



STRONG HAS A NAME.™



STRONG HAS A NAME.™

DIGITAL **STYLE** GUIDE

Updated December 13, 2013



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DIGITAL STYLE GUIDE PURPOSE

This style guide is a digital addendum to Schlage's Brand Guide. It is provided to help maintain integrity throughout the Schlage .COM website, external landing pages, and other instances that digitally manifest the Schlage brand. It represents the core, but not all, elements that forge the Schlage.com website.

Basically this style guide serves as a reference for specifications and usage of color, fonts, user interface elements, imagery, and creative design elements.

It is intended to aid in current and future digital design and front-end development of the Schlage Brand.

This style guide is not intended to be a substitute for wireframes.

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COLOR PALETTE

The following color palettes are a digital translation of Schlage's brand colors. Additional colors were added to help strengthen the visual communication of the site, yet remain complementary to the brand's color palette.

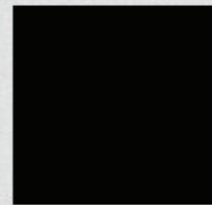
Primary



#003057



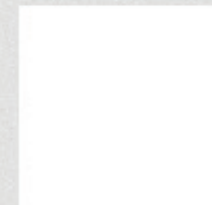
#00a9e0



#000000

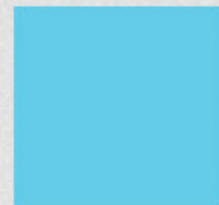


#8f8f8c



#FFFFFF

Secondary



#66CCE8



#4f4f4f

Schlage Logo



#003865



#0077C8

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DIGITAL TYPOGRAPHY

In addition to being pleasing to the eye and easy to read, the perfect online typography must also work across various operating systems and devices. For this reason we chose the families of fonts below for explicit use on the Schlage website.

See actual page specs for more information regarding specific type specs throughout the Schlage.com website.

Additional licensing options for web fonts may be necessary depending on their application. Please see Schlage Brand stewards for more information.

Fonts

BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Bebas Neue should be used within the main navigation, as H1s, H2s, H3s, Section Titles, and other singular instances. Bebas Neue is a web safe font.

Roboto

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Roboto should be used as the main body copy, left hand navigation, Call to Actions, and faceting. Roboto is a web safe Google font.

BEBAS NEUE REGULAR

Roboto Light
Roboto Regular
Roboto Medium
Roboto Condensed Regular
Roboto Condensed Bold

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HEADLINES, SUBHEADS, AND BODY COPY

H1

H1 Subhead

H2

H3

Subsection Title
Treatment

Body Copy

56 PX BEBAS NEUE

#000000

#00a9e0

15 px Roboto Light

#000000

38 PX BEBAS NEUE

#000000

#00a9e0

30 PX BEBAS NEUE

#000000

#00a9e0

17 px Roboto Condensed

#000000

13 px Robot Light

#000000

Ordered Lists

Ordered list, or bullet, styling are found within the Tabs on the Product Detail page. However, they can be used wherever needed across the site. They are styled using an indent and divider line as opposed to the traditional bullet.

Heading

Etiam adipiscing feugiat justo a rhoncus. Nam sit
amet Maecenas et ultrices

Sit amet purus nec faucibus. Nam quis lectus odio.

I 11 px

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NAVIGATION ELEMENTS

An overall navigational strategy has been created for the Schlage.com website. This strategy covers a number of interaction points within the user interface, including text link stylings, hover states, faceting, and calls to action. While each element must clearly communicate and function on its own, a family of stylistic treatment interactions has been created to help all of these elements feel and function similarly.

BUTTON STYLES

Hero Call to Actions

Because of the environment in which they exist, the hero buttons are slightly larger in size than the rest of the buttons throughout the site.



Type:

16 px Roboto Condensed Regular
#000000

Button:

Body: #3d3d3d

Gradient Stroke:

Outside, Linear
#00a9e0 - #66cce8

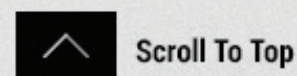
Primary Call to Actions

Primary buttons are used throughout the site for all primary calls to action. A primary call to action represents actions that the user is most likely to take in order to complete an experience. They are dominant on a page and guide users to the next logical step in the process.



SCROLL TO TOP ANCHOR TAG

For long scrolling pages, an anchor tag button exists that will pin itself to the bottom of the browser chrome. This anchor tag is to assist users in the navigation of the page. By clicking on the anchor tag, users will return to the top of the page.



Type:

15 px Roboto Condensed Bold
#000000

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TEXT LINK STYLING

Hyperlinks (or links) connect Web pages. They enable us to travel from one page to the next at just a click. Text links should stand out not only from the background, but also from the surrounding text.

Secondary CTA - Text & Carrot

Secondary Calls to Action are similar to primary calls to action, but are visually styled to be slightly less prominent. They represent alternate actions that a user may take on any given page, thus providing flexibility in the user experience. The secondary CTA **should sit 24 pixels below** the copy above when possible.

Handlesets >

#000000

Handlesets >

Handlesets >

Handlesets >

#00a9e0

Type:

15 px Roboto Condensed, Bold

Interaction:

With mouse hover the arrow within the gray circle animates. It rotates, masked within the area of the gray circle, moving right until out of view. It then reappears on the left hand side before stopping in the center.

Section Titles

NEWS & EVENTS

#000000

CONNECT WITH US

#00a9e0

Body Text Links

Lowe's Home Improvement
186 N. Cleveland-Massillon Rd
Akron, OH 44333
330-123-4567

Distance: 2.7 Miles

[Get Directions](#)

#00a9e0

Average rating | [Read Reviews](#) (32)

Average rating | [Read Reviews](#) (32)

#00a9e0

Type:

32 px Bebas Neue

Type:

13 px, 17px leading
Roboto, Regular

Interaction:

On hover, all body text links become underlined.

[Warranty](#)



#00a9e0

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Product Titles



- ① Addison Style Accent Handleset ③
- ② Availability: Schlage, In Store, Online



☒ Compare ④



Addison Style Andover Handleset
[Lorem Ipsum Dolor](#)

Availability: Schlage



☒ Compare

Type:

1. 16 px Roboto Condensed Regular #000000
2. 13 px Roboto Italic #8f8f8c
3. 13 px Roboto Light #000000
4. 13 px Roboto Regular #00a9e0

Interaction:

On hover, all product titles become underlined and Schlage's Link Style Blue: #00a9e0

Note:

This styling does not apply to the Product Detail pages as, wherein, the product titles are not links.

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PRODUCT LISTING NAVIGATION

Product listing navigation is used in various areas throughout the site to offer a secondary means of exploring the content within the Schlage.com website. This styling is used for showcasing categories, products within categories, cross/up-selling, and more.

Note: Imagery from the Content Management System image library can be used. Image size and padding specifications can be found later in the style guide.

Right Rail



Type:

1. **30 PX BEBAS NEUE #000000**

2. 10 px Roboto Condensed Regular #000000

3. 15 px Roboto Condensed Bold #000000

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PRODUCT LISTING NAVIGATION

Home Page Content Images

THE MOST **STYLISH & SECURE** OFFERING



Intangible Certainty

Built with exceptional durability and craftsmanship, you won't worry about the strength of your security again.

View Handlesets >



Integrated Décor

From door levers and knobs to matching hardware, we have something to compliment your home.

View Knobs & Levers >



Inspiring Design

All of our products are styled to be as unique as the home you've built.

View Style Collections >



Intelligent Security

Gain complete control of your home—all at your fingertips—with integrated security solutions.

Electronic Options >



In the Details

Adorn your home with stylish and strong accessories that are built to last.

View Accessories >

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PRODUCT LISTING NAVIGATION

Product Category

SCHLAGE DEADBOLT **PRODUCT CATEGORIES**



One Side Keyed

Lorem ipsum dolor sit amet, consectetur adisp.

View Category >



Two Sides Keyed

Lorem ipsum dolor sit amet, consectetur adisp.

View Category >



Touchscreen

Lorem ipsum dolor sit amet, consectetur adisp.

View Category >



Keypad

Lorem ipsum dolor sit amet, consectetur adisp.

View Category >

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Breadcrumbs

On a Dark Background

¹ [Home](#) > ² [About](#)

On a Light Background

[Home](#) > [Products](#) > [Handlesets](#) > ³ [One Side Keyed](#)

On a Light Background Wrapped

[Home](#) > [Products](#) > [Handlesets](#) > [One Side Keyed](#) > [Century Style Merano Lever One Side Keyed Handleset](#)

ICONS



#4f4f4f



#00a9e0



Tile: #90908d
Icon: #ffffff



Tile: #00a9e0
Icon: #ffffff



Type:

1. 13 px Roboto Condensed Regular
#00a9e0
2. 13 px Roboto Condensed Regular
#FFFFFF
3. 13 px Roboto Condensed Regular
#000000

Interaction:

On hover, all breadcrumb text links become underlined.

Interaction:

On hover, all icons become #00a9e0.

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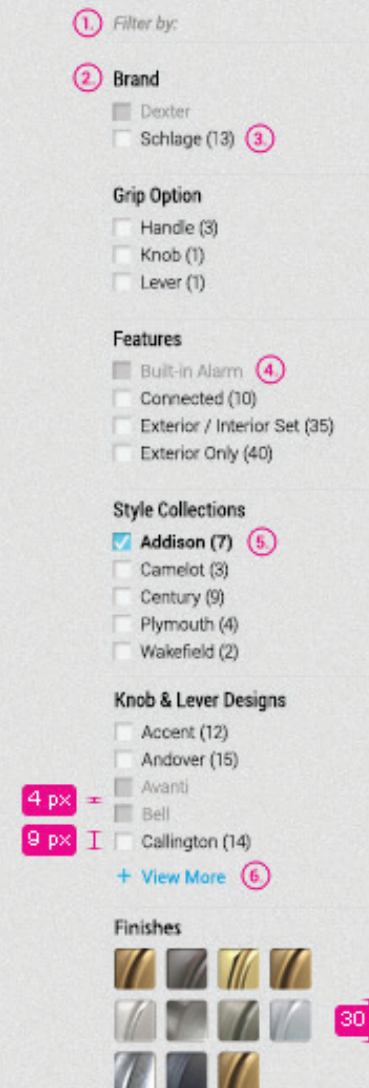
> Page Templates

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FACETING

Faceting is a feature that provides a scalable method for the customer to browse the product catalog and filter results. Faceting options are broken into relevant groups that are actionable via a checkbox. Clicking on the checkbox selects that specific attribute and refreshes the page, applying that facet as a filter to the content displayed. The selected facet attribute/filter is then noted at the top of the page within the "Your Selections" section. The facet attribute/filter can be removed by clicking the blue "x."



