MICROSOFT HEALTH Solutions group

HealthVault.com Style Guide Version 1.0



INTRODUCTION

The goal of the new HealthVault.com is to increase sign-up of Microsoft HealthVault by providing a relevant and compelling story. The site is designed to show HealthVault as part of a lifestyle that is aspirational, but still attainable, while elevating the emotional benefits of using HealthVault.

All design decisions are strategic and have been made to ensure the content is streamlined, benefit statements are clear and concise and the overall look of the site is inviting, warm, and alive which allows the target audience to make the important decision about whether HealthVault is something they want to make a part of their life.

This document should guide design decisions made during the creation of the live site and any future pages in order to create a cohesive site-wide style.



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COLOR



Color: Global

These colors are present on each template and are consistent across the entire HealthVault.com site.

NAME	USAGE/LOCATION	SPECIFICATION	EXAMPLE
Black	Headlines, Logo, Dividing Rules	#000000	
Gray	Body Copy, Dividing Rules	#666666	
Light Gray	Page Background	#EEEEEE	
Blue	Links and Modules	#1BB8F3	



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Color: Section Specific

These colors appear **only in specific sections** of the HealthVault.com site. They should be used, as specified below, for the main navigation's hover state, page titles, and drop down menu only.

SECTION	NAME	SPECIFICATION	EXAMPLE
News Page	Primary	#000000	
Track & Connect	Blue Primary Blue Secondary	#00ADD0 #0046AD	
Get Healthy	Purple Primary Purple Secondary	#A44DC4 #7C109A	
Tools & Devices	Green Primary Green Secondary	#3F9C35 #007934	
Organize	Light Green Primary Light Green Secondary	#C9DD03 #69BE28	



TYPOGRAPHY



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Typography Styles

These typographic elements are consistent across the entire HealthVault.com site. These styles can be captured in a global style sheet and amended as needed to accommodate specificities on a template by template basis.

STYLE	USAGE/LOCATION	TYPE SPECIFICATION	EXAMPLE
Nav 1	Navigation & Footer	Segoe Bold 16pt "Black"	Lorem Ipsum
Nav 2	Navigation Drop Down & Footer	Segoe Regular 16pt "Black"	Lorem Ipsum
			lorom
Title	Page Title & "Account"	Segoe Regular 48pt Various	
Title Sub	Page Title Descriptor	Segoe Regular 16pt "Gray"	Lorem Ipsum
Section Title	Sub Section Titles	Segoe Regular 26pt "Black"	Lorem Ipsum
Head	Section Intro Headline	Georgia Regular 26pt "Black"	Lorem Ips
Body	Body Copy & Right Top Nav	Arial Regular 13pt "Gray"	Lorem Ipsum
News Date	News Article Date	Georgia Italic 12pt "Gray"	Lorem Ipsum
Link	Links	Arial Bold 13pt "Blue" Hover state should follow shell.	Lorem Ipsum
Right Rail Head	Right Rail Headlines	Segoe Regular 30pt Various	Lorem lps
Right Rail Body	Right Rail Body & Social Links	Segoe Regular 16pt Various	Lorem Ipsum















SPACING



Vertical Spacing

The vertical spacing has been designed to be consistent across the entire HealthVault.com site. The following diagrams illustrate all vertical spacing using colored bars to represent the four spacing measurements.

Vertical Spacing Specifications

Large 35px	
Small 17px	
Gutter 20px	



Vertical Spacing: Template 1

Large

35px

17px

Gutter

20px

Footer







Vertical Spacing: Template 2

Large 35px





Vertical Spacing: Template 3

Vertical Spacing Specifications

Large

35px

Small





Horizontal Grid

The horizontal spacing has been designed on a 12 column grid that allows content to be organized, but still flexible. The following diagrams illustrate how content aligns to the grid using colored bars to represent column width and gutter spacing measurements. The right rail modules have been designed as separate units that align to the grid as one cohesive block.





