2015

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pattern library

Quicken Loans
Engineered to Amaze

What You'll Find Inside

Within this guide you will find recommendations for all of QL Products for everything from design, development and accessability. This is by no means an end all be all guide, but more of a springboard for any designer/developer to utilize when kicking off a project.

Color

Light Green - RGB(211,239,141) - #D3EF8D

Medium Green - RGB(108,159,46) - #6C9F2E
button off state, tab navigation

Dark Green - RGB(60,120,20) - #3C7814
button hover state, tab navigation

Light Blue - RGB(195,211,227) - #C3D3E3
input active state

Medium Blue - RGB(32,129,191) - #2081BF
active hyperlink, global navigation off state,

Dark Blue - RGB(12,69,105) - #0C4569
header color, global navigation hover state, sub navigation

Purple- RGB(85,19,135) - #551387

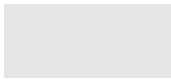**Light Red- RGB(250,204,196) - #FACCC4**
validation input

Red- RGB(181,18,27) - #B5121B
input validation highlight, validation text

Orange - RGB(255,155,0) - #FF9B00

Dark Orange - RGB(230,120,0) - #E67800

Light Gray - RGB(229,229,229) - #E5E5E5

Medium Gray - RGB(170,170,170) - #AAAAAA
input helper text

**Dark Gray - RGB(90,90,90) - #5A5A5A**
header underline

Black - RGB(34,34,34) - #222222
body copy

Color

Use the pie chart to guide you in balancing primary and secondary colors in all Quicken Loans branded product sites. Color ratio will vary slightly by individual project. Using the primary and one or two secondary colors is encouraged to create dynamic and well-structured communications.

The primary colors should make up about **80%** of the color in a layout. Our brighter secondary colors should be used sparingly to highlight important information and calls to action. They should make up **20%** or less of the color on any given layout.
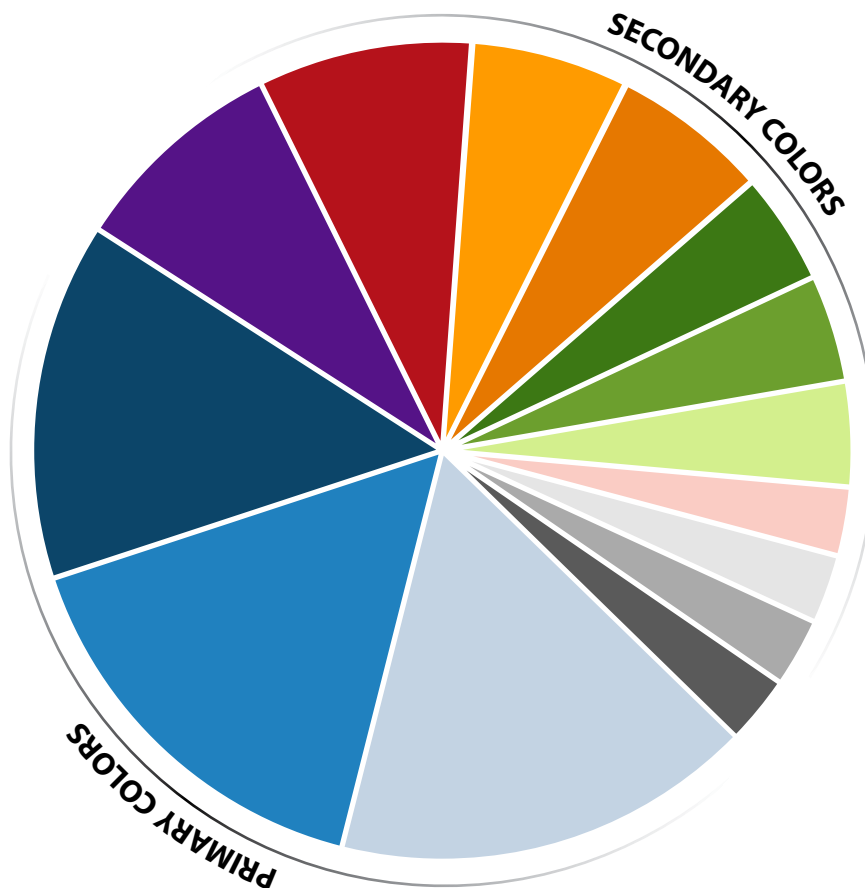
Typography

