

# Walgreens

UI Style Guide

April 22, 2015

**Changes in This Version:**

- H1 font size change pg. 5
- Inline Alert Message Field Height 33px

# table of contents



<i>style</i>			
<b>Typography</b>	4–8		
Fonts	4		
HTML	5–7		
Copy	8		
<b>Colors</b>	9–10		
Corporate	9		
Brand	10		
UI	11		
<b>Iconography</b>	12–16		
<b>Rules &amp; Strokes</b>	17		
<i>components</i>			
<b>Avatars</b>	19		
<b>Buttons</b>	20–30		
Buttons & Links Introduction	20, 21		
Blue Primary	22		
Green Primary	23		
Blue Secondary	24		
Green Secondary	25		
Gray Tertiary	26		
Assistance	27		
Merchandising Primary	28–30		
<b>Links</b>	31		
<b>Overlays</b>	32, 33		
Modals	32		
Tooltips	33		
<b>Facets</b>	34		
<b>Carousels</b>	35		
<b>Tabs</b>	36–38		
Left Aligned	36		
Centered	37		
Large Content	38		
<b>Accordions</b>	39–41		
Primary	39		
Super	40		
Secondary	41		
Title	42		
Large Content	43		
<b>Show More–Show Less</b>	44		
<b>Radio Buttons</b>	45		
<b>Check Boxes</b>	46		
<i>modules</i>			
<b>Navigation</b>	48–52		
Category	48		
Standard Left Rail	49		
Menu Drawer	50		
Breadcrumbs	51		
Page Title, Step Back Link with Page Title	52		
<b>Pagination</b>	53		
<b>Link Lists</b>	54, 55		
with Headers	54		
with Images	55		
<b>Forms</b>	56–60		
Fields, Quantity	56		
		Drop Down	57
		with Attached Button, with Background Shape, Email Capture	58
		Date Pickers	59
		Inline Alert & Error Messages	60
		<b>Alert &amp; Error Messages: with Boxes</b>	61



# 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 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**

### 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 the 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

H1 Page Title (Desktop & Tablet) - color:#35393D; font-size:28px; line-height:1.1 (31px leading)

# H1 Page Title 28px

For mobile page titles

H1 Page Title (Mobile) - color:#35393D; font-size:18px; line-height:1.1 (20px leading)

# H1 Page Title 18px

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

## H2 Headline 24px

H2 Pharmacy Headline - color:#009A3D; font-size:24px; line-height:1.2 (29px leading)

## H2 Pharmacy Headline 24px

H3 Title - color:#35393D; font-size:22px; line-height:1.2 (26px leading)

### H3 Title 22px

H4 Subhead - color:#35393D; font-size:18px; font-weight:bold; line-height:1.3 (23px leading)

#### H4 Subhead 18px

H5 Subhead - color:#35393D; font-size:16px; font-weight:bold; line-height:1.3 (21px leading)

##### H5 Subhead 16px

H6 Subhead - color:#35393D; font-size:15px; font-weight:bold; line-height:1.3 (20px leading)

###### H6 Subhead 15px

- Update to the new H1Headline font sizes: 28px, 18px (Mobile)

Additional resources

[WAG\\_UI\\_GUI.psd](#)

See next page

# Typography: HTML (continued)



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 Standards & Channels 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.

Body Text 24px - color:#35393D; font:Arial; font-size:24px; font-weight:regular; line-height:1.2 (28px 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 (28px 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 (23px 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 (20px 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 (19px 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

[WAG\\_UI\\_GUI.psd](#)

## Typography: HTML (continued)



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 Standards & Channels 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.

Pull Quote - color:#878F95; font-size:26px; font-style:italic; line-height:1.3 (34px leading)

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

Intro Copy - color:#878F95; font-size:24px; line-height:1.3 (31px leading)

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

Article Intro Copy - 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 - color:#35393D; font-size:14px; 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:#35393D; font-size:13px; line-height:1.6 (21px 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 - color:#697176; font-size:12px; line-height:1.6 (19px 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

[WAG\\_UI\\_GUI.psd](#)

# Copy



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

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

## Voice

The Walgreens 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:*



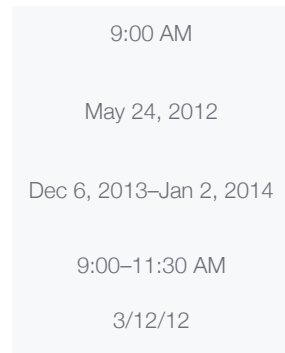
Use straight quotes and straight apostrophes (never curly quotes or curly apostrophes).

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.

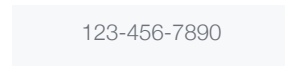
A date should include a month abbreviated to three letters and no period, a one- or two-digit day and a four-digit year.

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.

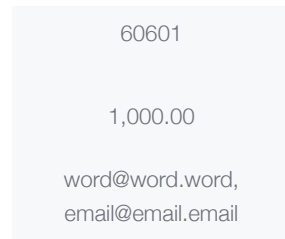
When space is limited, a numerical date separated by slashes is acceptable.

## 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  
brandmarks,  
value messaging  
and seasonal  
campaigns.*

### DIGITAL COLORS



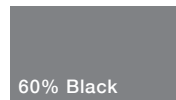
r: 227  
g: 24  
b: 55  
#E31837



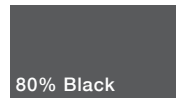
r: 72  
g: 156  
b: 212  
#489CD4



r: 255  
g: 255  
b: 255  
#FFFFFF



r: 128  
g: 130  
b: 133  
#808285



r: 89  
g: 90  
b: 92  
#595A5C



r: 0  
g: 0  
b: 0  
#000000

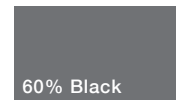
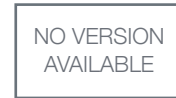
### UNIVERSALLY COMPLIANT



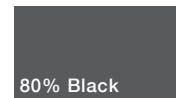
r: 227  
g: 24  
b: 55  
#E31837



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



r: 112  
g: 114  
b: 116  
#707274



r: 89  
g: 90  
b: 92  
#595A5C



r: 0  
g: 0  
b: 0  
#000000

### Additional resources

[Walgreens Brand Guidelines](#)  
[WAG\\_UI\\_GUI.psd](#)

# Colors: Brand

The 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.


















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: 190 g: 214 b: 0 #BED600	NO VERSION AVAILABLE	NO VERSION AVAILABLE
 r: 122 g: 193 b: 67 #7AC143	 r: 97 g: 166 b: 43 #61A62B	 r: 68 g: 117 b: 30 #44751E
 r: 117 g: 199 b: 185 #75C7B9	 r: 65 g: 166 b: 149 #41A695	 r: 47 g: 120 b: 108 #2F786C
 r: 112 g: 205 b: 227 #70CDE3	 r: 19 g: 162 b: 195 #13A2C3	 r: 14 g: 115 b: 138 #0E738A
 r: 172 g: 135 b: 182 #AC87B6	 r: 172 g: 135 b: 182 #AC87B6	 r: 145 g: 96 b: 157 #91609D
 r: 235 g: 83 b: 158 #EB539E	 r: 235 g: 83 b: 158 #EB539E	 r: 200 g: 23 b: 112 #C81770
 r: 242 g: 175 b: 50 #F2AF32	NO VERSION AVAILABLE	NO VERSION AVAILABLE
 r: 230 g: 119 b: 8 #E67708	 r: 230 g: 119 b: 8 #E67708	NO VERSION AVAILABLE
 r: 225 g: 71 b: 125 #E1477D	 r: 225 g: 71 b: 125 #E1477D	 r: 210 g: 58 b: 112 #D23A70
 r: 0 g: 154 b: 61 #009A3D	 r: 0 g: 154 b: 61 #009A3D	 r: 0 g: 138 b: 55 #008A37

Additional resources

- Walgreens Brand Guidelines
- WAG\_UI\_GUI.psd

# Colors: UI



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

For any type or links appearing on a light-colored background, designers should opt for #1B5E8C Dark Link Blue. For fonts smaller than 14px, use either #6A737B UI Gray, #1B5E8C Dark Link Blue or #35393D Type 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.

*For use on a background tint.*

**Dark Link Blue** #1B5E8C  
r: 27  
g: 94  
b: 140

**Light Link Blue** #2A7DB5  
r: 171  
g: 89  
b: 6

**Tint Blue** #ECF5FA  
r: 184  
g: 144  
b: 194

**UI Green** #008A37  
r: 0  
g: 138  
b: 55

**Tint Green** #EBF4EF  
r: 235  
g: 244  
b: 239

**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: 243  
g: 244  
b: 244

**Nav Gray** #F7F7F7  
r: 247  
g: 247  
b: 247

*For use on all strokes and rules.*

*For use behind left navigation.*

**Additional resources**

[Walgreens Brand Guidelines](#)  
[WAG\\_UI\\_GUI.psd](#)

UI STYLE GUIDE > DESKTOP, TABLET & MOBILE  
**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.

