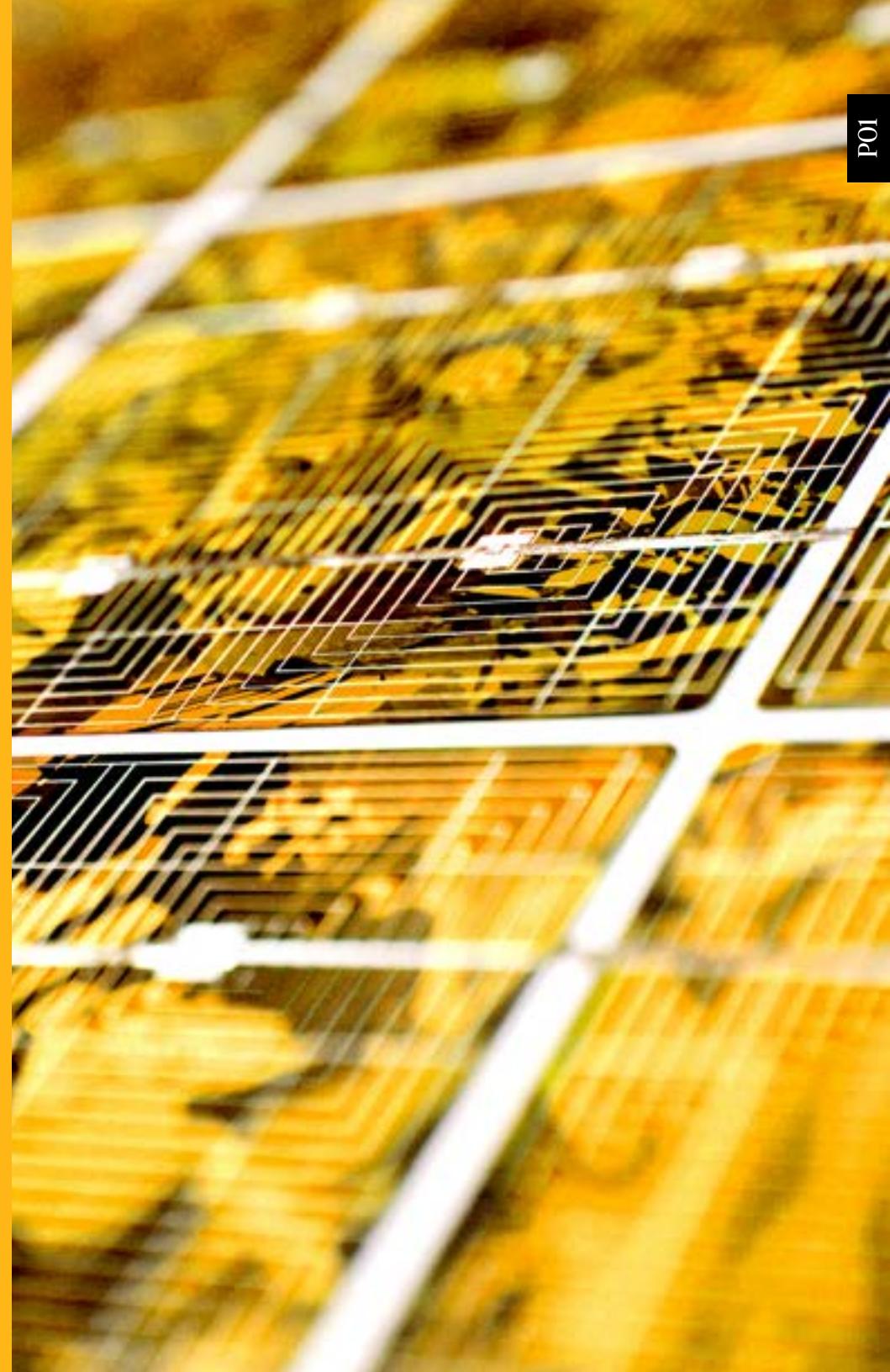


Digital design guidelines



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Please note

These guidelines are specifically for use with digital applications of the Chubb brand.

They are intended to complement, not replace, the rules set out in the Chubb Brand Book.

Introducing the Chubb digital brand

Introducing the Chubb digital brand



Chubb's digital DNA

Instead of multiple fractured parts spread across different websites, portals and apps, Chubb's digital presence should be a cohesive whole, with each and every design sharing a common DNA that ensures consistency and brand integrity.

At the same time, it's important for this DNA to be flexible enough to allow for creativity, providing the freedom necessary to best represent the varied and bespoke nature of Chubb's different business lines.

These guidelines have been built with those considerations in mind. And to help with cohesion, this document has been broken down into three overarching areas - building blocks, elements, and components.



The importance of accessibility

Everything we produce must be accessible. This isn't simply for the sake of best-practice design, but also to ensure all of Chubb's digital content works for everyone.

We have an enormous range of customers, some of whom may be elderly or visually impaired.

To make sure we're meeting their needs, each and every design must comply with the WCAG 2.0 AA color contrast standard. This is referred to throughout these guidelines, and should be followed at all times. Under no circumstances can any rules regarding acceptable color pairings or text sizes be broken.

Understanding Chubb's modular digital design system

01 02 03

Building blocks

These are the fundamental and global aspects of the Chubb digital brand. They form part of every subsequent element and component, making their consistency utterly critical to brand recognizability.

Elements

These are the smallest UI objects that every Chubb website or application is built from. Like building blocks, it's essential for these to remain consistent across the brand, to ensure a cohesive experience for users.

Components

These are the more complex UI objects that appear across Chubb digital platforms. They are made up of a combination of elements, which can be arranged in various patterns depending on the context.



Brand checklist

New digital products should not go live without conforming to this 10-point checklist.

01

Logo usage

Is the logo at the correct size, position, prominence and color?

02

Page headers

Do all page headers follow one of the authorized brand styles?

03

Color palette

Do the colors conform to the brand palette, and are accessibility/pairing rules being followed?

04

Photography

Does all photography conform to brand guidelines in terms of subject, style, treatment and cropping?

05

Typography

Are the brand typefaces the only fonts being used, and are sizing and hierarchy rules being followed?

06

Iconography suite

Is all iconography taken from original brand artwork? Do all icons conform to size, color and spacing guidelines?

07

Navigation patterns

Does all navigation conform to one of the authorized brand navigation patterns?

08

Grid system

Does the design conform to an authorized brand grid?

09

Units and increments

Do all measurements, spacing, indents, margins and padding adhere to the system outlined herein?

10

Accessibility standards

Does all text meet the WCAG 2.0 AA standard?

01

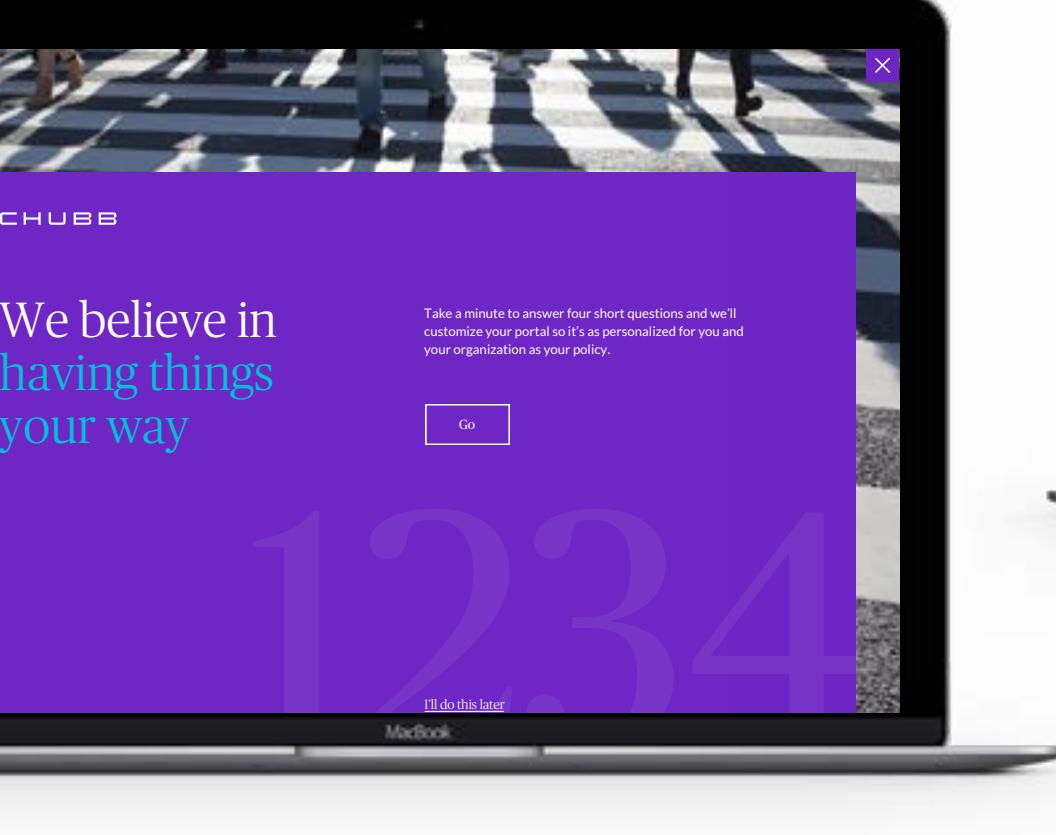
Best-practice examples

1.1 Customer Experience Portal	P08
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Best-practice examples

Customer Experience Portal

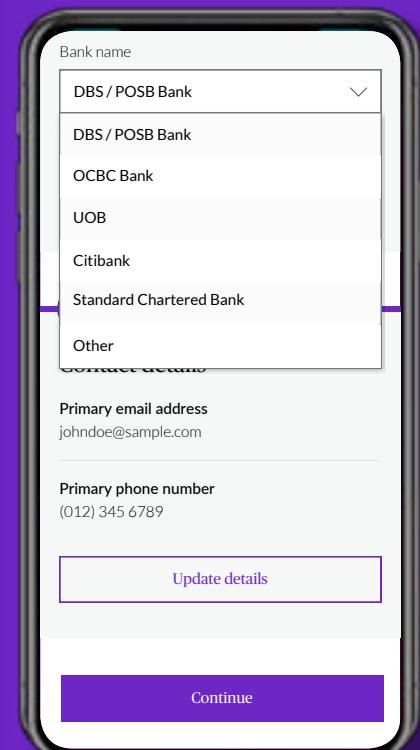
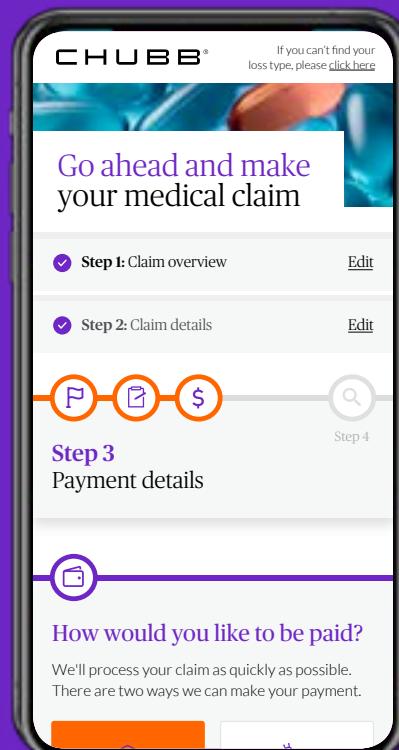
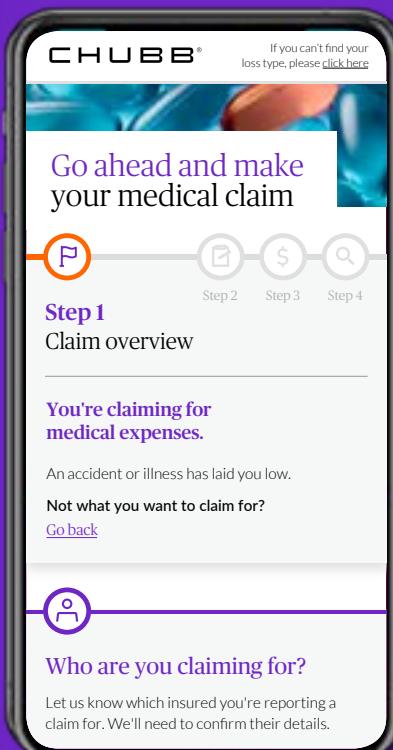
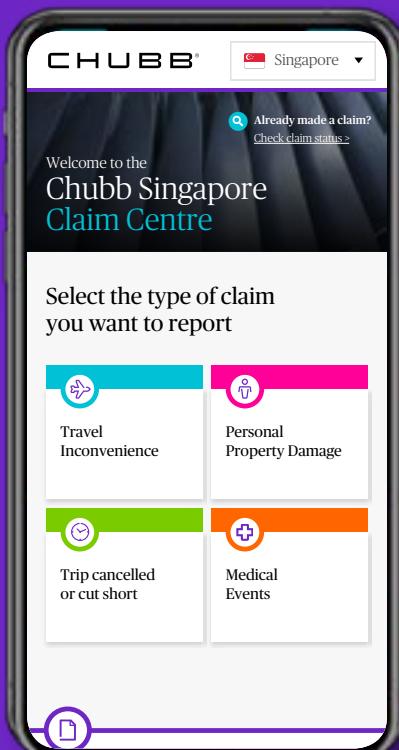
The Customer Experience Portal was designed with the needs of small business owners in mind, to help them manage all their policies in one place.



Best-practice examples

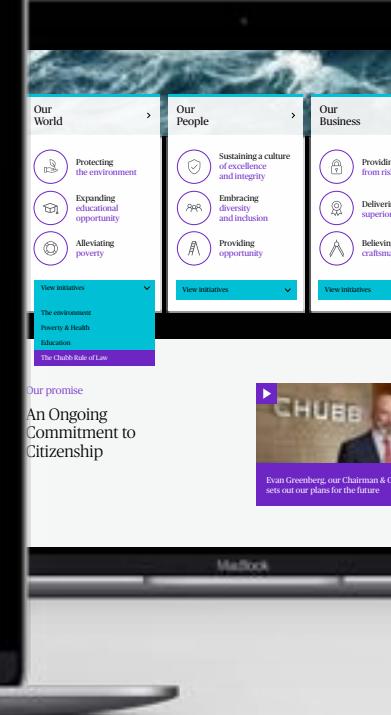
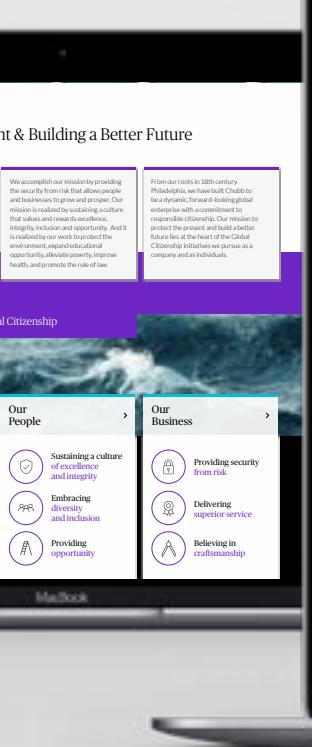
International Claims

These mobile screens demonstrate an application of the digital brand in a travel insurance claim flow.



Best-practice examples Global Citizenship landing page

This Chubb Global Citizenship concept demonstrates how environmental, social and governance factors might be communicated to shareholders, regulators, customers and advisers.



Our mission

Protecting the Present & Building a Better Future

This mission drives all that we do – how we practice our craft of insurance, how we work together to serve our customers, how we treat each other, and how we work to help make a better world for our neighbors, our communities and our planet.

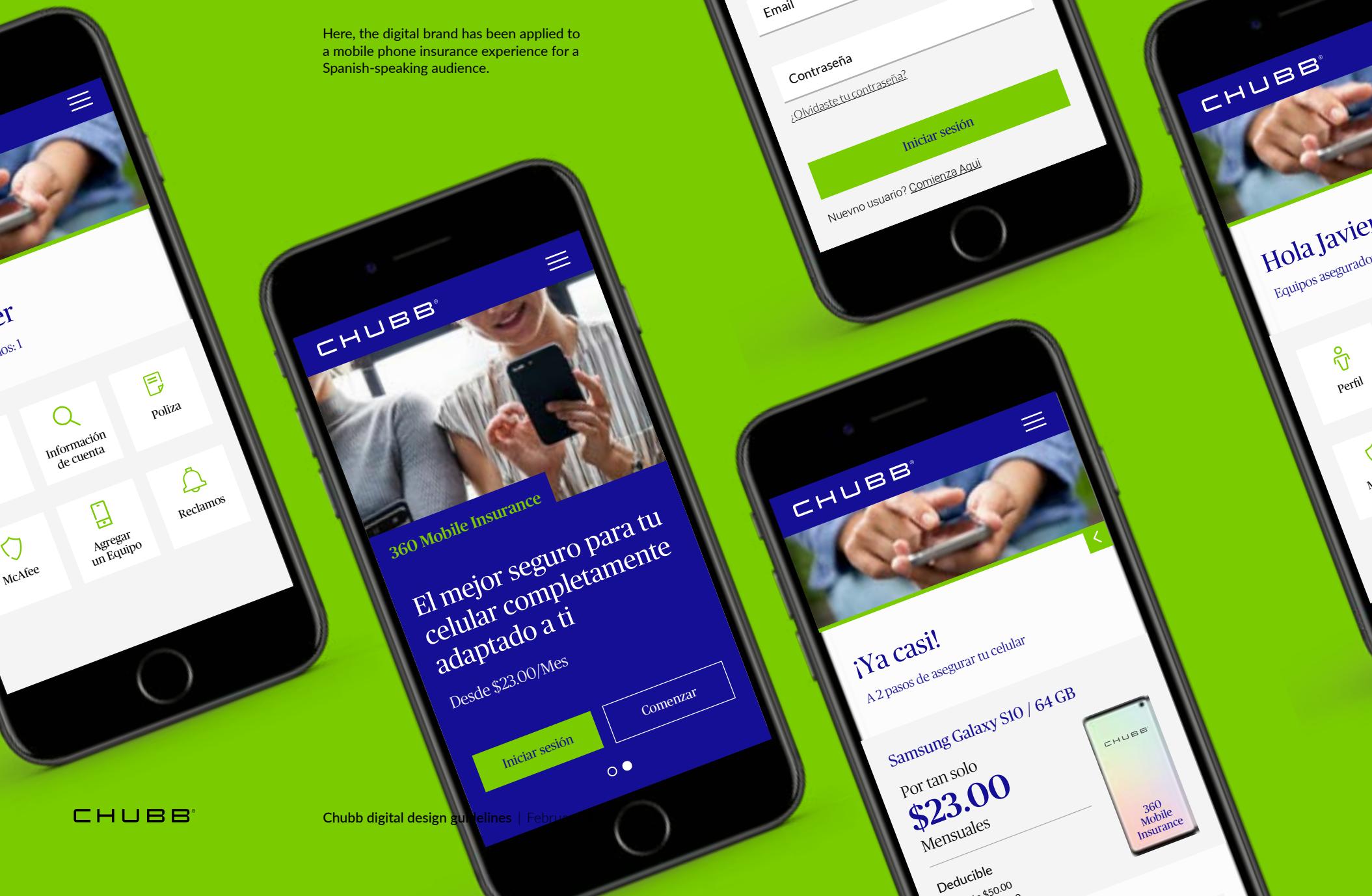
Chubb digital design guidelines | February 2020

We accomplish our mission by providing the security from risk that allows people and businesses to grow and prosper. Our mission is realized by sustaining a culture that values and rewards excellence, integrity, inclusion and opportunity. And it is realized by our work to protect the environment, expand educational opportunity, alleviate poverty, improve health, and promote the rule of law.

From our roots in 18th century Philadelphia, we have built Chubb to be a dynamic, forward-looking global enterprise with a commitment to responsible citizenship. Our mission to protect the present and build a better future lies at the heart of the Global Citizenship initiatives we pursue as a company and as individuals.

