



INTRANET STYLE GUIDE

V1 — Revised 09.12.2017

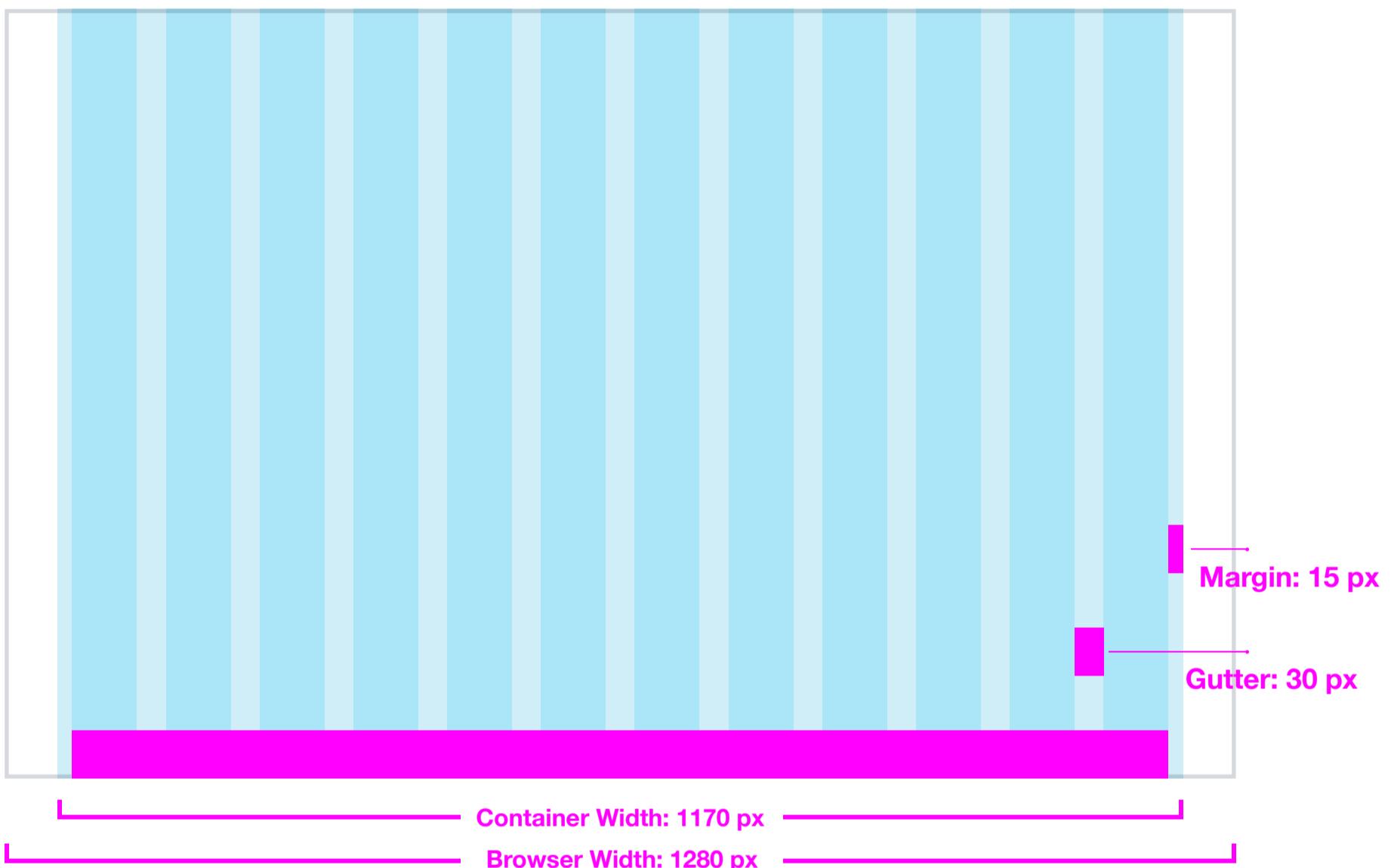
FOR MORE INFORMATION & BRAND UPDATES:

U.S. Bank Brand Frontify Style Guide

<http://usbank.frontify.com/d/RkFuXAsy392O>

GRID BREAKDOWN: DESKTOP

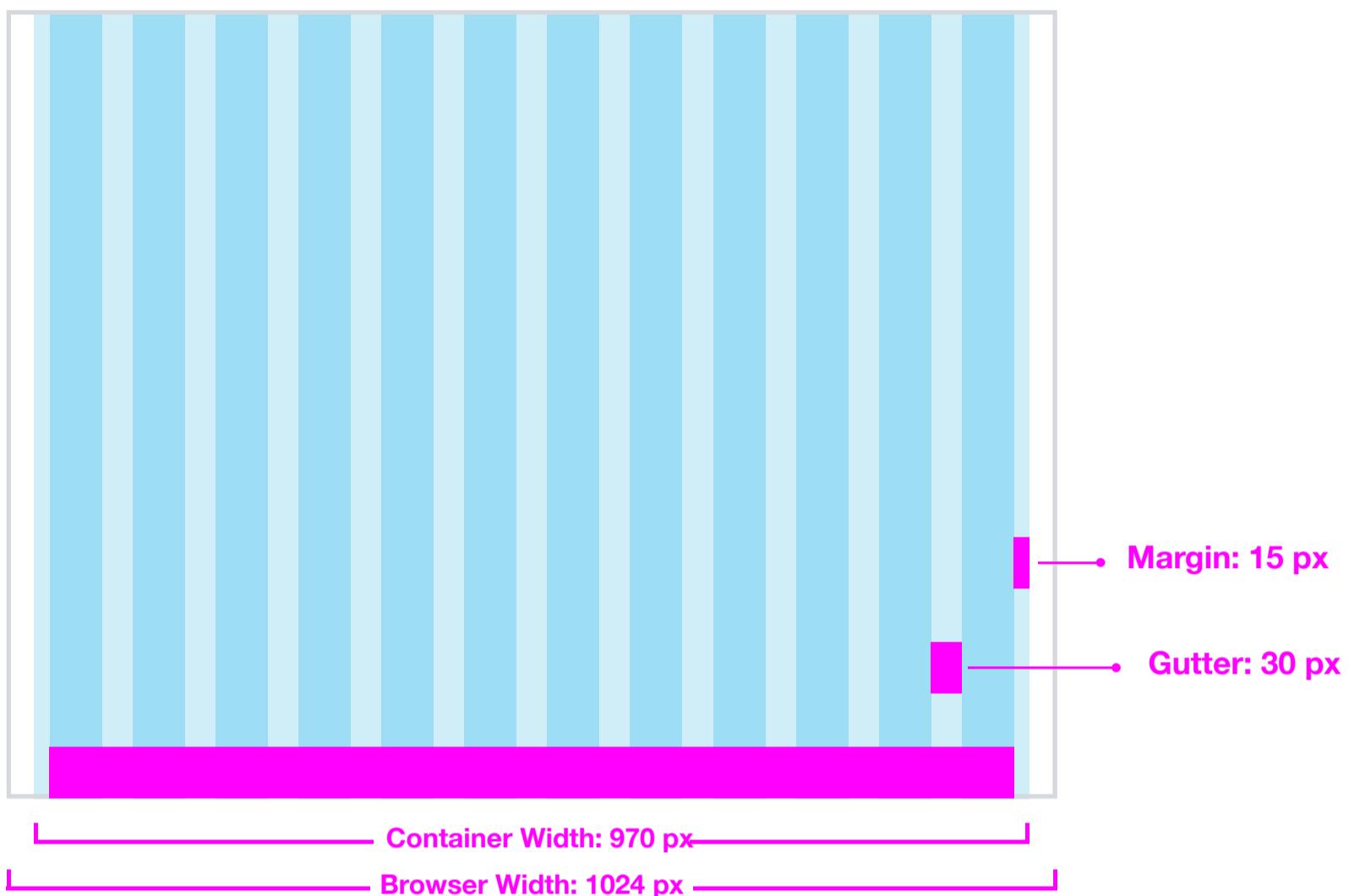
Desktop 1280 px



While some content may bleed from edge to edge (photos and background colors for example), the majority of the content (copy, icons, text fields, etc) will need to lie within the margins. Content does not need to fill the full width, but is not to extend beyond the margins.

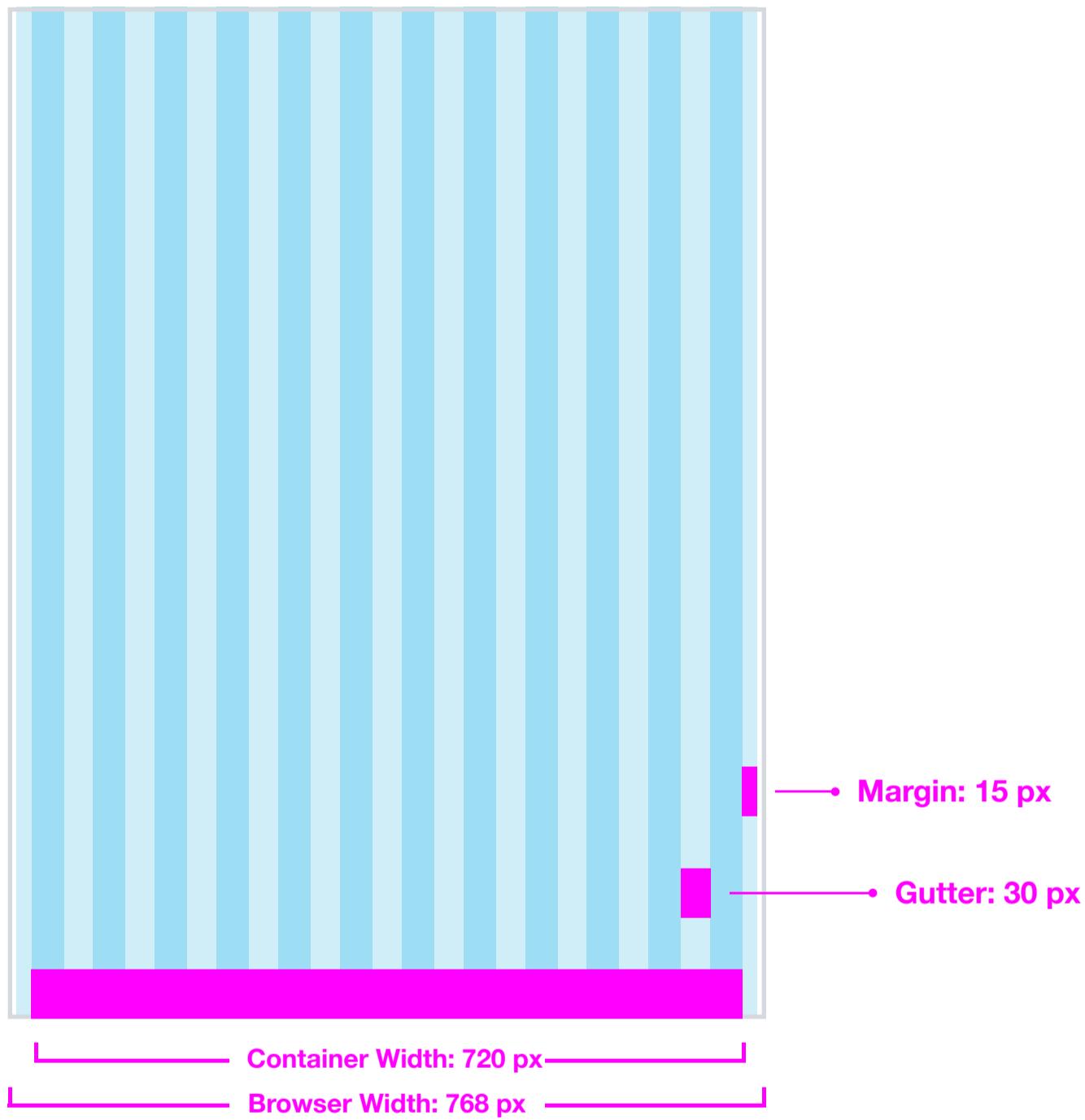
GRID BREAKDOWN: TABLET, LANDSCAPE

Tablet Landscape 1024 px



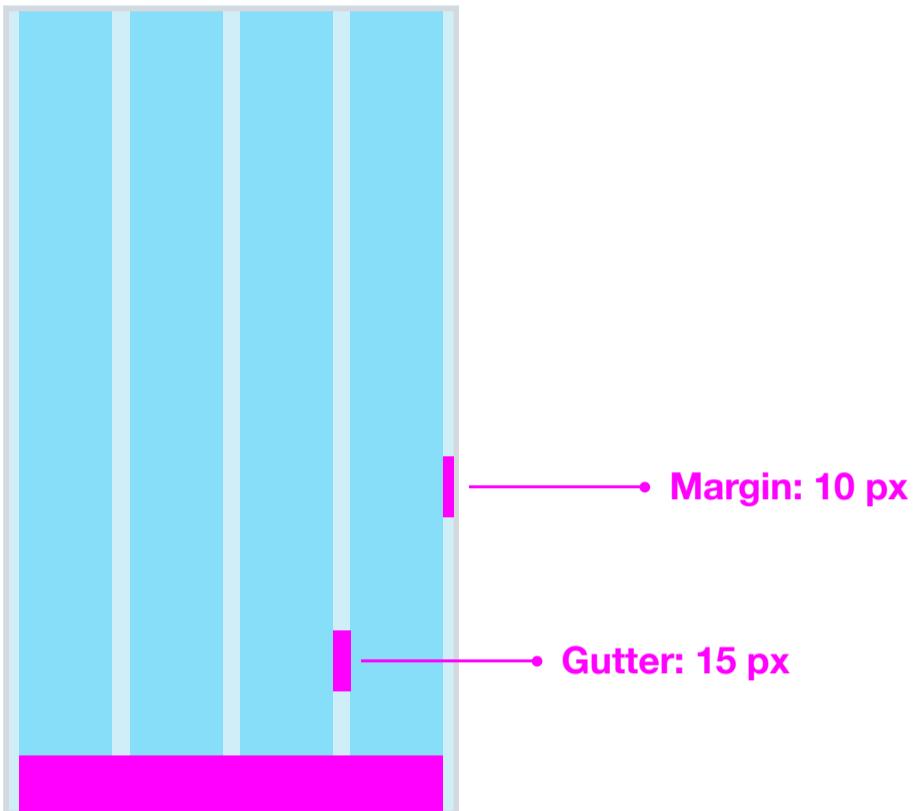
GRID BREAKDOWN: TABLET, PORTRAIT

Tablet Portrait 768 px



GRID BREAKDOWN: MOBILE

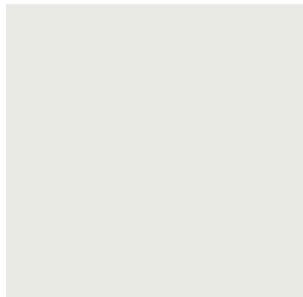
Mobile Portrait 320 px



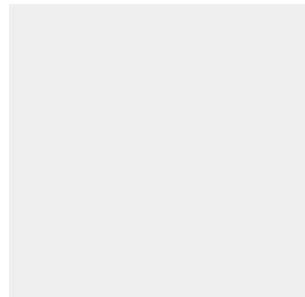
- └ Container Width: 300 px └
- └ Browser Width: 320 px └

U.S. BANK INTRANET PALETTE

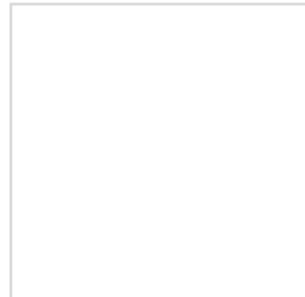
Background Colors



USB Warm Grey
#EAEAE4



Grey
Background
#EFEFEF



White
Background
#FFFFFF



Web Blue
#17409C



Web Dark Blue
#0C2074

Type Colors



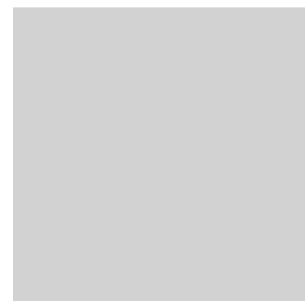
Primary
#303030



Secondary
#555555

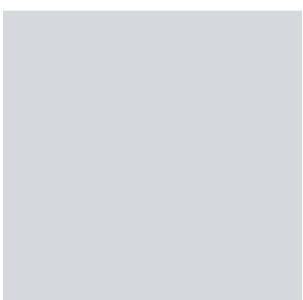


Disabled Text
#A0A0A0



Helper Text
#D2D2D2

Additional UI Elements



Divider Lines
#D5D8DD



Web Blue
#17409C



Web Blue Hover
#1570A8



Web Dark Blue
#0C2074



Web Dark Blue Hover
#1740A5



Soft Red
#D93F4D



Soft Red Hover
#EF3A50



Soft Red Pressed
#FF4258



Soft Red Disabled
#D13F4D (20%)

TYPE HIERARCHY

H1 (Page Title)

helvetica neue heavy

font size 54px

line height 60px

tracking -20

hex #0C2074

Headline 1

H2 (Article)

helvetica neue heavy

font size 32px

line height 38px

tracking -20

hex #0C2074

Headline 2

H3 (Mobile)

helvetica neue heavy

font size 24px

line height 30px

tracking -20

hex #0C2074

Headline 3

H4 (Subhead)

roboto slab regular

font size 24px

line height 32px

tracking 0px

hex #0C2074

Headline 4

Links / Actions

helvetica neue bold

font size 16px

line height 24px

tracking 0px

hex #17409C

hover #1570A8

Action Item Link

Action Item Link Hover State

TYPE HIERARCHY

Body 1

HELVETICA NEUE REGULAR	
HELVETICA NEUE BOLD (LINK)	
font size	18px
line height	27px
tracking	0
HEX	#555555, #0C2074

BODY 1 - Id suspendisse nec quisque pulvinar adipiscing aliquet pretium **scelerisque** sociosqu egestas tortor aliquam semper est gravida porttitor erat. A a dis id a adipiscing orci vestibulum donec tristique justo a sem

Body 2

HELVETICA NEUE REGULAR	
HELVETICA NEUE BOLD (LINK)	
font size	16px
line height	24px
tracking	0
HEX	#555555, #0C2074

Id suspendisse nec spendi quisque pulvinar adipiscing aliquet pulvina **pretium** scelerisque vinar adipiscing vinar adipiscing aliquet pulvi.

