



## UK Web style guide

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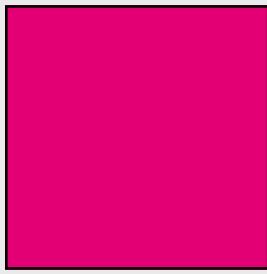
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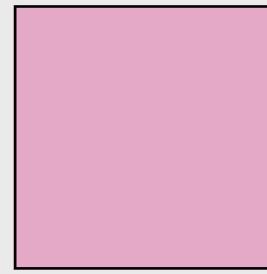
## 01 . Colour palette & fonts

### Primary:

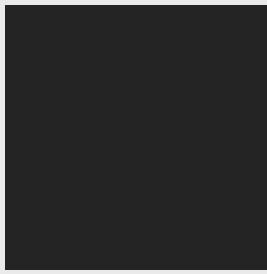
01. #E20074



02. #E3A9C6



03. #333333



04. #666666



05. #999999



06. #B8B8B8



07. #E7E7E7



08. #E4E4E4

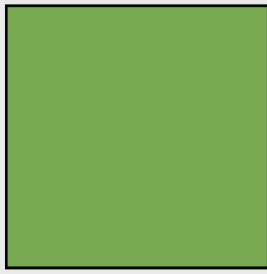


09. #F2F2F2

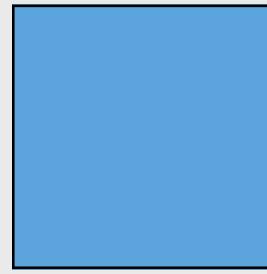


### Secondary:

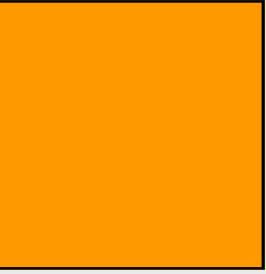
10. #78AA51



11. #5CA5DC



12. #5CA300



### Colour Application Guide

01. Magenta headline titles / sub headers

Promotional digits

02. Visited basic links

03. Sub Headers

All links

Selected tabs

04. Body copy

05. Unselected Tabs

06. Box key-line

07. Dividers

08. Table title cells

09. Table content cells

Table Highlights

10. My T-Mobile Tool

11. Shopping Related Devices

Basket

12. Special tool modules or elements

## 01 . Colour palette & fonts

Graphic font:

Page heading - 26px TeleAntiqua Crisp #E20074 / #666666

Sub heading - 22px TeleAntiqua Crisp #E20074 / #666666

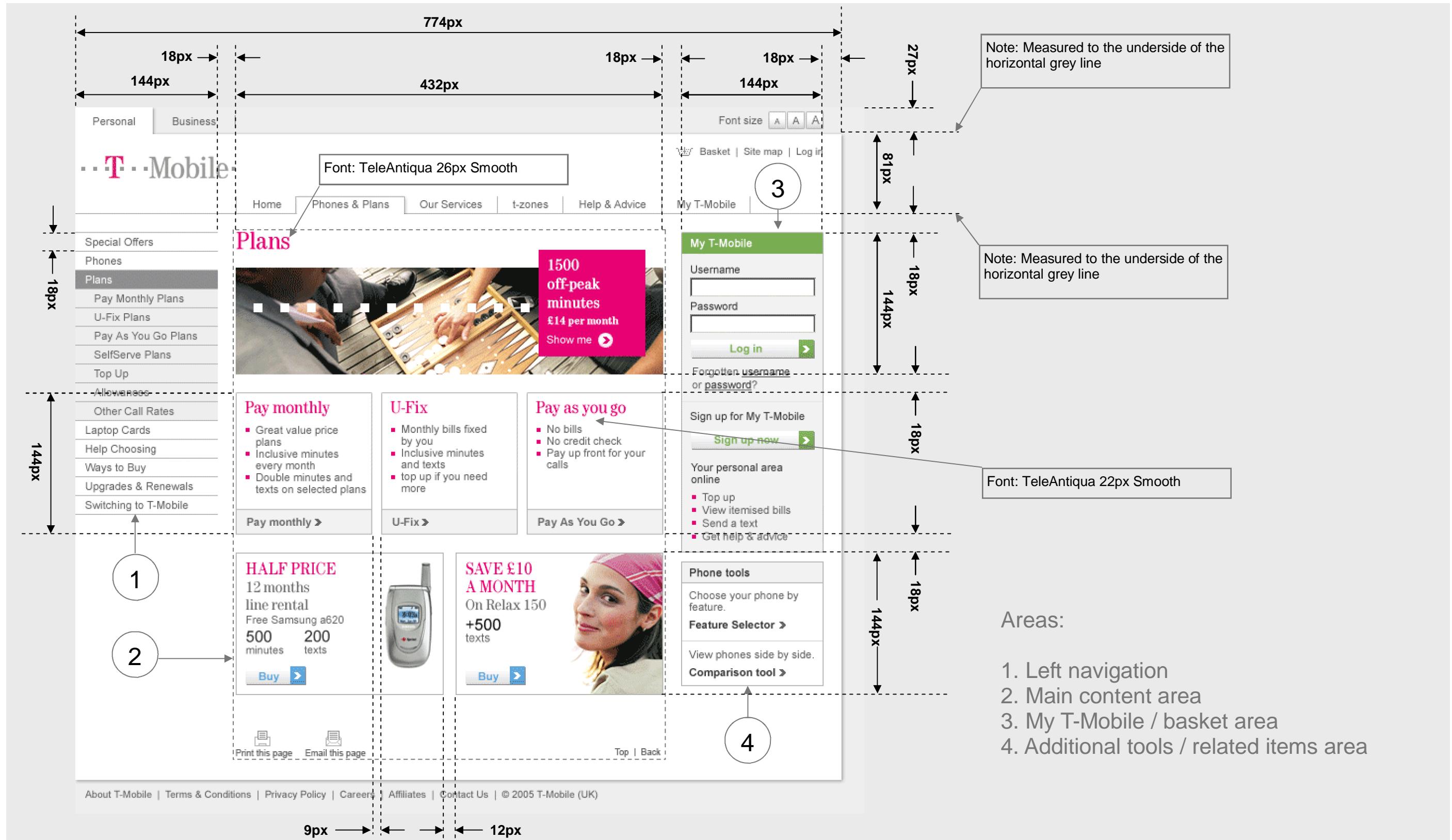
Standard font:

Normal text / links - Arial 11px #666666

Standard / Action links / Sub headings / Table Headings - Arial bold 11px #666666

Small text / links - Arial 10px #666666

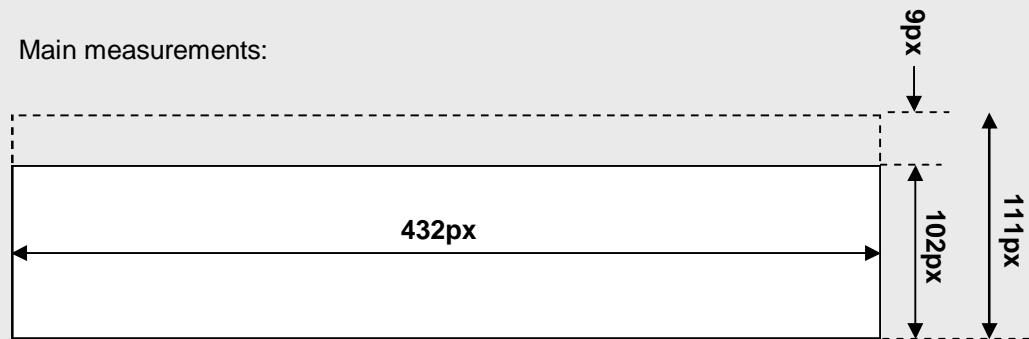
## 02. Master template



## 03 . Banners

### Type: Content Banner

Main measurements:



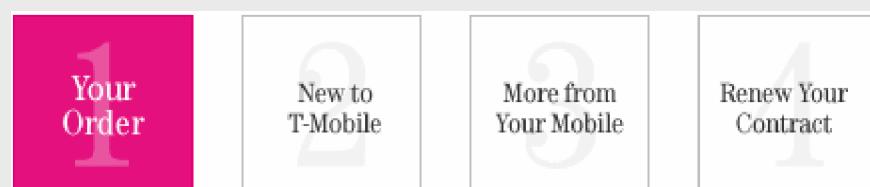
Sample variations:



Digit overlap



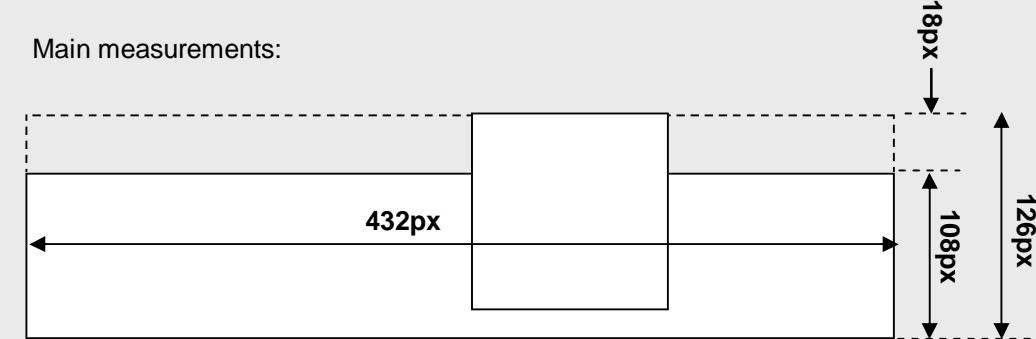
Standard overlap



Bespoke design

### Type: Graphic Banner

Main measurements:



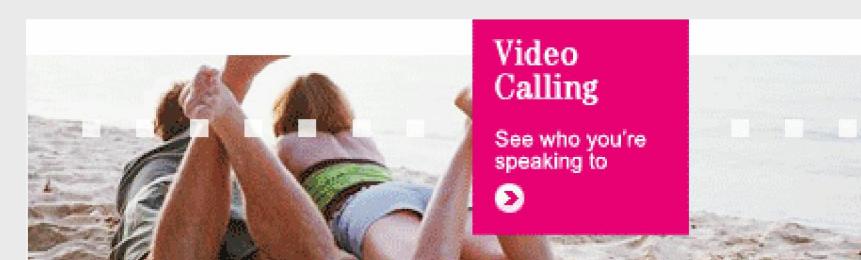
Sample variations:



Magenta digit middle right



Blur and focus digit

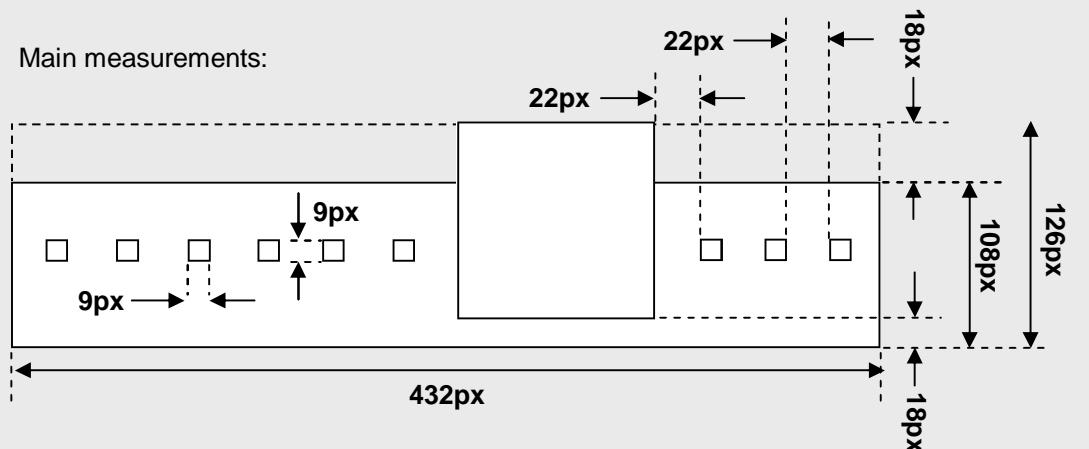


Magenta digit middle right

## 03 . Banners

### Type: Graphic Banner

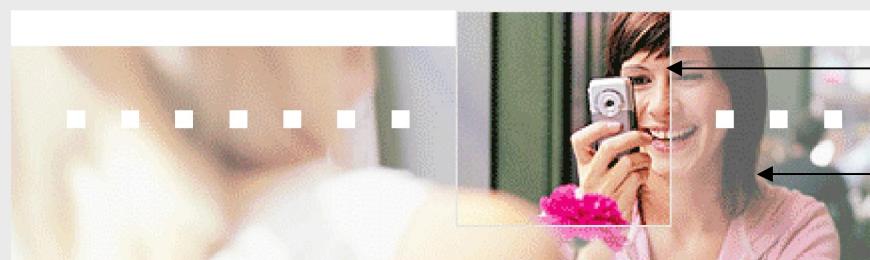
Main measurements:



