

Infiniti Competitive Compare

Style Guide / Version 2.0

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1.0 Overall size - Select Your Vehicle

The overall size of the page is 1280 x 1683. The Header and Footer are static.

The screenshot shows a web page layout for 'Infiniti Competitive Compare - Select Your Vehicle'. The page is annotated with dimensions and labels:

- Static Header:** A red navigation bar at the top containing the Infiniti logo and menu items: VEHICLES, SHOPPING TOOLS, OFFERS, RETAILERS, OWNERS, INFINITI NOW, a chat icon, and a search icon. The total width is 1280px.
- Subtitle:** 'COMPETITIVE COMPARE' in a small font, centered, with a height of 60px.
- Main title:** 'SELECT YOUR VEHICLE' in a large font, centered, with a height of 56px.
- Vehicle Cards:** Four cards are displayed in a grid. The top row has three cards for the 2017 Q50, 2017 Q70, and 2017 Q70 L. The bottom row has one card for the 2017 Q70 Hybrid. Each card features a side-view image of the car, the starting price '\$33,950*', and a 'SELECT YOUR TRIM' dropdown menu. The spacing between the cards is 56px.
- Static Footer:** A red footer area containing three main buttons: 'BUILD YOUR INFINITI >', 'REQUEST A BROCHURE >', and 'ESTIMATE TRADE IN VALUE >'. Below these are five columns of links: LEARN, SHOP, FINANCE, PURCHASE, and OWNERS. At the bottom, there is a search bar, a 'LIVE CHAT' button, social media icons, and a 'LEGAL INFORMATION' link.

Static Header

Subtitle
font: Infiniti Brand Light 18pt. #000000 centered on 1280px

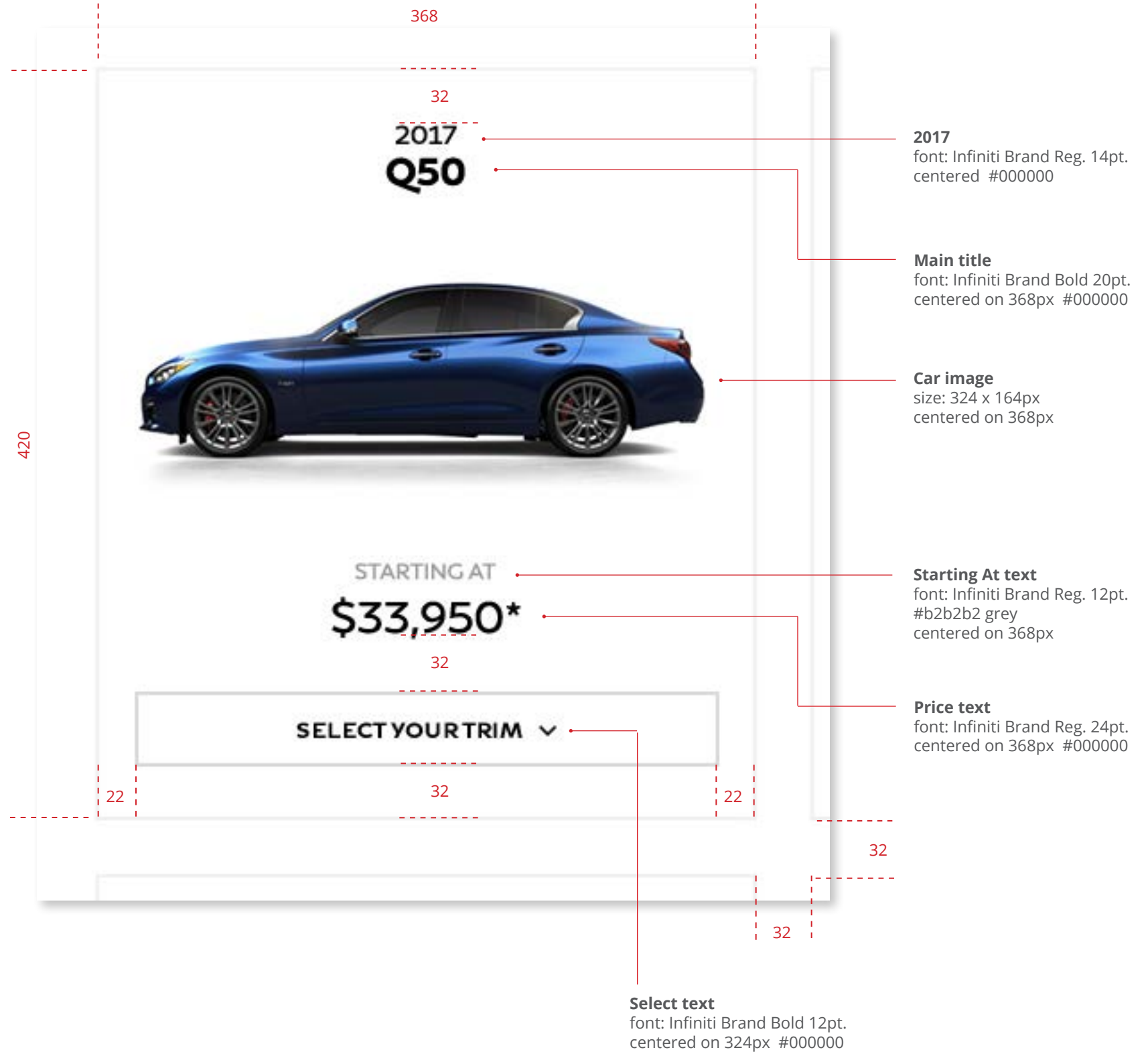
Main title
font: Infiniti Brand Light 38pt. #000000 centered on 1280px