Best-practice examples 360 Mobile Insurance app

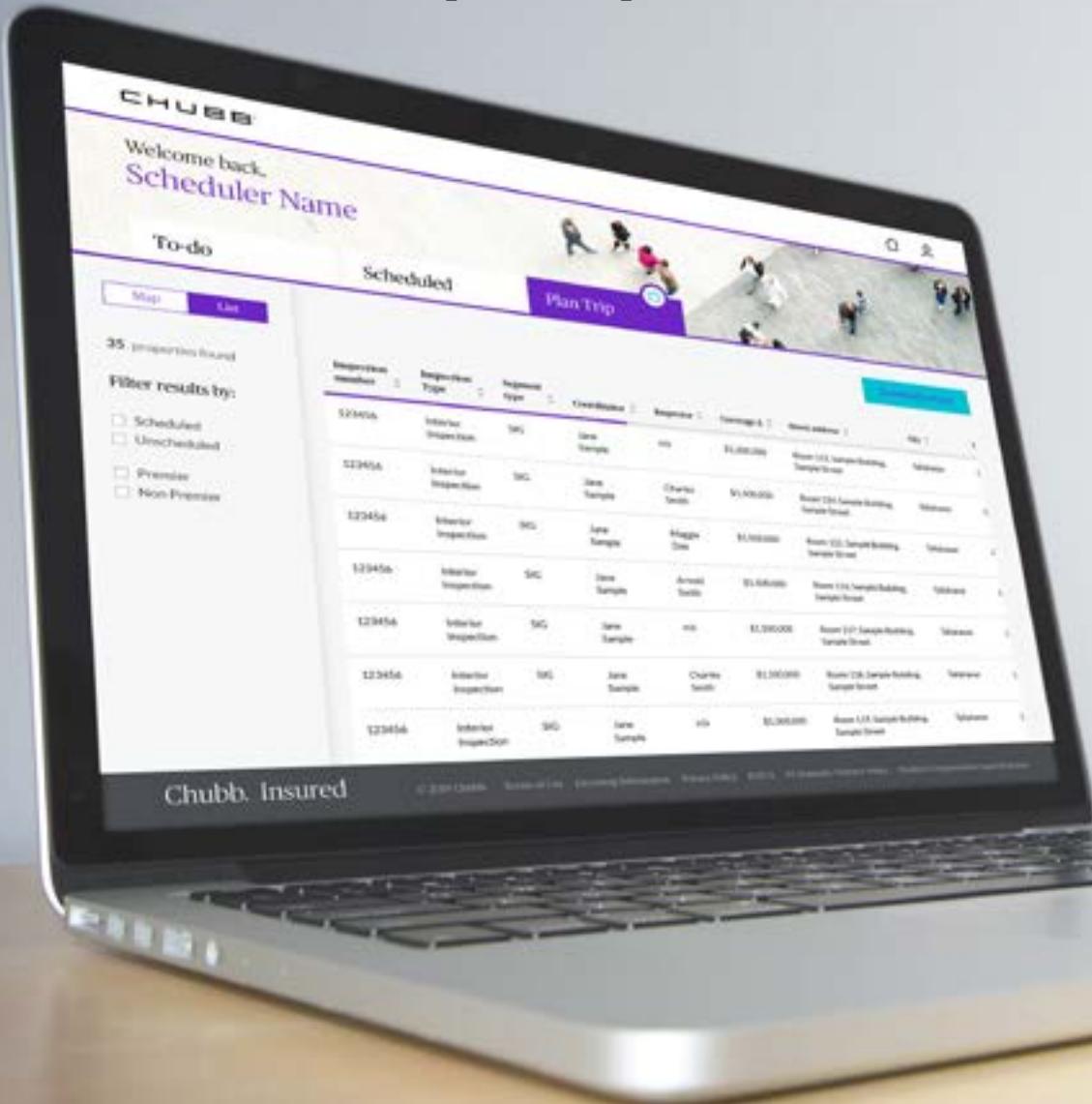
Here, the digital brand has been applied to a mobile phone insurance experience for a Spanish-speaking audience.



1.5

Best-practice examples

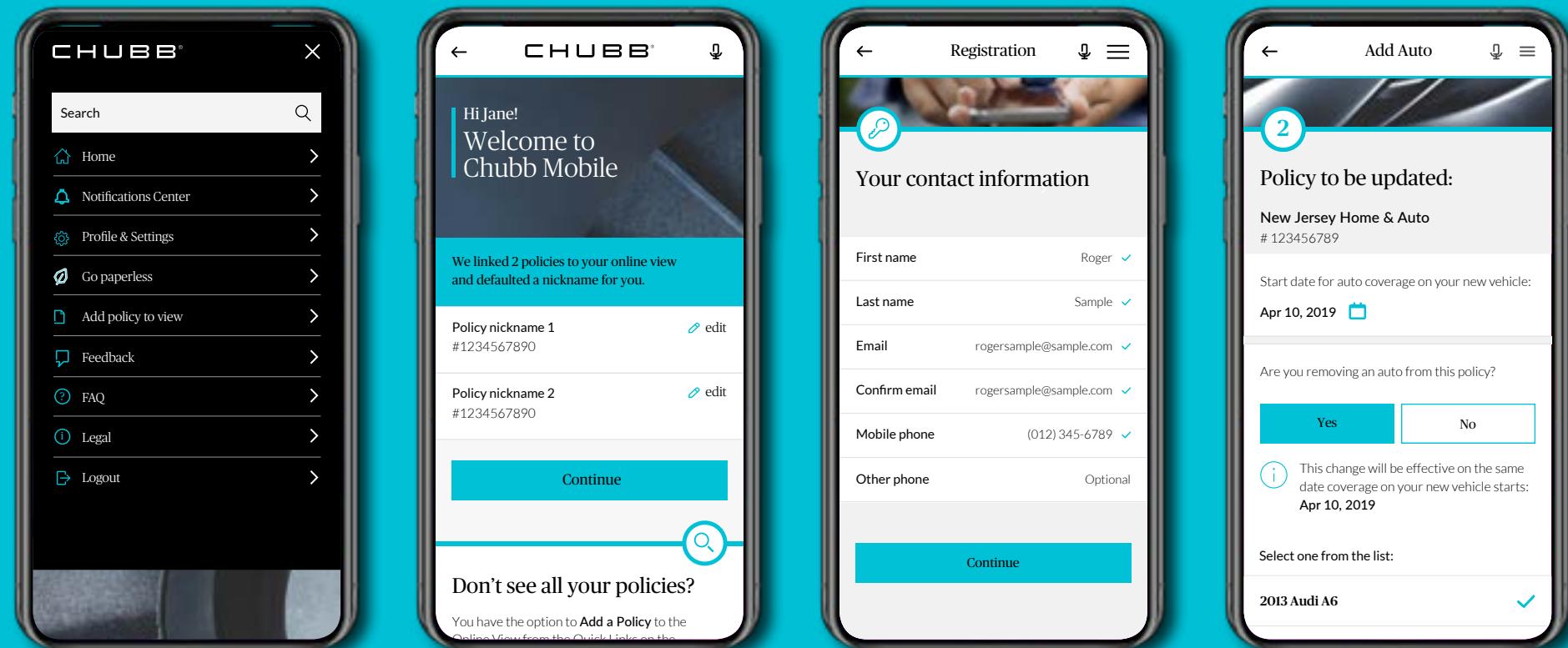
Inspections portal



This portal lets Chubb schedule and re-schedule property inspections, managing appointments with clients in moments.

Best-practice examples PRS app

The Personal Risk Services application allows customers in North America to manage policies and make changes wherever they are.



Best-practice examples Latin America social media ads

This campaign helped to promote life insurance to a Latin American audience, with a refer-a-friend incentive.

Frame 1



Frame 2



Frame 3

O seguro
Futuro
Protegido vai dar
o suporte para
sua família
quando você
não puder

Frame 4

assim você
pode relaxer
e aproveitar
as coisas
importantes

Frame 5

como caprichar
no brigadeiro

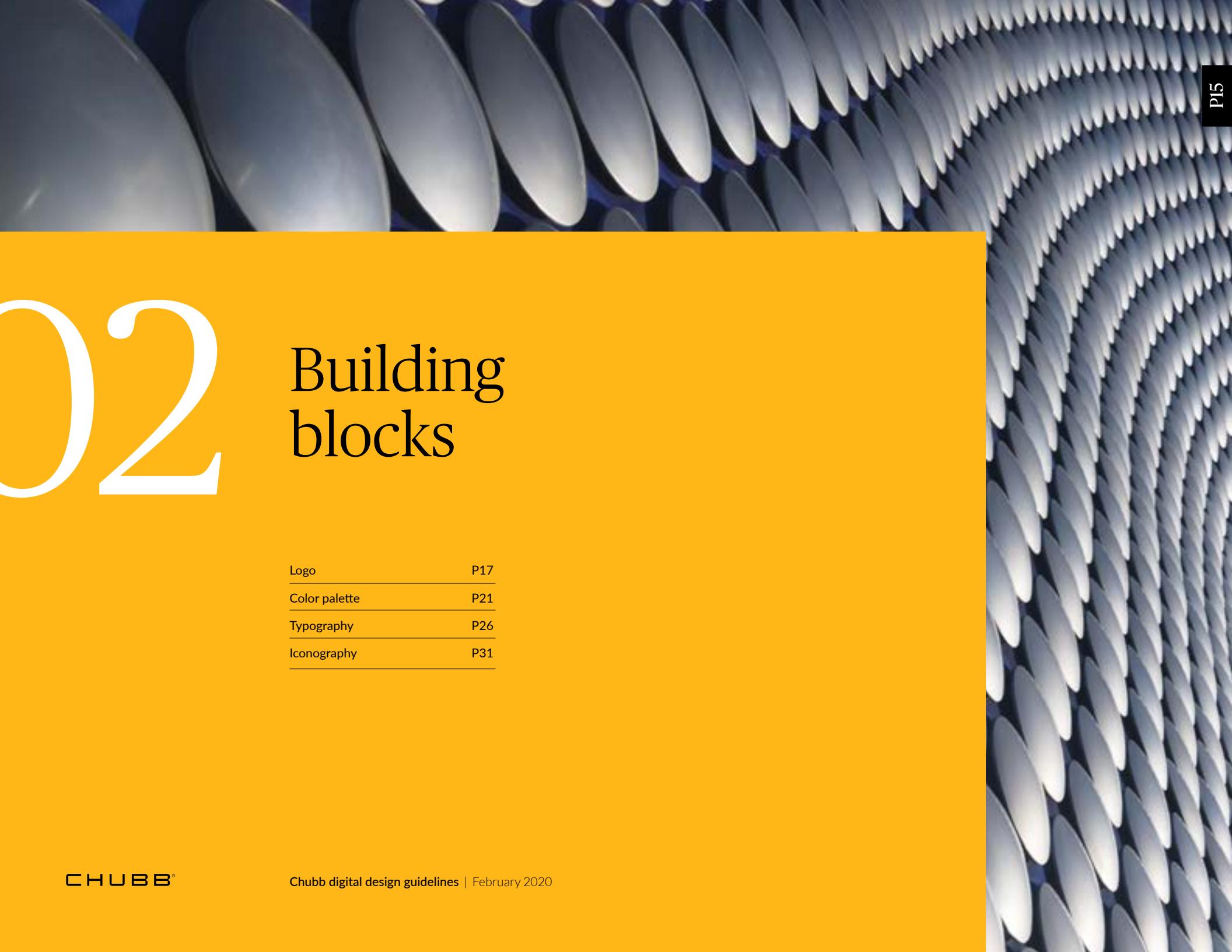
Frame 6



Frame 7

A Família vem
em primeiro
lugar.

Descubra mais sobre
o Seguro Futuro Protegido

The background of the slide features a repeating pattern of overlapping, rounded, blue and white shapes that resemble stylized ovals or petals. This pattern covers the top half of the slide and extends down the right side.

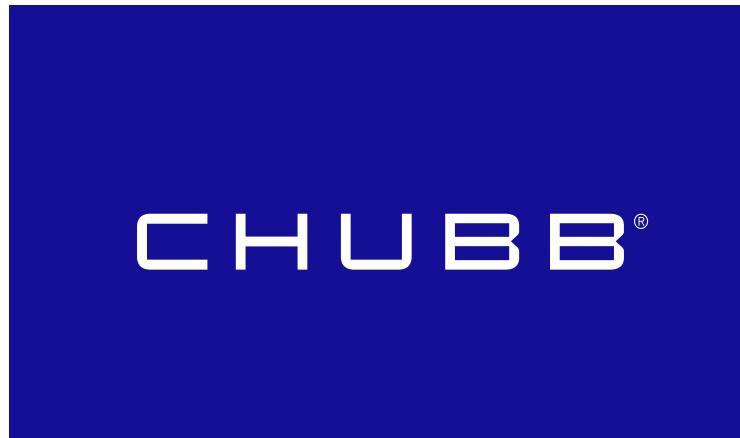
02

Building blocks

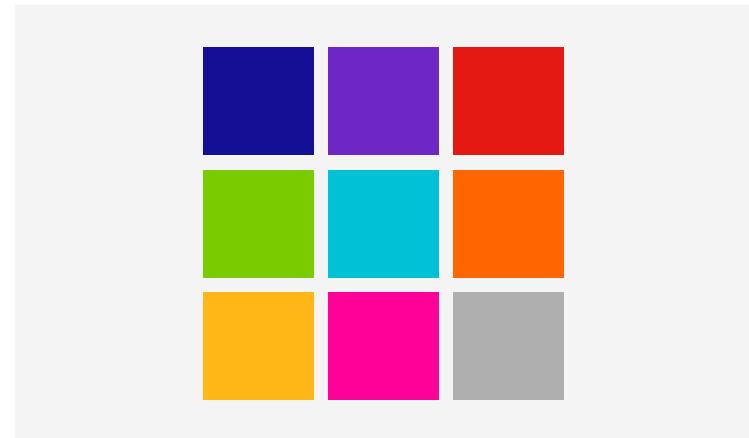
Logo	P17
Color palette	P21
Typography	P26
Iconography	P31

Brand building blocks

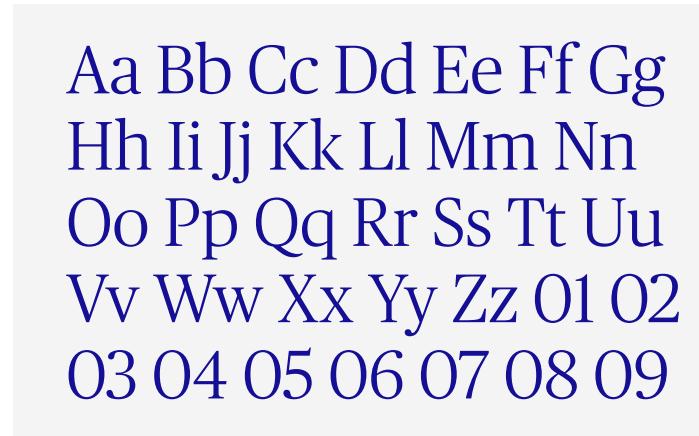
2.1 Logo



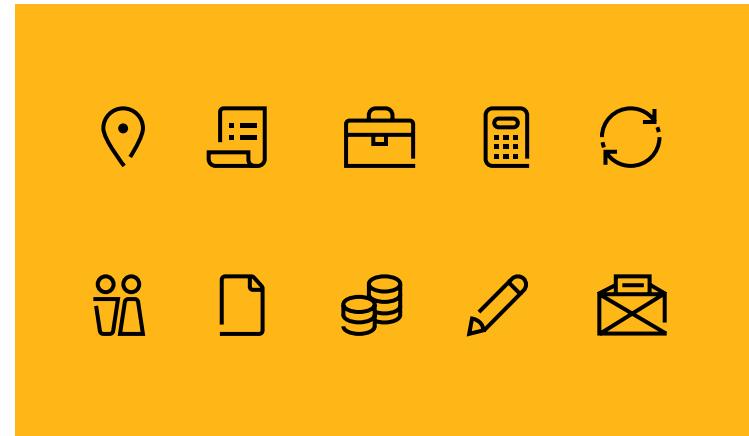
2.1 Color palette



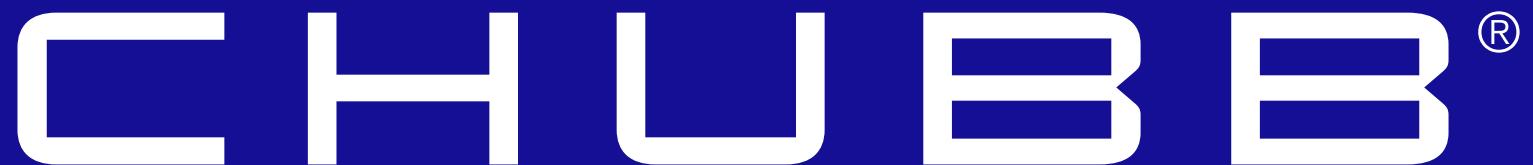
2.3 Typography



2.4 Iconography



Strong, bold, and instantly recognizable, the Chubb logo is not accompanied by a symbol. It stands on its own, clearly communicating the familiarity and reliability of the Chubb brand.



Logo

Versions / sizing / exclusion zone

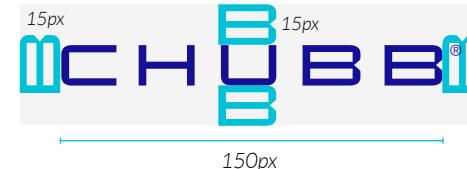
Without a consistent and proper treatment of the logo, the integrity of the Chubb brand becomes compromised.

There are plenty of areas for creative flexibility within these guidelines, but the logo is an area where absolutely no compromise can be made. This ensures that no matter the platform, region, or product line, Chubb is always seen and recognized as stable and consistent.

Core version



Minimum clear space at 150px width



When the logo appears at sizes larger than 150px, the clear space increases by an equal ratio.

The minimum clear space when the logo appears at a width of 150px, is 15px (the height of logo letter B)

Reverse version



See the following page for acceptable color variations →

Sizing

Desktop / tablet / mobile



The minimum size that the Chubb logo must appear at is 150px in width

2.1

Logo Color - what to do



Make sure
that the logo
always includes
the registered
trademark
symbol

Logo color
combinations must
meet WCAG 2.0
AA accessibility
standards

Accessible color examples

White backgrounds



Black logo



Dark Gray logo



Dark Blue logo



Purple logo



Red logo



Magenta logo

Non-chromatic backgrounds



Black background / White logo



Dark Gray background / White logo



Sky Gray background / Black logo



Pale Gray background / Black logo

Sky Gray and Pale Gray are new colors introduced for digital use. Refer to page 22 for more information.

Colored backgrounds



Dark Blue background / White logo



Purple background / White logo



Red background / White logo



Magenta background / White logo



Orange background / Black logo



Green background / Black logo



Light Gray background / Black logo



Turquoise background / Black logo



Yellow background / Black logo

Usage with photography

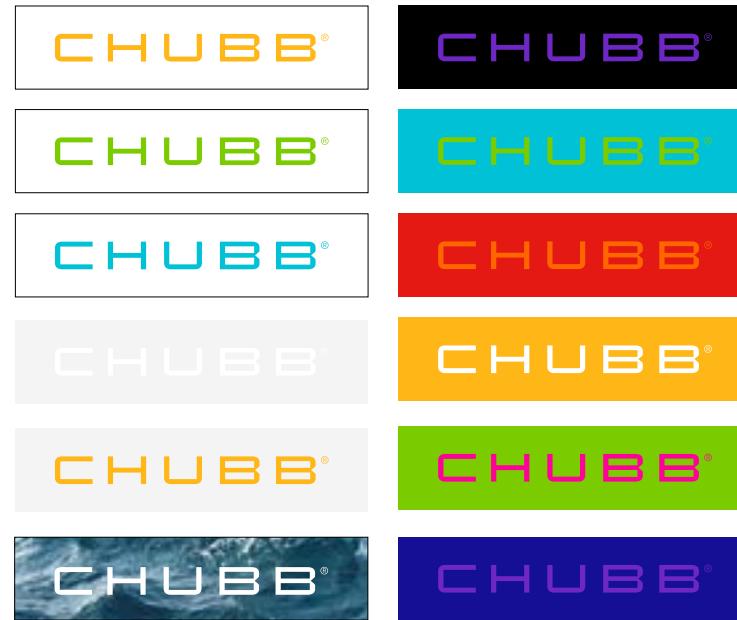


The logo can appear in white over a dark photograph (with a black transparent overlay applied if needed), or in black over very light photography, provided the logo is clearly legible.