Keyline 1px #E4E4E4  
Large digit: opacity 0

Base image: opacity 50 - 60%  
Small digit: #BEBEBE

Light image



Keyline 1px #E4E4E4  
Large digit: opacity 0

Base image: opacity 50 - 60%  
Small digit: #FFFFFF

Dark image

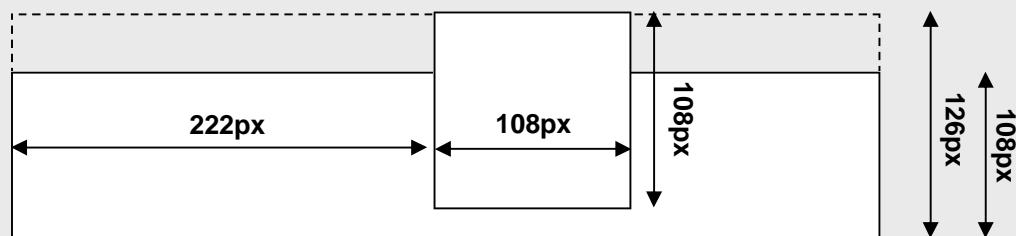


Dark image

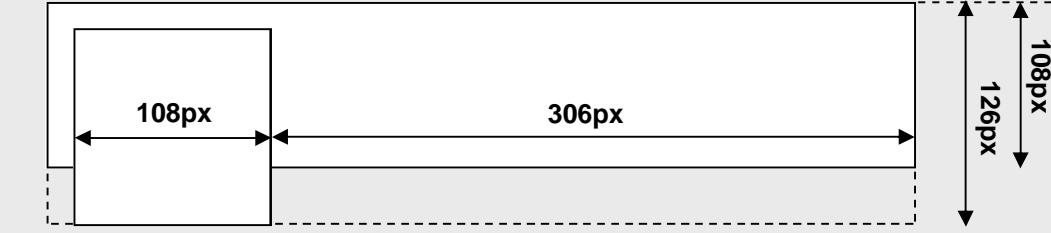
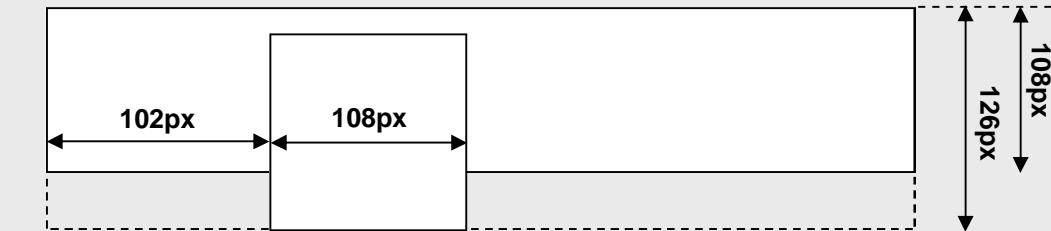
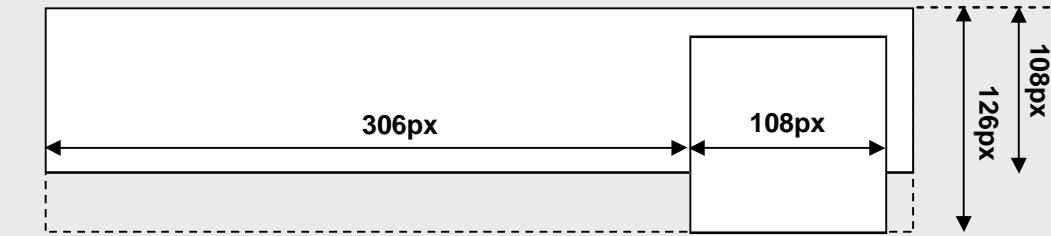
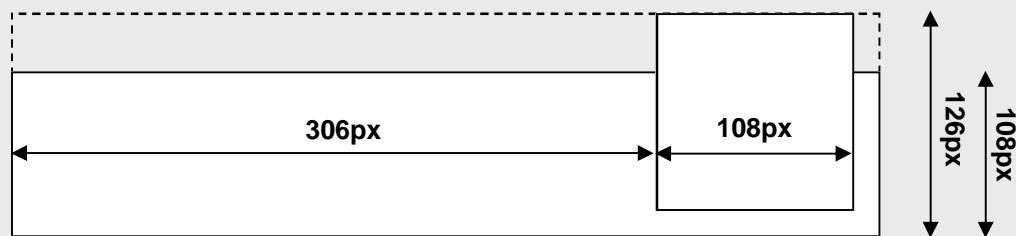
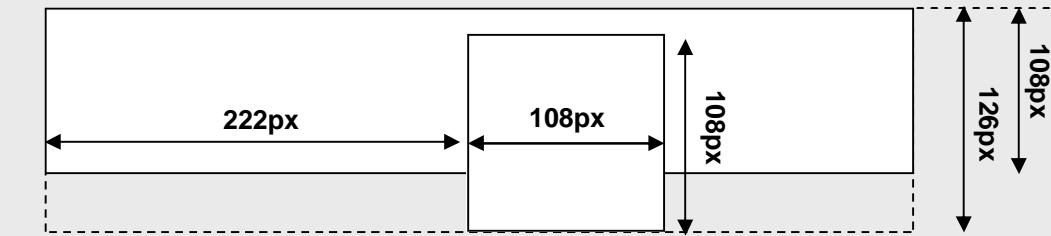
## 03 . Banners

### Digit positions

Top overlap:



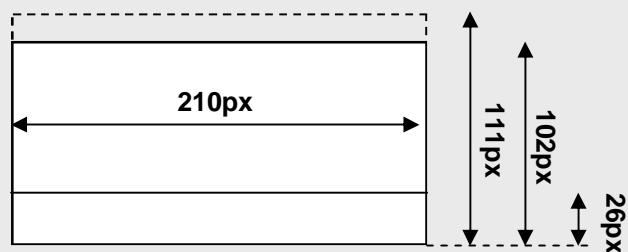
Bottom overlap:



## 04 . Panels

### Type: Small

Main measurements:



Sample variations:



Standard



Overlap



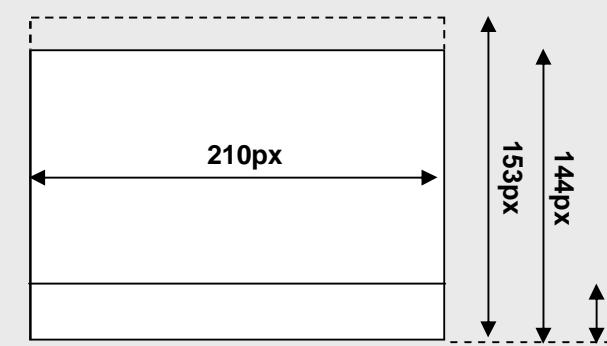
Action link



Action link with overlap

### Type: Medium

Main measurements:



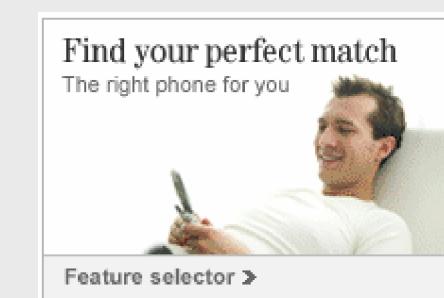
Sample variations:



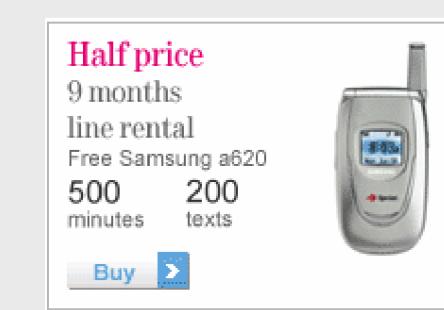
Standard



Special offer



Standard

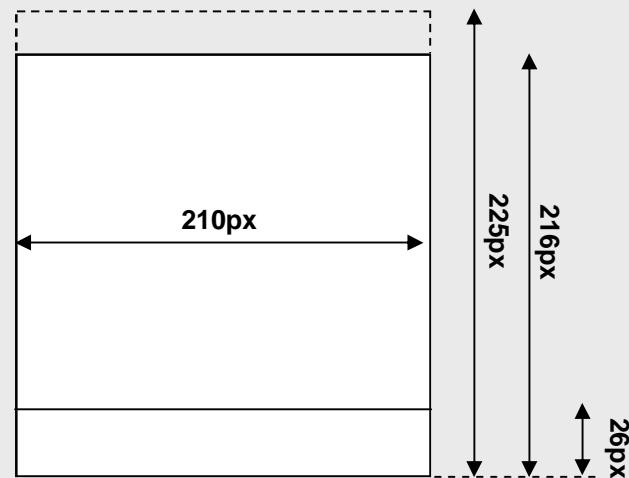


Standard offer

## 04 . Panels

Type: Large

Main measurements:



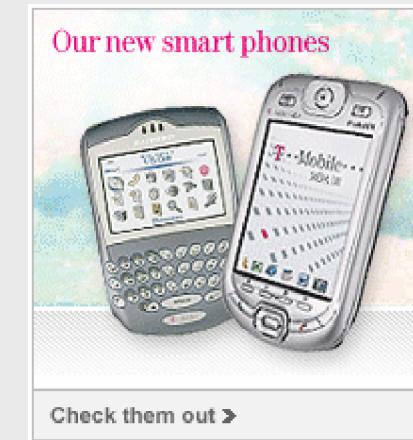
Sample variations:



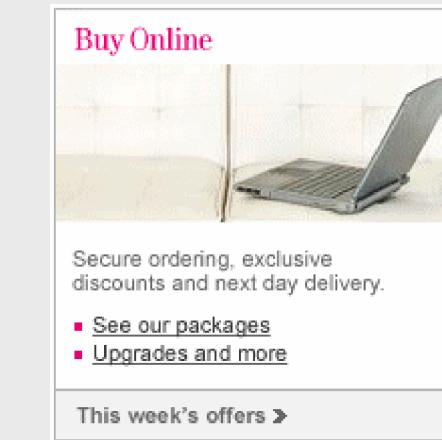
Standard



Overlap



Full image

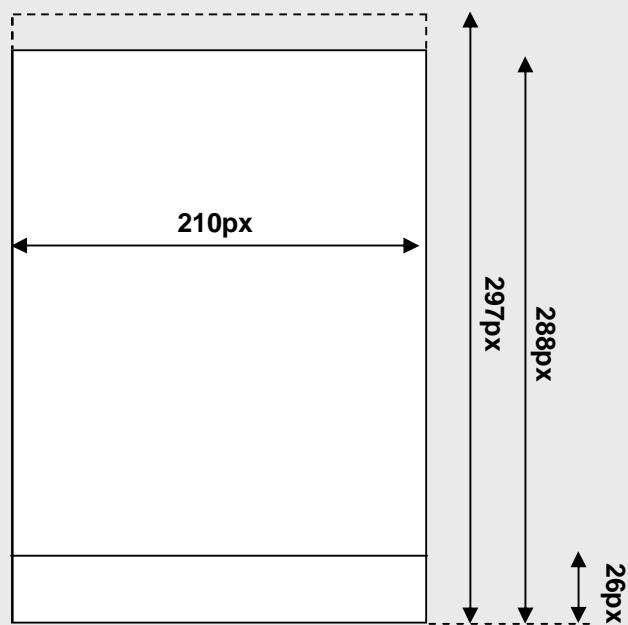


Standard

## 04 . Panels

Type: X-Large

Main measurements:



Sample variations:

**Picture Gallery**

Choose from an all-star cast

- It's easy to download pictures and cards to your mobile.
- Use them as wallpaper or send them to friends.
- Choose from cool photos of all your favourite celebrities, cards, greetings, animations and more.

[Picture Gallery](#)

On your mobile, go to [t-zones > picture messaging](#)

Overlap

**Picture Alerts**

Signing up for cool pictures to be sent to your phone is easy and free\*.

Simply text **yes** to the following numbers:

4560	footie
4561	babes
4562	showbiz gossip
4563	hunks
4564	wildcard

Please note: You must have sent your first picture message in order to receive Picture Alerts.

Standard

**Messaging**

Sign up and sit back. We'll do the sending.

**Picture**

Get cool pics sent to your mobile everyday. For Free!

[Check the keywords](#)

**Text Alerts**

From horoscopes to latest scores, lottery results to chat-up lines.

[Show me how](#)

Tri section

**web'n'walk**

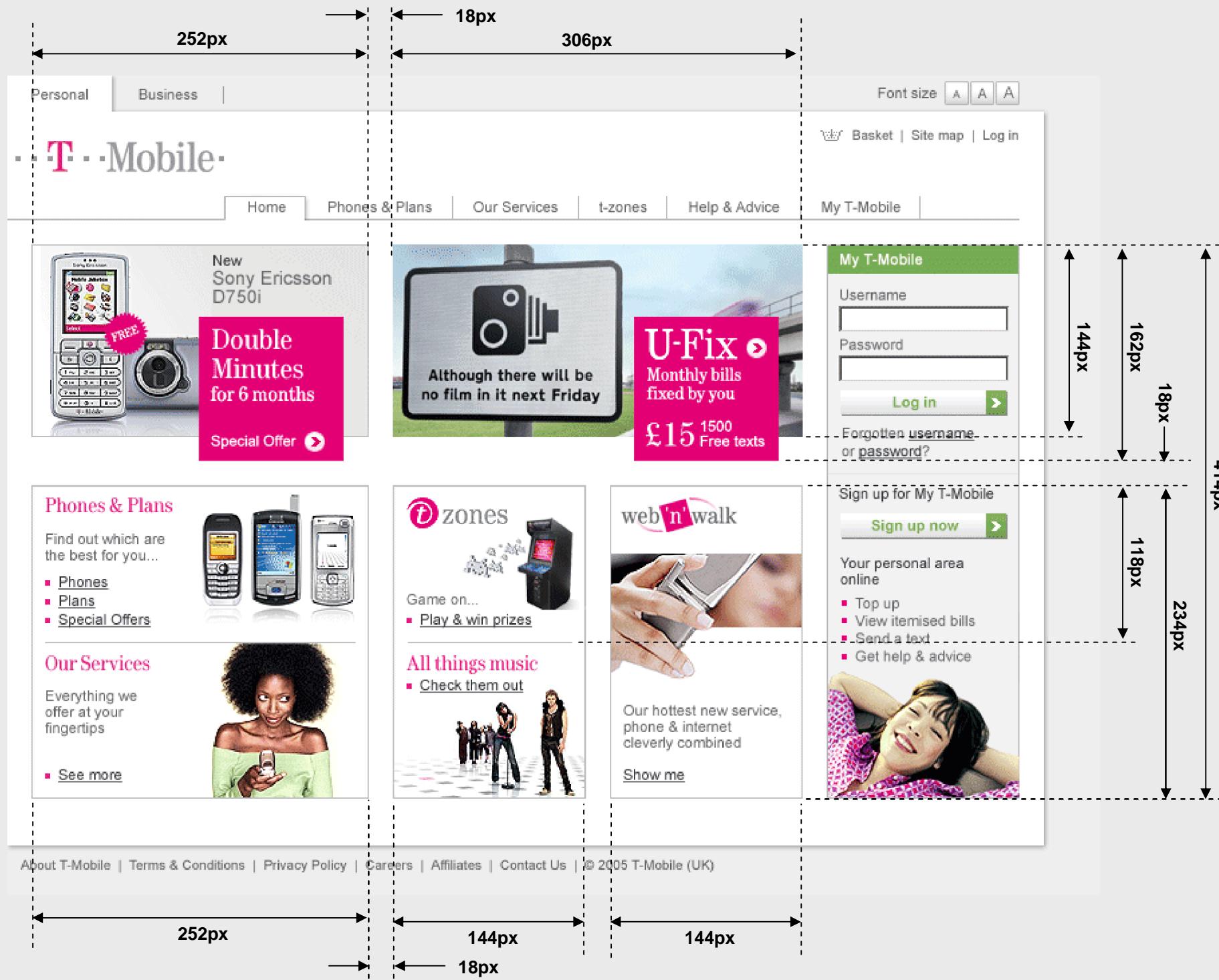
Our hottest new service - phone and internet cleverly combined. Fast and simple internet access on the move.

[What it costs?](#) [How do I get it?](#)

Large image

## 05 . Homepage

### Main dimensions



## 06 . My T-Mobile login

Personalised My T-Mobile functionality in the right navigation

Full logged in view

My T-Mobile

Hello Mark

Nokia 6630  
My phone  
Can I upgrade?

Account number  
375296679

Mobile number  
07923 453169

Remaining allowances  
65 mins  
215 texts

Last bill was  
£126.23

Payment due  
July 1, 2005

- Top Up
- Recent Calls
- Itemised Bills
- Make Payment
- Payment History

Manage Account

Edit Profile

Compact logged in view

My T-Mobile

Hello Mark

Nokia 6630  
My phone  
Can I upgrade?

Manage Account

Edit Profile

Pre-login view

My T-Mobile

Username

Password

Log in

Forgotten username or password?

