



## Digital Applications Style Guide

Release 0.5 - February 15, 2016

### Introducing the new Digital Applications Style Guide

Welcome to the new Chubb Digital Style Guide, a resource designed to help digital marketing and applications teams incorporate and apply the new Chubb branding to their digital products. This is a living document and will continue to be updated over the following weeks and months.

Release 0.5 covers basic changes to desktop versions of digital applications to bring them into greater compliance with the Chubb brand. Later releases will extend this to mobile and responsive sites as well as more detailed interaction guidelines. The goal of 0.5 is to highlight far-reaching - and relatively straightforward - updates that will help our digital ecosystem feel more closely aligned with the new branding and digital experience.

Feedback, questions and suggestions are welcome and appreciated. We look forward to working closely with our vendors, internal teams and businesses to apply these digital styles to our online products and to develop a truly unified digital system.

[View Release Notes](#)

# Overview

This page describes the objectives, the high-level methodologies and the general guidelines for the new Chubb brand as it relates to digital applications. For more information on the Chubb brand system, please [download the Brand Book](#).

Included in this section (click or tap a link to jump to a topic):

- 1.1 [Objectives - The mission and purpose of this style guide](#)
- 1.2 [Principles - Common themes and principles that align our applications](#)
- 1.3 [Four Quick Fixes - Easy steps to align with our new branding](#)
- 1.4 [Contact Us - Conact information for questions, comments & guidance](#)

## 1.1 Objectives

Building the foundation for a consistent, structured, and scalable digital application experience.

### The Chubb Style Guide for Applications

These guidelines begin to define the aesthetics of the envisioned experience for Chubb applications. It provides guidelines for visual design and production specifications and is designed to help you to present various aspects of the application experience in a consistent and appropriate way when designing either new internal applications and/or updating existing applications to better align with the new Chubb branding.

### A Living Document

This is a living document, containing templates, styles and examples incorporating the new Chubb brand and our digital approach. At the time of the V0.5 release, this is still quite obviously a work in process -- we will make every effort to keep this guide as current as possible as other branding and digital work is established during the first half of 2016.

But this will also always be a work in progress; this is one of the reasons why we have coded it, rather than just producing documents: it is our intention to quickly incorporate new patterns, styles or UI elements, retire outdated, unused or inefficient components, and highlight work and applications as they emerge across the organization.

## 1.2 Our Principles

Our approach to designing and developing applications is oriented around three key ideas.

### Componentization

Components are grouping of smaller elements used together to create interface elements (for instance, a “Log-In Component” is collection of elements: a title tag, text, form fields, submit button, etc). Components are combined to build pages; pages are combined to build sites.

Componentization enables a more-scalable architecture. Individual components can be adapted for different business needs easily without requiring templates or other components to change. In short, the page template is no longer the smallest unit of a build.

### Consistency

All elements that function the same should also look and behave in the same way, even if in use in totally different applications. As users use the website, they form mental models from the design patterns used on the website. Inconsistency makes the interface hard to learn because it breaks the user’s mental model.

The same is true of internal teams, as well as our vendor partners. Consistent use of patterns, technologies, and implementation approaches create scalability and efficiencies that can be leveraged across applications, projects and teams.

### Design for the most common case

The experience must fit the needs of all users; by starting with the most common cases, a good experience for the majority of users is ensured. Decisions around default experiences are made by evaluating the rule, not the exception; other tools and accelerators for the exceptional needs are considered secondarily.

Like the previous principle, this approach extends to how we approach solutioning and technical design internally as well by seeking out the widest-reaching and most impactful updates and improvements first, so as to work as impactfully and efficiently as possible.

## 1.3 Four Quick Fixes

Even as digital creative is being developed, there are updates that can be made in order to better align with the new branding and prepare online assets for future updates and improvements. Here are some general directions to help online applications and tools reflect our brand.

### Change the logo, update the typeface(s)

Users instinctively orient their experience by looking for the logo. As such, updating the logo file is the primary priority for all digital assets. Please refer to the link below to access a variety of logo treatments and sizes for your use.

Second, both the previous Chubb and ACE brands utilized a sans-serif typeface; the new Chubb utilizes a serif typeface (Chubb Publico, with a Georgia fall-back); updating CSS and font use on applications to reflect the new brand direction will have a far-reaching impact.

Related Links: [New Chubb Logos](#) | [Chubb Typefaces](#)

### Use color sparingly and purposefully

We are excited about our new visual identity and believe it will help to further differentiate ourselves, in the markets we operate.

However, a robust color palette naturally asks questions about color use; there are a few easy steps digital and product teams can take to ensure sites and applications don’t combine the new Chubb logo with old colors.

Digital property owners should approach alignment projects by:

- 1- Focusing on applying brand greys, black and white to the site / application, and
- 2- Using the color palette as an accent, to highlight key information and actions
- 3- Selecting a color pairing from the palette and carrying that across site.

The use of color is discussed in more detail in the [brand elements section](#), and you can browse examples of this approach on the [mock ups section](#).

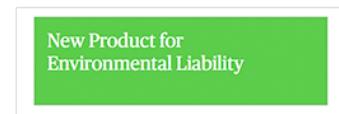
Related Links: [Chubb Color Codes](#) | [Digital Mock Ups / Samples](#)

### Use value-add imagery or replace with color & text

Our new brand emphasizes simplicity and craftsmanship; that extends to the selection and utilization of imagery. Imagery should only be used where it adds to the story; it should not be used for decorative purposes. This transition offers an opportunity to not only reduce the volume of stock photos used across our platforms but, in the process, better-align with our brand.

Where imagery is used, it should utilize carefully-chosen photography that is aligned with brand standards in terms of subject matter / themes, composition and visual hierarchy. Please use approved imagery from the brand center or color blocks to draw attention to content, call-outs and actions (see previous point).

Digital imagery is discussed in more detail in the [Brand Elements section](#).



Related Links: [Imagery Guidelines](#) | [Chubb Color Codes](#)

### Focus on common elements, not layouts or details

Our digital transition will be a process. However, owners of digital assets should be looking at their experiences holistically in order to determine what updates can have the widest-ranging impact with the least invasive effort. Depending on how your online application or tool has been developed, there may be other improvements.

However, as a set of guiding principles, owners should be looking to:

- 1- Make branding changes, starting with logos and typefaces
- 2- Make global UI changes (banners, footers forms, buttons, etc)
- 3- Reduce complexity of elements (removing imagery that doesn't add to the story, ensuring color is used purposefully and adds value, etc)
- 4- Choose one of the suggested color pairings from the palette to get started, cascade selected palette through application.

## 1.4 Feedback & Questions

It's going to take all of us working together to fully realize our new brand in the market. If you have questions, suggestions or would like to collaborate on applying the new brand to specific digital assets, please contact us.

### Contact Information

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# Brand Elements

This page describes the primary changes that a developer needs to be aware of when applying the Chubb brand to digital applications. For more information on the Chubb brand system, please [download the Brand Book](#).

Included in this section (click or tap a link to jump to a topic):

- 2.1 [The Chubb Logo - Sizes, colors & sub-branding](#)
- 2.2 [The Chubb Fonts - Typefaces and formating](#)
- 2.3 [The Chubb Colors - Color codes and usage guidance](#)
- 2.4 [Chubb Creative - Imagery & Iconography](#)

## 2.1 Our logo

Our logo can provide a reference point that unites the page for the user. As importantly, setting the size, color, and business descriptor has a domino effect on page design and layout for production: it can help to limit and inform choices for a variety of other page elements.

