

# PC Client application guidelines

April 2004

Developed by EnterpriseIG





## Principles

- Principles have been developed to ensure a consistent user journey throughout the mobile and PC platforms
- The principles are intended to be simple to apply to both off-the-shelf and bespoke software applications for Vodafone
- The use of consistent red header and footer bands enables Vodafone to visually “own” the software interface without significant interface customisation
- Icon-based software navigation gives further consistency between the handset and PC interfaces



### Notes

Please refer to the Web/PC Client guidelines when they become available



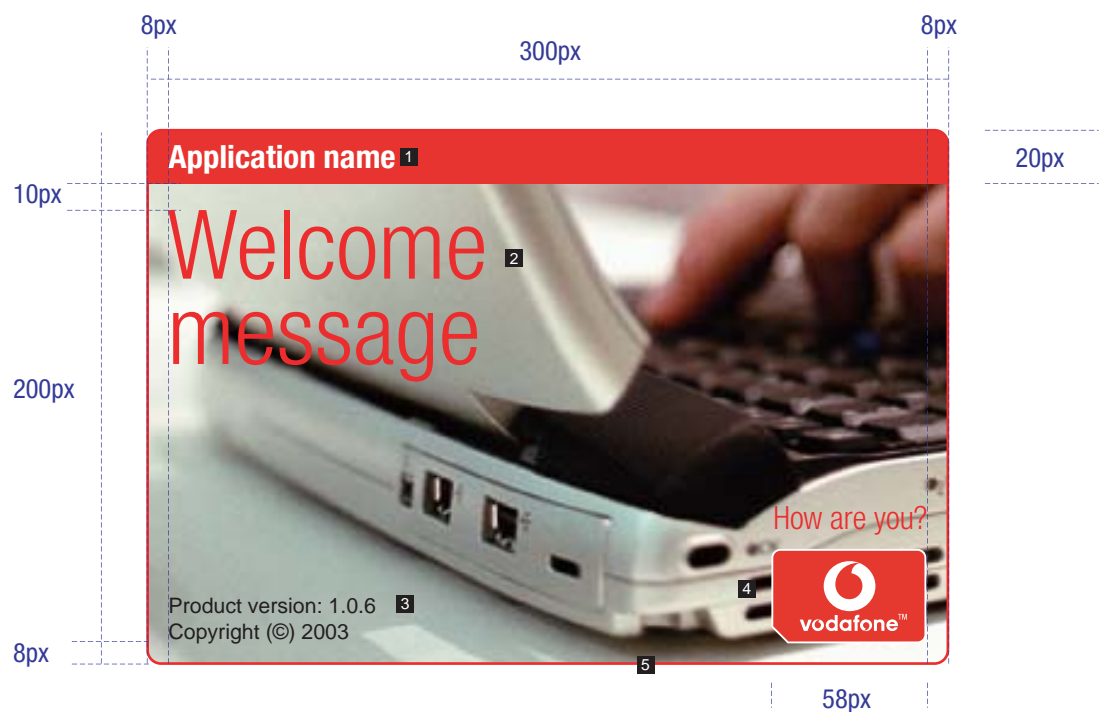


Photo-based Option

Splash screen

- 1 Header

Bar

20 px height

Colour: #FF0000 (Red)

Text

Font-size: 12 pt Bold

Colour: #FFFFFF (White)
- 2 Welcome message

Text

Font-family: Helvetica Neue Light

Font-size: 36px

Line-height: 32px

Colour: #FF0000 (Red)
- 3 Product information

Text

Font-family: Arial

Font-size: 8px

Line-height: 9px

Colour: #000000 (Black)
- 4 Branding device

Vodafone Brandflag

Text

Font-family: Helvetica Neue Light

Font-size: 12px

Colour: #FF0000 (Red)
- 5 Border

Keyline

Line-weight: 1px

Colour: #FF0000 (Red)
- 6 Background colour

Colour: #666666 (Light grey)



