boost mobile™

Web Style Guide   2012

Table of Contents

General Site

Promotional Content

General Site

This section tells you about the foundations upon which the Boost Mobile site has been designed. When building new pages to the site, this section will inform you on all the awesome systems we've created in order to do so.

Design Philosophy

The new Boost branding gets a cleaner, simpler design aesthetic. Think "smart," "uncluttered" and "fun". The rules that govern the site allow it to convey information more clearly; things like air and white space let elements breathe and violators pop, and the result is greater flexibility for the designer, stronger branding and a more consistent user experience.

General Site Color Palette

The Boost Mobile site uses a monochromatic color palette as a minimalist foundation with spurts of brighter colors and imagery layered on top. Use the bright colors sparingly, as it loses its potency when overdone.

Solid Colors
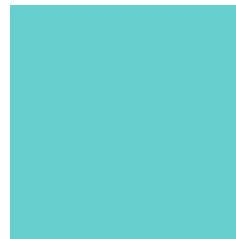
#E7781D

Used on white backgrounds

• Headers

• Links
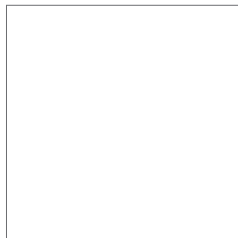
#F7901E

Used on black backgrounds
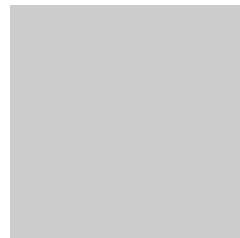
• Headers

• Links

#67CFCD

• Rollovers for text
  and objects

Solid Grays

#FFFFFF

• Sidebars

• Button & violator
  text

#CCC

• Large copy

• Dividing rules

#525252

• Body copy

• Links

#000000

• Headers

General Site Color Palette

Gradients
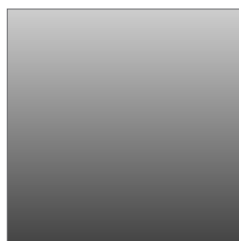
#F7901E – #D1581C	#FFFFFF – #F0F0F0	#434343 – #8B8989	#2B2B2E – #111111	#6FDBDB – #57B5B0
• Headers	• Backgrounds	• Backgrounds	• Button rollovers	• Button rollovers
• Chart columns				
• Icons				

(A) **Page Headers** Boost Neo-Grotesk / Regular / 25 pt / Gradient of #F7901E and #D1581C

(B) **Primary Section Headers** Boost Neo-Grotesk / Regular / 25 pt / #E7781D

(C) **Primary Sub Headers** Boost Neo / Bold / 18 pt / #000000

(D) **Secondary Sub Headers** Boost Neo-Grotesk / Regular / 18 pt / #E7781D

(E) **Feature Headers** Boost Neo / Bold / 15 pt / #000000

(F) Body Copy Arial / Regular / 12 pt / 16pt leading / #525252

(G) Body Copy Link Arial / Regular / 12 pt / 16pt leading / #E7781D

(H) Body Copy Link Rollover Arial / Regular / 12 pt / 16pt leading / #67CFCD

NOTES This typography is used throughout the structure of the site. Promotional elements that live within this structure do not necessarily have to follow these typographic rules, however, should be designed in a way so that they complement each other. Match the numbers seen here to the ones seen on the next few pages to see where on the site this typography lives.

Headlines and larger page headers are filled with the orange gradient outlined on page 6.
When filling text with the gradient, use only the bold weights of Boost NeoGrotesk and Boost Neo fonts.

Single-line use

Lorem ipsum

#F7901E

#D1581C

Multi-line use

Lorem ipsum dolor sip amet, conjecletur.

#F7901E

#D1581C
#F7901E

#D1581C
#F7901E

#D1581C

NOTES   When using the gradient within the multi-line format, it is recommended to limit the line count to three lines.

General Site Typography

Product Detail Page

Plans Page

General Site Buttons

Buttons are generally used to move users down a buy flow. They can be occasionally used to lead to content pages, however, this should only be done for a good reason. Most often, buttons should be gray. Use orange sparingly, only when it's appropriate for the button to stand out (i.e. Add To Cart button).