Static Footer

1.1 Tile size

Each tile size is 368 x 420pxls. Each tile has a 2pxl grey #f1f1f1 outline around the edge centered on 368pxls.

For the "Select Your Trim" dropdown the size of the dropdown header is 324 x 40pxl with a 2pxl outline #d9d9d9 grey color.



2.0 Select Your Trim Dropdown size

Each dropdown size is 324 x 412pxls. Each dropdown has a 2pxl grey #d9d9d9 outline around the edge.

The image shows a dropdown menu for selecting a trim. The menu is 324px wide and 412px high. The header bar is 40px high and contains the text 'SELECT YOUR TRIM ^'. Below the header, there are two columns: 'SELECT YOUR TRIM' and 'STARTING AT'. The list items are as follows:

SELECT YOUR TRIM	STARTING AT
Q50	\$33,950*
Q50 AWD	\$35,950*
Q50 Premium	\$38,400*
Q50 Premium AWD	\$40,400*
Q50 3.0t Premium	\$40,650*
Q50 Sport	\$42,300*
Q50 3.0t Premium AWD	\$42,650*
Q50 Sport AWD	\$44,300*
Q50 3.0t Sport	\$44,650*
Q50 3.0t Sport AWD	\$46,650*
Q50 Hybrid Premium	\$47,800*
Q50 3.0t Red Sport	\$48,700*
Q50 Hybrid Premium AWD	\$49,800*
Q50 3.0t Red Sport AWD	\$50,700*

Dimensions:
 Total width: 324
 Total height: 412
 Header bar height: 40

Main title
 font: Infiniti Brand Bold 12pt.
 with 16pxl padding top and bottom
 centered on 324px #ffffff

Subtitles
 font: Infiniti Brand Bold 12pt.
 with 24pxl padding left and right
 30 pxl padding on top
 #000000

Text as list
 font: Infiniti Brand Reg. 12pt.
 with 24pxl padding left and right
 and 30pxl padding on bottom
 #666666

3.0 Compare Results

The overall size of the page is 1280 x 2426. The Header and Footer are static.

