

ReturnBuy Design Guidelines

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Text

All text that appears on any user interface should adhere to the following guidelines:

- **Font**
Arial
If Arial is unavailable due to platform or configuration constraints, use Helvetica. If Helvetica is unavailable as well, use the system's default sans-serif font.
- **Emphasis**
Use Plain text for presenting on-screen instructions, data, values, and result information.
Use Bold text for presenting section and table titles, control and information labels, column headings, row tabs, and key labels.
Use Italic text for presenting error, warning, and information messages and cues as well as reference citations (if applicable).
Use Underline text to present hyperlinks (if applicable). Do not underline anything other than hyperlinks--ever.
- **Color**
Use Black text for presenting any text other than error, warning, or information messages.
Use Red text for presenting all error and warning messages.
Yellow background color for emphasis should only be used for [supplemental information](#).
All other uses of color and style shall be derived from the current stylesheet, composed of colors from the current ReturnBuy palette.
- **Justification**
Left-justify all on-screen instructions, textual data, textual values, and textual result information.
Right-justify all dollar amounts, rates, dates, and integers.
Center-justify all column headers.
In general, center-justify control labels, although there are many exceptions described elsewhere in these guidelines.
- **Information Format**
Follow these formatting guidelines:
 - **Dollar Amounts:** Two decimal places, no dollar signs, thousands comma, and align right (*n,nnn.xx*).
 - **Rates:** Four decimal places and align right (*n.xxxx*).
 - **Dates:** Four-character years and align right (*mm/dd/yyyy*).
 - **Integers (counts):** Thousands-comma and align right (*x,xxx*).
 - **Words:** Align left.

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Language, Style, and Usage

To create a user interface that is consistently recognizable, understandable, and predictable: make sure that every word, phrase, sentence, label, instruction, and message on the user interface is unambiguous, complete, and simple. Use the corporate standard style--consistently--to help ensure the consistent usability of the user interface.

- **Corporate Standard**
Use the [The Chicago Manual of Style \(14th Edition\)](#) as the "final authority" for all of the following issues:
 - Style preferences and general usage
 - Punctuation
 - Spelling
 - Compound words and unit modifiers
 - Capitalization
 - Acronyms and abbreviations

- **Consistency**

Make sure that everything that is the same, from screen-to-screen, and application-to-application, is labeled, referred to, and described with the exact same words. The same command or action should always have the same effect and the same label. A navigational command or action should present a screen or destination with a title closely, if not exactly, matching the label of the command or action. Use the same exact words for the same labels, messages, and instructions-- each time you present them. Use parallel construction(1) for all words, phrases, and sentences.

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Commands and Actions

The words that indicate commands and actions should have a single unambiguous, complete, and simple meaning to all users. To ensure that the commands and actions that appear on every user interface are consistently recognizable, understandable, and predictable, use only these standard definitions for the following commands and actions(2):

- **Login**

Executes a login process using specified security input and presents either an error message or a new screen.

- **OK**

Acknowledges the information on the screen and refreshes or closes the screen.

- **Save**

Saves the information on the screen and (except in certain, rare, and completely obvious circumstances) closes the screen and presents a subsequent screen.

- **Submit** 

Confirms the information on the screen as accurate, sends the information to another system (or another part of the system), and closes the screen.

- **Cancel** 

Restores all information to the exact state that it was in before the system presented the screen, closes the screen, and presents the immediately previous screen.

- **Reset** 

Restores all information to the exact state that it was in when the system presented the screen and refreshes the screen.

- **Clear**

Removes all editable information on the screen (including default values) and refreshes the screen (all text-entry fields are presented as empty).

- **Find...**

Presents controls that allow the user to specify a key for a search for the next instance of that key.

- **Find** 

Executes a search using a specified key and returns the next instance of that key.

- **Search...**

Presents controls that allow the user to specify the criteria for a search for a pre-defined key.

- **Search** 

Executes a search using a specified key and returns the results of that search.

- **Filter...**







Presents controls that allow the user to specify the criteria for a search for a pre-defined key within an existing result set.

- **Get**

Executes a search for a pre-defined key using specified criteria and returns a new (if following Search...), or a refreshed (if following Filter...), result set.

