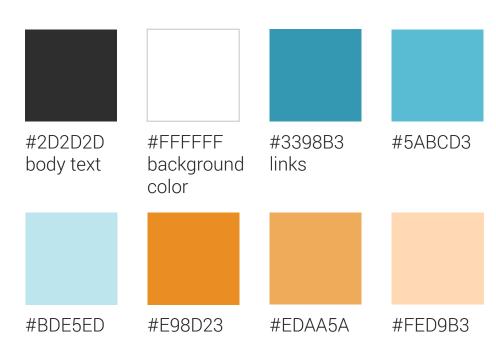
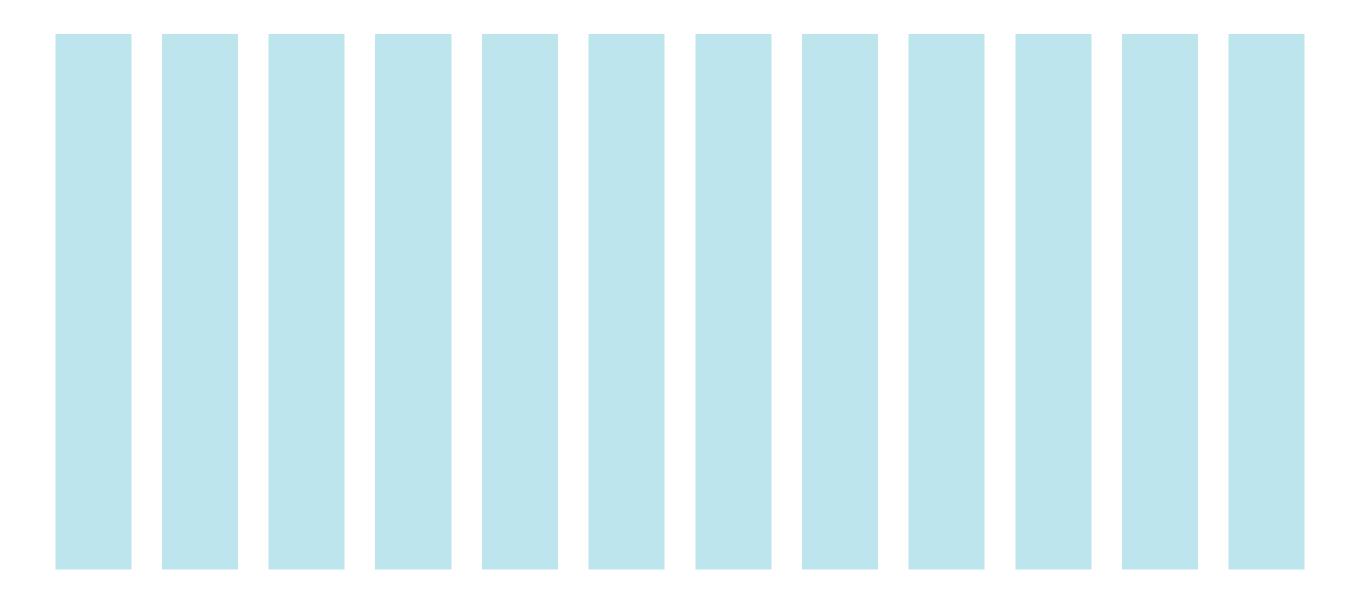


