Sky Global Responsive Guidelines
March 2014

Last updated 25/03/14

Sky Creative

Sky Global Responsive Guidelines

Sky Creative

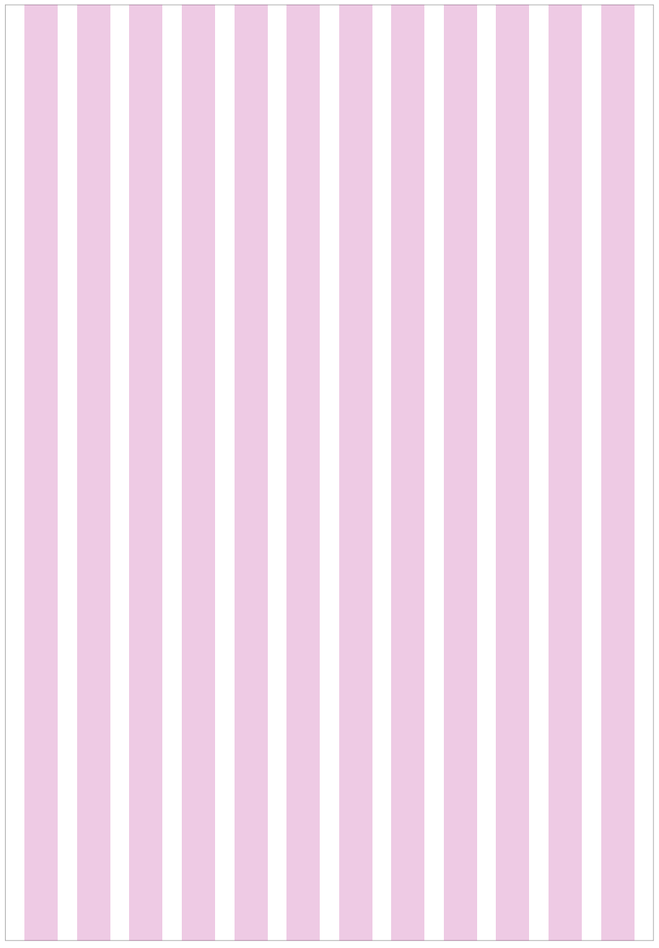
Table of Contents

Universal Grid
Favicon
Notifications
Masthead
Navigation
Breadcrumbs
Responsive Ads
In Page Nav
Video Player
Carousel
Error & Holding page
Page elements
Galleries
Overlays
Footer
Accessibility

Universal Grid
Responsive Columns

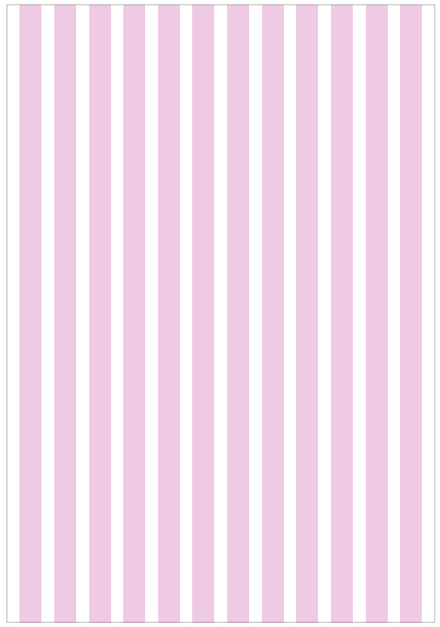
Desktop, laptop, and some tablets

1212px wide, 12 col at 62px, 36px gutter, 36px margin (1140px without the margin)



Tablets & large phones

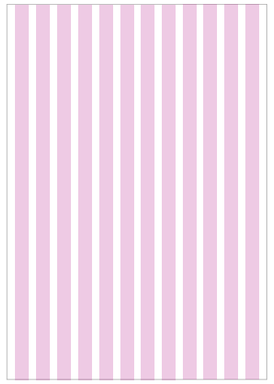
768px wide, 12 col at 39.29px, 22px gutter, 22.81px margin



iPad in portrait

Mobile phones

320px wide, 2 (145.742px) and 4 (68.118px) col, 9.506px gutter, 9.506px margin



iPhone

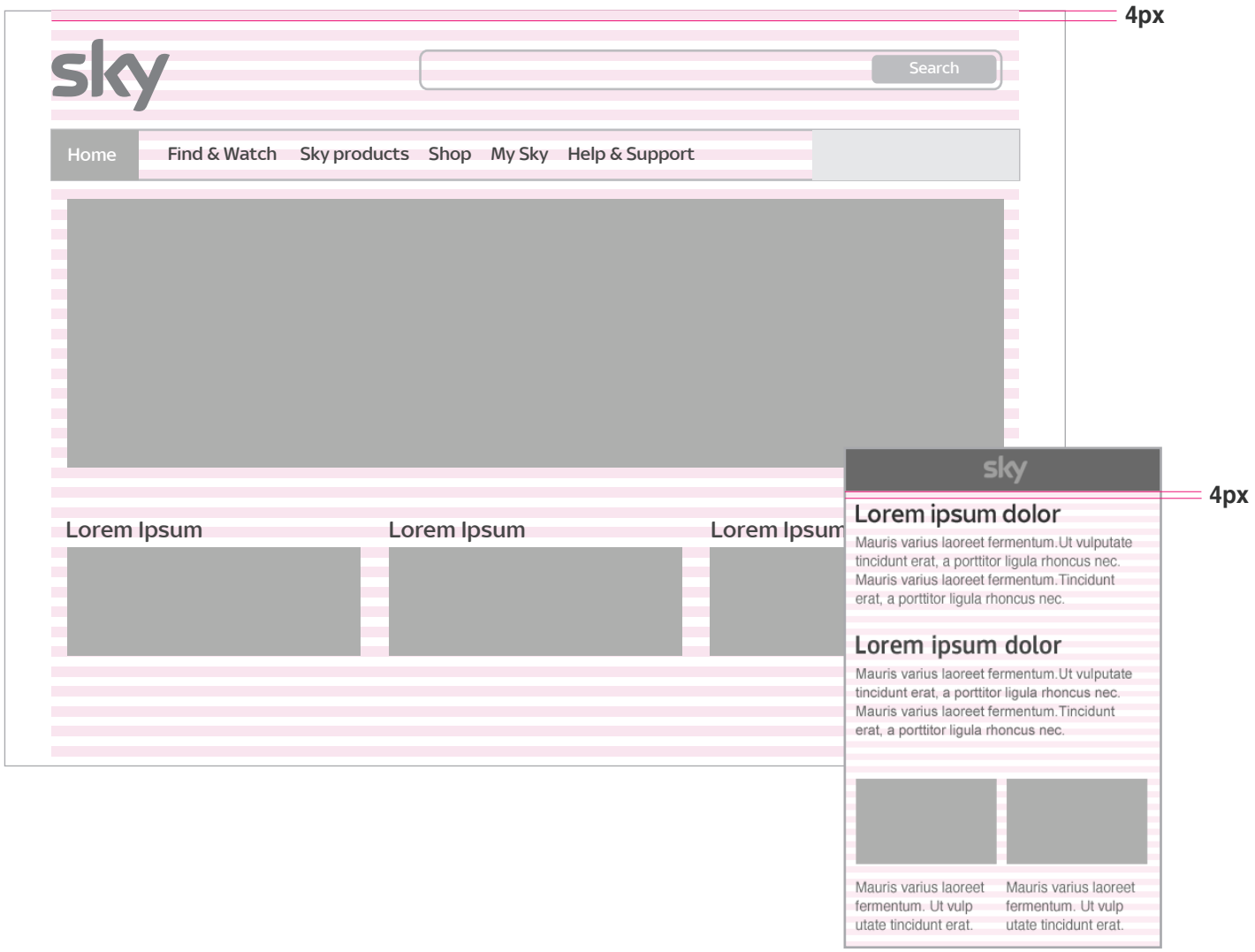
FLUID GRID

Scales fluidly and proportionally from largest screen size to smallest

Universal Grid
Vertical Rhythm

A grid gives structure to your website and provides the designer with a template to build on.

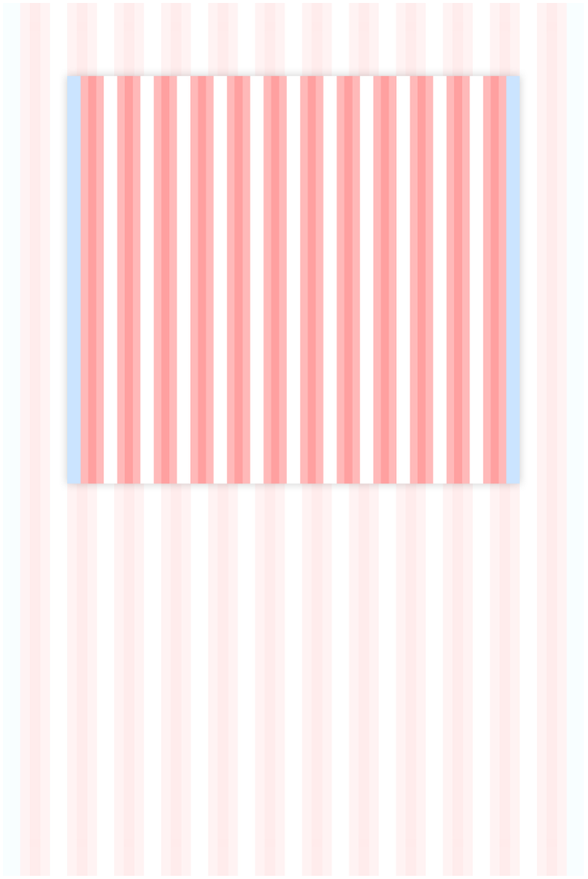
We created an 4px baseline for both desktop and mobile. You don't have to stick rigidly to the baseline grid, but it does help to create good vertical rhythm.



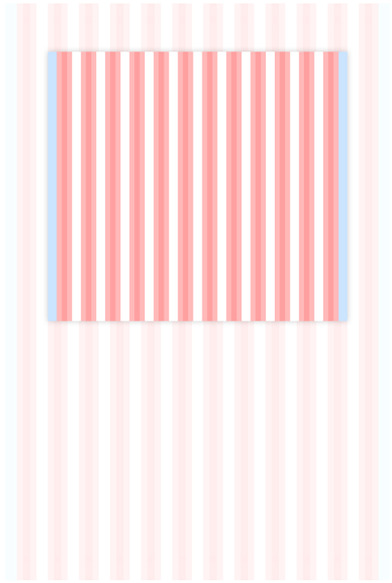
Universal Grid
On Pop-ups and Light Boxes

Desktop, laptop, and some tablets

When you have a pop up or a light box, use the same universal grid scaled down to the size of the element you are working on.

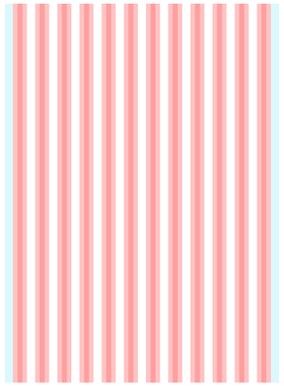


Tablets & large phones in landscape



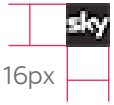
Mobile phones

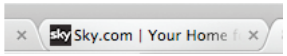
On Mobile the light box lays over the entire content.



Favicon

White icon on black background for Sky.com





Coloured background and white sky logo for channel branding

Sky 1

Sky Atlantic

Sky Movies

Sky Living

Sky Movies

Notifications
Responsive

The notification should appear at the top of the screen. It should contain a title, body, action, and close. The ideal character limit of the title of the message is 28, and the limit for the message is 75. The message will wrap as the screen gets smaller. Ensure that there is spacing around the close button (X) on mobile so the title does not run into the X. The title should wrap if it is too long.

If the message warns the user about an emergency, the title text should appear in red with a red information icon placed to the left of the title. An example of an emergency warning is shown on the tablet design.

The message is not fixed and will scroll with the page.

The message will remain at the top of the screen until the user either selects an action or closes it. One exception is the cookies message. Once the user navigates away from the page, the notice will be closed. If the user clicks through on the Cookies / Privacy page we don't assume this is compliance and leave the message until they navigate away from the page.

A cookie should be attached to the message. If the user closes the message, they should never see it again. Even if the users closes their browser and comes back to the site, they should not see the message again.

The notification works independently to the site area. For example, Help & Support may have a message that only displays when the user visits the Help & Support section of the site. There can also be global notifications that are supported by the Home Page team.

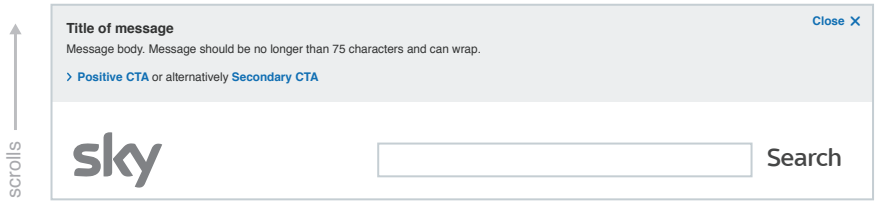
For mobile, the message should never take up more than a third of the screen (target devices fall around 450 - 570). The action should have plenty of space around it so it is easy to tap.

For mobile, the message should remain in place when the navigation opens. The same should happen when navigating to a new section, unless the message is specific to one section of the site. For example, the message may only be relevant to Help & Support.

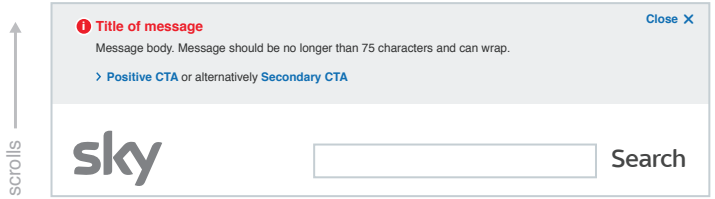
On mobile, if the message is ignored (scrolled past without selecting the action or closing), the top of the masthead should be anchored. Users can see the message by scrolling up.

For an example of the interaction with the messaging on mobile, go to youtube.com on a mobile phone.

