



# Online style guide 2006

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# Introduction

## Online style guide 2006

**Consistency in both layout logic and graphic treatment is essential in providing the user familiar experiences across all user journeys within the site.**

These style guidelines provide a visual framework to ensure future developments of Zopa.com are consistent with the key foundation pages produced.

Although, please note these are only 'guidelines' and it is expected that situations will arise when common sense is needed in bending these guidelines responsibly.

# Site construction

## Site construction

**This chapter tells you about the foundations upon which the Zopa site has been designed.**

Featuring the grid systems on top of which page templates have been developed. The 'Spacing and margins' details will give you an understanding of how to position items in pages.

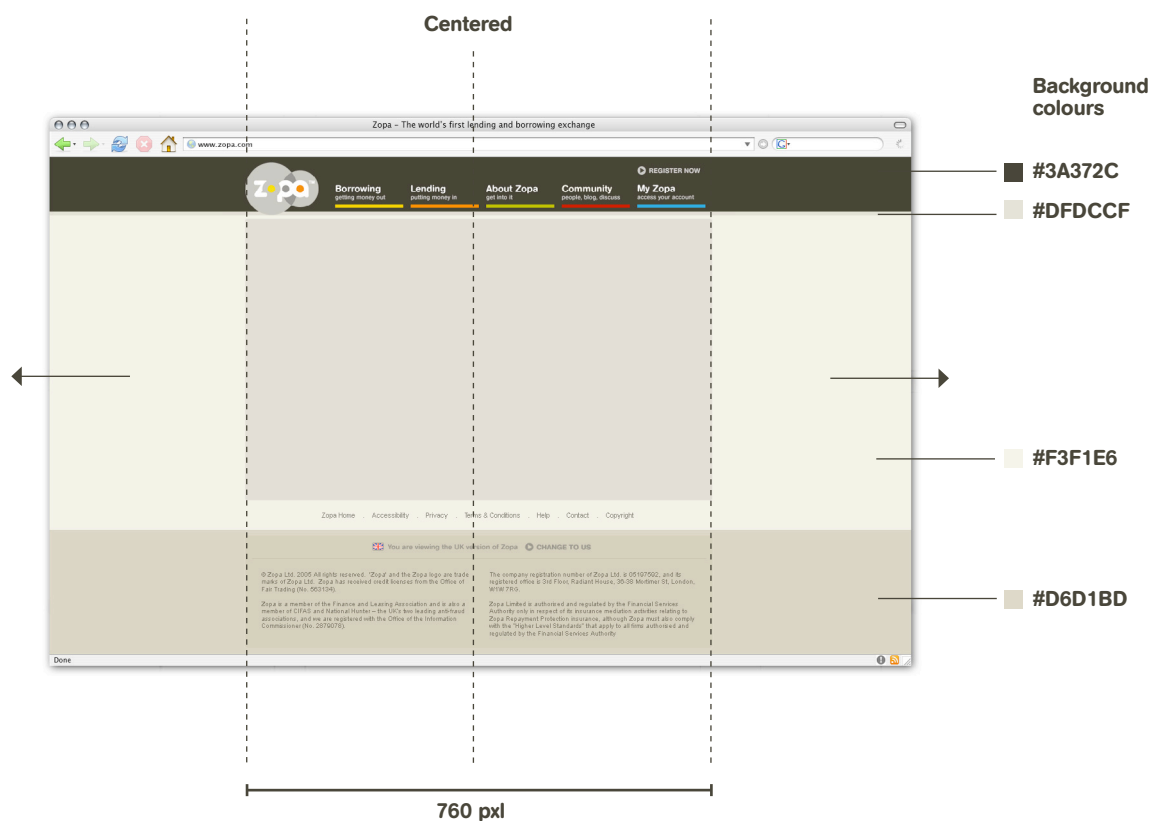
# Site foundation

artwork files:  
zopabrowser.psd

The Zopa website will be centrally positioned in all web browsers.

The background colours will expand to fill to the width of the browser window, as shown below.

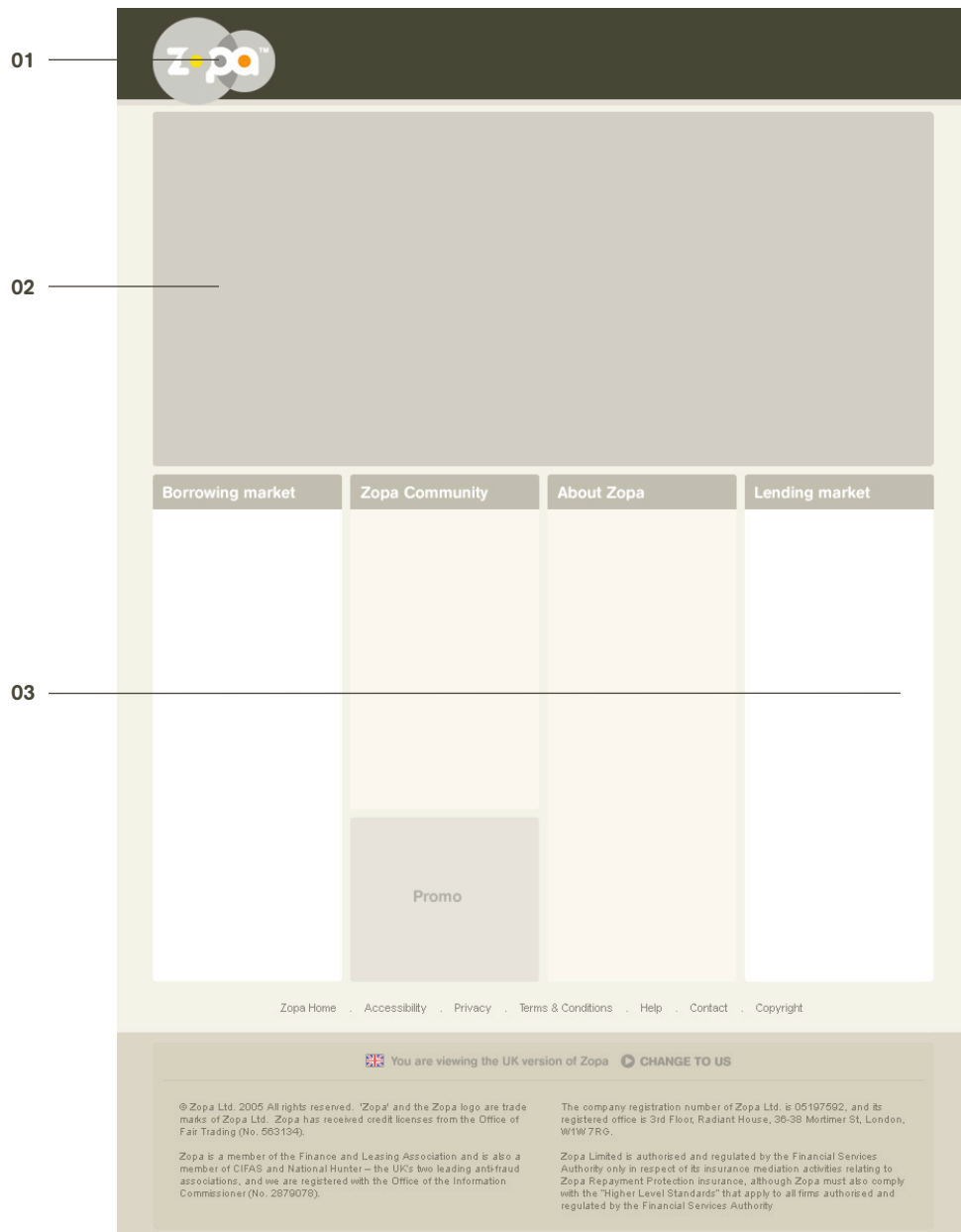
The measurements below, and throughout this document reference 'pixels'.



