

**BEAUTY.COM<sup>®</sup>**



## UI Style Guide

February 16, 2015

# table of contents

<i>style</i>		<i>components</i>		<i>modules</i>	
<b>Typography</b>	4–8	<b>Badges</b>	17	<b>Navigation</b>	45–49
Fonts	4	<b>Avatars</b>	18	Category	45
HTML	5–7	<b>Buttons</b>	19–29	Standard Left Rail	46
Copy	8	Buttons & Links Introduction	19, 20	Menu Drawer	47
<b>Colors</b>	9–11	Grapefruit Primary	21	Breadcrumbs	48
Corporate	9	Plum Primary	22	Page Title, Step Back Link with Page Title	49
Brand	10	Grapefruit Secondary	23	<b>Pagination</b>	50
UI	11	Plum Secondary	24	<b>Link Lists</b>	51, 52
<b>Iconography</b>	12–14	Gray Tertiary	25	with Headers	51
<b>Rules &amp; Strokes</b>	15	Assistance	26	with Images	52
		Merchandising Primary	27–29	<b>Forms</b>	53–57
		<b>Links</b>	30	Fields, Quantity	53
		<b>Overlays</b>	31, 32	Drop Down	54
		Modals	31	with Button, with Background Shape, Email Capture	55
		Tooltips	32	Date Pickers	56
		<b>Facets</b>	33	Inline Alert & Error Messages	57
		<b>Carousels</b>	34	<b>Alert &amp; Error Messages: with Boxes</b>	58
		<b>Tabs</b>	35, 36		
		Left Aligned	35		
		Centered	36		
		<b>Accordions</b>	37–40		
		Primary	37		
		Super	38		
		Secondary	39		
		Title	40		
		<b>Show More–Show Less</b>	41		
		<b>Radio Buttons</b>	42		
		<b>Check Boxes</b>	43		

**Additional resources**

[Beauty\\_com\\_GUI.psd](#)



# Typography: Fonts

Typography is an essential component of the brand identity system. How the words look and feel can be just as important as what is being said. A disciplined use of typographic standards helps create and maintain a strong, consistent and recognizable brand.

Lato and Times New Roman must be used for all live HTML text unless otherwise noted. For all branded graphic elements, use the Lato and Big Freight Pro families of fonts.

### Size

For all web-based design, keep fonts at 13px or above. Legal copy is the exception to this rule and should be set at 12px.

### Color

Font colors vary depending on context.

## Live HTML Text

### Lato, Regular

abcdefghijklmnopqrstuvwxy0123456789  
ABCDEFGHIJKLMNQPQRSTUVWXYZ

### Lato, Bold

**abcdefghijklmnopqrstuvwxy0123456789  
ABCDEFGHIJKLMNQPQRSTUVWXYZ**

### Times New Roman, Regular

abcdefghijklmnopqrstuvwxy0123456789  
ABCDEFGHIJKLMNQPQRSTUVWXYZ

### Times New Roman, Italic

*abcdefghijklmnopqrstuvwxy0123456789  
ABCDEFGHIJKLMNQPQRSTUVWXYZ*

### Big Freight Pro, All Weights & Styles

abcdefghijklmnopqrstuvwxy0123456789  
ABCDEFGHIJKLMNQPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxy0123456789  
ABCDEFGHIJKLMNQPQRSTUVWXYZ*

**abcdefghijklmnopqrstuvwxy0123456789  
ABCDEFGHIJKLMNQPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxy0123456789  
ABCDEFGHIJKLMNQPQRSTUVWXYZ**

### Lato, All Weights & Styles

abcdefghijklmnopqrstuvwxy0123456789  
ABCDEFGHIJKLMNQPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxy0123456789  
ABCDEFGHIJKLMNQPQRSTUVWXYZ*

abcdefghijklmnopqrstuvwxy0123456789  
ABCDEFGHIJKLMNQPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxy0123456789  
ABCDEFGHIJKLMNQPQRSTUVWXYZ*

abcdefghijklmnopqrstuvwxy0123456789  
ABCDEFGHIJKLMNQPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxy0123456789  
ABCDEFGHIJKLMNQPQRSTUVWXYZ*

**abcdefghijklmnopqrstuvwxy0123456789  
ABCDEFGHIJKLMNQPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxy0123456789  
ABCDEFGHIJKLMNQPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxy0123456789  
ABCDEFGHIJKLMNQPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxy0123456789  
ABCDEFGHIJKLMNQPQRSTUVWXYZ**

### Additional resources

[Beauty\\_com\\_GUI.psd](#)

# Typography: HTML

Headings help define the hierarchy and structure of content on a page. These are the colors and sizes for header tags included in our global CSS. Utilize these colors and sizes for style consistency and page health.

Note: If an exception arises in which a new class or style is needed, you must clear it with the Walgreens Standards & Channels team before implementing. Additional custom CSS must be kept at a minimum as each style requires a separate call to the server.

## Line Length

For body copy, recommended line length is 45–60 characters.

## Copy

Capitalization is used to help define hierarchy and the structure of content on a page. Uppercase all headlines, buttons and call-to-action links. For body and informational copy, use sentence case and a period for a complete sentence. No end punctuation is needed for a sentence fragment unless it is followed by a sentence or a fragment.

For desktop and tablet page titles

H1 Page Title (Desktop & Tablet) - color:#35393D; font:Lato; font-size:36px; font-weight:regular; line-height:1.1 (39.6px leading)

# H1 PAGE TITLE 36PX

For mobile page titles

H1 Page Title (Mobile) - color:#35393D; font:Lato; font-size:28px; font-weight:regular; line-height:1.1 (30.8px leading)

# H1 PAGE TITLE 28PX

H2 Headline - color:#35393D; font:Lato; font-size:24px; font-weight:regular; line-height:1.2 (28.8px leading)

## H2 HEADLINE 24PX

H2 Category Headline - color:#6C5776; font:Lato; font-size:24px; font-weight:regular; line-height:1.2 (28.8px leading)

## H2 HEADLINE 24PX

H3 Title - color:#35393D; font:Lato; font-size:22px; line-height:1.2 (26.4px leading)

### H3 TITLE 22PX

H4 Subhead - color:#35393D; font:Lato; font-size:18px; font-weight:regular; line-height:1.3 (23.4px leading)

#### H4 SUBHEAD 18PX

H5 Subhead - color:#35393D; font:Lato; font-size:16px; font-weight:bold; line-height:1.3 (20.8px leading)

##### H5 SUBHEAD 16PX

H6 Subhead - color:#35393D; font:Lato; font-size:15px; font-weight:bold; line-height:1.3 (19.5px leading)

##### H6 SUBHEAD 15PX

### Additional resources

[Beauty\\_com\\_GUI.psd](#)

See next page

## Typography: HTML (continued)

These are the colors and sizes for body copy included in our global CSS. Utilize these colors and sizes for style consistency and page health.

Note: If an exception arises in which a new class or style is needed, you must clear it with Walgreens Standards & Channels team before implementing. Additional custom CSS must be kept at a minimum as each style requires a separate call to the server.

### Line Length

For body copy, recommended line length is 45–60 characters.

### Copy

Capitalization is used to help define hierarchy and the structure of content on a page. Uppercase all headlines, buttons and call-to-action links. For body and informational copy, use sentence case and a period for a complete sentence. No end punctuation is needed for a sentence fragment unless it is followed by a sentence or a fragment.

Body Text 36px - color:#35393D; font:Times New Roman; font-size:36px; font-weight:regular; line-height:1.1 (39.6px leading)

Proin eget tortor risus. Curabitur aliquet quam id dui posuere blandit. Nulla quis.

Body Text 28px - color:#35393D; font:Times New Roman; font-size:28px; font-weight:regular; line-height:1.1 (30.8px leading)

Proin eget tortor risus. Curabitur aliquet quam id dui posuere blandit. Nulla quis.

Body Text 24px - color:#35393D; font:Times New Roman; font-size:24px; font-weight:regular; line-height:1.3 (31.2px leading)

Proin eget tortor risus. Curabitur aliquet quam id dui posuere blandit. Nulla quis lorem ut libero malesuada.

Body Text 22px - color:#35393D; font:Times New Roman; font-size:22px; font-weight:regular; line-height:1.3 (28.6px leading)

Proin eget tortor risus. Curabitur aliquet quam id dui posuere blandit. Nulla quis lorem ut libero malesuada feugiat.

Body Text 18px - color:#35393D; font:Times New Roman; font-size:18px; font-weight:regular; line-height:1.3 (23.4px leading)

Proin eget tortor risus. Curabitur aliquet quam id dui posuere blandit. Nulla quis lorem ut libero malesuada feugiat. Curabitur aliquet quam id dui posuere blandit.

Body Text 16px - color:#35393D; font:Times New Roman; font-size:16px; font-weight:regular; line-height:1.3 (20.8px leading)

Proin eget tortor risus. Curabitur aliquet quam id dui posuere blandit. Nulla quis lorem ut libero malesuada feugiat. Curabitur aliquet quam id dui posuere blandit. Pellentesque in

### Additional resources

[Beauty\\_com\\_GUI.psd](#)

# Typography: HTML (continued)

These are the colors and sizes for article copy and legal copy included in our global CSS. Utilize these colors and sizes for style consistency and page health.

Note: If an exception arises in which a new class or style is needed, you must clear it with Walgreens Standards & Channels team before implementing. Additional custom CSS must be kept at a minimum as each style requires a separate call to the server.

## Line Length

For body copy, recommended line length is 45–60 characters.

## Copy

Capitalization is used to help define hierarchy and the structure of content on a page. Uppercase all headlines, buttons and call-to-action links. For body and informational copy, use sentence case and a period for a complete sentence. No end punctuation is needed for a sentence fragment unless it is followed by a sentence or a fragment.

Pull Quote - color:#6F7783; font:Times New Roman; font-size:26px; font-weight:italic; line-height:1.3 (33.8px leading)

*Proin eget tortor risus. Curabitur aliquet quam id dui posuere blandit. Nulla quis lorem ut libero malesuada feugiat.*

Intro Copy - color:#6F7783; font:Times New Roman; font-size: 24px; font-weight:italic; line-height:1.3 (31.2px leading)

*Proin eget tortor risus. Curabitur aliquet quam id dui posuere blandit. Nulla quis lorem ut libero malesuada feugiat.*

Article Intro Copy - color:#35393D; font:Lato; font-size:15px; font-weight:regular; line-height:1.6 (24px leading)

PROIN EGET TORTOR RISUS. CURABITUR ALIQUET QUAM ID DUI POSUERE BLANDIT. NULLA QUIS LOREM UT LIBERO MALESUADA FEUGIAT. CURABITUR ALIQUET QUAM ID DUI POSUERE BLANDIT.

Article Body 1 - color:#35393D; font:Times New Roman; font-size:14px; line-height:1.6 (22.4px leading)

Proin eget tortor risus. Curabitur aliquet quam id dui posuere blandit. Nulla quis lorem ut libero malesuada feugiat. Curabitur aliquet quam id dui posuere blandit. Pellentesque in ipsum id orci porta dapibus.

Product Body - color:#35393D; font:Lato; font-size:14px; line-height:1.6 (22.4px leading)

Proin eget tortor risus. Curabitur aliquet quam id dui posuere blandit. Nulla quis lorem ut libero malesuada feugiat. Curabitur aliquet quam id dui posuere blandit. Pellentesque in ipsum id orci porta dapibus.

Legal Disclaimer - color:#697176; font:Lato; font-size:12px; line-height:1.25 (15px leading)

Proin eget tortor risus. Curabitur aliquet quam id dui posuere blandit. Nulla quis lorem ut libero malesuada feugiat. Curabitur aliquet quam id dui posuere blandit. Pellentesque in ipsum id orci porta dapibus.

**Additional resources**  
[Beauty\\_com\\_GUI.psd](#)

# Copy

Copy is an important part of any user interface. Much like good UI design, good UI copy offers clarity and direction and encourages action. A few important guidelines for writers:

- Be concise. If too much text appears on the screen, the interface becomes difficult to use. Avoid words like “click here” or “back to”—layout, iconography and responsiveness should make those actions clear.
- Be aware of the entire page. Try not to repeat words or phrases, especially in multiple components or above the fold. In task flows, choose common words and order them in a way that’s familiar to the viewer.
- Lead with the most important words, e.g., “Payment successful,” rather than “You have made a successful payment.” This helps users understand what is expected of them and whether input is successfully processed.

## Voice

The Beauty.com voice is friendly, knowledgeable, smart, stylish, fashionable, authoritative, sophisticated, informative and clever. It is not sarcastic, uber-trendy, judgmental, juvenile or hip. The voice should be maintained throughout UI copy. Avoid jargon, ambiguity and complex terms; use familiar words. UI copy should fulfill a balance of rational and emotional needs.

## Capitalization

Capitalization is used to help define hierarchy and the structure of content on a page. Uppercase all headlines, buttons and call-to-action links. For body and informational copy, use sentence case and a period for a complete sentence. No end punctuation is needed for a sentence fragment unless it is followed by a sentence or a fragment. “Beauty.com” must always have an initial capital.

## Punctuation

Avoid unnecessary punctuation, such as periods in calls to action or colons in form fields, as it disrupts scannability. When text must be read in its entirety (e.g., informational text, alerts), use end punctuation in complete sentences so users feel compelled to read from beginning to end.

### Additional resources

[Beauty\\_com\\_GUI.psd](#)

## Live HTML Text

*Not all characters convert to HTML entities. To ease the burden on site build and minimize errors, live text should be formatted in copy decks and developed accordingly:*



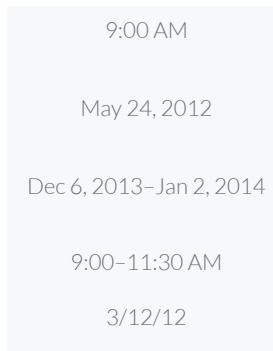
Use straight quotes and straight apostrophes (never curly quotes or curly apostrophes).

Standard emdashes and endashes are acceptable in most cases. The exception is email subject lines, which require hyphens to replace any emdashes or endashes.

Right and left chevrons are frequently coupled with links to indicate back and forward page movement. On Apple, the shortcut is option + shift + 4 and option + shift + 3.

## Date & Time Format

*Note: The style of times and dates in promotional use may differ.*



For time, always use a colon followed by two digits. Follow with a single character space and an uppercase AM or PM without periods.

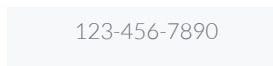
A date should include a month abbreviated to three letters and no period, a one- or two-digit day and a four-digit year.

Separate time and date ranges using an en dash with no space on either side.

When a range shares a common AM/PM, add it only on the end of the range.

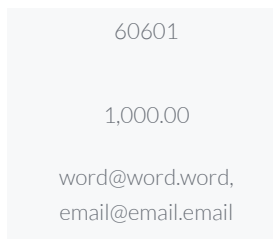
When space is limited, a numerical date separated by slashes is acceptable.

## Phone Numbers



Phone numbers should appear with hyphens only (no parenthesis). For input rules, see below.

## Input



For zip codes and phone numbers, no letters, spaces or special characters are allowed in form input.

For prices, only commas and one period are allowed in form input.

For email, follow the standard format and use a comma as the standard differentiator for multiple email messages



# Colors: Logo

Color is a fundamental part of the Beauty.com identity system. It allows us to build visual brand equity and enhance the distinctiveness of Beauty.com as a respected brand. The following digital colors have been hand-selected to meet our visual brand standards.

Note: Use only the following HEX and RGB values specified in these guidelines, as they have been developed for digital usage and are not direct conversions.

### WCAG Compliance

WCAG-compliant (Web Content Accessibility Guideline-compliant) color palettes consist of type colors designed for visually impaired users. Beauty.com is level AA compliant, which requires a contrast ratio of 4.5:1 for normal text and 3:1 for large text.