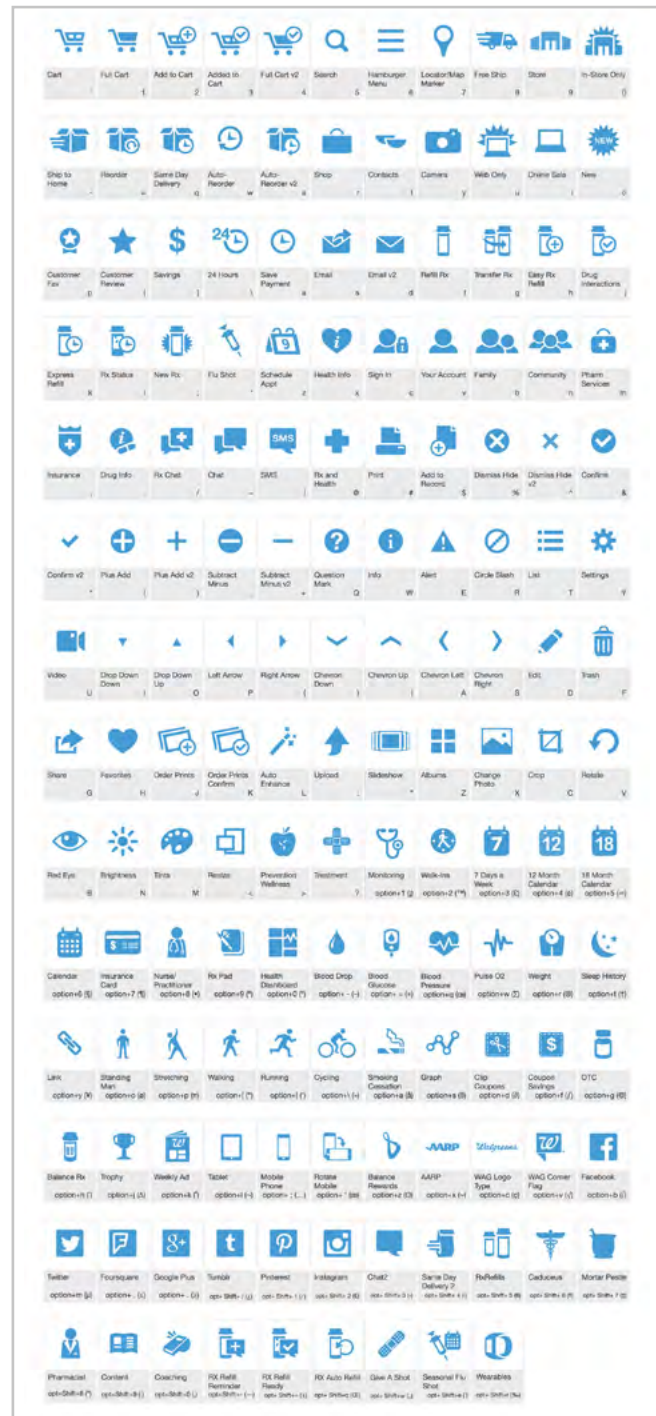
**Color**

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 a link-blue color 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 (j)	Walk-Ins option+2 (TM)	7 Days a Week option+3 (£)	12 Month Calendar option+4 (¢)	18 Month Calendar option+5 (∞)	
Calendar option+6 (\$)	Insurance Card option+7 (fl)	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 (t)	
Link option+y (¥)	Standing Man option+o (ø)	Stretching option+p (π)	Walking option+l (")	Running option+] (')	Cycling option+\ (↵)	Smoking Cessation option+a (å)	Graph option+s (ß)	Clip Coupons option+d (ð)	Coupon Savings option+f (f)	OTC option+g (©)	
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 (Ω)	AARP option+x (x)	WAG Logo Type option+c (ç)	WAG Corner Flag option+v (√)	Facebook option+b (f)	

Additional resources  
[ATCOIcons.ttf](#)










See next page

# Iconography (continued)



										
Twitter	Foursquare	Google Plus	Tumblr	Pinterest	Instagram	Chat2	Same Day Delivery 2	RxRefills	Caduceus	Mortar Pestle
option+m (μ)	option+ , (ς)	option+ . (ζ)	opt+ Shift+ / (ι)	opt+ Shift+ 1 (ι)	opt+ Shift+ 2 (€)	opt+ Shift+ 3 (ι)	opt+ Shift+ 4 (ι)	opt+ Shift+ 5 (fl)	opt+ Shift+ 6 (fl)	opt+ Shift+ 7 (t)

								
Pharmacist	Content	Coaching	RX Refill Reminder	RX Refill Ready	RX Auto Refill	Give A Shot	Seasonal Flu Shot	Wearables
opt+Shift+8 (*)	opt+Shift+9 (ι)	opt+Shift+0 (ι)	opt+Shift+- (-)	opt+ Shift+= (±)	opt+ Shift+q (€)	opt+ Shift+w (ι)	opt+ Shift+e (ι)	opt+ Shift+r (%)

Additional resources

[ATCOIcons.ttf](#)

See next page



# Rules & Strokes

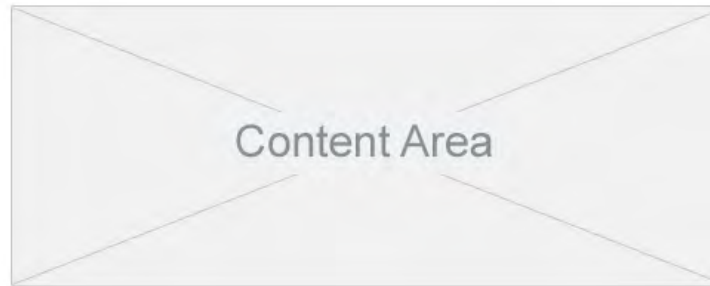
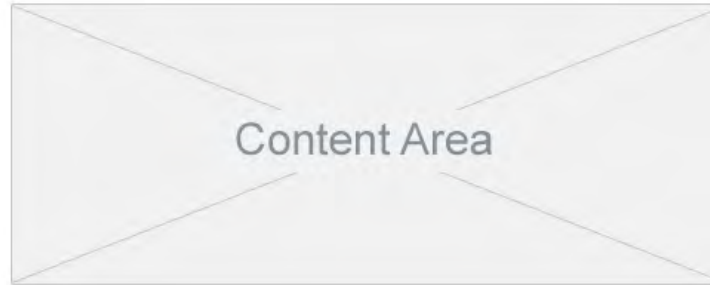


Rules and Strokes emphasize, separate or create a boundary for content.

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

### Color & Style

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





# 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

[WAG\\_UI\\_GUI.psd](#)

# Buttons & Links: Introduction

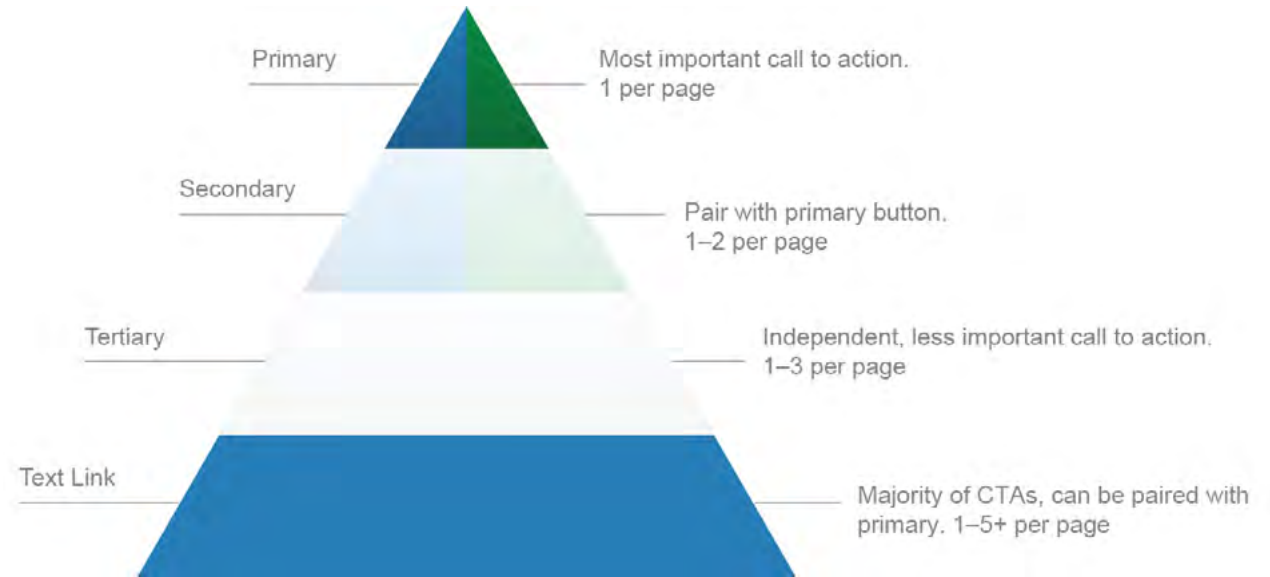


## How to Choose a Button or Text Link

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

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

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



**Preferred Size**  
Minimum width: 100px



*Use when possible.*

**Small Size**  
Minimum width: 80px



*Use when limited space exists.*

### Additional resources

[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.
- "Or" Button Pair**  
 An "Or" Button Pair is suitable when the word "or" is needed to help users understand that they have two options for completing the same task. Place the primary button to the left or above the secondary or tertiary button. This is the only button pairing where that placement exists and where a tertiary is allowed.

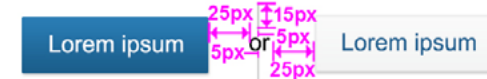
### Stacked "Or" Button Pair



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 padding between buttons

### Primary Button & Link Pair



padding:

Primary Button & Link Pair  
 25px padding between buttons

Additional resources

[WAG\\_UI\\_GUI.psd](#)

# 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: Green Primary” for usage omissions.)

### Color & Hierarchy

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

### Disabled State

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

### Size

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

### Placement

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

### Copy

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

### Additional resources

[WAG\\_UI\\_GUI.psd](#)

### Active State



type: Preferred Active Button  
 background gradient: Arial Reg, 14px, #FFFFFF  
 #2A7DB5 top  
 #1B5E8C bottom  
 #B1B3B6 100% multiply  
 drop shadow: 15px  
 side padding: 2px  
 corner radius: 44px  
 height:

### Small Size



Small Active Button  
 Arial Reg, 14px, #FFFFFF  
 #2A7DB5 top  
 #1B5E8C bottom  
 #B1B3B6 100% multiply  
 15px  
 2px  
 33px

### Hover State



type: Preferred Hover Button  
 background gradient: Arial Reg, 14px, #FFFFFF  
 #3292D3 top  
 #1B5F8D bottom  
 #B1B3B6 100% multiply  
 drop shadow: 15px  
 side padding: 2px  
 corner radius: 44px  
 height:



Small Hover Button  
 Arial Reg, 14px, #FFFFFF  
 #3292D3 top  
 #1B5F8D bottom  
 #B1B3B6 100% multiply  
 15px  
 2px  
 33px

### Pressed State

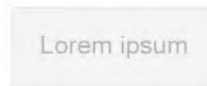


type: Preferred Pressed Button  
 background color: Arial Reg, 14px, #FFFFFF  
 #1B608E  
 side padding: 15px  
 corner radius: 2px  
 height: 44px

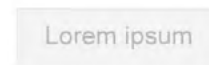


Small Pressed Button  
 Arial Reg, 14px, #FFFFFF  
 #1B608E  
 15px  
 2px  
 33px

### Disabled State



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



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

# Buttons: Green Primary



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

Utilize Green 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 green buttons and therefore should not necessarily appear more prominently on a page.

## Disabled State

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

## Size

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

## Placement

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

## Copy

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

## Additional resources

[WAG\\_UI\\_GUI.psd](#)

### Active State

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

Lorem ipsum

**Preferred Active Button**  
Arial Reg, 14px, #FFFFFF  
#078A44 *top*  
#086936 *bottom*  
#B1B3B6 100% multiply  
15px  
2px  
44px

### Small Size

Lorem ipsum

**Small Active Button**  
Arial Reg, 14px, #FFFFFF  
#078A44 *top*  
#086936 *bottom*  
#B1B3B6 100% multiply  
15px  
2px  
33px

### Hover State

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

Lorem ipsum

**Preferred Hover Button**  
Arial Reg, 14px, #FFFFFF  
#09A853 *top*  
#086936 *bottom*  
#B1B3B6 100% multiply  
15px  
2px  
44px

Lorem ipsum

**Small Hover Button**  
Arial Reg, 14px, #FFFFFF  
#09A853 *top*  
#086936 *bottom*  
#B1B3B6 100% multiply  
15px  
2px  
33px

### Pressed State

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

Lorem ipsum

**Preferred Pressed Button**  
Arial Reg, 14px, #FFFFFF  
#086936  
15px  
2px  
44px

Lorem ipsum

**Small Pressed Button**  
Arial Reg, 14px, #FFFFFF  
#086936  
15px  
2px  
33px

### Disabled State

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

Lorem ipsum

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

Lorem ipsum

**Small Disabled Button**  
Arial Reg, 14px, #B4B9BD  
#F3F4F4  
#EAEBEB  
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 present 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 green buttons and therefore should not necessarily appear more prominently on a page.

