

Website Style Guidelines

19.07.2013

1. Layout Structure

1.1 Placement & Definition

The Bank of Ireland website consists of four main sections - **Personal, Business, Corporate and About Bank of Ireland Group**. Each of these sections has their own home page. The Personal Banking home page is the site's default home page.

*The same standards and requirements apply to the look of all sections. The home pages for each section have a slightly varied content layout to ensure that there is some differentiation between sections, however, consistent style across all areas remains.

*The new design and layout has so far only been applied to the Personal Banking section

1.2 Page Dimensions

All pages within the Bank of Ireland website are based upon a variety of bespoke grid systems, each with a fixed width of 960px overall. In line with web development industry standards, this type of system offers optimal design flexibility while ensuring that the site content is optimised for modern browser formats.

The grid systems designed for Bank of Ireland comprise three versions:

- 1) Home Pages
- 2) Shop Pages
- 3) Product Pages

Although the page width remains constant at 960px, throughout the site, the depth of each page is fluid, to allow for flexibility when inputting content.

1.3 Page Fold

Brand Identity, page header, Primary Promotional areas, Online Banking Login area and central information panel should all appear above the fold. The page fold appears at 600px. This is based upon the site being viewed at a screen resolution of 1028 x 768px or higher, in order to deliver the optimal experience on screen.

1.4 Browser Information

The website has been developed to function efficiently across all of the main browsers available and is specifically tested for performance across Google Chrome, Internet Explorer, Safari and Firefox, for compatibility.

1.5 Responsive

The Bank of Ireland website is responsive. Its layout will adjust to browser widths so that all content will be viewable.

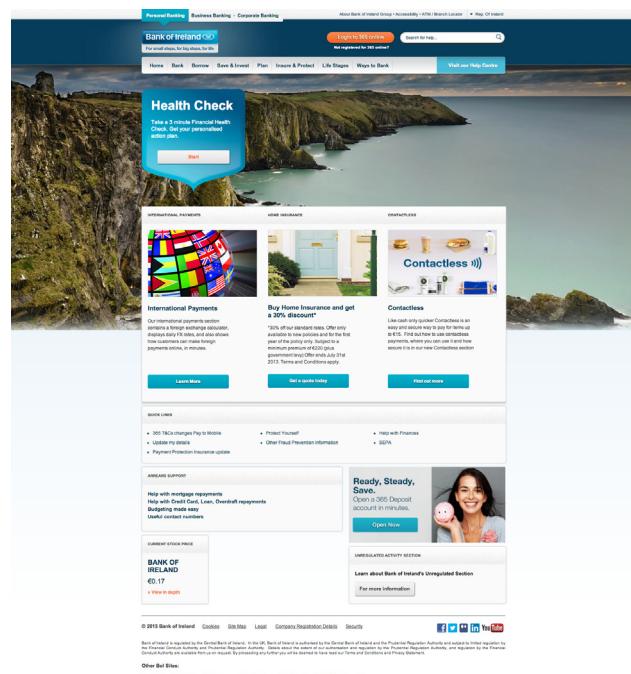
When viewed on a browser with a width of 768px (for example a tablet device's portrait view), the layout changes from the standard full-screen layout. The secondary navigation is grouped under one dropdown menu. On product and general content pages, content within the right hand sidebar will drop below the main content.

When viewed on a browser with a width of 320px (for example a mobile device's portrait view), the layout changes from the standard full-screen layout. The secondary navigation is grouped under one dropdown menu. On product and general content pages, content within the right hand sidebar will drop below the main content.

Personal Banking

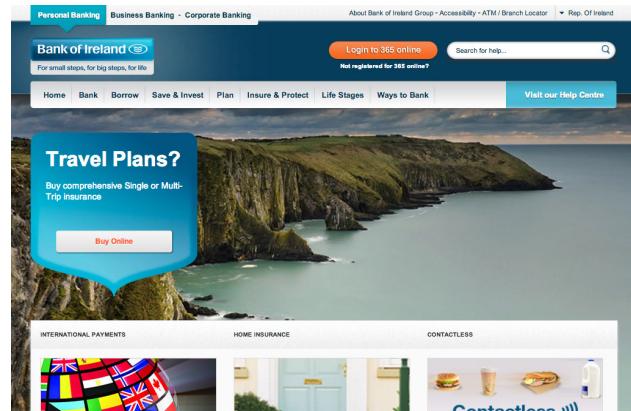
Home Page - full screen

All pages within the Bank of Ireland website are based upon a variety of bespoke grid systems, each with a fixed width of 960px overall.



Website fold

The page fold appears at 600px. This is based upon the site being viewed at a screen resolution of 1028 x 768px or higher.



Personal Banking

Personal Banking and Website landing page

Tablet and Mobile View

The image displays two views of the Bank of Ireland website: a tablet view on the left and a mobile view on the right.

Tablet View:

- Header:** Bank of Ireland logo, 'For small steps, for big steps, for life', 'Login to 365 online', 'Search for help...', 'Not registered for 365 online?'.
- Banner:** 'Health Check' - 'Take a 3 minute Financial Health Check. Get your personalised action plan.' with a 'Start' button.
- Content Sections:**
 - INTERNATIONAL PAYMENTS:** Shows flags of various countries.
 - HOME INSURANCE:** 'Buy Home Insurance and get a 30% discount*'.
 - CONTACTLESS:** Shows a smartphone with a card being inserted.
- Quick Links:** '365 T&Cs changes Pay to Mobile', 'Help with Finances', 'Other Fraud Prevention Information', 'Payment Protection Insurance update'.
- Arrears Support:** 'Help with mortgage repayments', 'Help with Credit Card, Loan, Overdraft repayments', 'Budgeting made easy', 'Useful contact numbers'.
- Current Stock Price:** 'BANK OF IRELAND £0.17', 'View In depth'.
- Unregulated Activity Section:** 'Learn about Bank of Ireland's Unregulated Section', 'For more information'.
- Footer:** © 2013 Bank of Ireland, Cookies, Site Map, Legal, Company Registration Details, Security, social media links (Facebook, Twitter, LinkedIn, YouTube).
- Page Bottom:** 'Bank of Ireland is regulated by the Central Bank of Ireland. In the UK, Bank of Ireland is authorised by the Central Bank of Ireland and regulated by the Financial Conduct Authority and Prudential Regulation Authority. Details about the extent of our authorisation and regulation by the Prudential Regulation Authority, and regulation by the Financial Conduct Authority are available from us on request. By proceeding any further you will be deemed to have read our Terms and Conditions and Privacy Statement.'
- Other Bol Sites:** Bank of Ireland Life Online, NIIB Finance, Private Banking, New Ireland, Bristol & West Financial.

