

Grad 2.4 Button & Color Guide

Primary Link Color
#5B89B4

Secondary Link Color
#A576A6

Cart and Help Icons = Black

Secondary


Secondary



Secondary

Primary

Primary

Primary




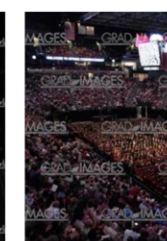






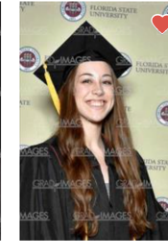

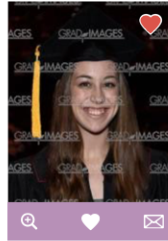

HomeView My PhotosEN



View Your Photos

CHECK OUT THESE GREAT PHOTOS OF ALEXA

You can't go wrong, but a heart on the image means it's your grad's favorite.


Click here to pick a package.



SHARE FAVORITES WITH A FAMILY MEMBER: 

PHOTOS ARE NOT *GRAD NAME*


Personalized Ceremony Video



CELEBRATE YOUR ACHIEVEMENT

You Did It! We've Got Proof. We made a video from your ceremony photos to celebrate your achievement. Share your video to social media to show the world.

Video included with Premium Download. **Video only available for 45 days after purchase.** Don't miss it!



SHOP ALL PACKAGES


Shop Now

BUY ALL YOUR IMAGES

Buy Now

YOUR BIGGEST DAY

View Ceremony Highlights

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Grad 2.4 Button & Color Guide

Visual Nav Colors (Shop by Catergory) - BG color w/ transparent PNGs on top

These colors correlate to Category rollovers in the Top Nav and the Category Headers in the Listings Page.

1 Visual Nav, Top Nav rollovers, and Category Headers have corresponding colors.




Best Value (Purple)

#B790B7




Package Deals (Blue)

#7D9FC3




Digital (Green)

#8BCC6F




Prints (Grey)

#ABA19E



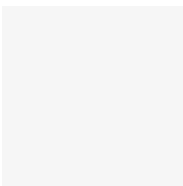
Frames & Gifts (Orange)

#FF9A65



Thank You (Red)