Sign up for My T-Mobile

Sign up now

Your personal area online

- Top up
- View itemised bills
- Send a text
- Get help & advice

22px

504px

60px

144px

207px

324px

## 07 . My T-Mobile

### Logged-in homepage

**Welcome to My T-Mobile, it's all about Mark**

**My T-Mobile**

**Hello Mark**

**Nokia 6630**

**Account number**  
375296679

**Mobile number**  
07923 453169

**Remaining allowances**  
65 mins  
215 texts

**Last bill was**  
£126.23

**Payment due**  
July 1, 2005

- Top Up
- Recent Calls
- Itemised Bills
- Make Payment
- Payment History

**Manage Account**

**Edit Profile**

**Text from here**

**Share Pictures**

**You & T-Mobile**

**Get regular updates by email**

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## 07. My T-Mobile

**My Phone**

The diagram illustrates the layout of the T-Mobile website's 'My Phone' section. It features a main header with a width of 280px and a height of 8px. Below the header is a left sidebar with a width of 144px and a height of 342px. The main content area has a height of 342px. At the bottom is a footer with a height of 8px.

**Header:** 280px wide, 8px high.

**Left Sidebar:** 144px wide, 342px high.

**Main Content Area:** 342px high.

**Footer:** 8px high.

**Content Labels:**

- My Phone
- My Account
- My Profile
- Messaging & Pictures
- Can I Upgrade?
- Sony Ericsson D750i
- Not your phone?
- Activating picture messaging
- Roaming
- Getting started with t-zones
- Set up voicemail
- My Phone Manual >
- Save & Send Pictures
- You can
- Store your digital pics in one place
- Get high-quality Kodak prints delivered
- KodakMobile service
- Show me how >
- t-zones
- Personalise your Sony Ericsson D750i
- Caller Tunes
- Ringtones
- Mobile Jukebox
- Wallpaper
- Games
- Play music to your callers when they ring
- <artist band> <title title title> Listen <button> Buy >
- <artist band> <title title title> Listen <button> Buy >
- <artist band> <title title title> Listen <button> Buy >
- <artist band> <title title title> Listen <button> Buy >
- <artist band> <title title title> Listen <button> Buy >
- More Caller Tunes >
- Print this page
- Email this page
- Top | Back

## 07 . My T-Mobile

**My Profile**

Font size A A A

Basket | Site map | Log out

My T-Mobile

My T-Mobile

Hello Mark

Nokia 6630

My phone  
Can I upgrade?

Account number  
375296679

Mobile number  
07923 453169

Remaining allowances  
65 mins  
215 texts

Last bill was  
£126.23

Payment due  
July 1, 2005

- Top Up
- Recent Calls
- Itemised Bills
- Make Payment
- Payment History

Manage Account

Edit Profile

Content Lock

Protect children from accessing adult services. [Find out more.](#)

Manage Content Lock >

Preferences

Customise your T-Mobile experience.

Newsletter preferences >

Print this page Email this page

Top | Back

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## 07 . My T-Mobile

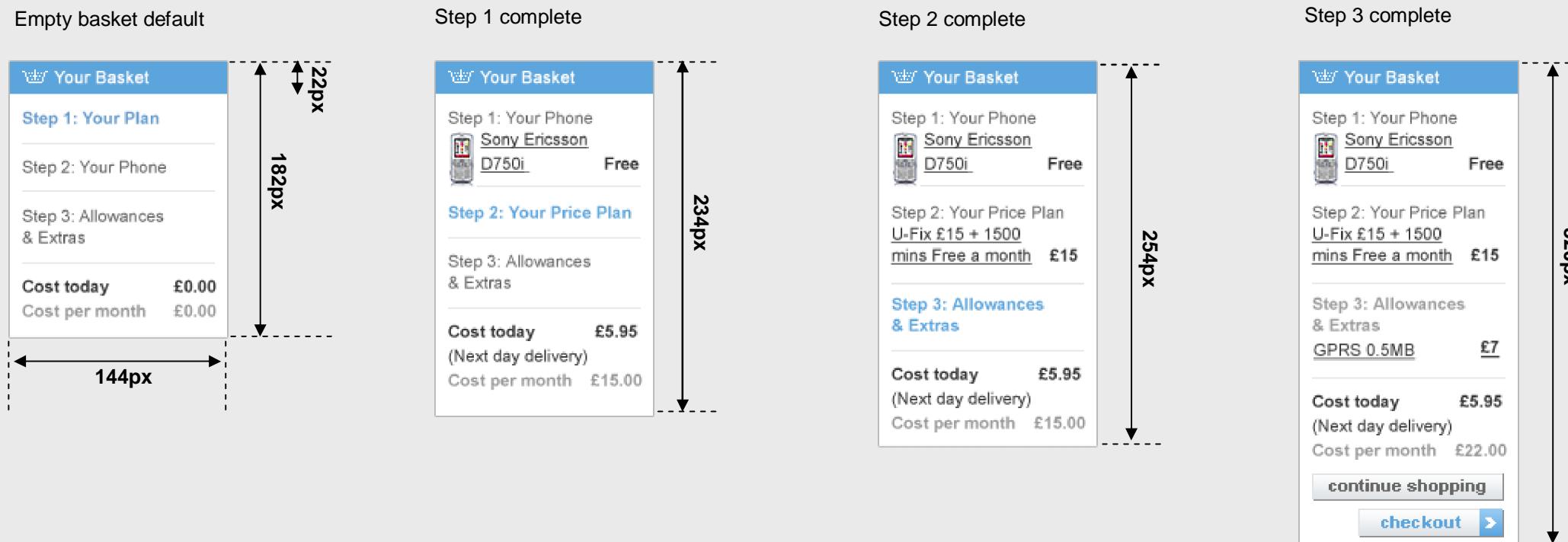
### Messaging & Pictures

The screenshot shows the T-Mobile UK website's "Messaging & Pictures" section. The layout includes:

- Header:** Personal (selected), Business, Font size A A A, Basket | Site map | Log out.
- Main Navigation:** Home, Phones & Plans, Our Services, t-zones, Help & Advice, My T-Mobile.
- Left Sidebar:** My Phone, My Account, My Profile, **Messaging & Pictures** (selected), Kodak Mobile, Can I upgrade?.
- Messaging & Pictures Content:** Send text, Sent messages, Manage contacts. Text message input field with recipient (07923 453169) and message body (Write your message here). Text stats: 1 texts used, 160 characters remaining. Send button.
- Image:** A woman in a bikini holding a mobile phone.
- Kodak Mobile Service:** Save & Send Pictures. Text: The service is free to all our customers. Benefits: Unlimited storage, 10 FREE Kodak prints, Two FREE wallpapers. Show me how > button. Kodak Mobile logo.
- Right Sidebar:** My T-Mobile (Hello Mark), Nokia 6630, My phone, Can I upgrade?, Account number (375296679), Mobile number (07923 453169), Remaining allowances (65 mins, 215 texts), Last bill was £126.23, Payment due July 1, 2005, Top Up, Recent Calls, Itemised Bills, Make Payment, Payment History, Manage Account, Edit Profile.
- Page Bottom:** Print this page, Email this page, Top | Back, About T-Mobile | Terms & Conditions | Privacy Policy | Careers | Affiliates | Contact Us | © 2005 T-Mobile (UK)

## 08 . Basket

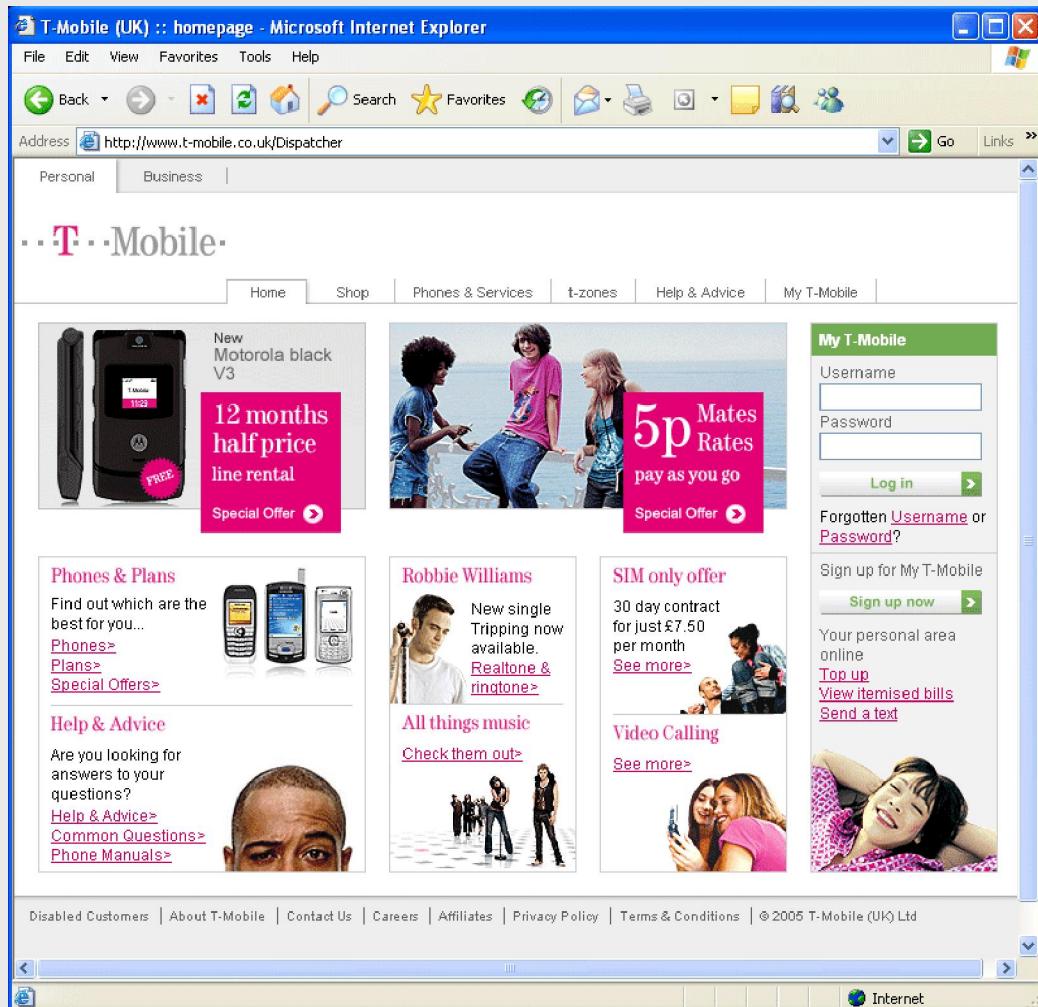
### Personalised basket functionality in the right navigation



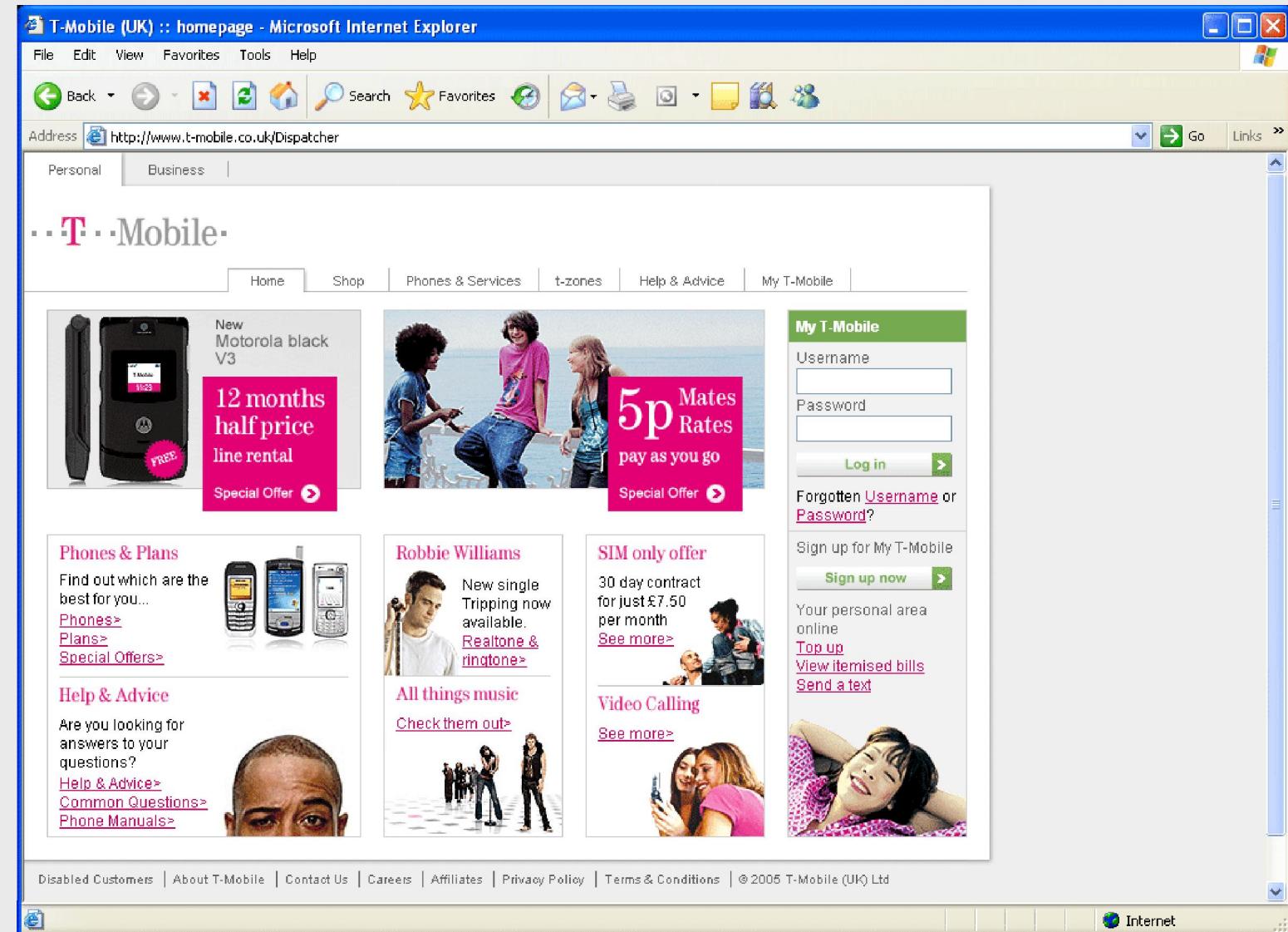
## 09 . Bracket

The bracket has a retained position so in 800px top and bottom are visible

800px width



1024px width



## 10. Off page ads

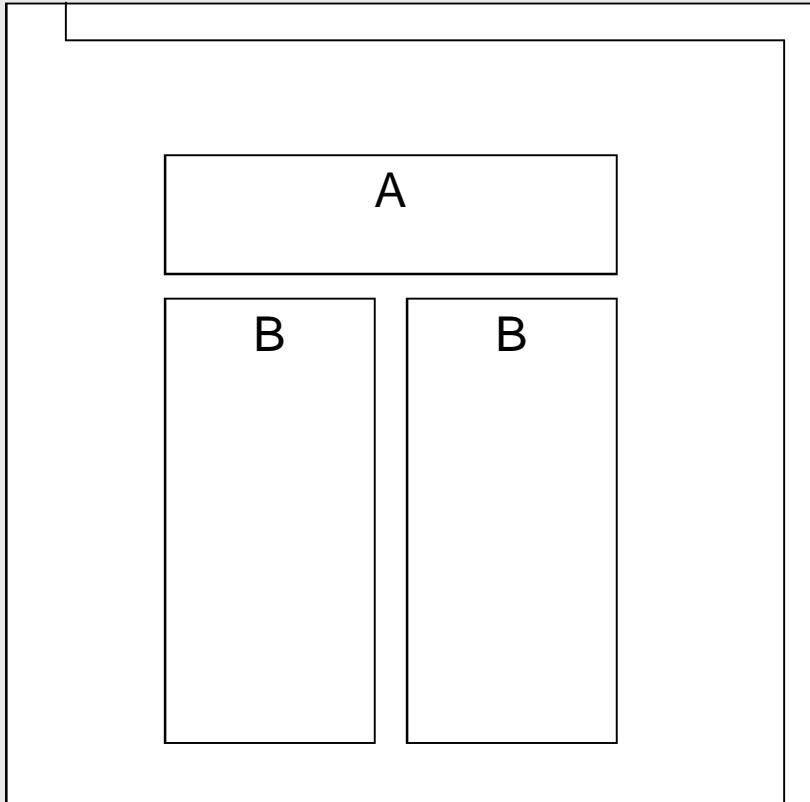
Visible on screen resolutions of 1024 x 768 or greater

The screenshot shows the T-Mobile UK website layout. At the top, there are navigation links for Personal and Business, font size adjustment, and user account links (Basket, Site map, Log in). Below the header, the main content area includes a sidebar with sections like 't-zones' (containing links for Downloads, Play games, Listen to music, and Added this week), 'My T-Mobile' (containing a login form, sign-up link, and personal area menu), and 'Realtones now £3' (listing top ringtones). The main content area features a large banner for 't-zones' and another for 'Realtones now £3'. The right sidebar, where ads are placed, has a height of 94px and a width of 232px, with a 18px gap from the main content area.