Mobile View:

- Header:** 'Customer', 'About BOI Group', 'Legal', 'Locations', 'Bank of Ireland 365 online', 'Search for help...', 'Not registered for 365 online?'.
- Banner:** 'Personal Current Account'.
- Content Sections:**
 - F:** 'Features' - 'We offer you the convenience to access to your account when you choose, with over 275 branches across Ireland and over 2,000 ATMs. Access your account 24 hours a day with our phone and online services.'.
 - G:** 'Fees and Charges' - 'We offer two simple fee options on our personal current account; however, if you qualify for our standard rate, no fees on your first transaction will be waived.'
 - H:** 'Overdraft Rates' - 'Click below to find out more about our Overdraft Rates'.
 - I:** 'Terms and Conditions' - 'The following Terms & Conditions apply to all Personal Current Accounts from July 2012.'
- Footer:** © 2013 Bank of Ireland, Cookies, Site Map, Legal, Company Registration Details, Security, social media links (Facebook, Twitter, LinkedIn, YouTube), 'Bank of Ireland is regulated by the Central Bank of Ireland. In the UK, Bank of Ireland is authorised by the Central Bank of Ireland and regulated by the Financial Conduct Authority and Prudential Regulation Authority. Details about the extent of our authorisation and regulation by the Prudential Regulation Authority, and regulation by the Financial Conduct Authority are available from us on request. By proceeding any further you will be deemed to have read our Terms and Conditions and Privacy Statement.'
- Other Bol Sites:** Bank of Ireland Life Online, NIIB Finance, Private Banking, New Ireland, Bristol & West Financial.

Personal Banking

Shop Pages

Tablet and Mobile View

The screenshots show the Bank of Ireland mobile website layout, designed for tablets and mobile devices. The left screenshot displays the 'CREDIT CARDS' section, featuring four main card types: Classic Credit Card, Platinum Credit Card, Student Credit Card, and Affinity Cards. Each card has a small image and a 'Find out more' button. Below this is a 'QUICK LINKS' section with links to various banking services. The right screenshot displays the 'SAVINGS' section, featuring four main account types: Ready Steady Save, Regular Savings Accounts, Instant Access and Notice, and Fixed Term Savings Accounts. Each account has a small image and a 'Find out more' button. Below this is a 'GET IN TOUCH' section with contact information and a 'Save to Borrow' call-to-action.

Personal Banking

Product Pages

Tablet and Mobile View

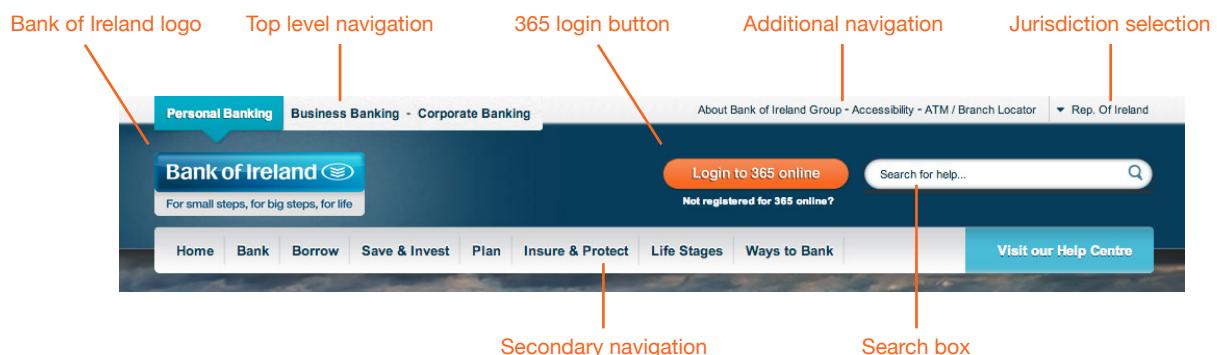
2. Universal Page Elements

2.1 Header Elements

The header is a mandatory feature across all pages of the Bank of Ireland website. Design and content of the header remains constant at all times.

The header comprises the following elements:

- Bank of Ireland logo
- Top-level navigation
- Secondary navigation
- Additional navigation
- Search box
- Jurisdiction selection
- 365 Login button
- Breadcrumbs - do not appear on home page, but appear on all other pages.



On the home page the header is a fixed depth of 107px. On all other pages the header has a fixed depth of 223px to allow for breadcrumbs. The header has a fluid width to fit all browsers. All header content is contained within the 960px width detailed above. The Header background is made up of a gradient image, based on the primary bank blue detailed in section 7.1.

2.2 Primary Navigation

Top-level navigation consists of three menu items: Personal, Business and Capital Markets. Each item has its own unique set of secondary navigation options, as dictated by the site's Information Architecture (IA).

The navigation comprises three individual “tabs” that allow the user to select which area of the site they wish to visit. Copy within the unselected tabs is always Helvetica bold, 12px and the colour is always dark blue and is set to a maximum of 15 characters in length, comprising no more than two words in total. Unselected tabs are 26px high. The selected tab is coloured using a “warm grey gradient with white”.

The selected tab is graphically highlighted to ensure clarity at all times. When selected, the tab becomes brighter and larger and includes an additional graphical element (pointer/arrow) at the bottom of the CTA. The selected tab is coloured using a “Light blue solid background”. The tab height increases to 33px (45px including pointer/arrow). Copy within the selected tab is Helvetica Bold, 12px, and colour white with a drop shadow set at 45 degrees, black (#000000) and with an opacity value of 63%.

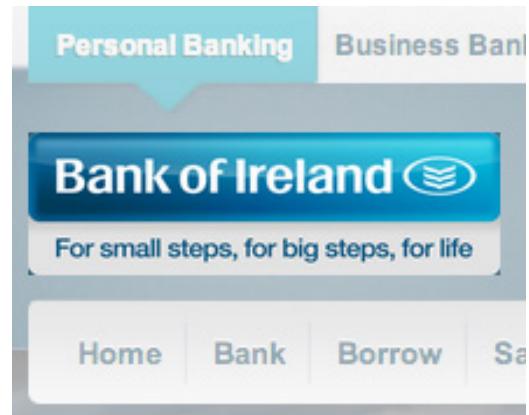


Personal Banking

2.3 Bank of Ireland - Logo

The Bank of Ireland logo appears within the header, across every section of the website. The header logo always appears white on the dark blue gradient background.

The logo is always 202px wide and 61px in height. There is a clear, buffer area around the logo that is 10px. This buffer area can only be encroached upon by the enlarged top-level navigation area.

