



UI Style Guide

February 16, 2015

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style

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.

Arial and Patua One must be used for all live HTML text unless otherwise noted. For all branded graphic elements, use Bodoni Egyptian Pro Black, Regular and Medium, and Avenir in all weights.

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

Arial Regular

abcdefghijklmnopqrstuvwxy0123456789
ABCDEFGHIJKLMNopQRSTUVWXYZ

Arial Bold

**abcdefghijklmnopqrstuvwxy0123456789
ABCDEFGHIJKLMNopQRSTUVWXYZ**

Patua One Regular

abcdefghijklmnopqrstuvwxy0123456789
ABCDEFGHIJKLMNopQRSTUVWXYZ

Avenir (all weights)

abcdefghijklmnopqrstuvwxy0123456789
ABCDEFGHIJKLMNopQRSTUVWXYZ

**abcdefghijklmnopqrstuvwxy0123456789
ABCDEFGHIJKLMNopQRSTUVWXYZ**

Additional resources

[Drugstore.com Brand Guidelines](#)

Typography: HTML

Headings help define the hierarchy and structure of content on a page. These are the colors and sizes for header tags, body 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 essential when creating information hierarchy. Lowercase all headlines, category titles, buttons and links. Use sentence case for body copy and secondary information. 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) - font: Patua One Regular; color:#35393D; font-size:36px; line-height:1.1 (39.6px leading)

h1 page title 36px

For mobile page titles

H1 Page Title (Mobile) - font: Patua One Regular; color:#35393d; font-size:28px; line-height:1.1 (30.8px leading)

h1 page title 28px

H2 Headline - font: Patua One Regular; color:#35393D; font-size:24px; line-height:1.2 (28.8px leading)

h2 headline 24px

H2 Alternate Headline - font: Patua One Regular; color:#E75625; font-size:24px; line-height:1.2 (28.8px leading)

h2 alternate headline 24px

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

h3 title 22px

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

h4 subhead 18px

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

h5 subhead 16px

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

h6 subhead 15px

Additional resources
[Drugstore.com Brand Guidelines](#)

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 essential when creating information hierarchy. Lowercase all headlines, category titles, buttons and links. Use sentence case for body copy and secondary information. No end punctuation is needed for a sentence fragment unless it is followed by a sentence or a fragment.

Body Text 24px - color:#35393D; font:Arial; 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:Arial; 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

Body Text 18px - color:#35393D; font:Arial; 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

Body Text 16px - color:#35393D; font:Arial; 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.

Body Text 15px - color:#35393D; font:Arial; font-size:15px; font-weight:regular; line-height:1.3 (19.5px 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.

Additional resources

[Drugstore.com Brand Guidelines](#)

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 essential when creating information hierarchy. Lowercase all headlines, category titles, buttons and links. Use sentence case for body copy and secondary information. No end punctuation is needed for a sentence fragment unless it is followed by a sentence or a fragment.

Pull Quote - font: Arial Italic; color:#878F95; font-size:26px; font-style:italic; line-height:1.3 (33.8px leading)

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

Intro Copy - font: Arial Regular; color:#878F95; font-size:24px; line-height:1.3 (31.2px leading)

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

Article Intro Copy - font: Arial Regular; color:#6A737B; font-size:15px; line-height:1.6 (24px leading)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Preferred Body 1 - font: Arial Regular; color:#35393D; font-size:14px; line-height:1.6 (22.4px leading)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Alternate Body 2 - font: Arial Regular; color:#35393D; font-size:13px; line-height:1.6 (20.8px leading)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Legal Disclaimer - font: Arial Regular; color:#697176; font-size:12px; line-height:1.6 (19.2px leading)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Additional resources

[Drugstore.com Brand Guidelines](#)

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 drugstore.com voice is approachable, casual and friendly yet authoritative, dependable and compassionate. That voice should be maintained throughout UI copy. Avoid jargon, ambiguity and complex terms; use familiar words. Copy should fulfill a balance of rational and emotional needs.

Capitalization

Capitalization is essential when creating information hierarchy. Lowercase all headlines, category titles, buttons and links. Use sentence case for body copy and secondary information. In marketing situations, the following words may appear uppercase: FREE, OFF, ALL, ANY, EVERYTHING.

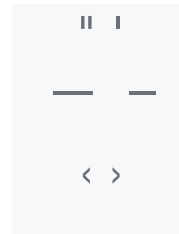
Punctuation

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
[Drugstore.com Brand Guidelines](#)

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:



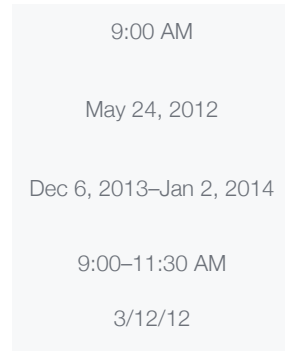
Use straight quotes and straight apostrophes (never curly quotes or curly apostrophes).

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.

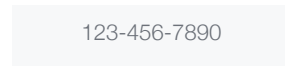
A date should include a month abbreviated to three letters and no period, a one- or two-digit day and a four-digit year.

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.

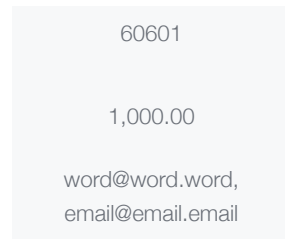
When space is limited, a numerical date separated by slashes is acceptable.

Phone Numbers



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

Form 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 drugstore.com identity system. It allows us to build visual brand equity and enhance the distinctiveness of drugstore.com as a convenient, friendly place to shop. 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. As a rule, drugstore.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

| | |
|------------------|-------------------------------------|
| Drugstore Orange | r: 231 g: 86 b: 37 #E75625 |
|------------------|-------------------------------------|

| | |
|----------------|-------------------------------------|
| Drugstore Blue | r: 0 g: 125 b: 195 #007DC3 |
|----------------|-------------------------------------|

| | |
|-------|---------------------------------|
| White | r: 0 g: 0 b: 0 #FFFFFF |
|-------|---------------------------------|

| | |
|----------|---------------------------------------|
| 60% Gray | r: 163 g: 163 b: 163 #A3A3A3 |
|----------|---------------------------------------|

| | |
|----------|---------------------------------------|
| 80% Gray | r: 133 g: 133 b: 133 #858585 |
|----------|---------------------------------------|

| | |
|------|---------------------------------------|
| Gray | r: 102 g: 102 b: 102 #666666 |
|------|---------------------------------------|

UNIVERSALLY COMPLIANT

| | |
|------------------|-------------------------------------|
| Drugstore Orange | r: 210 g: 71 b: 25 #D24719 |
|------------------|-------------------------------------|

| | |
|----------------|-------------------------------------|
| Drugstore Blue | r: 0 g: 120 b: 189 #0078BD |
|----------------|-------------------------------------|

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

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

| | |
|----------|---------------------------------------|
| 80% Gray | r: 118 g: 118 b: 118 #767676 |
|----------|---------------------------------------|

| | |
|------|---------------------------------------|
| Gray | r: 102 g: 102 b: 102 #666666 |
|------|---------------------------------------|

Additional resources
[Drugstore.com Brand Guidelines](#)

Colors: Brand

The brand colors have been specifically selected to be approachable, upbeat and friendly. They're designed to reflect the personality of the drugstore.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. As a rule, drugstore.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: 240
g: 75
b: 67
#F04B43



r: 240
g: 75
b: 67
#F04B43



r: 210
g: 66
b: 59
#D2423B



r: 229
g: 0
b: 0
#E50000



r: 229
g: 0
b: 0
#E50000



r: 229
g: 0
b: 0
#E50000



r: 244
g: 191
b: 35
#F4BF23

NO VERSION AVAILABLE

NO VERSION AVAILABLE



r: 123
g: 177
b: 69
#7BB145



r: 106
g: 161
b: 50
#6AA132



r: 78
g: 128
b: 28
#4E801C



r: 0
g: 172
b: 174
#00ACAE



r: 0
g: 172
b: 174
#00ACAE



r: 0
g: 131
b: 133
#008385



r: 97
g: 187
b: 234
#61BBEA



r: 81
g: 156
b: 197
#519CC5

NO VERSION AVAILABLE



r: 60
g: 104
b: 213
#3C68D5



r: 60
g: 104
b: 213
#3C68D5



r: 60
g: 104
b: 213
#3C68D5



r: 130
g: 41
b: 149
#822995



r: 130
g: 41
b: 149
#822995



r: 130
g: 41
b: 149
#822995



r: 116
g: 72
b: 159
#74489F



r: 116
g: 72
b: 159
#74489F



r: 116
g: 72
b: 159
#74489F



r: 195
g: 119
b: 41
#C37729



r: 195
g: 119
b: 41
#C37729



r: 169
g: 94
b: 19
#A95E13

Additional resources
[Drugstore.com Brand Guidelines](#)

Colors: UI

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

For any links appearing on a light-colored background, designers should opt for #1B5E8C Dark Link Blue. Links on white should be #007DC3 Light Link Blue. For fonts 14px+ on a white background, use #007DC3 Light Link Blue, #35393D Type Gray or #E75625 UI Orange. For fonts smaller than 14px on a white background, use #35393D Type Gray and #1B5E8C Dark Link Blue.

WCAG Compliance

WCAG-compliant (Web Content Accessibility Guideline-compliant) color palettes consist of colors designed for visually impaired users. As a rule, drugstore.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 Blue
#1B5E8C

r: 27
g: 94
b: 140

Light Link Blue
#007DC3

r: 0
g: 125
b: 195

Tint Blue
#ECF5FA

r: 236
g: 245
b: 250

Do not use as a 14px font against gray background.

UI Orange
#E75625

r: 231
g: 86
b: 37

Tint Orange
#FFEFC6

r: 255
g: 239
b: 198

Type Gray
#35393D

r: 53
g: 57
b: 61

UI Gray
#6A737B

r: 106
g: 115
b: 123

Disabled Gray
#B4B9BD

r: 180
g: 185
b: 189

Stroke Gray
#D2D5D7

r: 210
g: 213
b: 215

Light Gray
#F3F4F4

r: 244
g: 244
b: 244

Nav Gray
#F7F7F7

r: 247
g: 247
b: 247

For use on all 1px strokes and rules.

For use behind left navigation.

Additional resources
[Drugstore.com Brand Guidelines](#)

Iconography

drugstore.com Icon Font

The drugstore.com Icon Font includes icons that symbolize a program, directory, action or value. In keeping with drugstore.com's core values, the design of icons is simple, current and helpful.