Small Buttons

| 20 px | | 20 px | |

Learn more
Gradient #adabad — #7a7a7a

Learn more
Gradient #6fdbdb — #57b5b0

Add to cart
Gradient #f790le — #d1581c

Add to cart
Gradient #6fdbdb — #57b5b0

25 px

Boost Neo-Grotesk / Regular / 12.5 pt

Large Buttons

| 20 px | | 20 px | |

Learn more >
Gradient #adabad — #7a7a7a

Learn more >
Gradient #6fdbdb — #57b5b0

Add to cart >
Gradient #f790le — #d1581c

Add to cart >
Gradient #6fdbdb — #57b5b0

35 px

Boost Neo-Grotesk / Regular / 16 pt
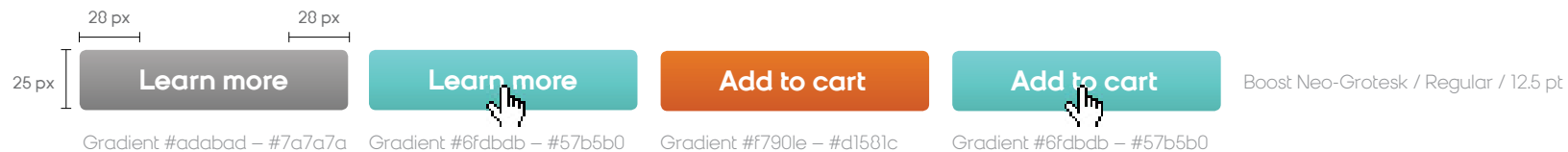
NOTES   The horizontal padding guidelines can be broken where appropriate. For example, in layout, a button may need to span a predetermined width or optically need more or less padding. Button text should always be centered vertically and horizontally. Button copy should be short and action-oriented.

Links are generally used as CTAs for secondary content and not down the buy flow. Usually, primary text links are found at the end of sub-content areas, while secondary text links are usually used within the content copy.

Primary Text Links

> Learn more   **> Learn more**   Arial / Bold / 13 pt

Secondary Text Links

Learn more   Learn more   Learn more   Learn more   Arial / Regular / 11 pt
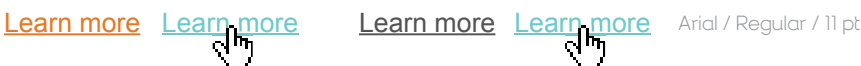
Text Drop-Down Menus

Boost Neo / Bold / 18 pt

> **How to Maintain your Account**

∨ **How to Maintain your Account**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut sed leo a sapien accumsan commodo eget a nisl. Suspendisse ligula felis vestibulum non iaculis quis.

Sort Drop-Down Menus

Arial / Regular / 12 pt /

192 px   20 px

20 px | Sort your results | ∨ | Gradient of #adabad – #7a7a7a

Sort Category 1

Sort Category 1   ○—— #7a7a7a / 90% Opacity

Sort Category 1   ○—— #adabad / 90% Opacity
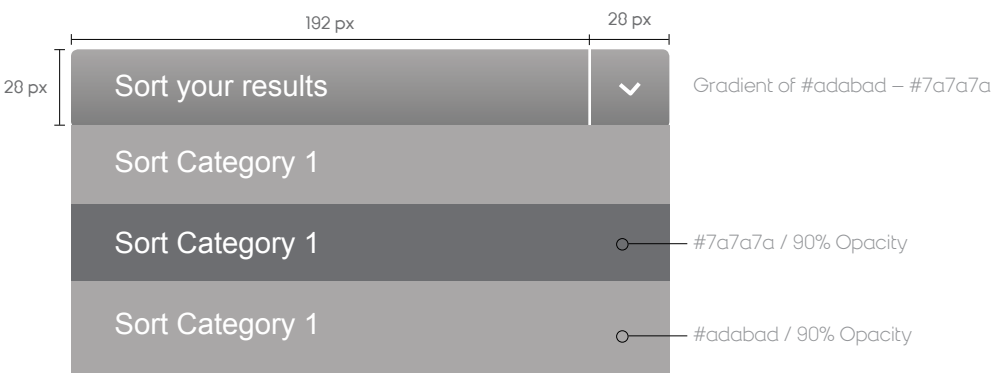
General Site Iconography

Android	Digital Camera	Touch Screen	Mobile Hotspot	Voice Command	Expandable Memory	GPS/Navigation
Google Play™	Google Account Integration	Bluetooth Enabled	Music Player	Front & Rear Cameras	MMS & Text Messaging	Mobile Web
Vibrate Mode	Speakerphone	Full QWERTY Keyboard	Visual Voice Mail	Voice Mail, caller ID, call waiting & 3-way calling	Customizable Ringtones	External Touch-Sensitive Keypad
TV Enabled	Dedicated Text Messaging Key	Proximity Sensor	Speech to Text	Download Ringtones, Music and More	Easy Parental Controls	Waterproof
Email	BBM Enabled	WiFi Enabled				

General Site Iconography
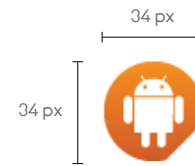
Size

34 px

34 px

The icon assets are 34px by 34px. The icon itself always lives within the circular shape allowing for a comfortable amount of space from the edge.

Background

The background is transparent to allow the product detail gradient to show through. There are never borders or shadows applied to the icons.

Style

Boost Mobile feature icons are designed in a 2-color palette. Iconic shapes are used to best communicate the essence of each feature.

