

Meijer.com Style Guide

John Green
Information Architect
November 14, 2011

TABLE OF CONTENTS

1. LAYOUT	2
1.1 PAGE LAYOUT	2
1.1.1 Header	2
1.1.2 Body / Content Area	3
1.1.2.1 Top-Level Category Pages	3
1.1.2.2 Low-Level Category Pages	3
1.1.2.3 Product Pages	3
1.1.3 Footer	4
1.2 FORM LAYOUT	4
1.2.1 Chunking	4
1.2.2 Alignment	5
1.2.3 Grouping	6
2. NAVIGATION	6
2.1 GLOBAL NAVIGATION	6
2.1.1 Site Sections Navigation	6
2.1.2 User Navigation	6
2.1.3 Footer Navigation	7
2.2 LOCAL NAVIGATION	7
2.2.1 Departments Navigation Bar	7
2.2.2 Category Pages	7
2.2.3 Utility Pages	7
2.3 BREADCRUMB NAVIGATION	7
2.4 TECHNOLOGY	8
2.5 GRAPHICS	8
2.6 LINKING	8
3. TEXT	8
3.1 TECHNOLOGY	8
3.2 SIZING	8
3.2.1 Page Headings	8
3.2.2 Body Text	9
3.2.3 Secondary Text	9
3.3 CAPITALIZATION	9
3.4 COLOR	9
3.5 EMPHASIS	9
3.5.1 Boldface	9
3.5.2 Italics	10
3.5.3 Underlining	10

3.6 LINK TEXT 10

3.7 ALTERNATIVE TEXT 10

3.8 TITLE TEXT 10

4. FORM INTERACTION / DESIGN 10

4.1 TAB ORDERING 10

4.2 BUTTONS 10

 4.2.1 Button labeling 11

4.3 RADIO BUTTONS 11

4.4 CHECKBOXES 11

4.5 TEXT INPUT FIELDS 11

4.6 DROP-DOWN MENUS 11

4.7 REQUIRED INPUT 11

4.8 INPUT VALIDATION 11

4.9 CONFIRMATION MESSAGES 12

4.10 FIELDSETS & LEGENDS 12

4.11 PROVIDING EXAMPLES 12

4.12 MULTI-PAGE FORMS 12

4.13 TECHNOLOGY 12

5. VISUAL AESTHETICS 12

5.1 COLORS 12

5.2 IMAGE 13

 5.2.1 Specific Images 13

5.3 TYPE AND TYPOGRAPHY 13

5.4 GRAPHIC ELEMENTS 14

This style guide contains rules for the design and implementation of Meijer.com pages and applications. This document is intended to serve as a reference for the Meijer.com web developers.

1. Layout

1.1 Page Layout

- **Start each page with a wrapper <div> which is centered and has a fixed-width of 932 pixels.**

1.1.1 Header

- **Start the content area of each page with a header.**
- **Divide the header into three horizontal sections.** Each section is on its own row and fills the full width of the header.
- **Place the “site sections” navigation in the first section.**
- **Place the company logo, user navigation, and a personalized welcome message in the second section.**
- **Position the company logo at the top left, linked to the homepage via an absolute link ("http://www.meijer.com/home.jsp").**
- **Phrase the personalized welcome message as "Welcome back, <FIRST NAME>!" If the user is not logged in, substitute "Welcome."**
- **Place the “all departments” header, the search box, and the cart summary in the third section.**

site sections navigation		
company logo	user navigation	welcome message
all depts.	search box	cart summary

Page Header

1.1.2 Body / Content Area

- **Begin all category and product pages with breadcrumb navigation links.**
- **Place local navigation in a left-hand column on all category pages. This local navigation is at least the width of the “all departments” header and is partially covered when the department menu is opened.**
- **Follow the local navigation on all category pages with marketing graphics, a multi-faceted “shop by” box, and/or a “recently viewed” products box depending on the category.**

1.1.2.1 Top-Level Category Pages

- **Begin the main content area with one or more marketing graphics depending on the category.**
- **Follow the marketing graphics with a row of recommended products. Five products are to be displayed with optional next/previous buttons to scroll through additional products depending on the category.**
- **Follow the recommended products with a “shop by category” table which has two rows and three columns. These table cells are for the top six sub-categories in each category.**

