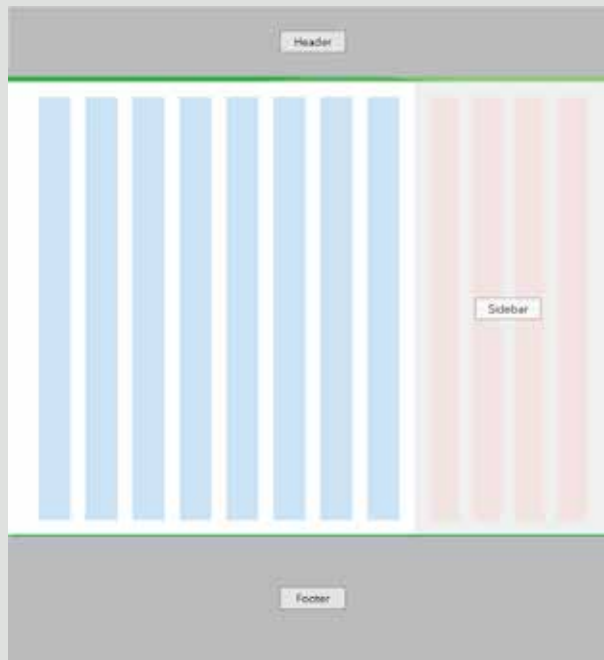


1



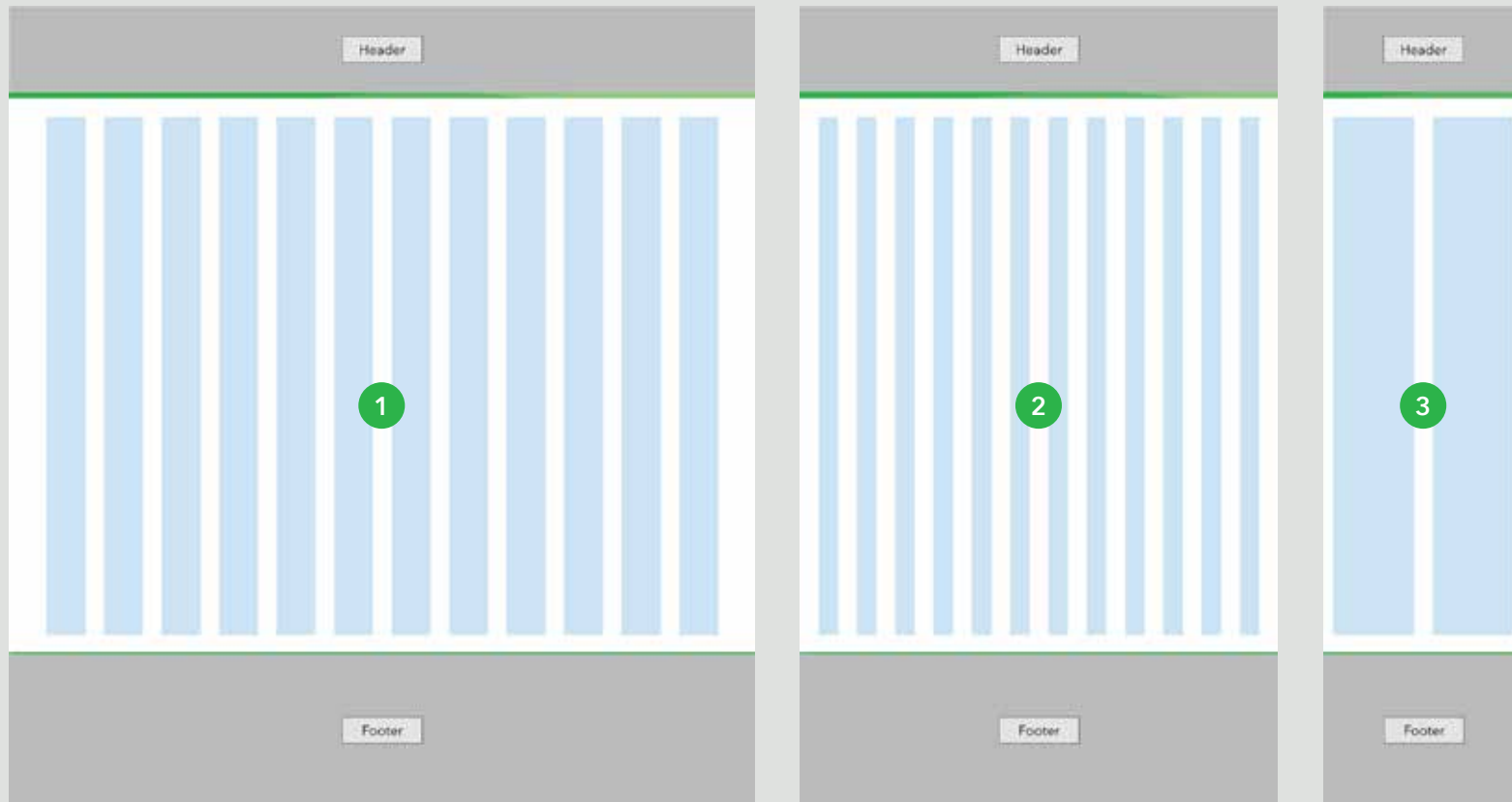
2



3

BASIC PAGE STRUCTURES

- 1 Basic layouts have twelve columns of main content and are generally used for pages that require a higher touch such as landing pages.
- 2 Sidebar layouts have eight columns of main content with four columns for the sidebar. Sidebar layouts are generally end points with no pages to navigate to any deeper, such as a blog post. <http://refresh.demo.cfpb.gov/blog/>
- 3 Sub-nav layout has three basic grid widths for navigation and the content area is a twelve column inset grid. Any page sitting below 3rd level in the navigation hierarchy with other related pages in it's section will require sub navigation. <https://github.cfpb.gov/flapjack/office-student/issues/9>



