Moore Stephens digital guidelines
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Introduction

These guidelines establish the principles and provide specific details for the identity of Moore Stephens website. The identity unites the network under a clear, contemporary style. This enables our network to present itself in a cohesive way at every opportunity and is thus a powerful tool to enhance the brand image of Moore Stephens.

A new visual identity has been developed for Moore Stephens digitally. This document provides a guide to the use of the new visual identity across a range of digital collateral, together with specifications for typography, imagery and colours.
Typography

We have one font type which is: Roboto

The font has been made available for free at www.google.com/fonts/specimen/Roboto

Sentence case
Always write in sentence case – use an initial capital for the first word only of the title, sub-title, heading or sub-heading. Please note that this rule does not apply to proper nouns, which do have initial capitals. For example, the names/titles of events, etc.

The paragraph text has been set to a base size of 1em and uses the regular font weight of 300 with color: #333333.

Headings
When using headings, following in the order under ‘Styles’ in the tool bar. If not using a CMS, the font-family is Roboto and the size, weight and colors are next to each copy style.

Heading 1  font-size: 1.9em; font-weight: 300; color: #21607A
Heading 2  font-size: 1.5em; font-weight: 300; color: #21607A
Heading 3  font-size: 1.2em; font-weight: 400; color: #21607A
Paragraph copy font-size: 1em; font-weight: 300; color: #333333

Font colour
Use the font colour (‘automatic’) that is automatically generated by the website for plain text and for the hyperlinks generated when using the CMS.

Hyperlink font can be bold (font-weight: 400) with text-decoration: none; color: #333333
# Colour palette

The colour palette available compliments the Moore Stephens primary colour, found in the logo.

Use the strong colours, such as *Primary Blue*, *Bold Blue* and *Bold Green* for the most important aspects on the page, like buttons, titles and primary content. Use the less-strong pastel colours, such as *Pastel Blue* and *Pastel Green* for secondary content.

<table>
<thead>
<tr>
<th>Bold blue – Panel Widget</th>
<th>Pastel green – Panel Widget</th>
<th>Pastel blue – Panel Widget</th>
</tr>
</thead>
<tbody>
<tr>
<td>#2266AA</td>
<td>#CCE9E9</td>
<td>#50C8E8</td>
</tr>
<tr>
<td>Secondary blue</td>
<td>Light blue – Panel Widget. Block quote</td>
<td>White</td>
</tr>
<tr>
<td>#5D89BA</td>
<td>#C3D0E4</td>
<td>#FFFFFF</td>
</tr>
<tr>
<td>#00AEEF</td>
<td>#ECECEC</td>
<td>#00928F</td>
</tr>
</tbody>
</table>
Buttons
All call-to-action buttons across the site are shown in bold green as illustrated below and use the following green colour #2CABA8:

Icons
Icons can be featured in yellow #FFC526 to illustrate guides/reports/bloggers.

Social media icons
- The social media icons are rounded and in the grey colour #A9A9A9
- They comprise of Facebook, LinkedIn and Twitter only
- They are only located on the header and footer of each webpage

The search icon
The search icon appears on every page in the toolbar and in the blue colour #50C8E8.

Members login icon
A members login icon if required, appears on every page in the toolbar and in the blue colour #50C8E8.

Tags
Tag buttons appear at the bottom of the page for news/blog posts. They have white font with the background in the green colour #00928F.
Buttons, icons & tags (cont.)

Share button
The share button appears on news/blog posts on the top right of the article above the first paragraph. The button has white font with a share icon and the background in the green colour #00928F.

Events icons
A clock icon in the blue colour #21607A is used to indicate the day and date of an event on the summary page (see Events – page 15).

An arrow icon in the preset blue #21607A indicates the event location.

vCard icon
The vCard icon appears on the individual people’s page below the person’s contact details.
Images

We encourage you to use quality images on your website and recommend the following sizes and specifications:

**Specifications**
The images should be:
- contemporary in style
- clean and fresh; and
- show a strong use of light and contrast
- compelling and dynamic

The composition should include:
- structural elements and dynamic lines where possible
- clear areas for typography; and
- an engaging, positive and energetic tone
- If the imagery includes people, they should never be looking directly at the camera.

