



UI Style Guide

January 21, 2015

table of contents

<i>style</i>	
Typography	4–6
Fonts	4
HTML	5
Copy	6
Colors	7–9
Corporate	7
Brand	8
UI	9
Iconography	10–13
Rules & Strokes	14
<i>components</i>	
Buttons	16–22
Buttons & Links Introduction	16, 17
Teal Primary	18
Gray Secondary	19
Merchandising Primary	20–22
Drawer	23
Links	24
Overlays	25, 26
Modals	25
Tooltips	26
Facets	27
Carousels	28
Accordions	29–32
Primary	29
Super	30
Secondary	31
Title	32
Show More–Show Less	33
Radio Buttons	34
Check Boxes	35
<i>modules</i>	
Navigation	37, 38
Breadcrumbs	37
Page Title, Step Back Link with Page Title	38
Pagination	39
Link Lists with Headers	40
Forms	41–45
Fields, Quantity	41
Drop Down	42
with Attached Button, with Background Shape, Email Capture	43
Date Pickers	44
Inline Alert & Error Messages	45
Alert & Error Messages: with Boxes	46

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 must be used for all live HTML text unless otherwise noted. For all branded graphic elements, use Museo or the Helvetica Neue family of fonts.

Size

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

Color

Font colors vary depending on context.

Live HTML Text

Arial Regular

abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Bold

**abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Museo

abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Museo Bold

**abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Helvetica Neue Ultra Light

abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Neue Light

abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Neue Regular

abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Neue Medium

abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Neue Bold

**abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Additional resources

[Walgreens 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 used to help define hierarchy and the structure of content on a page. Headlines should be written in title case. Secondary information and body copy should appear in sentence case. 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.

For desktop and tablet page titles

For mobile page titles

H1 Page Title (Desktop & Tablet): color:#35393d; font-size:36px; line-height:1.1 (40px leading)

H1 Page Title 36px

H1 Page Title (Mobile): color:#35393d; font-size:28px; line-height:1.1 (31px leading)

H1 Page Title 28px

H2 Section Headline: color:#35393d; font-size:24px; line-height:1.2 (29px leading)

H2 Section Titles 24px

H2 Section Teal Headline: color:#00A29B; font-size:24px; line-height:1.2 (29px leading)

H2 Section Titles 24px

H3 Description Title: color:#35393d; font-size:22px; font-weight:bold; line-height:1.2 (26px leading)

H3 Description Titles 22px

Preferred Body 1 - Color:#6a737b font-size:16px; line-height:1.6 (22px 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 - Color:#6a737b; font-size:14px; line-height:1.6 (21px leading)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore maana aliqua. Ut enim ad minim

See next page

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 Walgreens Photo voice is knowledgeable yet approachable, friendly but not overly casual, polite yet familiar. 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. Use title case for all proper nouns and most headlines and titles. Use sentence case in buttons, calls to action and secondary information. In marketing situations, the following words can appear with block capitalization: FREE, OFF, ALL, BOGO.

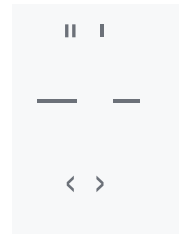
Punctuation

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
[Walgreens Brand Guidelines](#)
[Mkt_StyleGuide_design186](#)

Live HTML Text

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



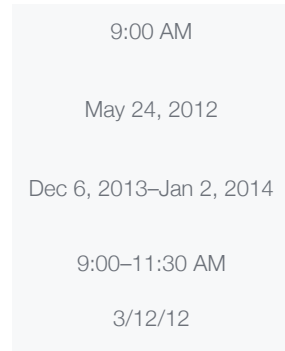
Use straight quotes and straight apostrophes (never curly quotes or curly apostrophes).

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

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

Date & Time Format

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



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

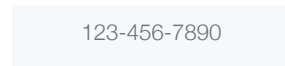
A date should include a month abbreviated to three letters and no period, a one- or two-digit day and a four-digit year.

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

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

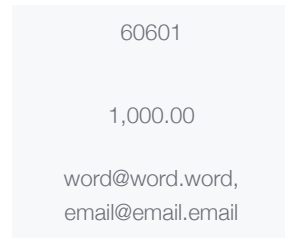
When space is limited, a numerical date separated by slashes is acceptable.

Phone Numbers



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

Input



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

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

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

Colors: Corporate

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

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

WCAG Compliance

WCAG-compliant (Web Content Accessibility Guideline-compliant) color palettes consist of type colors designed for visually impaired users. Walgreens.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 only with landmarks, value messaging and seasonal campaigns.

DIGITAL COLORS

	r: 227 g: 24 b: 55
Walgreens Red	#E31837

	r: 72 g: 156 b: 212
Well Blue	#489CD4

	r: 255 g: 255 b: 255
White	#FFFFFF

	r: 128 g: 130 b: 133
60% Black	#808285

	r: 89 g: 90 b: 92
80% Black	#595A5C

	r: 0 g: 0 b: 0
Black	#000000

UNIVERSALLY COMPLIANT

	r: 227 g: 24 b: 55
Walgreens Red	#E31837

	r: 42 g: 125 b: 181
Well Blue	#2A7DB5

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

	r: 112 g: 114 b: 116
60% Black	#707274

	r: 89 g: 90 b: 92
80% Black	#595A5C

	r: 0 g: 0 b: 0
Black	#000000

Additional resources

[Walgreens Brand Guidelines](#)

Colors: Brand









The Walgreens Photo brand colors have been specifically selected to be bright, upbeat and cheerful. They're designed to reflect the personality of the Walgreens brand and evoke positive emotional responses that are both happy and healthy.

Walgreens Photo digital brand colors may be used as accent colors. They may also be used as background colors with 100% black 14px+ type.

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. Walgreens.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: 0 g: 162 b: 155 #00A29B	 r: 0 g: 162 b: 155 #00A29B	 r: 1 g: 133 b: 127 #01857F
 r: 254 g: 242 b: 55 #FEF237	NO VERSION AVAILABLE	NO VERSION AVAILABLE
 r: 207 g: 3 b: 96 #CF0360	 r: 207 g: 3 b: 96 #CF0360	NO VERSION AVAILABLE
 r: 221 g: 28 b: 133 #DE1C85	 r: 221 g: 28 b: 133 #DE1C85	NO VERSION AVAILABLE

Additional resources

[Walgreens Brand Guidelines](#)

Colors: UI

UI Colors are used for text, links, lines and other interface elements.

All links should be #01857F Link Teal. For type appearing on a light-colored background, designers should opt for #01857F Link Teal or #35393D Type 1 Gray. For any size type on white, designers can use #01857F Link Teal, #35393D Type 1 Gray, #00A29B Type 2 Teal or #6A737B Type 2 Gray.

WCAG Compliance

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

Link Teal	r: 1 g: 133 b: 127 #01857F	Type 2 Teal	r: 0 g: 162 b: 155 #00A29B	Tint Teal	r: 241 g: 251 b: 251 #F1FBFB
Link Background Yellow	r: 254 g: 242 b: 55 #FEF237				
Type 1 Gray	r: 53 g: 57 b: 61 #35393D	Type 2 Gray	r: 106 g: 115 b: 123 #6A737B	Disabled Gray	r: 180 g: 185 b: 189 #B4B9BD
UI Gray	r: 210 g: 213 b: 215 #D2D5D7	Tint Gray	r: 243 g: 244 b: 244 #F3F4F4		

Additional resources
[Walgreens Brand Guidelines](#)

Iconography

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

Development

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

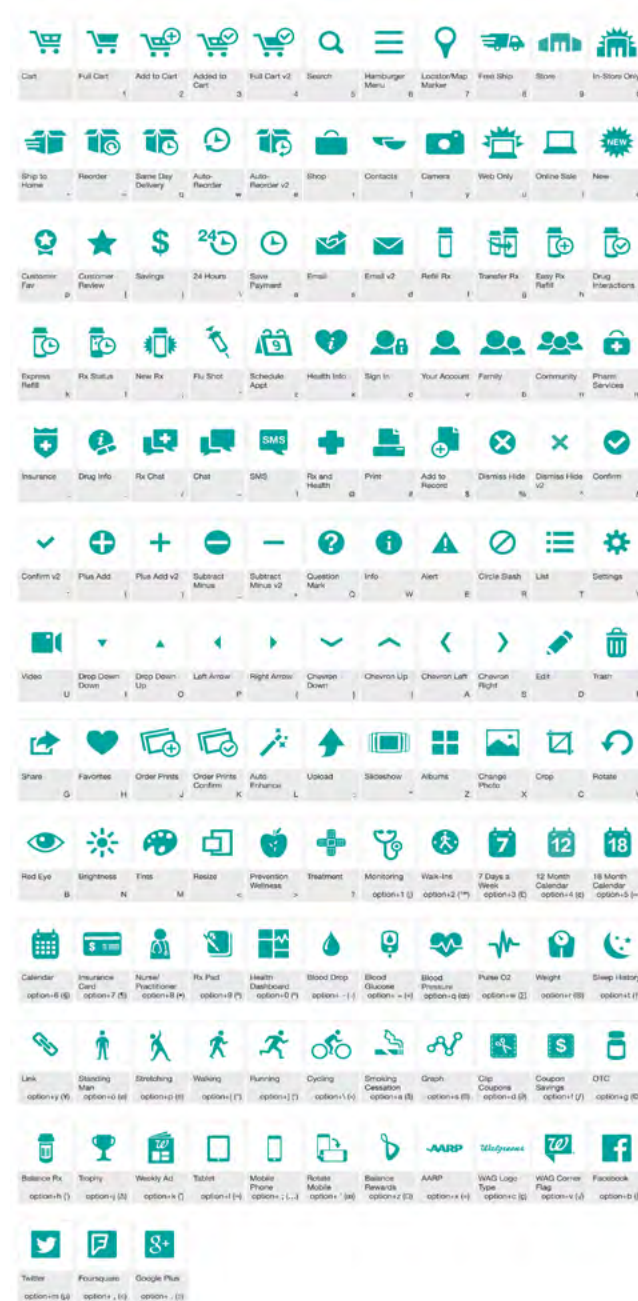
Color

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

Size

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

ATCO Icons Font



Additional resources
[ATCOIcons.ttf](#)

