



Website Design

# Style Guide

March 2015

Created by RBA  
A Digital and Technology Consultancy



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# Typography

**Heading 1**  
font: Roboto Medium  
font-size: 30px  
line-height: 1.3 em

**Heading 2**  
font: Roboto Condensed Bold  
font-size: 21px  
line-height: 1.3 em  
text-transform: uppercase

**Heading 3**  
font: Roboto Medium  
font-size: 21px  
line-height: 1.3 em

**Heading 4**  
font: Roboto Light  
font-size: 18px  
line-height: 1.3 em

**Heading 5**  
font: Roboto Condensed Bold  
font-size: 16px  
line-height: 1.3 em  
text-transform: uppercase

**Heading 6**  
font: Roboto Medium  
font-size: 15px  
line-height: 1.3 em

**Carousel Heading**  
font: Roboto Medium  
desktop-font-size: 30px  
tablet-font-size: 21px  
phone-font-size: 21px

**Heading 1**

**HEADING 2**

**Heading 3**

Heading 4

**HEADING 5**

Heading 6

Etiam convallis metus in volutpat suscipit. Fusce vitae mauris vitae orci iaculis viverra nec et nulla. Cras id ligula massa. Vestibulum ornare dolor in urna luctus eleifend.

Etiam convallis metus in volutpat suscipit. Fusce vitae mauris vitae orci iaculis viverra nec et nulla. Cras id ligula massa. Vestibulum ornare dolor in urna luctus eleifend.

Etiam convallis metus in volutpat suscipit. Fusce vitae mauris vitae orci iaculis viverra nec et nulla. Cras id ligula massa. Vestibulum ornare dolor in urna luctus eleifend.

Donec pulvinar enim a ultrices aliquam. Mauris tincidunt sollicitudin justo id venenatis. Vestibulum sit amet sapien eget lacus faucibus congue at quis sem. Mauris metus mi, lobortis in arcu at, volutpat sagittis lorem.

1. Lorem ipsum dolor sit amet

2. Lorem ipsum dolor sit amet consectetur adipiscing elit Etiam convallis metus in

3. Lorem ipsum dolor sit amet consectetur adipiscing elit

• Lorem ipsum dolor sit amet

• Lorem ipsum dolor sit amet consectetur adipiscing elit Etiam convallis metus in

• Lorem ipsum dolor sit amet consectetur adipiscing elit

**Carousel Heading (desktop)**  
**Carousel Heading (tablet)**  
**Carousel Heading (phone)**

**Paragraph Large**  
font: Roboto Light  
font-size: 18px  
line-height: 1.7 em

**Paragraph Medium**  
font: Roboto Light  
font-size: 15px  
line-height: 1.7 em

**Paragraph Medium Tight**  
font: Roboto Light  
font-size: 15px  
line-height: 1.3 em

**Paragraph Small**  
font: Roboto Light  
font-size: 13px  
line-height: 1.7 em

**Unordered List**  
font: Roboto Light  
font-size: 15px  
line-height: 1.3 em

**Ordered List**  
font: Roboto Light  
font-size: 15px  
line-height: 1.3 em  
**Bullet**  
font: Roboto Medium

# Color

---

## SRS Red

#a51e23

uses: primary link color, active link color, button background



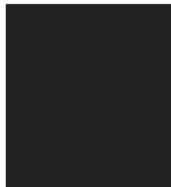
SRS Red



Slate Gray



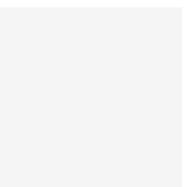
Gold



Black



White



Light Gray



Medium Gray

## Slate Gray

#7c8b95

uses: content background color, footer background color

## Gold

#ffcb52

uses: secondary link color (used on slate gray)

## Black

#222222

uses: default text color, body background color

## White

#ffffff

uses: content background color (used for emphasis), reverse text

## Light Gray

#f5f5f5

uses: content background color

## Medium Gray

#999999

uses: content background color

# Iconography

---

Note: The icons below are in vector format and can be opened in a program like Adobe Illustrator.

About	Locations	CAP	Products	Contact	Search	Cart	Minimize	Expand
Previous Arrow	Next Arrow	Link Arrow	Facebook	Twitter	Document	Zoom	Profile	Menu

# Links and Buttons

---

## Primary Link

font: Roboto Medium  
font-size: 15px  
font-color: #a51e23  
hover-color: #c7252b

## Secondary Link

font: Roboto Light  
font-size: 13px  
text-decoration: underline  
font-color: #777777  
hover-color: #a51e23

## Inline Link

font: Roboto Light  
font-size: 15px  
font-color: #a51e23  
hover-color: #c7252b

## Sidebar Nav Link

font: Roboto Medium  
font-size: 15px  
font-color: #ffffff  
hover-color: #ffcb52  
active-color: #ffcb52

[READ MORE](#)  
[READ MORE](#)

[Add to Wishlist](#)  
[Add to Wishlist](#)

<https://lnkd.in/ebnF8Gy>  
<https://lnkd.in/ebnF8Gy>

Asphaltic Emulsions & Primers  
Asphaltic Emulsions & Primers

40px  
25px ADD TO CART

ADD TO CART

20px  
15px ADD TO CART

ADD TO CART

## Button Large

font: Roboto Medium  
font-size: 18px  
text-transform: uppercase  
font-color: #ffffff  
background-color: #a51e23  
hover-background-color: #c7252b

## Button Regular

font: Roboto Medium  
font-size: 14px  
text-transform: uppercase  
font-color: #ffffff  
background-color: #a51e23  
hover-background-color: #c7252b