Logo

Color - what not to do

Inaccessible color examples



What not to do



CHUBB®

Don't change letter spacing

CHUBB®

Don't distort

CHUBB®

Don't outline

CHUBB®

Don't use colors from outside the Chubb palette

CHUBB®

Don't use less than 100% opacity

CHUBB®

Don't rotate

The logo can never be used in an incorrect way, such as the examples above

Color palette

The Chubb color palette is a core part of the brand, instantly separating Chubb from its competitors with a bright, engaging, and unique visual approach.

It makes us different. But that flexibility and freedom shouldn't come at the expense of credibility and design best practice.

Color palette

Core version / sizing / exclusion zone

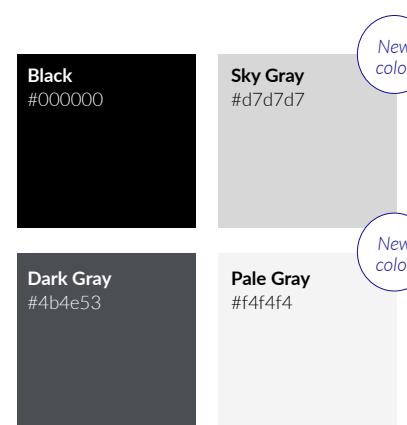
It is crucial to adhere to the rules set out in these guidelines around appropriate color pairings, both from a brand (e.g. not overusing bright colors) and an accessibility perspective.

Finally, the color palette is made up of equals. No single color is more important than any of the others, and all should be treated equally as brand colors on an even footing.

Color palette

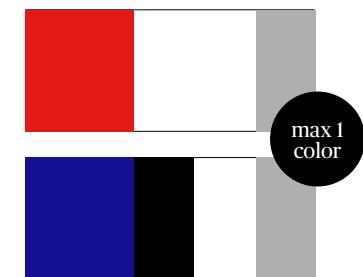


Non-chromatic colors

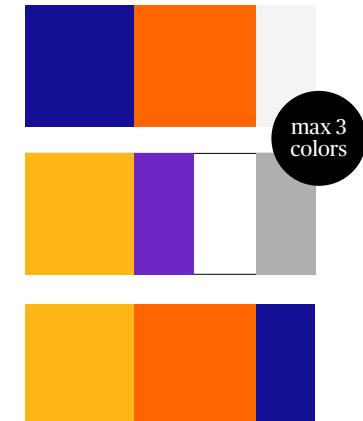


Example palettes

Reduced look and feel



Creative or playful look and feel



The number of colors used in one design should be restricted to retain a clean and elegant aesthetic

Color palette

Color blocking pairings

Picking pairings

Color blocking is a cornerstone of the Chubb brand. It's important to pick options that work well together and reinforce the uniqueness of the Chubb color palette.

On the other side of the coin, some pairings don't have sufficient contrast, which mutes both shades, and reduces the clean edge between blocks. Avoid the pairings indicated with a cross.

	Background								
	Dark Blue	Purple	Red	Orange	Yellow	Cyan	Green	Magenta	Grey
Foreground	—	✓	✓	✓	✓	✓	✓	✓	✓
Dark Blue	✓	—	✓	✓	✓	✓	✓	✓	✓
Purple	✓	✓	—	✓	✓	✓	✓	✓	✓
Red	✓	✓	✓	—	✓	✓	✓	✓	✓
Orange	✓	✓	✓	✓	—	✓	✓	✓	✓
Yellow	✓	✓	✓	✓	✓	—	✓	✓	✓
Cyan	✓	✓	✓	✓	✓	✓	—	✓	✓
Green	✓	✓	✓	✓	✓	✓	✓	—	✓
Magenta	✓	✓	✓	✓	✓	✓	✓	—	✓
Grey	✓	✓	✓	✓	✓	✓	✓	✓	—

Color palette

WCAG 2.0 AA accessible color pairings - text above 18pt

This table shows which pairings of text and background color are acceptable under the WCAG 2.0 AA standards, and which are not.

	Background														
	Black	White	Sky Gray	Dark Gray	Purple	Dark Blue	Red	Turquoise	Orange	Green	Yellow	Pale Gray	Magenta	Light Gray	
Black	N/A	✓	✓	✗	✗	✗	✓	✓	✓	✓	✓	✓	✓	✓	
White	✓	N/A	✗	✓	✓	✓	✓	✗	✗	✗	✗	✗	✗	✗	
Sky Gray	✓	✗	N/A	✓	✓	✓	✗	✗	✗	✗	✗	✗	✗	✗	
Dark Gray	✗	✓	✓	N/A	✗	✗	✗	✓	✗	✓	✓	✓	✓	✓	
Purple	✗	✓	✓	✗	N/A	✗	✗	✓	✗	✓	✓	✓	✓	✓	
Dark Blue	✗	✓	✓	✗	✗	N/A	✗	✓	✓	✓	✓	✓	✓	✓	
Red	✓	✓	✗	✗	✗	✗	N/A	✗	✗	✗	✗	✗	✗	✗	
Turquoise	✓	✗	✗	✓	✓	✓	✗	N/A	✗	✗	✗	✗	✗	✗	
Orange	✓	✗	✗	✗	✗	✓	✗	✗	N/A	✗	✗	✗	✗	✗	
Green	✓	✗	✗	✓	✓	✓	✗	✗	✗	N/A	✗	✗	✗	✗	
Yellow	✓	✗	✗	✓	✓	✓	✗	✗	✗	✗	N/A	✗	✗	✗	
Pale Gray	✓	✗	✗	✗	✓	✓	✓	✗	✗	✗	✗	N/A	✓	✗	
Magenta	✓	✓	✗	✗	✗	✓	✗	✗	✗	✗	✗	✓	N/A	✗	
Light Gray	✓	✗	✗	✓	✓	✓	✗	✗	✗	✗	✗	✗	✗	N/A	

Color palette

WCAG 2.0 AA accessible color pairings - text below 18pt

This table shows which pairings of text and background color are acceptable under the WCAG 2.0 AA standards, and which are not.



Combinations that fail WCAG 2.0 AA accessibility below 18pt text size, but pass above 18pt.

	Black	White	Sky Gray	Dark Gray	Purple	Dark Blue	Red	Turquoise	Orange	Green	Yellow	Pale Gray	Magenta	Light Gray
Background														
Black	N/A	✓	✓	✗	✗	✗	✗	✓	✓	✓	✓	✓	✓	✓
White	✓	N/A	✗	✓	✓	✓	✓	✗	✗	✗	✗	✗	✗	✗
Sky Gray	✓	✗	N/A	✓	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗
Dark Gray	✗	✓	✓	N/A	✗	✗	✗	✗	✗	✗	✓	✓	✗	✗
Purple	✗	✓	✓	✗	N/A	✗	✗	✗	✗	✗	✗	✓	✗	✗
Dark Blue	✗	✓	✓	✗	✗	N/A	✗	✓	✓	✓	✓	✓	✗	✗
Red	✗	✓	✗	✗	✗	✗	N/A	✗	✗	✗	✗	✗	✗	✗
Turquoise	✓	✗	✗	✗	✗	✓	✗	N/A	✗	✗	✗	✗	✗	✗
Orange	✓	✗	✗	✗	✗	✓	✗	✗	N/A	✗	✗	✗	✗	✗
Green	✓	✗	✗	✓	✗	✓	✗	✗	✗	N/A	✗	✗	✗	✗
Yellow	✓	✗	✗	✓	✗	✓	✗	✗	✗	✗	N/A	✗	✗	✗
Pale Gray	✓	✗	✗	✗	✓	✓	✗	✗	✗	✗	✗	N/A	✗	✗
Magenta	✓	✗	✗	✗	✗	✓	✗	✗	✗	✗	✗	✗	N/A	✗
Light Gray	✓	✗	✗	✗	✗	✓	✗	✗	✗	✗	✗	✗	✗	N/A

Chubb
Publico
& Lato

Typography is used in almost every digital application of the Chubb brand. From long, complex blocks of explanatory text to snappy headlines, the correct use of Chubb's typefaces is essential to creating consistency, as well as improving legibility for customers across digital platforms. If they can't easily read and understand our content, then their entire experience will suffer as a result.

Chubb's primary typeface is Chubb Publico, which is efficient, elegant, and unique to our brand. However, it isn't always legible at small sizes, particularly on smaller devices with limited space.

That's why we've introduced a secondary, sans-serif typeface for use in situations where greater legibility is required for both customer experience and to meet WCAG 2.0 AA accessibility standards. This new typeface also allows for variation within designs, to avoid overuse of the more distinctive Chubb Publico.

Typography Chubb typefaces

Chubb Publico

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ £ \$ % ^ & * ()

Preferred typefaces

Used in all digital applications

Chubb Publico

[Purchase font here](#)

Lato

[Download font here](#)

System typeface fallbacks

Used outside of websites and apps if preferred fonts are not available (e.g. PowerPoint & HTML emails)

Georgia

Verdana

A second, sans-serif typeface has been introduced to assist with large sections of body copy and with numbers

Lato

Secondary typeface

A B C D E F G H I
J K L M N O P Q
R S T U V W X Y Z
a b c d e f g h i j k l m n o p
q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ £ \$
% ^ & * ()

Fallback typefaces have been recommended for scenarios where the preferred fonts are not available

2.3

Typography (desktop and tablet)

Sizing and formatting



Type hierarchy	Typeface	Weight(s)	Size	Case	Line height	Color
H1 heading	Chubb Publico	Light/Roman	56pt	Sentence	58pt	WCAG 2.0 AA accessible
H2 heading	Chubb Publico	Light/Roman	40pt	Sentence	44pt	WCAG 2.0 AA accessible
H3 heading/quotes	Chubb Publico	Roman/Medium	24pt	Sentence	28pt	WCAG 2.0 AA accessible
H4 heading	Chubb Publico	Roman/Medium	20pt	Sentence	24pt	WCAG 2.0 AA accessible
Subheading	Chubb Publico	Roman/Medium	16pt	Sentence	22pt	WCAG 2.0 AA accessible
Subheading small	Chubb Publico	Roman/Medium	12pt	Sentence	18pt	WCAG 2.0 AA accessible
Body large	Lato	Light/Regular	20pt	Sentence	26pt	WCAG 2.0 AA accessible
Body standard	Lato	Light/Regular	16pt	Sentence	22pt	WCAG 2.0 AA accessible
Body standard (emphasis)	Lato	Bold	16pt	Sentence	22pt	WCAG 2.0 AA accessible
Body small	Lato	Light/Regular	12pt	Sentence	18pt	WCAG 2.0 AA accessible
Button	Chubb Publico	Roman	16pt	Sentence	20pt	WCAG 2.0 AA accessible

2.3

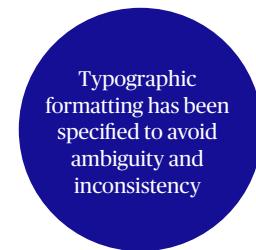
Typography (mobile)

Sizing and formatting

The number of weights has been reduced in order to create more consistency

Mobile	Type hierarchy	Typeface	Weight(s)	Size	Case	Line height	Color
	H1 heading	Chubb Publico	Light/Roman	40pt	Sentence	44pt	WCAG 2.0 AA accessible
	H2 heading	Chubb Publico	Light/Roman	32pt	Sentence	38pt	WCAG 2.0 AA accessible
	H3 heading	Chubb Publico	Roman/Medium	24pt	Sentence	28pt	WCAG 2.0 AA accessible
	H4 heading/quotes	Chubb Publico	Roman/Medium	20pt	Sentence	24pt	WCAG 2.0 AA accessible
	Subheading	Chubb Publico	Roman/Medium	16pt	Sentence	22pt	WCAG 2.0 AA accessible
	Subheading small	Chubb Publico	Roman/Medium	12pt	Sentence	18pt	WCAG 2.0 AA accessible
	Body large	Lato	Light/Regular	20pt	Sentence	26pt	WCAG 2.0 AA accessible
	Body standard	Lato	Light/Regular	16pt	Sentence	22pt	WCAG 2.0 AA accessible
	Body standard (emphasis)	Lato	Bold	16pt	Sentence	22pt	WCAG 2.0 AA accessible
	Body small	Lato	Light/Regular	12pt	Sentence	18pt	WCAG 2.0 AA accessible
	Button	Chubb Publico	Roman	16pt	Sentence	20pt	WCAG 2.0 AA accessible
	Button small	Chubb Publico	Roman	14pt	Sentence	18pt	WCAG 2.0 AA accessible

Typography Usage



How to use ✓

H1 heading over two lines

H2 heading here

Body copy here solupta commis sum, nobitis cat quat ut quature mporibu stincia qui nobis estisimusa volupta ad maximoluptat id magnam restion ra dolupti orepudi atemolo odio vernal.

Button text

What not to do ✗

H1 HEADING OVER TWO LINES

H2 heading here

Don't use capitals

Don't use italics and bold

Body copy here solupta commis sum, nobitis cat quat ut quature mporibu stincia qui nobis estisimusa volupta ad maximoluptat id magnam restion ra dolupti orepudi atemolo odio vernal.

Don't set the line spacing incorrectly

Button text

Don't set buttons in Lato

Iconography is one of the simplest ways to add additional context and personality to a design. They can range from functional to decorative, but in every scenario, it's essential for a consistent style to be used – one that is unique to Chubb and adds engagement in areas where the content might otherwise be complex or difficult to absorb.



2.4

Iconography

The unique suite

Chubb has an extensive icon library that is easily accessible to everyone, and contains a wide variety of iconographic options to pick and choose from. If a new icon is required for a specific purpose, it can be created from scratch, but must match the existing Chubb icon style.

Similarly, Chubb iconography must be used at one of five set sizes. This ensures that even in wildly different contexts, our usage of icons will remain consistent and provide a cohesive user experience.

A selection of the icon suite

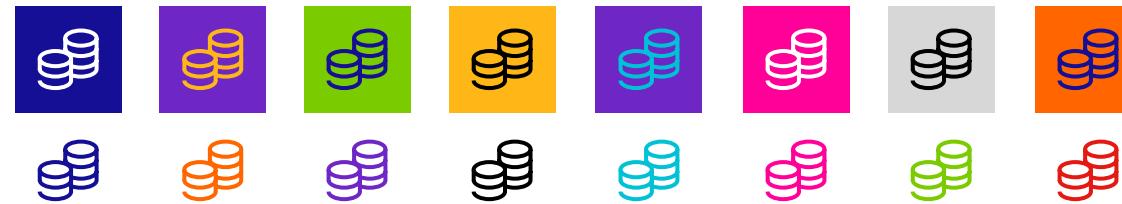
Primary view



Reverse view



A selection of suggested color pairings



Use of icons
must be
consistent in
terms of size,
weight and
style

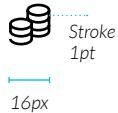
2.4

Iconography Usage

Icons must never be used at any size other than the five specified here

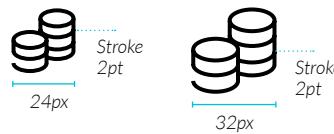
Sizing

Size 1



16px

Size 2

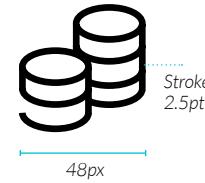


24px



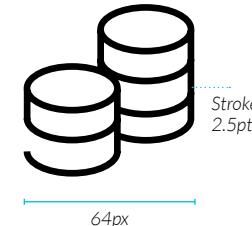
32px

Size 3



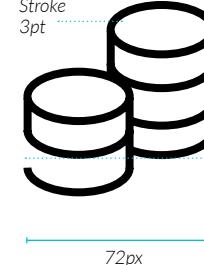
48px

Size 4



64px

Size 5



72px

Every Chubb icon has a break in its line

When to use

Size 1 usage icons should be used in scenarios such as form fields that require an icon, such as a calendar date picker

Size 2 usage icons should be used in scenarios such as within the circular bar that sits at the top of CTA components. For ultimate flexibility, medium icons can be used at two specific sizes

Size 3 icons are designed for use on website tiles to add emphasis and personality. This size is suitable for both desktop and mobile applications.

Like Size 3 icons, Size 4 icons are designed for website tiles. However, they are only suitable for desktop applications.

Size 5 usage icons should be used in scenarios such as to accompany headings in CTA components

See the [components section](#) for real-life examples of all iconography usage

03

Elements

Buttons and hyperlinks	P36	Tooltips	P48
Quicklinks	P40	Social media icons	P49
Form fields	P41	Common operations icons	P50
Switches	P44	Photography	P51
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Tabs	P46	Illustration and infographics	P56
Keylines	P47	Numbering	P62
		Maps	P63

Buttons and hyperlinks

Quicklinks / Form fields

Switches / Toggles /

/ Social media / Tools

3.1

Buttons and hyperlinks

Desktop and tablet

Let's start with the basics. Elements may be small, but when they're designed correctly, they add up to a whole that's far greater than the sum of its parts.

Buttons and hyperlinks are crucial to a smooth digital experience. They achieve this by giving users clear direction and guidance to the relevant next page.

It's therefore essential for them to not only be clear and easy to see, but also consistent across all digital applications.

Primary button (fill)



Primary buttons are the default design that should always be used. Sometimes, there are multiple buttons on a page. In these cases, the more prominent or important button should use the primary button styling.

Secondary button (keyline)

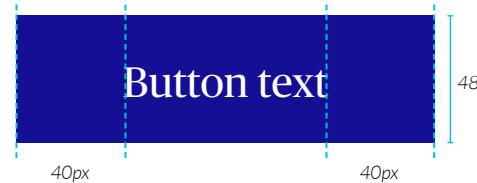


Secondary buttons come into play when there are multiple buttons on a page, and one or more of these needs to have less prominence.

Some suggested color pairings



Specifications



Typeface **Chubb Publico**
Weight **Roman**
Size **16pt**
Case **Sentence**
Justification **Centered**
Keyline stroke **1px**

Hyperlinks

Hyperlink text example

Hyperlinks should always be set at 16pt and set in Chubb Publico font. The only scenario where this is not to be true, is embedded within body copy, where it should appear as however the copy is formatted, but with an underline.

Typeface **Chubb Publico**
Weight **Roman**
Size **16pt**
Case **Sentence**

Buttons and hyperlinks

Mobile

On mobile, buttons work slightly differently. They span to either the full width of the screen, or sit in pairs that span the full width. There is not any padding on mobile buttons.

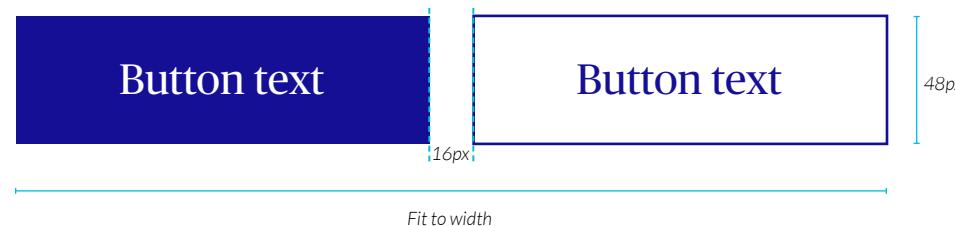
When three actions are available, the first two should be styled as buttons, with one primary and one secondary. Any further actions should be styled as hyperlinks to reduce visual clutter and keep the mobile experience smooth and streamlined.

Specifications

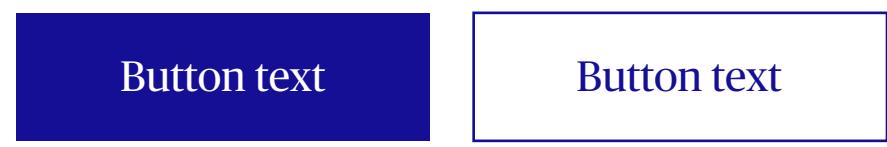
Single button



Dual button



Dual button + hyperlink



Hyperlink text

Typeface Chubb Publico

Weight Roman

Size 16pt

Case Sentence

Justification Centered

Keyline stroke 1px

Buttons and hyperlinks

Desktop and tablet - with icon

Icon button (fill)

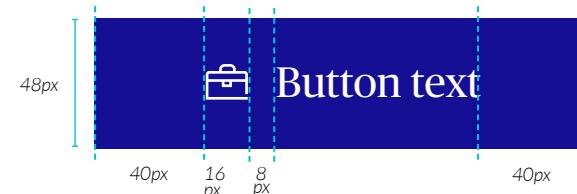


Please follow the same rules as on the previous page when using fill and keyline versions

Icon button (keyline)



Specifications



Button states

Enabled

An enabled state communicates an interactive element.