- **Sort...**

Presents controls that allow the user specify the criteria for a sort order within an existing result set.

- **Sort**
Executes a sort using specified criteria and returns a refreshed result set.
- **Go** 
Closes the screen and presents a new screen (as determined by user-specification).
- **View**
Closes the screen and presents a new screen containing information limited to a user-specified item.
- **View Report** 
Presents a screen containing information limited to a user-specified report.
- **Modify...**
Presents editable and, optionally, additional read-only information limited to a user-specified item.
- **Add...**
Presents controls that allow the user specify information describing a new instance of a user-specified key.
- **Delete** 
Removes a user-specified item. Additionally, in certain completely obvious circumstances, Delete closes the screen and presents a new screen (typically an immediately previous master or summary screen).
- **Next** 
Closes the screen and presents an immediately subsequent screen.
- **Prior** 
Closes the screen and presents an immediately previous screen.
- **Help** 
Presents help information.

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Controls

User interface controls are the objects that the system presents on the screen to accommodate user input of data as well as user navigation through the user interface. The following guidelines apply to any control that you may use on a screen:

- Label every control with a meaningful name that is unambiguous, complete, and simple.
 - Each label must be unique to that type of control on any given screen.
 - (So it can be unambiguously referred to with a phrase such as "click on the Save button" or "type in the Company Name text-entry field.")
- Label controls consistently throughout the user interface.
 - Two controls of the same type, with the same label, must have the same function.
- Use controls consistently, that is, use the same type of control for the same type of function every time.
 - For example, use text-entry fields for data input and data editing only. *Never* use a text-entry field for presenting read-only data.
- Present the user with only active and relevant controls.
 - *Never* present a control on any screen that is extraneous or redundant.
- Place controls consistently throughout the application.
- Group controls consistently throughout the application.
- Order controls consistently throughout the application.
 - For example, if the OK button repeatedly appears to the left of the Cancel button, don't reverse that order--ever.

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The remainder of this section presents guidelines that are specific to the following controls:

[\[Command Buttons\]](#) [\[Links\]](#) [\[Option \(Radio\) Buttons\]](#) [\[Checkboxes\]](#)
[\[Pop-up Buttons \(Drop-down Lists\)\]](#) [\[Selection Lists\]](#) [\[Text-entry Fields\]](#) [\[Text-entry Boxes\]](#)

- **Command Buttons**

Use command buttons to execute a command or action. Follow these guidelines whenever you use command buttons:

- Generally, use command buttons for executing [standard commands and actions](#) only.
- Label each command button consistent with the name of the standard command or action.
 - If the command or action requires additional user input to execute, label the button with a trailing ellipsis (Find..., Add..., etc.).
 - Capitalize the first letter of *every* word of each command button label (unless the word is an article or a preposition).
 - **Note:** The word OK is *always* capitalized as if it were an acronym.
- Organize command buttons into a meaningful group, or groups.
- Horizontally align the command buttons within each group.
- Order, group, and place the command buttons on each screen according to the following rules:
 1. Be consistent across every screen.
 2. Buttons that close the screen (OK, Save, Submit, Cancel) are always the last button group on the lower right of the screen.
 3. Cancel is always the last button on the right.
 4. Previous and Next are always together, with Next on the right.
 5. A command button must be placed so that the connection between itself and the screen-element, or elements, which it operates upon, or with, is completely obvious.

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- **Links**

In any application, use links very sparingly. Never use a link in place of a command button. If you do use a link, make sure that it is presented using the defined stylesheet for that application.

Links should use the same font as the surrounding text, consequently no font information other than color should be included in the style for the link. The default colors for ReturnBuy links are:

- | | | |
|---------------|------------------|---------------|
| 1. A.link: | RGB: 051,102,204 | HEX: 33,66,CC |
| 2. A.active: | RGB: 051,102,204 | HEX: 33,66,CC |
| 3. A.visited: | RGB: 051,102,204 | HEX: 33,66,CC |
| 4. A.hover: | RGB: 255,204,051 | HEX: FF,CC,33 |

(See the [\[Messages\]](#) section for style guidelines for mouseover and pop-up information.)

