COLOUR PALETTE

COLOUR SWATCHES

Test cashmere Visual impairement

Active Brand Red	#B91320
Charcoal	#2E3135
Cashmere	#968D80
CTA Pressed	#A31E29
PROPOSED Secondary Highlight	#F1D302
Darkest Grey	#666666
Dark Grey	#999999
Inactive label	#AEAEAE
Grey	#DDDDDD
Off White	#F5F5F5

BUTTON SWATCHES

Action green	#248C3A
Action green (Hover)	#2BAC46
Action green (Pressed)	#207D34
Charcoal	#2E3135
Charcoal (Hover)	S 0680 A 20% #2E3135
Charcoal (Pressed)	#2E3135
Brand	#B91320
Brand (Hover)	S 0680 A 20% #B91320
Brand (Pressed)	#A31E29
Inactive	#DDDDDD
Ghost	B #2E3135 #A31E29

S - Shadows X; Y; B; S; A0-100%

ALERTS MESSAGING FORMS SWATCHES

Highlight colour	#2F9FFF
Form on focus	#F4FAFF
Orange	#F28F06
Orange - Light	#FEFBF7
Orange copy	#DB7F00
Success Green	#59BF75
Error Red	#CC3333
Error Red in form	B #FEF2F2 #FEF2F2

TYPEFACE

Source Sans Pro

https://fonts.google.com/specimen/Source+Sans+Pro

ABCćČĎĐEFGHIJKLMNOPQRSŠTUVWXYZŽabcčć
dđefghijklmnopqrsštuvwxyzžĂÂÊÔƠƯäâêôơư123
4567890‘?’“!”(%)[#]{@}/&<-+÷×=>®©$€£¥¢:;,.*

Source® Sans Pro, Adobe's first open source typeface family, was designed by Paul D. Hunt. It is a sans serif typeface intended to work well in user interfaces.

FALL BACK FONTS

1. Source Sans Pro
2. Arial
3. Sans serif

DESKTOP

HEADINGS

H1 - Heading one	64px	— Semi Bold —
H2 - Heading two	54px	— Semi Bold —
H3 - Heading three	44px	— Semi Bold —
H4 - Heading four	40px	— Semi Bold —
H5 - Heading five	34px	— Semi Bold —
H6 - Heading six	24px	— Semi Bold —

HEADINGS - EXCEPTIONS

H6 - HEADING INTRO	24px	When headline placed on images H1,H3 should be paired with uppercase Intro. See example.
H6 - Heading six	24px	- Regular -
Showcase heading	22px	- Regular -
Accordion label	20px	- Regular -

PARAGRAPH & LEGAL

Introduction	Fruitcake cake dessert carrot cake cotton candy caramels lemon drops oat cake. Chocolate candy cookie halvah caramels cake. Oat cake pastry cookie chocolate.	18px LH 28px #666	— Left align —
Body copy	Fruitcake cake dessert carrot cake cotton candy caramels lemon drops oat cake. Chocolate candy cookie halvah caramels cake. Oat cake pastry cookie chocolate.	16px LH 26px #555	— Left align —
Legal	Fruitcake cake dessert carrot cake cotton candy caramels lemon drops oat cake. Chocolate candy cookie halvah caramels cake. Oat cake pastry cookie chocolate.	15px LH 25px #555	— Left align —

PARAGRAPH & LEGAL

Paragraph	Fruitcake cake dessert carrot cake cotton candy caramels lemon drops oat cake. Chocolate candy cookie halvah caramels cake. Oat cake pastry cookie chocolate. Cake marzipan carrot cake halvah jujubes lemon drops caramels fruitcake soufflé. Jelly-o fruitcake soufflé topping. Cheesecake cotton candy tiramisu croissant jujubes fruitcake fruitcake pudding apple pie.	14px #555 Center	— Used in modal windows.—
Paragraph	**Fruitcake cake dessert carrot cake cotton candy caramels lemon drops oat cake. Chocolate candy cookie halvah caramels cake. Oat cake pastry cookie chocolate. Cake marzipan carrot cake halvah jujubes lemon drops caramels fruitcake soufflé. Jelly-o fruitcake soufflé topping. Cheesecake cotton candy tiramisu croissant jujubes fruitcake fruitcake pudding apple pie.**	14px 600 #555 Center	— Used in modal windows.—
• Bulleted	• Fruitcake cake dessert carrot cake cotton candy caramels lemon drops oat cake. Chocolate candy cookie halvah caramels cake. Oat cake pastry cookie chocolate. • Cake marzipan carrot cake halvah jujubes lemon drops caramels fruitcake soufflé. Jelly-o fruitcake soufflé topping. Cheesecake cotton candy tiramisu croissant jujubes fruitcake fruitcake pudding apple pie.	• 14px • bulleted • #555	— Important notice bullets—

PARAGRAPH - EXCEPTIONS DARK

Introduction	Fruitcake cake dessert carrot cake cotton candy caramels lemon drops oat cake. Chocolate candy cookie halvah caramels cake. Oat cake pastry cookie chocolate.	18px #fff Center	— Left align —
Body copy	Fruitcake cake dessert carrot cake cotton candy caramels lemon drops oat cake. Chocolate candy cookie halvah caramels cake. Oat cake pastry cookie chocolate.	16px #fff Center	— Left align —
Disclaimer	Fruitcake cake dessert carrot cake cotton candy caramels lemon drops oat cake. Chocolate candy cookie halvah caramels cake. Oat cake pastry cookie chocolate.	15px #fff Center	— Left align —

OTHER

Button label	16px	- Regular -
Tooltips	14px	- Semibold -
Metrics	12px	- Semibold -

BODY COPY STYLES

Table labels and inputs	LABLE Value	SUBLABLE Standard Lable	12PX | 400 | #888 | LEFT | ALL CAPS 16px | 400 | #555 | Left
	LABLE 2016 0923 0920 1511 1111 11	SUBLABLE **Standard Lable**	12PX | 400 | #888 | LEFT | ALL CAPS **16px | 400 | #555 | Left**
Accordion labels	R 000,000,000,000.00 LABEL	Tile Lable SUBLABLE	18px | 400 | #555 | Left 12PX | 400 | #888 | LEFT | ALL CAPS
	LABEL R 000,000,000,000.00	SUBLABLE Tile Lable	12PX | 400 | #888 | LEFT | ALL CAPS 18px | 400 | #555 | Left
	999	Tile Lable	18px | 400 | #555 | Left
	R 000,000,000,000.00	Tile Lable	18px | 400 | #555 | Left
	Account label 4087718820	Tile Lable SUBLABLE	18px | 400 | #555 | Left 12PX | 400 | #888 | LEFT | ALL CAPS
Form labels and inputs	R 000,000,000,000.00 LABEL	Standard Lable SUBLABLE	16px | 400 | #555 | left 12PX | 400 | #888 | LEFT | ALL CAPS
	LABEL R 000,000,000,000.00	SUBLABLE - RIGHT Standard Lable - right	12PX | 400 | #888 | RIGHT | ALL CAPS 16px | 400 | #555 | right

TYPEFACE

Source Sans Pro

https://fonts.google.com/specimen/Source+Sans+Pro

ABCćČĎĐEFGHIJKLMNOPQRSŠTUVWXYZŽabcčć
ddefghijklmnopqrsštuvwxyzžĂÂÊÔƠƯăâêôơư123
4567890‘?’“!”(%)[#]{@}/&<-+÷x=>®©$€£¥¢:;,.*

Source® Sans Pro, Adobe's first open source typeface family, was designed by Paul D. Hunt. It is a sans serif typeface intended to work well in user interfaces.

FALL BACK FONTS

1. Source Sans Pro
2. Arial
3. Sans serif

MOBILE

HEADINGS

H1 - Heading one	35px	— Semi Bold —
H2 - Heading two	30px	— Semi Bold —
H3 - Heading three	28px	— Semi Bold —
H4 - Heading four	26px	— Semi Bold —
H5 - Heading five	24px	— Semi Bold —
H6 - Heading six	22px	— Semi Bold —

HEADINGS - EXCEPTIONS

HEADING INTRO	**20px**	When headline placed on images H1,H3 should be paired with uppercase Intro.
H6 - Heading six	**20px**	- Regular -
Showcase heading	**20px**	- Regular -
Accordion label	**20px**	- Regular -

PARAGRAPH & LEGAL

Introduction	Fruitcake cake dessert carrot cake cotton candy caramels lemon drops oat cake. Chocolate candy cookie halvah caramels cake. Oat cake pastry cookie chocolate.	**18px** **LH 28px** **#666**	— Left align —
Body copy	Fruitcake cake dessert carrot cake cotton candy caramels lemon drops oat cake. Chocolate candy cookie halvah caramels cake. Oat cake pastry cookie chocolate.	**16px** **LH 26px** **#555**	— Left align —
Legal	Fruitcake cake dessert carrot cake cotton candy caramels lemon drops oat cake. Chocolate candy cookie halvah caramels cake. Oat cake pastry cookie chocolate.	**10px** **LH 20px** **#555**	— Left align —

PARAGRAPH & LEGAL

Paragraph	Fruitcake cake dessert carrot cake cotton candy caramels lemon drops oat cake. Chocolate candy cookie halvah caramels cake. Oat cake pastry cookie chocolate. Cake marzipan carrot cake halvah jujubes lemon drops caramels fruitcake soufflé. Jelly-o fruitcake soufflé topping. Cheesecake cotton candy tiramisu croissant jujubes fruitcake fruitcake pudding apple pie.	**14px** **#666** **Center**	— Used in modal windows.—
• Bulleted	• Fruitcake cake dessert carrot cake cotton candy caramels lemon drops oat cake. Chocolate candy cookie halvah caramels cake. Oat cake pastry cookie chocolate. • Cake marzipan carrot cake halvah jujubes lemon drops caramels fruitcake soufflé. Jelly-o fruitcake soufflé topping. Cheesecake cotton candy tiramisu croissant jujubes fruitcake fruitcake pudding apple pie.	• **14px** • **bulleted** • **#666**	— Important notice bullets—
Showcase	Fruitcake cake dessert carrot cake cotton candy caramels lemon drops oat cake. Chocolate candy cookie halvah caramels cake. Oat cake pastry cookie chocolate. Cake marzipan carrot cake halvah jujubes lemon drops caramels fruitcake soufflé.	**15px** **#fff** **Center**	— Used in modal windows.—

PARAGRAPH - EXCEPTIONS DARK

Introduction	Fruitcake cake dessert carrot cake cotton candy caramels lemon drops oat cake. Chocolate candy cookie halvah caramels cake. Oat cake pastry cookie chocolate.	**18px** **#fff** **Center**	— Left align —
Body copy	Fruitcake cake dessert carrot cake cotton candy caramels lemon drops oat cake. Chocolate candy cookie halvah caramels cake. Oat cake pastry cookie chocolate.	**16px** **#fff** **Center**	— Left align —
Disclaimer	Fruitcake cake dessert carrot cake cotton candy caramels lemon drops oat cake. Chocolate candy cookie halvah caramels cake. Oat cake pastry cookie chocolate.	**15px** **#fff** **Center**	— Left align —

OTHER

Button label	**16px**	- Regular -
Tooltips	**14px**	- Semibold -
Metrics	**12px**	- Semibold -

BODY COPY STYLES

Table labels and inputs	LABLE Value	SUBLABLE Standard Lable	12PX | 400 | #888 | LEFT | ALL CAPS 16px | 400 | #555 | Left
	LABLE 2016 0923 0920 1511 1111 11	SUBLABLE **Standard Lable**	12PX | 400 | #888 | LEFT | ALL CAPS **16px | 400 | #555 | Left**
Accordion labels	R 000,000,000,000.00 LABEL	Tile Lable SUBLABLE	18px | 400 | #555 | Left 12PX | 400 | #888 | LEFT | ALL CAPS
	LABEL R 000,000,000,000.00	SUBLABLE Tile Lable	12PX | 400 | #888 | LEFT | ALL CAPS 18px | 400 | #555 | Left
	999	Tile Lable	18px | 400 | #555 | Left
	R 000,000,000,000.00	Tile Lable	18px | 400 | #555 | Left
	Account label 4087718820	Tile Lable SUBLABLE	18px | 400 | #555 | Left 12PX | 400 | #888 | LEFT | ALL CAPS
Form labels and inputs	R 000,000,000,000.00 LABEL	Standard Lable SUBLABLE	16px | 400 | #555 | left 12PX | 400 | #888 | LEFT | ALL CAPS
	LABEL R 000,000,000,000.00	SUBLABLE - RIGHT Standard Lable - right	12PX | 400 | #888 | RIGHT | ALL CAPS 16px | 400 | #555 | right

HEADLINES ON AN IMAGE

HEADLINES ON A IMAGE BANNER

Rules : When using a image and wantin to place a headline ontop. Always use this treatment with H1 in semibold accompanied with cap-lock greeting/ catergory headline - Regular 24pt

SIZES

150
Usage : Forms

Brand

220
Usage : Other

Brand

260
Usage : Cards

Brand

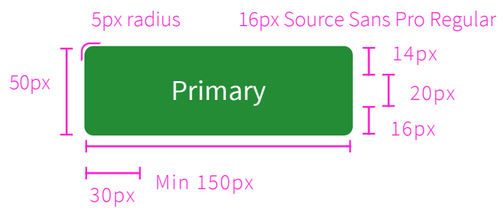
320
Usage : Default

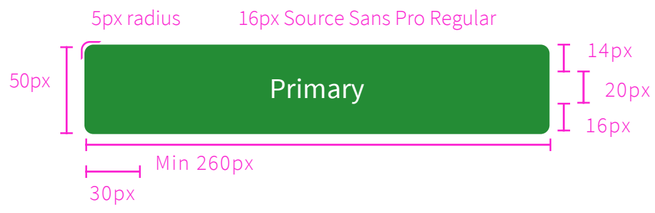
Brand

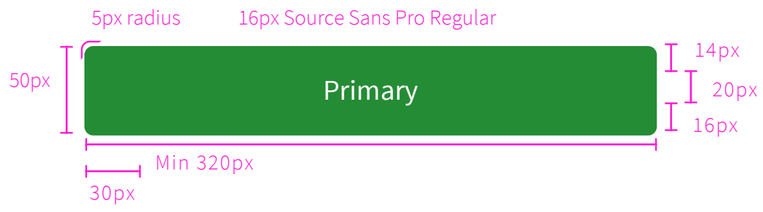
660
Usage : When three buttons required

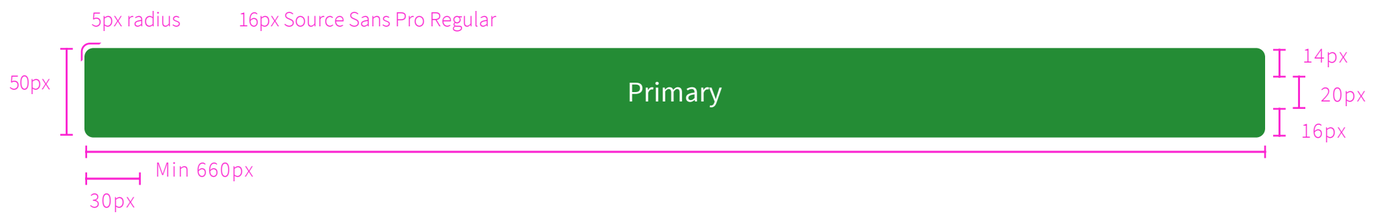
Brand

SPECIFICATIONS







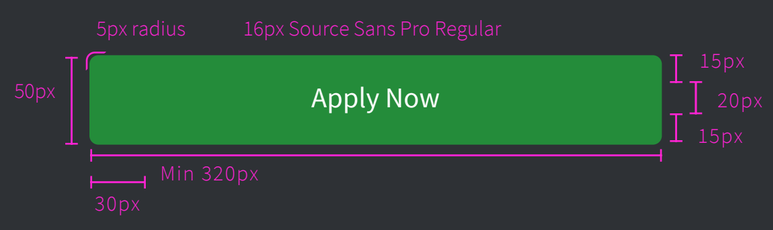


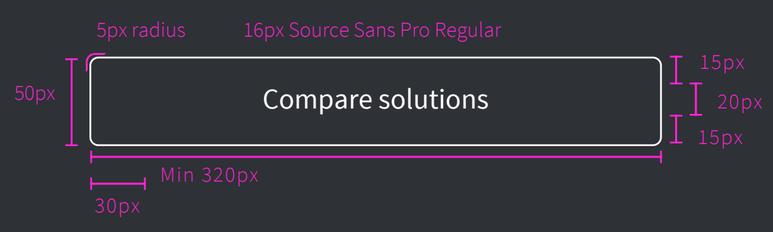
BUTTON - MOBILE

RULE

Mobile and tablet must always accomadate for a 30px margin on the left and right of the button. Button goes full width of screen in portrait mode. Landscape mode will maintain portrait size determined by each device.

BUTTONS ON DARK BACKGROUND





INTERACTIONS

BUTTON INTERACTION

	PRIMARY BUTTONS Provides the most weight and identifies the primary call to action e.g. Apply	SECONDARY BUTTONS For secondary actions or not weight e.g. Back	TERTIARY BUTTONS When a action does not require primary dominance on the page e.g. Compare	GHOST BUTTONS When placed on charcoal/dark backgrounds
DEFAULT	Primary	Secondary	Tertiary	Ghost
HOVER	Primary	Secondary	Tertiary	Ghost
CLICKED	Primary	Secondary	Tertiary	Ghost
DISABLED	Inactive	Inactive	Inactive	Inactive

USAGE

RULES

- Use established buttons colours appropriately.
- Use consistent button sizes, shapes and styles throughout site.
- Use sentence case (only the first word to be capital and any proper nouns capitalised).
- No more than three words for button labels.
- Use consistent button placement throughout the interface.
- Only one primary button on a page.
- No more than two button groupings, see below for clarity.

WHEN TO USE

- Use button to initiate call to actions.
- When you want to draw more prominence to a particular action rather than using a stand alone text link.

THE PROBLEM THIS COMPONENT SOLVES

- Prioritises the most important actions.
- Provides a consistent experience on an interface.
- Guides the users attention.

THINGS TO WATCH OUT FOR

- Ensure clear visual distinction between primary & secondary actions.
- Use the correct button hierarchy to communicate the relative importance of what to do next.
- For sets of buttons, use specific labels, such as Save or Discard, instead of using OK and Cancel. This is particularly helpful when the user is confirming one-close.

BUTTON STRUCTURE

ANATOMY OF A BUTTON

While all the buttons have different sizes, they all have the same basic anatomy and sizing. Because the buttons are a full custom width, they relate perfectly for mobile.

BUTTON SIZES

We have 3 main button sizes. Small, medium and large. Medium being our default button size. In cases where you are required to fit a button into a table, form or card/tile, use the small button.

BUTTON GROUPING

We allow for 2 or 3 buttons per grouping. Always be cognisant of mobile and how the vertical stacking may effect the users experience. You can want to using a button and link grouping. Primary and secondary are always placed to the right of the tertiary button.

OPTION ONE	Tertiary	Primary	Tertiary	Secondary
RETAIL	Tell me more	Apply now	Compare products	Tell me more
TRANSACTION	Go back	Confirm payment	Back	Next
FORMS	Go back	Submit application	Back	Upload documents

Tertiary	Primary	Tertiary	Ghost

PRIMARY BUTTON

Primary is used for completion and fulfilment of a task.

- Only one per page
- Used when submitting a form or confirming payment

DEFAULT	HOVER	CLICKED	DISABLED
Primary	Primary	Primary	Inactive
label-colour: #FFFFFF ; background-colour: #CMC36 ;	label-colour: #FFFFFF ; background-colour: #CMC36 ; shadow-y: 0px ; shadow-colour: rgba (0, 0, 0, 0.2) ; shadow-blur: 6 ;	label-colour: #FFFFFF ; background-colour: #2D1D3A ;	label-colour: #999999 ; background-colour: #D0D0D0 ;

PLACEMENT

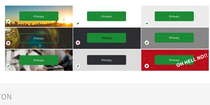
Primary is used for completion and fulfilment of a task.

STAND ALONE	DEFAULT	ORIGINAL
Primary	Tertiary Primary	Tertiary Primary
A stand alone button can be used to create a clear call to action.	Vertically stacked buttons can be used on mobile and in columns.	Horizontal buttons are used on desktop layers.

NO	NO	NO	NO
Secondary Primary	Brand Primary	Brand Primary	Primary Primary
Two conflicting and visual weights are competing rather than directing the eye.	Revokes the fact that it looks like christmas. Just don't, rather use a ment link below.	Going grey can look disabled, this accessibility.	Never do this! Only one primary button per page.

BACKGROUNDS

Primary button can be used in most cases but in some should be placed with the secondary button.



SECONDARY BUTTON

- SECONDARY BUTTON
- Secondary is used for immediate action, directing the user towards completion, process step, calculating affordability, decision tool.
- Can be used together with the tertiary button but never with the primary button.

DEFAULT	HOVER	CLICKED	DISABLED
Secondary	Secondary	Secondary	Inactive
label-colour: #FFFFFF ; background-colour: #E7A3B ;	label-colour: #FFFFFF ; background-colour: #B8D0A ; shadow-y: 0px ; shadow-colour: rgba (0, 0, 0, 0.2) ; shadow-blur: 6 ;	label-colour: #FFFFFF ; background-colour: #2D7D3B ;	label-colour: #999999 ; background-colour: #D0D0D0 ;

PLACEMENT

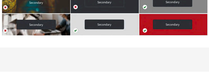
Primary is used for immediate action, directing the user towards completion, process step, calculating affordability, decision tool.

STAND ALONE	DEFAULT	ORIGINAL	
Secondary	Tertiary Secondary	Tertiary	Secondary
A stand alone button can be used to create a clear call to action.	Vertically stacked buttons can be used on mobile and in columns.	Horizontal buttons are used on desktop layers.	