### DIGITAL COLORS

<b>Beauty Grapefruit</b>	r: 233 g: 88 b: 75 #E9584B
--------------------------	-------------------------------------

<b>Beauty Plum</b>	r: 108 g: 87 b: 187 #6C5776
--------------------	--------------------------------------

<b>Beauty Raspberry</b>	r: 228 g: 60 b: 136 #E43C88
-------------------------	--------------------------------------

<b>White</b>	r: 255 g: 255 b: 255 #FFFFFF
--------------	---------------------------------------

<b>Ash</b>	r: 111 g: 119 b: 131 #6F7783
------------	---------------------------------------

<b>Smoke</b>	r: 72 g: 76 b: 86 #484C56
--------------	------------------------------------

<b>Black</b>	r: 0 g: 0 b: 0 #000000
--------------	---------------------------------

### UNIVERSALLY COMPLIANT

<b>Beauty Grapefruit</b>	r: 210 g: 69 b: 57 #D24539
--------------------------	-------------------------------------

<b>Beauty Plum</b>	r: 108 g: 87 b: 187 #6C5776
--------------------	--------------------------------------

<b>Beauty Raspberry</b>	r: 218 g: 44 b: 131 #DA2C83
-------------------------	--------------------------------------

NO VERSION AVAILABLE	
----------------------	--

<b>Ash</b>	r: 111 g: 119 b: 131 #6F7783
------------	---------------------------------------

<b>Smoke</b>	r: 72 g: 76 b: 86 #484C56
--------------	------------------------------------

<b>Black</b>	r: 0 g: 0 b: 0 #000000
--------------	---------------------------------

**Additional resources**  
[Beauty\\_com\\_GUI.psd](#)










# Colors: Brand

The brand colors have been specifically selected to be fashionable, sophisticated and sensual. They're designed to reflect the personality of the Beauty.com brand.

Note: Use only the following HEX and RGB values specified in these guidelines, as they have been developed for digital usage and are not direct conversions.

### WCAG Compliance

WCAG-compliant (Web Content Accessibility Guideline-compliant) color palettes consist of type colors designed for visually impaired users. Beauty.com is level AA compliant, which requires a contrast ratio of 4.5:1 for normal text and 3:1 for large text.

DIGITAL COLORS	18px+ & 14px BOLD COMPLIANT	UNIVERSALLY COMPLIANT
 r: 255 g: 186 b: 174 #FFBAAE	NO VERSION AVAILABLE	NO VERSION AVAILABLE
 r: 235 g: 141 b: 255 #EB8DFF	 r: 206 g: 109 b: 228 #CE6DE4	 r: 182 g: 78 b: 171 #B64EAB
 r: 72 g: 65 b: 142 #48418E	 r: 72 g: 65 b: 142 #48418E	 r: 72 g: 65 b: 142 #48418E
 r: 15 g: 114 b: 111 #0F726F	 r: 15 g: 114 b: 111 #0F726F	 r: 15 g: 114 b: 111 #0F726F
 r: 99 g: 224 b: 176 #63E0B0	 r: 55 g: 166 b: 126 #37A67E	NO VERSION AVAILABLE
 r: 108 g: 61 b: 99 #6C3D63	 r: 108 g: 61 b: 99 #6C3D63	 r: 108 g: 61 b: 99 #6C3D63
 r: 206 g: 162 b: 83 #CEA253	 r: 189 g: 141 b: 45 #BD8D2D	NO VERSION AVAILABLE
 r: 247 g: 23 b: 41 #F71729	 r: 247 g: 23 b: 41 #F71729	NO VERSION AVAILABLE
 r: 165 g: 2 b: 20 #A50214	 r: 165 g: 2 b: 20 #A50214	 r: 165 g: 2 b: 20 #A50214
 r: 45 g: 50 b: 76 #2D324B	 r: 45 g: 50 b: 76 #2D324B	 r: 45 g: 50 b: 76 #2D324B

### Additional resources

[Beauty\\_com\\_GUI.psd](#)

# Colors: UI

Use UI Colors colors for text, links, lines and other interface elements.

For any type or links appearing on a light-color background, designers should opt for #DF4B38 Dark Link Grapefruit. For all fonts on a white background, designers can use #E9584B Light Link Grapefruit, #6C5776 UI Plum or #35393D Type Gray.

### WCAG Compliance

WCAG-compliant (Web Content Accessibility Guideline-compliant) color palettes consist of colors designed for visually impaired users. Beauty.com is level AA compliant, which requires a contrast ratio of 4.5:1 for normal text and 3:1 for large text.

*For use on a background tint.*

**Dark Link Grapefruit**  
#DF4B38

r: 223  
g: 75  
b: 56

**Light Link Grapefruit**  
#E9584B

r: 233  
g: 88  
b: 75

**Tint Grapefruit**  
#FFEFEC

r: 255  
g: 228  
b: 223

**UI Plum**  
#6C5776

r: 108  
g: 87  
b: 118

**Tint Plum**  
#F01EFF

r: 252  
g: 228  
b: 255

**Type Gray**  
#35393D

r: 53  
g: 57  
b: 61

**Ash**  
#6F7783

r: 111  
g: 119  
b: 131

**Disabled Gray**  
#B4B9BD

r: 180  
g: 185  
b: 189

**Stroke Gray**  
#D2D5D7

r: 210  
g: 213  
b: 215

**Light Gray**  
#F3F4F4

r: 243  
g: 244  
b: 244

**Nav Gray**  
#F7F7F7

r: 247  
g: 247  
b: 247

*For use on all strokes and rules.*

*For use behind left navigation.*

**Additional resources**  
[Beauty\\_com\\_GUI.psd](#)

# Iconography

## Beauty.com Icons Font

The Beauty.com Icon Font includes icons that symbolize a program, directory, action or value. In keeping with Beauty.com core values, the design of icons is stylish, current and informative.

### Development

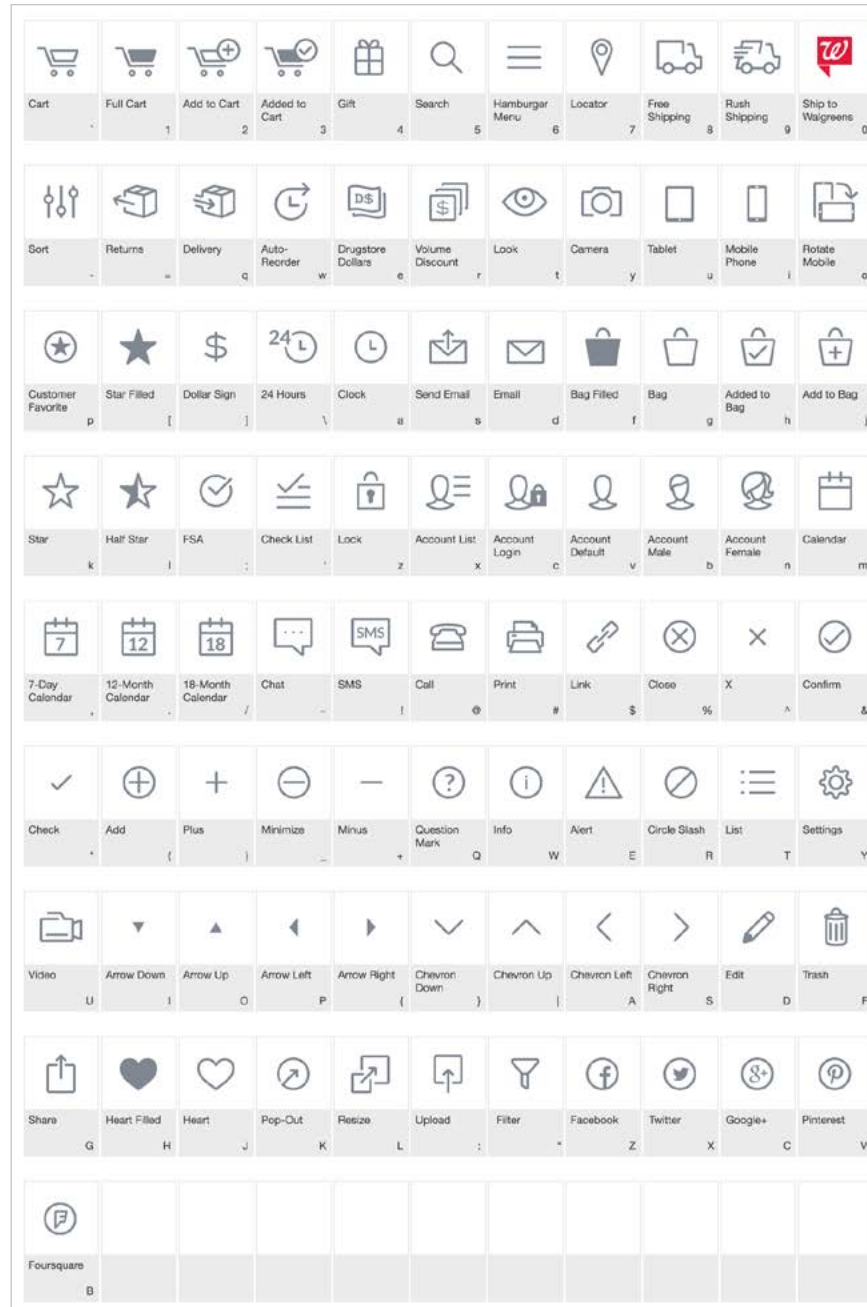
Beauty.com icons should never be slices. They are part of a web font, which increases sharpness and decreases size without effecting the quality of the image.

### Color

Use a single color. Icons can be reversed out in white or another color. When an icon is in line with a text link, use a link-grapefruit color for both.

### Size

Readability and clarity must be maintained even at small sizes. Minimum font size is 24px.



**Additional resources**  
[Beauty\\_com\\_GUI.psd](#)

See next page



































# Iconography (continued)

Cart .	Full Cart 1	Add to Cart 2	Added to Cart 3	Gift 4	Search 5	Hamburger Menu 6	Locator 7	Free Shipping 8	Rush Shipping 9	Ship to Walgreens 0
Sort -	Returns =	Delivery q	Auto-Reorder w	Drugstore Dollars e	Volume Discount r	Look t	Camera y	Tablet u	Mobile Phone i	Rotate Mobile o
Customer Favorite p	Star Filled [	Dollar Sign ]	24 Hours \	Clock a	Send Email s	Email d	Bag Filled f	Bag g	Added to Bag h	Add to Bag j
Star k	Half Star l	FSA ;	Check List ,	Lock z	Account List x	Account Login c	Account Default v	Account Male b	Account Female n	Calendar m
7-Day Calendar .	12-Month Calendar .	18-Month Calendar /	Chat ~	SMS !	Call @	Print #	Link \$	Close %	X ^	Confirm &

Additional resources  
[Beauty\\_com\\_GUI.psd](#)

See next page

# Iconography (continued)

										
Check ·	Add (	Plus )	Minimize -	Minus +	Question Mark Q	Info W	Alert E	Circle Slash R	List T	Settings Y
										
Video U	Arrow Down I	Arrow Up O	Arrow Left P	Arrow Right {	Chevron Down }	Chevron Up 	Chevron Left A	Chevron Right S	Edit D	Trash F
										
Share G	Heart Filled H	Heart J	Pop-Out K	Resize L	Upload :	Filter "	Facebook Z	Twitter X	Google+ C	Pinterest V
										
Foursquare B										

Additional resources  
[Beauty\\_com\\_GUI.psd](#)

See next page

# Rules & Strokes

Rules and Strokes emphasize, separate or create a boundary for content.

Note: The use of vertical Rules is strongly discouraged. A good information structure should create a natural vertical boundary.

## Style

Strokes and most Rules should be #D2D5D7 UI Gray. To emphasize content and add visual richness, designers can opt for Rule style 2, which is thicker and uses a band of brand color that should be 30% of the Rule at all breakpoints.

### Style 1



**Rule Style 1**  
color: #D2D5D7  
height: 2px

### Style 2



**Rule Style 2**  
color: #6F7783 gray line  
#E9584B grapefruit line, 30% of entire length  
height: 3px

#### Additional resources

[Beauty\\_com\\_GUI.psd](#)





# Badges

Badges are lockups of color, text and sometimes symbols that represent a value proposition for the customer.

## Development

Badges should be served as images. Specs listed for design reference.

## Color

Each badge uses a compliant digital color.

## Placement

Badges are top-left aligned to the product card.

## Copy

Use uppercase copy with no punctuation.



### Flag - New

font: Lato Black, 22px  
 color: #6C5776 *background*  
 #FFFFFF *type*  
 height: 122 x 122px



### Flag - Value

font: Lato Black, 22px *dollar amount*  
 Lato Regular, 18px *value type*  
 color: #BD8D2D *background*  
 #FFFFFF *type*  
 dimensions: 122 x 122px



### Flag - CEW Winner

font: Times New Roman Regular & Italic *CEW*  
 Lato Regular, 18px *beauty*  
 Lato Black, 22px *winner*  
 color: #484C56 *gray background*  
 #E43C88 *pink background*  
 #FFFFFF *type*  
 dimensions: 122 x 122px



### Flag - Allure Winner

font: Lato Regular, 12px *best of beauty*  
 Lato Black, 14px *winner*  
 color: #484C56 *gray background*  
 #F71729 *red background*  
 #FFFFFF *type*  
 dimensions: 122 x 122px

## Additional resources

[Beauty\\_com\\_GUI.psd](#)

# Avatars

An Avatar is a personalized graphic or rendering that represents a user, usually in the form of a small picture.

## Style

Designers have three choices for style of Avatar: female, male and nondescript. The background shape can be rectangular or circular.

## Copy

When users are able to upload their own images, post the file dimensions, formats and maximum file size allowed.

## Circle

**Nondescript Avatar**



**Male Avatar**



**Female Avatar**

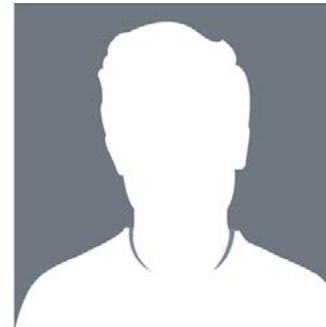


## Rectangle

**Nondescript Avatar**



**Male Avatar**



**Female Avatar**



**Avatar**  
background: #6F7783  
height: variable

## Additional resources

[Beauty\\_com\\_GUI.psd](#)

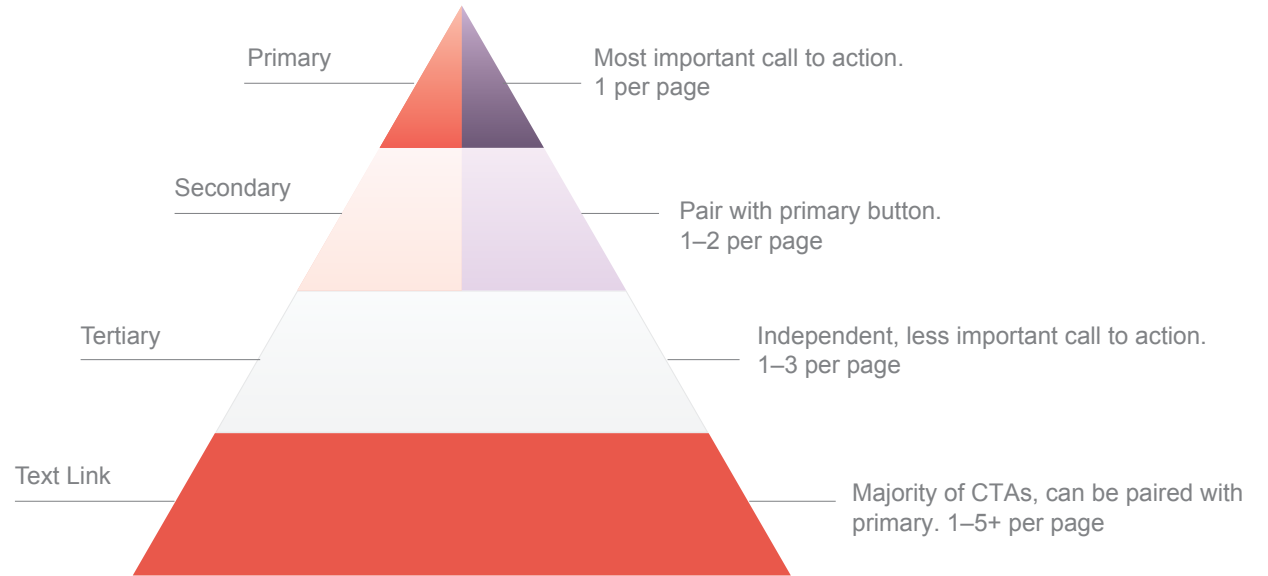
# Buttons & Links: Introduction

## How to Choose a Button or Text Link

Choosing a button or link style depends on the importance of the button function and the number of buttons on the screen.

