

BANKRATE


GLOBAL NAVIGATION AND LANDING PAGE REDESIGN

STYLE GUIDE V1

Presented by

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Bankrate 

STYLE GUIDE FOR BANKRATE GLOBAL NAVIGATION AND LANDING PAGE REDESIGN

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1 INTRODUCTION

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1.1 PREFACE

This document is intended to serve as a guide and a reference for the Bankrate staff who will be building, maintaining and/or extending the design for the Bankrate website.

Illustrated in this document are the visual design elements used in developing pages/components, layouts, additional graphics, icons and their necessary specifications.

It does not cover technical development guidelines, business requirements, or user support.

The screenshot displays the Bankrate website landing page. At the top, the Bankrate logo is on the left, and a search bar is on the right. Below the logo are navigation links for Home, Rates, and Calculators. A dark navigation bar contains categories: MORTGAGE, SAVINGS, INVESTMENT, AUTO, CREDIT & LOANS, INSURANCE, and FINANCIAL PLANNING. The main content area features a 'WELCOME TO BANKRATE. COMPREHENSIVE, OBJECTIVE, FREE.' headline. Below this is a 'DAILY AVERAGE RATES (APR)' section with a line chart and a table of rates for Mortgage 30 YR FIXED (3.68%), Used Car 36 Month (3.80%), and CD 1 Year (0.76%). To the right is a 'COMPARE RATES' form with fields for Loan Type (30 Year Fixed), Zip Code (95120), and Amount (\$100000). Below the rates is an 'Interest Rate Roundup' section with a 'Read more...' link. The 'LATEST HEADLINES' section includes an article titled 'We Bought a House: Stories of Three Homebuyers' with a photo of a family and a 'Read more...' link. Another headline 'More Lenders Under FHA Scrutiny' is also visible. A large grey placeholder box is on the right side of the page.

2 BRANDING

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2.1 LOGO

Logo Refresh

The Bankrate logo has been refreshed to communicate a more modern, clean look while maintaining the existing brand. The '.com' has been dropped reducing visual clutter and allowing the logo to be used at larger sizes throughout the site, as well as it appearing more legible at smaller sizes. The previous font has been replaced with 'Code Pro' - the round, geometric shapes of this font mirror the existing Bankrate icon, creating a cohesive link between the icon and type.

Bankrate.com 

Previous

Bankrate 

Updated

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2.2 COLOR PALETTE


Color Guidelines


Color is used for the following primary purposes:


1. Brand identity
2. Reducing visual overload with a simplified palette, allowing important information and indicators to pop
3. Conveying a more restrained and elegant financial look and feel


Main Colors


 Background
Hex#: FFFFFFFF

 Bankrate Blue
Hex#: 5583BF

 Dark Blue (Header and Footer)
Hex#: 2E3A50

 Dark Grey (Navigation)
Hex#: 444444


 Grey (Misc. Visual Elements)
Hex#: 999999

 Light Grey (Dividers)
Hex#: E5E5E5

Text Colors


 Body Text
Hex#: 666666


 Title Text
Hex#: 505050


 Input Text (Text Fields)
Hex#: 333333

 Footnote
Hex#: 999999

 Link Text
Hex#: 5583BF

 Green (Rate Decrease)
Hex#: 1E894E

 Red (Rate Increase)
Hex#: D7434D

 Grey (No Change)
Hex#: 888888

3 DESIGN ELEMENTS

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3.1 TYPOGRAPHY

Arial is the web-safe font used throughout the site. Brandon Grotesque is used for more graphical elements and is available as a web font through Typekit (typekit.com).

1 Utility Nav

Arial, 14 pt
Hex#: C0BCC9
Hover: Hex#: FFFFFFFF

2 Primary Navigation

Brandon G. Med, 12 pt, CAPS
Hex#: FFFFFFFF
Hover: Hex#: 6995CF

3 Search Box

Default: Arial Italic, 13 pt
Hex#: 999999
Input: Arial, 13 px
Hex#: 333333

4 Homepage Header

Brandon G. Med, 34 pt, CAPS
Hex#: 505050

5 Section Header

Brandon G. Med, 13 pt, CAPS
Hex#: 666666

6 Current Rate

Header: Arial Bold, 11 pt
Hex#: 666666
Rate: Brandon G. Reg, 31 pt
Hex#: (dynamic)

7 Rate Change

Header: Arial Bold, 10 pt
Hex#: 999999
Rate: Brandon G. Reg, 19 pt
Hex#: (dynamic)

