

Version 1.2

February 2017

Digital Guidelines

Contents

1. Introduction	page 3
2. Colours	page 5
3. Typography	page 10
4. Grid & page structure	page 14
5. Navigation	page 20
6. Buttons	page 25
7. Form elements	page 28
8. Information tiles	page 34
9. Page elements	page 38
10. Illustrations & icons	page 45

We promise to deliver digital experiences against a set of quality standards



Best Practice

We have delivered against the following:

- Brand vision
- Experience principles
- Strategic initiatives
- Digital guidelines



Proven

We have understood the needs of customers and internal stakeholders



Accessible

We have designed to Web Content Accessibility Guidelines (WCAG) 2.0 - AA standard



Measurable

We have agreed a definition of success and quantifiable way of measuring performance



Joined up

We have considered the design in the context of the end to end journey

If we deliver against these quality standards, we will help to create a word-class experience

Experience design principles

Standard Life's experience principles are the fundamental qualities that we seek to achieve in all elements of the user experience. These principles drive decisions for the visual, interactive and business architecture components that influence users.

The concept and implementation of any Standard Life design should begin with these five principles in addition to being informed by business objectives and customer needs. These principles, underpinned by brand attributes, will be set and measured by [the UX/CX index] against brand.

Welcoming

Friendly and personable professionalism

Our experiences are straightforward so that our users can easily get started and will use them again. Our customers are real people with needs and emotions.

Meaningful

Practical, relevant and with the user's best interests at heart

Our experiences generate value for our users. Enable the user to do it themselves first, but provide support if it is needed. Do the right thing, acknowledge expectations, errors and be honest.

Confident

Leading the market in thought, quality and innovation

Our experiences guide our users in moving through information to complete their goals. We are market leaders, not followers. We reflect this in our thinking and content as well as our designs and innovation.

Accessible

Straightforward, inclusive and clear

Our experiences are inclusive, legible, simple and clear. They are for everyone, irrespective of ability, knowledge or status. Set expectations and remove complexity and jargon to make the complicated simple and digestible.

Delightful

Going beyond the expected

Our experiences thrill our users by exceeding their expectations. We innovate for our users to live our brand and differentiate Standard Life from our competitors. We will deliver more than the minimum.

Brand colours

Primary colours



SL Blue
#0a2f73
R10 G47 B115

* For txt at 24px or larger:
readability issues.
** Never for txt: not AA
compliant, readability issues.



Yellow**
#ffbb00
R255 G187 B0

Secondary colours



Blue
color("blue")
#0a2f73
R10 G47 B115



Aqua
color("blue")
#087c89
R8 G124 B137



Purple
color("purple")
#6e3694
R110 G54 B148



Yellow**
color("yellow")
#ffbb00
R255 G187 B0



Alt Blue
color("blue", "alt")
#147cb3
R20 G124 B179



Alt Aqua**
color("aqua", "alt")
#4fbba3
R79 G187 B163



Alt Purple
color("purple", "alt")
#855196
R133 G81 B150



Alt Yellow**
color("yellow", "alt")
#ffdd00
R255 G221 B0



Dark Blue
color("blue", "dark")
#121f47
R18 G31 B71



Dark Aqua
color("aqua", "dark")
#0a5560
R10 G85 B96



Dark Purple
color("purple", "dark")
#56246a
R86 G36 B106



Dark Yellow**
color("yellow", "dark")
#ff8a00
R255 G138 B0



Pale Blue**
color("blue", "pale")
#e9f2f9
R233 G242 B249



Pale Aqua**
color("aqua", "pale")
#e7f2f4
R231 G242 B244



Pale Purple**
color("purple", "pale")
#e8dff4
R232 G223 B244



Pale Yellow**
color("yellow", "pale")
#fef8e7
R254 G248 B231

Gradient palette



Blue Gradient
gradient("blue")
#0a2f73 > #147cb3
R10 G47 B115 > R20 G124 B179



Aqua Gradient
gradient("aqua")
#0a2f73 > #087c89
R10 G47 B115 > R8 G124 B137



Purple Gradient
gradient("purple")
#0a2f73 > #6e3694
R10 G47 B115 > R110 G54 B148



Yellow Gradient**
gradient("yellow")
#ff8a00 > #ffbb00
R255 G138 B0 > R255 G187 B0

Neutrals

			
Grey color("grey") #4b4b4b R75 G75 B75	Alt Grey** color("grey","alt") #c1c1c1 R193 G193 B193	Pale Grey** color("grey","pale") #f5f6f7 R245 G246 B247	White color("white") #ffffff R255 G255 B255

UX colours

					
Red color("ux-red") #d00f00 R208 G15 B0	Green color("ux-green") #008616 R0 G134 B22	Dark Orange color("ux-orange") #cb4f00 R203 G79 B0	Magenta color("ux-magenta") #a20067 R162 G0 B103	Pale Red** color("ux-red","pale") #fcedec R252 G237 B236	Pale Green** color("ux-green","pale") #e6f3e7 R230 G243 B231

Tints**

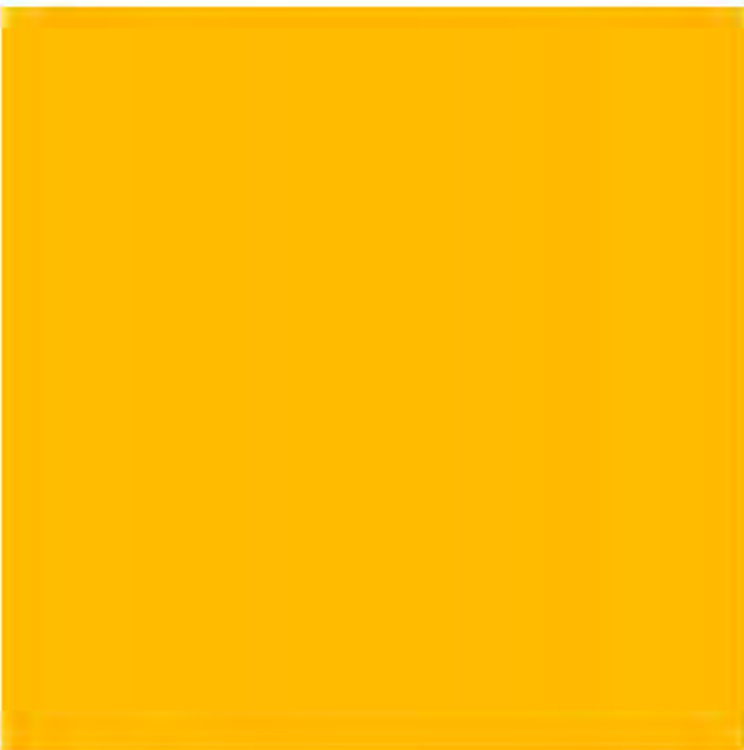
					
Tint Blue color("blue","tint") #8497b9 R132 G151 B185	Tint Aqua color("aqua","tint") #83bdc4 R131 G189 B196	Tint Purple color("purple","tint") #b69ac9 R182 G154 B201	Tint Yellow color("yellow","tint") #ffee7f R255 G238 B127	Tint Red color("ux-red","tint") #fc7777 R252 G119 B119	Tint Green color("ux-green","tint") #7fc28a R127 G194 B138

* For txt at 24px or larger: readability issues.
** Never for txt: not AA compliant, readability issues.
*** Do not use black for txt in digital situations, readability issues.

Brand



SL Blue



SL Yellow



Audience

Customer



Adviser



Employer



Horizontal gradients



Blue linear gradient
`gradient("blue","linear")`
background: linear-gradient(to right,
#0a2f73 20%, #147cb3);



Aqua linear gradient
`gradient("aqua","linear")`
background: linear-gradient(to right,
#0a2f73 20%, #087c89);



Purple linear gradient
`gradient("purple","linear")`
background: linear-gradient(to right,
#0a2f73 20%, #6e3694);



Yellow linear gradient
`gradient("yellow","linear")`
background: linear-gradient(to right,
#ff8a00 20%, #ffdd00);

Angle gradients



Blue angle gradient
`gradient("blue","angle")`
background: linear-gradient(to top
right, #0a2f73 20%, #147cb3);



Aqua angle gradient
`gradient("aqua","angle")`
background: linear-gradient(to top
right, #0a2f73 20%, #087c89);



Purple angle gradient
`gradient("purple","angle")`
background: linear-gradient(to top
right, #0a2f73 20%, #6e3694);



Yellow angle gradient
`gradient("yellow","angle")`
background: linear-gradient(to top
right, #ff8a00 20%, #ffdd00);

Accessible colour combinations

Accessible ✓ SL Blue/White	Accessible ✓ Alt Blue/White	Accessible ✓ Dark Blue/White	Accessible ✓ SL Aqua/White	Accessible ✓ Dark Aqua/White
Accessible ✓ Purple/White	Accessible ✓ Alt Purple/White	Accessible ✓ Dark Purple/White	Accessible ✓ Text Grey/White	Inaccessible ✗ SL Yellow/White
Inaccessible ✗ Alt Yellow/White	Inaccessible ✗ Orange/White	Inaccessible ✗ Alt Aqua/White	Inaccessible ✗ Pale Grey/White	
Accessible ✓ SL Yellow/SL Blue	Accessible ✓ Alt Yellow/SL Blue	Accessible ✓ SL Orange/SL Blue	Accessible ✓ Pale Grey/SL Blue	Accessible ✓ White/Alt Blue
Accessible ✓ SL Yellow/SL Purple	Accessible ✓ Alt Yellow/SL Purple	Accessible ✓ Pale Grey/SL Purple	Accessible ✓ White/Blue Gradient	Accessible ✓ White/Aqua Gradient
Accessible ✓ SL Yellow/SL Purple	Accessible ✓ Alt Yellow/Purple Grad.	Accessible ✓ White/Purple Grad.	Accessible ✓ SL Blue/Yellow Gradient	Accessible ✓ Dark Blue/Yellow Grad.
Accessible ✓ Dark Purple/Yellow Grad.	Accessible ✓ SL Yellow/Text Grey	Accessible ✓ Alt Yellow/Text Grey	Accessible ✓ Dark Blue/Pale Grey	Accessible ✓ Dark Aqua/Pale Grey
Accessible ✓ Dark Purple/Pale Grey				

Website landing/hub page typography

Heading 1

Standard Life Regular, 3.125em (50px), Colour dependant on background; Line height 1.5 (75px);

Heading 2

Standard Life Regular, 2.1875em (35px), SL Blue (#0a2f73); Line height 1.5 (53px);

Heading 3

Standard Life Regular, 1.75em (28px), SL Blue (#0a2f73); Line height 1.5 (42px);

Heading 4

Standard Life Regular, 1.25em (20px), SL Blue (#0a2f73); Line height 1.5 (30px);

Heading 5

Standard Life Regular, 1.125em (18px), SL Blue (#0a2f73); Line height 1.5 (27px);

Heading 6

Arial Bold, 1em (16px), UX Grey (#4b4b4b); Line height 1.5 (24px);

Body Copy

Arial Regular, 1em (16px), UX Grey (#4b4b4b); Line height 1.5 (24px);

Subtext

Arial Regular, 0.875em (14px), UX Grey (#4b4b4b); Line height 1.5 (21px);

Subtitle [Hero only]

Standard Life Light 1.5em (24px) Colour dependant on background

Text usage

All text content should be styled as per one of the eight styles seen here, and It is good practice to nest headings properly. When stepping down through headings, skipping levels should be avoided. That means that an <h1> is followed by an <h1> or <h2>, an <h2> is followed by a <h2> or <h3> etc.

Website content page typography

Heading 1

Standard Life Regular, 3.125em (50px), Colour dependant on background; Line height 1.5 (75px);

Heading 2 with line

Standard Life Regular, 1.625em (26px), SL Blue (#0a2f73); Line height 1.5 (39px)

Heading 2 without line

Standard Life Regular, 1.625em (26px), SL Blue (#0a2f73); Line height 1.5 (39px)

Heading 3

Standard Life Regular, 1.375em (22px), SL Blue (#0a2f73); Line height 1.5 (33px)

Heading 4

Standard Life Regular, 1.25em (20px), SL Blue (#0a2f73); Line height 1.5 (30px)

Heading 5

Standard Life Regular, 1.125em (18px), SL Blue (#0a2f73); Line height 1.5 (27px);

Heading 6

Arial Bold, 1em (16px), UX Grey (#4b4b4b); Line height 1.5 (24px);

Body Copy

Arial Regular, 1em (16px), UX Grey (#4b4b4b); Line height 1.5 (24px);

Subtext

Arial Regular, 0.875em (14px), UX Grey (#4b4b4b); Line height 1.5 (21px);

Subtitle [Hero only]

Standard Life Light 1.5em (24px) Colour dependant on background

Text usage

All text content should be styled as per one of the eight styles seen here, and It is good practice to nest headings properly. When stepping down through headings, skipping levels should be avoided. That means that an <h1> is followed by an <h1> or <h2>, an <h2> is followed by a <h2> or <h3> etc.

Secure typography

Heading 1

Standard Life Light, 2em (32px), Colour dependant on background; Line height 1.5 (48px)

Heading 2

Standard Life Light, 1.5em (24px), SL Blue (#0a2f73); Line height 1.5 (36px)

Heading 3

Standard Life Light, 1.5em (24px), SL Alt Blue (#147cb3); Line height 1.5 (36px)

Heading 4

Standard Life Light, 1.25em (20px), SL Blue (#0a2f73); Line height 1.5 (30px)

Heading 5

Standard Life Light, 1.125em (18px), SL Blue (#0a2f73); Line height 1.5 (27px)

Heading 6

Arial Bold, 1em (16px), UX Grey (#4b4b4b); Line height 1.5 (24px);

Body Copy

Arial Regular, 1em (16px), UX Grey (#4b4b4b); Line height 1.5 (24px);

Subtext

Arial Regular, 0.875em (14px), UX Grey (#4b4b4b); Line height 1.5 (21px);

Text usage

All text content should be styled as per one of the eight styles seen here, and it is good practice to nest headings properly. When stepping down through headings, skipping levels should be avoided where possible. That means that an <h1> is followed by an <h2>, an <h2> is followed by a <h2> or <h3> etc.

Currently used on:

Customer dashboard

Links and CTAs

*LINK ipsum dolo sit amet, [body link](#) consectetur adipiscing elit.

Arial Regular, 1em (16px), Alt Blue (#147cb3); see* for specific details

**HOVER LINK do sit amet, [body link](#) consectetur adipiscing elit.

Arial Regular, 1em (16px), SL Blue (#0a2f73); see** for specific details

***FOCUS LINK do sit amet [body link](#) consectetur adipiscing elit.

Arial Regular, 1em (16px), SL Blue (#0a2f73); see*** for specific details

EXTERNAL LINK sits amet, [body external link](#)  consectetur elit.

Arial Regular, 1em (16px), Alt Blue (#147cb3), 'fa-external-link' SL Yellow (#ffbb00)

****BG LINK ipsum saimet, [body link](#) consectetur adipiscing elit.

Arial Regular, 1em (16px), SL Blue (#0a2f73); see**** for specific details

Super CTA with icon >

Super CTA link style with Icon SL Reg 1.5em (24px) Alt Blue (#147cb3); Chevron SL Yellow (#ffbb00) 0.875em (14px) height; Icon [when appropriate] is Alt Blue (#147cb3) 1.375em (22px) height

Large CTA >

Large CTA link style SL Light 1.25em (20px) Alt Blue (#147cb3) Chevron SL Yellow (#ffbb00) 0.625em (10px) height; Icon would be Alt Blue (#147cb3) 1.125em (18px) height

Medium CTA >

Medium CTA link style SL Light 1.125em (18px) Alt Blue (#147cb3) Chevron SL Yellow (#ffbb00) 0.5625em (9px) height; Icon would be Alt Blue (#147cb3) 1em (16px) height

Regular CTA >

Normal CTA link style SL Light 1em (16px) Alt Blue (#147cb3) Chevron SL Yellow (#ffbb00) 0.5em (8px) height; Icon would be Alt Blue (#147cb3) 0.875em (14px) height

Super CTA hover >

Hover same as CTA but with border-bottom:2px solid Alt Blue (#147cb3) on text only

Link usage

For any hyperlink that is contained within body copy. An icon should only be used when it is indicating that the hyperlink is pointing at an external URL.

```
*a {color: #147cb3;
text-decoration: none;
border-bottom: 1px solid #147cb3;
padding: 0 2px 0;
margin: 0 -2px 0;
text-shadow: 0.05em 0 0 #fff,-0.05em 0 0 #fff,0
0.05em 0 #fff, 0 -0.05em 0 #fff, 0.1em 0 0 #fff,
-0.1em 0 0 #fff,0 0.1em 0 #fff, 0 -0.1em 0 #fff;}
```

```
**a:hover {color: #0a2f73;
border-bottom: 3px solid #0a2f73;
background:#ffe7f;

***a:focus {background-color: #ffdd00 !important;
outline: #ffdd00 !important;
color: #0a2f73 !important;
```

****text-shadow colour should be same as bg

Link CTA usage

For hyperlinks that are outside of body copy. The varying sizes represent the priority of the CTA. The primary action should be represented by the largest CTA on the page when a button is inappropriate. Iconography should be used sparingly and only when appropriate.



