Business Services

Design Standards



#### CONTENT

#### 1.00 BSEE Foundational Elements

1.01 The Grid and Margins

1.02 Responsiveness

1.03 Page Structure

1.04 Patterns

1.05 Color Pallet

1.06 Fonts

1.07 Typography

### 2.00 BSEE Navigation

2.01 Sidebar Navigation2.02 Superfooter

### 3.00 BSEE View Controllers

3.01 Tabset 3.02 Toggle

3.03 Feature Drawer

3.04 Drawer

### 4.00 BSEE Form Elements

4.01 Form Elements 4.02 Buttons

### 5.00 Overlays

5.01 General Overlay5.02 Price Disclaimer Tooltip

#### 6.00 Tables

6.01 Charts

### 7.00 Icons & Descriptions

7.01 Icons & Descriptions
7.02 Industry Module
7.03 Highlights
7.04 Features & Addons

#### 8.0 Offer Modules

8.01 Offer Cards8.02 Limited Time Offers

### 9.00 Forms

9.01 Request a Consultation9.02 Sidebar Form9.03 Email Subscription Form9.04 Vertical Lead Generation Form

### 10.00 Banner

10.01 General Banner10.02 Banner with Offer10.03 Banner with Beacon Offer

### 11.00 Designing with the Grid

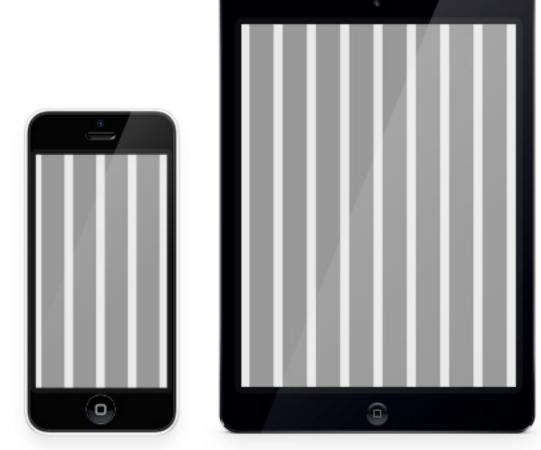
11.01 Grid Example 1 11.01 Grid Example 2 11.01 Grid Example 3 11.01 Grid Example 4

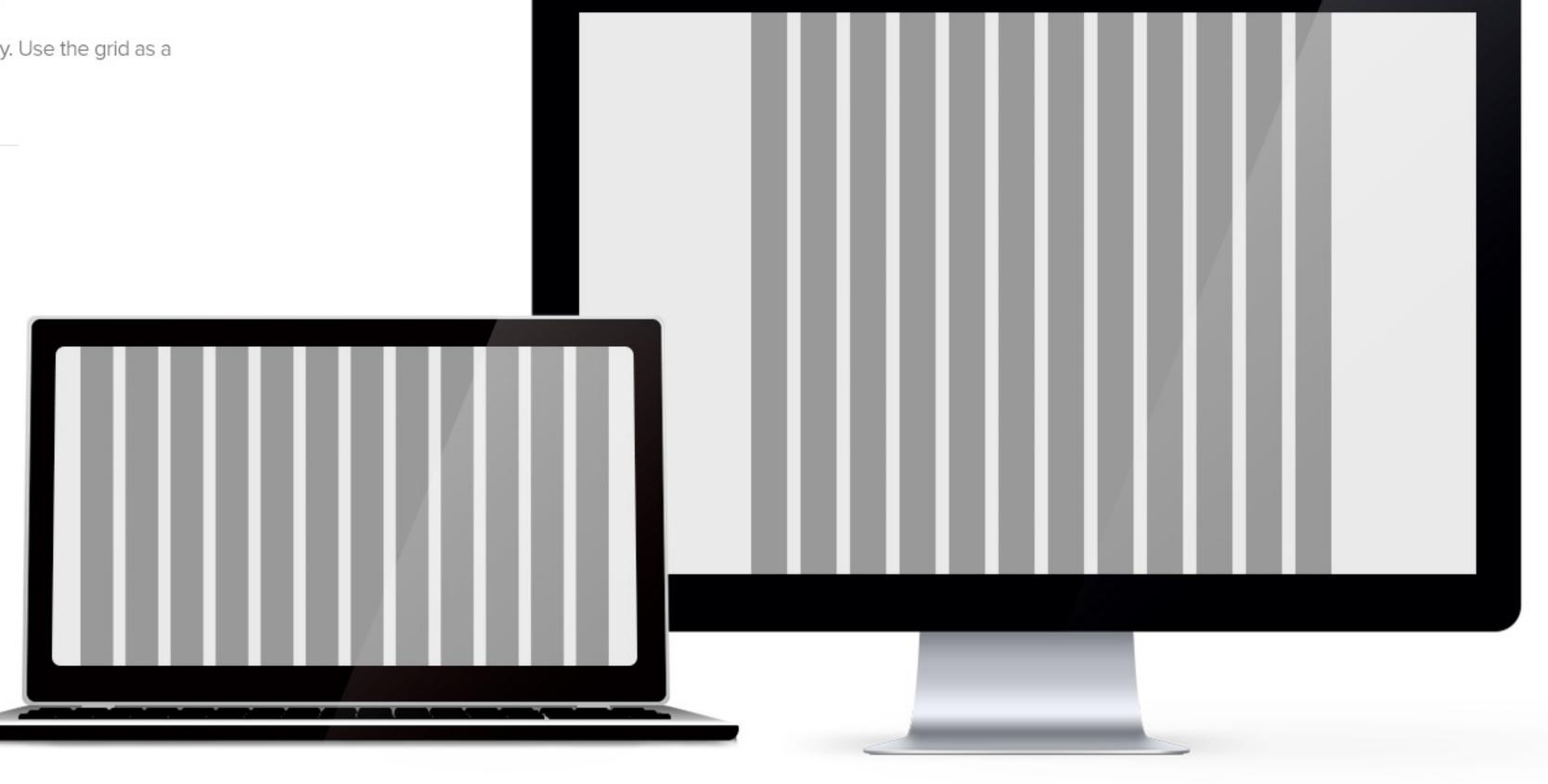


# BSEE Foundational Elements

# The Grid and Margins

BSEE uses a grid to keep items on the design page orderly. Use the grid as a guide across popular breakpoints.

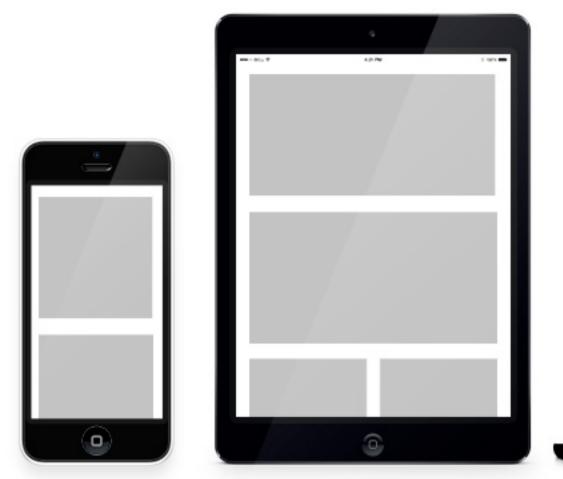






# Responsiveness

The BSEE website and its components have been built to be responsive for each major device type. Although, adhering to the grid, the components respond to breakpoints where it make sense. Elements adapt to the canvas width without compromising the balance of the overall layout. Elements designed to be responsive should be flexible in appearance and functionality.







## Page Structure

#### Global Nav

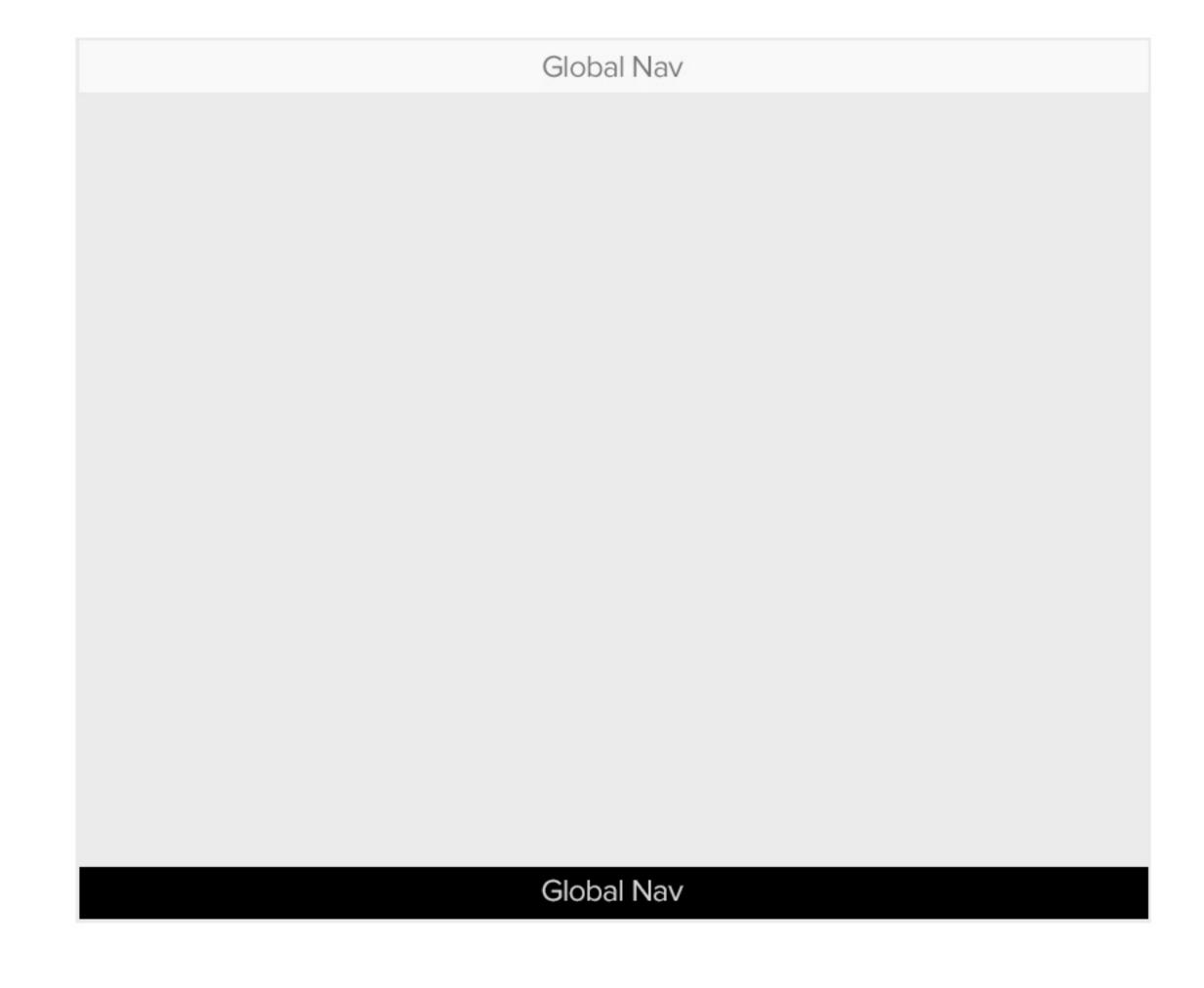
The global nav is required for most pages. Exceptions include pages in the shopping cart, were we want the user to stay on task and not navigate out to other pages, microsites and landing pages. These exceptions often have their own style header that replaces the global nav.

#### **Content Area**

The content area contains the primary content of the page.