Default style

Disabled

A disabled state communicates a non-interactive element.



Container color: Pale Gray (#d7d7d7)
Text color: Light Gray (#afafaf)

Hover

A hover state communicates a cursor over an interactive element.



White (#ffffff) overlay, 15% opacity

Pressed

A pressed state communicates a user's tap or click.



Black (#000000) overlay, 15% opacity

Buttons and hyperlinks

Mobile - with icon

Mobile buttons with an icon work in a similar way as normal mobile buttons. (Single buttons fit the full width of the screen, and multiple buttons sit side-by-side at equal sizes to fit the full width of the screen.)

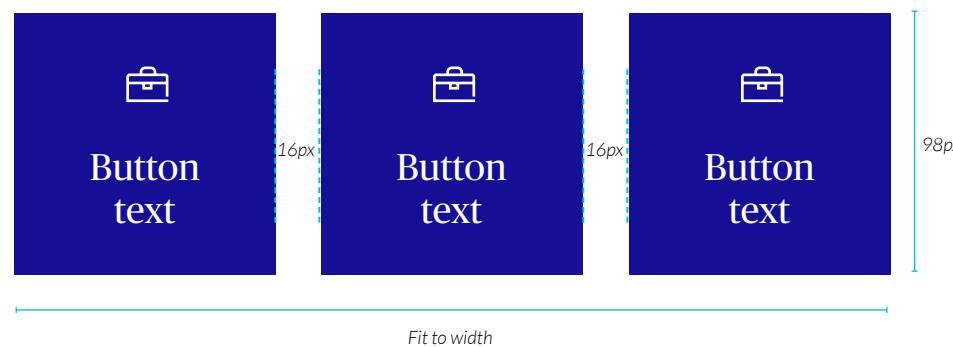
With single buttons, the icon always sits to the left of the button text. When multiple buttons are used, the icon sits above. These rules ensure that no matter what process a user is going through, their experience is always consistent.

Specifications

Single button



Multiple buttons



Typeface **Chubb Publico**

Weight **Roman**

Size **16pt**

Case **Sentence**

Justification **Centered**

Keyline stroke **1px**

Quicklinks

Design and color pairings

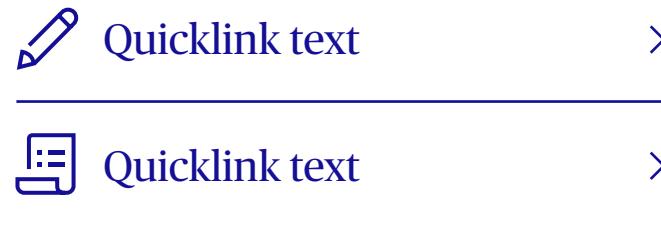
Quicklink buttons are an alternative to standard buttons or hyperlinks, and are bundled together to allow for easier navigation between relevant content.

Quicklinks can appear with or without icons. In addition, there is a variation that can be used to allow for additional content.

Similar to buttons and hyperlinks, it's essential for quicklinks to be clearly legible.

This allows users to get to where they need to be in less time, and complete their journey with Chubb quickly.

Quicklink with icon button design



Specifications



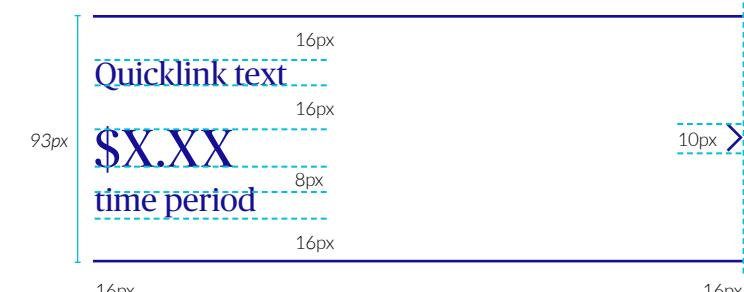
Typeface Chubb Publico
Weight Roman
Size 16pt

Case Sentence
Justification Left
Keyline stroke 1px

Quicklink with additional content



Specifications



Typeface Chubb Publico
Weight Roman
Size 12 & 20pt

Case Sentence
Justification Left
Keyline stroke 1px

Form fields

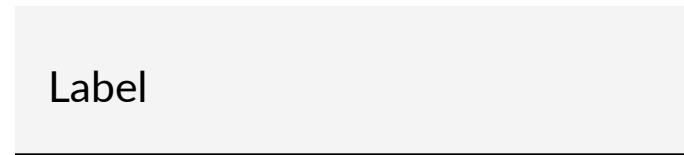
Usage and formatting

Forms are vital to digital applications of the Chubb brand and the right design can not only improve the customer experience, but also facilitate faster quotes, quicker payments, and much more.

To ensure this, form fields must be designed in a clear, consistent way, so users can easily enter information without any confusion as to what is required.

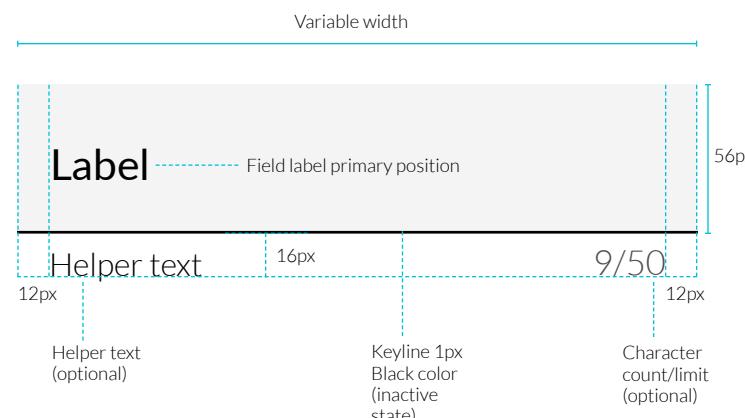
The change to a new form field style must be applied at all times moving forward, but it isn't necessary to go back and change existing designs that use a different style.

Text field (inactive)



Helper text 9/50

Specifications (inactive)



Color pairing rules

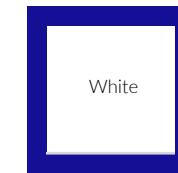
White backgrounds



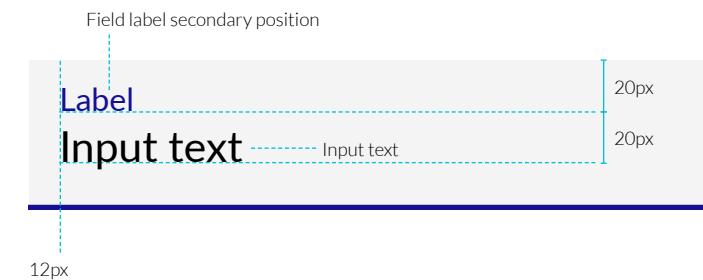
Pale Gray backgrounds



Colored backgrounds



Specifications (active)



A form field can appear on any colored background, but must appear as a White field

Form fields

Dropdown fields and tooltips

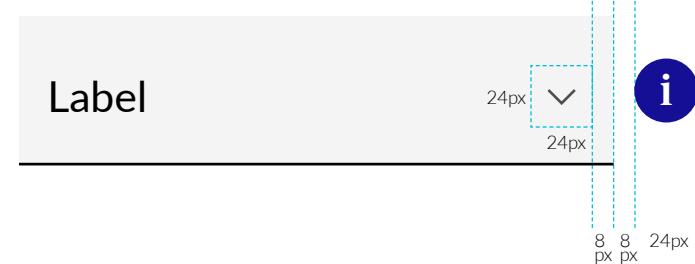
Certain parts of form fields only appear in certain circumstances. That gives them a huge range of flexibility, and allows for customization in specific circumstances.

For example, tooltips can be added in more complex processes where the user may need more information. Or, dropdown fields can be used to guide the user towards a specific set of options.

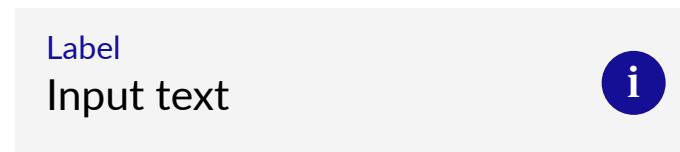
Inactive field (with tooltip)



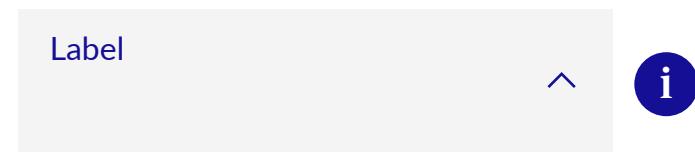
Inactive dropdown field (with tooltip)



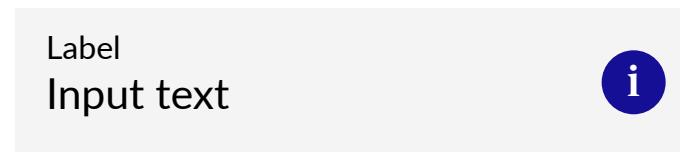
Active field (with tooltip)



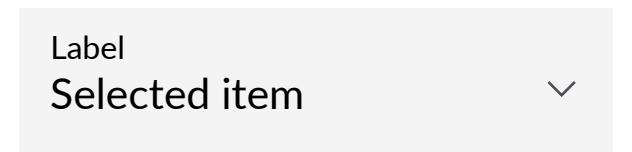
Active dropdown field (with tooltip)



Text field (inactive and populated)



Inactive and populated dropdown field (with tooltip)



Form fields

Usage and formatting

To ensure a great user experience, it's important to provide real-time feedback and responses that relate to specific options. When a user starts typing in a form field, the visual appearance changes - to distinguish it from other, inactive fields.

Similarly, if a required field isn't filled out by a user, a prominent red icon can appear next to it, clearly indicating the action required before they can progress.

These small touches can make an enormous difference in terms of streamlining complex processes and preventing difficult forms from becoming overwhelming or frustrating.

Inactive and populated text field (helper text and counter)



Helper text

9/50

Specifications

Label (primary position)

Typeface Lato

Weight Regular

Size 16pt

Case Sentence

Justification Left

Color Black

Label (secondary position)

Typeface Lato

Weight Regular

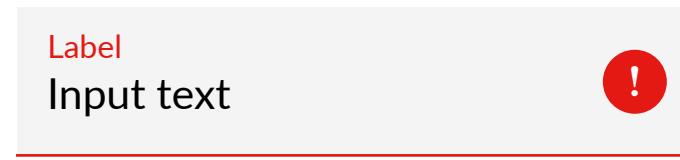
Size 12pt

Case Sentence

Justification Left

Color Black

Inactive and populated text field (error message)



Required field



Input text (secondary position)

Typeface Lato

Weight Regular

Size 16pt

Case Sentence

Justification Left

Color Black

Other text (error message, helper text, etc.)

Typeface Lato

Weight Light

Size 16pt

Case Sentence

Switches

Usage and formatting

The longest switch heading (with 16px padding) dictates the width for all selection options of the switch

Switches are very common in forms, claims process, and all sorts of other situations across Chubb's digital platforms.

These processes are often complex, and by using a best-practice switch design, it becomes easier for the user to quickly identify what action they need to take and which option to select.

Switches give a user the ability to select two or more options. Therefore, in addition to being clearly visible on the screen, it's vital for the active state to clearly indicate which option has been selected.

Inactive state



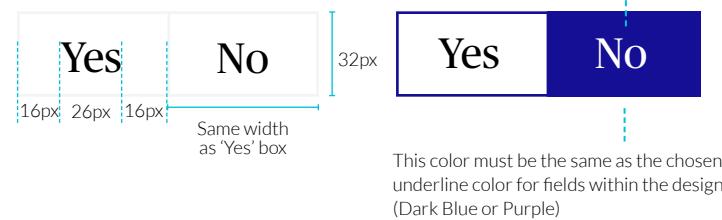
Active state



Switches with more than two options (inactive state)



Specifications



Typeface **Chubb Publico**
Weight **Regular**
Size **16pt**

Case **Sentence**
Justification **Centered**
Inactive **Black** / active state **White**

What not to do



Do not use any color other than black or white for text



Do not use the wrong size asset



Do not use the wrong typeface

Toggles

Usage and formatting

Like switches, toggles are used to indicate a user's selection, but only allow for one of two options to be selected (either 'on' or 'off').

The addition of a wider range of color options gives toggles an additional level of personality and vibrancy, which can be an effective way to brighten up forms or processes that are otherwise complex.

Toggle switch states

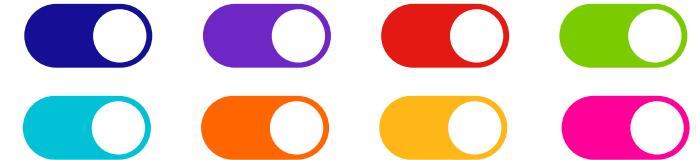
Off state



On state



On state color options



Specifications

Off state



What not to do



Do not use a toggle on state color which is the same as the background.



The color of the off state should be Sky Gray and never changed to any of the other colors.



Toggles should be made from two colors only. Keep the circle White and use a different color for the on state.

3.6

Tabs

Usage and formatting

To preserve space on a page, tabs are used to separate information into different areas that can be easily switched between.

A classic scenario where tabs come into play is within portals, where the user may need to switch between categories (for example, policy types) to compare them without having to move between multiple pages.

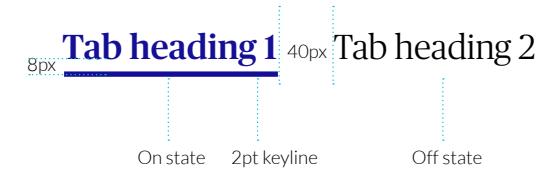
Tab design

Tab heading 1

Tab heading 2

Tab heading 3

Specifications



Typeface Chubb Publico
Weight Medium
Size 20pt
Justification Left

Typeface Chubb Publico
Weight Light
Size 20pt
Justification Left

Examples of acceptable off and on state colors

On state

Tab heading 1

Off state

Tab heading 2

White background
Dark Blue text

White background
Black text

On state

Tab heading 1

Off state

Tab heading 2

Pale Gray background
Purple text

White background
Black text

On state

Tab heading 1

Off state

Tab heading 2

Dark Blue background
White text

Dark Blue background
White text

On state

Tab heading 1

Off state

Tab heading 2

Magenta background
White text

Magenta background
White text

To ensure a clear information hierarchy, keylines are used to separate information out into discreet sections.

Keylines are also your best friend in situations where space is tight, for example, mobile screens, where you may not have the room to separate content into clearly different sections.

Multiple keyline options are available for different situations, and it's important to use the correct specification to ensure consistency across all of Chubb's digital platforms.

Keylines

Usage and formatting

Available keyline weights

1px (small keyline size)

1px (small dotted keyline size)

2px (medium keyline size)

3px

4px

5px (large keyline size)

Specifications



Do not round the ends of a stroke



Strokes should have straight ends

1px keyline usage example

Button text

2px keyline usage example

Label
Input text

5px keyline usage example



Step 4
Lorem ipsum

A keyline can be used in any color from the Chubb palette

Tooltips

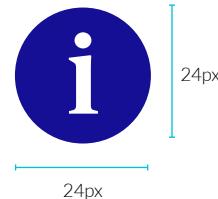
Usage and formatting

Even the best user experience can't always convey all the relevant information visually. Sometimes, you might need to make additional details accessible interactively, so that a user can view them if they need to, but without them taking up unnecessary room.

That's where tooltips come into play. They're used to provide additional context, without compromising on space.

Tooltip design

Primary state



Please see the **form fields** section for when to use each state

Tooltip states

Off state



On state



Nullendae nimi, offici nis same vel invenis simaxim nam ea sum facculp arcimus que necatur? Quis di unt mi, offici nis same vel invenis simaxim nam ea sum facculp arcimumi, offici nis same vel invenis simaxim nam ea sum facculp arcimuus.

All WCAG 2.0 AA accessible tooltip color options



What not to do



Nullendae nimi, offici nis same vel invenis simaxim nam ea sum facculp arcimus que necatur? Quis di unt mi, offici nis same vel invenis simaxim nam ea sum facculp arcimumi, offici nis same vel invenis simaxim nam ea sum facculp arcimuus.

Don't make the text box a keyline stroke, always retain a solid color.



Nullendae nimi, offici nis same vel invenis simaxim nam ea sum facculp arcimus que necatur? Quis di unt mi, offici nis same vel invenis simaxim nam ea sum facculp arcimumi, offici nis same vel invenis simaxim nam ea sum facculp arcimuus.

Don't make the text box a different color from the 'i' icon. Only use colors that meet WCAG 2.0 AA accessibility standards.

Social media icons

Usage and formatting

Social media platforms are a key part of Chubb's digital presence. They provide a channel for direct communication with our stakeholders, as well as allowing us to show different sides of the business in a fresh, unique light.

It's therefore crucial for users to be able to easily see social media icons and understand what they mean, in order to navigate to the relevant platform.

Icon design

For use on light backgrounds



Dark Blue background



Dark Gray background

For use on dark backgrounds

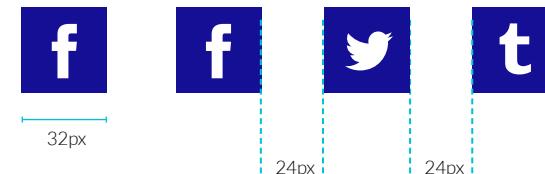


Dark Blue background



Dark Gray background

Specifications



What not to do



Do not use any colors other than Dark Blue, Dark Gray or White



Do not use at an incorrect size



Do not use the logo within a different shaped holding device



Do not outline the social media icon



Do not use more than one color within the icon



Do not use the icon without a square

Only use the latest approved social media icons from the individual social media platforms

A best-practice user experience relies on consistency. For Chubb in particular, where there are countless product lines and processes to account for, consistent operations iconography is critical.

This creates a cohesive look and feel across digital platforms. And it also ensures that clear, best-practice iconography is always used, providing visual direction in a way that customers will be familiar with.

Common operations icons

Usage and formatting

How to use

Contained



Edit



Delete



Pending



Search



Alert



Complete



View



Share



Download



Cancel

Not contained



Some suggested colorways

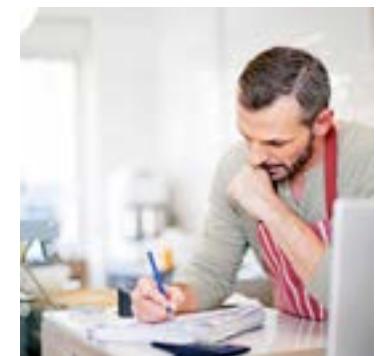
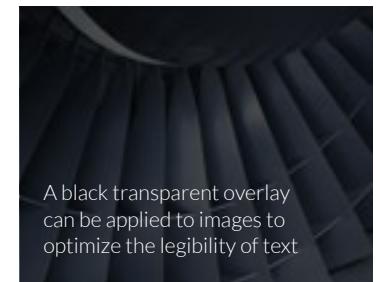
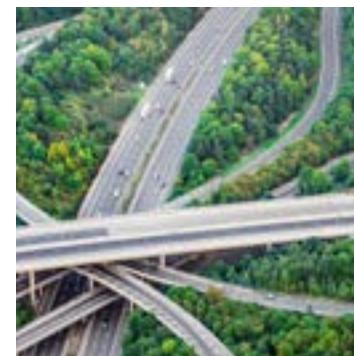
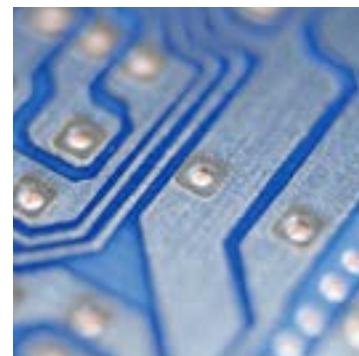


Photography

An introduction to our library

Photography is a vital tool in bringing personality and vibrancy into digital designs. This can achieve all sorts of different objectives depending on the image chosen, ranging from humanizing a particular website page through to providing visual engagement to users filling out a complex form.

If needing to source new photography, ensure that it visually fits into the Chubb style



Photography

Suggested usage

Chubb has an extensive, well-maintained photography library with a wide range of options to choose from.

When selecting a photograph, it's important to consider how it will work with the rest of the content on the page, and avoid overly 'stocky' or cliché imagery.

