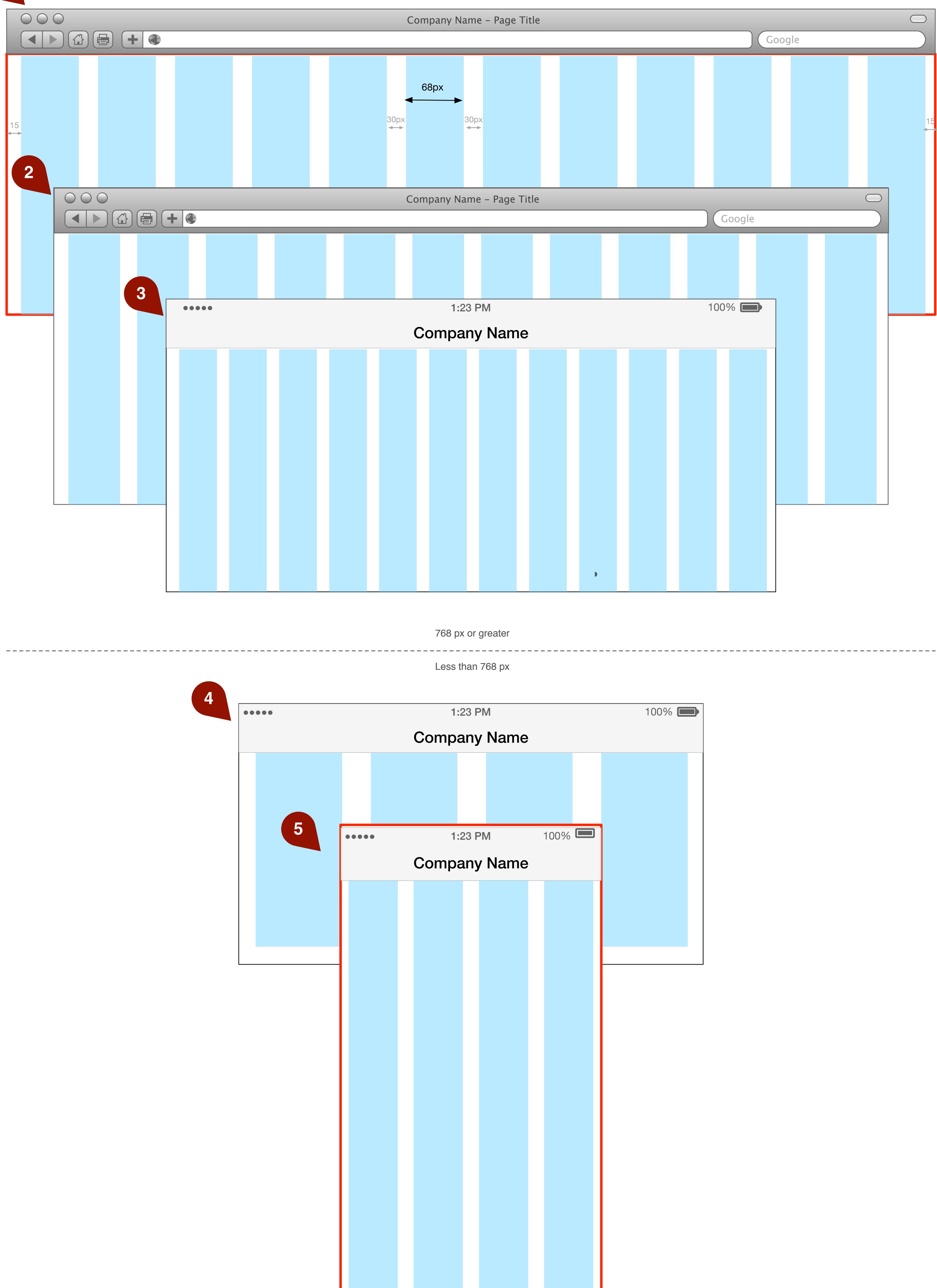


Responsive Grid



Purpose

This document describes the responsive design principles.

Annotations

Responsive Strategy

Most responsive websites are based on detecting the width of a parent content container as the user's screen size or browser viewport width changes -- then as this parent content container grows or shrinks in size, the various content elements inside of the parent container will restack, resize or render with alternative designs.

To control proper rendering of pages across a wide range of devices/screen size, a max and min supported width is typically defined. For this site:

- The max width of the parent content container will be set at 1176px and is optimized for a 1366 viewport. However, specific elements such as video players or header/hero/banner elements can be set to display larger than the max 1176px width to take advantage of wider displays.
- Full width images will have a maximum width of 1600px with varying maximum heights. The hero image will have a maximum height of 635px and will scale at that height while maintaining a center focal point. The image will scale up if the viewport is greater than 1600px but the container will maintain a height of 635px.
- Other full width images will scale proportionally. See "Responsive Behavior" documentation for details.
- The min supported width will be set at 320px; i.e. devices with screen widths down to 320px will be able to predictably render the Mobile layouts. Within the Desktop and Mobile layouts, the content elements inside the parent container will automatically grow/shrink in size as needed, and text will wrap based on available space.

This site will have a break points at 992px, 768px, and 320px (width), meaning that:

- Displays with a pixel width 768px or greater will render content inside the parent content container based on a 12 column grid (Desktop layout).
- Displays with a pixel width 767px or lower will render content inside the parent content container based on a 4 column grid (Mobile layout), potentially restack to maintain fidelity of the content, and potentially displaying using alternative designs (e.g. larger buttons for touch, etc).

Designs

Our design efforts are focused on 4 sets of designs:

- Desktop layout representative of a viewport width of $\geq 1366\text{px}$.
- Landscape tablet layout representative of a viewport width of $\geq 992\text{px}$.
- Portrait tablet layout representative of a viewport width of $\geq 768\text{px}$.
- Mobile layout representative of a viewport width of $\geq 320\text{px}$.

Possible Exceptions

Specific elements on the site (e.g. nav menus, footer, header, heading text, etc) may benefit from intermediary breakpoints -- i.e. additional display rules to resize text, restack or alter the display of specific elements at breakpoint values.

Content elements typically stack on top of each other -- with items to the right on desktop, ending up being stacked below on mobile. Most responsive frameworks have options to assign classes to specific content elements on an exception basis to override or ignore these stacking rules.

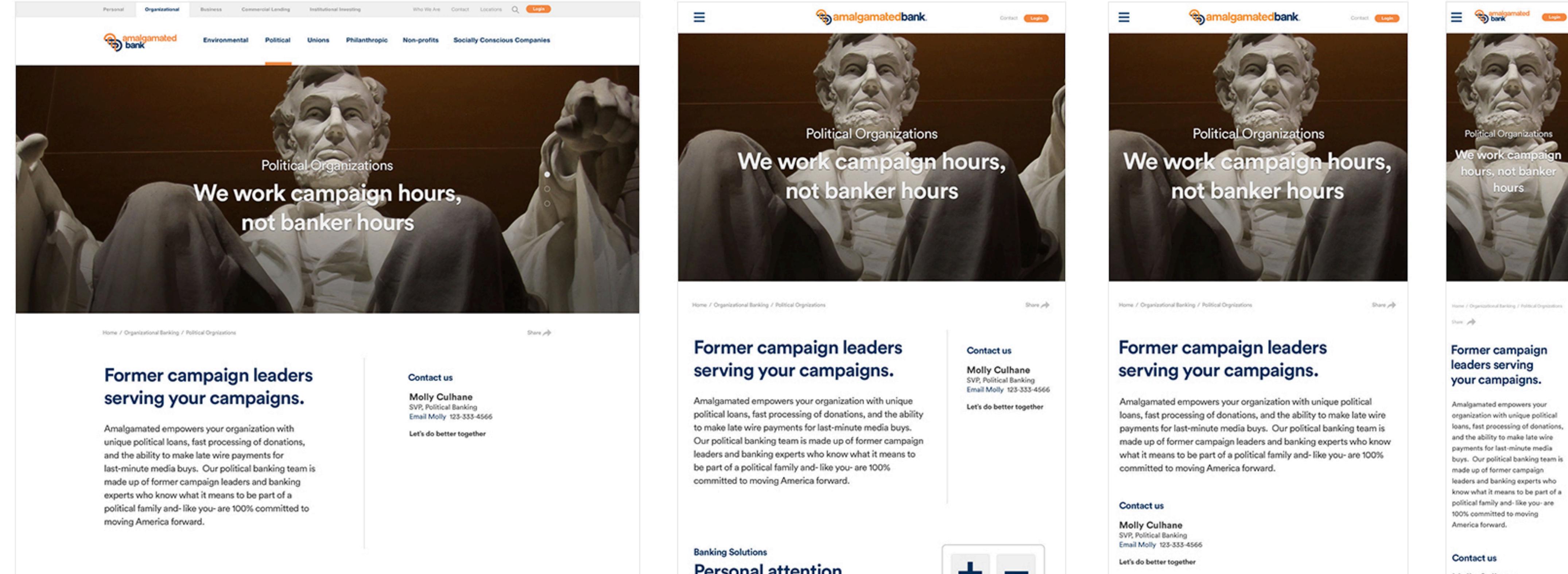
- 1 1366 pixel resolution will display for desktop. 12 column grid.
- 2 1024 pixel resolution displays (desktop and tablet landscape). 12 column grid.
- 3 768 pixel resolution displays (tablet portrait). 12 column grid.
- 4 480 pixel resolution display (handset landscape). 4 column grid.
- 5 320 pixel displays (handset portrait). 4 column grid.

Amalgamated Bank Website | Responsive Behavior

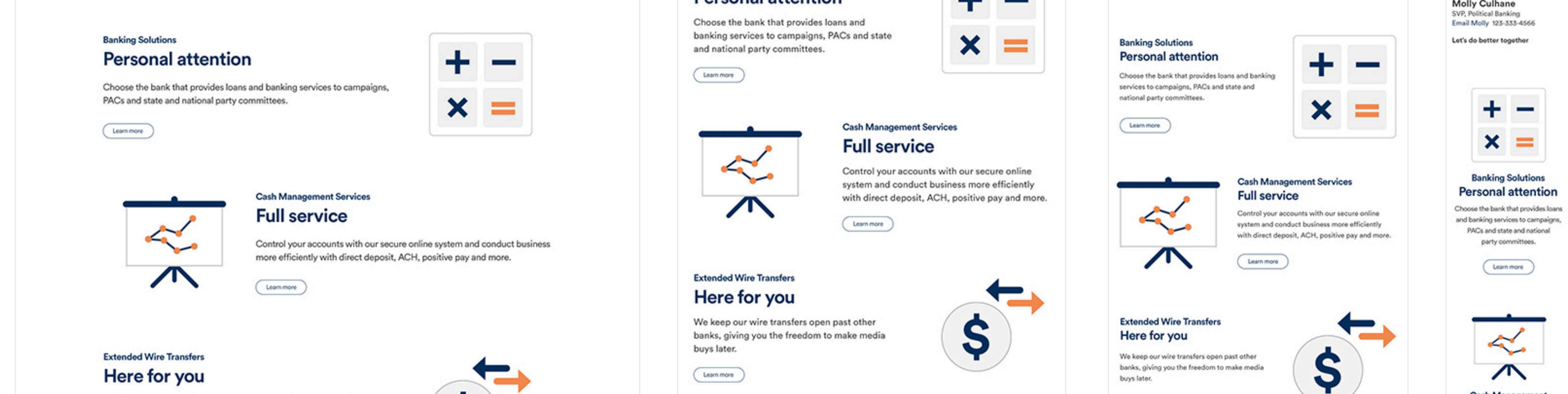
Current rev. 05/10/2017

Index

Navigation



Hero

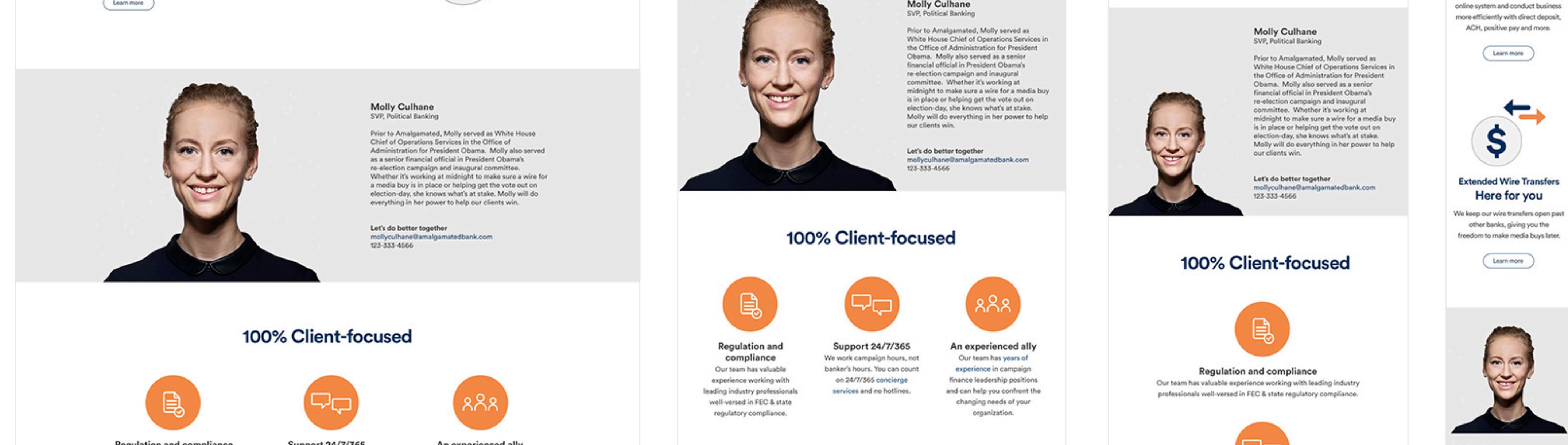


Intro/Contact



Product Services

Full Profile



Three Column 1

Logos

Three Column 2

Case Study

Three Column 3

Navigation

Three Column 4

Email Capture

Footer

Navigation Closed**Responsive Behavior**

Utility navigation scales into a hamburger menu.

1200px breakpoint use stacked logo.

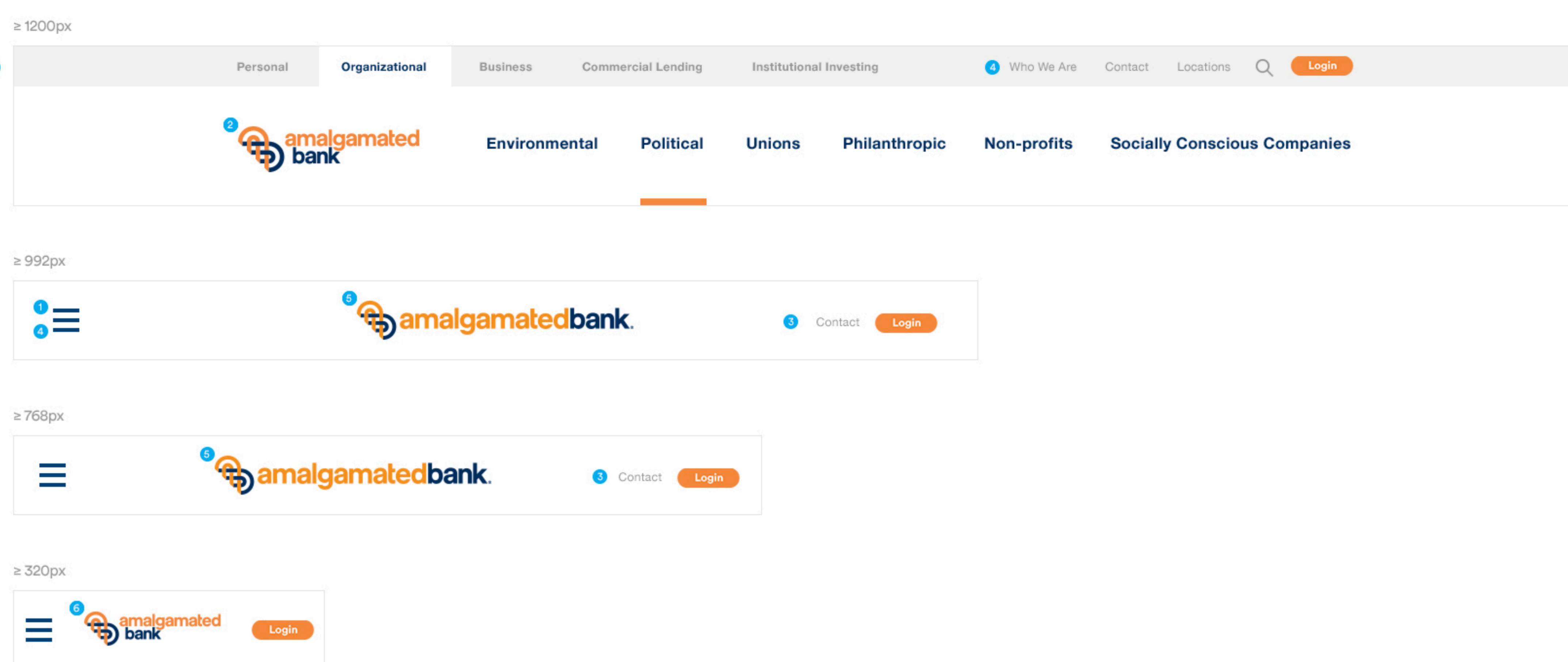
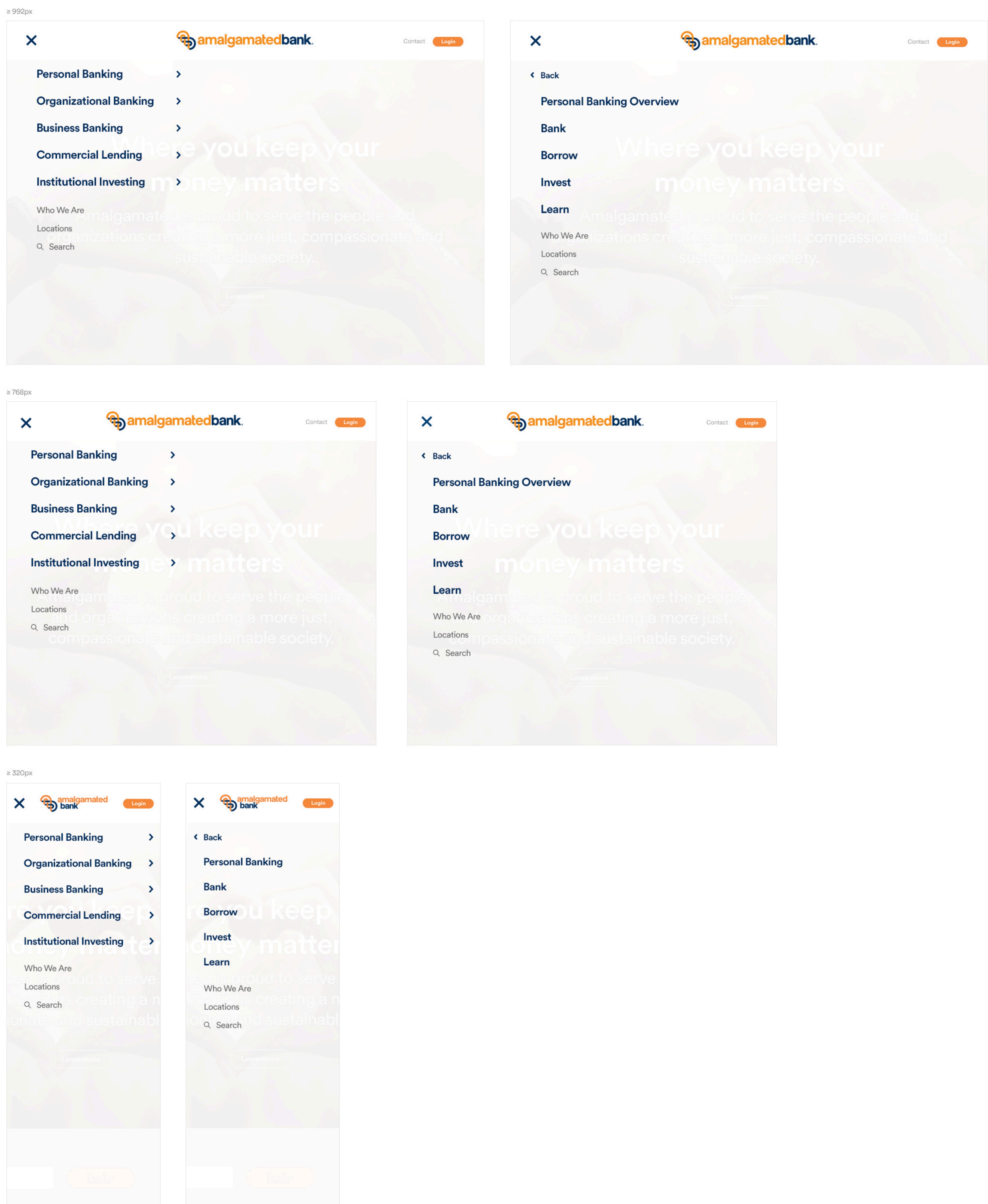
Contact and Login menu buttons remain in Main Navigation up until 320px breakpoint.