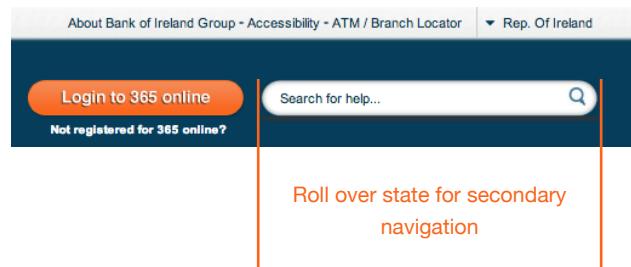


2.4 Search Field

The Search form performs search across all content within the Bank of Ireland website.

The search form consists:

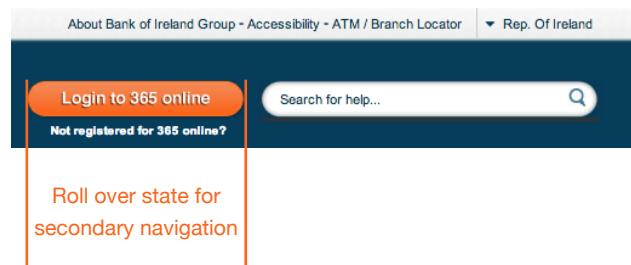
- Input field (containing prompt text, 'Search for Help')
- Search button, which is depicted by a magnifying glass icon



2.5 365 Login Button

The 'Login to 365 online' CTA uses the standard orange CTA colour scheme, but has a more rounded shape.

Once clicked, this CTA will take the user to a separate page which opens in a new tab so that the user can log in to their secure online account.

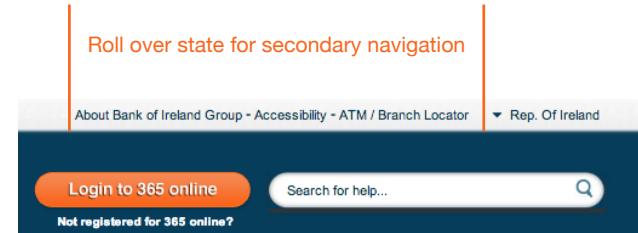


2.6 Additional Navigation

Additional navigation (About Bank of Ireland Group | Accessibility | ATM/Branch locator) is located in the top-right of the header with top padding of 10px. These links are set in Helvetica, 11px and are coloured dark blue.

Content within the global navigation section is set to contain the above content only. Any requests to incorporate additional content within this area must be referred to the Bank of Ireland Web Centre of Excellence.

The overall area allocated to the global navigation allows for a maximum of five sections to be specified, with a character limit for the entire area set at a maximum of 75.

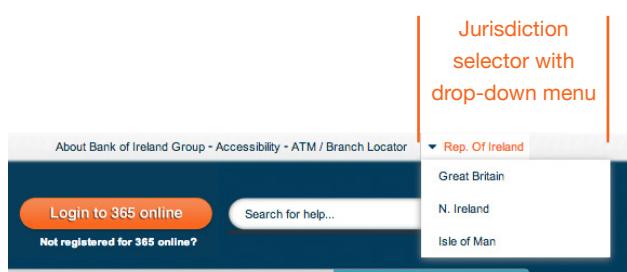
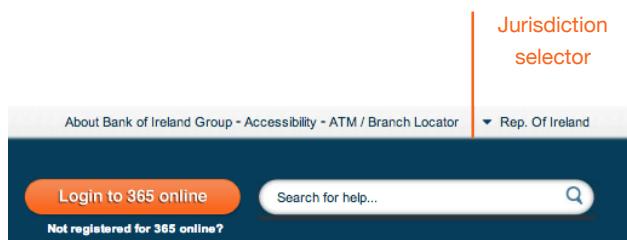


2.7 Jurisdiction Selector

The Jurisdiction selection panels sit to the right of the additional navigation and use the same font styling and spacing. An arrow icon is used to show that a drop-down sub-menu is available.

The Jurisdiction Selection panel comprises of a drop-down menu from which the user can select their jurisdiction – Republic of Ireland, Northern Ireland or Great Britain. Once selected, the content served within the site is then dynamically populated so that only content relevant to the selected jurisdiction and regulatory body is served to the user.

Content in this form is fixed and cannot be amended within the CMS. It is set as Helvetica, 11px and colour is dark blue.

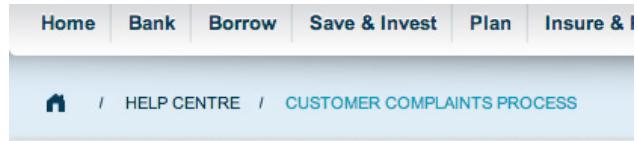


2.8 Breadcrumbs

Breadcrumb navigation acts as an aid to allow users to easily keep track of their location within the site and is dynamically populated.

The icon for the home page always precedes the text links. All breadcrumb content is always Helvetica, 11px. Previous appear in dark blue (#053c59) and are clickable, to allow the user to return to that section with ease. The users current location appears in non-clickable blue, colour #00b4d5.

Breadcrumbs always appear in the same position, which is at 170px with left padding at 20px.



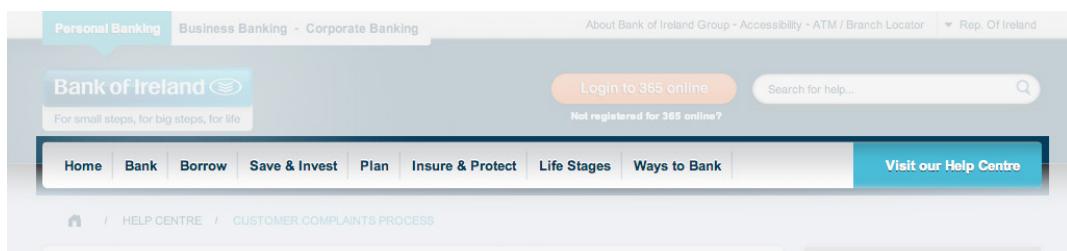
2.9 Secondary Navigation

The secondary navigation sits beneath the top-level navigation tabs and is dynamically populated via the Content Management System (CMS). All second-level navigation links sit within the navigation bar, which is 45px high and 960px wide.

The bar is coloured using a grey gradient. This is a graphic element that cannot be amended within the CMS system.

Links within the navigation bar are centred vertically, and are always typeset in Helvetica, 14px, bold and the colour is always #053C59 with a 2px white, drop shadow set to -90 degrees with a opacity setting of 75%.

