

KURT GEIGER

VISUAL LANGUAGE

SITE STRUCTURE

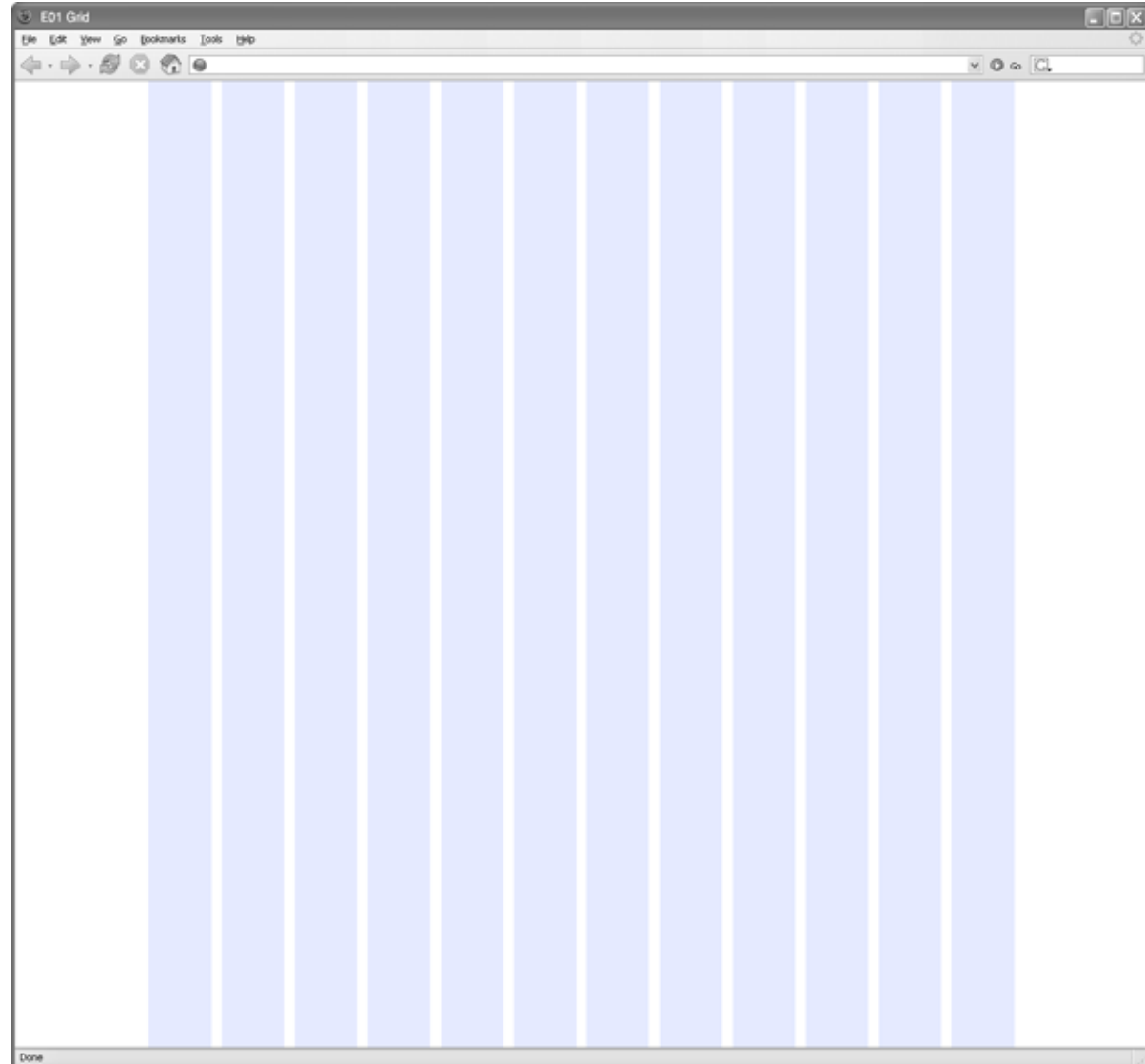
THE GRID

The page structure and elements of the Kurt Geiger website aligns to this grid.