**Banner**
- Recommended width 1300px or larger
- Recommended height 520px
- Recommended file size: Under 100kb (landscape images are best suited)

**News/blog summary page**

Option 1
- Recommended width 682px
- Recommended height 262px
- Recommended file size: Under 60kb (landscape images are best suited)

Option 2
- Recommended width 185px
- Recommended height 107px (landscape only)

**Events summary page**

Option 1
- Recommended width 712px
- Recommended height 300px
- Recommended file size: Under 100kb (landscape images are best suited)

Option 2
- Recommended width 185px
- Recommended height 107px (landscape only)

**Publications**
- Portrait only
- Recommended width 312px
- Recommended height 425px (landscape only)

**People image**
- Width 215px height 320px

**Widgets**
- Landscape images:
  - Recommended width 312px
- Portrait images:
  - Recommended width: 250px
  - Recommended height 362 px

News/blog summary page image example

Banner image example

Publications image example

Events summary image example
Navigation

The navigation bar is at the top of each web page. The headings are displayed in capital letters in white font against a grey bar which becomes slightly transparent against an image.

The drop-down lists below the headings are displayed in two columns which comprise sub-headings in blue lower case font #21607A bordered by light grey boxes #F5F5F5.

When a sub-heading is hovered over by the cursor or is selected, the border changes to the blue colour #6FCBED and the font changes to the white colour #FFFFFF.
Navigation (cont.)

Left hand navigation:

When the left hand navigation list is enabled, the sub-headings are in sentence case in the blue colour #21607A and use the 300 font weight. When rolled over, the type colour is #00AEEF.

A vertical line in the blue colour #00AEEF and weight 2px runs parallel to the left of the sub-headings.
Rolling banner

**Banner**
The image banner can be:
- Static (i.e. one image)
- A rolling banner featuring various images
- Deactivated and not be a feature on a page

**Images**
The image in the rolling banner at the top of a page should be:
- Recommended width: 1300px or larger
- Recommended height: 520px
- Recommended file size: Under 100kb (landscape images are best suited for the banner)

**Text**
The title and description on the banner:
- Should be in sentence case
- Should be kept brief
- A choice of either the ‘Title’ and ‘Description’ or both can be utilised
- The font should be clearly visible over the image, if not – the grey background panel option should be utilised
- The justification of the title should be left or right justified; and
- Description should be brief and not more than two lines
Widgets

Widgets are essentially page components that display content or provide some type of functionality.

You can create advanced web content with different types of information on your web page. Widgets give you much more power and flexibility than editing text and images.

For example, widgets allow you to:

- Add forms, surveys/polls
- Display dynamic lists of the website's content
- Change the layout of a page's content

See page 10 for image sizes.
Widgets (cont.)

See example of how to display various widgets on the home page.

**Colours**
Alternate the widget colours so that there is an even mix on display on the page.

**Correct:** Even mix of colours

**Incorrect:** Too many hues of blue and green

**Incorrect:** Too much use of white and grey
The web page header
The same header is displayed on every web page of your website.

A maximum of three headings/quick links, can be displayed in the header and should be in lower case format.

The social media icons displayed are: Twitter, Facebook & Linkedin.

Footer
The same footer is displayed on every web page of your website.

A maximum of four columns can be displayed and can be customised. Lower case font is to be used (see Typography – page 2).
Home page

The home page comprises an optional banner (see banner options on page 7) and widgets (see widget guide lines and layout on page 8).

Main navigation
The main navigation is in upper case and is white against a dark grey.

Widgets on the home page
You have the option to create many widgets on your home page. Generally, there are three columns of widgets below the optional banner, however the first row of widgets will always comprise two columns with two widgets: a wider rectangular widget on the left and a narrower widget on the right (see layout example below).

Widget layout example

Home page

The home page comprises an optional banner (see banner options on page 7) and widgets (see widget guide lines and layout on page 8).

Main navigation
The main navigation is in upper case and is white against a dark grey.

Widgets on the home page
You have the option to create many widgets on your home page. Generally, there are three columns of widgets below the optional banner, however the first row of widgets will always comprise two columns with two widgets: a wider rectangular widget on the left and a narrower widget on the right (see layout example below).