# Form Elements

## Form Label

font: Roboto Condensed Bold  
font-size: 16px  
font-color: #222222

## Select Dropdown

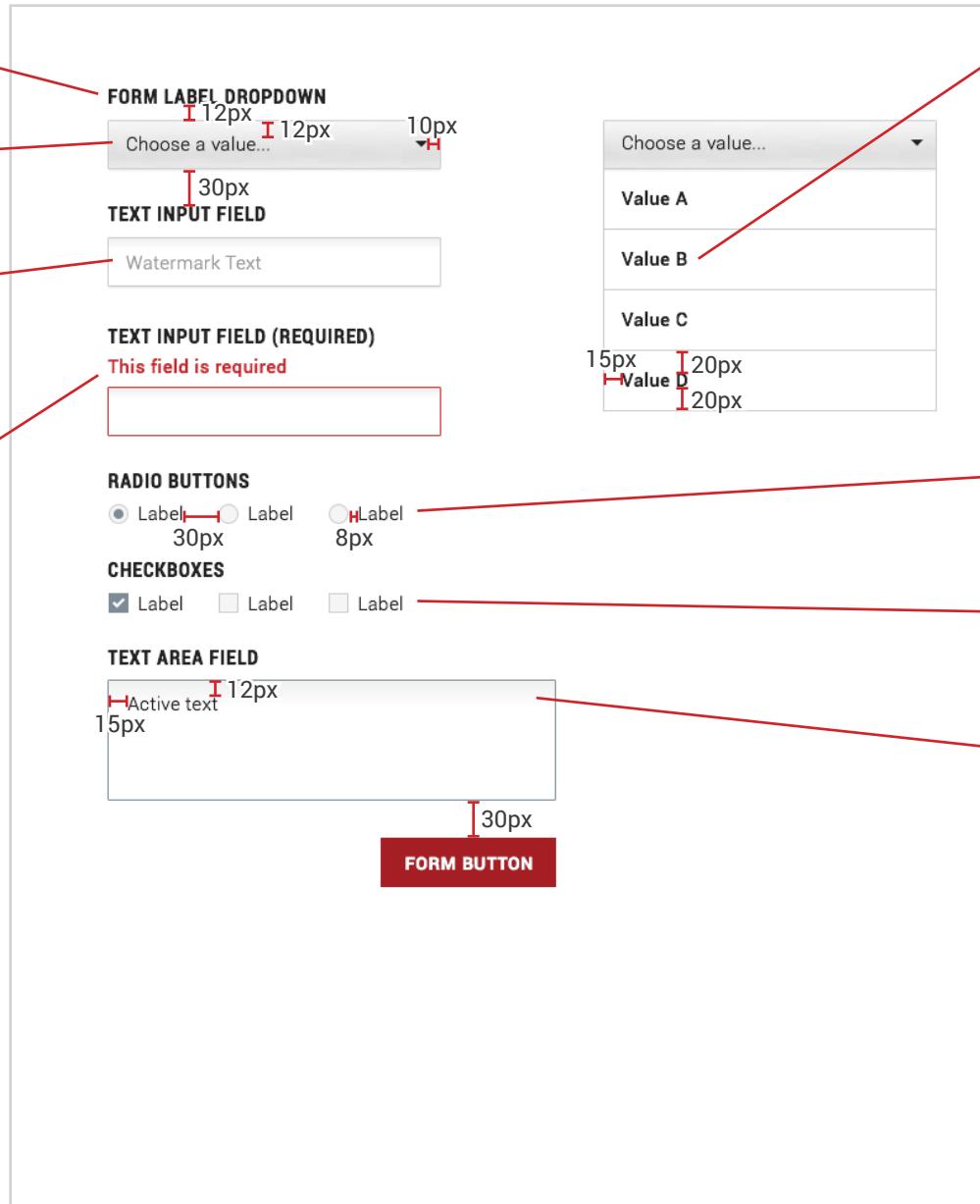
font: Roboto Light  
font-size: 15px  
font-color: #222222

## Text Input Field

font: Roboto Light  
font-size: 15px  
watermark-color: #999999  
border: 1px solid #cccccc

## Validation Error

font-family: Roboto Medium  
font-size: 15px  
font-color: #c7252b  
border: 1px solid #c7252b



## Select Dropdown (expanded)

font: Roboto Medium  
font-size: 15px  
font-color: #222222  
background: color: #ffffff  
border: #cccccc

## Radio Buttons

font: Roboto Light  
font-size: 15px  
font-color: #222222

## Checkboxes

font: Roboto Light  
font-size: 15px  
font-color: #222222

## Text Area Field

font: Roboto Light  
font-size: 15px  
color: #222222  
border-color (active): #7c8b95

# Breadcrumbs, Tabs, Accordion

## Breadcrumbs

font: Roboto Light  
font-size: 15px  
font-color (links): #a51e23  
font-color (active): #222222

## Tabs

border: 1px solid #cccccc

### Heading

font: Roboto Condensed Bold  
font-size: 16px  
color: #222222  
text-transform: uppercase