Color

Icons are always done in white and housed in the Boost Orange gradient (#f7901e – #d1581c).

NOTES   Additional third-party icons may be used in addition to the boost feature icons but only when necessary. Descriptions of features should be limited to 3 lines whenever possible to insure adequate spacing between features.

375 px

235 px

15 px

How it works

Buy your phone
online or in a store

When you've got it in hand,
activate a no-contract plan

Keep your number &
enjoy your new phone

Phone Insurance

Can't live without your Boost Mobile
phone? Get phone insurance and
you'll never have to.
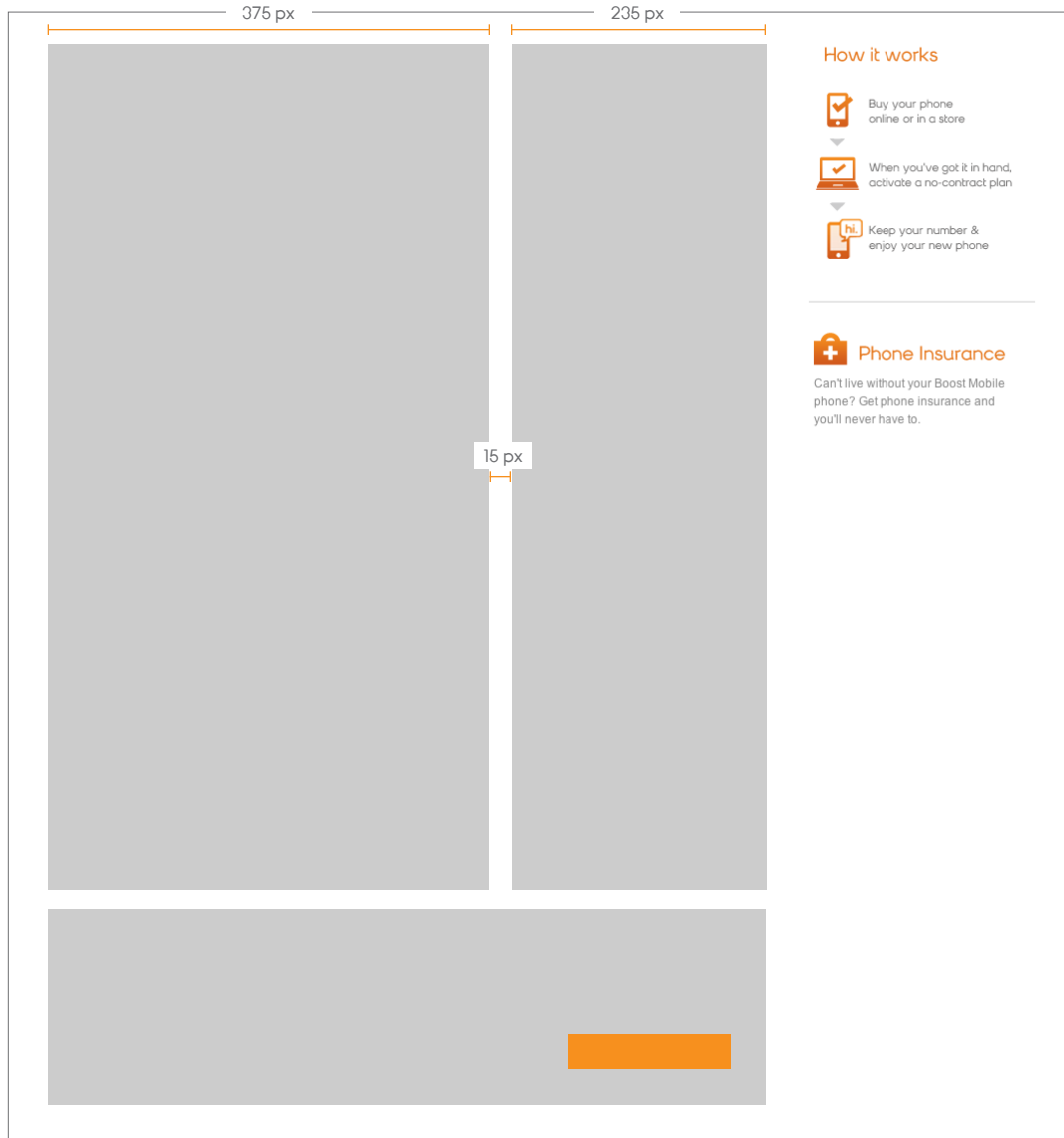
Form Style

The form style is a 2 column grid consisting of a 375px wider column and a smaller 235px column living within the general content area of the site. Gutters are 15px and CTAs are always in the bottom right-hand corner.

General Site Form Style & Error States

This style is used to represent a completed form as a form of a receipt of order.
It is also the style used on the order lookup pages.