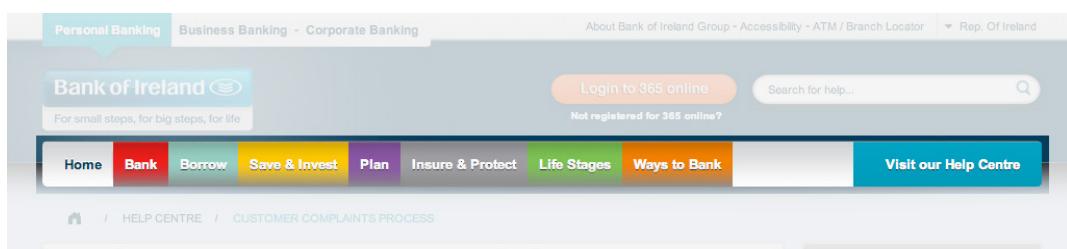
Content is dynamically populated so the length of navigation elements can vary, but a spacing device is always present between each item to ensure clarity. This spacing is based upon a buffer of 10px before and after each link.



2.10 Secondary Navigation - Hover States

Links use the Bank of Ireland secondary colour palette when rolled over. The text colour changes to white and has a drop shadow of 2px set to 90 degrees.

No more than ten sections are to be set within the Secondary Navigation as this will cause the layout to become too crowded. Each section header is to be no more than 18 characters in length.

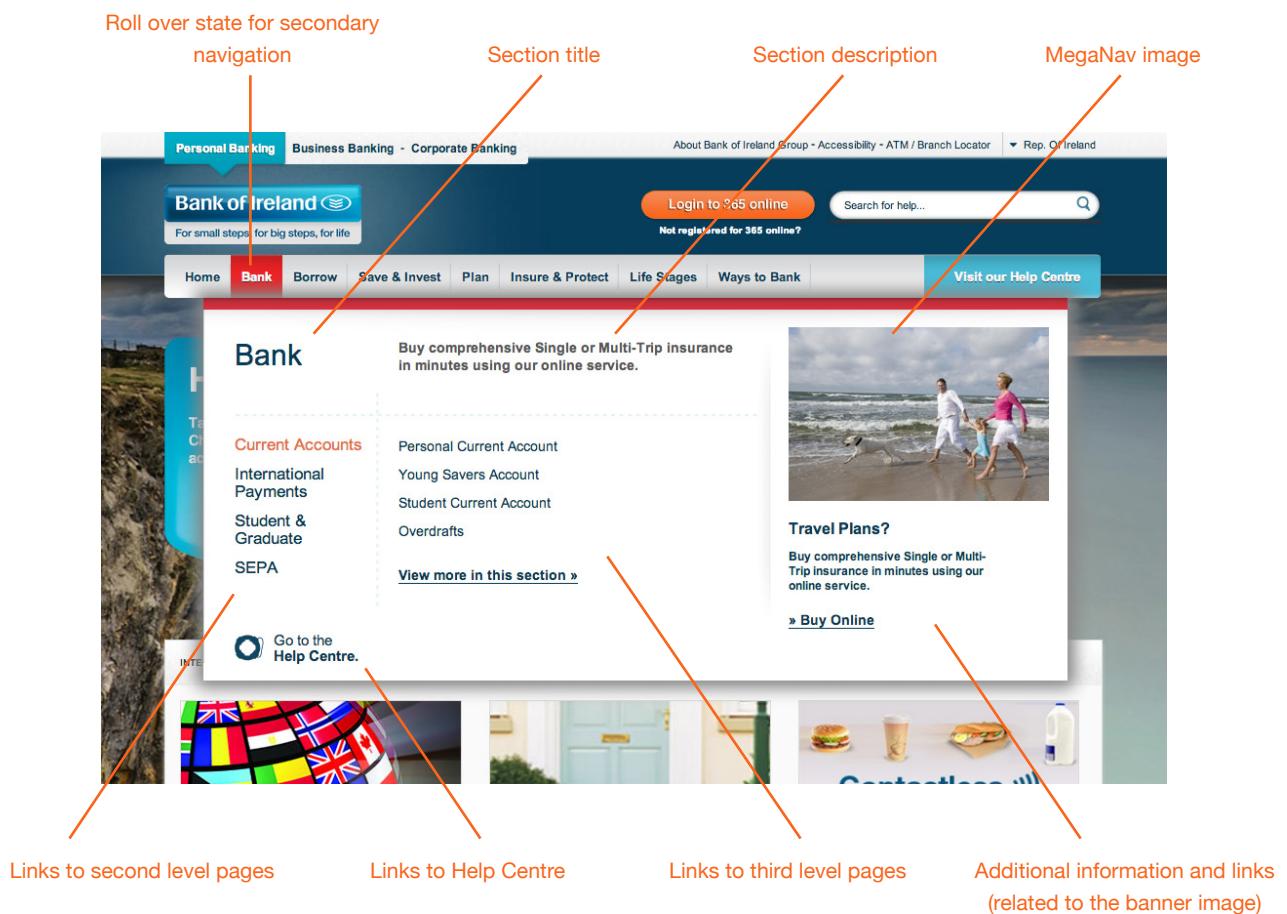


2.11 Navigation - Meganav

The secondary navigation has additional navigation (Meganav) which appears when the user hovers over the individual links. The Meganav contains links to product pages and pages within each section.

The Meganav comprises the following elements:

- Rollover state for secondary navigation (rollover colours are taken from Bank of Ireland's secondary colour palette)
- Section title
- Section description
- Meganav image/banner
- Links to second-level pages
- Links to third-level pages
- Links to Help Centre
- Additional information and links (related to the banner image)

