

# CAFEMOM MOBILE STYLE GUIDE

**AUGUST 13, 2012**

*cafemom*

# CAFEMOM MOBILE STYLE GUIDE

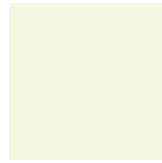
## COLORS



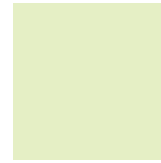
**d4e4a3**



**77a208**



**f5fce0**



**e7f2c5**



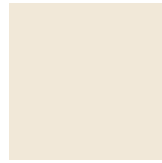
**ffffff**



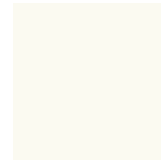
**ffcc66**



**a98130**



**f0e7d8**



**faf8ef**



**444444**



**666666**



**999999**



**cccccc**



**29b6bf**



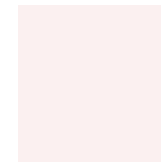
**c6e9ed**



**ff6c64**



**d13e3e**



**fbeeee**

# CAFEMOM MOBILE STYLE GUIDE

## FONTS

**ASAP BOLD**

**Arial Bold**

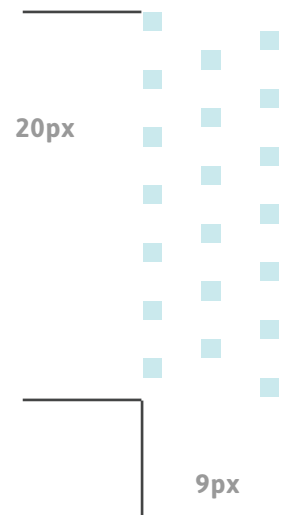
Arial Regular

## PATTERN SPACERS

Spacers come in 2 varieties on the mobile site. Either they are 20px tall or 10px tall  
It is a repeting pattern that goes behind individual modules dropshadows

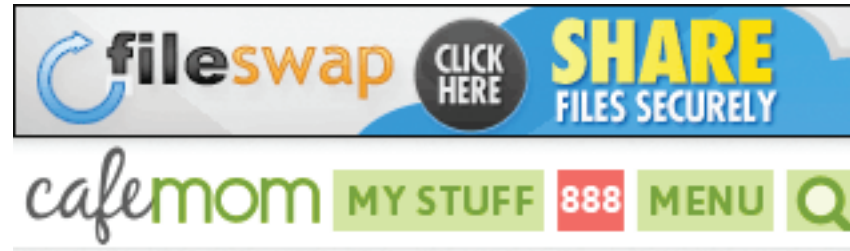


### REPEATING PATTERN



# CAFEMOM MOBILE STYLE GUIDE

## 01 NAV BAR



01 NAV BAR  
LOGGED IN



01A NAV BAR  
NOT LOGGED IN  
ON HOMEPAGE



01B NAV BAR  
LOGGED IN BUT  
WITH NO USER  
NOTIFICATIONS



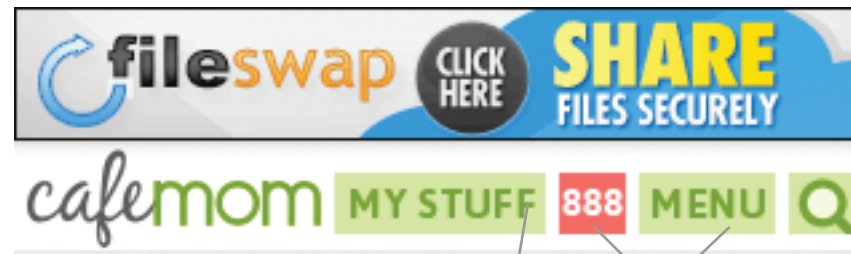
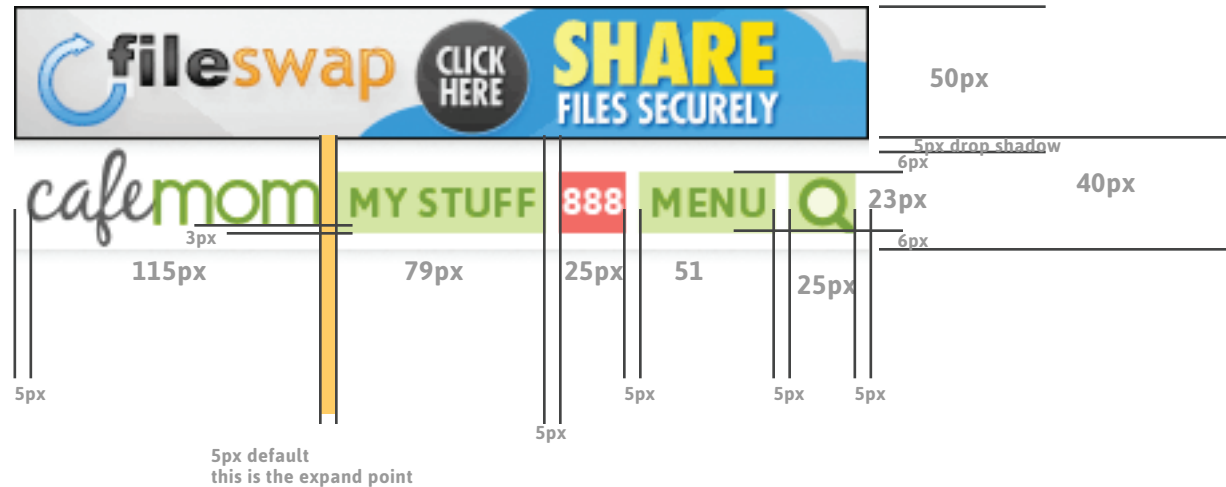
01C NAV BAR  
NOT LOGGED IN ON  
EVERY PAGE BUT  
HOME PAGE



01D NAV BAR  
FOR REGISTRATION  
PAGES ONLY

# CAFEMOM MOBILE STYLE GUIDE

## 01 NAV BAR



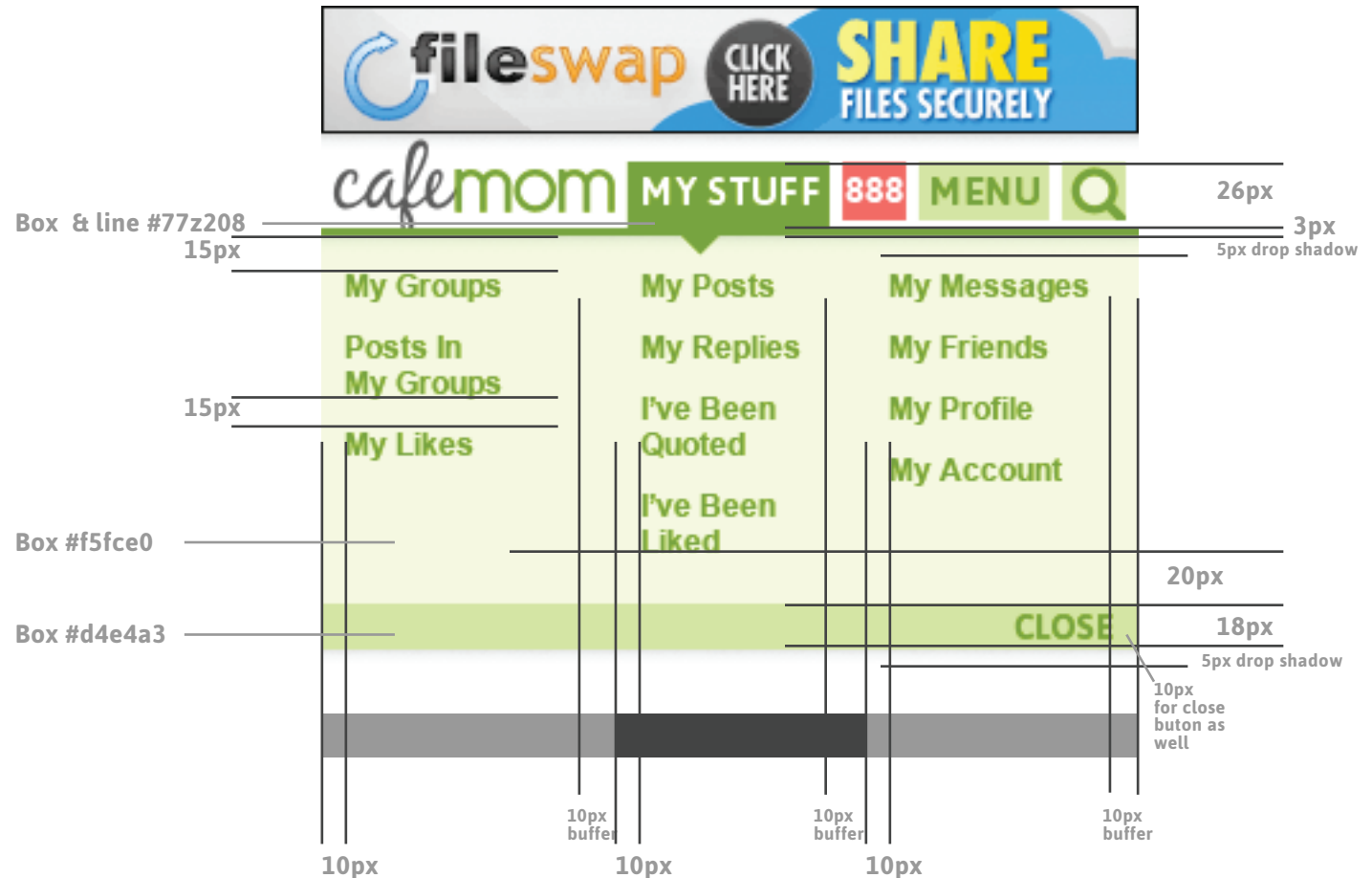
ASAP bold 15px  
.025em letter spacing  
Box #d4e4a3  
copy #77a208

arial bold 14px  
0em letter spacing  
box #ff6c64  
copy #ffffff

## 01E NAV BAR DROP DOWNS MY STUFF



## 01E NAV BAR DROP DOWNS MY STUFF



This nav bar should be 3 evenly distributed columns to the width of the phone but not matter what each columns of items should be indented 10 px from the edge of the column with a 10px buffer for the font to wrap on each column