The grid is 972px wide and made up of:

Column number: 12
Column width: 70px
Gutter width: 12px

Padding, spacing and margins should all be increments of 6px or 12px



GLOBAL ELEMENTS

MAST HEAD

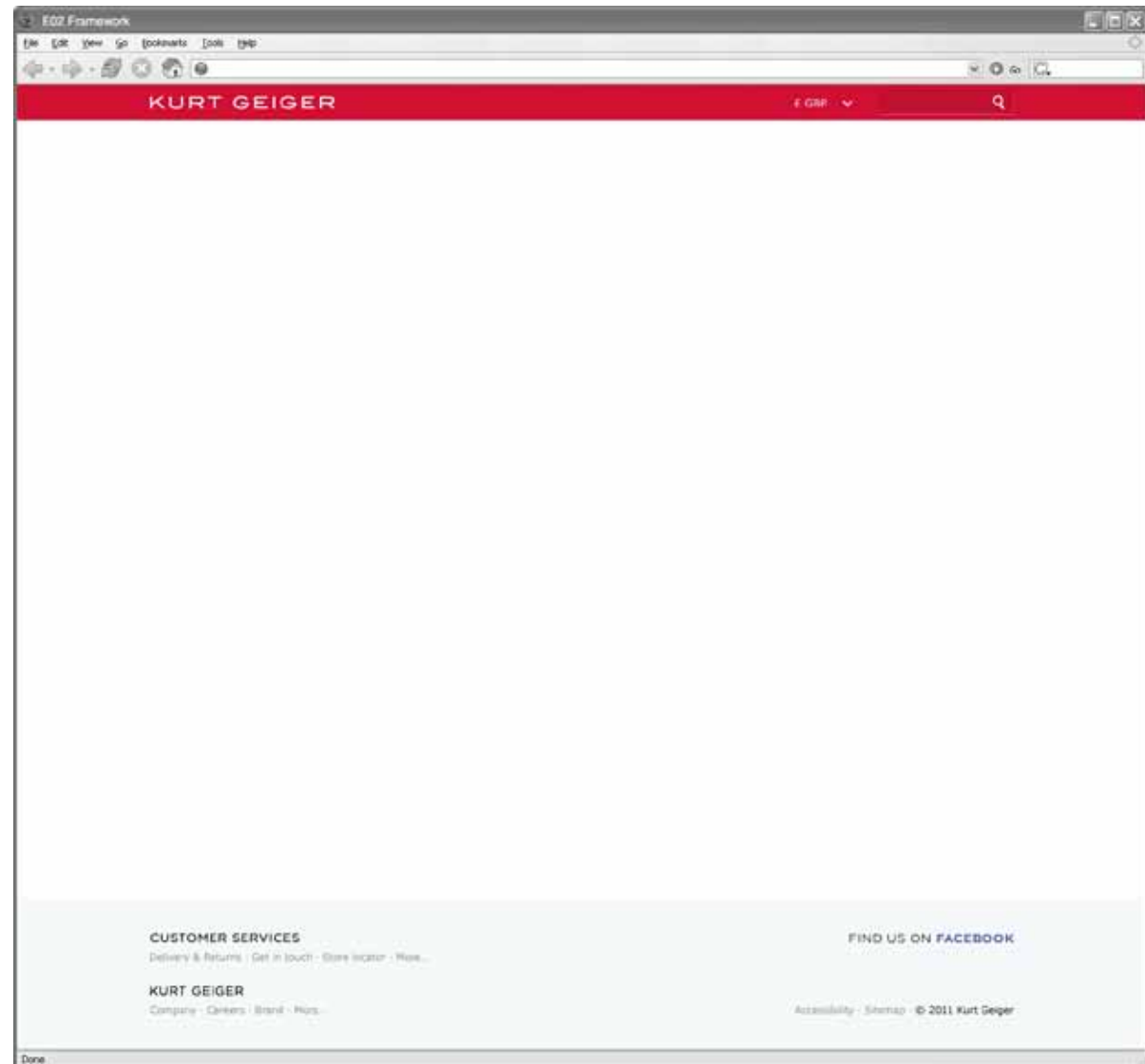
The 'House of Kurt Geiger' mast head appears at the top of every page. It includes the Kurt Geiger logo, currency changer and search box.

No other design or functional elements else can be added or sit directly next to the mast head.

FOOTER

The footer appears at the bottom of every page. It includes customer services, site help and Kurt Geiger specific links, also social media activity.

Relevant links can be added to the footer, but the overall layout and design should stay the same.