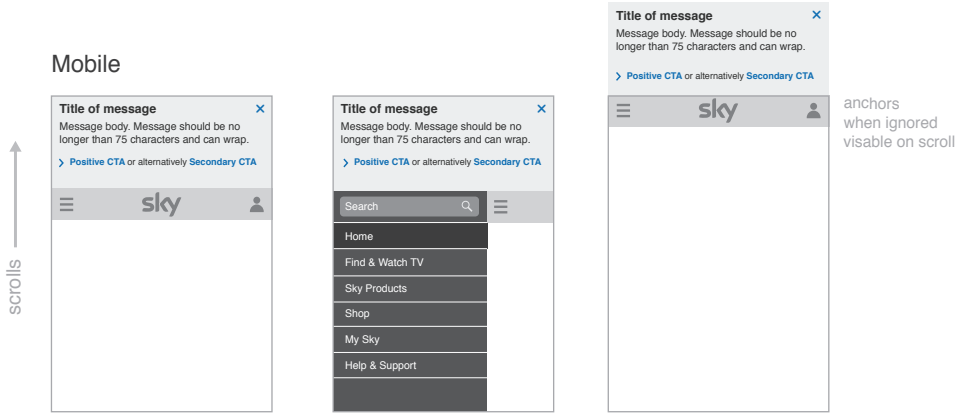
Desktop



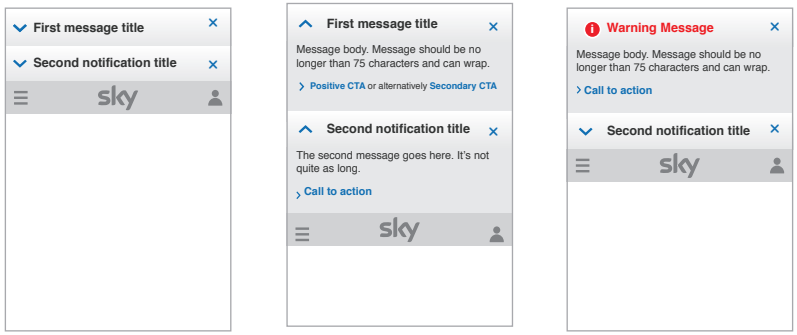
Tablet



Mobile

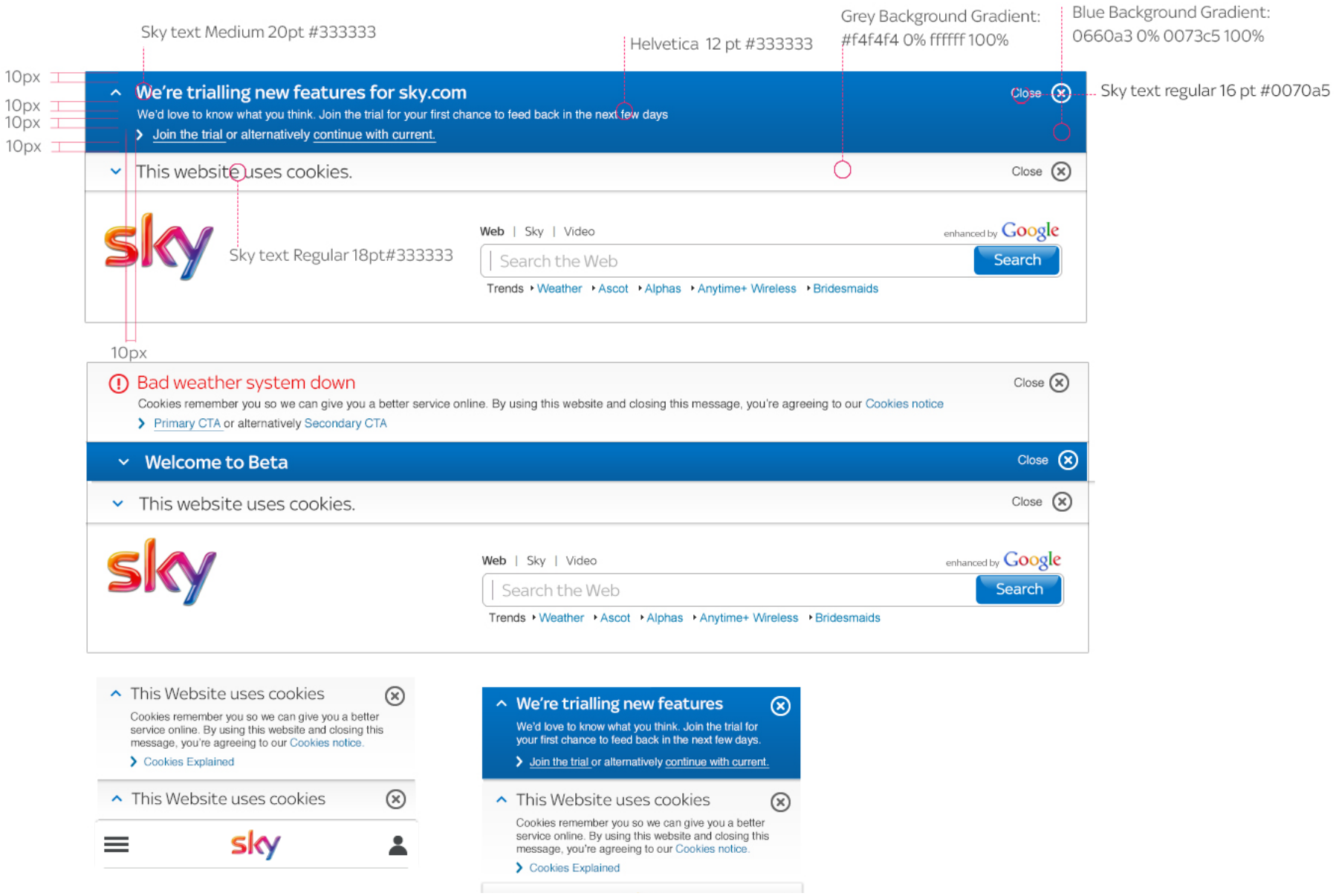


Stacked with Accordions



Notifications

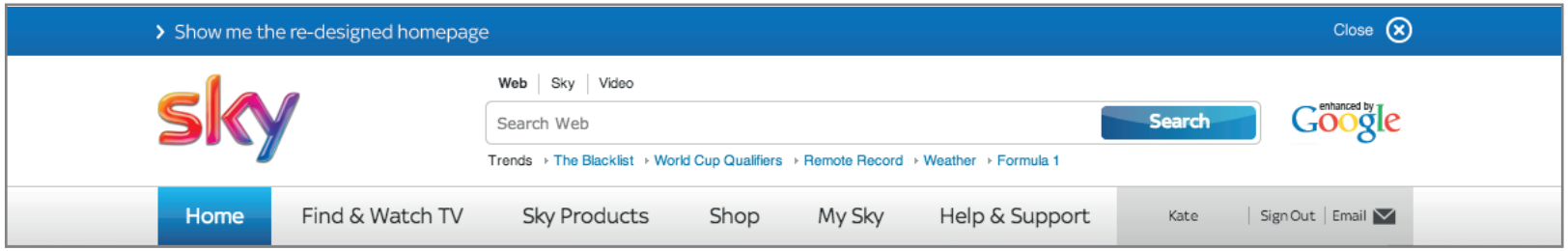
Multiple Message Visual Design

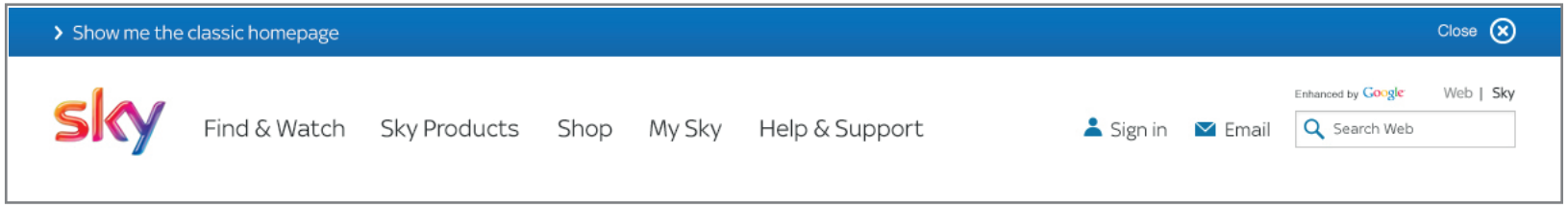


Notifications

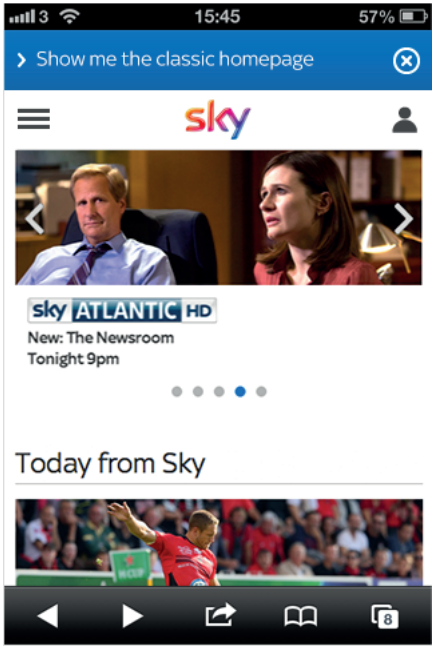
Homepage toggle desktop

Desktop





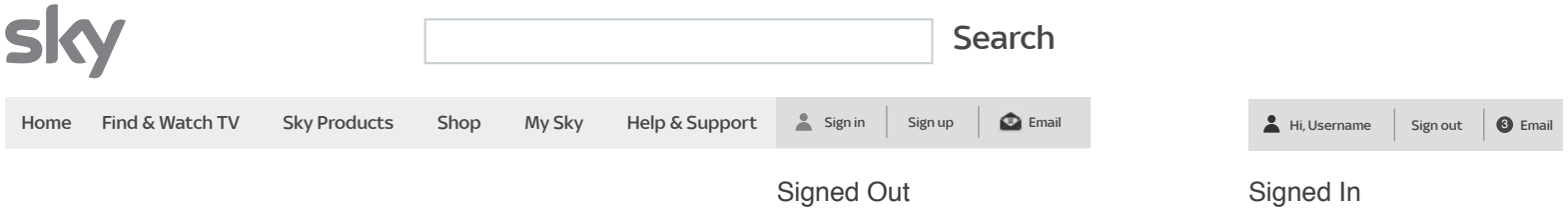
Mobile



Masthead

Responsive, Current IA

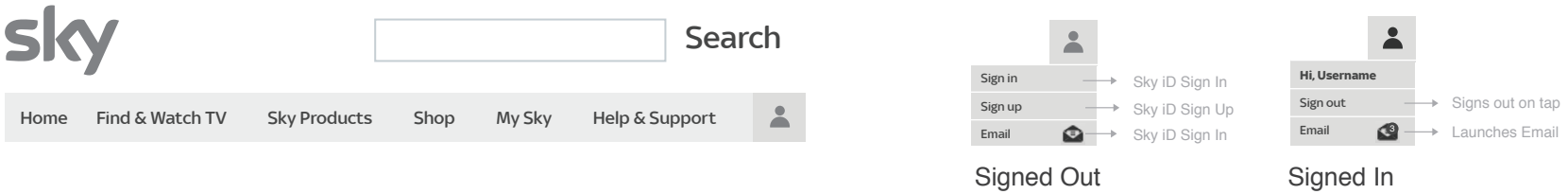
Desktop



Signed Out

Signed In

Tablet



Signed Out

Signed In

Mobile

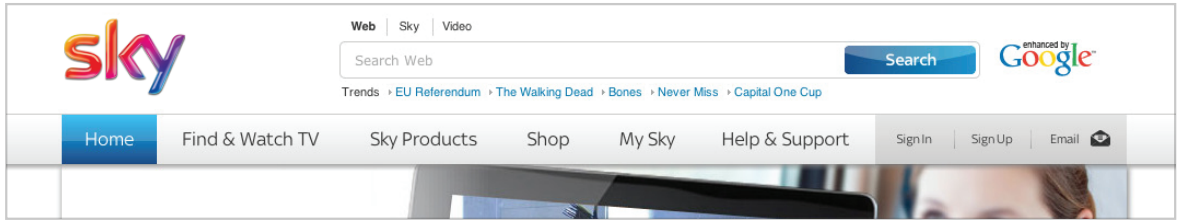
Signed Out

Signed In

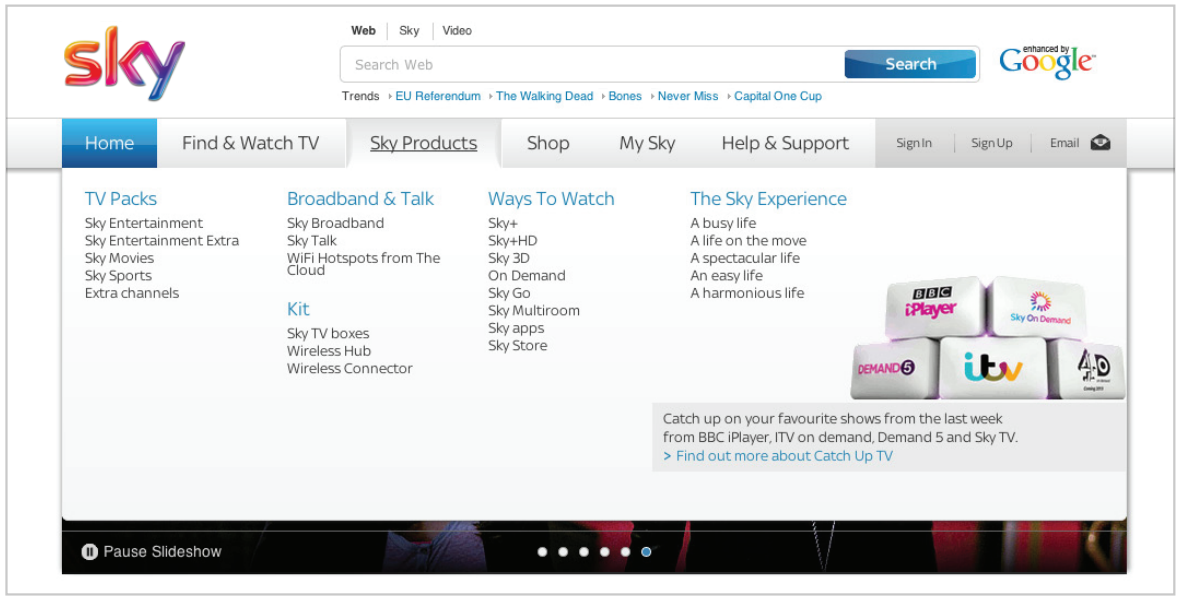
Masthead
Desktop Visual Design

974 px

Collapsed

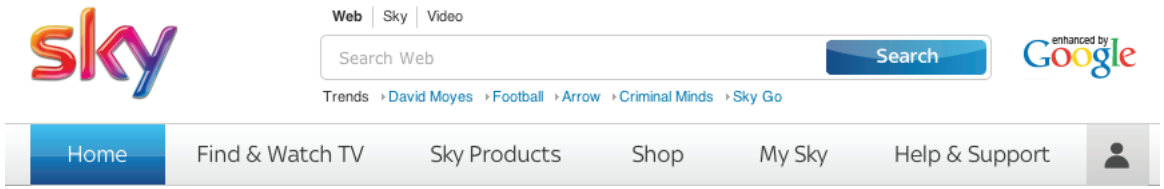


Expanded

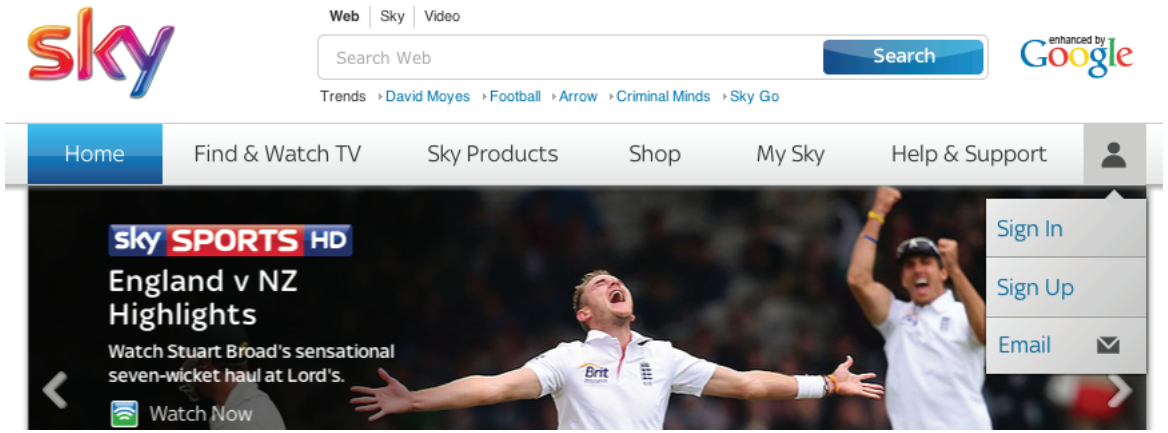


Masthead
Tablet Visual Design

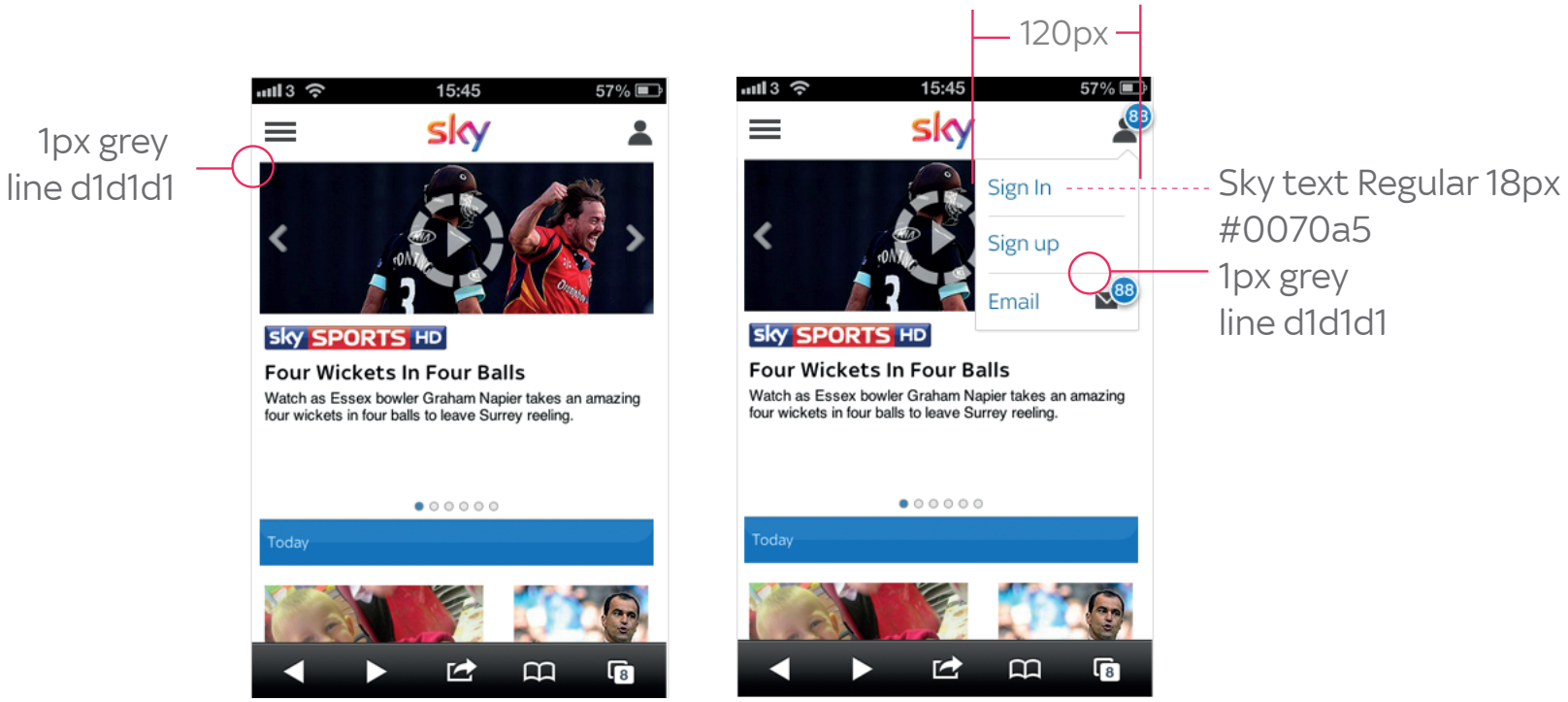
Collapsed



Tap on icon
to sing in

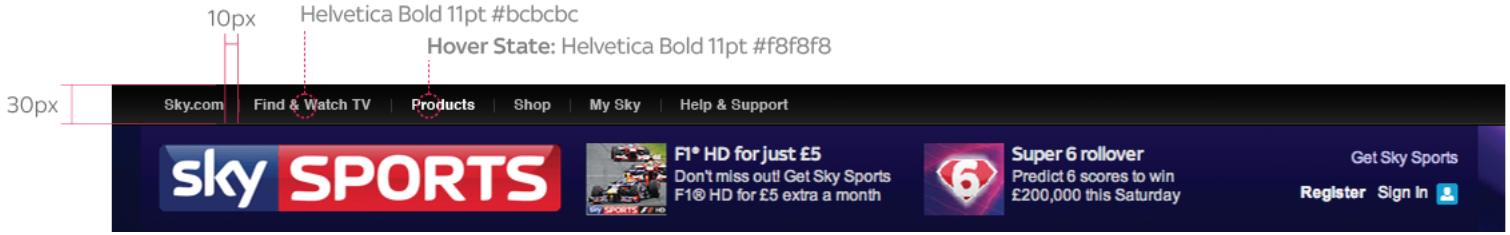


Masthead
Mobile Visual Design

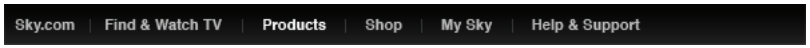


Masthead
Black Nav

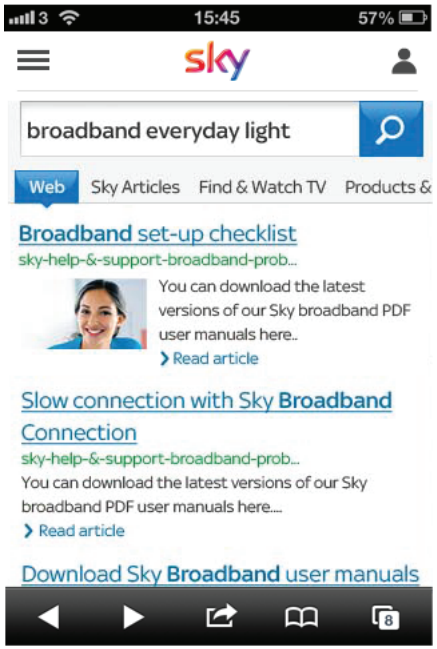
Desktop

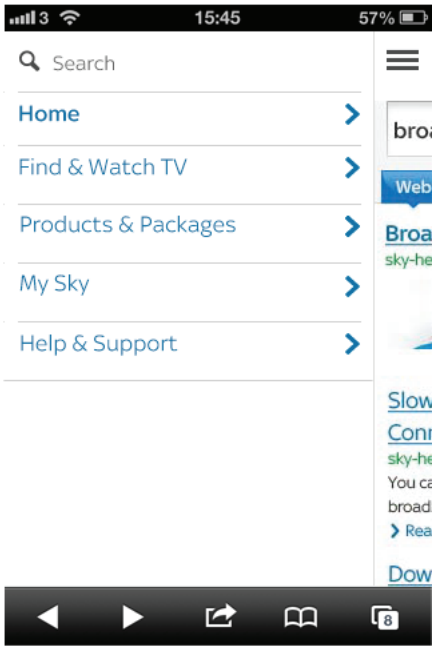


Tablet



Mobile



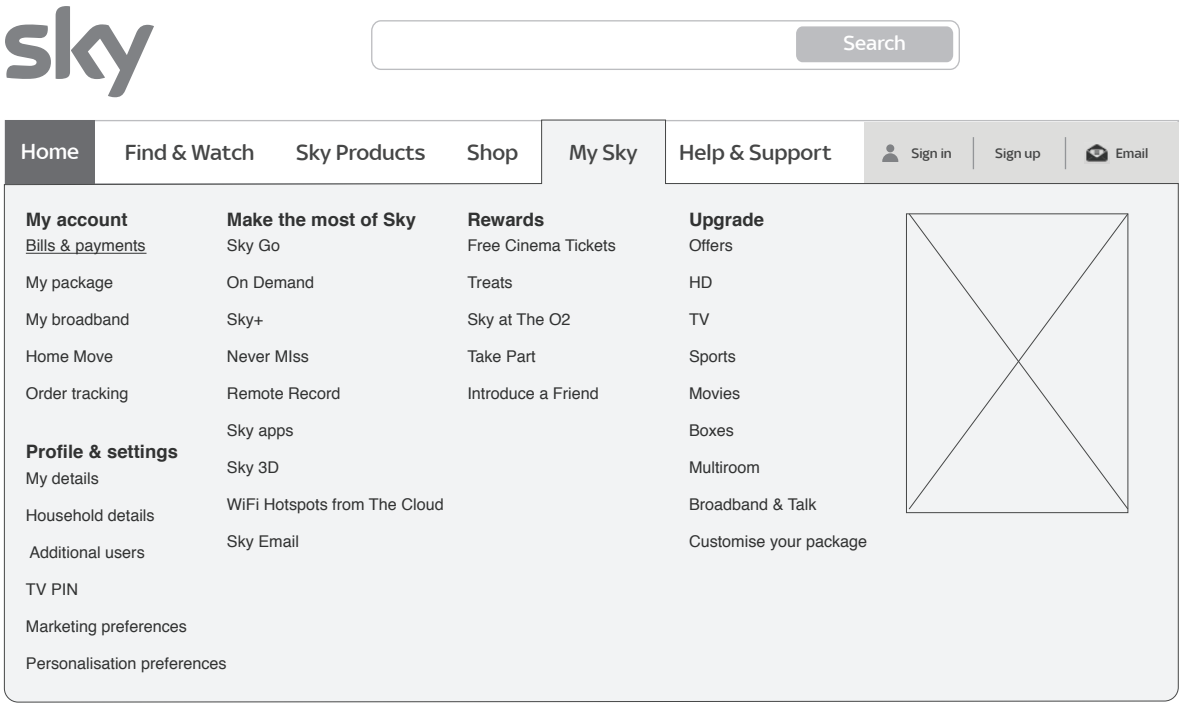


Navigation
Dropdown on desktop and tablet

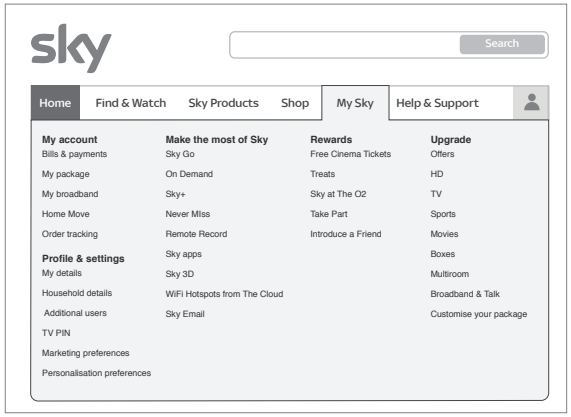
Desktop and tablet navigation will include a megadropdown.
On desktop the megradropdown is revealed when the user hovers over an item.
On tablet the megadropdown will be revealed on tap.
Navigation items within the dropdown span four columns and will not include the fifth column with the image as on desktop.

The links will be given more space than on the desktop site, which will allow users to more easily select the navigation items. When tapped, links will be underlined.

Desktop

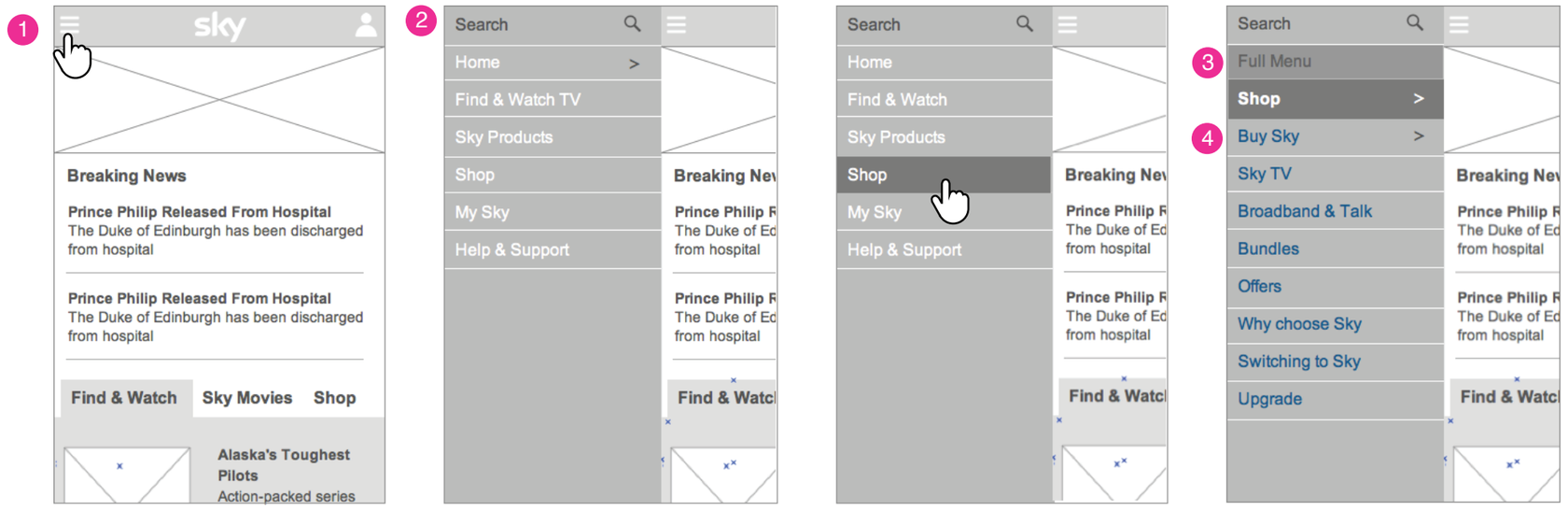


Tablet

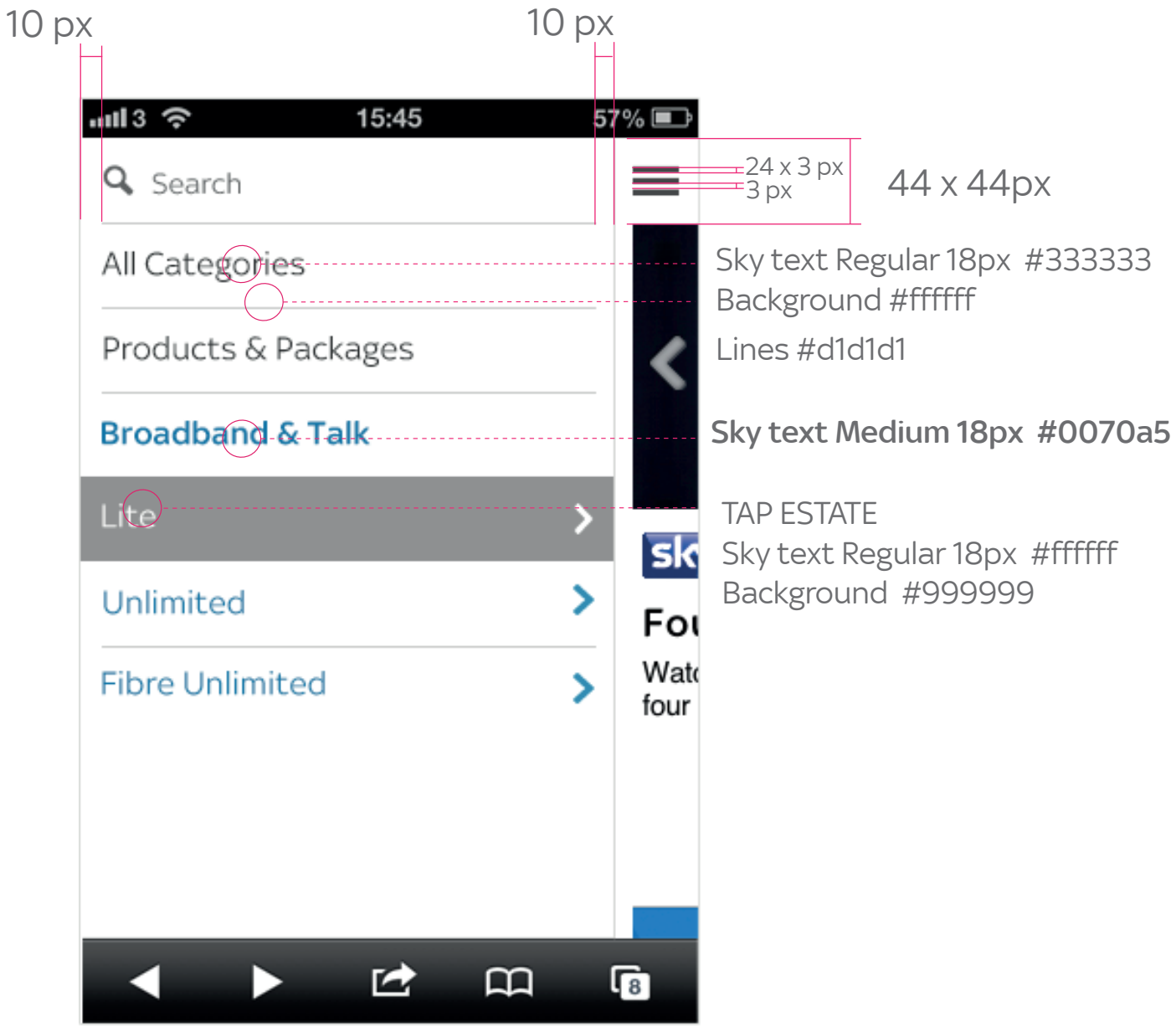


Navigation
Mobile

1. Tap on the left side icon to open and close the menu.
2. Menu slides to the right when open and to the left when it closes. When the menu slides open, it should not default to the search box. The menu that is displayed should correlate with the current page that the user is on.
3. When the user selects a category, the categories at the same levels are collapsed into a breadcrumb that appears above the selected category.
4. The children related to parent category expand below and are highlighted with a colour (See next page for visual design. The highlight colour is blue).
5. Arrows indicate linking to the relevant page. Links without arrows indicate further links available in that category.
6. When the user selects a link with an arrow, the menu slides to the left and opens the relevant page.



Navigation
Mobile Visual Design



Breadcrumb
Responsive

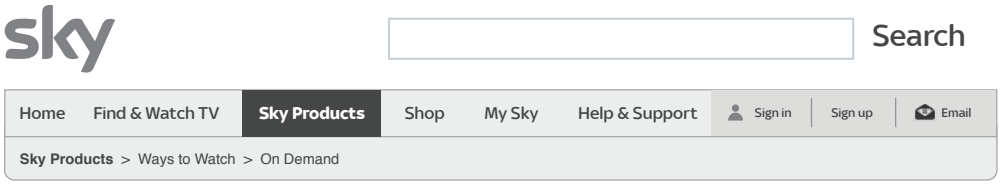
On desktop and tablet, the breadcrumb should display underneath the navigation bar. The breadcrumb is also displayed along the bottom of the mega dropdown.

On mobile, the navigation is a vertical breadcrumb trail that lets the user know where they are on the site. There is also an in-page breadcrumb trail that only shows the last page the user has visited with a back arrow. When a user selects the arrow or the text, they are taken back one page.

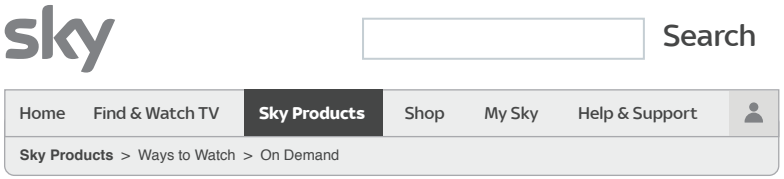
The breadcrumb does not display on the home screen.

If a user is deep linked into a page, the breadcrumb should reveal the site structure to get to that page. For example, if a user gets an email about upgrading to Sky Movies, the page breadcrumb should display Shop > Upgrade > Movies upgrade. Mobile is the exception. The page should only display < Upgrade.