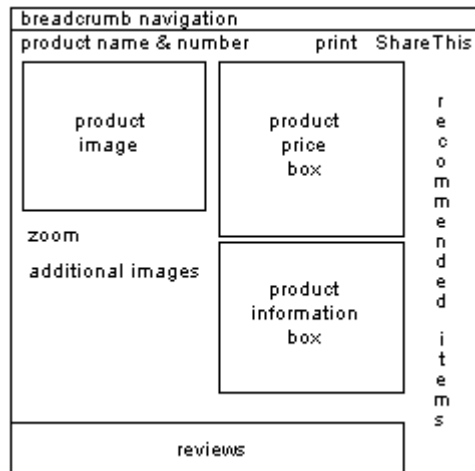
1.1.2.2 Low-Level Category Pages

- **Place a product table which is four products wide and up to 8 products high (32 products total) in the main content area of the page.**
- **Place the product image, product name, product price, an “Add To Cart” button, and a checkbox allowing the user to compare two products in each product table cell.**

1.1.2.3 Product Pages

- **Begin the body area with the product header containing the product name, item number, and “Print this Page” & “ShareThis” links.**
- **Divide the next portion of the body into three vertical sections.**
- **Place the main product image, zoom button, and controls to select any additional images in the first section.**
- **Place the product price box and product information box in the second section.**
- **Place the product price, current rating (if any) and link to write a review, quantity box, “Add to Cart” button, product availability data, and a link to the shipping time table in each product price box**
- **Place sections on “product details” and “additional information” in each product information box.**
- **Place a series of recommended items in the third section.**

- Place product image, product name, and product price in each recommended product table cell.
- Finish the body with a section displaying reviews. This section is the full-width of the first two sub-sections of the above portion of the body.



Product Page Body

1.1.3 Footer

- End the content area of each page with a footer.
- Divide the footer into two horizontal sections. Each section is on its own row and fills the full width of the footer.
- Place the “shop for more” image and the footer navigation in the first section.
- Place the seals, the legal & copyright notice, and the “secure site” image in the second section.

- Place the seals side-by-side followed by a link to the “Awards” page.
- Use root-relative links for both the FAQ (“/FAQ.cms”) and the terms and conditions of use (“/Legal_Notice.cms”) in the legal & copyright notice.
- Link the “secure site” image to the Terms & Conditions page via a root-relative link (“/Legal_Notice.cms”).



Page Footer

1.2 Form Layout

1.2.1 Chunking

- Use only one form per web page. Having more than one form per page requires multiple submit buttons, which can lead to errors and confusion.
- Avoid more than one text field per line in a form, with three exceptions:
 1. First name, middle initial and last name can all be on one line if space is an issue.
 2. City, state, and zip code can all be on one line if space is an issue.
 3. Month, day, and year of dates should all be on one line at all times.

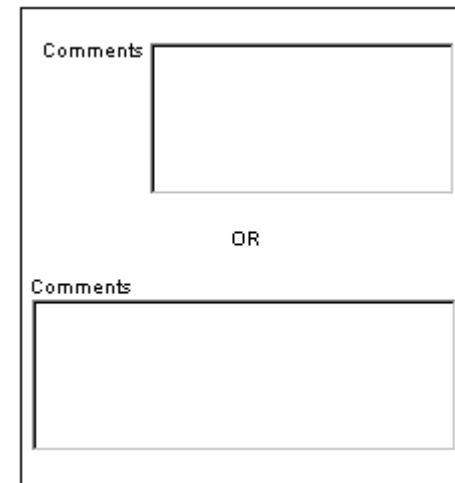
The primary reason for this rule is to have a robust form layout at all reasonable font sizes. The additional field(s) per line can also be confusing, if

too closely spaced, and the additional fields may even be overlooked.

- **Avoid more than one radio button per line in a form, unless there are no more than three and the individual labels are one-word or very brief.**
- **Avoid more than one drop-down menu per line, unless the menus are related.** For example, month and year of a credit card expiration.

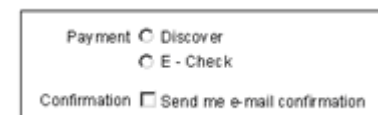
1.2.2 Alignment

- **Place labels to the left of the corresponding form element, with three exceptions:**
 1. For radio buttons place the label to the right of the radio button. Groups of radio buttons have their group label on the left.
 2. For checkboxes place the label to the right of the checkbox. Groups of checkboxes have their group label on the left.
 3. For forms containing only text input fields (both standard and multi-line) the label may be placed above the text input area.



Multi-Line Text Inputs

- **Right align labels and left align form elements, with two exceptions:**
 1. For groups of radio buttons, have the group label right aligned, the radio button left aligned, and the individual button label to the right of the button (and left aligned).
 2. For groups of checkboxes, have the group label right aligned, the checkboxes left aligned, and the individual checkbox label to the right of the checkbox (and left aligned).



