



User Interface Guidelines: 2017 Site Strategy

The Moz visual system and UI patterns are currently being refined to align with the 2017 site strategy. We strive to improve accessibility, expand to an enterprise audience, and unify patterns across Moz content and services.

While the strategy has changed, the brand remains true to our TAGFEE core. Our goal is to visualize and communicate TAGFEE in a way that resonates with our expanding audience without compromise to customers today.

Version: Working Draft v1.2

Updated: February 16, 2017

Contact(s): courtney@moz.com

Status: Draft for Local Agency Partner

Current UI Frameworks:

Moz Bootstrap

Standard for moz.com and all new CMS framework.

<http://seomoz.github.io/mozbootstrap>

Kaleidoscope

Used across Moz Analytics and Moz Pro properties.

<http://seomoz.github.io/kaleidoscope/>

Moz Local uses their own custom version of Bootstrap.

As a general rule, our sans serif font (Lato) is used for body copy and tag lines. Our serif font (Roboto Slab) is used for headlines. We aim to keep a very focused set of core paragraph and header styles for consistency, using modifier classes for special cases. Fonts are measured in rem (root em) with a base size of 16px. All default text is the Moz X-Dark Gray: #272733

Paragraph Styles

Base Font (default)

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.

Font:	Lato Regular	Base font size used for
Size:	1rem (16px)	detail copy on site and
Line Height:	1.25rem (20px)	compact data views in app.

Primary Paragraph Style

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.

Font:	Lato Regular	Standard for body text on
Size:	1.125rem (18px)	site, including descriptions,
Line Height:	1.5rem (24px)	articles and blog posts.

Header Styles

Page Title

Font:	Roboto Slab Bold	Default for <h1>
Size:	2.375rem (38px)	Primarily used for page
Line Height:	2.875rem (46px)	titles and always <h1>.

Headline 3

Font:	Roboto Slab Bold	Default for <h4>
Size:	1.625rem (26px)	Primarily used for tag lines
Line Height:	2rem (32px)	or large text call-outs.

Headline 1

Font:	Roboto Slab Regular	Default for <h2>
Size:	2.25rem (36px)	Primary style for content
Line Height:	2.75rem (44px)	pages on moz.com.

Tag line

Font:	Lato Regular	Default for <h5>
Size:	1.25rem (20px)	Primarily used for tag lines
Line Height:	1.625rem (26px)	or large text call-outs.

Headline 2

Font:	Roboto Slab Regular	Default for <h3>
Size:	1.875rem (30px)	Secondary style for content
Line Height:	2.25rem (36px)	pages; primary for apps.

Table Header

Font:	Lato Bold	Default for <h6>
Size:	1rem (16px)	Only used for column
Line Height:	1.5rem (24px)	header within the apps.

Type Modifiers

Display headline

Font:	Roboto Slab Light	Modifier for extra-large
Size:	2.875rem (46px)	type needed for take-over
Line Height:	3.875rem (62px)	promotions and ads.

Small Text Modifier

Font:	Roboto Slab Bold	Modifier class for special
Size:	0.875rem (14px)	case use within the apps,
Line Height:	1.125rem (18px)	such as data-heavy graphs.

Text Links

Paragraph Link

Lorem ipsum dolor sit amet, do [tempor incididunt](#) labore consectetur adipiscing elit.

Lorem ipsum dolor sit amet, do [tempor incididunt](#) labore consectetur adipiscing elit.

default link color: Moz Link (0077b3)
default decoration: underline
hover color: Moz Link
hover decoration: none

Basic default text link style for any linking text. Text link size is inherited from the body text style (16px or 18x).

Auxiliary Link

[This is a link](#)
[Here is another link](#)
[This is also a link](#)

[This is a link](#)
[Here is another link](#)
[This is also a link](#)

default link color: Gray (565e66)
default decoration: underline
hover color: Moz Link
hover decoration: none

Secondary link color to be used sparingly. One example of an appropriate use is footer navigation.

Stylized Link

Lorem ipsum dolor sit amet do tempor incididunt labore.

[Go check it out](#) ➔

Lorem ipsum dolor sit amet do tempor incididunt labore.

[Go check it out](#) ➔

link color: Moz Link (0077b3)
text decoration: none
icon default: cta-arrow.svg
icon hover: cta-arrow-fill.svg
icon size: 18px

The Tag line 1 <h4> style can be used for a tertiary link style when a button would compete with other page actions, such as a deep link to a related resource.