Body 3

HELVETICA NEUE REGULAR	
HELVETICA NEUE BOLD (LINK)	
font size	14px
line height	20px
tracking	0
HEX	#555555, #0C2074

Id suspendisse nec spendi quisque pulvinar adipiscing aliquet pulvina **pretium** scelerisque vinar adipiscing vinar adipiscing aliquet pulvi.

Detail

HELVETICA NEUE REGULAR	
HELVETICA NEUE BOLD (LINK)	
font size	12px
line height	16px
tracking	0
HEX	#555555, #0C2074

Id suspendisse nec spendi quisque pulvinar adipiscing aliquet pulvina **pretium** scelerisque vinar adipiscing vinar adipiscing aliquet pulvi.

BUTTONS & ACTION ITEMS

Primary Button

Button Title

Button 48px tall. Type 16px Bold.
Fill #D13F4D

Secondary Button

Button Title

Button 48px tall. Type 16px Bold.
2px outline stroke #D13F4D

Circle Button (CB)



Circle buttons appear in increments of 4px.
40px; 36px; 32px; 28px; 24px; Fill #D13F4D

CB Link



28px button. Fill #D13F4D
Helvetica Neue Bold 20px



24px button. Fill #D13F4D
Helvetica Neue Bold 16px

Primary Button - Hover

Button Title

Fill #F2384D

Hover State (Same as Primary)

Button Title

Fill #F2384D

Circle Button (CB) - Hover



Circle buttons appear in increments of 4px.
40px; 36px; 32px; 28px; 24px; Fill #F2384D

CB Link - Hover



28px button. Fill #F2384D
Helvetica Neue Bold 20px



24px button. Fill #F2384D
Helvetica Neue Bold 16px

FORM & INPUT FIELDS

Dropdown

Dropdown Title

Select

Label Type Color #041E41
Stroke Outline Color #C4C8CE

Dropdown - Selected

Dropdown Title

Select

Label Type Color #041E41
Stroke Outline Color #69696D

Dropdown - Error

Dropdown Title

Select

Error explanation
Label Type Color #A23824
Stroke Outline Color #A23824

Input

Required Field *

Type Input

Label Type Color #041E41
Stroke Outline Color #C4C8CE

Input - Selected

Required Field *

Type Input

Label Type Color #041E41
Stroke Outline Color #69696D

Checkbox



Checkbox Label

Label Type Color #69696D
Stroke Outline Color #C4C8CE

Checkbox - Selected



Checkbox Label

Label Type Color #69696D
Fill Color #002BA5

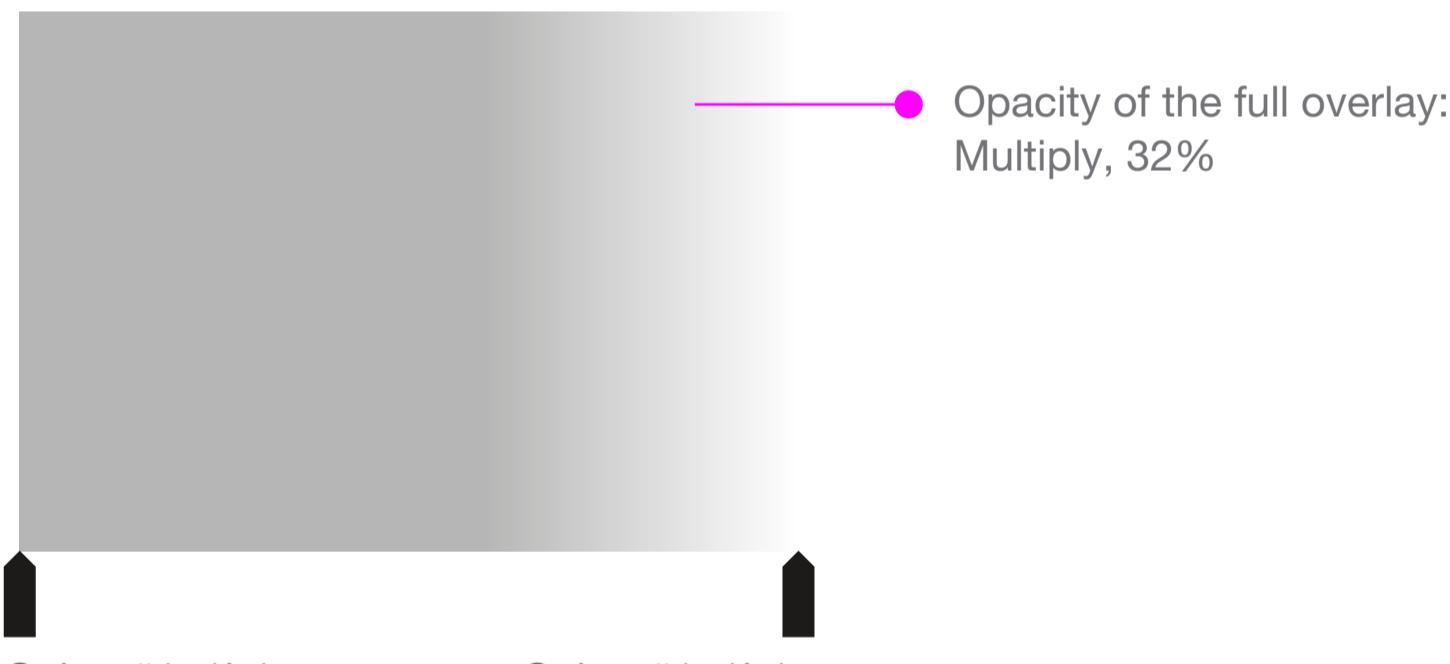
UI ELEMENTS

Help Dialogue Box

Text Title Body Copy Urna vestibulum tempor diam mi rhoncus ipsum ultricies condimentum ultrices sodales egestas cum orci a felis nec non at odio luctus maecenas leo euismod venenatis.

Helvetica Light 14px Type Color #041E41
Fill Color #F2F1EE
Drop shadow #000000 30% opacity
X: 1px; Y: 3px; Blur: 3px

Gradient Overlay



Color: #1c1b1a
Opacity: 100%

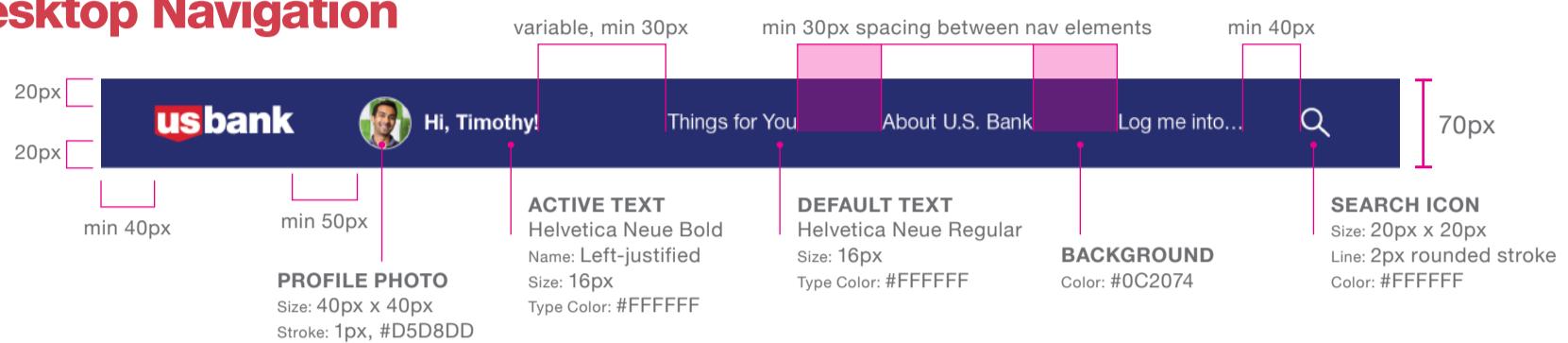
Color: #1c1b1a
Opacity: 0%

Opacity of the full overlay:
Multiply, 32%

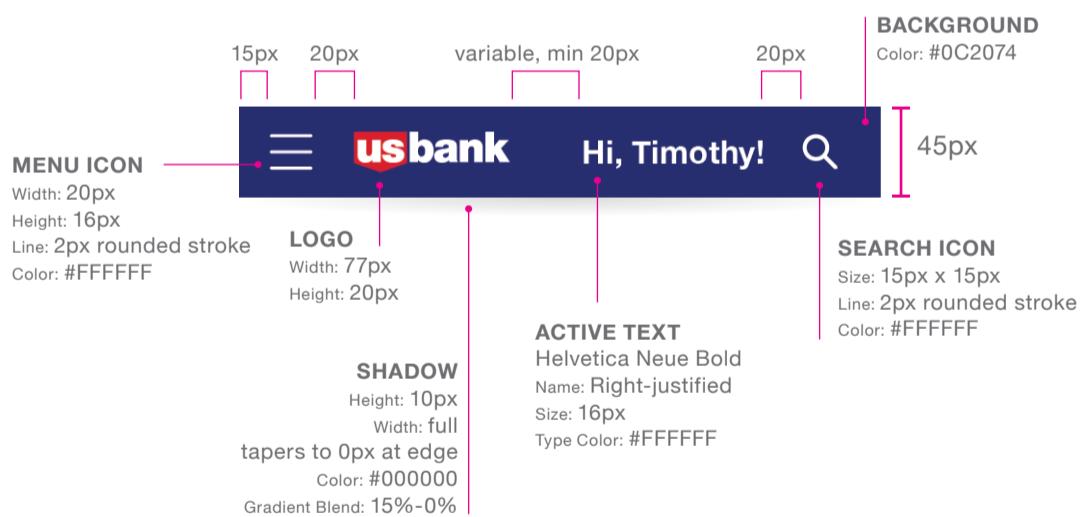
For use when placing type over images:
Different photographs will need a lighter or darker overlay. Adjust the opacity of the full overlay as needed (30-40% recommended).
For dark images, use the Multiply effect.