# Homepage components

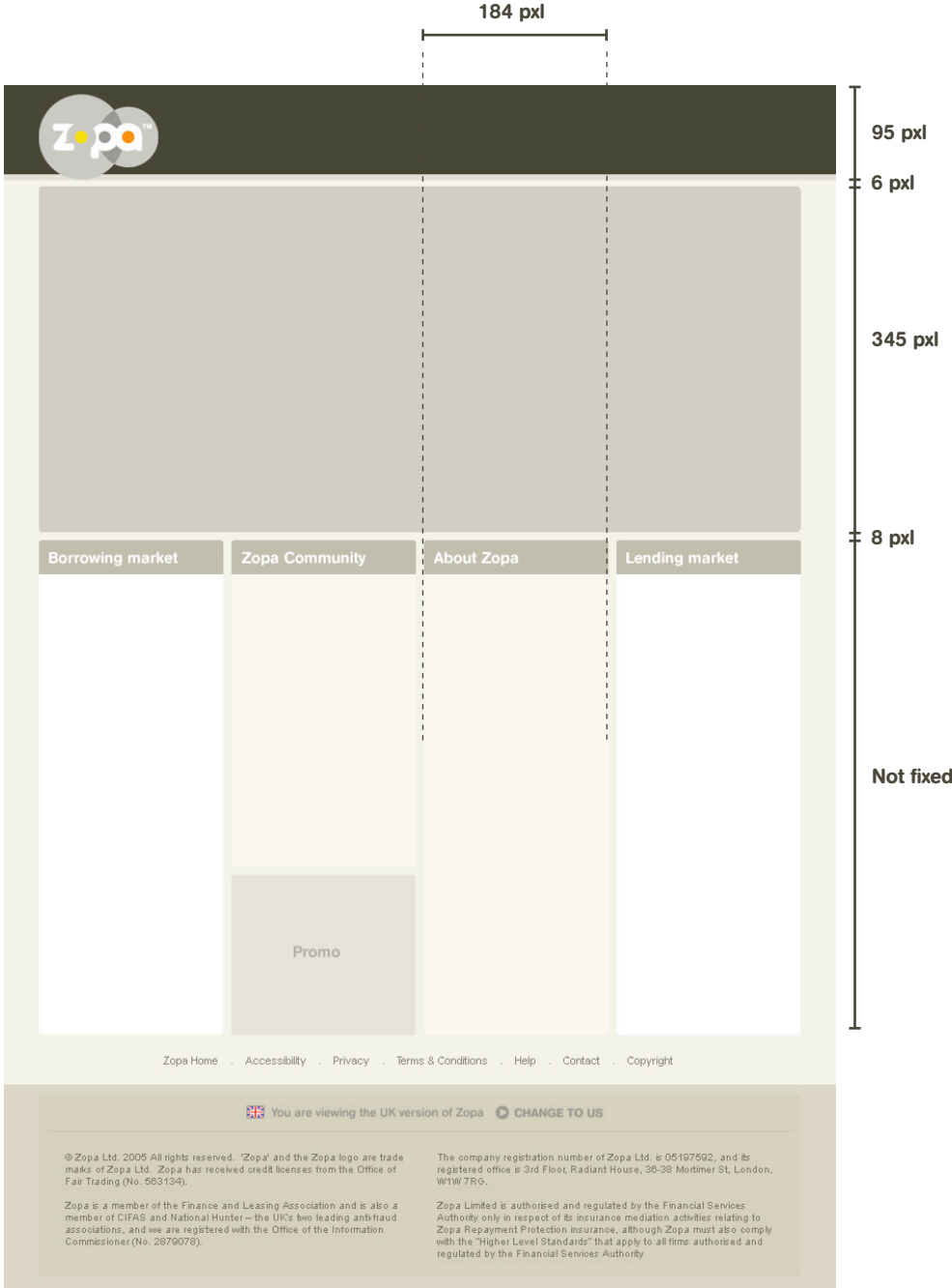
artwork files:  
homepage.psd

01. Header, Primary navigation
02. Visualisation window
03. Columns x 4



# Homepage grid system

artwork files:  
homepage.psd



# Common page components

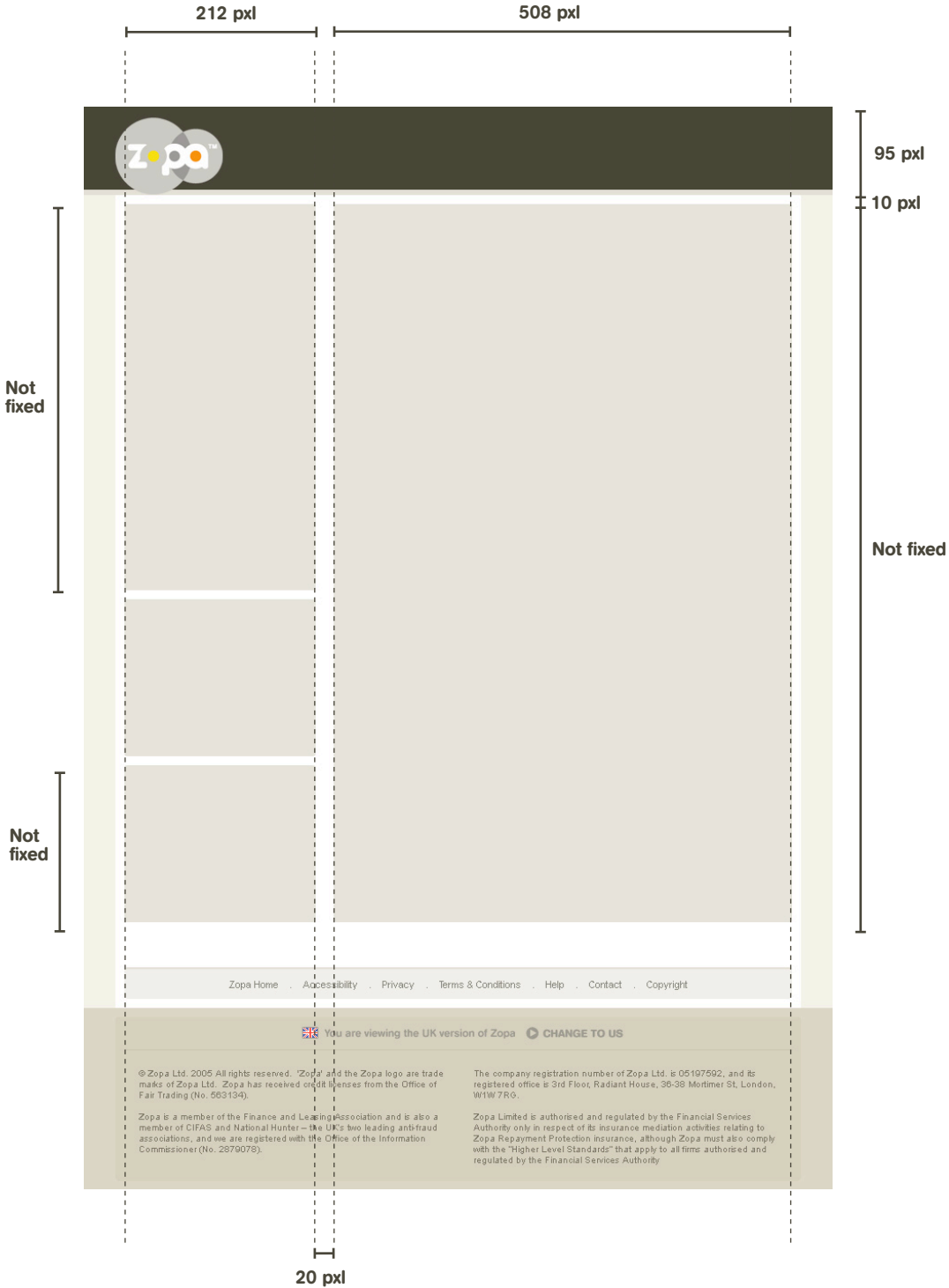
artwork files:  
commonpage.psd

01. Header, Primary navigation
02. Secondary navigation
03. Content area
04. Promotion spot
05. Promotion spot



# Common page grid system

artwork files:  
commonpage.psd