Development

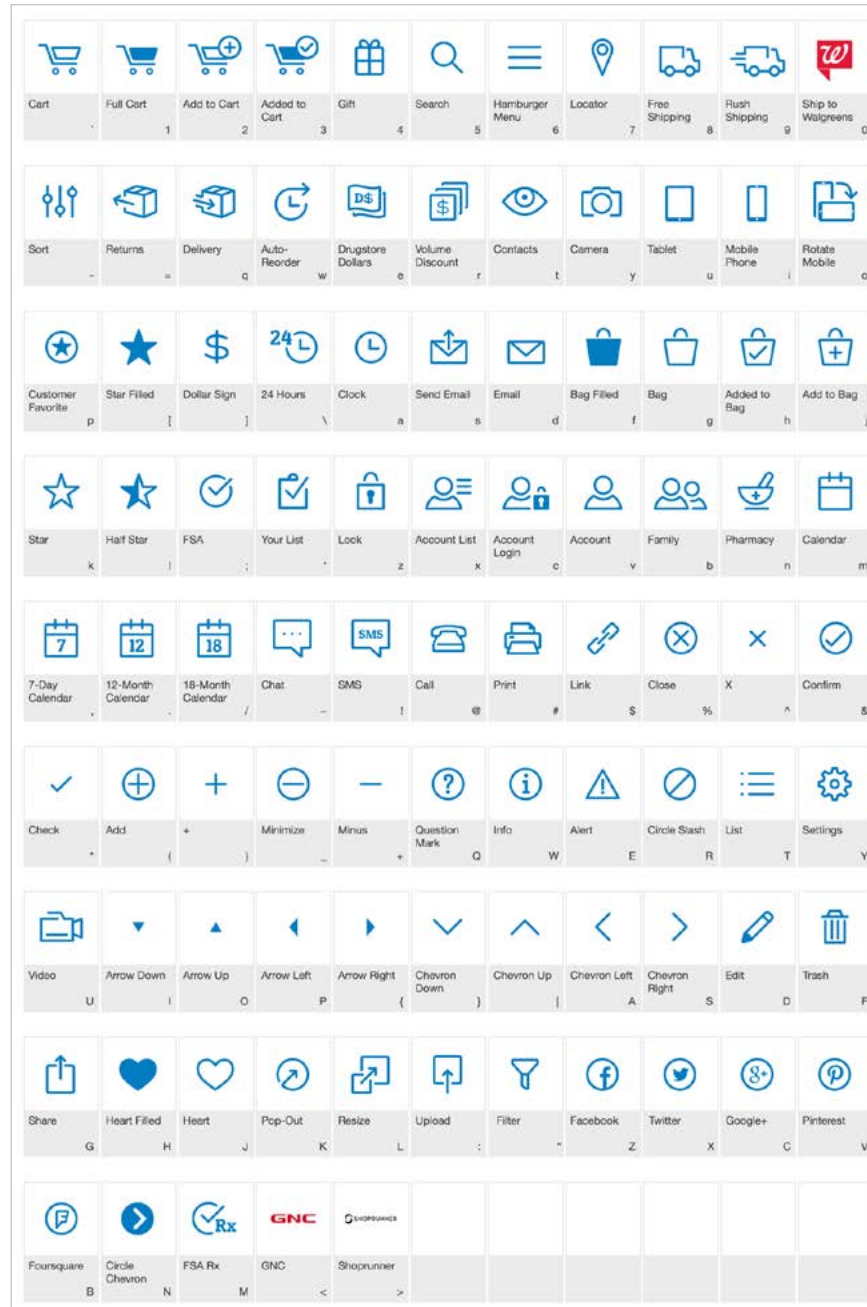
Icons from drugstore.com should never be slices. They are part of a web font, which increases sharpness and decreases size without effecting the quality of the image.

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-blue color for both.

Size

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



Additional resources
[Drugstore.com Brand Guidelines](#)

See next page

Iconography (continued)

| | | | | | | | | | | |
|-------------------|-------------------|-------------------|---------------|-------------------|-----------------|----------------|------------|---------------|---------------|-------------------|
| | | | | | | | | | | |
| Cart | Full Cart | Add to Cart | Added to Cart | Gift | Search | Hamburger Menu | Locator | Free Shipping | Rush Shipping | Ship to Walgreens |
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 0 |
| | | | | | | | | | | |
| Sort | Returns | Delivery | Auto-Reorder | Drugstore Dollars | Volume Discount | Contacts | Camera | Tablet | Mobile Phone | Rotate Mobile |
| - | = | q | w | e | r | t | y | u | i | o |
| | | | | | | | | | | |
| Customer Favorite | Star Filled | Dollar Sign | 24 Hours | Clock | Send Email | Email | Bag Filled | Bag | Added to Bag | Add to Bag |
| p | [|] | \ | a | s | d | f | g | h | j |
| | | | | | | | | | | |
| Star | Half Star | FSA | Your List | Lock | Account List | Account Login | Account | Family | Pharmacy | Calendar |
| k | l | ; | ' | z | x | c | v | b | n | m |
| | | | | | | | | | | |
| 7-Day Calendar | 12-Month Calendar | 18-Month Calendar | Chat | SMS | Call | Print | Link | Close | X | Confirm |
| , | . | / | ~ | ! | @ | # | \$ | % | ^ | & |

Additional resources
[Drugstore.com Brand Guidelines](#)

See next page

Iconography (continued)

| | | | | | | | | | | |
|-----------------|---------------------|---------------|-----------------|--------------------|--------------------|----------------|-------------------|--------------------|--------------|----------------|
| | | | | | | | | | | |
| Check · | Add () | + | 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 | Circle Chevron N | FSA Rx M | GNC < | Shoprunner > | | | | | | |

Additional resources
[Drugstore.com Brand Guidelines](#)

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.

Color & Style

Strokes and most Rules should be #D2D5D7 Stroke Gray. To emphasize content and add visual richness, designers can opt for Rule style 2. This style is thicker, at 5px tall, and has a band of brand color that should run 40% of the rule length at all breakpoints.

Style 1



Rule - Style 1

color: #D2D5D7
height: 1px

Style 2



Rule - Style 2

color: #E75625 *green line*, 40% of entire length
#F3F4F4 *gray line*
height: 5px

Additional resources

[Drugstore.com Brand Guidelines](#)

Components

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 single compliant digital color.

Placement

Badges are top-left aligned to the product card.

Copy

Use lowercase copy with no punctuation.



Flag - All Natural

font: Patua One Regular, 12px *minimum*

color: #DEEDC8 *type*

#7BB145 *background*

dimensions: 121 x 121px



Flag - Best Seller

font: Patua One Regular, 12px *minimum*

color: #F4BF23 *background*

#FFF2D7 *type*

dimensions: 121 x 121px



Flag - Top Rated

font: Patua One Regular, 12px *minimum*

color: #EF494F *background*

#FCD4D4 *type*

dimensions: 121 x 121px



Flag - New

font: Patua One Regular, 12px *minimum*

color: #61BBEA *background*

#ECF5FA *type*

dimensions: 121 x 121px



Flag - Online Coupon

font: Patua One Regular, 12px *minimum*

color: #E75625 *background*

#FFD9D2 *type*

dimensions: 121 x 121px

Additional resources

[Drugstore.com Brand Guidelines](#)

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: #6A737B
height: variable

Additional resources

[Drugstore.com Brand Guidelines](#)

Buttons & Links: Introduction

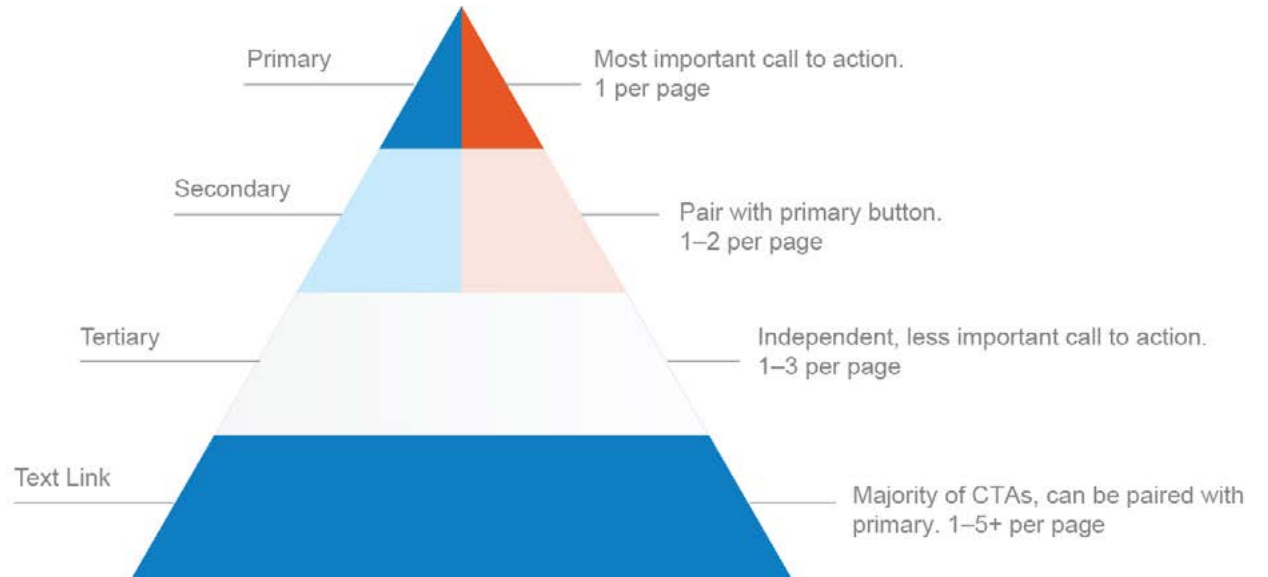
How to Choose a Button or Link

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

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

Next, check if multiple buttons exist on a page. Choose a secondary button for an important alternative action. For less important alternative actions, a text link is suitable. Place the primary button or link to the right or above the secondary button.

If a button is needed for an independent, less important action, use a Gray Tertiary Button. On rare occasions, a secondary button can stand alone.



Preferred Size
Minimum width: 100px



Use when possible.

Small Size
Minimum width: 80px



Use when limited space exists.

Additional resources
[Drugstore.com Brand Guidelines](#)

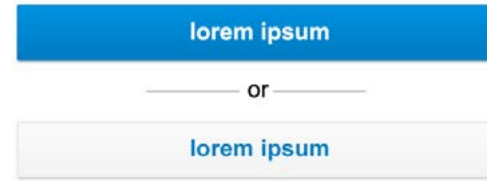
Buttons & Links: Introduction (continued)

How to Pair

On many pages, two alternative calls to action exist and a button pairing is needed. Pairing two button styles, or a button and a link, depends on the importance of the actions and their 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 particular placement exists and where a tertiary is allowed to be used as an alternative action.

Stacked “Or” Button Pair



type for “or”:
rule:

“Or” Button Pair - Stacked
 Arial Reg, 14px, #35393D
 1px width, 55px length on either side of “or”

Side-by-Side “Or” Button Pair



type for “or”:
rule:

“Or” Button Pair - Side by Side
 Arial Reg, 14px, #35393D
 1px width, 15px length on either side of “or”

Primary & Secondary Button



padding:

Primary & Secondary Button Pair
 25px between buttons

Primary Button & Link Pair



padding:

Primary Button & Link Pair
 25px between buttons

Additional resources
[Drugstore.com Brand Guidelines](#)

Buttons: Blue 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 Blue Primary Buttons to emphasize the most important actions or tasks on a page. (See “Buttons: Orange Primary” for usage omissions.)

Color & Hierarchy

Blue buttons are our most widely used buttons. However, they share the same hierarchy as orange 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 lowercase (with the exception of proper nouns, which should be title case). Limit text to four or fewer words and no punctuation.