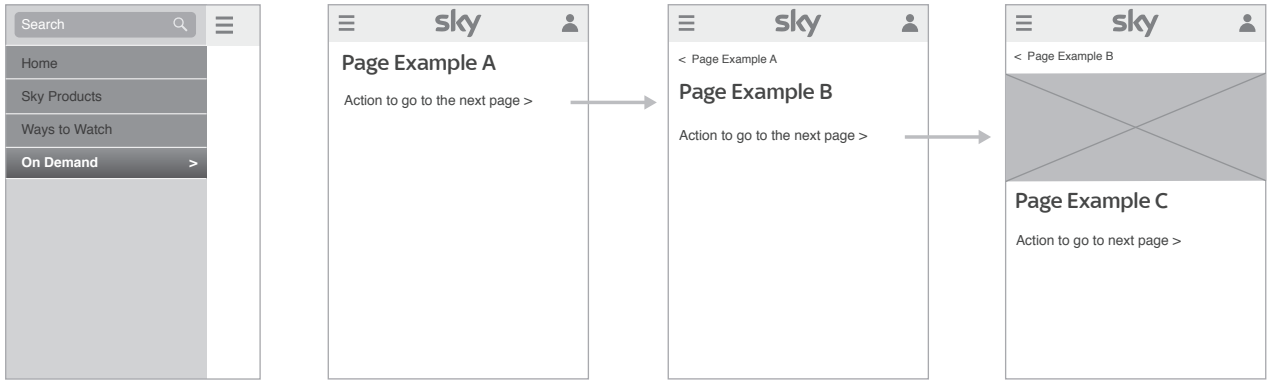
Desktop



Tablet

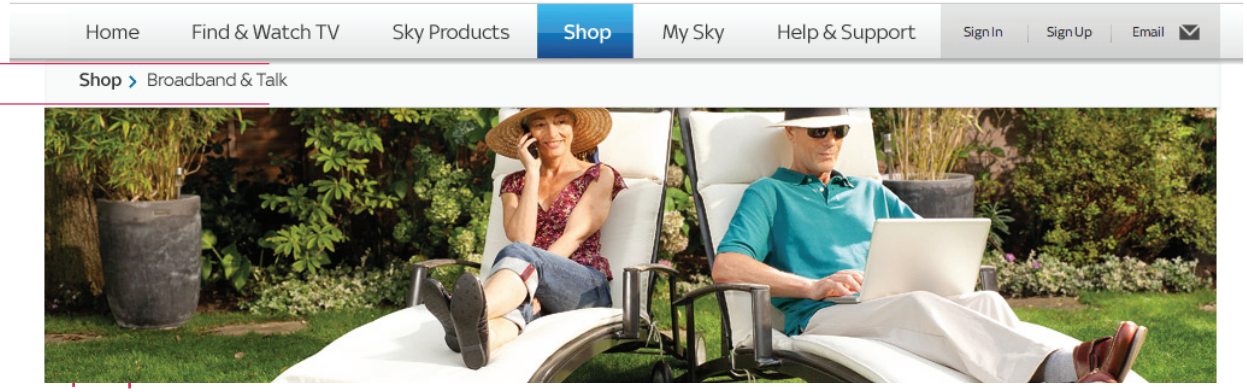


Mobile

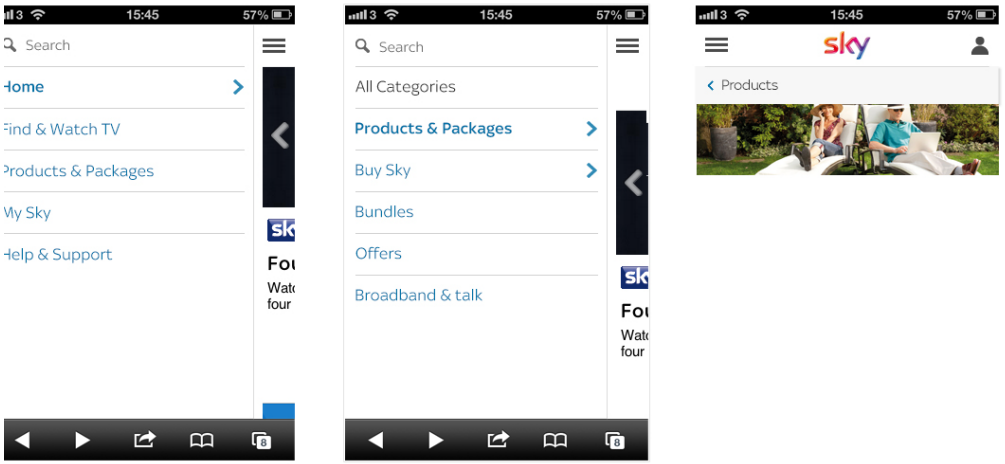


Breadcrumb
Responsive

Desktop & Tablet

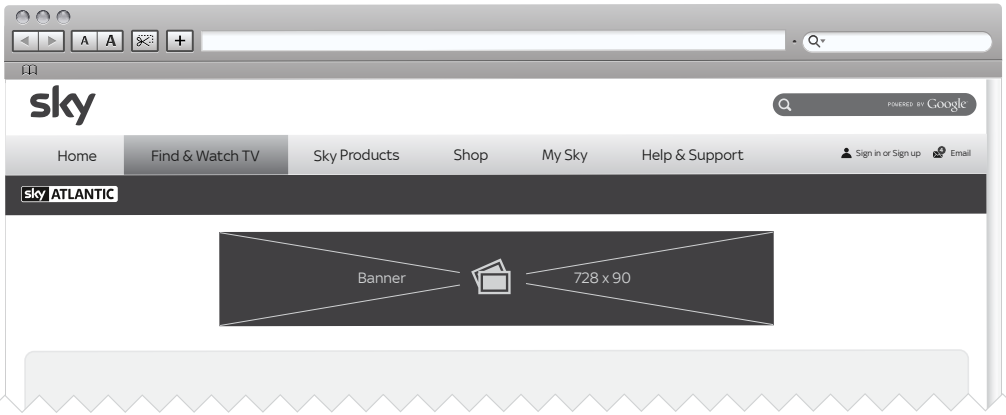


Mobile

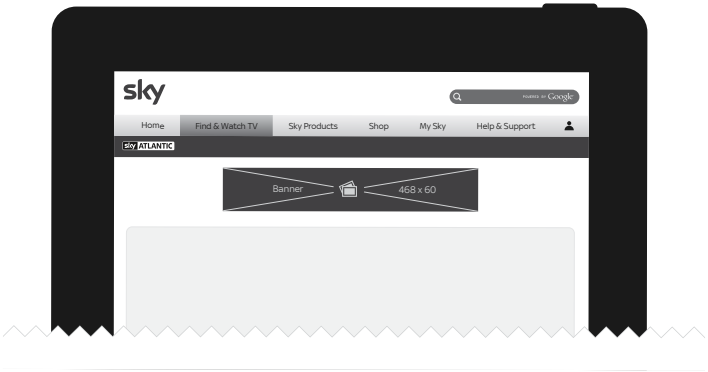


Advertising
Desktop & tablet

Sky Channel leaderboard banner application



Tablet Sky channel page



Advertising
Mobile

Double masthead

User can close the banner

Full page nav
Mobile one-to-one navigation pattern

Broadband & Talk

Sky Broadband Unlimited

› Find out more

Each link takes to a new page

Sky Fibre Unlimited

› Find out more

Sky Fibre Unlimited Pro

› Find out more

Which broadband package can I get?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer quis laoreet neque. Curabitur interdum quam nom.

› Broadband speed checker

It's easy to switch to Sky Broadband

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer quis laoreet neque. Curabitur interdum quam nom.

Takes to the parent page

‹ Broadband & Talk

Sky Broadband Unlimited

Sub-page 1

consectetur adipiscing elit. Phasellus dictum nunc vitae dolores ipsum elis accumsan fermentum. Quisque eu dignissim velit. Integer tempor nisl ut ligula aliquet, eu tristique turpis dictum. Proin consequat turpis pharetra risus pharetra imperdiet. Donec eu nibh quis massa placerat ultricies. Praesent tincidunt orci malesuada risus consectetur neque tempor. Vestibulum vulputate a nibh vitae iaculis. Nunc aliquam odio sodales rhoncus auctor. Cras accumsan leo non laoreet semper. Nulla facilisis nulla ipsum, sit amet egestas ipsum luctus aliquet.

Sub-page 2

adipiscing elit. Phasellus dictum nunc vitae dolores ipsum elis accumsan fermentum. Quisque eu dignissim velit. Integer tempor nisl ut ligula aliquet, eu tristique turpis dictum. Proin consequat turpis pharetra risus pharetra imperdiet. Donec eu nibh quis massa placerat ultricies. Praesent tincidunt orci malesuada risus fringilla consectetur neque tempor. Vestibulum vulputate a nibh vitae iaculis. Nunc aliquam odio sodales rhoncus auctor. Cras accumsan leo non laoreet semper. Nulla facilisis nulla ipsum, sit amet egestas ipsum luctus aliquet.

Sub-page 3

consectetur adipiscing elit. Phasellus dictum nunc vitae dolores ipsum elis accumsan fermentum. Quisque eu dignissim velit. Integer tempor nisl ut ligula aliquet, eu tristique turpis dictum. Proin consequat turpis placerat ultricies. Praesent tincidunt orci malesuada risus fringilla feugiat. Fusce pretium nibh at tellus dignissim, eget consectetur neque tempor. Vestibulum vulputate a nibh vitae iaculis. Nunc aliquam odio sodales rhoncus auctor. Cras accumsan leo non laoreet semper. Nulla facilisis nulla ipsum, sit amet egestas ipsum luctus aliquet.

Sub-page 4

adipiscing elit. Phasellus dictum nunc vitae dolores ipsum elis accumsan fermentum. Quisque eu dignissim velit. Integer tempor nisl ut ligula aliquet, eu tristique turpis dictum. Proin consequat turpis pharetra risus pharetra imperdiet. Donec eu nibh quis massa placerat

Takes to the parent page

‹ Sky Broadband Unlimited

Sub-page 1

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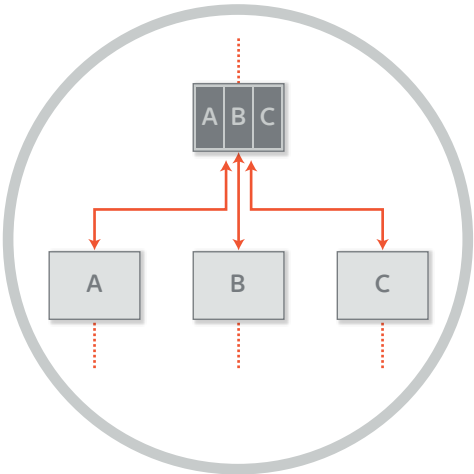
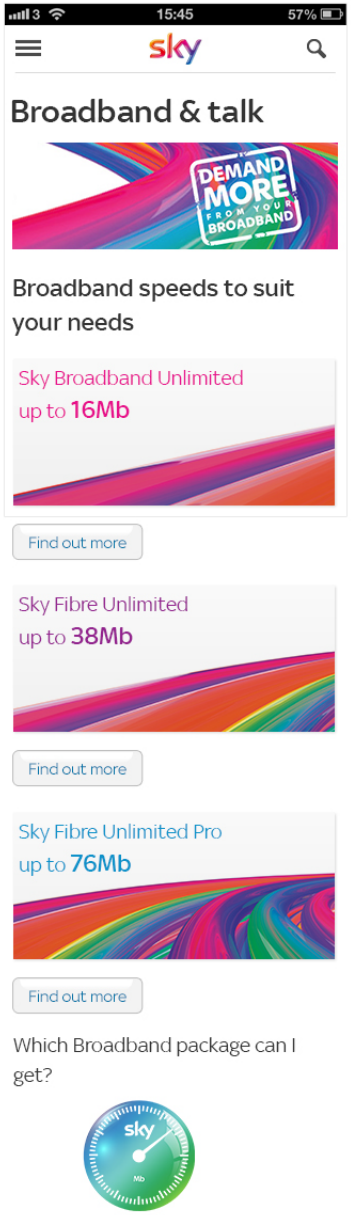
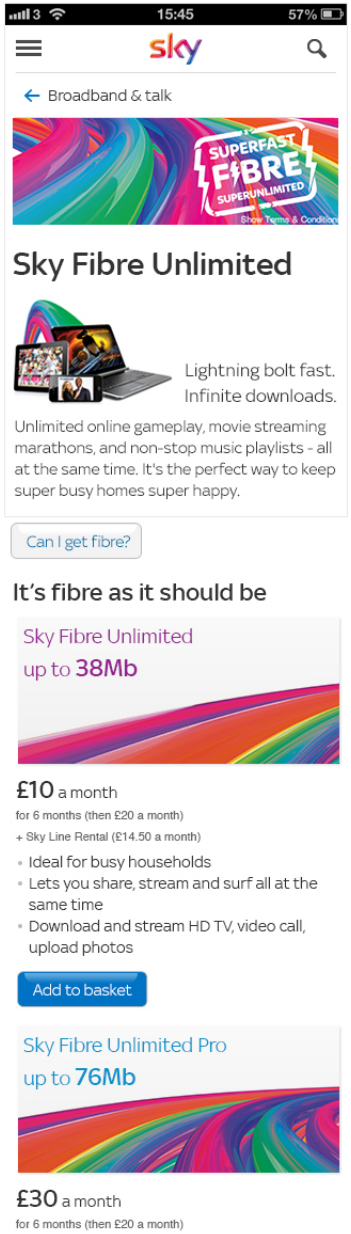


Each of the individual pages (A, B, C) is only linked with its parent page. There is no horizontal navigation.

Full page nav

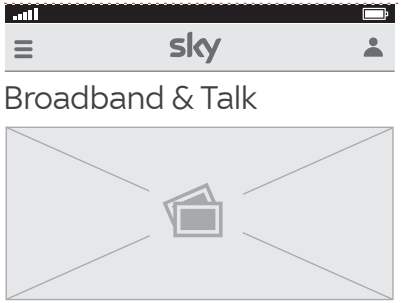
Mobile one-to-one navigation visual



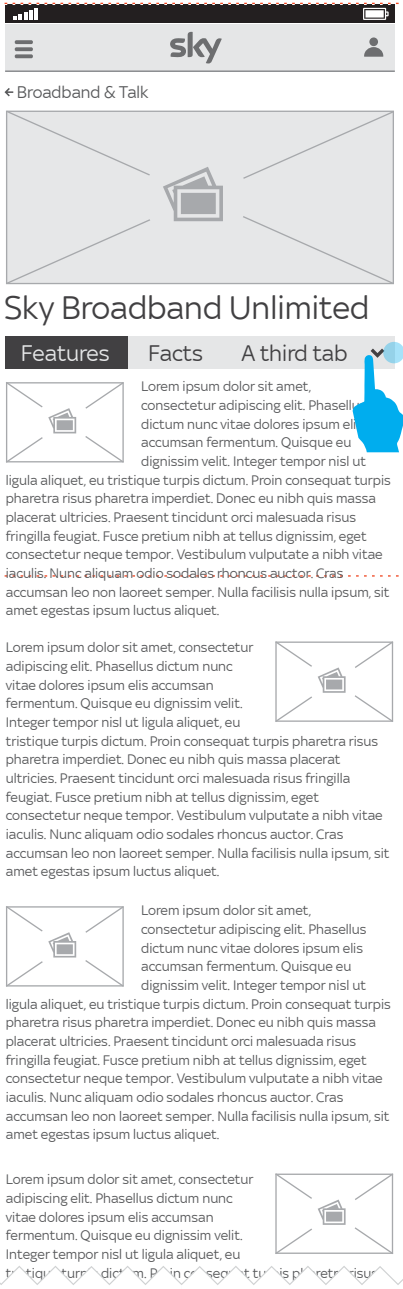


Mobile tabbed navigation pattern

Hub page

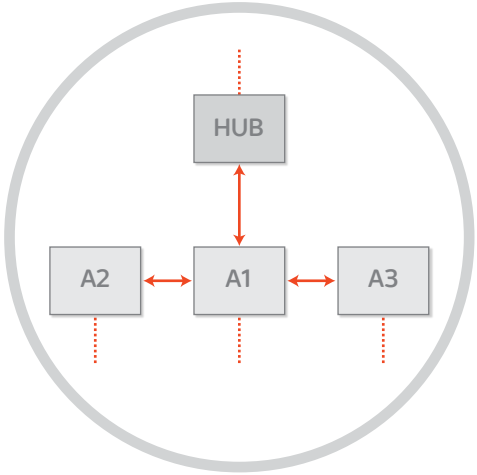


Multiple views destination page

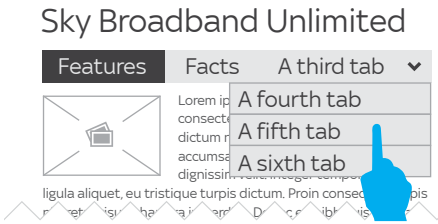


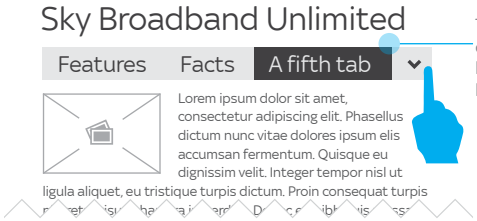
Links that do not fit in one line are hidden in a drop-down

Pattern visualization

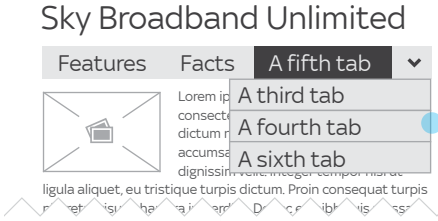


User can navigate horizontally between different page views.





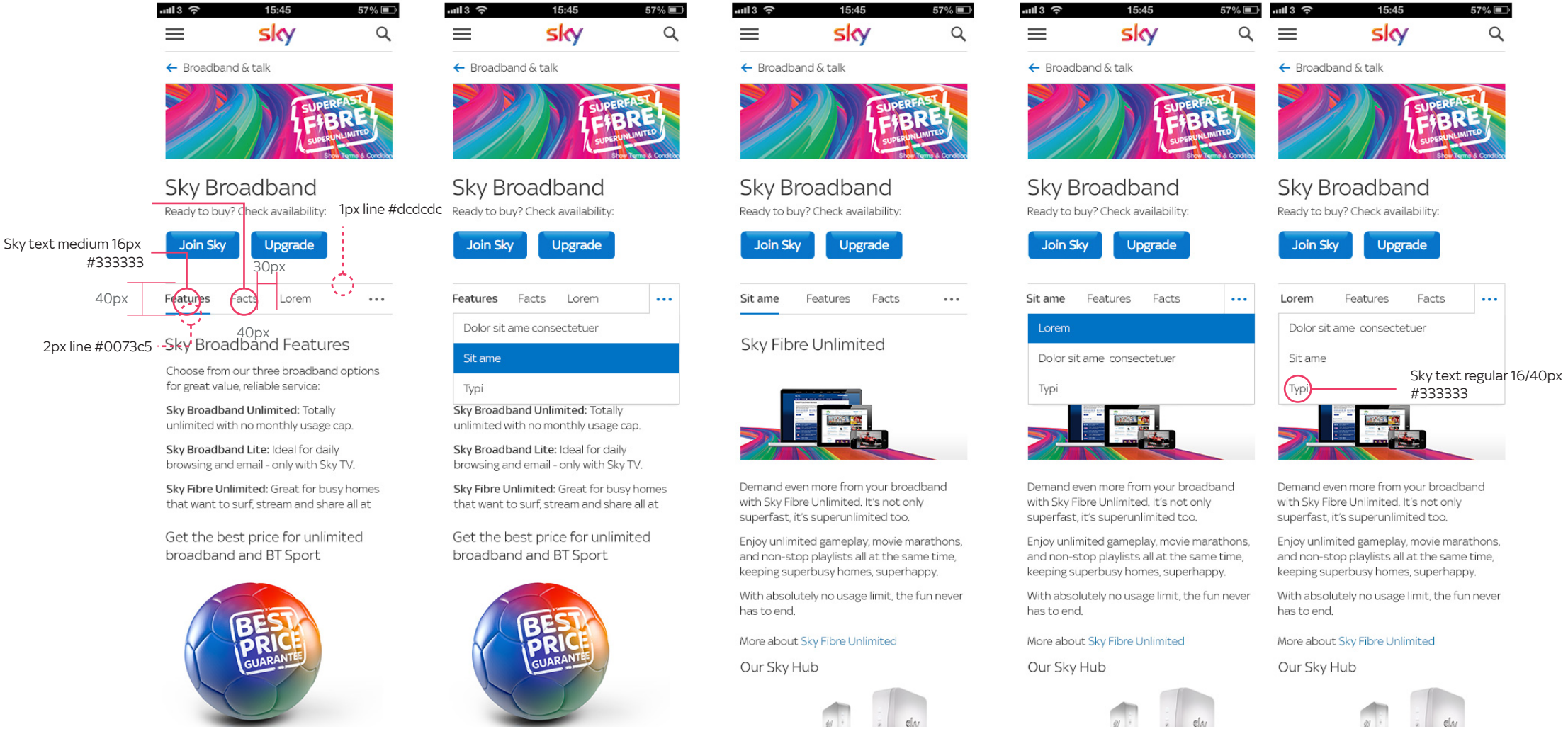
The selected tab from the drop-down appears as the last option in the horizontal line



"Fifth tab" is missing now from this list

Full page nav

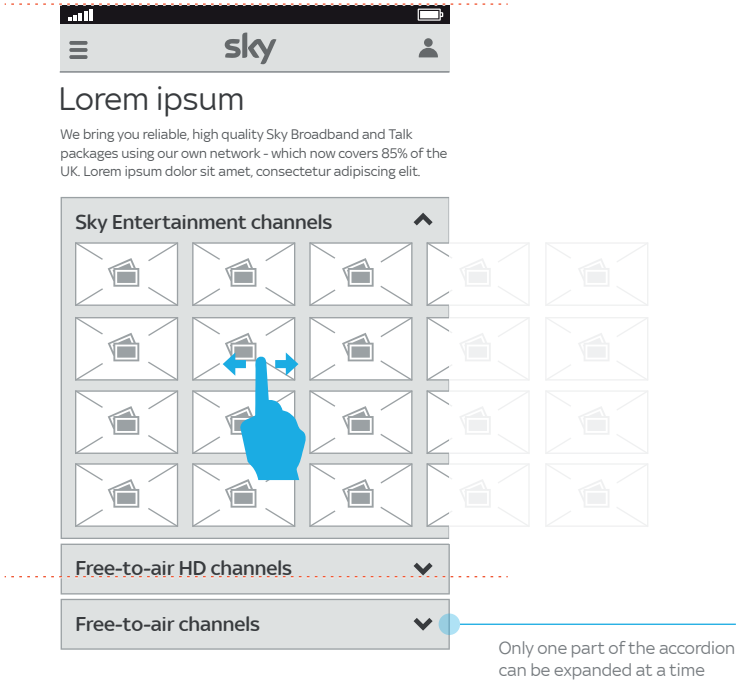
Mobile tabbed navigation visual



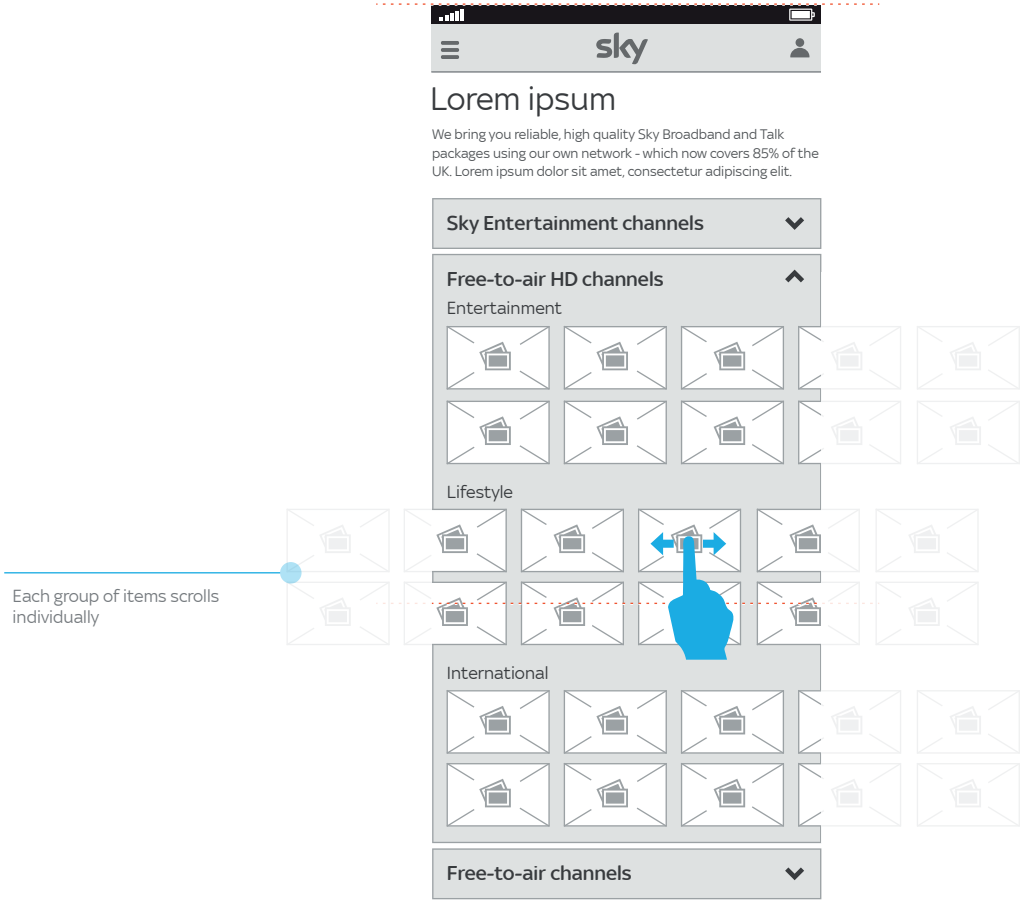
Module page nav

Mobile tabbed navigation pattern

An example of an accordion with a single block of content



An example of an accordion where content is split in different groups

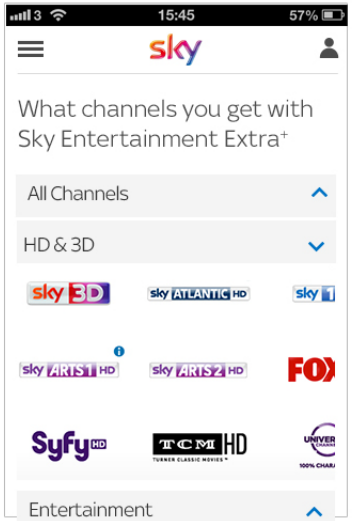


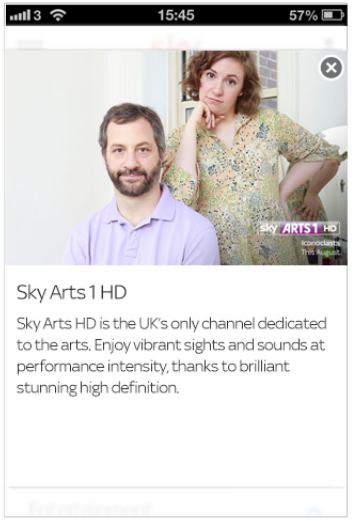
Module page nav

Mobile tabbed navigation visual

Desktop

Mobile





Video Player, Desktop
Responsive

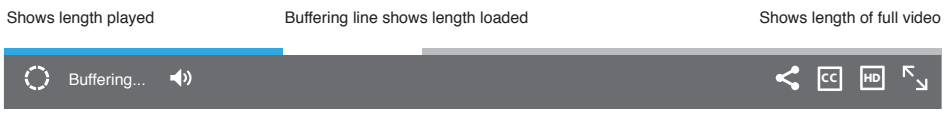
All videos should be at a 16:9 ratio. The primary state should always show a close button in the top right hand corner so the user knows how to close the video at all times.

