

Qantas Mobile Style Guide

Last updated on 22/11/2010
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Page Structure

Header

The page headers on qantas.com mobile are an integral part of the overall design. This is where the brand identity is first established and the user identifies the website they are visiting.

There is one distinct header style which, is made up of a variety of components as required.

The two elements in the header, which remain constant across the entire site, are the Qantas logo (on home page) or Page Title (on inner pages), and Navigation/Manage Content buttons.

Home Page

This section includes:

Qantas logotype

The Qantas logotype should always be centre aligned in the header.



Logo

Width	-
Height	-
Alignment	Center Center
Format	.png
Usage	Home Page

Inner Pages

This section includes:

Navigation Button, Page Title and/or Manage Content Button

This is the main website navigation, which remains constant across the site. The left button is always present in the header (if action is to go back one level) and the right button is present when content management is required (e.g. refresh, close, save, logout, etc.)



Page Title

Color	#FFFFFF
Font Family	Helvetica, Arial, sans-serif
Font Size	19px
Font Weight	Bold
Text Shadow	0 1px 0 #333333
Text Alignment	Center

Navigation/Manage Content Buttons

Color	#FFFFFF
Font Family	Helvetica, Arial, sans-serif
Font Size	12px
Font Weight	Bold
Text Shadow	0 1px 0 #333333
Text Alignment	Center

Footer

The footer placed at the bottom of every page is used for links to legal information and quick links such as “Home”.

▀ Home Page

This section includes:

Partner Logo, Links and Copyright

The footer menu remains constant across the website and contains the following information:

Partner Logo: oneworld logo

Links: “Home”, “Privacy & Security” and “Terms of Use”.

Copyright: “© Qantas Airways Limited ABN 16 009 661 901”.



Links

Color	#444444
Font Family	Helvetica, Arial, sans-serif
Font Size	12px
Font Weight	Bold
Text Shadow	0 1px 0 #FFFFFF
Text Alignment	Center

Copyright and ABN

Color	#444444
Font Family	Helvetica, Arial, sans-serif
Font Size	12px
Font Weight	Normal
Text Shadow	0 1px 0 #FFFFFF
Text Alignment	Center

Partner Logo

Width	-
Height	-
Alignment	Center Center
Format	.png
Usage	Footer

▀ Inner Pages

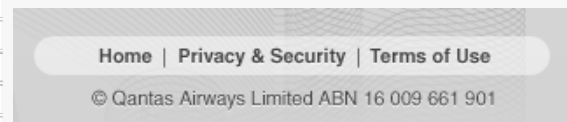
This section includes:

Partner Logo, Links and Copyright

The footer menu remains constant across the website and contains the following information:

Links: “Home”, “Privacy & Security” and “Terms of Use”.

Copyright: “© Qantas Airways Limited ABN 16 009 661 901”.



Links

Color	#444444
Font Family	Helvetica, Arial, sans-serif
Font Size	12px
Font Weight	Bold
Text Shadow	0 1px 0 #FFFFFF
Text Alignment	Center

Copyright and ABN

Color	#444444
Font Family	Helvetica, Arial, sans-serif
Font Size	12px
Font Weight	Normal
Text Shadow	0 1px 0 #FFFFFF
Text Alignment	Center

Page Elements

Text

See the text style specifications used in qantas.com mobile below:

A mobile application interface mockup. At the top is a red header bar with a 'Back' button, 'Page Title', and a 'Label' button. Below the header, the page is divided into sections. The first section contains three headings: 'Heading 1', 'Heading 2', and 'Heading 3'. Under 'Heading 3' is a paragraph of Lorem Ipsum text with a 'standard hyperlink' in red. The second section features a 'Standalone Link' button and a list of four items, each preceded by a red triangle icon. The third section contains another 'Standalone Link' button and a paragraph of Lorem Ipsum text. Below this is a rectangular image of a Qantas airplane. A 'NOTE' is displayed in a light gray box, stating that sharp items are not allowed in checked baggage. The footer includes the 'oneworld' logo and navigation links for 'Home', 'Privacy & Security', and 'Terms of Use'. The copyright notice at the bottom reads '© Qantas Airways Limited ABN 16 009 661 901'.

