



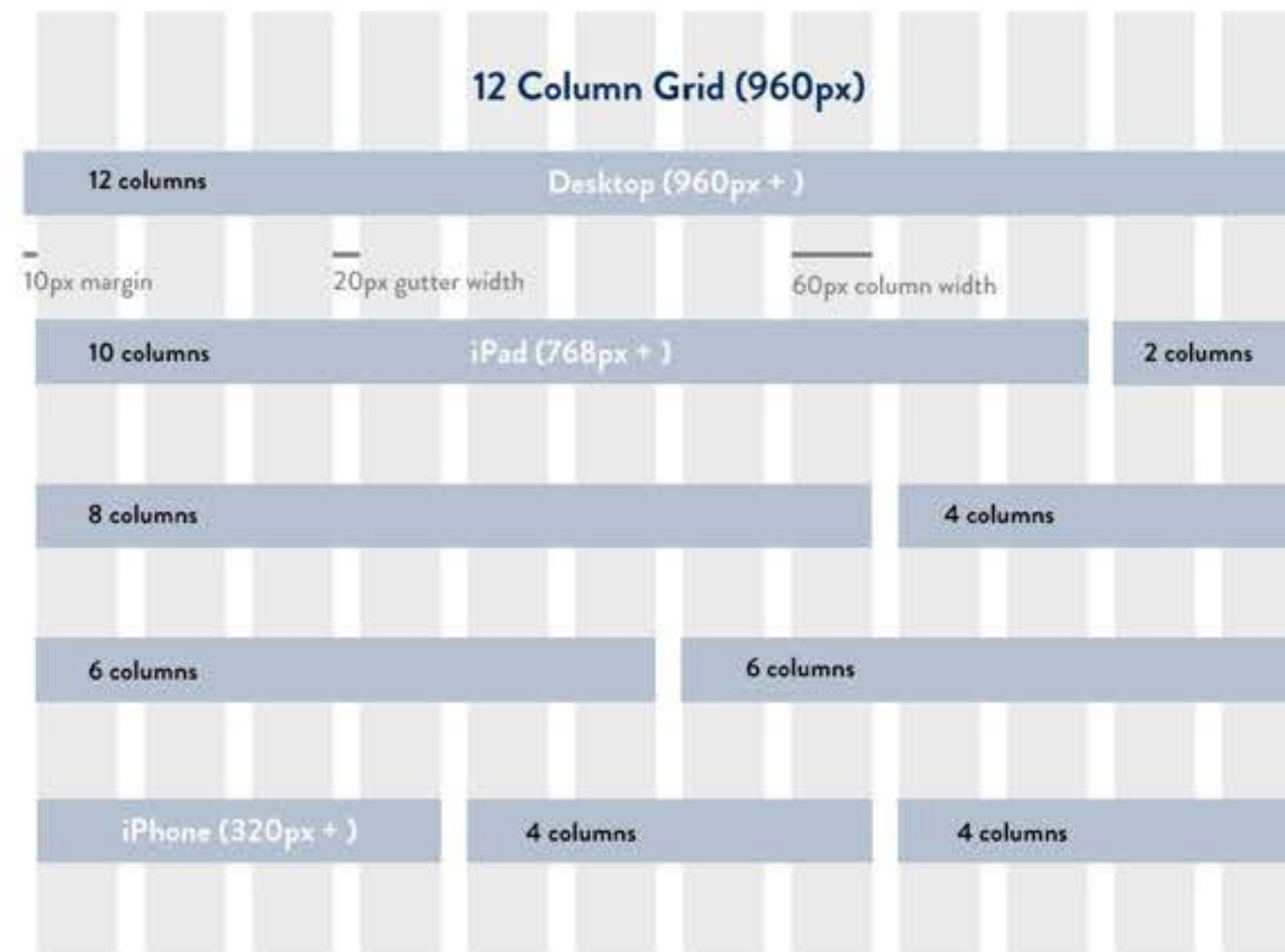
GUARDIAN[®]

Design System

Consumer Portal - Responsive Website

Responsive Grid

Overall Grid (960px shown)



Large View 960px +



Medium View 768px - 959px



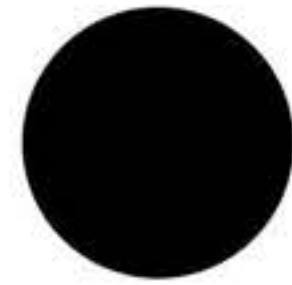
Small View 320px - 767px



Color Palette

Primary Color Palette

The dominant, most prevalent colors across digital properties should be derived from the Primary Color Palette. Examples: Headers, sub-headers, footers, titles, headlines, eyebrows, breadcrumbs, calls to action, submit buttons, drop caps, links, testimonial backgrounds, large statistics on the page, form fields, and play buttons.