### Disabled State

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

### Size

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

### Placement

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

### Copy

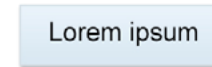
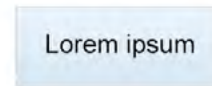
A button should express a command that clearly and concisely tells the reader what action will occur when the user taps it. For all button text, use sentence case (with the exception of proper nouns, which should be title case). Limit text to four or fewer words and no punctuation.

Additional resources  
[WAG\\_UI\\_GUI.psd](#)

### Active State

### Preferred Size

### Small Size

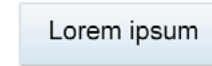
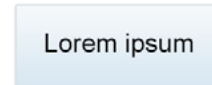


type:  
 background gradient:  
 stroke:  
 drop shadow:  
 side padding:  
 corner radius:  
 height:

**Preferred Active Button**  
 Arial Reg, 14px, #000000  
 #EAF3FA *top*  
 #D8E8F2 *bottom*  
 #D7E1E8  
 #B1B3B6 100% multiply  
 15px  
 2px  
 44px

**Small Active Button**  
 Arial Reg, 14px, #000000  
 #EAF3FA *top*  
 #D8E8F2 *bottom*  
 #D7E1E8  
 #B1B3B6 100% multiply  
 15px  
 2px  
 33px

### Hover State

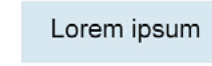
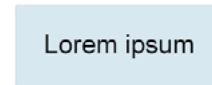


type:  
 background gradient:  
 stroke:  
 drop shadow:  
 side padding:  
 corner radius:  
 height:

**Preferred Hover Button**  
 Arial Reg, 14px, #000000  
 #F6F8FA *top*  
 #D8E8F2 *bottom*  
 #D7E1E8  
 #B1B3B6 100% multiply  
 15px  
 2px  
 44px

**Small Hover Button**  
 Arial Reg, 14px, #000000  
 #F6F8FA *top*  
 #D8E8F2 *bottom*  
 #D7E1E8  
 #B1B3B6 100% multiply  
 15px  
 2px  
 33px

### Pressed State

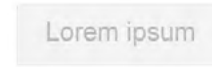
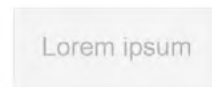


type:  
 background color:  
 stroke:  
 side padding:  
 corner radius:  
 height:

**Preferred Pressed Button**  
 Arial Reg, 14px, #000000  
 #D8E8F2  
 #D7E1E8  
 15px  
 2px  
 44px

**Small Pressed Button**  
 Arial Reg, 14px, #000000  
 #D8E8F2  
 #D7E1E8  
 15px  
 2px  
 33px

### Disabled State



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

**Preferred Disabled Button**  
 Arial Reg, 14px, #B4B9BD  
 #F3F4F4  
 #EAE8EB  
 15px  
 2px  
 44px

**Small Disabled Button**  
 Arial Reg, 14px, #B4B9BD  
 #F3F4F4  
 #EAE8EB  
 15px  
 2px  
 33px



# Buttons: Green Secondary



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

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

### Color & Hierarchy

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

### Disabled State

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

### Size

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

### Placement

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

### Copy

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

### Additional resources

[WAG\\_UI\\_GUI.psd](#)

### Active State

Lorem ipsum

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

**Preferred Active Button**  
Arial Reg, 14px, #000000  
#EBF4F0 *top*  
#DEF0E6 *bottom*  
#D6EADD  
#B1B3B6 100% *multiply*  
15px  
2px  
44px

### Small Size

Lorem ipsum

**Small Active Button**  
Arial Reg, 14px, #000000  
#EBF4F0 *top*  
#DEF0E6 *bottom*  
#D6EADD  
#B1B3B6 100% *multiply*  
15px  
2px  
33px

### Hover State

Lorem ipsum

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

**Preferred Hover Button**  
Arial Reg, 14px, #000000  
#F8FFFB *top*  
#DEF0E6 *bottom*  
#D6EADD  
#B1B3B6 100% *multiply*  
15px  
2px  
44px

Lorem ipsum

**Small Hover Button**  
Arial Reg, 14px, #000000  
#F8FFFB *top*  
#DEF0E6 *bottom*  
#D6EADD  
#B1B3B6 100% *multiply*  
15px  
2px  
33px

### Pressed State

Lorem ipsum

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

**Preferred Pressed Button**  
Arial Reg, 14px, #000000  
#DEF0E6  
#D6EADD  
15px  
2px  
44px

Lorem ipsum

**Small Pressed Button**  
Arial Reg, 14px, #000000  
#DEF0E6  
#D6EADD  
15px  
2px  
33px

### Disabled State

Lorem ipsum

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

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

Lorem ipsum

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

# Buttons: Gray Tertiary



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

### Disabled State

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

### Size

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

### Copy

A button should express a command that clearly and concisely tells the reader what action will occur when the user taps it. For all button text, use sentence case (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 Reg, 14px, #1B5E8C  
#FAFBFB *top*  
#F3F4F4 *bottom*  
#EAEBEB  
#B1B3B6 100% multiply  
15px  
2px  
44px

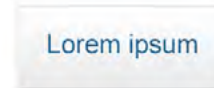
### Small Size



**Small Active Button**  
Arial Reg, 14px, #1B5E8C  
#FAFBFB *top*  
#F3F4F4 *bottom*  
#EAEBEB  
#B1B3B6 100% multiply  
15px  
2px  
33px

### Hover State

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



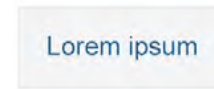
**Preferred Hover Button**  
Arial Reg, 14px, #1B5E8C  
#FFFFFF *top*  
#EAEBEB *bottom*  
#EAEBEB  
#B1B3B6 100% multiply  
15px  
2px  
44px



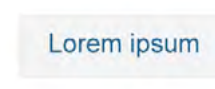
**Small Hover Button**  
Arial Reg, 14px, #1B5E8C  
#FFFFFF *top*  
#EAEBEB *bottom*  
#EAEBEB  
#B1B3B6 100% multiply  
15px  
2px  
33px

### Pressed State

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



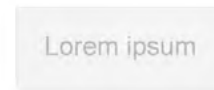
**Preferred Pressed Button**  
Arial Reg, 14px, #1B5E8C  
#F3F4F4  
#EAEBEB  
15px  
2px  
44px



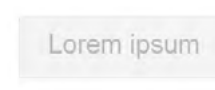
**Small Pressed Button**  
Arial Reg, 14px, #1B5E8C  
#F3F4F4  
#EAEBEB  
15px  
2px  
33px

### Disabled State

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



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



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

### Additional resources

[WAG\\_UI\\_GUI.psd](#)

# Buttons: Assistance



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

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

## Size

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

## Placement

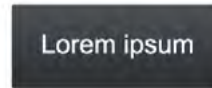
When two alternative actions exist, place the primary button to the right or above the secondary button.

## Copy

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

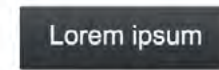
### Active State

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



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

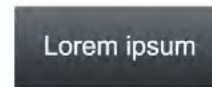
### Small Size



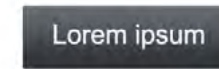
**Small Active Button**  
Arial Reg, 14px, #FFFFFF  
#4B5055 top  
#2F3235 bottom  
#B1B3B6 100% multiply  
15px  
2px  
33px

### Hover State

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



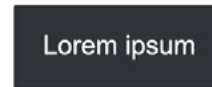
**Preferred Hover Button**  
Arial Reg, 14px, #FFFFFF  
#686E74 top  
#2F3235 bottom  
#B1B3B6 100% multiply  
15px  
2px  
44px



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

### Pressed State

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



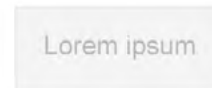
**Preferred Pressed Button**  
Arial Reg, 14px, #FFFFFF  
#2F3235  
15px  
2px  
44px



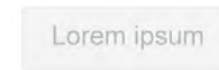
**Small Pressed Button**  
Arial Reg, 14px, #FFFFFF  
#2F3235  
15px  
2px  
33px

### 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

#### Additional resources

[WAG\\_UI\\_GUI.psd](#)

# Buttons: Merchandising Primary



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

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

## Color & Style

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

## Size

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

## Placement

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

## Copy

A button should express a command that clearly and concisely tells the reader what action will occur when the user taps it. For all button text, use 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.

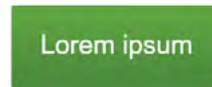
### Preferred Size

### Small Size

### Preferred Size

### Small Size

#### Active State



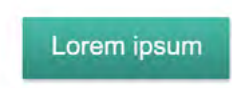
type: Arial Reg, 14px, #FFFFFF  
background: #61A644 top, #4D8A3F bottom  
corner radius: 2px  
height: 44px  
drop shadow: 1px distance, 0px spread, 2px size, 90 angle

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



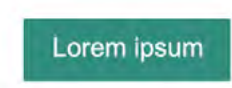
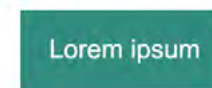
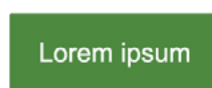
type: Arial Reg, 14px, #FFFFFF  
background: #6FBD4E top, #4D8A3F bottom  
corner radius: 2px  
height: 44px  
drop shadow: 1px distance, 0px spread, 2px size, 90 angle

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

[Daily Living Style Guide](#)  
[ATCO Style Guide](#)

See next page

# Buttons: Merchandising Primary (continued)





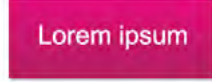
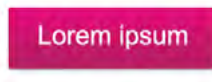