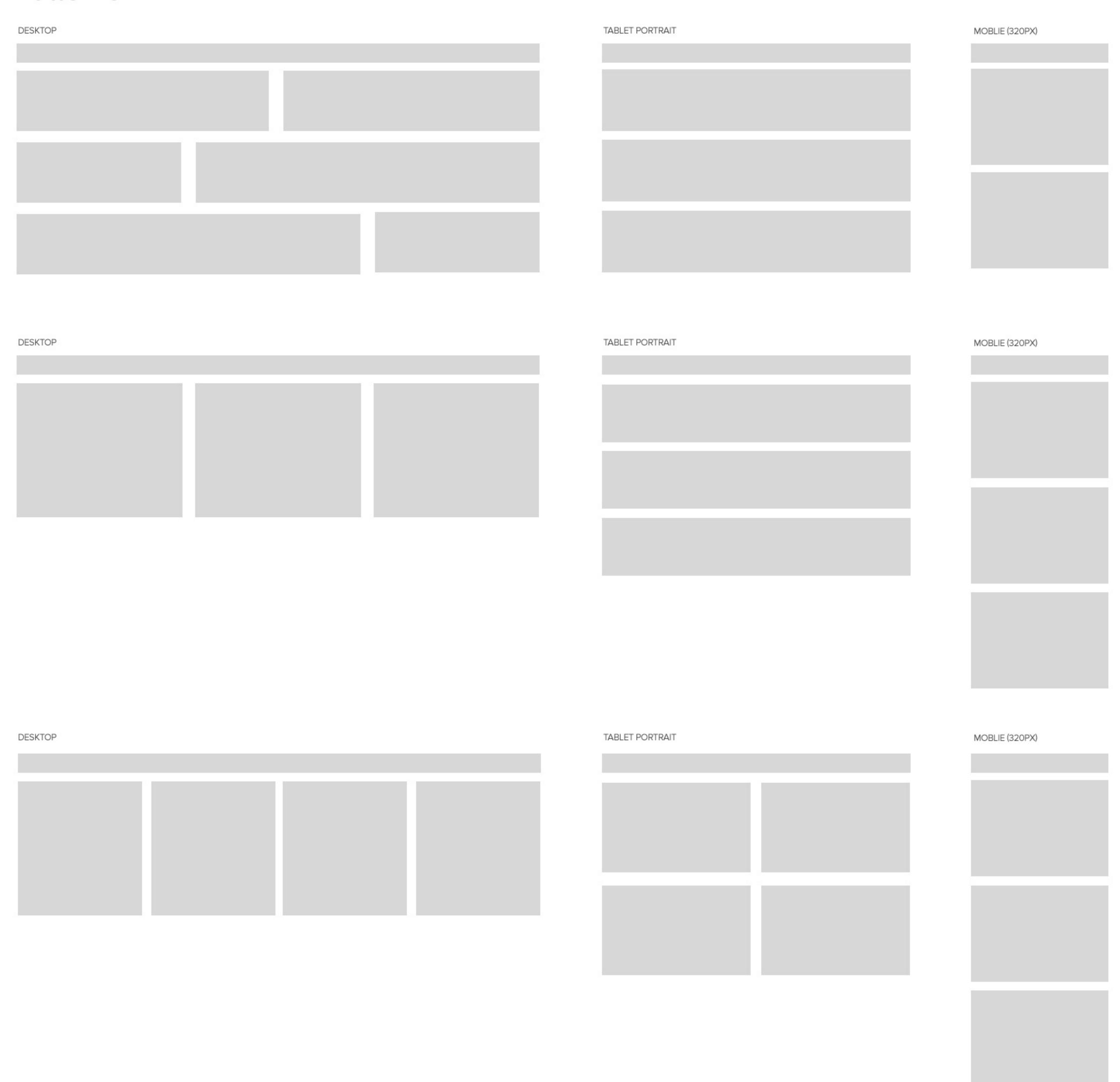
### Footer

The Global footer is required on all pages. The global footer carries navigation to the Terms & Conditions, Privacy, Copyrirght, Sitemap and Social Media Links. The footer may also hold the Supe Footer. The Super Footer contains the primary navigation organized by Business size, Tools, About Us and Contact Us. The Super Footer provides the user an easy glance to major sections of the BSEE site.





# Patterns





## **BSEE Color Pallet**

#### PRIMARY COLORS



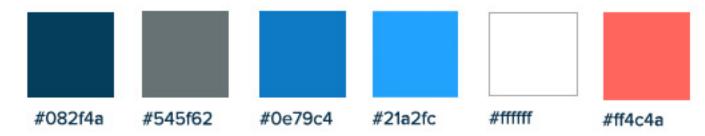
#### ACCENT COLORS



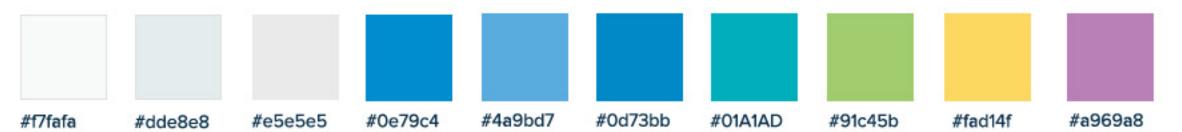
#### INDICATOR COLORS.



#### WE USE THESE COLORS IN OUR FONTS.



#### COLORS WE USE IN BACKGROUND.





## Base Fonts Styles

WE USE PROXIMA NOVA FOR ALL HEADINGS AND BODY COPY.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. (Proxima Nova, weight:normal)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. (Proxima Nova, weight:semibold)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. (Proxima Nova, weight:bold)

WE USE ARIAL FOR ACTION BUTTONS.

LOREM IPSUM (Arial, weight:normal)

### LOREM IPSUM

(Arial, weight:bold)



# Typography

BANNER

Home → Breadcrumbs (font-size: 16px)

## Business Internet (font-size:50px)

First byline (font-size:24px; font-weight: bold). Second byline (font-size:24px; font-weight:normal).

GRID

This is a Grid Title (font-size: 38px; color: #082f4a)

This is header text used in the column (font-size: 28px; color: #082f4a)

All paragraph content (font-size: 18px; color: #545f62)

This is a link (font-size: 18px; font-weight: bold; color:#0e79c4)

This is disclaimer text (font-size: 14px; color: #545f62)



# BSEE Navigation

# Sidebar Navigation

The designer may need a design for a section of the site that is not represented in the primary nav and requires some navigation within the silo. The Article with Sidebar can be used to support related content. The Seconday Nav should be included in every page of the silo. The Seconday Nav links can include internal links to pages, pdf documents, as well as, links to outside pages.

### Article with Sidebar

Lorem ipsum dolor sit amet, consectetur adipiscing 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.

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. "Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

### **Secondary Nav Title**

**Current page** 

Nav Link 1

Nav Link 2

Nav Link 3

Nav Link 4



# Super Footer

The Super Footer helps the user find related information in a silo. The Super Footer should be used in conjuction with the Secondary Nav.

#### Authorized Connector Program

Alliance Referral Program

Comcast Business Referral Portal

#### Solutions Provider Partner Program

10 Reasons to Become a Solutions Provider

5 Steps to Get Started

How to Choose A Master Agent

#### ©2014 Comcast Corporation

Privacy Statement | Visitor Agreement | Small Business Terms and Conditions | Enterprise Terms and Conditions | Site Map







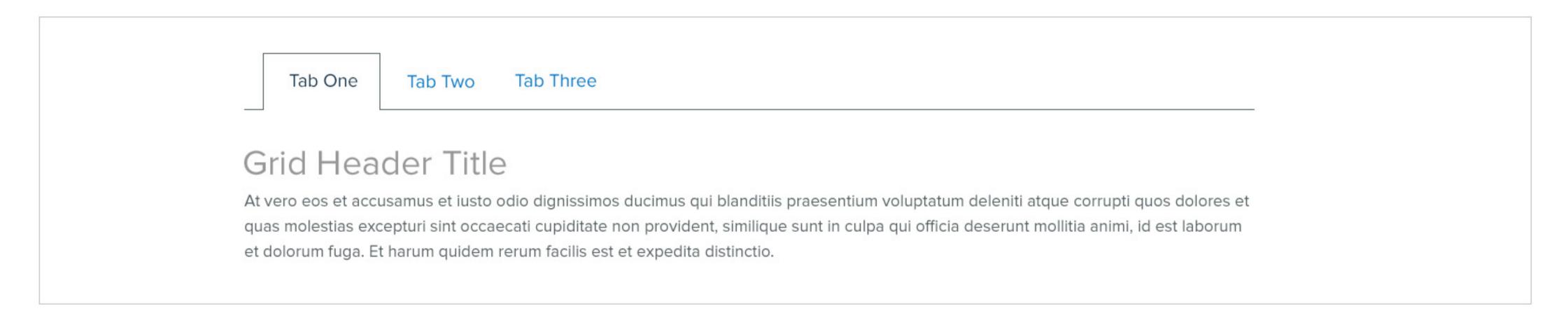




# BSEE View Controllers

### Tabset

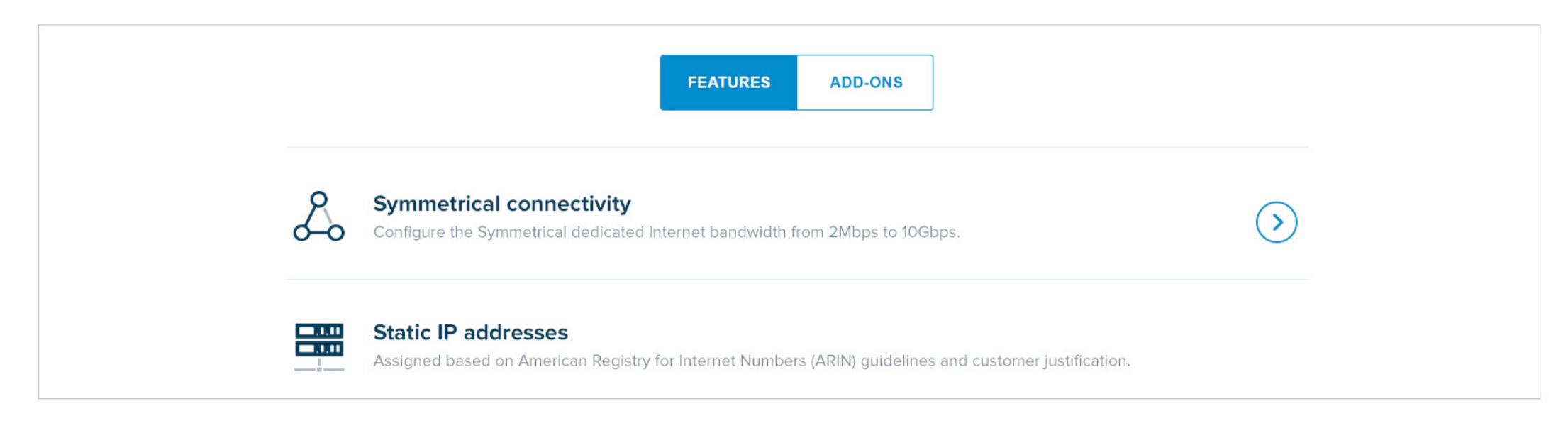
The tabset can be used for related content. The example below comes from the FAQs page on the BSEE site. All FAQs can be included here. The format, allows the designer to use the full width of the page. The Title's for each Tab should be short and concise. Unlike the sidebar navigation, all the content in the tabset is included in a single page. The tabs do not link to content outside of the tabset.





## Toggle

The toggle can be used in place of the Tabset when there are only two choices. Like the tabset, all the content in the Toggle page is contained on a single page. The links in the Toggle do not link outside of the page.

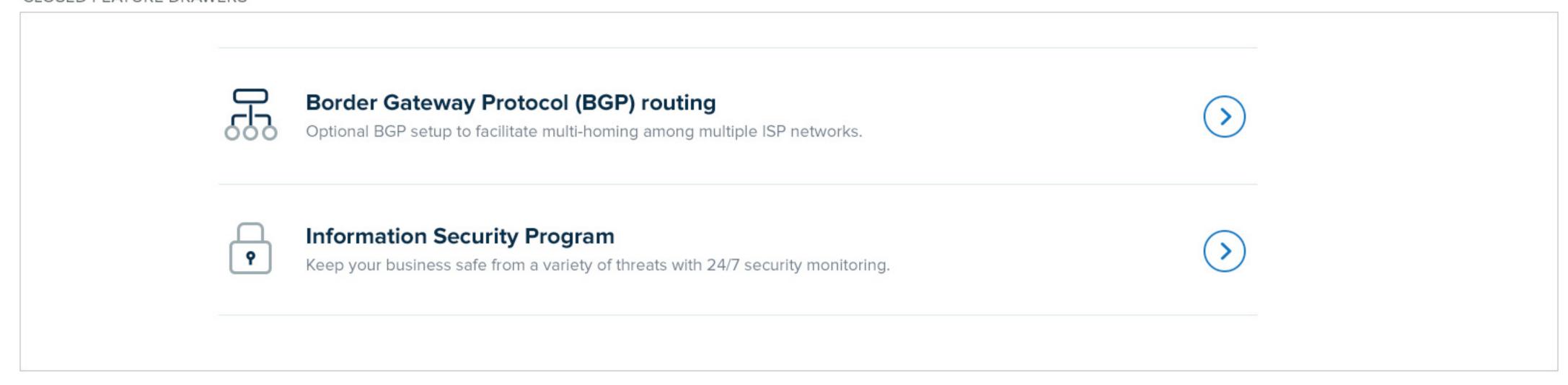




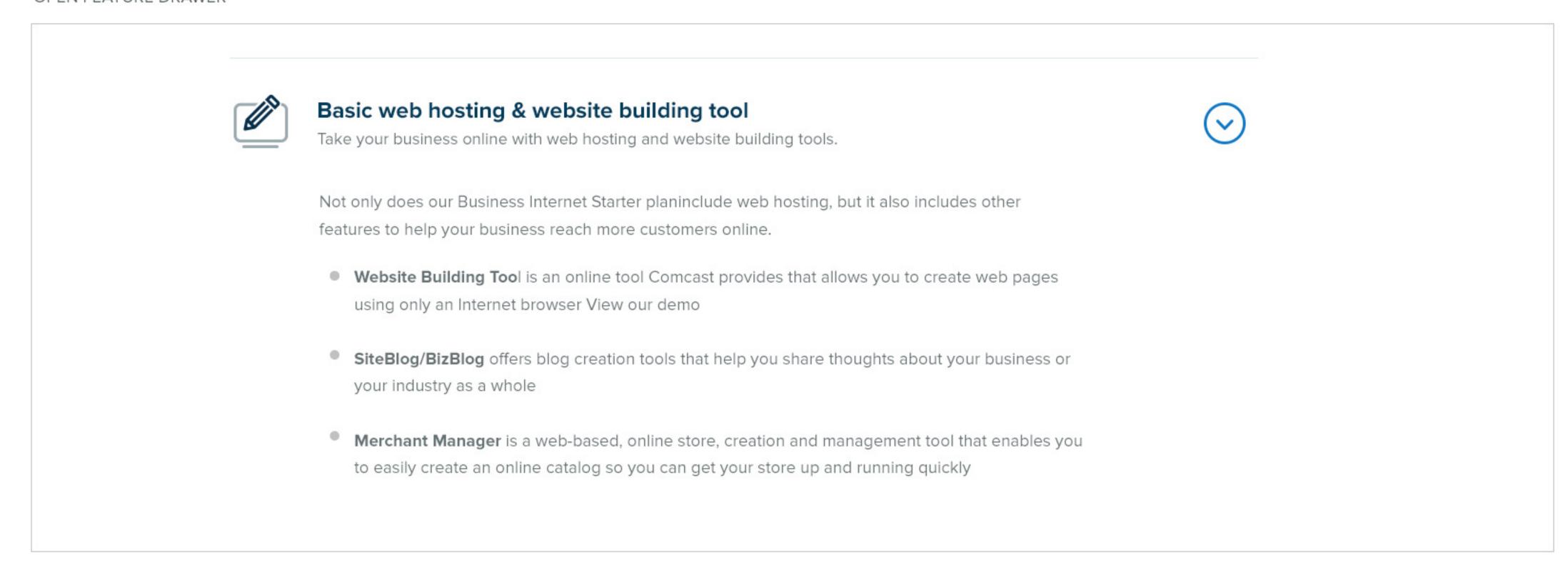
### Feature Drawer

The Feature Drawer is used primarily on the Product Feature pages. Any number of drawers can be placed in a Feature Drawer Container. All content is contained in the drawer.