### Heading Inactive

background-color: #efefef

### Body

font: Roboto Light  
font-size: 15px  
line-height: 1.7 em  
color: #222222

## Accordion

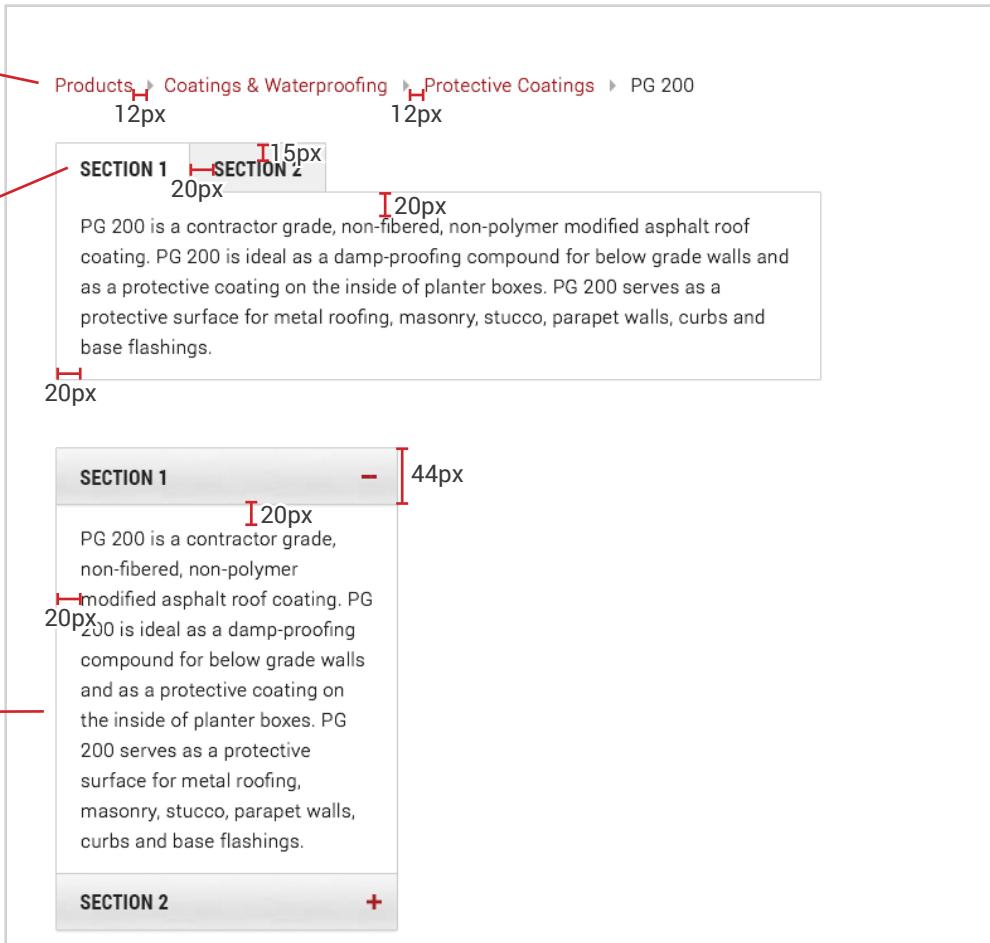
border: 1px solid #cccccc

### Heading

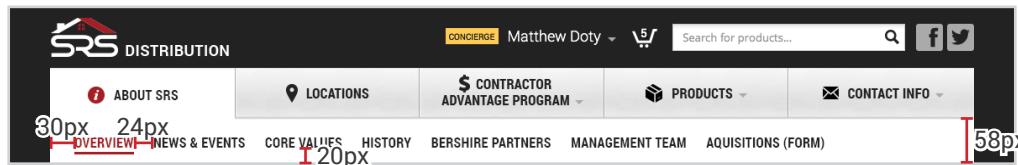
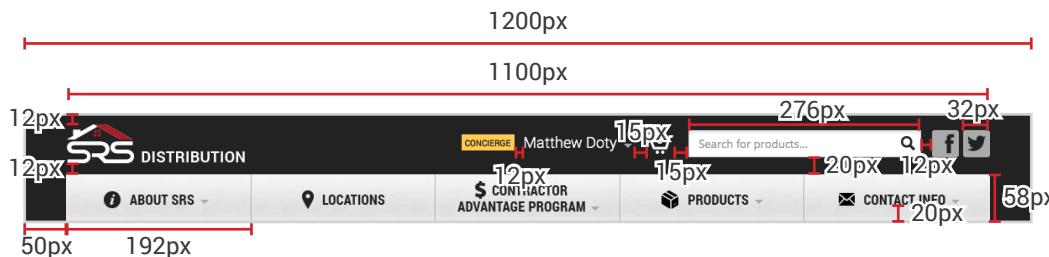
font: Roboto Condensed Bold  
font-size: 16px  
color: #222222  
text-transform: uppercase