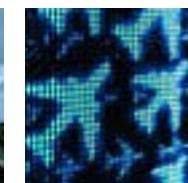
Our library can be broken down into two categories - 'abstract' and 'people-focused'. If additional or new photography is required, it must fit within one of these.

Always choose photography that strengthens messaging, not just for decoration

Abstract images



Specific examples of use



Catastrophe Tracker

Travel Insurance

Cyber Insurance

People-focused images



Specific examples of use



Small business insurance

PRS audience

Medium-to-large business insurance

Photography

What not to do

Photography can make or break digital applications. For Chubb, correct image use is vital to positioning the brand in the right light, ensuring integrity and consistency without straying into the realm of cliché or fantasy.

To ensure Chubb's digital applications treat photography consistently, there are a few firm 'don'ts' that must be considered with every design.



Subject appears disengaged and upset – colors are moody and dull



Family photo is too staged – avoid unnatural studio images



Black and white images create a filtered, moody feel



Too staged – clinical and unrelated



Unusual or fantasy-based photos don't create a realistic look and feel



Too posed and unnatural



Industrial images lack warmth and should only be used where relevant



Do not use images relating to death or the deceased



Graphic images are uncomfortable to look at



Do not use images of sick subjects, unless relevant



Avoid unintentionally promoting another company



Poor quality photo that looks washed out

Color blocking is an essential part of the Chubb brand, but it's important to make sure it's always used in the right way, to protect the brand integrity and avoid visually overwhelming designs.

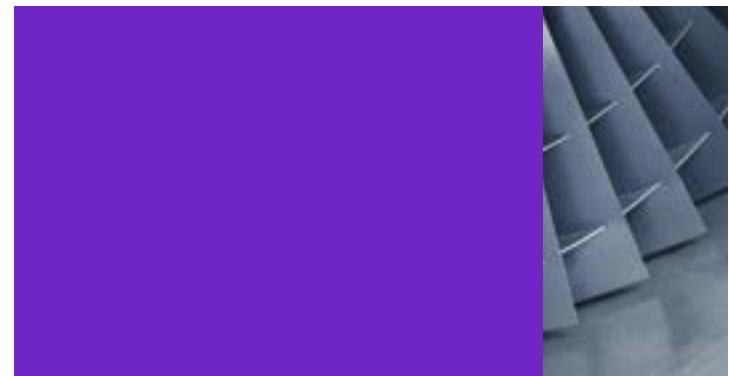
When selecting a color from the palette for color blocking, it's important to pick one that pairs well with the image underneath, avoiding clashes or colors that are too similar.

Color blocking Single-color usage

Example 1 - bottom-left partial cover



Example 2 - horizontal split



Example 3 - top-left partial cover



Example 4- vertical split



The color block should always touch at least one side of the image

Color blocking Multi-color usage

In certain situations, two colors can be used together as part of a color blocking approach.

However, with more colors involved, it becomes even more important to pick carefully from the palette to avoid garish designs.

The number of colors used together should not exceed three, and should be aesthetically pleasing

Example 1 - full cover

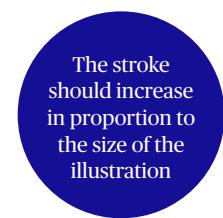


Example 2 - split cover



3.11

Illustration and infographics B2C audiences



P56

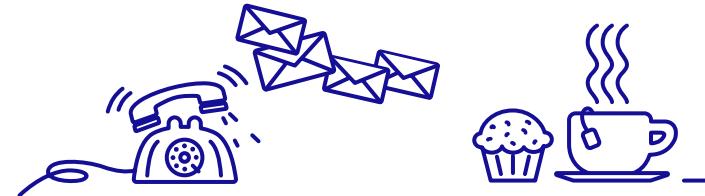
Illustration is a simple, effective way to add additional context and brand personality to digital applications of the Chubb brand.

For B2C audiences, the visual style for illustrations should be fun, engaging, and informative, without becoming busy or overwhelming.

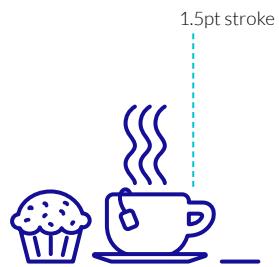
This varies from the B2B style, as we're talking directly to consumers, who have different requirements and want an experience with more personality and a bespoke touch.

Directional guidance

The Chubb B2C style is simple, clear, and flexible enough to work alongside messaging of all types.



Specifications



Examples of two color usage



What not to do



Do not use a fill B2C illustration style



Do not use more than two colors within a B2C illustration

Illustration and infographics B2B audiences

Illustration for B2B audiences can be more complex than for B2C audiences, and are a great way to convey information without resorting to large blocks of text.

Here, we have set out 5 guiding principles to help select an appropriate illustration style for B2B audiences.

Directional guidance

The Chubb B2B style is more refined than the simple B2C illustrations, and can incorporate text to provide additional value.

Illustrations should only use brand colors. However, tints can be used if necessary.

Illustrations that include text should adhere to all digital font and accessibility guidelines.

Avoid unrealistic, 'cartoon' style illustrations, to retain professionalism and consistency.

Only use text when necessary to provide additional context. Avoid long blocks of text.

Use illustrations only where necessary to add visual context. Never just for decoration.

Illustration and infographics B2B audiences

Illustrations can also be used to create infographics, which are a fantastic way to make information and key stats jump off the page - while also providing visual engagement.

However, B2B illustrations still need to be visually engaging and add value, rather than simply acting as decoration.

Directional guidance

The Chubb B2B style is more refined than the simple B2C illustrations, and can incorporate text to provide additional value.

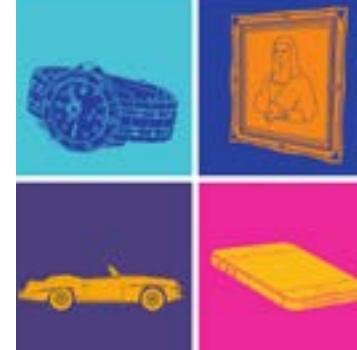
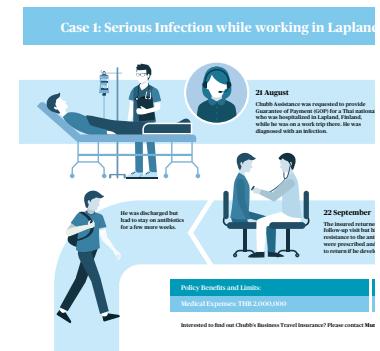


Illustration and infographics B2B audiences - technology focused

This illustration style for B2B audiences emphasizes technology and the modernization of industries and companies of all shapes and sizes. Clean, contemporary and instantly recognizable thanks to use of the Chubb color palette, the style also reinforces Chubb's investment in technology through contrast with modern monochrome shades.

The illustrations can be used in a wide variety of applications, from presentation covers and website banners to digital ads and printed collateral. By combining the style with Chubb's color blocking, these varied uses all retain cohesion with the overarching brand, ensuring that creativity doesn't come at the expense of consistency.

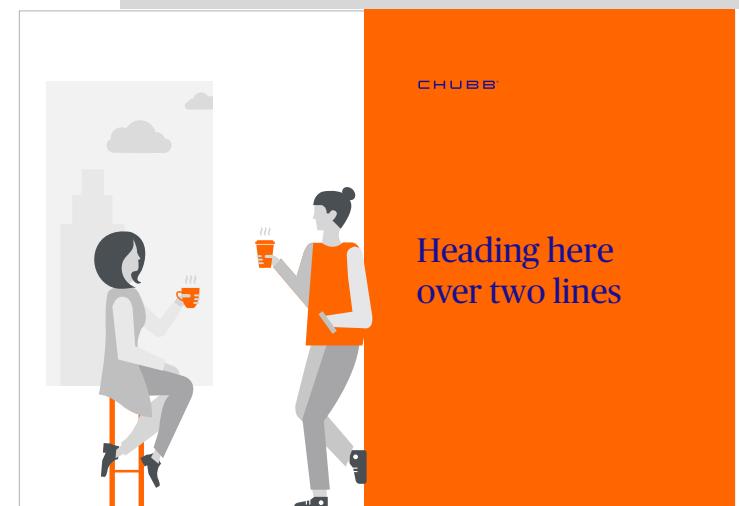
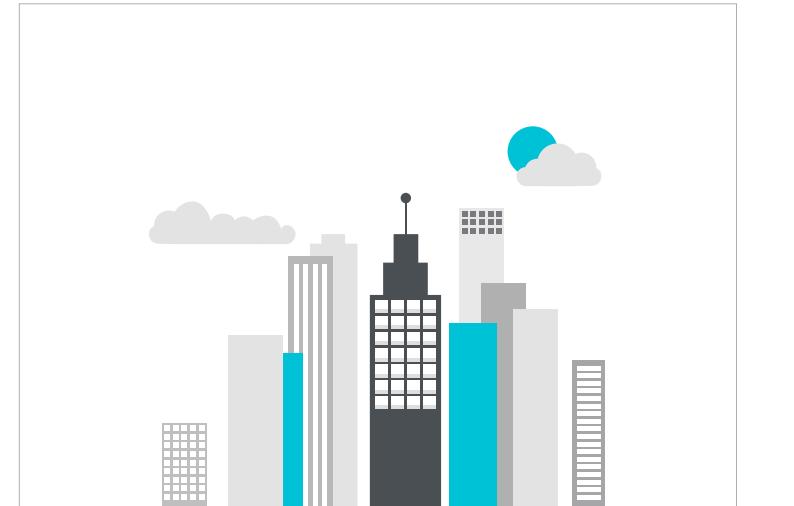
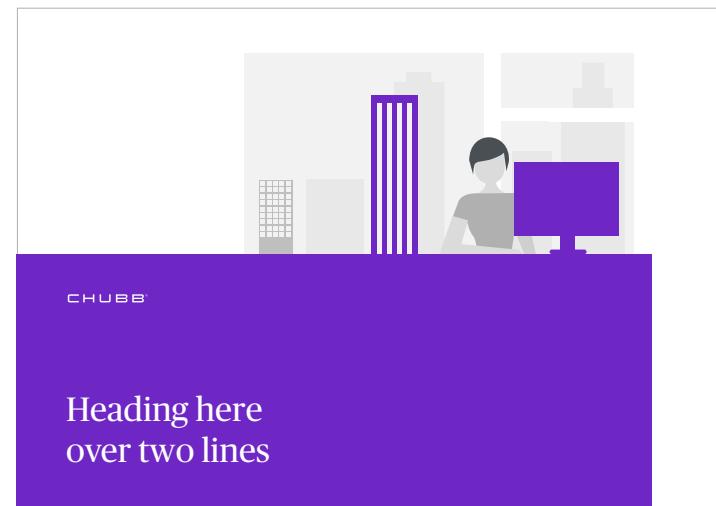
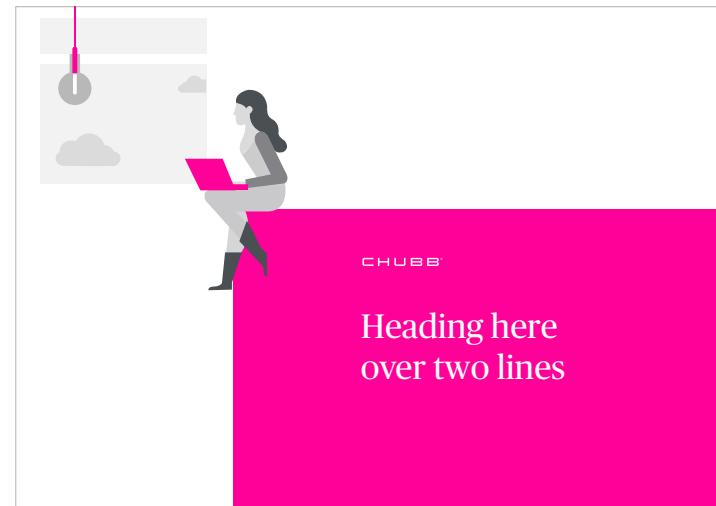
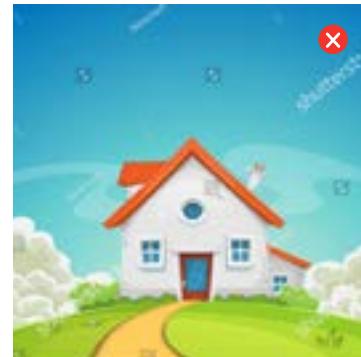


Illustration and infographics

What not to do

Just like photography, it's vital to not stray into illustrative styles that don't fit within the overarching Chubb brand. Doing so dilutes the integrity of Chubb's digital presence, and can convey the wrong tone or intention to our clients.

It's also important not to compromise the illustrations themselves by combining them with photography or other illustration styles.



Overly 'cartoony' illustrations should not be used



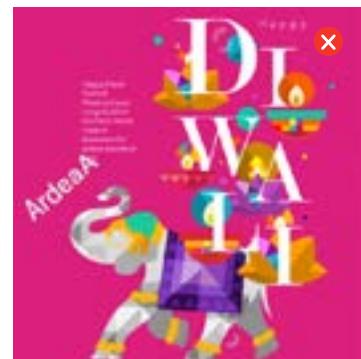
Don't use the wrong style of illustration



Don't combine photography and illustration



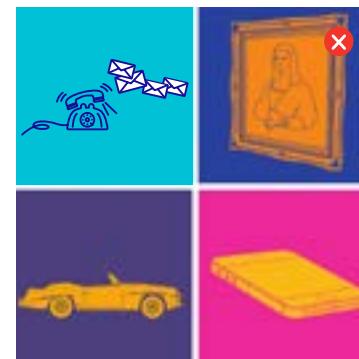
Don't use illustrations at an inappropriate size



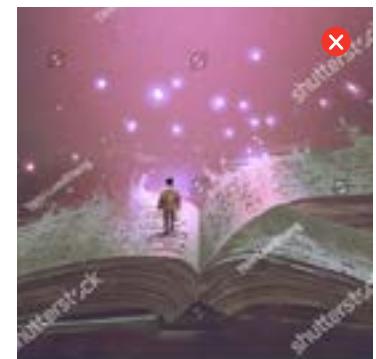
Don't use typography as part of an illustration



Abstract, dark illustrations evoke negative connotations



Don't mix two illustrative styles

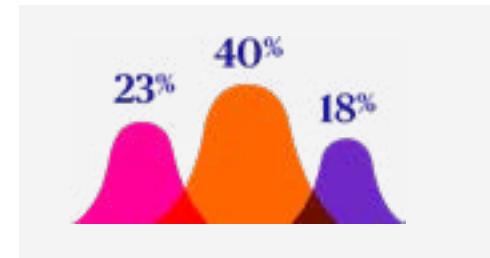
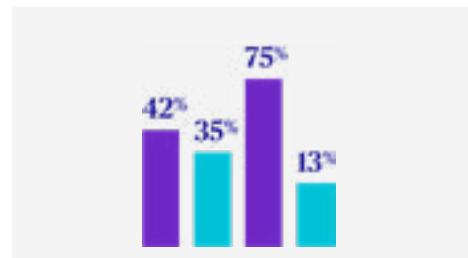
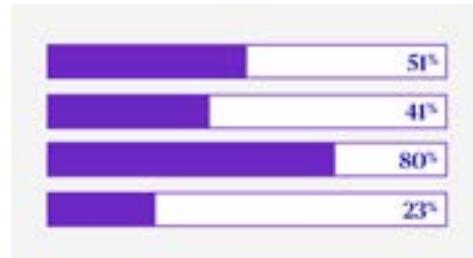
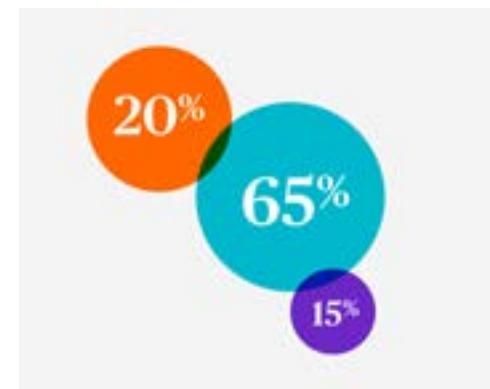
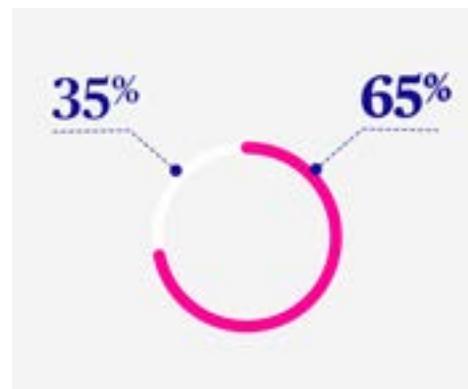


Avoid an over-the-top, 'fantastical' look and feel

Illustration and infographics Simplified examples

Here are a few examples of the visual style the Chubb infographics should follow.

They're clean and simple in their style, which makes it a lot easier for users to get the information they need from them at a glance. To reinforce this, infographics should always use the brightest colors from the Chubb palette to highlight key facts or figures.



Numbering comes into play in a huge variety of ways across Chubb's digital applications.

This variation means that a consistent approach is vital to ensuring cohesion across all uses.

Numbering Functional and illustrative

Functional numbering

Example 1



Examples of use



Illustrative numbering

Example 2

01 02 03

04 05 06

Example 3

01
Lorem ipsum dolor

01
Odis undae odo
Agniscium apedit

01
Odis undae odo
Agniscium apedit

What not to do



Do not use Lato



Do not use style 1 without a frame



Do not use numbering at a point size smaller than 16pt



Do not use more than one color

Maps Functional

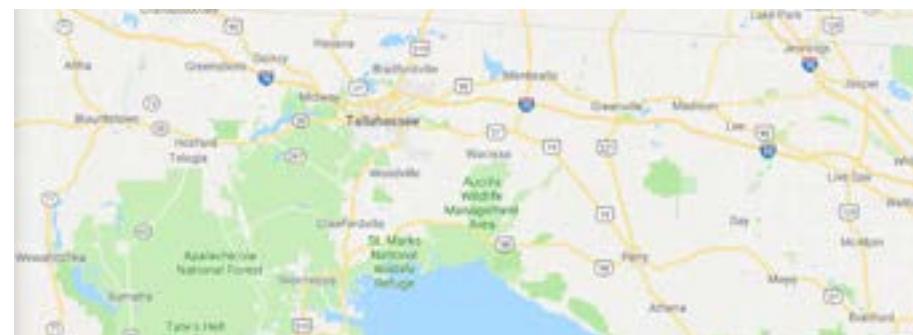
Chubb's digital applications use maps in a variety of ways, and can be either functional or stylistic. In either case, the visual style must reflect the purpose of the map, and how the user will interact with it.

Pulled through from Google Maps

Zoomed-out view



Zoomed-in view



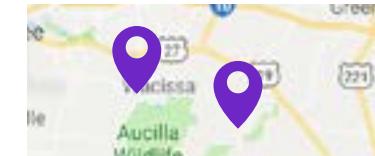
This will be pulled from Google Maps by default, with branded location pins.