First, look at the button's function: If it is of primary importance, choose a primary button. If the button has an important account function, use a Plum Primary Button (also applicable in rare strategic occurrences). For most important functions, a Grapefruit Primary Button is suitable.

Next, check if multiple buttons exist on a page. Choose a secondary button or text link for an alternative action. Place the primary button to the right or above the secondary button or text link. If a button is needed for an independent, less important action, use a Gray Tertiary Button or a text link. On rare occasions, a Grapefruit Secondary Button can also stand alone.



**Preferred Size**  
Minimum width: 100px



*Use when possible.*

**Small Size**  
Minimum width: 80px



*Use when limited space exists.*

### Additional resources

[Beauty\\_com\\_GUI.psd](#)

# Buttons & Links: Introduction (continued)

## How to Pair

On many pages, two alternative calls to action exist and a button pairing is needed. Pairing a button style depends on the importance of the button's action and the button's placement in a task flow.

- Primary & Secondary Button Pair**  
 When two important alternative actions exist, place the primary button to the right or above the secondary button.
- Primary Button & Link Pair**  
 When two alternative actions exist, but one is less important than the other, make the less important action a link. Place the primary button to the right or above the link.
- "Or" Button Pair**  
 An "Or" Button Pair is suitable when the word "or" is needed to help users understand that they have two options for completing the same task. Place the primary button to the left or above the secondary or tertiary button. This is the only button pairing where that placement exists and where a tertiary is allowed.



Stacked "Or" Button Pair

"Or" Button Pair - Stacked

type for "or": Lato Reg, 14px, #35393D  
 rule: 1px width, 55px length on either side of "or"

Side-by-Side "Or" Button Pair



"Or" Button Pair - Side by Side

type for "or": Lato Reg, 14px, #35393D  
 rule: 1px width, 15px length on either side of "or"

Primary & Secondary Button



Primary & Secondary Button Pair

padding: 25px padding between buttons

Primary Button & Link Pair



Primary Button & Link Pair

padding: 25px padding between buttons

**Additional resources**  
[Beauty\\_com\\_GUI.psd](#)

# Buttons: Grapefruit Primary

Buttons are clickable visual cues that prompt a visitor to take action. Primary buttons are featured prominently in order to call the user to action or guide the user toward completing a task. It is preferable to limit the use of primary buttons to one per page.

Utilize Grapefruit Primary Buttons to emphasize the most important actions or tasks on a page. (See "Buttons: Plum Primary" for usage omissions.)

## Color & Hierarchy

Grapefruit buttons are our most widely used buttons. However, they share the same hierarchy as plum buttons and therefore should not necessarily appear more prominently on a page.

## Disabled State

When a button must retain placement but becomes inactive, utilize the disabled state button.

## Size

The preferred size is the default size and should be used whenever possible. When a limited amount of space exists, opt for the small size. Buttons should always have 15px padding and a minimum width of 100px for preferred size, 80px for small size.

## Placement

When two alternative actions exist, place the primary button to the right or above the secondary button.

## Copy

A button should express a command that clearly and concisely tells the reader what action will occur when the user taps it. For all button text, use sentence uppercase. Limit text to four or fewer words and no punctuation.

## Additional resources

[Beauty\\_com\\_GUI.psd](#)

### Active State

LOREM IPSUM

LOREM IPSUM

type:  
background gradient:

drop shadow:  
side padding:  
corner radius:  
height:

**Preferred Active Button**  
Lato Bold, 14px, #FFFFFF  
#FC7B6E *top*  
#E9584B *bottom*  
#B1B3B6 100% multiply  
15px  
2px  
44px

**Small Active Button**  
Lato Bold, 14px, #FFFFFF  
#FC7B6E *top*  
#E9584B *bottom*  
#B1B3B6 100% multiply  
15px  
2px  
33px

### Hover State

LOREM IPSUM

LOREM IPSUM

type:  
background gradient:

drop shadow:  
side padding:  
corner radius:  
height:

**Preferred Hover Button**  
Lato Bold, 14px, #FFFFFF  
#FFC0AE *top*  
#E9584B *bottom*  
#B1B3B6 100% multiply  
15px  
2px  
44px

**Small Hover Button**  
Lato Bold, 14px, #FFFFFF  
#FFC0AE *top*  
#E9584B *bottom*  
#B1B3B6 100% multiply  
15px  
2px  
33px

### Pressed State

LOREM IPSUM

LOREM IPSUM

type:  
background color:  
side padding:  
corner radius:  
height:

**Preferred Pressed Button**  
Lato Bold, 14px, #FFFFFF  
#E9584B  
15px  
2px  
44px

**Small Pressed Button**  
Lato Bold, 14px, #FFFFFF  
#E9584B  
15px  
2px  
33px

### Disabled State

LOREM IPSUM

LOREM IPSUM

type:  
background color:  
stroke:  
side padding:  
corner radius:  
height:

**Preferred Disabled Button**  
Lato Bold, 14px, #B4B9BD  
#F3F4F4  
#EAEEBE  
15px  
2px  
44px

**Small Disabled Button**  
Lato Bold, 14px, #B4B9BD  
#F3F4F4  
#EAEEBE  
15px  
2px  
33px

# Buttons: Plum Primary

Buttons are clickable visual cues that prompt a user to take action. Primary buttons are featured prominently in order to call the user to action or guide the user toward completing a task. It is preferable to limit primary-button usage to one per page.

Utilize Plum Primary Buttons to emphasize major account actions or in rare strategic instances.

## Color & Hierarchy

Grapefruit buttons are our most widely used buttons. However, they share the same hierarchy as plum buttons and therefore should not necessarily appear more prominently on a page.

## Disabled State

When a button must retain placement but becomes inactive, utilize the disabled state button.

## Size

The preferred size is the default size and should be used whenever possible. When a limited amount of space exists, opt for the small size. Buttons should always have 15px padding and a minimum width of 100px for preferred size, 80px for small size.

## Placement

When two alternative actions exist, place the primary button to the right or above the secondary button.

## Copy

A button should express a command that clearly and concisely tells the reader what action will occur when the user taps it. For all button text, use uppercase. Limit text to four or fewer words and no punctuation.

## Additional resources

[Beauty\\_com\\_GUI.psd](#)

### Active State

#### Preferred Size

#### Small Size

LOREM IPSUM

LOREM IPSUM

type:  
background gradient:

**Preferred Active Button**  
Lato Bold, 14px, #FFFFFF  
#AF81C4 *top*  
#6C5776 *bottom*  
#B1B3B6 100% *multiply*

**Small Active Button**  
Lato Bold, 14px, #FFFFFF  
#AF81C4 *top*  
#6C5776 *bottom*  
#B1B3B6 100% *multiply*

drop shadow:  
side padding:  
corner radius:  
height:

LOREM IPSUM

LOREM IPSUM

### Hover State

type:  
background gradient:

**Preferred Hover Button**  
Lato Bold, 14px, #FFFFFF  
#CDB4E0 *top*  
#6C5776 *bottom*  
#B1B3B6 100% *multiply*

**Small Hover Button**  
Lato Bold, 14px, #FFFFFF  
#CDB4E0 *top*  
#6C5776 *bottom*  
#B1B3B6 100% *multiply*

drop shadow:  
side padding:  
corner radius:  
height:

### Pressed State

LOREM IPSUM

LOREM IPSUM

type:  
background color:  
side padding:  
corner radius:  
height:

**Preferred Pressed Button**  
Lato Bold, 14px, #FFFFFF  
#6C5776

**Small Pressed Button**  
Lato Bold, 14px, #FFFFFF  
#6C5776

### Disabled State

LOREM IPSUM

LOREM IPSUM

type:  
background color:  
stroke:  
side padding:  
corner radius:  
height:

**Preferred Disabled Button**  
Lato Bold, 14px, #B4B9BD  
#F3F4F4  
#EAEBEB

**Small Disabled Button**  
Lato Bold, 14px, #B4B9BD  
#F3F4F4  
#EAEBEB

# Buttons: Grapefruit Secondary

Buttons are clickable visual cues that prompt a visitor to take action.

Utilize Grapefruit Secondary Buttons alongside Grapefruit Primary Buttons in order to present an alternative action the user may take. On rare occasions, a Grapefruit Secondary Button can stand alone.

## Color & Hierarchy

Grapefruit buttons are our most widely used buttons. However, they share the same hierarchy as plum buttons and therefore should not necessarily appear more prominently on a page.

## Disabled State

When a button must retain placement but becomes inactive, utilize the disabled state button.

## Size

The preferred size is the default size and should be used whenever possible. When a limited amount of space exists, opt for the small size. Buttons should always have 15px padding and a minimum width of 100px for preferred size, 80px for small size.

## Placement

When two alternative actions exist, place the primary button to the right or above the secondary button.

## Copy

A button should express a command that clearly and concisely tells the reader what action will occur when the user taps it. For all button text, use uppercase. Limit text to four or fewer words and no punctuation.

## Additional resources

[Beauty\\_com\\_GUI.psd](#)

### Active State

LOREM IPSUM

type:  
background gradient:

drop shadow:  
side padding:  
corner radius:  
height:

**Preferred Active Button**  
Lato Bold, 14px, #E9584B  
#FFEFEC *top*  
#FFE8E1 *bottom*  
#B1B3B6 100% multiply  
15px  
2px  
44px

### Small Size

LOREM IPSUM

**Small Active Button**  
Lato Bold, 14px, #E9584B  
#FFEFEC *top*  
#FFE8E1 *bottom*  
#B1B3B6 100% multiply  
15px  
2px  
33px

### Hover State

LOREM IPSUM

type:  
background gradient:

drop shadow:  
side padding:  
corner radius:  
height:

**Preferred Hover Button**  
Lato Bold, 14px, #E9584B  
#FFF5F5 *top*  
#FFE8E1 *bottom*  
#B1B3B6 100% multiply  
15px  
2px  
44px

LOREM IPSUM

**Small Hover Button**  
Lato Bold, 14px, #E9584B  
#FFF5F5 *top*  
#FFE8E1 *bottom*  
#B1B3B6 100% multiply  
15px  
2px  
33px

### Pressed State

LOREM IPSUM

type:  
background color:  
side padding:  
corner radius:  
height:

**Preferred Pressed Button**  
Lato Bold, 14px, #E9584B  
#FFE8E1  
15px  
2px  
44px

LOREM IPSUM

**Small Pressed Button**  
Lato Bold, 14px, #E9584B  
#FFE8E1  
15px  
2px  
33px

### Disabled State

LOREM IPSUM

type:  
background color:  
stroke:  
side padding:  
corner radius:  
height:

**Preferred Disabled Button**  
Lato Bold, 14px, #B4B9BD  
#F3F4F4  
#EAEBEB  
15px  
2px  
44px

LOREM IPSUM

**Small Disabled Button**  
Lato Bold, 14px, #B4B9BD  
#F3F4F4  
#EAEBEB  
15px  
2px  
33px

# Buttons: Plum Secondary

Buttons are clickable visual cues that prompt a visitor to take action.

Utilize Plum Secondary Buttons alongside Plum Primary Buttons in order to present an alternative action the user may take. Plum Secondary Buttons should never stand alone.

### Color & Hierarchy

Grapefruit buttons are our most widely used buttons. However, they share the same hierarchy as Plum buttons and therefore should not necessarily appear more prominently on a page.

### Disabled State

When a button must retain placement but becomes inactive, utilize the disabled state button.

### Size

The preferred size is the default size and should be used whenever possible. When a limited amount of space exists, opt for the small size. Buttons should always have 15px padding and a minimum width of 100px for preferred size, 80px for small size.

### Placement

When two alternative actions exist, place the primary button to the right or above the secondary button.

### Copy

A button should express a command that clearly and concisely tells the reader what action will occur when the user taps it. For all button text, use uppercase. Limit text to four or fewer words and no punctuation.

**Additional resources**  
[Beauty\\_com\\_GUI.psd](#)

### Active State

type:  
 background gradient:  
 stroke:  
 drop shadow:  
 side padding:  
 corner radius:  
 height:

LOREM IPSUM

#### Preferred Active Button

Lato Bold, 14px, #6C5776  
 #F0E1FF *top*  
 #E8D4FF *bottom*  
 #D6EADD  
 #B1B3B6 100% *multiply*  
 15px  
 2px  
 44px

### Small Size

LOREM IPSUM

#### Small Active Button

Lato Bold, 14px, #6C5776  
 #F0E1FF *top*  
 #E8D4FF *bottom*  
 #D6EADD  
 #B1B3B6 100% *multiply*  
 15px  
 2px  
 33px

### Hover State

type:  
 background gradient:  
 drop shadow:  
 side padding:  
 corner radius:  
 height:

LOREM IPSUM

#### Preferred Hover Button

Lato Bold, 14px, #6C5776  
 #F5EBFF *top*  
 #E8D4FF *bottom*  
 #B1B3B6 100% *multiply*  
 15px  
 2px  
 44px

LOREM IPSUM

#### Small Hover Button

Lato Bold, 14px, #6C5776  
 #F5EBFF *top*  
 #E8D4FF *bottom*  
 #B1B3B6 100% *multiply*  
 15px  
 2px  
 33px

### Pressed State

type:  
 background color:  
 side padding:  
 corner radius:  
 height:

LOREM IPSUM

#### Preferred Pressed Button

Lato Bold, 14px, #6C5776  
 #E8D4FF  
 15px  
 2px  
 44px

LOREM IPSUM

#### Small Pressed Button

Lato Bold, 14px, #6C5776  
 #E8D4FF  
 15px  
 2px  
 33px

### Disabled State

type:  
 background color:  
 stroke:  
 side padding:  
 corner radius:  
 height:

LOREM IPSUM

#### Preferred Disabled Button

Lato Bold, 14px, #B4B9BD  
 #F3F4F4  
 #EAEBEB  
 15px  
 2px  
 44px

LOREM IPSUM

#### Small Disabled Button

Lato Bold, 14px, #B4B9BD  
 #F3F4F4  
 #EAEBEB  
 15px  
 2px  
 33px



# Buttons: Gray Tertiary

Buttons are clickable visual cues that prompt a visitor to take action. Gray Tertiary Buttons present an action that the user may take that is not as important as a primary or secondary action. Tertiaries present an independent action, not an alternative action.

### Disabled State

When a button must retain placement but becomes inactive, utilize the disabled state button.

### Size

The preferred size is the default size and should be used whenever possible. When a limited amount of space exists, opt for the small size. Buttons should always have 15px padding and a minimum width of 100px for preferred size, 80px for small size.

### Copy

A button should express a command that clearly and concisely tells the reader what action will occur when the user taps it. For all button text, use uppercase. Limit text to four or fewer words and no punctuation.

