

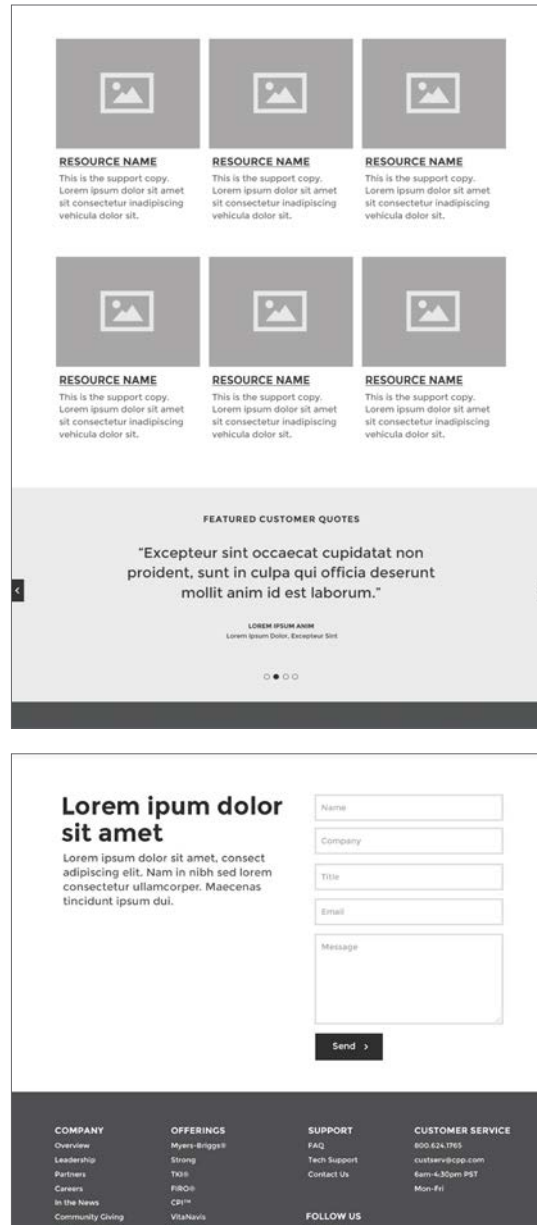
hello.