After 320px breakpoint Contact moves into the hamburger menu.

Who We Are and Locations move into the hamburger menu at the 992px breakpoint.

992px and 796px breakpoints use horizontal logo.

At 320px breakpoint use stacked logo.

**Navigation Open****Responsive Behavior**

Amalgamated Bank Website | Responsive Behavior

Current rev. 05/10/2017

Search

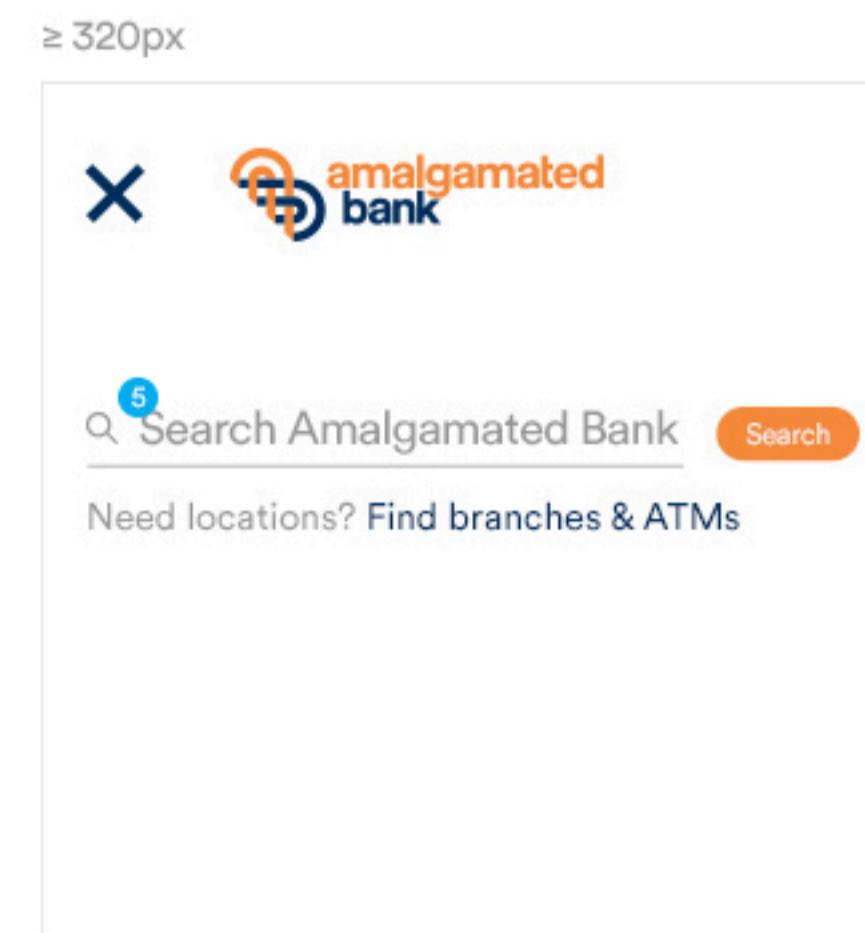
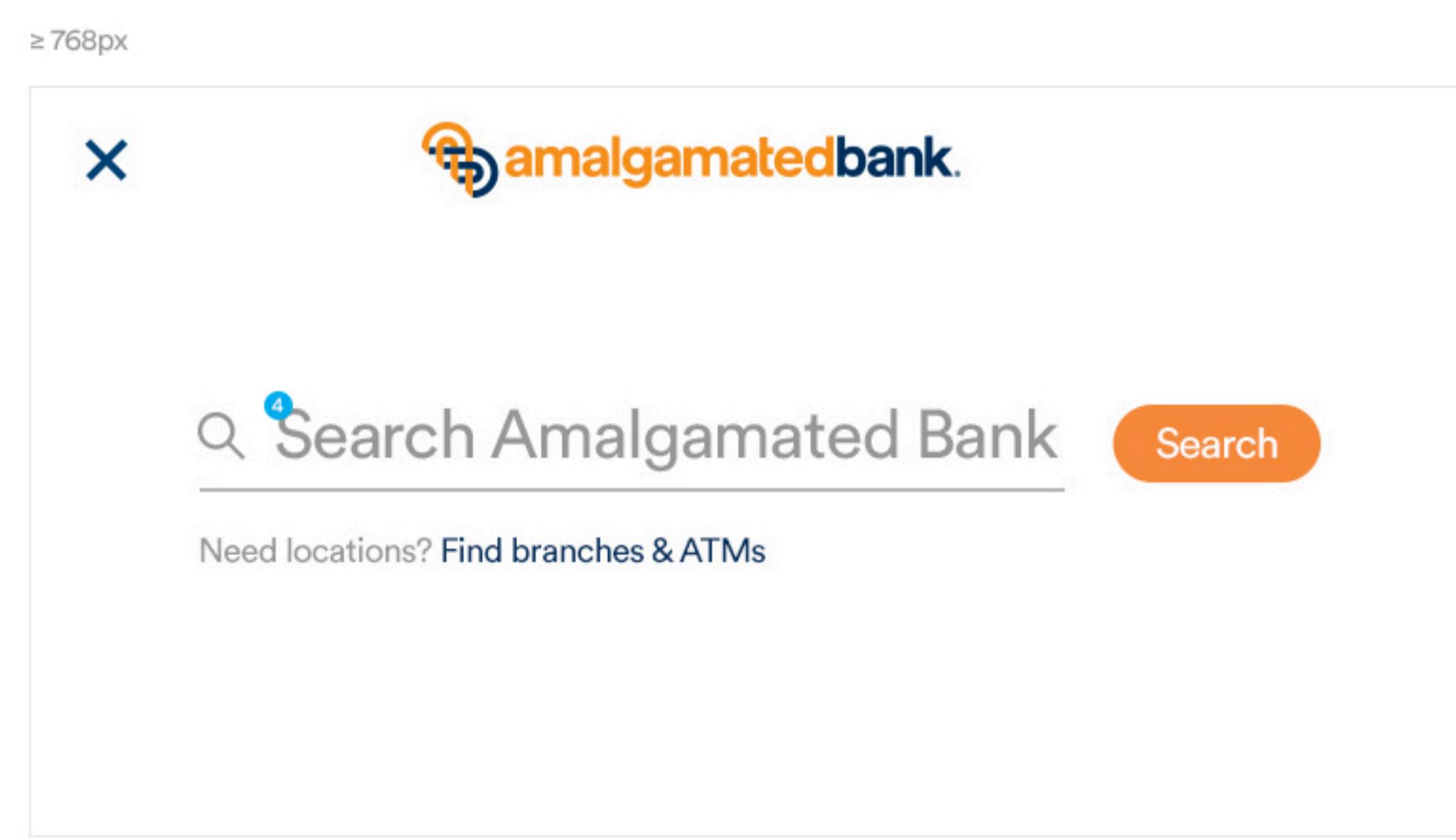
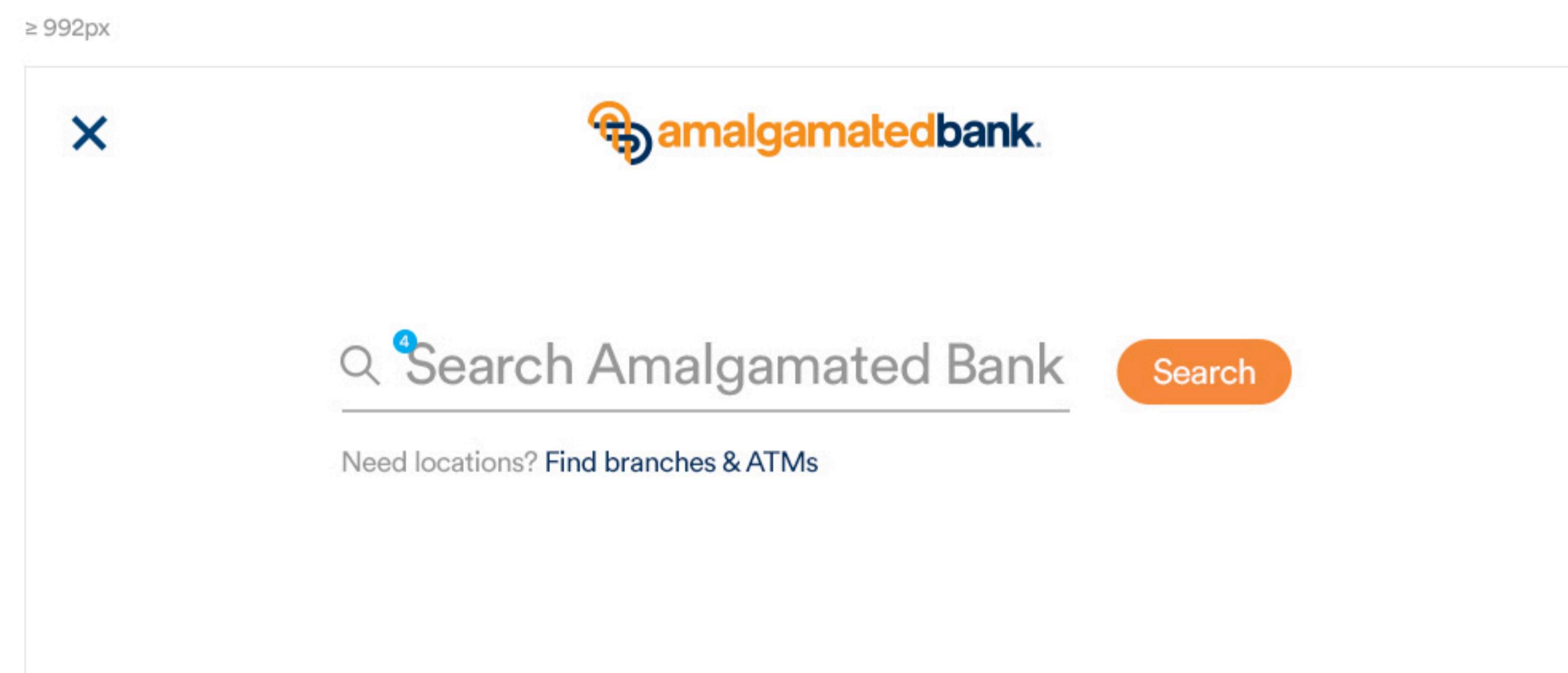
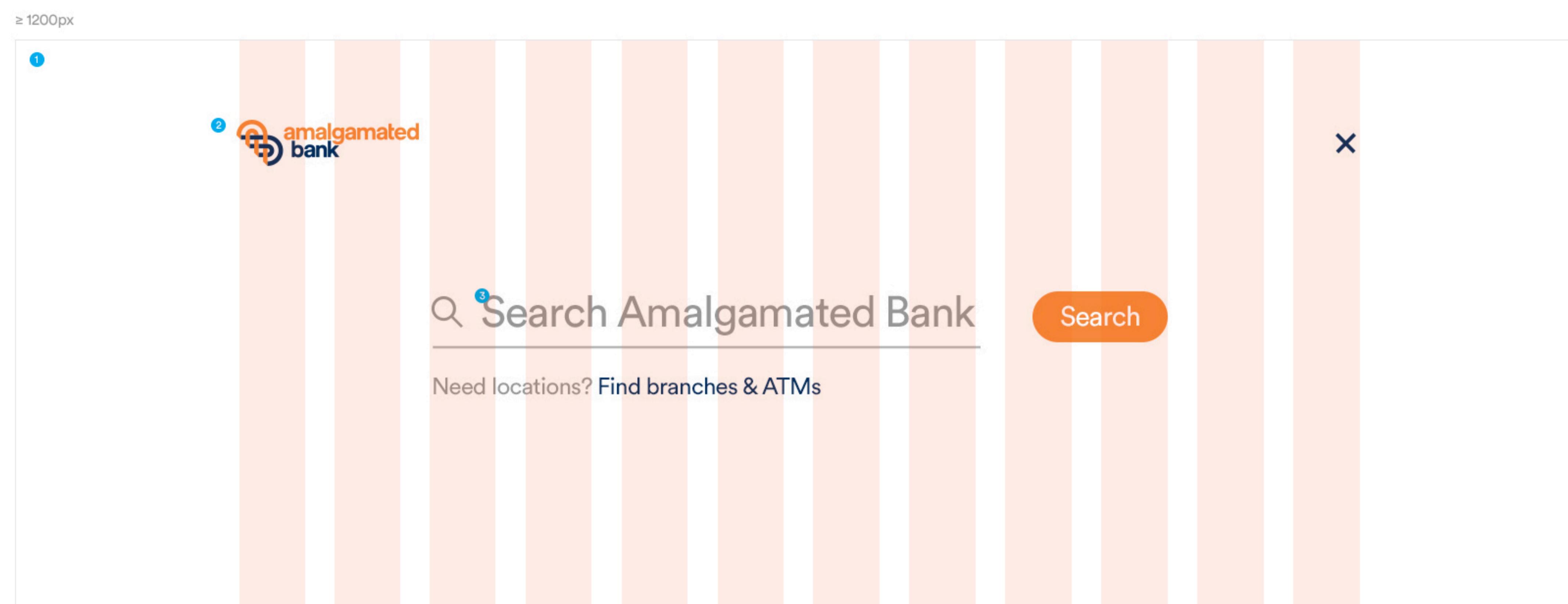
Responsive Behavior

① Search background takeover 100% opacity
#ffffff

② Amalgamated Logo remains visible during search takeover.

③ Font sizes at 1200px breakpoint:

Header - Circular Bold 44pt
Search CTA - Circular Book 28pt
Subcopy - Circular Book 24pt



④ Font sizes at 320px breakpoint:

Header - Circular Bold 18pt
Search CTA - Circular Book 11pt
Subcopy - Circular Book 14pt

Hero**Responsive Behavior**

① The hero maximum width is 1600px and maximum height is 635px.

② The hero will maintain a height of 635px while scaling.

