ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Medium

This font is used in the primary navigation, buttons, and tabs.

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial

This font is used for body text and hyperlinks, both bold and regular versions.

À Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ð Ñ Ò Ó Ô Õ Ö Ù Ú Û Ü Ý Þ ß

à á â ã ä å æ ç è é ê ë ì í î ï ð ñ ò ó ô õ ö ù ú û ü ý þ ÿ

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Primary Site Colors

These colors are used for backgrounds, headers, and division lines.
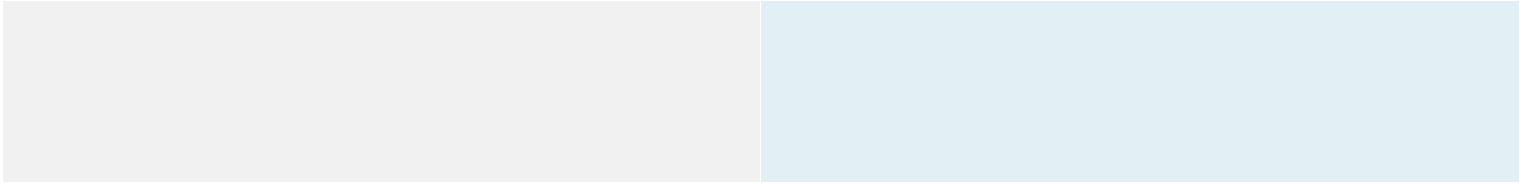
Advantage Mid Blue
Hex: #007cc0
R: 0   G: 124   B: 192

Advantage Dark Blue
Hex: #0d4d8b
R: 13   G: 77   B:139

Advantage Light Blue
Hex: #46bdea
R: 255   G: 246   B:191

Main Navigation Unactivated
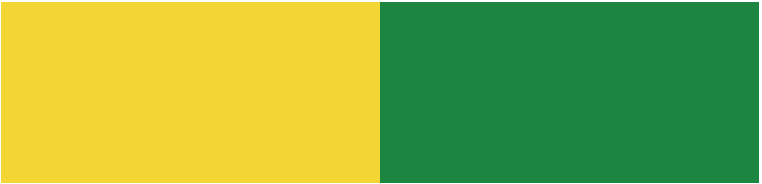Hex: #f2f1f2
R: 242   G: 241   B:242

Footer Blue
Hex: #e2f0f5
R: 226   G: 240   B:245

Advantage Button Green
Hex: #6eac03
R: 110   G: 172   B:13

Advantage Yellow
Hex: #f3d533
R: 243   G: 213   B:51

Advantage Green
Hex: #1c8640
R: 28   G: 134   B:64

Sub-Header Style

GOTHAM MEDIUM CAPS 15px
Hex: #5a5a5a
R: 90   G: 90   B: 90

GOTHAM MEDIUM CAPS 15px
Hex: #1476ac
R: 13   G: 77   B: 139

Bold Body Copy

Arial Bold 12px
Hex: #333333
R: 51   G: 51   B: 51

Body Copy

Arial 12px
Hex: #333333
R: 51   G: 51   B: 51

Hyperlink Style

Arial 12px
Hex: #1476ac
R: 20   G: 118   B: 172

<u>Hyperlink Rollover Style</u>

Arial 12px - Underlined
Hex: #1476ac
R: 20   G: 118   B: 172

Standard Type Styles

For use on white backgrounds.

Button Backgrounds
Advantage Mid Blue
Advantage Button Green
(see page 6)

Gotham Medium
14px
Hex: #FFFFFF
R: 255   G: 255   B:255

BUTTON STYLE

BUTTON STYLE

8 pixels

8 pixels

15 pixels   15 pixels
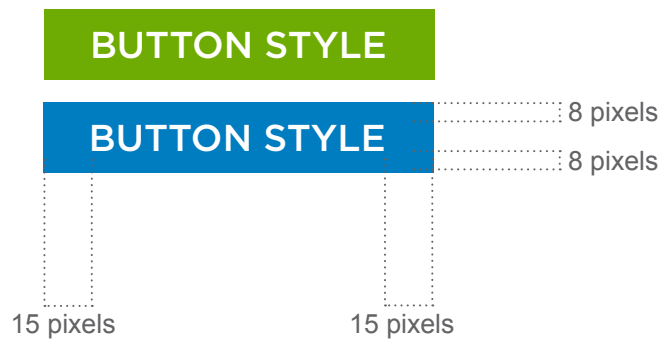
Button Style

For use on white and gray backgrounds.