Font Palette

Roboto, Lobster 1.3

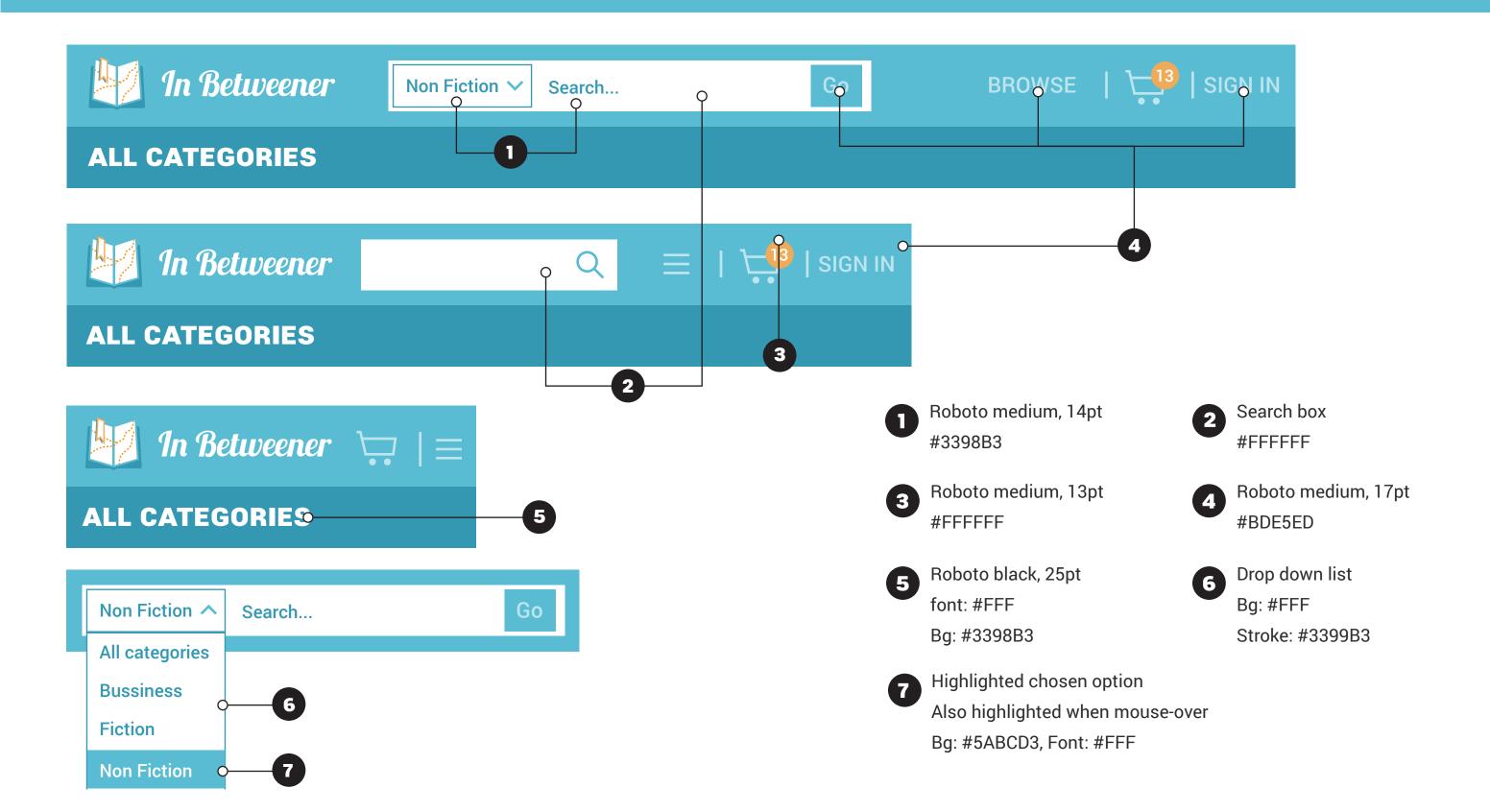


Grid

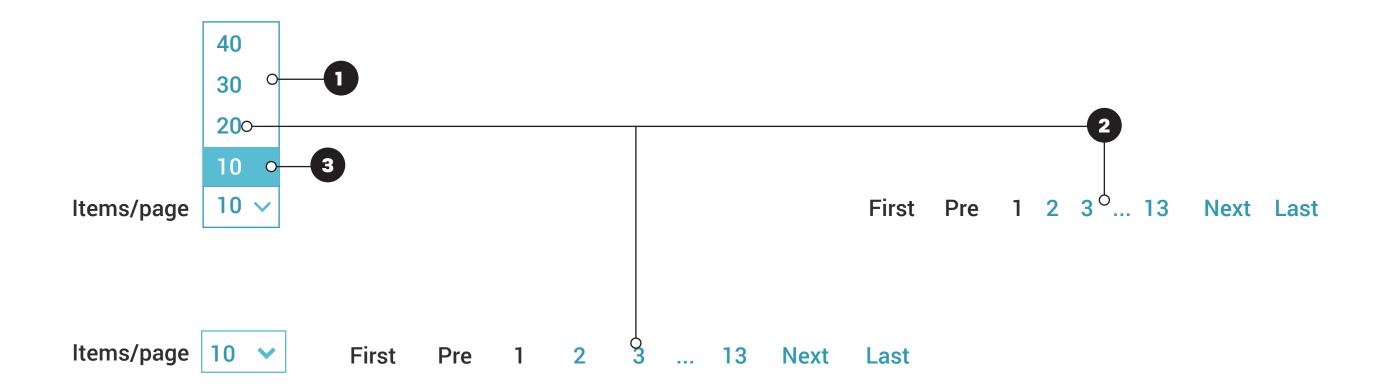


12 columns fluid grid column = 5.94% of the whole layout gutter = 2.4% of the whole layout (left gutter = right gutter = 1.2%)

Header



Pagination



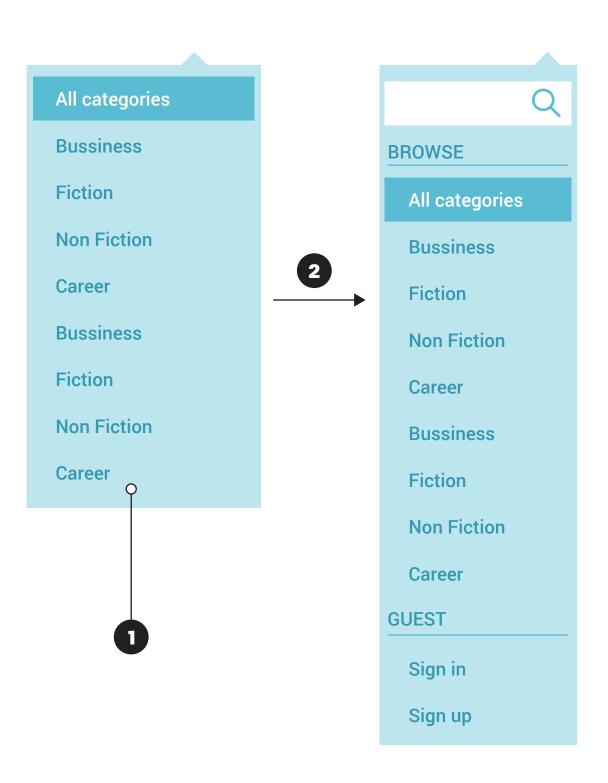


- Drop down list
 Bg: #FFF
 - Stroke: #3399B3
- Highlighted chosen option
 Mouse-over: also highlight
 Bg: #5ABCD3

Font: #FFF

- Page number
 Roboto med, 17pt