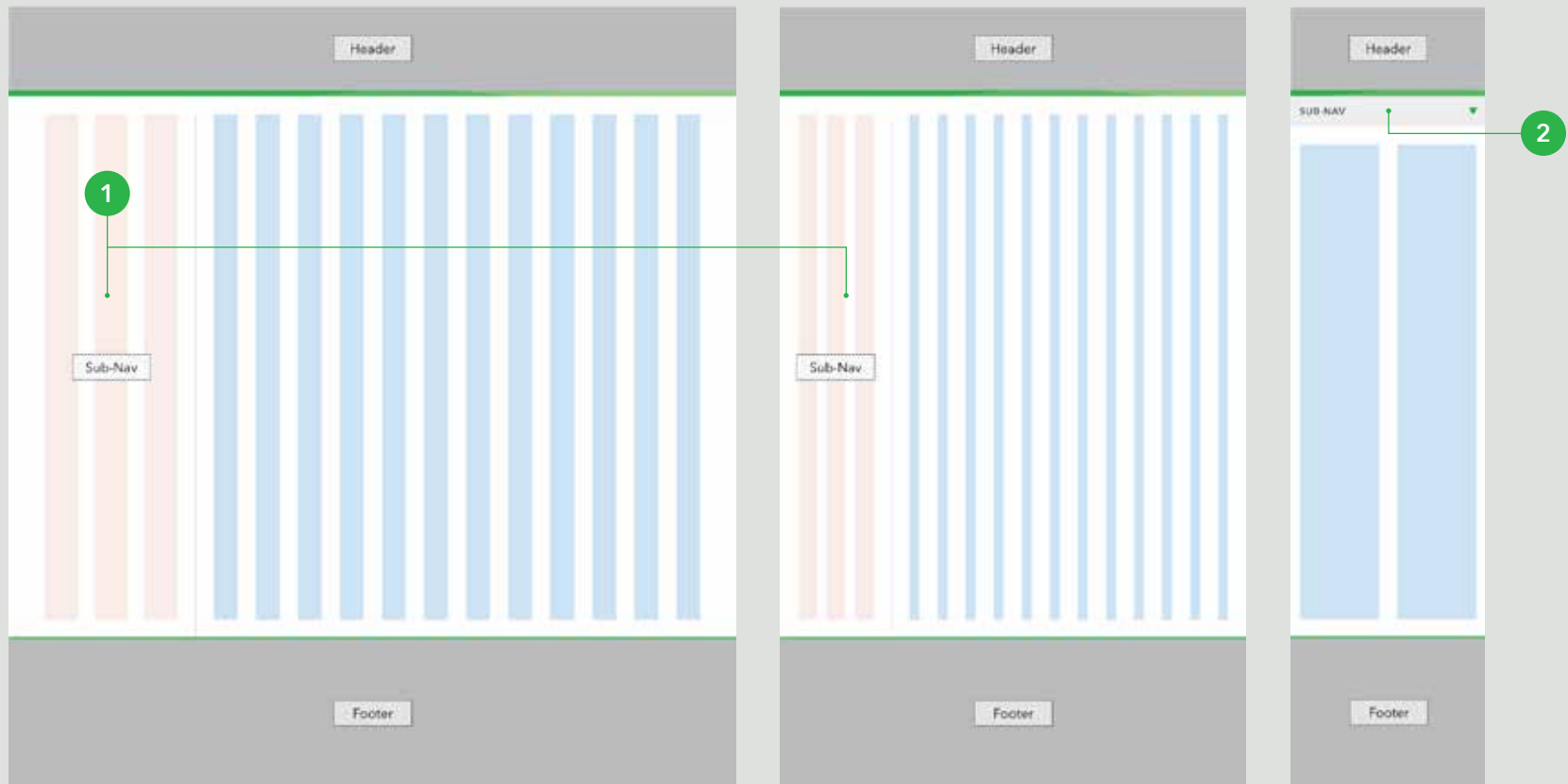
BASIC RESPONSIVE PATTERN

- 1 At any size larger than about 768px (portrait tablet orientation) there's generous 60px padding on the left and right of the grid.
- 2 At portrait tablet size the padding is reduced to 30px left and right.
- 3 At mobile phone sizes the grid is reduced to two columns and the left and right padding is reduced to 15px.