CPP  
BREADTH OF PROJECT WORK

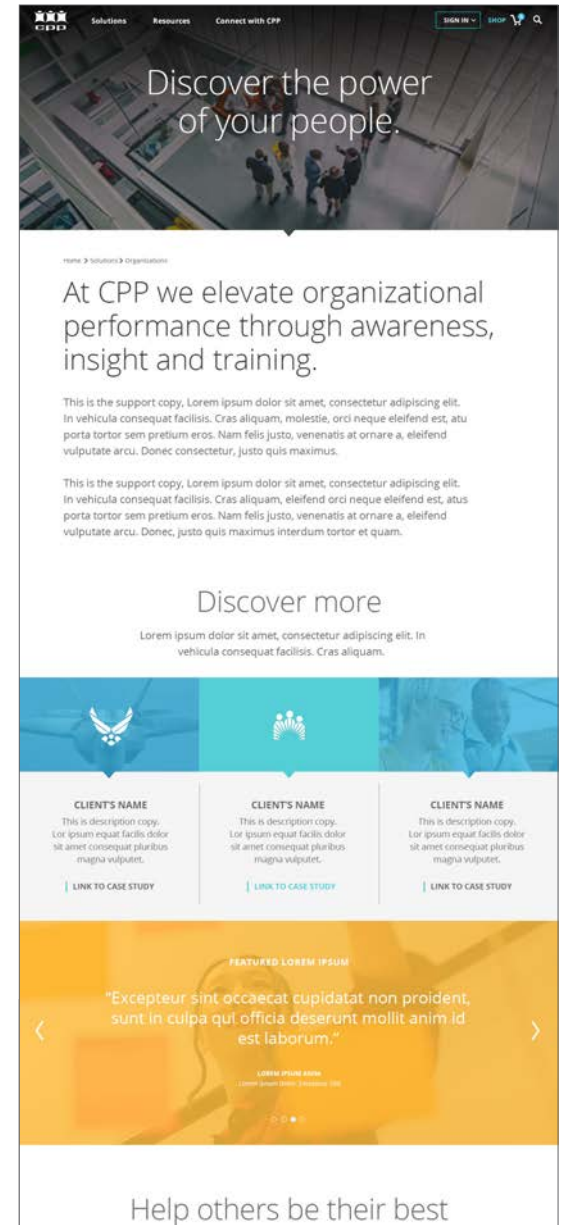
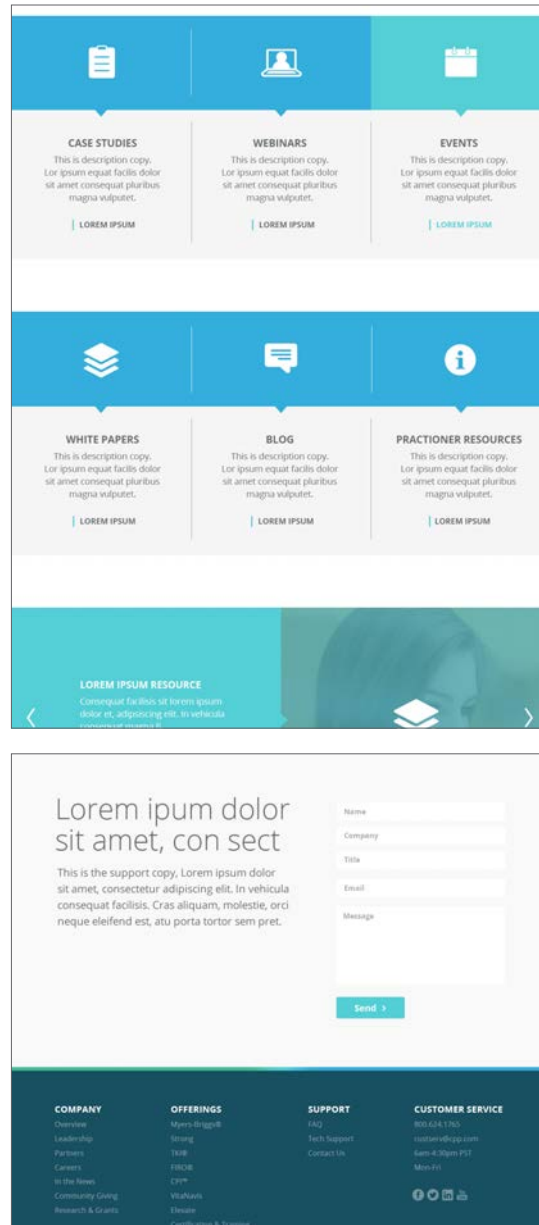
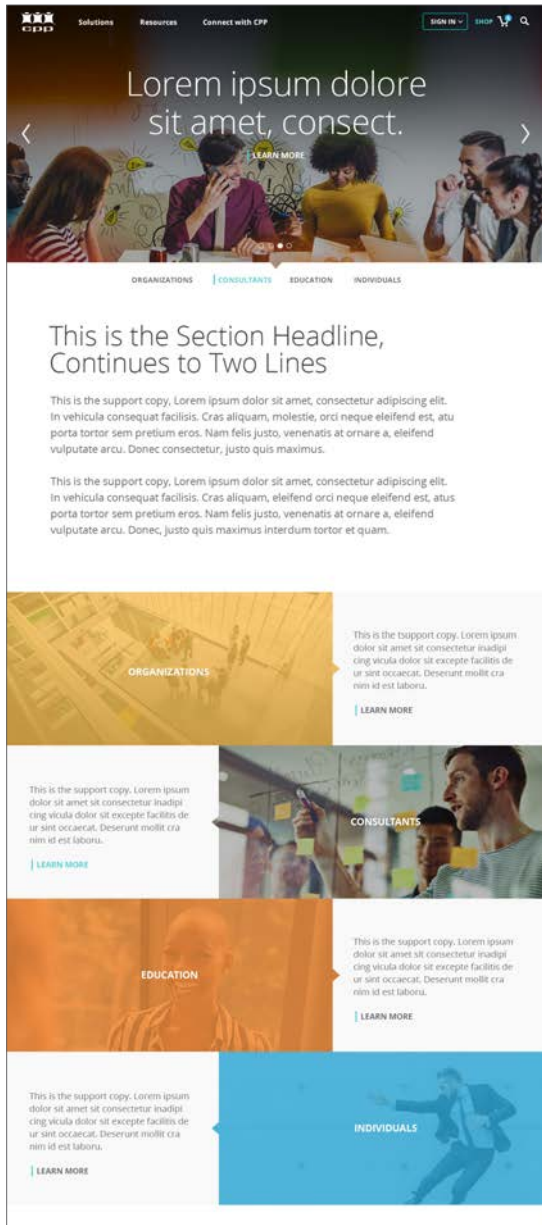
300FeetOut

