



IYP Style Guide

Sept.20.18 ▾



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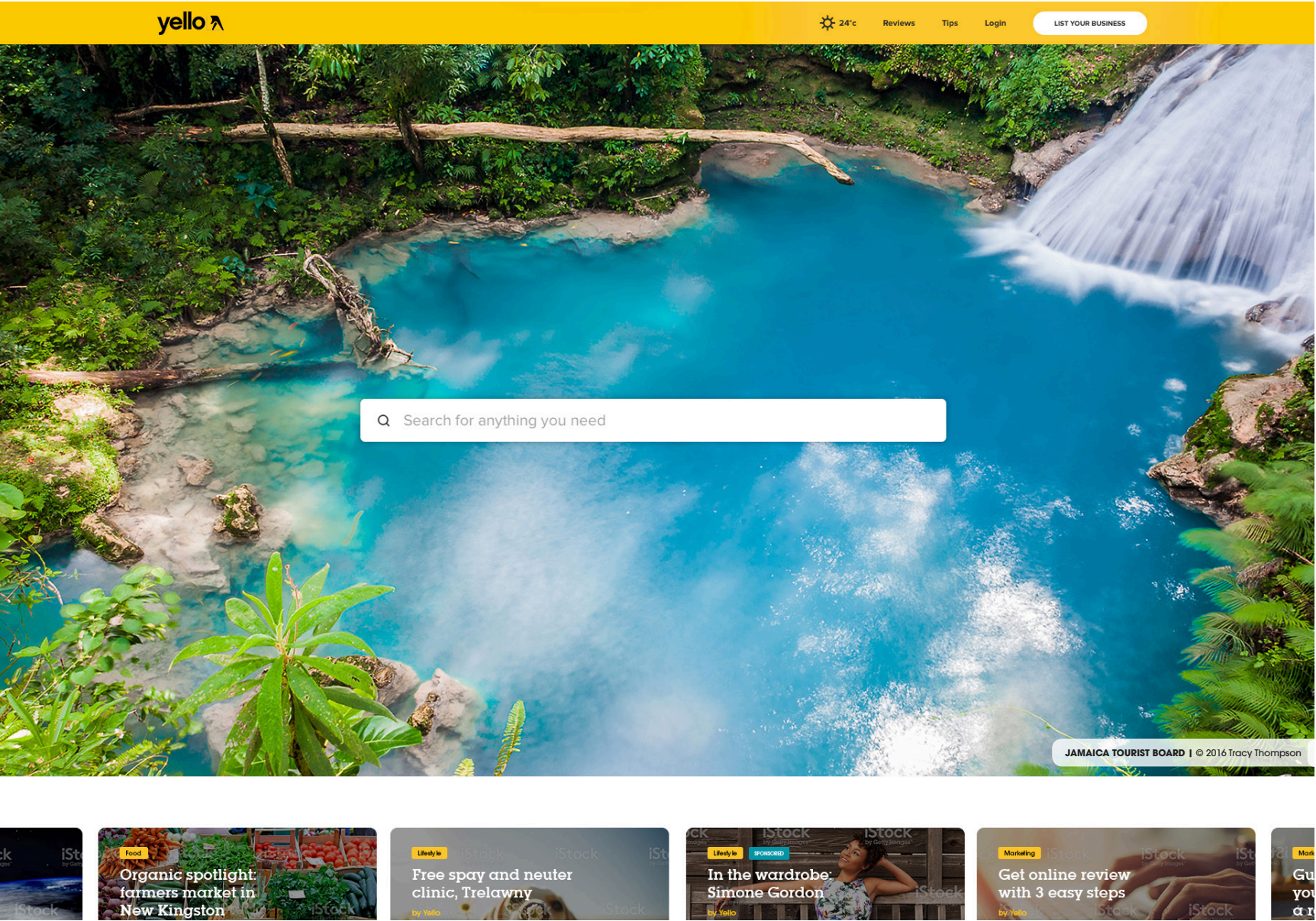
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SECTION 01 | PAGE TEMPLATES: DESKTOP

DESKTOP | HOMEPAGE



ABOVE THE FOLD

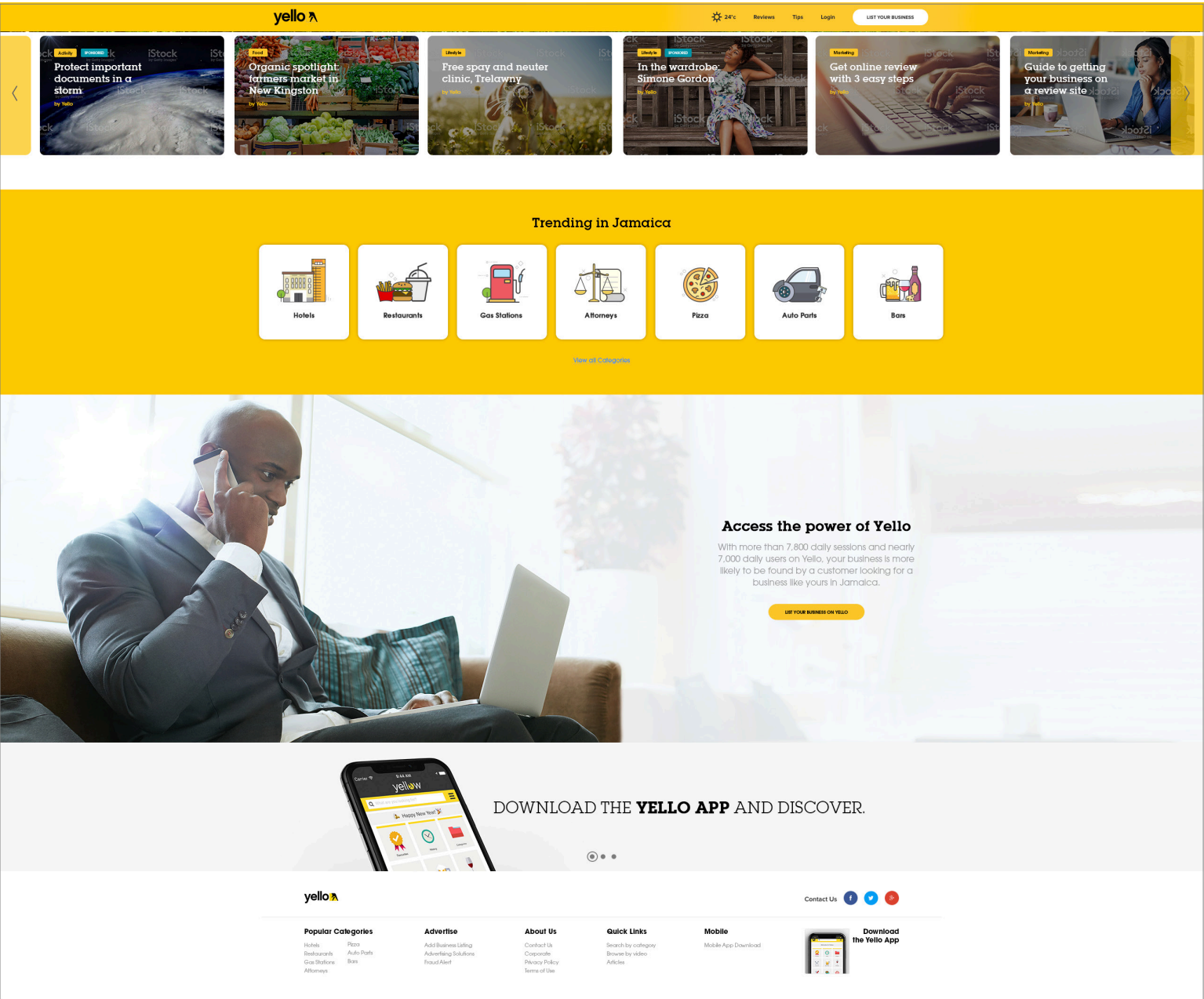
The homepage is a focused search experience where the first view is the search bar on top of a background **hero image**. This is intended to allow the user to focus on searching as it reads in the search bar, *"Search for anything you need"*.

We use a hero image to capture the local essence of the market the site is serving. This image is a locally authentic photo and will change based on the time of day with a day scene for daytime and a night/ evening scene for night time.

The hero image does not fill up the entire page, but instead allows for the user to see a part of what is typically "below the fold". This is to push the secondary focus of the page which are the featured articles. The Hero Image dimensions is 2560 x 1026 pixels.

At the top of the homepage there will be a yellow bar featuring the logo, a weather widget indicating the current weather along with menu links and a button for potential customers to "list their business". On scroll this bar will float above the page and the search bar will move into this bar to be "always **be** available" to the user.

DESKTOP | HOMEPAGE



BELOW THE FOLD

As the secondary focus of the page, the featured articles will be content that attracts and peaks user’s curiosity to click and continue browsing the site.

Articles are featured in a carousel showcasing up to 6 articles based on current **happening** and high interest content happening within the region. Some however are sponsored by customers which are labelled with the Sponsored tag. Non-sponsored articles will only be labelled with the Category name tag.

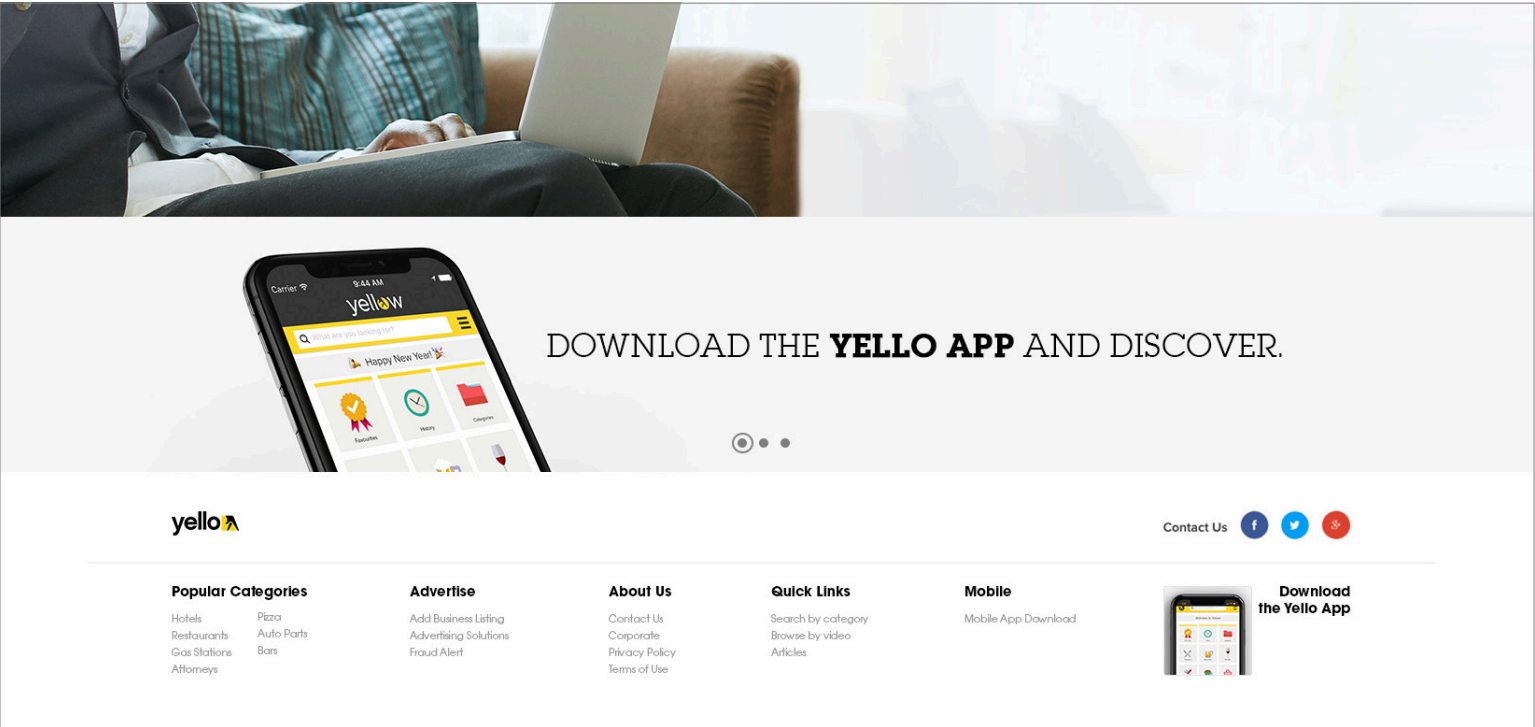
Sponsored Tag Colour: Hex #0098a9

Categories trending based on users’ search results on the site will be highlighted below the articles carousel. These categories will be depicted by coloured icons that represent the category. Clicking on the icon will take users to the SERP page for that category showing all entries.

Directly below the Trending Categories are two ad placements. The first is a static banner promoting the website services to business owners with a CTA to “List their Business”. Immediately below this is a banner ad carousel that rotates between 3 different ads that utilize the full width of the site.

