



UK Web style guide



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01 . Colours

Palette range:

01. #333333



02. #666666



03. #999999



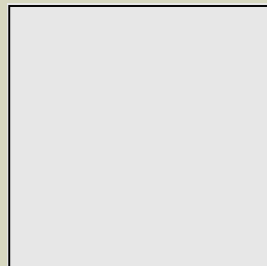
04. #B8B8B8



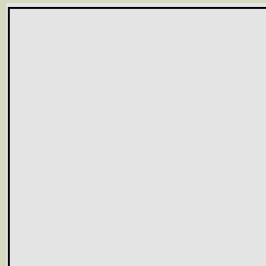
05. #BEBEBE



06. #E7E7E7



07. #E4E4E4



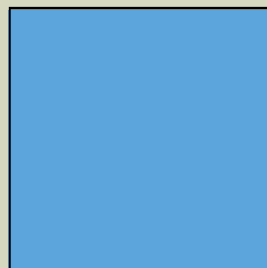
08. #F2F2F2



09. #78AA51



10. #5CA5DC



Colour Application Guide

01. Title

Sub Headers

All links

Selected tabs

02. Body copy

03. Unselected Tabs

04. Box key-line (right column)

05. Box key-line (left column)

06. Dividers

07. Table title cells

08. Table content cells

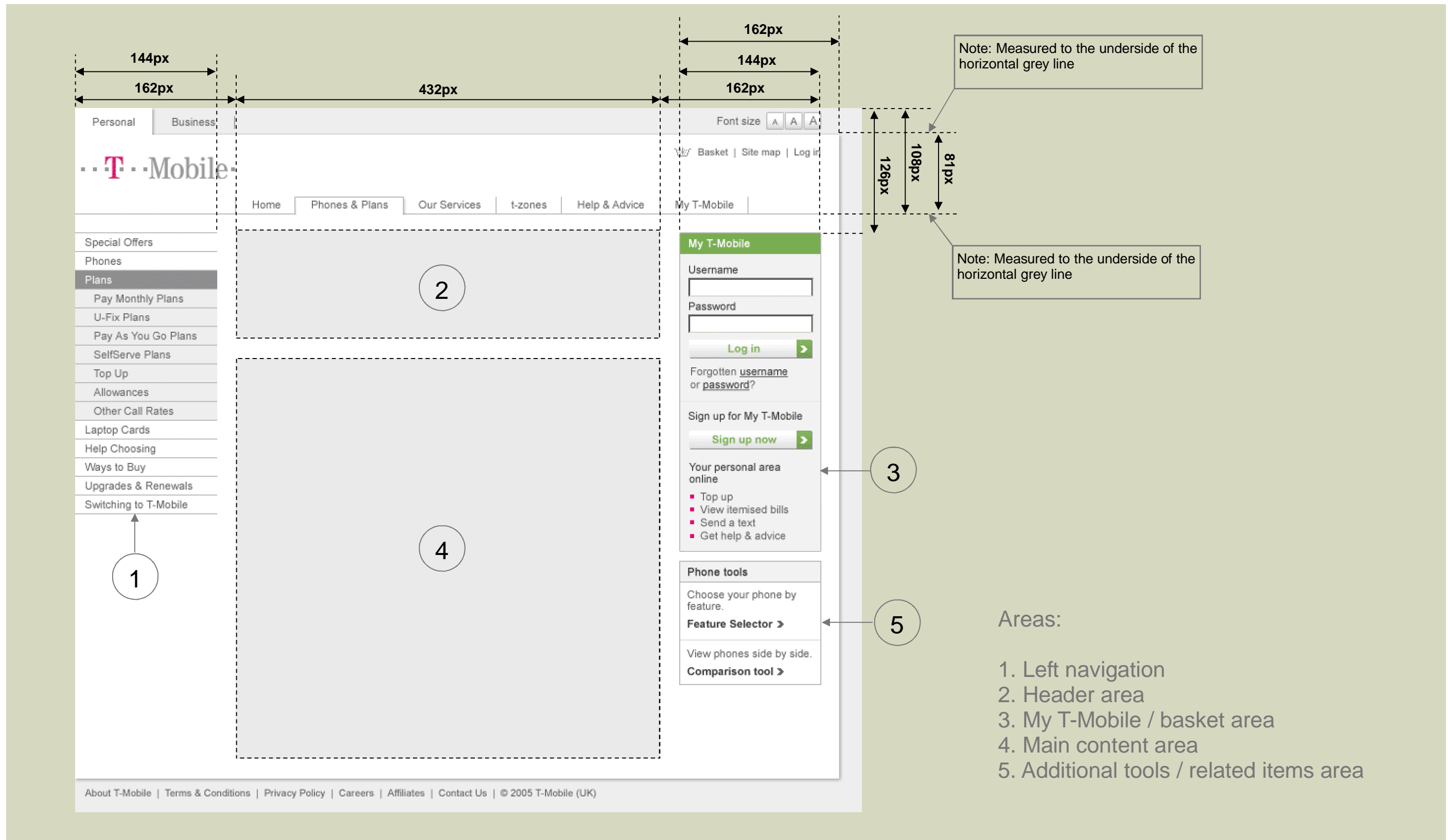
Table Highlights

9. My T-Mobile Tool

10. Shopping Related Devices

Basket

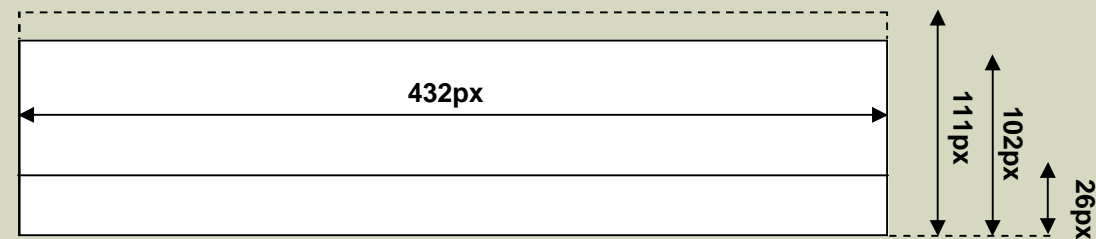
02. Master template



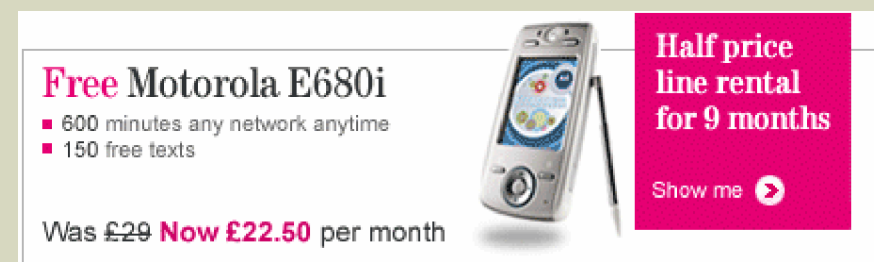
03 . Banners

Type: Content Banner

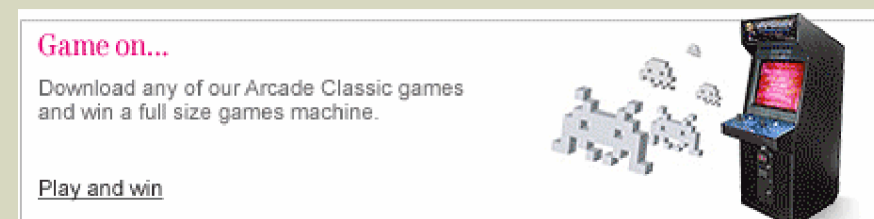
Main measurements:



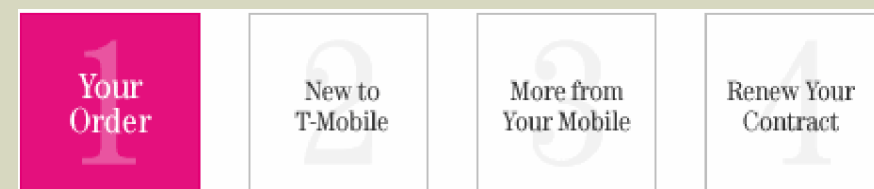
Sample variations:



Digit overlap



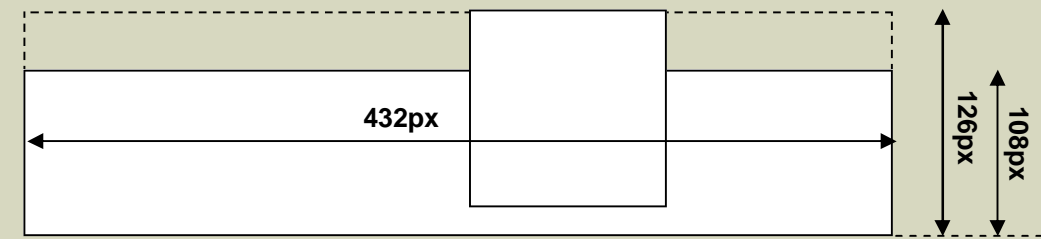
Standard overlap



Bespoke design

Type: Graphic Banner

Main measurements:



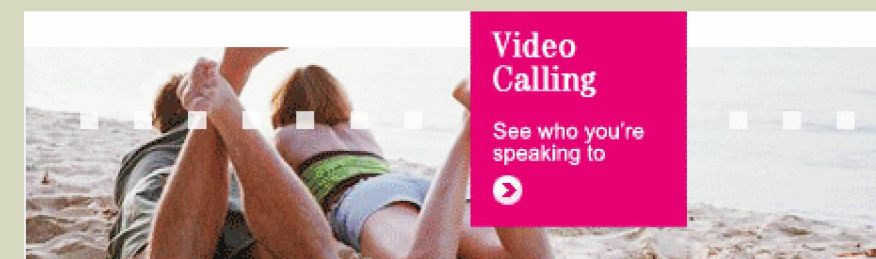
Sample variations:



Magenta digit middle right



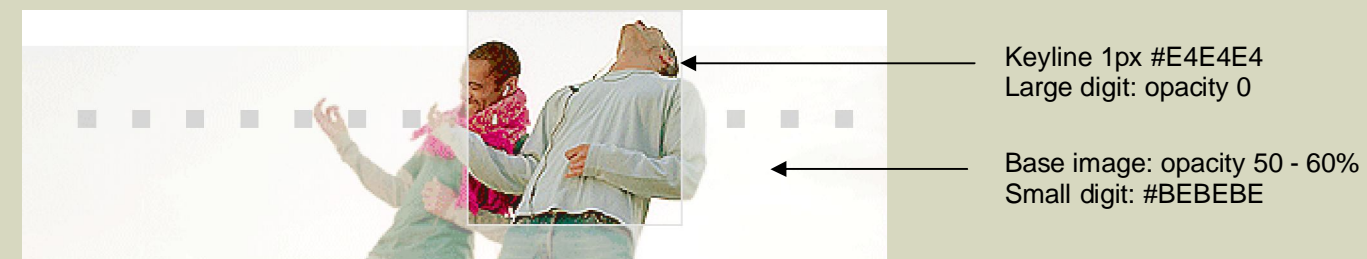
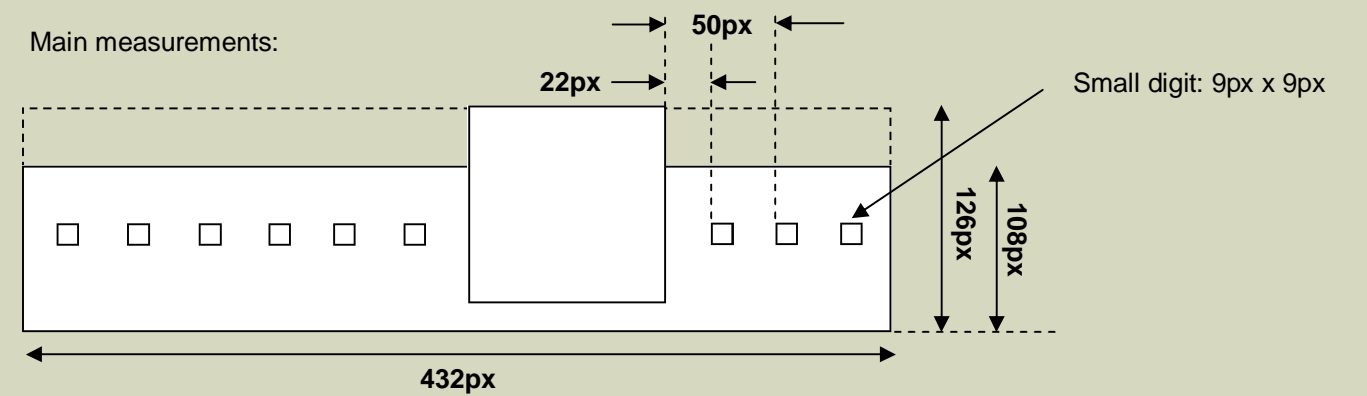
Blur and focus digit



