



# UX/UI

# COMMUNICATION PORTAL

## TABLE OF CONTENTS

UX DESIGN PRINCIPLES	3	DIGITAL COMPONENTS	41
Tactical Design tenets	4	Featured Container Tile	42
Mobile Design Tenets	5	Accordion Tile	43
		Featured Tile	44
CORE STYLES	6	Waterfall Tile	45-46
Overall Color Palette	7	Tile Carousel	47
Primary Color Palette	8	Pull Quote	48
Typography	9-12	Side Modules	49
Photo Icons	13	Content Block	50
Vector Icons	14	Sliders	51
Icon Font	15	Accordion	52
People Images	16-18	Leadership Tile	53
		Leadership Bio	54
GLOBAL DIGITAL COMPONENTS	19	Content Hero	55
Header / Kicker Bar	20-22	Search Results	56
Country / Language Selector	23-25	Social Toolbox	57
Shopping Cart Interface	26		
Login Feature	27		
Main Navigation	28-34		
Sticky Nav	35		
Search Menu	36		
Global Footer	37		
Buttons	38		
Forms	39		
Adaptive Forms	40		



# UX DESIGN PRINCIPLES FOR COMMUNICATION PORTALS



# COMMUNICATION PORTAL

## TACTICAL DESIGN TENETS

### PROVIDE DISCRETE STEPS

- Users on mobile devices are more task oriented and have less time.
- Break tasks into smaller chunks of “complete-able” steps.

### SCROLLING

- Scrolling in and of itself is neither good nor bad. is often faster than paging.
- If the content is usable and on point, users will not have an issue scrolling to consume it.
- Users can scan a page quicker than a browser can load it.

### PROVIDE USER FEEDBACK

- Highlight the change when a page doesn't refresh, but something happens,
- Provide positive and negative feedback immediately when an action has been attempted.
- Let the user know how many steps are remaining

### SEPARATE EDIT & VIEW

- When presenting data, keep the user's mind set front and center. Is the user expecting to read/scan data or are they expecting to edit it?
- Don't provide a single view that mixes both mind sets

### PERFORMANCE IMPACTS DESIGN

- Nobody likes to wait – so be aware of the cost of each design element and data set.

### PREVENT ERRORS

- Presenting immediate feedback to the user in the case of an error is important, but it is more important to prevent the error from happening in the first place
- Thoughtful attention to detail with regard to form design can prevent errors from occurring in the first place
- Use appropriate default options where possible.

### CONTENT IS DESIGN TOO

- Clear language is vital for user's to find their way through the site/product in order to capture their goals
- Avoid internal jargon and acronyms. Use plain, everyday words and phrases.
- Keep labels concise. Avoid repetitive words or phrases – like “Your Benefits” and “Your Dependents” and “Your Investments” – that require the user to parse through just to identify the differentiators.
- Be consistent with regard to labels and language. When things don't match up, the experience can feel disjointed and confusing.
- Use active voice
- Employ page headers and subheaders to assist with scanability

### UNDERSTAND THE COST OF AN ACTION

- Make sure to provide ways to undo mistakes users might make.
- In order to be most efficient, weigh the cost of an unintended action against the need to “pre-confirm” the action.
- For example, when the cost of the action is high – like for a user who is about to cancel a benefits enrollment after they have already entered a lot of data – provide a “pre-confirmation” warning explaining that all the data the user entered will be deleted if they continue.
- In a scenario where the cost is much less – like when a user is going to delete an old email address – that same “pre-confirmation” warning would add unnecessary time to complete the action and would cause friction.

# COMMUNICATION PORTAL

## MOBILE DESIGN TENETS

### PROVIDE DISCRETE STEPS

- Users on mobile devices are more task oriented and have less time.
- Break tasks into smaller chunks of “complete-able” steps.

### SCROLLING

- Scrolling in and of itself is neither good nor bad. is often faster than paging.
- If the content is usable and on point, users will not have an issue scrolling to consume it.
- Users can scan a page quicker than a browser can load it.

### PROVIDE USER FEEDBACK

- Highlight the change when a page doesn't refresh, but something happens,
- Provide positive and negative feedback immediately when an action has been attempted.
- Let the user know how many steps are remaining

### SEPARATE EDIT & VIEW

- When presenting data, keep the user's mind set front and center. Is the user expecting to read/scan data or are they expecting to edit it?
- Don't provide a single view that mixes both mind sets

### PERFORMANCE IMPACTS DESIGN

- Nobody likes to wait – so be aware of the cost of each design element and data set.

### PREVENT ERRORS

- Presenting immediate feedback to the user in the case of an error is important, but it is more important to prevent the error from happening in the first place
- Thoughtful attention to detail with regard to form design can prevent errors from occurring in the first place
- Use appropriate default options where possible.

### CONTENT IS DESIGN TOO

- Clear language is vital for user's to find their way through the site/product in order to capture their goals
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- In a scenario where the cost is much less – like when a user is going to delete an old email address – that same “pre-confirmation” warning would add unnecessary time to complete the action and would cause friction.



**CORE STYLES**  
FOR COMMUNICATION PORTALS



# COMMUNICATION PORTAL

## OVERALL COLOR PALETTE

### BASE & GRAY

#000000
#FFFFFF
#20262B
#37424A
#2C2C2C
#404040
#808080
#BFBFBF
#D7D7D7
#E6E6E6
#EEEEEE
#F5F5F5

### BLUE-GRAY

#23334C
#395A85
#396EA8
#517BAA
#6B90B8
#A9BCD3
#C3D2E5
#E9EEF5
#E8F0F7

### SAPPHIRE

#002C77
#006D9E
#00A8C8
#A6E2EF

### IOLITE

#43286D
#595998
#6F85C2
#C5CAE7

### AMETHYST

#570054
#932077
#CF3D96
#E7B8D6

### RUBY

#690031
#A9194F
#ED2C67
#F7B6B8

### GARNET

#820009
#BB2C2B
#EF4E45
#F9BEAD

### CITRINE

#8D380A
#C55F24
#F48132
#FCCFAB

### TOPAZ

#905501
#C98414
#FBAE17
#FFDDAC

### PERIDOT

#516021
#838E30
#B3BA35
#D9D99F

### EMERALD

#00582D
#128C3F
#72BE44
#BDDDA3

### TURQUOISE

#004C50
#008075
#0FB694
#A7D9C8

# COMMUNICATION PORTAL

## PRIMARY COLOR PALETTE

### DETAILS

These are the primary colors that should be used with all Communication Sites. They serve as core elements of the design.

The Main Swatches combine the Sapphire and Onyx families which comprise the core branding colors for all Mercer Communications Sites.

Secondary Swatches allow for a complimentary family of colors to use for other assets and components on Communication Sites to add a splash of color.

Generally, body copy fonts and headers will be set using the Default Type Swatches and any links and hover states will use the Link, On Hover, On Click swatches shown here.

### MAIN SWATCHES

#002C77	#000000
#006D9E	#404040
#00A8C8	#808080
#A6E2EF	#BFBFBF

### DEFAULT TYPE SWATCHES

#404040
#808080
#BFBFBF

### SECONDARY SWATCHES

#570054	#690031
#932077	#A9194F
#CF3D96	#ED2C67
#E7B8D6	#F7B6B8
#905501	#004C50
#C98414	#008075
#FBAE17	#0FB694
#FFDDAC	#A7D9C8

### LINK, ON HOVER, ON CLICK

#006D9E
#00A8C8
#A6E2EF



# COMMUNICATION PORTAL

## PROXIMA NOVA FONT FAMILY

### OVERVIEW

Mercer Communications projects will use the Proxima Nova font family. Proxima Nova is a modern typeface with a geometric appearance that has become one of the most popular web fonts within the past few years.

#### PROXIMA NOVA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*(-)

#### PROXIMA NOVA SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*(-)

#### PROXIMA NOVA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*(-)

#### PROXIMA NOVA REGULAR ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789!@#\$%^&\*(-)*

#### PROXIMA NOVA THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*(-)

# COMMUNICATION PORTAL

## TYPOGRAPHY 1

### OVERVIEW

We have listed the core typographical hierarchy that serves as the core of the typography for all Communication Sites.

This list is not meant to be exhaustive; you should feel free to augment this list as necessary as long as the additions fit into this overall core structure.

### EXAMPLE

#### HOMEPAGE HERO

Lorem ipsum dolor sit amet, consectetur adipisicing elit.  
Ordered list item one. Lorem ipsum dolor sit amet, consectetur adipisicing elit.

#### PAGE HEADLINE

Lorem ipsum dolor sit amet, consectetur adipisicing elit.  
Ordered list item one. Lorem ipsum dolor sit amet, consectetur adipisicing elit.

#### Navigation Label

Lorem ipsum dolor sit amet, consectetur adipisicing elit.  
Ordered list item one. Lorem ipsum dolor sit amet, consectetur adipisicing elit.

#### Navigation Level 1 Section

Lorem ipsum dolor sit amet, consectetur adipisicing elit.  
Ordered list item one. Lorem ipsum dolor sit amet, consectetur adipisicing elit.

#### KICKER

Lorem ipsum dolor sit amet, consectetur adipisicing elit.  
Ordered list item one. Lorem ipsum dolor sit amet, consectetur adipisicing elit.

Lorem ipsum dolor sit amet, consectetur adipisicing elit.  
Ordered list item one. Lorem ipsum dolor sit amet, consectetur adipisicing elit.

### ATTRIBUTES

USAGE:	Homepage Hero Title
FONT:	Proxima Nova Semibold *ALL CAPS
SIZE:	36px
LETTER SPACING:	0.215em
CHARACTER TRACKING IN PS:	200
DECORATION:	None
COLOR DEFAULT:	#808080 / 404040
USAGE:	Page Headline
FONT:	Proxima Nova Regular *ALL CAPS
SIZE:	24px
LETTER SPACING:	0.185em
CHARACTER TRACKING IN PS:	200
DECORATION:	None
COLOR DEFAULT:	#808080 / 404040
USAGE:	Navigation Label
FONT:	Proxima Nova Regular
SIZE:	16px
LETTER SPACING:	Default
CHARACTER TRACKING IN PS:	Default
DECORATION:	None
COLOR DEFAULT:	#808080 / 404040
USAGE:	Navigation Level 1 Section
FONT:	Proxima Nova Bold
SIZE:	15px
LETTER SPACING:	Default
CHARACTER TRACKING IN PS:	Default
DECORATION:	None
COLOR DEFAULT:	#808080 / 404040
USAGE:	Kicker
FONT:	Proxima Nova Bold *UPPERCASE
SIZE:	13px
LETTER SPACING:	0.185em
CHARACTER TRACKING IN PS:	200
DECORATION:	None
COLOR DEFAULT:	#808080 / 404040
USAGE:	Main Body Copy
FONT:	Proxima Nova Regular
SIZE:	15px
LETTER SPACING:	0.190em
CHARACTER TRACKING IN PS:	Default
DECORATION:	None
COLOR DEFAULT:	#808080 / 404040

# COMMUNICATION PORTAL

## TYPOGRAPHY 2

### DETAILS

This page presents some additional examples of the core typographical hierarchy for all Employee Portals.

- **Left Nav & Roadsigns** – used primarily for c-column content
- **Button text** – used widely throughout the site for all button styles
- **Content Callout Title** – this style is quite common in many of the components for Communication Sites
- **Content Callout Copy** – again, a relatively common style used across Communication Sites
- **Pulldown Title** – this style appears on any of the pulldown menus appearing throughout the site
- **Pulldown Item Text** – items listed within the pulldown menus will use this style

### EXAMPLE

#### Left Nav & Roadsigns

#### BUTTON TEXT

#### Content Callout Title

Content Callout Copy

#### PULLDOWN TITLE

Pulldown Item Text

### ATTRIBUTES

USAGE:	Left Nav & Roadsigns
FONT:	Proxima Nova Semibold
SIZE:	18px
LINE SPACING:	22px
CHARACTER TRACKING IN PS:	Default
DECORATION:	None
COLOR DEFAULT:	#808080 / #404040
USAGE:	Button Text
FONT:	Proxima Nova Bold *ALL CAPS
SIZE:	13px
LETTER SPACING:	Default
CHARACTER TRACKING IN PS:	Default
DECORATION:	None
COLOR DEFAULT:	#FFFFFF
USAGE:	Content Callout Title
FONT:	Proxima Nova Semibold
SIZE:	18px
LETTER SPACING:	Default
CHARACTER TRACKING IN PS:	Default
DECORATION:	#808080 / #404040
COLOR DEFAULT:	
USAGE:	Content Callout Copy
FONT:	Proxima Nova Regular
SIZE:	15px
LETTER SPACING:	22px
CHARACTER TRACKING IN PS:	Default
DECORATION:	Default
COLOR DEFAULT:	#808080 / #404040
USAGE:	Pulldown Title
FONT:	Proxima Nova Bold *ALLCAPS
SIZE:	13px
LINE HEIGHT::	1.45
DECORATION:	None
COLOR DEFAULT:	#808080 / #404040
USAGE:	Pulldown Item Text
FONT:	Proxima Nova Regular
SIZE:	15px
LETTER SPACING:	Default
CHARACTER TRACKING IN PS:	Default
PARAGRAPH PADDING:	11
COLOR DEFAULT:	#808080 / #404040

# COMMUNICATION PORTAL

## TYPOGRAPHY 3

### DETAILS

This page presents some additional examples of the core typographical hierarchy for all Employee Portals.

- **Side and Small Component Title** – another style used primarily for c-column content
- **Form Text** – a style used in form design
- **Big Quotes** – for larger, accentuated pull quotes
- **Small Quotes** – some page templates will incorporate pull quotes in the middle of two blocks of content. This style can be used in that case.

### EXAMPLE

Side and Small Component Title

Form Text

Big Quote

Small Quote

### ATTRIBUTES

USAGE:	Side and Small Component Title
FONT:	Proxima Nova Bold
SIZE:	15px
LINE SPACING:	Default
CHARACTER TRACKING IN PS:	Default
COLOR DEFAULT:	#808080 / #404040
USAGE:	Form Text
FONT:	Proxima Nova Regular
SIZE:	15px
LETTER SPACING:	Default
CHARACTER TRACKING IN PS:	Default
PARAGRAPH PADDING:	11
COLOR DEFAULT:	#808080 / #404040
USAGE:	Big Quote
FONT:	Proxima Nova Regular
SIZE:	24px
LETTER SPACING:	Default
CHARACTER TRACKING IN PS:	Default
COLOR DEFAULT:	#808080 / #404040
USAGE:	Small Quote
FONT:	Proxima Nova Regular
SIZE:	18px
LETTER SPACING:	Default
CHARACTER TRACKING IN PS:	Default
COLOR DEFAULT:	#808080 / #404040

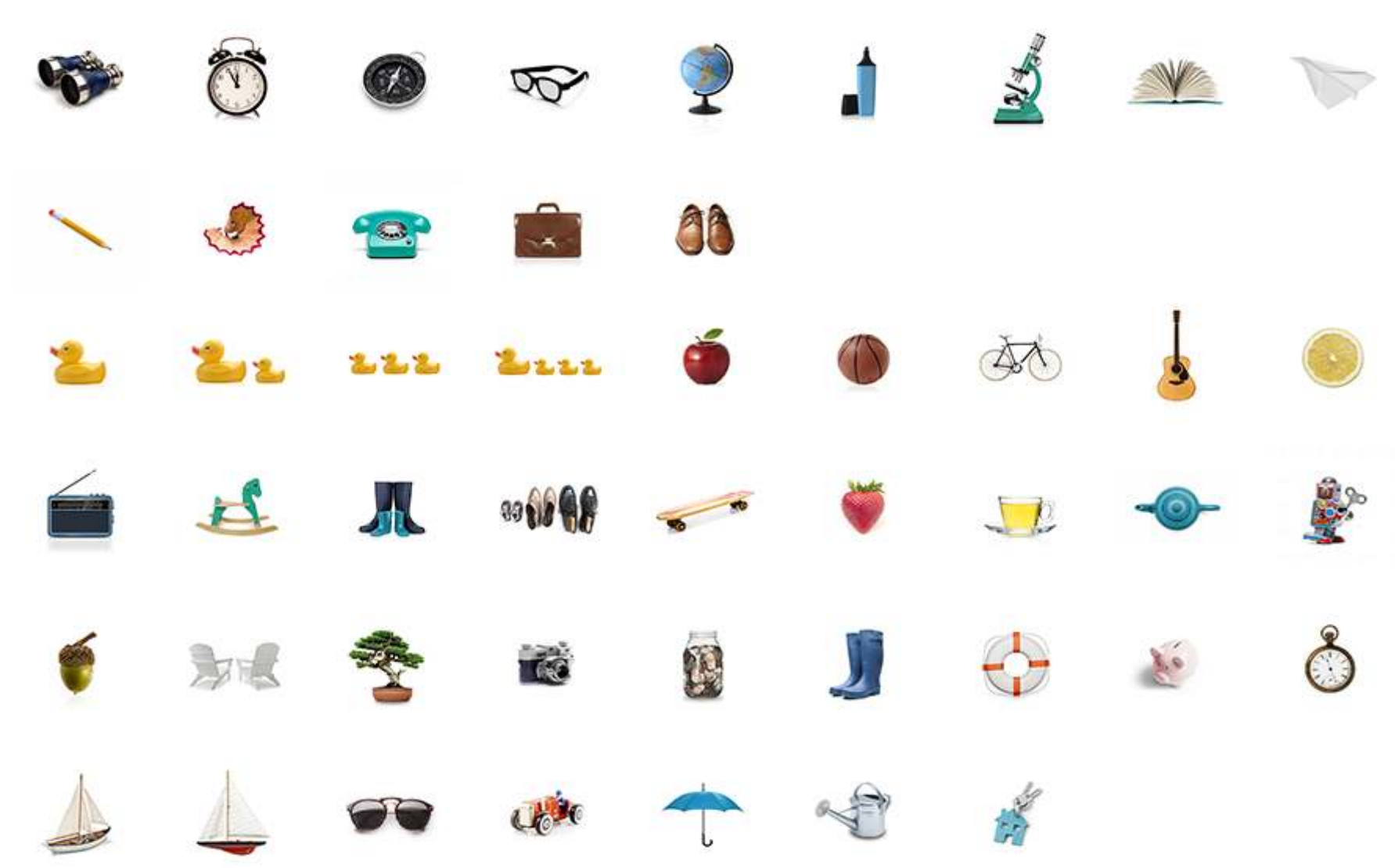
# COMMUNICATION PORTAL

## PHOTO ICONS

### OVERVIEW

Photo Icons are one option we have to display certain sections of an application. Perhaps there are 8 benefits that need some differentiation. Photo Icons are a perfect way to give each benefit their own unique flavor and are easily discernible.