Headings

Heading 1

Color	#444444
Font Family	Helvetica, Arial, sans-serif
Font Size	17px
Font Weight	Bold
Text Shadow	0 1px 0 #FFFFFF
Text Alignment	Left

Heading 2

Color	#444444
Font Family	Helvetica, Arial, sans-serif
Font Size	16px
Font Weight	Bold
Text Shadow	0 1px 0 #FFFFFF
Text Alignment	Left

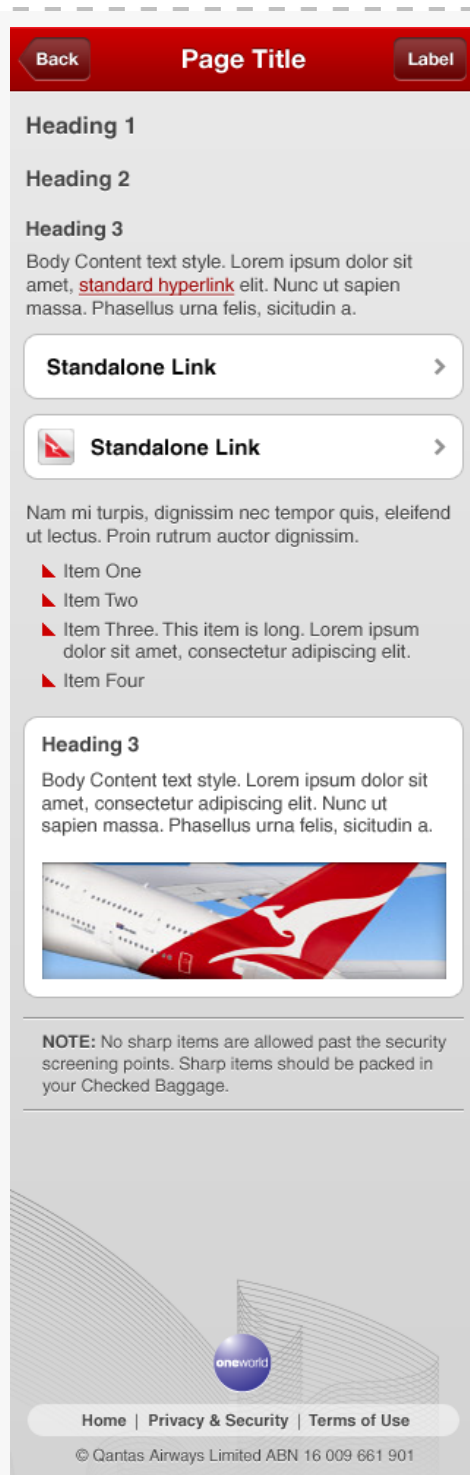
Heading 3

Color	#444444
Font Family	Helvetica, Arial, sans-serif
Font Size	15px
Font Weight	Bold
Text Shadow	0 1px 0 #FFFFFF
Text Alignment	Left

Paragraphs

Paragraph

Color	#444444
Font Family	Helvetica, Arial, sans-serif
Font Size	14px
Font Weight	Normal
Text Shadow	0 1px 0 #FFFFFF
Text Alignment	Left



Small Print

This style is used to display important information and usually sits at the bottom of a page or directly below the section of information it refers to. This can contain notes, terms or small print.

Text

Color	#444444
Font Family	Helvetica, Arial, sans-serif
Font Size	12px
Font Weight	Normal / Bold
Text Shadow	0 1px 0 #FFFFFF
Text Alignment	Left
Border Top / Bottom	1px solid #AAAAAA (Shadow: 1px solid #F4F4F4)