GLOBAL ELEMENTS – HEADER

Desktop Navigation

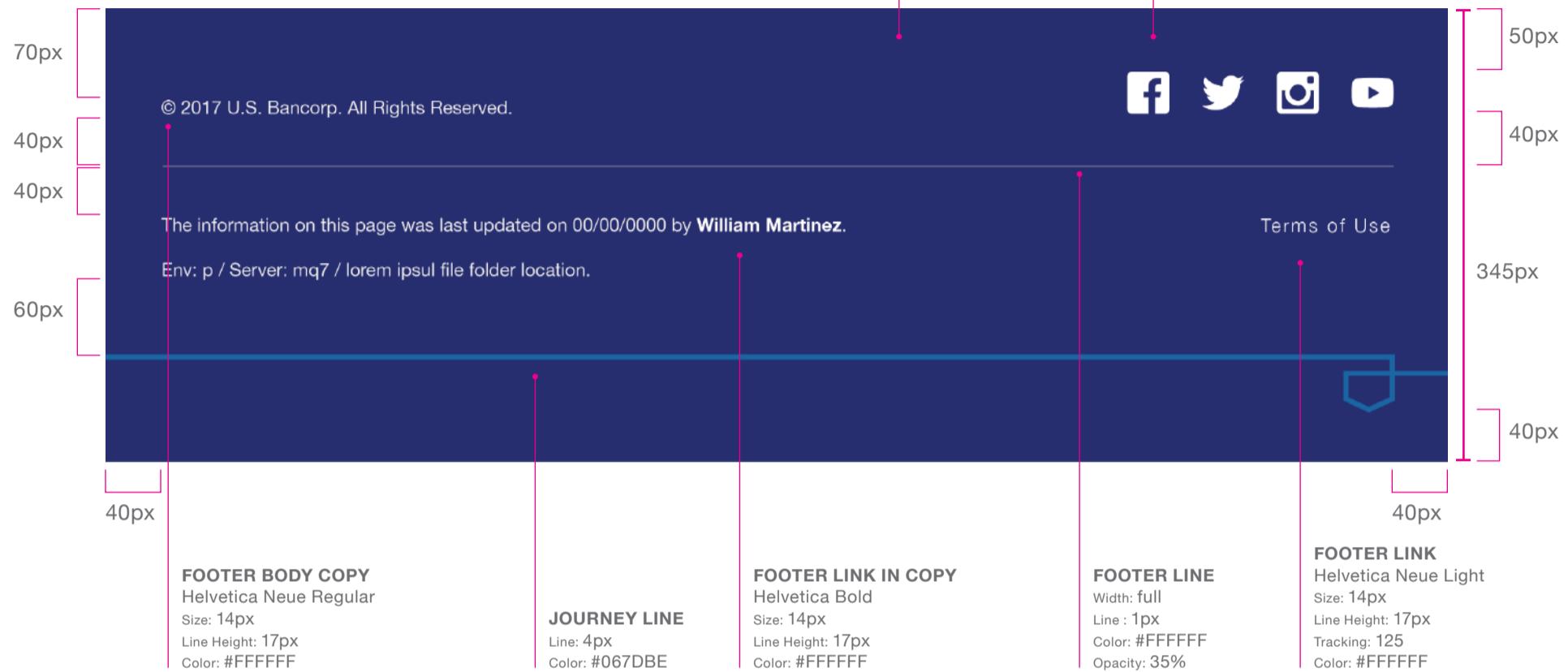


Mobile Nav

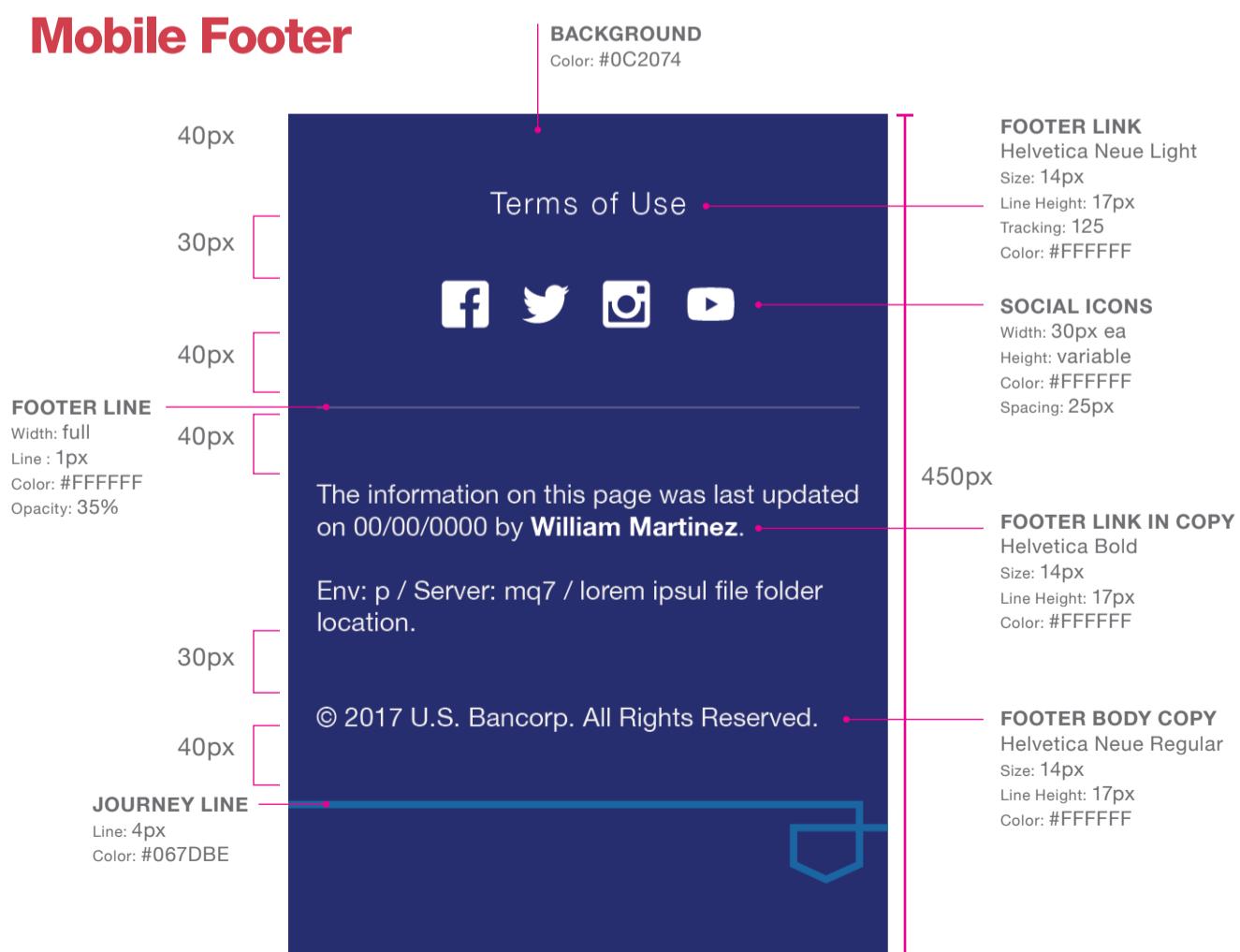


GLOBAL ELEMENTS – FOOTER

Desktop Footer

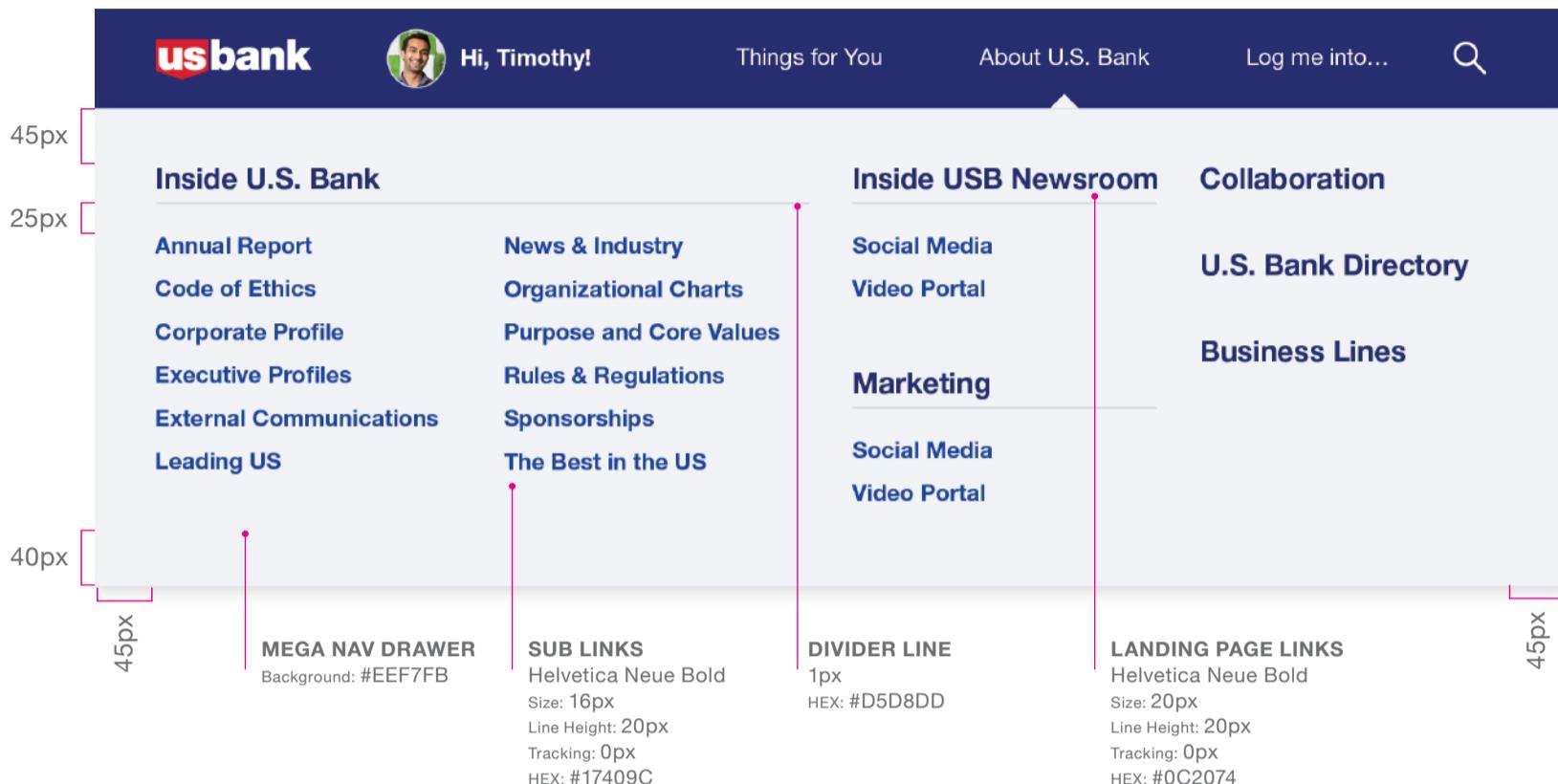


Mobile Footer



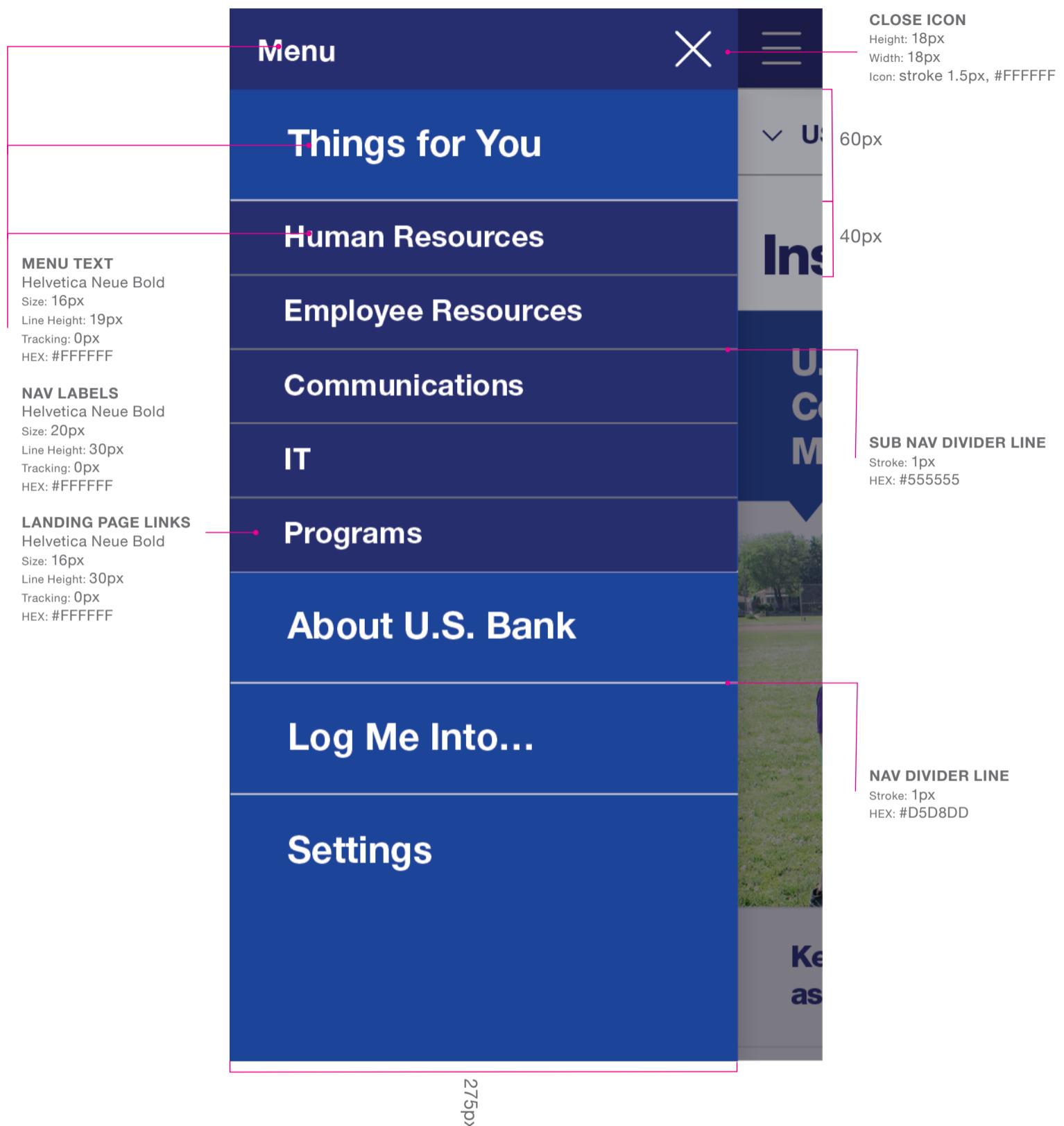
GLOBAL ELEMENTS – MEGA NAV

Desktop



GLOBAL ELEMENTS – MEGA NAV

Mobile



HOME – DESKTOP

Home Page

Global Header
See page 12 (Name is active)

H1

LINK

STOCK TICKER
Module Size: 310px W x 45px H
Border: 1pt line, #D5D8DD
Caret: 10px W x 5px H, 1pt line, #0C2074
Text: Helvetica Neue Regular/Bold, 14px
Text Color: #303030; (USB) #272D6D;
(Negative) #D93F4D; (Positive) #00A14B

NEWS HEADER
Module Size: 310px W x 50px H
Color: #0C2074
Text: Helvetica Neue Bold, 20px
Text Color: #FFFFFF
Text Padding L/R: 20px

NEWS MODULE
Module Size: 310px W x 450px H
Border: 1pt line, #D5D8DD
Text: Helvetica Neue Bold, 18px (same as **LINK**)
Line Height: 24px
Paragraph Spacing: 20px
Text Color: #17409C (same as **LINK**)
Text Padding L/R: 20px

NEWS BUTTON
Button Size: 310px W x 50px H
Border: 1pt line, #D5D8DD
Color: #D93F4D
Text: Helvetica Neue Bold, 16px
Text Color: #FFFFFF

COLLAPSED QUICK LINKS*
(*see next page for Expanded Quick Links)
Module Size: 230px W x 100px H
Module Color: #EFEFEF
Module Padding: 20px
Module Spacing: 4px
Text: Helvetica Neue Bold
Size: 20px
Line Height: 26px
Color: #737478

SECONDARY MODULES
See page 17

Global FOOTER
See page 13

HOME – DESKTOP (MODULES)

News Carousel

IMAGE
Image Size: 620px W x 600px H
Border: 1pt line, #D5D8DD

SECONDARY HEADLINE
Module Size: 200px W x 200px H
*include story photo in background
Overlay: #EDEEF0, 85-95% OPACITY
Text: Helvetica Neue Bold
Size: 18px
Line Height: 24px
Text Color: #17409C

DIVIDER LINES
Size: 1pt, full width
Color: #D4D6DC

FEATURED HEADLINE
Module Size: 200px W x 200px H
Color: #17409C
Caret: 40px W x 20px H, #17409C
Text: Helvetica Neue Bold
Size: 18px
Line Height: 24px
Text Color: #FFFFFF

Secondary Modules

SOCIAL FEED HEADERS
Module Size: 310px W x 50px H
Module Padding L/R: 20px
Color: #0C2074
Text: Helvetica Neue Bold, 20px
Text Color: #FFFFFF
Text Padding L/R: 20px
Icon Size: 24x24px
Icon Color: #D13F4D
Caret Size: 1pt line, 4px W x 8px H
Caret Color: #FFFFFF

SHAREPOINT MODULE
Module Size: 310px W x 250px H
Module Padding L/R: 20px
Border/Divider Lines: 1pt line, #D5D8DD
Row Height: 41px
Text: Helvetica Neue Regular/Bold
Text Size: 14px
Text Color: #303030
Text Color, Link: #17409C
Text Color, "Critical": #D93F4D
Text Color, "High": #E57924
Text Padding L/R: 20px

YAMMER MODULE
Module Size: 310px W x 250px H
Module Padding L/R: 20px
Border/Divider Lines: 1pt line, #D5D8DD
Row Height: 62px
Text: Helvetica Neue Regular/Bold
Text Size: 14px
Text Color: #303030
Text Color, Link: #17409C
Timestamp: Helvetica Neue Italic
Timestamp Size: 12px
Timestamp Color: #555555
Text Padding: 10px from image; 20px from caret
Caret Size: 2pt line, 5px W x 10px H
Caret Color: #17409C

POLL MODULE
Module Size: 310px W x 300px H
Module Padding L/R/T/B: 30px
Background Color: #272D6D
Headline Text: Helvetica Neue Heavy
Size: 30px
Color: #FFFFFF
Poll Text: Helvetica Neue Bold/Regular
Size: 16px
Color: #FFFFFF
Radial Button: 20x20px, #FFFFFF
Selected Button, Fill: 10x10px, #D03F4D
Selected Button, Stroke: 1px, #D03F4D

UPDATE FIELD
Row Height: 62px
Border/Divider Lines: 1pt line, #D5D8DD
Background Color: #BDE5EE
Input Field: 230px W x 42px H, #FFFFFF, 3px rounded corner, left side only
Input Field Helper Text: Helvetica Neue Italic, 14px, 40 tracking, #737378
Input Field Live Text: Helvetica Neue Regular, 14px, #303030
Button: 62px W x 42px H, 3px rounded corner, right side only
Button Color: #D93F4D
Button Text: Helvetica Neue Bold, 14px, #FFFFFF

HOME – DESKTOP (EXPANDED)

Expanded Quick Links

HIGHLIGHTED LINK
Module Size: 230px W x 100px H
Caret: 27px W x 17px H
Color: #17409C
Text: Helvetica Neue Bold
Size: 20px
Line Height: 26px
Padding: 20px
Color: #FFFFFF

HEADLINE
Text: Helvetica Neue Heavy
Size: 36px
Line Height: 44px
Color: #0C2074

SUBHEAD
Text: Roboto Slab Regular
Size: 20px
Line Height: 30px
Color: #0C2074

The Best In Us

Microsoft Tools

Human Resources

USB TV

Heroes among US

Jessica Smith's quick thinking helped save the day for a customer in need. Read her story, and enter to give a deserving colleague the chance to win \$5,000.

Read Jessica's Story

Recognize A Colleague

CTA LINK
Caret: 24x24px
Color: #D93F4D
Text: Helvetica Neue Bold, 20px
Text Color: #D93F4D

BORDER
Size: 1pt, full width
Color: #D4D6DC

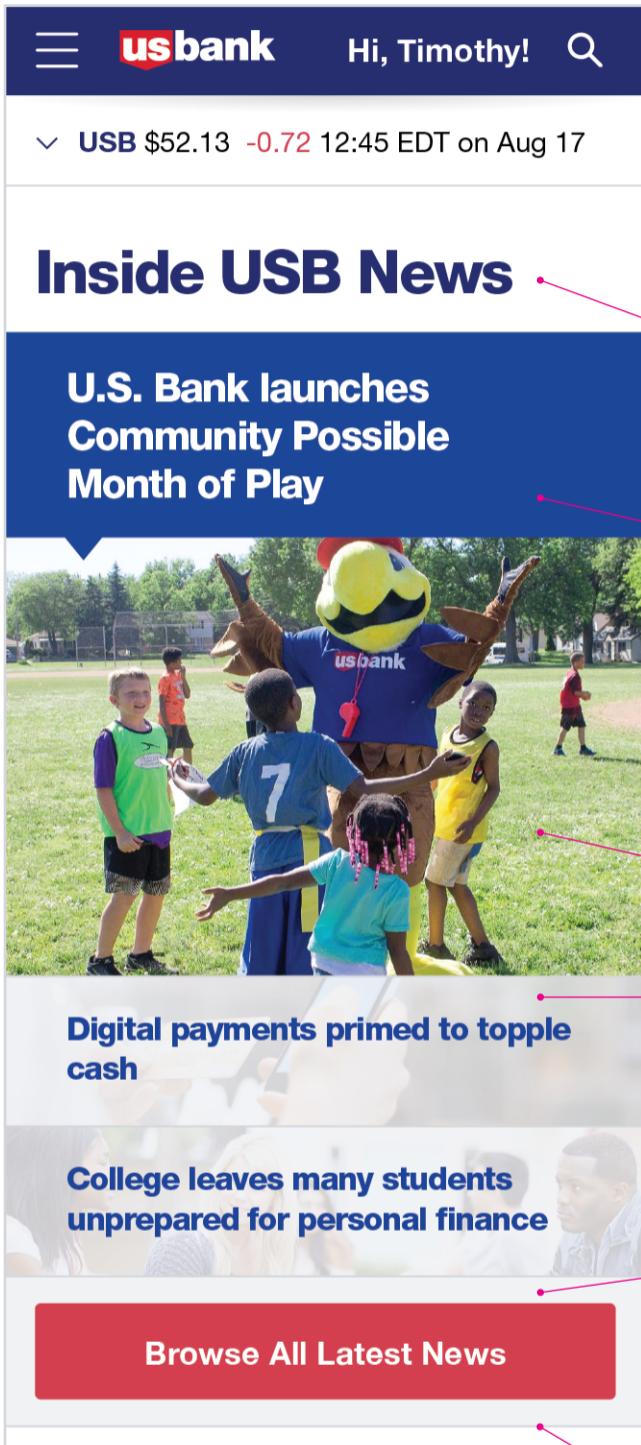
IMAGE
Module Size: 400px W x 265px H

50px

60px

HOME – MOBILE

News Module



A screenshot of the mobile news module. At the top is a dark blue header bar with the 'usbank' logo, a 'Hi, Timothy!' greeting, and a search icon. Below the header is a stock ticker showing 'USB \$52.13 -0.72 12:45 EDT on Aug 17'. The main content area has a white background. It features a large section titled 'Inside USB News' in bold blue font. Below this is a featured headline: 'U.S. Bank launches Community Possible Month of Play' in bold blue font. A large image shows children playing soccer with a large yellow and blue 'usbank' mascot. Underneath the headline is a secondary headline: 'Digital payments primed to topple cash' in bold blue font. Another section below shows a photo of students with the headline: 'College leaves many students unprepared for personal finance'. At the bottom is a red button with the white text 'Browse All Latest News'.