## 11 . Template A3

Type: Simple document predominantly text, but includes images and/or tables within content

Main layout format:



This screenshot shows the T-Mobile website's layout. At the top, there are navigation links for 'Personal' and 'Business'. Below the header, a banner for 'Upgrades & Renewals' features a photo of two people smiling and a call-to-action button 'Log in / Sign up here'. To the right of the banner is a login form for 'My T-Mobile' with fields for 'Username' and 'Password', and links for 'Forgot username or password?' and 'Sign up now'. Below the banner, there are several sections: 'Use My T-Mobile to upgrade and renew', 'Manage your account' (with sub-points like 'See your itemised bill', 'Check your minutes', etc.), 'Top up online', 'Get downloads', 'Communicate', 'Your pictures', 'Your mobile', and 'Upgrade online'. At the bottom of the page are links for 'Print this page' and 'Email this page', and navigation buttons 'Top' and 'Back'.

Sample content:



A. Banner header

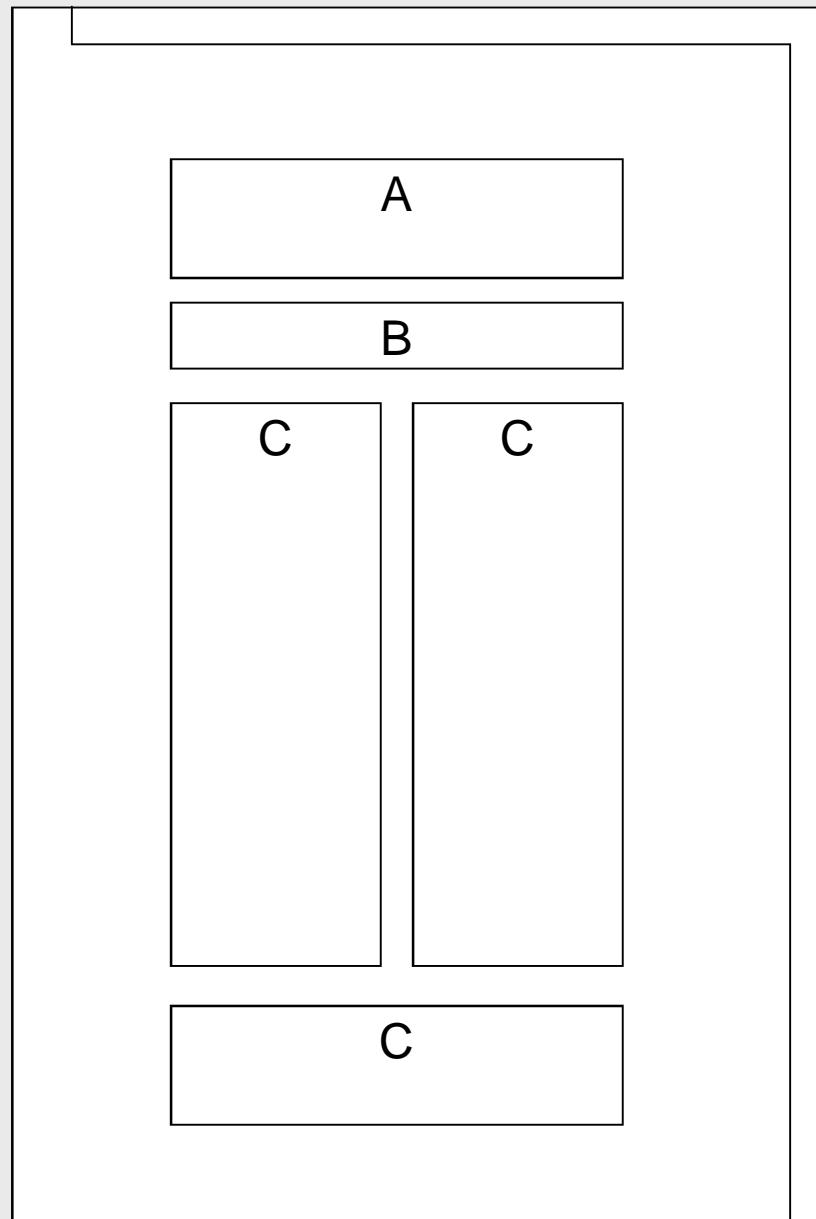
A sample content element showing a screenshot of the 'Manage your account' section of the T-Mobile website. It lists several options: 'See your itemised bill', 'Check your minutes', 'Pay your bill', and 'Add allowances'. The page also includes sections for 'Ready to upgrade?', 'Deal from love', 'Email newsletters', 'My Pictures', and 'Refer a friend'.

B. Standard content

## 11 . Template A4

Type: Tabbed content predominantly text, but includes images and/or tables within content

Main layout format:



Sample content:



A. Banner header

What is it? How do I get it? How much? Need help?

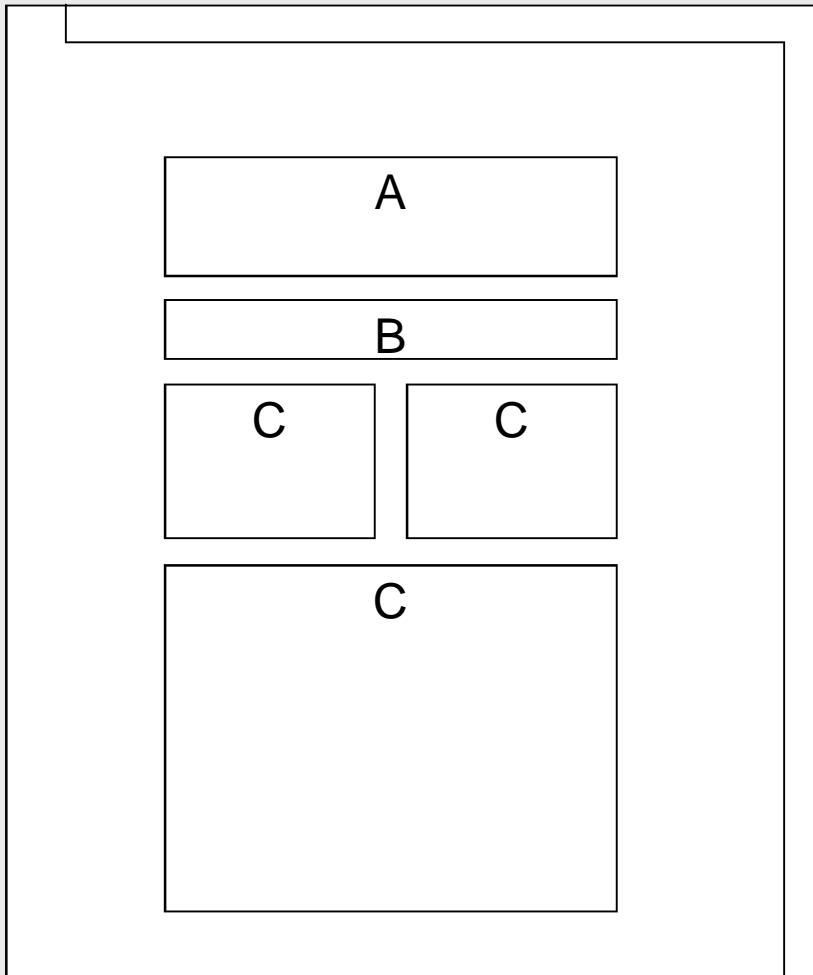
B. Sub navigation

C. Standard content

## 11 . Template A7

Type: Tabbed content predominantly text, but includes images and/or tables within content

Main layout format:



**New to T-Mobile**

**Your Order** **New to T-Mobile** **More from Your Mobile** **Renew Your Contract**

**Tips to get you up and running**

- Set up voicemail** Personalise your greeting.
- Your first bill** Questions you may have
- Access t-zones** How to reach games, music, info
- Activate Picture Messaging** Set up your camera phone.
- Roaming** It's easy to take T-Mobile abroad.
- Activate text messaging** Our troubleshooting guide

**Set up voicemail**  
You should let callers know it's you or they might not leave a message

**Q: How do I access voicemail?**  
A: Your voicemail should be set up and ready to use. Just press and hold the voicemail key (or on your T-Mobile phone) and you'll hear any new messages followed by a recorded menu of options. Remember: provided you're in the UK and calling from your T-Mobile phone it's FREE to receive messages and FREE to pick them up.

**Q: How do I record a personal greeting?**  
A: A personal greeting lets callers know they're through to the right person. To record yours, call your voicemail, press 2 for 'change mailbox features', then press 2 for 'record a greeting' and follow the instructions.

**Q: I can't get my voicemail!**  
A: If you're in coverage but can't access your voicemail, call 222 and listen to the advice. Or pay as you go phones you must make your first chargeable call to activate it, and although it's free you must be in credit to use it.

**Q: Can I use voicemail abroad?**  
A: Yes. All T-Mobile customers can check their messages while roaming. You'll need to set up a PIN (see below). More details (pay as you go) More details (pay monthly/Mix it)

**Q: How do I set up a voicemail PIN?**  
A: This lets you pick up your messages from any touch-tone phone. To set one up, call your Voicemail, press 2 for 'change mailbox features', then press 1 for 'change your PIN' and follow the instructions.

[Print this page](#) [Email this page](#)

Sample content:



A. Banner header



B. Sub navigation

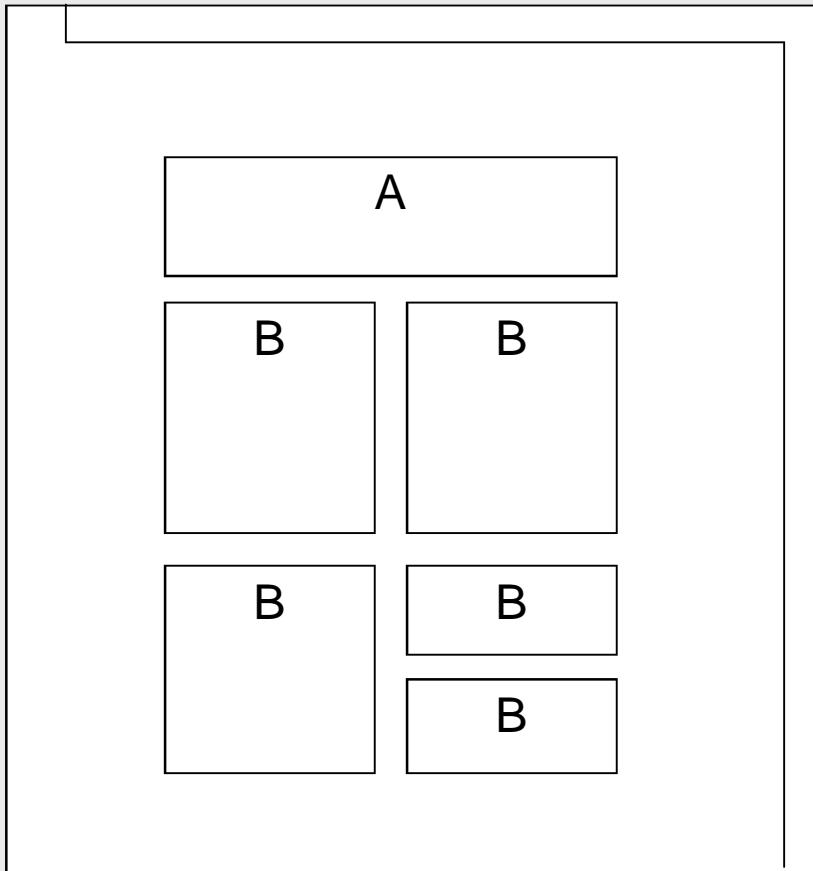
- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li><b>Set up voicemail</b><br/>Personalise your greeting.</li> <li><b>Your first bill</b><br/>Questions you may have</li> <li><b>Access t-zones</b><br/>How to reach games, music, info</li> </ul> | <ul style="list-style-type: none"> <li><b>Activate Picture Messaging</b><br/>Set up your camera phone.</li> <li><b>Roaming</b><br/>It's easy to take T-Mobile abroad.</li> <li><b>Activate text messaging</b><br/>Our troubleshooting guide</li> </ul> |
|--|--|

C. Content

## 11 . Template F1

Type: Standard page with small and medium column content panels

Main layout format:



**Personal Business** | Font size A A A

**T-Mobile** | Home | Phones & Plans | Our Services | t-zones | Help & Advice | My T-Mobile | Basket | Site map | Log in

**Messaging**

**Picture Messaging** For as little as 14p More

**Text Messaging**

**Video Messaging**

**Alerts**

**My T-Mobile** Hello Mark

Nokia 6630 My phone Can upgrade?

