

Table of Contents

Business Requirements.....	12
BR1. Grid Structure	12
BR1.1. General Definition	12
BR1.1. Large Desktop Viewport: 1200px & up.....	13
BR1.2. Desktop Viewport: 1200px to 992px.....	14
BR1.3. Tablet Viewport: 992px to 768px	15
BR1.4. Mobile Viewport: 768px to 320px.....	16
BR2. General Rules.....	17
BR2.1. Naming Conventions.....	18
BR2.2. Color Palette	19
BR2.3. Structure	20
BR2.3.1. Margin Rules	20
BR2.3.2. Content Structure	21
BR2.4. Typography	22
BR2.4.1. General Definitions	22
BR2.4.2. Headings	23
BR2.4.2.1. Heading 1.....	23
BR2.4.2.2. Heading 2.....	24
BR2.4.2.3. Heading 3.....	25
BR2.4.2.4. Heading 4.....	26
BR2.4.2.5. Heading 5.....	27
BR2.4.3. Content	28
BR2.4.3.1. Subheadings.....	28
BR2.4.3.2. Body Text	29
BR2.4.3.3. Tiny Text.....	30
BR2.4.3.4. Error Text	31
BR2.4.4. Links	32
BR2.4.4.1. Body Copy Link.....	32
BR2.4.4.2. Stand Alone Link	34

BR2.4.4.3. Fat Footer Link	36
BR2.4.4.4. Disclosure Footer Link	37
BR2.4.5. Navigation.....	38
BR2.4.5.1. Nav Bar Links.....	38
BR2.4.5.2. Drop Down Links.....	40
BR2.4.5.3. Hamburger Parent Items	42
BR2.4.5.4. Hamburger Child Items.....	43
BR2.5. Buttons	44
BR2.5.1. Orange Button	44
BR2.5.2. White Button	45
BR2.6. Forms	46
BR2.6.1. Text fields.....	46
BR2.6.2. Drop downs.....	47
BR2.6.3. Check Boxes	48
BR2.6.4. Radio Buttons	49
BR2.6.4.1. On Load.....	49
BR2.6.4.1.1. Default	49
BR2.6.4.1.2. Focused State	49
BR2.6.4.1.3. 123132	49
BR2.6.4.1.4. Selected State	50
BR2.6.4.1.4 Selected & Focused State	50
BR2.6.4.2 Disabled	50
BR2.6.4.2.1 Disabled	50
BR2.6.4.2.2 Disabled Selected	50
BR2.6.4.3 Error	51
BR2.6.4.3.1 Error	51
BR2.6.4.3.2 Error Focused.....	51
BR2.6.4.3.3 Error Selected	51
BR2.6.4.3.4 Error Selected & Focused State	52
Submit buttons.....	52
BR2.6.5. Error handling	53

BR2.6.6.1. Error Text	53
BR2.6.6.2. Background Color Overlay	53
BR2.7. Images.....	54
BR2.8. Iconography	55
BR2.8.1. Format	55
BR2.8.2. Backgrounds	55
BR2.8.3. List.....	56
BR2.8.4. Usage	58
BR2.9. Sandbox Testing Site.....	59
BR2.10. Dynamic Variables	60
BR2.10.1. General Definitions	60
BR2.10.2. Customer Service Number.....	61
BR2.10.3. Customer Service Email Address	62
BR2.10.4. Customer Service Hours	63
BR2.10.5. Viewport Soft Returns	64
BR2.10.6. AEL Phrase	65
BR2.11. Widgets	66
BR2.11.1. Universal Widgets.....	66
BR2.11.1.1. General Column and Text Definitions.....	66
BR2.11.1.2. Brick Backgrounds	67
BR2.11.2. Text Widgets	67
BR2.11.2.1. Accordions	67
BR2.11.2.2. Call Out Boxes.....	68
BR2.11.2.3. Lists	69
BR2.11.2.4. Post	70
BR2.11.2.5. Quote Block	71
BR2.11.2.6. Testimonial Boxes.....	73
BR2.11.3. Icon Widgets	73
BR2.11.3.1. Icon Boxes.....	73
BR2.11.3.2. Icon Options.....	74
BR2.11.3.2.1. Stats	75