8 Previous Rate

Header: Arial Bold, 10 pt
Hex#: 999999
Rate: Brandon G. Reg, 19 pt
Hex#: 505050

9 Find Rates Link

Arial Bold, 12 pt, CAPS
Hex#: 5583BF

10 Subheader

Arial Bold, 12 pt
Hex#: 505050

11 Header

Arial Bold, 17 pt
Hex#: 505050

12 Time Stamp

Arial Bold, 11 pt
Hex#: 666666

13 Body Text

Arial, 12 pt
Hex#: 666666

14 Component Header

Brandon G. Med, 13 pt, CAPS
Hex#: FFFFFFFF

15 Footnote (Link)

Arial Bold, 10 pt
Hex#: 999999
Link Hover: (underline)

16 Text Field (Input Text)

Arial, 13 px
Hex#: 333333

17 Button Text

Rate: Brandon G. Reg, 12 pt
Hex#: FFFFFFFF

18 Link

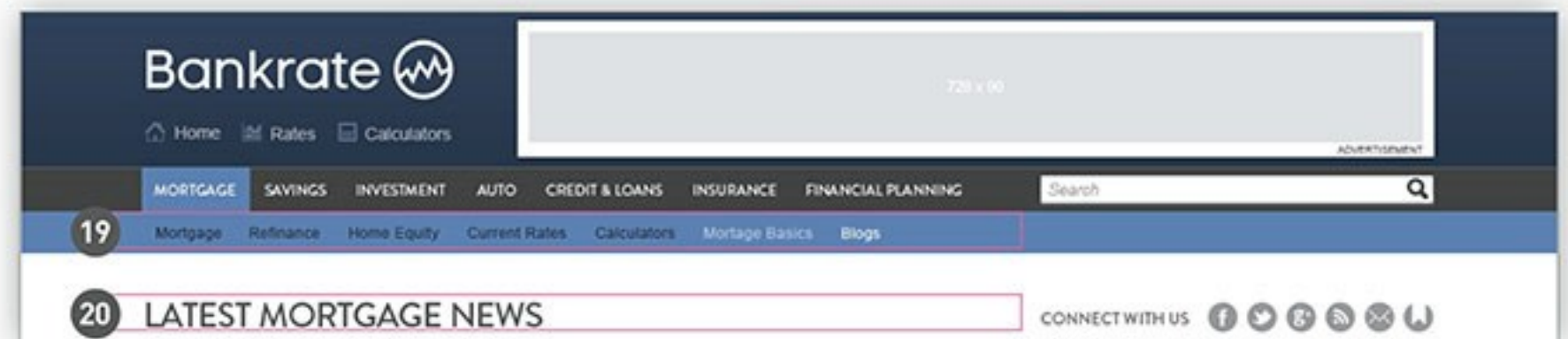
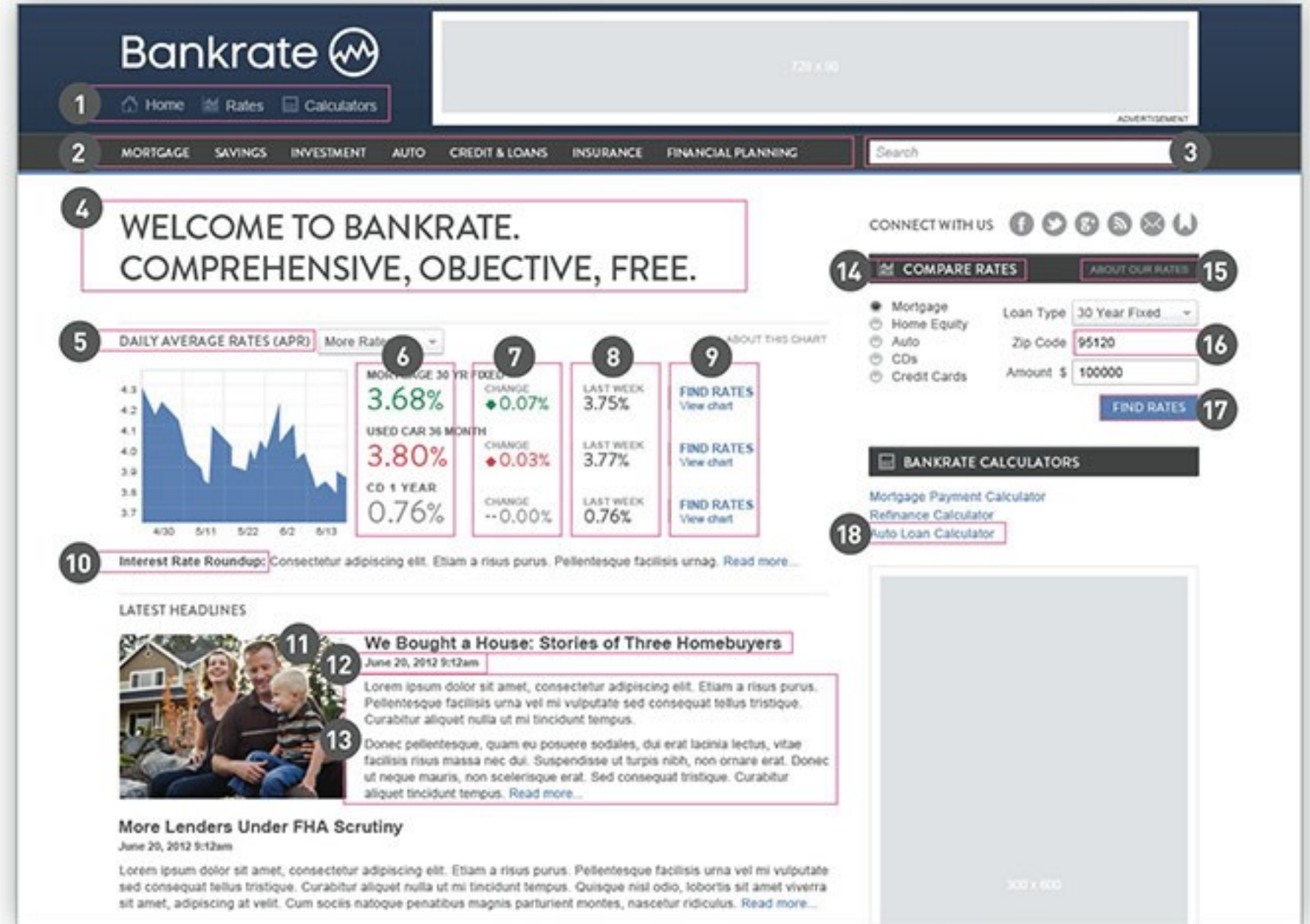
Arial, 12 pt
Hex#: 5583BF
Hover: (underline)