Additional resources

[Drugstore.com Brand Guidelines](#)

Active State

Preferred Size



type: Preferred Active Button
 background gradient: Arial Bold, 14px, #FFFFFF
 #0090E0 top
 #007DC3 bottom
 #B1B3B6 100% multiply
 drop shadow: 15px
 side padding: 2px
 corner radius: 44px
 height:

Small Size



Small Active Button
 Arial Bold, 14px, #FFFFFF
 #0090E0 top
 #007DC3 bottom
 #B1B3B6 100% multiply
 drop shadow: 15px
 side padding: 2px
 corner radius: 33px
 height:

Hover State



type: Preferred Hover Button
 background gradient: Arial Bold, 14px, #FFFFFF
 #009CF4 top
 #007DC3 bottom
 #B1B3B6 100% multiply
 drop shadow: 15px
 side padding: 2px
 corner radius: 44px
 height:



Small Hover Button
 Arial Bold, 14px, #FFFFFF
 #009CF4 top
 #007DC3 bottom
 #B1B3B6 100% multiply
 drop shadow: 15px
 side padding: 2px
 corner radius: 33px
 height:

Pressed State



type: Preferred Pressed Button
 background color: Arial Reg, 14px, #FFFFFF
 #007DC3
 side padding: 15px
 corner radius: 2px
 height: 44px



Small Pressed Button
 Arial Reg, 14px, #FFFFFF
 #007DC3
 side padding: 15px
 corner radius: 2px
 height: 33px

Disabled State



type: Preferred Disabled Button
 background color: Arial Bold, 14px, #B4B9BD
 #F3F4F4
 stroke: #EAEEBEB
 side padding: 15px
 corner radius: 2px
 height: 44px



Small Disabled Button
 Arial Bold, 14px, #B4B9BD
 #F3F4F4
 #EAEEBEB
 side padding: 15px
 corner radius: 2px
 height: 33px

Buttons: Orange 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 buttons to one per page.

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

Color & Hierarchy

Blue buttons are our most widely used buttons. However, they share the same hierarchy as orange 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 lowercase (with the exception of proper nouns, which should be title case). Limit text to four or fewer words and no punctuation.

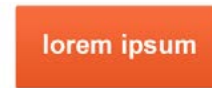
Additional resources

[Drugstore.com Brand Guidelines](#)

Active State

type:
background gradient:

drop shadow:
side padding:
corner radius:
height:



Preferred Active Button
Arial Bold, 14px, #FFFFFF
#F96D3E *top*
#E75625 *bottom*
#B1B3B6 100% multiply
15px
2px
44px

Small Size



Small Active Button
Arial Bold, 14px, #FFFFFF
#F96D3E *top*
#E75625 *bottom*
#B1B3B6 100% multiply
15px
2px
33px

Hover State

type:
background gradient:

drop shadow:
side padding:
corner radius:
height:



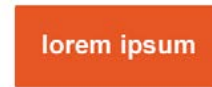
Preferred Hover Button
Arial Bold, 14px, #FFFFFF
#FF7F54 *top*
#E75625 *bottom*
#B1B3B6 100% multiply
15px
2px
44px



Small Hover Button
Arial Bold, 14px, #FFFFFF
#FF7F54 *top*
#E75625 *bottom*
#B1B3B6 100% multiply
15px
2px
33px

Pressed State

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



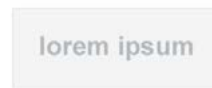
Preferred Pressed Button
Arial Bold, 14px, #FFFFFF
#E75625
15px
2px
44px



Small Pressed Button
Arial Bold, 14px, #FFFFFF
#E75625
15px
2px
33px

Disabled State

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



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



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

Buttons: Blue Secondary

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

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

Color & Hierarchy

Blue buttons are our most widely used buttons. However, they share the same hierarchy as orange 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 lowercase (with the exception of proper nouns, which should be title case). Limit text to four or fewer words and no punctuation.

Additional resources

[Drugstore.com Brand Guidelines](#)

Active State

Preferred Size

Small Size



type:
background gradient:

drop shadow:
side padding:
corner radius:
height:

Preferred Active Button
Arial Bold, 14px, #007DC3
#C7EAFC *top*
#AFE2FD *bottom*
#B1B3B6 100% multiply
15px
2px
44px

Small Active Button
Arial Bold, 14px, #007DC3
#C7EAFC *top*
#AFE2FD *bottom*
#B1B3B6 100% multiply
15px
2px
33px

Hover State



type:
background gradient:

drop shadow:
side padding:
corner radius:
height:

Preferred Hover Button
Arial Bold, 14px, #007DC3
#D9F2FF *top*
#AFE2FD *bottom*
#B1B3B6 100% multiply
15px
2px
44px

Small Hover Button
Arial Bold, 14px, #007DC3
#D9F2FF *top*
#AFE2FD *bottom*
#B1B3B6 100% multiply
15px
2px
33px

Pressed State

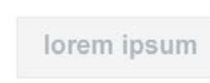


type:
background color:
side padding:
corner radius:
height:

Preferred Pressed Button
Arial Bold, 14px, #007DC3
#AFE2FD
15px
2px
44px

Small Pressed Button
Arial Bold, 14px, #007DC3
#AFE2FD
15px
2px
33px

Disabled State



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

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

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

Buttons: Orange Secondary

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

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

Color & Hierarchy

Blue buttons are our most widely used buttons. However, they share the same hierarchy as orange 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 lowercase (with the exception of proper nouns, which should be title case). Limit text to four or fewer words and no punctuation.

Additional resources

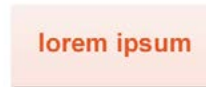
[Drugstore.com Brand Guidelines](#)

Active State

type:
background gradient:

drop shadow:
side padding:
corner radius:
height:

Preferred Size



Preferred Active Button
Arial Bold, 14px, #E75625
#FBEFEB *top*
#FBE4DD *bottom*
#B1B3B6 100% multiply
15px
2px
44px

Small Size



Small Active Button
Arial Bold, 14px, #E75625
#FBEFEB *top*
#FBE4DD *bottom*
#B1B3B6 100% multiply
15px
2px
33px

Hover State

type:
background gradient:

drop shadow:
side padding:
corner radius:
height:



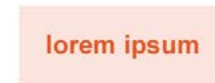
Preferred Hover Button
Arial Bold, 14px, #E75625
#FFF5F2 *top*
#FBE4DD *bottom*
#B1B3B6 100% multiply
15px
2px
44px



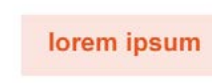
Small Hover Button
Arial Bold, 14px, #E75625
#FFF5F2 *top*
#FBE4DD *bottom*
#B1B3B6 100% multiply
15px
2px
33px

Pressed State

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



Preferred Pressed Button
Arial Bold, 14px, #E75625
#FBE4DD
15px
2px
44px



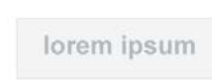
Small Pressed Button
Arial Bold, 14px, #E75625
#FBE4DD
15px
2px
33px

Disabled State

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



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



Small Disabled Button
Arial 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 represent 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

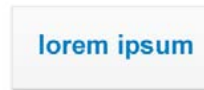
A button should express a command that clearly and concisely tells the reader what action will occur when the user taps it. For all button text, use lowercase (with the exception of proper nouns, which should be title case). Limit text to four or fewer words and no punctuation.

Active State

type:
background gradient:

stroke:
drop shadow:
side padding:
corner radius:
height:

Preferred Size



Preferred Active Button
Arial Bold, 14px, #007DC3
#FAFBFB *top*
#F3F4F4 *bottom*
#EAEBEB
#B1B3B6 100% multiply
15px
2px
44px

Small Size



Small Active Button
Arial Bold, 14px, #007DC3
#FAFBFB *top*
#F3F4F4 *bottom*
#EAEBEB
#B1B3B6 100% multiply
15px
2px
33px

Hover State

type:
background gradient:

stroke:
drop shadow:
side padding:
corner radius:
height:



Preferred Hover Button
Arial Bold, 14px, #007DC3
#FFFFFF *top*
#EAEBEB *bottom*
#EAEBEB
#B1B3B6 100% multiply
15px
2px
44px



Small Hover Button
Arial Bold, 14px, #007DC3
#FFFFFF *top*
#EAEBEB *bottom*
#EAEBEB
#B1B3B6 100% multiply
15px
2px
33px

Pressed State

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



Preferred Pressed Button
Arial Bold, 14px, #007DC3
#F3F4F4
#EAEBEB
15px
2px
44px



Small Pressed Button
Arial Bold, 14px, #007DC3
#F3F4F4
#EAEBEB
15px
2px
33px

Disabled State

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



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



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

Additional resources

[Drugstore.com Brand Guidelines](#)

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 lowercase (with the exception of proper nouns, which should be title case). Limit text to four or fewer words and no punctuation.

Active State

type:
background gradient:

drop shadow:
side padding:
corner radius:
height:



Preferred Active Button
Arial Bold, 14px, #FFFFFF
#4B5055 top
#2F3235 bottom
#B1B3B6 100% multiply
15px
2px
44px

Small Size



Small Active Button
Arial Bold, 14px, #FFFFFF
#4B5055 top
#2F3235 bottom
#B1B3B6 100% multiply
15px
2px
33px

Hover State

type:
background gradient:

drop shadow:
side padding:
corner radius:
height:



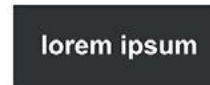
Preferred Hover Button
Arial Bold, 14px, #FFFFFF
#686E74 top
#2F3235 bottom
#B1B3B6 100% multiply
15px
2px
44px



Small Hover Button
Arial Bold, 14px, #FFFFFF
#686E74 top
#2F3235 bottom
#B1B3B6 100% multiply
15px
2px
33px

Pressed State

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



Preferred Pressed Button
Arial Bold, 14px, #FFFFFF
#2F3235
15px
2px
44px



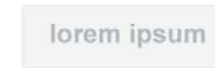
Small Pressed Button
Arial Bold, 14px, #FFFFFF
#2F3235
15px
2px
33px

Disabled State

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



Preferred Disabled Button
Arial Bold, 14px, #B4B9BD
#F3F4F4
#EAEEBEB
15px
2px
44px



Small Disabled Button
Arial Bold, 14px, #B4B9BD
#F3F4F4
#EAEEBEB
15px
2px
33px

Additional resources

[Drugstore.com Brand Guidelines](#)

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 lowercase. Exceptions include proper nouns, which should be title case, and the words "ALL," "OFF," "FREE," "EVERYTHING," and "ANY," which may be capitalized when used for marketing purposes. Limit text to four or fewer words and no punctuation.