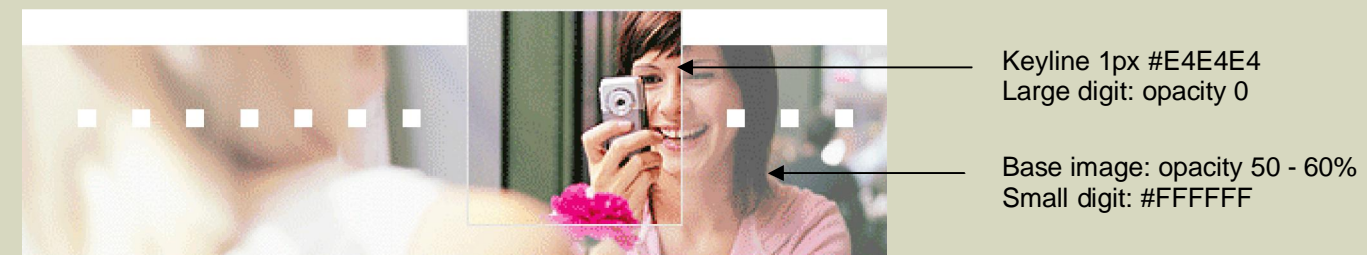
Magenta digit middle right

03 . Banners

Type: Graphic Banner



Light image



Dark image

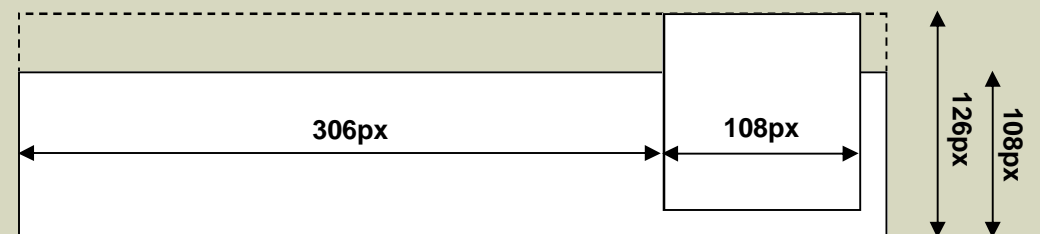
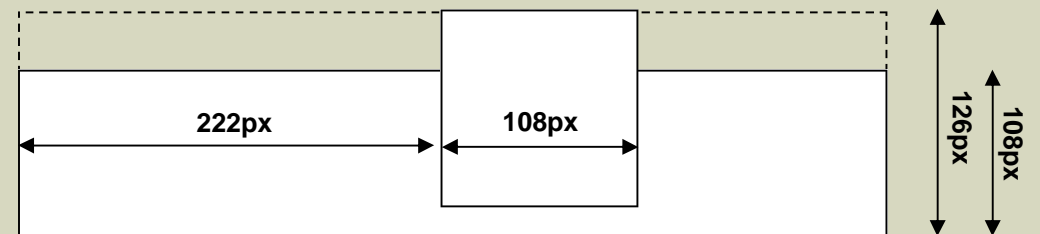


Dark image

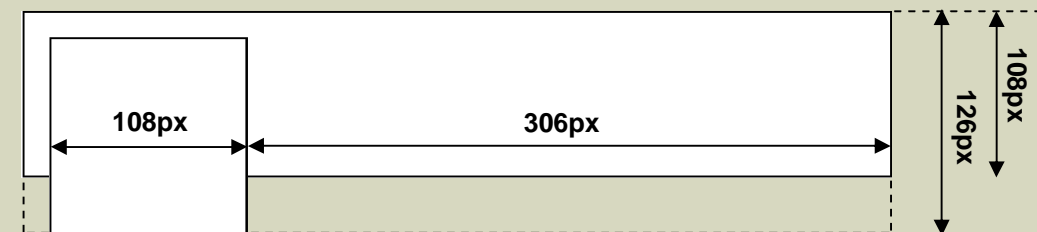
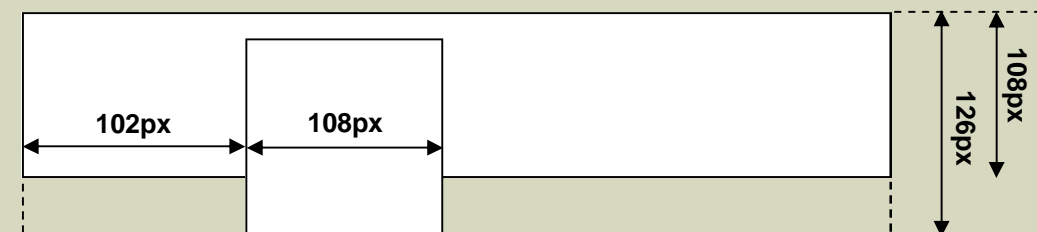
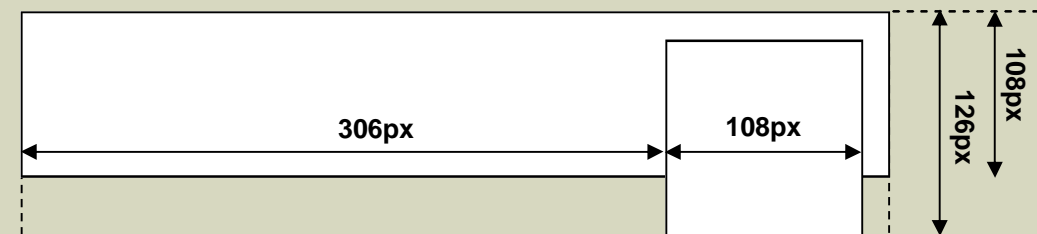
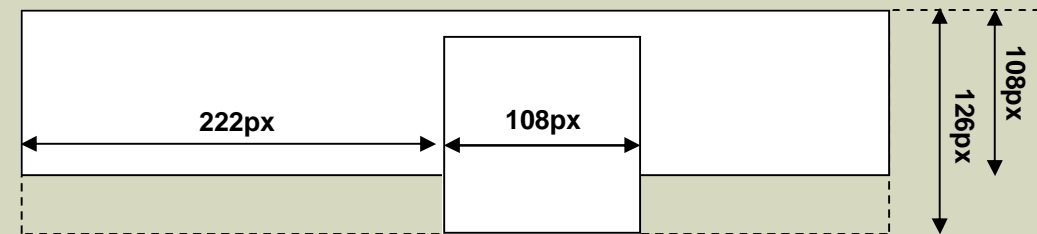
03 . Banners

Digit positions

Top overlap:



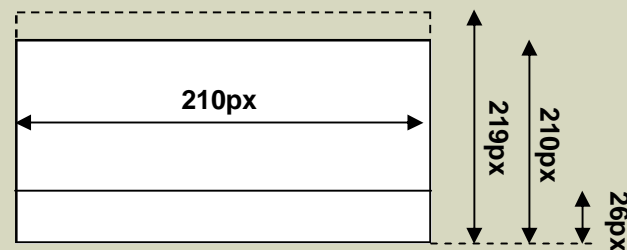
Bottom overlap:



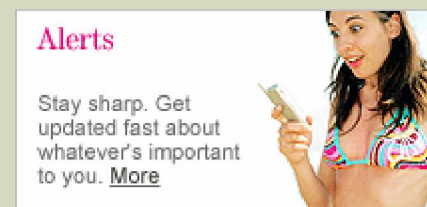
04 . Panels

Type: Small

Main measurements:



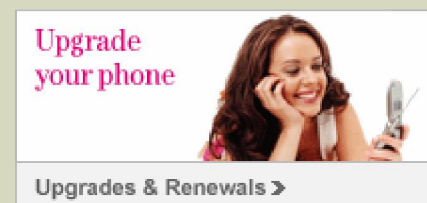
Sample variations:



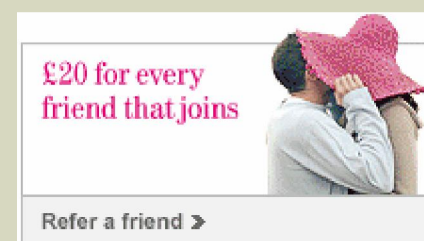
Standard



Overlap



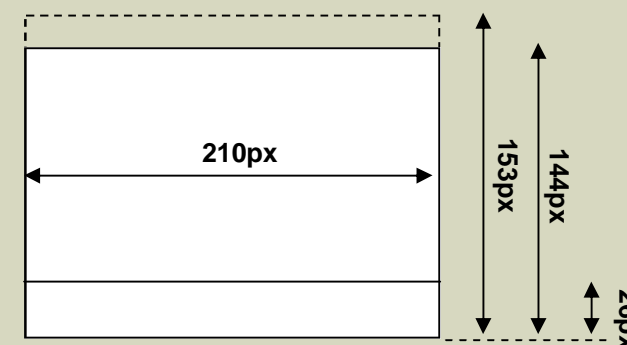
Action link



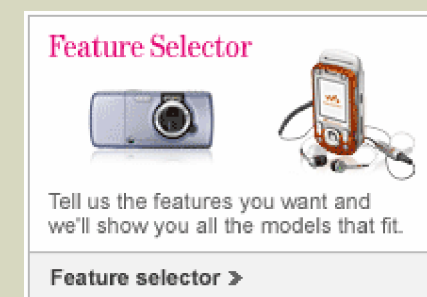
Action link with overlap

Type: Medium

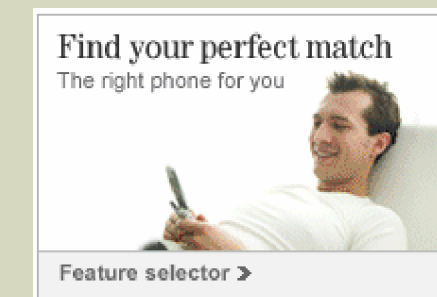
Main measurements:



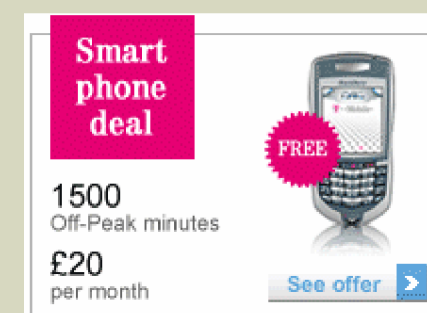
Sample variations:



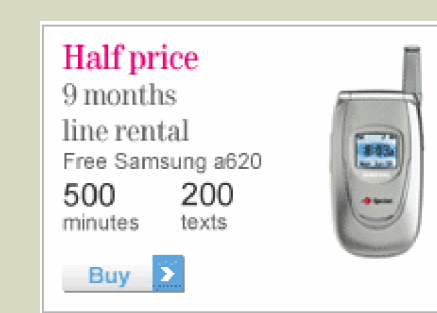
Standard



Standard



Special offer

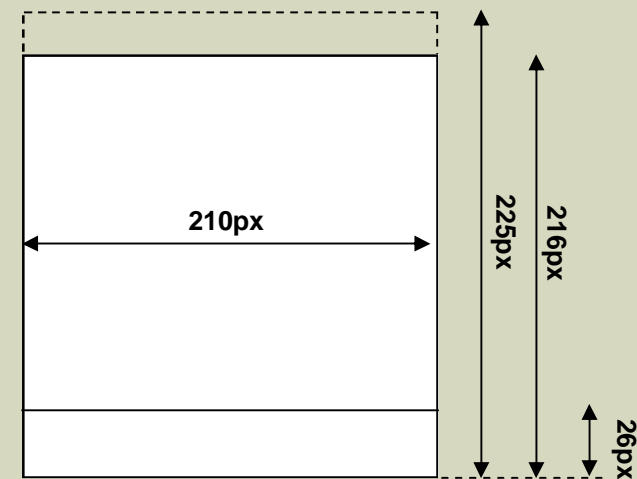


Standard offer

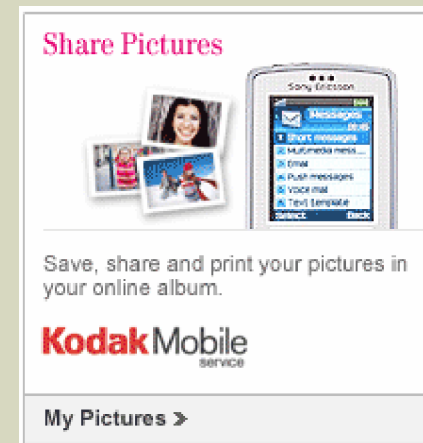
04 . Panels

Type: Large

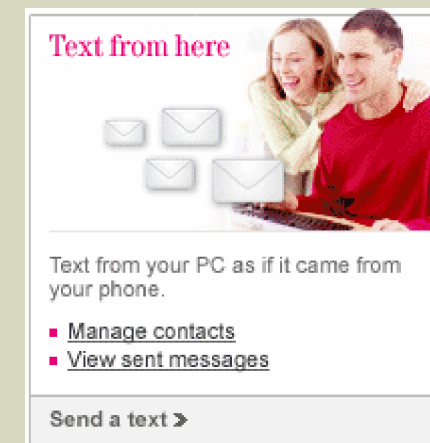
Main measurements:



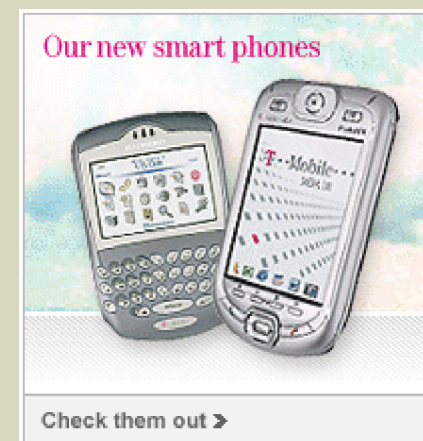
Sample variations:



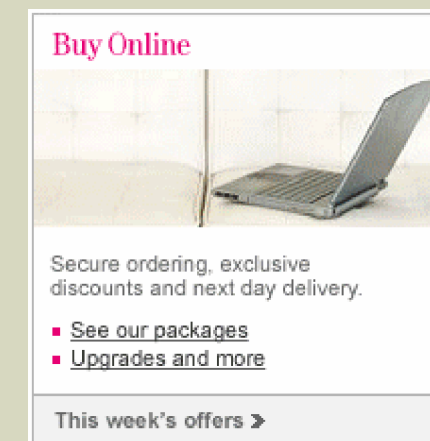
Standard



Overlap



Full image

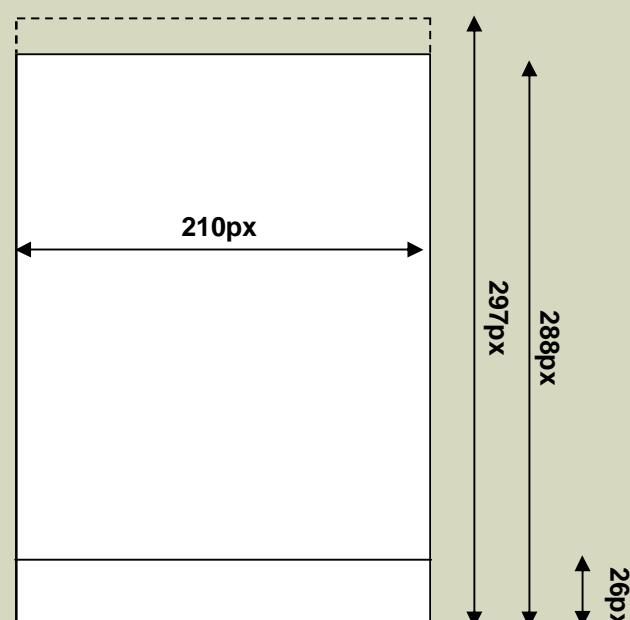


Standard

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

144px

504px

22px

60px

Compact logged in view

My T-Mobile

Hello Mark

Nokia 6630

My phone
Can I upgrade?

Manage Account

Edit Profile

207px

Pre-login view

My T-Mobile

Username

Password

Log in

Forgotten username
or password?

Sign up for My T-Mobile

Sign up now

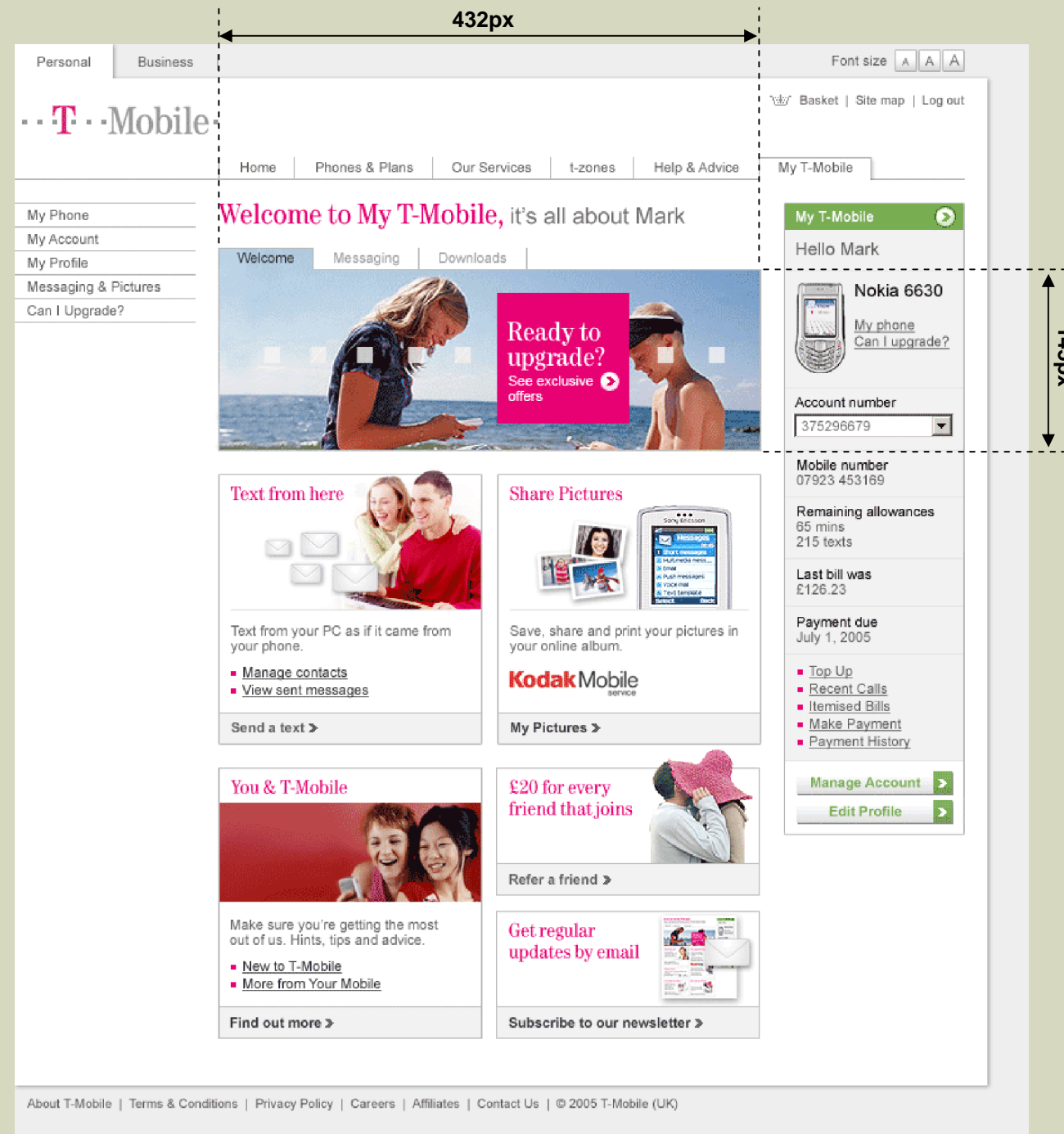
Your personal area
online

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

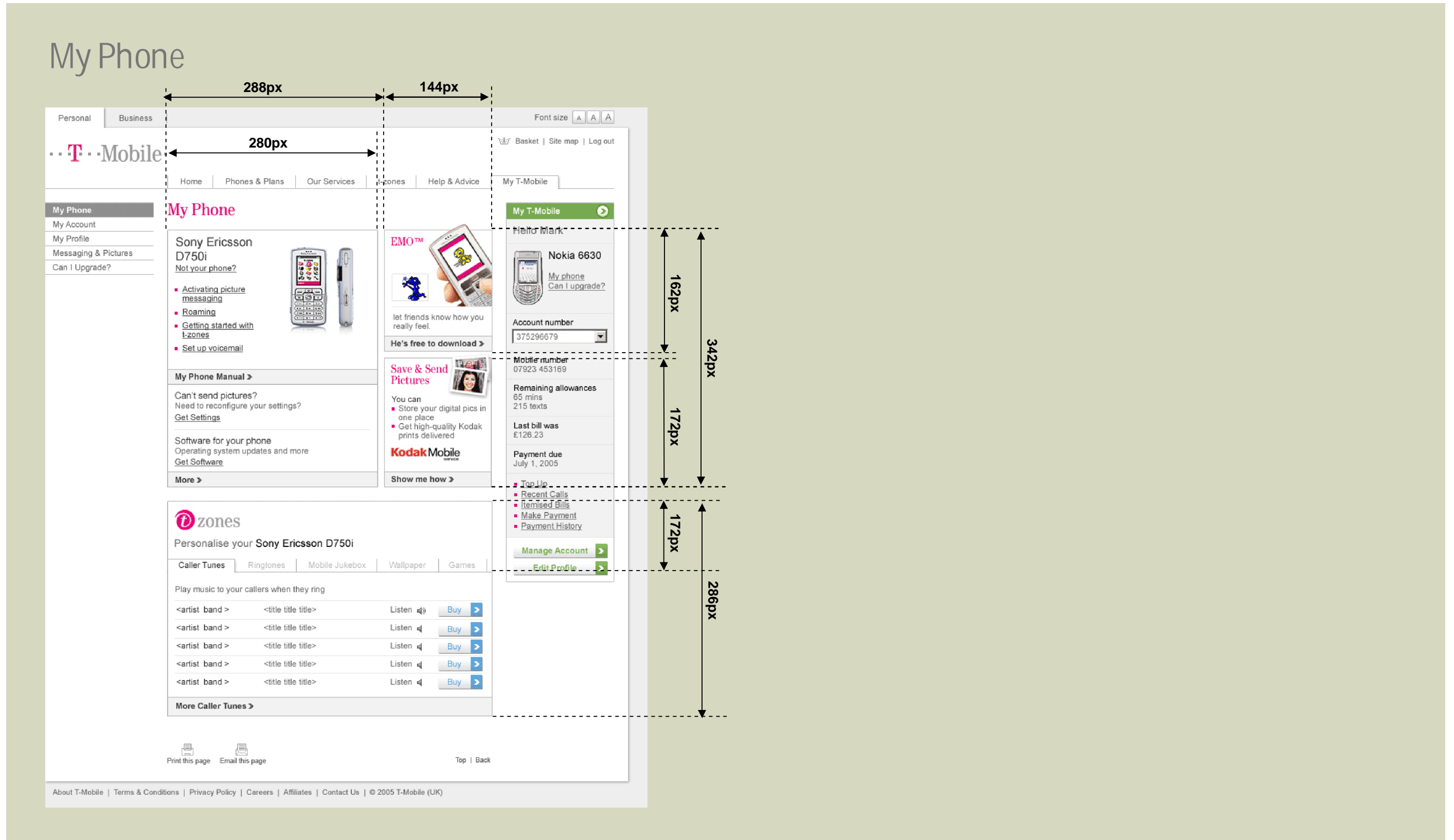
324px

07 . My T-Mobile

Logged-in homepage



07. My T-Mobile



The screenshot displays the T-Mobile website's 'My Profile' page. At the top, there's a navigation bar with 'Personal' and 'Business' tabs. Below this is a main header with links to 'Home', 'Phones & Plans', 'Our Services', 't-zones', and 'Help & Advice'. A left sidebar contains links to 'My Phone', 'My Account', 'My Profile' (which is highlighted), 'Content Lock', 'Messaging & Pictures', and 'Can I Upgrade?'. The central area is titled 'My Profile' and has sub-tabs for 'Personal details', 'Accounts', 'Security details', and 'Preferences'. The 'Personal details' tab is active, showing fields for Title (Mr), First name (Mark), Last name (Coombes), Date of birth (17/01/1954), Sex (Male), Contact mobile number (07944 123 456), Network (T-Mobile), Email (mark.coombes@complete.co.uk), and Contact by email? (Yes). An 'Edit' button is at the bottom right of this section. To the right of the main profile section is a sidebar with account information: 'Hello Mark', a Nokia 6630 phone image, 'My phone Can I upgrade?', 'Account number' (375296679), 'Mobile number' (07923 453169), 'Remaining allowances' (65 mins, 215 texts), 'Last bill was' (£126.23), and 'Payment due' (July 1, 2005). Below this is a list of links: 'Top Up', 'Recent Calls', 'Itemised Bills', 'Make Payment', and 'Payment History'. At the bottom of the sidebar are 'Manage Account' and 'Edit Profile' buttons. The bottom of the page features a 'Content Lock' section with a description and a 'Manage Content Lock' button, a 'Preferences' section with a description and a 'Newsletter preferences' button, and a footer with links to 'About T-Mobile', 'Terms & Conditions', 'Privacy Policy', 'Careers', 'Affiliates', 'Contact Us', and '© 2005 T-Mobile (UK)'. Annotations on the image indicate a width of 165px for the top navigation bar and 432px for the main header. A vertical arrow on the right indicates a scrollable area.