#### CLOSED FEATURE DRAWERS



#### OPEN FEATURE DRAWER



### Drawer

The drawer can be used when there is more content on a subject that should remain near the related conent. The grid-container can be used organize the content in the drawer. The drawer can be used.

#### DRAWER OPEN



Small & Medium Business

#### DRAWER CLOSED



Help Me Choose

Package Builder

**Resource Library** 

**Cloud Software** 

### 

Internet	Phone	TV	Ethernet
<b>Business Internet</b>	<b>Business Phone</b>	TV For Offices	Ethernet
<b>Ethernet Dedicated Internet</b>	Virtual PBX	TV for Bars & Restaurants	<b>Network Services</b>
Internet Speed Test	PRI Trunks	TV For Hotels	<b>Dedicated Internet</b>
All Internet Products	SIP Trunks	TV for Gyms	Ethernet Private Line
	All Phone Products	All TV Products	Virtual Private Line



# BSEE Form Elements

### Form Elements

TEXT FIELD

Phone number

COMPLETED TEXT FIELD

Phone number

(123) 456-78

ERROR TREATMENT ON FIELD

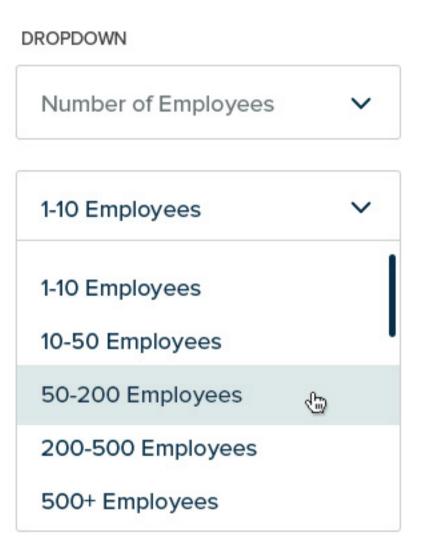
Phone number

(123) 456-78

Phone number is required









### Buttons & links

primary button SEE PRODUCT DETAILS **SEE PRODUCT DETAILS** secondary button SEE MORE ARTICLES **SEE MORE ARTICLES** primary button: small CUSTOMIZE CUSTOMIZE secondary button: small CUSTOMIZE 👝 CUSTOMIZE

text link Read case study → Read case study → ← Back to Business Internet ← Back to Business Internet ◆ Try another address ◆ Try another address View document View document Download PDF Download PDF Watch Video ① Watch Video ()



# BSEE Overlays

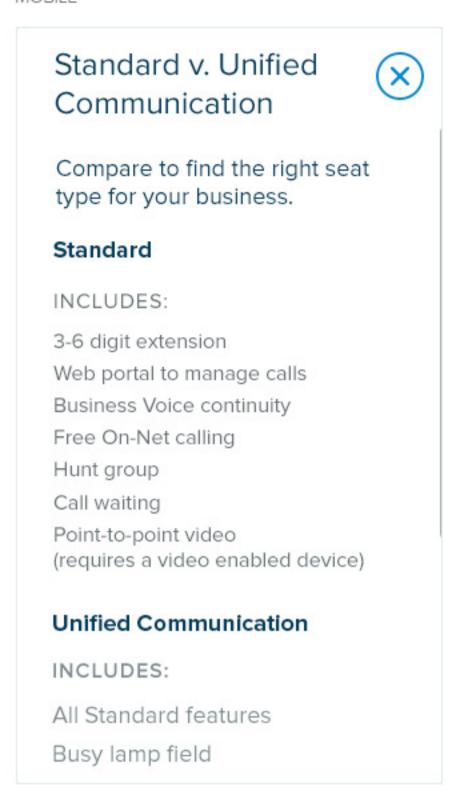
## Basic Overlay

The basic overlay can be used anytime the designer needs to present more information to the prospect related to a topic. The overlay is activated when the user clicks on a link on a page or it can be where userflow is located, i.e. Localization.

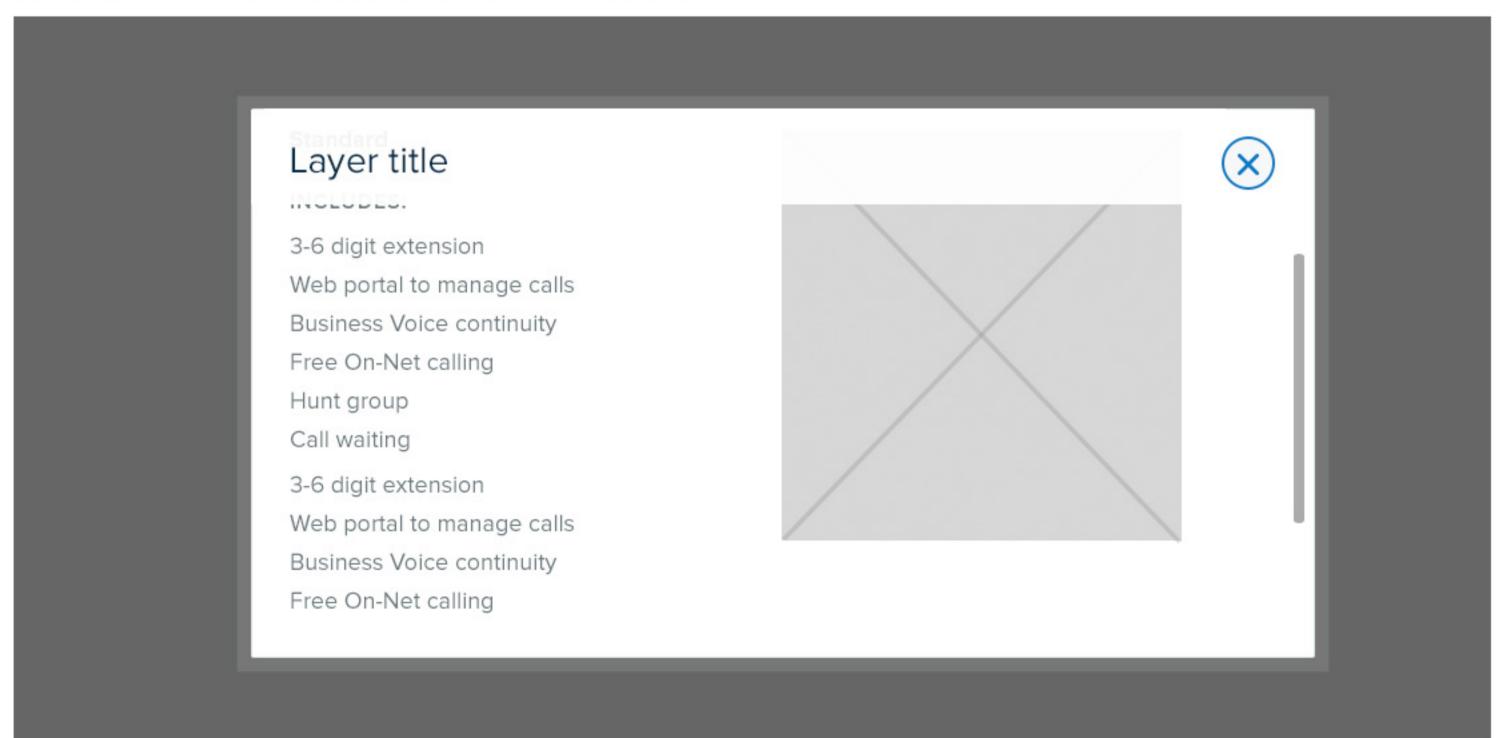
DESKTOP



MOBILE



LAYER TITLE AN CLOSE ICON STICK TO THE TOP OF THE LAYER AS THE USER SCROLLS

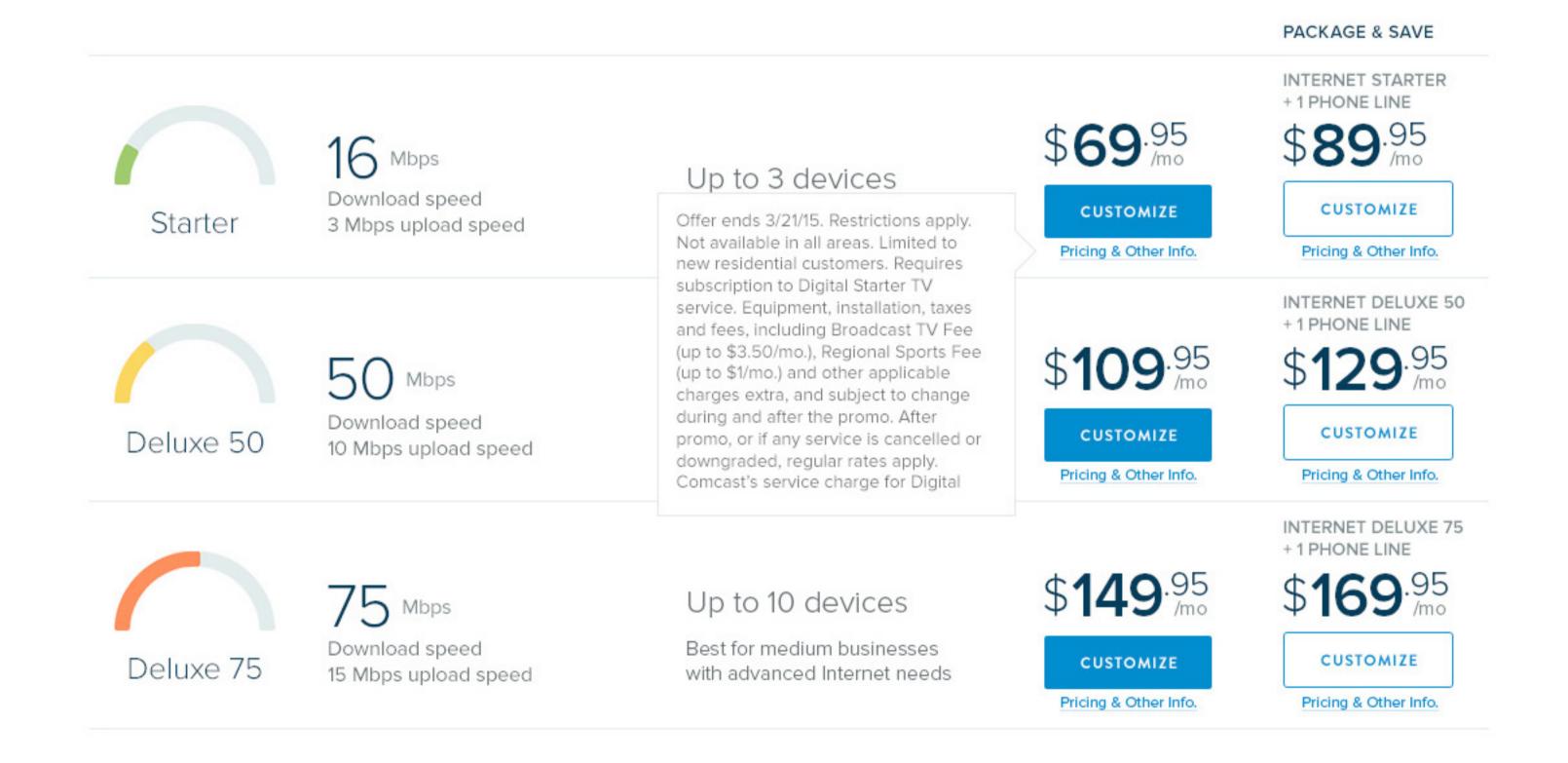




## Price disclaimer tooltip

The tool tip works with the Price disclaimer. There is a short delay as the user hovers over the Price & Other Infor link. When the user clicks on the link, the basic overlay will display with the disclaimer. The tool tip does not function for mobile devices.

DESKTOP





# BSEE Tables

# **Tables**

Tables are used when user needs to compare imformation. The BSEE table can contain up to five columns and as many rows as is required.

#### DESKTOP

	Starter	Business	Commerce	Professional
Storage	10MB	300GB	400GB	500GB
Data Transfer	100MB	Unlimited	Unlimited	Unlimited
Google Adwords Credit	_	\$25	\$50	\$100
Site Builder	3 Pages	25 Pages	Unlimited	Unlimited
Site Promotion	Starter Pack	Power Pack	Power Pack	Power Pack
Newsletter Broadcast	<b>~</b>	<b>~</b>	<b>✓</b>	<b>~</b>
Web Analytics	<b>~</b>	<b>~</b>	<b>~</b>	<b>~</b>
Instant Business Broadcast		<b>~</b>	<b>~</b>	<b>~</b>
Siteblog / Bizblog		<b>✓</b>	<b>✓</b>	<b>~</b>
FTP Access		./		

#### MOBILE

	Standard	Comr
3-6 digit extension	<b>✓</b>	
Web portal to manage calls	<b>/</b>	
Business Voice continuity	<b>~</b>	
Free On-Net calling	<b>✓</b>	
Hunt group	<b>✓</b>	
Call waiting	<b>✓</b>	
Point-to-point video (requires a video enabled device)	<b>~</b>	
Busy lamp field		
Business VoiceEdge mobile app		
1 local phone number		
Voicemail to email		



# BSEE Icons & Descrptions

# Icons & Descriptions in the Grid Container



### Description

Place the Icon-Descrptions together to prominently display product information. They can be used singly or as a group. The Icon-Descrption module can be used in the grid container.