#DC544A



BG color on Rollover

#F6F6F6

SHOP BY CATEGORY

GET OUR BEST VALUE

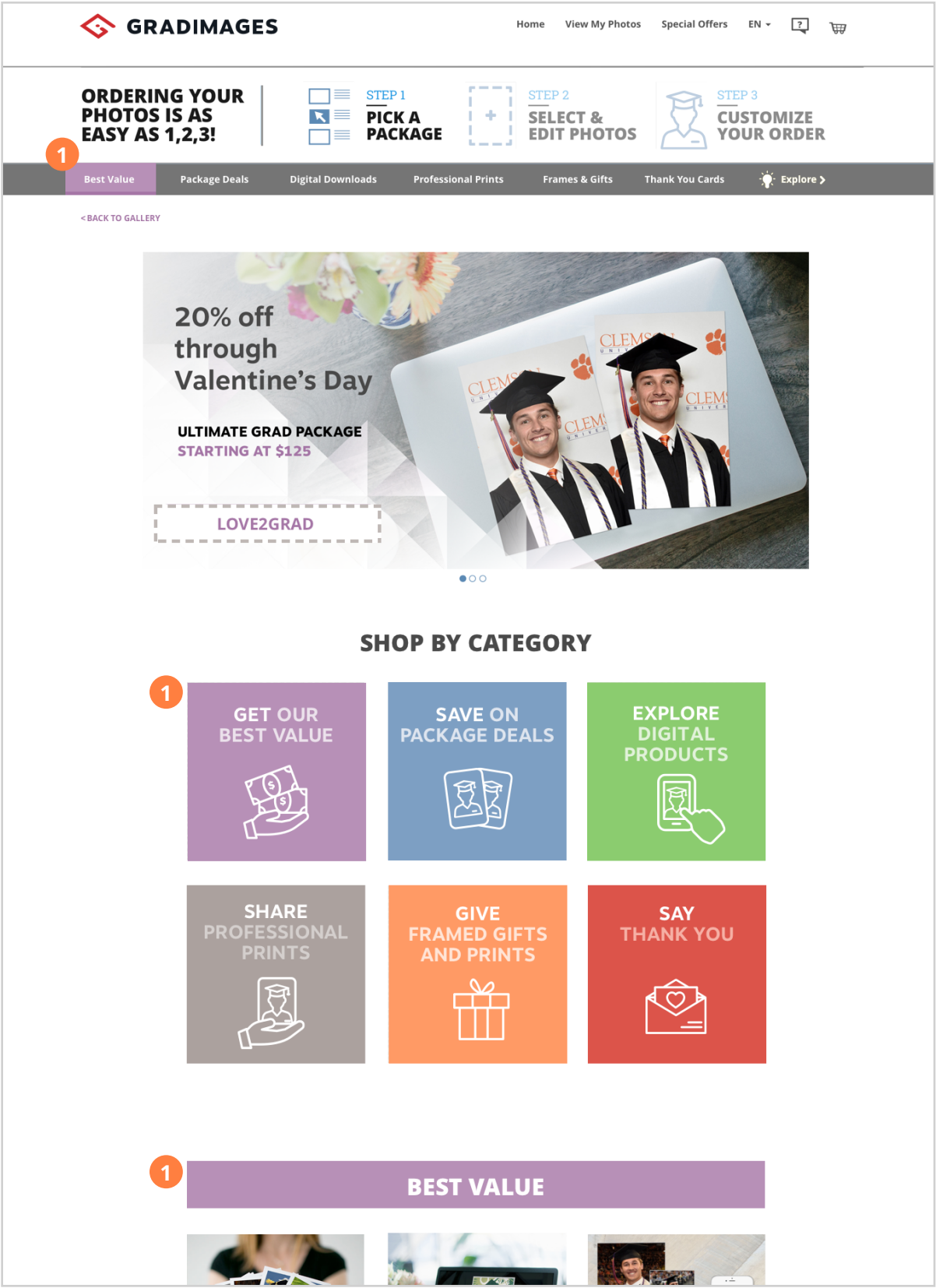
SAVE ON PACKAGE DEALS

EXPLORE DIGITAL PRODUCTS

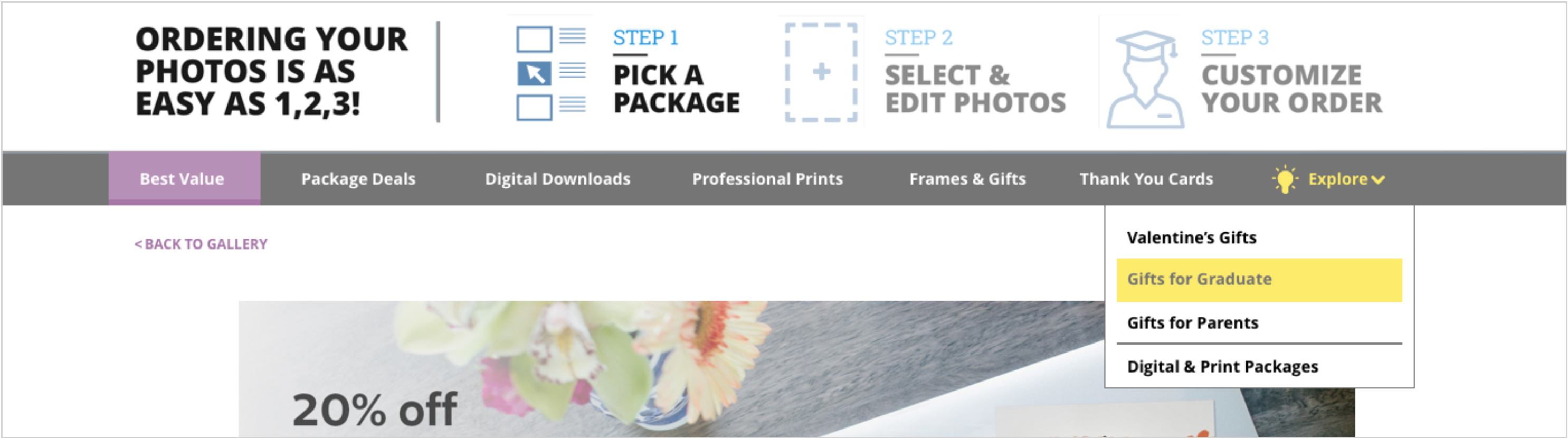
SHARE PROFESSIONAL PRINTS

GIVE FRAMED GIFTS AND PRINTS

SAY THANK YOU



Grad 2.4 Button & Color Guide



Top Nav

Rollover colors correspond to categories notes in Visual Nav.
(See Best Value, above)



Nav Color
#757575



Explore Yellow
#FDEB6C

- Explore Icon, text, and arrow change to Yellow when Explore Menu opens.
- In Explore Menu, Menu Item gets a Yellow BG on rollover.