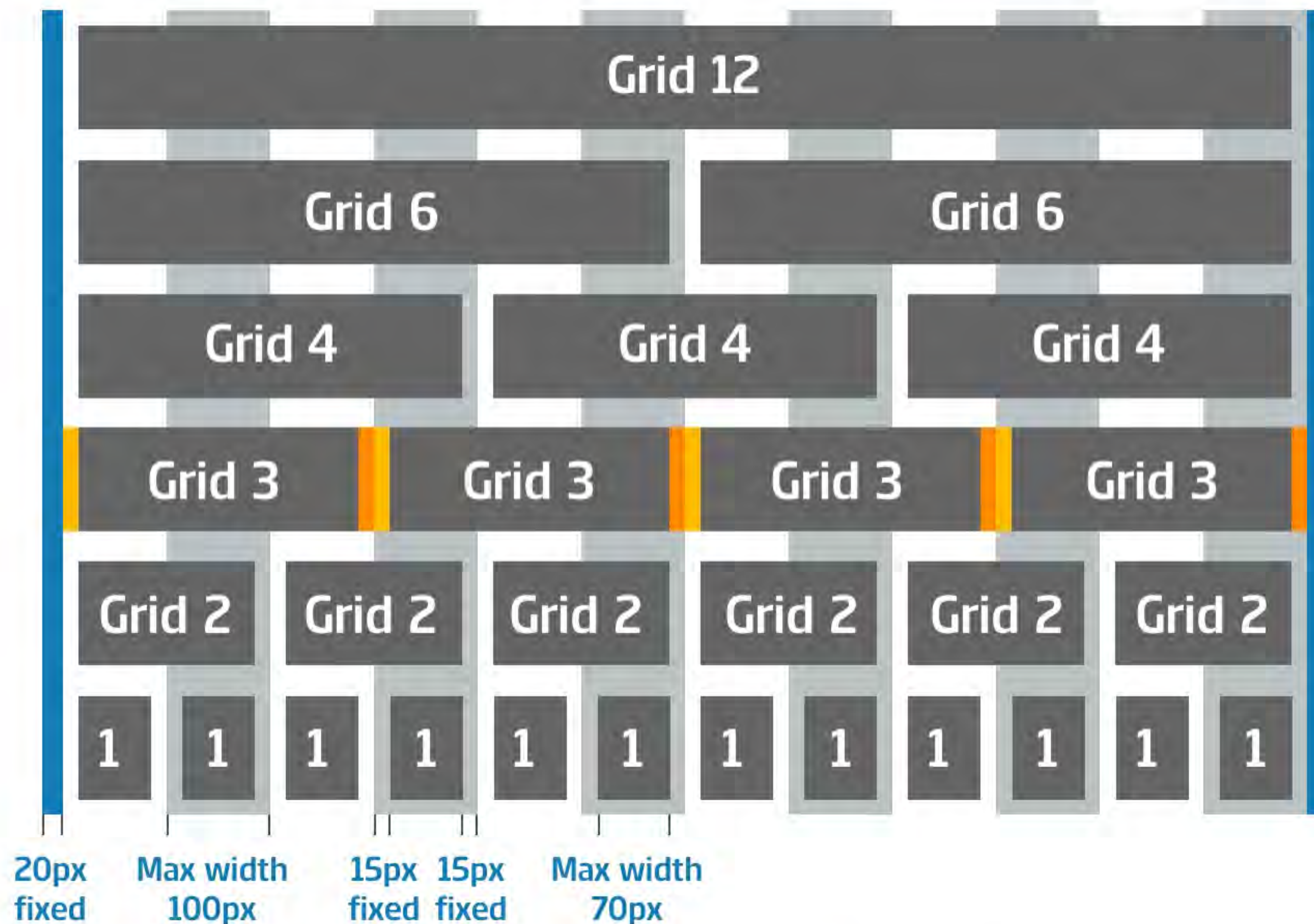
PDF document download/open in new tab



Edit

Grid structure

4. Grid & page structure



Scale 1:2

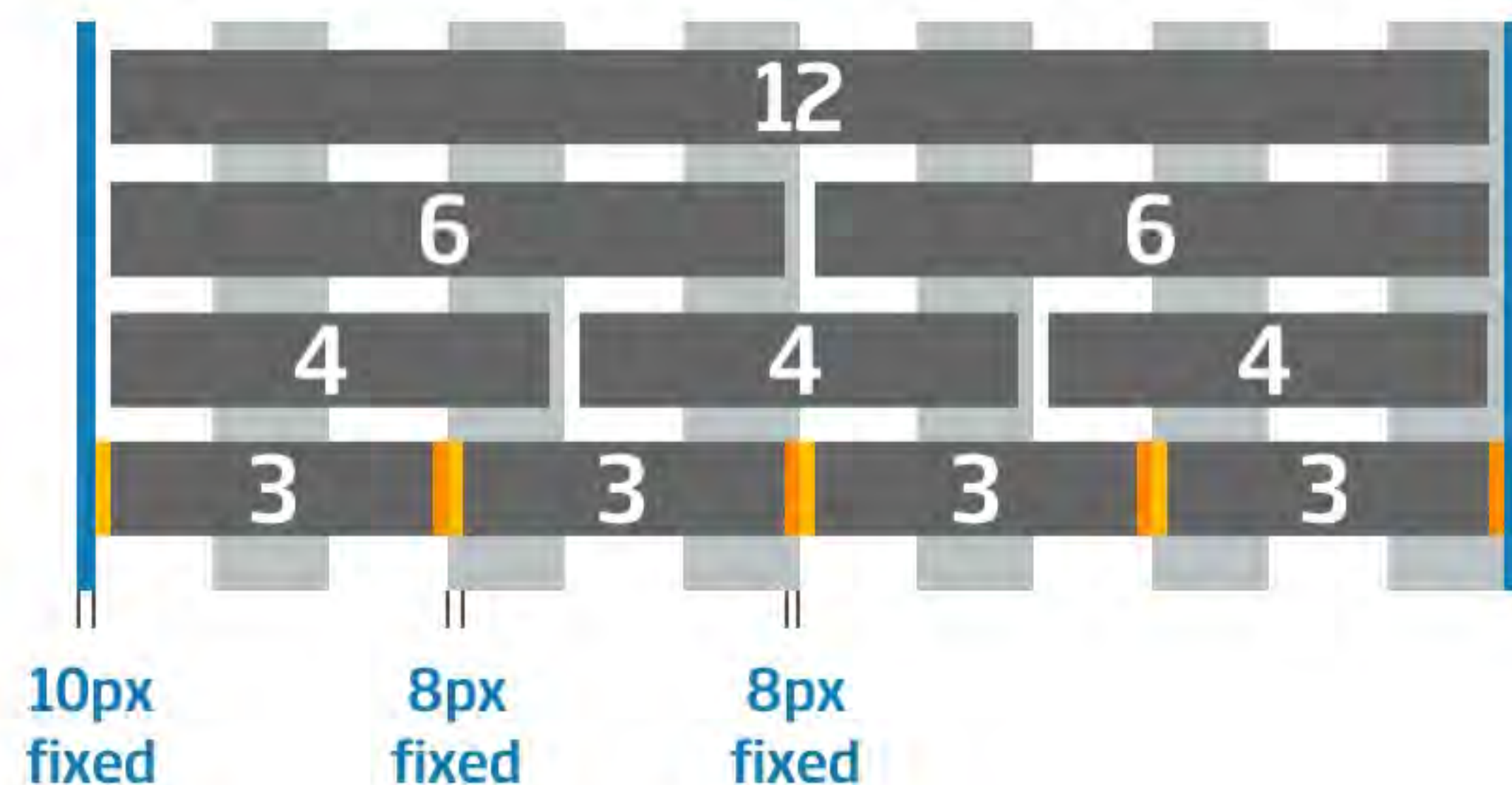
769px →

Grid structure

Any sensible combination of columns can be used to complete the 12 columns. Columns can also be left blank for extra spacing between content elements.

The grid structure is made up of 12 flexible percentage-based columns, fixed margins and padding with a max width of 1200px.

The grid uses fixed margins and padding to help the balance of the page. The fixed margins [shown in Alt Blue] sit outside the content container and are 20px left/right. Each column has a padding of 15px left/right [shown in SL Yellow and Alt Yellow].

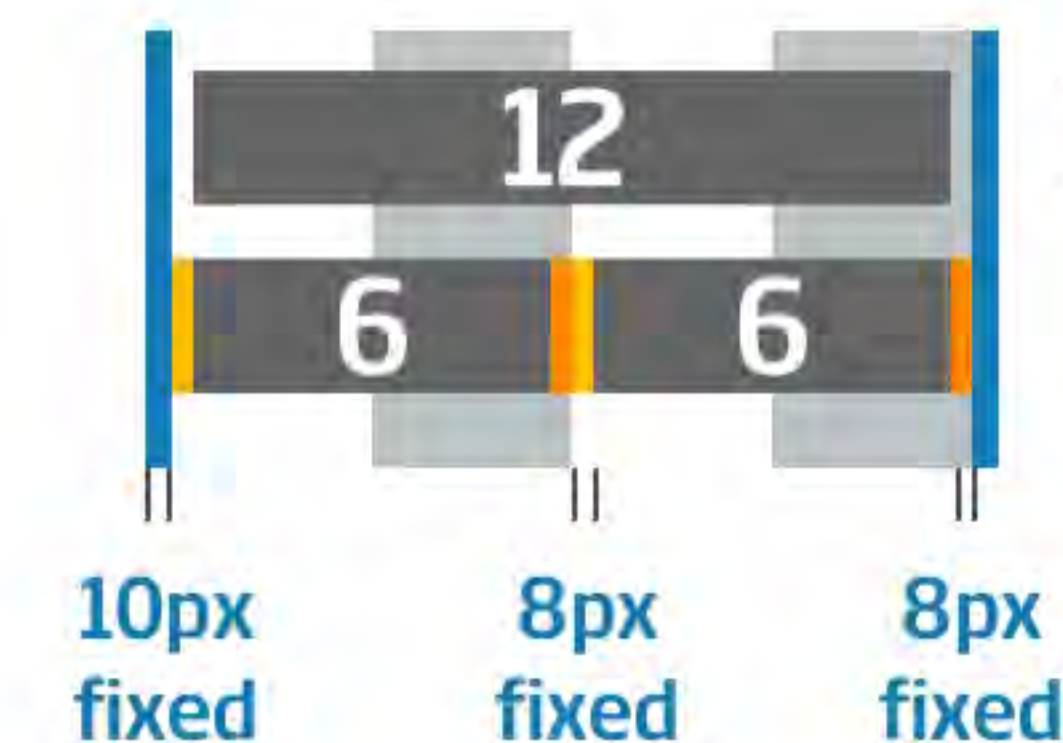


Scale 1:2

601px ↔ 768px

For a device viewport of 768px and smaller the fixed margin becomes 10px either side and the padding becomes 8px.

The minimum size of a column should be 3.



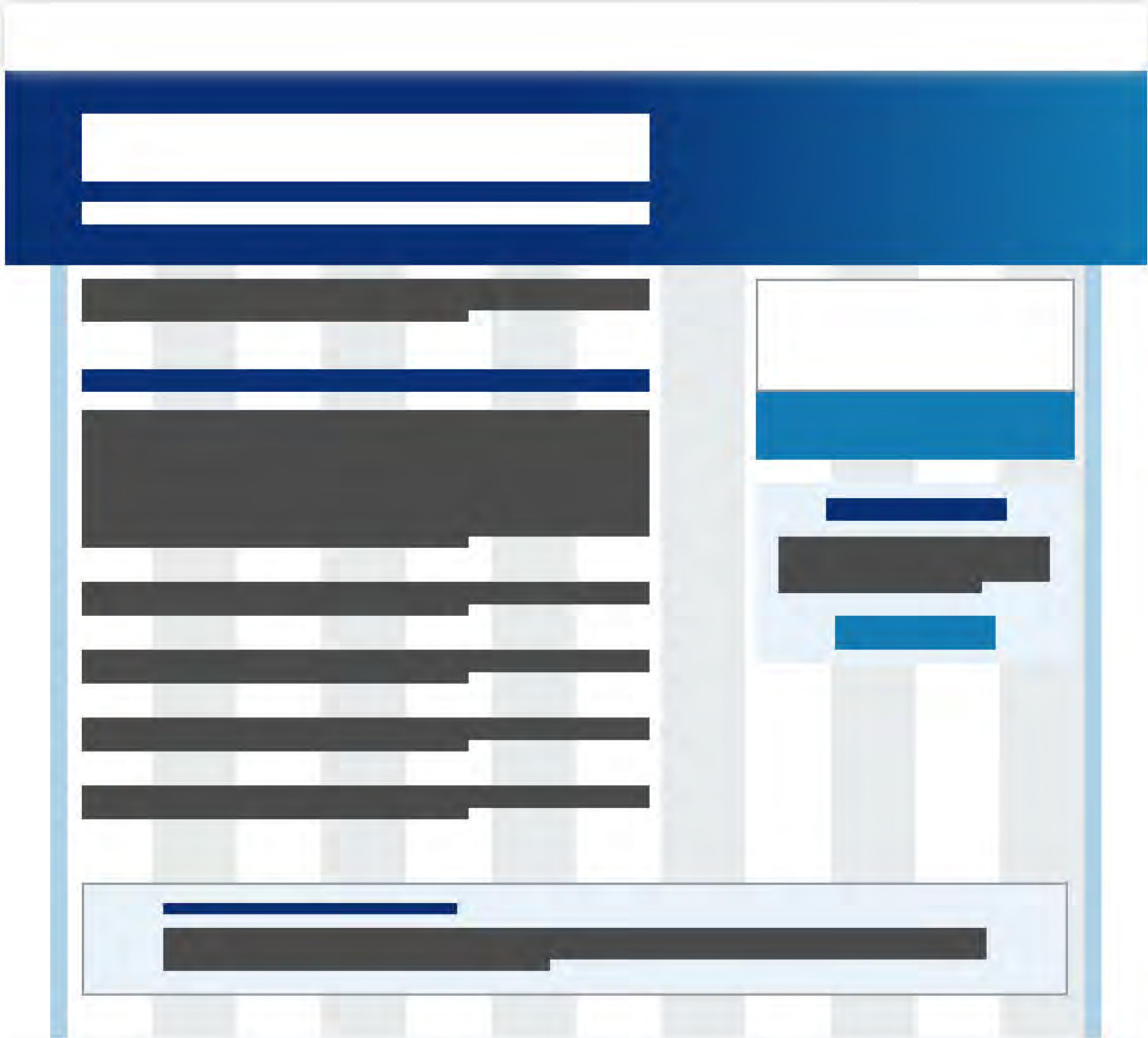
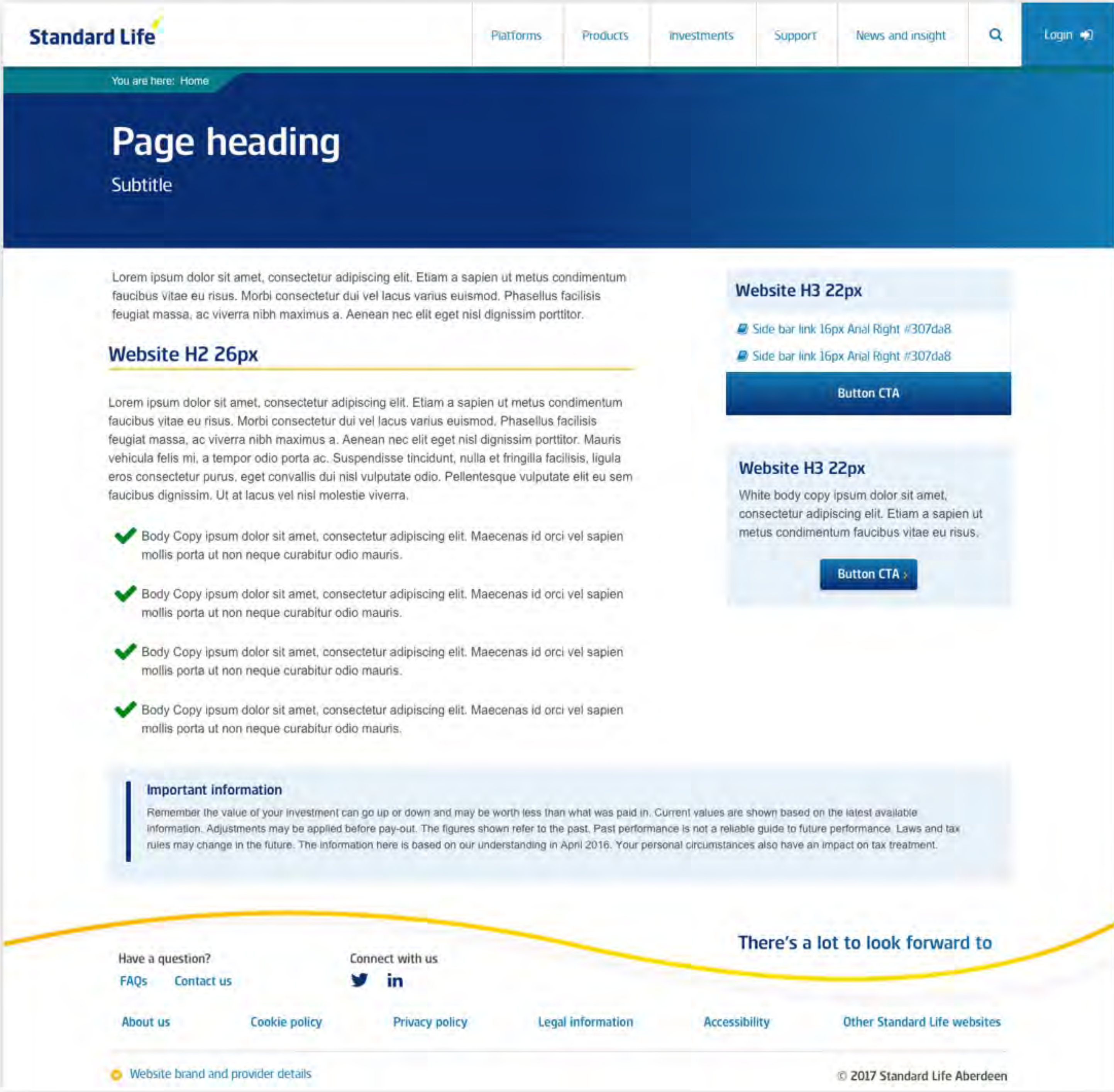
Scale 1:2

← 600px

The minimum size of a column should be 6.