**USE A BUTTON LINK** 



# Fast & Reliable Internet

Sweet muffin marzipan macaroon danish cheesecake. Pudding tiramisu chocolate gummies. Candy canes candy canes fruitcake. Lollipop ice cream pastry tootsie roll pie cake cupcake danish.

Use an arrow link →



### Try a List

- Norton™ Internet Security Online
- Microsoft Exchange Email Server
- Microsoft SharePoint file sharing platform
- Website Hosting package upgrades available



# Industry Module

### **Upgrade Your Healthcare Business**

Various solutions Comcast Business offers that can transform the face of Healthcare.



#### **Healthier Data**

Send anything from patient files to full 3D scans.

Get Dedicated Ethernet →



#### **Secure Records**

Never worry about patient confidentiality again.

Get Private Lines →



#### **Insider Network**

Fiber-optic solutions for secure connections.

Get Virtual Private Lines →



### **Speedy Recovery**

Safeguard files at multiple data centers for absolute disaster recovery.

**GET NETWORK SERVICES** 



#### On Call Revisited

Connect with patients through point-to-point video capabilities.

**BUSINESS VOICE** 



#### **Better Bedside Manner**

Entertainment, sports, news and more. Anywhere you like.

**GET BUSINESS TV** 



## Highlights in Grid Container

Highlights are meant tobe use with the grid-container.

### Business Comcast Products and Services

All delivered over Comcast's private, diverse network – the nation's largest facilities-based last mile alternative to the phone company, and backed by a company your customers know, respect and trust.



#### **Business Internet**

Maximize your productivity with Internet speeds up to 66 times faster than DSL and T1 running over our reliable, fiber-optic network. Send clients to our Business Internet Speed Test to learn how Comcast can help you increase their productivity.

Learn more →



#### **Business Voice**

Say goodbye to expensive phone company plans. Get unlimited long distance to anywhere in the country with savings you can put back into your pocket with business telephone service from Comcast.

Learn more →



#### **Business TV**

Whether you use TV to keep customers happy or employees informed, Comcast has a channel package that will work for your business.

Learn more →



# Business WiFi features

Business Private WiFi - a private/secure WiFi connection for your business

Business Public WiFi - an Xfinity WiFi Hotspot for patrons and customers

No extra charge for Comcast Business Internet® customers

24x7 technical support



### Fast & Reliable Internet

Sweet muffin marzipan macaroon danish cheesecake. Pudding tiramisu chocolate gummies. Candy canes candy canes fruitcake. Lollipop ice cream pastry tootsie roll pie cake cupcake danish.

Learn more →



# Productivity Tools for Success

- Norton™ Internet Security Online
- Microsoft Exchange Email Server
- Microsoft SharePoint file sharing platform
- Website Hosting package upgrades available



### Fast & Reliable Internet

Sweet muffin marzipan macaroon danish cheesecake. Pudding tiramisu chocolate gummies. Candy canes candy canes fruitcake. Lollipop ice cream pastry tootsie roll pie cake cupcake danish.

**GET STARTED NOW** 



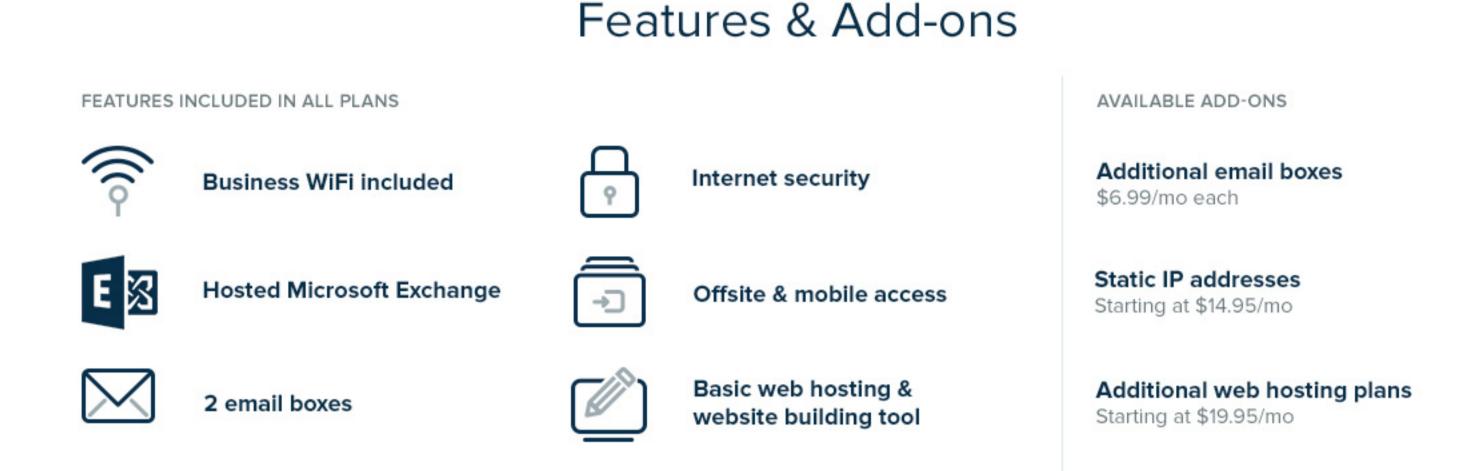
### **Productivity Tools for Success**

- Norton™ Internet Security Online
- Microsoft Exchange Email Server
- Microsoft SharePoint file sharing platform
- Website Hosting package upgrades available



### Features & Addons

The features & addons modules are configurable depending on the number of Features or addons.

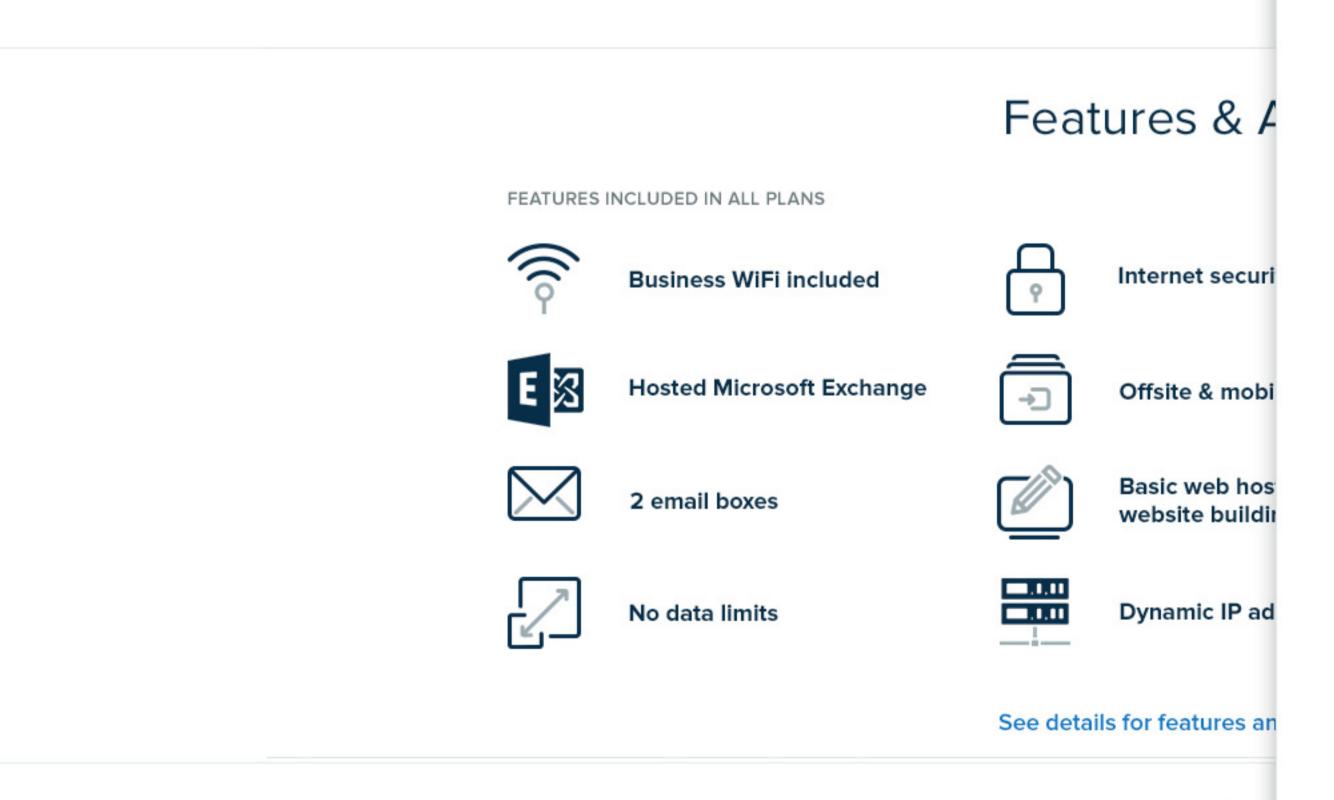


See details for features and add-ons →

Dynamic IP address

The icon and description set and associated row are clickable. The click action slide in the layer with the definition of the feature.

8.81



No data limits



### **Business WiFi**

Give your employees and customers the ability to access WiFi.

Provide the fastest WiFi connection for your employees and customers so they can do more in more provided by your business and public WiFi for your customers – included in all Business Internet plans except the

Private WiFi For Your Business

Internet for telecommuters

Upon consultation

Private WiFi is an internal, private and secure wireless network for your employees. They can connect ers and other shared devices, like printers, as well as cloud applications.

Your business benefits from:

- A wireless network for employees that is private, internal and secure
- A Private WiFi network that is completely separate from the Public WiFi XFINITY Hotspot
- Being part of the XFINITY WiFi network with over 3 million hotspots
- Be listed on the Comcast national XFINITY WiFi Hotspot locator map/app
- Knowing that Comcast Business takes care of the equipment, installation and 24/7 support

Your employees benefit from:

An expanded Internet experience with access throughout your business location
Always ready, always fast access to email and business applications via different mobile devices
Access cloud applications and shared devices like wireless printers and servers



# BSEE Offer Card Modules

### Offer Module

The offer module can be configured with two to four offers

Basic Line



\$24.95/mo

With a two year agreement

- Unlimited Local Calling
- Caller ID
- Hunt Group

**GET STARTED** 

**Pricing Details** 

### Plans & Pricing

Full Featured Line



\$29.95<sub>/mo</sub>

With a two year agreement

## WITH PURCHASE OF INTERNET OR TV

- Unlimited local and domestic long distance calling
- Directory Listing
- Hunt Group
- Over 20 Enhanced Calling

**GET STARTED** 

**Pricing Details** 

Voice Mobility Line
INTRODUCTORY PRICING!



\$29.95 /mo With a two year agreement

#### WITH PURCHASE OF INTERNET

- Find Me/Follow Me features
- Business calls ring to your mobile phone
- Mobile phone displays business call and voicemail notifications
- Immediately listen to business

**GET STARTED** 

**Pricing Details** 

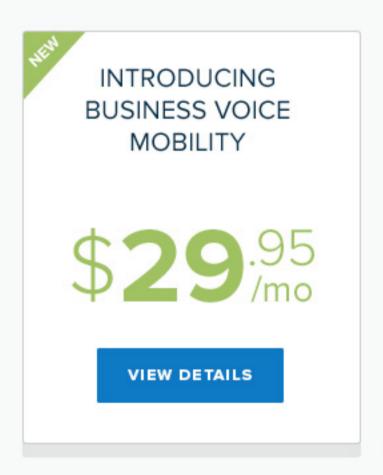


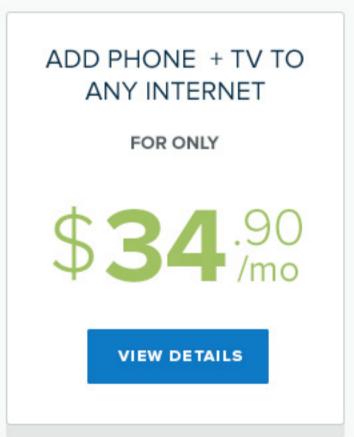
### Limited time offer module

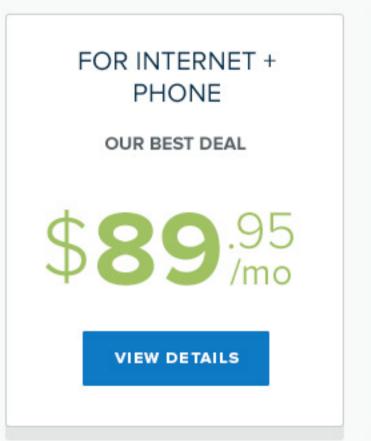
The limietd time offer module can hold up to four offers. This module is not design to expand in height.

