

Desktop Menu

- Categories
- Accessories
- Announcements
- Auto Accessories
- Clothing
- Gifts/Hobbies
- Home/Dorm
- Jewelry
- Kitchen
- Pets
- School Supplies
- Shoes
- Sporting Goods/Outdoors
- Travel
- Yearbooks

Desktop Menu with Rollover

- Categories
- Accessories
- Announcements
- Auto Accessories
- Clothing
- Gifts/Hobbies
- Home/Dorm**
- Jewelry
- Kitchen
- Pets
- School Supplies
- Shoes
- Sporting Goods/Outdoors
- Travel
- Yearbooks

1 Rollover state for menu links

Desktop Global Navigation/Header

balfour. Search for your school or products... My Account Cart

Shop My School Class Jewelry Yearbooks Graduation | Sports Teams Brands Dorm & Decor Diploma Frames **Shop All**

FREE SHIPPING BANNER

Desktop Global Navigation/Header

balfour. Search for your school or products... My Account Cart

Shop My School Class Jewelry Yearbooks Graduation | Sports Teams Brands Dorm & Decor Diploma Frames **Shop All**

FREE SHIPPING BANNER

2 Rollover state on "Shop All"

3 Rollover states on Navigation Links (Shop My School)

Desktop Global Navigation/Header

balfour. Search for your school or products... My Account Cart

Shop My School Class Jewelry Yearbooks Graduation | Sports Teams Brands Dorm & Decor Diploma Frames **Shop All**

FREE SHIPPING BANNER

SHOP MY SCHOOL

Search Your School to Find 1,000s of Items Curated For You!