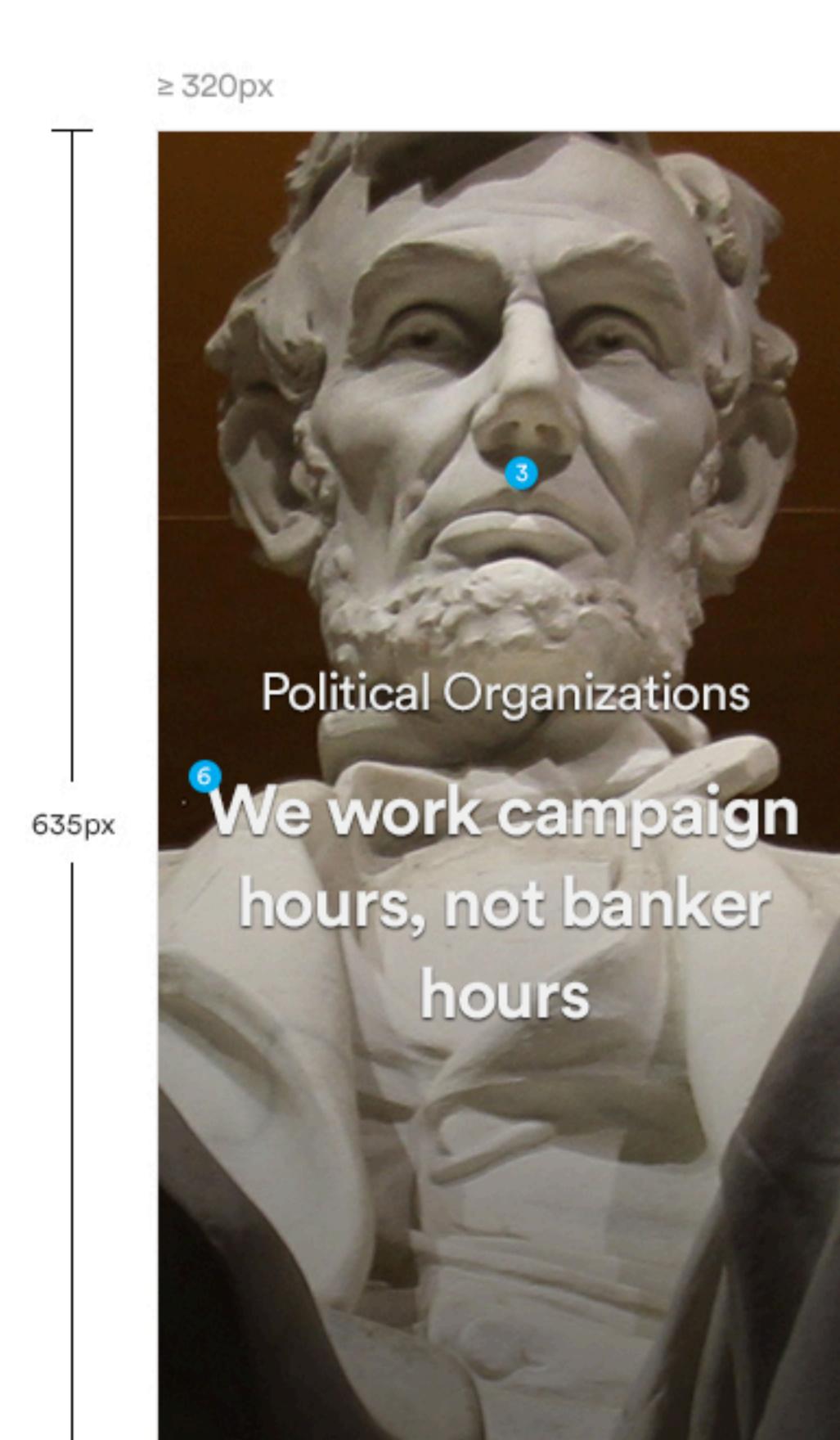
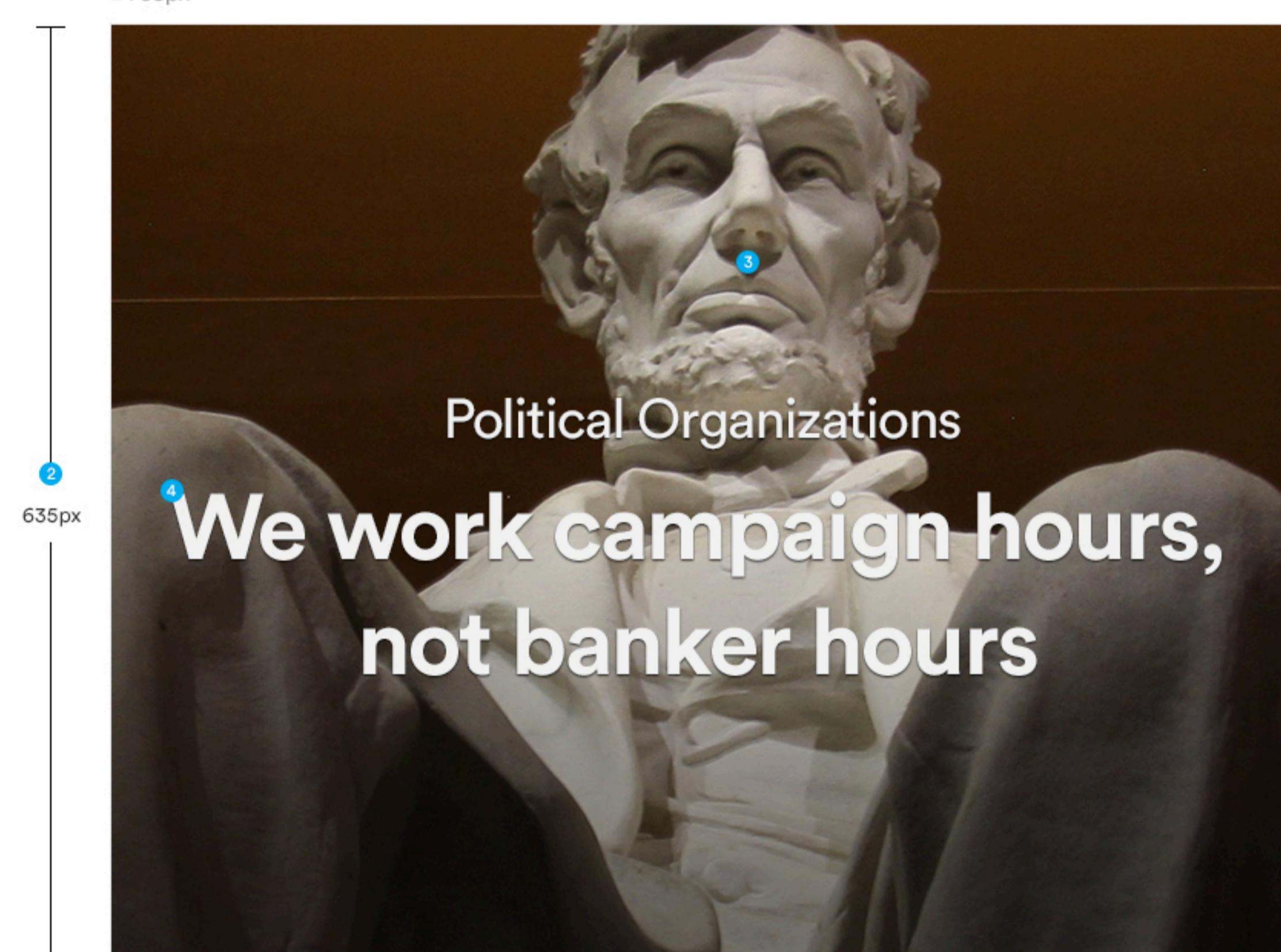
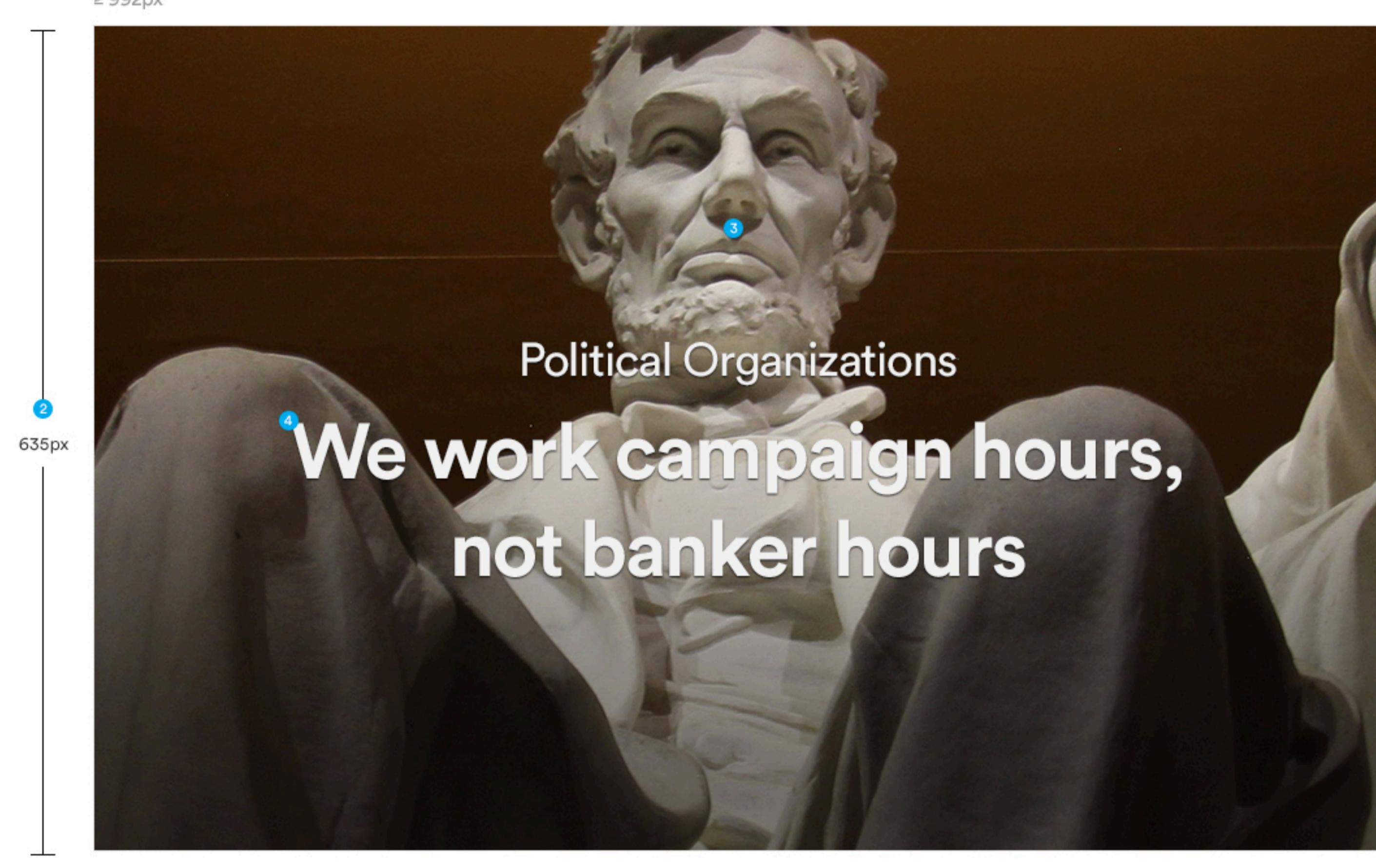
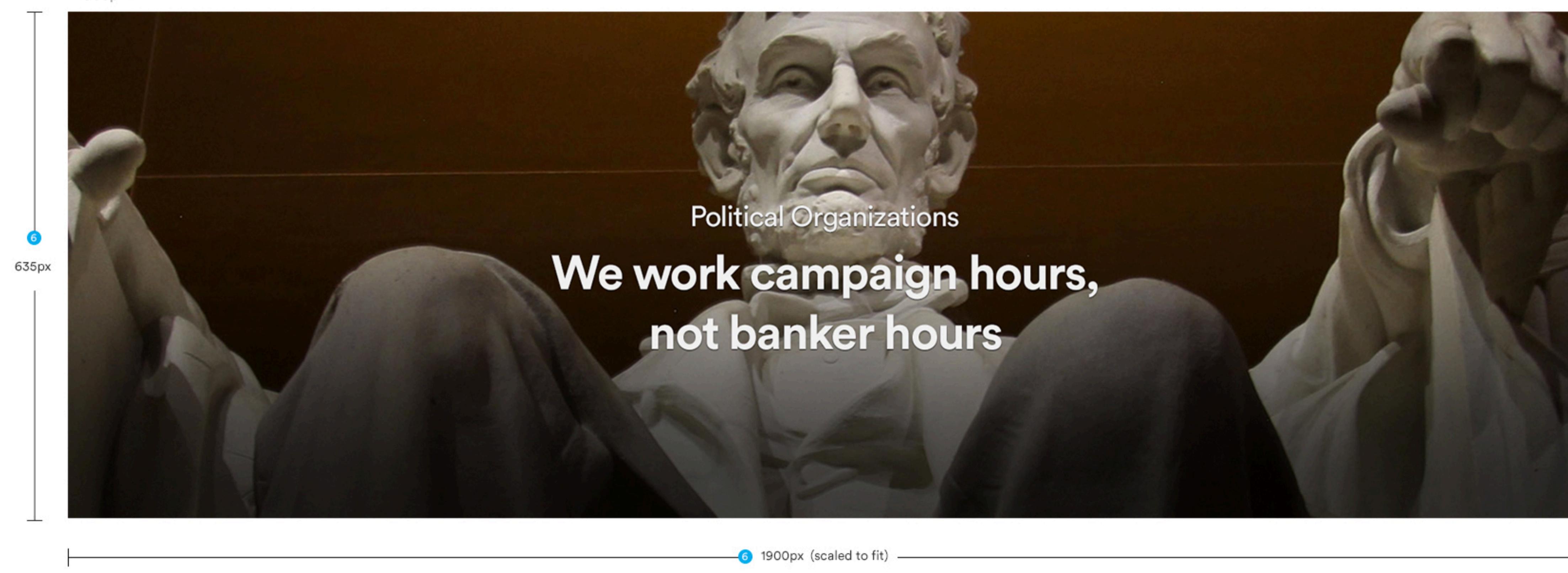
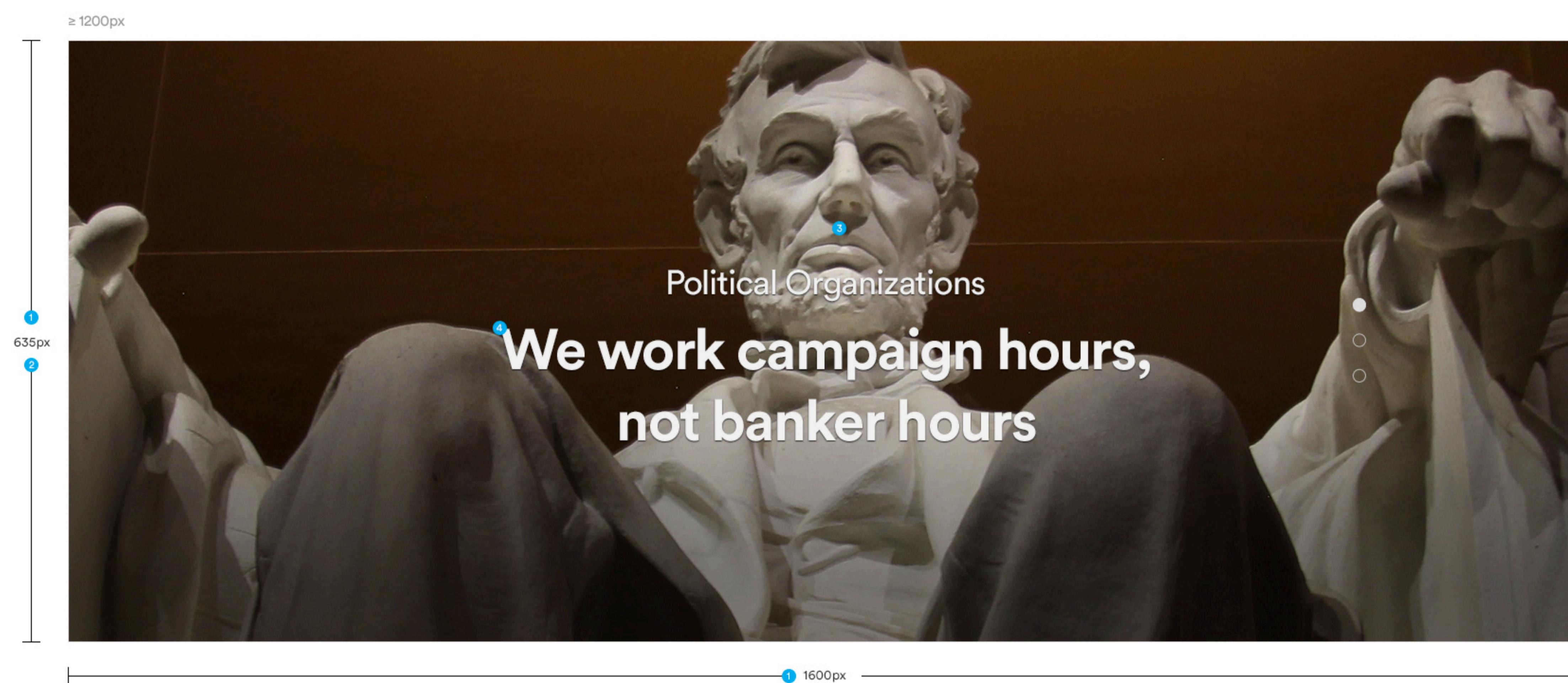
③ Images will have a center focal point and will scale to that center focal point.

④ Font sizes remain the same from 1200px, 992px, and 768px breakpoints.

Subhead - Circular Book 32pt
Header - Circular Bold 60pt

⑤ Full width images will have a CSS gradient overlay that transitions from 100% opacity at the bottom to 0% opacity at the images midpoint.

⑥ If the viewport is greater than 1600px, the image will scale up with the browser but the container will maintain a height of 635px. The font sizes do not change.



⑥ Font size changes at 320px breakpoint

Subhead - Circular Book 24pt
Header - Circular Bold 32pt

Intro & Contact**Responsive Behavior**

① Intro and breadcrumb fonts remain the same size for 1200px, 928px, and 768px breakpoints.

Breadcrumbs - Circular Book 14
Header - Circular Bold 48pt
Body - Circular Book 24pt

② Contact us module maintains the same font sizing for all breakpoints

≥ 1200px

① Home / Organizational Banking / Political Organizations

① Former campaign leaders serving your campaigns.

① Amalgamated empowers your organization with unique political loans, fast processing of donations, and the ability to make late wire payments for last-minute media buys. Our political banking team is made up of former campaign leaders and banking experts who know what it means to be part of a political family and- like you- are 100% committed to moving America forward.

② Contact us

Molly Culhane
SVP, Political Banking
Email Molly 123-333-4566

Let's do better together

① Share ↗

≥ 992px

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Let's do better together

① Share ↗

≥ 768px

Home / Organizational Banking / Political Organizations

Share ↗

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Let's do better together

≥ 320px

③ Home / Organizational Banking / Political Organizations

③ Share ↗

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② Contact us

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SVP, Political Banking
Email Molly 123-333-4566

Let's do better together

④ Intro and breadcrumb font sizes change at 320px breakpoint.

Breadcrumbs - Circular Book 14
Header - Circular Bold 32pt
Body - Circular Book 18pt

Products & Services

Responsive Behavior

Font sizes remain the same size at 1200px and 992px breakpoints.

Subheader - Circular Bold 24pt
Header - Circular Bold 48pt
Body - Circular Book 24pt

Icons maintain a 360px maximum width at 1200px, 992px, and 768px breakpoints.

Note: icons pictured are designed to be 264px wide and sit center aligned on the four columns.

Banking Solutions
Personal attention

Choose the bank that provides loans and banking services to campaigns, PACs and state and national party committees.

[Learn more](#)



Cash Management Services
Full service

Control your accounts with our secure online system and conduct business more efficiently with direct deposit, ACH, positive pay and more.

[Learn more](#)



Extended Wire Transfers
Here for you

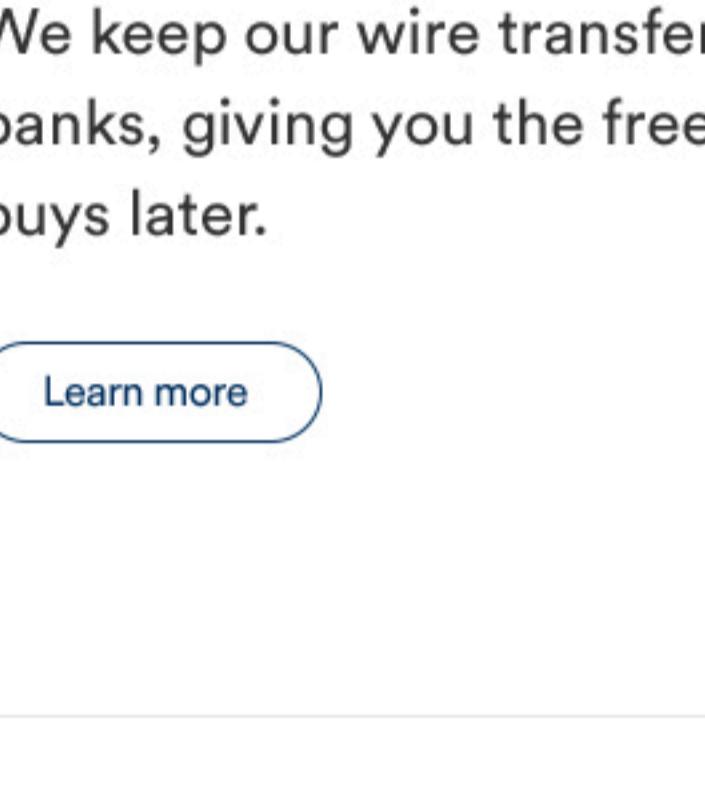
We keep our wire transfers open past other banks, giving you the freedom to make media buys later.

[Learn more](#)

Banking Solutions
Personal attention

Choose the bank that provides loans and banking services to campaigns, PACs and state and national party committees.

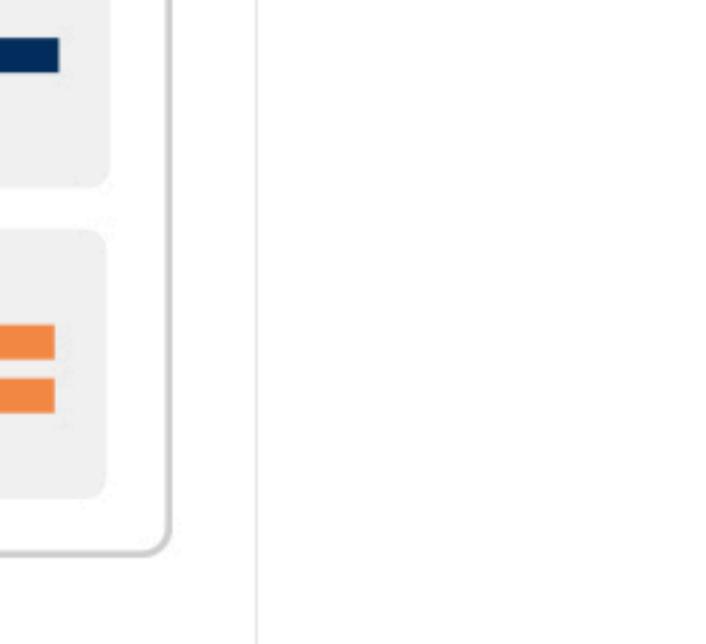
[Learn more](#)



Cash Management Services
Full service

Control your accounts with our secure online system and conduct business more efficiently with direct deposit, ACH, positive pay and more.

[Learn more](#)



Extended Wire Transfers
Here for you

We keep our wire transfers open past other banks, giving you the freedom to make media buys later.

[Learn more](#)

Font size changes at 768px breakpoint.

Subheader - Circular Bold 24pt
Header - Circular Bold 32pt
Body - Circular Book 16pt

Banking Solutions
Personal attention

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[Learn more](#)



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Full service

Control your accounts with our secure online system and conduct business more efficiently with direct deposit, ACH, positive pay and more.

[Learn more](#)



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Here for you

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[Learn more](#)

Icon size width changes at 320px breakpoint to 190px wide.