See next page

Iconography (continued)

Cart .	Full Cart 1	Add to Cart 2	Added to Cart 3	Full Cart v2 4	Search 5	Hamburger Menu 6	Locator/Map Marker 7	Free Ship 8	Store 9	In-Store Only 0
Ship to Home -	Reorder =	Same Day Delivery q	Auto-Reorder w	Auto-Reorder v2 e	Shop r	Contacts t	Camera y	Web Only u	Online Sale i	New o
Customer Fav p	Customer Review [Savings]	24 Hours \ /	Save Payment a	Email s	Email v2 d	Refill Rx f	Transfer Rx g	Easy Rx Refill h	Drug Interactions j
Express Refill k	Rx Status l	New Rx ;	Flu Shot ,	Schedule Appt z	Health Info x	Sign In c	Your Account v	Family b	Community n	Pharm Services m

Additional resources
[ATCOIcons.ttf](#)

See next page

Iconography (continued)

Insurance ,	Drug Info .	Rx Chat /	Chat ~	SMS !	Rx and Health @	Print #	Add to Record \$	Dismiss Hide %	Dismiss Hide v2 ^	Confirm &
Confirm v2 *	Plus Add (Plus Add v2)	Subtract Minus -	Subtract Minus v2 +	Question Mark Q	Info W	Alert E	Circle Slash R	List T	Settings Y
Video U	Drop Down Down I	Drop Down Up O	Left Arrow P	Right Arrow {	Chevron Down }	Chevron Up 	Chevron Left A	Chevron Right S	Edit D	Trash F
Share G	Favorites H	Order Prints J	Order Prints Confirm K	Auto Enhance L	Upload :	Slideshow "	Albums Z	Change Photo X	Crop C	Rotate V

Additional resources
[ATCOIcons.ttf](#)

See next page

Iconography (continued)

Red Eye B	Brightness N	Tints M	Resize <	Prevention Wellness >	Treatment ?	Monitoring option+1 (i)	Walk-Ins option+2 (™)	7 Days a Week option+3 (£)	12 Month Calendar option+4 (c)	18 Month Calendar option+5 (∞)	Twitter option+m (μ)

Calendar option+6 (\$)	Insurance Card option+7 (¶)	Nurse/ Practitioner option+8 (•)	Rx Pad option+9 (¶)	Health Dashboard option+0 (°)	Blood Drop option+ - (-)	Blood Glucose option+ = (=)	Blood Pressure option+q (œ)	Pulse O2 option+w (Σ)	Weight option+r (@)	Sleep History option+t (†)	Foursquare option+ , (s)

Link option+y (¥)	Standing Man option+o (ø)	Stretching option+p (π)	Walking option+[(")	Running option+] (')	Cycling option+ \ (€)	Smoking Cessation option+a (â)	Graph option+s (ß)	Clip Coupons option+d (ð)	Coupon Savings option+f (f)	OTC option+g (©)	Google Plus option+ . (z)

Balance Rx option+h (h)	Trophy option+j (Δ)	Weekly Ad option+k (k)	Tablet option+l (l)	Mobile Phone option+ ; (...)	Rotate Mobile option+ ' (æ)	Balance Rewards option+z (z)	AARP option+x (x)	Walgreens WAG Logo Type option+c (c)	WAG Logo Type option+c (c)	WAG Corner Flag option+v (v)	Facebook option+b (b)

Additional resources
[ATCOIcons.ttf](#)

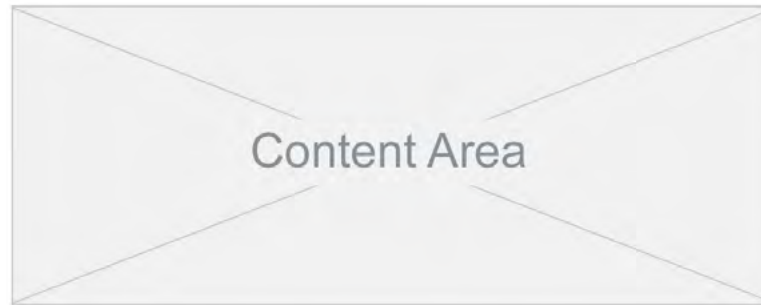
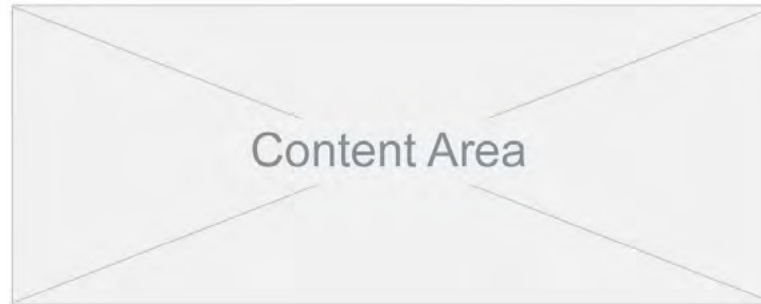
Rules & Strokes

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

Rules and Strokes are thin and lightweight to not distract the user from content. Rules and Strokes should be #D2D5D7 UI Gray.



Rule
color: #D2D5D7
height: 1px

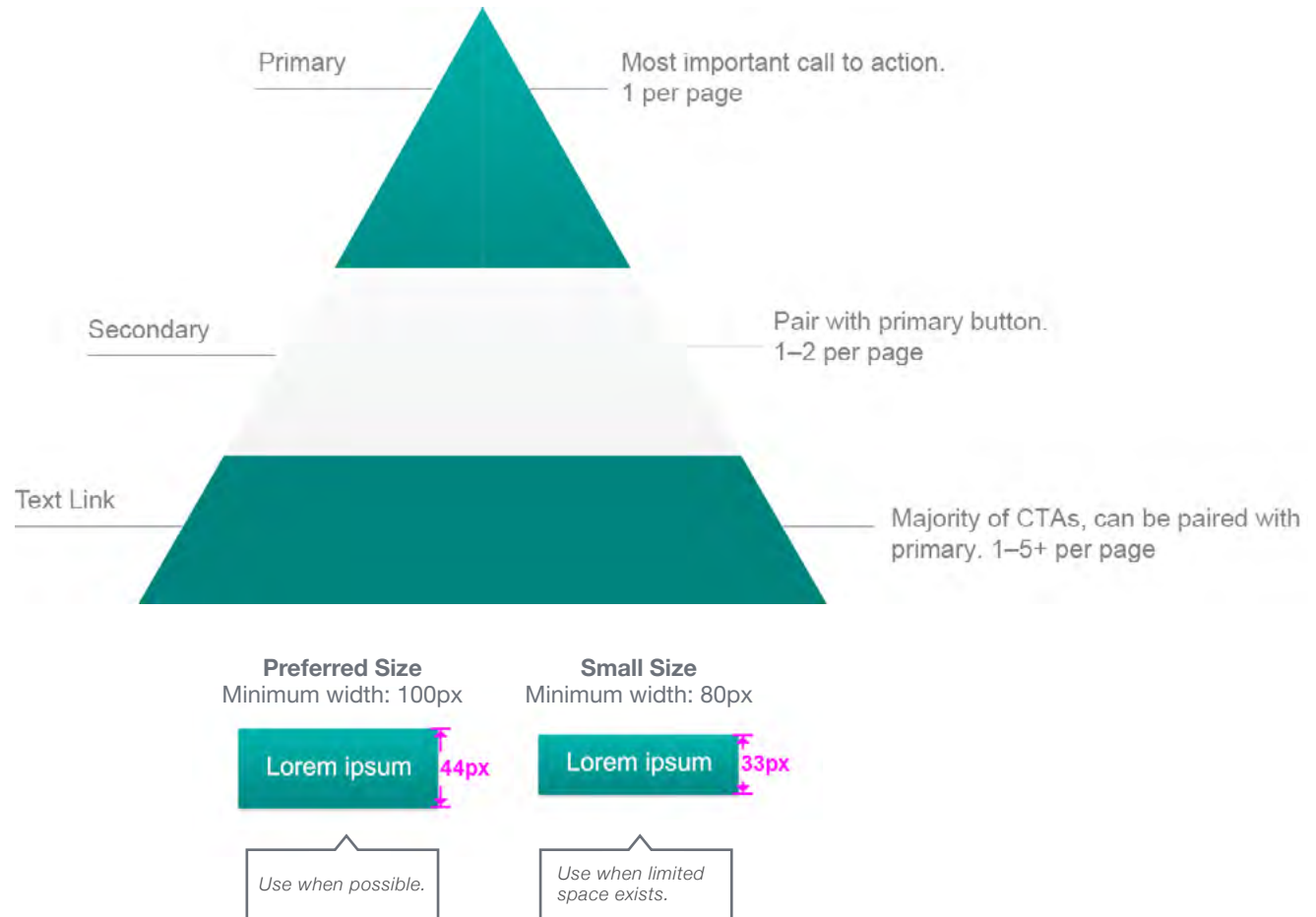
Buttons & Links: Introduction

How to Choose a Button or Text Link

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

First, look at the button's function: If it is of primary importance, choose a primary button. If a button is needed for an independent, less important action, use a text link.

