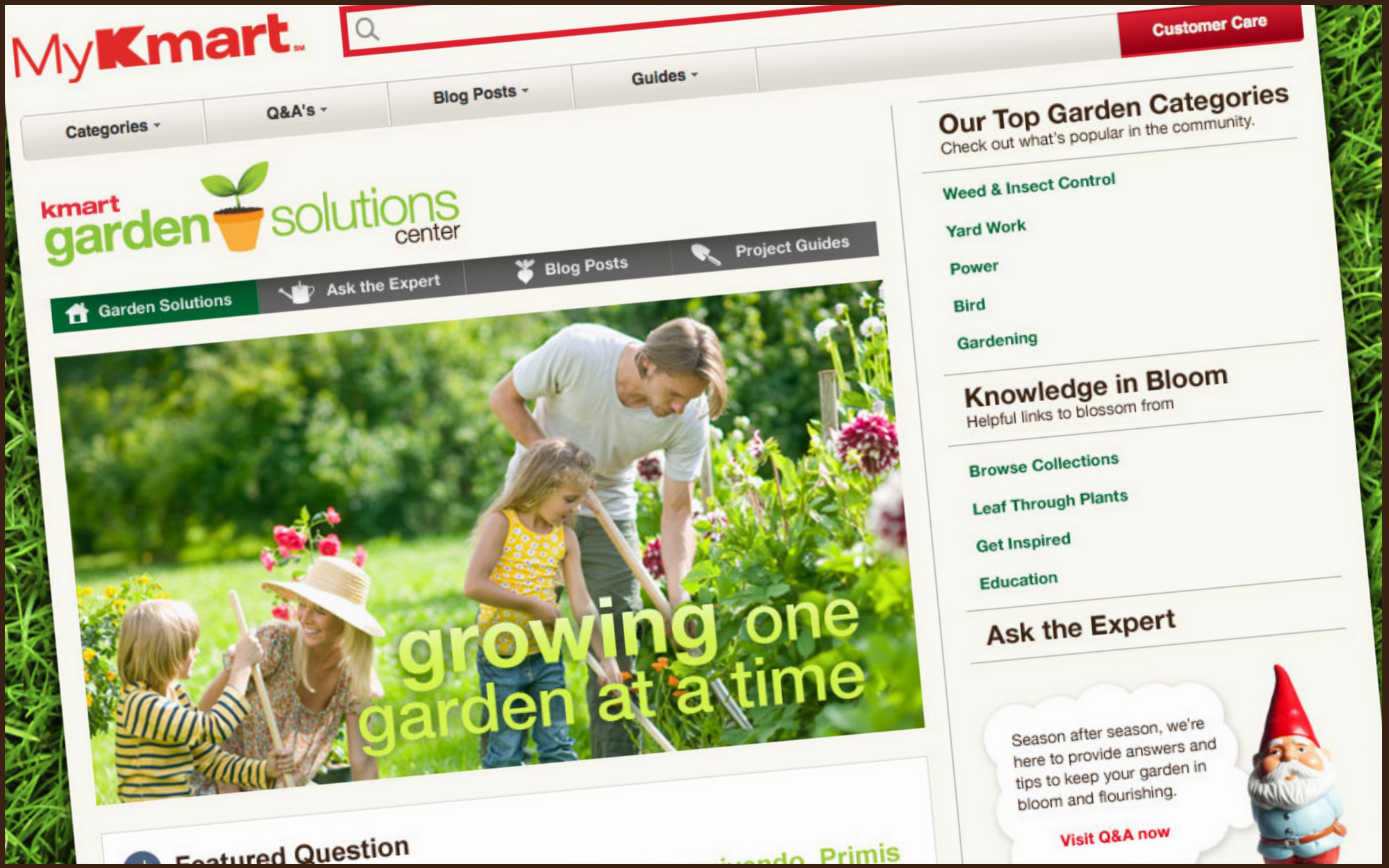


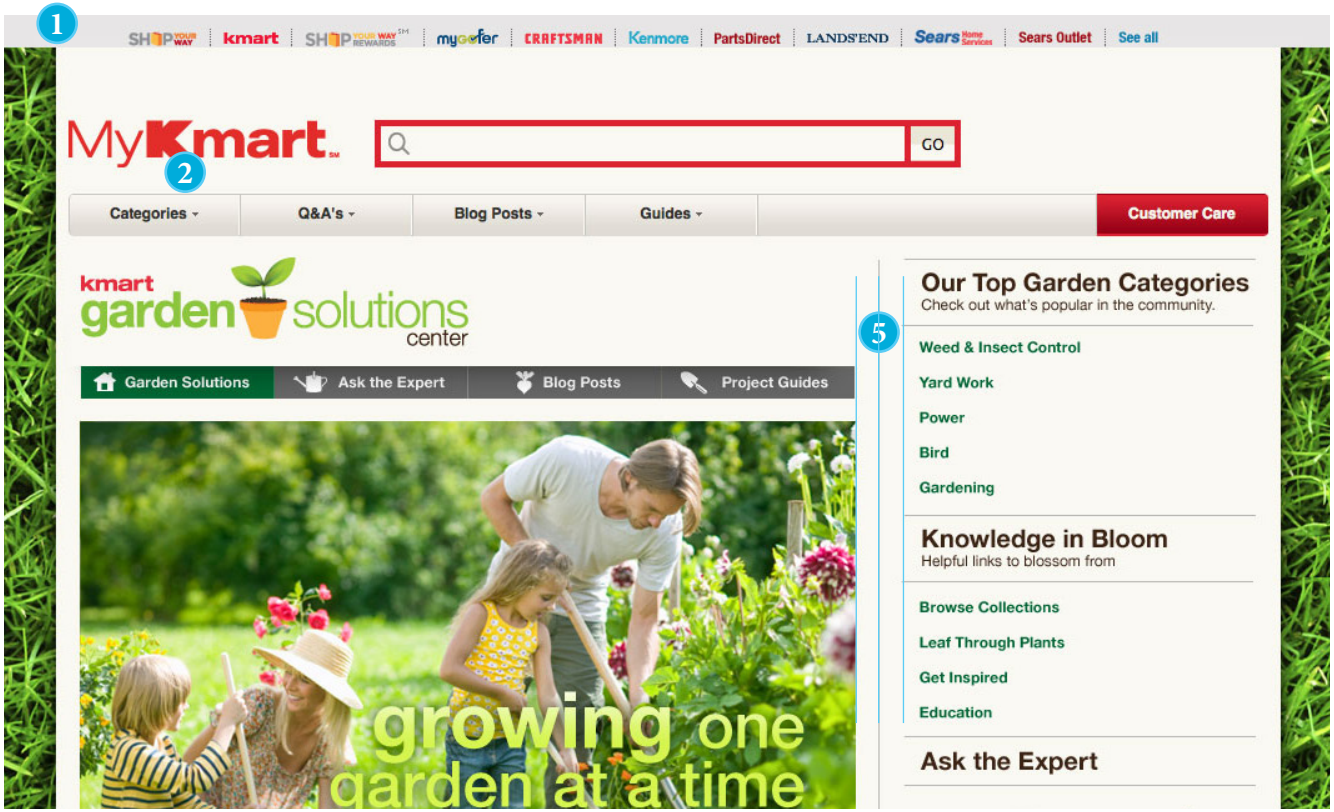
KMART GARDEN SOLUTIONS CENTER

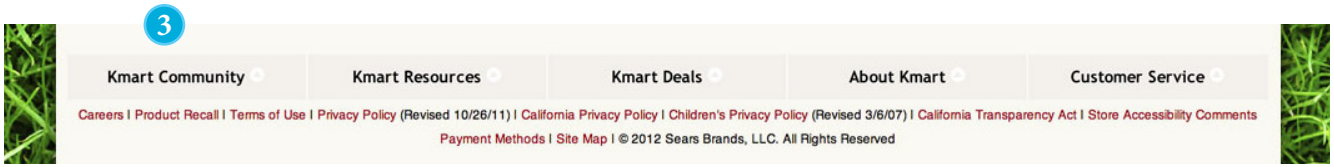
Visual design theme guide

01.17.13

CONSISTENT
with current Community Site

1. Top ribbon
2. Header with main navigation
3. Footer
4. Based on 960 grid
5. Same margins between the left side and right rail

