



Basic CloudBase3 guidelines

Font

Helvetica Neue
 Helvetica Neue Light
 Helvetica Neue Medium
Helvetica Neue Bold

Background color

#EBE8E1



Text color

#4E4E4E



Site dimensions

1024px width
 35px padding



All graphical buttons must follow these guidelines

all letters are lowercase

All graphical buttons have these CSS attributes

```
display: table-cell;  
width: auto;  
background: #369CDD;  
color: white;  
font-size: 13px;  
font-weight: 300;  
letter-spacing: 1px;  
padding: 12px 40px;  
-webkit-box-shadow: 0px 2px 3px 0px rgba(0, 0, 0, .3);  
box-shadow: 0px 2px 3px 0px rgba(0, 0, 0, .3);
```



this is a button



enter



special offer : get 2 for the price of 1

Hover state

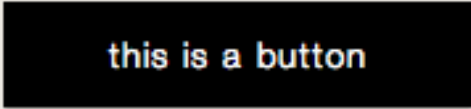
```
color: white;  
background: #40B1F8;
```



this is a button

Active state

```
color: white;  
background: #000000;
```



this is a button

All text links must follow these guidelines

all letters are lowercase

All text links have these CSS attributes

text-decoration: none;
color: #157ABB;

[this is a text link](#)

Hover state

color: #25AAFF;

[this is a text link](#)

Active state

color: #000000;

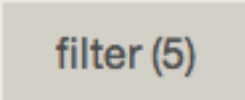
[this is a text link](#)

Filters are toggles, and must follow these guidelines

all letters are lowercase

All filters have these CSS attributes


display: block;
float: left;
background: #D3D0C8;
padding: 10px 20px;
margin: 0 4px 4px 0;
color: #4E4E4E;



filter (5)

Hover state

color: #FFFFFF;
background: #000000;



filter (5)

Active state / Toggled state

color: #369CDD;
background: #F5F2EC;



filter (5)

The search input bar is larger than the usual input bar and must follow these guidelines

all letters are lowercase

The search input bar has these CSS attributes

```
height: 32px;  
font-size: 14px;  
border: 0;  
padding: 0 10px 0 10px;  
-webkit-border-radius: 3px;  
border-radius: 3px;  
-webkit-box-shadow: inset 0px 2px 3px 0px rgba(0, 0, 0, .3);  
box-shadow: inset 0px 2px 3px 0px rgba(0, 0, 0, .3);
```



Placeholder attribute

In the input tag, use the placeholder attribute:

```
placeholder="search"
```

And style the placeholder in CSS:

```
::-webkit-input-placeholder { font-style:italic; }  
::-moz-placeholder { font-style:italic; }  
:-ms-input-placeholder { font-style:italic; }  
input:-moz-placeholder { font-style:italic; }
```



Focus state

outline: 0;
color: #000000;

this is in focus state|



Icon - Magnifying glass

The search input bar has a magnifying glass icon that needs to be at the right-most side of the input bar.

It also must have equal padding to the right, top, and bottom.

search



The input bar must follow these guidelines

all letters are lowercase

The input bar has these CSS attributes

```
height: 24px;
border: 0;
padding: 0 10px 0 10px;
-webkit-border-radius: 3px;
border-radius: 3px;
-webkit-box-shadow: inset 0px 2px 3px 0px rgba(0, 0, 0, .3);
box-shadow: inset 0px 2px 3px 0px rgba(0, 0, 0, .3);
```



this is a standard input bar

Placeholder attribute

In the input tag, use the placeholder attribute:

```
placeholder="this is a standard input bar"
```




this is a standard input bar

And style the placeholder in CSS:

```
::-webkit-input-placeholder { font-style:italic; }
::-moz-placeholder { font-style:italic; }
:-ms-input-placeholder { font-style:italic; }
input:-moz-placeholder { font-style:italic; }
```