Content page structure

4. Grid & page structure



7 columns

4 columns

12 columns

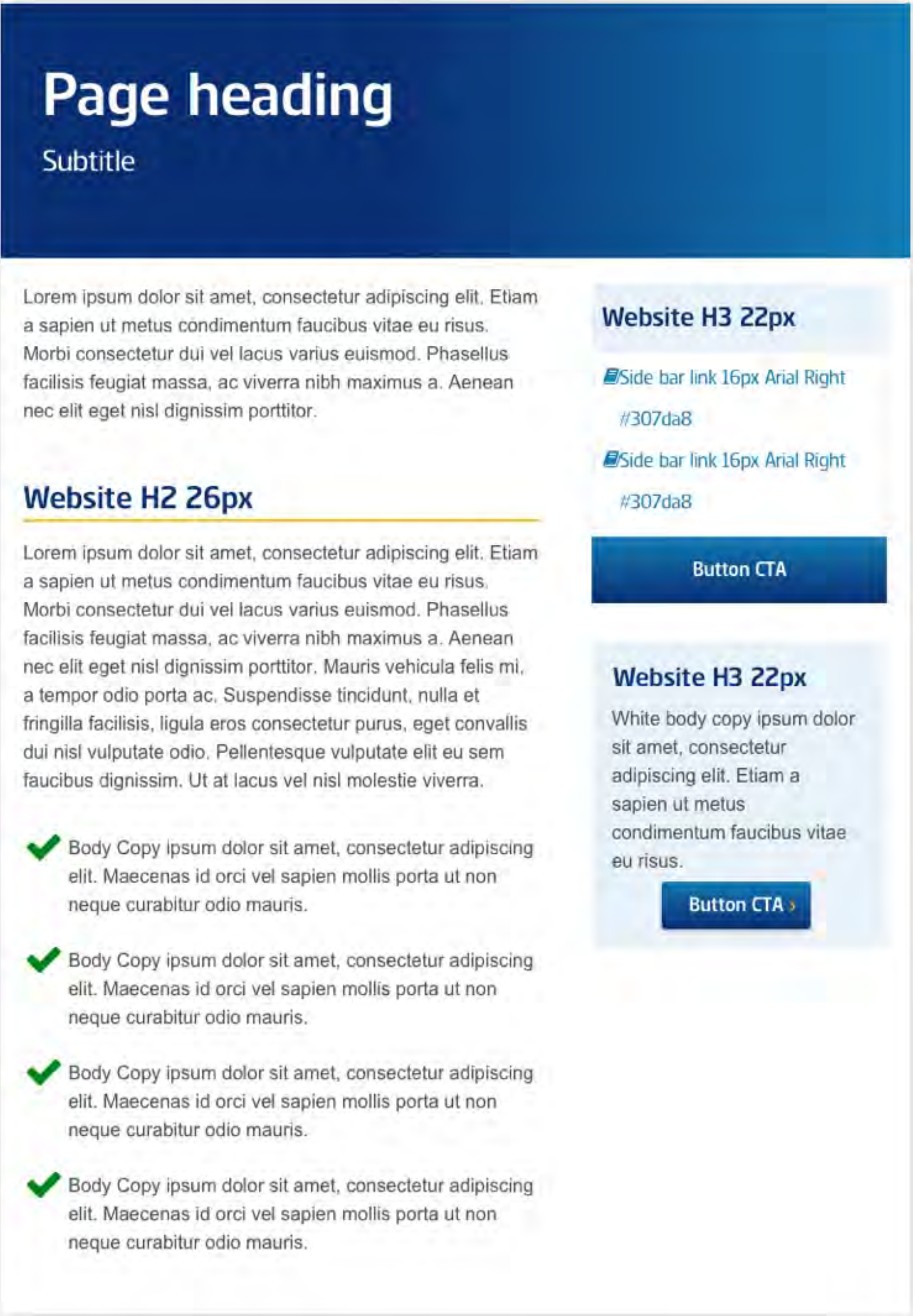
Content page structure usage

For pages that contain large amounts of copy a 7 column structure should be used. Other content can expand beyond the 7 columns if required such as tables, graphs, etc.

If content is required on the RHS then it should use a 4 column structure with a single column gap inbetween.

Content page structure @ tablet/mobile sizes

4. Grid & page structure

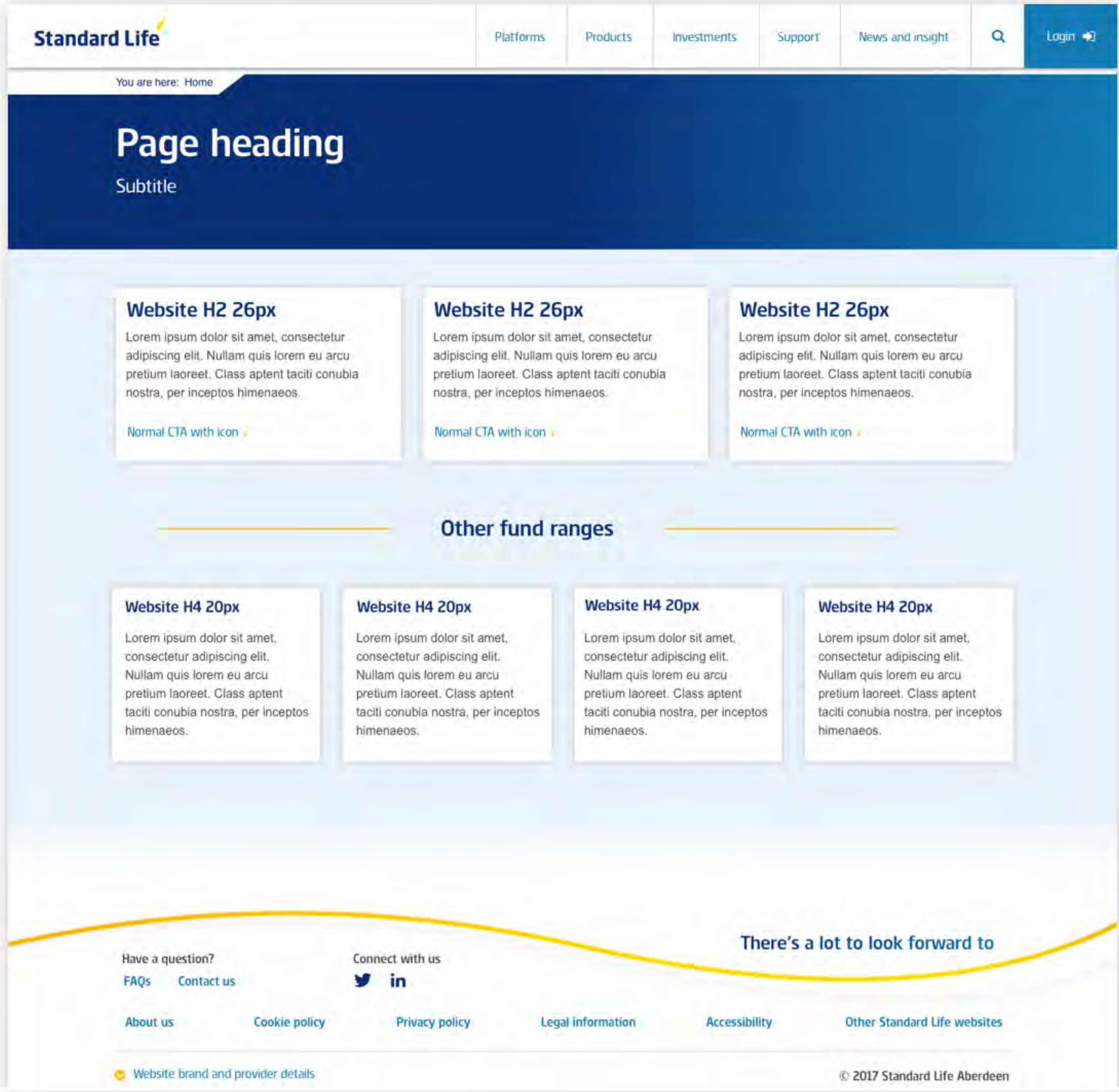


Content page @ tablet
Content remains in the 7 - 1 - 4 formation but each column is now significantly thinner

Content page @ mobile
All content changes into a 12 column formation with the left hand side first followed by the right hand side content

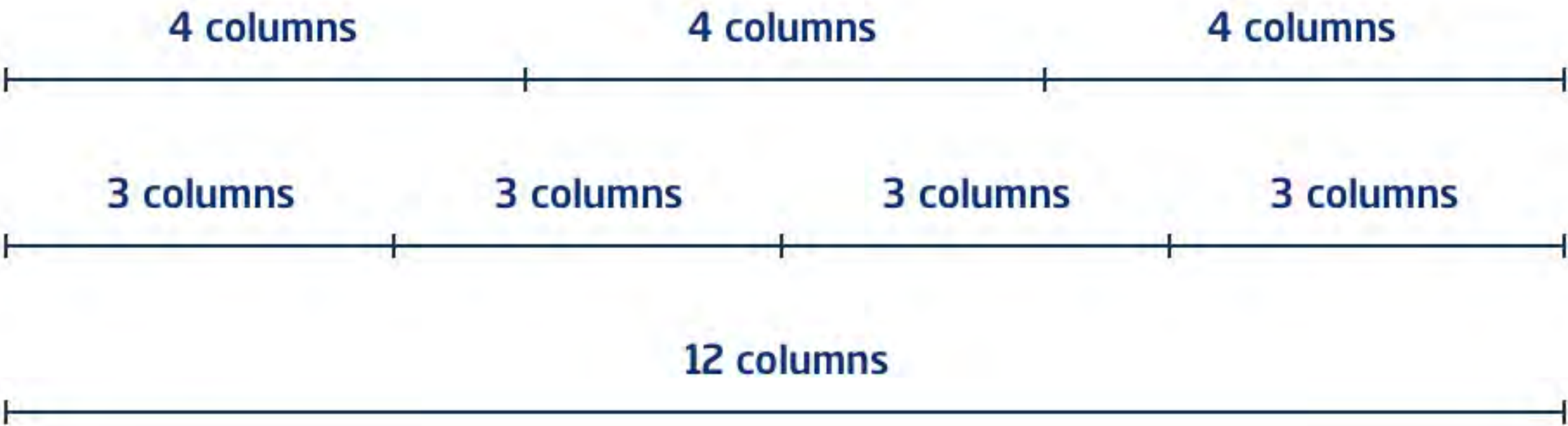
Landing page structure

4. Grid & page structure



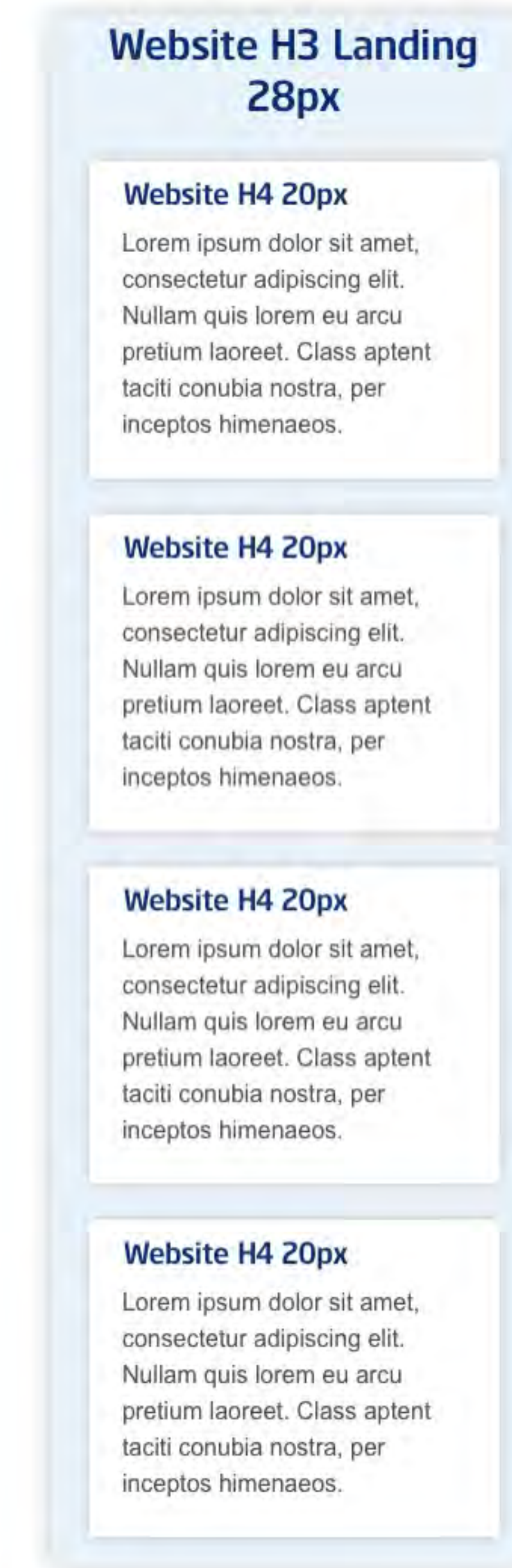
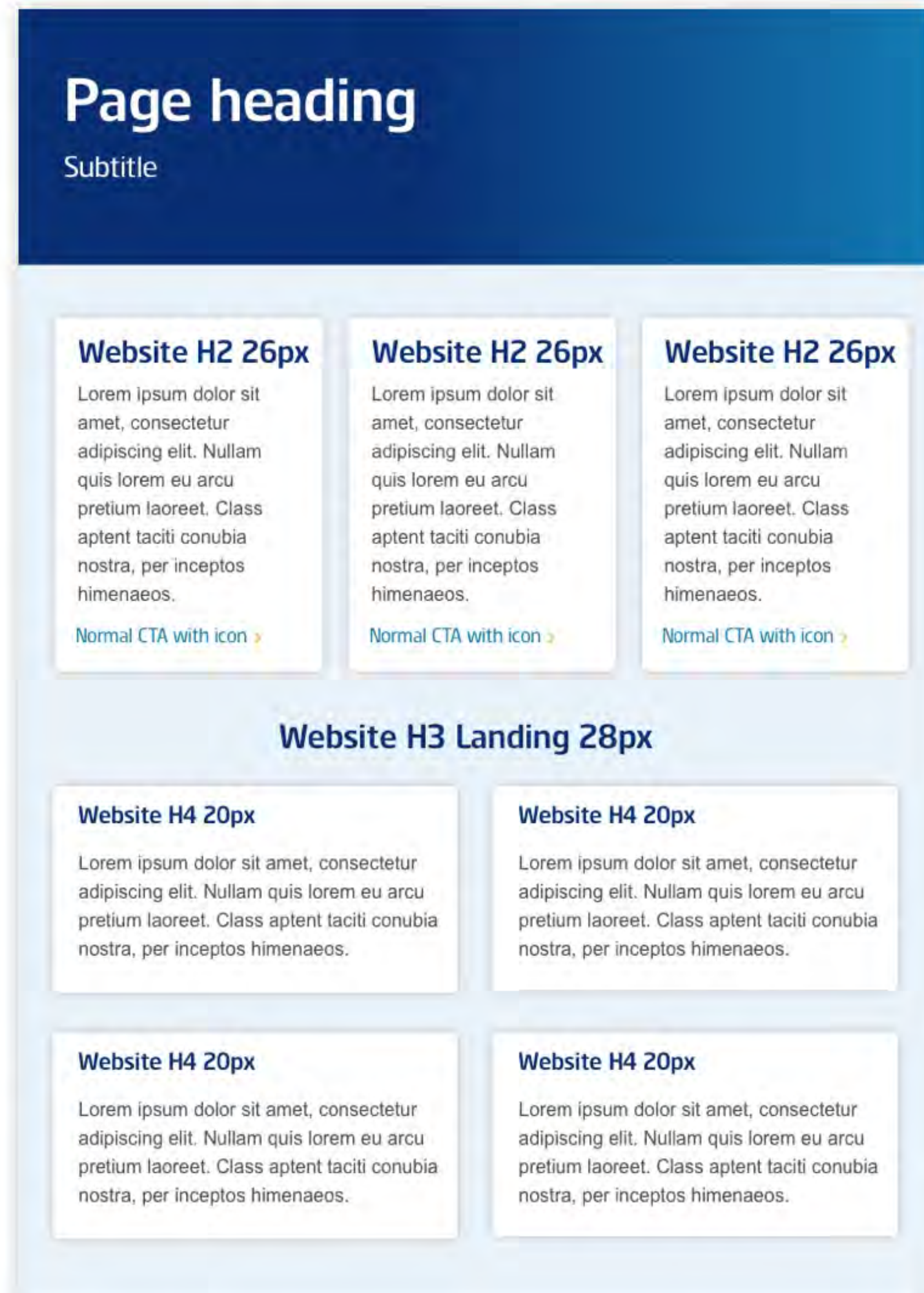
Landing page structure usage

Tiles that contain paragraph copy should not be smaller than 3 columns wide.