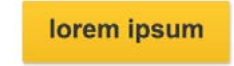
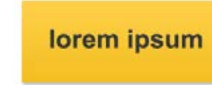
Preferred Size

Small Size

Preferred Size

Small Size

Active State



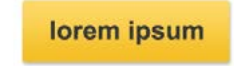
type: Arial Bold, 14px, #FFFFFF
background: #FF645C top #F04B43 bottom
corner radius: 2px
height: 44px
drop shadow: 1px distance, 0px spread, 2px size, 90 angle

Small Active Button
Arial Bold, 14px, #FFFFFF
#FF645C top #F04B43 bottom
2px
33px
1px distance, 0px spread, 2px size, 90 angle

Preferred Active Button
Arial Bold, 14px, #35393D
#FFCA2F top #F4BF23 bottom
2px
44px
1px distance, 0px spread, 2px size, 90 angle

Small Active Button
Arial Bold, 14px, #35393D
#FFCA2F top #F4BF23 bottom
2px
33px
1px distance, 0px spread, 2px size, 90 angle

Hover State



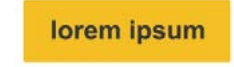
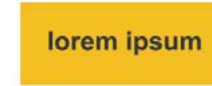
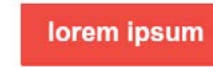
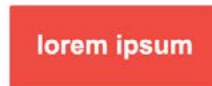
type: Arial Bold, 14px, #FFFFFF
background: #FF7C76 top #F04B43 bottom
corner radius: 2px
height: 44px
drop shadow: 1px distance, 0px spread, 2px size, 90 angle

Small Hover Button
Arial Bold, 14px, #FFFFFF
#FF7C76 top #F04B43F bottom
2px
33px
1px distance, 0px spread, 2px size, 90 angle

Preferred Hover Button
Arial Bold, 14px, #35393D
#FFDA6D top #F4BF23 bottom
2px
44px
1px distance, 0px spread, 2px size, 90 angle

Small Hover Button
Arial Bold, 14px, #35393D
#FFDA6D top #F4BF23 bottom
2px
33px
1px distance, 0px spread, 2px size, 90 angle

Pressed State



type: Arial Bold, 14px, #FFFFFF
background color: #F04B43F
side: 15px
corner radius: 2px
height: 44px

Small Pressed Button
Arial Bold, 14px, #FFFFFF
#F04B43F
15px
2px
33px

Preferred Pressed Button
Arial Bold, 14px, #35393D
#F4BF23
15px
2px
44px

Small Pressed Button
Arial Bold, 14px, #35393D
#F4BF23
15px
2px
33px

Additional resources
[Drugstore.com Brand Guidelines](#)

See next page

Buttons: Merchandising Primary (continued)

| | Preferred Size | Small Size | Preferred Size | Small Size | Preferred Size | Small Size |
|--|--|--|--|--|--|--|
| Active State | | | | | | |
| type: background: corner radius: height: drop shadow: | Preferred Active Button Arial Bold, 14px, #FFFFFF #87BC52 top #6AA132 bottom 2px 44px 1px distance, 0px spread, 2px size, 90 angle | Small Active Button Arial Bold, 14px, #FFFFFF #87BC52 top #6AA132 bottom 2px 33px 1px distance, 0px spread, 2px size, 90 angle | Preferred Active Button Arial Bold, 14px, #FFFFFF #0BBFC1 top #00ACAE bottom 2px 44px 1px distance, 0px spread, 2px size, 90 angle | Small Active Button Arial Bold, 14px, #FFFFFF #0BBFC1 top #00ACAE bottom 2px 33px 1px distance, 0px spread, 2px size, 90 angle | Preferred Active Button Arial Bold, 14px, #FFFFFF #4F7BE9 top #3C68D5 bottom 2px 44px 1px distance, 0px spread, 2px size, 90 angle | Small Active Button Arial Bold, 14px, #FFFFFF #4F7BE9 top #3C68D5 bottom 2px 33px 1px distance, 0px spread, 2px size, 90 angle |
| Hover State | | | | | | |
| type: background: corner radius: height: drop shadow: | Preferred Hover Button Arial Bold, 14px, #FFFFFF #8DCD4C top #6AA132 bottom 2px 44px 1px distance, 0px spread, 2px size, 90 angle | Small Hover Button Arial Bold, 14px, #FFFFFF #8DCD4C top #6AA132 bottom 2px 33px 1px distance, 0px spread, 2px size, 90 angle | Preferred Hover Button Arial Bold, 14px, #FFFFFF #14CCCE top #00ACAE bottom 2px 44px 1px distance, 0px spread, 2px size, 90 angle | Small Hover Button Arial Bold, 14px, #FFFFFF #14CCCE top #00ACAE bottom 2px 33px 1px distance, 0px spread, 2px size, 90 angle | Preferred Hover Button Arial Bold, 14px, #FFFFFF #638EF8 top #3C68D5 bottom 2px 44px 1px distance, 0px spread, 2px size, 90 angle | Small Hover Button Arial Bold, 14px, #FFFFFF #638EF8 top #3C68D5 bottom 2px 33px 1px distance, 0px spread, 2px size, 90 angle |
| Pressed State | | | | | | |
| type: background color: side padding: corner radius: height: | Preferred Pressed Button Arial Bold, 14px, #FFFFFF #6AA132 15px 2px 44px | Small Pressed Button Arial Bold, 14px, #FFFFFF #6AA132 15px 2px 33px | Preferred Pressed Button Arial Bold, 14px, #FFFFFF #00ACAE 15px 2px 44px | Small Pressed Button Arial Bold, 14px, #FFFFFF #00ACAE 15px 2px 33px | Preferred Pressed Button Arial Bold, 14px, #FFFFFF #3C68D5 15px 2px 44px | Small Pressed Button Arial Bold, 14px, #FFFFFF #3C68D5 15px 2px 33px |

Additional resources
[Drugstore.com Brand Guidelines](#)

See next page

Buttons: Merchandising Primary (continued)

| | Preferred Size | Small Size | Preferred Size | Small Size |
|---|---|---|---|---|
| <p>Active State</p> <p>type: background: corner radius: height: drop shadow:</p> | <p>lorem ipsum</p> <p>Preferred Active Button Arial Bold, 14px, #FFFFFF #993AAD <i>top</i> #822995 <i>bottom</i> 2px 44px 1px <i>distance</i>, 0px <i>spread</i>, 2px <i>size</i>, 90 <i>angle</i></p> | <p>lorem ipsum</p> <p>Small Active Button Arial Bold, 14px, #FFFFFF #993AAD <i>top</i> #822995 <i>bottom</i> 2px 33px 1px <i>distance</i>, 0px <i>spread</i>, 2px <i>size</i>, 90 <i>angle</i></p> | <p>lorem ipsum</p> <p>Preferred Active Button Arial Bold, 14px, #FFFFFF #885CB3 <i>top</i> #77489F <i>bottom</i> 2px 44px 1px <i>distance</i>, 0px <i>spread</i>, 2px <i>size</i>, 90 <i>angle</i></p> | <p>lorem ipsum</p> <p>Small Active Button Arial Bold, 14px, #FFFFFF #885CB3 <i>top</i> #77489F <i>bottom</i> 2px 33px 1px <i>distance</i>, 0px <i>spread</i>, 2px <i>size</i>, 90 <i>angle</i></p> |
| <p>Hover State</p> <p>type: background: corner radius: height: drop shadow:</p> | <p>lorem ipsum</p> <p>Preferred Hover Button Arial Bold, 14px, #FFFFFF #AA54BD <i>top</i> #822995 <i>bottom</i> 2px 44px 1px <i>distance</i>, 0px <i>spread</i>, 2px <i>size</i>, 90 <i>angle</i></p> | <p>lorem ipsum</p> <p>Small Hover Button Arial Bold, 14px, #FFFFFF #AA54BD <i>top</i> #822995 <i>bottom</i> 2px 33px 1px <i>distance</i>, 0px <i>spread</i>, 2px <i>size</i>, 90 <i>angle</i></p> | <p>lorem ipsum</p> <p>Preferred Hover Button Arial Bold, 14px, #FFFFFF #9768C5 <i>top</i> #77489F <i>bottom</i> 2px 44px 1px <i>distance</i>, 0px <i>spread</i>, 2px <i>size</i>, 90 <i>angle</i></p> | <p>lorem ipsum</p> <p>Small Hover Button Arial Bold, 14px, #FFFFFF #9768C5 <i>top</i> #77489F <i>bottom</i> 2px 33px 1px <i>distance</i>, 0px <i>spread</i>, 2px <i>size</i>, 90 <i>angle</i></p> |
| <p>Pressed State</p> <p>type: background: side padding: corner radius: height:</p> | <p>lorem ipsum</p> <p>Preferred Pressed Button Arial Bold, 14px, #FFFFFF #822995 15px 2px 44px</p> | <p>lorem ipsum</p> <p>Small Pressed Button Arial Bold, 14px, #FFFFFF #822995 15px 2px 33px</p> | <p>lorem ipsum</p> <p>Preferred Pressed Button Arial Bold, 14px, #FFFFFF #77489F 15px 2px 44px</p> | <p>lorem ipsum</p> <p>Small Pressed Button Arial Bold, 14px, #FFFFFF #77489F 15px 2px 33px</p> |

Additional resources
[Drugstore.com Brand Guidelines](#)

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 #007DC3 Light Link Blue on a white background. Use #1B5E8C Dark Link Blue 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 #ECF5FA Tint Blue.

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 lowercase with the exception of proper nouns (including page titles), which should be title case.

Call-to-Action Links

In Call-to-Action Links, designers may choose from link style 1 and link style 2. 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 lowercase with the exception of proper nouns, which should be title case.

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 style 1 >](#)
- [call-to-action link style 2 >](#)

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 style 1 >](#)
- [call-to-action link style 2 >](#)

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 style 1 >](#)
- [call-to-action link style 2 >](#)

| | Contextual Link | Listed Link | Call-to-Action Link - Style 1 | Call-to-Action Link - Style 2 |
|---------------------|--------------------------|--------------------------|--------------------------------|---------------------------------|
| link type: | Arial, #007DC3, 12–14px | Arial, #007DC3, 14px | Arial, #007DC3, 14px | Arial, #007DC3, 14px |
| link type hover: | #007DC3 <i>underline</i> | #007DC3 <i>underline</i> | #007DC3 <i>underline</i> | #007DC3 <i>underline</i> |
| background: | #ECF5FA <i>pressed</i> | #ECF5FA <i>pressed</i> | #ECF5FA <i>pressed</i> | #ECF5FA <i>pressed</i> |
| leading: | -- | 24px | 24px | 24px |
| drugstore.com icon: | -- | -- | Chevron Right S, 14px, #007DC3 | Circle Chevron N, 14px, #007DC3 |

Additional resources

[Drugstore.com Brand Guidelines](#)

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.

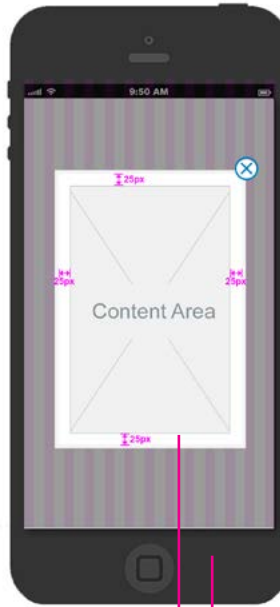
Content

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

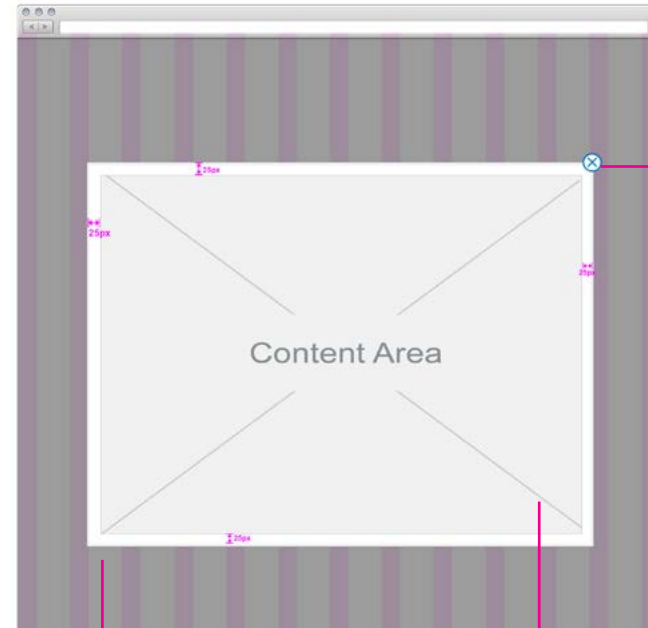
For body copy, use sentence case and a period for a complete sentence. No end punctuation is needed for a sentence fragment unless it is followed by a sentence or a fragment. Additional overlay content follows the style of the particular element.