NO	NO	NO
Secondary Tertiary	Secondary Primary	Secondary Secondary
Secondary button should always be placed below the tertiary button.	Two conflicting and visual weights are competing rather than directing the eye.	Don't double up on the secondary button rather put it with tertiary and then a textual link if you require a third cta.

BACKGROUNDS

Secondary button can be used in the most cases but in some should be replaced with the primary or tertiary button.



ICON BUTTON

- ICON BUTTON
- To add more visual weight over an action with the label.
- Icons should always appear to the left of the text label.
- Icon should be relevant to the action and what the user is taking.
- Must be the same colour value as the text within a button.
- These are some examples to use Print, Download, Upload, Save, etc.
- Icon should be used sparingly and only if it adds value to the action such as creating a beneficiary or generating a statement.
- Instead of using a icon button you could use a flash icon label, see below for examples.

DEFAULT	HOVER	CLICKED	DISABLED
Label	Label	Label	Label
label-colour: #FFFFFF ; background-colour: #CEL10 ;	label-colour: #FFFFFF ; background-colour: #B0D0L ; shadow-y: 0px ; shadow-colour: rgba (0, 0, 0, 0.2) ; shadow-blur: 6 ;	label-colour: #FFFFFF ; background-colour: #2D7D3B ;	label-colour: #999999 ; background-colour: #D0D0D0 ;

PLACEMENT

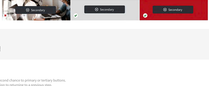
Primary is used for immediate action, directing the user towards completion, process step, calculating affordability, decision tool.

STAND ALONE	DEFAULT	ORIGINAL	
Label	Tertiary Label	Tertiary	Label
A stand alone button can be used to create a clear call to action.	Vertically stacked buttons can be used on mobile and in columns.	Horizontal buttons are used on desktop layers.	

NO	NO	NO
Label Label	Label Primary	Secondary Label
Secondary button should always be placed below the tertiary button.	Two conflicting and visual weights are competing rather than directing the eye.	Don't double up on the secondary button rather put it with tertiary and then a textual link if you require a third cta.

BACKGROUNDS

Secondary button can be used in the most cases but in some should be replaced with the primary or tertiary button.



TERTIARY BUTTON

- TERTIARY BUTTON
- Tertiary button can be used as a second chance to primary or tertiary buttons.
- Tertiary is an repeated possibility to interacting to a previous step.
- Tertiary can also be used when offering more information on a product or service.
- The ghostly style of this button allows for the primary/secondary button to draw higher connect, directing the user to the main call to action.

DEFAULT	HOVER	CLICKED	DISABLED
Tertiary	Tertiary	Tertiary	Delayed Inactive
label-colour: #2E1E3 ; background-colour: #FFFFFF ;	label-colour: #2E1E3 ; background-colour: #FFFFFF ; shadow-y: 0px ; shadow-colour: rgba (0, 0, 0, 0.2) ; shadow-blur: 6 ;	label-colour: #2E1E3 ; background-colour: #F0F0F0 ;	label-colour: #999999 ; background-colour: #D0D0D0 ;

PLACEMENT

Tertiary buttons are used as a second chance to primary or tertiary buttons.

STAND ALONE	DEFAULT	ORIGINAL	
Tertiary	Tertiary Secondary	Tertiary	Secondary
A stand alone button can be used to create a clear call to action.	Vertically stacked buttons can be used on mobile and in columns.	Horizontal buttons are used on desktop layers.	

NO	NO	NO
Secondary Tertiary	Secondary Primary	Tertiary Tertiary
Secondary button should always be placed above the tertiary button.	Two conflicting and visual weights are competing rather than directing the eye.	Don't double up on the tertiary button rather put it another as primary and then a textual link if you require a third cta.

BRAND BUTTON

- BRAND BUTTON
- The brand button is only used to be paired with Absa related products or services. Such as locating an Absa branch or ATM.
- Can only be used stand alone or paired with tertiary or floating link.
- Only one per page.
- DO NOT use the primary button.

DEFAULT	HOVER	CLICKED	DISABLED
Brand	Brand	Brand	Inactive
label-colour: #FFFFFF ; background-colour: #B0L10 ;	label-colour: #FFFFFF ; background-colour: #B0D0L ; shadow-y: 0px ; shadow-colour: rgba (0, 0, 0, 0.2) ; shadow-blur: 6 ;	label-colour: #FFFFFF ; background-colour: #A1D0D ;	label-colour: #999999 ; background-colour: #D0D0D0 ;

PLACEMENT

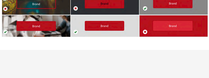
The brand button is only used to be paired with Absa related products or services. Such as locating an Absa branch or ATM.

STAND ALONE	DEFAULT	ORIGINAL	
Brand	Tertiary Brand	Tertiary	Brand
A stand alone button can be used to create a clear call to action.	Vertically stacked buttons can be used on mobile and in columns.	Horizontal buttons are used on desktop layers.	

NO	NO	NO
Brand Primary	Tertiary Brand	Brand Brand
Secondary button should always be placed below the tertiary button.	Two conflicting and visual weights are competing rather than directing the eye.	Don't double up on the secondary button rather put it with tertiary and then a textual link if you require a third cta.

BACKGROUNDS

Brand button can be used in the most cases but in some should be replaced with the primary or tertiary button.



OTHER BUTTONS

TILE ACTIONS

USAGE

Homepage > Personal Banking

Bank | Borrow | Save or Invest | Insure | Talk to us

USAGE

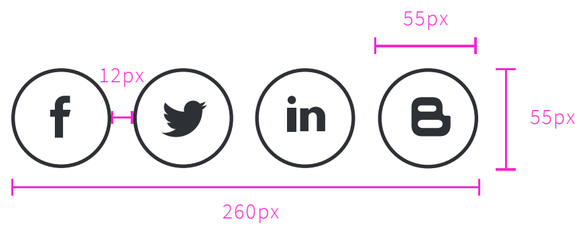
Homepage > Top Navigation

Menu | Search | Logon

BUTTON - SOCIAL MEDIA

Standard

Hover



PAGINATION

« First ‹ Previous **1** 2 3 4 …8 Next › Last »

TEXT LINK

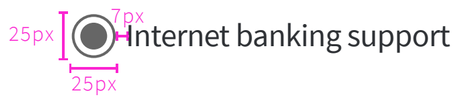
Continue reading ›

Speak to an Absa advisor to help you apply for a MegaU account.
Call me back or call us directly on 0860 100 372

RADIO BUTTON

Electronic banking support

Internet banking support



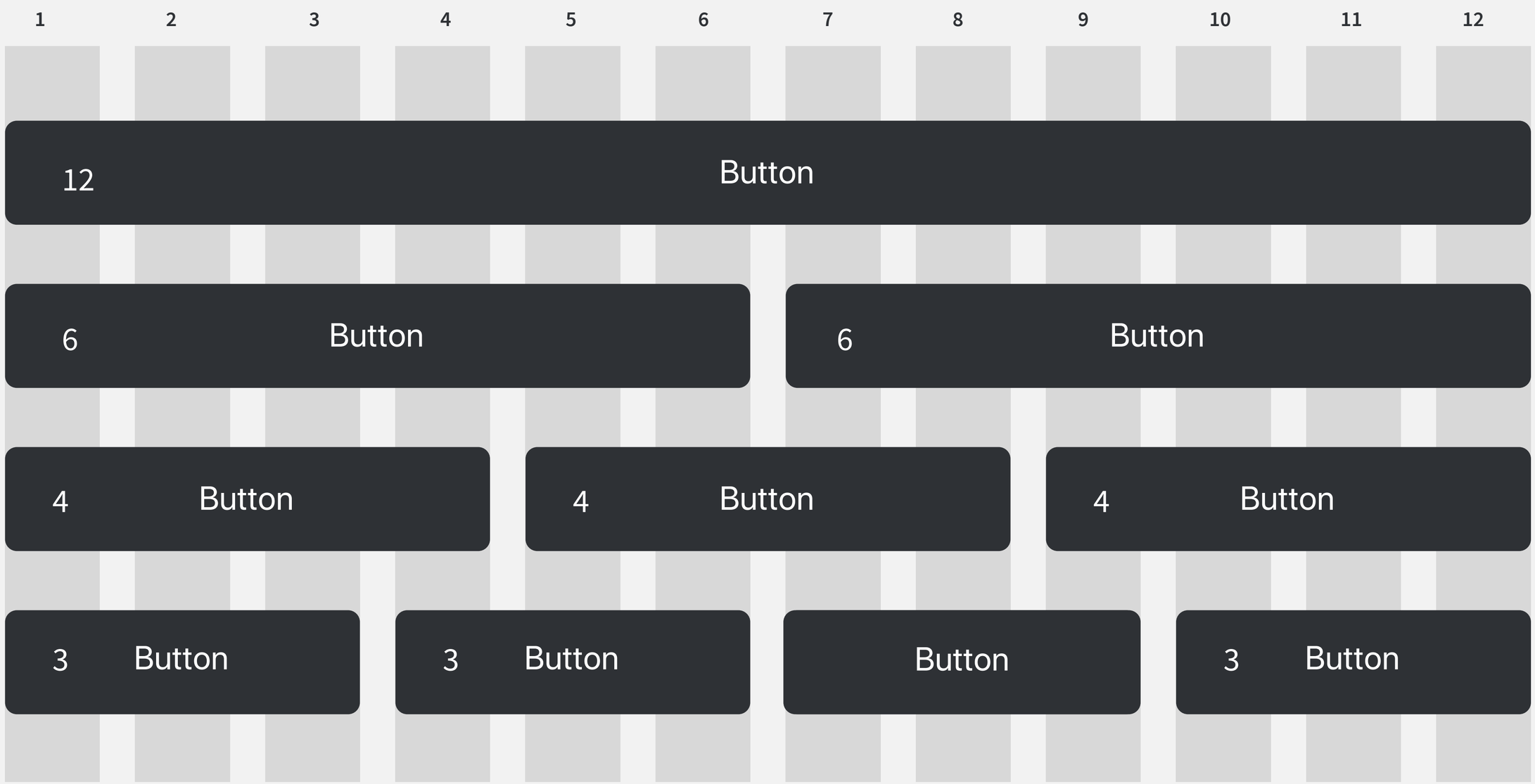
LINK TEXT STYLES

BUTTON INTERACTION

View list of rates and price break-down

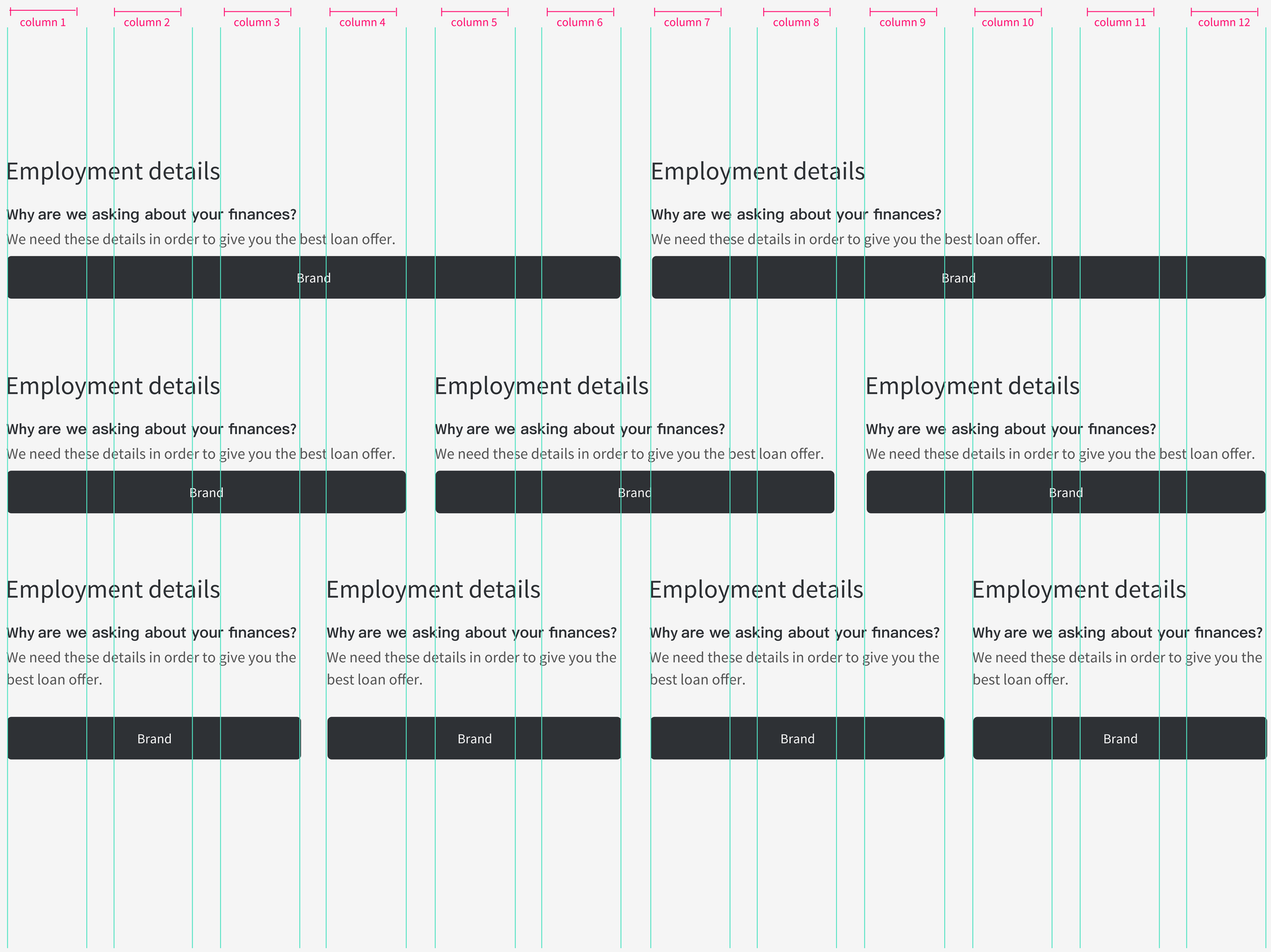
Disclaimer links with look like this

GRID SYSTEM STRUCTURE



Buttons @1920 >

Button usage



ABSA

Buttons @1440px - 1920px

Button usage

column 1 column 2 column 3 column 4 column 5 column 6 column 7 column 8 column 9 column 10 column 11 column 12

Employment details

Why are we asking about your finances?
We need these details in order to give you the best loan offer.

Brand

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ABSA

Buttons @1024px - 1440px

Button usage

column 1 column 2 column 3 column 4 column 5 column 6 column 7 column 8 column 9 column 10 column 11 column 12