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- **Option (Radio) Buttons**

Use option buttons for presenting mutually-exclusive choices. Follow these guidelines whenever you use option buttons:

- *Never* use a single option button by itself.
- Label each option button descriptively.
 - Generally, align the label to the right of the option button.
 - Use Bold text.
 - Capitalize the first letter of the first word of each option button label. If the label contains a normally capitalized string such as an acronym or proper noun, capitalize that string as appropriate.
- Organize option buttons into a meaningful group, or groups, of mutually-exclusive choices.
 - Set one option button within each group as the default option (selected).
 - Label each group.
 - Generally, center-align the label above the option button group.
 - Use Bold text.

- Capitalize the first letter of the first word of each option button label. If the label contains a normally capitalized string such as an acronym or proper noun, capitalize that string as appropriate.
- Vertically align the option buttons within each group.
- Order the option buttons and option button groups meaningfully by one of the following schemes:
 - Alphabetically.
 - Numerically.
 - Chronologically.
 - Logically (ascending or descending).
 - Frequency of use (within the context of this application).
 - Order of use (consistent with the activity flow of the screen).
- Try not to use more than six option buttons in a group.
- Never use more than ten option buttons in a group.
 - **Note:** For more than ten items, use a [pop-up button \(drop-down list\)](#).

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- **Checkboxes**

Use checkboxes for toggling non-exclusive choices on and off. Follow these guidelines whenever you use checkboxes:

- *It is OK* to use a single checkbox by itself.
- Set a default value for each checkbox.
- Label each checkbox descriptively.
 - Generally, align the label to the right of the checkbox.
 - Use Bold text.
 - Capitalize the first letter of the first word of each checkbox label. If the label contains a normally capitalized string such as an acronym or proper noun, capitalize that string as appropriate.
- Organize checkboxes into a meaningful group, or groups.
 - Label each group.
 - Generally, center-align the label above the checkbox group.
 - Use Bold text.
 - Capitalize the first letter of the first word of each checkbox label. If the label contains a normally capitalized string such as an acronym or proper noun, capitalize that string as appropriate.
 - Vertically align the checkboxes within each group.
 - Order the checkboxes and checkbox groups meaningfully by one of the following schemes:
 - Alphabetically.
 - Numerically.
 - Chronologically.
 - Logically (ascending or descending).
 - Frequency of use (within the context of this application).
 - Order of use (consistent with the activity flow of the screen).
 - Try not to use more than six checkboxes in a group.
 - Never use more than ten checkboxes in a group.
 - **Note:** For more than ten items, use a [selection list](#).

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- **Pop-up Buttons (Drop-down Lists)**

Use pop-up buttons for presenting mutually-exclusive choices. Follow these guidelines whenever you use pop-up buttons:

- Set a default value (selected item) for each pop-up button.
- Label each pop-up button descriptively.
 - Generally, center-align the label above the pop-up button.
 - Use Bold text.
 - Capitalize the first letter of the first word of each pop-up button label. If the label contains a normally capitalized string such as an acronym or proper noun, capitalize that string as appropriate.
- Organize the items within each pop-up button by one of the following schemes:
 - Alphabetically.
 - Numerically.
 - Chronologically.
 - Logically (ascending or descending).
 - Frequency of use (within the context of this application).
 - Order of use (consistent with the activity flow of the screen).
- Capitalize the first letter of the first word of each pop-up button item. If the item contains a normally capitalized string such as an acronym or proper noun, capitalize that string as appropriate.

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- **Selection Lists**

Use selection lists for presenting non-exclusive choices. Follow these guidelines whenever you use selection lists:

- Set a default value (selected item) for each selection list.
- Label each selection list descriptively.
 - Generally, center-align the label above the selection list.
 - Use Bold text.
 - Capitalize the first letter of the first word of each selection list label. If the label contains a normally capitalized string such as an acronym or proper noun, capitalize that string as appropriate.
- Organize the items within each selection list by one of the following schemes:
 - Alphabetically.
 - Numerically.
 - Chronologically.
 - Logically (ascending or descending).
 - Frequency of use (within the context of this application).
 - Order of use (consistent with the activity flow of the screen).
- Capitalize the first letter of the first word of each selection list item. If the item contains a normally capitalized string such as an acronym or proper noun, capitalize that string as appropriate.

