



外综服前台 _ **DPL** _ Guidelines

V1.1

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2.0 一级信息

一级信息包含 banner，利益点，及行动 button

banner

300px

Escrow Service

Place orders contidently and securely via our Escrow Service

<

✔ Provides details of suppliers'production and

✔ Provides details of suppliers'production

✔ Provides details of suppliers'production and trade

[Buy wholesale online](#) >

>

< 550px

利益点

Title long long

Show Chinese suppliers your purchasing power

Title long long

Show Chinese suppliers your purchasing power

Title long long

Show Chinese suppliers your purchasing power

Title long long

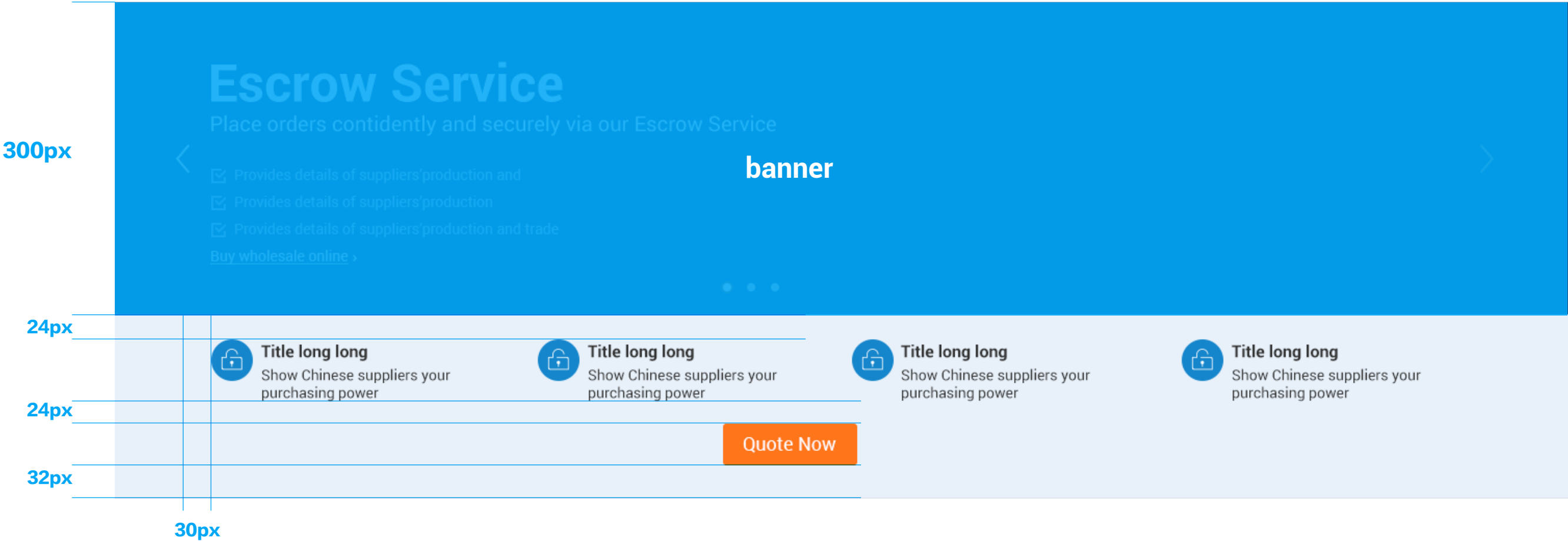
Show Chinese suppliers your purchasing power