Black

#000000
0, 0, 0



Dark gray

#373741
55, 55, 65



Med Gray

#5A5A5F
90, 90, 95



Gray

#7D7D7D
125, 125, 125



Light Gray

#BEBEBE
190, 190, 190



Gray Background

#EBEBEB
235, 235, 235



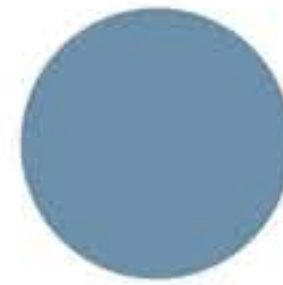
Navy

#002D5F
0, 45, 95



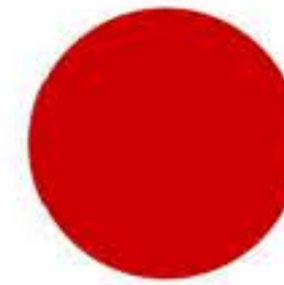
Accent Blue

#328ABD
50, 138, 189



Blue Gray

#6F91A9
111, 145, 169



Red

#CC0000
204, 0, 0



Green

#0B9347
11, 147, 71



Gold

#C1A236
193, 162, 54



Nav Hover Color

#B5C1D0
181, 193, 208

Color Palette

Secondary Color Palette

These colors should be reserved for usage within charts, graphs, infographics - where additional accent colors are needed within above mentioned areas.



Green

#006749
0, 103, 73



Blue

#0A509C
10, 80, 156



Purple

#49076C
73, 7, 108



Emerald

#0B9E87
11, 158, 135



Orange

#D67400
214, 116, 0



Burnt Salmon

#D94921
217, 73, 33



Aqua

#1496C0
20, 150, 192

Typography

Brandon Grotseque

Brandon
Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!\$&*)

Brandon
Medium

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!\$&*)

Brandon
Medium
Italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!\$&*)

Brandon
Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!\$&*)

Heading 1

Font: Brandon Grotesque
Weight: Medium
Style: normal
Size: 28px
Line Height: 1
Text Color: ● #000000
Background: #FFFFFF

Heading 1

Heading 2

Font: Brandon Grotesque
Weight: Medium
Style: normal
Size: 22px
Line Height: 1
Text Color: ● #000000
Background: #FFFFFF

Heading 2

Paragraph 1

Font: Brandon Grotesque
Weight: Medium
Style: normal
Size: 20px
Line Height: 1
Text Color: ● #000000
Background: #FFFFFF

Paragraph 1

Sub-section header

Button/Form Label

Font: Brandon Grotesque
Weight: Medium
Style: normal
Size: 16px
Line Height: 1
Text Color: ● #000000
Background: #FFFFFF

Button and form label text

Link

Font: Brandon Grotesque
Weight: Medium
Style: normal
Size: 16px
Line Height: 1
Text Color: ● #000000
Background: #FFFFFF

Link

Typography

Minion Pro

Minion Pro Regular | **Aa** ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,;:?!\$&*)

Minion Pro Medium | **Aa** ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,;:?!\$&*)

Minion Pro Medium Italic | ***Aa*** ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,;:?!\$&)*

Minion Pro Bold | **Aa** ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,;:?!\$&*)

Block Quote

Font: Minion Pro
Weight: normal
Style: normal
Size: 22px
Line Height: 1
Text Color: ● #000000
Background: #FFFFFF

"This is an example of a pull quote."

Navigation

Eyebrow Navigation



Text Brandon Bold 16px #FFFFFF

- #6F91A9
- Left and right padding 15px

Hover state Brandon Medium Underlined 17px #6f91a9

Main Navigation



Text Brandon Bold 16px #FFFFFF

Left padding 25px

Hover state Brandon Medium Underlined 17px #6f91a9

Components 1

Button

Border radius 3 px
Padding 27px, 14px, 27px, 14px
Background color #328abd
Text Brandon Medium 16px #ffffff



Button Hovered

Border radius 3 px
Padding 27px, 14px, 27px, 14px
Background color #007095
Text Brandon Medium 16px #ffffff



