



Web style guidelines

Updated on 11/21/2016



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Introduction

This style guide provides brand information as it relates to Web sites and should be used in conjunction with the overarching brand guidelines.

This document, which provides explanation as well as sample images of appropriate implementation.

Content layout for the body of the page is flexible in order to accommodate your varying site requirements. This area is open to variations in layout for purposes of flexibility, but should adhere to Experian's visual style and tone of voice (see the overarching brand guidelines for information on Experian branded verbal identity).

What this guide does not provide

We are providing you with this guide and associated files to assist you in applying Experian Web identity elements correctly and consistently.

The Web style guide will not provide you with detailed instructions on how to generally build, host or maintain a site. These are all questions that you should have answered before requesting or using any of the materials made available here.

Development and maintenance of sites are the responsibility of the requesting department.

Welcome to the Experian® brand web style guidelines.

Please read and follow these guidelines carefully when developing any Experian web sites to ensure that we continue to build a strong and consistent brand.

If you have any questions or need more information, please contact our Brand Team at ourbrand@experian.com

Site wide

Colors

Primary color palette

- Experian Dark Blue
- Experian Light Blue
- Experian Violet
- Experian Purple
- Experian Pink

Tertiary colors (secondary)

The tertiary color palette is used for the examples listed below only after the primary colors have been exhausted. See Experian Brand Guidelines, section 2.5.12, for details.

- Graphs
- Charts
- FICO scale

Gray is a neutral color and is mainly used in text, spotlight backgrounds or social media icons.

For more information on colors please refer to the Experian Brand Guidelines.

Note: Do not screen shot and sample colors from the PDF. Please refer to the color break downs and the true color value.

Primary colors



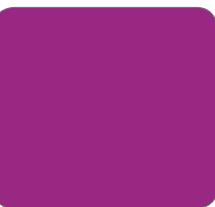
Experian Dark Blue
#26478d
RGB (38, 71, 141)



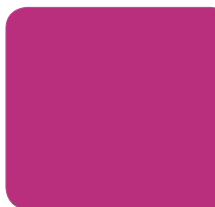
Experian Light Blue
#406eb3
RGB (64, 110, 179)



Experian Violet
#632678
RGB (99, 38, 120)



Experian Purple
#982881
RGB (152, 40, 129)



Experian Pink
#ba2f7d
RGB (186, 47, 125)

Tertiary colors



Experian Red
#bb0048
RGB (187, 0, 72)



Experian Orange
#e2a235
RGB (226, 162, 53)



Experian Yellow
#fde723
RGB (253, 231, 35)



Experian Green
#c8c922
RGB (200, 201, 34)



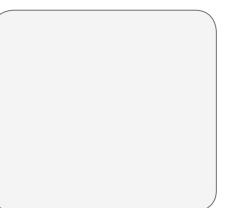
Experian Sapphire
#3d87af
RGB (61, 135, 175)



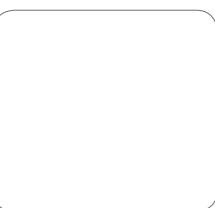
Dark Grey
#575755
RGB (87, 87, 86)



Medium Grey
#dddddd
RGB (208, 208, 208)



Light Grey
#f4f4f4
RGB (244, 244, 244)



White
#ffffff
RGB (255, 255, 255)

Site wide

Typeface for web

Roboto has been chosen as our brand typeface for all of our online applications, as it reflects the same characteristics as our offline brand typeface – DIN Next.

Roboto complements DIN Next and also has characteristics that make it feel precise, engineered, modern, distinctive and timeless.

We use it for headings, subheadings and body text for all our professionally designed online applications.

All text should be written in Sentence case.

Note: For non English languages, if Roboto is not supported use Roboto Noto.

Roboto

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Thin

Viditium fugia as explatecum facearunt mo eic tet iunt ut volut et quas expedic tem ex elitem im dolupta ipita non consequ istorum net offcient maximus eumquibus mo ex evel ent everiam re venis dest, quae natendunt.

Light

Viditium fugia as explatecum facearunt mo eic tet iunt ut volut et quas expedic tem ex elitem im dolupta ipita non consequ istorum net offcient maximus eumquibus mo ex evel ent everiam re venis dest, quae natendunt.

Regular

Viditium fugia as explatecum facearunt mo eic tet iunt ut volut et quas expedic tem ex elitem im dolupta ipita non consequ istorum net offcient maximus eumquibus mo ex evel ent everiam re venis dest, quae natendunt.

Medium

**Viditium fugia as explatecum facearunt
mo eic tet iunt ut volut et quas expedic
tem ex elitem im dolupta ipita non consequ
istorum net offcient maximus eumquibus
ent everiam re venis dest, quae natendunt.**

Site wide

Text and links

The examples show how to apply text and links.

Text

1 H1

Use: headline for hero & marquee

Spec: 70px / 75 / thin / 0 character spacing

Dev: 4.375em / 75 / 100

Color: #575755

2 H2

Use: title of the page or section titles

Spec: 60px / 68 / thin / 0 character spacing

Dev: 3.750em / 100

Color: #575755

3 H3

Use: category header (topics/bucket title),
sub headline for H1

Spec: 33px / 40 / thin / 0.8px character spacing

Dev: 2.063em / 100

Color: #575755

4 H4

Use: subhead for H2

Spec: 20px / 28 / light / 0.3px character spacing

Dev: 1.250em / 300

Color: #575755

5 H5

Use: subcategory header (article titles)

Spec: 18px / 23 / regular / 0.4px character spacing

Dev: 1.125em / 400

Color: #406eb3

6 H6

Use: subhead for H3

Spec: 16px / 21 / medium / 0.8px character spacing

Dev: 1em / 500

Color: #575755

7 Body copy

Use: paragraphs

Spec: 16px / 25 / light / 0 character spacing

Dev: 1em / 300

Color: #575755

8 Static bullets/line list items

Use: paragraphs

Spec: 16px / 25 / light / 0 character spacing

Dev: 1em / 300

Color: #575755

Links

9 Bullet/line list

Spec: 16px / 25 / light / 0 character spacing

Dev: 1em / 300

Link: #406eb3

Hover: Underline #406eb3

Visited: #406eb3

10 Body copy link

Spec: 16px / 25 / light / 0 character spacing

Dev: 1em / 300

Link: #406eb3

Hover: Underline #406eb3

Aa
Roboto

Roboto is a neo-grotesque sans-serif typeface family developed by Google as the system font for its mobile operating system Android. Google describes the font as 'modern, yet approachable' and 'emotional'.

1 Heading 1
Design: 70px / 75 / Thin / 0 character spacing
Dev: 4.375em / 75 / 100

2 Heading 2
60px / 68 / Thin / 0 character spacing
3.750em / 100

3 Heading 3
33px / 40 / Thin / 0.8px character spacing
2.063em / 100

4 Heading 4
20px / 28 / Light / 0.3px character spacing
1.250em / 300

5 Heading 5
18px / 23 / Regular / 0.4px character spacing
1.125em / 400

6 Heading 6
16px / 21 / Bold / 0.8px character spacing
1em / 500

7 Paragraph
16px / 25 / Light / 0 character spacing
1em / 300

Grumpy wizards make toxic brew for the evil Queen and Jack. One morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin. He lay on his armour-like back, and if he lifted his head a little he could see his brown belly, slightly domed and divided by arches into stiff sections. The bedding was hardly able to cover it and seemed ready to slide off any moment. His many legs, pitifully thin compared with the size of the rest of him, waved about helplessly as he looked. One morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin.

Quote
Grumpy wizards make toxic brew for the evil Queen and Jack. One morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin.

Category Title

- List Item #1
- List Item #2
- List Item #3

Latest Articles

- What Are My Options For Student Loans?
- Audio: College Debt and Your Credit
- Are rent to own loans good for my credit?
- Will closing a credit card hurt your credit?
- I'm 16 years old. How do you get started with credit?

Latest Articles

- This is the same bullet with 2 lines
- List item
- Are rent to own loans good for my credit?
- Will closing a credit card hurt your credit?
- I'm 16 years old. How do you get started with credit?

Link **Link** **Link** **Link** **Link**

Site wide

Bullets: static & links

The examples show how to apply bullets: static and links.

1 In-line informational bullets

HTML coded bullets Experian Grey #575755.
Same color and body copy.

2 Main link listings

If there is a main link listing with sub links
Experian Purple arrow bullets
for all main link listings.

3 Sub link listing

Experian Grey bullets for all listings.

Static

Category Title

- 1 • List Item #1
- List Item #2
- List Item #3

Links

Latest Articles

- 2 > What Are My Options For Student Loans?
- > Audio: College Debt and Your Credit
- 3 • This is the same bullet with 2 lines
 - List item
- > Are rent to own loans good for my credit?
- > Will closing a credit card hurt your credit?
- > I'm 16 years old. How do you get started with credit?

Site wide

Buttons

The examples show how to apply buttons site wide.

1 Hero buttons* (home page)

Corner Radius: 6
Color: Experian Purple #ae3e92
Height: 60px (large button)
Length: auto size
Padding: 40px left & right of text
Icons: right carrot (required)
Text: Roboto light 16px #ffffff
*formerly known as buttons for large marques

2 Marquee buttons (sub page)

Corner Radius: 6
Color: Experian Purple #ae3e92
Height: 60px
Length: auto size
Padding: 40px left & right of text
Text: Roboto light 16px #ffffff

3 Standard buttons within the body

Corner Radius: 6
Color: Experian Dark Blue #26478d
Height: 44px
Length: auto size
Padding: 40px left & right of text
Text: Roboto light 16px #ffffff

4 Form buttons

Corner Radius: 6
Color: Experian Dark Blue #26478d
Height: 44px
Length: 40px left & right of text
Text: Roboto light 16px #ffffff

5 Spotlight buttons

Solid
Corner Radius: 6
Color: Experian Dark Blue #26478d
Height: 44px
Length: 100% of the form width
Text: Roboto light 16px #ffffff

Outline

Corner Radius: 6
Color: Experian Dark Blue #26478d
Height: 44px
Length: auto size
Padding: 40px left & right of text
Text: Roboto light 16px #ffffff

6 Multiple buttons in center spotlight

- First button: solid
Corner Radius: 6
Color: Experian Dark Blue #26478d
Height: 44px
Length: auto size
Padding: 40px left & right of text
Text: Roboto light 16px #ffffff
- Second button: outline
Corner Radius: 6
Color: Experian Dark Blue #26478d
Height: 44px
Length: auto size
Padding: 40px left & right of text
Text: Roboto light 16px #ffffff

The image shows two screenshots of the Experian website. The left screenshot displays the homepage with a large hero button labeled 'Intelligent interactions. every time.' and several smaller buttons for different services like Marketing suite, Identity Manager, Intelligence Manager, and Interactions Manager. The right screenshot shows a sub-page for 'Marketing suite' with a spotlight button for 'Marketing suite' and other buttons for 'Identity Manager', 'Intelligence Manager', and 'Interactions Manager'. Both pages include standard buttons for navigation and contact information.

Site wide

Button hierarchy, radio buttons, check box & drop down

The examples show how to apply radio buttons, check boxes & drop downs.

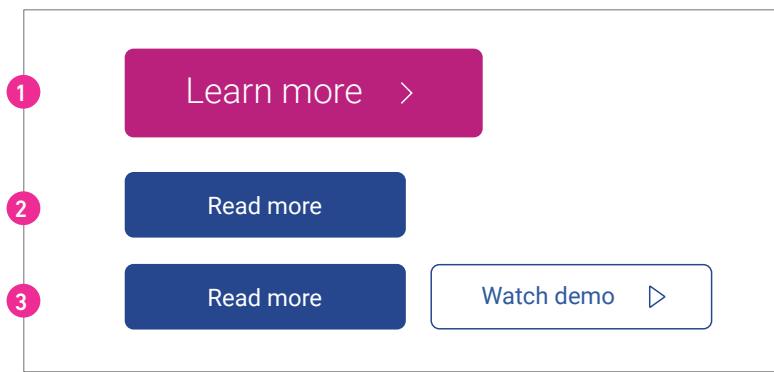
Button hierarchy

- 1 Hero & marquee buttons
- 2 Body, form, spotlight buttons
- 3 Center spotlight buttons
 - First button: solid
 - Second button: outline

Other buttons

- 4 Radio buttons
- 5 Drop down menu
- 6 Check Box

Button hierarchy



Other buttons

First Name

Last Name
Active Input

Phone Number

Home Cell

State

Country

Uganda

Ukraine

United Arab Emirates

United Kingdom

Would you like to receive the latest insights from Experian?

Submit

Site wide

Forms

The examples shows how to apply forms.

1 Form header

Use: optional

Spec: Roboto regular 18px #575755

Padding: 30px below

2 Form section header

Use: optional

Spec: Roboto thin 55px #575755

Padding: 30px below

3 Form field

Use: capturing user input

Spec: 1px solid border #dddddd

4 Input text

Use: user input

Spec: Roboto regular 14px #575755

5 Form label

Use: label for form field

Spec: Roboto bold 14px #dddddd

6 Active form field label

Use: label for form field

Spec: Roboto regular 9px #406eb3

7 Form submit button

Use: every page through out a section

Spec: see buttons section

8 Required fields

Use: call out required fields with an asterisk when there is an equal number of required and optional fields.
Spec: Roboto bold 14px #dddddd

9 Optional fields

Use: call out optional fields if there are more required than optional.
Spec: Roboto bold 14px #dddddd

10 Error field label

Use: Highlights error label location
Spec: Roboto regular 9px #bb0048

11 Error field

Use: Highlight error field location
Spec: 1px solid border #bb0048

1 Want to get started?

2 Fill out this brief form now to find out how we can improve your cross-channel marketing platform program.

3 First Name

4 Last Name

5 Active Input

6 Email

7 Phone Number

8 Full Width Label

9 Submit a Comment

10 Submit

5 Name

6 Active input

7 Search

8 Something clear

9 Something clear

10 Email Address

11 Something is wrong !

12 Good Label

13 Something all good

14 Password

15 Weak

16 So so

17 Good

Consumer Business Small Business

experian. Business Services Customer Acquisition Marketing Services Customer Management Credit Risk Management Fraud Prevention Debt Collection Contact Us Login to Hillrise

Uncovering real payment issues

The expert viewpoint

Contact us 0844 481 9914 9am - 5pm Monday - Friday

Contact us

Looking for a specific solution?

Browse by solution

Browse by product

Browse by sector

Contact us

First Name

Last Name

Company

Phone

Email address This is a required field !

How can we help?

Send enquiry

*Denotes a required field

Retain and grow profitable customers Get a deeper understanding of your customers' current and future values, so you can spot opportunities earlier. Read more

Credit portfolio management Get a complete picture of your existing customers' financial situation across your portfolios to fully understand your potential exposure and opportunities. Read more

Manage high credit risk customers Understand economic shifts and changes in person's situation that could negatively impact your customers to help you manage potential payment problems. Read more

Nurture future profitable customers Strengthen your predictability models with macro and micro trend information to better identify customers with the best future potential. Read more

Business ledger management solutions Get a clearer understanding of the changing risks and opportunities in your ledgers to avoid over exposure and support growth. Read more

Experian Marketing Suite

Overview

Identity Manager

Intelligence Manager

Interactions Manager

Resources

Clients case studies

Marketing infographics

Online consumer trends

Marketing Forward blog

Interact With Us

Meet Dana

Join our events

Follow us

Contact us

About Us

About Experian Marketing Services

Community involvement

Office locations

Careers

Legal Terms & Conditions

Privacy Policy

Press

Careers

Investor Relations

Online Community

Site Map

Contact Us

Site wide

Tables

The examples show how to apply tables.

1 Table #1

Cell title: Roboto medium 16px #575755

Background color: #ffffff

Cell body: Roboto light 16px #575755

Corner Radius: 6

Row 1 background color: #f4f4f4

Row 2 background color: #ffffff

#	Column #1	Column #2	Column #3	Column #4
1	Column Content	Column Content	Column Content	Column Content
2	Column Content	Column Content	Column Content	Column Content
3	Column Content	Column Content	Column Content	Column Content
4	Column Content	Column Content	Column Content	Column Content
5	Column Content	Column Content	Column Content	Column Content
6	Column Content	Column Content	Column Content	Column Content

2 Table #2

Cell title: Roboto medium 16px #575755

Background color: #ffffff

Line width: 2px

Cell body: Roboto light 16px #575755

Line width: 1px

Row 1 background color: #ffffff

Row 2 background color: #ffffff

#	Column #1	Column #2	Column #3	Column #4
1	Column Content	Column Content	Column Content	Column Content
2	Column Content	Column Content	Column Content	Column Content
3	Column Content	Column Content	Column Content	Column Content
4	Column Content	Column Content	Column Content	Column Content
5	Column Content	Column Content	Column Content	Column Content
6	Column Content	Column Content	Column Content	Column Content

Site wide

Icons & social media icons

There are 3 sets of icons that are available to use site wide.