Global Header
See page 12 (Name is active)

STOCK TICKER
Module Size: 320px W x 45px H
Border: 1pt line, #D5D8DD
Caret: 10px W x 5px H, 1pt line, #0C2074
Text: Helvetica Neue Regular/Bold, 14px
Text Color: #303030; (USB) #272D6D;
(Negative) #D93F4D; (Positive) #00A14B

PAGE TITLE
Helvetica Neue Heavy
Size: 30px
Line Height: 36px
Tracking: -20
Color: #0C2074

FEATURED HEADLINE
Module Size: 320px W x 115px H
Color: #17409C
Caret: 20px W x 10px H, #17409C
Text: Helvetica Neue Heavy
Size: 20px
Line Height: 24px
Text Color: #FFFFFF

IMAGE
Module Size: 320px W x 220px H

SECONDARY HEADLINE
Module Size: 320px W x 75px H
*include story photo in background
Overlay: #EDEEF0, 85-95% OPACITY
Text: Helvetica Neue Heavy
Size: 16px
Line Height: 20px
Text Color: #17409C

BUTTON MODULE
Module Size: 320px W x 75px H
Background Color: #EDEEF0
Button Size: 290px W x 48px H (variable), 3px rounded corners
Color: #D93F4D
Text: Helvetica Neue Bold, 16px
Text Color: #FFFFFF

DIVIDER LINES
Size: 1pt, full width
Color: #D4D6DC

HOME – MOBILE (MODULES)

News For You + Quick Links

The wireframe illustrates the mobile home page layout with various modules and their specifications:

- NEWS HEADER**: Module Size: 300px W x 50px H, Color: #0C2074, Text: Helvetica Neue Bold, 20px, Text Color: #FFFFFF, Text Padding L/R: 20px.
- NEWS MODULE**: Module Size: 300px W x 500px H, Border: 1pt line, #D5D8DD, Text: Helvetica Neue Bold, 18px (same as **LINK**), Line Height: 24px, Paragraph Spacing: 20px, Text Color: #17409C (same as **LINK**), Text Padding L/R: 20px.
- MARGIN**: Margin Size: 10px.
- NEWS BUTTON**: Button Size: 300px W x 50px H, Border: 1pt line, #D5D8DD, Color: #D93F4D, Text: Helvetica Neue Bold, 16px, Text Color: #FFFFFF.
- QUICK LINKS**: Module Size: 320px W x 100px H, Module Color: #EFEFEF, Module Spacing: 4px, Text: Helvetica Neue Bold, Size: 20px, Line Height: 26px, Color: #747478.

Key visual elements include 30px padding between news items and sections, and 10px margins for the news header and button. The news module itself has a height of 500px. The quick links module is 100px high and includes a 4px gap between its four items.

HOME – MOBILE (MODULES)

Secondary Modules

SOCIAL FEED HEADERS
Module Size: 300px W x 50px H
Module Padding L/R: 15px
Color: #0C2074
Text: Helvetica Neue Bold, 20px
Text Color: #FFFFFF
Text Padding L/R: 15px
Icon Size: 24x24px
Icon Color: #D13F4D
Caret Size: 1pt line, 4px W x 8px H
Caret Color: #FFFFFF

SHAREPOINT MODULE
Module Size: 310px W x 450px H
Module Padding L/R: 15px
Border/Divider Lines: 1pt line, #D5D8DD
Row Height: 41px
Text: Helvetica Neue Regular/Bold
Text Size: 14px
Text Color: #303030
Text Color, Link: #17409C
Text Color, "Critical": #D93F4D
Text Color, "High": #E57924
Text Padding L/R: 15px

YAMMER MODULE
Module Size: 300px W x 450px H
Module Padding L/R: 15px
Border/Divider Lines: 1pt line, #D5D8DD
Row Height: 62px
Text: Helvetica Neue Regular/Bold
Text Size: 14px
Text Color: #303030
Text Color, Link: #17409C
Timestamp: Helvetica Neue Italic
Timestamp Size: 12px
Timestamp Color: #555555
Text Padding: 10px from image; 15px from caret
Caret Size: 2pt line, 5px W x 10px H
Caret Color: #17409C

YAMMER UPDATE FIELD
Row Height: 62px
Border/Divider Lines: 1pt line, #D5D8DD
Background Color: #BDE5EE
Input Field: 230px W x 42px H, #FFFFFF, 3px rounded corner, left side only
Input Field Helper Text: Helvetica Neue Italic, 14px, 40 tracking, #737378
Input Field Live Text: Helvetica Neue Regular, 14px, #303030
Button: 62px W x 42px H, 3px rounded corner, right side only
Button Color: #D93F4D
Button Text: Helvetica Neue Bold, 14px, #FFFFFF

MARGIN & SPACING
10px

POLL MODULE
Module Size: 310px W x 300px H
Module Padding L/R/T/S: 30px
Background Color: #272D6D
Headline Text: Helvetica Neue Heavy
Size: 30px
Color: #FFFFFF
Poll Text: Helvetica Neue Bold/Regular
Size: 16px
Color: #FFFFFF
Radial Button: 20x20px, #FFFFFF
Selected Button, Fill: 10x10px, #D03F4D
Selected Button, Stroke: 1px, #D03F4D

POLL BUTTON
Button Size: 255px W x 48px H, 3px rounded corners
Button Color: #D93F4D
Text: Helvetica Neue Bold, 16px
Text Color: #FFFFFF

Global FOOTER
See page 13

Sharepoint

Log Error States... 9/8/2017

Answer Tech Qs... 9/8/2017

Update Styles... 9/8/2017

Follow up with... 9/8/2017

Animation Direction... 9/8/2017

@jsmith posted in... 9/8/2017

Yammer

Tom Klein: shout out to the #CommunityPos... 1 minute ago

mhenderson: i'm working on our new intranet! 25 minutes ago

Brad Smith has #invited you to join the group US... 5 hours ago

What are you working on? **Post**

The Water Cooler

Game of Thrones is all abuzz.
Are you into it?

Yeah!

Meh.

Winter is Coming!

Submit Vote

NEWS LANDING PAGE – DESKTOP

Newsroom

The screenshot shows the U.S. Bank Newsroom desktop landing page. The page features a global header with the usbank logo, a user profile, navigation links (Things for You, About U.S. Bank, Log me into...), and a search bar. Below the header is a main title "Inside USB Newsroom" and a secondary navigation menu with links for Latest News, Local News, Industry News, and USB TV. A large image of a U.S. Bank mascot interacting with children is displayed. To the right, a featured story about the "Community Possible Month of Play" is shown, along with a CTA link for "Family Fit". The main content area includes a "Top Stories" section with images and links to stories about student financial health, college savings, and diversity. Below this is a "Secondary News Module" featuring a debit card and a social media module. The footer contains copyright information, a pagination bar, and links to Terms of Use and social media icons.

Global Header
See page 12 (**About U.S. Bank** is active)

H1

SECONDARY NAV
Line: 1pt line, #D5D8DD
Highlighted Nav: Helvetica Neue Bold, 14px
Highlight Color: #17409C
Underline: 4px H x length of word, #17409C
Inactive Nav: Helvetica Neue Regular, 14px
Inactive Color: #747478
Spacing: 80px min

FEATURED STORY
Module Size: 940px W x 450px H
Border: 1pt line, #D5D8DD
Image Size: 625px W x 450px H
Headline Area: 315px W x 450px H
Background: #EEEFF1
Headline Text: Helvetica Neue Heavy, 30px
Headline Color: #0C2074
Body Copy: Helvetica Neue Regular, 16px
Line Height: 24px
Body Color: #555555
Paragraph Spacing: 10px

CTA LINK
Caret: 24x24px
Color: #D93F4D
Text: Helvetica Neue Bold, 20px
Text Color: #D93F4D

TOP STORY MODULE
Module Size: 425px W x 300px H
Border: 1pt line, #D5D8DD
Image Size: 625px W x 450px H
Headline Area: 315px W x 450px H
Background: #EEEFF1
Headline Text: Helvetica Neue Heavy, 18px
Line Height: 24px
Headline Color: #0C2074
Body Copy: Helvetica Neue Regular, 16px
Line Height: 24px
Body Color: #555555
Paragraph Spacing: 10px

SOCIAL MODULE
Module Size: 310px W x 300px H
Border: 1pt line, #D5D8DD
Nav: See **SECONDARY NAV**
Carousel Icons: 10x10px, 10px spacing
Carousel Icon, Active: #17409C
Carousel Icon, Inactive: #CCCCCC
Content & Image: Pull from respective social feed

SECONDARY NEWS MODULE
Module Size: 310px W x 300px H
Border: 1pt line, #D5D8DD
Image Area: 320px W x 150px H
Headline Text: Helvetica Neue Heavy, 18px
Line Height: 24px
Headline Color: #0C2074
Body Copy: Helvetica Neue Regular, 16px
Line Height: 24px
Body Color: #555555
Paragraph Spacing: 10px

Global FOOTER
See page 13

PAGINATION

Active Page: Helvetica Neue Bold, 20px, #0C2074
Inactive Pages: Helvetica Neue Regular, 20px, #555555
Spacing: 30px
Icon: 36x36px, #D83F4D

NEWS LANDING PAGE – MOBILE

Featured News + Top Story Modules

The mobile news landing page features a dark blue header bar at the top. On the left is a menu icon (three horizontal lines). Next to it is the 'usbank' logo. To the right of the logo is the greeting 'Hi, Timothy!' and a search icon. A pink bracket on the left side of the header indicates a vertical margin of 40px from the top of the screen.

The main content area has a white background. At the top, the title 'Inside USB Newsroom' is displayed in a large, bold, dark blue font. Below the title is a secondary navigation bar with four items: 'Latest' (underlined in blue), 'Local', 'Industry', and 'USB TV'. A pink bracket on the left side of this bar indicates a vertical margin of 30px from the header.

The first news module features a photo of a person in a mascot costume interacting with children in a park. The title 'U.S. Bank launches Community Possible Month of Play' is in bold dark blue text. Below the title is a paragraph of text: 'Survey finds that Americans value play but financial stress gets in the way.' A pink bracket on the left side of this module indicates a vertical margin of 30px from the secondary nav.

Below this module is a call-to-action link: 'Tips for getting "Family Fit"' with a red circular icon containing a white arrow. A pink bracket on the left side of this section indicates a vertical margin of 20px from the previous module.

The second news module features a photo of two young women. The title 'College leaves students with more personal finance questions than answers' is in bold dark blue text. Below the title is a paragraph: 'U.S. Bank rolls out 2017 Student Financial Literacy Study results.' A pink bracket on the left side of this module indicates a vertical margin of 30px from the previous CTA link.

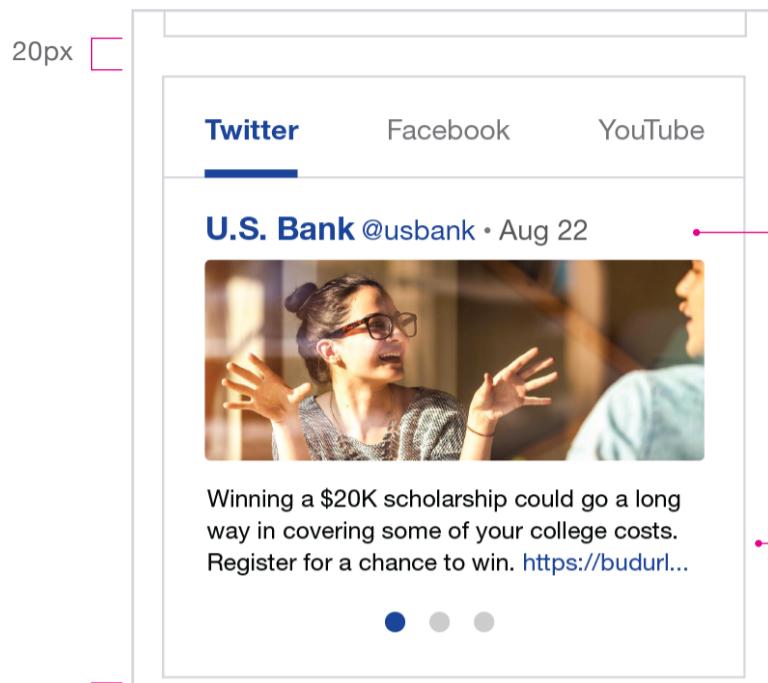
Below this module are two additional links: 'Student Financial Health Report' and 'Saving for College', each preceded by a red circular icon with a white arrow. A pink bracket on the left side of these links indicates a vertical margin of 30px from the previous module.

Annotations on the right side of the page provide detailed design specifications:

- Global Header**: See page 12
- PAGE TITLE**: Helvetica Neue Heavy, 28px, Line Height: 28px, Color: #0C2074
- SECONDARY NAV**: Line: 1pt line, #D5D8DD; Highlighted Nav: Helvetica Neue Bold, 14px; Highlight Color: #17409C; Underline: 4px H x length of word, #17409C; Inactive Nav: Helvetica Neue Regular, 14px; Inactive Color: #747478; Spacing: 30px min
- MARGIN**: Margin Size: 10px
- FEATURED STORY**: Module Size: 290px W x 420px H; Border: 1pt line, #D5D8DD; Image Size: 290px W x 150px H; Headline Text: Helvetica Neue Heavy, 18px; Line Height: 24px; Headline Color: #0C2074; Body Copy: Helvetica Neue Regular, 16px; Line Height: 24px; Body Color: #555555; Paragraph Spacing: 10px
- CTA LINK**: Caret: 24x24px; Color: #D93F4D; Text: Helvetica Neue Bold, 20px; Text Color: #D93F4D
- TOP STORY MODULE**: Module Size: 290px W x 420px H; Border: 1pt line, #D5D8DD; Image Size: 290px W x 150px H; Headline Text: Helvetica Neue Heavy, 18px; Line Height: 24px; Headline Color: #0C2074; Body Copy: Helvetica Neue Regular, 16px; Line Height: 24px; Body Color: #555555; Paragraph Spacing: 10px; Padding L/R: 30px

NEWS LANDING PAGE – MOBILE

Social Feed + News Modules



SOCIAL MODULE
Module Size: 290px W x 300px H
Border: 1pt line, #D5D8DD
Nav: See **SECONDARY NAV**
Carousel Icons: 10x10px, 10px spacing
Carousel Icon, Active: #17409C
Carousel Icon, Inactive: #CCCCCC
Content & Image: Pull from respective social feed
Padding L/R: 20px

MARGIN
Margin Size: 10px

A screenshot of a secondary news module. It features a large image of a person wearing a blue plaid shirt under a grey blazer, with a U.S. Bank name tag visible on the lapel. Below the image, the headline reads: "Kenneth Charles joins U.S. Bank as global talent leader". The text continues: "Named among the Top Executives in Diversity by Black Enterprise." At the bottom, there is a horizontal image strip showing a blurred photo of a person.

SECONDARY NEWS MODULE
Module Size: 290px W x 300px H (variable)
Border: 1pt line, #D5D8DD
Image Size: 290px W x 150px H
Headline Text: Helvetica Neue Heavy, 18px
Line Height: 24px
Headline Color: #0C2074
Body Copy: Helvetica Neue Regular, 16px
Line Height: 24px
Body Color: #555555
Paragraph Spacing: 10px
Padding L/R: 30px

A screenshot of the footer section. It includes a red "Load More" button with white text. Below it is a dark blue footer bar containing the text "Terms of Use" and four social media icons for Facebook, Twitter, Instagram, and YouTube.

SECONDARY BUTTON
Button Size: 290px W x 48px H
Border: 2pt, #D93F4D
Text: Helvetica Neue Bold, 16px
Text: Color: #D93F4D

Global FOOTER
See page 13

ARTICLE PAGE — DESKTOP

Article With Image

40px

30px

30px

40px

20px

30px

40px

30px

ARTICLE METADATA

Date: Helvetica Neue Regular, 16px, #555555
Tag: Helvetica Neue Bold, 16px, #17409C
Double space between separators

BODY 1

Things for You

About U.S. Bank

Log me into...

Global Header
See page 12 (About U.S. Bank is active)

Hi, Timothy!

Home / Inside USB Newsroom / U.S. Bank launches Community Possible Month of Play

U.S. Bank launches Community Possible Month of Play

Survey finds that Americans value play but financial stress gets in the way.

Alia meis conclusionemque an mei. Probatus mediocrem in mel, vel ut tota ipsum, nostrum erroribus eloquentiam ut ius. Sententiae assueverit per ad, cibo putent id mel.

Share: [Facebook](#) [Twitter](#) [Instagram](#)

August 23, 2017 | [Corporate News](#)

Americans value play, but financial stress continues to limit play time. U.S. Bank, in partnership with [Playworks](#), checked in with Americans across the country in a new survey, analyzing Americans' relationship with play. According to the survey, 98 percent of people said they think play is valuable, 86 percent believe it can relieve stress and yet 38 percent say financial stress prevents them from playing as often as they'd like.

U.S. Bank is responding by committing to reduce these barriers this summer through its Community Possible Month of Play. It starts with the bank investing \$6.6 million in local nonprofits supporting play programs and mobilizing 73,000 employee volunteers to help make play possible for 100,000 Americans.

"We believe in the power of play," said Reba Dominski, chief social responsibility officer. "Play brings joy, stimulates creativity and innovation, helps with problem solving, and builds relationships. Play is critical to learning and development, health and creating a focus on the common good in diverse communities. Join us and make a commitment to get out and play during our Community Possible Month of Play."