Mobile Modals



- background: #FFFFFF
 - stroke: 5px, #F3F4F4
 - drop shadow: #000000 multiply 35%
8px distance
6px spread 10px size
 - padding: full-column span
25px between modal edge and content
 - placement: modal starts 33% down from the top of the viewpoint
- disabled: #000000
background: 55% opacity

Desktop & Tablet Modals



- 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

drugstore.com icon:
Close %, 44px, #007DC3
stroke: 2px, #FFFFFF

Additional resources

[Drugstore.com Brand Guidelines](#)

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 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.

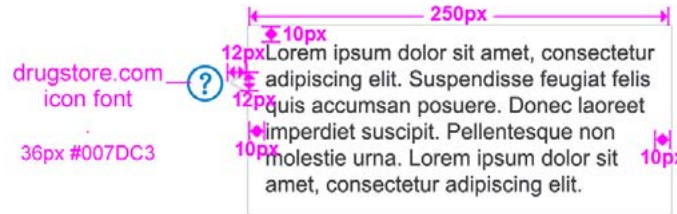
Color

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

Copy

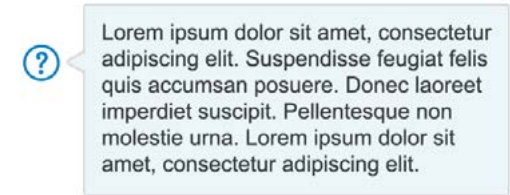
For body copy, use sentence case and a period for a complete sentence. No end punctuation is needed for a sentence fragment unless it is followed by a sentence or a fragment.

Side-by-Side White



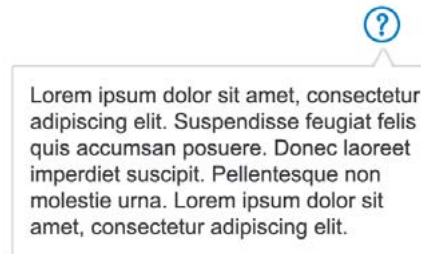
- Tooltip - White
- type: Arial Reg, 13px, #35393D
- corner radius: 2px
- background color: #FFFFFF
- padding: 10px *text within box*
- stroke: 1px, #D2D5D7
- drugstore.com icon: Question Mark Q, 36px, #007DC3

Side-by-Side Blue



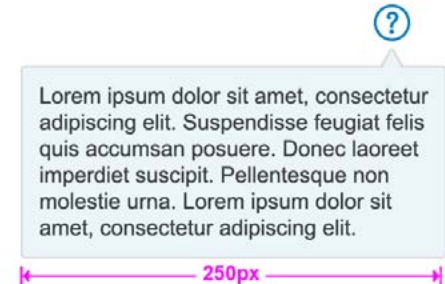
- Tooltip - Blue
- type: Arial Reg, 13px, #35393D
- corner radius: 2px
- background color: #ECF5FA
- padding: 10px *text within box*
- stroke: 1px, #D2D5D7
- drugstore.com icon: Question Mark Q, 36px, #007DC3

Stacked White



- Tooltip - White
- type: Arial Reg, 13px, #35393D
- corner radius: 2px
- background color: #FFFFFF
- padding: 10px *text within box*
- stroke: 1px, #D2D5D7
- drugstore.com icon: Question Mark Q, 36px, #007DC3

Stacked Blue



- Tooltip - Blue
- type: Arial Reg, 13px, #35393D
- corner radius: 2px
- background color: #ECF5FA
- padding: 10px *text within box*
- stroke: 1px, #D2D5D7
- drugstore.com icon: Question Mark Q, 36px, #007DC3

Additional resources

[Drugstore.com Brand Guidelines](#)

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.

Position

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

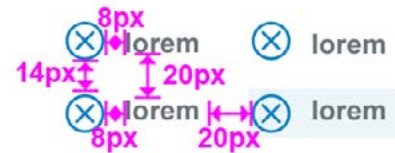
Copy

Attributes and category titles should be lowercase. Proper nouns should use title case or the brand's preferred case.

Pressed State

When a Facet is pressed, its tap area is #ECF5FA Tint Blue.

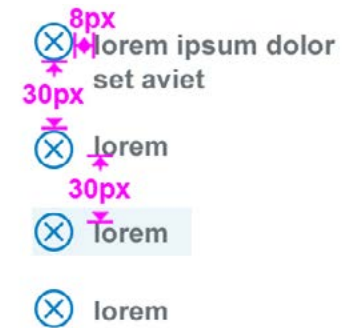
Mobile Facets



Facets - Mobile

- type: Arial Bold, 12px, #6A737B
- drugstore.com icon: Close %, 30px, #007DC3
- padding: 20px *between rows*
20px *gutter between columns*
8px *between circle and text*

Desktop & Tablet Facets



Facets - Desktop/Tablet

- type: Arial Bold, 12px, #6A737B
- drugstore.com icon: Close %, 30px, #007DC3
- padding: 30px *between single line rows*
20px *between double line rows*
8px *between circle and text*

Additional resources

[Drugstore.com Brand Guidelines](#)

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.

Disabled State

The Arrows and Dots disappear when they become inactive.

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, #35393D
- fill: #35393D active state
#D2D5D7 passive state

Sneak Peek



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

Arrows



- Arrows - Carousel**
- drugstore.com Icons: Chevron Left A, 48px
Chevron Right S, 48px
#35393D or variable

Additional resources
[Drugstore.com Brand Guidelines](#)

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 lowercase 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: | Arial Bold, 14px, #35393D | Arial Bold, 14px, #1B5E8C | Arial Bold, 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: | Arial Bold, 14px, #35393D | Arial Bold, 14px, #007DC3 | Arial Bold, 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

[Drugstore.com Brand Guidelines](#)

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 lowercase 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: | Arial Bold, 14px, #35393D | Arial Bold, 14px, #1B5E8C | Arial Bold, 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 between tabs | 15px gutter around text 15px gutter between tabs | 15px gutter around text 15px gutter between tabs |

Style 2



| | Mobile Style 2 - Active | Mobile Style 2 - Inactive | Mobile Style 2 - Disabled |
|-----------------------|---------------------------|---------------------------|---------------------------|
| type: | Arial Bold, 14px, #35393D | Arial Bold, 14px, #007DC3 | Arial Bold, 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

[Drugstore.com Brand Guidelines](#)

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 #ECF5FA Tint Blue.

Copy

Accordion titles should use lowercase. 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.

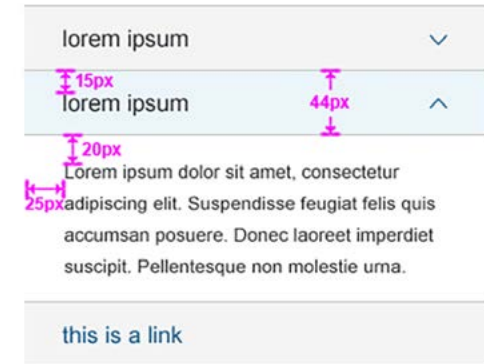
Closed State



Disabled State



Opened State



Primary Accordion - Opened & Closed
 type: Arial Reg, 16px, #35393D *title type*
 Arial Reg, 16px, #1B5E8C *link type*
 Arial Reg, 13px, #35393D *opened content type*
 drugstore.com icons: Chevron Up |, 14px, #1B5E8C
 Chevron Down }, 14px, #1B5E8C
 height: 44px
 stroke: 1px, #D2D5D7
 padding: 25px *gutter from left of accordion text*
 25px *gutter from right of chevron*
 background: #F3F4F4 *background of title*
 #ECF5FA *pressed*
 tap area: *entire row should be clickable to reveal content*

Primary Accordion - Disabled
 type: Arial Reg, 16px, #B4B9BD *disabled type*
 drugstore.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

[Drugstore.com Brand Guidelines](#)

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.

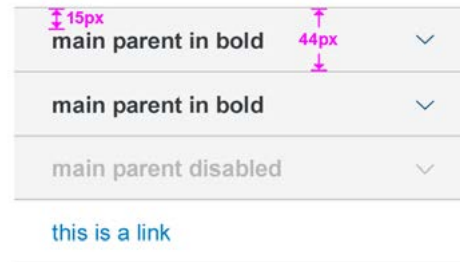
Pressed State

When a cell is pressed, it is #ECF5FA Tint Blue.

Copy

Accordion titles should use lowercase. 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



Super Accordion - Opened & Closed

type: Arial Bold, 16px, #35393D *title type*
 Arial Bold, 16px, #1B5E8C *link type*
 Arial Reg, 13px, #35393D *opened content type*

drugstore.com icons: Chevron Up |, 14px, #1B5E8C
 Chevron Down }, 14px, #1B5E8C

height: 44px
 stroke: 1px, #D2D5D7
 padding: 25px *gutter from left of accordion text*
 25px *gutter from right of chevron*

background: #F3F4F4 *background of title*
 #ECF5FA *pressed*

tap area: *entire row should be clickable to reveal content*

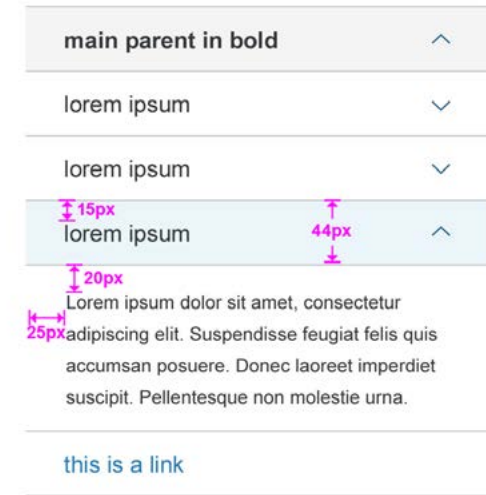
Super Accordion - Disabled

type: Arial Bold, 16px, #B4B9BD *disabled type*
 drugstore.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*

Opened State



Additional resources

[Drugstore.com Brand Guidelines](#)

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 #ECF5FA Tint Blue.

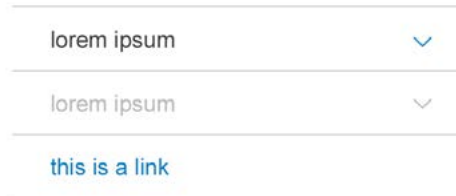
Copy

Accordion titles should use lowercase. 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.