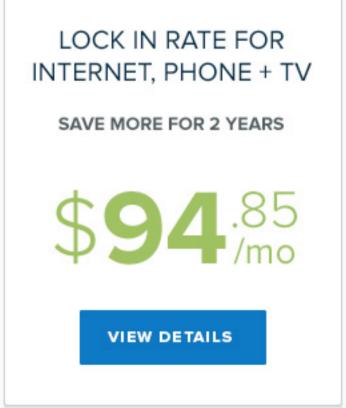
### Limited Time Offers

Take advantage of these limited time offers to give your business an edge over competitors.









Offers End 10/31/2015



# BSEE Forms

# Request a Consultation/Get a Quote

Request a Consultation / Get a free quote (Is configurable with additional components and background colors)

		R	equest a consultation	1		
First name			Last name		Company	
Address		Suite or Building (if applicable)			City	
State 🗸	Zip code	Phone	Extension		Email address	
			REQUEST A CONSULTATION  We respect your privacy →			
			Get a Free Quote			
First name			Last name		Company	Industry Type
Address			Suite or Building (if applicable)		City	
State	Zip		Email address		Phone	Ext(Optional)
			REQUEST A CONSULTATION  We respect your privacy →			
			Sign up today			
First name			Last name		Company	
Industry Typ	е		Zip		Email address	
O 1 - 7 I	EMPLOYEES		How many people in your comp  - 20 EMPLOYEES 21 - 50 I  REQUEST A CONSULTATION  We respect your privacy→			50 EMPLOYEES



# Sidebar form

### Let's talk

Reach out to a Comcast Business sales representative to learn more.

First name
Last name
Company
Address
City
State
Zip code
Email address
I'M INTERESTED



## Email form

Email form has a vertical and horizontal format.

# Sign up to receive special offers

Be the first to know about upcoming offers and promotions				
Email address				
Zip code				
GET OFFERS				

### Sign up to receive special offers

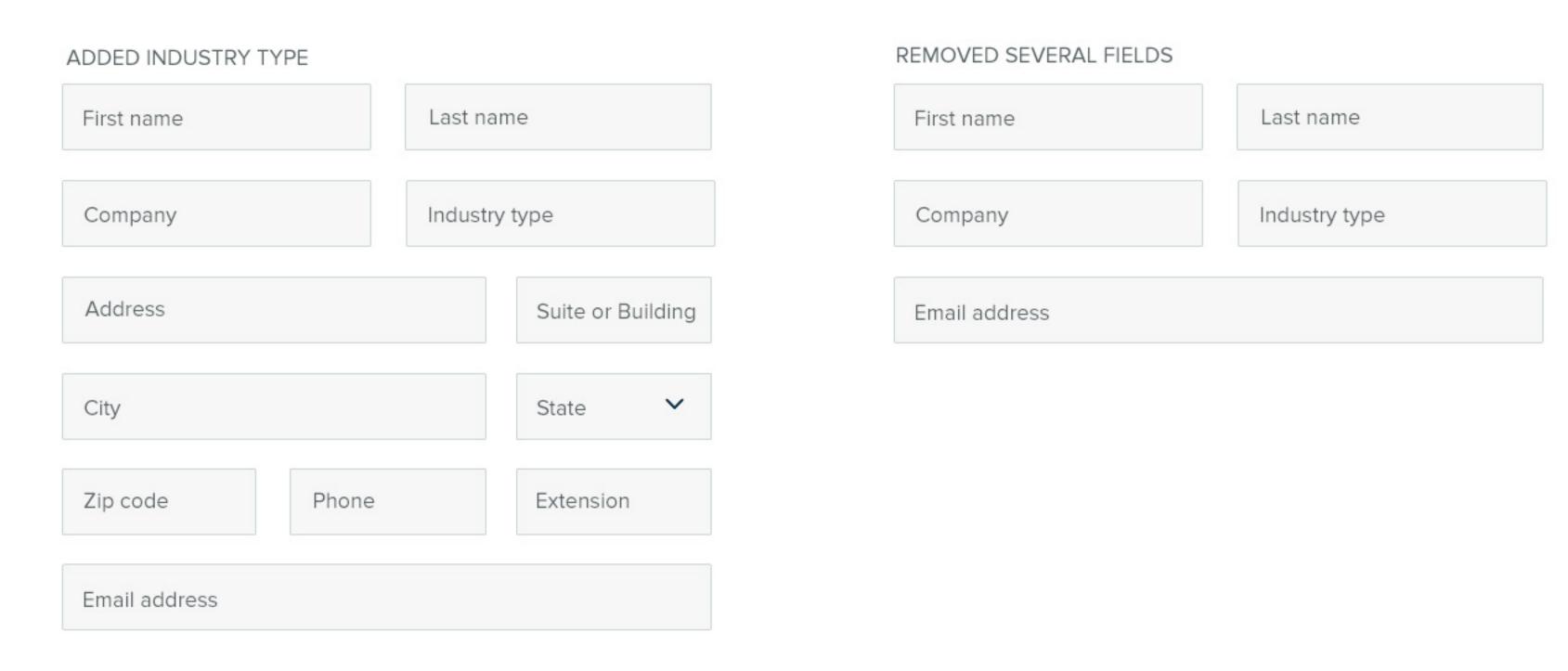
Be the first to know about upcoming offers and promotions

Zip code	
	GET OFFERS
	Zip code



# Vertical Lead generation form

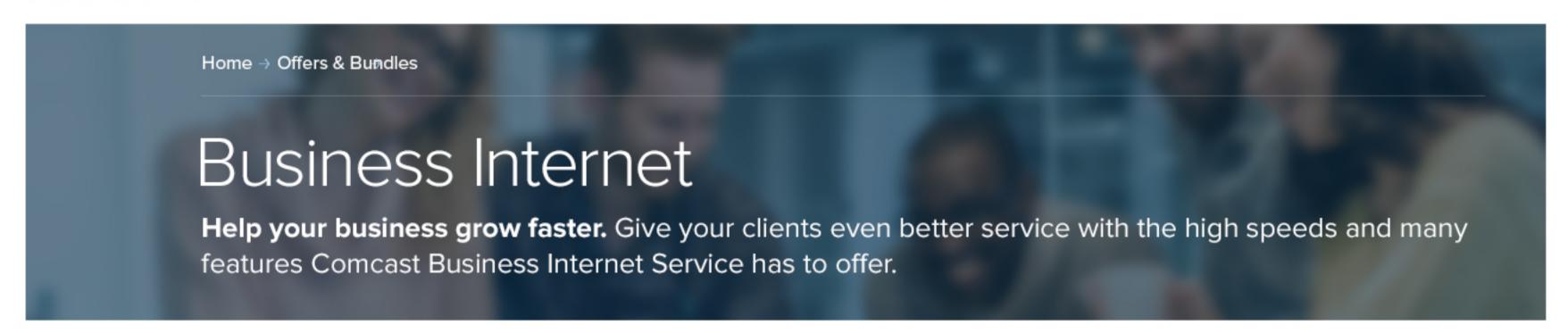
The vertical lead generation form can be added to a grid container. The input fields will conform to the container. The content editor can delete input fields to conform to the requirements.





# BSEE Banner

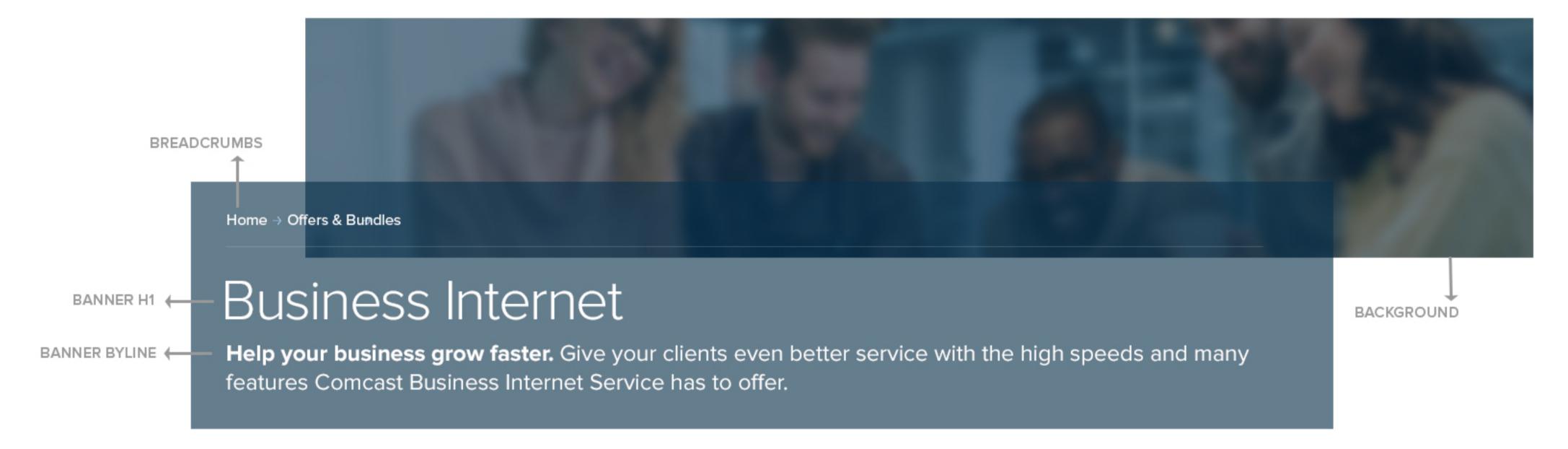
### Banner



The banner is defined as the component on the page that introduces the user to the topic of the page. From a SEO persective, the Banner should be the only component that carries the H1 tag. The BSEE Configurable component is highly flexible, allowing the designer to use defined colored backgrounds, images and ambient video.

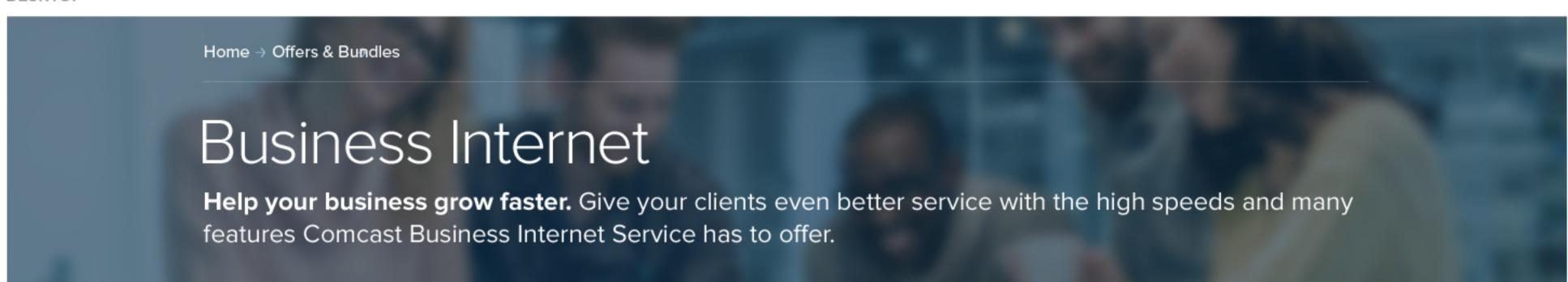
OPTION	DESCRIPTION
Background Content color	Configurable White or Gray
Breadcrumbs	Optional
H1	Required
Byline	Optional
In-line Offer	Optional
Beacon Offer	Optional