Location pin specifications

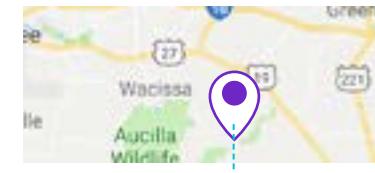


32px
1px keyline

Location pins in default state



Location pins in active state (the white pin has been clicked on)



Inactive state

Maps

Stylistic style

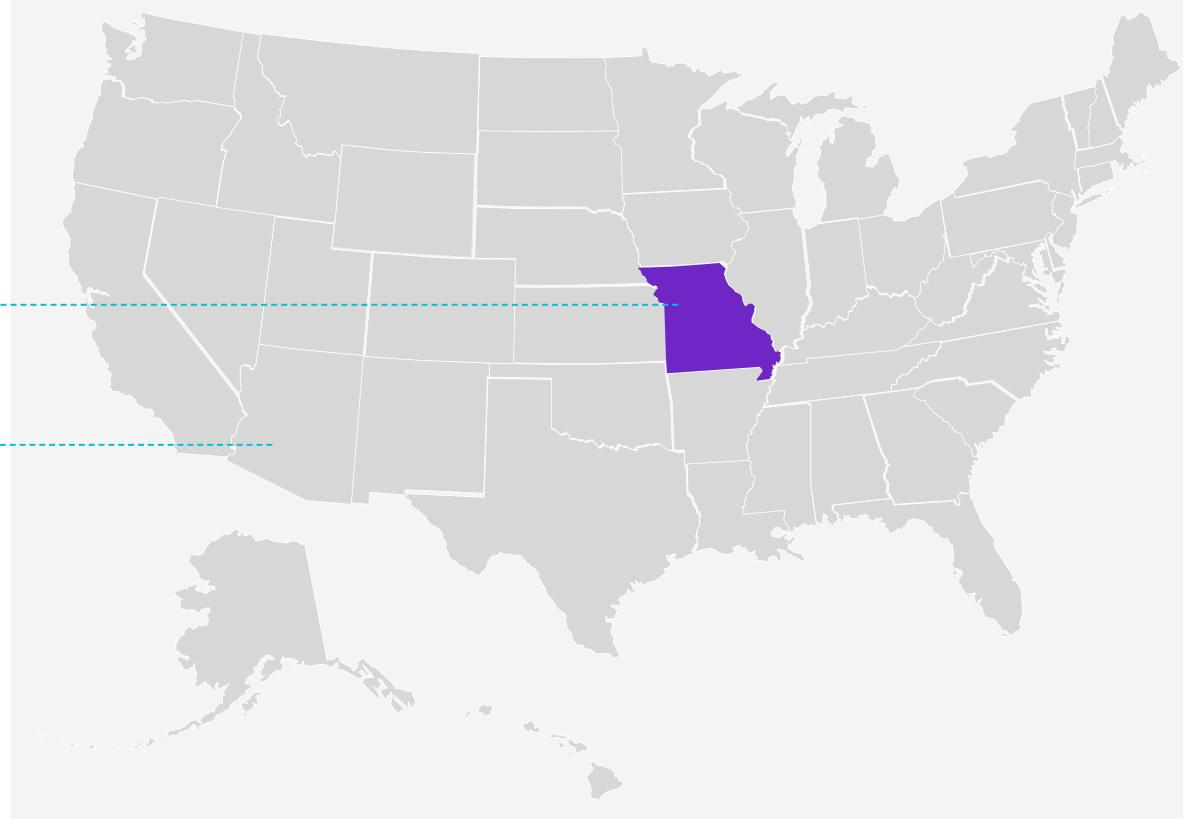
Chubb's stylistic approach to map design is an alternative to the generic Google Maps look and feel.

These can be either static or interactive. Use brand colors only with maps, and limit the number of colors used.

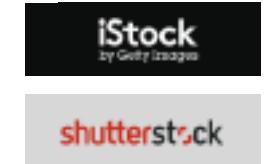
Map hover/on state:
Any bright color from
the Chubb palette

Map off state:
Sky Gray

Vector



Where to source



Stock libraries such as Shutterstock and iStock should be used to source vector maps, following the visual approach to the left.

04

Components

Grid system	P67	Calendars	P86
Navigation	P69	Calls-to-action	P87
Footers	P71	Lightboxes	P88
Banners	P72	Step-by-step processes	P89
Page headers	P75	Testimonials	P95
Log-in screens	P77	Carousels	P96
Forms	P78	Video containers	P97
Tables	P82	Accordions	P98
Notifications	P83	Reviews	P99
Live chat	P84	Announcements	P100
Loading screens	P85		

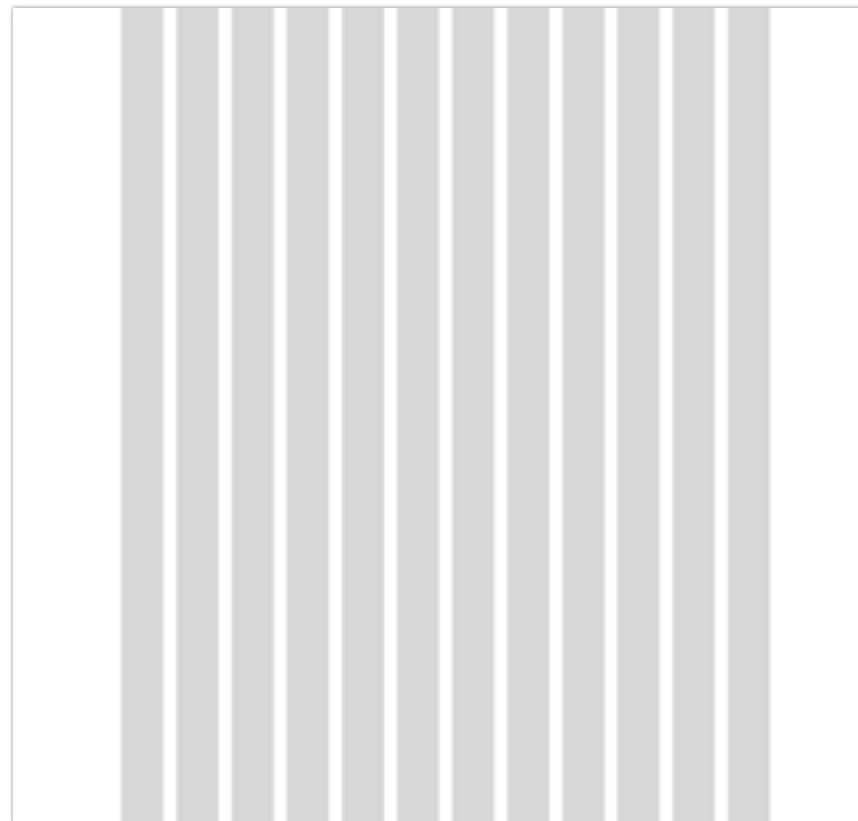
Grid system / Navigation
Banners / Page header
/ Forms / Tables / Notes
chat / Loading screen

Grid system

Sizing and spacing

To ensure consistency across every Chubb website, mobile app or portal, there is a very clearly defined grid system that must be adhered to at all times.

Large desktop



Mobile



Specifications

Large desktop

Content width **1200px**

Gutter width **24px**

Column width **78px**

Margin width **200px**

Total columns **12**

Offset **200px**

Mobile

Content width **335px**

Gutter width **16px**

Column width **72px**

Margin width **20px**

Total columns **4**

Offset **20px**

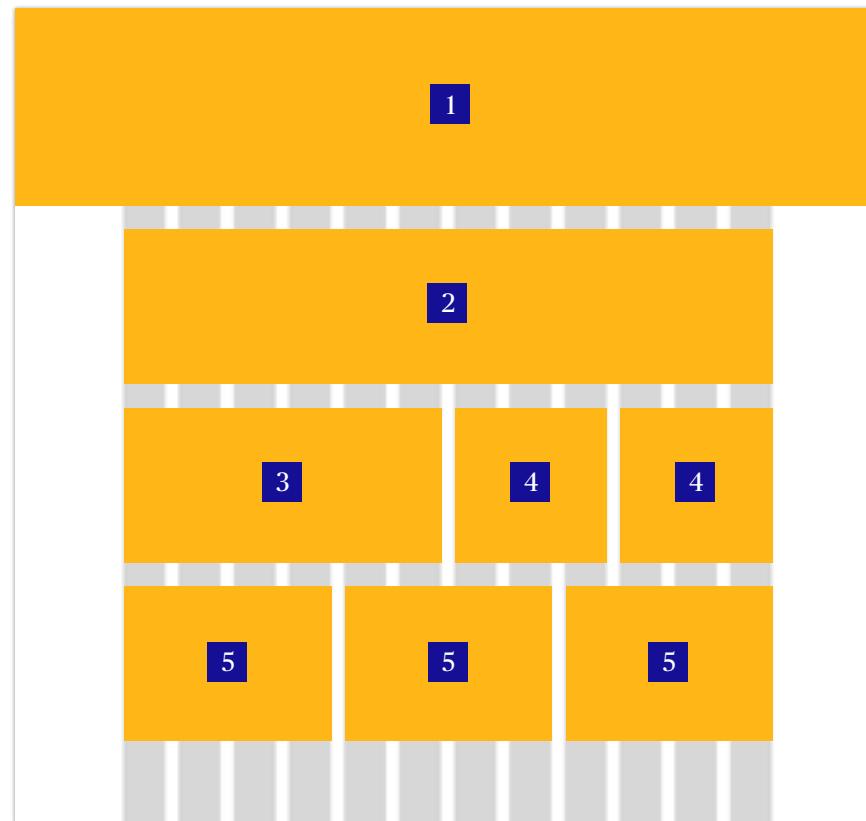
Grid system

Component modules

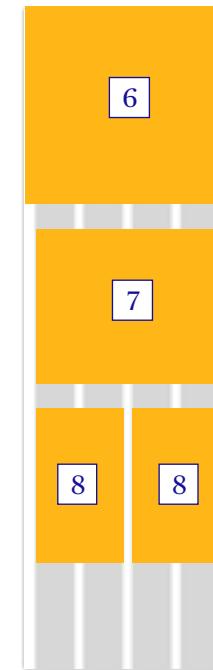
There is a wide variety of component modules available for Chubb's digital designs. We've shown a variety of these on this page, to highlight how they can be mixed and matched to create visual styles that are engaging and effective. These combinations make it quick and easy to build up designs that fill the entire screen in an appropriate way. For example, a 6-column module can be used alongside two 3-column modules, to fit the same amount of space as a 12-column module.

The modules themselves range from 2-12 columns in width, along with full-size modules which are scalable - expanding or contracting to fit the screen size. This flexibility means there should always be a component module suitable for a specific application.

Large desktop



Mobile



Specifications

- 1** Full-bleed desktop module
Spans full screen width
- 2** 12-column desktop module
Spans full grid
- 3** 6-column desktop module
Can use two side by side
- 4** 3-column desktop module
Can use four side by side
- 5** 4-column desktop module
Can use three side by side
- 6** Full-bleed mobile module
Spans full screen width
- 7** 2-column mobile module
Spans full grid
- 8** 1-column mobile module
Can use two side by side

Clear, concise navigation is essential to a streamlined user experience. Therefore, we've outlined a series of best-practice navigation styles that can work across different volumes of information, while retaining a consistent look and feel.

With options available in a variety of colors and levels of complexity, it's essential to pick the right navigation style for a particular page, to ensure the user gets an appropriate level of guidance.

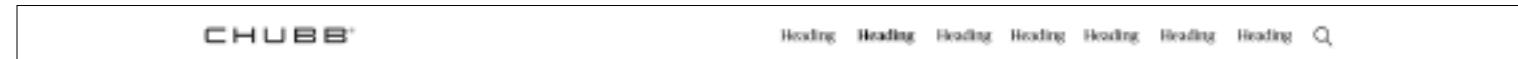
Navigation Desktop

A black transparent overlay can be added to an image to optimize text legibility

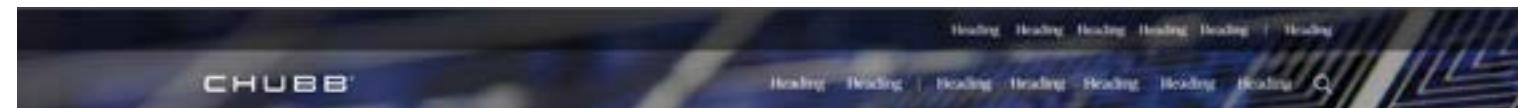
Black



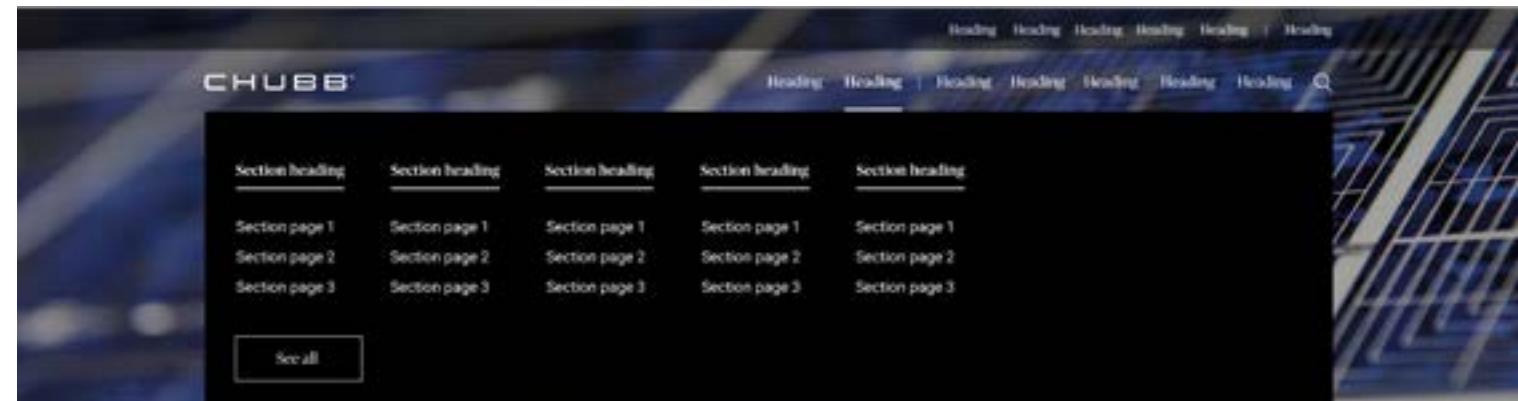
White



Double navigation - chubb.com



Mega menu - chubb.com



4.2

Navigation Mobile

P70

Navigation styles for mobile utilize the full width of a device's screen, with the menu stacking down the left, and the burger always sitting in the top right. When the menu is expanded, the burger becomes a cross, which is highly visible and allows for the menu to be collapsed in a single click.

Not only is this best practice for mobile, it also provides a great platform for use of the Chubb color palette. To differentiate different websites and apps, the mobile navigation style can appear in any color from the Chubb palette - as long as the combination with the logo is WCAG 2.0 AA accessible.

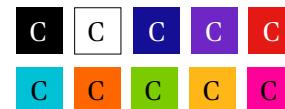
Black



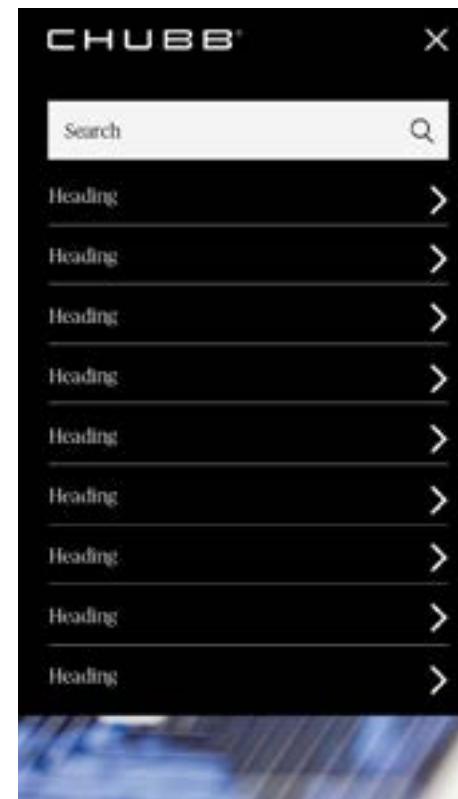
White



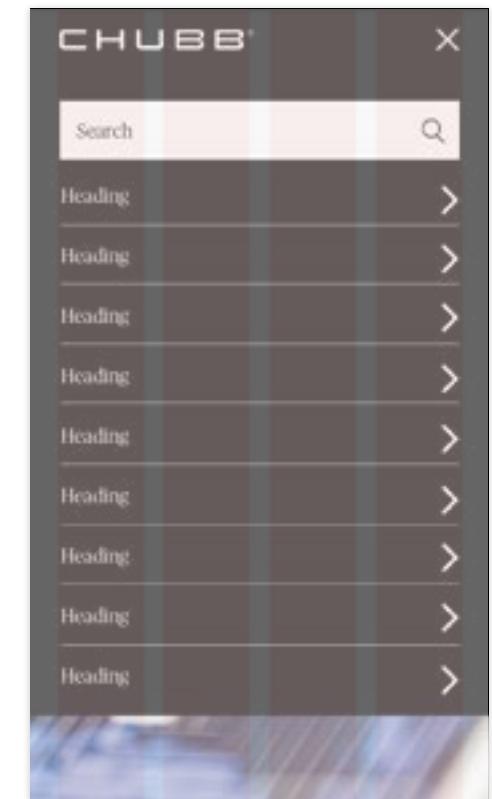
Some suggested color pairings



Burger (expanded)



Burger (expanded) - shown on grid



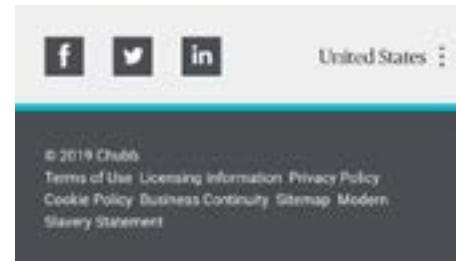
Footer Desktop and mobile

To ensure cohesion across all Chubb digital platforms, a consistent footer allows for top-level information to be displayed continuously across all web pages and portals, with certain elements (e.g. a country selector) dropping in and out as required.

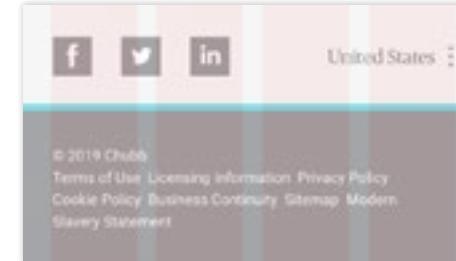
Default footer with social media icons and country selector



Mobile



Mobile - shown on grid

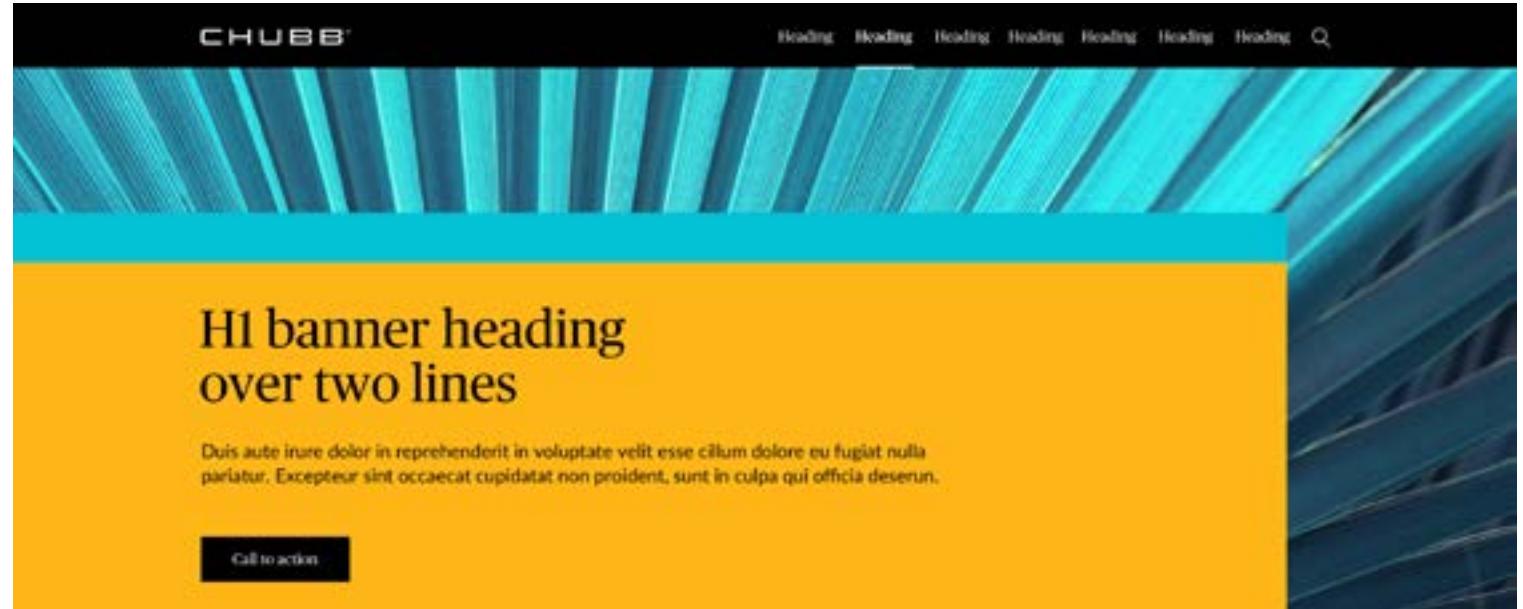


Banners

Primary desktop

Banners are one of the most important ways to add personality to a Chubb digital platform through creative use of the relevant brand assets. This is essential to ensuring each part of the business feels unique, but without undermining brand consistency.