Linking Header

[Headlines can be links too](#) ➔

[Headlines can be links too](#) ➔

link color: Moz Ink (272733)
text decoration: none
icon default: cta-arrow.svg
icon hover: cta-arrow-fill.svg
icon size: 24px

The Headline 2 <h3> style can be a link as an additional path for lead-in copy when accompanied by a text link.

Text & Link Colors



Default color for all text.

Moz Ink
#272733



Default color for all text links.

Moz Link
#0077b3



Alternate link color to use on Moz Ink backgrounds.

Light Link
#0077b3

Button Styles

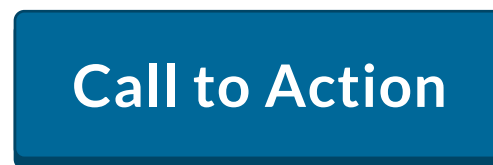
Standard Button



font: Lato Bold
font-size: 1.125rem (18px)
total height: 3.125rem (50px)
box-shadow: 0.1875rem (3px)
border-radius: 0.25rem (4px)
horiz. padding: 1rem (16px)
inner stroke: 1 px

Basic buttons are the primary button style used throughout the marketing and education content.

Large CTA Button



font: Lato Bold
font-size: 1.25rem (22px)
total height: 3.75rem (60px)
box-shadow: 0.25rem (4px)
border-radius: 0.25rem (4px)
horiz. padding: 1.25rem (20px)
inner stroke: 1 px

Large buttons are used for primary call to actions, for example when used with a large display text style modifier.

Small Application Button



font: Lato Bold
font-size: 1rem (16px)
total height: 2.5rem (40px)
box-shadow: 0.125rem (2px)
border-radius: 0.25rem (4px)
horiz. padding: 1.25rem (20px)
inner stroke: 1 px

Small buttons are used within the apps and locked up with form elements. *Note, this is the same size we use today, with 16px labels instead of 14px.*

Disabled Buttons



Disabled buttons are 50% opacity of the default button with on hover state when an action is unavailable.

Button Colors

Core Blue Button



button label color: White (ffffff)
default background: Dark blue 10% Shade (005780)
default shadow/stroke: Dark blue 40% Shade (004566)
hover background: Dark blue 5% Tint (007bae)

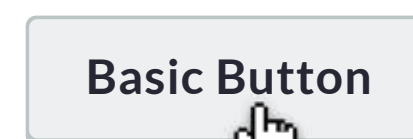
Yellow Call to Action Button



button label color: Moz Ink (272733)
default background: Yellow (ffd262)
default shadow/stroke: Dark Yellow (e4b34f)
hover background: Yellow 30% Tint (ffe08c)

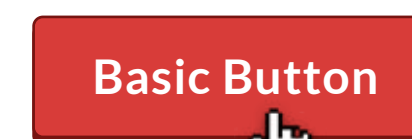
For primary call to actions on light or dark backgrounds.

Secondary Button



button label color: Moz Ink (272733)
default background: no fill
shadow & stroke: Gray 60% Tint
hover background: Gray 10% Opacity

Destructive Button



button label color: White (ffffff)
default background: Dark Red (a81e1e)
default shadow/stroke: Dark Red 30% Shade (771411)
hover background: Red 15% Shade (d83c39)

For destructive actions like Cancel and Delete.

Color: Primary Palette

Our SEO-focused product strategy moves us away from the unique product palettes to a simple, unified color palette with the Moz Blue at the core. As we use these colors in context, we will make adjustments and amendments where necessary.

Product Palette

Proposed primary palette for Moz Pro, Moz Local, and Moz APIs.



System Standards

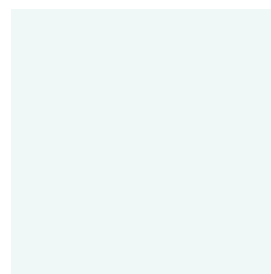
Text & Dark Background



Default color for all text. Dark background option approved for white text.

Moz Ink
#272733

Shaded Background



Gray shaded background to be used with text and buttons. Needs 50% tint for text links.