**cpp.com**

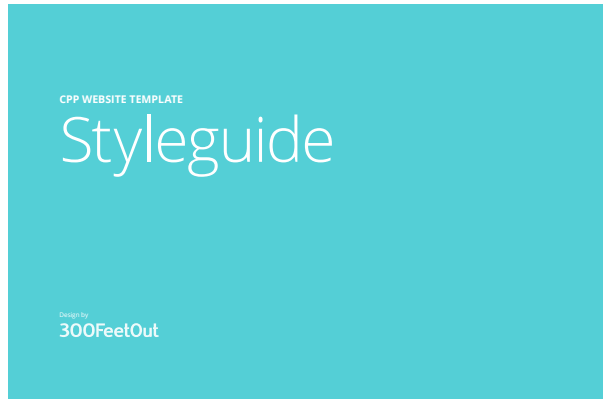
# UX / Wireframes



# UI / Visual layer



# BRAND / Template Style Guide



### COLOR PALETTES

**PRIMARY COLORS**

- #34cfd6
- #1846f1

**SOLUTIONS COLORS**

- #ffc34e
- #92d11e
- #f9d442
- #33aedd

**SECONDARY COLORS**

- #3b3b40
- #656b6f
- #f9f9f9
- #527b89
- #8ca7bd

### TYPOGRAPHY GUIDE

**GENERAL**

- Open Sans Light, 75pt, Sentence Case  
**This is the text style for hero image titles**
- Open Sans Light, 75pt, Sentence Case  
**This is the text style for headline titles**
- Open Sans Regular, 36pt, Sentence Case  
**This is the text style for quotes**
- Open Sans Regular, 24pt, Sentence Case  
**This is the text style for body copy**
- Open Sans Regular, 24pt, Uppercase  
**THIS IS THE TEXT STYLE FOR ICON TITLES**

### BUTTONS/LINKS/DROPDOWN STATES

**BUTTON DIMENSION:**

word padding: 15px  
height: 30px  
font size: 14px  
\*Length of button should be coded to accommodate content within button

**BUTTON HOVER STATES (DESKTOP ONLY):**

Outline: Text #54cfd6 #ffff → Fill: #ffff → Text: #1846f1 #1846f1

Fill: #54cfd6 #54cfd6 → Text: #fff #fff → Fill: #40a3ac #40a3ac → Text: #fff #fff

**TEXT LINK HOVER STATES (DESKTOP ONLY):**

Text: #54cfd6 → Text: #34cfd6

**DROPDOWN STATES:**

Background Fill: #f9f9f9 → Text: #527b89 → Background Fill: #34cfd6 → Text: #fff

### ROLLOVER STATES (DESKTOP ONLY)

**SOLUTIONS GRAPHIC ROLLOVER STATE:**

Color Overlay: 70% transparency

**CASE STUDY ROLLOVER STATE:**

Color Fill: #33aedd

Rollover Color Fill: #34cfd6

### NAVIGATION STATES (DESKTOP ONLY)

**NAVIGATION WITH STICKY HEADER (APPEARS WHEN SCROLLING DOWN PAGE)**

Header Height: 50px

Navigation Links distance: 10px

**NAVIGATION WITH MENU DROPDOWN ACTIVATED**

Background: #3b3b40

Header extends to from baseline of word: 20px

Lower Level Navigation Item Background State: #8ca7bd

Lower Level Navigation Item Background State: #ffff

# BRAND / Website Accessibility Guide

Chapter 2 / 01 Homepage Wireframe (Desktop view)



## Accessibility Notes

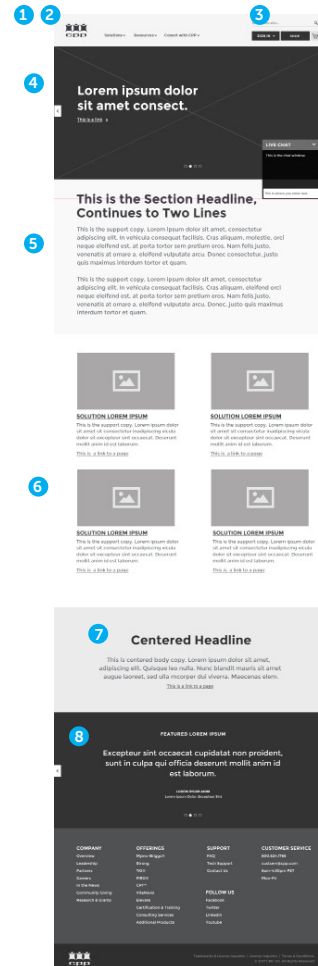
### Homepage Mobile View

**Notes:**  
For Mobile, similar guidelines will apply along with a few additional ones from Desktop. Please use provided Chapter 1 WCAG 2.0 key as the main guidance. Most of the checklist items will be applied to the site globally. The instruction shown on this page are supplements which give a better idea on how those checklist items should be applied to the site.

