MyWebGrocer Online Style Guide 2012

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Why is this style guide important?
A website style guide creates and defines standards of the MyWebGrocer brand to ensure consistency across every website page. Additionally, it adheres to the other MyWebGrocer branding guidelines to keep the website consistent with other marketing materials. By having guidelines in place, it leads to fewer disagreements over style and format and to less duplicated effort, resulting in savings of both time and money.

It serves to provide quick answers to questions that may arise during page creation or other website editing activities.

When should we use this guide?
One should use this guide whenever editing or creating a new or existing page on MyWebGrocer's website. It should serve as a guide for the look and feel of the page, as well as the content format and tone of voice. This will help maintain consistency with other pages currently on the site.

As always, this document is merely a guide. It will continue to change and grow as the MyWebGrocer brand evolves.

Information architecture guidelines

1. ***Provide intentional and obvious paths.***
   Don't make users have to search. Bring them where they expected to go.
   Make it easy for users to return to where they were.

2. ***Present few choices.***
   The more choices you present users with, the less likely they're going to make one confidently and efficiently. Have a clear and simple call to action.

3. ***Limit distractions.***
   Allow the user to focus on the task at hand. Present clear, concise information. One call to action at a time.

4. ***Create a visual hierarchy.***
   Use the color, text, and space rules in this guideline along with contrast and position to create order and a visual cue to how information should be followed. This will help guide the user through the site and draw attention to the most important portions of content.

5. ***Provide a strong informational scent.***
   Use clear language and labelling. This will set expectations of what people should expect as they navigate and explore the site. Make sure language is consistent with other pages
   to create brand voice consistency.

6 ***Provide signposts and clues.***

Don’t let users get lost. Provide clear and informative signposts and navigation. The more time a user spends guessing on a site, the less likely he/she is learning/retaining info about MyWebGrocer services.

7. ***Avoid excessive jargon.***
   Be clear, concise, and use widely understood terminology. Avoid excessive use of industry jargon. Any user should be able to visit the MyWebGrocer site and get a basic understanding of our tools and services, not just others in the industry.

8. ***Less is more.***
   Don’t be afraid of space and simplicity. Make sure everything has a purpose. All text and images should add to the purpose and are not there to fill space. A great deal of text and images on one page can quickly make the user feel overwhelmed & abandon the page.

9. ***Be Consistent.***
   Make overall page predictable and reliable. Consistency implies stability. Help users by making things familiar and conforming to effective patterns. By maintaining consistency across the page, it helps users feel oriented and at home on the site, thus causing longer time on site.

Using the MyWebGrocer logo

The Basics

Please Note: MyWebGrocer recently rebranded itself and created a new logo. **Only** the new logo should be used going forward--the old diamond logo (or the diamond seperately) may **NOT** be used.

Old logo:

New logo:

The new logo consists of two parts: The larger letters MWG and the smaller MyWebGrocer title below the letters. When inserting the MyWebGrocer logo, these two elements should not

be separated. When resizing the logo, constrain proportions. **NEVER** stretch,distort or re-color (with any colors other than the branded colors or white) the MyWebGrocer logo. Please see the “Color Palette” section of this guide to reference the appropriate MyWebGrocer brand colors.

Logo Usage:

On white/light colored backgrounds:

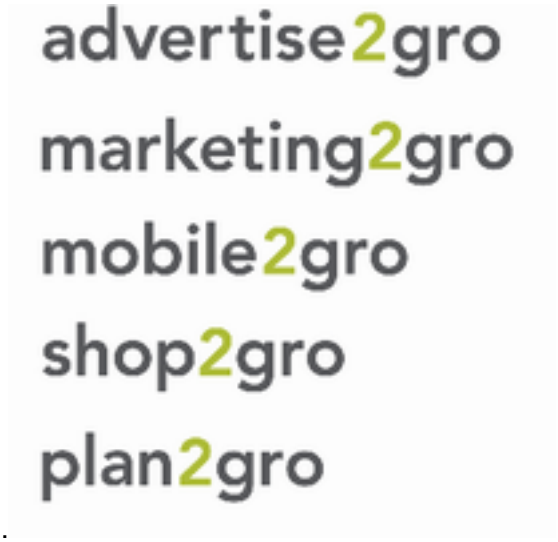
On dark backgrounds:

Whenever using the logo on a white or light colored background, the logo with green “M” and “G” should be used. When using the logo on a dark (or clashing color) background, the white “M” and “G” logo should be used. Use your best judgement when deciding which logo to use, taking
into account contrast and readability.