*The baseline font size should be **16pt scale** which equals **1em**.*

	Pixels	Ems	MS Step	Points
Heading 1	48.18	3.02	MS 34	48
Heading 2	31.87	1.99	MS 21	32
Heading 3	28	1.75	MS 17	28
Body	16	1	MS 0	16

Brand Fonts

Quatro Slab

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Myriad Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Font Stacks

Quatro-Slab >> Times New Roman >> Serif

Myriad Pro >> Arial >> Sans-Serif

Modular Scale

Modular scale is a prearranged set of proportions used to define font size or element spacing across a website. It creates consistency and rhythm across all site elements.

If you are using modular scale to dictate the size of fonts then consider using the scale to standardize spacing across the website.

Recommendation

Ideal Text Size: **16pt / 16px**

Important Text Size: **28pt / 28px**

SCALE: **Minor Second - 15:16**

Step	Pixels	Ems
MS -10	12.05	0.75
MS -4	14.05	0.87
MS 0	16	1
MS 7	20.24	1.29
MS 17	28.00	1.75
MS 21	31.87	1.99
MS 28	39. 66	2.47
MS 34	48.18	3.02
MS 41	60.97	3.81

To view the entire list of values for this particular scale visit the website below:
www.modularscale.com

Visual Hierarchy - Headings

Heading

Heading 1: *Quatro Slab Bold - 48pt / MS34 - Dark Blue (#0C4565)*

Heading

Heading 2: *Quatro Slab Bold - 32pt / MS21 - Dark Blue (#0C4565)*

Heading

Heading 3: *Quatro Slab Regular - 28pt / MS17 - Black (#222222)*

header divider

2px line - Medium Grey (#AAAAAA)

Visual Hierarchy - Body Copy

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin sit amet nisi libero. Aliquam adipiscin.

Body Copy 1: *Myriad Pro Regular - 20pt / MS7- Black (#222222)*

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin sit amet nisi libero. Aliquam adipiscing neque nec orci ultrices, sed vestibu.

Body Copy 2: *Myriad Pro Regular - 16pt / MS0 - Black (#222222)*

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Body Copy 3: *Myriad Pro Bold - 16pt / MS0 – Black (#222222)*

body copy divider

- -

2px dashed line – Medium Grey (#AAAAAA)

Embedded Fonts

QL is using Typekit for embedded font replacement.

Best Practices

- *The recommendation of this guide is to use the fonts and weights outlined on the previous pages as they align properly with our Quicken Loans Brand.*
- *Load fonts asynchronously so the website will load the fonts as the javascript runs to load the site instead of preloading all the fonts upfront.*
- *Reference Typekit calls (advanced vs. basic).*

Ask for QL Typekit Login Credentials

Please reach out to Typekit@quickenloans.com

Iconography

Iconography should be pulled from "Font Awesome" to keep consistency across products. Implementing the icons using SVG is recommended.

Design Best Practices

The following points are best practices to better create a cohesive Quicken Loans experience across all web products.

- *Keep all the backgrounds on the site WHITE*
- *Stay away from using drop shadows*
- *Keep design flat*
- *Color contrast across products should be at least 75% for readability*

Navigation Best Practices

Navigation menu items should ideally be no more than two words long and should use simple names and old words. For maximum compatibility, ensure that all menu items are text-based links of actual text. Use CSS to style your menus. Also consider using underlining and color change to indicate position. JavaScript or Flash-generated menus should not be used. Images should not be used to convey text.

Interaction
When a navigation item is clicked, new content should appear. All navigation should have keyboard shortcuts. Navigation should allow tabbing through all selections. Make sure the clickable target area for your menu and submenu items is large enough. The larger the clickable area is, the easier it will be to click. The clickable area should be the entire menu element block, not just the text.

Submenus
Ideally, there are no sub-menus for the Top Level navigation. Do not use submenus in submenus. Rethink your navigation if using submenus more than one level deep.

Mega Menus
Using large two-dimensional drop-down panels can be effective in presenting a site visitor multiple navigation options, but use with caution. Use icons in menu item labels to provide quick visual cues for the content type. Be careful not to over-clutter with images.