### Active State

type:  
background gradient:  
  
stroke:  
drop shadow:  
side padding:  
corner radius:  
height:

### Preferred Size



**Preferred Active Button**  
Lato Bold, 14px, #DF4B38  
#FAFBFB *top*  
#F3F4F4 *bottom*  
#EAEBEB 100% multiply  
#B1B3B6  
15px  
2px  
44px

### Small Size



**Small Active Button**  
Lato Bold, 14px, #DF4B38  
#FAFBFB *top*  
#F3F4F4 *bottom*  
#EAEBEB 100% multiply  
#B1B3B6  
15px  
2px  
33px

### Hover State

type:  
background gradient:  
  
stroke:  
drop shadow:  
side padding:  
corner radius:  
height:



**Preferred Hover Button**  
Lato Bold, 14px, #DF4B38  
#FFFFFF *top*  
#F3F4F4 *bottom*  
#EAEBEB 100% multiply  
#B1B3B6  
15px  
2px  
44px



**Small Hover Button**  
Lato Bold, 14px, #DF4B38  
#FFFFFF *top*  
#F3F4F4 *bottom*  
#EAEBEB 100% multiply  
#B1B3B6  
15px  
2px  
33px

### Pressed State

type:  
background color:  
stroke:  
side padding:  
corner radius:  
height:



**Preferred Pressed Button**  
Lato Bold, 14px, #DF4B38  
#F3F4F4  
#EAEBEB  
15px  
2px  
44px



**Small Pressed Button**  
Lato Bold, 14px, #DF4B38  
#F3F4F4  
#EAEBEB  
15px  
2px  
33px

### Disabled State

type:  
background color:  
stroke:  
side padding:  
corner radius:  
height:



**Preferred Disabled Button**  
Lato Bold, 14px, #B4B9BD  
#F3F4F4  
#EAEBEB  
15px  
2px  
44px



**Small Disabled Button**  
Lato Bold, 14px, #B4B9BD  
#F3F4F4  
#EAEBEB  
15px  
2px  
33px

**Additional resources**  
[Beauty\\_com\\_GUI.psd](#)

# Buttons: Assistance

Buttons are clickable visual cues that prompt a visitor to take action.

Assistance Buttons are suitable in instances when site visitors need some kind of help.

## Size

The preferred size is the default size and should be used whenever possible. When a limited amount of space exists, opt for the small size. Buttons should always have 15px padding and a minimum width of 100px for preferred size, 80px for small size.

## Placement

When two alternative actions exist, place the primary button to the right or above the secondary button.

## Copy

A button should express a command that clearly and concisely tells the reader what action will occur when the user taps it. For all button text, use uppercase. Limit text to four or fewer words and no punctuation.

### Active State



type:  
background gradient:

**Preferred Active Button**  
Lato Bold, 14px, #FFFFFF  
#696E7B *top*  
#484C56 *bottom*  
#B1B3B6 100% *multiply*

**Small Active Button**  
Lato Bold, 14px, #FFFFFF  
#696E7B *top*  
#484C56 *bottom*  
#B1B3B6 100% *multiply*

drop shadow:  
side padding:  
corner radius:  
height:

15px  
2px  
44px

15px  
2px  
33px

### Hover State



type:  
background gradient:

**Preferred Hover Button**  
Lato Bold, 14px, #FFFFFF  
#808798 *top*  
#484C56 *bottom*  
#B1B3B6 100% *multiply*

**Small Hover Button**  
Lato Bold, 14px, #FFFFFF  
#808798 *top*  
#484C56 *bottom*  
#B1B3B6 100% *multiply*

drop shadow:  
side padding:  
corner radius:  
height:

15px  
2px  
44px

15px  
2px  
33px

### Pressed State



type:  
background color:  
side padding:  
corner radius:  
height:

**Preferred Pressed Button**  
Lato Bold, 14px, #FFFFFF  
#484C56  
15px  
2px  
44px

**Small Pressed Button**  
Lato Bold, 14px, #FFFFFF  
#484C56  
15px  
2px  
33px

### Disabled State



type:  
background color:  
stroke:  
side padding:  
corner radius:  
height:

**Preferred Disabled Button**  
Lato Bold, 14px, #B4B9BD  
#F3F4F4  
#EAEEBE  
15px  
2px  
44px

**Small Disabled Button**  
Lato Bold, 14px, #B4B9BD  
#F3F4F4  
#EAEEBE  
15px  
2px  
33px

## Additional resources

[Beauty\\_com\\_GUI.psd](#)

# Buttons: Merchandising Primary

Buttons are clickable visual cues that prompt a visitor to take action. Merchandising Primary Buttons can be used on promotions, such as emails, banner ads and homepage heroes. An alternative option is to use text links instead of buttons.

Note: These Merchandising Primary Buttons have set colors; do not create a unique button color.

## Color & Style

Buttons should command attention without overwhelming the design. This is done by matching the button color to the color theme used in the greater design. Use only one button color per page or email, even when multiple buttons are present.

## Size

While the preferred size is the default size and should be used whenever possible, a limited amount of space frequently exists in promotions. Therefore Primary Merchandizing Buttons use the small size more often than other buttons. Buttons should always have 15px padding and a minimum width of 100px for preferred size, 80px for small size.

## Placement

When two alternative actions exist, place the primary button to the right or above the secondary button.

## Copy

A button should express a command that clearly and concisely tells the reader what action will occur when the user taps it. For all button text, use uppercase. Limit text to four or fewer words and no punctuation.

## Additional resources

[Beauty\\_com\\_GUI.psd](#)

### Preferred Size

### Small Size

### Preferred Size

### Small Size

#### Active State



type: Lato Bold, 14px, #FFFFFF  
background: #CE6DE4 top, #B64EAB bottom  
corner radius: 2px  
height: 44px  
drop shadow: 1px distance, 0px spread, 2px size, 90 angle

Small Active Button  
Lato Bold, 14px, #FFFFFF  
#CE6DE4 top, #B64EAB bottom  
2px  
33px  
1px distance, 0px spread, 2px size, 90 angle

Preferred Active Button  
Lato Bold, 14px, #FFFFFF  
#6C5776 top, #6C3D63 bottom  
2px  
44px  
1px distance, 0px spread, 2px size, 90 angle

Small Active Button  
Lato Bold, 14px, #FFFFFF  
#6C5776 top, #6C3D63 bottom  
2px  
33px  
1px distance, 0px spread, 2px size, 90 angle

#### Hover State



type: Lato Bold, 14px, #FFFFFF  
background: #EB8DFF top, #B64EAB bottom  
corner radius: 2px  
height: 44px  
drop shadow: 1px distance, 0px spread, 2px size, 90 angle

Small Hover Button  
Lato Bold, 14px, #FFFFFF  
#EB8DFF top, #B64EAB bottom  
2px  
33px  
1px distance, 0px spread, 2px size, 90 angle

Preferred Hover Button  
Lato Bold, 14px, #FFFFFF  
#B64EAB top, #6C3D63 bottom  
2px  
44px  
1px distance, 0px spread, 2px size, 90 angle

Small Hover Button  
Lato Bold, 14px, #FFFFFF  
#B64EAB top, #6C3D63 bottom  
2px  
33px  
1px distance, 0px spread, 2px size, 90 angle

#### Pressed State



type: Lato Bold, 14px, #FFFFFF  
background color: #B64EAB  
side: 15px  
corner radius: 2px  
height: 44px













Small Pressed Button  
Lato Bold, 14px, #FFFFFF  
#B64EAB  
15px  
2px  
33px

Preferred Pressed Button  
Lato Bold, 14px, #FFFFFF  
#6C3D63  
15px  
2px  
44px

Small Pressed Button  
Lato Bold, 14px, #FFFFFF  
#6C3D63  
15px  
2px  
33px













See next page

# Buttons: Merchandising Primary (continued)

	Preferred Size	Small Size	Preferred Size	Small Size
<b>Active State</b>				
	<p><b>Preferred Active Button</b>                      Lato Bold, 14px, #FFFFFF                      #4850B4 top                      #48418E bottom</p> <p>type: Lato Bold, 14px, #FFFFFF                      background: #4850B4 top, #48418E bottom                      corner radius: 2px                      height: 44px                      drop shadow: 1px distance, 0px spread, 2px size, 90 angle</p>	<p><b>Small Active Button</b>                      Lato Bold, 14px, #FFFFFF                      #4850B4 top                      #48418E bottom</p> <p>type: Lato Bold, 14px, #FFFFFF                      background: #4850B4 top, #48418E bottom                      corner radius: 2px                      height: 33px                      drop shadow: 1px distance, 0px spread, 2px size, 90 angle</p>	<p><b>Preferred Active Button</b>                      Lato Bold, 14px, #FFFFFF                      #37A67E top                      #0F726F bottom</p> <p>type: Lato Bold, 14px, #FFFFFF                      background: #37A67E top, #0F726F bottom                      corner radius: 2px                      height: 44px                      drop shadow: 1px distance, 0px spread, 2px size, 90 angle</p>	<p><b>Small Active Button</b>                      Lato Bold, 14px, #FFFFFF                      #37A67E top                      #0F726F bottom</p> <p>type: Lato Bold, 14px, #FFFFFF                      background: #37A67E top, #0F726F bottom                      corner radius: 2px                      height: 33px                      drop shadow: 1px distance, 0px spread, 2px size, 90 angle</p>
<b>Hover State</b>				
	<p><b>Preferred Hover Button</b>                      Lato Bold, 14px, #FFFFFF                      #3B5EC8 top                      #48418E bottom</p> <p>type: Lato Bold, 14px, #FFFFFF                      background: #3B5EC8 top, #48418E bottom                      corner radius: 2px                      height: 44px                      drop shadow: 1px distance, 0px spread, 2px size, 90 angle</p>	<p><b>Small Hover Button</b>                      Lato Bold, 14px, #FFFFFF                      #3B5EC8 top                      #48418E bottom</p> <p>type: Lato Bold, 14px, #FFFFFF                      background: #3B5EC8 top, #48418E bottom                      corner radius: 2px                      height: 33px                      drop shadow: 1px distance, 0px spread, 2px size, 90 angle</p>	<p><b>Preferred Hover Button</b>                      Lato Bold, 14px, #FFFFFF                      #63E0B0 top                      #0F726F bottom</p> <p>type: Lato Bold, 14px, #FFFFFF                      background: #63E0B0 top, #0F726F bottom                      corner radius: 2px                      height: 44px                      drop shadow: 1px distance, 0px spread, 2px size, 90 angle</p>	<p><b>Small Hover Button</b>                      Lato Bold, 14px, #FFFFFF                      #63E0B0 top                      #0F726F bottom</p> <p>type: Lato Bold, 14px, #FFFFFF                      background: #63E0B0 top, #0F726F bottom                      corner radius: 2px                      height: 33px                      drop shadow: 1px distance, 0px spread, 2px size, 90 angle</p>
<b>Pressed State</b>				
	<p><b>Preferred Pressed Button</b>                      Lato Bold, 14px, #FFFFFF                      #48418E</p> <p>type: Lato Bold, 14px, #FFFFFF                      background: #48418E                      side padding: 15px                      corner radius: 2px                      height: 44px</p>	<p><b>Small Pressed Button</b>                      Lato Bold, 14px, #FFFFFF                      #48418E</p> <p>type: Lato Bold, 14px, #FFFFFF                      background: #48418E                      side padding: 15px                      corner radius: 2px                      height: 33px</p>	<p><b>Preferred Pressed Button</b>                      Lato Bold, 14px, #FFFFFF                      #0F726F</p> <p>type: Lato Bold, 14px, #FFFFFF                      background: #0F726F                      side padding: 15px                      corner radius: 2px                      height: 44px</p>	<p><b>Small Pressed Button</b>                      Lato Bold, 14px, #FFFFFF                      #0F726F</p> <p>type: Lato Bold, 14px, #FFFFFF                      background: #0F726F                      side padding: 15px                      corner radius: 2px                      height: 33px</p>

**Additional resources**  
[Beauty\\_com\\_GUI.psd](#)

# Buttons: Merchandising Primary (continued)

	Preferred Size	Small Size	Preferred Size	Small Size
<b>Active State</b>				
<p><b>Preferred Active Button</b>                      Lato Bold, 14px, #FFFFFF                      #F71729 top                      #A50214 bottom</p> <p><b>Small Active Button</b>                      Lato Bold, 14px, #FFFFFF                      #F71729 top                      #A50214 bottom</p> <p><b>Preferred Active Button</b>                      Lato Bold, 14px, #FFFFFF                      #BD8D2D top                      #A36B14 bottom</p> <p><b>Small Active Button</b>                      Lato Bold, 14px, #FFFFFF                      #BD8D2D top                      #A36B14 bottom</p>	<p>type: Lato Bold, 14px, #FFFFFF</p> <p>background: #F71729 top #A50214 bottom</p> <p>corner radius: 2px</p> <p>height: 44px</p> <p>drop shadow: 1px distance, 0px spread, 2px size, 90 angle</p>	<p>type: Lato Bold, 14px, #FFFFFF</p> <p>background: #F71729 top #A50214 bottom</p> <p>corner radius: 2px</p> <p>height: 33px</p> <p>drop shadow: 1px distance, 0px spread, 2px size, 90 angle</p>	<p>type: Lato Bold, 14px, #FFFFFF</p> <p>background: #BD8D2D top #A36B14 bottom</p> <p>corner radius: 2px</p> <p>height: 44px</p> <p>drop shadow: 1px distance, 0px spread, 2px size, 90 angle</p>	<p>type: Lato Bold, 14px, #FFFFFF</p> <p>background: #BD8D2D top #A36B14 bottom</p> <p>corner radius: 2px</p> <p>height: 33px</p> <p>drop shadow: 1px distance, 0px spread, 2px size, 90 angle</p>
<b>Hover State</b>				
<p><b>Preferred Hover Button</b>                      Lato Bold, 14px, #FFFFFF                      #FF4333 top                      #A50214 bottom</p> <p><b>Small Hover Button</b>                      Lato Bold, 14px, #FFFFFF                      #FF4333 top                      #A50214 bottom</p> <p><b>Preferred Hover Button</b>                      Lato Bold, 14px, #FFFFFF                      #DDB43A top                      #A36B14 bottom</p> <p><b>Small Hover Button</b>                      Lato Bold, 14px, #FFFFFF                      #DDB43A top                      #A36B14 bottom</p>	<p>type: Lato Bold, 14px, #FFFFFF</p> <p>background: #FF4333 top #A50214 bottom</p> <p>corner radius: 2px</p> <p>height: 44px</p> <p>drop shadow: 1px distance, 0px spread, 2px size, 90 angle</p>	<p>type: Lato Bold, 14px, #FFFFFF</p> <p>background: #FF4333 top #A50214 bottom</p> <p>corner radius: 2px</p> <p>height: 33px</p> <p>drop shadow: 1px distance, 0px spread, 2px size, 90 angle</p>	<p>type: Lato Bold, 14px, #FFFFFF</p> <p>background: #DDB43A top #A36B14 bottom</p> <p>corner radius: 2px</p> <p>height: 44px</p> <p>drop shadow: 1px distance, 0px spread, 2px size, 90 angle</p>	<p>type: Lato Bold, 14px, #FFFFFF</p> <p>background: #DDB43A top #A36B14 bottom</p> <p>corner radius: 2px</p> <p>height: 33px</p> <p>drop shadow: 1px distance, 0px spread, 2px size, 90 angle</p>
<b>Pressed State</b>				
<p><b>Preferred Pressed Button</b>                      Lato Bold, 14px, #FFFFFF                      #A50214</p> <p><b>Small Pressed Button</b>                      Lato Bold, 14px, #FFFFFF                      #A50214</p> <p><b>Preferred Pressed Button</b>                      Lato Bold, 14px, #FFFFFF                      #A36B14</p> <p><b>Small Pressed Button</b>                      Lato Bold, 14px, #FFFFFF                      #A36B14</p>	<p>type: Lato Bold, 14px, #FFFFFF</p> <p>background: #A50214</p> <p>side padding: 15px</p> <p>corner radius: 2px</p> <p>height: 44px</p>	<p>type: Lato Bold, 14px, #FFFFFF</p> <p>background: #A50214</p> <p>side padding: 15px</p> <p>corner radius: 2px</p> <p>height: 33px</p>	<p>type: Lato Bold, 14px, #FFFFFF</p> <p>background: #A36B14</p> <p>side padding: 15px</p> <p>corner radius: 2px</p> <p>height: 44px</p>	<p>type: Lato Bold, 14px, #FFFFFF</p> <p>background: #A36B14</p> <p>side padding: 15px</p> <p>corner radius: 2px</p> <p>height: 33px</p>

**Additional resources**  
[Beauty\\_com\\_GUI.psd](#)

# Links: Contextual, List, Call-to-Action

A link consists of text that clearly communicates what action will occur, or what information is being presented, when the user clicks it.