On hover, the video timeline and controls are shown.

Primary State

Hover State

Video Player, Desktop
Responsive



hover over any part of timeline

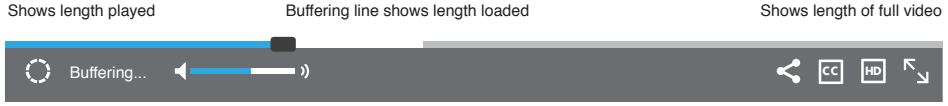
Hover over the exact time you are currently at

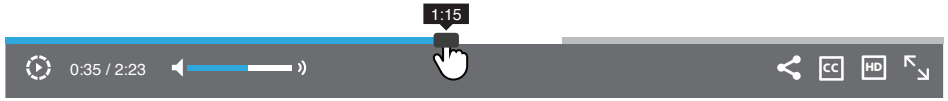
On click, play at that time stamp

Click and drag

hover

hover



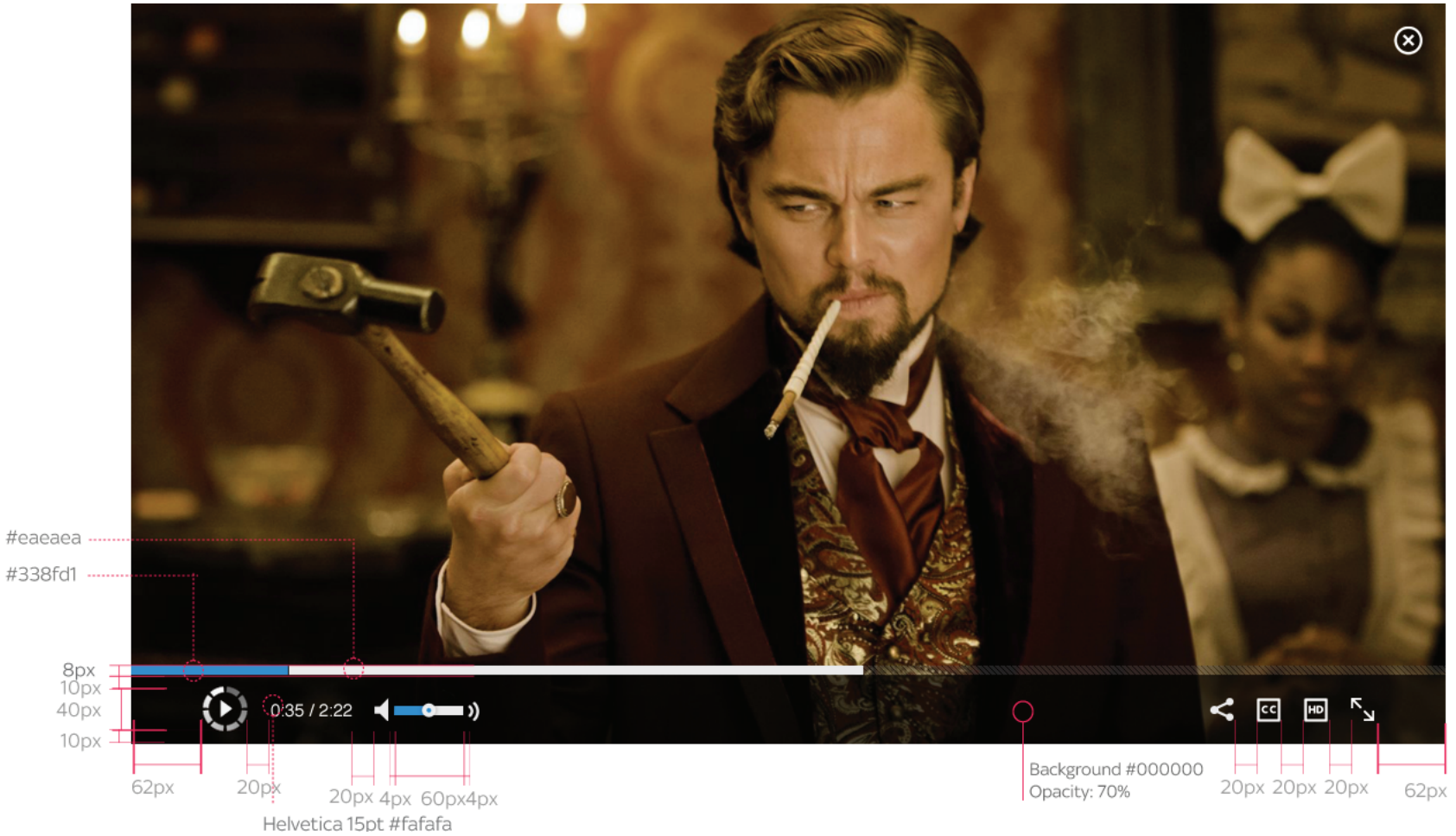


On tap, play at that time stamp

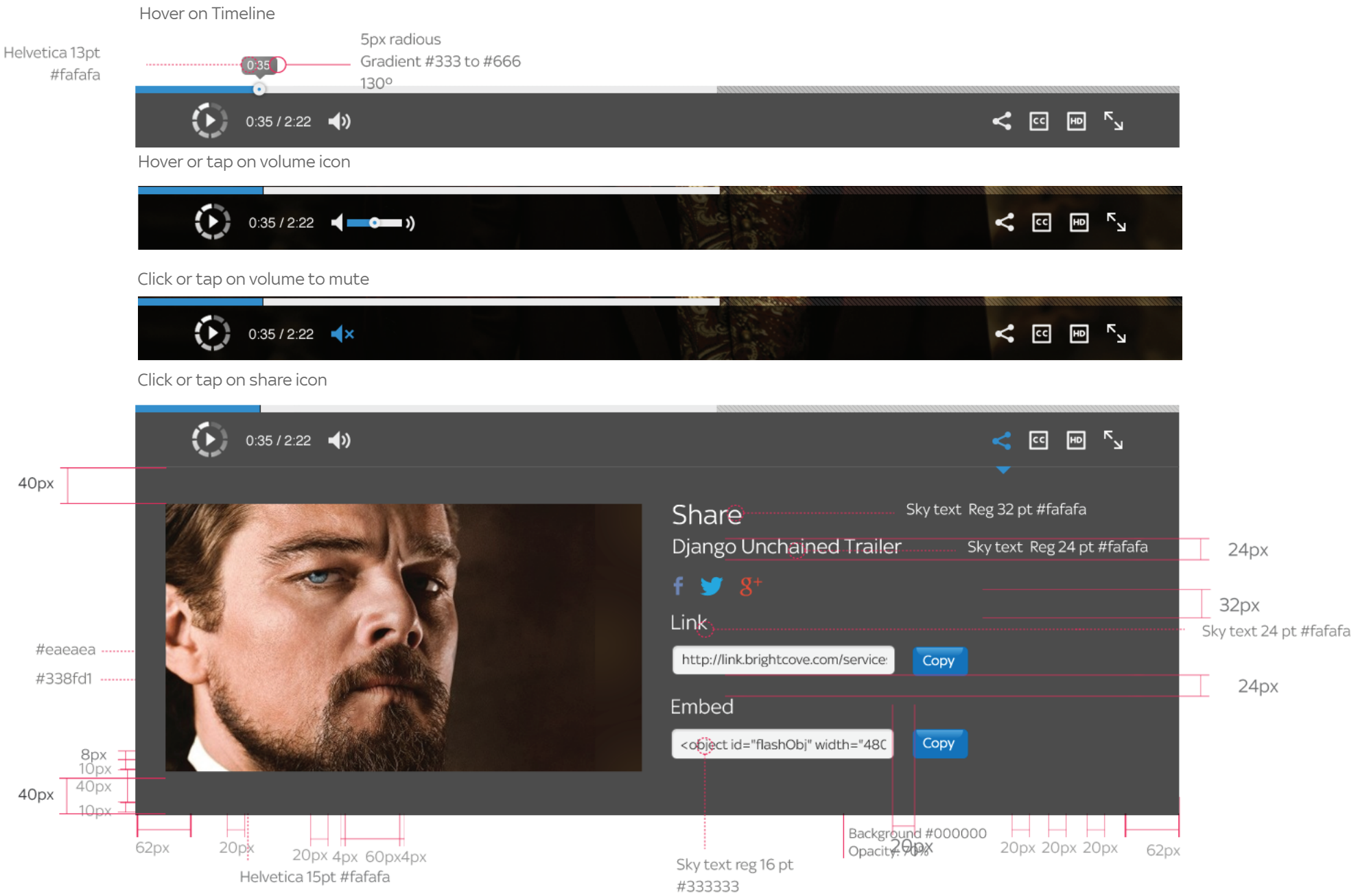
tap and drag

tap and drag

Video player
Desktop controls



Video player
Desktop & tablet



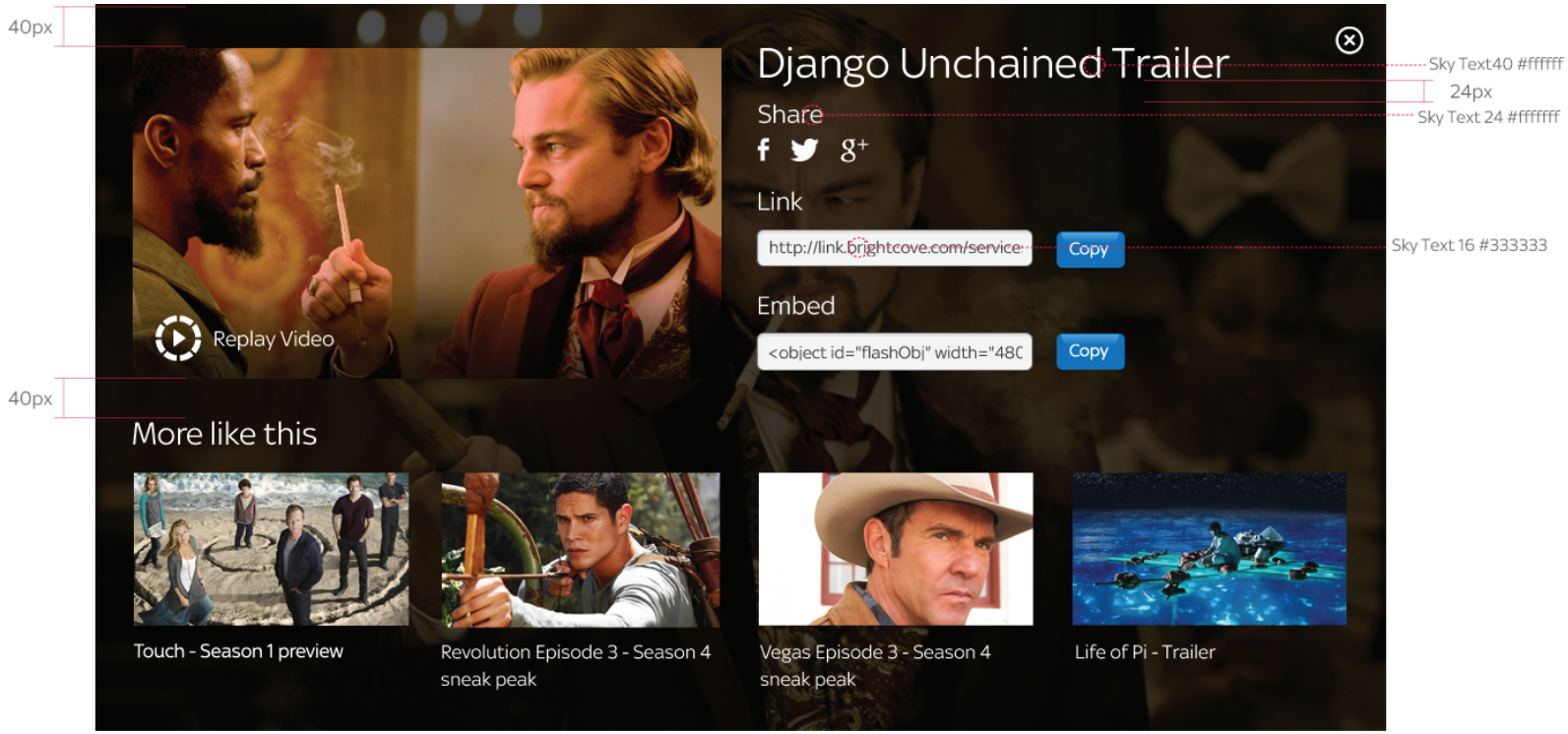
Video player
Desktop & tablet Subtitles

Desktop

Tablet

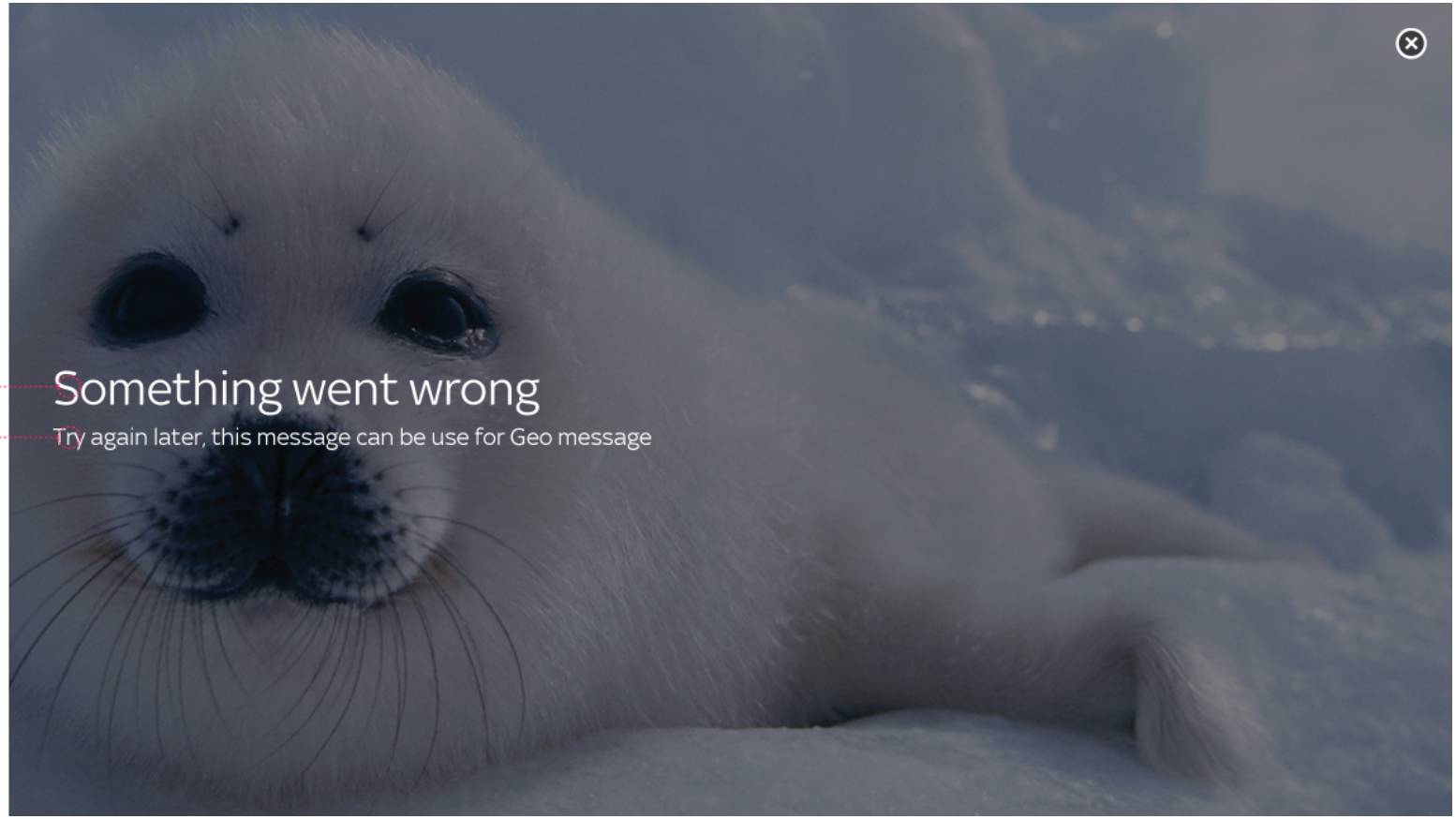
Video player
Final screen

Final screen with recommendation

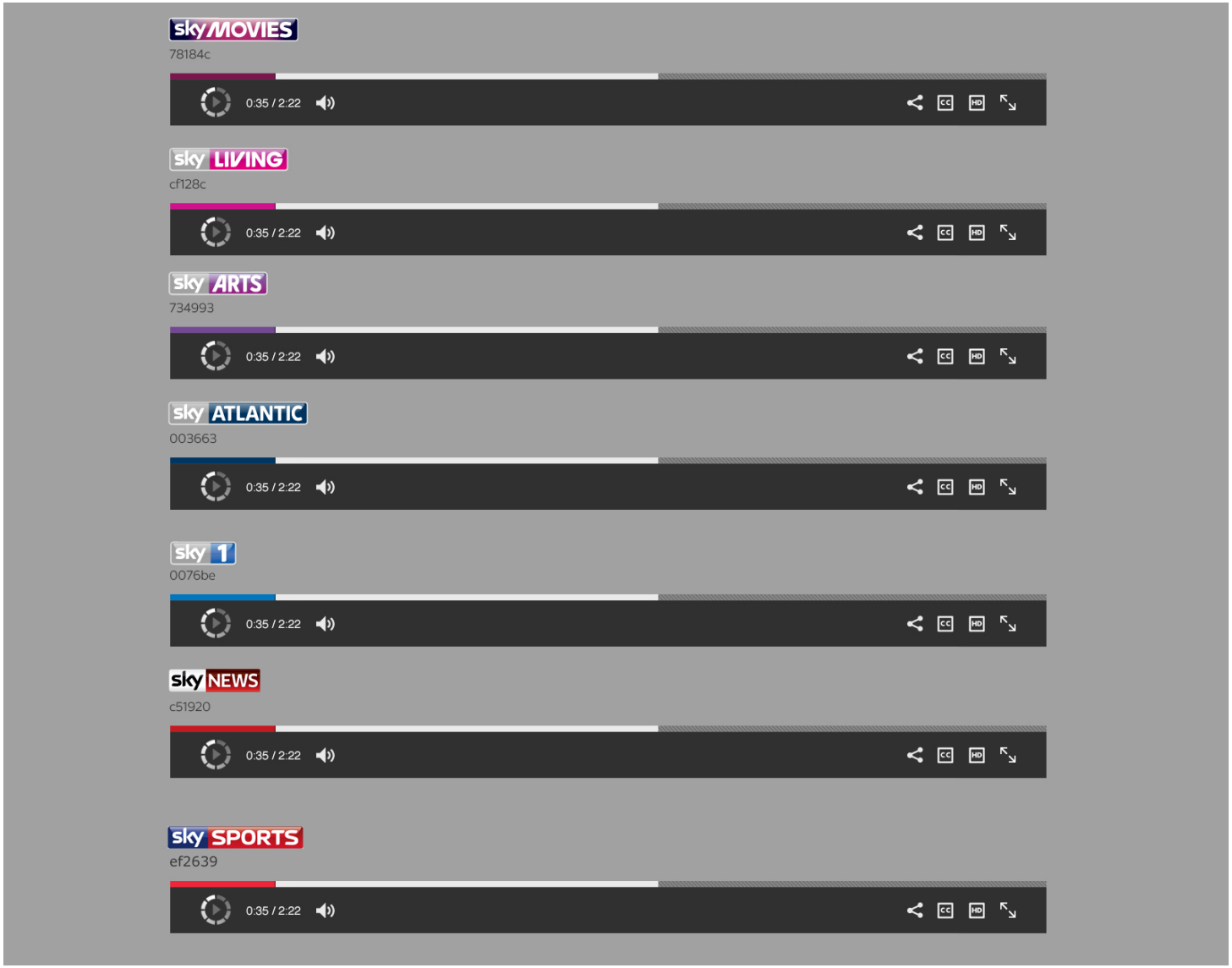


Ad plays before video

Video player
Channels



Video player
Channels

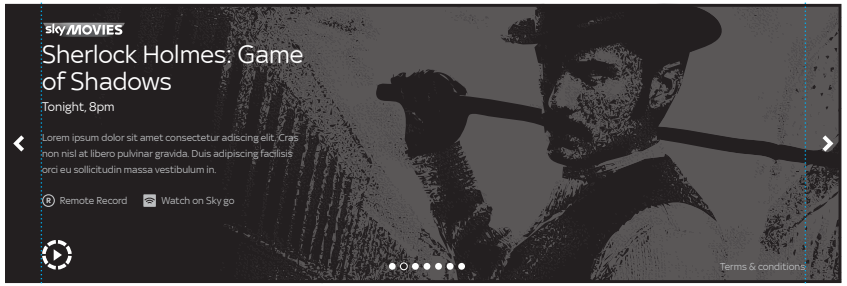


Carousel slide rotation
Desktop & tablet

On desktop the carousel will autoro-tate through slides with a set interval. The maximum number of slides will be 7. On desktop the carousel will pause when user moves his cursor over it.

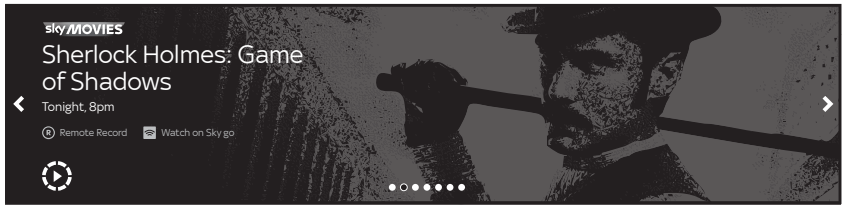
Desktop and mobile carousels will not auto-rotate.

Hero carousel default state



Left slide interaction zone | Active slide interaction zone | Right slide interaction zone

Shallow carousel primary state



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed nec lectus velit. Maecenas suscipit dictum placerat. Nunc dignissim lacus vitae nisl vestibulum consequat. Integer nisl tellus esa tincidunt a vehicula vel, scelerisque ut nisl. Nulla eget neque dolor. In eros lectus ora vulputate quis bibendum sedin ultrices id ante. Vivamus interdum augue loremis vel leo tristique... **More**

Up to 2 lines of T&C's appear up front on this carousel example

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed nec lectus velit. Maecenas suscipit dictum placerat. Nunc dignissim lacus vitae nisl vestibulum consequat. Integer nisl tellus esa tincidunt a vehicula vel, scelerisque ut nisl. Nulla eget neque dolor. In eros lectus ora vulputate quis bibendum sedin ultrices id ante. Vivamus interdum augue loremis vel leo tristique. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed nec lectus velit. Maecenas suscipit dictum placerat. Nunc dignissim lacus vitae nisl vestibulum consequat. Integer nisl tellus esa tincidunt a vehicula vel, scelerisque ut nisl. Nulla eget neque dolor. In eros lectus ora vulputate quis bibendum sedin ultrices id ante. Vivamus interdum augue loremis vel leo tristique. Lorem ipsum dolor sit amet, consectetur adipis tincidunt a vehicula vel, scelerisque ut nisl. **Collapse**

Clicking "More" reveals the rest of the T&C's pushing the page down. "Collapse" folds them back.