1 Primary icons

Use: max of 3 icons

Size: 100px X 100px

Color: 1 color per section; option of Experian Purple or Experian Pink

2 Secondary icons

Use: 4 or more icons

Line icons

Size: 40px X 40px

Color: Experian Dark Gray #575755

Line width: 1px

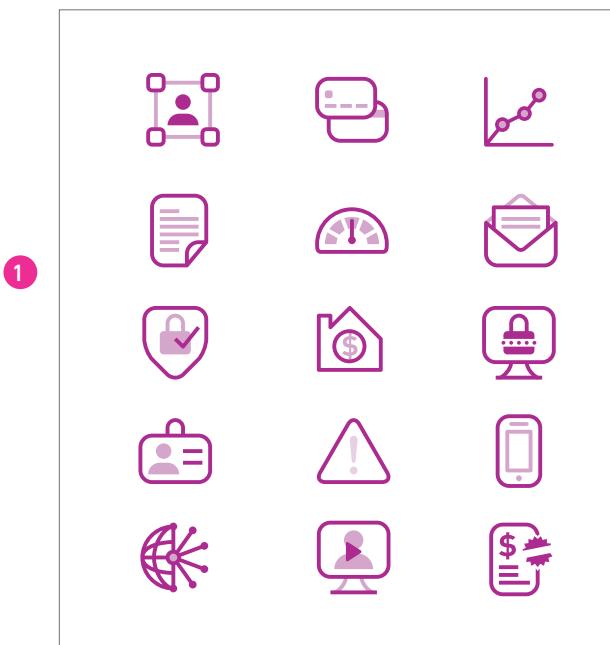
3 Social media icons

Size: 30px X 30px

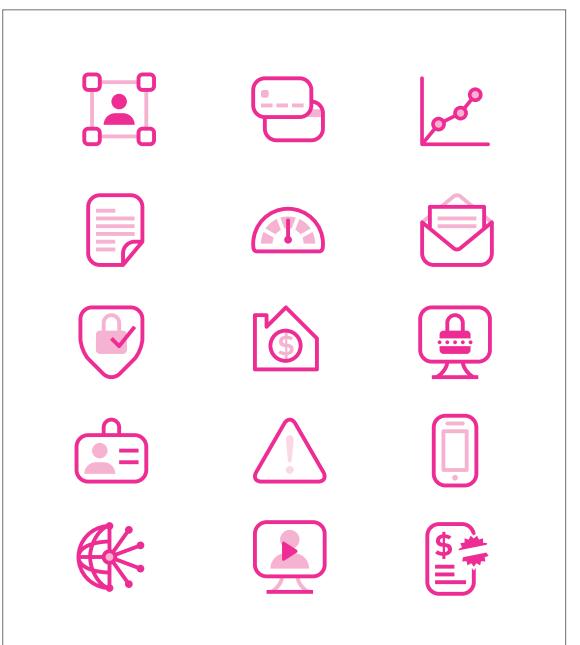
Color: #d0d0d0

Rollover: Experian Dark Gray #575755

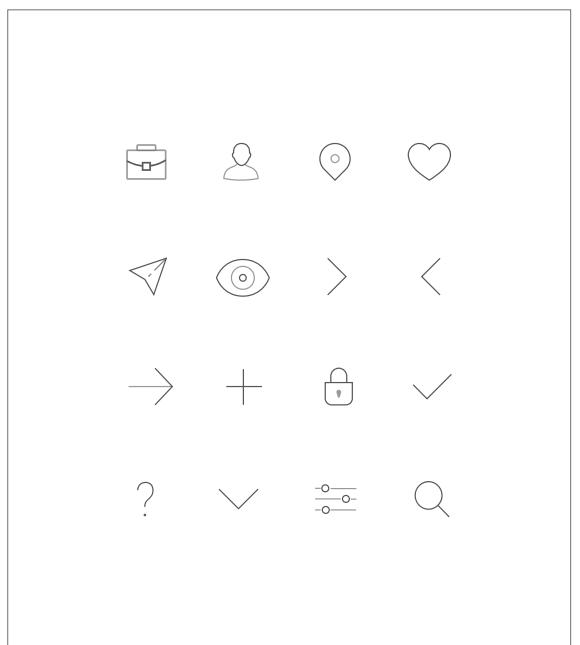
Experian Purple icon set



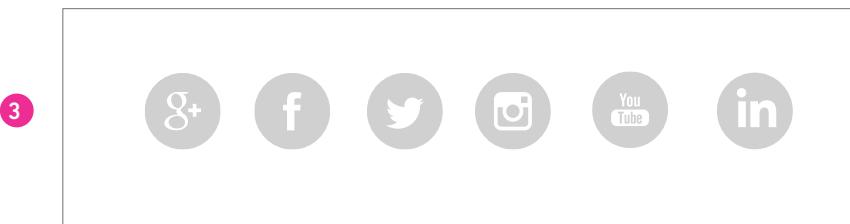
Experian Pink icon set



Experian Gray icon set



Experian Light Gray icon set



Site wide

Icons & social media icons

The examples show how to apply icons & social media icons site wide.

1 Primary icons

Use: max of 3 icons

Color: 1 color per section; option of Experian Purple or Experian Pink

2 Secondary icons

Use: 4 or more icons

Line icons

Size: 40px X 40px

Color: Experian Dark Gray #575755

Line width: 2px

3 Social media icons

Size: 30px X 30px

Color: # d0d0d0

Rollover: Experian Dark Gray #575755



Consumer Business Small Business

About Experian Consumer Assistance Credit Advice Global Sites

Customer Acquisition Customer Management Risk Management Debt Recovery Consulting Services Regulatory Compliance Business Resources Client Login

Intelligent interactions. every time.

Learn more >



Marketing suite

Built upon Experian Marketing Services' 30 years of data-driven marketing expertise and cloud-based technology, the Marketing Suite unites Experian's customer identity, analytics and cross-channel marketing solutions into a single marketing platform.

Read more Watch demo >

1 Identity Manager



Get a true and panoramic view of your customers.

Read more

Intelligence Manager



Understand your customer behaviors and preferences to optimize interactions.

Read more

Interactions Manager



Intelligently interact with customers across any channel.

Read more

Latest webinar



Mobile warming: Innovative strategies for mobile engagement

Watch this webcast to learn about the biggest opportunities for engaging consumers via mobile and steps to take to start building your mobile strategy today!

Lastest Video



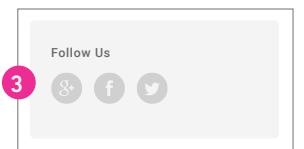
Gareth Davies
Marketing Data and Analytics Manager
Virgin Money

Virgin Money: Understanding your whole customer base

Watch Virgin Money's executives going through the benefits and outcomes of the segmentation approach implemented with Experian Marketing Services.

Marketing forward blog

- > Uncover hidden opportunities within your email list base
- > Why Mad-tech Helps Meet Consumer Demands and Drives Valued Interactions
- > Email marketers: Stop Majoring in the Minors
- > Accurate email address means actionable insights
- > 5 musings on mobile space
- > Why should marketers fight email fraud?
- > Uncover hidden opportunities within your email list base
- > Why Mad-tech Helps Meet Consumer Demands and Drives Valued Interactions



Site wide

Site shell

Here are the specs of the site shell.

1 1440px

Container fits within this width

2 Header

Additional information In Section "headers/footers"

3 Local navigation

Additional information in section "headers/footers"

4 1440px

All page content fits within this width

5 15px padding

Right, left 15px

(Bottom padding when page ends with "Sandbox")

Sandbox always has 40px above)

6 Local footer

Additional information in section "local navigation"

7 Global footer

Additional information in section "headers/footers"

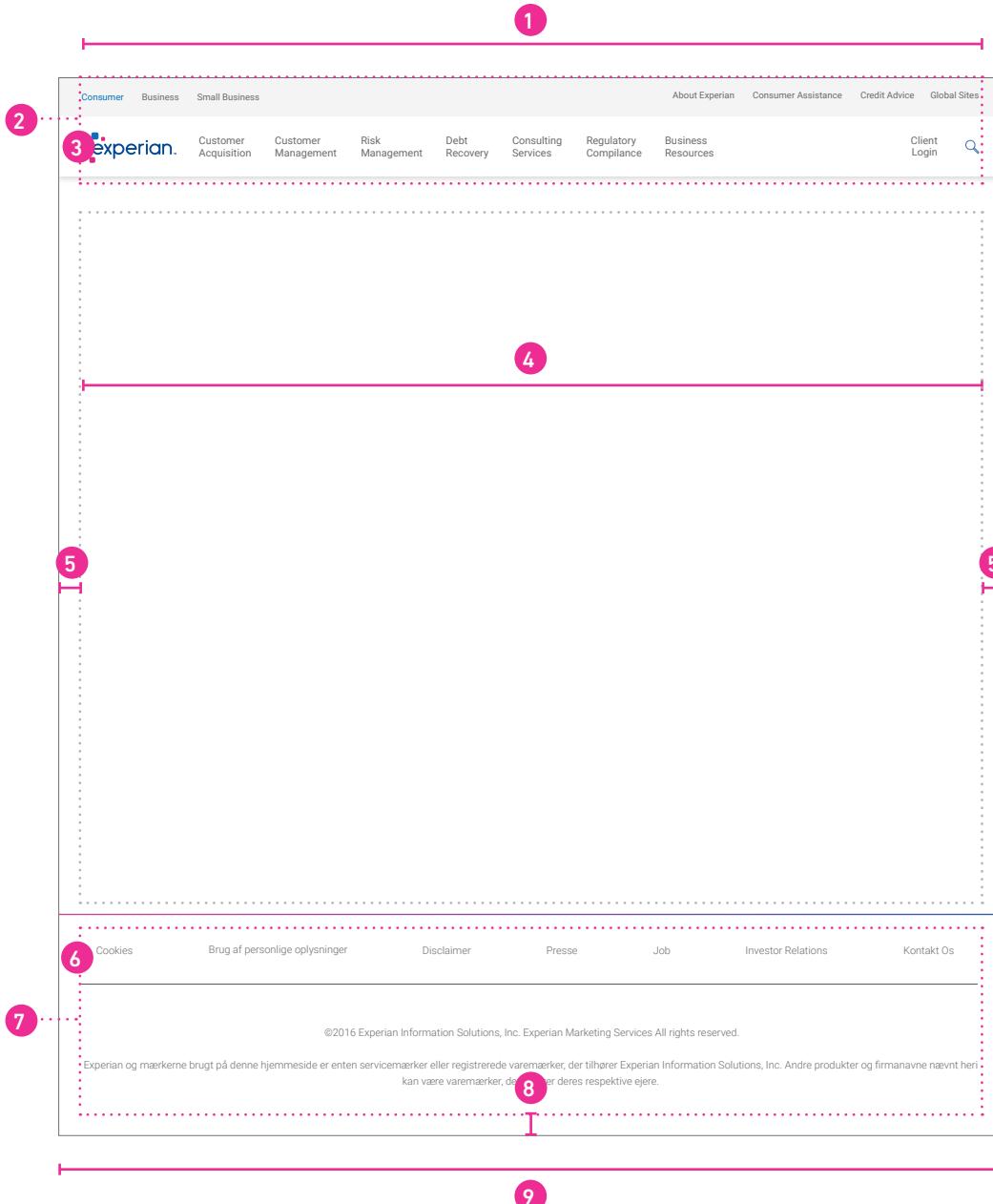
8 15px padding

bottom 15px

(Bottom padding when page ends in text)

9 100%

Total site width of container



Site wide

Header and footer

The examples show how to apply the header and footer site wide.

Header

1 Global Navigation (Required)

Background color: #eeeeee

Static: Roboto light 14px #575755

Hover: Roboto light / underline 14px #406eb3

Visited: Roboto light 14px #575755

Live: Roboto light 14px #26478d

2 Local Navigation

Background color: #ffffff

Static: Roboto light 16px #575755

Hover: Roboto light / underline 16px #406eb3

Visited: Roboto light 16px #575755

3 15px padding

Gradient bar

4 Use: separating content and footer

Color: Experian Pink to Experian Dark Blue

Line width: 2px

Additional links (optional)

5 Sandbox of quick links

Divider

6 Color: #575755

Line width: 1px

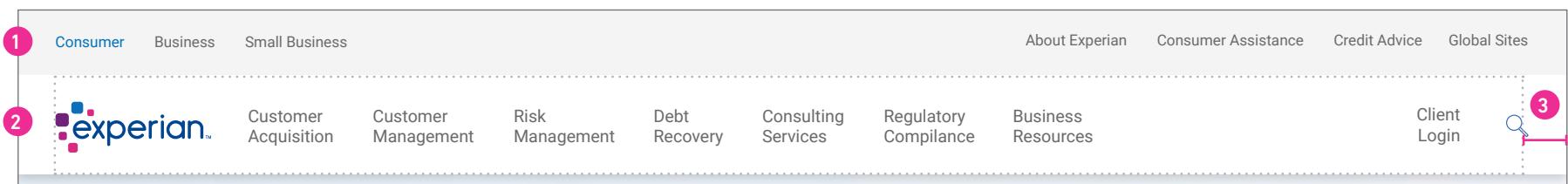
Footer

7 Global footer navigation

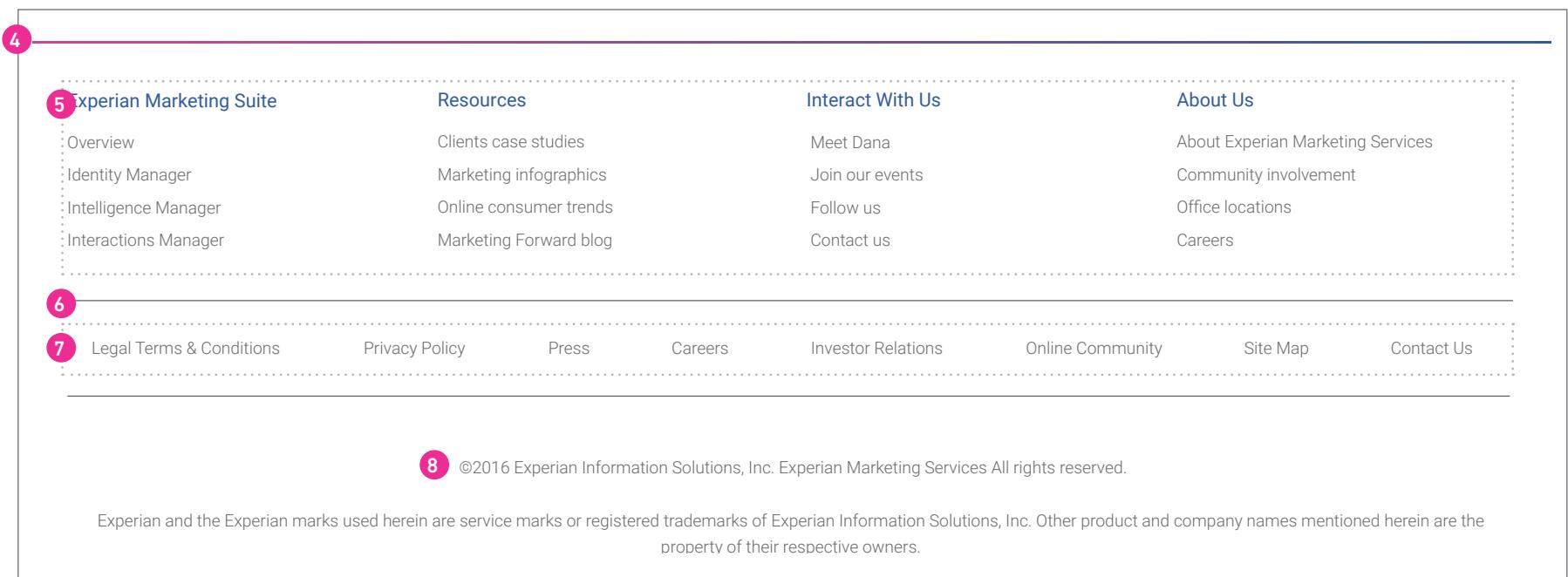
8 Global disclosure

Use: **must** include global disclaimers shown on the right.

Header: Global navigation & local navigation



Footer



Site wide

Local navigation

The examples show how to apply a left side navigation site wide if applicable.

