

Style Guide

ToysRUs.com
<http://www.toysrus.com>

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This style guide is intended to serve as a reference to the ToysRUs web developers in order to maintain consistency in design and implementation throughout the website.

1. Layout

1.1 Page Layout

1.1.1 Masthead Area

- **Start each page of the ToysRUs site and all subsites (e.g., BabiesRUs, RewardsRUs, etc.) with a masthead section. Include the following elements in this masthead:**

- **Logos.**

Place a ToysRUs logo (or subsite logo, e.g., RewardsRUs) (200-pixel width x 55-pixel height) in the upper left.

EXAMPLE:



- **Navigation buttons.**

Place a smaller ToysRUs logo on all subsite pages (130-pixel width x 40-pixel height) that vertically aligns with the larger left-hand logo and link it to the ToysRUs 'Home' page.

- Place a smaller subsite logo where relevant on all ToysRUs pages.

EXAMPLE:



EXCEPTION: Job Application pages. Include only the ToysRUs logo on each page of the Job Application.

- **Utility Navigation** (e.g., E-mail Signin, My Account, etc.). Position utility navigation in the very top, far right that is top-aligned with the large logo at left.
- **Global Navigation** (e.g., Baby Registry, Wish Lists, etc.). Locate the global navigation to the right of the large logo at left and align it with the bottom of the logo.
- **Shop/Browse Navigation Bar.** Place the horizontal shop/browse navigation bar directly below the global navigation.
- **Site Search Bar.** Place the site search bar directly below the shop/browse navigation bar.
- **Customer Welcome Message.** Locate the customer welcome message and sign-in area directly to the right of the site search bar.
- **Breadcrumb Trail.** Include a breadcrumb trail on all subpages between the site search and the main content area.

1.1.2 Body

- **Start the body directly below all elements listed in 1.1.1 above.**
- **Place a page title at the top of the body section of each page.**
- **On pages that contain a left-aligned vertical local navigation bar, left-align and position the page title above it.**
- **Begin any content text on a new line, below the page title. Provide additional paragraph space between the title and the introductory text. Left-align the text with the title.**

1.1.3 Footer

- **Include a footer at the bottom of all pages that contains the following in the order listed:**
 - **A repeat of the global navigation as HTML text.**
 - **Toll-free 24/7 customer service help line**
 - **Copyright line that also includes links to:**
 - **Terms and Conditions**
 - **Privacy Policy**

1.2 Form Layout

1.2.1 Chunking

- **Provide all form elements on one page.**
- **Use the expand/collapse approach for all multi-step forms so that all form elements appear on one page.**

EXCEPTION: Job Application.

1.2.2 Starting the Form

- **Include a form title at the top of the main content area.**
- **Begin each form with 1–3 introductory sentences:**
 - The first sentence is mandatory and explains the purpose of the form.
 - The second sentence details any constraints (e.g., age restrictions).
 - Include a third sentence only if further clarification is necessary.

1.2.3 Alignment

- **Place labels above input boxes and left-align with the input box for longer forms, such as the ones used for initial sign-up or opening new account.**

- Place these labels in closer proximity to the input box below it, and allow additional space above the label so that users can easily identify which input box relates to its corresponding label.
- Position labels on the same line as the input box to the right of the box for searching, or signing in for existing customers. For same-line labels:
 - If there are multiple lines, right-align all labels and left-align form input boxes to provide a more ordered appearance.
- Position all 'Submit,' 'Next,' and 'Continue' buttons that lead the user forward in the process at the bottom right of each form or section.
- Where necessary, place 'Previous,' or 'Go Back' buttons that lead the user backward in the process to the left of the buttons leading forward (see above).
- Position 'Edit' buttons to the right of each section head that lists information the user entered on all 'Review' pages.
- Center-align all text labels that appear on buttons.

1.2.4 Grouping

- Group together text-based input and group together mouse-based input to minimize the user having to switch back and forth between mouse and keyboard when entering form elements.