# Spacing and Margins

artwork files:  
spacingmargins\_01.psd  
spacingmargins\_02.psd

These details will help you place items on the common page grid system.

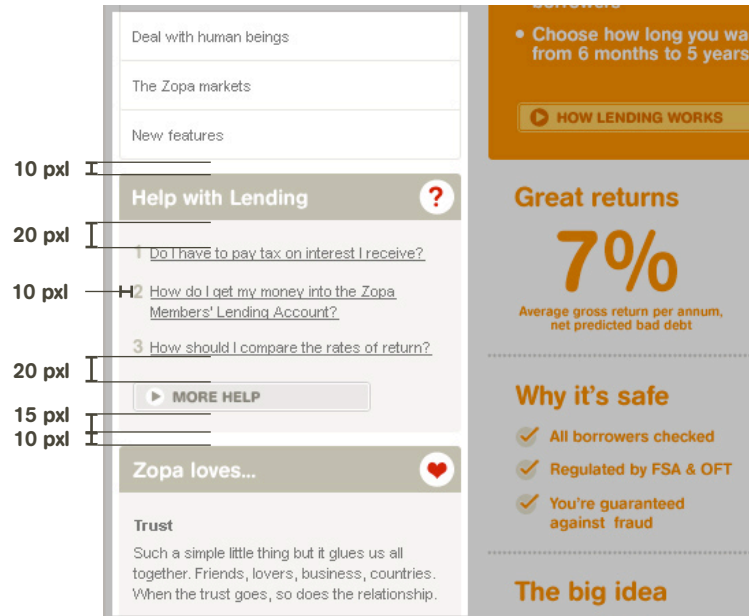
## Navigation column\*

The spacing between objects is always 10 pxl.

The left padding for promotion panel content is always 10 pxl.

The top / bottom padding of promotion panel content is always 20 pxl.

The bottom padding of promotion panels is always 15 pxl ( the space beneath button).