07 . My T-Mobile

Messaging & Pictures

The screenshot shows the 'Messaging & Pictures' page on the T-Mobile UK website. The page is divided into several sections with the following dimensions and layout details:

- Header:** The top navigation bar has a width of 277px. The T-Mobile logo is 288px wide.
- Left Sidebar:** Contains links for 'My Phone', 'My Account', 'My Profile', 'Messaging & Pictures' (highlighted), 'Kodak Mobile', and 'Can I upgrade?'.
- Main Content Area:**
 - Section Header:** 'Messaging & Pictures' (288px wide).
 - Sub-navigation:** 'Send text', 'Sent messages', 'Manage contacts'.
 - Message Form:** Includes a 'To (mobile number)' field, a 'Write your message here' text area, and status indicators for 'Texts used' (1) and 'Characters remaining' (160). Buttons for 'Clear' and 'Send' are present.
 - Image Placeholder:** A placeholder image of a woman holding a phone, with a width of 288px.
- Right Sidebar:**
 - My T-Mobile:** A green header with a right arrow.
 - Hello Mark:** A personalized greeting.
 - Nokia 6630:** A section titled 'My phone Can I upgrade?' featuring an image of the phone.
 - Account number:** 375296679.
 - Mobile number:** 07923 453169.
 - Remaining allowances:** 65 mins, 215 texts.
 - Last bill was:** £126.23.
 - Payment due:** July 1, 2005.
 - Quick Links:** Top Up, Recent Calls, Itemised Bills, Make Payment, Payment History.
 - Buttons:** 'Manage Account' and 'Edit Profile' with right arrows.

Annotations:

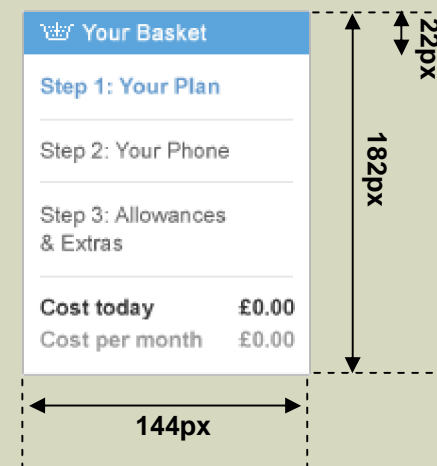
- A vertical dashed line separates the left sidebar from the main content area.
- A horizontal dashed line separates the main content area from the right sidebar.
- Dimensions are indicated by arrows: 277px for the top bar, 288px for the logo and sub-navigation, 218px for the right sidebar's main content, and 145px for the right sidebar's bottom section.

Footer: Includes links for 'About T-Mobile', 'Terms & Conditions', 'Privacy Policy', 'Careers', 'Affiliates', 'Contact Us', and '© 2005 T-Mobile (UK)'. There are also icons for 'Print this page' and 'Email this page'.

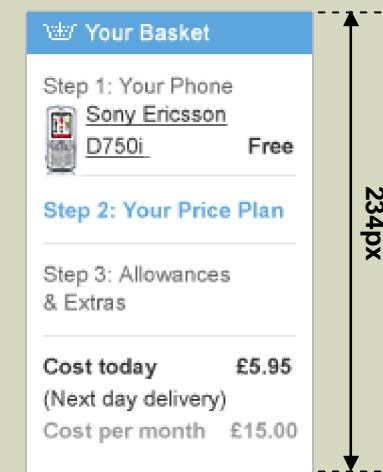
08 . Basket

Personalised basket functionality in the right navigation

Empty basket default



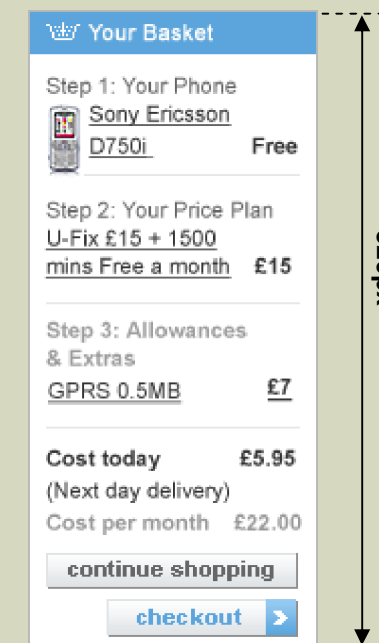
Step 1 complete



Step 2 complete



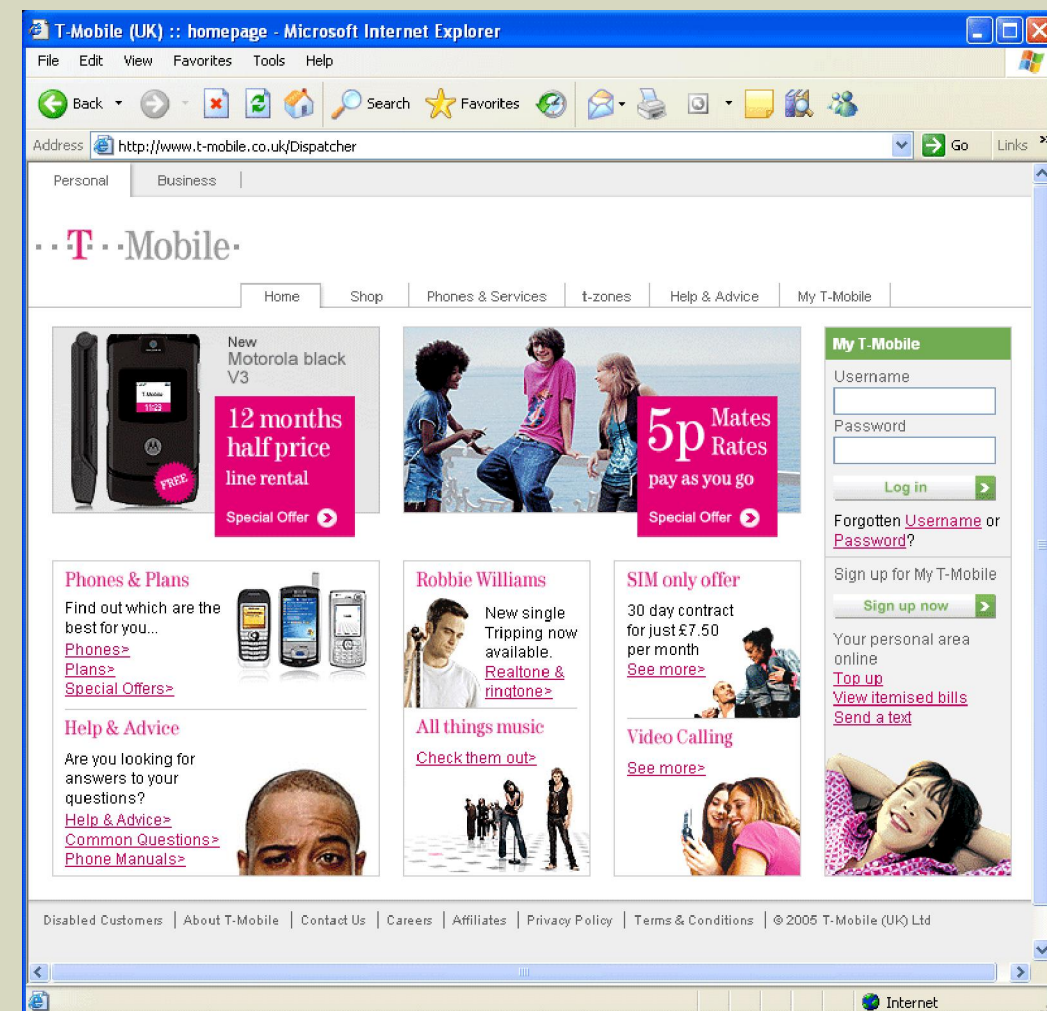
Step 3 complete



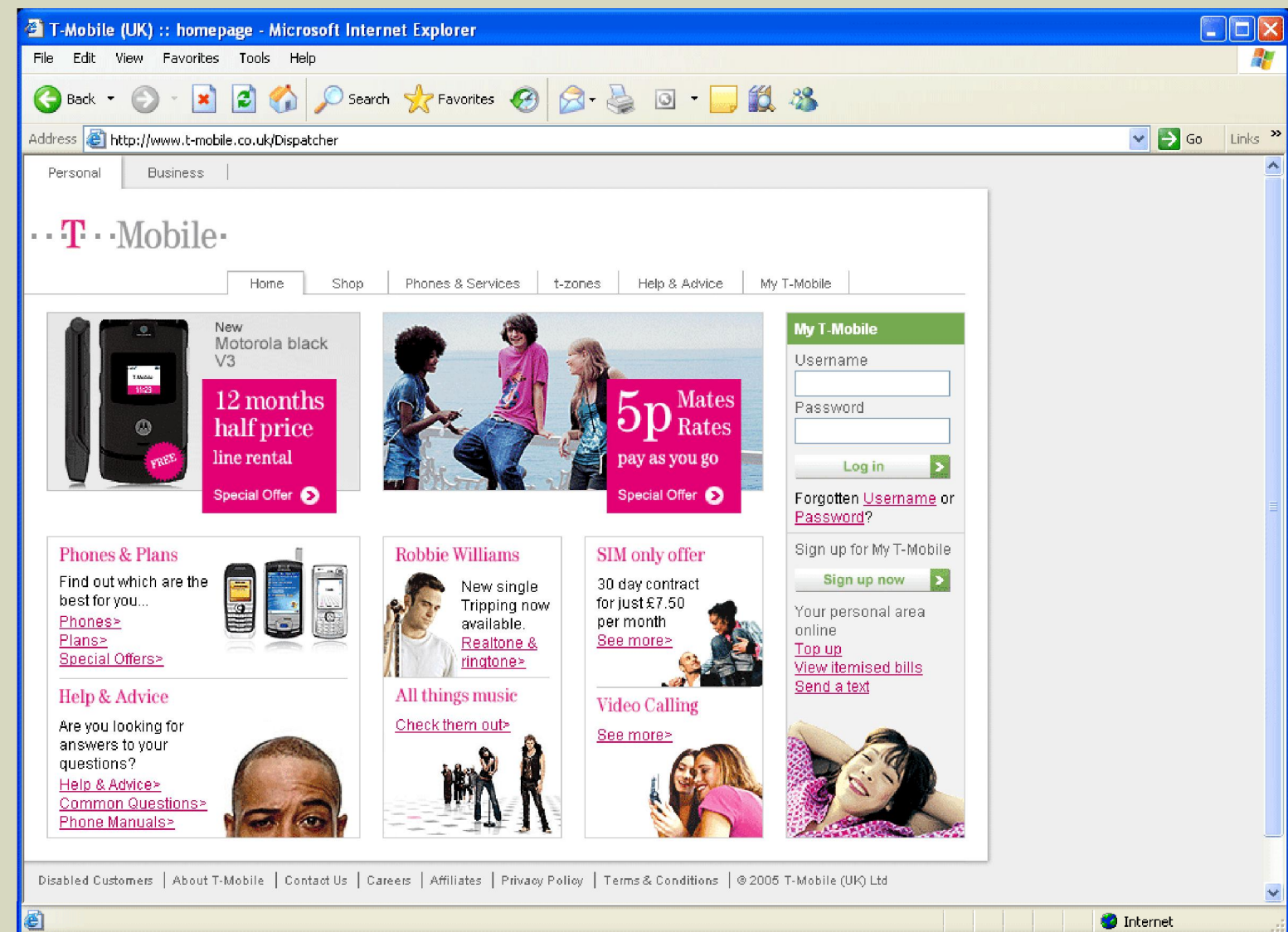
09. Bracket

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. On the right side, there are three stacked promotional banners. Dimensions are indicated with dashed lines and arrows:

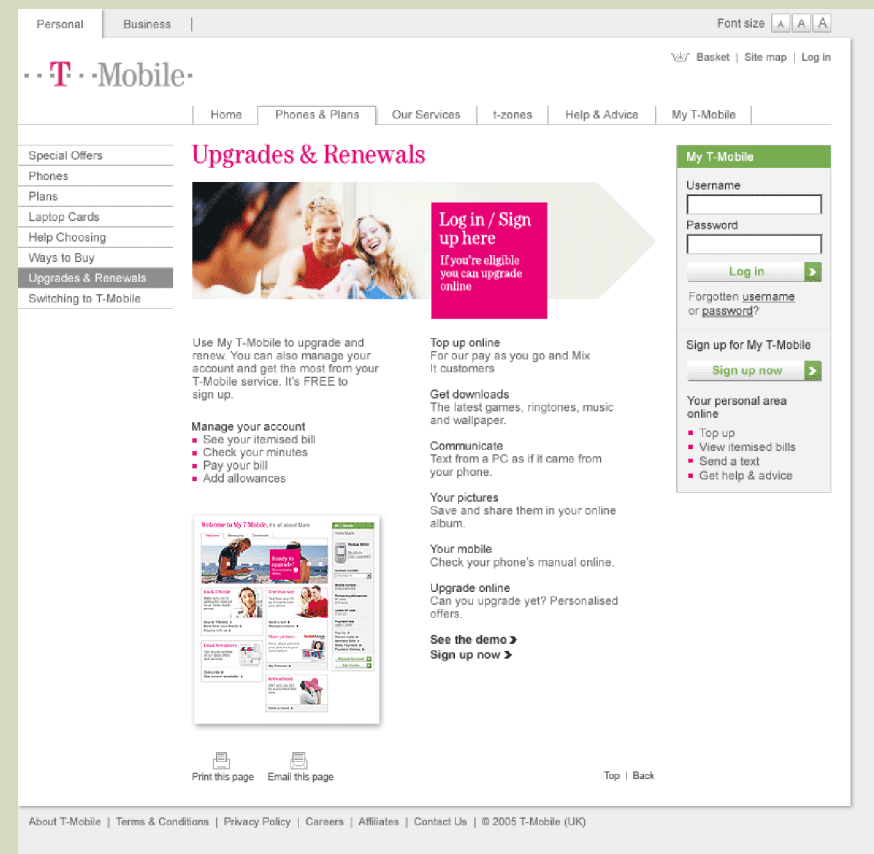
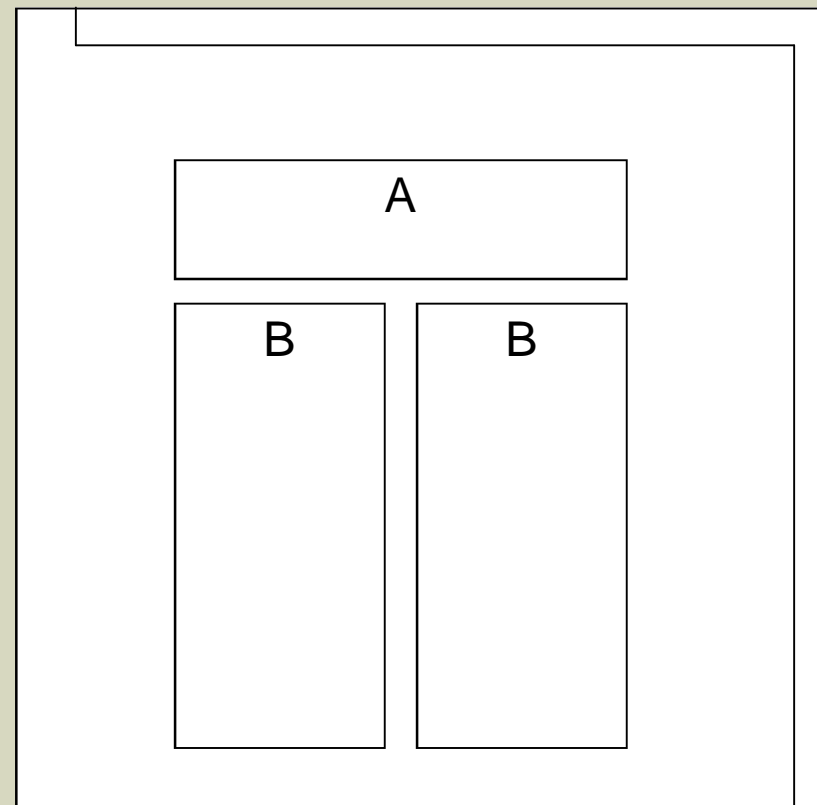
- The top banner, "Can't find what your looking for? Check out our full range >", has a height of 85px.
- The middle banner, "A hit or miss? Give us your feedback on Hot Artists >", has a height of 94px.
- The bottom banner, "Realtones now £3 Real music at real prices", has a width of 215px.
- The entire stack of three banners has a total width of 232px.

The website content includes a navigation bar with links like Home, Phones & Plans, and a "My T-Mobile" section with login and sign-up options. The main content area features sections for "t-zones" (entertainment), "Play games", "Listen to music", and "Today's top ringtones".

11 . Template A3

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

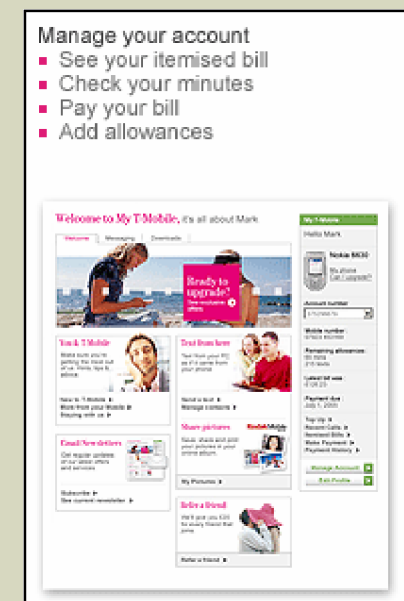
Main layout format:



Sample content:



A. Banner header

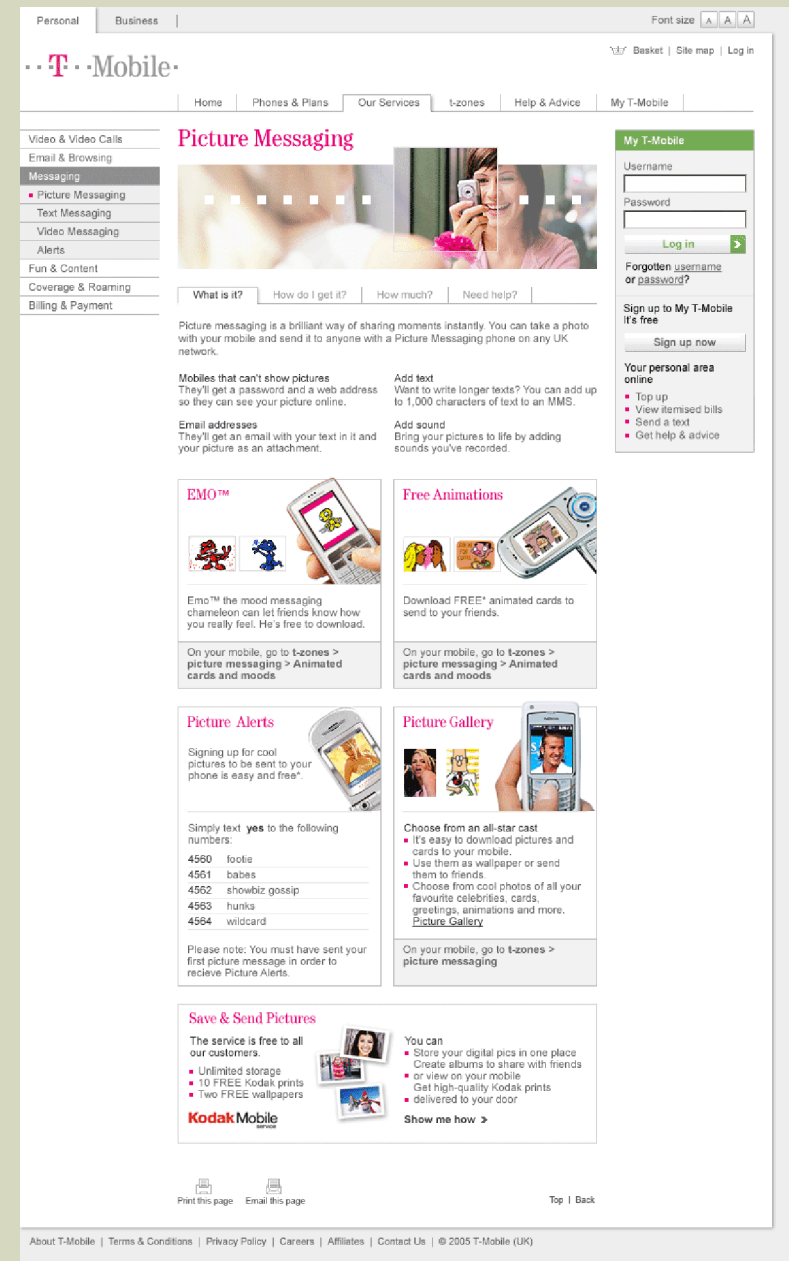
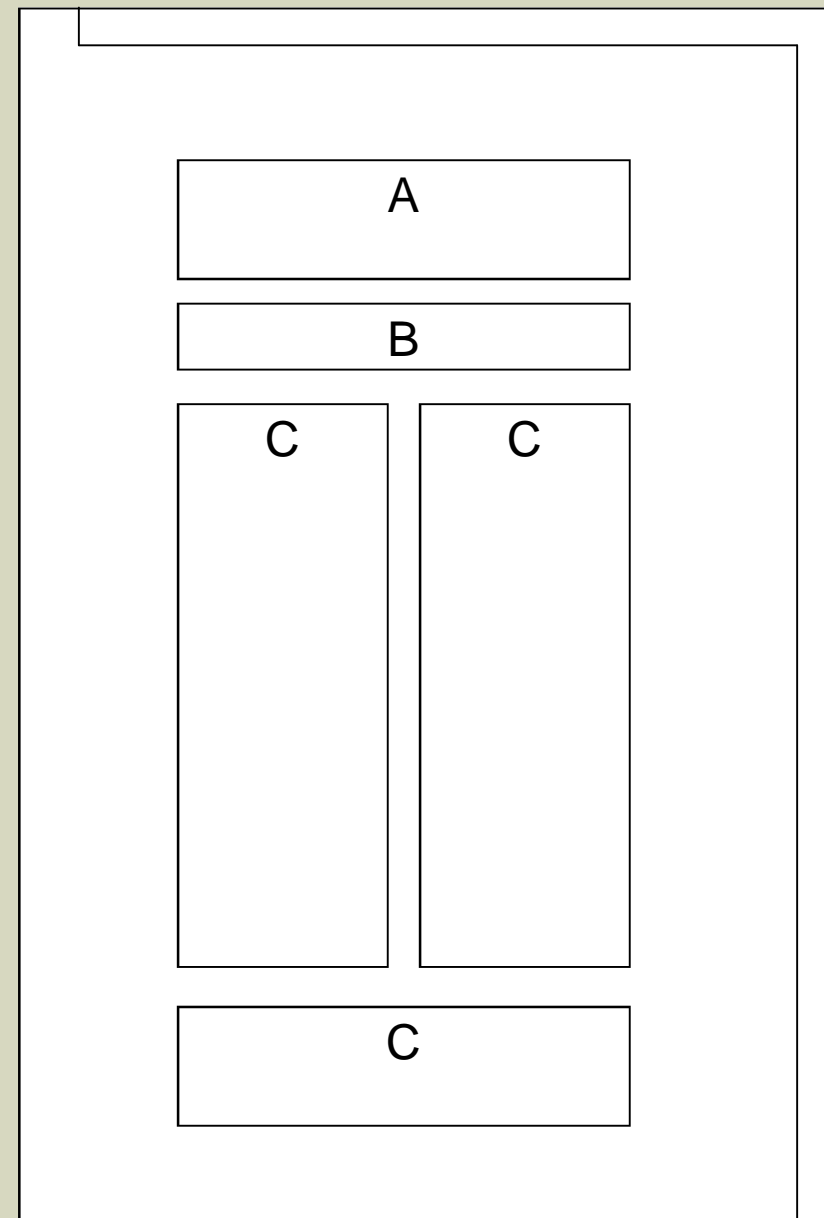