**Posts In  
My Groups**

arial bold 12px  
14px line height  
0em letter spacing  
copy 77a208

**CLOSE**

ASAP bold 13px  
.025em letter spacing  
copy #77a208

**MY STUFF**

ASAP bold 15px  
.025em letter spacing  
Box #77a208  
copy #ffffff

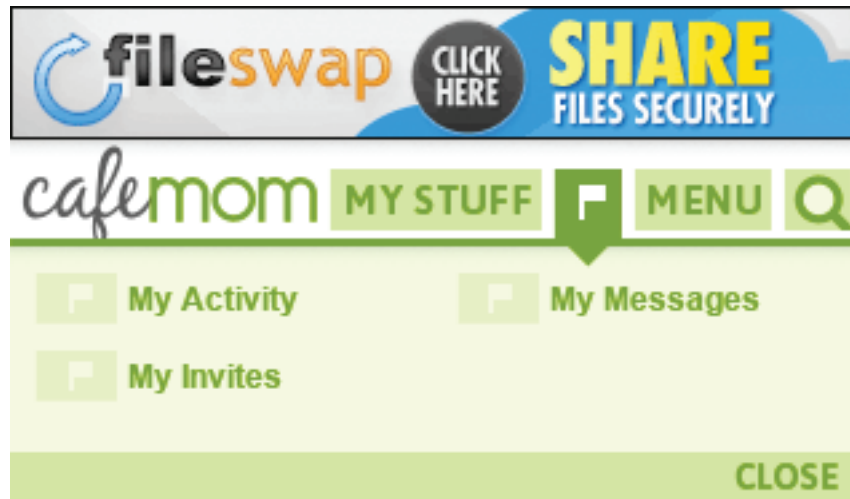
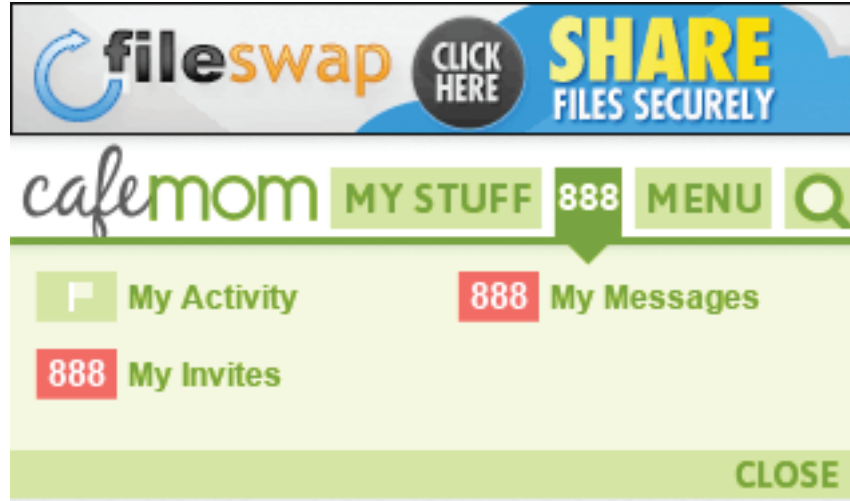


arrow goes over  
the shadow ALWAYS

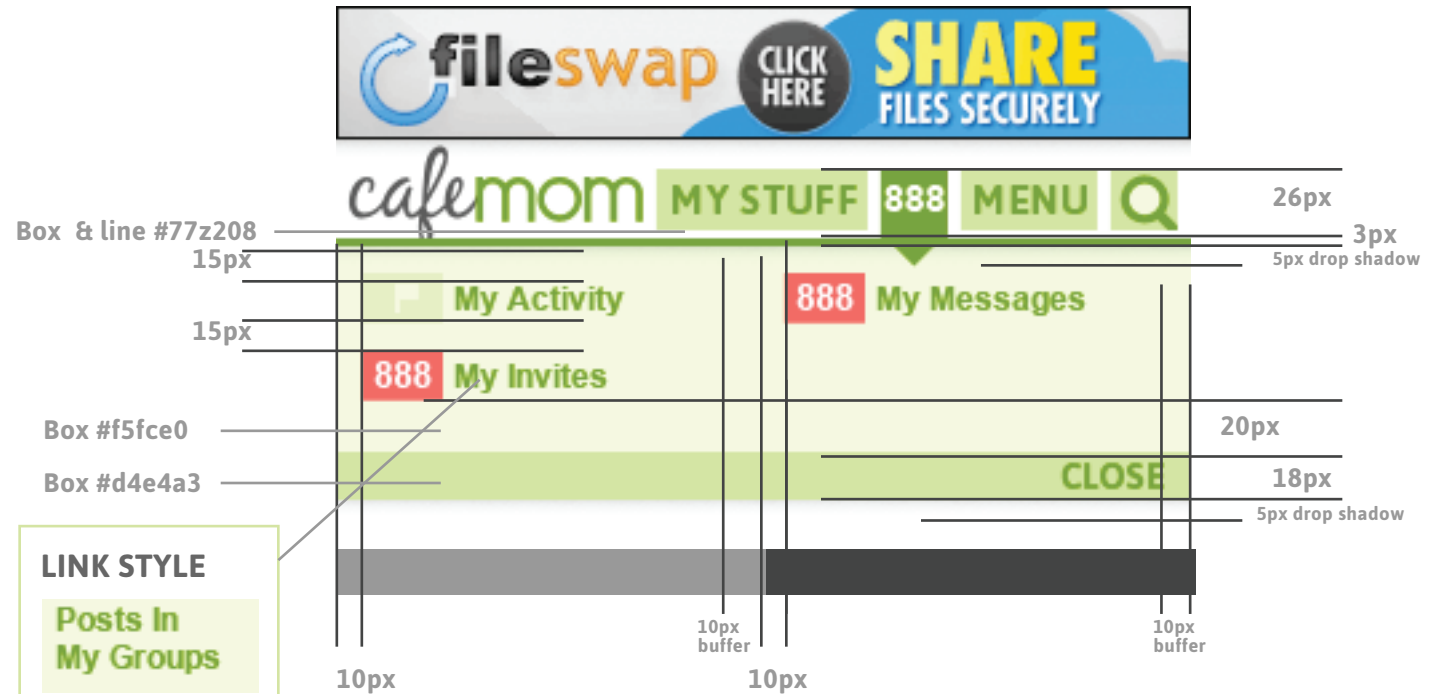


# CAFEMOM MOBILE STYLE GUIDE

## 01F NAV BAR DROP DOWNS NOTIFICATIONS



## 01F NAV BAR DROP DOWNS NOTIFICATIONS

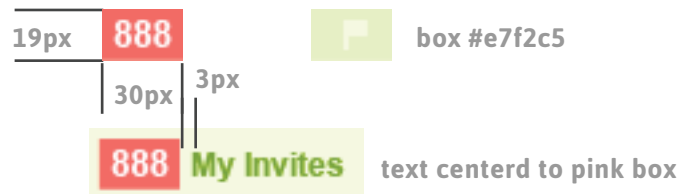


### LINK STYLE

**Posts In  
My Groups**

arial bold 12px  
14px line height  
0em letter spacing  
copy 77a208

This nav bar should be 2 evenly distributed columns to the width of the phone but not matter what each columns of items should be indented 10 px from the edge of the column with a 10px buffer for the font to wrap on each column



### WITH NUMBER

**888** arial bold 14px  
0em letter spacing  
box #ff6c64  
copy #ffffff

**888** arial bold 14px  
0em letter spacing  
box #77a208  
copy #ffffff

### NO NUMBER



**888** Arial bold 13px  
0 em letter spacing  
Box #ff6c4  
copy #ffffff

**CLOSE**

ASAP bold 13px  
.025em letter spacing  
copy #77a208

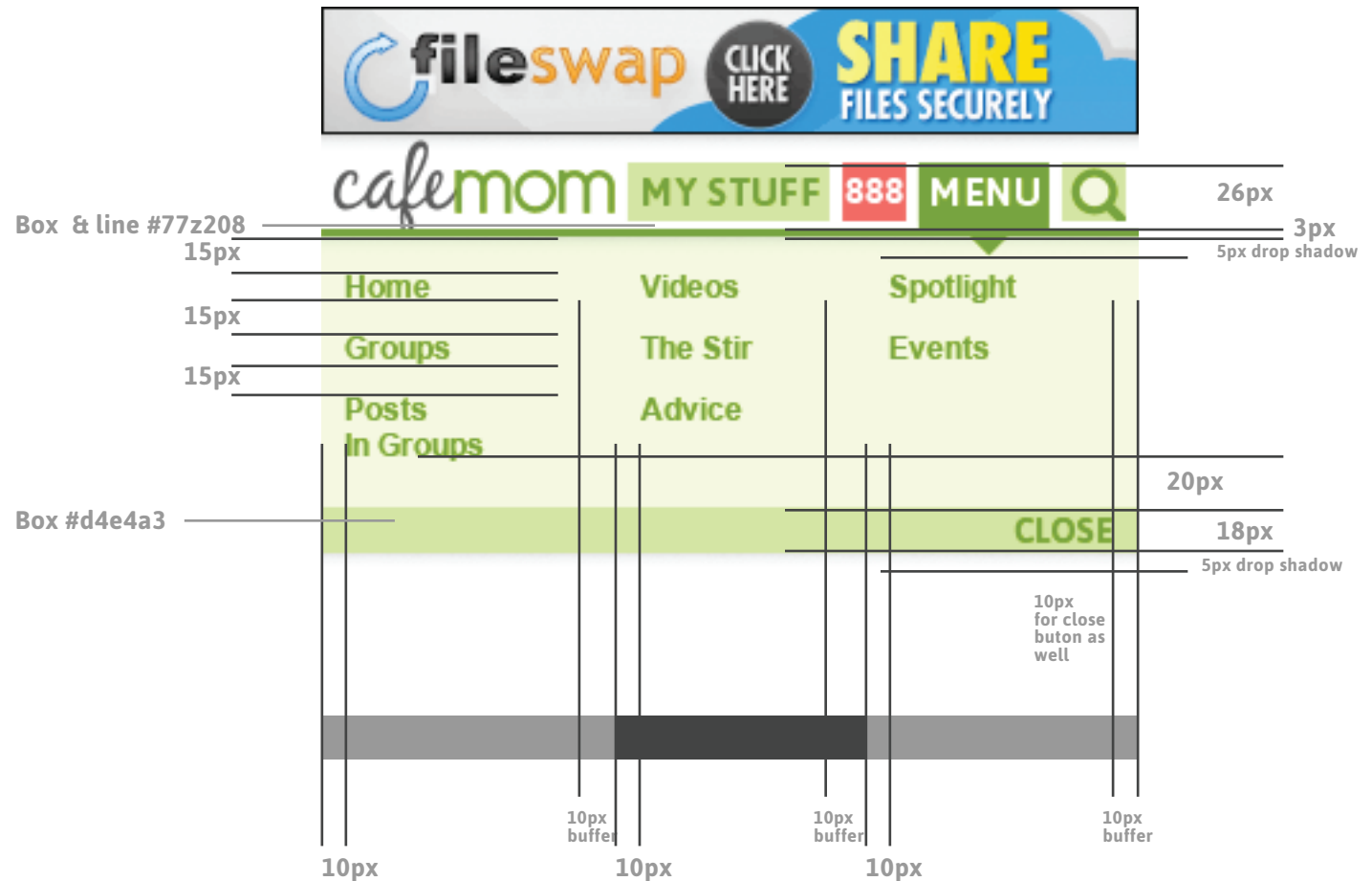


arrow goes over  
the shadow ALWAYS

## 01GNAV BAR DROP DOWNS MY MENU



## 01GNAV BAR DROP DOWNS MY MENU



This nav bar should be 3 evenly distributed columns to the width of the phone but not matter what each columns of items should be indented 10 px from the edge of the column with a 10px buffer for the font to wrap on each column