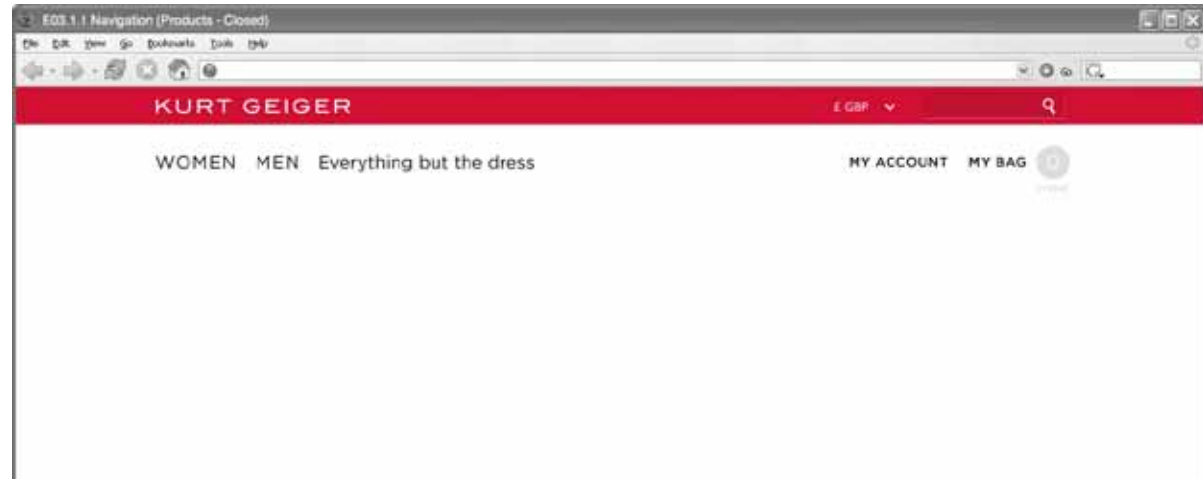
GLOBAL ELEMENTS

SITE NAVIGATION

The site navigation sits underneath the mast head.

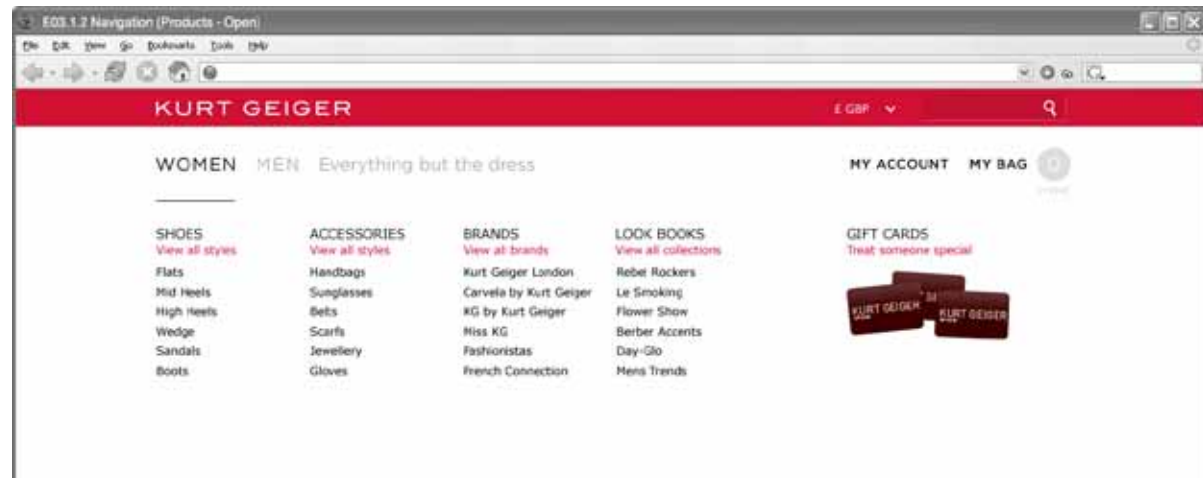
The menu items are left aligned. New items can be added to the navigation, such as 'Sale' and 'Everything but the dress'

The 'My account' and 'My bag' items are right aligned. The navigation should not run into these items



The secondary navigation open state appears on click. The items in the secondary navigation can be changed, but there can only be 6 items under each heading.

The promo on the right can be changed accordingly.



GLOBAL STYLES

COLOUR PALETTE

Kurt Geiger red is used on the 'House of Kurt Geiger' mast head, promotions and link colour.

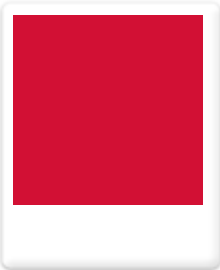
Black is used as the main font colour across the site.

The accent colour, is used on buttons and the bag functionality, also as a 'selection' highlight.

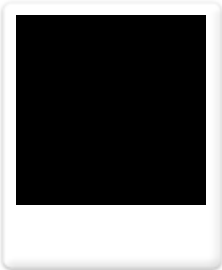
Dark grey is used as a secondary font colour.