Global Navigation - Button States

off state:

Loan Options ⌄	About Us

Medium Blue (#2081BF)

hover/active state:

Loan Options ⌄	About Us

Light Blue (#C3D3E3)

current state:

Loan Options ⌄	About Us

Light Blue (#C3D3E3)

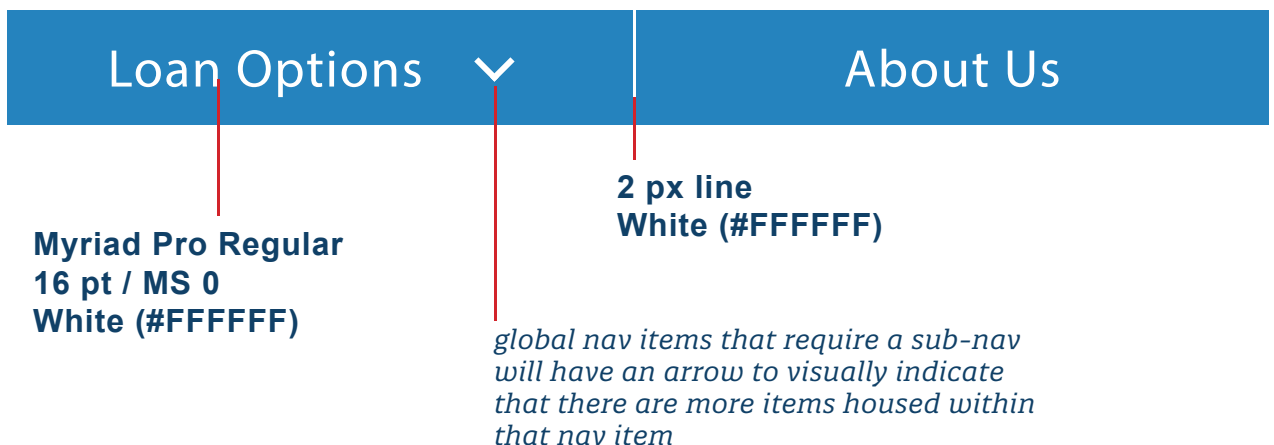## dimensions:

Button height and width will be dependent on the size of the content, but the content should always be centered vertically and left aligned horizontally. Use the content size as a starting point for the button size and adjust accordingly.

Loan Options ⌄	About Us

**2 px line
White (#FFFFFF)**

**Myriad Pro Regular
16 pt / MS 0
White (#FFFFFF)**

global nav items that require a sub-nav will have an arrow to visually indicate that there are more items housed within that nav item

Global Navigation - Desktop

Global navigation dimentions will be dependent on size of content and desired width of the web page. The global nav should always span the page with equal sized buttons all the way across when possible. The order of the global header should always remain consistent across all products (color bar, primary logo, global navigation).

color bar:

primary logo:

Create Account | Sign In

global nav:

| Refinance ⌄ | Buy a House | Loan Options ⌄ | Mortgage Rates ⌄ |

dimensions:

The primary logo should always have a flat color scheme on a white background. *The dimensions of the global header will vary by product, but should retain the same order across all of them. The only element that has size requirements is the brand color bar. It should be at least **10px** tall with each color section of equal lengh. It should also respond to the size of the screen accordingly.*

10 px

Create Account | Sign In

| Refinance ⌄ | Buy a House | Loan Options ⌄ | Mortgage Rates ⌄ |

See GLOBAL NAV style

background color:
White (#FFFFFF)