B. Standard content

11 . Template A4

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

Main layout format:



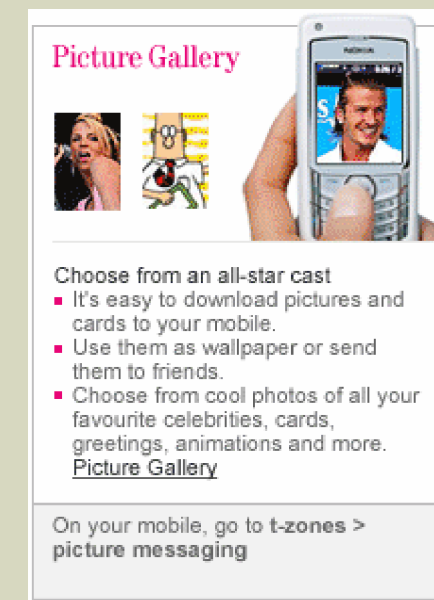
Sample content:



A. Banner header



B. Sub navigation

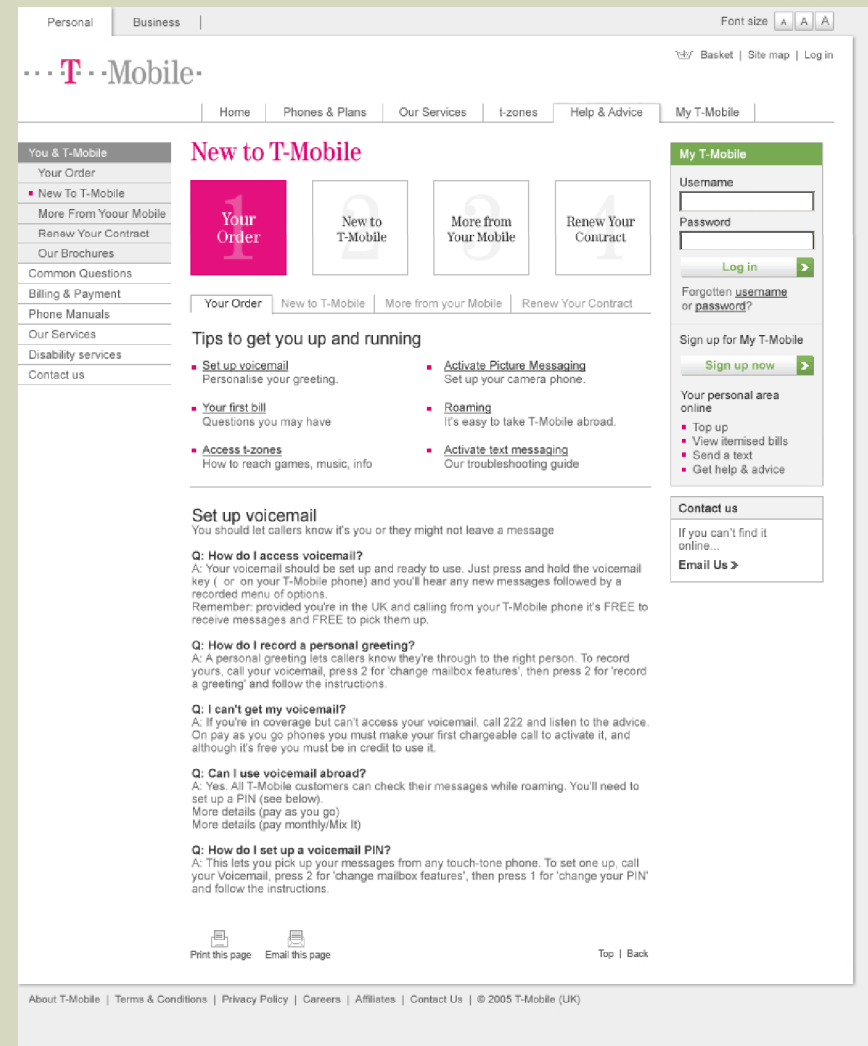
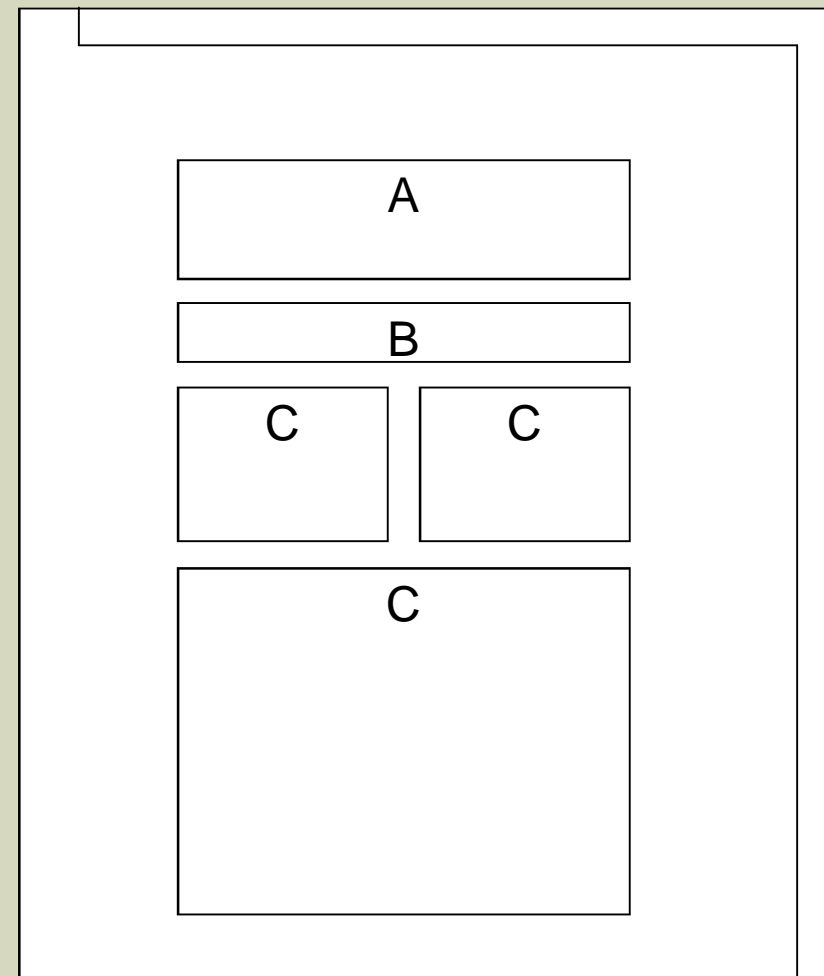


C. Standard content

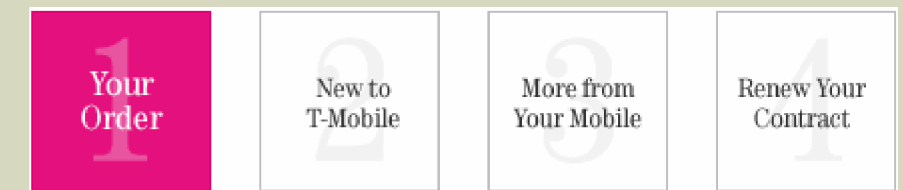
11 . Template A7

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

Main layout format:



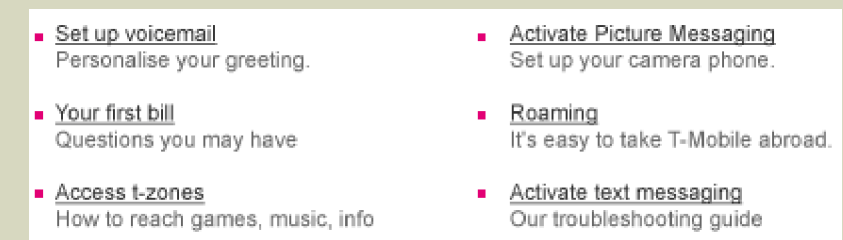
Sample content:



A. Banner header



B. Sub navigation

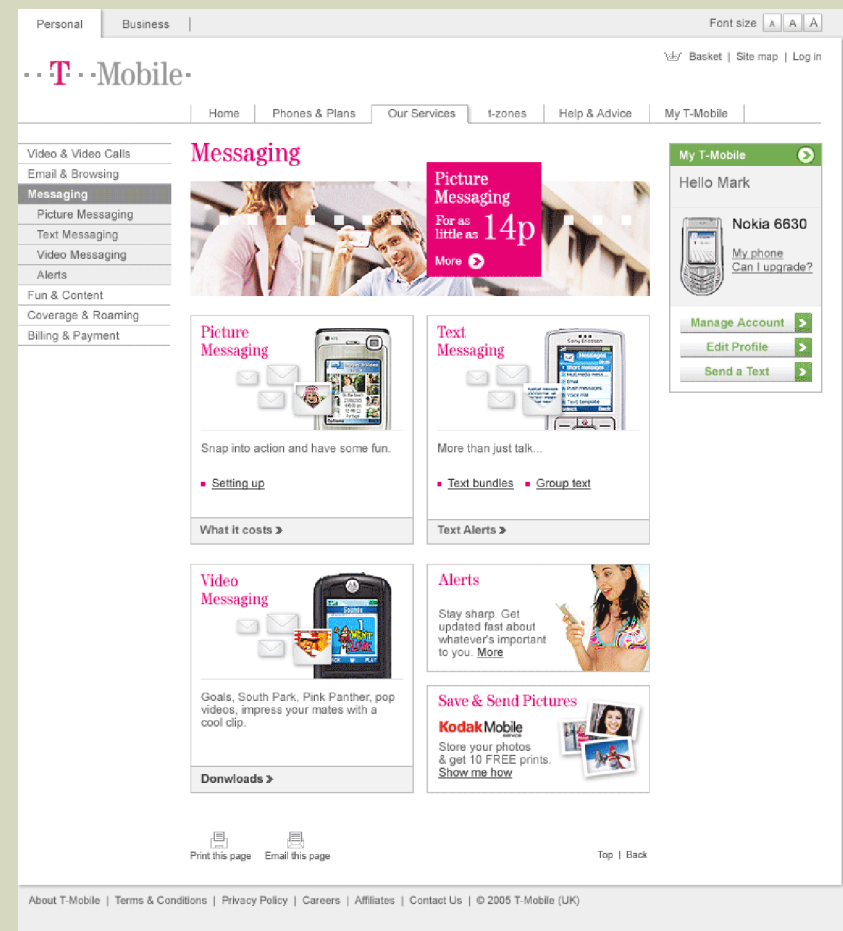
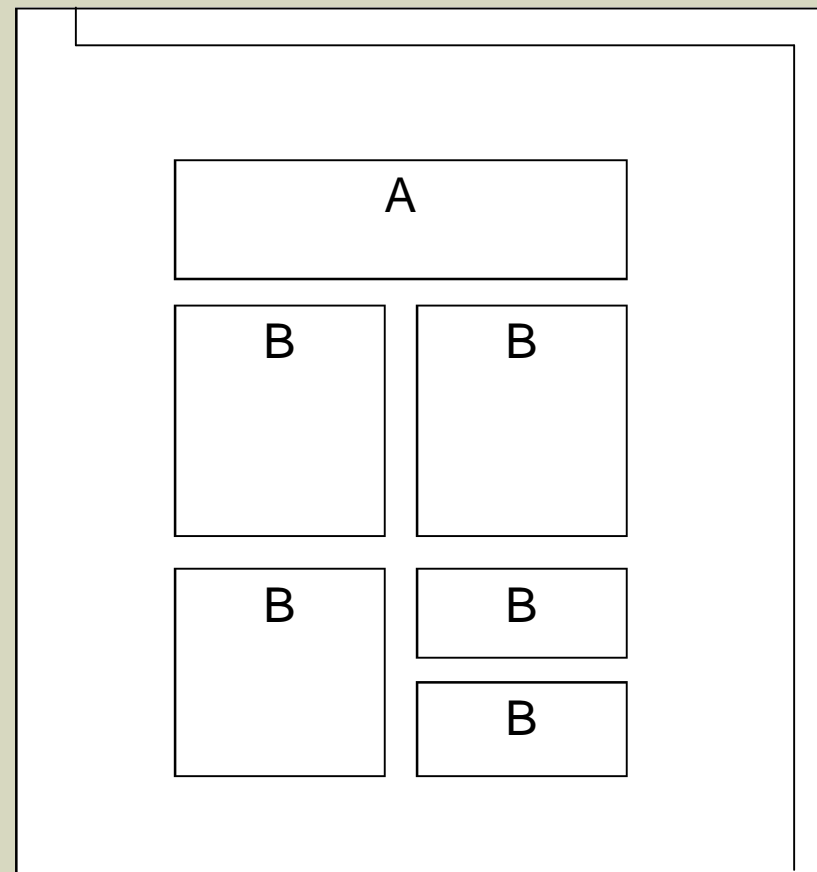


