GUARDIAN®

Functional Specifications.

Guardian Life
Sprints 1, 2, 3 & 4 - Guardianlife.com Redesign
September 29, 2014

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Revision History

REVISION #	CHANGE DETAIL	DATE	AUTHOR	COMP UPDATE?
R0.1	1st draft of Sprint 1 Functional Specs completed.	August 7, 2014	Robert Santore	N/A
R0.2	2nd draft of Sprint 1 Functional Specs completed.	August 7, 2014	Robert Santore	N/A
R0.3	3rd/Final draft of Sprint 1 Functional Specs completed.	August 8, 2014	Robert Santore	N/A
R1.0	Final version of Sprint 1 Specs created.	August 14, 2014	Robert Santore	N/A
R2.0	First draft of Sprint 1 & 2 Functional Specs is completed. We corrected the following errors: - Two and three-up modules must have CTAs, in fact these elements are optional - There was a copy and paste error with the three-up module saying that images could be left or right aligned	August 20, 2014	Robert Santore	N/A
R3.0	1) First draft of Sprint 1, 2 & 3 Functional Specs is completed. The specs for the following pages/content is added to the previous document: - Find a Financial Rep Page - Find a Guardian Agency / Employee Benefits Broker Page - ER Search Results Page - Agent Contact Page - Confirmation Page (Agency-specific) - Confirmation Page (General) 2) As a part of R3.0, we were asked by Acquia to add in a high-level styling page to this document. 3) As part of R3.0, we have updated the character count limits for textual components of all the Sprint 1 & 2 modules and pages.	September 3, 2014	Robert Santore	N/A
R3.1	Second draft of Sprint 1, 2 & 3 Functional Specs. Update to provide additional clarity around the following items: 1) M03 Product hub Intro Module (ID4) 2) M18 Article intro Module (Introduction and ID4) 3) Module Use in Templates	September 5, 2014	Robert Santore	N/A
R3.2	Version 3.1 of Sprint 1, 2 & 3 Functional Specs is created with the following updates: 1) Modules 33 to 39 are added to describe the new templates. 2) Tenplate Structure specs are added for the following new templates: - Find an FR/Broker/Agency Page - Search Results Page - Agency Contact Page - Confirmation Page 3) Find an FR Page Flow is added as Appendix D. 4) Modules 33 to 39 and new templates are added in Module Use in Templates table on page 36. 5) Updates made to Appendix A: Image Size Rules. 6) PSD file names are added as Appendix F.	September 12, 2014	Robert Santore	N/A
R4.0	Version 4.0 of Functional Specs document is created. This document contains specs of the sprints 1, 2 , 3 & 4. The following were added to the document: - Homepage modules & template specs - Contact Us modules and template specs - Updated Module Use in Tempaltes table - Updated Image Size Rules table (Appendix A) - Updated Find an FR module (full-bleed version specs are added)	September 18, 2014	Robert Santore	N/A
R4.1	Version 4.1 of Functional Specs document is created. This document contains specs of the sprints 1, 2 , 3 & 4. The following were added to the document: - Updated Find an FR Module (which includes the full-bleed version specs) - Merril Prospective microsite specs - Variable Annuities specs	September 19, 2014	Robert Santore	N/A
R4.2	Resolved outstanding specs around character counts for M06, M17 Updated the PSDs table in the appendix. Style Guide is cross-referenced for M01 to M16.	September 23, 2014	Robert Santore	N/A
R4.3	Made updates based on 9/24/2014 feedback from Acquia & Guardian on v4.2	September 26, 2014	Robert Santore	N/A
R4.4	Added Style Guide references for the remaining module components.	September 29, 2014	Robert Santore	N/A

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Responsive and Modular Approach.

Responsive Design Approach

The Guardianlife.com redesign will be optimized so that prospects, distributors, and general visitors of the site can have a useful experience regardless of the device or screen resolution they are viewing it on.

For the redesign, the following breakpoints and viewports have been defined:

320px: This is the minimum viewport size that will be supported by the site. Screen widths smaller than 320px will not result in further responsive layouts.

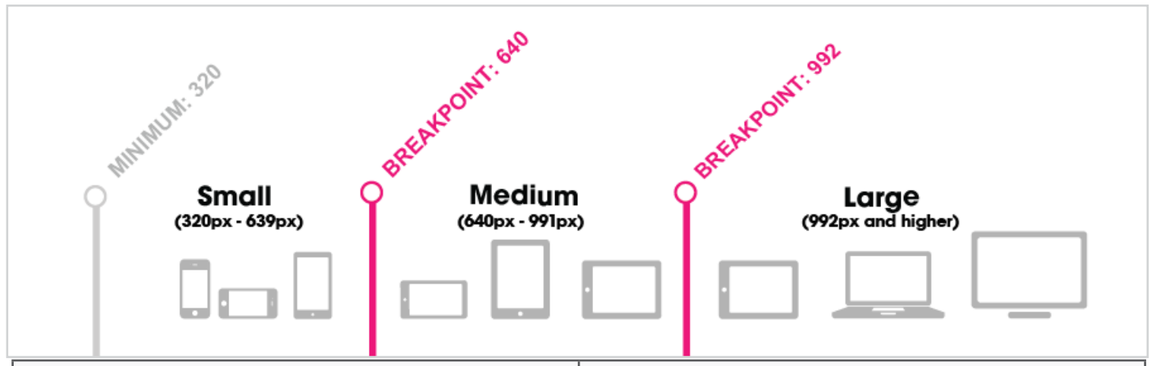
640px: This breakpoint delineates the boundary between the small and medium viewports. This breakpoint was chosen to maintain a consistent experience when switching between portrait and landscape view on a range of smaller devices. (ref: http://viewportsizes.com/).

992px: This breakpoint delineates the boundary between the medium and large viewports. This breakpoint was selected based on current trends in screen resolution. (ref: http://www.w3schools.com/browsers/browsers_display.asp)

1260px: This breakpoint represents the point at which the fluid layout will stop scaling dynamically. Beyond this point, the site will be centered positioned within the browser window.

Fluid design will also be a part of the responsive approach for the site. Throughout the design preocess, visual designers will work closely with front-end developers to define scaling rules withi nthe estabilied grid system.

Please refer to the Guardian Responsive approach memo for further background details.



Viewport	Viewport Screen Width
Small	up to 639px
Medium	640px to 991px
Large	992px and higher

Modular Design Approach

We have followed a modular design approach for this project. The modular design approach has several benefits:
- Each template is comprised of a series of modules. This allows for design flexibility when building pages in the CMS.
- One of our main principles while designing these templates is to keep the modules very flexible to accomodate for different use cases.

Project-specific Responsive Design Considerations

Responsive Treatment for Guardian Microsites
Responsive design delivery for Guardian microsites (www.guardiananytime.com, http://401k.guardianlife.com/, etc.) is out of scope for this project. Redesign will provide links to the microsites that should open in new a tab/window.

Leveraging device-native functionality
Whenever possible, we will use standard controls so that we can take advantage of device-native functionality (e.g. touch interactions). However, we will not be building an adaptive system where design and user experience may change based on differing contexts, capabilities or user objectives. For example, the site will function similarly regardless of device type, physical context, bandwidth limitations or user identification.

Device Parity Where Possible
Designs produced will aim for device parity across all devices when possible. However in some instances limitations or constraints within a viewport or device may result in the need for an alternate design solution that deviates from the other viewports. Such instances will be highlighted and documented during the design process as they occur.

Style Guide & Prototype

A Style Guide and an HTML Prototype for this project has been created, which will be delivered with this functional specs document. The Style Guide is created to specify the design directions for the components used in the modules. The prototype is created to demonstrate how the site scales responsively through the various viewports. Please refer to the Style Guide and the prototype for further details on design direction and site interaction.

Project-specific Responsive Considerations (cont'd)

The following table lists out the pages within the Guardianlife.com redesign that are managed by third party vendors as well as their responsive treatments for the project.

Guardian Page	Third Party Vendor	Responsive Treatment
Variable Annuities Prospectuses and Financial Reports: http://prospectuses.guardianlife.com/GuardianLife/ProspectusesandFinancialReports/	Merrill Corporation	No responsive treatment. Design delivery limited to header and Guardian logo.
Product Prospectus PDF Viewer http://prospectuses.guardianlife.com/GuardianLife//ProFreedomC/	Merrill Corporation	No responsive treatment. Design delivery limited to header and Guardian logo PDF viewer should open in a new tab/window.
Investment Option PDF Viewer http://prospectuses.guardianlife.com/GuardianLife//00162T811/index.html?vap_ref=The%20Guardian%20Investor%20ProFreedom%20Variable%20Annuity%20C%20Share&uref=http://prospectuses.guardianlife.com/GuardianLife//ProFreedomC/	Merrill Corporation	No responsive treatment. Design delivery limited to header and Guardian logo. PDF viewer should open in a new tab/window.
Calculators (Various) http://www.guardianlife.com/Calculators/index.htm	XML	No responsive treatment as there will be no integration of calculators in the redesign.
Annuities Pricing and Performance http://www.guardianlife.com/ProductPortfolio/InvestmentRetirementProducts/Annuities/VariableAnnuities/PricesandPerformance/index.htm	Guardian Investor	No responsive treatment. Design delivery limited to header and Guardian logo.
Corporate Career Listings https://guardian.taleo.net/careersection/gl_ex/jobsearch.ftl?lang=en	Taleo	No responsive treatment. Redesigned site will provide a link to the page. Page should open in a new tab/ window.

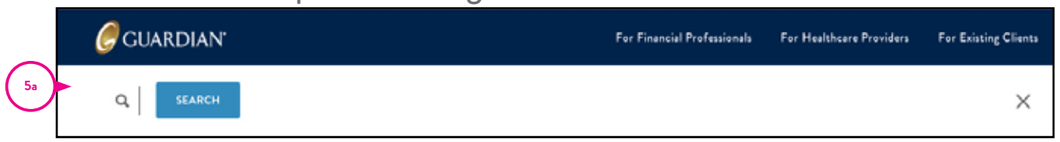
Global Modules.

M01 - Header Module

Header - Large

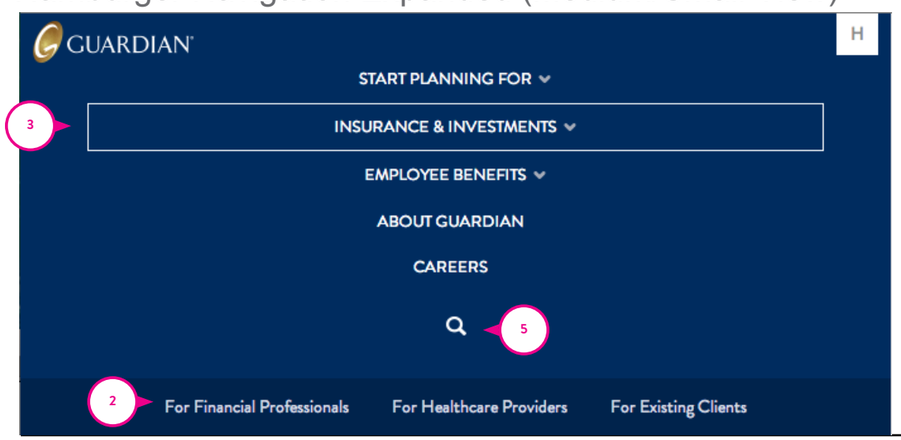
Header - Small/Medium

Search Field Exposed - Large View



When the first breakpoint of 992px is reached, the header navigation will transition to the hamburger menu. Below is a depiction of the hamburger navigation menu in expanded state:

Hamburger Navigation Expanded (Medium/Small View)



Utility Hat Expanded (Small/Medium View)

ID	NAME	DETAIL	ACTION
1	Guardian Logo (Link)	The Guardian Logo is displayed on top left of the header. The link is only inactive when users are already on the homepage/landing page.	On click/tap, the user is directed to the homepage.
2	Utility Hat	The utility hat is displayed to the top-right corner of the header and contains the following links: - For Financial Professionals - For Healthcare Professionals - For Existing Clients - Find a Representative - For large viewport, when the user clicks on a utility hat item, a drawer will expand under the utility hat menu pushing the remaining page content down. - For medium and small viewports (viewport < 992px), the utility hat is displayed in the hamburger menu under the navigation items. - In small viewport, the “For Existing Clients” links is displayed as the first of the utility hat.	On click/tap on a utility hat link, the utility drawer or menu opens, where users can click on a menu item/ link , which takes the users to the corresponding page.
3	Primary Navigation	The primary navigation is displayed under the Guardian logo to the left of the header and contains the following primary navigation categories: - Insurance & Investments - Employee Benefits - Start Planning For - Note: For medium and smaller viewports (viewport < 992px), the primary navigation becomes the hamburger drop-down navigation.	On click/tap on a primary navigation link, the user is directed to the corresponding page.
4	Corporate Pages Links	Corporate Pages links are displayed to the right of the primary navigation and under the utility hat. It contains the following links: - About Guardian - Careers	On click/tap on a utility navigation link, the user is directed to the corresponding corporate page.
5	Search Button	The search button is always displayed in the header. In large viewport the search button is always in display while in small/medium viewports the search button is hidden in the hamburger navigation drop-down.	On click/tap, opens the search field where users can enter search terms and trigger a site search (See 5c).

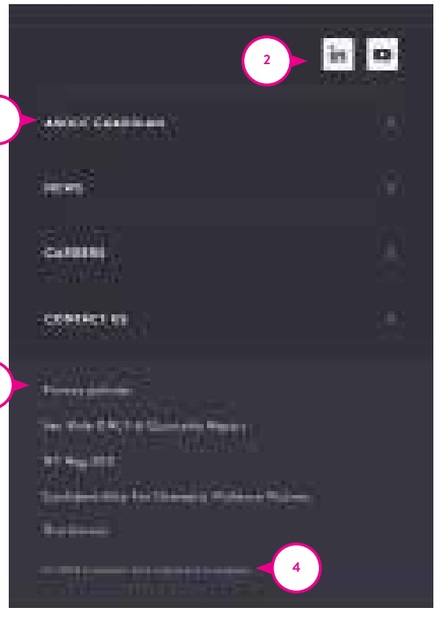
Utility Hat Expanded (Large View)

M02 - Footer Module

Footer - Large/Medium

ID	NAME	DETAIL	ACTION
1	Primary Footer Navigation	The primary footer navigation is displayed on top left corner of the footer and contains links to the following pages: - About Guardian - News - Careers - Contact Us	On click/tap, directs the user to the corresponding page.
2	Social Media Layer	Social Media layer displays buttons Guardian's LinkedIn and Youtube profile pages. The URLs for these profile pages are as follows: - LinkedIn URL: https://www.linkedin.com/company/the-guardian-life-insurance-company-of-america_164085?trk=company_logo - YouTube URL: https://www.youtube.com/guardianlife	On click/tap, directs the user to the corresponding Guardian social media profile page.
3	Footer Utility Links	The Footer Utility Links are displayed under the footer primary navigation and contains the following links: - Privacy Policy - Disclosures - See Rule 11AC1-6 Quarterly Report - NY Reg 200 - Confidentiality For Domestic Violence Victims Note: For medium and smaller viewports (viewport < 992px), the primary navigation becomes the hamburger drop-down navigation.	On click/tap, directs the user to the corresponding page.
4	Static Copyright Disclaimer	Static copyright disclaimer is displayed at the bottom left portion of the footer.	N/A

Footer - Small



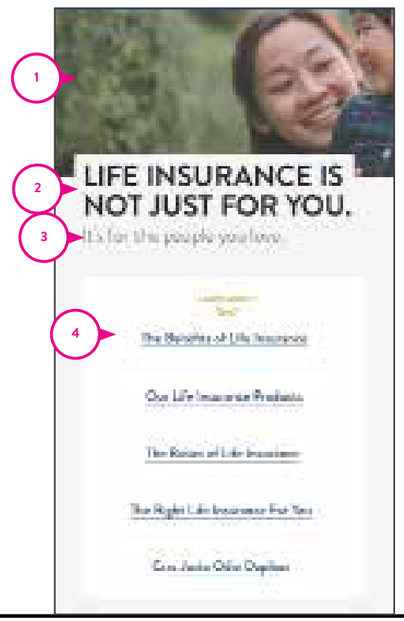
Modules.

M03 - Product Hub Intro Module

The Product Intro Module allows user to understand what content is on the page. Always starts the product hub page.

LARGE/MEDIUM VIEW

SMALL VIEW



ID	NAME	DETAIL	ACTION
1	Hero Image	- Required - Alignment is left or right - Please refer to Appendix A (Image Size Rules) for details about image sizes and dimensions.	N/A
2	Headline	- Required - Large/Medium: (Style Guide pg.10 / #1) - Small: (Style Guide pg.10 / #3) - Color variation: white or dark gray - Placed on the image for large/medium, placed under the image for small viewport. - Character limit = 50.	N/A
3	Sub-header	- Optional and always placed under the headline. - Color variation is inherited from the 'Headline' - Large/Medium: (Style Guide pg.11 / #1) - Small: (Style Guide pg.11 / #3) - Character limit = 60.	N/A
4	Table of Contents	- Required - Character limit is 36 per menu item - Displayed if more than 2 and less than 5 sections available. If only one section defined, then no TOC is displayed. Display formats are as follows: LARGE VIEW: All TOC links are displayed in one row. MEDIUM VIEW: 5 sections --> 3 links on top and 2 links under (all centered) 4 sections --> 2 links on top and 2 links under (all centered) 3 sections --> 2 links on top and 1 link under (all centered) 2 sections --> 2 links in one line and centered 1 section --> not displayed SMALL VIEW: All TOC links are displayed stacked vertically in one column. - The copy here in both viewports FPO and should not be treated as responsive content. - The link text of each TOC item will be identical acros	On click/tap on a TOC item, the page scrolls down to the corresponding section.
5	Redirect Links	- Optional - Upto 4 redirect links - The redirect links are not displayed for small viewport	On click/tap, takes to user to the target URL defined for the link.

M04 - Topic Hub Intro Module

Allows user to understand what content is on the page. Always starts the topic hub page.

LARGE/MEDIUM VIEW

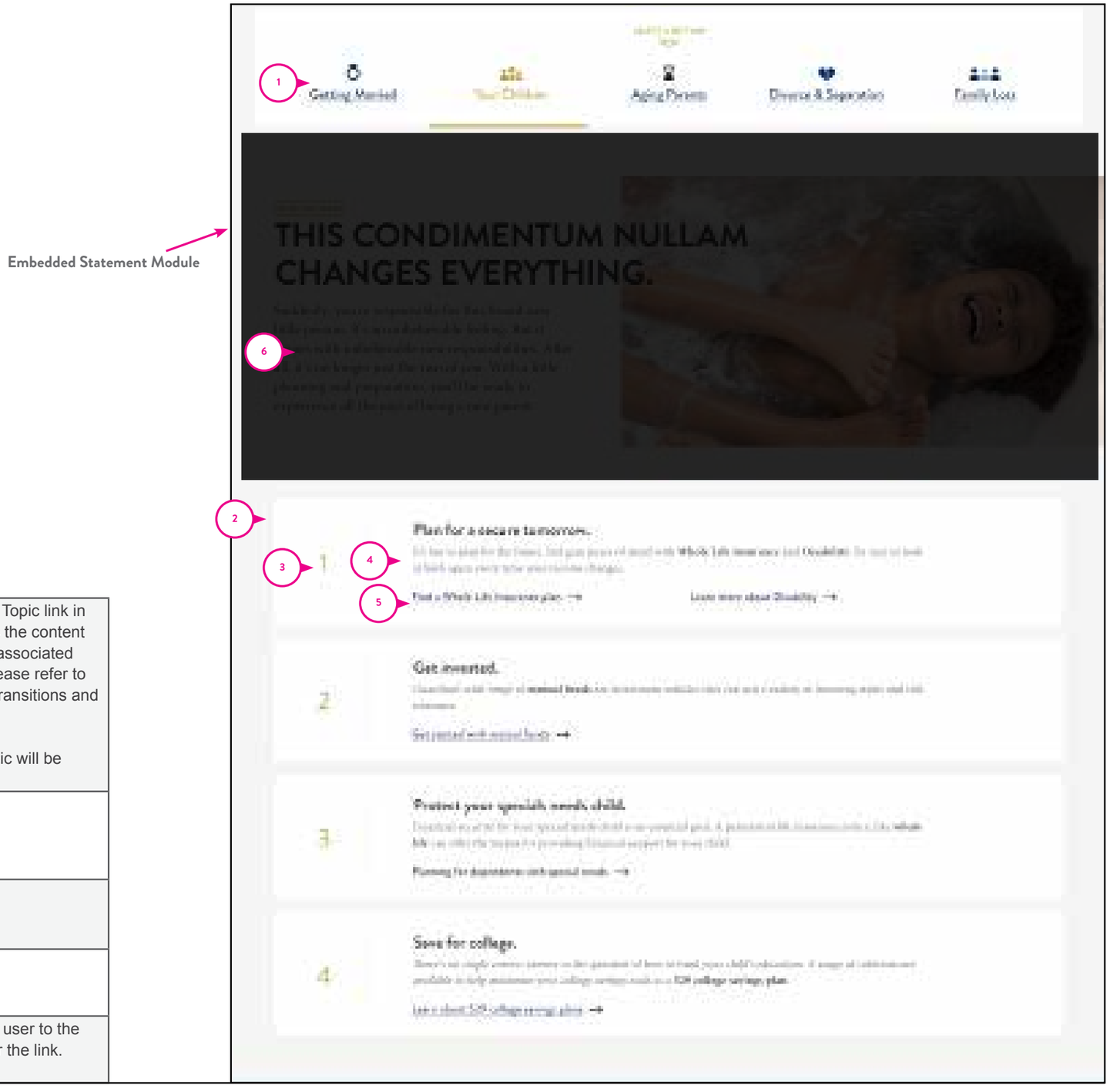
SMALL VIEW

ID	NAME	DETAIL	ACTION
1	Image	- Required - Please refer to Appendix A (Image Size Rules) for details about image sizes and dimensions.	N/A
2	Headline	- Required - Large/Medium: (Style Guide pg.10 / #2) - Small: (Style Guide pg.10 / #3) - Color variation: white or dark gray - Placed on the image for large/medium, and under the image for small viewport. - Character limit is 35.	N/A
3	Sub-header	- Optional - Large/Medium: (Style Guide pg.11 / #1) - Small: (Style Guide pg.11 / #3) - Color variation is inherited from the ‘Headline’ - Character limit is 45.	N/A
4	Section Title	- Required - Large/Medium/Small: (Style Guide pg.16 / #1) - Character limit is 50	N/A
5	Intro Body	- Required - Character limit 350	N/A

M05 - Topic Index Module

The Topic Index Module is to display checklist content together. Only displays in a menu on the page if there are 2 or more checklist groups. Only Statement Module is recommended to embedded within the Topic Index Module content area.