### 10 LINK STYLE

Posts In  
My Groups

arial bold 12px  
14px line height  
0em letter spacing  
copy 77a208

CLOSE

ASAP bold 13px  
.025em letter spacing  
copy #77a208

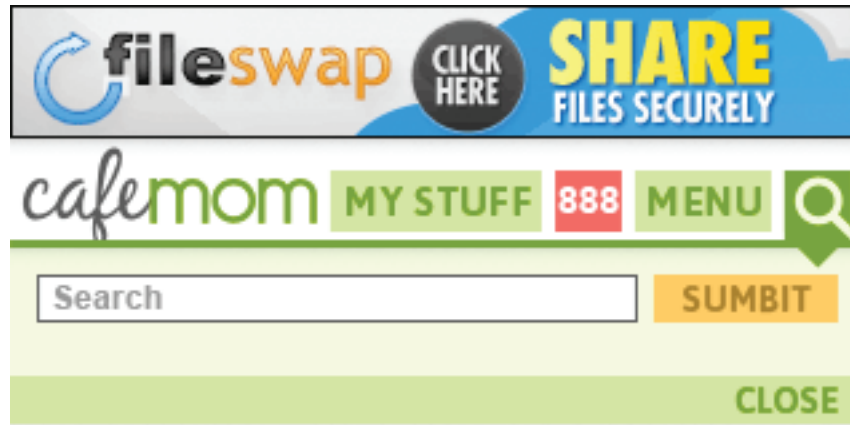
MENU

ASAP bold 15px  
.025em letter spacing  
Box #77a208  
copy #ffffff

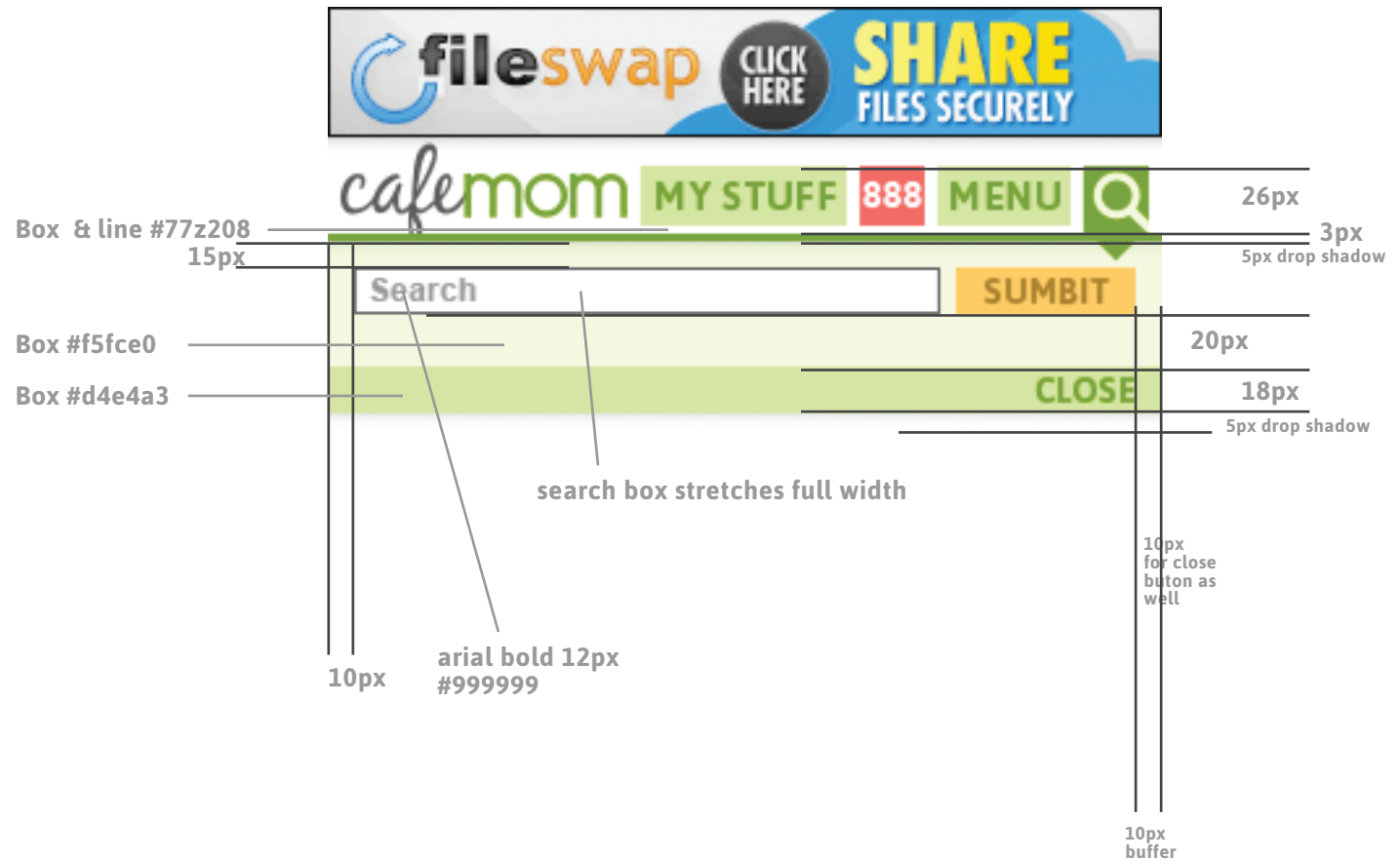


arrow goes over  
the shadow ALWAYS

## 01H NAV BAR DROP DOWNS SEARCH



## 01H NAV BAR DROP DOWNS SEARCH



### 20 SQUARE BUTTON STYLE

SUMBIT

CLOSE

ASAP bold 13px  
.025em letter spacing  
copy #77a208



Box #77a208  
icon #f5fce0



arrow goes over  
the shadow ALWAYS

## 02 FOOTER



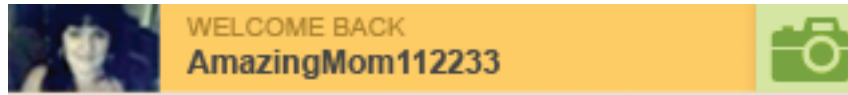
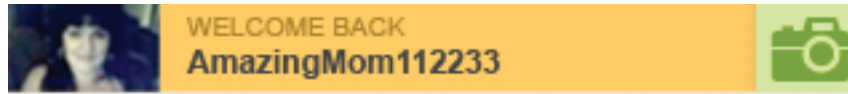
## 02 FOOTER



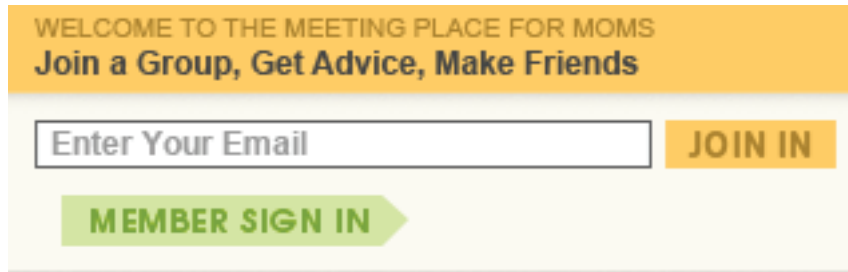


# CAFEMOM MOBILE STYLE GUIDE

## 03 WELCOME BAR



Thanks for joining! You're now a member of the  
**CafeMom Newcomers Group** and the **Baby Group**