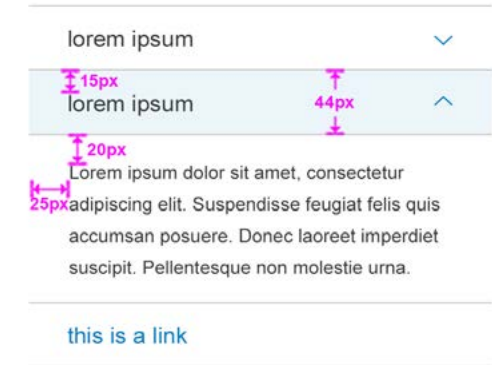
Closed State



Disabled State



Opened State



Secondary Accordion - Opened & Closed

- type: Arial Reg, 16px, #35393D *title type*
- Arial Reg, 16px, #007DC3 *link type*
- Arial Reg, 13px, #35393D *opened content type*
- drugstore.com icons: Chevron Up |, 14px, #007DC3
- Chevron Down }, 14px, #007DC3
- height: 44px
- stroke: 1px, #D2D5D7
- padding: 25px *gutter from left of accordion text*
- 25px *gutter from right of chevron*
- background: #ECF5FA *pressed*
- tap area: *entire row should be clickable to reveal content*

Secondary Accordion - Disabled

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

Additional resources

[Drugstore.com Brand Guidelines](#)

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 #ECF5FA Tint Blue.

Pressed State

When a cell is pressed, it is #ECF5FA Tint Blue.

Copy

Accordion titles should use lowercase. 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.

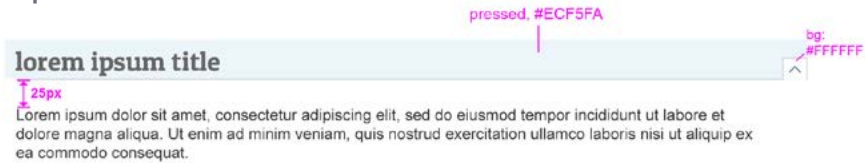
Closed State



Disabled State



Opened State



Hover State



Title Accordion - Opened & Closed
 type: Pauta One Reg, 16px, #666666 *title type*
 Arial Reg, 14px, #35393D *opened content type*
 drugstore.com icons: Chevron Up |, 18px, #1B5E8C
 Chevron Down }, 18px, #1B5E8C
 height: 30px
 stroke: 1px, #D2D5D7
 background: #FFFFFF *active*, #ECF5FA *pressed*
 padding: 25px *from top of accordion rule*
 tap area: *entire row should be clickable to reveal content*

Title Accordion - Disabled State
 type: Pauta One Reg, 16px, #B4B9BD *disabled title*
 drugstore.com icons: Chevron Down }, 18px, #B4B9BD
 height: 30px
 stroke: 1px, #D2D5D7
 padding: 25px *from top of accordion rule*

Additional resources
[Drugstore.com Brand Guidelines](#)

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 #ECF5FA Tint Blue.

Copy

When content is collapsed, the words “show more” appear in lowercase followed by a single space and a drugstore.com Icon Font Down Chevron. When content is expanded, the words “show less” appear in lowercase followed by a single space and an drugstore.com Icon Font Up Chevron.

Closed State

show more ▾

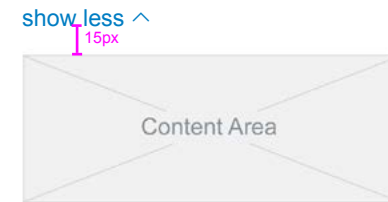
Hover State

show more ▾

Pressed State

show less ▲

Opened State



Show More–Show Less

- type: Arial Reg, 14px, #007DC3
- drugstore.com icons: Chevron Down ▾, 14px, #007DC3
Chevron Up ▲, 14px, #007DC3
- background: #ECF5FA *pressed tap area*

Additional resources

[Drugstore.com Brand Guidelines](#)

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 button contains white space when unselected.

Selected State

The button is filled with a blue or orange dot when clicked or tapped.

Hover State

The button contains a blue-tint or orange-tint dot on hover.

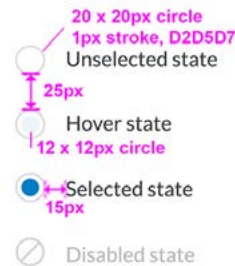
Disabled State

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

Copy

Most label copy uses sentence case. Exceptions include proper nouns, which should be title case, and the words “ALL,” “OFF,” “FREE,” “EVERYTHING,” and “ANY,” which are uppercase when used for marketing purposes. 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.

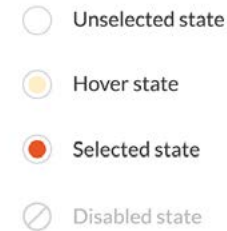
Style 1



Radio Button - Style 1

type: Arial Reg, 14px, #35393D
 Arial Reg, 14px, #B4B9BD *disabled type*
 stroke: 1px, #D2D5D7
 circle: 20 x 20px *outer circle*
 12 x 12px *inner circle*
 drugstore.com icon: Circle Slash R, 36px, #D2D5D7
 padding: 15px *gutter from left of radio icon text*
 fill: #007DC3 *selected*
 #ECF5FA *hover*

Style 2



Radio Button - Style 2

type: Arial Reg, 14px, #35393D
 Arial Reg, 14px, #B4B9BD *disabled type*
 stroke: 1px, #D2D5D7
 icon: 20 x 20px *outer circle*
 12 x 12px *inner circle*
 drugstore.com icon: Circle Slash R, 36px, #D2D5D7
 padding: 15px *gutter from left of radio icon text*
 fill: #E75625 *selected*
 #FFEFC6 *hover*

Additional resources

[Drugstore.com Brand Guidelines](#)

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 and choose between large or small.

Active/Unselected State

The Check Box contains white space when unselected.

Selected State

The Check Box turns blue or orange and contains a check mark when clicked or tapped.

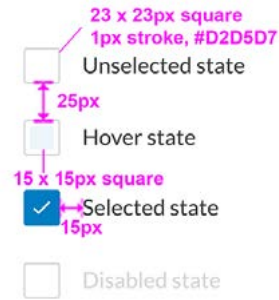
Hover State

The Check Box contains a blue-tint or orange-tint square on hover.

Copy

Most 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.

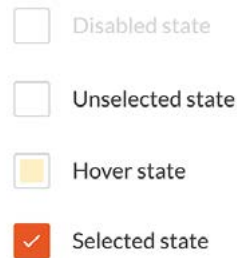
Large - Style 1



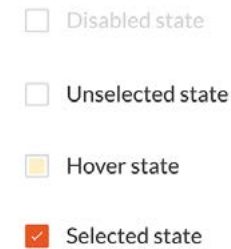
Small - Style 1



Large - Style 2



Small - Style 2



Large Check Box
 type: Arial Reg, 14px, #35393D
 Arial Reg, 14px, #B4B9BD *disabled type*
 drugstore.com Icon: Check *, 30px, #FFFFFF
 box: 23 x 23px *outer square*
 #007DC3 *blue style 1*
 #E75625 *orange style 2*
 stroke: 1px, #D2D5D7
 hover: 15 x 15px *inner square on hover*
 #ECF5FA *blue style 1*
 #FFFC6 *orange style 2*
 padding: 15px *gutter from right of check box*

Small Check Box
 type: Arial Reg, 14px, #35393D
 Arial Reg, 14px, #B4B9BD *disabled type*
 drugstore.com Icon: Check *, 20px, #FFFFFF
 box: 15 x 15px *outer square*
 #007DC3 *blue style 1*
 #E75625 *orange style 2*
 stroke: 1px, #D2D5D7
 hover: 9 x 9px *inner square on hover*,
 #ECF5FA *blue style 1*
 #FFFC6 *orange style 2*
 padding: 15px *gutter from right of check box*

Additional resources

[Drugstore.com Brand Guidelines](#)

modules

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 #1B5E8C Dark Link Blue with the exception of savings messages, which should be #E50000 red. On desktop and tablet, left-rail navigation has a background tint of #F7F7F7 Nav Gray.

Hover State

All links have an underline on hover state.

Pressed State

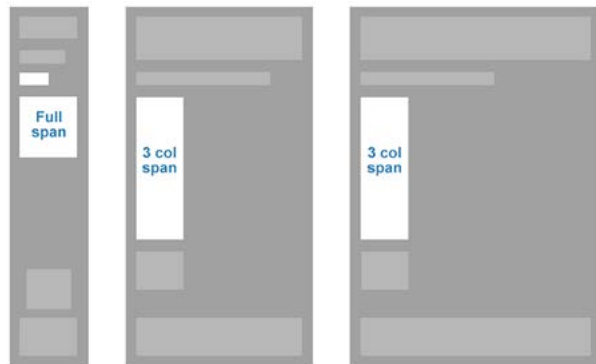
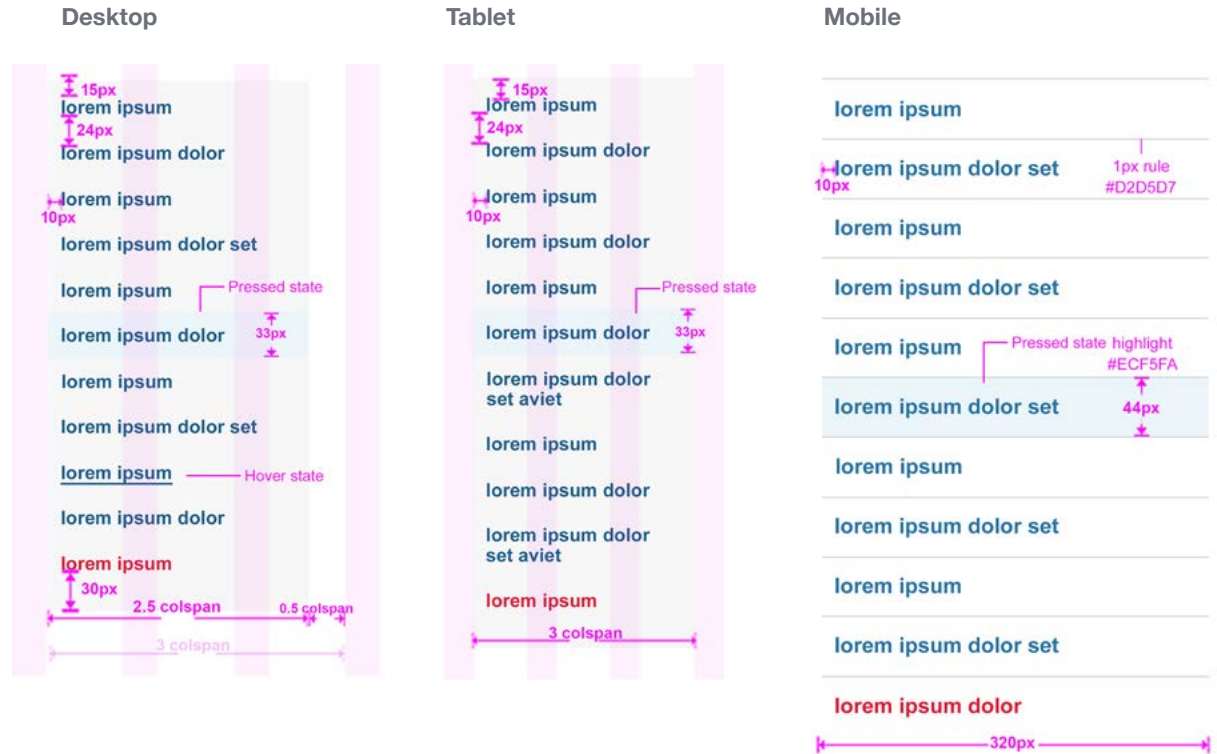
When a cell is pressed, it is #ECF5FA Tint Blue.