Banking Solutions
Personal attention

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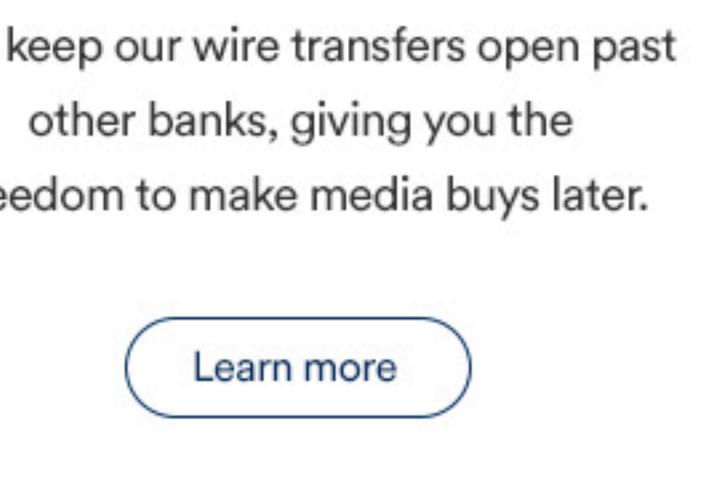
[Learn more](#)



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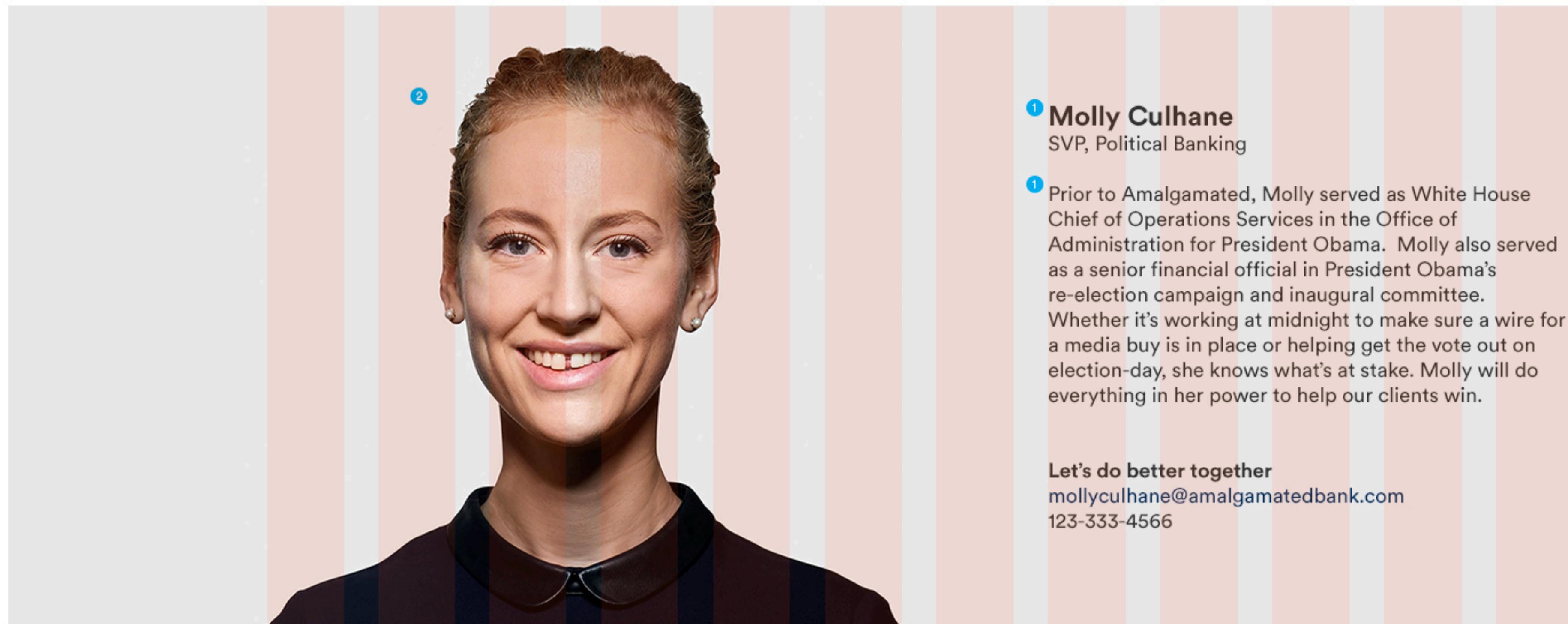
[Learn more](#)

Amalgamated Bank Website | Responsive Behavior

Current rev. 05/10/2017

Full Profile

≥ 1200px



≥ 992px

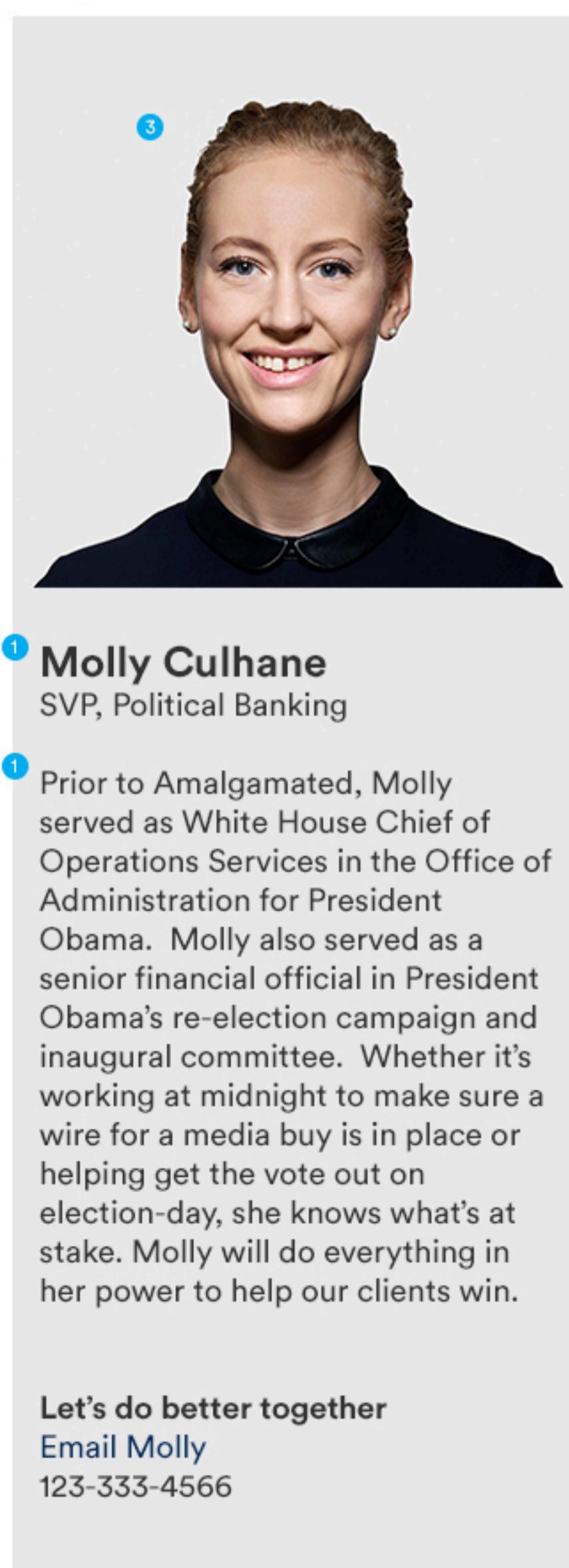


≥ 768px



③ Image size scales down to 290px for 768px and 320px breakpoints.

≥ 320px



Three Column**Responsive Behavior**

Font sizes remain the same at 1200px, 992px, 768px breakpoints.

Header - Circular Bold 48pt
Subheader - Circular Bold 24
Body - Circular Book 18pt

Icon size remains the same through all breakpoints

≥ 1200px

100% Client-focused

Regulation and compliance
Our team has valuable experience working with leading industry professionals well-versed in FEC & state regulatory compliance.

Support 24/7/365
We work campaign hours, not banker's hours. You can count on 24/7/365 concierge services and no hotlines.

An experienced ally
Our team has years of experience in campaign finance leadership positions and can help you confront the changing needs of your organization.

≥ 992px

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≥ 768px

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≥ 320px

100% Client-focused

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An experienced ally
Our team has years of experience in campaign finance leadership positions and can help you confront the changing needs of your organization.

Header font size changes at 320px breakpoint.

Header - Circular Bold 32pt

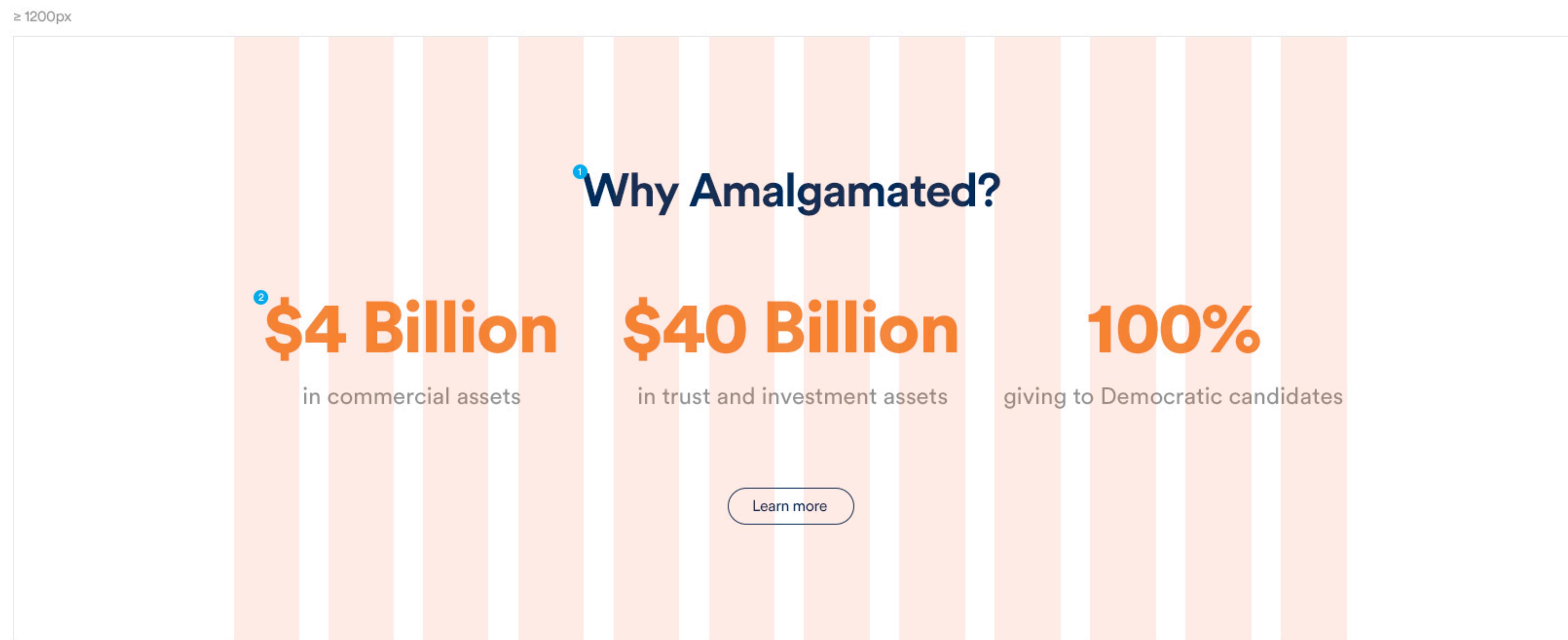
Three Column**Responsive Behavior**

① Header font size remains the same at 1200px, 992px, 768px breakpoints.

Header - Circular Bold 48pt

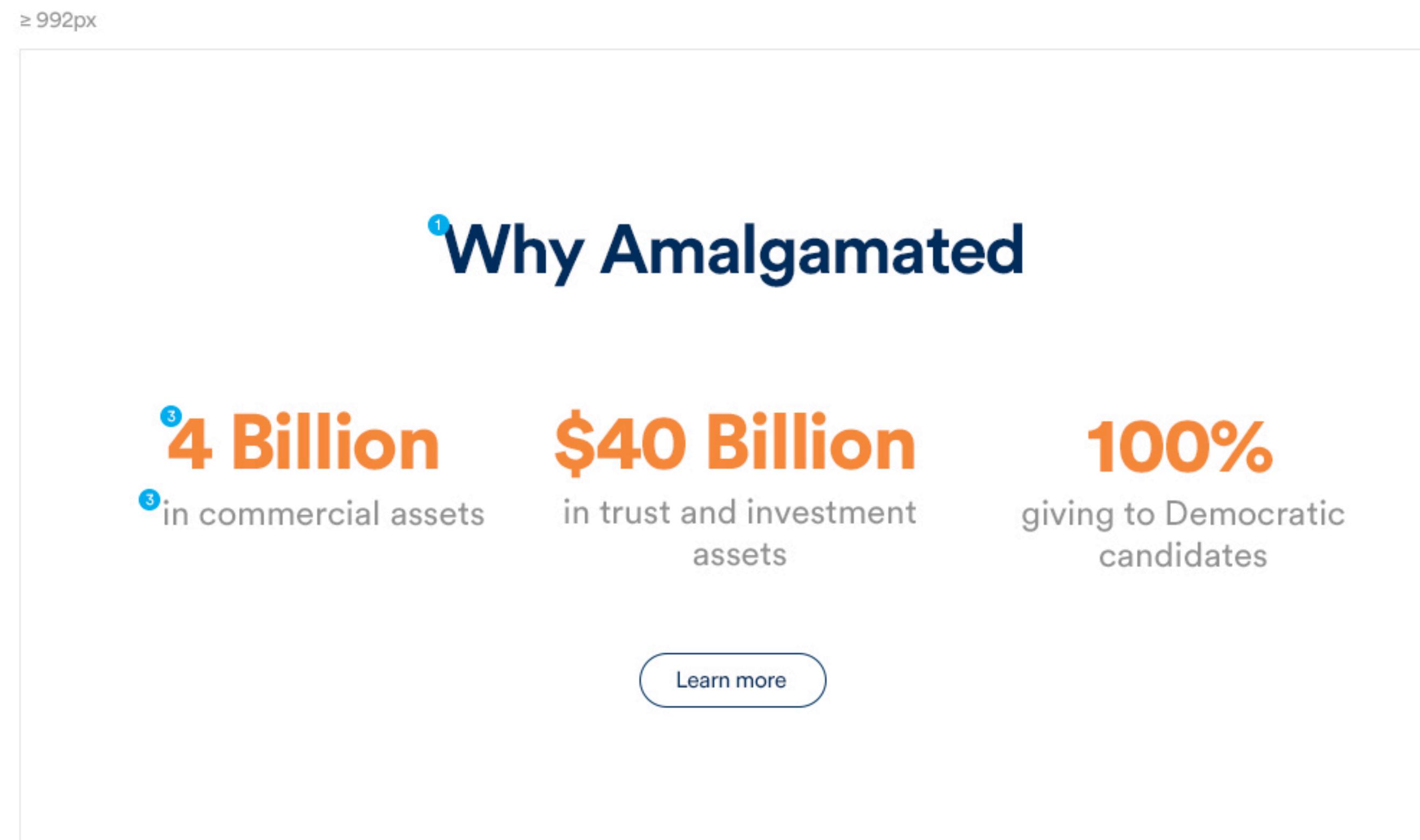
② Stats Header remains the same at 1200px breakpoint. Stats Subcopy remains the same across all breakpoints

Stats Header - Circular Bold 74pt
Stats Subcopy - Circular Book 24



③ Stats Header changes and remains the same at 992px, 768px, and 320px breakpoints. Stats Subcopy remains the same across all breakpoints

Stats Header - Circular Bold 54pt
Stats Subcopy - Circular Book 24



④ Header font size changes at 320px breakpoint.

Header - Circular Bold 32pt



Three Column**Responsive Behavior**

① Header font size remains the same at 1200px, 992px, 768px breakpoints.

Header - Circular Bold 48pt

② Sub Header and Body Copy font size remains the same across all break points

Stats Header - Circular Bold 24pt
Body Copy - Circular Book 18pt

③ Image width scales from 360px to 290px from 1200px to 928px breakpoints. Images remain at 4 columns on the grid.

≥ 1200px

How we're different



Democratic National Committee

The DNC and Amalgamated share a common heritage of advocating for positive changes in our economy and society.



Insights

The Amalgamated Blog is a space for leaders to share their expert take on the events and trends shaping finance and global affairs.

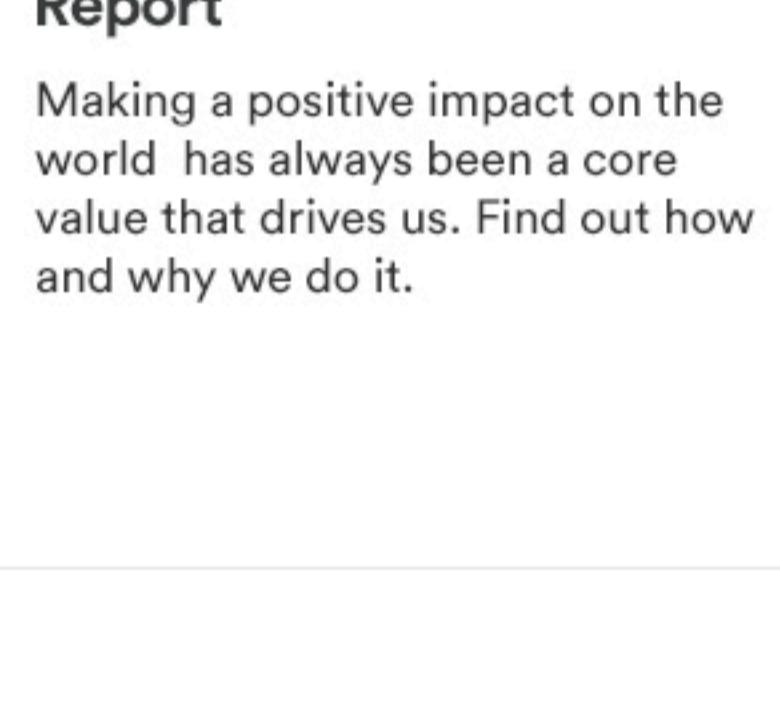
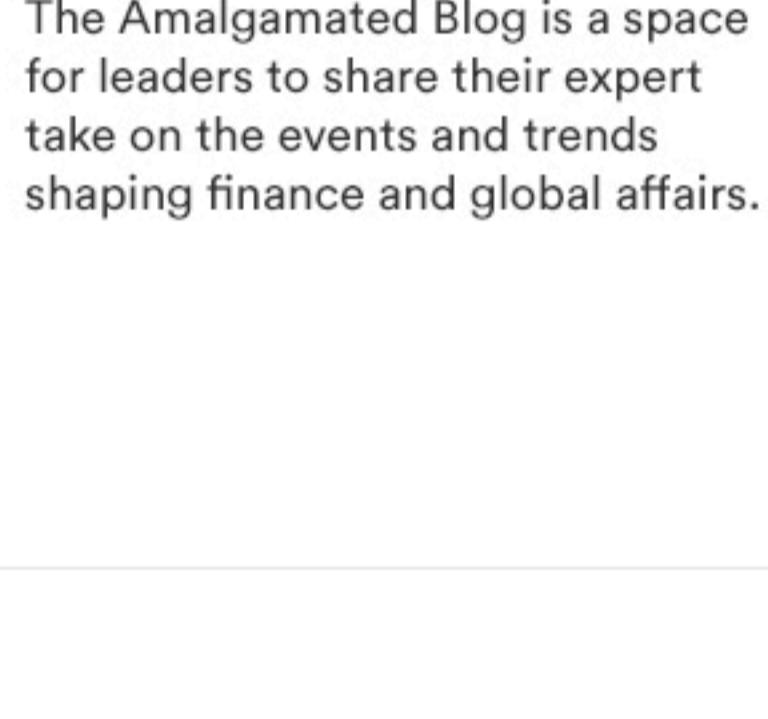
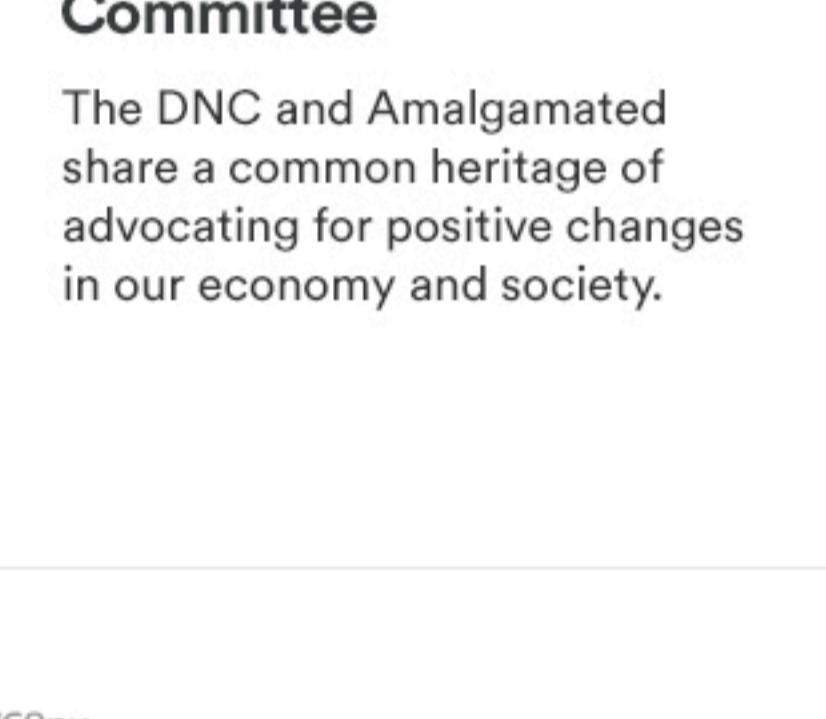


Amalgamated Impact Report

Making a positive impact on the world has always been a core value that drives us. Find out how and why we do it.