Type:

1. 13 px Roboto Italic #8f8f8c
2. 15 px Roboto Condensed Regular #000000
3. 13 px Roboto Light #000000
4. 13 px Roboto Light #8f8f8c
5. 13 px Roboto Medium #000000
6. 13 px Roboto Regular #00a9e0

Interaction:

Inactive

Static

Active

(call out to left)

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FACETING | CONTINUED

Sort by:

A-Z



Results: 1-5 of 5 | Page 1

1 Your Selections

2

×

Handlesets

×

One Side Keyed

×

Addison

3

×

Clear All

Type:

1. 13 px Roboto Italic #FFFFFF

2. 15 px Roboto Condensed Regular #000000

3. 13 px Roboto Light #00a9e0

Your Selections

×

Handlesets

×

One Side Keyed

×

Addison

×

Accent

×

Connected

×

Clear All

Your Selections

You have not selected any choices.

Results: 1-5 of 5 | Page 1

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COMPARE PRODUCTS

During the browse experience within the Product Listing page, a user has the ability to compare products by clicking the "compare" checkbox. At the bottom of the browser, a chrome "Product Comparison" module appears. A user may select up to 5 products to compare and can expand the module by clicking the "View Details" button.

Compare Products Activated



Addison Style Accent Handleset

Availability: Schlage, In Store, Online



☒ Compare

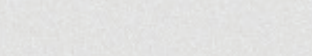


Addison Style Andover Handleset

Availability: Schlage



☒ Compare



Addison Style Callington Handleset

Availability: Schlage, In Store, Online

No rating | [Write a Review](#)

☒ Compare

1 PRODUCT COMPARISON

2 View up to 5 products side-by-side.

3 Comparing 3 of 5

4 View Details

5 Clear All

Type:

1. 30 PX BEBAS NEUE #FFFFFF
2. 15 px Roboto Condensed Regular #FFFFFF
3. 30 px Roboto Condensed Regular, #FFFFFF & #00a9e0
4. 16 px Roboto Condensed Regular #FFFFFF
5. 13 px Roboto Medium #FFFFFF

Notes

Condensed to show all stylings. Please reference the Final Design PSD
(*ING_Schlage_PLPCompare_TN_v14_20131011*)

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Compare Products Expanded

The Product Styling within the compare drawer is a scaled down styling of the browse experience. Product Imagery Specifications can be found later in this style guide.



Type:

1. 16 px Roboto Condensed Regular #000000
2. 13 px Roboto Italic #8f8f8c
3. 13 px Roboto Light #000000
4. 13 px Roboto Regular #00a9e0

Notes

Condensed to show all stylings. Please reference the Final Design PSD (ING_Schlage_PLPCompare_TN_v14_20131011)

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LEFT SIDE NAVIGATION

Left Side Navigation Collapsed (On Load) - See Next Page for Expanded Navigation

① Products

②
> Deadbolts (20) ③

> Knobs (30)

> Levers (30)

> Handlesets (30)

> Hardware & Accessories (50)

> Cables, Chains, & Padlocks (30)

24 px

± 4 px

Interaction:

Collapsed

Type:

1. 19 px Roboto Condensed,
Regular, 36 px leading

2. 13 px Roboto Light #000000
28 px leading

3. 13 px Roboto Medium #000000
28 px leading

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LEFT SIDE NAVIGATION | CONTINUED

Left Side Navigation Expanded

Support

- ① > How-To-Center
- ② ✓ **Security Center**
 - ③ Home Security Options
 - Security While Renting
 - Upgrade Your Security
 - Moving Checklist

- > Understand Product Options
- FAQs
- Product Registration
- Warranty Information
- Glossary of Terms

Support

- > How-To-Center

✓ **Security Center**

- Home Security Options
 - Security While Renting**
 - Upgrade Your Security
 - Moving Checklist

- > Understand Product Options
- FAQs
- Product Registration
- Warranty Information
- Glossary of Terms

Interaction:

Expanded
Expanded & Sub Page Selected

Type:

1. 13 px Roboto Light #000000
28 px leading
2. **13 px Roboto Medium**
#000000 28 px leading
3. 12 px Roboto Light #000000
19 px leading

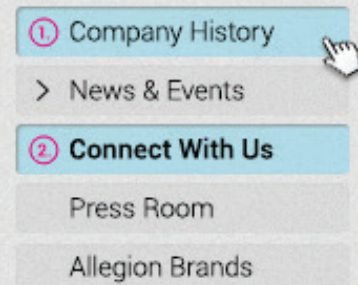
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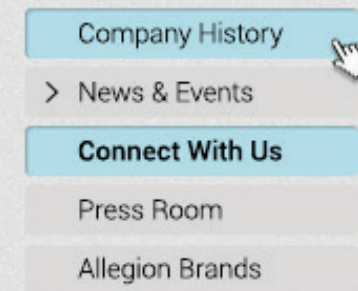
Left Side Navigation Graceful Degradation

To make sure the left side navigation is compatible with older browsers, two options for front end development have been created. The contemporary browser solution uses CSS styling to create the visual styling for the left side navigation. The older browser version uses transparent PNGs.

Contemporary Browser



Older Browsers (IE7 & IE8)



Contemporary Browser:

Uses CSS for left side navigation elements

Blue: #66CCE8 (40% Opacity)

Gray: #8F8F8C (10% Opacity)

Older Browsers (IE7 & IE8):

Uses static images for left side navigation elements

Light Blue (Selected &

Highlight): #B2DBE6

Gray: #DADADA

Type:

1. 13 px Roboto Light #000000

2. 13 px Roboto Medium
#000000

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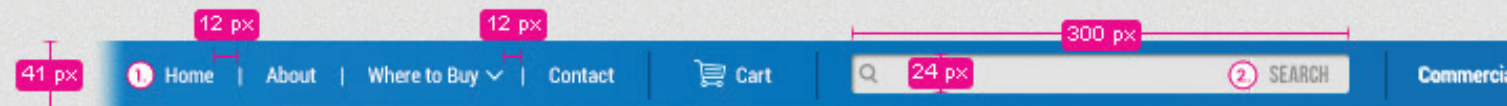
GLOBAL HEADER & FOOTER

The Global Header and Footer are the backbone to the new Schlage.com user interface. These elements stay consistent throughout the user's journey to reinforce the Schlage brand and to provide a consistent experience within the site.

Side Note: Condensed to show styling within page. Please reference the final PSD for full styling "*ING_Schlage_FullHeader_20131011.psd*" and "*ING_Schlage_Footer_20131010_v4.psd*"

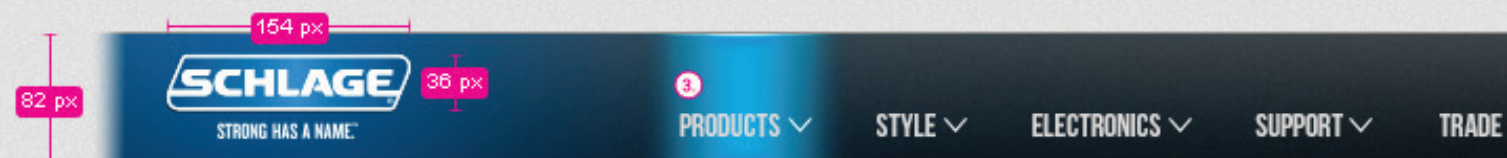
GLOBAL HEADER - UTILITY NAVIGATION

The utility navigation houses secondary navigational items that focus more on interacting with brand touchpoints rather than browsing products.



GLOBAL HEADER - GLOBAL NAVIGATION

The global navigation is the primary means of navigation for the site. It provides the shortest and most direct route for diving deeper into Schlage.com's top level categories. Upon interaction, it opens the global header's drawer.



Type:

1. 13 px Roboto Condensed Regular #FFFFFF
2. 15 PX BEBAS NEUE #8F8F8C
3. 20 PX BEBAS NEUE #DBDBDB

Interaction:

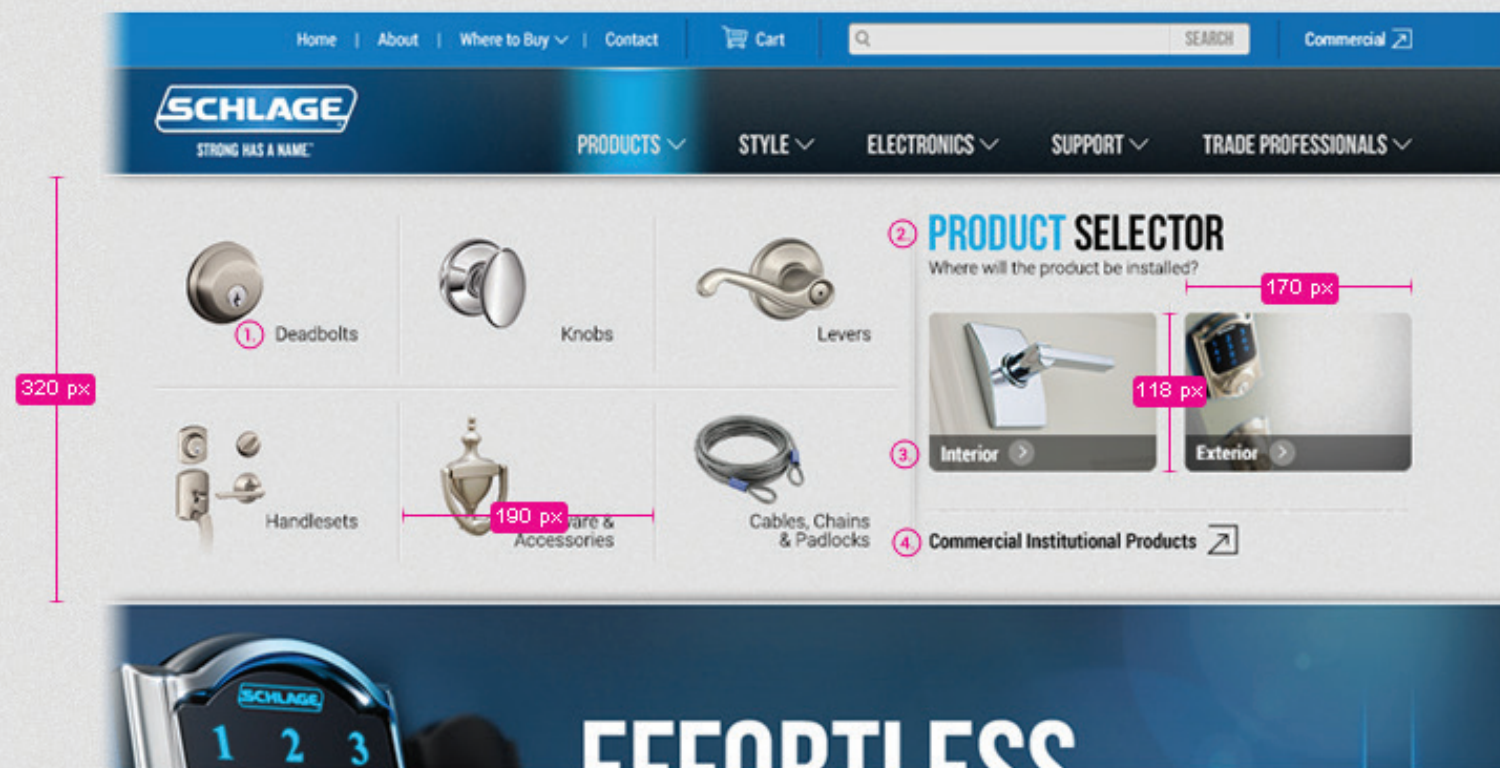
Upon mouse hover over a top-level category within the global header navigation, the active state of navigation is displayed. Upon click, the top-level categories drawer will be activated.

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GLOBAL HEADER - NAVIGATION DRAWER

The global header's drawer provides a high level overview within each of Schlage.com's top level categories. It also allows for content spots that can cross promote or offer alternate ways of reaching other sections within the site. There are two heights of the drawer based on the content within each global category.

Tall Drawer



Type:

1. 11 px Roboto Light #000000

2. **37 PX BEBAS NEUE #000000 & #00A9E0**

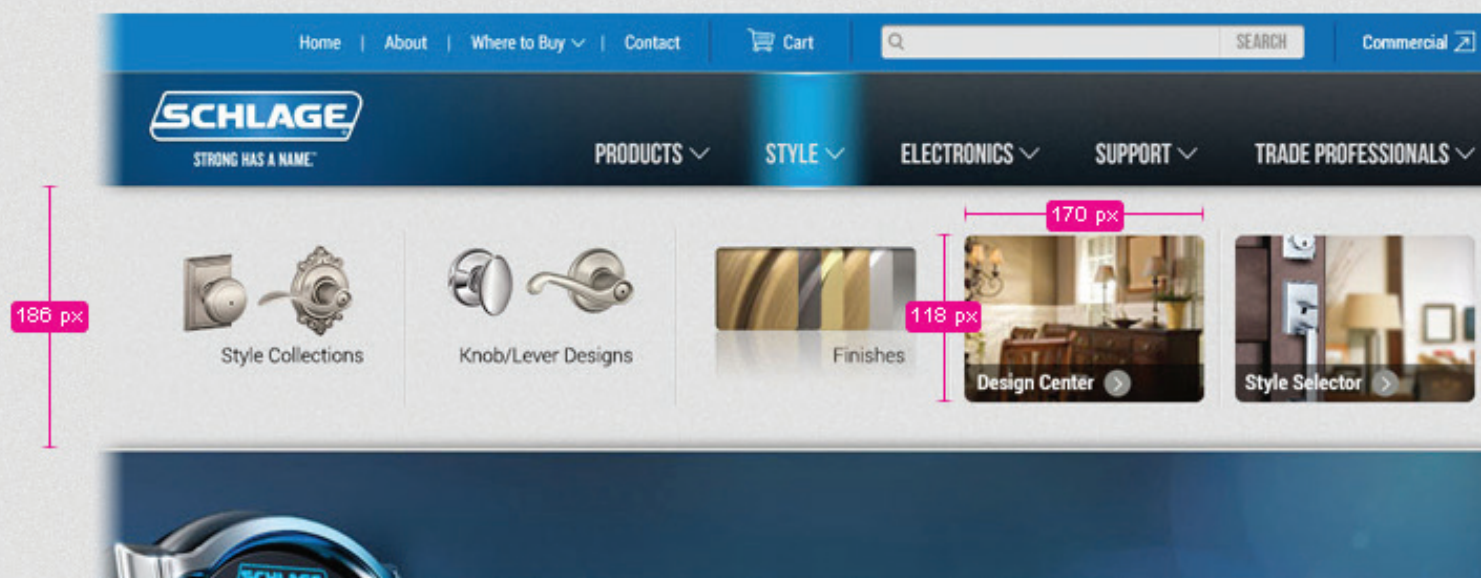
3. 15 px Roboto Condensed Bold #FFFFFF

4. 15 px Roboto Condensed Bold #000000

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GLOBAL HEADER - NAVIGATION DRAWER | CONTINUED

Short Drawer



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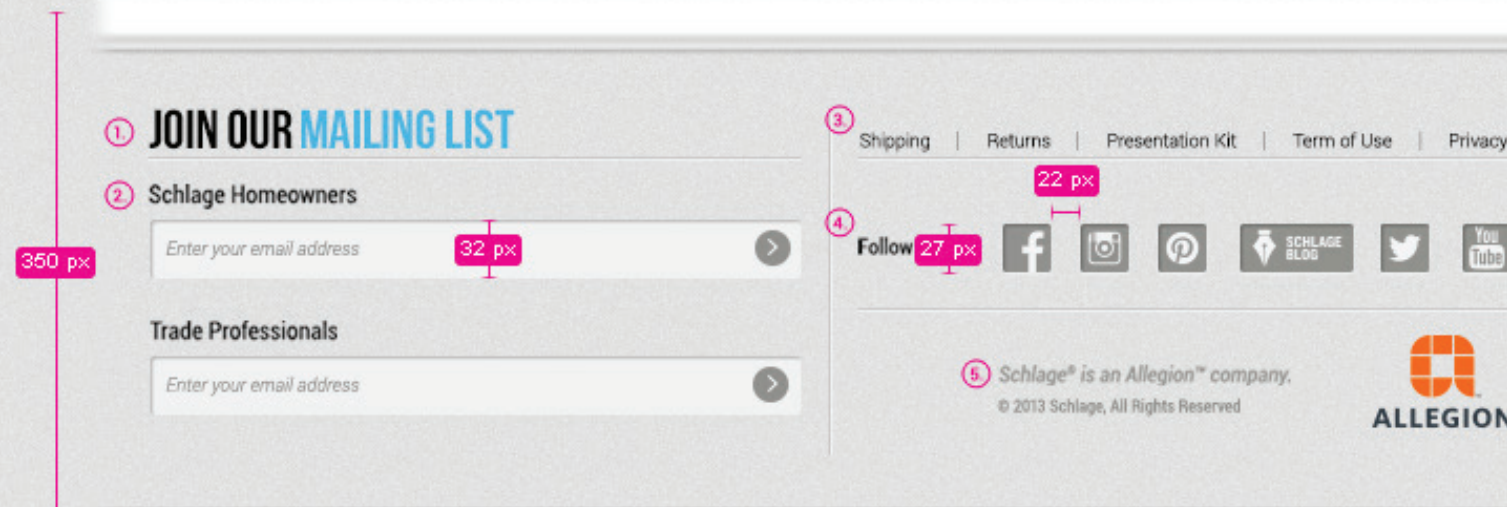
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FOOTER

The footer content area should appear on all pages within the website. It is a page anchor that offers an alternate means of navigation. Schlage.com's footer also features a mailing list sign-up section.



Type:

1. **24 PX BEBAS NEUE #000000 & #00A9E0**

2. **16 px Roboto Condensed Regular #000000**

3. **13 px Roboto Light #000000**

4. **15 px Roboto Condensed Regular #000000**

5. **15 px Roboto Condensed Italic #90908c**

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CONTENT SPOTS

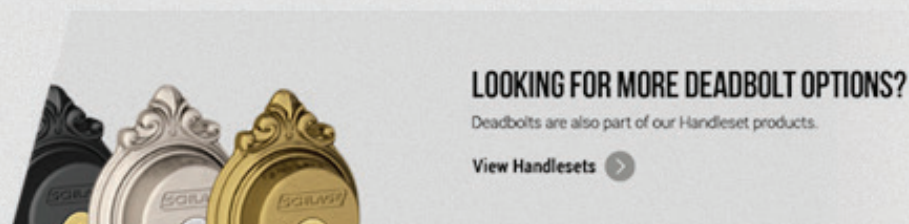
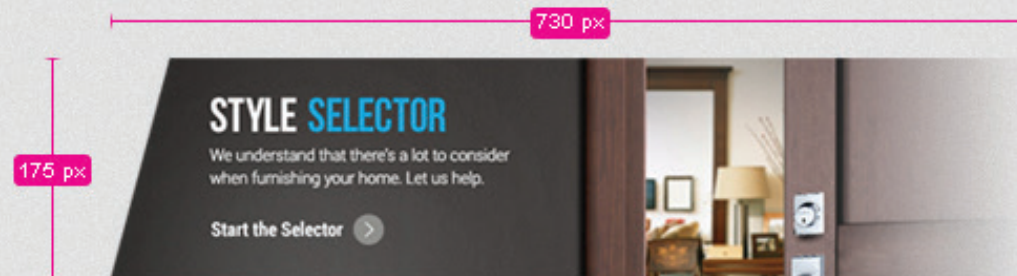
Content spots are used throughout the site to allow the brand to provide a dynamic experience for the user. Content spots can offer secondary or tertiary information to a user that is relevant to where they are within the site. We have created 4 sizes of content spots that live within various pages.