Landing page structure @ tablet/mobile sizes

4. Grid & page structure



Content page @ tablet

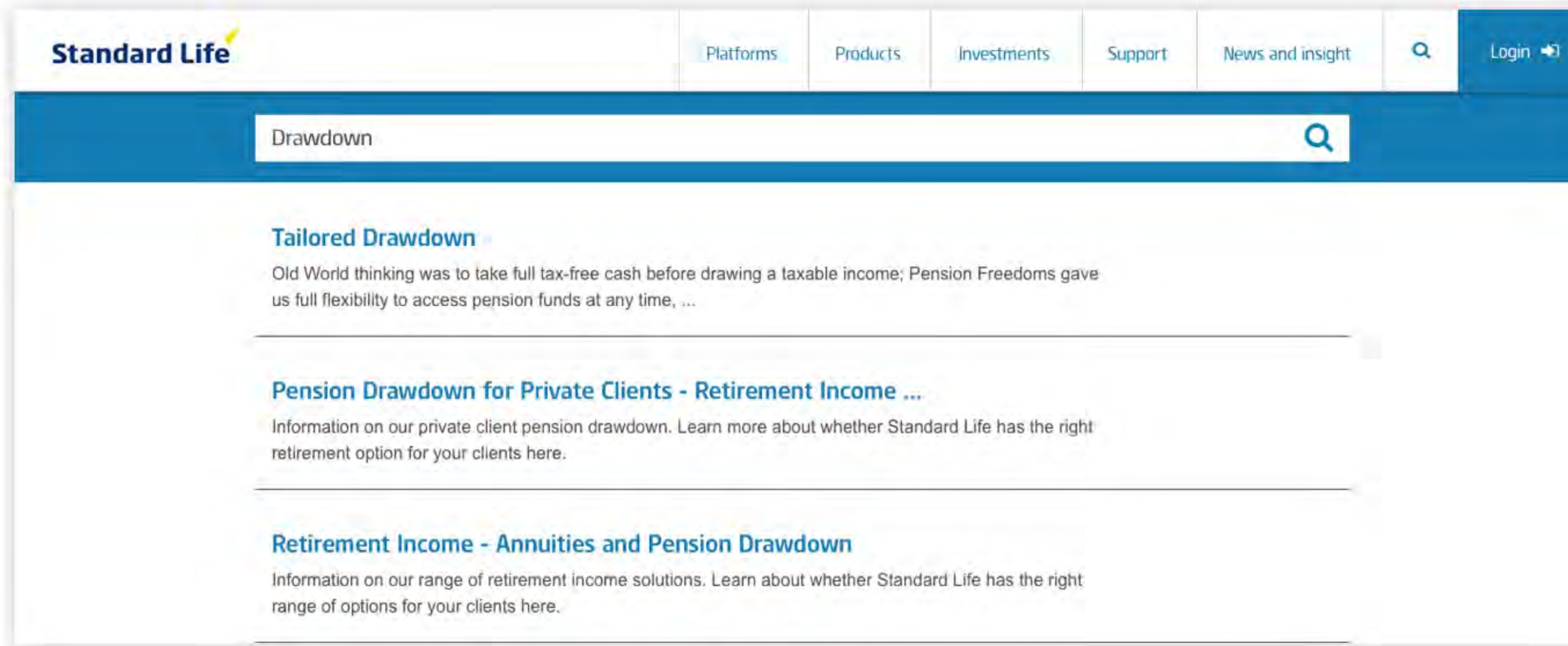
The first row remains in a 4 - 4 - 4 formation but the second row changes to 2 rows of 6 - 6

Content page @ mobile

All content changes into a 12 column formation with the first row followed by rows 2 and 3

Search results

4. Grid & page structure



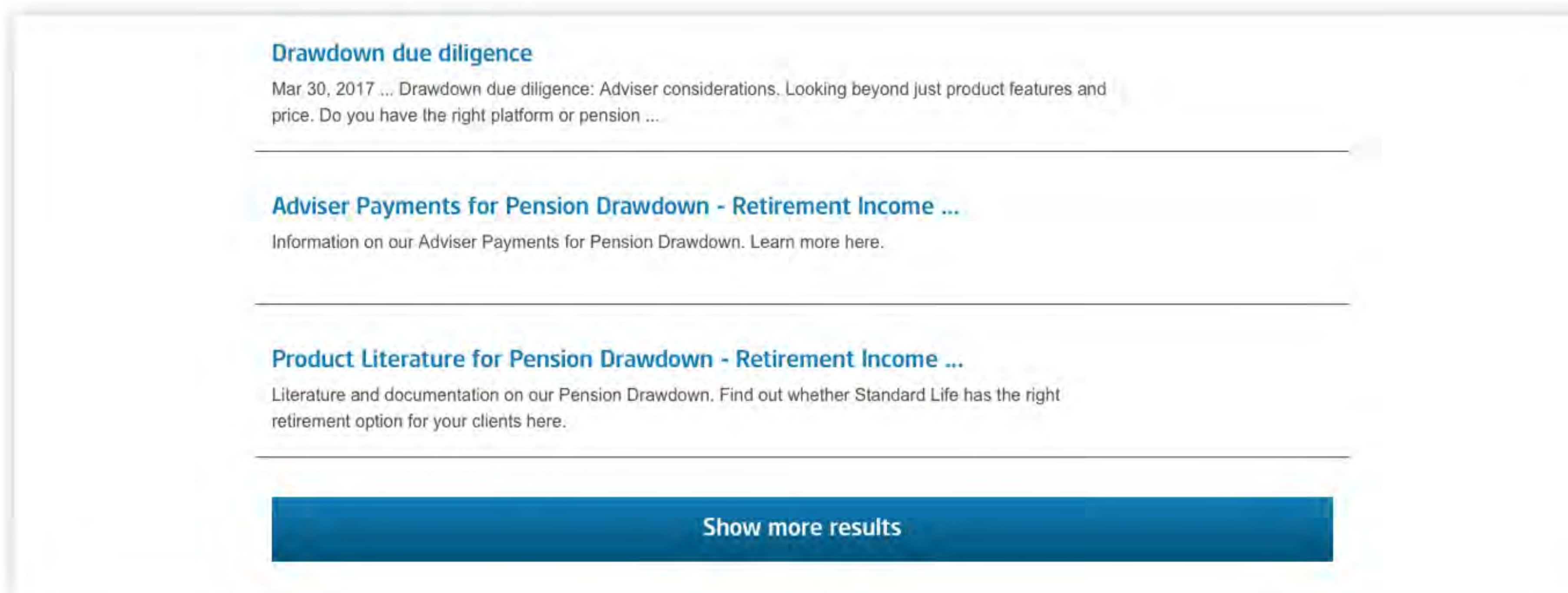
Scale 3:10

Search results bar

Search bar is 10 columns wide (970px) with SL Light 1.25em (20px) in UX Grey (#4b4b4b), padding 10px. Search icon is 1.25em (20px) in SL Alt Blue (#147cb3). Search background bar is SL Alt Blue (#147cb3), 100% width and padding 20px.

Search results

Page title is a link, H3 SL Alt Blue (#147cb3) with underline on hover. Copy is body copy in UX Grey (#4b4b4b) with maximum width of 8 columns (770px). Line is border-bottom 1px solid Tint Grey (#bac3c3) with margin-bottom 30px



Scale 3:10

Show more results button

Button is 10 columns wide (970px) with SL Reg 1.375em (22px) in UX White (#ffffff), padding top/bottom 25px.

Search results usage

Search results should be used on all Standard Life websites that require search functionality. 10 results should be shown initially, selecting 'Show more results' should continue to reveal another 10 results until all results are shown.

Currently used on:

Customer website

Website navigation

5. Navigation



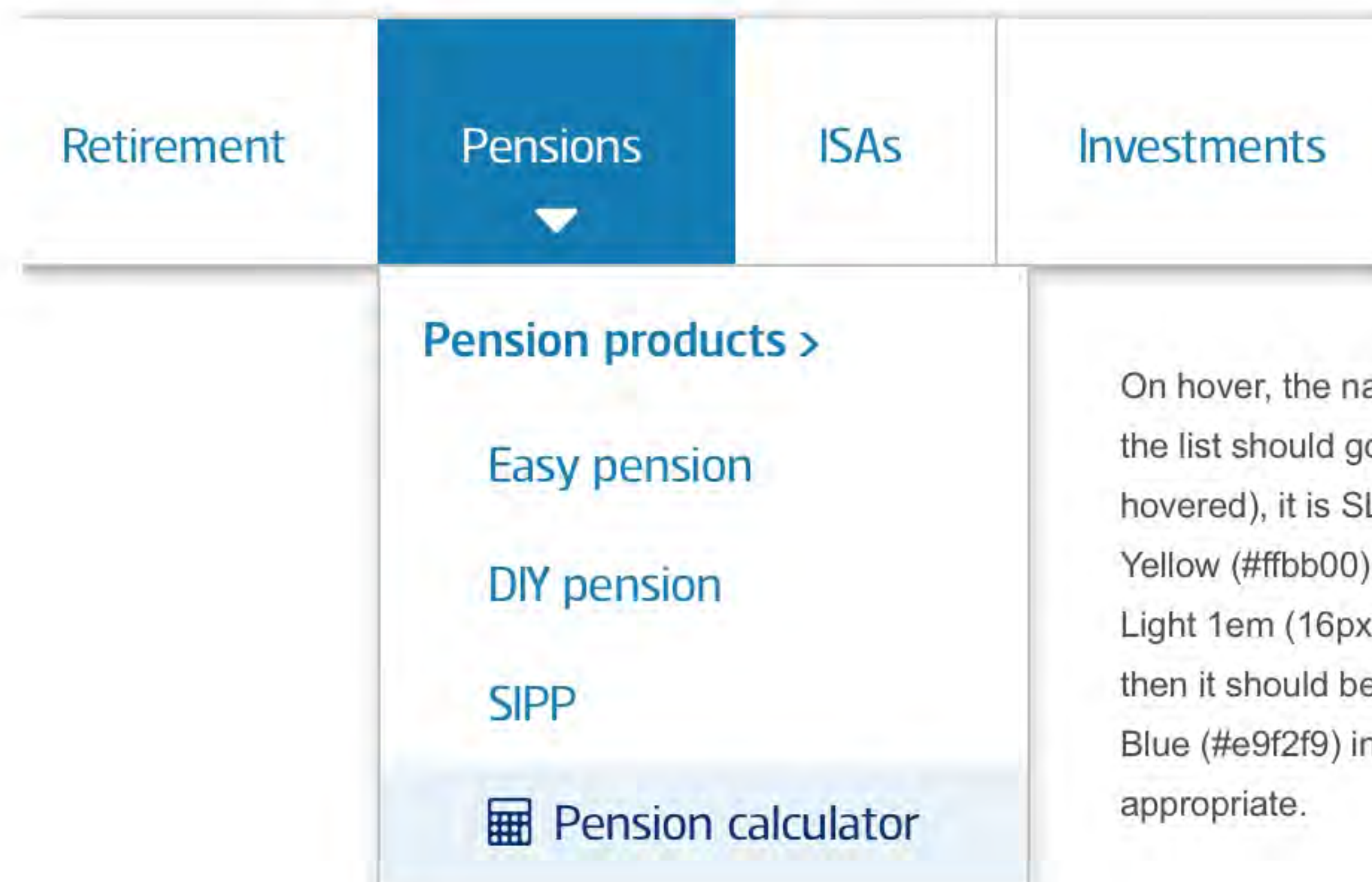
Navigation links are SL Reg 1em (16px) in SL Alt Blue (#147cb3) and padding top/bottom is 2.0625em (33px), total height should be 5.1875em (83px) with border-bottom 1px solid UX Alt Grey (#bac3c3) except on links with background colours. Padding left/right of each link can vary depending on number of links required. Divider is 1px wide in UX Alt Grey (#bac3c3). Search icon is 'fa-search', login icon is 'fa-signin'.

Website navigation usage

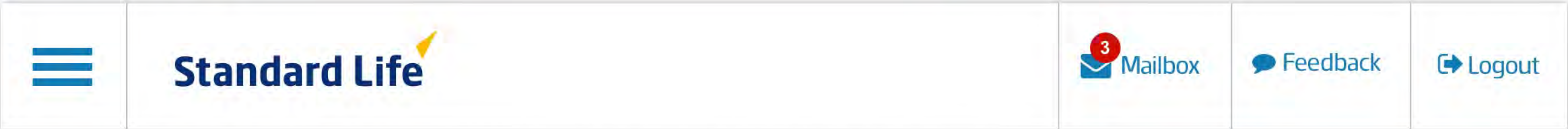
Website navigation should be used on all non-secure Standard Life websites. Search, Register and Login should always be the furthest right links if required. Login and register should be highlighted with different background colours from each other and rest of the navigation.

Currently used on:

Customer website
.Com website



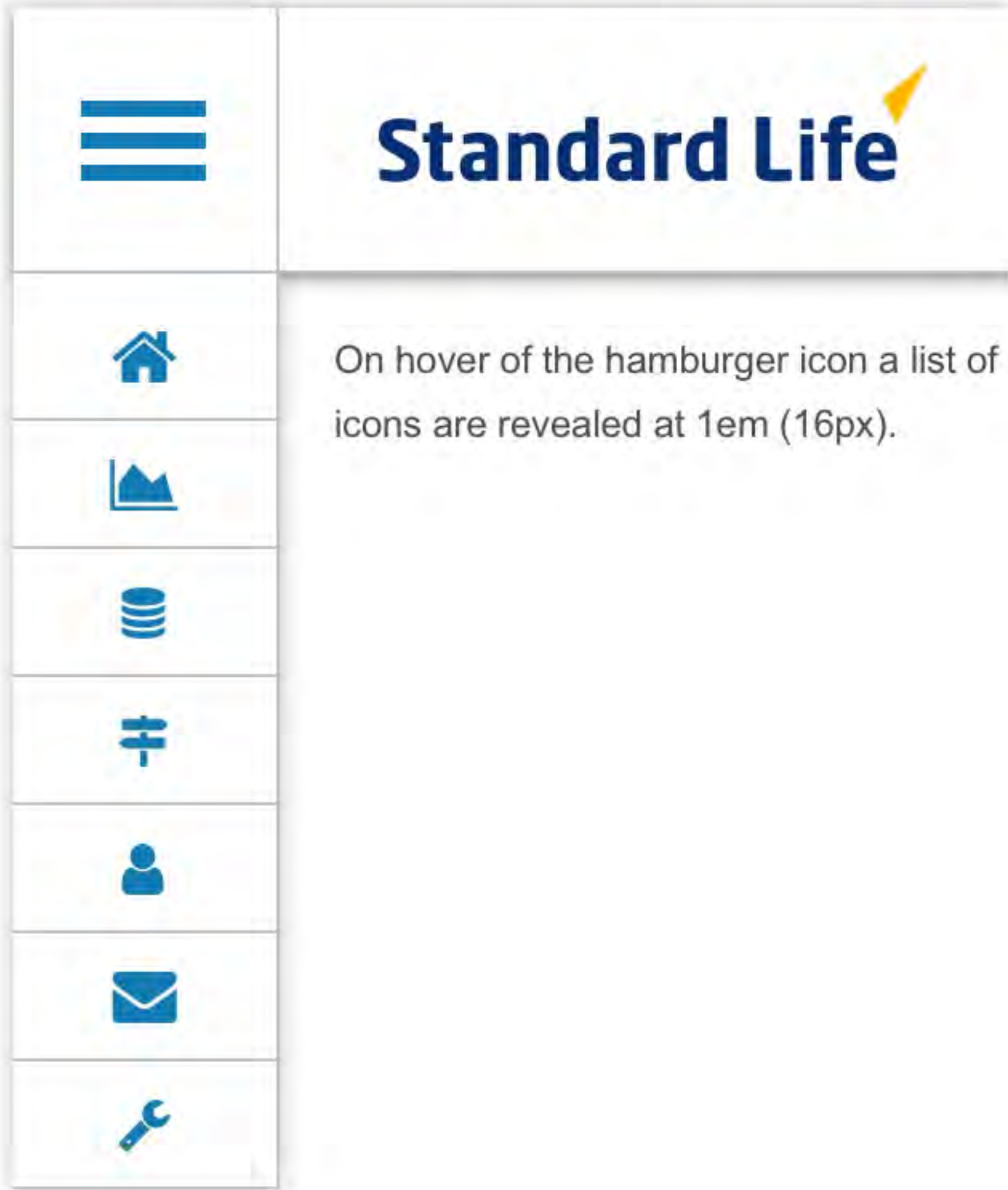
On hover, the nav link inverts and reveals a list of related links. The first link in the list should go to the same location as the nav link (if selected rather than hovered), it is SL Reg 1em (16px) in SL Alt Blue (#147cb3) with chevron in SL Yellow (#ffbb00). The rest of list should be indented 1.25em (20px) and are SL Light 1em (16px) in SL Alt Blue (#147cb3). If a specific link is to be promoted then it should be placed at the end of the list with a background colour of Pale Blue (#e9f2f9) in SL Light SL Blue (#0a2f73) centred, an icon can be added if appropriate.