20px

20px

8px



## Content screens

### 1 Header

#### Bar

20 px height

Colour: #FF0000 (Red)

#### Text

Font-size: 12 pt Bold (Helvetica Neue cond)

Colour: #FFFFFF (White)

### 2 Footer

#### Bar

20 px height

Colour: #FF0000 (Red)

#### Logo

Vodafone horizontal

Colour: #FFFFFF (White)

(see illustration on the right)

### 3 Navigation bar

30 px height

Colour: #666666 (Light grey)

Alternative coulor : 3D gradient

### 4 Tools bar

30 px height

Colour: #666666 (Light grey)

Alternative coulor : 3D gradient



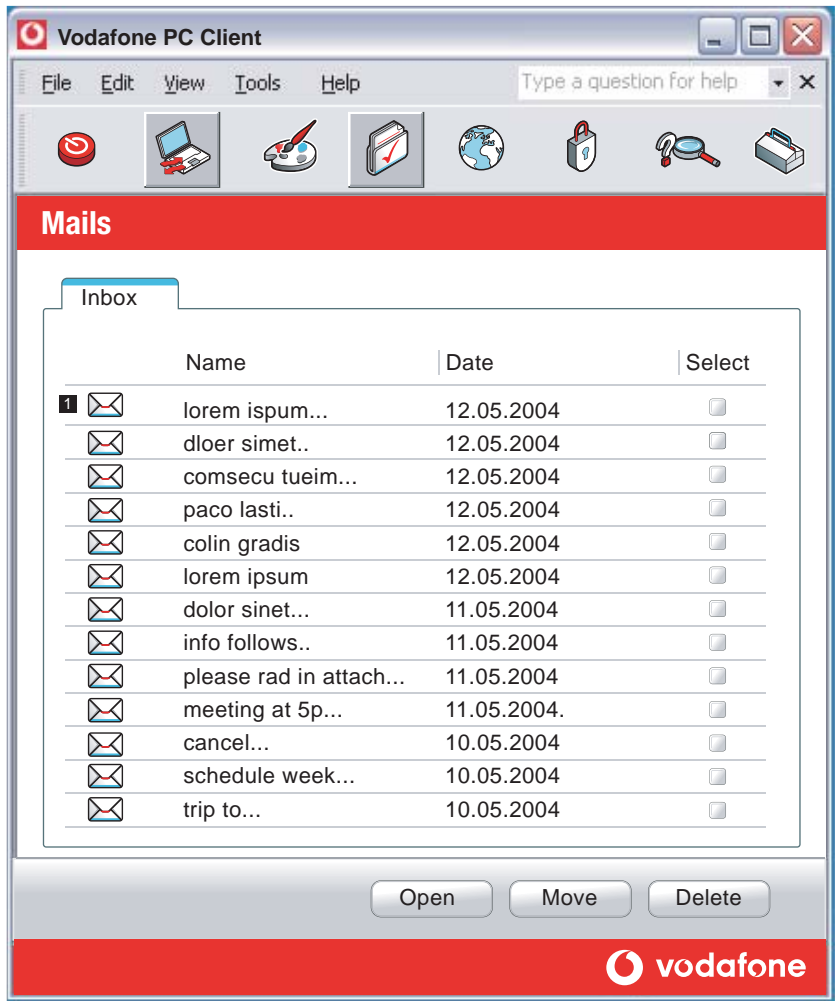
#### Notes

These designs are indicative of the overall look & feel. They are not specifications for the final application.

#### Clear space around the logo

The illustration below shows the minimum amount of space to be left around the logo.





Content screens

- 1

**2D icons**  
Use of 2D icons is recommended  
below 30x30px (canvas size)  
  
Please refer to page 3 for header  
and footer information



**Notes**  
These designs are indicative of the overall  
look & feel. They are not specifications for  
the final application.