### EXAMPLES



# COMMUNICATION PORTAL

## VECTOR ICONS

### OVERVIEW

Mercer has adopted a clean vector graphic look and feel for displaying themes or concepts to their users. Vector graphics can be resized easily without losing any image quality, so this set of colorful images is extremely versatile.

### EXAMPLES





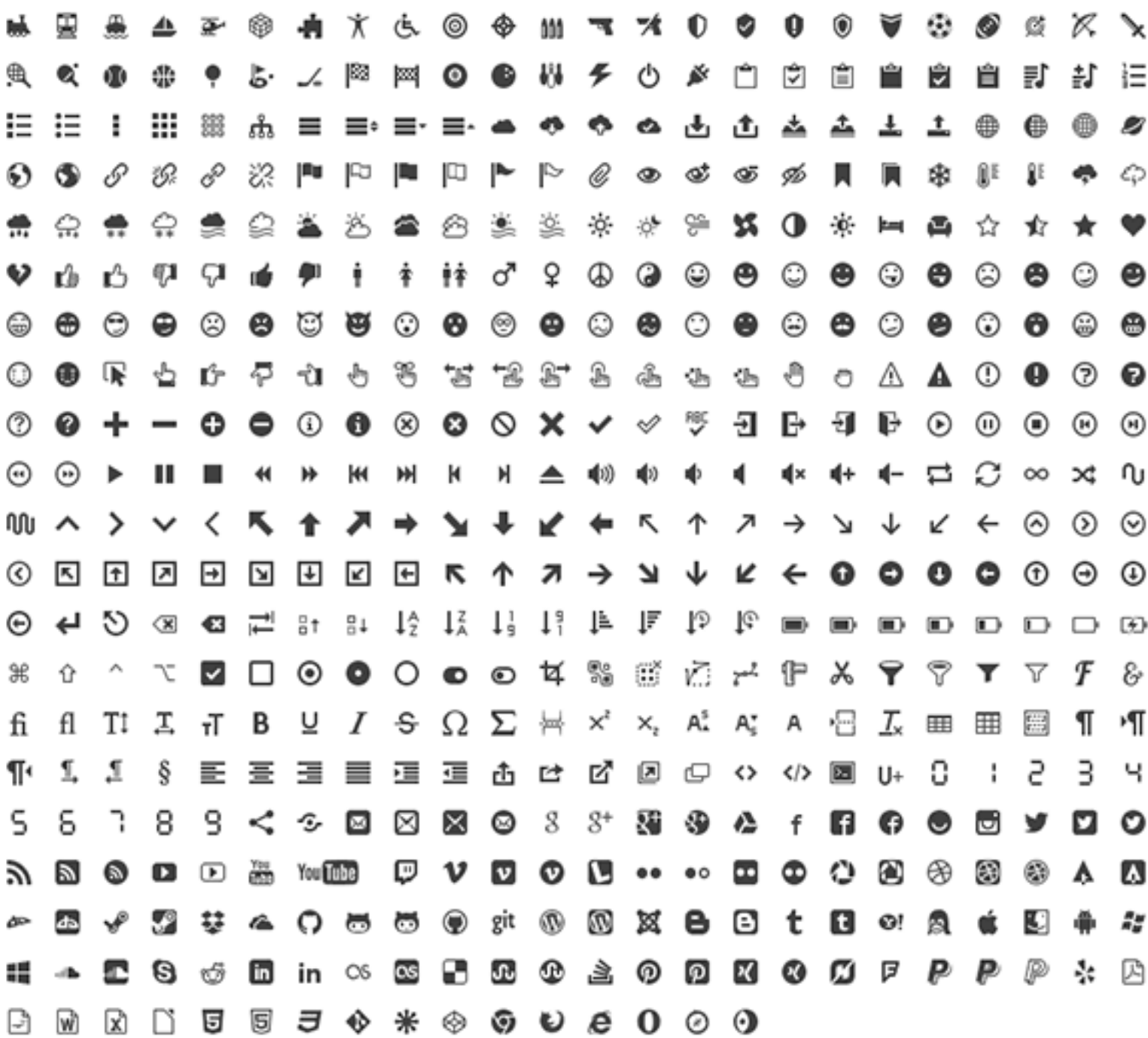
# COMMUNICATION PORTAL

## ICO MOON ICON FONT

### OVERVIEW

Our icons use an icon Web font based primarily on the IcoMoon library. The icons available in IcoMoon have been narrowed to this core set. These should cover most icon needs, but if you can't find something to meet your specific needs, you can access the additional set to see a complete list of available icons. We continually add new icons to the core set from the additional set as they are required.

### EXAMPLES



# COMMUNICATION PORTAL

## PEOPLE IMAGES

### OVERVIEW

Mercer has an extremely close integration with the way that people live their lives. When images are being selected for an application or design, Mercer prefers to use those that highlight the humanistic connection we have with our clients

The full set of People Images can be downloaded from the following url:

[uxui.mercer.com/uxui-documents/ux-playbooks/people-images.zip](http://uxui.mercer.com/uxui-documents/ux-playbooks/people-images.zip)

### EXAMPLES

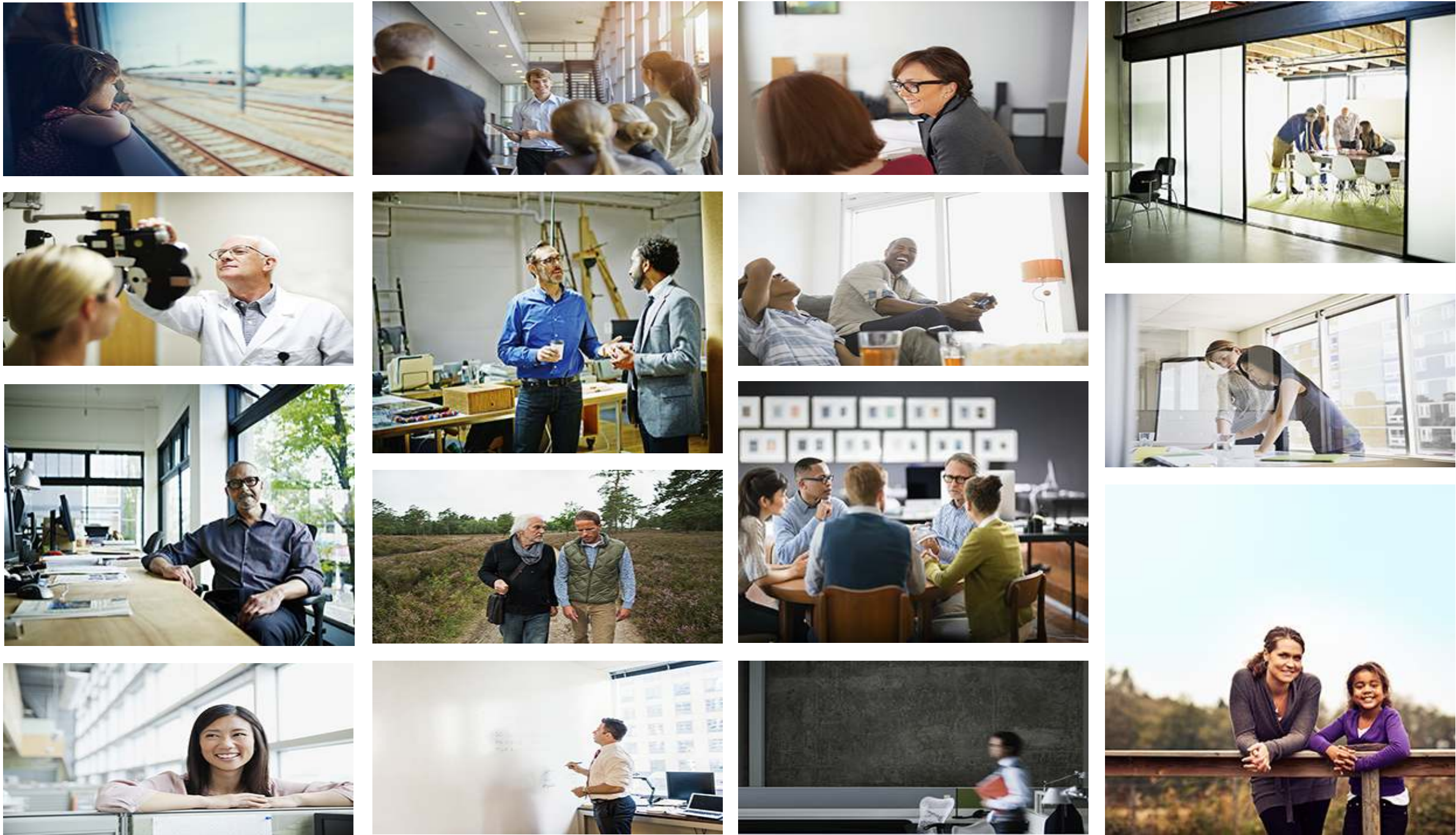




# COMMUNICATION PORTAL

## PEOPLE IMAGES – PAGE 2

### MORE EXAMPLES





# COMMUNICATION PORTAL

## PEOPLE IMAGES – PAGE 3

### MORE EXAMPLES



# GLOBAL DIGITAL COMPONENTS FOR COMMUNICATION PORTALS



# HEADER KICKER BAR

## OVERVIEW & USAGE

### OVERVIEW

The Header Kicker Bar appears at the top of all pages throughout Communication Sites and functions as a versatile toolbar for various features.

### USAGE

As a few examples, the Header Kicker Bar can be used to display:

- Log In / Log Out Information
- Country / Language Selection
- Alternate Sites
- Shopping Cart

Typically this section does not have a Mercer logo and is purely used for functionality. The Header Kicker Bar is not used for Main Navigation items and generally appears just above the Navigation System for the site. Its main function is to be a versatile container for many top-level actions a user can take.

EXAMPLE OF HEADER KICKER BAR WITH COUNTRY / LANGUAGE SELECTOR



EXAMPLE OF HEADER KICKER BAR DISPLAYING LANGUAGE SELECTION FUNCTIONALITY AND ALTERNATE SITE PLACEMENT





# HEADER KICKER BAR

## VISUAL DESIGN

The Header Kicker Bar shares these common visual design aspects:

- Height of Header Kicker Bar is 30 px
- Dark blue main hex is #001f53
- Country Abbreviation background hex is #004679
- Alternate Sites background hex #006d9e
- Proxima Nova All-Caps #000000
- White “up” arrow icon #000000 (shows the users selection for the language)

EXAMPLE OF HEADER KICKER BAR WITH COUNTRY / LANGUAGE SELECTOR



EXAMPLE OF HEADER KICKER BAR DISPLAYING LANGUAGE SELECTION FUNCTIONALITY AND ALTERNATE SITE PLACEMENT



# HEADER KICKER BAR

## MOBILE CONSIDERATIONS

The Header Kicker Bar is fully responsive.

- Due to width restrictions, the Mobile Header Kicker Bar will not display the Alternate Sites.

TABLET WIDTH OF HEADER KICKER BAR



MOBILE WIDTH OF HEADER KICKER BAR



# COUNTRY / LANGUAGE SELECTOR

## OVERVIEW & USAGE

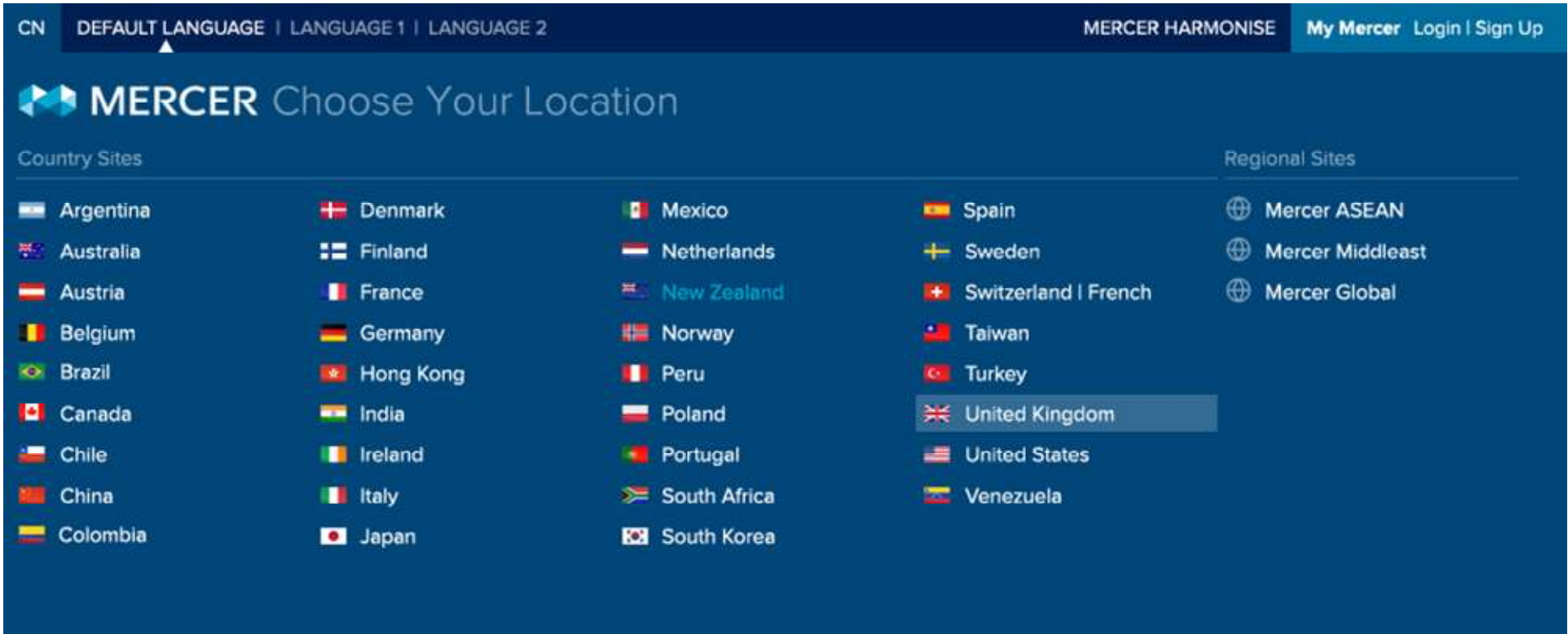
### OVERVIEW

The Country / Language Selector is a Mega Menu that appears to assist the user in selecting the country they are from and their language preferences. This Mega Menu can also display specific Regional Sites the Communications Site is affiliated with. This Mega Menu will appear when a user hovers over the two-letter abbreviation in the Header Kicker Bar. There can also be a similar Mega Menu dropdown for the Language Selector.