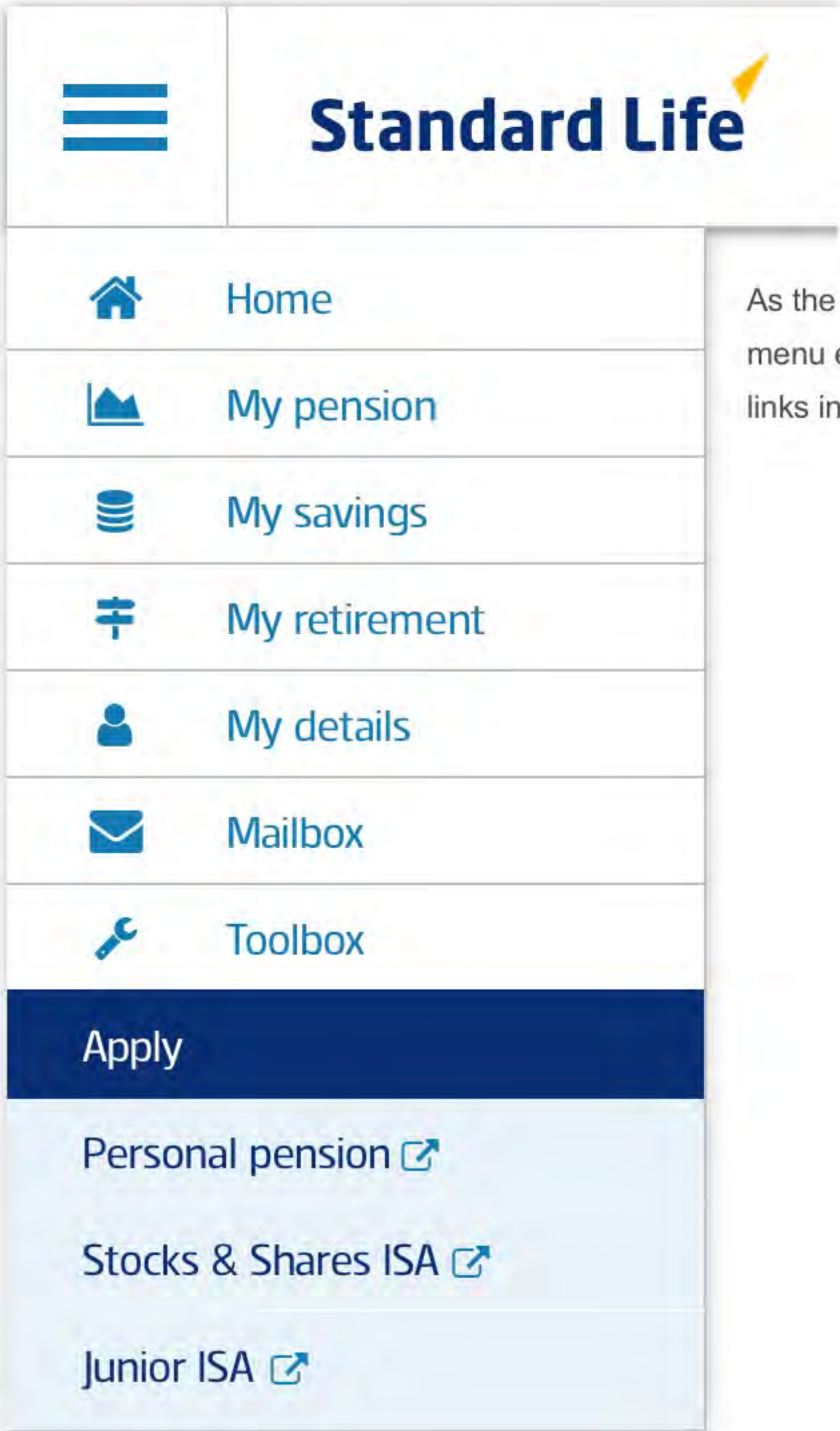
Navigation links are SL Reg 1em (16px) in SL Alt Blue (#147cb3) and padding top/bottom is 2.0625em (33px), total height should be 5.1875em (83px) with border-bottom 1px solid UX Alt Grey (#bac3c3). Padding left/right of each link can vary depending on number of links required. Divider is 1px wide in UX Alt Grey (#bac3c3). Mailbox notification is Arial Bold 0.75em (12px) in UX White (#ffffff), background is oval 1.25em (20px) in UX red (#d00f00).

Secure navigation usage
Secure navigation should be used on all secure Standard Life websites. Logout should always be the furthest right links if required.

Currently used on:
Customer dashboard



On hover of the hamburger icon a list of icons are revealed at 1em (16px).



As the mouse moves into the list the menu expands to reveal the full list of links including the Apply options.

Website/secure footer



Scale 3:4

Footer always appears at the bottom of the page, background width is 100% while the content will fill the maximum content width (1440px). Link headings and copyright statement are SL Reg 1em (16px) in Text Grey (#4b4b4b), links are SL Reg 1em (16px) in SL Blue (#0a2f73). Background is 185px in height, colour is Pale Blue (#e9f2f9), border-top 5px in SL Blue. Dividing lines are 1px in Alt Grey (#bac3c3) with a maximum width of 1160px. Accordion as normal but with SL Blue (#0a2f73) as link colour for accessibility.

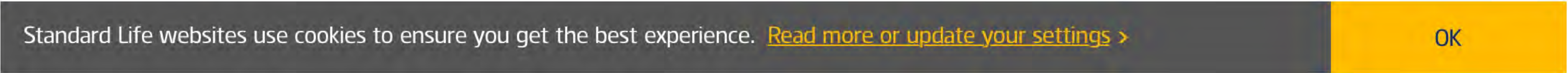
Website/secure footer

Footer should be used on all Standard Life websites

Currently used on:

- Customer dashboard
- Customer website
- SL Adviser website
- Elevate Platform website
- Workplace website
- .Com website

Cookie policy



Cookie policy position is fixed to the bottom of the page, width is 100%. Copy is 85% width, background UX Grey (#4b4b4b) at 0.95 opacity with SL Light in UX White (#####) 1em (16px), link is SL Yellow, padding is 13px 18px. Link on hover, text becomes UX White (#####). Button is 15% width, background UX Yellow (#ffbb00) with SL Light in SL Blue (#0a2f73) 1em (16px). Button on hover, button text becomes underlined.

Cookie policy usage

Cookie policy should be used on all Standard Life websites

Currently used on:

- Customer dashboard
- Customer website
- SL Adviser website
- Elevate Platform website
- Workplace website
- .Com website

Heading


This is link number 1


This is link number 2


This is link number 3


This is link number 4

View all information

Heading


This is link number 1


This is link number 2


This is link number 3


This is link number 4

Sidebar navigation usage

Use when secondary navigation for a page is required. Ideal for containing links, download links or information that is relevant to the page topic.

Currently used on:

Customer website

Heading

This is link number 1

This is link number 2

This is link number 3

This is link number 4

View all information

No Answer Selected
 Question text in h4 style; grid of buttons 20px below;Buttons: 288px by 48px, 2px stroke in SL Aqua (#087c89) with 32px margins between, text in h4 style, 72px from left, vertically centered;
 Optional escape link at right, 24px below

Progress bar

5. Navigation



Incomplete or not attempted step

Circle 48px width/height with border 1px solid Alt Blue (#147cb3); Label H6 UX Grey

Can also include either a number (font size 1.875em or 30px) or an icon (height 1.25em or 20px) depending on the situation



Completed step

Circle 48px Alt Blue (#147cb3) width/height, border 1px solid Alt Blue (#147cb3) and 'fa-check' height 1.25em (20px) UX White (ffffff); Label H6 UX Grey (#4b4b4b)



Active or editing step

Circle 48px SL Blue (#0a2f73) width/height, border 1px solid Alt Blue (#147cb3) and 'fa-pencil' height 1.25em (20px) UX White (ffffff); Label H6 SL Blue (#0a2f73)



Hover step

Circle 48px UX White (ffffff) width/height, border 1px solid Alt Blue (#147cb3) and 'fa-check' height 1.25em (20px) Alt Blue (#147cb3); Label H6 Alt Blue (#147cb3)

Progress bar incomplete

Rectangle 5px height Pale Grey (#f5f6f7)

Progress bar complete

Rectangle 5px height Tint Grey (#bac3c3)

Progress bar usage

This element gives a clear indication of progress, and sets context in regards to steps completed, current step, and upcoming steps. (Based on Google's 'Steppers', with some modifications)

Implement at the top of the page, below the header.

Depending on the channel, platform or journey it may be possible to use the progress bar to move forward/back through the journey by selecting a step. Example: In Wrap it is possible to use the progress bar to move through the journey however in Customer the progress bar is for showing the progress only.

Primary CTA button (Customer)

Button CTA >

Static - 40px tall rectangle, 3px rounded corners with gradient fill: top Alt Blue (#147cb3), bottom SL Blue (#0a2f73), drop shadow: 0px 2px 4px 0 in #c1c1c1; white 16px SL Reg font text with padding: 0 15px, except chevron in SL Yellow (#ffbb00). Text and chevron should be centered within the background.

Button CTA >

Hover - Change fill to SL Blue (#0a2f73)

Button CTA >

Focus - Bg color & outline become Alt Yellow (#ffdd00), text/chevron become SL Blue (#0a2f73)

Button CTA >

Inactive - Change opacity to 30%

Primary CTA button

Primary CTA that takes user to another SL page or to the next step in the journey.

Do not add icons into CTA buttons; use the Yellow chevron only.

Primary action button (Customer)

Button CTA

Static - As Primary CTA button but no chevron

Button CTA

Hover - As Primary CTA button but no chevron

Button CTA

Focus - Bg color & outline become Alt Yellow (#ffdd00), text/chevron become SL Blue (#0a2f73)

Button CTA

Inactive - Change opacity to 30%

Primary action button usage

This button triggers in-page action, and does not have a chevron.

For example, used to navigate within steps of a journey.

Do not add icons into Action buttons.

Super CTA button

Super CTA button >

Static - 40px tall rectangle, minimum width 120px, 3px rounded corners with gradient fill: top #cb4f00, bottom #8d4301, drop shadow: 0px 2px 4px 0 in #c1c1c1; white 16px SL Reg font text with padding: 0 15px, except chevron in Alt Yellow (#ffbb00)

Super CTA button >

Hover - Change fill to Dark Orange (#cb4f00)

Super CTA button >

Focus - Bg color & outline become Alt Yellow (#ffdd00), text/chevron become SL Blue (#0a2f73)

Super CTA button >

Inactive - Change opacity to 30%

Super CTA button usage

Use if there is a need to highlight the most important CTA on page, start a key journey or make it stand out from standard primary CTA.

One per page.

Do not add icons into CTA buttons; use the Yellow chevron only.

Adviser variant

Button CTA >

Static - 40px tall rectangle, 3px rounded corners with gradient fill: top #087c89, bottom #0a2f73, drop shadow: 0px 2px 4px 0 in #c1c1c1; white 16px SL Reg font text with padding: 0 15px, except chevron in SL Yellow (#ffbb00). Text and chevron should be centered within the background.

Button CTA >

Hover - Change fill to Aqua (#087c89)

Button CTA >

Focus - Bg color & outline become Alt Yellow (#ffdd00), text/chevron become SL Blue (#0a2f73)

Button CTA >

Inactive - Change opacity to 30%

Adviser primary CTA button

Use exclusively for Adviser marketing

Workplace variant

Button CTA >

Static - 40px tall rectangle, 3px rounded corners with gradient fill: top Purple (#6e3694), bottom SL Blue (#0a2f73), drop shadow: 0px 2px 4px 0 in #c1c1c1; white 16px SL Reg font text with padding: 0 15px, except chevron in SL Yellow (#ffbb00). Text and chevron should be centered within the background.

Button CTA >

Hover - Change fill to Purple (#147cb3)

Button CTA >

Focus - Bg color & outline become Alt Yellow (#ffdd00), text/chevron become SL Blue (#0a2f73)

Button CTA >

Inactive - Change opacity to 30%

Workplace primary CTA button

Use exclusively for Workplace marketing

Ghost button

Ghost button >

Static - 38px tall rectangle, 3px rounded corners with 1px border solid UX White (#ffffff) and no fill. Alt Blue (#147cb3) 1em SL Reg font text with padding: 0 15px, chevron in SL Yellow (#ffbb00)

Ghost button >

Hover - Change fill to UX White (#ffffff) and label to Alt Blue (#147cb3)

Ghost button >

Focus - Bg color & outline become Alt Yellow (#ffdd00), text/chevron become SL Blue (#0a2f73)

Ghost CTA button

This can only be used if there are multiple CTAs required on a single colour block. The primary of the two actions should use the Secondary button style and the other this Ghost button style.

Secondary CTA button

Secondary CTA button >

Static - 38px tall rectangle, 3px rounded corners with 1px border solid #9eaaaf and gradient fill: top #ffffff, bottom #f5f6f7, drop shadow: 0px 2px 4px 0 in #c1c1c1; #147cb3 1em SL Reg font text with padding: 0 15px, chevron in Alt Blue (#147cb3)

Secondary CTA button >

Hover - Change fill to White (#ffffff) and text/chevron color to SL Blue (#0a2f73)

Secondary CTA button >

Focus - Bg color & outline become Alt Yellow (#ffdd00), text/chevron become SL Blue (#0a2f73)

Secondary CTA button >

Inactive - Change opacity to 30%

Secondary CTA button

This can be used for secondary actions and can be used more than once on a page.

This should be used for a 'Back' navigating button and the chevron will point left and be positioned on the left.

If primary and secondary buttons are positioned together, the secondary button should be placed to the left.

Secondary action button

Secondary Action button

Static - As Secondary CTA button but no chevron

Secondary Action button

Hover - As Secondary CTA button but no chevron

Secondary Action button

Focus - Bg color & outline become Alt Yellow (#ffdd00), text/chevron become SL Blue (#0a2f73)

Secondary Action button

Inactive - As Secondary CTA button but no chevron

Secondary action button usage

This button triggers in-page action, and does not have a chevron.

For example 'Save' or 'Create report'.

Table or form button

Table button

Static - 24px tall rectangle, 75px minimum width: 12px rounded corners with 1px border solid #9eaaaf and gradient fill: top #ffffff, bottom #F5F6F7, #147cb3 14px Arial font text with padding: 5px 15px

Table button

Hover - Change fill to White (#ffffff), text to SL Blue (#0a2f73)

Table button

Focus - Bg color & outline become Alt Yellow (#ffdd00), text becomes SL Blue (#0a2f73)

Inactive - Do not show

Table or form button usage

When an action is required inside of a table or alongside a form field.

Radio button

Selected

Selected - Outer circle is 20px with 2px border SL Alt Blue (#147cb3). Inner circle is 15px Alt Blue (#147cb3). Label is Arial 16/18px SL Alt Blue (#147cb3).

Unselected

Unselected - Same as Selected but without the inner circle.

Hover

Hover - On hover Outer circle and label changes to SL Blue (#0a2f73). Label is underlined. No hover state for already selected radio button.

Radio button usage

The radio button is used when a default decision has been taken for the user. In the majority of scenarios the user will not need to change this decision.

If there are more than 5 options consider using a dropdown.

Depending on where the Radio button is used the label size can be either 16/18px. 18px should be used when the radio button is alongside a heading.

Radio button block

Unselected

No Answer Selected - Label/question text in SL Light 16px #4b4b4b; grid of buttons 15px below; Buttons: Minimum width of 172px and height 38px, 2px stroke in Alt Blue (#147cb3), 3px corner radius with 30px margins between buttons, text is 18px in Alt Blue, vertically and horizontally centered. Buttons on the same row should all be the same size.

Hover

Hover - Text becomes underlined and SL Blue (#0a2f73). Button background colour becomes Pale Blue (#e9f2f9), stroke becomes SL Blue (#0a2f73).

Selected

Selected - Text becomes white. Button background colour becomes Alt Blue (#147cb3)

Sel. Hover

Selected Hover - Text becomes underlined. Button background and border colour becomes SL BLue (#0a2f73)

Disabled

*Preferably disabled options will not be shown: Unselected Disabled - Text becomes Grey (#4b4b4b). Button background colour becomes White (#4b4b4b), border becomes dashed and Grey (#4b4b4b)

Form/journey radio button usage

These buttons allow for decision trees and dynamic feedback based on user's answer choices.

Whenever we need to gather data about a user's situation or give them customized guidance.

These buttons should be used in complicated forms or journeys when only a single answer is required.

If more than 4 answer options are required think about using the 'Dropdown Form Field Input'.

Toggle

Left  Right

Left  Right

Toggle - Switch is 22px by 22px with 1px border SL Blue (#0a2f73), drop shadow 0 2px 3px 0 Alt Grey (#c1c1c1). Toggle BG is 33px wide, 14 px high, corner radius 7px and Alt Grey (#c1c1c1). Text is SL Light 1em.

 On

Toggle On/Yes - Same as toggle but Toggle BG is Alt Blue (#147cb3) and only active label is shown.

 Off

Toggle Off/No - Same as toggle but Switch is white with border Alt Blue (#147cb3) and only active label is shown.

 On (disabled)

Toggle Disabled - Same as toggle but Switch colour and border are Grey (#4b4b4b),

Toggle usage

The toggle is used to switch between states or views.

If there is no clear 'Off' or 'No' state then the toggle only moves, it does not change colour.

The toggle can be used to turn on/off sections from a form/journey depending on the users requirements.

Checkbox

☐ Unselected

Unchecked - Square is 20px with 1px border Alt Blue (#147cb3). Label is SL Light 1em/1.125em (16/18px) Alt Blue (#147cb3).