### Body

font: Roboto Light  
font-size: 15px  
line-height: 1.7 em  
color: #222222



# Header - Desktop



**Background**  
color: #222

**Logo Label**  
font: Roboto Medium  
font-size: 18px  
font-color: #ffff

**Main Nav Label**  
font: Roboto Condensed Bold  
font-size: 16px  
font-color: #222

**Sub Nav Label**  
font: Roboto Condensed Bold  
font-size: 16px  
font-color: #222  
active-color: #a51e23

**CAP Label**  
font: Roboto Medium  
font-size: 10px  
background-color: #ffcb52

**Login Name**  
font: Roboto Light  
font-size: 18px

**Search Field**  
font: Roboto Light  
font-size: 15px  
watermark-color: #999999

**Cart Items**  
font: Roboto Medium  
font-size: 14px



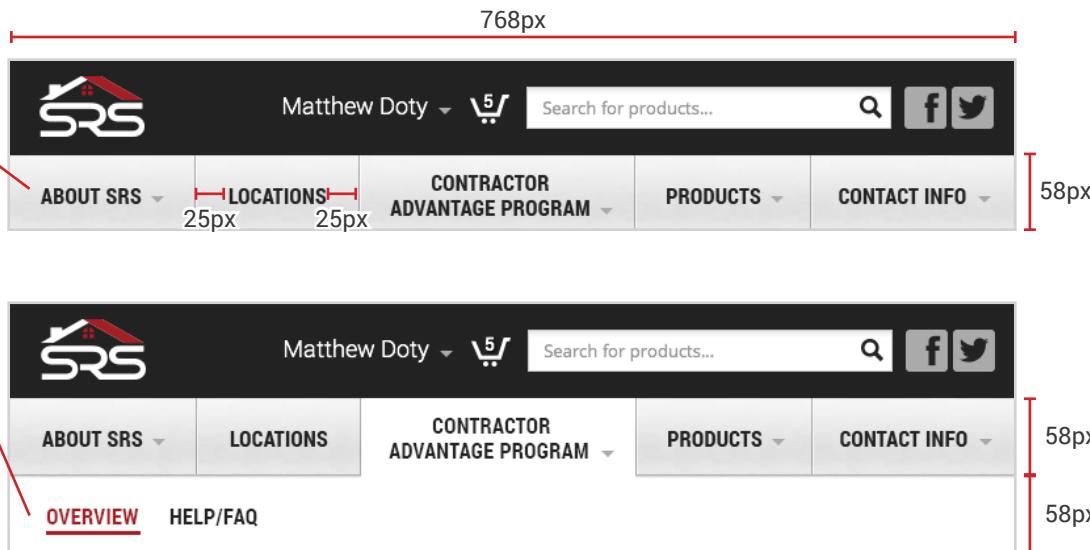
# Header - Tablet

## Main Nav Label

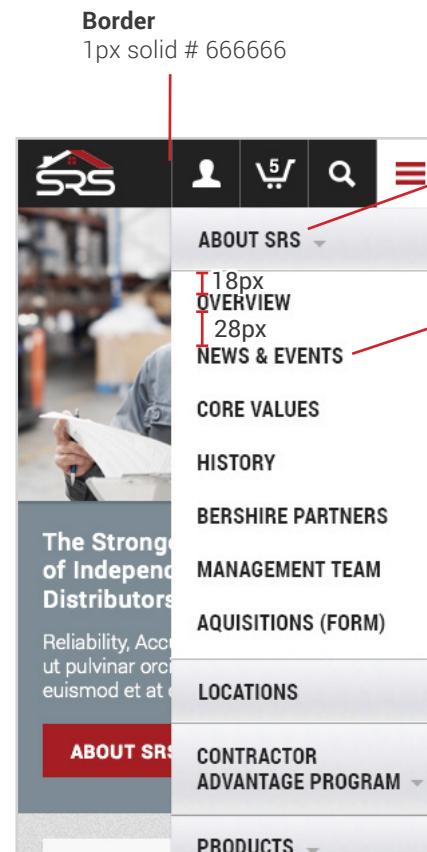
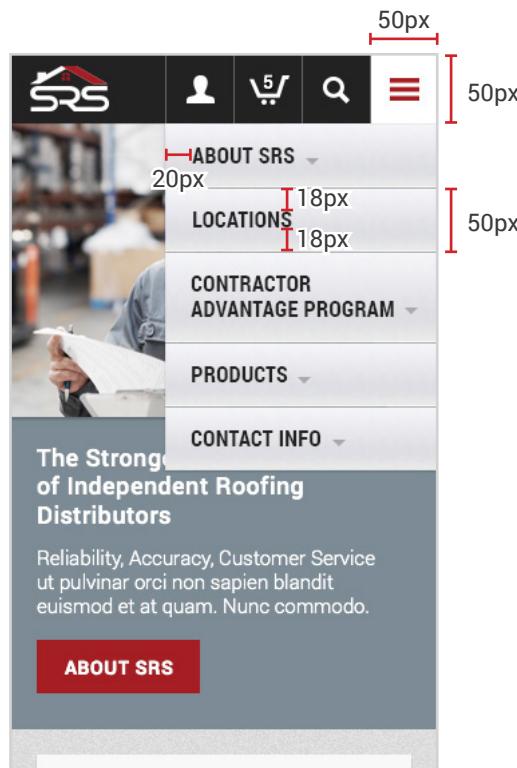
font: Roboto Condensed Bold  
font-size: 16px  
font-color: #222

## Sub Nav Label

font: Roboto Condensed Bold  
font-size: 16px  
font-color: #222  
active-color: #a51e23



# Header - Phone



## Border

1px solid # 666666

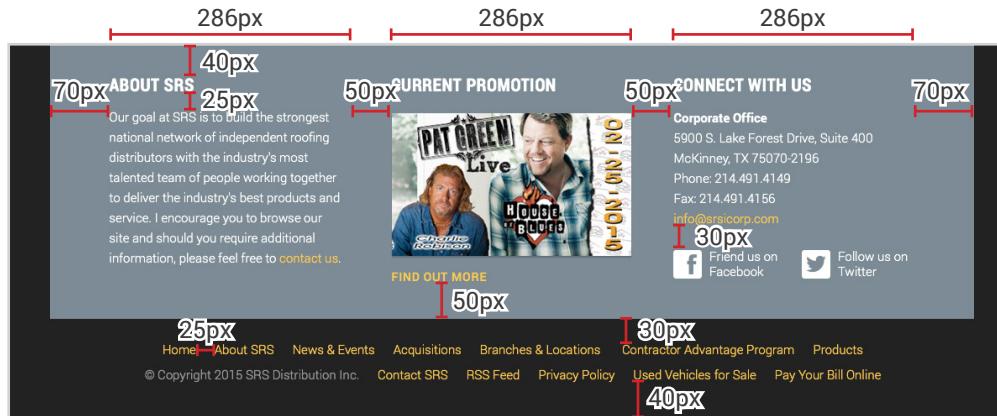
## Main Nav Label

font: Roboto Condensed Bold  
font-size: 16px  
font-color: #222

## Sub Nav Label

font: Roboto Condensed Bold  
font-size: 16px  
font-color: #222  
active-color: #a51e23