Radio Buttons and Checkboxes

- **Position the Submit button at the bottom of the form, after all the fields of the form.**

- **Left align the Submit button with the column of form elements or right align the Submit button relative to the surrounding area.**
- **Place examples of correct text input inside the text input field as necessary.** This should only be done when user input might contain formatting errors (e.g. dates as “mm/dd/yy” vs. “yyyy/mm/dd”).
- **Place labels closer to their associated form element than to any other form element.** This practice assists in visual association of labels with their corresponding input fields.

1.2.3 Grouping

- **Group together text-based input and group together mouse-based input.** This minimizes switching between keyboard and mouse, which incurs cognitive and time costs for the user.
- **Group together fields which possess a shared commonality.** Similar data such as name & address and username & password should be grouped together to avoid user confusion.

*Required Field

*First Name

Middle Initial

*Last Name

*Social Security Number

*Date of Birth

Payment Discover
 E - Check

Confirmation Send me email confirmation

Field Labels and Input Fields

2. Navigation

2.1 Global Navigation

2.1.1 Site Sections Navigation

- **Place only high-level pages in the site sections navigation.**
- **Link these navigation items via absolute links.**

2.1.2 User Navigation

- **Place various utility links that are useful to the user in the user navigation.** These links are to pages that lead to data that is specific to the user once logged in, such as order status and pharmacy.
- **Link these navigation items via absolute links.**

2.1.3 Footer Navigation

- **Place links to additional non-product pages, grouped into link-lists, in the footer navigation.**
- **Begin each footer navigation link-list with a heading which is itself a link.**
- **Ensure that each footer navigation link-list contains at least five items and at most ten items.** These constraints are to prevent any unbalanced lists or the stretching of the footer.
- **Link these navigation items via root-relative links.**

2.2 Local Navigation

2.2.1 Departments Navigation Bar

- **Place a departments navigation bar on all category and product pages that lists all of the department categories.**
- **Include the first-level of sub-categories of each department when it is the category selected.**
- **Hide the departments navigation bar by default and only display it when it is activated by the “all departments” header being selected, with the homepage being the lone exception.**

2.2.2 Category Pages

- **Place all first-level sub-categories of a department category in the local navigation bar of said department category page.**
- **Place all applicable sibling and child sub-categories in the local navigation bar of first-level product sub-categories.** The second-level sub-categories are displayed underneath their

parent sub-category which maintains its position in the overall list.

- **Place only the direct parent, sibling, and child sub-categories in the local navigation bar of second-level and further down product sub-categories.**
- **Place an additional link at the top of the local navigation of all sub-categories which links to the department category and is labeled “All [Department Name]”.**

2.2.3 Utility Pages

- **Place a local navigation bar which links to any child pages on top-level utility pages.**
- **Accompany links in the local navigation of utility pages with explanatory text as necessary and/or as desired.**

2.3 Breadcrumb Navigation

- **Breadcrumb navigation is to be provided on all category and product pages.**
- **Provide breadcrumb navigation on utility pages where appropriate.**
- **Begin all breadcrumb navigation with a link to the homepage labeled “Homepage” and use a root-relative link to the domain (“”).**
- **Include the current page at the end of the breadcrumb navigation of all category pages. The name of the current category page is not to be linked.**
- **End the breadcrumb navigation of all product pages with the lowest-level category that the item**

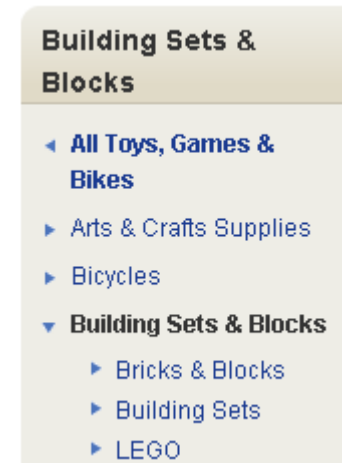
is present in. The name of this category page is to be linked.

2.4 Technology

- **Create navigation groups via HTML unordered lists ().** Definition lists (<dl>) should be avoided unless semantically appropriate.
- **Style horizontal navigation via use of the CSS display property.**

2.5 Graphics

- **Design graphical navigation buttons so that they have two states: inactive and active.** The inactive state is the default state. The active state is to be utilized when the link is active, has focus, or is being hovered over and when it represents the current page.
- **Precede each link in the product category local navigation with a triangle.** Categories that can be expanded have a right-facing triangle. Categories that are expanded have a downward-facing triangle. Links that return to parent categories have a left-facing triangle.