Focus state

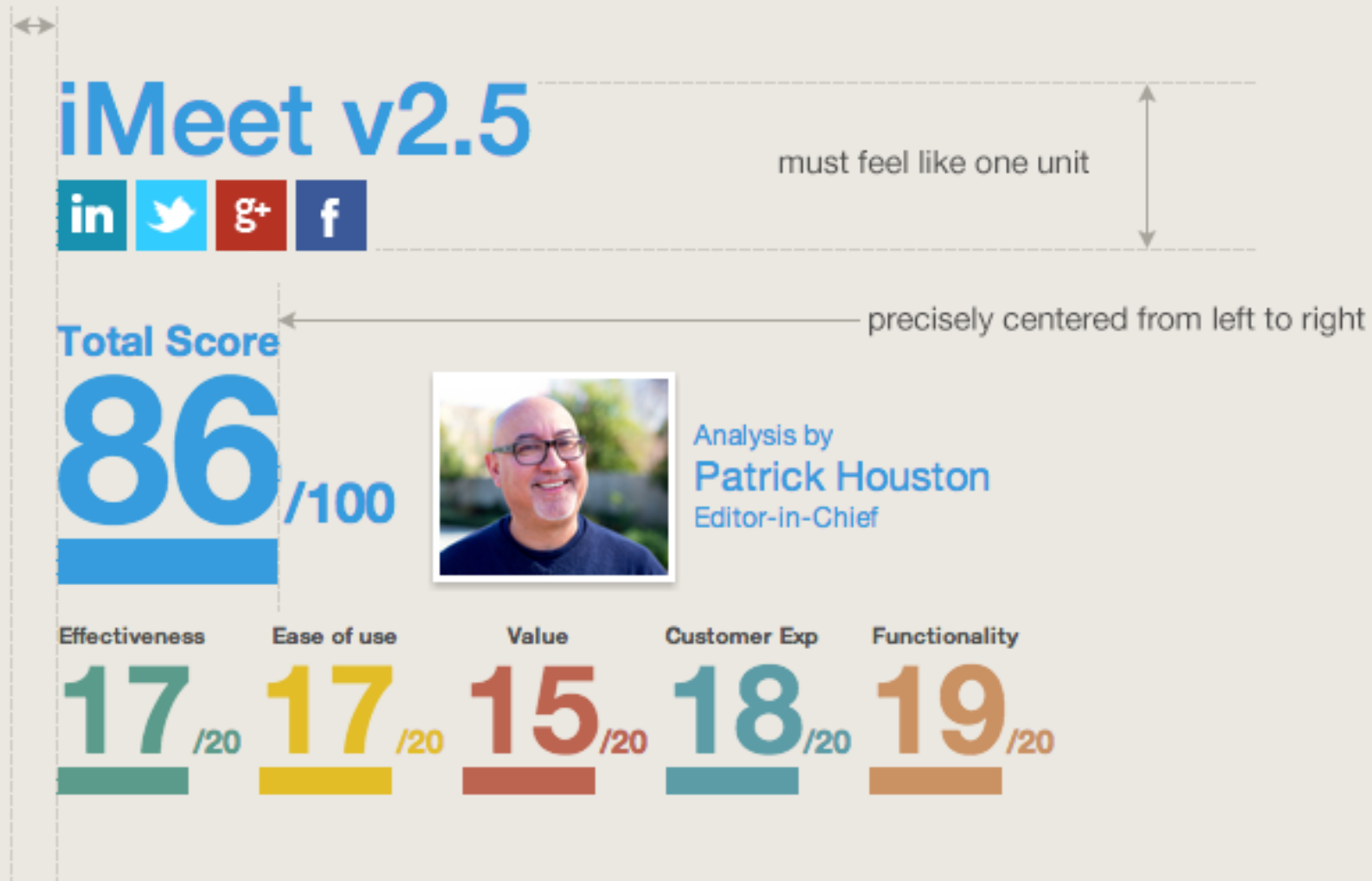
```
outline: 0;
color: #000000;
```



this is in focus state

The evaluation layout must follow these guidelines

The content must float: left
and with a margin-left: 20px



The link box must follow these guidelines

Link box title CSS attributes

```
margin-bottom: 0;  
font-size: 18px;  
font-weight: bold;  
text-transform: uppercase;  
text-align: left;  
color: #4E4E4E;
```

Hover state

```
color: #369CDD;
```

Active state

```
color: #000000;
```

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The link box with images must follow these guidelines

Link box title CSS attributes

```
margin-bottom: 0;  
font-size: 18px;  
font-weight: bold;  
text-transform: uppercase;  
text-align: left;  
color: #4E4E4E;
```

Link box text

```
text-align: center;
```

OUR ANALYSTS



Patrick Houston



Patrick Houston



Patrick Houston



Patrick Houston

Hover state for text

```
color: #369CDD;
```

Hover state for images

```
opacity: 0.6;  
filter: alpha(opacity=60);
```

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