

Verizon Wireless Website Style Guide

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SITE-WIDE FORMATTING

Color Palette

This color palette below provides a general overview of the colors and gradients used throughout the Verizon Wireless site.



Red
#D8001D
VZW Red, Price Color



Dark Red
#660000
Dropdown Menu Highlight
Background



Black
#000000
Default Text Color



Grey - 90%
#191919
Dropdown Menu Back-
ground



Grey - 70%
#4D4D4D
1px Dropdown Menu Rules



Grey - 40%
#999999
Text Dividers



Grey - 20%
#CCCCCC
1px Rules, Module Borders



White
#FFFFFF
Page Background, Level 1
Heading Text Color



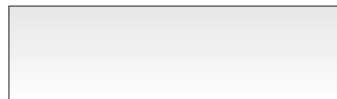
Blue
#333399
Link Color



Light Blue
#6666FF
Visited Link Color



Grey Gradient
#CCCCCC
#FFFFFF



Light Grey Gradient
#E5E5E5
#FFFFFF
Content Area Module Back-
ground Gradient

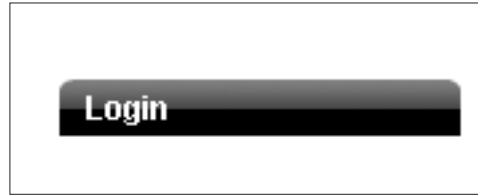
Typography



Level 1 Heading

CSS: h1 class: level1Heading

Font: Arial Attribute: Bold
Size: 14 px Color: #FFFFFF



Column Heading

CSS: h1 class columnHeading

Font: Arial Attribute: Bold
Size: 12 px Color: #FFFFFF



tertiaryHeadline2

CSS: tertiaryHeadline2

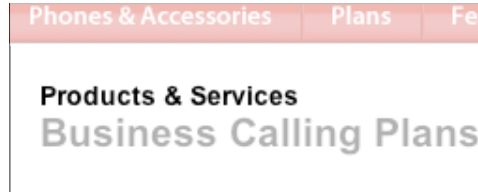
Font: Arial Attribute: Bold
Size: 12 px Color: #333333



Page Title (H1)

CSS: pageTitle (old: pageHeadline)

Font: Arial Attribute: Bold
Size: 20 px Color: #000000



Primary Headline (H2)

CSS: h2

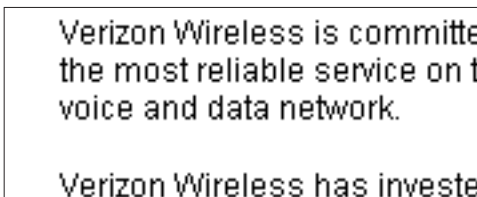
Font: Arial Attribute: Bold
Size: 13 px Color: #333333



Paragraph Heading

CSS: boldText, tertiaryHeadline1

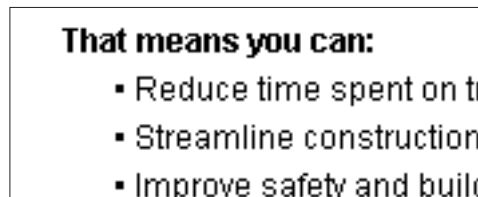
Font: Arial Attribute: Bold
Size: 12 px Color: #000000



Body Copy

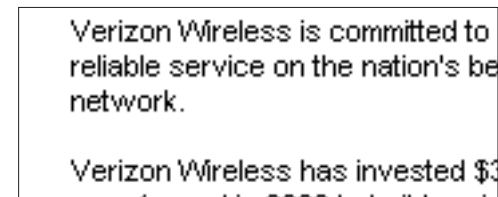
CSS: bodyText

Font: Arial Color: #000000
Size: 12px Leading: 15px



Bulleted List

Font: Arial Attribute: Bold
Size: 12 px Leading: 20px
Color: #333333 20px left margin indent



Small Text

CSS: bodySmallText

Font: Arial Attribute: Plain, Bold
Size: 11 px Leading: 13px
Color: #333333

Note: Style used for side bar or form instructions

Typography Links

Linked system text is always underlined Arial, #333399. Size, weight and iconography vary depending on context. "Actionable link" with an arrow icon can be used where a link needs to be more prominent but does not warrant a button. For example, it is used at

the end of promotional offers and often reads "Details."

Note: If a text in a standard font is hyperlinked but doesn't fall under a link style definition, please use the default link colors (link: 333399/ visited: 6666FF).