Input

Text input

Form label Brandon Medium 16px
Field box border 2px #bebebe

EMAIL ADDRESS

Text input filled

Text padding 15px 5px 15px 5px
Form label Brandon Medium 16px #5a5a5f
Text input Brandon Medium 16px #000000
Field box border 2px #bebebe

EMAIL ADDRESS

Text input selected

Form label Brandon Medium 16px #5a5a5f
Form background #ebebeb
Field box border 2px #bebebe

EMAIL ADDRESS

Text input with field help

Border 1px
Padding 15px 5px 15px 5px
Form label Brandon Medium 16px #5a5a5f
Hint text Brandon Medium 16px #bebebe
Field box border 2px #bebebe

EMAIL ADDRESS

Text input with button attached

Padding on button 10px all

EMAIL ADDRESS

Components 2

Select

Digit Select

Padding 15px, 5px, 15px, 5px
10px spacing between caret and text

Two examples of a select dropdown menu. The first is closed, showing a downward arrow and the text "All Policies/Contracts". The second is open, showing an upward arrow, the text "All Policies/Contracts" (highlighted in dark blue), and a list of three items: "The Guardian Investor Variable Annuity B Series (#210259620)", "The Guardian Investor Variable Annuity B Series (#210259651)", and "Whole Life Whole Life Insurance (#3065275)".

Need Help Dropdown

Text Brandon Medium 16px #373741
Padding 20px, 30px, 20px, 30px
10px spacing between caret and text

A closed dropdown menu with a downward arrow and the text "Need help? Call us!".

Need Help Dropdown Open

Text Brandon Medium 16px #5a5a5f
Day and Hours Brandon Medium Italic 14px #5a5a5f
Drop Shadow Opacity 35%, Angle 90 degrees

Hover State
Text Brandon Medium 16px #000000
Day and Hours Brandon Medium Italic 14px #000000
Background #002d5f
Text padding top and bottom 30px

An open dropdown menu with an upward arrow and the text "Need help? Call us!". The menu is divided into sections: "Annuities" (1-800-221-3253, M-F 8:30am-7:00pm ET), "Individual Disability Insurance" (1-800-819-2468, M-F 8:00am-6:00pm ET, highlighted in dark blue), "Individual Life Insurance" (1-800-441-6455, M-F 8:00am-6:00pm ET), and "Park Avenue Securities" (1-888-600-4667, M-F 8:30am-5:00pm ET).

Components 3

Disclosure Elements

10px spacing between caret and text

10px between caret and text
30px spacing between texts

Glossary

Text Brandon Medium 16px #002d5f
Text padding top and bottom 20px
2px #bebebe rule
10px spacing between caret and text

Glossary Open

Text Brandon Medium 16px #5a5a5f
Text padding top and bottom 20px
2px #bebebe rule
10px spacing between caret and text

Division Rule

Division Rule #1

Border 2px #e1e1e1

Division Rule #2

Border 2px #bebebe

- RETIREMENT ACCOUNTS

- RETIREMENT ACCOUNTS

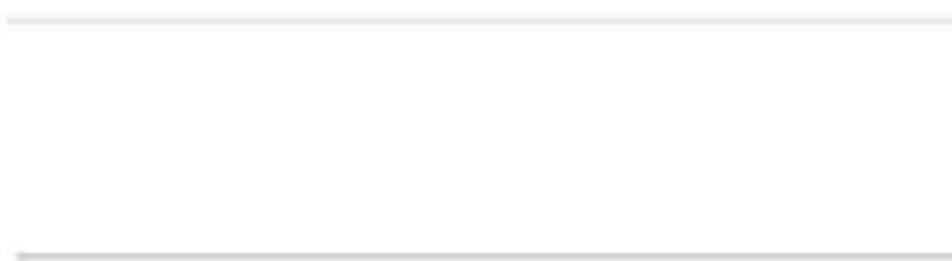
Retirement

▾ Accumulation Period

▾ Accumulation Phase

▾ Accumulation Period
The period between the issue date of the contract and the annuity