19 Secondary Navigation

Arial, 12 pt
Hex#: 212E3F
Hover: Hex#: C5D5EA
Active: Hex#: FFFFFFFF

20 Page Header

Brandon G. Med, 28 pt, CAPS
Hex#: 505050



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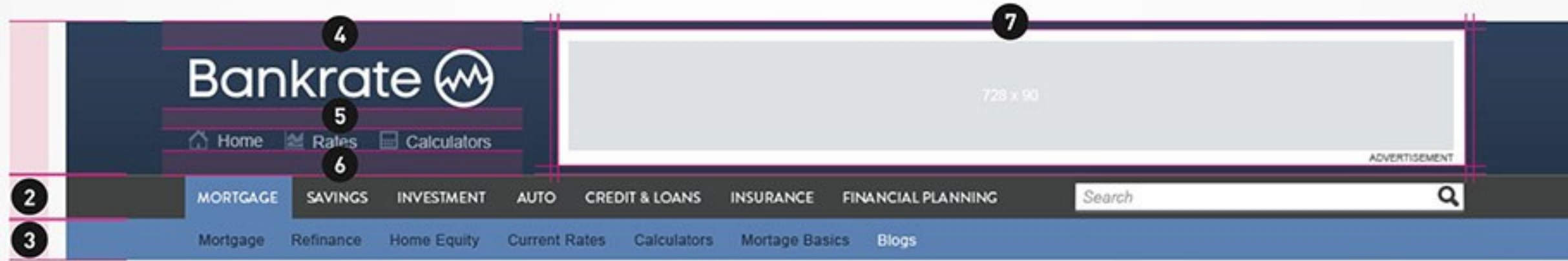
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3.2a GRAPHICS: TOP BANNER & NAVIGATION



1. Top Banner

Height: 125 pixels
Gradient: Hex#: 34435A (top)
to Hex#: 2C394C (bottom)



2. Primary Navigation

Height: 35 pixels
Background: Hex#: 444444
1px Highlight Hex#: 646464



3. Secondary Navigation

Height: 35 pixels
Background: Hex#: 5585BD

4. Height: 22 pixels

5. Height: 18 pixels

6. Height: 20 pixels

7. Banner Ad

Padding: 6 pixels (top, right,
bottom, left)

3.2b GRAPHICS: FORM ELEMENTS

Text Field

\$.00

Dropdown Menus

30 Year Fixed ▾

Radio Buttons

Mortgage
 Home Equity

30 Year Fixed ▾

- Item 1
- Item 2
- Item 3

Button

FIND RATES

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3.2c GRAPHICS: ICONS



Home



Rates



Calculators



Articles



Calendar



Search



Follow on Facebook



Follow on Twitter



Follow on Google+



Subscribe to RSS



Newsletters



Bookmark this Page



Share on Facebook



Share on Twitter



Share on Google+



Share on LinkedIn



Email to a Friend



Newsletters



Add a Calculator to Your Site



Print Page



More Sharing Options

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3.3 IMAGES

Image Guidelines

Images are *not* required for every article on the website. They should only be used if they enhance the story and/or make the information more relevant or relatable to the reader.

