



# USER INTERFACE & PATTERN LIBRARY

Intended for use in conjunction with the Kaleidoscope Framework as a resource in documenting user experiences to be implemented across Moz properties.

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Updates: ...

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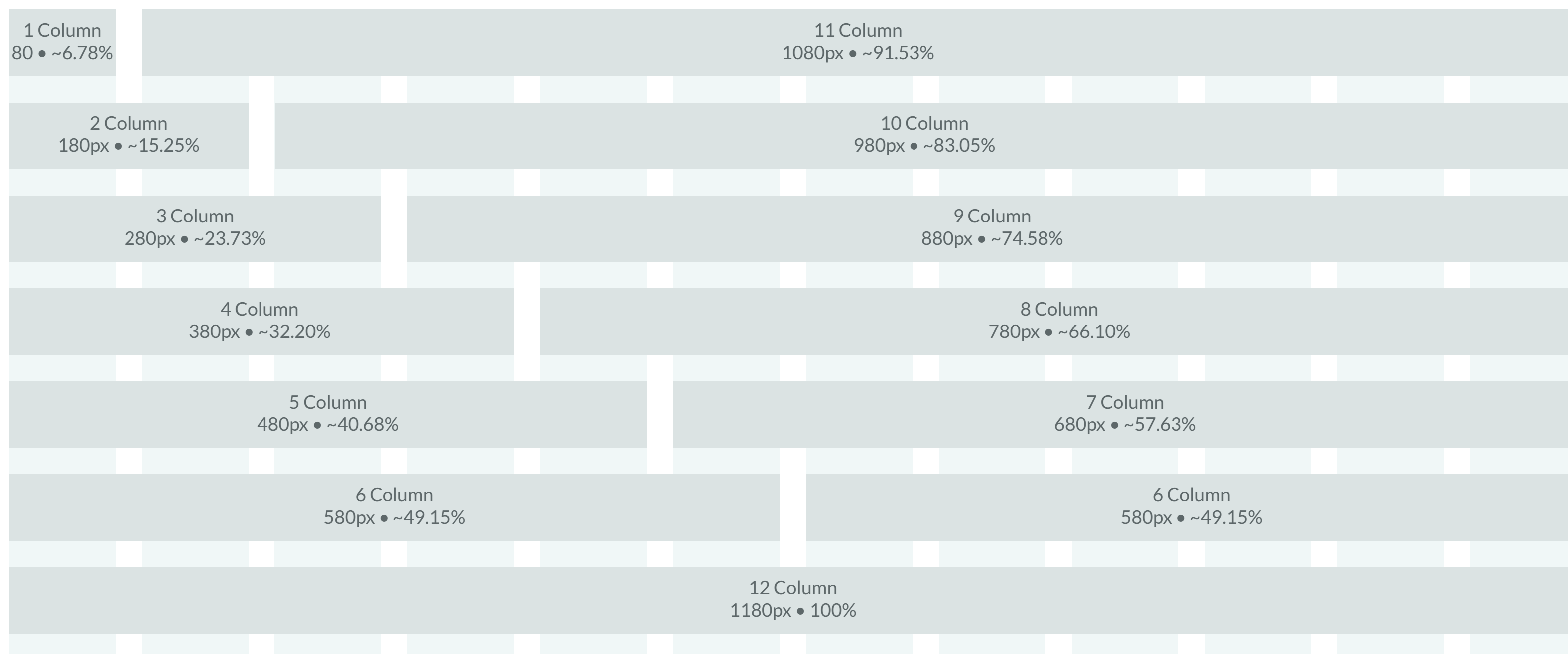
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# Basics: Colors

X-Dark	Dark	M-Dark	**CORE**	M-Light	Light	X-Light	2X-Light	3X-Light	
									Gray
#272733	#32353E	#424A4F	#5D6769	#778283	#99A2A3	#BCC5C5	#DBE3E3	#F0F7F7	
									Blue
#044154	#1D6B87	#3594BA	#4DBDEB	#6BCAEF	#89D6F3	#A6E2F7	#C4EFFB	#E1FBFF	
									Teal
#06352D	#207163	#3BAE98	#54E8CC	#70EDD4	#8CF1DC	#A7F6E4	#C3FAEC	#DEFFF4	
									Green
#135419	#317E2B	#4EA93C	#6BD24D	#84DB69	#9DE486	#B6EDA2	#D0F6BE	#E8FFD9	
									Purple
#2F2751	#57498	#7E6CB1	#A58DE0	#B5A2E6	#C6B6EB	#D6CBF1	#E6DFF7	#F6F3FC	
									Red
#681A2B	#9B2E39	#CE4247	#FF5555	#FF7576	#FF9496	#FFB3B6	#FFD2D6	#FFEFFF4	
									Orange
#994122	#BA6536	#DC8A4A	#FCAD5E	#FDBC7B	#FDCB99	#FEDAB6	#FEE8D3	#FFF7EF	
									Yellow
#AD7327	#C9933B	#E4B34F	#FFD262	#FFDA7D	#FFE198	#FFE8B2	#FFF0CD	#FFF7E7	

# Basics: Symmetrical 12 Column Grid

Native 1180px • 20px Gutters



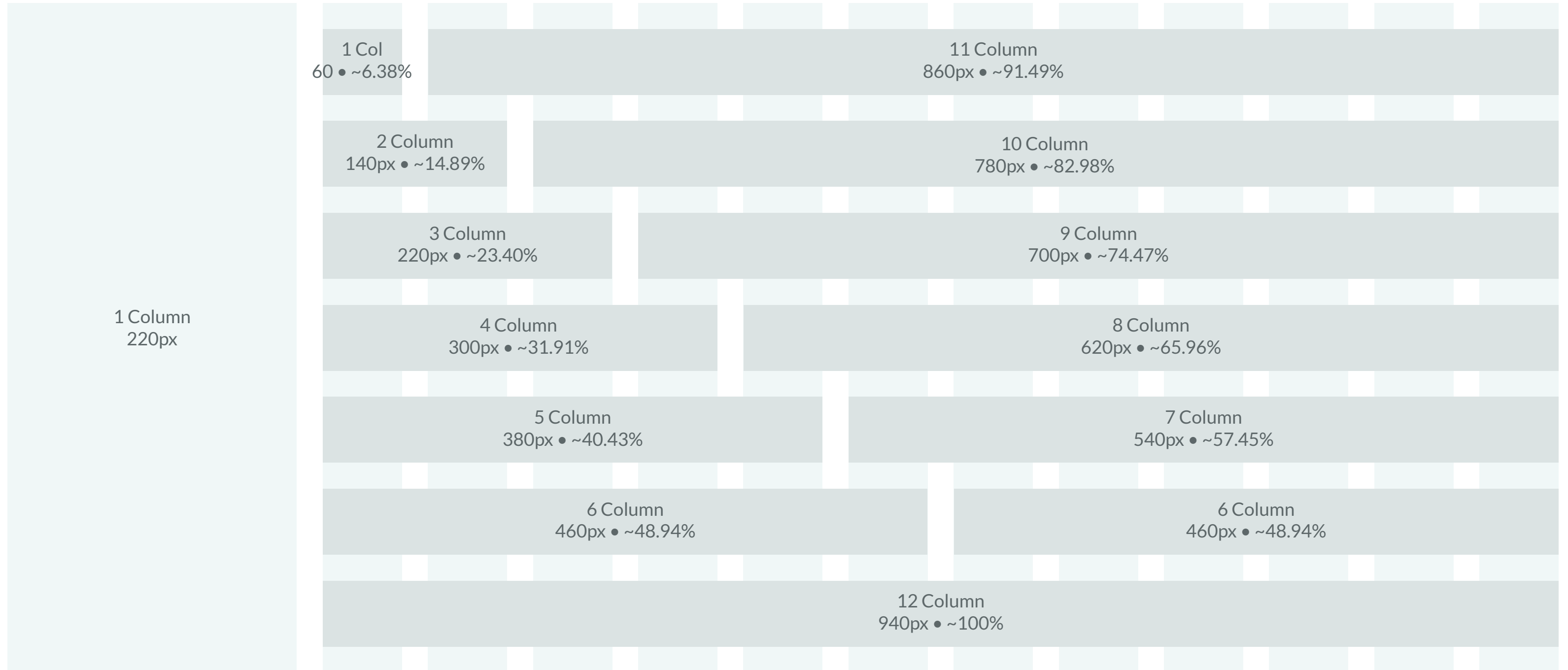
## Grid Calculations

Columns	Percentage	Columns	Percentage
1	6.7796610169%	7	57.6271186441%
2	15.2542372881%	8	66.1016949153%
3	23.7288135593%	9	74.5762711864%
4	32.2033898305%	10	83.0508474576%
5	40.6779661017%	11	91.5254237288%
6	49.1525423729%	12	100%
		*Gutter	1.6949152542%