See HYPERLINK style

13

Sub Navigation - Desktop

Global Sub-Navigation dimensions will be dependent on size of content and desired width of the web page mimicing the same dimensions as the global navigation. The global nav should always span the page with equal sized buttons all the way across with the sub-nav following the same pattern when it is appropriate. The sub-nav should also be spaced equally underneath the global nav.
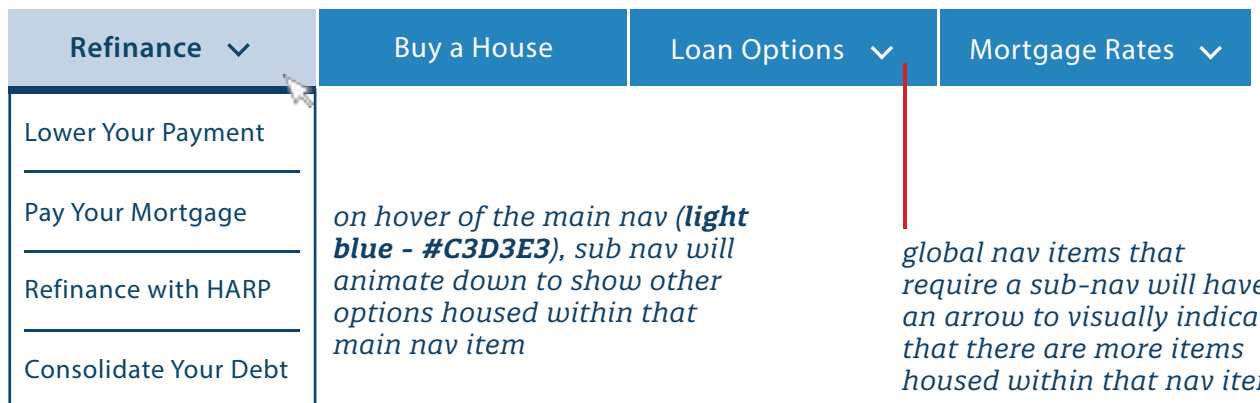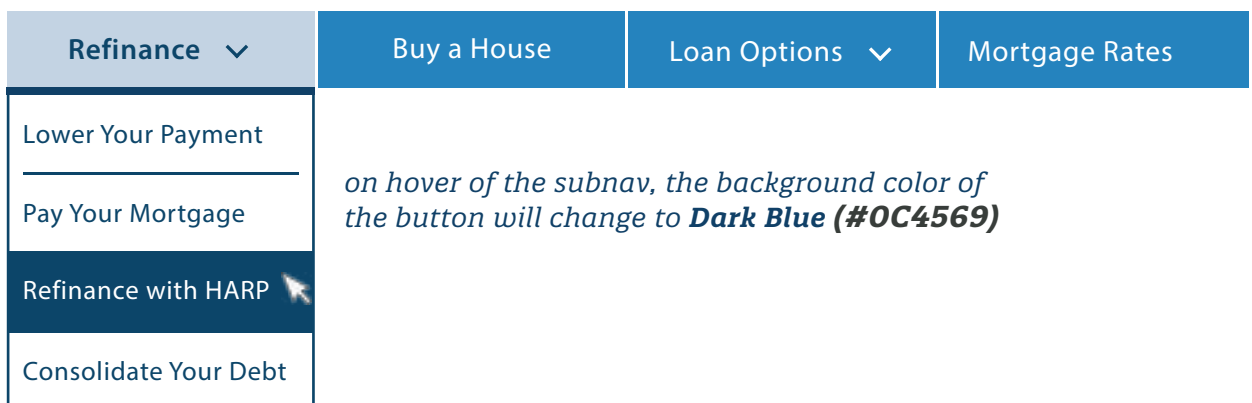
color bar:

primary logo: Create Account | Sign In

Quicken Loans
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global nav:

| **Refinance** ⌄ | Buy a House | Loan Options ⌄ | Mortgage Rates ⌄ |

Lower Your Payment

Pay Your Mortgage   *on hover of the main nav (**light blue - #C3D3E3**), sub nav will animate down to show other options housed within that main nav item*

Refinance with HARP

Consolidate Your Debt

global nav items that require a sub-nav will have an arrow to visually indicate that there are more items housed within that nav item

hover (on tap) state:

| **Refinance** ⌄ | Buy a House | Loan Options ⌄ | Mortgage Rates |

Lower Your Payment

Pay Your Mortgage   *on hover of the subnav, the background color of the button will change to **Dark Blue (#0C4569)***

Refinance with HARP

Consolidate Your Debt

Global Navigation - Mobile

Global Navigation on mobile will be housed within a "hamburger" menu icon that when tapped will animate in from the left to right to show navigation options. It will follow the same font & color scheme as the desktop nav, but the dimensions will vary based on device. Each navigation item should have the same hieght and width with the content being left aligned.