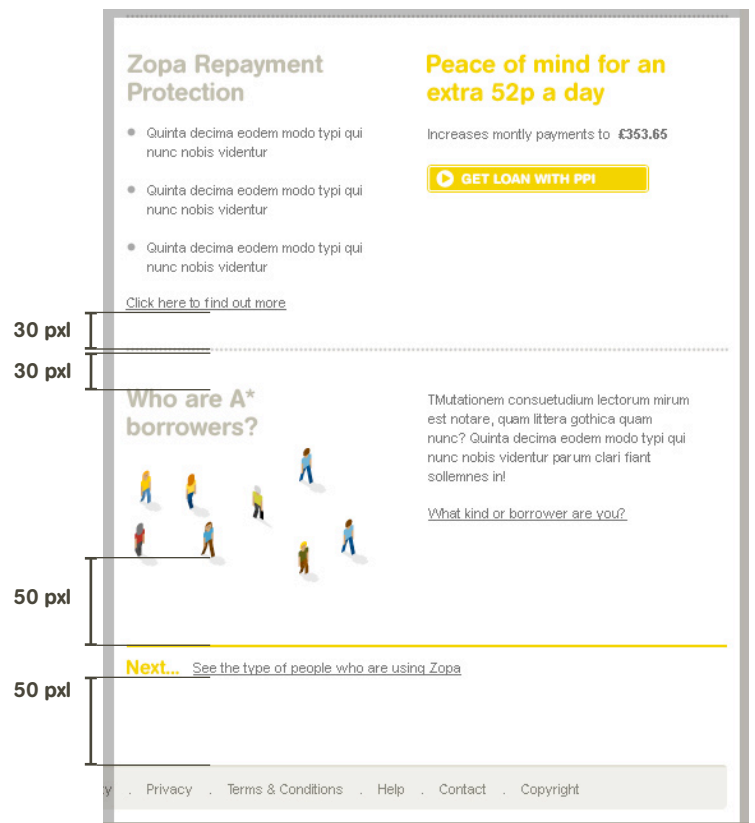


## Main column\*

The general spacing between objects in the main column is 30 pxl.

If a dotted line separates two objects, 30 pxl spacing is placed either side of the line.

The spacing either side of the 'Next page' item is 50 pxl.



\* Please note the web pages above were designed before the common page grid system was revised to 10 - 212 - 20 - 508 - 10

# Look and feel

## Look and feel

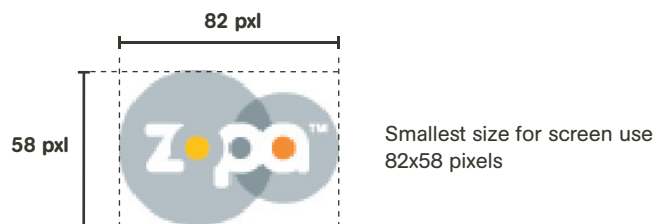
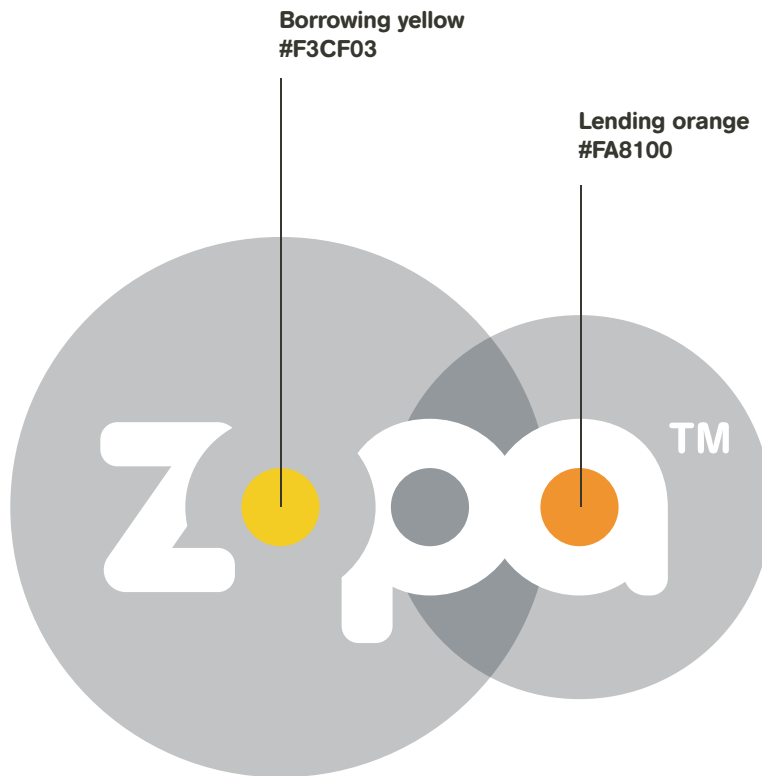
**This chapter gives you an overview of the way the Zopa brand behaves online.**

A mixture of guidelines and inspiring words to encourage creativity, will help you when producing new page designs for the site.

# Zopa brand marquee

The original CMYK colour values of the Zopa marquee have been replaced with new vibrant RGB values for screen use.

artwork files:  
zopalogo.ai



**Helpful tip**  
All 3rd party/partner logo's are rendered in grey scale if placed on a white bg.

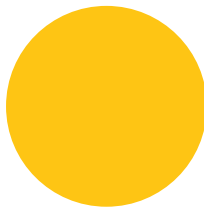


# Colour palette

The colour palette we have developed for the new Zopa website is constructed from solid, flat colours.

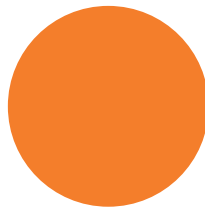
This 'solid colour' approach is to be applied to the treatment of all typography and illustrative elements used across the site.

The one exception to this, is the background of the Zopa window on the homepage, where a gradient fill is used to blend Borrowing yellow through to Lending orange.



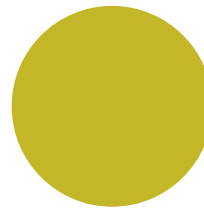
**Borrowing yellow**  
**#F3CF03**

R 243  
G 207  
B 3



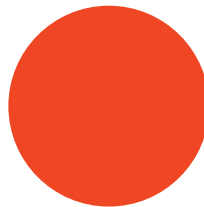
**Lending orange**  
**#FA8100**

R 250  
G 129  
B 20



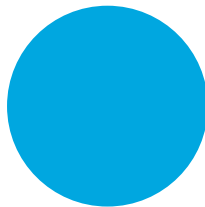
**About Zopa green**  
**#HB8BC09**

R 184  
G 188  
B 9



**Community red**  
**#C70303**

R 199  
G 3  
B 3



**My Zopa blue**  
**#2BA1DF**

R 43  
G 161  
B 223

**Remember**  
Keep the palette solid, Do NOT use gradients or soft drop shadows anywhere!



# Typography

Below are the principle typography details which will help you set type across the site.

In certain circumstances eg. where ascenders clash with descenders, details such as line height should be altered to best fit the situation.

**Page headings are set to 36pt AG Book Rounded medium, with a line height of 34pt. They inherit their section's colour and are always mixed case.**

Supporting headline copy is set to 20pt AG Book Rounded medium, with a line height of 22pt. Always set to a colour value of #B7B3A1, and always mixed case.