Carousel automatic slide rotation

Carousel images slide from left to right
Transition: 0.5"
Ease in: 0.5"
Pause: 5"

Carousel interactive elements
Desktop & tablet

All text links will be underlined on hover.

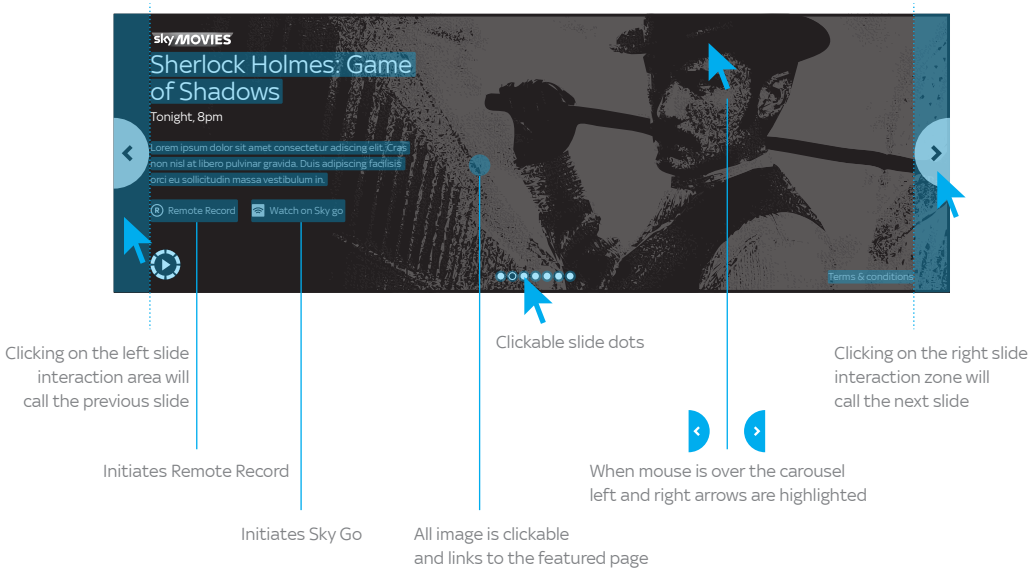
The carousel title should fit in 2 lines and the subtitle should be no longer than 55 characters

When user clicks on the left slide interaction zone (L) the previous slide will be called.

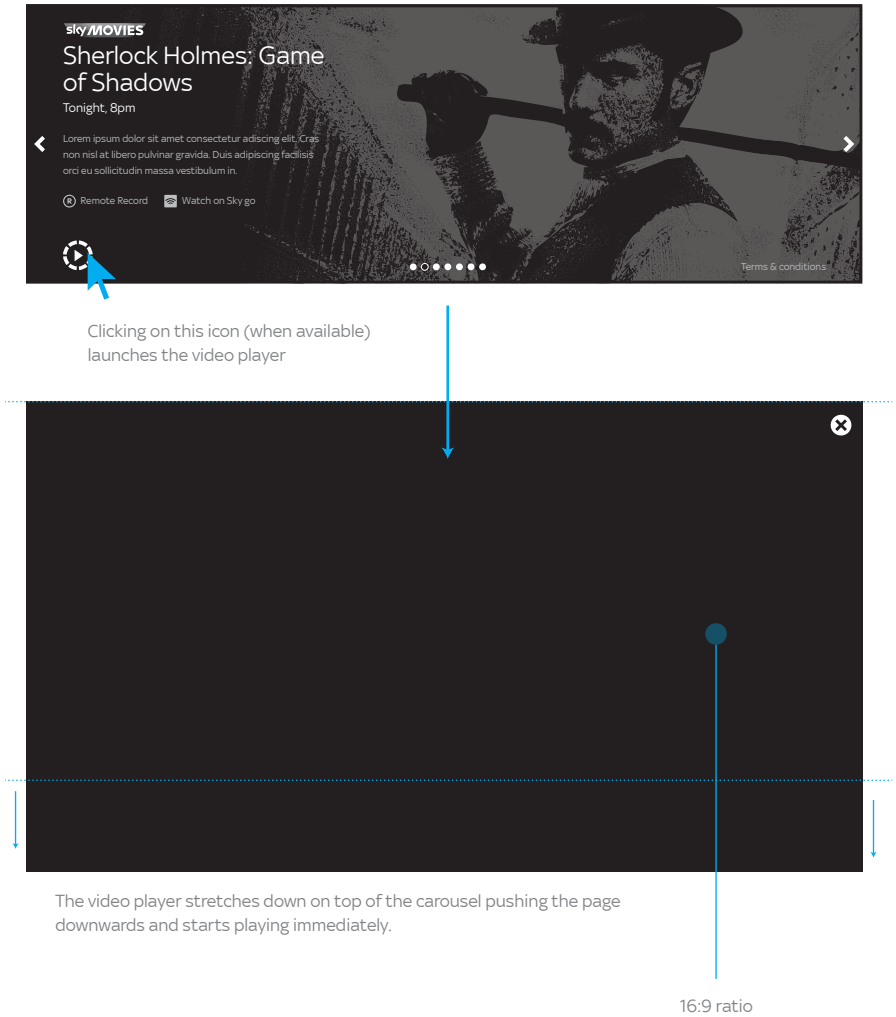
When user clicks on the right slide interaction zone (R) the next slide will be called.

When user clicks on the active slide interaction zone (A) he will be taken to the corresponding page.

Carousel interactive areas



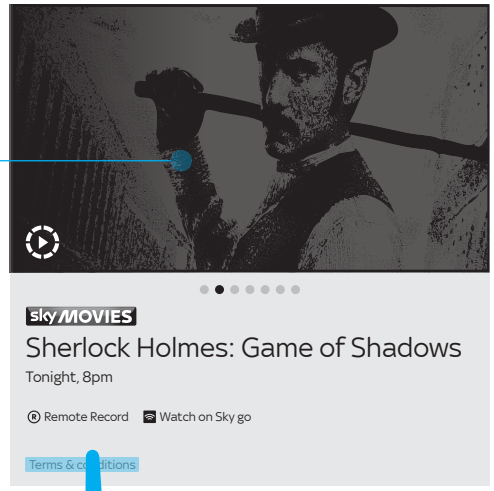
Carousel video functionality



Carousel
Mobile

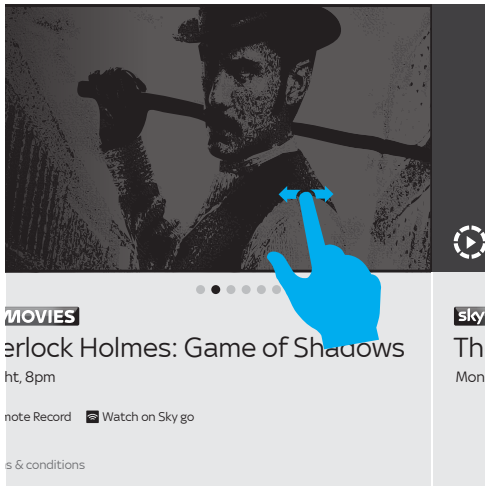
Rotating carousel

Transition: 0.5”
Ease in: 0.5”
Pause: 5”



The T&Cs layer slides upwards on top of the show details.

Sliding pattern



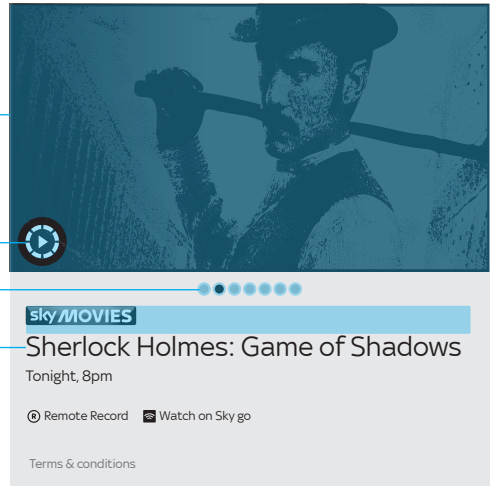
Interaction areas

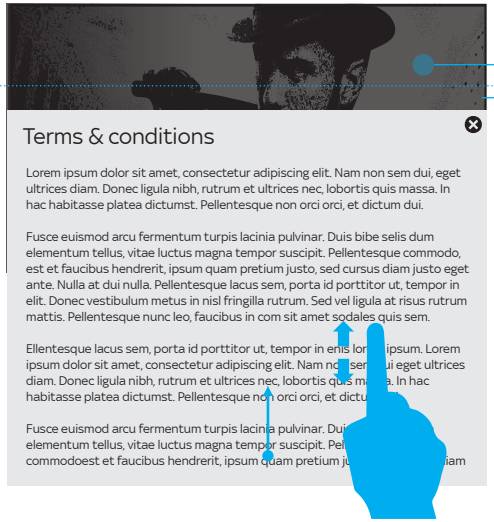
Links to the show page

Plays video in native player

Call coresponding slides

Links to the show page



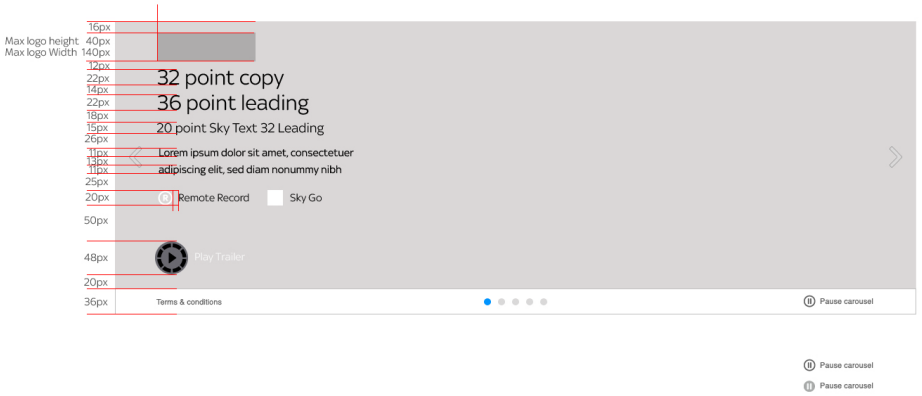


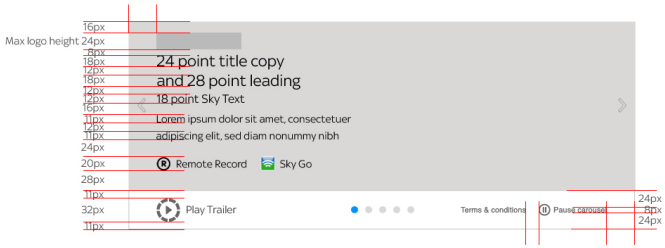
T&Cs close if user taps on the (X) button or anywhere on the image

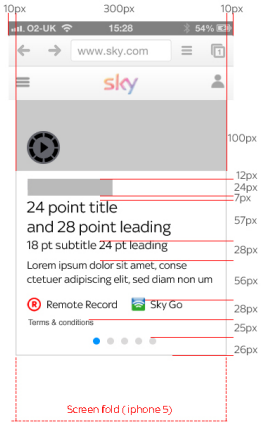
Scrollable text area

Carousel Library

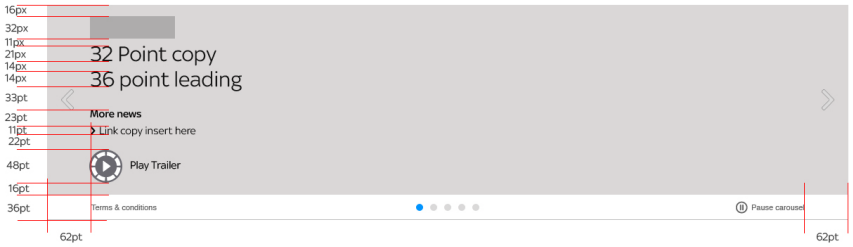
416px High & 304 high with responsive breakdowns (3:1 ratio images)

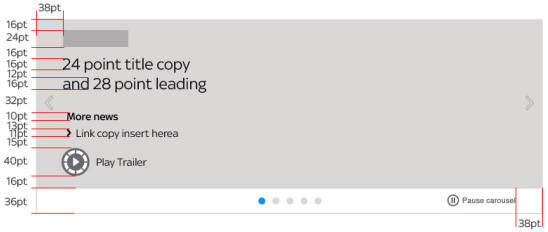


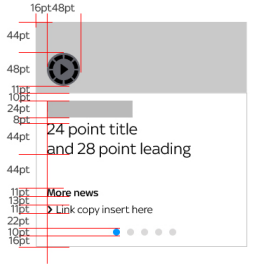


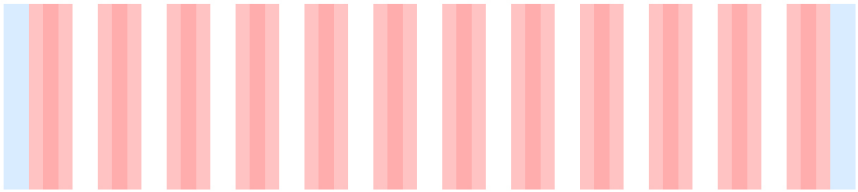


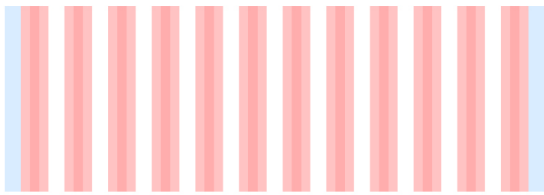
Small Carousel









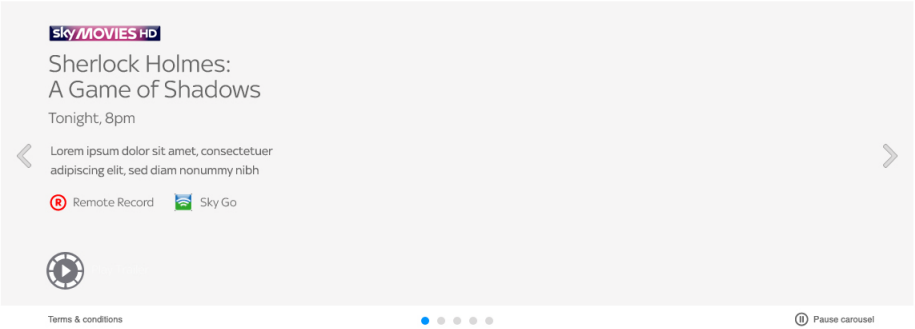


Carousel library

416 px high with arrows states and tween

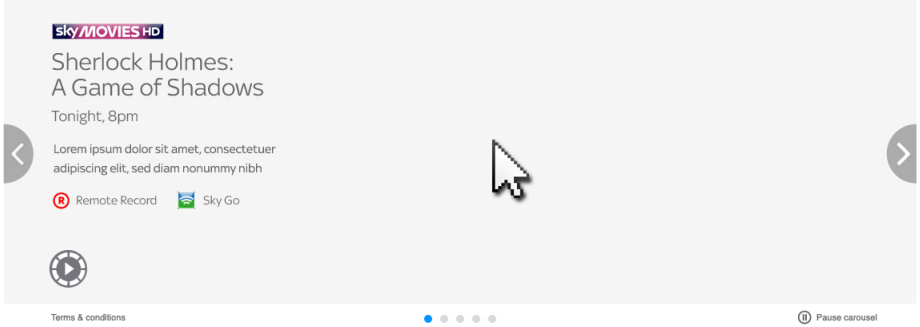
State 1

Mouse not hovering over any of the carousel



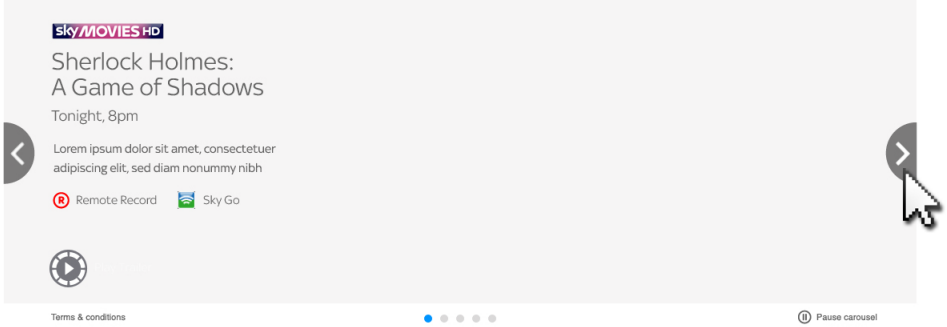
State 2

Mouse hovering over any of the carousel (excluding the arcs)



State 3

Mouse hovering over the arcs/arrows



Tween notes

Notes for Arrow states.

State 1 – normal / unengaged (the state which will be engaged most of the time)

The arrow is 20 px away from the left and right hand side respectively.
No background arc.

State 2 – Mouse enters Carousel – not over arrow hotspot

The arrow slides with a half second tween 12 pixels toward the carousel edges.
And the arc (as supplied) fades in (at 30% Opacity of Hexcolour 000000) behind the arrow to draw emphasis.

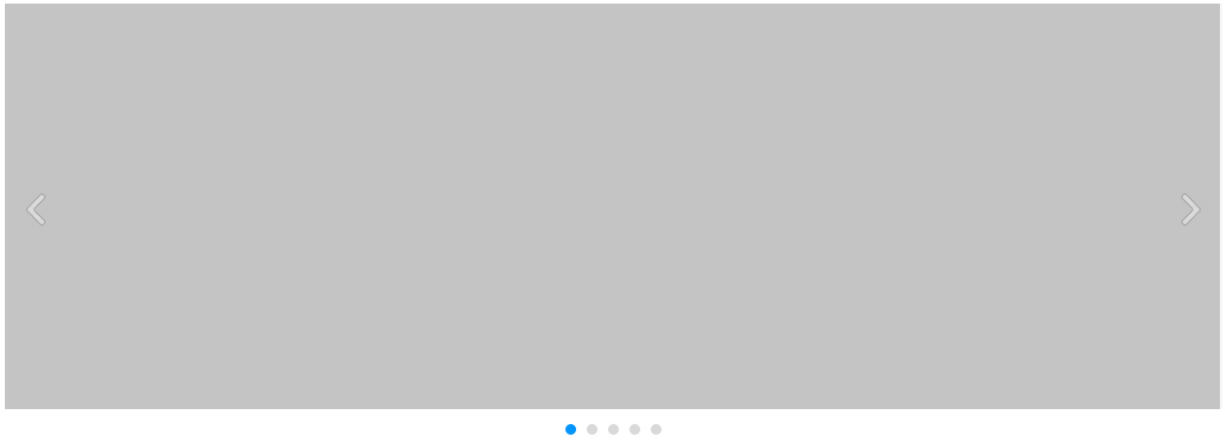
State 3 – Mouse over arrow hotspot

When the mouse is over the arrow hotspot itself the arc goes to its full 50% Opacity of Hexcolour 000000 – which is aligned with the 50% black of the video window tint screen and T&C tint background colour.

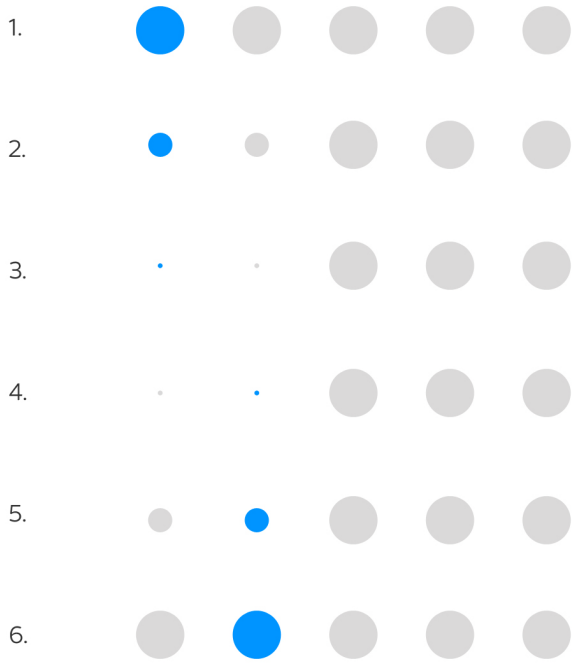
***Build note:**
The arrow when in any of the arcs is replaced by a brighter white one. Same size and place, but an arrow with a brighter white is easier to see over the arc.

Carousel Library

Counter animation sequence

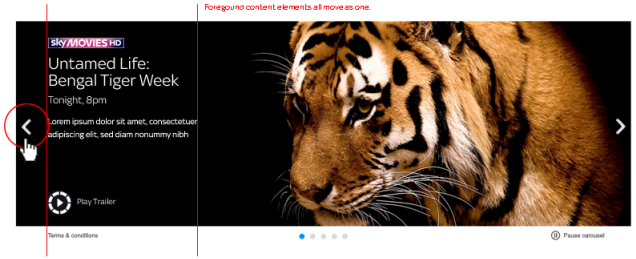


Breadown of counter transition sequence * Total transition time 0.3 of a second.

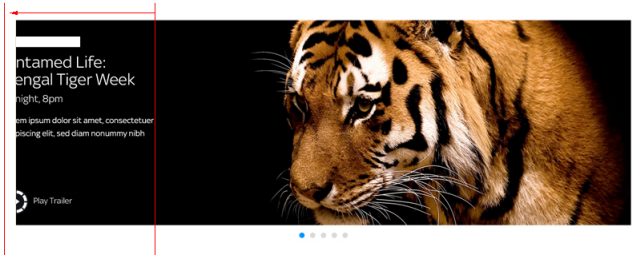


Carousel Library
Frame slide build technique

See Carousel Slide & build technique here : http://coolcarousels.frebsite.nl/c/27/



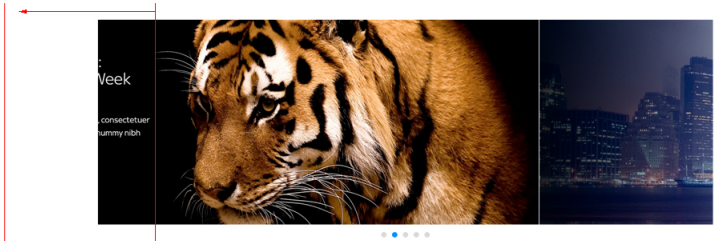
Step 1:
The user clicks the arrow.



Step 2:
The top layer elements (the copy and content) slide off first.

Once the arrow is clicked the arrow arcs disappear, as do the T&Cs copy and play/pause copy.

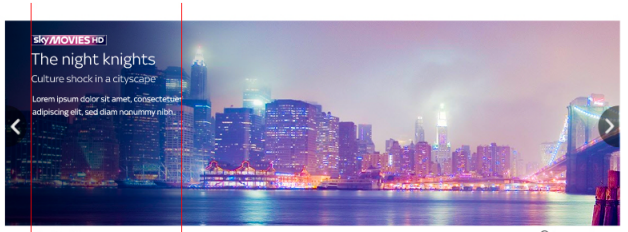
As this is happeneing the dot slide counter/s in the middle are also transitioning.



Step 3:
The image background then begins to slide off with a slow starting (yet accellerating) tween motion.

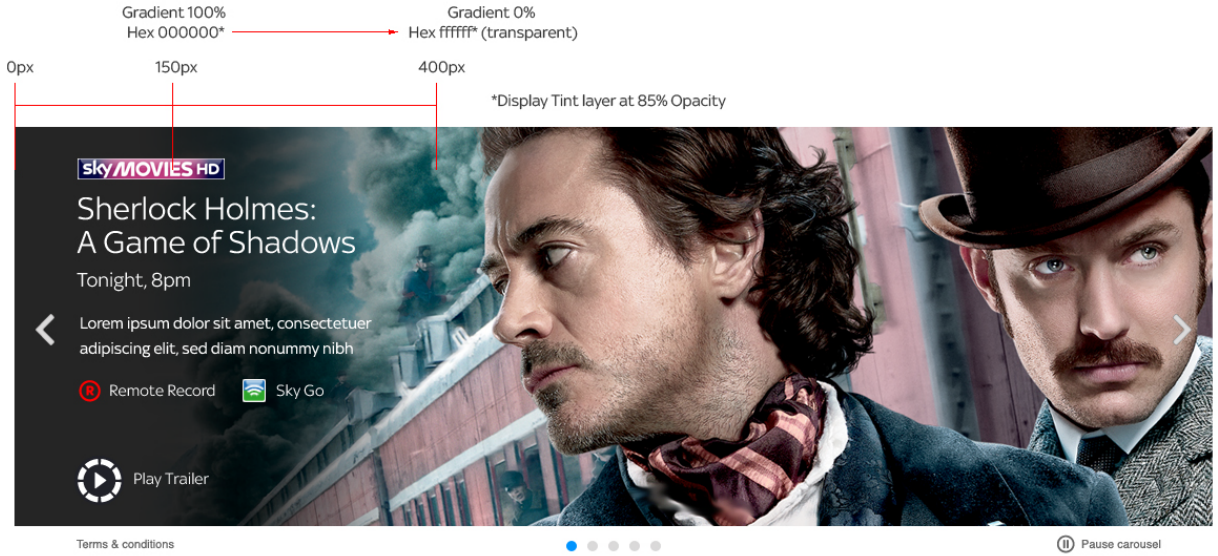
This should give the appearance of both depth (in a paralaxing fashion) and a level staggered transitional style.