Verizon Wireless has [investe](#)
company was formed in 2000
expand its high-quality netwo
Wireless currently serves 54.

Inline Link

Font: Arial Attribute: Regular or Bold
Size: 12 px Underlined
Color: #333399 Visited: #6666FF

Location: [Brooklyn, NY](#) | [Coverage](#)

Small Inline Link with dividers

Font: Arial Attribute: Regular or Bold
Size: 11 px Underlined
Color: #333399 Visited: #6666FF
Dividers: #999999 with 2 spaces to the left
and right

 [View All Industry Solutions](#)

Actionable Link

CSS: actionLink
Font: Arial Attribute: Bold
Size: 12 px Underlined
Color: #333399 Visited: #6666FF
Icon: 16 x 16px

[Construction](#)
[Districution](#)
[Education](#)
[Financial Services](#)

Link List

CSS: ul class linkList
Font: Arial Attribute: Regular or Bold
Size: 12 px Leading: 20 px
Underlined
Color: #333399 Visited: #6666FF

[Current Promotions](#)
[Find a Phone](#)
[Choose a Plan](#)
[Prepay Plans](#)

Homepage Link List

Font: Arial Attribute: Regular or Bold
Size: 12 px Spacing:18px
Underlined No bullets
Color: #333399 Visited: #6666FF

[Forgot Password](#)
[Learn More](#)

Small Link List

Font: Arial Attribute: Regular or Bold
Size: 11 px Spacing:18px
Underlined
Color: #333399 Visited: #6666FF
Note: Style used for side bar or form in-
struction

[Construction](#)
Minimize downtime, improve I
materials cost-management,

Paragraph Head Link

CSS: boldLink
Font: Arial Attribute: Bold
Size: 12 px Underlined
Color: #333399 Visited: #6666FF

Typography Links
Continued



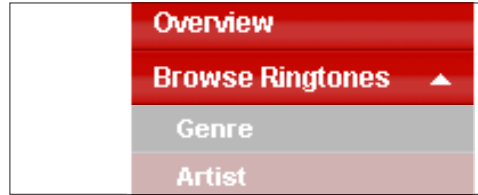
Top Level Navigation Link

CSS: #gn H2

Font: Sans-serif Attribute: Bold

Size: 13 px No underline

Color: #FFFFFF Visited: #FFFFFF

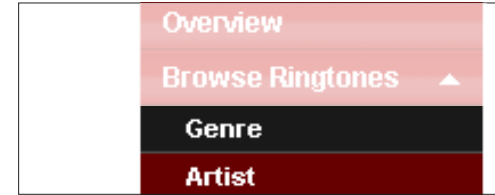


Product Site Navigation: Top Level Link

Font: Arial Attribute: Bold

Size: 12px Color: #FFFFFF

No visited color

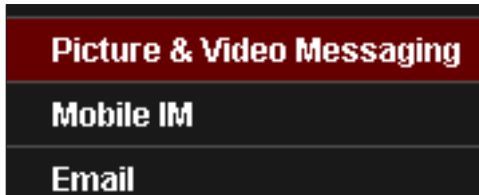


Product Site Navigation: Sub Level Link

Font: Arial Attribute: Bold

Size: 11px

Color: #FFFFFF Visited: #FFFFFF

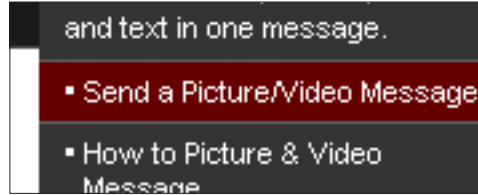


Global NavDropdown Links

Font: Arial Attribute: Bold

Size: 12 px

Color: #FFFFFF, no visited color



Global Nav Flyout Links

Font: Arial Size: 12 px

Color: #FFFFFF Visited: #FFFFFF

no underline

Buttons

Buttons are used when the interaction presented to the user requires an explicit submission of information to the system for customization or before moving to another information framework.

- Graphical buttons are only used within graphic promotion images. Otherwise, HTML buttons should be used.
- If more than one input button is required, use both primary and secondary button styles to communicate priority. Only one primary button style may be used in an interaction. For example, if an input form requires multiple buttons, the button used to submit aggregated data to the system should use the primary button style.
- Button text should use verbs that explain what action is being performed by the system. Nomenclature should be concise so as not to lose the effectiveness and immediacy a button offers

the user to move forward. The buttons preferably have not more than five words total.