SCHOOL NAME, CITY, STATE, OR ZIP

Danbur

Danbury High School
Danbury, TX

Danbury School
Claremont, CA

Danbury Elementary School
Danbury, TX

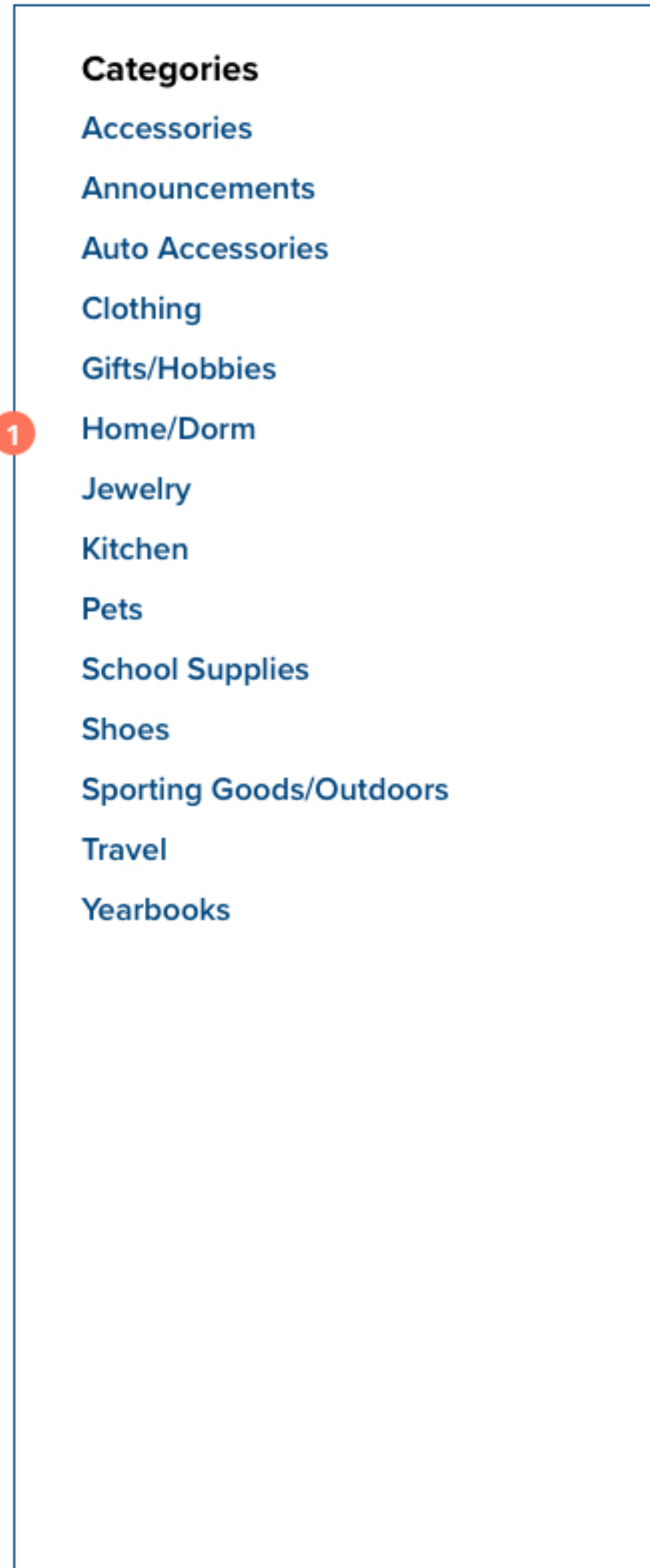
View All

CLOSE

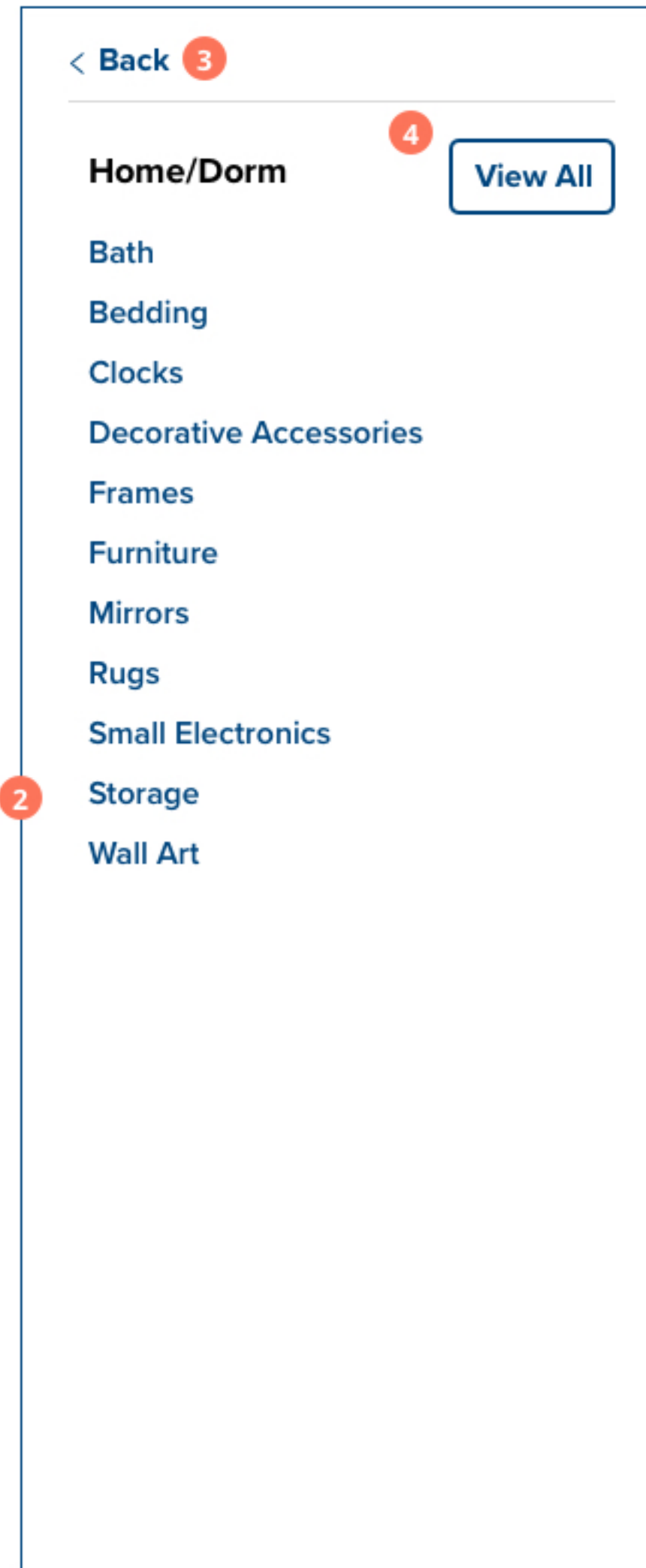
4 Open Menu indicator

Menus are activated on Click

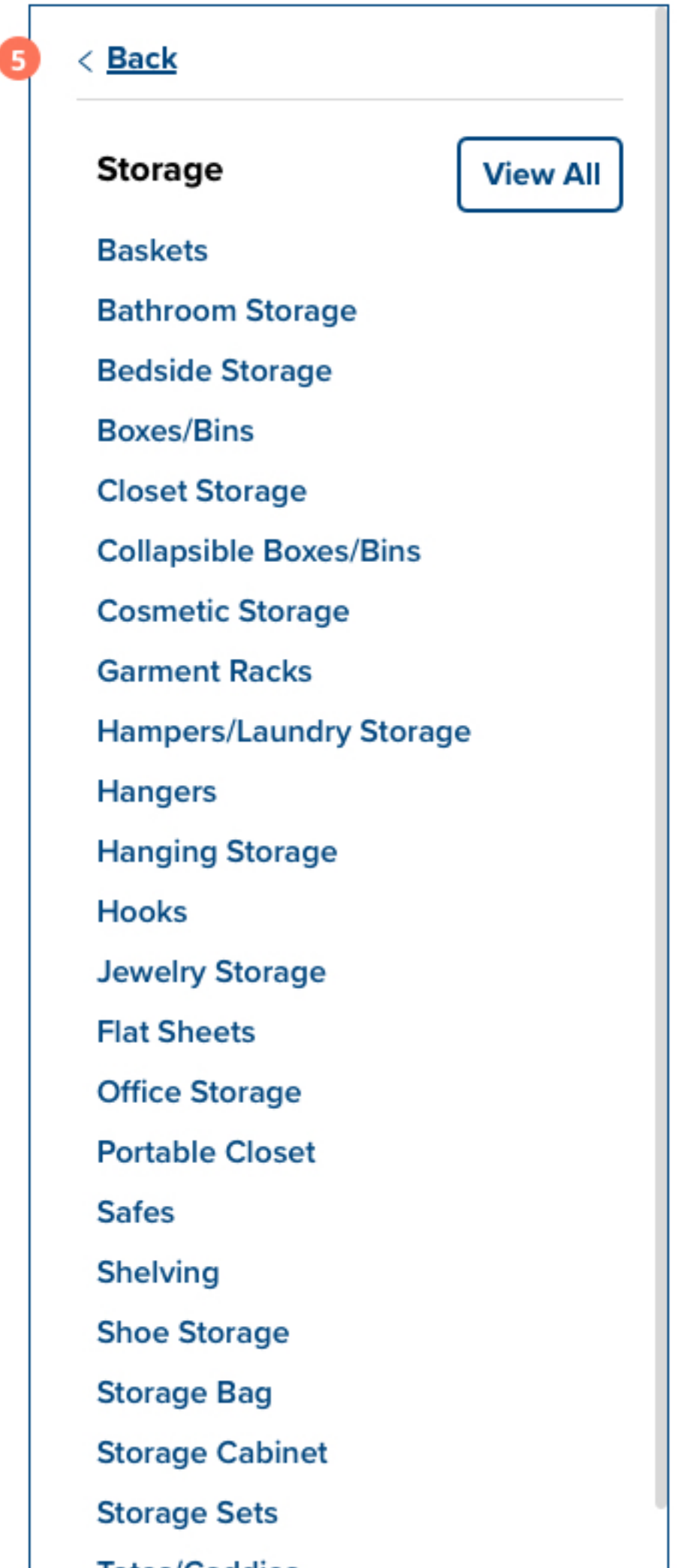
**Desktop Menu
Category Level**



**Desktop Menu
Type Level**



**Desktop Menu
Style Level**



1 Clicking links changes menu to Type Level menu.

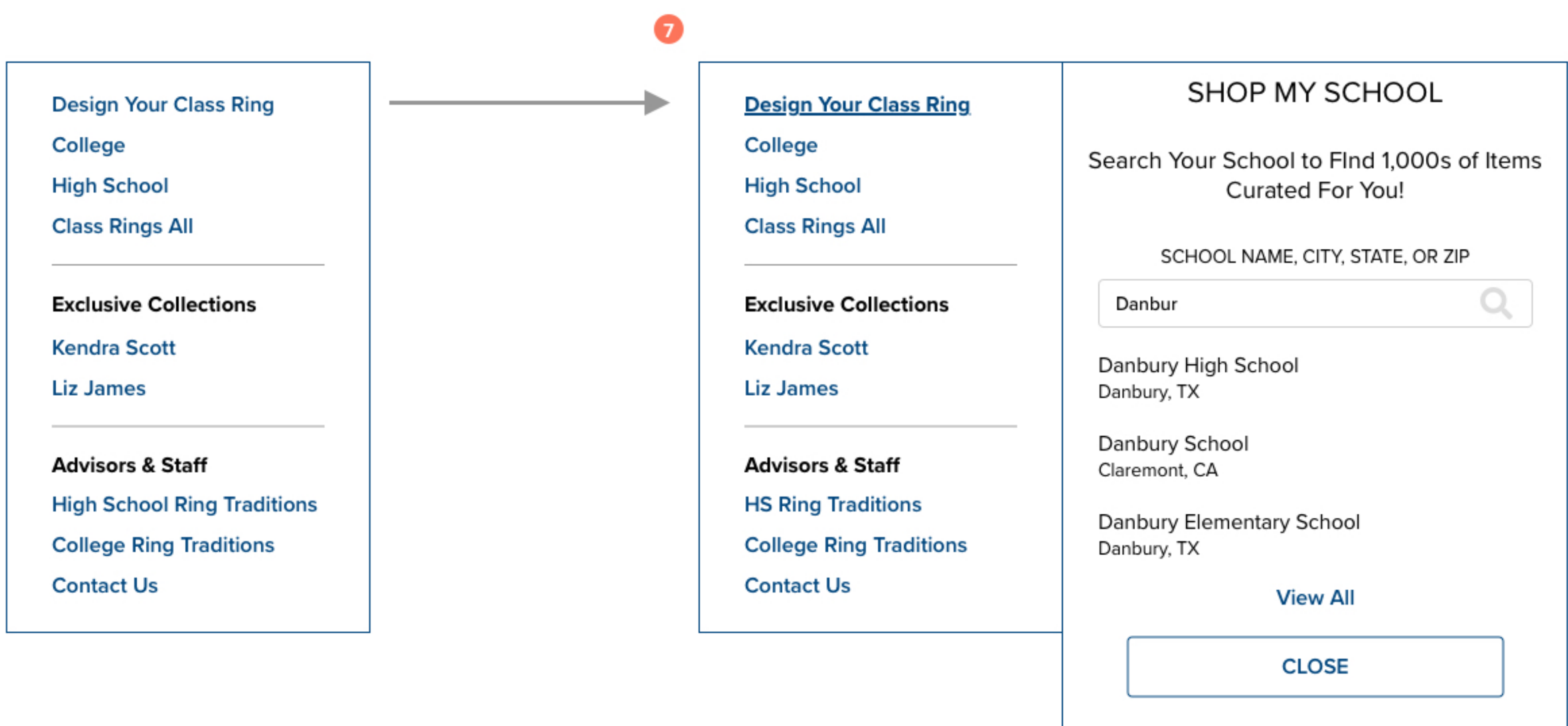
2 Clicking links changes menu to Style Level menu.