Full Width Banner Ad Carousel: Page width x 275px

DESKTOP | FOOTER

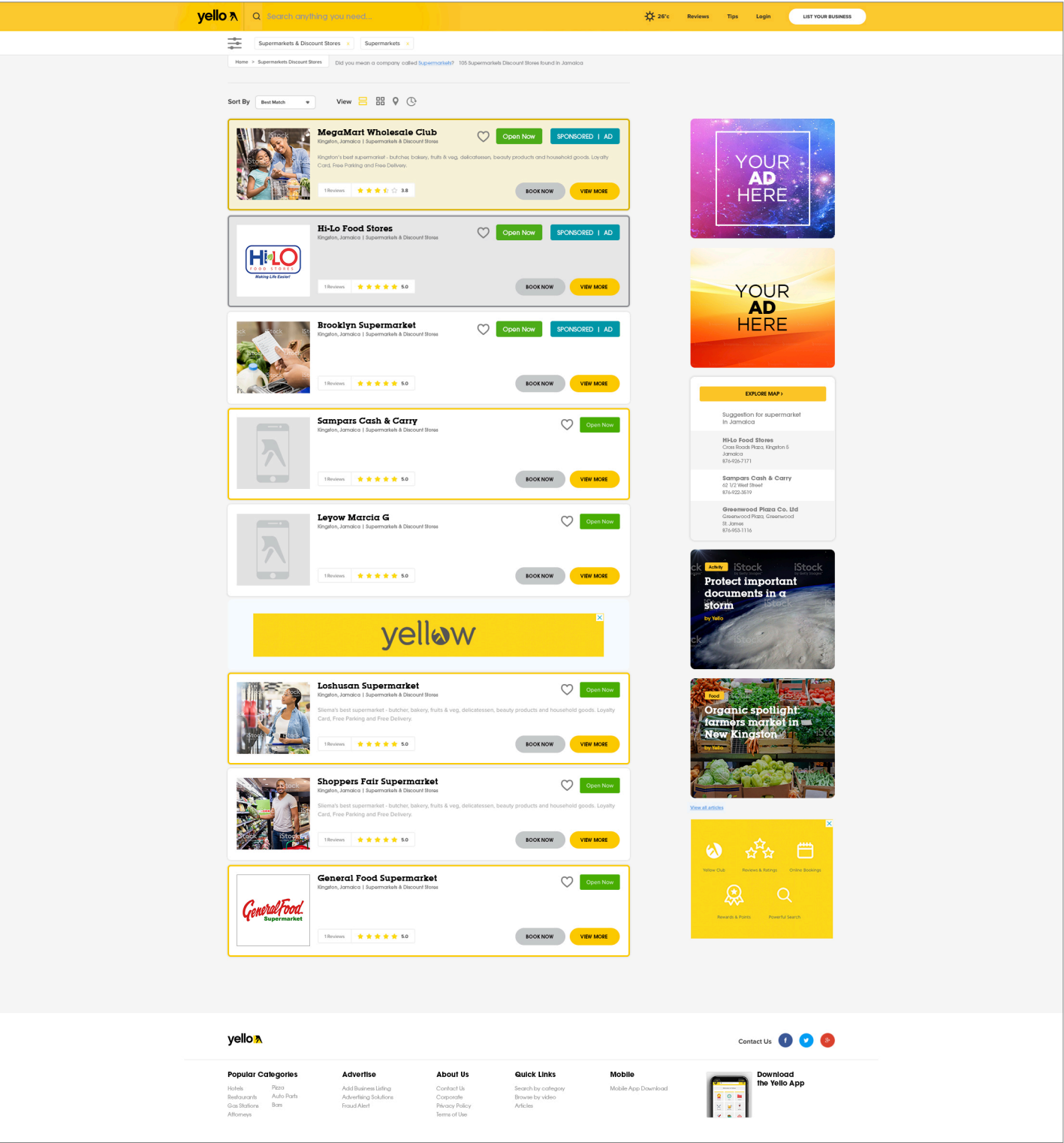


FOOTER

The footer contains all links across the website. It is split into 6 even columns across the web page with the first column listing Popular Categories, the second listing Advertising related content, the third listing About Us pages, then Quick links, Mobile related link and finally the sixth column is an ad spot showcasing the Yello Mobile App.

Banner Ad Dimensions: 250 x 200px

DESKTOP | SERP



BUSINESS SEARCH - LIST VIEW

Doing a search on the Yello website will land users on the search results page.

Search results will be ordered by priority listings (gold and silver) followed by the most relevant, closest results to the user. Each listing will be made up of a space for a company logo, the company name, tags to indicate “Open Now”, “Closed” or “Sponsored Ad”. Other items would be a star rating and a “Book Now” and “View More” button.

Gold businesses will have a gold highlight around the listing along with a light gold background and it will have a “Sponsored Ad” tag. The business logo will be an animated GIF rotating through the company logo and two company related images.

Gold Sponsor Background Colour - Hex #f9f3d9
Gold Sponsor Border Colour - Hex #d9b200

Silver listings have a silver highlight around the listing along with a light grey background and it will have a “Sponsored Ad” tag. Premium listings will have a yellow highlight around the listing and it will have a “Sponsored Ad” tag. Any other listings will have a white background and no tags.

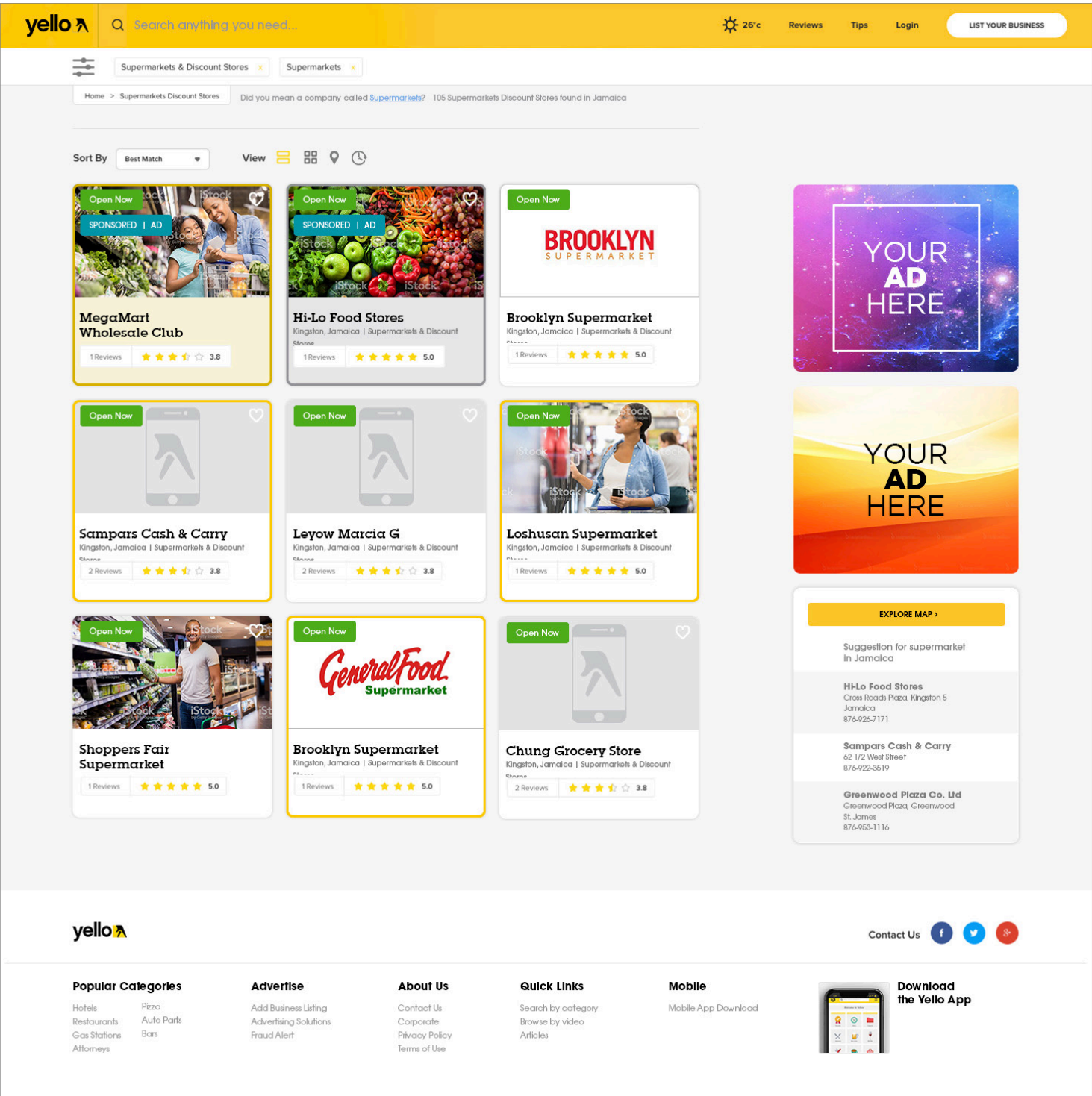
Silver Sponsor Background Colour - Hex #e6e6e8
Silver Sponsor Border Colour - Hex #939498

Premium Listing Border Colour - Hex #fdca01

If a business is currently **open**, a green “Open Now” tag will be displayed to the right of their name. If the business is closed, a red “Closed” tag will be displayed instead. The top 3 results will be sponsored spaces which are tagged with a cyan “Sponsored Ad” tag.

Sponsored Ad tag. Colour: Hex #0098a9

DESKTOP | SERP



BUSINESS SEARCH - GRID VIEW

For search results, a user can choose to switch to a Grid View by clicking the appropriate view mode icon. This view displays three results side by side at a time.

Search results will be ordered by priority listings (gold and silver) followed by the most relevant, closest results to the user. Each listing will be made up of a space for a company logo, the company name, tags to indicate “Open Now”, “Closed” or “Sponsored Ad” along with a star rating.

Gold businesses will have a gold highlight around the listing along with a light gold background and it will have a “Sponsored Ad” tag. The business logo will be an animated GIF rotating through the company logo and two company related images.

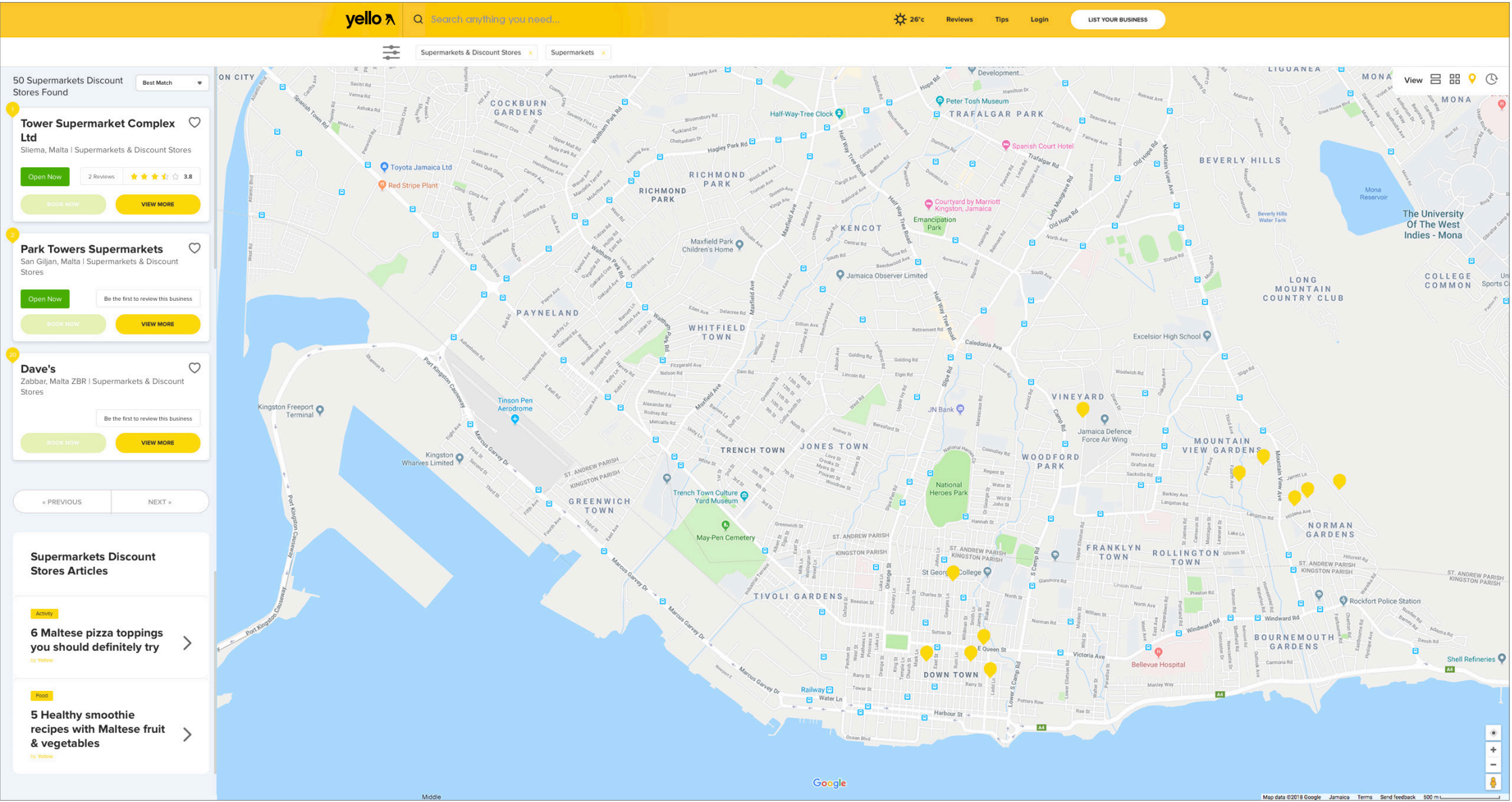
Background Colour - Hex #f9f3d9
Border Colour - Hex #d9b200

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Background Colour - Hex #e6e6e8
Border Colour - Hex #939498

