

RedCross.org Style Guide

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This style guide delineates rules for designs and interactions of redcross.org pages and applications. This guide should serve as a reference for all designers and developers.

1. Layout

1.1 Page Layout

1.1.1 Header

- **Start each page with a header section containing the American Red Cross logo, global navigation, and utility navigation for login and search.**
- **Maintain the American Red Cross logo in the upper left corner of the header section.**
- **Place the content navigation menu across the top of the page, end to end.**
- **Place the utility navigation menu in the upper left corner.**
- **Place the ‘Spanish’ translation option in the upper right corner of the header section on all pages.**
- **Maintain a login link in the utility navigation menu**

1.1.2 Body

- **Begin each body section directly below the header.**
- **Top each page with a page heading, followed by a sub-heading when needed.** Space the subheading 30px after page heading.
- **On section landing pages, include a photo sized 300px (width) by 150px (height) in the top left corner of the body, under the page heading.**
- **Include brief introductory text 40px to the right of the photo.** Left-align this text, and size the first phrase of the text 4px larger than the body text preceding it.

1.1.3 Footer

- **Place the footer at the bottom of each page, under the body.**
- **Include a center-aligned, text-based navigation menu with 80px of margin on both the top and bottom.**
- **Separate navigation menu links with a | .**
- **Left align the copyright statement and place it 16px below the navigation menu.** This makes it visually distinct from the navigation links and prevents users from confusing it with a link.
- **Place social media links on the right side of the footer, on the same line as the navigation menu.**

1.1.4 Search Filters

- **Bottom align filter controls set in horizontal rows.**
- **Left align filter controls set in vertical columns.**
- **Make all filters optional to help users avoid over-constraining their searches.**

1.2 American Red Cross Store Layout

1.2.1 Body

- **Display a horizontally-aligned local navigation bar above the page heading.**
- **Beneath the page heading, instead of using a single photo and introductory text, present each product category in a grid of photos, one per category.** Include a text label beneath each photo indicating the name of the category. Clicking a category photo or text generates a result set with all products in that category.
- **Include a shopping cart icon to the right of the navigation bar. To the left, include a number indicating the quantity of items currently in the user's cart.**
- **While outside of the checkout process, include a text link beneath the cart that reads, 'View Cart'.** Clicking this link generates a lightbox containing the 'Shopping Cart'.

1.2.2 Product Pages

- **50px beneath the page heading, display a row of underlined text links, evenly spaced, indicating the product categories.**
- **Set a label for the currently-displayed category in bold, not underlined, beneath this row. Left-align this label with the list above it.**
- **Beneath the category links, on the left, include two 'Sort By Price' options: 'High to Low' and 'Low to High'.** Display these options as small, rectangular buttons to the left of the 'Sort By Price:' label.
- **Display a grid of linked photos of products.**
- **Beneath photos, include the product name and the price in a center-aligned stack.** Clicking these links generates a lightbox containing product descriptions.

2. Text

2.1 Fonts

2.1.1 Typeface

- **Use a sans-serif font family, such as Arial.**

2.1.2 Emphasis

- **Emphasize text with boldface only. Do not use underlining or italics for emphasis.**

2.1.3 Sizing

- **Set page headings to 24px.**
- **Set page sub-headings to 22px.**
- **Set body text to 16px.**

2.1.4 Glyphicons

- **Use icons from the Font Awesome glyphicon set for all icons.**
- **Pair icons with a text label, except for the shopping cart during the checkout process.**
- **Use a magnifying glass icon next to the 'Search' button, for global navigation search.**

2.2 Content

2.2.1 Amount

- **Minimize text to the barest essentials on all pages and forms.**

2.2.2 Style

- **Keep syntax and vocabulary simple and straightforward.**
- **Write for an 8th grade reading level.**
- **Avoid technical terms.**

3. Links

3.1 Buttons

3.1.1 Styling

- **Include 10px top and bottom margins between the label and the rectangle border.**
- **Size button label fonts 2px larger than body text.**
- **Use a bold font style for button labels**