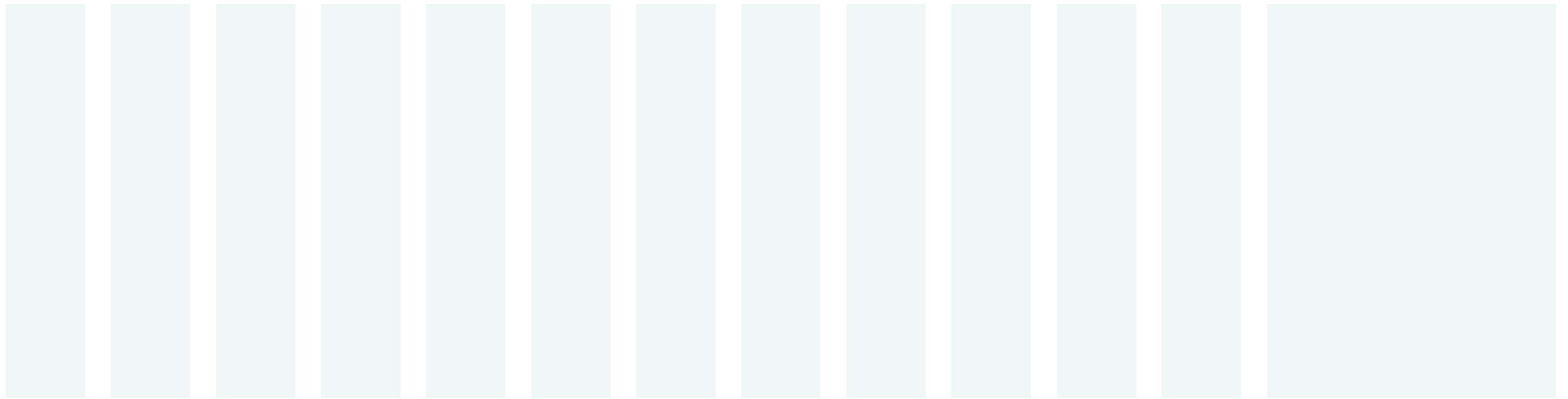
# Basics: Asymmetrical Grids (In Progress)

Native 1180px • 20px Gutters

## Left-Column Asymmetrical



## Right-Column Asymmetrical



## Grid Calculations

Columns	Percentage	Columns	Percentage
1	6.3829787234%	7	57.4468085106%
2	14.8936170213%	8	65.9574468085%
3	23.4042553191%	9	74.4680851064%
4	31.9148936170%	10	82.9787234043%
5	40.4255319149%	11	91.4893617021%
6	48.9361702128%	12	100%
		*Gutter	2.1276595745%

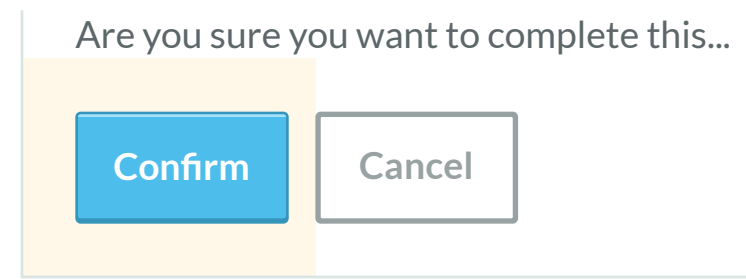
# Basics: Buttons

## Primary Button Anatomy



Height: 42px (39px inside)  
Horizontal Padding: 14px  
Border Radius: 2px  
Border Thickness: 1px with 2px bottom  
Inset Border: 1px  
Font: Lato  
Font Size: 14px  
Font Weight: Bold  
Font Color: #FFF (unless specified)

## Sample:



Buttons should have 20px of white space on all sides except when locked up next to a secondary button, it is then 10px.

## Primary Buttons

Primary buttons should be used in core use cases within apps and properties. Multiple primary buttons can be used on the same page when appropriate, however secondary buttons are more likely appropriate for such a use case. Although some exceptions apply, only one color of primary button should be used within an app. Marketing content is more flexible and can use multiple colors as needed.

### Default



### Hover/Active



### Disabled

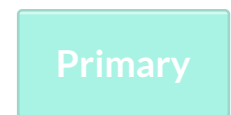
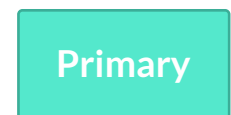


Background: #4DBDEB  
Border: #3594BA  
Highlight: #A6E2F7

Currently in use.



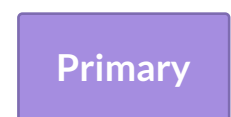
Background: #FFD262  
Border: #E4B34F  
Highlight: #FFE8B2  
Font Color: #AD7327



Background: #54E8CC  
Border: #3BAE98  
Highlight: #A7f6E4



Background: #5D6769  
Border: #424A4F  
Highlight: #99A2A3



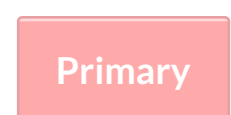
Background: #A58DE0  
Border: #7E6CB1  
Highlight: #D6CBF1



Background: #FCAD5E  
Border: #DC8A4A  
Highlight: #FEDAB6



Background: #6BD24D  
Border: #4EA93C  
Highlight: #B6EDA2



Background: #FF5555  
Border: #CE4247  
Highlight: #FFB3B6

Not currently in use.

Green and red should be reserved for positive or negative actions.

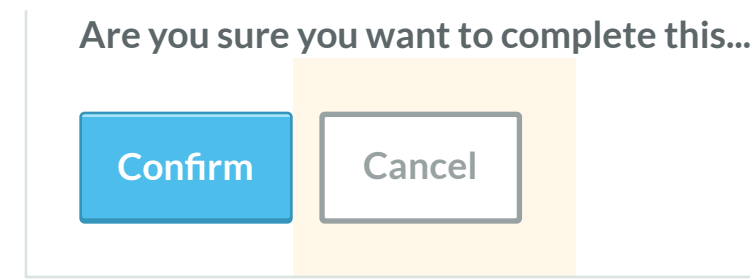
# Basics: Buttons

## Secondary Button Anatomy



Height: 42px (38px inside)  
Horizontal Padding: 14px  
Border Radius: 2px  
Border Thickness: 2px  
Font: Lato  
Font Size: 14px  
Font Weight: Bold

## Sample:



Secondary buttons should have 20px of white space on all sides except when locked up next to a primary button, it is then 10px.

## Secondary Buttons

Secondary buttons should be used for secondary and/or repeating use cases within apps and properties. Although some exceptions apply, only one color of secondary button should be used within an app. Marketing content is more flexible and can use multiple colors as needed.

Default

Hover/Active

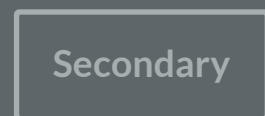
Disabled



Color: #99A2A3  
Hover Color: #5D6769



Color: #4DBDEB  
Hover Color: #3594BA



Color: #F0F7F7  
Hover Color: #FFFFFF



Color: #54E8CC  
Hover Color: #3BAE98



Color: #E4B34F  
Hover Color: #C9933B



Color: #FCAD5E  
Hover Color: #DC8A4A



Color: #A58DE0  
Hover Color: #7E6CB1

Currently in use.

Not currently in use.

# Basics: Buttons

## CTA Anatomy



Height: 60px (56px inside)  
Horizontal Padding: 20px  
Border Radius: 3px  
Border Thickness: 1px with 3px bottom  
Inset Border: 1px  
Font: Lato  
Font Size: 18px  
Font Weight: Bold  
Font Color: #FFF (unless specified)

## Sample:



CTAs should have a white space of at least 20px. Although 20px is the standard horizontal padding, CTAs can be extended to lock up appropriately to marketing content.