Usage Examples

MyWebGrocer Sub Brand Logos

MyWebGrocer has Trademarked logos for each one of its “2gro” services. These logos should be used where appropriate when first referring to a “2gro” service. The logos should consist of the MyWebGrocer branded colors (See “Color Palette” section).



When writing the titles of the above services in body copy, each should be written with a capital letter, the number “2”, and an uppercase “G” in Gro. There should be no spaces.

Examples:
Advertise2Gro, Marketing2Gro, Mobile2Gro, Shop2Gro, Plan2Gro.

Masthead (or header)
The MyWebGrocer Masthead should always be constrained within 975 X 91px. It is comprised of the MWG logo (145 x 67px) and navigation (525 x 19px).

The MyWebGrocer header should appear on each page as follows:

The header strip is a required element. It should be prominent on each page. It will always include the MyWebGrocer logo on the left and the site navigation on the right.

1. Clicking on the MyWebGrocer logo will take the user back to the home page.
2. Clicking on “Shoppers”, “Retailers”, “Brands”, “Company”, or “Contact Us” will take the user to the appropriate corresponding page.

In order to maintain a consistent appearance across the MyWebGrocer site, please do not edit or change the order of these elements. The colors of the navigation may change with the evolution of the website.

Footer

The footer is a required element. The footer should be present on all pages within the MyWebGrocer website and look the same across each page.

1. “Contact Us” and MyWebGrocer’s current telephone line should always be included. When appropriate, the telephone number should be clickable and launch and external dial device or prompt the user to dial the number when viewed/clicked on a mobile device.
2. “Terms of Use” will link to Conditions of Use page.
3. “Privacy Policy” will link to MyWebGrocer Privacy Policy page.

Copyright

Each page on the MyWebGrocer website should list the current copyright info. It should be in the following format:

> © Copyright 1999-[YEAR] MyWebGrocer, Inc. All Rights Reserved.

It should begin with the universal copyright symbol, followed by “Copyright”, 1999 - the most current year, MyWebGrocer, Inc. A full stop should be included between the period after “Inc”. It must always include “All Rights Reserved.” at the end. This format is standard and should not be
edited or changed.

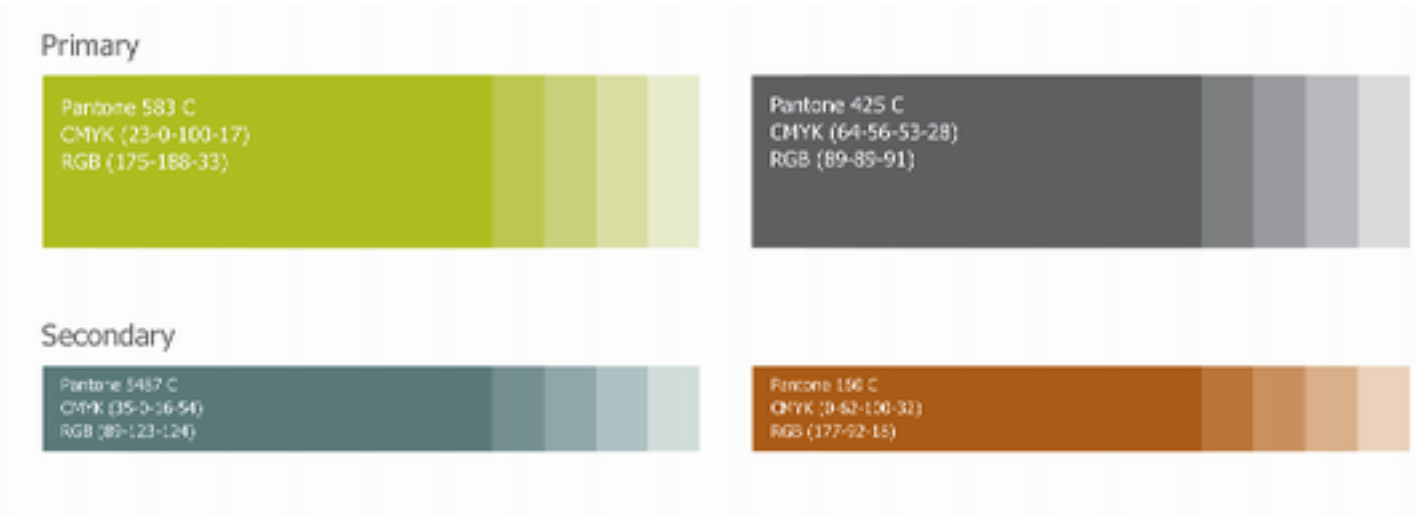
Social Media

Currently, MyWebGrocer maintains a Facebook, Twitter, and Youtube channel. Icons for these social media sites should be included in the footer of each page.