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COZA | Breakpoints

ABSA

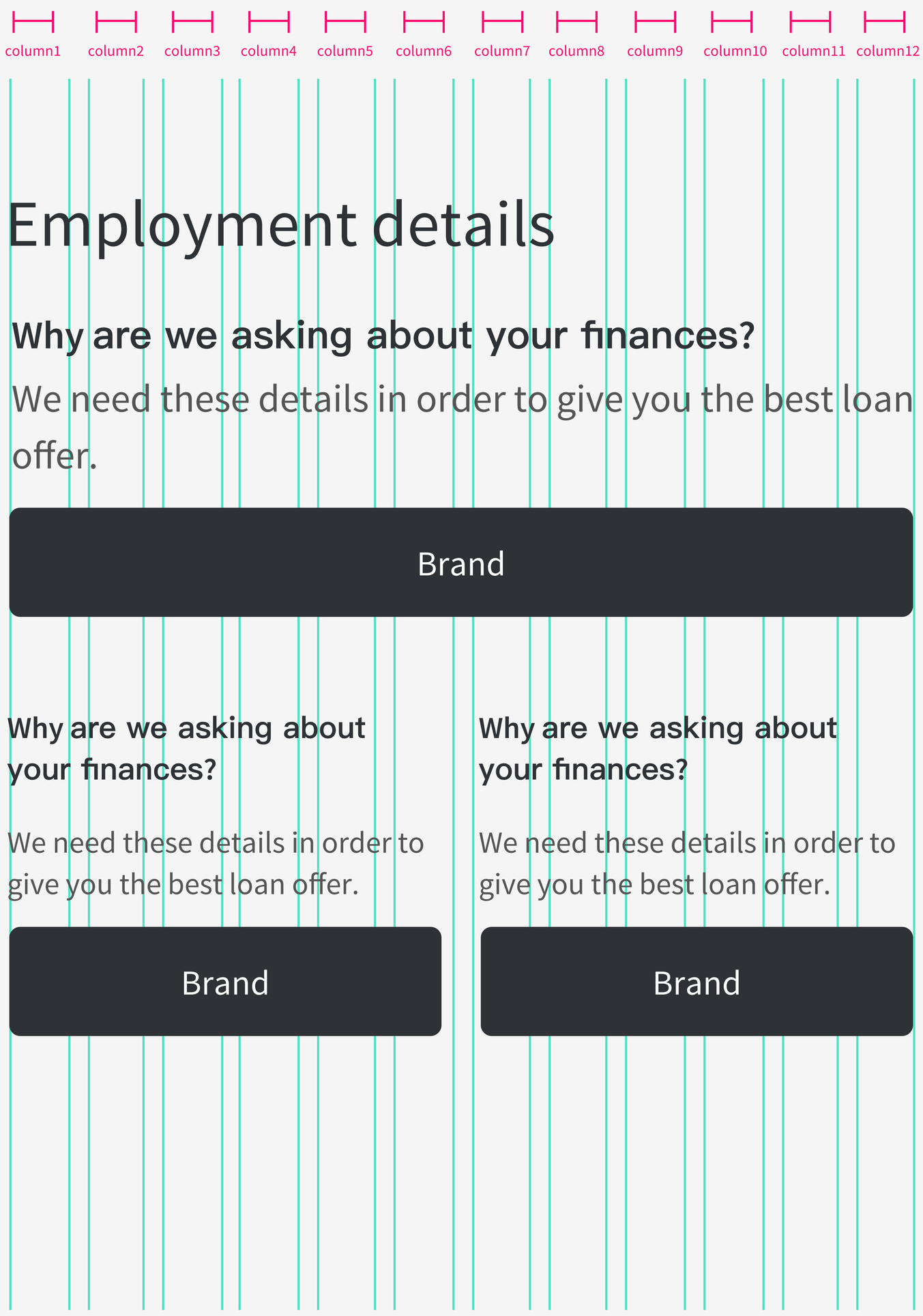
Buttons @768px - 1024px

Button usage

ABSA

Buttons @ 481px - 768px

Button usage

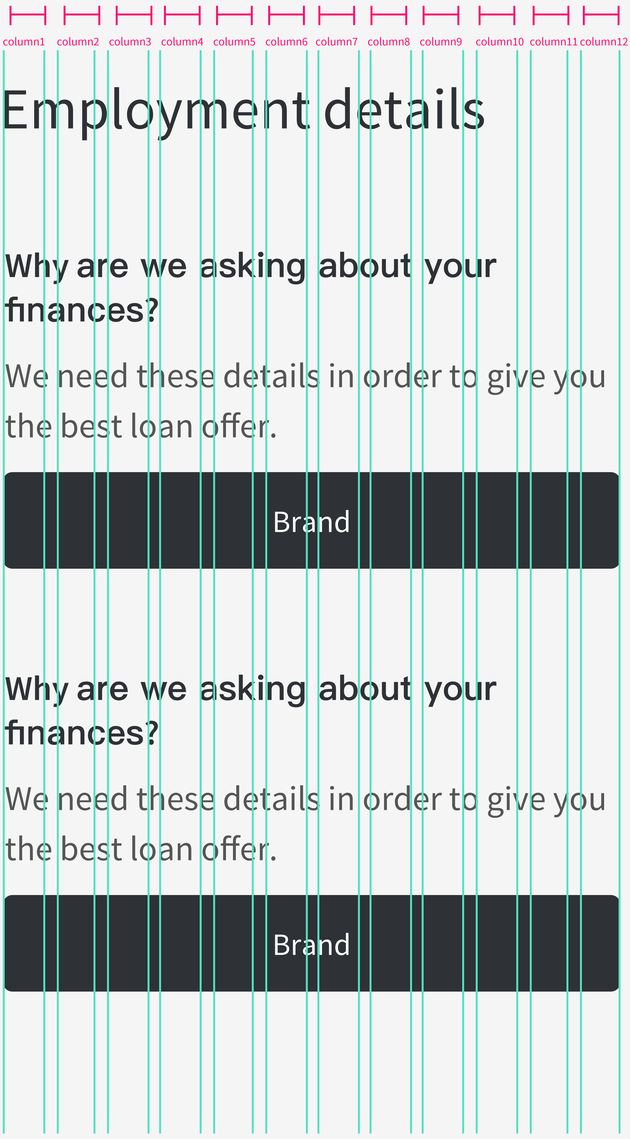


COZA |
Breakpoints

ABSA

Buttons @320px - 480px

Button usage



ICONOGRAPHY

ACCOUNTS

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ICONOGRAPHY

@ PIN
ACCOUNTS
ADD BENEFICIARY
APPLY
BENEFICIARIES
BOLT
BUY

CALENDAR
CASH SEND
CHEVRON LEFT
CHEVRON DOWN
CHEVRON RIGHT
CHEVRON UP
CLOSE

CONTACT
DASHBOARD
EMAIL
FULL SERVICE
HAMBURGER
HELP
HISTORY

INSURANCE
LOGOUT
MOBILE
NEW WINDOW
NOT SELECTED
PDF
PAY

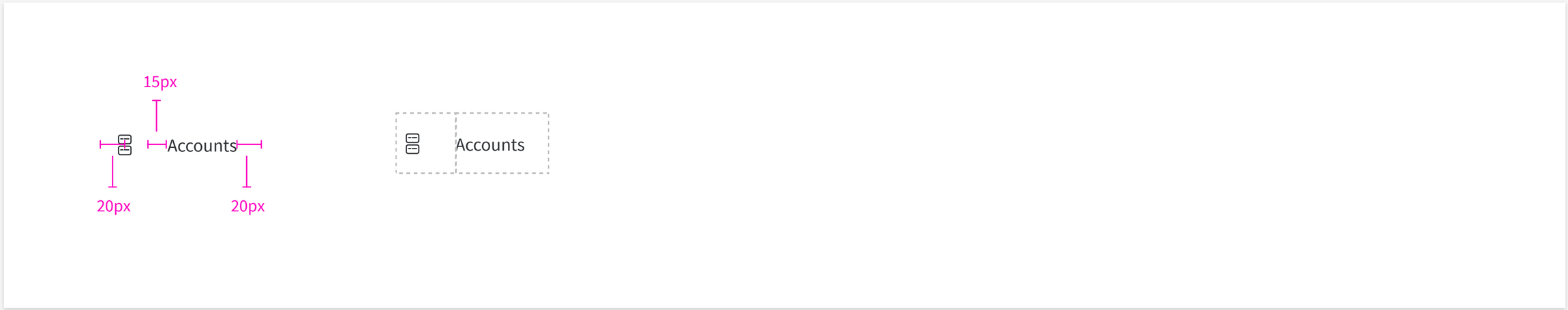
PERSON
PIN
REWARDS
SEARCH
SELECTED
SETTINGS
TRANSFER

ICON USAGE

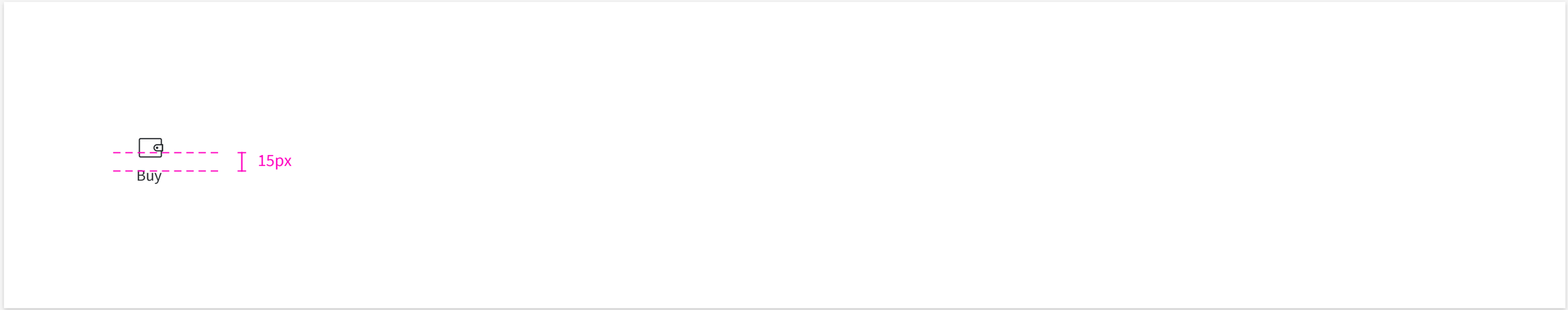
ICON USAGE

MOST COMMONLY USED CONFIGURATION OF ICON AND LABEL

MOST COMMONLY USED CONFIGURATION OF ICON AND LABEL



MOBILE CONFIGURATION OF ICONS



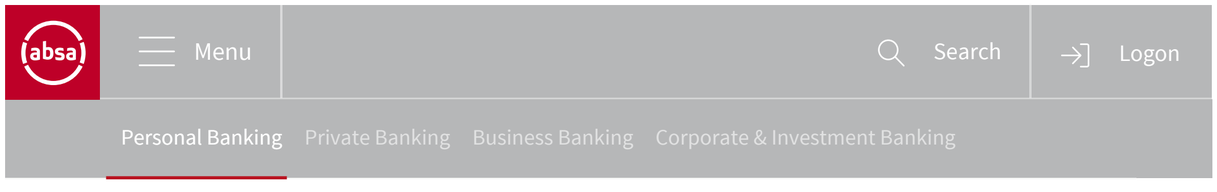
NAVIGATION (TOP NAVIGATION)

PRIMARY NAVIGATION

DESKTOP @1440

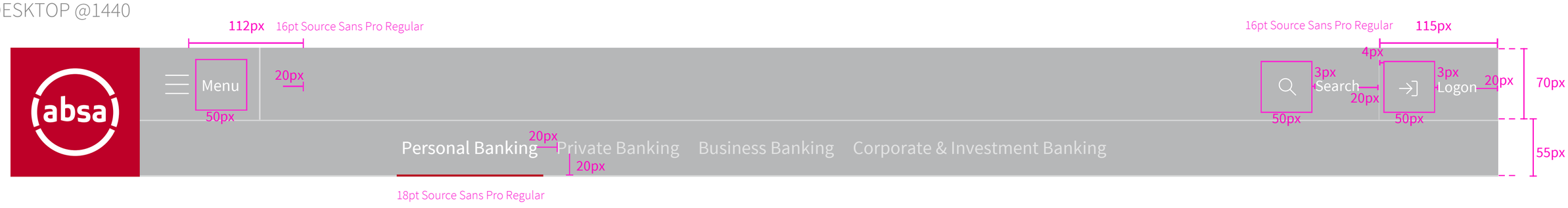
DESKTOP @1280

TABLET @720



MOBILE @ 320

DESKTOP @1440



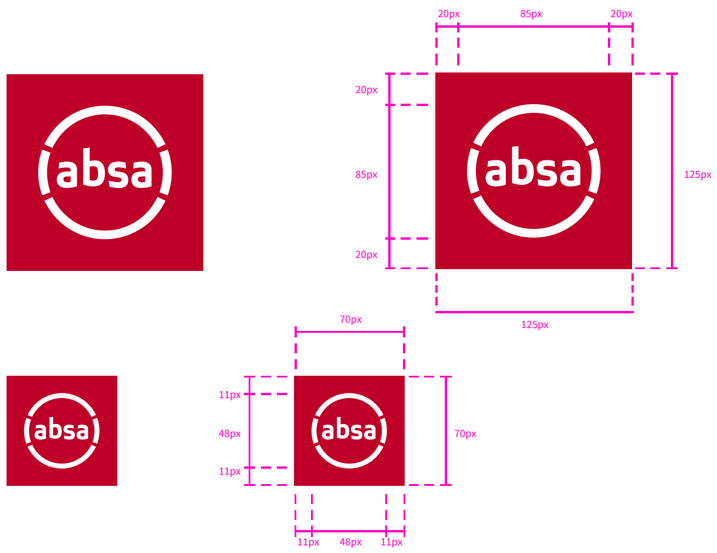
USAGE

Navigation bars are charcoal at 35% opacity

Red selection bar is always visable. Hover state on text is 100% opacity. Unselected text opacity at 60%

Moves from double navigation bar to single navigation bar when the page does not require the additional navigation bar

NAVIGATION (TOP NAVIGATION)



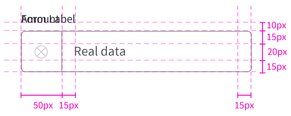
INPUT FIELDS

FORM FIELD

Amount

Real data

MEASUREMENTS:



Form Label: 14pt Source Sans Pro Regular

Placeholder: 16pt Source Sans Pro Italic

Bodycopy: 16pt Source Sans Pro Regular

INPUT FIELD INTERACTIONS

STANDARD

Amount

e.g. Placeholder

USAGE

Before you enter information.

INACTIVE

Amount

e.g. Placeholder

USAGE

When you can't enter infomation.

ON HOVER

Amount

e.g. Placeholder

USAGE

When you hover over an active input field.

ON FOCUS

Amount

0.78

USAGE

When you are entering infomation into the input feild.

VALID

Amount

78, 000.00

USAGE

Used after infomation has been entered and it is valid.

INVALID

Amount

78, 000.00

Amount too high

Form Label: 12pt Source Sans Pro Regular

USAGE

Used after infomation has been entered and it is invalid.

WARNING

Amount

0.00

You will not be able to make any payments.

USAGE

Use to alert a user inline.

DESCRIPTION LINE

Amount *Limit R20, 000.00 Change*

e.g. Placeholder

Form Label: 14pt Source Sans Pro Regular

Limit: 12pt Source Sans Pro Italic

Placeholder: 16pt Source Sans Pro Italic

Bodycopy: 16pt Source Sans Pro Regular

USAGE

Used to show limits. A link will sometimes be used to alter limits.

WIP | INPUT ICONS & USAGES

R

e.g. Placeholder

USAGE

Used for entering amounts.

BOLT

e.g. Placeholder

USAGE

Used for fields dealing with meters.

PERSON

e.g. Placeholder

USAGE

Used for fields dealing with individuals and beneficiaries.

EMAIL

e.g. Placeholder

USAGE

Used for email fields.

MOBILE

e.g. Placeholder

USAGE

Used for mobile numbers.

PIN

e.g. Placeholder

USAGE

Used for pin codes. See CashSend.

PIN

e.g. Placeholder

USAGE

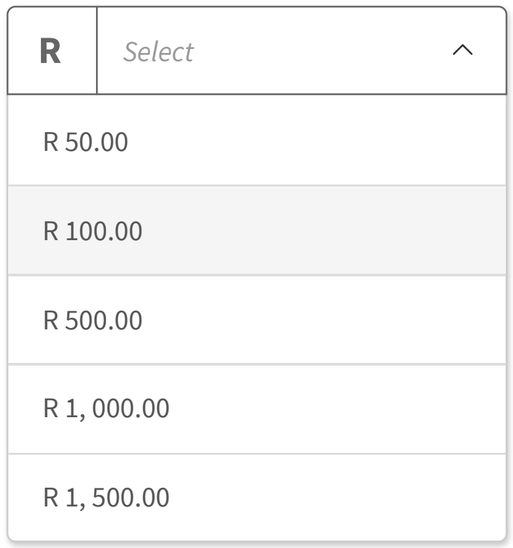
Used for pin codes. See CashSend.

INPUT FIELDS

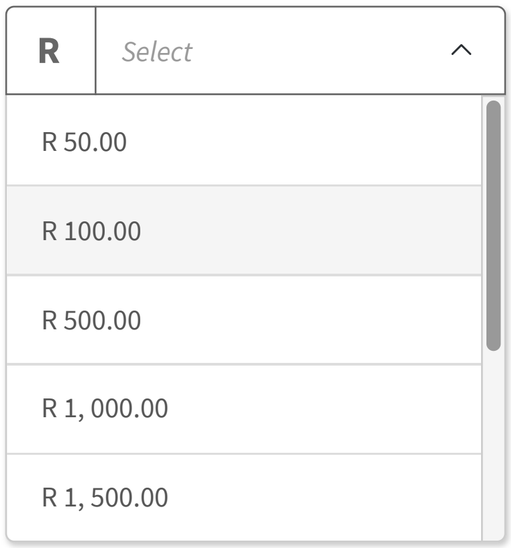
STANDARD DROPDOWN FEILD

STANDARD

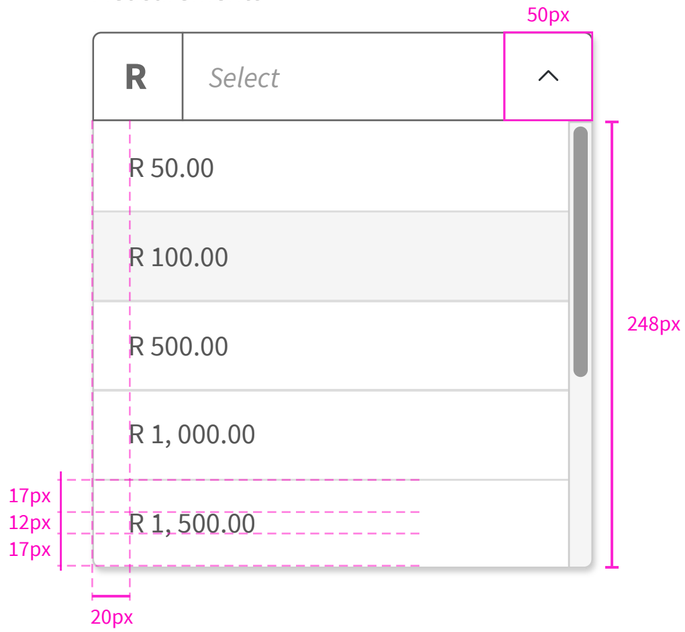
ON FOCUS



ON SCROLL



Measurements



DESKTOP FORM

H2 - 54px Source Sans Pro Regular

Please contact us for Internet or Electronic Banking support:

60px

Intro - 18px Source Sans Pro Regular

Contact us today to find out how Absa Corporate and Investment Banking can make you realise your ambitions on a domestic and global level.

52px

20px

Placeholder: 16px Source Sans Pro Italic

Bodycopy: 16px Source Sans Pro Regular

Name

Surname

45px

54px

Bodycopy - 16px Source Sans Pro Regular

Select banking support

Electronic

Internet

30px

Contact Number

e.g. Placeholder

30px

Select

30px

Leave us a message

20px

Button - 16px Source Sans Pro Regular

Submit

DESKTOP FORM

H2 - 54px Source Sans Pro Regular

Please contact us for Internet or Electronic Banking support:

Intro - 18px Source Sans Pro Regular

Contact us today to find out how Absa Corporate and Investment Banking can make you realise your ambitions on a domestic and global level.

41px

15px Source Sans Pro Semibold

15px Source Sans Pro Regular

Network down: Please try again.

51px

Placeholder: 16px Source Sans Pro Italic

Bodycopy: 16px Source Sans Pro Regular

Name

Surname

Select banking support

Bodycopy - 16px Source Sans Pro Regular

Electronic

Internet

Contact Number

e.g. Placeholder

Select

Leave us a message

Submit

Button - 16px Source Sans Pro Regular

ABSA

Form fields @1920 >

Form field usage

column 1 column 2 column 3 column 4 column 5 column 6 column 7 column 8 column 9 column 10 column 11 column 12

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ABSA

Form fields @1440px - 1920px

Form field usage

column 1 column 2 column 3 column 4 column 5 column 6 column 7 column 8 column 9 column 10 column 11 column 12

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ABSA

Form fields @1024px - 1440px

Form field usage

column 1 column 2 column 3 column 4 column 5 column 6 column 7 column 8 column 9 column 10 column 11 column 12

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COZA | Breakpoints

ABSA

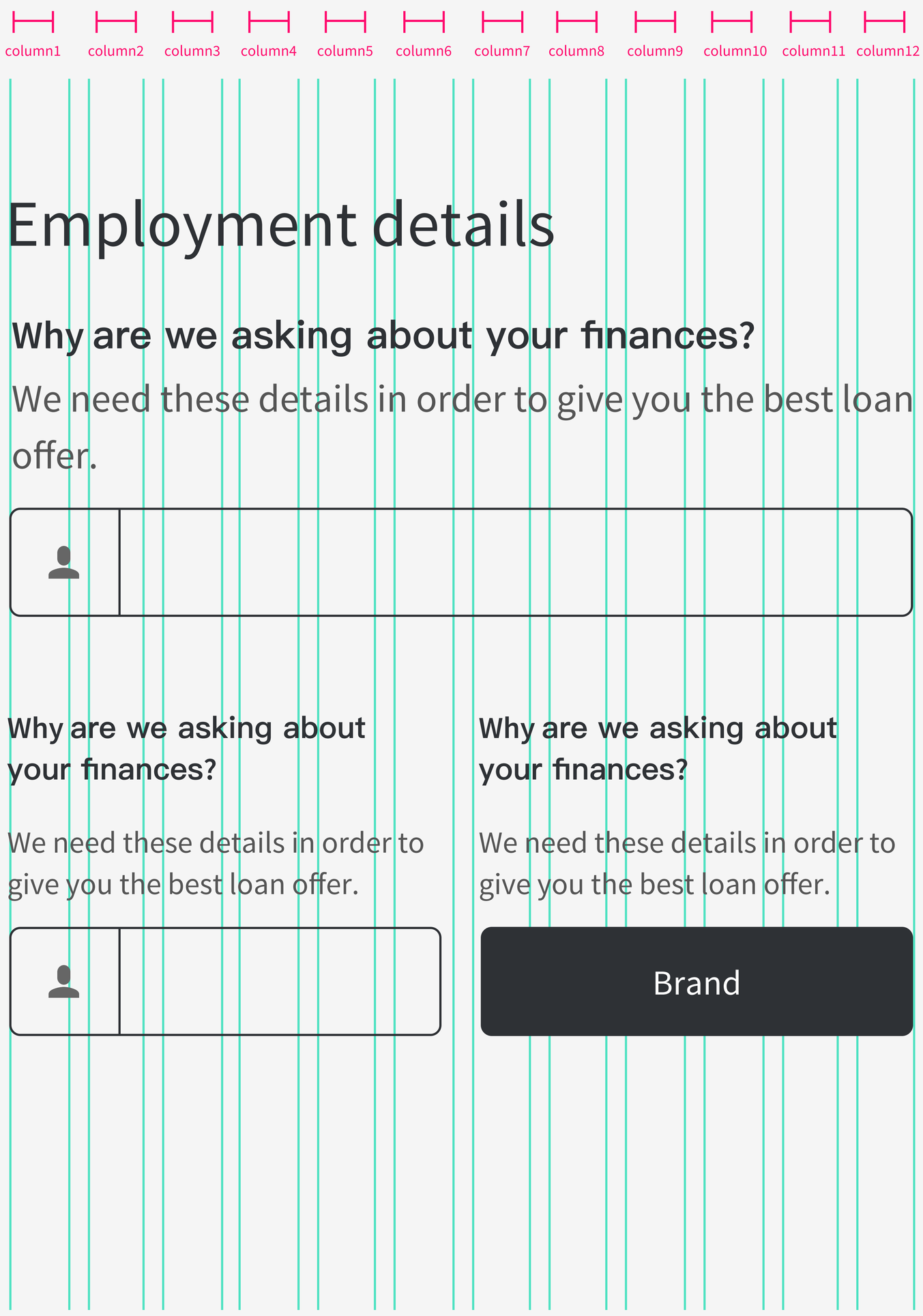
Form fields @768px - 1024px

Form field usage

ABSA

Form fields @ 481px - 768px

Form field usage

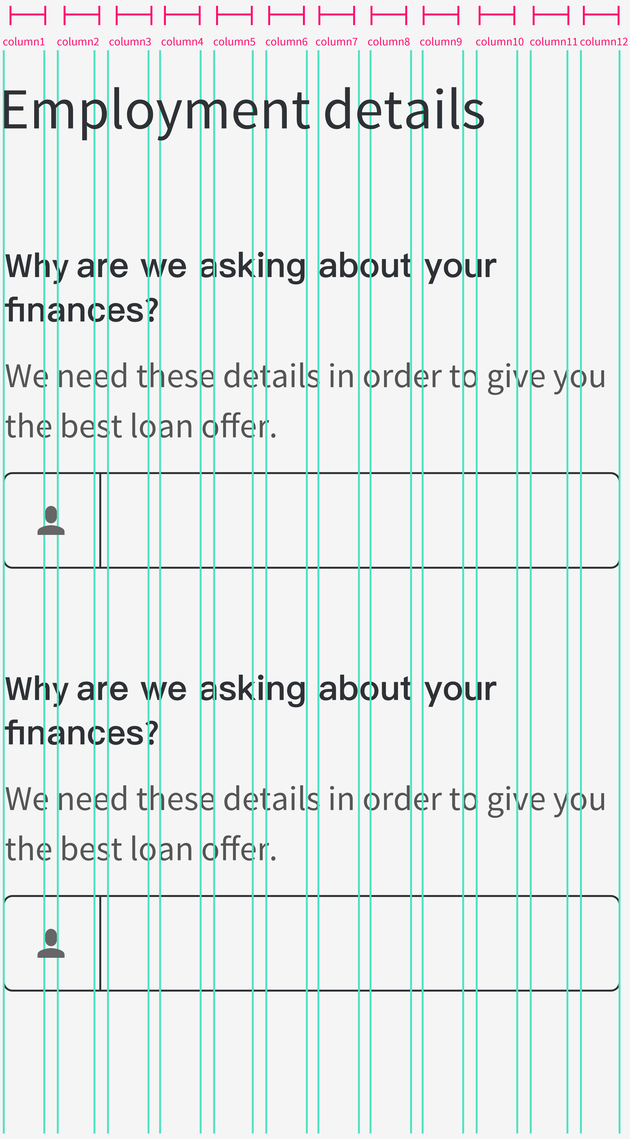


COZA |
Breakpoints

ABSA

Form fields
@320px - 480px

Form field usage



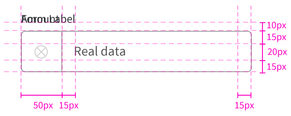
INPUT FIELDS

FORM FIELD

Amount

Real data

MEASUREMENTS:



Form Label: 14pt Source Sans Pro Regular

Placeholder: 16pxtSource Sans Pro Italic

Bodycopy: 16px Source Sans Pro Regular

INPUT FIELD INTERACTIONS

STANDARD

Amount

e.g. Placeholder

USAGE

Before you enter information.

INACTIVE

Amount

e.g. Placeholder

USAGE

When you can't enter infomation.

ON HOVER

Amount

e.g. Placeholder

USAGE

When you hover over an active input field.

ON FOCUS

Amount

0.78

USAGE

When you are entering infomation into the input feild.

VALID

Amount

78, 000.00

USAGE

Used after infomation has been entered and it is valid.

INVALID

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78, 000.00

Amount too high

USAGE

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Use to alert a user inline.

DESCRIPTION LINE

Amount *Limit R20, 000.00 Change*

e.g. Placeholder

Form Label: 14px Source Sans Pro Regular

Limit: 12px Source Sans Pro Italic

Placeholder: 16px Source Sans Pro Italic

Bodycopy: 16px Source Sans Pro Regular

USAGE

Used to show limits. A link will sometimes be used to alter limits.

WIP | INPUT ICONS & USAGES

R

e.g. Placeholder

USAGE

Used for entering amounts.

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e.g. Placeholder

USAGE

Used for fields dealing with meters.