LARGE/MEDIUM VIEW



ID	NAME	DETAIL	ACTION
1	Topic Index	- Required - Large/Medium/Small: (Style Guide pg.15 / #7) - Displays if 2 or more topic links. - Character limit is 45 per menu item Note: The arrow and “seelct a section” label on top of the module has no functionality.	Clicking/Tapping on a Topic link in the Topic Index, loads the content well with topic boxes associated with that topic link. Please refer to the prototype for the transitions and effects. By default the first topic will be selected in the index.
2	Topic Boxes	- Minimum 1 (required) maximum 4 topic boxes are displayed per topic. - Contains static text and links - Character limit for title is 55.	N/A
3	Topic Product Number	- Required - Character limit is 2.	N/A
4	Topic Product Description	- Required - Large/Medium/Small: (Style Guide pg.13 / #3) - Character limit is 50	N/A
5	Topic Product CTA Links	- Required - Minimum 1 maximum 2 CTA links - Character limit 45 per link	On click/tap takes the user to the target URL defined for the link.

M06 - Section Header Module

This module groups content modules together by topic.

LARGE/MEDIUM VIEW

SMALL VIEW

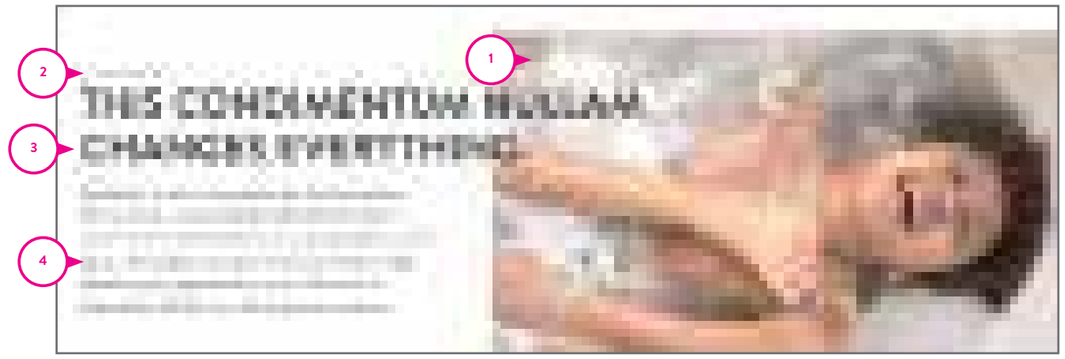
PRODUCT INTRO MODULE > TOC ANCHOR LINKS

ID	NAME	DETAIL	ACTION
1	Section Header	- Required - Large/Medium/Small: (Style Guide pg.16 / #1) - Character limit is 50	N/A
2	Section Sub-header	- Optional - Large/Medium/Small: TBD - No color variation - Character limit is 200	N/A
3	Anchor Link Name	- Required - Large/Medium/Small: (Style Guide pg.15 / #7) - Each anchor link represent one of the available sections of the page. - The anchor link name can be different than the actual section name. - Character limit is 45	N/A
N/A	Order	- Required	N/A

M07 - Statement Content Module

This module allows Guardian to make a static statement about the section. It's purely information and only lives on this page, doesn't link off to other pages.

LARGE/MEDIUM VIEW



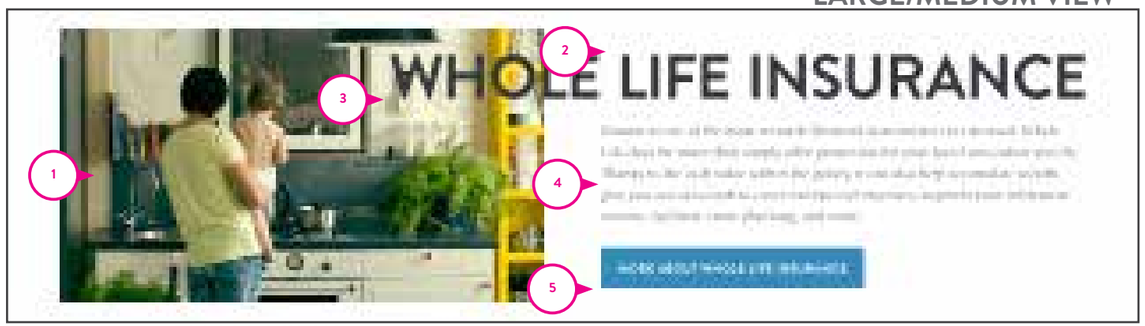
SMALL VIEW

ID	NAME	DETAIL	ACTION
1	Image	- Optional - Displayed left or right aligned - Please refer to Appendix A (Image Size Rules) for details about image sizes and dimensions.	N/A
2	Eyebrow	- Optional - Large/Medium/Small: (Style Guide pg.14 / #3) - Character limit is 30	N/A
3	Headline	- Required - Large/Medium: (Style Guide pg.12 / #1) - Small: (Style Guide pg.12 / #2) - Can overlap the image(for large/medium views only) - No color variation - Character limit is 70	N/A
4	Body copy	- Optional - Large/Medium: (Style Guide pg.13 / #3) - No color variation - Character limit is 270	N/A

M08 - One-article Content Module

This module is used to displays details and links to an article prominently. The 1-article content module gives admin the option to either pull the image, title, copy, etc. directly from an article or manually override these.

LARGE/MEDIUM VIEW



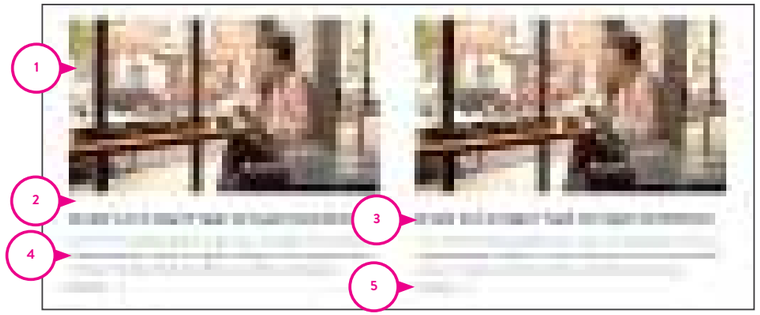
SMALL VIEW

ID	NAME	DETAIL	ACTION
1	Image	- Optional - Displayed left or right aligned - Please refer to Appendix A (Image Size Rules) for details about image sizes and dimensions.	N/A
2	Eyebrow	- Optional - Large/Medium/Small: (Style Guide pg.14 / #3) - Character limit is 30	N/A
3	Headline	- Required - Large/Medium: (Style Guide pg.10 / #2) - Small: (Style Guide pg.10 / #3) - Can overlap the image, display to the right of the image or to the left of the image without overlapping (large/medium views only). - Character limit is 40	N/A
4	Sub-copy	- Optional - Large/Medium: (Style Guide pg.13 / #3) - Character limit is 350	N/A
5	CTA Button	- Required - Large/Medium: (Style Guide pg.17 / #1) - Character limit is 25	On click/tap, takes the user to the article detail page.

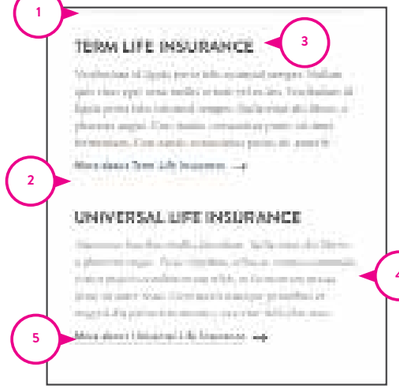
M09 - Two-article Content Module

This module is used to displays details and links to two articles prominently. The 2-article content module gives admin the option to either pull the images, titles, copies, etc. directly from articles or manually override these.

LARGE/MEDIUM VIEW



SMALL VIEW



ID	NAME	DETAIL	ACTION
1	Image	- Optional - Either displayed for all articles or not - Please refer to Appendix A (Image Size Rules) for details about image sizes and dimensions.	N/A
2	Eyebrow	- Optional - Large/Medium/Small: (Style Guide pg.14 / #3) - Either displayed for all articles or not - Character limit is 30	N/A
3	Headline	- Required - Large/Medium/Small: (Style Guide pg.12 / #4) - Always displayed under the image - Character limit is 60	N/A
4	Sub-copy	- Optional - Large/Medium: (Style Guide pg.13 / #3) - Either displayed for all articles or not - Character limit is 350	N/A
5	CTA Button	- Optional - Large/Medium: (Style Guide pg.17 / #1) - Character limit is 25	On click/tap, takes the user to the article detail page.

M10 - Three-article Content Module

This module displays three articles on a page prominently. A headline should always be paired with one of the optional elements. The 3-article content module gives admin the option to either pull the image, title, copy, etc. directly from articles or manually override these.

LARGE/MEDIUM VIEW

SMALL VIEW

ID	NAME	DETAIL	ACTION
1	Image	- Optional - Either displayed for all articles or not - Please refer to Appendix A (Image Size Rules) for details about image sizes and dimensions.	N/A
2	Eyebrow	- Optional - Large/Medium/Small: (Style Guide pg.14 / #3) - Either displayed for all articles or for none - Character limit is 30	N/A
3	Headline	- Required - Large/Medium/Small: (Style Guide pg.12 / #4) - Always displayed under the image - Character limit is 60	N/A
4	Sub-copy	- Optional - Large/Medium/Small: (Style Guide pg.13 / #3) - Either displayed for all articles or not - Character limit is 350	N/A
5	CTA Link	- Optional - Character limit is 25	On click/tap, takes the user to the article detail page.

M11 - 4/5-article Content Module

This module has a left half wiht displays one article prominently and a right half, which displays 3/4 articles. The left and right halves will be stacked vertically in small viewports (left on top of right). The 2-article content module gives admin the option to either pull the images, titles, copies, etc. directly from articles or manually override these.

LARGE/MEDIUM VIEW

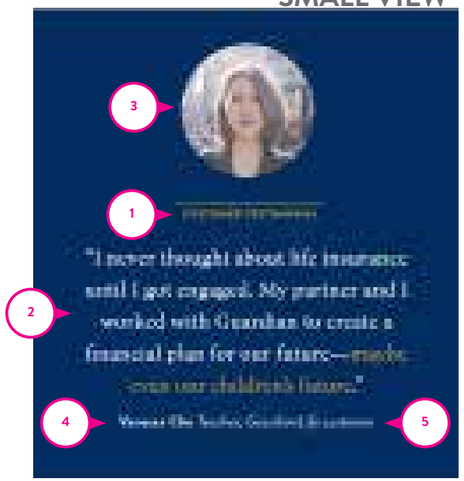
ID	NAME	DETAIL	ACTION
LEFT HALF			
1	Image (LEFT)	- Required - Please refer to Appendix A (Image Size Rules) for details about image sizes and dimensions.	N/A
2	Eyebrow (LEFT)	- Optional - Large/Medium/Small: (Style Guide pg.14 / #3) - Character limit is 30	N/A
3	Headline (LEFT)	- Required - Large/Medium/Small: (Style Guide pg.12 / #4) - Sentence-case or all caps - Character limit is 60	N/A
4	Sub-copy (LEFT)	- Optional - Large/Medium/Small: (Style Guide pg.13 / #3) - Character limit is 230	N/A
5	CTA Link (LEFT)	- Optional - Character limit is 25	On click/tap, takes the user to the corresponding article's detail page.
RIGTH HALF			
6	Image (RIGHT)	- Optional - Please refer to Appendix A (Image Size Rules) for details about image sizes and dimensions.	N/A
7	Headline (RIGHT)	- Required - Large/Medium/Small: (Style Guide pg.14 / #9) - Sentence-case link - Character limit is 60	On click/tap, takes the user to the corresponding article's detail page.
8	Sub-copy (RIGHT)	- Optional - Large/Medium/Small: (Style Guide pg.13 / #3) - Character limit is 120	N/A

M12 - Testimonials Module

This module is used to display a customer/employee testimonial about Guardian products & services out Guardian products & services. The eyebrow indicates whether it is a customer or employee testimonial.

LARGE VIEW

SMALL VIEW



MEDIUM VIEW

ID	NAME	DETAIL
1	Eyebrow	- Required - Large/Medium/Small: (Style Guide pg.14 / #3) - Character limit 30 - Color: gold
2	Testimonial Copy	- Required - Large/Medium/Small: (Style Guide pg.15 / #1 & #2) - Optional gold color for portions of the testimonial copy - Character limit is 175
3	Image	- Required - Please refer to Appendix A (Image Size Rules) for details about image sizes and dimensions.
4	Name	- Required - Large/Medium/Small: (Style Guide pg.15 / #3) - Character limit = 25
5	Role/Relationship to Guardian	- Required - Large/Medium/Small: (Style Guide pg.15 / #4) - Character limit is 35

M13 - Content Feed Module

This module is used to display a large scalable list of content. Only suited to news feed content and is not recommended for product pages as it doesn't enforce visual hierarchy on the page. By default – the latest articles are displayed first (reverse chronological order).

LARGE/MEDIUM VIEW

ID	NAME	DETAIL	ACTION
1	Image	- Optional - Please refer to Appendix A (Image Size Rules) for details about image sizes and dimensions.	N/A
2	Headline / Link Text	- Required - Large/Medium/Small: (Style Guide pg.14 / #9) - Character limit is 90	On click/tap, takes the user to the article detail page.
3	Topic	- Required - Assign a topic from a pre-determined set of options in CMS	N/A
4	Article Posting Date	- Required - Large/Medium/Small: TBD - Character limit 30	N/A
5	Sub-copy	- Required - Large/Medium/Small: (Style Guide pg.13 / #3) - Character limit is 230	N/A

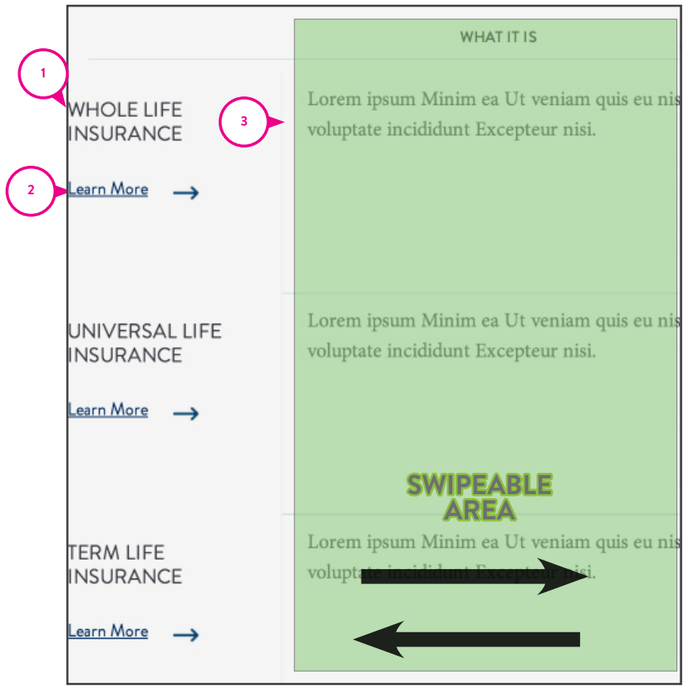
M14 - Product Comparison Module

This module is used to display a customer/employee testimonial about Guardian products & services out Guardian products & services. The eyebrow indicates whether it is a customer or employee testimonial. A minimum of 2 products (required) and a maximum of 3 products will be displayed in the module. Product Comparison Module will always have a 4-column format. First column will be the Product Name and the other three will be: Description, Benefits, Who is it good for.For small viewports the module's content well becomes a horizontally swipeable section (see Small View screen on this page).

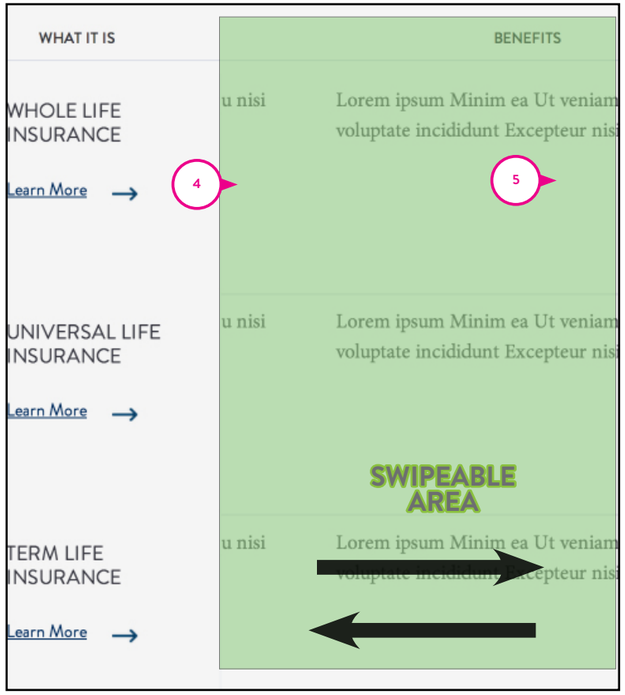
LARGE/MEDIUM VIEW

ID	NAME	DETAIL	ACTION
1	Product Title	- Required / Sentence case - Large/Medium/Small: (Style Guide pg.12 / #4) - Character limit 40	N/A
2	CTA Link	- Required - Character limit 12	On click/tap, takes the user to the detail page of the product.
3	Product Description	- Required - Large/Medium/Small: (Style Guide pg.13 / #3) - Per product - Character limit 180	N/A
4	Product Benefits	- Required - Large/Medium/Small: (Style Guide pg.13 / #3) - Bullet list format - Character limit 180 - Max number of bullets 4	N/A
5	Who the product is best for	- Required - Large/Medium/Small: (Style Guide pg.13 / #3) - Ability to assign icon from pre-defined set of icons instead of bullets (bullet-list format) - Ability to assign user group name to each icon - Character limit 180	N/A

SMALL VIEW



SMALL VIEW (SWIPED)

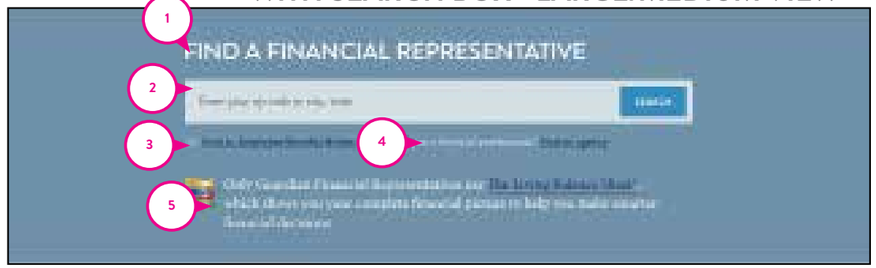


M15 - Find a Rep Module (with & without Search)

This module is a prominent call to action to facilitate contact and conversation with a Guardian Financial Representative.
The module has 4 different flows/paths available:

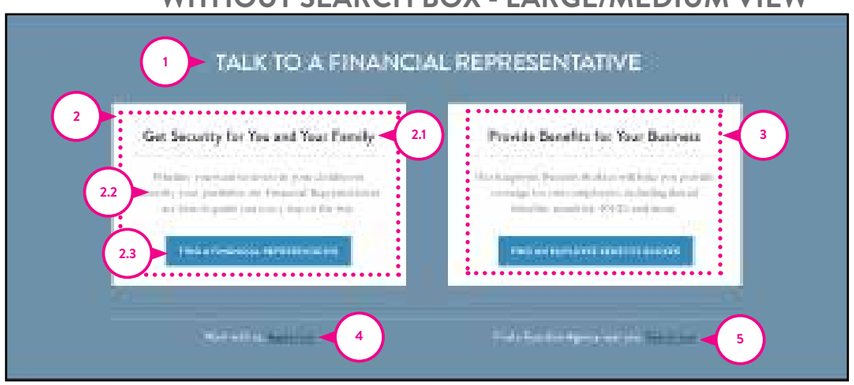
1) Find an FR with LBS variation
2) Find an FR without LBS variation
3) Find an employee broker variation
4) Find a Guardian agency variation

WITH SEARCH BOX - LARGE/MEDIUM VIEW



WITH SEARCH BOX SMALL VIEW

WITHOUT SEARCH BOX - LARGE/MEDIUM VIEW



WITHOUT SEARCH BOX SMALL VIEW

FIND AN FR MODULE WITH THE SEARCH BOX - SPECS

ID	NAME	DETAIL	ACTION
1	Module Header	- Required - Large/Medium/Small: (Style Guide pg.12 / #3) - Character limit = 40	N/A
2	Search Field and Button	- Required	N/A
3	Find an Employee Benefits Broker	- Optional - Character limit = 220	N/A
4	Find an Agency CTA Link	- Optional - Character limit (description) = 100 - Character limit (link text) = 35	- On click/tap on Find an Agency buton, user is directed to Find an FR page.
5	The Living Balance Sheet CTA Link	- Required - Character limit: link descr.= TBD / link text = 35	N/A

FIND AN FR MODULE WITHOUT THE SEARCH BOX - SPECS

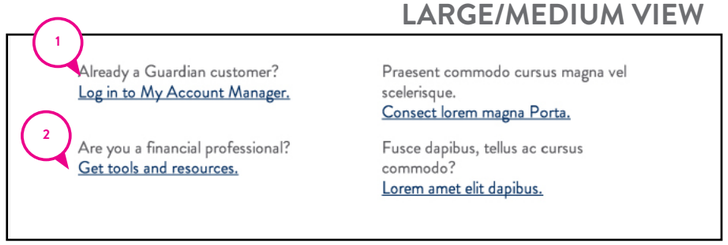
ID	NAME	DETAIL	ACTION
1	Module Header	- Required - Large/Medium/Small: (Style Guide pg.12 / #3) - Character limit = 40	N/A
2	Find a Financial Rep content box	- Required - The box displays the following components: -- Title -- Copy -- CTA Button	
2.1	Section Header	- Required - Large/Medium/Small: (Style Guide pg.12 / #4) - Character limit = TBD	N/A
2.2	Section Copy	- Required - Large/Medium/Small: (Style Guide pg.13 / #3) - Character limit = TBD	N/A
2.3	CTA Button	- Required - Character limit button = TBD	- On click/tap on Find an Financial Rep. button, the user is directed to the Find an FR page. - On click/tap on Find an Employee Benefits Broker button, the user is directed to the Find a Broker page.
3	Find an Employee Benefits Broker content box	- Required - The box displays the following components: -- Title -- Copy -- CTA Button	
4	Apply Now CTA Link	- Required - Character limit: link descr.= 35 / link text = 35	On click/tap, takes the user to Guardian Life Careers page.
5	Find a Guardian Agency CTA Link	- Required - Character limit: link descr.= 35/ link text = 35	On click/tap, takes the user to Find an Agency page.

M16 - Link Farm Module

The module is used to display low priority ancillary text-only, utility content such as downloads, redirect links, variable annuity prospectus & pricing info. The module should only be used at the bottom of the page right above the footer module. In small viewports, the links of the Link Farm are stacked vertically in one column. Each instance of this module will have a different set of links.

SMALL VIEW

LARGE/MEDIUM VIEW



ID	NAME	DETAIL	ACTION
1	Link Label	- Required - Character limit 40	N/A
2	CTA Link	- Required - Link Text can be overwritten	On click/tap, takes the user to target URL defined for the link.