BR2.11.4. Image Widgets	75
BR2.11.4.1. Stand Alone Images	75
BR2.11.4.1.1. General Definition	75
BR2.11.4.1.2. Stand Alone Elements.....	75
BR2.11.4.1.3. Stand Alone Pop Ups	76
BR2.11.4.2. Image Slider	77
BR2.11.4.3. Milestones	78
BR2.11.4.4. PDF Panel	79
BR2.11.4.5. Team	80
BR2.11.4.6. Gallery Panel.....	81
BR2.11.4.4.1. General Definition	81
BR2.11.4.4.2. Gallery Panel Elements.....	81
BR2.11.4.4.3. Gallery Panel Pop Ups.....	82
BR2.11.5. UI Widgets	83
BR2.11.9.1. Embedded Video	83
BR2.11.9.2. Header Box	84
BR2.11.9.3.1. Background	84
BR2.11.9.3.2. Title	85
BR2.11.9.3.3. Breadcrumbs.....	85
BR2.11.9.3. Panels.....	86
BR2.11.9.4. Side Bar	87
BR3. Global Header & Navigation	87
BR3.1. General Definitions	87
BR3.2. Global Header	89
BR3.2.1. Mobile.....	90
BR3.2.1.1. Logo	90
BR3.2.2. Tablet	91
BR3.2.2.1. Logo	91
BR3.2.3. Desktop.....	92
BR3.2.3.1. Logo	92
BR3.2.3.2. Language Selector.....	93

BR3.2.3.3. Search Bar	94
BR3.3. Navigation Bar	95
BR3.3.1. Nav Bar Site Map	95
BR3.3.2. Login General Definition	96
BR3.3.3. Nav Bar Background	97
BR3.3.4. Mobile.....	98
BR3.3.4.1. General Definition	98
BR3.3.4.2. Hamburger Navigation	99
BR3.3.4.2.1. Hamburger Menu Icon	101
BR3.3.4.2.2. Open Hamburger Menu Background Bar & Overlay	102
BR3.3.4.2.3. Search Bar	103
BR3.3.4.2.4. Hamburger Category Headers	104
BR3.3.4.2.5. Hamburger Drop Down Menus	105
BR3.3.4.2.6. Login	106
BR3.3.4.2.7. Apply Button	107
BR3.3.4.2.8. Language Selector.....	108
<i>BR3.3.4.3. Call Button</i>	109
<i>BR3.3.4.4. Apply Button</i>	110
<i>BR3.3.4.5. Persistent Nav</i>	111
BR3.3.5. Tablet	112
<i>BR3.3.5.1. General Definition</i>	112
<i>BR3.3.5.2. Hamburger Navigation</i>	113
<i>BR3.3.5.3. Drop Down Navigation</i>	114
<i>BR3.3.5.4. Persistent Nav</i>	115
BR3.3.6. Desktop.....	116
<i>BR3.3.6.1. General Definition</i>	116
<i>BR3.3.6.2. Drop Down Navigation</i>	117
BR3.3.6.2.1. Nav Bar Category Headers.....	117
BR3.3.6.2.2. Nav Bar Drop Down Menus	119
<i>BR3.3.6.3. Login</i>	120
<i>BR3.3.6.4. Call Button</i>	121