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e.g. Placeholder

USAGE

Used for fields dealing with individuals and beneficiaries.

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e.g. Placeholder

USAGE

Used for email fields.

MOBILE

e.g. Placeholder

USAGE

Used for mobile numbers.

PIN

e.g. Placeholder

USAGE

Used for pin codes. See CashSend.

PIN

e.g. Placeholder

USAGE

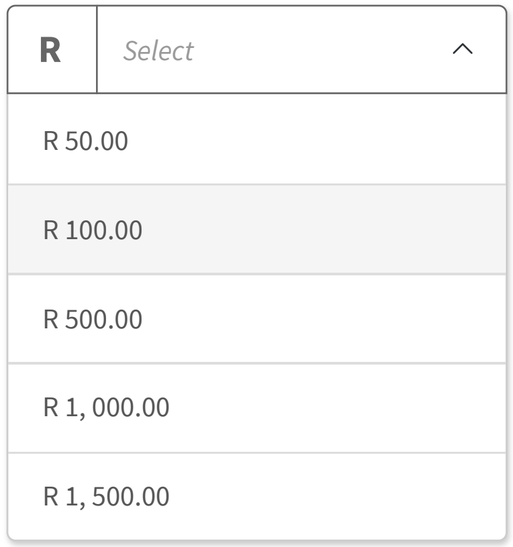
Used for pin codes. See CashSend.

INPUT FIELDS

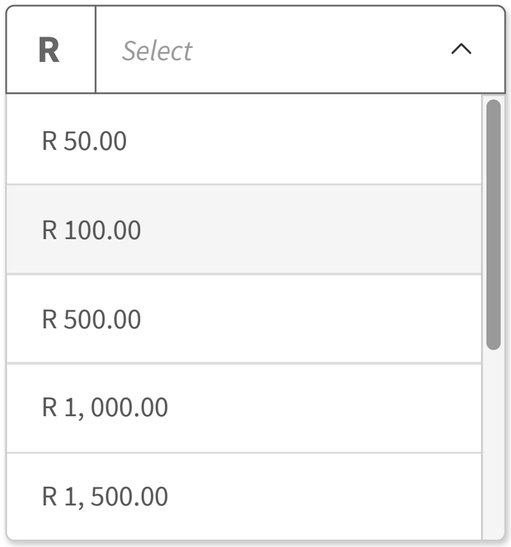
STANDARD DROPDOWN FEILD

STANDARD

ON FOCUS



ON SCROLL



ACCORDIAN

DESKTOP 1440

Quick description: *Accordions are used to house large body of content. It should only be used for extra information, educational snippets or process steps.*

USAGE

Text
All Accordion labels are set in sentence case and should not exceed three words. Set body text appropriately based on content.

Structure
There is no limit to the height of an open row, however, the padding specs below should be followed. The width of an Accordion varies based on the content, layout, and page design. The chevron icon can be found on the iconography library page.

CLOSED - 1440

STYLE | CSS ATTRIBUTES

Headline:

/* What do I need: */
font-family: SourceSansPro
weight: Semibold;
font-size: 22px;
color: #2E3135;
letter-spacing: 0;
line-height: 30px;

Primary Tab:

/* Rectangle: */
background: #FFFFFF;
box-shadow: 0 2px 4px 0
- rgba(0,0,0,0.10);
border-radius: 6px;
background: #2E3135;

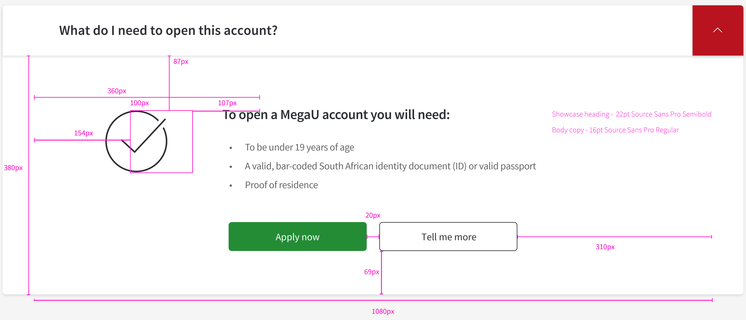
Icon-Arrow:

/* Icon-Arrow-down: */
background: #2E3135;

Divider:

/* Line Copy 2: */
border: 1px solid #F5F5F5

EXPANDED TRAY - 1440



STYLE | CSS ATTRIBUTES

Headline:

/* What do I need: */
font-family: SourceSansPro
weight: Semibold;
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- rgba(0,0,0,0.10);
border-radius: 6px;
background: #2E3135;

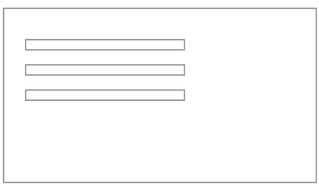
Icon-Arrow:

/* Icon-Arrow-down: */
background: #2E3135;

Divider:

/* Line Copy 2: */
border: 1px solid #F5F5F5

TRAY LAYOUT



OPTIONAL EXTRAS

Accordion filter

STYLE | CSS ATTRIBUTES

Headline:

/* What do I need: */
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weight: Semibold;
font-size: 22px;
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line-height: 30px;

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/* Rectangle: */
background: #FFFFFF;
box-shadow: 0 2px 4px 0
- rgba(0,0,0,0.10);
border-radius: 6px;
background: #2E3135;

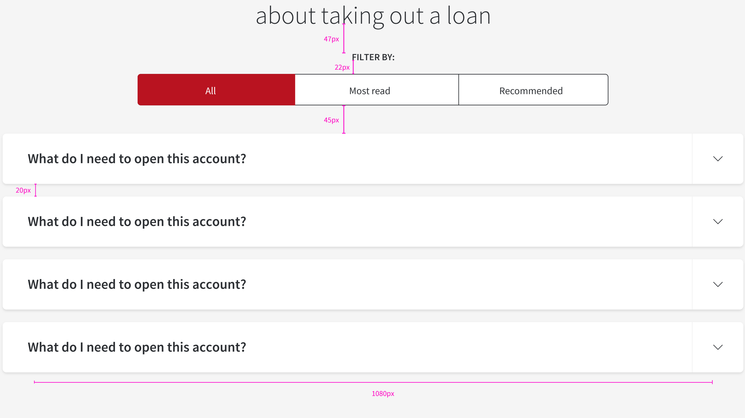
Icon-Arrow:

/* Icon-Arrow-down: */
background: #2E3135;

Divider:

/* Line Copy 2: */
border: 1px solid #F5F5F5

EXAMPLES



ACCORDIAN SCREEN SIZES

SCREEN SIZES

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USAGE

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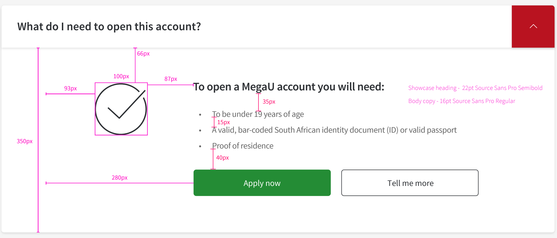
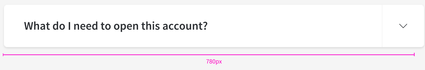
CLOSED - 1280

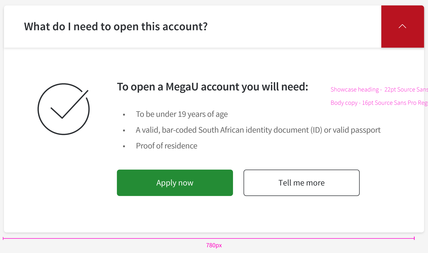
EXPANDED TRAY - 1280



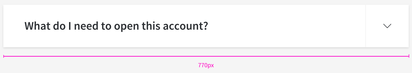
CLOSED - 960



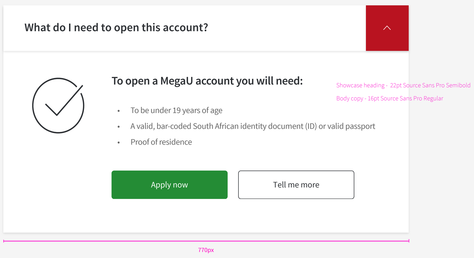
EXPANDED TRAY - 960



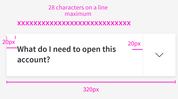
CLOSED - 960



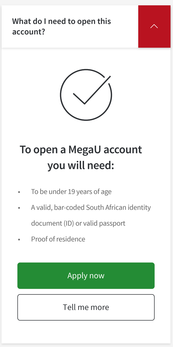
EXPANDED TRAY - 960

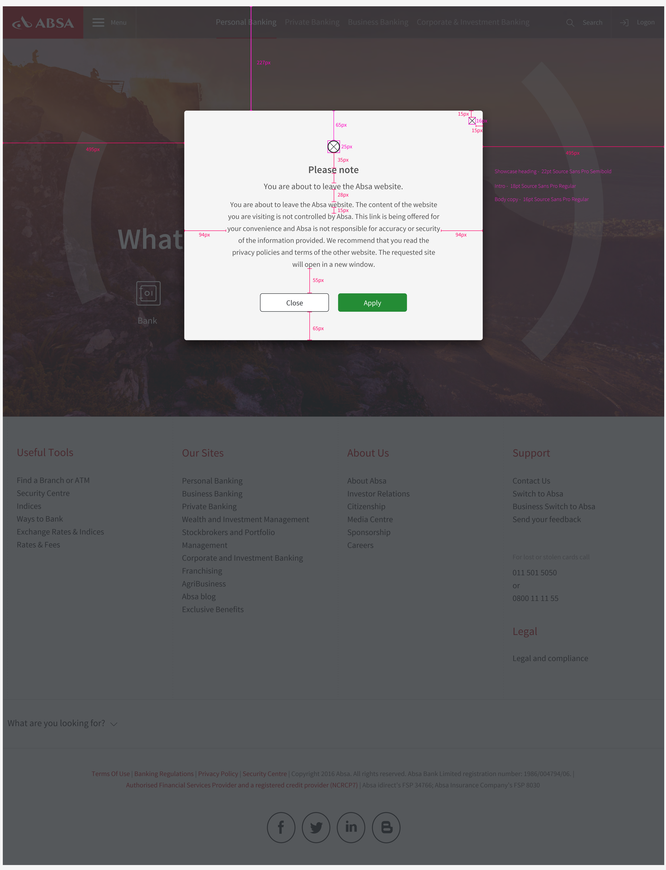


CLOSED - 960

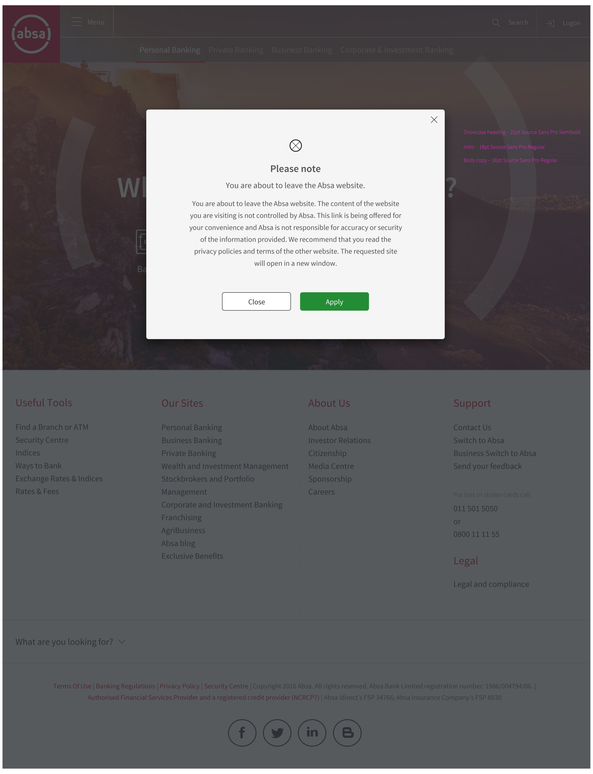


EXPANDED TRAY - 960

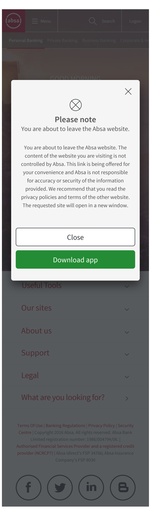




MODAL BOX - @1280



MODAL BOX - @320



CHECKBOXES

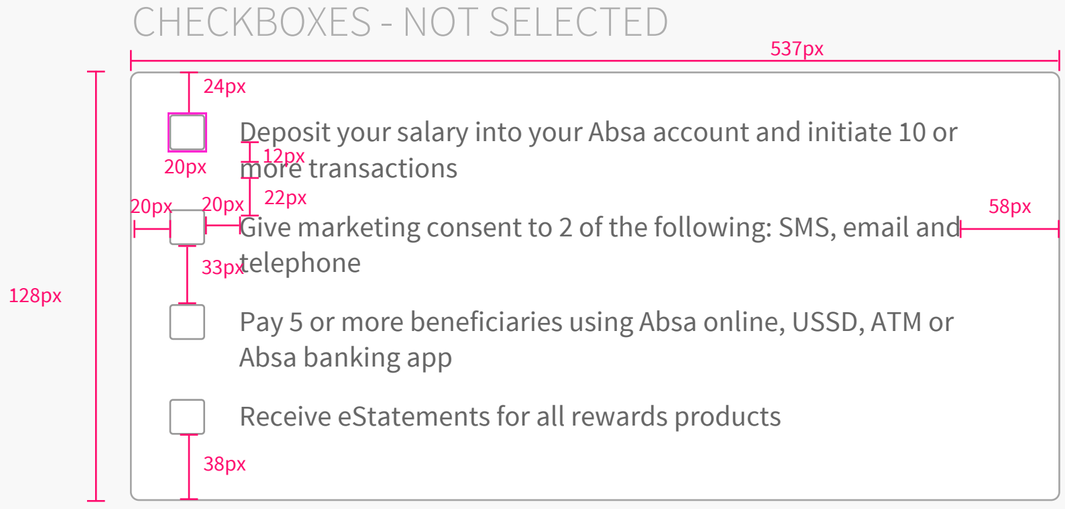
Quick decription *of component: Checkboxes are used to verify a list of information.*

USAGE

Text
Text should be short and to point. Guidelines how to use

Structure
Text should be short and to point. Guidelines how to use

CHECKBOXES - NOT SELECTED



CHECKBOXES - SELECTED

- [x] Deposit your salary into your Absa account and initiate 10 or more transactions
- [x] Give marketing consent to 2 of the following: SMS, email and telephone
- [x] Pay 5 or more beneficiaries using Absa online, USSD, ATM or Absa banking app
- [x] Receive eStatements for all rewards products

STYLE | CSS ATTRIBUTES

Image overlay:

```
/* Text: */
font-family: SourceSansPro-Regular;
font-size: 16px;
color: #666666;
letter-spacing: 0;
```

Text:

```
/* Rectangle: */
background: #666666;
border-radius: 4px;
```

Text:

```
/* Check mark: */
transform: rotate(-45deg);
background: #F5F5F5;
border-radius: 4px;
```

RADIO BUTTONS

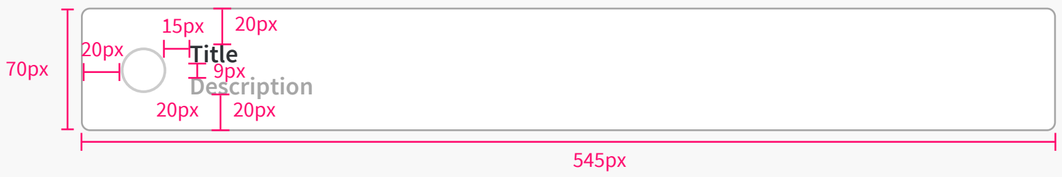
Quick decription *of component: Radio buttons are used to define on/off selections, with a title and description of the selection.*

USAGE

Text
Text should be short and to point. Guidelines how to use

Structure
Text should be short and to point. Guidelines how to use

RADIO BUTTON - NOT SELECTED



RADIO BUTTON - SELECTED

STYLE | CSS ATTRIBUTES

Image overlay:

/* Content Block: */
background: #FFFFFF;
border: 1px solid #A5A5A5;
border-radius: 5px;

Text:

/* Title Description: */
font-family: SourceSansPro-Semibold;
font-size: 14px;
color: #2E3135;
letter-spacing: 0;

Text:

/* Oval Outline: */
border: 1px solid #666666;

Text:

/* Oval Fill: */
background: #666666;

FOOTER

OVERVIEW

Desktop 1440 - 1280

320px | 340px | 275px | 350px

Heading 6 - 24pt Source Sans Pro Semibold

80px

Useful Tools

35px

16px

Find a Branch or ATM
Security Centre
Indices
Ways to Bank
Exchange Rates & Indices
Rates & Fees

Intro - 18pt Source Sans Pro Regular

56px

Our Sites

35px

16px

Personal Banking
Business Banking
Private Banking
Wealth and Investment
Management
Stockbrokers and Portfolio
Management
Corporate and Investment Banking
Franchising
AgriBusiness
Absa blog
Exclusive Benefits

56px

About Us

About Absa
Investor Relations
Citizenship
Media Centre
Sponsorship
Careers

56px

Support

Contact Us
Switch to Absa
Business Switch to Absa
Send your feedback

35px

For lost or stolen cards call
011 501 5050
or
0800 11 11 55

35px

Legal

35px

Legal and compliance
Terms of Use
Banking Regulations
Privacy Policy

50px

80px

What are you looking for?

20px

Accordian label - 20pt Source Sans Pro Regular

90px

Terms Of Use | Banking Regulations | Privacy Policy | Security Centre | Copyright 2016 Absa. All rights reserved. Absa Bank Limited registration number: 1986/004794/06. | Authorised Financial Services Provider and a registered credit provider (NCRCP7) | Absa idirect's FSP 34766; Absa Insurance Company's FSP 8030

Legal - 15pt Source Sans Pro Regular

Tablet 960 - 768

Useful Tools

Find a Branch or ATM
Security Centre
Indices
Ways to Bank
Exchange Rates & Indices
Rates & Fees

Our Sites

Personal Banking
Business Banking
Private Banking
Wealth and Investment
Management
Stockbrokers and Portfolio
Management
Corporate and Investment
Banking
Franchising
AgriBusiness
Absa blog
Exclusive Benefits

About Us

About Absa
Investor Relations
Citizenship
Media Centre
Sponsorship
Careers

Support

Contact Us
Switch to Absa
Business Switch to Absa
Send your feedback

For lost or stolen cards call
011 501 5050
or
0800 11 11 55

Legal

Legal and compliance
Terms of Use
Banking Regulations
Privacy Policy

Heading - 20pt Source Sans Pro Semibold

Intro - 14pt Source Sans Pro Regular

What are you looking for?

Accordian label - 16pt Source Sans Pro Regular

Terms Of Use | Banking Regulations | Privacy Policy | Security Centre | Copyright 2016 Absa. All rights reserved. Absa Bank Limited registration number:1986/004794/06. | Authorised Financial Services Provider and a registered credit provider (NCRCP7) | Absa idirect's FSP 34766; Absa Insurance Company's FSP 8030

Legal - 13pt Source Sans Pro Regular

Desktop 765 - 320

Useful Tools
Our sites
About us
Support
Legal
What are you looking for?

Terms Of Use | Banking Regulations | Privacy Policy | Security Centre | Copyright 2016 Absa. All rights reserved. Absa Bank Limited registration number: 1986/004794/06. | Authorised Financial Services Provider and a registered credit provider (NCRCP7) | Absa idirect's FSP 34766; Absa Insurance Company's FSP 8030

Useful Tools
Our sites
About us

Investor Relations
Citizenship
Media Centre
Sponsorship
Careers

Support
Legal
What are you looking for?

Terms Of Use | Banking Regulations | Privacy Policy | Security Centre | Copyright 2016 Absa. All rights reserved. Absa Bank Limited registration number: 1986/004794/06. | Authorised Financial Services Provider and a registered credit provider (NCRCP7) | Absa idirect's FSP 34766; Absa Insurance Company's FSP 8030

Heading - 18pt Source Sans Pro Semibold

Intro - 16pt Source Sans Pro Regular

Accordian label - 16pt Source Sans Pro Regular

Legal - 10pt Source Sans Pro Regular

ALERTS

Messages that communicate information to the user.

USAGE

Accessibility
Toast Notifications have a fixed width but the height may vary depending on the content. The width and height of Inline Notifications may vary depending on content.

Tile
All notifications have subject titles.

Message
The body of the notification should be contained within two lines. Be descriptive and include any troubleshooting actions or next steps. When possible, communicate the main message using just the title.

Dismissal
All notifications have at least one method of dismissal. Typically, it is a small “x” in the upper right hand corner.

Icons
Icons may provide additional clarity. Icons should be placed to the left of a title. These glyphs (20x20) can be found in the iconography library.

Error
Success
Warning
Information

PLACEMENT
Infield alert

Input label: message written inline.

78, 000.00

Amount too high

Input label: message written inline.

0.00

You will not be able to make any payments.

Form heading - 16pt Source Sans Pro Regular

Form copy - 16pt Source Sans Pro Regular

Form label - 16pt Source Sans Pro Regular

10px

Input label: message written inline.

78, 000.00

Amount too high

Message content
Keep the message inline short, with no more than 6 words. Keep in mind reposnsive mobile 320.

STYLE | CSS ATTRIBUTES

Icon:
/* Icon 20/20: */
border: 1px solid #2E3135;
/* ?: */
background: #2E3135;

Icon hover:
/* Fill 1: */
background: #EEEEEE;
/* Oval: */
background: #2F9FFF;
border: 1px solid #2F9FFF;
/* ?: */
background: #FFFFFF;

Text:
/* Tile Shape: */
background: #F20608;
box-shadow: 0 2px 5px 0 rgba(0,0,0,0.06);
border-radius: 5px;

Tooltip background:
/* Tile Shape: */
background: #F20608;
box-shadow: 0 2px 5px 0 rgba(0,0,0,0.06);
border-radius: 5px;

ACCESSIBILITY: VISUAL IMPAIRMENT

Input label

R 78, 000.00

Input label

R 78, 000.00

Don’t
Don’t rely on colour alone to feedback to the user. A Colour blind person cannot see the difference.