3 Back changes menu to previous state.

4 View All Button takes customer to that level PLP. In the example above it would be the Home/Dorm PLP

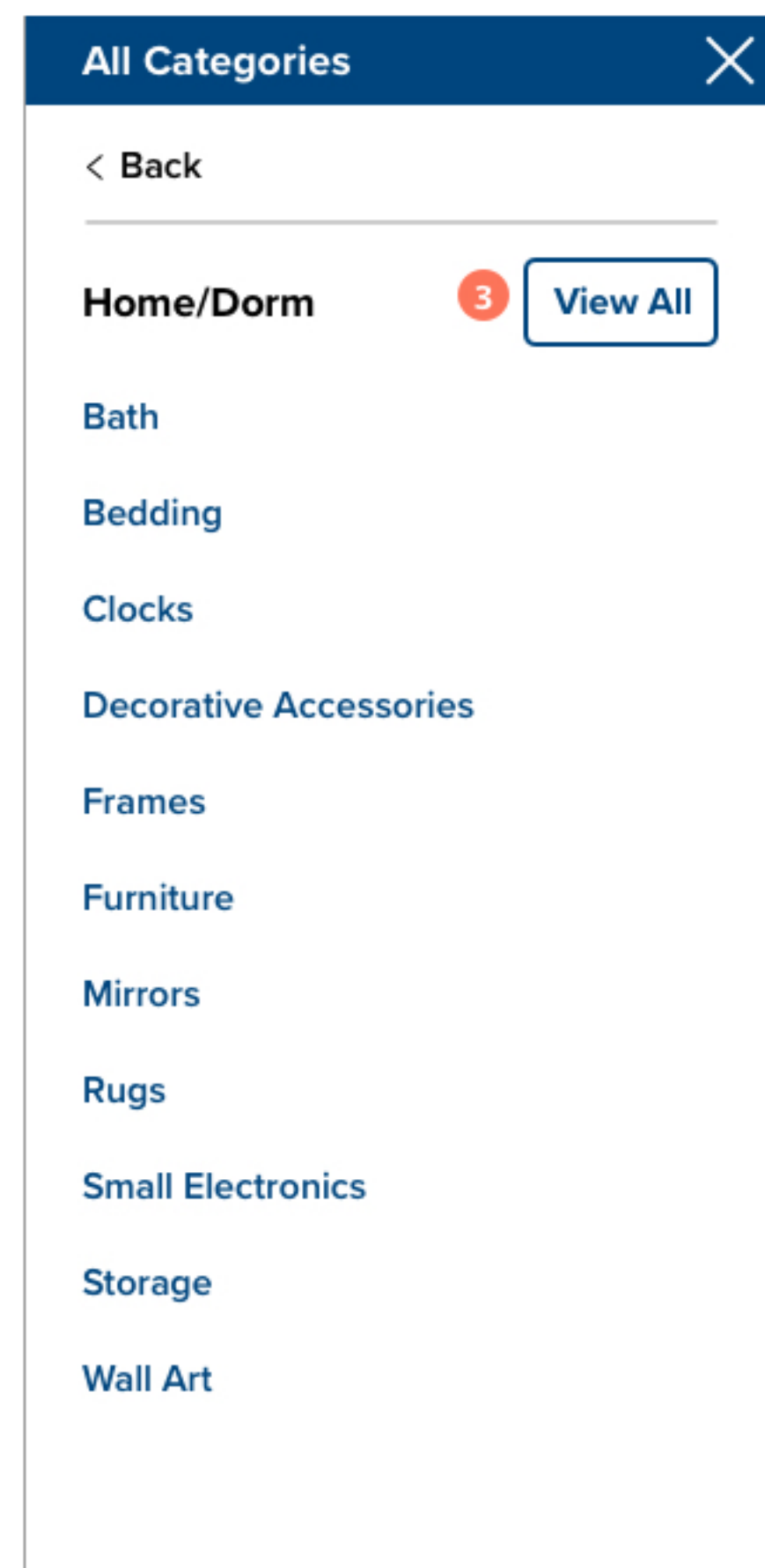
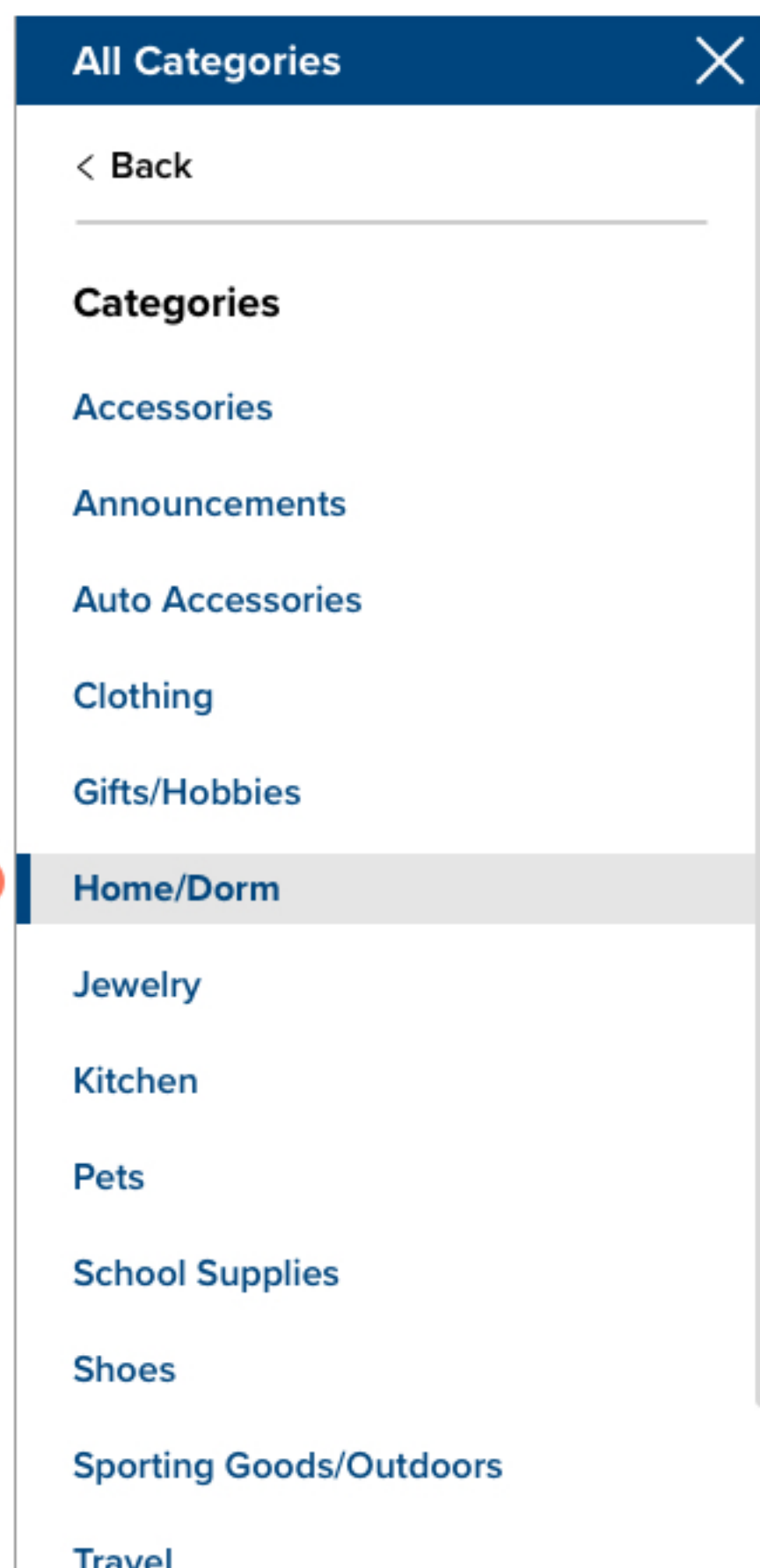
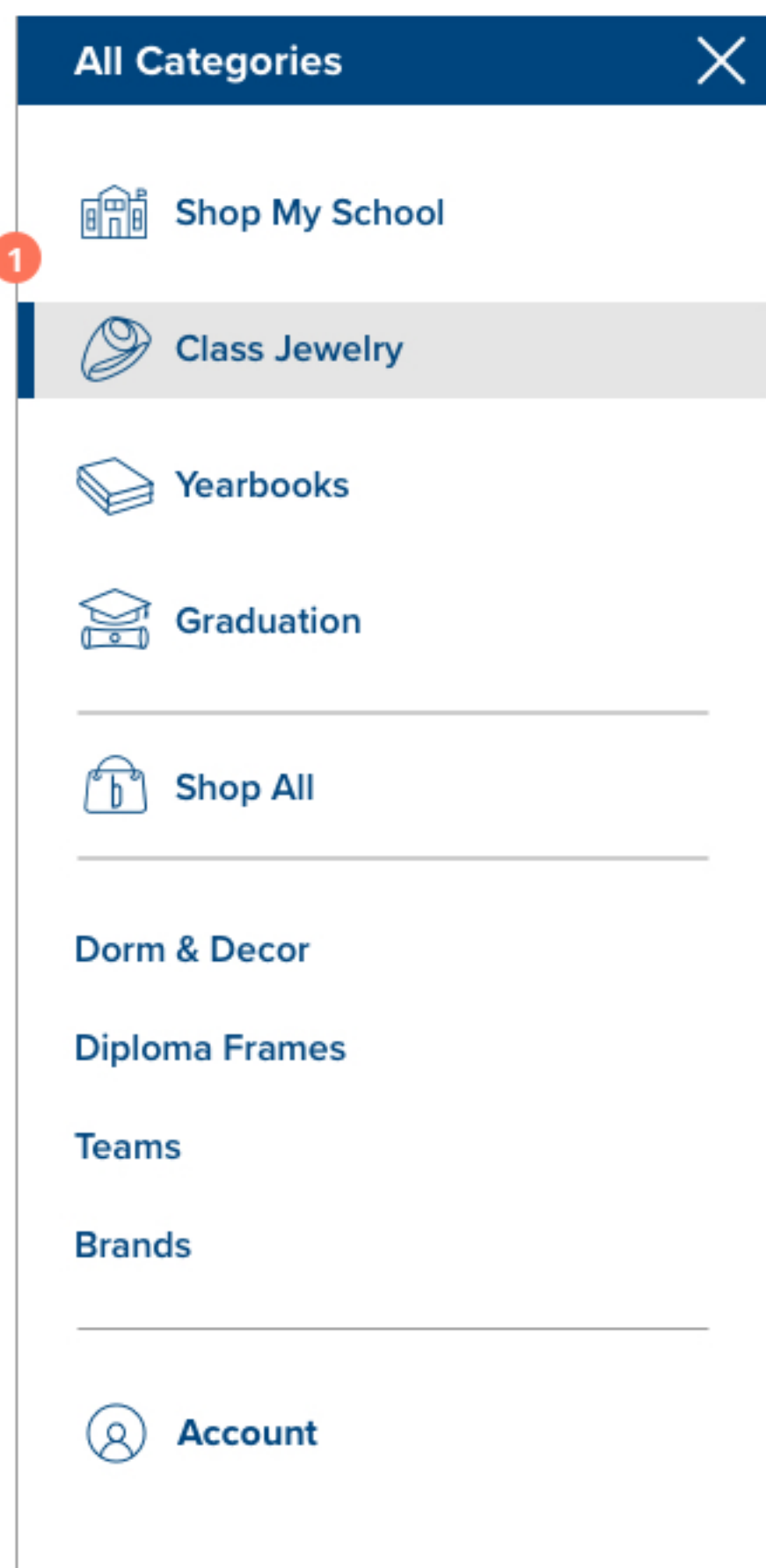
5 Rollover state for Back.