Lighter shades of greys are used for graphic elements across the site.

CORE

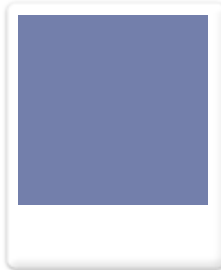


#D21034



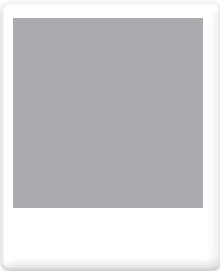
#000000

ACCENT

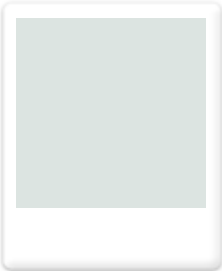


#737FAB

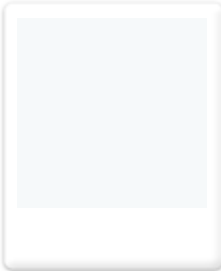
GREYS



#AAAAAF



#DADFE1



#F6F9FA



#FFFFFF

GLOBAL STYLES

TYPOGRAPHY

Gotham is the primary font and is used for the main elements on the site such as titles, navigation buttons and tabs.

Verdana is the secondary font and is used for headings, copy text and forms (anything that is dynamically generated or needs to be easily updated)

PRIMARY FONT

GOTHAM-BOOK CAPITALS
ABCDE 12345 £\$&!?

GOTHAM-MEDIUM CAPITALS
ABCDE 12345 £\$&!?

SECONDARY FONT

Verdana Regular
Aa Bb Cc Dd Ee 12345 £\$&!?

GLOBAL STYLES

TYPOGRAPHY

When creating new sections, pages and elements on the site, use the typography guide for reference.

SECTION TITLE

GOTHAM-BOOK, CAPITALS, 30PT, TRACKING 20

NAVIGATION TEXT

GOTHAM-BOOK, CAPITALS, 19PT, TRACKING 50

TAB TEXT

GOTHAM-MEDIUM, CAPITALS, 14PT,
TRACKING 50

BUTTON TEXT

GOTHAM-MEDIUM, CAPITALS, 12PT,
TRACKING 50

Product title

VERDANA, REGULAR, 21PT

Heading text

VERDANA, REGULAR, 16PT

Product information

VERDANA, REGULAR, 14PT

Copy text

VERDANA, REGULAR, 12PT

Small copy text

VERDANA, REGULAR, 11PT

Link text / Link hover

VERDANA, REGULAR, #D21034

GLOBAL STYLES

IMAGE SIZES

All product images on the site are ratio 4:3.