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



Additional resources

[WAG_UI_GUI.psd](#)

Buttons & Links: Introduction (continued)

How to Pair

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

- **Primary & Secondary Button Pair**
When two important alternative actions exist, place the primary button to the right or above the secondary button.
- **Primary Button & Link Pair**
When two alternative actions exist, but one is less important than the other, make the less important action a link. Place the primary button to the right or above the link.

Primary & Secondary Button Pair



padding:

Primary & Secondary Button Pair
25px padding between buttons

Primary Button & Link Pair



padding:

Primary Button & Link Pair
25px padding between button and link

Additional resources

[PHOTO_UI_GUI.psd](#)

Buttons: Teal Primary

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

Disabled State

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

Size

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

Placement

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

Copy

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

Additional resources
[PHOTO_UI_GUI.psd](#)

Active State

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



Preferred Active Button
 Arial Reg, 14px, #FFFFFF
 #02B2AB top
 #028C87 bottom
 #B1B3B6 100% multiply
 15px
 2px
 44px

Small Size

Small Active Button
 Arial Reg, 14px, #FFFFFF
 #02B2AB top
 #028C87 bottom
 #B1B3B6 100% multiply
 15px
 2px
 33px



Hover State

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



Preferred Hover Button
 Arial Reg, 14px, #FFFFFF
 #00BDB5 top
 #028C87 bottom
 #B1B3B6 100% multiply
 15px
 2px
 44px



Small Hover Button
 Arial Reg, 14px, #FFFFFF
 #00BDB5 top
 #028C87 bottom
 #B1B3B6 100% multiply
 15px
 2px
 33px

Pressed State

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



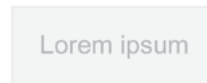
Preferred Pressed Button
 Arial Reg, 14px, #FFFFFF
 #028C87
 15px
 2px
 44px



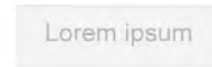
Small Pressed Button
 Arial Reg, 14px, #FFFFFF
 #028C87
 15px
 2px
 33px

Disabled State

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



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



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

Buttons: Gray Secondary

Buttons are clickable visual cues that prompt a user to take action. Gray Secondary buttons present an alternative action that the user may take. It is preferable that a secondary button is always paired with a primary button and never appear alone.

Disabled State

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

Size

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

Placement

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

Copy

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

Additional resources
[PHOTO_UI_GUI.psd](#)

Active State

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



Preferred Active Button
 Arial Reg, 14px, #01857F
 #FAFBFB *top*
 #F3F4F4 *bottom*
 #D2D5D7
 #B1B3B6 100% multiply
 15px
 2px
 44px

Small Size



Small Active Button
 Arial Reg, 14px, #01857F
 #FAFBFB *top*
 #F3F4F4 *bottom*
 #D2D5D7
 #B1B3B6 100% multiply
 15px
 2px
 33px

Hover State

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



Preferred Hover Button
 Arial Reg, 14px, #01857F
 #FFFFFF *top*
 #EAEBEB *bottom*
 #D2D5D7
 #B1B3B6 100% multiply
 15px
 2px
 44px



Small Hover Button
 Arial Reg, 14px, #01857F
 #FFFFFF *top*
 #EAEBEB *bottom*
 #D2D5D7
 #B1B3B6 100% multiply
 15px
 2px
 33px

Pressed State

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



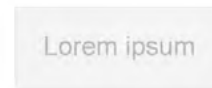
Preferred Pressed Button
 Arial Reg, 14px, #01857F
 #F3F4F4
 #D2D5D7
 15px
 2px
 44px



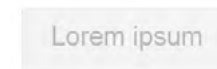
Small Pressed Button
 Arial Reg, 14px, #01857F
 #F3F4F4
 #D2D5D7
 15px
 2px
 33px

Disabled State

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



Preferred Disabled Button
 Arial Reg, 14px, #B4B9BD
 #F3F4F4
 #D2D5D7
 15px
 2px
 44px



Small Disabled Button
 Arial Reg, 14px, #B4B9BD
 #F3F4F4
 #D2D5D7
 15px
 2px
 33px

Buttons: Merchandising Primary

Buttons are clickable visual cues that prompt a user 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 sentence case. Exceptions include proper nouns, which should be title case, and the words "ALL," "OFF," "FREE," and "BOGO," which are capitalized when used for marketing purposes. Limit text to four or fewer words and no punctuation.

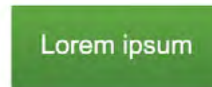
Preferred Size

Small Size

Preferred Size

Small Size

Active State



type: Arial Reg, 14px, #FFFFFF
background: #61A644 top #4D8A3F bottom
corner radius: 2px
height: 44px
drop shadow: 1px distance, 0px spread, 2px size, 90 angle

Small Active Button
Arial Reg, 14px, #FFFFFF
#61A644 top #4D8A3F bottom
2px
33px
1px distance, 0px spread, 2px size, 90 angle

Preferred Active Button
Arial Reg, 14px, #FFFFFF
#41A695 top #328D7E bottom
2px
44px
1px distance, 0px spread, 2px size, 90 angle

Small Active Button
Arial Reg, 14px, #FFFFFF
#41A695 top #328D7E bottom
2px
33px
1px distance, 0px spread, 2px size, 90 angle

Hover State



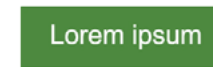
type: Arial Reg, 14px, #FFFFFF
background: #6FBD4E top #4D8A3F bottom
corner radius: 2px
height: 44px
drop shadow: 1px distance, 0px spread, 2px size, 90 angle

Small Hover Button
Arial Reg, 14px, #FFFFFF
#6FBD4E top #4D8A3F bottom
2px
33px
1px distance, 0px spread, 2px size, 90 angle

Preferred Hover Button
Arial Reg, 14px, #FFFFFF
#4ABAA7 top #328D7E bottom
2px
44px
1px distance, 0px spread, 2px size, 90 angle

Small Hover Button
Arial Reg, 14px, #FFFFFF
#4ABAA7 top #328D7E bottom
2px
33px
1px distance, 0px spread, 2px size, 90 angle

Pressed State



type: Arial Reg, 14px, #FFFFFF
background color: #4D8A3F
side: 15px
corner radius: 2px
height: 44px

Small Pressed Button
Arial Reg, 14px, #FFFFFF
#4D8A3F
15px
2px
33px

Preferred Pressed Button
Arial Reg, 14px, #FFFFFF
#328D7E
15px
2px
44px

Small Pressed Button
Arial Reg, 14px, #FFFFFF
#328D7E
15px
2px
33px

Additional resources
[PHOTO_UI_GUI.psd](#)

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:	<p>Preferred Active Button Arial Reg, 14px, #FFFFFF #0FA2C3 top #1D8CA5 bottom</p>	<p>Small Active Button Arial Reg, 14px, #FFFFFF #0FA2C3 top #1D8CA5 bottom</p>	<p>Preferred Active Button Arial Reg, 14px, #FFFFFF #AC87B6 top #9B6CA6 bottom</p>	<p>Small Active Button Arial Reg, 14px, #FFFFFF #AC87B6 top #9B6CA6 bottom</p>	<p>Preferred Active Button Arial Reg, 14px, #FFFFFF #EA549E top #D63D89 bottom</p>	<p>Small Active Button Arial Reg, 14px, #FFFFFF #EA549E top #D63D89 bottom</p>
Hover State type: background: corner radius: height: drop shadow:	<p>Preferred Hover Button Arial Reg, 14px, #FFFFFF #13B6DB top #1D8CA5 bottom</p>	<p>Small Hover Button Arial Reg, 14px, #FFFFFF #13B6DB top #1D8CA5 bottom</p>	<p>Preferred Hover Button Arial Reg, 14px, #FFFFFF #BD97C8 top #9B6CA6 bottom</p>	<p>Small Hover Button Arial Reg, 14px, #FFFFFF #BD97C8 top #9B6CA6 bottom</p>	<p>Preferred Hover Button Arial Reg, 14px, #FFFFFF #FC5BAA top #D63D89 bottom</p>	<p>Small Hover Button Arial Reg, 14px, #FFFFFF #FC5BAA top #D63D89 bottom</p>
Pressed State type: background color: side padding: corner radius: height:	<p>Preferred Pressed Button Arial Reg, 14px, #FFFFFF #1D8CA5</p>	<p>Small Pressed Button Arial Reg, 14px, #FFFFFF #1D8CA5</p>	<p>Preferred Pressed Button Arial Reg, 14px, #FFFFFF #9B6CA6</p>	<p>Small Pressed Button Arial Reg, 14px, #FFFFFF #9B6CA6</p>	<p>Preferred Pressed Button Arial Reg, 14px, #FFFFFF #D63D89</p>	<p>Small Pressed Button Arial Reg, 14px, #FFFFFF #D63D89</p>