### Color & Style

All links should be #E9584B Light Link Grapefruit. Use #DF4B38 Dark Link Grapefruit when links are displayed on any color background.

### Hover State

All links have an underline on hover state.

### Pressed State

When a link is pressed, its tap area is #FFEFEC Tint Grapefruit.

### Contextual Links

Contextual Links are located within paragraphs or blocks of copy. They must match the surrounding body copy size and style.

### List Links

Links in a list have a large touch target and ample surrounding space to ensure the user does not accidentally hit a neighboring target. Copy uses sentence case with the exception of proper nouns (including page titles), which should be title case or, for brands or products, the preferred capitalization of the brand or product.

### Call-to-Action Links

In Call-to-Action Links, copy is followed by one character space and a single chevron. Copy should express a command that clearly and concisely tells the reader what action will occur when the user clicks the link. Use uppercase.

### Default State

This is a contextual **link** within a paragraph

### LOREM IPSUM

Listed link 1

Listed link 2

Listed link 3

### SAVE BIG ON OUR PRIVATE BRANDS

**CALL-TO-ACTION LINK >**

### Hover State

This is a contextual **link** within a paragraph

### LOREM IPSUM

Listed link 1

Listed link 2

Listed link 3

### SAVE BIG ON OUR PRIVATE BRANDS

**CALL-TO-ACTION LINK >**

### Pressed State

This is a contextual **link** within a paragraph

### LOREM IPSUM

Listed link 1

Listed link 2

Listed link 3

### SAVE BIG ON OUR PRIVATE BRANDS

**CALL-TO-ACTION LINK >**

link type: Contextual Link  
 Times New Roman Reg,  
 #E9584B, 12-14px  
 link type hover: #E9584B *underline*  
 background: #E9584B *pressed*  
 leading: --  
 Beauty.com icon:

link type: Listed Link  
 Times New Roman Reg,  
 #E9584B, 14px  
 #E9584B *underline*  
 #E9584B *pressed*  
 24px

link type: Call-to-Action Link  
 Lato Bold, #E9584B, 14px  
 #E9584B *underline*  
 #FFEFEC *pressed*  
 24px  
 Chevron Right, S, 14px

### Additional resources

[Beauty\\_com\\_GUI.psd](#)

# Overlays: Modals

An overlay is a layer or small window over a page. Overlays give the user additional information without leaving the current task or workflow.

A Modal is a type of overlay featuring contained content that appears when the user clicks or taps an element. The page in the background becomes disabled and the user must complete or cancel the action before dismissing the Modal.

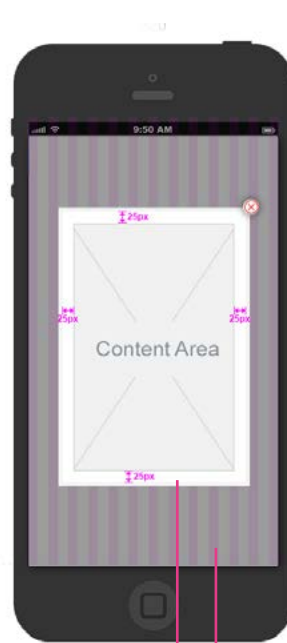
### Content

On mobile, if content exceeds 360px height (or 720px at double density), the Modal must appear to be a page turn. On desktop and tablet, if content exceeds 500px height, the Modal must have scroll function. On desktop and tablet, Modal width should not fall below a three-column span or go above a 10-column span.

### Copy

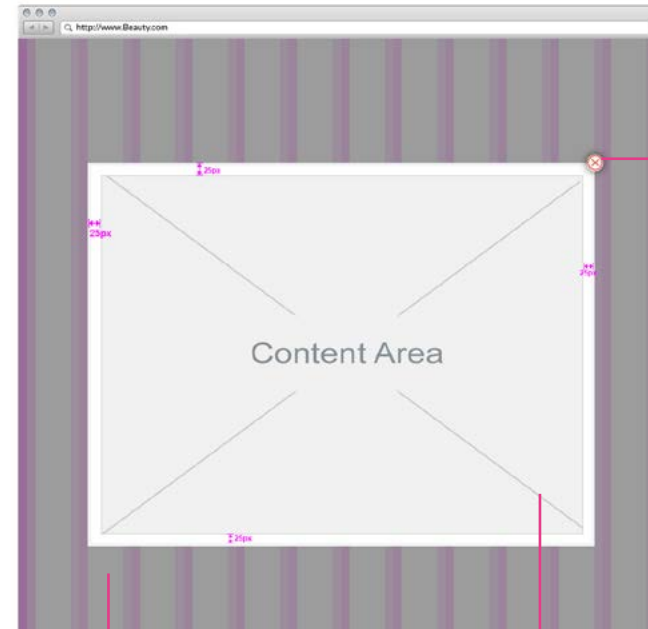
For body copy, use sentence case and a period for a complete sentence. No end punctuation is needed for a sentence fragment unless it is followed by a sentence or a fragment. Additional overlay content follows the style of the particular element.

## Mobile Modals



- background: #FFFFFF
- stroke: 5px, #F3F4F4
- drop shadow: #000000 multiply 35%  
8px distance  
6px spread 10px size
- padding: full-column span
- placement: 25px between modal edge and content  
modal starts 33% down from the top of the viewpoint

## Desktop & Tablet Modals



- disabled: #000000
- background: 55% opacity

- background: #FFFFFF
- stroke: 5px, #F3F4F4
- drop shadow: #000000 multiply 35%  
8px distance  
6px spread 10px size
- padding: maximum width is 10-column span  
minimum width is 3-column span  
25px between modal edge and content
- placement: modal starts 33% down from the top of the viewpoint

Beauty.com icon:  
Close %, 44px  
#E9584B  
stroke: 2px, #FFFFFF

### Additional resources

[Beauty\\_com\\_GUI.psd](#)

# Overlays: Tooltips

An overlay is a layer or small window over a page. Overlays give the user additional information without leaving the current task or workflow.

A Tooltip is a type of overlay that appears when the user clicks or taps the Question Mark icon. It closes when a user clicks or taps out of the window. The Tooltip provides a user with a brief explanation or tip about text or an object in a workflow.

## Content

Tooltip content should be text only. Try to limit titles to one line and body copy to approximately 200 characters.

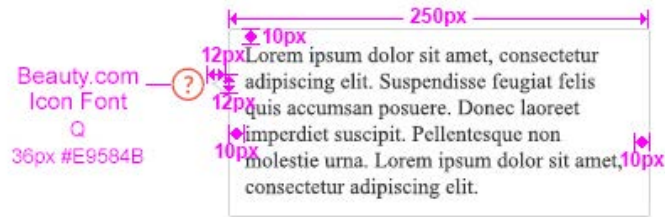
## Color

Designers can choose between a Tooltip with a white background or one with a blue background.

## Copy

For body copy, use sentence case and a period for a complete sentence. No end punctuation is needed for a sentence fragment unless it is followed by a sentence or a fragment.

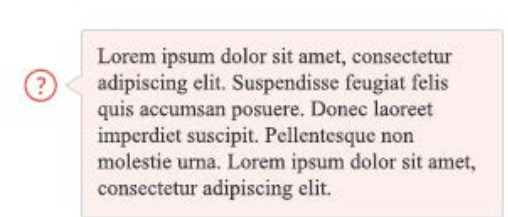
### Side-by-Side White



#### Tooltip - White

type: Times New Roman Reg, 13px, #35393D  
 corner radius: 2px  
 background color: #FFFFFF  
 padding: 10px *text within box*  
 stroke: 1px, #D2D5D7  
 Beauty.com icon: Question Mark Q, 36px, #E9584B

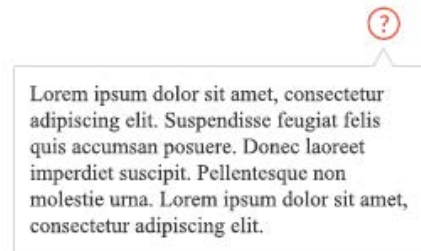
### Side-by-Side Grapefruit



#### Tooltip - Grapefruit

type: Times New Roman Reg, 13px, #35393D  
 corner radius: 2px  
 background color: #FFEFEC  
 padding: 10px *text within box*  
 stroke: 1px, #D2D5D7  
 Beauty.com icon: Question Mark Q, 36px, #E9584B

### Stacked White



#### Tooltip - White

type: Times New Roman Reg, 13px, #35393D  
 corner radius: 2px  
 background color: #FFFFFF  
 padding: 10px *text within box*  
 stroke: 1px, #D2D5D7  
 Beauty.com icon: Question Mark Q, 36px, #E9584B

### Stacked Grapefruit



#### Tooltip - Grapefruit

type: Times New Roman Reg, 13px, #35393D  
 corner radius: 2px  
 background color: #FFEFEC  
 padding: 10px *text within box*  
 stroke: 1px, #D2D5D7  
 Beauty.com icon: Question Mark Q, 36px, #E9584B

## Additional resources

[Beauty\\_com\\_GUI.psd](#)



# Facets

Facets are clickable visual cues that appear on a product search page beside a user's refined search parameters. The "X" shape signals that the user may eliminate the search parameter, thus returning to broader search results.

**Pressed State**

When a Facet is pressed, its tap area is #FFEFECE Tint Grapefruit.

**Position**

Facets stack in horizontal rows of two on mobile layouts. On tablet and desktop Facets stack vertically.

**Copy**

Products, brands and category titles should use title case. Attributes, such as symptoms, should use sentence case.

**Mobile Facets**



**Facets - Mobile**

- type: Lato Bold, 12px, #35393D
- Beauty.com icon: Close %, 30px, #E9584B
- padding: 20px between rows
- 20px gutter between columns
- 8px between circle and text

**Desktop & Tablet Facets**



**Facets - Desktop/Tablet**

- type: Lato Bold, 12px, #35393D
- Beauty.com icon: Close %, 30px, #E9584B
- padding: 30px between single line rows
- 20px between double line rows
- 8px between circle and text

**Additional resources**  
[Beauty\\_com\\_GUI.psd](#)

# Carousels

A Carousel can appear when multiple promotional spots, product shots or other images need to be displayed in a timed slide show.

In a Carousel, Dots must be used. They must also be paired with either a Sneak Peek or Arrows (or both).

### Size

There is no set size for Carousel images.

### Animation

The Carousel should be compatible with the swipe convention, and that swipe motion should advance or retreat the slide show. In animation, use easing so objects accelerate swiftly and decelerate slowly to avoid abrupt changes in velocity.

### Dots

#### Dots - Carousel

- padding: 15px from bottom of image to dots
- dimensions: 15px circle radius
- stroke: 1px, inside stroke, #6F7783
- fill: #6F7783 active state  
#D2D5D7 passive state

### Sneak Peek

### Arrows

#### Arrows - Carousel

- Beauty.com icons: Chevron Left A, 48px  
Chevron Right S, 48px  
#6F7783 or variable

#### Sneak Peek - Carousel

- dimensions: 20px sneak peek width
- padding: 12px from right side of slide to sneak peek

### Additional resources

[Beauty\\_com\\_GUI.psd](#)

# Tabs: Left Aligned

Tabs fit multiple content views on one page, allowing the user to tab through content without leaving the page.

Left Aligned Tabs are suitable to use on desktop and tablet.

## Style & Color

Designers can choose between style 1 and style 2.

## Hover State

An inactive tab acts like a link and has an underline in hover state.

## Disabled State

When a tab must retain placement but becomes inactive, it is grayed out.

## Copy

Tab copy must clearly communicate what information will be presented when the user selects it. Tab titles should use uppercase and have fewer than 35 characters. Parenthesis can be used to show the number of search results.

## Style 1

	Desktop/Tablet Style 1 - Active	Desktop/Tablet Style 1 - Inactive	Desktop/Tablet Style 1 - Disabled
type:	Lato Bold, 14px, #35393D	Lato Reg, 14px, #DF4B38	Lato Reg, 14px, #B4B9BD
tab background color:	#FFFFFF	#F3F4F4	#F3F4F4
stroke:	1px, #D2D5D7	1px, #D2D5D7	1px, #EAEEBE
corner radius:	0px	0px	0px
padding:	15px gutter around text 5px gutter between tabs	15px gutter around text 5px gutter between tabs	15px gutter around text 5px gutter between tabs

## Style 2

	Desktop/Tablet Style 2 - Active	Desktop/Tablet Style 2 - Inactive	Desktop/Tablet Style 2 - Disabled
type:	Lato Bold, 14px, #35393D	Lato Reg, 14px, #E9584B	Lato Reg, 14px, #B4B9BD
tab background color:	#FFFFFF	--	--
stroke:	1px, #D2D5D7	--	--
corner radius:	0px	--	--
padding:	15px gutter around text	25px gutter between text	25px gutter between text

### Additional resources

[Beauty\\_com\\_GUI.psd](#)

# Tabs: Centered

Tabs fit multiple content views on one page, allowing the user to tab through content without leaving the page.

Centered Tabs are suitable to use on mobile layout, where a limited space requires tab text to stack to two lines.

### Style & Color

Designers can choose between style 1 and style 2.

### Disabled State

When a tab must retain placement but becomes inactive, it is grayed out.

### Copy

Tab copy must clearly communicate what information will be presented when the user selects it. Tab titles should use uppercase and have fewer than 35 characters. Parenthesis can be used to show the number of search results.

## Style 1



	Mobile Style 1 - Active	Mobile Style 1 - Inactive	Mobile Style 1 - Disabled
type:	Lato Bold, 14px, #35393D	Lato Reg, 14px, #DF4B38	Lato Reg, 14px, #B4B9BD
tab background color:	#FFFFFF	#F3F4F4	#F3F4F4
stroke:	1px, #D2D5D7	1px, #D2D5D7	1px, #EAEEBE
corner radius:	0px	0px	0px
padding:	15px gutter around text	15px gutter around text	15px gutter around text
	15px gutter between tabs	15px gutter between tabs	15px gutter between tabs

## Style 2



	Mobile Style 2 - Active	Mobile Style 2 - Inactive	Mobile Style 2 - Disabled
type:	Lato Bold, 14px, #35393D	Lato Reg, 14px, #E9584B	Lato Reg, 14px, #B4B9BD
tab background color:	#FFFFFF	--	--
stroke:	1px, #D2D5D7	--	--
corner radius:	0px	--	--
padding:	15px gutter around text	25px gutter between text	25px gutter between text

### Additional resources

[Beauty\\_com\\_GUI.psd](#)

# Accordions: Primary

Accordions are vertical lists of items that can either be expanded to reveal nested content or collapsed into rows of cells with titles. Use an accordion when data and information must be compressed to fit a limited space.

Primary Accordions organize important information and data on mobile.

### Closed/Opened State

The user taps each cell to expand or collapse content. Multiple cells can be open at one time, and they remain open until they are closed by the user or the page has reloaded. Designers can choose whether to close or open accordion content at default state.

### Disabled State

When an accordion cell must retain placement but becomes inactive (either permanently or until the user completes an action), it becomes grayed out.

### Pressed State

When a cell is pressed, it is #FFEFEC Tint Grapefruit.