Submitted: 01/01/2012

Confirmation Number: 012345678

654 px 226 px

Order Summary

Orange gradient header bars divide each section

Status: In Progress

Your order is currently being processed, so we don't have a tracking number just yet. Once we scan your package, we'll send an e-mail confirmation with your number.

1 x Samsung Galaxy Prevail ($149.99)	$149.99
1 x HTC EVO Design 4G™ ($29.99)	$29.99

Subtotal (Before freight & tax)	$179.98
Shipping & Handling	$0.00
Tax	$0.00
Total	**$159.98**

Shipping via Fedex - 2 Day

Tracking # 542119964886

DILLON, NANCY
1234 STREET, TOWN, HI

Get familiar with your phone while you wait

Check out
these helpful resources

Choose a Phone ⌄

And remember...

The first thing you need to do when your phone arrives is **activate it**.

Don't worry, It will only take a few minutes.

Information is framed in a 2 px #ADABDAD border

40 px white borders

Arial / Bold / 13pt / #7a7a7a

*Required Information

Billing/Shipping Address

We will only ship to your billing address. We cannot ship to a PO Box address.

*Address   12 High Street

*City   Boston

*Zip code   02111

*State   State

*Phone Number   EXT

*Email

🔒 **Secure Credit Card Payment**
This is a secure 128-bit SSL encrypted transaction.

SECURED BY
Entrust
SSL
▶ VERIFY

NOTE: Orders placed after 5PM local destination time will not be processed and shipped until the following business day (Mon-Fri excluding Holidays). Shipments going to AK and HI are only eligible for Two Day service.

Payment Information

*First Name

*Last Name

*Card Type   ◯ DISCOVER   ◯ MASTERCARD
   ◯ VISA   ◯ AMEX

*Card Number 🔒

*Security Code

*Expiration   April   /   2015   e   What is this?

2012
2013
2014
2015
2016
2017
2018
2019
2020
2021

*Shipping   3 Day Saver - $0.00

Terms & Conditions   Read   ☑ *I Accept the Terms & Conditions

Shipping $ 0.00
Subtotal $ 129.99

Oops. The following errors have occu—
Invalid promotion code.

**Current Total Due
(before tax)** $ 129.99

Review Order ❯

Form Fields

The form fields are 30px in height, a background color of #E2E1E1 and a 3px #ADABAD inner shadow. Field text is #525252 with a padding of 10px.

Error States

Field has 2px #FF0000 stroke.
Field text remains #525252 with a padding of 10px

Drop Menus

Drop menus follow the guidelines on page 9 of this guide.

Errors

Errors are explained
Arial / Bold / 14pt / #FF0000

When a new Boost Mobile phone is introduced, here are all the images that need to be created:

Gallery images & thumbnails

Three-quarter facing phones

Front facing phones

What's in the box
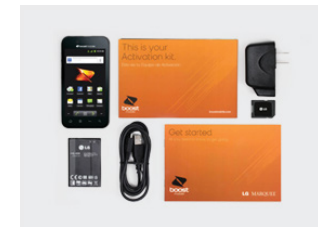
Specifications

NOTES Images shown here are on a gray board to display background treatment. Different phone screens may be used but should be limited. Refer to provided templates for sizing and positioning guidelines.

3/4 View

Back View

Front Facing

Side View

570 px

550 px
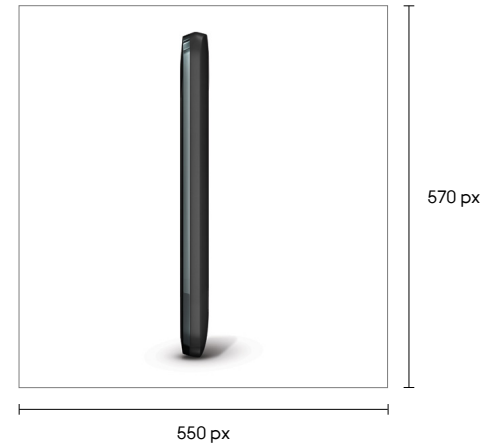
Glare
Should be on the left side of all of the views. Use white at a low opacity that fades out toward the edge.

No Reflection
Do not reflect the phone onto the ground surface.

Ground surface shadows
Shadows should reflect the size and shape of the phone and consist of a dark, tight and black shadow and a broad, wide and faint shadow.

NOTES   Images shown here at 25% scale and outlined with a gray line to display dimensions and background treatment. Gallery images should showcase the product in as many angles as necessary and should offer a mix of vertical, horizontal, side, back and three-quarter views.

Android Market is now Google Play (use new icon and "Play Store" text).

3/4 View

Back View

Front Facing

Side View

360 View

Video Demo

40 px

40 px
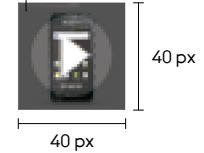
360 View

When a 360 degree view is available, a duplicate of the side view thumbnail should be used with "360" overlaid on top.

