

Digital Style Guide

Updates: Version 2020.02.12

Overall

- This document has been optimized with slightly larger font sizes for printing.
- Additional specs have been added to various elements, including the "X" close buttons for messages, alert tiers and modal windows.
- Page 5 has been added to show a page template, alert/message options and hero heights based on type. Size of padding from content to footer has been added at 60px.

Color Palette

- Teal hyperlink color has changed to #28778a to pass accessibility standards AA when used in combination with a light gray (#f4f4f4) color background.

Typography

- All headline sizes and line height have been updated to ensure consistency.

Hyperlinks

- Approved hyperlink styles have been consolidated and simplified.

Badges

- Added a navy and dark gray tag option for use in hero's.

Icons

- Added global icons.

Alert Tiers

- Added alert tiers 1-3.

MOBILE TOUCH POINTS

Frontier's target touch point is set to a min-width of 40px and 50px min-height.

The average width of the tip of the male index finger is 36px wide, for a female it's 27px.

ACCESSIBILITY STANDARDS

AA WCAG 2.0 level AA requires a contrast ratio of 4.5:1 for normal text and 3:1 for large text. Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger.
 Contrast Checker - <http://webaim.org/resources/contrastchecker>

COLOR

Primary UI

- #d9272d** Crimson UI, logo
- #58595b** Gray UI, body copy
- #28778a** Teal UI, hyperlinks
- #455d7e** Blue UI buttons

Secondary UI

Grayscale

- #333333** Mine Shaft
- #58595b** Gray headings, copy
- #999999** Dusty Gray placeholder text
- #cccccc** Silver lines/borders
- #e1e1e1** Seashell
- #f4f4f4** Sand backgrounds

Campaign Approved (icon/background colors)

- #74acde** Aqua
- #df4841** *Red
- #fcb832** Marigold
- #17355e** Navy

Icon Background Colors

- Icons: Dollar sign, Percent sign, Hash, No smoking.
- Navy can not be used as a bg color.

*Not to be used for the frontier logo or UI elements.

TYPOGRAPHY

#58595b - Default text color. Conversion to rem default pixel base size is set to 16px.

H1 - Headline Nexa Book, Regular, Black 54/60px
 Usage: Main page header

H2 - Headline Nexa - Regular, 42/48px
 Usage: Titles

H3 - Headline Nexa - Regular, 36/42px
 Usage: Titles

H4 - Headline Nexa - Regular, 30px/36px
 Usage: Modal Window Title

H5 - Headline Nexa - Regular, 22px/28px
 Usage: Lists

H6 - Headline Nexa - Regular, 18px/24px
 Usage: Titles

Body copy - bold for emphasis Nexa - Regular, Bold, 16px/20px
 Usage: form labels, input fields

Small Nexa - Regular, Bold, 14px/16px
 Usage: Alert Banners

Smaller Nexa - Regular, 12px/14px
 Usage:

Next Book - 10/12px
 Usage: Legal, Disclaimers
 *With a 2-year contract. Redemption required.

LIST STYLES

Numbers - avenir black, use - any brand above color

Icon - circle, use - any brand above color

Icon - check icon, use - any brand above color

HYPERLINKS

Block-Level Link
 Links that standalone. Note: exception footer links

normal [Call to Action](#) underline = 1px #ccc

hover / active [Call to Action](#) underline = 1px #28778a

Inline Link
 Links that are within a paragraph. [Teal link or gray link.](#) [Teal link or gray link.](#)

Icon & Link
 Links that are next to an icon. [Call to Action](#) underline = 1px #ccc [Call to Action](#) underline = 1px #28778a

File Link
 Links that download a file. [Call to Action \(pdf, 4mb\)](#) underline = 1px #ccc [Call to Action \(pdf, 4mb\)](#) underline = 1px #28778a

BUTTONS

Maximum character limit of 18. Minimum character limit of 3.

Primary Red
 usage - persuasive action, one solid button per page or use ghost buttons.

Secondary Teal, Blue
 usage - suggestive action, two or three per page or use ghost buttons.