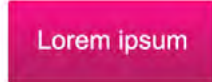





	Preferred Size	Small Size	Preferred Size	Small Size	Preferred Size	Small Size
<b>Active State</b>						
type:	Preferred Active Button	Small Active Button	Preferred Active Button	Small Active Button	Preferred Active Button	Small Active Button
background:	Arial Reg, 14px, #FFFFFF #0FA2C3 top #1D8CA5 bottom	Arial Reg, 14px, #FFFFFF #0FA2C3 top #1D8CA5 bottom	Arial Reg, 14px, #FFFFFF #AC87B6 top #9B6CA6 bottom	Arial Reg, 14px, #FFFFFF #AC87B6 top #9B6CA6 bottom	Arial Reg, 14px, #FFFFFF #EA549E top #D63D89 bottom	Arial Reg, 14px, #FFFFFF #EA549E top #D63D89 bottom
corner radius:	2px	2px	2px	2px	2px	2px
height:	44px	33px	44px	33px	44px	33px
drop shadow:	1px distance, 0px spread, 2px size, 90 angle	1px distance, 0px spread, 2px size, 90 angle	1px distance, 0px spread, 2px size, 90 angle	1px distance, 0px spread, 2px size, 90 angle	1px distance, 0px spread, 2px size, 90 angle	1px distance, 0px spread, 2px size, 90 angle
<b>Hover State</b>						
type:	Preferred Hover Button	Small Hover Button	Preferred Hover Button	Small Hover Button	Preferred Hover Button	Small Hover Button
background:	Arial Reg, 14px, #FFFFFF #13B6DB top #1D8CA5 bottom	Arial Reg, 14px, #FFFFFF #13B6DB top #1D8CA5 bottom	Arial Reg, 14px, #FFFFFF #BD97C8 top #9B6CA6 bottom	Arial Reg, 14px, #FFFFFF #BD97C8 top #9B6CA6 bottom	Arial Reg, 14px, #FFFFFF #FC5BAA top #D63D89 bottom	Arial Reg, 14px, #FFFFFF #FC5BAA top #D63D89 bottom
corner radius:	2px	2px	2px	2px	2px	2px
height:	44px	33px	44px	33px	44px	33px
drop shadow:	1px distance, 0px spread, 2px size, 90 angle	1px distance, 0px spread, 2px size, 90 angle	1px distance, 0px spread, 2px size, 90 angle	1px distance, 0px spread, 2px size, 90 angle	1px distance, 0px spread, 2px size, 90 angle	1px distance, 0px spread, 2px size, 90 angle
<b>Pressed State</b>						
type:	Preferred Pressed Button	Small Pressed Button	Preferred Pressed Button	Small Pressed Button	Preferred Pressed Button	Small Pressed Button
background color:	Arial Reg, 14px, #FFFFFF #1D8CA5	Arial Reg, 14px, #FFFFFF #1D8CA5	Arial Reg, 14px, #FFFFFF #9B6CA6	Arial Reg, 14px, #FFFFFF #9B6CA6	Arial Reg, 14px, #FFFFFF #D63D89	Arial Reg, 14px, #FFFFFF #D63D89
side padding:	15px	15px	15px	15px	15px	15px
corner radius:	2px	2px	2px	2px	2px	2px
height:	44px	33px	44px	33px	44px	33px

Additional resources  
[Daily Living Style Guide](#)  
[ATCO Style Guide](#)

See next page



# Buttons: Merchandising Primary (continued)

	Preferred Size	Small Size	Preferred Size	Small Size
<b>Active State</b>				
type:	Preferred Active Button	Small Active Button	Preferred Active Button	Small Active Button
background:	Arial Reg, 14px, #FFFFFF #EF6C23 top #DE5B26 bottom	Arial Reg, 14px, #FFFFFF #EF6C23 top #DE5B26 bottom	Arial Reg, 14px, #FFFFFF #E10E78 top #B61F62 bottom	Arial Reg, 14px, #FFFFFF #E10E78 top #B61F62 bottom
corner radius:	2px	2px	2px	2px
height:	44px	33px	44px	33px
drop shadow:	1px distance, 0px spread, 2px size, 90 angle	1px distance, 0px spread, 2px size, 90 angle	1px distance, 0px spread, 2px size, 90 angle	1px distance, 0px spread, 2px size, 90 angle
<b>Hover State</b>				
type:	Preferred Hover Button	Small Hover Button	Preferred Hover Button	Small Hover Button
background:	Arial Reg, 14px, #FFFFFF #FF782D top #DE5B26 bottom	Arial Reg, 14px, #FFFFFF #FF782D top #DE5B26 bottom	Arial Reg, 14px, #FFFFFF #F40F82 top #B61F62 bottom	Arial Reg, 14px, #FFFFFF #F40F82 top #B61F62 bottom
corner radius:	2px	2px	2px	2px
height:	44px	33px	44px	33px
drop shadow:	1px distance, 0px spread, 2px size, 90 angle	1px distance, 0px spread, 2px size, 90 angle	1px distance, 0px spread, 2px size, 90 angle	1px distance, 0px spread, 2px size, 90 angle
<b>Pressed State</b>				
type:	Preferred Pressed Button	Small Pressed Button	Preferred Pressed Button	Small Pressed Button
background:	Arial Reg, 14px, #FFFFFF #DE5B26	Arial Reg, 14px, #FFFFFF #DE5B26	Arial Reg, 14px, #FFFFFF #B61F62	Arial Reg, 14px, #FFFFFF #B61F62
side padding:	15px	15px	15px	15px
corner radius:	2px	2px	2px	2px
height:	44px	33px	44px	33px

Additional resources  
[Daily Living Style Guide](#)  
[ATCO Style Guide](#)



# 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 #2A7DB5 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 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.

### Hover State

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

### Pressed State

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

## Lorem Ipsum

[Listed link 1](#)

[Listed link 2](#)

[Listed link 3](#)

## Lorem Ipsum

[Listed link 1](#)

[Listed link 2](#)

[Listed link 3](#)

## Lorem Ipsum

[Listed link 1](#)

[Listed link 2](#)

[Listed link 3](#)

## Save Big on Our Private Brands

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

## Save Big on Our Private Brands

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

## Save Big on Our Private Brands

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

Contextual Link  
 link type: Arial, #2A7DB5, 12–14px  
 link type hover: #2A7DB5 *underline*  
 background: #ECF5FA *pressed*  
 leading: --

Listed Link  
 Arial, #2A7DB5, 14px  
 #2A7DB5 *underline*  
 #ECF5FA *pressed*  
 24px

Call-to-Action Link  
 Arial, #2A7DB5, 14px  
 #2A7DB5 *underline*  
 #ECF5FA *pressed*  
 24px

### Additional resources

[WAG\\_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 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.

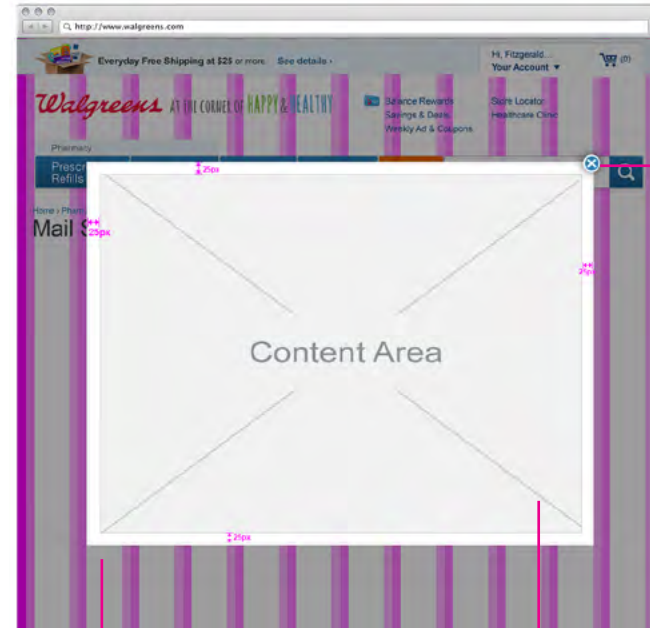
### Copy

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.

## Mobile Modals



## Desktop & Tablet Modals



ATCO icon: Dismiss Hide  
%, 30px  
#2A7DB5  
2px stroke #FFFFFF

- 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

- 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

[WAG\\_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.

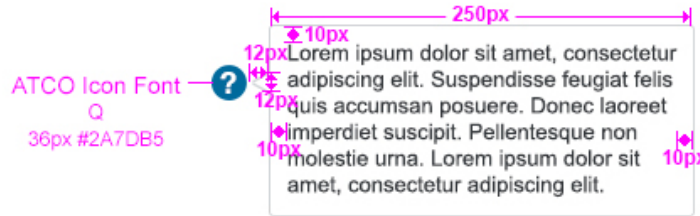
## Color

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

## Copy

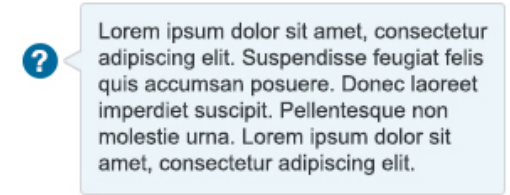
Overlay titles are optional and should use title case. For body copy, use sentence case and a period for a complete sentence. No end punctuation is needed for a sentence fragment unless it is followed by a sentence or a fragment.

### Side-by-Side White



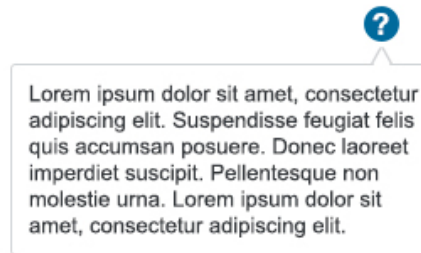
- Tooltip - White
- type: Arial Reg, 13px, #35393D
- corner radius: 2px
- background color: #FFFFFF
- padding: 10px *text within box*
- stroke: 1px, #D2D5D7
- ATCO icon: Question Mark Q, 36px, #2A7DB5

### Side-by-Side Blue



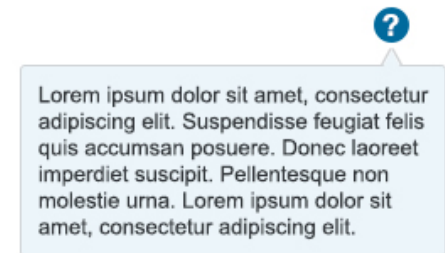
- Tooltip - Blue
- type: Arial Reg, 13px, #35393D
- corner radius: 2px
- background color: #ECF5FA
- padding: 10px *text within box*
- stroke: 1px, #D2D5D7
- ATCO icon: Question Mark Q, 36px, #2A7DB5

### Stacked White



- Tooltip - 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, #2A7DB5

### Stacked Blue



- Tooltip - Blue
- type: Arial Reg, 13px, #35393D
- corner radius: 2px
- background color: #ECF5FA
- padding: 10px *text within box*
- stroke: 1px, #D2D5D7
- ATCO icon: Question Mark Q, 36px, #2A7DB5

#### Additional resources

[WAG\\_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 #ECF5FA Tint Blue.

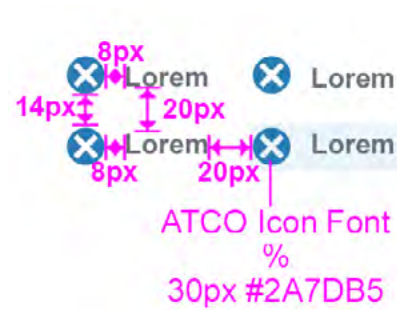
### Position

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.