### Recommended logo sizes

The Chubb logo is a high-impact wordmark, designed to stand alone and as an anchor of the page design. Digital applications should feel free to scale the logo to the size necessary to work within the page design. However, three common widths are suggested:

100px Wide

250px Wide

500px Wide

Related Links: [Download the Chubb logo](#) | [Download the Chubb brand book](#)

### Logo colors

The Chubb logo is available in 12 colors, reflecting our diverse brand, people, products and services. Any color may be used for a digital project, though care should be taken: the color selected for the logo will often set the tone for the site / application.

For this reason, you should consider a cooler logo - **Turquoise**, **Black**, **Purple**, Dark Gray, or **Dark Blue** - so as to ground the template in a more passive style, allowing high-visibility colors in the palette to be used for buttons, call-outs, etc. However, more vibrant logos can be used if desired (see Red, below).

For more guidance on color selection and usage, please [see the color section of this guide](#).

Turquoise

Purple

Red





Related Links: [Download the Chubb logo](#) | [Download the Chubb brand book](#)

### Business descriptors and clearspace

Digital products often require additional labeling or naming (Travel Quotes or Digital Application Style Guide, for instance). This can be accommodated with the new branding, provided that:

- 1- The typography used for the business descriptor is correct
- 2- The size of the type is such that the ascender and the baseline lines are aligned with the Chubb logo.
- 3- The clearspace guidelines are followed

Clearspace ensures the legibility and impact of the logo by isolating it from competing visual elements such as text and supporting graphics. This space should be considered as the absolute minimum safe distance for digital.

The business descriptor can sit on one or more lines, provided that the first line is the same as the Chubb logo.



**CHUBB®** Travel Quotes

**CHUBB®** Digital Applications  
Style Guide

## 2.2 Typography

By utilizing a unique typeface and adhering to clear and simple rules, our digital products can reflect our brand's commitment to craftsmanship.

Updating typography is one of the widest-reaching updates digital teams can make to bring existing sites and systems in line with the new brand.

### Primary Font: Chubb Publico

Chubb Publico Headline is the primary typeface for all digital assets. No other typefaces should be used except in digital cases in which the back-end structure or system cannot operate with our brand typeface. The replacement in this case is described below.

Chubb has purchased a worldwide license for Publico; the Web license applies only to fonts used on the Web. These are cross-platform Web OpenType fonts with four extensions: <eot> <html> <woff> <woff2>. On the brand server, there should be four fonts, each with the extensions shown. If you do not have all four font files, the webfont will not work as expected.

Related Links: [Download Publico \(Design & Web\)](#) | [Guide to Custom Fonts](#)

### Alternative Font / Fall-Back Font: Georgia

The subtitle above and this paragraph are displayed in Georgia. Georgia should be always be set as the fall-back font for any site or application using Chubb Publico; it may also be used for legacy applications that cannot support custom fonts. Lastly, Georgia is the default font for all Chubb email templates.

This is Publico  
This is Georgia

## Font Sizes, Letter-Space and Line-Heights

The Publico typeface was selected because of its solid construction; it's a legible font that does not require adjustments. There are four basic rules for utilizing Publico online:

- 1- **Keep proportions.** Even if deviating from the below, should still be proportional
- 2- **Keep it simple.** Avoid ALL CAPS, SMALL CAPS, all lower case, or other modifications
- 3- **Keep letter spacing.** There's no need to expand or narrow the letter-spacing
- 4- **Keep it tight.** Line-heights contract as type gets larger to keep text together

Note: While the list below uses H1, H2, H3 labels, these are to illustrate the hierarchy only; different sizes will be necessary for different sites and applications.

60/60	H1. This is biggest.
45/50	H2. Still big, but not as.
30/32	H3. Just about right for labels.
24/26	H4. Now we're getting small.
15/20	H5. This is pretty good here. Nice and legible without being too tight or too airy between the lines or the letters. Note: The type switches from Light to Roman.
12/15	H6. When we've got to get really small, we have text for that as well. This is too small for the web and should not be used, unless going to 15 will significantly break a site or app. This is also in Roman.

## 2.3 Colors

The Chubb brand has nine chromatic colors and three non-chromatic colors.

We use these colors interchangably and frequently to signal that Chubb is a colorful, varied, and polytonic brand, not a narrow, one-note brand.

### The Chubb Digital Color Palette

Below, you'll find the RGB values, the Hex number and the less value (coming soon) for the colors in the Chubb brand palette.

RGB	Hex: #ff6600
R 255 G 102 B 0	Hex: #6e27c5
R 110 G 39 B 197	Hex: #150f96
R 21 G 15 B 150	Hex: #ffb617
R 255 G 182 B 23	Hex: #01cd6
R 1 G 193 B 214	Hex: #7acb00
R 122 G 203 B 0	Hex: #f1352b
R 241 G 53 B 43	Hex: #ff0198

	R 255 G 1 B 152
	Hex: #afafaf
	R 175 G 175 B 175
	R 75 G 78 B 83
	Hex: #000000
	RO GO BO
	Hex: #ffffff
	R 255 G 255 B 255
	R 250 B 250 B250
	Hex: #fafafa (Web Only)

Related Links: [Download the Chubb brand book](#)

## Tips for working with our color palette

In our brand, no single chromatic color is more important than any other color. The color palette is not a monarchy. It is a democracy in which each color has the opportunity to be the brand color, and where all colors share equal responsibility.

However, there are, quite literally, thousands of possible variations and specific elements within our global digital system of sites, tools, portals and applications.

Here are a few key things to keep in mind when working with the Chubb color palette on your digital project:

- Focus on applying brand greys, black and white to the site / application first
- Ensure text is properly colored (dark grey or black)
- Use the color palette as an accent, to highlight key information and actions
- Extend the color by applying it to key UI elements (header, content blocks, etc)
- Prevent a site from becoming a rainbow by grouping "vibrant" / bright colors and "cool" / darker colors together, and pay attention to how many colors are used.
- Within an application, exercise caution when using yellow, light grey, etc as these colors can present greater usability challenges.

The [global UI elements section](#) and the [UI component library](#) will begin to provide further direction and ideas on this topic - **not of specific color selections to use, but of how to apply color to common elements**. For more inspiration and guidance, please browse examples of this approach on the [mock ups section](#).