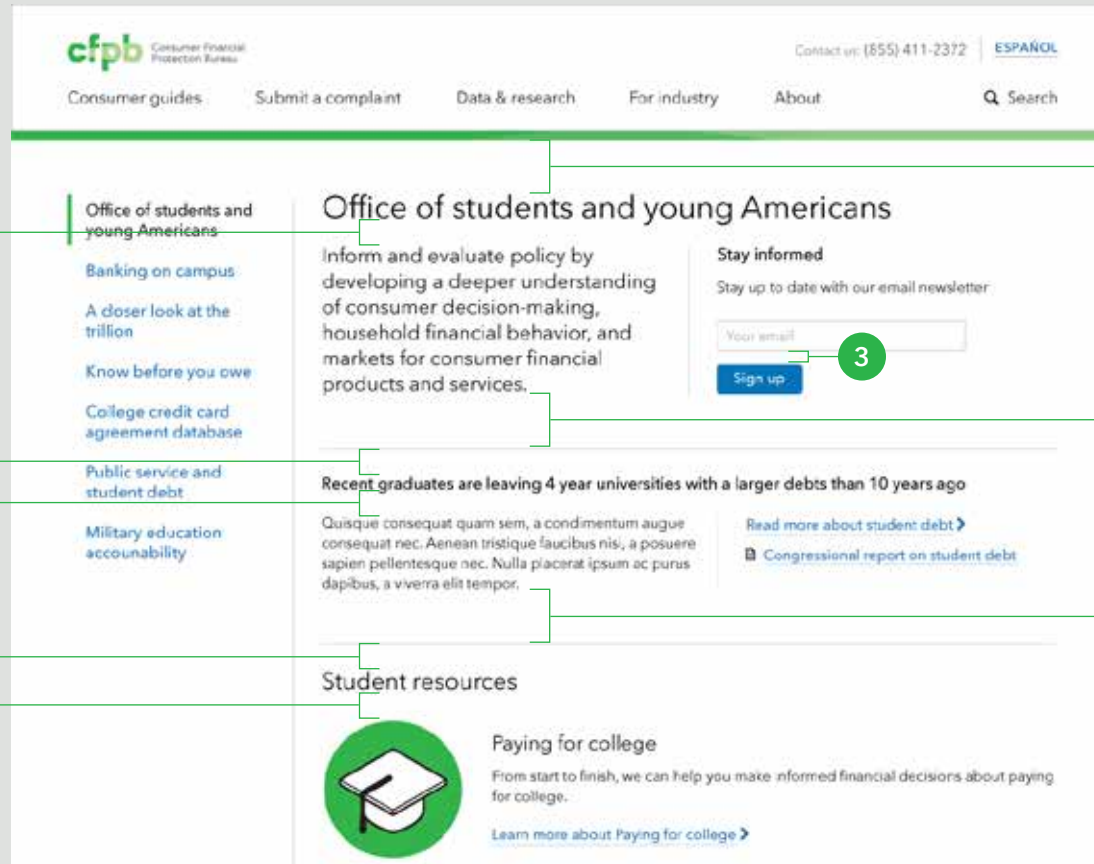
SIDEBAR RESPONSIVE PATTERN

- 1 At any size larger than about 768px (portrait tablet orientation) the sidebar fills four columns of the right hand portion of the page.
- 2 At portrait tablet size and below the sidebar is moved to the bottom of the page to accomodate a more vertical layout.



SUB-NAV RESPONSIVE PATTERN

- 1 At any size larger than a mobile phone the sub-nav fills three columns on the left hand portion of the page.
