Style Guide

Storyline Modules

Foundations

March 2017

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Tint = any color, exact shade
Hex = exact color + exact shade

Color Tints	Applications	Accent	Applications
Primary	Skin, Note Accent, Button	Hex F57C00	Button, Radio button
Tint 1	Footer Fill	Hex FFB74D	Hover Glow
Tint 2	At Discretion	Hex FAFAFA	Note Fill
Tint 3	At Discretion		
Tint 4	At Discretion		
Tint 5	Objective + Summary Bullets		
Tint 6	Buttons		

Fonts	Style	Size	Color	Objects
Arial	bold	32	Black	Titles
Arial	bold	18	Black	Buttons
Arial	regular	15	Black	Body, Notes

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Primary Colors

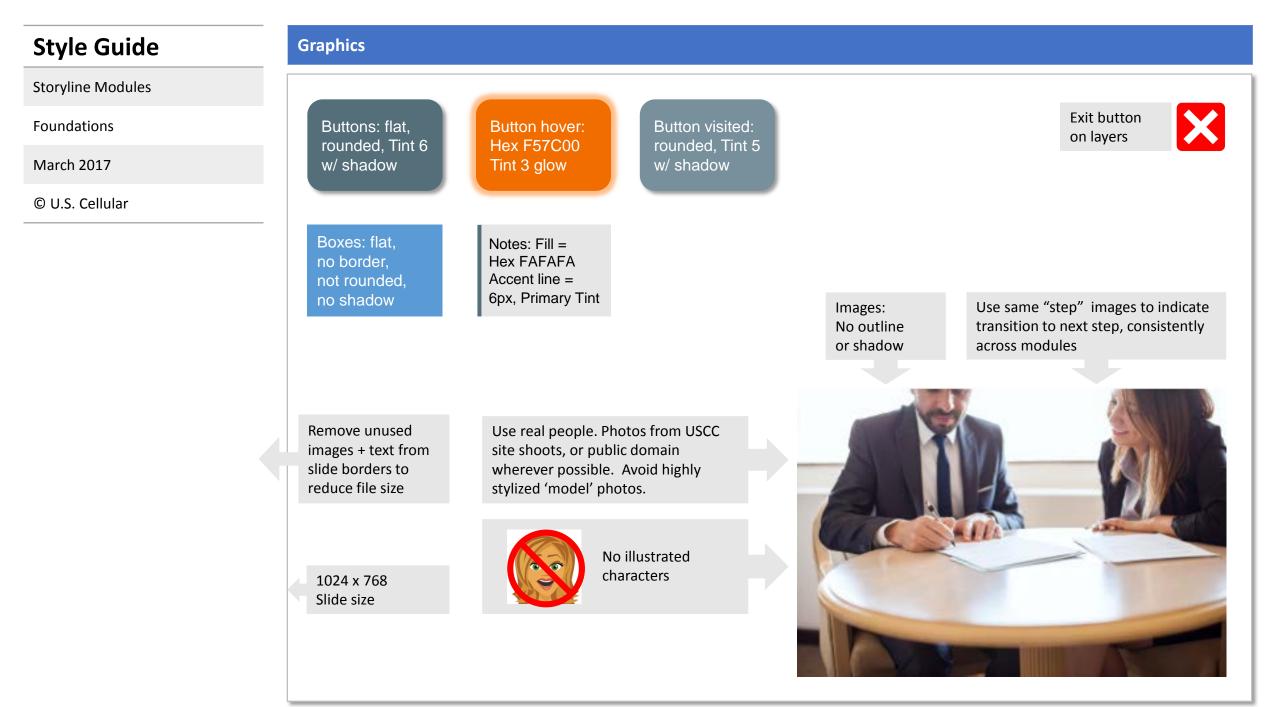| Customer Service	Financial Service	Order Processing	Prepaid	Retail	Telesales
Blue #2196f3 RGB 33, 150, 243	Purple #673ab7 RGB 103, 58, 183	Teal #009688 RGB 0, 150, 136	Green #8bc34a RGB 139, 195, 74	Indigo #272149 RGB 39, 33, 73	Blue Gray #607D8B RGB 96, 125, 139

Agent	General Usage
Magenta #831b4c RGB 131, 27, 76	Gray #9E9E9E RGB 158, 158, 158

Supporting Tints & Accent Colors

Agent	General usage
#F5E7EB RGB 245, 231, 235	#FAFAFA RGB 250, 250, 250
#F5CEDB RGB 245, 206, 219	#F5F5F5 RGB 245, 245, 245
#F7AAC3 RGB 247, 170, 195	#EEEEEE RGB 238, 238, 238
#F87EAC RGB 248, 126, 172	#E0E0E0 RGB 224, 224, 224
#FF509E RGB 255, 80, 158	#BDBDBD RGB 189, 189, 189
#A91560 RGB 169, 21, 96	#616161 RGB 97, 97, 97