Grad 2.4 Button & Color Guide

Top Nav Rollover details

1 Bottom Line: height = 5px

Best Value Rollover



Main BG Color
#B790B7



Bottom Line
#A576A6

Package Deals



Main BG Color
#7D9FC3



Bottom Line
#5B89B4

Digital Downloads



Main BG Color
#8BCC6F



Bottom Line
#6ABF4B

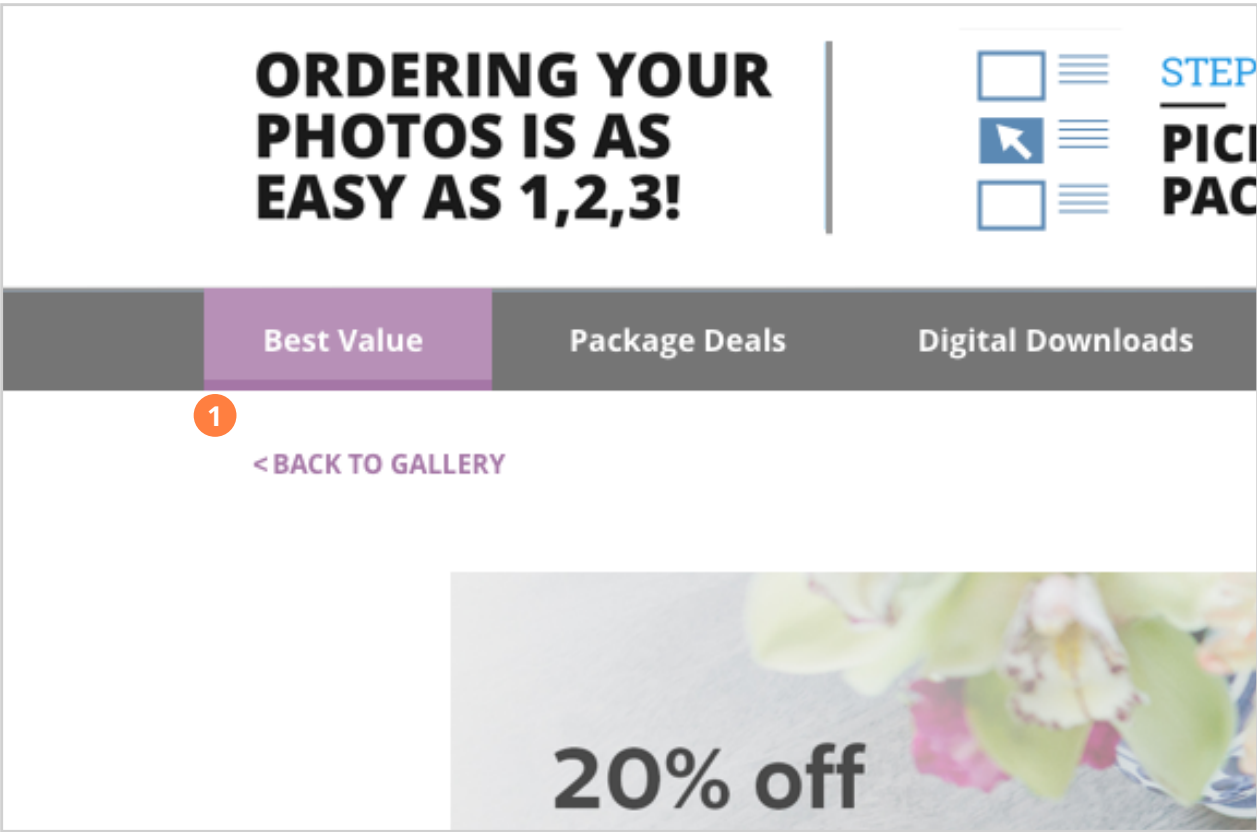
Professional Prints



Main BG Color
#ABA19E



Bottom Line
#978B87



Frames & Gifts



Main BG Color
#FF9A65



Bottom Line
#FF7F40

Thank You Cards



Main BG Color
#DC544A



Bottom Line
#D02C2F

Grad 2.4 Button & Color Guide

Product Detail - Add Photos



Tools Overlay
#B790B7

Copy and SVG icons = white



Trash Icon (SVG) = black

5x7 Photos *Choose 2 photos*



1



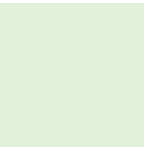
1



Grad 2.4 Button & Color Guide

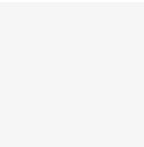
Cart: Primary, Secondary, and other color usage

1
















In-Cart cross-sell
#E2F2DA

2



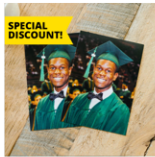
Cart Item on rollover
#F6F6F6

Your Shopping Cart


Item	Price	Quantity	Total	
<div><div>8x10 Print 1 8x10 printed photo</div><div><small>Selections: Pearlized Presentation Folders</small></div><div><div>92101179</div></div></div> <div></div> <div></div> <td>\$27.95</td> <td>1</td> <td>\$27.95</td> <td></td>	\$27.95	1	\$27.95	
<div><div>Add a Gift Box</div></div> <div></div> <div></div> <td>\$24.99</td> <td></td> <td>+ ADD</td> <td></td>	\$24.99		+ ADD	
<div><div>Complexion Touch-Up Softens imperfections in skin, brightens teeth and eyes, and enhances image.</div></div> <div></div> <div></div> <td>\$12.95</td> <td>1</td> <td>\$12.95</td> <td></td>	\$12.95	1	\$12.95	
<div><div>2 5x7s Item description</div><div><small>Selections: Pearlized Presentation Folders</small></div><div><div>92101179</div></div></div> <div></div> <div></div> <td>\$12.95</td> <td>1</td> <td>\$12.95</td> <td></td>	\$12.95	1	\$12.95	
<div><div>Add a Gift Box</div></div> <div></div> <div></div> <td>\$24.99</td> <td></td> <td>+ ADD</td> <td></td>	\$24.99		+ ADD	