SIZES

Full Page width (on pages without a Left Side Navigation)



3/4 page width (on pages with a Left Side Navigation):



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- > **Content Spots**
- > Section Headers
- > Product Carousel
- > PDP Page - Expand & Collapse
- > Page Templates
- > Hero Spots
- > Image Sizes

SIZES | CONTINUED

Product Detail page



Half page width



- > Style Guide Purpose
- > Color Palette
- > Typography
- > Navigation Elements
- > Global Header & Footer
- > Content Spots
- > **Section Headers**
- > Product Carousel
- > PDP Page - Expand & Collapse
- > Page Templates
- > Hero Spots
- > Image Sizes

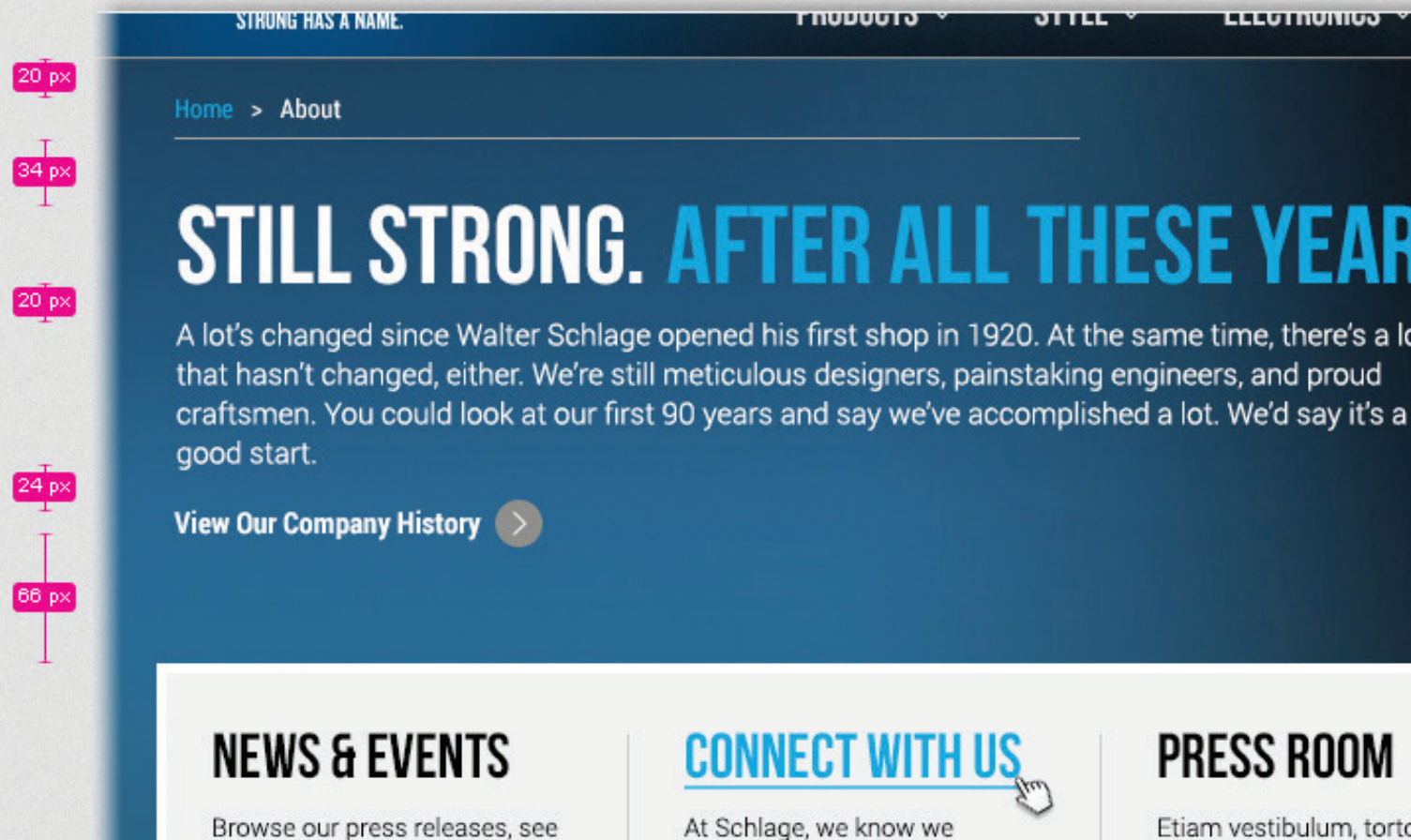
SECTION HEADERS

Section headers are used in a similar fashion to the hero area on the home page. They act as the first key in identifying where a user is within the Schlage.com website. We have created a system of three section headers that vary in size and context.

Side Note: Please reference the final Schlage.com wireframes and PSDs in regards to specifying application of section headers.

MEASUREMENTS

These measurements are to be used with a general template regarding the spacing of elements within the section headers. Please reference the final Schlage.com wireframes and PSDs for specifying elements within section headers.



- > Style Guide Purpose
- > Color Palette
- > Typography
- > Navigation Elements
- > Global Header & Footer
- > Content Spots
- > **Section Headers**
- > Product Carousel
- > PDP Page - Expand & Collapse
- > Page Templates
- > Hero Spots
- > Image Sizes

SIZES

Short Section Headers:

The short section headers are generally used within Second Level category pages, i.e., Product Category pages, Company History, The Product Selector, etc.



Tall Section Headers:

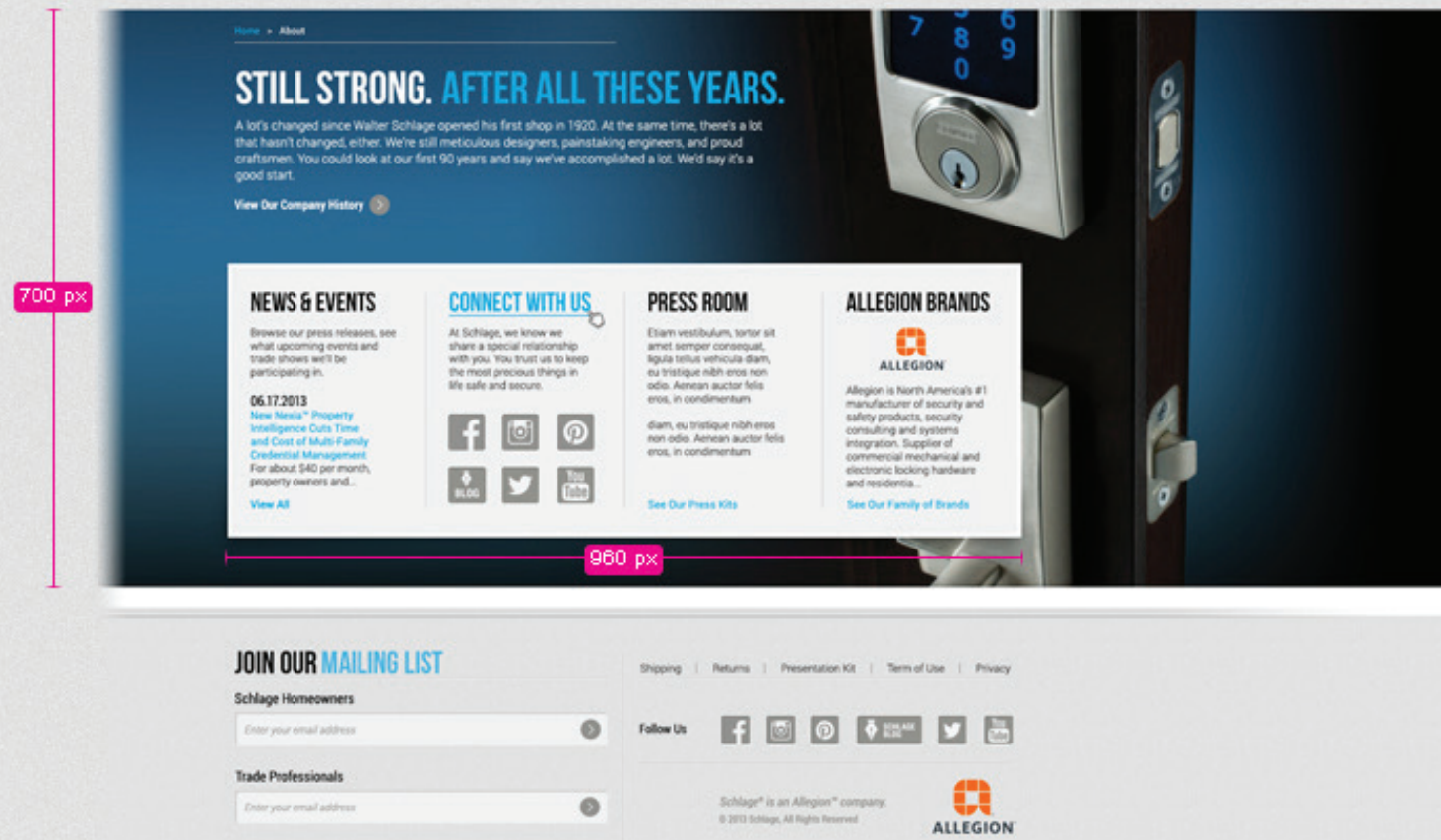
The tall section header is used within the Top Level Category Page, such as the Products page.



- > Style Guide Purpose
- > Color Palette
- > Typography
- > Navigation Elements
- > Global Header & Footer
- > Content Spots
- > **Section Headers**
- > Product Carousel
- > PDP Page - Expand & Collapse
- > Page Templates
- > Hero Spots
- > Image Sizes

Full Page Headers:

Full page headers appear on pages depending on content rather than level of page, within the Schlage.com website. These pages include: About, Trade Professionals, etc.