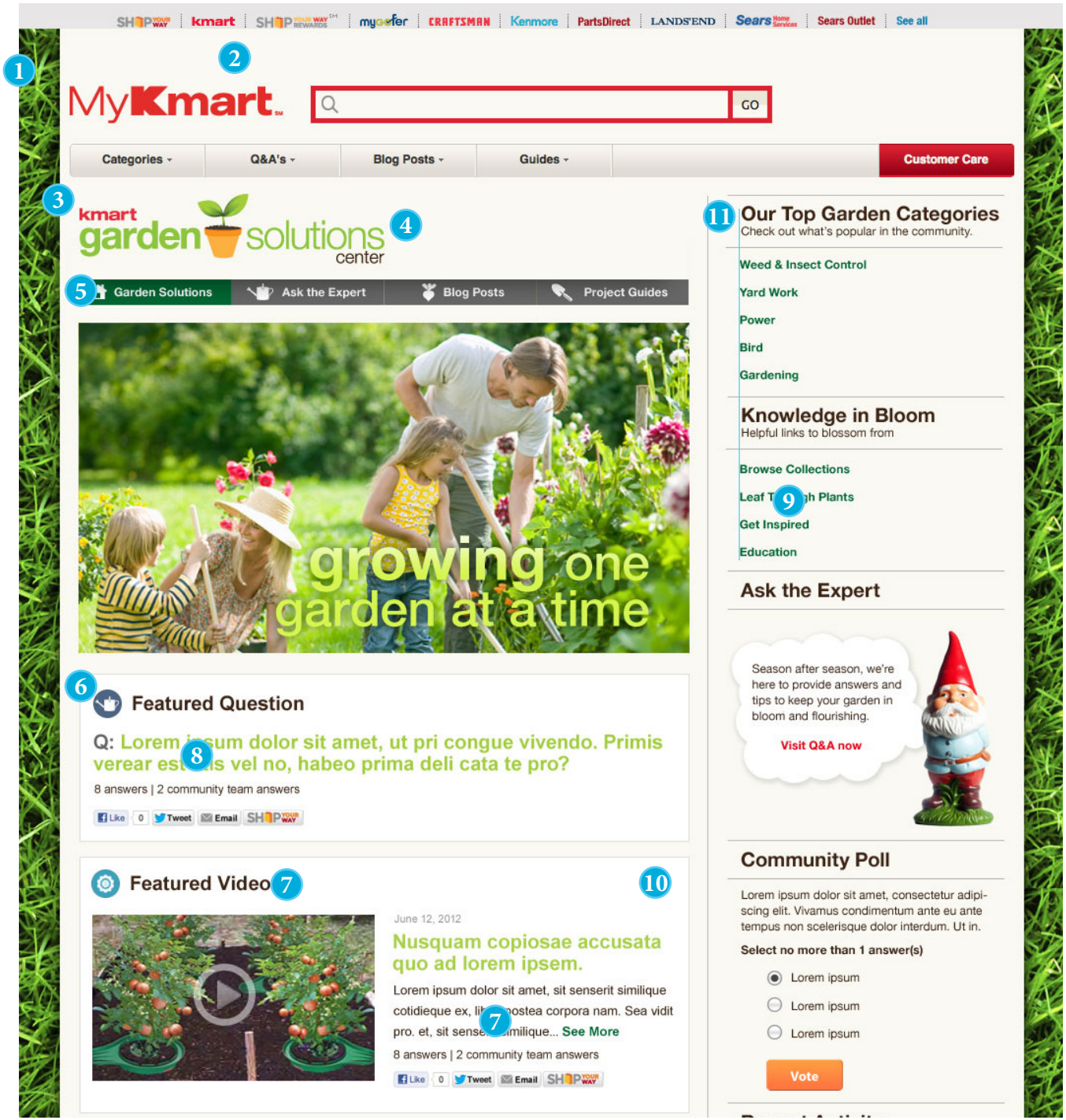




GLOBAL DIFFERENCES

from current Community Site

1. Grass background
   grass_background.jpg
2. Color page background (#faf9f2)
3. Padding with shadow on left and right side of page
4. Community Logo
5. Sub-navigation
6. Icons next to category titles
7. Brown (#3b2314) for category title and main text color
8. Light Green (#a2cd3e) for main title color
9. Dark Green (#006633) for all text links
10. White (#ffffff) box with gray (#dedede) border separating content boxes
11. Right Rail - titles and text are aligned.