C. Content

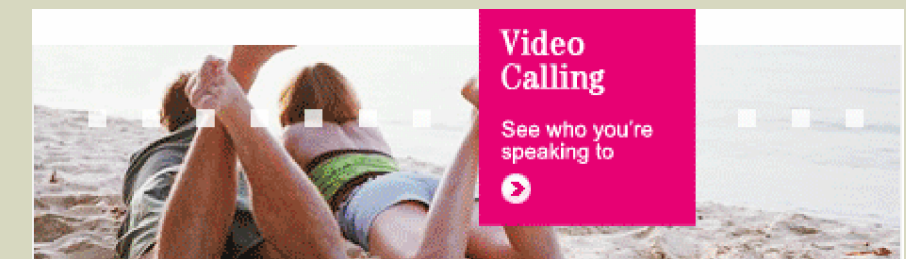
11 . Template F1

Type: Standard page with small and medium column content panels

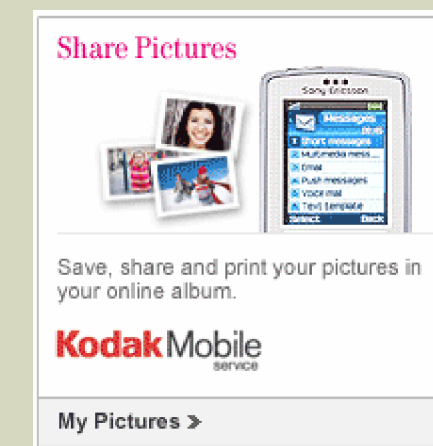
Main layout format:



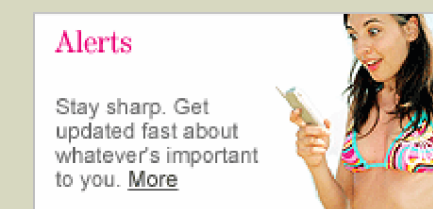
Sample content:



A. Banner header



B. Content



B. Content

11 . Template P1

Type: Special offer listing

Main layout format:

A	
B	
B	
B	B
B	
B	
B	

Personal Business Font size A A A

..T-Mobile..

Home Phones & Plans Our Services t-zones Help & Advice My T-Mobile

Special Offers

Any network anytime Off peak U-Fix Text

Free Motorola E680i

600 minutes any network anytime
150 free texts

Was £29 Now £22.50 per month

Half price line rental

600 mins (300 after 6 months)
150 free texts
Half price line rental for 6 months

Was £29 Now £12.50 per month

Choose your free phone

Nokia C230 Samsung D500 Nokia 6230 Nokia 6170

Half price 9 months line rental

Free Samsung a620
500 minutes 200 texts

Buy

Double minutes Double texts

600 mins (300 after 6 months)
600 free texts (300 after 6 months)
Half price line rental for 6 months

Was £29 Now £19.50 per month

Choose your free phone

Nokia C230 Samsung D500 Nokia 6230 Nokia 6170

Double texts

300 mins
300 free texts (150 after 6 months)
Half price line rental for 6 months

Was £22 Now £16.50 per month

Choose your free phone

Nokia C230 Samsung D500 Nokia 6230 Nokia 6170

Great offers on our smart phones

See latest smart phones >

Smart phone deal

1500 Off-Peak minutes
£20 per month

See offer

Last few days

1500 Off-Peak minutes
£20 per month

See offer

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

Phone tools

Choose the best phone and plan for you

Create your own package >

Why T-Mobile?

Make great savings when you buy online

Fast and secure
Next day delivery
Free voicemail in the UK
Keep your mobile number

Print this page Email this page

Top | Back

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

Free Motorola E680i

600 minutes any network anytime
150 free texts

Was £29 Now £22.50 per month

Half price line rental for 9 months

Show me >

B. Content banner

Half price 9 months line rental

Free Samsung a620
500 minutes 200 texts

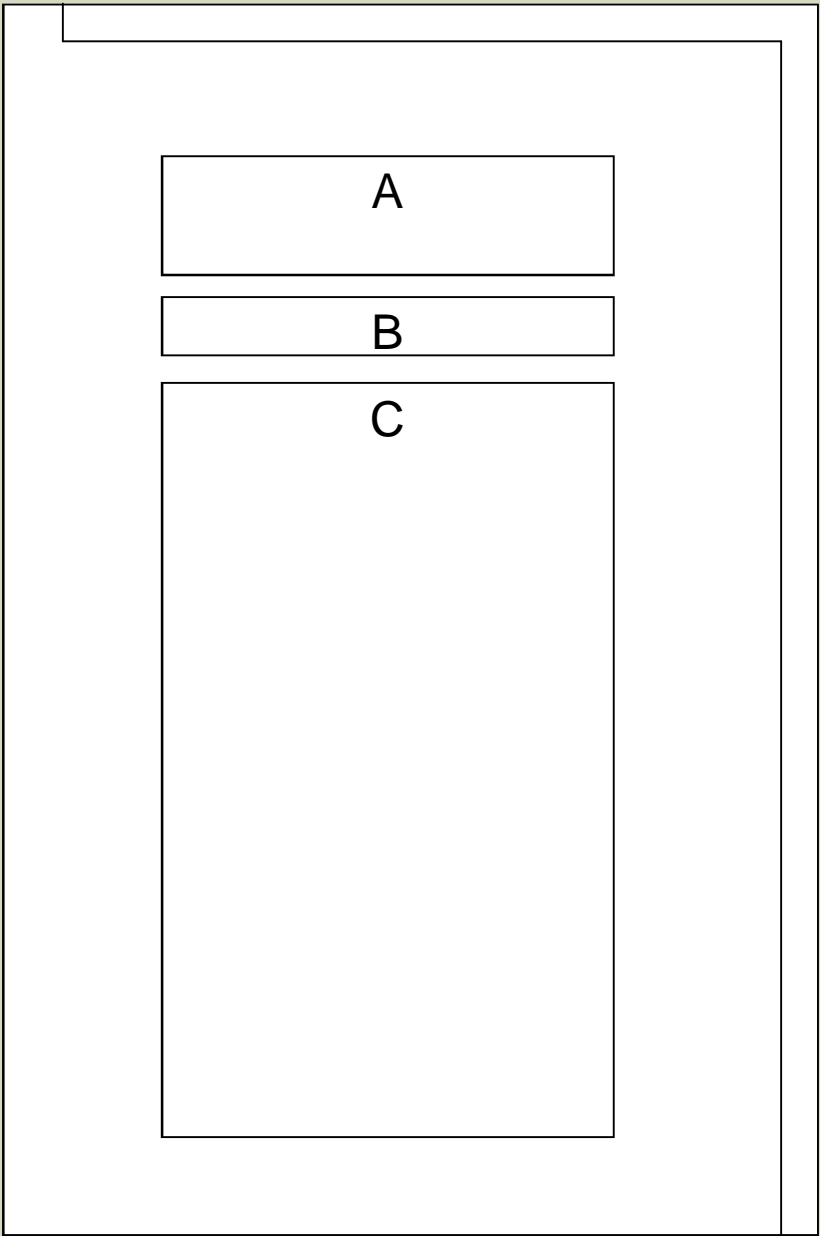
Buy

B. Content panel

11 . Template P4

Type: Plan listing

Main layout format:



Sample content:



A. Content panel



B. Sub navigation

Contract	Inclusive per month	Plan details	Monthly charge	Phone	Choose plan
18 months					
Relax 50 (18)	50 minutes 0 texts +1500 minutes free	More	£15	£999.99	Select

C. Content table

PersonalBusiness

Font size

Basket | Site map | Log in

HomePhones & PlansOur Servicesi-zonesHelp & AdviceMy T-Mobile

Special OffersPhonesPlansPay Monthly PlansU-Fix PlansPay As You Go PlansSelf/Serve PlansTop UpAllowancesOther Call RatesLaptop CardsHelp ChoosingWays to BuyUpgrades & RenewalsSwitching to T-Mobile

Pay Monthly Plans

600 minutes
200 texts
£33 per month
Buy now

RelaxEveryoneFree-Time

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

Call any UK network, at any timeInclusive minutes every monthDouble minutes and texts on selected plansFree voicemail

Contract	Inclusive per month	Plan details	Monthly charge	Phone	Choose plan
Relax 50 (18)	50 minutes 0 texts +1500 minutes free	More	£15	£999.99	Select
Relax 150 (18) Self Service	150 minutes 0 texts +1500 minutes free	More	£21	FREE	Select
Relax 300 (18) Self Service	300 minutes 0 texts	More	£25	FREE	Select
Relax 300 (18) Self Service plus text	300 minutes 100 texts +1500 minutes free	More	£29	FREE	Select
Relax 300 (18) Self Service plus text	300 minutes 100 texts Half price line rental for 6 months	More	£29	FREE	Select
Relax 400 (18)	400 minutes 100 texts	More	£33	FREE	Select

* Double minutes double texts subject to new connection to Relax 150 (18) Self Serve, Relax 300 (18) Self Service or Everyone 750 Off peak (18) Self Serve. Double minutes and double texts apply in months 1 to 6 and do not roll over. Double texts subject purchase of a 100 text bundle. You may lose your eligibility for double texts if you move to another price plan without inclusive 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.

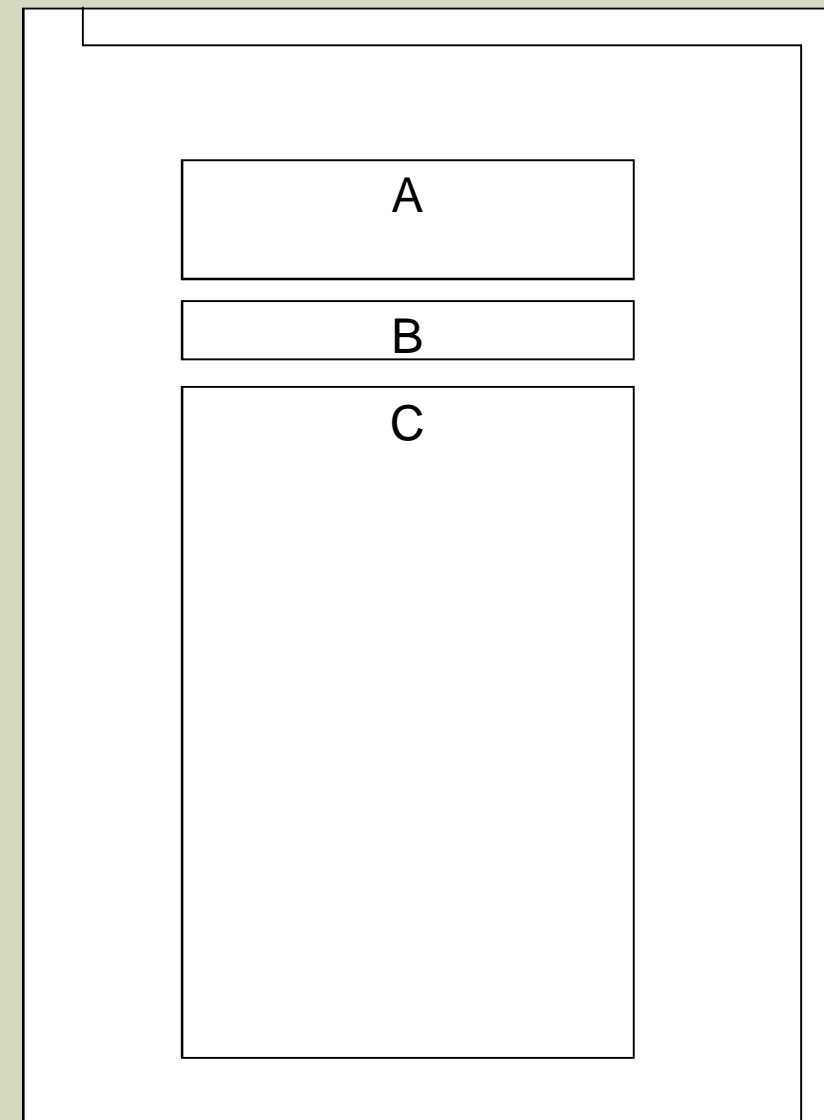
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11 . Template P5