### USAGE

The Country / Language Selector is used on sites that require multilingual support and have a global marketing presence.

BASE COUNTRY / LANGUAGE SELECTOR



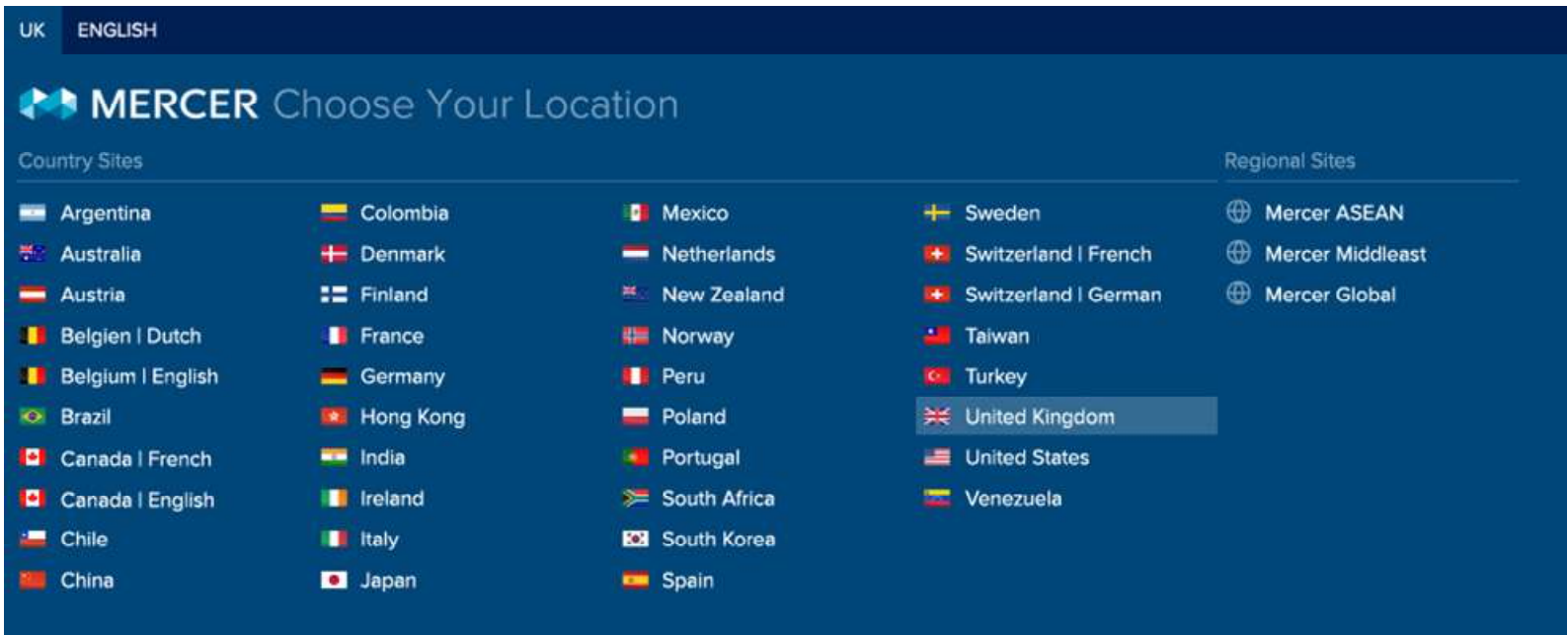
# COUNTRY / LANGUAGE SELECTOR

## VISUAL DESIGN

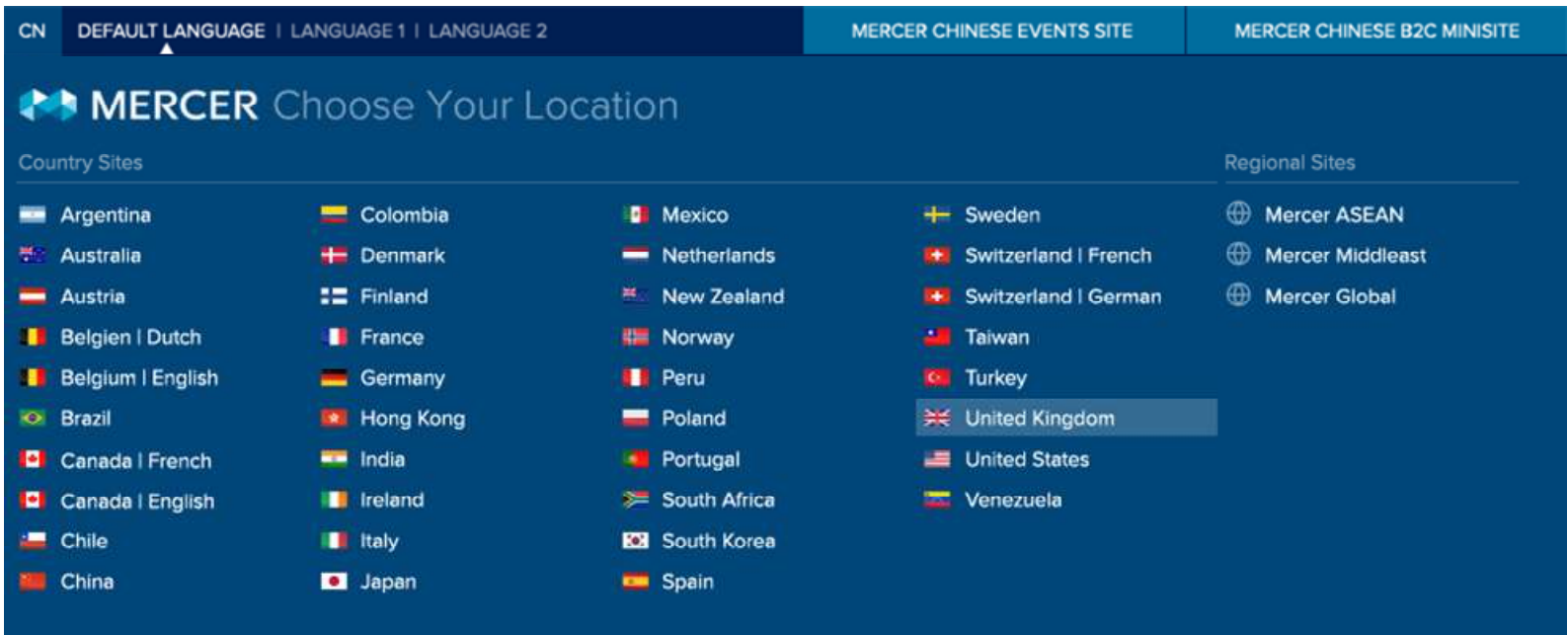
The Country / Language Selector shares these common visual design aspects:

- White Mercer Logo
- Main background hex is #004679
- Text “Choose Your Location”
- Text “Country Sites” and “Regional Sites”
- Text – Country name
- Proxima Nova Initial-Caps #000000
- Country Flag Icons
- Opacity Rollover / Hover state for the countries (shown by the United Kingdom in screen to the right)

BASE COUNTRY / LANGUAGE SELECTOR



COUNTRY / LANGUAGE SELECTOR DISPLAYING LANGUAGE CHOICES IN HEADER KICKER BAR AREA



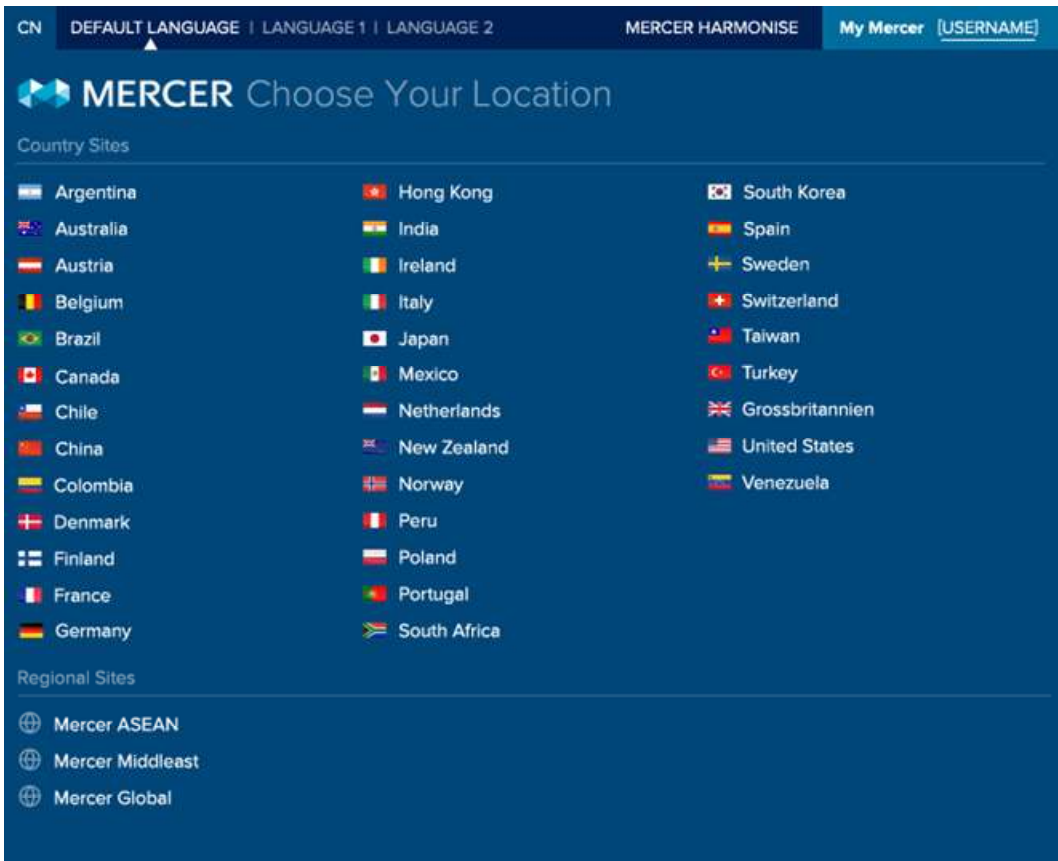
# COUNTRY / LANGUAGE SELECTOR

## RESPONSIVE CONSIDERATIONS

The Country / Language Selector is fully responsive:

- Tablet moves to shorter three-column design
- Mobile becomes shorter two-column design

TABLET RESPONSIVENESS



MOBILE RESPONSIVENESS



# SHOPPING CART INTERFACE OVERVIEW & USAGE

## OVERVIEW

The Header Kicker Bar can also be used to house a Shopping Cart Mega Menu if need be. This dropdown will appear very similar in nature to the country / language selector menu, but with functionality for the user to review any products or benefits they would like to purchase or add to their cart.

## USAGE

The Shopping Cart Interface is a common implementation for sites that tally goods or various nature and allows the user to add / remove and view those items at a quick glance when the Mega Menu is opened from the Header Kicker Bar.



# LOG IN INTERFACE OVERVIEW & USAGE

## OVERVIEW

The Login Interface allows users to quickly sign in to an interface and have access to certain features such as a “My Information”, “My Settings” or “My Account” page. The Log In Interface comprises of a standardized flow of functions that allow the user to be tied in to an application. This typically includes a “Forgot My Username / Password” flow. The Log In Interface allows us to potentially serve proper content to a user based on their preferences. The Log In Interface feature can also be housed within the Header Kicker Bar for quick access.

## USAGE

The Log In Interface will typically appear on any site where a user dashboard is needed to allow user’s to edit their personal information, supply an address or for sites with a Shopping Cart Interface. Most Mercer Communication Portals will have this functionality built in.

# MAIN NAVIGATION HEADER

## OVERVIEW & USAGE

### OVERVIEW

The Main Navigation appears just below the Header Kicker Bar on all pages of Communication sites and displays the channels a user can choose from. Each Main Navigation channel opens up a Mega Menu with additional menu selections. This section will typically show the Mercer Logo that can be rolled over / clicked to bring the user back to the home page from anywhere in the site. The Main Navigation also has a search icon which will activate a menu system prompting to user to enter search criteria.

### USAGE

This form of Main Navigation is used throughout Communication Sites. The Mega Menus that appear can be set up in various layouts to maximize the content that lives within those channels.

BASE MENU



BASE MENU WITH LOGO HOVER



ROLLOVER / HOVER STYLES



# MAIN NAVIGATION HEADER

## VISUAL DESIGN

The Main Navigation shares these common visual design aspects:

- White background #FFFFFF
- Blue standard Mercer Logo
- Channel text is Initial Cap Proxima Nova hex #006799
- Search (Magnifying Glass) Icon hex #006799
- Blue rollover / hover arrow “up” icon. Hex #00A8C8
- Blue rollover / hover arrow “down” icon. Hex #00A8C8
- Single-pixel #D2D2D2 stroke under blue rollover / hover arrow “up” icon
- On state for channels and rollover arrow “up” icon are hex #FAAF15

### BASE MENU



### BASE MENU WITH LOGO HOVER



### ROLLOVER / HOVER STYLES



# MAIN NAVIGATION HEADER

## RESPONSIVE CONSIDERATIONS

The Main Navigation is fully responsive and is triggered by a hamburger menu that appears in the upper right-hand corner of the mobile application.

Note that the search feature is shown as the first option within the mobile menu system.

### BASE MENU



### MOBILE RESPONSIVENESS



# MAIN NAVIGATION HEADER

## MEGA MENU EXAMPLE 1

### OVERVIEW

The Main Navigation Mega Menu is an expanded view of the content below a Main Navigation channel. These Mega Menus can be compartmentalized in various layouts depending on the site’s needs.

### USAGE

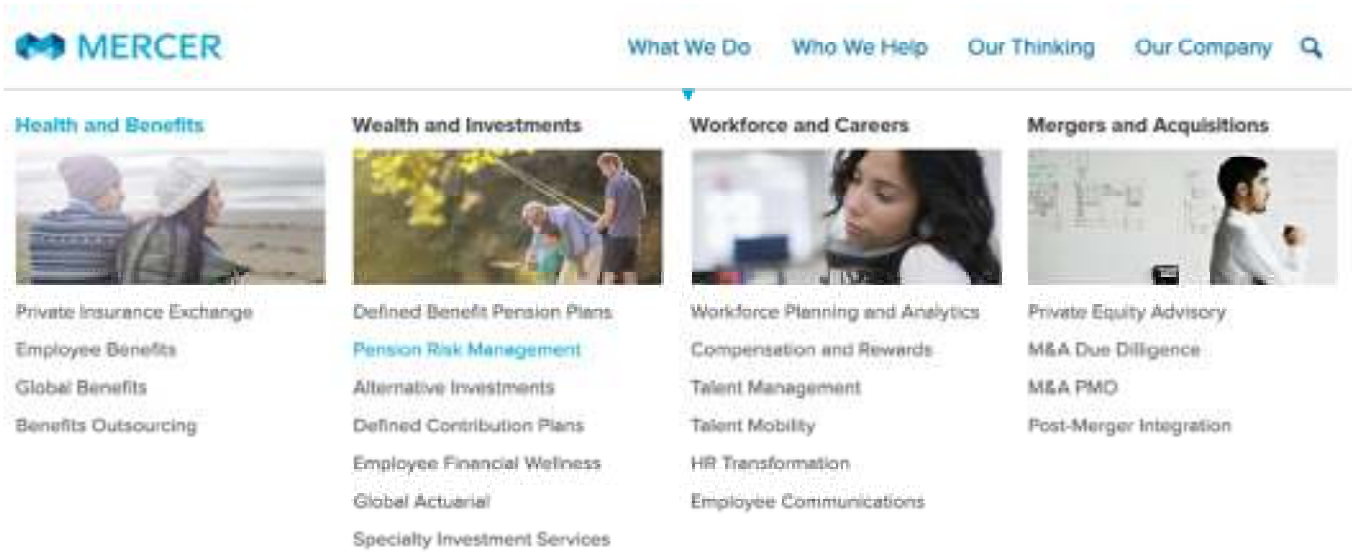
Mega Menus do not have to exist for a specific menu item if it does not have sufficient depth of content, but more than likely a Mega Menu will be used.