6 View All Button states



7 Active state: when a link generates the School Finder.

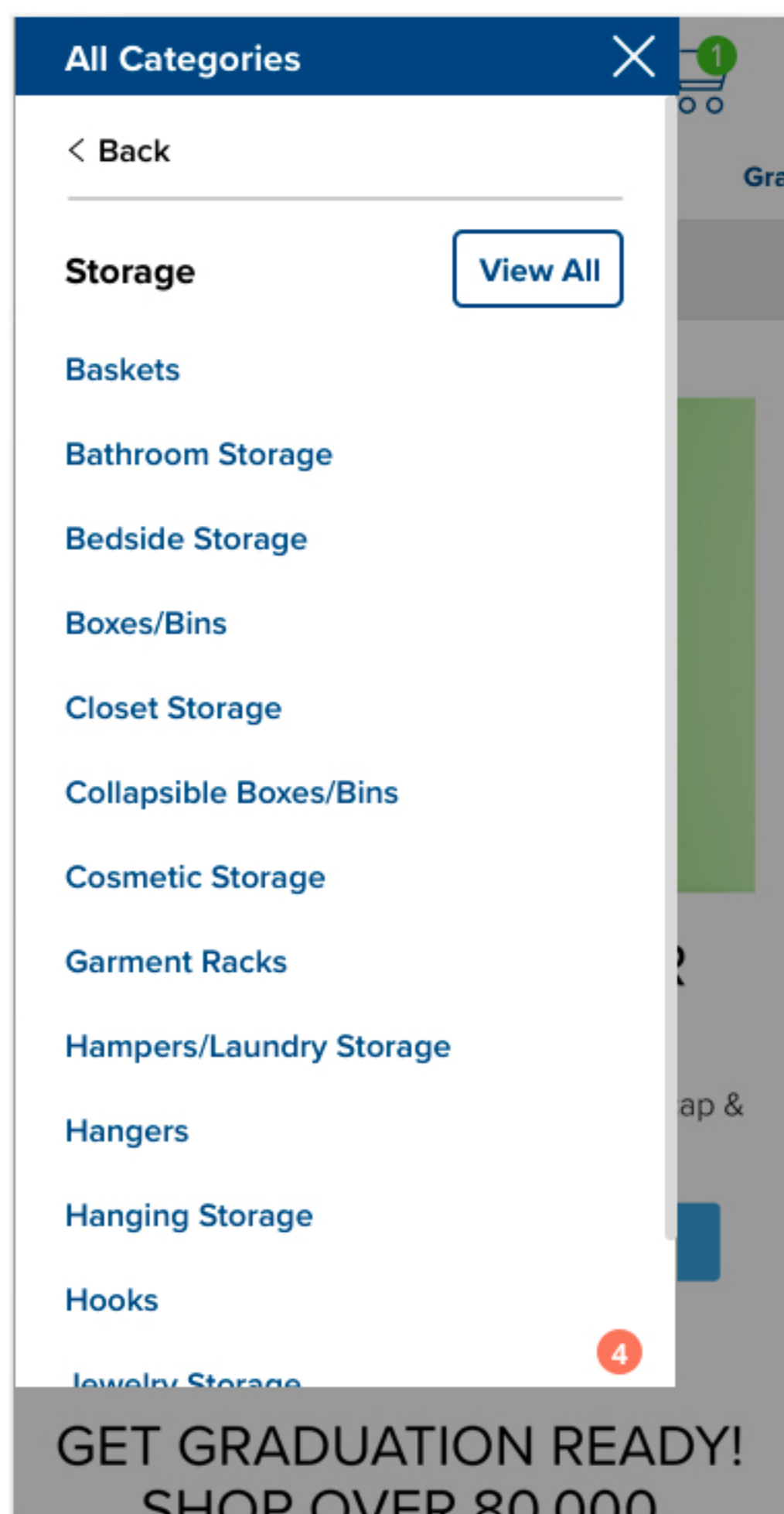
Mobile Menu (Hamburger)