When global nav button is tapped or a swipe on the screen, the nav will slide in from the left & will push the page over ❯

Refinance ❯

Buy a House

Loan Options

Ultrices, sed vestibulum nisl tempor.
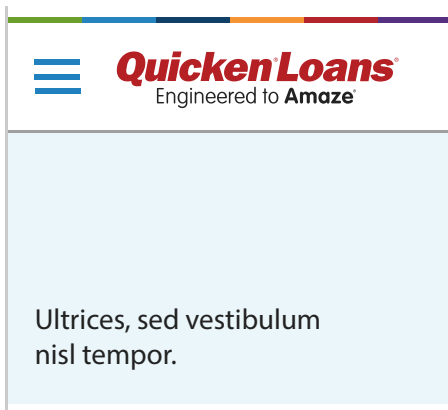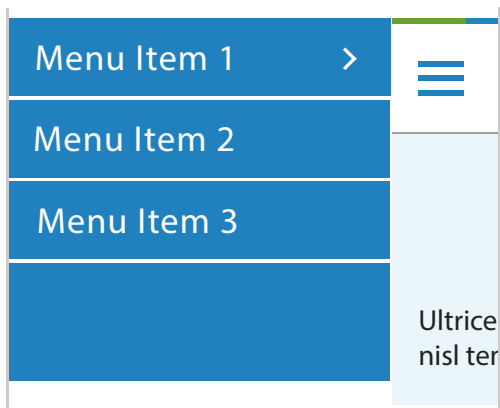
Ultrice veibul
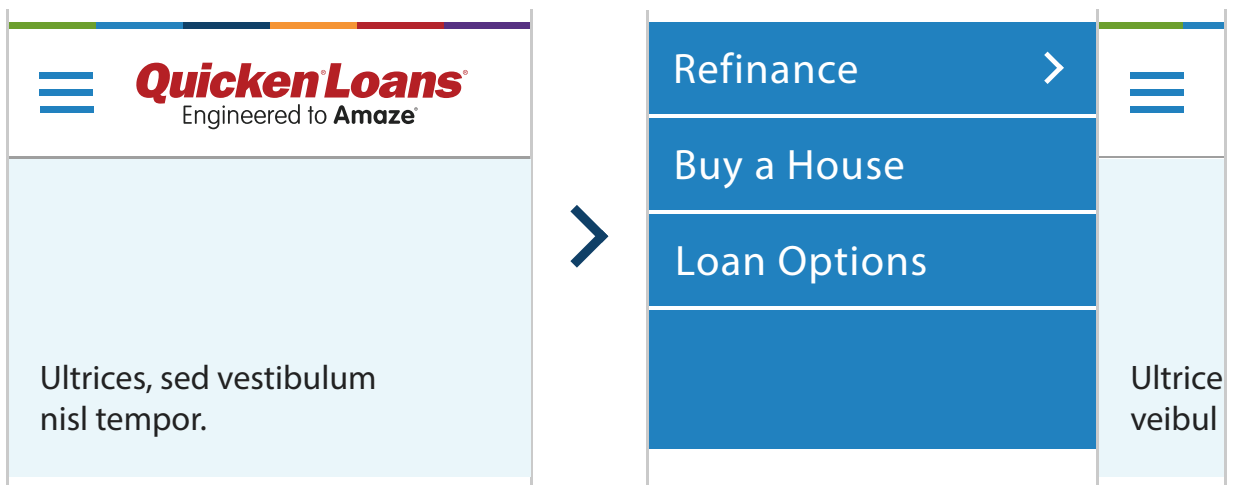
dimensions:

The global navigation dimensions on mobile will vary based on device, but each item should have the same height and width for all. It will also follow the same color and font pattern. The "on-tab" state will also be the same as the hover state from desktop.

Sub Navigation - Mobile

Global Sub Navigation on mobile will be housed within the "hamburger" menu icon that when tapped will animate in from the left to right to show navigation options. It will follow the same font & color scheme as the desktop nav, but the dimensions will vary based on device. Each navigation item should have the same hieght and width with the content being left aligned.