- Buttons will vary in length depending on the number of characters required.
- Do not use input buttons as navigation or as interface controls (for example, media playback or closing a window)
- Do use a button as a trigger to submit data.
- Do not use an unstyled, HTML-generated input button.
- Do not use a hypertext link in place of an input button.
- Do not use a button in place of a normal link because it sets the false expectation that data will be submitted to a system.



Primary Button - HTML

CSS: redButton

Font: Arial
Size: 12 px
Mixed Case
Attribute: Bold
Color: #FFFFFF



Secondary Button - HTML

CSS: blackButton

Font: Arial
Size: 12 px
Mixed Case
Attribute: Bold
Color: #FFFFFF



Primary Button - Graphical

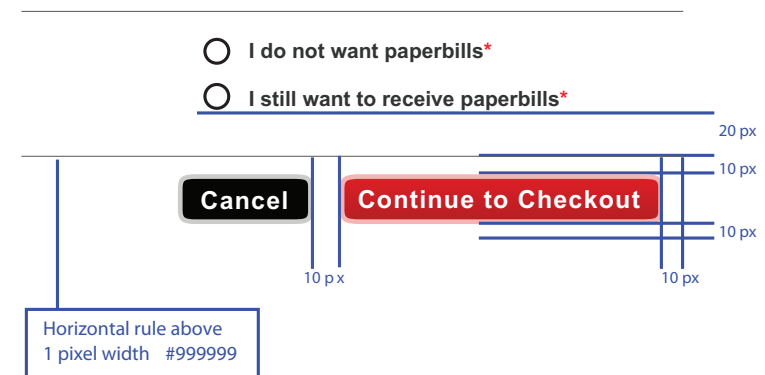
Font: Arial Bold
Size: 12 px
Mixed Case
Color: #FFFFFF
Photoshop Settings: **No Anti-aliasing**, Fractional Widths



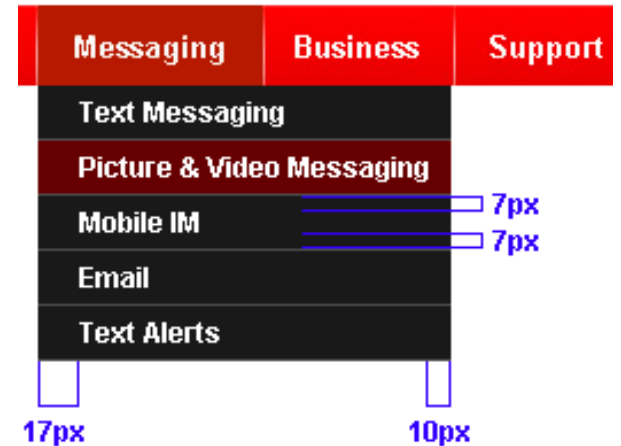
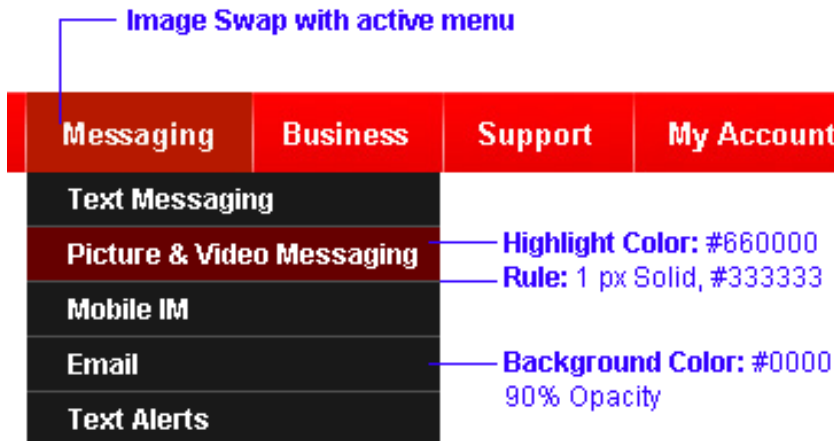
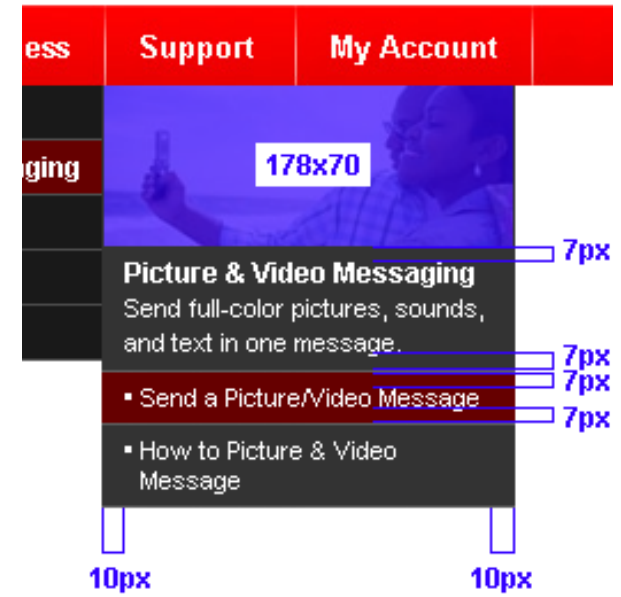
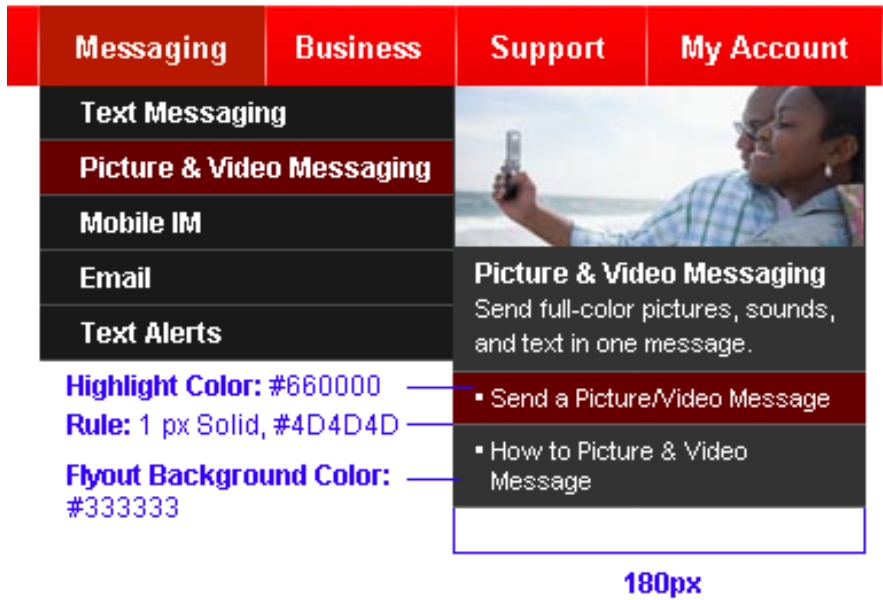
Secondary Button - Graphical