- Top Nav**
size: 156 x 45px
- Year/Make**
Infiniti Brand Reg. 28pt.
#000000 with 28px pad top & left
- Model**
Infiniti Brand Bold 44pt.
- Primary container**
size: 1200 x 518px #f1f1f1
- Secondary container**
size: 500 x 424px #ffffff white
- Text**
Infiniti Brand Reg. 14pt.
#000000
- Change btn**
size: 122x30px #f1f1f1
Text Infiniti Brand reg. 22pt.
- Pricing Bar**
size: 1200 x 54px #f1f1f1
Text Infiniti Brand Reg. 22pt.
with 20px pad top and bottom
and 40px left

The screenshot shows a comparison page for a 2017 Infiniti Q50 against three competitors: 2016 Audi A4, 2016 BMW Alpina B6 Gran Coupe, and 2016 Audi A4. The interface includes a top navigation bar, a primary container for the main car details, a secondary container for competitor cards, a pricing table, and a fuel economy table. Red dashed boxes and arrows indicate specific dimensions and spacing for various elements.

- Build btn**
size: 114x30px
#000000 with 1px
outline #666666
font Infiniti Brand Reg.
12pt. #ffffff
- Request Quote btn**
size: 154x30px
- Compare container
x 3**
size: 210x424
#ffffff
- New Compare btn**
size: 240x30
#000000
- Color Picker dropdown**
size: 65x30
- Expand/Collapse**
size: 160 x 30px
#000000
font: Infiniti Brand Reg.
38pt. #ffffff
- Text**
Infiniti Brand Reg. 12pt.
#666666

3.1 Compare Results - change

The overall size of the overlay is 500x424.

Select text
 Infiniti Brand Reg. 18pt.
 #000000

Model/Year dropdown
 size: 160x28 #ffffff
 2px outline #d9d9d9
 Infiniti Brand Reg. 12pt.
 #6d6e71

Trim text
 Infiniti Brand Bold. 12pt.
 #000000

COMPARE RESULTS
ADVANTAGES
COMPARE PHOTOS

28
×

SELECT AN INFINITI VEHICLE

MODEL
▼

YEAR
▼

SELECT YOUR TRIM

Q50	\$33,950*
Q50 AWD	\$35,950*
Q50 Premium	\$38,400*
Q50 Premium AWD	\$40,400*
Q50 30.t Premium	\$40,650*
Q50 Sport	\$42,300*
Q50 3.0t Premium AWD	\$42,650*
Q50 Sport AWD	\$44,300*
Q50 3.0t Sport	\$44,650*
Q50 3.0t Sport AWD	\$46,650*
Q50 Hybrid Premium	\$47,800*
Q50 3.0t Red Sport	\$48,700*
Q50 Hybrid Premium AWD	\$49,800*
Q50 3.0t Red Sport AWD	\$50,700*

STARTING AT

2016 Audi A4

2.0T Premium

MSRP: \$35,900

(No Longer Available for Ordering)

CHANGE

Exit symbol

Infiniti Brand Reg. 18pt.
#000000

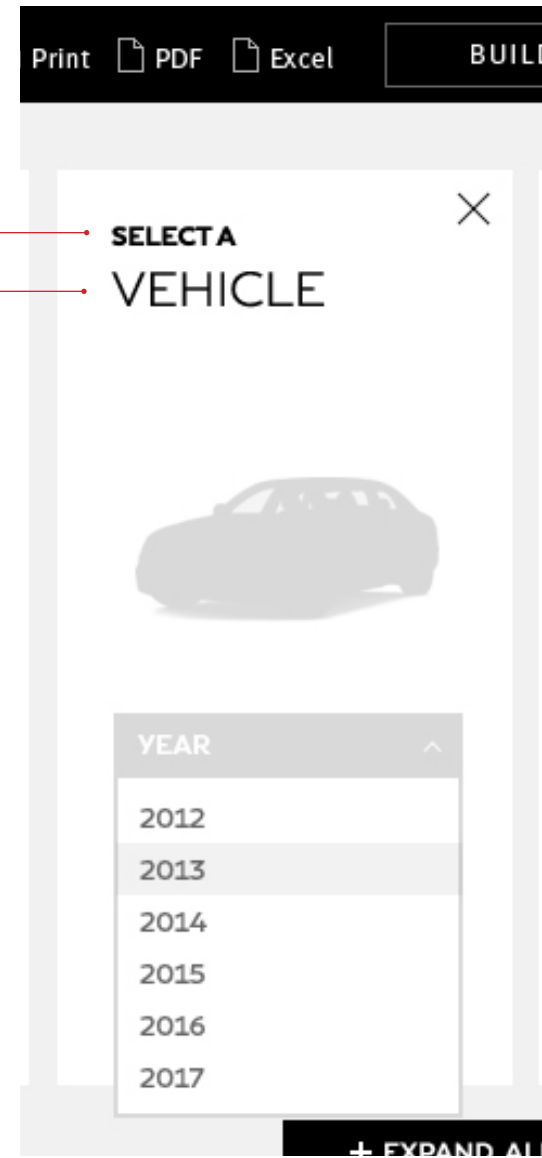
Hover for More Information
 The INFINITI Advantage