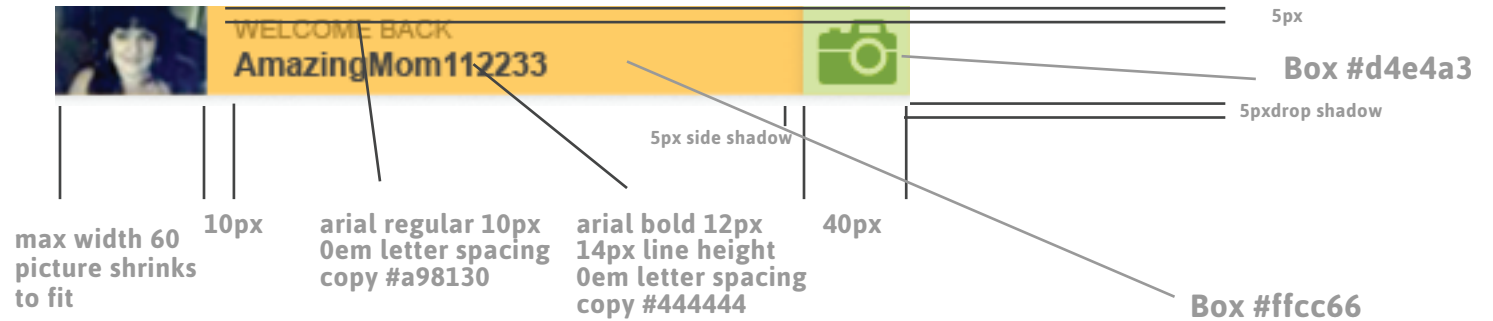
## 03 WELCOME BAR DEFAULT

## 03A WELCOME BAR LOGGED IN WITH THANKS

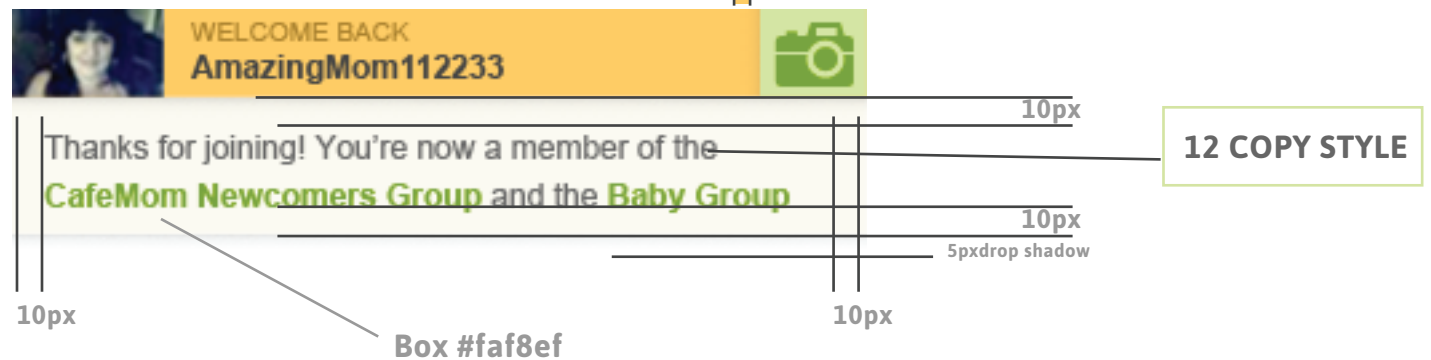
## 03B WELCOME BAR NOT LOGGED IN

## 03 WELCOME BAR

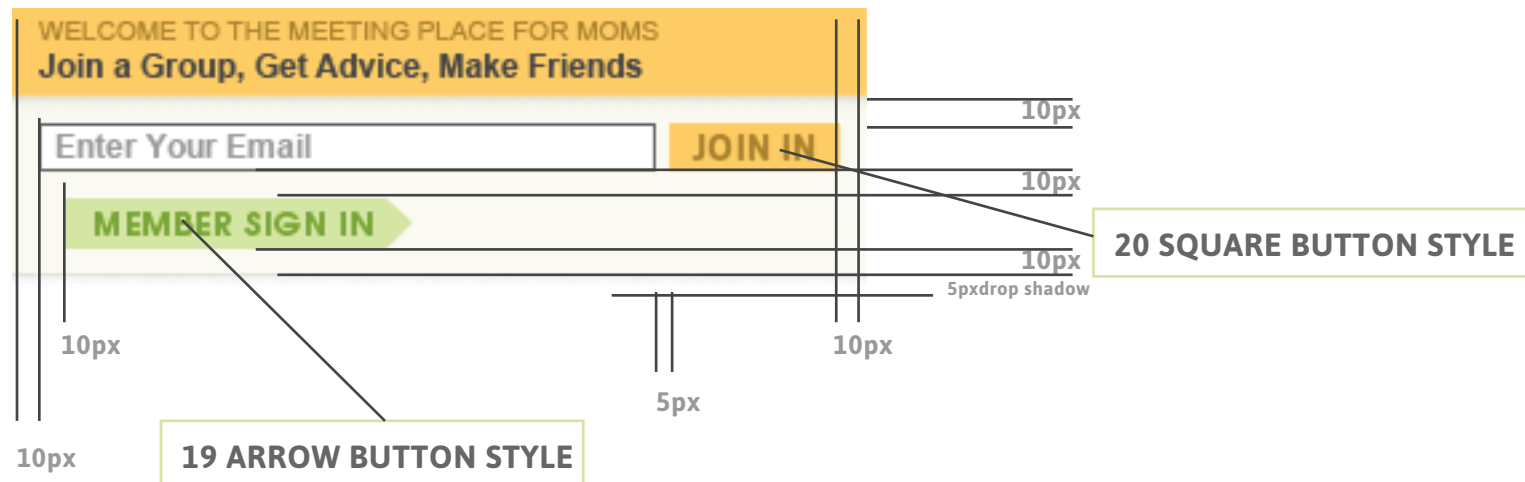
### DEFAULT



### WITH THANKS



### PRELOG IN

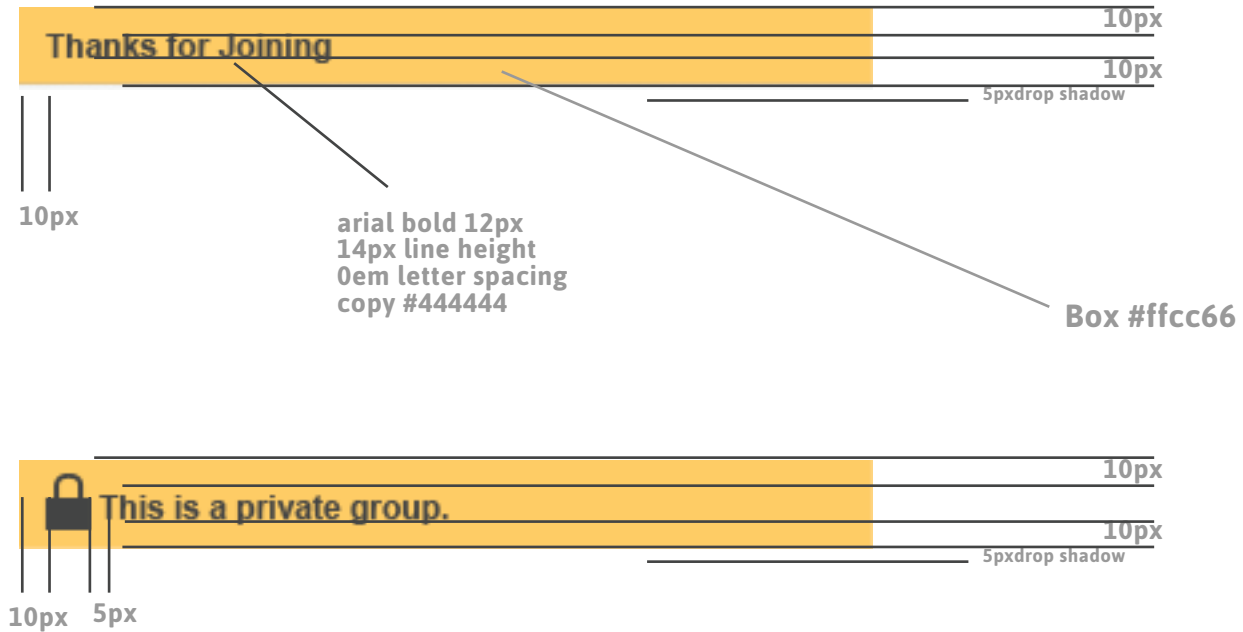


## 04 NOTIFICATION BAR

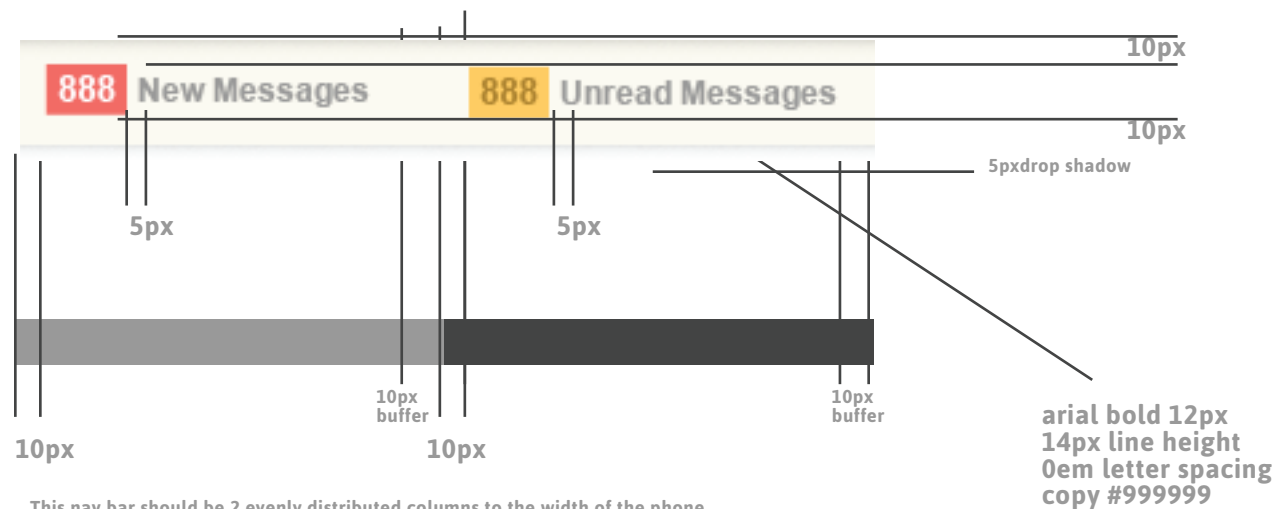
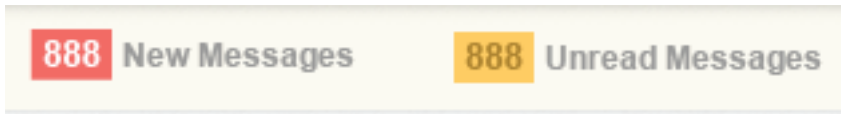
Thanks for Joining



This is a private group.



## 05 MESSAGE INDICATOR



This nav bar should be 2 evenly distributed columns to the width of the phone but not matter what each columns of items should be indented 10 px from the edge of the column with a 10px buffer for the font to wrap on each column