Throughout July, U.S. Bank employees will surprise communities by paying for tickets to a show or admission to the local zoo, clean-up a neighborhood park, start a game of flag football at a school program, paint faces and even work to create new play spaces. For example,

H1, H4 SUBHEAD

IMAGE AREA
Image Size: 940px W x 450px H
Caption: Helvetica Neue Italic, 16px
Line Height: 24px
Caption Color: #555555
Line: 1pt line, #D5D8DD, full width

SOCIAL ICONS
Icon Size: 25x25px
Icon Color: #1C4497
Spacing: 20px
"Share" Text: Helvetica Neue Regular, 14px
"Share" Color: #555555

30px

30px

40px

20px

30px

10px

RELATED ARTICLES TITLE
Text: Helvetica Neue Heavy, 30px
Color: #0C2074
Line: 1pt line, 310px, #D5D8DD

RELATED MODULES
Module Size: 3100px W x 300px H (variable)
Border: 1pt line, #D5D8DD
Image Size: 310px W x 150px H
Headline Text: Helvetica Neue Heavy, 18px
Line Height: 24px
Headline Color: #0C2074
Body Copy: Helvetica Neue Regular, 16px
Line Height: 24px
Body Color: #555555
Paragraph Spacing: 10px
Padding L/R: 30px

1col separation

ARTICLE PAGE — DESKTOP

Article – Commenting

40px []
30px []

neighborhood park, start a game of flag football at a school program, paint faces and even work to create new play spaces. For example, the bank will revitalize and renovate playgrounds and play spaces through signature projects in Cincinnati, Chicago, Denver, Milwaukee, Los Angeles, Seattle and the Twin Cities during July and August.

“During the Community Possible Month of Play, our goal is to make play possible for 100,000 Americans across the country,” said Dominski. “So, grab your family, co-workers and friends and get out and play this summer. And tell us about it by sharing your story using #CommunityPossible.”

Follow the journey on social media with #CommunityPossible as we make play possible across the country.

Contact
 Susan Beatty, U.S. Bank Corporate Communications
 612.303.9229, susan.beatty@usbank.com

40px []
30px []

20px []
30px []
30px []
20px []
20px []
30px []
30px []
30px []
10px []

Like Leave A Comment

3 Comments

Mark Slade – Sept 7, 2017

Bonorum accommodare sea ex, mea modo splendide at, mea graeci causae antiopam ex.
 Et est everti regione, per dicam tincidunt at.

Like (2) Reply (8)

View previous replies

First Lastname – Sept 7, 2017

Bonorum accommodare sea ex, mea modo splendide at, mea graeci causae antiopam ex.
 Et est everti regione, per dicam tincidunt at.

Like (1) Reply

First Lastname – Sept 7, 2017

Bonorum accommodare sea ex, mea modo splendide at, mea graeci causae antiopam ex.
 Et est everti regione, per dicam tincidunt at.

Like Reply

Leave A Reply

Timothy Anderson

Post Reply

Like (2) Reply (8)

Mark Slade – Sept 7, 2017

Bonorum accommodare sea ex, mea modo splendide at, mea graeci causae antiopam ex.
 Et est everti regione, per dicam tincidunt at.

Like (2) Reply (8)

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Global FOOTER
 See page 13

40px []
10px []
30px []

Unlike Leave A Comment

Leave A Comment

Timothy Anderson

Post Comment

3 Comments

Related Topics

Family Fitness Program

What's the best Health Care plan for me?

of the Human Rights Campaign.

RELATED TOPICS TITLE
 Text: Helvetica Neue Heavy, 30px
 Color: #0C2074
 Line: 1pt line, 310px, #D5D8DD

LINK

LIKE/COMMENT ICONS
 Like Icon: 33px W x 30px H
 Comment Icon: 28px W x 25px H
 Icon Stroke: 2pt, #17409C
 Icon Fill (when selected, see below): #17409C
 Copy: [LINK](#)

COMMENT TOTAL
 Text: Helvetica Neue Bold, 16px
 Color: #303030

COMMENT STYLE
 Profile Photo: 40x40px
 Border: 1pt line, #D5D8DD
 Name: Helvetica Neue Bold, 16px
 Name Color: #1C4497 (links to profile)
 Text: Helvetica Neue Regular, 16px
 Text Color: #555555
 Like/Reply: Helvetica Neue Bold, 16px
 Like/Reply Color: #1C4497 (shows all likes/replies)

REPLY AREA
 Label: Helvetica Neue Bold, 16px
 Label Color: #303030
 User Photo: 30x30px
 User Name: Helvetica Neue Bold, 14px
 User Name Color: #1C4497 (links to profile)
 Comment Field: 565px W x 48px H
 Border: 1pt, #D5D8DD, 3px rounded corners
 Button: 150px W x 48px H, 3px rounded corners
 Button Color: #D03F4D
 Button Text: Helvetica Neue Bold, 18px, #FFFFFF

COMMENT AREA (EXPANDED)
 Divider Lines: 1pt, #D5D8DD, full width
 Background: #D9ECF6, 60%
 Label: Helvetica Neue Bold, 16px
 Label Color: #303030
 User Photo: 30x30px
 User Name: Helvetica Neue Bold, 14px
 User Name Color: #1C4497 (links to profile)
 Comment Field: 620px W x 48px H
 Border/Divider Lines: 1pt, #D5D8DD, 3px rounded corners
 Button: 230px W x 48px H, 3px rounded corners
 Button Color: #D03F4D
 Button Text: Helvetica Neue Bold, 18px, #FFFFFF

ARTICLE PAGE — DESKTOP

Article With Video

40px []
30px []
30px []
30px []
30px []

usbank Hi, Timothy! Things for You About U.S. Bank Log me into...

Home / Inside USB Newsroom / U.S. Bank launches Community Possible Month of Play

U.S. Bank launches Community Possible Month of Play

Survey finds that Americans value play but financial stress gets in the way.

Share:

Alia meis conclusionemque an mei. Probatus mediocrem in mel, vel ut tota ipsum, nostrum erroribus eloquentiam ut ius. Sententiae assueverit per ad, cibo putent id mel.

August 23, 2017 | **USB TV**

Lorem ipsum dolor sit amet, magna semper dignissim et congue dictum feugiat, ut condimentum ab sodales justo suspendisse sit, consequat lacinia mi leo et vivamus, erat augue bibendum ipsum nec dui ultrices, natoque wisi vel euismod ante. Arcu interdum semper interdum ut orci id, metus sit, ullamcorper nonummy odio convallis.

Global Header
See page 12 (**About U.S. Bank** is active)

HEADLINE AREA + SOCIAL ICONS
Refer to page 25
(add YouTube icon for sharing videos)

VIDEO AREA
Video Size: 600px W x 375px H
Video Player: import from YouTube, Vimeo, etc.
Caption: Helvetica Neue Italic, 16px
Line Height: 24px
Caption Color: #555555
Line: 1pt line, #D5D8DD, 600px

STORY + RELATED ARTICLES
Refer to page 25
(add YouTube icon for sharing videos)

Article – No Image

40px []
30px []
30px []
30px []
30px []

usbank Hi, Timothy! Things for You About U.S. Bank Log me into...

Home / Inside USB Newsroom / U.S. Bank launches Community Possible Month of Play

U.S. Bank launches Community Possible Month of Play

Survey finds that Americans value play but financial stress gets in the way.

Share:

August 23, 2017 | **Corporate News**

Americans value play, but financial stress continues to limit play time. U.S. Bank, in partnership with **Playworks**, checked in with Americans across the country in a new survey, analyzing Americans' relationship

Global Header
See page 12 (**About U.S. Bank** is active)

HEADLINE AREA + SOCIAL ICONS
Refer to page 25

STORY + RELATED ARTICLES
Refer to page 25
(add YouTube icon for sharing videos)

27

ARTICLE PAGE – MOBILE

Article With Image



The mobile article page layout features a dark blue header bar at the top. On the left is a menu icon (three horizontal lines). Next to it is the "usbank" logo in white and red. To the right is the greeting "Hi, Timothy!" and a search icon. A pink bracket on the left side indicates vertical padding of 30px between the header and the main content area. The main content area has a white background.

Global Header
See page 12

H3

SUBHEAD
Roboto Slab Regular, 18px
Line Height: 24px
Headline Color: #0C2074

IMAGE
320px W (full width) x 230px H

CAPTION
Helvetica Neue Italic, 16px
Line Height: 24px
Color: #555555

SOCIAL ICONS
Icon Size: 25x25px
Icon Color: #1C4497
Spacing: 20px
"Share" Text: Helvetica Neue Regular, 14px
"Share" Color: #555555

LINE
Border: 1pt line, #D5D8DD

ARTICLE METADATA
Date: Helvetica Neue Regular, 16px, #555555
Tag: Helvetica Neue Bold, 16px, #17409C
Double space between separators

BODY 1

30px

20px

30px

20px

40px

40px

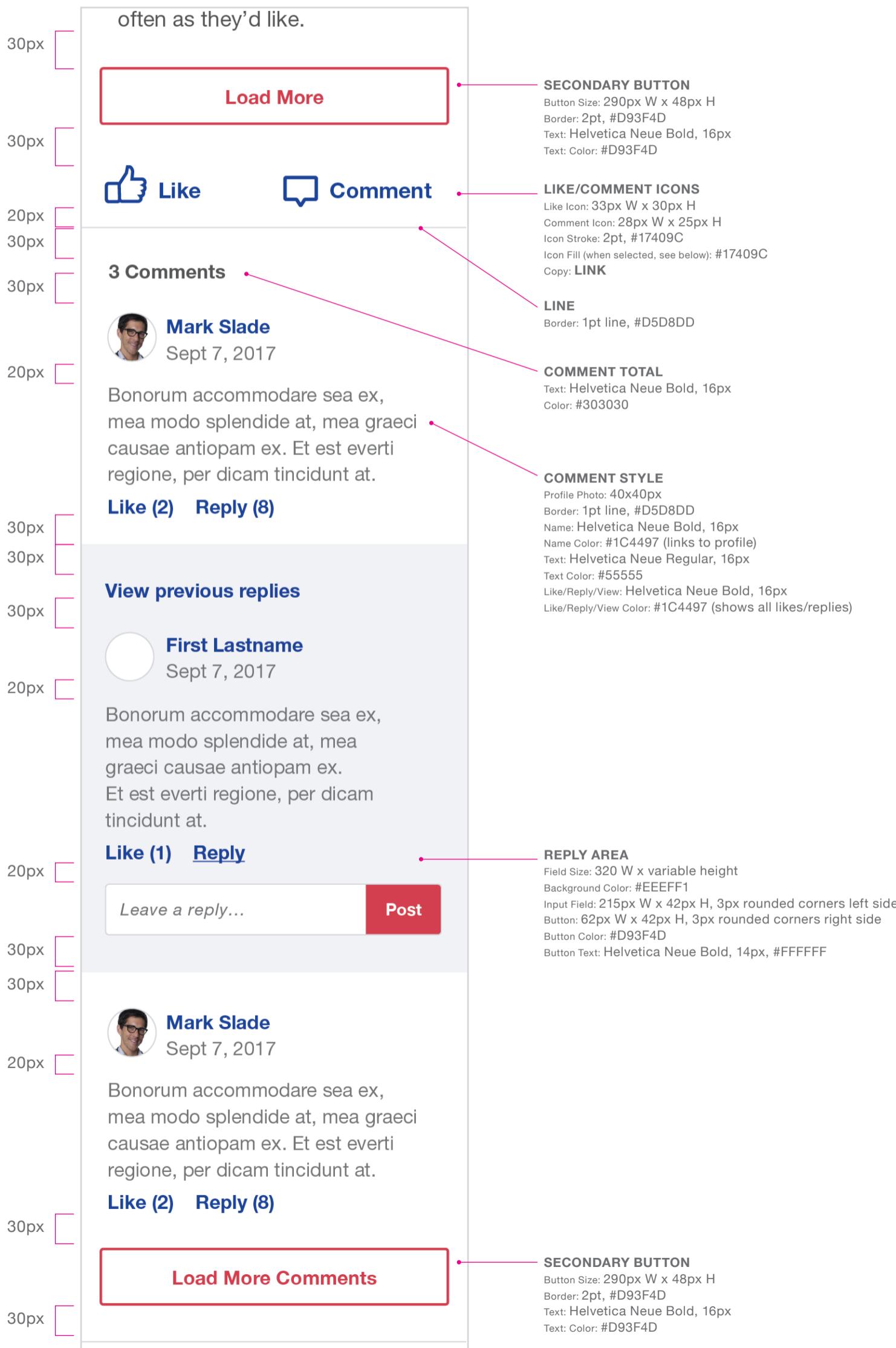
40px

30px

30px

ARTICLE PAGE – MOBILE

Article – Commenting



The diagram shows a wireframe of a mobile article page with various UI components and their specifications.

Top Padding: 30px (left), 30px (right)

Content Area Padding: 20px (left), 30px (right)

Text: often as they'd like.

Load More Button: Secondary button, 290px W x 48px H, 2pt border, #D93F4D, Helvetica Neue Bold, 16px, #D93F4D text.

Like/Comment Icons: Like Icon: 33px W x 30px H, Comment Icon: 28px W x 25px H, 2pt stroke, #17409C, icon fill (selected) #17409C, copy link.

Line: 1pt line, #D5D8DD.

Comment Total: Text: Helvetica Neue Bold, 16px, #303030 color.

Comment Style: Profile Photo: 40x40px, 1pt border, #D5D8DD, Name: Helvetica Neue Bold, 16px, #1C4497 (links to profile), Text: Helvetica Neue Regular, 16px, #555555, Like/Reply/View: Helvetica Neue Bold, 16px, #1C4497 (shows all likes/replies) color.

Reply Area: Field Size: 320 W x variable height, Background Color: #EEEEFF1, Input Field: 215px W x 42px H, 3px rounded corners left side, Button: 62px W x 42px H, 3px rounded corners right side, Button Color: #D93F4D, Button Text: Helvetica Neue Bold, 14px, #FFFFFF.

Secondary Buttons: Load More (top), Load More Comments (bottom), both 290px W x 48px H, 2pt border, #D93F4D, Helvetica Neue Bold, 16px, #D93F4D text.

User Profile: Mark Slade, Sept 7, 2017, profile photo, first name, date.

Text: Bonorum accommodare sea ex, mea modo splendide at, mea graeci causae antiopam ex. Et est everti regione, per dicam tincidunt at.

Interactions: Like (2), Reply (8).

Replies: View previous replies, First Lastname, Sept 7, 2017, profile photo, first name, date.

Text: Bonorum accommodare sea ex, mea modo splendide at, mea graeci causae antiopam ex. Et est everti regione, per dicam tincidunt at.

Interactions: Like (1), Reply.

Reply Form: Leave a reply..., Post button.

User Profile: Mark Slade, Sept 7, 2017, profile photo, first name, date.

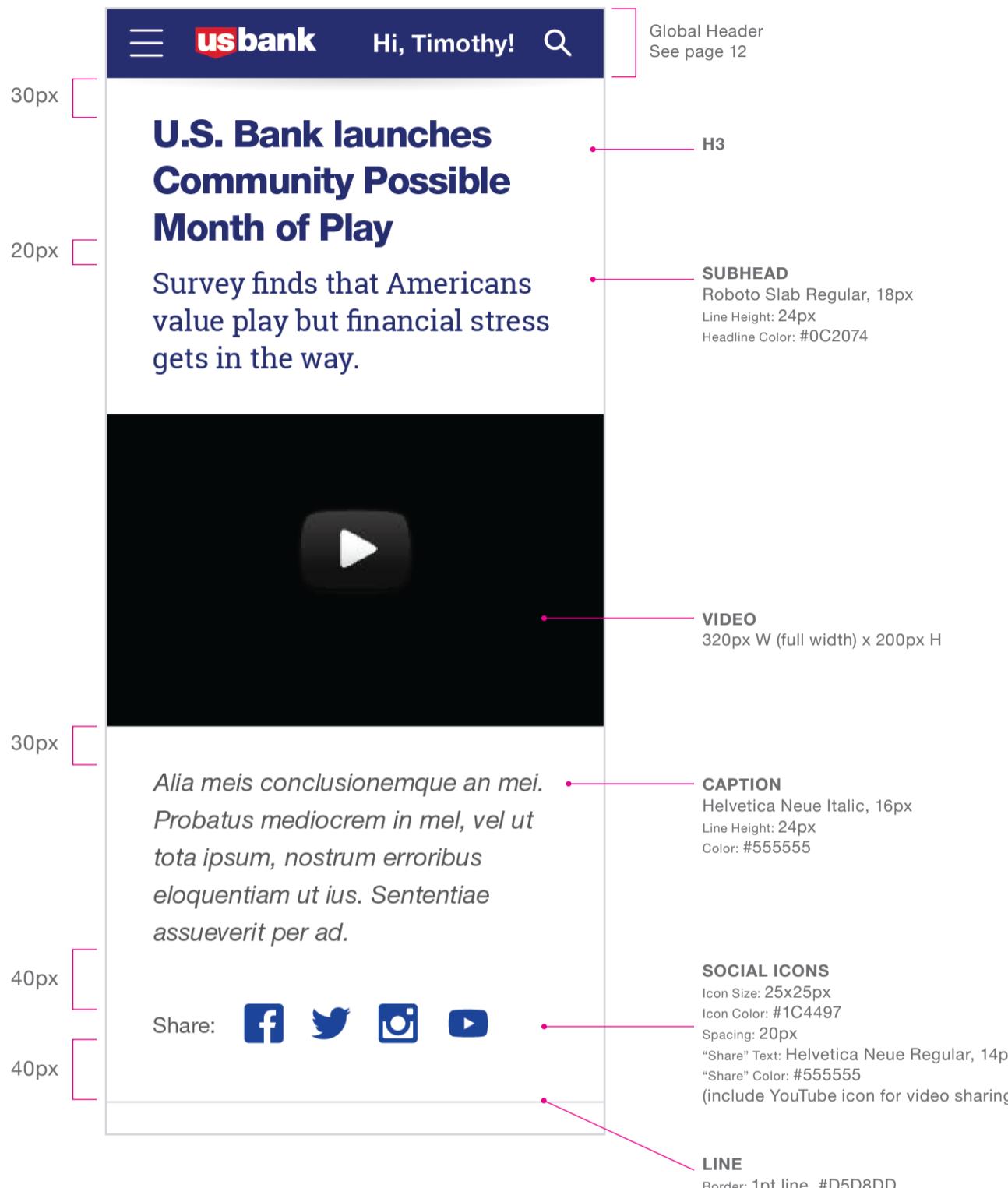
Text: Bonorum accommodare sea ex, mea modo splendide at, mea graeci causae antiopam ex. Et est everti regione, per dicam tincidunt at.