M17 - Disclaimer Module

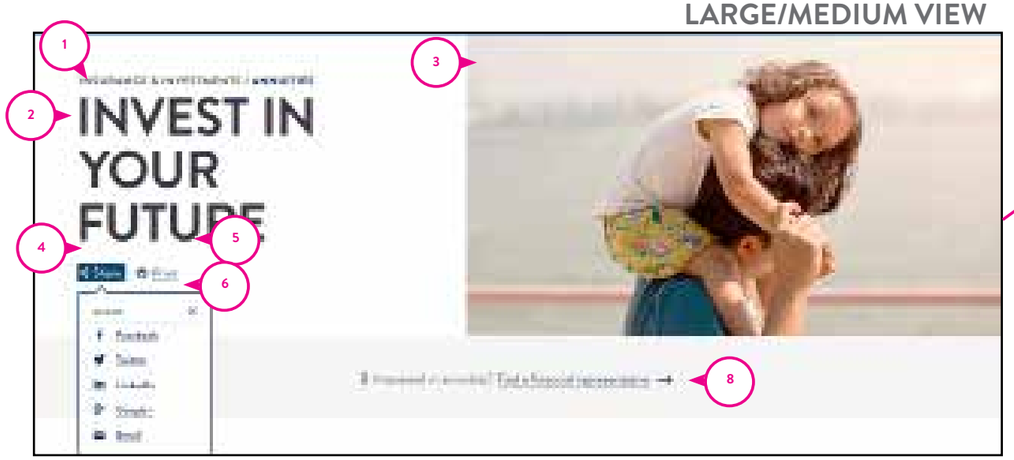
This module is used to display the copright disclaimer for Guardian.com.

ID	NAME	DETAIL	ACTION
1	Headline	- Optional - Large/Medium/Small: (Style Guide pg.12 / #5) - Character limit 40	N/A
2	Body Copy	- Required - Large/Medium/Small: (Style Guide pg.13 / #3) - Character limit = N/A	N/A

M18 - Article Intro Module

This module allows user to understand what content is on the page. Always appears at the top of the article page.

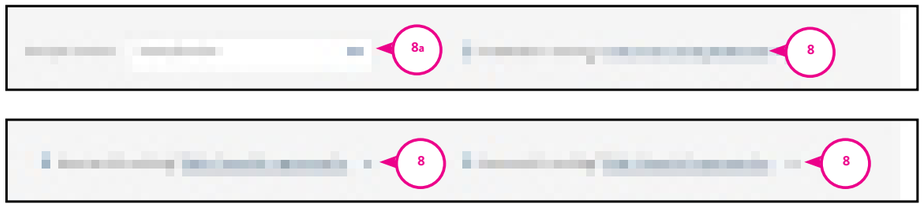
LARGE/MEDIUM VIEW



LARGE/MEDIUM VIEW - Headline overlapping Image

LARGE/MEDIUM VIEW - Video Article

SMALL VIEW

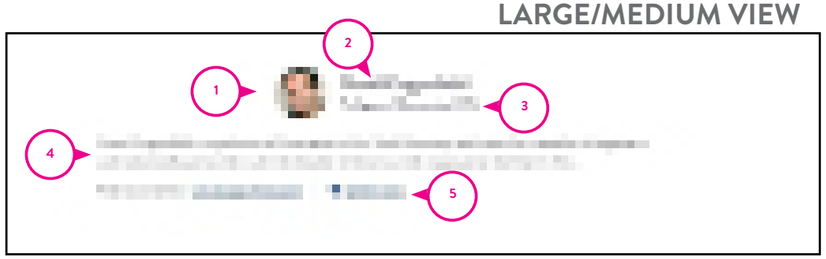


ID	NAME	DETAIL	ACTION
1	Breadcrumbs	- Required - Format is "[Category] / [Sub-category]", where the last entry ([Sub-category]) is a link. Example: "Insurance & Investments / Annuities"	On click/tap, takes the user to the sub-category landing page.
2	Headline	- Required - Large/Medium: (Style Guide pg.10 / #2) - Small: (Style Guide pg.10 / #3) - Displayed alongside or over the image and under the video - Character limit = 40	N/A
3	Image / Video	- In this area either an image is displayed or a video. - If a video is displayed, then a still image with the PLAY button will be displayed upon landing. - Please refer to Appendix A (Image Size Rules) for details about image/video player sizes. - Background color for video articles is always black.	If a video is displayed in article intro, on click/tap the video plays inline unless on a mobile device. On mobile devices, clicking/tapping on the video will open the video in the native video player of the mobile device.
4	Author Name	- Optional - Character limit Author Name = 30 - When the Author Details module is enabled, it is anchored to the Author Name. See M19 for details about the optional 'Author Details' module on the next page.	N/A
5	Publishing Date	- Optional	N/A
6	Share & Print Buttons	- Required (both) - Large/Medium/Small: (Style Guide pg.16 / #2)	- On click/tap on SHARE, the share drop-down will open and the user can share the article on social media/email. - On click/tap on PRINT, the print-friendly version of the article opens in a new tab and the printer modal is triggered.
7	Sections Drop-down	- Optional - Can be used if there are sub-sections within the article. Each sub-section will be anchored within the drop-down menu.	- On selection of a value in the drop-down, the user is scrolled down to the corresponding/ anchored section of the article.
8	Redirect CTA(s)	- Optional - Displays up to 2 URL links if 'Jump To' drop-down is not displayed. If so, then only one redirect link is allowed. - Char limit: Labels = 40 / Link Text = 40	- On click/tap, takes the user to the defined target URL for the link.
9	'Jump to section Drop-down	- Optional - Displayed only if 2 or more section identified in the article.	On selection of a section/value in drop-down scrolls the user to the corresponding article section.

M19 - Author Details Module

This module is used to display additional details about the author. This module will only be displayed if the minimum required data values are available (see the required components/data in the table below). When turned on, the module is displayed after the last section of the article and before the first full-bleed module of the article.

LARGE/MEDIUM VIEW

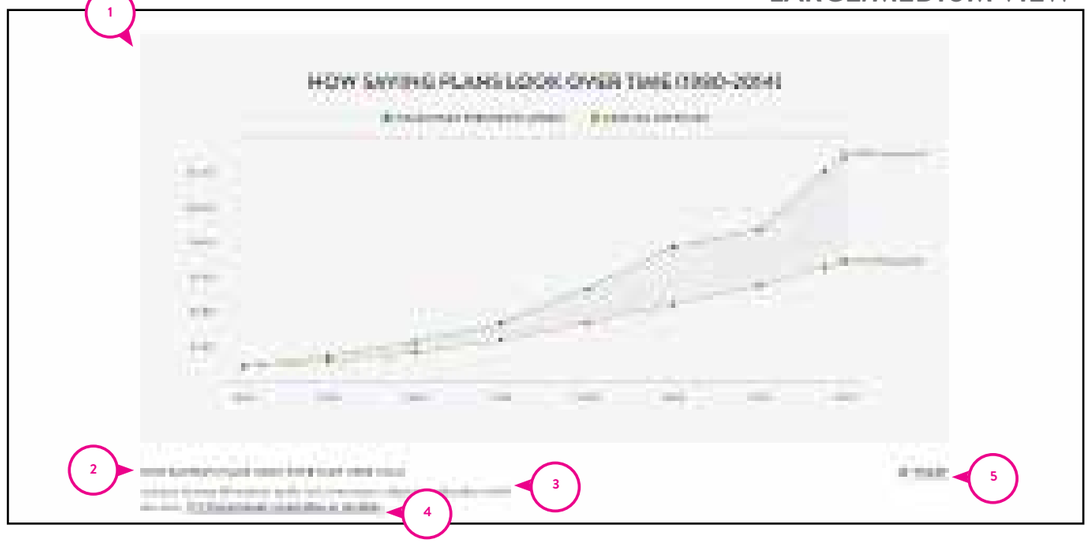


ID	NAME	DETAIL	ACTION
1	Author Image	- Required - Please refer to Appendix A (Image Size Rules) for details about image/video player sizes and dimensions.	N/A
2	Author Name	- Required - Large/Medium/Small: (Style Guide pg.12 / #5) - Character limit = 30	N/A
3	Author Role	- Required - Large/Medium/Small: (Style Guide pg.13 / #3) - Character limit = 45	N/A
4	Author Description	- Required - Large/Medium/Small: (Style Guide pg.13 / #3) - Character limit = 250	N/A

M20 - Image/Info-graphic Module

This module allows user to display graphics within the body of the article.

LARGE/MEDIUM VIEW



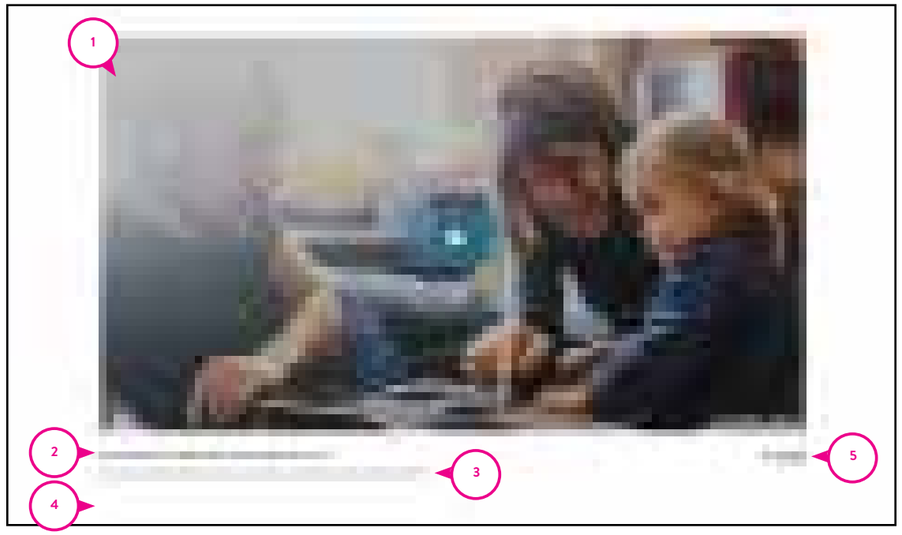
SMALL VIEW

ID	NAME	DETAIL	ACTION
1	Image	- Required - Please refer to Appendix A (Image Size Rules) for details about image sizes and dimensions.	N/A
2	Image Caption	- Optional - Large/Medium/Small: (Style Guide pg.12 / #5) - Character limit = 40	N/A
3	Image Sub-caption	- Optional - Large/Medium/Small: (Style Guide pg.13 / #3) - Character limit = 100	N/A
4	Source URL	- Optional - Link text and URL fields - Character limit = 60	- On click/tap, takes the user to the URL of the info-graphics source
5	SHARE Button	- Optional - Large/Medium/Small: (Style Guide pg.16 / #2)	- On click/tap on SHARE, the share drop-down will open where users can select a social media platform to share the infographic image.
6	Image/Info-graphics Tag	- Required - Used to determine whether an image is included in the print-friendly version or not.	N/A
7	EXPAND (Small Viewport only)	- Option in the small viewport to open the image at 100% size in a new window/tab in full size and scrolling (horizontal/vertical) option. - Large/Medium/Small: (Style Guide pg.17 / #1)	On click/tap, takes the user to a new page where the full image can be viewed on a mobile device.

M21 - Video Module

This module allows user to display graphics within the body of the article.

LARGE/MEDIUM VIEW



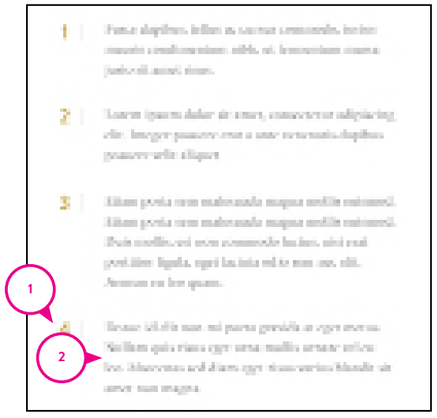
ID	NAME	DETAIL	ACTION
1	Video	- Required - Please refer to Appendix A (Image Size Rules) for details about image sizes and dimensions.	N/A
2	Video Caption	- Optional - Large/Medium/Small: (Style Guide pg.13 / #3) - Character limit = 40	N/A
3	Video Sub-caption	- Optional - Large/Medium/Small: (Style Guide pg.13 / #3) - Character limit = 100	N/A
4	Video Source	- Optional - Link text and URL fields - Character limit = 60	- On click/tap, takes the user to the URL of the video source
5	SHARE Button	- Optional - Large/Medium/Small: (Style Guide pg.16 / #2)	- On click/tap on SHARE, the share drop-down will open where users can select a social media platform to share the video with.

M22 - List Module

This module allows user to displays bulleted/numbered text within the body of a page. Each created instance of this module will have different content.

LARGE/MEDIUM VIEW

SMALL VIEW



BULLETED LIST - LARGE/MEDIUM VIEW

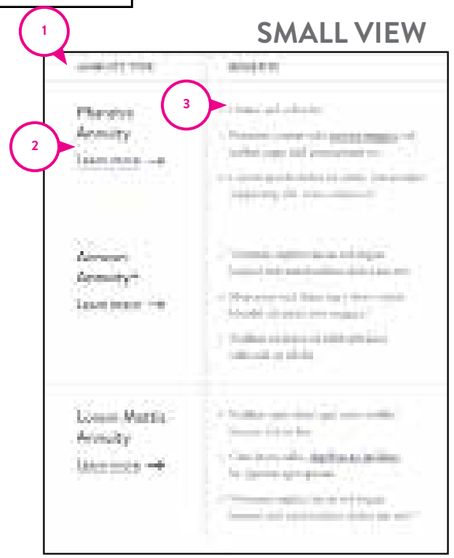
ID	NAME	DETAIL	ACTION
1	Style	- Required - Option to choose from bullet points or numbers	N/A
2	List Item Text	- Required - Large/Medium/Small: (Style Guide pg.13 / #3) - Character limit = 750	N/A

M23 - Table Module

This module allows user to displays tabular data in body of page. There are no maximums for the number of rows/ columns to add to a table.

LARGE/MEDIUM VIEW

SMALL VIEW



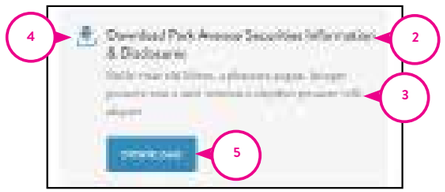
ID	NAME	DETAIL	ACTION
1	Column Headers	- Required - Large/Medium/Small: (Style Guide pg.13 / #3) - Character limit = 40	N/A
2	Row Header	- Optional - Large/Medium/Small: (Style Guide pg.12 / #5) - When specified, the first column becomes sticky (small viewport) - Character limit = 40	N/A
3	Cell Data	- Required - Large/Medium/Small: (Style Guide pg.13 / #3) - Character limit = 180	

M24 - Download Module

This module allows user to display files for download. Inline version displays up to 3 downloads. Full-bleed version displays up to 10 downloads.

LARGE/MEDIUM VIEW

SMALL VIEW

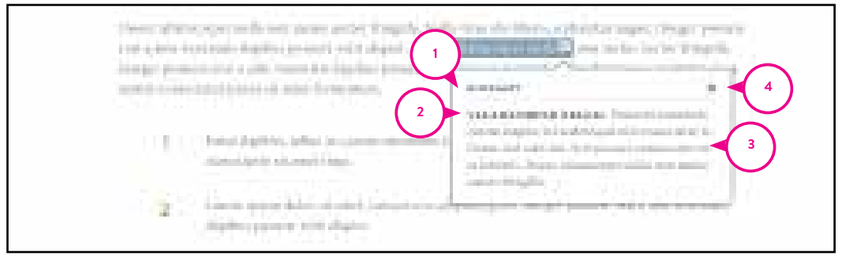


ID	NAME	DETAIL	ACTION
1	Module Description	- Optional - Large/Medium/Small: (Style Guide pg.13 / #2) - Character limit = 200	N/A
2	File Name	- Required - Large/Medium/Small: (Style Guide pg.12 / #5) - Character limit = 40	N/A
3	File Description	- Optional - Large/Medium/Small: (Style Guide pg.13 / #3) - Character limit = 150	N/A
4	File Icon	- Optional - Displayed for all download links or none - Selected from a pre-defined list of icons - The icons displayed should be identical across viewports.	N/A
5	DOWNLOAD CTA Button	- Required - Large/Medium/Small: (Style Guide pg.15 / #1) - The label reads "DOWNLOAD"	On click/tap, the file download is triggered.

M25 - Glossary Tooltip Module Module

On click/touch, displays description text in an overlay. This module/functionality is only used for body copy and intro of Articles.

LARGE/MEDIUM VIEW

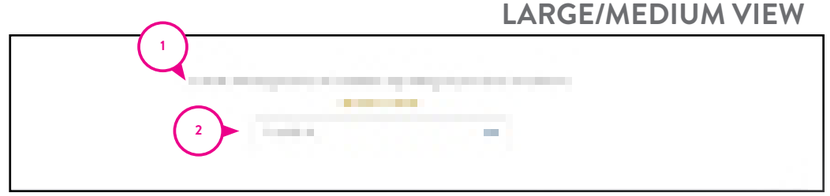


ID	NAME	DETAIL	ACTION
1	Label	- Required - Large/Medium/Small: (Style Guide pg.12 / #5) - Character limit = 30	N/A
2	Glossary Term	- Required - Large/Medium/Small: (Style Guide pg.16 / #5) - Character limit = 50	N/A
3	Description	- Required - Large/Medium/Small: (Style Guide pg.16 / #6) - Character limit = 500	N/A
4	CLOSE Button	Standard popup functionality.	- On click/tap, closes the glossary tooltip. - Users can also click outside the tooltip dialog to close it.

M26 - State-selector Module

This module is a drop down that displays all US states within a page.

LARGE/MEDIUM VIEW

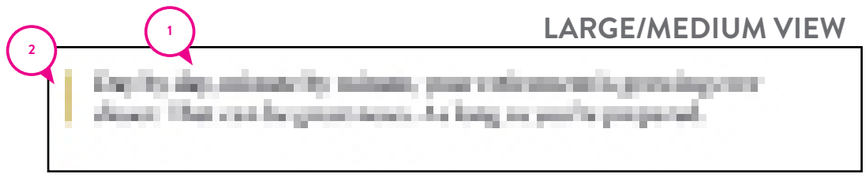


ID	NAME	DETAIL	ACTION
1	Instructional Copy	- Required - Large/Medium/Small: (Style Guide pg.13 / #3) - Character limit = 125	N/A
2	State Drop-down	- Required - Large/Medium/Small: (Style Guide pg.18 / #3-4-5) - The admin will determine what contents populate the drop-down.	On selection of a value in the State drop-down, the state-specific page will load in a new page/tab.

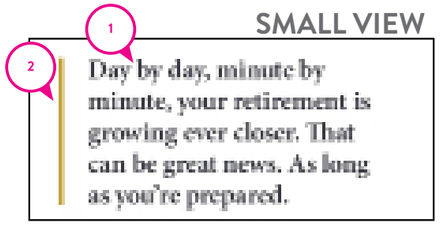
M27 - Pull Quote Module

This module displays highlighted text or quote within the body of a page.

LARGE/MEDIUM VIEW



SMALL VIEW

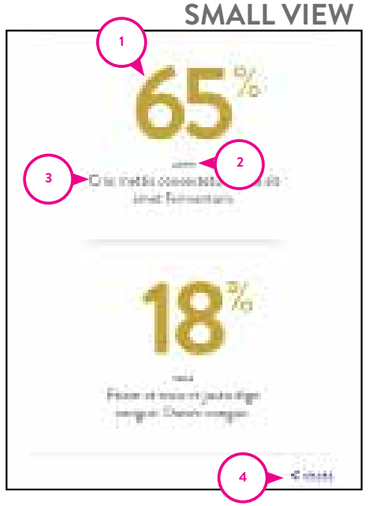


ID	NAME	DETAIL	ACTION
1	Pull Quote	- Optional - Large/Medium/Small: (Style Guide pg.15 / #5) - Character limit = 150	N/A
2	Bar	- Color options: Gold or Blue-Grey	N/A

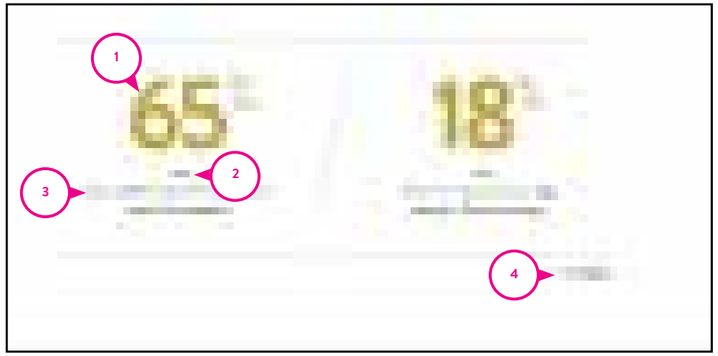
M28 - Key Stat Module

This module displays highlighted key statistic within the body of a page. This module can be displayed with one or two statistics. In small viewport, when two statistics are displayed, they will be stacked vertically (see small view screenshot below).

SMALL VIEW



LARGE/MEDIUM VIEW

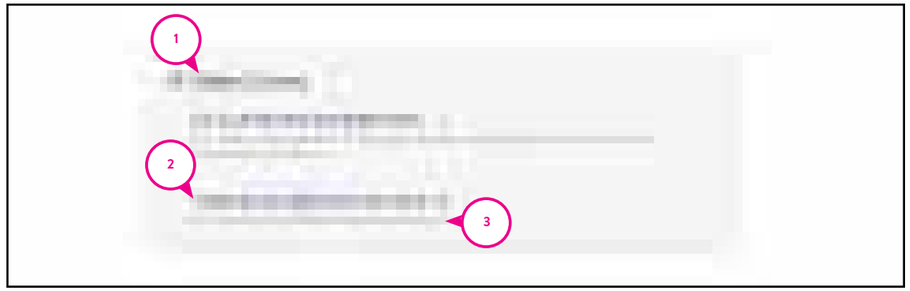


ID	NAME	DETAIL	ACTION
1	Statistic	- Required - Large/Medium/Small: (Style Guide pg.16 / #3-4) - Color options: Gold or Blue-Grey - Character limit one statistic = 10 (incl % or . or ,) - Character limit two statistics = 5 (incl % or . or ,)	N/A
2	Eyebrow	- Optional - Large/Medium/Small: (Style Guide pg.14 / #3) - Character limit = 30	N/A
3	Stat Description	- Required - Large/Medium/Small: (Style Guide pg.13 / #3) - Character limit = 75	N/A
4	SHARE Button	- Optional - Large/Medium/Small: (Style Guide pg.16 / #2)	- On click/tap on SHARE, the share drop-down will open where users can select a social media platform to share the module data on.

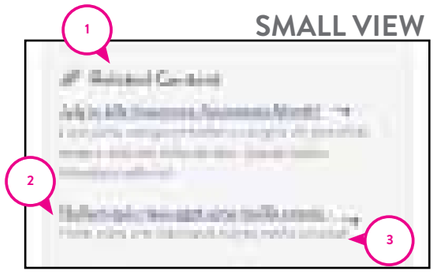
M29 - Related Destinations Module

This module is used to display related content links in the body of the page or at the end of the article. The inline treatment is detailed below, the full bleed treatment reuses one of the content modules (M09, M10 and M11). These links (link description, text and URLs) are entered manually and can reference existing content if needed. The links are not dynamic.