Example 1 - photography with multi-color blocking



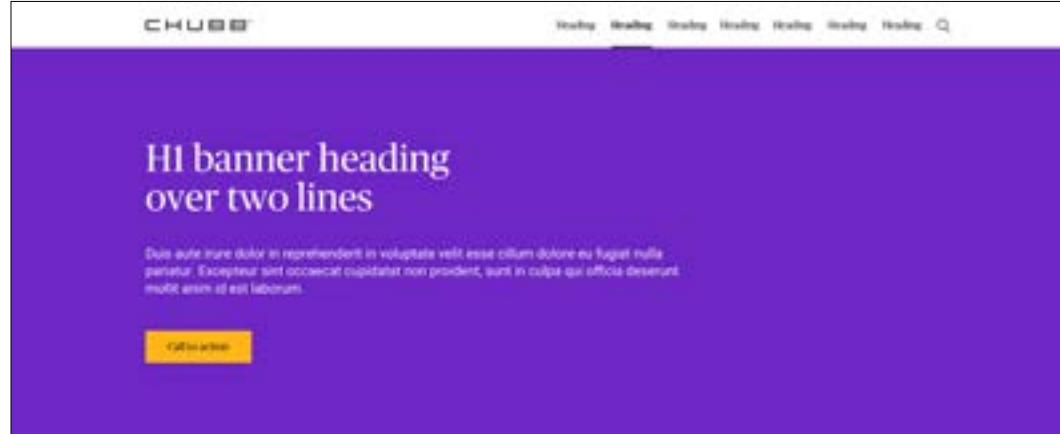
Banners Primary desktop

These guidelines outline three different banner examples, which can be used in a wide range of applications depending on the content they contain and where they sit within a website.

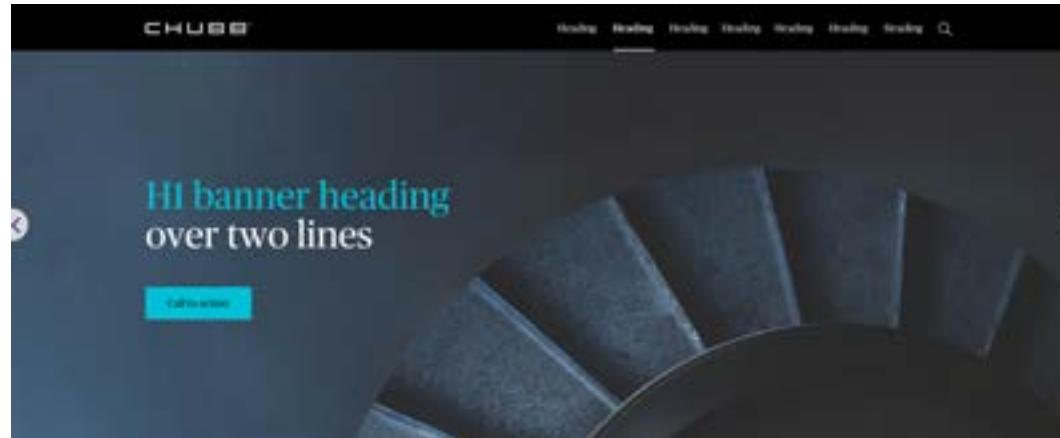
The three options involve photography, color blocking, and a combination of the two - allowing for a best-practice use of the core Chubb brand elements.

When using photography, it's vital to only select images that contain clear space or are dark enough for text to be clearly legible.

Example 2 - color only



Example 3 - photography only



Banners

Primary mobile

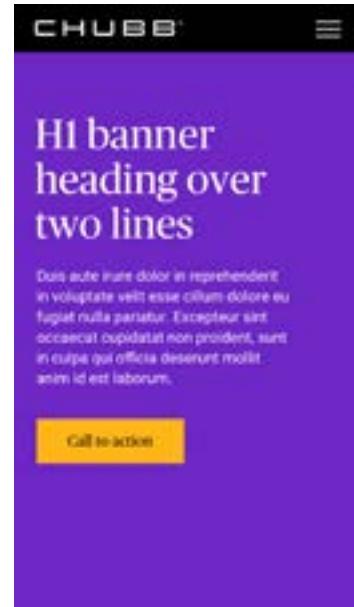
The three banner styles flex for mobile use, allowing for the right option to be used consistently regardless of what device a user may be accessing the site from.

Mobile banners should be bold and prominent, but take up no more than the height of a mobile screen, to limit the amount of scrolling required to access the content below.

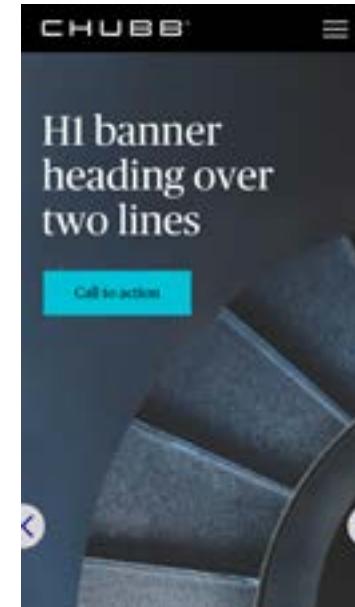
Mobile - example 1



Mobile - example 2



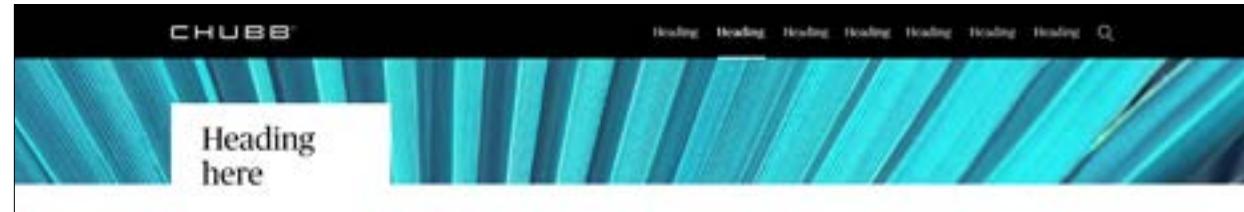
Mobile - example 3



Page headers Secondary

Secondary headers come into play beyond the home page, and allow for the same sort of brand personality injection, but without taking up too much space, and allowing valuable content to appear above the fold (i.e. visible immediately after arriving on the page).

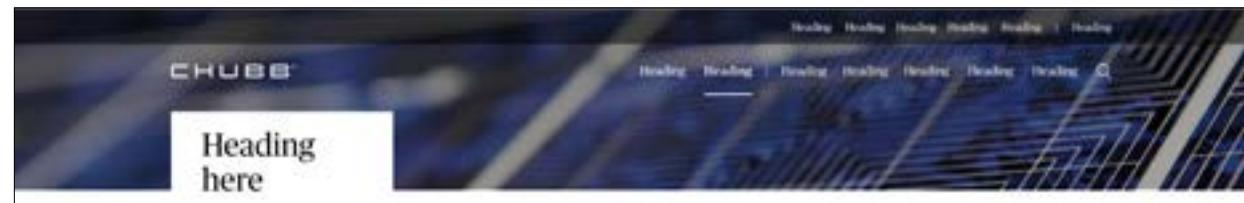
Desktop - black navigation



Desktop - white navigation



Desktop - double navigation



Mobile

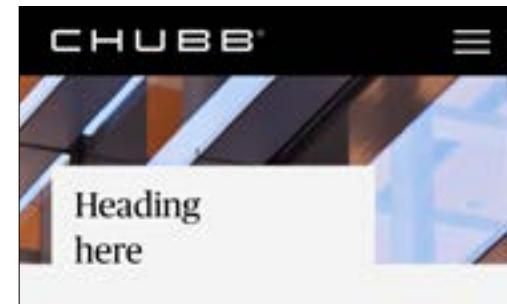
Beyond landing and log-in pages, page headers should be used instead of banners. These are less prominent, and allow for more information to be placed above the fold in environments where a user has already begun their journey.

For page headers, the menu at the top should always be treated consistently, although there are a variety of color options available.

In addition, photographic page headers allow for additional variation by making it possible to either overlay the image with color blocking, or place the image above the heading.

Iconography can also be used to provide more separation between headings and photography, or to house 'back' buttons.

Black navigation



White navigation



Dark blue navigation



Log-in screens

Active/inactive state variations

Log-in screens become crucial on any page where a user needs to enter their details before entering a gated area.

We recommend including minimal content within log-in screens, to make it as easy as possible for users to enter their details and access information.

Inactive view

The screenshot shows a log-in form with a blue header bar featuring a lock icon. Below the bar, the word "Log-in" is centered. There are two input fields: "Username" and "Password", both currently empty. At the bottom are two buttons: a dark blue "Log in" button and a white "Register" button. Below the buttons is a link "Trouble logging in?".

Active view

The screenshot shows the same log-in form as above, but now the "Username" field contains "Sample@gmail.com" and the "Password" field contains "*****". The "Log in" button is dark blue, and the "Register" button is white. Below the buttons is a link "Trouble logging in?".

Invalid password view

The screenshot shows the active log-in form again, but the "Password" field now has a red border and a red exclamation mark icon. A red error message "Error message here" is displayed next to the field. The "Log in" button is dark blue, and the "Register" button is white. Below the buttons is a link "Trouble logging in?".

Forms are a great example of how the various elements that make up Chubb's digital brand can be brought together to suit the design of a particular page.

For example, there are single and double-column table options that can be used based on the amount of information required.

Forms

Desktop single-column

Inactive

First name	
Last name	
Occupation	1
Age	

Active

First name	Jane
Last name	Doe
Occupation	Dentist
Age	34

Active

First name	Jane
Last name	Doe
Occupation	Dentist
Age	34

Active

First name	Jane
Last name	Doe
Occupation	Dentist
Age	34

Forms

Desktop single-column wide

There's also a second single-column form style available for use. It's slightly wider, creating a greater variety of options to choose from when designing forms.

Active

Full name
Jane Doe info

Email address
jane@gmail.com info

Cell number
+1 (347) 698 3791 info

Occupation
Dentist info

Checkbox text here

[Cancel](#) [Save changes](#)

Active (contained design)



Your details

Full name
Jane Doe

Email address
Sample@gmail.com

Cell number
+1 (347) 698 3791

Occupation
Dentist info

Checkbox text here

[Cancel](#) [Save changes](#)

Forms

Desktop two-column

For desktop use, forms are usually configured in two columns. This is the most efficient use of space, and allows the user's eye to naturally flow from question to question.

These forms can either appear on backgrounds or contained within a module - depending on the application.

There are two types of form field available for desktop forms. These are full-width fields, or customized fields to be used in situations where the number of characters entered will always be consistent (e.g. ZIP codes).

Active

Title Miss	 Full name Jane Doe
Email address jane@gmail.com	Alternative email address janed@gmail.com
Cell number +1 (347) 698 3791	Work number +1 (347) 698 2378
Occupation Dentist	 Zip code 10001
<input type="checkbox"/> Checkbox text here	
Cancel	Save changes

Active (contained design)

	Your details		
Title Miss	 Full name Jane Doe		
Email address jane@gmail.com	Alternative email address janed@gmail.com		
Cell number +1 (347) 698 3791	Work number +1 (347) 698 2378		
Occupation Dentist	 Zip code 10001		
<input type="checkbox"/> Checkbox text here			
Cancel	Save changes		

Vertical spacing between forms should be 32px for desktop and mobile

Forms Mobile

For mobile use, forms will typically only be designed in a single column. Again, this is the most efficient way to use the space without making the form too difficult for the user to read and engage with.

All spacing in a form should be consistent, in order to aid the user's eye in identifying each relevant piece of information and avoiding visual overload.

In the examples shown, the differences between active and inactive fields are clearly shown by the colors of the lines underneath them.

Inactive

A screenshot of a mobile form with four empty input fields. Each field has a placeholder text above it: "Name", "Last name", "Occupation", and "Age". The fields are light gray with thin black outlines.

Active

A screenshot of a mobile form with various fields filled with data. The fields include: "Name" (Jane Doe), "Last name" (Doe), "Email address" (jane@gmail.com), "Alternative email address" (jane0@gmail.com), "Cell number" (+1 (347) 698 3791), "Work number" (+1 (347) 698 2378), "Occupation" (Dentist), and "Age" (34). Below these is a checkbox labeled "Checkbox text here". At the bottom are two buttons: "Cancel" and a blue "Save changes" button.

Tables

Default and interactive

Like forms, tables come in all shapes and sizes across the Chubb digital brand, with a flexible design that accommodates these variations. Despite this, rules for styling, spacing and additional visual elements create consistency.

Default view

Column 1 header	Column 2 header	Column 3 header ▾	Column 4 header	Action
Column content	Column 2 content	<input type="radio"/> Expired	Column 4 content	Action here
Column content	Column 2 content	<input type="radio"/> Pending	Column 4 content	Action here
Column content	Column 2 content	<input checked="" type="radio"/> Complete	Column 4 content	Action here
Column content	Column 2 content	<input checked="" type="radio"/> Complete	Column 4 content	Action here

Default view - mobile

Column 1 header	Column 2 header	Column 3 header
Column content	Column 2 content	⋮
Column content	Column 2 content	⋮
Column content	Column 2 content	⋮
Column content	Column 2 content	⋮

Interactive view - showing filter dropdown

Column 1 header	Column 2 header	Column 3 header ▾	Column 4 header	Action
Column content	Column 2 content	Expired	Column 4 content	Action here
Column content	Column 2 content	Pending	Column 4 content	Action here
Column content	Column 2 content	Complete	Column 4 content	Action here
Column content	Column 2 content	<input checked="" type="radio"/> Complete	Column 4 content	Action here

Notifications

Interactive state

Notifications act as specific, elaborate tables, with additional interactivity that allows users to filter information in a variety of ways (e.g. via drop-down sections).

Our guidelines for notifications are based on an industry-standard best-practice approach, and prioritize a clear information hierarchy for unread and read notifications.

Desktop

Period	Categories	Importance	Status
Feb 26, 2018	High	Review	
Notification one heading here. Show more	Feb 26, 2018		
Notification two heading here. Show less	Jan 30, 2018		
More information about the notification to display here			View
Notification three heading here. Show more	Jan 29, 2018		
Message	Date posted		Action
Message	Date posted		Action
Message	Date posted		Action
Message	Date posted		Action
Message	Date posted		Action
Message	Date posted		Action
1-3 of 100	< >		

Mobile

3 of 3 new notifications	Mark all as read	Filter by
You have 3 new notifications.		
> ! Notification one heading here. Show more > ✓ Notification two heading here. Show less More information about the notification to display here > ✓ Notification three heading here. Show more		
> Message		
1-3 of 100	< >	

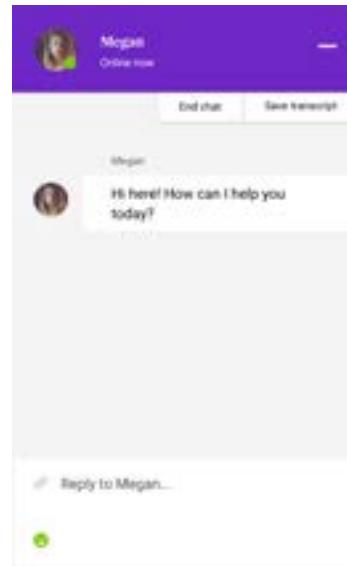
Live chat

Messages and responses

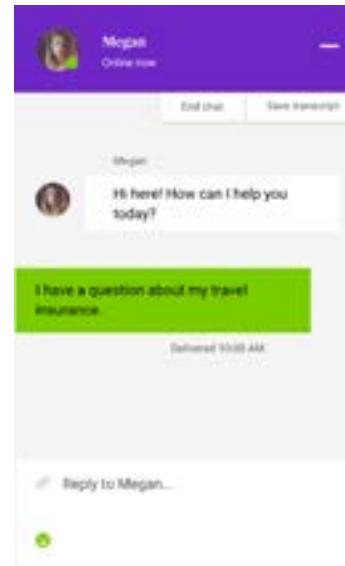
Live chat is essential to a modern, best-practice user experience that puts help and information at your audience's fingertips.

While live chat is increasingly common, it's important for the visual approach to be unique to Chubb, utilizing the brand colors and fonts, as well as photography for a more personal look and feel.

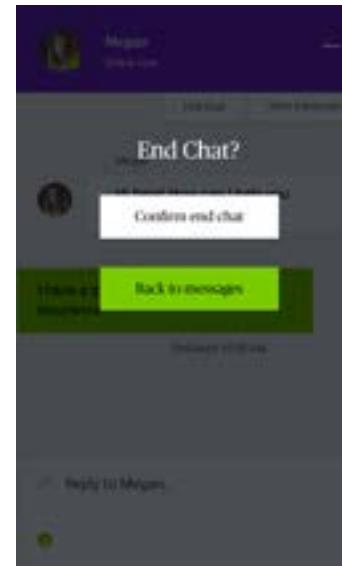
Message from Chubb



Response from customer



End chat



Notifications

Inactive



Active

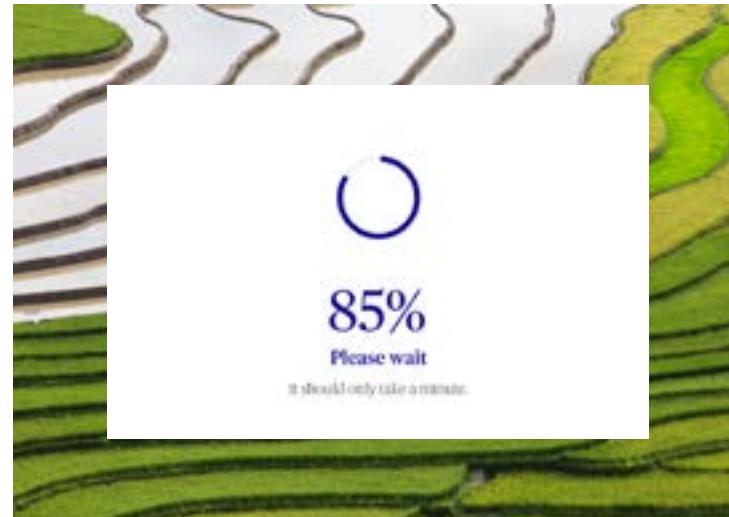


Loading screens Desktop and mobile

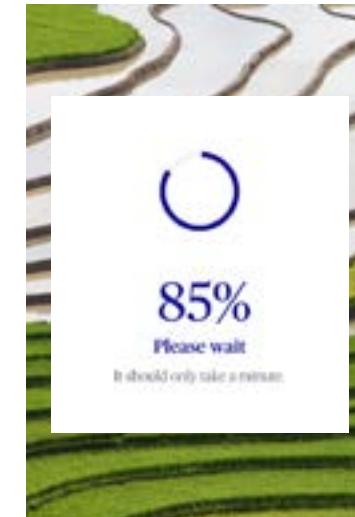
Not every action can be instantaneous, and if a user ever needs to wait for a few moments while a request is processed, it's important to keep them engaged.

Loading screens achieve this with a simple animation to indicate progress and provide reassurance that nothing's gone wrong.