Quote Now

Button

一级信息

2.2 一级信息标注



一级信息标注

2.1 Banner 规范

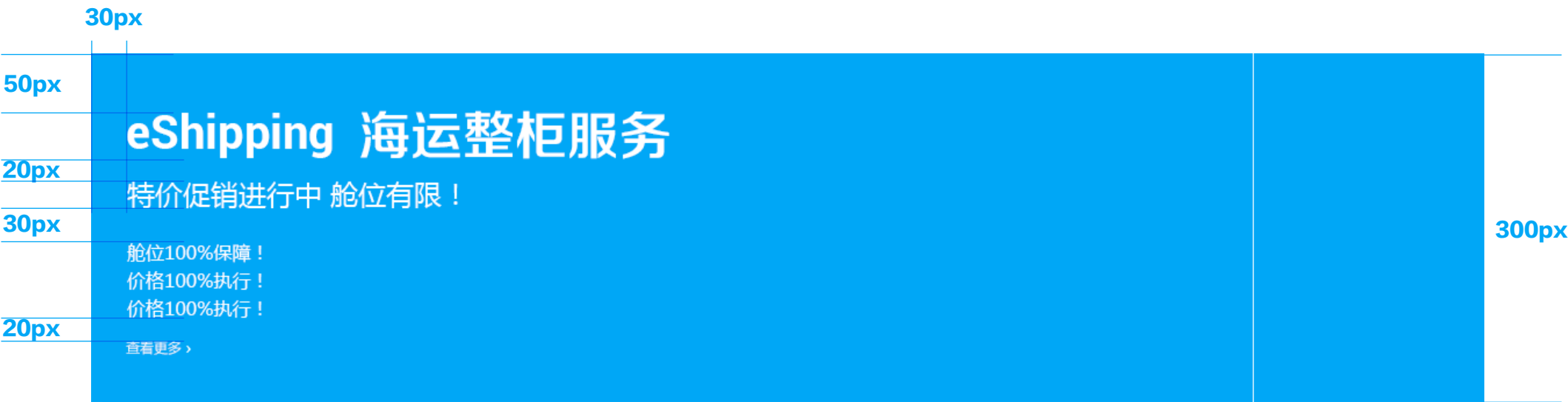
一行标题

banner 高度统一为 300px，宽度为 1200px 或 990px
banner 的组成：**标题，Slogan，利益点，超链接**

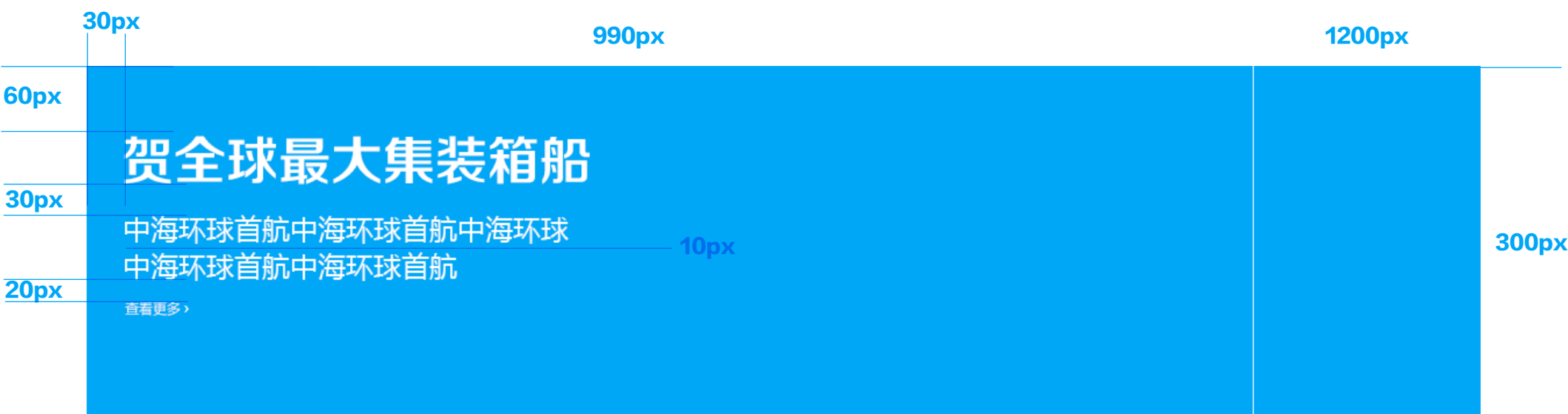
在 banner 中，除标题外，其余各部分均为可选择项，
可以存在或不存在。



二行利益点



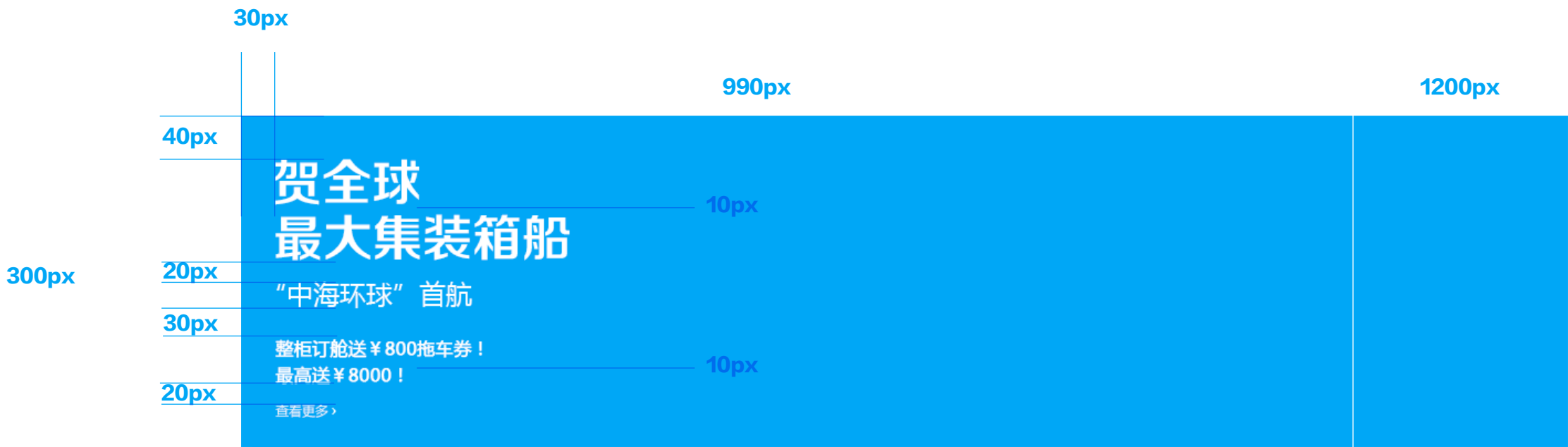
三行利益点



无利益点 _ 二行 Slogan

2.1 Banner 规范

二行标题



二行利益点



搜索框（待定）

2.1.1 Banner 文字规范

标题：
字体：方正中正黑简体 44px

Slogan：
字体：微软雅黑 24px

利益点：
字体：微软雅黑 16px

eShipping 海运整柜服务

特价促销进行中 舱位有限！

舱位100%保障！
价格100%执行！

[查看更多 >](#)

标题：
字体：微软雅黑 12px

2.2.1 利益点规范

目前我们有两套风格 icon，一套为半包围线性 icon，一套为实心面型 icon，考虑到识别度，**我们在利益点采用实心面型 icon。**



下载地址

<http://yunpan.alibaba-inc.com/group/406943?spm={}.{}.0.0.c5FEja#/%E7%AC%AC%E4%BA%8C%E9%98%B6%E6%AE%B5/%E5%9B%BE%E6%A0%87>