1. Clicking on the “Facebook” icon will take the user to MWG’s Facebook page.
2. Clicking on the “Twitter” icon will take the user to MWG’s Twitter page.
3. Clicking on the “YouTube” icon will take the user to MWG’s YouTube channel.

All icons linking to a social media platform will open in a new window. Should MyWebGrocer decide to discontinue any or all of these pages, the social media links and icons should be removed from the footer.

Color Palette
MyWebGrocer's branded color palette includes two primary colors and two secondary colors:



Hex Values
Primary
Pantone 583 C (green): #B0BC22
Pantone 425 C (grey): #5F6062
Secondary
Pantone 5487 C (teal): #597B7C
Pantone 160 C (brown): #B15C12

Typography

Typefaces
MyWebGrocer's branded font is Tahoma. This font should be used when creating MyWebGrocer materials or documents. The font can be bolded or italicized to emphasize pieces
of information as needed.

Tahoma:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Tahoma Bold:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Type Hierarchy (website)
In order to establish visual hierarchy, text on the website should be formatted accordingly.

Headlines
Section headlines should be set in Tahoma, regular, 20pt in #597B7C (teal). Headlines should always be in regular and underlined. This can be accomplished with the H1 tag in the HTML.

Headline 1

Sub Headlines
Subheadlines should be similar to headlines. They should be set in Tahoma, regular, 20 pt in #597B7C (teal). Sub headlines should always be set in regular but **NOT** underlined. This setting can be accomplished with the H2 tag in the HTML.

Sub Headline

Body Copy
Body copy should be set in Tahoma, regular, 14 pt in #5F6062 (grey). It should include a line spacing of 18pt. Text can be regular or bold to emphasize information.

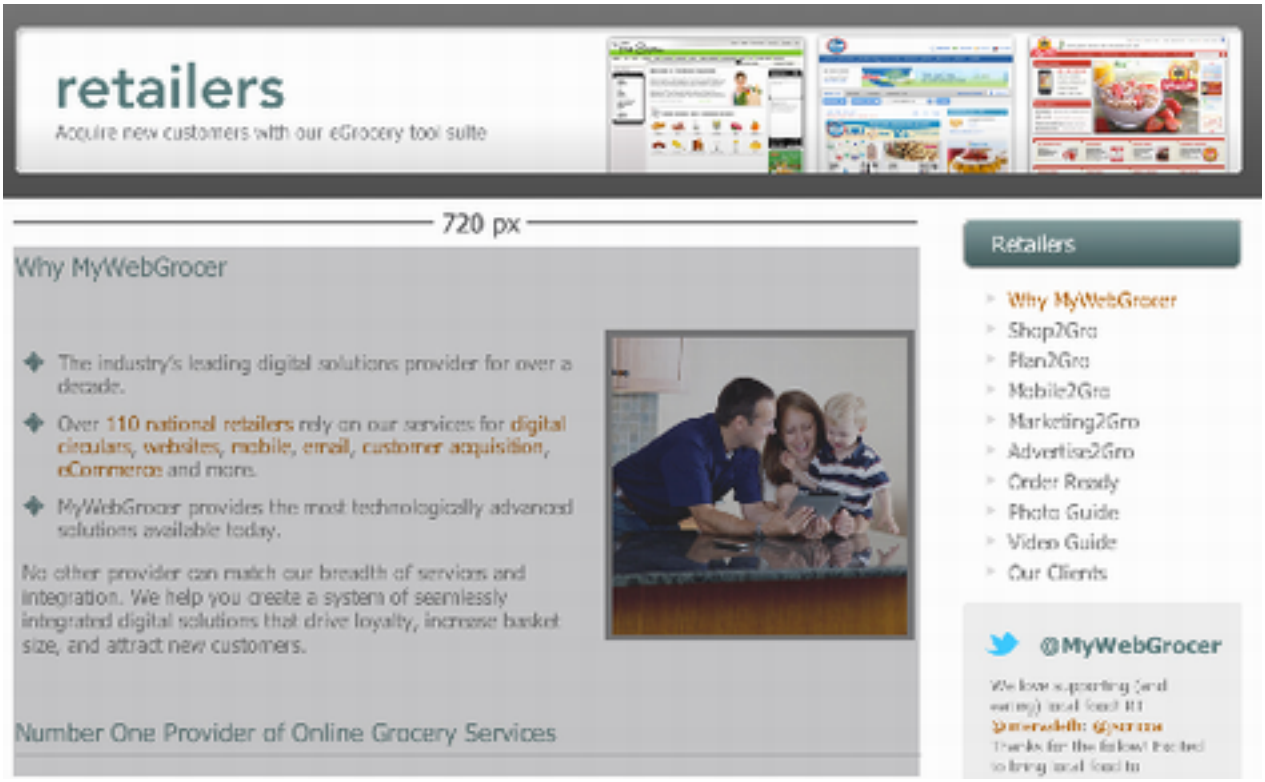
This is an example of body copy. This is an example of body copy with **bolded text.**