2

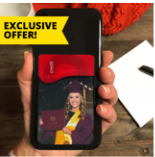
Special Offer Since You Ordered "8x10 Print"




2 5x7 Prints
Usually \$14.95 each, get two 5x7 Prints for more than **20% off**. Don't pass it up!
NOW ONLY: \$22.95




5x7 Image Folio with two lines
Usually \$54.95 save 10% now on this modern gift! Order one today.
NOW ONLY: \$49.95



Card Caddy
Every important item you need - right at your fingertips!
NOW ONLY: \$49.95







Mug
Usually \$14.95 each, get two 5x7 prints for more than **20% off**. Don't pass it up!
NOW ONLY: \$49.95



2 5x7 Prints
Usually \$14.95 each, get two 5x7 Prints for more than **20% off**. Don't pass it up!
NOW ONLY: \$22.95

Your Shopping Cart

Item	Price	Quantity	Total	
<div><div>8x10 Print 1 8x10 printed photo</div><div>Selections: Pearlized Presentation Folders</div><div><div>92101179</div></div></div> <div></div> <div></div> <td>\$27.95</td> <td>1</td> <td>\$27.95</td> <td>✕</td>	\$27.95	1	\$27.95	✕
<div><div>Add a Gift Box</div></div> <div></div> <div></div> <td>\$24.99</td> <td></td> <td>+ ADD</td> <td></td>	\$24.99		+ ADD	
<div><div>Complexion Touch-Up Softens imperfections in skin, brightens teeth and eyes, and enhances image.</div></div> <div></div> <div></div> <td>\$12.95</td> <td>1</td> <td>\$12.95</td> <td>✕</td>	\$12.95	1	\$12.95	✕

Cart Totals

Subtotal: \$40.90

Shipping: --



Total: \$40.90

PROCEED TO CHECKOUT

You can enter your Promo Code or Gift Card on the Checkout page. Click the Checkout button above to continue.

1

You loved this photo! Add this offer to your cart!

Item	Price	Quantity	Total
<div><div>2 5x7s Item description</div><div>Selections: Pearlized Presentation Folders</div><div><div>9210179</div></div></div> <div></div> <div></div> <td>\$12.95</td> <td>1</td> <td>+ ADD</td>	\$12.95	1	+ ADD

Grad 2.4 Button & Color Guide

Product Listing Page, 'View & Customize' Buttons



Primary Button
#5B89B4

border = 2px
BG color = #FFFFFFF
CTA copy = all caps, Open Sans Bold, 16pt



Primary Button - Rollover state
#5B89B4

border = 4px
BG color = #FFFFFFF

Section of the Product Listings Page

PACKAGE DEALS

Compare Packages >

2

4

8

Ultimate Grad Package

starting at \$124.95
was \$189.99

VIEW & CUSTOMIZE

2

4

8

Mix & Match Supreme

starting at \$124.95

VIEW & CUSTOMIZE

2

4

8

Mix & Match Deluxe

starting at \$124.95

VIEW & CUSTOMIZE

3

8

2

ALL

Mix & Match Value Plus

starting at \$124.95

VIEW & CUSTOMIZE

Grad 2.4 Button & Color Guide

Product Details Page



Add & Remove buttons

border = 2px

BG color = #FFFFFF

CTA copy = all caps, Open Sans Bold, 16pt



Add & Remove buttons, Rollovers

border = 4px

BG color = #FFFFFF



*Current Remove button uses a check-mark. We are changing to an ‘x’.
The ‘+’ or ‘x’ should be to the left of the button copy.