The "360" is 13 pt Boost Neo – Grotesk / #FFFFFF

Video Demo

When a video demo is available, a duplicate of the front view thumbnail should be used with the play icon overlaid on top.

Video Demo Play Icon

The play icon is comprised of an outer circle with a width of 30px, #FFFFFF at 25% opacity and a triangle with dimensions of 18px wide and 13px high.

NOTES   Images shown here at 100% scale and on a gray background to display dimensions and background treatment. Resize the assets from the gallery images so that the shadows and views are consistent. Ensure that the number in the gallery thumb file name matches the corresponding gallery image.

hero.png
Appears at the top of the product detail page.

385 px

Android
(If applicable)

Include
Reflection

375 px

shop.png
Appears on the grid and list views.

210 px

175 px

cart.png
Appears in the mini cart

100 px

70 px

compare.png
Appears on the top of the compare grid.

120 px

85 px

NOTES   The 3/4 view is the primary view for presenting products on the Boost site. Refer to the above outline for direction with reflexions,

angles and variations. Images shown here are at 75% scale and include a gray stroke only to display dimensions and background treatment.

accessory.png

Appears on "Choose a phone"
section of the accessory page

150 px

120 px

thumbnail.png

Appears on accessory
page and in cart

65 px

35 px

compare_thumb.jpg

Appears in top left of shop phones
when a phone is added to compare
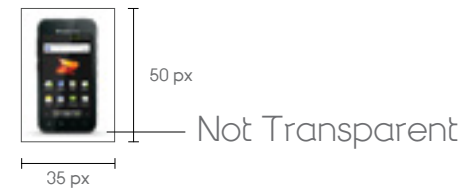
50 px

Not Transparent

35 px

Ground surface shadows

Shadows should reflect the size and shape of the phone and consist of
a dark, tight and black shadow and a broad, wide and faint shadow.

NOTES   Images shown here at 100% scale and include a gray stroke only to display dimensions and background treatment. Resize the front

facing phone image from the gallery images so that the shadow is consistent.

specifications.png

Appears on product detail page in "Specifications" section (features & specs tab).
Transparent background.

.36"

4.4"

2.52"

255 px

350 px

Dimensions
Should be at the center point of the device.
Arial / 11pt / #525252

Bracketed Rules
Should be adjusted to height and width of device.
1pt / #CCC

Transparent Background

Horizontal phone

Side facing phone

NOTES   Images shown here at 100% scale. Resize the horizontal and side phone images from the gallery images so that the shadow is consistent.

included-in-box.png

Appears on product detail page in "Specifications" section (features & specs tab).
Transparent background.

200 px

275 px

Activation kit
A scan of the actual book can be used instead of the photographed version if preferred.

Quick start guide
A scan of the actual book can be used instead of the photographed version if preferred.