Links
Any clickable links should be set in Tahoma, regular, 14 pt in #B15C12 (brown). It should include a line spacing of 18pt. Text should always be regular and never bolded. In the
hover state, links should be underlined.

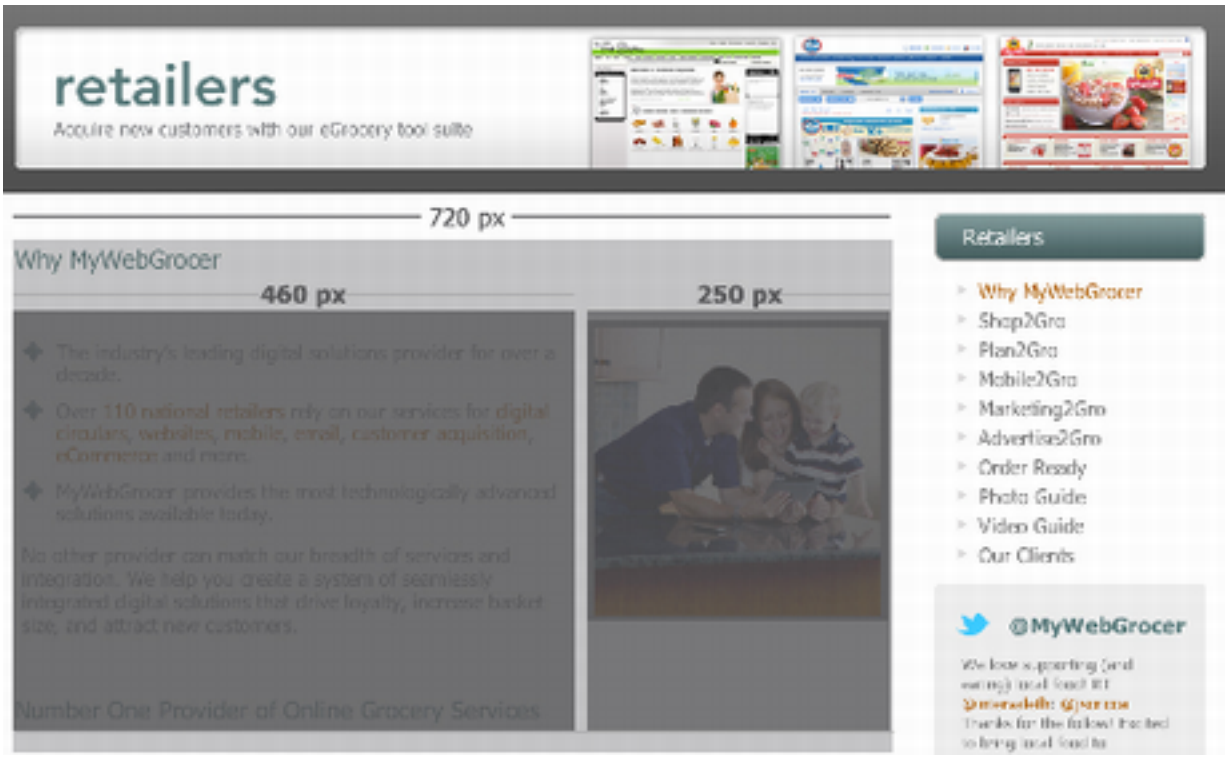
Normal link Hover state

Layout
On most pages on the site, editable content can fit in 720 pixels. For text heavy pages, a one column, 720 px layout can be used. Or, it can be split into a two column, 460 x 250px layout. The navigation should always remain on the right side of the page, and content should be left aligned with page banner.