1 Global (Left) navigation

Static: Roboto light 14px #575755
Hover: Roboto light 14px #406eb3
Visited: Roboto light 14px #575755

2 Global (Right) navigation

Static: Roboto light 14px #575755
Hover: Roboto light 14px #406eb3
Visited: Roboto light 14px #575755

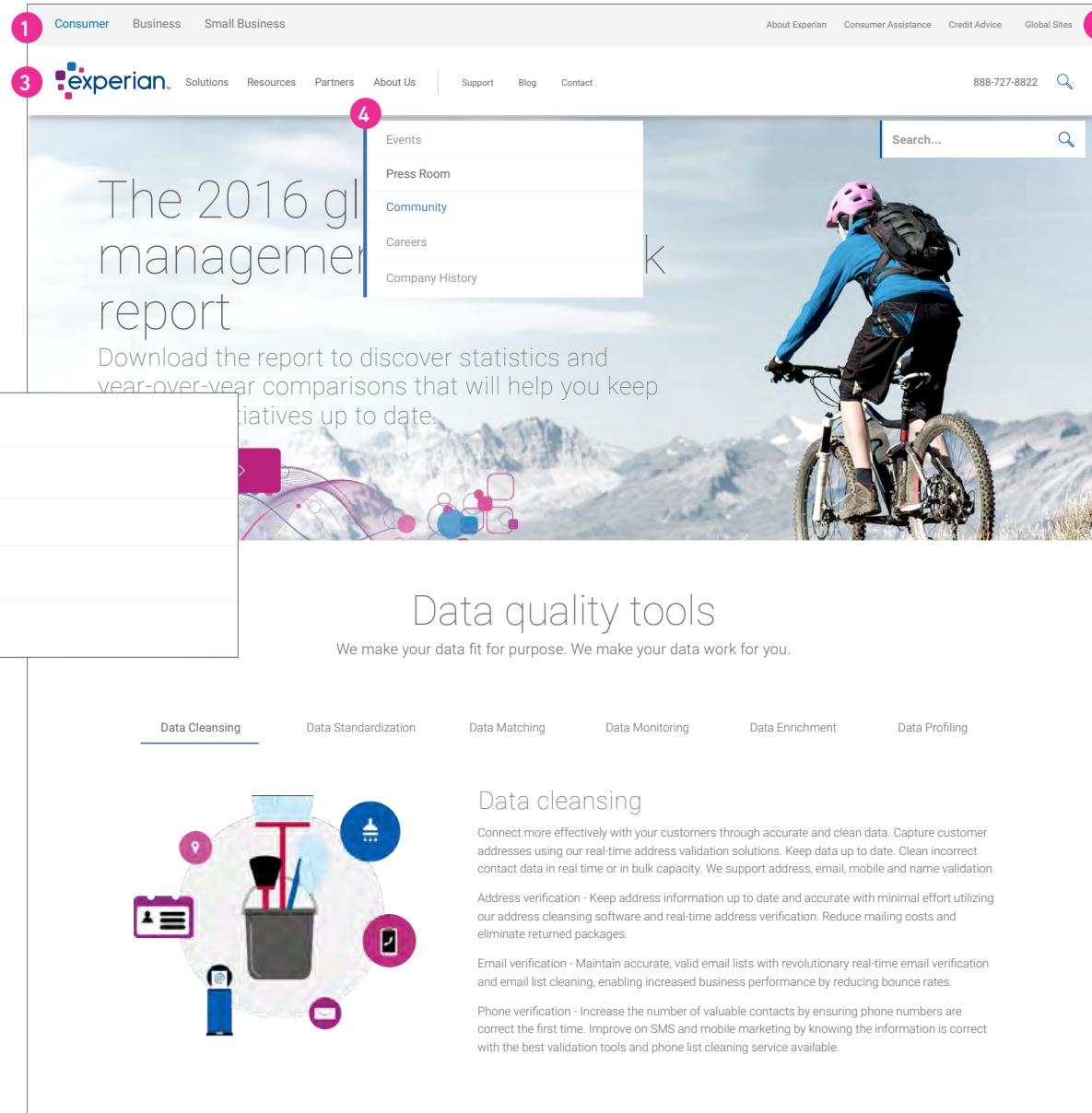
3 Local navigation

Static: Roboto light 16px #575755
Hover: Roboto light 16px #406eb3
Visited: Roboto light 16px #575755

4 Navigation drop down menu

Static: Roboto light 14px #575755
Hover: Roboto light 14px #406eb3
Background color #f4f4f4
Visited: Roboto light 14px #575755
Sidebar color: #575755
Line width: 2px

Note: recommended navigation drop down min. width is 180px and max. width is 350px.



Site wide

Left side navigation

The examples show how to apply a left side navigation site wide if applicable.

- Static: Roboto light 14px #575755
- Hover: Roboto light 14px #982881
- Background color #f4f4f4
- Visited: Roboto light 14px #575755
- Side bar color: #ae3e92

Line width: 2px

The screenshot shows a website layout for 'The cross-channel platform'. At the top, there's a header with links for Consumer, Business, Small Business, About Experian, Consumer Assistance, Credit Advice, and Global Sites. Below the header is a main banner with the title 'The cross-channel platform' and the subtitle 'Intelligent interactions in every channel'. A 'Learn more >' button is located below the banner. To the left, a sidebar titled 'Customer Acquisition' contains a navigation menu with sections for Cross-channel marketing, Cross-channel (which is highlighted with a purple border), CheetahMail, and CheetahMobile. Below this is a section for Database Services, followed by Services and Contact Us. The main content area features a large heading 'The cross-channel platform' and a paragraph explaining the platform's purpose. It also includes a sub-section titled 'Intelligent interactions in every channel' with descriptive text. At the bottom, there's a form titled 'Want to get started?' with fields for First Name, Last Name, Email, Phone Number, and a full-width label, along with a 'Submit a Comment' text area.

Site wide

Hero and marquee

The examples shows the specs for a responsive Hero and marquee banners site wide.

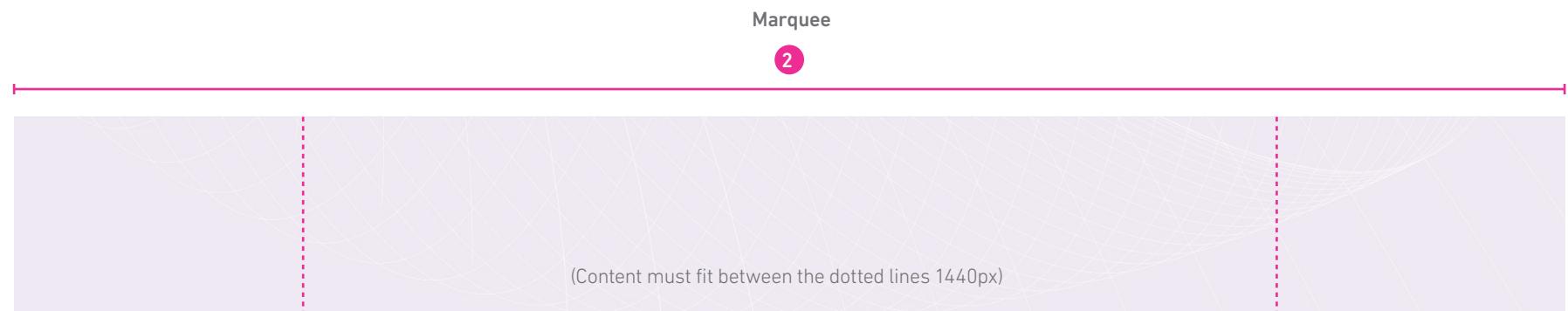
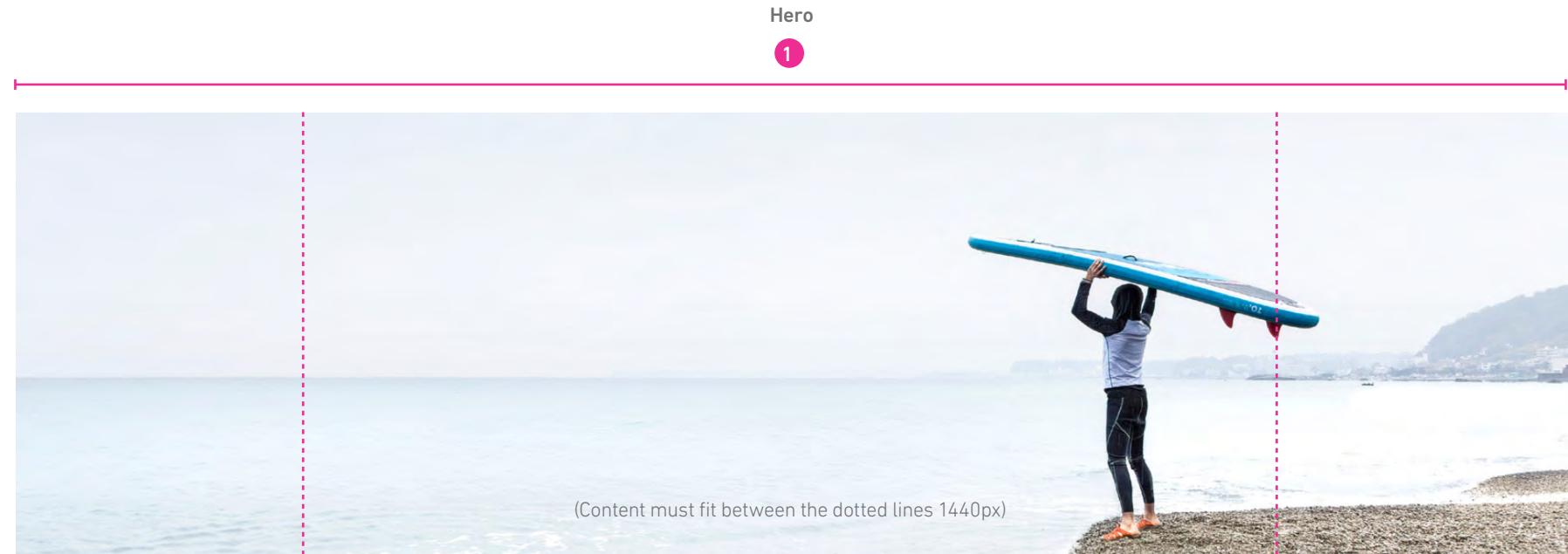
Hero (large marquees)

Must be less than 250kb.

- 1 Width 2000px X height 500px
Background image: see brand guidelines

Marquee

- 2 Width 2000px X height 256px
Background image: default pattern



Site wide

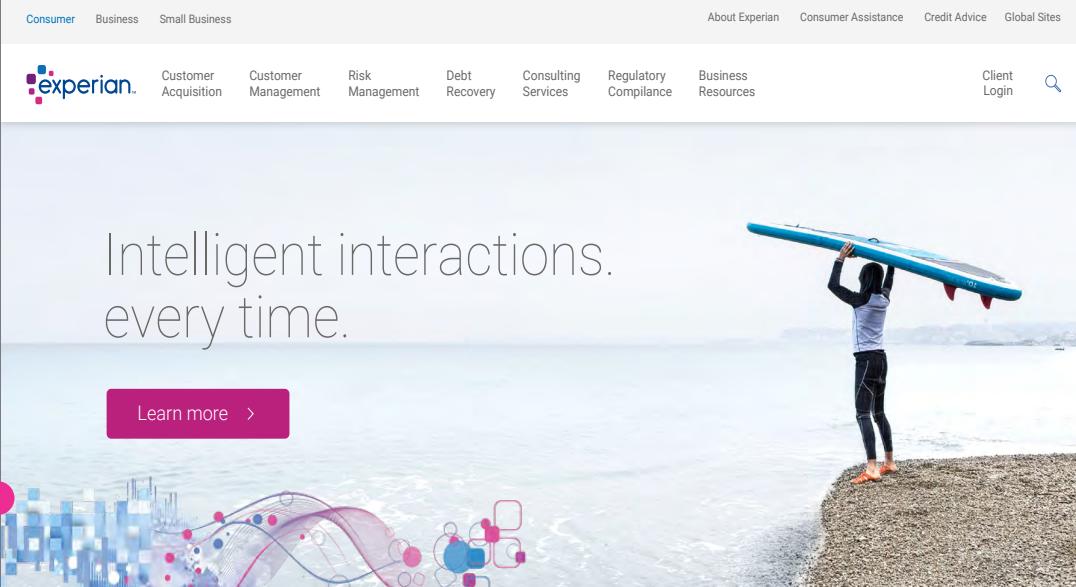
Data Art

The examples shows how the Data Art will be applied only on Hero images site wide.

- 1 The Data Art overlays on Hero images only, and is anchored at the bottom left.
- 2 The Data Art **will be** removed in responsive.

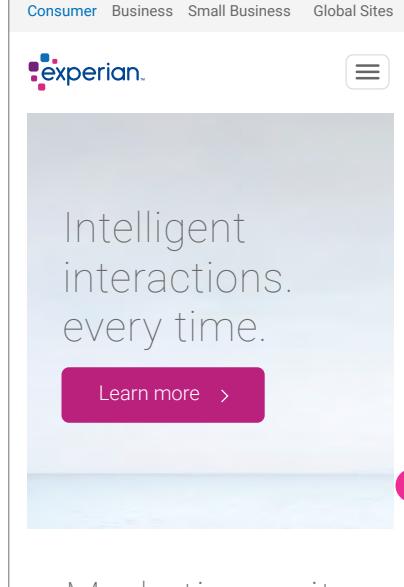
Note: The Data Art should never be placed 'floating' in the middle of the layout, i.e. without bleeding off the edge, and is always applied on the left-hand side of the layout, to follow the usual reading direction from left to right.

Desktop view



The desktop view shows a hero image of a person carrying a surfboard. A decorative data art graphic (1) is overlaid on the bottom left of the image. Below the image, there is a section titled "Marketing suite" with a "Read more" button and a "Watch demo" button. At the bottom, there are three icons for "Identity Manager", "Intelligence Manager", and "Interactions Manager".

Responsive view



The responsive view shows the same hero image and "Marketing suite" section as the desktop view, but the decorative data art graphic (1) is removed. Instead, there is a large "Marketing suite" heading and a "Read more" button.

Web style guides | Page 19

Site wide

Category buckets and spotlights

The examples shows how to apply spotlights and buckets.

1 Center spotlight

Marketing suite

Built upon Experian Marketing Services' 30 years of data-driven marketing expertise and cloud-based technology, the Marketing Suite unites Experian's customer identity, analytics and cross-channel marketing solutions into a single marketing platform.

[Read more](#) [Watch demo ▶](#)

2 Client slider

Who trusts us with their data quality?

Any Questions? [Contact Us](#) [\[< >\]](#)

3 Category buckets

Identity Manager
Get a true and panoramic view of your customers. [Read more](#)

Intelligence Manager
Understand your customer behaviors and preferences to optimize interactions. [Read more](#)

Interactions Manager
Intelligently interact with customers across any channel. [Read more](#)

4 Category cards

Size: Auto

Corner Radius: 6

Background color: #ffffff

Shadows: #000000

Opacity: 17%

X: 0

Y: 3

Blur: 10

Spread: 0

5 Right side spotlight

Size: 437px wide

Corner Radius: 6

Background color: #f4f4f4

Latest webinar

Mobile warming: Innovative strategies for mobile engagement
Watch this webcast to learn about the biggest opportunities for engaging consumers via mobile and steps to take to start building your mobile strategy today! [Read more](#)

Lastest Video

Garen Devine, Marketing Data and Analytics Manager, Virgin Money
Virgin Money: Understanding your whole customer base
Watch Virgin Money's executives going through the benefits and outcomes of the segmentation approach implemented with Experian Marketing Services. [Read more](#)

Marketing forward blog

- Uncover hidden opportunities within your email list base
- Why Mad-tech Helps Meet Consumer Demands and Drives Valued Interactions
- Email marketers: Stop Majoring in the Minors
- Accurate email address means actionable insights
- 5 musings on mobile space
- Why should marketers fight email fraud?
- Uncover hidden opportunities within your email list base
- Why Mad-tech Helps Meet Consumer Demands and Drives Valued Interactions

5 Would you like more info?

[Contact us](#)

The Experian Business

- Experian Credit Services
- Experian Decision Analytics
- Experian Marketing Services

Marketing Services Latest Research & Insights

- Marketing Research Reports
- Marketing Webinars
- Marketing Forward Blog
- Industry & Social Media Trends

Credit Services & Decision Analytics Latest Research & Insights

- Decision Analytics Knowledge Centre
- Credit Services Knowledge

Home page

Home page example 1

The example shows how to apply design to a home page.