Warning field with message written inline.

R 0.00

Warning field with message written inline.

R 0.00

Do
Use supporting text to explain the error associated with a field. Additionally, you can use icons to help help convey your message. Remember that you do not need to shy away from using red and green, you just need to afford your visually impaired user the same information a non visually impared user would get.

Check full listing on visual impairment >

NOTIFICATIONS

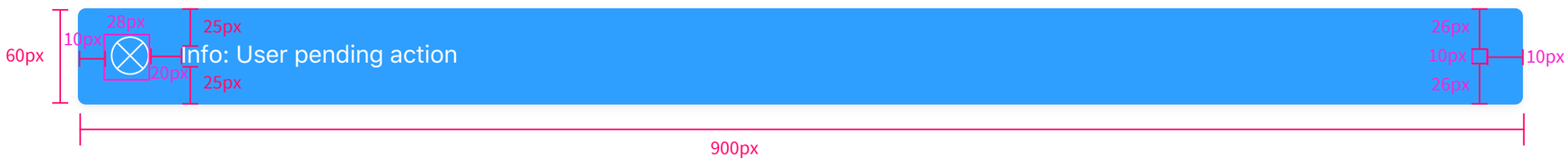
900

Network down: Please try again.

Notification - 15pt Source Sans Pro Semibold
Notification - 15pt Source Sans Pro Regular

Success: Application sent!

Warning: User has to be admin



STYLE | CSS ATTRIBUTES

Icon 25 x25

Error Label:
/* Tab One: */
font-family: SourceSansPro
weight: Semibold
font-size: 18px;
color: #FFFFFF;
letter-spacing: 0

Description:
/* Red Shape: */
background: #B91320;
border-radius: 5px 0 0 5px;

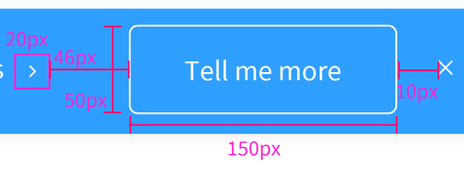
Tile:
/* Tile Shape: */
background: #F20608;
box-shadow: 0 2px 5px 0 rgba(0,0,0,0.06);
border-radius: 5px;

Error message: Check your Emal input. Contact us › Try again ×

Success: Application sent! Contact us › Return to home ×

No connection: check your network settings. Contact us › Try again ×

Info: We use cookies to optimize the user experience. Contact us › Tell me more ×



700

Network down: Please try again.

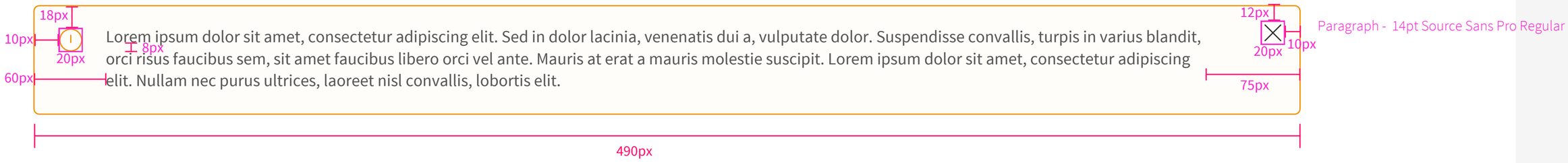
500

Network down: Please try again.

ALERTS

ALERTS

DESKTOP @1280



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed in dolor lacinia, venenatis dui a, vulputate dolor. Suspendisse convallis, turpis in varius blandit, orci risus faucibus sem, sit amet faucibus libero orci vel ante. Mauris at erat a mauris molestie suscipit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam nec purus ultrices, laoreet nisl convallis, lobortis elit.

TABLET @1024PX

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed in dolor lacinia, venenatis dui a, vulputate dolor. Suspendisse convallis, turpis in varius blandit, orci risus faucibus sem, sit amet faucibus libero orci vel ante. Mauris at erat a mauris molestie suscipit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam nec purus ultrices, laoreet nisl convallis, lobortis elit.

TABLET @768PX

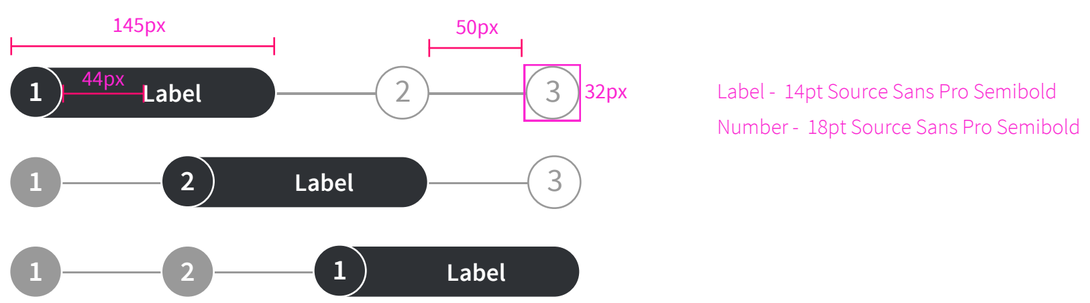
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed in dolor lacinia, venenatis dui a, vulputate dolor. Suspendisse convallis, turpis in varius blandit, orci risus faucibus sem, sit amet faucibus libero orci vel ante. Mauris at erat a mauris molestie suscipit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam nec purus ultrices, laoreet nisl convallis, lobortis elit.

TABLET @320PX

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed in dolor lacinia, venenatis dui a, vulputate dolor. Suspendisse convallis, turpis in varius blandit, orci risus faucibus sem, sit amet faucibus libero orci vel ante. Mauris at erat a mauris molestie suscipit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam nec purus ultrices, laoreet nisl convallis, lobortis elit.

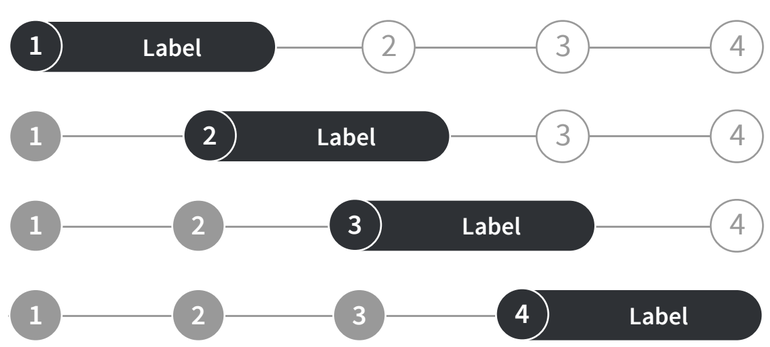
PROGRESS INDICATOR

PROGRESS WITH 3 STEPS

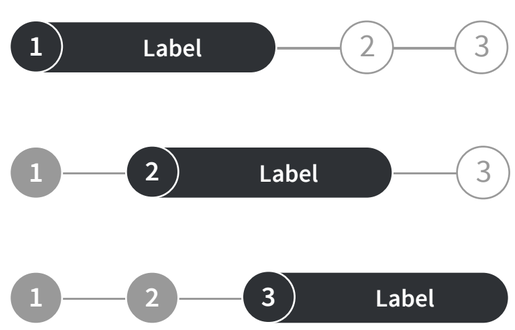


Label - 14pt Source Sans Pro Semibold
Number - 18pt Source Sans Pro Semibold

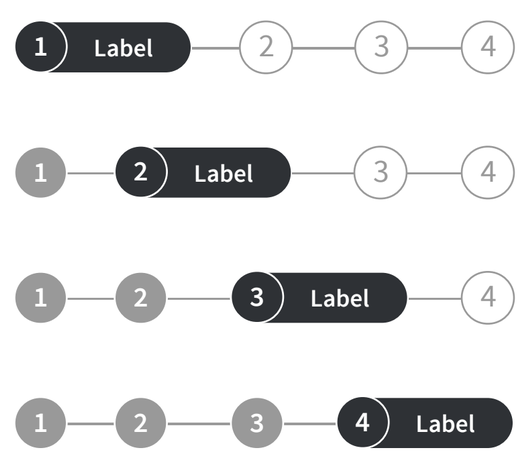
PROGRESS WITH 4 STEPS



MOBILE @320PX - 3 STEP



MOBILE @320PX - 4 STEP



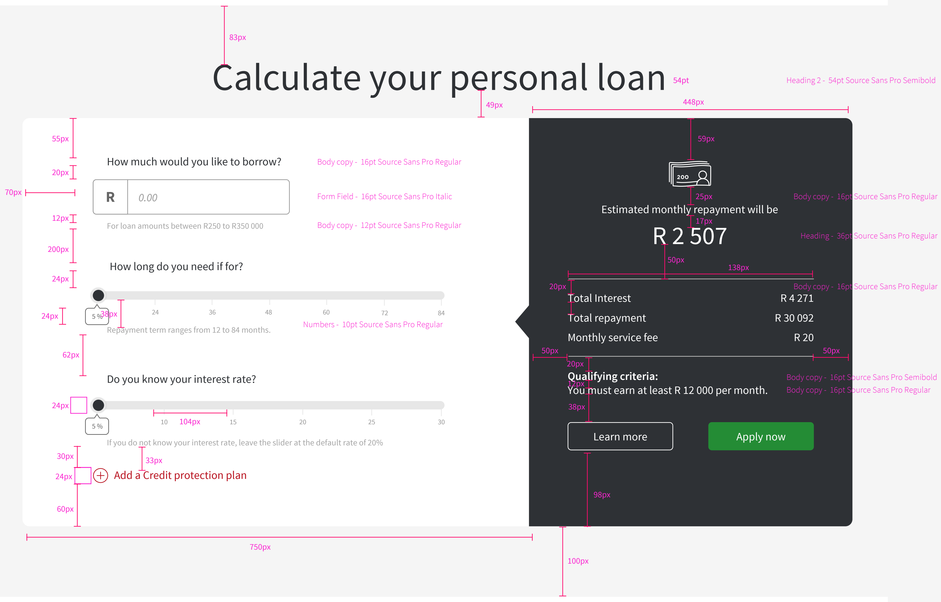
CALCULATOR - PERSONAL LOAN

Quick decription *of component: Calculator allows for the user to ustilise form fields and scroll bars to indicate pretinent information in order to result in estimated results based on input data.*

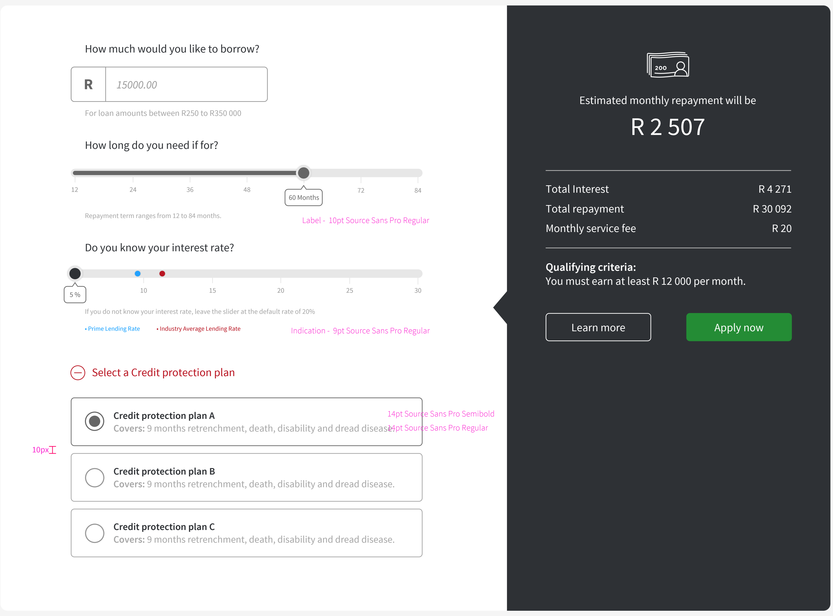
USAGE

Text
Text should be short and to point. Guidelines how to use

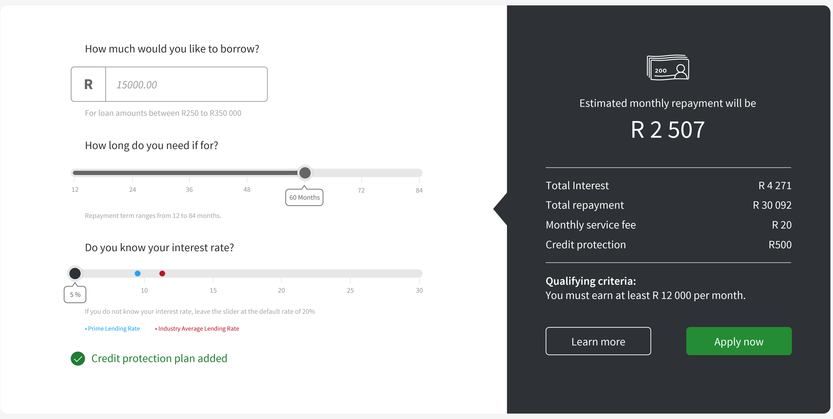
Structure
Text should be short and to point. Guidelines how to use



Calculate your personal loan



Calculate your personal loan



CALCULATOR - REVOLVING LOAN

Quick decription *of component: Accordions are used to house large body of content. It should only be used for extra information, educational snippets or process steps.*

USAGE

Text
Text should be short and to point. Guidelines how to use

Structure
Text should be short and to point. Guidelines how to use

Calculate your revolving loan

R 0.00

For loan amounts between R250 to R350 000

How long do you need if for?

12 24 36 48 60 72 84

Repayment term ranges from 12 to 84 months.

Do you know your interest rate?

5 % 10 15 20 25 30

If you do not know your interest rate, leave the slider at the default rate of 20%

• Prime Lending Rate • Industry Average Lending Rate

+ Add a Credit protection plan

Estimated monthly repayment will be

R 2 507

Total Interest	R 4 271
Total repayment	R 30 092
Monthly service fee	R 20

Qualifying criteria:
You must earn at least R 12 000 per month.

Learn more | Apply now

Calculate your revolving loan

R 15 000.00

For loan amounts between R250 to R350 000

How long do you need if for?

12 24 36 48 60 Months 72 84

Repayment term ranges from 12 to 84 months.

Do you know your interest rate?

5 % 10 15 20 25 30

If you do not know your interest rate, leave the slider at the default rate of 20%

• Prime Lending Rate • Industry Average Lending Rate

− Select a Credit protection plan

- (●) **Plan A - R 217 p/m**
  Covers: 9 months retrenchment, death, disability and dread disease.
- ( ) **Plan B - R 300 p/m**
  Covers: 9 months retrenchment, death, disability and dread disease.
- ( ) **Plan C - R 393 p/m**
  Covers: 9 months retrenchment, death, disability and dread disease.
- ( ) **Plan D - R 439 p/m**
  Covers: 9 months retrenchment, death, disability and dread disease.
- ( ) **Taxi - R 508 p/m**
  Covers: 9 months retrenchment, death, disability and dread disease.
- ( ) **Platinum - R 600 p/m**
  Covers: 9 months retrenchment, death, disability and dread disease.
- ( ) **Diamond - R 700 p/m**
  Covers: 9 months retrenchment, death, disability and dread disease.

Estimated monthly repayment will be

R 2 507

Total Interest	R 4 271
Total repayment	R 30 092
Monthly service fee	R 20

Qualifying criteria:
You must earn at least R 12 000 per month.

Learn more | Apply now

Calculate your revolving loan

R 0.00

For loan amounts between R250 to R350 000

How long do you need if for?

12 24 36 48 60 Months 72 84

Repayment term ranges from 12 to 84 months.

Do you know your interest rate?

5 % 10 15 20 25 30

If you do not know your interest rate, leave the slider at the default rate of 20%

• Prime Lending Rate • Industry Average Lending Rate

✓ Credit protection plan added

Estimated monthly repayment will be

R 2 507

Total Interest	R 4 271
Total repayment	R 30 092
Monthly service fee	R 20
Credit protection	R500

Qualifying criteria:
You must earn at least R 12 000 per month.

Learn more | Apply now

CALCULATOR - OVERDRAFT

Quick decription *of component: Accordions are used to house large body of content. It should only be used for extra information, educational snippets or process steps.*

USAGE

Text
Text should be short and to point. Guidelines how to use

Structure
Text should be short and to point. Guidelines how to use

Calculate your personal loan

How much would you like to borrow?

R 0.00

For loan amounts between R250 to R350 000

How long do you need if for?

5 % 24 36 48 60 72 84

Repayment term ranges from 12 to 84 months.

Do you know your interest rate?

5 % 10 15 20 25 30

If you do not know your interest rate, leave the slider at the default rate of 20%

Add a Credit protection plan

Estimated monthly repayment will be

R 2 507

Total Interest	R 4 271
Total repayment	R 30 092
Monthly service fee	R 20

Qualifying criteria:
You must earn at least R 12 000 per month.

Learn more | Apply now

Calculate your personal loan

How much would you like to borrow?

R 15000.00

For loan amounts between R250 to R350 000

How long do you need if for?

12 24 36 48 60 Months 72 84

Repayment term ranges from 12 to 84 months.

Do you know your interest rate?

5 % 10 15 20 25 30

If you do not know your interest rate, leave the slider at the default rate of 20%

• Prime Lending Rate • Industry Average Lending Rate

Select a Credit protection plan

Credit protection plan A
Covers: 9 months retrenchment, death, disability and dread disease.

Credit protection plan B
Covers: 9 months retrenchment, death, disability and dread disease.

Credit protection plan C
Covers: 9 months retrenchment, death, disability and dread disease.

Estimated monthly repayment will be

R 2 507

Total Interest	R 4 271
Total repayment	R 30 092
Monthly service fee	R 20

Qualifying criteria:
You must earn at least R 12 000 per month.

Learn more | Apply now

Calculate your personal loan

How much would you like to borrow?

R 15000.00

For loan amounts between R250 to R350 000

How long do you need if for?

12 24 36 48 60 Months 72 84

Repayment term ranges from 12 to 84 months.

Do you know your interest rate?

5 % 10 15 20 25 30

If you do not know your interest rate, leave the slider at the default rate of 20%

• Prime Lending Rate • Industry Average Lending Rate

Credit protection plan added

Estimated monthly repayment will be

R 2 507

Total Interest	R 4 271
Total repayment	R 30 092
Monthly service fee	R 20
Credit protection	R500

Qualifying criteria:
You must earn at least R 12 000 per month.

Learn more | Apply now

CALCULATOR - HOME LOAN

Quick decription *of component: Accordions are used to house large body of content. It should only be used for extra information, educational snippets or process steps.*

USAGE

Text
Text should be short and to point. Guidelines how to use

Structure
Text should be short and to point. Guidelines how to use

Calculate your monthly home payments

Enter values to see what you can afford.

40px

40px

Repayment | Affordability | Switch

50px

Price of Property

R 0.00

Deposit

R 0.00

Interest Rate

% 0.00

Payment terms (monthly)

12 24 36 48 Months 60 72 84

Repayment term ranges from 12 to 84 months.

Estimated monthly repayment will be

R 2 507

Total Interest	R 4 271
Total repayment	R 30 092
Monthly service fee	R 20

Qualifying criteria:
You must earn at least R 12 000 per month.

Learn more | Apply now

40px

A residual or balloon payment amount is a lump sum payment that is due to the financier (bank) at the end of the loan term after all monthly repayments have been made.

50px

Calculate your monthly payments

Enter values to see what you can afford.

Repayment | Affordability | Switch

Gross monthly income

R 0.00

Interest Rate

% 0.00

Payment terms (monthly)

12 24 36 48 Months 60 72 84

Repayment term ranges from 12 to 84 months.

Estimated monthly repayment will be

R 2 507

Total Interest	R 4 271
Total repayment	R 30 092
Monthly service fee	R 20

Qualifying criteria:
You must earn at least R 12 000 per month.

Learn more | Apply now

A residual or balloon payment amount is a lump sum payment that is due to the financier (bank) at the end of the loan term after all monthly repayments have been made.

Calculate your monthly payments

Enter values to see what you can afford.

Repayment | Affordability | Switch

Purchase price / Bond amount

R 0.00

Interest Rate

% 0.00

Payment terms (monthly)

12 Months 24 36 48 50 72 84

Repayment term ranges from 12 to 84 months.

Estimated monthly repayment will be

R 2 507

Total Interest	R 4 271
Total repayment	R 30 092
Monthly service fee	R 20

Qualifying criteria:
You must earn at least R 12 000 per month.

Learn more | Apply now

A residual or balloon payment amount is a lump sum payment that is due to the financier (bank) at the end of the loan term after all monthly repayments have been made.

CALCULATOR - CAR LOAN

Quick decription *of component: Accordions are used to house large body of content. It should only be used for extra information, educational snippets or process steps.*

USAGE

Text
Text should be short and to point. Guidelines how to use

Structure
Text should be short and to point. Guidelines how to use

Calculate your monthly car payments

Enter values to see what you can afford.

Price of vehicle

R 0.00

Deposit

R 0.00

Interest Rate

% 0.00

The average interest rate for new car loans is 12.5%

How long do you want the repayment period to be?

12 Months

24 36 48 60 72 84

Repayment term ranges from 12 to 84 months.

Do you know your interest rate?

5 %

10 15 20 25 30

If you do not know your interest rate, leave the slider at the default rate of 20%

• Prime Lending Rate • Industry Average Lending Rate

Estimated monthly repayment will be

R 2 507

Total Interest	R 4 271
Total repayment	R 30 092
Monthly service fee	R 20

Qualifying criteria:
You must earn at least R 12 000 per month.

Learn more

Apply now

A residual or balloon payment amount is a lump sum payment that is due to the financier (bank) at the end of the loan term after all monthly repayments have been made.