 clickable: #3398B3
 unclickable: #2D2D2D
- Page no. below 660 ver. Roboto med, 22pt

Navigation & Book





Categories drop down list Roboto med, 14pt

Font: #3398B3

Bg: #BDE5ED

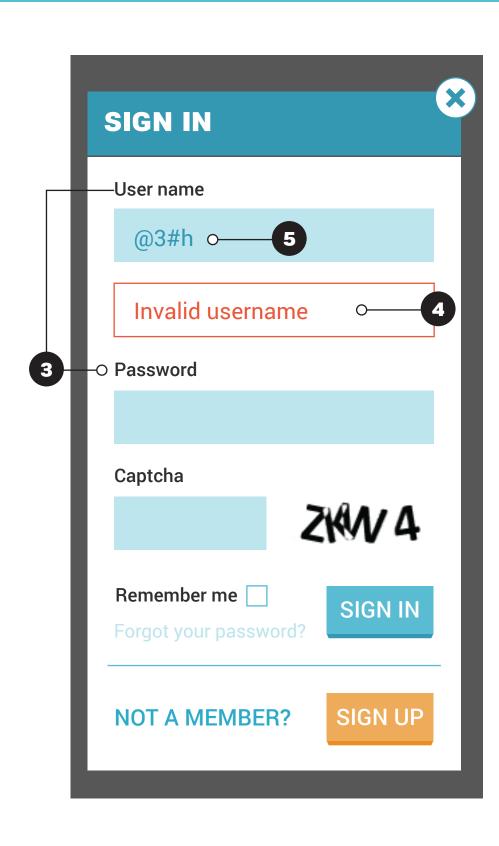
- Roboto medium, 20pt #3398B3
- #E98D23

- List below 660 ver.
 Combine search box and sign in, sign up utilities to the list.
- Roboto regular, 17pt #2D2D2D
- Roboto medium, 14pt #FFF

Notification, Pop up & Forms



Notification, Pop up & Forms (cont.)