**Subheadings are also set to 20pt AG Book Rounded medium, it is expected they will not exceed one line. They inherit the section's colour they placed in, and are always mixed case.**

All body copy is set to regular arial 10pt, with a line height of 15pt and colour value of #666666.

**Remember**  
Zopa Promotion headlines and general button labels are the only places to set full words in UPPERCASE.



**Don't forget**  
Bullet point lists should be indented 10 pixels from the left hand margin.



# Iconography


artwork files:  
iconography.psd

When developing additional icons please ensure they are in a similar style as the existing icon sets. It's important that all graphical elements feel part of the Zopa illustration family!

## Join Zopa, Registration process icons




## Help icons\*

**Help with Lending** 

- 1 [Do I have to pay tax on interest I receive?](#)
- 2 [How do I get my money into the Zopa Members' Lending Account?](#)
- 3 [How should I compare the rates of return?](#)


 **MORE HELP**

## Community icons\*

**Zopa loves...** 

**Trust**

Such a simple little thing but it glues us all together. Friends, lovers, business, countries. When the trust goes, so does the relationship.

 **MORE ZOPA LOVES**

**Keep it simple**  
The icons created so far are simple, so avoid adding too much detail in the new ones you create.



\* Please note the promotional panels above were designed prior the current grid system on page 7.

# Illustration

Here are some tips to ensure you're illustrations look and feel part of the Zopa illustration family.

artwork files:  
illustration\_01.psd  
illustration\_02.psd  
illustration\_03.psd

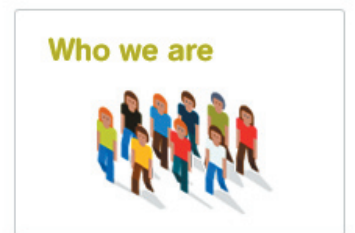
## Key principles

- Warm, human, friendly tone of voice.
- Zopa Illustrations are constructed of simple shapes, don't try to put too much detail in!
- When positioned with typography, don't overcrowd, allow type to breathe.



## Colour palette

- Only use and introduce colours that sit in with the Zopa colour palette.
- Don't confuse the user, use the correct colour to reference the topic / process you're referring too. ie. use the borrowing yellow to visualise borrowing rates.



## 2D vs. 3D

- Consider how the isometric grid works with your illustration.
- Always use 2D numbers / characters to visualise key rates / figures.



### Photography

Cut out photography is mixed with illustration elements only for Zopa promotions.



# Illustration

artwork files:  
illustration\_04.psd  
illustration\_05.psd

Here are some tips to ensure you're illustrations look and feel part of the Zopa illustration family.

## Always...

### Try to make pages look interesting. Bring the content to life!

- Where possible try summarising the page content with a bold illustration in the header.
- If a page is about people, visualise them with a character and photo, a human feel will be added to the design.
- Perhaps the addition of a simple diagram highlighting the steps involved in a process will make for a more engaging page, try incorporating icons too.
- If the page is a really long text heavy page, sprinkle more illustrations throughout the page to help highlight key points.
- Where appropriate use simple graphical devices. For example ticks & crosses to aid the communication of bullet lists.



## Don't forget...

- Make sure your shadows are being cast in the right direction.
- Be consistent, re-use key devices where possible ie. arrows.



Never ever...  
Please don't use dotted  
line strokes for box  
outlines!





# Promotions

artwork files:  
 commonpage.psd  
 helppromo.psd  
 popup.psd  
 communitypromo.psd

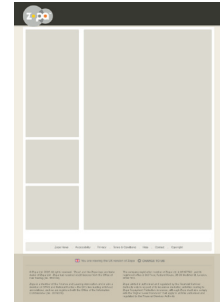
There are three types of promotion spots that have been devised so far for Zopa.com.

1. Help promotion
2. Community promotion
3. Zopa promotion

## Promotion placement(s)

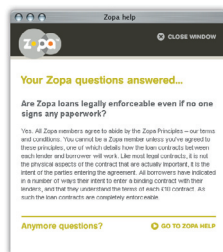
All three spots are placed in the left handside column of the common page template\*, The Zopa promotions also have a additional spot on the homepage.

The three promotion types can be used in combination of each other, the number and type of which is influenced by the main page content.



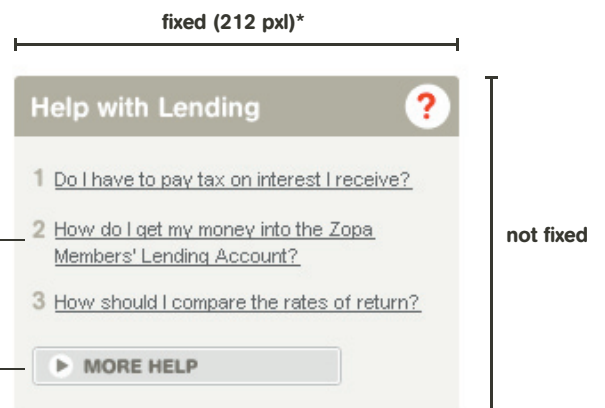
### 1. Help promotions\*

The styling of the Help promo spots remain the same across all placements on the site. Panel titles are influenced by the section the panel is placed in.



3 hyperlinks are placed in all help promo spots. Delivering support to the user in a pop up window.

The 'MORE HELP' call to action links through to the Zopa Help homepage.

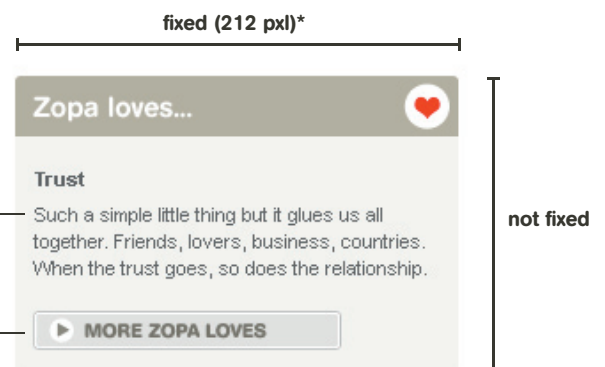


### 2. Community promotions\*

Both the styling and 'Zopa loves' titling of the Community promo spot remains the same across all placements on the site.