Front facing phone
Use naturally occurring shadows from photograph and not drop shadow from front facing phone asset
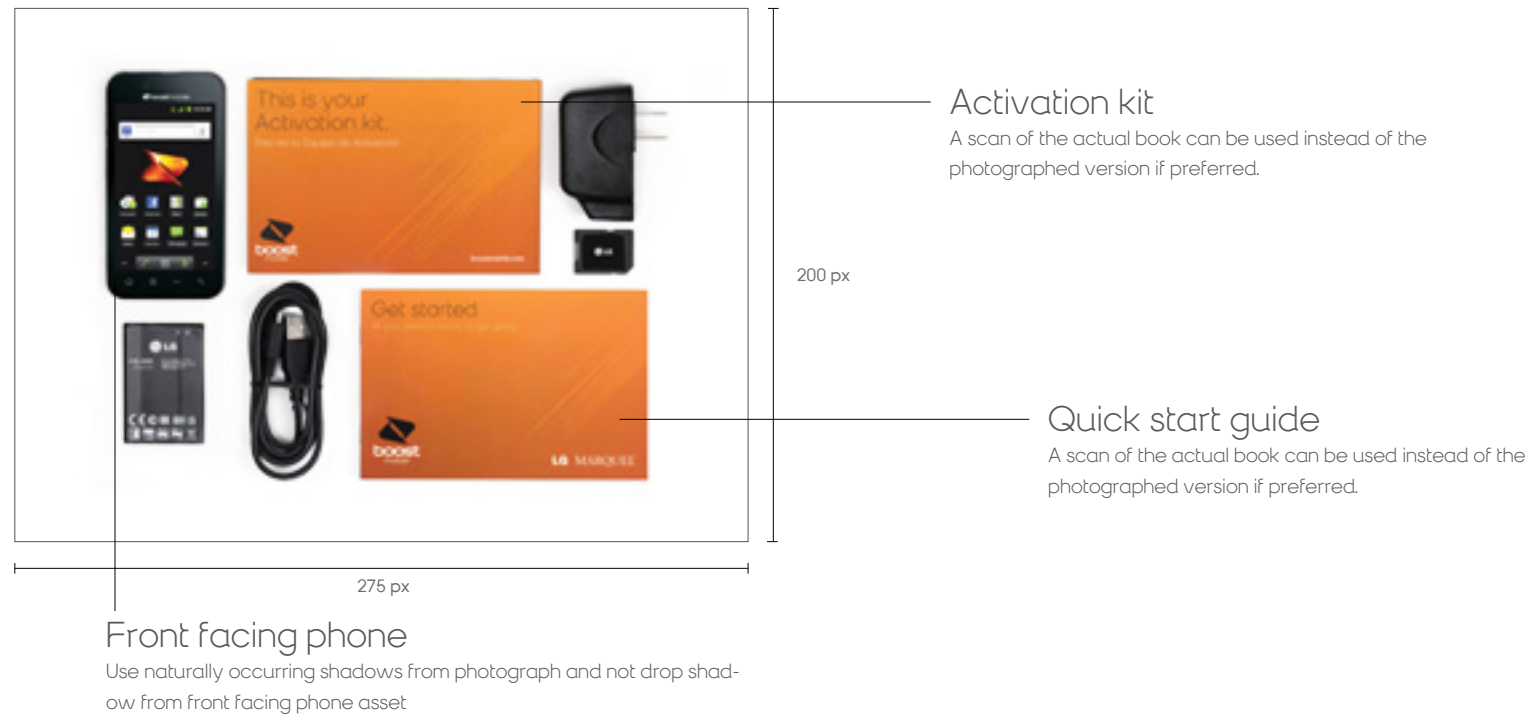
NOTES   Images shown here at 100% scale and include a gray stroke only to display dimensions and background treatment. Items should be artfully displayed with equal space between objects. Items should be photographed as a unit flat from above using a large area of focus and retaining any natural shadows that occur. The front view of the phone should replace the photographed version as part of post-productions.

Products should be grouped in an organic and artful way. Premium or featured phones should always be in the front with supporting products arranged behind.

NOTES A solo product can be shown with a side view but only if the composition allows. Clam-style phones are always shown closed when displayed within a group. If a device features a QWERTY keyboard, it may be displayed open if it does not obstruct the other devices.

General Site Product Image Guidelines

If more than one phone is composed on a page, the highlight/reflection should be on the same side of both phones. Preferably from the same light source.

General Site Navigation

Arial / Regular / All Caps / 10pt / #FFFFFF

Arial / Regular / All Caps / 9pt / #FFFFFF

50px

100px

25px

25px

50px

50px

50px

50px

40px

SEARCH:

STORE LOCATOR: ENTER ZIP

ESPAÑOL

boostmobile™

MY ACCOUNT   SHOP   COVERAGE   ACTIVATE   REBOOST   COMMUNITY   SUPPORT

Arial / Regular / All Caps / 13.5pt / #FFFFFF

25px   25px   25px   25px

12px   12px   #67CFCD

SEARCH: STORE LOCATOR: ENTER ZIP   ESPAÑOL

boostmobile™

MY ACCOUNT   SHOP   COVERAGE   ACTIVATE   REBOOST   COMMUNITY   SUPPORT

30px   PLANS   PHONES   WHY CHOOSE BOOST   ACCESSORIES   MOBILE ID

#67CFCD   15px

Arial / Regular / All Caps / 12pt / #999999

Copy Tone & Style

Keeping with Boost's "Be Heard" mantra, copy should empower customers to embrace the concept of value without sacrifice. To that end, the voice is confident, cool and energetic, with a healthy respect for its hard-working audience and a dash of humor for good measure. It has fun without forgetting the real needs of Boost customers.

HEADERS

Subheads should be initial caps.

✔ **CORRECT:** Shop Phones
✘ **INCORRECT:** Shop phones

SECONDARY HEADERS

Section headers sentence case without punctuation.

✔ **CORRECT:** What's in the box
✘ **INCORRECT:** What's In The Box

COPY

Copy blocks should always be properly punctuated, including periods at the end. (This applies to all pages on BoostMobile.com, home page panels, promo modules, OLA, etc.)

✔ **CORRECT:** Get $10 off super duper awesome phones, like the Motorola Theory or Transform Ultra.

✘ **INCORRECT:** Get $10 off super duper awesome phones like the Motorola Theory or Transform Ultra

PROMO CODES

Promo codes should be displayed in all caps without spaces or punctuation at the end.

✔ **CORRECT:** Use Promo Code: EARTHDAY30
✘ **INCORRECT:** Use Promo Code: Earth Day 30

LISTS

Serial commas are a Boost no-no. What's a serial comma, you ask? It's when the last item in a list has a comma preceding it.