1. **Globally (Design, future branding)**
  - 1.4.1 Use of Colour
  - 1.4.4 Resize Text
  - 1.4.5 Images of Text
2. **Globally (Dev)**
  - 2.1.1 Keyboard
  - 2.1.2 No Keyboard Trap
  - 2.4.2 Page Titled
  - 2.4.3 Focus Order
  - 2.4.7 Focus Visible
3. **Search & Navigation**
  - 2.4.5 Multiple Ways
  - 3.2.3 Consistent Navigation
  - 3.2.4 Consistent Identification
4. **Image Slider or Video Content Area**
  - 2.2.2 Pause, Stop, Hide
  - 2.4.1 Bypass Blocks
  - 1.1.1 Non-text Content
  - 2.4.4 Link Purpose
  - 1.4.3 Contrast
5. **General Text Block Area**
  - 3.2.4 Consistent Identification (buttons, icons)
  - 2.4.6 Headings & Labels
  - 2.4.4 Link Purpose (In Context)
6. **Image Content Area**
  - 1.1.1 Non-Text Content
  - 1.3.1 Info + Relationships
  - 1.4.5 Images of Text
  - 2.4.4 Link Purpose (In Context)
7. **General Text Block Area Centered**
  - 3.2.4 Consistent Identification (buttons, icons)
  - 2.4.6 Headings & Labels
  - 2.4.4 Link Purpose (In Context)
8. **Text Based Feature Slider**
  - 2.1.1 Keyboard
  - 2.1.2 No Keyboard Trap

300FeetOut	Client: CPP.COM
	Version: 1.0
	Revision Date: 05-04-17
	File: CPP-UX-Template

Chapter 2 / 01 Homepage Wireframe (Desktop view)



## Accessibility Notes

### Homepage Desktop View

**Notes:**  
Please use provided Chapter 1 WCAG 2.0 key as the main guidance. Most of the checklist items will be applied to the site globally. The instruction shown on this page are supplements which give a better idea on how those checklist items should be applied to the site.

1. **Globally (Design, future branding)**
  - 1.4.1 Use of Colour
  - 1.4.4 Resize Text
2. **Globally (Dev)**
  - 2.1.1 Keyboard
  - 2.1.2 No Keyboard Trap
  - 2.4.2 Page Titled
  - 3.2.1 On Focus
3. **Search & Navigation**
  - 2.4.5 Multiple Ways
  - 3.2.4 Consistent Navigation
4. **Image Slider or Video Content Area**
  - 2.2.2 Pause, Stop, Hide
  - 2.4.1 Bypass Blocks
  - 1.1.1 Non-text Content
  - 2.4.4 Link Purpose
  - 1.4.3 Contrast
5. **General Text Block Area**
  - 3.2.4 Consistent Identification (buttons, icons)
  - 2.4.6 Headings & Labels
  - 2.4.4 Link Purpose (In Context)
6. **Image Content Area**
  - 1.1.1 Non-Text Content
  - 1.3.1 Info + Relationships
  - 1.4.5 Images of Text
  - 2.4.4 Link Purpose (In Context)
7. **General Text Block Area Centered**
  - 3.2.4 Consistent Identification (buttons, icons)
  - 2.4.6 Headings & Labels
  - 2.4.4 Link Purpose (In Context)
8. **Text Based Feature Slider**
  - 2.1.1 Keyboard
  - 2.1.2 No Keyboard Trap



300FeetOut	Client: CPP.COM
	Version: 1.0
	Revision Date: 05-04-17
	File: CPP-UX-Template

**cpp mbti**

# UX / Information Hierarchy

<b>Project:</b> CPP MBX	<b>Page Code:</b> 0.1	<b>Page Description:</b> Dashboard State 2 Returning New User - Pre-Verification	<b>Date:</b> 3/10/2017 <b>Version:</b> Proposed - v3
----------------------------	--------------------------	--	--

This schematic inventories the elements and shows prioritization of the elements on this page.  
This schematic does not represent final copy nor design.


<b>Key</b>	Body Copy This is Body Copy	Graphics <b>Label</b>	Buttons <b>Buttons</b>	Information hierarchy <b>1</b> (most important) - <b>6</b> (least important)
	Headers <b>This is a Header</b>	Photos/Videos  	Link <b>Link</b>	Annotation <i>Annotations look like this</i>

1 **Logo**


2 **My Account**

**3 Welcome back, Rex**  
You're here because Lorem ipsum dolor sit amet, consectetur adipiscing elit.  
To get started Lorem ipsum dolor sit amet, consectetur adipiscing elit.