# Footer - Desktop



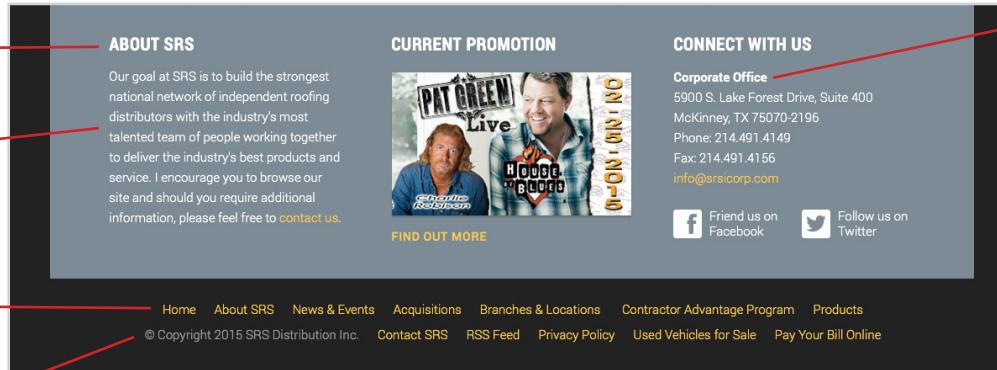
## Heading 2

font: Roboto Condensed Bold  
font-size: 16px  
font-color: #fff

**Paragraph Medium**  
font: Roboto Light  
font-size: 15px  
line-height: 1.7 em

**Gold Link**  
font: Roboto Light  
font-size: 15px  
font-color: #ffcb52  
hover-color: #ffb200

**Copyright Text**  
font-color: #999



## Heading 6

font: Roboto Medium  
font-size: 15px  
line-height: 1.3 em

# Footer - Tablet

223px

223px

223px

**ABOUT SRS**

Our goal at SRS is to build the strongest national network of independent roofing distributors with the industry's most talented team of people working together to deliver the industry's best products and service. I encourage you to browse our site and should you require additional information, please feel free to [contact us](#).

25px

25px

25px

**CURRENT PROMOTION**



[FIND OUT MORE](#)

**CONNECT WITH US**

**Corporate Office**  
5900 S. Lake Forest Drive,  
Suite 400  
McKinney, TX 75070-2196  
Phone: 214.491.4149  
Fax: 214.491.4156  
[info@srsicorp.com](mailto:info@srsicorp.com)

 Friend us on Facebook

 Follow us on Twitter

30px

20px

30px

40px

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Contractor Advantage Program   Products  
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[Used Vehicles for Sale](#)   [Pay Your Bill Online](#)

# Footer - Phone

---

20px [40px] 20px

**ABOUT SRS**

Our goal at SRS is to build the strongest national network of independent roofing distributors with the industry's most talented team of people working together to deliver the industry's best products and service. I encourage you to browse our site and should you require additional information, please feel free to [contact us](#).

40px

**CURRENT PROMOTION**



FIND OUT MORE

40px

**CONNECT WITH US**

**Corporate Office**  
5900 S. Lake Forest Drive, Suite 400  
McKinney, TX 75070-2196  
Phone: 214.491.4149  
Fax: 214.491.4156  
[info@srsicorp.com](mailto:info@srsicorp.com)

[40px]

 Friend us on Facebook    Follow us on Twitter

30px

Home   About SRS   News & Events  
Acquisitions   Branches & Locations  
Contractor Advantage Program  
Products

30px

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Contact SRS   RSS Feed  
Privacy Policy   Used Vehicles for Sale  
Pay Your Bill Online

40px

# Carousel

## Heading 2

font: Roboto Condensed Bold  
font-size: 21px

## Heading 1

font: Roboto Medium  
font-size: 30px

## Paragraph Medium Tight

font: Roboto Light  
font-size: 15px  
line-height: 1.3

## Heading 6

font: Roboto Medium  
font-size: 15px

## Heading 1

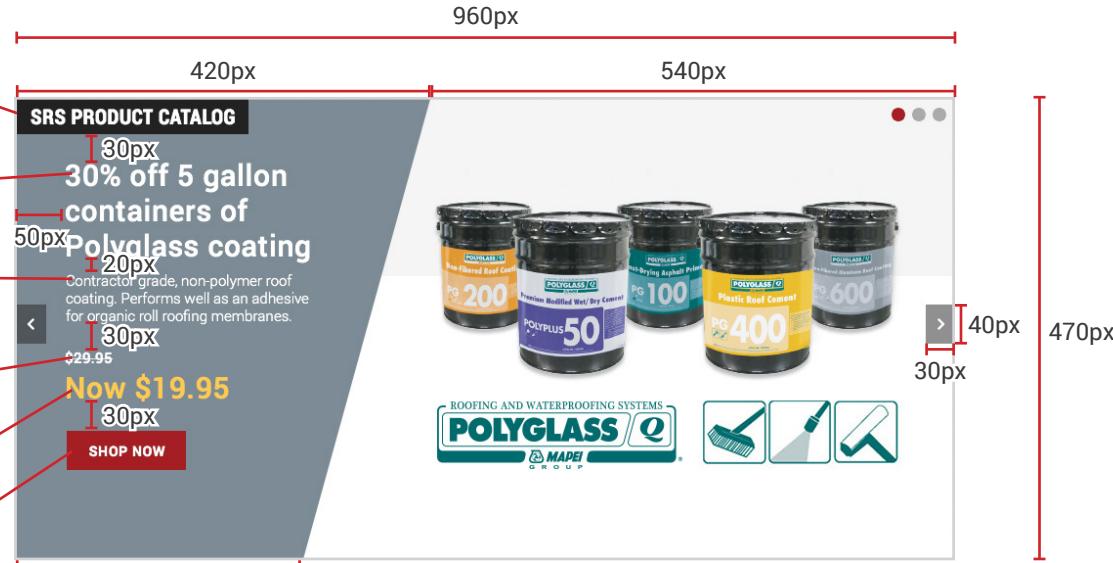
font: Roboto Medium  
font-size: 30px  
color: #fffc52

## Button Regular

font: Roboto Medium  
font-size: 14px  
text-transform: uppercase  
font-color: #ffffff  
background-color: #a51e23  
hover-background-color: #c7252b

