T-Mobile

UK Web style guide

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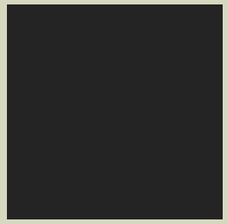
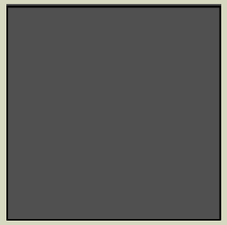
01 . Colours

Palette range:

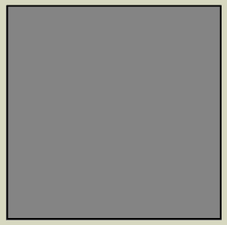
01. #333333



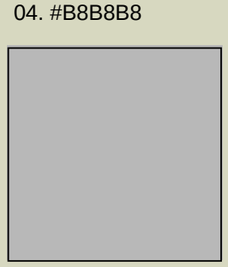
02. #666666



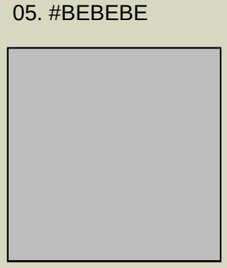
03. #999999



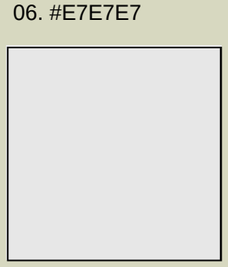
04. #B8B8B8



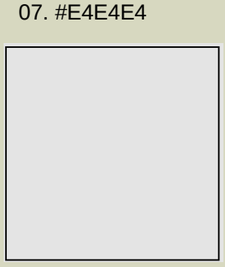
05. #BEBEBE



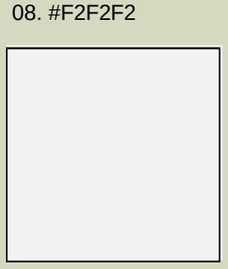
06. #E7E7E7



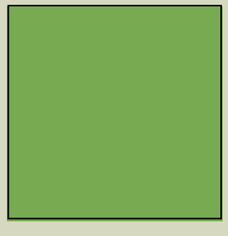
07. #E4E4E4



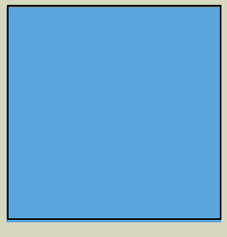
08. #F2F2F2



09. #78AA51



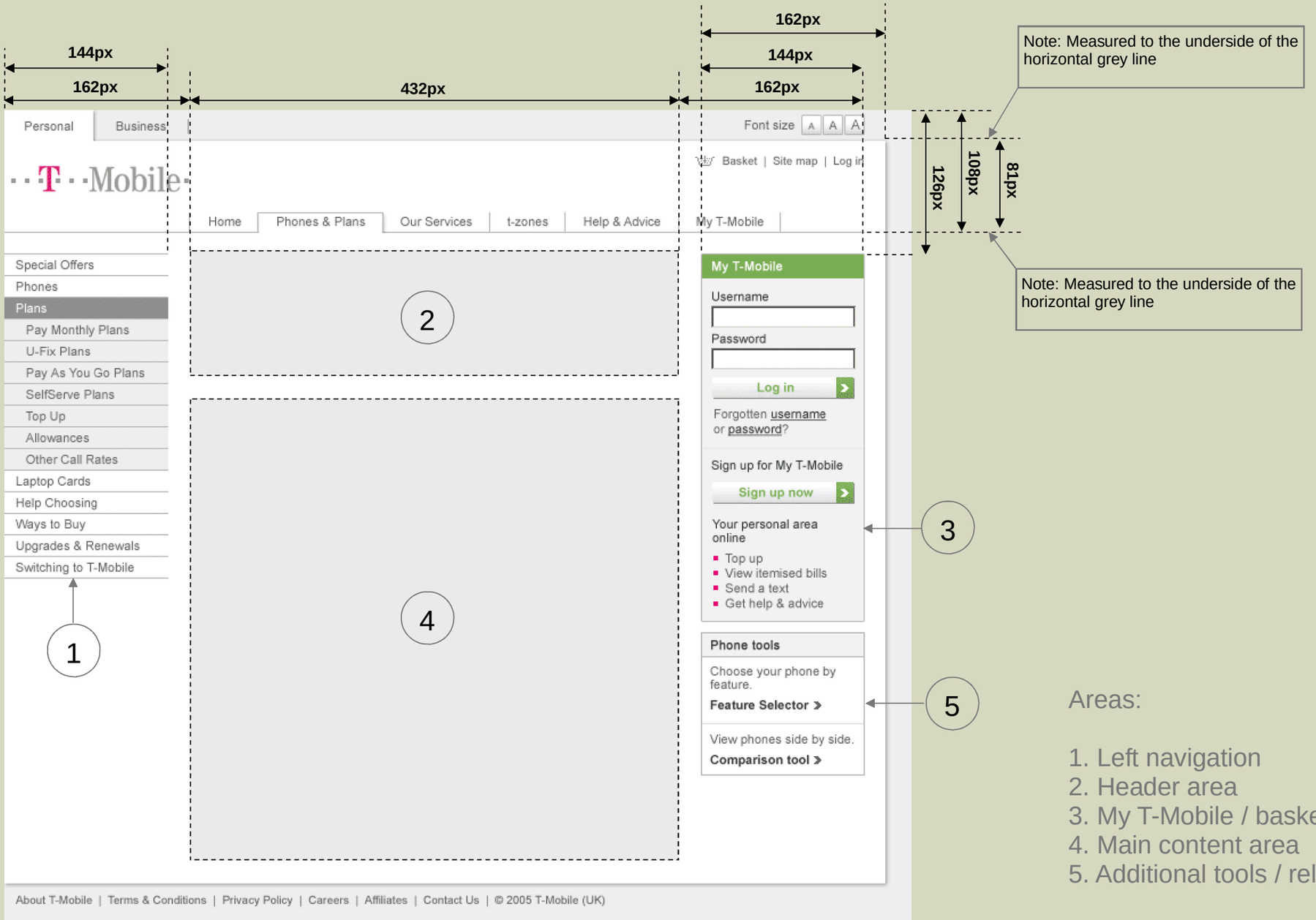
10. #5CA5DC



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



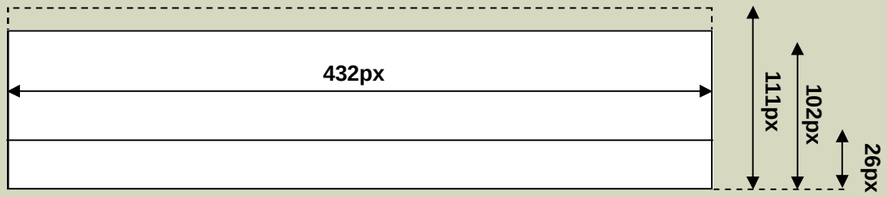
Areas:

1. Left navigation
2. Header area
3. My T-Mobile / basket area
4. Main content area
5. Additional tools / related items area

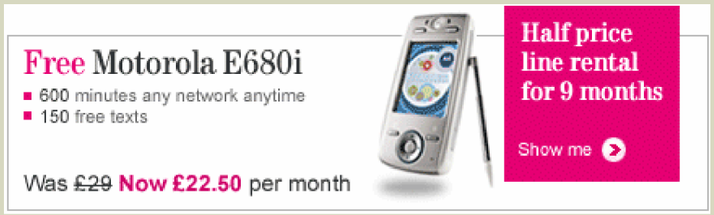
03 . Banners

Type: Content Banner

Main measurements:

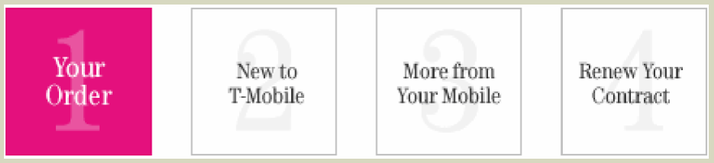


Sample variations:



Digit overlap

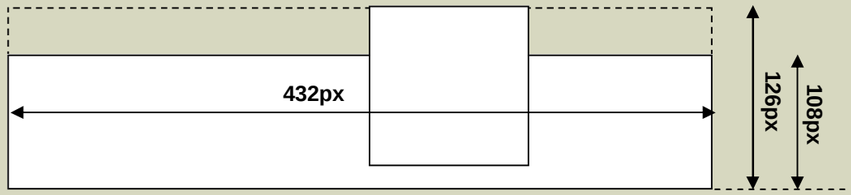
Standard overlap



Bespoke design

Type: Graphic Banner

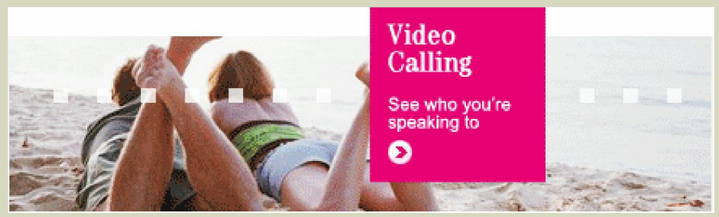
Main measurements:



Sample variations:

Magenta digit middle right

Blur and focus digit

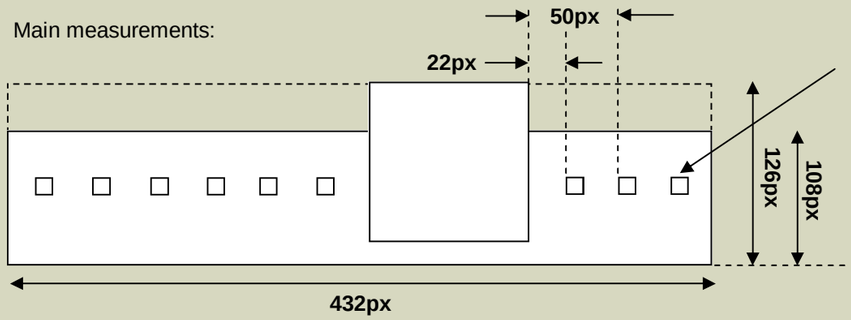


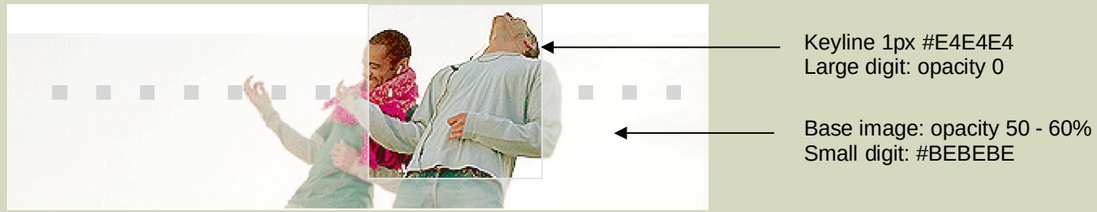
Magenta digit middle right

03 . Banners

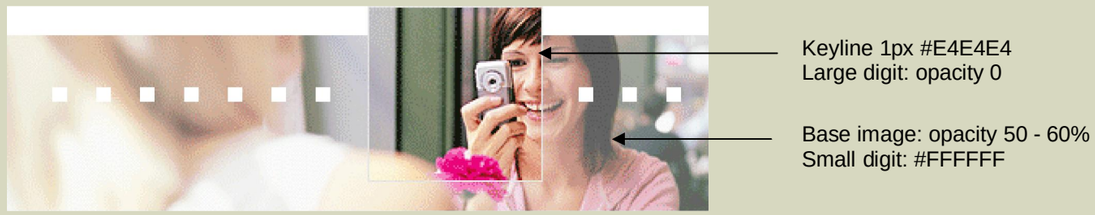
Type: Graphic Banner

Main measurements:

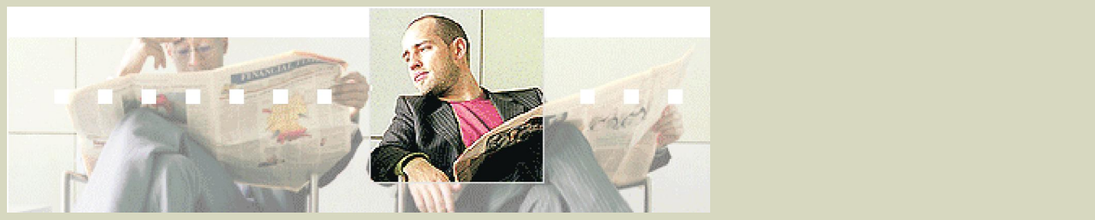




Light image



Dark image

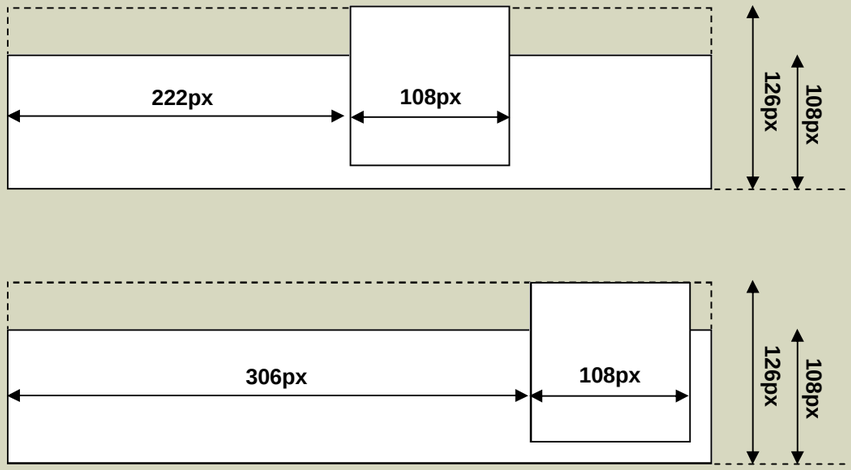


Dark image

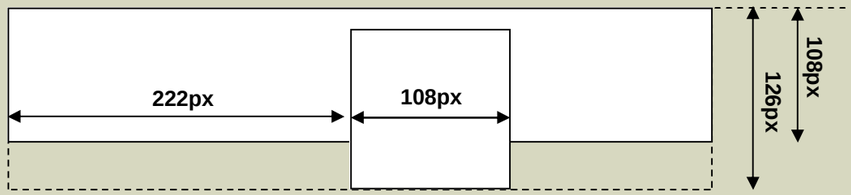
03 . Banners

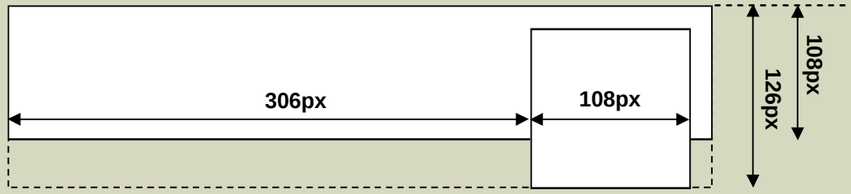
Digit positions

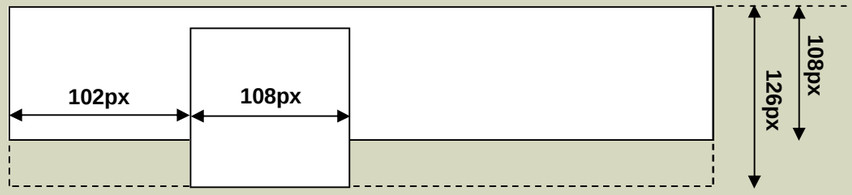
Top overlap:

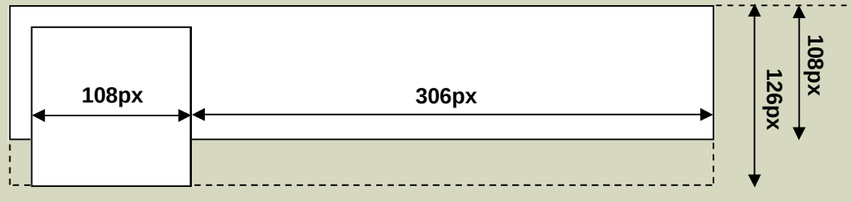


Bottom overlap:





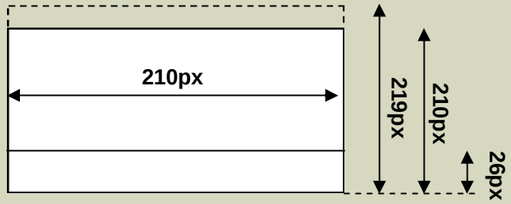




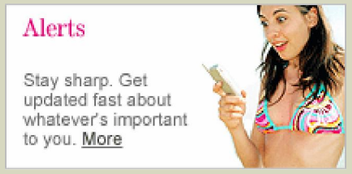
04 . Panels

Type: Small

Main measurements:

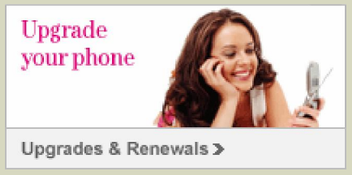


Sample variations:

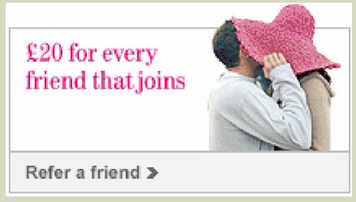


Standard

Overlap



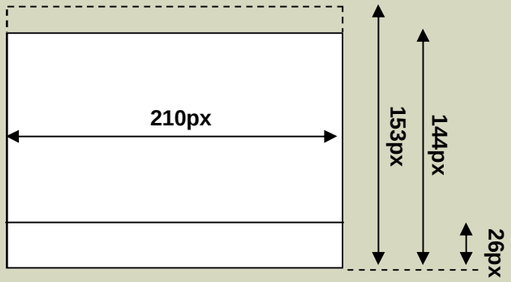
Action link



Action link with overlap

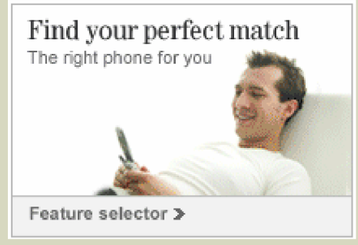
Type: Medium

Main measurements:



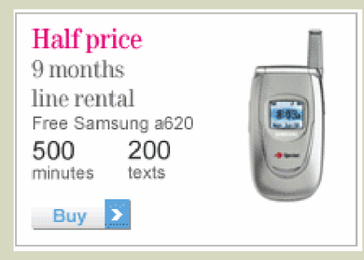
Sample variations:

Standard



Standard

Special offer

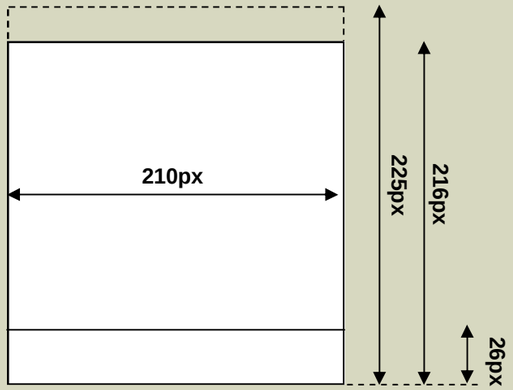


Standard offer

04 . Panels

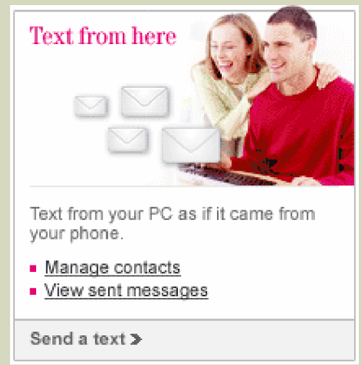
Type: Large

Main measurements:



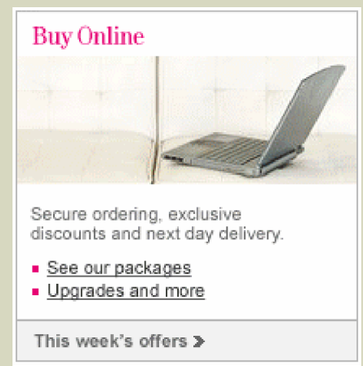
Sample variations:

Standard



Overlap

Full image

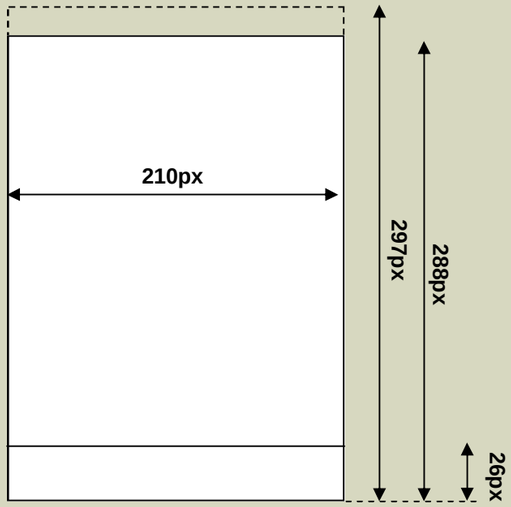


Standard

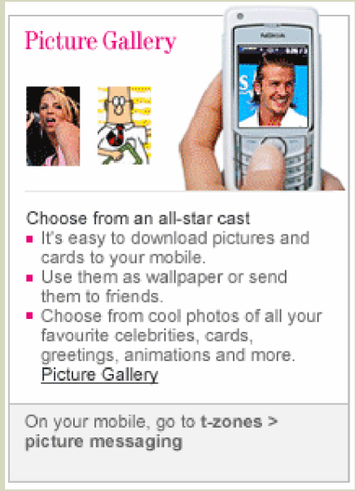
04 . Panels

Type: X-Large

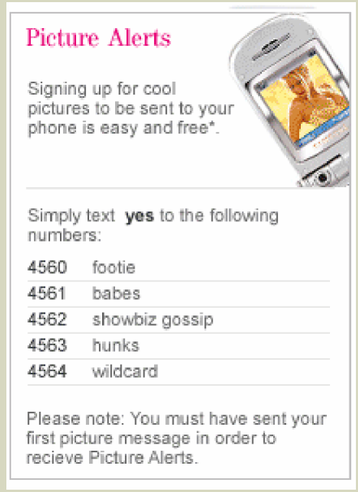
Main measurements:



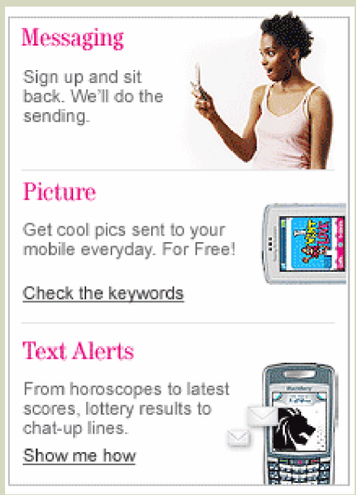
Sample variations:



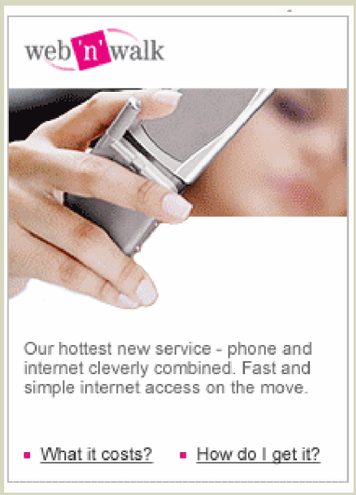
Overlap



Standard



Tri section



Large image

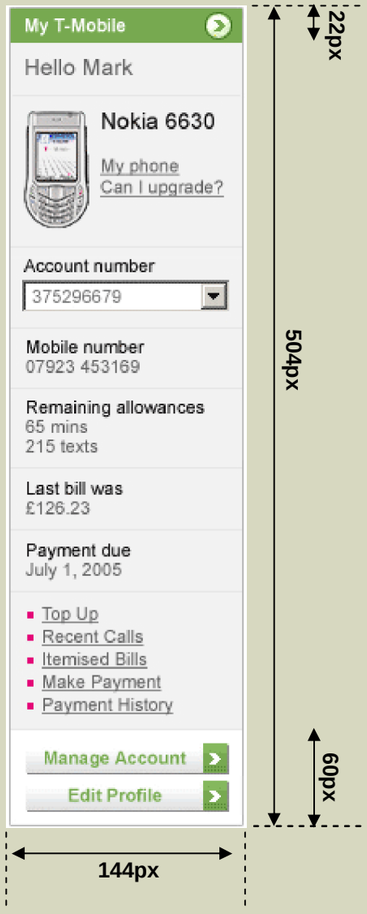
05 . Homepage

Main dimensions

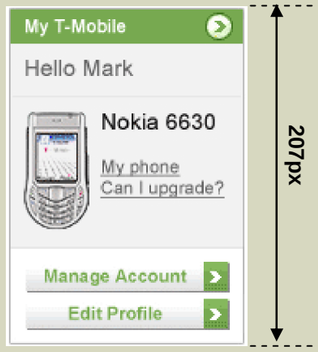
06 . My T-Mobile login

Personalised My T-Mobile functionality in the right navigation

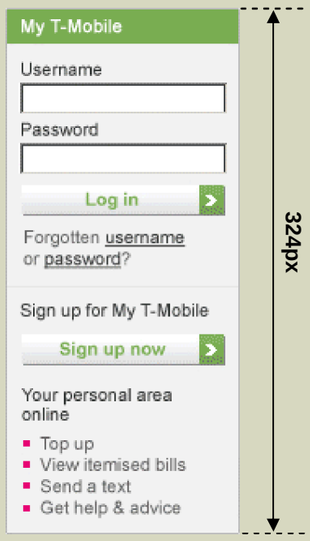
Full logged in view



Compact logged in view

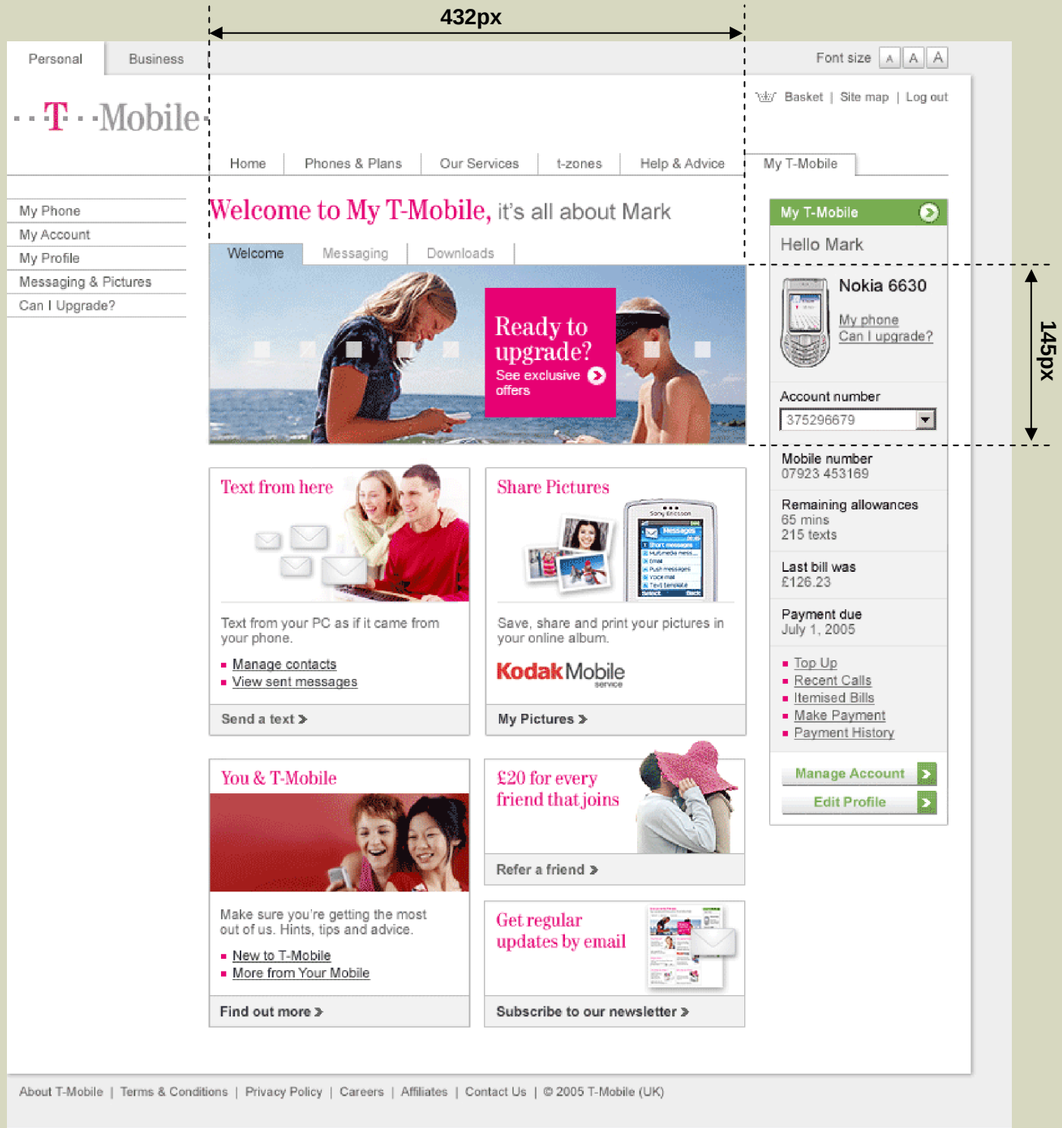