A single 'Zopa loves' is placed in this promo spot.

The 'MORE ZOPA LOVES' call to action links through to the Community section of the site.



\* Please note the promotional panels above were designed prior the current grid system on page 7.

# Promotions

artwork files:  
zopapromo\_01.psd  
zopapromo\_home.psd  
zopapromo\_02.psd

## 3. Zopa promotions

The subject of Zopa promotions range from Free Bees to Lender bonuses.

The challenge is to create 'stand out' for the offer across all executions of the promo. You can use illustration or cut out photography or a combination of both to achieve this, supported by headline text.

The panel's colour palette, typography and 'Zopa Promotion' titling remains the same for all Zopa promotions.

### Zopa promotion homepage spot

184 pxl

Zopa Promotion (generic title)

Placement of the image(s)/ headline text is 'best fit'.

Promo blurb - try to keep this text short and simple, we just need to hook the user.

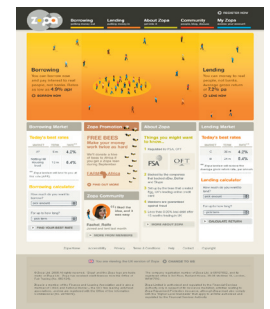
Partner logo (where possible)

The 'FIND OUT MORE' call to action links through to a dedicated promotion page.

not fixed

The diagram shows a vertical rectangular panel with a width of 184 pixels. It is divided into sections by horizontal dashed lines. The top section is a dark brown header with the text 'Zopa Promotion'. Below this is a large area with the headline 'FREE BEES Make your money work twice as hard' and an illustration of three jars labeled 'H H H' and several bees. The middle section contains a promotional blurb in two paragraphs. The bottom section features the 'FARM Africa' logo and a 'FIND OUT MORE' button with a play icon. A vertical line on the right side of the panel is labeled 'not fixed', indicating its height is flexible.

Image proportions  
We don't have to be literal here, otherwise we wouldn't be able to see the bees!



The height of the homepage promo spot is flexible, where possible retain the community panel beneath.

### Zopa promotion common page spot\*

This spot is easily created as it uses the same ingredients as the homepage spot.

(212 pxl) fixed\*

not fixed

The diagram shows a vertical rectangular panel with a fixed width of 212 pixels. It contains the same content as the homepage spot: a dark brown header with 'Zopa Promotion', the headline 'FREE BEES Make your money work twice as hard', the promotional blurb, the 'FARM Africa' logo, and the 'FIND OUT MORE' button. A vertical line on the right side is labeled 'not fixed', indicating its height is flexible.

Typography  
Use UPPERCASE type in your offer headline to help give the promotion greater clarity



\* Please note the promotional panels above were designed prior the current grid system on page 7.

# Promotions

artwork files:  
zopapromo\_landng.psd

## Zopa promo landing page\*

Here is an example of a Zopa Promotion landing page. The page layout uses a modular structure, which allows you to customise your promotion landing page.

**Jump to page section' menu**

**Promotion coupon**  
Large illustration supporting promotion headline text.

Full promotion details, and calls to action for:

1. Loan calculator
2. Get loan

**Loan rates table**  
A sample of competitors rates

**Partner spot**  
Partner badge, with a link through to partner site(s)

**Update**  
An update on the Zopa / partner relationship

**Terms & Conditions**

**Page Content:**

- Navigation: Borrowing, Lending, About Zopa, Community, My Zopa
- Header: Promotion closes September 30th, 2006
- Section: **FREE BEES** - Make your money work twice as hard
- Text: Do yourself a favour / Do someone else a favour
- Table: Loan rates comparison (Zopa, Lloyds TSB, RBS, NatWest, Halifax)
- Section: **FARM Africa** - Making a lasting difference in Africa's families
- Text: What happened to the chickens?
- Section: **Offer Terms & Conditions**
- Footer: Zopa logo, Accessibility, Privacy, Terms & Conditions, Help, Contact, Copyright

\* Please note the promotional panels above were designed prior the current grid system on page 7.

# Forms

artwork files:  
forms\_01.psd  
forms\_02.psd

Here is a general overview of the details to be used across all of the form pages on Zopa.com

## Form example (Join Zopa, step 1\*)

Forms are always constructed on white backgrounds across all sections of the site.

### Form field labels

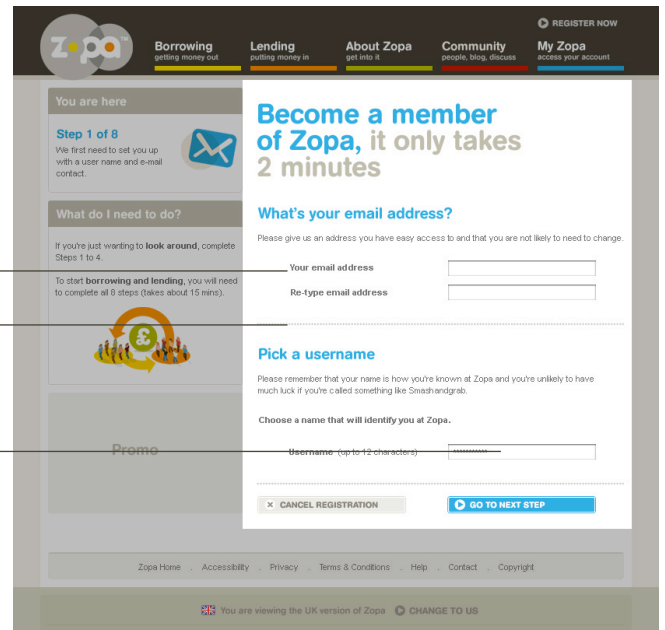
Are always indented 20 px from the left margin, and set in bold

### Dotted lines

Are used to help focus the user, chunking up the form content.

### Text fields

Standard web elements are used.