Category Navigation

2.6 Linking

- **Disable all links to the current page in all navigation displayed on said page.**

3. Text

3.1 Technology

- **All text styling and settings are to be set via CSS.** The deprecated tag is not to be used.

3.2 Sizing

- **All text elements are to utilize a line-height which is 1.5 times that of the font size.**

3.2.1 Page Headings

- **Level one headings (<h1>) are to be 22 pixels in height.**
- **Level two headings (<h2>) are to be 20 pixels in height.**

- **Level three headings (<h3>) are to be 18 pixels in height.**
- **Level four headings (<h4>) are to be 16 pixels in height.**
- **Level five headings (<h5>) are to be 14 pixels in height.**
- **Level six headings (<h6>) are to be 12 pixels in height.**

3.2.2 Body Text

- **Standard body text is to be 11 pixels in height.**

3.2.3 Secondary Text

- **Secondary text is to be no smaller than 10 pixels in height.** Text any smaller than 10 pixels in height can be difficult for users to read.

Heading 1
 Heading 2
 Heading 3
 Heading 4
 Heading 5
 Heading 6
 Body Text
 Secondary Text
 Text Sizes

3.3 Capitalization

- **With the exception of prose text, all text is to be presented in title-case throughout the site.**
- **Avoid the use of all caps on the site with the exception of the rare instance of text found in a graphical moment.** Acceptable exceptions include

the “all departments” header and the words “search” and “go” in the search box.

- **Capitalize the word “Meijer” when used in prose and graphics, with the exception of the official Meijer logo (which is presented in all lowercase text).**

3.4 Color

- **Use only standard “Meijer Black”, “Meijer Red”, or “Meijer Blue” for page headings.** See section 5.1 for specific details on colors.
- **Use “Meijer Black” for all body and secondary text, with three exceptions:**
 1. Link text is to be exclusively “Meijer Blue”.
 2. Product prices are to be exclusively “Meijer Blue”, except...
 3. Product sale prices are to be exclusively “Meijer Red”.

3.5 Emphasis

3.5.1 Boldface

- **Do not use boldface for general emphasis within text.**
- **Display product prices in boldface throughout the site, with one exception:**
 1. When a product is on sale or clearance, the sale or clearance price is to be displayed in boldface with the regular price of normal weight.
- **Display breadcrumb navigation links entirely in boldface.**

- **Display link-list headers (which may themselves be links) in boldface.**
- **Display links found in link-lists which are accompanied by explanatory text in boldface.**
- **Display fieldset legends in boldface.**

3.5.2 Italics

- **Use italics as the preferred styling for general emphasis within text.**

3.5.3 Underlining

- **Do not use underlining for general emphasis within text.**
- **Underline linked text when in the active, hover, and focus states.** This underlined state draws focus to the link and reaffirms its status as a link if the link text is not normally underlined.
- **Underline links within sentences in body and secondary text.** This is to assure that the link stands out from the surrounding text.
- **Do not underline links that appear within link-lists.** Examples include the left-hand local navigation and the footer navigation.

3.6 Link Text

- **Make all link text descriptive.** Link text must be useful by itself without the assistance of surrounding text for context. Avoid “click here” and similar.
- **Keep all linked text brief.** Links should be no more than four words long, unless it is a product name.

3.7 Alternative Text

- **Provide alt text for all tags.**
- **Ensure that the alt text conveys the message being expressed by the image.** Users who cannot see the image must still be able to experience the content that the image represents.

3.8 Title Text

- **Provide title text for all graphical navigation buttons.** As graphical navigation buttons are to be styled using CSS backgrounds, alt text is not an option. Title text is the preferred solution.
- **Provide title text for all linked images.** If images are not displayed, title text provides necessary context for the link.

4. Form Interaction / Design

4.1 Tab Ordering

- **Explicitly code the first form element in a form with a tabindex of one.**
- **Continue numbering form elements explicitly, working left to right on each line, top to bottom.**
- **For multi-column forms, number form elements as stated, working left to right through the series of columns.**

4.2 Buttons

- **Format all buttons as rounded rectangles with a “Meijer Blue” gradient background and white Arial bold text.** See section 5.1 for specific details on colors.

- Include a right-facing arrow enclosed in a white circle on buttons that move the user forward through a process.
- Include a left-facing arrow enclosed in a white circle on buttons that move the user backward through a process.

4.2.1 Button labeling

- Label buttons with brief, action-oriented statements, written in title-case.



A Button

4.3 Radio Buttons

- All radio buttons should be unselected (or “unchecked”) on page load. This is to avoid receipt of any default responses that the user may miss while filling out the form.

4.4 Checkboxes

- All checkboxes should be unchecked on page load. This is to avoid receipt of any default responses that the user may miss while filling out the form.