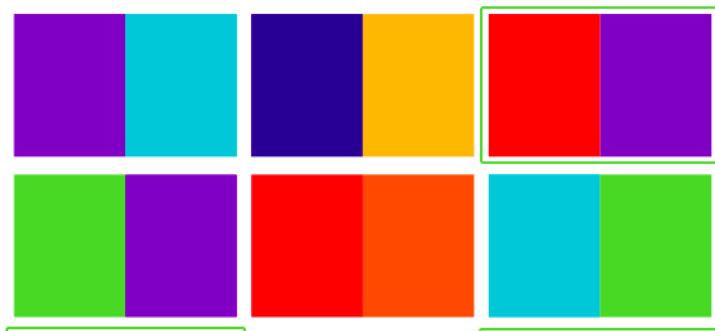
Related Links: [Go to Global UI Elements](#) | [Go to UI Component Library](#)

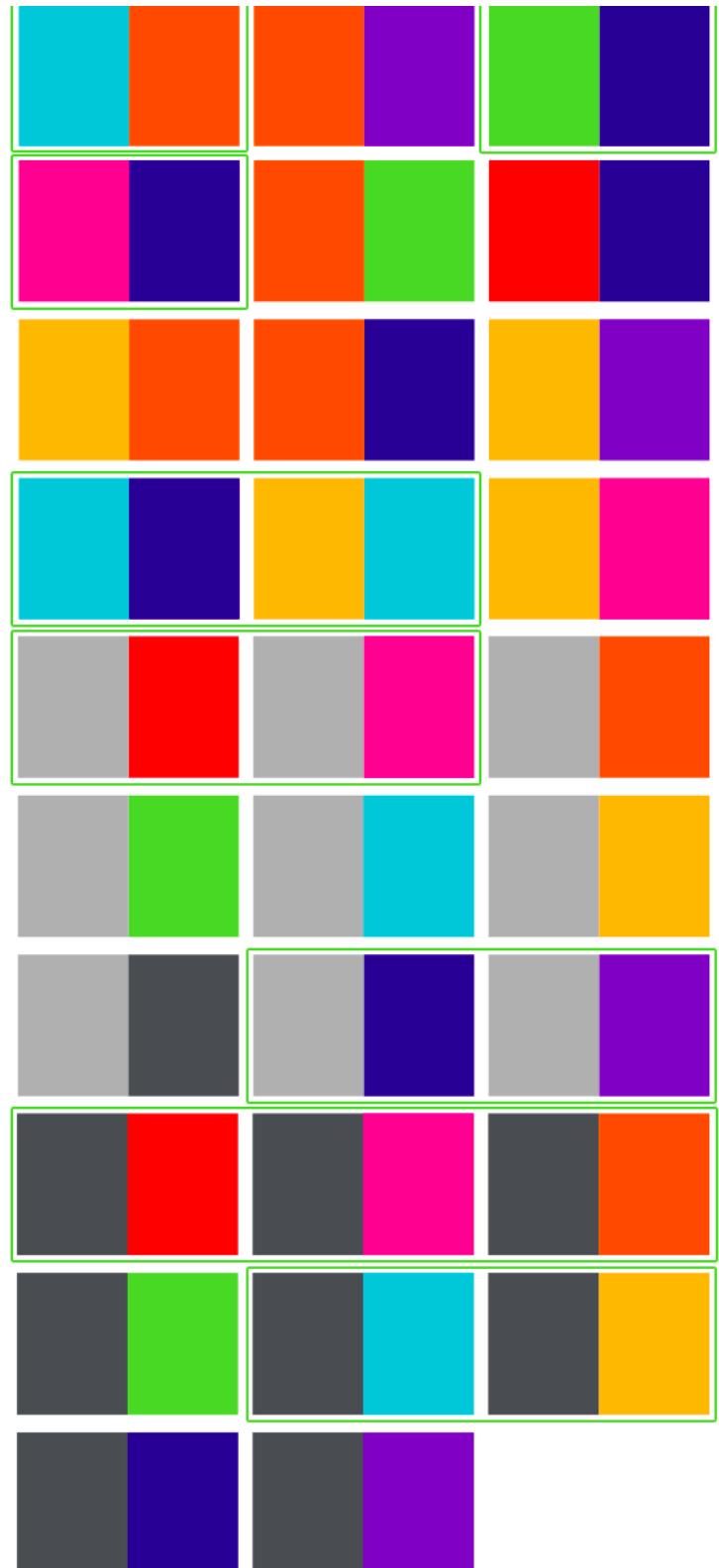
## Suggested Color Pairings

There are a variety of dual-color combinations that can be considered, as well as color + grey combinations, which can provide a more sophisticated or premium feel.

Some color combinations should be avoided either because they have specific cultural associations, are strongly-associated with another brand, or the two colors together are simply too bright. When choosing colors for use in a country where you do not live, ask someone from that country if the colors you've chosen have a widely known association.

Some balanced, yet suitably-contrasting combinations are highlighted below.





## 2.4 Imagery & Iconography

Carefully chosen and

Selecting Photography

produced photography and icons complement our color palette and complete our visual identity.

The Chubb photographic style reflects our strategic vision: superior craftsmanship grounded in attention to detail. It uses highly graphic, abstracted crops of objects, buildings, technology, or any other asset Chubb insures; avoid overly posed, staged and emotionally evocative imagery.

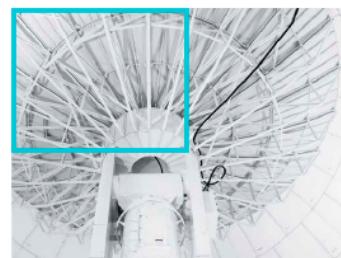
The focus of photography is on the craftsmanship of the type of assets we insure. There are twenty image categories connected to Chubb business areas:

Accident  
Auto  
Business & Finance Cities  
Construction  
Energy  
Environmental Health  
Marine  
Home  
Manufacturing  
Transportation  
Technology  
Mobile Technology  
Symbolic  
Travel  
People - Environment  
People - Kids  
People - Lifestyle  
People - Portraits



## Cropping

Cropping can be used on larger non-macro images to align the photograph to Chubb's photographic style. Simpler, more repetitive areas of an original images should become the subject when the image is cropped. When cropped, the image is no longer explained in detail, rather it is explained by detail.





## Image Tiers & Approved Imagery

There are two tiers of images:

**Tier 1 images** are hero images used for homepages, page headers and key digital assets; imagery emphasizes the graphic qualities and materials of objects. It is greatly informed by strong composition, geometry, and repetition. Tier 1 images have little or no motion.

**Tier 2 images** are support images used contextually. They are used in places where a tangible business category must be illustrated specifically. Where Tier 1 imagery are hero graphics, Tier 2 imagery are callouts or in-line supporting content.

Note: Tier 1 images can be used anywhere Tier 2 images are used, but Tier 2 images cannot be used in place of Tier 1 images.

**Tier 1 Examples**



Automotive



Manufacturing

Cities



Energy



High Net Worth



Marine / Transportation



Travel



People – Business

**Tier 2 Examples**



Automotive



Manufacturing

Cities



Energy



Marine / Transportation



People – Kids



People – Lifestyle

Related Links: [Log in OMG](#)

# Global Elements

This page describes changes to elements that are likely to be used across templates, providing wide-reaching changes that can quickly change the look and feel of a Chubb application or tool.

Included in this section (click or tap a link to jump to a topic):

- [3.1 Top of Page - Logo alone, Logo w/ business descriptor, utility nav and upper-right elements](#)
- [3.2 Navigation - Horizontal Nav, drop-downs and mega-menus, and Vertical Nav](#)
- [3.3 Footer - Simple & Mega Footers](#)
- [3.4 Background & Foregrounds - Styles & Formatting](#)



**Note 1:** This kit is designed to show how color should be used with various UI elements -- not to recommend specific colors. The use of color on this page should not be interpreted as directions for the colors that should be used for a specific UI element (for instance, the navigation bars should not necessarily be green). For additional guidance, please see the [colors topic in the Brand Elements section](#), or contact the [Global Web Team](#).

**Note 2:** While color is shown below, if you are designing or updating a highly detailed application, it is suggested that either white or web-grey be used for the top logo bar and the navigation bar, so as not to create visual contrast with the primary application.