Pre-login view



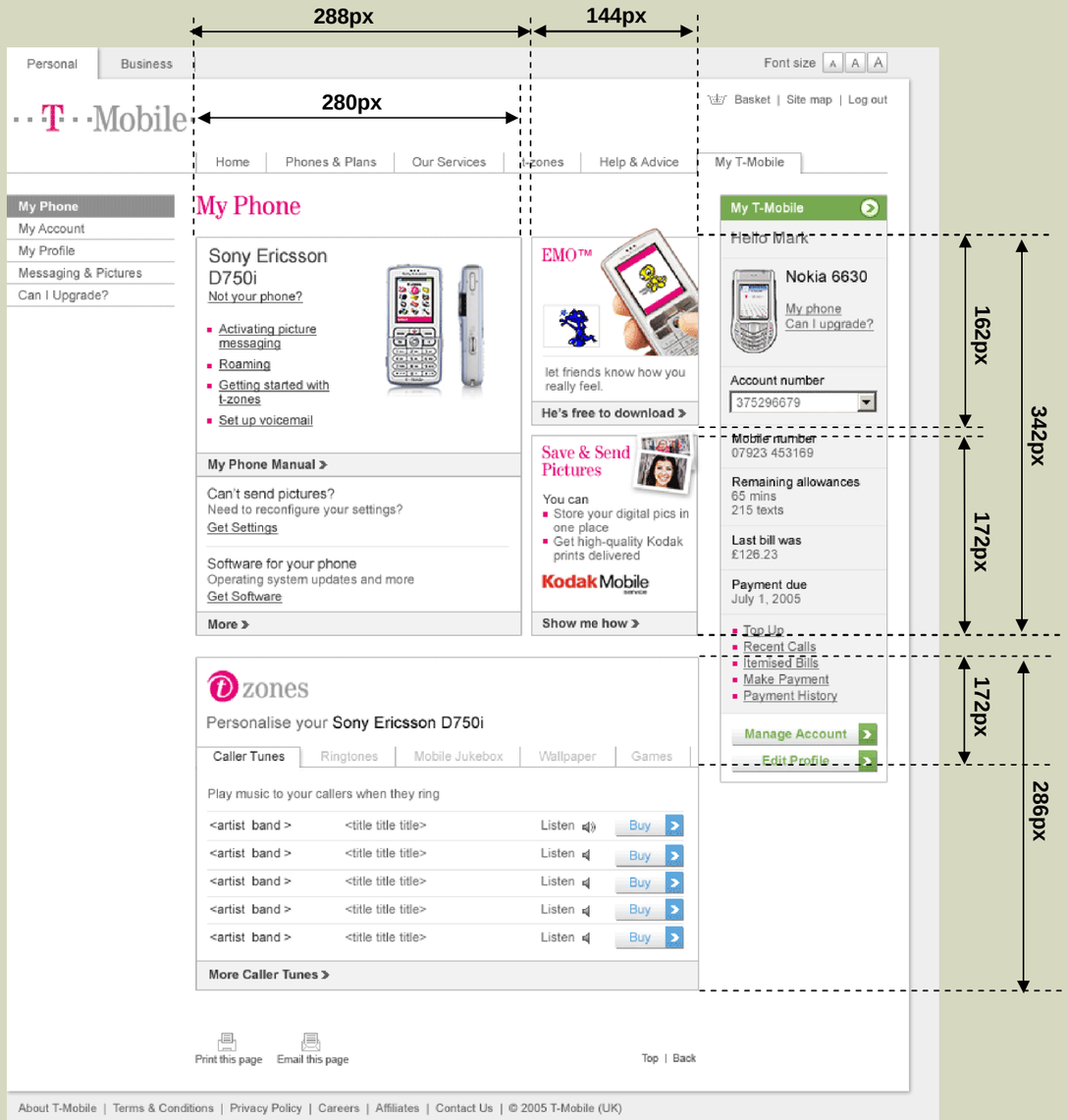
07 . My T-Mobile

Logged-in homepage



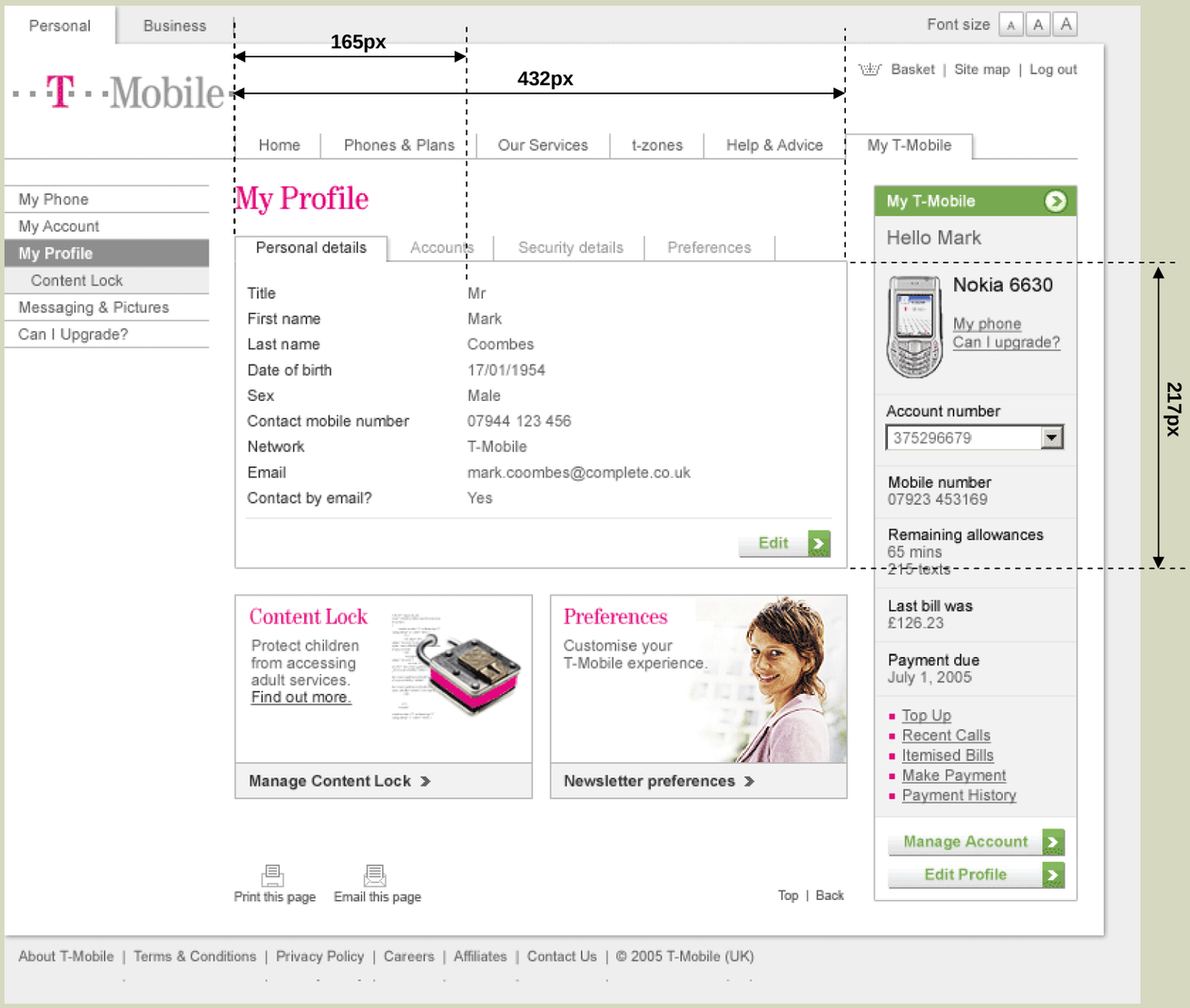
07. My T-Mobile

My Phone



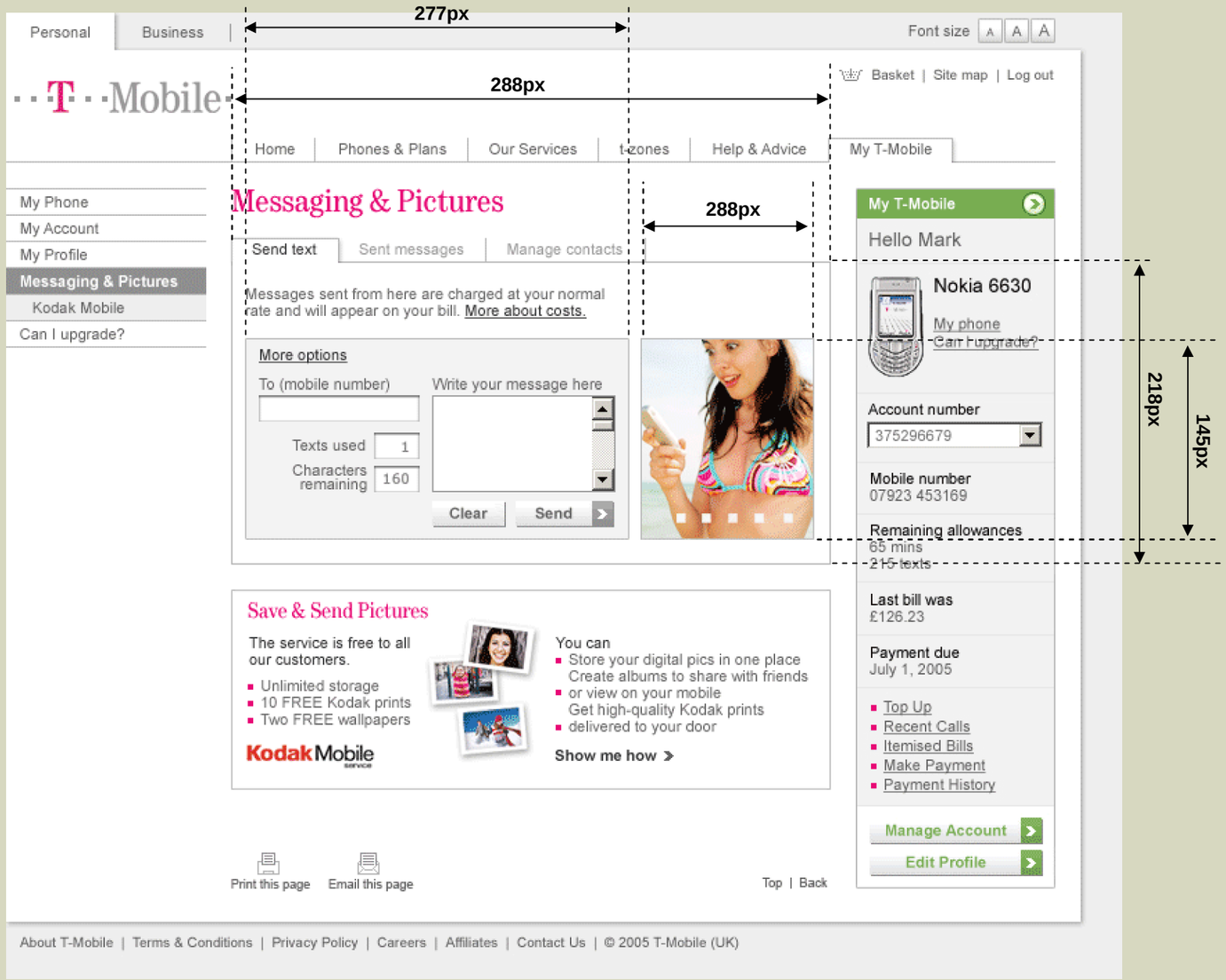
07 . My T-Mobile

My Profile



07 . My T-Mobile

Messaging & Pictures

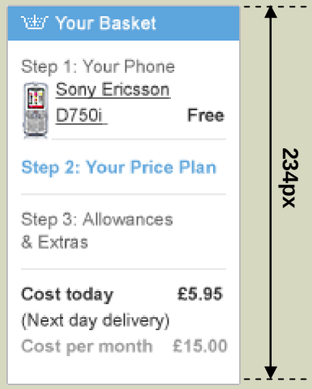


08 . Basket

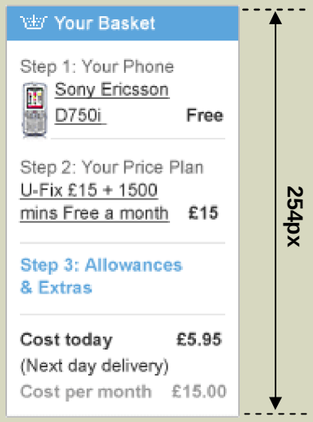
Personalised basket functionality in the right navigation