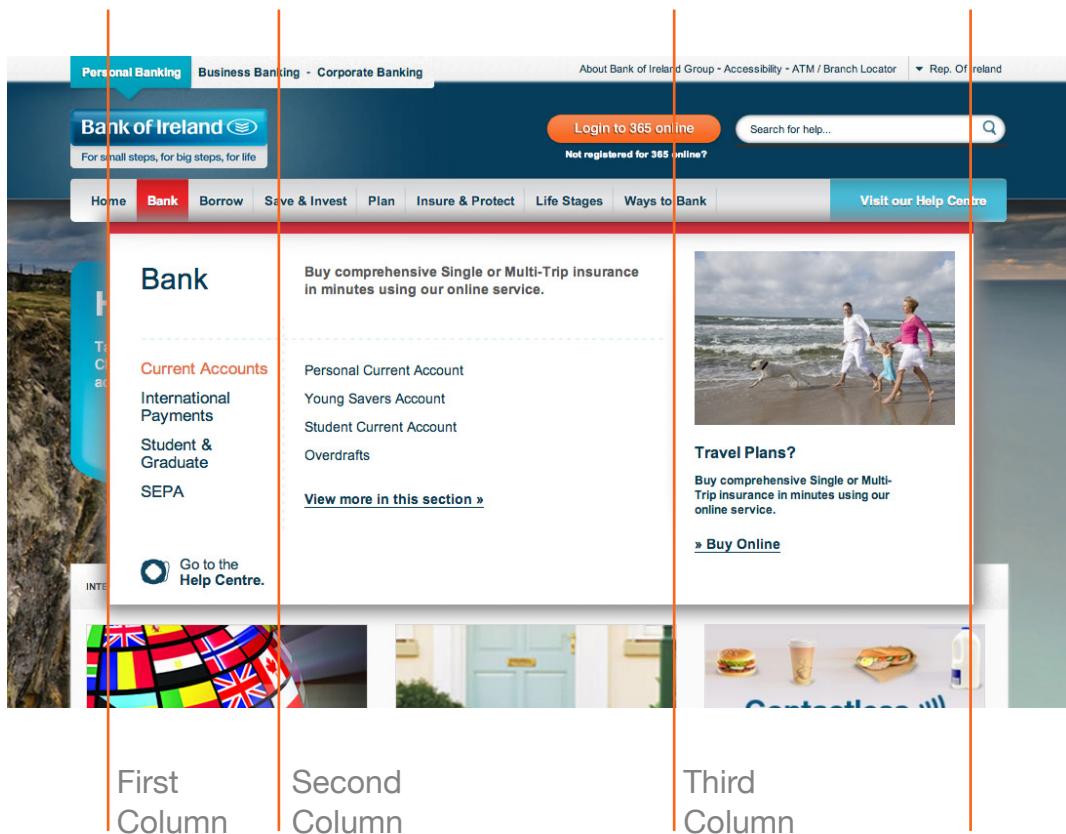


2.11 Navigation - Meganav cont.

The Meganav has fixed dimensions of 886 x 392px. The Meganav is split into three columns with fixed dimensions.

- First Column - Links to second-level pages - width of 180px
- Second Column - Links to third-level pages - width of 401px
- Third Column - Banner and additional information - width of 305px

Each section of the Meganav has a coloured border at the top with a height of 12px.



Home Page - Tablet and Mobile Navigation

As the website is responsive, the navigation layout and appearance will change based on browser width. The navigation will condense into one drop-down menu system. The mobile version of Meganav uses an accordian system to show the content and links within each section while still allowing all other links to appear on screen. Only one Meganav link is ever open.

2.12 Footer

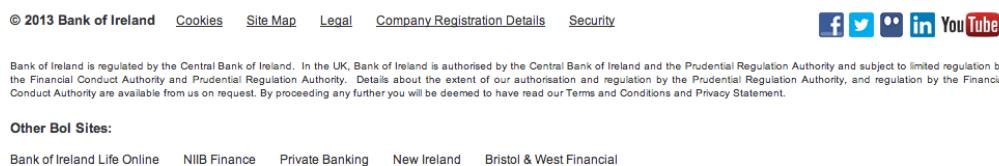
The footer sits beneath all other content and is mandatory for every page within the website. The footer comprises of:

- Cookies | Site Map | Legal | Company Registration Details | Security
- Legal copy
- Other Bol Websites (links)
- Social links

All copy within the footer is Helvetica, 11px and the colour used is #343435.

Because the depth of each page is fluid, there is no fixed position for the footer content. However, there should always be a margin of 20px between the bottom of the page content and the top of the footer.

Links to Bank of Ireland's social channels should use the correct icons as provided by each company (Facebook, Twitter, Boards.ie, LinkedIn and Youtube) and should comply with each company's guidelines.



2.12.1 Copyright & Quick Links

Copyright is a mandatory element of the Bank of Ireland site. It sits below all page content, with a top margin of 40px between it and the bottom of the page content. Copyright is always ranged left.

Text Links (Legal | Site Map | Company Registration Details | Security) sit adjacent to the Copyright, with a left buffer of 23px.

2.12.2 Legal copy

Legal copy is a mandatory element of the Bank of Ireland site, due to regulatory disclosure. The legal copy is left aligned and sits beneath the Copyright and Quick Links with a top margin of 33px.

2.12.3 Other Bol Websites

Links to other Bank of Ireland websites sit beneath the legal copy. The title, “Other BOI Websites” is typeset in Helvetica Bold, 11px and colour is # #343435.

Text links are set with a 23px margin between each and are typeset in Helvetica, 11px, using dark gray #343435 as the colour.

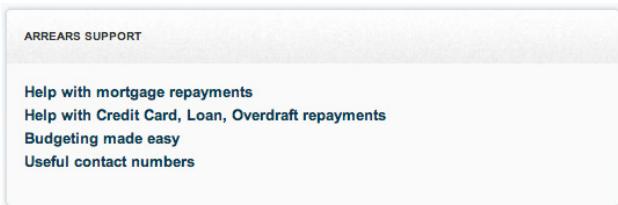
2.13 Additional Content

Across the website small areas of content can be used to highlight certain services or other sections of the website.

Examples shown includes:

- Stock Price
- ‘More Information’ panel on Unregulated Section
- Arrears support links panel

Any area created like this must use the correct styling for titles, body copy and links.



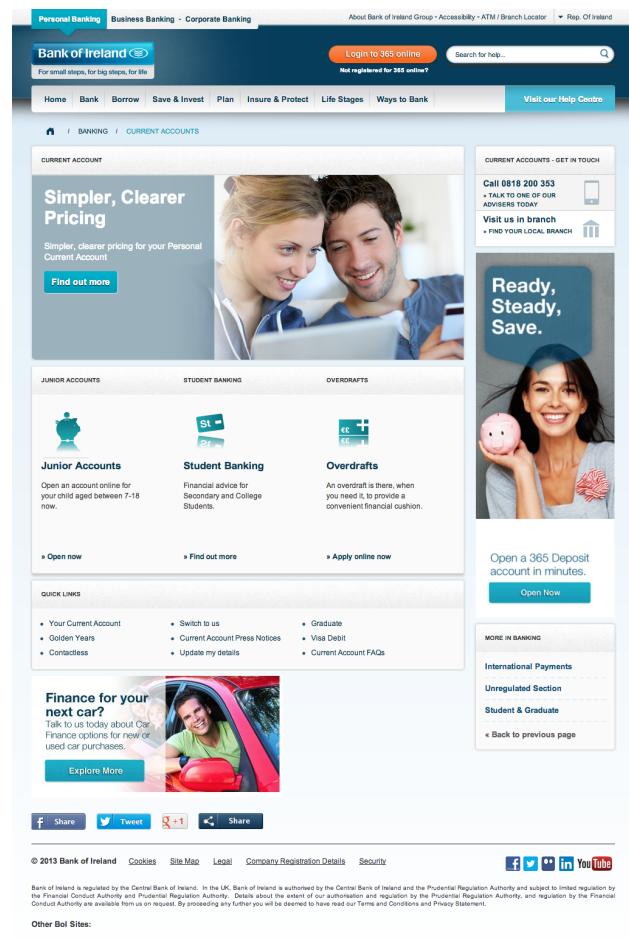
3. Shop Pages

3.1 Overview

All Shop page designs are based upon a two-column layout. The main content area is left aligned and is 710px wide, with a 20px margin before the right-hand column. In all Shop page layouts the position of the content area and right-hand column is fixed at these dimensions. The height of all Shop pages is fluid, to allow for variable content.