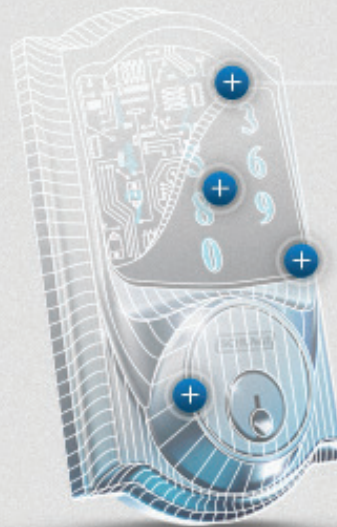


- > Style Guide Purpose
- > Color Palette
- > Typography
- > Navigation Elements
- > Global Header & Footer
- > Content Spots
- > Section Headers
- > **Product Carousel**
- > PDP Page - Expand & Collapse
- > Page Templates
- > Hero Spots
- > Image Sizes

PRODUCT CAROUSEL

The product carousel is used to showcase a singular product within the Schlage Product Family. With the first instance (site launch), we are showcasing the Electronic Touch Screen Deadbolt. The stylistic treatments borrow from the Electronic Touch Screen Deadbolt microsite. Any product, however, could be featured in a similar fashion. The product carousel will live within a Top Level Category page.

THE TOUCHSCREEN DEADBOLT



FINGERPRINT RESISTANT TOUCHSCREEN

Intruders can't detect which numbers you've pressed, even after repeated use.

FINGERPRINT RESISTANT TOUCHSCREEN

Doesn't show wear patterns or fingerprint marks.

KEYLESS ENTRY

Simply enter your private 40-to-8 digit code to enter your home.

KEYLESS ENTRY

Simply enter your private 40-to-8 digit code to enter your home.

Interaction: During the browse experience within the Product Listing Page, a user has the ability to compare products by clicking the "compare" checkbox. At the bottom of the browser, a chrome "Product Comparison" module appears. A user may select up to 5 products to compare and can expand the module by clicking the "View Details" button.

> Style Guide Purpose

> Color Palette

> Typography

> Navigation Elements

> Global Header & Footer

> Content Spots

> Section Headers

> Product Carousel

> PDP Page - Expand & Collapse

> Page Templates

> Hero Spots

> Image Sizes

PDP PAGE — EXPAND & COLLAPSE

Expand and collapse functionality exists within the PDP pages where it is related to the "In Store" and "Online" retailers call to actions. This functionality is utilized as a way to not use modals. As the Schlage.com website currently doesn't house the entire checkout process, these areas are of high

ONLINE RETAILERS

Availability

Buy From Schlage

Online Retailers

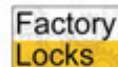
In Store Retailers

ONLINE RETAILERS

The listings below include retailers who sell Schlage products. Please check with the retailer for product availability and pricing.

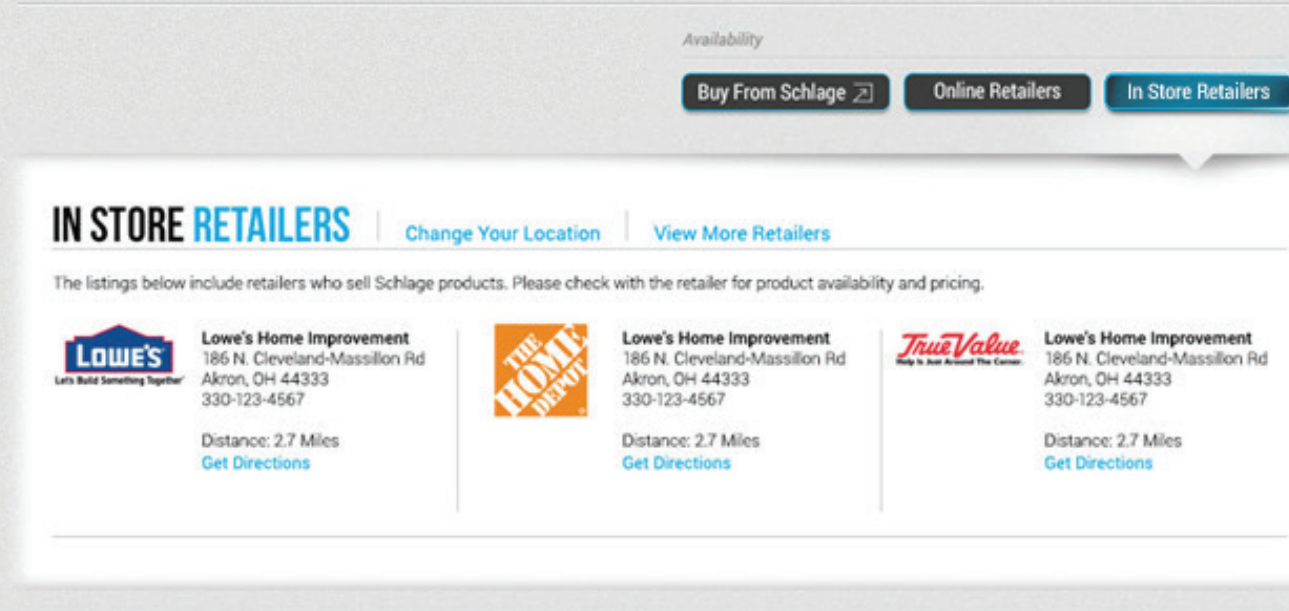
amazon.com

HandleSets.com



- > Style Guide Purpose
- > Color Palette
- > Typography
- > Navigation Elements
- > Global Header & Footer
- > Content Spots
- > Section Headers
- > Product Carousel
- > **PDP Page - Expand & Collapse**
- > Page Templates
- > Hero Spots
- > Image Sizes

IN STORE RETAILERS



Interaction: Upon click, a stylized drawer will smoothly expand, pushing the information below it down the page. The content within the drawer will be revealed or populate from the top down depending on load times.

If a drawer is already expanded and a user clicks on the other ("In Store" or "Online") retailers CTA, information will swap as opposed to the drawer collapsing and having to re-expand. The downward arrow indicator will slide to align itself under the correct button. The content within the drawer will slide up or down, being masked behind the expanded drawer boundaries. The content slides up or down in relation to the order of their content's CTA. For example, since the "Online Retailers" button comes first on the page, that content sits above the "In Store Retailers" content. Therefore, if a user were to click on "Online Retailers" and then "In Store Retailers," the online retailers' content would slide up, being masked to reveal the "In Store Retailers" content.

- > Style Guide Purpose
- > Color Palette
- > Typography
- > Navigation Elements
- > Global Header & Footer
- > Content Spots
- > Section Headers
- > Product Carousel
- > PDP Page - Expand & Collapse
- > **Page Templates**
- > Hero Spots
- > Image Sizes

PAGE TEMPLATES

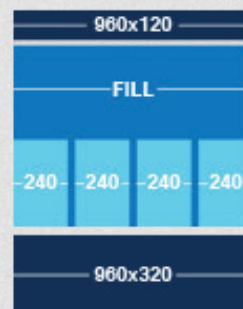
In order to accommodate various content scenarios for future and current Schlage Web Pages, a system of templates/grids were created. The templates align with pages whose content is very similar in nature and is called out with different shades of blue to the specific content spots.

CHOOSING A TEMPLATE

Review the template scenarios to choose a template that best fits the content elements similar to the intended page. Be sure the grid specifications match the placements and can accommodate the types of content your page will feature. Keep in mind other page elements such as navigational elements, header, footer, etc.

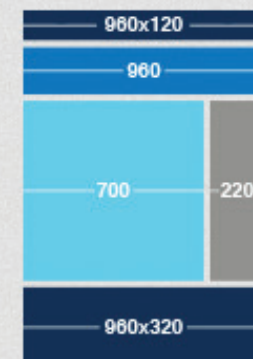
NAVIGATION LANDING

About
Support
Trade Professionals



CONTACT US AND SEARCH

Contact
Pro Support



- Header & Footer
- Main Content
- Content Spot
- Hero
- Side Navigation

- > Style Guide Purpose
- > Color Palette
- > Typography
- > Navigation Elements
- > Global Header & Footer
- > Content Spots
- > Section Headers
- > Product Carousel
- > PDP Page - Expand & Collapse
- > **Page Templates**
- > Hero Spots
- > Image Sizes

CONTENT (LISTING)

News & Events



CONTENT (COLUMNS)

Connect With Us Press Room Allegion Brands



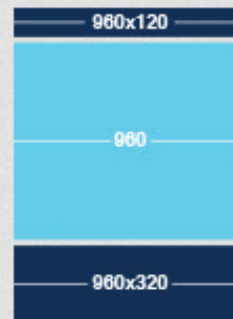
- Header & Footer
- Main Content
- Content Spot

- Hero
- Side Navigation

- > Style Guide Purpose
- > Color Palette
- > Typography
- > Navigation Elements
- > Global Header & Footer
- > Content Spots
- > Section Headers
- > Product Carousel
- > PDP Page - Expand & Collapse
- > **Page Templates**
- > Hero Spots
- > Image Sizes

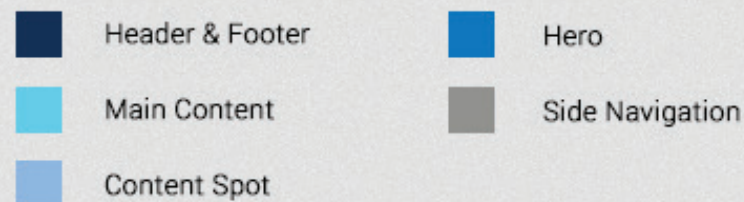
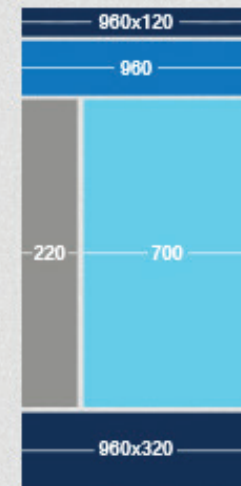
CONTENT (TABS)