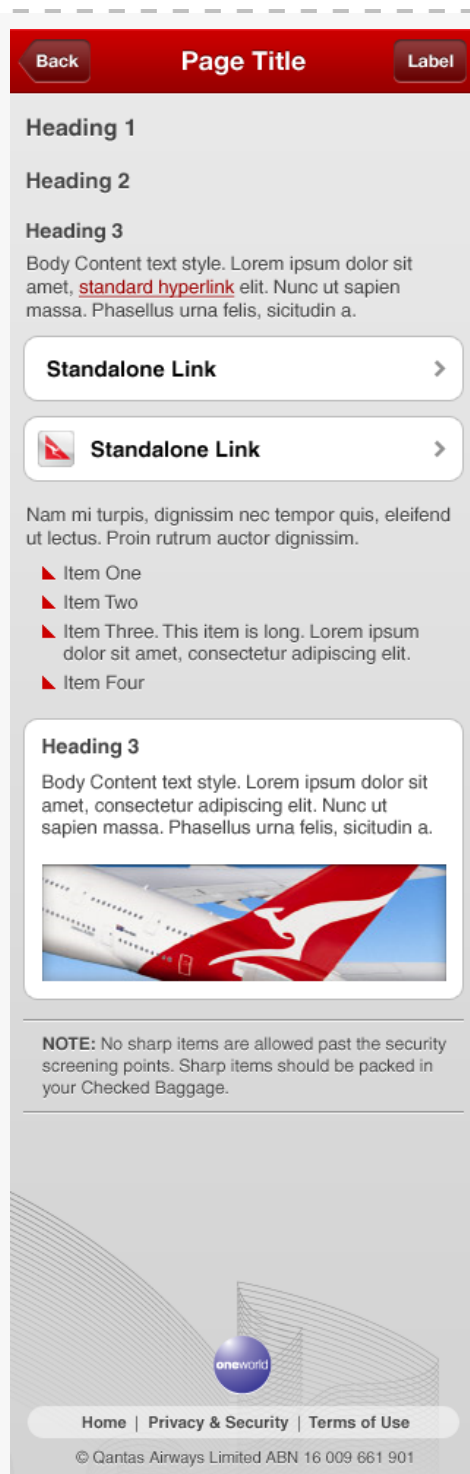
Bullet Lists

Commonly used within the main body copy of a page. It is used to indicate a list of items when the order of the items isn't relevant.

Lists are used in content pages when its items are not links.

Icon

Width	-
Height	-
Alignment	Left
Format	.png
Usage	Bullet Lists



Standard Link

Commonly used within the main body copy of a page.

Link

Color	#990000
Font Family	Helvetica, Arial, sans-serif
Font Size	Same as <p>
Font Weight	Normal / Bold
Text Shadow	0 1px 0 #FFFFFF
Text Alignment	Varies

Visited Link

Color	#660000
Font Family	Helvetica, Arial, sans-serif
Font Size	Same as <p>
Font Weight	Normal / Bold
Text Shadow	0 1px 0 #FFFFFF
Text Alignment	Varies

Standalone Link

The link is added to a list when they are used as an element on their own or as part of a link list.

Arrow

Width	-
Height	-
Alignment	Right Center
Format	.png
Usage	Standalone Links, Lists

Text

Color	#000000
Font Family	Helvetica, Arial, sans-serif
Font Size	15px
Font Weight	Bold
Text Shadow	-
Text Alignment	Left

Errors and Alerts

These are used to alert user of incomplete or missing information, or to draw their attention to a piece of important information.



Success Message

✓ You are now checked in and your boarding pass has been sent by SMS.

Error / Alert Message

! Your email address entered is invalid. Please try again.

Itemised Error / Alert Message

! Some errors occurred while sending your request:

- First Name
- Email Address
- Frequent Flyer Number

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Single Error and Alert

If a single error occurs the error display should appear immediately above the form where they have made the error.

The fields that contain the error should also be highlighted in orange.

Text	
Color	#FFFFFF
Font Family	Helvetica, Arial, sans-serif
Font Size	Same as <p>
Font Weight	Bold
Text Shadow	0 1px 0 #333333
Text Alignment	Left

Multiple Errors and Alerts

If an error occurs, the error display should appear immediately above the form where they have made the error. If there are multiple errors, all errors should be shown in the one panel. Each error should appear on a new line indicated by a bullet point.

The fields that contain the error should also be highlighted in orange.

Text	
Color	#FFFFFF
Font Family	Helvetica, Arial, sans-serif
Font Size	Same as <p>
Font Weight	Bold
Text Shadow	0 1px 0 #333333
Text Alignment	Left

Lists

Lists are used when lists of results or data need to be displayed clearly. There are various styles which must be adhered to.



Text List

Item One	Description 1
Item Two	Description 2
Item Three	Description 3

Heading 1

Item One	Description 1
Item Two	Description 2
Item Three	Description 3

Link List (with or without icons)

Item One	>
Item Two	>
Item Three	>

 Item One	>
 Item Two	>
 Item Three	>



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Text and Link Lists

All lists should be centre aligned and span across the width of the page.