☐ Hover

Hover - On hover border and label changes to SL Blue (#0a2f73). Label also has underline.

☒ Selected

Checked - Square becomes Alt Blue (#147cb3) and 'fa-check' is added in 1em (16px) white.

☒ Sel. Hover

Checked Hover - On hover square and label changes to SL Blue (#0a2f73). Label also has underline.

☒ Sel. Hover

Checked Disabled - Border, 'fa-check and label changes to Grey (#4b4b4b). Remove 'fa-check' for Unchecked Disabled.

Checkbox usage

The check box is used in a scenario where an extensive number of options can be selected.

Depending on where the check box is used the label size can be either 16/18px. 18px should be used when the check box also acts a heading, content may appear below depending on decision taken. 16px should be used when the checkbox is revealed due to a user action.

Checkbox block

☐ Unselected

Unchecked - Same as Unselected Radio button but add 16px square with 1px solid border Alt Blue #147cb3.

☐ Hover

Hover - Same as Hover Radio button but square added.

☒ Selected

Checked - Same as Radio Selected button but 'fa-check' added in White.

☒ Sel. Hover

Checked Hover - Same as Radio Selected Hover button but 'fa-check' added in White.

☒ Sel. Disabled

Checked Disabled - Same as Unselected Disabled Radio button but with 'fa-check' added in Grey (#4b4b4b).

☐ Disabled

Unchecked Disabled - Same as Unselected Disabled Radio button but with square added in Grey (#4b4b4b).

Checkbox block usage

The check box is used in a scenario where multiple options can be selected.

This style should be used in complex forms. It will allow for a quick review of the option(s) selected.

Single text input

Input label

Default - Label in 1.25em (20px) SL Light UX Grey (#4b4b4b), 1px line in UX Grey (#4b4b4b)

Input Label

User input|

Active/Focus - Label moves up, changes to 1em (16px) Alt Blue (#147cb3), Input text in 1.25 em (20px) UX Grey (#4b4b4b), Line changes to 3px Alt Blue (#147cb3)

Input Label

User input

Completed - Label in 1em (16px) UX Grey (#4b4b4b), 1px UX Grey line (#4b4b4b)

Form field usage

Any journey or page that requires forms.

Dropdown input

Dropdown label ▼

Default - Label is SL Light 1.25 em (20px) UX Grey (#4b4b4b), 1px line in UX Grey (#4b4b4b) with 'fa-caret-down' in Alt Blue (#147cb3).

Dropdown label

Dropdown item 1 ▼
Dropdown item 2
Dropdown item 3
Dropdown item 4

Open - Input text is SL Light 1.25em (20px) UX Grey (#4b4b4b). Box opens with 1px border solid Tint Grey (#9eaaaf), hover selection is highlighted with background colour Pale Blue (#e9f2f9). Maximum of 5 options can be shown, if more are required then the box becomes scrollable.

Dropdown label

Dropdown item 2 ▼

Active/Focus - Label moves up, changes to 1em (16px) Alt Blue (#147cb3), Input text in 1.25em (20px) UX Grey (#4b4b4b), Line changes to 3px Alt Blue (#147cb3)

Dropdown label

Dropdown item 2 ▼

Completed - Label is 1em (16px) UX Grey (#4b4b4b), Input text in 20px SL Light UX Grey (#4b4b4b), 1px line in UX Grey (#4b4b4b)

Dropdown form field usage

Any journey or page that requires dropdown forms.

Depending on content, if there are 4 or less options then the preferred style might be to use Radio buttons.

Tooltip

Input Label

User input|

Tool tip is Alt Blue (#147cb3), width and height 16px. Icon is 'fa-info', colour UX White (#ffffff), should float right and align with label.



Input Label

User input|

Tip appears as standard info box and body copy, could be used with a heading. Tip should become active on hovering and selecting the info button.



Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Date input

Date of birth

DD MM YYYY

Default - Label in 1.25em (20px) SL Light UX Grey (#4b4b4b), 1px line in UX Grey (#4b4b4b) and add 1.125em (18px) 'fa-calendar'

Date of birth

2|D MM YYYY

Active/Focus - Label moves up, changes to 1em (16px) Alt Blue (#147cb3), Input text in 1.25em (20px) SL Light UX Grey (#4b4b4b), Line changes to 3px Alt Blue (#147cb3)

Date of birth

20 10 1960

Completed - Label in 1em (16px) UX Grey (#4b4b4b), 1px UX Grey line

Date input usage

Use this style of Date input when the date being entered is more than 3 months in the future or the past.

Date picker

Start date

DD MM YYYY



Label and fields are the same as date input. Date picker button is 'fa-calendar' in Alt Blue (#147cb3) 22px in height and background 36px height and width, gradient from Pale Grey (#f5f6f7) bottom to UX White (#ffffff) top with 1px border Tint Grey (#bac3c3).

Start date

DD MM YYYY



<

September 2017

>

Su	Mo	Tu	We	Th	Fr	Sa
					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

Close

Calendar background is width 360px, height 310px with box shadow: 0 0 8px 0 in #c1c1c1; Header is H6 with background colour Pale Blue (#e9f2f9), month controls are 'fa-chevron-circle-left/right', SL Blue (#0a2f73), height 22px. Days and dates are Arial, 16px, UX Grey (#4b4b4b) and line-height of 45px and 30px between each column. Today's date is Alt Blue (#147cb3) and bold, hover background is Light Blue (#e9f2f9) 32px height and width, selected date is Alt Blue (#147cb3) 32px height and width, font changes to UX White (#ffffff). Close link uses Link style.

On selecting a date the calendar should have a delayed close so the user can see the selected state and the date fields be updated.

If dates in the past can not be selected then they should be disabled, colour Alt Grey (#c1c1c1), previous button should also be disabled, opacity 25% but should be active once the user moves a month forward.

Date picker usage

Use the Date picker when the date being entered is only 3 months in the future or the past or if the day of week is important.

Validation error states

Input Label

User input

Subtext

In-line Error Active/Focus - Label changes to UX Red (#d00f00), Line changes to 3px UX Red (#d00f00); Error message in Subtext Style, but UX Red (#d00f00) and add 'fa-flag' in UX Red, 1em (15px) height

Input Label

User input

Subtext

Error Completed but failed validation - Same as Error Active, but line changes to 1px and Input label changes to UX Grey (#4b4b4b). Once the user has re-entered the information and the input becomes inactive the styling returns to Completed shown on the previous page.

Dropdown label

Subtext

Error Inactive - Line changes to 1px UX Red (#d00f00); Error message in Subtext Style, but UX Red (#d00f00) add 'fa-flag' in UX Red (#d00f00), 1em (15px) height.

Input label

Unselected

Unselected

Unselected

Subtext

Input label

Unselected

Unselected

Unselected

Subtext

Error Radio button/Interactive question - Label changes to UX Red (#d00f00), Error message in Subtext Style, but UX Red (#d00f00) and add 'fa-flag' in UX Red, 1em (15px) height, stroke on box/circle changes to UX Red (#d00f00)

Input label

Unselected

Unselected

Unselected

Subtext

Input label

Unselected

Unselected

Unselected

Subtext



Body Copy ipsum dolor sit amet, consectetur adipiscing elit. Maecenas id orci vel sapien mollis porta ut non neque curabitur odio mauris.

Subtext

Error checkbox - Label changes to UX Red (#d00f00), Error message in Subtext Style, but UX Red (#d00f00) and add 'fa-flag' in UX Red, 1em (15px) height, outer and inner box stroke change to UX Red (#d00f00)

Validation/error states usage

Use when either a field or page has been validated and one or more errors need to be flagged.

Depending on the page you may want to consider also adding a 'flagged' Alert box.

Validation error messages

Input type	Error	Validation message	Examples
Text field	Nothing entered	'Label' is required	First name is required
	Invalid character	Enter a valid 'label' using 'valid characters'	Enter a valid provider name using letters and numbers only
	Criteria not met	The 'criteria' 'label' is 'value'	The minimum total regular monthly payment is £300
Date input	Criteria not met	Enter a valid 'label' using 'criteria'	Enter a valid date of birth using DD-MM-YYYY
		Enter a valid 'criteria' 'label'	Enter a valid 6-digit sort code
Dropdown	Nothing entered	'Label' selection is required	County selection is required
Radio button	Nothing entered	'Label' selection is required	Product selection is required
Checkbox	Nothing entered	At least one 'Label' selection is required	At least one product selection is required

Information box



White frame with box shadow: 0 0 8px 0 in Alt Grey (#c1c1c1); text frame has 24px margins within frame,

No box shadow; background colour Light Blue (#e9f2f9); 24px margins within frame,

Important information box

Important info

Subtext Copy style for all of that important info lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua lorem ipsum dolor sit amet, consectetur adipiscing.

No box shadow, background in Light Blue (#e9f2f9), left 8px wide band in SL Blye (#0a2f73) padded in 24px from left; title set in h5 style, content set in standard Body Copy style.

Checkbox information box



Body Copy ipsum dolor sit amet, consectetur adipiscing elit. Maecenas id orci vel sapien mollis porta ut non neque curabitur odio mauris.

No box shadow, background in Light Blue (#e9f2f9), checkbox same style as Alternative Checkbox, content set in standard Body Copy style.

Information box usage

Use for any important customer information, instruction or to pull out an extract of text from body copy. Both styles can be used together.

Currently used on:

Customer website
Customer dashboard

Important information box usage

Use for any important customer information or instruction or to pull out an extract of text from body copy. Reinforce important info that does not belong in the Primary Info style.

Currently used on:

Customer website
Customer dashboard

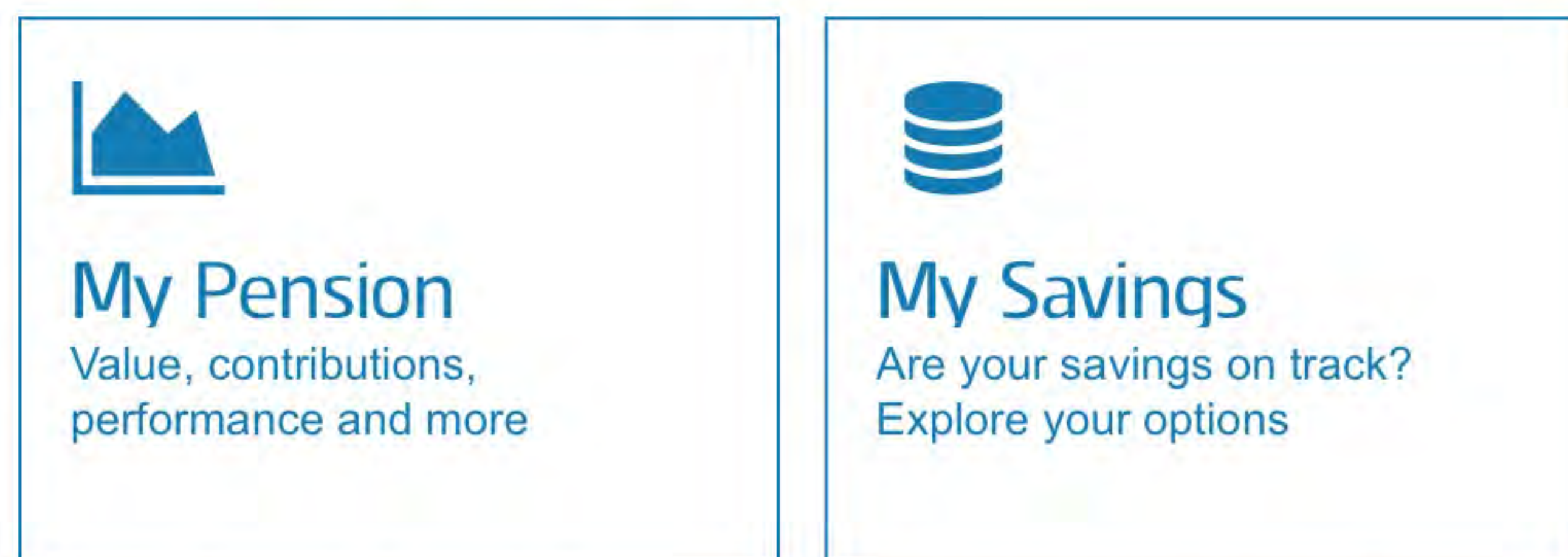
Checkbox information box usage

Use when you require to get the user to agree to a statement. An alternative option would be to use the Alternative checkbox style with copy above the checkbox.

Currently used on:

Customer website
Customer dashboard

Primary tile navigation



1px border solid in Alt Blue (#147cb3), heading is Secure H3 with subtext below in Alt Blue (#147cb3) and icon height is 35px.

Secondary tile navigation



Background in Pale Blue (#e9f2f9), heading is Secure H3 with subtext below in SL Blue (#0a2f73) and icon height is 35px.

Account actions



5px border solid in Pale Blue (#e9f2f9), CTA is SL Regular 16px in White (#ffffff) and icon height is 27px.

Primary tile usage

Use for the first set of navigation links on the page after the HUD. Likely to be the most used links.

Currently used on:

Customer dashboard

Secondary tile usage

Use for the second set of navigation links on the page after the HUD.

Currently used on:

Customer dashboard

Account actions usage

Use within the right 2/3rds of the HUD. Should contain the key CTAs for the page. Use this style when there are 3 or less CTAs.

Currently used on:

Customer dashboard

Micro account actions

8. Information tiles

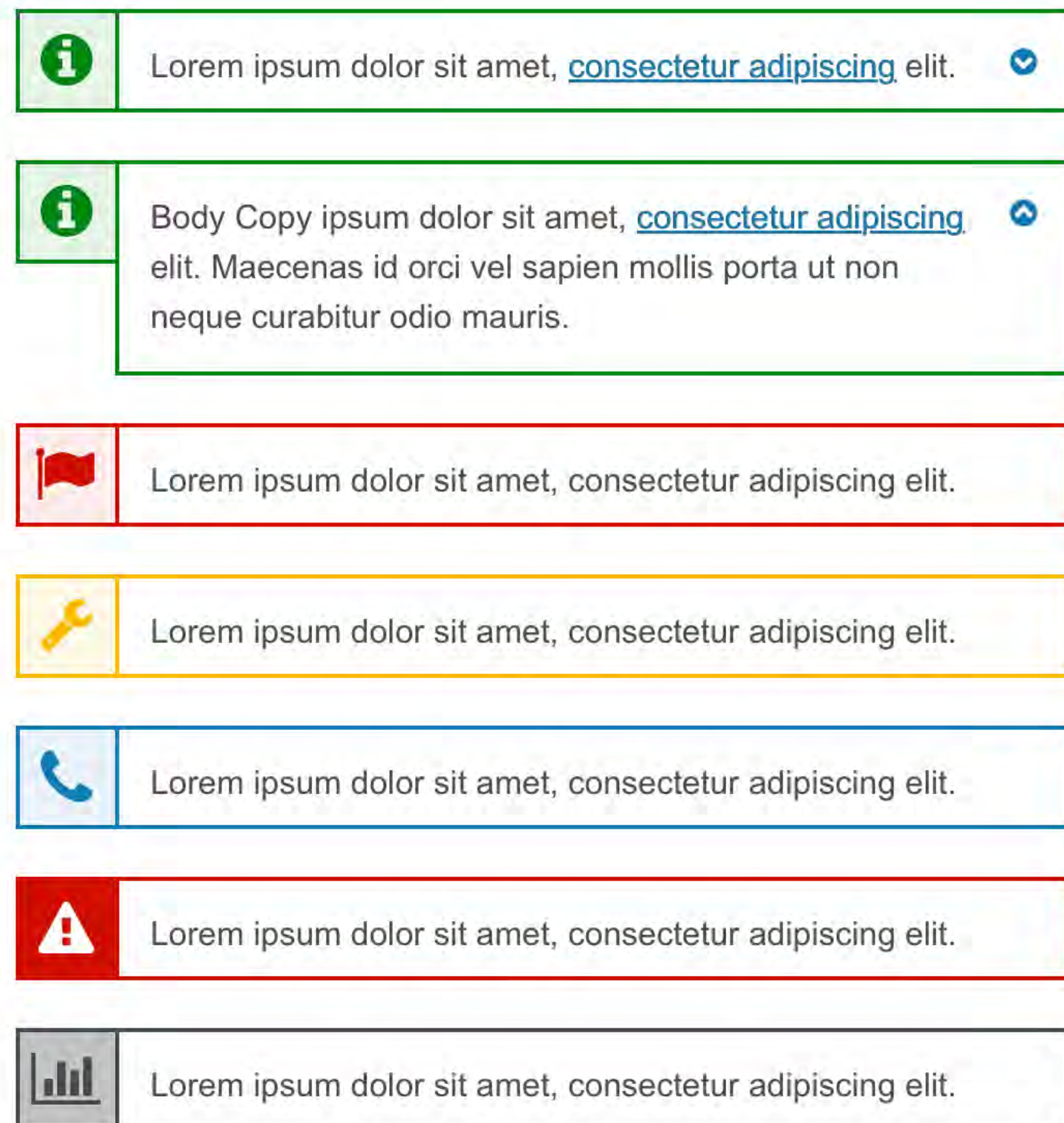


2px solid border in Alt Grey (#c1c1c1) with CTA in SL Regular 16px SL Blue (#0a2f73) and icon height 27px

Micro account actions usage

Use within the right 2/3rds of the HUD. Should contain the key CTAs for the page. Use this style when there are 4 or more CTAs.