Add to Cart States

CTA copy = all caps, Open Sans Bold, 18pt



#5B89B4



#8BCC6F

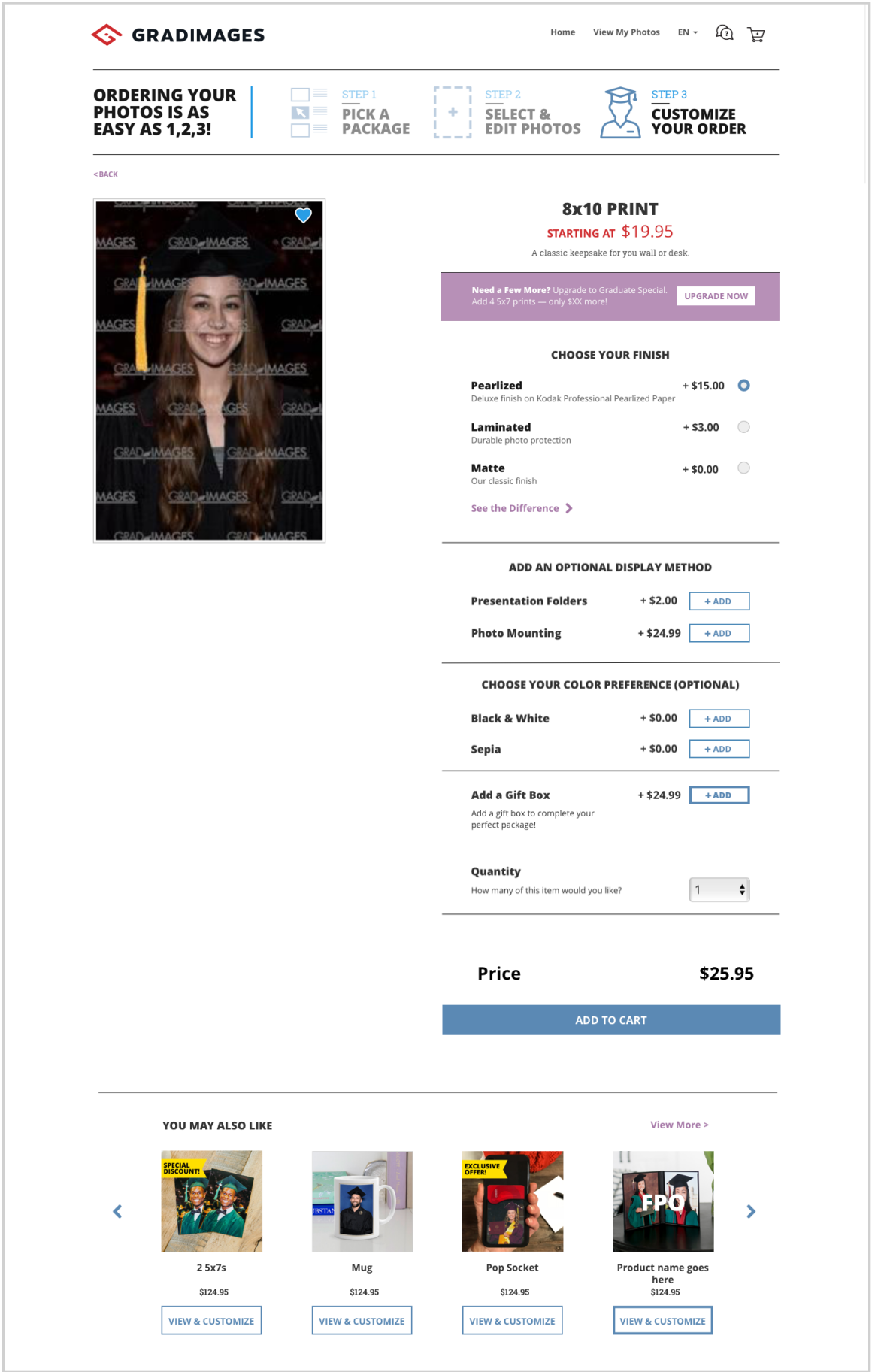


#5B89B4

Primary Buttons




#5B89B4



Grad 2.4 Button & Color Guide

Product Details Page - Upsell Offer

Upsell Component



BG Color

border top and bottom = 1px, #494949

#B790B7

- 1

Copy 1

Open Sans Bold, 14pt, white
- 2

Copy 2

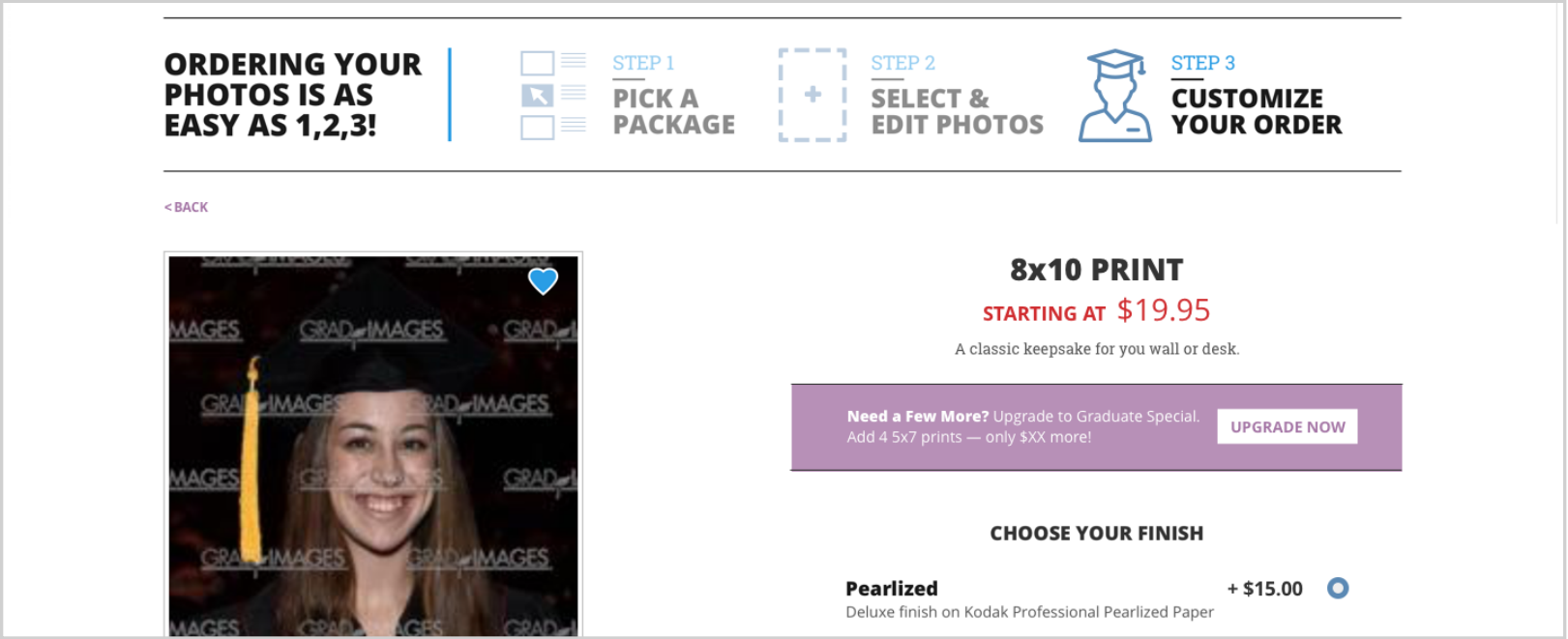
Open Sans Extra Bold, 14pt, white
- 3

CTA

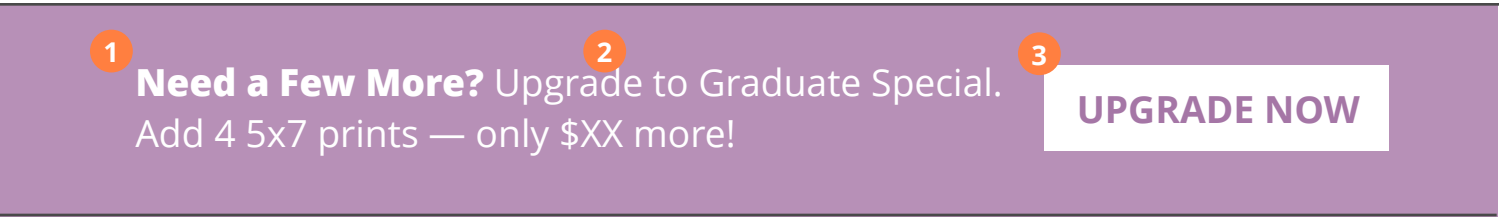
no border

BG color = white

all caps, Open Sans Bold, 14pt, #A576A6



Desktop



Mobile



Grad 2.4 Button & Color Guide

Product Details Page - Mobile Sticky Button/Price

1

Price
Open Sans Bold, 22pt, #494949

BG Color
#EFEEEE

2

CTA - Add to Cart buttons
all caps, Open Sans Bold, 16pt, white

See Desktop (previous page) for colors/states

Presentation Folders

+ \$6.00

✕ REMOVE

Quantity

How many of this item would you like?

1

HOME

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1

\$149.99

2

ADD TO CART

Grad 2.4 Button & Color Guide

Confirmation Page: Coupon

1

Coupon Promo BG color
#B790B7

2

Promo Header Copy (Mobile)
Open Sans Bold, 28pt, white

3

Promo Body Copy (both)
Open Sans Regular, 14pt, black

4

'Coupon' (both)
Open Sans Bold, 24pt, #A576A6
BG color = white
Dashed Line border = 5px,
#BFB8B5

2

Save 20% on your next purchase

3

Valid only on GradImages.com. Does not include tax, shipping and handling.
Expires xx/xx/xx.

4

COUPON CODE

2

Save 20% on your next purchase

3

Valid only on GradImages.com. Does not include tax, shipping and handling. Expires xx/xx/xx.

4

COUPON CODE

GRADIMAGES

HomeView My PhotosSpecial OffersEN

Enjoy Your Photos!

Your order number is: 29679902

Thank you for your purchase! Feel free to contact us with any questions.

Your feedback is important to us. Please click here to take our customer satisfaction survey.

We are processing your order, and you will soon receive an email with details of the order.