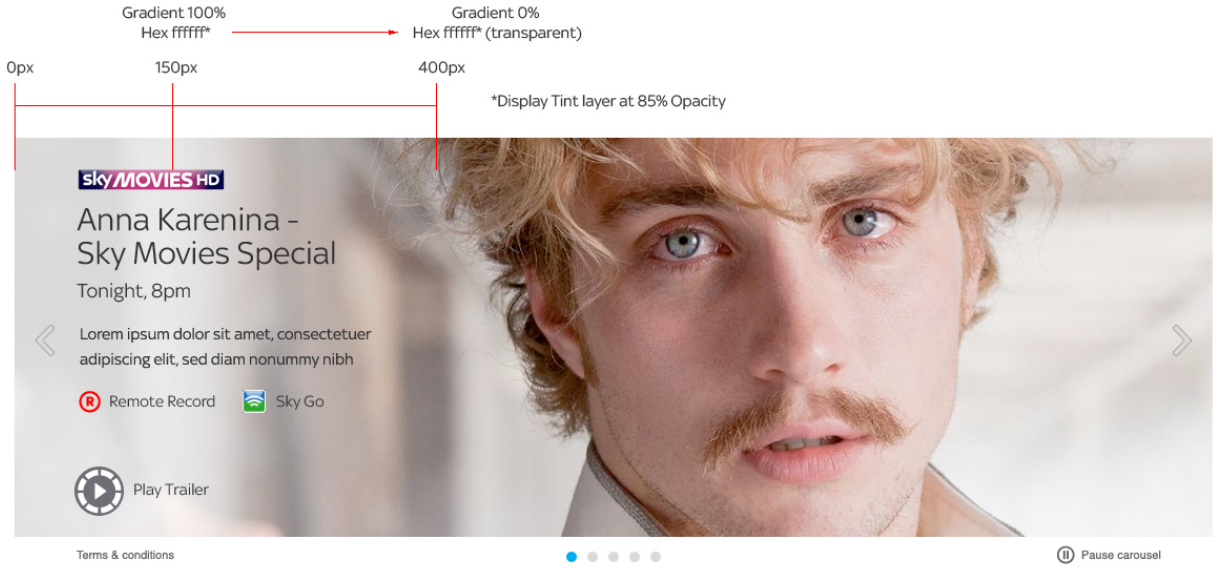
Step 4:
The next slide also adheres to the staggered, tween build style, with the background sliding in and then the top layer content sliding in later.



Step 5:
This slide is now in place and the arrows and teriary copy elements (play , pause etc) return.

Carousel Library
Gradient tint





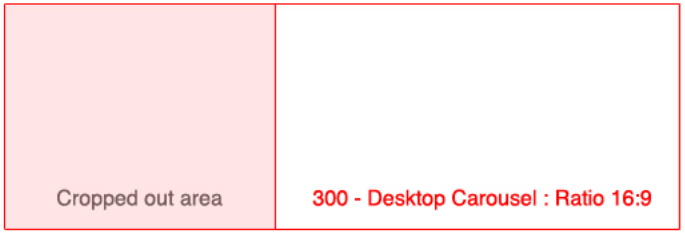
Carousel Library
Homepage varient

Desktop state Ratio 3:1 to Smartphone Ratio 16:9

When it resizes it is anchored at the right bottom corner.
As this will not crop flush as the ratios are different,
3:1 (desktop) to 16:9 (smartphone) the remained of the
image on the left will be cropped out.

It is vital when selecting images for this Sky.com large
Carousel that the image has the focus on the right side of
image frame.

The carousel landing frame on Sky.com has a requirement
to house the sky logo large and in the middle.
It is prefered in the smartphone state to drop this out.



Carousel Library

Terms & Conditions Desktop

Terms & conditions

Pause carousel

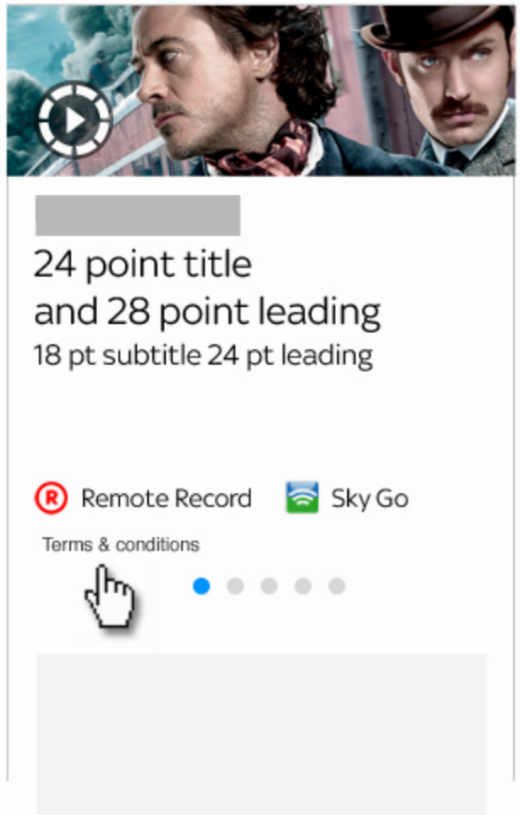
Terms & conditions

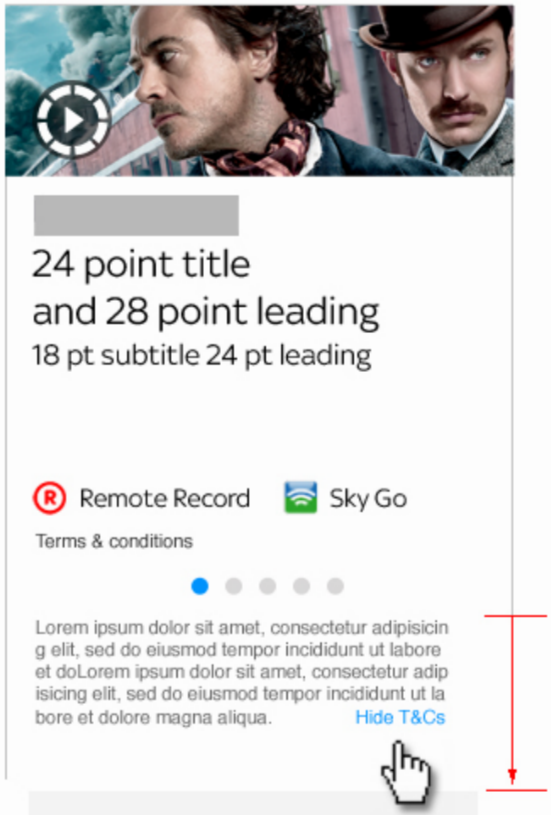
Pause carousel

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et doLorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."lore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia. Less

Carousel Library

Terms & Conditions Mobile

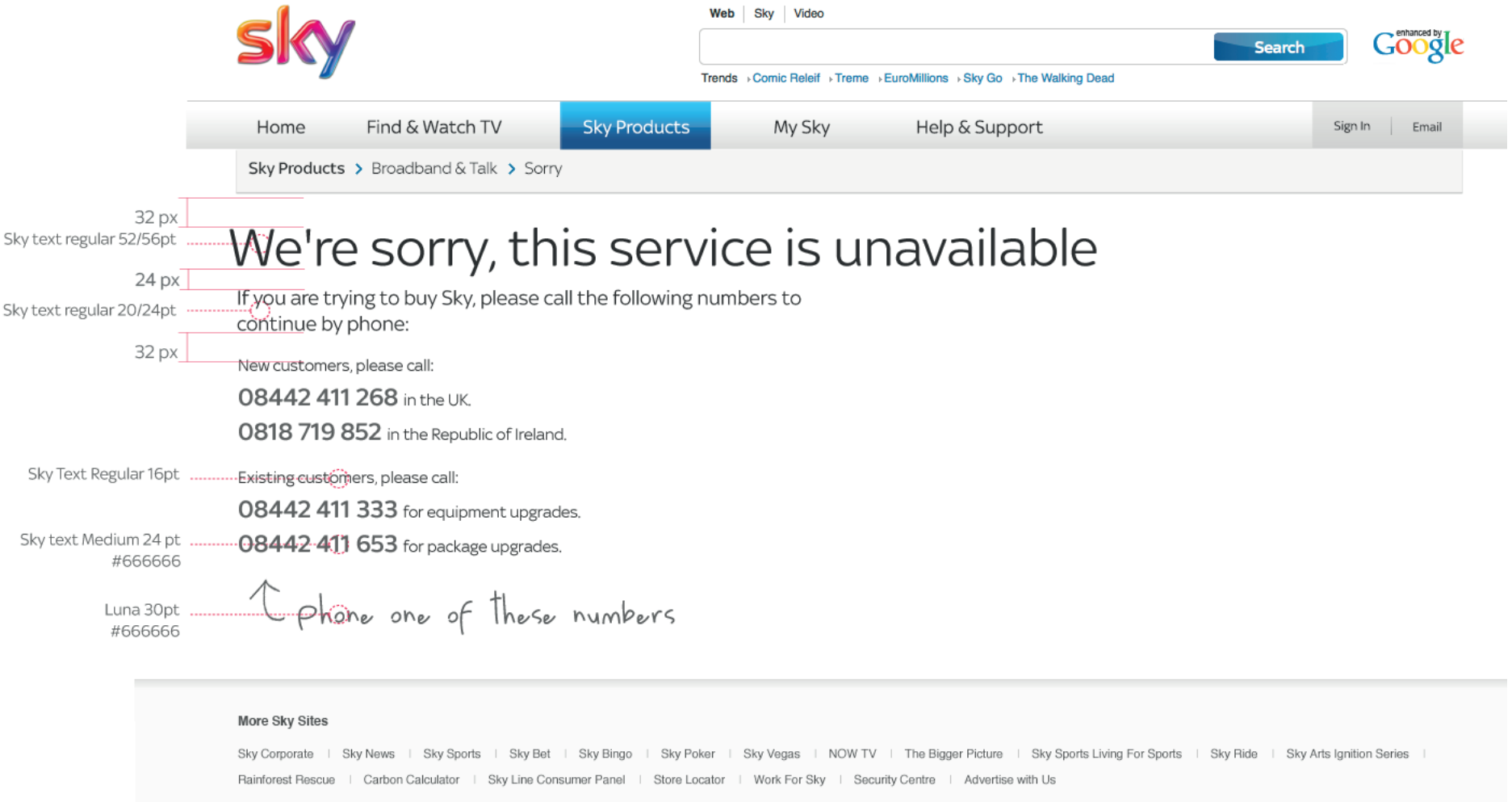




Error & Holding page

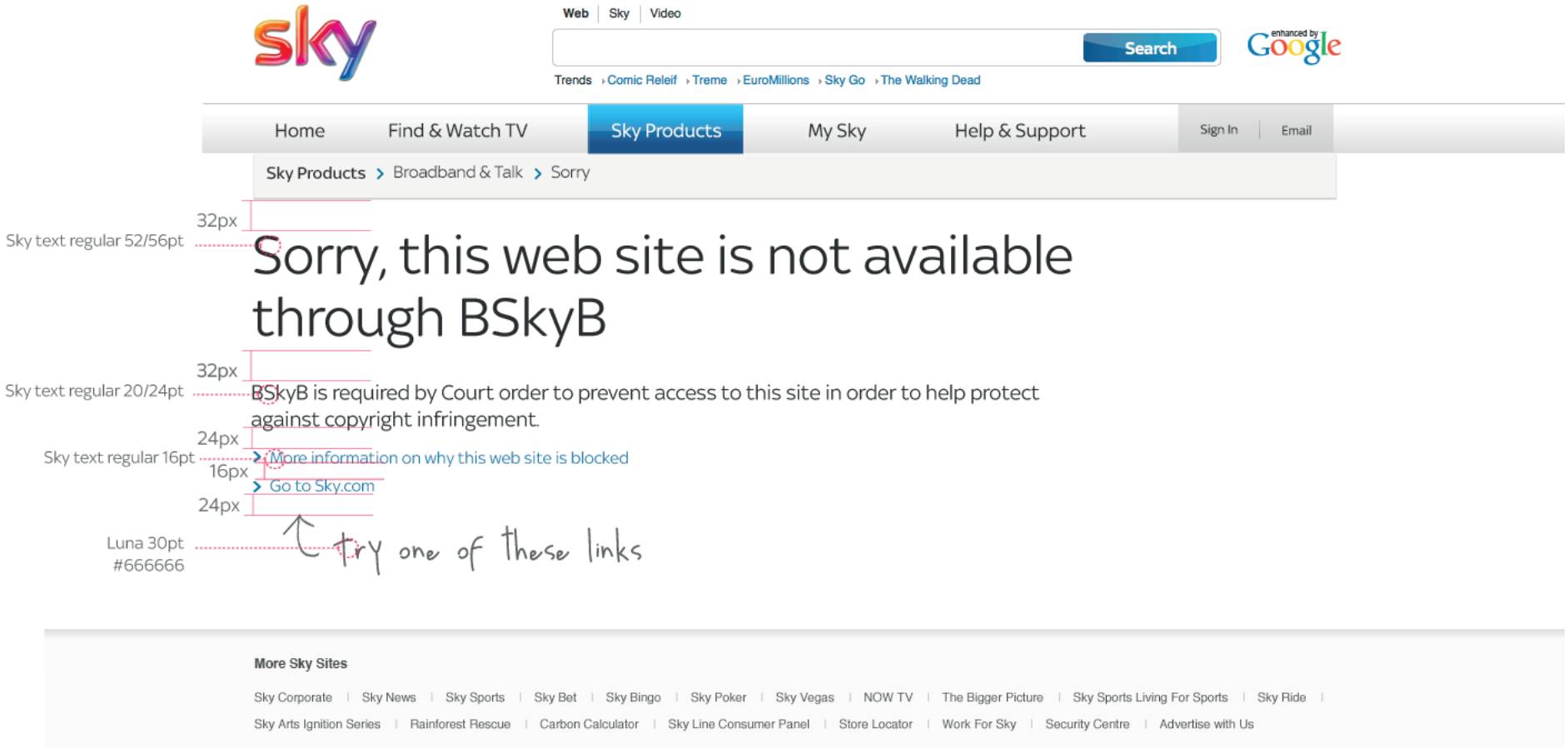
Message with phone number

Desktop & Tablet with Sky.com nav



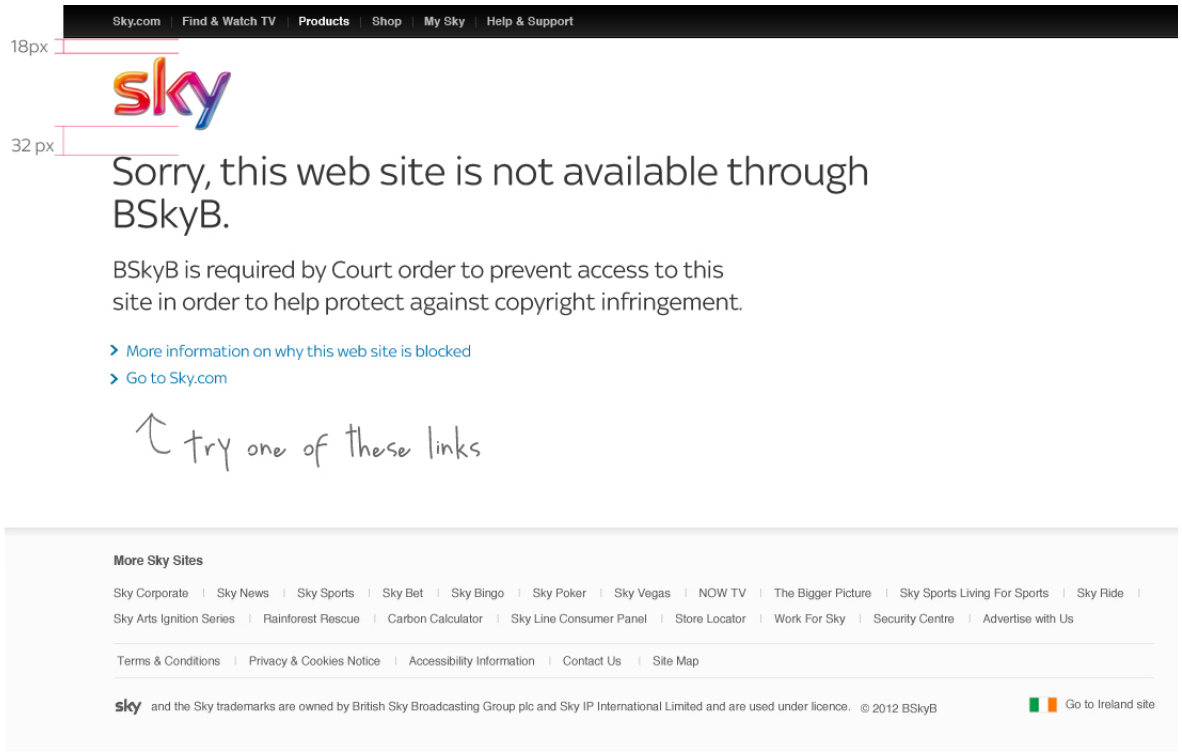
Error & Holding page
Message with links

Desktop & Tablet with Sky.com nav

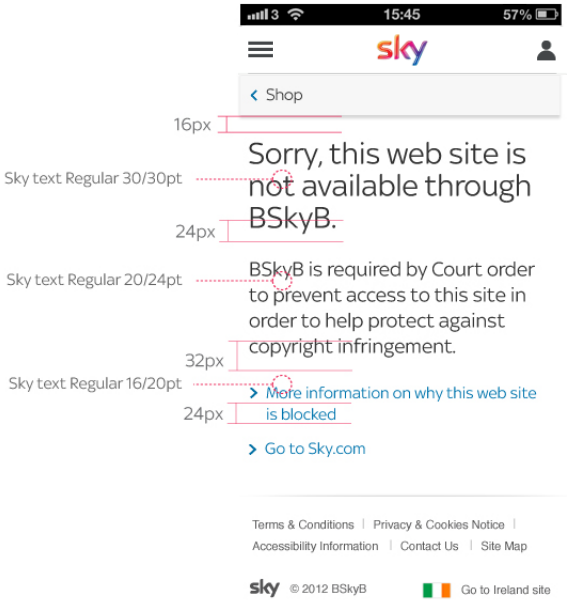


Error page
Spec annotation

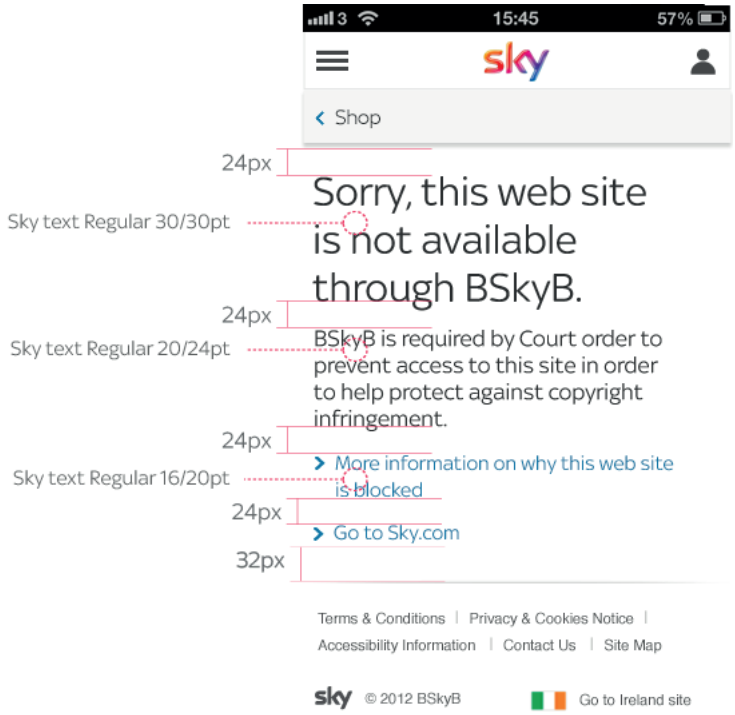
Desktop and Tablet with black nav

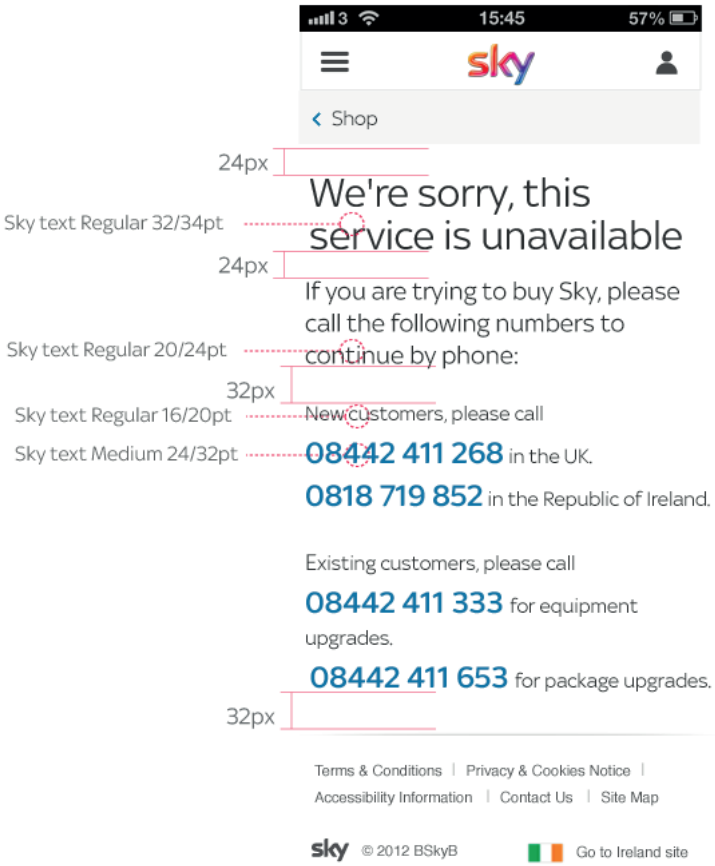


Mobile



Error & Holding page
Mobile





Page Elements
Colours

Links

Link on white

#0070a5

Visited Link

#8728b7

Buttons & icons

Primary button & icons

#0073c5

Icon succces

#6dbb00

Icon Sky Go

#44ad3a

Icon Record

#ed1c24

Typography

Primary

#333333

Secondary

#666666

Inactive

#999999

Error

#a6ce39

Background

#eaeaea

#f4f4f4

Keyline

#dcdcdc

Page Elements
Colours

Channel Colours

Sky 1	Sky Atlantic	Sky Arts	Sky Living	Sky Movies
#0076be	#003663	#734993	#87a0af	#a51d4d

Brand

#ed1c24	#ed0677	#fdb913 *White copy not accessible	#a6ce39 *White copy not accessible	#00aeef *White copy not accessible

Shop Bundles

Original	Family	Movies	Sports	Complete
#ff6000	#1998f2	#a51d4d	#d92231	# 29c1ad

*If used in copy it must be above 18px

Page Elements
Typography

Page title
Sky Text Regular 52 px 32 px*
Leading 56 px

Large Section
Sky Text Regular 44 px 28 px
Leading 48 px

Medium Section
Sky Text Medium Sky Text Regular 36 px 28 px
Leading 40 px

Small Section
Sky Text Medium Sky Text Regular 32 px 28 px
Leading 36px

Large pod Section
Sky Text Medium Sky Text Regular 28 px 24 px
Leading 32 px

Small pod /Large intro
Sky Text Medium Sky Text Regular 24 px 20 px
Leading 28 px

Small intro
Sky Text Medium Sky Text Regular 20 px 20 px
Leading 24 px

Body copy
Sky Text Regular 16 px 16 px
Leading 20 px

Supportive/legal
Sky text 13 px 13px
Leading 16 px

Luna 24 px
Leading 40px

* Respective Mobile sizes

Vertical Rhythm
4 px baseline

Proin gravida nibh vel velit auctor aliquet. Aenean sollicitudin, lorem quis bibendum auctor, nisi elit consequat ipsum, nec sagittis sem nibh id elit. Duis sed odio sit amet nibh vulputate cursus a sit amet mauris. Morbi accumsan ipsum velit. Nam nec tellus a odio tincidunt auctor a ornare odio. Sed non mauris vitae erat consequat auctor eu in elit. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Mauris in erat justo. Nullam ac urna eu felis dapibus condimentum sit amet a augue. Sed non neque elit. Sed ut imperdiet nisi. Proin condimentum fermentum nunc. Etiam pharetra, erat sed fermentum feugiat, velit mauris egestas quam, ut aliquam massa nisl quis neque. Suspendisse in orci enim. Tsollicitudin, lorem quis bibendum auctor, nisi elit consequat ipsum, nec sagittis sem nibh id elit. Duis sed odio sit amet nibh vulputate cursus a sit amet mauris. Morbi accumsan

Basic rules

- You can only have one page title per page. All others can be used multiple times.
- If mixing Medium and Regular weights, Medium should always come first
- When Sky font isn't available on browser, back up fonts are: Helvetica/Arial/Verdana

Colours

Primary	#333333	Links	#0070a5
Secondary	#666666	White link	#ffffff
Error	#D21717	Focus	#004ac5

Other elements

Links
Refer to where the link sits. So it could be a Intro, Body, Supportive or Legal

Help & Error
Error messages #D21717

Quotes
“ Quote marks are Helvetica regular and are placed with a wrap around the text box 10 px from it ”

Bullet points
- Body copy. 10px from bullet

5 x 5 px #999

Accessibility
Skip to content

Skip to content

Page Elements
Buttons & Links

Buttons

Primary

Search Search Search

Dormant Hover Innactive

Secondary

Search Search Search

Dormant Hover Innactive

Colour

#0073c5 #f4f4f4

Shine

Gradient on blue button

#ffffff
Location 0 %

#ffffff
Location 100 %

Gradient on white button

#ffffff
Location 0 %

#ffffff
Location 100 %

Shape

Postion

5px margin in the button, and 1 px down

Links

Colour

All links should be the same blue

#0070a5 #ffffff #333333

Sign Post link

With Chevron to the left, font size will depend on where the link sits. It could be trated as Intro, body, supportive or legal copy. (see typography for referance).