CALCULATOR - REWARDS CALCULATOR

Quick decription *of component: Accordions are used to house large body of content. It should only be used for extra information, educational snippets or process steps.*

USAGE

Text
Text should be short and to point. Guidelines how to use

Structure
Text should be short and to point. Guidelines how to use

Rewards estimator

Products — 2 — 3

Select the products that you use to get points	Score
☐ Cheque with overdraft	170
☐ Home loan	150
☐ Savings / Cheque without overdraft	100
☐ Personal loan	70
☐ Vehicle and Assist	60
☐ Credit card	50
☐ Savings and Investment	15

Next

You are on
Level 1

Level 5	780+
Level 4	680
Level 3	580
Level 2	480
Level 1 (0)	0

Your rewards score lets you move up levels.
The higher your level, the more you save!

Click on each level above to get a break down of your Rewards

Disclaimer: Please note that this estimator is merely a rough calculation of potential Cash Rewards and does not constitute certified financial advice.

MULTISTACK

DESKTOP 1440

General guidelines:

TEXT
Be concise and specific. Titles have a max of two words.

Default selection
Based on usage, there should be a default selection. The default selection is always the first option in a switcher.

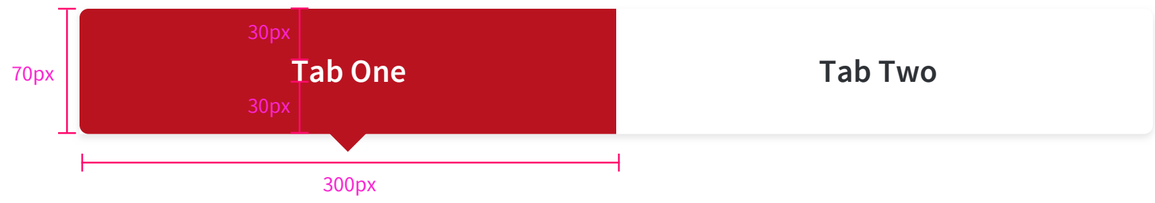
Single Tab : 300px width 70px height

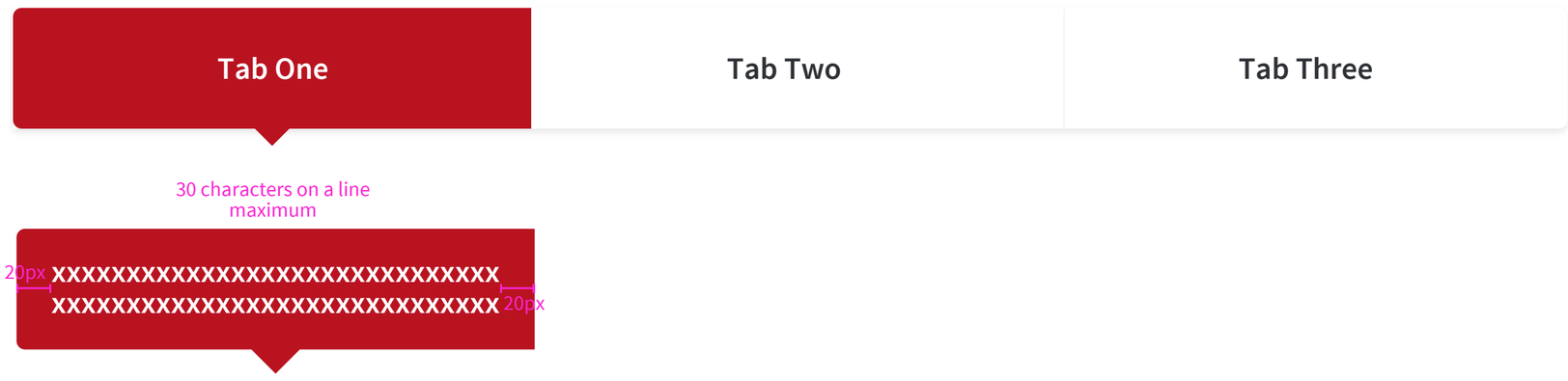
Double Tab : 600px width

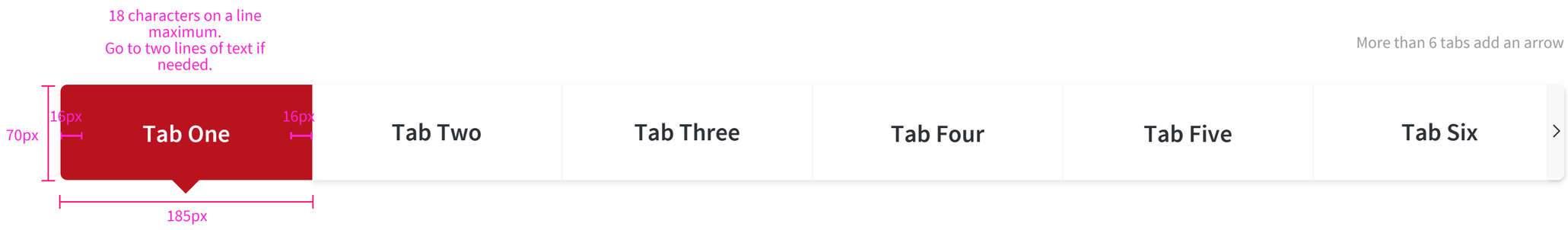
Triple : 900px width

Six tabs : 200px width

1400 max width: 1200px width







Check svmbols for full breakdown

STYLE | CSS ATTRIBUTES

Selected Label:
/* Tab One: */
font-family: SourceSansPro
weight: Semibold
font-size: 18px;
color: #FFFFFF;
letter-spacing: 0

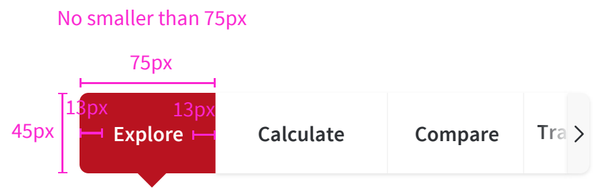
Selected Tab:
/* Red Shape: */
background: #B91320;
border-radius: 5px 0 0 5px;

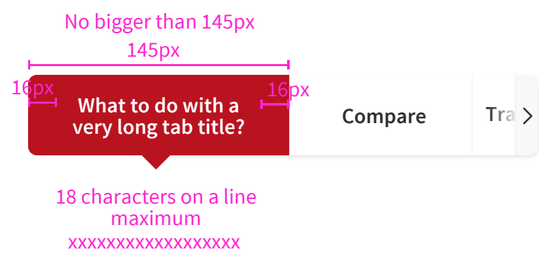
Selected Tab:
/* Red Shape: */
background: #B91320;
border-radius: 5px 0 0 5px;

Resting Tab:
/* White Shape: */
background: #FFFFFF;
box-shadow: 0 2px 4px 0 rgba(0,0,0,0.10);
border-radius: 0 0 5px 5px 0 0;

Divider:
/* Line Copy 2: */
border: 1px solid #F5F5F5

MOBILE 320





STYLE | CSS ATTRIBUTES

Selected Label:
/* Tab One: */
font-family: SourceSansPro
weight: Semibold
font-size: 12px;
color: #FFFFFF;
letter-spacing: 0

Selected Tab:
/* Red Shape: */
background: #B91320;
border-radius: 5px 0 0 5px;

Selected Tab:
/* Red Shape: */
background: #B91320;
border-radius: 5px 0 0 5px;

Resting Tab:
/* White Shape: */
background: #FFFFFF;
box-shadow: 0 2px 4px 0 rgba(0,0,0,0.10);
border-radius: 0 0 5px 5px 0 0;

Divider:
/* Line Copy 2: */
border: 1px solid #F5F5F5

FILTERS

DESKTOP

General guidelines:

TEXT
Be concise and specific. Titles have a max of two words.

Default selection
Based on usage, there should be a default selection. The default selection is always the first option in a switcher.

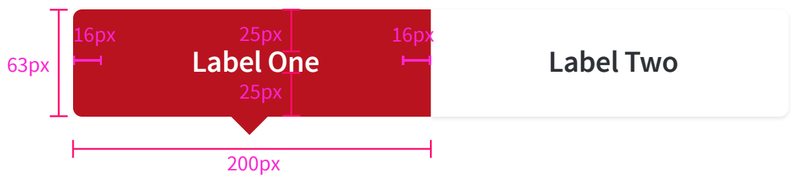
Two filter : 400px width

Three filter : 600px width

Four filter : 800px width

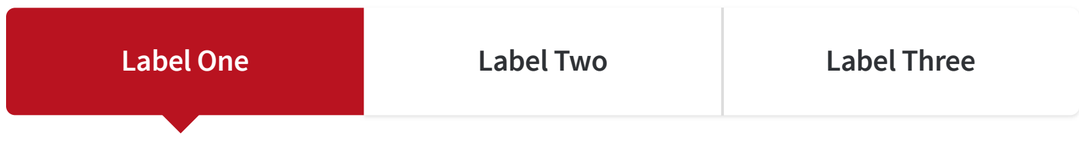
1400 max width: 1200px width

Two Blocks



21 characters on a line maximum.
Go to two lines of text if needed.
XXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXX

Three Blocks



Four Blocks

STYLE | CSS ATTRIBUTES

Selected Label:
/* Tab One: */
font-family: SourceSansPro
weight: Semibold
font-size: 17px;
color: #FFFFFF;
letter-spacing: 0

Selected Tab:
/* Red Shape: */
background: #B91320;
border-radius: 5px 0 0 5px;

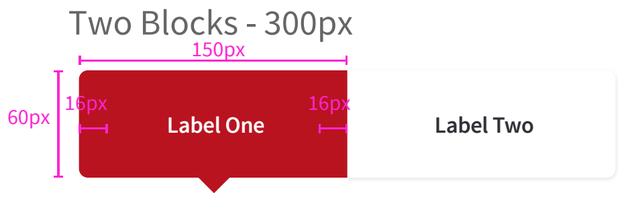
Selected Tab:
/* Red Shape: */
background: #B91320;
border-radius: 5px 0 0 5px;

Resting Tab:
/* White Shape: */
background: #FFFFFF;
box-shadow: 0 2px 4px 0 rgba(0,0,0,0.10);
border-radius: 0 0 5px 5px 0 0;

Divider:
/* Line Copy 2: */
border: 1px solid #F5F5F5

MOBILE

Two Blocks - 300px

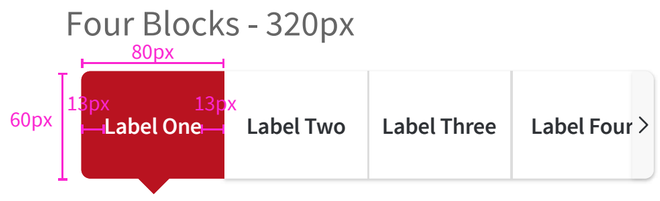


19 characters on a line maximum.
Go to two lines of text if needed.
XXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXX

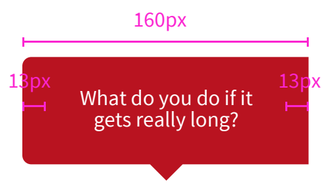
Three Blocks - 300px

11 characters on a line maximum.
Go to two lines of text if needed.
XXXXXXXXXXX
XXXXXXXXXXX

Four Blocks - 320px



8 characters on a line maximum.
Go to two lines of text if needed.
XXXXXXXX
XXXXXXXX



Width of the tab extends to 160px

STYLE | CSS ATTRIBUTES

Selected Label:
/* Tab One: */
font-family: SourceSansPro
weight: Semibold
font-size: 13px;
color: #FFFFFF;
letter-spacing: 0

Selected Tab:
/* Red Shape: */
background: #B91320;
border-radius: 5px 0 0 5px;

Selected Tab:
/* Red Shape: */
background: #B91320;
border-radius: 5px 0 0 5px;

Resting Tab:
/* White Shape: */
background: #FFFFFF;
box-shadow: 0 2px 4px 0 rgba(0,0,0,0.10);
border-radius: 0 0 5px 5px 0 0;

Divider:
/* Line Copy 2: */
border: 1px solid #F5F5F5

FAQ DESKTOP 1440

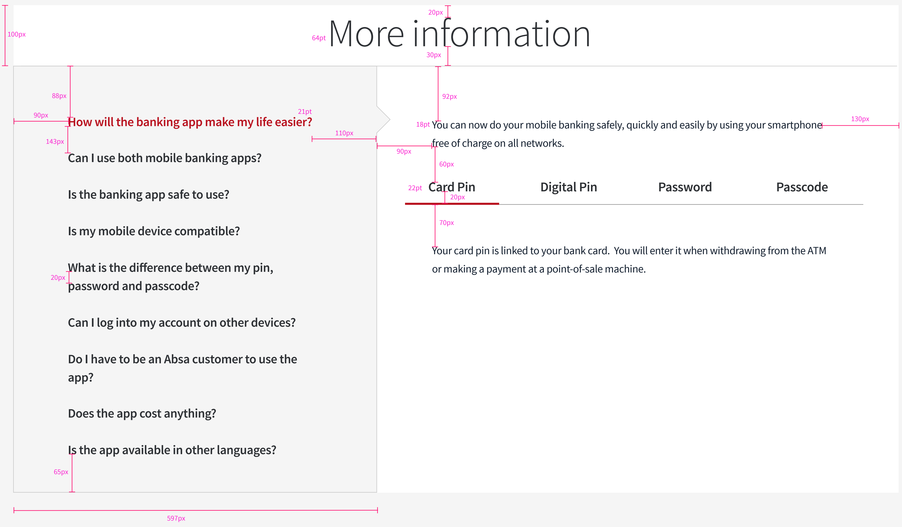
Quick description: *Frequently asked questions (FAQ), are listed questions and answers. The FAQ displays commonly asked questions pertaining to a particular topic or service.*

USAGE

Text
All FAQ questions are set in sentence case and should not exceed two lines. Set body text appropriately based on content.

Structure
The width of the FAQ container varies based on the content, layout, and page design.

FAQ DESKTOP 1440



FAQ ELEMENTS

HEADER | STYLE | CSS ATTRIBUTES

More information

Header Bar
- Height - 100px
- Width - screen width
- Colour - #FFFFFF
- Underline colour - #CCCCCC
- Underline thickness - 1px

Heading
- Weight - regular
- Size - 64pt
- Alignment - Center Aligned
- Colour - #2E3135

QUESTIONS CONTAINER | STYLE | CSS ATTRIBUTES

Container
- Height - 700px
- Width - 600px
- Colour - #F5F5F5
- Boarder colour - #CCCCCC
- Boarder width - 1px

Headings
- Weight - semibold
- Size - 22pt
- Alignment - Left Aligned
- Text colour - #2E3135
- Selected colour - #B91320

How will the banking app make my life easier?
Can I use both mobile banking apps?

Is the banking app safe to use?

Is my mobile device compatible?

What is the difference between my pin, password and passcode?

Can I log into my account on other devices?

Do I have to be an Absa customer to use the app?

Does the app cost anything?

Is the app available in other languages?

ANSWERS CONTAINER | STYLE | CSS ATTRIBUTES

Container
- Height - 700px
- Width - 860px
- Colour - #FFFFFF
- No Boarder

Body text
- Weight - Regular
- Size - 18pt
- Alignment - Left Aligned
- Colour - #2E3135

Heading text
- Weight - Semibold
- Size - 22pt
- Alignment - Left Aligned
- Colour - #2E3135

Red selection line
- Thickness - 3px
- Length - 155px
- Colour - #B91320

Grey line
- Thickness - 1px
- Length - 750px
- Colour - #B979797

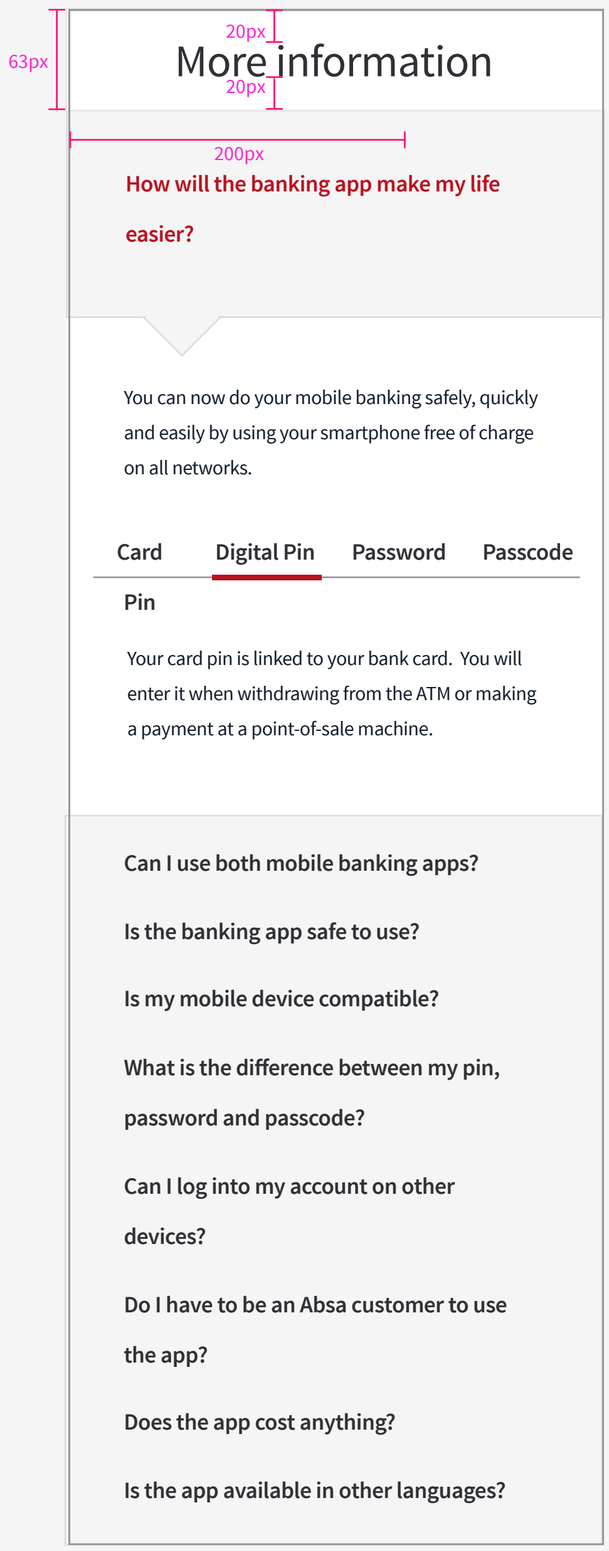
You can now do your mobile banking safely, quickly and easily by using your smartphone free of charge on all networks.

Card Pin | Digital Pin | Password | Passcode

Your card pin is linked to your bank card. You will enter it when withdrawing from the ATM or making a payment at a point-of-sale machine.

MOBILE FAQ

FAQ MOBILE 320PX



HEADER | STYLE | CSS ATTRIBUTES

More information

QUESTIONS CONTAINER | STYLE | CSS ATTRIBUTES

Container
- Height - 560px
- Width - Screen width
- Colour - #F5F5F5
- Boarder colour - #CCCCCC
- Boarder width - 1px

Headings
- Weight - semibold
- Size - 14pt
- Alignment - Left Aligned
- Text colour - #2E3135
- Selected colour - #B91320

How will the banking app make my life easier?

Can I use both mobile banking apps?

Is the banking app safe to use?

Is my mobile device compatible?

What is the difference between my pin, password and passcode?

Can I log into my account on other devices?

Do I have to be an Absa customer to use the app?

Does the app cost anything?

Is the app available in other languages?

ANSWERS CONTAINER | STYLE | CSS ATTRIBUTES

Container
- Height - 300px
- Width - Screen width
- Colour - #FFFFFF
- No Boarder

Body text
- Weight - Regular
- Size - 12pt
- Alignment - Left Aligned
- Colour - #2E3135

Heading text
- Weight - Semibold
- Size - 14pt
- Alignment - Left Aligned
- Colour - #2E3135

Red selection line
- Thickness - 3px
- Length - 65px
- Colour - #B91320

Grey line
- Thickness - 1px
- Length - 290px
- Colour - #B979797

You can now do your mobile banking safely, quickly and easily by using your smartphone free of charge on all networks.

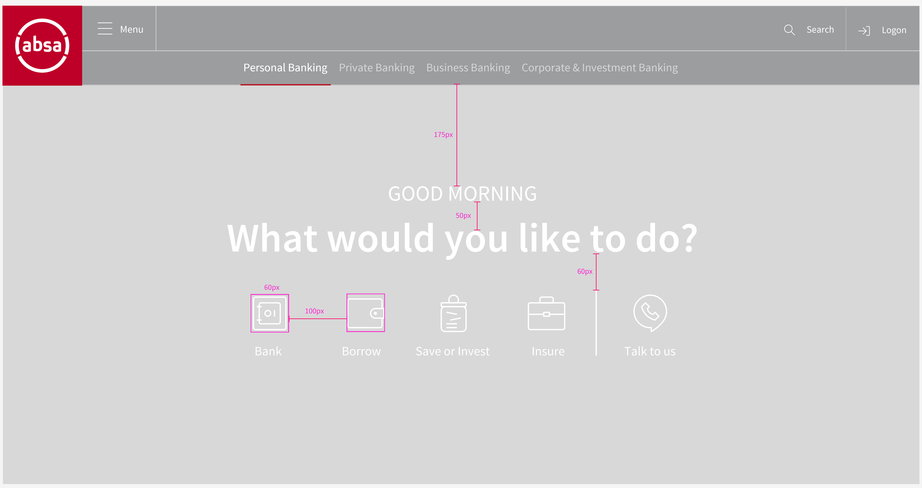
Card | Digital Pin | Password | Passcode

Pin

Your card pin is linked to your bank card. You will enter it when withdrawing from the ATM or making a payment at a point-of-sale machine.