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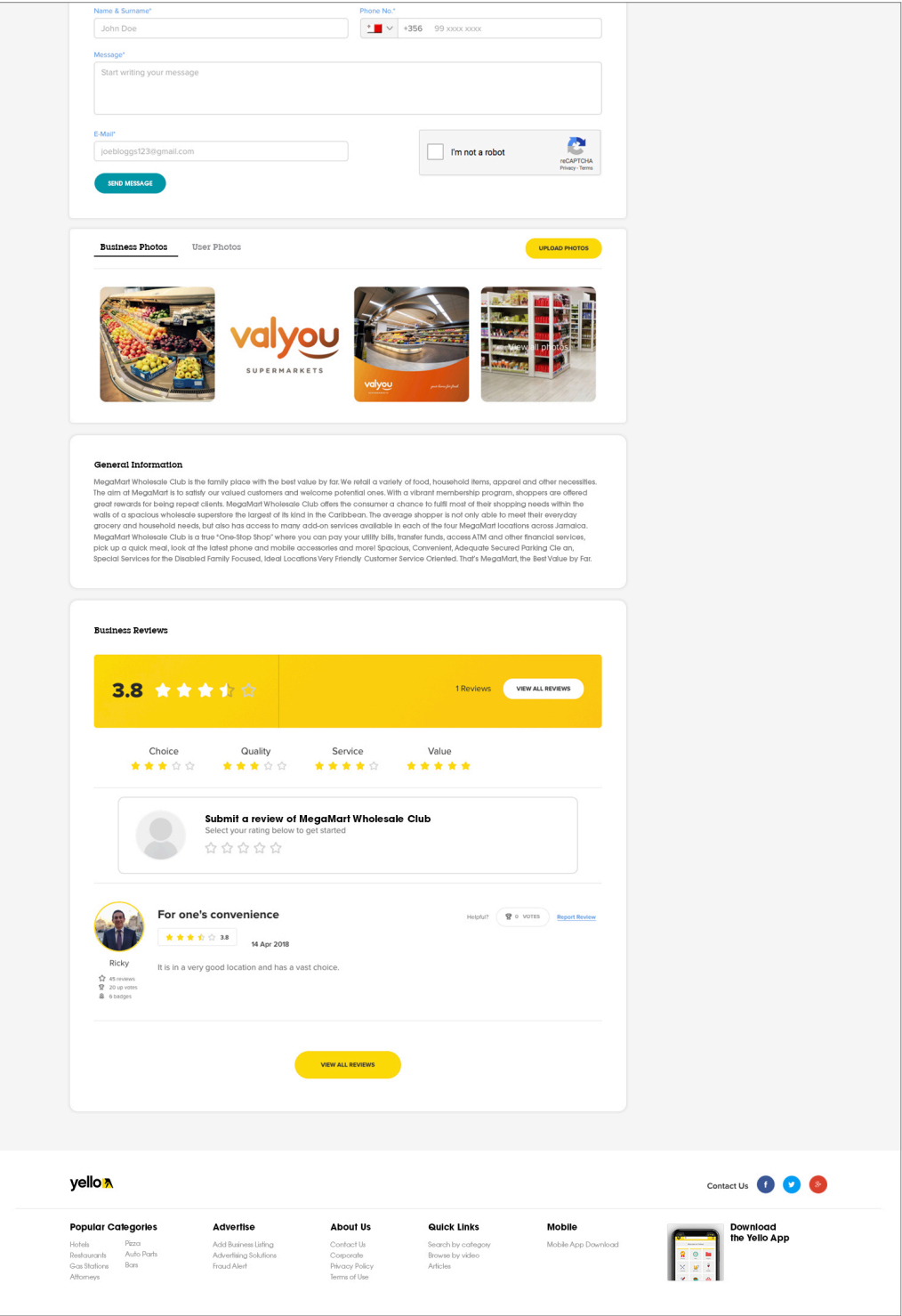
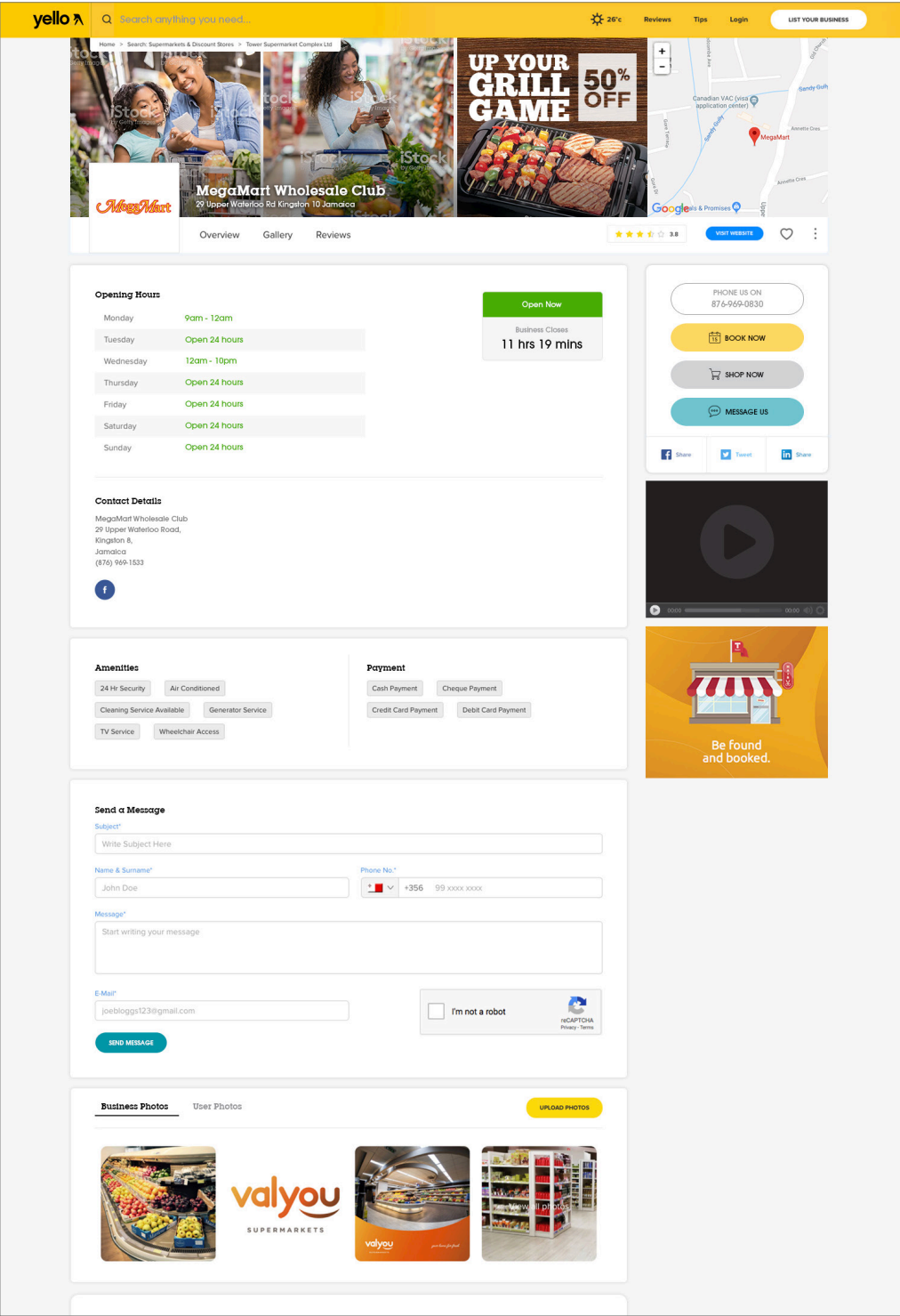
Sponsored Ad tag. Colour: Hex #0098A9



BUSINESS SEARCH - MAP VIEW

For search results, a user can choose to switch to Map View which maintains all search results with stripped down information in a left-hand scrolling panel. All paid listings are featured with a numbered pin while all free listings are shown with a generic circle.

DESKTOP | BUSINESS PROFILE



PAID PROFILE

A paid business profile displays via blocks, the opening hours, contact details, business photos and videos, as well as users can send a message or leave a review.

The page header is split into four parts. The first two are static images that the business has uploaded. The third section will be designated as an advertising section and the fourth section will be an interactive map with a pin showing the location of the business.

- Header Dimension Spilt:
- Static Image Section 1 & 2: 317px x 300px
 - Advertising Section 3: 317px x 300px
 - Map Section 4: 300px x 300px

In the right column, quick access buttons highlight contact details, book now, shop now and message us links. Links to social media are also available. Below this is a video embed for the business from YouTube and following that is a 300 x 250px ad spot.

Call Us Colour: Hex #ffffff
Book Now Colour: Hex #fed86d
Shop Now Colour: Hex #d2d3d5
Message Us Colour: Hex #73c5d0

An “Open Now” callout with a countdown to the closing time is featured in the opening hours block when a user is viewing the page during business hours. The reverse is featured with a “Closed Now” callout.

DESKTOP | ADVANCE SEARCH

yello

Search anything you need...

26°c

Reviews

Tips

Login

LIST YOUR BUSINESS

Filter Supermarkets Discount Stores

Selected Tags

Supermarkets & Discount Stores

Town

☐

Malta

☐

Gozo

☐

Attard

☐

Birgu

☐

Birkirkara

☐

Birzebbuga☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐

EXPAND TO VIEW MORE

Brands

☐

Carrefour

☐

Cral☐☐

Amenities

☐

Air Conditioned

☐

Wheelchair Access☐☐☐☐

Availability

☐

247

☐

24 hours a day☐☐☐☐☐

Delivery

☐

Malta

☐

Attard

☐

Bahar Ic-Caghaq☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐

EXPAND TO VIEW MORE

Parking

☐

Parking for Disabled

☐

Street Parking

Payment

☐

Cash

☐

Cheque Payment☐☐☐

Service

☐

After Sales Service

☐

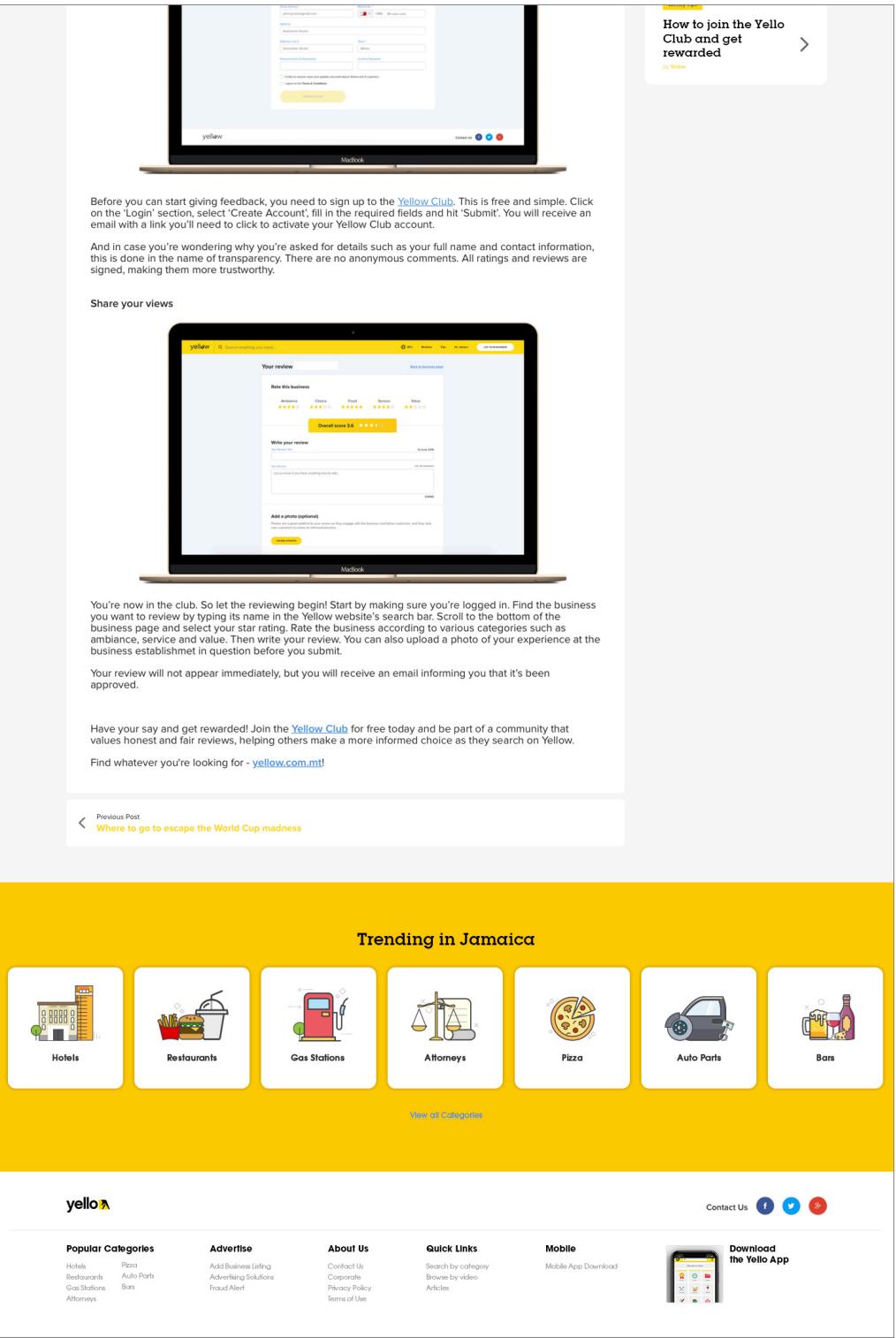
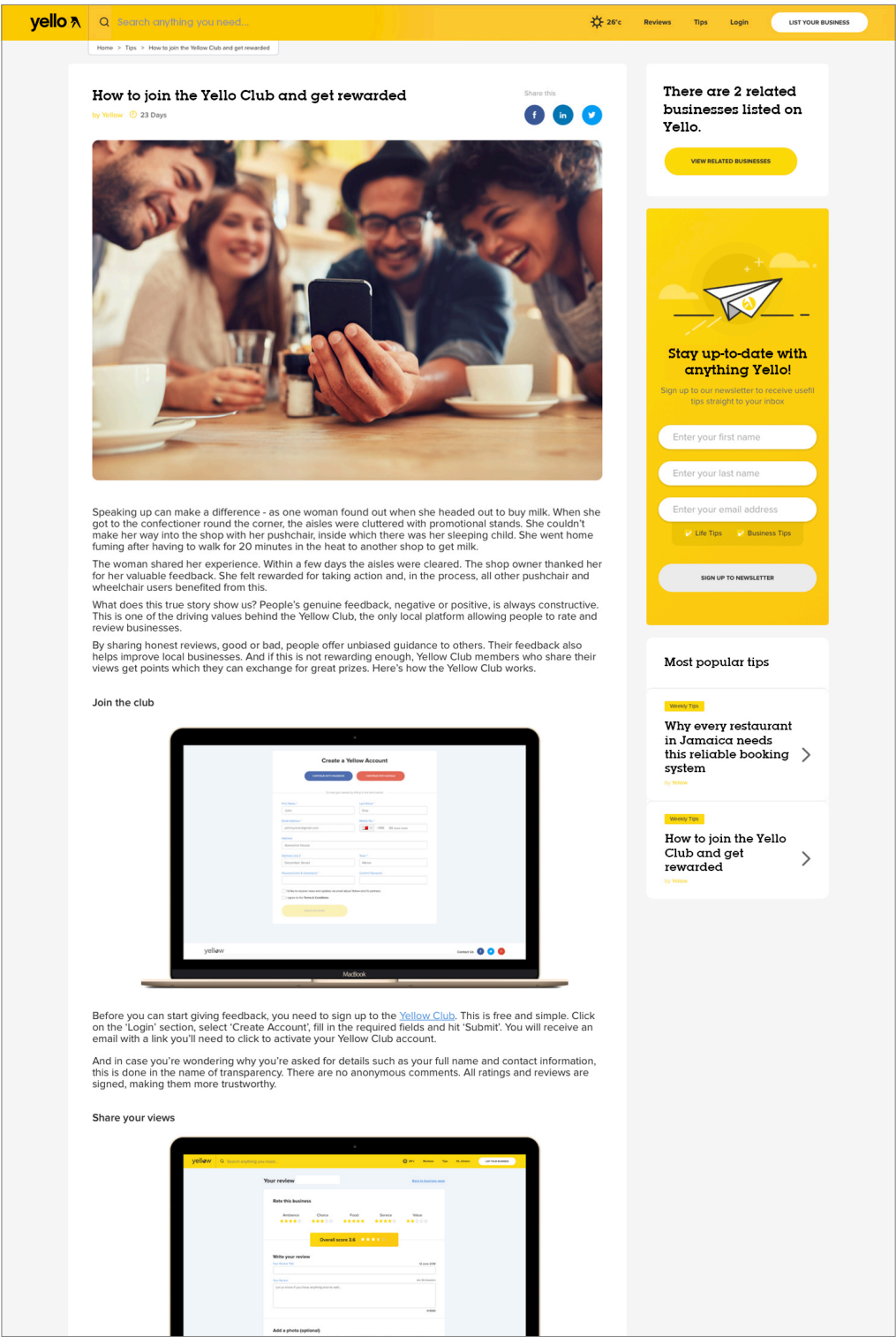
Bulk Ordering☐☐☐☐

APPLY FILTER

SEARCH BY FILTER

On this page, users will be able to refine their search by checking off the search criteria per filter type. Filters will be listed out alphabetically and all items per filter type can be included by clicking in the check box beside it.