- 2 At mobile phone sizes the sub-nav is turned into a drop down menu at the top of the page.

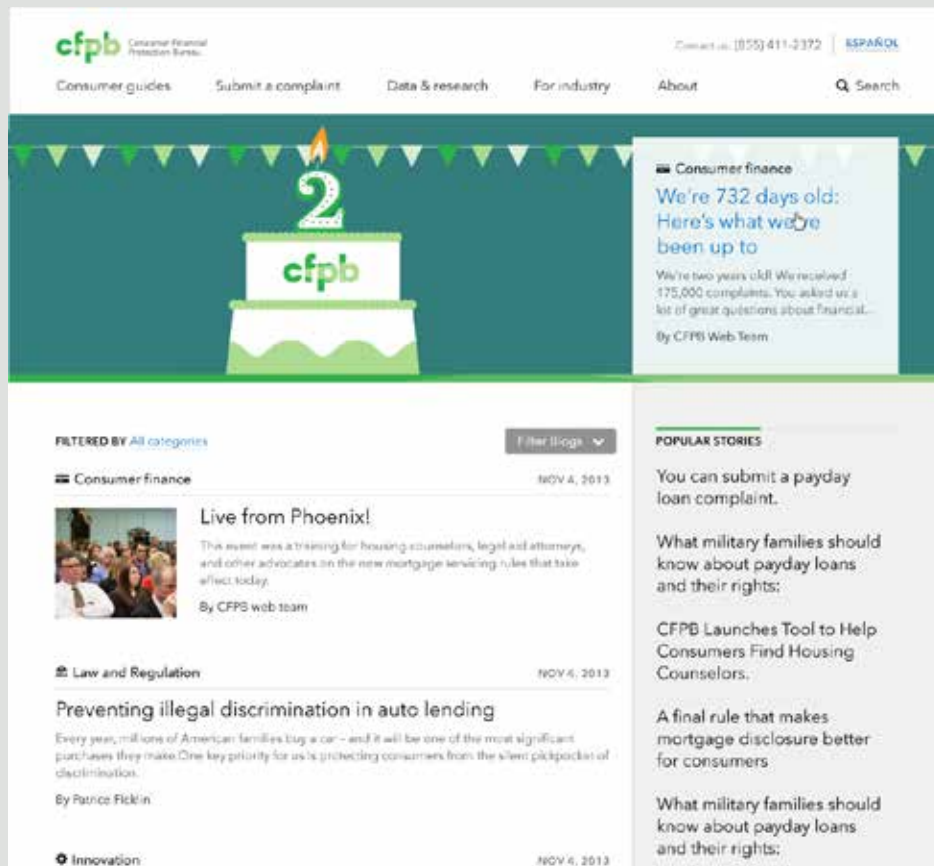


NEGATIVE SPACE AND CONTENT HIERARCHY

Clear content hierarchy is imperative for dense pages. With generous negative space and clear typography, only the bare minimum of ornamentation is required. Spacing is based off increments of fifteen pixels (15, 30, 45, 60). Repeated, consistent use of space gives a page a predictable visual organization. Users passively pick up on this rhythm which makes pages easier to scan and digest.