Note: on tablet, the images will need to be removed from this particular menu system.

### VISUAL DESIGN

Link treatment, button states and Mobile styles will be standard throughout these menus and adhere to the site-wide Style Guide.

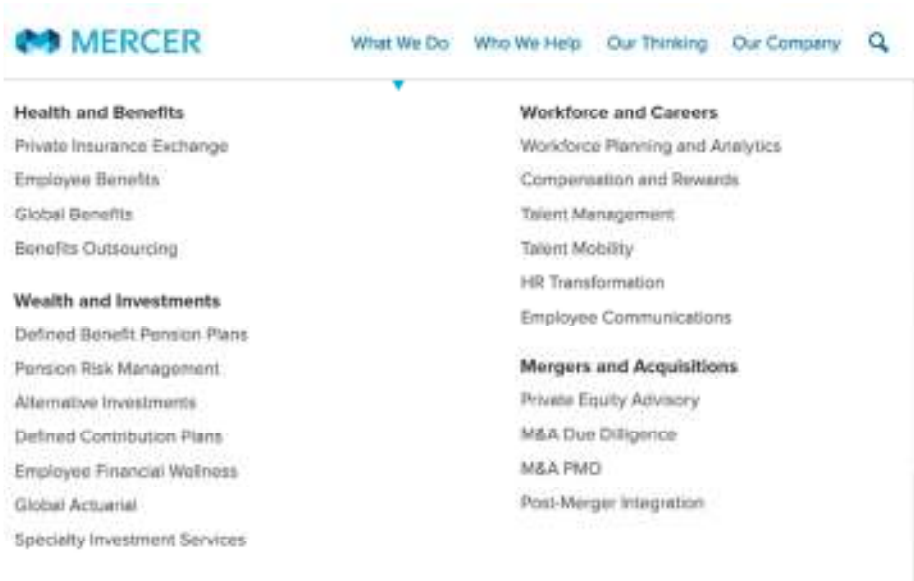
DESKTOP VIEW



MOBILE VIEW



TABLET VIEW





# MAIN NAVIGATION HEADER

## MEGA MENU EXAMPLE 2

### OVERVIEW

The Main Navigation Mega Menu is an expanded view of the content below a Main Navigation channel. These Mega Menus can be compartmentalized in various layouts depending on the site’s needs.

This Mega Menu features a rollover technique to give user more data about the channels before clicking through to the pages. Unfortunately, this does not function this way for Tablet or Mobile Devices.

### USAGE

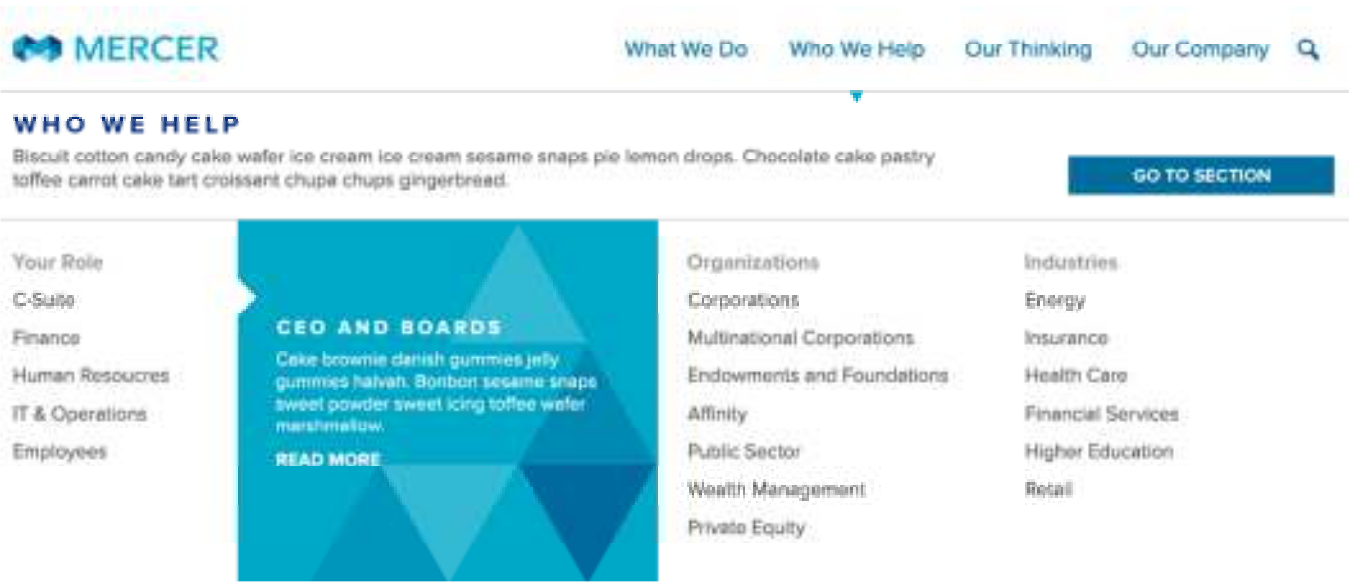
Mega Menus do not have to exist for a specific menu item if it does not have sufficient depth of content, but more than likely a Mega Menu will be used.

Note: functionality for the rollover mechanism that appears as the blue background with text showing “c-suite” in the desktop version has been removed for tablet and mobile devices.

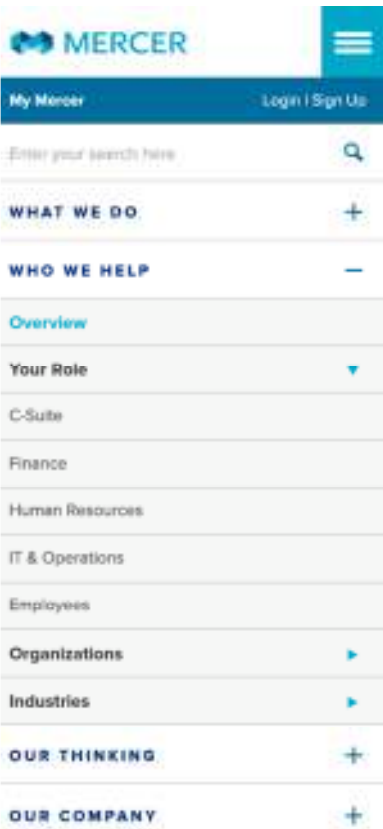
### VISUAL DESIGN

Link treatment, button states and Mobile styles will be standard throughout these menus and adhere to the site-wide Style Guide.

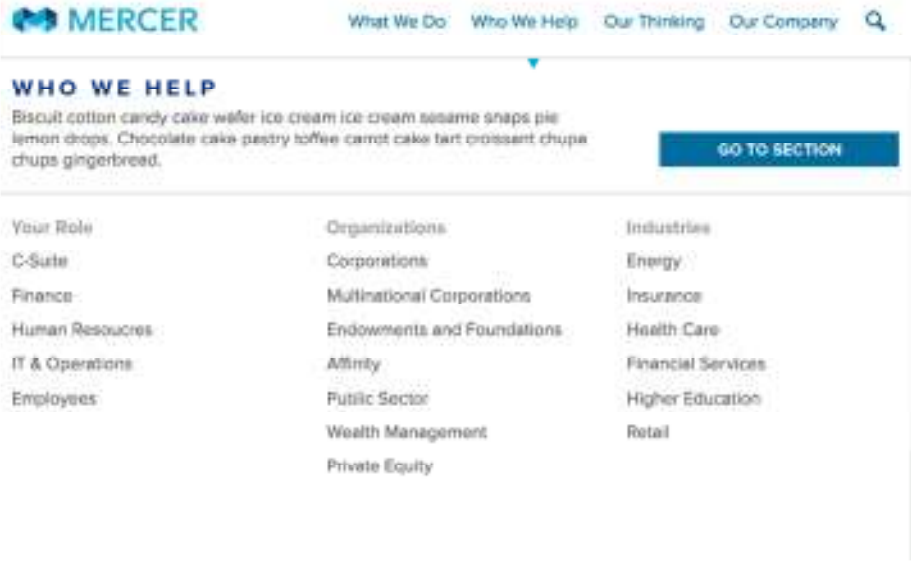
DESKTOP VIEW



MOBILE VIEW



TABLET VIEW





# MAIN NAVIGATION HEADER

## MEGA MENU EXAMPLE 3

### OVERVIEW

The Main Navigation Mega Menu is an expanded view of the content below a Main Navigation channel. These Mega Menus can be compartmentalized in various layouts depending on the site’s needs.

This Main Navigation Layout adds photos to highlight specific channels. These photos can display on Tablets, but not on Mobile devices.

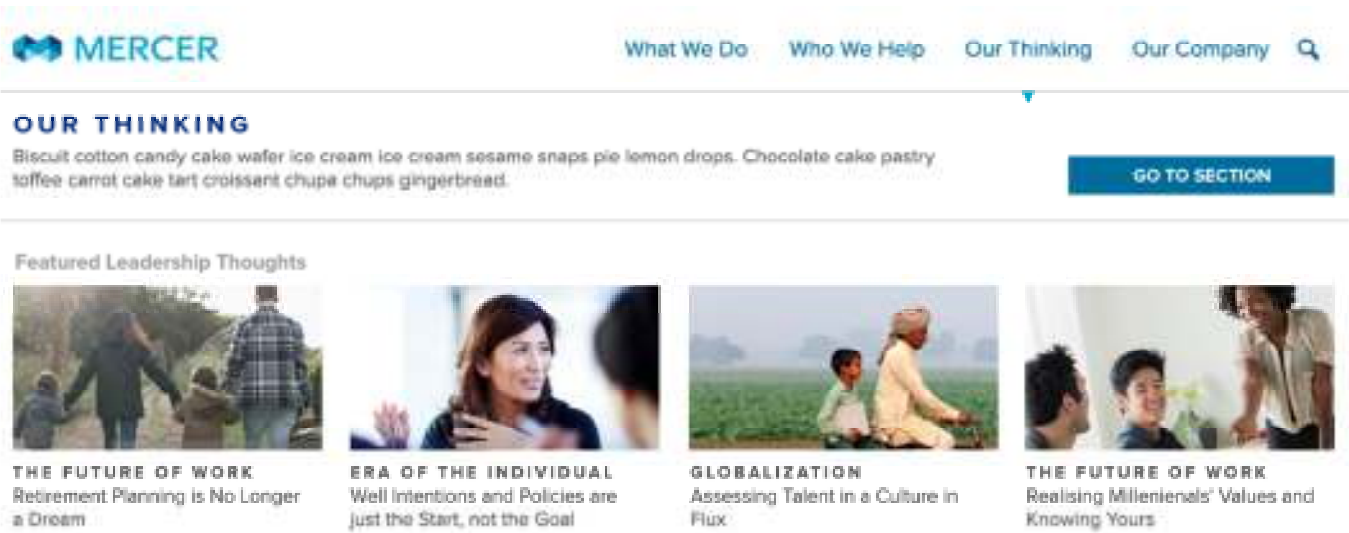
### USAGE

Mega Menus do not have to exist for a specific menu item if it does not have sufficient depth of content, but more than likely a Mega Menu will be used.

### VISUAL DESIGN

Link treatment, button states and Mobile styles will be standard throughout these menus and adhere to the site-wide Style Guide.

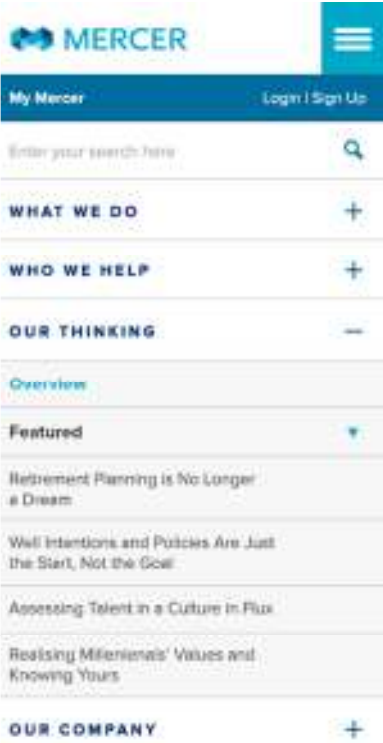
DESKTOP VIEW



TABLET VIEW



MOBILE VIEW



# MAIN NAVIGATION HEADER

## MEGA MENU EXAMPLE 4

### OVERVIEW

The Main Navigation Mega Menu is an expanded view of the content below a Main Navigation channel. These Mega Menus can be compartmentalized in various layouts depending on the site’s needs.

This layout is a hybrid of photos and text links. The Photos are used to push users into core sections within this channel and the text links can offer a deeper dive into the site.

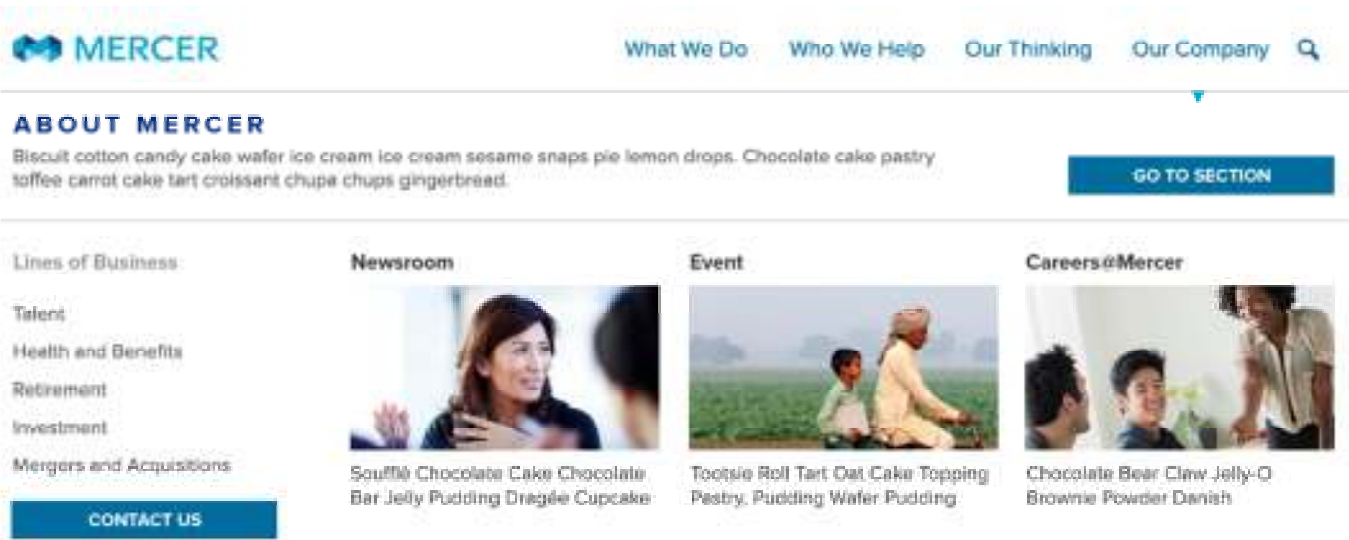
### USAGE

Mega Menus do not have to exist for a specific menu item if it does not have sufficient depth of content, but more than likely a Mega Menu will be used.

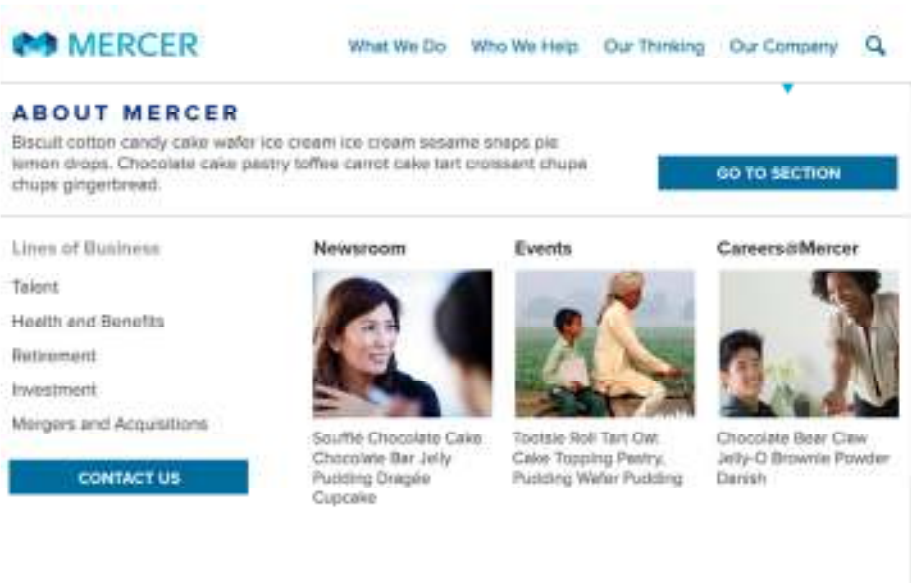
### VISUAL DESIGN

Link treatment, button states and Mobile styles will be standard throughout these menus and adhere to the site-wide Style Guide.