Default Gray
 usage - option without influence, multi per page.

SOLID BUTTON

Solid Buttons - normal (nexa bold 16px, 100% opacity), hover (ghost button)
 Usage - to boldly define a clear call to action, use in the primary button color, no more than 3 per page.

Ghost Buttons - normal (nexa bold 16px, border 1px #ccc, 100% opacity), hover (Solid Button)
 Usage - for tertiary content only. Not to be used for the main CTA on the page.

ADDITIONAL BUTTONS

Disabled Btn **Active Btn**

Disabled - 30% opacity Active - 100% opacity

Directional

background - #ffff icon- angle left background - #d9272d icon- angle right

Select Btn

Icons - plus, check **Remove**

Progress Btn

Icon- spinner

CHECKBOX

Checkbox - radius 4px, check icon, border #cccccc

RADIO BUTTON

Border #cccccc

BADGES

Label - nexa bold 12px Label - nexa bold 12px Label - nexa regular 12px
 Icon - heart

FEEDBACK & CHAT

Desktop Mobile

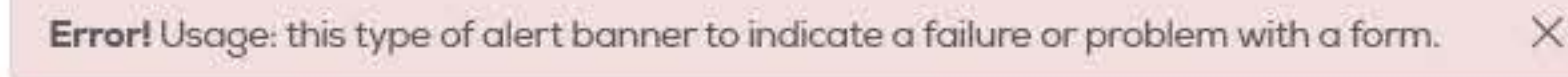
ALERT TIER 2



background color - #dff0d8, border color - #d6e9c6
text - nexa heavy, regular, #58595b, 14/16px



background color - #fff3cd, border color - #ffeeba



background color - #f2dede, border color - #ebccd1



background color - #e1e1e1, border color - #ccc

ICONS

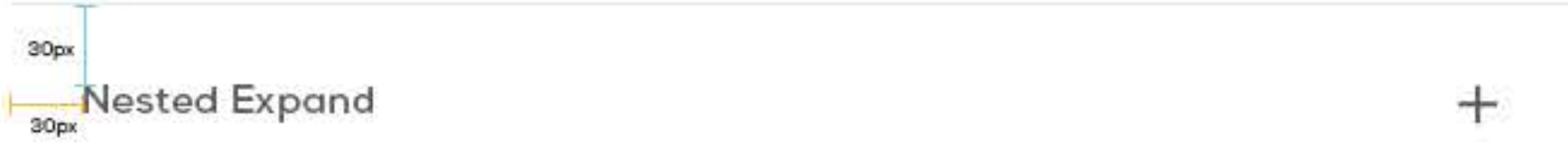
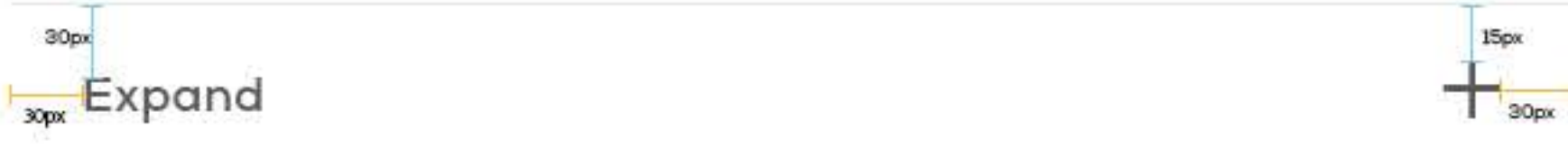


BREADCRUMBS

Link 1 / Link 2 / Link 3

Link - nexa regular, 14px, #58595b
Active Link - nexa regular, 14px, #28778a

EXPAND / COLLAPSE



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi fringilla nisl eu laoreet porttitor. Sed eu diam ut felis mattis lacinia. Donec eu erat in urna condimentum egestas.