Additional resources
[PHOTO_UI_GUI.psd](#)

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:	 Lorem ipsum Preferred Active Button Arial Reg, 14px, #FFFFFF #EF6C23 top #DE5B26 bottom 2px 44px 1px distance, 0px spread, 2px size, 90 angle	 Lorem ipsum Small Active Button Arial Reg, 14px, #FFFFFF #EF6C23 top #DE5B26 bottom 2px 33px 1px distance, 0px spread, 2px size, 90 angle	 Lorem ipsum Preferred Active Button Arial Reg, 14px, #FFFFFF #E10E78 top #B61F62 bottom 2px 44px 1px distance, 0px spread, 2px size, 90 angle	 Lorem ipsum Small Active Button Arial Reg, 14px, #FFFFFF #E10E78 top #B61F62 bottom 2px 33px 1px distance, 0px spread, 2px size, 90 angle	 Lorem ipsum Preferred Active Button Arial Reg, 14px, #35393D #FDF137 top #FAE420 bottom 2px 44px 1px distance, 0px spread, 2px size, 90 angle	 Lorem ipsum Small Active Button Arial Reg, 14px, #35393D #FDF137 top #FAE420 bottom 2px 33px 1px distance, 0px spread, 2px size, 90 angle
Hover State type: background: corner radius: height: drop shadow:	 Lorem ipsum Preferred Hover Button Arial Reg, 14px, #FFFFFF #FF782D top #DE5B26 bottom 2px 44px 1px distance, 0px spread, 2px size, 90 angle	 Lorem ipsum Small Hover Button Arial Reg, 14px, #FFFFFF #FF782D top #DE5B26 bottom 2px 33px 1px distance, 0px spread, 2px size, 90 angle	 Lorem ipsum Preferred Hover Button Arial Reg, 14px, #FFFFFF #F40F82 top #B61F62 bottom 2px 44px 1px distance, 0px spread, 2px size, 90 angle	 Lorem ipsum Small Hover Button Arial Reg, 14px, #FFFFFF #F40F82 top #B61F62 bottom 2px 33px 1px distance, 0px spread, 2px size, 90 angle	 Lorem ipsum Preferred Hover Button Arial Reg, 14px, #35393D #FCF586 top #FAE420 bottom 2px 44px 1px distance, 0px spread, 2px size, 90 angle	 Lorem ipsum Small Hover Button Arial Reg, 14px, #35393D #FCF586 top #FAE420 bottom 2px 33px 1px distance, 0px spread, 2px size, 90 angle
Pressed State type: background: side padding: corner radius: height:	 Lorem ipsum Preferred Pressed Button Arial Reg, 14px, #FFFFFF #DE5B26 15px 2px 44px	 Lorem ipsum Small Pressed Button Arial Reg, 14px, #FFFFFF #DE5B26 15px 2px 33px	 Lorem ipsum Preferred Pressed Button Arial Reg, 14px, #FFFFFF #B61F62 15px 2px 44px	 Lorem ipsum Small Pressed Button Arial Reg, 14px, #FFFFFF #B61F62 15px 2px 33px	 Lorem ipsum Preferred Pressed Button Arial Reg, 14px, #35393D #FAE420 15px 2px 44px	 Lorem ipsum Small Pressed Button Arial Reg, 14px, #35393D #FAE420 15px 2px 33px

Additional resources
[PHOTO_UI_GUI.psd](#)

Buttons: Drawer

A Button Drawer is a visual clickable cue that prompts the user to take action. When the button is clicked or tapped, a drawer featuring nested content opens below.

This component is suitable when data and information, especially selectable elements, must be nested in order to add clarity to a workflow or fit a limited space.

Opened/Closed State

In all states, the button is styled like a Gray Secondary Button.

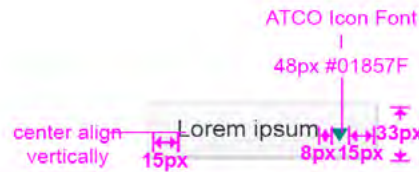
Animation

When the button is clicked or tapped, a full-span drawer pushing down other elements on the page. Use easing so objects accelerate swiftly and decelerate slowly to avoid abrupt changes in velocity.

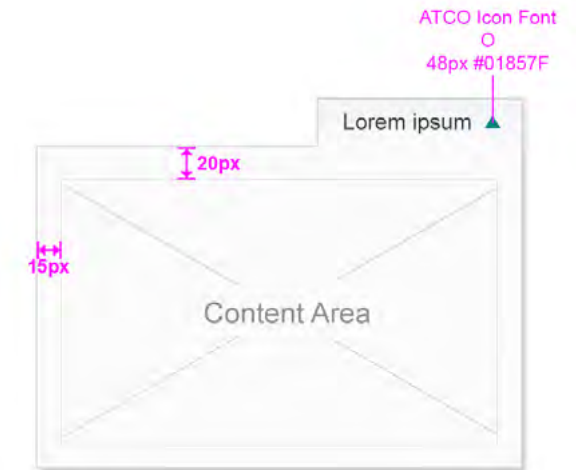
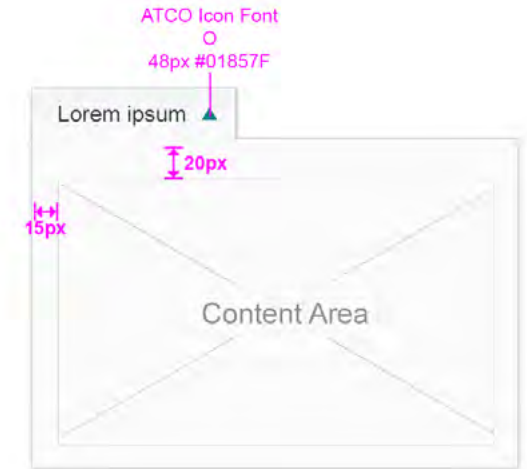
Copy

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

Closed



Opened



Button Drawer

- type: Arial Reg, 14px, #01857F *menu button*
- button: Arial Reg, 14px, #35393D *button type*
- background: Small Gray Secondary Button, 33px *height*
- dropshadow: #F3F4F4, 1px *stroke* #D2D5D7
- arrow: #B1B3B6 100% *multiply*
- padding: Dropdown Down I, 48px, #01857F
- padding: Downdown Up O, 48px, #01857F
- padding: 15px *either side of menu and arrow*
- padding: 20px *top of content*
- padding: 30px *bottom of content*

Additional resources
[PHOTO_UI_GUI.psd](#)

Links: Contextual, List, Call-to-Action

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

Color & Style

All links should be #01857F Link Teal.

Hover State

All links have an underline on hover state.

Pressed State

When a link is pressed, its tap area is #F1FBFB Tint Teal.

Contextual Links

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

List Links

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

Call-to-Action Links

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

Hover State

This is a contextual [link](#) within a paragraph.

Lorem Ipsum

- [Listed link 1](#)
- [Listed link 2](#)
- [Listed link 3](#)

Save Big on Our Private Brands

[Call-to-action link >](#)

Pressed state

This is a contextual [link](#) within a paragraph.

Lorem Ipsum

- [Listed link 1](#)
- [Listed link 2](#)
- [Listed link 3](#)

Save Big on Our Private Brands

[Call-to-action link >](#)

Contextual Link
 link type: Arial, #01857F, 16px
 link type hover: #01857F *underline*
 background: #F1FBFB *pressed*
 leading: --

Listed Link
 Arial, #01857F, 16px
 #01857F *underline*
 #F1FBFB *pressed*
 24px

Call-to-Action Link
 Arial, #01857F, 16px
 #01857F *underline*
 #F1FBFB *pressed*
 24px

Additional resources

[PHOTO_UI_GUI.psd](#)

Overlays: Modals

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

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

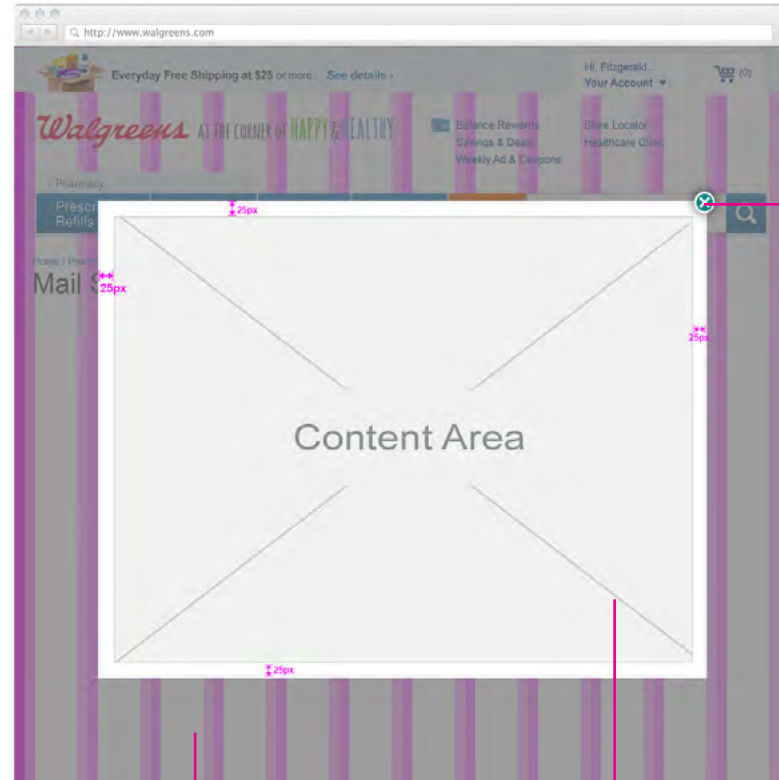
Content

On desktop and tablet, if content exceeds 500px height, the Modal must have scroll function. Modal width should not fall below a three-column span or go above a 10-column span.