≥ 992px

How we're different



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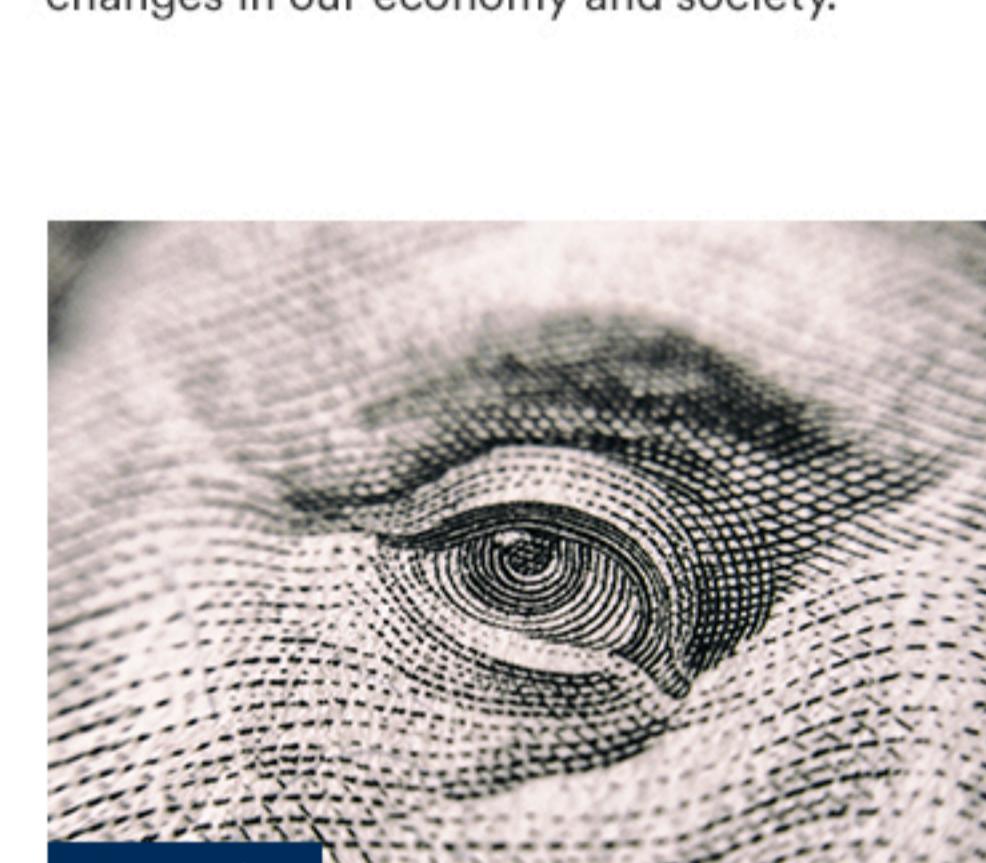
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Amalgamated Impact Report

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≥ 768px

How we're different



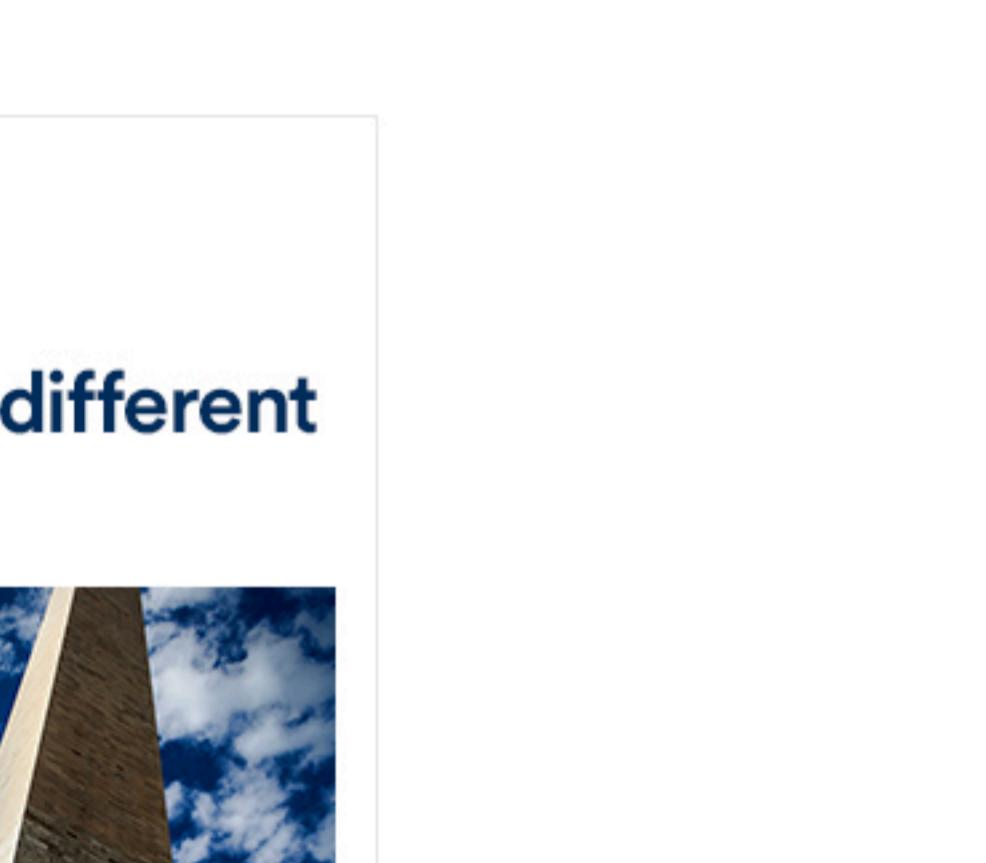
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≥ 320px

How we're different



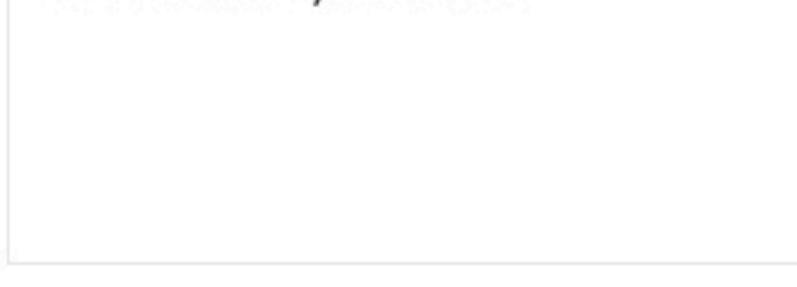
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Three Column**Responsive Behavior**

① Header font size remains the same at 1200px, 992px, 768px breakpoints.

Header - Circular Bold 48pt

② Sub Header and Body Copy font size remains the same across all break points

Stats Header - Circular Bold 24pt
Body Copy - Circular Book 18

Supporting our clients' good work

10 Questions any ACA replacement bill must answer

With changes happening everyday, here are ten questions Congress must answer for me and my cancer patients.

[From SEIU](#)

Amalgamated's efforts in the Fight for \$15

Amalgamated Bank announced today that it will raise all employee wages to a minimum of \$15 an hour.

[From Amalgamated](#)

Amalgamated LongView shareholder advocacy wins

Amalgamated Bank is proud to accomplish a historic settlement that will benefit all Freeport shareholders.

[From Amalgamated](#)

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[From Amalgamated](#)

③ Header font size changes at 320px breakpoint.

Header - Circular Bold 32pt

Logos

Responsive Behavior

① Header font size remains the same at 1200px, 992px, 768px breakpoints.

Header - Circular Bold 48pt

② Logos sit center aligned on the four columns. The maximum width of a logo is 260px and the maximum height is 200px.



③ Header font size changes at 320px breakpoint.

Header - Circular Bold 32pt

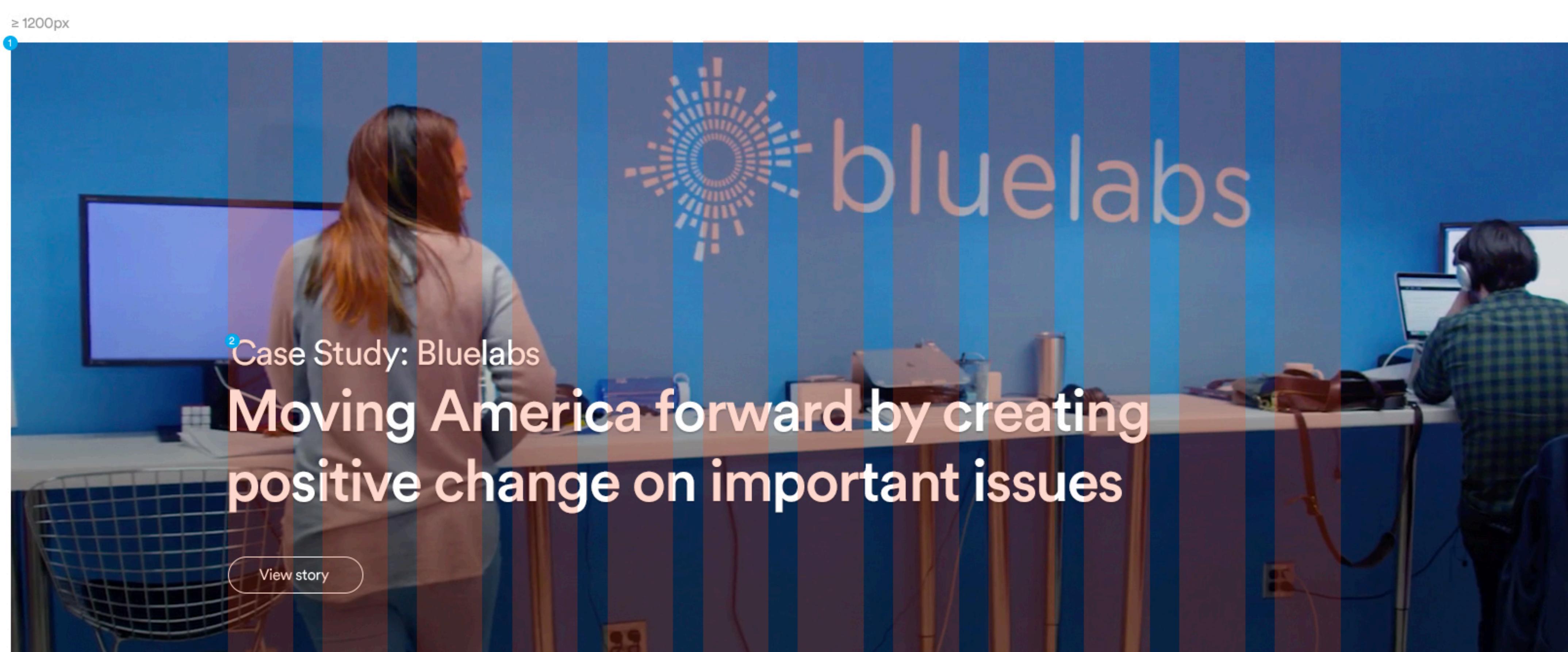
Case Study

Responsive Behavior

- 1 Image maintains aspect ratio and scales proportionally across all breakpoints.

- 2 1200px breakpoint font sizes:

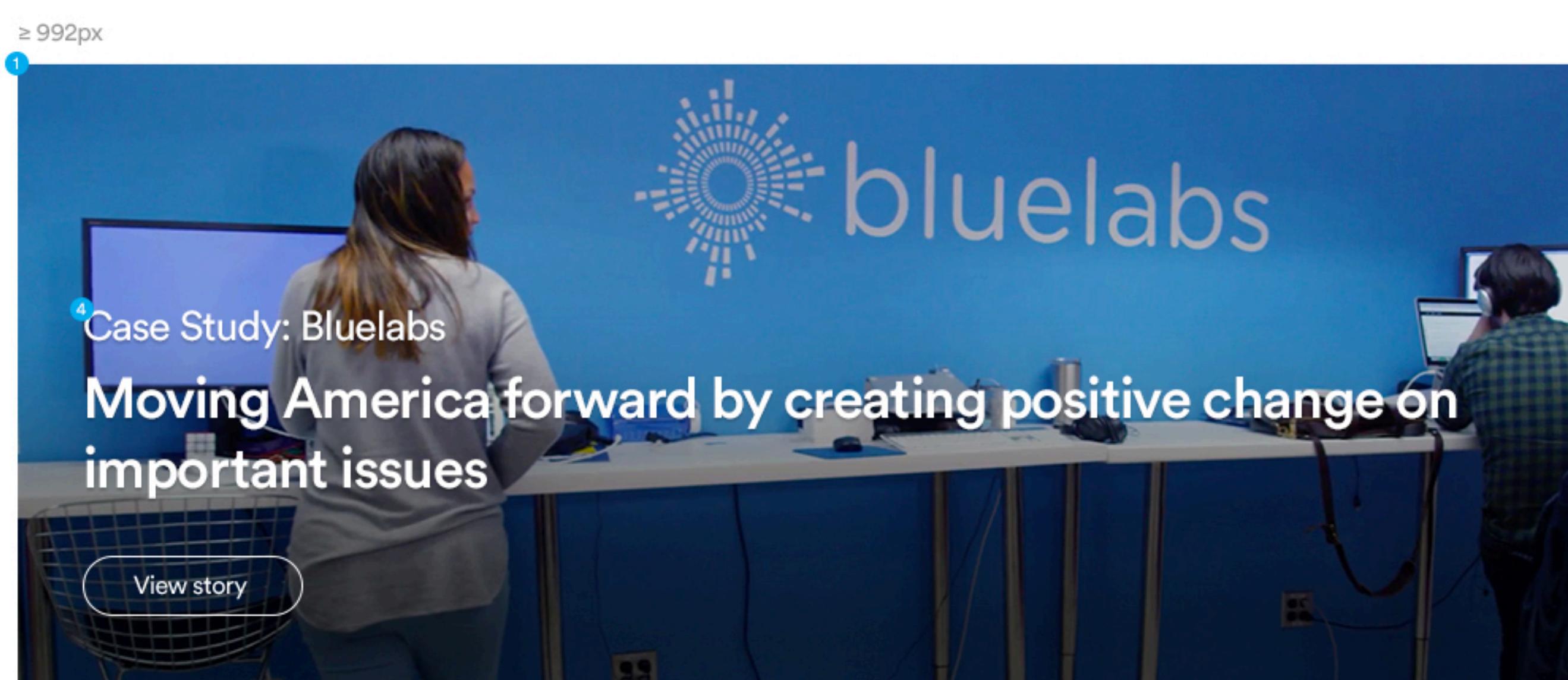
Sub Header - Circular Book 36pt
Header - Circular Bold 60pt



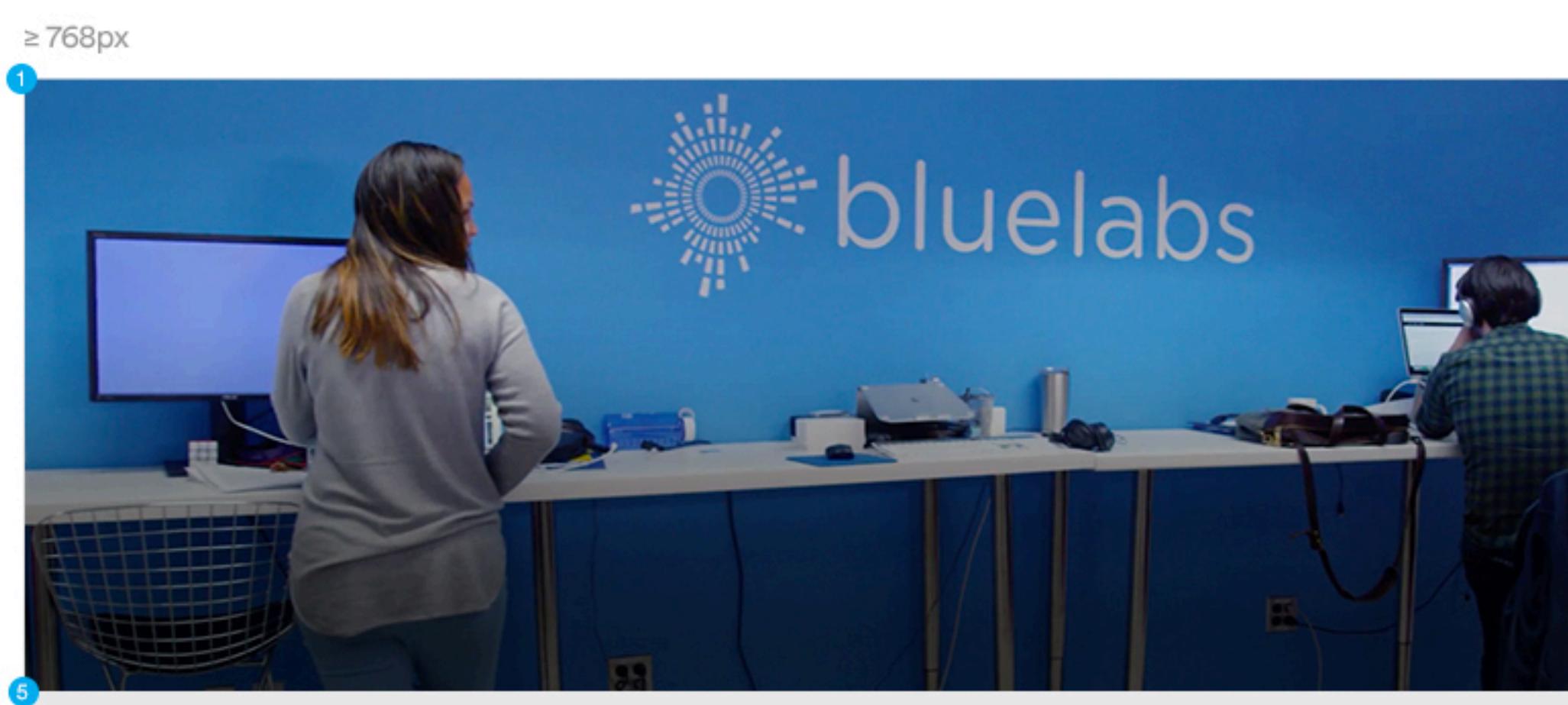
- 3 Note: full width images will have a CSS gradient overlay that transitions from 100% opacity at the bottom to 0% opacity at the top.