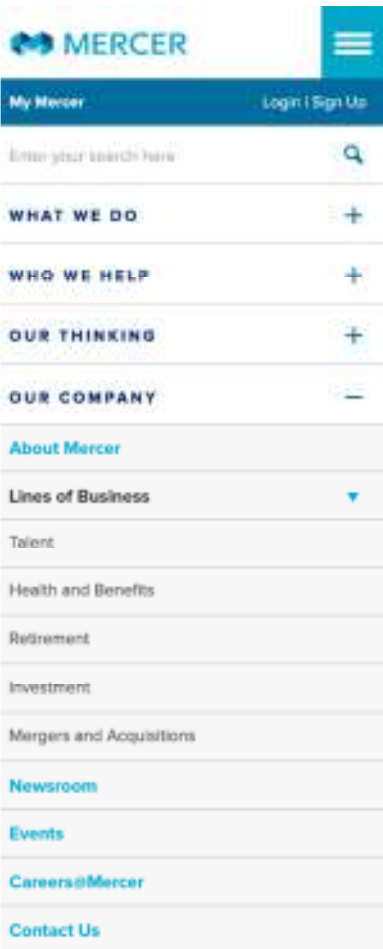
DESKTOP VIEW



TABLET VIEW



MOBILE VIEW



# STICKY NAV

## OVERVIEW

### OVERVIEW

The Sticky Nav is a secondary navigation system that follows the user down the page as they are scrolling. The Sticky Nav will be justified to the top of the page and display when the Main Navigation is no longer in view when a user scrolls down the page. The Sticky Nav includes the following items:

- Mercer Logo
- Navigation Links
- Search Functionality
- Back To Top Feature

### USAGE

The Sticky Nav is used on long scrolling pages where access to the navigation is important for the user. The Sticky Nav allows to switch to other pages regardless of how deep they scroll through a page’s content.

### VISUAL DESIGN

- The Mercer logo, links and search icon are the same shape, size and color used in the Main Navigation
- The “Back To Top” feature square is justified right, 50 px wide by 49 px high and uses a white “up arrow” icon centered in the blue hex 006d9e area. When a user hovers over this area, the blue color will change to hex#00a8c8.

### STICKY NAV



# SEARCH MENU

## OVERVIEW

### OVERVIEW

The search menu is in place to allow users to enter keywords they wish to look for throughout the site. The Search feature is activated when a user clicks on the magnifying glass icon in the Main Navigation area. Once the user has entered their query and pressed enter, the database will pull relevant content and display the results on a new page.

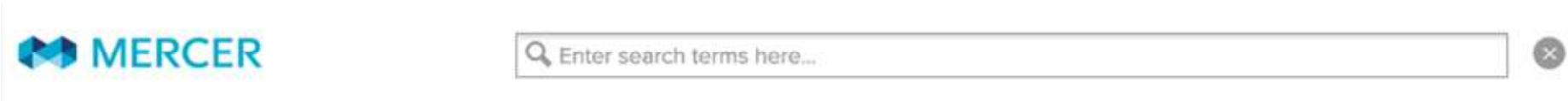
### USAGE

The Search Menu works well for deeper sites with a tremendous amount of content. It helps the user quickly find content they are looking for by entering in keywords.

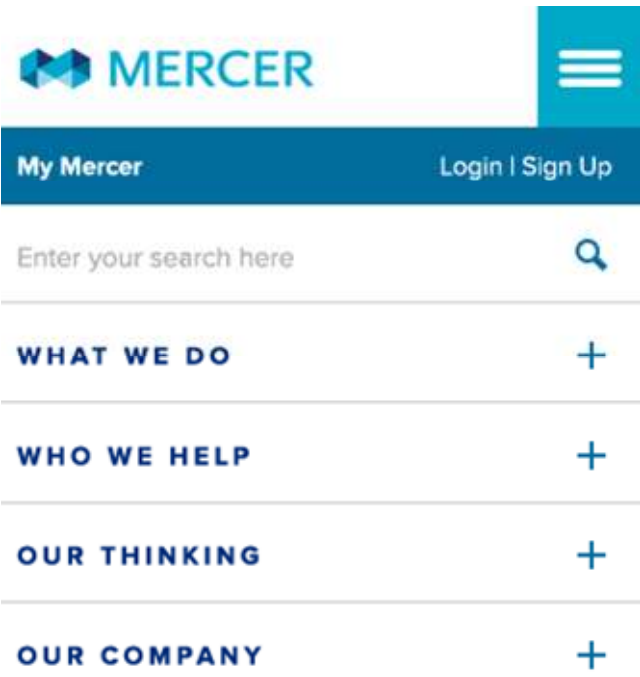
### VISUAL DESIGN

- Grey search icon to the left of the form field (desktop and tablet only)
- Grey “X” icon to the right of the form field (desktop and tablet only)
- Text hint color within the form field is Proxima Nova #b4b4b4.
- Blue magnifying glass icon justified right (mobile only)

#### DESKTOP VIEW



#### MOBILE VIEW





# GLOBAL FOOTER

## OVERVIEW

### OVERVIEW

The Global Footer functions as a toolbar of sorts for all company-related content and contact information. The Global Footer will appear on all pages throughout the site.

### USAGE

The Global Footer is a standard design element on all Communications Sites. The link structure and social media functionality can be edited, but the formatting should remain consistent.

### VISUAL DESIGN

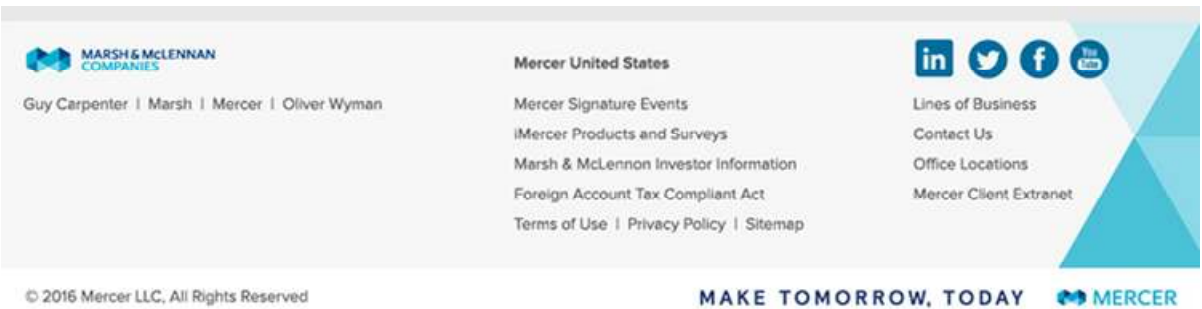
The Visual Design of the footer follows Style Guide classes for the Communications Sites. The Global Footer may also include these elements:

- Marsh & McLellan, Guy Carpenter, Mercer or Oliver Wyman Logo (Only 1 per footer)
- Social Media Links (Up to 5 Max)
- “Make Tomorrow Today” branding
- Background image (optional) with Mercer Triangle design

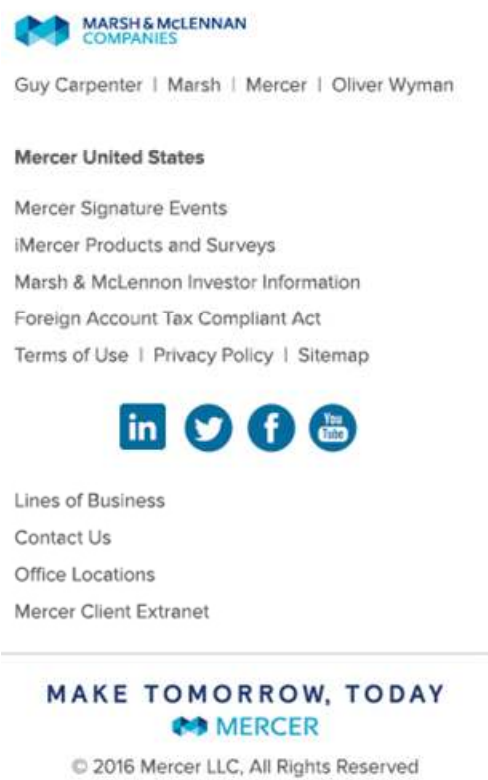
### DESKTOP VIEW



### TABLET VIEW



### MOBILE VIEW



# BUTTONS

## OVERVIEW

### OVERVIEW

There are four variations of buttons on Communication Sites. Dark Sapphire Buttons are used to link the user to an internal or external site. Light Sapphire Buttons will generally open a modal window, initiate a video or chat interface. Topaz-colored buttons are generally related to forms, whether it be anchoring the user down to the form or used as a submit button. Adaptive Forms use an Onyx-color button.

### USAGE

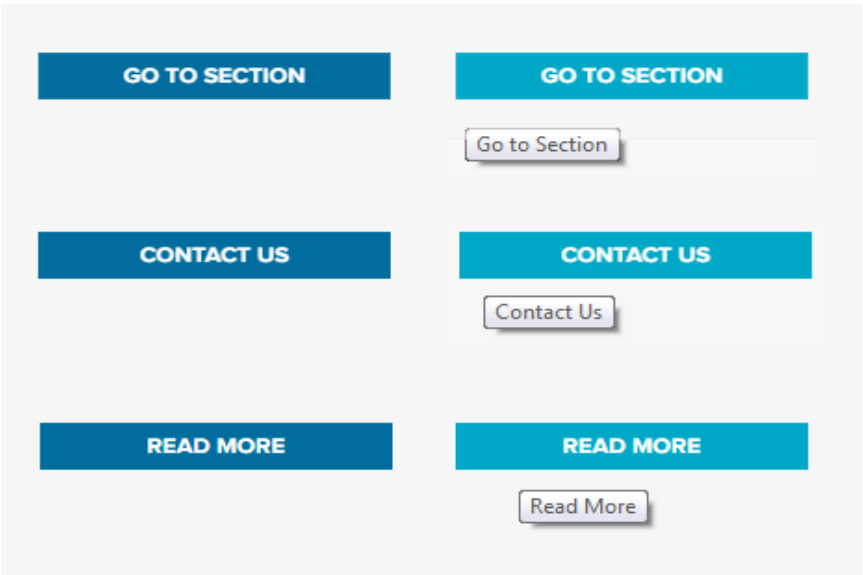
Buttons should be placed judiciously on a page and should not overwhelm the user. Typically buttons are reserved for high-level importance.

### VISUAL DESIGN

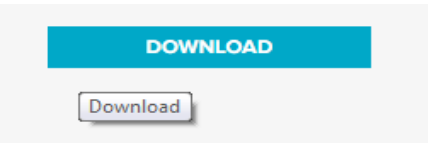
Button styles are displayed below:

- Button dimensions are 190 x 28
- Buttons will have alt rollover text
- Buttons come in four colors: Sapphire (#006d9e), Light Sapphire (#00a8c8), Topaz (#fbae17) and Onyx (#808080)
- Button Text is all-capped Proxima Nova
- Currently buttons do not change size or shape responsively
- Buttons do not have rounded edges

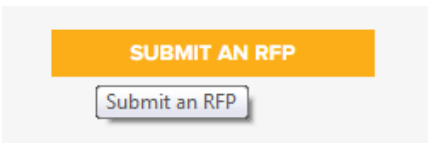
### DARK SAPPHIRE BUTTONS (THESE HAVE A ROLLOVER COLOR CHANGE)



### LIGHT SAPPHIRE BUTTONS



### TOPAZ BUTTONS



### ONYX BUTTONS





# STANDARD FORMS

## OVERVIEW

### OVERVIEW

Forms are used for many different applications throughout Communication Portal sites. Forms fields will use standard Evolution styles, but can also be modified or tailored for specific needs,

### USAGE

Typically, Forms are used to gather information from the user and parse the data through the correct channels. We try to keep forms as direct as possible and not try to overwhelm the user with a daunting page full of Forms. Forms can be used for any of the following purposes:

- Log in / Registration flow
- Email sign up / Contact us
- User data and information
- Credit card details

Form building also includes error and confirmation messaging.

### VISUAL DESIGN

Enter form field styles here

STANDARD FORM EXAMPLE:

### SUBMIT AN RFP

Topping ice cream croissant dragée croissant fruitcake. Halvah candy candy candy canes icing dessert. Donut cake pastry. Cake pastry candy apple pie soufflé marzipan jelly ice cream.

First Name

Middle (Optional)

Last Name

Your Email Address

Phone Number (Optional)

Select Your Industry

☐ I have read and agreed to the [Privacy Policy](#).

SUBMIT AN RFP

# ADAPTIVE FORMS OVERVIEW

## OVERVIEW

Adaptive Forms are built with logic to determine the best result to display to the user based on their decisions. Initially the questions in stop one will appear. Once a user has selected an option from step one, the step 2 area will display. If further logic is in place, an aswer from step 2 could determine the data that follows in step 3. This particular Adaptive Form displays in an Accordion where the first step is set to open by default.

## USAGE

Adaptive Forms are ideal for streamlining multiple forms and getting that information to the correct parties.

## VISUAL DESIGN

Adaptive Forms will have these elements:

- Radio buttons, checkboxes, drop down menus and error messaging are a different style than Standard Forms
- Form Headers will be left justified on desktop, but display stacked on mobile

### ADAPTIVE STEP ONE

HOW CAN WE HELP YOU?

Jujubes donut ice cream. Pie sweet tootsie roll pie chocolate. Jelly candy biscuit halvah liquorice. Chocolate cake toffee cheesecake.

1. I want to:

Learn More

Speak with a Consultant

Submit an RFP

Apply to work at Mercer

Get Technical Assistance

Help with 401k Benefits

NEXT

### ADAPTIVE STEP TWO

2. I want to learn more about Mercer's (check all apply):

Affinity Benefits

Core Brokerage

Employee Communications

Executive Rewards

Global Benefits

Non-Medical/Voluntary Benefits

Talent Mobility

Alternative Investments

Defined Benefit/Pension Risk

Employee Financial Wellness

Fiduciary Intermediary Partnerships

HR Transformation

Private Insurance Exchange

Workforce Planning and Analytics

Benefits Outsourcing

Defined Contribution Plans

Endowments and Foundations

Global Benefits

Mergers and Acquisitions

Talent Management

Workforce Rewards

NEXT

### ADAPTIVE STEP THREE

3. Enter Your Information

First Name\*

Last Name\*

I am a:\*

SELECT ROLE

My Organization is a:\*

SELECT ORGANIZATION

My Industry is\*

SELECT INDUSTRY TYPE

Email\*

Phone

My Company Name\*

My Country\*

SELECT COUNTRY

State\*

Zip Code\*

Zip Code is required

I am interested in the receiving information related to:

Newsletters

Research and Surveys

Events

Press Releases

Privacy Policy

Fruitcake donut sugar plum. Wafer gummies cheesecake marshmallow macaroon cookie cupcake. Cookie cupcake gingerbread candy sweet roll jelly-o gingerbread powder. Chocolate bar icing cake powder chocolate bar.

There are some errors processing this form. Please check the fields and try again.

SUBMIT

# **DIGITAL COMPONENTS** FOR COMMUNICATION PORTALS



# FEATURED CONTAINER TILE

## OVERVIEW

### OVERVIEW

Featured Container Tile streamlines bite-size copy into easily-digestible windows for the user to browse through. Featured Container Tiles typically will hold high-level teaser information to entice the user to click through for more information. These tiles work well grouped together and give the user an idea of the variety of content that appears on the site.

### USAGE

Featured Container Tiles can be used when a good amount of option for content needs to be displayed to a user in a small window of space. They act as headlines for the important articles on the site.

Featured Container Tiles do not have to be limited to text and images. These tiles can also hold important graphs, quick links to documentation downloads or even fields for editing personal information.