Copy

Row copy must clearly communicate what action will occur, or what information is being presented, when the user touches it. Attributes and category titles should be lowercase. Proper nouns should use title case or the brand's preferred case.

Placement

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



Additional resources

[Drugstore.com Brand Guidelines](#)

Desktop Category Navigation
 type: Arial Bold, 14px, #1B5E8C
 rules: 1px, #D2D5D7
 line height: 24px
 background: #F7F7F7
 pressed: #ECF5FA, 33px height
 dimensions: 195px gray background width
 175px text width limit
 padding: 10px from left of nav to text

Tablet Category Navigation
 type: Arial Bold, 14px, #1B5E8C
 rules: 1px, #D2D5D7
 line height: 24px
 background: #F7F7F7
 pressed: #ECF5FA, 33px height
 dimensions: 165px gray background width
 145px text width limit
 padding: 10px from left of nav to text

Mobile Category Navigation
 type: Arial Bold, 16px, #007DC3
 rules: 1px, #D2D5D7
 pressed: #ECF5FA, 44px height
 padding: 10px gutter both sides

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 #1B5E8C Dark Link Blue with the exception of savings messages, which should be #E50000 red. 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

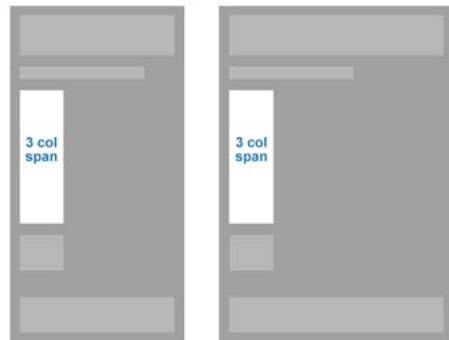
When a cell is pressed, it is #ECF5FA Tint Blue.

Copy

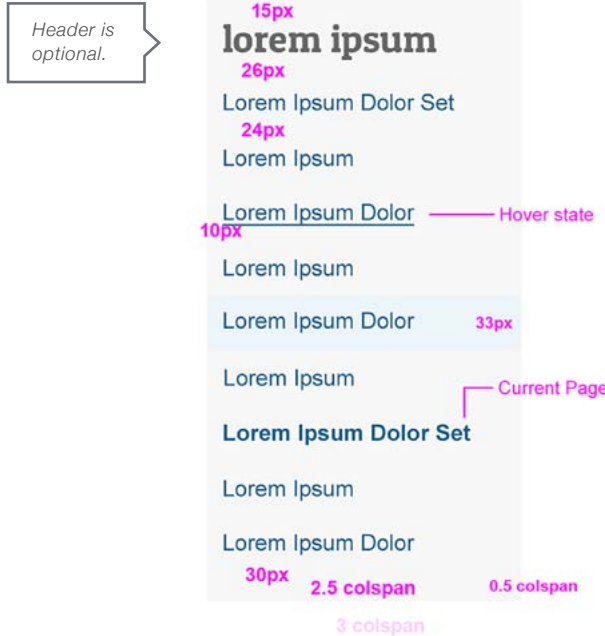
Row copy must clearly communicate what action will occur, or what information is being presented, when the user touches it. Attributes and page titles should be lowercase. Proper nouns should use title case or the brand's preferred case.

Placement

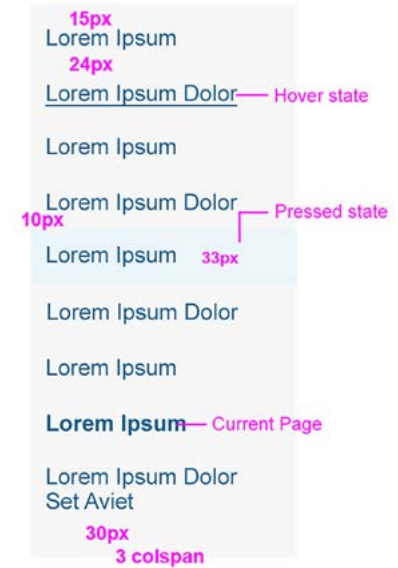
On desktop and tablet, Standard Left Rail Navigation spans three columns, but content is left aligned and has a fixed width (see specs). If used on a category page, it should be placed below Category Navigation.



Desktop



Tablet



- Standard Left Rail - Desktop**
- headline type: Arial Reg, 18px, #35393D
 - link type: Arial Reg, 14px, #1B5E8C
 - selected link type: Arial Bold, 14px, #1B5E8C
 - pressed: #ECF5FA, 33px height
 - dimensions: 195px gray background width
175px text width limit
 - padding: 10px front left of nav to text
26px between headline and first link baselines
24px between links
 - background: #F7F7F7

- Standard Left Rail - Tablet**
- headline type: Arial Reg, 18px, #35393D
 - link type: Arial Reg, 14px, #1B5E8C
 - selected link type: Arial Bold, 14px, #1B5E8C
 - pressed: #ECF5FA, 33px height
 - dimensions: 165px gray background width
145px text width limit
 - padding: 10px front left of nav to text
26px between headline and first link baselines
24px between links
 - background: #F7F7F7

Additional resources

[Drugstore.com Brand Guidelines](#)

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

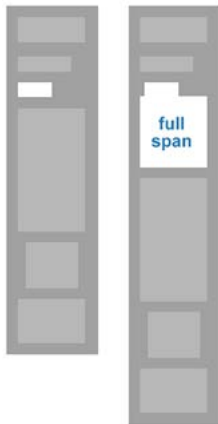
When a link is pressed, its tap area is #ECF5FA Tint Blue.

Copy

Row copy must clearly communicate what action will occur, or what information is being presented, when the user touches it. In row text, attributes and page titles should be lowercase. Proper nouns should use title case or the brand's preferred case.

Placement

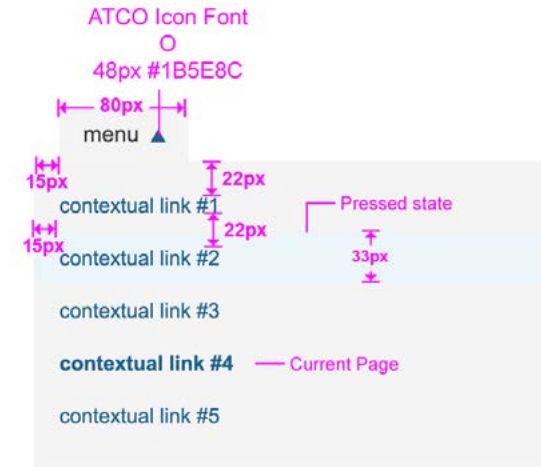
The "menu" button should appear directly below the page title. When the button is tapped, a full-span drawer opens directly below, pushing down content and revealing rows of navigation within the drawer.



Collapsed



Expanded



Menu Toggle - Mobile

- type: Arial Reg, 14px, #35393D *menu button*
 Arial Reg, 13px, #1B5E8C *link type*
 Arial Bold, 13px, #1B5E8C *selected type*
- background: #F3F4F4 *button and drawer*
- drugstore.com Icon: Arrow Down *, 48px, #1B5E8C
 Arrow Up &, 48px, #1B5E8C
- pressed: #ECF5FA *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

[Drugstore.com Brand Guidelines](#)

Navigation: Breadcrumbs

Breadcrumbs are links 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. Between each breadcrumb, an unlinked chevron points to the right. On Desktop and Tablet, the H1 locks up with the Breadcrumbs.

Pressed State

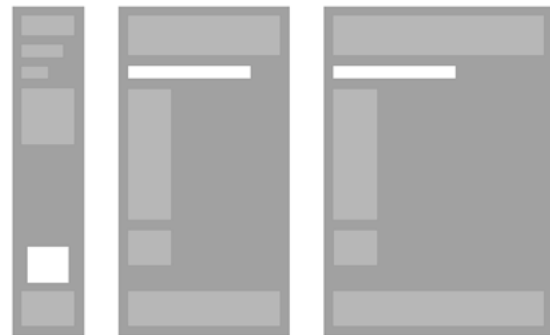
When a link is pressed, its tap area is #ECF5FA Tint Blue.

Copy

Breadcrumb copy is composed of a list of page titles and therefore should use lowercase. 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 header.



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
 title of current page

Annotations: 30px above 'home', 10px between 'home' and 'page 1', 30px below 'page 4', 30px below 'title of current page'

Breadcrumbs - Desktop/Tablet
 type: Arial Reg, 13px, #007DC3 *breadcrumb*
 chevron: Arial 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

page 4
 page 3
 page 2
 page 1
 home

Annotations: 30px between each breadcrumb, 40px between last breadcrumb and global footer

Mobile Pressed

page 4
 page 3
 page 2
 page 1
 home

Breadcrumbs - Mobile
 type/chevron: Arial Bold, 14px, #007DC3
 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

Additional resources
[Drugstore.com Brand Guidelines](#)

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 lowercase 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. 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 #ECF5FA Tint Blue.

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.



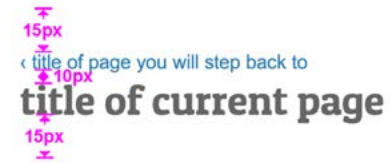
Page Title



Page Title
 type: Pauta One Reg, 28px, #666666
 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: Arial Reg, 13px, #007DC3 *step back link*
 hover: Arial Reg, 13px, #007DC3 *underlined*
 pressed: #ECF5FA *tap area*
 padding: 15px above step back link
 10px between step back link and page title

Additional resources

[Drugstore.com Brand Guidelines](#)

Pagination

Pagination allows customers to page through product lists and other types of 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: Arial Bold, 12px, #35393D
 drugstore.com icons: Chevron Left A, 20px, #1B5E8C
 Chevron Right S, 20px, #1B5E8C
 buttons: Gray Tertiary Active State, 33 x 36px
 padding: 20px gutter between buttons and type not including drop shadow

Hover State



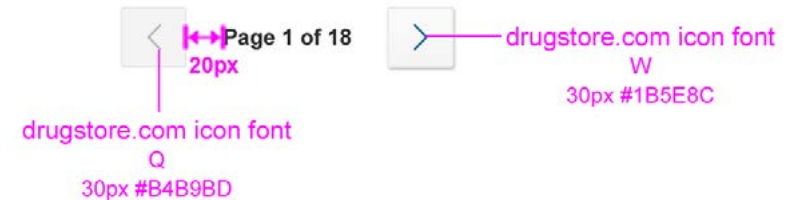
Pagination - Hover
 type: Arial Bold, 12px, #35393D
 drugstore.com icons: Chevron Left A, 20px, #1B5E8C
 Chevron Right S, 20px, #1B5E8C
 buttons: Gray Tertiary Hover State, 33 x 36px
 padding: 20px gutter between buttons and type not including drop shadow

Pressed State

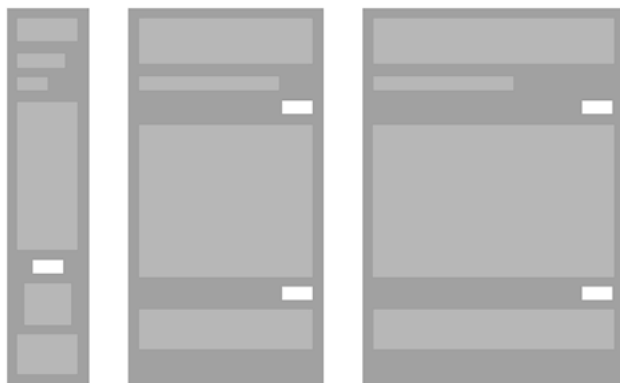


Pagination - Pressed
 type: Arial Bold, 12px, #35393D
 drugstore.com icons: Chevron Left A, 20px, #1B5E8C
 Chevron Right S, 20px, #1B5E8C
 buttons: Gray Tertiary Pressed State, 33 x 36px
 padding: 20px gutter between buttons and type

Disabled State



Pagination - Disabled
 type: Arial Bold, 12px, #35393D
 drugstore.com icons: Chevron Left A, 20px, #B4B9BD
 Chevron Right S, 20px, #1B5E8C
 buttons: Disabled Gray Tertiary, 33 x 36px
 padding: 20px gutter between buttons and type



Additional resources

[Drugstore.com Brand Guidelines](#)

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. See “Rules & Strokes,” page 14.