They come in 4 different sizes

PRODUCT PAGE: HERO
644PX X 483PX



LISTING PAGE: THUMBNAIL
234PX X 176PX



PRODUCT PAGE: RELATED
BAG PAGE: THUMBNAIL
152PX X 114PX



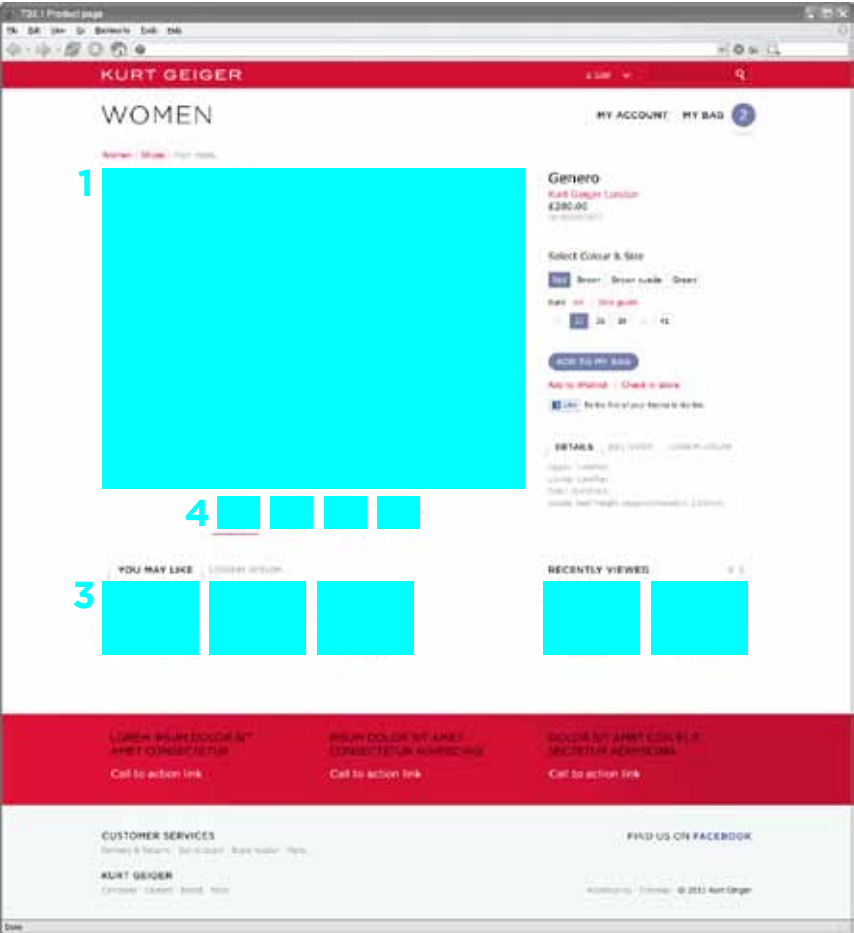
PRODUCT PAGE: THUMBNAIL
BAG OVERLAY: THUMBNAIL
70PX X 53PX



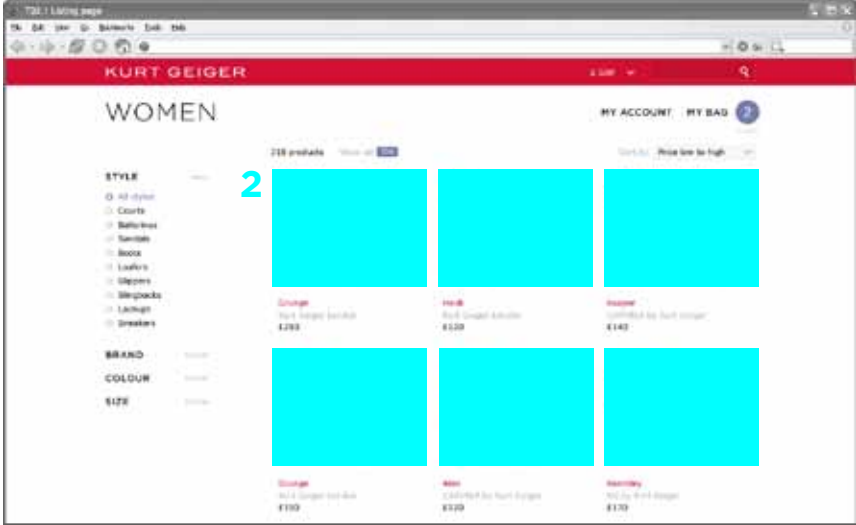
GLOBAL STYLES

IMAGE USAGE

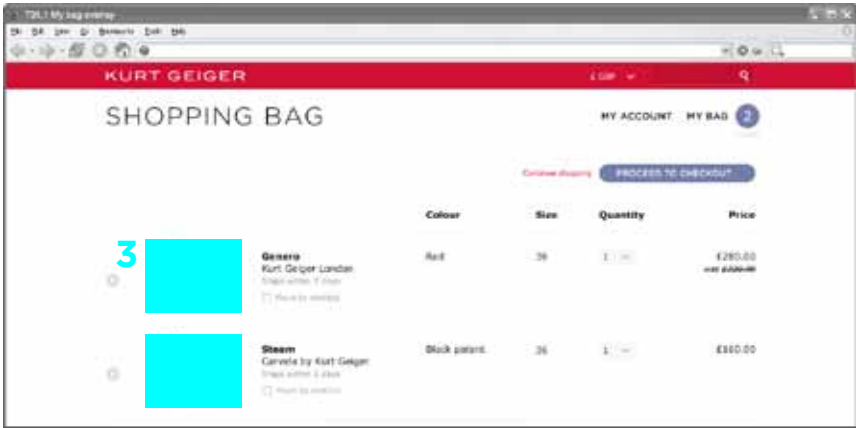
PRODUCT PAGE



LISTING PAGE



MY BAG PAGE



GLOBAL STYLES

BUTTONS

Primary buttons are used to highlight main 'Call to actions' on the site, such as 'Add to my bag' and 'Proceed to checkout'

PRIMARY BUTTONS

FONT: GOTHAM-MEDIUM 12PT, TRACKING 50
GRAPHIC: HEIGHT 26PX, CORNER RADIUS 13PX



Secondary buttons are used for 'Call to actions' within a form, such as 'Update changes' and 'Next step'.

SECONDARY BUTTONS

FONT: GOTHAM-MEDIUM 10PT, TRACKING 100
GRAPHIC: HEIGHT 20PX, CORNER RADIUS 10PX