Supporting Tints & Accent Colors

Customer Service	Financial Service	Order Processing	Prepaid	Retail	Telesales
#E1F5FE RGB 227, 242, 253	#EDE7F6 RGB 237, 231, 246	#E0F2F1 RGB 224, 242, 241	#F1F8E9 RGB 241, 248, 233	#E9E8FF RGB 233, 232, 255	#ECEFF1 RGB 236, 239, 241
#B3E5FC RGB 187, 222, 251	#D1C4E9 RGB 209, 196, 233	#B2DFDB RGB 178, 223, 219	#DCEDC8 RGB 220, 237, 200	#DCD4F7 RGB 220, 212, 247	#CFD8DC RGB 207, 216, 220
#81D4FA RGB 144, 202, 249	#B39DDB RGB 179, 157, 219	#80CBC4 RGB 128, 203, 196	#C5E1A5 RGB 197, 225, 165	#C7B6F7 RGB 199, 182, 247	#B0BEC5 RGB 176, 190, 197
#4FC3F7 RGB 100, 181, 246	#9575CD RGB 149, 117, 205	#4DB6AC RGB 77, 182, 172	#AED581 RGB 174, 213, 129	#AE97F4 RGB 174, 151, 244	#90A4AE RGB 144, 164, 174
#29B6F6 RGB 66, 165, 245	#7E57C2 RGB 126, 87, 194	#26A69A RGB 38, 166, 154	#9CCC65 RGB 156, 204, 101	#9B82F3 RGB 155, 130, 243	#78909C RGB 120, 144, 156
#03A9F4 RGB 25, 118, 210	#673ab7 RGB 103, 58, 183	#00796B RGB 0, 121, 107	#689F38 RGB 104, 159, 56	#5A3EC8 RGB 90, 62, 200	#546E7A RGB 84, 110, 122

Limited Accent Colors Only   ==Use ONLY on buttons==

Orange #F57C00 RGB 244, 124, 0	Orange #FFA726 RGB 255, 167, 38	Orange #FFB74D RGB 255, 183, 77	Orange #FFCC80 RGB 255, 204, 128	Orange #FFE0B2 RGB 255, 224, 178	Orange #FFF3E0 RGB 255, 243, 224

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Graphics

Buttons: flat, rounded, Tint 6 w/ shadow

Button hover: Hex F57C00 Tint 3 glow

Button visited: rounded, Tint 5 w/ shadow

Exit button on layers

Boxes: flat, no border, not rounded, no shadow

Notes: Fill = Hex FAFAFA Accent line = 6px, Primary Tint

Images: No outline or shadow

Use same "step" images to indicate transition to next step, consistently across modules

Remove unused images + text from slide borders to reduce file size

Use real people. Photos from USCC site shoots, or public domain wherever possible. Avoid highly stylized 'model' photos.

No illustrated characters

1024 x 768 Slide size

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Text Objects	Rule
Periods - full sentences in paragraph	Yes
Periods - full sentences in bullet list	No
Periods - partial sentences in bullet list	No
Oxford Comma	Yes (Let's eat, Grandma!)
Caps - partial sentences bulleted	Capitalize only first word
Caps – audience name	No, unless starting sentence (prepaid, not Prepaid)
Bold	All titles; links, buttons, checkbox titles; (not quotes or punctuation)
Bold	All Note, Important, and Tip statements
Hyperlinks / Paths	Avoid and eliminate any (they can change)
U.S. Cellular®	Drop ® symbol AFTER first occurrence
U.S. Cellular	~~US Cellular~~ - use U.S. Cellular or USCC
Bullets	Do not mix fragments and sentences. All of one type.
Bullets	✓ < Use checkmark in Tint 5 color
"s" possessive	Only for people - not objects, institutions or other entities (customer's)
Instructions	Parens around instructions w/period at end of sentence: (Select all that apply.)
Content density	Break more than two paragraphs of content into extra slides

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Player Setup
Update the Player with the title of the lesson/course
Set to "Scale Player to Fill Browser Window"
Uncheck volume button if no audio
Uncheck Resources, Notes, Glossary, etc if none offered
Menu titles should be shortened to 1-3 words, and not include slide numbers or summary slide

Slides	Rule
Duplicate Slides	Insert template slides, DO NOT copy/insert slides from legacy modules
Slide Titles (for menu)	Use Title Case

Style Guide

Step/Scene	Content	Rule
Intro	tbd	
	Slide templates	First and last slide use template. Content slides vary based on content.
	Content Slides	Use text + color rules, can vary based on content.
Show	tbd	
Do	tbd	
Knowledge Check	Intro Slide	Slide titled "Knowledge Check" followed by "Time for a quick Knowledge Check" Click Next to begin."
	Quiz Slides	Use template each time, do not duplicate slide
	Attempts	Set to 1 attempt for all
	Feedback	• Provide correct answer for both incorrect / correct fb • Eliminate duplicate correct/incorrect statement in fb body
Summary	Summary slide	Should contain text, "You've now completed XXX."
	Next Steps	Should contain paraphrased text, "Where could you improve XXX?"
	Menu	Keep Menu in final version and remove slide numbers after final review
	Bullets	Green checkmark style