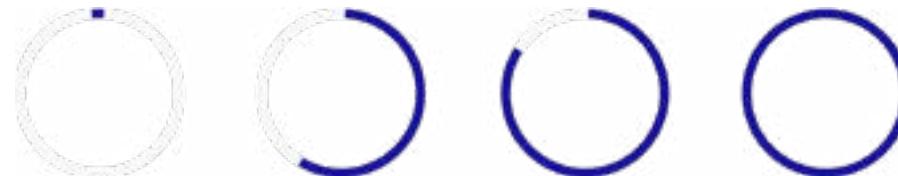
Desktop



Mobile



States of progress



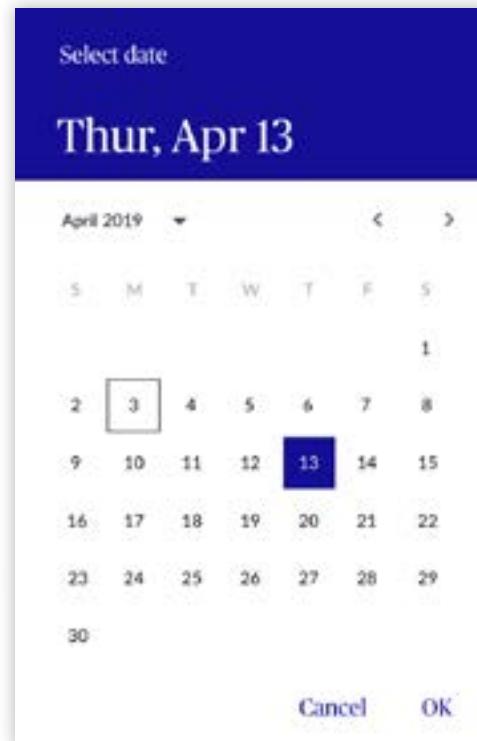
Calendars

Selecting a date

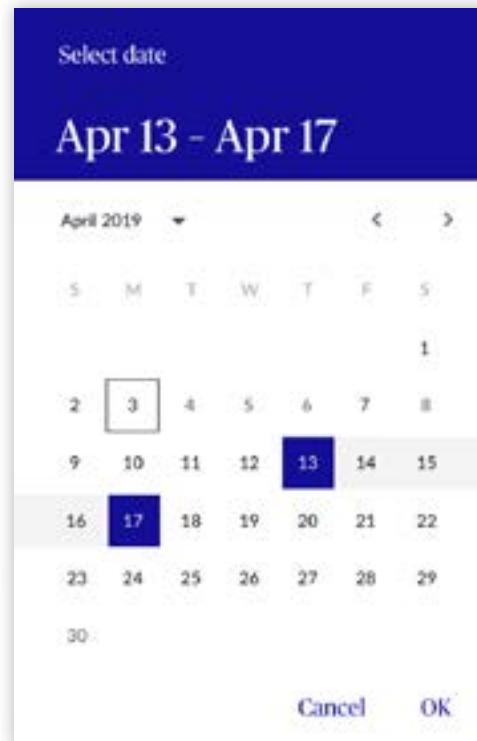
Calendars are another component that play a critical role in all sorts of processes, from filling out claim information to signing up for coverage.

While the component itself is much simpler than others, personality can still be added through effective, best-practice use of Chubb's color palette.

Default/open view - current date shown



Interactive view - selecting a date period



Bill due date



Calls-to-action

Varying width components

The size of these modules is based on how many columns they take up, as per the grid system outlined on page 68

Calls-to-action come in a wide range of different variations across almost all of Chubb's digital platforms, and provide key direction for users, helping to guide them through to whatever information (or through whatever process) they might need assistance with.

To allow for all of these different variations, there are multiple call-to-action options that deploy images, colors, iconography, and grid sizes in various ways to ensure an appropriate level of guidance.

6-column

Lorem ipsum dolor sit amet, consecete

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea minim commodo.

Button text

4-column - image and icon

RR

Lorem ipsum dolor

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea minim commodo. Excepte sint occaecat cupidatat non proident ex ea.

Button text

4-column - icon

Sunt in culpa qui officia desyunt

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea minim commodo. Excepte sint occaecat cupidatat non proident ex ea.

Button text

12-column - image, icon and color block

RR

Lorem ipsum dolor

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea minim commodo. Excepte sint occaecat cupidatat non proident ex ea.

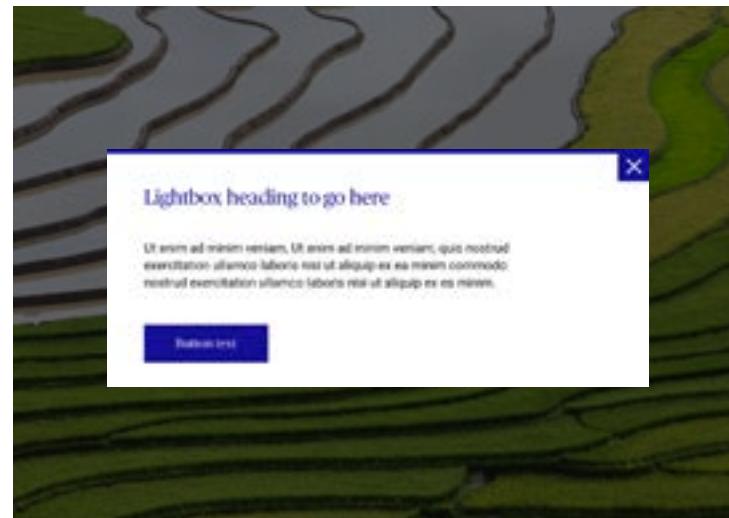
Button text

Lightboxes Pop-up screens

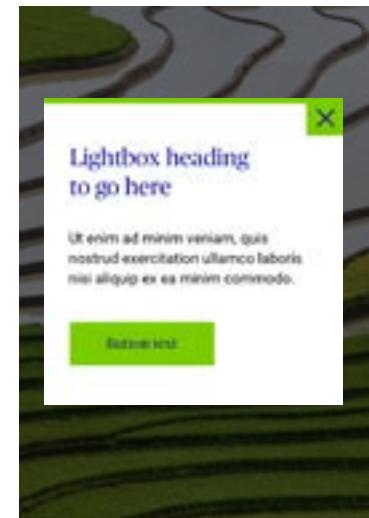
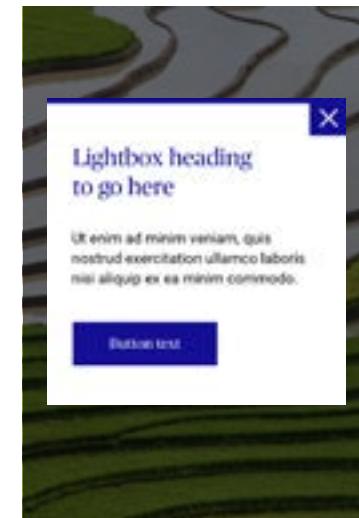
Lightboxes allow for important information to be displayed to the user without them having to visit a separate page.

Correct, clean and streamlined use of lightboxes means there's no 'break' in the journey, which creates a smoother user experience as well as a more efficient use of space.

Desktop



Mobile



Lightbox buttons and top panels with close button can appear in any color from the palette

Step-by-step processes Desktop (vertical - iconographic)

It's crucial for users to know where they sit within a process and how much longer they have to go.

These step-by-step processes are a simple, easy way to showcase that information visually, without taking up too much space on a page.



Step-by-step processes Desktop (vertical - numeric)

An alternative, streamlined version of this component removes the icons from each step, replacing them with the number of each step in the process.

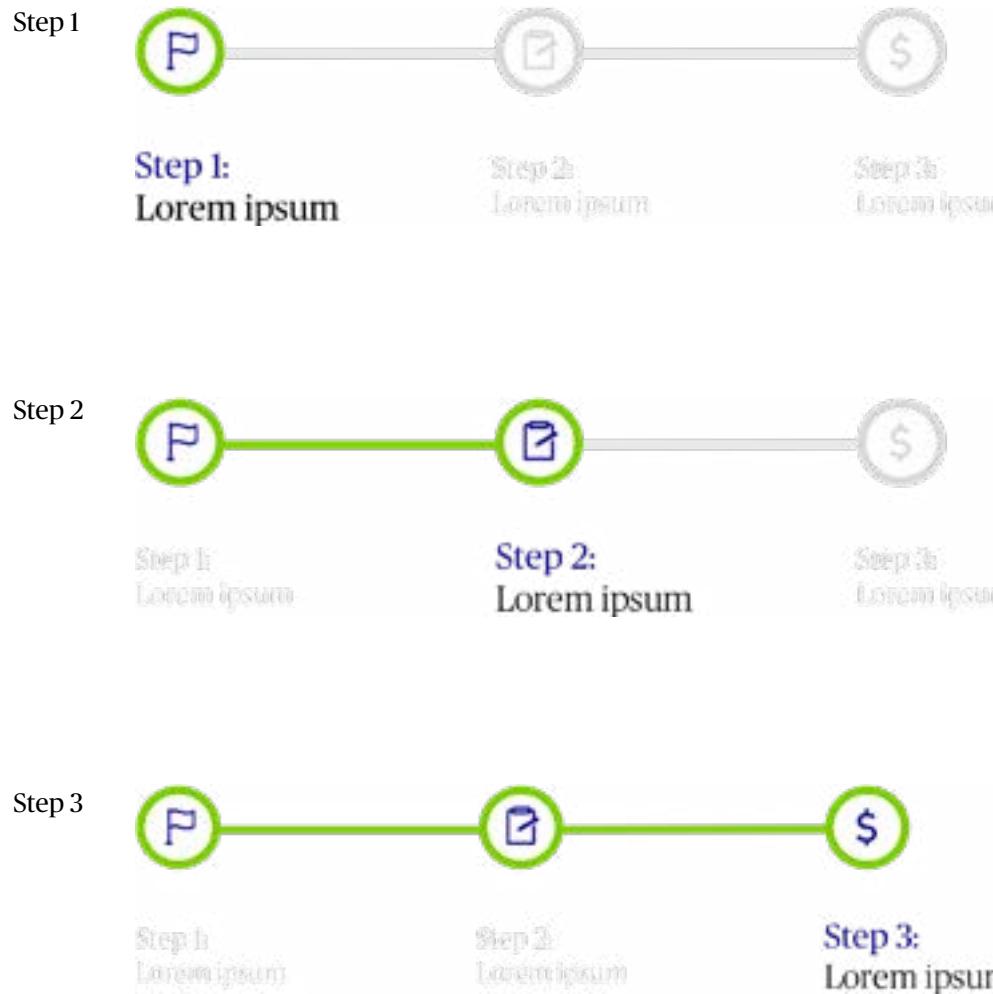


Step-by-step processes Desktop (horizontal)

In situations where processes only involve two or three steps, a horizontal step-by-step process indicator should be used.

This is because these indicators have less width and can fit efficiently on the screen in a horizontal state, leaving more room for other important content.

Can be used in instances where the number of steps doesn't exceed 3



Step-by-step processes Mobile (horizontal - iconographic)

Similarly, step-by-step processes for mobile should run horizontally, in order to avoid the user needing to scroll in order to see the whole thing.

To save space and for additional visual guidance, the current step should be typeset to be larger and more prominent than other steps.

Step 1



Step 1
Lorem ipsum

Step 2



Step 2
Lorem ipsum

Step 3



Step 3
Lorem ipsum

Step 4



Step 4
Lorem ipsum

When a stepper is contained within a box, you can apply a dropshadow of spec: color D7D7D7, blur 2

Step-by-step processes Mobile - (horizontal - numeric)

As with the desktop versions, there's a streamlined numeric alternative available for use on mobile designs.

Step 1



Lorem ipsum

Step 2



Lorem ipsum

Step 3



Lorem ipsum

Step 4



Lorem ipsum

Step-by-step processes Mobile - (more than 4 four steps)

When the number of steps in a step-by-step process for mobile is more than four, a slider should be used to limit the amount of space taken up on the screen.

Step 1



Step 1
Lorem ipsum

Step 2



Step 2
Lorem ipsum

Step 3



Step 3
Lorem ipsum

Step 4



Step 4
Lorem ipsum

Step 5



Step 5
Lorem ipsum

Step 6



Step 6
Lorem ipsum

Testimonials Success stories

Chubb's reputation for top-notch customer service is something to shout about, and testimonials reinforce Chubb's superior service delivery.

The desktop versions run horizontally, while the mobile ones work vertically, ensuring the most efficient use of space possible.

6-column version - with image



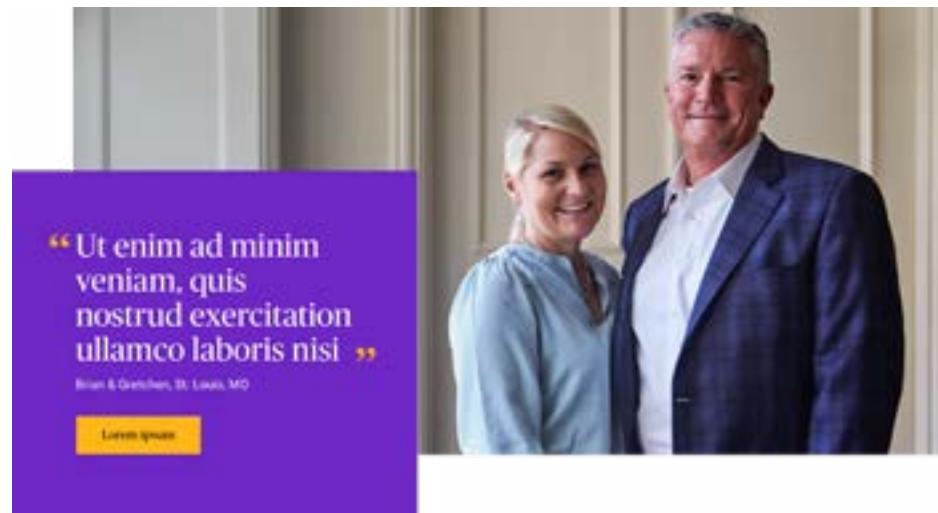
6-column version - no image



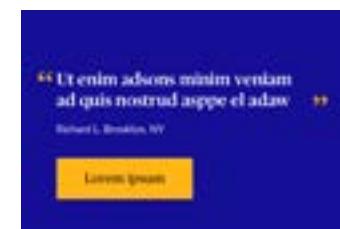
Mobile version - with image



12-column version



Mobile version - no image

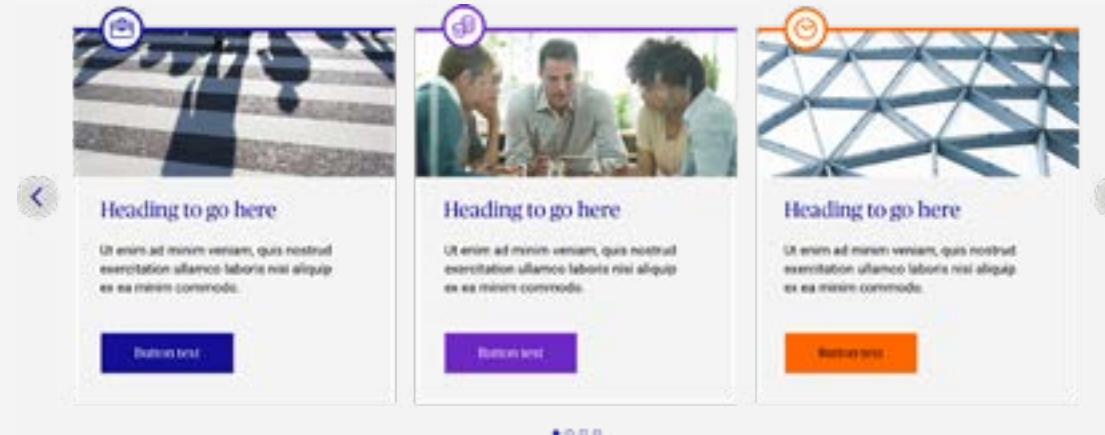


Carousels Multi-column options

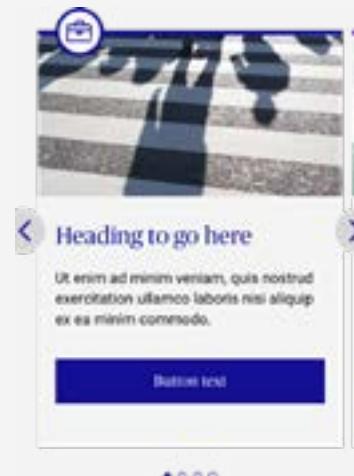
Carousels are one of the most effective uses of space on digital platforms, and allow for multiple blocks of information to be displayed in one area without the need for scrolling.

This can be a hugely effective way to signpost users to different parts of a site, such as in the example shown, where each content block has its own call-to-action.

3-frame approach - desktop



4-frame approach - mobile

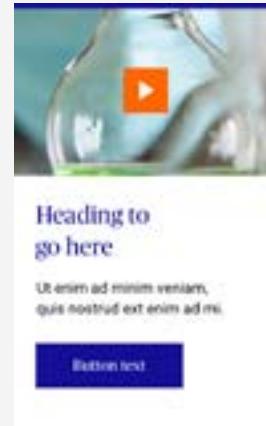


Video containers Multi-column options

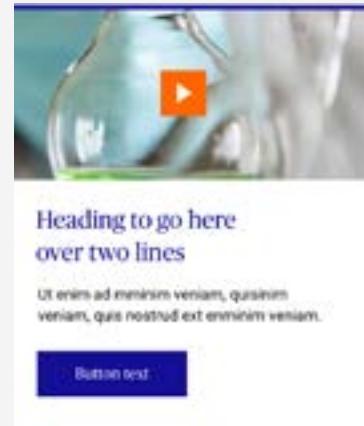
Video is another efficient use of space on digital platforms, but it's crucial users recognize and know how to interact with them.

With subtle use of iconography and the Chubb color palette, these containers clearly indicate how to interact with a video, with the clip itself opening in a lightbox.

3-column - desktop



4-column - desktop



Mobile



6-column - desktop



In line with carousels and video containers, accordions allow for discreet sections of content to be collapsed or expanded as required.

Not only does this save space, it also allows for the user to easily identify which particular section is relevant to them without having to scroll through content that isn't.

Accordions

Desktop and mobile

Desktop - active state

The desktop accordion interface displays six questions. The second question, "Frequently asked question number 2", is expanded, revealing a block of Latin placeholder text. The other five questions are collapsed, showing only their titles. Each question has a small downward-pointing arrow icon to its right.

- Frequently asked question number 1
- Frequently asked question number 2**

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut.
- Frequently asked question number 3
- Frequently asked question number 4
- Frequently asked question number 5
- Frequently asked question number 6

Mobile -active state

The mobile accordion interface displays six questions, identical to the desktop version. The second question, "Frequently asked question number 2", is expanded, showing the same block of Latin placeholder text. The other five questions are collapsed. Each question has a small upward-pointing arrow icon to its right.

- Frequently asked question number 1
- Frequently asked question number 2**

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut.
- Frequently asked question number 3
- Frequently asked question number 4
- Frequently asked question number 5
- Frequently asked question number 6

Reviews

Desktop variations

Reviews act in a similar way to testimonials, with the added functionality of 'star ratings' to show a broader range of feedback.

Options either with or without an image are available to reflect varying levels of prominence that might be afforded to an individual review.

Review style 1 - desktop



Review title

“ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna ”

Jane D.

Review style 3 - desktop



Review title

“ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna ”

Jane D.

Review style 2 - desktop



Review title

“ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna ”

Jane D.

Announcements

Multi-column options

There are all sorts of situations where Chubb might need to relay information to one or more user groups, and announcements are the easiest and best way to do this.

As with many other components, there are several announcement variations that allow for different levels of prominence on the page, as well as accommodating different amounts of space within the grid.

6-column - desktop

Lorem ipsum dolor sit amet

Sept 4, 2019

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Sept 3, 2019

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

[View All](#)

4-column - desktop

Lorem ipsum

Sept 4, 2019

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

[View All](#)

Announcements Social media

For social media, and Twitter in particular, a variation of the announcement component ensures brand consistency while also tailoring the visual approach to the platform - to ensure a best practice visual approach.

6-column - desktop

The screenshot shows a Twitter feed for 'Chubb Europe on Twitter'. The header reads 'Chubb Europe on Twitter'. Below it, a section titled 'Tweets by @Username' displays two tweets from a user named 'Lorem ipsum'. Each tweet includes a profile picture, the tweet text, and a timestamp. At the bottom of the feed are 'Embed' and 'View on Twitter' buttons.

Chubb Europe on Twitter

The screenshot shows a Twitter feed for 'Chubb Europe on Twitter'. The header reads 'Chubb Europe on Twitter'. Below it, a section titled 'Tweets by @Username' displays four tweets from a user named 'Lorem ipsum'. Each tweet includes a profile picture, the tweet text, and a timestamp. At the bottom of the feed are 'View All' and 'View on Twitter' buttons.

Mobile

The screenshot shows a Twitter feed for 'Chubb Europe on Twitter'. The header reads 'Chubb Europe on Twitter'. Below it, a section titled 'Tweets by @Username' displays two tweets from a user named 'Lorem ipsum'. Each tweet includes a profile picture, the tweet text, and a timestamp. At the bottom of the feed are 'Embed' and 'View on Twitter' buttons.



Questions?

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