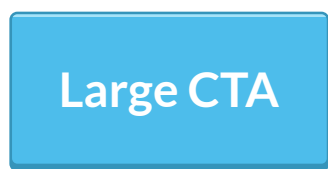
## CTA Buttons

CTA buttons should not be used within apps and are intended for marketing content only. Marketing content is more flexible and can use multiple colors as needed.

Default

Hover/Active

Disabled



Background: #4DBDEB  
Border: #3594BA  
Highlight: #A6E2F7

Currently in use.



Background: #FFD262  
Border: #E4B34F  
Highlight: #FFE8B2  
Font Color: #AD7327

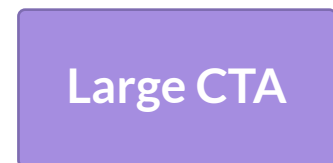
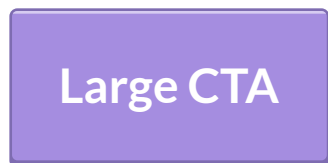


Background: #54E8CC  
Border: #3BAE98  
Highlight: #A7f6E4



Background: #5D6769  
Border: #424A4F  
Highlight: #99A2A3

Not currently in use.



Background: #A58DE0  
Border: #7E6CB1  
Highlight: #D6CBF1



Background: #FCAD5E  
Border: #DC8A4A  
Highlight: #FEDAB6



# Basics: Button Groups

## Primary Button Group

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*Primary button groups are used to group related actions that support a primary task for the page. They should follow the same color usage rules as primary buttons.*

## Secondary Button Group

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*Secondary button groups are used to group related actions that support a secondary task for the page. They should follow the same color usage rules as secondary buttons.*

# Basics: Typography

## Paragraphs

### Default

What, you guys can't say one thing? Even the guy that can't think said something. You guys just stand there? Come on. I thought you were kidding! I thought it was a joke! I even wrote it down in my diary, "Veronica had a very funny joke today!" I laughed at it later that night! By the beard of Zeus! Boy, that escalated quickly... I mean, that really got out of hand fast. Ribs. I had ribs for lunch, that's why I'm doing this.

Font: Lato  
Weight: Regular  
Size: 14px  
Line Height: 20px

### Alternative

What, you guys can't say one thing? Even the guy that can't think said something. You guys just stand there? Come on. I thought you were kidding! I thought it was a joke! I even wrote it down in my diary, "Veronica had a very funny joke today!" I laughed at it later that night! By the beard of Zeus! Boy, that escalated quickly... I mean, that really got out of hand fast. Ribs. I had ribs for lunch, that's why I'm doing this.

Font: Lato  
Weight: Regular  
Size: 12px  
Line Height: 18px

## Headings

### Default

## Heading Extra Large

Font: Roboto Slab  
Weight: Bold  
Size: 36px

### Alternative

## Heading Extra Large

Font: Roboto Slab  
Weight: Light  
Size: 48px

## Heading Large (Primary Page Title)

Font: Roboto Slab  
Weight: Light  
Size: 36px

## Heading Large

Font: Roboto Slab  
Weight: Bold  
Size: 28px

## Heading Medium

Font: Roboto Slab  
Weight: Bold  
Size: 24px

## Heading Medium

Font: Roboto Slab  
Weight: Light  
Size: 24px

## Heading Small

Font: Lato  
Weight: Bold  
Size: 18px

## Heading Small

Font: Roboto Slab  
Weight: Light  
Size: 18px

## Heading Extra Small

Font: Lato  
Weight: Bold  
Size: 16px

## Heading Extra Small

Font: Roboto Slab  
Weight: Bold  
Size: 16px

## HEADING 2X SMALL

Font: Lato  
Weight: Bold  
Size: 14px  
Transform: Uppercase

## HEADING 2X SMALL

Font: Roboto Slab  
Weight: Bold  
Size: 14px  
Transform: Uppercase

# Basics: Typography

## Additional Formats

### Strong

Boy, that escalated quickly... **I mean, that really got out of hand fast.** Ribs. I had ribs for lunch, that's why I'm doing this.

[en.wikipedia.org/wiki/Target\\_Corporation](http://en.wikipedia.org/wiki/Target_Corporation)

Strong uses 'Bold' and can be used within text, standalone, or for example, to give better context within a URL by emphasizing the subdomain.

### Emphasis

Boy, that escalated quickly... *I mean, that really got out of hand fast.* Ribs. I had ribs for lunch, that's why I'm doing this.

*Please give us feedback! Flag any sketchy pages you find.*

Emphasis uses 'Italic' and can be used within text or standalone to emphasize text.

### Blockquote

“ Boy, that escalated quickly... I mean, that really got out of hand fast. Ribs. I had ribs for lunch, that's why I'm doing this. ”

- Ron Burgundy, Anchorman

Blockquotes are used to quote customers, references in blog articles, etc.

## Date & Time

### Short Format Date

2020-01-31

Uses the ISO International Date Format as put forth as the standard by the W3C. This creates international accessibility. Implementation is TBD.

### Long Format Date

2020 January 31

Uses the ISO International Date Format as a basis, removes the hyphens and uses the full month name. Implementation is TBD.

### Short Format Date

10:22am 10:22am (PST)

In contrast, we are NOT using the ISO recommended format for time as accessibility is our main focus; it is not widely adopted and most still refer to time in the shown format. Implementation is TBD.

## Text with Tooltip Layer

MozTrust is Moz's global link trust score. It is similar to MozRank, but rather than measuring link popularity, it measures link trust.

MozTrust<sup>i</sup>

The superscript 'i' icon is used to indicate when a word or phrase has an associated tooltip.

MozTrust<sup>i</sup>

On Hover the tooltip is displayed and the text is underlined.

## Text and URL Truncation

Designing Drop-Down Menus: Examples and Best Practices - Smashing Magazi...  
[www.smashingmagazine.com/2009/03/24/designing-drop-down-menus-exam...](http://www.smashingmagazine.com/2009/03/24/designing-drop-down-menus-exam...)

<http://www.smashingmagazine.com/2009/03/24/designing-drop-down-menus-examples-and-best-practices/>

When truncated, Text and URLs should display elipsis at their cut-off point. On hover, the full URL should be displayed in a system tooltip (not a Tooltip Layer).

# Basics: Typography

## Links

The examples below use the Moz blue color which should be used across most products. However, links can appear in other colors if appropriate as in the cases of Moz Local or the Mozbar. Standard links and CTA should be used in most cases, however Alternative CTAs can be used where a link might otherwise distract from a primary action.

### Standard Link

this is a link color: #3594BA

this is a link (on hover) color: #1D6b87

### Standard CTA

this is a cta color: #3594BA icon color: #A6E2F7

this is a cta (on hover) color: #1D6b87

### Alternative CTA

this is an alt cta color: #99A2A3 icon color: #BCC5C5

this is an alt cta (on hover) color: #3594BA

## Lists

The following are examples of standard types of lists products and marketing. However, marketing content can stylize lists however best suites the use case and the campaign.

### Standard List

Things Ron Likes:

- Scotch
- My dog Baxter
- Jazz Flute
- San Diego

Bullet Style: Standard  
Indent: 10px  
List Top Margin: 5px  
Line Height: 20px

### Checklist

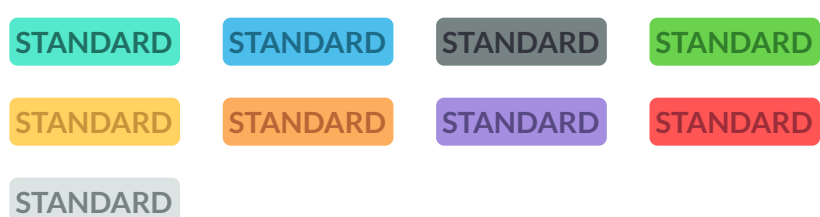
Things Ron Likes:

- ✓ Scotch
- ✓ My dog Baxter
- ✓ Jazz Flute
- ✓ San Diego

Bullet Style: Small Check Icon  
Icon Color: #6BD24D  
Indent: 10px  
List Top Margin: 5px  
Line Height: 20px

## Tags

### Standard Tags



Height: 18px  
Horizontal Padding: 4px  
Border Radius: 2px  
Font: Lato  
Font Size: 11px  
Font Weight: Bold

### Sample:



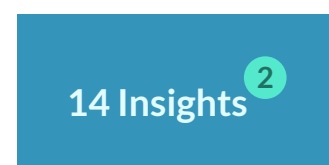
Standard Tags can be used to indicate in-app updates, new products, etc.