SUB-NAVIGATION

1. Size is 619px x 26px. 4-5 categories can be accommodated depending on text size with icon. All buttons should be the same size with text/ icon centered and a 1px line between buttons. There is a 5px space between icon and text

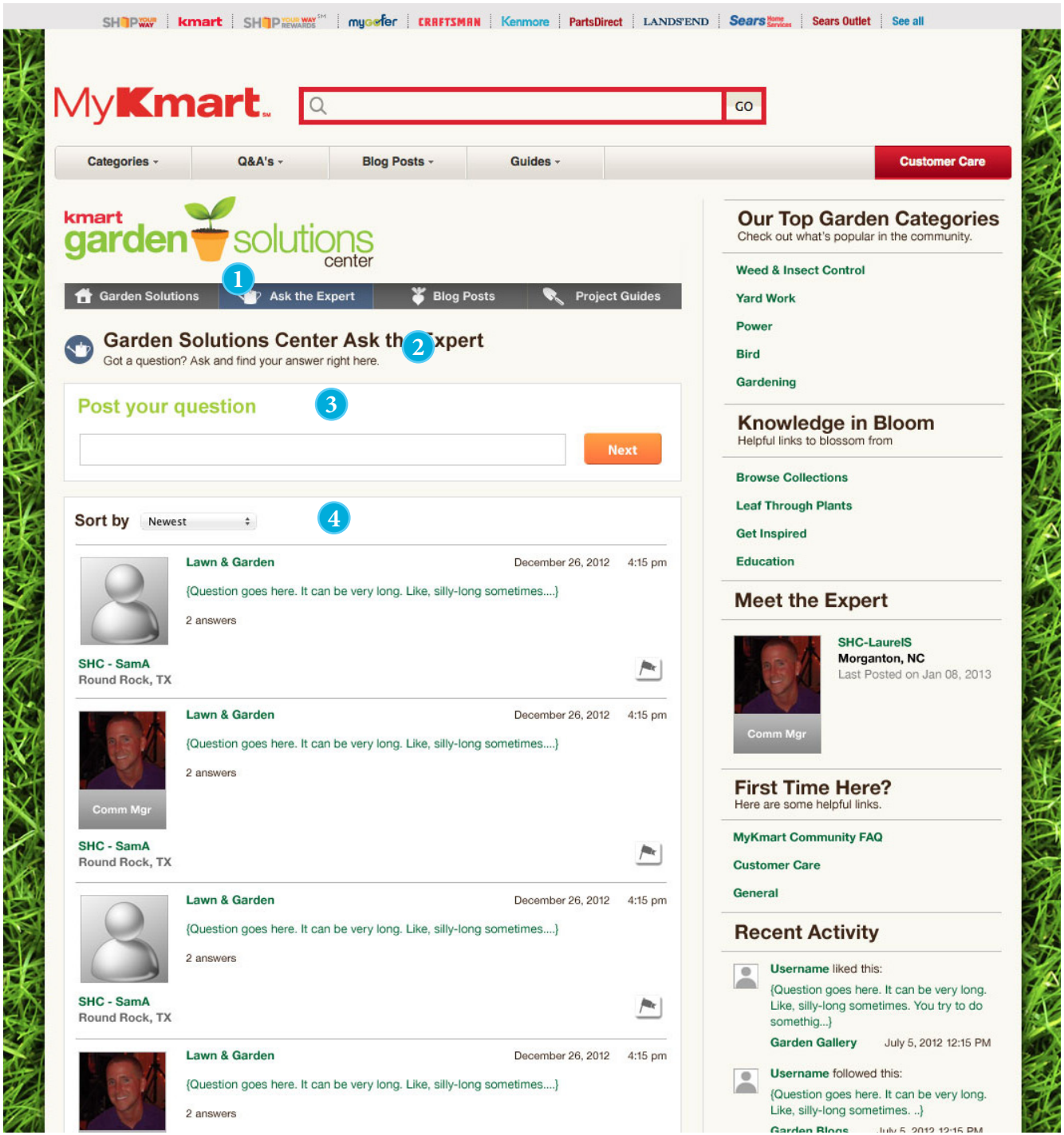
Colors

2. Non selected color is gray (#666666)
3. Home selected/hover color is dark green (#006633)
4. Ask the Expert selected/hover color is purple (#4e6483)
5. Blog Posts selected/hover color is blueish-green (#57b59b)
6. Project Guides selected/hover color is olive green (#99b03e)