LARGE/MEDIUM VIEW



SMALL VIEW

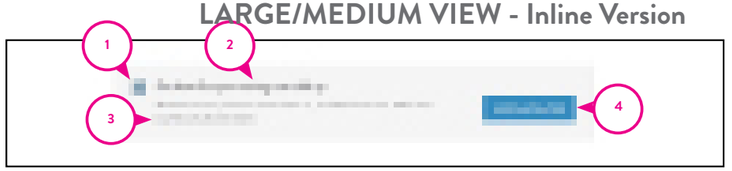


ID	NAME	DETAIL	ACTION
1	Module Header	- Reads "Related Content"	N/A
2	Destination Link	- Required - Character limit = 75	On click/tap, takes the user to the destination URL.
3	Destination Description	- Optional - Static text - Character limit = 150	N/A

M30 - Calculator/Utilities Module

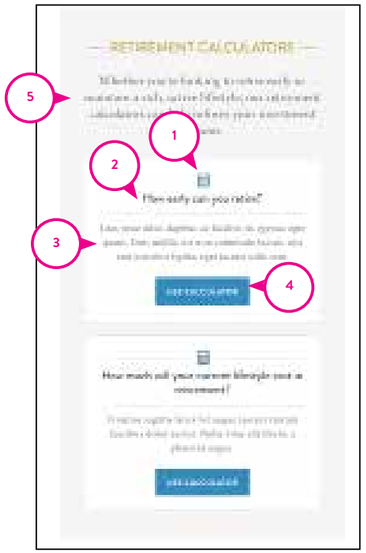
This module is used to display calculator/utility links in the body of the page or at the end of the article. In small viewport and full-bleed view, the two calculator sections of the module will stack vertically (see small view screenshot below).

LARGE/MEDIUM VIEW - Inline Version



LARGE/MEDIUM VIEW - Full-bleed Version

SMALL VIEW



ID	NAME	DETAIL	ACTION
1	Calculator Icon	- Optional - If an icon is displayed for a calcuator, then icons must be displayed for all calculators - Selected from a pre-defined list of icons.	N/A
2	Calculator / Utility Name	- Required - Character limit = 60	N/A
3	Calculator / Utility Description	- Optional - Character limit = 150	N/A
4	CTA Button	- Required - Character limit = 25	On click/tap, takes the user to the destination URL in a new tab.
5	Module Description	- Optional - Character limit = 200 - Only displayed for full-bleed view	N/A

M31 - Article Section Module

This module is used to display article content and zero or one inline module. An article can have no sections at all or any number of sections.

LARGE/MEDIUM VIEW

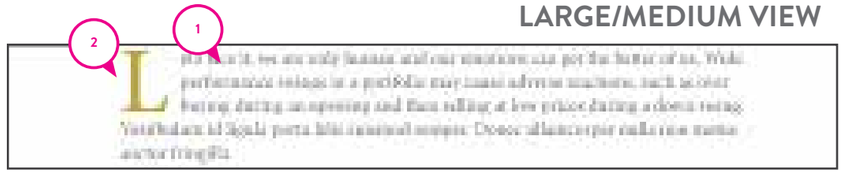
SMALL VIEW

ID	NAME	DETAIL	ACTION
1	Section Header	- Required - Large/Medium/Small: (Style Guide pg.12 / #5) - Character limit = 150	N/A
2	Section Copy	- Required - Large/Medium/Small: (Style Guide pg.13 / #3) - Character limit = N/A	N/A
3	Inline Module	- Optional - Can be displayed before, within or after the section copy.	N/A

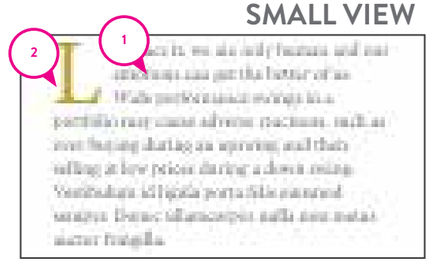
M32 - Article Abstract Module

This optional module is used to display a block of text (abstract) before the first article section.

LARGE/MEDIUM VIEW



SMALL VIEW

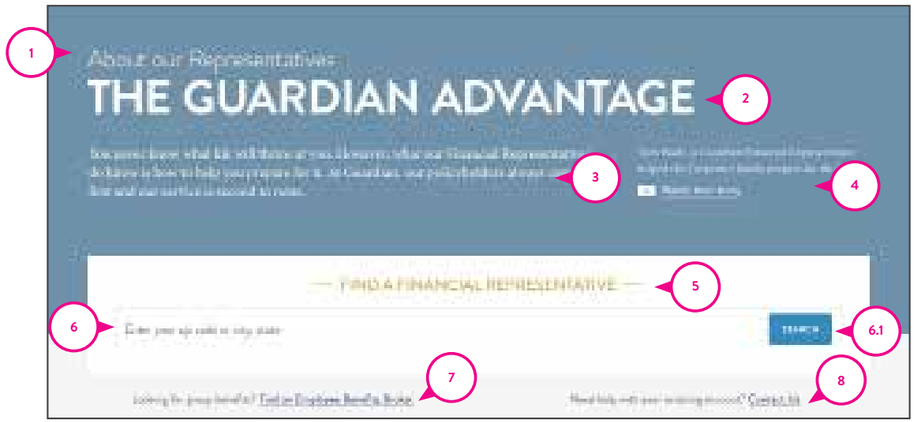


ID	NAME	DETAIL	ACTION
1	Copy	- Required - Large/Medium/Small: (Style Guide pg.13 / #2) - No character limit	N/A
2	Color variation	- First letter of the copy can be displayed in the following color variations: - Large/Medium/Small: (Style Guide pg.13 / #1) - Color options: 1) Gold 2) Blue-Grey	N/A

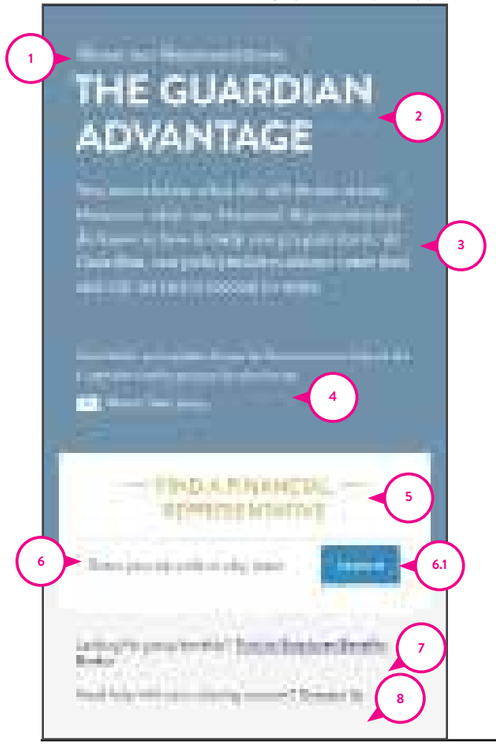
M33 - Find an FR/Broker Intro Module (inline & full-bleed versions)

The Find an FR/Broker Intro Module allows a user to understand what content is on the page and why they would want to get in touch. Always starts the Find an FR/Broker/Agency page.

LARGE/MEDIUM VIEW



SMALL VIEW

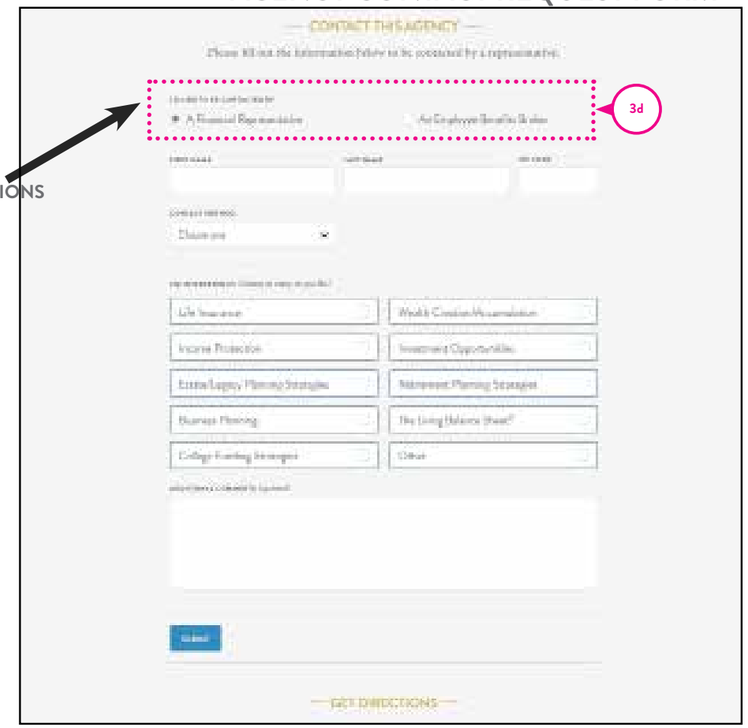


ID	NAME	DETAIL	ACTION
1	Intro Sub-header	- Required - Character limit = 40	N/A
2	Intro Header	- Required - Large/Medium/Small: (Style Guide pg.12 / #3) - Character limit = 30	N/A
3	Intro Sub-copy	- Optional - Large/Medium/Small: (Style Guide pg.13 / #3) - Character limit = 220	N/A
4	Intro Video Copy	- Optional - Large/Medium/Small: (Style Guide pg.13 / #3) - Character limit (description) = 100 - Character limit (link text) = 35	On click/tap, takes the user to the page of the video.
5	Section Header	- Required - Large/Medium/Small: (Style Guide pg.16 / #1)	N/A
6	Search Field	- Required - Large/Medium/Small: (Style Guide pg.18 / #2) - Default text = "Enter your zip code or city, state"	- On click/tap, the cursor is focused in the search text field and in tablet/ mobile devices, the full on-screen keyboard appears.
6.1	Search Button	- Required - Large/Medium/Small: (Style Guide pg.18 / #2) - Button Label = "SEARCH"	On click/tap, takes the user to the FR Search Results Page (See page 37 for details).
7	'Find a Broker' Link	- Required - Character limit link description = 35 - Character limit link text = 35	On click/tap, takes the user to the Find a Broker page.
8	'Contact us' Link	- Required - Character limit link description = 35 - Character limit link text = 35	On click/tap, takes the user to the Contact Us page.

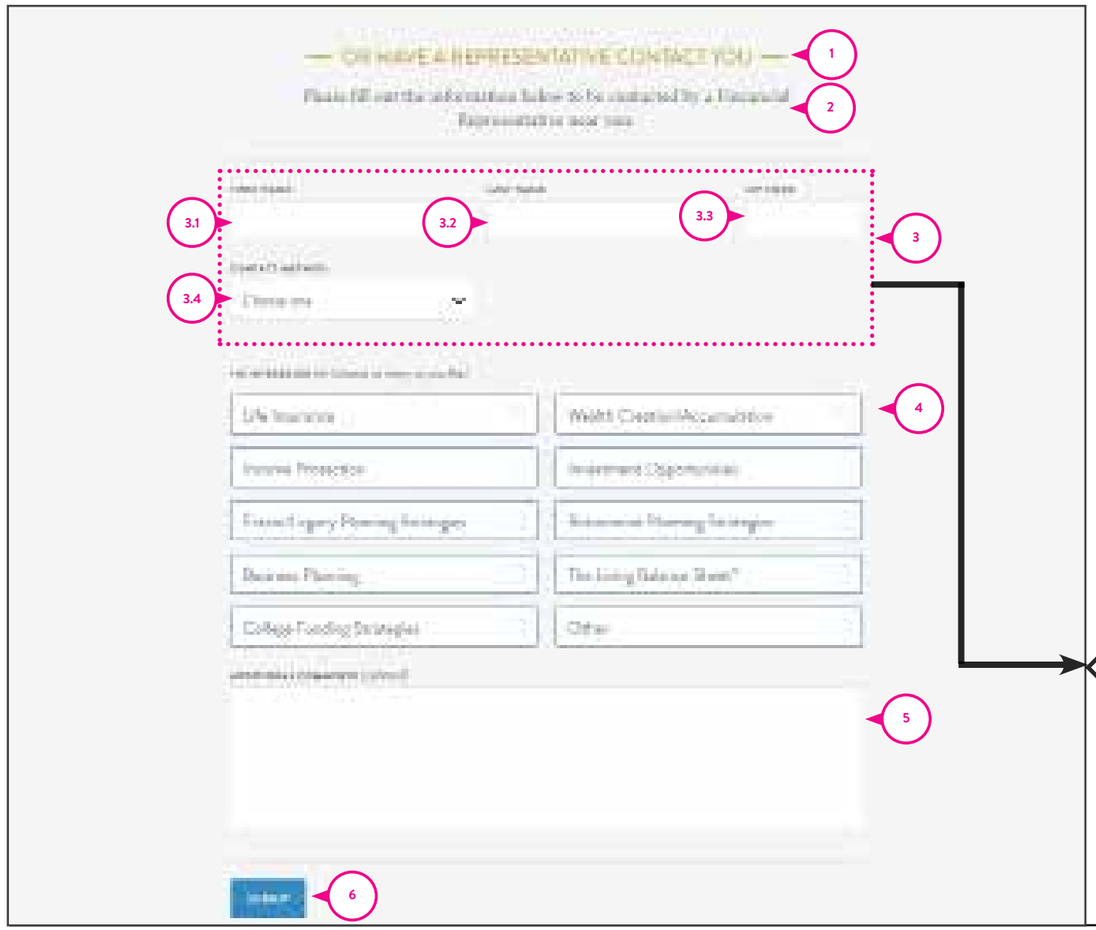
M34 - Contact Request Form Module

This form is DIFFERENT on the agency page. The user is asked a profiling question at the top of the form that they are not asked on the Find an FR/Broker page.

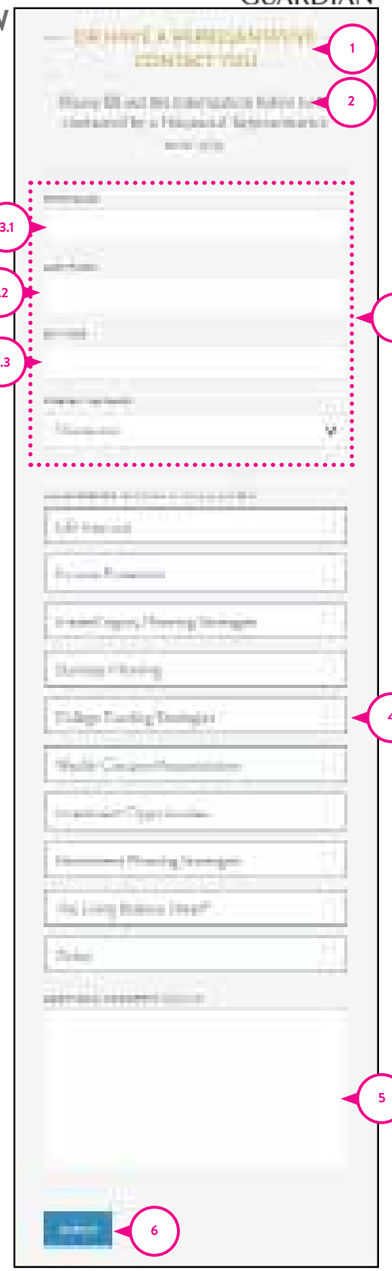
AGENCY CONTACT REQUEST FORM



LARGE/MEDIUM VIEW



SMALL VIEW



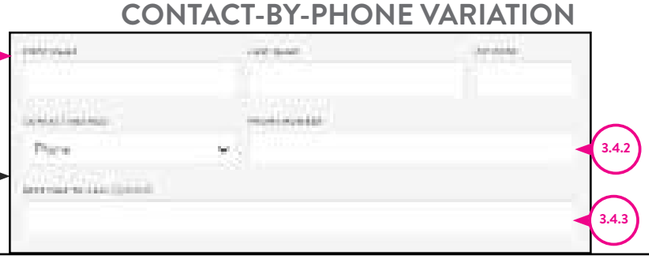
Email or Phone

EMAIL

PHONE

CONTACT-BY-EMAIL VARIATION

CONTACT-BY-PHONE VARIATION



ERROR STATE

M34 - Contact Request Form Module (cont'd)

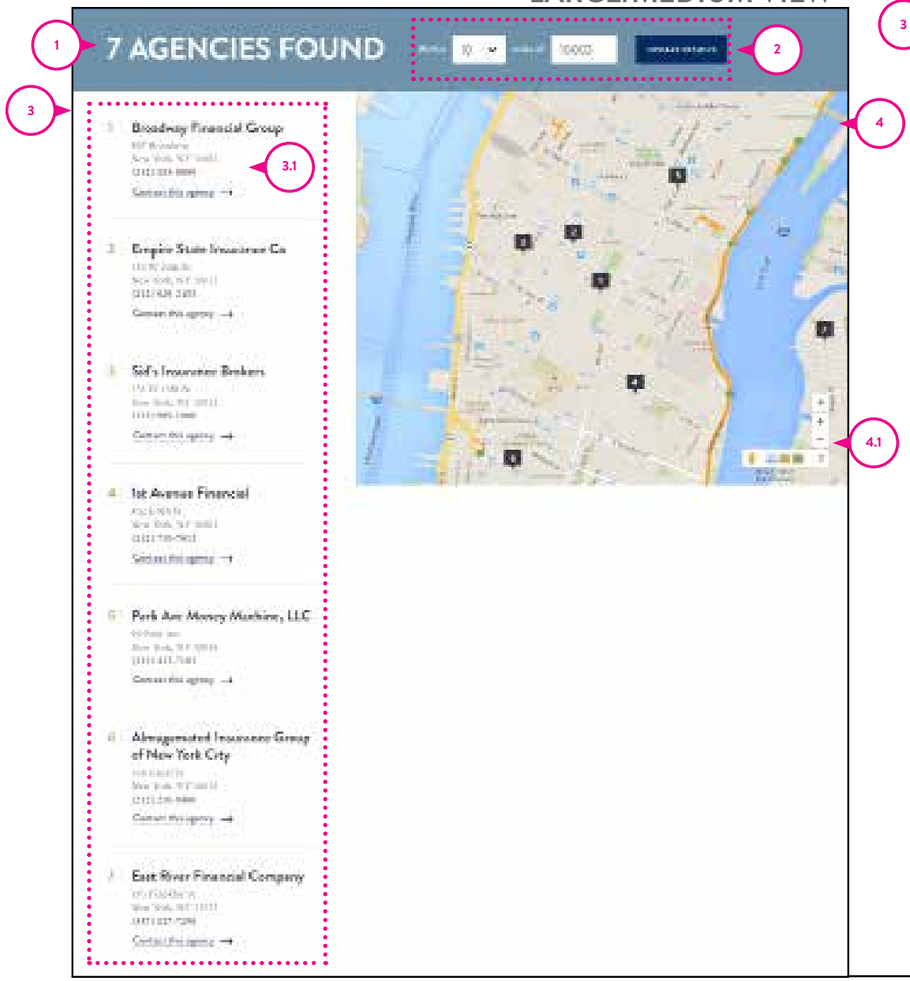
The Contact Request Form Module allows a user to 1) submit a request for Guardian to assign an agency to get in touch with the user from the Find an FR/Broker template or 2) submit a request for an agency to get in touch with the user from the Agency Contact page.'

ID	NAME	DETAIL	ACTION
1	Module Header	- Required - Wraps to new/2nd line in small view	N/A
2	Module Sub-header	- Required	N/A
3	Form/Fields	The form has the following fields: - First Name text field (required / alphanumeric) - Last Name text field (required / alphanumeric) - ZIP Code text field (required / numeric / 5-char limit) - Contact Method drop-down (required / values: email format with validation, phone number format with 10-char limit)	
3.1	First Name text field	- Required - Alphanumeric - Char limit = None	On click/tap into this field on mobile/ tyablet devices, the alpha-numeric on-screen keyboard pops up for the user to make an entry.
3.2	Last Name text field	- Required - Alphanumeric - Char limit = None	On click/tap into this field on mobile/ tyablet devices, the alpha-numeric on-screen keyboard pops up for the user to make an entry.
3.3	ZIP Code text field	- Required - Alphanumeric - Char limit = 5	On click/tap into this field on mobile/ tyablet devices, the numeric on-screen keyboard pops up for the user to make an entry.
3.4	Contact Method drop-down	- Required - Option 1: Email - Option 2: Phone	- Selecting "Email" in this drop-down displays the form as illustrated in 3a. - Selecting "Phone" in this drop-down displays the form as illustrated in 3b.
3.4.1	Contact-by-Email Variation	Selecting “Email” in ‘Contact Method’ drop-down adds the following fields to the form: - Email text field (required) - Email format validation should be applied	- When an email is successfully submitted, the user is directed to the confirmation page. - Tapping into this field on a tablet/ mobile device will make the email on-screen keyboard of the device appear.
3.4.2	Contact-by-Phone Variation	Selecting “Phone” in ‘Contact Method’ drop-down adds the following fields to the form: - Phone Number text field (required / numeric / 10 characters) - ‘Best time to call’ text field (optional / alphanumeric) Please note that the phone number is formated as follows as it is entered by the user: (NNN) NNN-NNNN for a 10-digit US number.	Tapping into this field on a tablet/ mobile device will make the numeric on-screen keyboard of the device appear.
3.4.3	Best Time To Contact text field	- Optional - Char limit = 90	
4	Topics Multi-select List	- Optional - Multi-selection allowed - Options: To be confirmed during the content production phase. - Maximum 10 options will be allowed to display.	- On click/tap on a topic in the Topic Multi-select List will highlight the topic and add a check-mark in its check box. - On 2nd click/tap on a topic in the Topic Multi-select List the highlight and the check mark will disappear and the topic will be de-selected.
5	Additional Comments Text Area	- Optional - Character limit = 500	N/A
6	Submit Button	- Required	- On click/tap after filling out all the required fields, a user request is submitted into the Guardian System for an agency representative to contact the customer/user and the user is directed to the generic confirmation page. A plain HTML confirmation email is also triggered. - On click/tap with one or more required fields not filled out or as per the validation requirements the error state of the form displays (see 3.5.1).
3c	Error State	When users click the Submit button with one of the required fields missing the error state will be displayed. In this state, an error message is displayed on top of the form (in red) section and the field with the missing value will be highlighted in red.	N/A
3d	Contact Request Form with Profiling Question	- On Agency Contact page, the Contact Request Form will have radio buttons for two profiling options: 1) Financial Representative 2) Employee Benefits Broker - User must select one of these options (required). - This variation of the form is displayed only on Agency Contact Template (See Templates section).	N/A

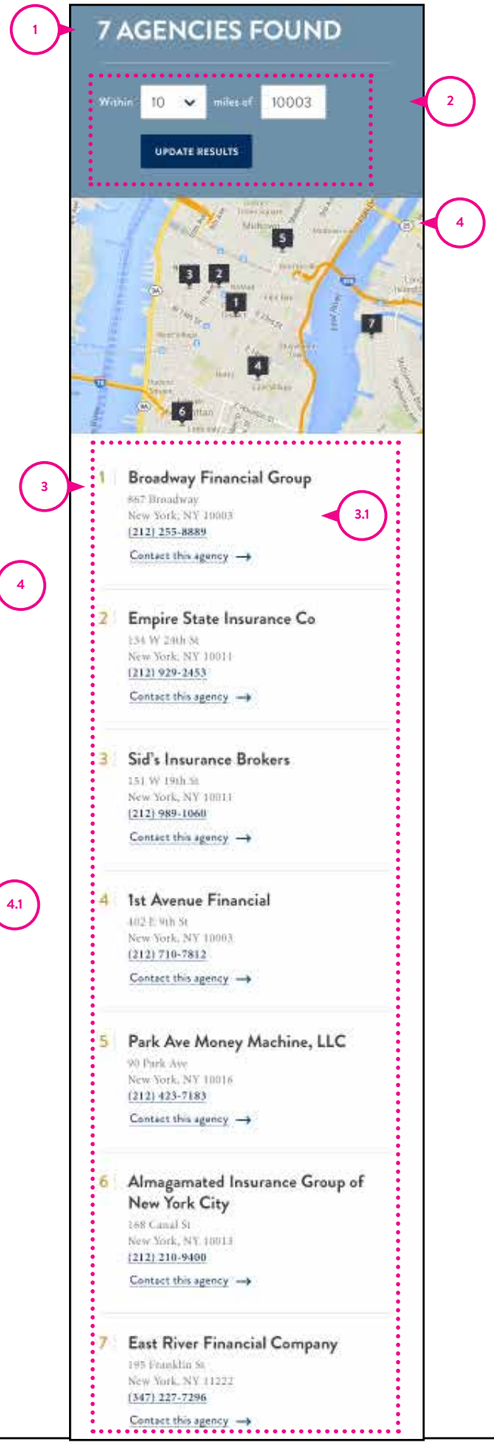
M35 - Search Results Module

The Search Results Module allows a user to see nearby agencies based on their search criteria applied.