Manage Account Edit Profile Send a Text

**Picture Messaging** Snap into action and have some fun. Setting up

**Text Messaging** More than just talk... Text bundles Group text

**Video Messaging** Goals, South Park, Pink Panther, pop videos, impress your mates with a cool clip. Downloads

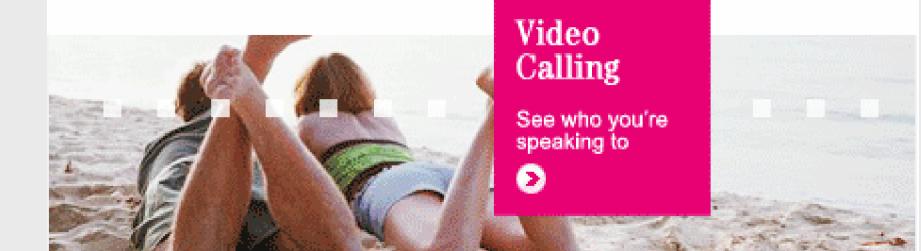
**Alerts** Stay sharp. Get updated fast about whatever's important to you. More

**Kodak Mobile** Save your photos & get 10 FREE prints. Show me how

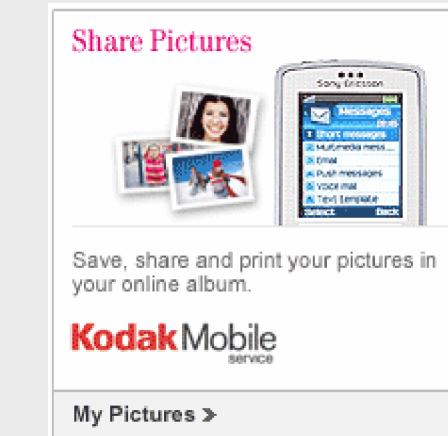
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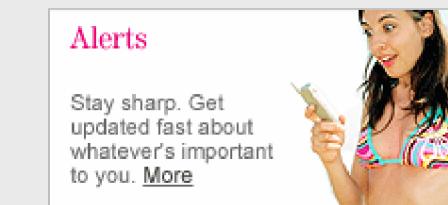
Sample content:



A. Banner header



B. Content

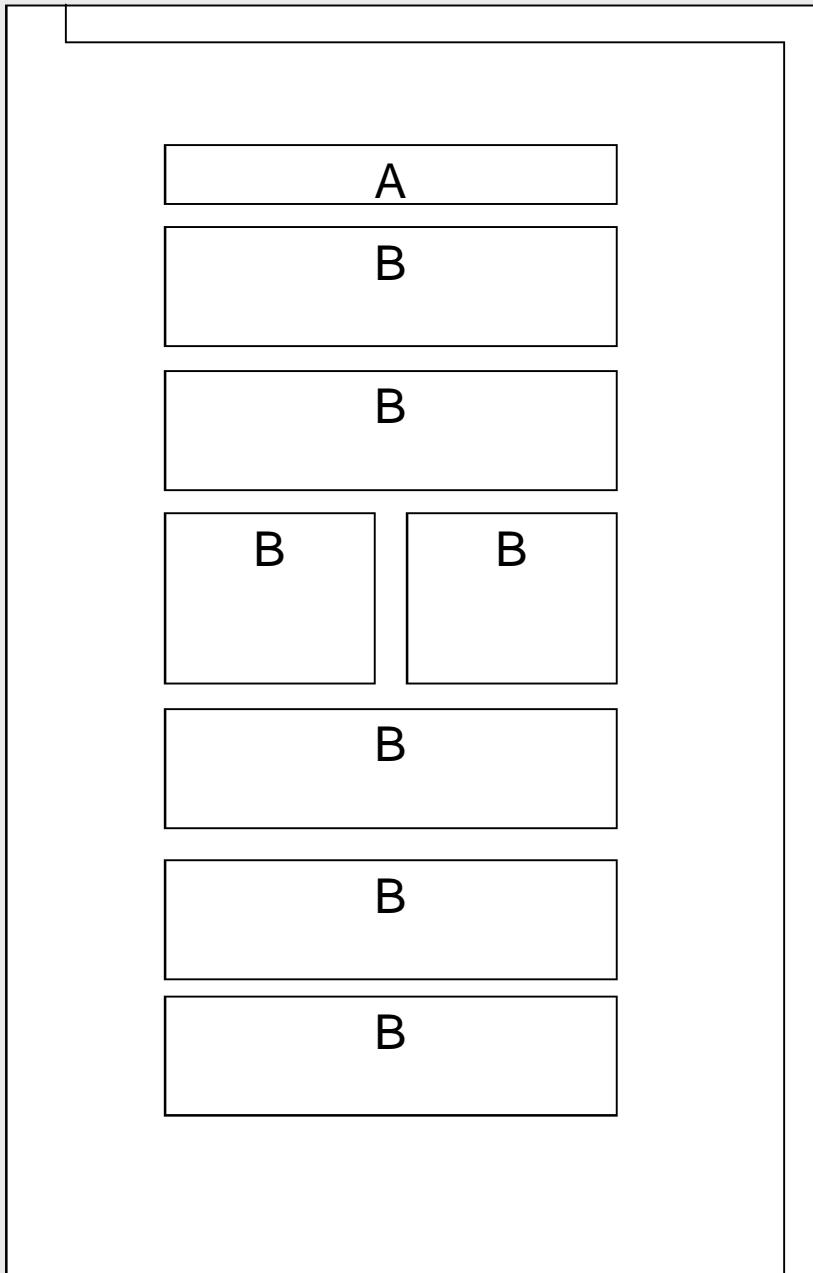


B. Content

## 11 . Template P1

### Type: Special offer listing

Main layout format:



This screenshot shows a 'Special Offers' page on the T-Mobile website. The header includes links for Personal and Business, font size options, and navigation links like Home, Phones & Plans, Our Services, t-zones, Help & Advice, and My T-Mobile. The main content area features several promotional banners for different phone models and services. One prominent banner for the Motorola E680i offers 'Half price line rental for 9 months'. Other banners include 'Half price line rental' for Samsung D500 and 'Double minutes Double texts' for Samsung a620. The page also features sections for 'Great offers on our smart phones' and 'Smart phone deal' for the Samsung D500. At the bottom, there are links for Print this page, Email this page, Top | Back, and copyright information: About T-Mobile | Terms & Conditions | Privacy Policy | Careers | Affiliates | Contact Us | © 2005 T-Mobile (UK)

Sample content:

Any network anytime Off peak U-Fix Text

#### A. Sub navigation



#### B. Content banner

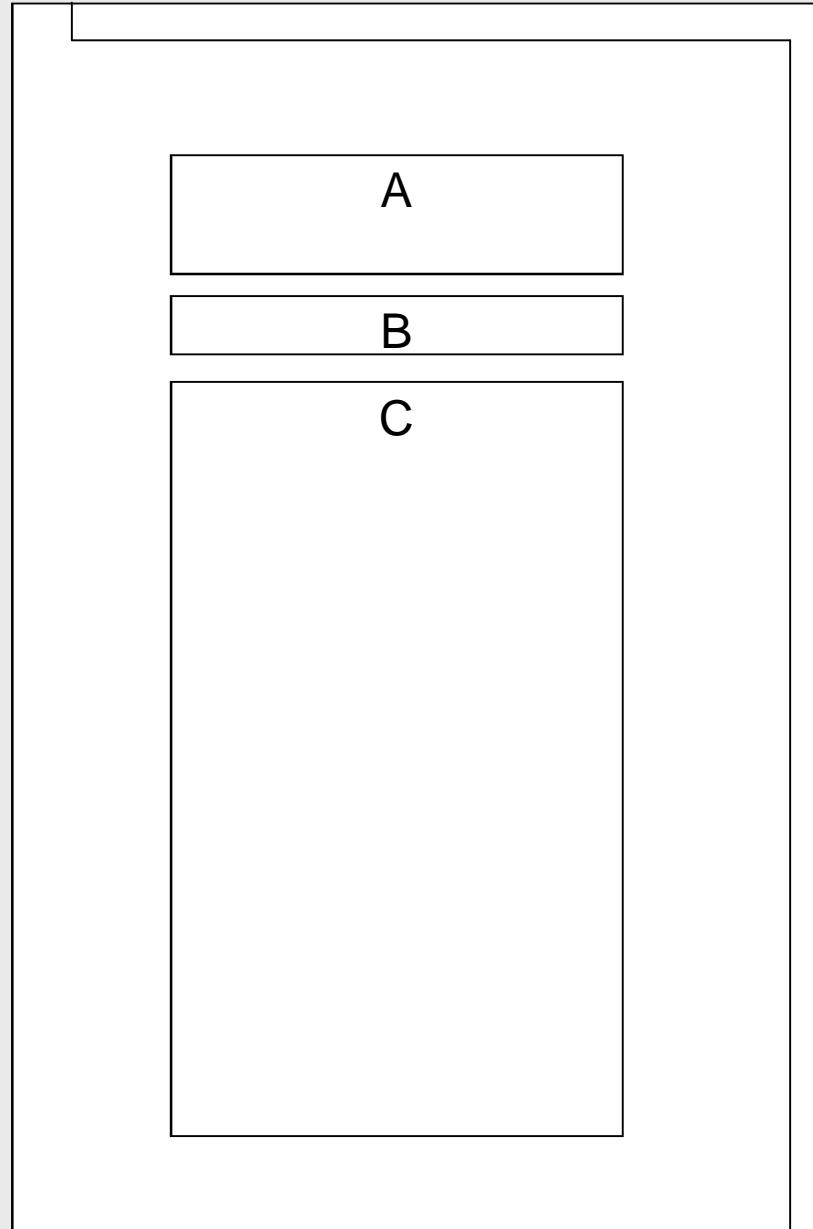


#### B. Content panel

## 11 . Template P4

### Type: Plan listing

Main layout format:



**T-Mobile**

Personal Business | [Basket](#) | [Site map](#) | Log in

[Special Offers](#)

[Phones](#)

**Plans**

- Pay Monthly Plans
- [U-Fix Plans](#)
- [Pay As You Go Plans](#)
- [SelfServe Plans](#)
- [Top Up](#)
- [Allowances](#)
- [Other Call Rates](#)
- [Laptop Cards](#)
- [Help Choosing](#)
- [Ways to Buy](#)
- [Upgrades & Renewals](#)
- [Switching to T-Mobile](#)

**Pay Monthly Plans**

**Double minutes and texts for 6 months**  
Plus 3 months half price line rental on selected plans\*

Contract	Inclusive per month	Plan details	Monthly charge	Phone	Choose plan
Relax (18)	50 minutes 0 texts <b>+1500 minutes free</b>	<a href="#">More</a>	£15	£999.99	<a href="#">Select &gt;</a>
Relax 150 (18) Self Service	150 minutes 0 texts <b>+1500 minutes free</b>	<a href="#">More</a>	£21	FREE	<a href="#">Select &gt;</a>
Relax 300 (18) Self Service	300 minutes 0 texts	<a href="#">More</a>	£25	FREE	<a href="#">Select &gt;</a>
Relax 300 (18) Self Service plus text	300 minutes 100 texts <b>+1500 minutes free</b>	<a href="#">More</a>	£29	FREE	<a href="#">Select &gt;</a>
Relax 300 (18) Self Service plus text	300 minutes 100 texts <b>Half price line rental for 6 months</b>	<a href="#">More</a>	£29	FREE	<a href="#">Select &gt;</a>
Relax 400 (18)	400 minutes 100 texts	<a href="#">More</a>	£33	FREE	<a href="#">Select &gt;</a>

\* Double minutes double texts subject to new connection to Relax 150 (18) Self Serve, Relax 300 (18) Self Serve or Everyone 750 Off peak (18) Self Serve.. Double minutes and double texts apply in months 1 to 3 and end of contract. Double texts subject purchase of a 900 text bundle too. If you exceed your eligibility for double texts you may be charged a price which will expire texts within 6 months of connection. In the event of cancellation or change of bundle within the minimum term, you will lose eligibility for double texts and we reserve the right to make a charge equal to any discount. Half price line rental applies in months 1 to 3. You will lose your eligibility for half price line rental if you move to another price plan within three months of connection.

There is an extra monthly charge of £3 with any payment method other than Direct Debit.

Charges and the availability of any plan shown on this web site apply to new connections bought online only. Elements of some price plans may vary if purchased in-store or via another purchase method.

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Sample content:



A. Content panel



B. Sub navigation

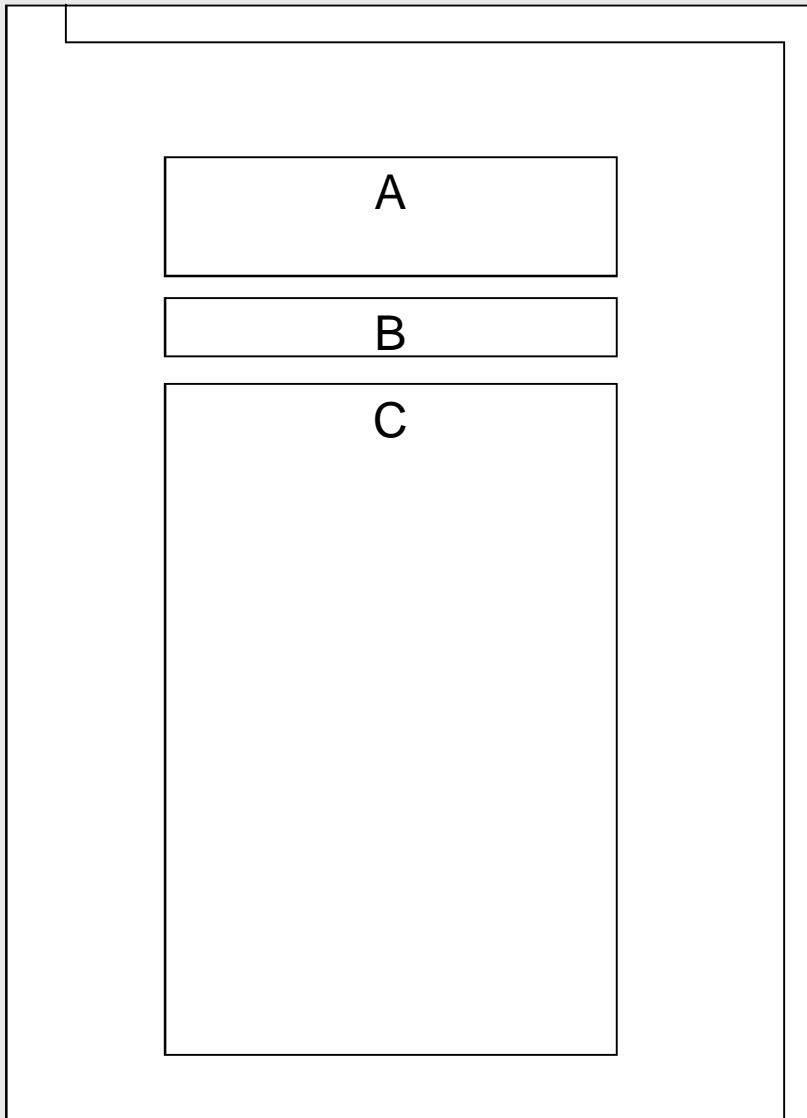
Contract	Inclusive per month	Plan details	Monthly charge	Phone	Choose plan
Relax 50 (18)	50 minutes 0 texts <b>+1500 minutes free</b>	<a href="#">More</a>	£15	£999.99	<a href="#">Select &gt;</a>

C. Content table

## 11 . Template P5

Type: Detail offer

Main layout format:



This screenshot shows a detailed product page for the Sony Ericsson D750i. At the top, there's a navigation bar with links for Personal, Business, Home, Phones & Plans, Our Services, t-zones, Help & Advice, and My T-Mobile. Below the navigation is a promotional banner for "Half price line rental". The main content area features the phone model name "Sony Ericsson D750i" and a summary of its features: "300 minutes", "200 texts", and "PLUS 50% off line rental for 3 months". To the right, there's a sidebar titled "Phone features" listing "Video/audio player", "Includes digital camera", "Picture messaging", and "Bluetooth®". Below the summary, there's a table showing calling costs for Local, National, T-Mobile UK, and Other UK network at any time. At the bottom, there's a note about the half-price line rental offer and links for Print this page and Email this page.