4.5 Text Input Fields

- Ensure that the maximum lengths for all text input fields can adequately accept appropriate user input.
- For multi-line text input fields, specify the maximum number of characters allowed and provide a countdown of the number of remaining characters available as the user types.

4.6 Drop-Down Menus

- Set all drop-down menus to have a default value that is either empty or is non-submittable, i.e. “select a state”.
- Ensure that all drop-down menus have at least a single non-blank value on page load. Some forms are designed to populate once other data in the form is filled out (such as the user’s store field being populated based on their zip code). Completely empty drop-down menus can be confusing to the user as they are unsure of what has gone wrong.

4.7 Required Input

- Indicate required form input with an asterisk (*). The asterisk appears directly to the left of the label for that form element.
- Provide a legend for the asterisk followed by its meaning at the top of pages containing form elements that are required. Phrasing should be “Required Field” or “Required Question”.

4.8 Input Validation

- Provide an error message at the top of the form – “Please check the error(s) highlighted below” – in “Meijer Red” if there are errors in the data after the form has been submitted. See section 5.1 for specific details on colors.
- Provide specific errors messages in “Meijer Red” below the associated form field from which the erroneous data was submitted.

The screenshot shows a form titled "Shipping Destination" with a red error message: "Please check the error(s) highlighted below." Below the title, there is a sub-header "Please Enter Information Below to Continue" and a note "* Required Field". The form contains two input fields for "Name". The first field has a red error message: "Please enter a first name." The second field has a red error message: "Please enter a last name." Below the form, the text "Input Validation" is centered.

4.9 Confirmation Messages

- Provide a confirmation page immediately after submission of a form.
- Include the following on the confirmation page:
 - A specific thank you message which includes the purpose that the form served, i.e. "Thank you for creating an account."
 - Any links to logical next steps. For example, "Manage Account Settings".
 - A link to return to the homepage.
 - A confirmation number if a purchase was completed.

4.10 Fieldsets & Legends

- Multiple fieldsets on the same page should be separated by dividing lines.
- Legends should be provided when multiple fieldsets are present on the same page.

4.11 Providing Examples

- Include sample input for all text input fields where the desired response or formatting may be unclear. Present this text in a light-gray (#98a999).

*Birthday:

Example Text

4.12 Multi-Page Forms

- Only make forms span multiple pages when the size of the form requires more than two full-screens of scrolling to complete.
- Indicate progress through a multi-page form by including "Step # of #" to the right of the page title on each page of the form.
- Include a "Continue" button at the end of each non-final page of the form, aligned to the right.

4.13 Technology

- Use JavaScript to expand subsequent areas of a form if multiple steps are include on the same page. For example, the three step checkout process is all contained on a single page.
- Use client-side scripting (such as JavaScript) to populate fields of forms that are based on previous fields in the form. Examples include the user's store field being populated based on their zip code and billing address being populated when a checkbox is checked indicating that the billing address is the same as the shipping address.
- Use server-side scripting (such as PHP) to validate form data after it is submitted.

5. Visual aesthetics

5.1 Colors

- Use the following primary colors throughout the website.

- “Meijer Red”, defined as #dd1322.
- “Meijer Blue”, defined as #1b3b91.
- “Meijer Black”, defined as #333333.



5.2 Image

- Use high-quality, four-color photography for product images and marketing graphics throughout the site.
- Include an image in the feature banner at the top of the homepage and each category subpage.
- Align groupings of images and scale to a uniform size.
- Include an image of the product on all product pages.

5.2.1 Specific Images

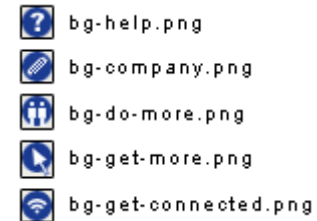
- Utilize the same Meijer logo in the upper left of every page.



- Utilize the same shopping cart image throughout the site as needed.



- Accompany the footer navigation link-list headers with the same icons on every page.



- Utilize the same series of social media icons in the “Get Connected” section of the footer navigation on every page.



5.3 Type and Typography

- Use only sans-serif fonts for the HTML text throughout the site. Acceptable sans-serif fonts are Arial, Helvetica, and Verdana, in that order.

Arial
Helvetica
Verdana

Fonts

5.4 Graphic elements

- **Style the background of the header using the same blue-gradient/gray-gradient image.**



bg-body.png

- **Style the billboard image on category pages using a rounded rectangle 235 pixels in height and 745 pixels in width.**
- **Style the background of the footer using the same gray-gradient image.**



bg-footer.png