Alert boxes



Alert box usage

Call attention to helpful content with these expanding headlines.

Apply only one message per page.
Expanding interaction is optional.

Currently used on:

Customer website
Customer dashboard

Border is 2px solid, colour dependant on type of alert. Icon square is 46px height/width, background colour is dependant on type of alert but is the Pale* version of the icon colour/border colour. Icon is 1.5em (24px) in height, center vertically and horizontally, colour dependant on type of alert.

For Alerts that contain a large amount text consider using the accordion version with 'fa-chevron-circle-down' in SL Yellow (#ffbb00), height 0.8125em (13px).

Text is body copy, copy can include links where appropriate.

*The Warning alert does not use the Pale version of UX Red, rather a UX White(#ffffff) Warning icon and a border and background colour of UX Red (#d00f00)

Colour variants are UX Green, UX Red, Alt Blue, SL Blue, SL Yellow, UX Grey and Pale equivalents.

Bulleted lists

✓ Vestibulum ante ipsum primis in faucibus orci luctus et ultrices.posuere cubilia

✓ Duis ligula ligula, tempor a fringilla elementum.

Icon size: 1.375em (22px); text is body copy.

✓ **Heading 5 18px**
Duis ligula ligula, tempor a fringilla elementum.

✓ **Heading 5 18px**
Vestibulum ante ipsum primis in faucibus orci luctus et ultrices.posuere cubilia

Icon size: 1.375em (22px); heading is H5, text is body copy.

Bulleted list

Use for information that should be highlighted and can be displayed in a bulleted list. Preferably the iconography would stay the same for all bullets.

Currently used on:
Customer website

List iconography

Unordered list

• 0.5em (8px) circle, should be the same colour as the text

✓ fa-check; colour should always be UX Green

i fa-info-circle; colour should always be UX Grey or Primary

fa-trophy; colour should always be UX Grey or Primary colour

? fa-question-circle; colour should always be UX Grey or Primary

Ordered list

4 SL Reg 1em (16px) number with 1.375 em (22px) circle; should be UX White on Primary, UX Green or UX

6 SL Reg (1 em) 16px number; should be UX White on Primary, UX Green or UX Grey

Content accordion

+ Accordion closed

Accordion label is H5 in SL Blue (#0a2f73), background colour Pale Blue (#e9f2f9), height 44px, radius 3px with 2px line Alt Blue (#147cb3); icon is fa-plus-circle 1.25em (20px)

— Accordion open

Body Copy ipsum dolor sit amet, consectetur adipiscing elit.
Maecenas id orci vel sapien mollis porta ut non neque
curabitur odio mauris.

Copy is Body Copy in Text Grey (#4b4b4b); icon is fa-minus-circle

Information accordion

⌵ Accordion closed

Accordion label is SL Light (1em) 16px in SL Alt Blue (#147cb3); icon is fa-chevron-circle-down in SL Yellow (#ffbb00) 1em (16px)

⌶ Website brand and provider details

Body Copy ipsum dolor sit amet, consectetur adipiscing elit. Maecenas
id orci vel sapien mollis porta ut non neque curabitur odio mauris.

Copy is Body Copy in Text Grey (#4b4b4b); icon is fa-chevron-circle-up; line is SL Yellow (#ffbb00) 1px

9. Page elements

Content accordion usage

Use for content that is required to be on the page but could be hidden because it isn't relevant to every user. This is likely to only be appropriate on long pages. Accordion could also be used for FAQs.

You can consider having the first accordion open by default when the user lands on the page.

Currently used on:

Customer website
Customer dashboard

Information accordion usage

Use this style of accordion for factual information that has to be included. For example, 'Website brand and provider details' in the footer.

Currently used on:

Customer website
Customer dashboard

Interactive Question

How do you plan to answer this question?

Answer 1

Answer 2

Answer 3

Answer 4

No Answer Selected

Question text in h4 style; grid of buttons 20px below; Buttons: 288px by 48px, 2px stroke in SL Aqua (#087c89) with 32px margins between, text in h4 style, 72px from left, vertically centered; Optional escape link at right, 24px below

Interactive question usage

When we want to reveal information based on the user's selection.

Use for a maximum of 6 answer choices.

Currently used on:

Customer website
Customer dashboard

How do you plan to answer this question?

✓ Answer 2

Feedback

Body Copy ipsum dolor sit amet, consectetur adipiscing elit. Maecenas id orci vel sapien mollis porta ut non neque curabitur odio mauris.

Answer Selected (Grid)

Hide all other answers; Chosen button assumes position 1 and changes to SL Aqua (#087c89) fill, add 21px 'fa-check' icon in white 40px from left, vertically centered; add 'Change' link at right in white (to reset question to Not Answered state).

How do you plan to answer this question?

Yes

✓ No

Feedback

Body Copy ipsum dolor sit amet, consectetur adipiscing elit. Maecenas id orci vel sapien mollis porta ut non neque curabitur odio mauris.

Answer Selected (Binary)

Similar to above, but there is no need to hide answers or reposition for binary inputs.

Heading	Heading	Heading	Add	Added	Remove	Heading
Content	Table Link	⌚ Content	+	✓	🗑	Table button
Content	Table Link	✔ Content	+	✓	🗑	Table button
Content	Table Link	✔ Content	+	✓	🗑	Table button
Content	Table Link	✔ Content	+	✓	🗑	Table button
Content	Table Link	✔ Content	+	✓	🗑	Table button

Showing 1 to 10 of 100,764,267 entries

« FirstPreviousPage 1Next» Last»

Header Row

Background colour Pale Blue (#e9f2f9), height 45px, border-bottom 1px solid SL Blue (#0a2f73), Heading is Subtext SL Blue (#0a2f73) 0.875em (14px), Bold.

Content Row

Height 45px, border-bottom 1px solid Pale Grey (#f5f6f7), Text content is Subtext SL Blue (#0a2f73) 0.875em (14px). Link content is Subtext Arial Alt Blue (#147cb3) 0.875em (14px) with link extras. Iconography height 1em(16px) can be used where appropriate. Table button can also be added where appropriate.

Final Content Row

Border-bottom 2px solid SL Blue (#0a2f73).

Results

Text is Subtext UX Grey (#4b4b4b) with the numbers highlighted in Bold

Pagination

Current page is Subtext UX Grey (#4b4b4b) with the number highlighted in Bold, Disabled links are Tint Grey (#bac3c3), Active links are Alt Blue (#147cb3) with usual link properties.

Table style usage

Whenever information is easier to understand when displayed in a table.

Currently used on:

Customer dashboard

Alternative table style

Heading ▴ ▾	Heading ▴ ▾	Heading ▴ ▾	Add ▴ ▾	Added ▴ ▾	Remove ▴ ▾	Heading
Content	Table Link	⌚ Content	+	✓	🗑	Table button
Content	Table Link	✔ Content	+	✓	🗑	Table button
Content	Table Link	✔ Content	+	✓	🗑	Table button
Content	Table Link	✔ Content	+	✓	🗑	Table button
Content	Table Link	✔ Content	+	✓	🗑	Table button

Showing 1 to 10 of 100,764,267 entries

« First

< Previous

Page 1

Next >

Last »

Header Row

Background colour Pale Slate (#ebeeef)

Other elements

Same as 'Table style'.

Alternative table style usage

If you have multiple tables on the same page that require distinction then use this style.

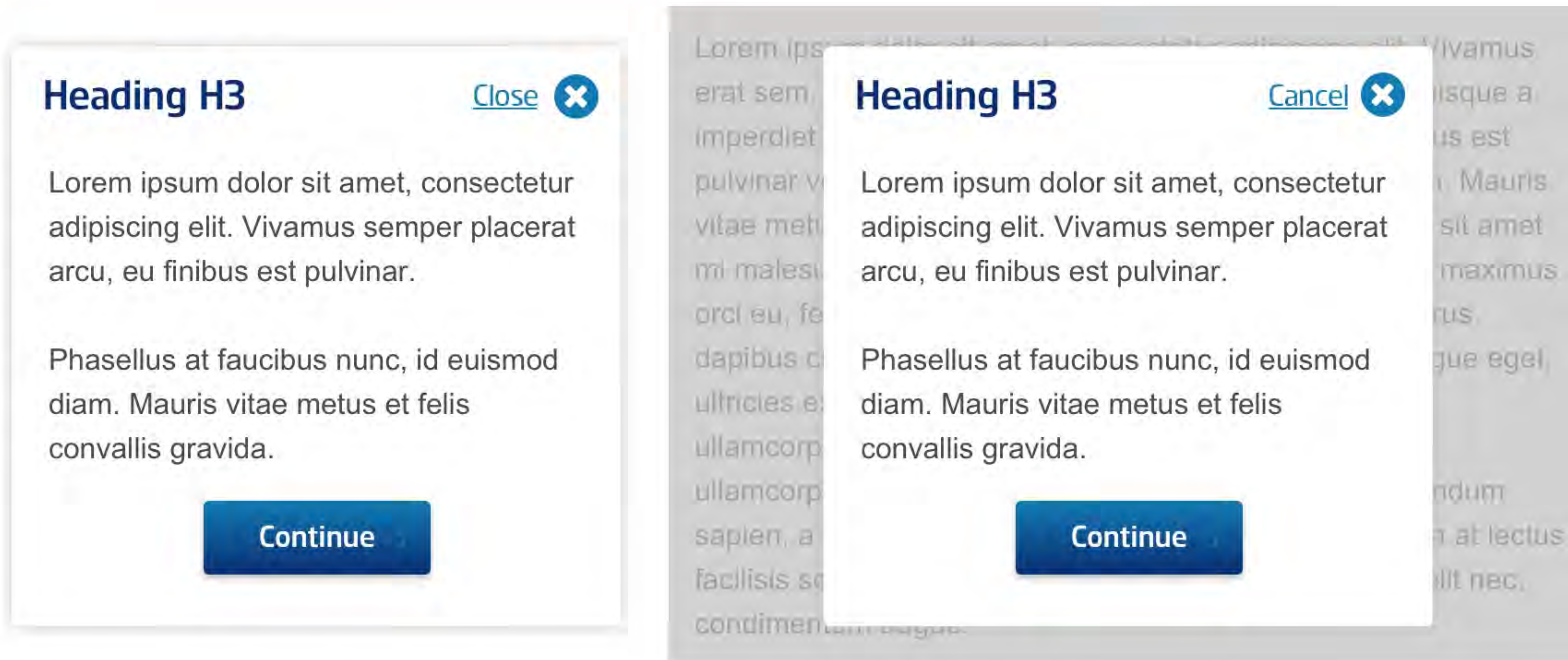
Example: Fund selection table and fund selection basket.

Tabs



Active tab uses font SL Reg 16px SL BLue (#0a2f73) with padding 10px 15px and 6px border-top SL Blue (#0a2f73). Inactive tab uses font SL Light 16px UX Grey (#4b4b4b) with padding 10px 15px and 6px border-top Alt Blue (#147cb3). Tab outline uses 1px solid Tint Grey (#bac3c3).

Modal



Modals can, within reason contain any other elements documented in the Digital Guidelines but they must use Standard Information box as a background and contain a 'Close' or 'Cancel' link and fa-times icon.

Depending on the situation the rest of the screen can be hidden with an overaly of #C1C1C1 at 75% opacity.

9. Page elements

Tab usage

Use when you want to show a variety of related information on a single page but due to the volume of content it must be broken down into smaller sections or you want the content to be more scanable.

Currently used on:

Customer dashboard

Modal usage

Use when you need to display extra information or when wanting to confirm that user understands the action they are about to undertake.

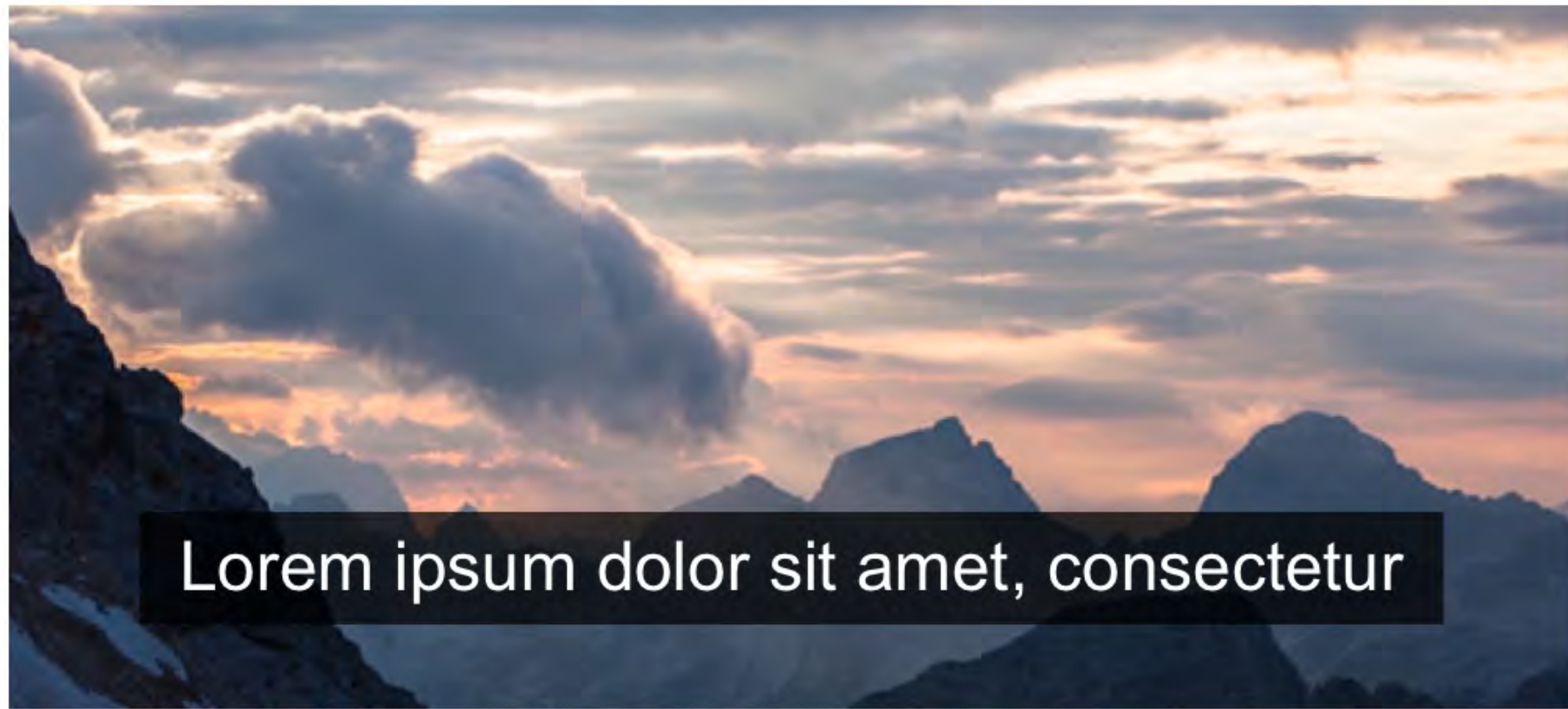
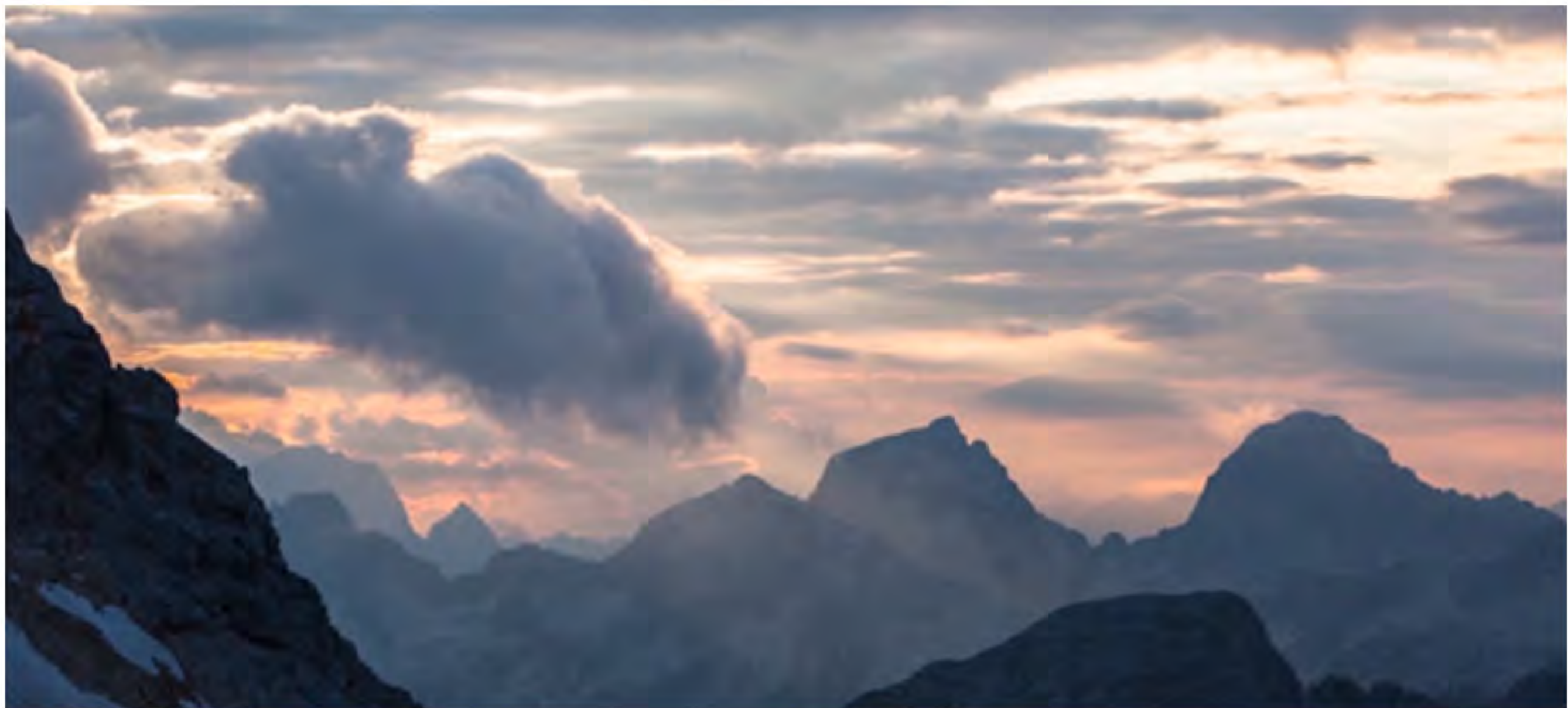


Video player usage

Use when a video is required to be embedded on the page but is not publically available on YouTube. The video player currently used by Standard Life is JW Player, the styles are based on JW Player version 8. Closed captions should be provided for every video in WebVTT format.