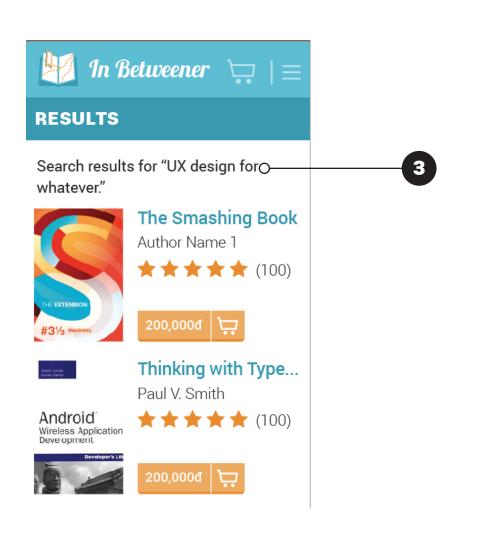
- Pop up title
 Lobster 1.3, 36pt
 Align center, #FFF
- Pop up & notification content
 Roboto reg, 17pt
 Align center, #2D2D2D

Stroke ouline: #EA583B

- Form sections
 Roboto medium, 17pt
 (14pt if above 660ver)
 #2D2D2D
- Validation
 Roboto reg, 17pt
 (14pt if above 660ver)
 Font: #EA583B
- Form sections input
 Roboto reg, 17pt (14pt if above 660ver)
 #5ABCD3
 When return form with validation, user pro-
 - When return form with validation, user previous input won't be cleared (except password).
- For password, validate first the length, then validate whether two password match.

Search result





- 960 ver. search box Roboto medium, 14pt #3398B3
- below 960 ver.

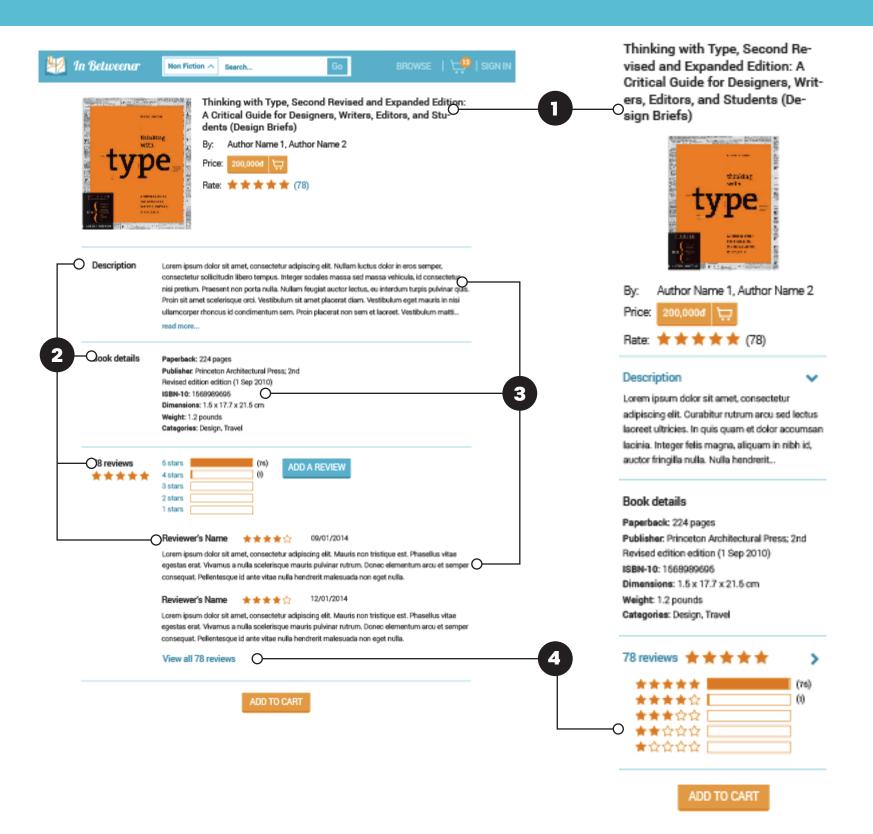
 Roboto medium, 17pt

 #3398B3
- below 660 ver.