**Level 8**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum nisl



**Level 8**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit.



**4 Activities**

*Graphic/Icon*

#Activity 1  
#Description  
Status

**Continue/CTA**

*Graphic/Icon*

#Activity 2  
#Description  
Status

**Continue/CTA**



**5 Type Trends Widget Placeholder**

**6** © 2017, CPP Inc. All rights reserved.

300FeetOut Confidential | Rex Vokey rex@300feetout.com | www.300feetout.com

<b>Project:</b> CPP MBX	<b>Page Code:</b> 0.2	<b>Page Description:</b> Dashboard State 3 Post-Verification User	<b>Date:</b> 3/10/2017 <b>Version:</b> Proposed - v3
----------------------------	--------------------------	---	--

This schematic inventories the elements and shows prioritization of the elements on this page.  
This schematic does not represent final copy nor design.


<b>Key</b>	Body Copy This is Body Copy	Graphics <b>Label</b>	Buttons <b>Buttons</b>	Information hierarchy <b>1</b> (most important) - <b>7</b> (least important)
	Headers <b>This is a Header</b>	Photos/Videos  	Link <b>Link</b>	Annotation <i>Annotations look like this</i>

1 **Logo**

2 **My Reports Advice Contacts Tools More to Explore Share My Account**

**3 Welcome back, Rex**  
You're here because Lorem ipsum dolor sit amet, consectetur adipiscing elit.

**Level 8**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit.



**Level 8**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

**4 Activities**

*Graphic/Icon*

#Activity 1  
#Description  
Status

**Continue/CTA**

*Graphic/Icon*

#Activity 2  
#Description  
Status

**Continue/CTA**

**5 Content Area**

**Compare Types**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut at hendrerit quam, at mattis massa.  
To continue Lorem ipsum dolor sit amet, consectetur:

[Action A](#)  
[Action B](#)  
[Action C](#)

[Recommendation A](#)  
[Recommendation B](#)  
[Recommendation C](#)

**Action**

**6 Type Reference Contacts (TBD)**

Name - Level 3  
Name - Level 4  
Name - Level 1  
Name - Level 0  
Name - Level 10