ASK THE EXPERT

differences from current Community Site

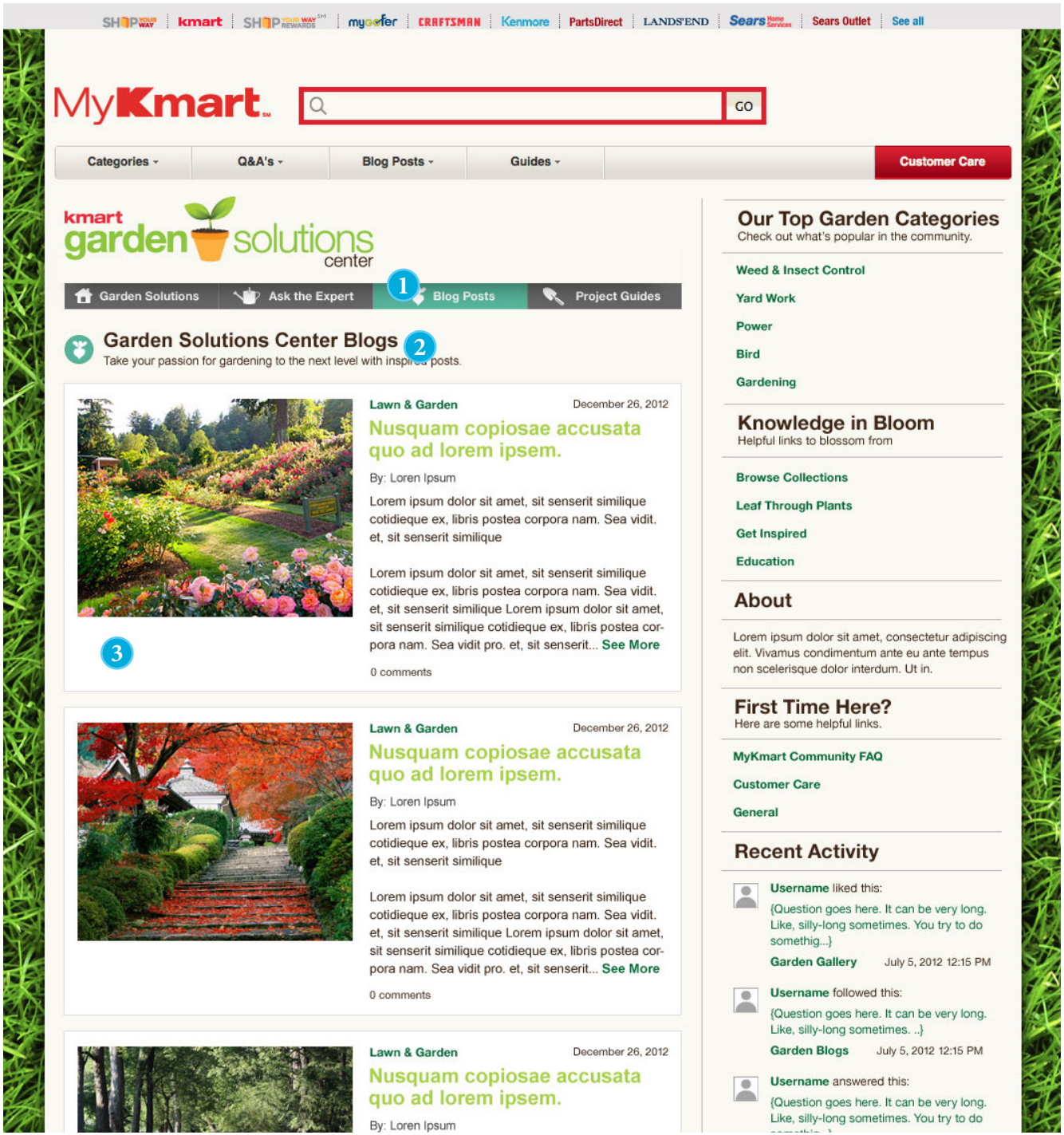
1. Sub-navigation - Ask the Expert button is selected (#4e6584)
2. Ask the Expert icon next to Page title/ subtitle
3. White (#ffffff) box with gray (#dedede) border separating “Post your question”
4. White (#ffffff) box with gray (#dedede) border separating questions