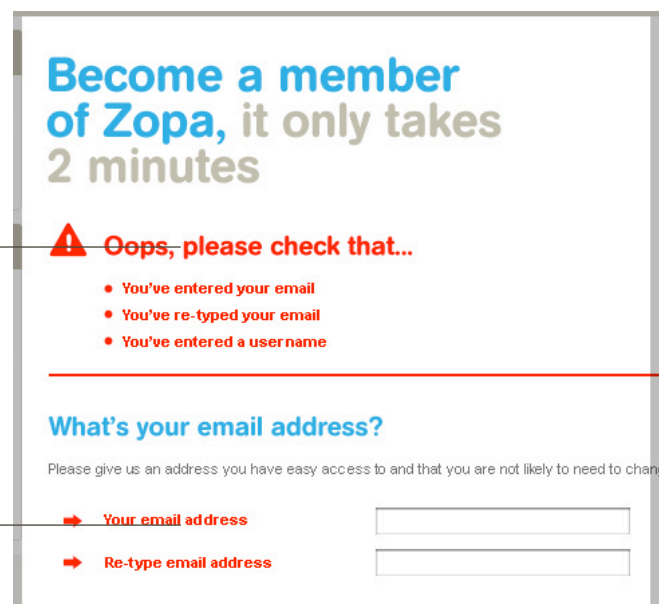


## Form error messaging

An error(s) list is returned beneath a generic graphic title, in the Zopa error red.

**Error red**  
#FF0000

Incorrect / Incomplete form section labels are tinted red and an arrow device is used to highlight the error(s) to the user.



\* Please note the promotional panels above were designed prior the current grid system on page 7.

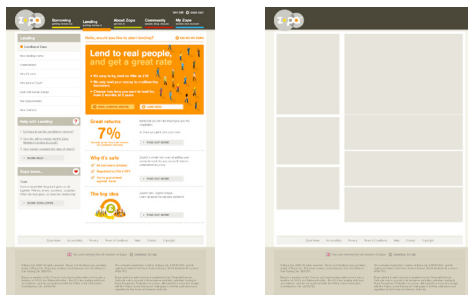
# Template samples

A flexible common page grid system has produced a number of different layouts, here is a sample of the templates created during the development of the key foundation pages.

artwork files:  
ts\_landing\_01.psd  
ts\_landing\_02.psd  
ts\_brochure\_01.psd  
ts\_brochure\_01.psd  
ts\_application\_01.psd  
ts\_application\_02.psd  
ts\_secure\_01.psd  
ts\_secure\_02.psd  
ts\_process\_01.psd  
ts\_process\_02.psd

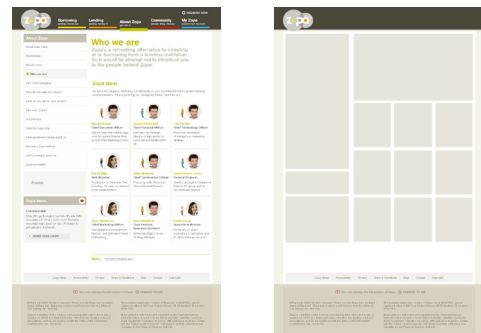
## Section landing page\*

Lending



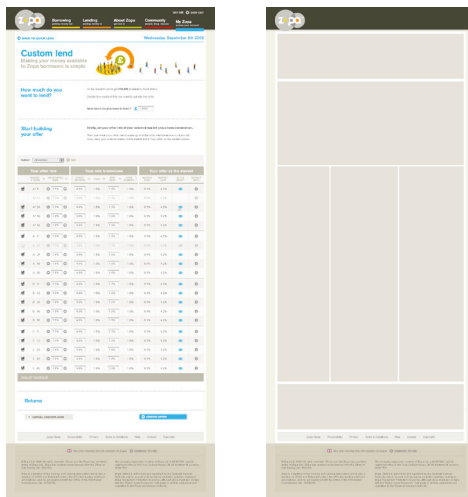
## Brochureware page\*

About Zopa / Who we are



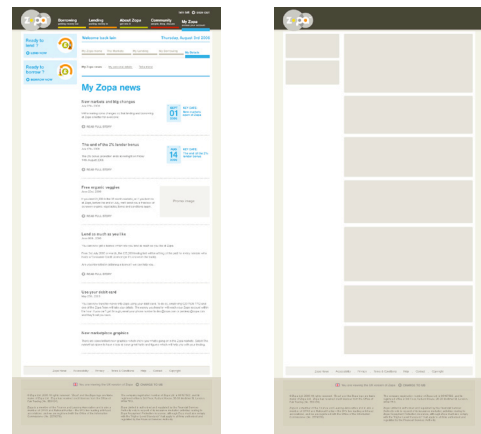
## Application page\*\*

Custom lend



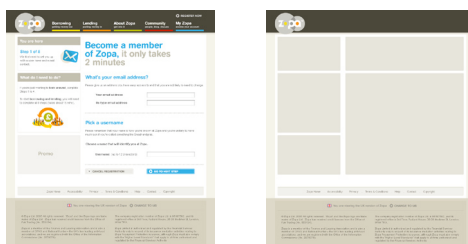
## Secure page

My Zopa / My Details / My Zopa News



## Process page\*

Join Zopa



\* Please note the promotional panels above were designed prior the current grid system on page 7.

\*\* The featured 'Custom lend' page design broke out of the common page grid structure, using the full width of the page.

# Interface details

## Interface details

**This chapter gives you an overview of the navigation components used across the site.**

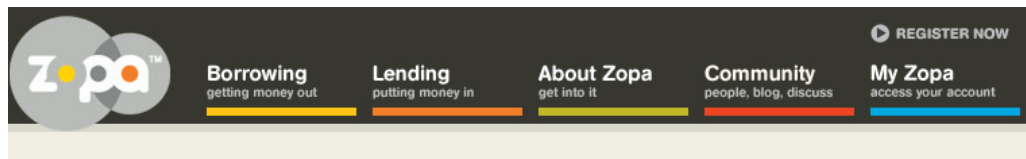
Included are all the states for both the primary and secondary navigations, as well as the various 'call to actions' featured in the key foundation pages.

# Primary navigation

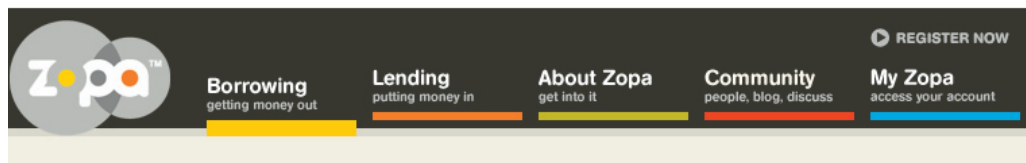
artwork files:  
primarynavigation.psd  
primarynav\_states.psd

The off, on and hover states of the primary navigation are illustrated below.