LARGE/MEDIUM VIEW



SMALL VIEW

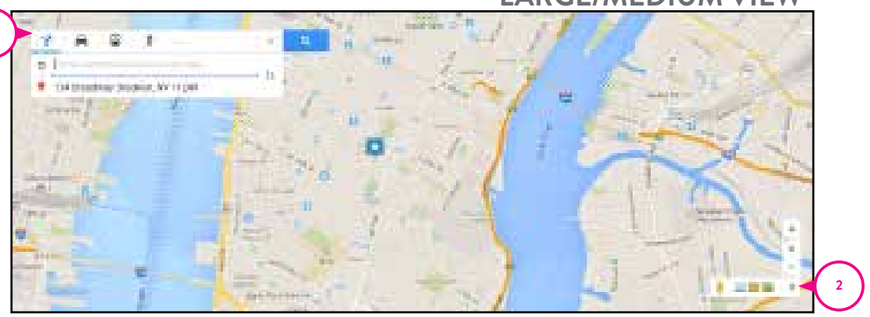


ID	NAME	DETAIL	ACTION
1	Results Found Indicator	- The number of the search results will be indicated as follows: "[N] Agencies Found", where N is the number of search results.	N/A
2	Results Geo-update Functionality	- This section has the following components: Distance drop-down (values 5, 10, 25, 50, 100), ZIP text field (numeric) and 'Update Results' button. - Users can fill out a ZIP code, select a geo-distance displayed and update the search results by clicking/tapping the 'Update Results' button.	On click/tap on Update Results button, the results are updated based on the new distance and ZIP entered.
3	Results Grid	At least 1 search result (no maximum) is displayed in a 1-column grid. - The results grid is displayed to the left of the Results Map in large/medium views, and under the Results Map in small view. - The order of the search result is determined by the distance proximity of the search result.	N/A
3.1	Individual Result	Individual result of the Results Grid will display the following info: - Index of the result (color variation: gold/black) - Agency Name (1 line) - Agency Address (2 lines) - Agency Number (1 line, link treatment in small view) - 'Contact this agency' Link	- On click/tap on Agency Phone Number in small view on a mobile device, a call is triggered on the device. - On click/tap on 'Contact this agency' link, the user is directed to the Agent Contact Page (see page 38 for details about this page)
4	Results Map	- Interactive Google Maps API is displayed here for large/medium views. For small viewport, the image displayed is a flat screenshot generated by Google Maps API.	On mobile devices, on tap on the map image takes the user to the device's native map app with the search parameters applied.
4.1	Google Maps API Streetviews Feature	This feature will be tested and evaluated during the development phase to determine whether it will be included during the launch.	N/A

M36 - Google Maps Module

The Google Maps Module allows a user to see the location of the agency and determine directions on how to get there.

LARGE/MEDIUM VIEW



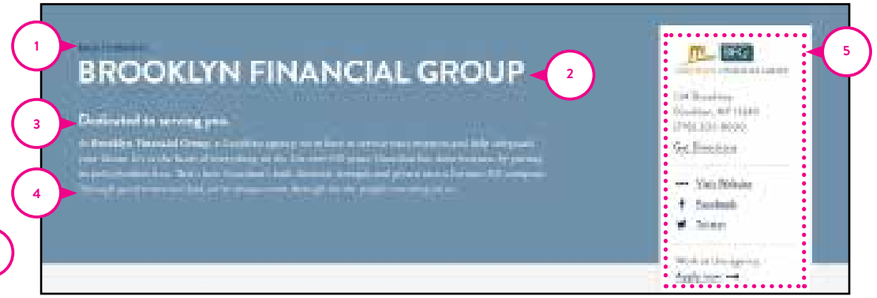
ID	NAME	DETAIL	ACTION
1	Interactive Map / Get Directions Module	- Standard Google Maps API	N/A
2	Streetview View	- Decision to whether or not to implement Streetview View of Google Maps API is still pending.	N/A

M37 - Agency Contact Intro Module

The Agency Contact Intro Module displays the contact details for the agency. Always starts the Agency Contact page.

SMALL VIEW

LARGE/MEDIUM VIEW



ID	NAME	DETAIL	ACTION
1	'Back to Results' link	- Required	On click/tap on ‘Back to Results’ link, the user is taken to the FR Search Results Page (Page 36).
2	Agency Name	- Required - Large/Medium/Small: (Style Guide pg.12 / #3) - Char length = 45	N/A
3	Sub-header	- Required - Char length = 50	N/A
4	Sub-copy	- Required - Large/Medium/Small: (Style Guide pg.13 / #3) - Char length = 500	N/A
5	Agency Contact Details Section	The section displays the following: 1) Logo of the agency 2) Street Address and Phone Number of the agency 3) Get Directions Link 4) Agency Links 4.1) Visit Website Icon and Link 4.2) Facebook Icon and Link 4.3) Twitter Icon and Link 5) 'Apply Now' Link and Arrow Icon	- On click/tap on ‘Get Directions’ link, the user is directed to the bottom of the page with the embedded google map in large/ medium viewport. On small viewports ‘Get Directions’ launches the default map app of the device. - On click/tap on ‘Visit Website’ link, the user is taken to the agency’s website (if one available). - On click/tap on ‘Facebook’ link, the user is taken to the agency’s Facebook profile page (if available). - On click/tap on ‘Twitter’ link, the user is taken to the agency’s Twitter profile page (if available).

M38 - Confirmation Page Hero Module

The Confirmation Page Hero Module displays confirmation text that the contact request form has been submitted.

LARGE/MEDIUM VIEW

SMALL VIEW

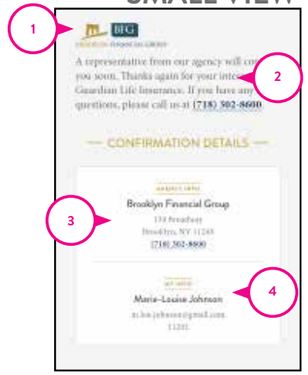
ID	NAME	DETAIL	ACTION
1	Hero Image	- Required - Please refer to 'Image Size Rules' table in the Appendix for details about the size and aspect ratio of the hero image.	N/A
2	Customer Name	- Required - This is the name the user submits when filling out the contact request form - Char limit = 30	N/A
3	Confirmation Message	- Required - Char limit = N/A	N/A

M39 - Confirmation Details Module

The Confirmation Details Module confirms the contact details for the user and the agency (if applicable). There will be one Agency Details tile and one User Details tile at all times.

LARGE/MEDIUM VIEW

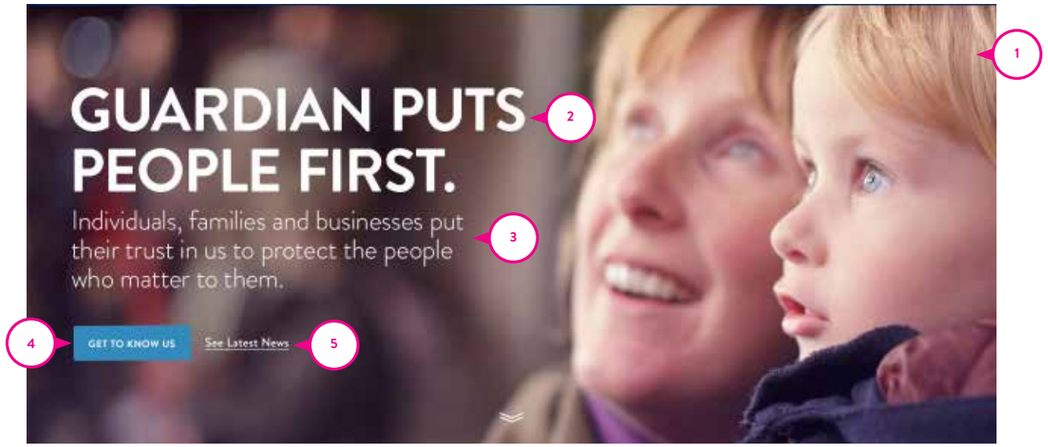
SMALL VIEW



ID	NAME	DETAIL	ACTION
1	Agency Logo	- Optional - Only displayed on the Agency-specific Confirmation Page (where the user requests to be contacted by a specific agency). - Please refer to 'Image Size Rules' table in the Appendix for details about the size and aspect ratio of the hero image.	N/A
2	'Thank you' Message	- Required - Char limit = 200 - This message may change depending on whether the user is on the Agency-specific Confirmation Page or Generic Confirmation page. - Displays the agency number if contact request was initiated on a Agency Contact Page and Guardian Life contact number in other cases.	On mobile devices, tapping on the agency phone number will trigger a call on the device.
3	Agency Details Tile	- Required for Agency-specific Confirmation Page (where the user requests to be contacted by a specific agency) - Displayed with gold eyebrow on top, which reads: "AGENCY INFO" - Displays the following: -- Agency Name (char limit = 40):if the first name initial and last name is displayed if the combined first name and last name char count is > 40. -- Agency Address (char limit = 70) -- Agency Phone Number	On mobile devices, tapping on the agency phone number will trigger a call on the device.
4	User Details Tile	- Required for Agency-specific Confirmation Page (where the user requests to be contacted by a specific agency) and Generic Confirmation Page. - Displayed with gold eyebrow on top, which reads: "MY INFO" - Displays the following: -- User Name (char limit = 40): if the first name initial and last name is displayed if the combined first name and last name char count is > 40. -- User Email Address (char limit = 45) -- User ZIP Code	N/A

M40 - Homepage Hero Module

LARGE/MEDIUM VIEW



SMALL VIEW

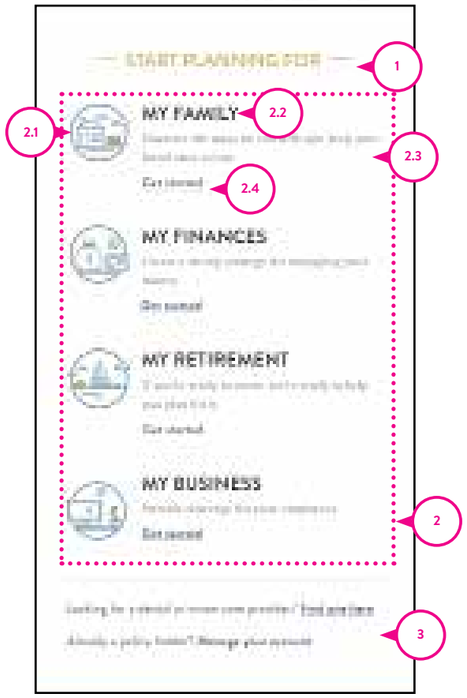
ID	NAME	DETAIL	ACTION
1	Hero Image	- Required - Displays a different image everytime the page loads. - Admin can upload up to 5 images. - Please refer to Appendix A for image dimensions and aspect ratio.	On page load, a new hero image is displayed from the library of uploaded hero images.
2	Header	- Required - Large/Medium: (Style Guide pg.12 / #1) - Small: (Style Guide pg.12 / #2) - Character limit = 30	N/A
3	Sub-copy	- Required - Large/Medium/Small: (Style Guide pg.13 / #3) - Character limit = 120	N/A
4	'Get to know us" CTA Button	- Required - Large/Medium/Small: (Style Guide pg.17 / #1)	On click/tap, takes the user to 'About Us' page.
5	'See Latest News' CTA Link	- Required - Large/Medium/Small: (Style Guide pg.17 / #1)	On click/tap, scrolls the user to the bottom of the page to the Latest News Carousel.

M41 - 'Start Planning For' Module

GUARDIAN

LARGE/MEDIUM VIEW

SMALL VIEW

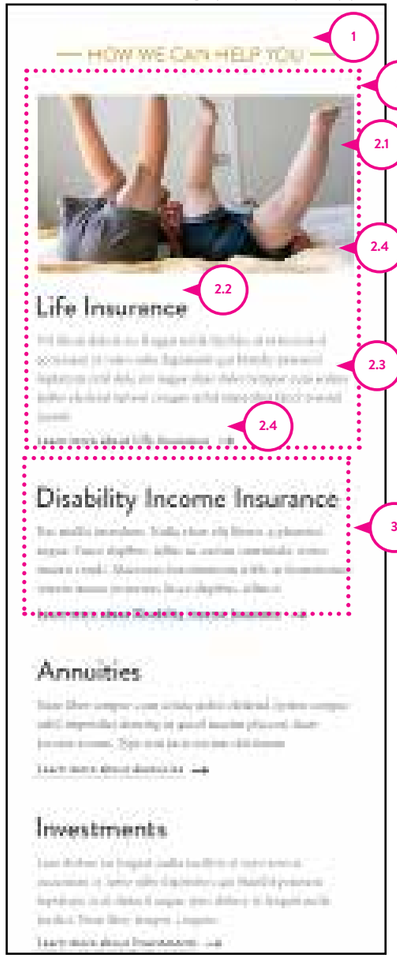


ID	NAME	DETAIL	ACTION
1	'Start Planning For' Section Header	- Required - See M06 Section Header Module for details. - Large/Medium/Small: (Style Guide pg.16 / #1)	N/A
2	Content Grid	- Large/Medium Viewports: 4-column layout - Small Viewport: 1-column layout, with vertically stacked tiles - Each tile has the following components: -- Image -- Header -- Sub-header -- CTA Link	N/A
2.1	Image	- Required - Please refer to Appendix A for details about image dimensions and aspect ratio.	- On click/tap, takes the user to the corresponding Topic Hub page.
2.2	Header	- Required - Large/Medium/Small: (Style Guide pg.12 / #5) - Character limit = N/A	N/A
2.3	Sub-header	- Required - Large/Medium/Small: (Style Guide pg.13 / #2) - Character limit = 110	N/A
2.4	Get Started Link	- Required	- On click/tap, takes the user to the corresponding Topic Hub page.
3	Redirect Links	- 2 redirect links are displayed at all times - Character limit link description = 35 - Character limit link text = 35	- On click/tap, takes the user to the corresponding page.

M42 - Homepage Individual Products Module

LARGE/MEDIUM VIEW

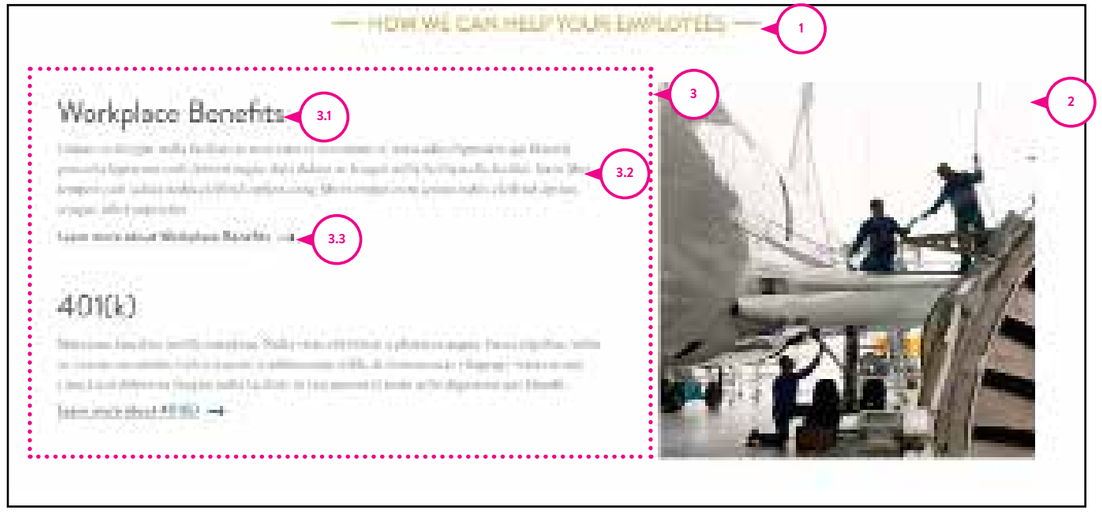
SMALL VIEW



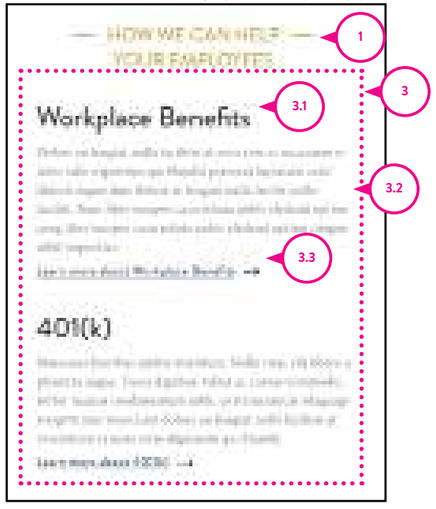
ID	NAME	DETAIL	ACTION
1	Section Header	- Required - See M06 Section Header Module for details.	N/A
2	Primary Individual Product	- Required - Primary individual product is displayed with an image, product name, product description and the CTA links.	N/A
2.1	Product Image	- Required - Only displayed for the primary individual product	N/A
2.2	Product Name	- Required - Large/Medium/Small: (Style Guide pg.12 / #4) - Character limit = 45	N/A
2.3	Product Description	- Required - Large/Medium/Small: (Style Guide pg.13 / #3) - Character limit = 160	N/A
2.4	CTA Link	- Required - Character limit (link text) = 45	On click/tap, takes the user to the target URL.
3	Secondary Individual Products	- Required - 3 secondary individual products are displayed without images, but with the product name, product description and the CTA links. - In large/medium viewports, the secondary products are displayed in one row (3-column format) and in small viewport, they are stac ked vertically.	N/A

M43 - Homepage Group Products Module

LARGE/MEDIUM VIEW



SMALL VIEW

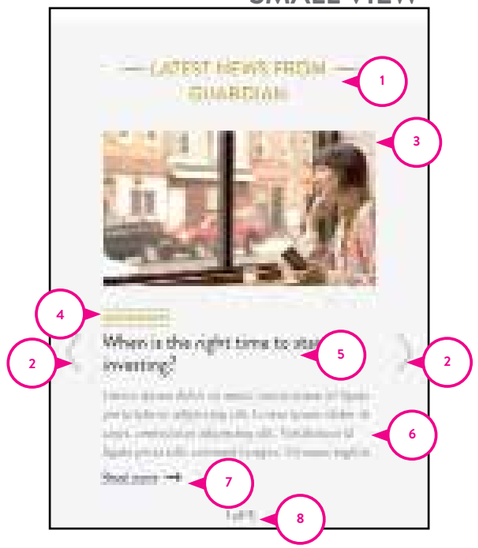


ID	NAME	DETAIL	ACTION
1	Section Header	- Required - See M06 Section Header Module for details.	N/A
2	Module Image	- Required - Square image (Please refer to Appendix A for image size and aspect ratio) - Not displayed in small viewport	N/A
3	Content Grid	- Displays two vertically stacked content tiles. - Each content tile contains the following components: -- Title -- Sub-copy -- CTA Link	On click/tap, takes the user to the defined target URL.
3.1	Group Product Name	- Required - Large/Medium/Small: (Style Guide pg.12 / #5) - Please refer to Appendix A for details about image dimensions and aspect ratio.	N/A
3.2	Group Product Description/Intro	- Required - Large/Medium/Small: (Style Guide pg.13 / #3) - Character limit = 350	N/A
3.3	CTA Link	- Required - Character limit (link text) = 50	- On click/tap, takes the user to the target URL

M44 - Latest News Carousel

LARGE/MEDIUM VIEW

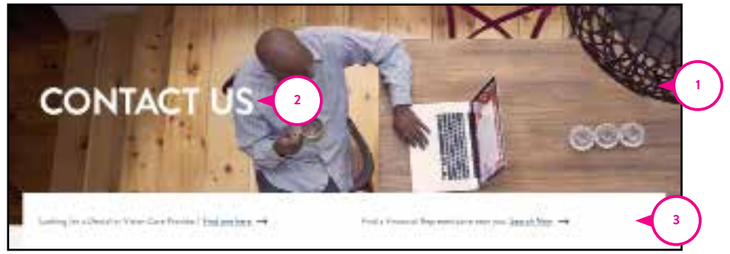
SMALL VIEW



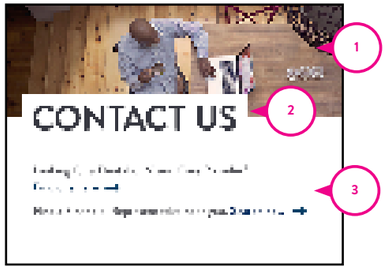
ID	NAME	DETAIL	ACTION
1	Section Header	- Required - Large/Medium/Small: (Style Guide pg.16 / #1) - See M06 Section Header Module for details.	N/A
2	Navigation Arrows	- Required - For medium/small viewports swipe navigation is enabled as well. - On the last slide, RIGHT navigation arrow takes the user back to the first slide. - On the first slide, LEFT navigation arrow takes the user back to the last slide.	- On click/tap on RIGHT arrow, next slide is displayed. - On click/tap on LEFT arrow, previous slide is displayed. - On RIGHT swipe on tablets/ mobile devices, previous slide is displayed. - On LEFT swipe on tablets/mobile devices, next slide is displayed
3	Image	- Optional - When no image, the rest of the content is centered on the slide, between the navigation arrows. - Please refer to Appendix A for details about image dimensions and aspect ratio.	N/A
4	Eyebrow	- Required - Large/Medium/Small: (Style Guide pg.14 / #3) - Character limit = 30	N/A
5	Header	- Required - Large/Medium/Small: (Style Guide pg.12 / #5) - Character limit = 100	N/A
6	Sub-copy	- Required - Large/Medium/Small: (Style Guide pg.13 / #3) - Character limit = 300	N/A
7	'Read More' CTA Link	- Required - Indicates which slide of the carousel is in display.	On click/tap, takes the user to the target URL.
8	Slide Indicator	- Required - Indicates what slide of the carousel is in display. Format: "X of T" where X represents the slide the user i	

M45 - Contact Us Hero Module

LARGE/MEDIUM VIEW



SMALL VIEW

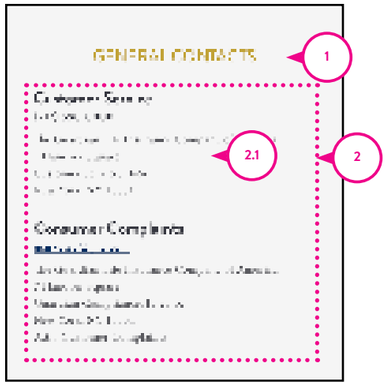


ID	NAME	DETAIL	ACTION
1	Hero Image	- Required - Pleaser refer to Appendix A for details about the image dimensions and aspect ratio.	N/A
2	Hero Header	- Required - Large/Medium: (Style Guide pg.12 / #1) - Small: (Style Guide pg.12 / #2) - Character limit = 30	N/A
3	CTA Links	- Required - 2 CTA Links - Character limit (link text) = 35 - Character limit (link description) = 35	On click/tap, takes the user to the corresponding target URL.