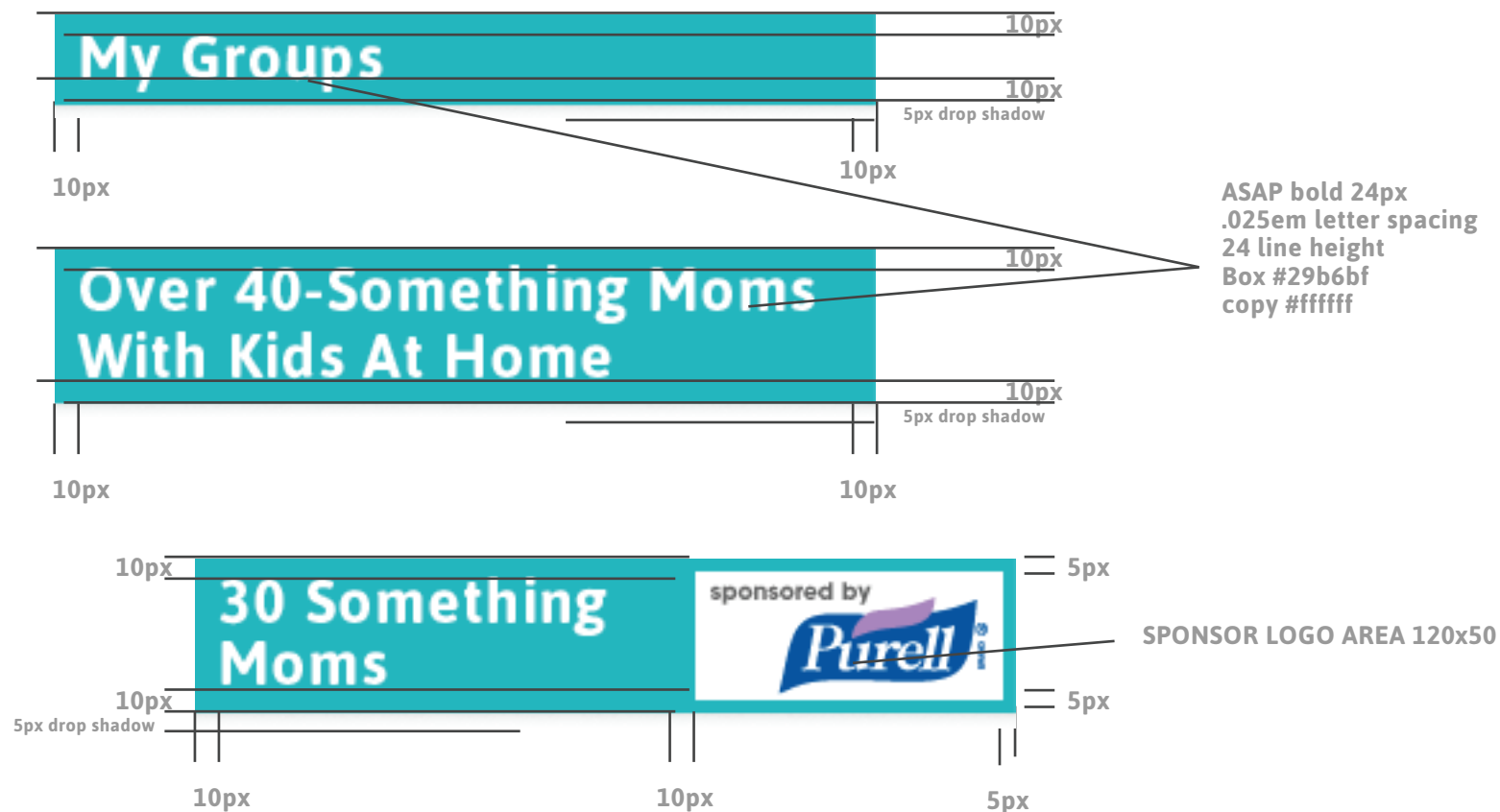
## 06 MAIN HEADERS

My Groups

Over 40-Something Moms  
With Kids At Home

30 Something  
Moms

sponsored by



## 07 SUBHEADER

In My Groups

In My Groups

5px drop shadow

20px

10px

10px

ASAP bold 17px  
.025em letter spacing  
17line height  
Box #c6e9ed  
copy #29b6bf

## 08 THIRD LEVEL HEADER

Zip Code

Arial bold 14px  
0em letter spacing  
16 line height  
copy #29b6bf

# CAFEMOM MOBILE STYLE GUIDE

## 09 TO 15 STYLES

### 09 SMALL LINK STYLE

report

arial regular 11px  
12px line height  
0em letter spacing  
#d4e4a3

remove  
#ff6c64

### 10 LINK STYLE

Posts In  
My Groups

arial bold 12px  
14px line height  
0em letter spacing  
copy 77a208

### 11 FORM FIELD STYLE

It's A Surprise

arial bold 12px  
14px line height  
0em letter spacing  
copy 666666

### 12 COPY STYLE

i am in desperate need of some help with this also as  
my ungrateful child persisted on telling me how she  
wishes she was living with her real dad. (whom by the  
way is 15k in the hole for child support ant have not

arial regular 12px  
18px line height  
0em letter spacing  
copy #666666

### 13 FORM ERROR STYLE

Error Text Name Already Taken

arial bold 11px  
12px line height  
0em letter spacing  
#ff6c64

### 14 INDICATOR TEXT

NEW

arial bold 11px  
12px line height  
0em letter spacing  
#ff6c64

UNREAD

arial bold 11px  
12px line height  
0em letter spacing  
#aa8131

#### NOTE:

ALL INDICATOR TEXT SHOULD BE  
OFF SET TO CENTER WITH THE LINE OF  
TEXT THAT IT IS NEXT TO

### 15 IN NAVIGATION INDICATOR

19px  
30px

888

888

Arial bold 13px  
0 em letter spacing  
Box #ff6c64  
copy #ffffff



box #e7f2c5

888

Arial bold 13px  
0 em letter spacing  
Box #ffcc00  
copy #a98130

#### NOTE:

ALWAYS CENTER  
NUMBER VERTICALLY  
AND HORIZONTALLY

# CAFEMOM MOBILE STYLE GUIDE

## 16 TO 20 STYLES

### 16 IN PAGE INDICATOR

19px  
7px voice bubble  
30px  
Arial bold 13px  
0 em letter spacing  
Box #f0e7d8  
copy #ff6c4

**NOTE:**  
**ALWAYS CENTER  
NUMBER VERTICALLY  
AND HORIZONTALLY  
IN THE BOX**

### 17 FORM FIELD ACTIVE INSTRUCTIONS

Must be 6 characters or more  
20 px  
5px  
Arial regular 12px  
line height 16px  
0 em letter spacing  
Box #29b6bf  
copy #ffffff

### 18 LIST STYLE

15px  
Mom Confessions  
15px  
The Lounge  
15px  
CafeMom Newcomers Club  
15px  
Heated Debates  
15px  
Breastfeeding Moms

02 LINK STYLE

### 19 ARROW BUTTON STYLE

ADD A NEW POST

PREVIOUS POST

PREVIOUS 10

22 px  
10px  
11px arrow  
5px  
11px arrow  
5px  
10px  
22 px

ASAP bold 13px  
.025em letter spacing  
copy #77a208  
box # d4e4a3

INACTIVE STYLE

PREVIOUS 10

ASAP bold 13px  
.025em letter spacing  
copy #f5fce0

### 20 SQUARE BUTTON STYLE

SUBMIT

DELETE

REPLY

18px  
10px  
10px  
ASAP bold 13px  
.025em letter spacing  
copy #a98130  
box # ffcc66

18px  
10px  
10px  
ASAP bold 13px  
.025em letter spacing  
copy #77a208  
box # d4e4a3

18px  
10px  
10px  
ASAP bold 13px  
.025em letter spacing  
copy #ff6c64  
box # fbefee

10px  
3px  
10px  
ASAP bold 13px  
.025em letter spacing  
copy #999999  
box #f0e7d8