Each Shop page is designed to have a consistent, simplistic style, but retains an individual layout to ensure differentiation between the different site sections.

Each Shop page consists of a Hero Banner, links to relevant products, quick links and can include promotional banners.



3.2 Sidebar

The right-hand panel exists to provide additional, relevant information to the user, and is present on all Shop pages and Product pages.

Content varies throughout the site and is managed via the CMS for all elements except the Online Banking Login Panel, which remains consistent throughout the site.

CURRENT ACCOUNTS - GET IN TOUCH

Call 0818 200 353
» TALK TO ONE OF OUR ADVISERS TODAY

Visit us in branch
» FIND YOUR LOCAL BRANCH

Ready, Steady, Save.

Open a 365 Deposit account in minutes.

Open Now

MORE IN BANKING

International Payments

Unregulated Section

Student & Graduate

« Back to previous page

Sidebar - Content Examples

Examples of content used in the sidebar include Callback widgets, Quick Links and promotional banners.

Each area of content should comply with styles set for similar sections throughout the site.

HOME INSURANCE

Request a call back

» CLICK HERE



Call 0818 200 350

» TALK TO ONE OF OUR ADVISERS TODAY

Visit us in branch

» FIND YOUR LOCAL BRANCH



QUICK LINKS

- How to avoid or minimise fees
- Ways to Bank with Bank of Ireland
- Frequently Asked Questions

CURRENT ACCOUNTS - GET IN TOUCH

Call 0818 200 353

» TALK TO ONE OF OUR ADVISERS TODAY



Visit us in branch

» FIND YOUR LOCAL BRANCH



4. Product Pages

4.1 Product Page Layout

All product pages designs are based upon a two-column layout. The main content area is left aligned and is 710px wide, with a 20px margin before the right-hand column. In all home page layouts the position of the content area and right-hand column is fixed at these dimensions. The height of all home pages is fluid, to allow for variable content.

Each Product page is designed to have a consistent, simplistic style, but retains an individual layout to ensure differentiation between the different site sections.

All Product pages consist of a header area and content area which includes questions and answers about a product.

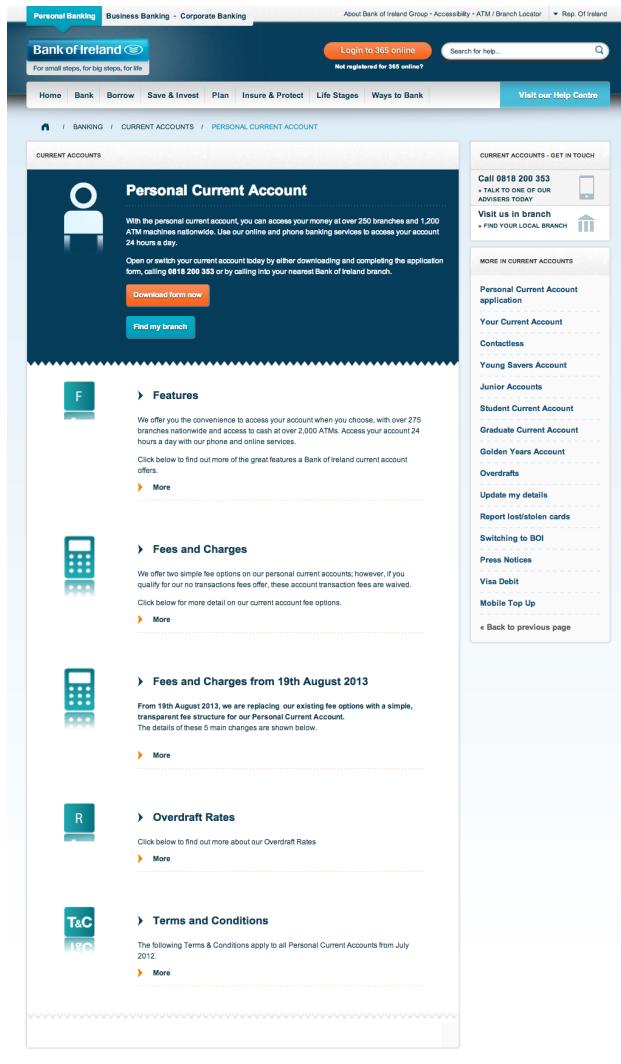
The header area uses the Bank of Ireland dark blue colour as the background colour. All copy (title and body) within the header area should be white in colour.

CTAs can be used as links to other relevant information and must follow the guidelines for all CTAs.

A reversed icon must be used within the header area.

The main body content area uses a standard white background colour. The copy uses Bank of Ireland dark blue for titles and copy.

Each individual section uses an icon set to the left of the copy.



© 2013 Bank of Ireland Cookies Site Map Legal Company Registration Details Security



Bank of Ireland is regulated by the Central Bank of Ireland. In the UK, Bank of Ireland is authorised by the Central Bank of Ireland and the Prudential Regulation Authority and subject to limited regulation by the Financial Conduct Authority and Prudential Regulation Authority. Details about the extent of our authorisation and regulation by the Prudential Regulation Authority, and regulation by the Financial Conduct Authority are available from us on request. By proceeding any further you will be deemed to have read our Terms and Conditions and Privacy Statement.

Other BSI Sites:

Bank of Ireland Life Online NIB Finance Private Banking New Ireland Bristol & West Financial

5. Sitemap

5.1 Overview

The sitemap page contains no sidebar, instead using the full-page width to contain the site map information.

All content within the page is clickable, to allow the user to easily navigate the to relevant site content.

5.11 Page Layout

The overall content is housed within an area 960px wide and is displayed in four columns of linked text, with each column set at 230px each with a 20px margin between them.

5.12 Link Hierarchy

Links are separated into four main categories - Business Section (for example) Personal, About Bank of Ireland, Security and Legal. Within each main category the links are broken up further smaller sections which contain links to individual pages.

Section and Category Titles use the font Helvetica Bold, 24pt and are set in colour #053c59.

Every text link is clickable. Once a link has been rolled over, this is recognised visually by changing the colour to #fa651c.

All content is presented in the form of a list, which wraps across the four columns, to ensure clarity of information.

Content within each business section is automatically displayed according to the IA and is not amendable within the CMS.