Expand - nexa bold 18/24px, icon plus (nexa light, 60px, #58595b)
Collapse - icon minus (nexa light, 60px, #58595b)
Nested Expanded - nexa bold 16/20px, icons (nexa light, 40px, #58595b)
Hover - #28778a (Teal)

PAGINATOR



PROGRESSION BAR



Label - nexa reg 12px, active #28778a, deactive 30% opacity

LINES & SEPARATORS

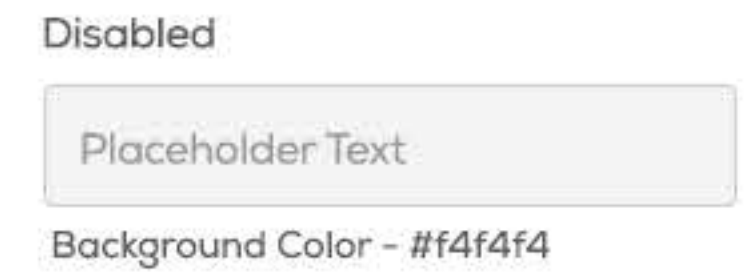
Border: 1px solid #cccccc

or Text - nexa regular, 16/20px
Border: 1px solid #cccccc

INPUT FIELDS



Label - nexa regular 16px #58595b
Placeholder - nexa regular 16px #999999
Textbox - radius 4px, 1px border #ccc



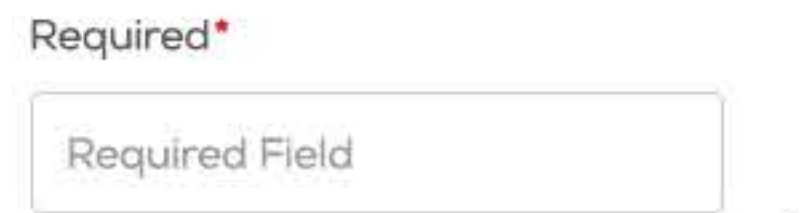
Background Color - #f4f4f4



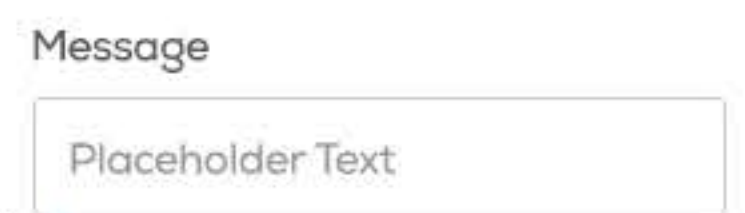
Address is required.
Error Message - nexa reg, 12px #d9272d



Icon - checkmark #08a100



Icon - asterisk - nexa heavy 16px #d9272d



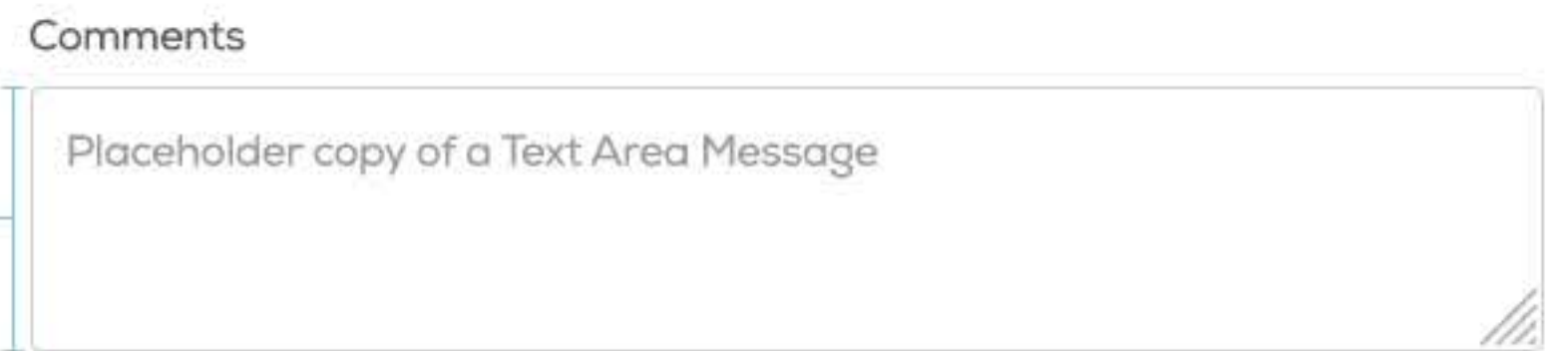
Additional input field requirements list here.
Message - nexa regular 12/14px #58595b