## Heading 1 Carousel

font: Roboto Medium  
font-size: 21px



**Note:** 2 separate images should be uploaded for desktop and mobile

**Desktop:** 960px by 470px  
(focal point in right 2/3rd of image)

**Mobile:** 768px by 528px  
(scales down to 320px by 220px)

# Main Site - The Grid

12 Columns - 960px Content Area Width

960px (12 columns)

The screenshot shows a 3x4 grid layout for the homepage. The top row contains three columns: 'ABOUT SRS' (with a dropdown menu), 'LOCATIONS' (with a map and 'SRS LOCATIONS' button), and 'CONCIERGE' (with Matthew Doty's name and a search bar). The middle row contains three columns: '\$ CONTRACTOR ADVANTAGE PROGRAM' (with a 'PRODUCTS' dropdown), 'PRODUCTS' (with a 'CONTACT INFO' dropdown), and a large image of a man in a blue jacket looking at a clipboard. The bottom row contains three columns: 'FIND YOUR BRANCH →', 'SHOP NOW →', and 'SEE YOUR BENEFITS →'. Below this is a section for 'UPCOMING EVENTS' and 'NRCA's 128th Annual Convention and International Roofing Expo 2015'. The footer features a 'SRS LOCATIONS' map and a 'CONTACT US' form.

960px (12 columns)

This version of the homepage uses a 3x4 grid. The top row has three columns: 'ABOUT SRS' (with a dropdown menu), 'LOCATIONS' (with a map and 'SRS LOCATIONS' button), and 'CONCIERGE' (with Matthew Doty's name and a search bar). The second row has three columns: 'OVERVIEW', 'NEWS & EVENTS', and 'CORE VALUES'. The third row has three columns: 'ABOUT SRS' (with a photo of a man in front of trucks), 'CURRENT WEATHER' (with a weather forecast for Dallas), and 'BERKSHIRE PARTNERS' (with a 'MANAGEMENT TEAM' and 'AQUISITIONS (FORM)' section). The fourth row has three columns: 'AWARDS & RECOGNITION' (with logos for 'Member Of American Wholesale DISTRIBUTOR ALLIANCE', 'YouTube Top 100 Places to work 2010 VIDEO', and '3 YEARS RUNNING!'), 'NEWS & EVENTS' (with a 'LEARN MORE ABOUT SRS' button), and 'CORE VALUES' (with a 'FIND OUT MORE' button). The fifth row has three columns: 'HISTORY' (with a 'FIND OUT MORE' button), 'MANAGEMENT TEAM' (with a 'FIND OUT MORE' button), and 'BERKSHIRE PARTNERS' (with a 'FIND OUT MORE' button). The sixth row has three columns: 'AQUISITIONS (FORMS)' (with a 'FIND OUT MORE' button) and two empty columns.

# Products Section - The Grid

12 Columns - 960px Insight Content Area Width

960px (12 columns)

960px (12 columns)

# Product Category Page - Typography

The screenshot shows the SRS Distribution website's product catalog for Coatings & Waterproofing. The page features a dark header with navigation links for Overview, Coatings & Waterproofing (which is active), Commercial Roofing, Contractor Advantage Program, Products, and Contact Info. Below the header is a breadcrumb trail showing 'Products > Coatings & Waterproofing'. The main content area is titled 'SRS PRODUCT CATALOG' and 'Coatings & Waterproofing'. It includes a sidebar with categories like Asphaltic Emulsions & Primers, Protective Coatings, Mastics, Modified Cements & Adhesives, Aluminum Coatings, and Elastomeric Coating System Components. The main content area displays six product categories with corresponding images: Asphaltic Emulsions & Primers (two cans labeled 800 and 100), Protective Coatings (two cans labeled 200 and 300), Mastics (four cans labeled 400, 45, 30, and 10), Modified Cements & Adhesives (three cans labeled 30, 50, and 70), Aluminum Coatings (three cans labeled 60), and Elastomeric Coating System Components (two cans labeled 70 and 90). At the bottom of the page are links for 'ABOUT SRS', 'CURRENT PROMOTION', and 'CONNECT WITH US'.

## Heading 2

font: Roboto Condensed Bold  
font-size: 21px  
font-color: #ffffff  
background: #222222  
line-height: 1.3 em  
text-transform: uppercase  
tablet-font-size: 18px  
phone-font-size: 18px

## Heading 1

font: Roboto Medium  
font-size: 30px  
color: #222222  
line-height: 1.3 em  
tablet-font-size: 21px  
phone-font-size: 18px

## Sidebar Nav Link

font: Roboto Medium  
font-size: 15px  
font-color: #ffffff  
hover-color: #ffcb52  
active-color: #ffcb52

## Breadcrumbs

font: Roboto Light  
font-size: 15px  
font-color (links): #a51e23  
font-color (active): #222222

## Primary Link

font: Roboto Medium  
font-size: 15px  
font-color: #a51e23  
hover-color: #c7252b

# Product Category Page - Layout

The screenshot shows the SRS Distribution website's product catalog for the 'Coatings & Waterproofing' category. The layout includes a header with navigation links like 'ABOUT SRS', 'LOCATIONS', 'CONCIERGE', 'Matthew Doty', 'Search for products...', and social media icons. Below the header, a secondary navigation bar offers links to 'OVERVIEW', 'COATINGS & WATERPROOFING' (which is highlighted), 'COMMERCIAL ROOFING', 'COMPOSITION SHINGLES', 'METAL ROOFING', 'SKYLIGHTS', 'SLATE & SIMULATED SLATE', 'TOOLS & FASTENERS', and 'VENTILATION PRODUCTS'. The main content area features a title 'SRS PRODUCT CATALOG' and a sub-section 'Coatings & Waterproofing'. A sidebar on the left lists categories: Asphaltic Emulsions & Primers, Protective Coatings, Elastomers, Modified Cements & Adhesives, Aluminum Coatings, and Elastomeric Coating System Components. The main content area displays several product categories with their respective images and descriptions:

- Asphaltic Emulsions & Primers:** Shows three buckets labeled '800', '100', and '400'. Description: '800 PG 100% Solids Acrylic Polymer Modified Asphalt Emulsion'.
- Protective Coatings:** Shows two buckets labeled '200' and '300'. Description: '200 PG 100% Solids Acrylic Polymer Modified Asphalt Coating'.
- Mastics:** Shows three buckets labeled '400', '45', and '40'. Description: '400 PG 100% Solids Acrylic Polymer Modified Asphalt Mastic'.
- Modified Cements & Adhesives:** Shows two buckets labeled '30' and '50'. Description: '30 PG 100% Solids Acrylic Polymer Modified Cement'.
- Aluminum Coatings:** Shows four buckets labeled '60', '70', '70', and '90'. Description: '60 PG 100% Solids Acrylic Polymer Modified Aluminum Coating'.
- Elastomeric Coating System Components:** Shows two buckets labeled '70' and '90'. Description: '70 PG 100% Solids Acrylic Polymer Modified Elastomeric Coating'.

Red annotations provide specific dimensions for various elements:

- Header height: 10px
- Title 'Coatings & Waterproofing' height: 40px
- Section title 'SRS PRODUCT CATALOG' height: 15px
- Section title 'Coatings & Waterproofing' width: 320px
- Image width: 640px
- Image height: 210px
- Image width: 320px
- Image height: 242px
- Image width: 320px
- Image height: 150px
- Image width: 150px
- Image height: 150px
- Image width: 20px
- Image height: 20px

At the bottom, there are links for 'ABOUT SRS', 'CURRENT PROMOTION', and 'CONNECT WITH US'.

# Product Detail Page - Typography

## Heading 2

font: Roboto Condensed Bold  
font-size: 21px  
font-color: #ffffff  
background: #222222  
line-height: 1.3 em  
text-transform: uppercase  
tablet-font-size: 18px  
phone-font-size: 18px

## Paragraph Medium

font: Roboto Light  
font-size: 15px  
line-height: 1.7 em

## Tabs

border: 1px solid #cccccc

## Heading

font: Roboto Condensed Bold  
font-size: 16px  
color: #222222  
text-transform: uppercase

## Heading Inactive

background-color: #efefef

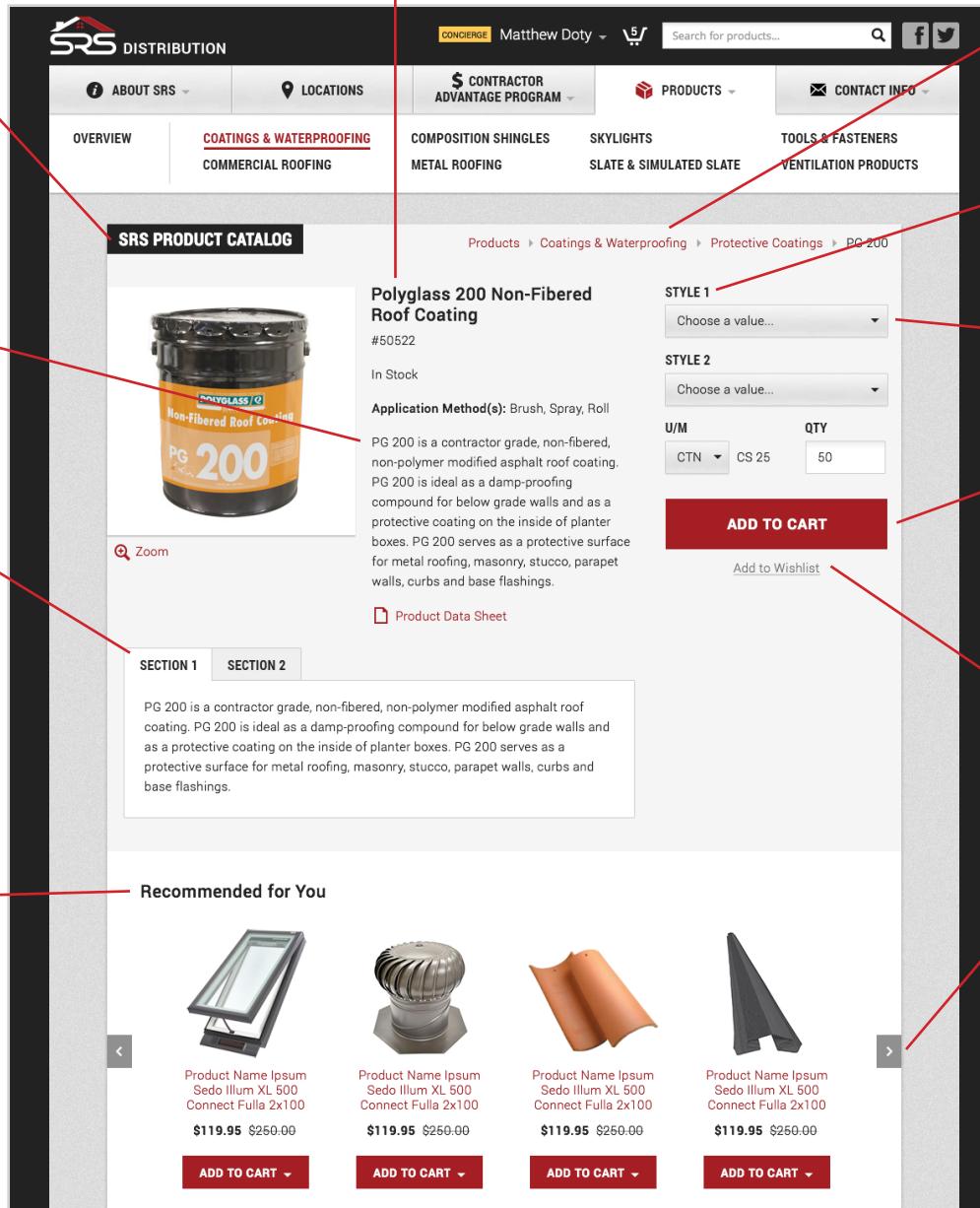
## Body

font: Roboto Light  
font-size: 15px  
line-height: 1.7 em  
color: #222222

## Heading 3

font: Roboto Medium  
font-size: 21px  
font-color: #ffffff  
background: #222222  
line-height: 1.3 em  
tablet-font-size: 18px  
phone-font-size: 18px