Quicken Loans®
Engineered to **Amaze**®

Ultrices, sed vestibulum nisl tempor.

when global nav button is tapped, the nav will slide in from the left & will push the page

Menu Item 1	>
Menu Item 2	
Menu Item 3	

Ultrice
nisl ter

on tap state for one of the sub nav items will be the light blue color and will navigate to that page closing the menu

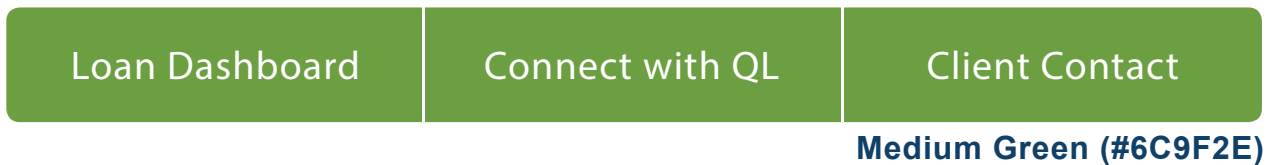| **Menu** | < |
Sub Item 1	
Sub Item 2	
Sub Item 3	

Ultrice
vbuisl
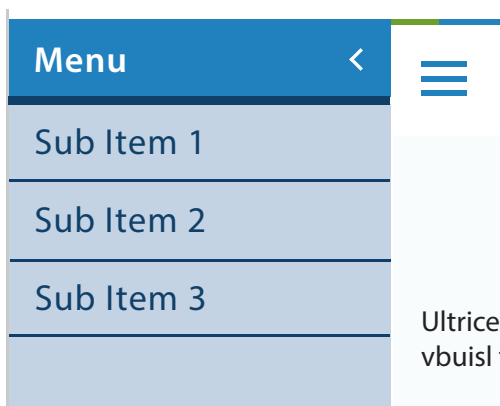
when a nav item has sub-items it will animate over to display the sub-items. tapping "menu" button of this section will take the user back to the main nav

*on tap state for one of the sub nav items will be the **dark blue (#0C4569)** color and will navigate to that page closing the menu*
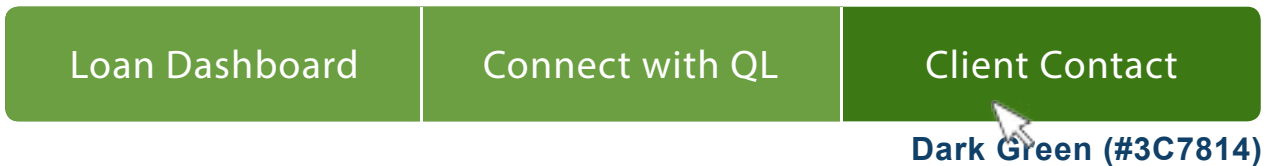
Tab Navigation

Button height and width will be dependent on the size of the content, but the content should always be centered both vertically and horizontally. Use the content size as a starting point for the button size and adjust accordingly.
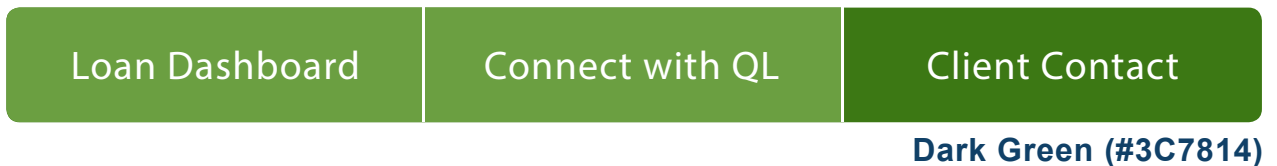
off state:

| Loan Dashboard | Connect with QL | Client Contact |

Medium Green (#6C9F2E)

hover/active state:

| Loan Dashboard | Connect with QL | Client Contact |

Dark Green (#3C7814)

selected state:

| Loan Dashboard | Connect with QL | Client Contact |

Dark Green (#3C7814)

disabled state:

| Loan Dashboard | Connect with QL | Client Contact |

Font Color: White (#FFFFFF)
Background Color: Medium Grey (#AAAAAA)

Links vs. Buttons

Links should always go somewhere and buttons should always do something.

When to use a link:
Links are primary used to "go somewhere." Any time someone is navigating to a new page on a website, use a link. Links should NEVER be used to change the state of an application. This means that clicking on a link should not appear to change data or state (even if it might be on the backend – sessions or tracking statistics for instance). So a delete, apply or delete action should not be a link.