M46 - General Contacts Module

LARGE/MEDIUM VIEW

SMALL VIEW

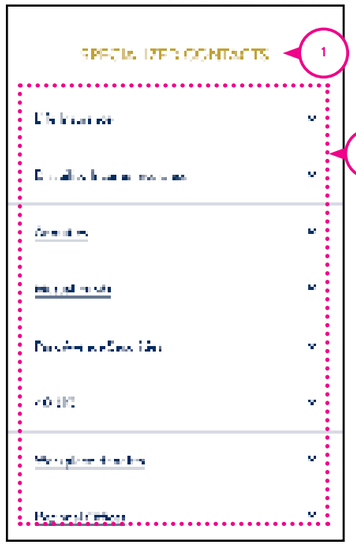


ID	NAME	DETAIL	ACTION
1	Section Header	- Required	N/A
2	Contact Info Grid	- Displays two contact info's: 1) Customer Service contact info 2) Customer Complainrs contact into - In small viewport the two contact info tiles are stacked vertically.	N/A
2.1	Individual Contact Info Tile	- Each contact info tile displays the following components: - Title - Phone Number - Up-to 4 lines of Address Info	N/A

M47 - Contact Info Tabs Module

LARGE/MEDIUM VIEW

SMALL VIEW



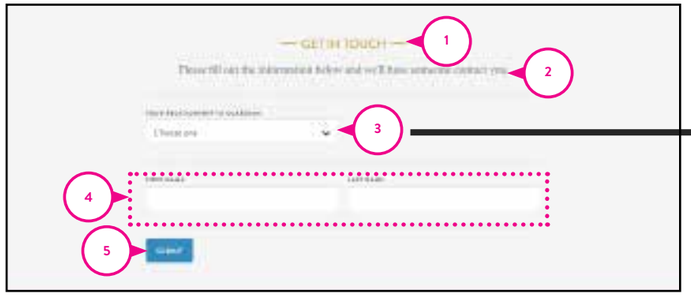
SMALL VIEW - EXPANDED

ID	NAME	DETAIL	ACTION
1	Section Header	- Required	N/A
2	Left Rail Tab Navigation	- Displays up to 8 different topics/areas of contact - Default State large/medium viewpiorts: First tab is in display. - Default State small viewport = all tab content areas are collapsed within an accordion. - When a topic/area of contact is selected, the corresponding navigation item is highlighted.	On click/tap, displays the corresponding tab content and highlights the navigation item.
3	Tab Header	- Required - Character limit = 35	N/A
4	Tab Content Area	- Displays a tab title (char limit = 35) - Displays a grid of contact infos in a 3-column format (large/medium viewports) and in a 1-column format (small viewport), grouped by sub-topic/sub-areas of interest - Each contact info is displayed in max. 5 lines.	N/A

M48 - Contact Us Contact Form Module

GUARDIAN

LARGE/MEDIUM VIEW



SMALL VIEW

FLOW 1 - SMALL VIEW

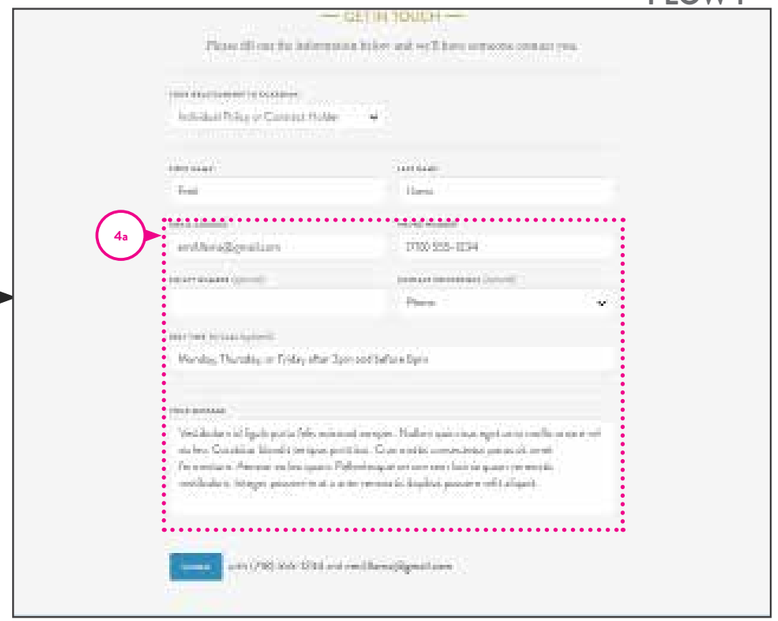
FLOW 2 - SMALL VIEW

FLOW 1
(both email address
and phone number
are required)

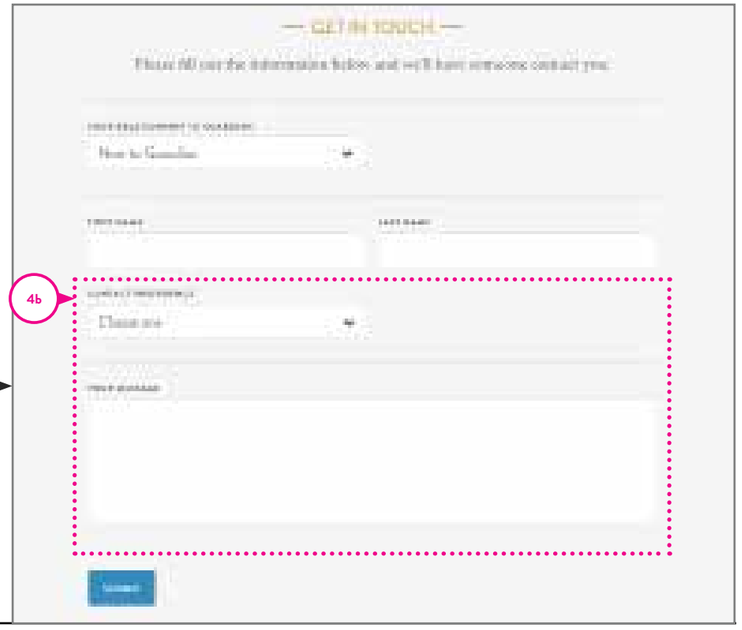
Flow 1 or
Flow 2?

FLOW 2

FLOW 1



FLOW 2



M48 - Contact Us Contact Form Module

ID	NAME	DETAIL	ACTION
1	Module Header	- Required - Wraps to new/2nd line in small view	N/A
2	Module Sub-header	- Required	N/A
3	Relationship Drop-down	- When value x is selected the alternative state of the form is displayed. - When values 1 to n are selected, the regular form state is displayed.	On click/tap, the drop-down expands and the user can select a drop-down menu. Based on the selection made, the form will transition to different states.
4	Form Fields	- Default state of the form (without any relationship drop-down value selection) displays the following components: -- First Name text field -- Last Name text field	N/A
4a	Flow 1	- The following form fields are displayed for flow 1: -- First Name text field -- Last Name text field -- Email Address text field -- Phone Number text field -- Policy Number text field (optional) -- Prefered Contact Method drop-down (optional) -- 'Best Time To Call' text field (optional) -- 'Your Message' text area	N/A
4b	Flow 2	- The following form fields are displayed for flow 2: -- First Name text field -- Last Name text field -- Contact Preference drop-down (functions identical to M34 - Contact Request Form) -- 'Your Message' text area	N/A
5	SUBMIT CTA Button	- Required	On click/tap, an email is triggered in the Guardian Life system to be contacted by a Guardian rep.

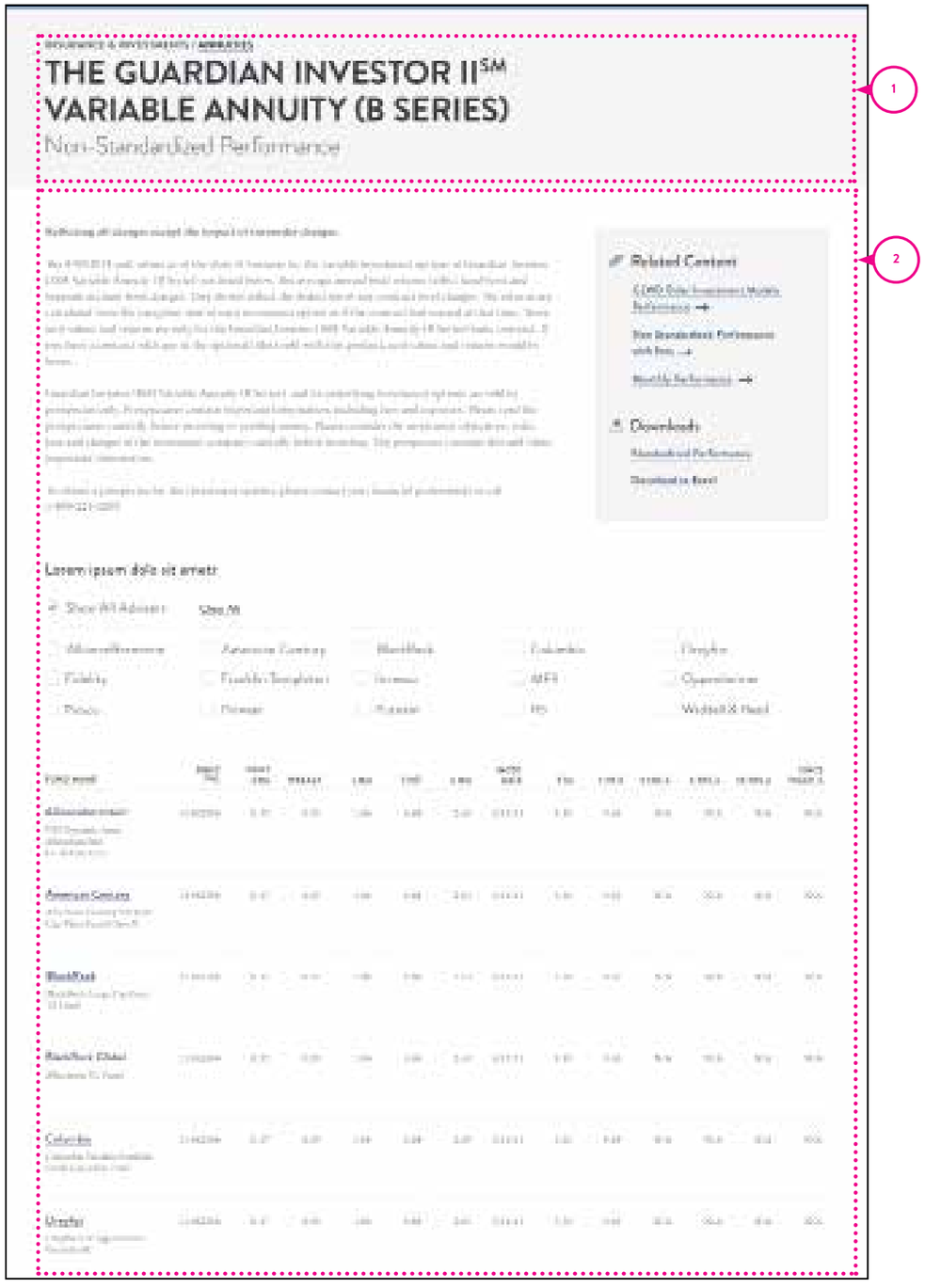
M49 - Merrill Prospectus Module

The following illustrates the reskinned page for Merrill Prospectus microsite.

ID	NAME	DETAIL	ACTION
1	Intro section	The intro section has the following components that are reskinned/reformatted: - Breadcrumbs - Page Title - Page Sub-title	N/A
2	Login section	This section is used by existing customers to login to their Guardian Annuity Account. Displays description and the Login button.	On click/tap on the LOGIN button, the user is directed to the My Account Manager pages.
3	Document Center section	This section displays the following: - Section header - Document center/list of Merrill Prospectus page.	N/A
4	Prospectus Disclaimer	This section display the disclaimer content of Merrill Prospectus page. Please note that the admin will have no control over the content or the functionality of this section.	N/A

M50 - Variable Annuities Module

The following illustrates the reskinned version for the Variable Annuities page.



ID	NAME	DETAIL	ACTION
1	Intro section	This section displays the following components: - Breadcrumbs - Page Title - Page Sub-title	
2	Content Section	This section displays the variable annuitiy content.	

Templates.

Module Use in Templates

	Source	Product Hub	Topic Hub	Article	Find an FR	Find a Broker/Agency	Search Results	Agency Contact	Confirmation Page	Homepage	Contact Us Page	Merrill Pros.	Variable Annuities		
M03 - Product Hub Intro Module	manually curated	YES	-	-	-	-	-	-	-	-	-	-	-	-	
M04 - Topic Hub Intro Module	manually curated	-	YES	-	-	-	-	-	-	-	-	-	-	-	
M05 - Topic Index Module	manually curated	-	YES	-	-	-	-	-	-	-	-	-	-	-	
M06 - Section Header Module	manually curated	YES	-	YES	-	-	-	-	-	-	-	-	-	-	
M07 - Statement Content Module	manually curated	YES	YES	-	-	-	-	-	-	-	-	-	-	-	
M08 - One-article Content Module	manually curated	YES	YES	-	-	-	-	-	-	-	-	-	-	-	
M09 - Two-article Content Module	manually curated	YES	YES	YES - full bleed	-	-	-	-	-	-	-	-	-	-	
M10 - Three-article Content Module	manually curated	YES	YES	YES - full bleed	-	-	-	-	-	-	YES	-	-	-	
M11 - 4/5-article Content Module	manually curated	YES	YES	YES- full bleed	-	-	-	-	-	-	-	-	-	-	
M12 - Testimonials Module	manually curated	YES	YES	YES- full bleed	-	-	-	-	-	-	-	-	-	-	
M13 - Content Feed Module	manually curated	YES	YES	-	-	-	-	-	-	-	-	-	-	-	
M14 - Product Comparison Module	manually curated	YES	-	-	-	-	-	-	-	-	-	-	-	-	
M15 - Find a Rep Module (TBD)	manually curated	YES	YES	YES- full bleed	-	-	-	-	-	-	-	-	YES- full bleed	-	
M16 - Link Farm Module	manually curated	YES	YES	YES- full bleed	-	-	-	-	-	-	-	-	-	-	
M17 - Disclaimer Module	manually curated	YES	YES	YES- full bleed	-	-	-	-	-	-	-	-	-	-	
M18 - Article Intro Module	manually curated	-	-	YES - inline	-	-	-	-	-	-	-	-	-	-	
M19- Author Details Module	manually curated	-	-	YES - inline	-	-	-	-	-	-	-	-	-	-	
M20 - Image/Infographics Module	manually curated	-	-	YES - inline	-	-	-	-	-	-	-	-	-	-	
M21 - Video Module	manually curated	-	-	YES - full bleed/ inline	-	-	-	-	-	-	-	-	-	-	
M22 - List Module	manually curated	-	-	YES - inline	-	-	-	-	-	-	-	-	-	-	
M23 - Table Module	manually curated	-	-	YES - inline	-	-	-	-	-	-	-	-	-	-	
M24 - Download Module	manually curated	-	-	YES - full bleed/ inline	-	-	-	-	-	-	-	-	-	-	
M25 - Glossary Tooltip Module	dynamic with manual overwrite	-	-	YES - inline	-	-	-	-	-	-	-	-	-	-	
M26 - State-selector Module	dynamic with manual overwrite	YES	-	YES - inline	-	-	-	-	-	-	-	-	-	-	
M27 - Pull Quote Module	manually curated	-	-	YES - inline	-	-	-	-	-	-	-	-	-	-	
M28 - Key Stat Module	manually curated	-	-	YES - inline	-	-	-	-	-	-	-	-	-	-	
M29 - Related Destinations Module	manually curated	-	-	YES - full bleed/ inline	-	-	-	-	-	-	-	-	-	-	
M30 - Calculator/Utilities Module	manually curated	YES	-	YES - full bleed/ inline	-	-	-	-	-	-	-	-	-	-	
M31 - Article Section Module	manually curated	-	-	YES - inline	-	-	-	-	-	-	-	-	-	-	
M32 - Article Abstract Module	manually curated	-	-	YES - inline	-	-	-	-	-	-	-	-	-	-	
M33 - Find an FR/Broker Intro Module	manually curated	-	-	-	YES	YES	-	-	-	-	-	-	-	-	
M34 - Contact Request Form Module	manually curated	-	-	-	YES	YES	-	YES	-	-	YES	-	-	-	
M35 - Search Results Module	Find an Employee Benefits Broker data or Find an FR/ Agency data	-	-	-	-	-	YES	-	-	-	-	-	-	-	
M36 - Google Maps Module	Google Maps API	-	-	-	-	-	-	YES (medium/large view only)	-	-	-	-	-	-	
M37 - Agency Contact Intro Module	manually curated	-	-	-	-	-	-	YES	-	-	-	-	-	-	
M38 - Confirmation Page Intro Module	manually curated	-	-	-	-	-	-	-	YES	-	-	-	-	-	
M39 - Confirmation Details Module	manually curated	-	-	-	-	-	-	-	YES	-	-	-	-	-	
M40 - Homepage Hero Module	manually curated	-	-	-	-	-	-	-	-	YES	-	-	-	-	
M41 - 'Start Planning For' Module	manually curated	-	-	-	-	-	-	-	-	YES	-	-	-	-	
M42 - Homepage Individual Products Module	manually curated	-	-	-	-	-	-	-	-	YES	-	-	-	-	
M43 - Homepage Group Products Module	manually curated	-	-	-	-	-	-	-	-	YES	-	-	-	-	
M44 - Latest News Slider Module	manually curated	-	-	-	-	-	-	-	-	YES	-	-	-	-	
M45 - Contact Us Hero Module	manually curated	-	-	-	-	-	-	-	-	-	YES	-	-	-	
M46 - General Contacs Module	manually curated	-	-	-	-	-	-	-	-	-	YES	-	-	-	
M47 - Contact Info Tabs Module	manually curated	-	-	-	-	-	-	-	-	-	YES	-	-	-	
M48 - Contact Us Contact Form Module	manually curated	-	-	-	-	-	-	-	-	-	YES	-	-	-	
M49 - Merrill Prospectus Module	3rd-party	-	-	-	-	-	-	-	-	-	-	YES	-	-	
M50 - Variable Annuities Module	3rd-party	-	-	-	-	-	-	-	-	-	-	-	YES	-	

Product Hub Page

TEMPLATE STRUCTURE

1 HEADER

2 PRODUCT HUB INTRO

3 SECTION 1 TITLE (Required)

- 4 CONTENT MODULE 1 (REQUIRED)
- CONTENT MODULE 2 (OPTIONAL)
- CONTENT MODULE 3 (OPTIONAL)

SECTION 2 To 5 TITLE (Optional)

- CONTENT MODULE 1 (REQUIRED)
- CONTENT MODULE 2 (OPTIONAL)
- CONTENT MODULE 3 (OPTIONAL)

5 FIND A REP

6 LINK FARM

7 DISCLAIMER

8 FOOTER

GUARDIAN

TEMPLATE REQUIREMENTS

The Product Hub Page will be built from global modules, topic hub specific modules and content modules. There will be one instance of this page. The following table details the functionality of the template:

ID	NAME	DETAIL
1	Header	- Standard Header Module
2	Product Hub Intro	- Product Hub Intro Module will display the Table of Contents with links to each page section.
3	Section(s)	- Each section has a section header, which is displayed on top of the section - Each available section will be displayed as an item of the Table of Contents (TOC) portion of the Product Intro Hub page. The label of the TOC links can be overwritten.
4	Section with Content Module	- Minimum of 1 (required) and maximum of 5 sections are required for a template. - Each section will have minimum 1 (required) and maximum 3 content modules. - Example: See the visual below for a Product Hub page with 2 sections, each section with 2 content modules. For this specific configuration, 2 TOC links will be displayed, each for one of the sections.
5	Find a Rep Module	- Standard Functional Module: Find a Rep Module will be displayed after the very last section of the page.
6	Link Farm	- Standard Link Farm Module with a number of links is displayed at the bottom of the page.
7	Disclaimer Module	- Standard Functional Module: Disclaimer Module is displayed at the bottom of the page.
8	Footer Module	- Standard Footer Module is always displayed at the very bottom of the page.

SAMPLE SECTIONS FOR CONTENT WELL (LARGE VIEWPORT)

Section with 2 modules: a Statement Module and a 3-up Content Module.

Section with 2 modules: One-up and Two-up content modules.