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- **Text-entry Fields**

Use text-entry fields to allow a user to type or modify a single line of input values that the system cannot present as a list of choices. Follow these guidelines whenever you use text-entry fields:

- *Never* use a text-entry field when the system is aware of all the valid values that could be input for a control, and therefore could present a list of choices in a group of option buttons or in a pop-up button.
 - For example, do not require a user to type one of the names of the fifty states of the United States. Use a [pop-up button](#) to present a mutually-exclusive choice of state names.
- *Never* use a text-entry field to present read-only text.
 - Present read-only text as a Plain, Black text string outside of any input control.
- Label each text-entry field descriptively.
 - Generally, center-align the label above the text-entry field.
 - Use Bold text.
 - Capitalize the first letter of *every* word of each text-entry field label (unless the word is an article or a preposition).
 - If the field is a required field, precede the label text with a required-field indicator (a Bold, Blue, plus sign: **+**).

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- **Text-entry Boxes**

Use text-entry boxes to allow a user to type or modify multiple lines of input value, such as a comment or description. Follow these guidelines whenever you use text-entry boxes:

- *Never* use a text-entry box to present read-only text.
 - Present read-only text as a Plain, Black text strings, organized in paragraph format, and outside of any input control.
- Label each text-entry box descriptively.
 - Generally, center-align the label above the text-entry box.
 - Use Bold text.
 - Capitalize the first letter of *every* word of each text-entry field label (unless the word is an article or a preposition).

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Tables and Grids

Use tables (grids) to present result sets to the user. Follow these guidelines whenever you use tables:

- Use the thinnest available line width (usually 1 point), in Black, for any table or cell borders.
- Label each table with a title.

- Capitalize the first letter of *every* word of each table-title label (unless the word is an article or a preposition).
- Organize the columns and the rows within a table each by one of the following schemes:
 - Alphabetically.
 - Numerically.
 - Chronologically.
 - Logically (ascending or descending).
 - Frequency of use (within the context of this application).
 - Order of use (consistent with the activity flow of the screen).
- Label each column.
 - Center-align the label above the column.
 - Use Bold text.
 - Capitalize the first letter of *every* word of each column label (unless the word is an article or a preposition).
- Depending on the information in the result set, it may or may not be appropriate to label each row with a row tab. If it is appropriate to label the row, follow these guidelines:
 - Generally, center-align the label in the row tab.
 - Use Bold text.
 - Capitalize the first letter of *every* word of each row label (unless the word is an article or a preposition).
- Follow these guidelines for formatting and aligning the information that you present in the table cells:
 - **Dollar Amounts:** Two decimal places, no dollar signs, thousands comma, and align right (*n,nnn.xx*).
 - **Rates:** Four decimal places and align right (*n.xxxx*).
 - **Dates:** Four-character years and align right (*mm/dd/yyyy*).
 - **Integers (counts):** Thousands-comma and align right (*x,xxx*).
 - **Words:** Align left.

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Messages

Use the following guidelines to present user-messages in your user interface:

- **Supplemental Information (pop-up dialog)**
Follow these guidelines whenever you present supplemental information:
 - The background color for the box should be [ReturnBuy Yellow](#).
 - Use [ReturnBuy Blue](#) text in standard paragraph font style, in accordance with the current stylesheet.
 - Use sentence capitalization.
 - Left-align the information in the dialog box.
 - Place the message on the screen in a location that will be both immediately visible to the user and in close proximity to any screen elements that are relevant to the message.
- **Supplemental Information (external window)**
Follow these guidelines whenever you present supplemental information:
 - Use black text in standard paragraph font style, in accordance with the current stylesheet.
 - Use sentence capitalization.
 - Left-align the information in the window.
- **Information Messages**
Follow these guidelines whenever you present information messages:
 - Use Bold, Blue, Italic text in the same point size as the interface's second level headings.
 - Use sentence capitalization.
 - Center-align the message on the screen.
 - Place the message on the screen in a location that will be both immediately visible to the user and in close proximity to any screen elements that are relevant to the message.
 - Write the message as a complete sentence in the active voice, consistent with the [corporate standard style](#) and consistent with the other messages in the application.
 - Make sure that the message is unambiguous, complete, and simple.
- **Short Information Cues**
Follow these guidelines whenever you present short information cues:
 - Use Blue, Italic text in the same point size as base text in the interface.
 - Capitalize as appropriate to the situation.
 - Make sure that the cue is unambiguous, complete, and simple.
 - Place the cue on the screen either directly to the left, or directly above the screen element to which it refers.