1 Top level header

2 Global header navigation

3 Local navigation

4 Site tools

5 Hero

6 Heading 1

7 Call to action

8 Image

9 Data art

10 Content

11 Gradient bar

12 Additional links (optional)

Sandbox of quick links

13 Global footer

14 Global footer navigation

15 Global disclosure

The diagram illustrates the structure of the Experian Marketing Services home page with numbered callouts:

- 1**: Top level header (Consumer, Business, Small Business)
- 2**: Global header navigation (About Experian, Consumer Assistance, Credit Advice, Global Sites)
- 3**: Local navigation (Customer Acquisition, Customer Management, Risk Management, Debt Recovery, Consulting Services, Regulatory Compliance, Business Resources)
- 4**: Site tools (Client Login, Search icon)
- 5**: Hero section (Heading 1: Intelligent interactions. every time., Image of a person carrying a surfboard, Call to action: Learn more)
- 6**: Hero sub-section (Data art: A blue and purple abstract graphic)
- 7**: Hero sub-section (Call to action: Learn more)
- 8**: Hero sub-section (Image of a person carrying a surfboard)
- 9**: Hero sub-section (Data art: A blue and purple abstract graphic)
- 10**: Content section (Section title: Marketing suite, Text: Built upon Experian Marketing Services' 30 years of data-driven marketing expertise and cloud-based technology, the Marketing Suite unites Experian's customer identity, analytics and cross-channel marketing solutions into a single marketing platform, Call to action: Read more, Watch demo)
- 11**: Content section (Three cards: Identity Manager, Intelligence Manager, Interactions Manager)
- 12**: Content section (Three cards: Identity Manager, Intelligence Manager, Interactions Manager)
- 13**: Content section (Three cards: Latest webinar, Lastest Video, Marketing forward blog)
- 14**: Global footer (Legal Terms & Conditions, Privacy Policy, Press, Careers, Investor Relations, Online Community, Site Map, Contact Us)
- 15**: Global footer (Copyright notice: ©2016 Experian Information Solutions, Inc. Experian Marketing Services All rights reserved, Experian and the Experian marks used herein are service marks or registered trademarks of Experian Information Solutions, Inc. Other product and company names mentioned herein are the property of their respective owners)

Home page

Home page example 2

The example shows how to apply design to a home page.

1 Top level header

2 Global header navigation

3 Local navigation

4 Site tools

5 Hero

6 Heading 1

7 Call to action (optional)

8 Image

9 Data art

10 Spotlight

11 Content

12 Gradient bar

13 Global footer

14 Global footer navigation

15 Global disclosure

The screenshot shows the Experian Business website home page. A dotted red rectangle highlights the main content area. Numbered circles 1 through 15 point to various design elements:

- 1: Top right corner of the header.
- 2: Global header navigation menu items: Consumer, Business, Small Business.
- 3: Experian logo.
- 4: Site tools: Client Login and search icon.
- 5: Hero section heading.
- 6: Hero section sub-headline.
- 7: Hero section CTA button: Saiba Mais >.
- 8: Hero section image of a person carrying a surfboard.
- 9: Hero section data art graphic.
- 10: Spotlight section heading.
- 11: Content section heading: Med os træffer du bedre beslutninger.
- 12: Content section sub-headline: Vi bidrager med at frigøre værdien af data, ved at give vores kunder indsigt til at træffe værdifulde forretningsmæssige beslutninger.
- 13: Content section cards:
 - Registreret i RKI?: Image of people, sub-headline: På dininfo.dk kan du nemt og hurtigt få et overblik over din status i RKI-registret. Du kan også kontakte vores forbrugerservice. CTA: Registreret i RKI?.
 - Produkter: Image of umbrellas, sub-headline: Find nye profitable kunder, udbyg kunderelationer, fasthold de bedste kunder og beskyt din forretning mod dårlige betalere og svindel. CTA: Produkter.
 - Brancher: Image of mobile devices and people, sub-headline: Vi tilbyder brancheløsninger til banker, telekommunikation, energi, forsikring, finans & leasing, industri & detailhandel og collection. CTA: Brancheløsninger.
- 14: Global footer navigation menu items: Cookies, Brug af personlige oplysninger, Disclaimer, Presse, Job, Investor Relations, Kontakt Os.
- 15: Global disclosure statement at the bottom of the footer.

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Home page

Home page example 3

The example shows how to apply design to a home page.

1 Top level header

2 Global header navigation

3 Local navigation

4 Site tools

5 Hero

6 Heading 1

7 Call to action

8 Image

9 Data art

10 Content

11 Gradient bar

12 Additional links (optional)

Sandbox of quick links

13 Global footer

14 Global footer navigation

15 Global disclosure

Home page

Home page example 4

The example shows how to apply design to a home page.

1 Top level header

- 2 Global header navigation
- 3 Local navigation
- 4 Site tools

5 Hero

- 6 Heading 1
- 7 Call to action
- 8 Image
- 9 Data art

10 Content

11 Gradient bar

12 Additional links (optional)

Sandbox of quick links

13 Global footer

- 14 Global footer navigation
- 15 Global disclosure

The screenshot shows the Experian Data Quality website home page. A dotted line with numbered circles highlights various design elements:

- 1 Top level header (Global header navigation, Local navigation, Site tools).
- 2 Global header navigation (Consumer, Business, Small Business).
- 3 Local navigation (Solutions, Resources, Partners, About Us, Support, Blog, Contact).
- 4 Site tools (Search bar, Phone number 888-727-8822).
- 5 Hero (Heading 1: "The 2016 global data management report", Call to action: "Download", Image: Mountain biker, Data art: Dots).
- 6 Heading 1: "The 2016 global data management report".
- 7 Call to action: "Download".
- 8 Image: Mountain biker.
- 9 Data art: Dots.
- 10 Content (Data quality tools section: "Data cleansing", "Data Standardization", "Data Matching", "Data Monitoring", "Data Enrichment", "Data Profiling").
- 11 Gradient bar (Industries: Retail, Financial services, Public sector).
- 12 Additional links (optional) (Learn more section: "Contact Us", "Submit" button).
- 13 Global footer (Benefits section: "Maximize revenue opportunities", "Leverage actionable insights", "Ensure the best customer experience", "Reduce costs and eliminate waste", "Increase business awareness", "Create a single view of your customer").
- 14 Global footer (Latest data quality resources: "The 2016 global data management benchmark report", "Gartner's Magic Quadrant Report", "The Chief Data Officer: Bridging the Gap Between Data and Decision-Making", "ALDO Shoes Case Study").
- 15 Global footer (Who trusts us with their data quality? logos: Overstock, Saks Fifth Avenue, ALDO, Cabela's, Umpqua Bank, drugstore.com, Northwestern University, Brooklyn College, Harmon Metal Resources Company, US MEDIA, Fairytale Bakery, MIDMARK), "Any Questions?", "Contact Us" button, "Legal Terms & Conditions", "Privacy Policy", "Press", "Careers", "Investor Relations", "Online Community", "Site Map", "Contact Us".

Home page

Home page example 5

The example shows how to apply design to a home page.

1 Top level header

2 Global header navigation

3 Local navigation

4 Site tools

5 Hero

6 Heading 1

7 Call to action

8 Image

9 Data art

10 Content

11 Gradient bar

12 Additional links (optional)

Sandbox of quick links

13 Global footer

14 Global footer navigation

15 Global disclosure

The screenshot shows the Experian Home page with various sections and interactive elements highlighted by numbered callouts:

- 1**: Top level header (Global header navigation).
- 2**: Global header navigation (Consumer, Business, Small Business).
- 3**: Local navigation (About Experian, Consumer Assistance, Credit Advice, Global Sites).
- 4**: Site tools (Existing Members, Share Price at 16.51 | 1,474.74).
- 5**: Hero (Who we are heading, text: "Helping people and organisations protect, manage and make the most of their data").
- 6**: Hero (Image of a person carrying a surfboard).
- 7**: Call to action ("Find out more about us >").
- 8**: Image (A small image of a person carrying a surfboard).
- 9**: Data art (A complex data visualization showing various icons and numbers).
- 10**: Content (News section with five news items and a "More News Stories" button).
- 11**: Gradient bar (Credit services, Decision analytics, Marketing services, Consumer services).
- 12**: Additional links (optional) (Sandbox of quick links).
- 13**: Global footer (Contact Us section with links to Credit Report Products, Consumer Assistance, Quick Links, and legal terms).
- 14**: Global footer (Footer navigation with links to Legal Terms & Conditions, Privacy Policy, Press, Careers, Investor Relations, Online Community, Site Map, and Contact Us).
- 15**: Global disclosure (Small text at the bottom of the page).

The main content area includes sections for "Who we are", "Our differentiators and fundamentals", "Our Four Global Business Lines", "Working at Experian", and "Contact Us".

Home page

Home page example 6

The example shows how to apply design to a home page.

1 Top level header

2 Global header navigation

3 Local navigation

4 Site tools

5 Hero

6 Heading 1

7 Call to action

8 Image

9 Data art

10 Spotlight

11 Content

12 Gradient bar

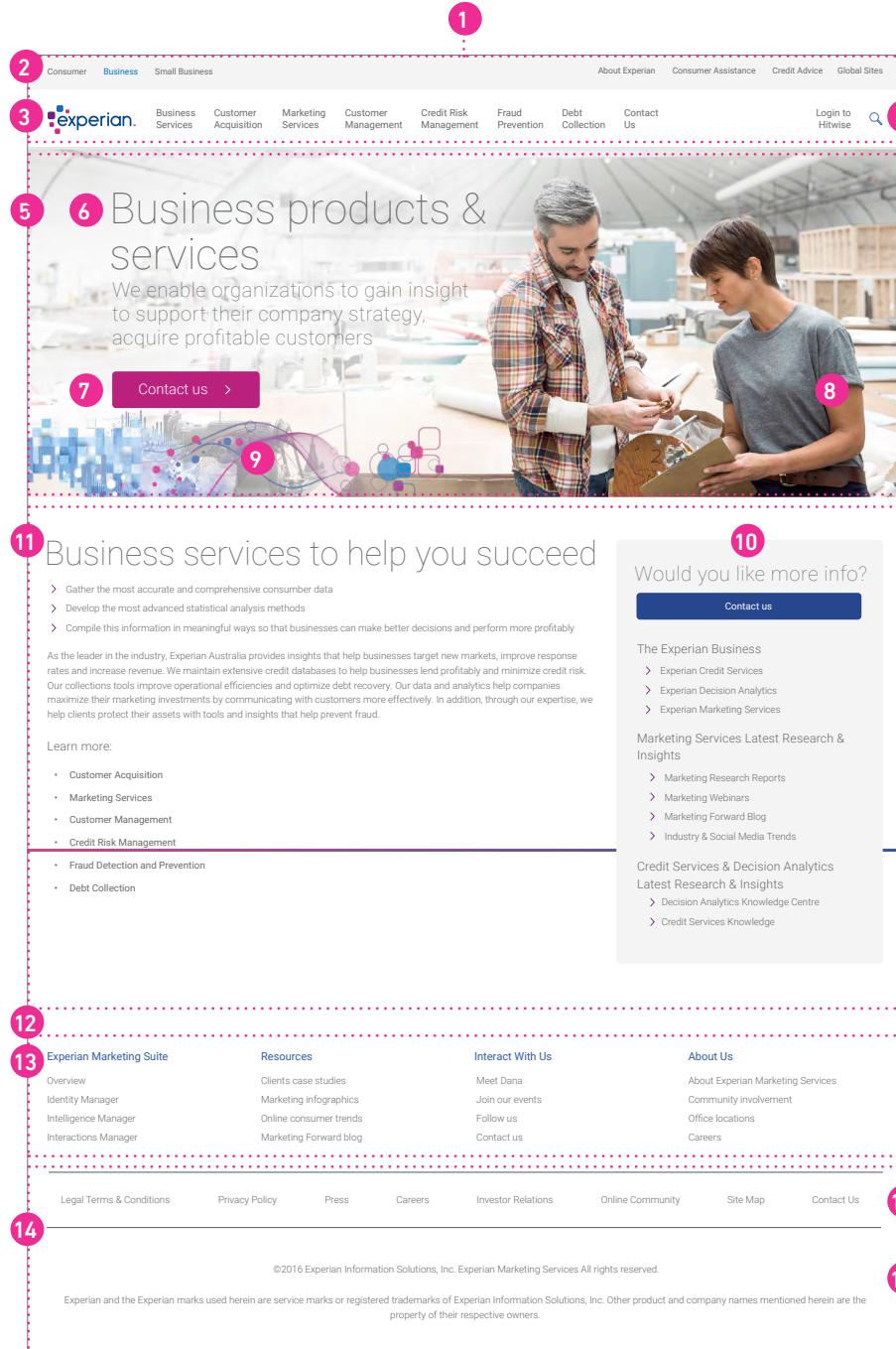
13 Additional links (optional)

Sandbox of quick links

14 Global footer

15 Global footer navigation

16 Global disclosure



Sub page

Secondary page example 1

The example shows how to apply design to a secondary page.

1 Top level header

2 Global header navigation

3 Local navigation

4 Site tools

5 Marquee

6 Heading 1

7 Call to action

8 Pattern

9 Spotlight

10 Content

11 Gradient bar

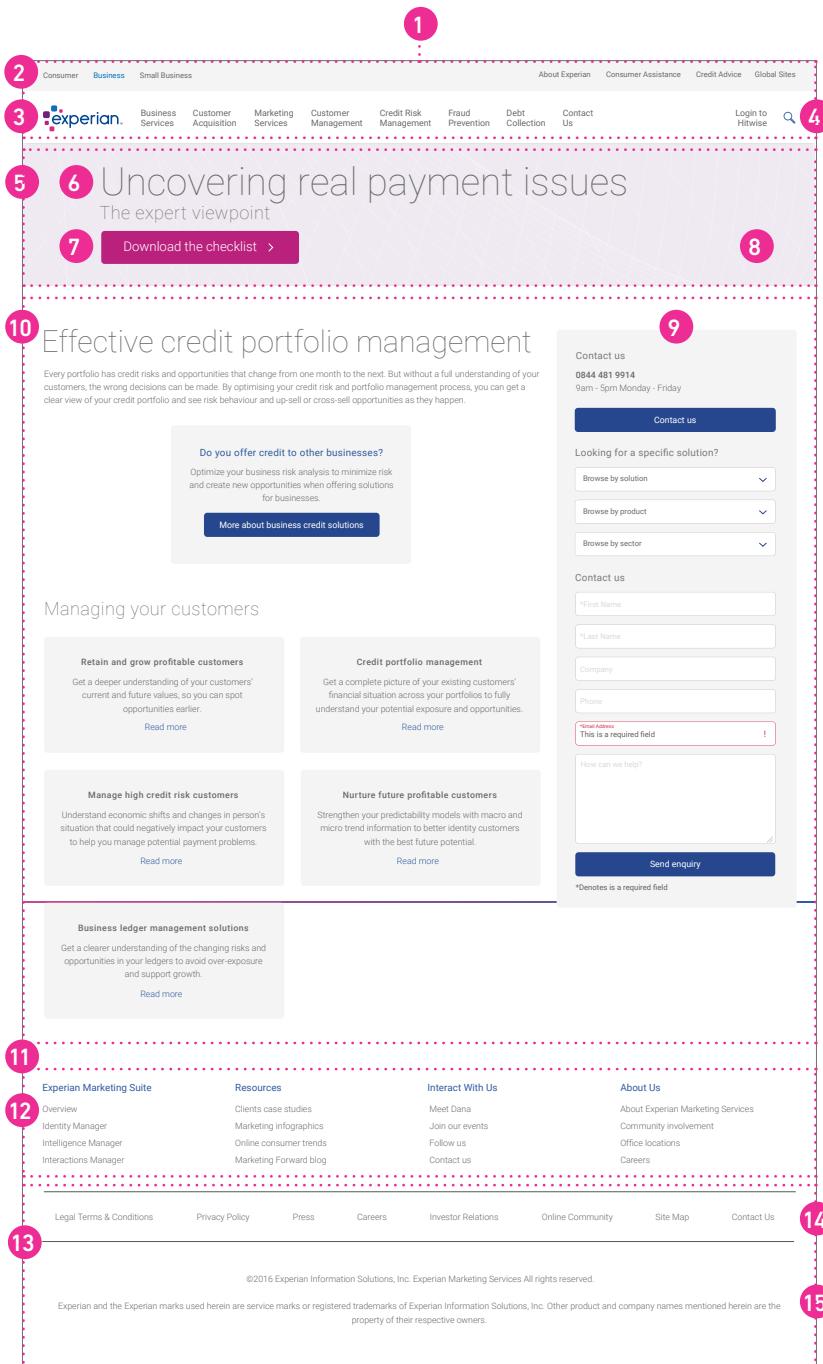
12 Additional links (optional)

Sandbox of quick links

13 Global footer

14 Global footer navigation

15 Global disclosure



Sub page

Secondary page example 2

The example shows how to apply design to a secondary page.