BR3.3.6.5. Apply Button	122
BR3.3.6.6. Persistent Nav.....	123
BR3.4. Persistent Nav.....	124
BR3.4.1. General Definition	124
BR3.5. BoldChat	126
BR3.5.1. General Definitions	126
BR3.5.2. BoldChat Setup	127
BR4. Global Footer	129
BR4.1. General Definitions	129
BR4.2. Fat Footer Menu	130
BR4.2.1. General Definition	130
BR4.2.2. Category Headers & Footer Menus	132
BR4.2.3. Address Section	133
BR4.2.4. Social Icons	134
BR4.2.5. Jump Up Arrow	135
BR4.3. Text Bars	136
BR4.3.1. General Definitions	136
BR4.3.2. Copyright Bar	136
BR4.3.3. Disclaimer Bar	137
BR4.3.4. Contact Info Bar	138
BR5. Homepage	139
BR5.1. General Definitions	139
BR5.2. Template Theory.....	140
BR5.3. UpsellIt.....	141
BR5.4. Content Brick: Hero	142
BR5.4.1. Margin Rules	142
BR5.4.2. Typography	144
BR5.4.3. Section Notes.....	144
BR5.4.3.1. Marketing Sell	144
BR5.4.3.1.1. General Definitions	144
BR5.4.3.1.2. Preheader	146

BR5.4.3.1.3. Headline.....	147
BR5.4.3.1.4. Subheader.....	148
BR5.4.3.1.5. Arrow	149
BR5.4.3.2. Background Image	150
BR5.4.3.2.1. Desktop View A.....	152
BR5.4.3.2.2. Desktop View B.....	153
BR5.4.3.2.3. Desktop View C.....	154
BR5.4.3.2.4. Tablet	155
BR5.4.3.2.5. Mobile View A.....	156
BR5.4.3.2.6. Mobile View B.....	157
BR5.4.3.3. Mini Form	158
BR5.4.3.3.1. General Definitions.....	158
BR5.4.3.3.2. Background	158
BR5.4.3.3.3. Header	160
BR5.4.3.3.4. Form Fields	161
BR5.4.3.3.5. Button	163
BR5.4.3.3.6. Error Handling.....	164
BR5.5. Content Brick: About Us	165
BR5.5.1. Margin Rules	165
BR5.5.2. Typography	168
BR5.5.3. Section Notes.....	169
BR5.6. Content Brick: Store Locator.....	170
BR5.6.1. Margin Rules	170
BR5.6.2. Typography	172
BR5.6.3. Section Notes.....	172
BR5.7. Content Brick: What is an AEL?	173
BR5.7.1. Margin Rules	173
BR5.7.2. Typography	176
BR5.7.3. Section Notes.....	176
BR5.8. Content Brick: Comparison Chart	178
BR5.8.1. Margin Rules	178

BR5.8.2. Typography	181
BR5.8.3. Section Notes.....	182
BR5.9. Content brick: Testimonials.....	183
BR5.9.1. Margin Rules	183
BR5.9.2. Typography	185
BR5.9.3. Section Notes.....	185
BR5.10. Content Brick: Contact Us.....	186
BR5.10.1. Margin Rules	186
BR5.10.2. Typography	188
BR5.10.3. Section Notes.....	188
BR6. SEO	189
BR7. Marketing Department Controls	191
BR7.1. General Definitions	191
BR7.2. General Rules.....	191
BR7.1. Template Theory.....	194
BR7.3. Global Header	195
BR7.4. Navigation.....	196
BR7.5. Hero	197
BR7.6. About Us	198
BR7.7. Store Locator	199
BR7.8. What is an AEL?	200
BR7.9. Comparison Chart.....	201
BR7.10. Testimonials.....	202
BR7.11. Contact Us.....	203
BR7.12. Footer	204
Client Portal Notes	205
Bootstrap Table Styling	206
Use of Icons with certain buttons	207
Security Question Drop Down interactivity	208
Progress Bar	209
Complex Text Box usage	210

Credit Card type functionality.....	211
Pagination	212
Conditional Side Bar.....	213
Datepicker.....	214
Tool Tips.....	215
Application Process Flow	216
Application Entry points.....	216
I Don't Have a Car Process	218
ATL Process	219
SBL Process.....	220
Step 3 Process	223
Technical Requirements.....	224
TR1. Example Technical Requirement	224
TR1.1. General Definition.....	224
Use Cases	225
UC1. Example Use Case	225
UC1.1. General Definition	225
Backup Plan.....	226
Appendix	227