BLOG POSTS

differences from current Community Site

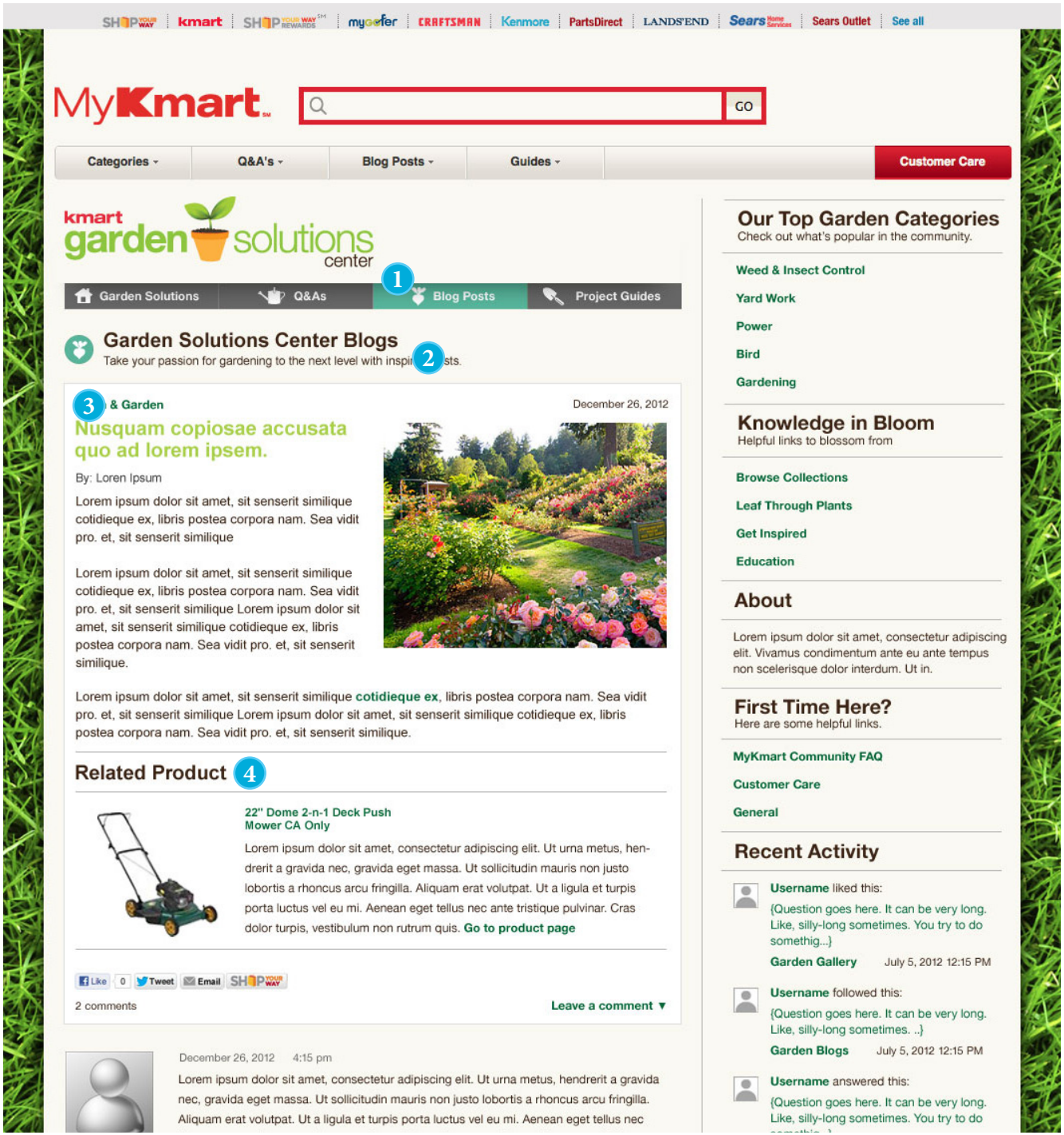
1. Sub-navigation - Blog Post button is selected (#57b59b)
2. Blog Post icon next to Page title/subtitle
3. White (#ffffff) box with gray (#dedede) border separating each blog post