1 On Tap, Icon + Link combos have a larger highlight than normal.

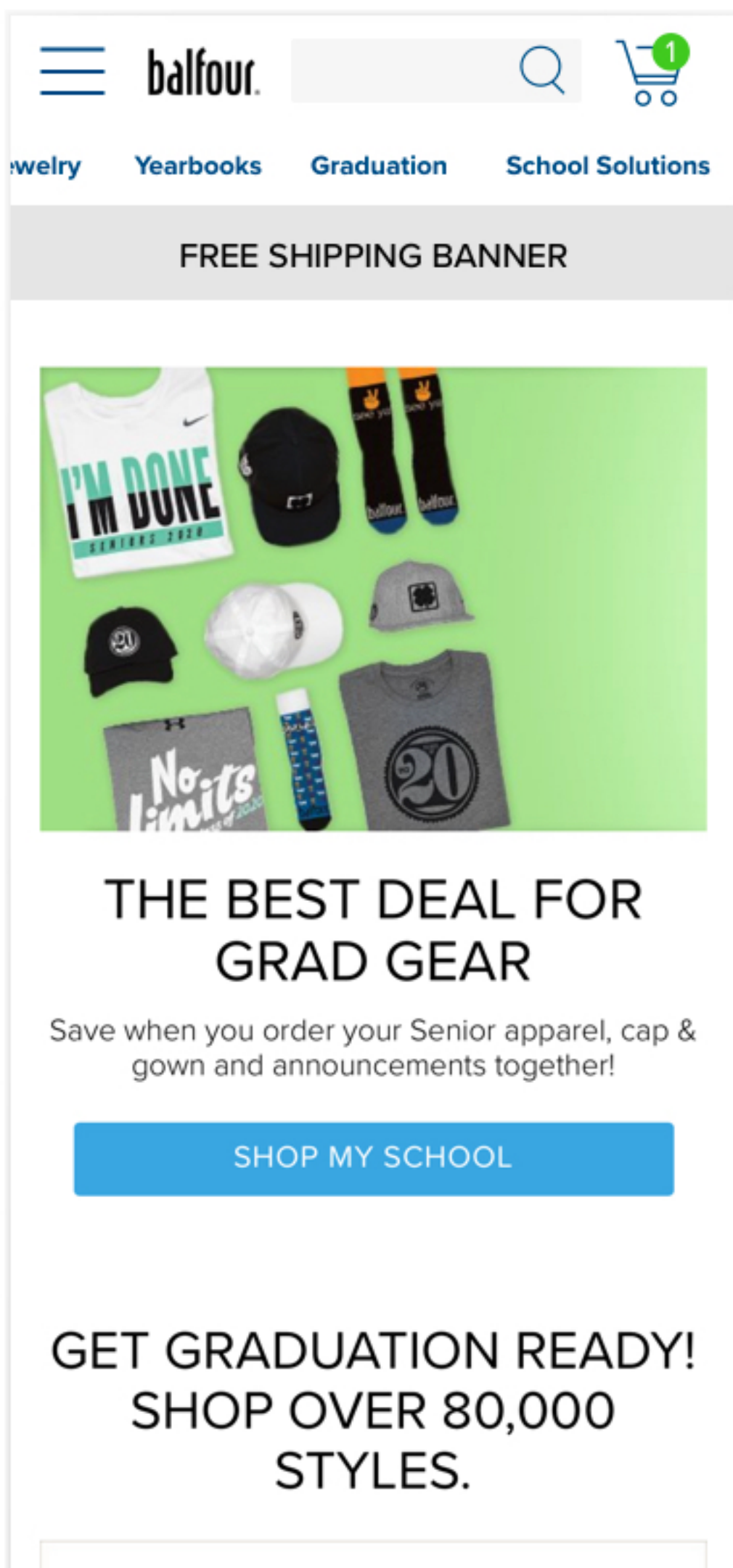
2 On Tap state: normal highlight size

3 View All Button states:

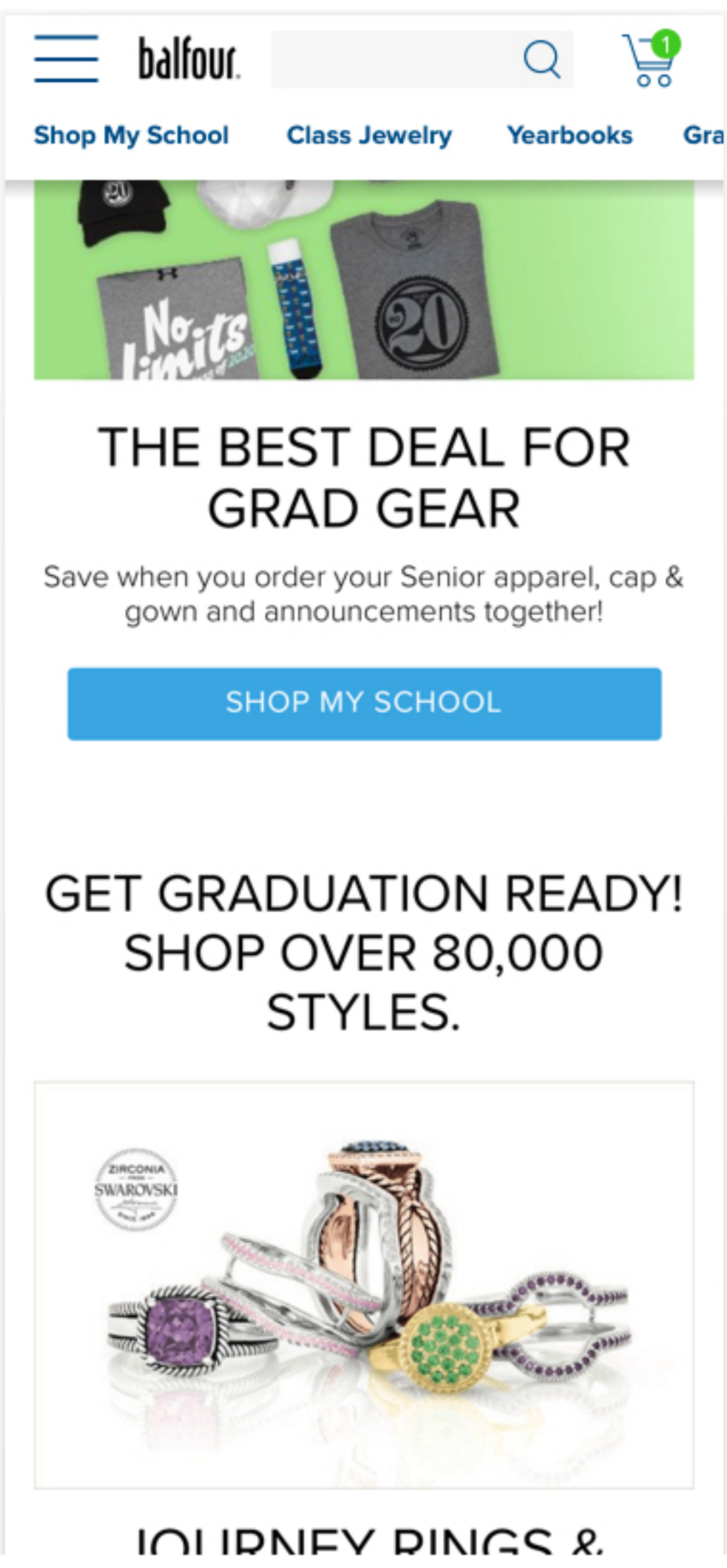