HEADER

HOMEPAGE HEADER



HEADER DESKTOP 1440

A header includes the company or organization's logo, as well as the main navigation bar. This section, which resides at the top of each webpage, is often part of a template and therefore is the same across all pages within a website or section of a website.

USAGE

Text
All text is set in sentence case and should not exceed two lines. Set body text appropriately based on content.

Structure
Header image accompanied by appropriate and related coy to help guide users.

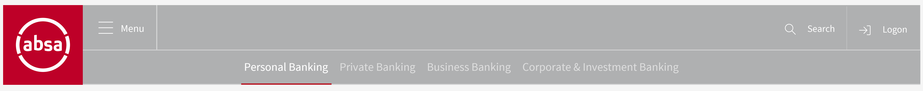
HOMEPAGE HEADER IMAGE

HEADER IMAGE | STYLE | CSS ATTRIBUTES

Image:

/* image: */
width: responsive
height: 750px
/* overlay: */
opacity: 0.2;
background: #2E3135;

NAVIGATION BAR



NAVIGATION BAR | STYLE | CSS ATTRIBUTES

STRUCTURE | Navigation bar is static at the top of the screen and overlays the header image.

Logo:

/* Rectangle: */
Alignment: left aligned
background: #B91320;
Logo: centered

Bar:

/* BG - 20%: */
background: #2E3135;
width: screen width
height: 70px

Options:

/* Options: */
opacity: 0.6;
font-family: SourceSansPro-Regular;
font-size: 18px;
color: #FFFFFF;
letter-spacing: 0;

Active Option:

/* Active options: */
font-family: SourceSansPro-Regular;
font-size: 18px;
color: #FFFFFF;
letter-spacing: 0;
/* Line: */
border: 2px solid #F8F8F8;
opacity: 0.2;

Icons:

/* size: */
width: 20px
height 20px
left of description
colour: #FFFFFF

Icon description:

/* Word: */
font-family: SourceSansPro-Regular;
font-size: 15px;
color: #FFFFFF;
letter-spacing: 0;

VERTICLES

34pt Source Sans Pro Regular

64pt Source Sans Pro Semibold

VERTICLES | STYLE | CSS ATTRIBUTES

STRUCTURE | Aligned to the center of the header image.

Welcome message:

/* What would you like: */
font-family: SourceSansPro-Semibold;
font-size: 64px;
color: #FFFFFF;
letter-spacing: 0;
line-height: 74px;

Welcome message:

/* Good morning.: */
font-family: SourceSansPro-Regular;
font-size: 34px;
color: #FFFFFF;
letter-spacing: 0;
line-height: 44px;

Verticle Option:

/* Bank option: */
font-family: SourceSansPro-Regular;
font-size: 20px;
color: #FFFFFF;
letter-spacing: 0;
line-height: 30px;

Icon:

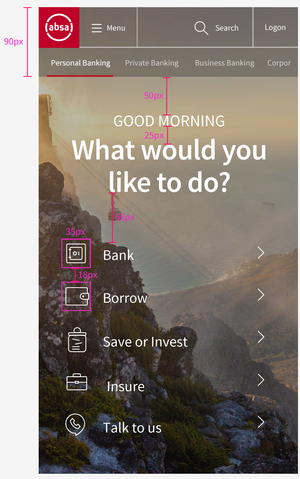
/* Icon: */
size: 60 x 60px
line width: 2px
colour: #FFFFFF

Dividing Line:

/* Line: */
border: 2px solid
#FFFFFF;
length: 100px

HEADER

HOMEPAGE HEADER MOBILE 320



A header includes the company or organization's logo, as well as the main navigation bar. This section, which resides at the top of each webpage, is often part of a template and therefore is the same across all pages within a website or section of a website.

USAGE

Text
All text is set in sentence case and should not exceed two lines. Set body text appropriately based on content.

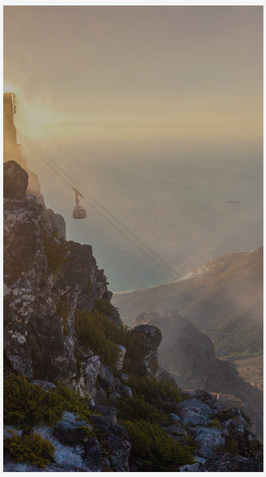
Structure
Header image accompanied by appropriate and related coy to help guide users.

HEADER IMAGE

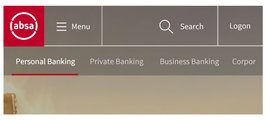
HEADER IMAGE | STYLE | CSS ATTRIBUTES

Image:

/* image: */
width: responsive
height: 570px
/* overlay: */
opacity: 0.2;
background: #2E3135;



NAVIGATION BAR



NAVIGATION BAR | STYLE | CSS ATTRIBUTES

STRUCTURE | Navigation bar is static at the top of the screen and overlays the header image.

Alpha Logo:

/* Logo_Absa-Alpha: */
/* Rectangle: */
background: #B91320;
size: 75 x 60px
/* Alpha logo: */
background: #FFFFFF;
size: 45 x 30px

Top Bar:

/* Rectangle: */
width: responsive
height: 60px
background:
rgba(0,0,0,0.20);

Options:

/* Option 1-…: */
opacity: 0.6;
font-family: SourceSansPro-Regular;
font-size: 12px;
color: #FFFFFF;
letter-spacing: -0.3px;

Active Option:

/* Active option: */
font-family: SourceSansPro-Regular;
font-size: 12px;
color: #FFFFFF;
letter-spacing: -0.3px;
/* Underline: */
border: 2px solid #B91320;
/* Line: */
opacity: 0.2;
border: 1px solid #FFFFFF;

Bottom Bar:

/* Rectangle: */
background: 0;
width: responsive
height: 40px

Icon description:

/* Word: */
font-family: SourceSansPro-Regular;
font-size: 10px;
color: #FFFFFF;
letter-spacing: -0.3px;;

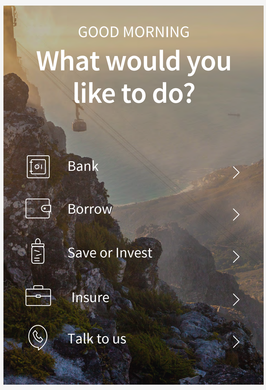
Icons:

/* size: */
width: 15px
height 15px
left of description

Deviders:

/* Lines: */
opacity: 0.5;
border: 1px solid
#FFFFFF;

VERTICLES



VERTICLES | STYLE | CSS ATTRIBUTES

STRUCTURE | Aligned to the center of the header image.

Welcome message:

/* Good morning.: */
font-family: SourceSansPro-Regular;
font-size: 20px;
color: #FFFFFF;
letter-spacing: 0;

Question:

/* What would you like: */
font-family: SourceSansPro-Semibold;
font-size: 36px;
color: #FFFFFF;
letter-spacing: -0.56px;
line-height: 40px;

Verticle Option:

/* Bank: */
font-family: SourceSansPro-Regular;
font-size: 18px;
color: #FFFFFF;
letter-spacing: 0;

Arrow:

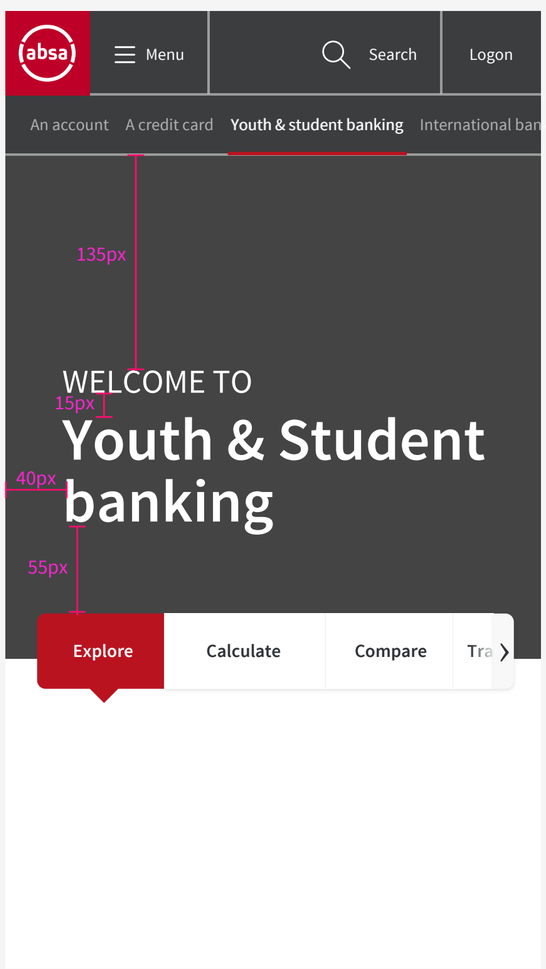
/* Arrow: */
background: #FFFFFF;
size: 15px

Icon:

/* Icon: */
size: 40 x 40px
line width: 2px
colour: #FFFFFF

HEADER

SECONDARY HEADER MOBILE 320



A header includes the company or organization's logo, as well as the main navigation bar. This section, which resides at the top of each webpage, is often part of a template and therefore is the same across all pages within a website or section of a website.

USAGE

Text
All text is set in sentence case and should not exceed two lines. Set body text appropriately based on content.
Headings are left aligned.

Structure
Header image accompanied by appropriate and related coy to help guide users.

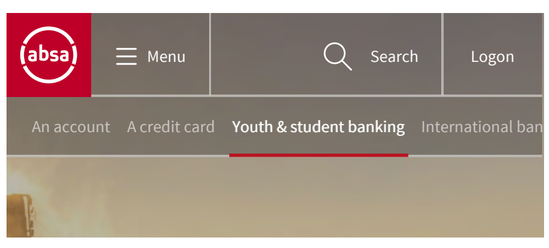
SECONDARY IMAGE

HEADER IMAGE | STYLE | CSS ATTRIBUTES

Image:

/* image: */
width: responsive
height: 390px
/* overlay: */
opacity: 0.2;
background: #2E3135;

NAVIGATION BAR



NAVIGATION BAR | STYLE | CSS ATTRIBUTES

STRUCTURE | Navigation bar is static at the top of the screen and overlays the header image.

Alpha Logo:

/* Logo_Absa-Alpha: */
/* Rectangle: */
background: #B91320;
size: 75 x 60px
/* Alpha logo: */
background: #FFFFFF;
size: 45 x 30px

Top Bar:

/* Rectangle: */
width: responsive
height: 60px
background:
rgba(0,0,0,0.20);

Options:

/* Option 1-…: */
opacity: 0.6;
font-family: SourceSansPro-Regular;
font-size: 12px;
color: #FFFFFF;
letter-spacing: -0.3px;

Active Option:

/* Active option: */
font-family: SourceSansPro-Regular;
font-size: 12px;
color: #FFFFFF;
letter-spacing: -0.3px;
/* Underline: */
border: 2px solid #B91320;
/* Line: */
opacity: 0.2;
border: 1px solid #FFFFFF;

Bottom Bar:

/* Rectangle: */
background: 0;
width: responsive
height: 40px

Icon description:

/* Word: */
font-family: SourceSansPro-Regular;
font-size: 10px;
color: #FFFFFF;
letter-spacing: -0.3px;;

Icons:

/* size: */
width: 15px
height 15px
left of description

Deviders:

/* Lines: */
opacity: 0.5;
border: 1px solid #FFFFFF;

HEADER

HEADING | STYLE | CSS ATTRIBUTES

STRUCTURE | Aligned to the center of the header image.

Welcome to:

/* Welcome to: */
font-family: SourceSansPro-Regular;
font-size: 20px;
color: #FFFFFF;
letter-spacing: 0;
line-height: 33px;
alignment: left aligned

H1:

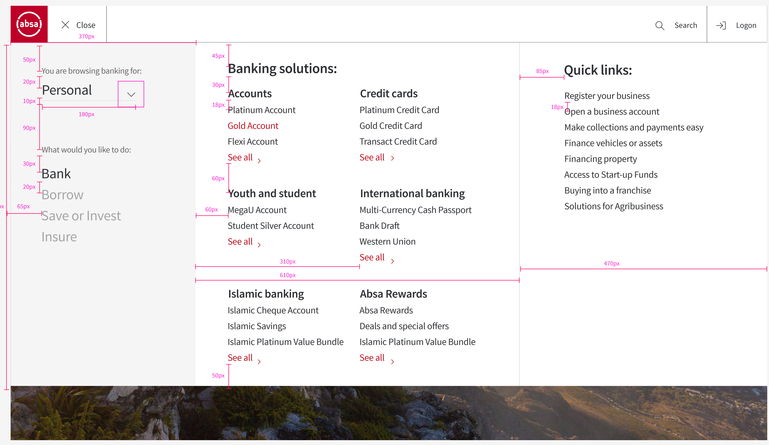
/* Youth & Student bank: */
font-family: SourceSansPro-Semibold;
font-size: 36px;
color: #FFFFFF;
letter-spacing: 0;
line-height: 37px;
alignment: left aligned

Icon:

/* Icon: */
size: 60 x 60px
line width: 2px
colour: #FFFFFF
alignment: left aligned

MEGAMENU

MEGAMENU DESKTOP



MEGAMENU

Quick description: *MegaMenus are a type of expandable menu in which many choices or links are displayed in a two-dimensional dropdown layout. They are an excellent design choice for accommodating a large number of options or for revealing lower-level site pages at a glance.*

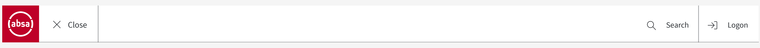
USAGE

Text
All MegaMenu links are set in sentence case and should not exceed one lines. Set body text appropriately based on content.

Text - Selection
Hover and click states turn charcoal text red, as illustrated throughout. "See all >" is always red.

Structure
The width of the MegaMenu container stretches to the width of the screen and adjusts to the height of the presented content.

ACTIVE NAVIGATION BAR



ACTIVE NAVIGATION BAR | STYLE | CSS ATTRIBUTES

Logo:

```
/* Rectangle: */
Alignment: left aligned
background: #B91320;
Logo: centered
```

Bar:

```
/* BG - 40%: */
background: #FFFFFF;
width: screen width
height: 70px
```

Options:

```
/* Personal Banking Pri: */
opacity: 0.6;
font-family: SourceSansPro-Regular;
font-size: 18px;
color: #2E3135;
letter-spacing: 0;
```

Active Option:

```
/* Personal Banking: */
font-family: SourceSansPro-Regular;
font-size: 18px;
color: #2E3135;
letter-spacing: 0;
/* Line: */
border: 2px solid #B91320;
```

Icons:

```
/* size: */
width: 20px
height 20px
left of description
```

Icon description:

```
/* Word: */
font-family: SourceSansPro-Regular;
font-size: 15px;
color: #2E3135;
letter-spacing: 0;
```

INTERACTION CONTAINER

INTERACTION CONATINER | STYLE | CSS ATTRIBUTES

Container:

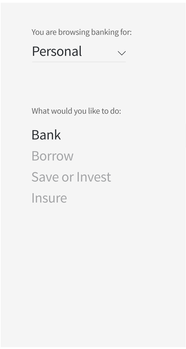
```
/* Combined Shape: */
background: #F5F5F5;
width: 350px (responsive to screen width)
height: responsive to content
```

Browsing categorie:

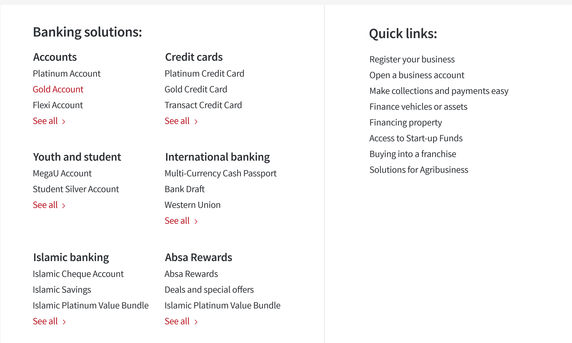
```
/* Above description: */
font-family: SourceSansPro-Regular;
font-size: 16px;
color: #2E3135;
letter-spacing: -0.25px;
line-height: 30px;
/* Option: */
font-family: SourceSansPro-Regular;
font-size: 27px;
color: #2E3135;
letter-spacing: -0.42px;
line-height: 30px;
/* Arrow: */
background: #2E3135;
size: 20 x 20px
/* Line: */
opacity: 0.33;
border: 1px solid #BBBBBB;
```

Selective options:

```
/* Above description: */
font-family: SourceSansPro-Regular;
font-size: 16px;
color: #2E3135;
letter-spacing: -0.25px;
line-height: 30px;
/* Selected option: */
font-family: SourceSansPro-Regular;
font-size: 27px;
color: #2E3135;
letter-spacing: -0.38px;
line-height: 30px;
/* Unselected option: */
opacity: 0.4;
font-family: SourceSansPro-Regular;
font-size: 27px;
color: #2E3135;
letter-spacing: -0.38px;
line-height: 30px;
```



MEGAMENU



MEGAMENU | STYLE | CSS ATTRIBUTES

H1:

```
/* H1: */
font-family: SourceSansPro-Semibold;
font-size: 27px;
color: #2E3135;
letter-spacing: -0.42px;
line-height: 30px;
```

H2:

```
/* H2: */
font-family: SourceSansPro-Semibold;
font-size: 22px;
color: #2E3135;
letter-spacing: -0.34px;
line-height: 30px;
```

Links:

```
/* Links: */
font-family: SourceSansPro-Regular;
font-size: 18px;
color: #2E3135;
letter-spacing: -0.28px;
line-height: 30px;
```

Selected Solution Links:

```
/* Selected links: */
font-family: SourceSansPro-Regular;
font-size: 18px;
color: #2E3135;
letter-spacing: -0.28px;
line-height: 30px;
```

Container:

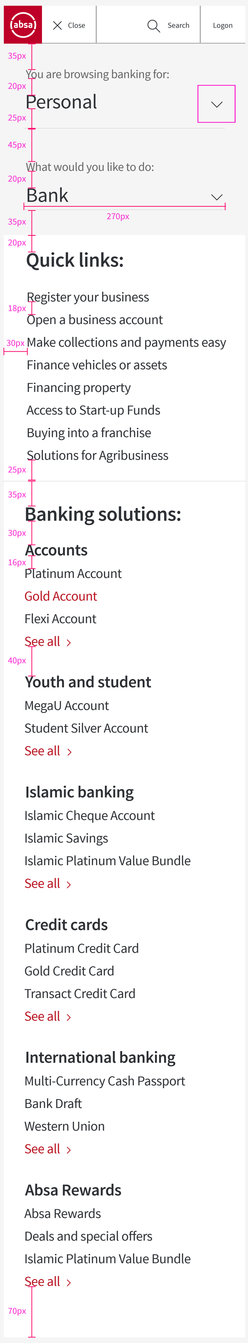
```
/* Container: */
background: #FFFFFF;
width: responsive to screen width
height: responsive to content
/*Separating Line: */
border: 1px solid #DDDDDD;
```

See all >:

```
/* See all: */
font-family: SourceSansPro-Regular;
font-size: 18px;
color: #2E3135;
line-height: 30px;
/* Arrow: */
size: 10 x 10px
solid #B91320;
```

MEGAMENU

MEGAMENU MOBILE



ACTIVE NAVIGATION BAR

ACTIVE NAVIGATION BAR | STYLE | CSS ATTRIBUTES

Alpha Logo:

```
/* Logo_Absa-Alpha: */
/* Rectangle: */
background: #B91320;
size: 75 x 60px
/* Alpha logo: */
background: #FFFFFF;
size: 45 x 30px
```

Top Bar:

```
/* Rectangle: */
background: #FFFFFF;
width: responsive
height: 60px
```

Options:

```
/* Option 1-…: */
opacity: 0.6;
font-family: SourceSansPro-
Regular;
font-size: 12px;
color: #2E3135;
letter-spacing: -0.3px;
```

Active Option:

```
/* Active option: */
font-family: SourceSansPro-
Regular;
font-size: 12px;
color: #2E3135;
letter-spacing: -0.3px;
/* Underline: */
border: 2px solid #B91320;
```

Bottom Bar:

```
/* Rectangle: */
background: #FFFFFF;
width: responsive
height: 40px
```

Icon description:

```
/* Word: */
font-family: SourceSansPro-
Regular;
font-size: 10px;
color: #2E3135;
letter-spacing: -0.3px;;
```

Icons:

```
/* size: */
width: 15px
height 15px
left of description
```

Deviders:

```
/* Lines: */
opacity: 0.5;
border: 1px solid
#2E3135;
```

INTERACTION CONTAINER

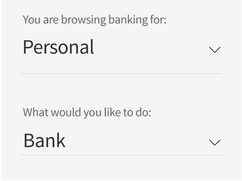
ACTIVE NAVIGATION BAR | STYLE | CSS ATTRIBUTES

Container:

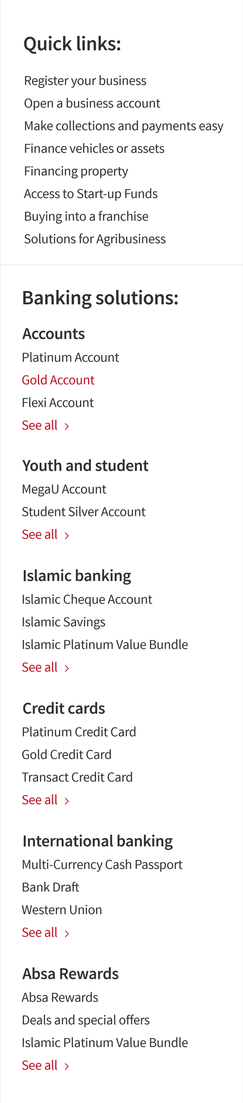
```
/* Container: */
background: #F5F5F5;
width: screen width
height: 240px
```

Browsing categorie:

```
/* Above description: */
font-family: SourceSansPro-Regular;
font-size: 16px;
color: #2E3135;
letter-spacing: -0.25px;
line-height: 30px;
/* Option: */
font-family: SourceSansPro-Regular;
font-size: 27px;
color: #2E3135;
letter-spacing: -0.42px;
line-height: 30px;
/* Arrow: */
background: #2E3135;
size: 20 x 20px
/* Line: */
opacity: 0.33;
border: 1px solid #BBBBBB;
```