Copy

Overlay titles should use title case. 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.

Desktop & Tablet Modal



ATCO icon: Dismiss Hide
%, 30px
#01857F
2px stroke #FFFFFF

disabled: #000000
background: 55% opacity

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

Additional resources

[PHOTO_UI_GUI.psd](#)

Overlays: Tooltips

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

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

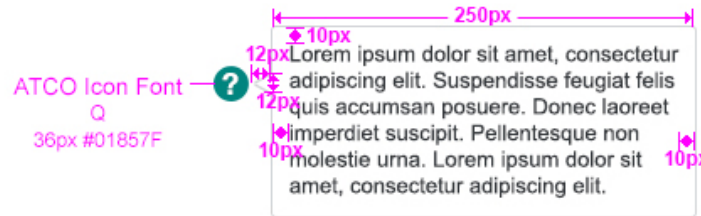
Color

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

Copy

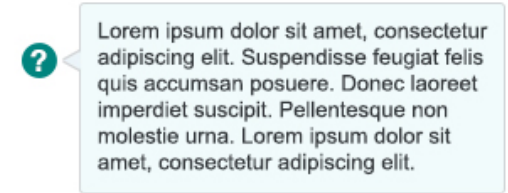
Overlay titles are optional and should use title case. For body copy, use sentence case and a period for a complete sentence. No end punctuation is needed for a sentence fragment unless it is followed by a sentence or a fragment.

Side-by-Side White



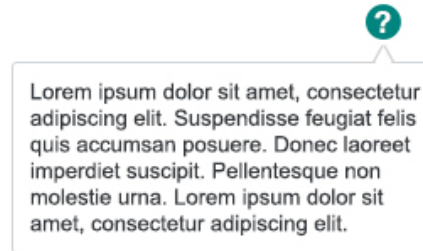
- Tooltip - Side-by-Side White
- type: Arial Reg, 13px, #35393D
- corner radius: 2px
- background color: #FFFFFF
- padding: 10px *text within box*
- stroke: 1px, #D2D5D7
- ATCO icon: Question Mark Q, 36px, #01857F

Side-by-Side Teal



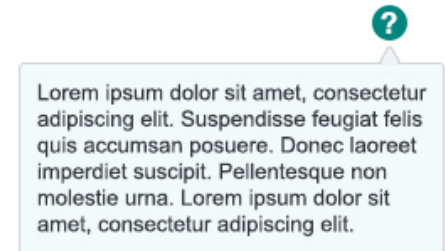
- Tooltip - Side-by-Side Teal
- type: Arial Reg, 13px, #35393D
- corner radius: 2px
- background color: #F1FBFB
- padding: 10px *text within box*
- stroke: 1px, #D2D5D7
- ATCO icon: Question Mark Q, 36px, #01857F

Stacked White



- Tooltip - Stacked White
- type: Arial Reg, 13px, #35393D
- corner radius: 2px
- background color: #FFFFFF
- padding: 10px *text within box*
- stroke: 1px, #D2D5D7
- ATCO icon: Question Mark Q, 36px, #01857F

Stacked Teal



- Tooltip - Stacked Teal
- type: Arial Reg, 13px, #35393D
- corner radius: 2px
- background color: #F1FBFB
- padding: 10px *text within box*
- stroke: 1px, #D2D5D7
- ATCO icon: Question Mark Q, 36px, #01857F

Additional resources

[PHOTO_UI_GUI.psd](#)

Facets

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

Pressed State

When a Facet is pressed, its tap area is #F1FBFB Tint Teal.

Position

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

Copy

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

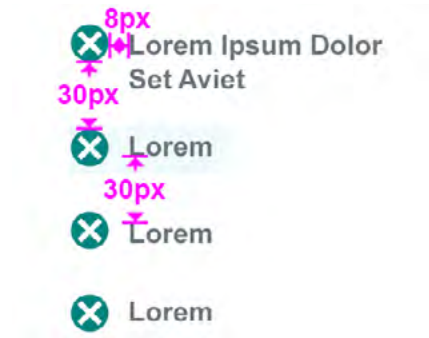
Mobile



Facets - Mobile

- type: Arial Bold, 12px, #6A737B
- ATCO icon: Dismiss Hide %, 30px, #01857F
- padding: 20px *between rows*
20px *gutter between columns*
8px *between circle and text*

Desktop & Tablet



Facets - Desktop/Tablet

- type: Arial Bold, 12px, #6A737B
- ATCO icon: Dismiss Hide %, 30px, #01857F
- padding: 30px *between single line rows*
20px *between double line rows*
8px *between circle and text*

Additional resources

[PHOTO_UI_GUI.psd](#)

Carousels

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

In a Carousel, Dots must be paired with Arrows.

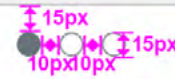
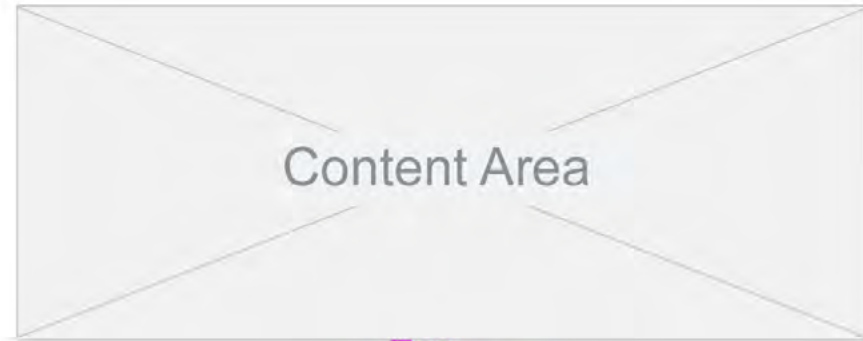
Size

There is no set size for Carousel images.

Animation

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

Dots



Dots - Carousel

- padding: 15px from bottom of image to dots
- dimensions: 15px circle radius
- stroke: 1px, inside stroke, #35393D
- fill: #35393D active state
#D2D5D7 passive state

Arrows



- Arrows - Carousel
- ATCO Icons: Chevron Left A, 48px
Chevron Right S, 48px
#6A737B or variable

Additional resources

[PHOTO_UI_GUI.psd](#)

Accordions: Primary

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

Size

Primary Accordions run full span on mobile. On desktop and tablet, the preferred width is between a two-column span and a four-column span.

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 #F1FBFB Tint Teal.

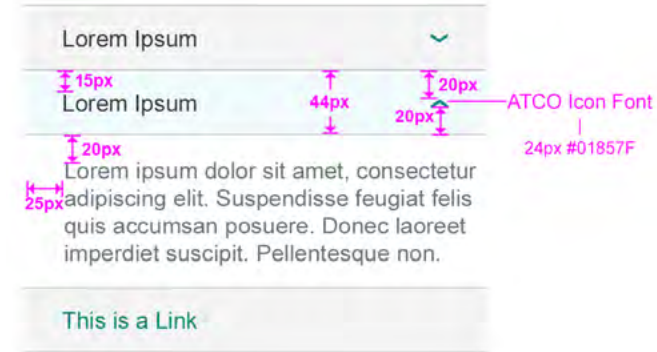
Copy

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

Closed State



Opened State



Disabled State



- Primary Accordion - Opened & Closed**
- type: Arial Reg, 16px, #35393D *title type*
Arial Reg, 16px, #01857F *link type*
Arial Reg, 16px, #6A737B *opened content type*
 - ATCO Icons: Chevron Up |, 24px, #01857F
Chevron Down }, 24px, #01857F
 - height: 44px
 - stroke: 1px, #D2D5D7
 - padding: 25px *gutter from left of accordion text*
25px *gutter from right of chevron*
 - background: #F3F4F4 *background of title*
#F1FBFB *pressed*
 - tap area: *entire row should be clickable to reveal content*

- Primary Accordion - Disabled**
- type: Arial Reg, 16px, #B4B9BD *disabled type*
 - ATCO Icons: Chevron Down }, 24px, #B4B9BD
 - height: 44px
 - padding: 25px *gutter from left of accordion text*
25px *gutter from right of chevron*
 - background: #F3F4F4 *background of title*

Additional resources

[PHOTO_UI_GUI.psd](#)

Accordions: Super

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

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

Size

Super Accordions run full span on mobile. On desktop and tablet, the preferred width is between a two-column span and a four-column span.

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.