Green is used as a main call to action, and is only justified in use during the reservation process.

12 pixels   15 pixels

Active Tab Background
Hex: #007cc0
R: 0   G: 124   B:192

Inactive Tab Background
Hex: #f2f1f2
R: 242   G: 241   B: 242

Gotham Medium 12px

ACTIVE   INACTIVE

10 pixels

10 pixels

2 pixels

12 pixels   1 pixel
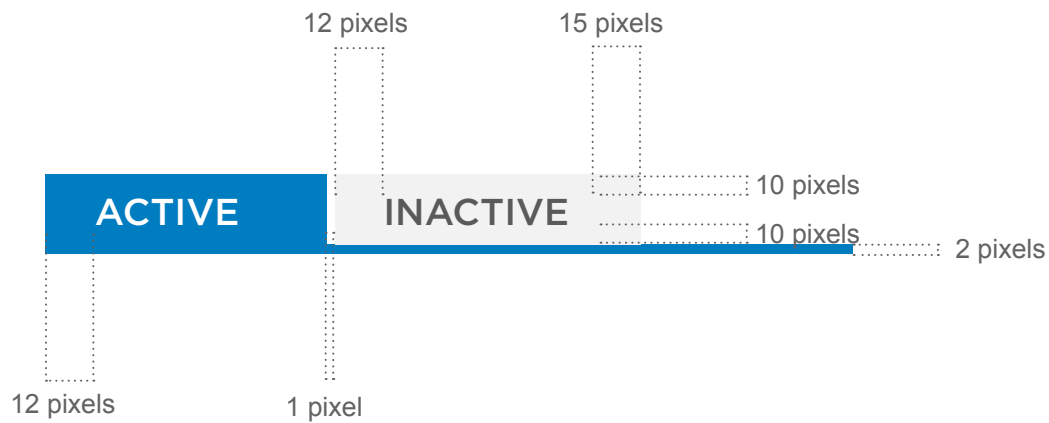
Tab Treatment

For use on homepage reservations module.