- 4 Font size changes at 992px breakpoint and remains the same through 768px breakpoints

Sub Header - Circular Book 26pt
Header - Circular Bold 36pt



- 5 At the 768px and 320px breakpoint the text overlaid on the image shifts beneath the image, changes color to #00306D, and a gray #EAEAEA background is applied beneath the image.



- 6 Font size changes at 320 px breakpoint.

Sub Header - Circular Book 21pt
Header - Circular Bold 32pt



Testimonial

Responsive Behavior

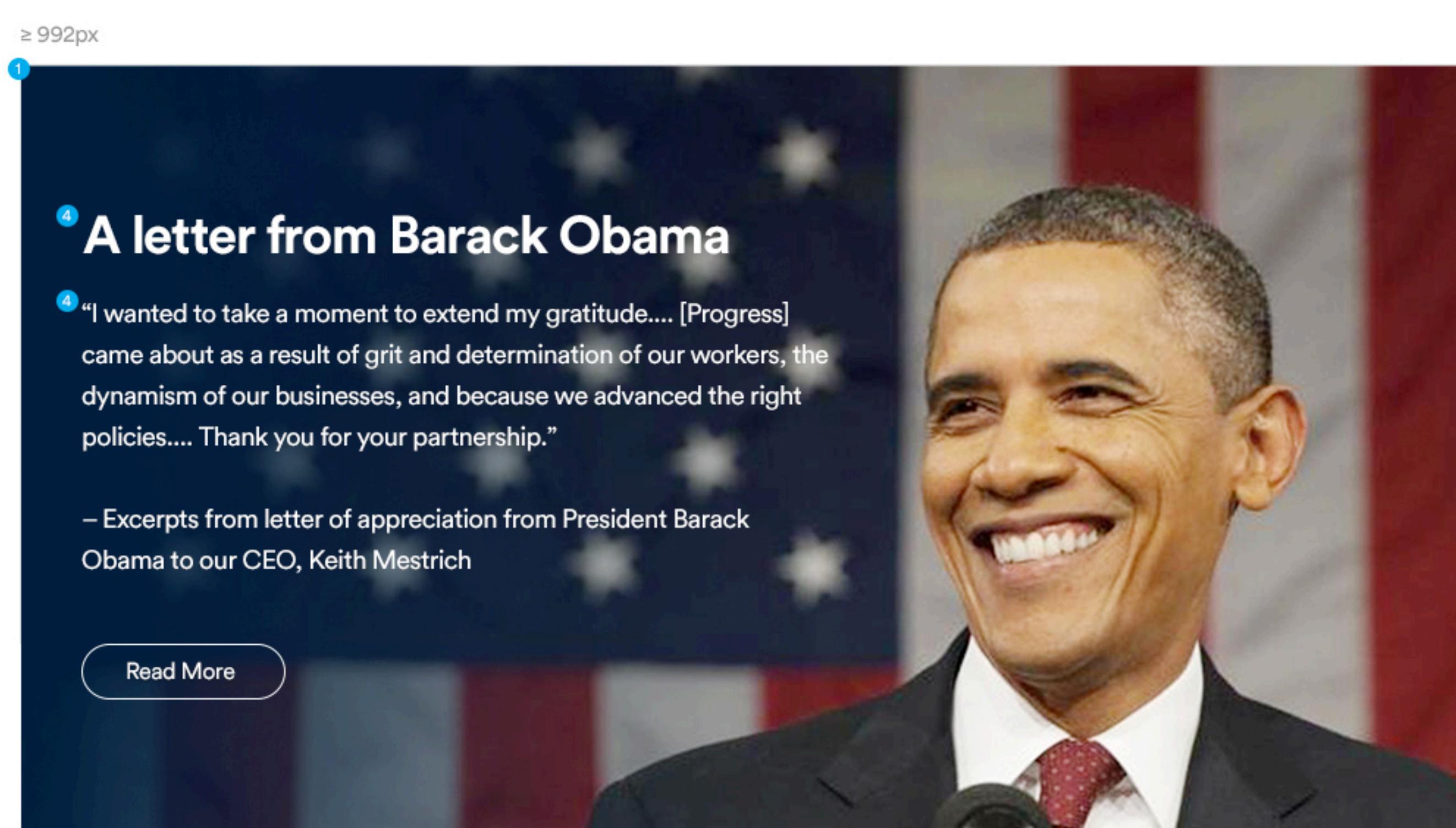
① Image maintains aspect ratio and scales proportionally across all breakpoints.

② 1200px breakpoint font sizes:

Header - Circular Bold 48pt
Body Copy - Circular Book 24pt

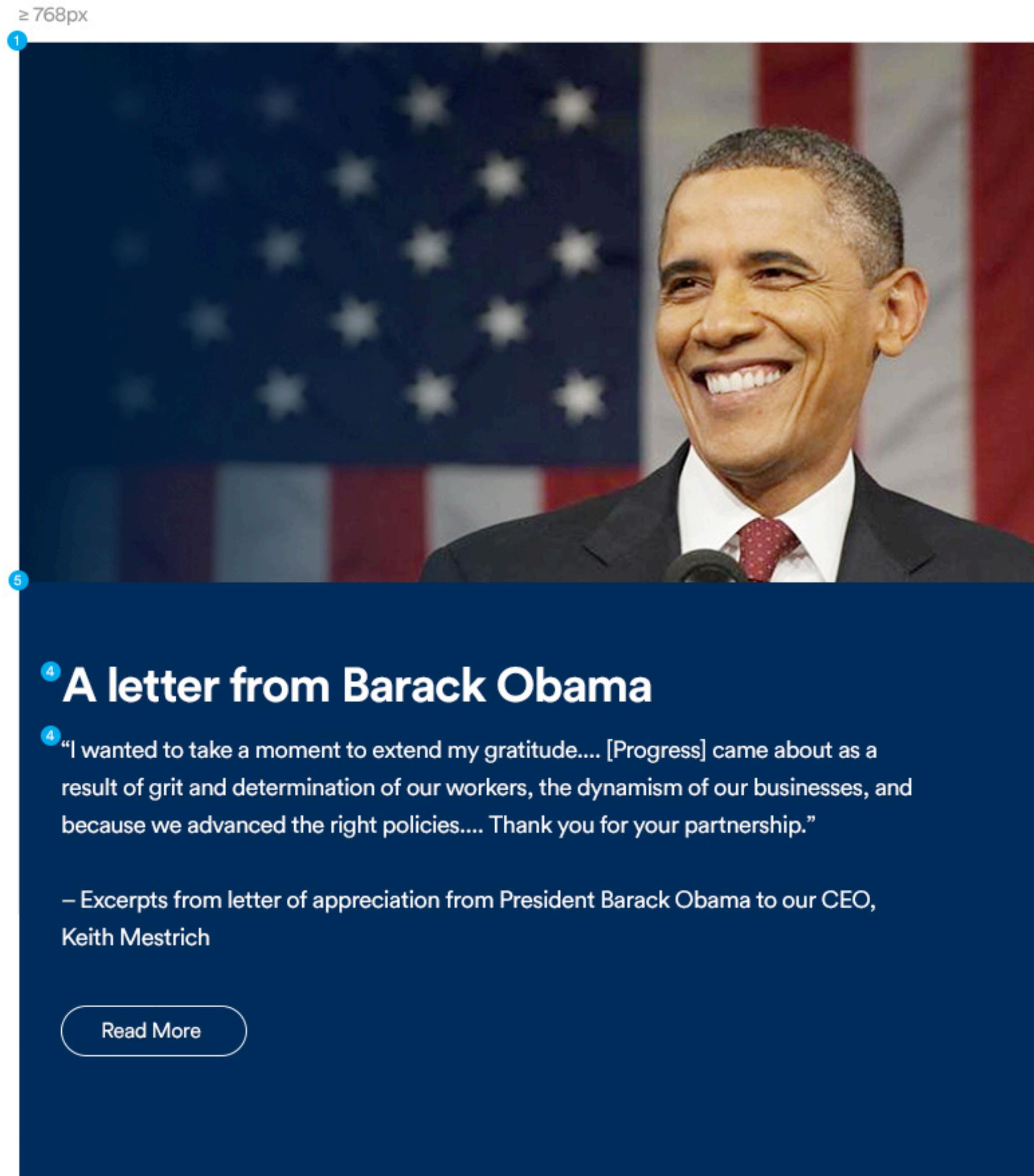


③ Note: full width images will have a CSS gradient overlay that transitions from 100% opacity at the bottom to 0% opacity at the top.

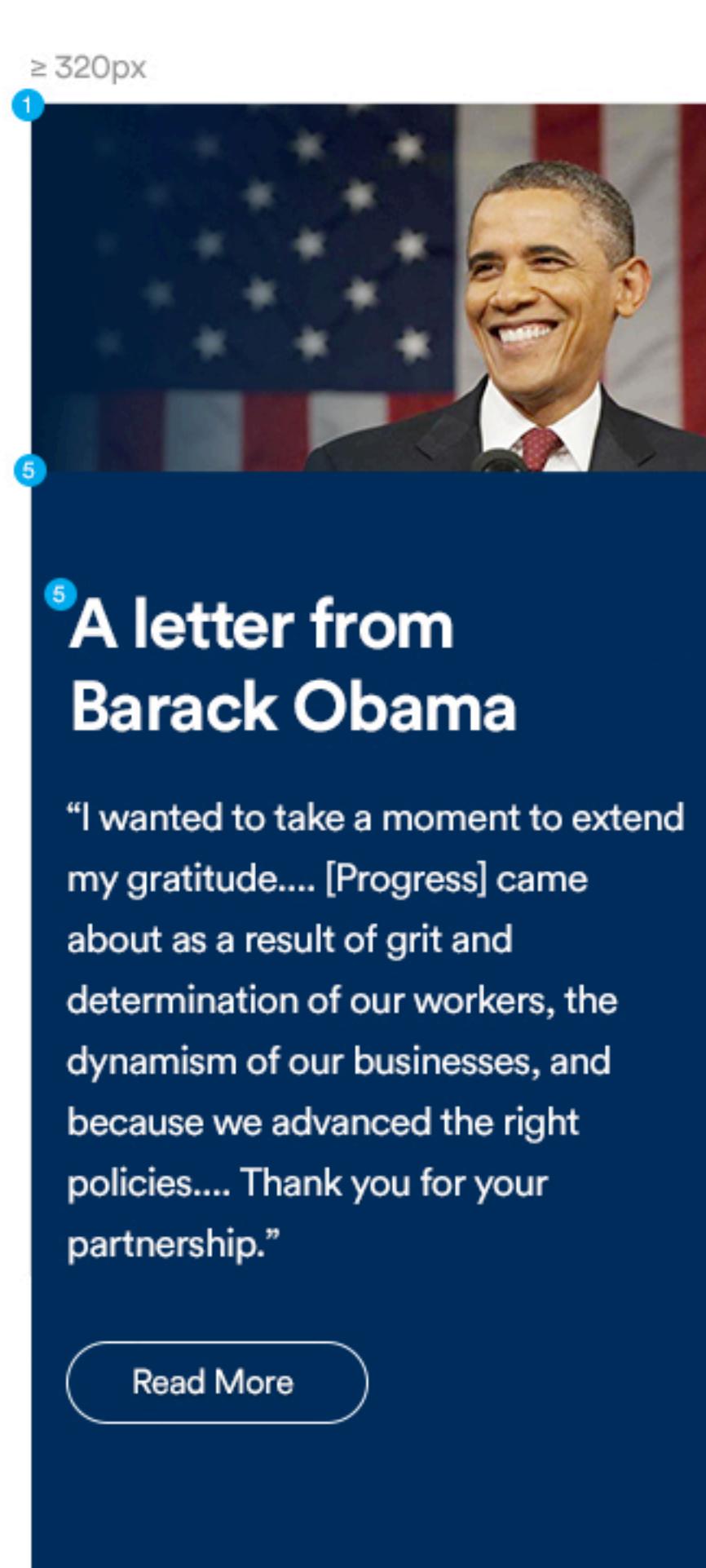


④ Font size changes at 992px breakpoint and remains the same through 768px breakpoints

Header - Circular Bold 36pt
Body Copy - Circular Book 18pt



⑤ At the 768px and 320px breakpoint the text overlaid on the image shifts beneath the image and a blue #00305D background is applied beneath the image.



⑥ Header font size changes at 320 px breakpoint. Body Copy remains the same size.

Header - Circular Bold 32pt
Body Copy - Circular Book 18pt

Amalgamated Bank Website | Responsive Behavior

Current rev. 05/10/2017

Email Capture

Responsive Behavior

- ① Header font size remains the same at 1200px, 992px, 768px breakpoints.

Header - Circular Bold 48pt

≥ 1200px

The form is centered on a light gray background with vertical stripes. The header 'Stay updated' is in bold dark blue. Below it is a placeholder 'Enter your email address so we can stay connected.' A white input field labeled 'Email Address' is positioned below the placeholder. An orange rounded rectangular button labeled 'Submit' is to the right of the input field.

≥ 992px

The form is centered on a light gray background. The header 'Stay updated' is in bold dark blue. Below it is a placeholder 'Enter your email address so we can stay connected.' A white input field labeled 'Email Address' is positioned below the placeholder. An orange rounded rectangular button labeled 'Submit' is to the right of the input field.

≥ 768px

The form is centered on a light gray background. The header 'Stay updated' is in bold dark blue. Below it is a placeholder 'Enter your email address so we can stay connected.' A white input field labeled 'Email Address' is positioned below the placeholder. An orange rounded rectangular button labeled 'Submit' is to the right of the input field.

≥ 320px

The form is centered on a light gray background. The header 'Stay updated' is in bold dark blue. Below it is a placeholder 'Enter your email address so we can stay connected.' A white input field labeled 'Email Address' is positioned below the placeholder. An orange rounded rectangular button labeled 'Submit' is to the right of the input field.

- ② Header font size changes at 320px breakpoint.

Header - Circular Bold 32pt

Amalgamated Bank Website | Responsive Behavior

Current rev. 05/10/2017

Footer

Responsive Behavior

Font sizes do not change and graphics do not scale.

Items in the right begin to wrap under throughout each breakpoint.

≥ 1200px

FDIC insurance applies only to bank deposit products.
Equal Housing Lender | Member FDIC [\[link\]](#)
Amalgamated Bank NMLS ID# 898791

If you are having problems using this website, please call (800) 662-8060 for assistance or [click here](#) to communicate with our Contact Center via instant text message chat.

Investment and insurance products

- Not a deposit
- Not FDIC Insured
- Not Guaranteed By the Bank
- May Lose Value Including Loss of Principal
- Not Insured by Any Federal Government Agency

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Social media icons: Facebook, Twitter, LinkedIn, Instagram, YouTube

Certified B Corporation logo

global alliance for banking on values logo

≥ 992px

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≥ 320px

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Current rev. 05/10/2017

Photo Navigation

Odd Number

Responsive Behavior

① Images and text scale across all breakpoints.

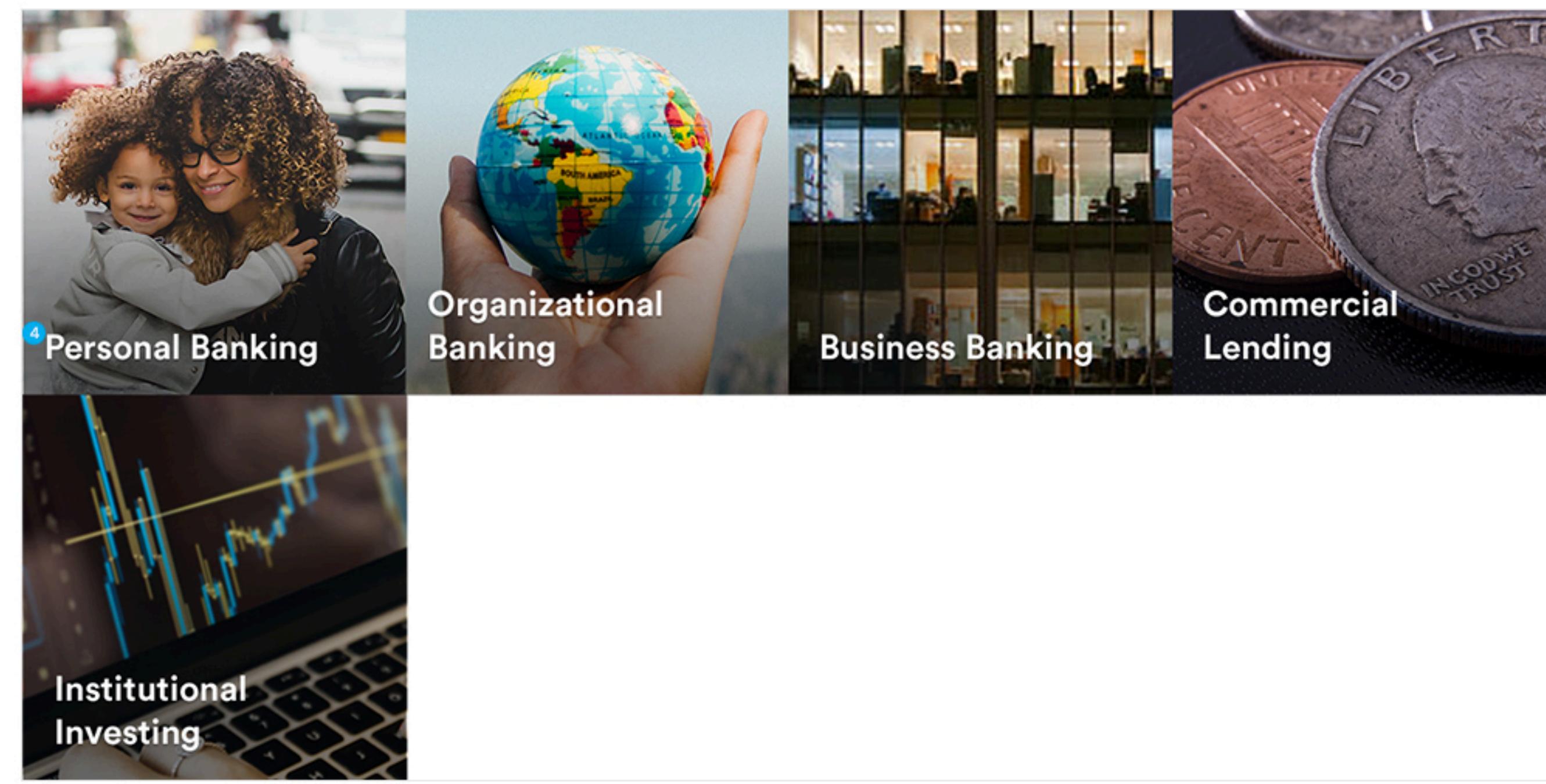
② Note: full width images will have a CSS gradient overlay that transitions from 100% opacity at the bottom to 0% opacity at the top.