 Roboto regular, 17pt

 #2D2D2D
- The keyword is still visible in the search box after the site displays results, untill below 660ver., when the search box disappears, then the site will display a sentence in which includes the keyword.

Book details



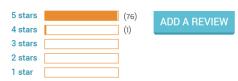
- Book title
 Roboto med, 20pt
 #2D2D2D
- Detail title
 Roboto medium, 17pt
 #2D2D2D, #3398B3
 (links)
- Body text
 Roboto light, 14pt
 #2D2D2D
- In 960ver., some latest comments will be shown in book detail page (maybe about 5), while a link, that say the total amount of comments, leads to review page is visible at the end of the page.

 Under 960, no comment will be shown, users have to click on review link to go to comment page.

Book details (review page)

Thinking with Type, Second Revised and Expanded Edition: A Critical Guide for Designers, Writers, Editors, and Students (Design Briefs)





Reviewer's Name ★★★☆

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris non tristique est. Phasellus vitae egestas erat. Vivamus a nulla scelerisque mauris pulvinar rutrum. Donec elementum arcu et semper consequat. Pellentesque id ante vitae nulla hendrerit malesuada non eget nulla.

Reviewer's Name ★★★☆



12/01/2014

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris non tristique est. Phasellus vitae egestas erat. Vivamus a nulla scelerisque mauris pulvinar rutrum. Donec elementum arcu et semper consequat. Pellentesque id ante vitae nulla hendrerit malesuada non eget nulla. Curabitur sit amet cursus massa, eu facilisis leo. Duis feugiat quam nec lectus pulvinar lobortis. Proin id massa sit amet dui gravida suscipit. Nullam ac nunc id erat condimentum fringilla vel et nunc. Vestibulum mattis velit in eros tincidunt eleifend. Nunc quis consequat sem, non ultrices velit. Maecenas eget fringilla lacus.

Sed consequat fermentum diam sit amet euismod. Duis sodales neque nunc, id dapibus ipsum semper eget. Sed non aliquam nisl. Nam elit augue, varius imperdiet porttitor nec, interdum sit amet risus. Nam a gravida mauris. Donec malesuada, nulla quis convallis porta, leo sapien viverra est, ac condimentum neque lacus non est. In placerat fringilla semper.

Reviewer's Name $\uparrow \uparrow \uparrow \uparrow \uparrow \uparrow$



12/01/2014

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris non tristique est. Phasellus vitae egestas erat. Vivamus a nulla scelerisque mauris pulvinar rutrum. Donec elementum arcu et semper consequat. Pellentesque id ante vitae nulla hendrerit malesuada non eget nulla.

Reviewer's Name ★★★☆



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris non tristique est. Phasellus vitae egestas erat. Vivamus a nulla scelerisque mauris pulvinar rutrum. Donec elementum arcu et semper consequat. Pellentesque id ante vitae nulla hendrerit malesuada non eget nulla.





Reviewer's Name



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris non tristique est. Phasellus vitae egestas erat. Vivamus a nulla scelerisque mauris pulvinar rutrum. Donec elementum arcu et semper conseguat. Pellentesque id ante vitae nulla hendrerit...

Reviewer's Name ★★★☆



09/01/2014

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris non tristique est. Phasellus vitae egestas erat. Vivamus a nulla scelerisque mauris pulvinar rutrum. Donec elementum arcu et semper consequat. Pellentesque id ante vitae nulla hendrerit...