### Number Tags



Height: 16px  
Width: 16px  
Border Radius: 8px  
Font: Lato  
Font Size: 11px  
Font Weight: Bold

### Sample:



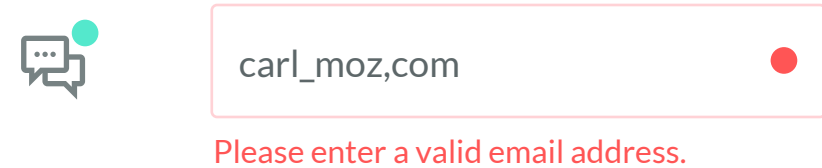
Number Tag can also be used to indicate in-app updates, indicate new notifications, etc.

### Micro Tags



Height: 10px  
Width: 10px  
Border Radius: 5px

### Sample:



Micro Tags can be used to lock up with icons or within forms for inline validation.



They can also be used to represent items such as searched for or excluded keywords. This example is shown as removable. Instead of an icon the 'x' used is the ASCII multiplication symbol (&#215;) at 14px bold.

# Basics: Form Elements

## Text Input

Height: 42px (40px inside)  
Horizontal Padding: 10px  
Border Radius: 2px  
Border Thickness: 1px  
Border Color: #DBE3E3  
Font: Lato  
Font Size: 14px  
Font Weight: Regular

### Sample:

Account Email

Text inputs should have 10px of white space on the sides and 30px of white space top and bottom. For details on labels, see Pattern: Forms.

**Small** Width: 110px (108px inside)

**Default: 2x Small** Width: 230px (228px inside)

**Large: 1 Small + 1 Default** Width: 350px (348px inside)

**X Large: 2 Default** Width: 470px (468px inside)

## Text Box

Default Height: 120px (118px inside)  
Padding: 10px  
Border Radius: 2px  
Border Thickness: 1px  
Border Color: #DBE3E3  
Font: Lato  
Font Size: 14px  
Font Weight: Regular  
Max Height: 400px

### Sample:

Keywords

Width sizes are the same as text inputs: Small, Default, Large, X-Large. White space is the same as text inputs.

## Select (Dropdown)

Padding: 10px  
Border Radius: 2px  
Border Thickness: 1px  
Border Color: #DBE3E3  
Font: Lato  
Font Size: 14px  
Font Weight: Regular  
Max Height: 400px  
Caret Color: #BCC5C5

### Sample:

State/Province

Width sizes are the same as text inputs: Small, Default, Large, X-Large. White space is the same as text inputs.

Expanded:

- Item Number 1
- Item Number 2
- Item Number 3
- Item Number 4

# Basics: Form Elements

## Checkboxes

---

Checked:

Checkbox Label

Unchecked:

Checkbox Label

Font: Lato  
Font Size: 14px  
Font Weight: Regular  
Label Color: #99A2A3  
Checkbox Color: #5D6769

Sample:

ACCOUNT EMAIL

  
 Checkbox Label  
 Checkbox Label

Checkboxes should have 30px padding top and bottom unless they are part of a group of checkboxes in which case they should have 14px of whitespace between them.

## Radio Buttons

---

Selected:

Radio Label 1

Not Selected:

Radio Label 2

Font: Lato  
Font Size: 14px  
Font Weight: Regular  
Label Color: #99A2A3  
Radio Color: #5D6769

Sample:

ACCOUNT EMAIL

  
 Radio Label  
 Radio Label

Radio buttons groups should have 30px padding top and bottom with 14px of whitespace between each button.

# Basics: Icons

## Icon Sizes

16 x 16  
Small

24 x 24  
Standard

48 x 48  
2x Standard

72 x 72  
3x Standard

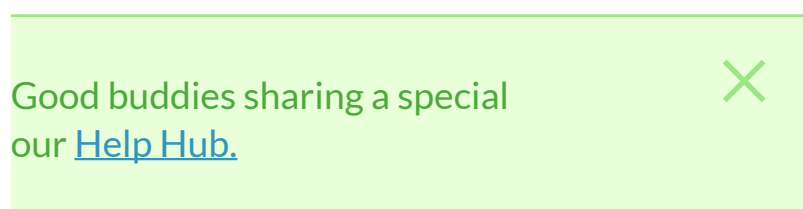
96 x 96  
4x Standard

Optimized for small size and details.

Standard icon should be used for anything 24 x 24 and over. Sizes shown are up to 4x however they can be resized as required. Small icons should only be used at 16 x 16.

## Icon Usage

### Standalone



In most cases, standard size icons should be used for standalone actions for best accessibility. However in the case of secondary actions like 'close' or 'remove' or when space is tight, small icons can be used.

### Inline Text

Visit [Andrews's Blog](#) 

 Exclusion: Latest Whiteboard Friday

 2  5  1

When using icons inline with text, it's best to use the icon size closest to that text. For paragraph sized text or headings 'extra small' or smaller, small icons are recommended. If using an icon in conjunction with a number, where the icon represents something a standard size icon may be more appropriate.

### Button



Icons within a button should be used sparingly, however in these cases guidelines for standalone and inline text still apply.

# Basics: Boxes & Rules

## Base Boxes

### Heading

What, you guys can't say one thing? Even the guy that can't think said something. You guys just stand there? [This is a link.](#)

Border: 1px Solid #DBE3E3  
Background: #FFFFFF  
Padding: 20px

## Bordered Boxes

What, you guys can't say one thing? Even the guy that can't think said something. You guys just stand there? [This is a link.](#)

What, you guys can't say one thing? Even the guy that can't think said something. You guys just stand there? [This is a link.](#)

What, you guys can't say one thing? Even the guy that can't think said something. You guys just stand there? [This is a link.](#)

What, you guys can't say one thing? Even the guy that can't think said something. You guys just stand there? [This is a link.](#)

Border: 1px Solid #DBE3E3  
Background: #FFFFFF  
Padding: 20px  
Highlight Border: 4px Solid (color varies)

## Solid Boxes

### Heading

What, you guys can't say one thing? Even the guy that can't think said something. You guys just stand there? [This is a link.](#)

Border: 1px Solid (same color as background)  
Padding: 20px  
Font Color: #FFFFFF  
Link Style: Underline

## Horizontal Rule

Width: Variable  
Height: 2px  
Color: #DBE3E3

## Vertical Rule

Width: 2px  
Height: Variable  
Color: #DBE3E3



# Basics: Images

## Profile (Avatar) Images

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User profile images are always displayed as a circle. The smallest size for a profile image is 30x30px. Other sizes shown are 80x80 and 120x120. There is no additional styling used with profile images such as borders or drop shadows.

## Generic Profile (Avatar) Images

---



Generic Profile Images are used in place of user profile images when the user has not uploaded one. They are monogram-style generated images and use one of our core colors (except red, yellow, or green).

## Thumbnail Images for Guides, Posts, etc.

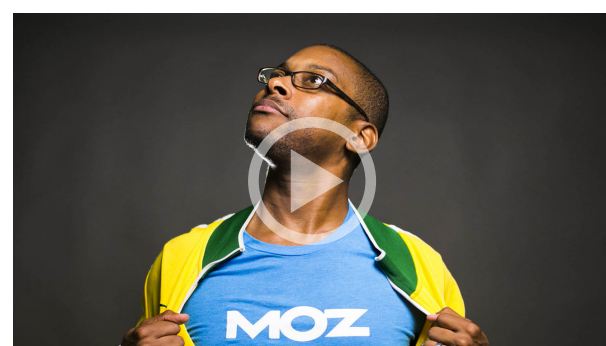
---



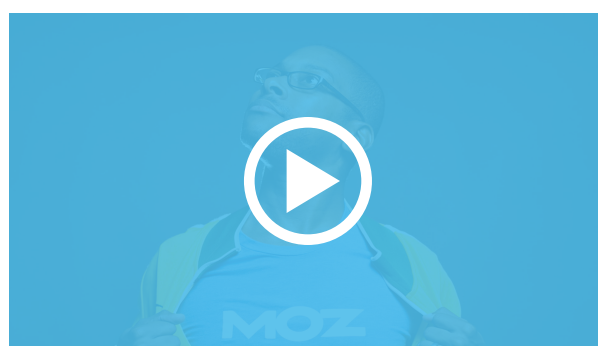
Thumbnails other than profile images should be displayed as squares or rectangles. Again, there is no additional styling used with profile images such as borders or drop shadows.