1. Providing Context

When images provide context for an article, they should reflect an editorial style similar to news organisations such as Reuters (reuters.com) or The Guardian (guardian.co.uk). Images should be candid, preferably 'in action' and should place the user within the image rather than traditional stock photography which may feel staged and/or like the user is outside looking in.

2. Highlighting Subject Matter

Occasionally showing objects and images without people is helpful. Avoid images on stark white backgrounds or images that have been highly Photoshopped. Where possible images should feel natural as though an in-house photographer had provided the content.

3. Staff Photos

Staff photos should be clear and bright on a white background.



4 LAYOUT

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4.1 GRID

1 Site Padding

Width: 15 pixels (left and right)

2 Content Area

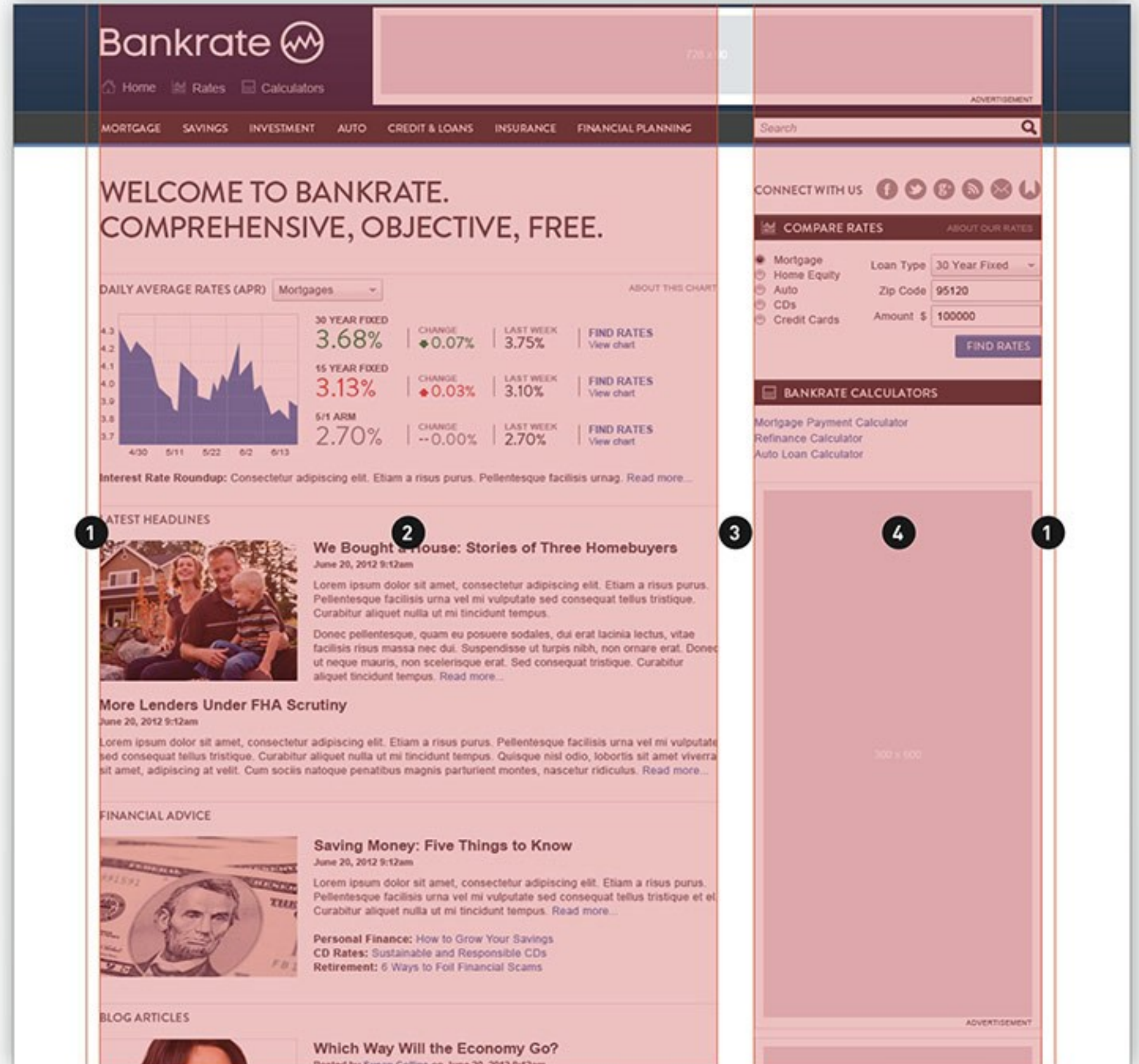
Width: 690 pixels

3 Content Padding

Width: 40 pixels

4 Right Column

Width: 320 pixels



THANK YOU