4 Mobile Menu retains the height of the screen. Any content overflow should scroll w/in the menu. (Scroll Bar)

Mobile Nav

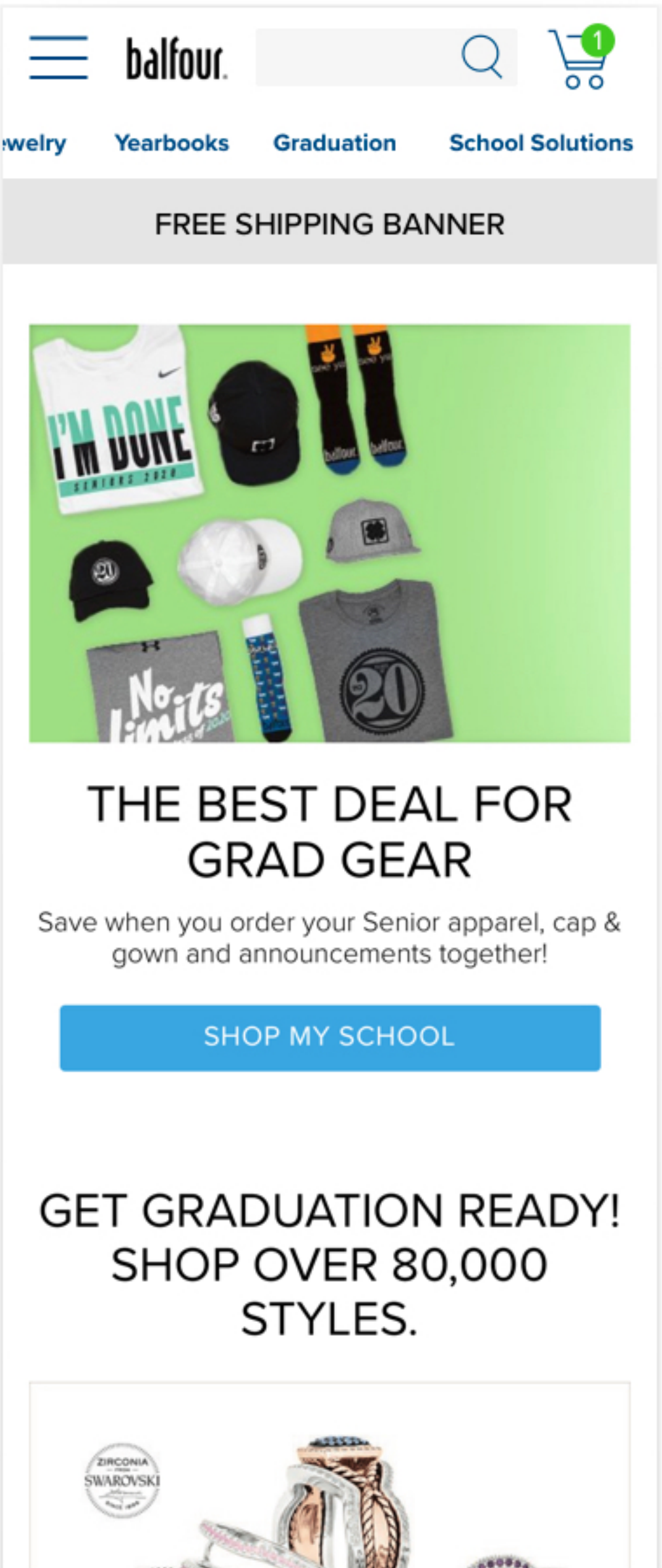
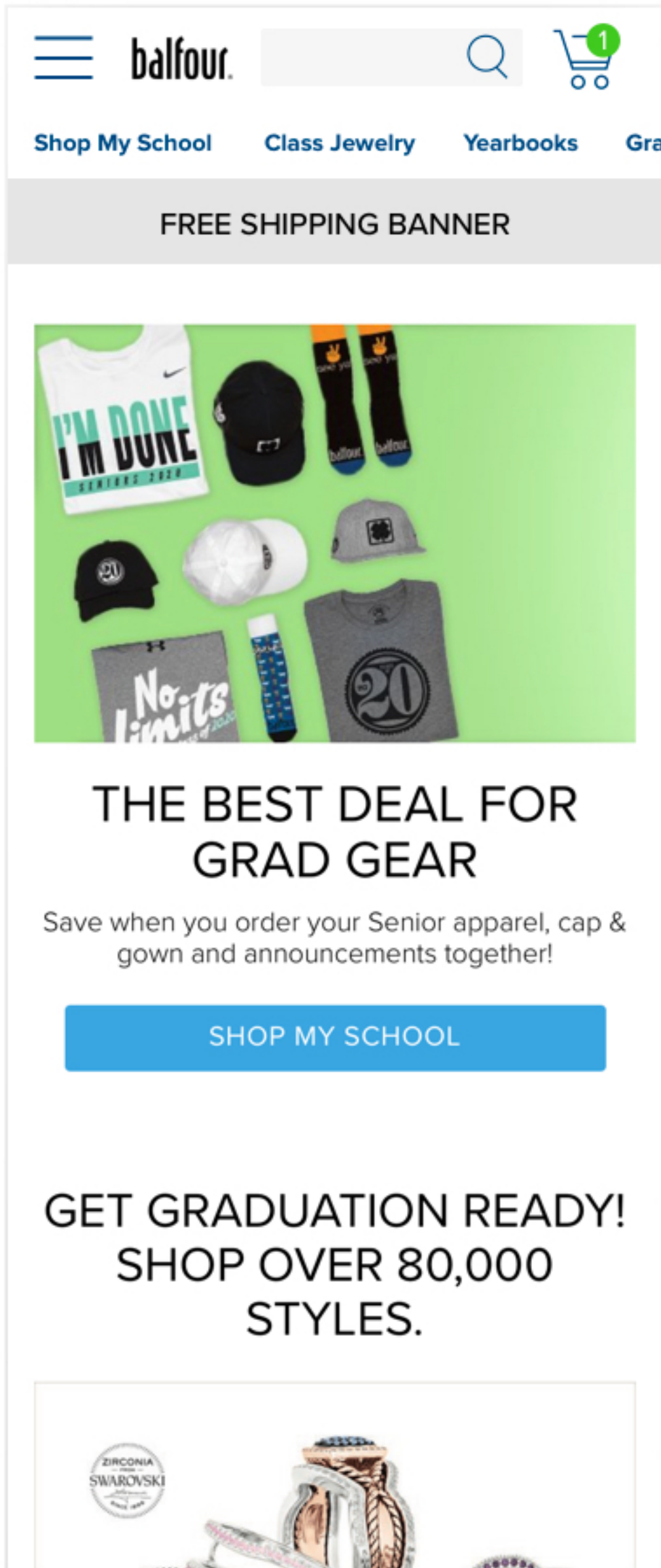