DESKTOP | CONTENT TEMPLATE



The content template is divided into 2 columns. The main content area on the left and the side bar to the right.

SIDE BAR

This is right hand column of the content template that will allow for various modules to be displayed such as banner ads (300 x 250px), featured business listings, featured business videos and featured sponsored articles.

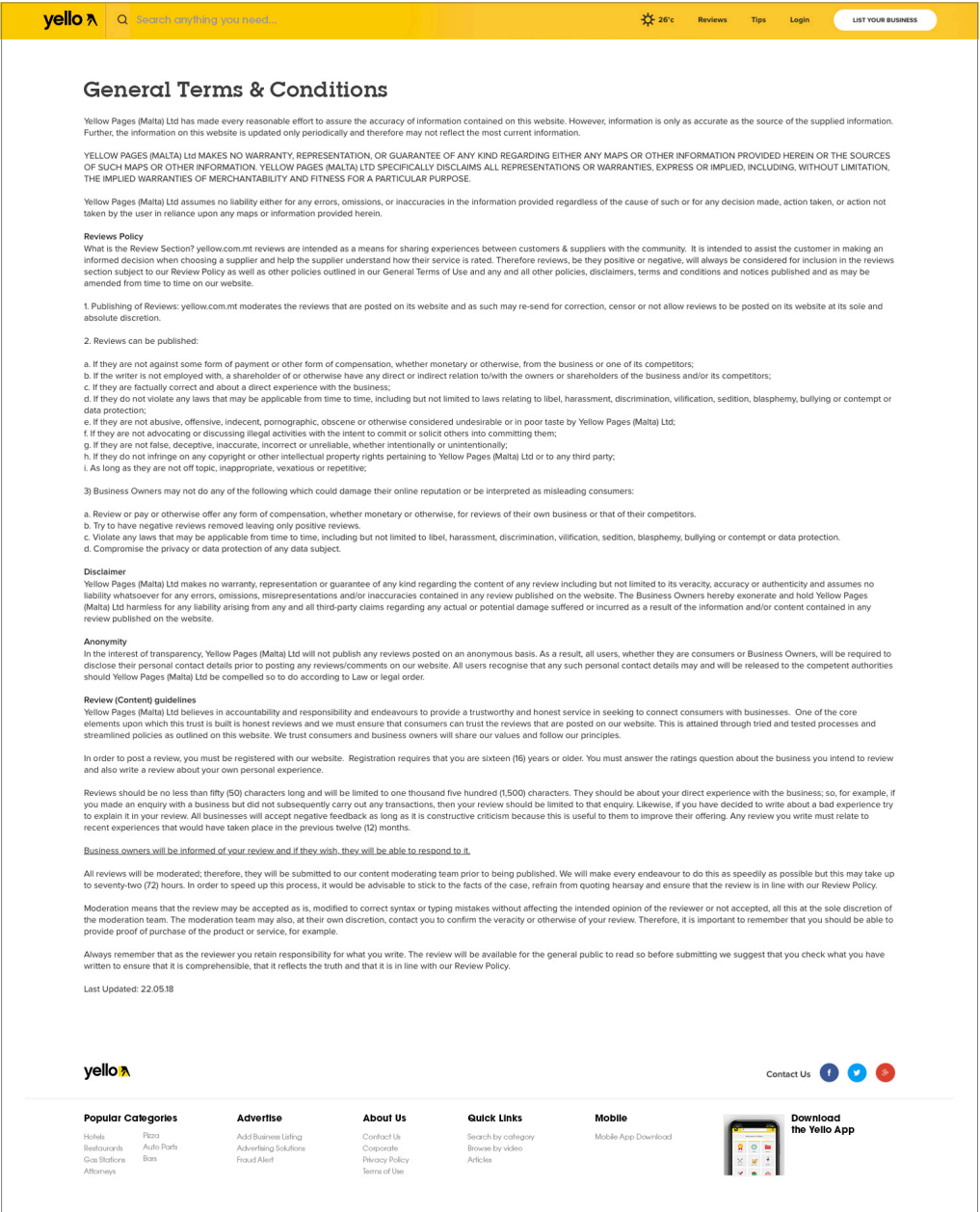
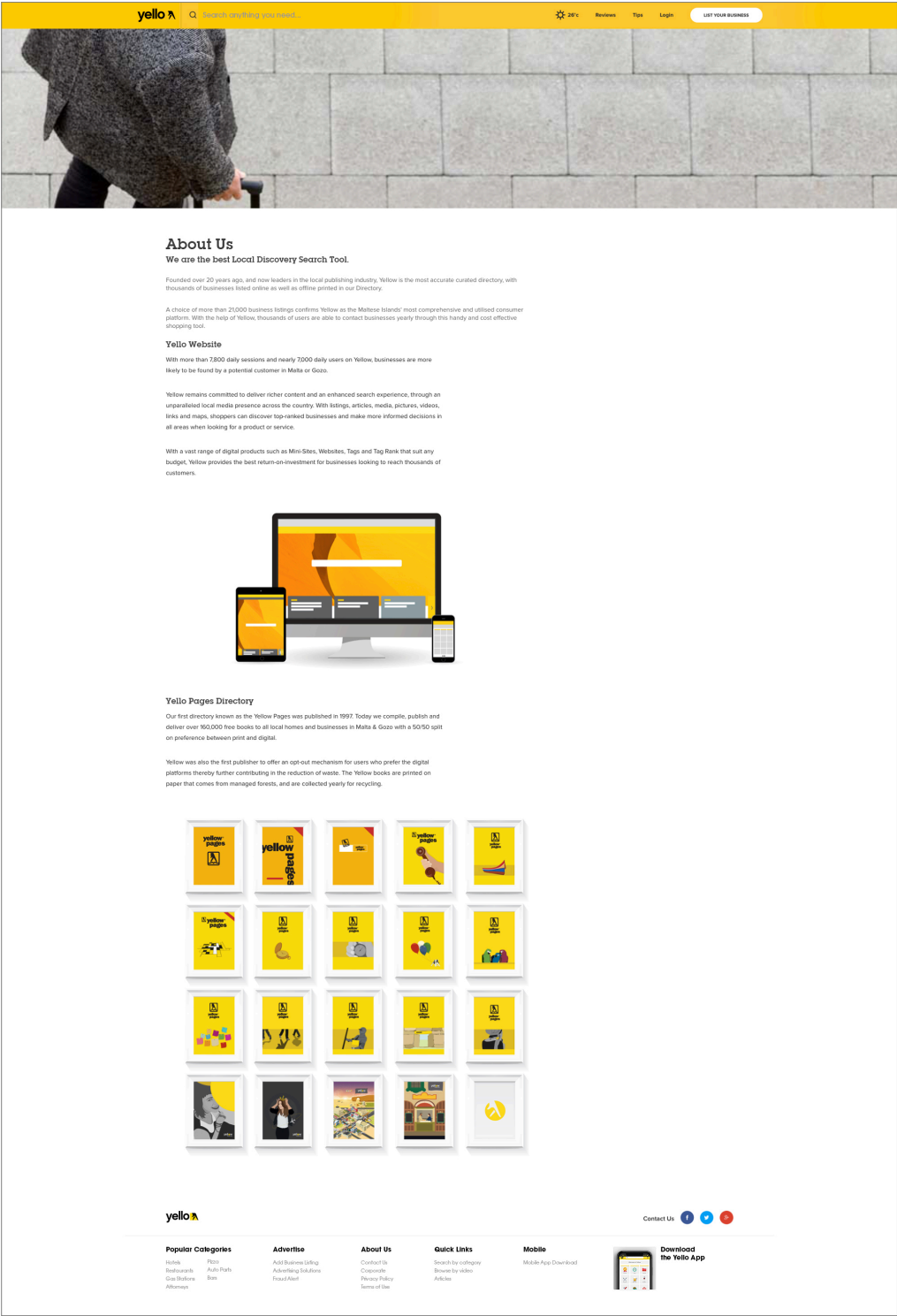
Side Bar width: 300px

CONTENT AREA

For pages like the search engine results page, business profile and articles, this area facilitates the related content for those pages with each having a custom layout for the content being displayed (see specific pages for details). Where the articles are concerned, this represents general text and image content being displayed.

All article type content pages will have a headline and can have a subhead along with videos and / or photos within the body of the content. For pages like About Us, the side bar to the right can be left empty but still keeping the content within the main content area, or the side bar can be removed so the content flows across the entire page (see Terms & Conditions page).

DESKTOP | CONTENT PAGES



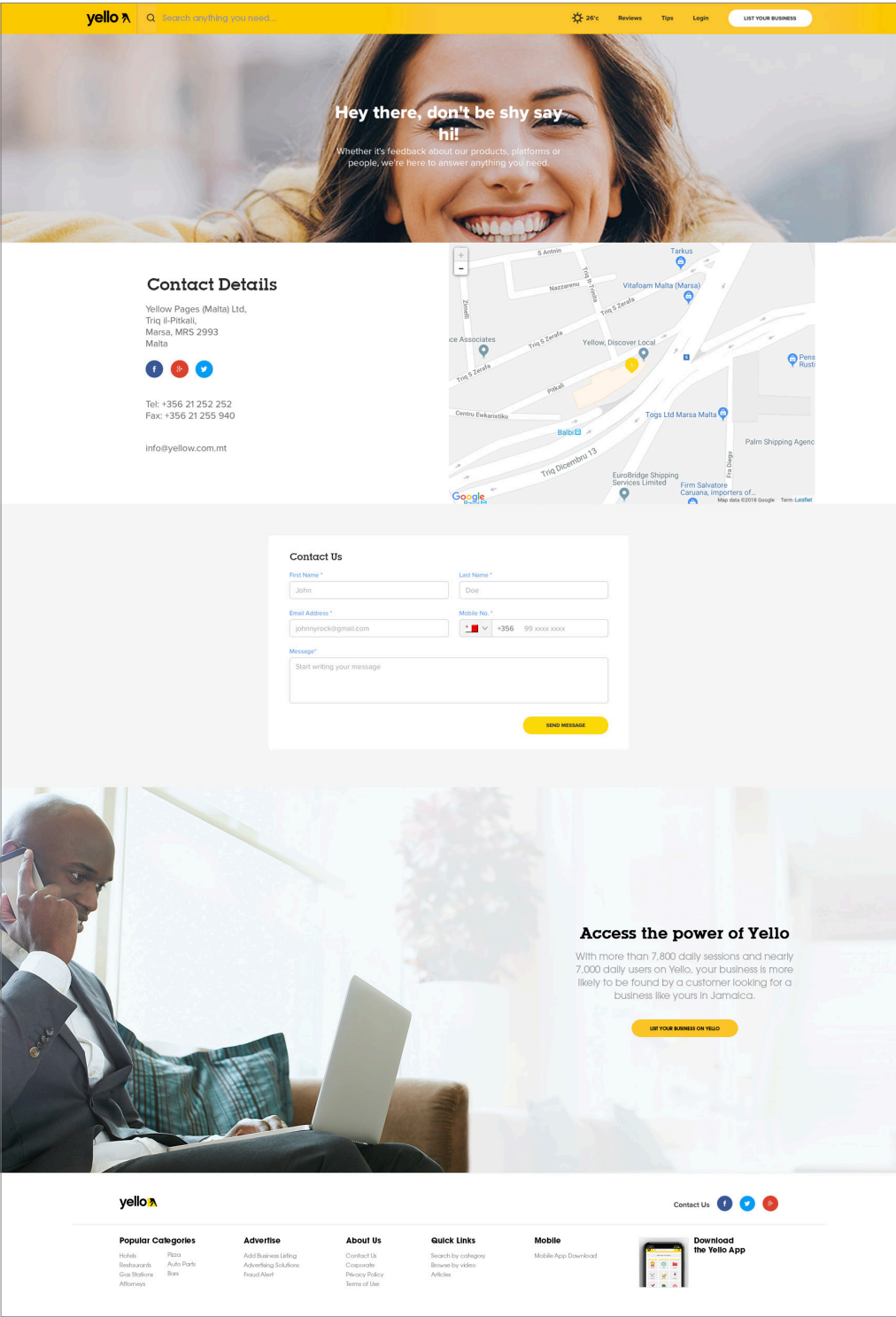
ABOUT US

About Us is treated as a basic text page with a side bar that still allows a user to print and share the page. It fits within the main content area and does not flow into the right hand column.

TERMS & CONDITIONS

Terms and Conditions is treated as a basic text page with no side bar that still allows a user to print and share the page. The content area in this case flows across the entire page including the right hand column.