Sample content:



A. Header content

B. Sub navigation

- **300 minutes**  
(150 after 6 months)
- **200 texts**  
(150 after 6 months)
- **PLUS**  
50% off line rental for 3 months

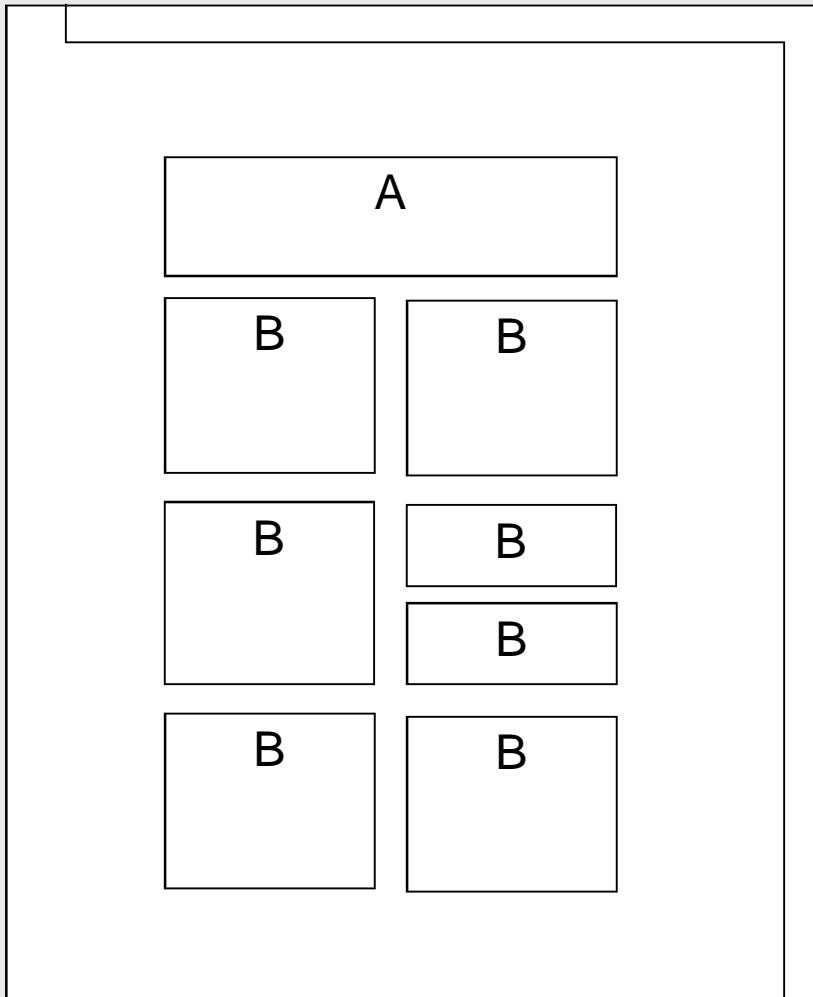
Phone features
Video/audio player
Includes digital camera
Picture messaging
Bluetooth®

C. Content

## 11 . Template L1

Type: Landing page with column content panels

Main layout format:



This screenshot shows the 'Phones & Plans' section of the T-Mobile UK website. It features a sidebar with links like 'Special Offers', 'Phones', 'Plans', and 'Help Choosing'. The main content area includes sections for 'Special Offers' (with options for 'Call any network anytime', 'Call off-peak', 'U-Fix', and 'Text offers'), 'Phones' (with a search interface), 'Plans' (with a photo of three people), 'Our new smart phones' (with images of two phones), 'Upgrade your phone' (with a photo of a woman talking on a phone), 'Upgrades & Renewals' (with a photo of a woman holding a phone), 'Txt from 3p' (with a mobile phone icon), 'Last few days' (offering 1500 Off-Peak minutes for £20 per month), and '3 months half price line rental' (offering 500 Anytime minutes for £25 per month). The footer contains a link to 'About T-Mobile' and other legal information.

Sample content:

This sample content panel includes a 'Special Offers' section with a list of items: 'Call any network anytime', 'Call off-peak', 'U-Fix', and 'Text offers'. It also features a 'My T-Mobile' login form and a prominent pink banner on the right advertising 'Half price line rental for 3 months' with images of four different mobile phones.

A. Header content



B. Content

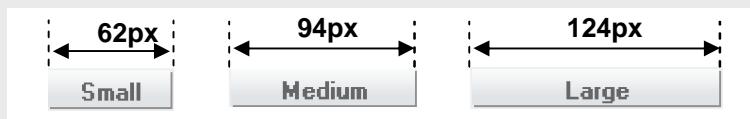


B. Content

## 12 . Buttons

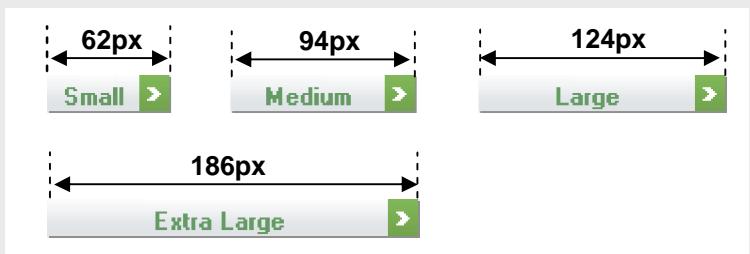
### Buttons:

#### 1. Basic button (single action function) :



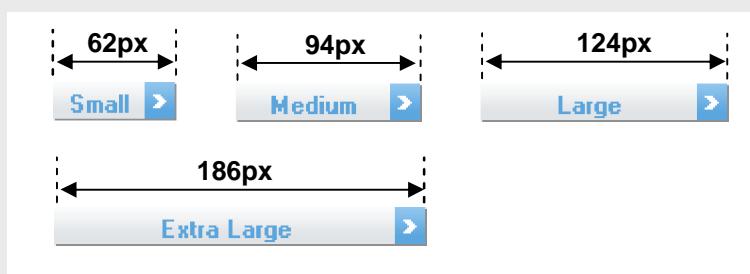
Typeface: Arial, bold  
Size: 11px  
Colour: #333333  
Height: 19px

#### 2. Purchase process buttons:



Typeface: Arial, bold  
Size: 11px  
Colour: #5CA5DC  
Height: 19px

#### 3. Informational process buttons:

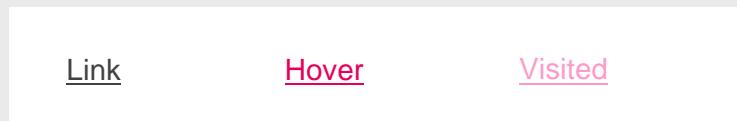


Typeface: Arial, bold  
Size: 11px  
Colour: #78AA51  
Height: 19px

## 13. Links

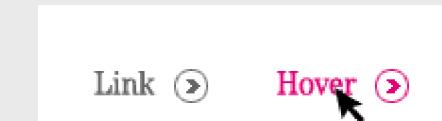
Links:

### 1. Basic link:



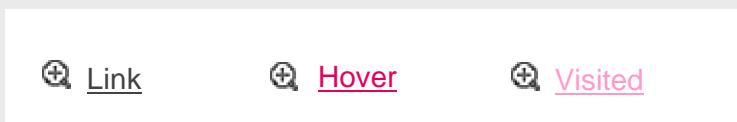
Typeface:	Arial, regular, underlined
Size:	11px
Colour:	#666666
Hover:	#E20074
Visited:	#E3A9C6

### 4. Promotional



Typeface:	TeleAntiqua, regular, anti-aliased
Size:	16px
Colours:	#666666
Hover:	#E20074
Background:	#FFFFFF

### 2. Functionality

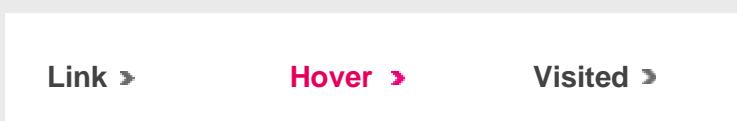


Typeface:	Arial, regular, underlined
Size:	11px
Colour:	#666666
Hover:	#E20074
Visited:	#E3A9C6

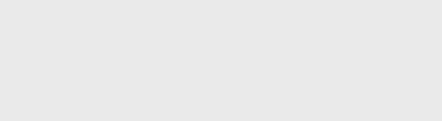


Typeface:	TeleAntiqua, regular, anti-aliased
Size:	16px
Colours:	#666666
Hover:	#E20074
Background:	#E4E4E4

### 3. Action links:



Typeface:	Arial, regular,
Size:	11px
Colour:	#666666
Hover:	#E20074
Visited:	#666666

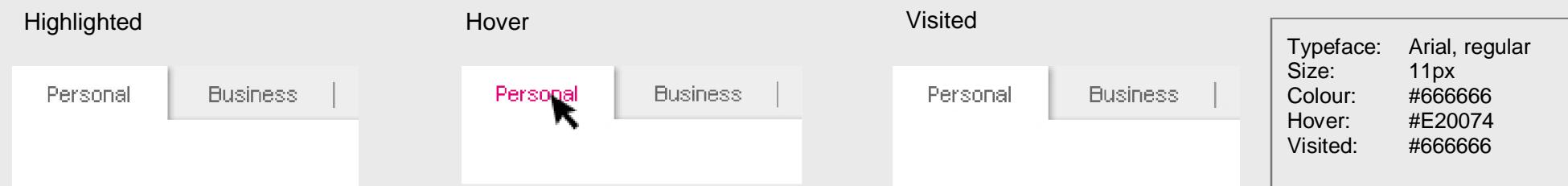


Typeface:	TeleAntiqua, regular, anti-aliased
Size:	16px
Colours:	#FFFFFF
Hover:	#FFFFFF
Background:	#E20074

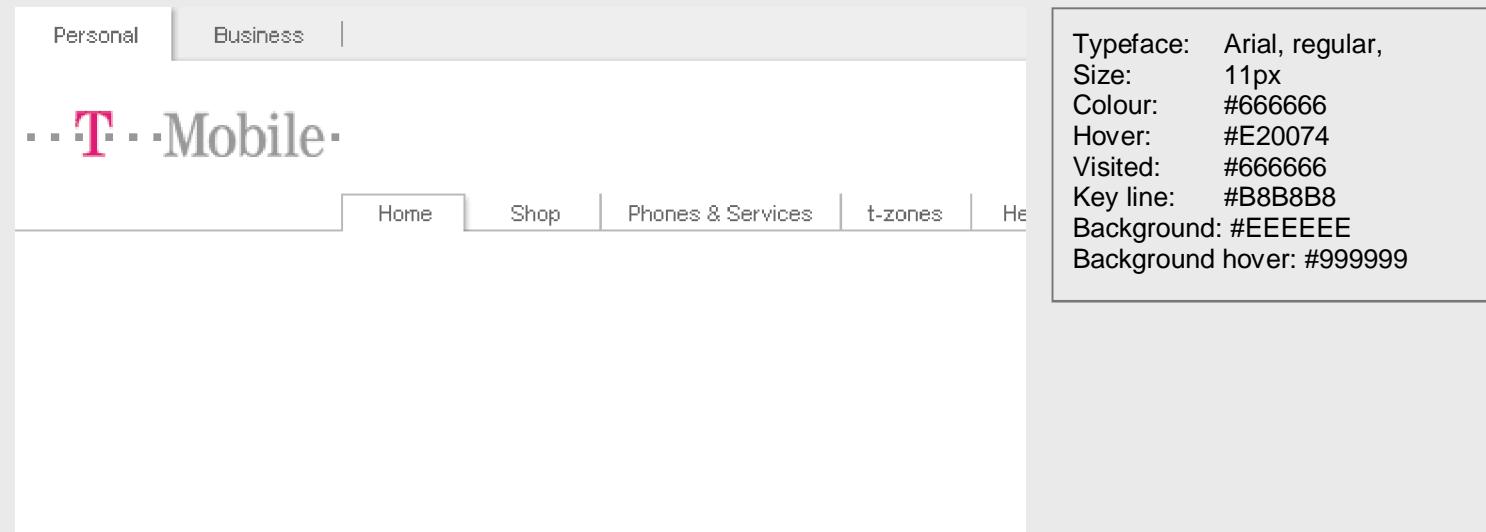
## 14 . Auxiliary navigation

Navigation links:

**1. Global navigation:**



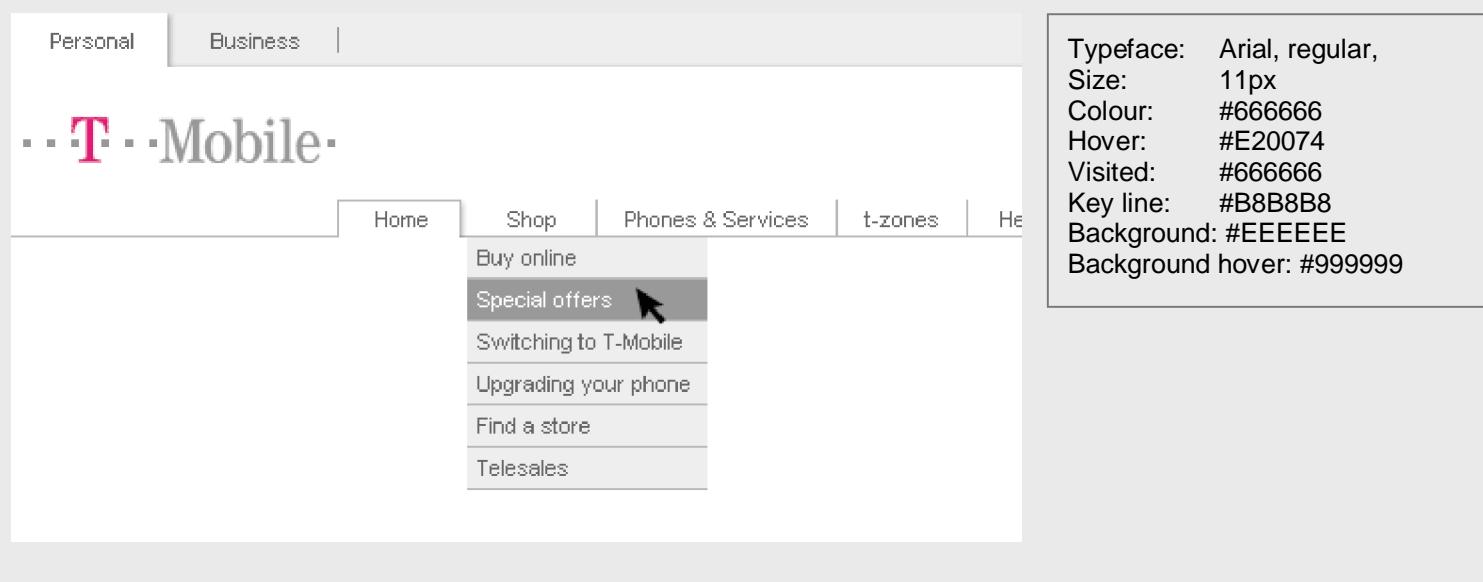
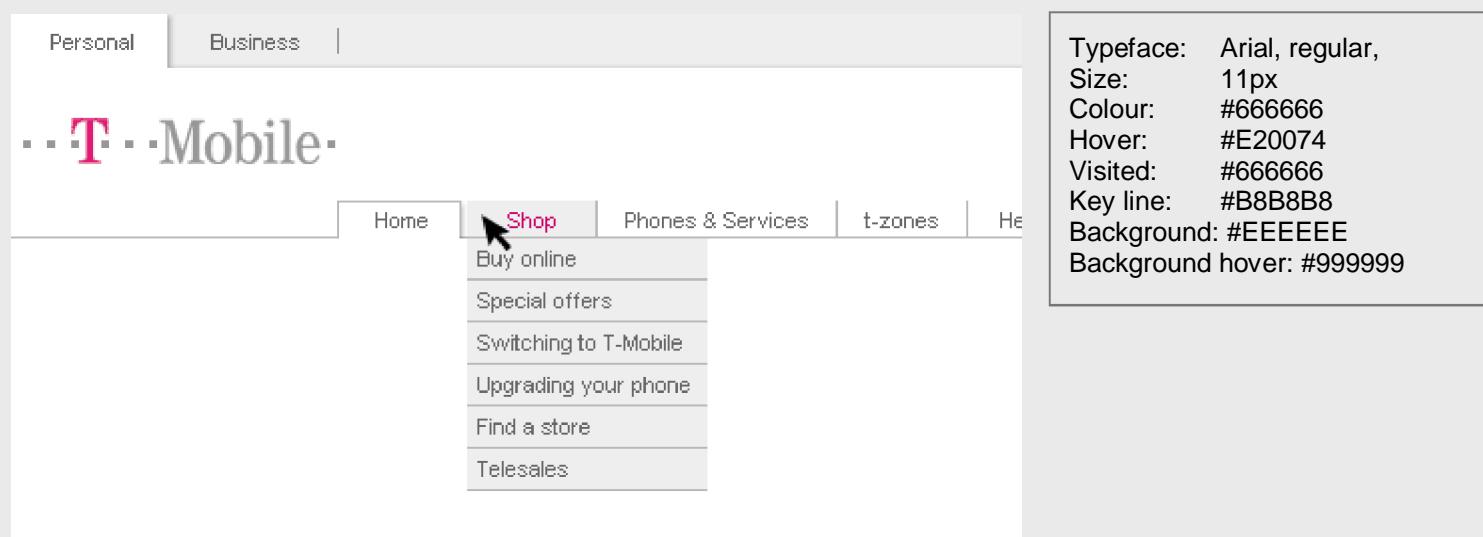
**2. Global navigation - First level (horizontal navigation):**



## 14 . Auxiliary navigation

Navigation links cont...

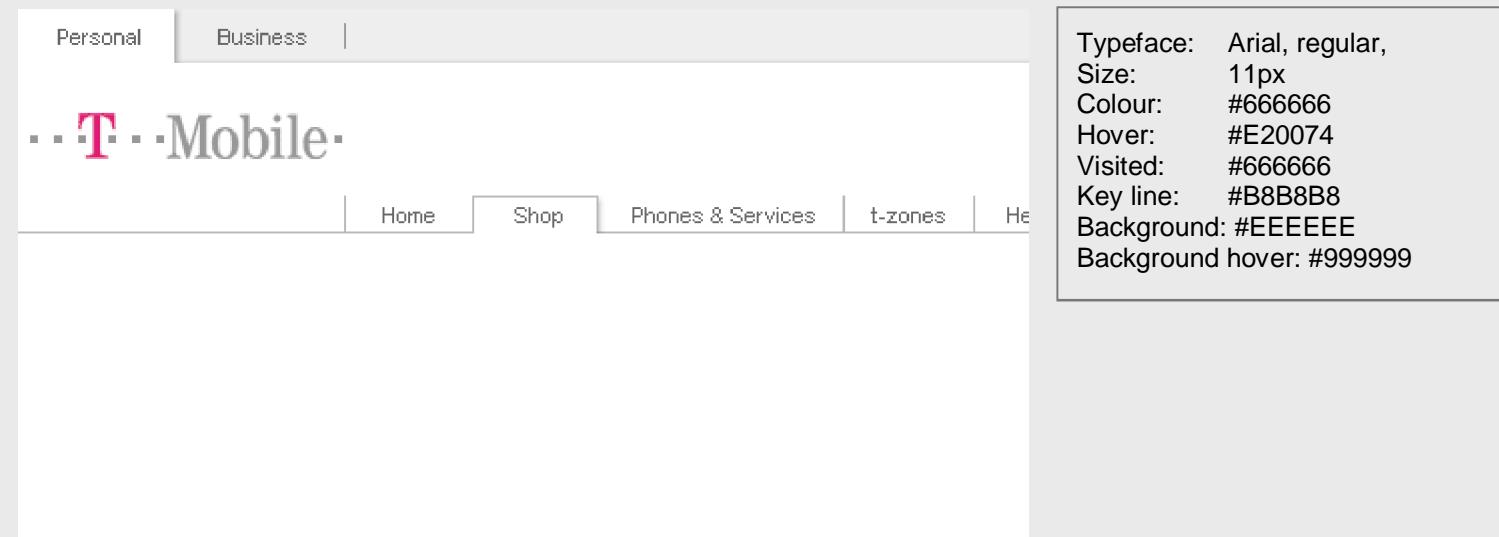
### 2. Global navigation - First level (horizontal navigation) cont...



## 14 . Auxiliary navigation

Navigation links cont...

### 2. Global navigation - First level (horizontal navigation) cont...

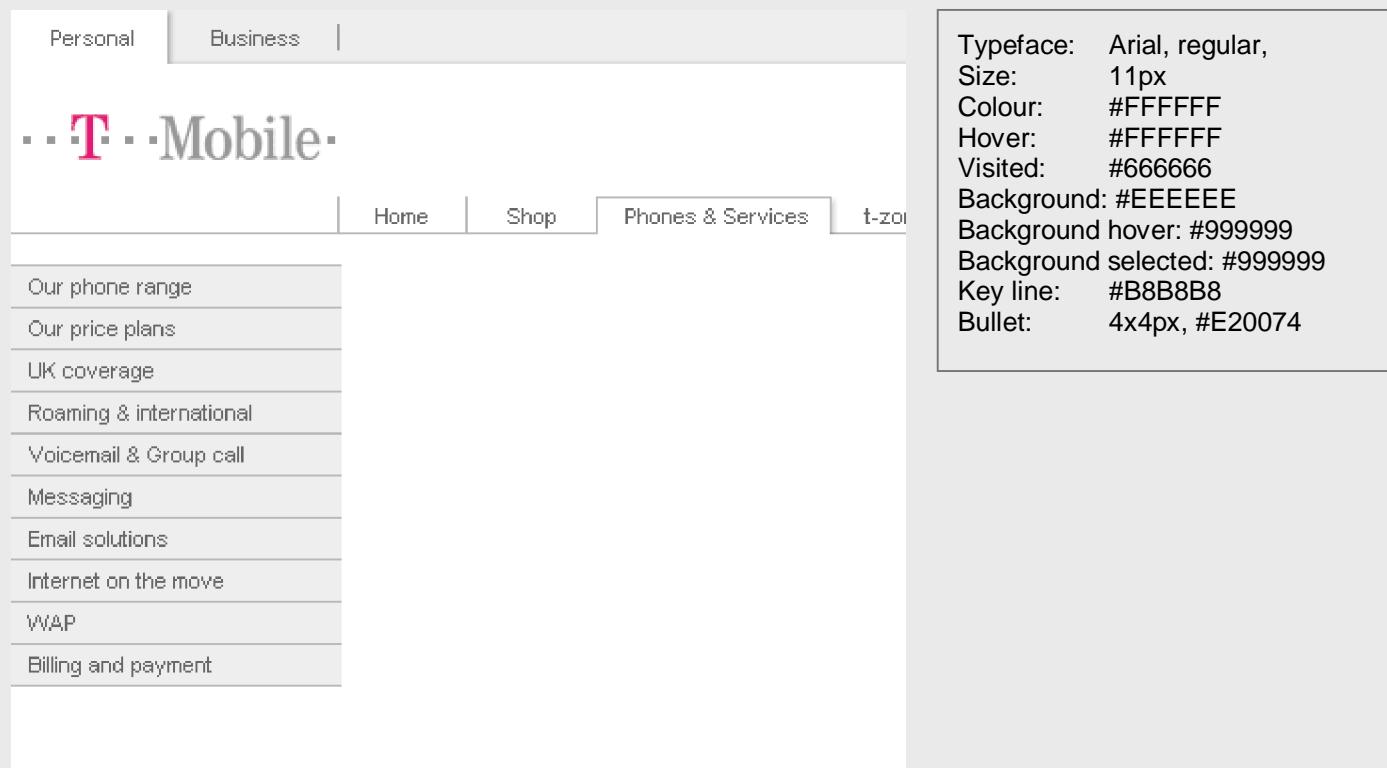


## 14 . Auxiliary navigation

Navigation links cont...

### 3. Global navigation - Second and third level (vertical, left hand navigation):

Menu selected: **Phones & Services**

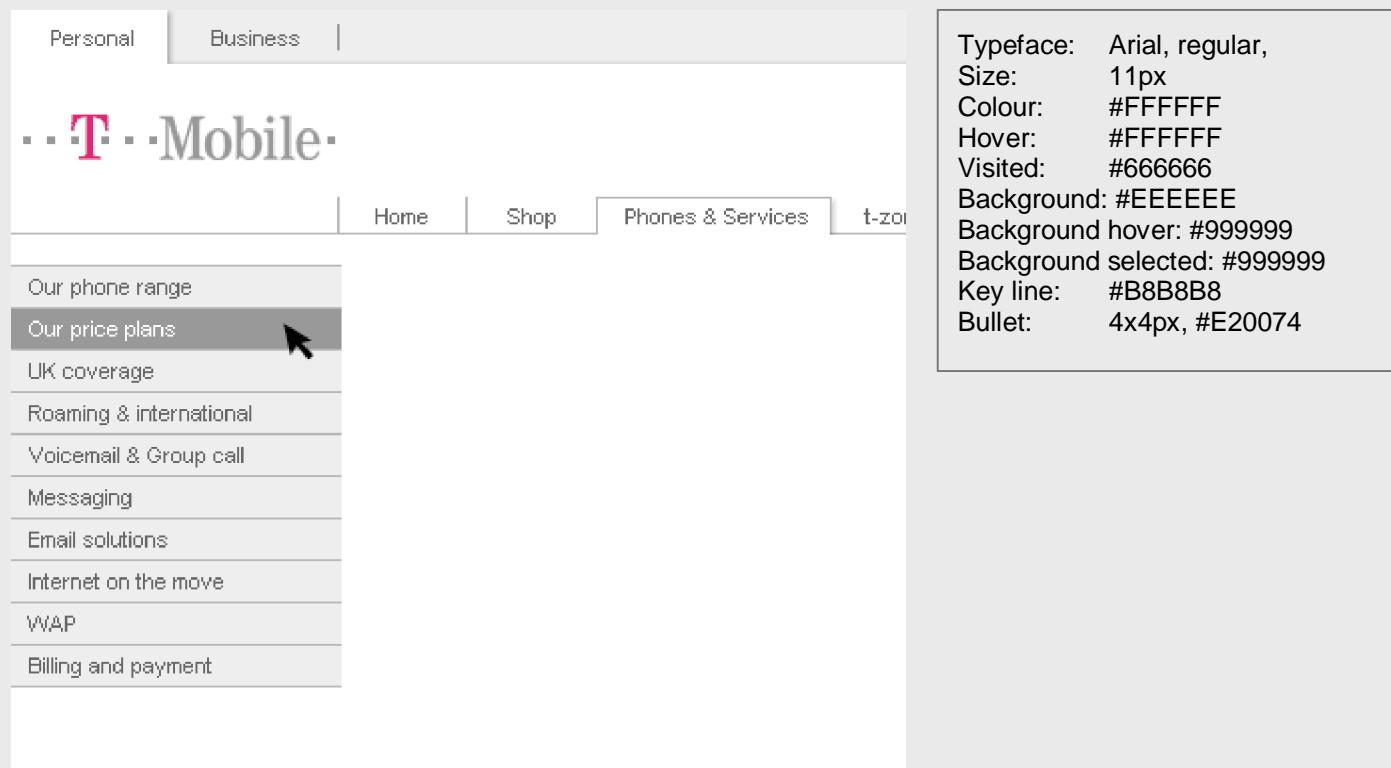


## 14 . Auxiliary navigation

Navigation links cont...

### 3. Global navigation - Second and third level (vertical, left hand navigation):

Menu selected: **Phones & Services**



## 14 . Auxiliary navigation

Navigation links cont...