Icon - eye



Icon - eye slash



Placeholder text - #999
Minimum 100px - expandable. No character limit.



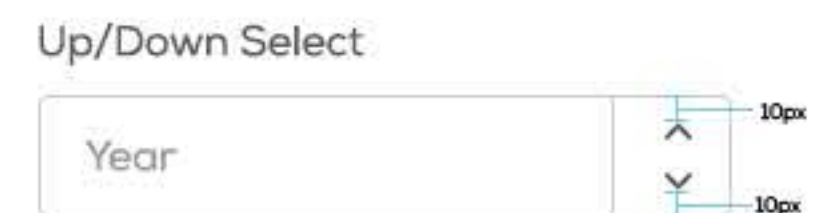
Icon - angle down
Text - nexa regular, 16/32px, #999



Icon - angle up
Text - nexa regular, 16/32px, #58585b



Icon minus - nexa light, 30px, 30% opacity
Icon plus - nexa light, 30px



DATE PICKER



Icon - calendar

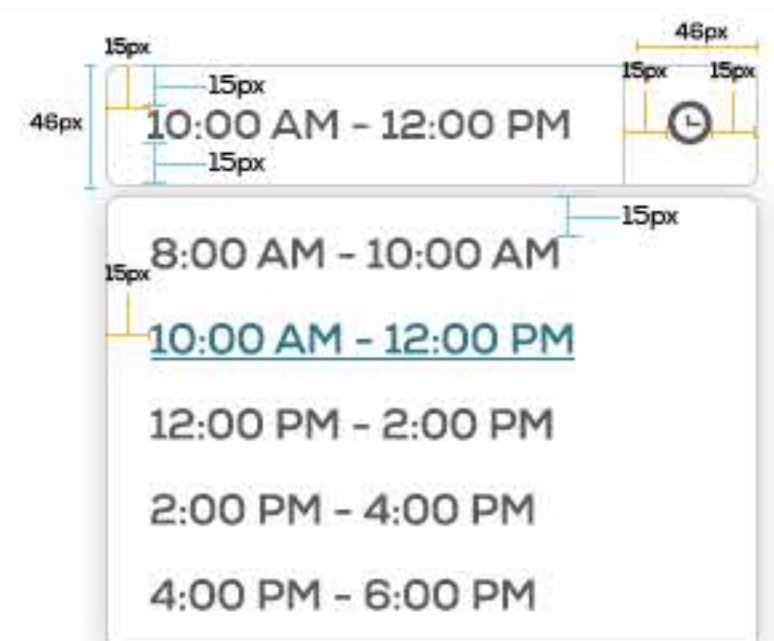


Drop Shadow - #000 20% opacity, size 15, angle 30

TIME PICKER



Icon - clock, #58595b

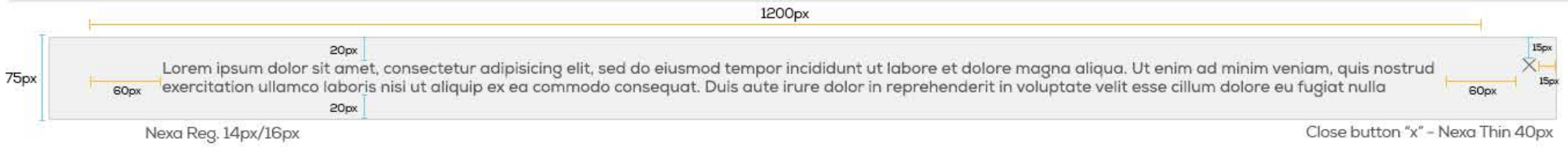


Text - nexa bold, 16/32px, #58595b
Hover - #28778a, 1px bottom border #28778a
Drop Shadow - #000 20% opacity, size 15, angle 30