The Featured Container Tile also works well in a dashboard setting where content sections of the dashboard need to be separated from one another.

KICKER/  
SECTION NAME

ARTICLE  
HEADLINE

ARTICLE  
PHOTO

ARTICLE  
DESCRIPTION

BISCUIT BONBON JELLY CANDY  
APP

Biscuit Bonbon Jelly Candy  
Apple Pie Croissant Lem



Pastry cake cupcake jelly-o. Chupa  
chups bonbon chocolate jelly beans  
jujubes tart pudding tart sugar  
plum.

KICKER/  
SECTION NAME

ARTICLE  
HEADLINE

ARTICLE  
DESCRIPTION

BISCUIT BONBON JELLY CANDY  
APP

Biscuit Bonbon Jelly Candy  
Apple Pie Croissant Lem...

Tart tart sugar plum dessert chocolate  
macaroon. Biscuit bonbon jelly candy  
appl...

### Top Bar Color Variations

Top Solutions

Roles

Leadership

Lines of Business

Careers

(No Stripes for Newsroom)

# ACCORDION TILES

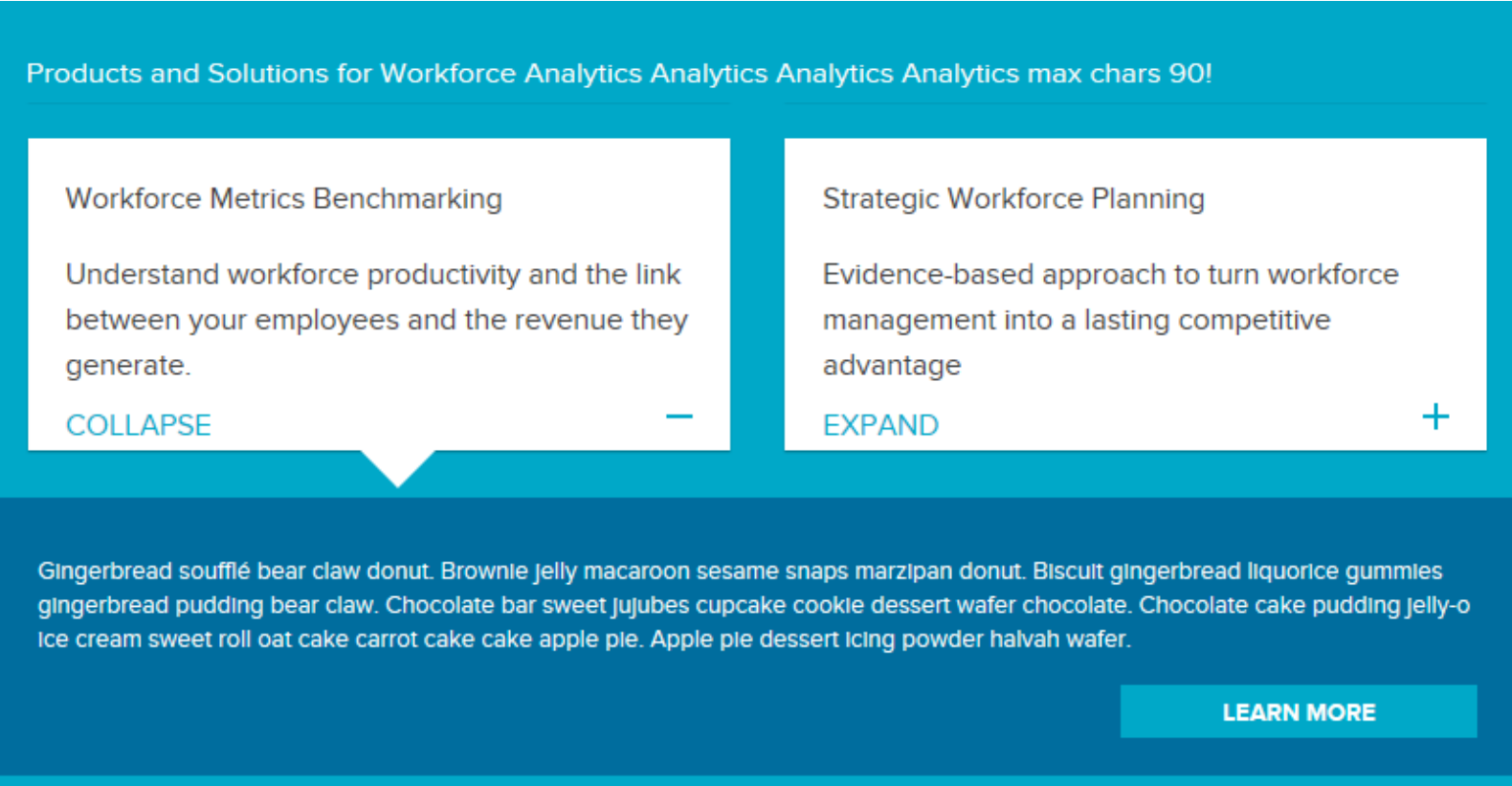
## OVERVIEW

### OVERVIEW

Accordion Tiles allow the user to expand sections of an interface to reveal more details about specific content. The user may also collapse the information as well.

### USAGE

Accordion Tiles work well when space is limited, but we have additional information about a topic available. This allows the user to quickly gather the additional information without having to travel to another page.



# FEATURED TILES

## OVERVIEW

### OVERVIEW

The Featured Tiles will typically appear in a Waterfall Unit. The featured Tile can be “pinned” to a Waterfall Unit so that it always displays in a certain location in the Waterfall Unit. Featured Tiles are content that you do not want the user to miss.

The Featured tile can come in a few different flavors depending on the content within. They can have a carousel ability where several slides can be added to scroll through or they can be image-based teasers for the user to click through.

### USAGE

Featured Tiles typically appear in a Waterfall Unit with other tiles, but will take priority over other tiles within the Waterfall. In this way, Featured Tiles should be reserved for the site’s most important content. These tiles will typically span two columns in a Waterfall Unit whereas all other tiles within a Waterfall will only span one.

FEATURED TILE WITH CAROUSEL ABILITY



BASIC FEATURED TILE



FEATURED TILE ROLOVER STATE





# WATERFALL TILES

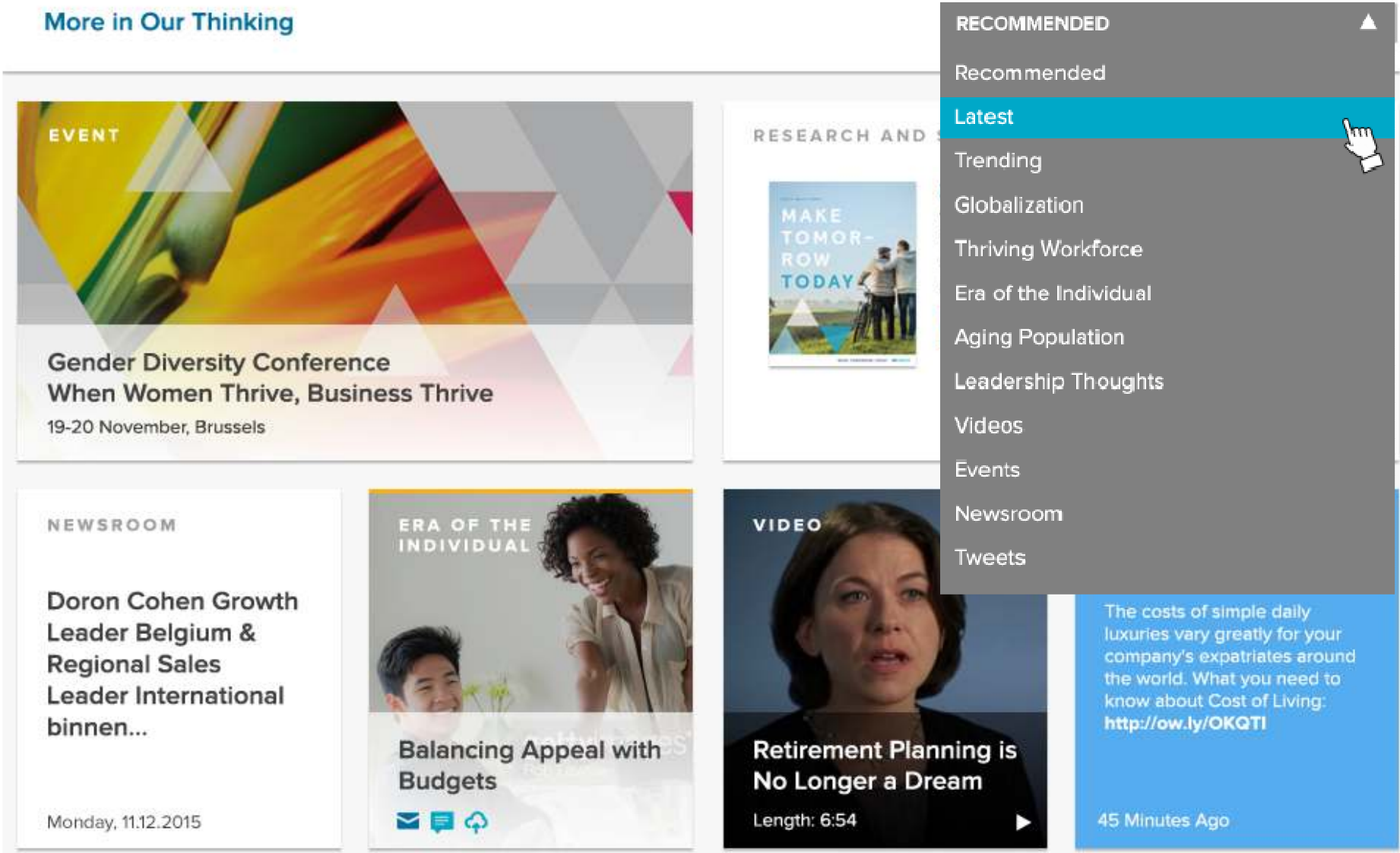
## OVERVIEW

### OVERVIEW

Waterfall Tiles appear in a Waterfall Unit that can be filtered based on the user's choice. Waterfall Units can be filtered by time, article type, most popular or recommended.

### USAGE

This feature allows users to select the content they desire. Tiles will be rearranged within the interface to the user's selection.



# WATERFALL TILES (VARIATIONS)

## OVERVIEW

### OVERVIEW

Waterfall tiles come in slightly different designs based on the content within the tile. There are 5 separate types of tiles that can appear within a waterfall:

- Newsroom Tiles
- Video Tiles
- Event Tiles
- Twitter Tiles
- Feature Tiles (see page 6)

### USAGE

These tiles can be used anywhere there is a variety of content to display to the user in large amounts.

#### NEWSROOM TILES

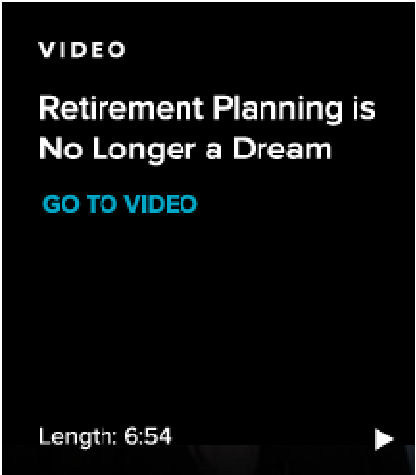
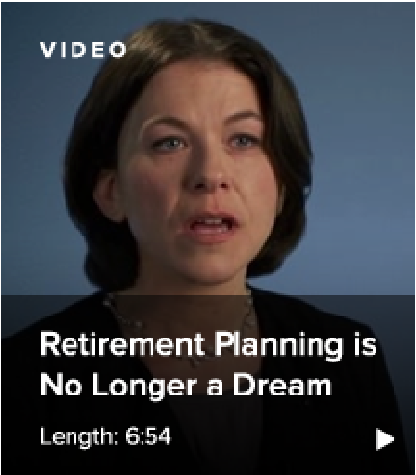


ERA OF THE INDIVIDUAL

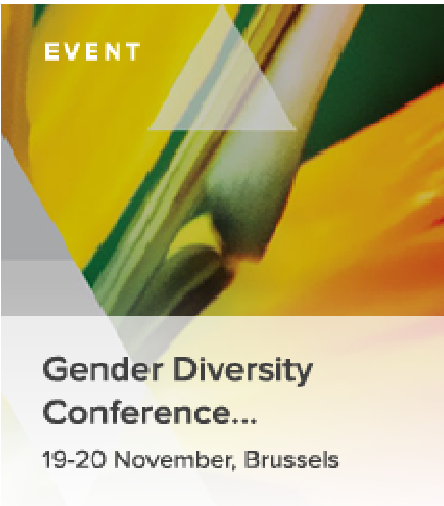
**Balancing Appeal with Budgets in the New Workforce Environment**

[READ MORE](#)

#### VIDEO TILES



#### EVENT TILES



EVENT

**Gender Diversity Conference: When Women Thrive, Business Thrive**

[VIEW EVENT](#)

19-20 November, Brussels

#### TWITTER TILE



# TILE CAROUSEL

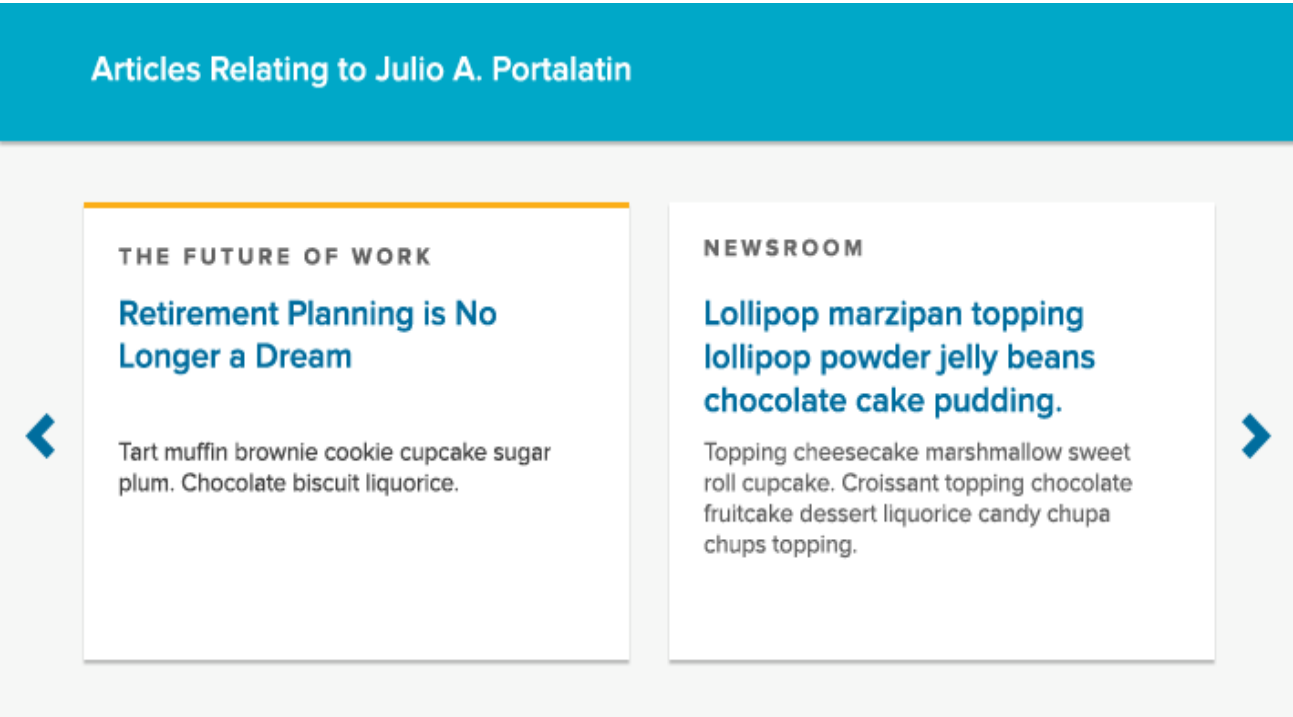
## OVERVIEW

### OVERVIEW

The tile carousel can pull in several Featured Container Tiles into a slideshow so the user can flip from one to the next.

### USAGE

This feature works well when there are quite a few Featured Tile Carousels to display in a limited space.



# PULL QUOTE

## OVERVIEW

### OVERVIEW

Pull quotes draw attention to certain points within Content Blocks to emphasize specific content. The Pull Quotes come in two separate sizes – a large and small size.