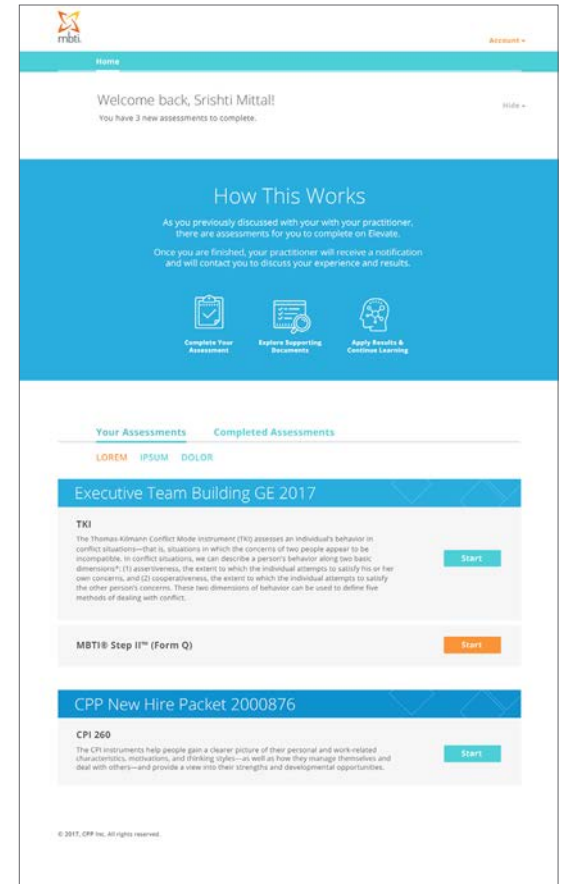
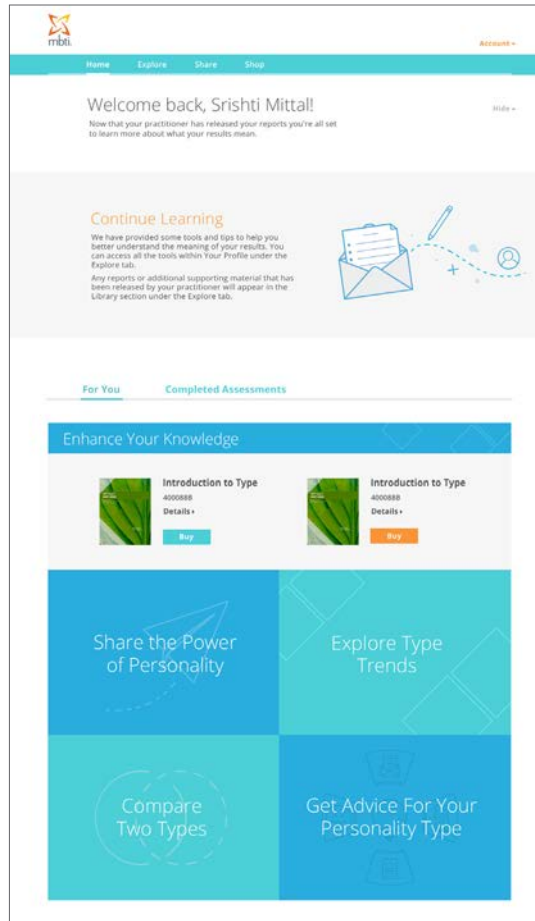
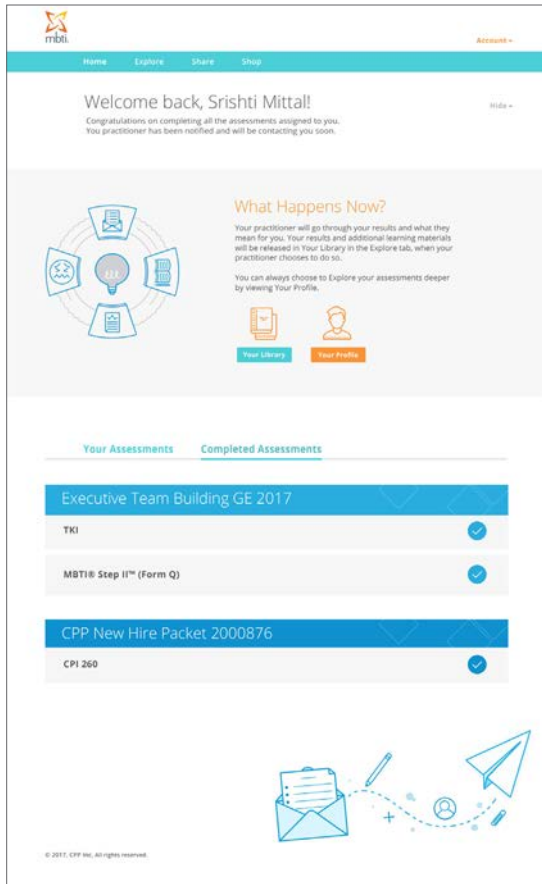
search