Where to Buy



RESULTS

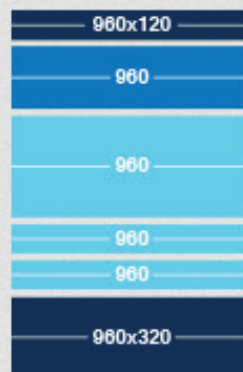
Search Results



- > Style Guide Purpose
- > Color Palette
- > Typography
- > Navigation Elements
- > Global Header & Footer
- > Content Spots
- > Section Headers
- > Product Carousel
- > PDP Page - Expand & Collapse
- > **Page Templates**
- > Hero Spots
- > Image Sizes

SELECTOR

Product Selector
Style Selector



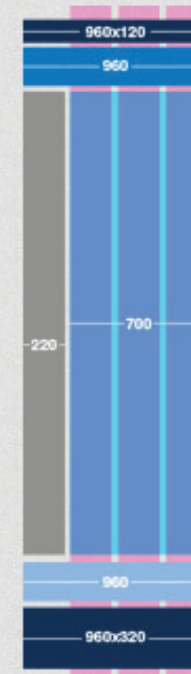
- Header & Footer
- Main Content
- Content Spot
- Hero
- Side Navigation

PRODUCT LISTING

Deadbolts Listing
Knobs Listing
Levers Listing
Handlesets Listing
Hardware & Accessories Listing
Cables, Chains, & Padlocks Listing
Style Listing
Design Listing
Finish Listing
Built-in Alarm Listing
Connected Devices Listing
Keypad Listing
Touchscreen Listing
Instructions & Manuals
Installation Videos

News Archive
Events Listing

Note: *Events Archive* and *News Archive* will follow the same format except faceting will list news and events hyperlinks and articles rather than product listings



- > Style Guide Purpose
- > Color Palette
- > Typography
- > Navigation Elements
- > Global Header & Footer
- > Content Spots
- > Section Headers
- > Product Carousel
- > PDP Page - Expand & Collapse
- > **Page Templates**
- > Hero Spots
- > Image Sizes

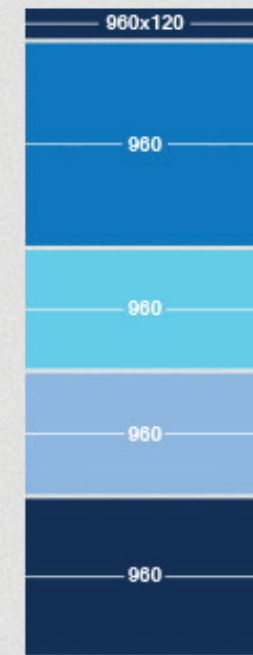
PRODUCT DETAIL

Deadbolt Detail
 Knobs Detail
 Levers Detail
 Handleset Detail
 Hardware & Accessories Detail
 Cables, Chains, & Padlocks Detail
 Style Detail
 Design Detail
 Finish Detail
 Built-in Alarm Detail
 Connected Devices Detail
 Keypad Detail
 Touchscreen Detail
 (Trade Pro) Product Detail



HOME PAGE

Home



Header & Footer
 Main Content

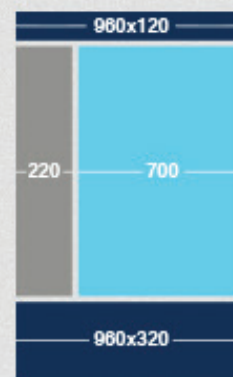
Hero
 Side Navigation

Content Spot

- > Style Guide Purpose
- > Color Palette
- > Typography
- > Navigation Elements
- > Global Header & Footer
- > Content Spots
- > Section Headers
- > Product Carousel
- > PDP Page - Expand & Collapse
- > **Page Templates**
- > Hero Spots
- > Image Sizes

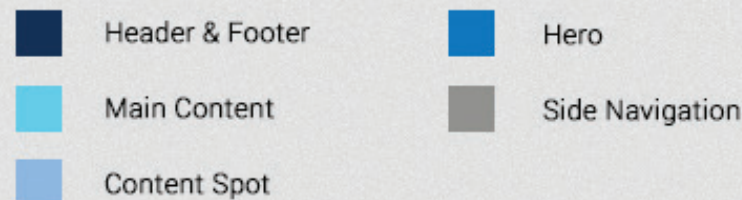
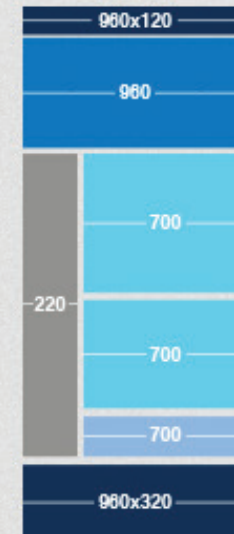
CONTENT STACK

Design Guides
How-To Center
Security Center
Understand Product Options
Single Family
Multi-Family
Home Security Integrators
Monitor
Home Automation



CONTENT HEADER

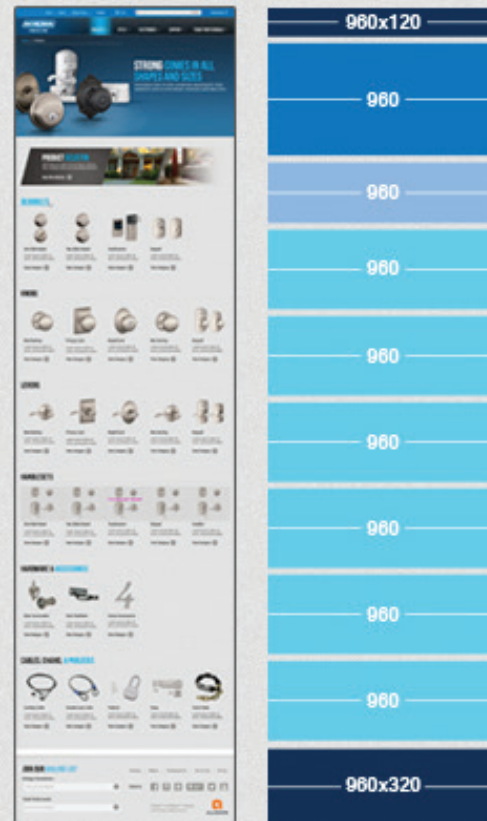
Hardware & Accessories Categories
Cables, Chains, & Padlocks Categories
Style Collections Categories
Knob / Lever Design Categories
Finishes Categories
(Trade Pro) Featured Products



- > Style Guide Purpose
- > Color Palette
- > Typography
- > Navigation Elements
- > Global Header & Footer
- > Content Spots
- > Section Headers
- > Product Carousel
- > PDP Page - Expand & Collapse
- > **Page Templates**
- > Hero Spots
- > Image Sizes

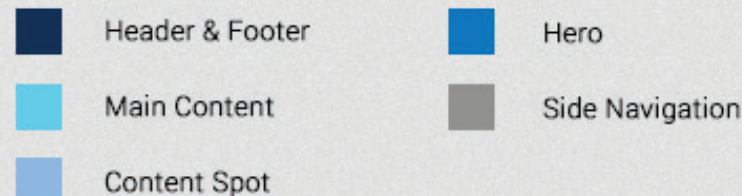
PRODUCTS

Products
Style
Electronics



FOOTER LANDING

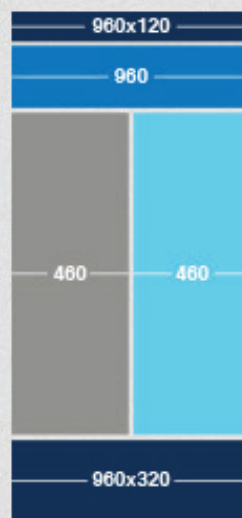
Shipping
Returns
Presentation Kit
Privacy Policy
Terms of Use



- > Style Guide Purpose
- > Color Palette
- > Typography
- > Navigation Elements
- > Global Header & Footer
- > Content Spots
- > Section Headers
- > Product Carousel
- > PDP Page - Expand & Collapse
- > **Page Templates**
- > Hero Spots
- > Image Sizes

COMPANY HISTORY

Company History



PRODUCT CONTENT

- Deadbolts Categories
- Knobs Categories
- Levers Categories
- Handlesets Categories
- Built-in Alarm Categories
- Connected Devices Categories
- Keypad Categories
- Touchscreen Categories



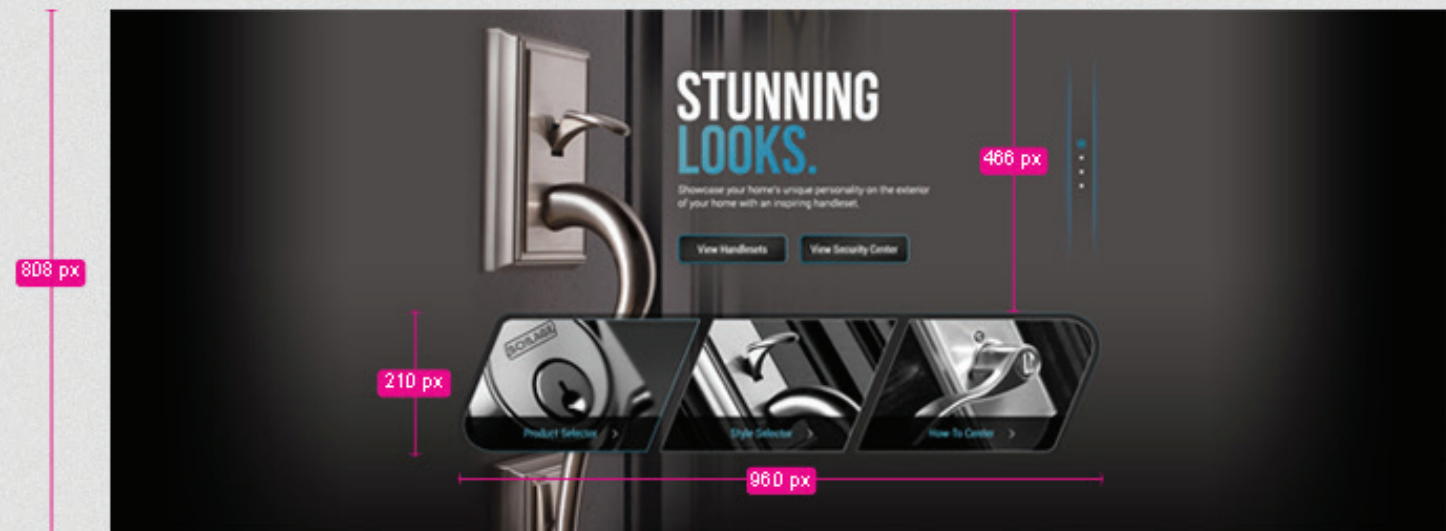
- > Style Guide Purpose
- > Color Palette
- > Typography
- > Navigation Elements
- > Global Header & Footer
- > Content Spots
- > Section Headers
- > Product Carousel
- > PDP Page - Expand & Collapse
- > Page Templates
- > **Hero Spots**
- > Image Sizes

HERO SPOTS

The home page is an opportunity to convey Schlage's brand essence. At the core, Schlage's products marry beautiful design and form with superior craftsmanship and function. Depending on the products and images highlighted, the background color will vary to complement light and dark imagery.