Empty basket default

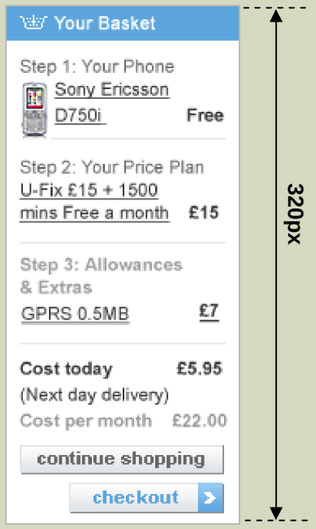
Step 1 complete



Step 2 complete



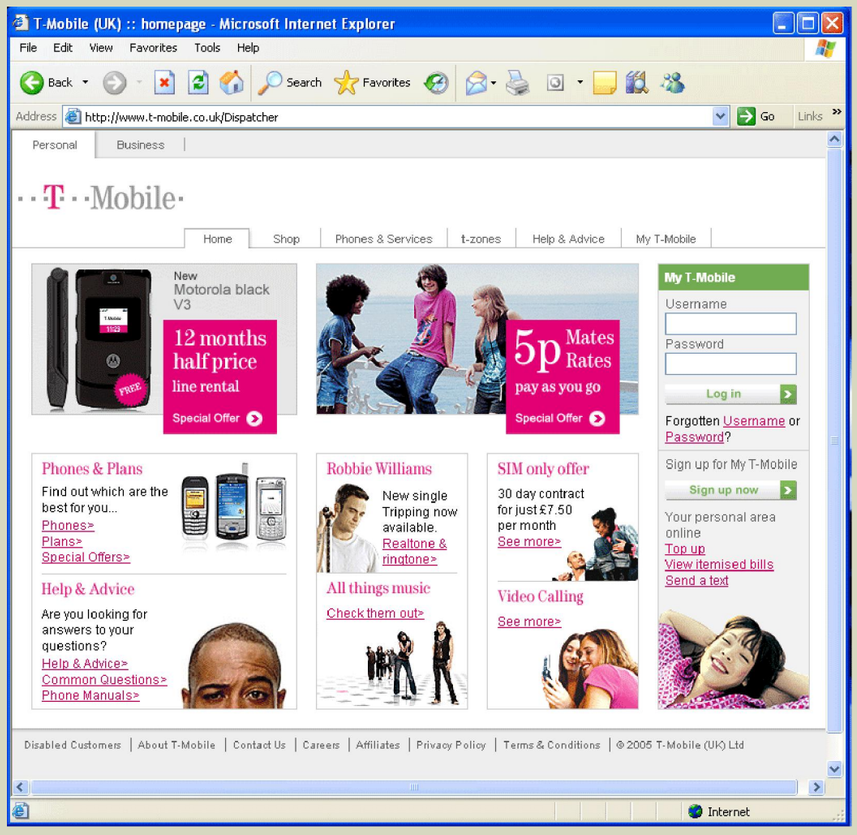
Step 3 complete



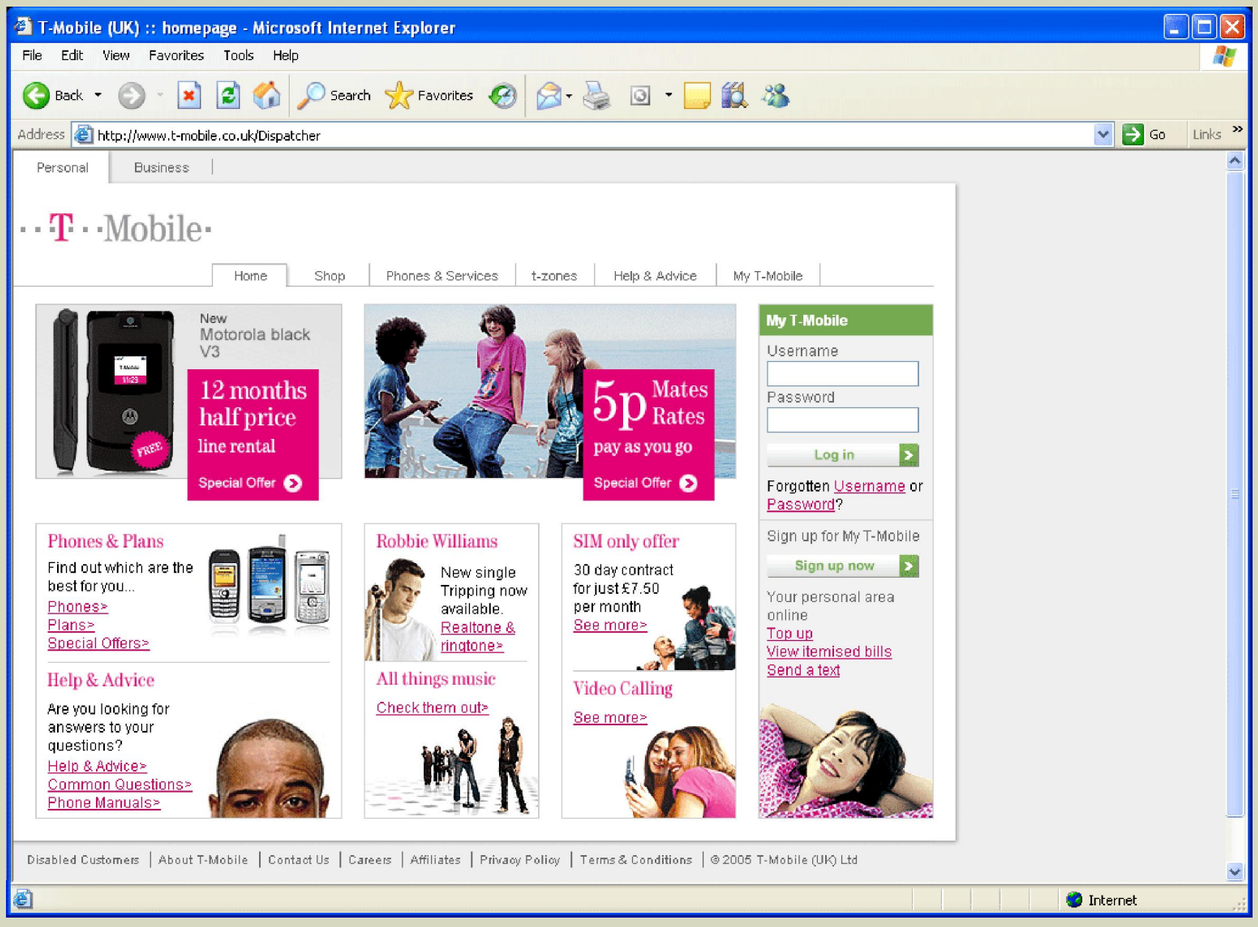
09 . Bracket

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

800px width

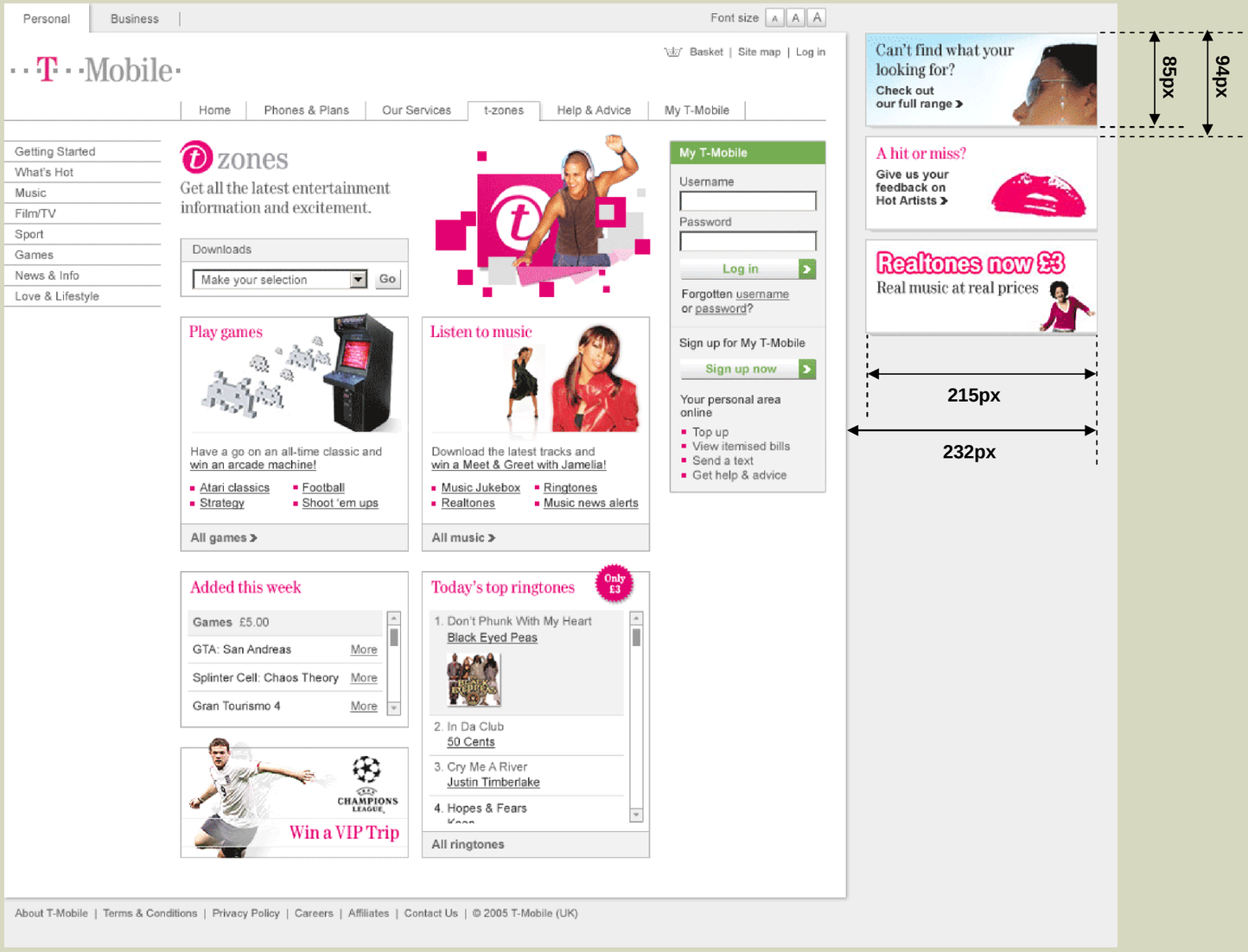


1024px width



10 . Off page ads

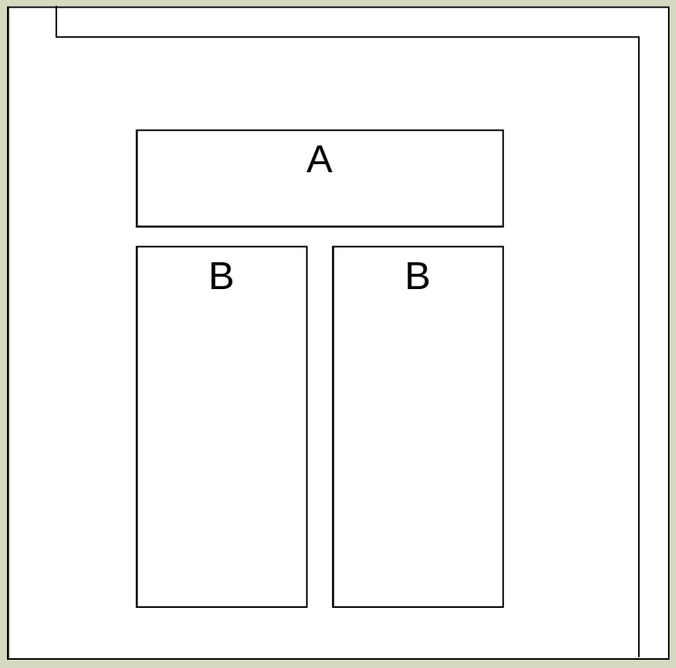
Visible on screen resolutions of 1024 x 768 or greater

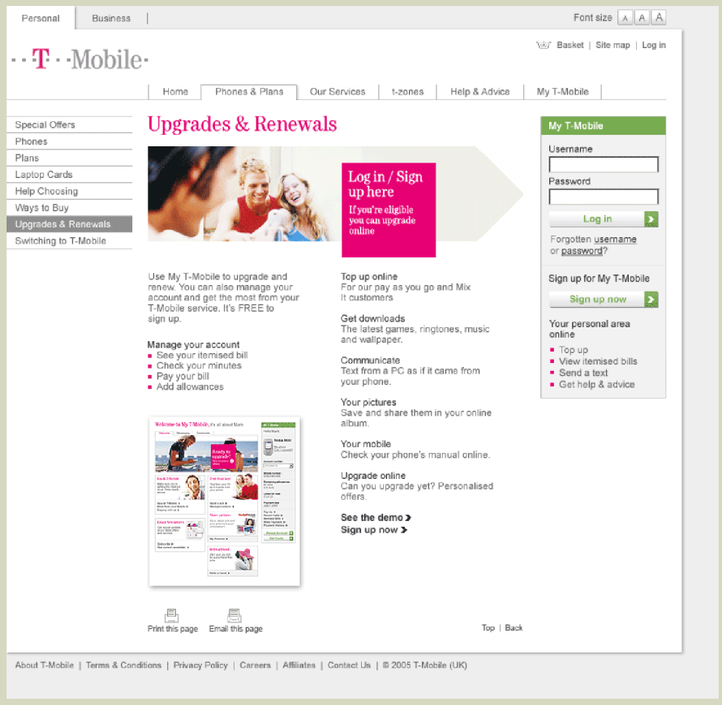


11 . Template A3

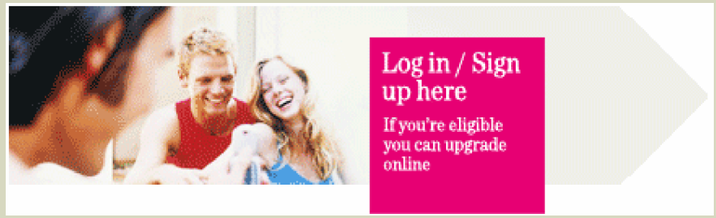
Type: Simple document predominantly text, but includes images and/or tables within content

Main layout format:

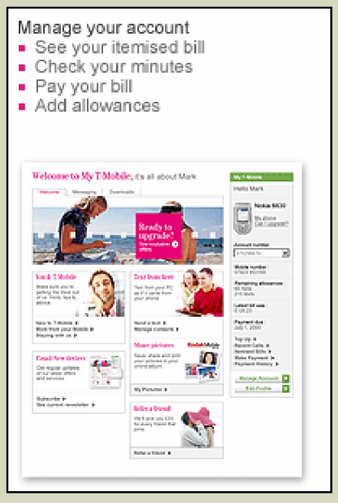




Sample content:



A. Banner header

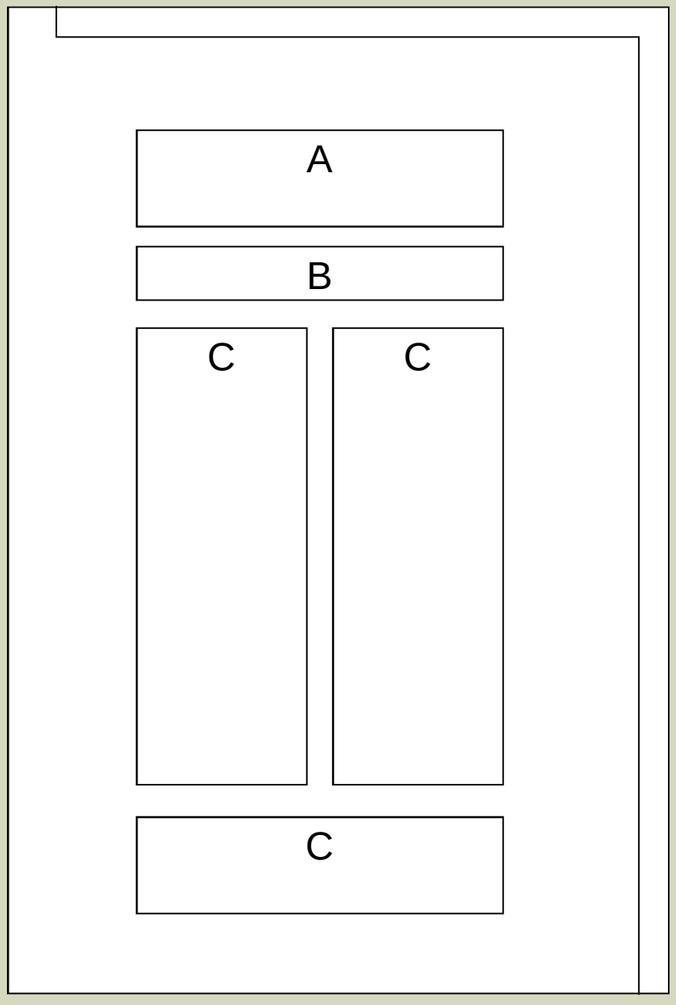


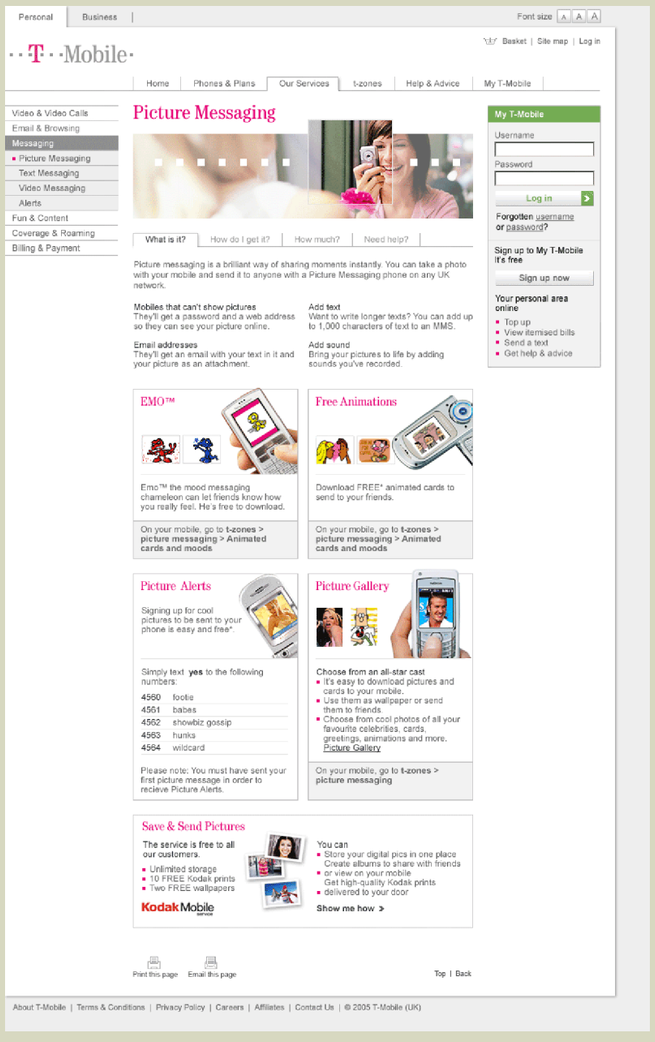
B. Standard content

11 . Template A4

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

Main layout format:

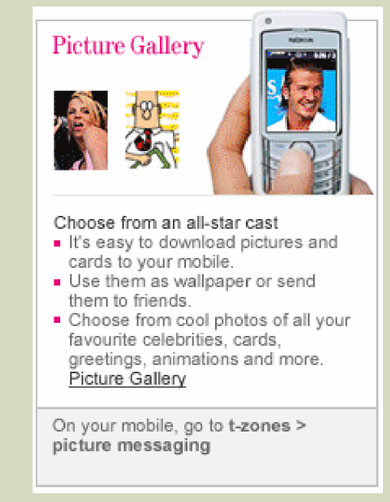




Sample content:

A. Banner header

B. Sub navigation

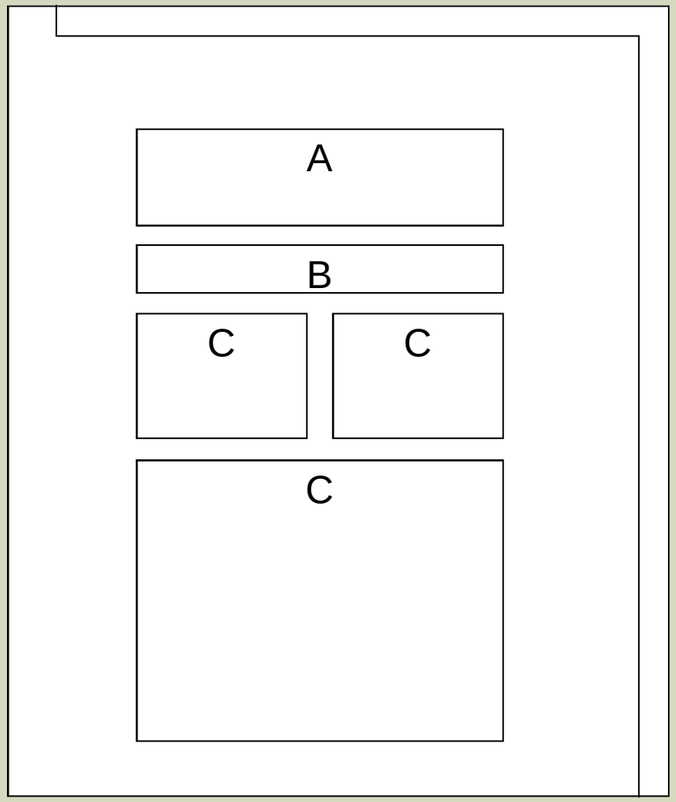


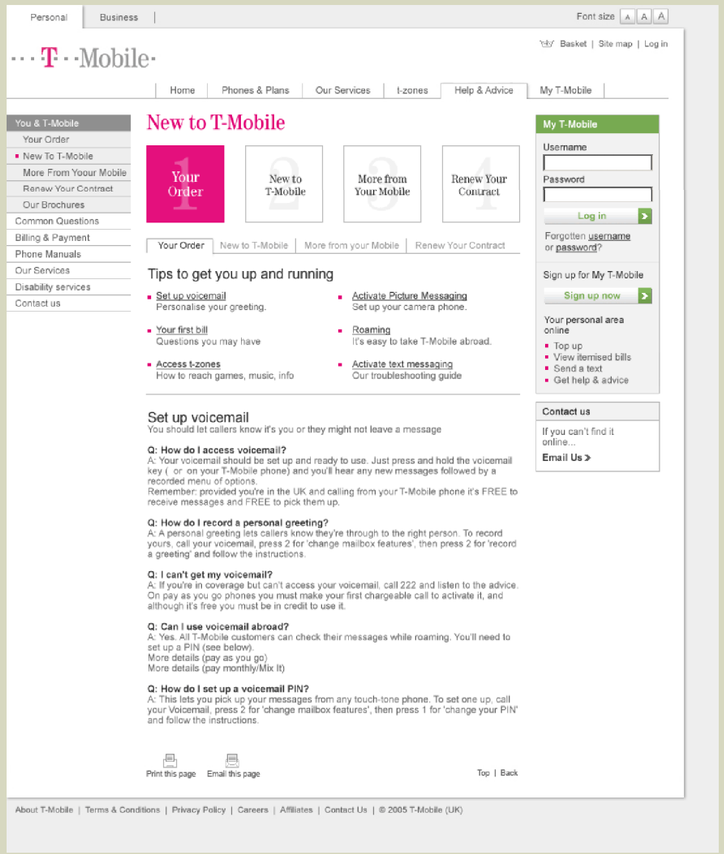
C. Standard content

11 . Template A7

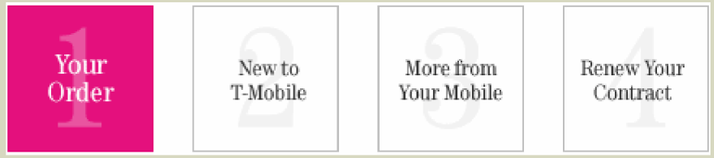
Type: Tabbed content predominantly text, but includes images and/or tables within content

Main layout format:

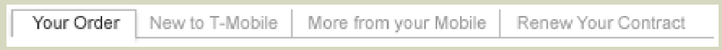




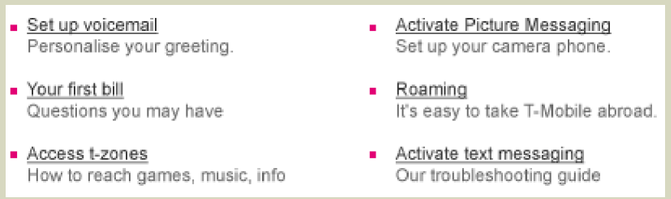
Sample content:



A. Banner header



B. Sub navigation

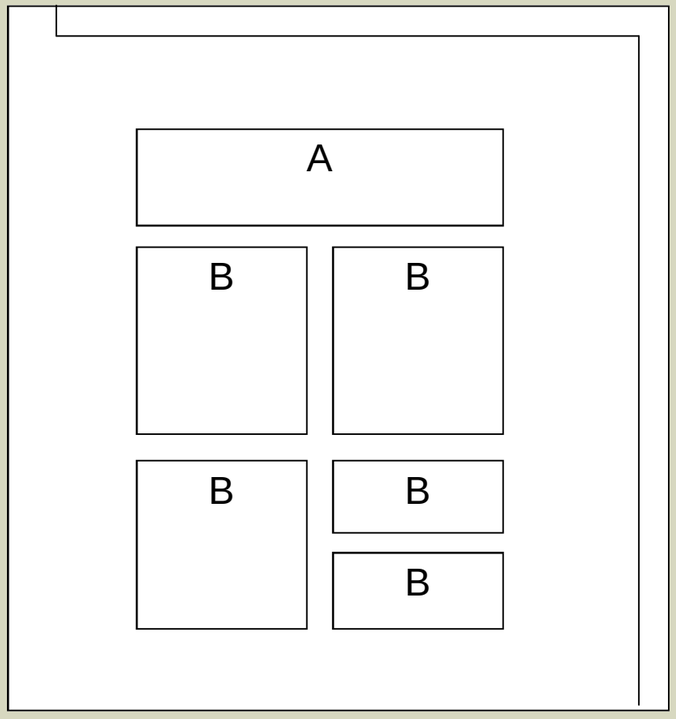


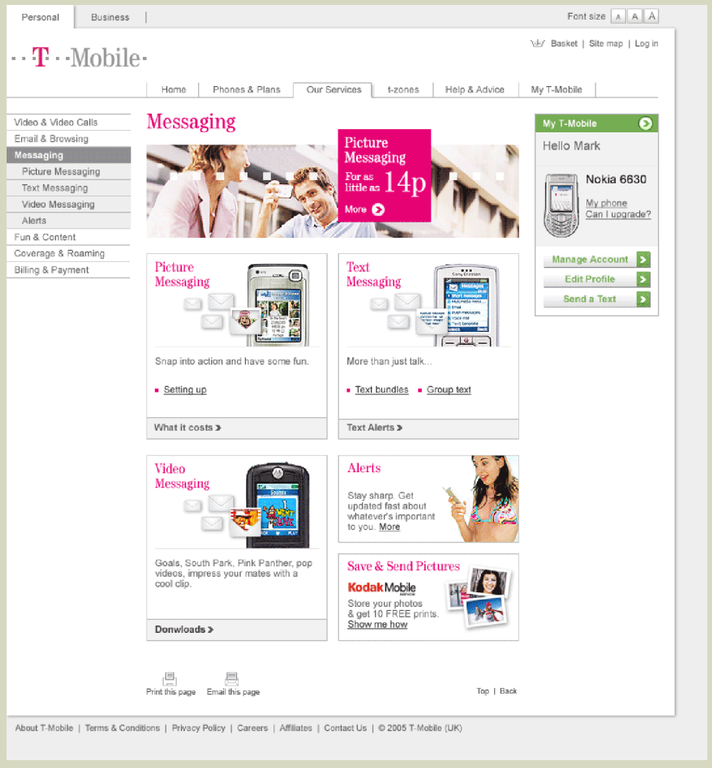
C. Content

11 . Template F1

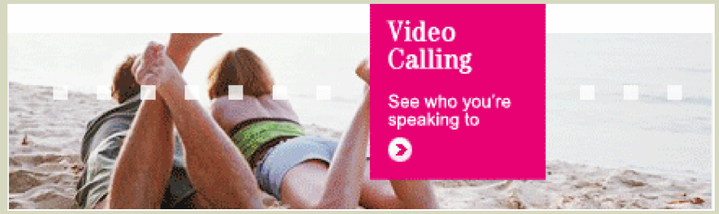
Type: Standard page with small and medium column content panels

Main layout format:



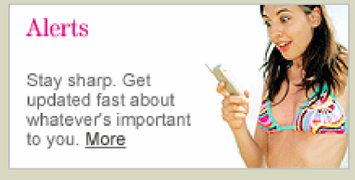


Sample content:



A. Banner header

B. Content

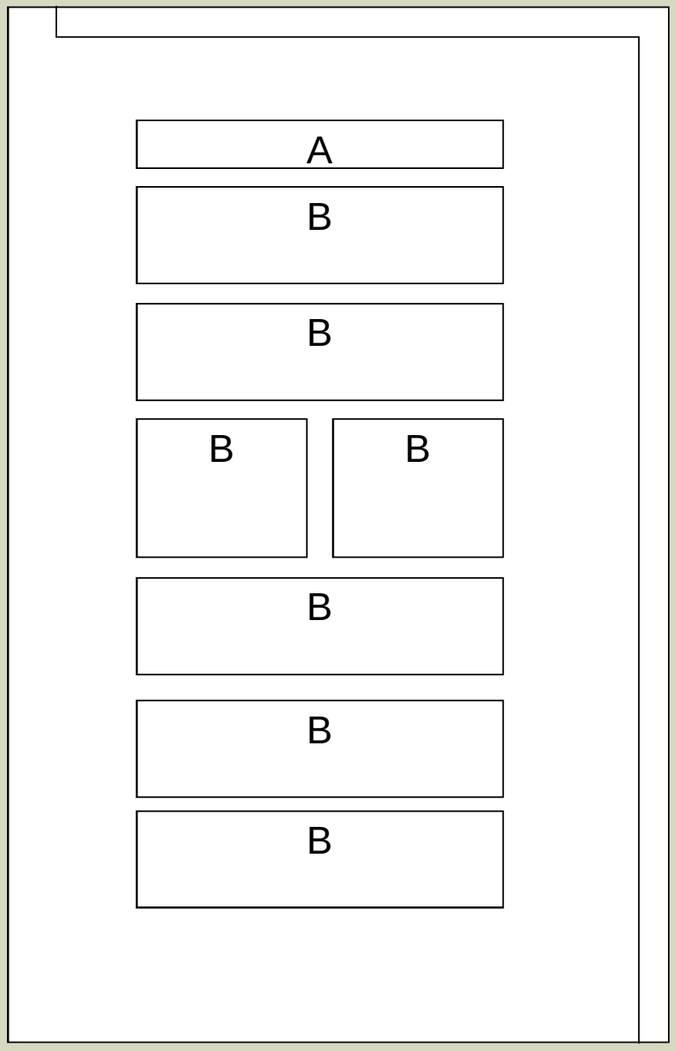


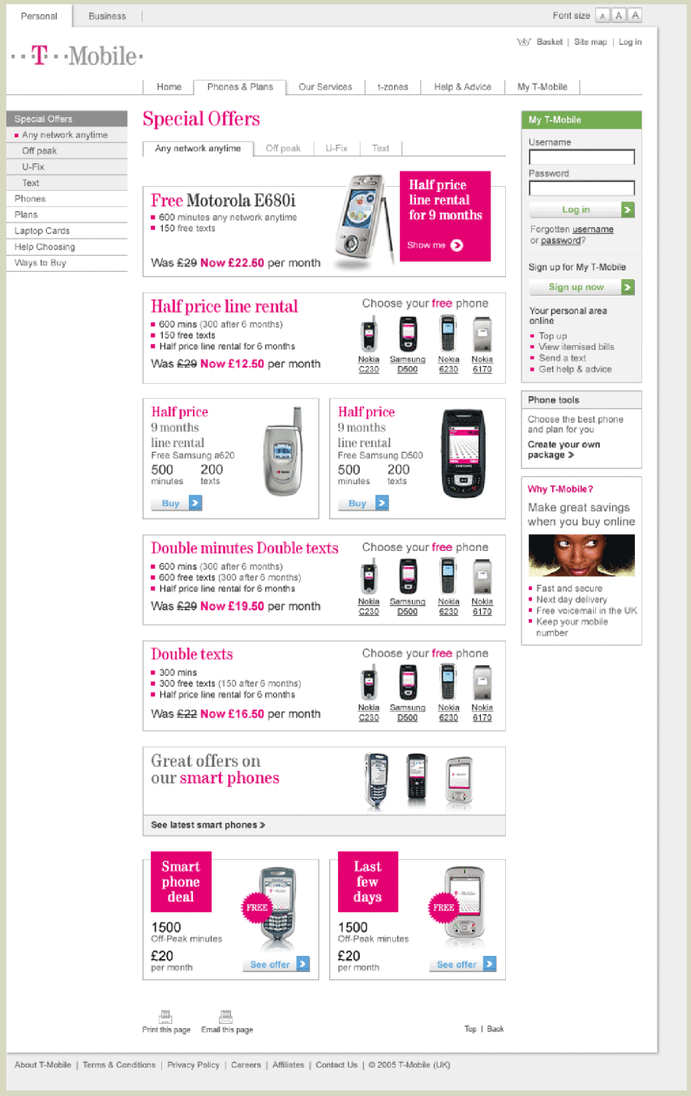
B. Content

11 . Template P1

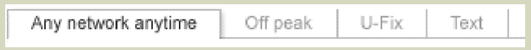
Type: Special offer listing

Main layout format:

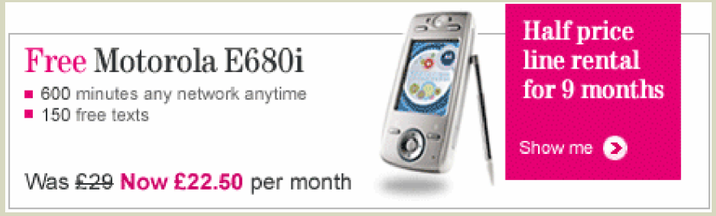




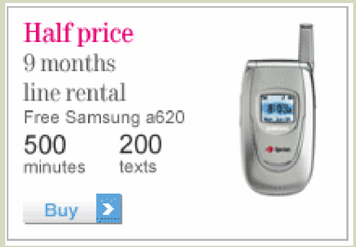
Sample content:



A. Sub navigation



B. Content banner

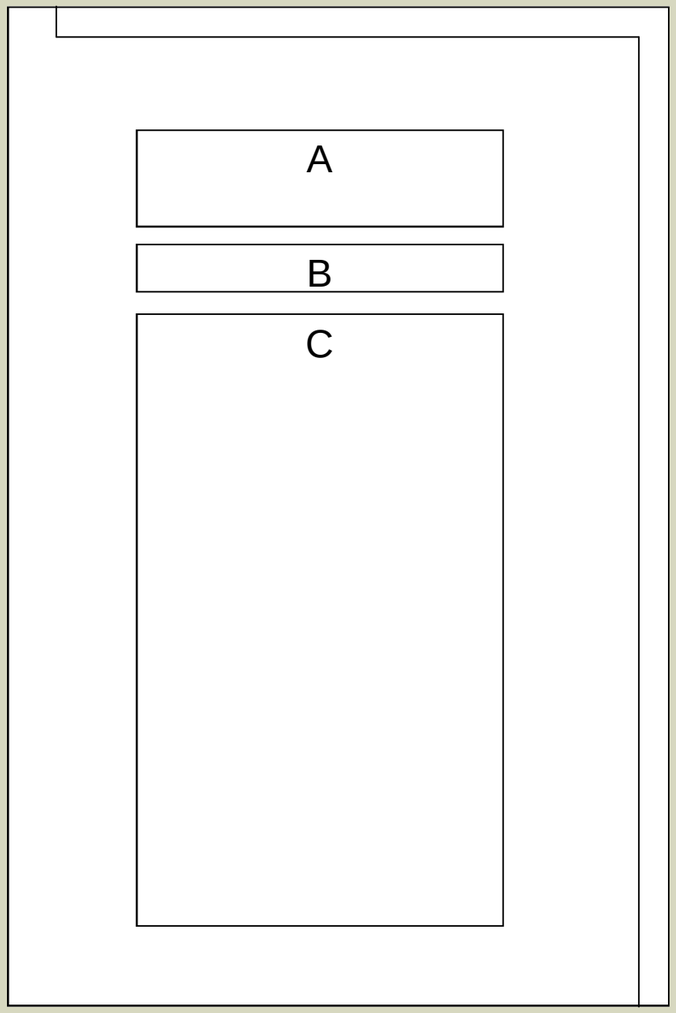


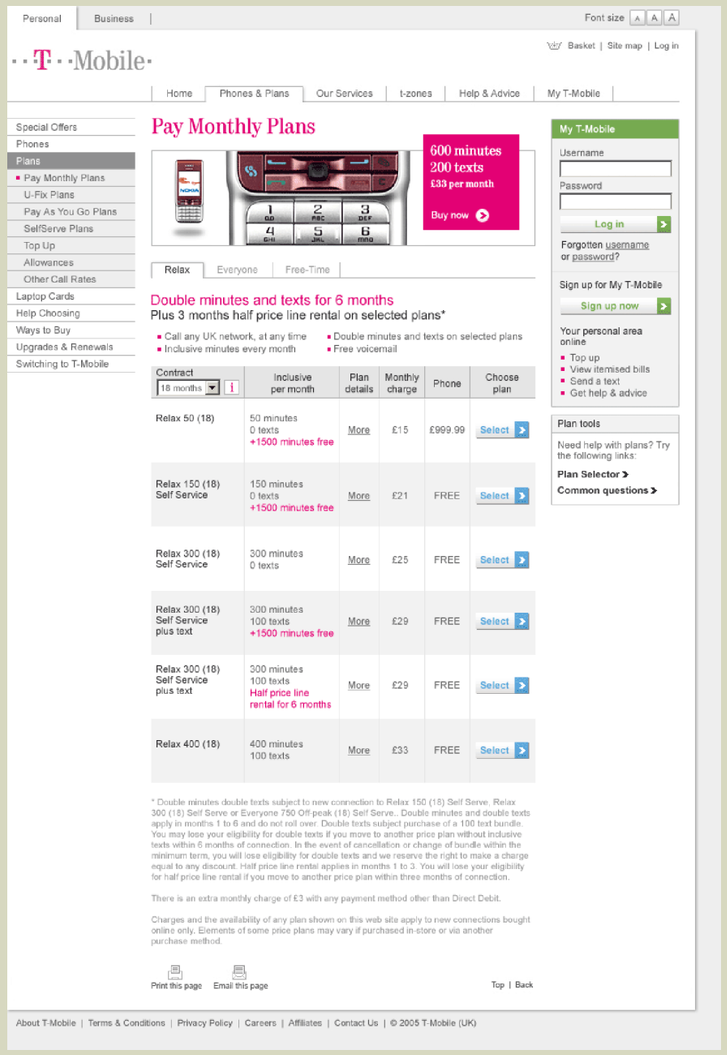
B. Content panel

11 . Template P4

Type: Plan listing

Main layout format:





Sample content:

A. Content panel

B. Sub navigation

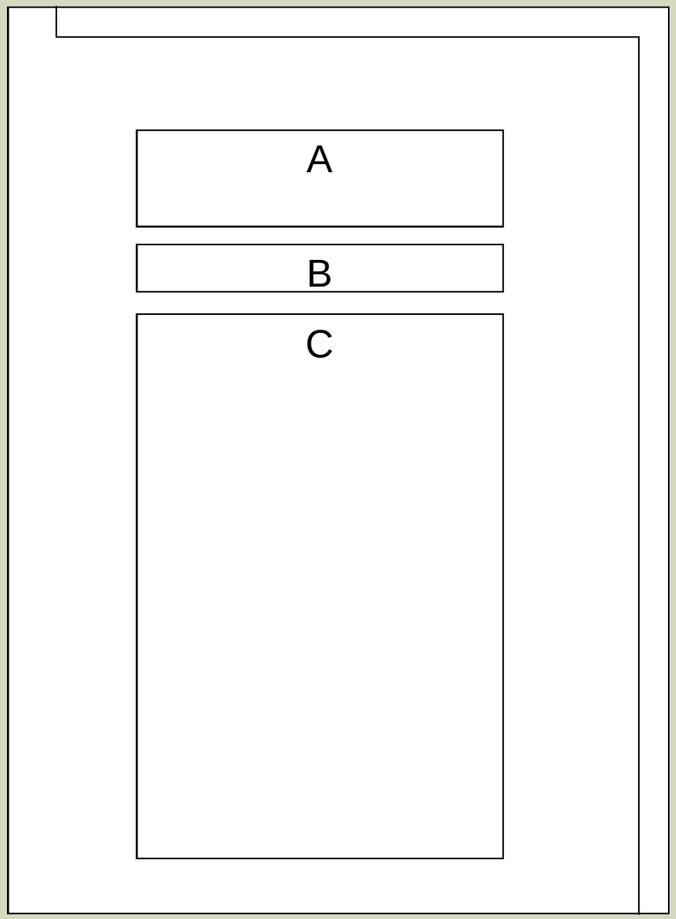
Contract 18 months	Inclusive per month	Plan details	Monthly charge	Phone	Choose plan
Relax 50 (18)	50 minutes 0 texts +1500 minutes free	More	£15	£999.99	Select

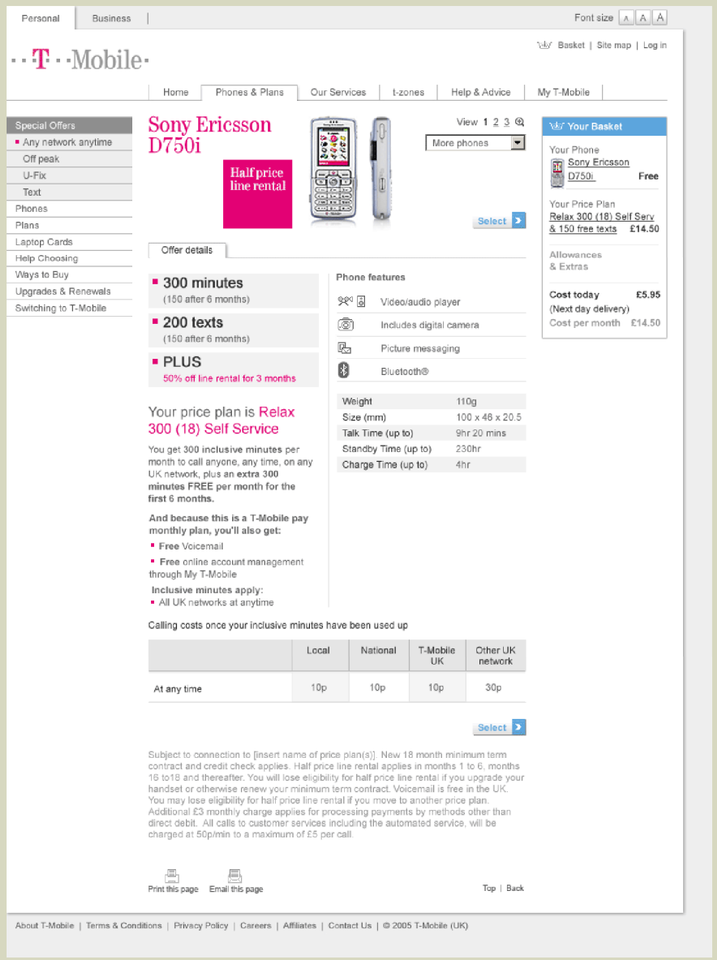
C. Content table

11 . Template P5

Type: Detail offer

Main layout format:

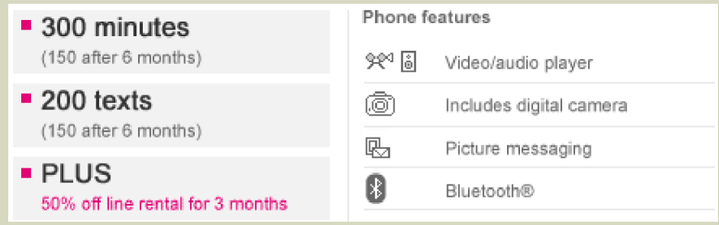




Sample content:

A. Header content

B. Sub navigation

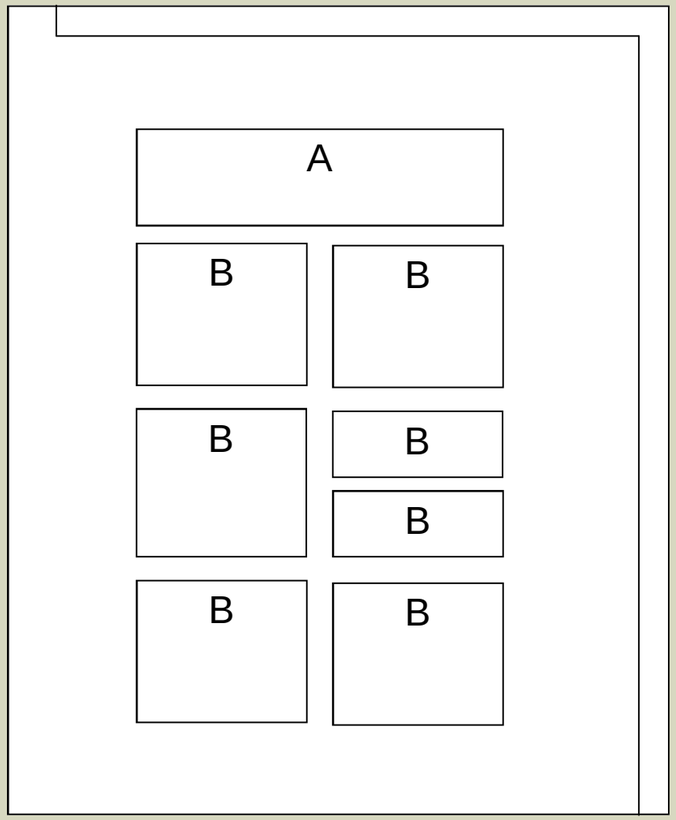


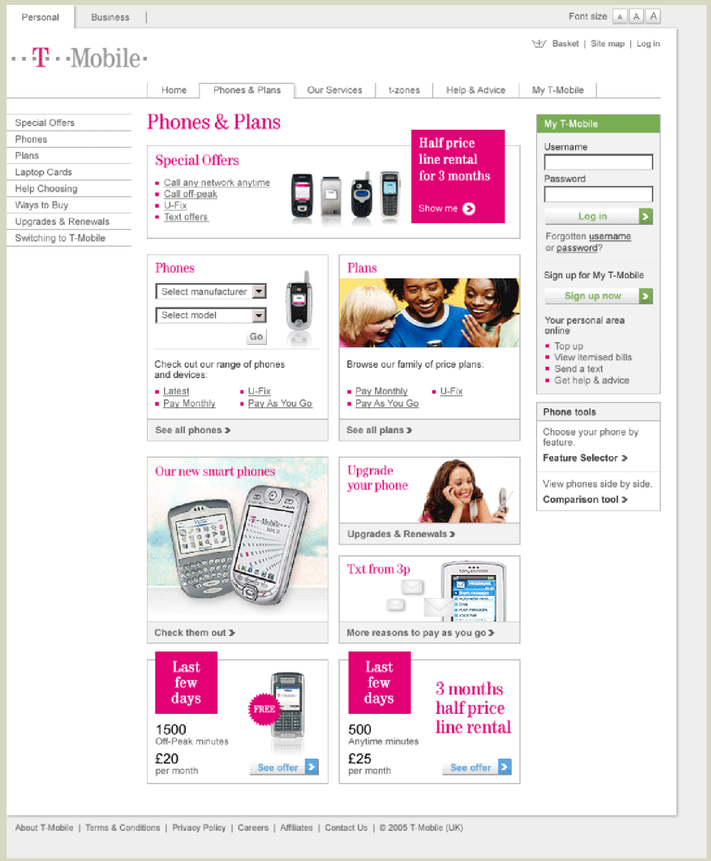
C. Content

11 . Template L1

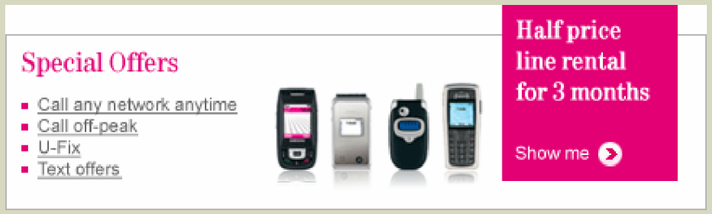
Type: Landing page with column content panels

Main layout format:



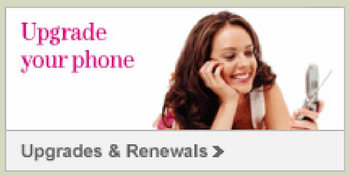


Sample content:



A. Header content

B. Content



B. Content