## Banner Breakdown

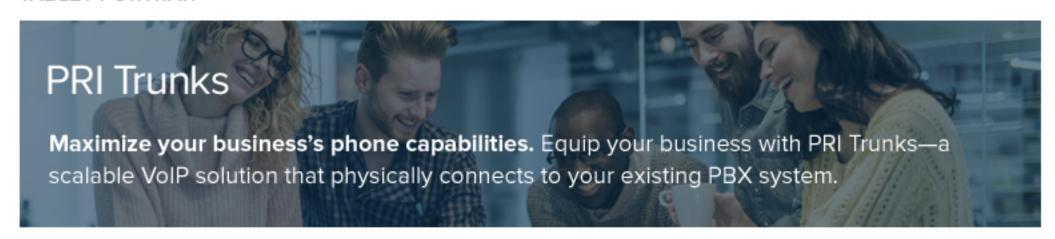


# Responsiveness of the Banner

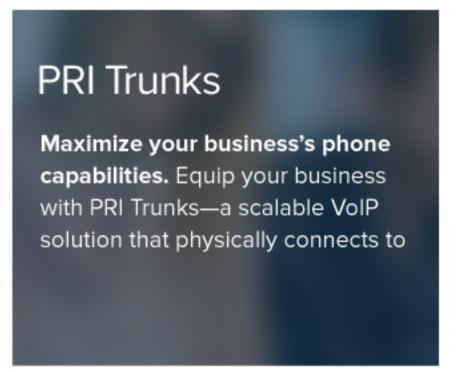
DESKTOP



TABLET PORTRAIT

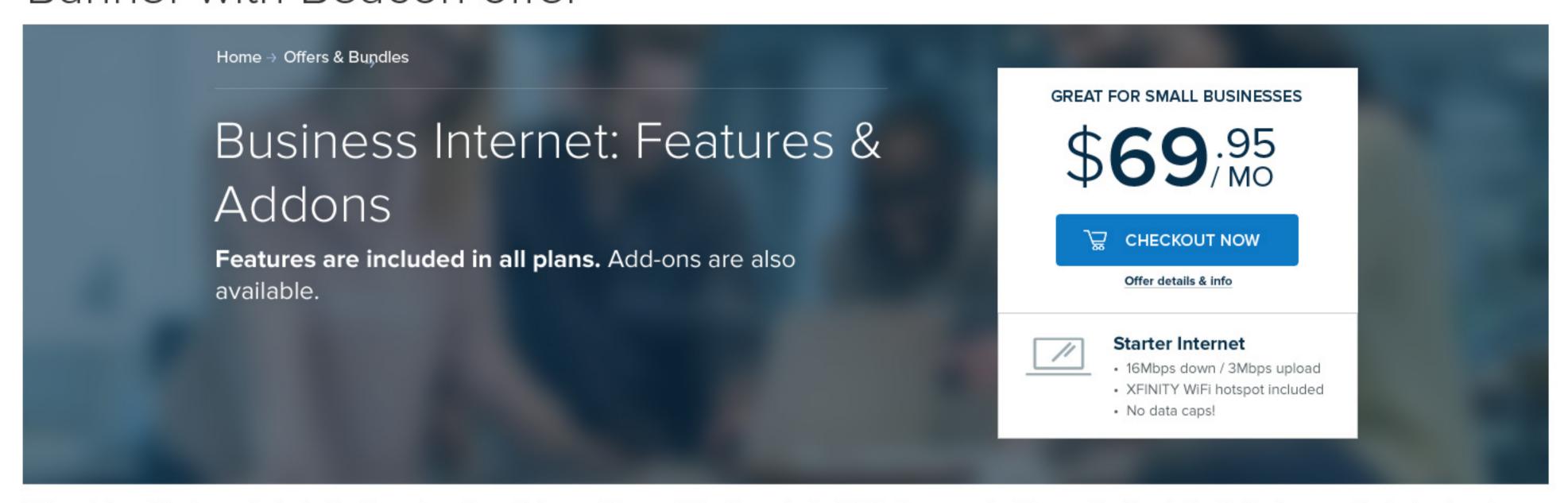


MOBILE PORTRAIT



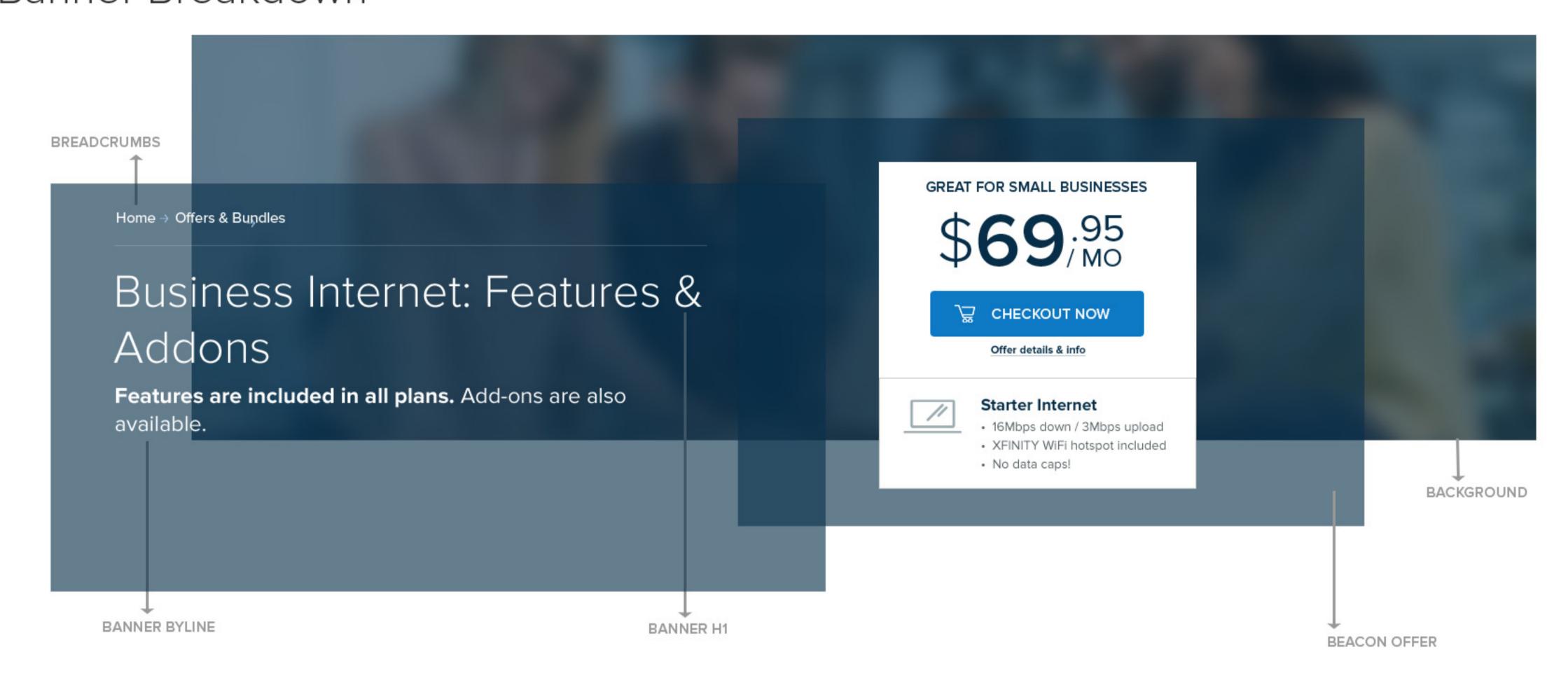


## Banner with Beacon offer

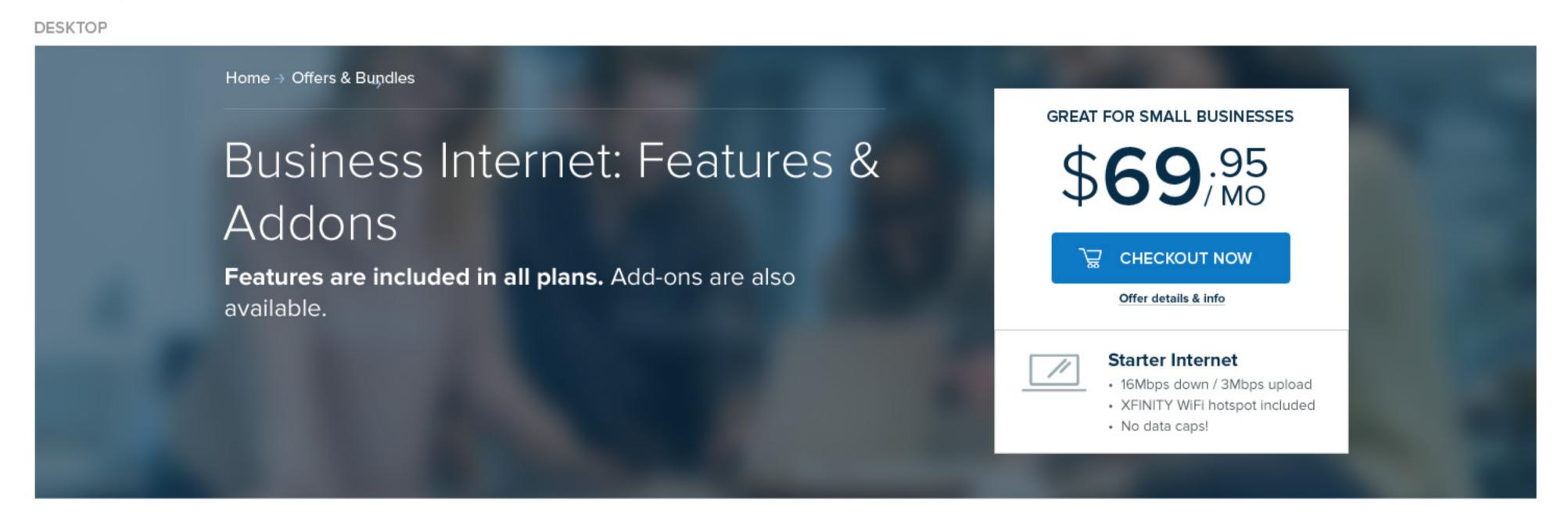


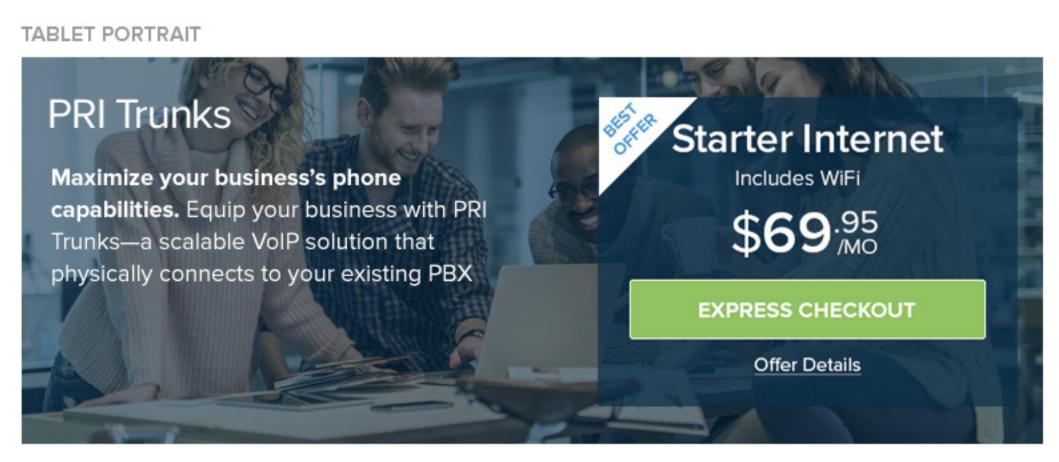
This variation of the banner includes the Banner headline, a byline and Beacon Offer. Currently, the HTML Component will be used until a design for the beacon offer is developed.

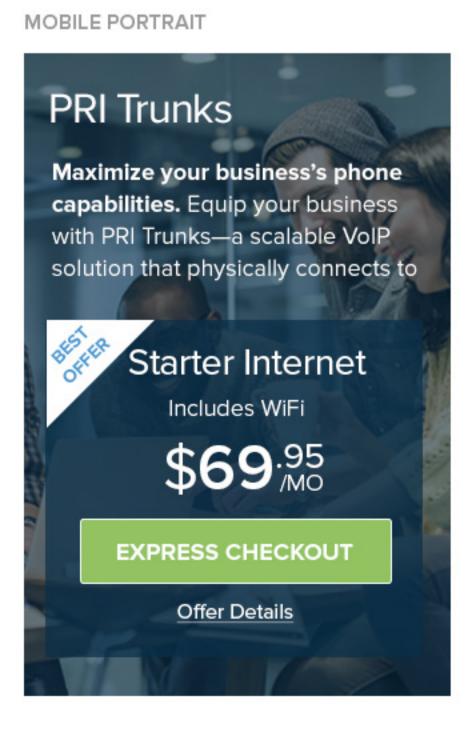
## Banner Breakdown



# Responsiveness of the Banner with Beacon Offer









# BSEE Designing with the Grid

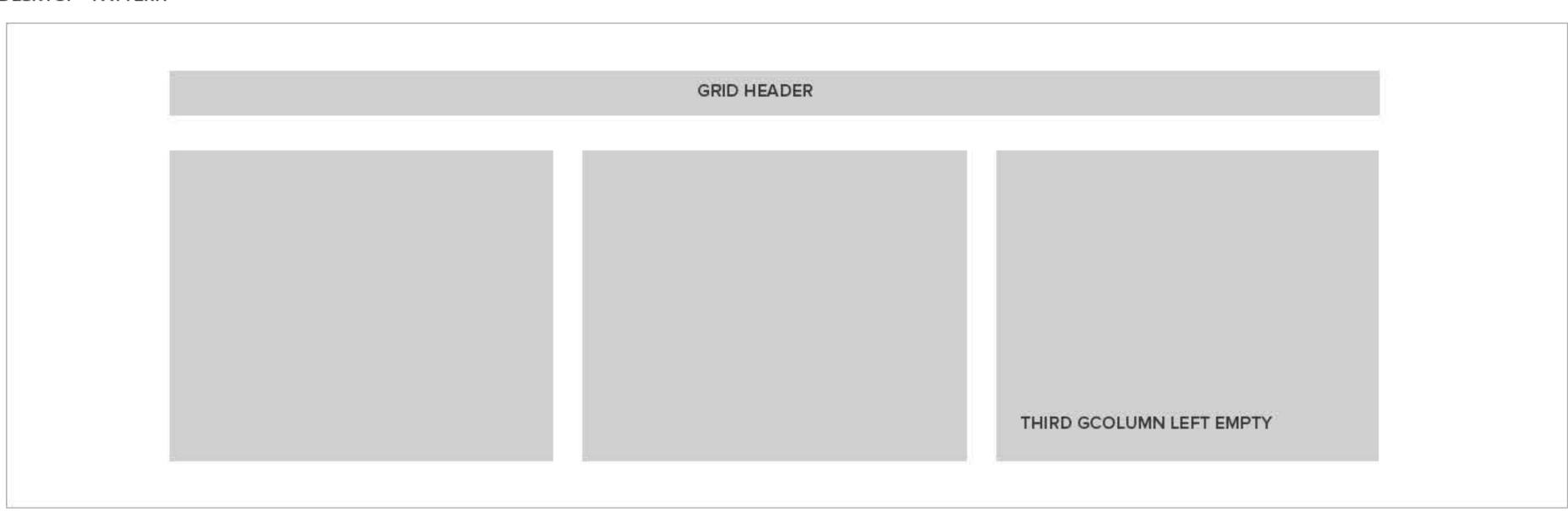
# Grid design - Three column with Column Header

The grid container is highly configurable. In this example, the designer employed a flexible background for the main grid container. The three column grid was then used to display content, leaving the last column empty.