Horizontal Navigation Measurements

960 pixels

10 pixels   10 pixels

10 pixels   290 pixels   8 pixels   30 pixels   10 pixels

Top of site/browser window

33 pixels   33 pixels   66 pixels   33 pixels
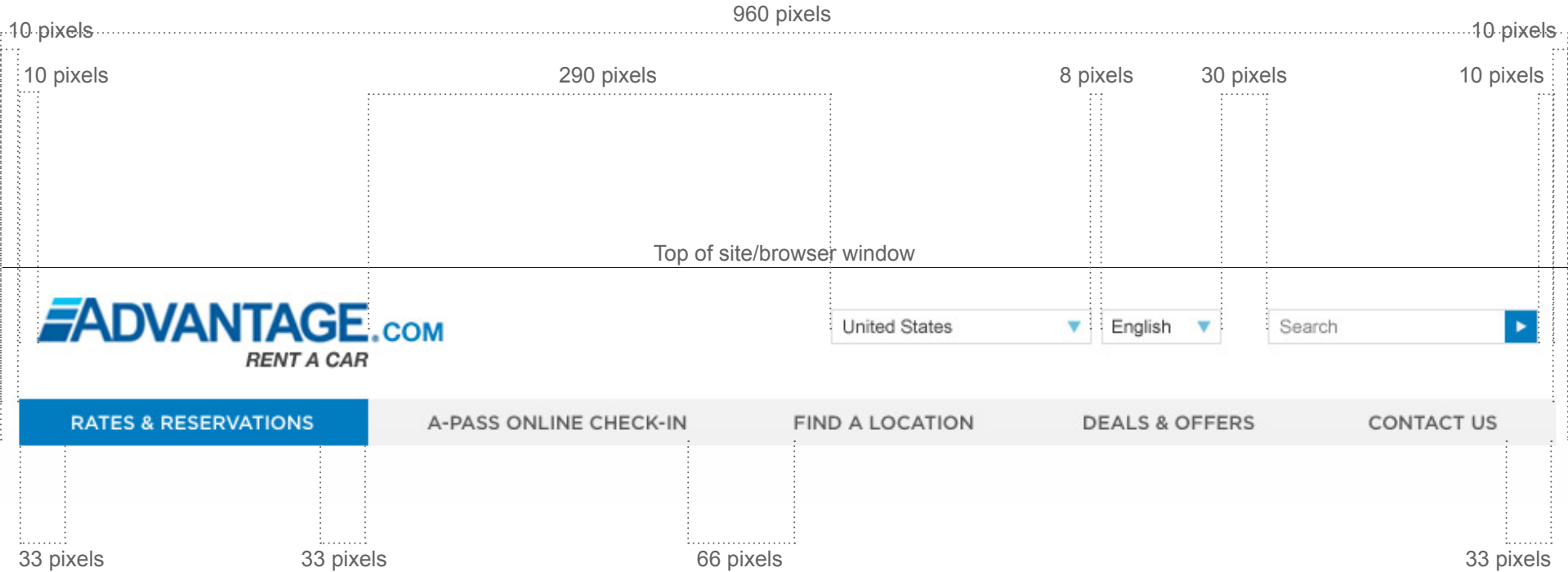
Vertical Navigation Measurements & States

Measurements for main navigation as displayed on all site pages.

Nav. Active
Hex: #007cc0
R: 0   G: 124   B: 192

Gotham Medium 12px
Hex: #ffffff
R: 255   G: 255   B:255

Nav. Inactive
Hex: #007cc0
R: 242   G: 241   B: 242

Gotham Medium 12px
Hex: #333333
R: 51   G: 51   B: 51

Top of site/browser window

20 pixels

34 pixels

20 pixels

30 pixels

RATES & RESERVATIONS

A-PASS ONLINE CHECK-IN

40 pixels

Begining of content
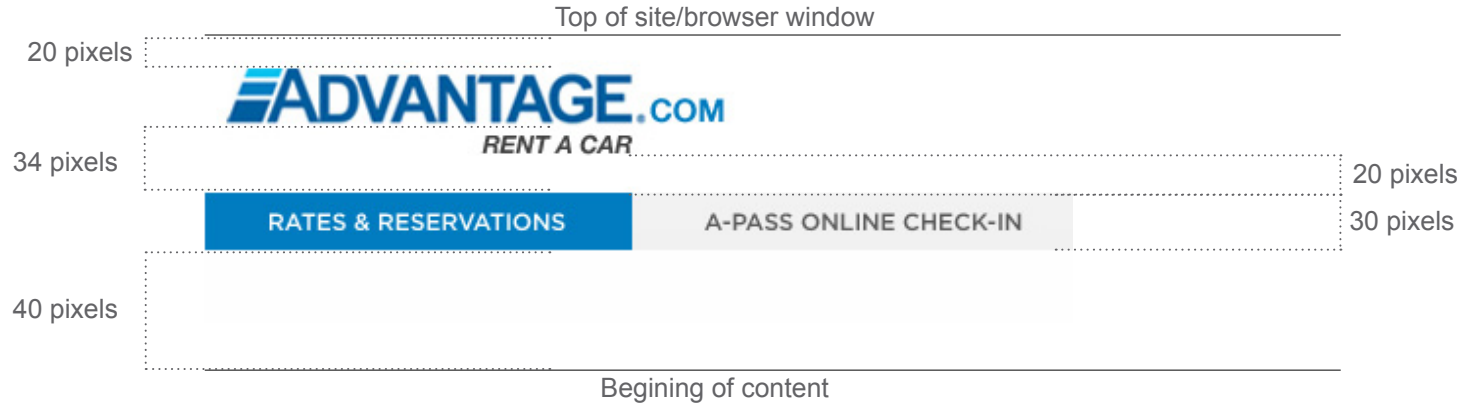
Vertical Navigation Measurements

Measurements for search and language selections.