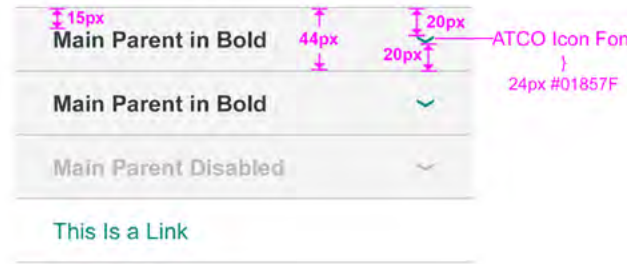
Pressed State

When a cell is pressed, it is #F1FBFB Tint Teal.

Copy

Accordion titles should use title case. 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.

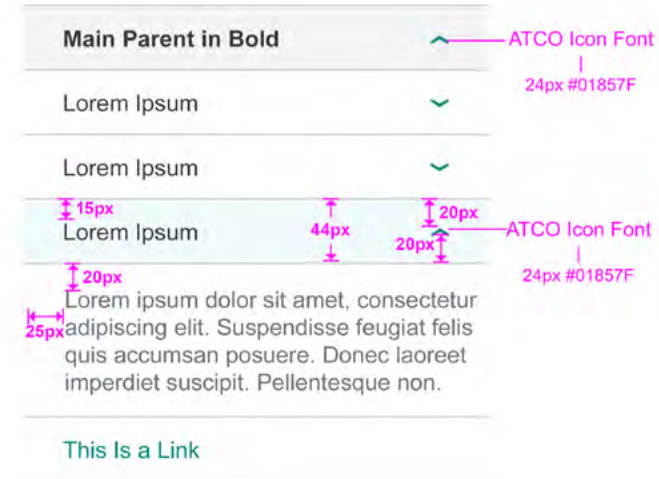
Closed State



- type: Super Accordion - Opened & Closed
- type: Arial Bold, 16px, #35393D *title type*
- type: Arial Bold, 16px, #01857F *link type*
- type: Arial Reg, 16px, #6A737B *opened content type*
- ATCO Icons: Chevron Up |, 24px, #01857F
- ATCO Icons: Chevron Down }, 24px, #01857F
- height: 44px
- stroke: 1px, #D2D5D7
- padding: 25px *gutter from left of accordion text*
- padding: 25px *gutter from right of chevron*
- background: #F3F4F4 *background of title*
- background: #F1FBFB *pressed*
- tap area: *entire row should be clickable to reveal content*

- type: Super Accordion - Disabled
- type: Arial Bold, 16px, #B4B9BD *disabled type*
- ATCO Icons: Chevron Down }, 24px, #B4B9BD
- height: 44px
- padding: 25px *gutter from left of accordion text*
- padding: 25px *gutter from right of chevron*
- background: #F3F4F4 *background of title*

Opened State



Additional resources

[PHOTO_UI_GUI.psd](#)

Accordions: Secondary

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

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

Size

Secondary Accordions run full span on mobile. On desktop and tablet, the preferred width is between a two-column span and a four-column span.

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.

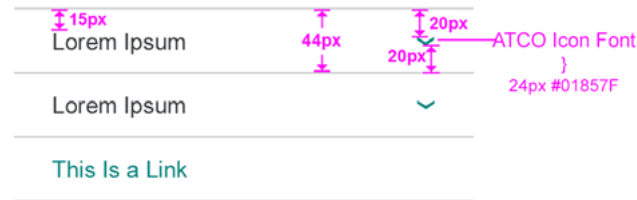
Pressed State

When a cell is pressed, it is #F1FBFB Tint Teal.

Copy

Accordion titles should use title case. 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.

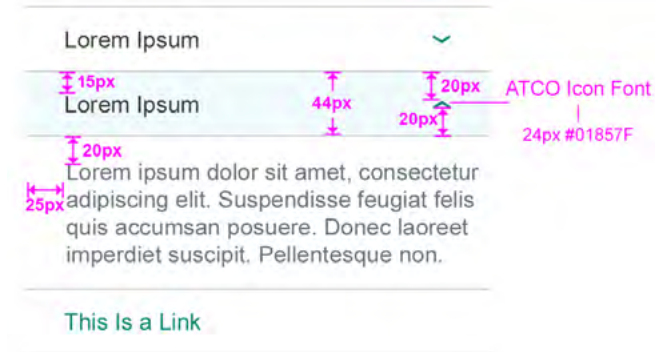
Closed State



Disabled State



Opened State



- Secondary Accordion - Opened & Closed**
- type: Arial Reg, 16px, #35393D *title type*
 - Arial Reg, 16px, #01857F *link type*
 - Arial Reg, 16px, #6A737B *opened content type*
 - ATCO Icons: Chevron Up |, 24px, #01857F
 - Chevron Down }, 24px, #01857F
 - height: 44px
 - stroke: 1px, #D2D5D7
 - padding: 25px *gutter from left of accordion text*
 - 25px *gutter from right of chevron*
 - background: #F1FBFB *pressed*
 - tap area: *entire row should be clickable to reveal content*

- Secondary Accordion - Disabled**
- type: Arial Reg, 16px, #B4B9BD *disabled type*
 - ATCO Icons: Chevron Down }, 24px, #B4B9BD
 - height: 44px
 - padding: 25px *gutter from left of accordion text*
 - 25px *gutter from right of chevron*

Additional resources

[PHOTO_UI_GUI.psd](#)

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 #F1FBFB Tint Teal.

Pressed State

When a cell is pressed, it is #F1FBFB Tint Teal.

Copy

Accordion titles should use title case. 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.

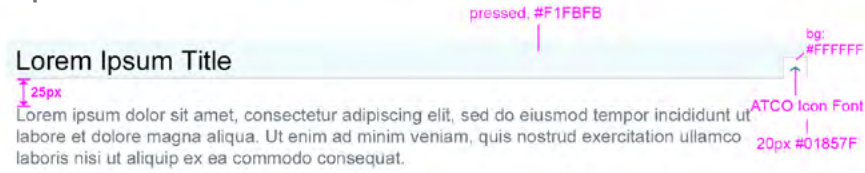
Closed State



Disabled State



Opened State



Hover State



Title Accordion - Opened & Closed
 type: Arial Reg, 24px, #35393D *title type*
 Arial Reg, 16px, #6A737B *opened content type*
 ATCO Icons: Chevron Up |, 20px, #01857F
 Chevron Down }, 20px, #01857F
 height: 30px
 stroke: 1px, #D2D5D7
 background: #FFFFFF *active*, #F1FBFB *pressed*
 padding: 25px *from top of accordion rule*
 tap area: *entire row should be clickable to reveal content*

Title Accordion - Disabled State
 type: Arial Reg, 24px, #B4B9BD *disabled title*
 ATCO Icons: Chevron Down }, 20px, #B4B9BD
 height: 30px
 stroke: 1px, #D2D5D7
 padding: 25px *from top of accordion rule*

Additional resources

[PHOTO_UI_GUI.psd](#)

Show More–Show Less

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

Closed/Opened State

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

Hover State

All links have an underline in hover state.

Pressed State

When a link is pressed, its tap area is #F1FBFB Tint Teal.

Copy

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

Closed State

Show more ▾

Hover State

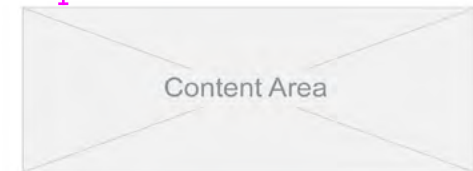
Show more ▾

Pressed State

Show less ▲

Opened State

Show less ▲



- Show More–Show Less
- type: Arial Reg, 16px, #01857F
- ATCO Icons: Chevron Down }, 16px, #01857F
Chevron Up |, 16px, #01857F
- background: #F1FBFB *pressed tap area*

Additional resources

[PHOTO_UI_GUI.psd](#)

Radio Buttons

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

Active/Unselected State

The button contains white space when unselected.

Selected State

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

Hover State

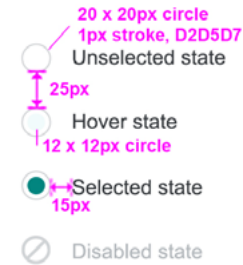
The button contains a #01857F Link Teal dot on hover.

Disabled State

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

Copy

All label copy uses sentence case. Exceptions include proper nouns, which should be title case, and the words “ALL,” “OFF,” “FREE,” and “BOGO,” which are capitalized 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.



	Radio Button
type:	Arial Reg, 14px, #35393D Arial Reg, 14px, #B4B9BD <i>disabled type</i>
stroke:	1px, #D2D5D7
circle:	20 x 20px <i>outer circle</i> 12 x 12px <i>inner circle</i>
ATCO Icon:	Circle Slash R, 36px, #D2D5D7
padding:	15px <i>gutter from left of radio icon text</i>
fill:	#01857F <i>selected</i> #F1FBFB <i>hover</i>

Additional resources

[PHOTO_UI_GUI.psd](#)

Check Boxes

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

Active/Unselected State

The Check Box contains white space in when unselected.

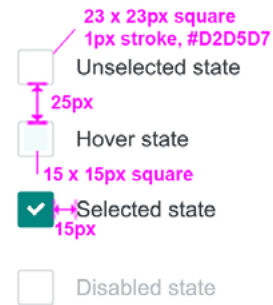
Selected State

When clicked or tapped, the Check Box turns #01857F Link Teal and contains a white check mark.