DESKTOP | CONTENT PAGES

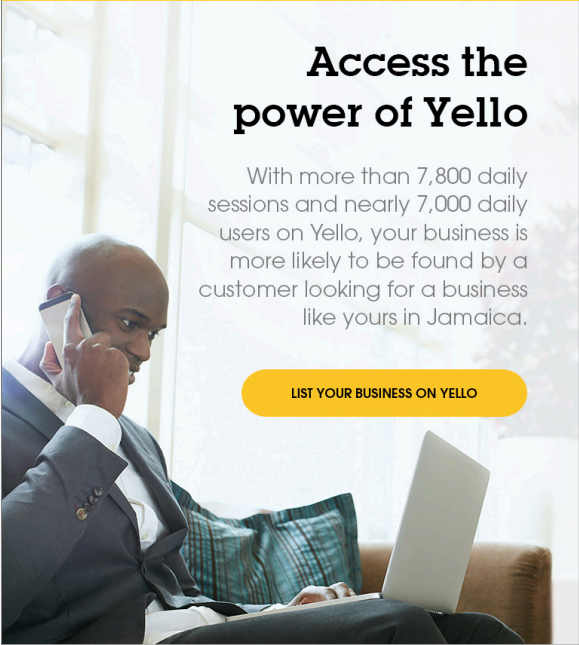
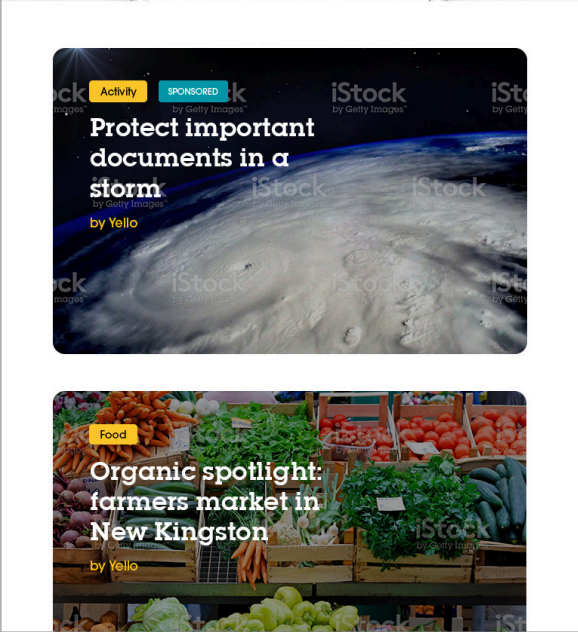
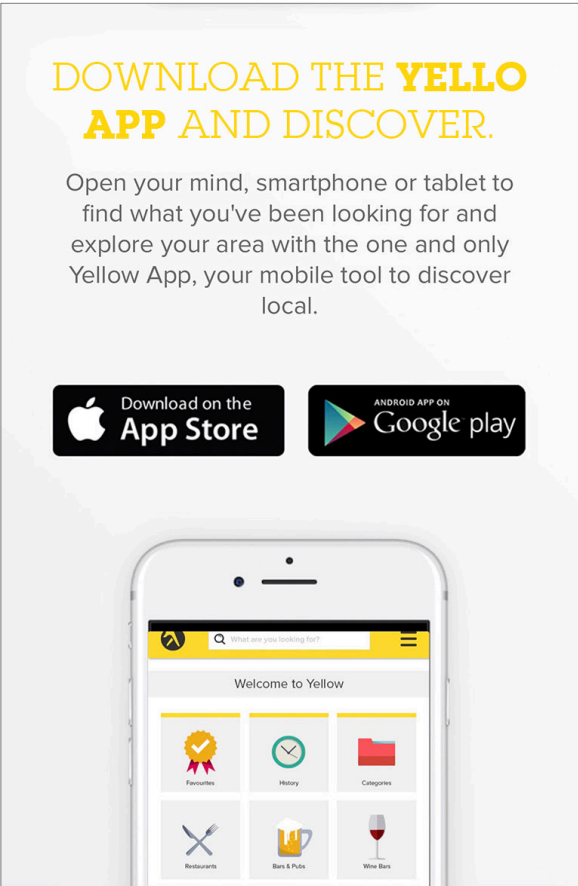
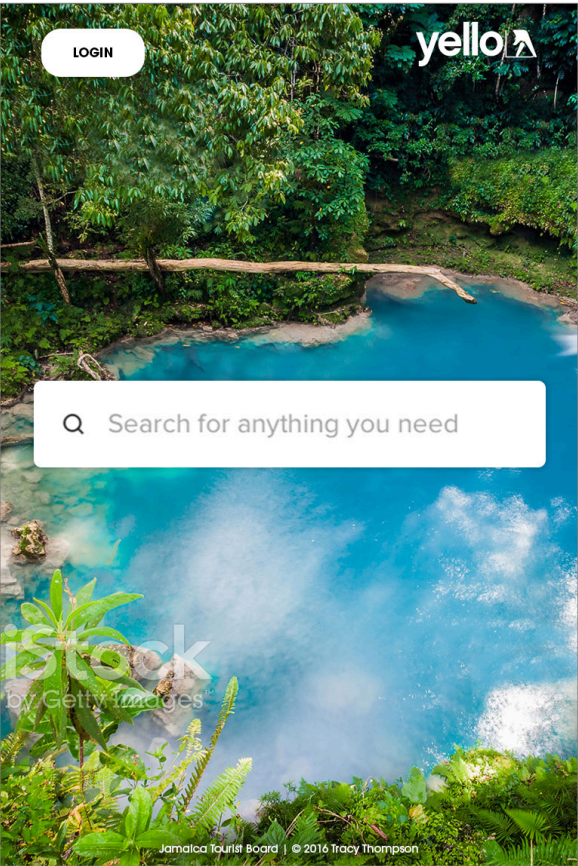


CONTACT US

Contact Us is treated as a basic text page with no side bar that still allows a user to print and share the page. Users can also click the provided text links to give feedback or to report a technical issue. Contact information for the countries page will also be provided.

SECTION 01 | PAGE TEMPLATES: MOBILE

MOBILE | HOMEPAGE



ABOVE THE FOLD

The homepage is a focused search experience where the first view is the search bar on top of a background **hero image**. This is intended to allow the user to focus on searching as it reads in the search bar, “Search for anything you need”.

We use a hero image to capture the local essence of the market the site is serving. This image is a locally authentic photo and will change based on the time of day with a day scene for daytime and a night/ evening scene for night time.

BELOW THE FOLD

For the mobile version of the site, the content blocks will be stacked with an ad for the mobile app being the first inline. This ad will take users to the relevant app store to download the mobile app. Immediately after this ad, users will see 2 **features** articles with the first one being sponsored. Sponsored articles will be labelled with a Sponsors tag and non-sponsored articles will only be labelled with the Category name tag.

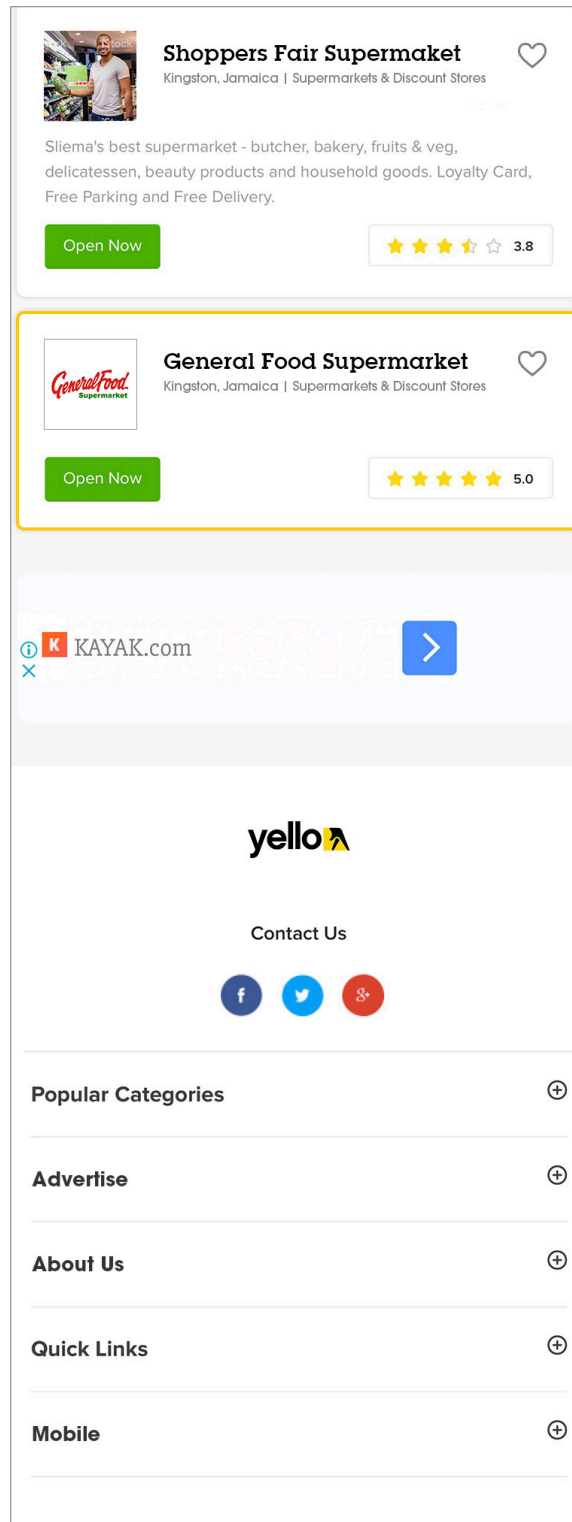
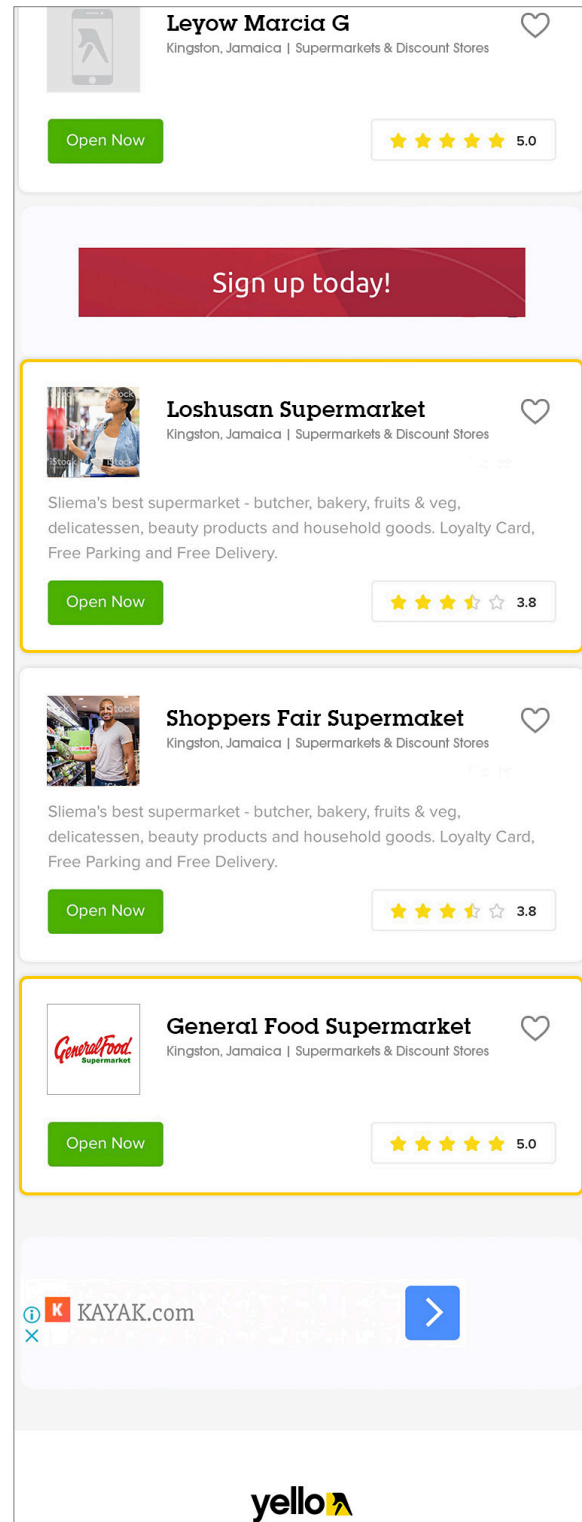
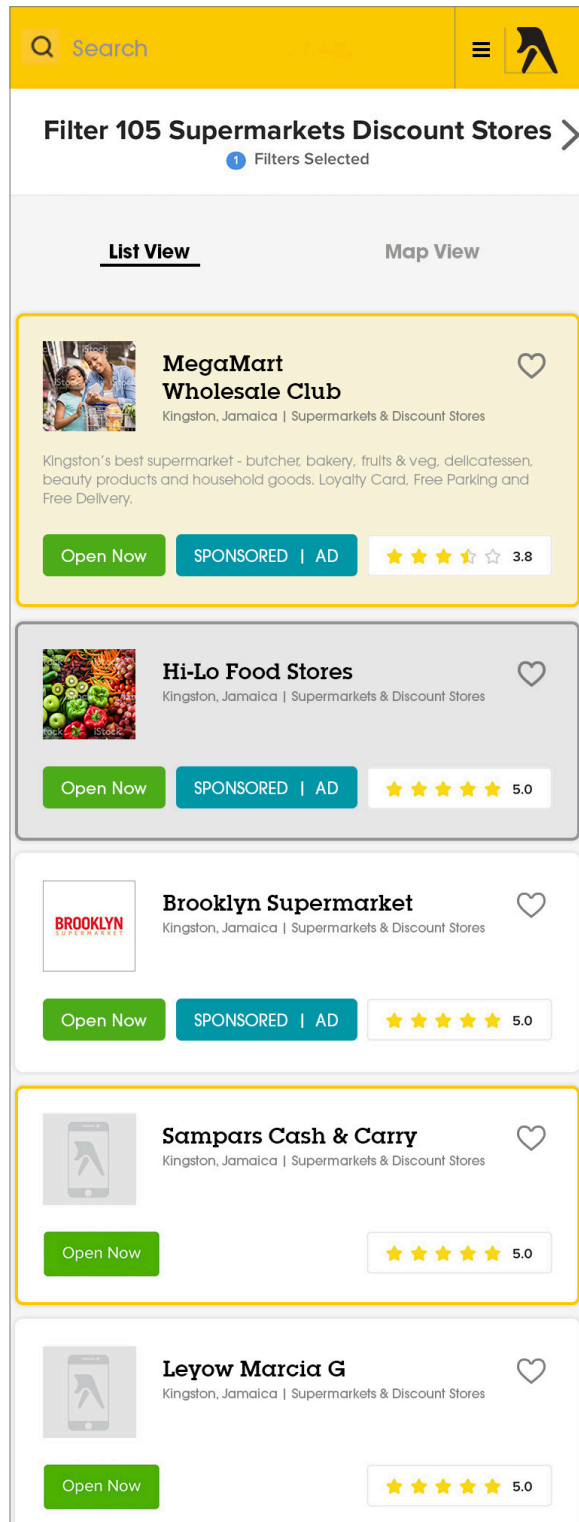
Sponsored Tag Colour: Hex #0098a9

The next block will showcase the categories trending based on the users’ search results on the site using coloured icons to depict the top 6 trending categories.

Directly below the Trending Categories are two ad placements. The first is a static banner promoting the website services to business owners with a CTA to “List their Business”. Immediately below this is a banner ad carousel that rotates between 3 different ads that utilize the full width of the site.

Full Width Banner Ad Carousel: Page width x 275px

MOBILE | SERP



BUSINESS SEARCH - LIST VIEW

On mobile view, list view is shown by default and map view is available as an option at the top of the page.

Search results will be ordered by priority listings (gold and silver) followed by the most relevant, closest results to the user. Each listing will be made up of a space for a company logo, the company name, tags to indicate “Open Now” or “Closed”, a “Sponsored Ad” label and a star rating for the business.

Gold businesses will have a gold highlight around the listing along with a light gold background and it will have a “Sponsored Ad” tag. The business logo will be an animated GIF rotating through the company logo and two company related images.

Gold Sponsor Background Colour - Hex #f9f3d9

Gold Sponsor Border Colour - Hex #d9b200

Silver listings have a silver highlight around the listing along with a light grey background and it will have a "Sponsored Ad" tag. Premium listings will have a yellow highlight around the listing and it will have a "Sponsored Ad" tag. Any other listings will have a white background and no tags.