③ Category Title - Circular Bold 48pt

≥ 1200px



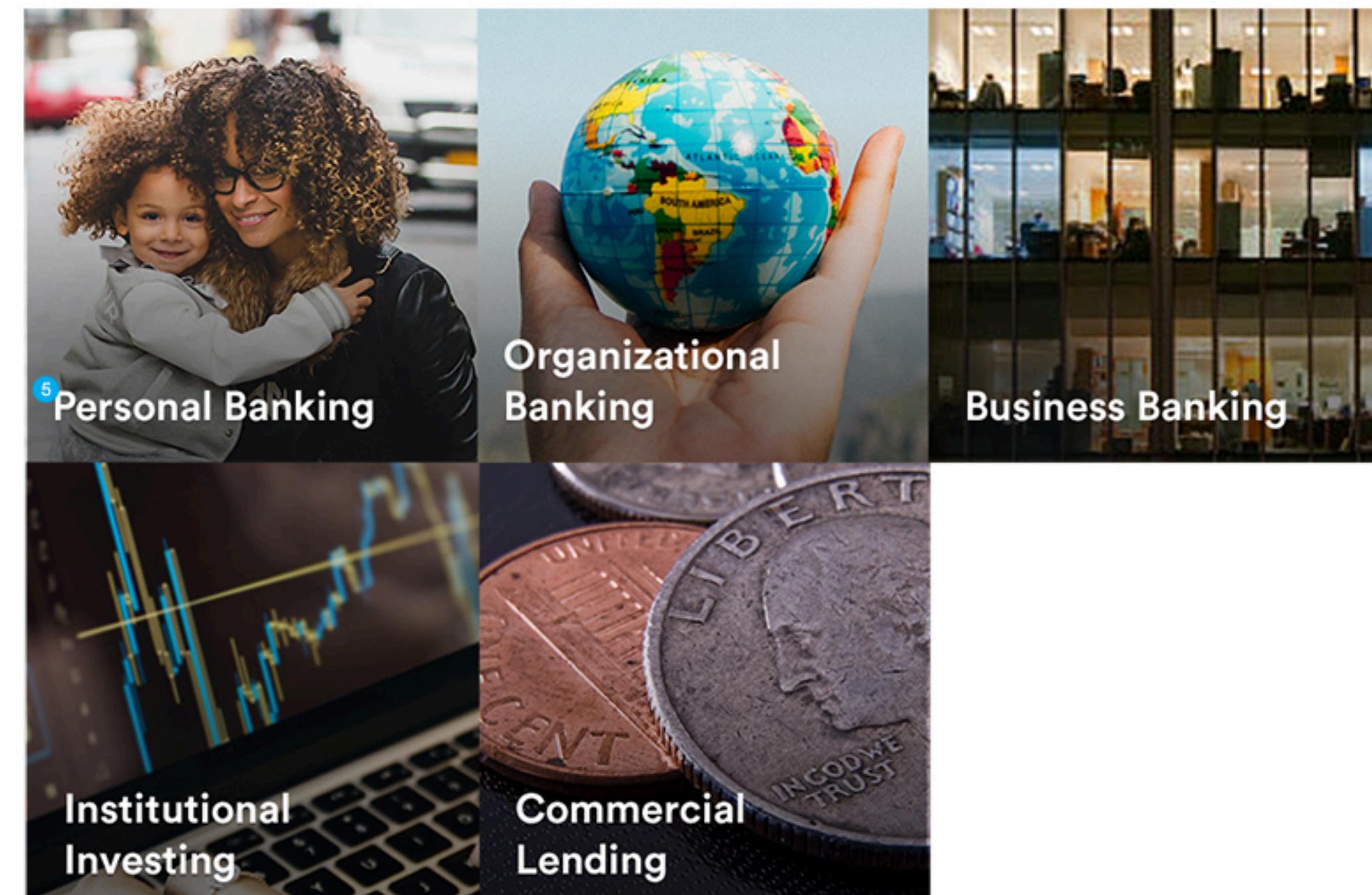
≥ 992px



④ Font scales down at 992px breakpoint.

Category Title - Circular Bold 18pt

≥ 768px



⑤ Font scales down at 776px breakpoint.

Category Title - Circular Bold 14pt

≥ 320px



Photo Navigation

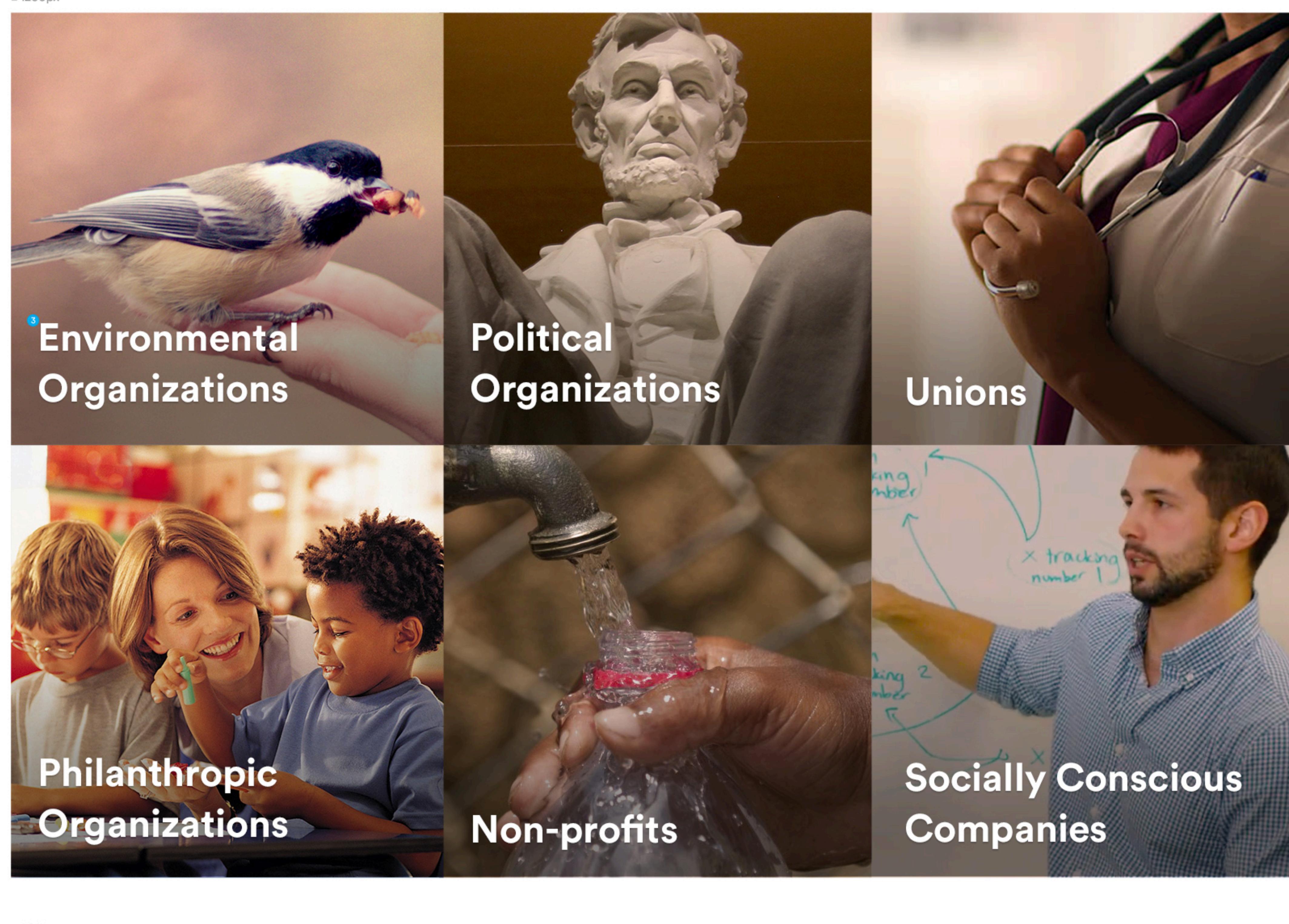
Even Number

Responsive Behavior

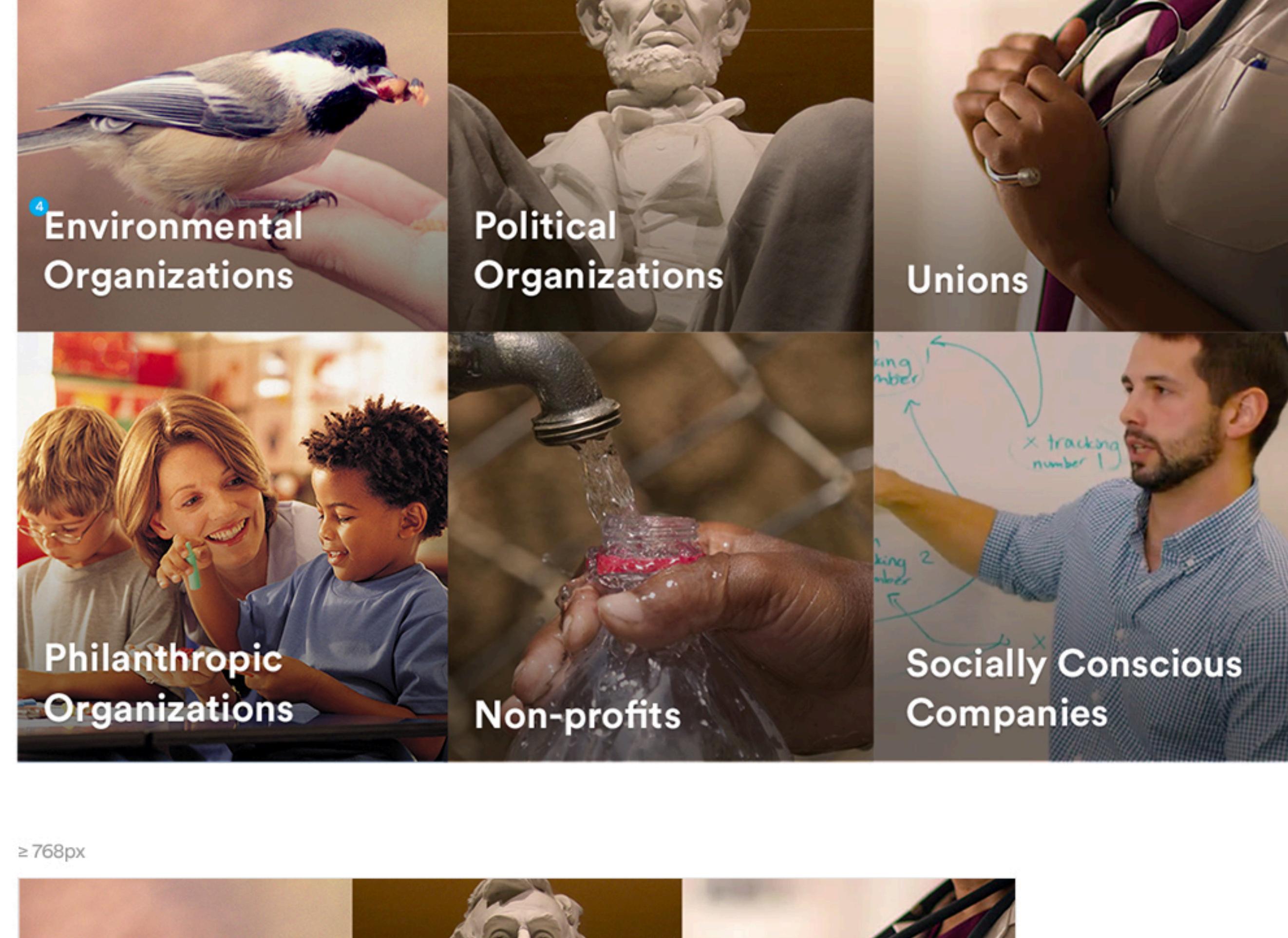
• Images and text scale across all breakpoints.

• Note: full width images will have a CSS gradient overlay that transitions from 100% opacity at the bottom to 0% opacity at the top.

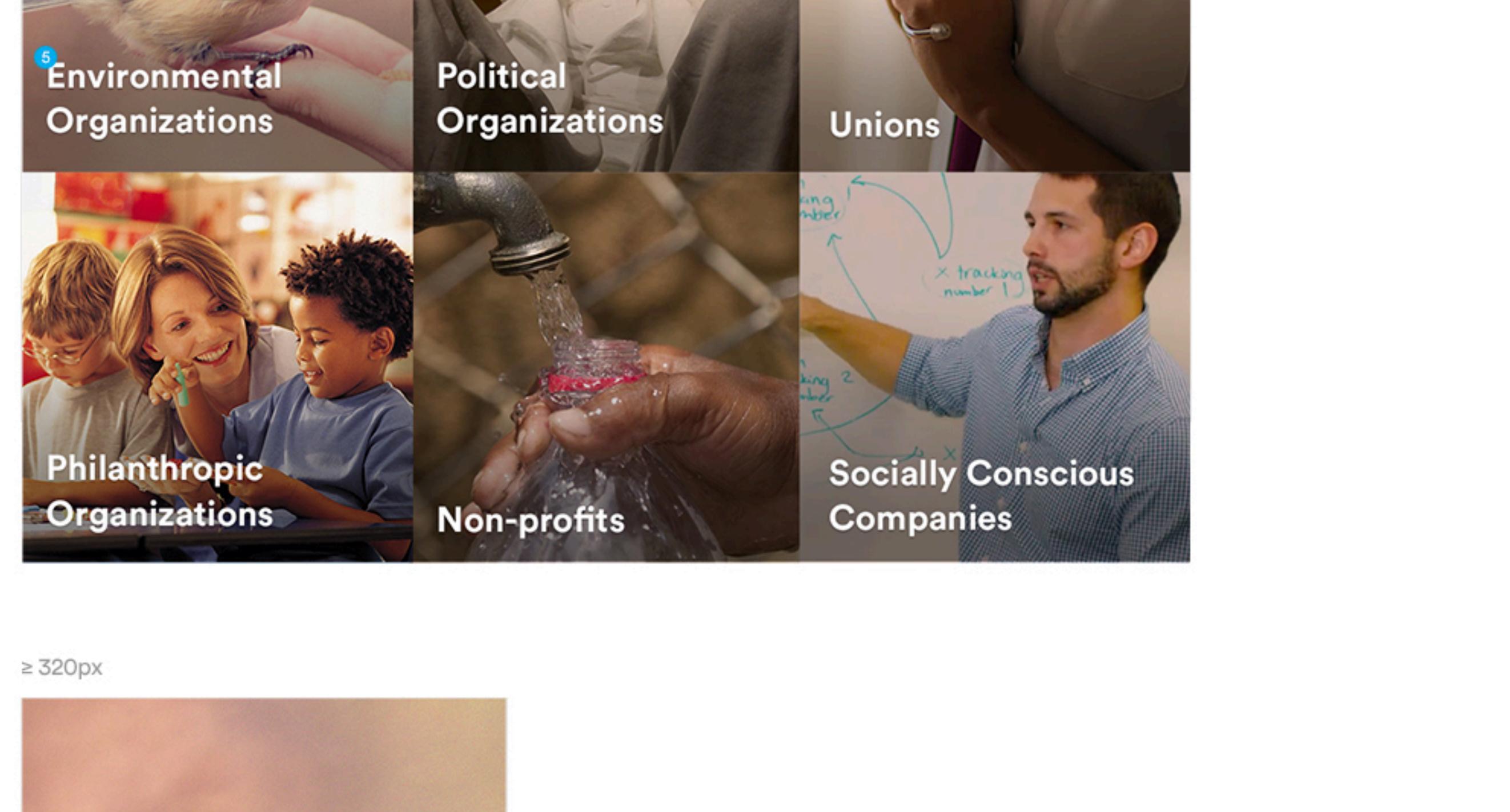
• Category Title - Circular Bold 48pt



≥ 1200px



≥ 992px



≥ 768px



≥ 320px

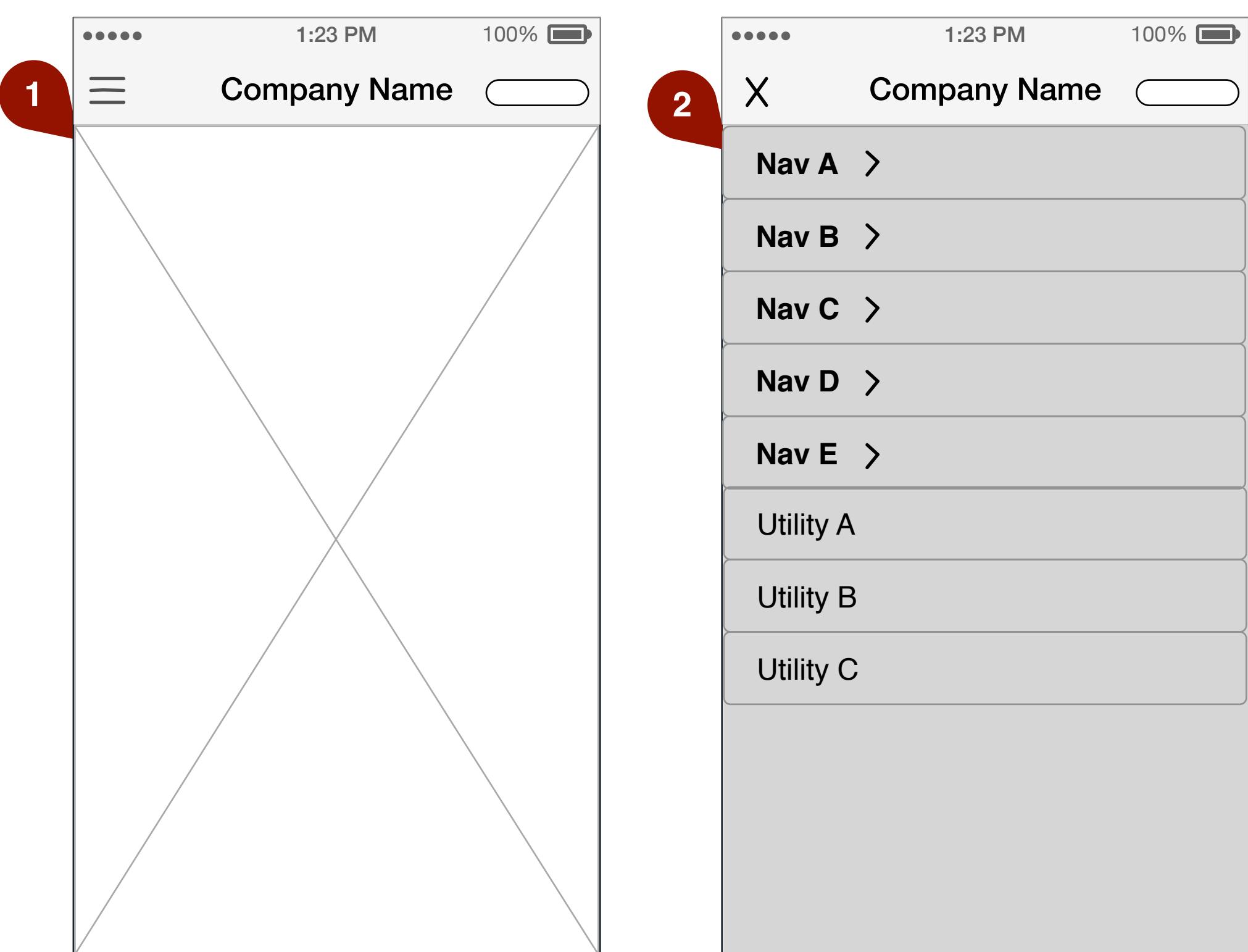


• Font scales down at 992px breakpoint.

Category Title - Circular Bold 32pt

Note: Category Titles stack at full width at 320px breakpoint.