One Column:



Two Column:



Buttons

Call to action buttons or buttons that lead to another website page should look as follows:

Buttons should be 125px x 35px and include a gradient of the MyWebGrocer green (#B0BC22). They should include action phrases such as “Read More”, “Learn More” or “Get Started”. There is no rollover or click state. Font inside is Tahoma, size 16pt.

Buttons in the rotating banners are slightly larger but use the same action-related phrases as the other buttons. Buttons in rotating banners should be 175px x 45px and are comprised of the same design elements. Font inside is Tahoma, size 22pt:

Images & media

Images

Images and media should be used throughout the site to break up text and make pages more appealing and visual.

1. When possible, images should be from the collection of MyWebGrocer images on the vault. Only use purchased stock photography when no image from the aforementioned collection is suitable.
2. Images should be used to help illustrate a product or service or reflect a brand value.

3. Images should **never** be taken from a Google search or any other website.

Media
Media such as videos can be used to enhance a page if one is available. Videos should always be posted to the MyWebGrocer YouTube channel and embedded on a page.

Should a video accompany press about MyWebGrocer, it should be embedded on a MyWebGrocer page with the news source credited.

Authoring Guidelines (or How to Write Web Content)
The way we communicate as an organization is central to presenting a picture of what MyWebGrocer is like as an organization. All our messages, including letters emails, reports, etc... should be consistent across the organization to exemplify our professionalism.

Bullet Points
Bullet points should **no longer** use the old logo:

(DO NOT USE)

Bullet points should now be round bullet points in body copy text format (grey, #5F6062):

Each bullet point should start with a capital letter, with subsequent words uncapitalized unless necessary (i.e. proper names or instances listed above.)

MyWebGrocer Services & Terminology
When writing about of the MyWebGrocer “2Gro” services, the word should begin with a capital letter, followed by the number “2” and “Gro” with a capital G. For example:

Advertise2Gro
Marketing2Gro
Mobile2Gro
Shop2Gro
Plan2Gro

Note: The number “2” should never be spelled out or replaced with “to” in this instance.

Other common terminology should be referred to as the following:

Shop Now

Date and Time
When writing the time, please use lowercase abbreviated “a.m.” or “p.m.” and include a space between the abbreviation and numbers. To write the date, use the standard format.

Time: *The conference will begin at 8:00 a.m.*
Date: *Day, Month day, year OR MM/DD/YY*

Abbreviations
When abbreviating a state, use two uppercase letters.
i.e. *Winooski, VT*

MyWebGrocer, when first mentioned, should be spelled out as one word, capitalizing the appropriate letters. All other instances in the same content may be abbreviated as MWG. Please do not include periods between the letters.

“e” Services
When eServices are mentioned, they should begin with a lowercase “e” followed by a capital letter. These words should **not** be hyphenated. **Exception:** “email” should be written as all lowercase without a hyphen.

i.e. eCommerce, eGrocery

Numbers
For the numbers one to nine, always use words.

i.e. MyWebGrocer works with three of the top five grocery retailers in the country.

For 10 upwards, use figures.

i.e. MyWebGrocer processes over 10,000 digital

When there is a mixture of the two in the same sentence, use all figures.

Hyphenation
Commonly used words in MyWebGrocer materials that should be hyphenated.
geo-located
mobile-friendly
add-to-list

Exception: “path to purchase” should not be hyphenated and only capitalized when used in a heading or title. It should not be capitalized or hyphenated in body copy.

Capitalization

Always use capital letters for job titles, organization names and titles, name of places and names of people. Do NOT use capital letters for general descriptions of organizations, professions, or
demographic segments.

> Capitalized: CFO, Chief Financial Officer, Winooski, Jon Doe.
> Not Capitalized: third sector, engineer, planners, shoppers, advertisers.
>
> **Champlain Mill note:** When referring to the Champlain Mill, note that both “Champlain” and “Mill” are capitalized. The building should always be first referenced as “the Champlain Mill” and can subsequently be referred to as “the Mill” if desired.