1 Top level header

2 Global header navigation

3 Local navigation

4 Site tools

5 Marquee

6 Heading 1

7 Call to action

8 Pattern

9 Left navigation

10 Spotlight

11 Content

12 Gradient bar

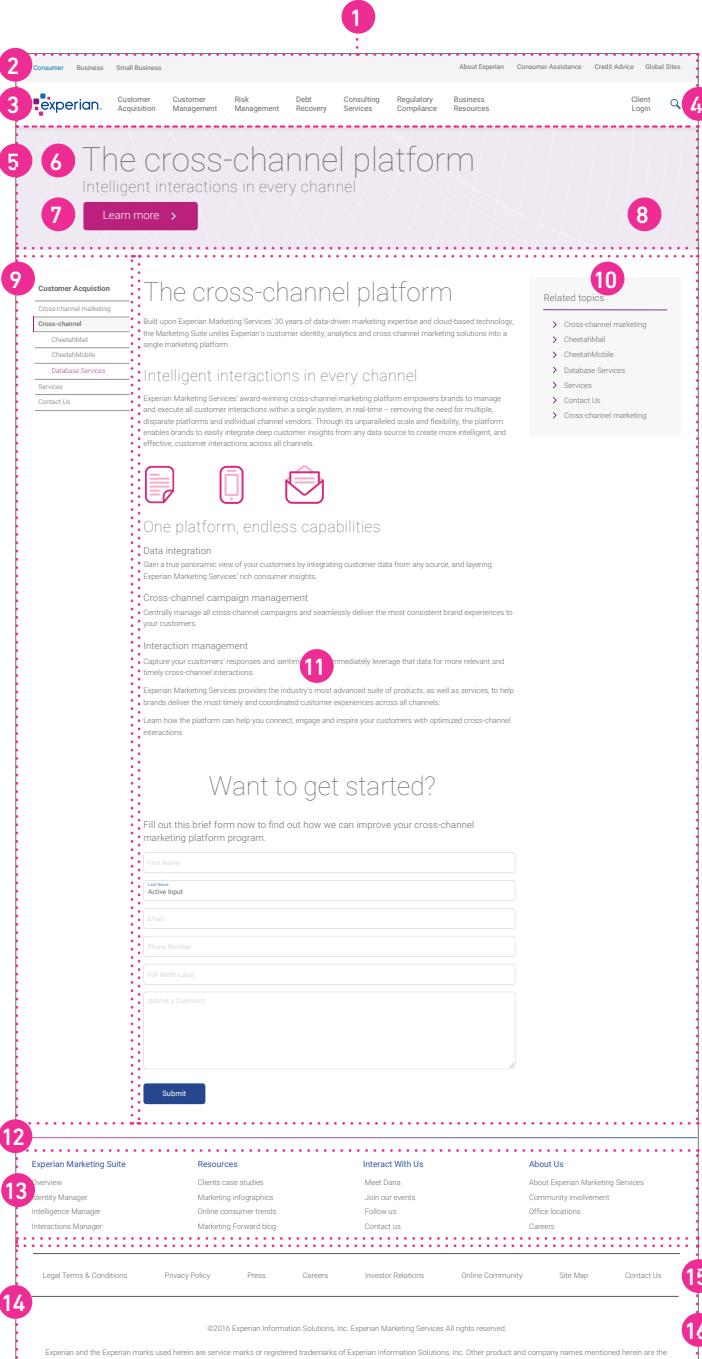
13 Additional links (optional)

Sandbox of quick links

14 Global footer

15 Global footer navigation

16 Global disclosure



Sub page

Secondary page example 3

The example shows how to apply design to a secondary page without a marquee.

1 Top level header

- 2 Global header navigation
- 3 Local navigation
- 4 Site tools

5 Content

6 Spotlight

7 Gradient bar

8 Additional links (optional)

Sandbox of quick links

9 Global footer

- 10 Global footer navigation
- 11 Global disclosure

The screenshot displays a secondary page from the Experian Marketing Suite website. The page has a top-level header with navigation links for Consumer, Business, Small Business, About Experian, Consumer Assistance, Credit Advice, and Global Sites. Below the header is a local navigation menu with links for Customer Acquisition, Customer Management, Risk Management, Debt Recovery, Consulting Services, Regulatory Compliance, and Business Resources. A search bar is located in the top right corner. The main content area features a title 'The cross-channel platform' and a sub-section 'Intelligent interactions in every channel'. It includes icons for a document, smartphone, and envelope, followed by a section titled 'One platform, endless capabilities'. Below this are sections for 'Data integration', 'Cross-channel campaign management', and 'Interaction management'. A 'Want to get started?' form is present at the bottom. The footer contains links for Overview, Identity Manager, Intelligence Manager, Interactions Manager, Resources, Meet Dana, Join our events, Follow us, Contact us, About Us, About Experian Marketing Services, Community involvement, Office locations, Careers, Legal Terms & Conditions, Privacy Policy, Press, Careers, Investor Relations, Online Community, Site Map, and Contact Us. The footer also includes a copyright notice for 2016 Experian Information Solutions, Inc. and a note about trademarks.

Sub page

Secondary page example 4

The example shows how to apply design to a secondary page without a marquee.

1 Top level header

2 Global header navigation

3 Local navigation

4 Site tools

5 Left navigation

6 Content

7 Gradient bar

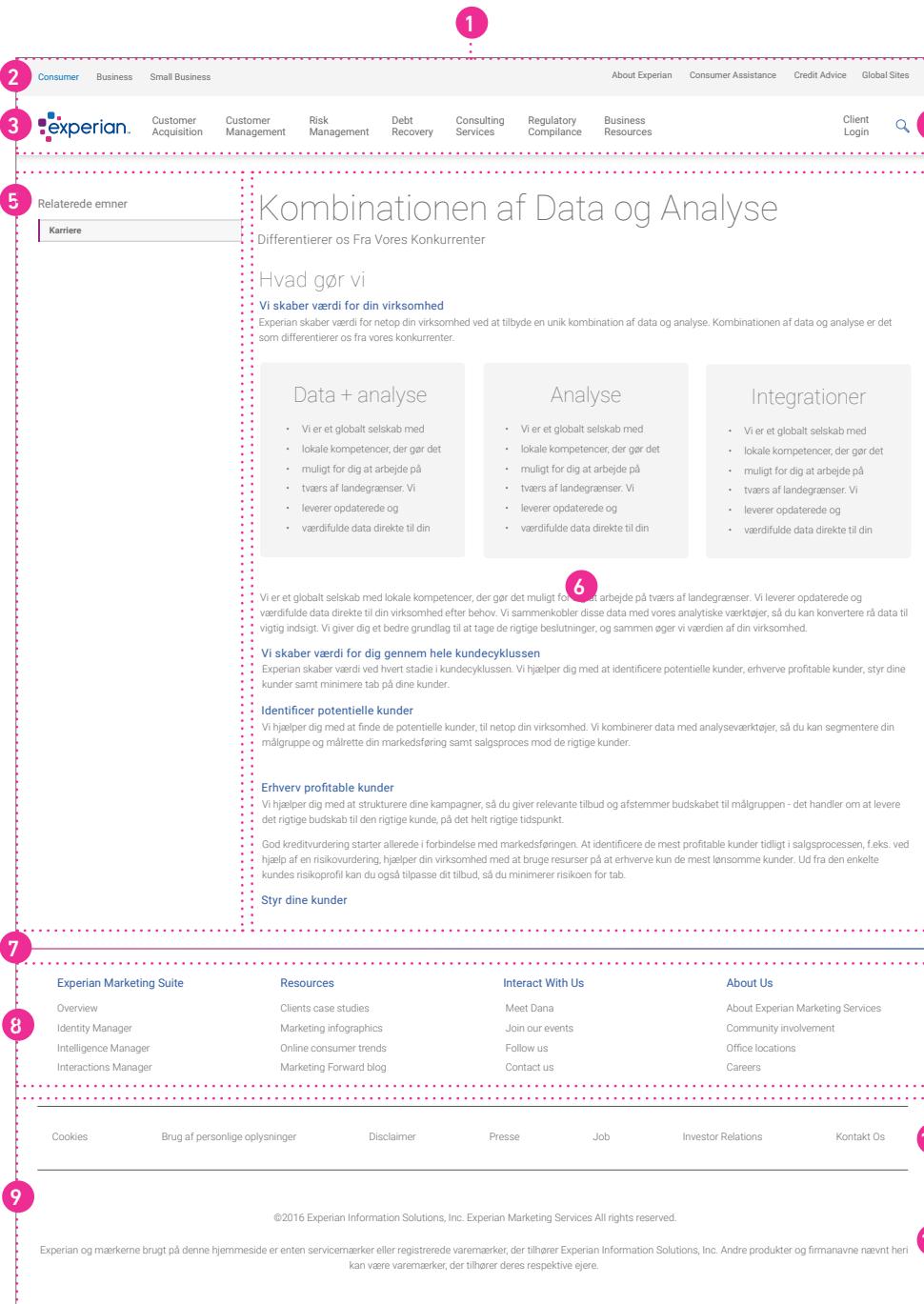
8 Additional links (optional)

Sandbox of quick links

9 Global footer

10 Global footer navigation

11 Global disclosure



Responsive

Home page example

The example shows how to apply design to a home page for responsive.

1 Top level header

2 Global header navigation

3 Local navigation

4 Site tools

5 Hero

Data art is removed in responsive

6 Heading 1

7 Call to action

8 Image

Note: image can be removed in responsive

9 Content

10 Gradient bar

11 Additional links (optional)

Sandbox of quick links

12 Global footer

13 Global footer navigation

14 Global disclosure

1 Consumer Business Small Business Global Sites

2

3 4

5

6 Intelligent interactions. every time.

7 Learn more > 8

9

Marketing suite

Built upon Experian Marketing Services' 30 years of data-driven marketing expertise and cloud-based technology, the Marketing Suite unites Experian's customer identity, analytics and cross-channel marketing solutions into a single marketing platform.

Read more

Watch demo >

9

Interactions Manager

Intelligently interact with customers across any channel.

Read more

Latest webinar

Mobile warming: Innovative strategies for mobile engagement

Watch this webcast to learn about the biggest opportunities for engaging consumers via mobile and steps to take to start building your mobile strategy today!

Read more

Lastest Video

Gareth Davies
Marketing Data and Analytics Manager
Virgin Money

Identity Manager

Get a true and panoramic view of your customers.

Read more

Marketing forward blog

- > Uncover hidden opportunities within your email list base
- > Why Mad-tech Helps Meet Consumer Demands and Drives Valued Interactions
- > Email marketers: Stop Majoring in the Minors
- > Accurate email address means actionable insights
- > 5 musings on mobile space
- > Why should marketers fight email fraud?
- > Uncover hidden opportunities within your email list base
- > Why Mad-tech Helps Meet Consumer Demands and Drives Valued Interactions

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Press

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Online Community

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Contact Us

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Responsive

Sub page example

The example shows how to apply design to a secondary page for responsive.

1 Top level header

2 Global header navigation

3 Local navigation

4 Site tools

5 Marquee

6 Heading 1

7 Call to action

8 Image

Note: image can be removed in responsive

9 Content

10 Gradient bar

11 Additional links (optional)

Sandbox of quick links

12 Global footer

13 Global footer navigation

14 Global disclosure

1 Consumer Business Small Business Global Sites

2 Search 3

4 Customer Acquisition Customer Management Risk Management Debt Recovery Consulting Services Regulatory Compliance Business Resources Contact Client Login

5 6 The cross-channel platform Intelligent interactions in every channel 7 Learn more

8

9 One platform, endless capabilities Data integration

10 Gain a true panoramic view of your customers by integrating customer data from any source, and layering Experian Marketing Services' rich consumer insights.

11 Cross-channel campaign management

12 Centrally manage all cross-channel campaigns and seamlessly deliver the most consistent brand experiences to your customers.

13 Interaction management

14 Capture your customers' responses and sentiment, then immediately leverage that data for more relevant and timely cross-channel interactions.

Want to get started?
Fill out this brief form now to find out how we can improve your cross-channel marketing platform program.

First Name
Last Name Active Input
Email
Phone Number
Full Width Label
Submit a Comment
Submit

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Privacy Policy
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Contact Us

Experian and the Experian marks used

Blogs

Homepage example

The example shows how to apply design for a blog's homepage

1 Top level header

- 2 Local navigation
- 3 Popular tags
- 4 Site tools

5 Hero

Will not include Data Art since images will be from a 3rd party.

6 Heading 1

7 Call to action

8 Image

9 Content/Recent Post

This will include an overall grid of articles posted.

10 Right spotlight

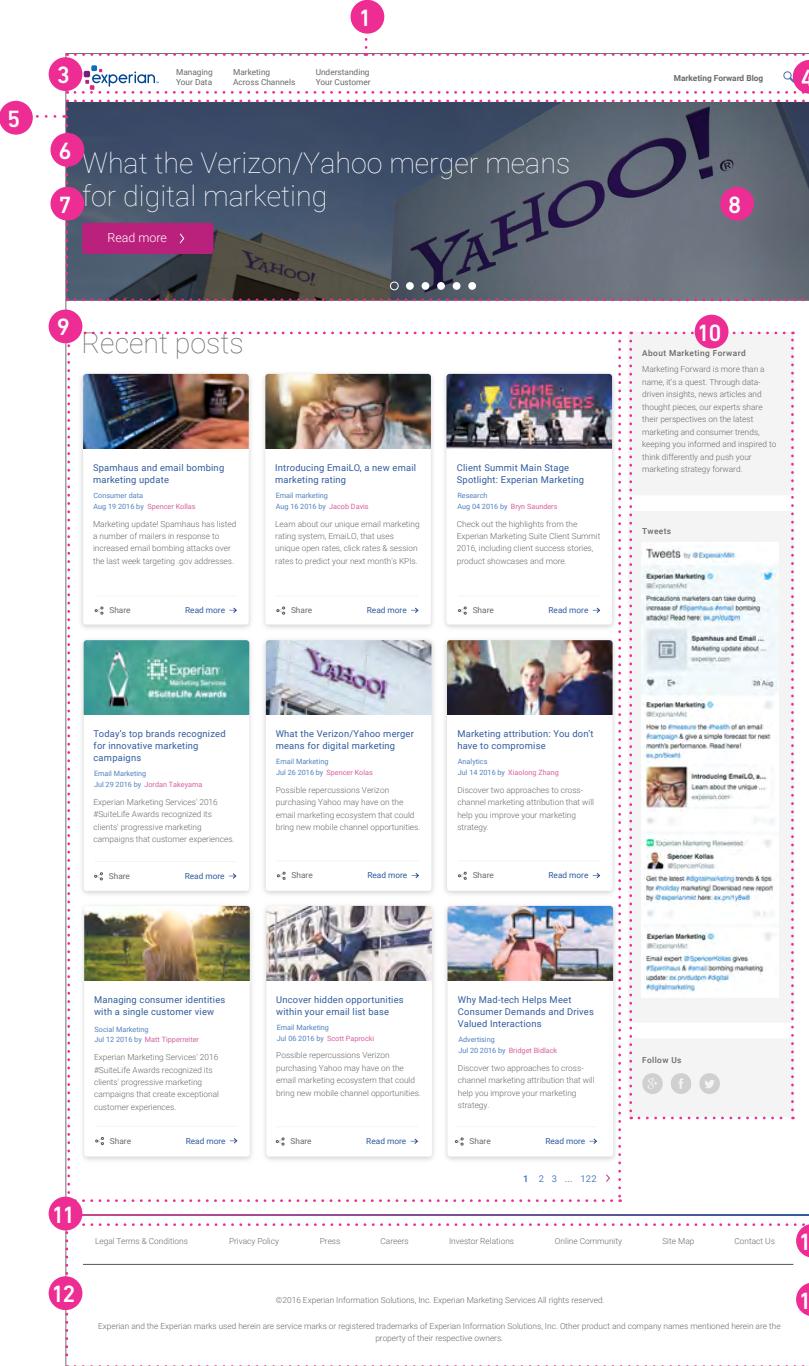
May include social media outputs like twitter feeds.

11 Gradient

12 Global footer

13 Global footer navigation

14 Global disclosure



Blogs

Post page example

The example shows how to apply design for a blog's post pages

1 Top level header

2 Local navigation

3 Popular tags

4 Site tools

5 Content/Post

This will include a single article.