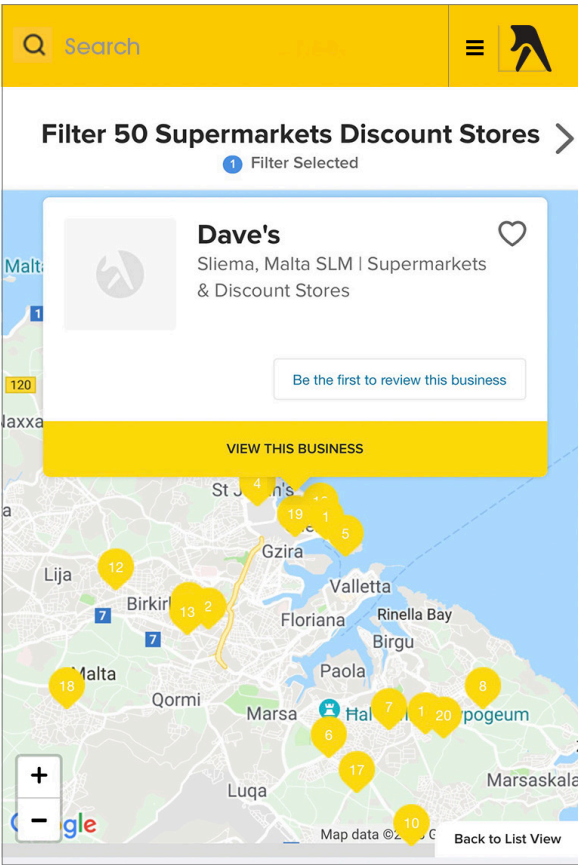
Silver Sponsor Background Colour - Hex #e6e6e8

Silver Sponsor Border Colour - Hex #939498

Premium Listing Border Colour - Hex #fdca01

If a business is currently open, a green “Open Now” tag will be displayed below the profile image. If the business is closed, a red “Closed” tag will be displayed instead. The top 3 results will be sponsored spaces which are tagged with a cyan “Sponsored Ad” tag.

Sponsored Ad tag. Colour: Hex #0098a9




MAP VIEW

Selecting map view will display an interactive map with all paid listings featured with a numbered pin while all free listings are shown with a generic circle.

Selecting a pin will pop up a modal with the business name, profile image and category along with a CTA to go to the business's profile page.

MOBILE | BUSINESS PROFILE

Search



MegaMart

MegaMart Wholesale Club

29 Upper Waterloo Rd Kingston 10 Jamaica

3.8

Overview

Gallery

Reviews

UP YOUR GRILL GAME

50% OFF

Open Now

Business Closes

11 hrs 19 mins

Opening Hours

Monday

9am - 12am

Tuesday

Open 24 hours

Wednesday

12am - 10pm

Friday

Open 24 hours

Saturday

Open 24 hours

Sunday

Open 24 hours

Contact Details

MegaMart Wholesale Club
29 Upper Waterloo Road,
Kingston 8,
Jamaica
(876) 969-1533

VISIT WEBSITE

VIEW ON MAP

f

f Share

Twitter

Share

Amenities

24 Hr Security

Air Conditioned

Cleaning Service Available

Generator Service

TV Service

Wheelchair Access

Payment

Cash Payment

Cheque Payment

Credit Card Payment

Debit Card Payment

Send a Message

Subject*

Write Subject Here

Name & Surname*

John Doe

Phone No.*

+356 99 xxxx xxxx

Message*

Start writing your message

E-Mail*

joebloggs123@gmail.com

☐

I'm not a robot


reCAPTCHA

Privacy - Terms

SEND MESSAGE

Business Photos

User Photos



PAID PROFILE

A paid business mobile profile displays via blocks which are stacked with the opening hours, contact details, business photos and videos, as well as users can send a message or leave a review.

The page header contains a main static image with the business logo overlaying it. Below this is the business name, address and star rating followed by the menu for the business profile page.

Before the Opening Hours block, a 320 x 50px ad spot which is associated with the Desktop Profile header ad.

An “Open Now” callout with a countdown to the closing time is featured in the opening hours block when a user is viewing the page during business hours. The reverse is featured with a “Closed Now” callout.

The video from the Desktop Profile right hand column will be placed after the Opening Hours block. This is an embed code from YouTube.

yellow

Confidential | 19

MOBILE | BUSINESS PROFILE

UPLOAD PHOTOS

General Information

MegaMart Wholesale Club is the family place with the best value by far. We retail a variety of food, household items, apparel and other necessities. The aim at MegaMart is to satisfy our valued customers and welcome potential ones. With a vibrant membership program, shoppers are offered great rewards for being repeat clients. MegaMart Wholesale Club offers the consumer a chance to fulfil most of their shopping needs within the walls of a spacious wholesale superstore the largest of its kind in the Caribbean. The average shopper is not only able to meet their everyday grocery and household needs, but also has access to many add-on services available in each of the four MegaMart locations across Jamaica. MegaMart Wholesale Club is a true "One-Stop Shop" where you can pay your utility bills, transfer funds, access ATM and other financial services, pick up a quick meal, look at the latest phone and mobile accessories and more! Spacious, Convenient, Adequate Secured Parking Cle an, Special Services for the Disabled Family Focused, Ideal Locations Very Friendly Customer Service Oriented. That's MegaMart, the Best Value by Far.

Business Reviews

3.8

★ ★ ★ ★ ☆

[Show all parameters](#)

Submit a review of MegaMart Wholesale Club

Select your rating below to get started

Select your rating below to get started

★ ★ ★ ★ ☆

N

Nathaniel

★ 9 reviews 2 up votes 5 badges

Great supermarket

★ ★ ★ ★ ☆ 3.8

15 Jul 2018

It is in a very good location and has a vast choice.

Ricky

★ 45 reviews 33 up votes 6 badges

For one's convenience

★ ★ ★ ★ ☆ 3.8

14 Apr 2018

It is in a very good location and has a vast choice.

VIEW ALL REVIEWS

yello

Contact Us

Ricky

★ 45 reviews 33 up votes 6 badges

For one's convenience

★ ★ ★ ★ ☆ 3.8

14 Apr 2018

It is in a very good location and has a vast choice.

VIEW ALL REVIEWS

yello

Contact Us

f t g+

Popular Categories

Advertise

About Us

Quick Links

Mobile

Book Now

Message Us

Phone Us

SCROLLING

When scrolling beyond the top header of the business profile page, the phone number and 'get directions' CTA will become fixed to the nav.

MOBILE | ADVANCED SEARCH

Search

Filter Supermarkets Discount Stores

Town

View All

Malta

Gozo

Attard

Birgu

Birkirkara

Birzebbuga

Bugibba

Burmarrad

Brands

View All

Carrefour

Crai

Kodak

Prime

Amenities

View All

Air Conditioned

Wheelchair Access

24 Hr Security

Cleaning Service

Generator Service

TV

Availability

View All

247

24 hours a day

By Appointment

Open Saturday

Open Saturday Afternoon

Open Sunday

Open till late

Delivery

View All

Malta

Attard

Bahar Ic-Caghaq

Bahrija

Balzan

Birgu

Birkirkara

Birzebbuga

CANCEL

CLEAR ALL FILTERS

SEARCH BY FILTER

On this page, users will be able to refine their search by checking off the search criteria per filter type. Filters will be listed out alphabetically and all items per filter type can be included by selecting the tag.


MOBILE | CONTENT TEMPLATE

Q Search

How to join the Yello Club and get rewarded

by Yellow 24 Days

Share this



Speaking up can make a difference - as one woman found out when she headed out to buy milk. When she got to the confectioner round the corner, the aisles were cluttered with promotional stands. She couldn't make her way into the shop with her pushchair, inside which there was her sleeping child. She went home fuming after having to walk for 20 minutes in the heat to another shop to get milk.

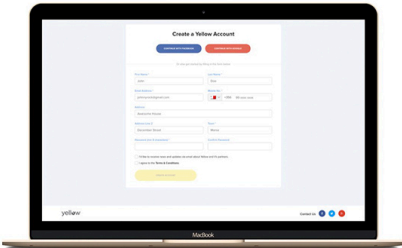
The woman shared her experience. Within a few days the aisles were cleared. The shop owner thanked her for her valuable feedback. She felt rewarded for taking action and, in the process, all other pushchair and wheelchair users benefited from this.

What does this true story show us? People's genuine feedback, negative or positive, is always constructive. This is one of the driving values behind the Yellow Club, the only local platform allowing people to rate and review businesses.

By sharing honest reviews, good or bad, people offer unbiased guidance to others. Their feedback also helps improve local

businesses. And if this is not rewarding enough, Yellow Club members who share their views get points which they can exchange for great prizes. Here's how the Yellow Club works.

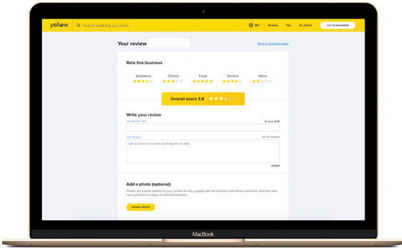
Join the club



Before you can start giving feedback, you need to sign up to the [Yellow Club](#). This is free and simple. Click on the 'Login' section, select 'Create Account', fill in the required fields and hit 'Submit'. You will receive an email with a link you'll need to click to activate your Yellow Club account.

And in case you're wondering why you're asked for details such as your full name and contact information, this is done in the name of transparency. There are no anonymous comments. All ratings and reviews are signed, making them more trustworthy.

Share your views

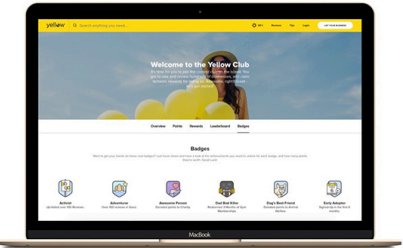


You're now in the club. So let the reviewing begin! Start by making sure you're logged in. Find the business you want to review by typing its name in the Yellow website's search bar. Scroll to the bottom of the business page and select your star rating. Rate the business according to various categories such as ambiance, service and value. Then write your review. You can also

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Your review will not appear immediately, but you will receive an email informing you that it's been approved.

Collect points and badges



You will be rewarded for taking the time to leave your honest feedback. And the more you share, the more [points](#) you get. There are many ways to collect points - completing your profile, rating and reviewing businesses, suggesting updates to details on an existing business listing, uploading photos or upvoting (liking) other reviews.

Different actions lead to the unlocking of badges worth points. For example, if you're the first to review a business, you get a 'Firestarter' badge. For writing over 100 reviews, you unlock the 'Keyboard Warrior' title. The person with the most points gets to the top of the [Leaderboard](#), and staying there for a month leads you to earn the 'King of the Hill' badge.

Redeem your rewards

For pages like the search engine results page, business profile and articles, this content is facilitated on one continuous page scroll where all content is displayed.

All mobile content pages will have a headline and can have a subhead along with videos and/or photos within the body of the content, this includes specific pages like About Us, Terms and Conditions and Contact Us.

MOBILE | CONTENT TEMPLATE

Q Search

≡

General Terms & Conditions

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Reviews Policy

What is the Review Section? yellow.com.mt reviews are intended as a means for sharing experiences between customers & suppliers with the community. It is intended to assist the customer in making an informed decision when choosing a supplier and help the supplier understand how their service is rated. Therefore reviews, be they positive or negative, will always be considered for inclusion in the reviews section subject to our Review Policy as well as other policies outlined in our General Terms of Use and any and all other policies, disclaimers, terms and conditions and notices published and as may be amended from time to time on our website.

1. Publishing of Reviews: yellow.com.mt moderates the reviews that are posted on its website and as such may re-send for correction, censor or not allow reviews to be posted on its website at its sole and absolute discretion.

2. Reviews can be published:

published. We will make every endeavour to do this as speedily as possible but this may take up to seventy-two (72) hours. In order to speed up this process, it would be advisable to stick to the facts of the case, refrain from quoting hearsay and ensure that the review is in line with our Review Policy.

Moderation means that the review may be accepted as is, modified to correct syntax or typing mistakes without affecting the intended opinion of the reviewer or not accepted, all this at the sole discretion of the moderation team. The moderation team may also, at their own discretion, contact you to confirm the veracity or otherwise of your review. Therefore, it is important to remember that you should be able to provide proof of purchase of the product or service, for example.

Always remember that as the reviewer you retain responsibility for what you write. The review will be available for the general public to read so before submitting we suggest that you check what you have written to ensure that it is comprehensible, that it reflects the truth and that it is in line with our Review Policy.

Last Updated: 22.05.18

yellow

Contact Us

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Popular Categories

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Advertise

+

About Us

+

Quick Links


+

Mobile

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Q Search

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About Us

We are the best Local Discovery Search Tool.

Founded over 20 years ago, and now leaders in the local publishing industry, Yellow is the most accurate curated directory, with thousands of businesses listed online as well as offline printed in our Directory.

A choice of more than 21,000 business listings confirms Yellow as the Maltese Islands' most comprehensive and utilised consumer platform. With the help of Yellow, thousands of users are able to contact businesses yearly through this handy and cost effective shopping tool.


Yello Website

With more than 7,800 daily sessions and nearly 7,000 daily users on Yellow, businesses are more likely to be found by a potential customer in Malta or Gozo.

Yellow remains committed to deliver richer content and an enhanced search experience, through an unparalleled local media presence across the country. With listings, articles, media, pictures, videos, links and maps, shoppers

local media presence across the country. With listings, articles, media, pictures, videos, links and maps, shoppers can discover top-ranked businesses and make more informed decisions in all areas when looking for a product or service.

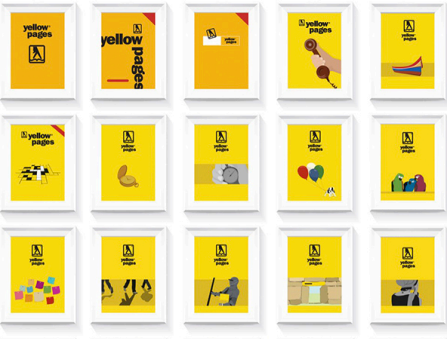
With a vast range of digital products such as Mini-Sites, Websites, Tags and Tag Rank that suit any budget, Yellow provides the best return-on-investment for businesses looking to reach thousands of customers.



Yello Pages Directory

Our first directory known as the Yellow Pages was published in 1997. Today we compile, publish and deliver over 160,000 free books to all local homes and businesses in Malta & Gozo with a 50/50 split on preference between print and digital.

Yellow was also the first publisher to offer an opt-out mechanism for users who prefer the digital platforms thereby further contributing in the reduction of waste. The Yellow books are printed on paper that comes from managed forests, and are collected yearly for recycling.