BLOG POSTS ARTICLE

differences from current Community Site

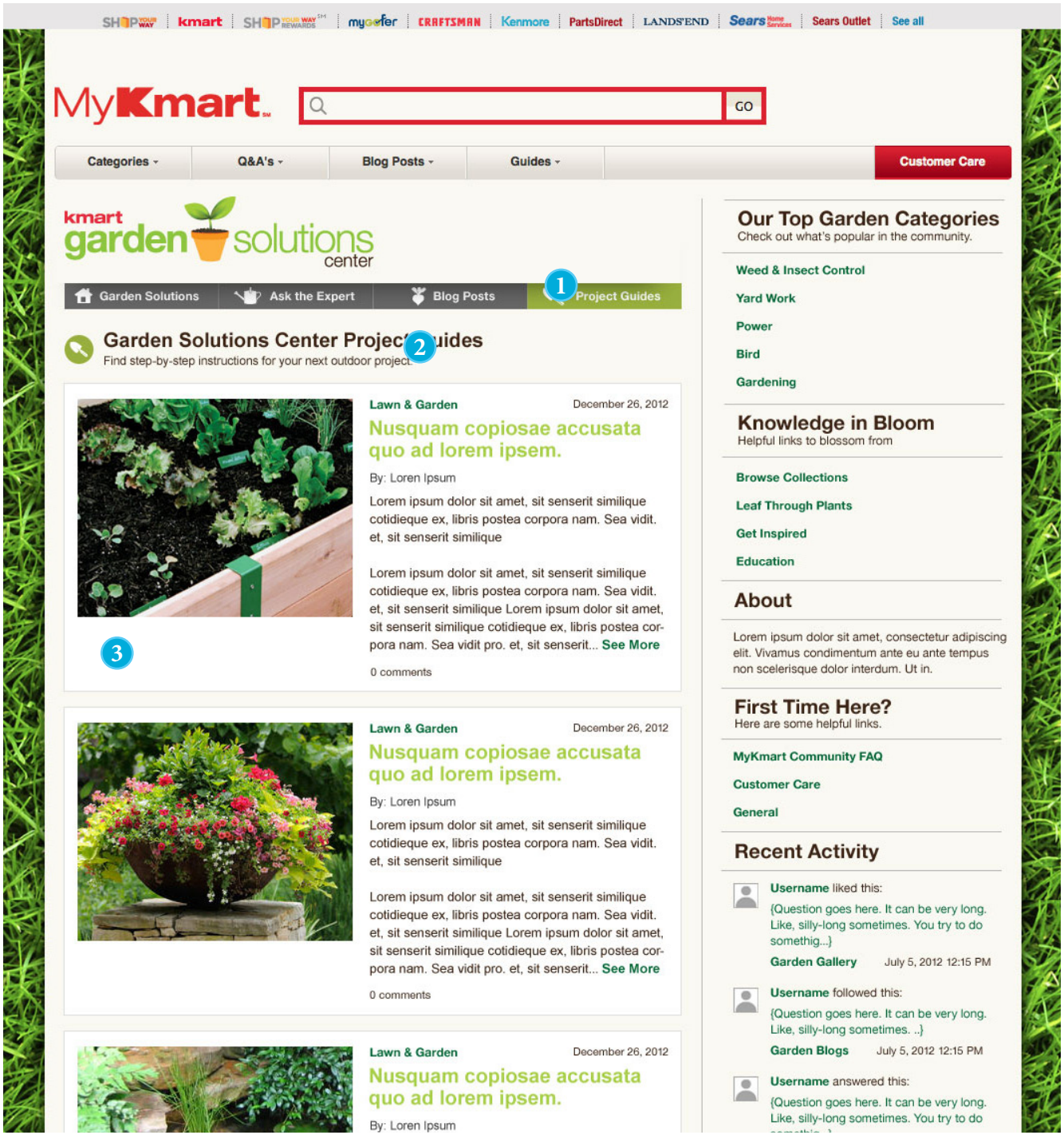
1. Sub-navigation - Blog Post button is selected (#57b59b)
2. Blog Post icon next to Page title/subtitle
3. White (#ffffff) box with gray (#dedede) border separating article from comments
4. Related Product is added between article content and social media buttons