6 Header

7 Share

8 Body

9 Right spotlight

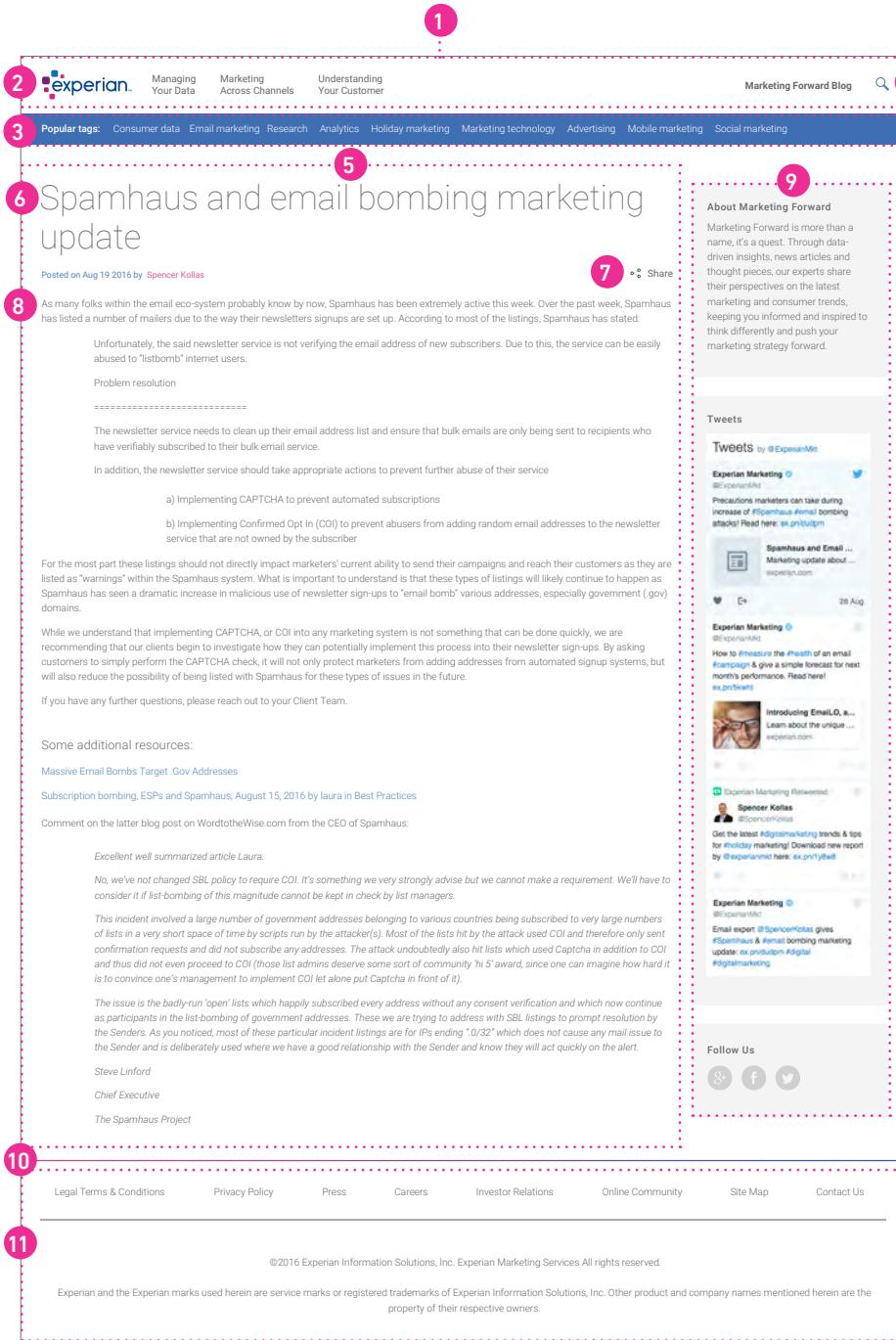
May include social media outputs like twitter feeds.

10 Gradient

11 Global footer

12 Global footer navigation

13 Global disclosure



Emails

Typeface for emails

The system font Arial on the other hand is used for Microsoft® Office® applications, such as PowerPoint® or Word®, and other on-screen applications where the typeface DIN Next is not available. Arial is a system font and is installed on most PCs and Macs, which ensures all users can view this font.

Arial is a highly legible on-screen font and retains good legibility at small sizes. Arial is the default font that will be used when a system font is required.

Note: Arial should be used for emails.

All text should be written in Sentence case.

We use the weights and styles listed on this page.

Arial can be used in Regular, Italic, Bold and Bold Italic. Arial Bold is used for headings and subheadings and Arial Regular for body text.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Regular

Viditium fugia as explatecum facearunt mo eic tet iunt ut volut et quas expedic tem ex elitem im dolupta ipita non consequ istorum net offcient maximus eumquibus mo ex evel ent everiam re venis dest, quae natendunt.

Regular Italic

Viditium fugia as explatecum facearunt mo eic tet iunt ut volut et quas expedic tem ex elitem im dolupta ipita non consequ istorum net offcient maximus eumquibus mo ex evel ent everiam re venis dest, quae natendunt.

Bold

Viditium fugia as explatecum facearunt mo eic tet iunt ut volut et quas expedic tem ex elitem im dolupta ipita non consequ istorum maximus eumquibus mo ex evel ent everiam re venis dest, quae natendunt.

Bold Italic

Viditium fugia as explatecum facearunt mo eic tet iunt ut volut et quas expedic tem ex elitem im dolupta ipita non consequ istorum net offcient maximus eumquibure venis dest, quae natendunt.

Emails

General text, links & buttons

Below are best practices for general text, links and buttons for standard emails.

Text

1 H1

Use: headers
Spec: 36px / 25 / bold / 0 character spacing
Dev: 1em / 300
Color: #26478d

Note: text size can vary depending on word count

2 H2

Use: subheads for H1
Spec: 20px / 25 / regualr / 0 character spacing
Dev: 1em / 300
Color: #26478d

Note: text size can vary depending on word count

3 H3

Use: headers for bullet/line list
Spec: 16px / 25 / bold / 0 character spacing
Dev: 1em / 300
Color: #575755

4 Body copy

Use: paragraphs
Spec: 14px (16px for mobile) / 25 / regualr / 0 character spacing
Dev: 1em / 300
Color: #575755

5 Disclaimer copy

Use: disclaimer
Spec: 10px / 21 / regualr / 0 character spacing
Dev: 1em / 300
Color: #575755

Links

6 Body copy link

Spec: 14px / 25 / regualr / 0 character spacing
Dev: 1em / 300
Link: #406eb3
Hover: Underline #406eb3
Visited: #406eb3

7 Bullet/line list

Spec: 14px / 25 / regualr / 0 character spacing
Dev: 1em / 300
Link: #406eb3
Hover: Underline #406eb3
Visited: #406eb3

Main call to action button

8

Corner Radius: 6
Color: Experian Purple #ae3e92
Height: 60px (large button)
Length: auto size
Padding: 40px left & right of text
Icons: right carrot (required)
Text: Arial regular 16px #ffffff

Standard buttons within the body

9

Corner Radius: 6
Color: Experian Dark Blue #26478d
Height: 44px
Length: auto size
Padding: 40px left & right of text
Text: Arial regular 16px #ffffff

Text & links

Heading 1

Heading 2

Heading 3

Body copy

Disclaimer text

Body copy link, Hover, Visited

Bullet/line line

- Line 1
- Line 2
- Line 3

Note: not actual size; refer to specs on the left.

Button hierarchy

Learn more >

Read more

Note: not actual size; refer to specs on the left.

Emails

Data art placement

The examples shows where the Data art can be applied within email templates.

1 Header

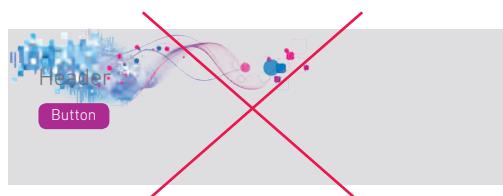
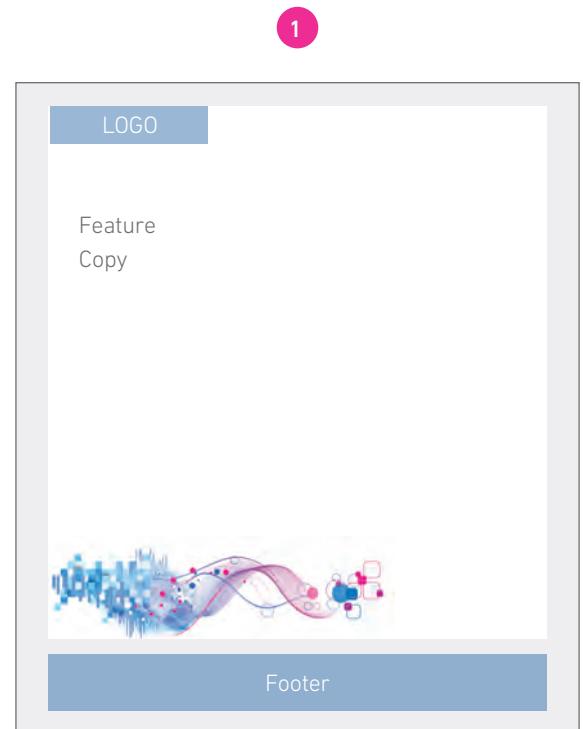
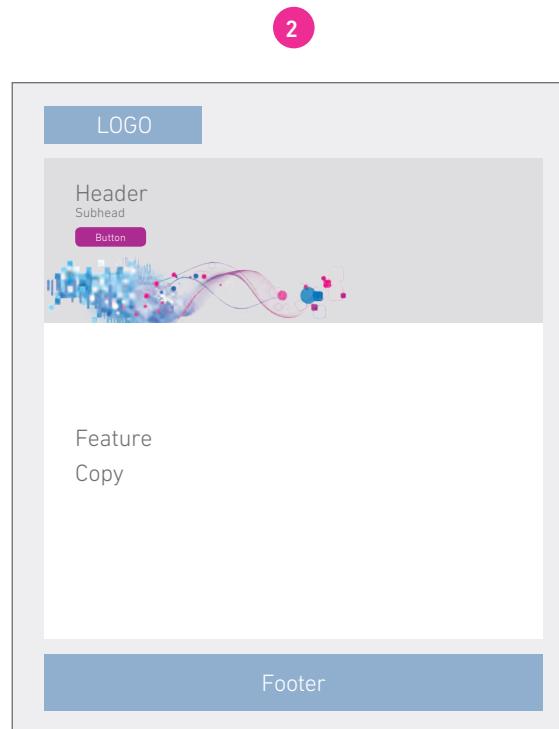
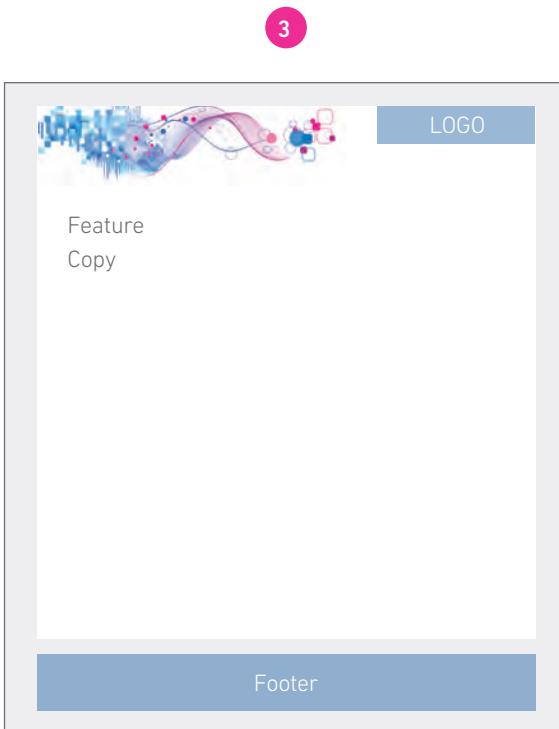
2 Marquee

Marquee size dependant on amount of copy & CTA.

Preferred marquee height of 250px to allow max clearance for data art.

Note: image drops in responsive

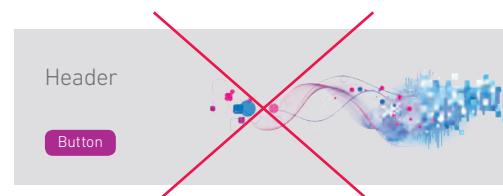
3 Footer



Do not put text over the data art.



Do not overlay anything on the data art.



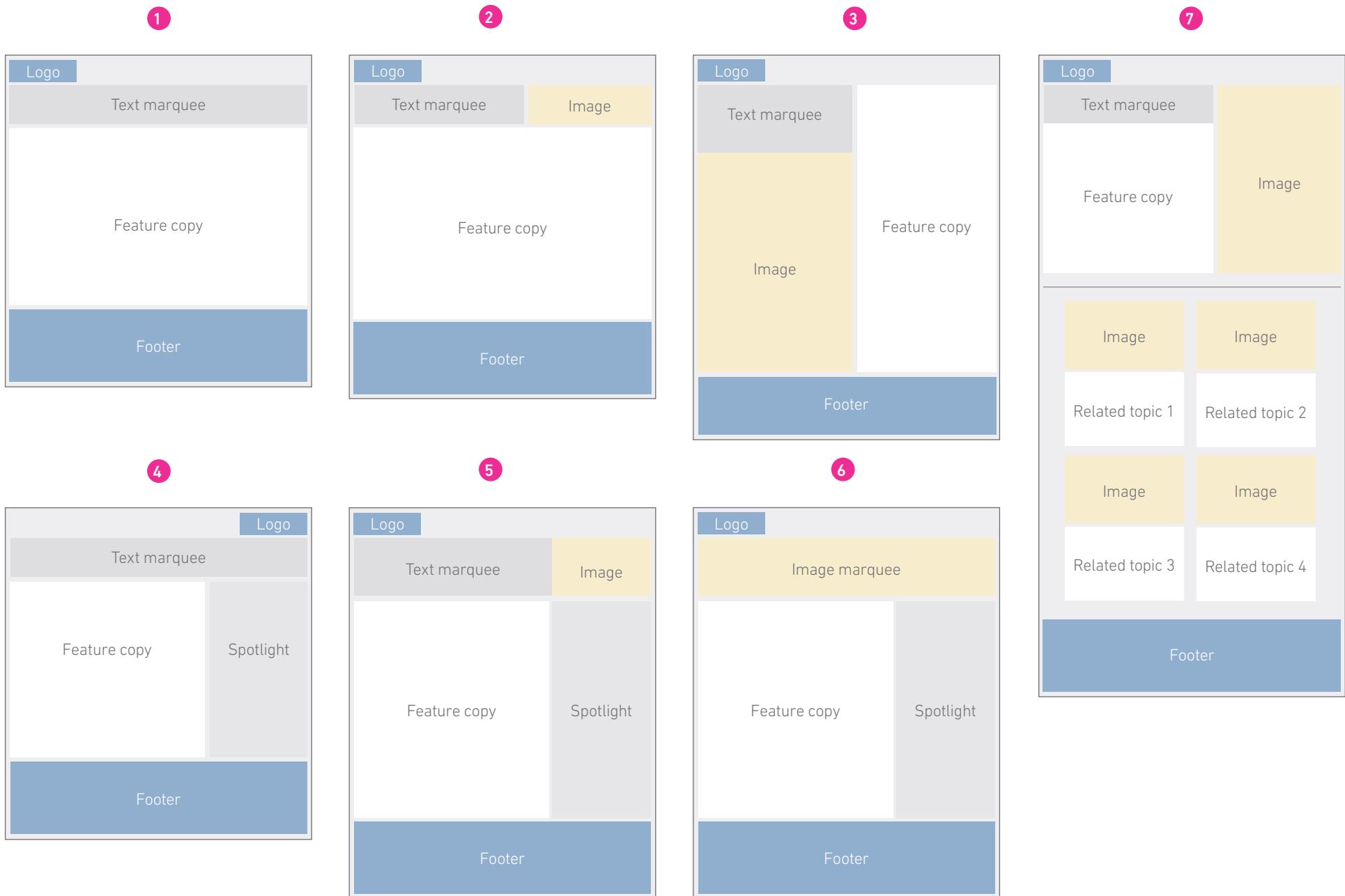
Data art should never be used right to left.
Should only be used on the left side.

Emails

Wireframes

These wireframes are designed to fit various email campaigns and promotions to meet your needs.

- 1 Single column text (html) title
- 2 Single column text (html) title with an image
- 3 Two column text (html) title with a left image
- 4 Two column text (html) title with a right spotlight
- 5 Two column text (html) title with an image and a right spotlight
- 6 Two column with a marquee and a right spotlight
- 7 Two column with a right image and four related topic



Emails

Responsive wireframes

These responsive email wireframes are designed to fit mobile campaigns and promotions to meet your needs.

The wireframes shown are how the emails will be displayed in responsive.