When to use a button:
Buttons are primarily used to "do something" on a website. If the action is to create, edit, delete or anything else to some piece of information, use a button. A good rule of thumb is that if there are input fields for data there is a good chance buttons should be used. If there are no input fields, don't use a button.

So why differentiate between these two? Users will gain confidence and expect that clicking on a link will transport them to a new page/location, and that pressing buttons will implement a change based on their entry or selection.

Buttons

Links

Button Format

off state:

Refinance

Medium Green (#6C9F2E)

hover/active state:

Refinance

Dark Green (#3C7814)

disabled state:

Refinance

Medium Grey (#AAAAAA)

**Myriad Pro
16 pt / MS 0
White (#FFFFFF)**

Button height and width will be dependent on the size of the content, but the content should always be centered both vertically and horizontally. Use the content size as a starting point for the button size and adjust accordingly.

Refinance

**5 px
rounded corners**

**Myriad Pro
16 pt / MS 0
White (#FFFFFF)**

Hyperlinks

hover/active state:

Create Account | Sign In

Medium Blue (#2081BF)
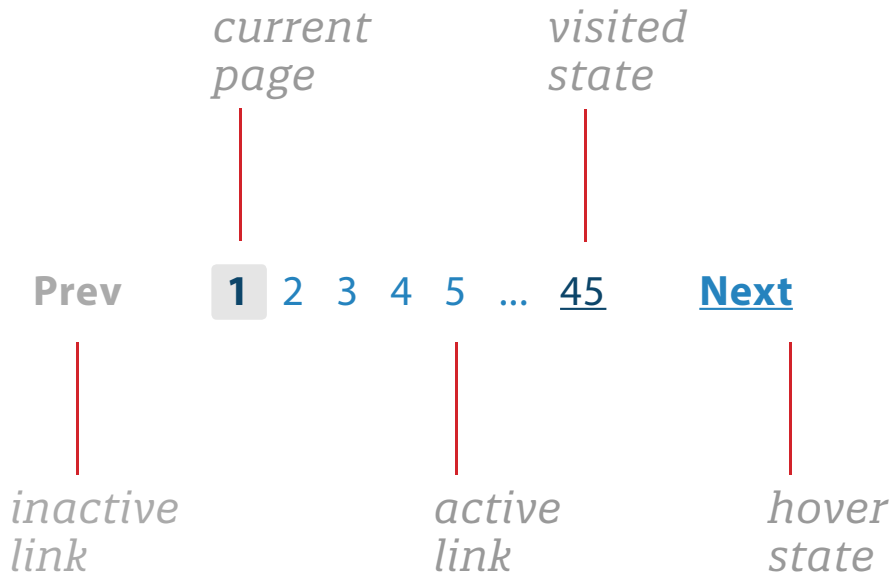
visited state:

Create Account | Sign In

Dark Blue (#0C4565)

notes:

Myriad Pro - 16pt / MS 0

Hyperlinks that appear in the HEADER or the FOOTER should not be underlined, but will be underlined on hover/active.

Pagination

current
page

visited
state

Prev   **1** 2 3 4 5 ... 45   **Next**

inactive
link

active
link

hover
state

notes:

inactive link: Myriad Pro Bold – 16pt / MS 0 – Medium Grey (#AAAAAA)

current page: Myriad Pro Bold – 16pt / MS 0 – Dark Blue (#0C4569)

active link: Myriad Pro Reg – 16pt / MS 0 – Medium Blue (#2081BF)

visited link: Myriad Pro Reg – 16pt / MS 0 –Dark Blue (#0C4569)

hover state: Myriad Pro Bold – 16pt / MS 0 – Medium Blue (#2081BF)

Pagination will follow the same pattern as hyperlinks and will be the same across all device sizes. The font size should be the same as the body copy and will be adjusted as necessary.

Form Fields - Inputs

Username

field label

field

Username must have at least 6 characters without spaces or special characters.

helper text

Amenities

Garage, pool, etc.

placeholder text

dimensions:

Form field height will be dependent on the size of the content, but the content should always be centered vertically within the field. The width of the all fields should be uniform and dependent on the length of the longest input data. Use the content size as a starting point for the button size and adjust accordingly.

Amenities

**Myriad Pro Bold
22pt / MS 10
Dark Blue (#OC4569)**

Garage, pool, etc.