3.0 二级信息

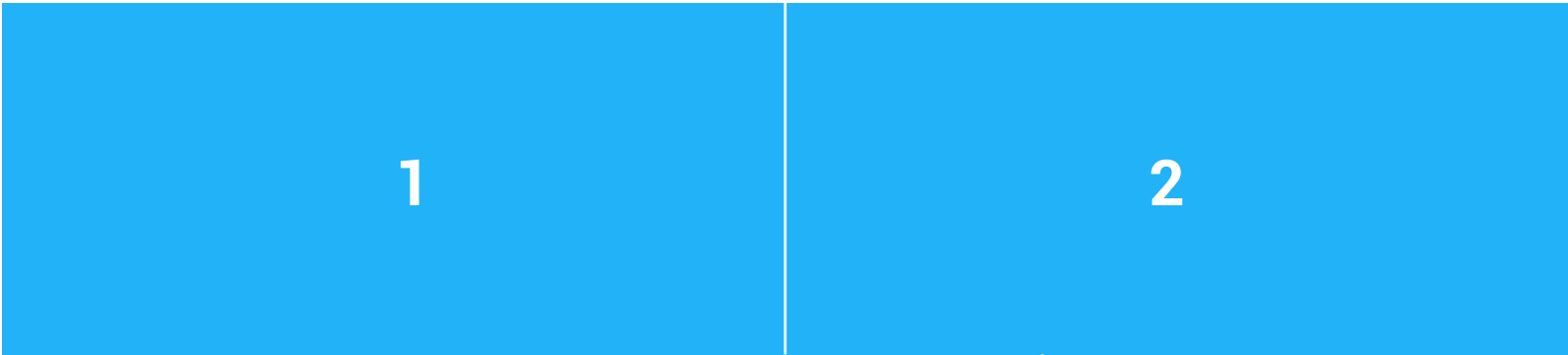
二级信息
格式可以分为右侧的 5 种样式：

- 1 栏样式
- 2 栏样式 _ 等分
- 2 栏样式 _ 2/3
- 3 栏样式
- 4 栏样式

1 栏样式



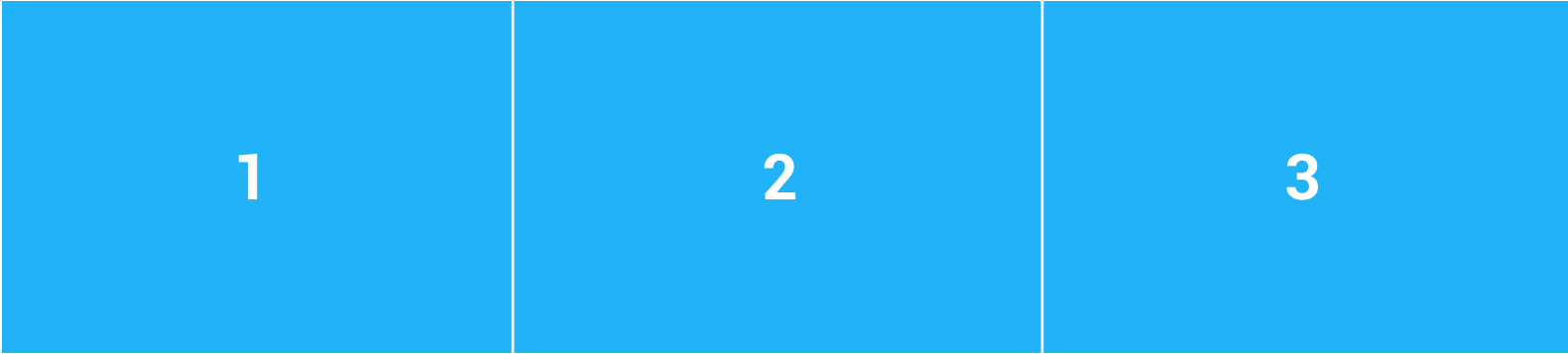
2 栏样式 _ 等分



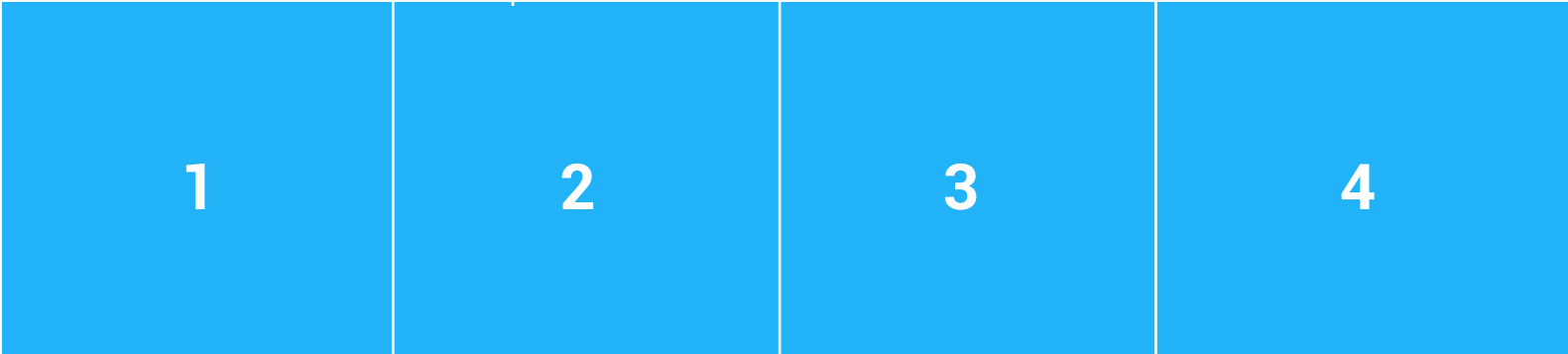
2 栏样式 _ 2/3



3 栏样式



4 栏样式



3.1.1 二级信息样式 1

Box 的信息排版主要参考 Box 的 DPL 设计规范。

BOX DPL 链接地址

<http://demo.alibaba-inc.com/categories/1767/projects/10489/vds/106713>

1 栏样式

What is Alibaba.com’s Escrow Service?

The Escrow service on Alibaba.com is powered by Alipay.com, a leading third-party online payment platform from the Alibaba Group.it provides protection for both buyers and suppliers engaged in international trade.

1 栏样式

32px

32px

24px

32px

What is Alibaba.com’s Escrow Service?

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1 栏样式标注

3.1.2 二级信息样式 2

2 栏样式 _ 2/3

2 栏样式 _ 等分

About Alibaba.com's Escrow Service?

The Escrow service on Alibaba.com is powered by Alipay.com, a leading third-party online payment platform from the Alibaba Group. It provides protection for both buyers and suppliers engaged in international trade.

- Escrow holds buyers' payments until both parties have verified that the transaction is complete.
- This service is now available for Express and Sea Freight shipping methods.

[Learn more >](#)

Notice

Update on Escrow Express orders:
Alibaba.com's Express orders will be moved from My AliExpress to My Alibaba on 6th Aug, 2013.