Currently used on:

Customer website



JW Player Customisation

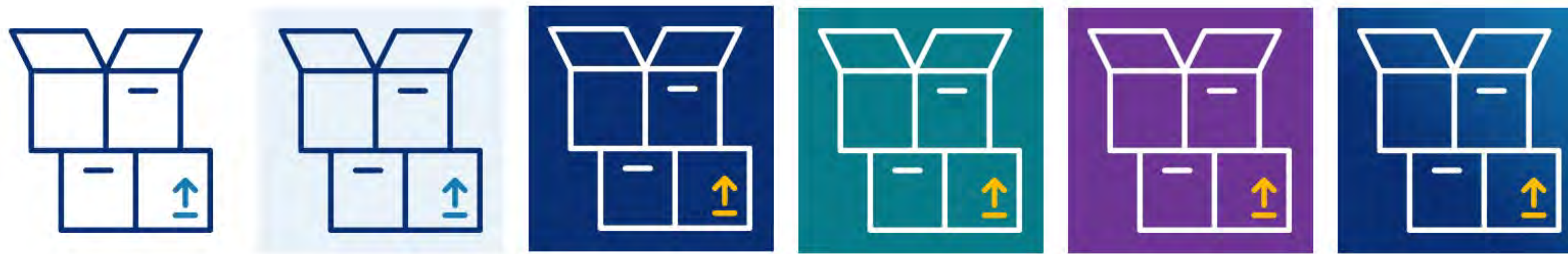
Control Bar - Text #0a2f73, Icons default #147cb3, Icons hover #0a2f73, Timeslider progress #147cb3, Timeslider rail #ffffff, Background #ffffff

Menus - Links default #147cb3, Links hover #cb4f00, Background #ffffff

Tooltips - Text #0a2f73, Background #147cb3

Illustrations

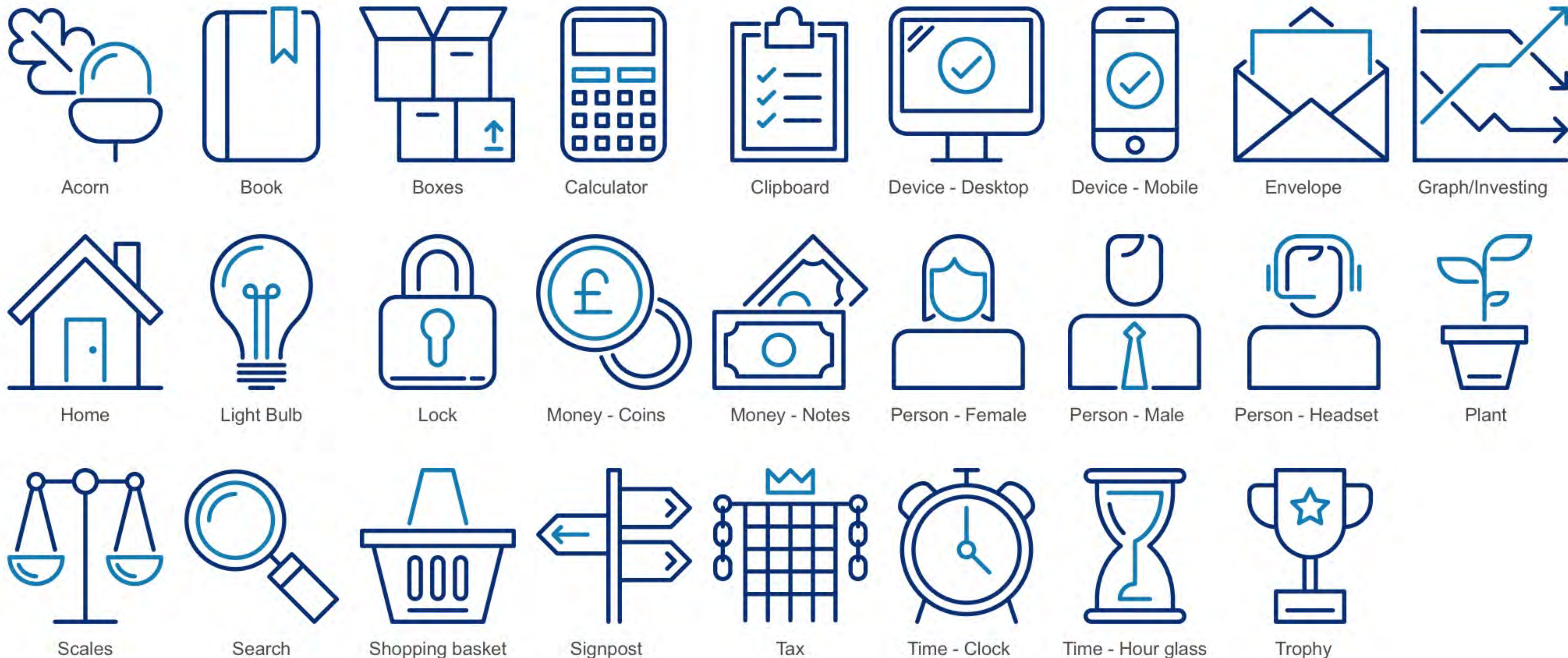
10. Illustrations & icons



Illustrations

Illustrations should use SVG format for improved accessibility, preferably using sprite sheets. Illustrations are created bespoke but replaced by Font Awesome when smaller than 50px.

On a White/Pale background illustrations the main colour of the illustration should be SL Blue (#0a2f73) with the highlight being Alt Blue (#147cb3). On a brand colour or gradient background the main colour of the illustration should be White (#ffffff) with the highlight being SL Yellow (#ffbb00).



Illustrations (continued)

10. Illustrations & icons



Arrows



Atom / Networking



Battery



Briefcase



Cog



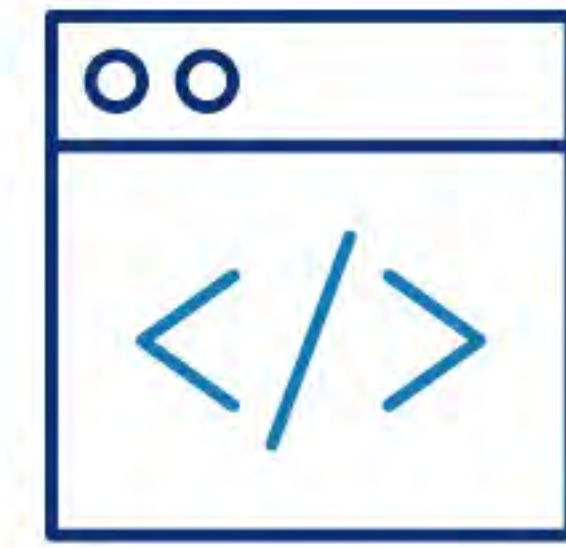
Device - Tablet



Discussion



Eye - Target



Browser / Code



Certificate



Click Mouse



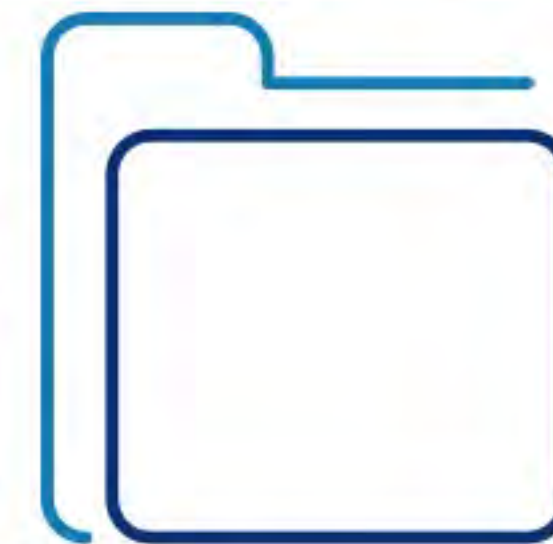
Comments



DNA / Helix



Finger Print



Folder



Globe



Group



Handshake



Hot Topics



Insight



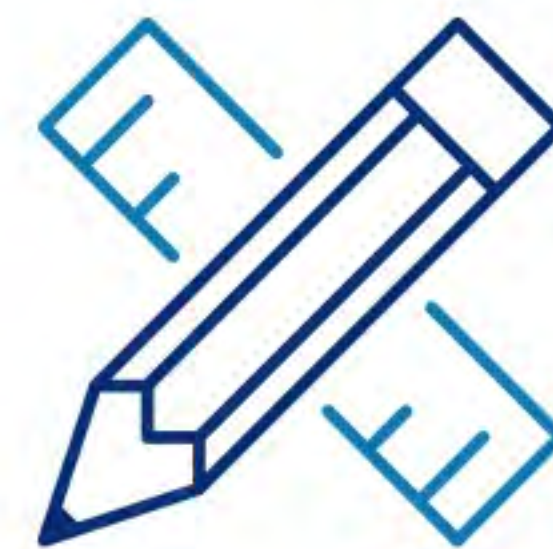
Link



Location



Network Cable



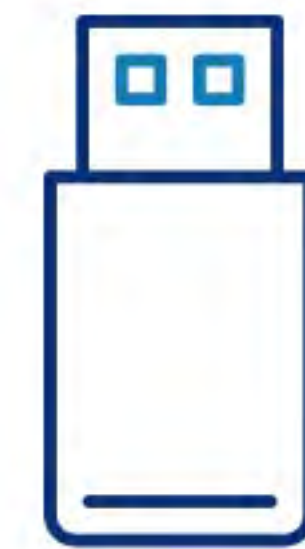
Pencil - Ruler



Presentation



Touchscreen



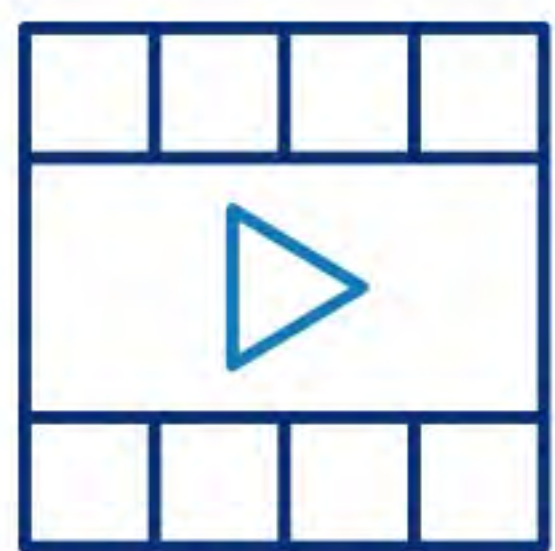
USB



USB Logo



Upload



Video



Web



Web Cam



Printer



RSS - Feed



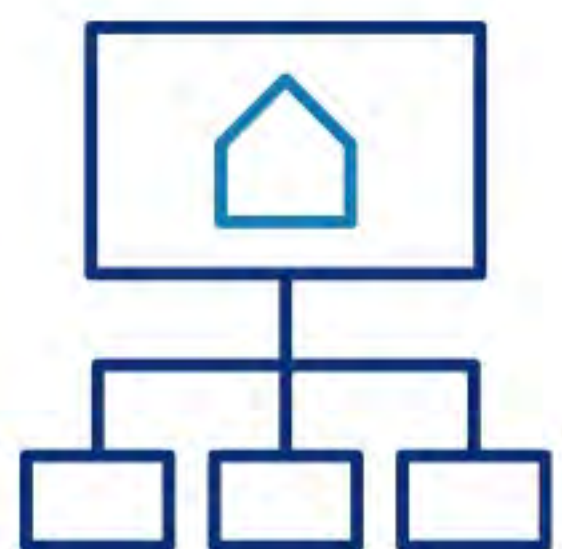
Refresh



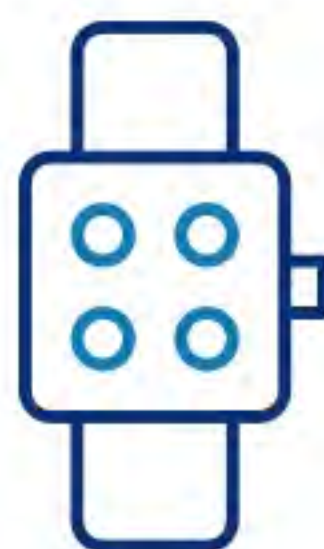
Sim Card



Shield



Sitemap



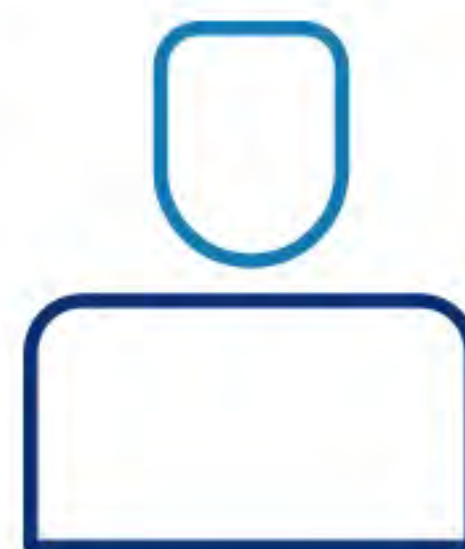
Device - Smart Watch



Target



Calendar



Person - Neutral

Cross channel iconography

	fa-home	Home		fa-facebook	Facebook	Iconography Iconography should use SVG format for improved accessibility, preferably using sprite sheets. Iconography is either created bespoke or is taken from Font Awesome.					
	fa-sign-in	Sign in		fa-google-plus	Google Plus						
	fa-sign-out	Sign out		fa-linkedin	LinkedIn						
	fa-search	Search		fa-twitter	Twitter					fa-star	Star/Favourites
	fa-user	My/user/client details		fa-youtube-play	YouTube					fa-star-half-full	Star half full
	N/A	Button/link chevron		fa-mail-reply	Reply					fa-star-o	Star empty
	N/A	Button/link chevron		fa-heart	Like (Twitter)		fa-users	Clients/users			
	fa-external-link	External link		fa-retweet	Retweet		fa-user-plus	Add client/user			
	fa-file-pdf-o	PDF file		fa-phone	Call us/Contact us		fa-calendar	Date/calendar			
	fa-download	Download		fa-flag	Error/notification		fa-caret-up	Filter up			
	fa-pencil	Edit		fa-exclamation-triangle	Warning		fa-caret-down	Filter down			
	fa-trash	Delete/remove		fa-wrench	Tool(s)		fa-hand-o-right				
	fa-plus-circle	Add (to basket)		fa-info-circle	Information/Tool tip		fa-print	Print			
	fa-chevron-circle-down	Info accordion expand		fa-check	Check						
	fa-chevron-circle-up	Info accordion collapse		fa-times	Close/Cross						
	fa-plus	Accordion expand		fa-trophy	Award						
	fa-minus	Accordion collapse		fa-info	Information						

Channel specific iconography

		Customer	Adviser	Workplace
	fa-envelope	Mailbox	Email	
	fa-lightbulb-o	Tips		
	fa-area-chart	My Pensions	Investments	
	fa-comments	Help	Web chat	
	fa-databse	My Savings	Listed securities	
	fa-calculator	Calculators [couk]	Tools & Calculators	
	fa-credit-card	Make a payment		
	fa-compress	Consolidate		
	fa-calendar-plus-o	Increase reg paym		
	fa-child	Update beneficiaries		
	fa-gbp	Contributions	Charges	
	fa-table	Performance		
	fa-university	Bank		
	fa-pie-chart	Investments		
	fa-money	Withdrawals		
	fa-book	Guides	Literature	
	fa-newspaper-o		News and insight	

Channel specific iconography

		Customer	Adviser	Workplace
	fa-signpost	My retirement	Service directory	
	fa-graduation-cap		CPD learning	
	fa-ticket		Events	
	N/A	Area graph view	Fund research	
	fa-question-circle		FAQs	
	fa-file-text-o		Guides	
	fa-refresh	Change investments	Change investments	
	fa-lock		Secure/Login needed	
	fa-map-marker		Location	
	fa-check-square-o		Model portfolio	
	fa-user-circle-o		Third party	
	fa-exchange	Fund switch	Fund switch	
	N/A	Pie chart view		
	fa-comment	Feedback		
	fa-list		Full range/list view	
	fa-shield	Protection	Trust account	
	N/A	Tax		