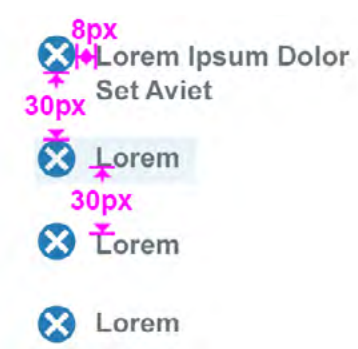
### Mobile Facets



#### Facets - Mobile

- type: Arial Bold, 12px, #6A737B
- ATCO icon: Dismiss Hide %, 30px, #2A7DB5
- padding: 20px *between rows*  
20px *gutter between columns*  
8px *between circle and text*

### Desktop & Tablet Facets



#### Facets - Desktop/Tablet

- type: Arial Bold, 12px, #6A737B
- ATCO icon: Dismiss Hide %, 30px, #2A7DB5
- padding: 30px *between single line rows*  
20px *between double line rows*  
8px *between circle and text*

#### Additional resources

[WAG\\_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 used. They must also be paired with either a Sneak Peek or Arrows (or both).

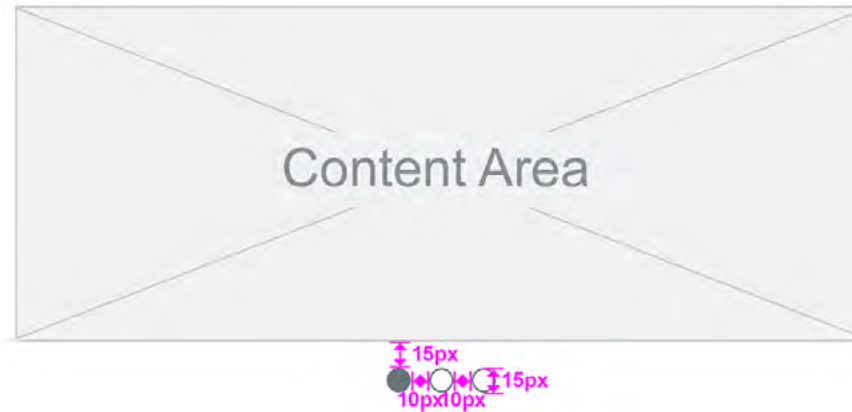
### Size

There is no set size for Carousel images.

### Animation

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

### Dots



**Dots - Carousel**  
padding: 15px from bottom of image to dots  
dimensions: 15px circle radius  
stroke: 1px, inside stroke, #6A737B  
fill: #6A737B active state  
#FFFFFF 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**  
ATCO Icons: Chevron Left A, 48px  
Chevron Right S, 48px  
#6A737B or variable

### Additional resources

[WAG\\_UI\\_GUI.psd](#)



# Tabs: Left Aligned

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

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

## Style & Color

Designers can choose between style 1 and style 2.

## Hover State

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

## Disabled State

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

## Copy

Tab copy must clearly communicate what information will be presented when the user selects it. Tab titles should use title case 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 Reg, 14px, #35393D	Arial Reg, 14px, #1B5E8C	Arial Reg, 14px, #B4B9BD
tab background color:	#FFFFFF	#F3F4F4	#F3F4F4
stroke:	1px, #D2D5D7	1px, #D2D5D7	1px, #EAEEBE
corner radius:	2px	2px	2px
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 Reg, 14px, #35393D	Arial Reg, 14px, #2A7DB5	Arial Reg, 14px, #B4B9BD
tab background color:	#FFFFFF	--	--
stroke:	1px, #D2D5D7	--	--
corner radius:	2px	--	--
padding:	15px gutter around text	25px gutter between text	25px gutter between text

### Additional resources

[WAG\\_UI\\_GUI.psd](#)

# Tabs: Centered



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

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

### Style & Color

Designers can choose between style 1 and style 2.

### Disabled State

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

### Copy

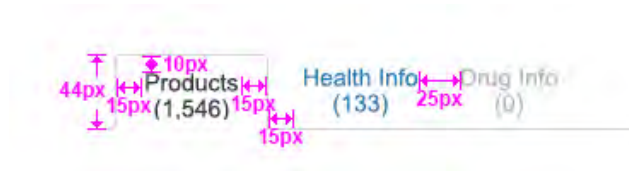
Tab copy must clearly communicate what information will be presented when the user selects it. Tab titles should use title case and have fewer than 35 characters. Parenthesis can be used to show the number of search results.

## Style 1



	Mobile Style 1 - Active	Mobile Style 1 - Inactive	Mobile Style 1 - Disabled
type:	Arial Reg, 14px, #35393D	Arial Reg, 14px, #1B5E8C	Arial Reg, 14px, #B4B9BD
tab background color:	#FFFFFF	#F3F4F4	#F3F4F4
stroke:	1px, #D2D5D7	1px, #D2D5D7	1px, #EAEBEB
corner radius:	2px	2px	2px
padding:	15px gutter around text	15px gutter around text	15px gutter around text
	15px gutter between tabs	15px gutter between tabs	15px gutter between tabs

## Style 2



	Mobile Style 2 - Active	Mobile Style 2 - Inactive	Mobile Style 2 - Disabled
type:	Arial Reg, 14px, #35393D	Arial Reg, 14px, #1B5E8C	Arial Reg, 14px, #B4B9BD
tab background color:	#FFFFFF	--	--
stroke:	1px, #D2D5D7	--	--
corner radius:	2px	--	--
padding:	15px gutter around text	25px gutter between text	25px gutter between text

### Additional resources

[WAG\\_UI\\_GUI.psd](#)

# Tabs: Large Content



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

Large Content Tabs are suitable where it's appropriate to display data and an icon in the tab label.

## Style

Designers can choose between style 1 and style 2.

## Hover State

In an active tab, the tab title acts like a link and has an underline in hover state.

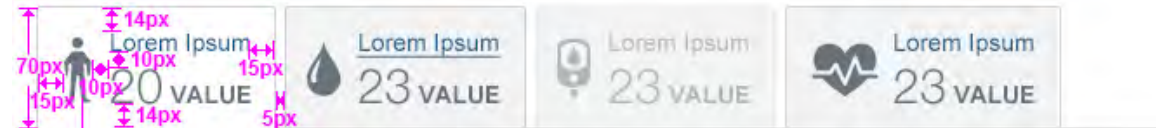
## Disabled State

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

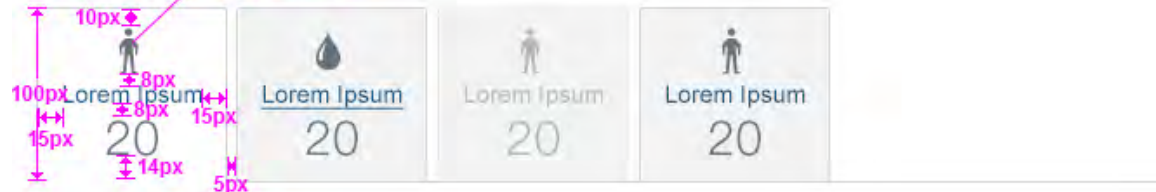
## Copy

Tab copy must clearly communicate what information will be presented when the user selects it. Tab titles should use title case.

### Style 1



### Style 2



#### Large Content Tabs - Style 1

- title type: Arial Reg, 14px, #6A737B active, #B4B9BD disabled
- value type: Arial Bold, 14px, #6A737B active, #B4B9BD disabled
- number value: Arial Reg, 28px, #6A737B active, #B4B9BD disabled
- ATCO icons: 55px, #6A737B
- height: 70px
- stroke: 1px, #D2D5D7 active, #EAE8E8 disabled
- padding: 15px gutter from left of text
- 10px gutter from right of icon
- 5px gutter from left of tabs
- background: #F3F4F4, #FFFFFF selected
- tap area: entire tab should be clickable to reveal content

#### Large Content Tabs - Style 2

- Arial Reg, 14px, #6A737B active, #B4B9BD disabled
- 
- Arial Reg, 28px, #6A737B active, #B4B9BD disabled
- 40px, #6A737B
- 100px
- 1px, #D2D5D7 active, #EAE8E8 disabled
- 15px gutter from left of text
- 
- 5px gutter from left of tabs
- #F3F4F4, #FFFFFF selected
- entire row should be clickable to reveal content

#### Additional resources

[WAG\\_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.

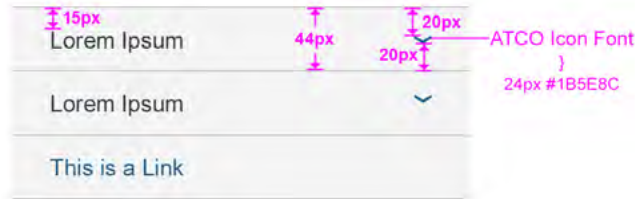
## Pressed State

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

## 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.

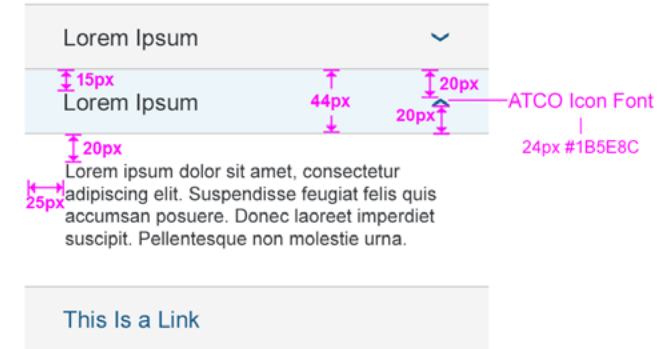
## Closed State



## Disabled State



## Opened State



- Primary Accordion - Opened & Closed**
- type: Arial Reg, 16px, #35393D *title type*
  - type: Arial Reg, 16px, #1B5E8C *link type*
  - type: Arial Reg, 13px, #35393D *opened content type*
  - ATCO Icons: Chevron Up }, 24px, #1B5E8C
  - ATCO Icons: Chevron Down }, 24px, #1B5E8C
  - 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: #ECF5FA *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*
  - padding: 25px *gutter from right of chevron*
  - background: #F3F4F4 *background of title*

### Additional resources

[WAG\\_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.