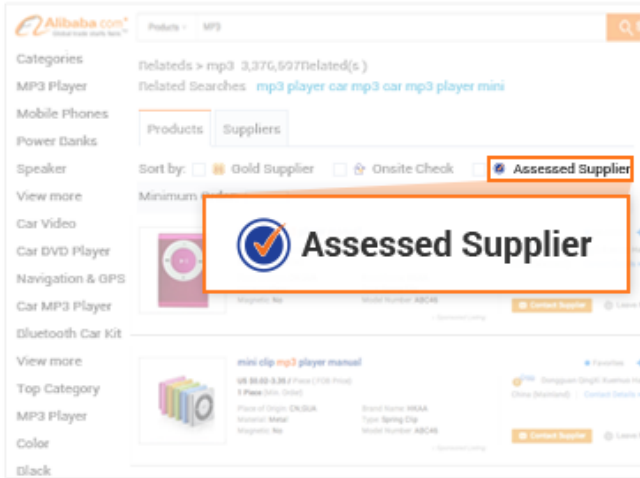
New

2 栏样式 _ 2/3

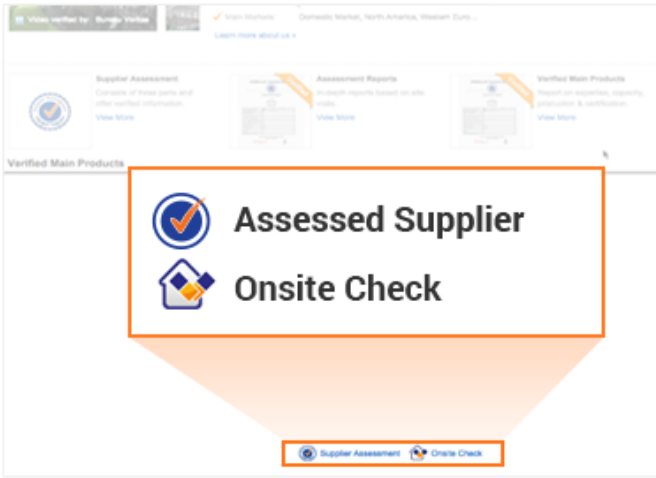
How to use

You can start an Escrow order from either of the following locations:

1 Supplier's Company Website



2 Supplier's Company Website




To learn about the full process of completing a transaction via Escrow, [click here](#)

FQA

- Who are assessed suppliers?
- How can I find assessed suppliers?
- Where can I find assessment ...
- What is the assessment process?
- Who does the assessment?

[View More >](#)

About Supplier Verified Video >



2 栏样式 _ 2/3

Buyer Testimonials

I am a buyer located 3,000km from China. If there was no Escrow and the situation was that a shipment of product is delayed and already paid for, I would be panicking by now. But no panic, I feel protected by Escrow so I have the patience to wait for the supplier to ship out the harvester.

How to play?

Step 1

Check e-Credit Line requirements

Step 2

Apply online

Step 3

Pay application fee and upload the receipt

Step 4

Await audit & issuing

2 栏样式 _ 等分




外综服前台 _ DPL _ Guideline

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3.1.3 二级信息样式 3

3 栏样式

4 栏样式

<div><div>Buyer Testimonials</div><div><div> Leandro Rey</div><div>I am a buyer located 3,000km from China. If there was no Escrow and the situation was that a shipment of product is delayed and already paid for, I would be panicking by now. But no panic, I feel protected by Escrow so I have the patience to wait for the supplier to ship out the harvester.</div></div></div>	<div><div>Buyer Testimonials</div><div><div> Leandro Rey</div><div>I choose to use Alibaba.com's Escrow Service because I do not know the supplier of goods and I do not know whether it exists or this is just someone presenting himself as a factory. The service is excellent. I plan on using Alibaba.com's Escrow Service again.</div></div></div>	<div><div>Buyer Testimonials</div><div><div> Leandro Rey</div><div>Products purchased: Chocolate Storage Tank "I chose Escrow because it was my first time importing from China and I wanted to be 100% sure about my order. After using it, I found that it is very safe and convenient. I was satisfied with it. I would surely use it again."</div></div></div>
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3 栏样式

<div><div>Step-by-step process</div><div><div>1.Claim for issues</div><div>2.Upgrade to arbitration</div><div>3.We'll start refunding</div></div></div>	<div><div>Step-by-step process</div><div><div>1.Claim for issues</div><div>2.Upgrade to arbitration</div><div>3.We'll start refunding</div></div></div>	<div><div>Step-by-step process</div><div><div>1.Claim for issues</div><div>2.Upgrade to arbitration</div><div>3.We'll start refunding</div></div></div>	<div><div>Step-by-step process</div><div><div>1.Claim for issues</div><div>2.Upgrade to arbitration</div><div>3.We'll start refunding</div></div></div>
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4 栏样式

Thank you