Light Gray

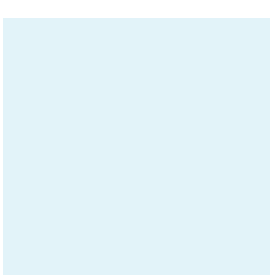
Text Link



Text link color for on white or light gray backgrounds.

Text Link
#0077b3

Shaded Background



Blue shaded background to be used with text and buttons. Needs 50% tint for text links.

Light Blue

Special Use



Moz Ink
#272733



Text Link
#0077b3

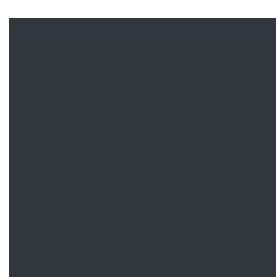


Light Link
#009ceb

Text and navigation swatches chosen for optimal contrast and accessibility.

Full Range

Dark Colors



Dark Gray
#32363d



Dark Blue
#0075a8



Dark Teal
#00525b



Dark Green
#1f871f



Dark Purple
#574981



Dark Red
#a81e1e



Dark Orange
#bd5500

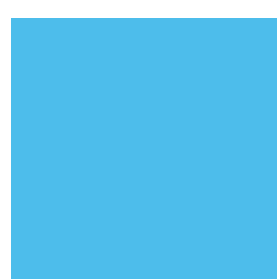


Dark Yellow
#e4b34f

Core Colors



Gray
#565e66



Moz Blue
#4dbdeb



Teal
#259983



Green
#5ec93a



Purple
#8772c1



Red
#fc4949

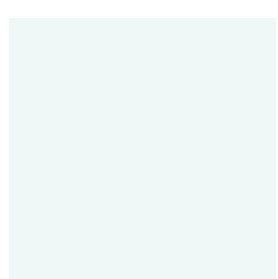


Orange
#ff9f2c

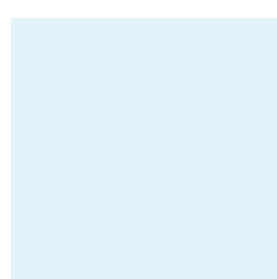


Yellow
#ffd262

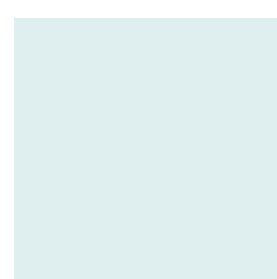
Light Colors



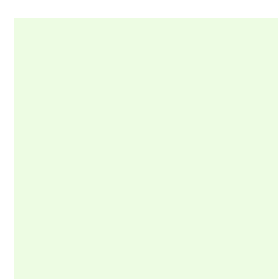
Light Gray
#f0f7f7



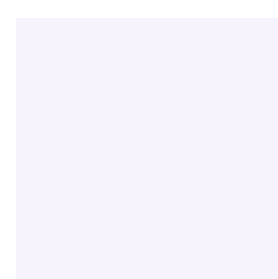
Light Blue
#e2f3f9



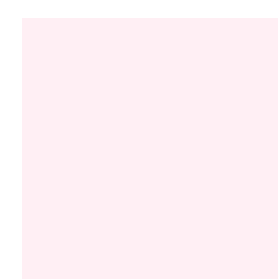
Light Teal
#dfeeee



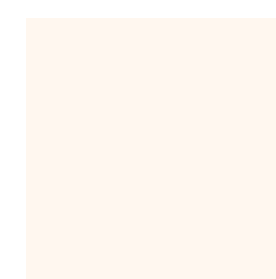
Light Green
#e8ffd9



Light Purple
#f6f3fc



Light Red
#ffe4f4



Light Orange
#fff7ef



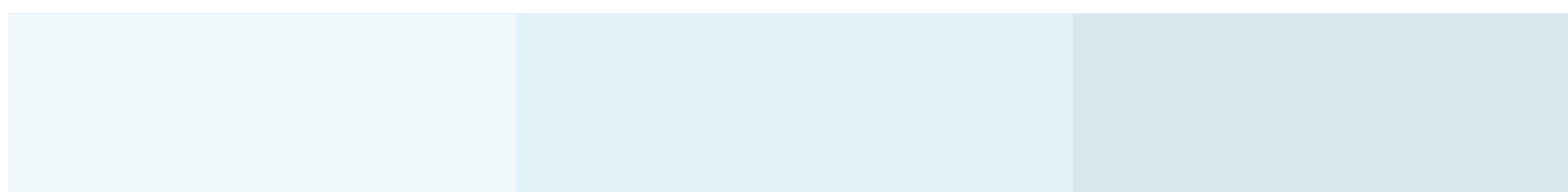
Light Yellow
#fff7e7

Shades & Tints

We want to keep the color swatches to a controlled minimum, however white tints and black shades can be used with core colors.