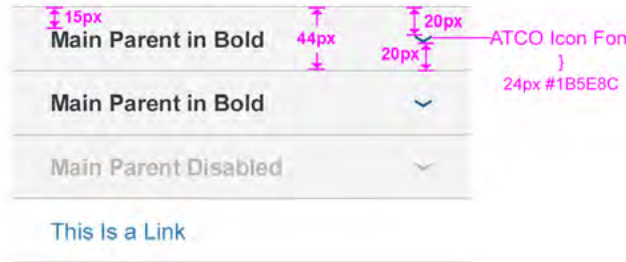
### Pressed State

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

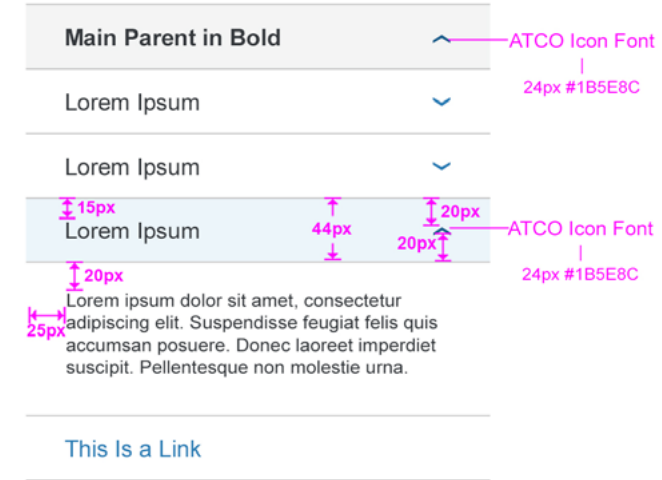
### Copy

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



- Super Accordion - Opened & Closed
  - type: Arial Bold, 16px, #35393D *title type*
  - Arial Bold, 16px, #1B5E8C *link type*
  - Arial Reg, 13px, #35393D *opened content type*
- ATCO Icons: Chevron Up |, 24px, #1B5E8C
- Chevron Down }, 24px, #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*
- 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

[WAG\\_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

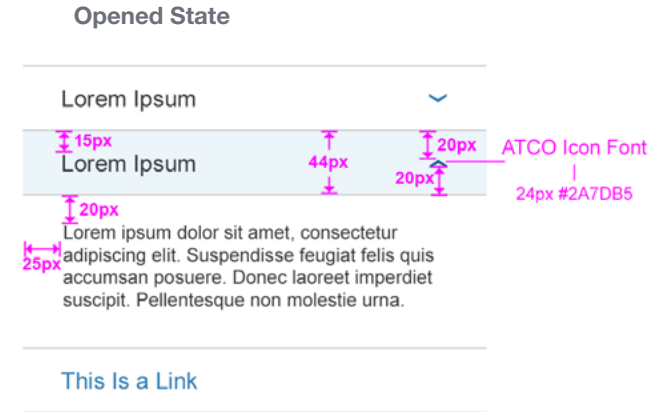
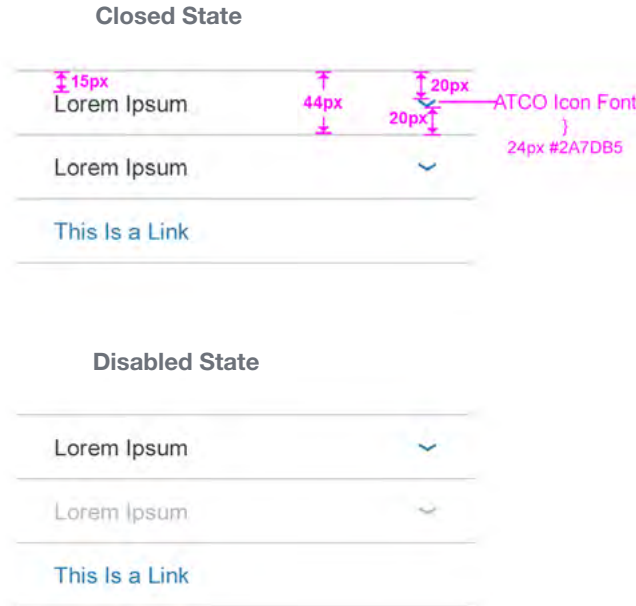
When an accordion cell must retain placement but becomes inactive (either permanently or until the user completes an action), it becomes grayed out.

### Pressed State

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

### 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.



**Secondary Accordion - Opened & Closed**  
 type: Arial Reg, 16px, #35393D *title type*  
 Arial Reg, 16px, #2A7DB5 *link type*  
 Arial Reg, 13px, #35393D *opened content type*  
 ATCO Icons: Chevron Up |, 24px, #1B5E8C  
 Chevron Down }, 24px, #1B5E8C  
 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*  
 ATCO Icons: Chevron Down }, 24px, #B4B9BD  
 height: 44px  
 padding: 25px *gutter from left of accordion text*  
 25px *gutter from right of chevron*

### Additional resources

[WAG\\_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 #ECF5FA Tint Blue.

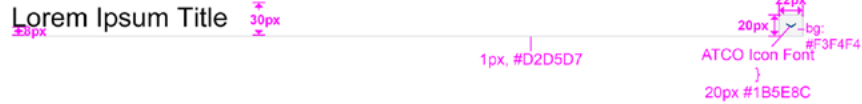
## Pressed State

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

## 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.

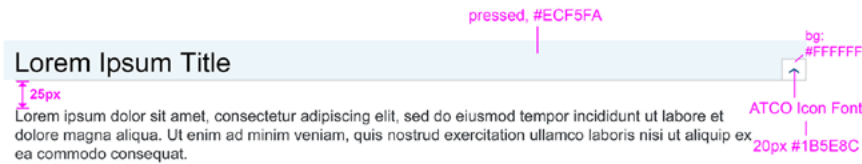
## Closed State



## Disabled State



## Opened State



## Hover State



**Title Accordion - Opened & Closed**  
 type: Arial Reg, 24px, #35393D *title type*  
 Arial Reg, 14px, #35393D *opened content type*  
 ATCO Icons: Chevron Up |, 20px, #1B5E8C  
 Chevron Down }, 20px, #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: 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

[WAG\\_UI\\_GUI.psd](#)

# Accordions: Large Content



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.

Large Content Accordions are suitable when it's appropriate to display data and an icon in the tab label.

### 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, it is grayed out.

### Pressed State

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

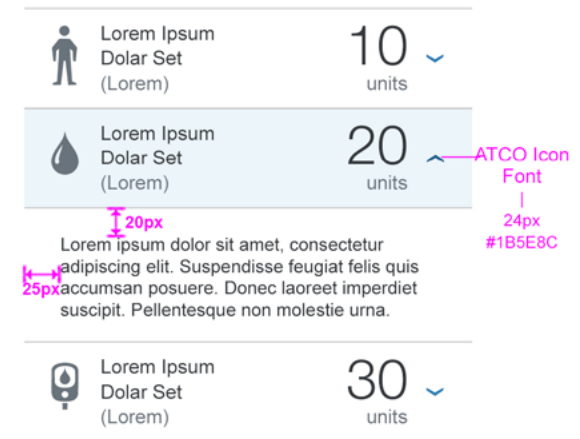
### Copy

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



### Open State



### Disabled State



- Large Content Accordion**
- type: Arial Reg, 16px, #35393D *title type*
- Arial Reg, 13px, #35393D *opened content type*
- Arial Reg, 40px, #35393D *number value type*
- Arial Reg, 14px, #6A737B *unit, parenthetical type*
- ATCO Icons: Variable, 65px, # 6A737B
- Chevron Up |, 24px, #2A7DB5
- Chevron Down }, 24px, #2A7DB5
- height: 44px
- stroke: 1px, #D2D5D7
- padding: 20px *gutter from left of accordion text*
- 20px *gutter from right of chevron*
- background: #FFFFFF *active*, #ECF5FA *pressed*
- tap area: *Entire row should be clickable to reveal content*

- Disabled State**
- type: Arial Reg, 16px, #B4B9BD *title type*
- Arial Reg, 40px, #B4B9BD *number value type*
- Arial Reg, 14px, #B4B9BD *unit, parenthetical type*
- ATCO Icons: Chevron Down }, 24px, #B4B9BD
- height: 44px
- stroke: 1px, #D2D5D7
- padding: 20px *gutter from left of accordion text*
- 20px *gutter from right of chevron*

**Additional resources**

[WAG\\_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 #ECF5FA Tint Blue.

## 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

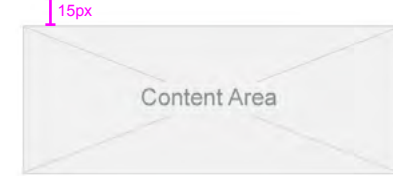
Show more ▾

## Pressed State

Show less ▲

## Opened State

Show less ▲



## Show More–Show Less

- type: Arial Reg, 14px, #2A7DB5
- ATCO Icons: Chevron Down ▾, 14px, #2A7DB5  
Chevron Up ▲, 14px, #2A7DB5
- background: #ECF5FA *pressed tap area*
- padding: 15px *from bottom of link*

### Additional resources

WAG\_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.

## 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 green dot when clicked or tapped.

## Hover State

The button contains a tint blue or tint green dot on hover.

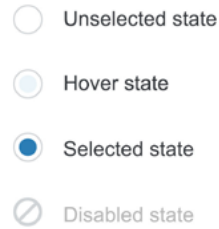
## Disabled State

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.

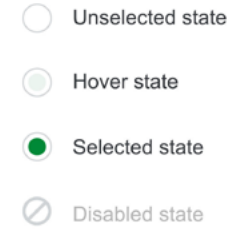
## Style 1



### 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*  
 ATCO Icon: Circle Slash R, 36px, #D2D5D7  
 padding: 15px *gutter from left of radio icon text*  
 fill: #2A7DB5 *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*  
 ATCO Icon: Circle Slash R, 36px, #D2D5D7  
 padding: 15px *gutter from left of radio icon text*  
 fill: #008A37 *selected*  
 #EBF4EF *hover*

### Additional resources

[WAG\\_UI\\_GUI.psd](#)



# Check Boxes

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

## Style & Color

Designers must pair the Check Box style with the primary-button color scheme.

## Active/Unselected State

The Check Box contains white space when unselected.

## Selected State

The box is filled with a blue or green square when clicked or tapped.

## Selected/Disabled State

The box is filled with a disabled gray square and cannot be unselected.

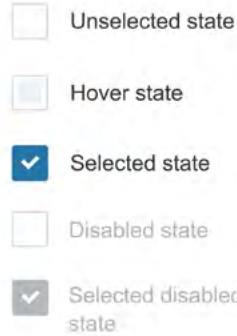
## Hover State

The box contains a tint blue or tint green square on hover.