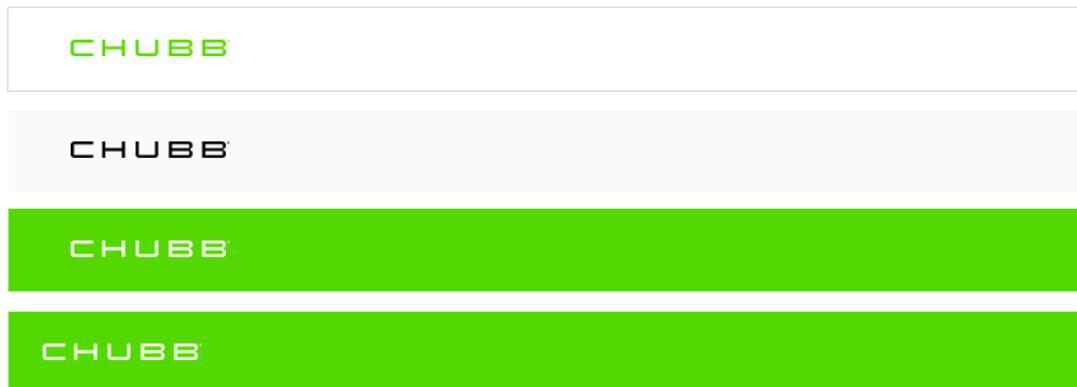
**Note 3:** Elements are designed to show structure and layout, not sizes; digital teams updating existing properties should look as the elements below as a guide. Exact widths, heights and proportions for a particular site or application should be evaluated and applied in context.

## 3.1 Top of Page Bar

The top bar frames the page and provides access to key actions; must pair well with the navigation.

### Basic Top Bar

The most straight-forward approach is to set a colored Chubb logo against a white background or a black logo against a light grey background, or to set a white logo against a background using one of the chromatic brand colors. The logo should follow the Chubb [clearspace guidelines](#) relative the left-hand margin of the page; however, in instances where doing so throws off the alignment of an existing site, the logo may be set further to the left (however, attempts should be made to retain at least one "B" of clearspace).



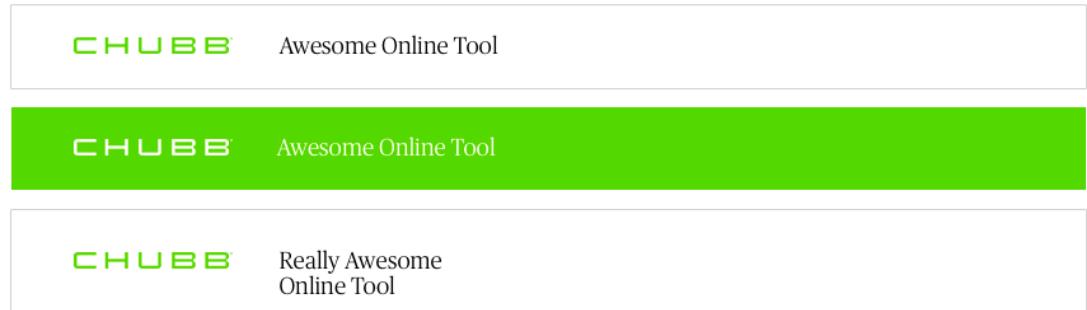
### Logo with Business Descriptor / Product Name

Many sites and applications require a title next to the logo. This can be accommodated with the new brand, provided that the clearspace is preserved to the right of the Chubb wordmark.

The text for the business descriptor or product name should be Chubb Publico (or, Georgia, if Publico can't be used). The baseline of the text (the invisible line drawn under the letters)

If a logo chart be used, the baseline of the text (the invisible line drawn under the letters "sit" on) should be aligned with the baseline of the Chubb logo.

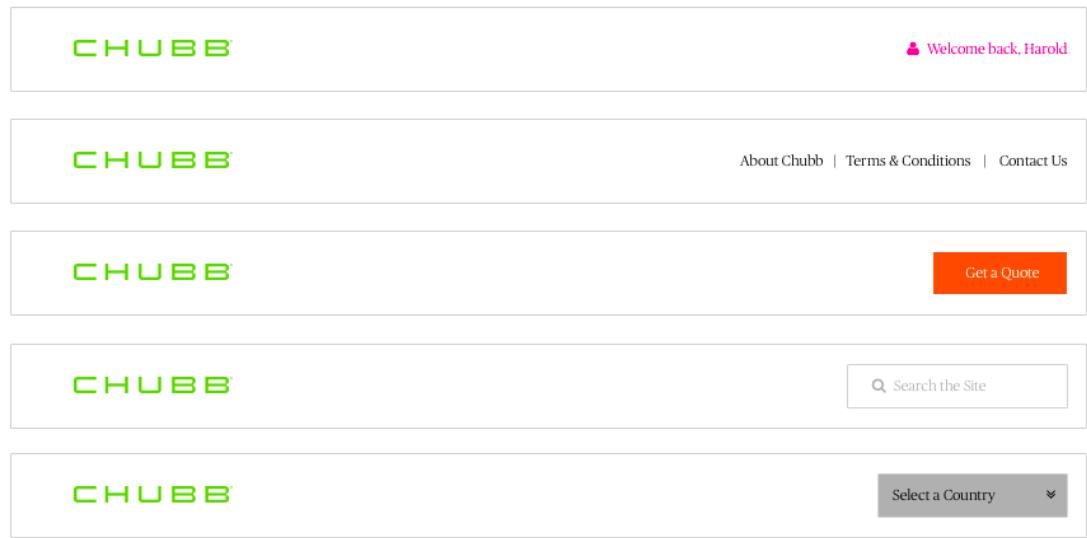
In an application, the text should be smaller than the Chubb logo, with the tip of the ascender aligned with the top line of Chubb. Setting the text in the same color is recommended; however, mixing colors can be used to great effect, if done carefully.



### Utility Elements in the Upper-Right

Some sites also place a variety of utility elements into the upper-right of the top-bar span: search bars, country or language switching, profiles links, account log-ins, and more.

Illustrative examples are included below, but digital teams should look to the list of [individual UI elements](#) for direction on incorporating those elements. Generally, the elements used should either be centered along the X-axis of the top bar, aligning the selected elements with the Logo.



## 3.2 Navigation

Navigation styling must be considered in context with the top bar, and should, first and foremost, be legible and usable.

### Simple Horizontal Navigation

The majority of Chubb sites utilize a horizontal navigation as the primary pattern; additionally many sites and applications currently utilize a multi-tier navigational system. To bring this pattern into better alignment with the new brand, a series of initial changes and adjustments can be made:

- Change Typefaces to Publico, or Georgia; change to brand color from palette
- Change Size to 15px, or 12px (for more robust navigations)
- Change Styles for background color class; white or Web-Grey are suggested, so as not to conflict with the application

The First	The Second	The Third	The Fourth Item	The Fifth and Last Item
<u>The First</u>	The Second	The Third	The Fourth Item	The Fifth and Last Item
<u>The First</u>	The Second	The Third	The Fourth Item	The Fifth and Last Item

## Drop-downs & Mega-menus

Despite the variety of implementations currently in-market, the goal for expanded menus is simple: ensure that they are on-brand (see previous point), they are functional, and they are smooth and fast. Please see <http://codepen.io/philstoyt/pen/ujHzd> as an example.