Interactions: Like (2), Reply (8).

Load More Comments Button: Secondary button, 290px W x 48px H, 2pt border, #D93F4D, Helvetica Neue Bold, 16px, #D93F4D text.

ARTICLE PAGE – MOBILE

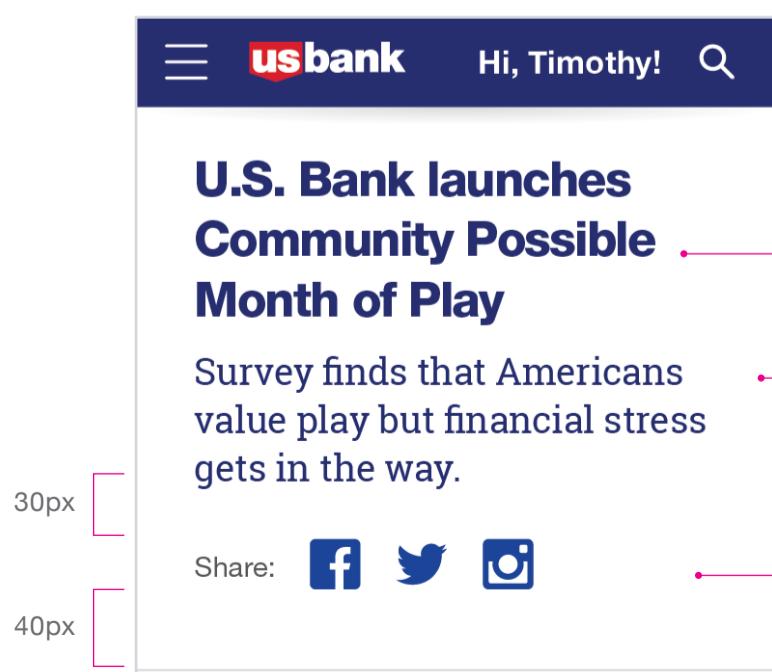
Article With Video



This diagram illustrates the mobile article page layout, specifically for an article featuring a video. It includes a global header, a main headline, a subhead, a video player, a caption, social sharing icons, and a line separator.

- Global Header:** Located at the top left, it includes the U.S. Bank logo, a user greeting "Hi, Timothy!", and a search icon. A callout notes "Global Header See page 12".
- H3:** Headline text "U.S. Bank launches Community Possible Month of Play".
- SUBHEAD:** Subtext "Survey finds that Americans value play but financial stress gets in the way." (Roboto Slab Regular, 18px, Line Height: 24px, Headline Color: #0C2074).
- VIDEO:** A large black video placeholder with a play button icon. Dimensions: 320px W (full width) x 200px H.
- CAPTION:** Latin placeholder text: "Alia meis conclusionemque an mei. Probatus mediocrem in mel, vel ut tota ipsum, nostrum erroribus eloquentiam ut ius. Sententiae assueverit per ad." (Helvetica Neue Italic, 16px, Line Height: 24px, Color: #555555).
- SOCIAL ICONS:** Share buttons for Facebook, Twitter, Instagram, and YouTube. Icon Size: 25x25px, Icon Color: #1C4497, Spacing: 20px. "Share" Text: Helvetica Neue Regular, 14px, "Share" Color: #555555 (include YouTube icon for video sharing).
- LINE:** A thin horizontal line with a 1pt border and the color #D5D8DD.

Vertical dimensions on the left side indicate padding and margin areas: 30px, 20px, 30px, 40px, 40px.



This diagram illustrates the mobile article page layout for an article without an image. It follows a similar structure to the "Article With Video" layout but lacks the video component.

- H3:** Headline text "U.S. Bank launches Community Possible Month of Play".
- SUBHEAD:** Subtext "Survey finds that Americans value play but financial stress gets in the way." (Roboto Slab Regular, 18px, Line Height: 24px, Headline Color: #0C2074).
- SOCIAL ICONS:** Share buttons for Facebook, Twitter, and Instagram. Icon Size: 25x25px, Icon Color: #1C4497, Spacing: 20px. "Share" Text: Helvetica Neue Regular, 14px, "Share" Color: #555555.

Vertical dimensions on the left side indicate padding and margin areas: 30px, 40px.

Article – No Image

DEPARTMENT LANDING – DESKTOP

HR Connection

The screenshot shows the HR Connection department landing page on a desktop browser. The page features a dark blue header with the U.S. Bank logo and a user profile. Below the header is a large banner with a smiling woman and the text "HR Connection". A search bar is integrated into the banner. The main content area includes sections for "About Us", "New Employee Orientation", "Customer Experience", "Learn & Develop", "Diversity & Inclusion", "Quick Links", "HR Tools", and "About Module". Each section has specific styling like headings, sub-headings, and call-to-action buttons.

Global Header
See page 12 (**Things for You** is active)

H1

DEPARTMENT HEADER IMAGE
Image Size: 275px H x Full Width
Text Padding L/R: min 45px

SEARCH BAR
Field: 550px W x 56px H,
3px corner radius, left side only
Color: #FFFFFF

BUTTON
Size: 45px W x 42px H,
3px rounded corner, right side only
Button Color: #D53F4D
Icon: 16x16px, #FFFFFF

HELPER TEXT
Helvetica Neue Italic
Size: 20px
Line Height: 24px
Tracking: 50px
HEX: #555555

LIVE TYPE
Helvetica Neue Roman
Size: 20px
Line Height: 24px
Tracking: 50px
HEX: #000000

CONTACTS MODULE
Module Size: 310px W x Variable H
Divider: 1pt line, #D5D8DD
Header: Helvetica Neue Heavy, 30px
Header Color: #282C69
Name: Helvetica Neue Bold, 18px
Name Color: #000000
Title: Helvetica Neue Bold, 18px
Title Color: #555555
Phone: Helvetica Neue Roman, 18px
Phone Color: #555555
Email Link: Helvetica Neue Bold, 18px
Email Link Color: #17409C

ABOUT MODULE
Module Size: 625px W x min 300px H
Header: Helvetica Neue Heavy, 30px
Text: Helvetica Neue Roman, 18px
Line Height: 27px
Header Color: #282C69
Text Color: #555555

SECONDARY MODULES
See page 34

DEPARTMENT LANDING – DESKTOP

HR News

The screenshot shows the HR News module on a desktop. At the top left is a header 'HR News' with a blue background and white text. To its right is a 'Browse HR News' link. Below the header are three news cards:

- Promotion Nominations Due Tuesday, August 22, 11:59PM**
Nominate a Direct Report
- Kenneth Charles joins U.S. Bank as global talent leader**
Named among the Top Executives in Diversity by Black Enterprise.
- Promoting a 50/50 Gender Balance by 2020**
Millennials, the pay gap, and the changing landscape of leadership.

Below the news cards is a dark blue footer section containing copyright information, social media icons, and links to terms of use and page 13.

RELATED NEWS MODULE
Header: Helvetica Neue Heavy, 30px
Header Color: #282C69
Background: #EEF7FB

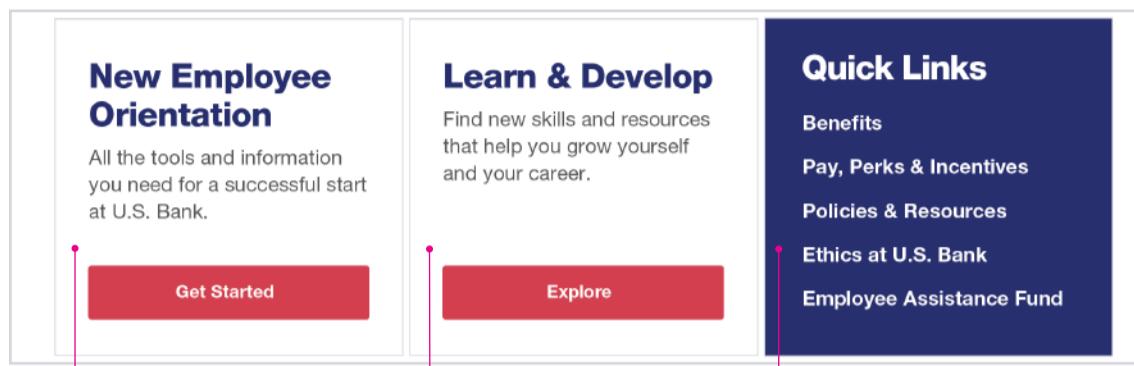
LINK

NEWS ARTICLES
Image Size: 310px W x 150px H
Title: Helvetica Neue Heavy, 18px
Title Color: #282C69
Detail: Helvetica Neue Roman, 16px
Detail Color: #555555
Button Size: 250px W x 50px H
Color: #D13E4D
Button Text: Helvetica Neue Bold, 16px
Button Text Color: #FFFFFF
Background: #FFFFFF

Global FOOTER
See page 13

DEPARTMENT LANDING – DESKTOP

HR Modules



A desktop landing page featuring three main modules: 'New Employee Orientation', 'Learn & Develop', and 'Quick Links'.

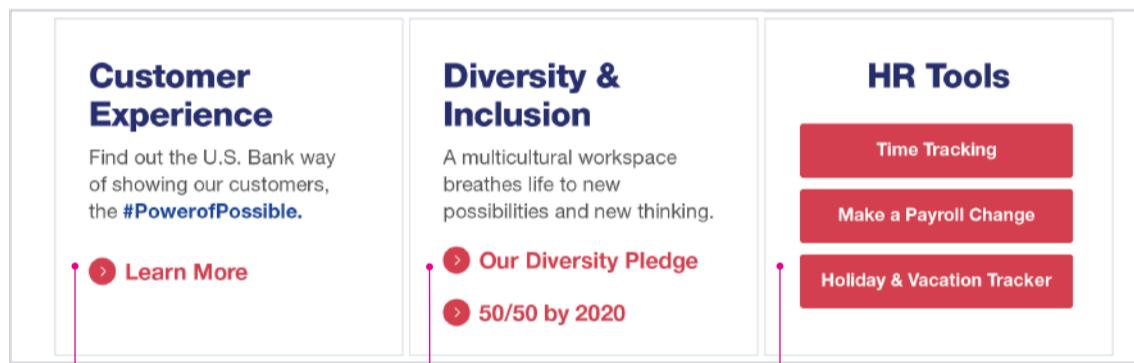
- New Employee Orientation:** Contains a title, a brief description, and a red 'Get Started' button.
- Learn & Develop:** Contains a title, a brief description, and a red 'Explore' button.
- Quick Links:** A dark blue sidebar with a list of links: Benefits, Pay, Perks & Incentives, Policies & Resources, Ethics at U.S. Bank, and Employee Assistance Fund.

INFO PAGE LINK MODULE

Title: Helvetica Neue Heavy, 30px
Title Color: #282C69
Detail: Helvetica Neue Roman, 18px
Detail Color: #555555
Button Size: 250px W x 50px H
Color: #D13E4D
Button Text: Helvetica Neue Bold, 16px
Button Text Color: #FFFFFF
Background: #FFFFFF

QUICK LINKS MODULE

Title: Helvetica Neue Heavy, 30px
Title Color: #FFFFFF
Link: Helvetica Neue Bold, 18px
Link Color: #FFFFFF
Background: #0C2074



A desktop landing page featuring three main modules: 'Customer Experience', 'Diversity & Inclusion', and 'HR Tools'.

- Customer Experience:** Contains a title, a brief description, and a red 'Learn More' button.
- Diversity & Inclusion:** Contains a title, a brief description, and two red links: 'Our Diversity Pledge' and '50/50 by 2020'.
- HR Tools:** A sidebar with three red buttons: Time Tracking, Make a Payroll Change, and Holiday & Vacation Tracker.

EXTERNAL LINK MODULE

Title: Helvetica Neue Heavy, 30px
Title Color: #282C69
Detail: Helvetica Neue Roman, 18px
Detail Color: #555555
Detail Link: Helvetica Neue Bold, 18px
Detail Link Color: #17409C
Link Icon: 36px W x 36px H
Link Icon Color: fill #D13F4D, arrow stroke 1pt, #FFFFFF
Link Text: Helvetica Neue Bold, 20px
Link Text Color: #D13F4D
Background: #FFFFFF

BUTTON MODULE

Title: Helvetica Neue Heavy, 30px
Title Color: #282C69
Button Size: 250px W x 50px H
Color: #D13E4D
Button Text: Helvetica Neue Bold, 16px
Button Text Color: #FFFFFF
Background: #FFFFFF

DEPARTMENT LANDING – DESKTOP

Business Line – Desktop

Global Header
See page 12 (About U.S. Bank is active)

40px

60px

40px

H1

ABOUT MODULE
Module Size: 625px W x min 300px H
Header: Helvetica Neue Heavy, 30px
Text: Helvetica Neue Roman, 18px
Line Height: 27px
Header Color: #282C69
Text Color: #555555

CONTACTS MODULE
Module Size: 310px W x Variable H
Divider: 1pt line, #D5D8DD
Header: Helvetica Neue Heavy, 30px
Header Color: #282C69
Name: Helvetica Neue Bold, 18px
Name Color: #000000
Title: Helvetica Neue Bold, 18px
Title Color: #555555
Phone: Helvetica Neue Roman, 18px
Phone Color: #555555
Email Link: Helvetica Neue Bold, 18px
Email Link Color: #17409C

*Note that if the contacts go beyond a row of modules, that they will shift to two columns to make room for the extended contact list.

SECONDARY MODULES
See page 35-36

40px

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The information on this page was last updated on 00/00/0000 by William Martinez.
Env: p / Server: mq7 / lorem ipsum file folder location.

Terms of Use

Global FOOTER
See page 13

DEPARTMENT LANDING – MOBILE

HR Connection

This wireframe diagram illustrates the layout and design specifications for the U.S. Bank HR Connection mobile landing page. The page features a header with the Usbank logo, a greeting 'Hi, Timothy!', and a search bar. Below the header is a large image titled 'HR Connection' with a call-to-action button 'What can we help you with?'. A sidebar on the left contains dropdown menus for 'About Us' and 'Contacts'. The main content area includes sections for 'New Employee Orientation' and 'Learn & Develop', each with its own 'Get Started' or 'Explore' button. A global header at the top right provides styling details for various elements like department headers, page titles, search bars, helper text, live type, buttons, dropdowns, and info page link modules.

Global Header
See page 12 (Name is active)

DEPARTMENT HEADER IMAGE
Image Size: 160px H x Full Width
Text Padding L/R: min 15px

PAGE TITLE
Helvetica Neue Heavy
Size: 30px
Line Height: 36px
Tracking: -40
Color: #FFFFFF

SEARCH BAR
Field: 250px W x 42px H
3px rounded corners, left side only
Color: #FFFFFF

HELPER TEXT
Helvetica Neue Italic
Size: 20px
Tracking: 50px
HEX: #555555

LIVE TYPE
Helvetica Neue Roman
Size: 20px
Tracking: 50px
HEX: #000000

BUTTON
Size: 45px W x 42px H,
3px rounded corner, right side only
Button Color: #D53F4D
Icon: 16x16px, #FFFFFF

DROPPDOWNNS
Module Size: Full Width x 60px H
Text: Helvetica Neue Heavy
Size: 24px
Line Height: 34px
Text Color: #0C2074
Dropdown Icon: 22px W x 22px H
Dropdown Icon Color: #0C2074

INFO PAGE LINK MODULE
Module Size: 320px \$ x 300px H
Title: Helvetica Neue Heavy, 30px
Title Color: #282C69
Detail: Helvetica Neue Roman, 18px
Detail Color: #555555
Button Size: 250px W x 50px H
Color: #D13E4D
Button Text: Helvetica Neue Bold, 16px
Button Text Color: #FFFFFF
Background: #FFFFFF

What can we help you with?

Explore

DEPARTMENT LANDING – MOBILE

HR Modules

The mobile department landing page features three main modules:

- Quick Links Module:** A dark blue module containing links to various HR resources. It includes a title "Quick Links" and five links: "Benefits", "Pay, Perks & Incentives", "Policies & Resources", "Ethics at U.S. Bank", and "Employee Assistance Fund".
- Customer Experience Module:** A white module with a dark blue header containing the title "Customer Experience". Below the title is a descriptive text: "Find out the U.S. Bank way of showing our customers, the **#PowerofPossible.**" It also includes a red "Learn More" button.
- Diversity & Inclusion Module:** A white module with a dark blue header containing the title "Diversity & Inclusion". Below the title is a descriptive text: "A multicultural workspace breathes life to new possibilities and new thinking." It includes two red buttons: "Our Diversity Pledge" and "50/50 by 2020".

Each module is separated by a 10px gap from its neighbors. The entire page has a light gray background.