3.2 Compare Results - select vehicle

The overall size of the overlay is 210x424.

Select text
 Infiniti Brand Bold 12pt.
 #000000

Vehicle text
 Infiniti Brand Reg. 22pt.
 #000000



4.0 Information overlays

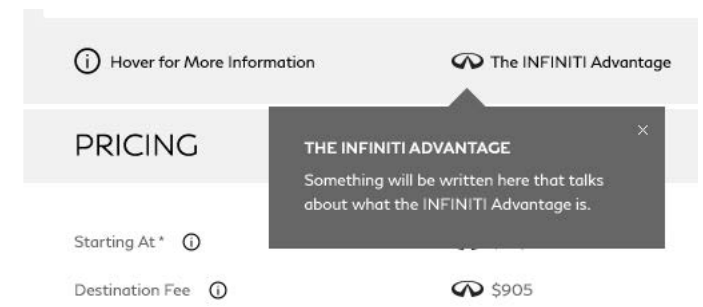
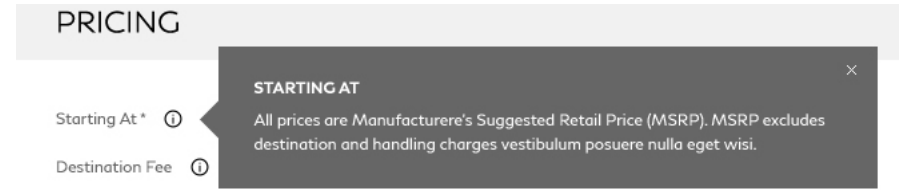
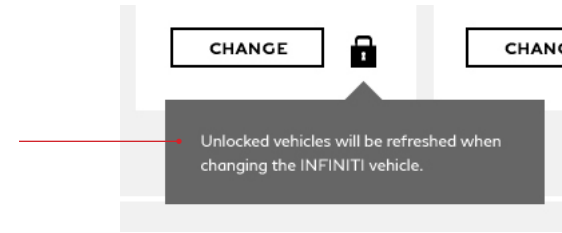
The overall size of the lock overlay is 284x78.

The overall size of the info overlay is 494x106.

The overall size of the advantage overlay is 298x106.

The overall size of the disclaimer overlay is centered on 1280px

Select text
 Infiniti Brand reg. 12pt.
 #ffffff with #666666 box color



Legal Disclaimer title
 Title: Infiniti Brand reg. 38pt.
 #000000

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*All prices are Manufacturer's Suggested Retail Price (MSRP). MSRP excludes destination and handling charges, tax, title, license, and options. Retailer sets actual price. Please see the actual model colors at your Infiniti Retailer.



Exit symbol
 Infiniti Brand reg. 20pt.
 #000000

5.0 Large Image overlay

The overall size of the large image overlay is centered on 1280px.

Subtitle text
 Infiniti Brand reg. 18pt.
 #000000

Title text
 Infiniti Brand bold 24pt.
 #000000

Image size
 682x450



Exit symbol
 Infiniti Brand reg. 28pt.
 #000000

5.1 Small Image overlay

The overall size of the small image overlay is 1200x320px

Title text
 Infiniti Brand reg. 24pt.
 #000000 with 42px pad left

Select text
 Infiniti Brand reg. 12pt.
 #000000

Exterior/Interior btn
 size: 114x30

exterior-Infiniti Brand reg.
 12pt. #ffffff fill with 2 px
 #000000 outline

interior- Infiniti Brand reg.
 12pt. #ffffff and btn color
 #000000

Image size
 212x140

Image size
 92x60