TERMS & CONDITIONS

Terms and Conditions is treated as a basic text page that allows a user to print and share the page.

ABOUT US

About Us is treated as a basic text page that still allows a user to print and share the page.

MOBILE | CONTACT US

Search

Hey there,
don't be shy
say hi!

Whether it's feedback about our products, platforms or people, we're here to answer anything you need.

Contact Details

Yellow Pages (Malta) Ltd,
Triq il-Pitkali,
Marsa, MRS 2993
Malta

f

g+

t

Tel: [+356 21 252 252](tel:+35621252252)
Fax: [+356 21 255 940](tel:+35621255940)

info@yellow.com.mt

Contact Us

Contact Us

First Name *

John

Last Name *

Doe

Email Address *

johnnyrock@gmail.com

Mobile No. *

+356

99 xxxx xxxx

Message*

Start writing your message

SEND MESSAGE

Access the
power of Yello

With more than 7,800 daily sessions and nearly 7,000 daily users on Yello, your business is more likely to be found by a customer looking for a business like yours in Jamaica.

LIST YOUR BUSINESS ON YELLO

yello

Contact Us

f

t

g+

Popular Categories

Advertise

About Us

Quick Links

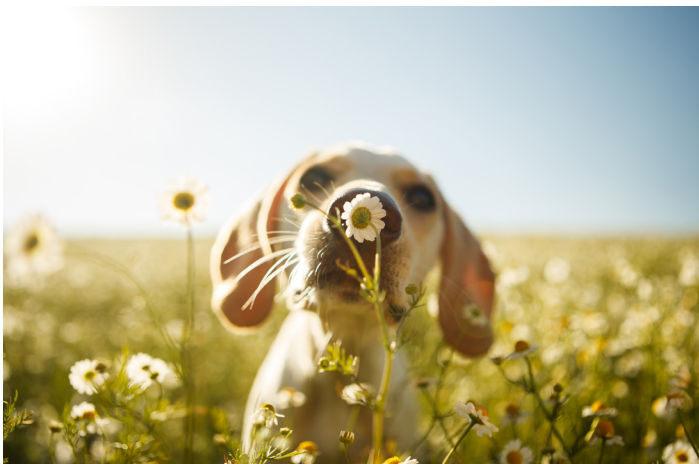
Mobile

CONTACT US

Contact Us is treated as a basic text page that allows a user to print and share the page. Users can also click the provided text links to give feedback or to report a technical issue. Contact information for the countries page will also be provided.

SECTION 02 | GLOBAL ELEMENTS

GLOBAL ELEMENTS | IMAGERY



SELECTING HOMEPAGE IMAGES

These images are used to **the** locate the site within a market for the user. In selecting these images they should depict some landscape or landmark or a person or people from within the market to achieve this.

Given that this image is the first visual a user will see, here are some considerations when selecting the images:

- High Contrast
- High quality image
- Professional look
- Depicts only positive moods
- Natural poses without looking straight into the camera
- Orientation must be landscape for Desktop
- Can be cropped from the left and right and not lose the visual impact and composition (for mobile mode)

Note that each homepage requires two images. One for day time and one for evening /night time.

S Q U A R E S E R I F

Book

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Medium

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9

PRINT FONT:
LUBALIN GRAPH

REPLACEMENT FOR WEB:
SQUARE SERIF

The web font replacement for ITC Lubalin Graph Std will be Square Serif as it nearly has all the same features.

DOWNLOAD LINK:
<http://fontsgEEK.com/-fontS/Square-Serif>

PRINT FONT:
ITC AVANT GARDE GOTHIC

REPLACEMENT FOR WEB:
SOFIA PRO

The web font replacement for ITC Avant Garde Gothic will be Sofia Pro due to its many similarities.

DOWNLOAD LINK:
<http://legionfontS.com/fontS/-sofia-pro>

S O F I A P R O

Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Medium

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Semi-Bold
& Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

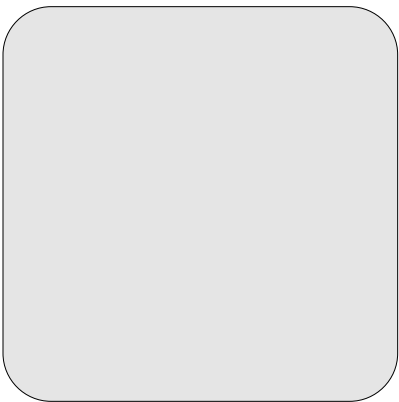
Figures

0 1 2 3 4 5 6 7 8 9

GLOBAL ELEMENTS | COLOUR PALETTE



SOFT GREY
HEX: #F6F6F6
RGB: 246, 246, 246



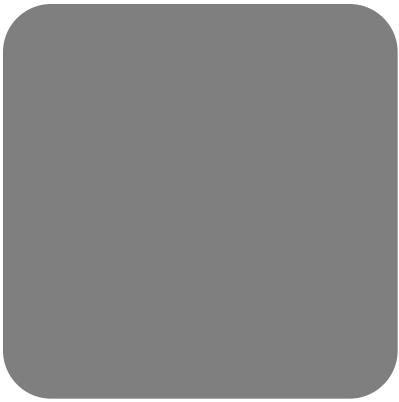
MEDIUM GREY
HEX: #E5E5E5
RGB: 229, 229, 229



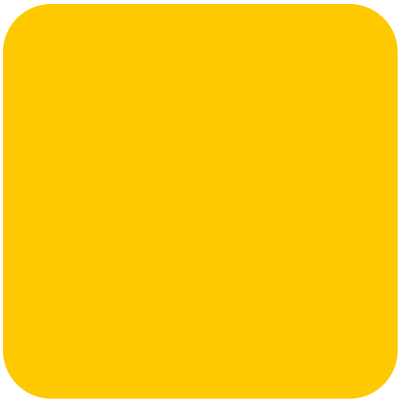
KEYLINE GREY
HEX: #C7C8CA
RGB: 199, 200, 202



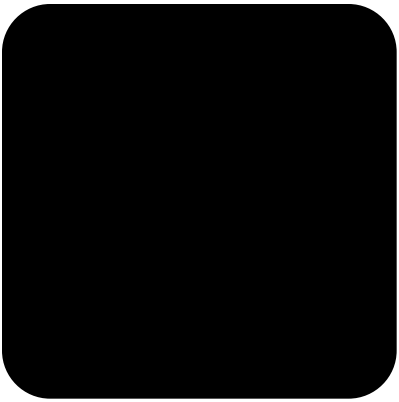
DARK GREY
HEX: #939598
RGB: 147, 149, 152



BODY COPY GREY
HEX: #7F7F7F
RGB: 127, 127, 127



YELLOW
HEX: #FEC901
RGB: 254, 201, 1



BLACK
HEX: #000000
RGB: 0, 0, 0



OCEAN BLUE
HEX: #0098A9
RGB: 0, 152, 169

WEB COLOURS

This is the main colour palette that is used throughout the Yello website. This colour palette should be represented on every page throughout the site to give the site an overall cohesiveness.

GLOBAL ELEMENTS | ICONOGRAPHY SET 1



ICONS SET 1

Icons are a secondary graphic element and should not dominate or compete with primary elements like imagery, copy or call-outs. These are used throughout the website to represent different selectable functions and applications.

For icon set 1, we utilize a 3rd party vendor, Font Awesome 5.3.1 to give us free access to 1,341 icons which are vector based, easily customize size and colour as well as keeping the icons consistent in look and feel across the site.

The icons displayed here are what have been selected for use on the Yello website and are to always be black in colour for the fill and/or outline.

GLOBAL ELEMENTS | ICONOGRAPHY SET 2



ICONS SET 2

These icons unlike those for icon set 2, will be used to represent the search categories for the Yello website and are full coloured themed based on the category. They should always remain a 1:1 ratio at 34 x 34 px.

The colours should not be altered. Icons may sit on white by themselves. When placing an icon on a coloured background, choose a colour that contrasts distinctly with the background colour.

GLOBAL ELEMENTS | BUTTONS

MAX CHARACTERS: 28

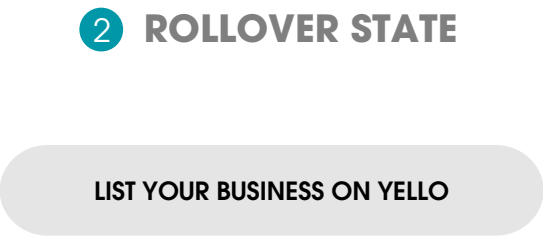
1 NORMAL STATE

Font: Sofia Pro Bold
Font Size: 10px
Line Height: 18px
Padding: 8px 22px
Border Radius: 16px
Font Colour: Black (#000000)
Margin: 15px



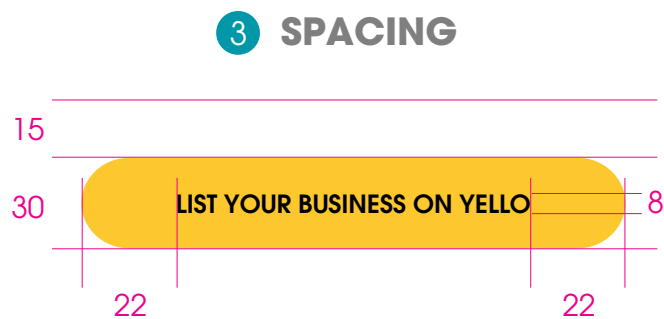
2 ROLLOVER STATE

Font: Sofia Pro Bold
Font Size: 10px
Line Height: 18px
Padding: 8px 22px
Border Radius: 16px / #E5E5E5
Font Colour: Black (#000000)
Margin: 15px



3 SPACING

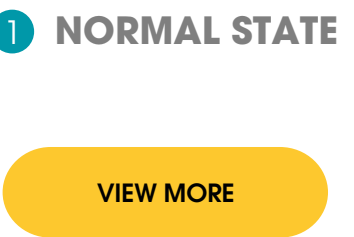
This style always has 22 px padding on the left and right of the text/chevron.



MAX CHARACTERS: 10

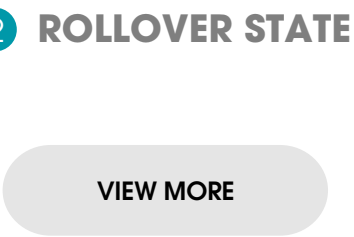
1 NORMAL STATE

Font: Sofia Pro Bold
Font Size: 10px
Line Height: 18px
Padding: 8px 22px
Border Radius: 16px
Font Colour: Black (#000000)
Margin: 15px



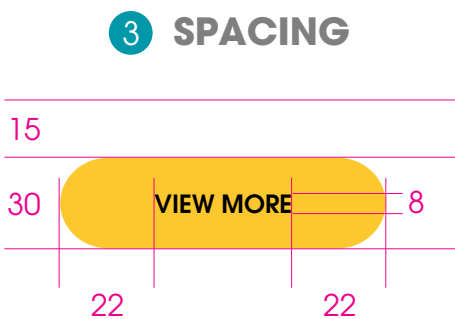
2 ROLLOVER STATE

Font: Sofia Pro Bold
Font Size: 10px
Line Height: 18px
Padding: 8px 22px
Border Radius: 16px / #E5E5E5
Font Colour: Black (#000000)
Margin: 15px



3 SPACING

This style always has 22 px padding on the left and right of the text/chevron.



GLOBAL ELEMENTS | SPACING



COMPONENT SPACE

The defined padding to the left and right between any components on the website is minimum 10 px. The same padding should be used for top and bottom padding for any component in addition to the space needed for the content design.

CONTENT SPACING

Content such as images, videos, buttons should be assigned a minimum of 20px to the top and bottom padding.

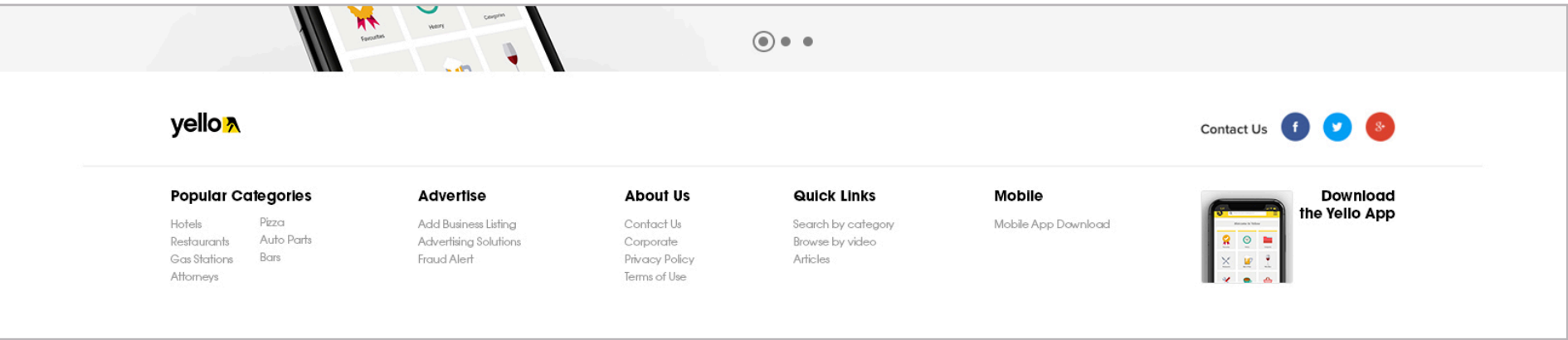
GLOBAL ELEMENTS | MENUS & LINKS

HEADER MENU



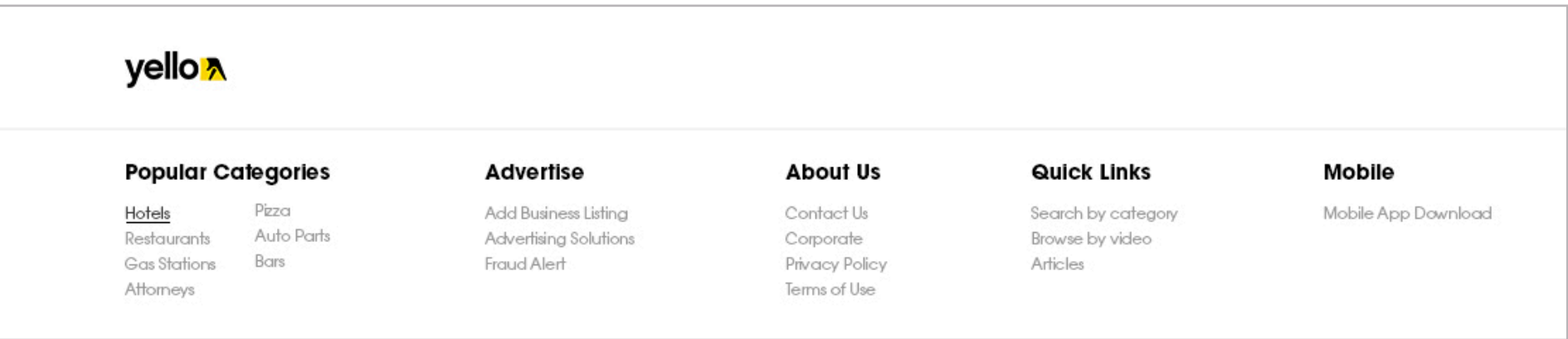
There are two menu **area** on the website. The header menu at the top of the page and the footer menu at the end. The header menu is minimal with black (Hex #000000) text, font size 12 px with no rollover.