› Sky Text Regular 20 › Helvetica Regular 12

In page action links

No Chevron

Sky Text Regular 20 Hellvetica Regular 12 pt

Hover states

Simply underline. Don't change it's style, colour or size.

› Sky Text Regular 20 › Helvetica Regular 12 Sky Text Regular 20 Hellvetica Regular 12 pt

On top of dark images

Use white links instead of blue.

› Sky Text Regular 20 › Helvetica Regular 12

On top of light images

Use black links instead of blue.

› Sky Text Regular 20 › Helvetica Regular 12

Page Elements
Action Links

Primary

#0073c5 #666666 #D217171 #44ad3a #6dbb00

Share Sign in More of this Info Help Error/Warning Close Email Watch with Sky Go Confirmation

Rollover

Share Sign in More of this Info Help Error/Warning Close Email Watch with Sky Go Confirmation

#3b5998

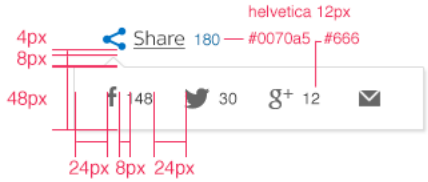
#25a8e0

#dd4c38

#0073C5

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit



Stroke: 1px of #dcdcdc
Shadow:
Opacity 15% of #000
Angle 135°
Distance 3px
Spread 0px
Size 3px

Loading Spinner

You can adjust the size of the spinner.
The standard size for it is 40 x 40 px.
You can use either the blue version or the grey.

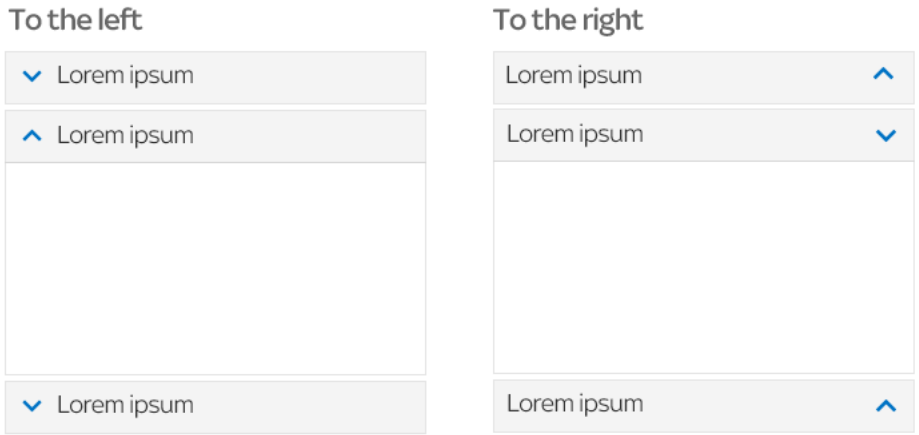
Page Elements
Tabs and expendables

Tabs

Desktop

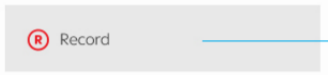
Mobile

Expendables



Page Elements
Remote Record

20px #ffffff
Sky Text Regular 16pt #ffffff

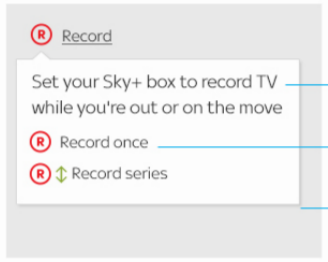


20px #ed1c24
Sky text regular 16pt #333333

Sky text regular 16pt; #333333; Rollover underline

Rollover

Rollover



Sky text regular 18/24pt; #333333

Sky text regular 16/24pt; #333333

Box outine 1px #dadada; drop shadow opacity 15: angel 135: distance 3: size 3

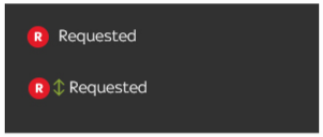
Pending

Pending

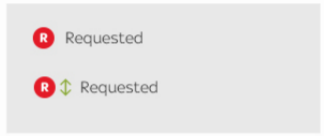
Error

Error

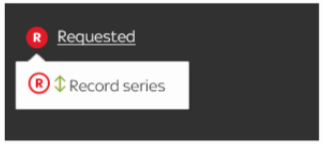
Actioned



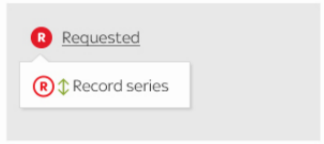
Actioned



Actioned Rollover

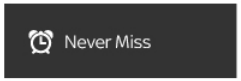


Actioned Rollover



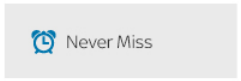
Page Elements
Never Miss

Primary on dark



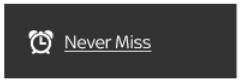
Icon 20px #ffffff
Sky text regular 16px #ffffff; Rollover underline

Primary on light

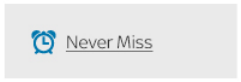


Icon 20px #0077ae
Sky text regular 16px #333333; Rollover underli

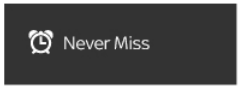
Rollover



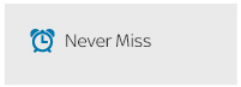
Rollover



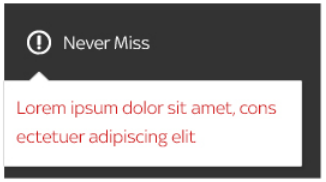
On click



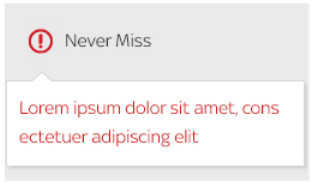
On click



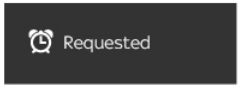
Error



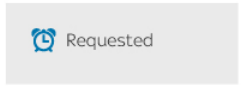
Error



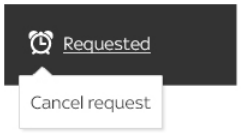
Actioned



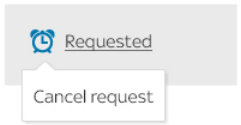
Actioned



Actioned Rollover

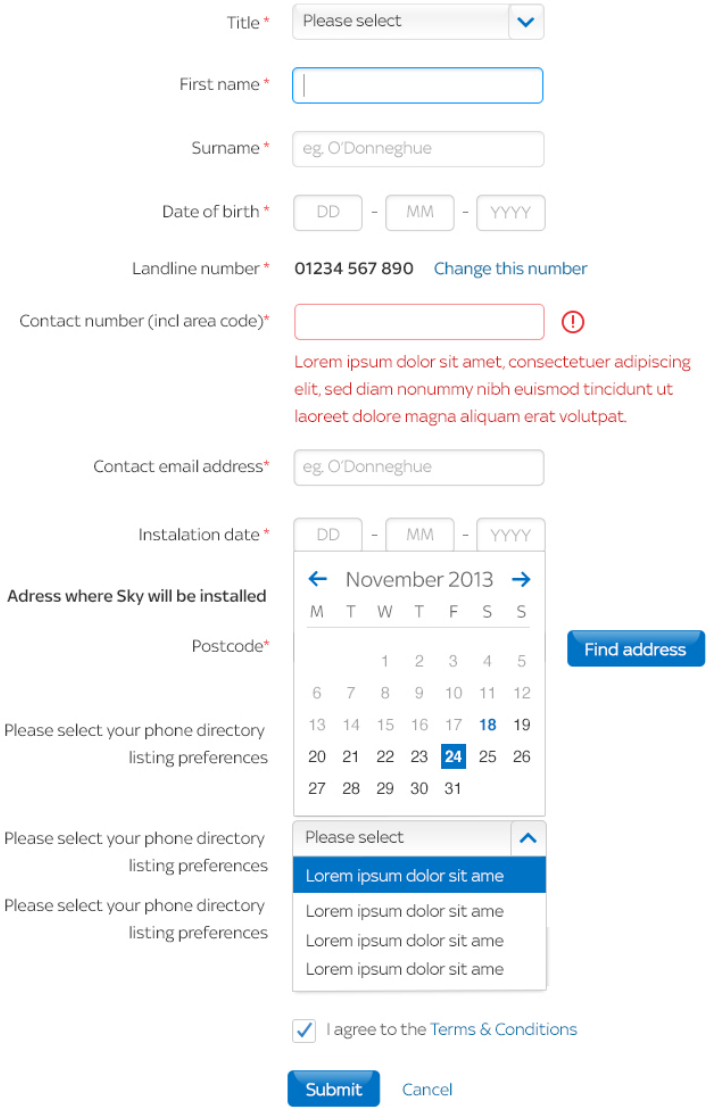


Actioned Rollover

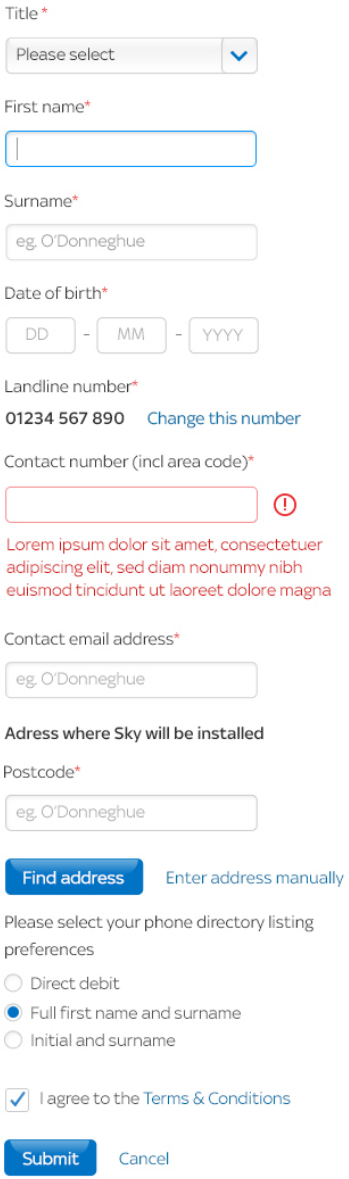


Page Elements
Forms

Desktop



Mobile



Date picker notes

For date of birth, date picker doesn't come up, user types in the date themselves

Other dates like instalation date, the date picker should be used.

On mobile native date picker applies.

Page Elements

Faq's and Legals

How long will it take to receive my wireless connector? Show

Terms & Conditions

Sky text Regular 20 pt Show

Sky text Regular 20 pt Hide

Helvetica Regular 11 pt #666666 accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, **Helvetica Bold 11 pt #0070a5** est, omnis dolor repellendus. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. Itaque earum rerum hic tenetur a sapiente delectus, ut aut reiciendis voluptatibus maiores alias consequatur aut perferendis doloribus asperiores repellat."

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius **modi tempora incidunt ut labore et** dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?"

Page Elements
Image ratio & sizes

Save you images on four different sizes so that no matter what view you are your image will remain sharp. You can save images on these sizes:

12 col - 1140 px
8 Col - 748 px
6 col - 552 px
4 col - 356 px

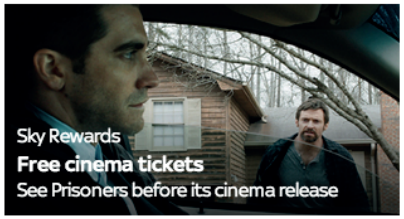
Remember that when exporting images for retina display you must double the size of the image and keep the same resolution of 72 dpi.

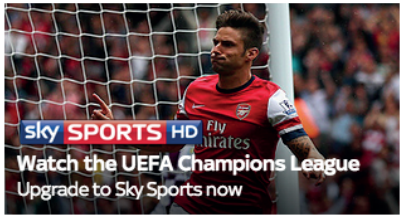
Page Elements
Responsive Pods

When laying pods in a responsive manner, we have three layouts that can work you you can either:

Stack pods on top of each other on two columns

Today from Sky





Stack one pod of top of another on a single column

Today from Sky

Image and text next to each other.

Highlights | Features | Videos

Revolution: You quiz the cast

Revolution goes glam

Revolution who's who gallery

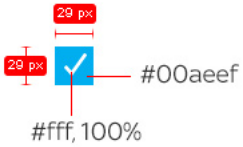
Revolution Season 1 gallery

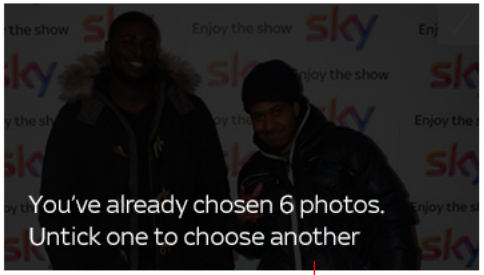
Revolution - Charlie pfogile

Page Elements
Selectable pods

2px stroke #dcdcdc

2px stroke #00aeef, Box shadow: 0 0 3px #00aeef





#000, 80%

Page Elements

Responsive tables pattern

In this example table changes orientation in responsive so the header cells turn vertical rather than horizontal. This allows users to compare packages features one by one.

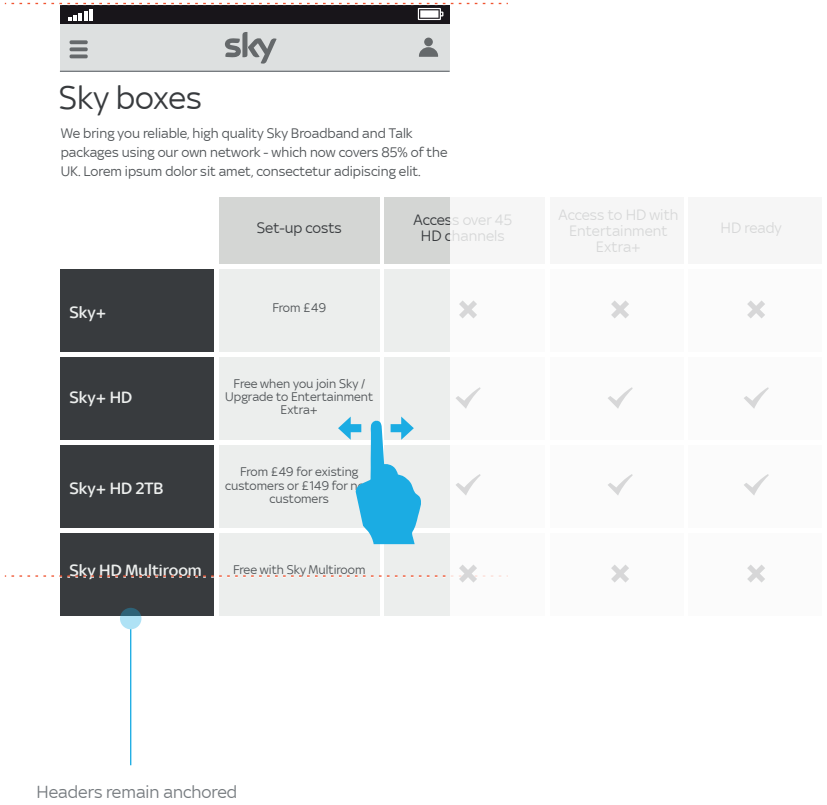
Desktop version

Sky boxes

We bring you reliable, high quality Sky Broadband and Talk packages using our own network - which now covers 85% of the UK. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

	Sky+	Sky+ HD	Sky+ HD 2TB	Sky HD Multiroom
Set-up costs	From £49	Free when you join Sky / Upgrade to Entertainment Extra+	From £49 for existing customers or £149 for new customers	Free with Sky Multiroom
Access over 45 HD channels	✖	✓	✓	✖
Access to HD with Entertainment Extra+	✖	✓	✓	✖
HD ready	✖	✓	✓	✖

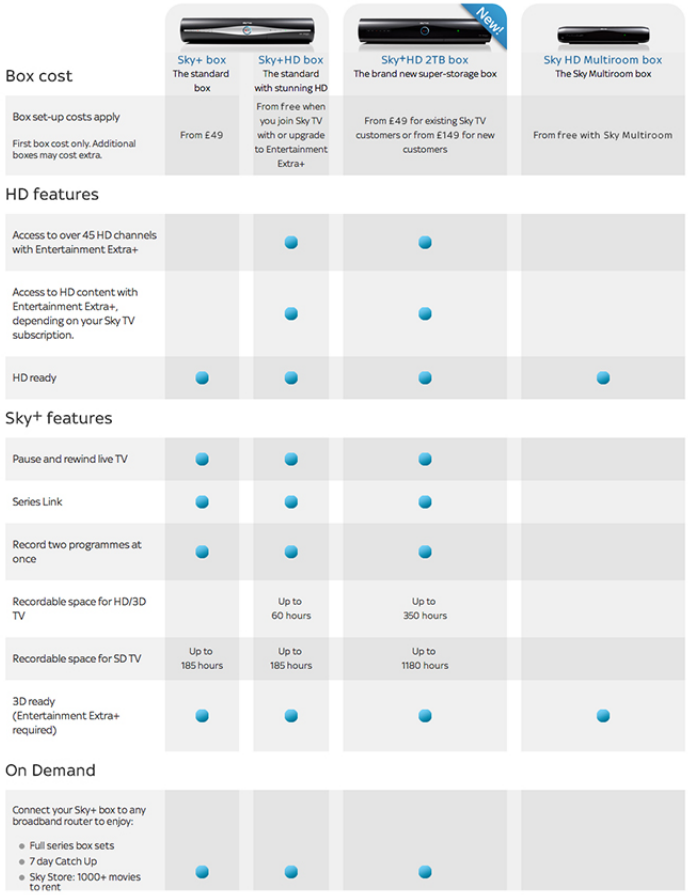
Mobile version



Page Elements

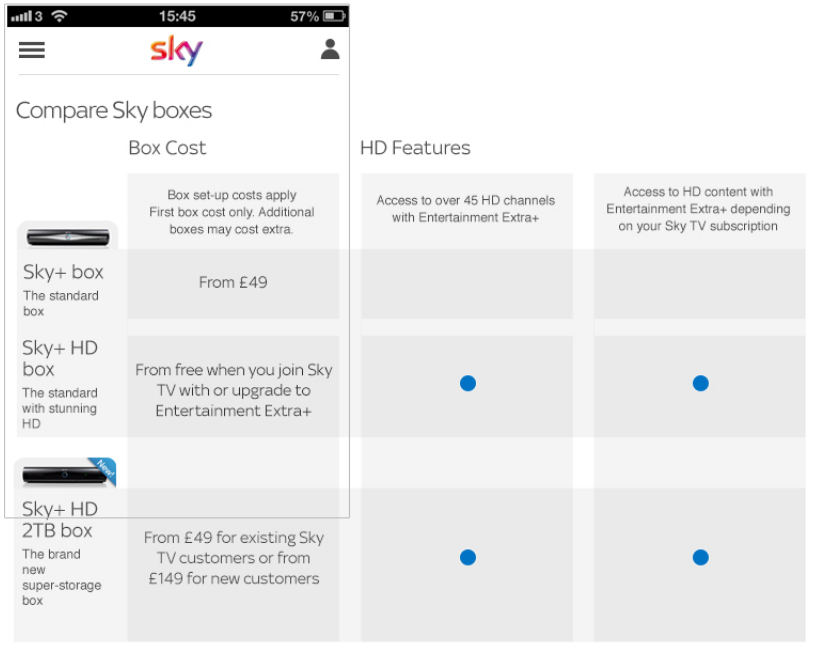
Responsive tables visual

Desktop



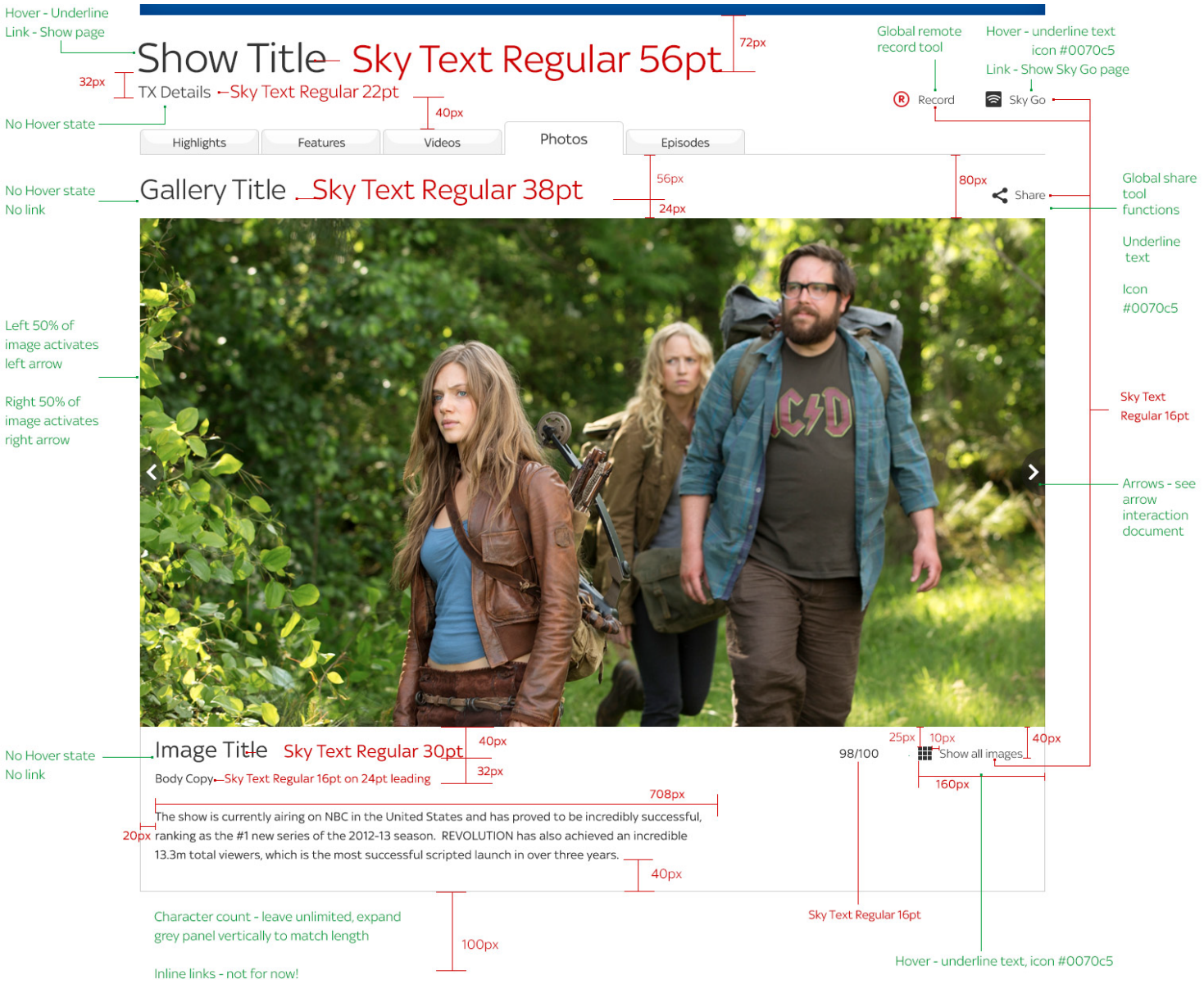
Box cost	Sky+ box The standard box	Sky+HD box The standard with stunning HD	Sky+HD 2TB box The brand new super-storage box	Sky HD Multiroom box The Sky Multiroom box
Box set-up costs apply First box cost only. Additional boxes may cost extra.	From £49	From free when you join Sky TV with or upgrade to Entertainment Extra+	From £49 for existing Sky TV customers or from £149 for new customers	From free with Sky Multiroom
HD features				
Access to over 45 HD channels with Entertainment Extra+		●	●	
Access to HD content with Entertainment Extra+, depending on your Sky TV subscription.		●	●	
HD ready	●	●	●	●
Sky+ features				
Pause and rewind live TV	●	●	●	
Series Link	●	●	●	
Record two programmes at once	●	●	●	
Recordable space for HD/3D TV		Up to 60 hours	Up to 350 hours	
Recordable space for SD TV	Up to 185 hours	Up to 185 hours	Up to 1180 hours	
3D ready (Entertainment Extra+ required)	●	●	●	●
On Demand				
Connect your Sky+ box to any broadband router to enjoy: • Full series box sets • 7 day Catch Up • Sky Store: 1000+ movies to rent	●	●	●	