1

Save 20% on your next purchase

Valid only on GradImages.com. Does not include tax, shipping and handling. Expires xx/xx/xx.

COUPON CODE

Item	Status	Quantity	Price
<div><div><div><div></div><div>Premium Download</div><div>Relive every second of your accomplishment with access to your full race day photo gallery.</div><div><div>All original, full-resolution personal image files</div><div>Custom photo templates</div></div><div><div>292249025</div></div></div></div></div>	In Progress	1	\$99.95

DOWNLOAD ALL IMAGES

Subtotal:	\$99.95
Shipping:	\$4.00
Tax:	\$1.05
Total:	\$105.00

Account Info

Shipping Address

John Smith
805 Peachtree St. NE #123
Atlanta, GA 30308
United States
555-555-4444

Billing Address

John Smith
805 Peachtree St. NE #123
Atlanta, GA 30308
United States
555-555-4444

Balfour Offers

Item 1

Description for this Item and the great deal on offer. What a savings!

NOW ONLY \$

Item 2

Description for this Item and the great deal on offer. What a savings!

NOW ONLY \$

Item 3

Description for this Item and the great deal on offer. What a savings!

NOW ONLY \$

Item 4

Description for this Item and the great deal on offer. What a savings!

NOW ONLY \$

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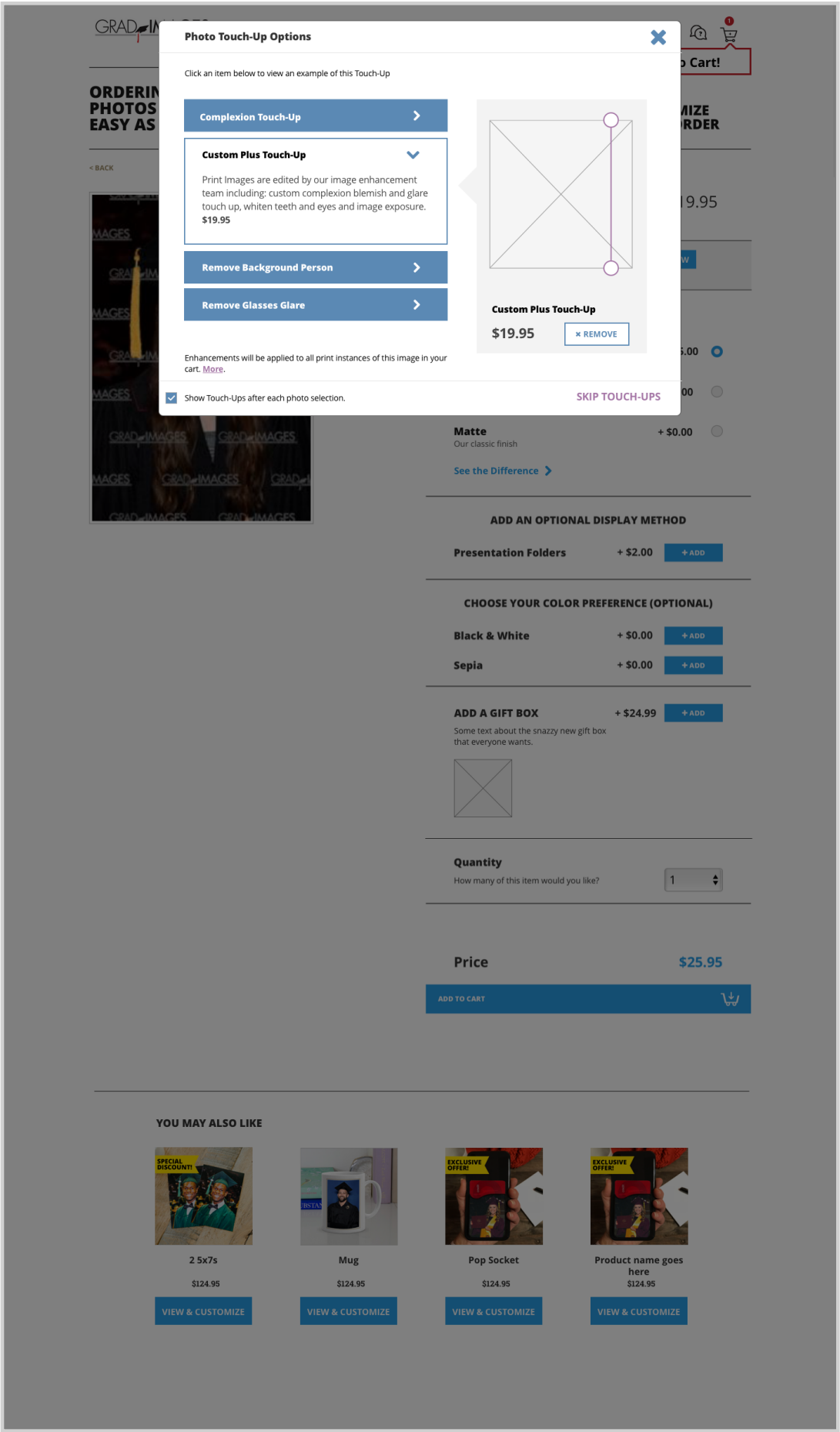
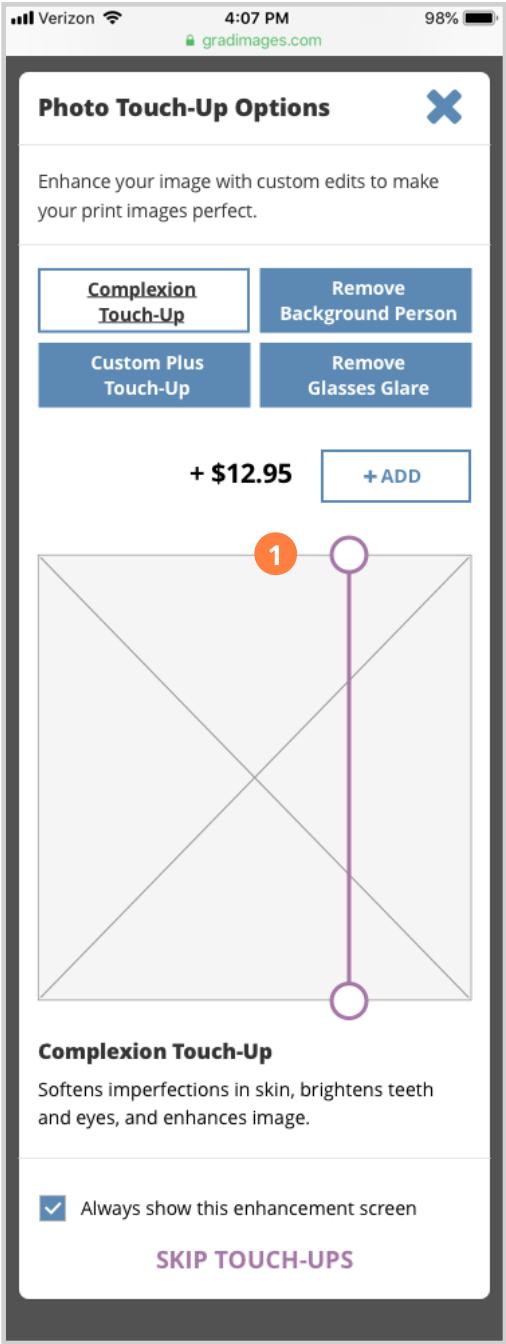
Grad 2.4 Button & Color Guide