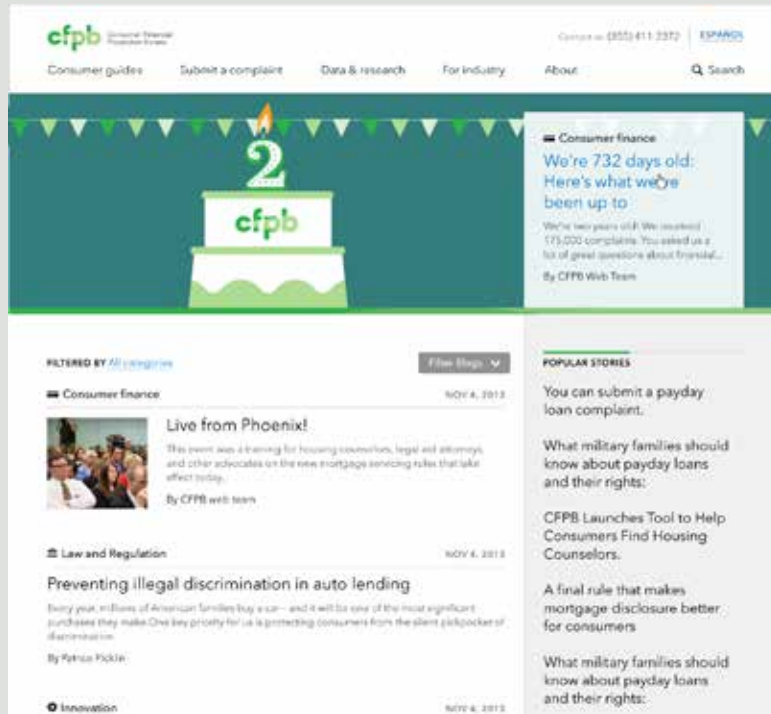
- 1 Increments of 30px are used to separate related elements such as headlines from body text, bounding boxes to contained content, instructions from form elements.
- 2 Increments of 60px separate large sections of content from one another.

- 3 Increments of 15px are used for content that has an immediate or actionable relationship. In this example a submit button for a form field.

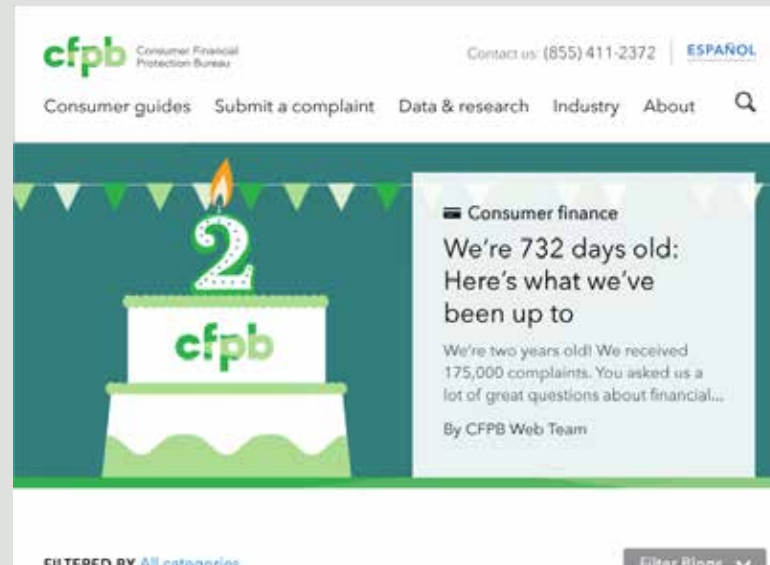


HERO MODULES

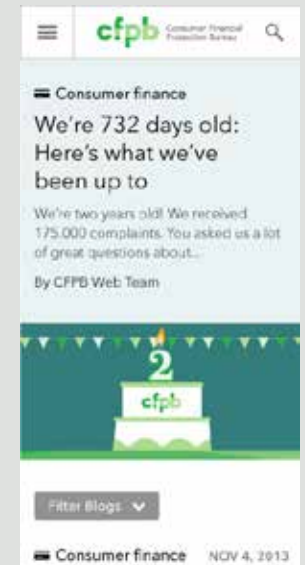
The hero image bleeds from to the left and right of the frame and is usually 345px tall. The hero information is contained in a 4 column wide slightly transparent box which can be oriented either on the left or right.