- **Error Messages**

Follow these guidelines whenever you present error messages:

- Use Bold, Red, text.
- Use sentence capitalization.
- Center-align the message on the screen.
- Place the message on the screen in a location that will be both immediately visible to the user and in close proximity to any screen elements that are relevant to the message.
- Write the message as a complete sentence in the active voice, consistent with the [corporate standard style](#) and consistent with the other messages in the application.
 - Make sure that the message clearly states what happened (the error event), and what the user can now do to either correct the error or to cancel the action that caused the error and resume interaction prior to the error event.
 - Make sure that the message is unambiguous, complete, and simple.

- **Warning Messages**

Follow these guidelines whenever you present warning messages:

- Use Bold, Red, Italic text in the same point size as the interface's second level headings.
- Use sentence capitalization.
- Center-align the message on the screen.
- Place the message on the screen in a location that will be both immediately visible to the user and in close proximity to any screen elements that are relevant to the message.
- Write the message as a complete sentence in the active voice, consistent with the [corporate standard style](#) and consistent with the other messages in the application.
 - Make sure that the message clearly states the action that the user took that produced this warning, what the consequences of user inaction will be, and what alternatives are now available to the user.
 - Make sure that the message is unambiguous, complete, and simple.

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On-Screen Instructions

Because the user must know exactly how to use every part of your interface, include brief on-screen instructions describing the procedure for using every set of controls in your interface. Follow these guidelines whenever you present on-screen instructions:

- Use Plain, Black text in the same point size as base text in the interface.
- Use sentence capitalization.
- Left-align the instructional text.
- Place the instructions on the screen in a location that will be both immediately visible to the user and in close proximity to the set of controls that are relevant to the instructions.
- Write the instructions in the active voice, consistent with the [corporate standard style](#) and consistent with the other instructions in the application.
 - Make sure that every instruction is unambiguous, complete, and simple.
 - Make sure that the level of detail of the instructions is consistently parallel. For example, don't combine several activities into a single step while other steps in the same procedure specify only one activity.
 - Always refer to screen elements by the exact text and capitalization of their labels.
 - Use the only appropriate verb to state the exact user action. For example, don't instruct a user to "enter the quantity in the Quantity text-entry field"--instruct them to "type the quantity in the Quantity text-entry field."
- When the order of a procedure's steps is relevant, use an ordered list.
 - Use the following number-type scheme for nesting ordered lists:
 1. Numeric
 - a. Lower-case alphabetic
 - i. Lower-case Roman
- When the order of a procedure's steps is irrelevant, use an unordered list.
 - Use the following bullet-type scheme for nesting unordered lists:
 1. Disc
 - a. Square
 - i. Circle
- If the instructions for operating a given set of controls seem complicated and confusing, revisit the design, layout, and labeling of that set of controls. (If a procedure itself is needlessly complicated, ambiguous, or confusing--the most well-written instructions possible cannot overcome flaws in the procedure being described.)

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Graphics

Exercise extreme caution about including any graphic image (beyond the Company logo) in your user interface. Limit graphic images to situations where your analysis has developed a clear need and justification for them. When you do include a graphic image, use the following guidelines:

- **Company Logo**

Follow these guidelines whenever you use the ReturnBuy logo:

- Place the logo at the top of the screen.
- Left-align the logo on the screen.
- Use only a standard image file that has been approved by company's Marketing department.
 - Existing files are available on a network drive.
 - Do not alter these image files in any way.
- If additional presentations (size, background color, etc.) are required, submit a request to the Marketing Department.