50% white tint

Example use: shaded backgrounds on content boxes.



5% black shade

Example use: border color for shaded content boxes.

Photos should include people in authentic, energizing expressions. The mood should imply success, action, improvement, and empowerment. Photos may be enhanced with imagery that reinforces the key message, such as “up and to the right”.

Happy People



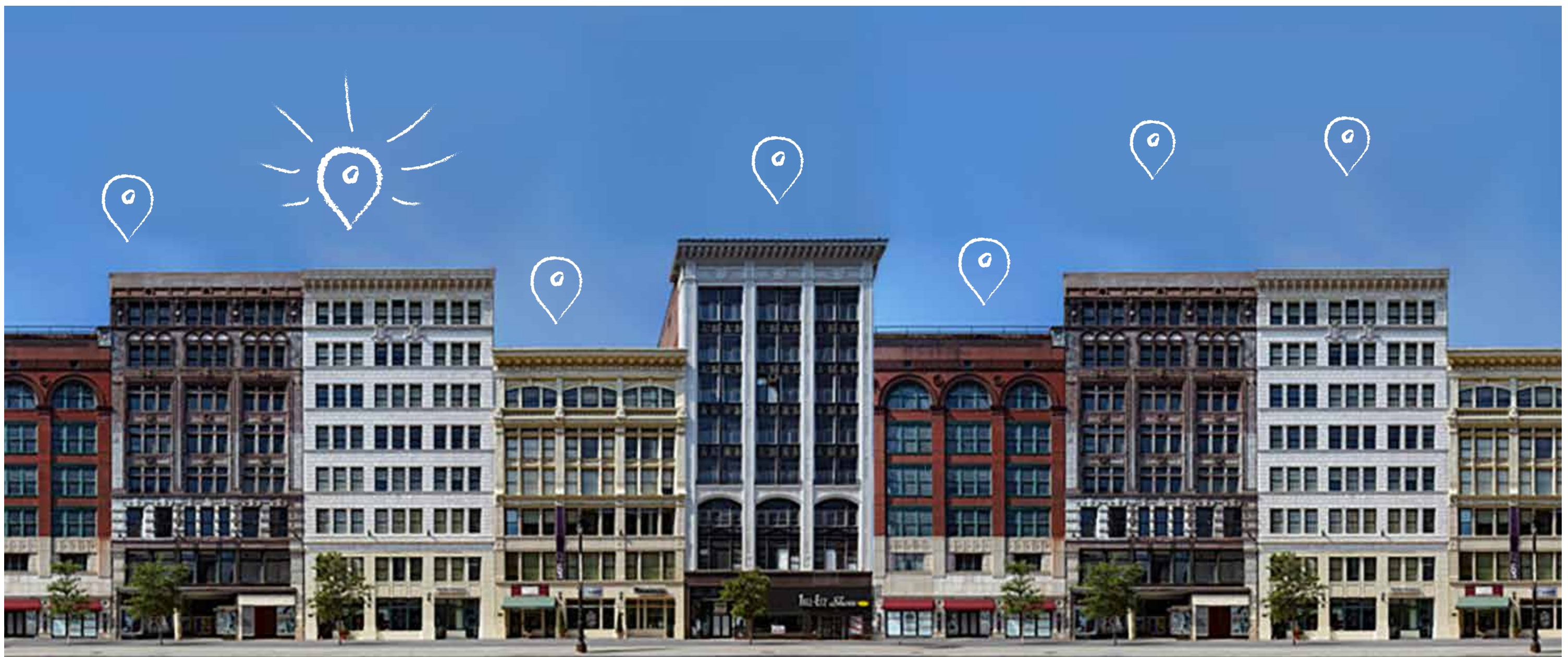
Sketch Overlays



Internal Shots



External Shots



Color backgrounds can be used to maintain readability when text is laid over images. We are still exploring and refining guidelines, especially when it comes to photo usage. Please keep accessibility and readability in mind.