6. Promotional Page Elements

6.1 Promotional Banners

The Bank of Ireland website has a series of promotional banners to help promote various products and services.

- Meganav banner image (right-hand side) - max width 267px, max height 200px
- Secondary promo panels/home page images for topics listed - max width 276px, max height 176px
- Cross-sell image (landscape) - fixed width 413px, fixed height 200px*
- Cross-sell image (portrait) - fixed width 230px, fixed height 450px*
- Cross-sell image (portrait) - fixed width 228px, fixed height 600px*
- Hero/Banner images - fixed width 708px, fixed height 304px

* N.B. Fixed height could be removed if needed.

6.2 Meganav banner image (landscape) 267x200px

The Meganav banner image is only ever used with the Meganav sections of the website.

No copy ever sits over the top of the image unless it is already part of the photograph.

Copy associated with the banner sits below the image and is generated by the CMS. The headline should be no more than 25 characters in length and secondary copy should be no more than 170 characters in length. The text in the CTA should be no more than 25 characters in length.

Selected images should be relevant to the copy it sits with.



6.3 Secondary Promo Image (landscape) 276x176px

The Secondary Promo image is only ever used on the landing page each of the Banking sections within the Bank of Ireland website, for example, Personal Banking.

No copy is ever added on top of the image.



6.4 Cross-Sell (landscape) 413x200px

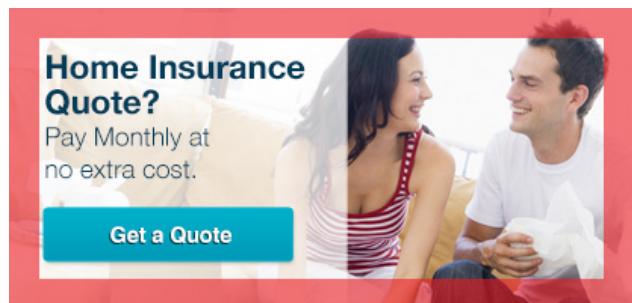
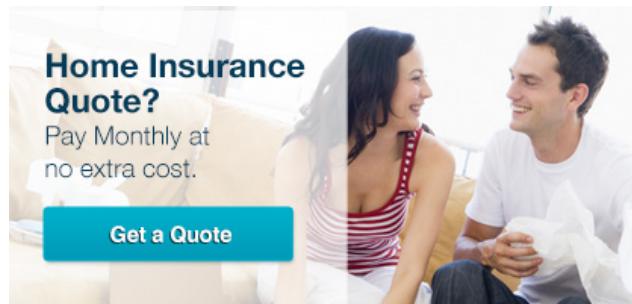
The cross-sell portrait banner is only ever used at the bottom of a page, underneath the pages main content and before the footer.

There is a margin of 20px around the inside of the banner.

The banner should contain a headline placed within the Bank of Ireland bubble/tab, secondary copy line and a CTA.

The banner has a character limit for the headline and secondary copy. The headline should be no more than 26 characters in length and secondary copy should be no more than 48 characters in length.

The entire banner acts as a CTA and is saved as an image.



6.5 General Column Panel (portrait) 230x450px

The general column panel banner is only ever used in the sidebar on the website.

There is a margin of 20px around the inside of the banner.

The banner should contain a headline placed within the Bank of Ireland bubble/tab and a CTA.

The banner has a character limit for the headline and secondary copy. The headline should be no more than 28 characters in length and secondary copy should be no more than 60 characters in length.

The entire banner acts as a CTA and is saved as an image.



6.6 Cross-Sell (portrait) 228x600px

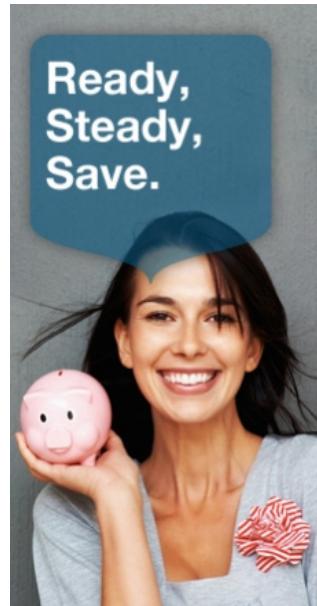
The cross-sell portrait banner is only ever used in the sidebar on the website.

There is a margin of 20px around the inside of the banner. All content must not sit outside of this area.

The banner should contain a headline placed within the Bank of Ireland bubble/tab, secondary copy line and a CTA.

The entire banner acts as a CTA and is saved as an image.

The banner has a character limit for the headline and secondary copy. The headline should be no more than 28 characters in length and secondary copy should be no more than 60 characters in length.



Open a 365 Deposit account in minutes.

[Open Now](#)



Open a 365 Deposit account in minutes.

[Open Now](#)

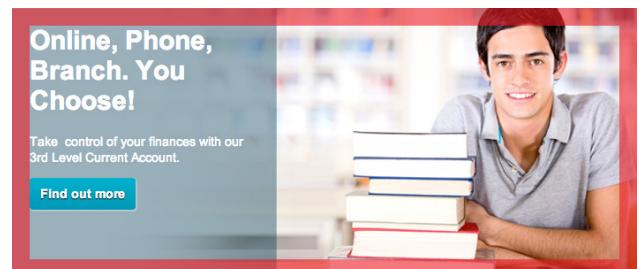
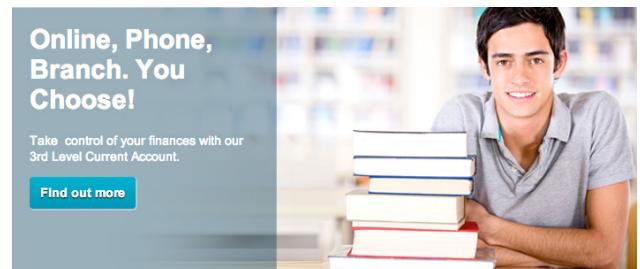
6.7 Hero Banner (portrait) 708x304px

The hero banner portrait banner is only ever used at the top of Shop pages.

There is a margin of 20px around the inside of the banner. All content must not sit outside of this area.

The banner should contain a headline placed within the Bank of Ireland bubble/tab, secondary copy line and a CTA.

The headline, copy and a CTA for the hero banners are generated through the CMS, but should still follow the layout set out in the design.



7 Colours, Fonts, CTA's, Links, Icons, Frames and Forms

7.1 Colours

The colours should adhere to the Bank of Ireland Corporate Guidelines Overview (separate document).

The colours used on the website are as follows:

Dark Blue - #053C59

Light Blue - #00A4BF

Light Grey - #e6e7e9

Dark Grey - #e6e7e9

Dark Grey - #343435

Orange - #e4753f



- Refer to colour balance section of guidelines.