The First	The Second	The Third	The Fourth Item	The Fifth and Last Item
This is the first child item				
<u>This is the hover state</u>	>			
This is the third child				
And this is child four				

The First ^	The Second	The Third	The Fourth Item	The Fifth and Last Item
This is the first child item				
<u>This is the hover state</u>	>			
This is the third child				
And this is child four				

The First	The Second	The Third	The Fourth Item	The Fifth and Last Item
<b>Column One Title</b>	<b>Column One Title</b>	<b>Column One Title</b>	<b>Column One Title</b>	<b>Column One Title</b>
This is the first child item	This is the first child item	This is the first child item	This is the first child item	This is the first child item
<u>This is the hover state</u>	This is the first child item			
This is the third child	This is the third child	This is the third child	This is the third child	This is the third child
And this is child four	And this is child four	And this is child four	And this is child four	And this is child four

## Vertical / Sub-Navigation

On sites, pages or applications that require a vertical or sub-navigation system, two options are available: a white / no background block with a color-matching palette and hover-state, or a stand-alone color block with styles and icons to indicate hovers and active

pages.

### This is the Section / Category

This is the first sub-page

This is the current page

This is hover state for page three

And this is the fourth sub-page

### This is the current page

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum aliquam massa dui, eget convallis ante consequat at. Quisque sodales, mi id cursus tempus, leo nisi vehicula magna, eu convallis eros nulla vitae est. Vestibulum varius orci placerat, viverra velit eget, consectetur ipsum.

Mauris lectus eros, semper vel sem posuere, maximus posuere nisi. Aliquam erat volutpat. Suspendisse eleifend porttitor arcu, vel rhoncus nunc molestie nec. Fusce vulputate mauris in metus consequat vulputate. Vestibulum pharetra interdum...

### This is the Section / Category

This is the first sub-page

This is the current page

This is the third sub-page

And this is the fourth sub-page

### This is the current page

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum aliquam massa dui, eget convallis ante consequat at. Quisque sodales, mi id cursus tempus, leo nisi vehicula magna, eu convallis eros nulla vitae est. Vestibulum varius orci placerat, viverra velit eget, consectetur ipsum.

Mauris lectus eros, semper vel sem posuere, maximus posuere nisi. Aliquam erat volutpat. Suspendisse eleifend porttitor arcu, vel rhoncus nunc molestie nec. Fusce vulputate mauris in metus consequat vulputate. Vestibulum pharetra interdum...

## Alternative Navigation / Multi-color

Internal teams are also prototyping and utilizing a multi-color navigation style, which is available for you to consider. This approach applies specific colors to sections of the site or application and extends that color down through each respective page.

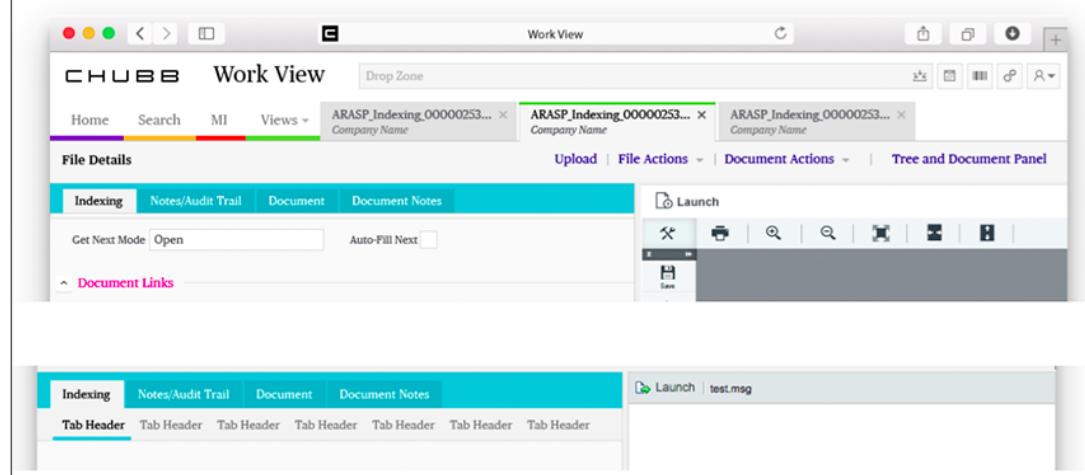
The screenshot shows the Chubb Worldview interface. At the top, there's a header with the Chubb logo and "Chubb Worldview<sup>SM</sup>". To the right of the logo, it says "Welcome, Gregory Anderson | User Guide | Help | Password Manager | chubb.com | Logout | Admin". Below the header is a navigation bar with five items: "Dashboard" (highlighted in red), "Document Library", "Service Center", "Tools & Services", and "Connect to CRS Producer Portal". Each item has a corresponding colored bar underneath it: red for Dashboard, yellow for Document Library, grey for Service Center, blue for Tools & Services, and green for Connect to CRS Producer Portal.

## Nested Tabs, Multi-levels and Application Navigation

More complex applications often rely on tiered navigation systems and tab-based nesting of interfaces and tables. A combination of elements identified above have been utilized at different levels of the interface hierarchy to provide clear on-state indicators at multiple levels of the interface.

Initial exploration and recommendations have been developed, and are included below. For further direction or questions for these more complex and nested application systems, please contact [Priyesh Ranmal](#).

The screenshot shows the CHUBB Work View application. At the top, there's a toolbar with standard window controls and a title bar "CHUBB Work View". Below the toolbar is a navigation bar with tabs: "Home" (highlighted in purple), "Search", "MI", and "Views". There are also three tabs for "ARASP\_Indexing\_00000253... Company Name" (each with a close button "X"). The main content area is titled "Finance Indexing". It contains a "Work Basket" section with a tree view: "My Work (0/0)", "Hollick, Alexis Work (0/0)", and "Finance Accounts Payable". To the right of the tree view is a "Transaction..." table with columns "Transaction...", "File Number", and "Indexing". The table has two rows: one for "ARASP\_Indexing\_00000253... O" and another for "ARASP\_Indexing\_00000253... O". On the far right, there's a "Preview" section with tabs for "Indexing", "Notes/Audit Trail", and "Document".



## 3.3 Footers

The footer is a necessary element and should have limited variation, with just simple and robust versions.

### Modular Footer Construction

Footers and legal disclaimers vary market-by-market, and application owners should feel a wide freedom to accommodate the needs of their specific businesses.

Broadly speaking, footers can consist of:

- A horizontal link farm, set in web-grey
- Horizontal copy blocks, set in web-grey
- Columns of links (2, 3, or 4 columns suggested) set in white
- Black <hr> line breaks can devide up sections of the footer, if required.

**Chubb. Insured.**

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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce maximus efficitur dui non feugiat. Fusce ac nulla lobortis, iaculis dui a, aliquam felis. Etiam at quam ac odio maximus dapibus at quis odio. Suspendisse convallis arcu sem, eu ullamcorper tellus accumsan eu. Mauris efficitur suscipit elit, id pellentesque tortor hendrerit sit amet. Vestibulum mattis lectus vel venenatis euismod. Donec maximus ante a feugiat pretium. Sed vitae venenatis felis. Duis eu cursu...

**Chubb. Insured.**

<b>Column One Title</b>	<b>Column One Title</b>	<b>Column One Title</b>	<b>Column One Title</b>
This is the first child item			
This is the first child item			
This is the third child			
And this is child four			

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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce maximus efficitur dui non feugiat. Fusce ac nulla lobortis, iaculis dui a, aliquam felis. Etiam at quam ac odio maximus dapibus at quis odio. Suspendisse convallis arcu sem, eu ullamcorper tellus accumsan eu. Mauris efficitur suscipit elit, id pellentesque tortor hendrerit sit amet. Vestibulum mattis lectus vel venenatis euismod. Donec maximus ante a feugiat pretium. Sed vitae venenatis felis. Duis eu cursu..