1 Single column text (html) title

2 Single column text (html) title with an image

Note: image drops

3 Two column text (html) title with a left photo

Note: image drops

4 Two column text (html) title with a right spotlight

5 Two column text (html) title with an image and a right spotlight

Note: image drops

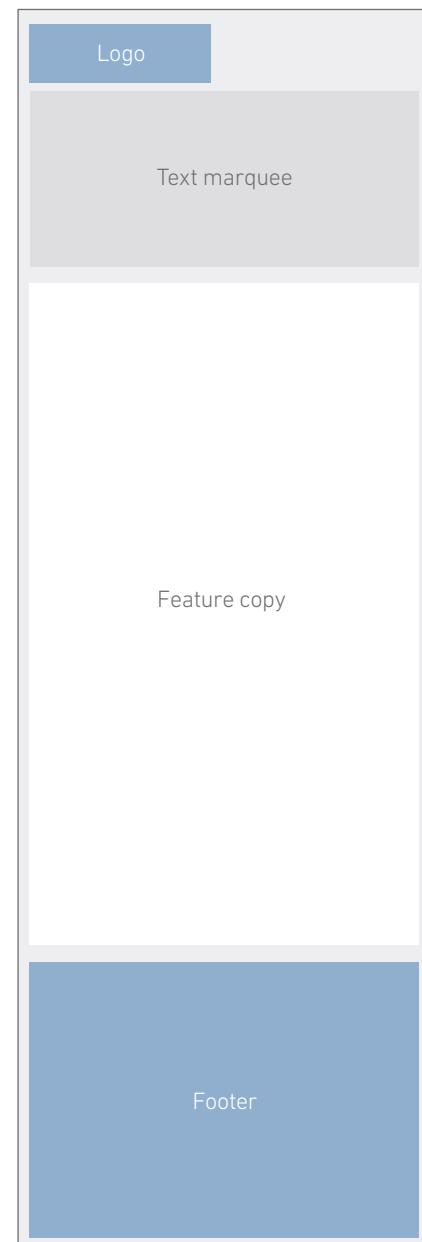
6 Two column with a marquee and a right spotlight

Note: image converts to text

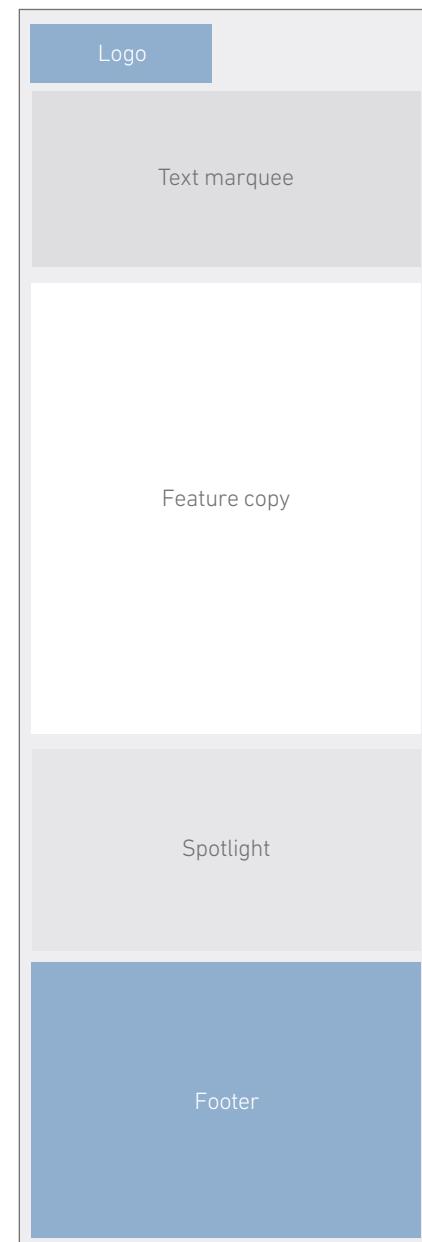
7 Two column with a right spotlight and four related topic

Note: all images drops

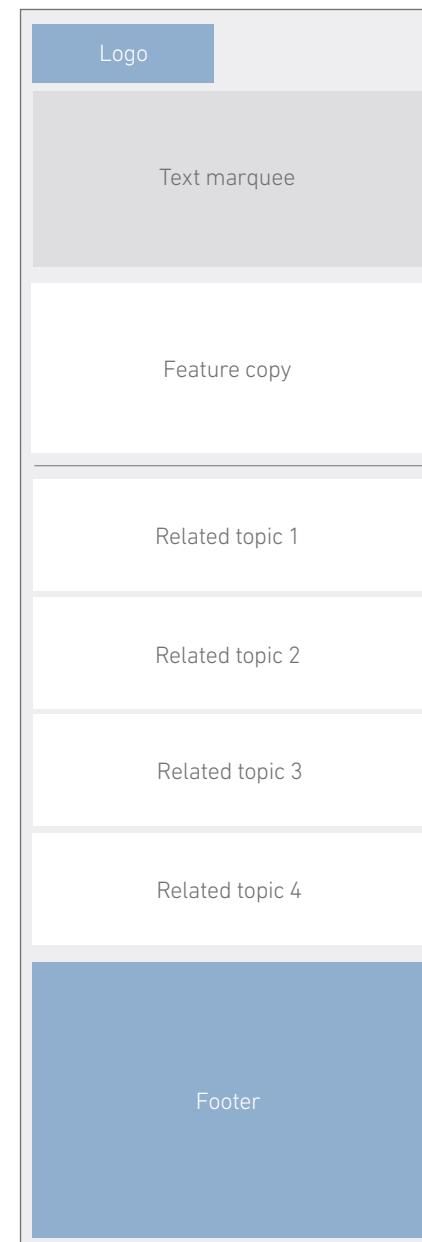
1 **2** **3**



4 **5** **6**



7

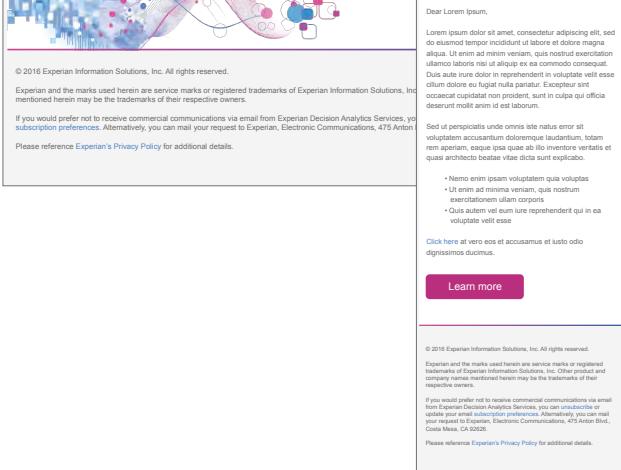
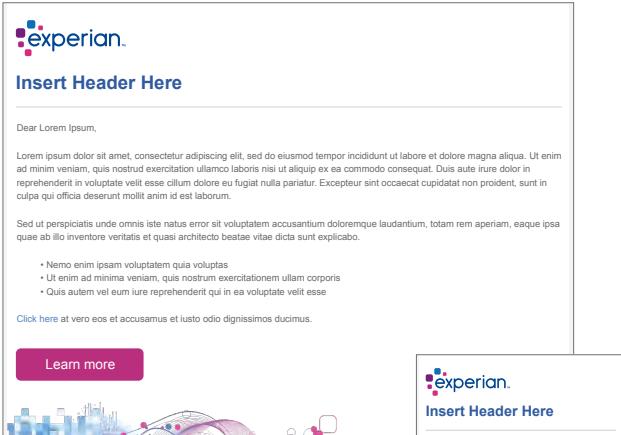


Emails

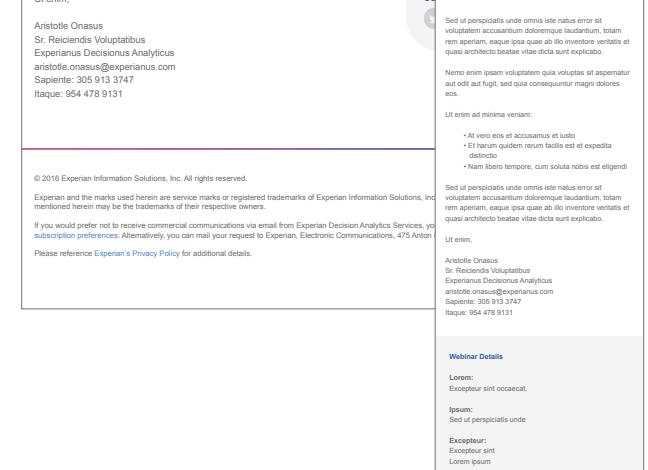
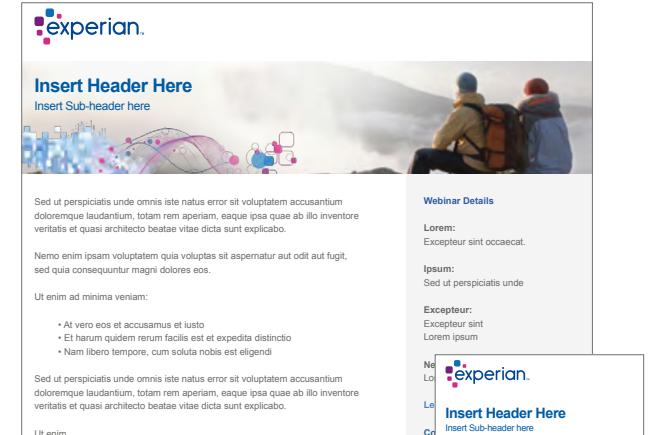
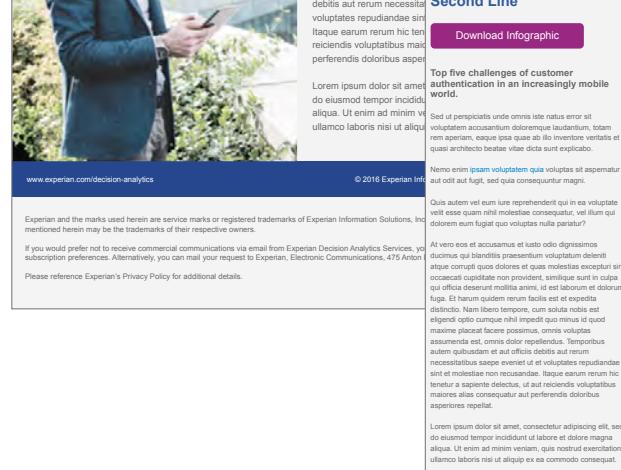
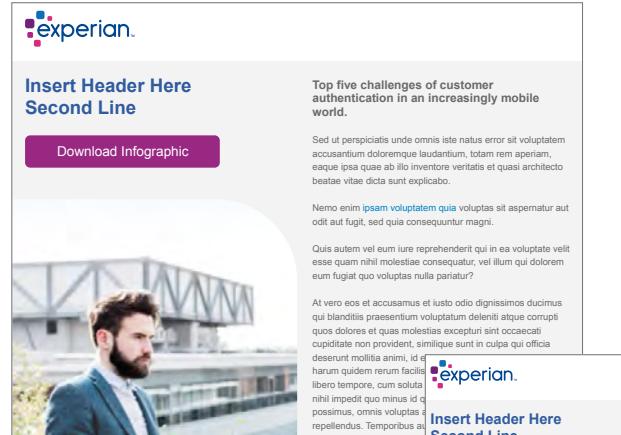
Examples

Here are a few examples of how the brand is applied to the email wireframes as well as in mobile.

1 Standard footer



1



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Landing pages

Wireframes & responsive

These wireframes are designed to fit various landing page campaigns and promotions to meet your needs while being responsive.

1 Two column with a left image

Note: image drops

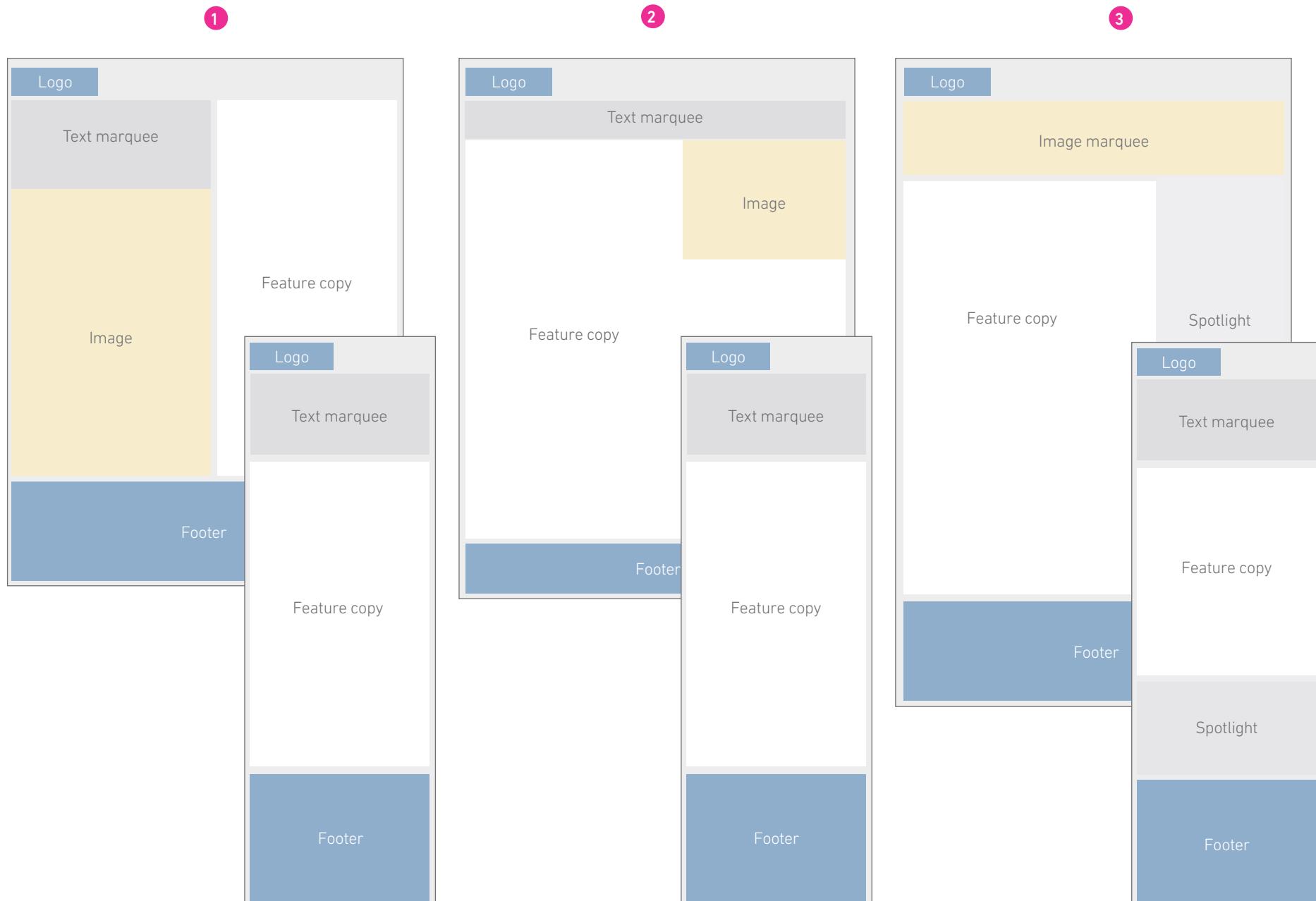
2 Two column with text (html) title and a right spotlight image

Note: image drops

3 Two column with an image marquee and a right spotlight

Note: image converts to text

For landing page specs such as font, text and links, etc. please refer to the site wide section.



Landing pages

Examples

Here are a few examples of how the brand is applied to the landing pages and how they would look on mobile.

1 Standard footer

 experian.

[View in browser](#) [Experian.com](#)

Insert Header Here Second Line

[View Now](#)



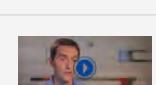
 [View now](#)

Lore ipsum dolor sit amet.

Excepteur sint occaecat cupiditat non proident, sunt in culpa qui:

[Submit requ](#)

[View Now](#)



[View now](#)

Lore ipsum dolor sit amet.

Excepteur sint occaecat cupiditat non proident, sunt in culpa qui:

[View in browser](#) [Experian.com](#)

[www.experian.com/decision-analytics](#)

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Insert Header Here

Insert sub-header here.

**Sed ut perspiciatis unde omnis iste natus error sit voluptatem
accusantium doloremque laudantium**

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequitur resolutum.

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consecetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum vel illum duodecim volutus nulla pariatur? At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est labourum et dolum fuga.

Sed ut perspiciatis unde omnis iste natus error sit.

Placeholder text: Lorem ipsum dolor sit amet, consectetur adipiscing elit.

First Name

Last Name

Organization

Email

Download White Paper

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Insert Header Here

Insert sub-header here.

**Sed ut perspiciatis unde omnis iste natus error sit
voluptatem accusantium doloremque laudantium**

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequitur resolutum.