### Copy

Accordion titles should generally use uppercase. For body copy, use sentence case and a period for a complete sentence. No end punctuation is needed for a sentence fragment unless it is followed by a sentence or a fragment. Additional nested content follows the style of the particular element.

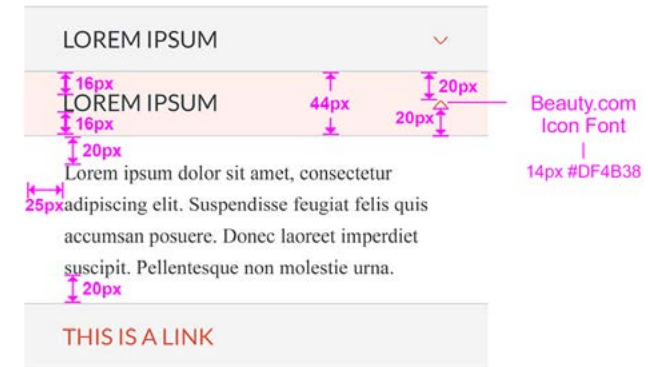
### Closed State



### Disabled State



### Opened State



### Primary Accordion - Opened & Closed

- type: Lato Reg, 16px, #35393D *title type*  
Lato Reg, 16px, #DF4B38 *link type*  
Lato Reg, 13px, #35393D *opened content type*
- Beauty.com icons: Chevron Up |, 14px, #DF4B38  
Chevron Down }, 14px, #DF4B38
- height: 44px
- stroke: 1px, #D2D5D7
- padding: 25px *gutter from left of accordion text*  
25px *gutter from right of chevron*
- background: #F3F4F4 *background of title*  
#FFEFEC *pressed*
- tap area: *entire row should be clickable to reveal content*

### Primary Accordion - Disabled

- type: Lato Reg, 16px, #B4B9BD *disabled type*
- Beauty.com icons: Chevron Down |, 14px, #B4B9BD
- height: 44px
- padding: 25px *gutter from left of accordion text*  
25px *gutter from right of chevron*
- background: #F3F4F4 *background of title*

### Additional resources

[Beauty\\_com\\_GUI.psd](#)

# Accordions: Super

Accordions are vertical lists of items that can either be expanded to reveal nested content or collapsed into rows of cells with titles. Use an accordion when data and information must be compressed to fit a limited space.

Super Accordions are necessary when main parent cells must nest an additional level of parent data.

## Closed/Opened State

The user taps each cell to expand or collapse content. Multiple cells can be open at one time, and they remain open until they are closed by the user or the page has reloaded. Designers can choose whether to close or open accordion content at default state.

## Disabled State

When an accordion cell must retain placement but becomes inactive (either permanently or until the user completes an action), it becomes grayed out.

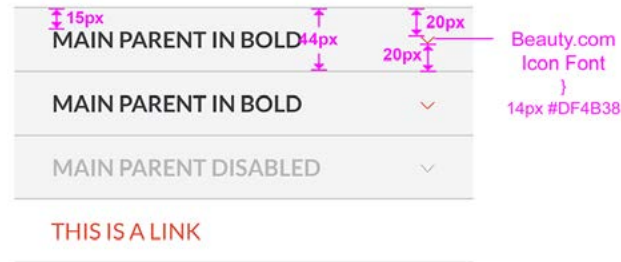
## Pressed State

When a cell is pressed, it is #FFEFEC Tint Grapefruit.

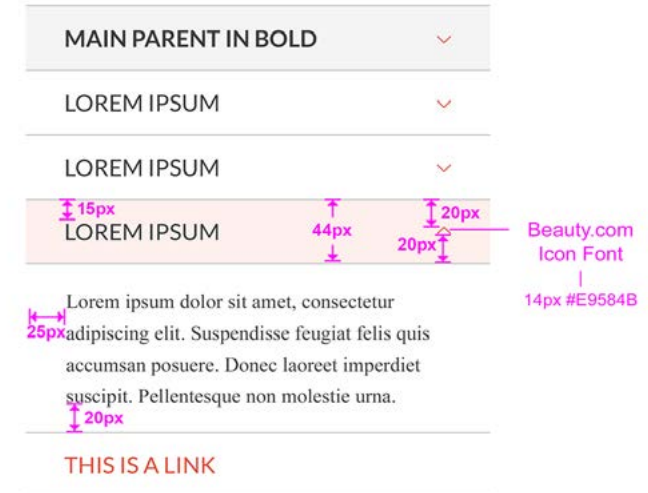
## Copy

Accordion titles should generally use uppercase. For body copy, use sentence case and a period for a complete sentence. No end punctuation is needed for a sentence fragment unless it is followed by a sentence or a fragment. Additional nested content follows the style of the particular element.

## Closed State



## Opened State



### Super Accordion - Opened & Closed

- type: Lato Bold, 16px, #35393D *title type*  
Lato Reg, 16px, #DF4B38 *link type*  
Lato Reg, 13px, #35393D *opened content type*
- Beauty.com icons: Chevron Up |, 14px, #DF4B38  
Chevron Down }, 14px, #DF4B38
- height: 44px
- stroke: 1px, #D2D5D7
- padding: 25px *gutter from left of accordion text*  
25px *gutter from right of chevron*
- background: #F3F4F4 *background of title*  
#FFEFEC *pressed*
- tap area: *entire row should be clickable to reveal content*

### Super Accordion - Disabled

- type: Lato Bold, 16px, #B4B9BD *disabled type*
- Beauty.com icons: Chevron Down }, 14px, #B4B9BD
- height: 44px
- padding: 25px *gutter from left of accordion text*  
25px *gutter from right of chevron*
- background: #F3F4F4 *background of title*

## Additional resources

[Beauty\\_com\\_GUI.psd](#)

# Accordions: Secondary

Accordions are vertical lists of items that can either be expanded to reveal nested content or collapsed into rows of cells with titles. Use an accordion when data and information must be compressed to fit a limited space.

A Secondary Accordion is necessary when a Primary Accordion is already present and additional, less important information must be organized in a similar fashion.

### Closed/Opened State

The user taps each cell to expand or collapse content. Multiple cells can be open at one time, and they remain open until they are closed by the user or the page has reloaded. Designers can choose whether to close or open accordion content at default state.

### Disabled State

When an accordion cell must retain placement but becomes inactive (either permanently or until the user completes an action), it becomes grayed out.

### Pressed State

When a cell is pressed, it is #FFEFEC Tint Grapefruit.

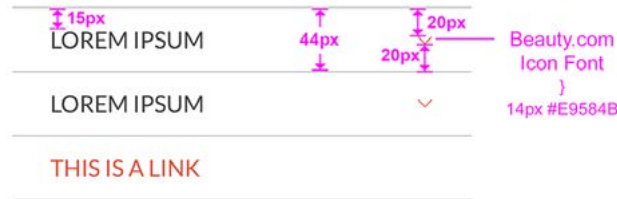
### Copy

Accordion titles should generally use uppercase. For body copy, use sentence case and a period for a complete sentence. No end punctuation is needed for a sentence fragment unless it is followed by a sentence or a fragment. Additional nested content follows the style of the particular element.

### Additional resources

[Beauty\\_com\\_GUI.psd](#)

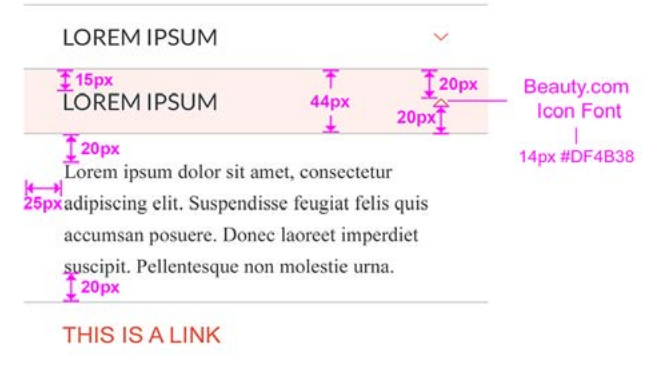
### Closed State



### Disabled State



### Opened State



### Secondary Accordion - Opened & Closed

- type: Lato Reg, 16px, #35393D *title type*  
Lato Reg, 16px, #DF4B38 *link type*  
Lato Reg, 13px, #35393D *opened content type*
- Beauty.com icons: Chevron Up |, 14px, #DF4B38  
Chevron Down }, 14px, #E9584B
- height: 44px
- stroke: 1px, #D2D5D7
- padding: 25px *gutter from left of accordion text*  
25px *gutter from right of chevron*
- background: #FFEFEC *pressed*
- tap area: *entire row should be clickable to reveal content*

### Secondary Accordion - Disabled

- type: Lato Reg, 16px, #B4B9BD *disabled type*
- Beauty.com icons: Chevron Down }, 14px, #B4B9BD
- height: 44px
- padding: 25px *gutter from left of accordion text*  
25px *gutter from right of chevron*

# Accordions: Title

Accordions are vertical lists of items that can either be expanded to reveal nested content or collapsed into rows of cells with titles. Use an accordion when data and information must be compressed to fit a limited space.

Title Accordions are suitable when content must be compressed and a styled title is needed to strengthen page hierarchy.

## Closed/Opened State

The user taps each Up/Down Chevron to expand or collapse content. Multiple cells can be open at one time, and they remain open until they are closed by the user or the page has reloaded. Designers can choose whether to close or open accordion content at default state.

## Disabled State

When an accordion cell must retain placement but becomes inactive, its Up/Down Chevron is grayed out.

## Hover State

In the hover state, the Up/Down Chevron box is #FFEFEC Tint Grapefruit.

## Pressed State

When a cell is pressed, it is #FFEFEC Tint Grapefruit.

## Copy

Accordion titles should generally use uppercase. For body copy, use uppercase and a period for a complete sentence. No end punctuation is needed for a sentence fragment unless it is followed by a sentence or a fragment. Additional nested content follows the style of the particular element.

## Closed State

## Disabled State

LOREM IPSUM TITLE



## Opened State

## Hover State

LOREM IPSUM TITLE



### Title Accordion - Opened & Closed

type: Lato Reg, 24px, #35393D *title type*  
 Times New Roman Reg, 14px, #35393D  
*opened content type*  
 Beauty.com icons:  
 Chevron Up |, 18px, #E9584B  
 Chevron Down }, 18px, #DF4B38  
 height: 30px  
 stroke: 1px, #D2D5D7  
 background: #FFFFFF *active*, #FFEFEC *pressed*  
 padding: 25px *from top of accordion rule*  
 tap area: *entire row should be clickable to reveal content*

### Title Accordion - Disabled State

type: Lato Reg, 24px, #B4B9BD *disabled title*  
 Beauty.com icons:  
 Chevron Down }, 18px, #B4B9BD  
 height: 30px  
 stroke: 1px, #D2D5D7  
 padding: 25px *from top of accordion rule*

## Additional resources

[Beauty\\_com\\_GUI.psd](#)



# Show More–Show Less

Show More–Show Less is a clickable component that can either reveal nested content or collapse visible content. It is used when data and information, especially copy, must be compressed to fit a limited space.

## Closed/Opened State

The user taps the word “Show more” to expand or collapse content. Content remains open until the user taps “Show less” or the page has reloaded. Designers can choose whether to close or open information at default state.

## Hover State

All links have an underline in hover state.

## Pressed State

When a link is pressed, its tap area is #FFEFEC Tint Grapefruit.

## Copy

When content is collapsed, the words “Show more” appear in upper case followed by a single space and a Down Chevron. When content is expanded, the words “Show less” appear in upper case followed by a single space and a Up Chevron.

### Closed State

SHOW MORE ▾

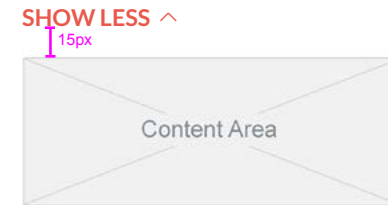
### Hover State

SHOW MORE ▾

### Pressed State

SHOW LESS ▲

### Opened State



#### Show More–Show Less

- type: Lato Bold, 14px, #E9584B
- Beauty.com icons: Chevron Down }, 14px, #E9584B  
Chevron Up |, 14px, #E9584B
- background: #FFEFEC *pressed tap area*
- padding: 15px *from bottom of link*

#### Additional resources

[Beauty\\_com\\_GUI.psd](#)

# Radio Buttons

Radio Buttons are selectable elements that offer the user a mutually exclusive choice. At default state, one button is selected and the rest are unselected.

## Style & Color

Designers must pair the Radio Button style with the primary-button color scheme.

## Active/Unselected State

The Radio Button contains white space when unselected.

## Selected State

The button is filled with a grapefruit or plum dot when clicked or tapped.

## Hover State

The button contains a grapefruit-tint or plum-tint dot on hover.

## Disabled State

When the button must retain placement but becomes inactive, it is grayed out.

## Copy

All label copy uses sentence case. Exceptions include proper nouns, which should be title case. No colon is needed after labels except in rare occurrences when the connection between text and the element is unclear. In informational copy, use end punctuation for complete sentences.

## Style 1

## Style 2

 Unselected state

 Hover state

 Selected state

 Disabled state

### Radio Button - Style 1

type: Lato Reg, 14px, #35393D  
 Lato Reg, 14px, #B4B9BD *disabled type*  
 stroke: 1px, #D2D5D7  
 circle: 20 x 20px *outer circle*  
 12 x 12px *inner circle*  
 Beauty.com icon: Circle Slash R, 36px, #D2D5D7  
 padding: 15px *gutter from left of radio icon text*  
 fill: #E9584B *selected*  
 #FFEFEC *hover*

### Radio Button - Style 2

type: Lato Reg, 14px, #35393D  
 Lato Reg, 14px, #B4B9BD *disabled type*  
 stroke: 1px, #D2D5D7  
 icon: 20 x 20px *outer circle*  
 12 x 12px *inner circle*  
 Beauty.com icon: Circle Slash R, 36px, #D2D5D7  
 padding: 15px *gutter from left of radio icon text*  
 fill: #6C5776 *selected*  
 #F01EFF *hover*

## Additional resources

[Beauty\\_com\\_GUI.psd](#)

# Check Boxes

Check Boxes are selectable elements that offer the user one or more optional choices that are not mutually exclusive.

## Style & Color

Designers must pair the Check Box style with the primary-button color scheme. Designers can choose between Large or Small.

## Active/Unselected State

The Check Box contains white space when unselected.

## Selected State

The Check Box turns grapefruit or plum and contains a check mark when clicked or tapped.

## Hover State

The button contains a grapefruit-tint or plum-tint dot on hover.

## Copy

All label copy uses sentence case. In informational copy, use end punctuation for complete sentences. No colon is needed after labels except in rare occurrences when the connection between text and the element is unclear.

### Large - Style 1

### Small - Style 1

### Large - Style 2

### Small - Style 2



Disabled state



Disabled state



Unselected state



Unselected state



Hover state



Hover state



Selected state



Selected state

### Large Check Box

type: Lato Reg, 14px, #35393D  
 Lato Reg, 14px, #B4B9BD *disabled type*  
 Beauty.com icon: Check \*, 30px, #FFFFFF  
 box: 23 x 23px *outer square*  
 #E9584B *grapefruit style 1*  
 #6C5776 *plum style 2*  
 stroke: 1px, #D2D5D7  
 hover: 15 x 15px *inner square on hover*  
 #FFEFECEC *grapefruit style 1*  
 #F01EFF *plum style 2*  
 padding: 15px *gutter from right of check box*

### Small Check Box

type: Lato Reg, 14px, #35393D  
 Lato Reg, 14px, #B4B9BD *disabled type*  
 Beauty.com icon: Check \*, 20px, #FFFFFF  
 box: 15 x 15px *outer square*  
 #E9584B *grapefruit style 1*  
 #6C5776 *plum style 2*  
 stroke: 1px, #D2D5D7  
 hover: 9 x 9px *inner square on hover*,  
 #FFEFECEC *grapefruit style 1*  
 #F01EFF *plum style 2*  
 padding: 15px *gutter from right of check box*

## Additional resources

[Beauty\\_com\\_GUI.psd](#)



# Navigation: Category

Category Navigation is a contextual vertical display of product categories and subcategories. It appears as a left rail on desktop and tablet, but adapts to full width on mobile.