## Thumbnail Images for Videos

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Video thumbnails are displayed in 16:9 format with a 'play' icon at 50% opacity centered vertically and horizontally.



On hover, a blue overlay is displayed and the play icon is brought to 100% opacity.

# Basics: Loading Elements

## Loading Spinner

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Our spinner is an animated svg icon with a native size of 24x24. It can be resized in multiples of 24 (48x48 and 72x72 are shown). Spinners are animated using SMIL which is unsupported at this point by Internet Explorer and Opera Mini.

## Progress Bars

---

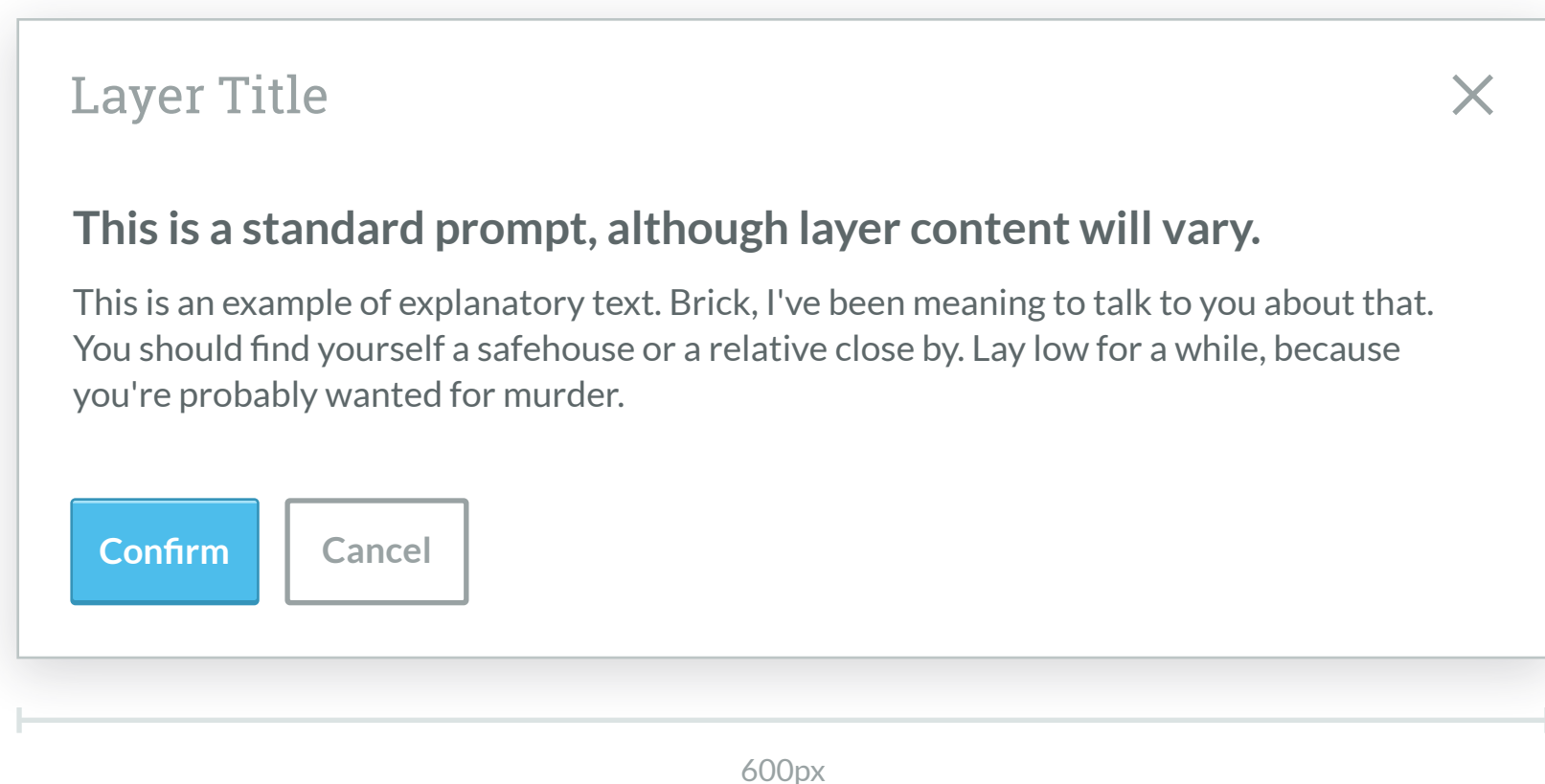


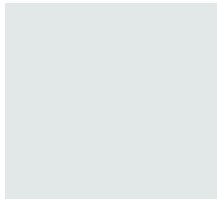
Background Border:	1px Solid #DBE3E3
Background: Height:	#F0F7F7 32px (30 inside)
Fill Background: Fill Border:	(core color per product) 1px Solid (M-Dark of color)

Progress bars can be used at any width. They can be used to display simple progress of loading or updating.

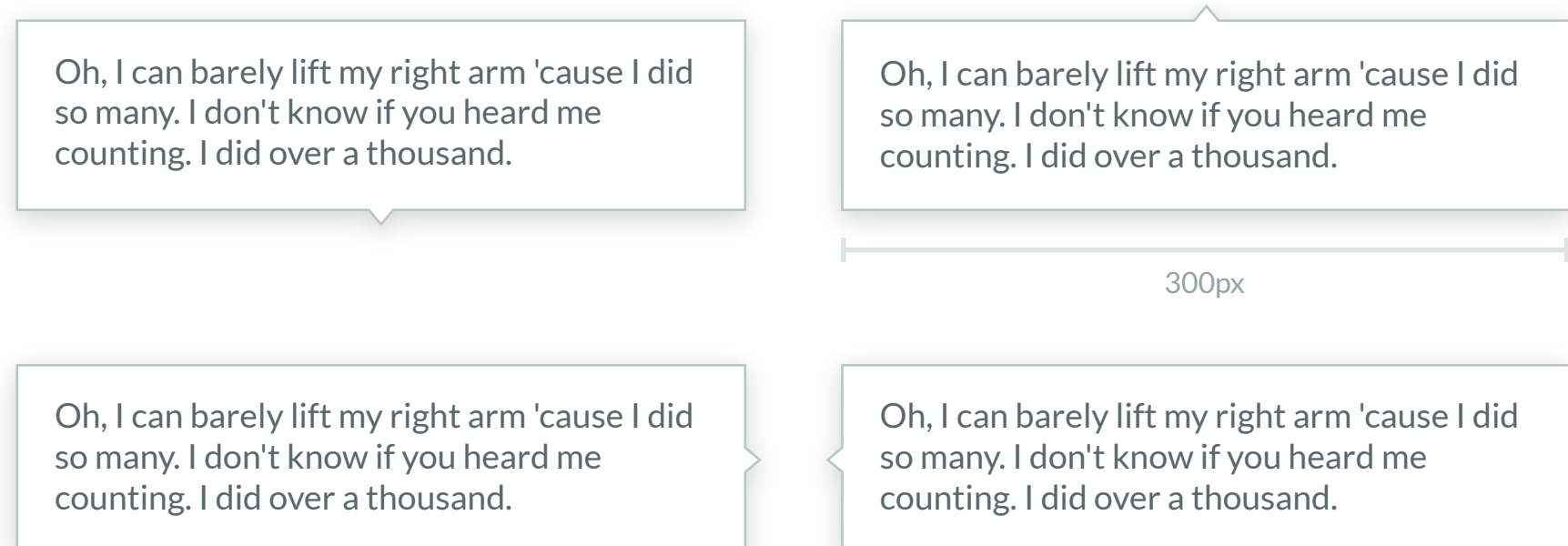
# UI: Layers

## Modal Layer



- Background: #FFF
- Drop Shadow: #272733  
20% Opacity  
5px Y-Offset  
10px Blur
- Border: 1px  
#bcc5c5
- Overlay (optional):  
 #DBE3E3  
80% Opacity