1



2



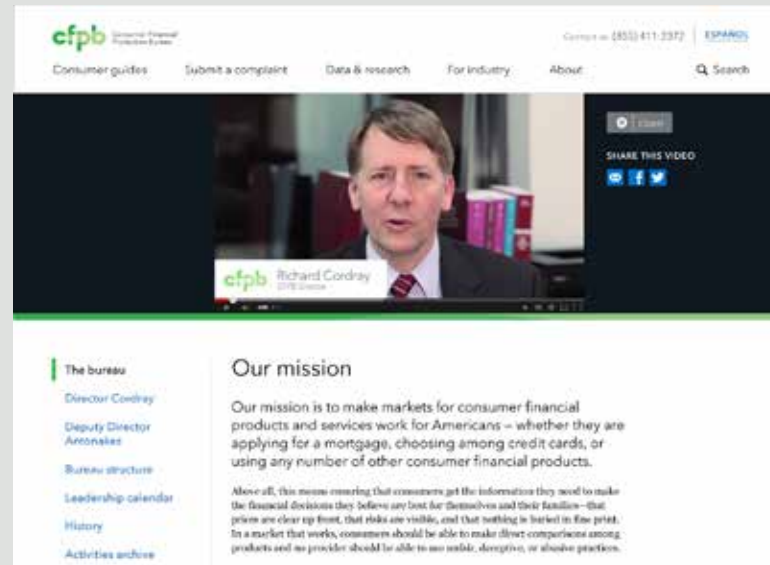
3

STATIC IMAGE HERO

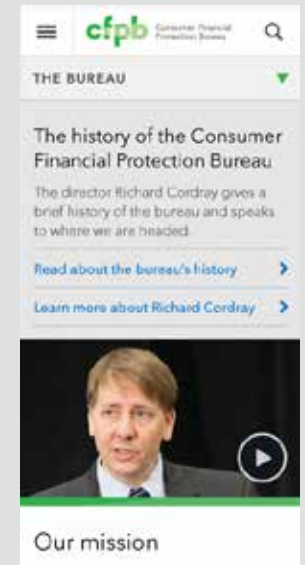
- 1 Images should be cropped for extreme horizontal orientation. In addition the focus of the content should be off-center. A good method is to center the focus of the image in the remaining 2/3's of the container not occupied by the hero context box.
- 2 At tablet sizes the left and right portions of the image are cropped into keeping the focus of the image in the visible portion of the hero container.
- 3 At mobile sizes the context box shifts above the image.