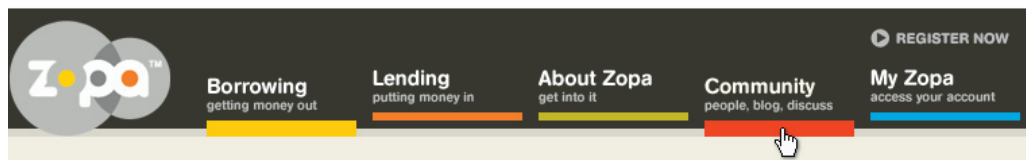
## 1. No section selected (all buttons off)



## 2. 'Borrowing' section selected (button on)



## 3. 'Borrowing' section selected, 'Community' section hover activated



# Secondary navigation

artwork files:  
secondarynavigation.psd  
secondarynav\_states.psd

The selected and hover states of the secondary navigation\* is illustrated below.

1. 'How do we make our money?' section selected
2. 'How do we make our money?' section selected, hover state activated for the 'What do you get for your money?' section.

1

About Zopa
About Zopa home
The big idea
How it works
Who we are
Why we're doing this
<b>● How do we make our money?</b>
What do you get for your money?
Who uses Zopa?
Our partners
Read the Zopa blog
What people are saying about us
Become a Zopa member
We're coming to America
Zopa newsletter

2

About Zopa
About Zopa home
The big idea
How it works
Who we are
Why we're doing this
<b>● How do we make our money?</b>
<b>What do you get for your money?</b>
Who uses Zopa?
Our partners
Read the Zopa blog
What people are saying about us
Become a Zopa member
We're coming to America
Zopa newsletter

## Typography

Title:  
**AG Book Rounded  
Medium, 16pt**  
□ #FFFFFF

### Live text

off state:  
Arial  
Regular, 11 pt  
■ #666666

on/hover state:  
Arial  
Bold, 11 pt  
■ #666666

\* Please note the promotional panels above were designed prior the current grid system on page 7.



# Primary calls to action

artwork files:  
primary\_cta\_01.psd

Please bear in mind these button instances are to be used sparingly, when appropriate.

For example:

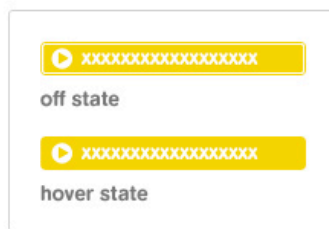
1. In a situation that requires a call to action to be prioritised above a number of choices presented to the user at one time eg. section landing page.
2. On a process page where the user needs to be alerted to the next step eg. join zopa registration

For further guidance please see supplied screen designs.

These button instances will be used on a white background.

These button instances will be used when a primary action needs to be placed on a section's solid colour.

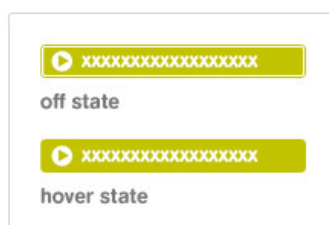
## Borrowing\*



## Lending\*



## About Zopa\*



\* Please note the promotional panels above were designed prior the current grid system on page 7.

# Primary calls to action

artwork files:  
primary\_cta\_02.psd

Please bear in mind these button instances are to be used sparingly, when appropriate.

For example:

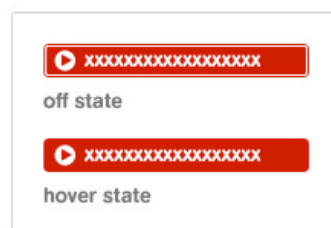
1. In a situation that requires a call to action to be prioritised above a number of choices presented to the user at one time eg. section landing page.
2. On a process page where the user needs to be alerted to the next step eg. join zopa registration

For further guidance please see supplied screen designs.

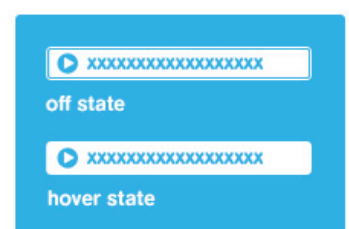
These button instances will be used on a white background.

These button instances will be used when a primary action needs to be placed on a section's solid colour.

## Community\*



## My Zopa\*



\* Please note the promotional panels above were designed prior the current grid system on page 7.

# Secondary calls to action

artwork files:  
secondary\_cta.psd

For further usage guidance please see supplied screen designs.

## Generic\*



These button instances will be used on a white background, and also grey (F5F4F1) promo boxes eg. 'Zopa help', 'Zopa loves'

## Home



These button instances will be used on the cream (FBF9EE) background used by the 'Community' and 'About Zopa' columns on the homepage

	off state	hover state
Borrowing		
Lending		
About Zopa		
Community		
My Zopa		

These button instances\* will be used when a secondary action needs to be placed on a section's solid colour.

\* Please note the promotional panels above were designed prior to the current grid system on page 7.

# Tertiary calls to action

artwork files:  
tertiary\_cta\_01.psd

For further usage guidance please see supplied screen designs.

## Reveal



These button instances are used to reveal content.

In some situations they are used without accompanying text.  
eg. MyZopa / My lending / Lending summary

## Close



These button instances are used to close revealed content.

They are to be used on a white (FFFFFF) and grey (F5F4F1) backgrounds.

In some situations they are used without accompanying text.  
eg. MyZopa / My lending / Lending summary

## Back to the top



These button instances are used to in conjunction with anchor hyperlinks.

eg. Zopa help / Zopa glossary

On selection the user will be returned to the top of the screen.

# Tertiary calls to action











artwork files:  
tertiary\_cta\_02 .psd

For further usage guidance please see supplied screen designs.

## Go to My Zopa

The 'Go to My Zopa' button instances are used to take the user from brochureware pages to the 'My Zopa' section.

The 'Go to My Zopa' call to action always inherits the section's colour it is presented in, and are always placed on a white background.

	off state	hover state
Borrowing	 GO TO MY ZOPA	 GO TO MY ZOPA
Lending	 GO TO MY ZOPA	 GO TO MY ZOPA
About Zopa	 GO TO MY ZOPA	 GO TO MY ZOPA
Community	 GO TO MY ZOPA	 GO TO MY ZOPA
My Zopa	 GO TO MY ZOPA	 GO TO MY ZOPA