3.1.2 Text Links

- **Underline all text links.**
- **Keep text and button links descriptive.** For example, use 'Login', instead of 'Click Here'.
- **Place labels for button links on the buttons themselves.**
- **Limit button labels to 4 words or fewer.**
- **Use #337ab7 color for all text links.**

3.1.3 Image Links

- **Place labels for images that serve as links below the images, center aligned.**

4. Color

4.1 Backgrounds

4.1.1 Body

- **Use #fff for all page backgrounds**
- **Use #e8e8e8 for the utility navigation.**

4.2 Text

4.2.1 Body Text

- **Use #333 when text is situated on a white background.**
- **Use #fff as the text color when the text is situated on a dark background.**

4.3 Buttons

4.3.1 Backgrounds and Borders

- **Use #e11b22 for buttons.**
- **Use #ca181f as the border color when the button is situated on a white background.**
- **Use #fff as the border color when the button is situated on a dark background or image.**

4.3.2 Text

- **Use #fff as the text color for button labels.**

5. Processes

5.1 Layout

5.1.1 Body

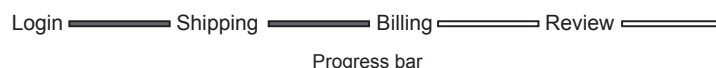
- **On the first page of a process requiring login, display: ‘Welcome <user name>’ to the right of the page title.**
- **Adjust the page sub-heading to include specific information about the process.** For example, for a job application, the sub-heading would be a list of the job titles the user is applying for.

5.1.2 Login Pages

- **On processes that require logins, display two large buttons, ‘Login’ and ‘New ID’ at the top of the page, under the heading and any local navigation.**
- **Include short descriptions above the buttons as follows: For ‘Login’, ‘Already Have an American Red Cross ID?’, and for ‘New ID’, ‘Create an American Red Cross ID’.**
- **When each button is clicked, generate a small form below it.** For ‘Login’, this includes form fields for email and password. For ‘New ID’, the form adds ‘Confirm Email’ and ‘Confirm Password’, as well.
- **Place rectangular buttons at the bottom of both forms.** These include ‘Login’, or ‘Create ID and Login’.

5.1.3 Navigation

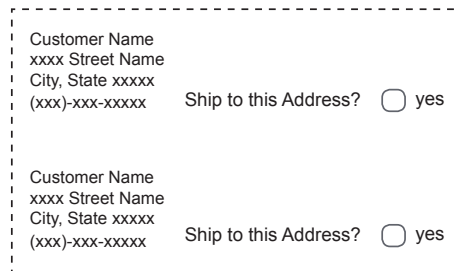
- **Include a local navigation bar at the top of process pages to give user quick access to their account or profile, searches, and logout.**
- **Display a ‘Back to Search’ button on the top right corner of the page.**
- **Include a progress bar for multi-page processes, such as checkout.**
- **List each step in the process in a horizontal row, center aligned.**
- **Follow each list item by a horizontal bar, 100px wide, with a single px, black stroke.**
- **Fill the horizontal bar in with black to indicate where in the process the user is.** An example follows:



- Below the progress bar, on the left side, include ‘back’ arrows during mutli-page processes, such as checkout. Include the word ‘Back’ to the right of this icon.
- Include ‘forward’ arrows on the right side of the progress bar when a user has retreated in a process to allow a safe and easy return to the latest process step.

5.1.4 Generated Content

- If the user has previously inputted contact information in the system, include a list of such information below the progress bar and center aligned to it.
- Ask the user if he/she would like to use this address, and provide a checkbox followed by ‘yes’. The system would then respond by filling all appropriate inputs with this information. An example follows:



The image shows two identical examples of previously inputted information, each enclosed in a dashed rectangular border. Each example contains the following text: "Customer Name", "xxxx Street Name", "City, State xxxxx", and "(xxx)-xxx-xxxxx". To the right of this information is the text "Ship to this Address?" followed by an empty checkbox and the word "yes".

Previously inputted information

- Generate a ‘processing...’, while submission requests are being processed.
- Generate a confirmation message when the form has been successfully uploaded. Include a brief message indicating the content of the form.