Horizontal Grid Specifications

Total grid width 960px

Column width 60px

Gutter width





Total grid width

Column width

Gutter width

960px

60px

20px

Horizontal Grid Specifications HealthVault Microsoft ews help sign in track & connect organize get healthy tools & devices Q organize account! Donec n<mark>ec</mark> justo eg<mark>et</mark> felis facil<mark>isis</mark> fermentum. Aliquam porttitor mauris sit amet orci. Aenean sign up sit diglore hissim pellentesque felis. Donec nec justo eget felis facilisis fermentum. Aliquam porttitor mauris sit amet orci. What is Store all of your medical records in one HealthVault? place. Lorem ipsum dolor Well, it's a cloud based data storage system for all things Health. Donec nec justo eget felis facilisis fermentum. Aliquam porttitor mauris sit amet orci. Aenean dignissim pellentesque felis. Read More See How It Works Make sure you are prepared in the event Share with of an <mark>em</mark>ergen<mark>c</mark>y. Lorem ipsum. Friends Donec nec justo eget felis facilisis fermentum. Aliquam porttitor mauris sit amet orci. Aenean dignissim pellentesque felis f Facebook Read More E Twitter **Eve**rnote Simplify so you can take care of your family better. Lorem ipsum dolor. Donec nec justo eget felis facilisis fermentum. Aliquam porttitor mauris sit amet orci. Aenean dignissim pe<mark>llen</mark>tesque feli<mark>s.</mark> ad More track & connect get healthy tools & devices organize Get Rid Of The Notebook Medical Records In One Place Get Fit, Stay Fit Tool Detail Lose or Maintain Weight Device Detail Track Prescriptions Pharmacy Detail sign up Care For Your Family Manage Chronic Conditions HealthVault Microsoft Contact Us | Industry Partners | Terms of Use | Trademarks | Privacy Stat







GRAPHIC ELEMENTS



Image Size: Template 1





Image Size: Template 2



Image Dimensions: 220px X 160px Corner Radius: None





Image Size: Template 3





Button Styles

BUTTON NAME	LOCATION	SPECIFICATION
Sign Up	Right Rail, Sign Up Module	Type Style: Nav 1 ("Blue") Size: 80px X 40px
Share	Right Rail, Share Module	Size: 28px X 28px E Spacing: 9px
Persona	Template 3	Corner Radius: 4px Type Style: Link (White) Color: "Blue" See How Margaret Uses HealthVault
		Drop Shadow: 1px Hard Edged
Pagination	Template 1	Type Style: Nav2 (Gray) < 2/5 > Type Style: Nav1 (Blue)

Sign Up Module

The sign up button is designed to garner as much attention as possible. It's blue color and bold typography helps it stand out from the other elements on the page.





Learn More Module

The learn more module gives visitors a brief synopsis of what HealthVault is all about and also gives them an opportunity to learn more about all of HealthVault's features by linking to a more robust overview page.





Share Module

The share module allows visitors to share page content with friends or simply post a reminder to themselves on Evernote.





Background: Ribbon

The ribbon is an integral part of the HealthVault brand and is front and center in every page of HealthVault.com.





Drop Down

This drop down menu represents the hover state of the main navigation items and offers a quick look into each sub-section located under a topic. The colors for each section can be found on the **section specific colors page**.

DROP DOWN SPECIFICATIONS







HOME PAGE



Home Page: Color

These colors are in addition to the colors present on each of the interior templates. They allow us the flexibility to create a richer home page experience for HealthVault.com site.

NAME	USAGE/LOCATION	SPECIFICATION	EXAMPLE
Purple	Pagination toggle	#622567	
Teal	Illustrations	#00ADD0	



Home Page: Typography Styles

These typographic elements are in addition to the typographic elements present on each of the interior templates. They allow us the flexibility to create a richer home page experience for HealthVault.com site.

STYLE	USAGE/LOCATION	TYPE SPECIFICATION	EXAMPLE
Hero Leader	Hero	Segoe Regular 24pt "Purple"	Lorem Ipsum
Hero Header	Hero	Segoe Regular 110pt "Teal"	
Hero Subhead	Hero	Segoe Light 38pt Various	Lorer



Home Page: Typography Specification





Home Page: Vertical Spacing





Home Page: Horizontal Grid





Home Page: Hero

The hero is an important tool in telling the HealthVault story. The hero has three states that cycle through on a 5 second interval.

CLICK HERE TO VIEW MOTION COMP





Home Page: Button Styles & Misc.

BUTTON NAME	LOCATION	SPECIFICATION
Hero Toggle	Hero	Size: 18px X 18px Corner Radius: 4px
nero loggie	TIETO	Off State: Gray On state: Purple
		Type Style: Link (White)
Hero Call to Action	Hero	See How Margaret Uses HealthVault
		Drop Shadow: 1px Hard Edged
Facebook Images	Meet Our Friends	Size: 60px X 60px Corner Radius: 4px



TEMPLATES



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Site Map





Home Page

















ANNOTATIONS



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THANK YOU

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