- **Color**

Follow these guidelines whenever you use graphic images:

- If the image will provide any functionality or communicate a meaning, make sure to label the image.
 - Make sure that the label communicates the functionality or meaning unambiguously, completely, and simply.
 - Label the image with machine-readable (character-data) text. (As opposed to text that is part of the image file itself, or image-data within its own file.)
- If the image is an icon, make sure that it is universally recognizable.
- Do not use color or contrast combinations that will be invisible to the colorblind or confusing to the vision-impaired.
- Make sure that the image will resolve properly on the client platform, or platforms, to which the user interface will be served.

- **Other Images**

Follow these guidelines whenever you use graphic images:

- If the image will provide any functionality or communicate a meaning, make sure to label the image.
 - Make sure that the label communicates the functionality or meaning unambiguously, completely, and simply.
 - Label the image with machine-readable (character-data) text (As opposed to text that is part of the image file itself, or image-data within its own file.) Wherever possible, the label should duplicate any text on the graphic
- If the image has multiple states, the states and image names should conform to ReturnBuy conventions.
- If the image is an icon, make sure that it is universally recognizable.
- Do not use color or contrast combinations that will be invisible to the colorblind or on monochrome displays, or confusing to the vision-impaired.
- Make sure that the image will resolve properly on the client platform, or platforms, to which the user interface will be served.

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Screen Layout

The greatest determinant of a screen's layout is the activity flow of the user tasks for which it is providing functionality. The second most influential determinant of screen layout is consistency--consistency within the user interface, with other applications, and with design guidelines. If you understand the activity flow of the task, are familiar with these guidelines as well as with other applications being developed here, and are ever-vigilant about eliminating inconsistencies: the layout of each screen in your application will be easy to determine. As you lay out each screen, use the following guidelines:

- Put session-static information in a screen header.
- Put a screen title at the top of the body of each screen.
 - Make sure that each screen title matches the navigational command that presented the screen.
 - Follow a simple grammatical scheme for titling screens, and follow it consistently.

- Left-align the screen title.
- Use Bold, Black text in a first-level heading point size.
- Capitalize the first letter of every word of the screen title (unless the word is an article or a preposition).
- Arrange the sequence of controls, and groups of controls following the natural activity flow of the user task.
 - Arrange this sequence in a Left-to-Right, Top-to-Bottom flow.
 - Make sure to review the [User Interface Design Examples](#) for examples of screen layouts that might match your activity flow.
 - If an existing [User Interface Design Pattern](#) accurately describes the activity flow of the user task, make sure to apply it.
 - If an existing [Reusable Component](#) provides the functionality of the applied pattern for your delivery platform, make sure to use it.
- Arrange groups of controls of the same type according to the grouping guidelines described for each type in the [Controls](#) section of these guidelines.
- Make sure to place instructions for each set of controls in a location that will be both immediately visible to the user and in close proximity to that set of controls.
- Always place buttons that close the screen (OK, Save, Submit, Cancel) as the last button group on the lower right of the screen.

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Unit Testing and Inspecting

When you complete a design iteration for a user element, make sure to do the following before beginning another design iteration, and before beginning actual construction:

- Unit-test the user element design on the delivery platform, or platforms, to which it will be served.
- Conduct a peer inspection of the user element design and its usability.
 - For the inspection, make sure to use the [User Element Usability Checklist](#) as well as the [Global User Interface Design Checklist](#) along with the appropriate platform-specific [user interface checklist](#).

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EDMs

When designing and constructing an EDM, the following guidelines take precedence over guidelines appearing elsewhere in this document.



- Current versions for each EDM include:
 - Primary (HTML e-mail) version.
 1. This is the version of the mail that is sent to the mailing list.
 2. The primary version will include a reference within an HTML-comment section above the <HEAD> element. This reference will give the URL for the web version of the e-mail for users whose e-mail client does not render the HTML version of the EDM.
 - Web (hosted) version.
 1. This is the version that is hosted, for users without HTML-capable e-mail clients.
 2. The Web version will have all personalization removed.
 3. The Web version will have all references to recipient e-mail removed.
 4. The Web version will have all references to unsubscribe information removed.
- Target size for an EDM is 75 KB, including HTML and all referenced files.
- Pricing in EDMs shall use image files, allowing for changes late in the EDM process.