1

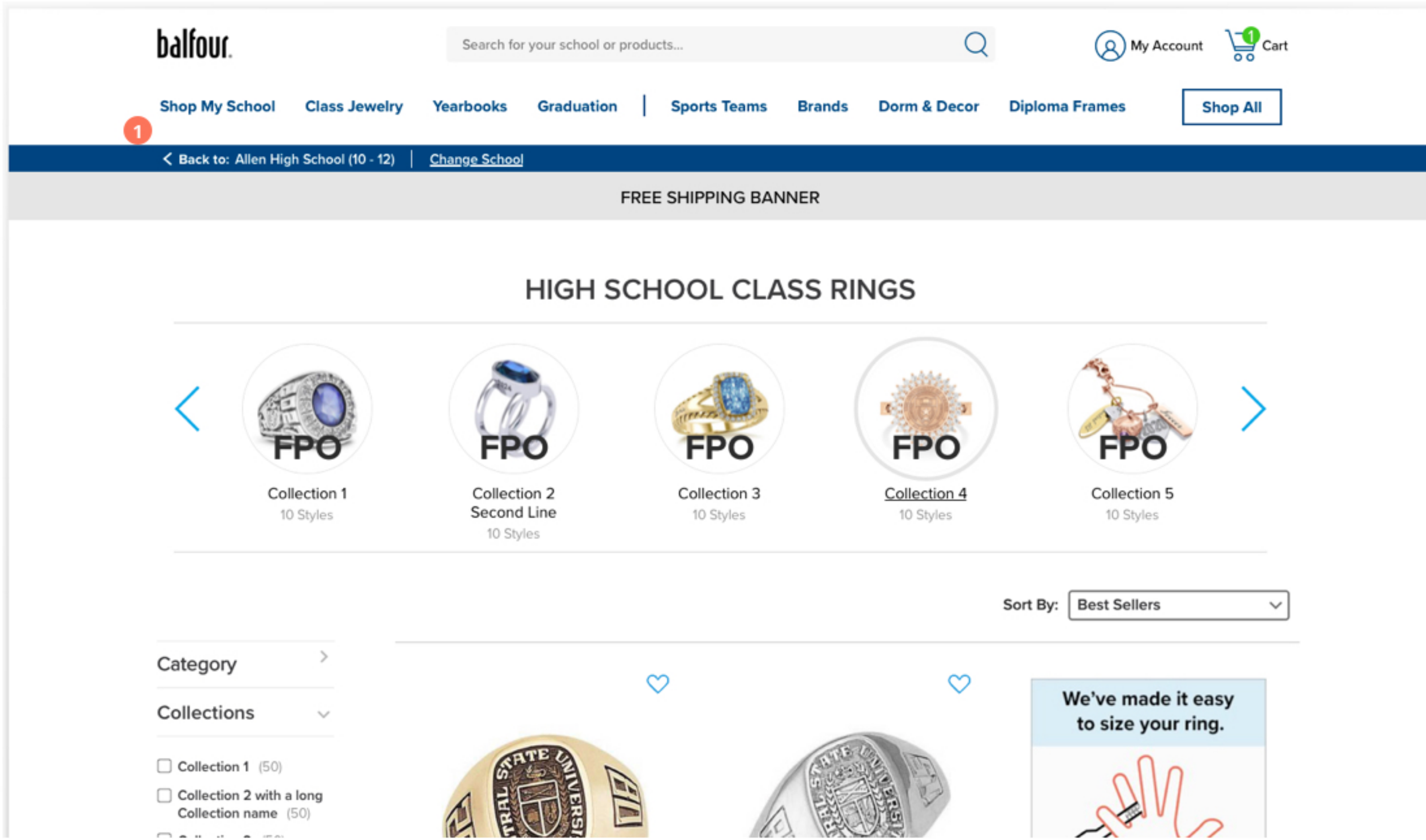


1 While scrolling, Global header shrinks. Both Global Header and Global Nav are sticky

Mobile - Global Nav is swipable. The 4th link should have some portion peeking.