Text Overlays



7 billion searches are performed each month. **Be found.**

Drive customers to your **website.**

With the all-in-one SEO tracking and research toolset built by industry experts.

[Get Started with Moz Pro](#)

Drive customers to your **front door.**

With listing and review management made easy in the complete local search solution.

[Get My Free Listing Score](#)

This example uses the Light Blue (e2f3f9) at 90%

We aim for a hand-drawn effect for illustrations and annotations to reinforce key messaging and express authenticity.

Annotations

Body Copy

Handdrawn

Font: Kalam
Font-size: 36px
Line Height: 36px
Regular annotation style for products, photos, and images.

Note: Bold and light fonts are available in the Kalam family. We may use them for illustrations, but will stick with a regular for html-based copy.

Headlines

Handdrawn

Font: Kalam
Font-size: 48px
Line Height: 48px
Headlines or loud annotation call-outs.

Illustration Style

Primary Brushes



Brush: Charcoal - feather
Brush-size: 0.843px
Annotation arrows and annotation details.



Brush: Vectips Sketch Brush 28
Brush-size: 1px
Medium size illustrations. Note: stroke may change based on illustration size.

Alternate Brush Styles



Vectips Sketch Brush 1

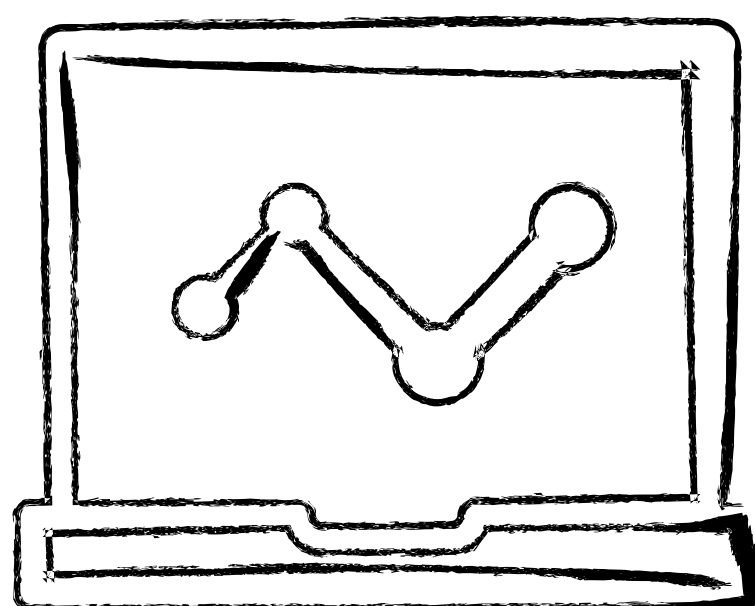


Vectips Sketch Brush 2



Vectips Sketch Brush 3
Use in illustrations as needed.