## 4.4 Backgrounds

Most backgrounds should be light gray + white; color can work in either position, but it takes care.

### Framing Applications

Backgrounds remain a part of many application templates; the goal, generally speaking, is to frame the application interface while also not distracting from it. To that end, any of the Chubb greys are suggested behind a white foreground, with Web Grey being preferred. Colored backgrounds can be used, as can colored foregrounds (for a log-in screen, for instance); however, neither are strongly encouraged.





# UI Components

This page describes a variety of common interface elements, organized from most-used to infrequently-used. If there are elements that have not been addressed, please [contact the web standards team](#).

Included in this section (click or tap a link to jump to a topic):

- 4.1 [Actions - Links, Button styles and interactions](#)
- 4.2 [Forms - Fields, states, prompts and interactions](#)
- 4.3 [Interaction Elements - Search bar, Dropdowns, User Profile, Pagination / Tracking, etc](#)
- 4.4 [Content Elements - Banners, call out boxes and data tables](#)



**Note 1:** This kit is designed to show how color should be used with various UI elements -- not to recommend specific colors. The use of color on this page should not be interpreted as directions for the colors that should be used for a specific UI element (for instance, the navigation bars should not necessarily be green). For additional guidance, please see the [colors topic in the Brand Elements section](#), or [contact the Global Web Team](#).

**Note 2:** Elements are designed to show structure and layout, not sizes; digital teams updating existing properties should look at the elements below as a guide. Exact widths, heights and proportions for a particular site or application should be evaluated and applied in context.

## 4.1 Actions

Our digital brand experience aims to combine simplicity and elegance with clarity and usability; action prompts – particularly links and buttons – are critical.

### Text Links

While the chromatic palette is a useful digital asset, using colors in-line with copy can be a disorienting and distracting experience for the user. As such, the following guidelines should be applied:

**In-line links should be styled like this.** Generally, links should not appear as color in-line; rather, when links are placed in line (as they are throughout this style guide), they should keep the main `<p>` color and add an underline.

A consistent [hoverstate color](#) can be added, if desired.

**Directional links are like this ▶.** When links are placed outside of copy, like a “Read More” call out, a more attention-grabbing style can be used. The text should stay the same size (15px or 12px, depending on site `<p>` style), but can adopt a color and add a Font-Awesome icon to the end of the line. Hover-state [is an Underline](#)▶

**♣ Stand-alone links with an Icon** While this style can also be used as a directional cue like the above by using an arrow icon, its purpose is more to highlight features, actions, information, etc. It's a “higher-grade” of text link, in other words. The hoverstate [♣ Is also an underline](#).

Note: Some brand colors - particularly [Chubb Yellow](#) and [Chubb Green](#) - do not provide optimal contrast for the web and can be difficult to read, even when using the Roman weighting for the `<p>` style. Generally, these colors should be avoided for links.

### UI Icons : Font Awesome

At the V0.5 Release, no library of SVG icons have been released; as such, Font Awesome may be used as substitute. UI Icons must not be used as a replacement for Brand Iconography; rather, UI Icons from Font Awesome provides a consistent, light-weight, text-based library of icons that can be used to supplement small UI prompts (download icons, user badges, file-type labels, etc).

## Buttons

Buttons should be clean and unadorned, with plenty of padding around the button text in all directions, particularly on the horizontal axis. Our buttons have no radius and should not be rounded, nor should they be set too small so as to make text hard to read or cramped within the button.

Text for buttons should not change size relative to button size. The text size should match the <sp> size of the page/site or application. Most of the time, the text should be white; black can also be used, as can other colors from the brand palette, so long as the text is legible and clear.

Buttons should be a consistent color across a site or application, utilizing a single color from the chromatic palette. Hover-state for buttons is a slight “darkening” of the color to indicate it can be clicked.

If a primary button and a secondary button are required -- for instance, for sub-steps within a sequence leading a final submit -- consider using “ghost buttons” which utilize a stroke or color that matches the primary button, white / clear background and color-matched text (see below for examples).



## 4.2 Forms

Standardizing forms will help to reduce the visual gap between the new brand and legacy assets while also increasing overall usability.

### Fields and Labels

As the digital brand is developed, it is likely that a common set of UI elements for forms and fields will be established. For the Version 0.5 release, the style guide recommends the following to accomodate the three primary field styles, plus two shared prompts:

- Labels next to the input field
- Labels above the input field
- Labels in the input field
- Inclusion of an interaction prompt (drop-down, calendar select, etc)
- Inclusion of help / tool-tip prompt

Regardless of the utilization on a particular legacy asset, the goal is the same: to standardize the typefaces and colors and to provide clean, clear and well-spaced inputs.



Active state: Black Text & should highlight with a colored stroke...

Label in the Field + Dropdown Prompt	
Active-State Field + Dropdown Expanded	
Commercial Property & Casualty	
Commercial Umbrella	
Not For Profit Management Liability	
Liquor Liability	

### Validation & Information Prompts

For informational direction related to forms (not content framing a form) or for prompts directing users to an error or warning, one of two styles -- with and without a background -- should be used most of the time.

While there are colors in the chromatic palette similar to the Red, Yellow and Green commonly used for form prompts, the brand palette should not be used.

This is a red error message with no background color. It uses Red: #ff160b

Error message with a background color. It uses Red: #ff160b; the background is ff160b set to 20% opacity

This is a yellow error message with no background color. It uses black #000000 with a yellow icon #ccc50b

Error message with a background color. It uses Yellow: #ccc50b set to 20% opacity and a yellow icon

This is a green success message with no background color. It uses green #52ad1c

Success message with a background color. It uses green: #52ad1c set to 20% opacity

## 4.3 Interaction UI Elements

UI components that are designed to be interacted with natural key areas of focus; these elements should be aligned with the brand and visually prominent to the user.

### Search Bars

Search bars can be adapted to fit the UI constraints of a given application, functioning as a stand-alone bar with an enter-submit, or paired with a traditional submit button next to the input field. If possible, the input field or button should include a Font Awesome search icon to indicate the nature of the interaction (though this is not required).

<input type="text"/> Search the Site	
Enter your search terms	<input type="button" value="Search"/>
Enter your search terms	

## ACCOUNT / NAVIGATION CATEGORIES

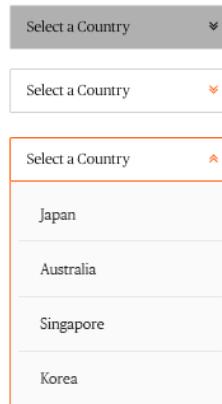
Elements often found in the global navigation, such as profile information, a call out to register or sign up, check an action, forgot password, etc. should utilize the "Stand-alone links with an icon" style described previously on this page.

• **Stand-alone links with an icon** While this style can also be used as a directional cue like the above by using an arrow icon, its purpose is more to highlight features, actions, information, etc. Its a "higher-grade" of text link, in other words. The hoverstate **Is also an underline**.

## Global Dropdown

Some applications and sites utilize a hidden drop-down menu; some allow for switching between products or services, or navigating between country, region or language-specific versions of sites or applications.

In these instances, a simple field and drop-down indicator should be used; the drop-down should utilize the same javascript and/or animation used in other drop-downs. The background color of the field and the Font Awesome icon are flexible; as with other UI elements, restraint should be used.