Topic Hub Page

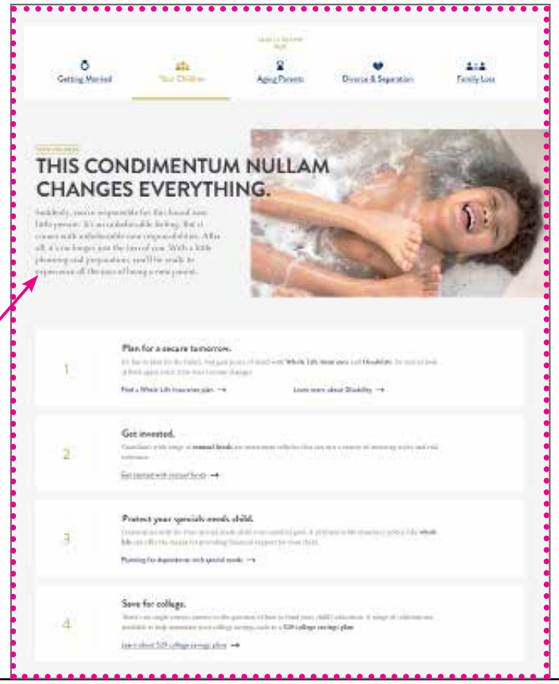
TEMPLATE STRUCTURE

1. HEADER
2. TOPIC HUB INTRO
3. TOPIC INDEX MODULE
4. STATEMENT CONTENT
5. FIND A REP
6. LINK FARM
7. FOOTER

TEMPLATE REQUIREMENTS

The Topic Hub Page will be built from global modules, topic hub specific modules and content modules. There will be one instance of this page. The following table details the functionality of the template:

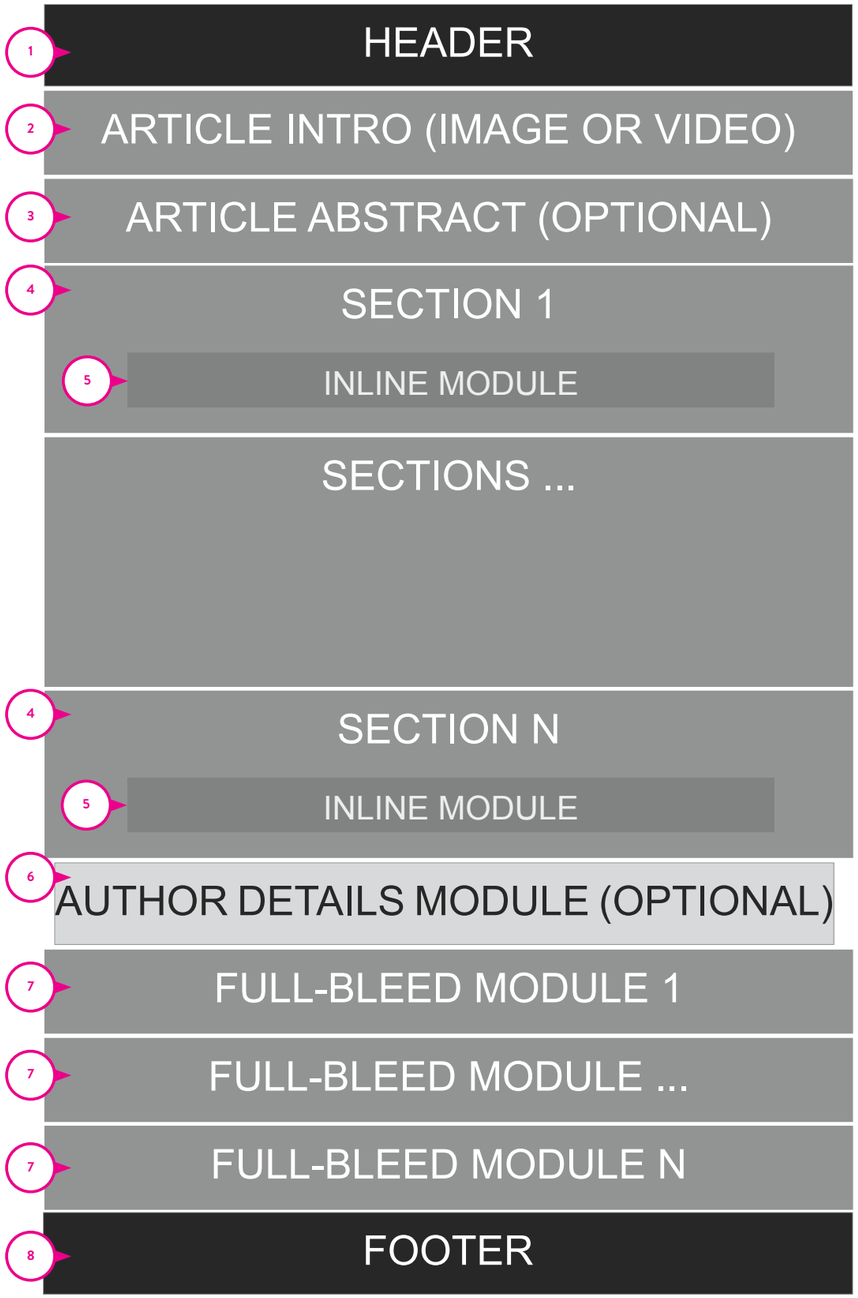
ID	NAME	DETAIL
1	Header	- Standard Header Module will always be displayed on top of the page.
2	Topic Hub Intro	- Topic Intro Module will be the 2nd module of the page.
3	Topic Index Module	- Each Topic will have 1 (minimum requirement) to 5 sub-topics which are displayed in rectangular boxes that are stacked together vertically. - Clicking/Tapping on a link in the Topic Index portion of the module will populate the content well of the module with the corresponding sub-topic boxes.
4	Embedded Statement Module	- Standard Statement Module - Embedded within the Topic Index Module
5	Find a Rep Module	- Standard Functional Module: Find a Rep Module will be displayed after the very last section of the page.
6	Link Farm	- Standard Link Farm Module with a number of links will be displayed at the bottom of the page.
7	Footer Module	- Standard Footer Module is always displayed at the very bottom of the page.



Topic Index Module with embedded Statement Module

Article Template

TEMPLATE STRUCTURE



TEMPLATE REQUIREMENTS

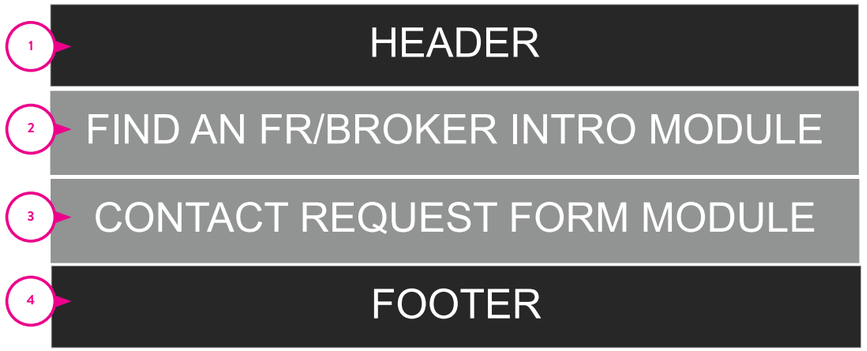
GUARDIAN

An article template can be built from global modules, article-specific modules and functional modules. There will be multiple instances of this page (multiple articles).The following table details the functionality and rules of the article page template:

ID	NAME	DETAIL
1	Header Module	- Required - Standard Header Module will always be displayed on top of the page.
2	Article Intro Module	- Required - Displayed after the Header Module - Admin has the option to add the Author Details module (if required data is available) and link the Article Intro Module's 'Author Name' to this module. See ID6 on this table for more details about Author Details module.
3	Article Abstract Module	- Optional - Displayed after the Article Intro and before the first article section.
4	Article Section	- Optional - No max number of sections to display in an article
5	Inline Module	- Optional for a section - Maximum 1 inline module per section
6	Author Details Module	- Optional - Displayed after the last article section. If no article section available, then displayed after the Article Intro module.
7	Full-bleed Module	- Required (minimum 1) - The following modules can be used here only: Full-bleed Downloads, Full-bleed Calculators, 2 Up Content Module, 3 Up Content Module, and 4-5 Up Content module - Displayed after the last article section (or Author Details module if turned on) and before the Footer Module - No max number of full-bleed modules to display
8	Footer Module	- Required - Standard Footer Module is displayed at the very bottom of the page.

Find a Financial Representative Page Template

TEMPLATE STRUCTURE



TEMPLATE REQUIREMENTS

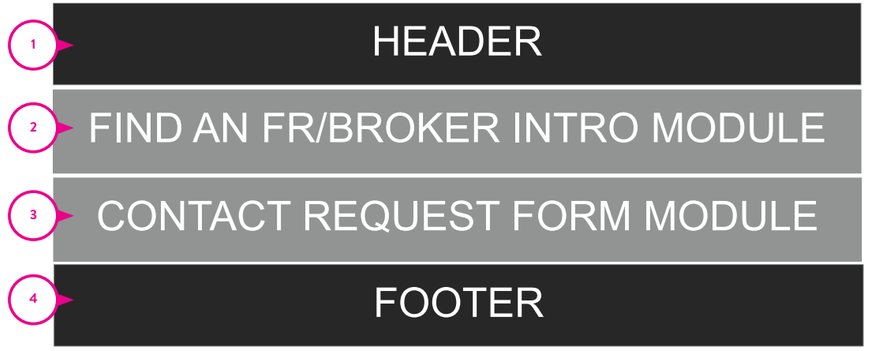
A Find a Financial Representative Template can be built from Find an FR-specific modules. There will be one instance of this page. The following table details the functionality and rules of the Find an FR page:

ID	NAME	DETAIL
1	Header Module	- Required - Standard Header Module will always be displayed on top of the page.
2	Find an FR/Broker Intro Module	- Required - Displayed after the Header Module - Displayed with the sub-copy or video sections
3	Contact Request Form Module	- Required - Displayed after the Find an FR/Broker Intro module and before the footer module.
4	Footer Module	- Required - Standard Footer Module is displayed at the very bottom of the page.

Find a Broker/Agency Page Template

GUARDIAN

TEMPLATE STRUCTURE



TEMPLATE REQUIREMENTS

A Find an Agency/Broker Template can be built from Find an FR-specific modules. There will be one instance of this page. The following table details the functionality and rules of the Find an Agency and Find an Employee Benefits Broker pages:

ID	NAME	DETAIL
1	Header Module	- Required - Standard Header Module will always be displayed on top of the page.
2	Find an FR/Broker Intro Module	- Required - Displayed after the Header Module - Displayed without the sub-copy or video sections
3	Contact Request Form Module	- Required - Displayed after the Find an FR/Broker Intro module and before the footer module.
4	Footer Module	- Required - Standard Footer Module is displayed at the very bottom of the page.

Search Results Page

TEMPLATE STRUCTURE

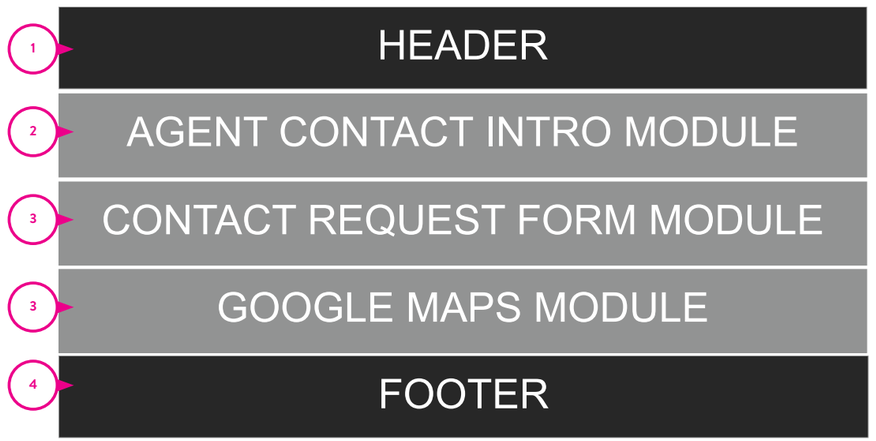
TEMPLATE REQUIREMENTS

The Search Results Template can be built from Find an FR-specific modules. There will be one instance of this page. The following table details the functionality and rules of the Search Results template:

ID	NAME	DETAIL
1	Header Module	- Required - Standard Header Module will always be displayed on top of the page.
2	Search Results Page Module	- Required - Displayed after the Header Module
3	Footer	- Required - Standard Footer Module is displayed at the very bottom of the page.

Agent Contact Page

TEMPLATE STRUCTURE



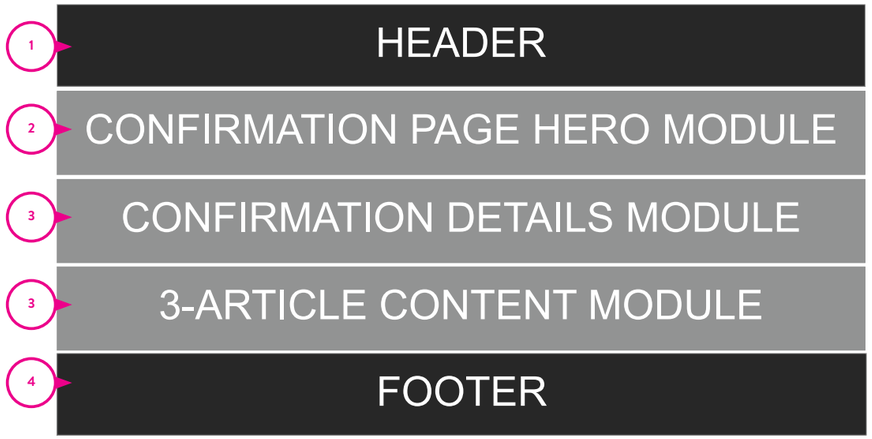
TEMPLATE REQUIREMENTS

The Agency Contact Template can be built from Find an FR-specific modules. There will be one instance of this page. The following table details the functionality and rules of the Agency Contact page:

ID	NAME	DETAIL
1	Header Module	- Required - Standard Header Module will always be displayed on top of the page.
2	Agent Contact Intro Module	- Required - Displayed after the Header Module
3	Contact Request Form Module	- Required - Displayed after the Agent Contact Intro Module and with profiling questions variation (see M34 ID 3c).
4	Google Maps API Module	- Required - Standard Google Maps API - Not displayed in small viewport
5	Footer	- Required - Standard Footer Module is displayed at the very bottom of the page.

Confirmation Page Template

TEMPLATE STRUCTURE



TEMPLATE REQUIREMENTS

The Confirmation Page Template can be built from Find an FR-specific and global modules. There will be one instance of this page. The following table details the functionality and rules of the Agency-specific and Generic Confirmation pages:

ID	NAME	DETAIL
1	Header Module	- Required - Standard Header Module will always be displayed on top of the page.
2	Confirmation Page Hero Module	- Required - Displayed after the Header Module
3	Confirmation Details Module	- Required - Displayed after the Confirmation Page Hero Module.
4	3-Article Content Module	- Required
5	Footer	- Required - Standard Footer Module is displayed at the very bottom of the page.

Homepage Template

TEMPLATE STRUCTURE

1. HEADER
2. HOMEPAGE HERO MODULE
3. START PLANNING FOR MODULE
4. TESTIMONIAL MODULE
5. HP INDIVIDUAL PRODUCTS MODULE
6. HP GROUP PRODUCTS MODULE
7. LATEST NEWS MODULE
8. FULL-BLEED FIND AN FR MODULE
9. FOOTER

TEMPLATE REQUIREMENTS

The Homepage will be built from global modules, homepage-specific modules and content modules. There will be one instance of the homepage. The following table details the functionality of the template:

ID	NAME	DETAIL
1	Header Module	- Required - Standard Header Module is always displayed on top of the page.
2	Homepage Hero Module	- Required - Displayed after the Header Module
3	Start Planning For Module	- Required - Displayed after the Carousel Module.
4	Testimonial Module	- Required
5	One-article Content Module	- Required
6	NEW MODULE?	WHAT IS THIS? A NEW MODULE?
7	Latest News Module	- Required - Latest News Module will be displayed on top of the Find an FR Module.
8	Find an FR Module	- Required
90	Footer	- Required - Standard Footer Module is always displayed at the very bottom of the homepage.

Contact Us Page

TEMPLATE STRUCTURE

1. HEADER
2. CONTACT US HERO MODULE
3. GENERAL CONTACTS MODULE
4. CONTACT INFO TABS MODULE
5. CONTACT REQUEST FORM
6. FULL-BLEED FIND AN FR MODULE
7. FOOTER

TEMPLATE REQUIREMENTS

The Contact Us will be built from global modules, contact-specific modules/forms and content modules. There will be one instance of this page. The following table details the functionality of the template:

ID	NAME	DETAIL
1	Header Module	- Required - Standard Header Module is always displayed on top of the page.
2	Homepage Hero Module	- Required - Displayed after the Header Module
3	General Contacts Module	- Required - Displayed after the Hero Module.
4	Contact Info Tabs Module	- Required - Displayed after the General Contacts Module.
5	Contact Request Form Module	- Required - Contact Request form is displayed without the Profiling Questions and Topic Selection Boxes - See M34 (Contact Request Form Module) for details.
6	Find an FR Module	- Required - Full-bleed version is displayed before the footer
7	Footer	- Required - Standard Footer Module is always displayed at the very bottom of the homepage.

Merrill Prospectus Page

TEMPLATE STRUCTURE

1. HEADER
2. MERRILL PROSPECTUS MODULE
3. FIND AN FR MODULE VARIATION *
3. FOOTER

TEMPLATE REQUIREMENTS

The Merrill Prospectus page is a 3rd-party microsite, which is not responsive. There will be one instance of the this page. The eixting Merrill Prospectus page will be reskinned and built from the following modules:

ID	NAME	DETAIL
1	Header Module	- Required - Standard Header Module is always displayed on top of the page.
2	Merrill Prospectus Module	- Required - Displayed between the header and footer modules and is a 3rd-party micro-site (not responsive).
3	Find an FR Module (Variation)	- Required - Find an FR Module is displayed with the following components suppressed: -- Sub-header -- Living Balance Sheet tout
4	Footer	- Required - Standard Footer Module is always displayed at the very bottom of the homepage.

FIND AN FR MODULE VARIATION FOR MERRILL PROSPECTUS PAGE

Variable Annuities Page

TEMPLATE STRUCTURE

1. HEADER
2. VARIABLE ANNUITIES MODULE
3. FOOTER

TEMPLATE REQUIREMENTS

The Merrill Prospectus page is a 3rd-party microsite, which is not responsive. There will be one instance of this page. The existing Merrill Prospectus page will be reskinned and built from the following modules:

ID	NAME	DETAIL
1	Header Module	- Required - Standard Header Module is always displayed on top of the page.
2	Variable Annuities Module	- Required - Displayed between the header and footer modules and is a 3rd-party micro-site (not responsive).
3	Footer	- Required - Standard Footer Module is always displayed at the very bottom of the homepage.

Appendix.

Appendix A: Image Size Rules

The minimum required image sizes for the CMS are indicated in "LARGE VIEW' column for all the content module images. For retina display we need double the size of above-specified image sizes.

IMAGE	DISPLAY SIZE RULES	LARGE VIEW	MEDIUM VIEW	SMALL VIEW	CONSTANT?
Product Hub Intro Module Image	- Height changes with each transition (larg to medium, medium to small transition). There are 3 different heights, one for each viewport. - Height remains constant in span of a viewport. - Width = entire screen width.	Width = 1260px Height = 630px	Width = 992px Height = 446px	Width = 640px Height = 320	VARIABLE
Topic Hub Intro Module Image	- Height changes with each transition (larg to medium, medium to small transition). There are 3 different heights, one for each viewport. - Height remains constant in span of a viewport. - Width = entire screen width.	Width = 1260px Height = 420px	Width = 992px Height = 330px	Width = 640px Height = 213px	VARIABLE
Statement Content Module Image	- One image (710 x 400) scales with the viewport width.	Width = 710px Height = 400px	Scaled with the same aspect ratio	Scaled with the same aspect ratio	CONSTANT
One-article Content Module Image	- One image (678 x 381) scales with the viewport width.	Width = 678px Height = 381px	Scaled with the same aspect ratio	Scaled with the same aspect ratio	CONSTANT
Two-article Content Module	- One image (678 x 381) scales with the viewport width.	Width = 678px Height = 381px	Scaled with the same aspect ratio	Scaled with the same aspect ratio	CONSTANT
Three-article Content Module Image	- One image (417 x 235) scales with the viewport width.	Width = 417px Height = 235px	Scaled with the same aspect ratio	Scaled with the same aspect ratio	CONSTANT
4/5-article Content Module Left Image	- One image (678 x 381) scales with the viewport width.	Width = 678px Height = 381px	Scaled with the same aspect ratio	Scaled with the same aspect ratio	CONSTANT
4/5-article Content Module Right Image	- One image (220 x 124) scales with the viewport width.	Width = 220px Height = 124px	Scaled with the same aspect ratio	Scaled with the same aspect ratio	CONSTANT
Testimonials Module Image	- Height changes with large-to-medium transition. - Height seems to remain constant in span of a viewport (in large and medium viewports). - Width = entire screen width. - SMALL VIEW: 150x150 square image to fit the circular placeholder implemented	Width = 1260px Height = 420px	Scaled with the same aspect ratio	Scaled with the same aspect ratio	VARIABLE
Content Feed Module Image	- One image (294 x 165) scales with the viewport width.	Width = 294px Height = 165px	Scaled with the same aspect ratio	Scaled with the same aspect ratio	CONSTANT
Article Intro Module Image - Image	- One image (890 x 500) scales with the viewport width.	Width = 890px Height = 500px	Scaled with the same aspect ratio	Scaled with the same aspect ratio	CONSTANT
Article Intro Module Image - Video	- One video still (910 x 512) scales with the viewport width.	Width = 910px Height = 512px	Scaled with the same aspect ratio	Scaled with the same aspect ratio	CONSTANT
Article Intro Module Author Details - Author Image	- One image (70 x 70).	Width = 70px Height = 70px	Scaled with the same aspect ratio	Scaled with the same aspect ratio	CONSTANT
Info-graphics Module Image	- One image width = 910px and height = variable that scales with the viewport width.	Width = 910px Height = Variable	Scaled with the same aspect ratio	Scaled with the same aspect ratio	CONSTANT
Confirmation Page Hero Image	- Height changes with each transition (larg to medium, medium to small transition). There are 3 different heights, one for each viewport. - Height remains constant in span of a viewport. - Width = entire screen width.	Width = 1260px Height = 315px	Width = 992px Height = 280px	Width = 640px Height =120px	VARIABLE
Agency Logo	- One image (155 x 66) scales with the viewport width.	Width = 155px Height = 66px	Scaled with the same aspect ratio	Scaled with the same aspect ratio	CONSTANT
Homepage Hero Module Image	- Height changes with each transition (larg to medium, medium to small transition). There are 3 different heights, one for each viewport. - Height remains constant in span of a viewport. - Width = entire screen width.	Width = 1260px Height = 580px	Width = 992px Height = 456px	Width = 640px Height = 295px	VARIABLE
Homepage Group Products Square Image	- One image (540x540)	Width = 540 Height = 540	Scaled with the same aspect ratio	Scaled with the same aspect ratio	CONSTANT
Homepage Latest News Image	- One image (417x235) scales with the viewport width	Width = TBD Height = TBD	Scaled with the same aspect ratio	Scaled with the same aspect ratio	CONSTANT
Contact Us Hero Module Image	- Height changes with each transition (larg to medium, medium to small transition). There are 3 different heights, one for each viewport. - Height remains constant in span of a viewport. - Width = entire screen width.	Width = 1260 Height = 423	Width = 992 Height = 333	Width = 640 Height = 214	VARIABLE

Appendix B: Print-friendly Interface (Detail Pages)

When PRINT button is clicked/tapped on a detail page (for example article details page) then a print-friendly page opens in a new tab and the printer modal is triggered. The following components will be displayed in the print-friendly interface:

- All the images/infographics content that is tagged to be included in the print-friendly version (CMS setting)
- All the text content of the modules used in article sections