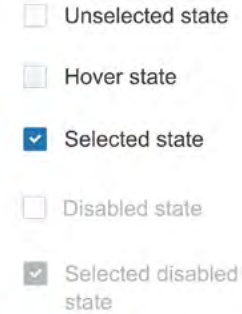
## Copy

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

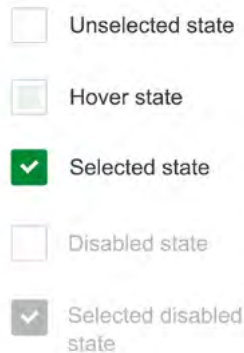
### Large - Style 1



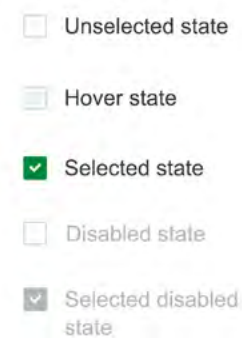
### Small - Style 1



### Large - Style 2



### Small - Style 2



#### 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*, 1px stroke, #D2D5D7  
 #2A7DB5 *blue style 1*  
 #008A37 *green style 2*  
 #B4B9BD *disabled style*  
 stroke: 1px, #D2D5D7  
 hover: 15 x 15px *inner square on hover*  
 #ECF5FA *blue style 1*  
 #EBF4EF *green style 2*  
 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  
 #2A7DB5 *blue style 1*  
 #008A37 *green style 2*  
 #B4B9BD *disabled style*  
 stroke: 1px, #D2D5D7  
 hover: 9 x 9px *inner square on hover*  
 #ECF5FA *blue style 1*  
 #EBF4EF *green style 2*  
 padding: 15px *gutter from right of check box*

#### Additional resources

[WAG\\_UI\\_GUI.psd](#)



# Navigation: Category



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

### Style & Color

Link type should be #1B5E8C Dark Link Blue with the exception of savings messages, which should be #E31837 Walgreens Red. On desktop and tablet, left-rail navigation has a background tint of Nav Gray #F7F7F7.

### Hover State

All links have an underline on hover state.

### Pressed State

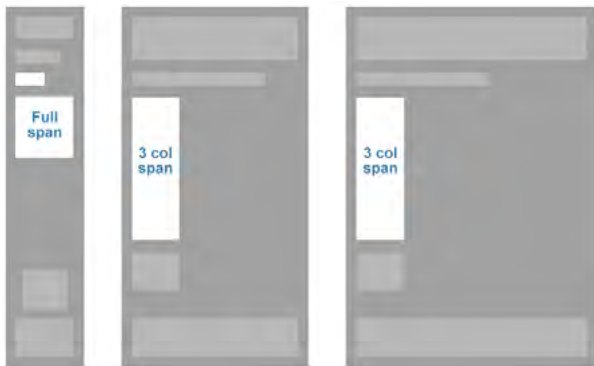
When a cell is pressed, it is #ECF5FA Tint Blue.

### Copy

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

### Placement

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



**Desktop 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, #1B5E8C  
 rules: 1px, #D2D5D7  
 pressed: #ECF5FA, 44px height  
 padding: 10px gutter both sides

### Additional resources

[WAG\\_UI\\_GUI.psd](#)



# Navigation: Standard Left Rail



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

### Style & Color

Link type should be #1B5E8C Dark Link Blue with the exception of savings messages, which should be #E31837 Walgreens Red. On desktop and tablet, left-rail navigation has a background tint of Nav Gray #F7F7F7. Use bold type to call out the particular 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. For row text, use title case in most instances.

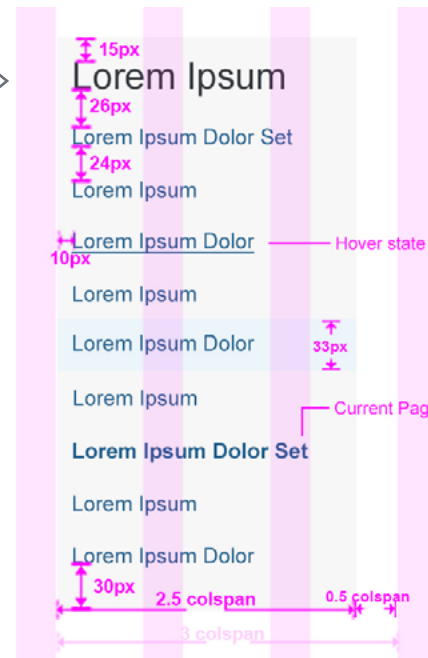
### Placement

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

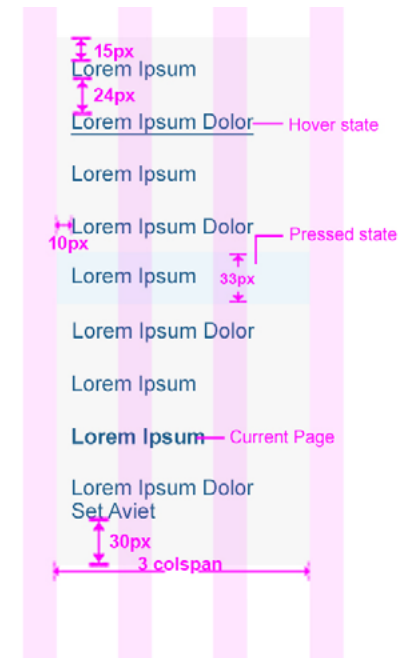


## Desktop

Header is optional.



## 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

[WAG\\_UI\\_GUI.psd](#)

# Navigation: Menu Drawer



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

### Animation

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

### Pressed State

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

### Copy

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

### Placement

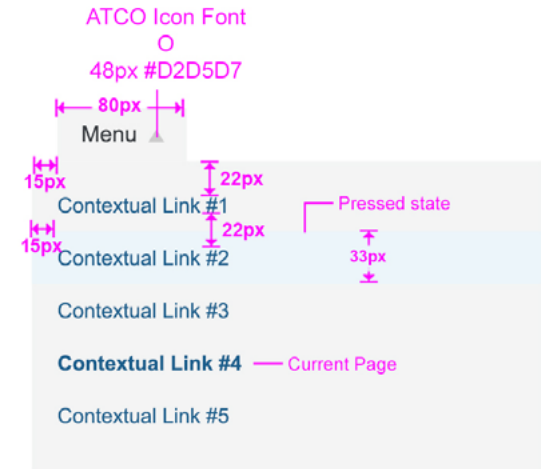
The "Menu" button should appear directly below the page title. When the button is tapped, a full-span drawer opens directly below, pushing down content and revealing rows of navigation within the drawer.



### Collapsed



### Expanded



### Menu Drawer - 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 #D2D5D7
- arrow: Dropdown Down I, 48px, #D2D5D7
- Dropdown Up O, 48px, #D2D5D7
- 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

[WAG\\_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. (The exception to this rule is a category page, which should use the current page title in the final breadcrumb.) In between each breadcrumb, an unlinked chevron points to the right. On Desktop and Tablet, the H1 locks up with the Breadcrumbs.

### Pressed State

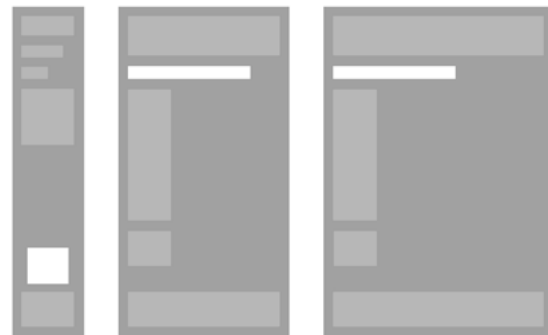
When a link is pressed, its tap area is #ECF5FA Tint Blue.

### 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.



### 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**

### Mobile Active

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

### Mobile Pressed

< Page 4  
 < Page 3  
 < Page 2  
 < Page 1  
 < Home

#### Breadcrumbs - Desktop/Tablet

- type: Arial Reg, 13px, #2A7DB5 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

#### Breadcrumbs - Mobile

- type/chevron: Arial Bold, 14px, #2A7DB5
- 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

[WAG\\_UI\\_GUI.psd](#)



# 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

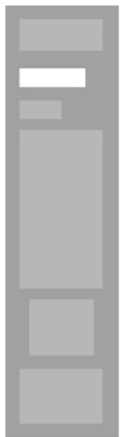
Page Titles use title case and should be descriptive to enable search-engine rank. A Step Back Link is written as a Page Title; when the words "Back to" are essential for clarity, they may be added preceding the Page Title. To the left of a Step Back Link, use a left chevron followed by one character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

## Pressed State

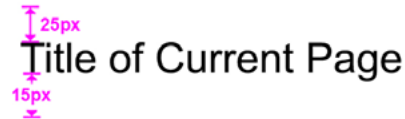
When a link is pressed, its tap area is #ECF5FA Tint Blue.

## 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.



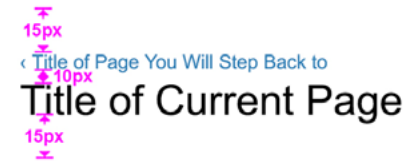
## Page Title



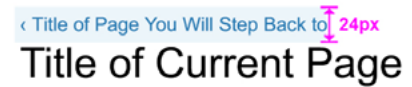
Page Title  
 type: Arial Reg, 28px, #35393D  
 padding: 25px from global nav  
 15px from base of page title

## Page Title with Step Back Link

### Default View



### Pressed State



Step Back Link  
 type: Arial Reg, 13px, #2A7DB5 *step back link*  
 hover: Arial Reg, 13px, #2A7DB5 *underlined*  
 pressed: #ECF5FA *tap area*  
 padding: 15px above step back link  
 10px between step back link and page title

## Additional resources

[WAG\\_UI\\_GUI.psd](#)

# Pagination



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

Note: Follow Gray Tertiary button rules for all states.

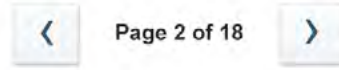
### Disabled State

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

### Placement

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

### Active State



- Pagination - Active
- type: Arial Bold, 12px, #35393D
- ATCO Icons: Chevron Left A, 30px, #1B5E8C  
Chevron Right S, 30px, #1B5E8C
- buttons: Gray Tertiary Active State, 33 x 36px
- padding: 20px gutter between buttons and type not including drop shadow

### Hover State



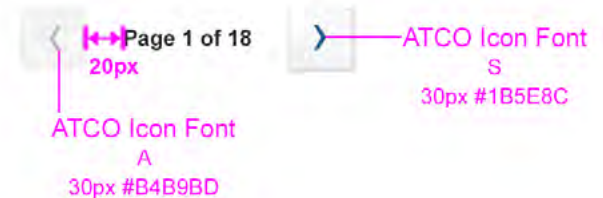
- Pagination - Hover
- type: Arial Bold, 12px, #35393D
- ATCO Icons: Chevron Left A, 30px, #1B5E8C  
Chevron Right S, 30px, #1B5E8C
- buttons: Gray Tertiary Hover State, 33 x 36px
- padding: 20px gutter between buttons and type not including drop shadow

### Pressed State

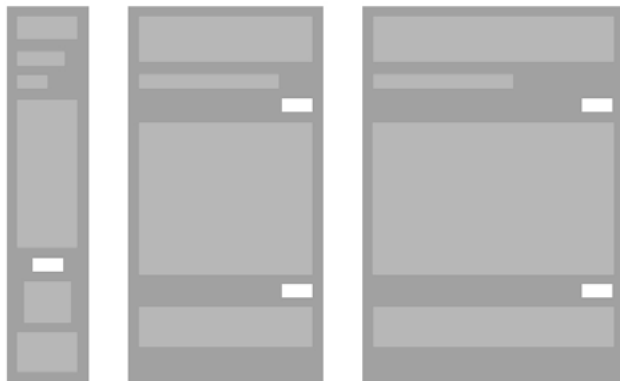


- Pagination - Pressed
- type: Arial Bold, 12px, #35393D
- ATCO Icons: Chevron Left A, 30px, #1B5E8C  
Chevron Right S, 30px, #1B5E8C
- buttons: Gray Tertiary Pressed State, 33 x 36px
- padding: 20px gutter between buttons and type

### Disabled State



- Pagination - Disabled
- type: Arial Bold, 12px, #35393D
- ATCO Icons: Chevron Left A, 30px, #B4B9BD  
Chevron Right S, 30px, #1B5E8C
- buttons: Disabled Gray Tertiary, 33 x 36px
- padding: 20px gutter between buttons and type



#### Additional resources

[WAG\\_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 #ECF5FA Tint Blue.