Pressed State

When a link is pressed, its tap area is #ECF5FA Tint Blue.

Copy

A link must clearly communicate what action will occur, or what information is being presented, when the user touches it. Most link copy should use lowercase. Exceptions include proper nouns, which should be title case or a brand’s preferred case, and the words “ALL,” “OFF,” “FREE,” “EVERYTHING,” and “ANY,” which are uppercase when used for marketing purposes. Add one character space after text followed by a single right chevron.

Placement

Link Lists with Headers run full span.



Additional resources
[Drugstore.com Brand Guidelines](#)

Default State

lorem ipsum

- lorem ipsum dolor >
- lorem ipsum dolor 20% OFF set >
- lorem ipsum dolor set >

Pressed State

lorem ipsum

- lorem ipsum dolor >
 - lorem ipsum dolor 20% OFF set >
 - lorem ipsum dolor set >
- Annotations: Pressed state (pointing to the second item), 33px (height of the second item), 24px (height of the first item).

Link List with Header

- type: Pauta One, 24px, #666666 *header type*
- Arial Reg, 14px, #007DC3 *link type*
- drugstore.com icon: Chevron Right S, 14px, #007DC3
- pressed: #ECF5FA, 33px *height*
- line height: 24px *between text*

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

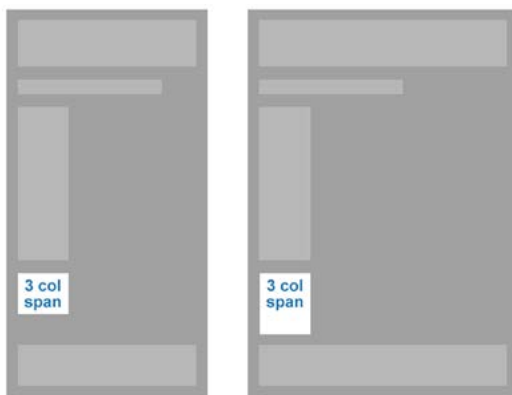
When a link is pressed, its tap area becomes #ECF5FA Tint Blue.

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 lowercase (with the exception of proper nouns, which should be title case or the brand's preferred 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).



Additional resources

[Drugstore.com Brand Guidelines](#)

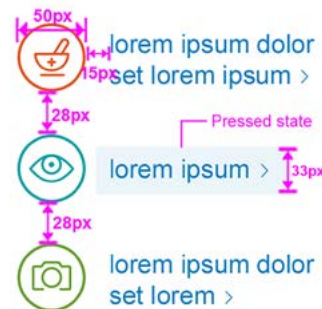
Default State



Hover State (Desktop Only)



Pressed State



- Link List with Images
- type: Arial Reg, 18px, #007DC3
 - drugstore.com icon: Chevron Right S, 18px, #007DC3
 - pressed: #ECF5FA tap background
 - padding: 28px between icons
15px between icon and text
 - dimensions: 195px width limit

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.

The designer may 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 54.

Copy

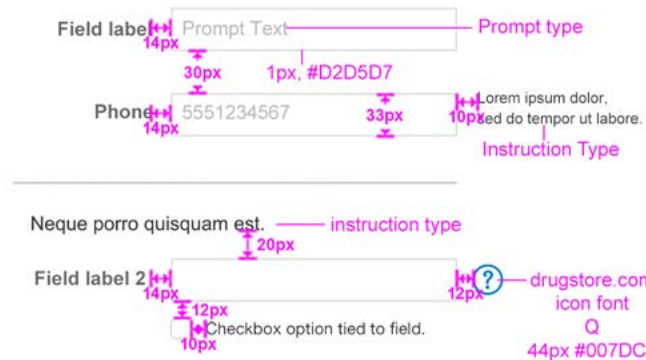
Copy should be as clear and concise as possible. Use parallel structure for elements with similar uses.

Form-field titles should use lowercase. 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

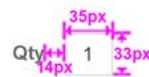


Top Aligned Labels



- Form Fields
- field label: Arial Bold, 14px, #35393D
 - prompt type: Arial Reg, 14px, #B4B9BD
 - field height: 33px
 - active field highlight: 2px *stroke*, #ECF5FA
 - default field stroke: #D2D5D7
 - instruction type: Arial Reg, 11px, #35393D
 - check box option type: Arial Reg, 12px, #35393D

Quantity Forms



- Qty Forms
- height: 33px, 1px *stroke*
 - padding: 10px *gutter to right of text*

Additional resources

[Drugstore.com Brand Guidelines](#)

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 lowercase. 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
- drugstore.com icon: Arrow Down I, 44px, #1B5E8C
- 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
- drugstore.com icon: Arrow Down I, 44px, #1B5E8C
- padding: 10px label to top of form text
12px form to left of optional information text

Additional resources

[Drugstore.com Brand Guidelines](#)

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 may 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 lowercase (with the exception of proper nouns, which should be title case or the brand's preferred case). Button copy must contain four or fewer words and no punctuation.

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: Pauta One Reg, 18px, #666666 *title type*
 Arial Reg, 14px, #6A737B *form field type*
 Arial Reg, 14px, #000000 *button type*
 drugstore.com icon: Email d, 56px, #0078BD
 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

[Drugstore.com Brand Guidelines](#)

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 a type of overlay featuring a small calendar that appears when the user clicks or taps a 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.

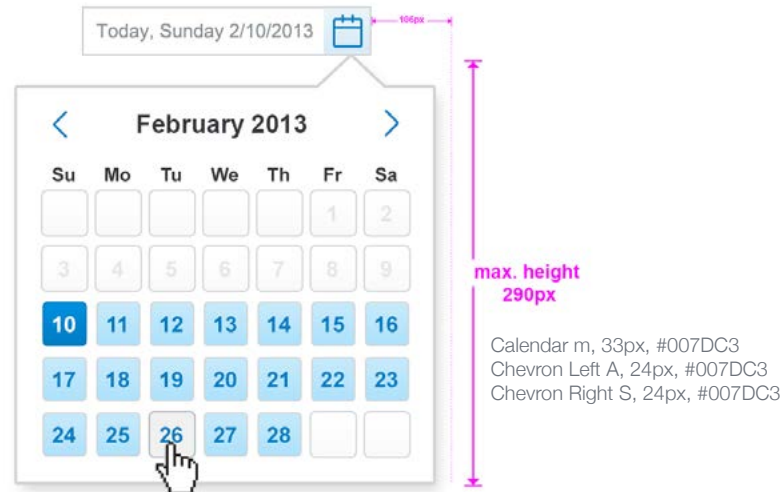
Hover State

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 - Light Blue | Selected date - Blue | Hover state - Light Gray | Inactive date - Pale Gray |
|----------------------|---|-----------------------------------|-----------------------------------|-----------------------------------|
| type: | Arial Bold, 14px, #007DC3 | Arial Bold, 14px, #FFFFFF | Arial Bold, 14px, #007DC3 | Arial Bold, 14px, #E6E7E9 |
| background gradient: | #C7EAFc top #AFE2FD bottom | #0090E0 top #007DC3 bottom | -- | #FFFFFF top #FAFAFA bottom |
| stroke: | 1px, #B4B9BD | 1px, #6A737B | 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

[Drugstore.com Brand Guidelines](#)

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.

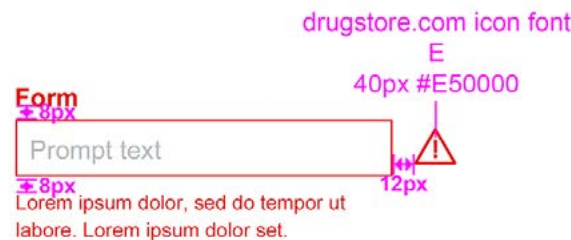
Success Field



Success (Green)

- field label: Arial Bold, 14px, #6AA132
- field stroke: 1px, #6AA132
- input prompt text: Arial Reg, 14px, #B4B9BD
- drugstore.com icon: Confirm &, 40px, #6AA132

Error Field



Error (Red)

- field label: Arial Bold, 14px, #E50000
- field stroke: Arial Reg, 12px, #E50000
- field condition message: Arial Reg, 14px, #B4B9BD
- input prompt text: Alert E, 40px, #E50000
- drugstore.com icon:

Additional resources

[Drugstore.com Brand Guidelines](#)

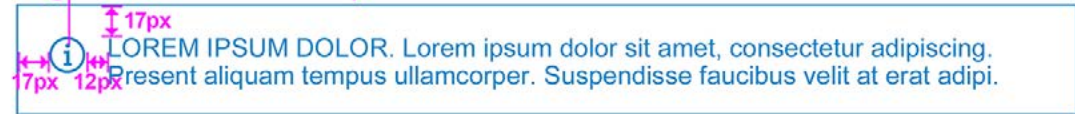
Alert & Error Messages: with Boxes

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

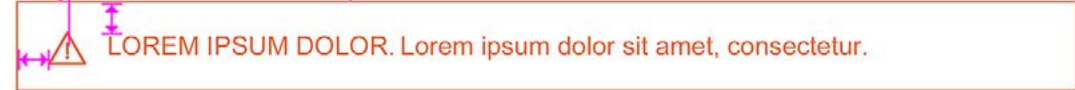
Copy

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.

drugstore.com icon font W 36px #007DC3



drugstore.com icon font E 36px #E75625



drugstore.com icon font E 36px #E50000



drugstore.com icon font & 36px #6AA132



| | Informational (Blue) | Notification (Orange) | Error (Red) | Success (Green) |
|----------------------|---|---|---|---|
| type: | Arial, 14px, #007DC3 | Arial, 14px, #E75625 | Arial, 14px, #E50000 | Arial, 14px, #6AA132 |
| background: | #FFFFFF | #FFFFFF | #FFFFFF | #FFFFFF |
| stroke: | 1px, #007DC3 | 1px, #E75625 | 1px, #E50000 | 1px, #6AA132 |
| 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 |
| drugstore.com icons: | Info W, 36px, #007DC3 | Alert E, 36px, #E75625 | Alert E, 36px, #E50000 | Confirm &, 36px, #6AA132 |

Additional resources
[Drugstore.com Brand Guidelines](#)