MEGAMENU



MEGAMENU | STYLE | CSS ATTRIBUTES

H1:

```
/* H1:: */
font-family: SourceSansPro-
Semibold;
font-size: 27px;
color: #2E3135;
letter-spacing: -0.42px;
line-height: 30px;
```

H2:

```
/* H2: */
font-family: SourceSansPro-
Semibold;
font-size: 22px;
color: #2E3135;
letter-spacing: -0.34px;
line-height: 30px;
```

See all >:

```
/* See all: */
font-family: SourceSansPro-
Regular;
font-size: 18px;
color: #2E3135;
letter-spacing: -0.28px;
line-height: 30px;
/* Arrow: */
size: 10 x 10px
solid #B91320;
```

Solution Links:

```
/* Links: */
font-family: SourceSansPro-
Regular;
font-size: 18px;
color: #2E3135;
letter-spacing: -0.28px;
line-height: 30px;
```

Selected Solution Links:

```
/* Selected links: */
font-family: SourceSansPro-
Regular;
font-size: 18px;
color: #2E3135;
letter-spacing: -0.28px;
```

Container:

```
/* Container: */
background: #FFFFFF;
width: responsive to screen width
height: responsive to content
/*Separating Line: */
border: 1px solid #DDDDDD;
```

PRODUCT CARDS WITH IMAGES

ACCOUNT PRODUCT CARDS - DESKTOP & MOBILE

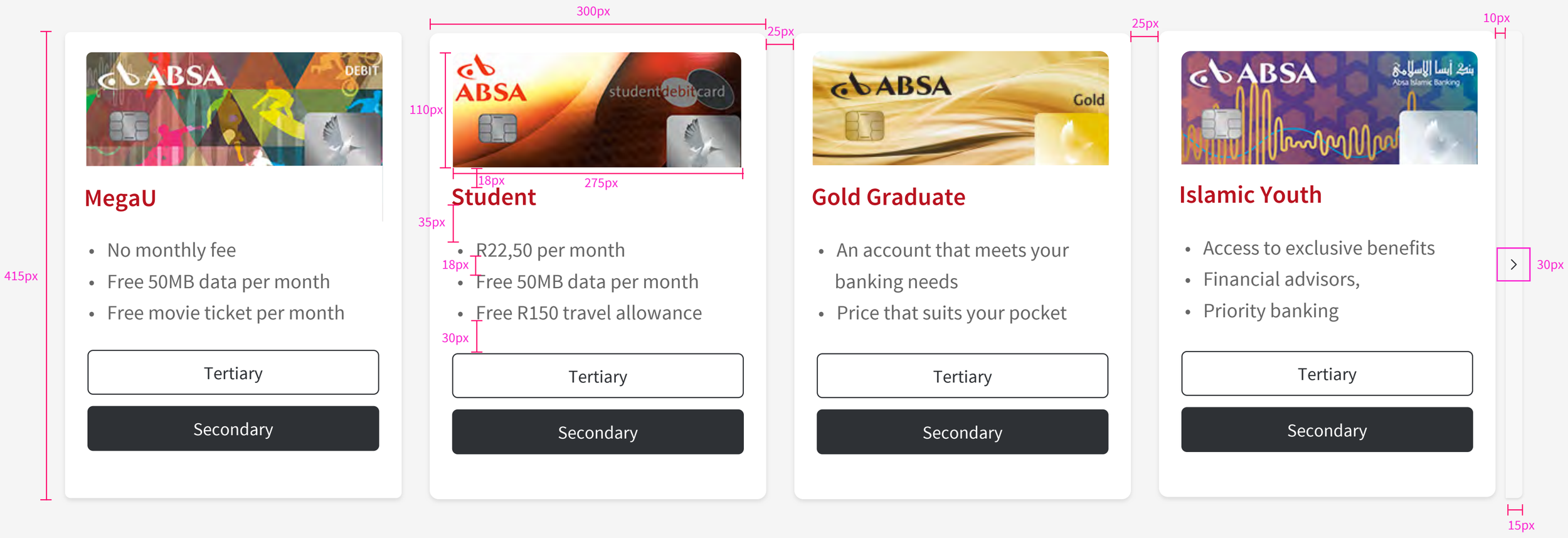
Quick description: *Cards provide an at-a-glance preview of the content they link to and frequently contain easily consumable content or products.*

USAGE

Text
All FAQ questions are set in sentence case and should not exceed two lines. Set body text appropriately based on content.

Structure
The width of the FAQ container varies based on the content, layout, and page design.

PRODUCT CARDS EXAMPLES



CARD ELEMENTS | **STYLE** | CSS ATTRIBUTES

Tertiary

Secondary

Gold Graduate

- An account that meets your banking needs
- Price that suits your pocket

Card image
- Top corner radius - 8px
- Height - 110px
- Width - 275px
- Croped image

Buttons
- CTA_Compare_220

Card label
- Size - 22pt
- Weight - Semibold
- Colour - #B91320

Product points
- Size - 18pt
- Weight - Regular
- Line spacing - 20px
- Colour - #666666

CARD CONTAINER | **STYLE** | CSS ATTRIBUTES

- Corner radius - 5px
- Height - 415px
- Width - 300px
- Drop Shadow - y: 2, x: 0, blur: 4, spread:0
- Drop Shadow - Colour: #666666 - Opacity: 25%

PRODUCT CARDS WITH ICONS

ACCOUNT PRODUCT CARDS - DESKTOP & MOBILE

Quick description: *Cards provide an at-a-glance preview of the content they link to and frequently contain easily consumable content or products.*

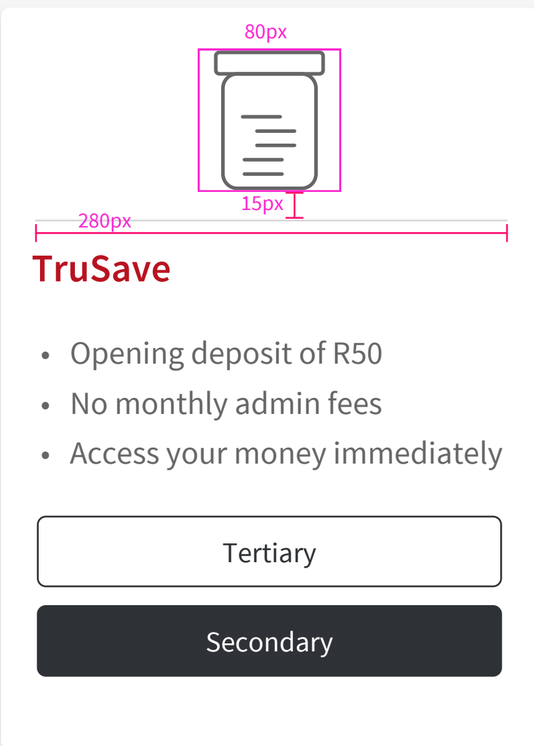
USAGE

Text
All Product card information is set in sentence case and should not exceed two lines. Set body text appropriately based on content.

Structure
The width of the Product card container varies based on the content, layout, and page design.

When more than 4 cards are to be displayed add the arrow button as indicated as product cards should run across one row.

SAVE&INVEST PRODUCT CARDS EXAMPLE



CARD ELEMENTS | STYLE | CSS ATTRIBUTES

Icon
- Line width - 2px
- Height - 80px
- Width - 80px

Buttons
- CTA_Compare_220

Card label
- Size - 22pt
- Weight - Semibold
- Colour - #B91320

Product points
- Size - 18pt
- Weight - Regular
- Line spacing - 20px
- Colour - #666666

CARD CONTAINER | STYLE | CSS ATTRIBUTES

- Corner radius - 5px
- Height - 415px
- Width - 300px
- Drop Shadow - y: 2, x: 0, blur: 4, spread:0
- Drop Shadow - Colour: #666666 - Opacity: 25%

SEARCH/FILTERS

DESKTOP 1280 - 1440

Search results [The problem]

Based on the analytics a 53% leave the site after they've entered their search. We've discovered that almost all the searches results do not give the user any information that they are looking for. For example a search for open a bank account would not bring up results with that search.

Another discovery on analytics is that user's searches are not specific, ie a user will just type credit card and that search will bring up all results with the keys words credit and card - which makes it a nightmare for the user to find what they are looking for. If the result is not withing the first page thy leave the site.

Solution

1. Improve the metadata.
2. The metadata should align with the search metrics that get employed on the site. One of the solution is to guide the user's search to limit unclear and random searches that don't mean anything. The language/keywords should be related to things that the user want to know, Like where, what, when, how related keys words.

Search field - sleeping state

Description

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Styling

font-family: SourceSansPro-Regular;
font-size: 26px;
color: #2E3135;
letter-spacing: -0.34px;

Notes/Comments

The search will use the icon and the word search before the user clicks on it.

Search field - empty

Description

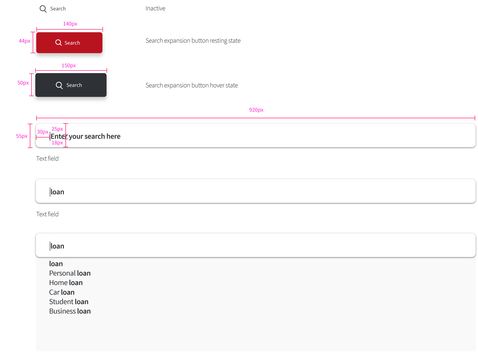
The search will use an icon and the word search

Styling

font-family: SourceSansPro-Regular;
font-size: 26px;
color: #2E3135;
letter-spacing: -0.34px;

Notes/Comments

Any comments /problems that the is being solved. A step by step anylises of the problem, present an argument against based on research, then propose a solution based on findings and lastly to confirm test the findings.



Backgrounds

The global search should be used on a light plain background with to get the user to focus on the task at hand.

In a case where the search bar is used on any other backgrounds ie an image. There image should have a dark opacity.

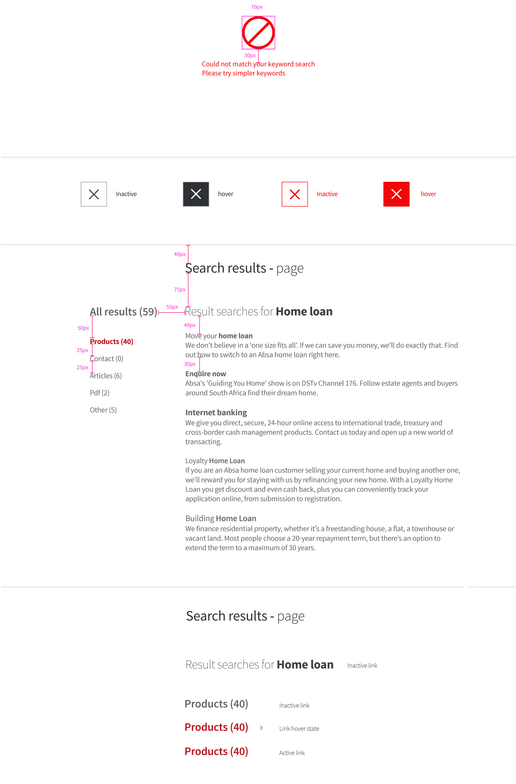
1

2

3

SEARCH RESULT - ERROR MESSAGE

Search results - error message



SEARCH - MOBILE 320

Search resting state

Search inactive

Enter your search here

Search

Search input with keyword

Loan

Search

Search input with filter result

Loan

loan
Personal **loan**
Home **loan**
Car **loan**
Student **loan**
Business **loan**

Error message screen

close

Could not match
your keyword search
Please try simpler
keywords

Error message screen

Could not match
your keyword search
Please try simpler
keywords

Error message screen

Could not match
your keyword search
Please try simpler
keywords

Search buttons

Inactive search button

Search

Pressed search button

Search

COMPARE TABLES

Quick decription *of component: Accordions are used to house large body of content. It should only be used for extra information, educational snippets or process steps.*

USAGE

Text
Text should be short and to point. Guidelines how to use

Structure
Text should be short and to point. Guidelines how to use

	Most Popular #1	Most Popular #2	Most Popular #3
Income			
Monthly fee			
Key features			
Exclusive service centres	✓	✓	
Free cash withdrawals	✓	✓	
Bundled services	✓	✓	
Free digital banking	✓	✓	
Debit card & cheque card	✓	✓	
Salary retrenchment cover	✓	✓	
	Primary	Primary	
	Tertiary	Tertiary	

STYLE | CSS ATTRIBUTES

Title:

```
/* Title: */
font-family: SourceSansPro-Regular;
font-size: 16px;
color: #2E3135;
letter-spacing: 0;
```

Description:

```
/* Description: */
font-family: SourceSansPro-Regular;
font-size: 12px;
color: #A6A6A6;
letter-spacing: 0;
```

Slider Knob:

```
/* Oval: */
background: #E7E7E7;
box-shadow: 0 0 1px 0 rgba(46,49,53,0.21);

/* Oval: */
background: #2E3135;
```

Slider Line:

```
/* Slider Casing: */
background: #E7E7E7;
border-radius: 8px;

/* Slider Colouring: */
background: #2E3135;
border-radius: 100px;
```

Slider Values:

```
/* Numbers: */
font-family: SourceSansPro-Regular;
font-size: 10px;
color: #969696;
letter-spacing: 0;
```

INDICES

Quick decription *of component: Accordions are used to house large body of content. It should only be used for extra information, educational snippets or process steps.*

USAGE

Text
Text should be short and to point. Guidelines how to use

Structure
Text should be short and to point. Guidelines how to use

Current prime rate	Repo rate	Effective date
10.5	7	2016/03/18

Tell me more ›

Top JSE Indices

Name	% Movement	Price
10.5	7	7
10.5	7	7
10.5	12	7

Tell me more ›

Top International indices

Name	% Movement	Price
10.5	7	7
10.5	7	7
10.5	12	7

Tell me more ›

STYLE | CSS ATTRIBUTES

Title:

```
/* Title: */
font-family: SourceSansPro-Regular;
font-size: 16px;
color: #2E3135;
letter-spacing: 0;
```

Description:

```
/* Description: */
font-family: SourceSansPro-Regular;
font-size: 12px;
color: #A6A6A6;
letter-spacing: 0;
```

Slider Knob:

```
/* Oval: */
background: #E7E7E7;
box-shadow: 0 0 1px 0 rgba(46,49,53,0.21);

/* Oval: */
background: #2E3135;
```

Slider Line:

```
/* Slider Casing: */
background: #E7E7E7;
border-radius: 8px;

/* Slider Colouring: */
background: #2E3135;
border-radius: 100px;
```

Slider Values:

```
/* Numbers: */
font-family: SourceSansPro-Regular;
font-size: 10px;
color: #969696;
letter-spacing: 0;
```

TOOLTIPS

Quick description: *The primary purpose of a Tooltip is to provide additional help or context to an item.*

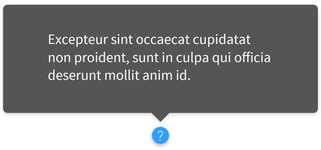
USAGE

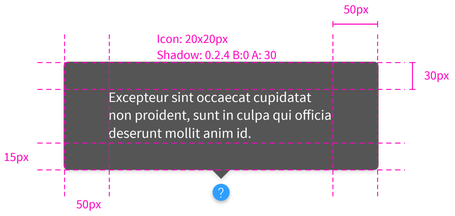
Length
Content should be kept to an absolute minimum. For larger sets of content or data, consider using a Modal.

Structure
There is no limit to the height of an open row, however, the padding specs below should be followed. The width of an Accordion varies based on the content, layout, and page design. The chevron icon can be found on the iconography library page.

Interaction
Desktop - Tooltip provide additional information upon hover.
Mobile - Tooltip provide additional information upon tap and closes when tapped again or tapping away.

Text
Tooltip labels and text should be set in sentence case.





STYLE | CSS ATTRIBUTES

Icon:
/* Oval: */
border: 1px solid #2E3135;
/* ?: */
background: #2E3135;

Icon hover:
/* Fill 1: */
background: #EEEEEE;
/* Oval: */
background: #2F9FFF;
border: 1px solid #2F9FFF;
/* ?: */
background: #FFFFFF;

Text:
/* Tile Shape: */
background: #F20608;
box-shadow: 0 2px 5px 0 rgba(0,0,0,0.06);
border-radius: 5px;

Tooltip background:
/* Tile Shape: */
background: #F20608;
box-shadow: 0 2px 5px 0 rgba(0,0,0,0.06);
border-radius: 5px;

Active

Hover/Tap

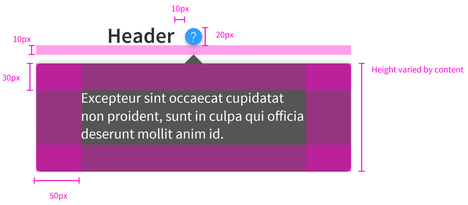
STYLE | CSS ATTRIBUTES

Icon:
/* ?: */
background: #FFFFFF;

Blue holder:
/* Oval: */
background: #2F9FFF;
border: 1px solid #2F9FFF;

Hover shadow:
/* Fill 1: */
Shadow Colour: #000000
X 0 Y 2 Blur 4 Spread 0
Alpha: 30

STRUCTURE



PLACEMENT

Tooltips should always be placed below/right. Loremipsum
On mobile, Tooltips can only appear below the Tooltip icon.

Headline eg Interest

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id.

Headline eg Interest

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id.

SPINNER / LAZY LOADING

SPINNER/ LAZY LOADER

Just the loader typically used in the transaction flows

Loading more accounts

Loader with text typically used in a “lazy loading” scenario. E.g. when loading more transaction rows or when loading more account tiles.

GRID

GRIDS

- They're critical to the form and function of an interface.

- Using a grid allows content to flow more naturally on your page, it can eliminate random and inconsistant placement and structure.

- Grids enable you to build solid structure to form UI designs. Much like typographic hierarchies we can effectuate the same feelings through using a grid structure.

- To create a grid, you typically set parameters of columns, rows, gutters, and padding

COLUMNS

Grids divide horizontal space into indivisible units called "columns". All columns in a grid must specify their width as proportion of the total available row width.

COLUMNS

Rows are groups of columns which are aligned horizontally. Column grids cover most use, but many layouts require both columns and rows. (implemented more when needed)

GUTTERS

Grid columns are separated by areas of white space referred to as "gutters". Gutters improve legibility by providing, negative space between page elements.

PADDING

Padding represents the distance between an element and its child elements. Padding values can be specified on layout classes.

RESPONSIVE GRIDS

For UI designers, grid changes are often necessary.

For grid systems to work across lots of different devices, you should be able to specify values in flexible percentages and proportions, not just exact pixels.

Stretchable columns can be mixed with fixed columns, gutters, and margins so that the grid is able to move across devices.

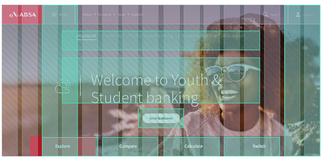
1 responsive grid moves across: Web grid

Tablet grid - 8 column grid

Mobile grid - 6 column grid

RESPONSIVE GRID EXAMPLES

ABSA PROBLEM EXAMPLE



CURRENT WEB GRID

Responsive 16 column gid
Grid width - 20px

WHY NOT A 16 COLUMN GRID?
More columns does not necessarily mean a better Grid. 16 columns does not divide as easily as a 12 column grid across different devices and it is more suitable for complex design solutions that need more columns to suit their content.

PROPOSED WEB GRID

Responsive 12 column grid
Fixed gutter width - 30px
Fixed margin wigth - 15px (for consistent spacing across devices, and is compatible with sketch)

WHY A RESPONSIVE 12 COLUMN GRID?
12 is a well distributed division as you have a good range of widths you can assign to content and images. Its easier to break up into other sizes with 6, 4, 4, 3 and 2 columns and it makes device transitions easier.

PROPOSED WEB GRID

RESPONSIVE 12 COLUMN GRID - DEVICES

RESPONSIVE 12 COLUMN GRID - DEVICES

- Desktop & HD Desktop
- Tablet - portrait & landscape
- Mobile - portrait & landscape

DESKTOP

HD Desktop - 1440px X 1024px
- 12 column grid - 70px
- Fixed gutter width - 30px
- Outside gutter width - 35px

Desktop - 1024px X 1024px
- 12 column grid - 70px
- Fixed gutter width - 30px
- Outside gutter width - 35px

TABLET

Tablet portrait - 768px X 1024px
- 8 column grid - 70px
- Fixed gutter width - 30px
- Outside gutter width - 35px

Tablet landscape - 1024px X 768px
- 8 column grid - 102px
- Fixed gutter width - 30px
- Outside gutter width - 35px

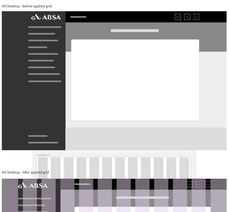
MOBILE

Mobile portrait - 320px X 568px
- Grid 1 - 4 column grid - 24px (navigation, icons & text)
- Grid 2 - 2 column grid - 145px (content and image layout)
- Fixed gutter width - 20px
- Outside gutter width - 10px

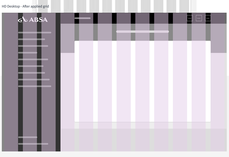
Mobile landscape - 568px X 320px
- Grid 1 - 6 column grid - 75px (navigation, icons & text)
- Grid 2 - 3 column grid - 145px (content and image layout)
- Fixed gutter width - 20px
- Outside gutter width - 10px

SCREEN MOCKUPS

HD Desktop - Before applied grid



HD Desktop - After applied grid

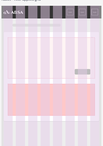


Mobile - Before applied grid

Tablet - Before applied grid

Mobile - After applied grid

Tablet - After applied grid



SKETCH GRID LAYOUT SETTING

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