Landing Page

PetFinder™

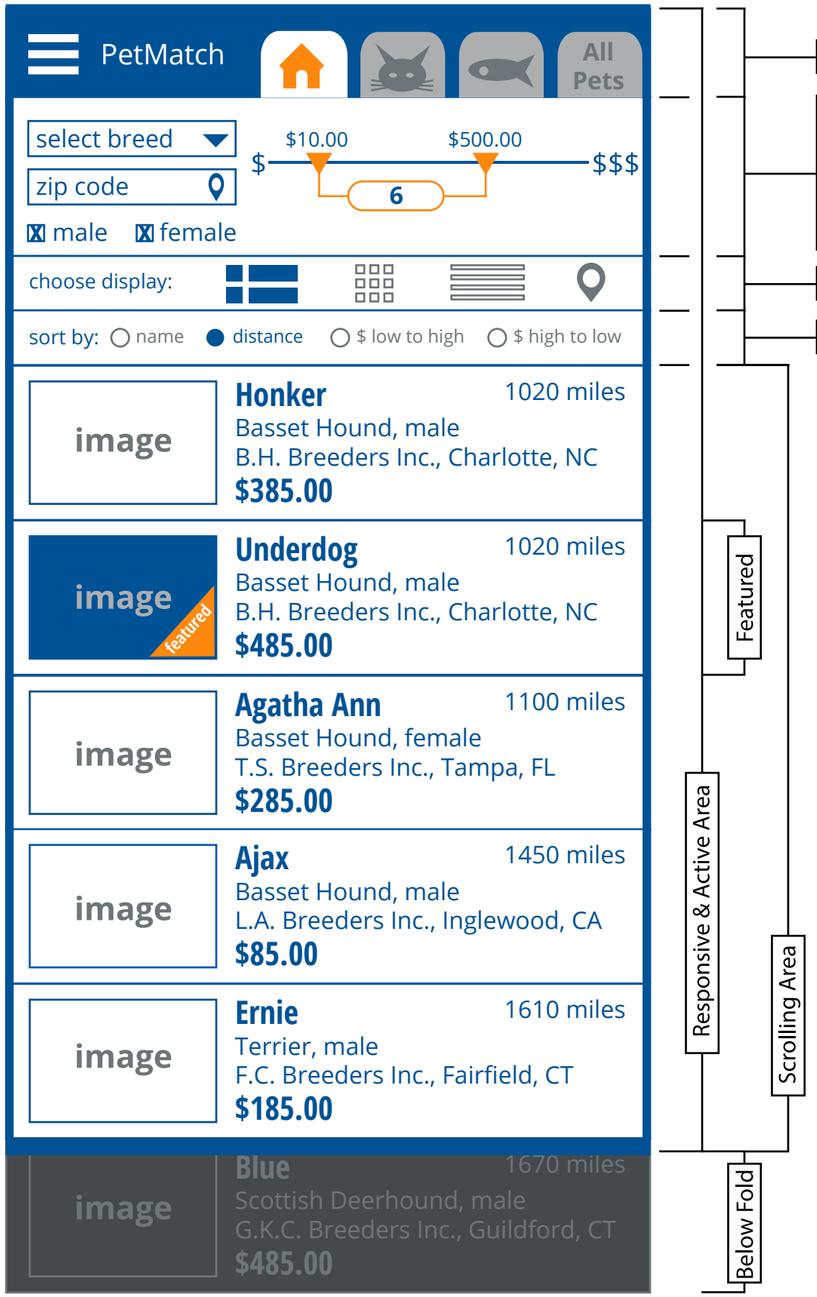
Summary: As a practice, maintaining cohesion between product, collateral, standards, and media releases is generally a good guideline.

If PetMatch has a standard Font and color family, those preferences should take precedent.

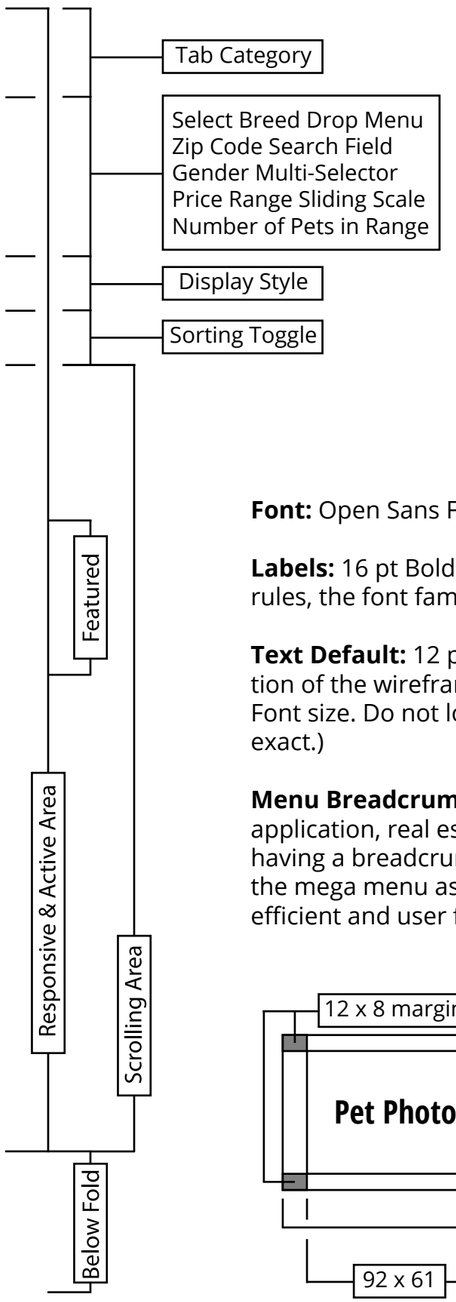
Specifications: The font selection here is Open Sans. The thumbnail below contains the color family.

A strong CSS will allow for future adjustments as the APP continues to evolve. Making global changes allows for the maximum flexibility and responsiveness as technology advances.

Find & Sort Page



Labels

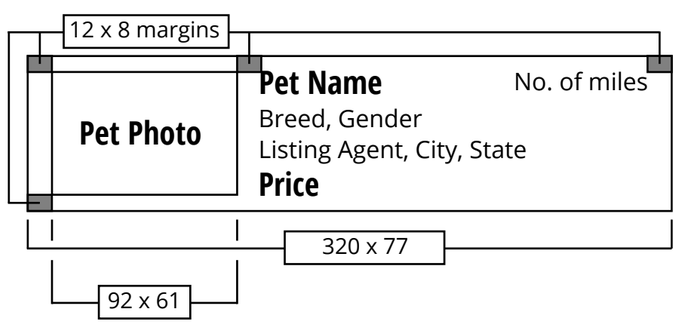


Menu

Specifications

Font: Open Sans Family

Labels: 16 pt Bold (However, depending on the client's business rules, the font family should match the corporate standards.)

Text Default: 12 pt (Again, depending on software, the proportion of the wireframe is what is important rather than the specific Font size. Do not lose look and feel at the expense of being exact.)

Menu Breadcrumb Font: 12 pt Bold Italic (Depending upon the application, real estate is a premium. In this responsive example, having a breadcrumb on the active page would be costly. Utilizing the mega menu as a place to leave an indicator would be more efficient and user friendly.)