## 21 IN PAGE EXPANDER

MORE OF MY KIDS ▼

MORE OF MY KIDS ▼

23px

5px drop shadow

10px

3px

ASAP bold 13px  
.025em letter spacing  
copy #77a208  
box # d4e4a3

## 22 VERTICAL SLIDER

### HANG OUT & TALK

Mom Confessions

The Lounge

CafeMom Newcomers Club

Heated Debates

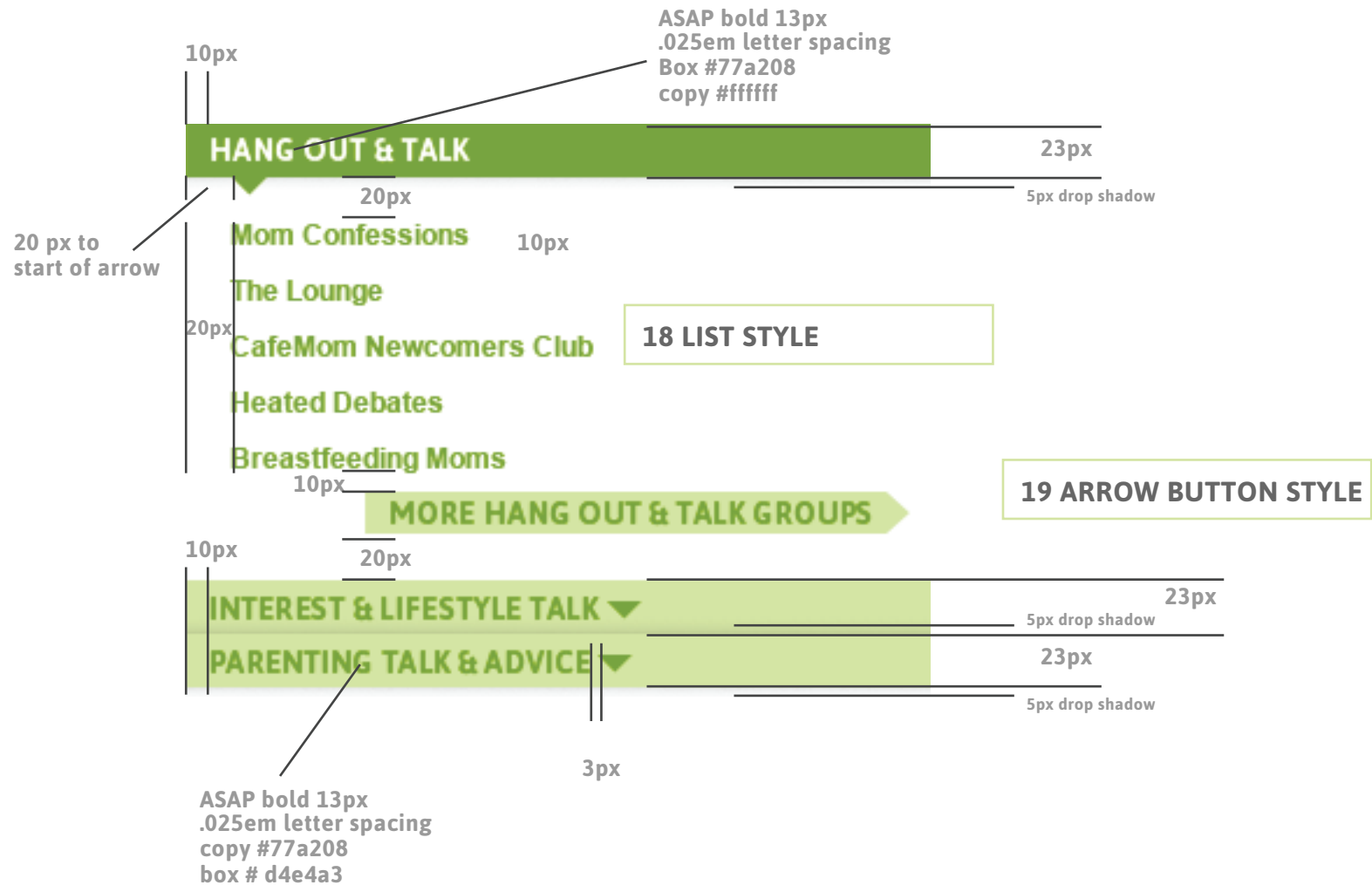
Breastfeeding Moms

**MORE HANG OUT & TALK GROUPS**

INTEREST & LIFESTYLE TALK ▼

PARENTING TALK & ADVICE ▼

## 22 VERTICAL SLIDER



arrow goes over  
the shadow ALWAYS

## 23 BREADCRUMB

30 Something Moms › All Posts ›



10 LINK STYLE

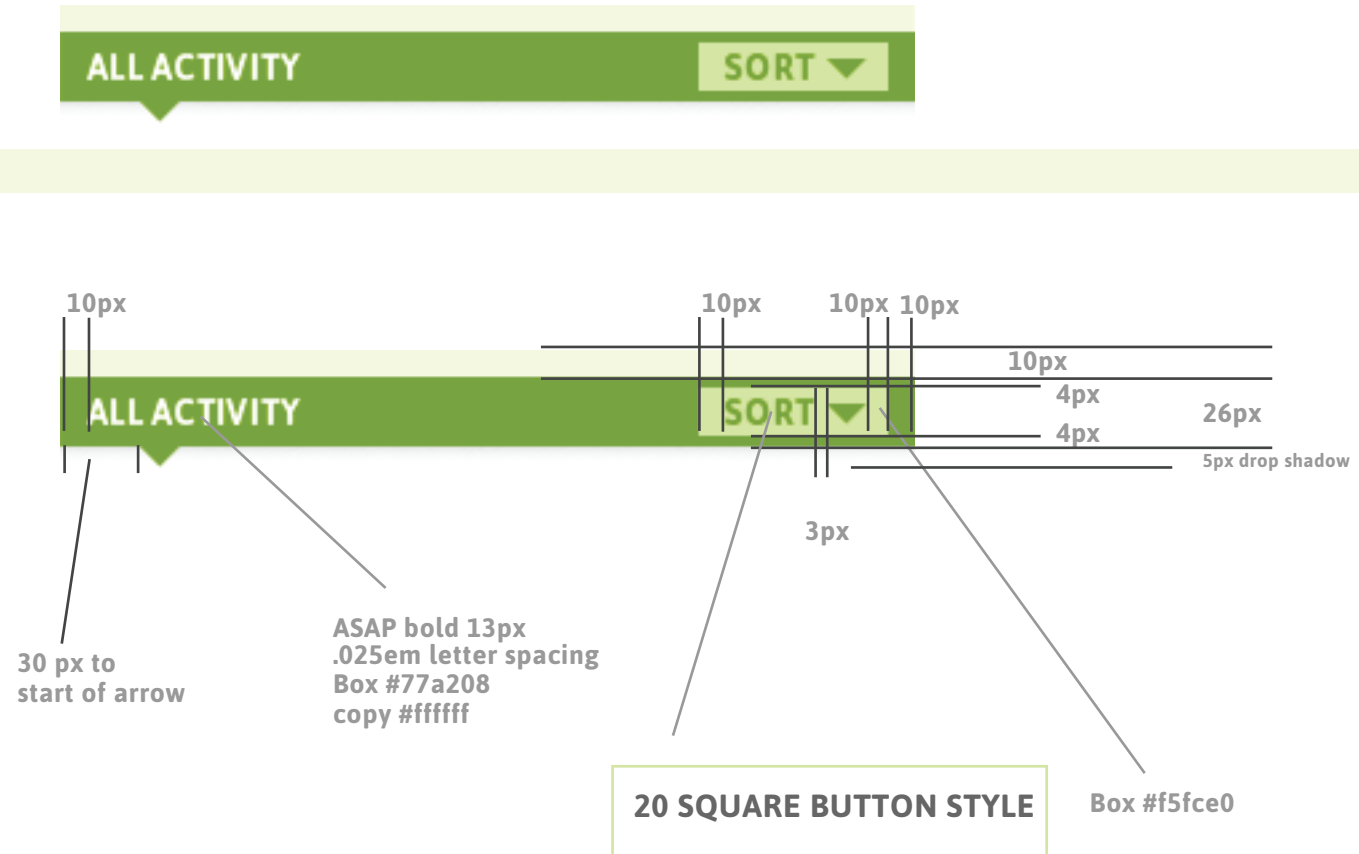
Arial bold 18px  
0 em letter spacing  
copy #999999

### NOTE

arrow is not a >  
but is a › like on the moms matter site  
and should be set to be 1px lower than  
the links so it lines up right