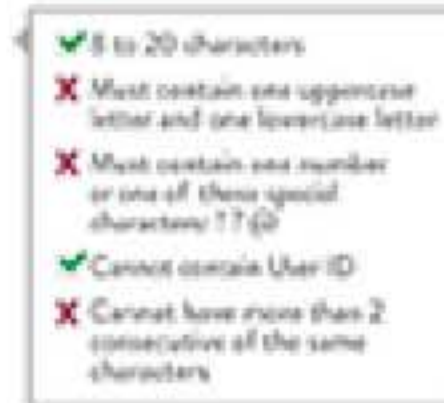
▾ Accumulation Phase



Components 4

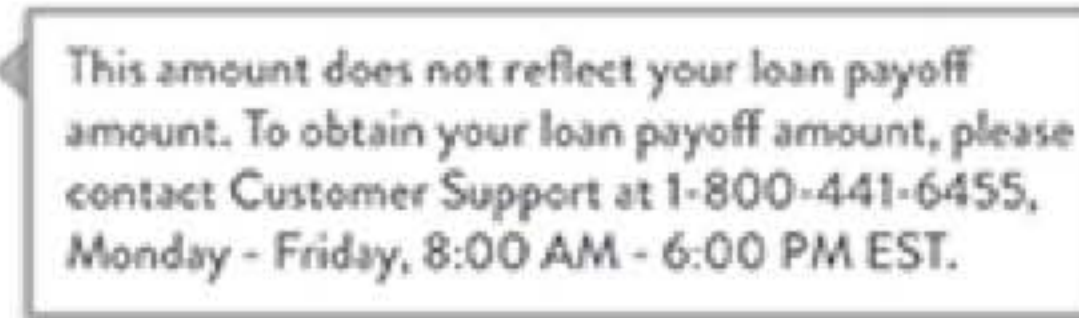
Hint Pop Up

eDelivery
Background color #ffffff
Border 2px #bebebe
Border-radius 3px
Padding 10px, 8px, 10px, 8px
Font Brandon Medium 16px #7d7d7d



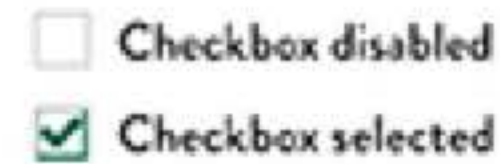
Tooltip Pop Up

Border 2px #bebebe
Font Brandon Medium 16px #7d7d7d



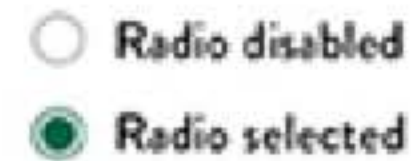
Checkboxes

Selected checkmark #006749
10px spacing between box and text



Radios

Selected radio #006749
10px spacing between radio and text




Captcha


300px x 64px



Feedback


Payment Feedback

 You already made a payment online. PAY NOW

 You already made a payment online. PAY NOW

 The payment to your coverage has not yet been received.

Availability Feedback

 DOCUMENTS NOT AVAILABLE

Validation Feedback

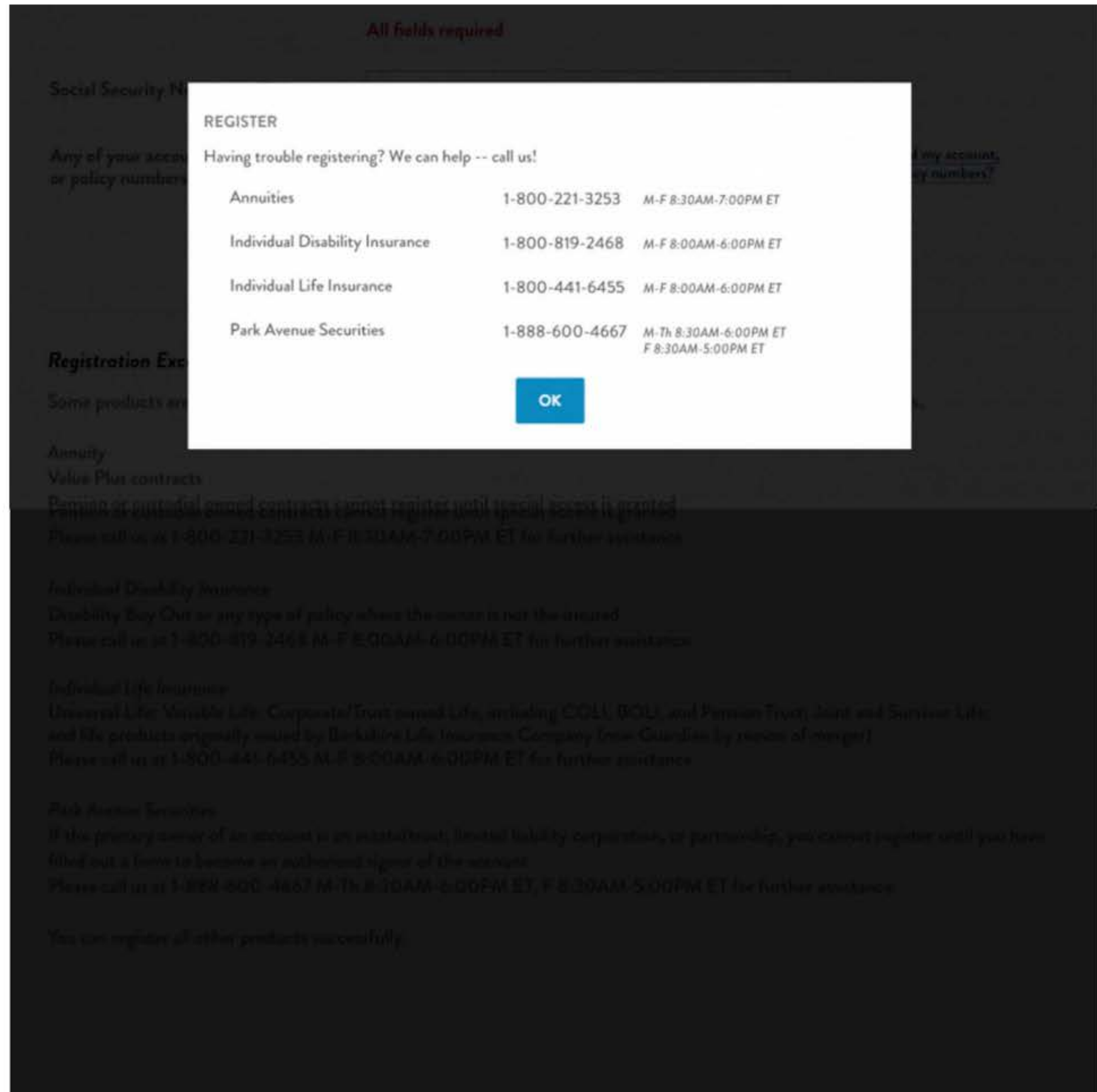
 The following fields must be filled.