The hero will be on this image for three seconds, at which point a slow, one and a half second transition will begin to show a wireframe of the product. The imagery and copy here will speak to the form and craftsmanship of the product. The hero again will pause for three seconds before sliding to the next hero image. Each hero, no matter the product, will follow the same sequence of highlighting the product's form before transitioning into a wireframe that showcases function.

Within the hero section, there are three content spots that allow users to drive directly to the Product Selector, Style Selector, and the How-To Center. These content spots exist across all Home Page hero spots.



H1 56 PX BEBAS NEUE

#FFFFFF

#00a9e0

H1 Subhead

15 px Roboto Light

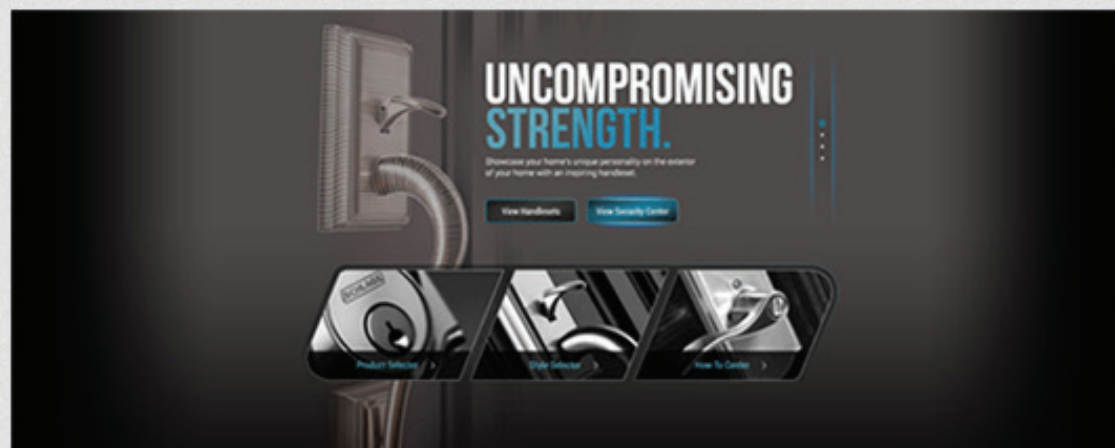
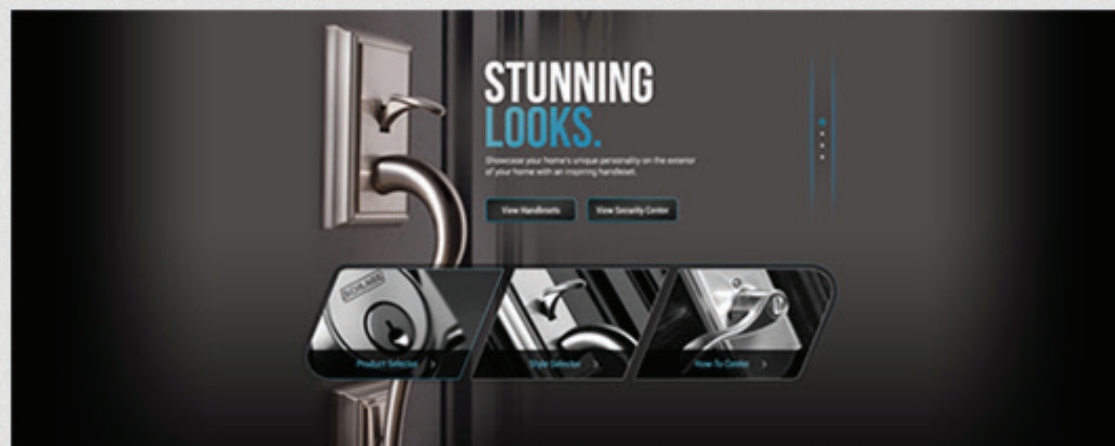
#FFFFFF

- > Style Guide Purpose
- > Color Palette
- > Typography
- > Navigation Elements
- > Global Header & Footer
- > Content Spots
- > Section Headers
- > Product Carousel
- > PDP Page - Expand & Collapse
- > Page Templates
- > **Hero Spots**
- > Image Sizes

HERO SPOTS | CONTINUED

ANIMATION

When a light photo is used, it should be juxtaposed on a dark background in order for the product to stand out, and vice versa. The first image, showcased in its true form, should be zoomed into the product so that the image takes up most of the hero image. It's okay if part of the product itself is cut off, as long as the product's main form is highlighted.



- > Style Guide Purpose
- > Color Palette
- > Typography
- > Navigation Elements
- > Global Header & Footer
- > Content Spots
- > Section Headers
- > Product Carousel
- > PDP Page - Expand & Collapse
- > Page Templates
- > **Hero Spots**
- > Image Sizes

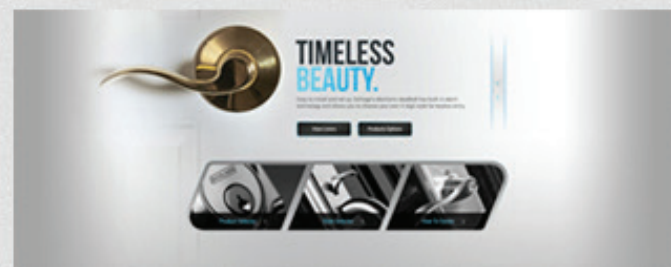
HERO SPOTS | CONTINUED

When a light photo is used, it should be juxtaposed on a dark background in order for the product to stand out, and vice versa. The first image, showcased in its true form, should be zoomed into the product so that the image takes up most of the hero image. It's okay if part of the product itself is cut off, as long as the product's main form is highlighted.

DARK HEROES



LIGHT HEROES



- > Style Guide Purpose
- > Color Palette
- > Typography
- > Navigation Elements
- > Global Header & Footer
- > Content Spots
- > Section Headers
- > Product Carousel
- > PDP Page - Expand & Collapse
- > Page Templates
- > Hero Spots
- > Image Sizes

IMAGE SIZES

Various sizes of product imagery are used within the Schlage website. From large images on product detail pages to small thumbnail views, there are a total of five image sizes used to showcase the product appropriately on any given page. Below are image specifications and guidelines for when to use a particular size of imagery.

Note: For images where a single deadbolt is used, there is less padding used at the top of the image. This creates a stronger visual styling throughout the experience and allows the deadbolt to appear centered.

EXTRA LARGE



Single Deadbolts

460 x 460 px



Single Programmable Deadbolts

460 x 460 px



- > Style Guide Purpose
- > Color Palette
- > Typography
- > Navigation Elements
- > Global Header & Footer
- > Content Spots
- > Section Headers
- > Product Carousel
- > PDP Page - Expand & Collapse
- > Page Templates
- > Hero Spots
- > **Image Sizes**

EXTRA LARGE



Deadbolt Pairs

460 x 460 px



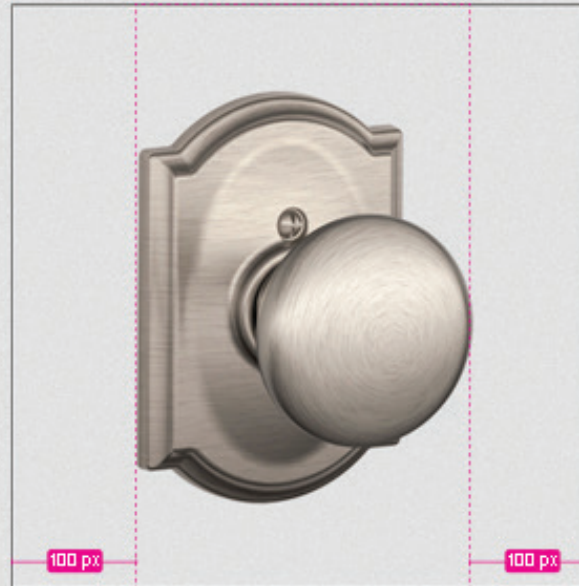
Deadbolt Pairs

460 x 460 px



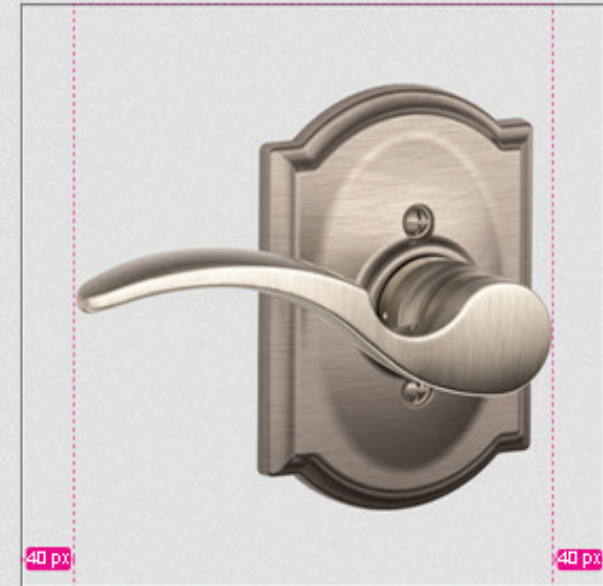
- > Style Guide Purpose
- > Color Palette
- > Typography
- > Navigation Elements
- > Global Header & Footer
- > Content Spots
- > Section Headers
- > Product Carousel
- > PDP Page - Expand & Collapse
- > Page Templates
- > Hero Spots
- > **Image Sizes**