**5 px
rounded corners**

**Myriad Pro Reg
16pt / MS 0
White (#AAAAAA)**

Form Fields - Layout

Field layout should remain consistent for all devices and breakpoints. The fields and labels should be left aligned on the page and all the fields should be the same size and styling. Submit/Cancel buttons should be at the end of a form submition.

First Name

Last Name

at least
height of field

Email Address

height
of field

Submit   Cancel

notes:

All forms submition of forms will have the same button pattern with the primary action (submit) being a green button and the secondary action (cancel).

Form Fields - Input State

empty state – off:

First Name

stroke: Medium Grey (#AAAAAA)

populated state – on focus:

First Name

Andr

stroke:
 Medium Blue (#2081BF)

fill color:
Light Blue (#C3D3E3)

populated state – off:

First Name

Andrew

stroke: Medium Grey (#AAAAAA)

error state- on:

First Name

Andrew

stroke:
Red (#B5121B)

fill color:
Light Red (#FACCC4)

disabled state:

Fixed Rate

4.575 %

stroke: Medium Grey (#AAAAAA)

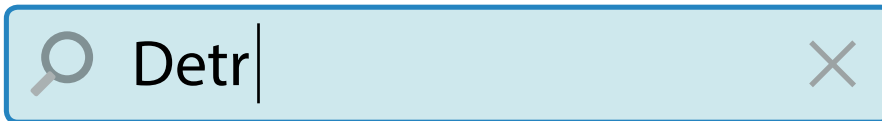**DIGITAL**
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Form Fields - Search

initial search field
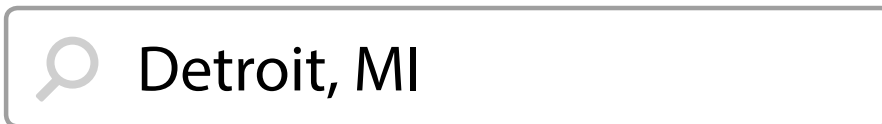
🔍 Search

Blank search field with no information entered

active search field

🔍 Detr ✕

When entering a value in a search field, an "X" will appear at the far left end of the field to allow the user to clear the field without deleting everything individually

entered search field

🔍 Detroit, MI

Search field with value entered and after the user has unfocused it

dimensions:

The dimensions for the search input fields will follow the same style standards for all other input fields.

Form Fields - Unique Input

Unique Input *fields will not have a uniform length, but will be dynamic depending on the content required within it. Examples of this would be Phone, SSN, Zip, etc.*

primary phone number input

Phone Number

(555) 555 - 5555

Entering a number into a single field with flexible input is recommended, but using three separate fields is also an acceptable form of number input.

Social Security Number

555 - 55 - 5555

Zip

48128

Flexible Inputs

For data that requires validation more complicated that "must not be empty" allow the user to enter the data however they are comfortable. For example, if you are asking for a phone number, accept (555) 123-4567, 555-123-4567, 555.123.4567, 555 123 4567, and 5551234567. Dates, SSN's, Phone numbers and other familiar formatted data should be flexible input as well. If desired, on loss of focus the data can be formatted to the desired format for application function.

Form Fields - Date Picker

date input - past date

Date of Birth

MM / DD / YYYY

When entering a date that occured in the past, user will be presented with this form of date input and no date selector will appear.

date input - future date

Deployment Date

MM / DD / YYYY

When the future date is on focus, the calender selector will appear automatically underneath the field to allow the user to choose a date.

‹ December 2014 ›

Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	1	2	3	4	5	6
7	8	9	**10**	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10

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Form Fields - Drop Down

Drop Down menu options should follow the same size and font restrictions that all input fields follow, but they should utilize the browser default for styling for ease of development.

Accessability - Images

- All images placed on a webpage need an alt attribute.
- Include a full-stop (.) at the end of the text.
- Sprites (placing an image as the background of an element) should not be used for conveighing content.

If the image is sensory in nature (a work of art, etc.), describe the image.

**

If the image is sensory in nature (a work of art, etc.), describe the image.

**

If the image is visual information (graph, ect.), explain it.

**

When the image is decorative, background, repetition of text or captions on the page use an empty alt attribute.

*
   Home Page

*