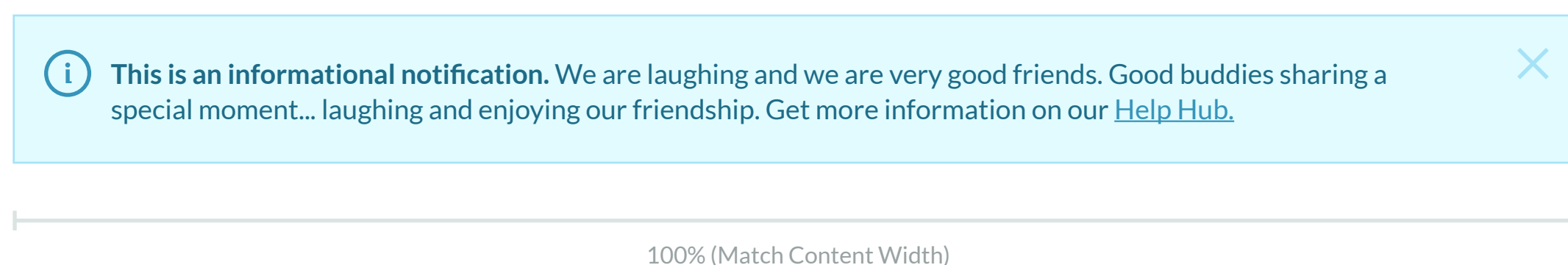
## Tooltips



- Background: #FFF
- Drop Shadow: #272733  
20% Opacity  
3px Y-Offset  
5px Blur
- Border: 1px  
#bcc5c5

# UI: Alerts

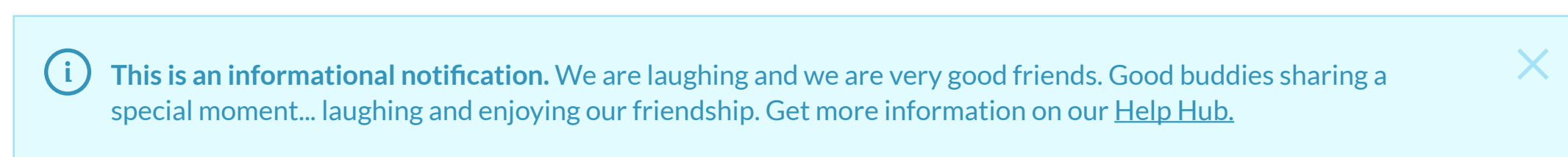
## Page Level Alert Anatomy



Border: 1px  
Border Radius: 5px  
Padding: 15px  
  
Link Color: #3594BA  
Link Text Decoration: Underline

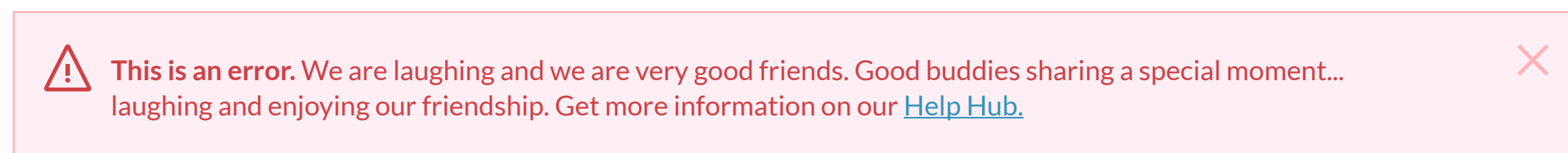
## Page Level Alerts

### Informational



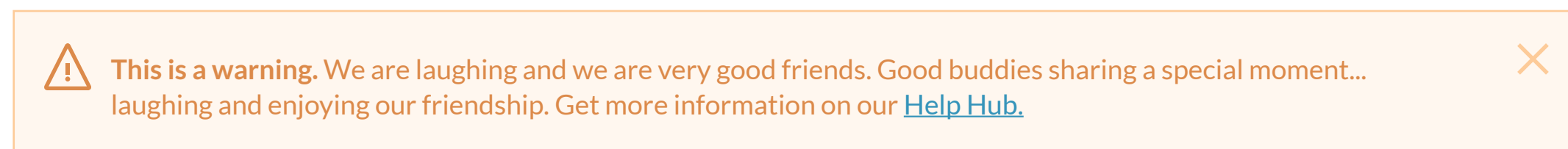
Background: #E1FBFF  
Border Color: #A6E2F7  
Content Color: #3594BA  
  
(Optional)  
Close Color: #A6E2F7  
Close Color Hover: #3594BA

### Error



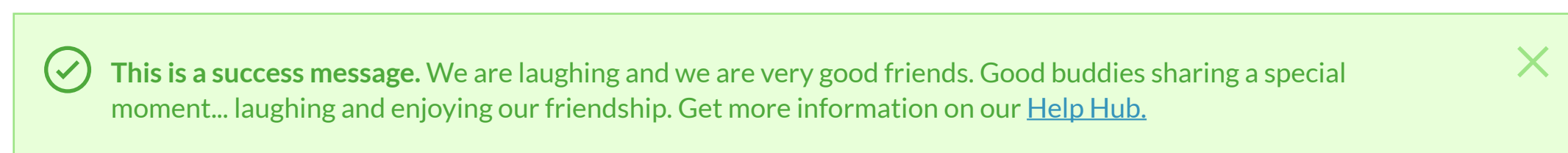
Background: #FFEFF4  
Border Color: #FFB3B6  
Content Color: #CE4247  
  
(Optional)  
Close Color: #FFB3B6  
Close Color Hover: #CE4247

### Warning



Background: #FFF7EF  
Border Color: #FDCB99  
Content Color: #DC8A4A  
  
(Optional)  
Close Color: #FDCB99  
Close Color Hover: #DC8A4A


### Success



Background: #E8FFD9  
Border Color: #9DE486  
Content Color: #4EA93C  
  
(Optional)  
Close Color: #9DE486  
Close Color Hover: #4EA93C

# UI: Alerts


## Inline Alert Anatomy

 **This is an informational notification.** We are laughing and we are very good friends. Good buddies sharing a special moment... laughing and enjoying our friendship. Get more information on our [Help Hub](#).

Variable Width (depends on container)


## Inline Alerts

### Informational

 **This is an informational notification.** We are laughing and we are very good friends. Good buddies sharing a special moment... laughing and enjoying our friendship. Get more information on our [Help Hub](#).


Content Color: #1D6b87

### Error

 **This is an error.** We are laughing and we are very good friends. Good buddies sharing a special moment... laughing and enjoying our friendship. Get more information on our [Help Hub](#).


Content Color: #CE4247

### Warning

 **This is a warning.** We are laughing and we are very good friends. Good buddies sharing a special moment... laughing and enjoying our friendship. Get more information on our [Help Hub](#).