## Style & Color

Link type should be #DF4B38 Dark Link Grapefruit with the exception of savings messages, which should be #6C5776 Plum. On desktop and tablet, left-rail navigation has a background tint of Nav Gray #F7F7F7.

## Hover State

All links have an underline on hover state.

## Pressed State

When a cell is pressed, it is #FFEFEC Tint Grapefruit.

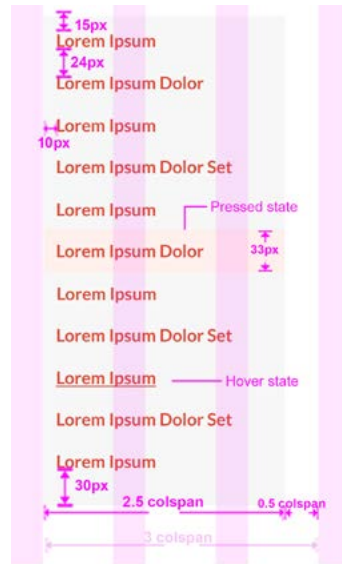
## Copy

Row copy must clearly communicate what action will occur, or what information is being presented, when the user touches it. For row text, use title case in most instances.

## Placement

On mobile, Category Navigation has a full-column span. On desktop and tablet, it occupies a three-column span but content is left aligned and has a fixed width (see specs).

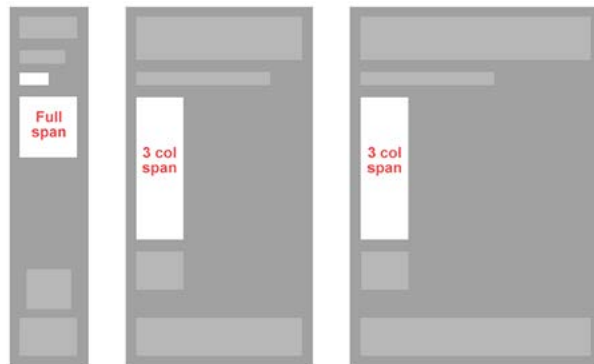
### Desktop



### Tablet



### Mobile



#### Desktop Category Navigation

type: Lato Bold, 14px, #DF4B38  
 rules: 1px, #D2D5D7  
 line height: 24px  
 background: #F7F7F7  
 pressed: #FFEFEC, 33px height  
 dimensions: 195px gray background width  
 175px text width limit  
 padding: 10px from left of nav to text

#### Tablet Category Navigation

type: Lato Bold, 14px, #DF4B38  
 rules: 1px, #D2D5D7  
 line height: 24px  
 background: #F7F7F7  
 pressed: #FFEFEC, 33px height  
 dimensions: 165px gray background width  
 145px text width limit  
 padding: 10px from left of nav to text

#### Mobile Category Navigation

type: Lato Bold, 14px, #DF4B38  
 rules: 1px, #D2D5D7  
 pressed: #FFEFEC, 44px height  
 padding: 10px gutter both sides

#### Additional resources

[Beauty\\_com\\_GUI.psd](#)

# Navigation: Standard Left Rail

Standard Left Rail Navigation is a vertical display of page titles. A header is suitable when it is needed to group or give context to multiple rows of page titles.

## Style & Color

Link type should be #DF4B38 Dark Link Grapefruit with the exception of savings messages, which should be #6C5776 Plum. On desktop and tablet, left-rail navigation has a background tint of Nav Gray #F7F7F7. Use bold type to call out the page a user is viewing.

## Hover State

All links have an underline on hover state.

## Pressed State

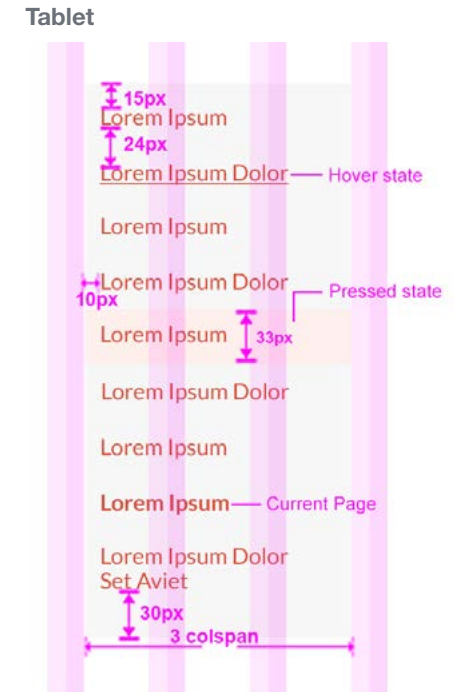
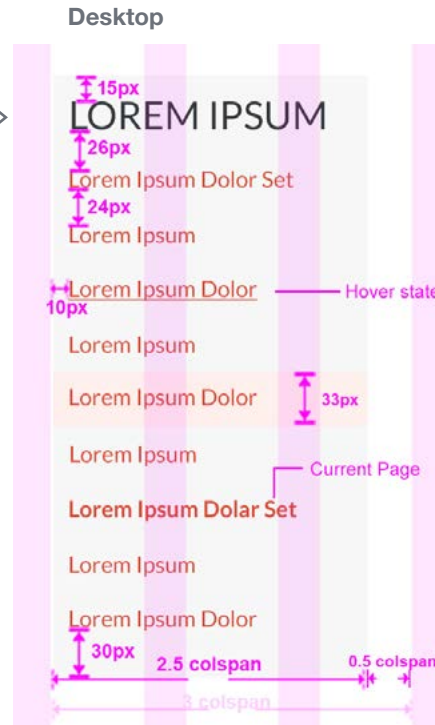
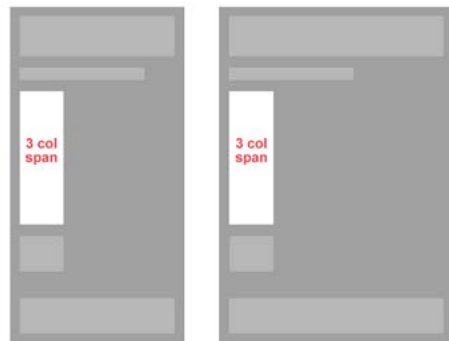
When a cell is pressed, it is #FFEFEC Tint Grapefruit.

## Copy

Row copy must clearly communicate what action will occur, or what information is being presented, when the user touches it. For row text, use title case in most instances. Headlines should be uppercase.

## Placement

On desktop and tablet, Standard Left Rail Navigation occupies a three-column span but content is left aligned and has a fixed width (see specs). If used on a category page, it should be placed below Category Navigation.



### Standard Left Rail - Desktop

- headline type: Lato Reg, 18px, #35393D
- link type: Lato Reg, 14px, #DF4B38
- selected link type: Lato Bold, 14px, #DF4B38
- pressed: #FFEFEC, 33px height
- dimensions: 195px tint Grapefruit background width
- padding: 175px text width limit
- padding: 10px front left of nav to text
- padding: 26px between headline and first link baselines
- padding: 24px between links
- background: #F7F7F7

### Standard Left Rail - Tablet

- headline type: Lato Reg, 18px, #35393D
- link type: Lato Reg, 14px, #DF4B38
- selected link type: Lato Bold, 14px, #DF4B38
- pressed: #FFEFEC, 33px height
- dimensions: 165px tint Grapefruit background width
- padding: 145px text width limit
- padding: 10px front left of nav to text
- padding: 26px between headline and first link baselines
- padding: 24px between links
- background: #F7F7F7

## Additional resources

[Beauty\\_com\\_GUI.psd](#)

# Navigation: Menu Drawer

This menu surfaces left rail navigation in the mobile layout. (On tablet and desktop, this navigation appears as a list of links in the left rail.)

## Animation

Use easing so objects accelerate swiftly and decelerate slowly to avoid abrupt changes in velocity.

## Pressed State

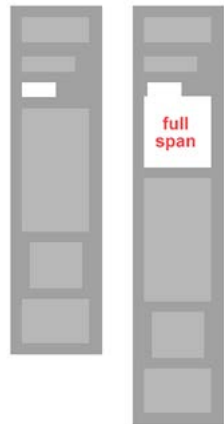
When a link is pressed, its tap area is #FFEFEC Tint Grapefruit.

## Copy

Row copy must clearly communicate what action will occur, or what information is being presented, when the user touches it. For row text, use title case in most instances. The “Menu” button text should be uppercase.

## Placement

The “Menu” button should appear directly below the page title. When the button is tapped, a full-span drawer opens directly below, pushing down content and revealing rows of navigation within the drawer.



## Collapsed

## Expanded

### Menu Toggle - Mobile

- type: Lato Reg, 14px, #35393D *menu button*  
Lato Reg, 13px, #DF4B38 *link type*  
Lato Bold, 13px, #DF4B38 *selected type*
- background: #F3F4F4 *button and drawer*
- arrow: #DF4B38
- pressed: #FFEFEC *tap area background*
- padding: 15px *either side of menu and arrow*  
22px *between links*  
30px *bottom of last link to bottom of drawer*  
12px *padding above and below to any other component*

### Additional resources

[Beauty\\_com\\_GUI.psd](#)

# Navigation: Breadcrumbs

Breadcrumbs are links that are used on every page to surface a user's location within website hierarchy.

Breadcrumbs are organized level by level, starting with the "Home" page and ending with the previous page. (The exception to this rule is a category page, which should use the current page title in the final breadcrumb.) In between each breadcrumb, an unlinked chevron points to the right. On Desktop and Tablet, the H1 locks up with the Breadcrumbs.

### Pressed State

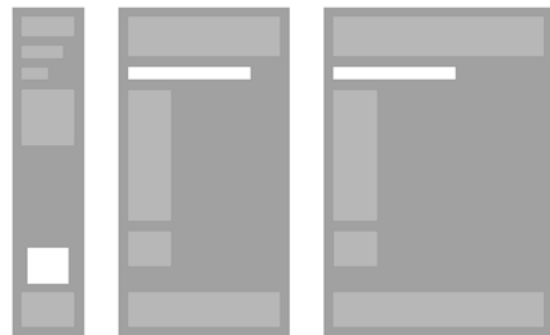
When a link is pressed, its tap area is #FFE4FF Tint Grapefruit.

### Copy

Breadcrumb copy uses title case with the exception of the current-page title, which should be uppercase. To the right of each breadcrumb, use a single character space and a right chevron followed by a single character space. No chevron should be used after the final breadcrumb.

### Placement

On mobile, Breadcrumbs run vertically and appear at the end of a page or above the global footer. On desktop and tablet, Breadcrumbs run horizontally and are located directly below the global navigation header.



### Additional resources

[Beauty\\_com\\_GUI.psd](#)

### Desktop Hover

Home › Page 1 › Page 2 › Page 3 › Page 4

### Desktop & Tablet Pressed

Home › Page 1 › Page 2 › Page 3 › Page 4

### Desktop & Tablet Active

Home › Page 1 › Page 2 › Page 3 › Page 4

30px  
10px  
30px

TITLE OF CURRENT PAGE

**Breadcrumbs - Desktop/Tablet**  
 type: Lato Reg, 13px, #E9584B breadcrumb  
 chevron: Lato Reg, 13px, #35393D  
 padding: 30px above breadcrumb to global header  
 10px between breadcrumb baseline and page title  
 30px between page title baseline and page content

### Mobile Active

30px  
Page 4  
30px  
Page 3  
30px  
Page 2  
30px  
Page 1  
30px  
Home  
40px

### Mobile Pressed

Page 4  
Page 3  
Page 2  
Page 1  
Home

**Breadcrumbs - Mobile**  
 type/chevron: Lato Bold, 14px, #E9584B  
 padding: 30px above top breadcrumb to page content  
 30px between each breadcrumb  
 40px between last breadcrumb and global footer  
 75px below last breadcrumb if no global footer is on the page



# Navigation: Page Title, Step Back Link with Page Title

Page Titles are used to summarize a page's content and provide an accurate description for search engines. On rare occasions in a mobile flow, a page features content but no Page Title.

When mobile users must easily return to a hub or sub-home page in a flow, use a Step Back Link locked up with a Page Title.

### Copy

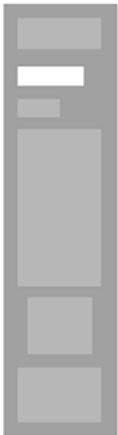
Page Titles use title case and should be descriptive to enable search-engine rank. A Step Back Link is written as a Page Title; when the words "Back to" are essential for clarity, they may be added preceding the Page Title. Step Back Link copy uses title case. The current-page title should be uppercase. To the left of a Step Back Link, use a left chevron followed by one character space.

### Pressed State

When a link is pressed, its tap area is #FFEFEC Tint Grapefruit.

### Placement

On mobile, a Page Title appears below the global header. When no Page Title exists, content starts higher on the page to avoid white space. The Step Back Link always surfaces directly above the Page Title and below the global header.



### Additional resources

[Beauty\\_com\\_GUI.psd](#)

### Page Title



**Page Title**  
 type: Lato Reg, 28px, #35393D  
 padding: 25px from global nav  
 15px from base of page title

### Page Title with Step Back Link

#### Default View



#### Pressed State



**Step Back Link**  
 type: Lato Bold, 13px, #E9584B *step back link*  
 hover: Lato Bold, 13px, #E9584B *underlined*  
 pressed: #FFEFEC *tap area*  
 padding: 15px *above step back link*  
 10px *between step back link and page title*

# Pagination

Pagination allows customers to page through product lists or other multipage content. It uses Gray Tertiary buttons with Right/Left Chevrons, visual clickable cues that allow the reader to page forward or back.

Note: Follow Gray Tertiary button rules for all states.

### Disabled State

When a button must retain placement but becomes inactive, utilize the Disabled State button.

### Placement

Pagination is right aligned on desktop and tablet. On mobile, it is centered. On desktop and tablet, it is always placed below content and when necessary placed both below and above content.

### Active State



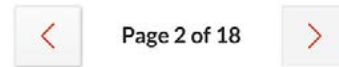
#### Pagination - Active

type: Lato Bold, 12px, #35393D  
 Beauty.com icons: Chevron Left A, 30px, #DF4B38  
 Chevron Right S, 30px, #DF4B38  
 buttons: Gray Tertiary Active State, 33 x 36px  
 padding: 20px gutter between buttons and type not including drop shadow

### Hover State

type: Lato Bold, 12px, #35393D  
 Beauty.com icons: Chevron Left A, 30px, #DF4B38  
 Chevron Right S, 30px, #DF4B38  
 buttons: Gray Tertiary Hover State, 33 x 36px  
 padding: 20px gutter between buttons and type not including drop shadow

### Pressed State

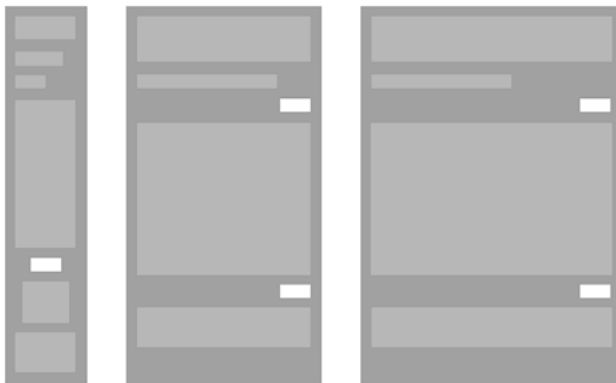


#### Pagination - Pressed

type: Lato Bold, 12px, #35393D  
 Beauty.com icons: Chevron Left A, 20px, #DF4B38  
 Chevron Right S, 20px, #DF4B38  
 buttons: Gray Tertiary Pressed State, 33 x 36px  
 padding: 20px gutter between buttons and type

### Disabled State

type: Lato Bold, 12px, #35393D  
 Beauty.com icons: Chevron Left A, 20px, #B4B9BD  
 Chevron Right S, 20px, #DF4B38  
 buttons: Disabled Gray Tertiary, 33 x 36px  
 padding: 20px gutter between buttons and type



### Additional resources

[Beauty\\_com\\_GUI.psd](#)

# Link Lists: with Headers

A list presents data in a single vertical column of three or more rows. A list should not be used for page-level navigation.