Nav. Inactive
Hex: #007cc0
R: 242   G: 241   B: 242

Gotham Medium 12px
Hex: #333333
R: 51   G: 51   B: 51

8 pixels

Top of site/browser window

25 pixels

United States ▼   English ▼   Search   ▶   20 pixels

34 pixels

FIND A LOCATION   DEALS & OFFERS   CONTACT US

40 pixels

Begining of content
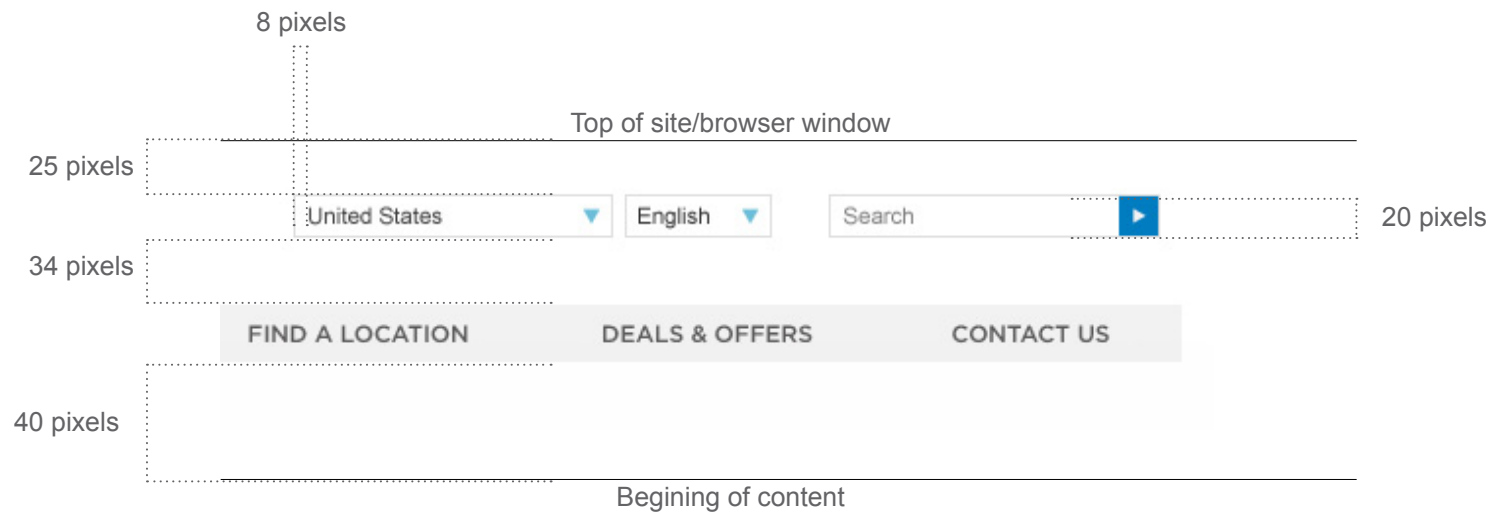
The 960 Pixel Grid

Advantage.com utilizes a 960 pixel width grid, in a 15 column layout, with specifications listed below.

44 pixels   20 pixels   10 pixels

Anchor points in the middle of a column or gutter are also acceptable when needed.