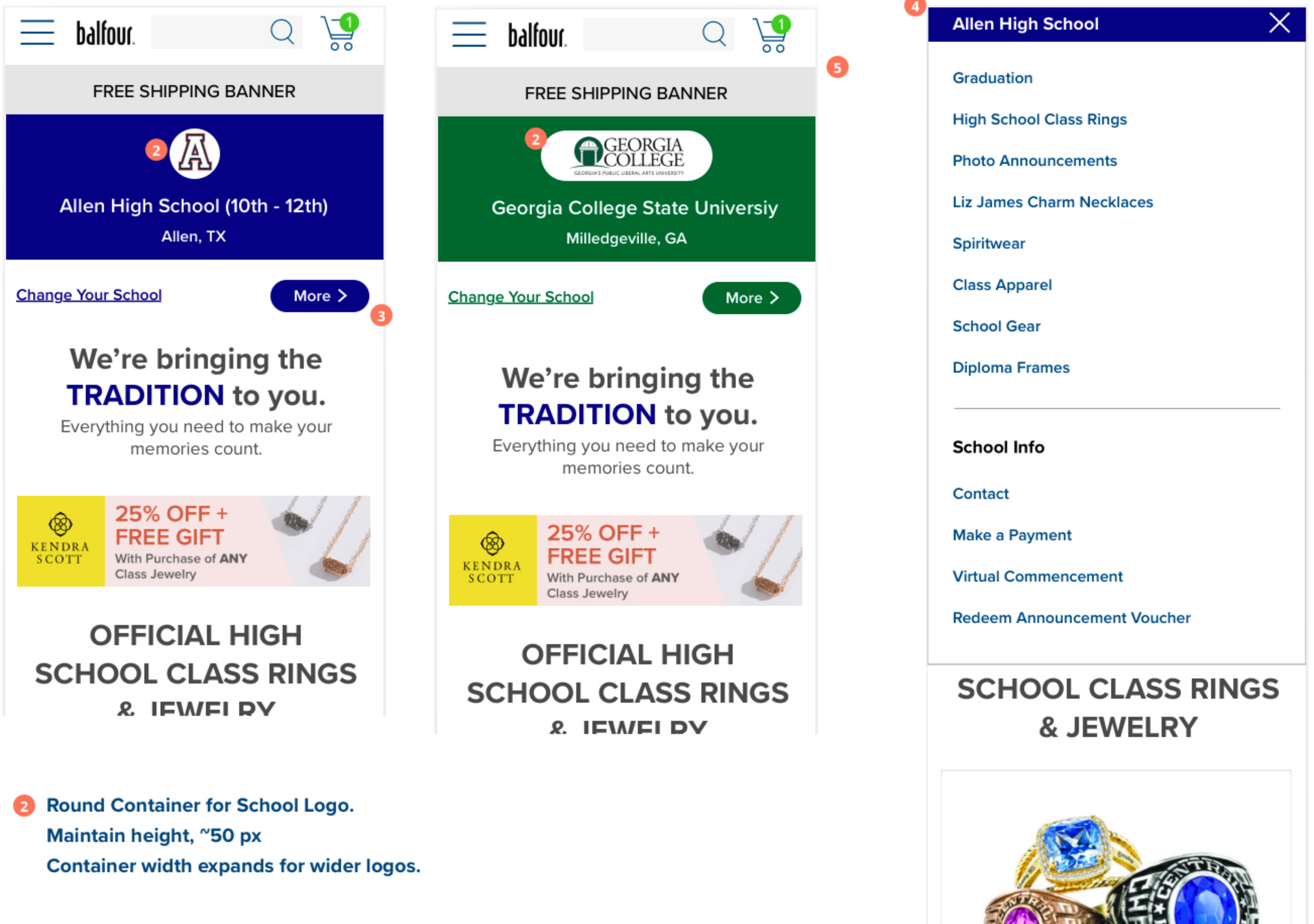


Desktop Affinity Bar



- 1 Back to: [SCHOOL NAME] link.
Returns customer to their school's Affinity Page

Mobile Affinity Page



- 2 Round Container for School Logo.
Maintain height, ~50 px
Container width expands for wider logos.
- 3 More Button.
Takes on School color.
Opens Affinity Page menu
- 4 Affinity Page menu
Header takes on school color.
Product links reflect product containers on Affinity Page.
- 5 Global Navigation is absent on the Affinity Page to avoid confusion.

Visual Navigation

Icons, default state

BALFOUR SHOPS

[View More](#)



Grad Gifts



Gifts



Personalize It



Greek Shop



Accessorize It



Grad Shop



School Supplies



Clothing



Alumni Gifts



Bags



New



Sale

BALFOUR SHOPS

[View More](#)



Grad Gifts



Gifts



Personalize It



Greek Shop



Accessorize It



Grad Shop



School Supplies



Clothing



Alumni Gifts



Bags



New



Sale

1 Icon, rollover state

BALFOUR SHOPS

[View More](#)



Grad Gifts



Gifts



Personalize It



Greek Shop



Accessorize It



Grad Shop



School Supplies



Clothing



Alumni Gifts



Bags



New






Sale

2 Icon, on Click (on Tap for mobile)

iPad, horizontal, 1080

iPad-h1080_HP_Nav

balfour. Search for your school or products...   My Account  Cart

[Shop My School](#) [Class Jewelry](#) [Yearbook](#) [Graduation](#) | [Sports Teams](#) [Brands](#) [Dorm & Decor](#) [Shop All](#)

FREE SHIPPING BANNER


[SHOP MY SCHOOL](#)

[CLASS RINGS](#)

[YEARBOOKS](#)

[VIRTUAL COMMENCEMENT](#)

[SCHOOL SOLUTIONS](#)





20% OFF*
BACK TO SCHOOL

Take 20% off apparel, accessories, and other essentials.
Use Code: JULY20




[SHOP NOW](#)

WE WANT YOU TO FEEL HAPPY—EXCLUSIVE SAVINGS!



iPad, vertical, 810

iPad-v810_HP_Nav

balfour. Search for your school or products...    Cart

[Shop My School](#) [Class Jewelry](#) [Yearbook](#) [Graduation](#) | [Sports Teams](#) [Shop All](#)

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[SHOP NOW](#)

WE WANT YOU TO FEEL HAPPY—EXCLUSIVE SAVINGS!



iPad mini, vertical, 768

iPadMini-v768_HP_Nav

balfour. Search for your school or products...    Cart

[Shop My School](#) [Class Jewelry](#) [Yearbook](#) [Graduation](#) | [Shop All](#)

FREE SHIPPING BANNER


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[CLASS RINGS](#)

[YEARBOOKS](#)

[VIRTUAL](#)

[SCHOOL SOLUTIONS](#)

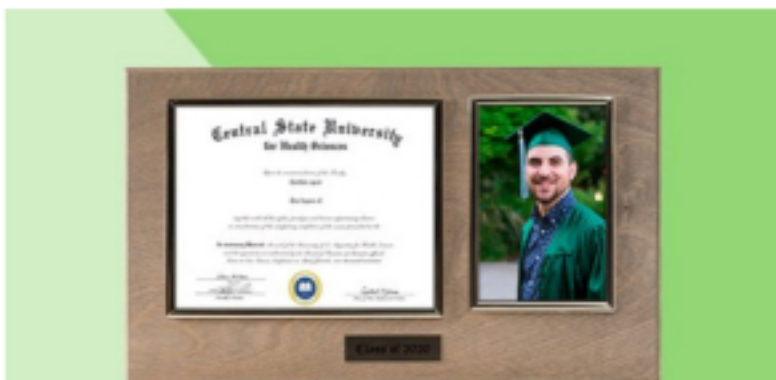


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[SHOP NOW](#)

WE WANT YOU TO FEEL HAPPY—EXCLUSIVE SAVINGS!



[SHOP DIPLOMA FRAMES](#)



[COMMEMORATIVE T - SHIRTS](#)