### 3. Global navigation - Second and third level (vertical, left hand navigation):

Menu selected: **Phones & Services>Price plans**

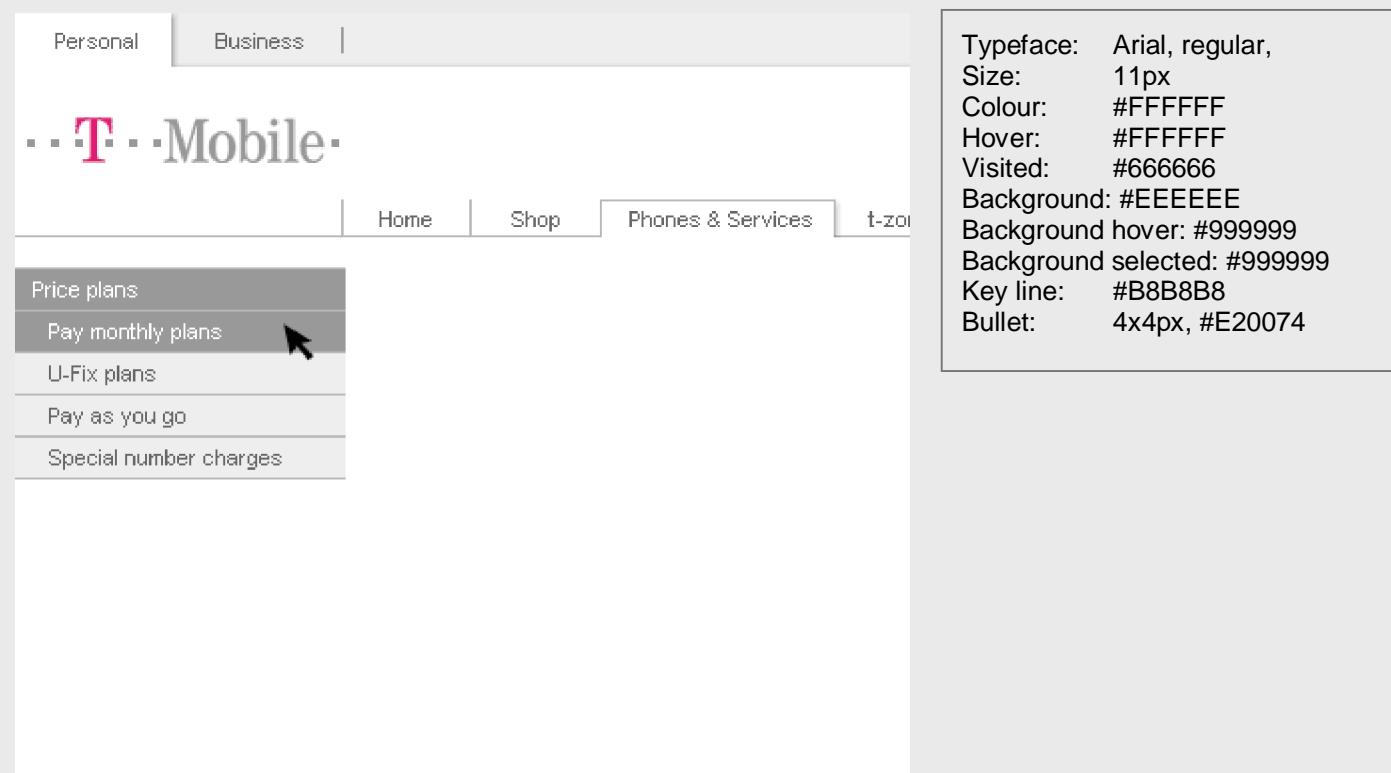


## 14 . Auxiliary navigation

Navigation links cont...

### 3. Global navigation - Second and third level (vertical, left hand navigation):

Menu selected: **Phones & Services>Price plans**

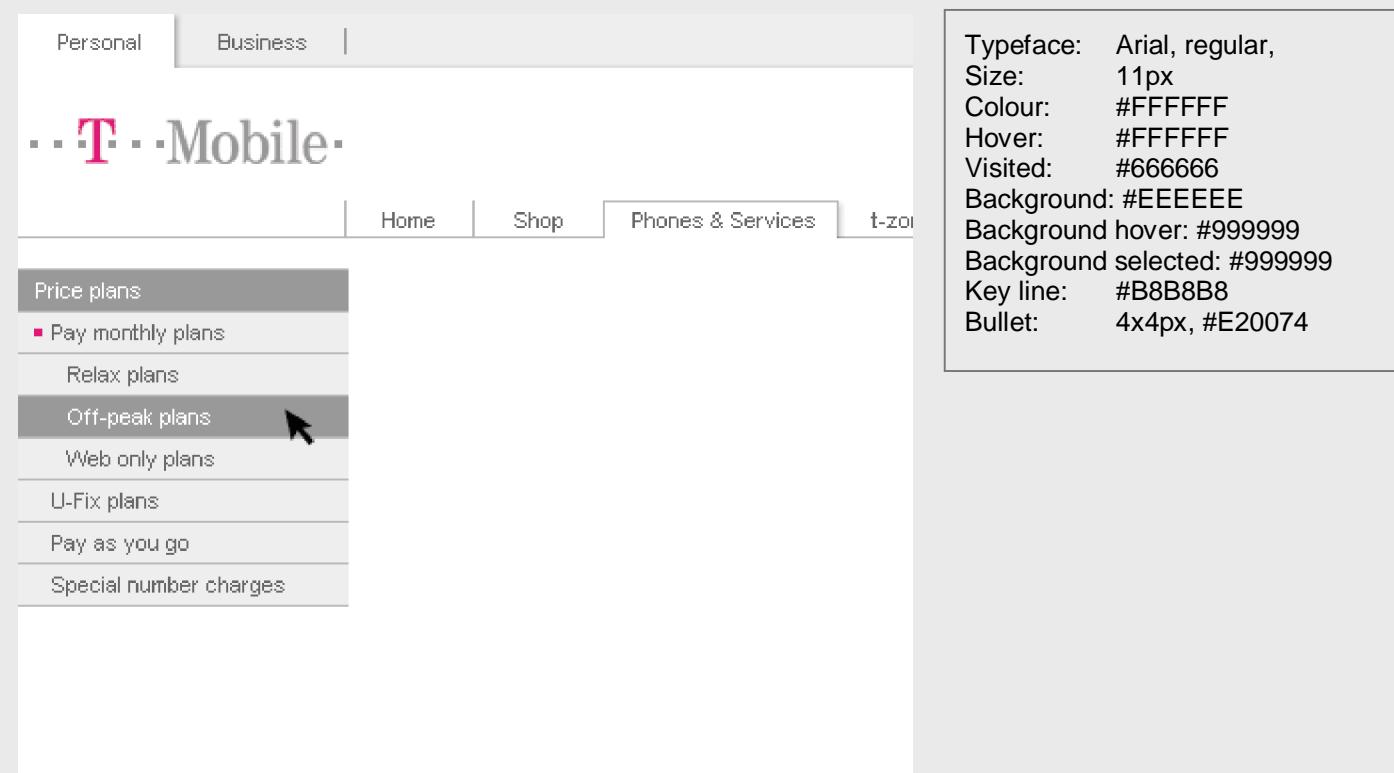


## 14 . Auxiliary navigation

Navigation links cont...

### 3. Global navigation - Second and third level (vertical, left hand navigation):

Menu selected: **Phones & Services>Price plans>Pay monthly**

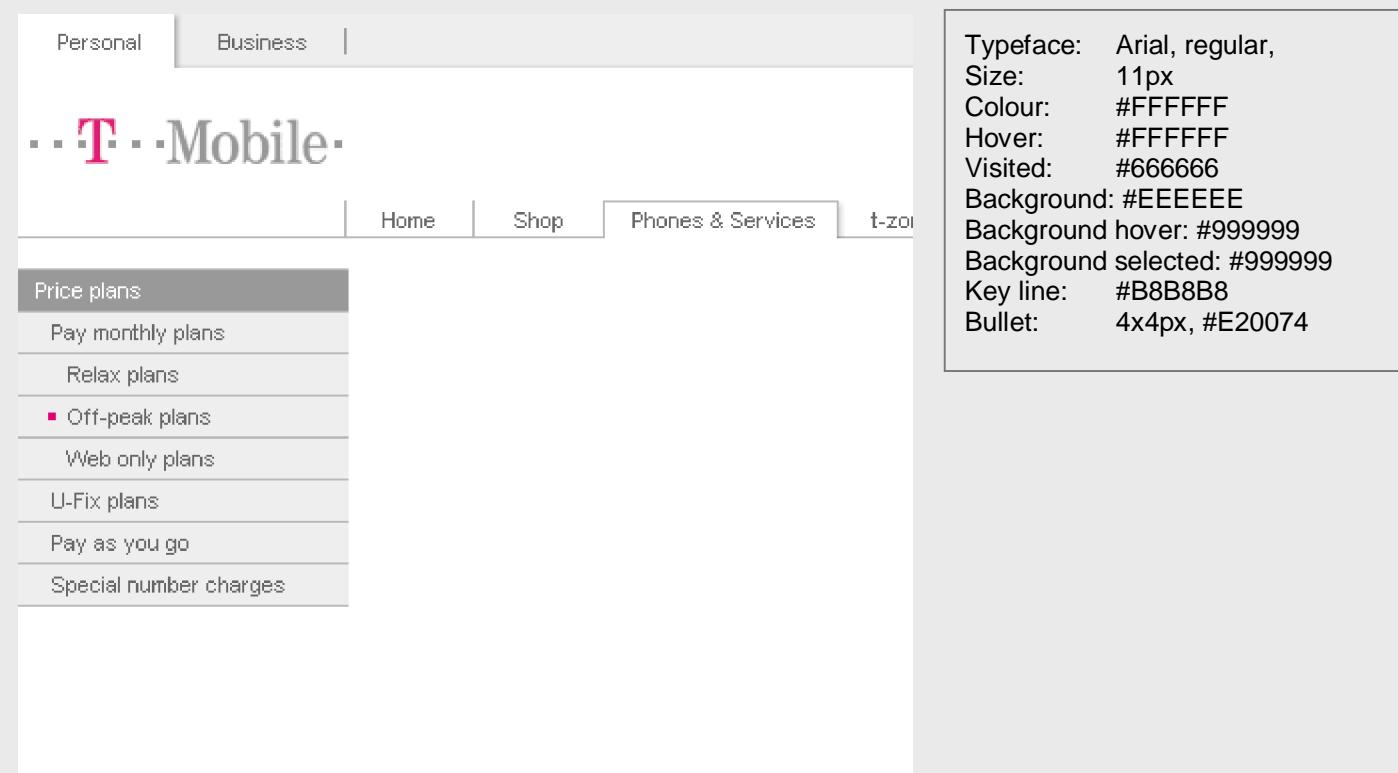


## 14 . Auxiliary navigation

Navigation links cont...

### 3. Global navigation - Second and third level (vertical, left hand navigation):

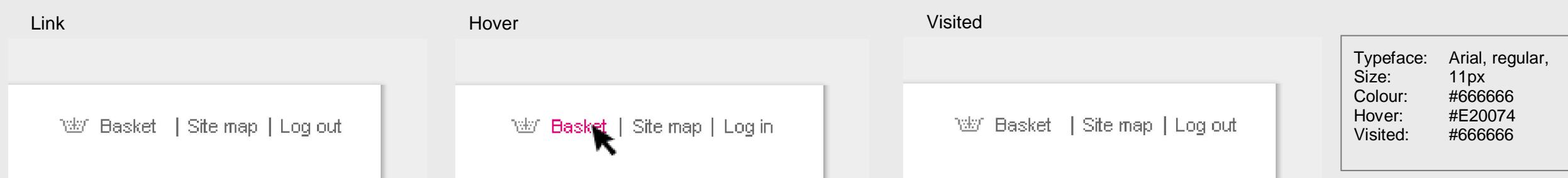
Menu selected: **Phones & Services>Price plans>Pay monthly plans>Off-peak plans**



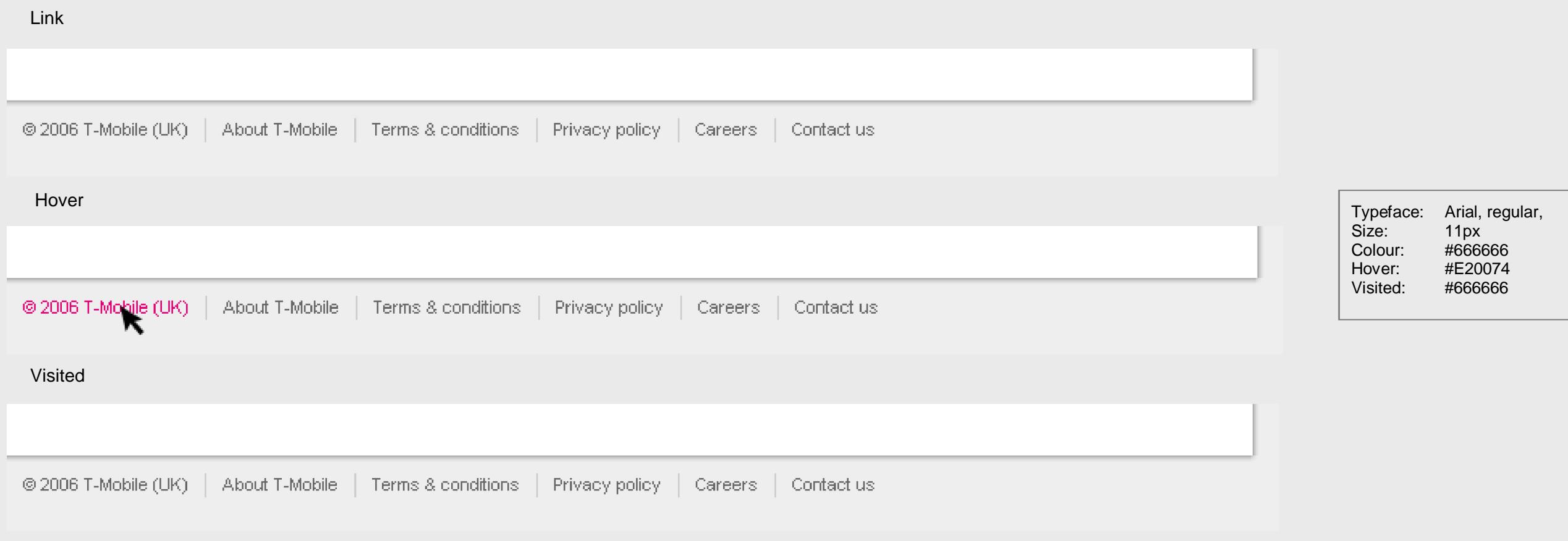
## 14 . Auxiliary navigation

Navigation links cont...

### 4. Global navigation - Header



### 5. Global navigation - Footer



## 15 . Content navigation

### Content navigation

#### 1. Content navigation:

Highlighted



Hover



Typeface:	Arial, regular,
Size:	11px
Colour:	#666666
Hover:	#666666
Visited:	#999999
Unselected:	#999999
Key line:	#B8B8B8

## 14 . Tables & forms

### Tables:

#### 1. Basic table

Header 1	Header 2	Header 3	Header 4
Offer 1	£50	£75	£99
Offer 2	£50	£75	£99

#### 2. Vertical dividing lines

Header 1	Header 2	Header 3	Header 4
Offer 1	£50	£75	£99
Offer 2	£50	£75	£99

#### 3. Vertical grey background

Header 1 Option 1 ▾	Header 2	Header 3	Header 4
Offer 1	£50	£75	£99
Offer 2	£50	£75	£99

#### 4. Blue heading with process buttons

Header 1	Header 2	Header 3	Header 4
Offer 1	£50	£75	<b>Small</b> ➤
Offer 2	£50	£75	<b>Medium</b> ➤
Offer 3	£50	£75	<b>Small</b> ➤
Offer 4	£50	£75	<b>Small</b> ➤
Offer 5	£50	£75	<b>Medium</b> ➤

### Forms:

④ \*Name

\*First Name

\*Street, Number

Additional address information

\*Town or City

\*Postal code

\*Country  ▾

Telephone without signs - /

E-mail address

Typeface: Arial, Bold,  
Size: 11px  
Colour: #666666  
Field: #EEEEEE  
Highlight: #E20074

① **The e-mail-address you've entered is not correct.**  
Please verify your entry.

Account holder Steven Bright

③ \*Street, Number Main Street 10

Additional address information

\*Town or City Hartfordshire

\*Postal code AL 10 9 BW

\*Country United Kingdom ▾

Telephone without signs - / 0123456

② E-mail address j.bouffierweb.de