✔ **EXAMPLE:** Boost Mobile dislikes serial commas, pumpkins used as projectiles, elasticized pants, unicorn burgers and mean people.

✘ **INCORRECT EXAMPLE:** Boost Mobile dislikes serial commas, pumpkins used as projectiles, elasticized pants, unicorn burgers, and mean people.

BULLETS

Items in a bulleted list should not have punctuation at the end.

✔ **CORRECT:**
All Boost Mobile phones come with:
- Free shipping
- Free activation
- No contracts
- Keep your phone number

✘ **INCORRECT:**
All Boost Mobile phones come with:
- Free shipping,
- Free activation,
- No contracts,
- Keep your phone number.

Home Page Panels

The home page panels are playful yet precise. On the left side, a headline introduces the promotion and is followed by any features and/or body copy needed. On the right side, the visual of one or a group of products along with any additional graphics bring the headline to life. Where applicable, the 3D Android is actively participating in the scene and adding personality. A background spans the panel and supplies context. If there is a promo code, it follows the body copy and leads into the CTA.

Copy
The copy should fit within the typography and color palette. The size of the copy can vary based on the content, but should be designed so that it works well with the other homepage panels, as well as alone.

Front View
The front view of the phone is almost always used to showcase the device.

A Design to be desired.

The stylish HTC EVO Design 4G.™

Dual-Mode 3G/4G
With a phone that moves at 4G speeds, you'll take full advantage of the blazing fast Sprint® 4G Network.

32px

Mobile Hotspot Capability

1.3MP Front-Facing Camera

(Rollover features to explore)
The Android robot is reproduced or modified from work created and shared by Google and used according to terms described in the Creative Commons 3.0 Attribution License.

Learn More >

1 2 3 4 5 II

Features
3 key features are used to highlight the phone's functionality. More information is provided on rollover.

CTA
The large button is always used on all homepage panels, and overlaps the right edge of the panel by 4px.

Copy

The copy should follow the style described on the previous page, and discounts should be differentiated with color and/or weight.

Products

As many phones as necessary to represent the promo should be used to (but should not exceed 5). A variety of screens should be used when available.

38px

NEW Limited Time Offer

Unlimited Talk & Text for as low as $30/mo

Get Talk & Text Unlimited for just **$45/month**. Pay on time and watch your payments shrink to as low as **$30/month**.

View plan details >

Sanyo Innuendo

Motorola Theory™

NEW
LG Rumor Reflex™

1 2 3 4 5 ‖

CTA

The large button is always used on all homepage panels and overlaps the left edge of the panel by 4px.
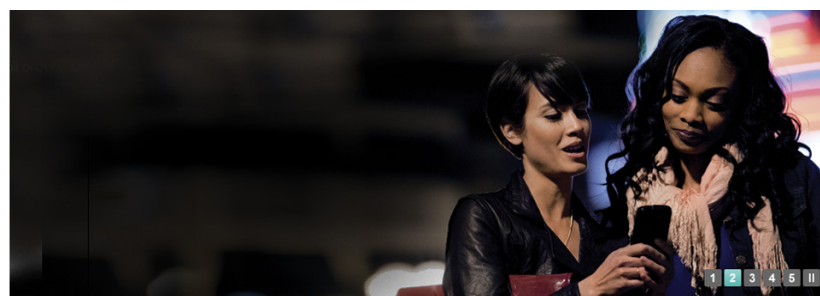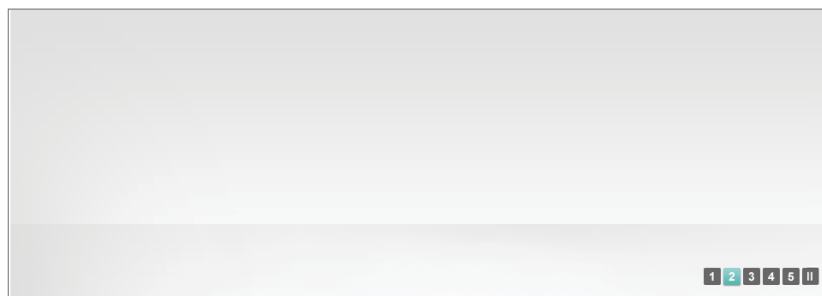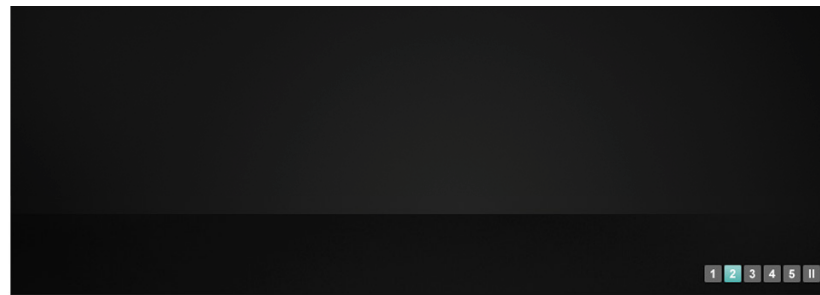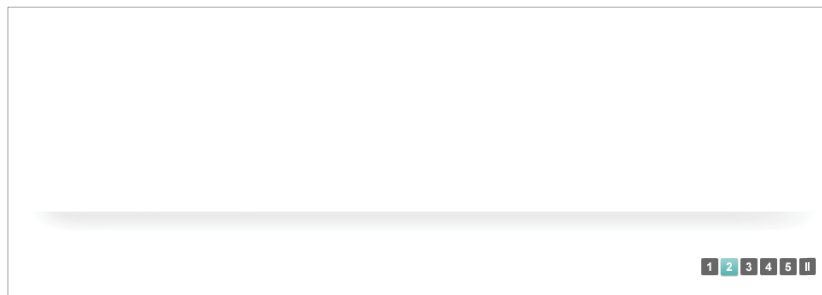
Secondary CTA