## Heading 3



## Breadcrumbs

font: Roboto Light  
font-size: 15px  
font-color (links): #a51e23  
font-color (active): #222222

## Form Label

font: Roboto Condensed Bold  
font-size: 16px  
font-color: #222222

## Select Dropdown

font: Roboto Light  
font-size: 15px  
font-color: #222222

## Button Large

font: Roboto Medium  
font-size: 18px  
text-transform: uppercase  
font-color: #ffffff  
background-color: #a51e23  
hover-background-color: #c7252b

## Secondary Link

font: Roboto Light  
font-size: 13px  
text-decoration: underline  
font-color: #777777  
hover-color: #a51e23

## Carousel Controls

background-color: #222222  
opacity: 50%

# Product Detail Page - Layout

The screenshot shows the SRS Distribution website's product detail page for the "Polyglass 200 Non-Fibered Roof Coating". The page layout includes:

- Header:** Features the SRS Distribution logo, a Concierge dropdown (Matthew Doty), a search bar ("Search for products..."), and social media links (Facebook, Twitter).
- Navigation:** Includes links for "ABOUT SRS", "LOCATIONS", "CONTRACTOR ADVANTAGE PROGRAM", "PRODUCTS", and "CONTACT INFO". Below this, a secondary navigation menu lists categories: OVERVIEW, COATINGS & WATERPROOFING (selected), COMMERCIAL ROOFING, COMPOSITION SHINGLES, METAL ROOFING, SKYLIGHTS, SLATE & SIMULATED SLATE, TOOLS & FASTENERS, and VENTILATION PRODUCTS.
- Main Content Area:** Displays the product image (a bucket of PG 200 roof coating), product name ("Polyglass 200 Non-Fibered Roof Coating"), product ID (#50522), and status ("In Stock"). It also shows the application method ("Brush, Spray, Roll") and a detailed description of the product's use. A "Choose a value..." dropdown is present for "STYLE 1" and "STYLE 2".
  - Dimensions:** The main content area has a height of 300px, with a 15px margin at the top and 40px margins on the right and bottom.
  - Image Dimensions:** The product image is 300px wide and 300px high.
  - Description Box:** A callout box for the product description is 620px wide and 20px high, with 40px margins on the left and right sides.
- Action Buttons:** Includes "ADD TO CART" buttons and a "Product Data Sheet" link.
- Footer:** Shows a "SECTION 1" and "SECTION 2" tab, followed by a "Recommended for You" section featuring other products like Sedo Illum XL 500 Connect Fulla 2x100 and Sedo Illum XL 500 Connect Fulla 2x100.
- Page Footer:** Contains social media icons for Facebook and Twitter.

# Product Detail Page - Smart Phone

The image shows a smartphone displaying the SRS Product Catalog application. The screen is divided into several sections with specific dimensions and styling.

**Top Bar:** A black header bar with a logo, user icon, search icon, and menu icon. The total width of the top bar is 40px on each side of the central content area, which is 40px wide, totaling 120px.

**Content Area:** The main content area has a height of 280px. It contains the following elements:

- Section 1:** A large heading "Polyglass 200 Non-Fibered Roof Coating" in bold black font, followed by the product code "#50522" and the status "In Stock".
- Image:** An image of a black bucket of Polyglass 200 Non-Fibered Roof Coating, labeled "PG 200".
- Text:** A detailed description of the product: "PG 200 is a contractor grade, non-fibered, non-polymer modified asphalt roof coating. PG 200 is ideal as a damp-proofing compound for below grade walls and as a protective coating on the inside of planter boxes. PG 200 serves as a protective surface for metal roofing, masonry, stucco, parapet walls, curbs and base flashings."
- Buttons:** "Zoom" button and "280px" dimension indicator.
- Text:** "Application Method(s): Brush, Spray, Roll".
- Text:** A longer description of the product's uses and applications.
- Links:** "Product Data Sheet" link.
- Selection Fields:** "STYLE 1" and "STYLE 2" dropdown menus with placeholder text "Choose a value...".
- Quantity Fields:** "U/M" and "QTY" fields with dropdown menus containing "CTN", "CS 25", and "50".

**Right Side Panel:** A sidebar with a height of 320px containing the following sections:

- Header:** Buttons for "CTN", "CS 25", and "50".
- Add To Cart:** A large red "ADD TO CART" button.
- Link:** "Add to Wishlist".
- Section 1:** A collapsed section with a summary of the product's features.
- Section 2:** An expanded section with more detailed product information.
- Section 3:** A "Recommended for You" section featuring a product thumbnail for "Sedo Illum XL 500 Connect Fulla 2x100".
- Buttons:** "ADD TO CART" and "160px" dimension indicator.
- About SRS:** A dark blue footer section with the text: "Our goal at SRS is to build the strongest national network of independent roofing distributors with the industry's most talented team of people working together to deliver the industry's best products and".

**Annotations:**

- Heading 2:** "SRS PRODUCT CATALOG" is annotated with a red line and the text "phone-font-size: 18px".
- Heading 3:** "Polyglass 200 Non-Fibered Roof Coating" is annotated with a red line and the text "phone-font-size: 18px".
- Heading 3:** "Recommended for You" is annotated with a red line and the text "phone-font-size: 18px".