The image shows a confirmation message enclosed in a dashed rectangular border. The text inside reads: "You've applied for: Manufacturing Technician II", "Call Center Representative", "Check your email for updates about your application status.", and "Thank you for your interest in working for the American Red Cross!". In the bottom right corner, there is a small square button with an 'X' icon and the word "Close" next to it.

Form confirmation message

- Do not send email confirmations containing a user’s password. This presents security risks for both the user and the American Red Cross.

6. Lightboxes

6.1 Descriptions

6.1.1 Body

- **Include headings sized 4px larger than body text.**
- **Include sub-headings 2px larger than body text size.**
- **At the bottom of the lightbox, provide a 'close' box labeled 'Close' and marked with an 'x' in a box.**

6.1.2 Product Descriptions

- **Include a 400px wide by 200px high photo of the product in the top right corner.**
- **To the left of the photo, display the product name in text sized 6px larger than the body text.**
- **In the bottom right corner, display an 'Add to Cart' button.**
- **Include a 'Quantity' adjuster next to a box with the number of items desired.**

6.2 Shopping Cart

6.2.1 American Red Cross Store

- **Display 'Shopping Cart' at the top of the lightbox, left aligned.**
- **Display a table posting the quantity (with an arrow controller to the left), item, and price of all cart contents.**
- **For the American Red Cross store shopping cart, also include a 'Price Each' column.**
- **For classes, include rows for start dates and times of all classes.**
- **Provide two center-aligned buttons beneath the table: 'Continue Shopping' and 'Checkout'.**
- **Include a 'close' box, marked with an 'X' in the lower left corner of the lightbox. Include the text 'Close' to the left of the box.**

7. Forms

7.1 Layout

7.1.1 Body

- **Limit each page to a single form.** Having more than one form per page requires multiple submit buttons, which can lead to errors and confusion.
- **Limit each form to a single page.** Keeping form inputs concise and consolidated saves time spent navigating and loading new pages.

7.1.2 Elements

- **Place a heading above groups of related form elements.** For example, above the group of fields containing the name, home address, and email, and phone number of the user, place a heading with the label 'Contact Information'.

- **When positioning form fields inline, include 40px between of space between them.**
- **Place labels above text input fields.**
- **Place labels to the right of radio buttons and checkboxes.**
- **Whenever possible, group form elements by type.** For example, inputs that require a mouse should be separated from inputs requiring a keyboard. This speeds a user's progress through the task.
- **Indicate required input fields with an asterisk to the right of the field's label.** At the top of the form, place the same asterisk accompanied by text indicating that asterisked fields are required.
- **Whenever possible, hide fields dependent on particular inputs until those inputs have been received.** For example, after a phone number field, ask the user if he/she would like to enter an additional phone number. If the user checks 'yes', display an additional phone field.
- **Use one input field per line except when fields are small.** Whenever possible, align any inline fields to other inline fields elsewhere in the form.

7.2 Tab

7.2.1 Ordering

- **Create a unique tab index for each of the form fields.**
- **Increment the tab index by multiples of 10 to accommodate any later additions of form fields.**

7.3 Form Fields

7.3.1 Submit

- **Position the submit button at the bottom of the form**

7.3.2 Radio Buttons

- **Use radio buttons when only one option is allowed.**
- **Do not use radio buttons if the list of options is greater than 16 items.**

7.3.3 Checkboxes

- **Use checkboxes for questions involving yes-or-no answers.**
- **Use checkboxes for options with more than one possible selection.**

7.3.4 Text Input Fields

- **Use text input fields for variable input such as email, password, search queries, and address information.**

7.3.5 Drop-Down Menus

- **Use drop-down menus when space does not permit the available list of options to be displayed.**
- **Do not use drop-down menus for fewer than three options.**
- **Provide a clear label above the drop-down menu.** This label should not be contained as an option within the drop-down menu.

7.4 Validation

7.4.1 Providing Examples

- **Place a 'question mark' icon containing examples of correct input to the right of the associated form label.** Users can click the icon to see formatting instructions in a dialogue box. This box will contain a 'close' button consisting of a square with an 'X' in it.

7.4.2 Errors

- **Indicate errors in field inputs or missing inputs by turning the question mark icon red.**
- **Identify the supported file types and maximum file size when including a 'Choose File' upload button.**