Font: Arial Bold
Size: 12 px
Mixed Case
Color: #FFFFFF
Photoshop Settings: **No Anti-aliasing**, Fractional Widths

Placement: Buttons are placed 20px below the last form content on a white background. Single 1px grey (#333333) keylines are 10px above the buttons.

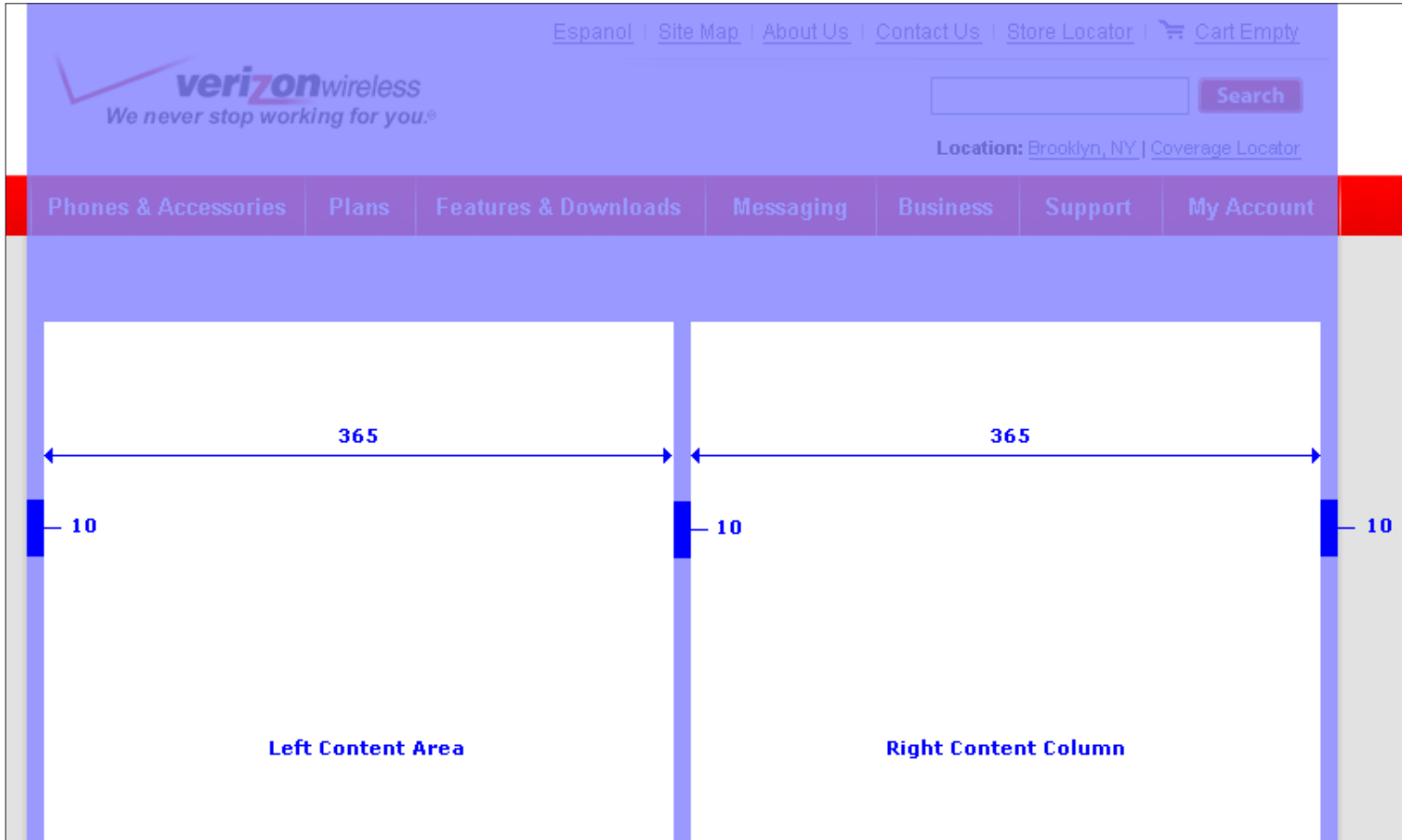