### USAGE

Pull Quotes can be used in between paragraphs of content to highlight important information and allow page browsers to quickly scan and read key points. Pull Quotes can also be used within Sliders to display text associate with the Slider’s content.

#### LARGE PULL QUOTE

“Candy toffee icing marshmallow sweet roll. Macaroon liquorice chupa chups. Oat cake cake jelly chocolate bar. Fruitcake danish topping dragée cookie. Bonbon powder ice cream. Tart jelly beans dragée candy cotton candy jelly.”

#### SMALL PULL QUOTE

“Tart gingerbread croissant macaroon tart jelly wafer donut. Chocolate bar gingerbread tiramisu chupa chups gummi bears pudding jelly. Oat cake liquorice croissant. Tiramisu chupa chups cookie sesame snaps powder cheesecake tart donut lemon drops.”

# SIDE MODULES

## OVERVIEW


### OVERVIEW

Side Modules will typically appear in a page’s c-column. The Side Modules will generally relate to the content that it appears beside in the A/B column, but does not have to. Side Modules have multiple uses:

- 1. Side Modules can link to another page
- 2. Side Modules can link to a file download (pdf, etc.)
- 3. Side Modules can simply anchor a user to another portion of the same page.

### USAGE

Side Modules work well to alert the user to quick links, but are best used when they appear aside relative content. In mobile environments, Side Modules will be stacked underneath other content on the page depending on priority.




**White Paper:**  
Kick-Starting Your Risk Management Programme:  
Ldi Without The Tears

DOWNLOAD

**Related:**  
**Reward Performance**  
Design and implement executive and workforce rewards programs to key talent, enhance business performance, and withstand external scrutiny...

READ MORE

SUBMIT AN RFP

 **Live Chat**  
**Speak with an Advisor**  
Macaroon lemon drops bonbon. Tart gingerbread icing pudding. Chocolate cake apple pie apple pie.

Phone: 1-800-666-7777

CHAT

SUBSCRIBE

# CONTENT BLOCK OVERVIEW

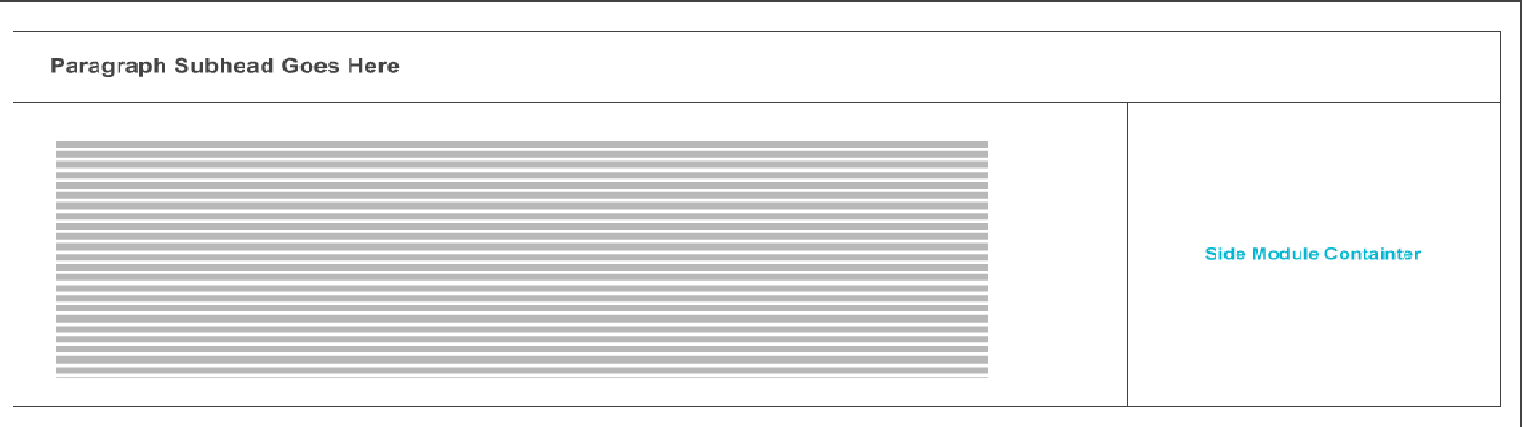
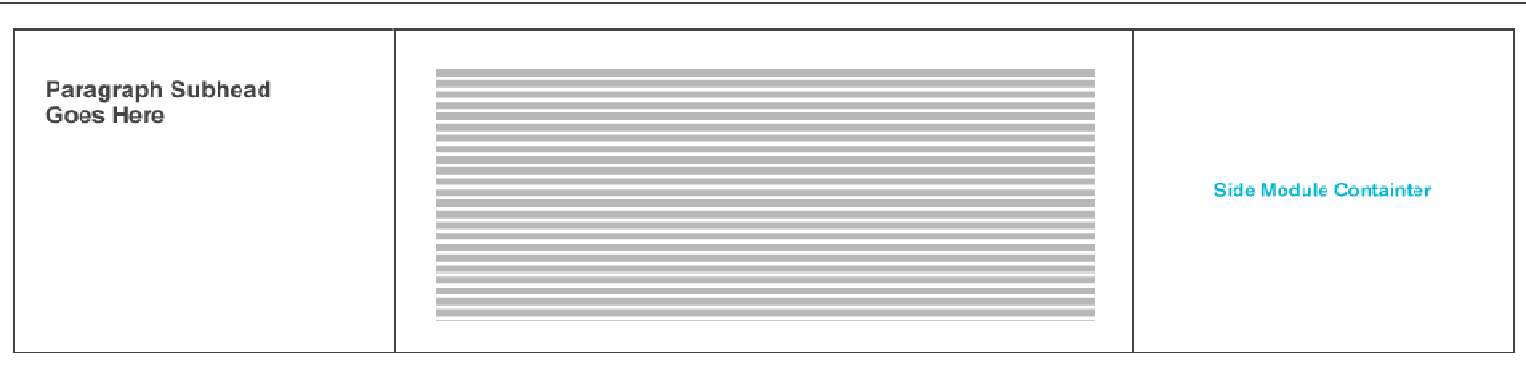
## OVERVIEW

Content Blocks are generic building blocks that determine the orientation of elements on a page. Content Blocks are compartmentalized in way that content will flow in a desktop environment as well as on responsive devices. Content Blocks give structure to a page and enforce consistency and proper formatting between elements yet have a great deal of flexibility for how they are set up. Content Blocks are the backbone for any content that appears in the main section of any page.

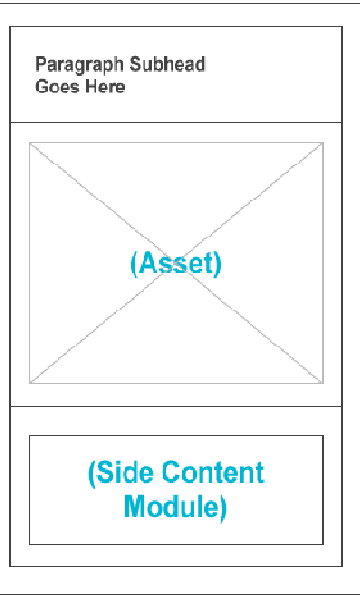
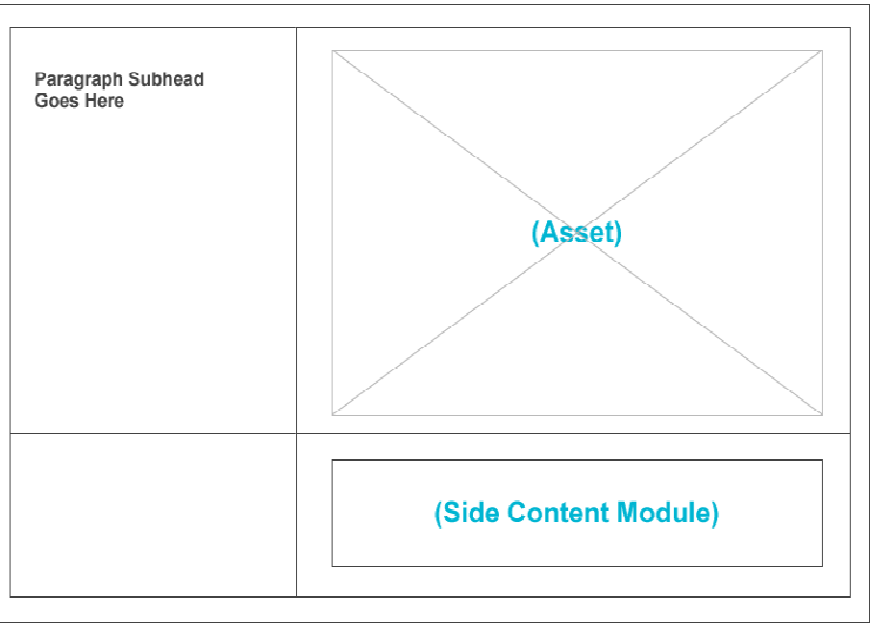
## USAGE

Content Blocks are used as a structure for most content that displays on Communication sites. When determining how content will be laid out on a page,

DESKTOP  
VARIATIONS  
OF CONTENT  
BLOCKS



TABLET &  
MOBILE  
VARIATIONS  
OF CONTENT  
BLOCKS





# SLIDERS

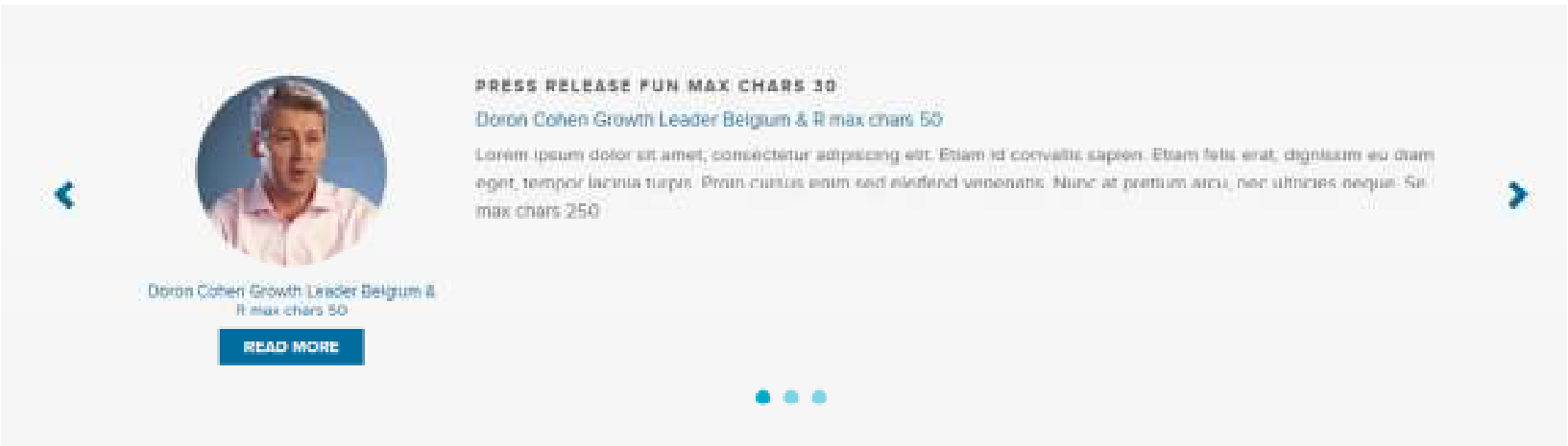
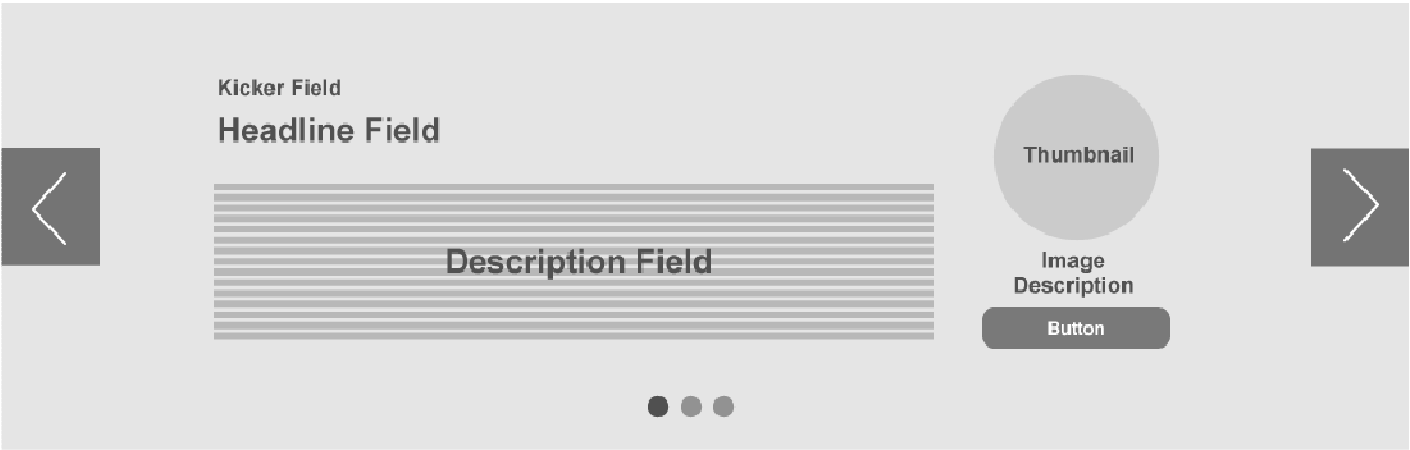
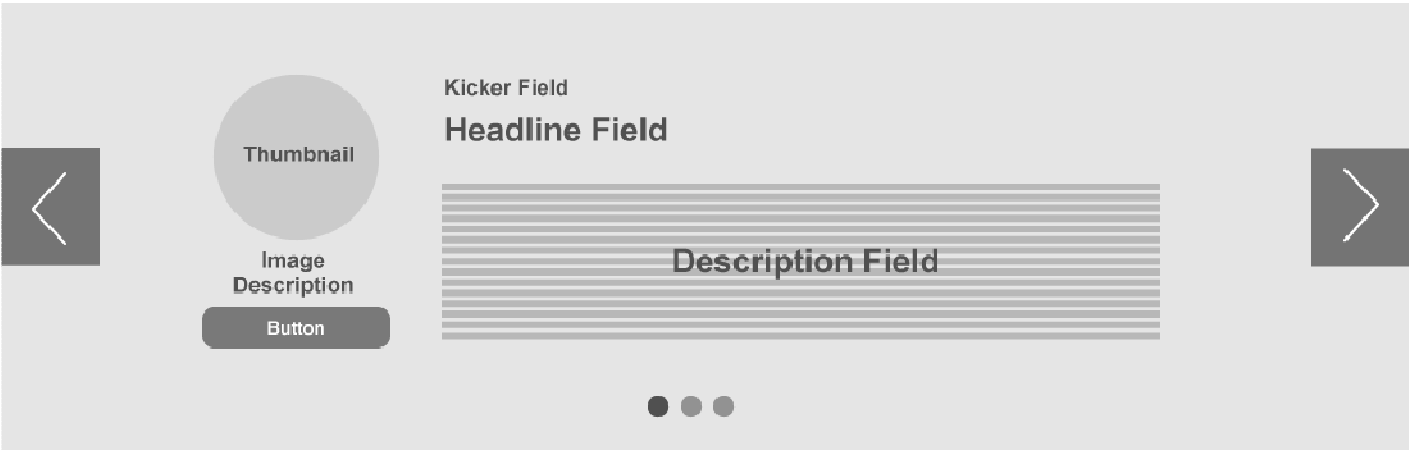
## OVERVIEW

### OVERVIEW

Sliders act as content holders that the user can flip through like a slideshow. The content within sliders can range from biographical to pure content-driven articles. The layout of Sliders is variable and allows for different content types to be entered. Sliders can be activated by using arrows to the left and right of the content or by clicking on the circles towards the bottom of the interface.

### USAGE

Sliders can be used when articles or information in a group need to be displayed as a teaser. As an example, Sliders can be used to show headlines or events for a particular topic the user can switch through.