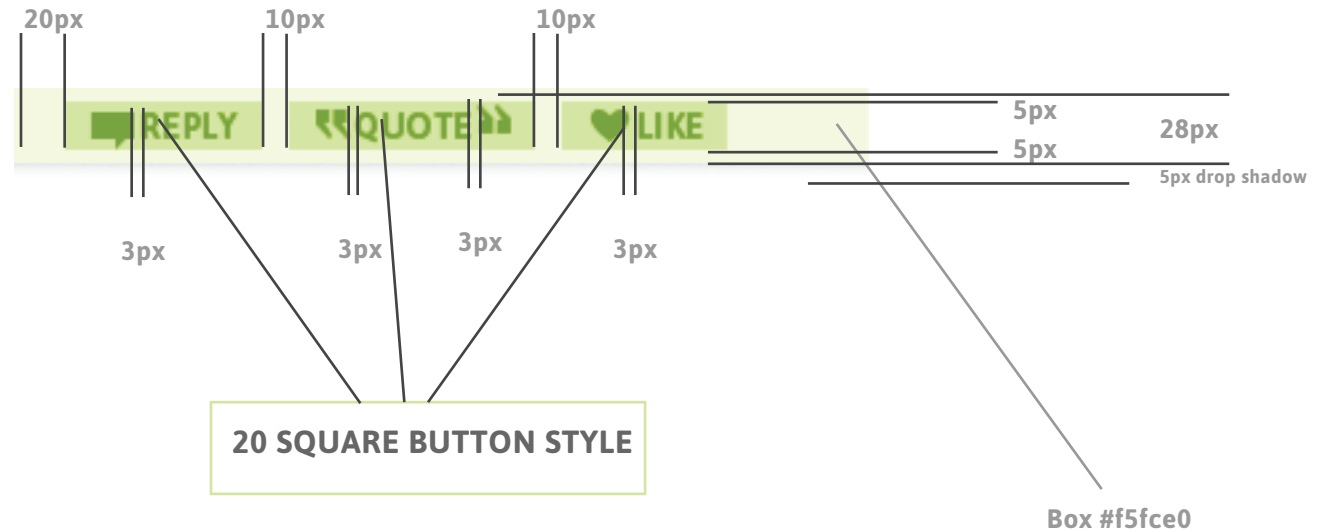


## 25 PULL DOWN NAVIGATION



arrow goes over  
the shadow ALWAYS

## 26 EXPANDER WITH MULTIPLE OPTIONS



20 SQUARE BUTTON STYLE

Box #f5fce0

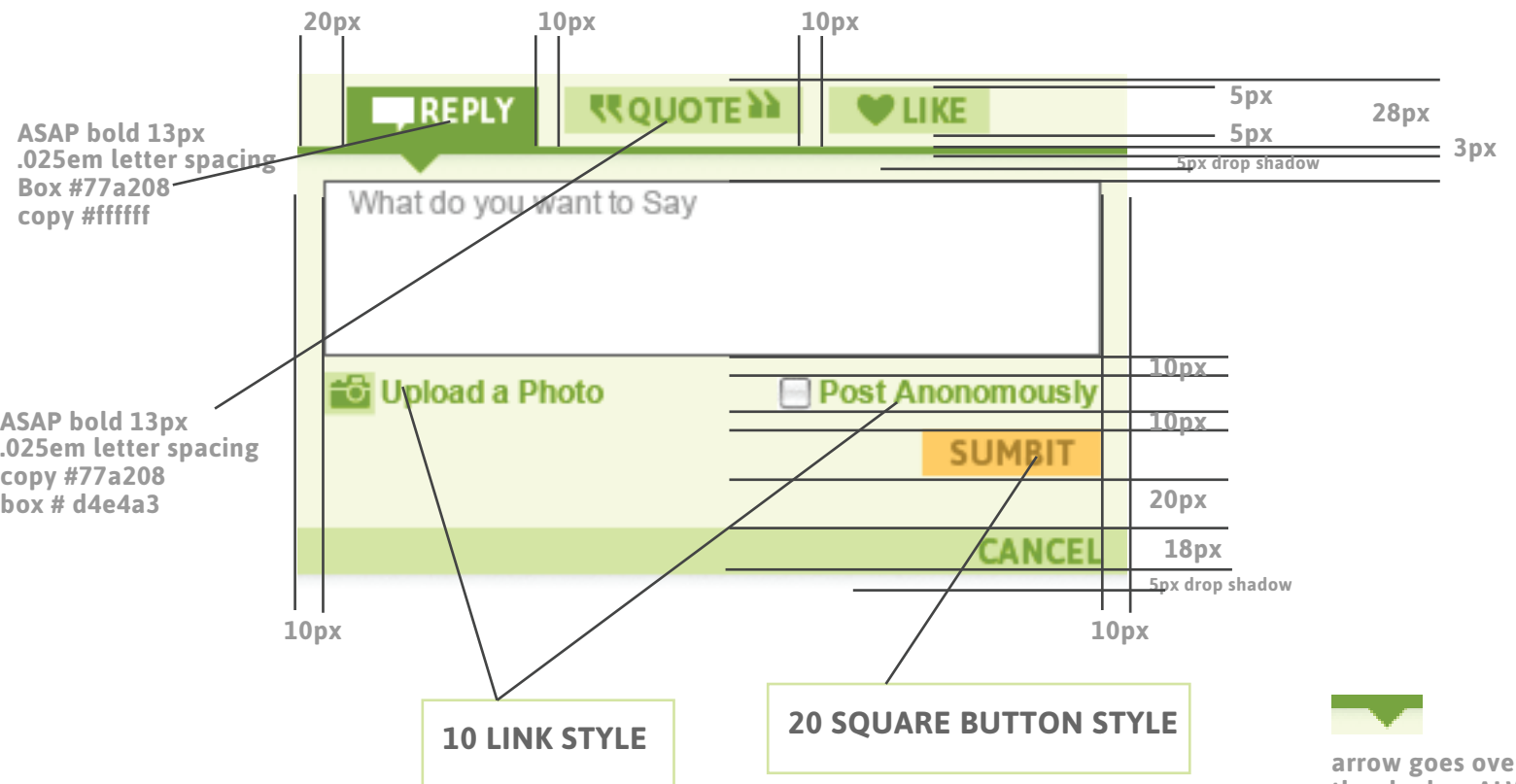
## 27 EXPANDED MODULE

What do you want to Say

Upload a Photo Post Anonmously

SUMBIT

CANCEL

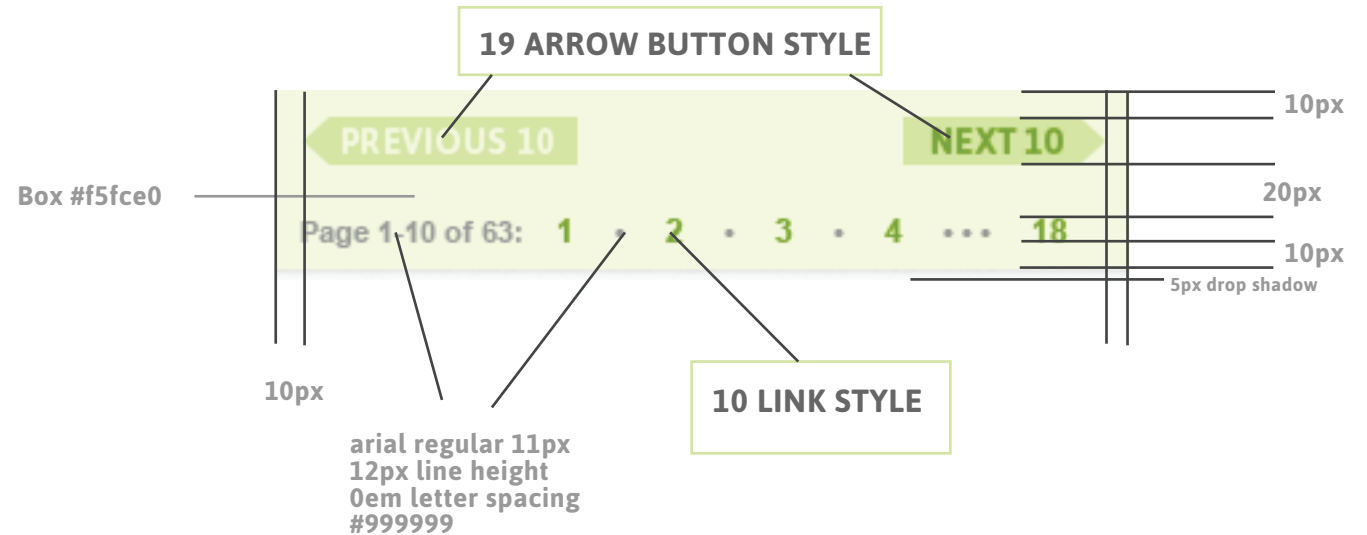
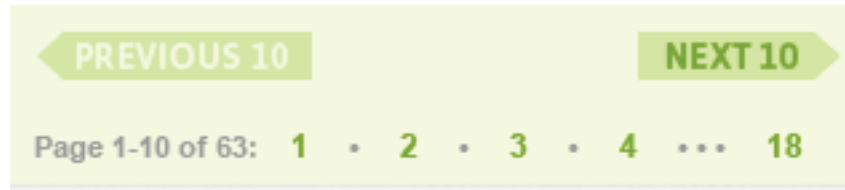


arrow goes over  
the shadow ALWAYS

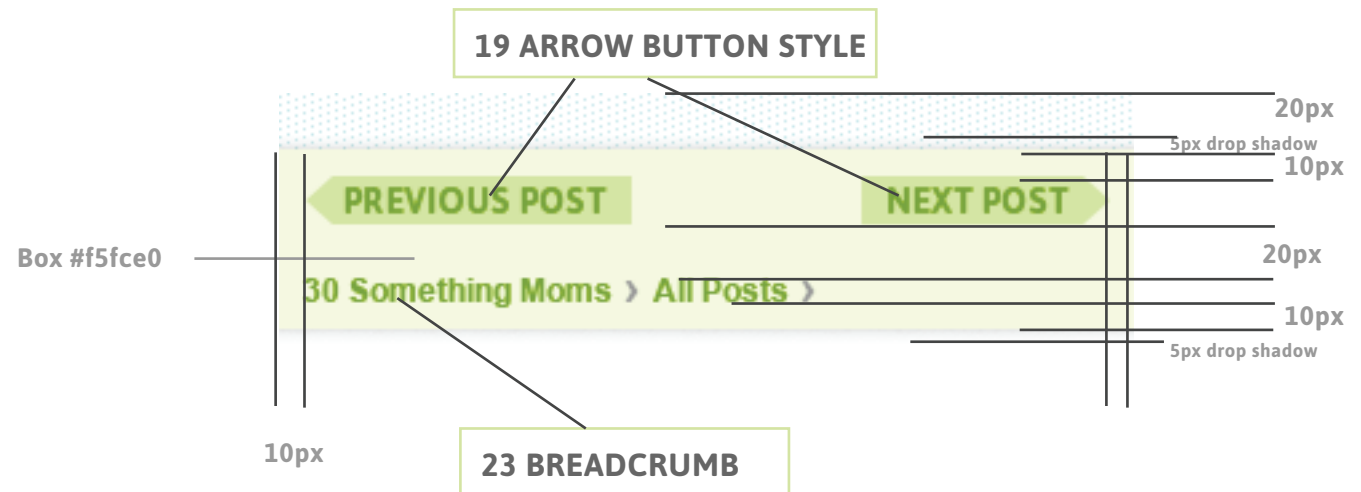
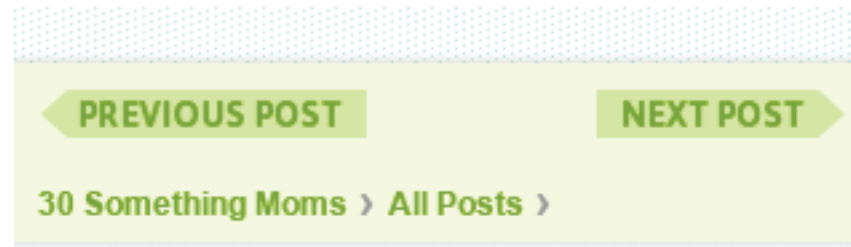




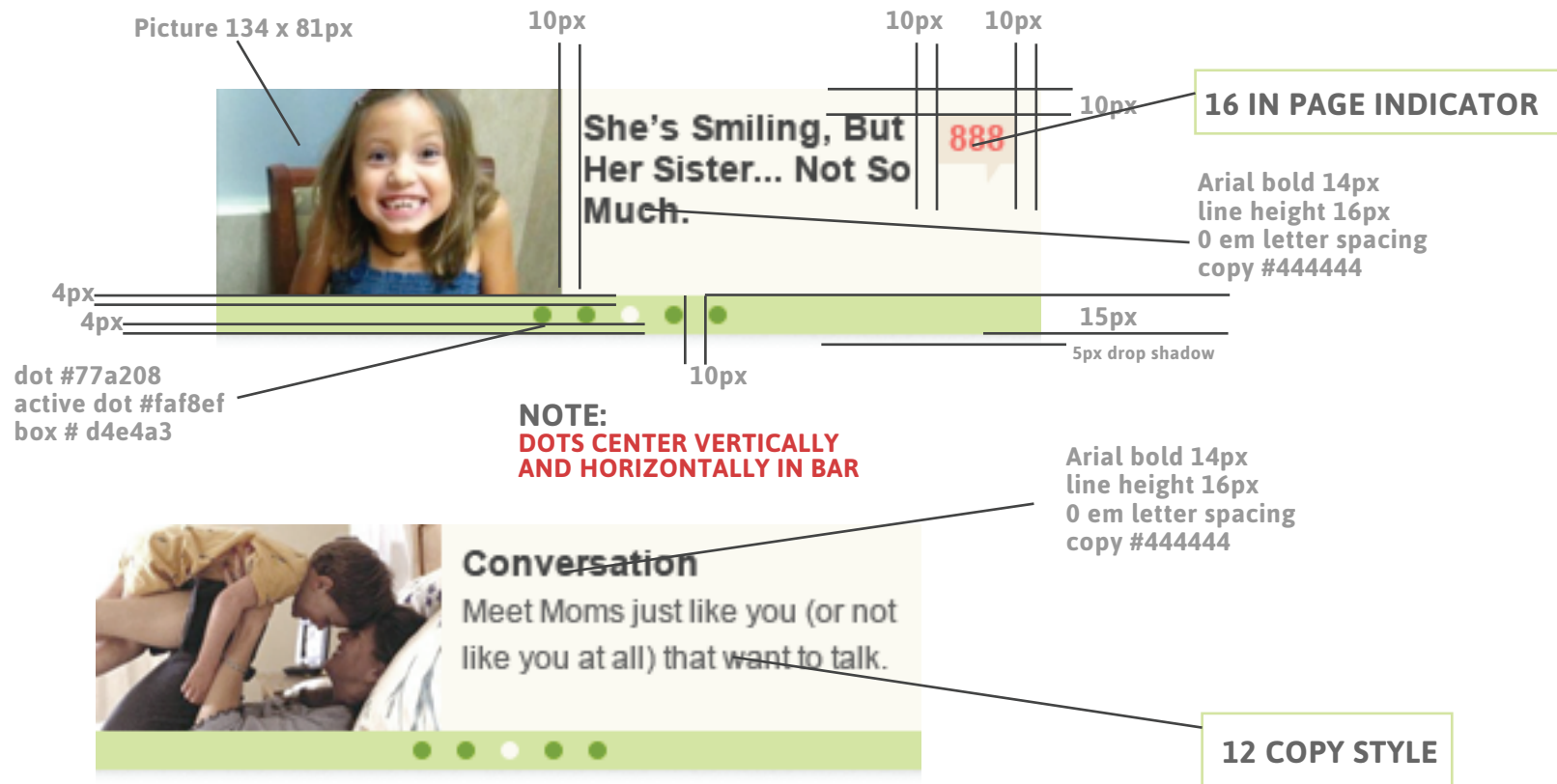
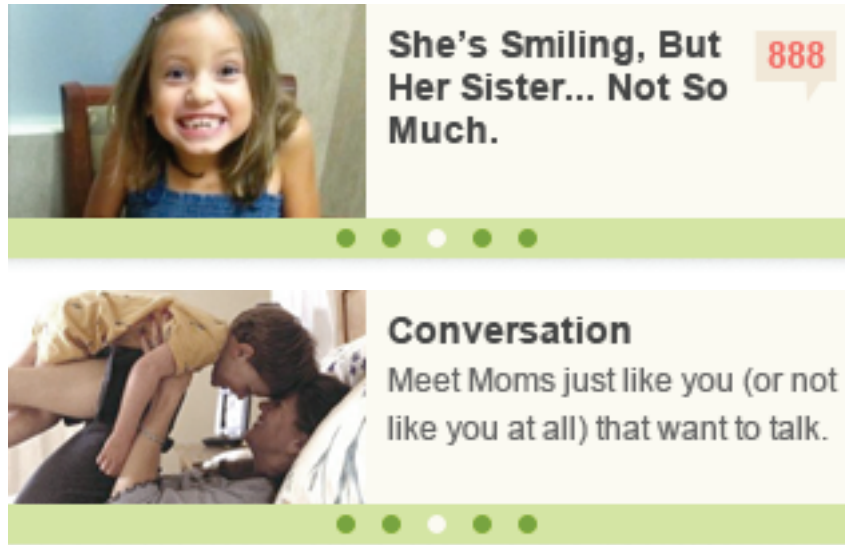
## 30 PREVIOUS NEXT WITH POSITION INDICATOR