PROJECT GUIDES

differences from current Community Site

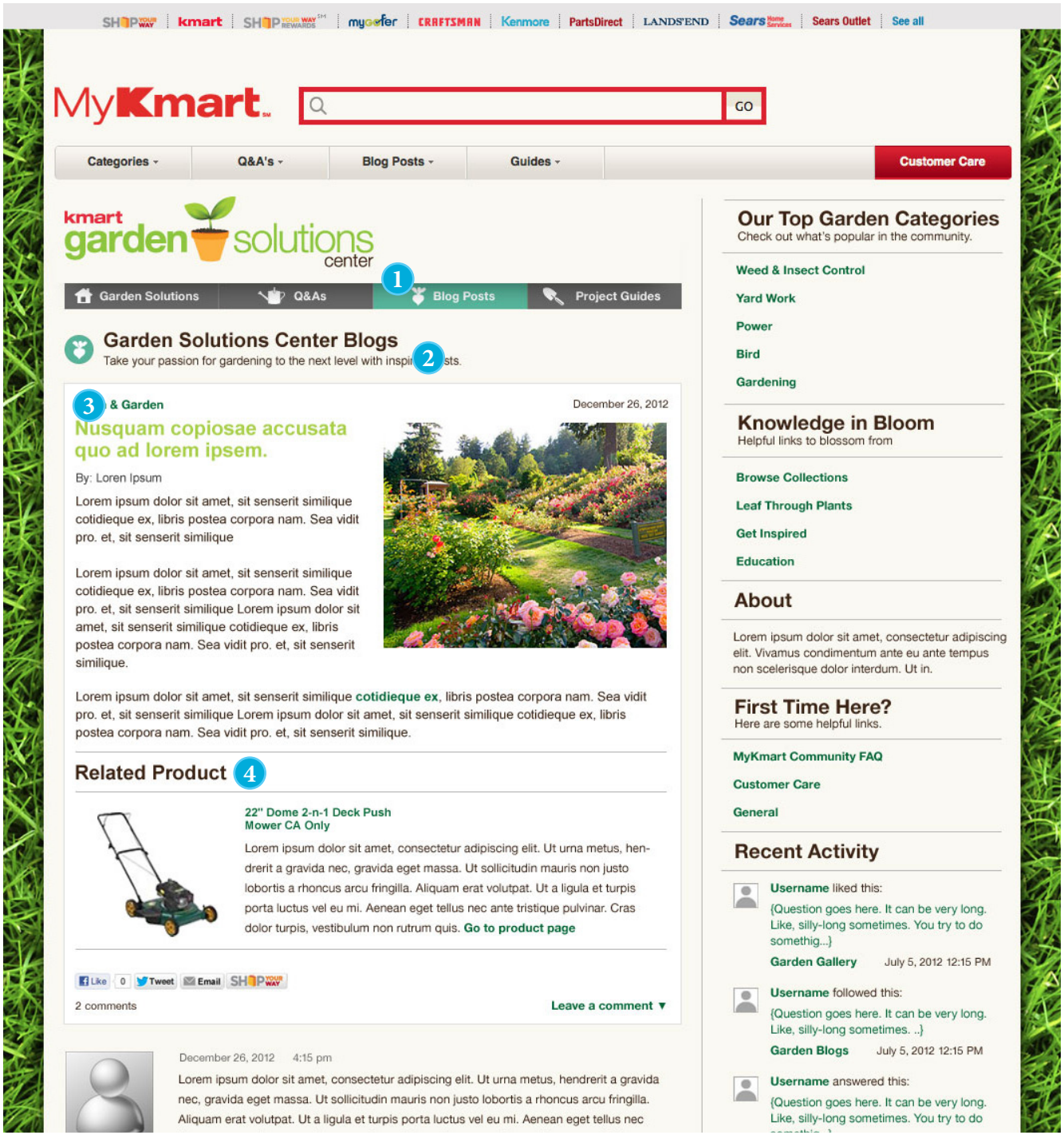
1. Sub-navigation - Project Guides button is selected (#99b03e)
2. Project Guides icon next to Page title/ subtitle
3. White (#ffffff) box with gray (#dedede) border separating each project post



PROJECT GUIDES ARTICLE

differences from current Community Site

1. Sub-navigation - Project Guides button is selected (#99b03e)
2. Project Guides icon next to Page title/ subtitle
3. White (#ffffff) box with gray (#dedede) border separating article from comments
4. Related Product is added between article content and social media buttons



DESIGN QUESTIONS?

Contact: Lisa Kelly
email: lkelly@searshc.com