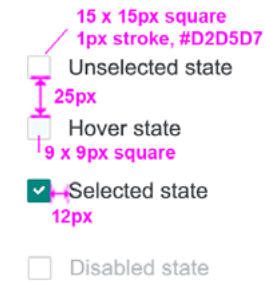
Copy

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

Large



Small



Large Check Box

- type: Arial Reg, 14px #35393D
Arial Reg, 14px, #B4B9BD *disabled type*
- ATCO Icon: Confirm v2 *, 30px, #FFFFFF
- box: 23 x 23px *outer square*
#01857F *teal inner square*
- stroke: 1px, #D2D5D7
- hover: 15 x 15px *inner square on hover*
#F1FBFB *teal style*
- padding: 15px *gutter from right of check box*

Small Check Box

- type: Arial Reg, 14px, #35393D
Arial Reg, 14px, #B4B9BD *disabled type*
- ATCO Icon: Confirm v2 *, 20px, #FFFFFF
- box: 15 x 15px *outer square* 1px stroke, #D2D5D7
#01857F *teal inner square*
- stroke: 1px, #D2D5D7
- hover: 9 x 9px *inner square on hover*
#F1FBFB *teal style*
- padding: 15px *gutter from right of check box*

Additional resources

[PHOTO_UI_GUI.psd](#)

Navigation: Breadcrumbs

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

Breadcrumbs are organized level by level, starting with the "Home" page and ending with the previous page. In between each breadcrumb, an unlinked chevron points to the right.

Pressed State

When a link is pressed, its tap area is #F1FBFB Tint Teal.

Copy

Breadcrumb copy is composed of a list of page titles and therefore should use title case and no punctuation. To the right of each breadcrumb, use a single character space and a right chevron followed by a single character space. No chevron should be used after the final breadcrumb.

Placement

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



Additional resources

[PHOTO_UI_GUI.psd](#)

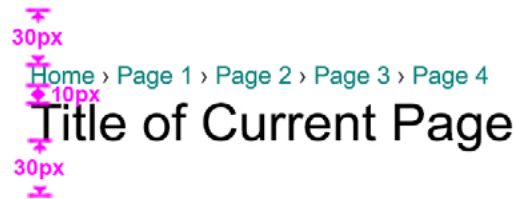
Desktop Hover

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

Desktop & Tablet Pressed

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

Desktop & Tablet Active



Breadcrumbs - Desktop/Tablet

- type: Arial Reg, 13px, #01857F 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

Navigation: Page Title, Step Back Link with Page Title

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

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

Copy

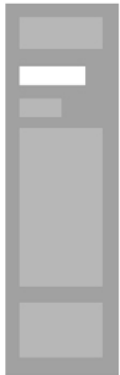
Page Titles use title case and should be descriptive to enable search-engine rank. A Step Back Link is written as a Page Title; when the words "Back to" are essential for clarity, they may be added preceding the Page Title. To the left of a Step Back Link, use a left chevron followed by one character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

Pressed State

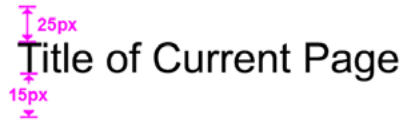
When a link is pressed, its tap area is #F1FBFB Tint Teal.

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: Arial Reg, 28px, #35393D
 padding: 25px from global nav
 15px from base of page title

Step Back Link with Page Title

Default View



Pressed State



Step Back Link
 type: Arial Reg, 13px, #01857F *step back link*
 hover: Arial Reg, 13px, #01857F *underlined*
 pressed: #F1FBFB *tap area*
 padding: 15px above step back link
 10px between step back link and page title

Additional resources

[PHOTO_UI_GUI.psd](#)

Pagination

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

Note: Follow Gray Secondary button rules for all states.

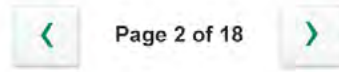
Disabled State

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



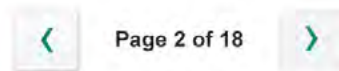
- Pagination - Active**
- type: Arial Bold, 12px, #35393D
 - ATCO Icons: Chevron Left A, 30px, #01857F
Chevron Right S, 30px, #01857F
 - buttons: Secondary Gray Active State, 33 x 36px
 - padding: 20px gutter between buttons and type not including drop shadow

Hover State



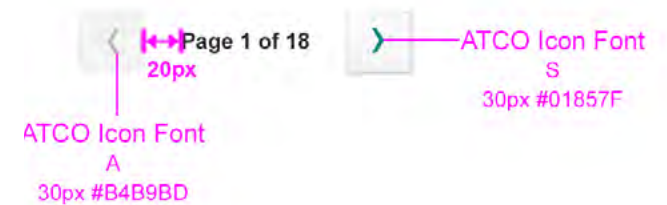
- Pagination - Hover**
- type: Arial Bold, 12px, #35393D
 - ATCO Icons: Chevron Left A, 30px, #01857F
Chevron Right S, 30px, #01857F
 - buttons: Secondary Gray Hover State, 33 x 36px
 - padding: 20px gutter between buttons and type not including drop shadow

Pressed State



- Pagination - Pressed**
- type: Arial Bold, 12px, #35393D
 - ATCO Icons: Chevron Left A, 30px, #01857F
Chevron Right S, 30px, #01857F
 - buttons: Secondary Gray Pressed State, 33 x 36px
 - padding: 20px gutter between buttons and type

Disabled State



- Pagination - Disabled**
- type: Arial Bold, 12px, #35393D
 - ATCO Icons: Chevron Left A, 30px, #B4B9BD
Chevron Right S, 30px, #01857F
 - buttons: Disabled Secondary Gray, 33 x 36px
 - padding: 20px gutter between buttons and type



Additional resources
[PHOTO_UI_GUI.psd](#)

Link Lists: with Headers

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

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

Pressed State

When a link is pressed, its tap area is #F1FBFB Tint Teal.

Copy

A link must clearly communicate what action will occur, or what information is being presented, when the user touches it. Link copy should use sentence case. Exceptions include proper nouns, which should be title case, and the words "ALL," "OFF," "FREE," and "BOGO," which are block capitalized when used for marketing purposes. Add one character space after text followed by a single chevron.

Placement

Link Lists with Headers run full span.



Default State

Lorem Ipsum

- Lorem Ipsum Dolor >
- Lorem Ipsum Dolor 20% OFF Set >
- Lorem Ipsum Dolor Set >

Pressed State

Lorem Ipsum

- 20px
Lorem Ipsum Dolor >
 - 33px
Lorem Ipsum Dolor 20% OFF Set >
 - 24px
Lorem Ipsum Dolor Set >
- Pressed state

Link List with Header

- type: Arial Reg, 24px, #6A737B header type
Arial Reg, 14px, #01857F link type
- pressed: #F1FBFB, 33px height
- rule: 1px, #D2D5D7
- line height: 24px between text

Additional resources

[PHOTO_UI_GUI.psd](#)

Forms: Fields, Quantity

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

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

Left Aligned Labels

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

Top Aligned Labels

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

Forms with Attached Button

- Create a modular look with strong connection to action. See page 43.

Copy

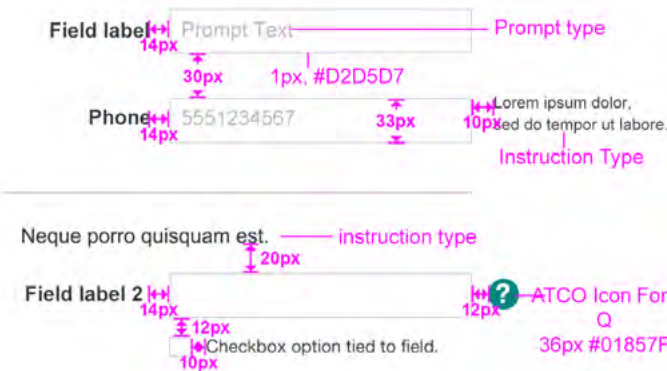
Copy should be as clear and concise as possible. Use parallel structure for elements with similar uses.

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

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

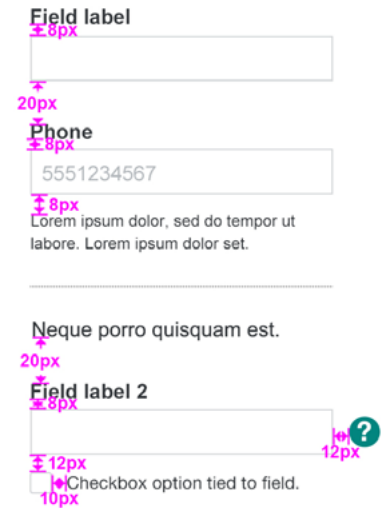
Additional elements, such as buttons and tooltips, have their own particular style rules, which must be followed.

Left Aligned Labels

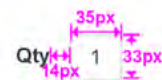


- Form Fields
- field label: Arial Bold, 14px, #35393D
 - prompt type: Arial Reg, 14px, #B4B9BD
 - field height: 33px
 - active field highlight: 2px stroke, #F1FBFB
 - default field stroke: #D2D5D7
 - instruction type: Arial Reg, 11px, #35393D
 - option type: Arial Reg, 12px, #35393D

Top Aligned Labels



Quantity Forms



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

Additional resources

[PHOTO_UI_GUI.psd](#)

Forms: Drop Down

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

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

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

Animation

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

Copy

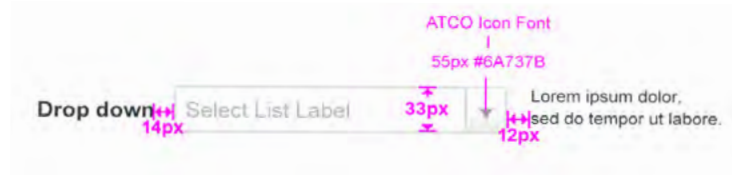
Copy should be as clear and concise as possible. Use parallel structure for elements with similar uses.