ALERT TIER 1



ALERT TIER 3



TAB



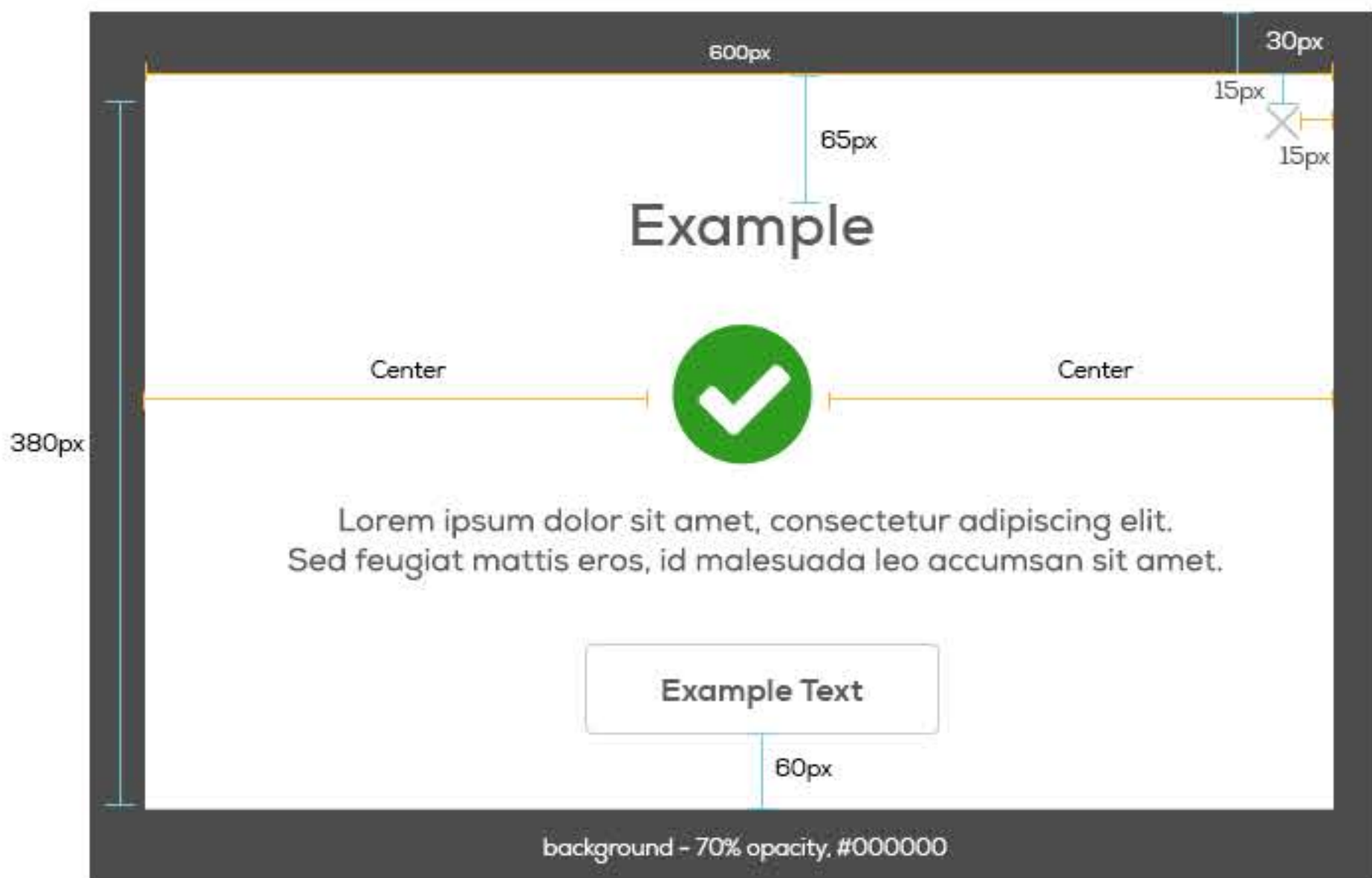
TOOLTIP



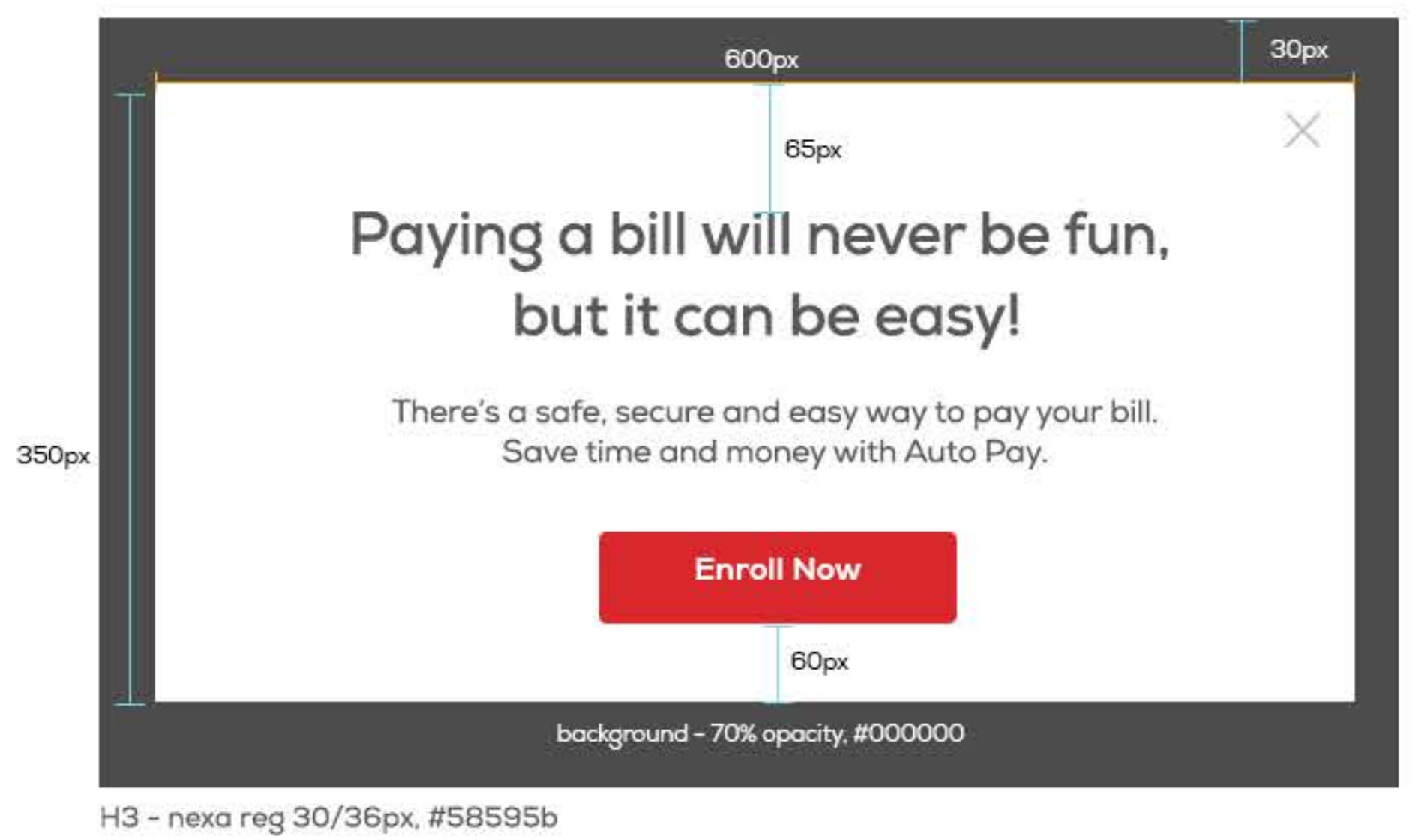
POPOVERS



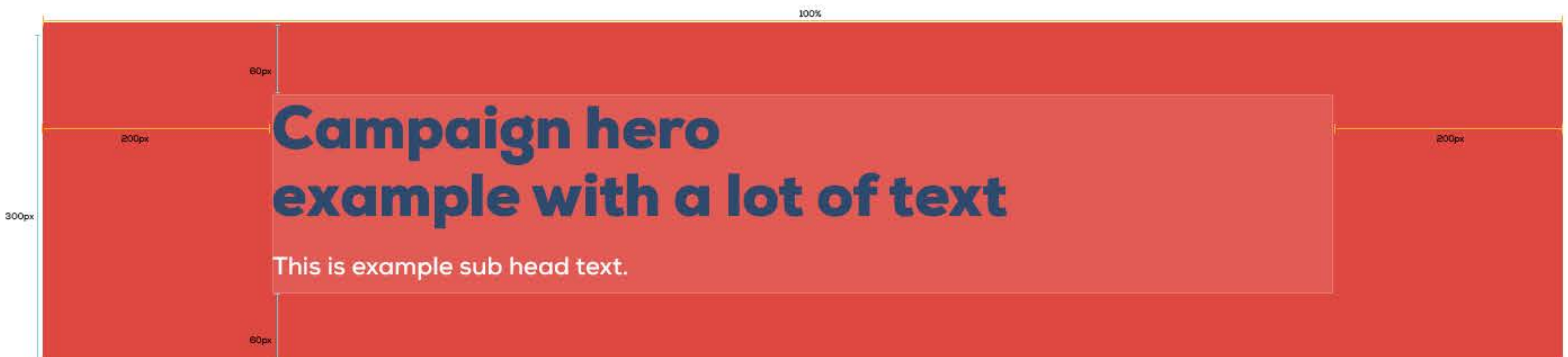
FUNCTIONAL MODAL WINDOW



PROMOTIONAL MODAL WINDOW



CAMPAIGN HERO



Campaign Hero
Header H1 - nexa black, 54/60PX, #17355e, character limit 60.
Sub Head H5 - nexa bold, size 22/28px, #fff, character limit 60.
Note: Annunciators + Annunciator Alternates - can be used but are not required (icons, exclamation points, etc. see brand documentation)



PAGE TEMPLATE

Alert Tier 1
Place alert message, Lorem Any copy that is longer than one line will be truncated...
✕