**7** © 2017, CPP Inc. All rights reserved.

300FeetOut Confidential | Rex Vokey rex@300feetout.com | www.300feetout.com

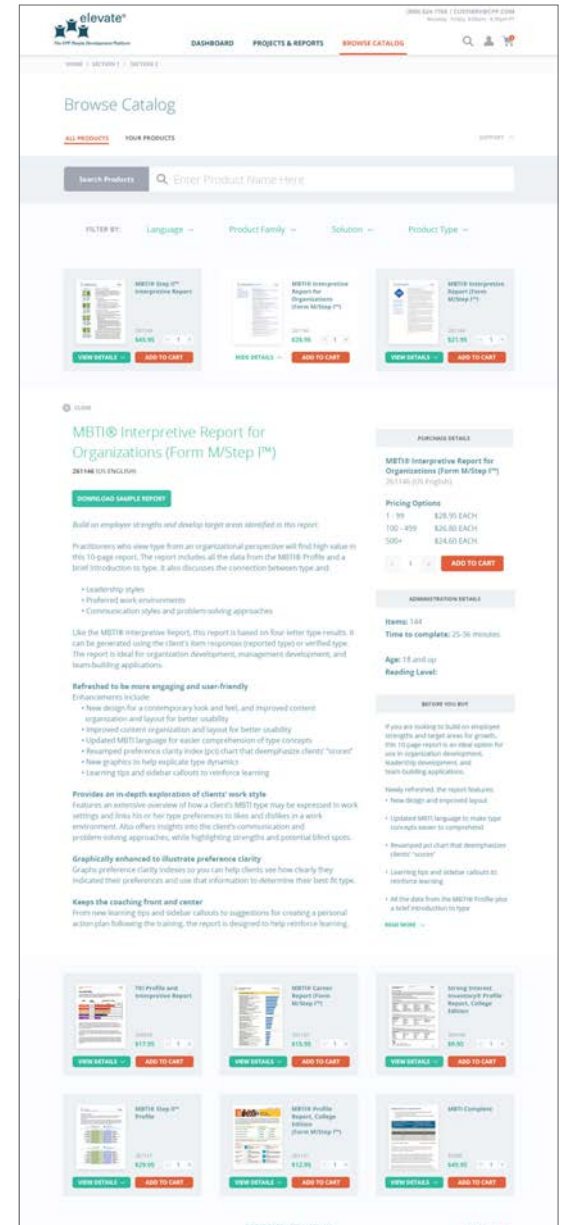
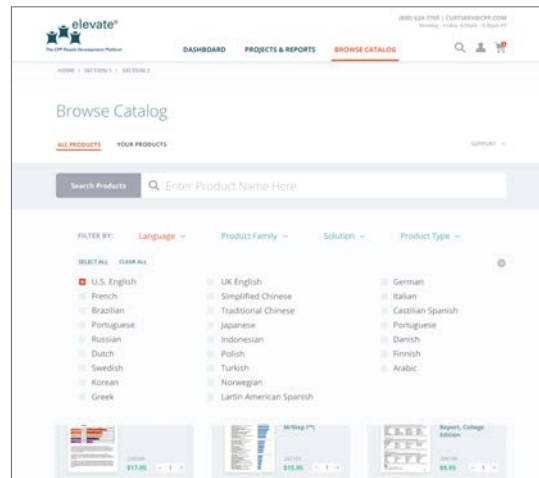
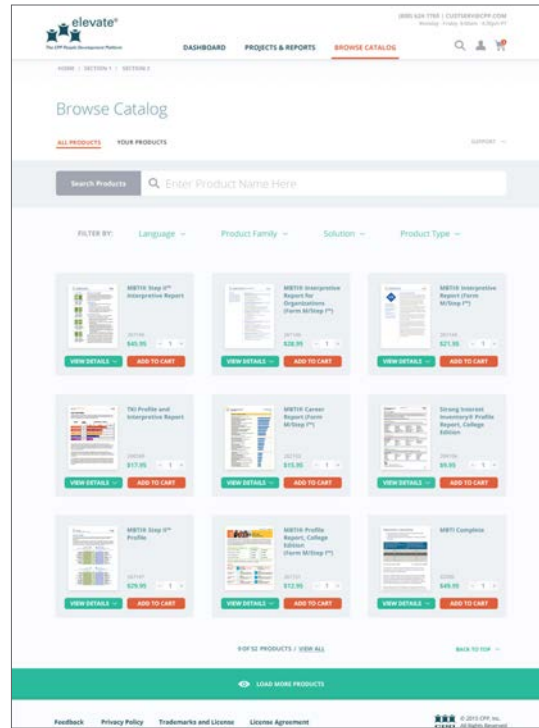
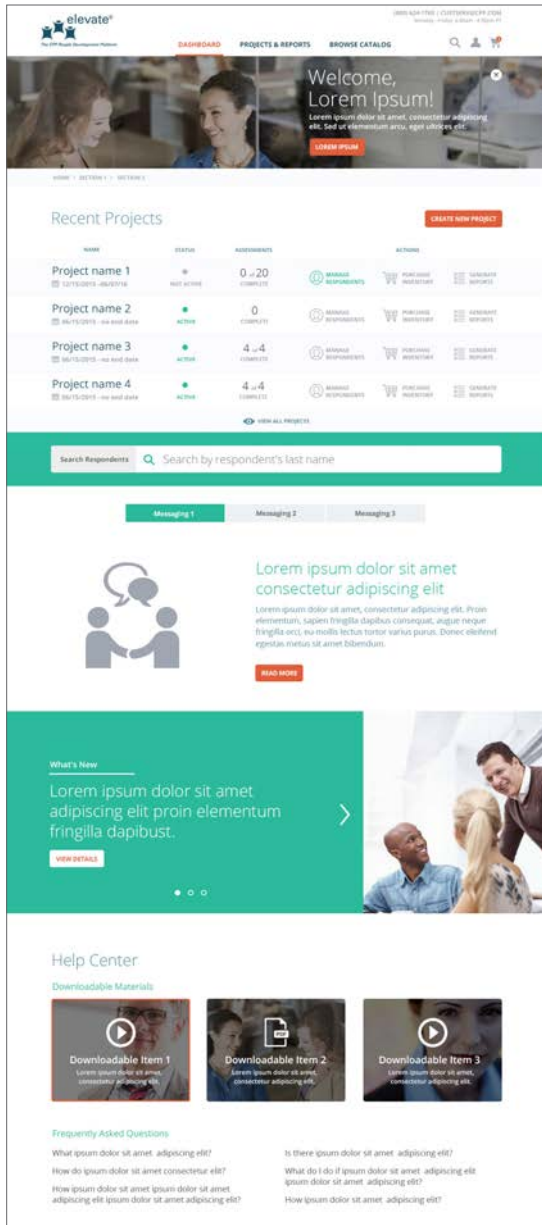