Content Color: #DC8A4A

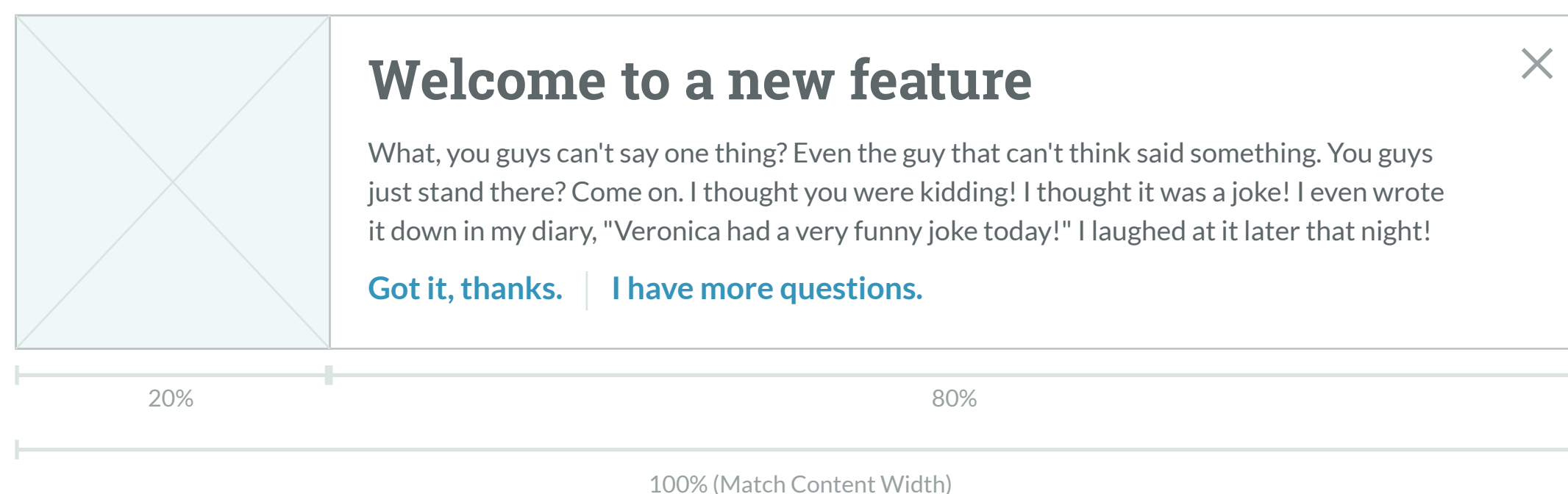
### Success

 **This is a success message.** We are laughing and we are very good friends. Good buddies sharing a special moment... laughing and enjoying our friendship. Get more information on our [Help Hub](#).

Content Color: #4EA93C

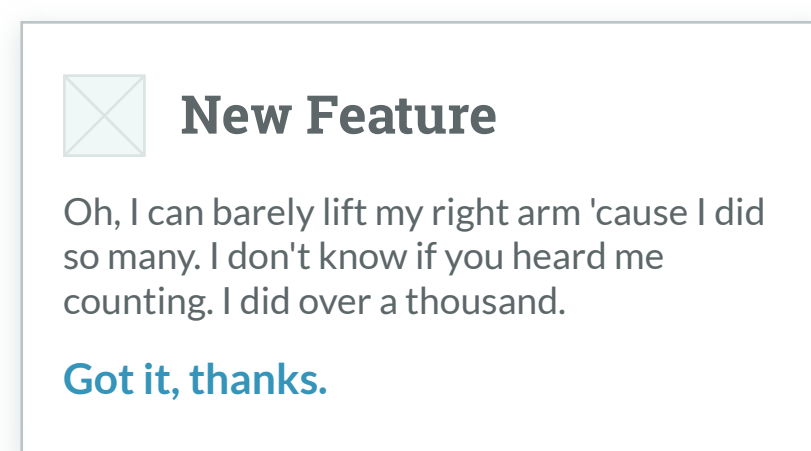
# UI: Onboarding (Untested)

## Full-Width Onboarding



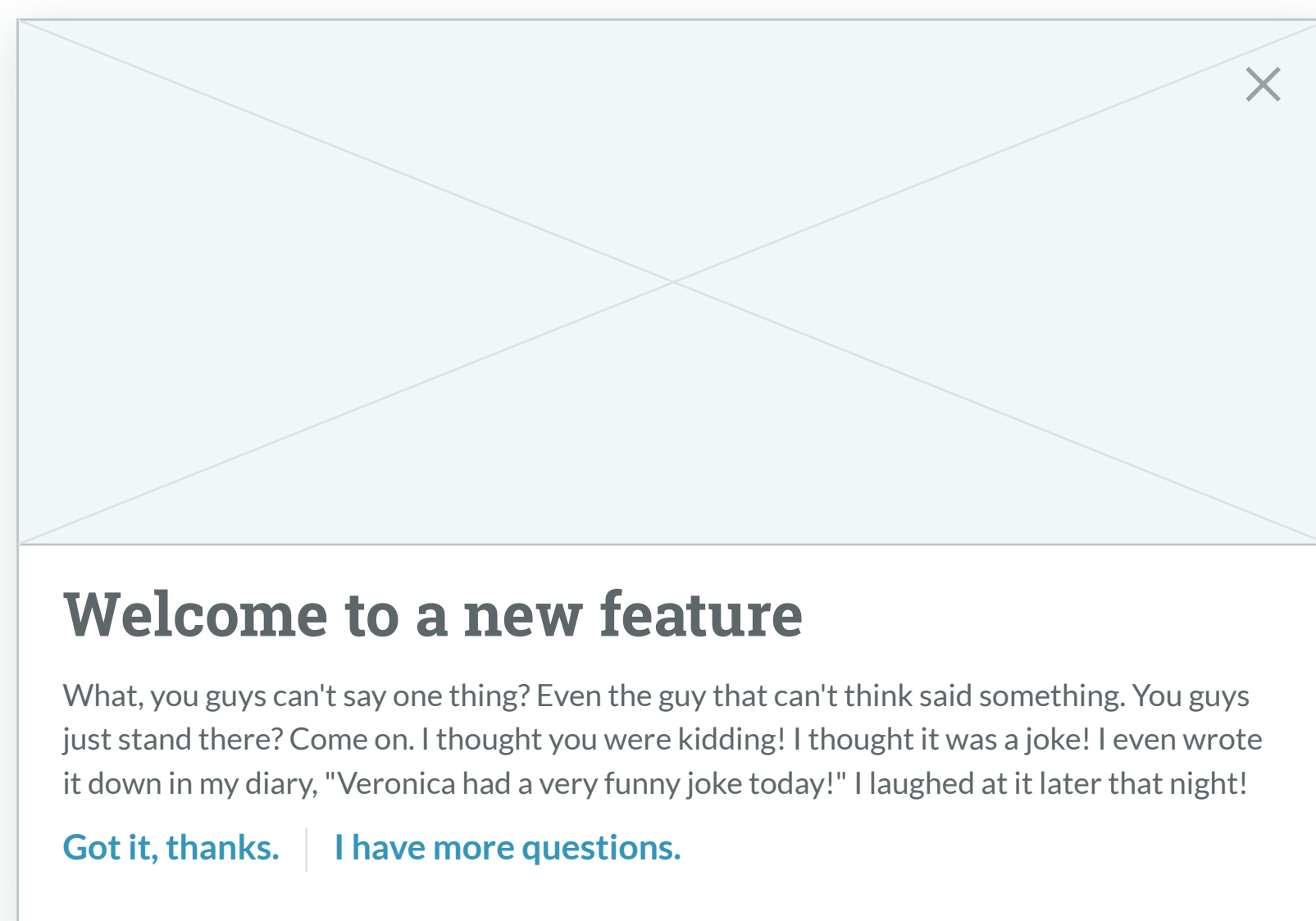
Padding: 20px  
Heading: Heading Large  
Copy: Default  
Links: Heading Extra Small

## Tooltip Onboarding



Padding: 15px  
Heading: Heading Medium  
Copy: Default  
Links: Heading Extra Small

## Modal Onboarding



Padding: 20px  
Heading: Heading Large  
Copy: Default  
Links: Heading Extra Small

# UI: Tables

## Basic Table

Column Header	Column Header	Column Header	Column Header
30 Dec 2020	<a href="http://ronburgundy.com/san-diego-california">http://ronburgundy.com/san-diego-california</a>	jazz flute	99
30 Dec 2020	<a href="http://ronburgundy.com/san-diego-california">http://ronburgundy.com/san-diego-california</a>	jazz flute	99
30 Dec 2020	<a href="http://ronburgundy.com/san-diego-california">http://ronburgundy.com/san-diego-california</a>	jazz flute	99
30 Dec 2020	<a href="http://ronburgundy.com/san-diego-california">http://ronburgundy.com/san-diego-california</a>	jazz flute	99
30 Dec 2020	<a href="http://ronburgundy.com/san-diego-california">http://ronburgundy.com/san-diego-california</a>	jazz flute	99

Table Header:  
Padding: 20px  
Background: #F0F7F7  
Default Text: 14px Bold

Rows:  
Padding: 20px  
Bottom Border: 1px Solid #F0F7F7  
Default Text: 14px Regular