Mobile Nav Interaction Model

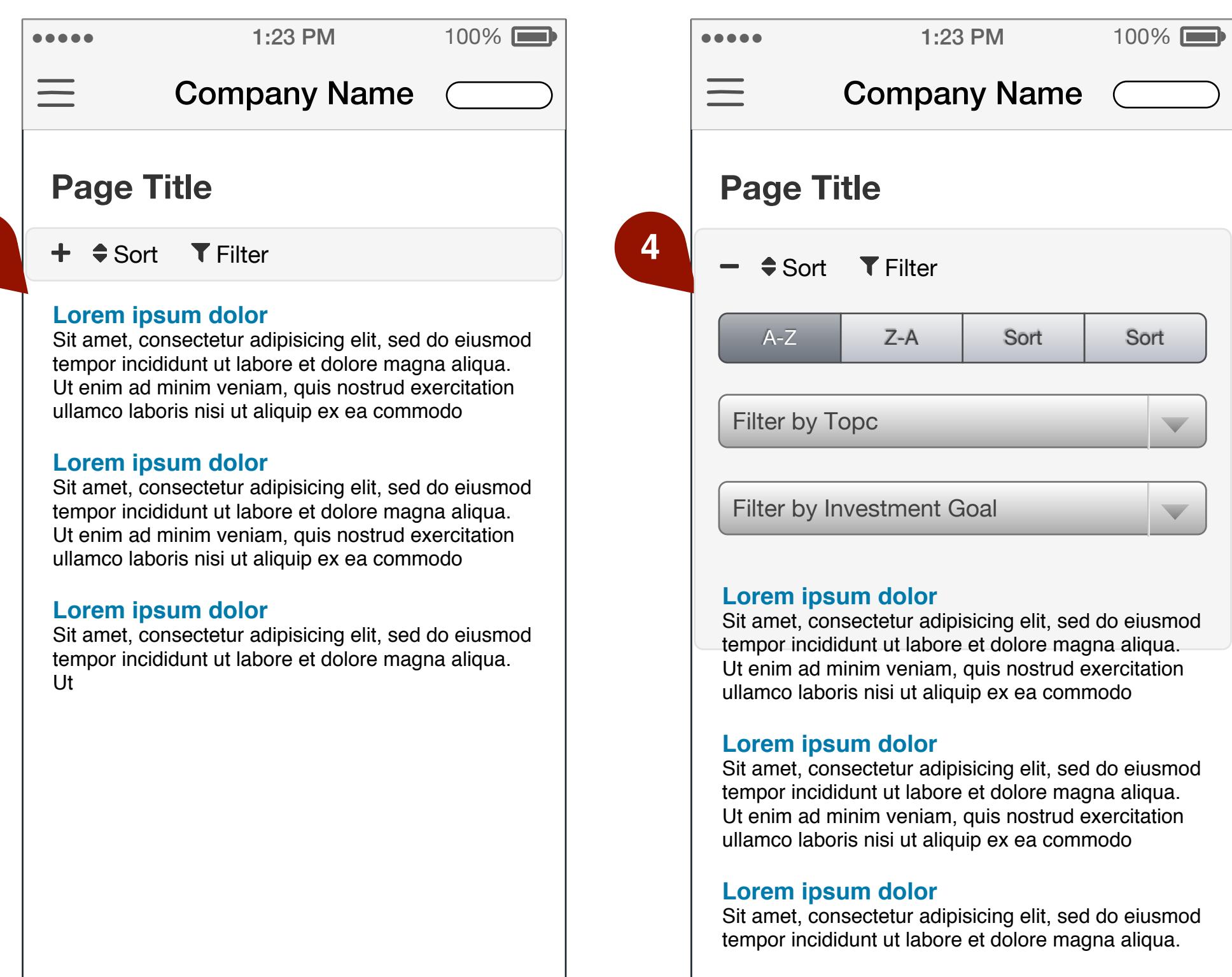


Interaction

The navigation collapses into a hamburger menu at $\geq 992\text{px}$.

Annotations

- 1 Closed menu state. User taps on menu icon to open the menu
- 2 Opened menu state. Screen takes over to reveal menu options. Menu icon changes to an "X". Items like "Contact" and "Login" from the utility nav stay on the header.
- 3 TBD: Mobile lists that have sorts and filters controls are displayed closed by default.
- 4 TBD: Tapping the header opens the pane to reveal all sort and filter controls. Tapping the header when the pane is open, closes it.



Tables

Col 1	Col 2	Col 3	Col 4	Col 5	Col 6	Col 7	Col 8
0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Interaction

Tables will maintain all of their columns when viewed on smaller screens, however all columns will not be visible, therefore tables will scroll horizontally.

Annotations

- 1 Fewer columns will show by default on a mobile screen.
- 2 User can scroll the table horizontally to the left to view additional columns.

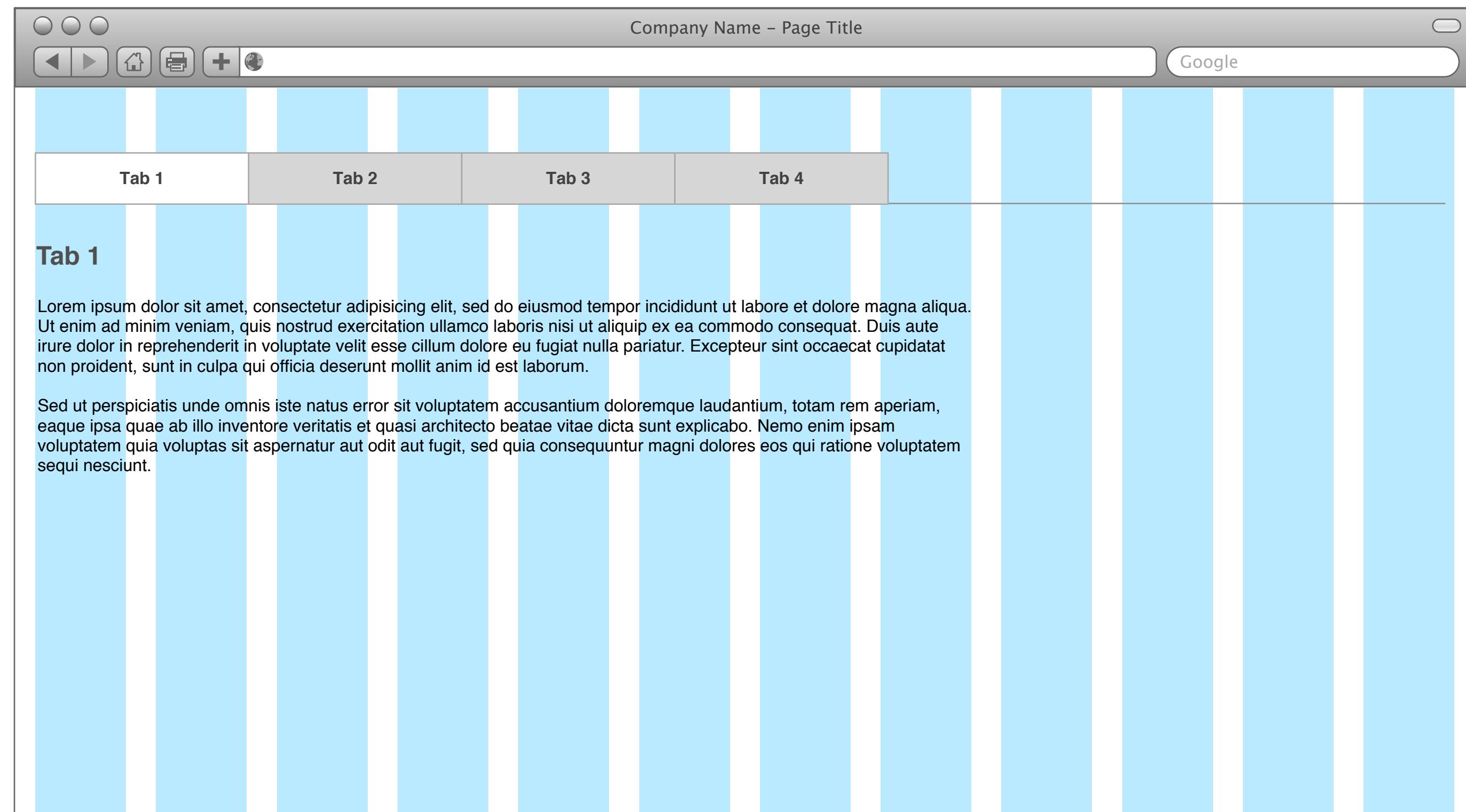
Col 1	Col 2	Col 3
0.00	0.00	0.00
0.00	0.00	0.00
0.00	0.00	0.00
0.00	0.00	0.00
0.00	0.00	0.00
0.00	0.00	0.00
0.00	0.00	0.00
0.00	0.00	0.00

1

Col 6	Col 7	Col 8
0.00	0.00	0.00
0.00	0.00	0.00
0.00	0.00	0.00
0.00	0.00	0.00
0.00	0.00	0.00
0.00	0.00	0.00
0.00	0.00	0.00
0.00	0.00	0.00

2

Tabs

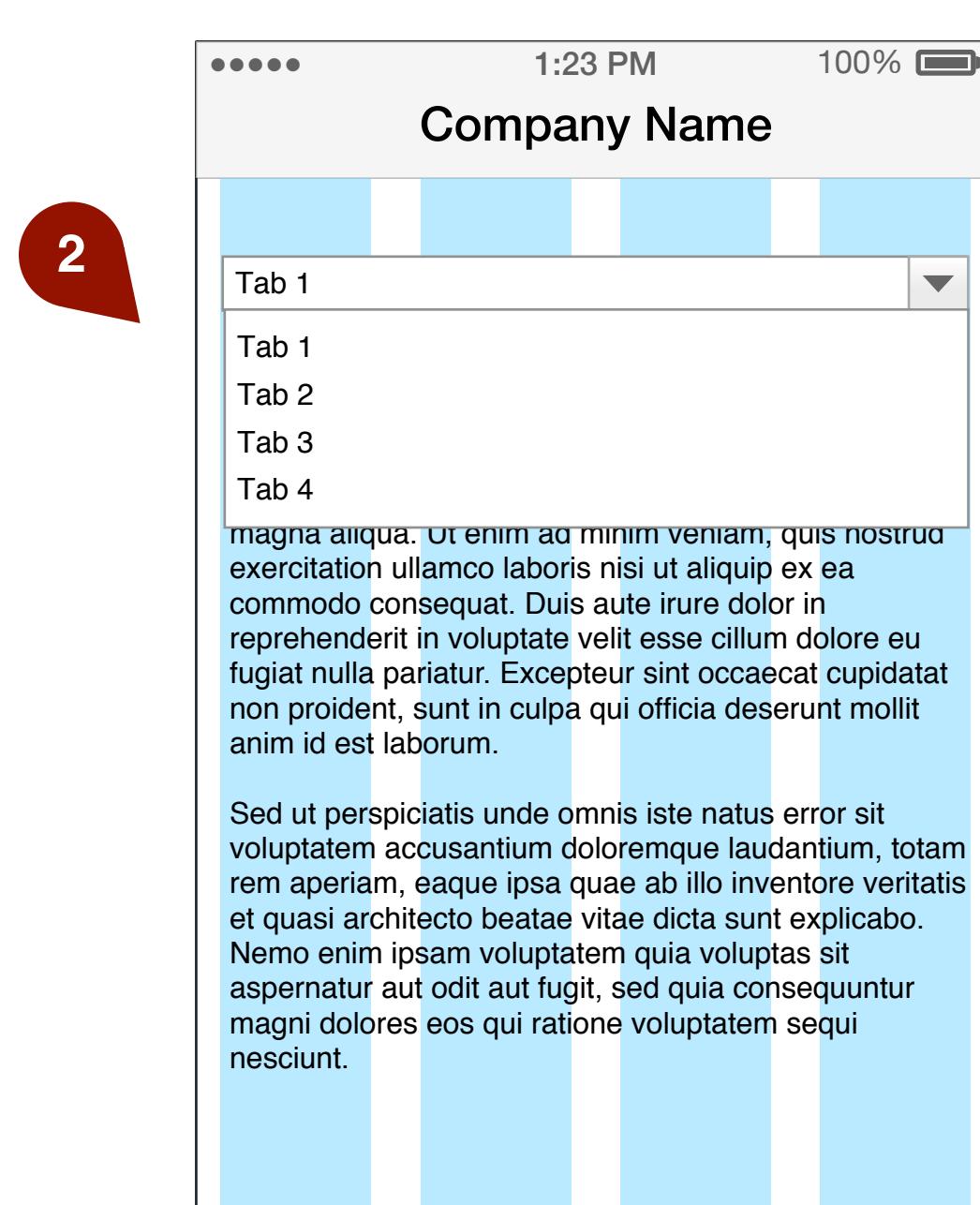
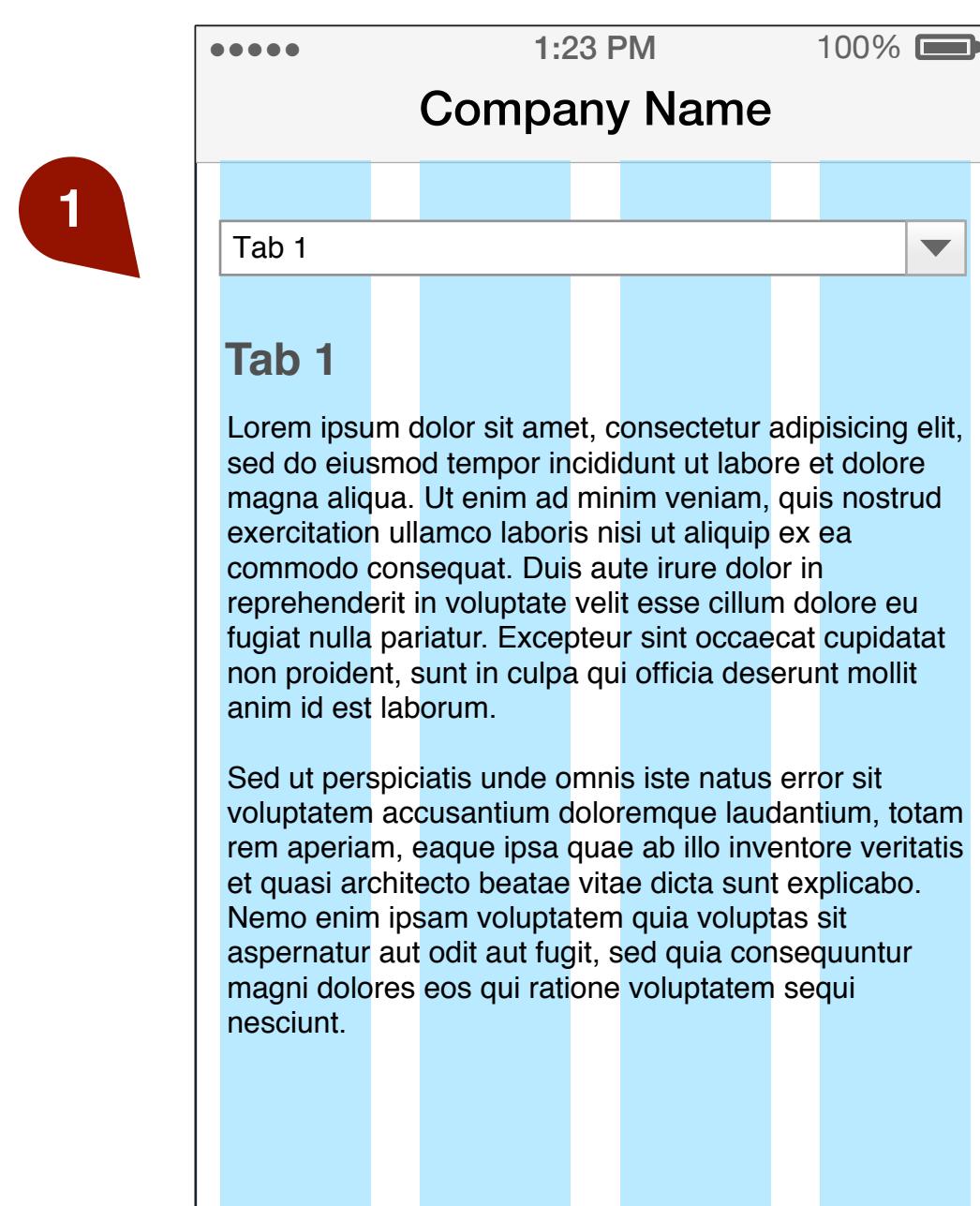


Interaction

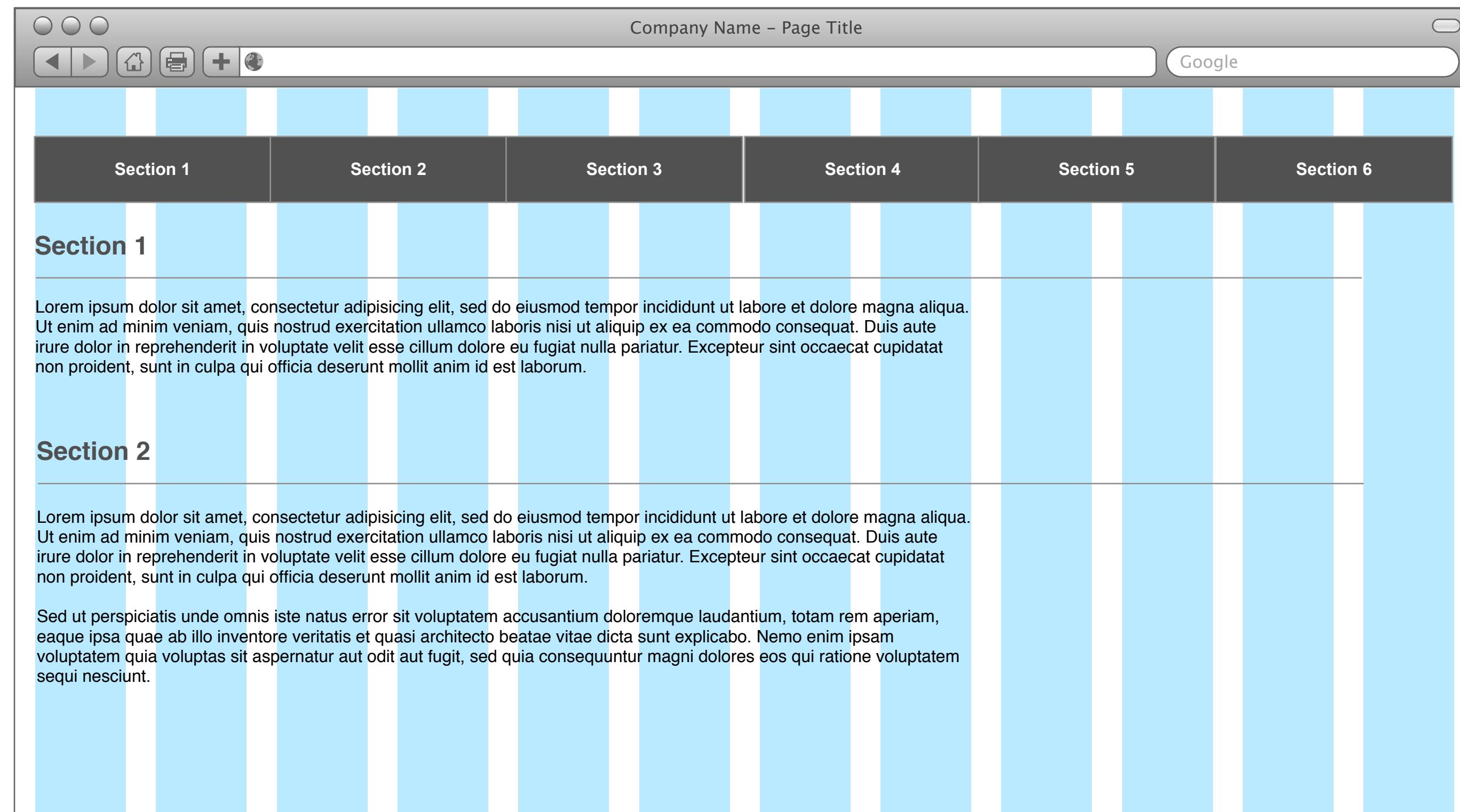
TBD: Tabs will display as drop down menus.

Annotations

- 1 First tab of content will display by default.
- 2 User can use drop down menu to view the other tabs.



Jump Links



Interaction

TBD: Jump links will convert to accordion panes.

Annotations

- 1 First accordion will be open by default. The other accordions will be collapsed.