## 31 PREVIOUS NEXT WITH BREADCRUMB



## 32 HORIZONTAL SCROLLER



## 33 LIST WITH PICTURES



**NEW** Breastfeeding Moms



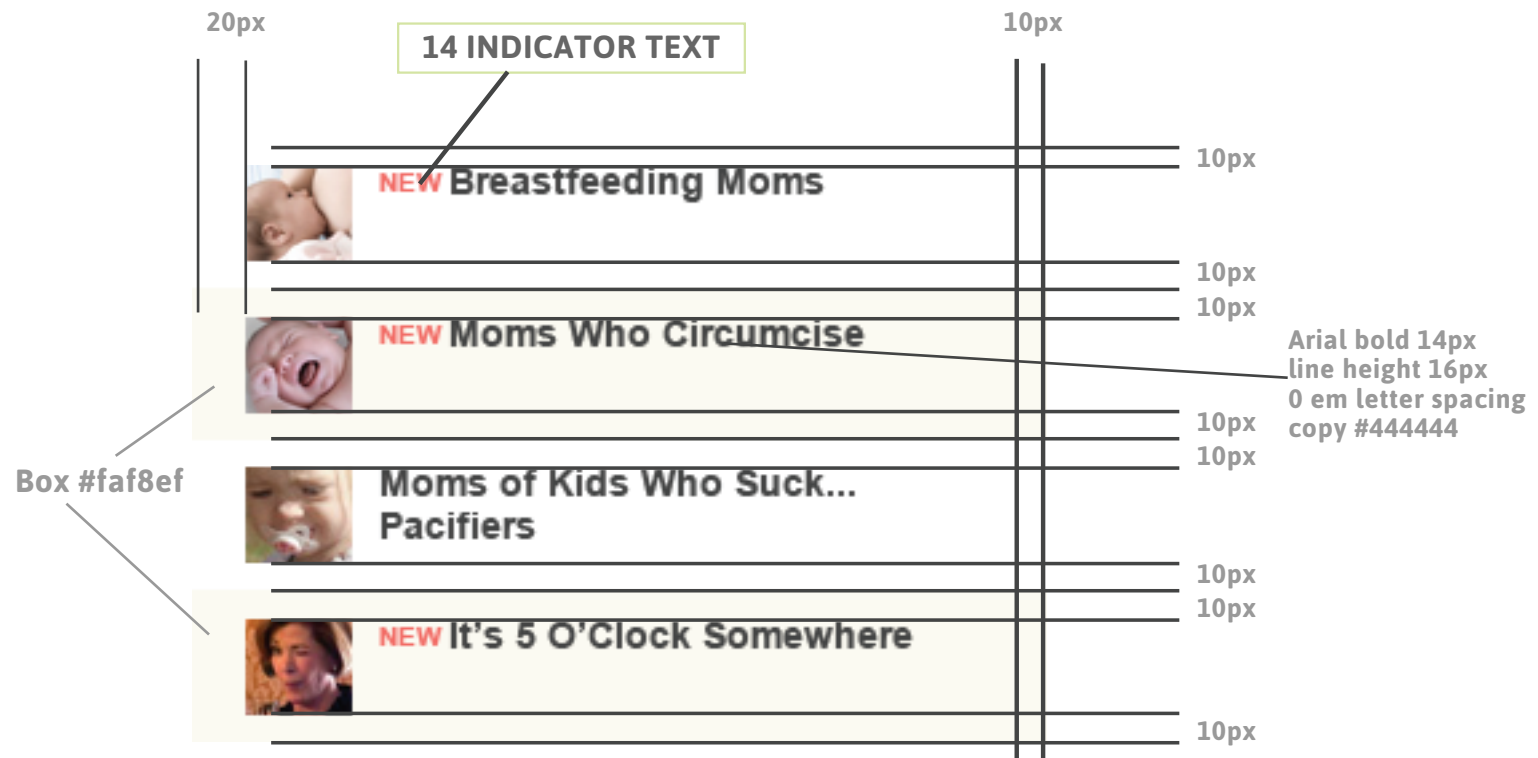
**NEW** Moms Who Circumcise



Moms of Kids Who Suck...  
Pacifiers



**NEW** It's 5 O'Clock Somewhere



## 34 LIST WITHOUT PICTURES

MOM CONFESSIONS

**If you breastfeed/breastfed**

posted by cjs702006

6 minutes ago

888

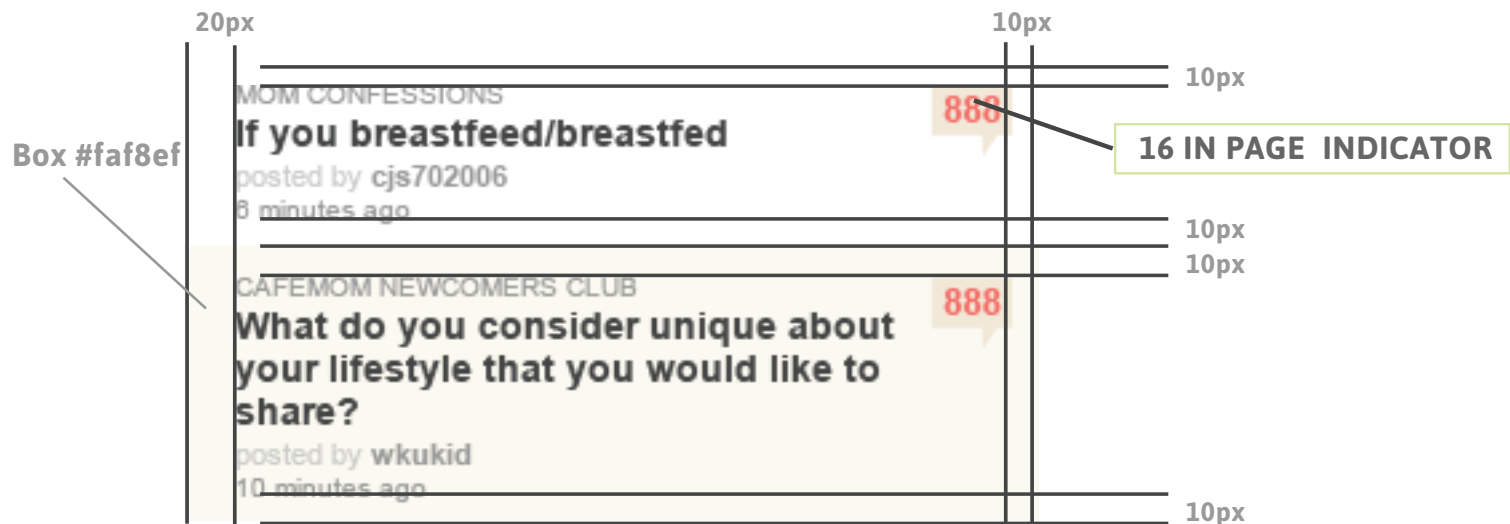
CAFEMOM NEWCOMERS CLUB

**What do you consider unique about  
your lifestyle that you would like to  
share?**

posted by wkukid

10 minutes ago

888



ARIAL REGULAR - 10PX - #999999 - 0 em - ALL CAPS

**Arial Bold 14px - 16 Line Height - 0em  
#444444**

arial 11px #cccccc Bold 11px 15 line height #999999 0em

Arial 10 regular 12line height #999999

## 35 POST STYLE



**Stressed that my 7 yr old child is truly ungrateful... what should i do?**

by **MommyClearest**

6 minutes ago

❤️ 2 likes

i am in desperate need of some help with this also as my ungrateful child persisted on telling me how she wishes she was living with her real dad. (whom by the way is 15k in the hole for child support ant have not given a crap about her to even reach out to her in 4 yrs. i do sometimes wish she could go live with him to see that she doesnt have it all that bad here. just because i told her no tv for the rest of the day she had a melt down and called my mother as if she could control the situation. i am baffled at how ungrateful and hurtful kids can be. i am at the end of my rope here. as a single mother i am super stressed and at times i wonder why i am a mother. dont judge i know everyone has felt that at one point in time.

[report](#)

 **REPLY**

 **QUOTE** 

 **LIKE**

## 35 POST STYLE



26 EXPANDER WITH MULTIPLE OPTIONS



## 35 POST STYLE



**Stressed that my 7 yr old child is truly ungrateful... what should i do?**

by **MommyClearest**

6 minutes ago

❤️ 2 likes

**Arial Bold 14px - 16 Line Height - 0em - #444444 this is just type for extra spacing**

arial 11px #cccccc - 14 line height **10 Link Style**

arial 10 regular 12 line hieght #999999

❤️ arial 10 regular 12 line hieght #999999

i am in desperate need of some help with this also as my ungrateful child persisted on telling me how she wishes she was living with her real dad. (whom by the way is 15k in the hole for child support ant have not given a crap about her to even reach out to her in 4 yrs. i do sometimes wish she could go live with him to see that she doesnt have it all that bad here. just because i told her no tv for the rest of the day she had a melt down and called my mother as if she could control the situation. i am baffled at how ungrateful and hurtful kids can be. i am at the end of my rope here. as a single mother i am super stressed and at times i wonder why i am a mother. dont judge i know everyone has felt that at one point in time.

12 COPY STYLE

report

REPLY

QUOTE

LIKE

09 SMALL  
LINK STYLE

## 36 REPLY STYLE



by **Princin242**

8 minutes ago

❤️ 2 likes

Nattiesmom10 is right. I have 2 kids, one 6 and my oldest, who is 21. When the older Nattiesmom10 is right. I have 2 kids, one 6 and my oldest, who is 21. When the older one was younger, she said the same things to me, and for a while (a whole 6 months), she stayed with her dad, and visited me. That's all the longer it took for her to realize, life was better with mom.

[report](#)

«QUOTE»

❤️ LIKE



by **goddess99**

8 minutes ago

❤️ 2 likes

Nattiesmom10 is right. I have 2 kids, one 6 and my oldest, who is 21. When the older one was younger, she said the same things to me, and for a while (a whole 6 months), she stayed with her dad, and visited me. That's all the longer it took for her to realize, life was better with mom.

[report](#)

«QUOTE»


❤️ YOU LIKE THIS



## 26 EXPANDER WITH MULTIPLE OPTIONS

# CAFEMOM MOBILE STYLE GUIDE

## 36 REPLY STYLE



by **Princin242**  
6 minutes ago  
❤️ 2 likes

Nattiesmom10 is right. I have 2 kids, one 6 and my oldest, who is 21. When the older one was younger, she said the same things to me, and for a while (a whole 6 months), she stayed with her dad, and visited me. That's all the longer it took for her to realize, life was better with mom.

report

QUOTE


LIKE

arial 11px #cccccc - 14 line height **10 Link Style**  
arial 10 regular 12 line height #999999  
❤️ arial 10 regular 12 line height #999999

12 COPY STYLE

09 SMALL  
LINK STYLE

26 EXPANDER WITH  
MULTIPLE OPTIONS



by **goddess99**  
6 minutes ago  
❤️ 2 likes

Nattiesmom10 is right. I have 2 kids, one 6 and my oldest, who is 21. When the older one was younger, she said the same things to me, and for a while (a whole 6 months), she stayed with her dad, and visited me. That's all the longer it took for her to realize, life was better with mom.

report

QUOTE

YOU LIKE THIS

## 37 MIDPAGE AD



## 38 HOME SCREEN MODULE