Reviewer's Name $\uparrow \uparrow \uparrow \uparrow \uparrow \uparrow$



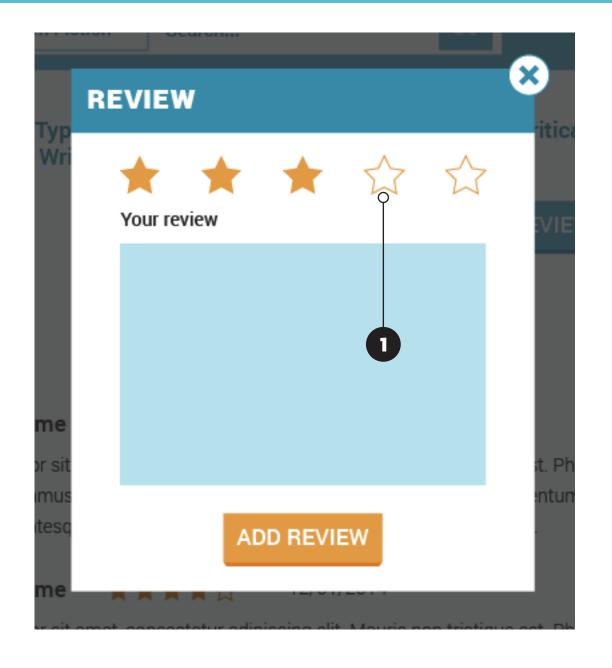
12/01/2014

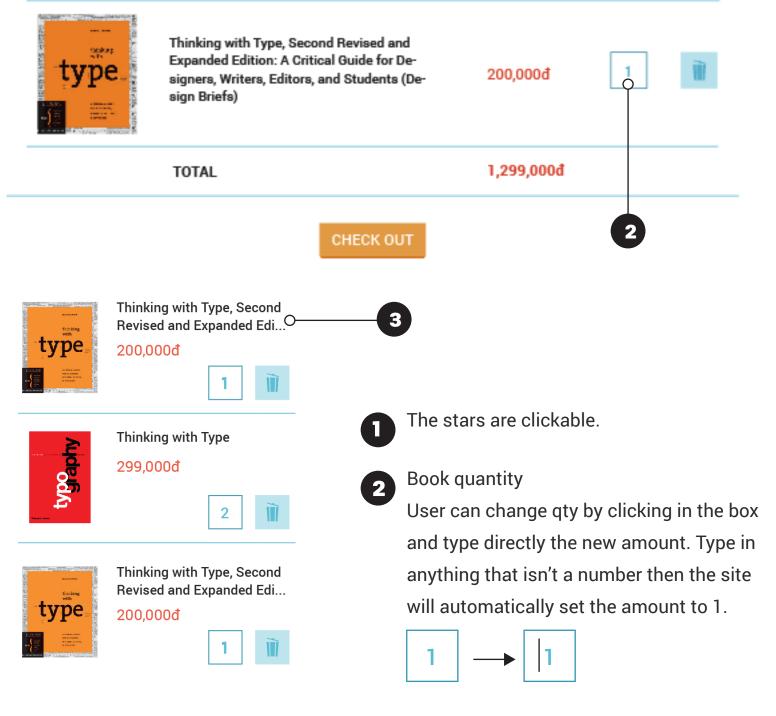
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris non tristique est. Phasellus vitae egestas erat. Vivamus a nulla scelerisque mauris pulvinar rutrum. Donec elementum arcu et semper consequat. Pellentesque id ante vitae nulla hendrerit malesuada non eget nulla. Curabitur sit amet cursus massa, eu facilisis leo. Duis feugiat quam nec lectus pulvinar lobortis. Proin id massa sit amet dui gravida suscipit. Nullam ac nunc id erat condimentum fringilla vel et nunc. Vestibulum mattis velit in eros tincidunt eleifend. Nunc quis consequat sem, non ultrices velit. Maecenas eget fringilla lacus.