Table Footer:  
Top Border: 3px Solid #F0F7F7

## Striped Table

Column Header	Column Header	Column Header	Column Header
30 Dec 2020	<a href="http://ronburgundy.com/san-diego-california">http://ronburgundy.com/san-diego-california</a>	jazz flute	99
30 Dec 2020	<a href="http://ronburgundy.com/san-diego-california">http://ronburgundy.com/san-diego-california</a>	jazz flute	99
30 Dec 2020	<a href="http://ronburgundy.com/san-diego-california">http://ronburgundy.com/san-diego-california</a>	jazz flute	99
30 Dec 2020	<a href="http://ronburgundy.com/san-diego-california">http://ronburgundy.com/san-diego-california</a>	jazz flute	99
30 Dec 2020	<a href="http://ronburgundy.com/san-diego-california">http://ronburgundy.com/san-diego-california</a>	jazz flute	99

Table Header:  
Padding: 20px  
Bottom Border: 2px Solid #F0F7F7  
Default Text: 14px Bold

Rows:  
Padding: 20px  
Alternating BG: #F0F7F7  
Default Text: 14px Regular

Table Footer:  
Top Border: 3px Solid #F0F7F7

## Table Row Hover

30 Dec 2020	<a href="http://ronburgundy.com/san-diego-california">http://ronburgundy.com/san-diego-california</a>	jazz flute	99
30 Dec 2020	<a href="http://ronburgundy.com/san-diego-california">http://ronburgundy.com/san-diego-california</a>	jazz flute	99
30 Dec 2020	<a href="http://ronburgundy.com/san-diego-california">http://ronburgundy.com/san-diego-california</a>	jazz flute	99
30 Dec 2020	<a href="http://ronburgundy.com/san-diego-california">http://ronburgundy.com/san-diego-california</a>	jazz flute	99

Background: #FFF (regardless of row color)  
Drop Shadow: #DBE3E3  
100% Opacity  
3px Y-Offset  
5px Blur  
Border: 1px #DBE3E3

# UI: Table Sorting

## Sort Functionality

Columns with sort functionality but that are not the default sort column are displayed with 'icon-sortable'. When a sortable column is selected, it is displayed with either a 'icon-sorted-descending' or 'icon-sorted-ascending'.

### Descending Sort

Keyword ↓↑	Keyword Difficulty ↓↕
flannel	94
gastropub	67
keytar	44

### Ascending Sort

Keyword ↓↑	Keyword Difficulty ↑↕
keytar	44
gastropub	67
flannel	94

Default Font Color: #5d6769

Icon Color: #99A2A3

Selected Font Color: #272733

Hover Color: #3594BA

### On Hover

Keyword ↓↑	Keyword Difficulty ↓↕
flannel	94
gastropub	67
keytar	44

### Hover w/o Reverse Sort

Keyword ↓↕	Keyword Difficulty ↓↑
flannel	94
gastropub	67
keytar	44

Your results are sorted by this column but cannot be sorted in reverse order.



# UI: Pagination

## Primary Pagination

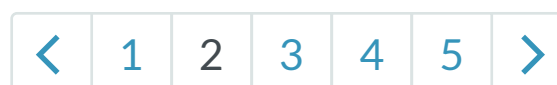
This format of pagination is intended for use cases where pagination is the primary use case for a page.

Results: 51- 100 of 253



Column Header	Column Header	Column Header	Column Header
30 Dec 2020	http://ronburgundy.com/san-diego-california	jazz flute	99

51- 100 of 253



## Primary Pagers

This format of pagers is intended for use cases where pagination is the primary use case but page links and indicators are not necessary or feasible.

Results: 51- 100 of 253



Column Header	Column Header	Column Header	Column Header
30 Dec 2020	http://ronburgundy.com/san-diego-california	jazz flute	99

51- 100 of 253



## Secondary Pagination

This format of pagination is intended for use cases where pagination is not a primary use case for a page.

Results: 51- 100 of 253



Column Header	Column Header	Column Header	Column Header
30 Dec 2020	http://ronburgundy.com/san-diego-california	jazz flute	99

51- 100 of 253



## Secondary Pagers

This format of pager is intended for use cases where pagination is not a primary use case use case but page links and indicators are not necessary or feasible.

Results: 51- 100 of 253



Column Header	Column Header	Column Header	Column Header
30 Dec 2020	http://ronburgundy.com/san-diego-california	jazz flute	99

51- 100 of 253



# UI: Forms

## Horizontal Form

---

### Form Title

---

Text Input Label

Select Label

Checkbox Label 1

Checkbox Label 2

Radio Label 1

Radio Label 2

## Vertical Form

---

### Form Title

---

Text Input Label

Select Label

Checkbox Label 1

Checkbox Label 2

Radio Label 1

Radio Label 2

## Inline Form

---

Checkbox Label 1


# UI: Form Validation

## On Submit

---

### Form Title

---

 There is a problem in one or more of the fields below.

Text Input Label

Ron Burgundy

Text Input Label

ron@channel4\_com 

Next

Cancel

## Inline Validation

---

### Form Title

---

Text Input Label

Ron Burgundy 

Text Input Label

ron@channel4\_com 

Please enter a valid email address.

Next

Cancel

# UI: Form Variations

## Disabled Elements

---

- Checkbox Label 1
- Checkbox Label 2

*For all forms, disabled elements display with a 50% opacity.*

- Radio Label 1
- Radio Label 2

## Help Text

---

Text Input Label

This is help text. It can include information to help with a specific field but should be as utilitarian as possible.

## Focused States

---

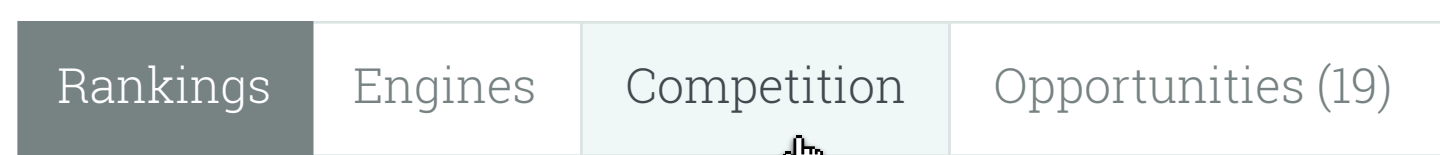
- Checkbox Label 1
- Checkbox Label 2

*Focused states vary between different types of form elements.*

- Radio Label 1
- Radio Label 2

# UI: In-App Navigation

## Primary Tabs



Border: 1px #DBE3E3  
Padding: 15px  
Text Color: #778283  
Font: Alt Heading Small (per product)  
Selected Fill: #FFFFFF  
Selected Text Color: #FFFFFF  
Hover Fill: #F0F7F7  
Hover Text Color: #424A4F  
  
Optional # Font: Default Heading Medium

## Secondary Tabs



Padding: 15px  
Text Color: #5D6769  
Font: Default Heading Small  
  
Selected Border: 4px (per product)  
  
Selected Text Color: #272733  
Hover Text Color: #3594BA

## List Navigation (In Progress)

<b>Dashboard</b>	Border: 1px #DBE3E3
<b>Search</b> ▼	Padding: 15px Text Color: #778283
Traffic from Search	Font 1: Lato Bold 14px
Keyword Rankings ▼	>Font 2: Lato Regular 12px
Analyze a Keyword	>>Font 3: Lato Regular 12px Indented
<b>Add &amp; Manage Keywords</b>	
Landing Pages ▶	Selected Border: 2px (color per product)
On-Page Optimization ▶	Selected Text: Bold #272733
Crawl Diagnostics ▶	
<b>Crawl</b> ▶	
<b>Social</b> ▶	
<b>Links</b> ▶	Hover Background: #F0F7F7 Hover Text: #272733
<b>Brand &amp; Mentions</b> ▶	

## Breadcrumbs

Breadcrumbs should only be used when other methods of navigation cannot accommodate the page or path. It should be displayed below Page Level notifications and above all other page content including page titles.

### Single Layer



Situations where there is only one layer, it is best to simply display a 'Back to' CTA.

### Multiple Layer



When breadcrumbs are being used to represent multiple layers of navigation, the current page should be plain text and the preceding layers should be links.

# UI: Data Visualizations (In Progress)

## Donut Charts

---

### Standard

---



*Donut charts can be used to visualize a single metric. Information displayed in the center should only ever pertain to the metric being visualized.*

### Mini

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*Mini donut charts can be used in tables or locked up with text and has the option to include the number value pertaining to the metric.*