The new Visa Debit Card

Do more abroad, online, and every day with our next generation of debit card. At Bank of Ireland we're always looking for new ways to bring you the best products and services.

Learn More

There is extensive use of white particularly for the background and each of the panel backgrounds.

Panel titles and main copy text, when on a white background should appear in dark grey.

Main titles should appear in Bank of Ireland dark blue.

On dark blue panels all copy should appear in white.

CURRENT ACCOUNTS

Personal Current Account

With the personal current account, you can access your money at over 250 branches and 1,200 ATM machines nationwide. Use our online and phone banking services to access your account 24 hours a day.

Open or switch your current account today by either downloading and completing the application form, calling 0818 200 353 or by calling into your nearest Bank of Ireland branch.

Download form now

Find my branch

7.2 Fonts

As a substitute for Helvetica Neue, Arial should be used across all web applications.

The panel title should be set in:

BOLD CAPITALISED 10PT.

The main title should be set in:

Bold 24pt.

The main copy text should be set in:

Regular 14pt.

The font-styling above should be applied across all panels.

The panel sections are used for content on:

- Business Banking and Personal Banking landing pages
- Bank of Ireland home page
- Shop pages, for example, Savings.

BANKING



The new Visa Debit Card

Do more abroad, online, and every day with our next generation of debit card. At Bank of Ireland we're always looking for new ways to bring you the best products and services.

[Learn More](#)

Product Pages

Content on Product Pages has different font-styling from other pages on the Bank of Ireland website.

The main title should be set in:

Bold 18pt.

The main copy text should be set in

Regular 14pt.

Links for more information should be set in

Bold 12pt.



► Features

We offer you the convenience to access your account when you choose, with over 275 branches nationwide and access to cash at over 2,000 ATMs. Access your account 24 hours a day with our phone and online services.

Click below to find out more of the great features a Bank of Ireland current account offers.

[► More](#)

7.3 CTAs

Call-to-action buttons should be replicated exactly from the existing buttons.

It is important that CTA buttons match others across the site for user experience familiarity.

There are four CTA button designs used on the Bank of Ireland website.

Text within the CTA button should always be centre aligned, use a solid colour (white, orange, dark grey) and have a drop shadow.



Text Links

Throughout copy there will be a requirement to create links so that users may easily click through to related information. Links are identifiable within body copy as they are coloured #053C59.

Text links should have a hover state. Once a link has been rolled over, this is recognised visually, by changing the colour to #fa651c.

Related copy, whether within the same page of content or linking through to content within a separate page, should be linked within the copy and not separated out as a specific link.

Links to content within the main site will take the user directly to the associated content, within the same browser window. Links to external content will automatically open a new browser window or tab (determined by the individual user).

When setting copy, headings should not be set as links, with links to the body copy below, as this provides a less than ideal user experience, working against natural user behaviour.

Instead, copy should be clearly laid out into easily navigable sections, and where relevant, expandable headings should be used.

QUICK LINKS

- [365 T&Cs changes Pay to Mobile](#)
- [Update my details](#)
- [Payment Protection Insurance update](#)

ARREARS SUPPORT

[Help with mortgage repayments](#)
[Help with Credit Card, Loan, Overdraft repayments](#)
[Budgeting made easy](#)
[Useful contact numbers](#)

 **Features**

We offer you the convenience to access your account when you choose, with over 275 branches nationwide and access to cash at over 2,000 ATMs. Access your account 24 hours a day with our phone and online services.

Click below to find out more of the great features a Bank of Ireland current account offers.

[More](#)

 **Fees and Charges**

We offer two simple fee options on our personal current accounts; however, if you qualify for our no transactions fees offer, these account transaction fees are waived.

Click below for more detail on our current account fee options.

[More](#)

7.4 Icons

A set of icons has been developed to visually explain sections of the site. If new icons are needed they must match the visual style denoted here.

The gradient colours should match the existing icons and a subtle reflection should be placed underneath.



Icons - Second Set



7.5 Frames and Form

Wherever possible, forms and Frames should match elements of the site closely.

Typography, spacing, colours and call-to-action buttons should be the elements that are styled to mimic the existing website.

Progression through the form should match the breadcrumb style illustrated in this example.

The screenshot displays a two-step form process for getting a quote. The first step, 'About your property', includes fields for County/Postal district, Town / Region, Property no & street, and House name (if applicable). The second step, 'The cover you require', includes similar fields. Both steps feature 'Back' and 'Next' buttons. A 'CONTACT US' section at the bottom offers a 'Request a call back' option and provides a phone number and operating hours.

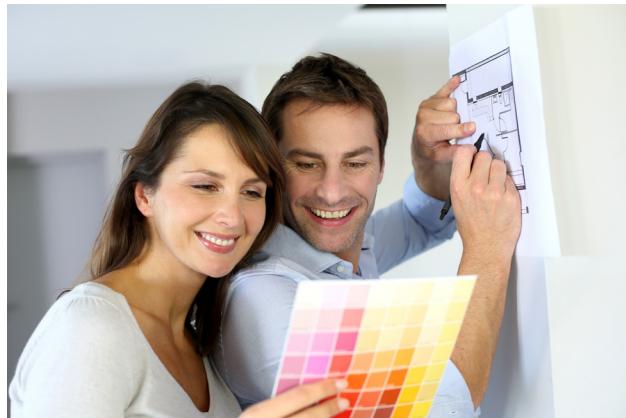
7.6 Photography and Imagery

A selection of imagery has been chosen for use across the website which is in keeping with the brand direction.

Any images used must be either taken from the existing selection of photographs or adhere to their visual style.

When selecting photographs, the following characteristics should be followed :

- Models in the photographs, should appear happy, friendly, relatable and positive.
 - Where there is more than one model in a photograph, any interaction should be appropriate and friendly and not overtly sexual in theme or content.
 - Models should never be looking out of the photo towards the user, with the only exception being for customer service. Customer service photographs should create a connection and instil a sense of trust with the user.
 - Photographs must be clear, high quality and correctly cropped.
 - Imagery must be relevant to the information, product or service page that it sits within on the Bank of Ireland website.
-



Examples of photography and imagery to avoid

Poorly cropped imagery. This can make it unclear as to which service or product the image relates to.



Poor quality/low resolution imagery.

Items or people placed on a flat coloured background as opposed to a natural environment.



Imagery depicting violence, or people fighting and arguing.



Examples of photography and imagery to avoid

Models isolated on a flat, single colour background.

Models in humorous poses or scenarios.

Models looking out of the image toward the user, unless being used for customer service sections of the website.

X



Imagery containing references to alcohol, tobacco or drug use.

X



Images depicting people with negative emotions such as sadness or anger.

X