### 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

---



- Link List with Header
- type: Arial Reg, 24px, #6A737B *header type*
- Arial Reg, 14px, #2A7DB5 *link type*
- pressed: #ECF5FA, 33px *height*
- rule: 1px, #D2D5D7
- line height: 24px *between text*

### Additional resources

[WAG\\_UI\\_GUI.psd](#)

# Link Lists: with Images



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

### Images

Images should be set in rounded rectangles.

### Hover State

All links have an underline on hover state.

### Pressed State

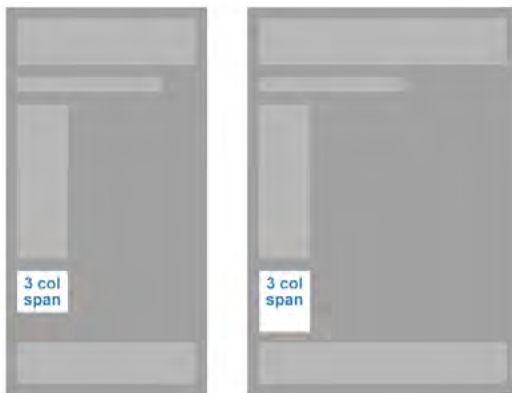
When a link is pressed, its tap area becomes #ECF5FA Tint Blue.

### 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 sentence case (with the exception of proper nouns, which should be title case). Add one character space after text followed by a single chevron.

### Placement

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



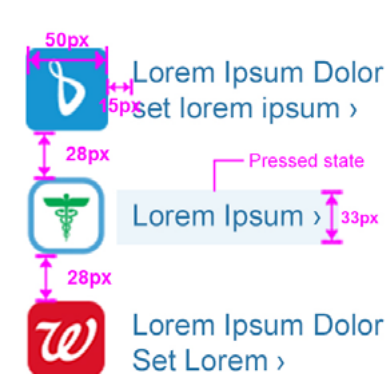
### Default State



### Hover State (Desktop Only)



### Pressed State



- Link List with Images
- type: Arial Reg, 18px, #2A7DB5
- image corner radius: 10px
- pressed: #ECF5FA tap background
- dimensions: 195px width limit
- padding: 28px between icons
- 15px between icon and text

### Additional resources

[WAG\\_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 56.

## Copy

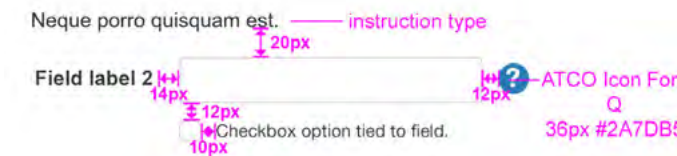
Copy should be as clear and concise as possible. Use parallel structure for elements with similar uses.

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.

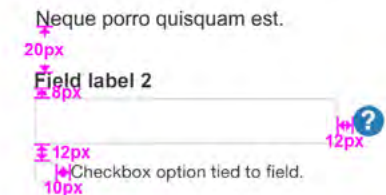
Additional elements, such as buttons and tooltips, have their own particular style rules, which must be followed.

## Left Aligned Labels

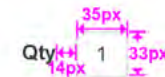


	Form Fields
field label:	Arial Bold, 14px, #35393D
prompt type:	Arial Bold, 14px, #B4B9BD <i>disabled type</i>
field height:	Arial Reg, 14px, #B4B9BD <i>disabled type</i>
active field highlight:	33px
default field stroke:	2px <i>stroke</i> , #ECF5FA
instruction type:	#D2D5D7
checkbox option type:	Arial Reg, 11px, #35393D
	Arial Reg, 12px, #35393D

## Top Aligned Labels



## Quantity Forms



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

### Additional resources

[WAG\\_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

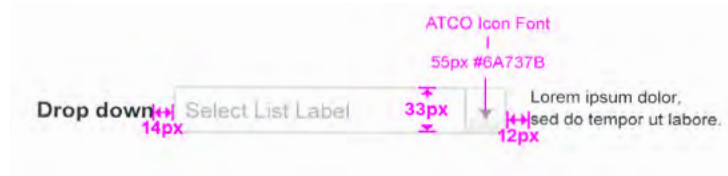
Copy should be as clear and concise as possible. Use parallel structure for elements with similar uses.

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

[WAG\\_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 Blue Secondary Button—multiple components locked in their relative positions. Designers can use as needed.

## Forms with Attached Buttons

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

## Forms with Background Shapes

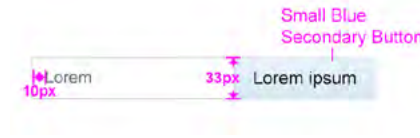
A Form Field with Background Shape is suitable when more hierarchical weight is needed for a form field, such as an important search field.

## Copy

A button should express a command that clearly and concisely tells the reader what action will occur when the user taps it. For button text, use 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 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: Arial Reg, 18px, #35393D *title type*  
 Arial Reg, 14px, #6A737B *form field type*  
 Arial Reg, 14px, #000000 *button type*  
 ATCO Icon: Message d, 55px, #489CD4  
 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*  
 47px *corner radius of background shape*  
 shape color: #F3F4F4  
 padding: 10px *gutter to left of form text*

### Additional resources

[WAG\\_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.

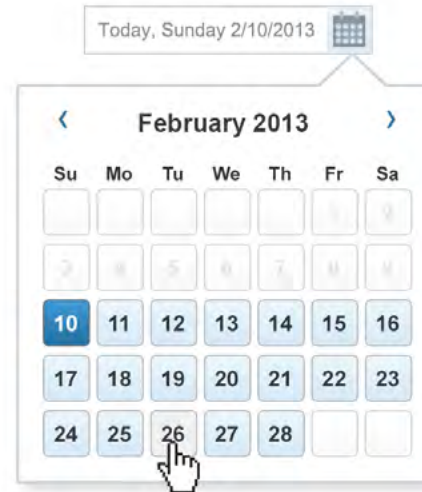
### Hover State

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.



max. height  
290px

Calendar \$, 20px, #6A737B  
Chevron Left A, 14px, #2A7DB5  
Chevron Right S, 14px, #2A7DB5

	Active date - Light Blue	Selected date - Blue	Hover state - Light Gray	Inactive date - Pale Gray
type:	Arial Bold, 14px, #35393D	Arial Bold, 14px, #FFFFFF	Arial Bold, 14px, #35393D	Arial Bold, 14px, #E6E7E9
background gradient:	#ECF5FA <i>top</i> #D9EBF7 <i>bottom</i>	#439BD6 <i>top</i> #2A7DB5 <i>bottom</i>	#F0F1F1 --	#FFFFFF <i>top</i> #FAFAFA <i>bottom</i>
stroke:	1px, #B4B9BD	1px, #6A737B	1px, #D2D5D7	1px, #D2D5D7
background:	#FFFFFF	#FFFFFF	#FFFFFF	#FFFFFF
corner radius:	3px	3px	3px	3px
drop shadow:	#35393D, 20% <i>opacity</i> , 6px <i>distance</i> , 9px <i>size</i>	--	--	--
arrow radius:	7px <i>top/bottom</i> 10px <i>left/right</i>	7px <i>top/bottom</i> 10px <i>left/right</i>	7px <i>top/bottom</i> 10px <i>left/right</i>	7px <i>top/bottom</i> 10px <i>left/right</i>

### Additional resources

[WAG\\_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.

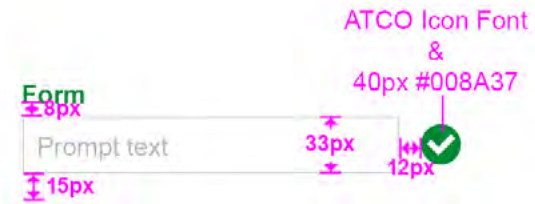
## Active State

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

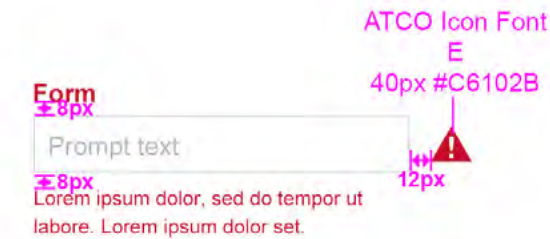
An error message should suggest how to fix a problem, and, when necessary, explain the problem. Use a short simple phrase and try leading with the most important word. Be polite and friendly but not overly casual. Use sentence case and end punctuation.

## Success Field



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

## Error Field



- 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

[WAG\\_UI\\_GUI.psd](#)

# Alert & Error Messages: with Boxes

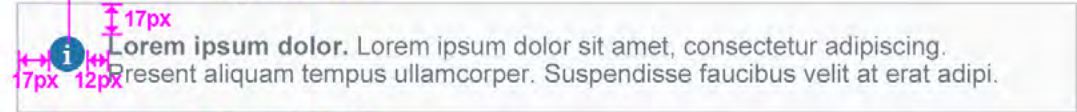


Alert and error messages are used to provide feedback to the user. Alert and error messages with Boxes should be used for server-side validation errors.

## 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.

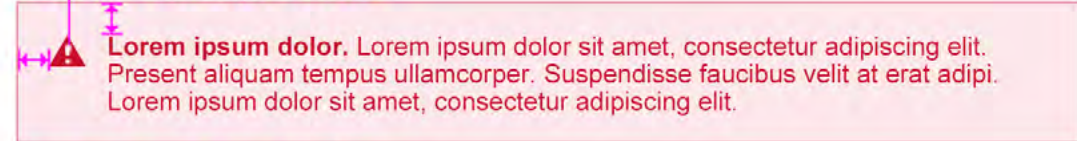
ATCO Icon Font W 36px #2A7DB5



ATCO Icon Font E 36px #C54100



ATCO Icon Font E 36px #C6102B



ATCO Icon Font & 36px #008A37



	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](#)