A Link List with Header is suitable when a header is needed to group or give context to multiple links.

### Color & Style

Designers should opt for Rule style 2 at 1px height. See "Rules & Strokes," page 14.

### Pressed State

When a link is pressed, its tap area is #FFEFEC Tint Grapefruit.

### Copy

A link must clearly communicate what action will occur, or what information is being presented, when the user touches it. Link copy should be title case in most instances, and the header should use uppercase. Add one character space after text followed by a single chevron.

### Placement

Link Lists with Headers run full span.



### Default State

## LOREM IPSUM

---

Lorem Ipsum Dolor >

Lorem Ipsum Dolor 20% OFF Set >

Lorem Ipsum Dolor Set >

### Pressed State

## LOREM IPSUM

---

↑ 20px  
 Lorem Ipsum Dolor > — Pressed state

↑ 24px  
 Lorem Ipsum Dolor 20% OFF Set > — 33px

↑ 24px  
 Lorem Ipsum Dolor Set >

### Link List with Header

- type: Lato Reg, 24px, #39353D *header type*
- Beauty.com Icon: Lato Reg, 14px, #E9584B *link type*
- pressed: Chevron Right S, 14px, #E9584B *chevron*
- pressed: #FFEFEC, 33px *height*
- line height: 24px *between text*
- rule height: 1px

### Additional resources

[Beauty\\_com\\_GUI.psd](#)

# Link Lists: with Images

A Link List with Images is suitable when three or more links should appear prominently on a page, and they are not part of one cohesive data set. The icons add visual richness and help the reader quickly identify the link's content. A list should not be used for page-level navigation.

### Images

Images should be set in rounded rectangles.

### Hover State

All links have an underline on hover state.

### Pressed State

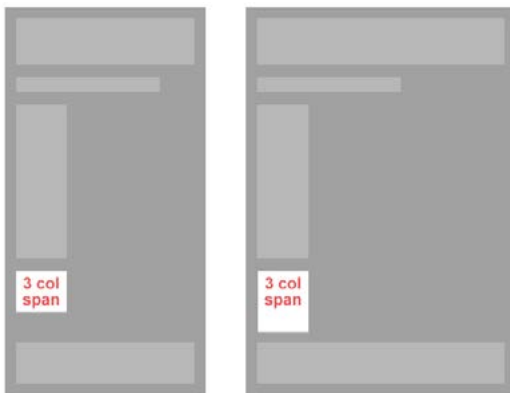
When a link is pressed, its tap area becomes #FFEFEC Tint Grapefruit.

### Copy

A link must clearly communicate what action will occur, or what information is being presented, when the user clicks it. For most link text, use title case. Add one character space after text followed by a single chevron.

### Placement

A Link List with Images occupies a three-column span but content is left aligned and has a fixed width (see specs).



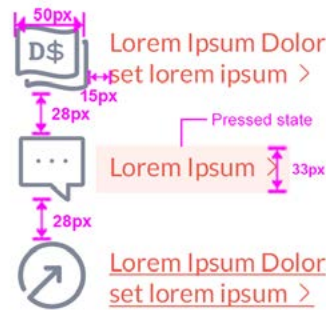
### Default State



### Hover State (Desktop Only)



### Pressed State



### Link List with Images

- type: Lato Reg, 18px, #E9584B
- Beauty.com Icon: Chevron Right S, 18px, #E9584B
- pressed: #FFEFEC tap background
- padding: 28px between icons
- padding: 15px between icon and text
- dimensions: 195px width limit

### Additional resources

[Beauty\\_com\\_GUI.psd](#)

# Forms: Fields, Quantity

HTML forms are used to collect user input and pass data along to a server. Good structure leads the user through each element and clearly illuminates a path to completion.

It is up to the designer's discretion to determine which style is best based on page context and spatial limitations.

## Left Aligned Labels

- Create clear association between label and field
- Require less vertical space
- Are slightly slower to scan, due to left rag

## Top Aligned Labels

- Work best when data collected is familiar
- Require more vertical space
- Minimize time to completion

## Forms with Attached Button

- Create a modular look with strong connection to action. See page 53.

## Copy

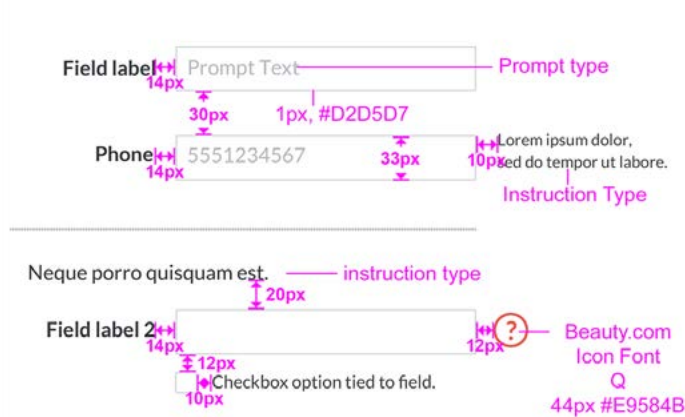
Copy should be as clear and concise as possible. Use parallel structure for elements with similar uses.

Form-field titles should use uppercase. Prompt type, field labels and labels for other elements use sentence case. No colon is needed after labels except in rare occurrences when the connection between the text and the element is unclear.

For instructional and check-box copy, use sentence case and a period for a complete sentence. No end punctuation is needed for a sentence fragment unless it is followed by a sentence or a fragment.

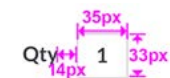
Additional elements, such as buttons and tooltips, have their own particular style rules, which must be followed.

## Left Aligned Labels



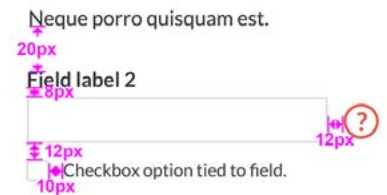
Form Fields	
field label:	Lato Bold, 14px, #35393D
prompt type:	Lato Reg, 14px, #B4B9BD
field height:	33px
active field highlight:	2px stroke, #FFEFEC
default field stroke:	#D2D5D7
instruction type:	Lato Reg, 11px, #35393D
check box option type:	Lato Reg, 12px, #35393D

## Quantity Forms



Qty Forms	
height:	33px with 1px stroke
padding:	10px gutter to right of text

## Top Aligned Labels



### Additional resources

[Beauty\\_com\\_GUI.psd](#)

# Forms: Drop Down

HTML forms are used to collect user input and pass data along to a server. Good structure leads the user through each element and clearly illuminates a path to completion.

Drop Downs are used to present a data set of mutually-exclusive selectable options.

Note: Drop Down menus should be built to call the device-native input pickers. In all cases, the correct native picker should be called depending on the input type.

## Animation

Use easing so objects accelerate swiftly and decelerate slowly to avoid abrupt changes in velocity.

## Copy

Copy should be as clear and concise as possible. Use parallel structure for elements with similar uses.

Form-field titles should use uppercase. Prompt type, field labels and labels for other elements use sentence case. No colon is needed after labels except in rare occurrences when the connection between the text and the element is unclear. A colon can also be used to introduce or separate two pieces of text.

For instructional and check-box copy, use sentence case and a period for a complete sentence. No end punctuation is needed for a sentence fragment unless it is followed by a sentence or a fragment.

Additional elements, such as buttons and tooltips, have their own particular style rules, which must be followed.

## Left Aligned Labels



### Drop Downs with Left Aligned Labels - Desktop

- height: 33px with 1px stroke
- Beauty.com icon: Arrow Down I, 44px, #DF4B38
- padding: 14px label to right of form text  
12px form to left of optional information text

## Top Aligned Labels



### Drop Downs with Top Aligned Labels

- height: 33px with 1px stroke
- Beauty.com icon: Arrow Down I, 44px, # DF4B38
- padding: 10px label to top of form text  
12px form to left of optional information text

## Additional resources

[Beauty\\_com\\_GUI.psd](#)

# Forms: with Attached Button, with Background Shape, Email Capture

## Email Capture Forms

The Email Capture features an icon, a text field and a Blue Secondary Button—multiple components locked in their relative positions. Designers can use as needed.

## Forms with Attached Buttons

Where possible form fields are connected to buttons, which creates a cohesive design lockup and removes any confusion on what the next step is for users.

## Forms with Background Shapes

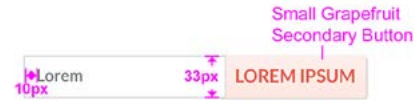
A Form Field with Background Shape is suitable when more hierarchical weight is needed for a form field, such as an important search field.

## Copy

A button should express a command that clearly and concisely tells the reader what action will occur when the user taps it. For button text, use uppercase. Button copy must contain four or fewer words and no punctuation.

Additional elements, such as buttons, have their own particular guidelines, which must be followed.

### Form with Attached Button



**Form with Attached Button**  
 height: 33px total height  
 stroke: 1px, #D2D5D7  
 padding: 10px gutter to left of form text

### Email Capture Form



**Email Capture Lockup - Desktop/Tablet**  
 type: Lato Bold, 18px, #35393D title type  
 Lato Reg, 14px, #6F7783 form field type  
 Lato Reg, 14px, #E9584B button type  
 Beauty.com icon: Email d, 56px, #E9584B  
 field stroke: 1px, #D2D5D7  
 dimensions: 33px field and button height  
 variable height for two lines of kicker copy  
 padding: 8px to the left suggestion text in form field  
 15px either side of button text

### Form with Background Shape



**Form with Background Shape**  
 dimensions: 7px padding outside of form-field highlight  
 4px corner radius of background shape  
 shape color: #F3F4F4  
 padding: 10px gutter to left of form text

## Additional resources

[Beauty\\_com\\_GUI.psd](#)

# Forms: Date Pickers

A date picker is a widget that allows users to click or tap and select a date or time period. It is type of overlay featuring a small calendar that appears when the user clicks or taps an calendar-icon indicator.

### Placement

To ensure the Picker displays within the boundaries of the page allow for 106px from the right edge of the dialog box to the right edge of the page.

### Disabled State

Inactive/unavailable dates should be lightly grayed out to appear to the user that they may not select them.

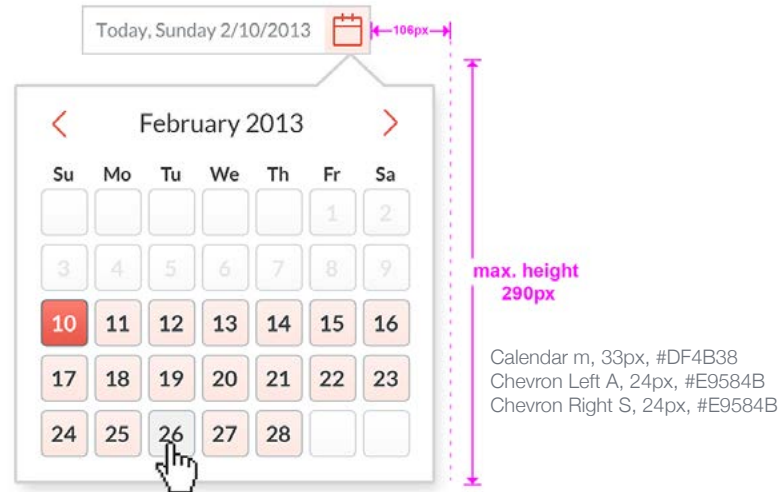
### Hover State

On hover, the dates are gray.

### Development

Form input = date

If the date selected is today's date or tomorrow's date Include the text "Today," and "Tomorrow," along with the day of the week and the date. For any other selected dates, just include the day of the week and the date.



	Active date - Grapefruit Secondary	Selected date - Grapefruit	Hover state - Light Gray	Inactive date - Pale Gray
type:	Lato Bold, 14px, #35393D	Lato Bold, 14px, #FFFFFF	Lato Bold, 14px, #35393D	Lato Bold, 14px, #E6E7E9
background gradient:	#FFEFEFC top #FFD4C7 bottom	#FC7B6E top #E9584B bottom	#F0F1F1 --	#FFFFFF top #FAFAFA bottom
stroke:	1px, #B4B9BD	1px, #6F7783	1px, #D2D5D7	1px, #D2D5D7
background:	#FFFFFF	#FFFFFF	#FFFFFF	#FFFFFF
corner radius:	3px	3px	3px	3px
drop shadow:	#35393D, 20% opacity, 6px distance, 9px size	--	--	--
arrow radius:	7px top/bottom 10px left/right	7px top/bottom 10px left/right	7px top/bottom 10px left/right	7px top/bottom 10px left/right

### Additional resources

[Beauty\\_com\\_GUI.psd](#)



# Forms: Inline Alert & Error Messages

Alert and error messages provide feedback to the user. They are triggered when a user is successful or makes a mistake while inputting information or data in a particular field. The error or alert is triggered inline—that is, it is flagged next to the offending field.

Every field should have a corresponding inline error message. Not all fields need a success alert.

## Active State

Upon success or error, the field label changes color, the field stroke becomes highlighted and the appropriate icon should display to the right of the field.

## Copy

An error message should suggest how to fix a problem, and, when necessary, explain the problem. Use a short simple phrase and try leading with the most important word. Be polite and friendly but not overly casual. Use sentence case and end punctuation.

## Success Field

### Success (Bright Green)

field label: Lato Bold, 14px, #37A67E  
 field stroke: 1px, #37A67E  
 input prompt text: Lato Reg, 14px, #B4B9BD  
 Beauty.com icon: Confirm &, 40px, #37A67E

## Error Field

### Error (Deep Red)

field label: Lato Bold, 14px, #F71729  
 field stroke: 1px, #F71729  
 field condition message: Lato Reg, 12px, #F71729  
 input prompt text: Lato Reg, 14px, #B4B9BD  
 Beauty.com icon: Alert E, 40px, #A50214

### Additional resources

[Beauty\\_com\\_GUI.psd](#)

# Alert & Error Messages: with Boxes

Alert and error messages are used to provide feedback to the user. Alert and error messages with Boxes should be used for server-side validation errors.

## Copy

An error message should suggest how to fix a problem, and, when necessary, explain the problem. Use a short simple phrase and try leading with the most important word. Be polite and friendly but not overly casual. Use sentence case and end punctuation.

Beauty.com Icon Font W 36px #6F7783



Beauty.com Icon Font E 36px #BD8D2D



Beauty.com Icon Font E 36px #A50214



Beauty.com Icon Font & 36px #37A67E



	Informational (Ash Gray)	Notification (Mustard)	Error (Deep Red)	Success (Bright Green)
type:	Lato, 14px, #6F7783	Lato, 14px, #BD8D2D	Lato, 14px, #F71729	Lato, 14px, #37A67E
background:	#FFFFFF	#FFFFFF	#FFFFFF	#FFFFFF
stroke:	1px, #6F7783	1px, #BD8D2D	1px, #F71729	1px, #37A67E
padding:	17px left of icon 12px right of icon	17px left of icon 12px right of icon	17px left of icon 12px right of icon	17px left of icon 12px right of icon
Beauty.com icons:	Info W, 36px, #6F7783	Alert E, 36px, #BD8D2D	Alert E, 36px, #A50214	Confirm &, 36px, #37A67E

### Additional resources

[Beauty\\_com\\_GUI.psd](#)