ESC MOBILE MARKETING SITE

**ROWS/COLS SPECS**

**TABLET – LANDSCAPE (Width: 1024px):**

**Row 1** (logo):

Width: 100%

Height: 45px

Logo: 40px height, centered horiz & vert

**Row 2** (“gutter”)

Width: 100%

Height: 30px

**Row 3** (main content)

5 cols: 25px, 470px, 36px, 470px, 25px

col #2 = text content column;

bottom margin/padding between content “sections”: 50x;

**Row 4** (“gutter” btwn content cols and footers):

Width: 100%

Height: 40px;

**Row 5** (“CTA” Bar):

Height: 60px;

5 cols: 25px, 466px, 37px, 470px, 25px

-for col #2: content flush right; for col #4: content flush left

**Row 6** (footer):

Width: 100%;

Height: 70px;

Margin-Left: 10px

**TABLET – PORTRAIT (Width: 768px):**

**Row 1** (Logo Bar): same as landscape

**Row 2** (“gutter”): same as landscape

**Row 3** (main content)

5 cols: 20px, 350px, 28px, 350px, 20px

col #2 = text content column;

bottom margin/padding between content “sections”: 50x;

**Row 4** (“gutter” btwn content cols and footers): same as landscape

**Row 5** (“CTA” Bar):

Height: 60px;

5 cols: 20px, 360px, 28px, 470px, 340px

-for col #2: content flush right; for col #4: content flush left

**Row 6** (footer): same as landscape

**SMARTPHONE (Width: 320px):**

**Row 1** (Logo Bar): same as tablet

**Row 2** (main content):

3 cols: 10px, 300px; 10px;

bottom margin/padding between content “sections”: 40x;

**Row 3** (“gutter” btwn content cols and footers): same

**Row 4** (“CTAs”):

4 cols: 10px, 150px; 150px; 10px;

**Row 5** (footer):

Width: 100%;

Height: 55px;

Right & Left Margins: 5px

**STYLES & ELEMENTS**

**Global Styles/Elements:**

H1, H2, P: font-family: Comenia Sans

H1, H2: bold, all-caps

H1: #000

H2: #515151

P: #404040;

Links: #7a203d, bold, text-decoration: none / Hover: #666

H1 Section Bottom Borders:

3px solid

border 1: #3b7ddb

border 2: #d30043

border 3: #e34913

border 4: #7a203d

“CTA” Row:

background-color: #f0f0f0

border-top and border-bottom: 1px solid #929292

“CTAs”:

background-color: #969696

font-family: arial, #fff;

border: 1px solid #929292

“CTAs” Hover:

Background-color: #222;

Border: 1px solid #505050

Footer:

Width: 100%

Height: 50px;

Background-color: #c3c3c3

Font-family: arial, #6a6a6a

Links: #7a2240, normal weight, no-decoration / Hover: #666

Border/Divider: 1px solid #8f8f8f

**TABLET STYLES – LANDSCAPE/PORTRAIT:**

H1: font-size: 2.50em; weight: 500; uppercase; line-height: 40px (or 250%);

H2: font-size: 1.84em; weight: 300; uppercase; line-height: 8px (or 50%);

P: font-size: 1.50em; weight: normal; line-height: 22px (or 135.5%)

CTAs : width: 200px; height: 45px; font-size: 1.313em;

Footer: font-size: 1.125em; line-height: 16px (100%); margin-left: 10px;

**SMARTPHONE STYLES:**

H1: font-size: 2.00em; line-height: 32px (or 200%)

H2: font-size: 1.50em; line-height: 27px (or 168%)

P: font-size: 1.313em; line-height: 27px (or 168%)

Img: max-width: 300px; padding-top/padding-bottom: 20px;

CTAs : Height: 36px; font-size: 1.0em; line-height: 16px (or 100%)

FB: width: 100px;

Website: width: 160px;

Footer: font-size: 0.875em; line-height: 16px (100%); margin-left: 5px;