Type: Detail offer

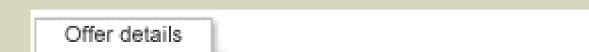
Main layout format:



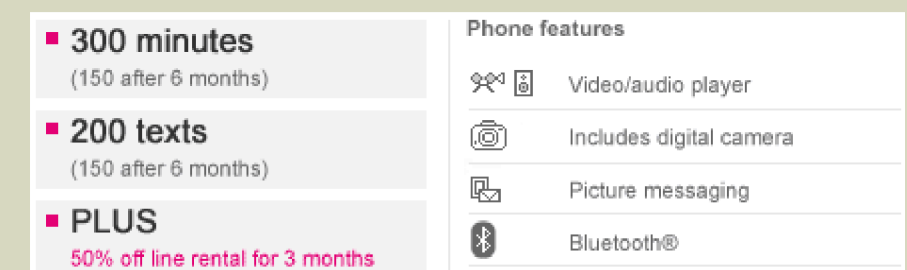
Sample content:



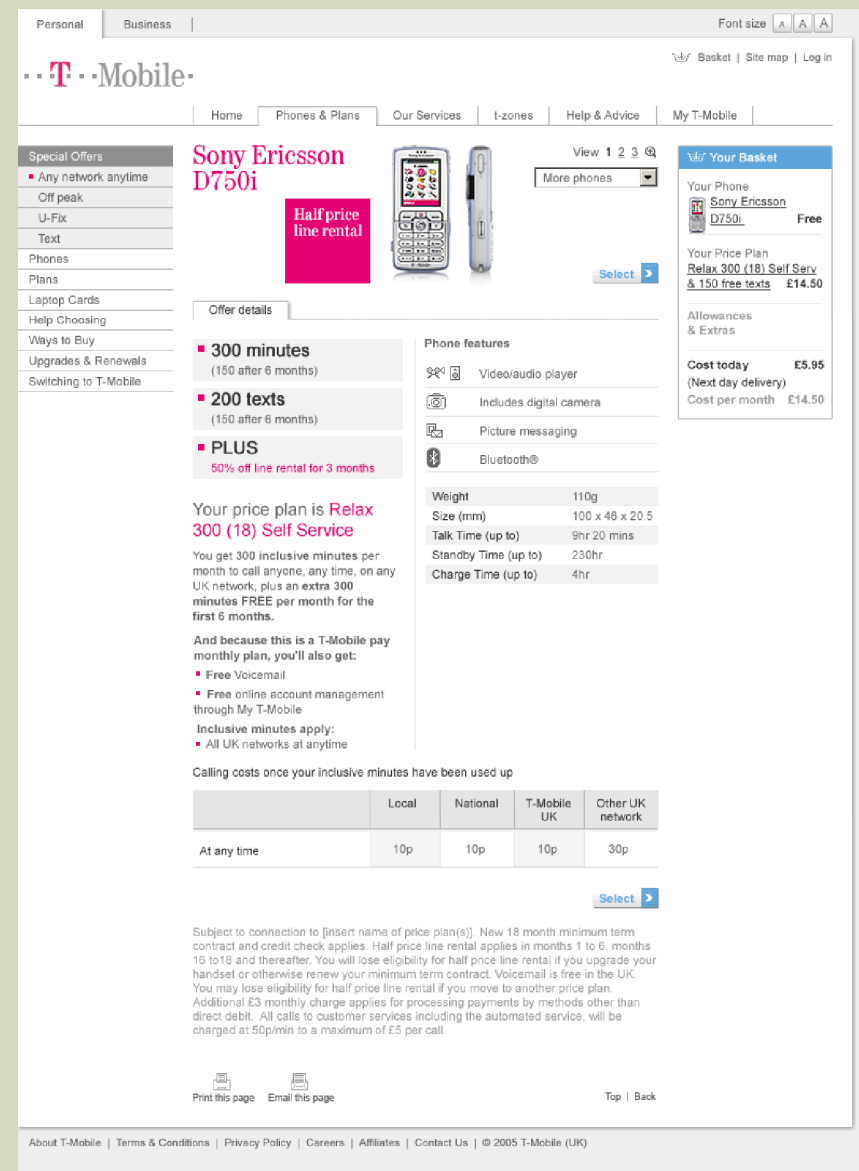
A. Header content



B. Sub navigation



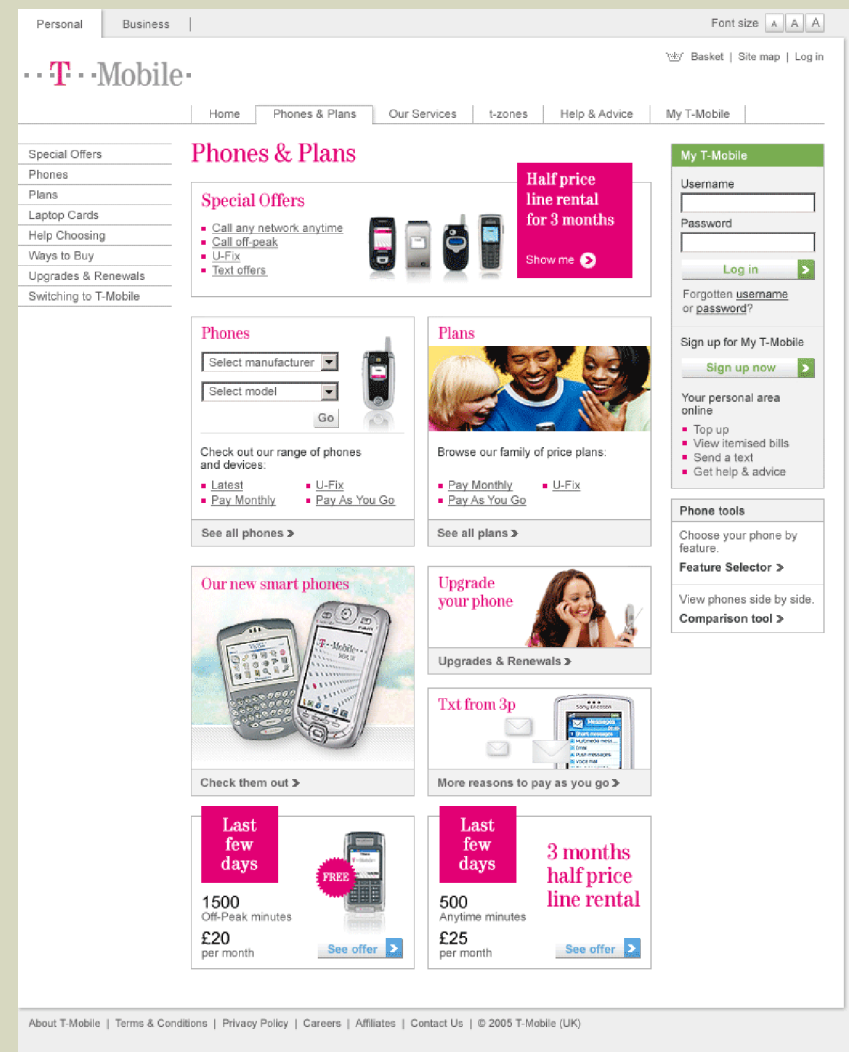
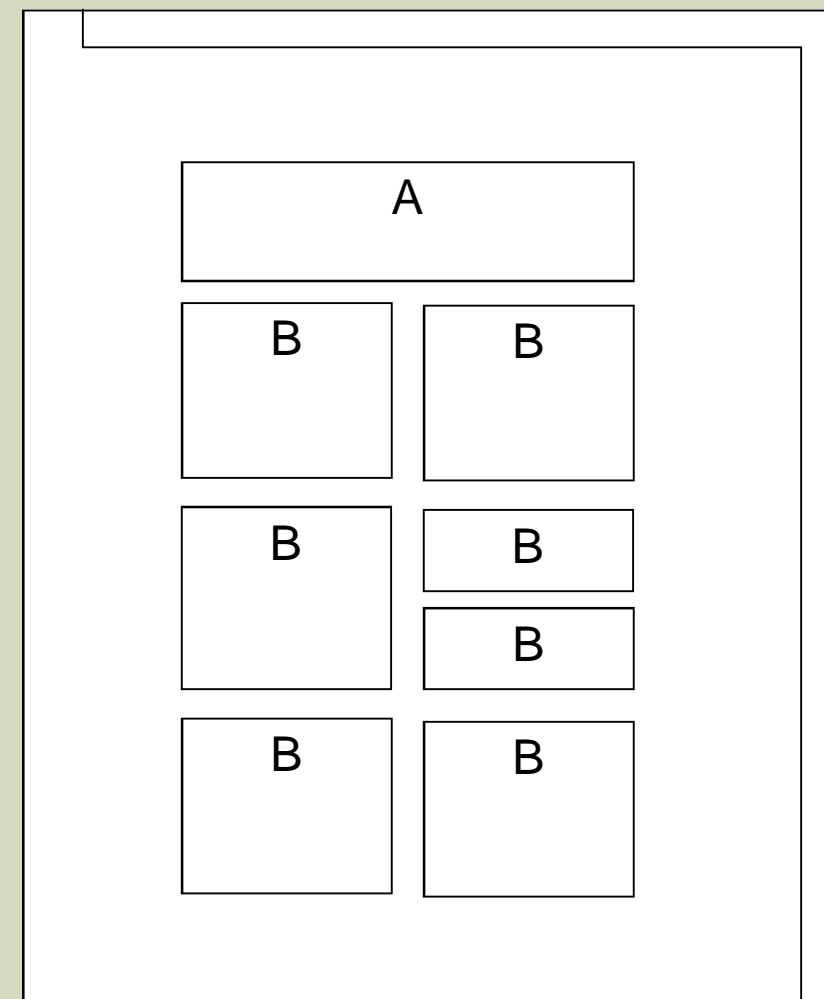
C. Content



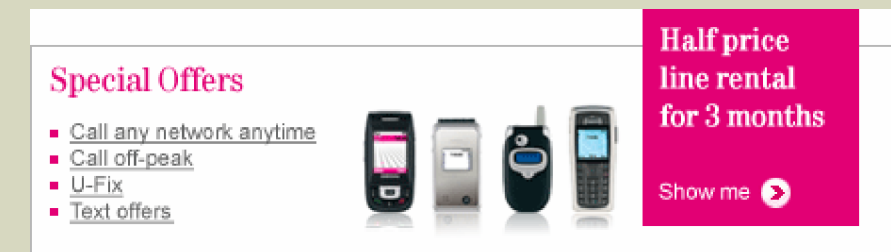
11 . Template L1

Type: Landing page with column content panels

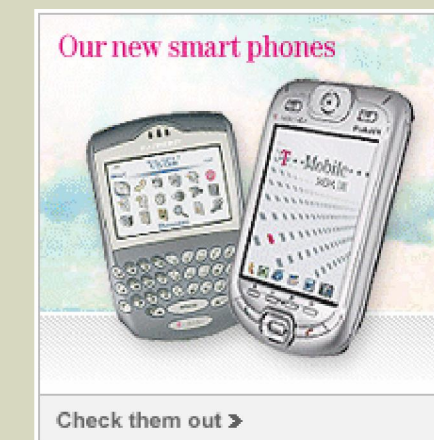
Main layout format:



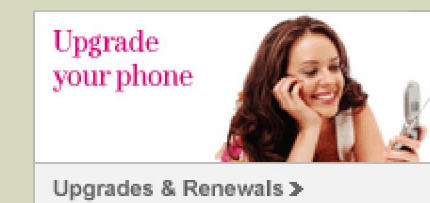
Sample content:



A. Header content



B. Content



B. Content