Touch-Ups Screens, color treatment

1




Color for the Image Slider
#A576A6



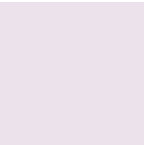
Grad 2.4 Button & Color Guide

Touch-Ups Screens, color treatment

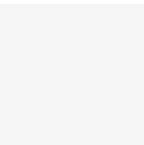
- 1




Ultimate Grad Tab
#A576A6
- 2





General Tab
#ECE2EC
- 3



Compare Column (Light Grey)
#F6F6F6



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ORDERING YOUR
PHOTOS IS AS
EASY AS 1,2,3!

STEP 1
PICK A
PACKAGE

STEP 2
SELECT &
EDIT PHOTOS

STEP 3
CUSTOMIZE
YOUR ORDER

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COMPARE PACKAGES

The More You Buy, The More You Save!


1

Most Popular!


ULTIMATE GRAD SUPREME



3




Download ALL of your digital images and Personal Video!




No Plaque

2




8x10

4



5x7

8



Wallets


Starting at
\$129⁹⁵

CUSTOMIZE


2

Best Value
It's the SUPREME


MIX & MATCH SUPREME



ALL




Download ALL of your digital images and Personal Video!




Plaque

3




8x10

8



5x7

16




Wallets

Starting at
\$164⁹⁵


CUSTOMIZE

Print Plus
1 Digital Image


MIX & MATCH DELUXE



1




Single Image Download




No Plaque

2




8x10

4



5x7

8




Wallets


Starting at
\$119⁹⁵

CUSTOMIZE


Basic
Print Package

MIX & MATCH VALUE PLUS






Download NONE of your digital images




No Plaque

2




8x10

4



5x7


8



Wallets

Starting at
\$94⁹⁵

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Grad 2.4 Button & Color Guide

Touch-Ups Screens, color treatment

1



Bottom Nav BG color
#757575



Bottom Nav Top Line
#494949

SVG Icons & Labels = white

2



On Tap BG color
#F6F6F6



On Tap Top Line
#757575

SVG Icons & Labels = #757575

1

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Products

Explore

Compare

Products

Explore

Compare

Products

Explore

Compare

2

Products

Explore

Compare