## Checkboxes & Radio Buttons

As two of the most-used elements in digital applications, the primary goal should be to ensure that these elements are aligned visually by applying fonts, sizes and text color consistent with this digital style guide.

Checkboxes and radio button inputs should be placed to the left of the label; checkbox inputs can be flipped, but, as a rule, radio-buttons should not be modified

Selected Radio Button  
 Open / Not Selected

General Liability *(Required)*  
 Property

General Liability       *(Required)*  
Property     

## Pagination

It's important to orient the user, both within an element (like a banner) or within a multi-step form. For this, we can use two variations on standard pagination patterns, utilizing tracking dots or numbers; for orienting a user within a multi-section form or application, please see the Progress Bar pattern noted further down on this page.

Generally, pagination or tracking should utilize a chromatic brand color to indicate the current page and a gray color to indicate other pages / steps in the sequence. Left and Right control arrows can also be used, if desired.





1 2 3 4 5 6 7 8

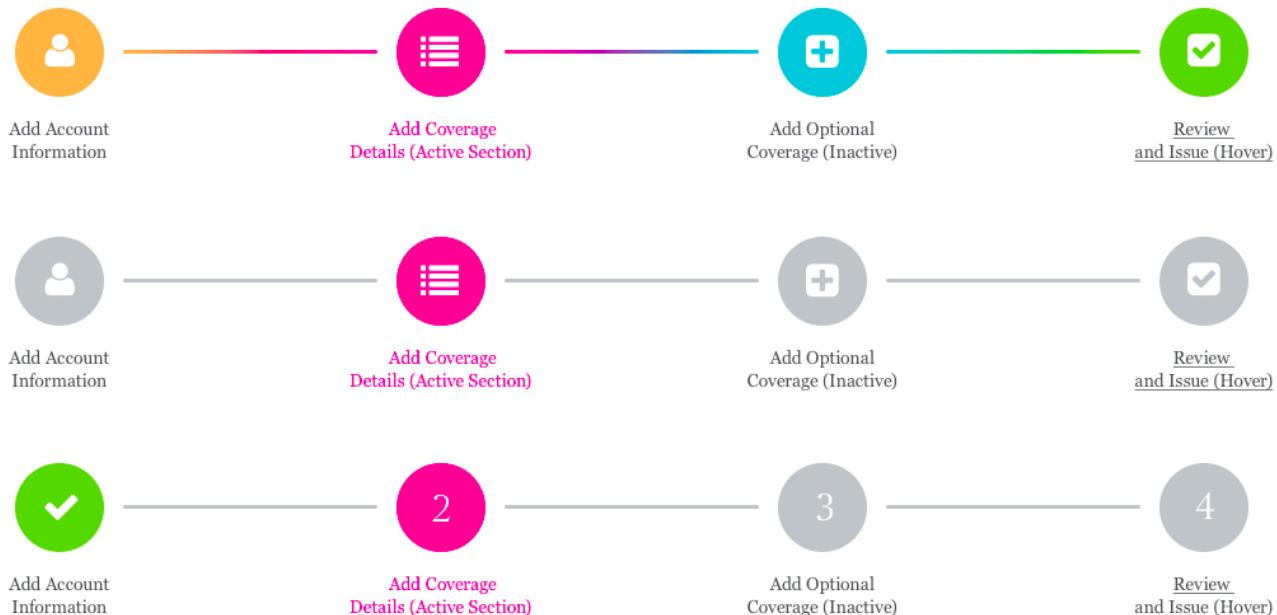
< 1 2 3 4 5 6 7 8 >

## Progress Bar / Application Steps

Many Chubb applications require users to complete multiple, distinct sections. To help better orient a user as to their location within the overall application flow, applications should consider a horizontal numerical bar below the main navigation and above the application form itself.

Our brand palette allows for multiple variations of this form, from a straight-forward inactive color + a chromatic color for the current-section, to a multi-color approach that assigns each section of the application its unique primary color.

Lastly, while numbers are the most likely default usage, iconography can be a useful and engaging addition to the Progress Bar component.



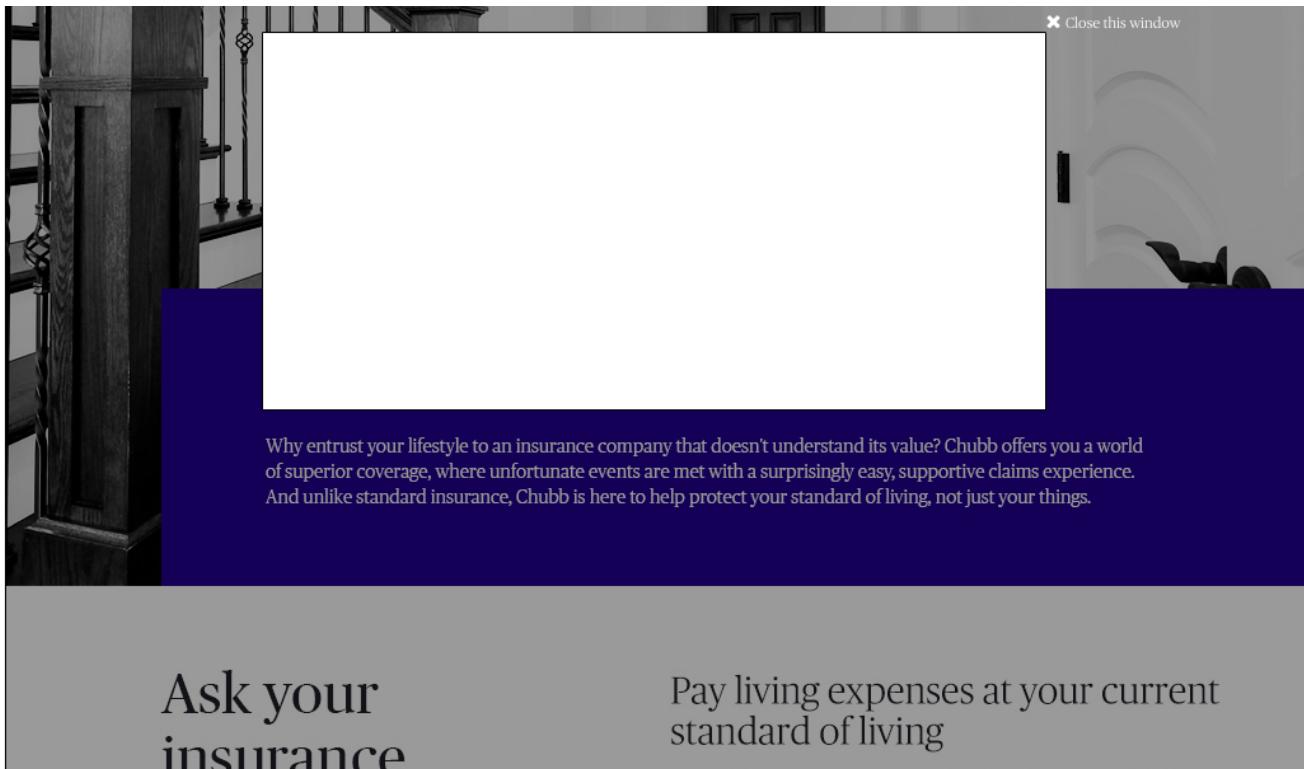
## Modal Windows

Modal windows lay over the application and serve a variety of usecases, from providing confirmation message, highlighting tool-tips or questions, throwing errors and more. As such, what goes 'IN' the modal window is likely to vary from application to application. Owners should look to sections throughout this guide for direction on specific elements.