ADVANTAGE.com
RENT A CAR

United States ▼   English ▼   Search ▶

RATES & RESERVATIONS   A-PASS ONLINE CHECK-IN   FIND A LOCATION   DEALS & OFFERS   CONTACT US

40 pixels

MAKE A RESERVATION   VIEW/MODIFY/CANCEL

Pick Up Location

Click or type to pick location 🔍

☐ Return Rental Car at Different Location

Pick Up: Return:
03/03/2011   10:00 AM ▼   03/09/2011   10:00 AM ▼

◄ February 2011   March 2011   April 2011 ►
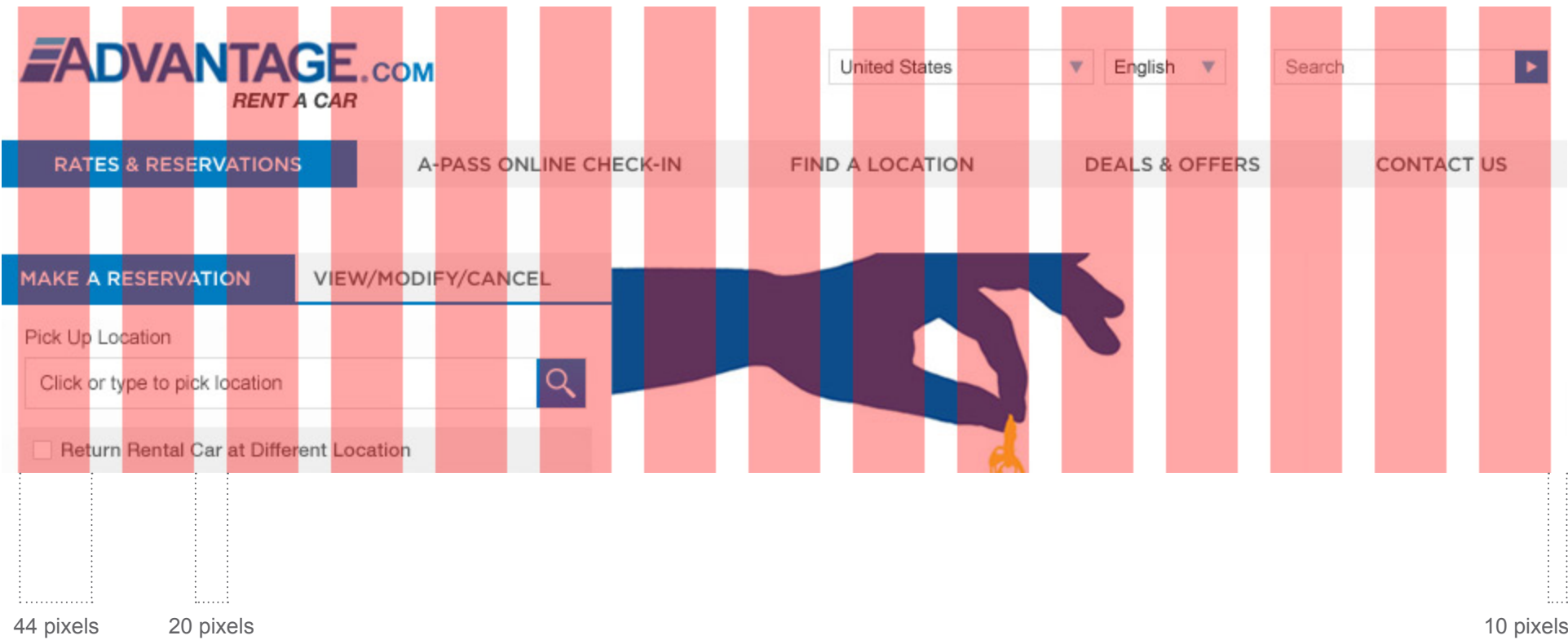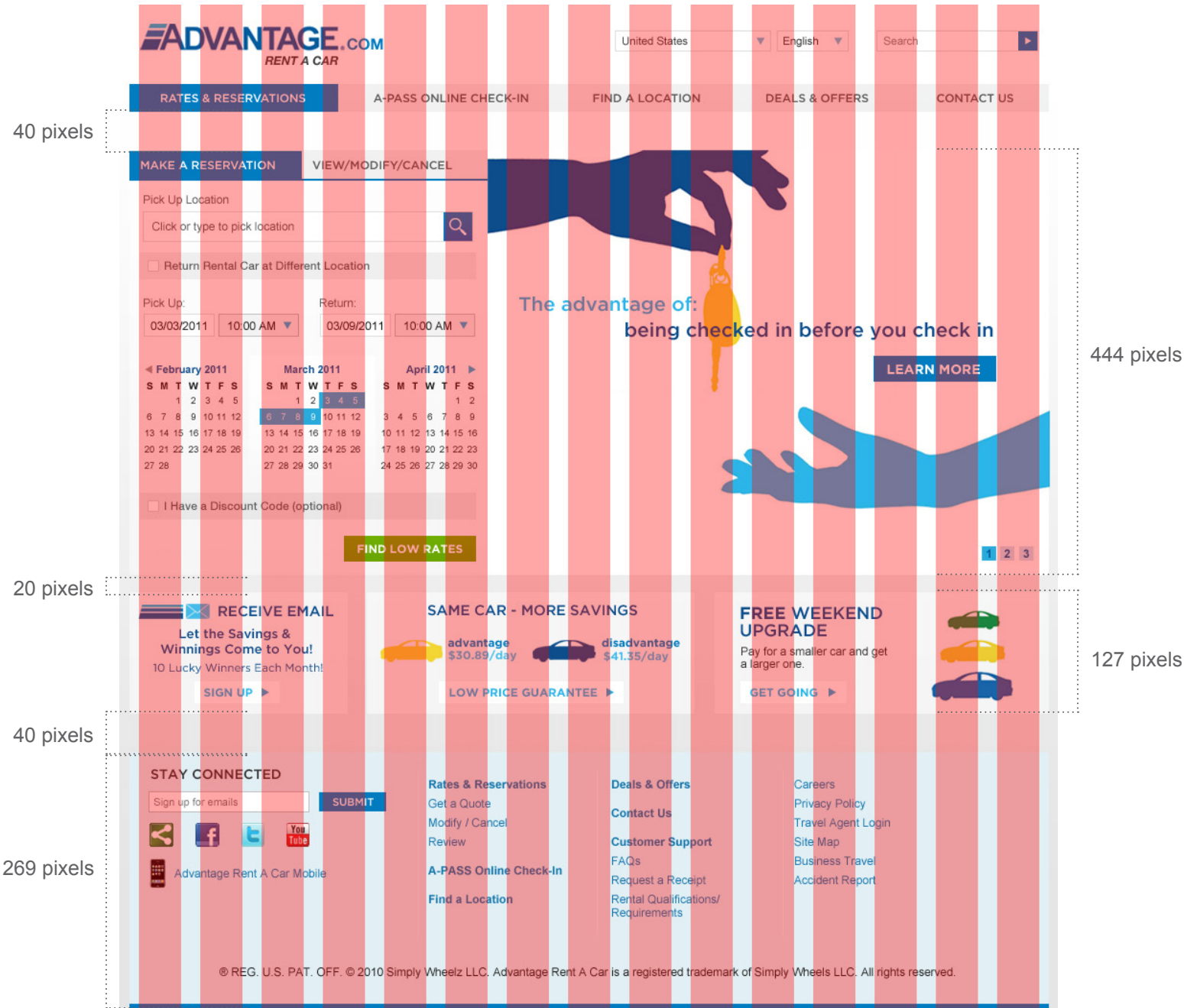S M T W T F S   S M T W T F S   S M T W T F S
      1 2 3 4 5   1 2 3 4 5   1 2
6 7 8 9 10 11 12   6 7 8 9 10 11 12   3 4 5 6 7 8 9
13 14 15 16 17 18 19 13 14 15 16 17 18 19 10 11 12 13 14 15 16
20 21 22 23 24 25 26 20 21 22 23 24 25 26 17 18 19 20 21 22 23
27 28   27 28 29 30 31   24 25 26 27 28 29 30