Sed consequat fermentum diam sit amet euismod. Duis sodales neque nunc, id dapibus ipsum semper eget. Sed non aliquam nisl. Nam elit augue, varius imperdiet porttitor nec, interdum sit amet risus. Nam a gravida mauris. Donec malesuada, nulla quis convallis porta, leo sapien viverra est, ac condimentum neque lacus non est. In placerat fringilla

- The arrows are only visible below 960 ver, as they are suggest a clickable link for touch devices.
- Click on different amount of stars will display only the reviews which gave that amount of stars. If there are no reviews that fit, the page stay the same.
- From 960ver., no reviews are displayed in short forms, but below 960, all review will display the 3 first lines, longer review can be extend by clicking the arrows. Animation for this is expand down.

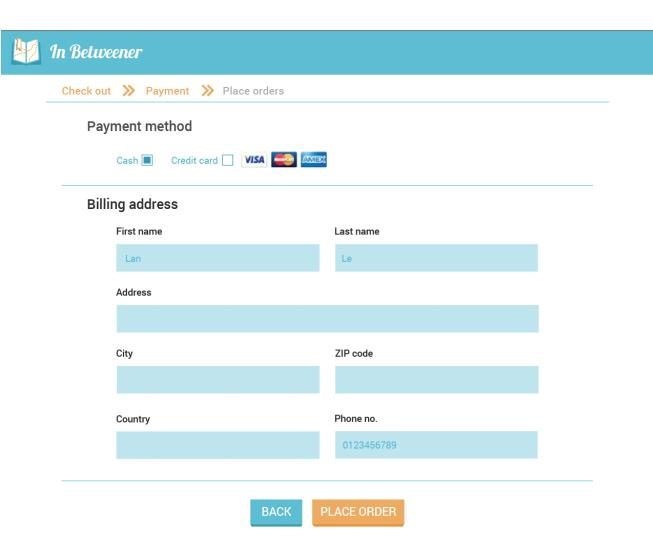
Book detail (cont.) & Cart

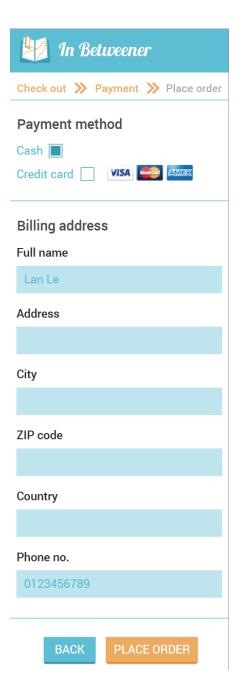




Below 660 ver, only 2 first lines of the book title will be displayed.

Check out

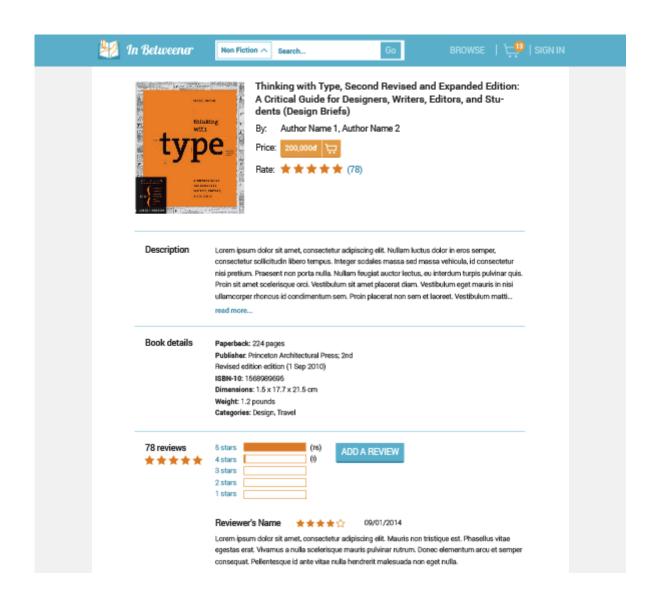




When check out, no navigation will be displayed on header, thus provide no distraction to users.

Others





Roboto med, 17pt #FFF

- 1pt #5ABCD3, #2D2D2D
- Animation according to arrow direction, mostly expand down/up, and collaspe down/up. Arrows point to the left and right means the new site slide from the left/right (mostly use in book detail as the two page are connected).
- If exceed the maximum width (960), the site will keep the layout of 960 static, with the exceed bg's color #F1F1F2, and the header's bg extend to both end.