Example Illustrations

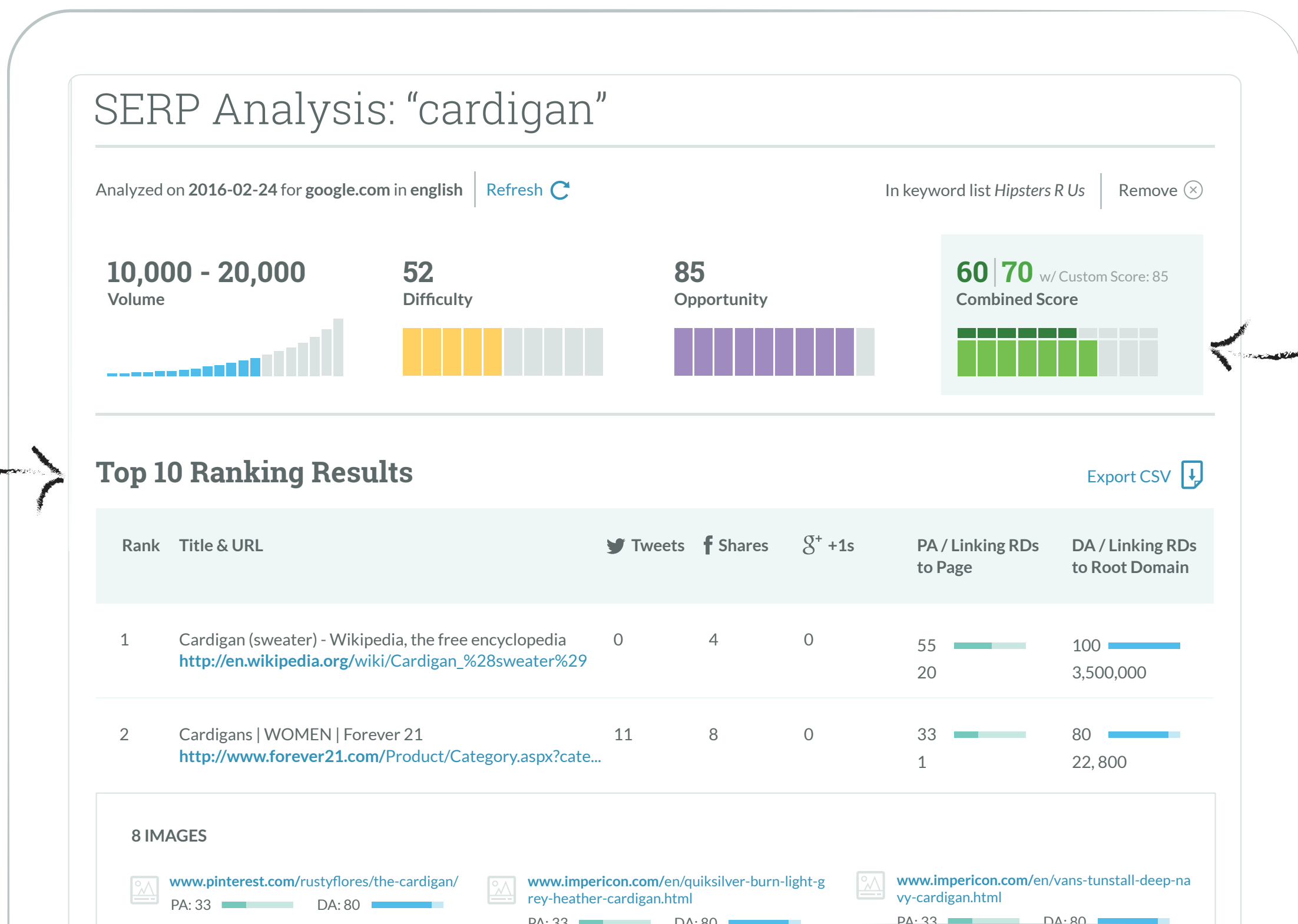


This is a product annotation →

Annotations can be added to highlight features and use cases on product images.

Product Shots

You are going to LOVE this!



There is a thing right here!

Isn't this the best?

Accessibility is an important consideration for design decisions, not only in compliance of government regulations. We take readability seriously because it's the empathetic TAGFEE thing to do as an expression of our brand. The following guidelines are a starting point for using light text over dark backgrounds. The following colors are approved for our X-Dark Gray #272733 at 100%.

Light on Dark Text

Text & Text Links

Lorem ipsum dolor sit amet, do [tempor incididunt](#) labore consectetur adipiscing elit.

Text color: #ffffff
default link color: #009ceb
default decoration: underline
hover color: #054c7c
hover decoration: none

Lorem ipsum dolor sit amet, do [tempor incididunt](#) labore consectetur adipiscing elit.

These colors are only approved for accessibility on this dark gray background: #054c7c
We'll need to take others case by case

Stylized Link

[Go check it out](#) ➔

default link color: #000000
hover color: #009ceb
text decoration: none
icon: cta-arrow.svg
icon size: 18px

[Go check it out](#) ➔

These colors are only approved for accessibility on this dark gray background: #054c7c
We'll need to take others case by case

Light on Dark Buttons

Secondary Button



button label color: White (ffffff)
default background: no fill
shadow & stroke: Light Gray (f0f7f7)
hover background: Light Gray 15% Opacity

Secondary button style with white text for use on dark backgrounds.
Yellow CTA is best for stronger call to actions.



All text needs to pass WCAG AA standards. Check contrast when using a background other than what is referenced here:

<http://webaim.org/resources/contrastchecker/>

Foreground / Background Contrast Ratio: 4.5:1

Link / Background Contrast Ratio: 4.5:1

Link / Text Contrast Ratio: 3:1