Residential Small Business Enterprise Wholesale
🇪🇸 Español 📍 14625 👤 Sign In

Shop ▾
My Account ▾
Support ▾

🔍 Search

Alert Tier 2: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla
✕

Banner - Lorem ipsum dolor sit amet, consectetur adipiscing elit. [Call to action](#)

Page hero

- Promotional hero's 500px
- Informational hero banners 200px

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla
✕

700px
Fold

Page Content

60px

<p>Shop</p> <ul style="list-style-type: none"> Bundles Internet Video/TV Phone Frontier Secure Moving Availability 	<p>My Account</p> <ul style="list-style-type: none"> Register Pay Bill Check Email Manage Account MyFrontier App Watch TV 	<p>Support</p> <ul style="list-style-type: none"> Help Center Video Gallery Support Wizard Trouble Ticket Status Order Status Contact Us 	<p>Corporate</p> <ul style="list-style-type: none"> Company Investors News Responsibility Suppliers Public Inspection Files Discount Programs Careers 	<p>Frontier Sites</p> <ul style="list-style-type: none"> Small Business Enterprise Wholesale Frontier WI-FI Frontier Yahoo Portal Frontier Business Partner Program Community Connections (MDU/HOA) Online Phone Directories 	<p>Sales Partners</p> <ul style="list-style-type: none"> Frontier Internet Frontier FIOS Frontier FIOS Internet Local Internet
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