1



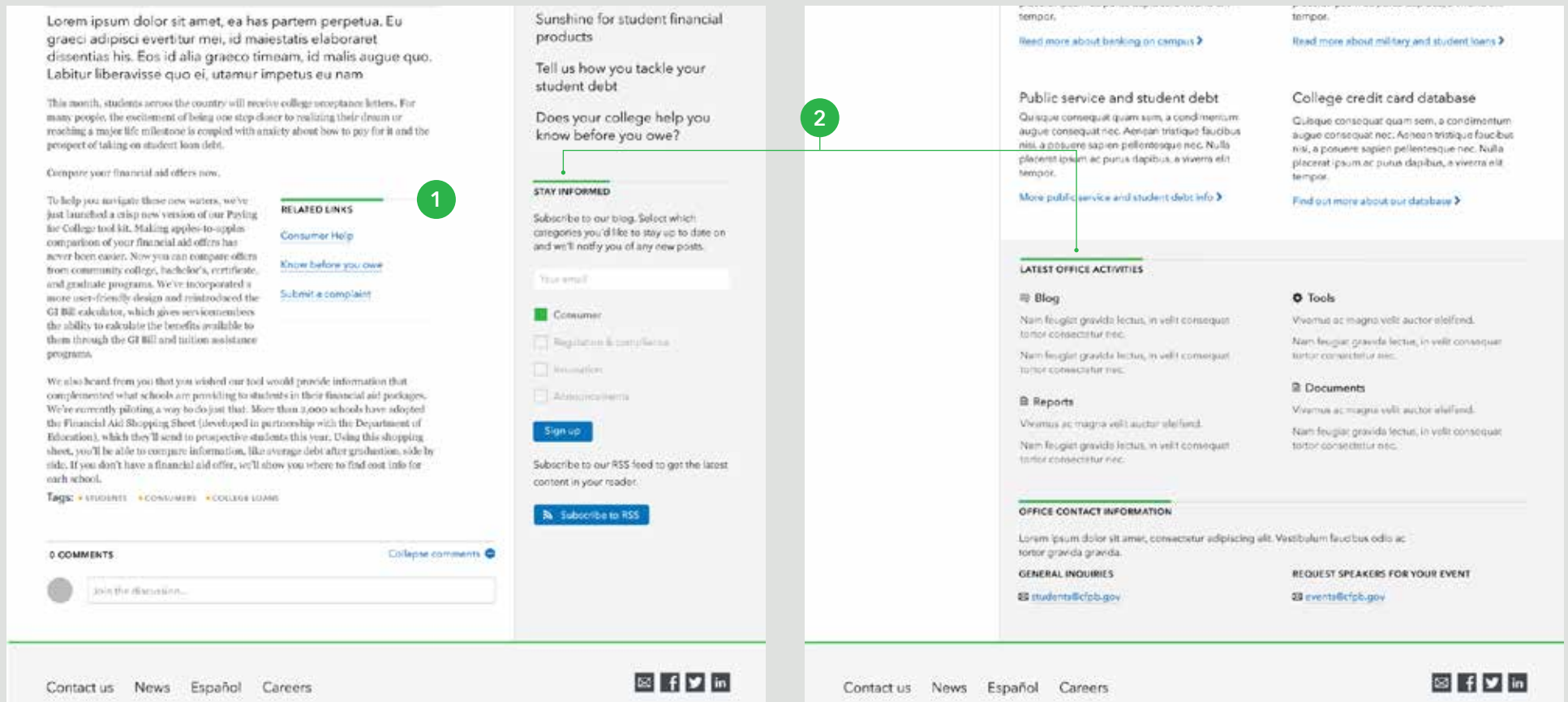
2



3

VIDEO HERO

- 1 At large sizes, desktop through tablet the play button appears in the center of the frame.
- 2 After the video hero is clicked the video loads in frame and begins playing (at all sizes). With screen sizes which support it, a small module containing a close button and social buttons appears.
- 1 At phone sizes the play button is pinned to the bottom right of the frame to allow maximum space for the image.



SLUGS

Slugs (labels w/ thicker green and thinner black stroke) are used to identify and delineate small repeated modules throughout the site. Often these elements appear in sidebars or extended footers, but not always. Slugs are not to be used on modules which are only utilized on a page or two.

- 1 An example of an inset related links module. Related links modules will appear all over consumerfinance.gov.
- 2 Other example modules that should be slugged, email newsletter sign ups, activities, contact information, etc.

Our work

1

Banking on campus

Quisque consequat quam sem, a condimentum augue consequat nec. Aenean tristique faucibus nisi, a posuere sapien pellentesque nec. Nulla placerat ipsum ac purus dapibus, a viverra elit tempor.

[Read more about banking on campus >](#)

Military and student loans

Quisque consequat quam sem, a condimentum augue consequat nec. Aenean tristique faucibus nisi, a posuere sapien pellentesque nec. Nulla placerat ipsum ac purus dapibus, a viverra elit tempor.

[Read more about military and student loans >](#)

Public service and student debt

Quisque consequat quam sem, a condimentum augue consequat nec. Aenean tristique faucibus nisi, a posuere sapien pellentesque nec. Nulla placerat ipsum ac purus dapibus, a viverra elit tempor.

[More public service and student debt info >](#)

College credit card database

Our work

2

Banking on campus +

A closer look at a trillion -

Quisque consequat quam sem, a condimentum augue consequat nec. Aenean tristique faucibus nisi, a posuere sapien pellentesque nec. Nulla placerat ipsum ac purus dapibus, a viverra elit tempor. Aliquam eget imperdiet dui. Aenean et congue nunc

[Read more about student debt >](#)

Know before you owe +

Finances & military service +

MOBILE CONSIDERATIONS

Once a design gets condensed down to mobile phone sizes certain adjustments need to be made. All heading sizes are adjusted to a size smaller. For example H1's becoming H2, H2's become H3's, with H4's being the smallest. In order to make page lengths more manageable long pages should be condensed. Use of expandable containers or horizontal scrolling are two methods. Links become full width buttons that are easier to target with fingers.

1

Tablet size example with the title "Our work" as an H2 and a long list of projects with links.

2

Same example, but at phone size. The title is now an H3, the list is collapsed into an expand collapse structure and links are switch to a finger freindly style.