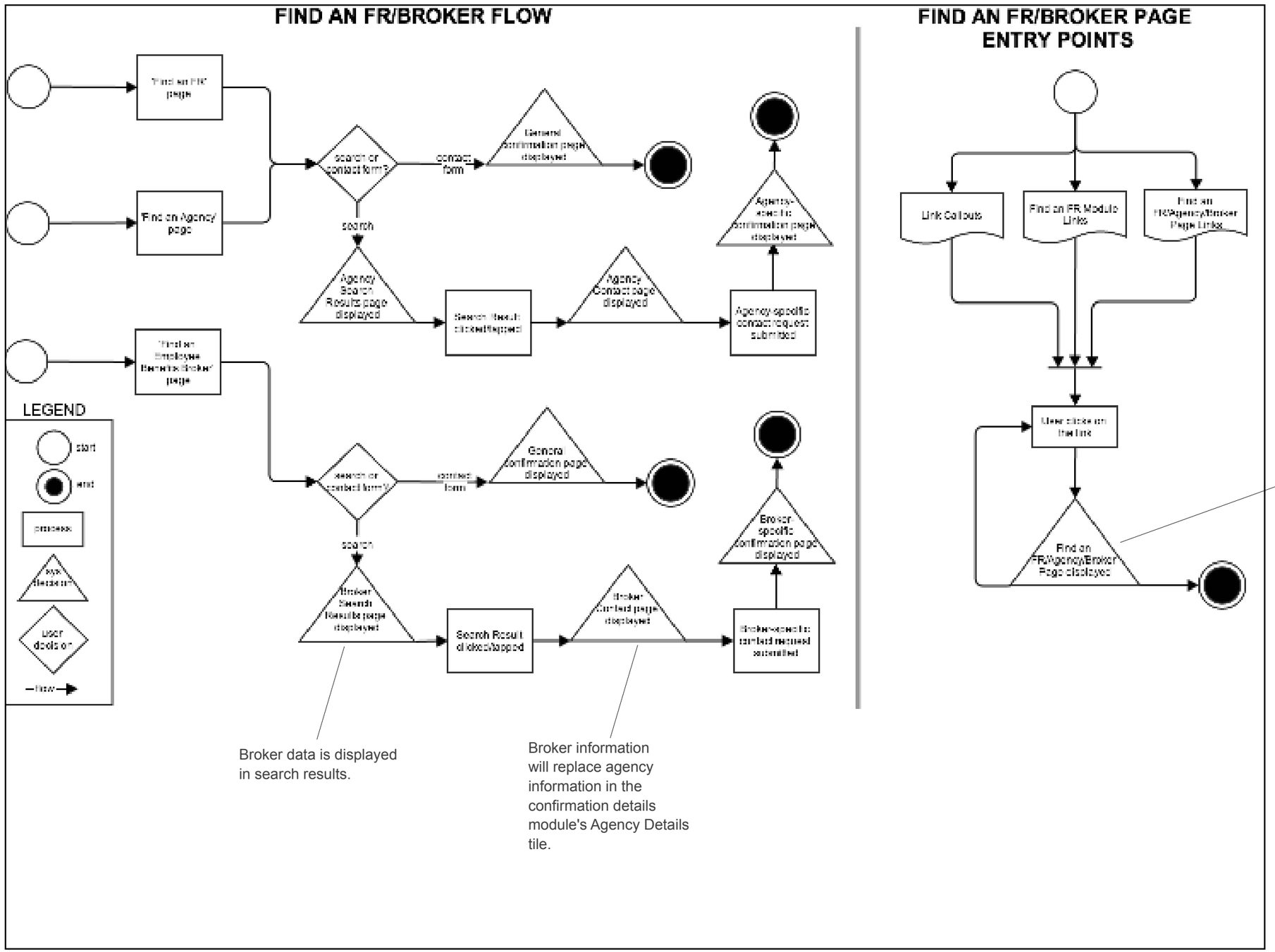
The following components are not displayed in the print-friendly interface:
- Header & Footer modules
- Functional Modules such as Find an FR or State Selector modules.
- Backgrounds and background images
- Any functional components such as drop-downs/buttons
- All the meta title, data and keywords

Appendix C: High-level Style Reference

NAME	DETAILS
Navy	#002c5f
Accent Blue	#328abd
Blue-Grey	#6f91a9
Dark Grey	#363740
Light Grey	#5a5a5f
Gold	#c1a236

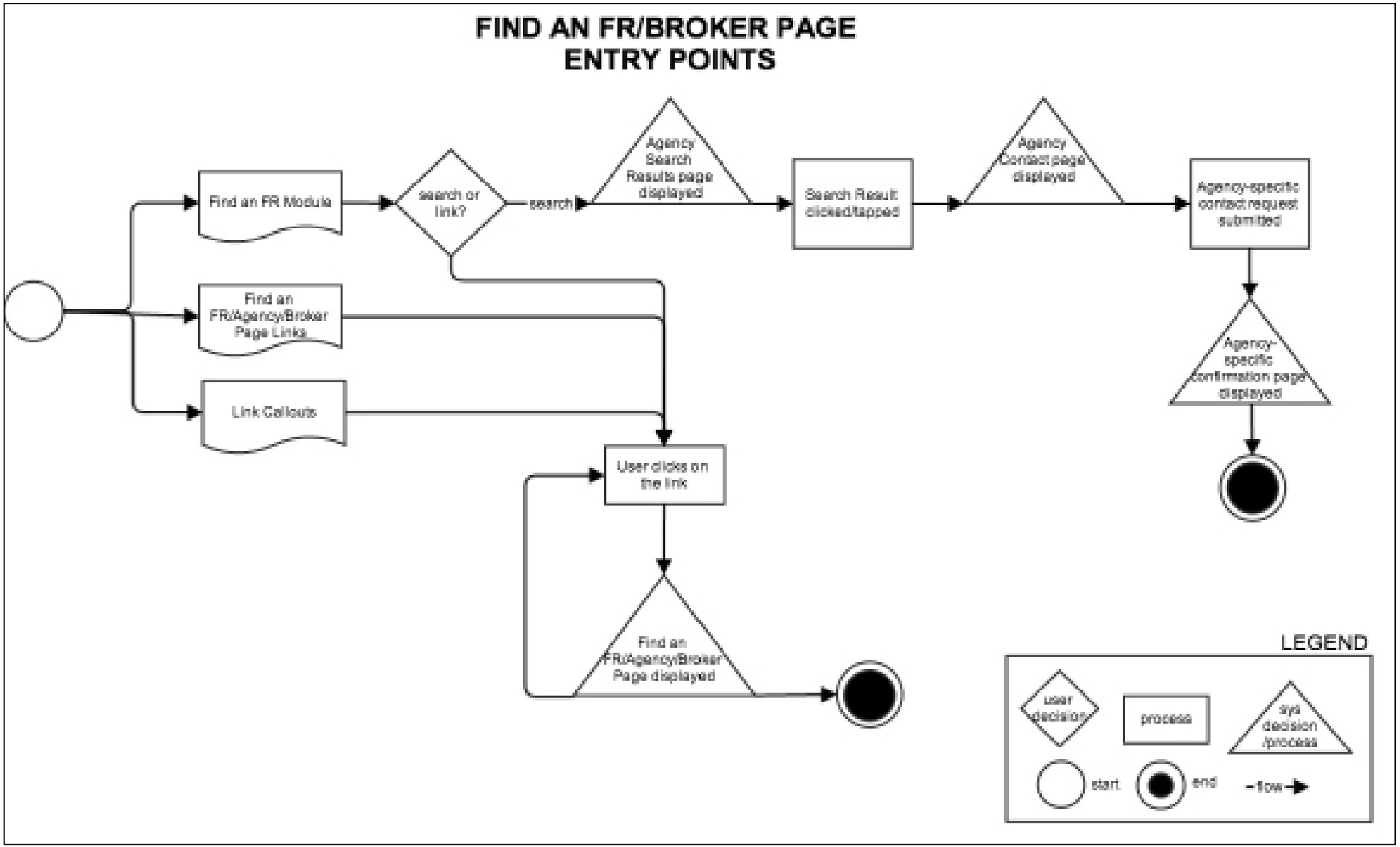
Appendix D: Find an FR Flow

The flowchart below illustrates the different flows for the Find an FR/Broker/Agent pages.



Appendix E: Find an FR/Broker Page Entry Points

The flowchart below illustrates the different entry points to the Find an FR/Broker/Agent page.



Appendix F: PSDs

The following PSDs are used in this document (and for this project).

Module Code	PSD file name
M01	1280_Header_140909 and 480_Header_140814
M02	All PSDs
M03	1280_Product_Hub_140826 and 480_Product_Hub_140814
M04	1280_Topic_Hub_140826 and 480_Topic_Hub_140814
M05	1280_Topic_Hub_140826, 480_Topic_Hub_140814 and 480_Topic_Hub_Initial_140814
M06	1280_Product_Hub_140826, 480_Product_Hub_140814 and Modules_140814
M07	1280_Product_Hub_140826, 480_Product_Hub_140814 and Modules_140814
M08	1280_Product_Hub_140826, 480_Product_Hub_140814 and Modules_140814
M09	1280_Product_Hub_140826, 480_Product_Hub_140814 and Modules_140814
M10	1280_Product_Hub_140826, 480_Product_Hub_140814 and Modules_140814
M11	1280_Product_Hub_140826, 480_Product_Hub_140814 and Modules_140814
M12	1280_Product_Hub_140826, 480_Product_Hub_140814 and Modules_140814
M13	1280_Product_Hub_140826, 480_Product_Hub_140814 and Modules_140814
M14	1280_Product_Hub_140826 and 480_Product_Hub_140814
M15	1280_Product_Hub_140826, 480_Product_Hub_140814 and Modules_140814
M16	1280_Product_Hub_140826, 480_Product_Hub_140814 and Modules_140814
M17	1280_Product_Hub_140826, 480_Product_Hub_140814 and Modules_140814
M18	1280_Help_Article_140814 (1), 1280_Product_Article_140826, 1280_Video_Article_140826 and 480_Help_Article_140826, 480_Product_Article_140826480_Video_Artcle_140826 and Modules_140818
M19	1280_Help_Article_140814 (1), 480_Help_Article_140826 and Modules_140818
M20	1280_Help_Article_140814 (1), 480_Help_Article_140826 and Modules_140818
M21	Modules_140818
M22	1280_Product_Article_140826, 480_Product_Article_140826 and Modules_140818
M23	1280_Product_Article_140826, 480_Product_Article_140826 and Modules_140818
M24	1280_Product_Article_140826, 480_Product_Article_140826 and Modules_140818
M25	1280_Product_Article_140826, 480_Product_Article_140826 and Modules_140818
M26	1280_Product_Hub_140826, 480_Product_Hub_140814, 1280_Product_Article_140826, 480_Product_Article_140826 and Modules_140818
M27	1280_Help_Article_140814 (1), 480_Help_Article_140826 and Modules_140818
M28	1280_Help_Article_140814 (1), 480_Help_Article_140826 and Modules_140818
M29	1280_Video_Article_140826, 480_Video_Artcle_140826 and Modules_140818
M30	1280_Help_Article_140814 (1), 1280_Product_Article_140826, 480_Help_Article_140826, 480_Product_Article_140826 and Modules_140818
M31	1280_Help_Article_140814 (1), 1280_Product_Article_140826, 1280_Video_Article_140826 and 480_Help_Article_140826, 480_Product_Article_140826480_Video_Artcle_140826 and Modules_140818
M32	1280_Help_Article_140814 (1), 1280_Product_Article_140826, 1280_Video_Article_140826 and 480_Help_Article_140826, 480_Product_Article_140826480_Video_Artcle_140826 and Modules_140818
M33	1280_Find_FR_140903, 480_Find_FR_140903, 1280_Find_Broker_140902 and 480_Find_Broker_140902
M34	1280_Find_FR_140903, 480_Find_FR_140903, 1280_Find_Broker_140902, 480_Find_Broker_140902, 1280_Agency_Contact_140902 and 480_Agency_Contact_140902
M35	1280_FR_Results_140826 and 480_FR_Results_140902
M36	1280_Agency_Contact_140902
M37	1280_Agency_Contact_140902 and 480_Agency_Contact_140902
M38	1280_Confirmation_Blind_Request_140903, 1280_Confirmation_Blind_Request_140903 and 480_Confirmation_140903
M39	1280_Confirmation_Blind_Request_140903, 1280_Confirmation_Blind_Request_140903 and 480_Confirmation_140903
M40	1280_Home_140918.jpg , 480_Home_140918.jpg
M41	1280_Home_140918.jpg , 480_Home_140918.jpg
M42	1280_Home_140918.jpg , 480_Home_140918.jpg
M43	1280_Home_140918.jpg , 480_Home_140918.jpg
M44	1280_Home_140918.jpg , 480_Home_140918.jpg
M45	1280_Contact_140918.jpg , 480_Contact_Default_140918.jpg
M46	1280_Contact_140918.jpg , 480_Contact_Default_140918.jpg
M47	1280_Contact_140918.jpg , 480_Contact_Default_140918.jpg
M48	1280_Contact_140918.jpg , 480_Contact_Default_140918.jpg , 1280_Contact_Max_Fields_140918.jpg, 480_Contact_Max_State_140918.jpg
M49 / M50	1280_Merril_Prospectus_140917.jpg / 1280_Variable_Annuity_140905_01.jpg

Appendix G: Module Background Color Specs

The following PSDs are used in this document (and for this project).

MODULE	BACKGROUND COLOR
M01 - Header Module	HAT:00234c NAV: 002c5f
M03 - Footer Module	TOP: 303139 BOT: 363740
M03 - Product Hub Intro Module	Hero: IMG Links: #FFFFFF
M04 - Topic Hub Intro Module	Hero: IMG Intro: # f5f5f5
M05 - Topic Index Module	Topic Index: #ffffff Topic Box: #ffffff
M06 - Section Header Module	Section Header: f5f5f5 Product Intro:#ffffff
M07 - Statement Content Module	BG: #f5f5f5
M08 - One-article Content Module	#ffffff
M09 - Two-article Content Module	#ffffff
M10 - Three-article Content Module	#f5f5f5 or #ffffff
M11 - 4/5-article Content Module	#f5f5f5 or #ffffff
M12 - Testimonials Module	#002c5f
M13 - Content Feed Module	#ffffff
M14 - Product Comparison Module	#f5f5f5
M15 - Find a Rep Module (TBD)	#6f91a9
M16 - Link Farm Module	#ffffff
M17 - Disclaimer Module	#f5f5f5
M18 - Article Intro Module	Hero: #ffffff Redirect: #f5f5f5
M19- Author Details Module	#ffffff
M20 - Image/Infographics Module	#f5f5f5
M21 - Video Module	Video on #ffffff
M22 - List Module	#ffffff
M23 - Table Module	#ffffff
M24 - Download Module	#f5f5f5
M25 - Glossary Tooltip Module	N/A
M26 - State-selector Module	#ffffff
M27 - Pull Quote Module	#ffffff
M28 - Key Stat Module	#ffffff
M29 - Related Destinations Module	#f5f5f5
M30 - Calculator/Utilities Module	#f5f5f5
M31 - Article Section Module	#ffffff
M32 - Article Abstract Module	#ffffff
M33 - Find an FR/Broker Intro Module	Hero: #6f91a9 Section:#ffffff Intro links:#f5f5f5
M34 - Contact Request Form Module	#f5f5f5
M35 - Search Results Module	Result Indicator: 6f91a9 Grid:#ffffff
M36 - Google Maps Module	N/A
M37 - Agency Contact Intro Module	#6f91a9 Contact Detail Section: #ffffff
M38 - Confirmation Page Intro Module	N/A mobile: #f5f5f5
M39 - Confirmation Details Module	#f5f5f5
M40 - Homepage Hero Module	N/A mobile: #f5f5f5
M41 - 'Start Planning For' Module	#ffffff
M42 - Homepage Individual Products Module	#ffffff
M43 - Homepage Group Products Module	#ffffff
M44 - Latest News Slider Module	#f5f5f5 or #ffffff
M45 - Contact Us Hero Module	#ffffff
M46 - General Contacs Module	#f5f5f5
M47 - Contact Info Tabs Module	#ffffff
M48 - Contact Us Contact Form Module	#f5f5f5
M49 - Merrill Prospectus Module	Intro/Headline: #f5f5f5 Body: ffffff

Appendix H: New & Revised Modules

Revision: November 19, 2014 - RBS

Press Release Detail

Revision: November 19, 2014 - RBS

TEMPLATE STRUCTURE

1. HEADER
2. NEWS HUB INTRO
3. PRESS RELEASE MODULE
4. ABOUT GUARDIAN (M31)
5. GENERAL CONTACTS MODULE (M46)
6. DISCLAIMER MODULE (M17)
7. FOOTER

TEMPLATE REQUIREMENTS

The Press Release pages will be built from global modules and content modules. There will be many instances of the press release detail pages. The following table details the functionality of the template:

ID	NAME	DETAIL
1	Header	- Required - Standard Header Module will always be displayed on top of the page.
2	News Intro Header	- Required - See detailed specs on this module, a variation on M18 - New Module M51
3	Press Release	- Required - See detailed specs on this module, a variation on M31 - New Module M52
4	About Guardian	- Required - M31 - Article section module
5	General Contacts	- Required - M46 - General contacts module
6	Disclaimer	- Optional - M17 - Disclaimer module
7	Footer	- Required - Standard Footer Module is always displayed at the very bottom of the page.

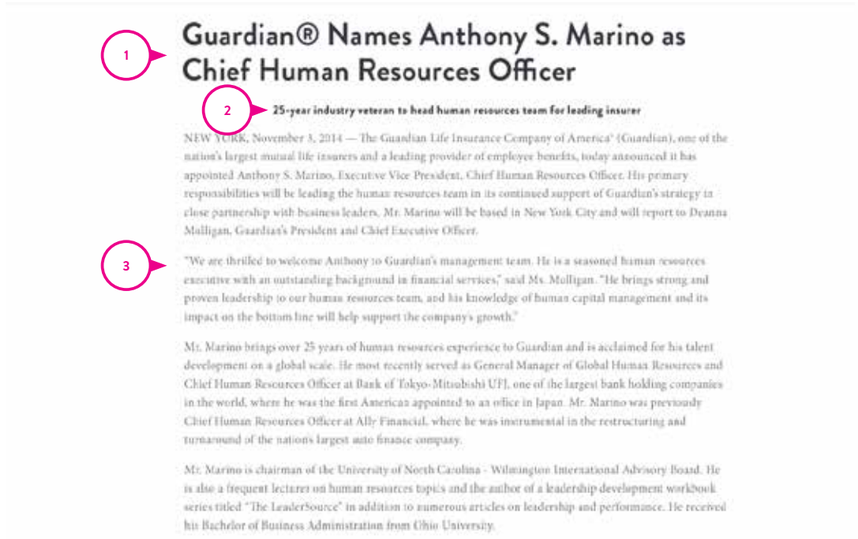
NEWS HUB INTRO MODULE (NEW MODULE) M51

MODULE REQUIREMENTS

The News Hub Intro Module is based on a varition of M18 - New Module

ID	NAME	DETAIL	ACTION
1	Breadcrumbs	- Required - Format is “[Category] / [Sub-category]”, where the last entry ([Sub-category]) is a link. Example: “Insurance & Investments / Annuities” - Page: Guardian Sprint 4 Specs v4.4 pg.21 / #1	On click/tap, takes the user to the sub-category landing page.
2	Headline	- Required - Hero Headline (Style Guide pg.10 / #2) - Font: Brandon Grotesque / Bold / 70px / L: 70px / T: 0 / #363740	N/A
3	Share & print Buttons	- Required - Large/Medium/Small: (Style Guide pg.16 / #2)	- On click/tap on SHARE, the share drop-down will open and the user can share the article on social media/email. - On click/tap on PRINT, the print- friendly version of the article opens in a new tab and the printer modal is triggered.
4	Background	- Required - - Light Grey - - Hex: #D8DBE4 - - RGB: 216, 219, 228	N/A

PRESS RELEASE MODULE (NEW MODULE) M52



Press Release Module is based on a varition of M31 - New Module

ID	NAME	DETAIL	ACTION
1	Title	- Required - New Style - Brandon Grotesque / Bold / 42px / L: 46px / T: 0 / #363740 - Title Case - Character Count: 100	N/A
2	Sub-Title	- Required - Font: Brandon Grotesque / Bold / 16px / L: 18px / T: 0 / #363740 - Character Count: 100	N/A
3	Body Copy	- Required - Minion Pro / Regular / 21px / L: 28px / T: 10 / #5A5A5F	N/A
4	Background	- Required - - Off White - - Hex: #f5f5f5 - - RGB: 245, 245, 245	N/A

Press Release: About Guardian Module

Revision: November 18, 2014 - RBS

ABOUT GUARDIAN (NEW MODULE)

ID	NAME	DETAIL	ACTION
1	About Guardian	- Required	N/A
2	Body Copy	- Required - Large/Medium: (Style Guide pg.13 / #3) - No color variation	N/A
3	'For more information...' CTA	- Required	On click/tap, takes the user to the corresponding article's detail page.
4	Background	- Required - - Off White - - Hex: #f5f5f5 - - RGB: 245, 245, 245	N/A

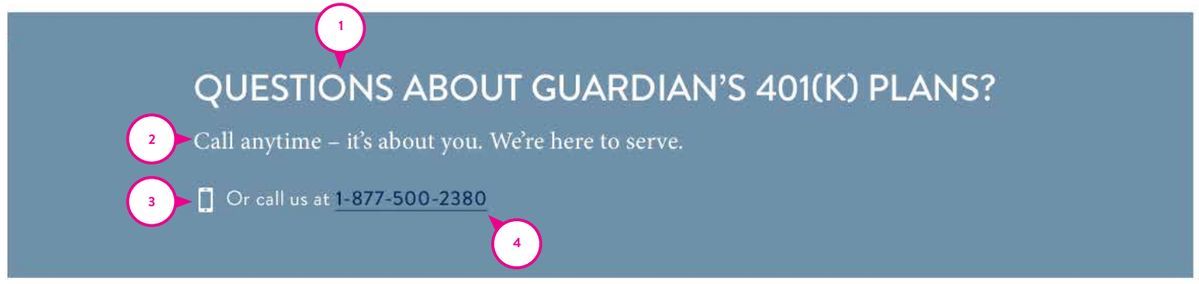
PAGINATION (NEW MODULE) M53

ID	NAME	DETAIL	ACTION
1	Previous Link	- Required - Emphasized Link: (Style Guide pg.14 / #7)	On click/tap, takes the user to the previous page in found set's listing page.
2	Page Number	- Required - New Style - - Hex Color #597487 - - RGB: 89, 116, 139 - Number Font - - - Brandon Grotesque / Bold / 12px / L: 12px / T: 0 / #FFFFFF	On click/tap, takes the user to the corresponding page number within the found set of presented content
3	Page Number	- Required - New Style - - Hex Color #6F91A9 - - RGB: 111, 145, 169 - Number Font - - - Brandon Grotesque / Bold / 12px / L: 12px / T: 0 / #FFFFFF	Designates the current page location within the corresponding found set. No link associated - static
4	Next Link	- Required - Emphasized Link: (Style Guide pg.14 / #7)	On click/tap, takes the user to the next page in found set's listing page.

M15 - Generic Footer: New 401(K)

This module is the generic version of a prominent call to action to facilitate contact and conversation with a Guardian Representative.

1) Find an FR with LBS variation
2) Find an FR without LBS variation
3) Find an employee broker variation
4) Find a Guardian agency variation



FIND AN FR MODULE (401K) - SPECS

ID	NAME	DETAIL	ACTION
1	Module Header	- Required - Large/Medium/Small: (Style Guide pg.12 / #3)	N/A
2	Sub-head	- Required - Large/Medium/Small: (Style Guide pg.15 / #1 & #2)	N/A
3	Phone Icon	- Optional - Size 22px x 22px - Color Off White | Hex: #f5f5f5 | RGB: 245, 245, 245	N/A
4	Call Us CTA Link	- Optional - Character limit (link text) = 35	On click/tap on “800” number on smart phone User is presented with the standard OS dialog box/alert”

GUARDIAN®

Functional Specifications.

Guardian Life
Sprints 1, 2, 3 & 4 - Guardianlife.com Redesign
September 29, 2014

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