Form-field titles should use title case. 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
 - ATCO Icon: Dropdown Down I, 55px, #6A737B
 - 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
 - ATCO Icon: Dropdown down I, 55px, #6A737B
 - padding: 10px label to top of form text
12px form to left of optional information text

Additional resources

[PHOTO_UI_GUI.psd](#)

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

Email Capture Forms

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

Forms with Links

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

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 sentence case (with the exception of proper nouns, which should be title case). Button copy must contain four or fewer words and no punctuation.

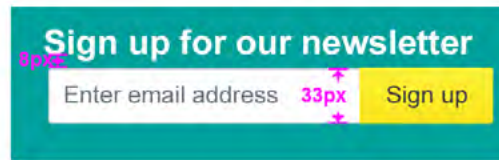
Additional elements, such as buttons, have their own particular guidelines, which must be followed.

Form with Link



Form with Link
 type: Arial Reg, 16px, #01857F link type
 height: 33px total height
 stroke: 1px, #D2D5D7
 padding: 10px gutter to left of form text

Email Capture Form



Email Capture Form
 type: Arial Reg, 18px, #FFFFFF title type
 Arial Reg, 14px, #6A737B form field type
 Arial Reg, 14px, #35393D button type
 field stroke: 1px, #D2D5D7
 dimensions: 33px field and button height
 variable height for two lines of kicker copy
 button: Small Yellow Merchandising Button, 33px height
 padding: 8px to the left suggestion text in form field
 15px either side of button text

Additional resources

[PHOTO_UI_GUI.psd](#)

Forms: Date Pickers

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

Disabled State

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

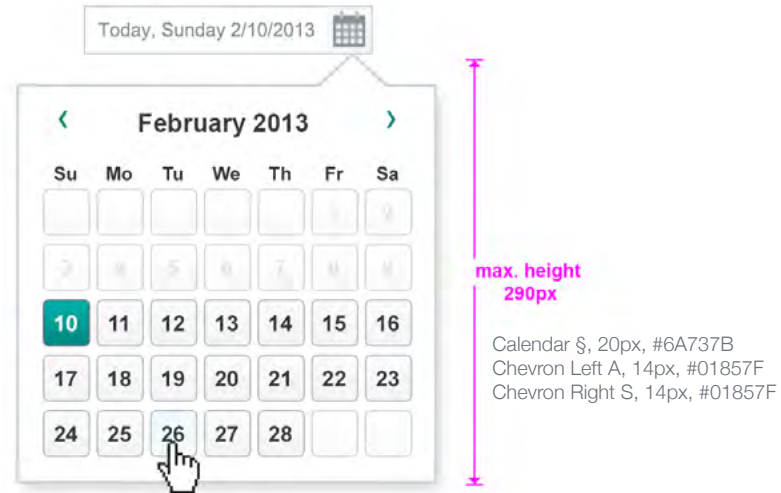
Hover State

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 Gray type: Arial Bold, 14px, #35393D background gradient: #FAFBFB top, #F3F4F4 bottom stroke: 1px, #B4B9BD background: #FFFFFF corner radius: 3px drop shadow: #35393D, 20% opacity, 6px distance, 9px size arrow radius: 7px top/bottom, 10px left/right	Selected date - Teal type: Arial Bold, 14px, #FFFFFF background gradient: #02B2AB top, #028C87 bottom stroke: 1px, #6A737B background: #FFFFFF corner radius: 3px drop shadow: -- arrow radius: 7px top/bottom, 10px left/right	Hover state - Light Teal type: Arial Bold, 14px, #35393D background gradient: #F1FBFB stroke: 1px, #D2D5D7 background: #FFFFFF corner radius: 3px drop shadow: -- arrow radius: 7px top/bottom, 10px left/right	Inactive date - Pale Gray type: Arial Bold, 14px, #E6E7E9 background gradient: #FFFFFF top, #FAFAFA bottom stroke: 1px, #D2D5D7 background: #FFFFFF corner radius: 3px drop shadow: -- arrow radius: 7px top/bottom, 10px left/right
--	---	---	---	--

Additional resources
[PHOTO_UI_GUI.psd](#)

Forms: Inline Alert & Error Messages

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

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

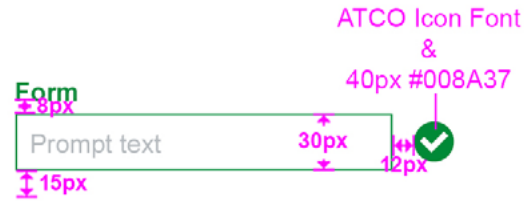
Active State

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

Copy

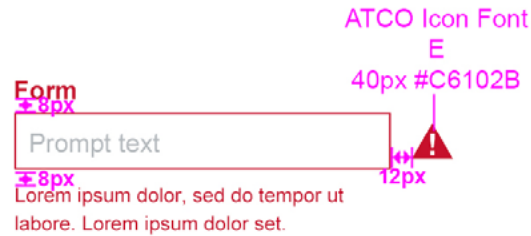
An error message should suggest how to fix a problem, and, when necessary, explain the problem. Use a short simple phrase and try leading with the most important word. Be polite and friendly but not overly casual. Use sentence case and end punctuation.

Success



	Success (Green)
field label:	Arial Bold, 14px, #008A37
input prompt text:	Arial Reg, 14px, #B4B9BD
ATCO Icon:	Confirm &, 40px, #008A37

Error



	Error (Red)
field label:	Arial Bold, 14px, #C6102B
field condition message:	Arial Reg, 12px, #C6102B
input prompt text:	Arial Reg, 14px, #B4B9BD
ATCO Icon:	Alert E, 40px, #C6102B

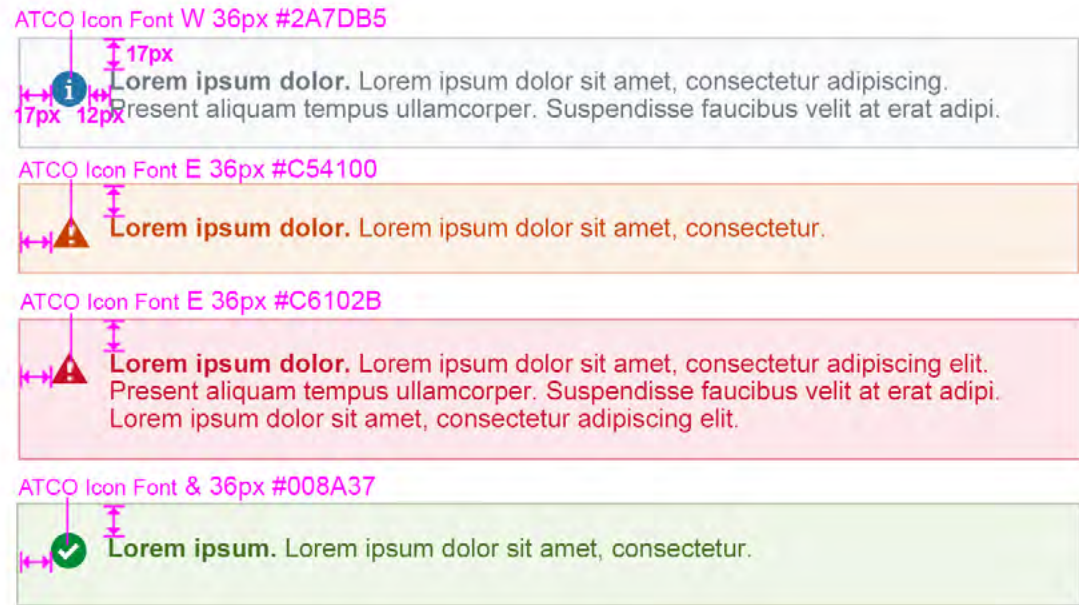
Additional resources
[PHOTO_UI_GUI.psd](#)

Alert & Error Messages: with Boxes

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

Copy

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



	Informational (Gray/Blue)	Notification (Orange)	Error (Red)	Success (Green)
type:	Arial, 14px, #6A737B	Arial, 14px, #C54100	Arial, 14px, #C6102B	Arial, 14px, #008A37
background:	#FAFAFA <i>top</i>	#FCF1E6	#FCE7EB	#EFF6E9
stroke:	1px, #6A737B	1px, #C54100	1px, #C6102B	1px, #008A37
padding:	17px <i>left of icon</i> 12px <i>right of icon</i>	17px <i>left of icon</i> 12px <i>right of icon</i>	17px <i>left of icon</i> 12px <i>right of icon</i>	17px <i>left of icon</i> 12px <i>right of icon</i>
ATCO Icons:	Inform W, 36px, #2A7DB5	Alert E, 36px, #C54100	Alert E, 36px, #C6102B	Confirm &, 36px, #008A37

Additional resources
[WAG_UI_GUI.psd](#)