QUICK LINKS MODULE

Module Size: 320px W x 300px H
Title: Helvetica Neue Heavy, 30px
Title Color: #FFFFFF
Link: Helvetica Neue Bold, 18px
Link Color: #FFFFFF
Background: #0C2074

EXTERNAL LINK MODULE

Module Size: 320px W x 300px H
Title: Helvetica Neue Heavy, 30px
Title Color: #282C69
Detail: Helvetica Neue Roman, 18px
Detail Color: #555555
Detail Link: Helvetica Neue Bold, 18px
Detail Link Color: #17409C
Link Icon: 36px W x 36px H
Link Icon Color: fill #D13F4D, arrow stroke 1pt, #FFFFFF
Link Text: Helvetica Neue Bold, 20px
Link Text Color: #D13F4D
Background: #FFFFFF

DEPARTMENT LANDING – MOBILE

HR News

35px

30px

HR News

Promotion Nominations Due
Tuesday, August 22, 11:59PM

Nominate a Direct Report

RELATED NEWS MODULE

Header: Helvetica Neue Heavy, 30px
Header Color: #282C69
Background: #EEF7FB

NEWS ARTICLES

Image Size: 310px W x 150px H
Title: Helvetica Neue Heavy, 18px
Title Color: #282C69
Detail: Helvetica Neue Roman, 16px
Detail Color: #555555
Button Size: 250px W x 50px H
Color: #D13E4D
Button Text: Helvetica Neue Bold, 16px
Button Text Color: #FFFFFF
Background: #FFFFFF

25px

Kenneth Charles joins U.S. Bank as global talent leader
Named among the Top Executives in Diversity by Black Enterprise.

25px

Promoting a 50/50 Gender Balance by 2020
Millennials, the pay gap, and the changing landscape of leadership.

30px

40px

Load More

LOAD BUTTON

Button Size: 290px W x 48px H (variable), 3px rounded corners
Color: #EEF7FB
Stroke: 2px, #D93F4D
Text: Helvetica Neue Bold, 16px
Text Color: #FFFFFF

DEPARTMENT LANDING – MOBILE

Business Line – Mobile

The wireframe shows a mobile layout with a header, main content area, and a footer.

- Header:** Global Header (Hi, Timothy!)
- Page Title:** Business Line Name
- Content Modules:**
 - About Us:** Contains placeholder text about a business line.
 - Contacts:** Placeholder for contact information.
 - Headline:** Placeholder for a main headline.
- Footer:** Get Started button

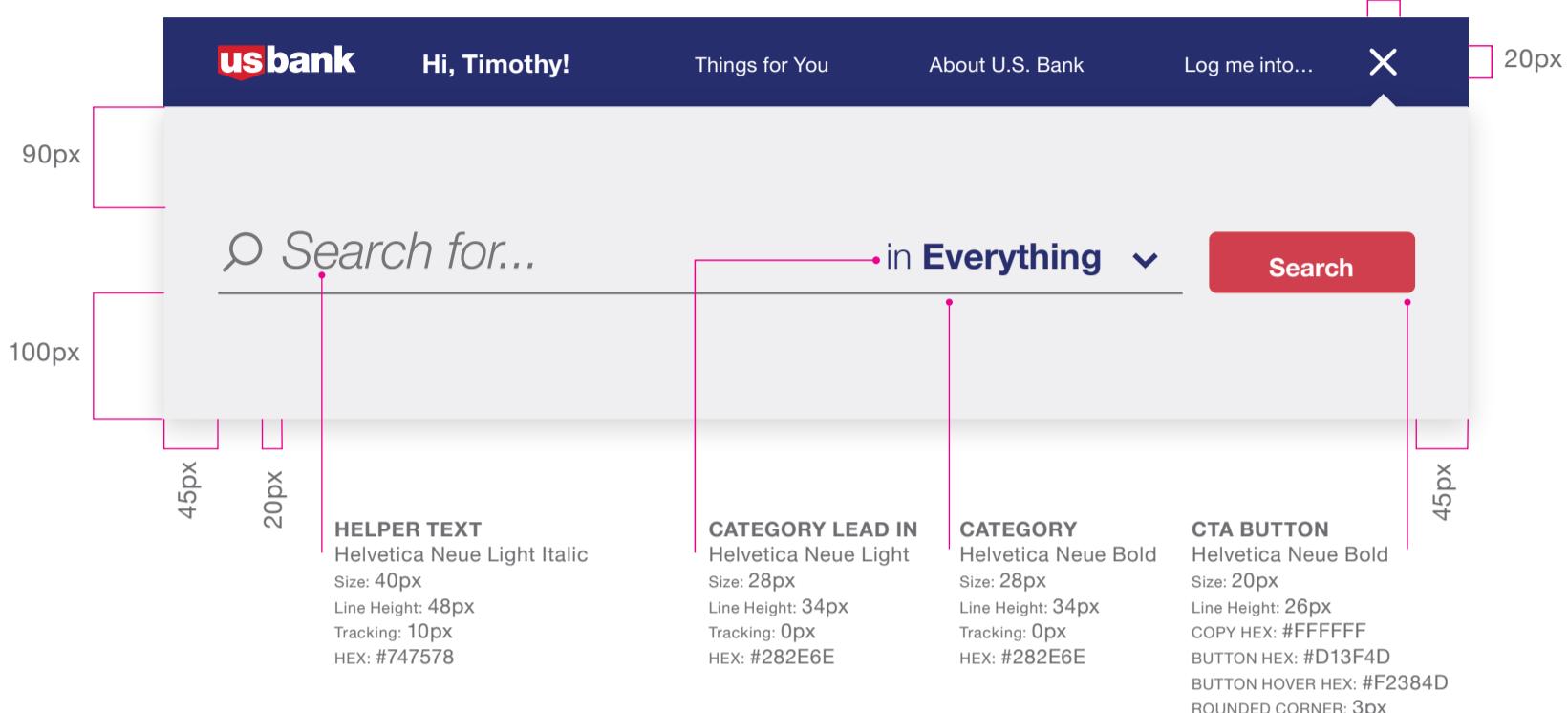
Vertical dimensions on the left indicate padding and margin: 30px, 30px, 20px, 25px, 30px, 10px.

Annotations on the right provide specific styling details:

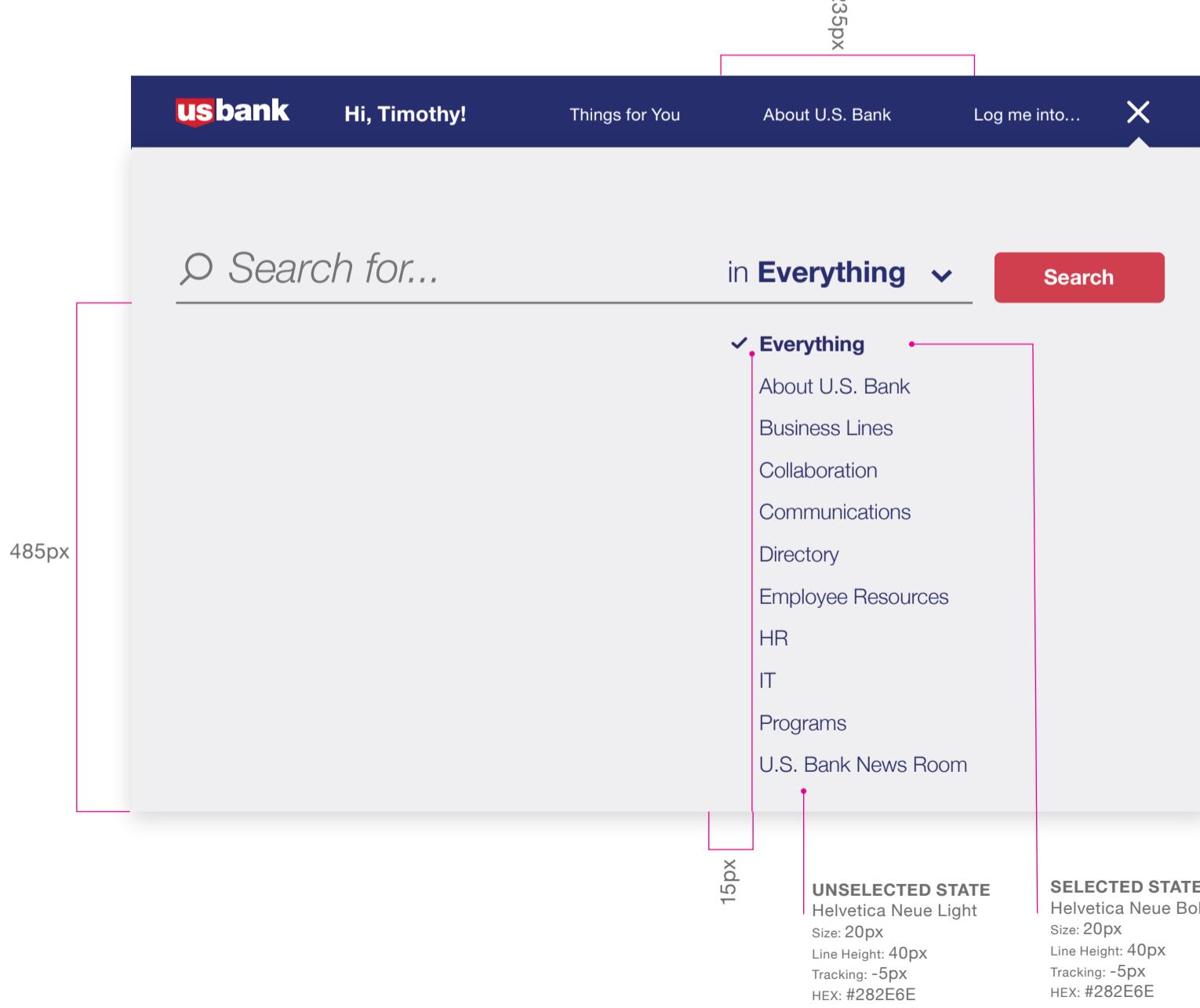
- Global Header:** See page 12 (Name is active).
- PAGE TITLE:** Helvetica Neue Heavy, Size: 30px, Line Height: 36px, Tracking: -40, Color: #FFFFFF.
- DROPSWONS:** Module Size: Full Width x 60px H, Title: Helvetica Neue Heavy, Size: 24px, Line Height: 34px, Title Color: #0C2074, Text: Helvetica Neue Roman, Size: 18px, Line Height: 27px, Text Color: #555555, Dropdown Icon: 22px W x 22px H, Dropdown Icon Color: #0C2074.

MAIN SEARCH – DESKTOP

Search Menu (default)



Search Facets



MAIN SEARCH – DESKTOP

Search Menu (Predictive)

The screenshot shows a search interface on the U.S. Bank website. At the top, there's a dark blue header bar with the U.S. Bank logo, a greeting "Hi, Timothy!", and navigation links for "Things for You", "About U.S. Bank", and "Log me into...". To the right of the header is a red "X" icon. Below the header is a white search bar with a magnifying glass icon. The search term "Benefits" is entered, and a dropdown menu appears below it. The dropdown has a heading "in Everything" with a dropdown arrow. To the right of the dropdown is a red "Search" button. The dropdown menu lists three items: "Benefits", "Employment Benefits", and "Development & Growth | Benefits". A pink vertical line labeled "485px" indicates the height of the dropdown menu. At the bottom of the page, there are two sections: "LIVE TYPE" and "COPY".

485px

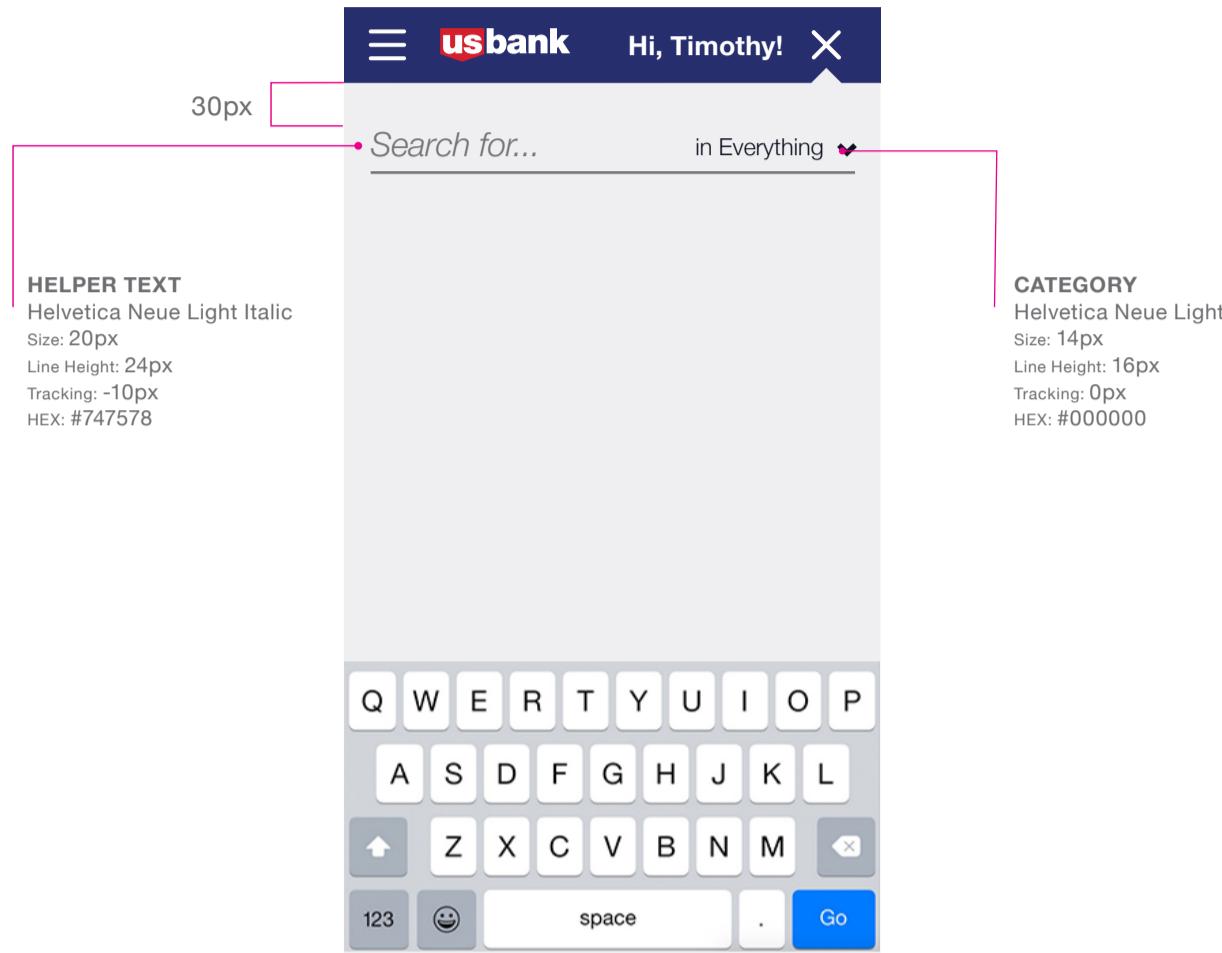
LIVE TYPE
Helvetica Neue Light
Size: 40px
Line Height: 48px
Tracking: -10px
HEX: #000000

COPY
Helvetica Neue Light
Size: 20px
Line Height: 40px
Tracking: -5px
COPY HEX: #282C69

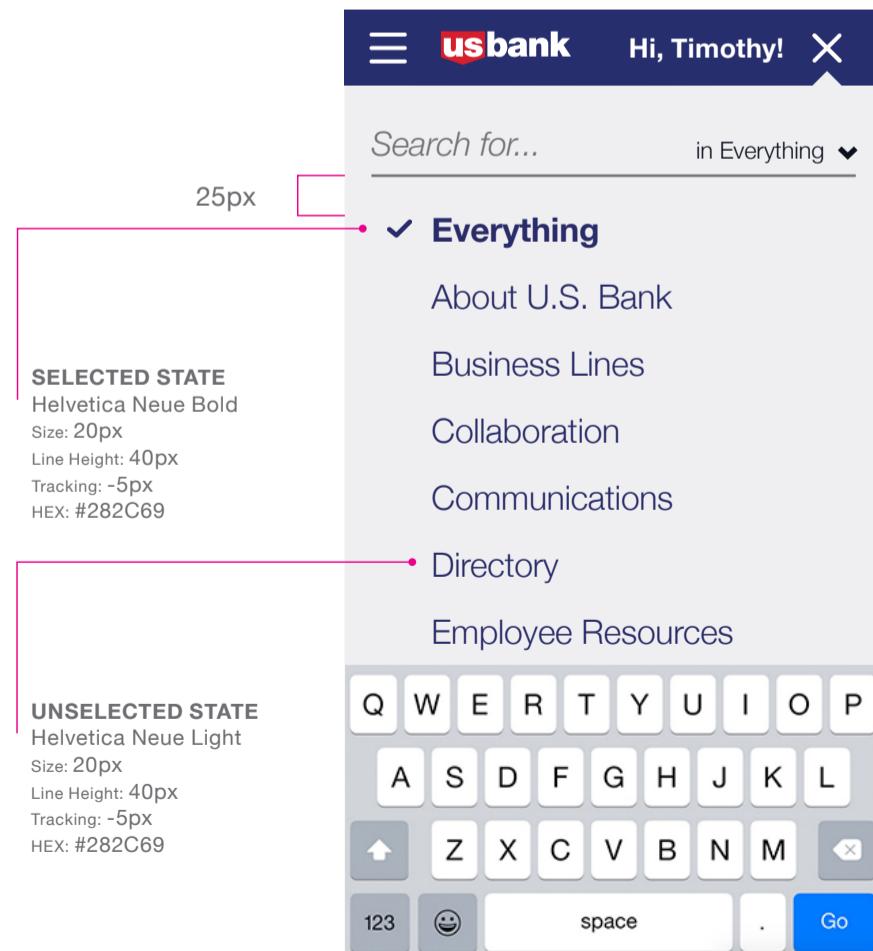
LINK
Helvetica Neue Bold
Size: 20px
Line Height: 40px
Tracking: -5px
LINK HEX: #282C69

MAIN SEARCH – MOBILE

Search Menu (default)