 Address Error

Notification

 Go Paperless! [Sign up for eDelivery](#) ✕

Modals



Background Opacity 85% #000000

White card 8 columns, 20px left and right padding

Tables

Column 1	Column 2	Column 3	Column 4	Column 5
First	Last	Date of Birth	Number	Text Text
First	Last	Date of Birth	Number	Text Text
First	Last	Date of Birth	Number	Text Text
First	Last	Date of Birth	Number	Text Text

Table with radio button selected

	Column 1	Column 2	Column 3	Column 4	Column 5
<input type="radio"/>	First	Last	Date of Birth	Number	Text Text
<input checked="" type="radio"/>	First	Last	Date of Birth	Number	Text Text
<input type="radio"/>	First	Last	Date of Birth	Number	Text Text
<input type="radio"/>	First	Last	Date of Birth	Number	Text Text

Table with text input filled

	Column 1	Column 2	Column 3	Column 4	Column 5
<input type="checkbox"/>	First Name	<input type="text" value="Email Address"/>	Date of Birth	Number	Text Text
<input type="checkbox"/>	First Name	<input type="text" value="Email Address"/>	Date of Birth	Number	Text Text
<input checked="" type="checkbox"/>	First Name	<input type="text" value="jebe@gmail.com"/>	Date of Birth	Number	Text Text
<input type="checkbox"/>	First Name	<input type="text" value="Email Address"/>	Date of Birth	Number	Text Text

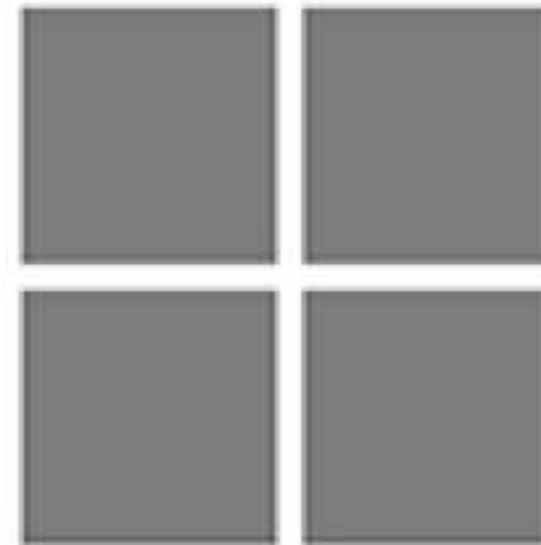
Visuals

Product Images

Main image 620px x 400px
Additional image 140px x 110px
Gutter width 20px



Image: 200px x 200px
Gutter width 20px



Video

560px x 315px