Widget layout example
Sector/services

Layout specifications

- Banner
  - The image banner can be static (i.e. one image)
  - A rolling banner featuring various images
  - Deactivated and not be a feature on the web page

- Optional left hand navigation depends on the content of the page

- Single column page with optional widget zones in D, E or both (dependent on the selected ‘page type’)

- Widget zones

Typography – see page 2.

Breadcrumb navigation

A breadcrumb is displayed on each page below the banner image or below the main menu toolbar if there is no banner.

Initially the first crumb heading in the series is blue font #00AEEF and the crumb headings that follow are in blue font #21607A font size of 0.9em and uses the 300 weight font.

The colour of the headings change to dark blue font colour through the navigation journey with the final heading in blue font.
Events

The event pages comprise the events’ summary landing page and an event’s information page.

Events ‘summary’ section
When populating the ‘summary’ section of the event:
• Brief initial paragraph max 50 words
• An image is optional:
  – Image specifications: Landscape only: 712px W x 300px H
  – Option 2: Landscape only: 185px W x 107px H

Events ‘Information’ section
Populate the relevant fields in the information section.

Typography – see page 2.

Icons are used to illustrate date/time and location – see page 4.

Events summary on events landing page example

Australasian Oil and Gas Expo 2016

📅 Wednesday 24 February – Friday 26 February
📍 Perth Convention Exhibition Centre

Our Oil & Gas team will be available during AOG to discuss tax planning, accounting services, business structures and R&D incentives.

More information
This news section operates as a blog and comprises the summary landing page of all the articles/posts (in chronological order with the most recent article at the top) and the full page of an article/post.

**The summary landing page**

- The image banner can be:
  - Static (i.e. one image)
  - A rolling banner featuring various images
  - Deactivated and not be a feature on the web page

- There is a single column section of the summary landing page when an article/blog is posted.
  - Keep summary for each blog post to a maximum 50 word count
  - Blog teaser image recommended options:
    - (please insert the two recommended options - from the ‘Images’ section)

see Typography – page 2

**Widget zone** – see page 8.
News & views/Blog post (cont.)

Blog post
Each blog has the facility to show:

Article page
The article page comprises:
• Optional image(s)
• Single column text
• Widget zone
• Option author display
• Optional images can be inserted in the single column section of the right hand widget zone
• Tagging option

see Typography – page 2

Tags
Relevant tags for the blog post can be displayed at the bottom of the summary in white font with the background in the green colour #40908E.

Share button
There is a share button on the top right of the article above the first paragraph. The button has white font with a share icon and the background in the green colour #40908E.
Publications

Publications comprises the publications landing page and a display page for each publication.

**Publication landing page**

- Optional banner

You have the choice to display the publications in a list format or tile format.

The typography for the headings in list format should be displayed in lower case.

Categories are not fixed and are flexible to your local needs.

Category examples include but are not limited to: newsletters, reports, guides, etc.

- Navigation for each category is displayed on the left

**Publication landing page – list format**

[Image of list format]

**Publication landing page – tile format**

[Image of tile format]
Publications (cont.)

Publications summary page
- Summary of the publication, see Typography – page 2
- Image – see specification
- Optional banner
- Image size (portrait only) 300px W x 425px H
- There is a ‘download publication’ button and a ‘share’ button. Both buttons have a white font #FFFFFF in a green box #00928F
**People pages**

People pages comprises the landing page and the individual people pages.

**People landing page**
The landing page can feature just names, titles and contact details or can also include a photograph of the contact.

The people landing page should be set up as illustrated with a search function at the top and the people listed below (with or without photos).

<table>
<thead>
<tr>
<th>People landing page – without people images</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="People landing page – without people images" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>People landing page – with people images</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="People landing page – with people images" /></td>
</tr>
</tbody>
</table>
People pages (cont.)

People page

The individual people page should be illustrated as shown in the example.

The details of the person are within a light grey box with their name in blue and title and contact details below. Any associated location details should be on the right as shown.

The contact details appear in a widget with a blue bar titled: Associated firms. The font is white in colour with the background in the blue colour #00AEEF.

The image size specification are 215px W x 320px H.

There is a vCard icon below telephone and email address.

see Typography – page 2
Contact information & assistance

If you require help with creating a Moore Stephens website then please do not hesitate to contact us.

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