# UI / Visual layer

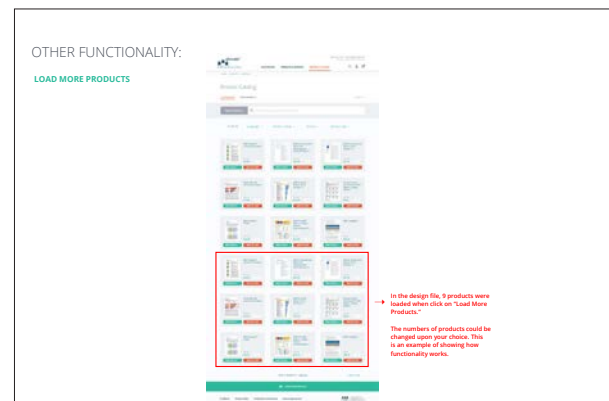
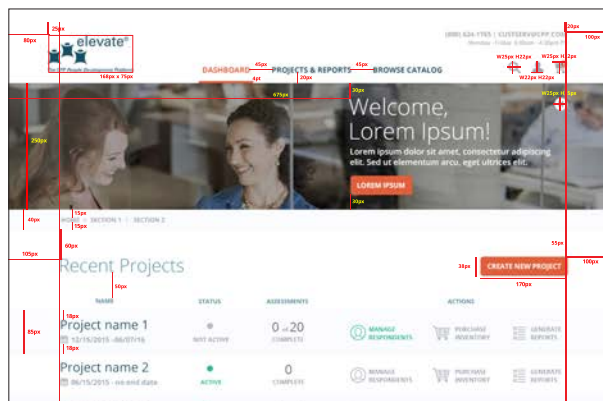
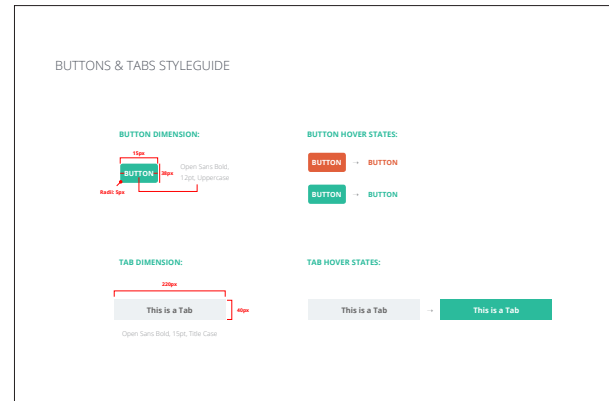
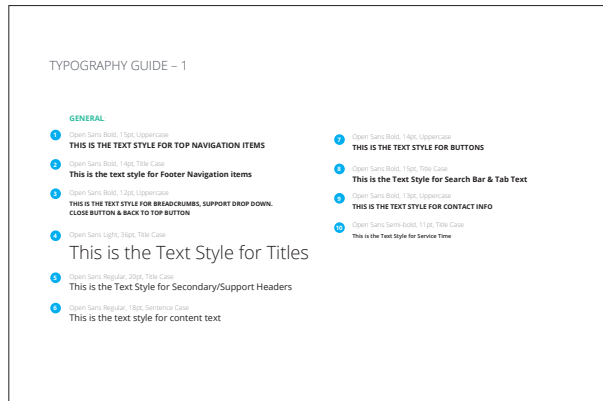
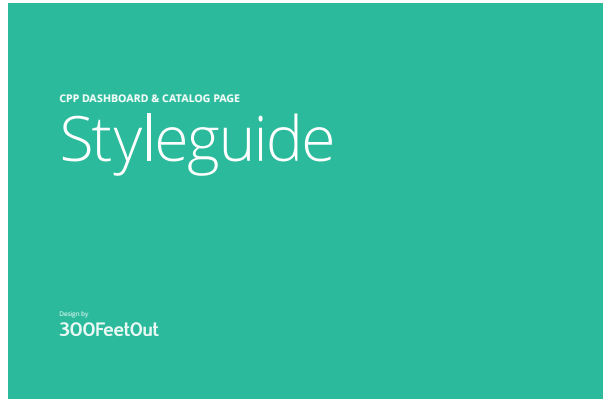


**cpp elevate**

# UI / Visual layer



# BRAND / Template Style Guide



**thanks.**

**break thru. stand out.**

**300FeetOut**