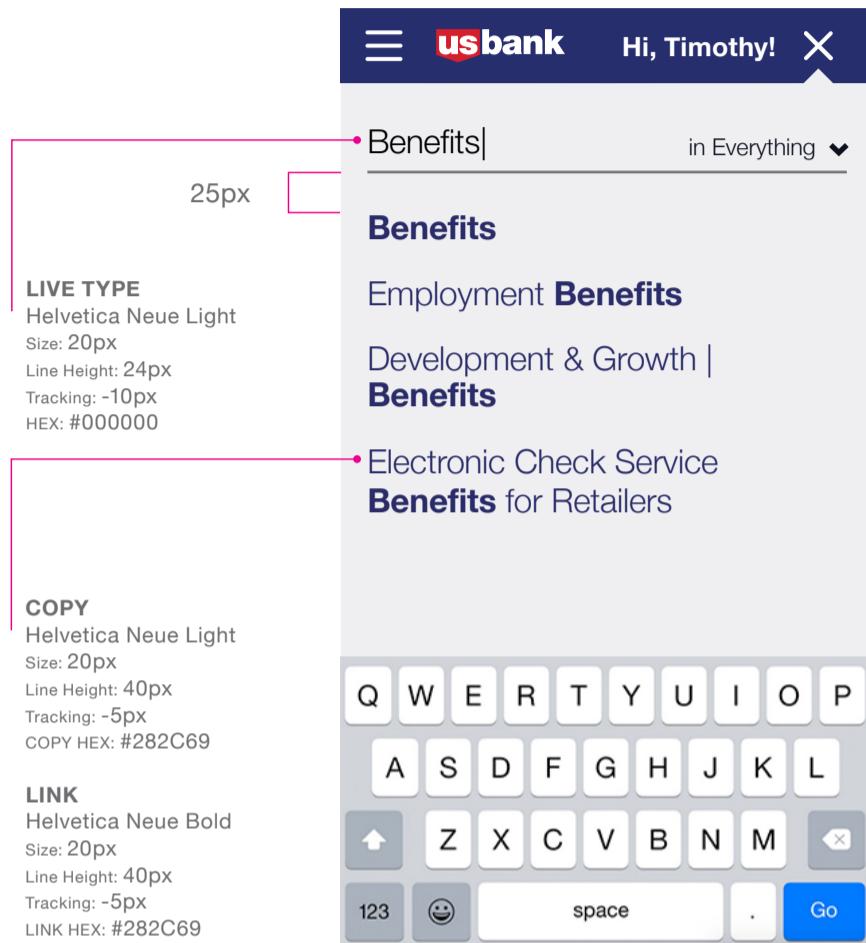


Search Facets



MAIN SEARCH – MOBILE

Search Menu (Predictive)



SEARCH RESULTS – DESKTOP

Desktop

INPUT FIELD
Border: 1px
Border-Radius: 3px
Border-Color: #C6C8CC
Height: 4px
8 columns wide

PAGE HEADER
Helvetica Neue Heavy
Size: 54px
Line Height: 60px
Tracking: -20px
HEX: #282C69

HELPER TEXT
Helvetica Neue Italic
Size: 20px
Line Height: 24px
Tracking: 50px
HEX: #555555

LIVE TYPE
Helvetica Neue Roman
Size: 20px
Line Height: 24px
Tracking: 50px
HEX: #000000

FILTER MODULE
Background: #EEF7FB
4 columns wide

Category Header
Helvetica Neue Bold
Size: 24px
Line Height: 27px
Tracking: 0px
HEX: #0C2074

Dropdown Icon
Height: 22px
Width: 22px
HEX: #0C2074

Category Options
Helvetica Neue Regular
Size: 18px
Line Height: 27px
Tracking: 0px
HEX: #555555

Checkbox
Use Native Control
On: border 1px, #737373
Hover: 2px, #007CBE
Pressed: fill #007CBE, with check mark

TITLE
Helvetica Neue Regular
Size: 24px
Line Height: 47px
Tracking: 0px
HEX: #282C69

Title Highlight
Helvetica Neue Bold
Size: 24px
Line Height: 27px
Tracking: 0px
HEX: #282C69

Detail
Helvetica Neue Regular
Size: 18px
Line Height: 27px
Tracking: 0px
HEX: #555555

Detail Highlight
Helvetica Neue Bold
Size: 18px
Line Height: 27px
Tracking: 0px
HEX: #555555

103 results for “Benefits”

Try something different?

Benefits

70px

55px

65px

60px

60px

News & Media

- Community
- Ethics
- Industry
- U.S. Bank
- Video

Tools

People

Department

Employment Benefits | Careers at U.S. Bank
... BENEFITS & DEVELOPMENT. Tools to help you achieve in work and life.
You are here: Careers / Our benefits. ... The right benefits for you. ...

Campus Card Program | Student Banking | U.S. Bank
Enjoy the **benefits** of a U.S. Bank Campus Card, a more economical and versatile student ID card...

Development & Growth | Our **Benefits** | Careers at U.S. Bank
... Our **benefits** / Development & growth. Development & growth. Being your best means you're always learning. We invest ...

Health & Wellbeing | Our **Benefits** | Careers at U.S. Bank
... Our **benefits** / Health & Wellbeing. Health & wellbeing. ... That's why we provide a variety of health and wellbeing benefits. ...

Retirement & Financial Security | Our **Benefits** | Careers at U.S. Bank
... Our **benefits** / Retirement & financial security. Retirement & financial security. Save for your future, protect yourself and your ...

Work/Life Balance | Our **Benefits** | Careers at US
... Our **benefits** / Work/life balance. Work/life balance. We ... employment. Maternity leave, parental leave and adoption benefits shows details. ...

Auto Loan Financing **Benefits** & Overview | U.S. Bank
Learn more about the **benefits** of getting auto loan financing from U.S. Bank. Dealers can also find info that guides them ...

Do More, Save More | **Benefits** Beyond Checking | U.S. Bank
... Close. Compare account **benefits**. Select up to 6 products to compare. ... Platinum Checking Package customers also enjoy these exclusive benefits.

1 2 3 4 5 >

SELECTED STATE
Helvetica Neue Bold
Size: 24px
Line Height: 27px
Tracking: 0px
HEX: #0C2074

DIVIDER LINE
1px
HEX: #D5D8DD

UNSELECTED STATE
Helvetica Neue Regular
Size: 24px
Line Height: 27px
Tracking: 0px
HEX: #555555

NEXT PAGE ICON
Height: 36px
Width: 36px
Fill: #D13F4D
Chevron: stroke 1.5px, #FFFFFF

SEARCH RESULTS – MOBILE

Mobile

INPUT FIELD
Border: 1px
Border-Radius: 3px
Border-Color: #C6C8CC
Height: 4px
8 columns wide

PAGE HEADER
Helvetica Neue Heavy
Size: 54px
Line Height: 60px
Tracking: -20px
HEX: #282C69

HELPER TEXT
Helvetica Neue Italic
Size: 20px
Line Height: 24px
Tracking: 50px
HEX: #555555

LIVE TYPE
Helvetica Neue Roman
Size: 20px
Line Height: 24px
Tracking: 50px
HEX: #000000

FILTER BY
Helvetica Neue Bold
Size: 16px
Line Height: 19px
Tracking: 50px
HEX: #000000

TITLE
Helvetica Neue Regular
Size: 24px
Line Height: 47px
Tracking: 0px
COPY HEX: #282C69

TITLE HIGHLIGHT
Helvetica Neue Bold
Size: 24px
Line Height: 27px
Tracking: 0px
LINK HEX: #282C69

DETAIL
Helvetica Neue Regular
Size: 18px
Line Height: 27px
Tracking: 0px
LINK HEX: #555555

DETAIL HIGHLIGHT
Helvetica Neue Bold
Size: 18px
Line Height: 27px
Tracking: 0px
LINK HEX: #555555

SEARCH BUTTON
Height: 40px
Width: 47px
Fill: #D13F4D
Icon: stroke 2px, #FFFFFF

FILTER MODULE
Background: #FFFFFF
full screen width

CATEGORY HEADER
Helvetica Neue Regular
Size: 16px
Line Height: 19px
Tracking: 0px
HEX: #555555

DROPODOWN ICON
Height: 12px
Width: 6px
HEX: #D13F4D

CHECKBOX
Use Native Control
On: border 1px, #737373
Hover: 2px, #007CBE
Pressed: fill #007CBE, with check mark

SELECTED STATE
Helvetica Neue Bold
Size: 20px
Line Height: 16px
Tracking: 0px
HEX: #0C2074

UNSELECTED STATE
Helvetica Neue Regular
Size: 20px
Line Height: 16px
Tracking: 0px
HEX: #555555

NEXT PAGE ICON
Height: 36px
Width: 36px
Fill: #D13F4D
Chevron: stroke 1.5px, #FFFFFF

Mobile

103 results for “Benefits”

Try something different?

Benefits

Filter by

News & Media

Tools

People

Departments

Employment Benefits | Careers at U.S. Bank
... BENEFITS & DEVELOPMENT.
Tools to help you achieve in work and life. ...

Campus Card Program | Student Banking | U.S. Bank
Enjoy the **benefits** of a U.S. Bank Campus Card, a more economical and versatile...

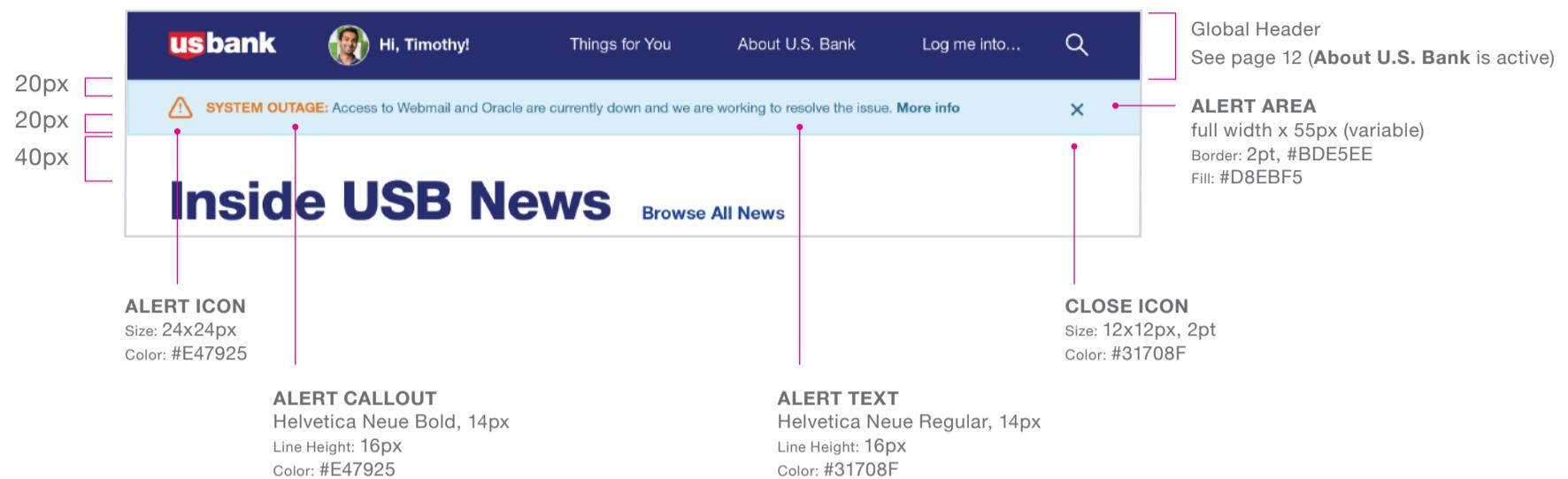
Work/Life Balance | Our **Benefits** | Careers at US
... Our **benefits** / Work/life balance. Work/life balance. We ... employment. Maternity leave, parental leave and adoption ...

1 2 3 4

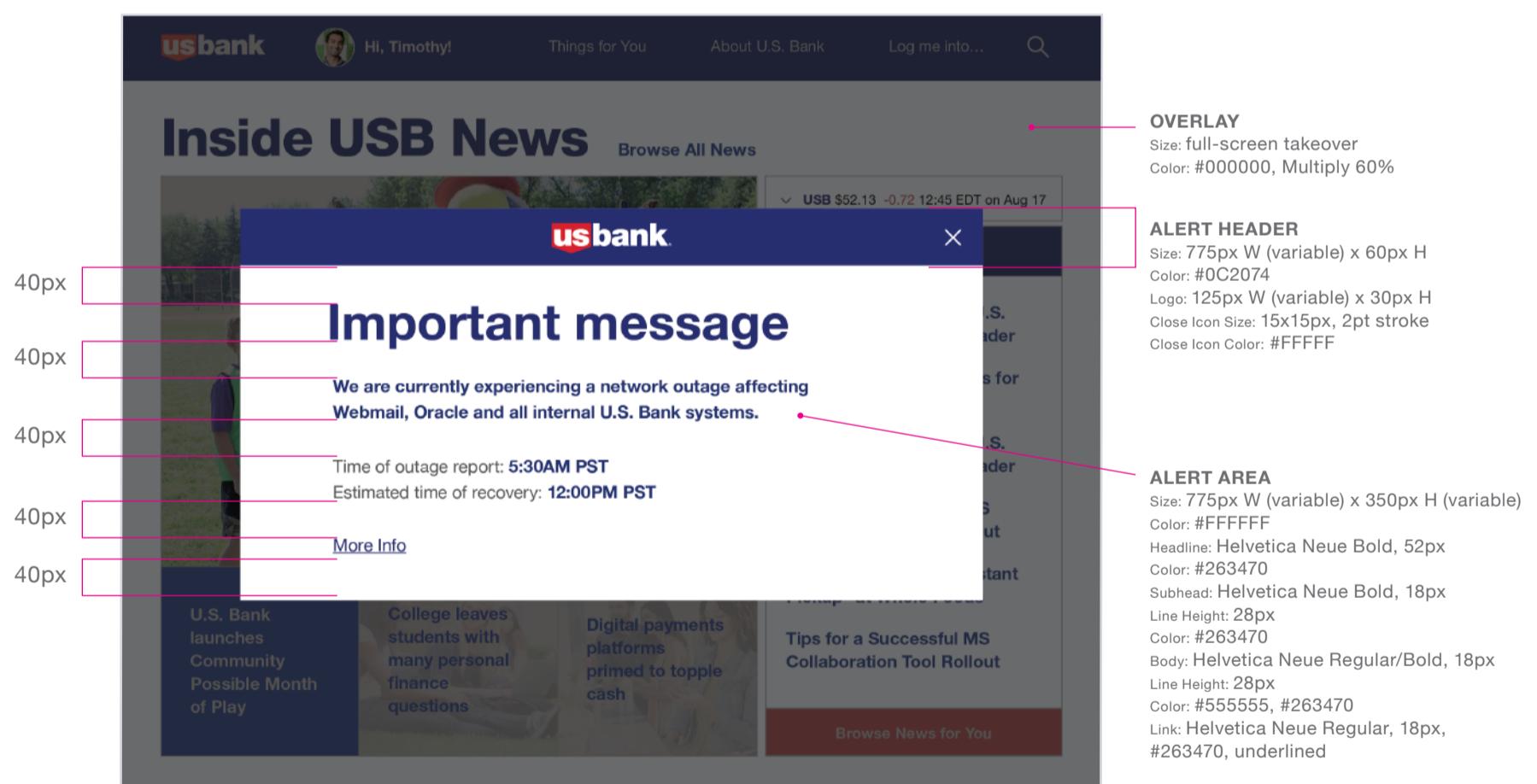
Terms of Use

ALERTS – DESKTOP

Banner Alert

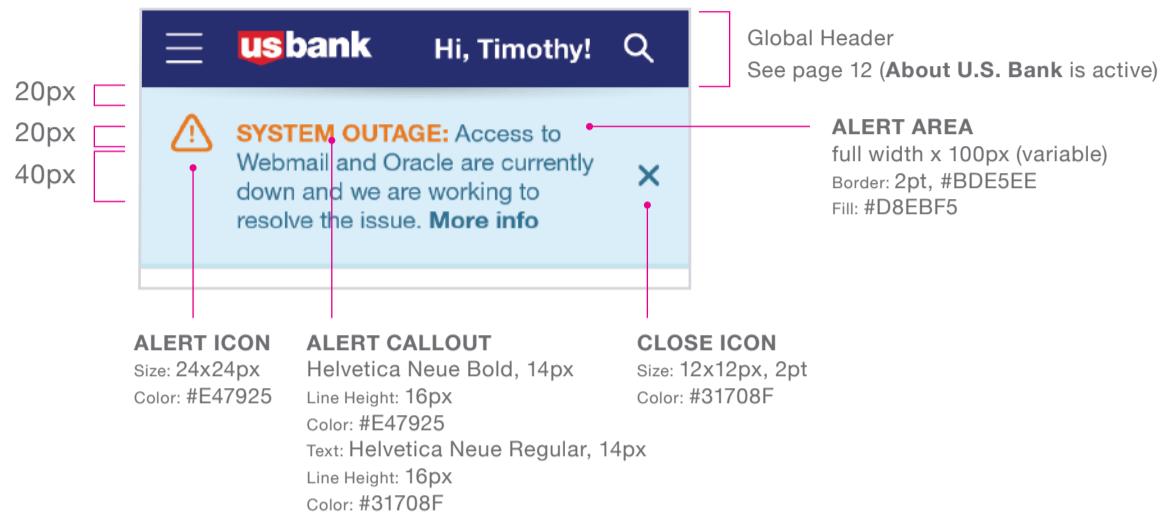


Overlay Alert



ALERTS – MOBILE

Banner Alert



Overlay Alert