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consecetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum vel illum duodecim volutus nulla pariatur? At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est labourum et dolum fuga.

Sed ut perspiciatis unde omnis iste natus error sit.

Placeholder text: Lorem ipsum dolor sit amet, consectetur adipiscing elit.

First Name

Last Name

Organization

Email

Insert Header Here

Insert Sub-header here

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritas et quasi architecto beatae vitae dicta sunt explicabo.

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos.

Ut enim ad minima veniam:

- AA vero eos et accusamus et iusto
- Et harum quidem rerum facilis est et expedita distincio
- Nam libero tempore, cum soluta nobis est eligendi

Itaque earum rerum hic tenetur a sapiente delectus.

First Name

Last Name

Title

If other, please specify

Email Address

Phone

Company

Submit

Webinar Details

Excepror:
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Ipsum:
Sed ut perspiciatis unde

Excepror:
Excepror sint
Lorem ipsum

Neque:
Lorem ipsum

experian.

[Learn More](#)

Insert Header Here

Insert Sub-header here

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritas et quasi architecto beatae vitae dicta sunt explicabo.

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos.

Ut enim ad minima veniam:

• AA vero eos et accusamus et iusto

• Et harum quidem rerum facilis est et expedita distincio

• Nam libero tempore, cum soluta nobis est eligendi

Itaque earum rerum hic tenetur a sapiente delectus.

First Name

Last Name

Title

If other, please specify

Email Address

Phone

Company

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Zoom

Header and footer

The header and footer must be applied on Zoom site wide.

Header

- 1 Global Navigation (Required)

Background color: #eeeeee

Static: Roboto light 16px #575755

Hover: Roboto light /underline 16px #406eb3

Visited: Roboto light 16px #575755

Live: Roboto light 16px #26478d

- 2 Logo

- 3 Site tools

Local Navigation

Background color: #26478d

Static: Roboto light 16px #575755

Hover: Roboto light /underline 16px #406eb3

Visited: Roboto light 16px #575755

Gradient bar

- 5 Use: separating content and footer

Color: Experian Pink to Experian Dark Blue

Line width: 2px

Divider

- 6 Color: #575755

Line width: 1px

Footer

- 7 Global disclosure

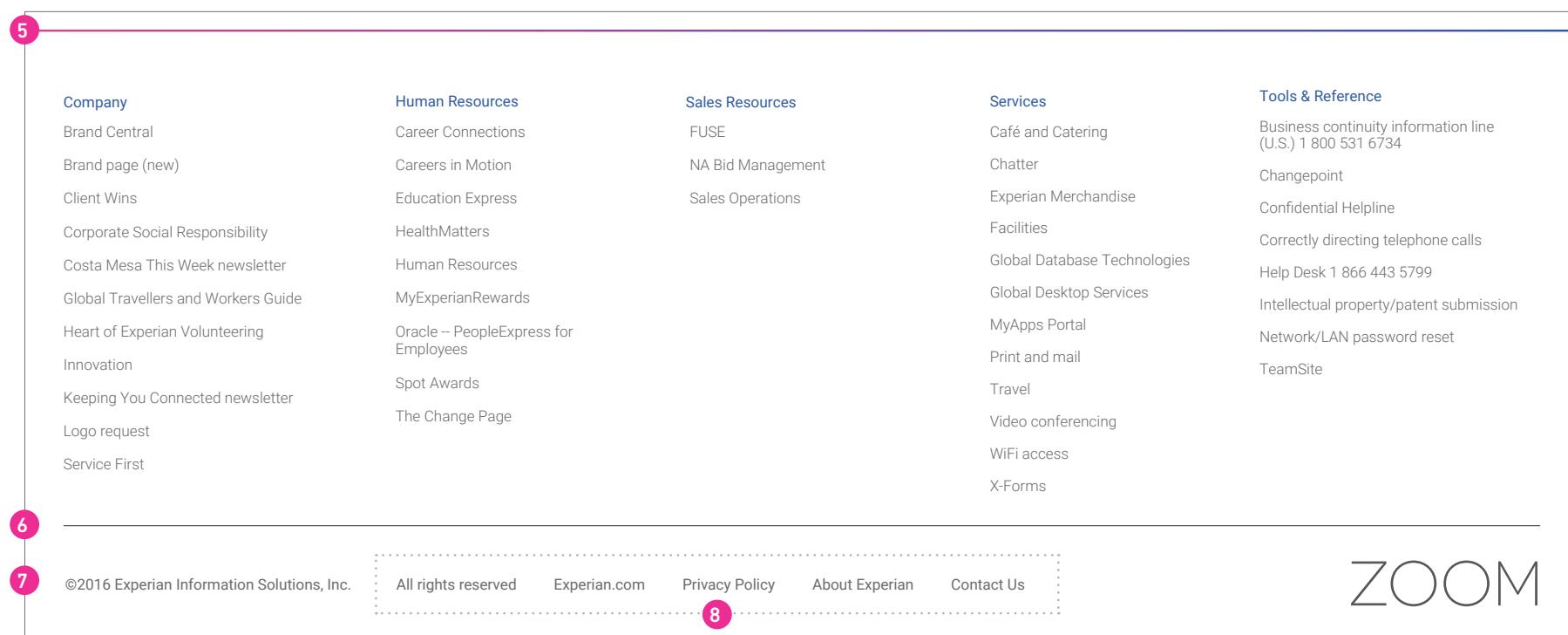
Use: **must** include global disclaimers shown on the right.

- 8 Global footer navigation

Header: Global navigation & local navigation



Footer



Zoom

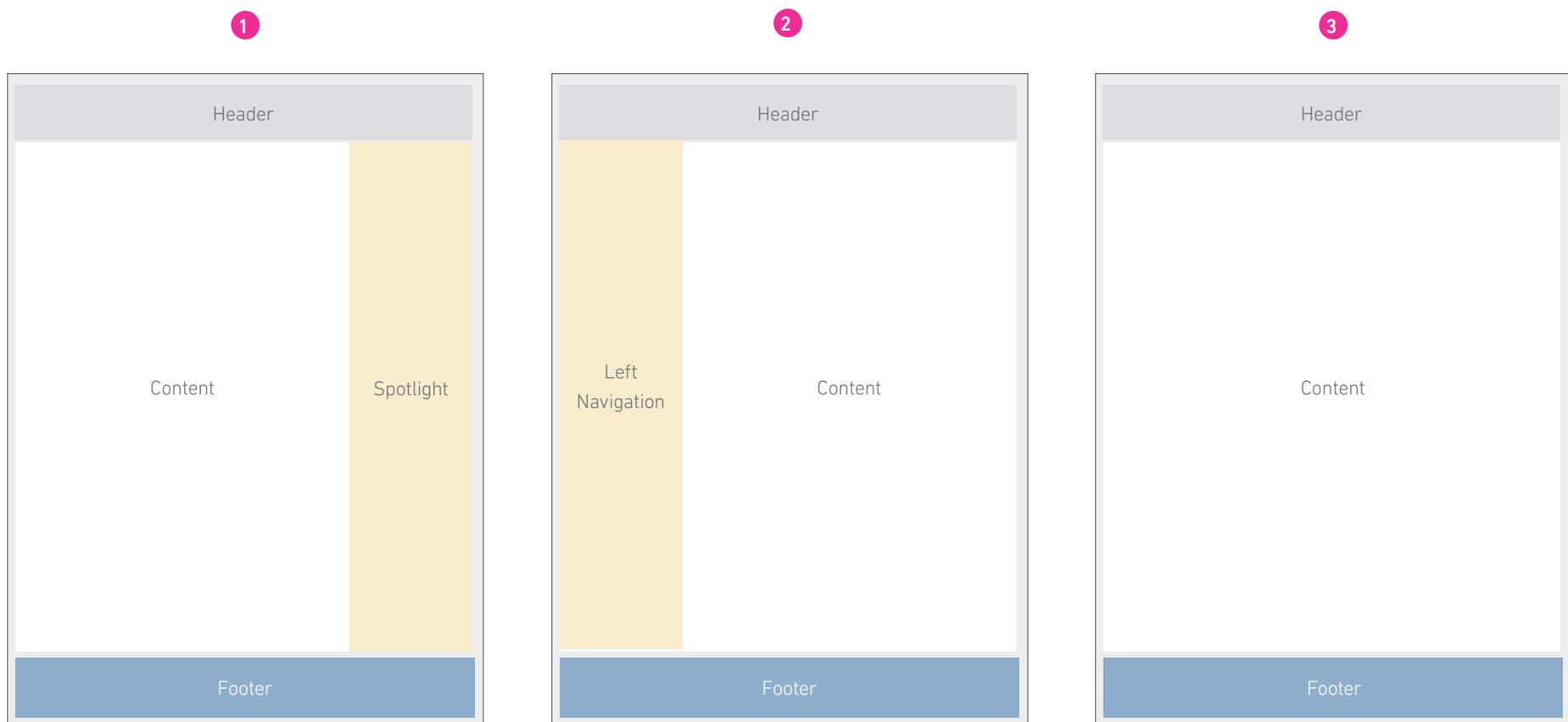
Master page wireframes

The examples shows the three wireframe templates to choose from for the master pages on Zoom.

1 Right spotlight

2 Left navigation

3 Content only



Zoom

Master page examples

The example shows how the brand would be applied to the master pages on Zoom.

Global News

- Experian receives leadership recognition for online fraud management
- Global Brand competition: we've extended the deadline for entries
- Faster delivery times promised with new building blocks
- Meet John, one of our big thinkers in data
- In the last week before the deadline for this year's Si Ramos Prize, we profile some of the inspiring people helping to shape the future of our company. (09 August 2016)
- Deadline extended for One Young World, Global 2016
- Meet Melissa, one of our big thinkers in data and analytics

Around the World

- Experian - a major sponsor of this year's Edinburgh International Book Festival (02 September 2016)
- Launching Conversations that Connect
- Nick Wilde shares what powering opportunities means for tomorrow means to him
- Experian receives leadership recognition in data
- A message from Justin Hastings: Midyear Review – Performance and Development
- All APac Webinar on August 25

Corporate Social Responsibility

- Experian receives leadership recognition for online fraud management
- Global Brand competition: we've extended the deadline for entries
- Faster delivery times promised with new building blocks
- Meet John, one of our big thinkers in data
- In the last week before the deadline for this year's Si Ramos Prize, we profile some of the inspiring people helping to shape the future of our company. (09 August 2016)
- Deadline extended for One Young World, Global 2016
- Meet Melissa, one of our big thinkers in data and analytics

Company

- Brand page (new)
- Client Wins
- Corporate Social Responsibility
- Costa Mesa This Week newsletter
- Global Travelers and Workers Guide
- Heart of Experian Volunteering
- Innovation
- Keeping You Connected newsletter
- Logo request
- Service First

Human Resources

- Career Connections
- Careers in Motion
- Education Express
- HealthMatters
- Human Resources
- MyExperianRewards
- Oracle - People@Experian for Emerging
- Print and mail
- Talent
- Video conferencing
- WiFi access
- X-Forms

Sales Resources

- FLUSE
- NA Bid Management
- Sales Operations

Services

- Call and Catering
- Chatter
- Experian Merchandise
- Facilities
- Global Database Technologies
- Global Desktop Technologies
- MyApp Portal
- Print and mail
- TeamSite

Tools & Resources

- Business info (U.S.) 1 800 227 1234
- ChangeLog
- Confidential
- Connectify
- Help Desk 1
- Intellectual
- Network/LA

ZOOM

Corporate Social Responsibility

Our mission is to serve as a catalyst for Experian to generate positive social and economic change in our communities through public education and charitable activity. We do this by providing credit education to consumers and clients, donating Experian products and services as gifts-in-kind, supporting volunteering and charitable giving, and mobilizing our employee base to drive other impactful initiatives. We strive to make Experian a better place to work, to make our communities a better place to live and to contribute to the success of our company.

The Heart of Experian

The Corporate Social Responsibility Team is a strategic group that strives to help the North America Region give back to the communities where we all work and live. The focus on social responsibility gives every team member at Experian an opportunity to help our communities realize their economic potential. Experian employees do this by sharing time and resources through volunteering, education and giving. Learn more about Community Involvement.

Public Education

Education is the key to financial success for consumers and clients. Through our annual grant program, the CSR team helps support nonprofits who share our mission of helping the underserved with financial literacy and financial inclusion and also support small businesses.

Employees can get involved by becoming an **Education Ambassador**. This program teaches Experian employees how to answer basic questions they are asked about credit. It also prepares them to share that knowledge on a broader scale to nonprofit groups if they desire. Learn more about Public Education on our ZOOM and FLUSE site.

Volunteer Rewards

Providing opportunities for a better tomorrow

2015 CSR Report

Providing opportunities for a better tomorrow

Gifts in Kind

Experian publishes the annual Corporate Responsibility Report that outlines our activity around the globe. We encourage volunteer, educate, donate and report, you help the North America Region contribute to the efforts and highlight the region's efforts in Corporate Social Responsibility.

Ask Experian

Business units have the opportunity to give back through our gift-in-kind program. Experian to donate products and services to support nonprofits that can benefit from our expertise. This is another way the CSR team helps make a real impact in our communities by using data for good.

Meet the Team

Abigail Lovell SVP Marketing & Corporate Services	Rod Griffin Public Education, Director	Carol Utton Corporate Social Responsibility Manager	Jennifer White Corporate Social Responsibility Specialist	Stacy Smith Public Education Senior Specialist	Elizabeth Pinalto Corporate Social Responsibility Specialist
--	---	--	--	---	---

ZOOM

Experian Marketing Services

Experian Marketing Services employee contributes to creating intelligent interactions, every time. Here you will find the resources, materials and tools necessary to communicate our story in a consistent, consumable and memorable way.

Brand

Access messaging guides, templates, logos, fonts, campaign information and more.

Sales

Access sales decks, product sheets, case studies and more.

Product Marketing

Access messaging guides, templates, logos, fonts, campaign information and more.

HR

Review benefits and access official docs.

Careers

Click here to discover jobs opportunities across Experian North America. To search for opportunities across all Experian worldwide click here.

EMS Calendar

View all of the EMS actions.

Training

Discover the iSuiteLife via training opportunities, videos and performance support tools.

Leadership biographies

Access and download executive biographies to learn more about our leadership team.

Events

View all of the exciting EMS and industry events

Marketing Forward blog

What is DMARC?

Spanhaus and email bombing marketing update

Introducing Email.O, a new email marketing rating system

Client Summit Main Stage Spotlight: Experian Marketing Suite

Today's top brands recognized for innovative marketing campaigns

What the Verizon/Yahoo merger means for digital marketing

Marketing attribution: You don't have to compromise

Managing consumer identities with a single customer view

Uncover hidden opportunities within your email list base

To visit the Marketing Forward blog, click here.

ZOOM

Contact information

If you need further information regarding our brand please contact the Brand Team.

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Antonio Borges
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Antonio.Borges@br.experian.com

Global site listings

1. United Kingdom * Ireland (UK & I)

United Kingdom
www.experian.co.uk

Ireland
www.experian.ie

2. Europe, Middle East and Africa (EMEA - A)

Denmark
www.experian.dk

Germany
www.experian.de

Norway
www.experian.no

Sweden
www.experian.se

Finland
www.experian.fi

Italy
www.experian.it

Spain
www.experian.es

Netherlands
www.experian.nl

France
www.experian.fr

3. Europe, Middle East and Africa (EMEA - B)

Austria
www.experian.at

Belgium
www.experian.be

Bulgaria
www.experian.bg

Czech Republic
www.experian.cz

Morocco
www.experian.co.ma

Switzerland
www.experian.ch

Turkey
www.experian.com.tr

India
www.experian.in

Greece
www.experian.gr

Israel
www.experian.co.il

4. Europe, Middle East and Africa (EMEA - C)

Russia
www.experian.ru

Romania
www.experian.ro

Poland
www.experian.pl

Monaco
www.experian.mc

Estonia
www.experian.ee

5. Asia Pacific (AP)

Australia
www.experian.com.au

New Zealand
www.experian.co.nz

China
www.experian.com.cn

Japan
www.experian.co.jp

Vietnam
www.experian.com.vn

Thailand
www.experian.co.uth

Singapore
www.experian.com.sg

South Korea
www.experian.co.kr

Taiwan
www.experian.com.tw

Malaysia
www.experian.com.my

Hong Kong
www.experian.com.hk

6. Latin America (LA)

Brazil
www.serasaexperian.com.br

Chile
www.experian.chl

Argentina
www.experian.com.ar

Mexico
www.experian.com.mx

7. North America (NA)

Canada
www.experian.ca

United States
www.experian.com

Thank you for reading these guidelines.
Applying the guidelines' principles correctly and consistently
helps to build a stronger Experian brand.