For the window itself, a white container field should be used with a 1px colored stroke taken from the brand chromatic palette. This box should be centered in the viewport along the X and Y axis. The background should be black (#000000) with a 40% opacity.

If needed or appropriate, an X with "Close this Window" should be provided; likewise, clicking into the black <span> should close the window.





## 4.4 Content UI Elements

For applications with a marketing layer a more standard micro-site style structure, select content elements may need to be updated as well.

### Hero and Page Banners

Our new brand emphasizes simplicity and craftsmanship and will therefore utilize carefully-chosen photography while also aiming to reduce the amount of staged, undifferentiated stock photos currently in use across our platforms.

Structurally, there are two recommended styles for the Version 0.5 release:

- 1 - A solid block of color with text overlay.
- 2 - An image or color background with an "inset" color block.

Note: The digital proportions and orientations for the inset will be further refined as the core digital assets are developed and the front-end framework defined; below, please find a header block and other elements aligned to a Bootstrap3 grid.

## Personal Insurance

Why entrust your lifestyle to an insurance company that doesn't understand its value? Chubb offers you a world of superior coverage, where unfortunate events are met with a surprisingly easy, supportive claims experience. And unlike standard insurance, Chubb is here to help protect your standard of living, not just your things.



## Our Services

Resting easier also means enjoying a suite of services that fully complements our broader coverage. So take advantage of our unique array of complimentary and optional services before, during, and after a loss, and find out why we're not like ordinary insurance companies.

## Our Services

Resting easier also means enjoying a suite of services that fully complements our broader coverage. So take advantage of our unique array of complimentary and optional services before, during, and after a loss, and find out why we're not like ordinary insurance companies.

CHURCH

About

Coverage

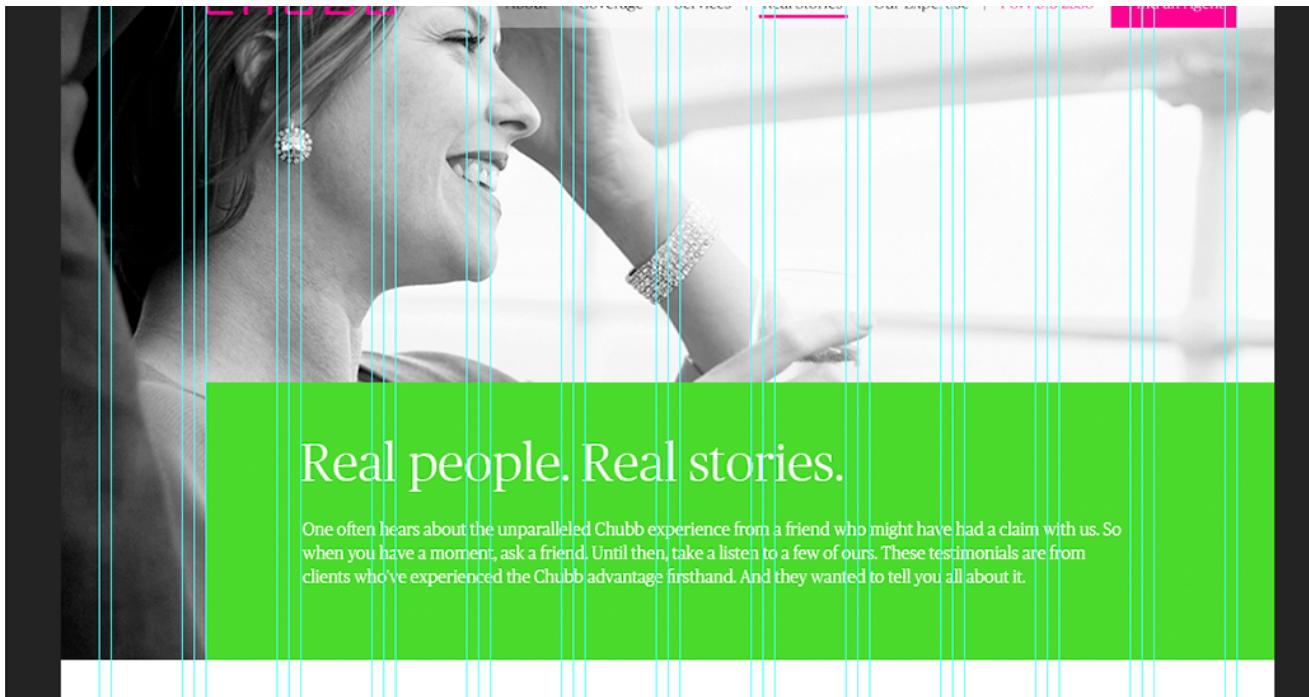
Services

Real Stories

Our Expertise

1-877-513-2338

Find an Agent



## Real people. Real stories.

One often hears about the unparalleled Chubb experience from a friend who might have had a claim with us. So when you have a moment, ask a friend. Until then, take a listen to a few of ours. These testimonials are from clients who've experienced the Chubb advantage firsthand. And they wanted to tell you all about it.

### Content Call-outs

Many applications have small "call out" boxes, or touts, that are designed to get a user's attention or direct them to a sub-page of a site or application. There are a wide variety of these elements and more specific instruction will be released in future Versions of this digital style guide.

For Version 0.5, there are three recommended applications for these elements:

- 1 - A light gray background with black text; content indented left and centered on the Y axis.
- 2 - A white background and a 1px light grey or color stroke, with black text and a colored link; content indented left and centered on the Y axis.
- 3- A chromatic color background with black or white text and link; content indented left and centered on the Y axis

Note: Application owners can also consider a call-out with a strip of color in a top title bar, above a white background content box.

**CONTACT INFORMATION**  
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## Tables

Like many other elements across applications, there is a wide variety of tables and database-generated content; as such, specific direction and implementation is likely to vary greatly. For the Version 0.5 release, the focus should be on standardizing general look and feel of tables and similar data by:

- 1 - Applying brand fonts, sizing and color to data elements.
- 2 - Remove all background colors (may keep a light gray - #FAFAFA - for alt rows)
- 3- Increase vertical padding and whitespace, if appropriate or necessary
- 4- Insert brand colors only for table headers or for summary values.

#	First Name	Last Name	Username
1	Mark	Otto	@mdo
2	Jacob	Thornton	@fat
3	Larry	the Bird	@twitter

Chubb Participation and Structure				
Layer	Chubb Limit	Layer Limit	Attachment	Chubb Participation
Layer 1	\$10,000,000	\$25,000,000	Deductible	40.00%
Layer 2	\$10,000,000	\$100,000,000	\$100,000,000	10.00%

## Tabs

If utilizing tabs in page design, the execution should be consistent with other standards outlined in this style guide: no rounded corners, simple adornment and color, and consistent typography.

Generally, the background span for tabs should be #fafafa, with the tabs themselves being set with a white background. A thin rule of color should be used to indicate the active tab.



## Graphs & Data

The following rules apply when designing information graphics:

- Always use the Chubb brand typefaces
- Always use Chubb brand colors
- Always set on a color that matches the page
- Avoid overly complex graphs
- Always label with black type and lines

It is important that each color in a diagram is clearly distinguished from the next when comparing information. Some colors may look similar when chosen arbitrarily. The palettes below are a shortcut to avoiding color confusion when a large number of colors are used, achieved by grouping colors by dissimilarity.