#### DESKTOP VIEW

### Understanding Your Business needs Switching made easy Managing your Day-to-day tasks You need to stay connected. We'll give you a fast, easy installation and great Having the right Internet plan means service, too. ot happy within the first 30 being equipped to handle your days? Get your money back. business's important tasks - whether you're creating spreadsheet or creating Learn how we make it easy to swtich emails. Find applications to meet your business 9000 needs.

#### **DESKTOP - PATTERN**



### TABLET VIEW (768PX)

# Understanding Your Business needs

### Switching made easy

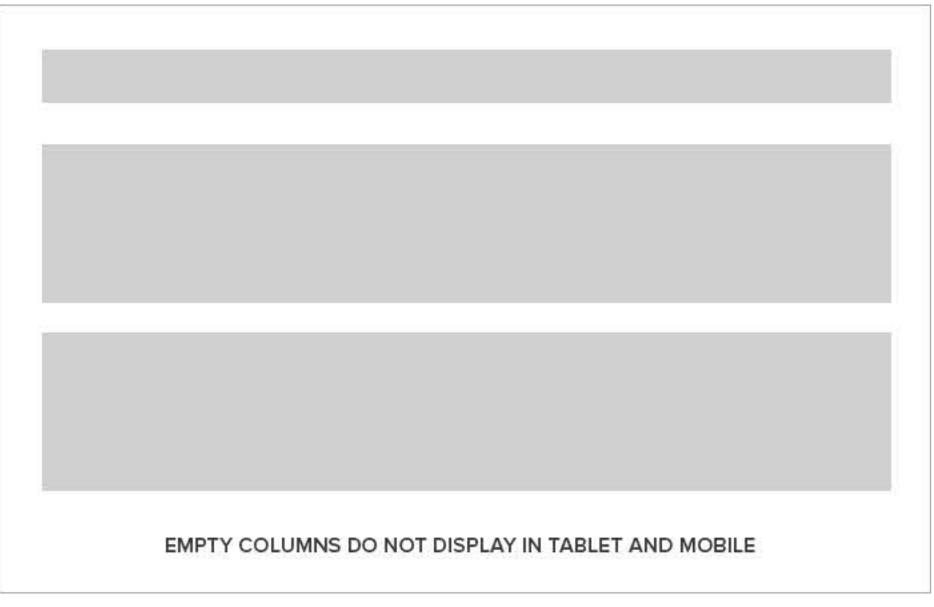
You need to stay connected. We'll give you a fast, easy installation and great service, too. ot happy within the first 30 days? Get your money back.

### Managing your Day-to-day tasks

Having the right Internet plan means being equipped to handle your business's important tasks – whether you're creating spreadsheet or creating emails.

Find applications to meet your business needs.

### TABLET -PATTERN



### MOBILE VIEW (320PX)

### Understanding Your Business needs

### Switching made easy

You need to stay connected. We'll give you a fast, easy installation and great service, too. ot happy within the first 30 days? Get your money back.

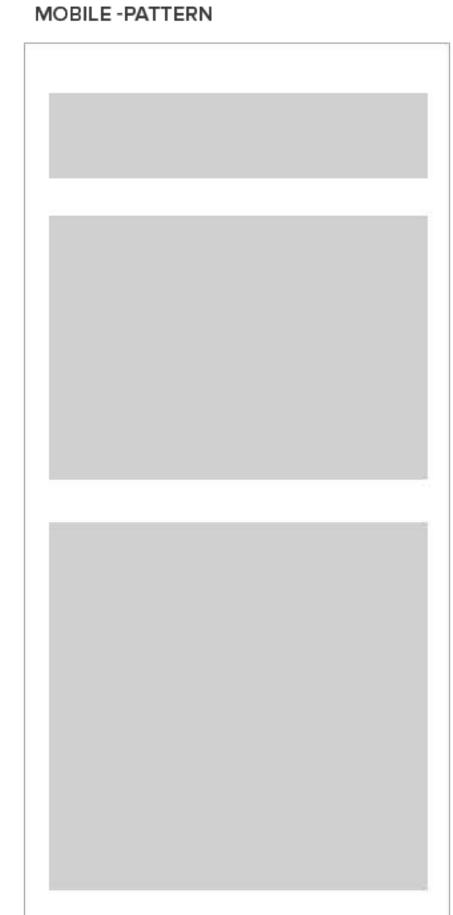
Learn how we make it easy to swtich

# Managing your Day-to-day tasks

Having the right Internet plan means being equipped to handle your business's important tasks – whether you're creating spreadsheet or creating emails.

Find applications to meet your business needs.

### MODILE DATTEDN





# Grid design - Two column sixty-forty

#### TWO COLUMN SIXTY/FORTY

## So why wait to get fast and reliable service?

As your local Account Executive for Comcast Business, I can help you build a solution that meets your many communications and networking needs, regardless of your business size or sector. Please feel free to contact me for a consultation.





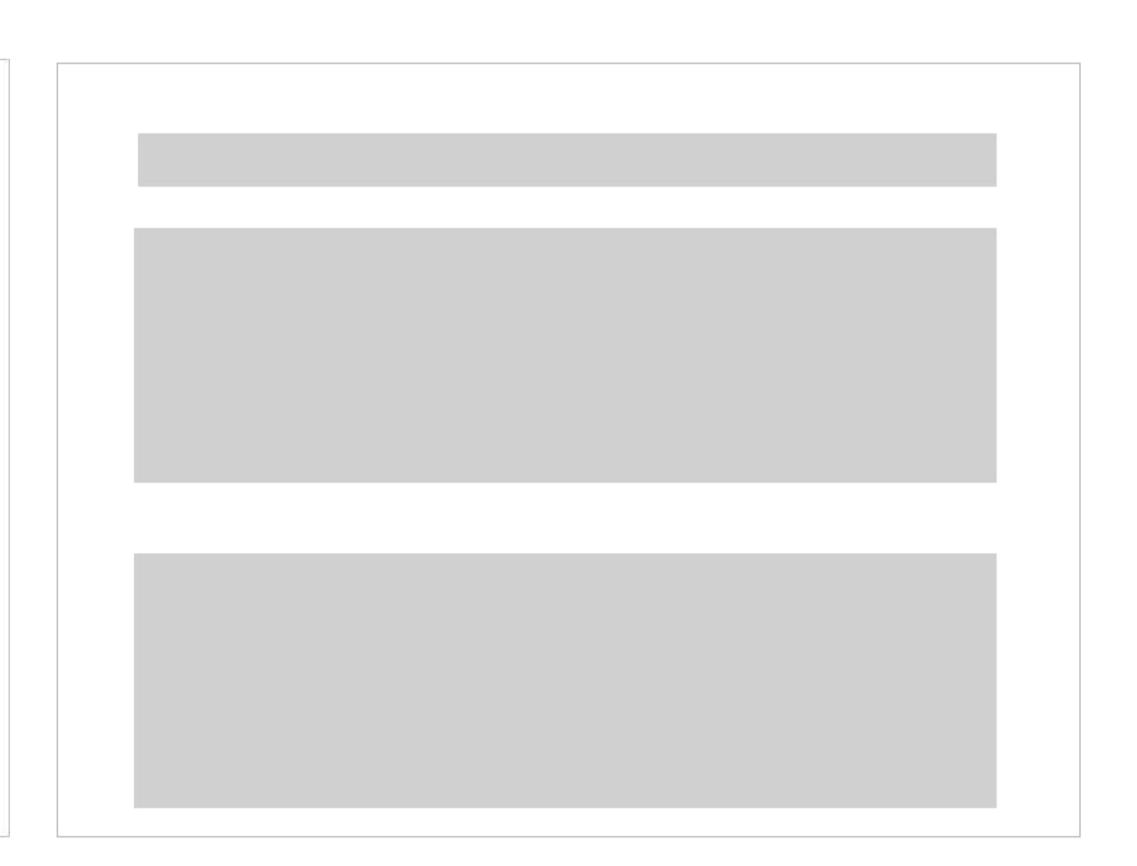


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Ask me how you can earn \$100.



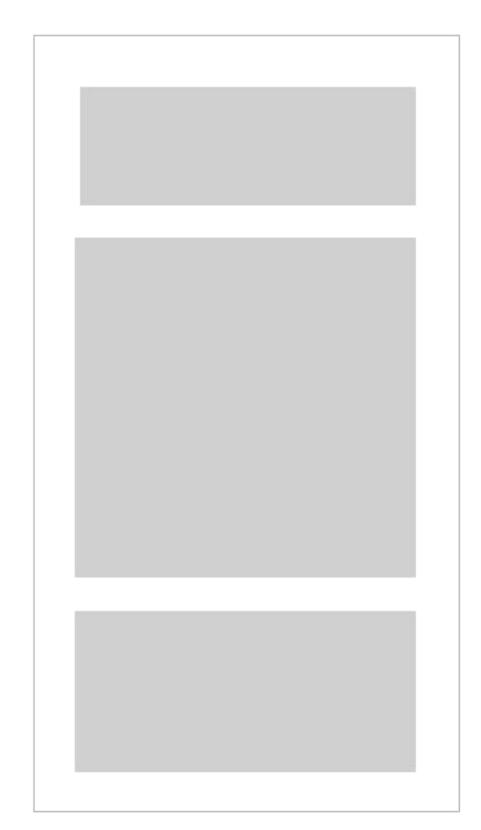


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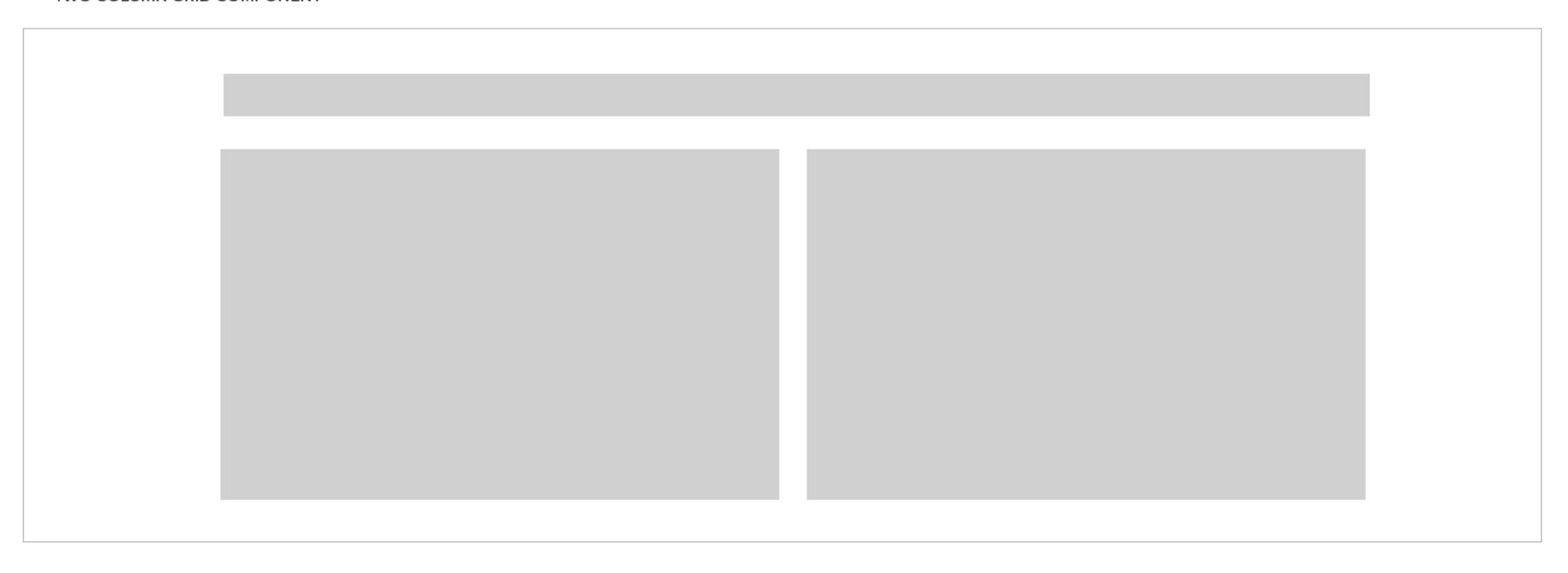