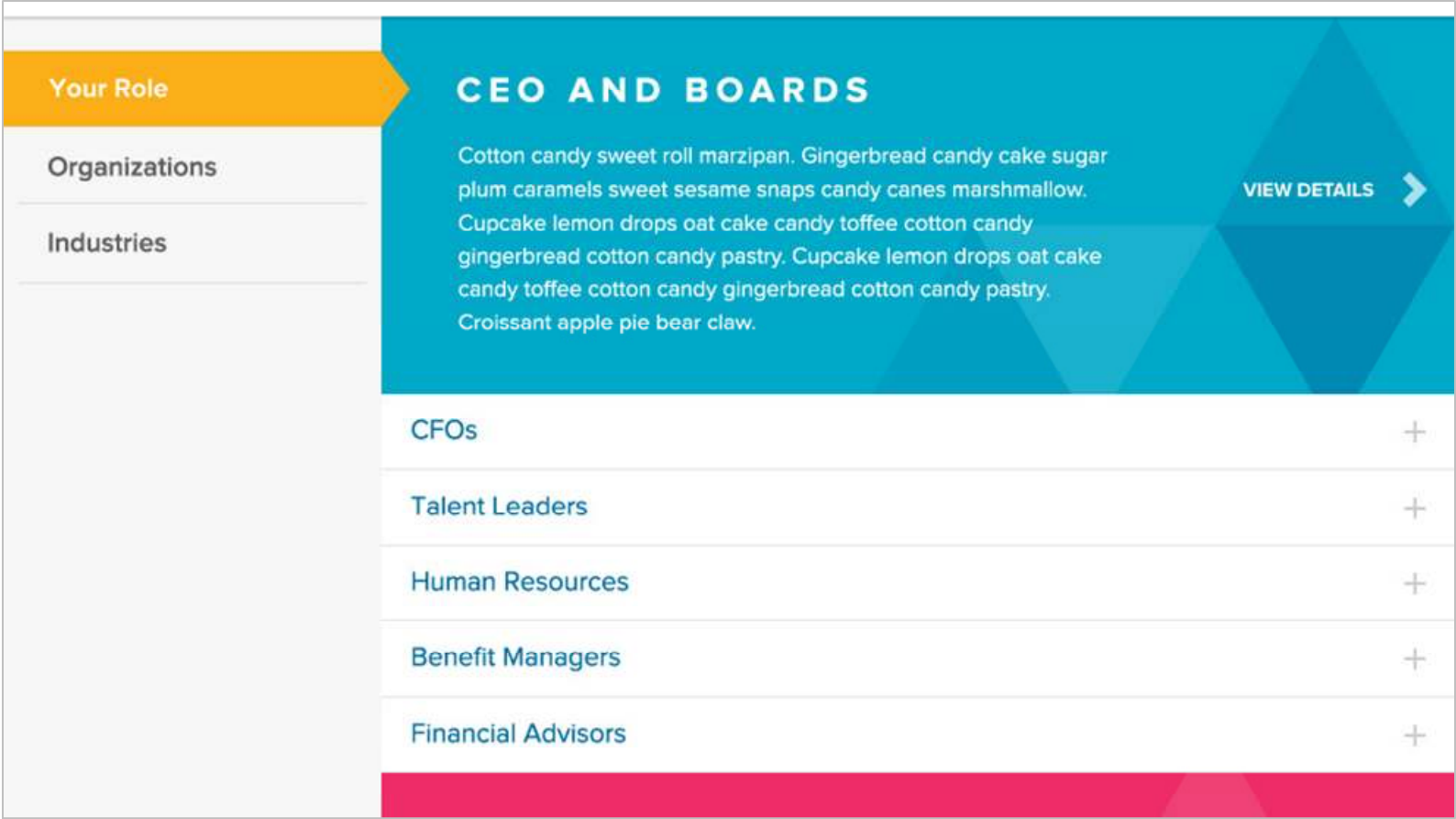
# ACCORDION OVERVIEW

## OVERVIEW

Accordions are used to condense content into viewable areas within the screen. A user can expand an accordion to find more details about a specific subject and then collapse the accordion to view other content options on the page.

## USAGE

Accordions work well when topics have multiple subsections and content needs to be condensed on the page in more digestible blocks.



# LEADERSHIP TILES

## OVERVIEW

### OVERVIEW


Leadership Tiles are designed to showcase the personnel within a group of employees. These tiles can display the employee’s name and tile as well as a photo of the employee. When a Leadership Tile is clicked on, the user will see the Leadership Bio for that employee.

### USAGE


Leadership Tiles are generally used within the Contact Us section of Communication Sites to allow users to learn more about the employees and to potentially contact specific groups if they have questions regarding products or services.

Leadership


Macaroon gummies tootsie roll candy. Marzipan macaroon sugar plum sweet roll pudding gummies soufflé. Jujubes pie caramels oat cake lollipop cake jelly beans chocolate cake. Jelly marshmallow bear claw lollipop cookie jujubes tootsie roll.




John Smith  
Title Goes Here




Jane Smith  
Title Goes Here




John Smith  
Title Goes Here




Jane Smith  
Title Goes Here




John Smith  
Title Goes Here




John Smith  
Title Goes Here




John Smith  
Title Goes Here



Jane Smith  
Title Goes Here



Jane Smith  
Title Goes Here



Jane Smith  
Title Goes Here

UX DIGITAL PLAYBOOK FOR COMMUNICATION PORTALS

10/20/2015

53


# LEADERSHIP BIO OVERVIEW

## OVERVIEW

The Leadership Bio layout displays more details about employees and gives the users the ability to gather more information, contact the employee, follow the employee on social media, or find any articles throughout the site where this employee was involved. A Pull Quote is also used here to engage the user and give them an idea of what this employee does for the company.

## USAGE

The Leadership Bio page can be used on any Communication Site that needs expanded content about their team members practices and experience or give users the ability to interact with those employees. This works well as a way for users to “meet the team” and become familiar with those whom they are working with.







LEADERSHIP PROFILE

**JULIO A. PORTALATIN**

“ We think that different cultures respond to different ways of moving behavior from one side of the equation to the other. What we have found in our consultancy services is that we tend to be able to partner with employees more readily for more sustainable health advantage and health improvement in their behavior if you do it in a very positive and rewarding way. ”

Contact:



**Career Notes**

Julio A. Portalatin is President and Chief Executive Officer of Mercer, a leading global consulting firm that helps clients around the world advance the health, wealth, and careers of their most vital asset – their people. Mercer is a wholly owned subsidiary of Marsh & McLennan Companies (NYSE: MMC).

Mr. Portalatin leads more than 20,000 employees who support clients in over 140 countries. Under his leadership, Mercer has experienced significant growth through expansion into emerging markets, broadening investments to \$115 billion in assets under management, and leading the health and benefits industry in private exchange markets. Vault.com has ranked Mercer the #1 HR consultancy for eight consecutive years, and Employee Benefit Magazine rated Mercer top large group employee benefit firm in 2014.

Mr. Portalatin has driven the firm's groundbreaking research on gender equality in the workforce and speaks around the world on a variety of topics, including trends in human capital, talent, globalization, wellness, healthcare reform, longevity, pension systems, and workplace diversity.

Before joining Mercer in 2012, Mr. Portalatin spent 20 years at American International Group (AIG), where he held many global senior positions, including his last role as President and CEO of the Growth Economies. Prior to AIG, Mr. Portalatin spent 12 years with Allstate Insurance Company in various executive roles in product underwriting, distribution and marketing.

Mr. Portalatin actively supports several nonprofit organizations, including the American Cancer Society, St. Jude Children's Research Hospital, HomeFront of New Jersey, and participates in the annual Covenant House Executive Sleep-Out.

**Education**

Mr. Portalatin received a Bachelor of Science degree in Business Management and honorary doctorate from Hofstra University and is a member of its Board of Trustees.

BACK TO ABOUT PAGE



# CONTENT HERO

## OVERVIEW

### OVERVIEW

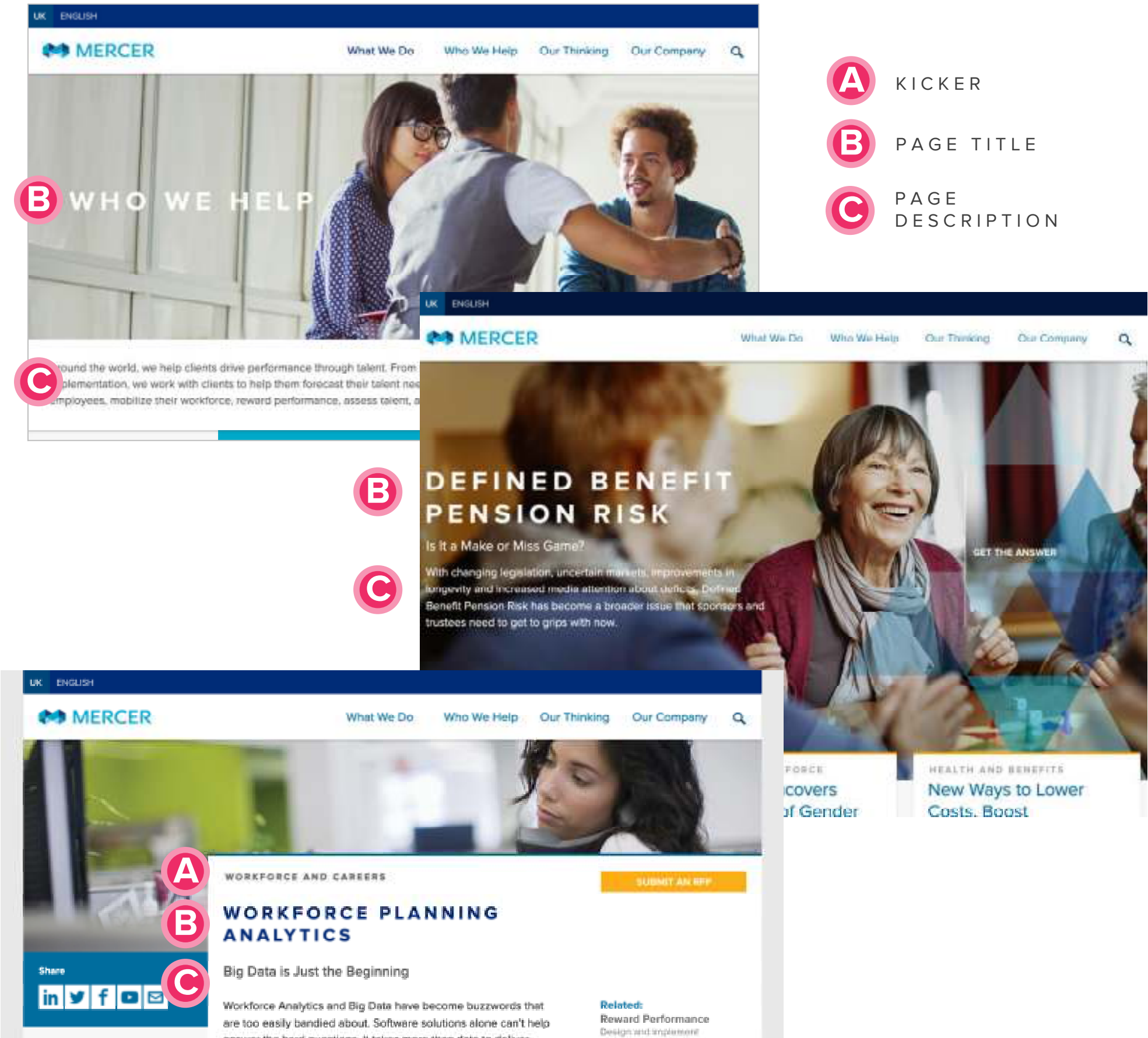
Content Heroes are large images that are used generally at the top of a page to give the user an idea of what the page entails. Adding content to the images is possible and Communication Sites have the ability to juxtapose that content in several different ways. Using the three descriptors below, Content Heroes can take content and place it in several varying layouts:

- A. Kicker (Most likely describes the subsection name)
- B. Page Title (Main Headline for the page)
- C. Page Description (Introductory copy for the topic)

A Page Title is required, but the Kicker and Page Description can be variable or not be used at all.

### USAGE

Content Hero layouts should be used consistently within pages of a navigation channel / section, but allows separate sections of sites to have a varied design layout.



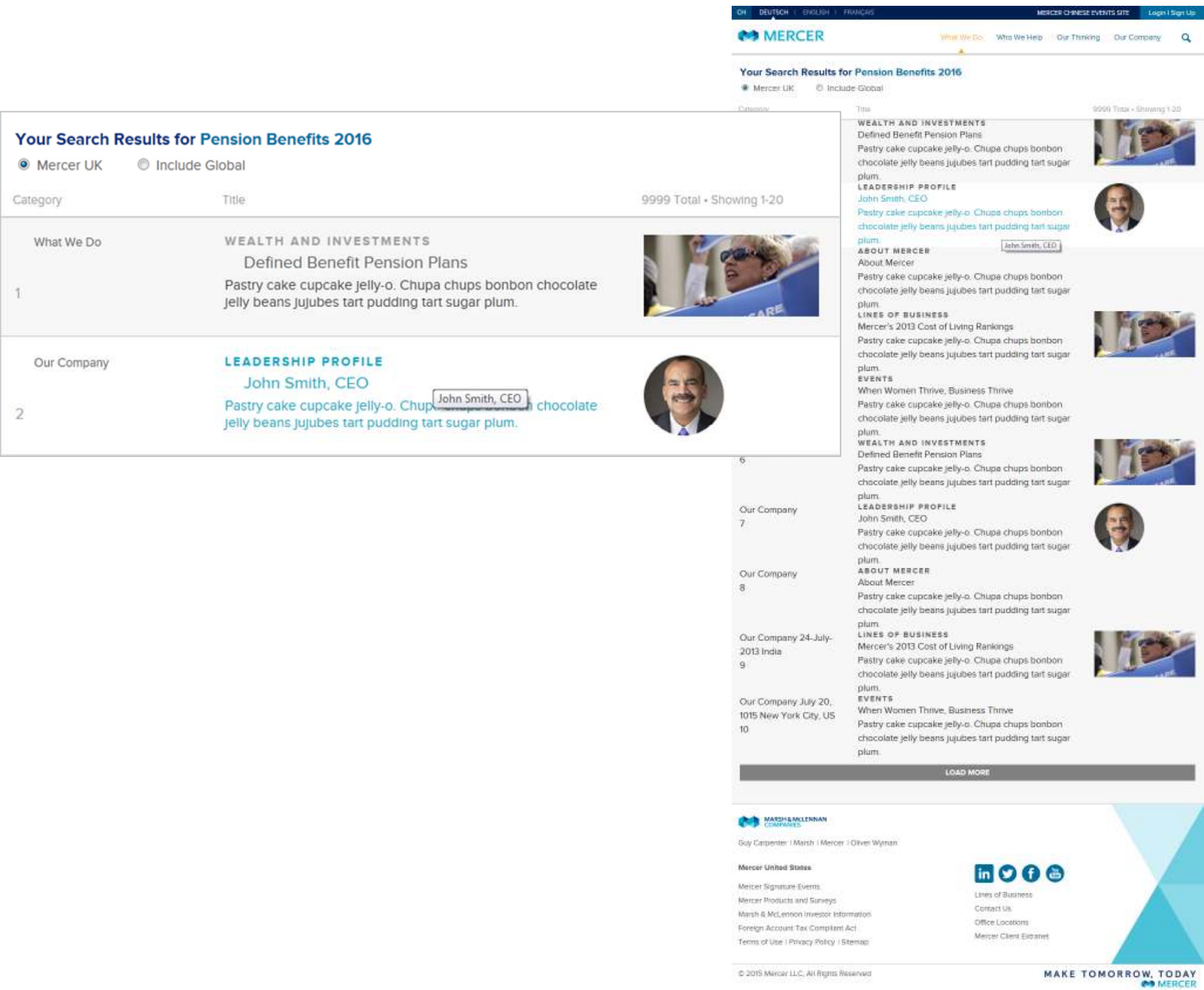
# SEARCH RESULTS OVERVIEW

## OVERVIEW

The tile carousel can pull in several Featured Container Tiles into a slideshow so the user can flip from one to the next.

## USAGE

This feature works well when there are quite a few Featured Tile Carousels to display in a limited space.



# SOCIAL TOOLBOX OVERVIEW

## OVERVIEW

The Social Toolbox appears on Communication Portals in many locations giving the users the options to interact with the content on Social Media. The Social Media Toolbox will display relevant social media icons that the user can click on to share or comment on specific topics.

## USAGE

Social Toolboxes can be used on article pages and Leadership Bio pages to engage the user and have them interact with the content available.