☐ I Have a Discount Code (optional)

FIND LOW RATES

The advantage of:
being checked in before you check in

LEARN MORE

1 2 3

444 pixels

20 pixels

RECEIVE EMAIL
Let the Savings &
Winnings Come to You!
10 Lucky Winners Each Month!
SIGN UP ▶

SAME CAR - MORE SAVINGS
advantage   disadvantage
$30.89/day $41.35/day
LOW PRICE GUARANTEE ▶

FREE WEEKEND
UPGRADE
Pay for a smaller car and get
a larger one.
GET GOING ▶

127 pixels

40 pixels

STAY CONNECTED
Sign up for emails   SUBMIT

Advantage Rent A Car Mobile

Rates & Reservations
Get a Quote
Modify / Cancel
Review

A-PASS Online Check-In

Find a Location

Deals & Offers

Contact Us

Customer Support
FAQs
Request a Receipt
Rental Qualifications/
Requirements

Careers
Privacy Policy
Travel Agent Login
Site Map
Business Travel
Accident Report

269 pixels

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Homepage Vertical Measurements

Pertinent vertical measurements for the site homepage design.

ADVANTAGE.com
RENT A CAR

United States ▼   English ▼   Search ►

RATES & RESERVATIONS | A-PASS ONLINE CHECK-IN | FIND A LOCATION | DEALS & OFFERS | CONTACT US

**Reservation Page
Measurements**

20 pixels

STEP 1 | 2. SELECT VEHICLES & EXTRAS | STEP 3 | STEP 4

33 pixels

20 pixels

10.99
USD/DAY
SELECT
Total 76.93 USD
Extra Small Car

ẛ x 4 Passengers
x 2 Small Suitcases
x 0 Large Suitcases

Automatic Transmission
Air Conditioning
24 miles/gallon

YOUR ITINERARY   Change Itinerary

Pick Up
Ft. Lauderdale Airport (FLL) FL, US
600 Terminal Drive
Dania (Ft. Lauderdale), FL, US 33004

13.91
USD/DAY
SELECT
Total 97.37 USD
Small Car

x 4 Passengers
x 1 Small Suitcases
x 2 Large Suitcases

Automatic Transmission
Air Conditioning
24 miles/gallon

Return
Ft. Myers Airport-Town Center Holiday Inn (RSW)
FL, US
9931 Interstate Commerce Drive
Fort Myers, FL, US 33913

292 pixels

92 pixels

14.75
USD/DAY
SELECT
Total 103.25 USD
Medium Car

x 4 Passengers
x 2 Small Suitcases
x 2 Large Suitcases

Automatic Transmission
Air Conditioning
Dual Airbags
ABS
25 miles/gallon

Pick Up Date
Wed, Feb 16 2011 at 10:00 AM

Return Date
Wed, Feb 23, 2011 at 10:00 AM

17.07
USD/DAY
SELECT
Total 119.49 USD
Large Car

x 4 Passengers
x 2 Small Suitcases
x 1 Large Suitcases

Automatic Transmission
Air Conditioning
Dual Airbags
ABS
25 miles/gallon

2 pixels

Don't forget to include
**SATELLITE
NAVIGATION**
in your Reservation
FPO

22.87
USD/DAY
SELECT
Total 160.09 USD
Small SUV

x 4 Passengers
x 2 Small Suitcases
x 2 Large Suitcases

Automatic Transmission
Air Conditioning
Dual Airbags
ABS
18 miles/gallon

25.04
USD/DAY
SELECT
Total 175.28 USD
Medium SUV

x 4 Passengers
x 2 Small Suitcases
x 0 Large Suitcases

Automatic Transmission
Air Conditioning
Dual Airbags
ABS
18 miles/gallon

26.04
USD/DAY
SELECT
Total 182.28 USD
Minivan

x 4 Passengers
x 2 Small Suitcases
x 0 Large Suitcases

Automatic Transmission
Air Conditioning
Dual Airbags
ABS
18 miles/gallon

15 pixels

STAY CONNECTED
Sign up for emails   SUBMIT

Advantage Rent A Car Mobile

Rates & Reservations
Get a Quote
Modify / Cancel
Review

A-PASS Online Check-In

Find a Location

Deals & Offers

Contact Us

Customer Support
FAQs
Request a Receipt
Rental Qualifications/
Requirements

Careers
Privacy Policy
Travel Agent Login
Site Map
Business Travel
Accident Report

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6 pixels