Mobile



Galleries

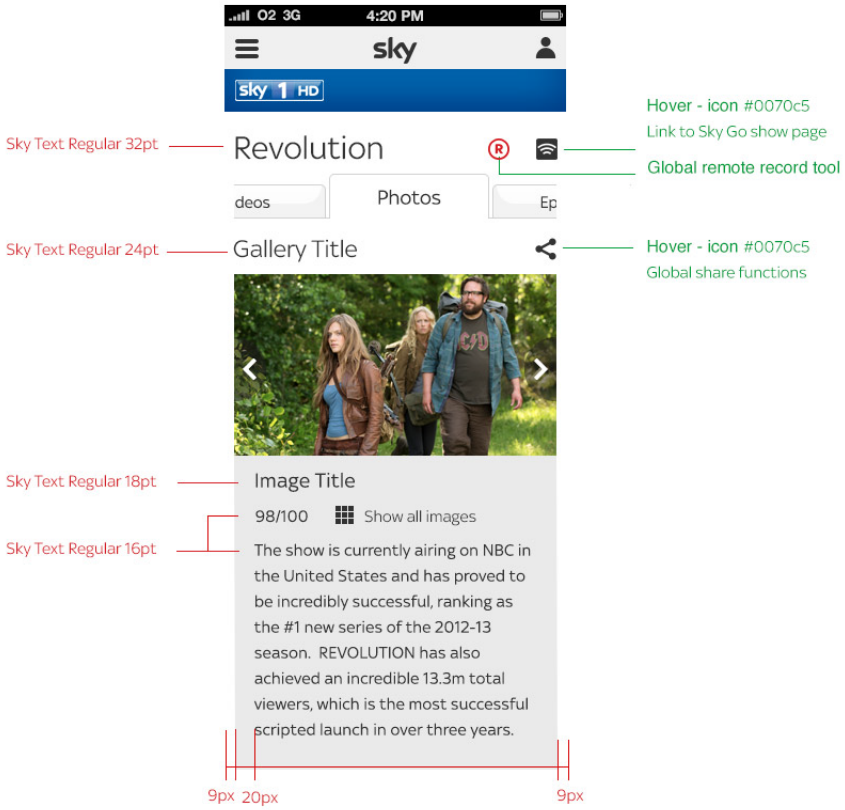
Desktop visual



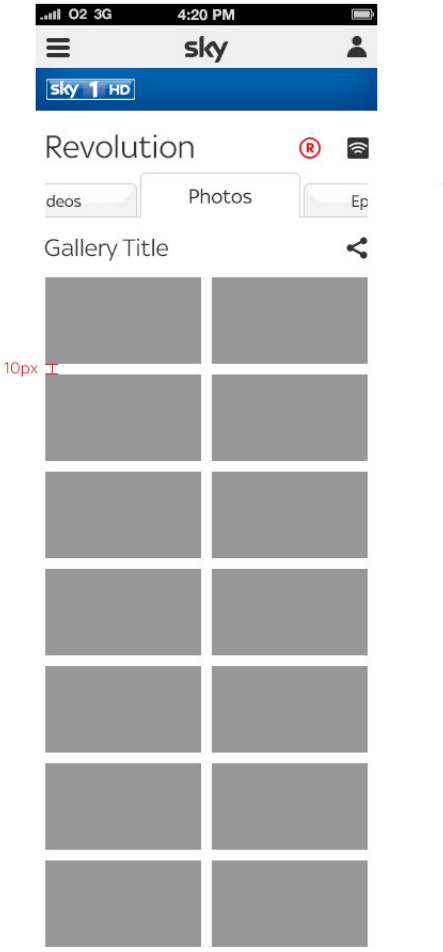
Galleries

Mobile visual

Mobile Gallery



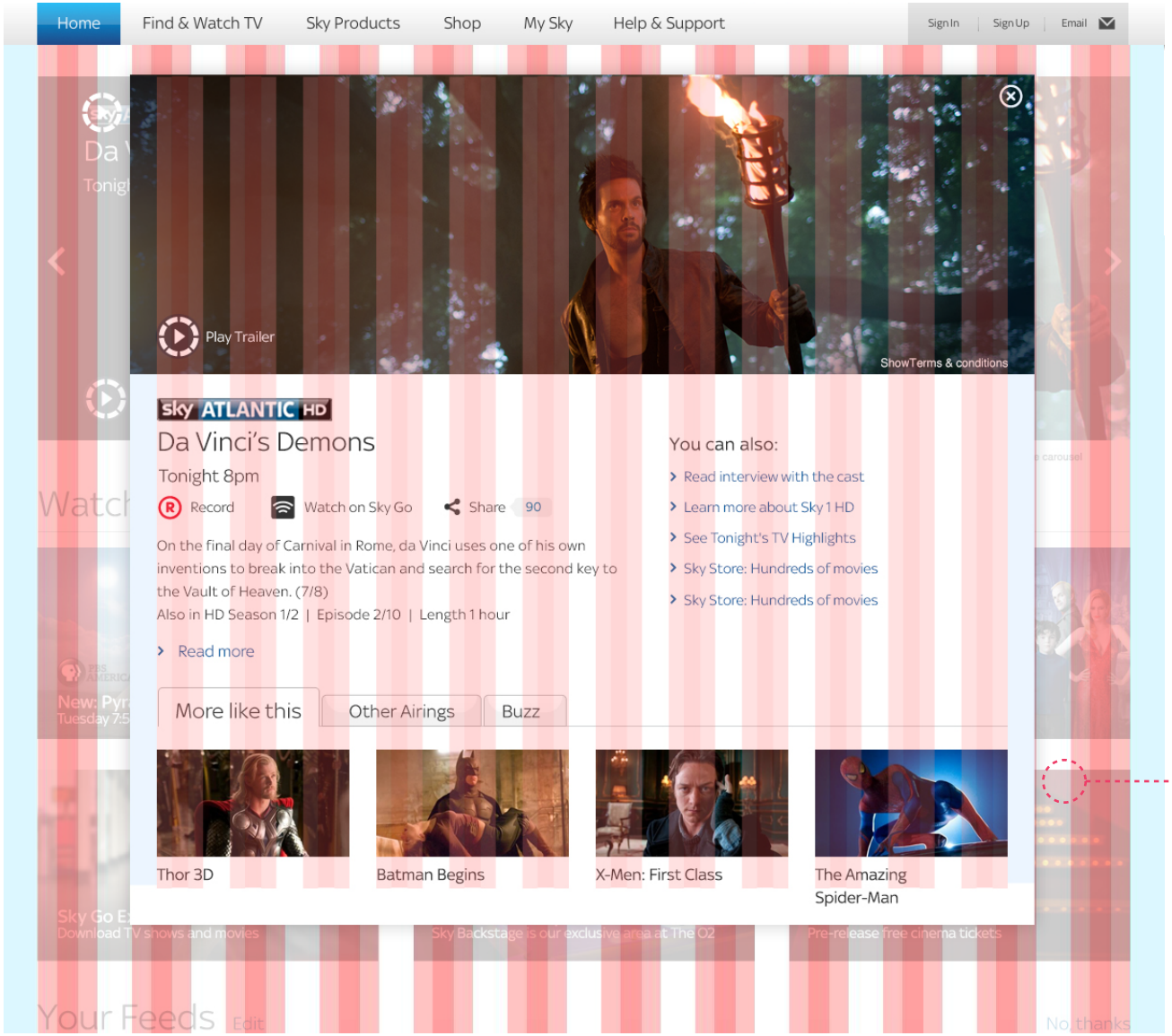
Mobile Gallery Grid View



Page Elements

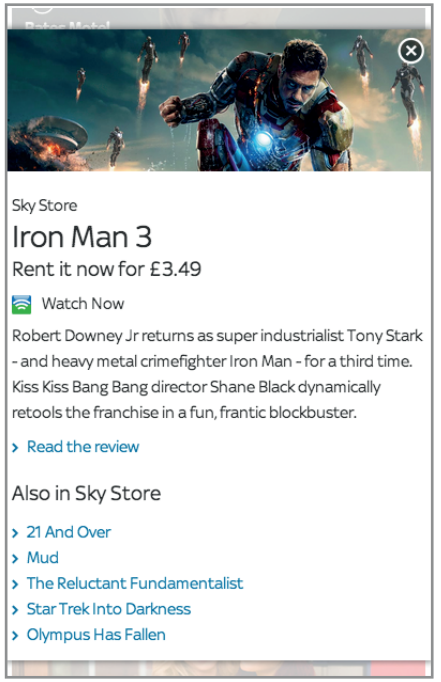
Responsive lightbox visual

Desktop & Tablet



11 col

Mobile



Lightox centers on screen and is the whole width

Transperency
80% of #ffffff

Overlays

Tooltips

A tooltip should be used when providing auxiliary information that doesn't need all of the users attention

Small tooltip (under 300x300)

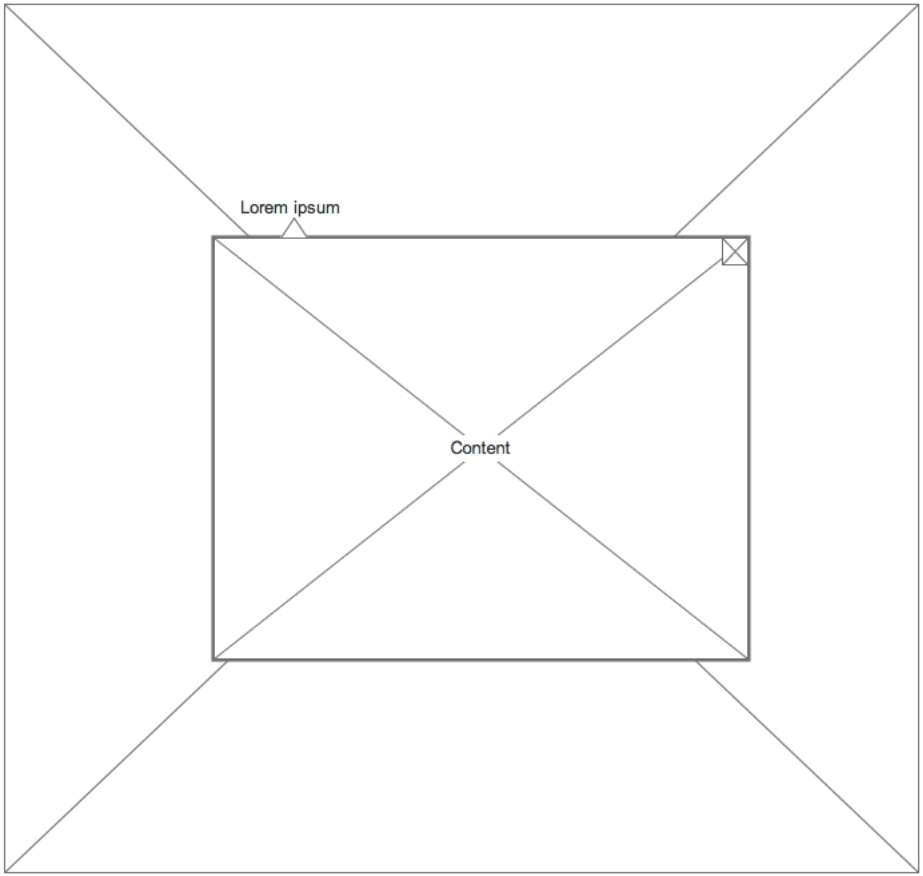
When the user clicks the tooltip appears, when the user clicks elsewhere the tooltip disappears

Stroke
1px #dcdcdc

Shadow
#000000
Angle 135°
Size 3px

Large tooltip

If the content is bigger than 500x500 then a lightbox should be used.
If a mobile device is being used then a light box should be used
When the user clicks the tooltip appears, when the user clicks elsewhere or on the close 'x' the large tooltip disappears.



Overlays

Responsive lightbox

A lightbox should be used when providing auxiliary information that needs to focus the all of the users attention.

If a mobile is used then then a mobile lightbox should be choosen over large tooltip.

Large lightbox (over 300x300 pixels)

If the content goes below the fold (on a desktop (fold considered 768) then use a new page

If the content clicked on is a picture then use the flip transition, otherwise use a fade in transition, into the centre of the browser.

Small lightbox (under 300x300 pixels)

The lightbox fades in to the centre of the browser.

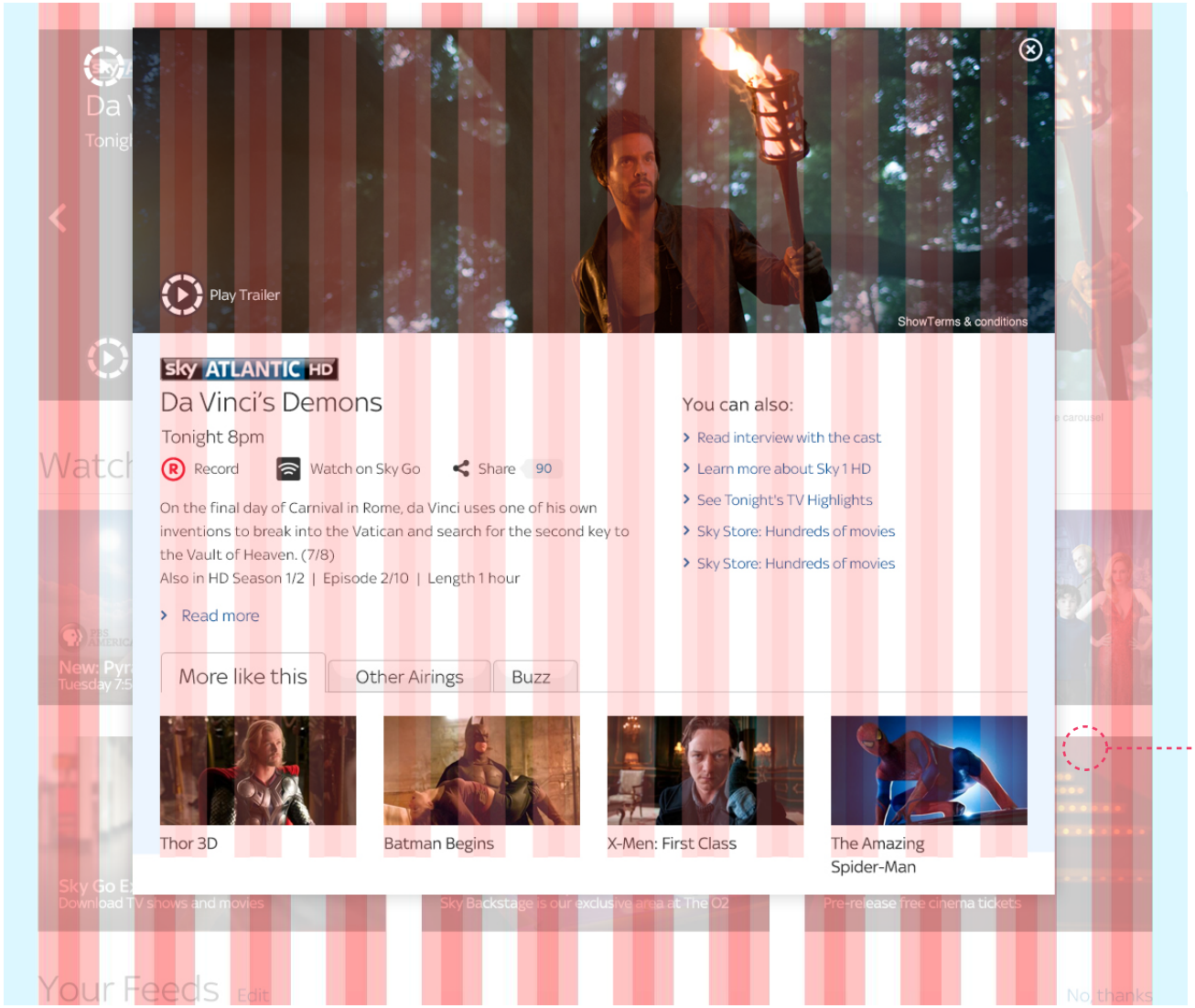
Mobile Light box

The mobile lightbox can be applied to both types of lightboxes and a large tooltip when a mobile device is used

Overlays

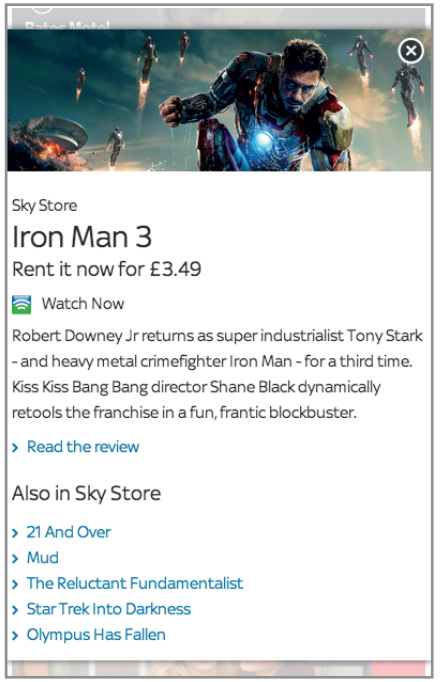
Responsive lightbox visual

Desktop & Tablet



10 col

Mobile



Light box centers on scren and goes full width

Transperency
80% of #ffffff

Shadow
20% of #333333
20px

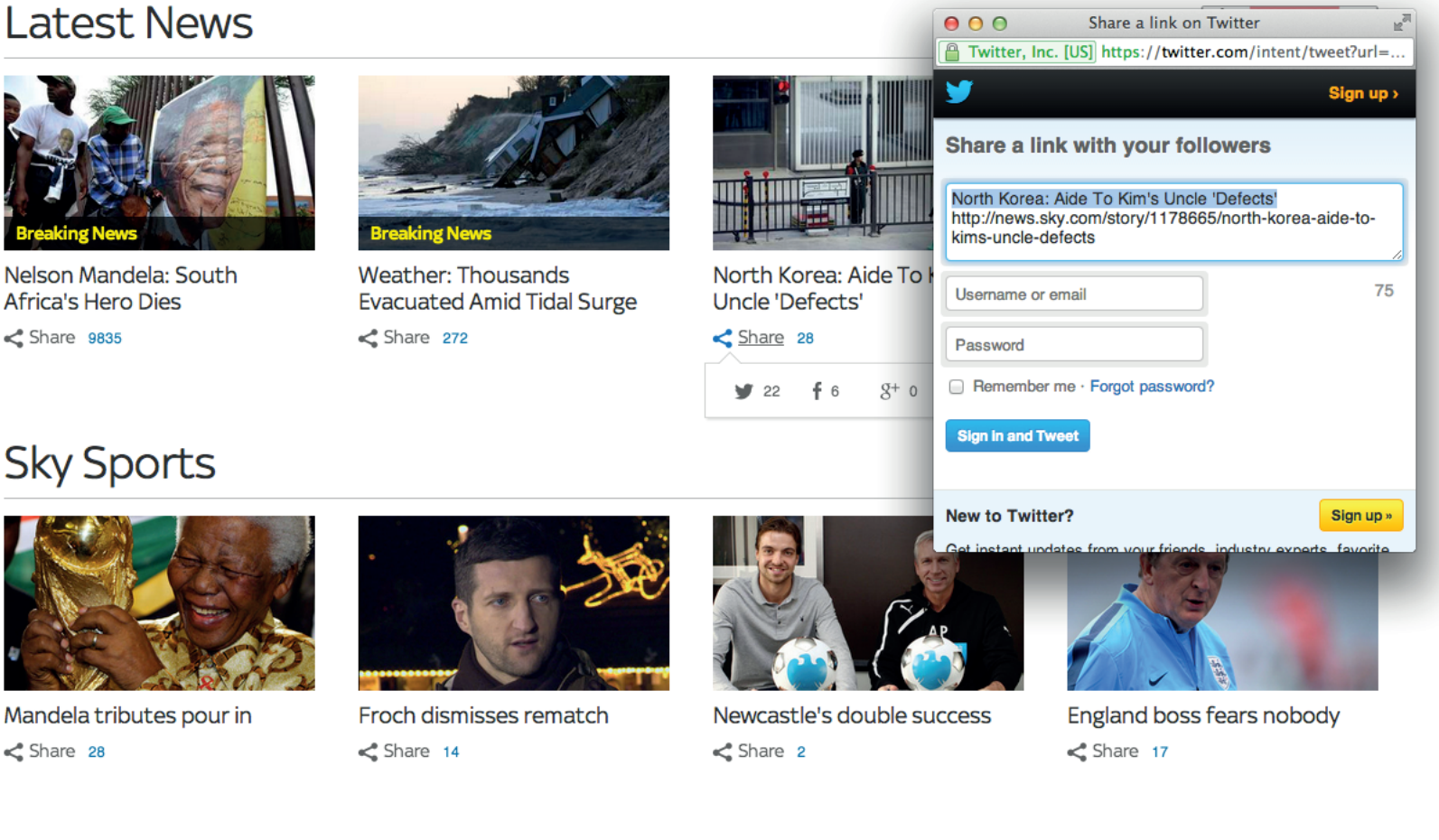
Overlays

Pop up

A new window popup should be used when a new website is being opened up

The new window pops up in the middle of the users screen at a fixed size of 400x450 pixels.

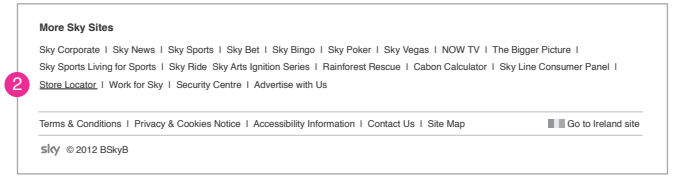
If a mobile device is being used a new tab is opened.



Footer

Desktop

Tablet



Mobile

ROI Footer
(includes Tariff Guide on all platforms)

Notes

1. On all platforms, the country toggles from Ireland and UK
2. On desktop, the hover state displays an underline. On touch devices, the tap state displays an underline

There is a forseen issue with the central breakpoint (800 - 599px) footer. If we have a breakpoint at 800 - 599, the line that Terms & Conditions is in will need to wrap at some point. When scaling with the current design of the footer, the country section will end up squishing into the rest of the text. This will especially be an issue for the ROI version that contains an extra link (Tariff Guide).

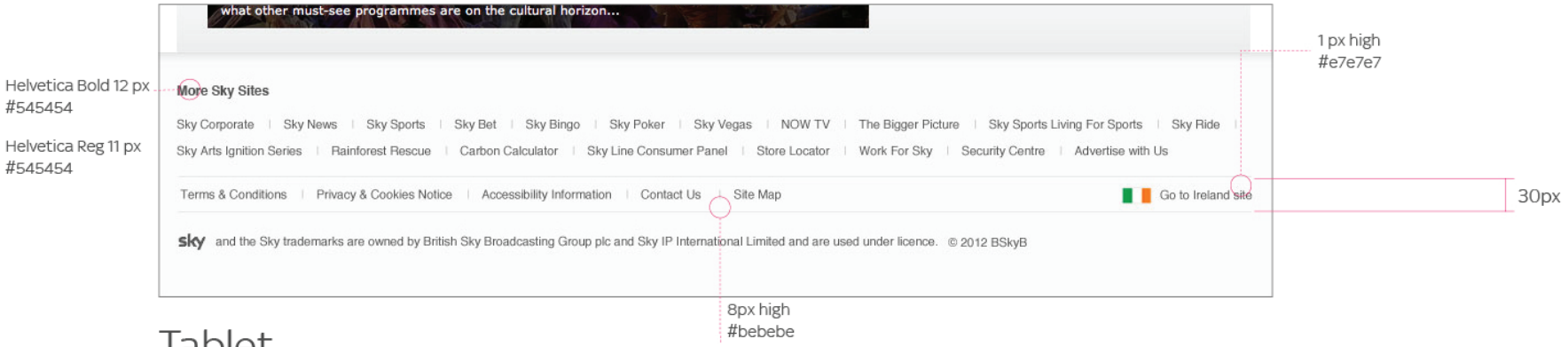
Accessibility

Alt tags should be used on the Sky logo, the UK flag, and the Irish flag.

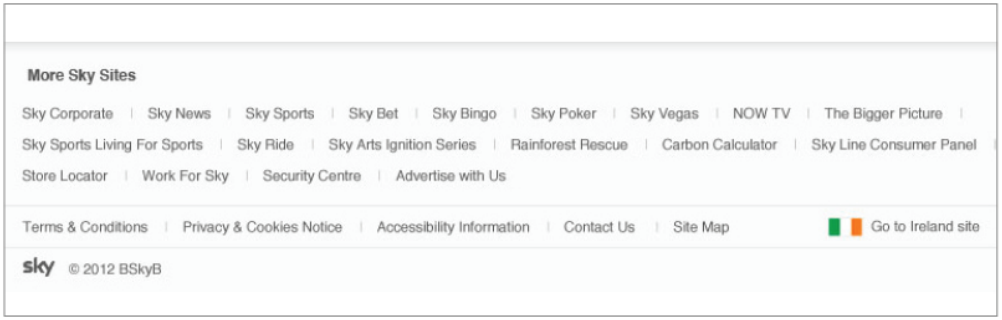
Footer should be read in running order from left to right.

Footer
Visual Design

Desktop



Tablet



Mobile