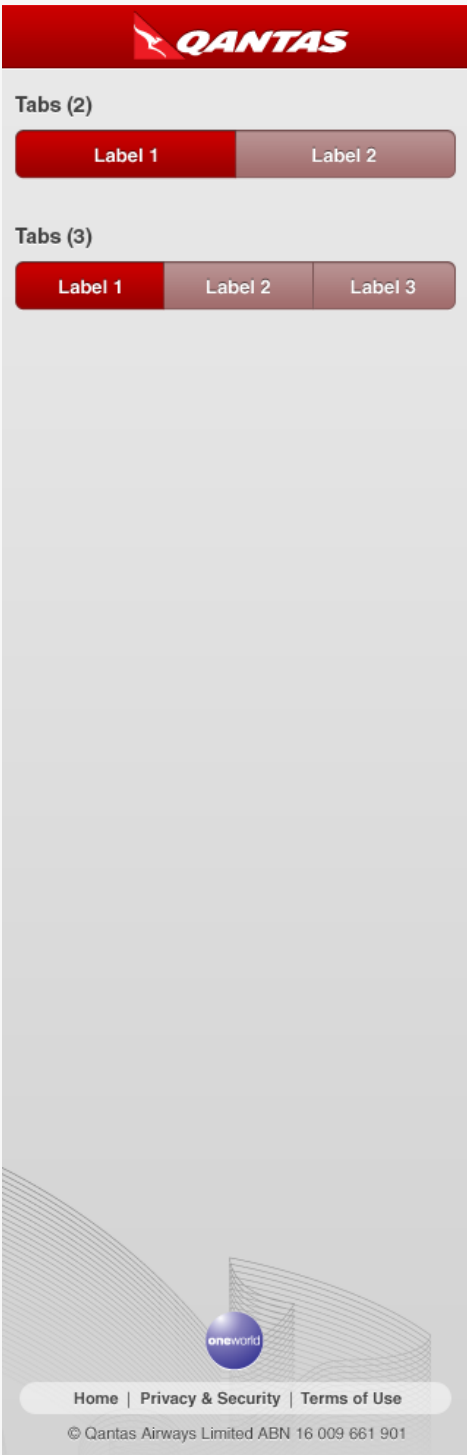
Icon	
Width	-
Height	-
Alignment	Left
Format	.png
Usage	Lists

Item	
Color	#000000
Font Family	Helvetica, Arial, sans-serif
Font Size	15px
Font Weight	Bold
Text Shadow	-
Text Alignment	Left

Description	
Color	#395587
Font Family	Helvetica, Arial, sans-serif
Font Size	15px
Font Weight	Normal
Text Shadow	-
Text Alignment	Left

Tabs

Tabs are used throughout qantas.com mobile when the content is too long or when there is a need for filtering the content into different categories.



The mockup shows a mobile app interface for Qantas. At the top is a red header with the Qantas logo. Below it, there are two examples of tabs. The first, labeled 'Tabs (2)', shows two tabs: 'Label 1' (active, red) and 'Label 2' (inactive, grey). The second, labeled 'Tabs (3)', shows three tabs: 'Label 1' (active, red), 'Label 2' (inactive, grey), and 'Label 3' (inactive, grey). The bottom of the mockup features a 'oneworld' logo and a footer with links for 'Home', 'Privacy & Security', and 'Terms of Use', along with the copyright notice '© Qantas Airways Limited ABN 16 009 661 901'.

Tabs

Tabs can have up to 3 options. If the page needs more than 3 options, then the “list style” should be used instead. Refer to the previous page for more information about Lists.

Label	
Color	#FFFFFF
Font Family	Helvetica, Arial, sans-serif
Font Size	14px
Font Weight	Bold
Text Shadow	0 1px 0 #333333
Text Alignment	Center

Forms

Forms are used to input and display data.



Forms (View)

Label One	Field 1
Label Two	Field 2
Label Three	Field 3

Heading 1

Label One	Field 1
Label Two	Field 2
Label Three	Field 3

Forms (Edit)

Label One	Field 1
Label Two	Field 2
Label Three	Field 3

Heading 1

Label One	Field 1
Label Two	Field 2
Label Three	Field 3



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Form Fields

All forms labels should be left aligned and inputs right aligned.

- All fields must be clearly labelled. Ensure labels are capitalised.
- Required fields should be indicated by a ' * ' (= required fields). Note: the asterisk should come after the label. Also add note on form to indicate what this means.

Label	
Color	#000000
Font Family	Helvetica, Arial, sans-serif
Font Size	15px
Font Weight	Bold
Text Shadow	-
Text Alignment	Left

Field	
Color	#000000
Font Family	Helvetica, Arial, sans-serif
Font Size	15px
Font Weight	Normal
Text Shadow	-
Text Alignment	Left

Buttons

See the button style specifications used in qantas.com mobile below:



Default Buttons

Label

Label

Colour Variations

Label

Label

Label

Label

Size Variations

Label

Label

Label

Label

Buttons

Button names are to be consistent so the user becomes familiar with the action.

Buttons should only be used within a process with actions, otherwise a text hyperlink would be used in its place if within a sentence.

Label (Full Size)	
Color	#FFFFFF
Font Family	Helvetica, Arial, sans-serif
Font Size	19px
Font Weight	Bold
Text Shadow	0 1px 0 #333333
Text Alignment	Center

Label (Half Size)	
Color	#FFFFFF
Font Family	Helvetica, Arial, sans-serif
Font Size	17px
Font Weight	Bold
Text Shadow	0 1px 0 #333333
Text Alignment	Center



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