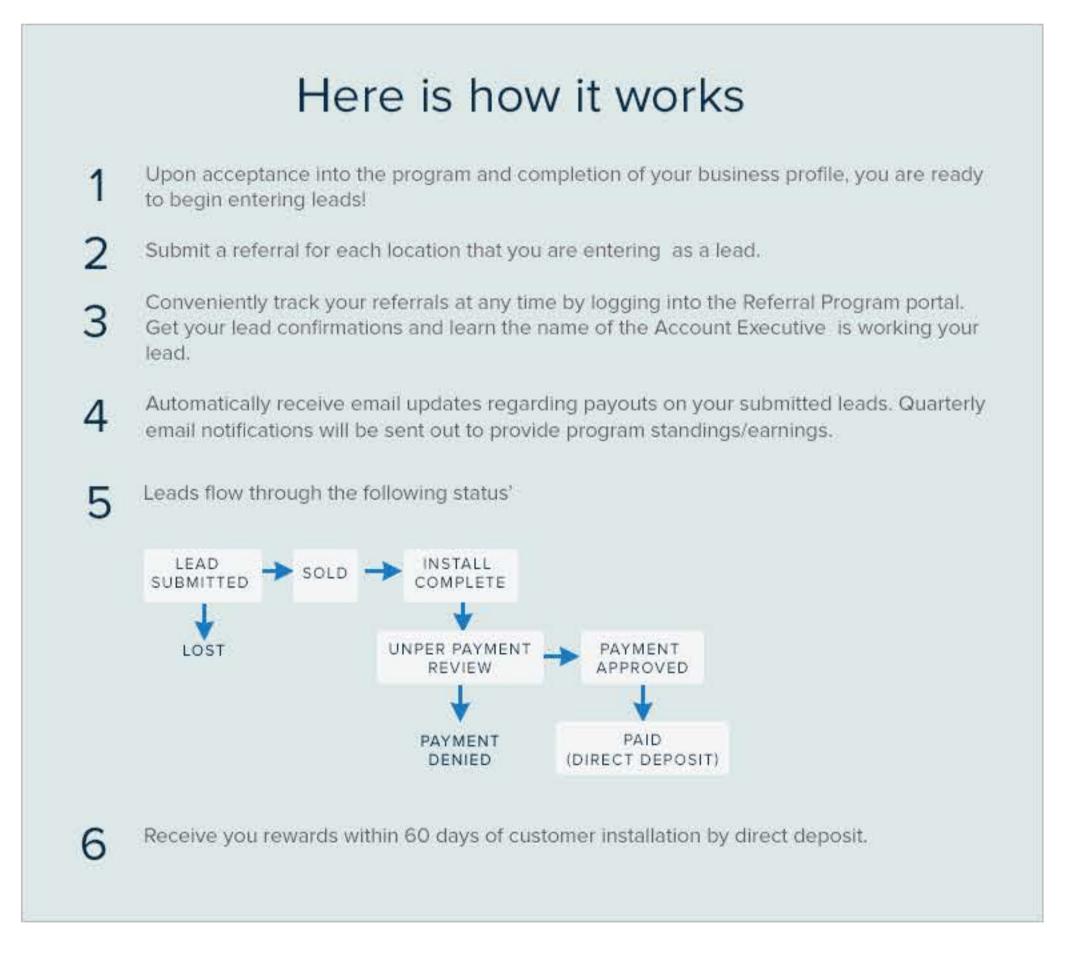
#### TWO COLUMN GRID COMPONENT

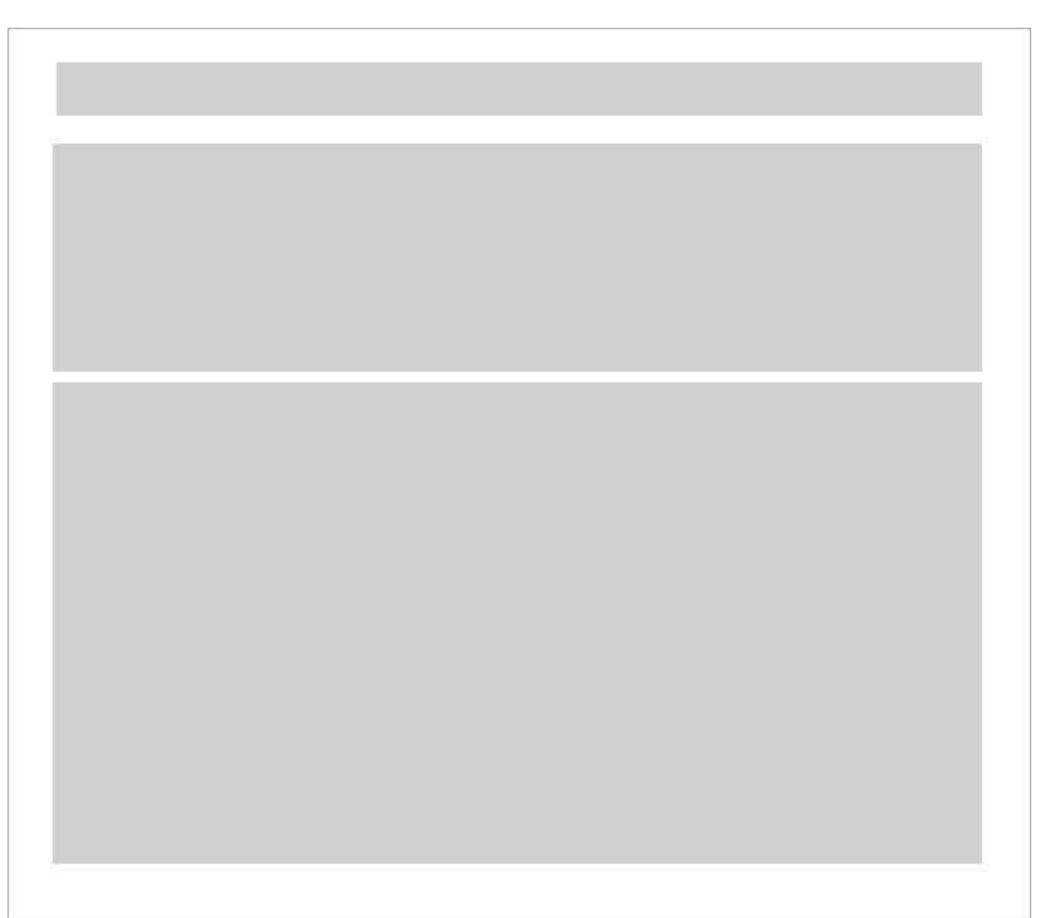
### Here is how it works Upon acceptance into the program and completion of Leads flow through the following status' your business profile, you are ready to begin entering leads! Submit a referral for each location that you are entering as a lead. UNPER PAYMENT \_\_\_\_ PAYMENT Conveniently track your referrals at any time by logging into the Referral Program portal. Get your lead confir-PAID PAYMENT (DIRECT DEPOSIT) DENIED mations and learn the name of the Account Executive is working your lead. Receive you rewards within 60 days of customer Automatically receive email updates regarding payouts installation by direct deposit. on your submitted leads. Quarterly email notifications will be sent out to provide program standings/earnings.

### TWO COLUMN GRID COMPONENT



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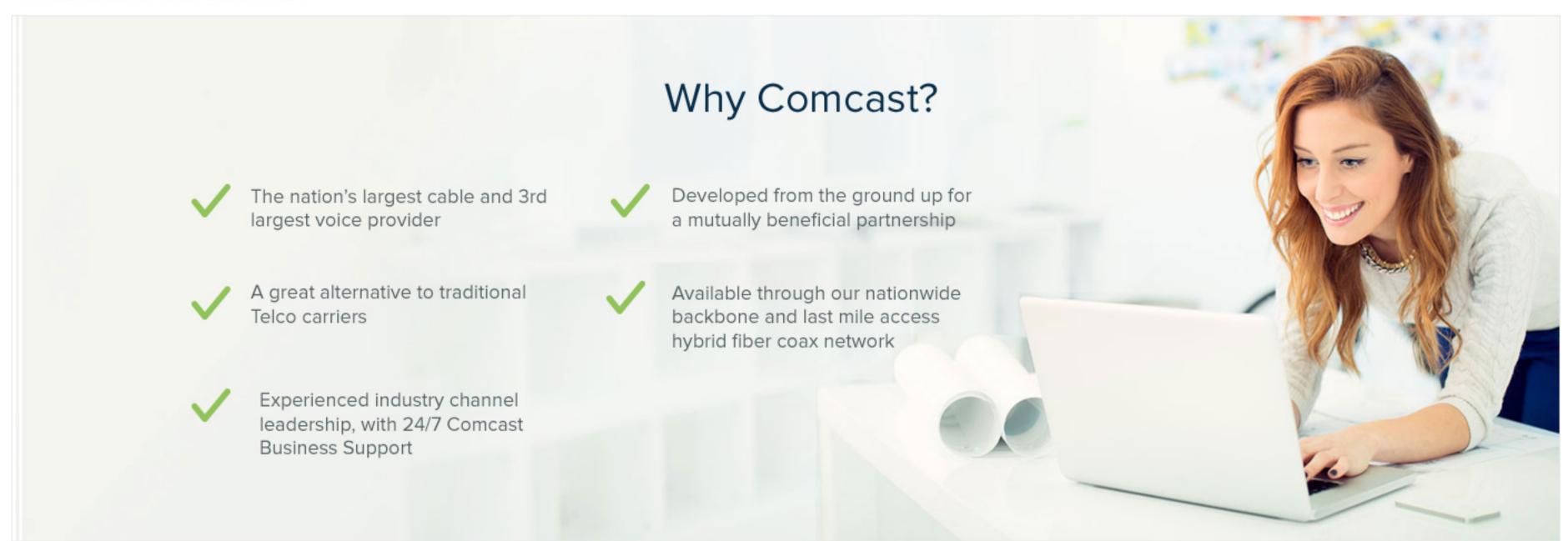
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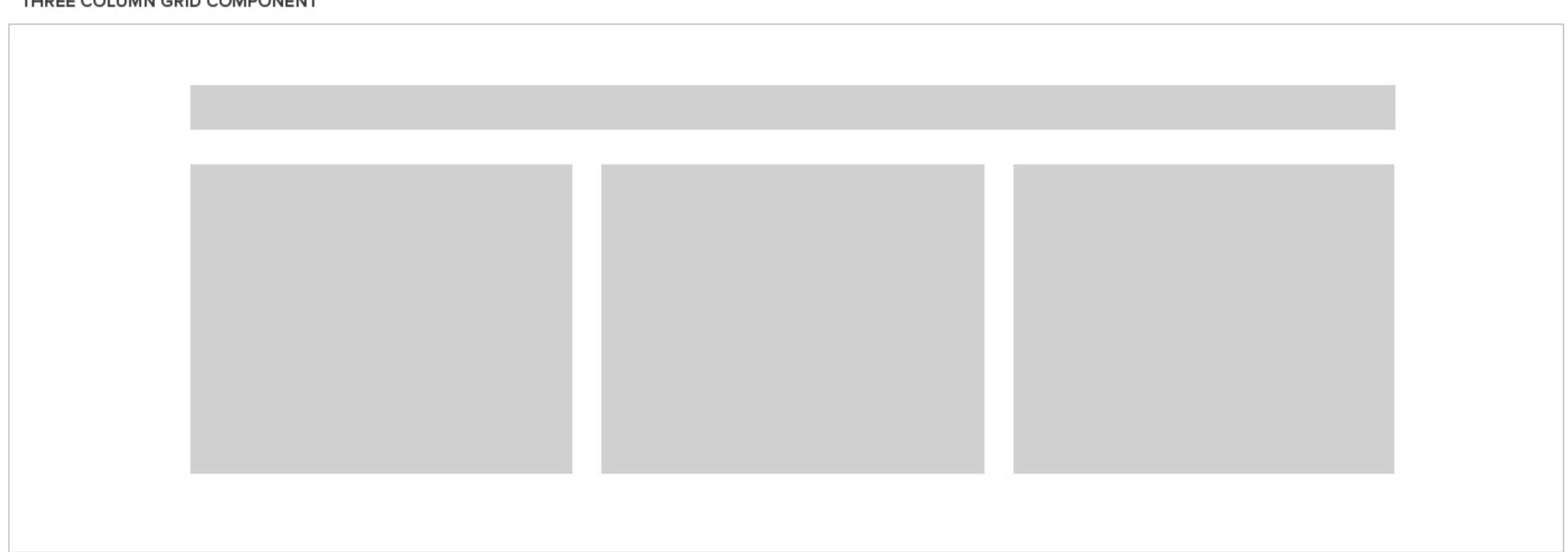
# Grid Design - Three column with Grid Header

The grid container is highly configurable. In this example, the designer employed a flexible background for the main grid container. The three column grid was then used to display content, leaving the last column empty.

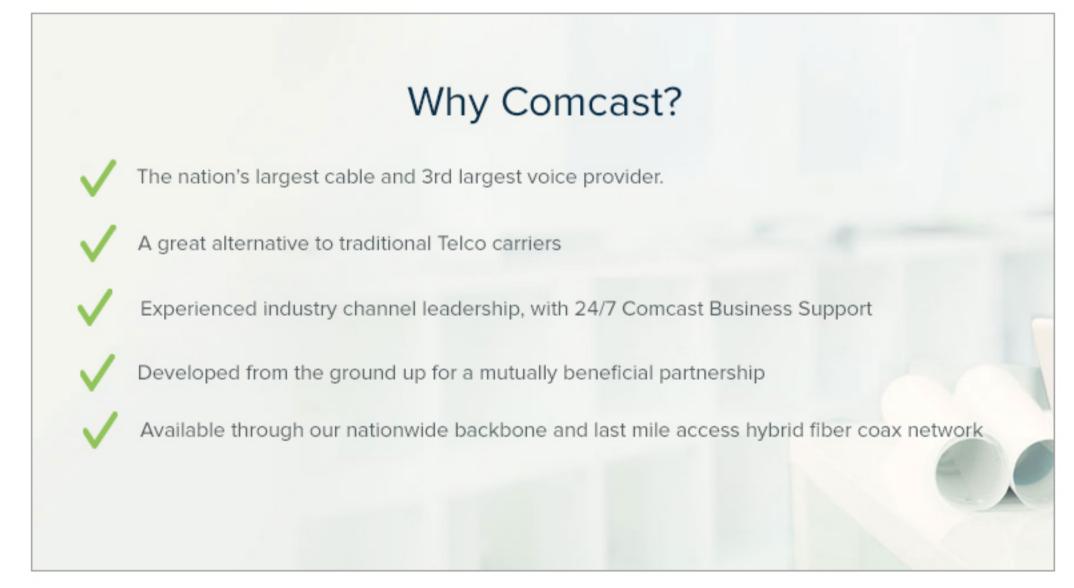
#### THREE COLUMN GRID COMPONENT



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### THREE COLUMN GRID COMPONENT

### Why Comcast? The nation's largest cable and 3rd largest voice provider. A great alternative to traditional Telco carriers. Experienced industry channel leadership, with 24/7 Comcast Business Support. Developed from the ground up for a mutually beneficial partnership. Available through our nationwide backbone and last mile access hybrid fiber coax network