Dropdowns & Flyouts



2 Column Grid - Equal

1. The 2 Column grid consists of a left content area and a right content area.



Standard page elements

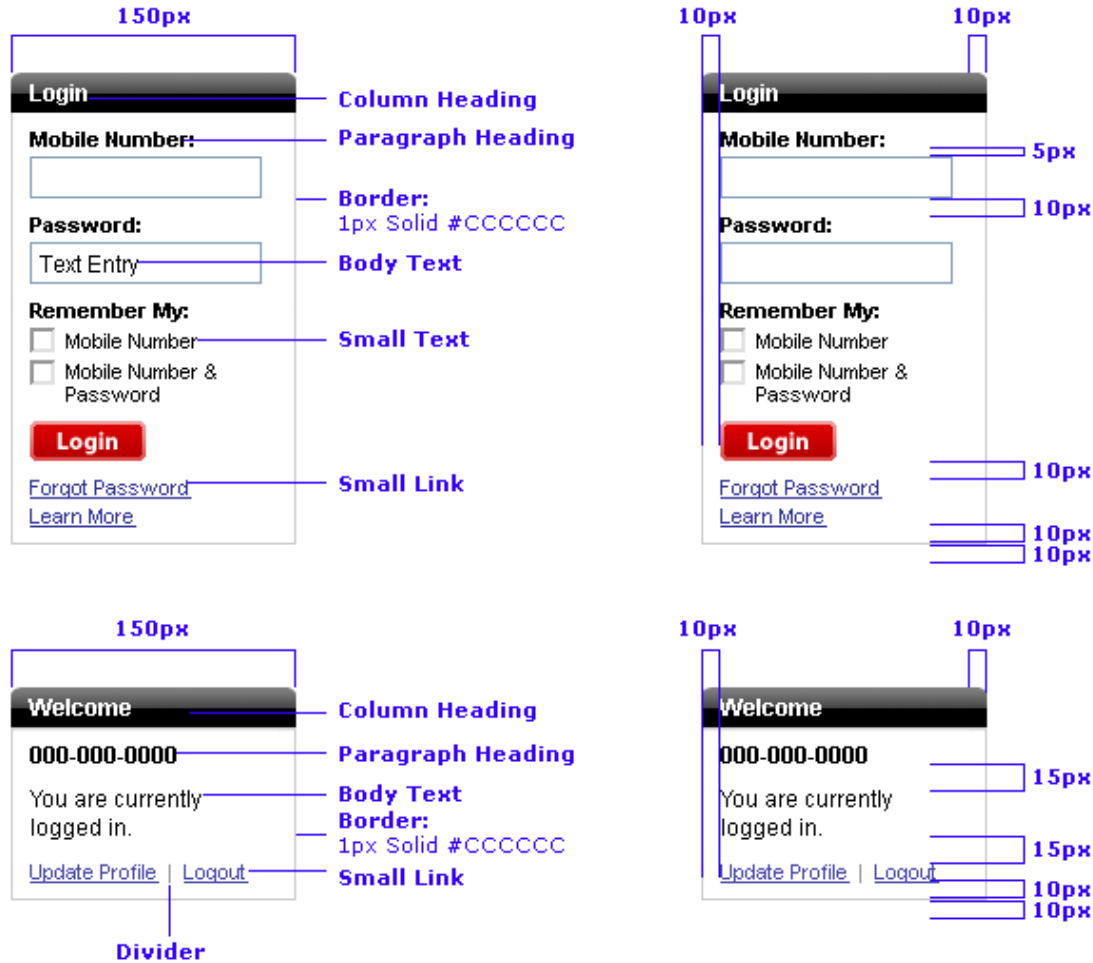
All pages except popup windows contain the header, page title area, content area and appropriate footer.