FOOTER MENU



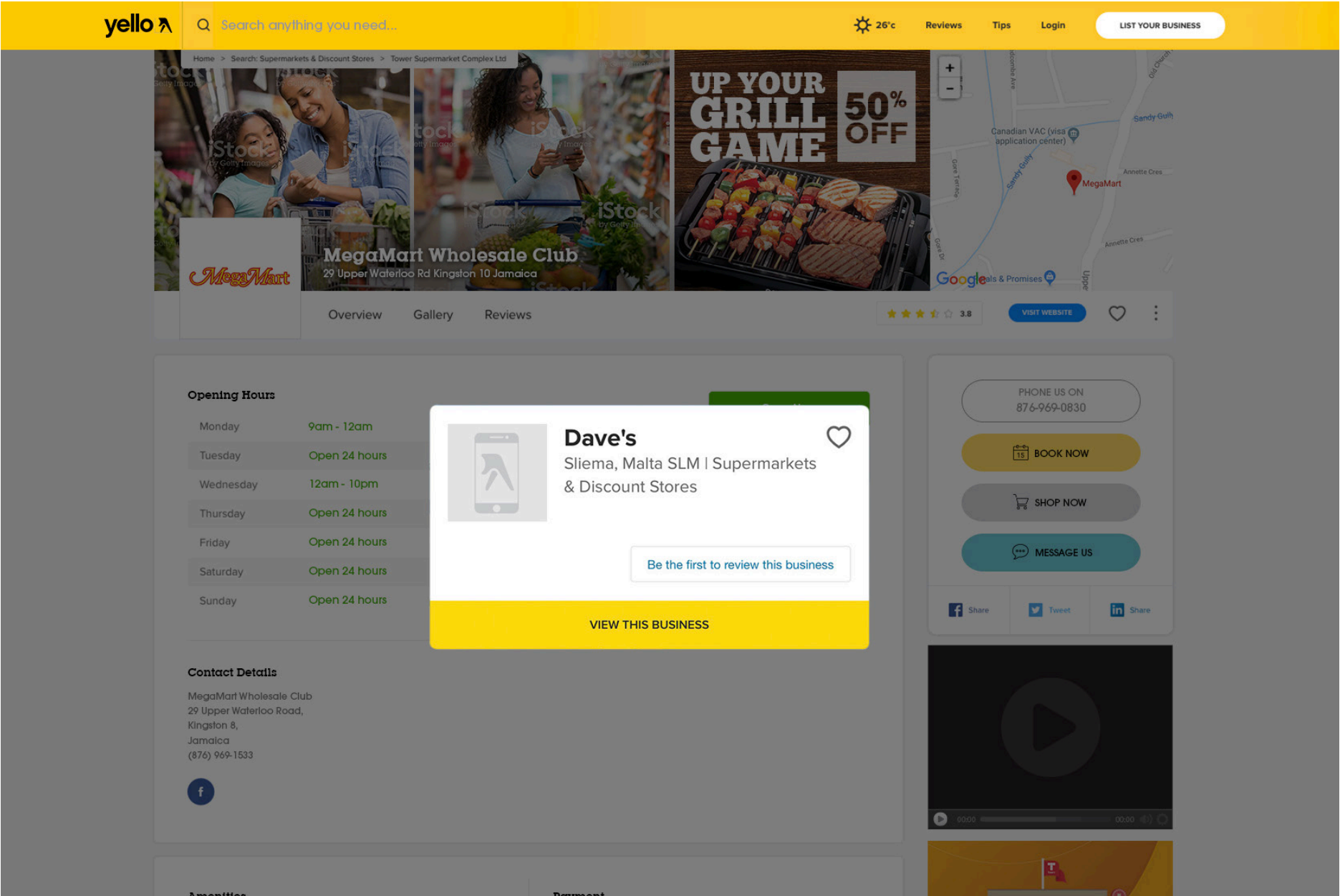
The footer menu is text with the colour Hex #9b9b9b at a font size of 12px and font weight of 400 and a line height of 18px. The rollover effect is an underline of the text to reflect and colour change to Hex #404040 on hover of the mouse.

FOOTER MENU HOVER



The header for each column in the footer menu is Hex #404040 at a font size of 16px and a font weight of 400 and a line height of 20px.

GLOBAL ELEMENTS | MODALS



Modals are popovers windows to display information related to a page without taking the user to another page. A modal is a minimum of 400 x 300px or up to 80% of the screen size covering the page with a black background at 0.4 opacity.

The margin of the modal window content is 15% from the top and centered with a padding of 20px for all sides. The background of the modal content window is white (Hex #ffffff) and a solid border colour Hex #888888 1px thick.

GLOBAL ELEMENTS | FORMS

24 Hr Security

Air Conditioned

Cleaning Service Available

Generator Service

TV Service

Wheelchair Access

Cash Payment

Cheque Payment

Credit Card Payment

Debit Card Payment

Be found and booked.

Send a Message


Subject*

Write Subject Here

Name & Surname*

John Doe

Phone No.*

+  +356 99 xxxx xxxx

Message*


Start writing your message

E-Mail*

joebloggs123@gmail.com

SEND MESSAGE

☐ I'm not a robot




reCAPTCHA


Privacy - Terms


Business Photos

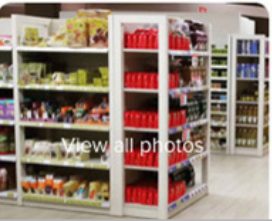
User Photos

UPLOAD PHOTOS









View all photos

All forms will be situated on white backgrounds with black text at a 12px font size, a font weight of 400 and a line height of 14px. The bottom margin for each input box label is 5px.

The input boxes will also have a white background, text colour Hex #d2d2d2 at a 14px font size with a font weight of 400 and a line height of 18px.

The borders of the input boxes are solid with a width of 1px, colour Hex #9b9b9b with 5px radius for each corner. Padding to the left and right is 11px and 8px to the top and 6px for the bottom.

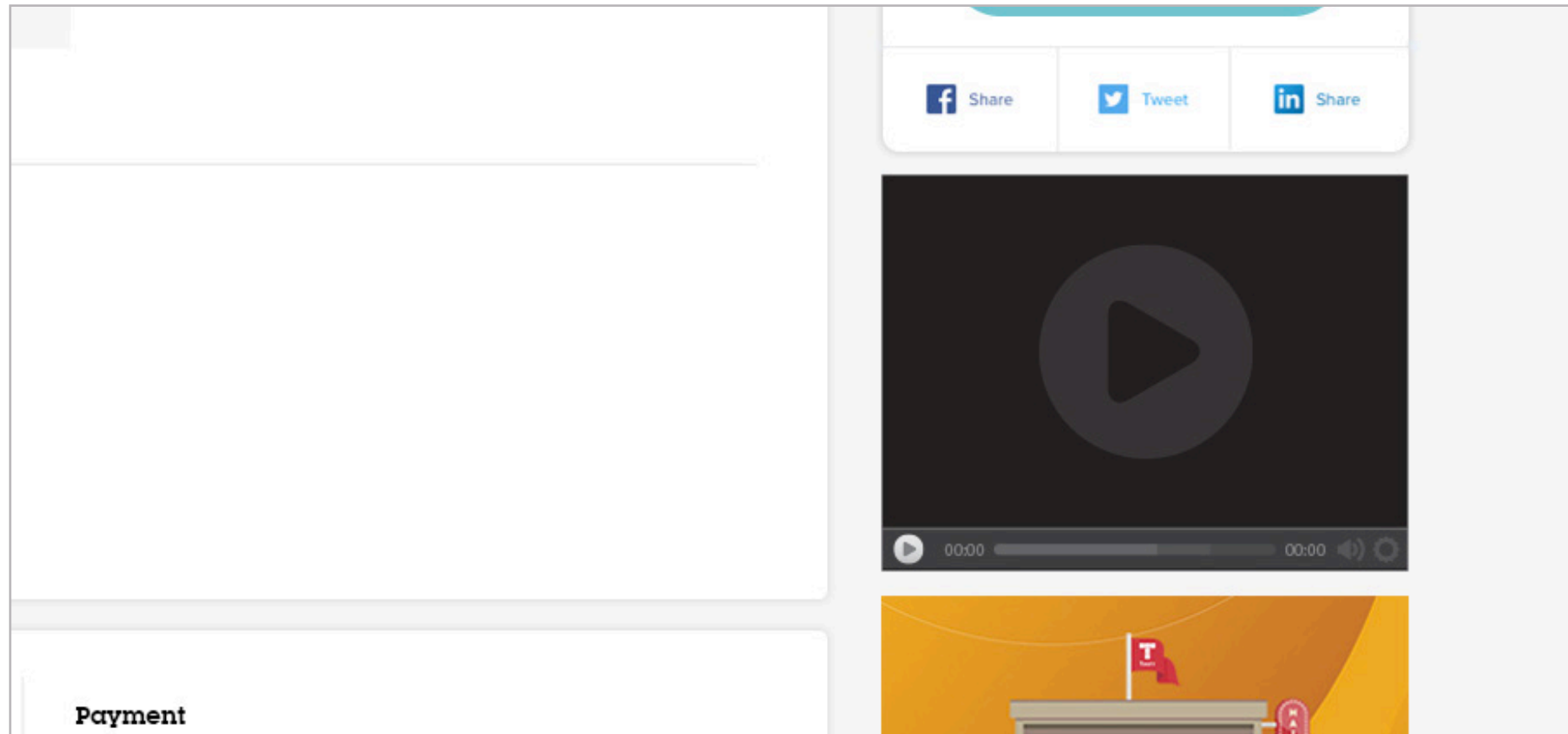
The bottom margin of each form element is 20px.

yellow

Confidential | 35

SECTION 03 | WIDGETS & MODULES

GLOBAL ELEMENTS | WIDGETS & MODULES



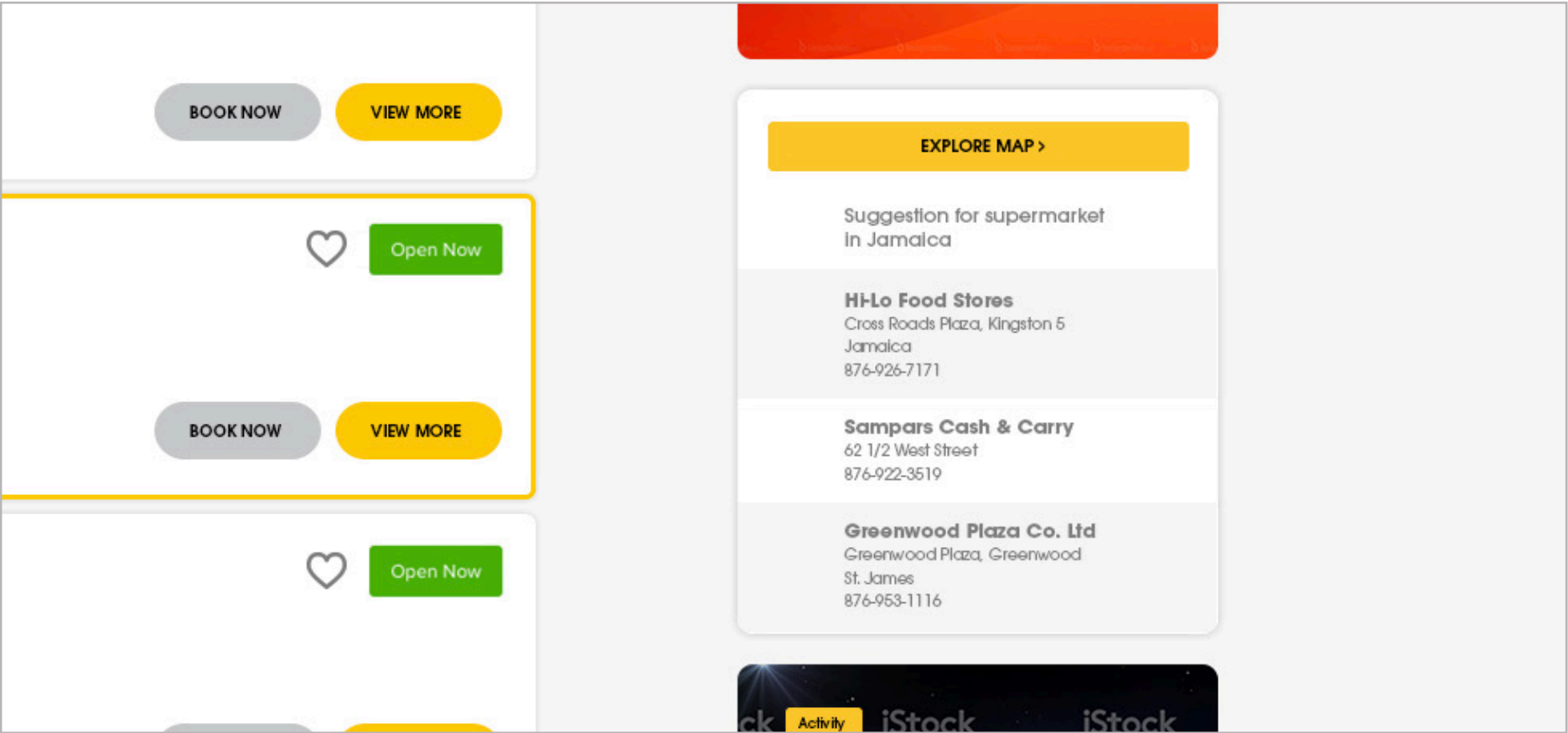
VIDEO MODULE

The video module is a featured **video** for the business. It will sit within the side bar of the client profile page. It will utilize YouTube's video **embed** code once the video is loaded to YouTube by the client.

Embed options for YouTube:

- Unselect "Show suggested videos when the video finishes"
- Select "Show player controls"
- Select "Show video title and player actions"
- Unselect "Enable privacy-enhanced mode"

GLOBAL ELEMENTS | WIDGETS & MODULES



FEATURES LISTING MODULE

Companies that have paid for being featured will be highlighted here with their Name, Telephone Number, Address that appears in a list view format.

This module will appear across the search engine pages and the article pages.