A secondary CTA may be used to drive to particular product pages if multiple products are featured. This should be limited to plan-centric promotions.

Imagery

Elements of the environment should utilize the additional 38px space above the edge of the panel to add a dynamic look.

Background examples

Lifestyle Background
When photography is used as a background, adequate negative space should be used behind copy areas.

Primary rails

Boost's 45-degree rails provide a branded design element that can be used within home page panels. Rail graphics should be incorporated into layouts as a complementary texture that supports the overall communications piece. Rails should be used appropriately, being mindful of clear-space and positioning guidelines. Please use only the supplied asset files, and do not create your own.

NOTE   In horizontal layouts, rails originate from the top of the page and extend downwards.

The sale tag has been designed to offer a clean and clear differentiation of sale products while staying within the Boost Brand.

Standard Tag
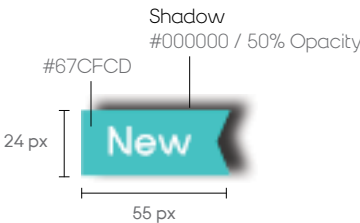Appears on the shop grid and the product detail pages.

24 px

72 px

46 px

Promo Code Tag
Only used when a promo code is needed at checkout for discount.

24 px

72 px

46 px

New Flag
Appears over devices on the shop grid.

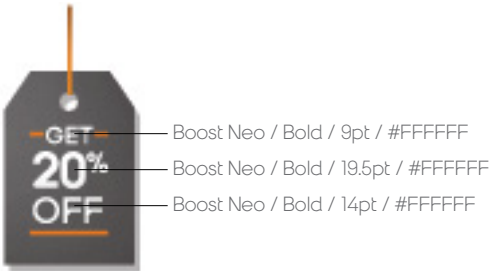Boost Neo / Black / 13pt / #FFFFFF

Shadow
#000000 / 50% Opacity

#67CFCD

24 px

New

55 px

Exclusive Flags
Used to highlight special offers. Copy should be short and clear.

Boost Neo / Black / 13pt / #FFFFFF

10 px   #67CFCD   10 px

WEB EXCLUSIVE   24 px

LIMITED TIME OFFER

Typography
Boost Neo / Bold / 9pt / #FFFFFF
Boost Neo / Bold / 19.5pt / #FFFFFF
Boost Neo / Bold / 14pt / #FFFFFF

Colors
#9E5914
#E7781D
#686566
#E7781D
#4c4849

Shadows
#525252 / 3px

Standard Tag & New Flag

Samsung Galaxy Rush™

★★★★⯪ (40 Reviews)

$20 OFF

~~$149.99~~
$129.99

OS 4.0
Ice Cream
Sandwich

New

Plan Type
Monthly/Daily

Learn more   Add to cart

☐ Add to Compare

Promo Code Tag

Samsung Galaxy Rush™

Have it all and get it fast with the Samsung Galaxy Rush.
Android™ 4.0 and Google Play™ make customizing a snap. With a
big touchscreen and front-facing camera, this phone busts
boundaries.

★★★★⯪ 4.9/5   (21 Reviews)   Write a review

$149.99   Add to cart >   🔒

GET 20% OFF

Use Promo Code: EVODESIGN4G20

Android is a trademark of Google, Inc.

Exclusive Flag

UNLIMITED calls to ALL landlines in Mexico*   LIMITED TIME OFFER

UNLIMITED calls to Canada**

UNLIMITED worldwide text messaging

Product detail backgrounds may be altered to fit a promotional theme but should never interfere with the content on the page.

Vignette
Backgrounds should always use a large black vignette to insure a smooth transition to site body.

Horizon Line
A horizon line is always used to create a floor for the product.

Background Examples

Thank You

If you have questions, please contact Michelle at

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