1.2.5 Required Input (see also 4.6)

- Indicate required input with an asterisk (*) that appears in front of the form label .

EXAMPLE: *Name

- Do not use a word space between the asterisk (*) and the label.
- Indicate what the asterisk denotes at the top of each form page (e.g., *Denotes Required Field).
- Change the asterisk to the red error color when the user fails to enter the required data to help users locate their error.

2. Navigation

2.1 Global Navigation

- Provide Global Navigation (e.g., 'Wish List,' 'Gift Cards') as HTML text links in the header area directly above the horizontal shop/browse navigation bar.

2.1.1 Content Navigation

- Provide the horizontal Shop/Browse Navigation bar (e.g., 'Category,' 'Age,' 'Brand,' etc.) that leads users to shopping/ browsing on pages where users are likely to want product information (e.g., after the user completes creating a baby registry or wish list).

2.1.2 Utility Navigation

- Place all Utility Navigation (e.g., 'E-mail Signup,' 'My Account,' etc.) at the top right of each page.

2.2 Local Navigation

- Place all Local Navigation where necessary in a left-column navigation bar. Most users recognize this as navigation for lower-level categories.
- Place filtering criterion that users select to narrow product results below the left navigational links.

2.3 Technology

- Use JavaScript to provide rollover and dropdown effects for the Shop/Browse Navigation bar.

2.4 Graphics

- Make sure that the register mark (®) appears on all instances of the ToysRUs logo.
- Provide alt text for all navigational graphics.
- Provide a logo (200-pixel width x 130-pixel height) in the upper left that indicates whether the user is on a ToysRUs page or one of its subsites (e.g., BirthdaysRUs). Refer to section 1.1.1 for an example.
- Provide a smaller ToysRUs logo (130-pixel width x 40-pixel height) within a button to the far right and vertically aligned with the larger logo at left. Refer to section 1.1.1 for an example.
- When relevant to the task the user is engaged in, also provide buttons to the subsite's(s') 'Home' page(s).
- Use larger sized logo in the upper left to identify the ToysRUs site (or subsite) and link it to the ToysRUs (or subsite) 'Home' page.

2.5 Linking

- Disable linking function for the active page.
- Use boldface for all active links and regular text for link labels that are disabled.

3. Text

3.1 Typefaces

- Use sans-serif text for all HTML body text.
- Use Verdana type for page titles, section headings, forms, and body text.
- Use Arial type for utility navigation, footer navigation, and secondary text (sidebars)

3.2 Technology

- When replacing text with an image (e.g., page title, headers, logo), write into the code a corresponding HTML text. This is necessary for the sake of browser search engines being able to find the important parts of the document. The HTML text can be styled in such a way that it does not render on the page.

3.3 Sizing

3.3.1 Page Headings

- Page headings/titles are 24 pixels or its equivalent in percentages or ems.

3.3.2 Section Headings

- Section Headings are 14 pixels or its equivalent in percentages or ems.

3.3.3 Local Navigation Text

- Use 14 pixels or equivalent in percentages or ems for local navigation heads.
- Use 12 pixels or equivalent in percentages or ems for local navigation body text.

3.3.4 Body Text

- Body text is 12 pixels or its equivalent in percentages or ems.
- Non-input form text is 11 pixels.

3.3.5 Secondary Text

- Footer text is 10 pixels or equivalent in percentages or ems.
- Use 11 pixel size for the following explanatory text that precedes form elements:

* *Denotes required field*

3.4 Capitalization

- Use upper and lower case for all headings and subheadings.
- Use all caps for text labels for the ‘Submit’ and ‘Edit’ buttons.
- Use all caps for the ‘Sign In’ button on the ‘Create an Account’ pages.