The diagram illustrates the standard page elements of a Verizon Wireless web page. It is divided into four main sections:

- Masthead:** Located at the top, it contains the Verizon Wireless logo with the tagline "We never stop working for you.®", a search bar with a "Search" button, and a "Location" dropdown menu currently set to "Brooklyn, NY" with a "Coverage Locator" link. Navigation links include "Espanol", "Site Map", "About Us", "Contact Us", "Store Locator", and "Cart Empty".
- Navigation Bar:** A red horizontal bar containing menu items: "Phones & Accessories", "Plans", "Features & Downloads", "Messaging", "Business", "Support", and "My Account".
- Page Title:** A box containing the heading "Page Title" and a placeholder text "Lorem ipsum dolor set amet consectetur, dolor set amet consectetur.".
- Page Content:** A large, empty rectangular area intended for the main content of the page.
- Footer:** A red horizontal bar at the bottom containing copyright information "© 2007 Verizon Wireless", a list of links ("Privacy", "Legal Notices", "Website Use", "Customer Agreement", "Return Policy", "Worry Free Guarantee", "Best Network"), and four certification logos: VeriSign Secured, TRUSTe, BBB OnLine Reliability Program, and Wireless Consumer Information Code.

Form in Sidebar

Forms use 5px vertical space between the field label and field, and 10px vertical space between a field and the next label or other element, such as submit button. Fields should be set to equal width. Labels should end with a colon.



**Product Images:
Cropping, Sizes
and Keylines**

There are four sizes to consider when cropping product shots for the site: Mini icon, Thumbnail, Medium, and Large, below. Crop the image top and bottom as close to the pixels as possible. HTML cell padding will ensure that sufficient space surrounds the image.

Keyline is used around accessory bundles only when they include multiple items.

Mini icon	Thumbnail	Medium	Large
 <p data-bbox="382 605 533 695">55 x 84 pixels 70% JPG Closed Shot</p>	 <p data-bbox="579 712 772 867">70 x 107 pixels 70% JPG Closed Shot (prepay cards are only this size)</p>	 <p data-bbox="816 1008 1079 1101">125 x 190 pixels 70% JPG Open with Closed Inset</p>	 <p data-bbox="1194 1304 1457 1393">220 x 335 pixels 75% JPG Open with Closed inset</p> <p data-bbox="1121 1256 1178 1279">10 px</p> <p data-bbox="1478 1338 1535 1360">10 px</p> <p data-bbox="1745 1338 1801 1360">10 px</p>
<p data-bbox="520 1125 764 1149">Closed Phone Inset:</p> <p data-bbox="520 1157 842 1247">Show the closed version in a 90 x 170 pixel square box. White background.</p>			
<p data-bbox="520 1341 764 1365">Accessory Combos:</p> <p data-bbox="520 1373 989 1463">Show the secondary product in a 100 x 100 pixel square box. 1 px keyline, #999999. White background.</p>			