EXTRA LARGE



Knobs

460 x 460 px



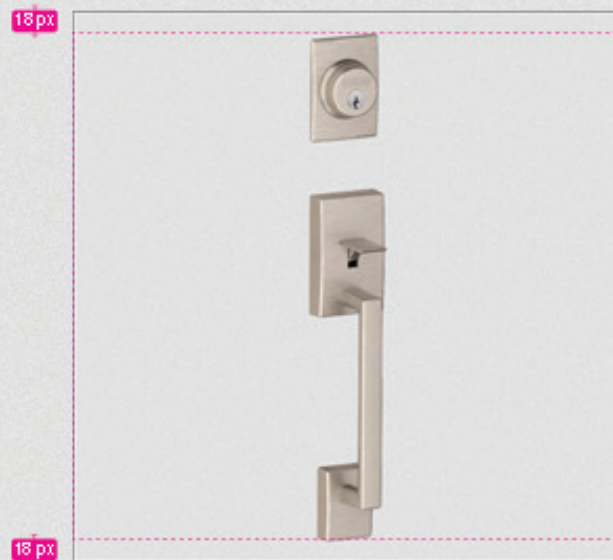
Levers

460 x 460 px

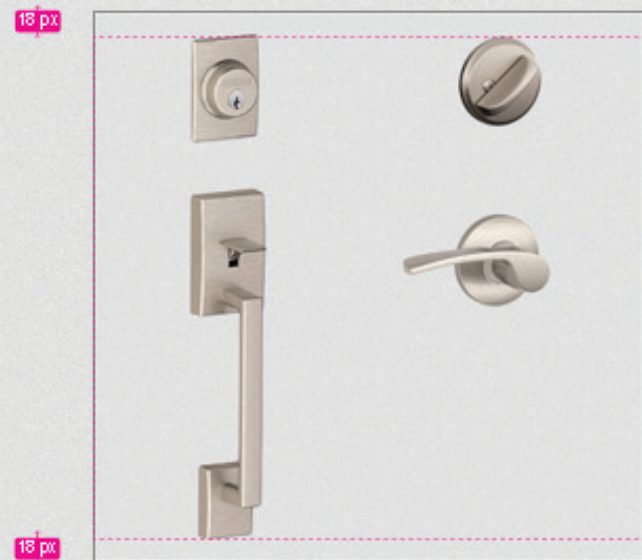


- > Style Guide Purpose
- > Color Palette
- > Typography
- > Navigation Elements
- > Global Header & Footer
- > Content Spots
- > Section Headers
- > Product Carousel
- > PDP Page - Expand & Collapse
- > Page Templates
- > Hero Spots
- > **Image Sizes**

EXTRA LARGE



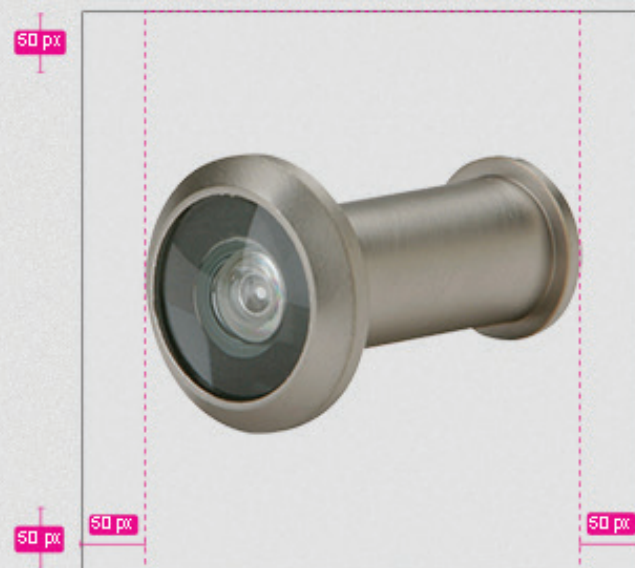
Handlesets
460 x 460 px



Handleset Pairs
460 x 460 px

- > Style Guide Purpose
- > Color Palette
- > Typography
- > Navigation Elements
- > Global Header & Footer
- > Content Spots
- > Section Headers
- > Product Carousel
- > PDP Page - Expand & Collapse
- > Page Templates
- > Hero Spots
- > **Image Sizes**

EXTRA LARGE



Hardware & Accessories

460 x 460 px



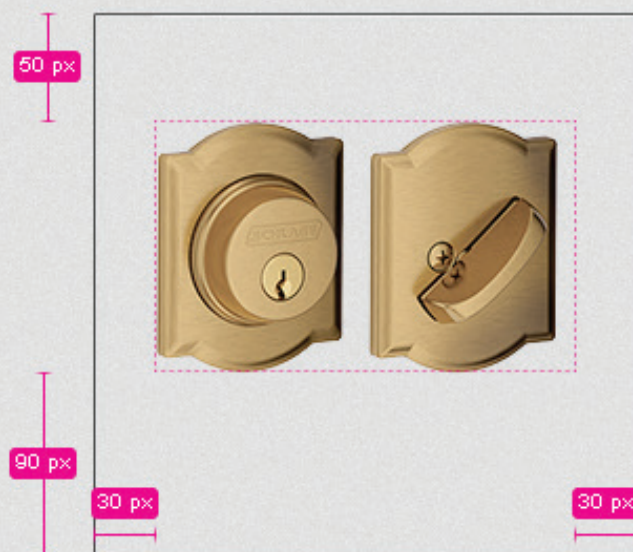
Cables, Chains & Padlocks

460 x 460 px



- > Style Guide Purpose
- > Color Palette
- > Typography
- > Navigation Elements
- > Global Header & Footer
- > Content Spots
- > Section Headers
- > Product Carousel
- > PDP Page - Expand & Collapse
- > Page Templates
- > Hero Spots
- > **Image Sizes**

LARGE



Style Selector & Product Selector

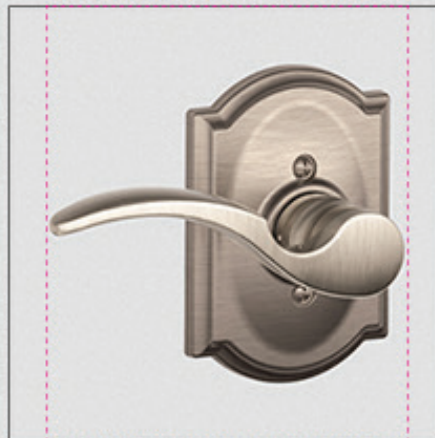
260 x 260 px

- > Style Guide Purpose
- > Color Palette
- > Typography
- > Navigation Elements
- > Global Header & Footer
- > Content Spots
- > Section Headers
- > Product Carousel
- > PDP Page - Expand & Collapse
- > Page Templates
- > Hero Spots
- > **Image Sizes**

MEDIUM



Medium - Deadbolts
208 x 208 px



Medium - Levers
208 x 208 px



Medium - Handlesets
208 x 208 px

> Style Guide Purpose

> Color Palette

> Typography

> Navigation Elements

> Global Header & Footer

> Content Spots

> Section Headers

> Product Carousel

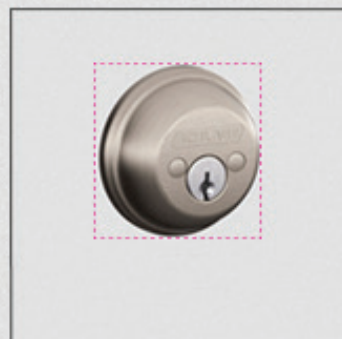
> PDP Page - Expand & Collapse

> Page Templates

> Hero Spots

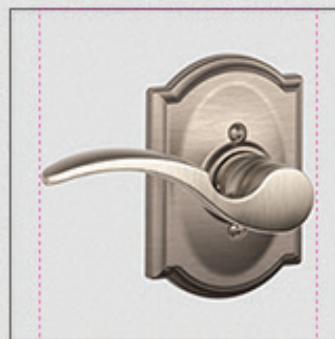
> Image Sizes

SMALL



Small - Deadbolts

160 x 160 px



Small - Levers

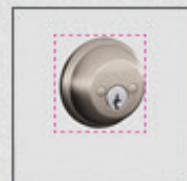
160 x 160 px



Small - Handlesets

160 x 160 px

THUMBNAILS



Thumbnails

85 x 85 px

> Style Guide Purpose

> Color Palette

> Typography

> Navigation Elements

> Global Header & Footer

> Content Spots

> Section Headers

> Product Carousel

> PDP Page - Expand & Collapse

> Page Templates

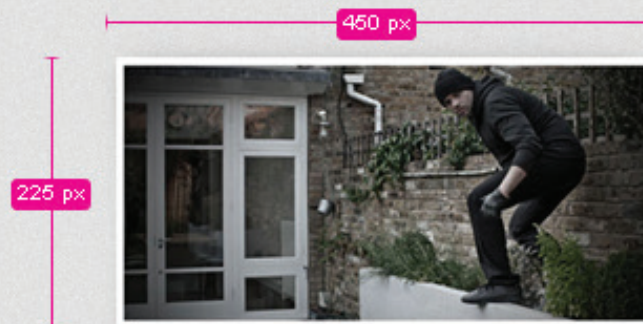
> Hero Spots

> Image Sizes

FRAMED IMAGES

These images exist within the browse experience on the listing, security center, and company history pages. Images are used in various sizes, but the size of the frame remains consistent.

Home Page Content Images



Company History Images



Security Center List Images