3.5 Color

- Use #0056af for all page titles.
- Make all body text black.
- Use the same red color (#db0049) for all error messages.
- Change the color of the ‘Clearance’ button in the Shop/Browse Navigation bar to match the blue of the other buttons.
- Use the red color currently used for the ‘Clearance’ button to differentiate the active page from the other navigation buttons.
- Use blue color for all underlined linked text.

3.6 Emphasis

3.6.1 Boldface

- Use boldface for emphasis.

3.6.2 Italics

- Do not use italics. Use boldface for emphasis.

EXCEPTION: Use italic for the explanatory text that appears on all forms:

** Denotes required field*

3.6.3 Underlining

- Do not underline nonlinked text. Use underline only for lower-level linked text or when links appear within paragraphs.

3.7 Link Text

3.7.1 Link Phrasing

- If linked text appears in list form, phrase the wording so the linked text occurs at the beginning of each list item. This will make it easier for users to target the link with their mouse, reduce visual clutter, and provide a more ordered appearance.

3.7.2 Link Length

- Keep the linked phrases brief (a maximum of 1–3 words.)
- Link only the most meaningful portion of the text that clarifies the content found at the link’s destination. Never use vague link labels such as “Read more,” or “Click here.”

3.8 Alt Text

- Provide alt text for all image tags.

EXAMPLE: For photographs, the alt text should be descriptive of a general image (e.g., alt=“a footbridge over a creek”) or give the name of a well-known image (e.g., alt=“the Golden Gate Bridge”). For marketing graphics, the alt text should be descriptive (e.g., alt=“create your baby register banner”).

3.9 Introductory Text

- Use the same sans-serif style used for body text (see 3.1) for introductory text.

3.10 Spelling and Capitalization Conventions

- Maintain consistent spelling and capitalization of ToysRUs and all affiliate sites (i.e., BabiesRUs, RewardsRUs, BirthdaysRUs).

4. Form Interaction/Design

4.1 Tab Ordering

- **Tab order on forms is from left to right, top to bottom.**

4.2 Radio Buttons

- **Set all radio buttons and checkboxes to “none” (selected).**

4.3 Checkboxes

- **Set all radio buttons and checkboxes to “none” (selected).**

4.4 Text Input Fields

- **In forms with multiple single-line text input fields, place input box below its corresponding <p> </p>.**

EXAMPLE:

A diagram illustrating the correct placement of a text input field. It shows a rectangular box containing the text "Name:" on the left and a smaller, empty rectangular input field on the right, positioned directly below the text.

input box below corresponding text

EXCEPTIONS: Forms on the ‘Create a Wish List’ and ‘Checkout’ pages.

4.5 Drop-Down Menus

- **Set all drop-down menus to be empty by default. Do not use the selected attribute on option elements.**

EXCEPTIONS:

1. The ‘Search by’ drop-down menu on the ‘Wish List’ start page is “Select one.”
2. The ‘Search by’ drop-down menu on the ‘Baby Registry’ start page is “Select one.”
3. The option text for all ‘State’ drop-down menus is the two-letter state initial (e.g., MI, FL, etc.).

4.6. Required Input (see also 1.2.5)

- **Include the following explanatory text below the form title and in close proximity to the form fields:**

** Denotes required field*

- **Indicate required input on all forms with an asterisk that precedes the form element’s label**

EXAMPLE:

***First Name:**

***Last Name:**

Asterisk (*) precedes form element label

4.7 Input Validation

- **Place all error message directly above the form element which corresponds to the error. Do not display them via pop-up windows.**
- **Display error messages as soon as the user tabs/ clicks into the next field. Do not wait until the user clicks the ‘Next’ button.**

4.8 Technology

- **Use JavaScript to expand any additional portions of the form that are required. There are two levels of implementation for this:**
 - **When selecting ‘Yes’ requires the user to enter additional data, the additional form elements expand using JavaScript.**
 - **On multi-section forms that appear on one page, each subsequent section expands when the user completes the previous section.**