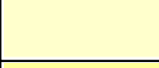
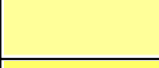





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Appendix A: ReturnBuy Palettes

Colors used on ReturnBuy sites should be selected from the primary ReturnBuy palette, while affiliate sites may make use of ReturnBuy palettes:

- The primary ReturnBuy palette consists of the following colors:





| Color Name | Decimal RGB Value | Hexadecimal RGB Value | Color |
|----------------|-------------------|-----------------------|--|
| ReturnBuy Blue | 000,051,255 | 00,33,FF |  |
| | 000,051,204 | 00,33,CC |  |

| | | | |
|------------------|-------------|----------|--|
| | 051,102,051 | 33,66,33 |  |
| ReturnBuy Green | 051,153,051 | 33,99,33 |  |
| | 051,204,051 | 33,CC,33 |  |
| | 255,255,204 | FF,FF,CC |  |
| | 255,255,153 | FF,FF,99 |  |
| | 255,255,104 | FF,FF,66 |  |
| ReturnBuy Yellow | 255,255,051 | FF,FF,33 |  |
| | 255,204,051 | FF,CC,33 |  |
| | 204,051,000 | CC,33,00 |  |
| | 255,051,000 | FF,33,00 |  |

- The secondary ReturnBuy palette consists of the following colors:

| Color Name | Decimal RGB Value | Hexadecimal RGB Value | Color |
|------------|-------------------|-----------------------|-------|
| | 204,255,255 | CC,FF,FF | |
| | 153,255,255 | 99,FF,FF | |
| | 102,255,255 | 66,FF,FF | |
| | 051,255,255 | 33,FF,FF | |
| | 051,204,255 | 33,CC,FF | |
| | 051,153,255 | 33,99,FF | |
| | 000,051,204 | 00,33,CC | |
| | 255,204,051 | FF,CC,33 | |
| | 204,000,000 | CC,00,00 | |

- The ReturnBuy Hot palette, used for elements that are to be given visual precedence, consists of the following colors:

| Color Name | Decimal RGB Value | Hexadecimal RGB Value | Color |
|----------------------|-------------------|-----------------------|---|
| ReturnBuy Hot Blue | 000,000,255 | 00,00,FF |  |
| ReturnBuy Hot Red | 255,000,000 | FF,00,00 |  |
| ReturnBuy Hot Orange | 255,153,000 | FF,99,00 |  |
| ReturnBuy Hot Yellow | 255,255,000 | FF,FF,00 |  |

- Special fonts as defined in the ReturnBuy stylesheet, will display Heading and title information as defined:

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Appendix B: Affiliate-Specific Guidelines

Affiliate sites may make use of additional color schemes, through the application of ReturnBuy palettes.

- Predefined palettes will be available for ready application to new or existing sites.
- Current palettes:
 - Money [Dark Green/Dark Gold]
- Custom palettes may be constructed as contracted with affiliates, and should be drawn from compatible colors as agreed upon by ReturnBuy and affiliate representatives.

Notes

¹*Parallel construction* means that expressions of similar content and function should be outwardly similar. Contrary to the popular belief of amateur writers, writing is rarely improved by variety of construction. For more information about this basic principle of composition, see the following

references:

- Strunk, W. and White, E.B. (1995), *The Elements of Style*, 3rd edition, Allyn & Bacon
- Charles Darling's online [Guide to Grammar and Writing](#)

²Following a multi-platform standard practice, a command or action name that contains a trailing *ellipsis* (...) requires additional user input before it can execute. A command or action name that does not contain a trailing ellipsis will execute immediately. For more information about this standard practice, see the following references:

- Apple Computer, Inc. (1992), *Macintosh Human Interface Guidelines*, Reading, MA: Addison-Wesley
- Microsoft Corporation (1992), *The Windows Interface: An Application Design Guide*, Redmond, WA: Microsoft Press
- International Business Machines Corporation (1991), *Systems Application Architecture Common User Access Advanced Interface Design Reference*, Cary, NC: IBM Corporation