



**REDLINE**  
**DOCUMENT**



Cell C Skin  
Digital Re-Imagination

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# Welcome to Cell C

## Red Line Document for Digital Re-Imagination

The place to know it all

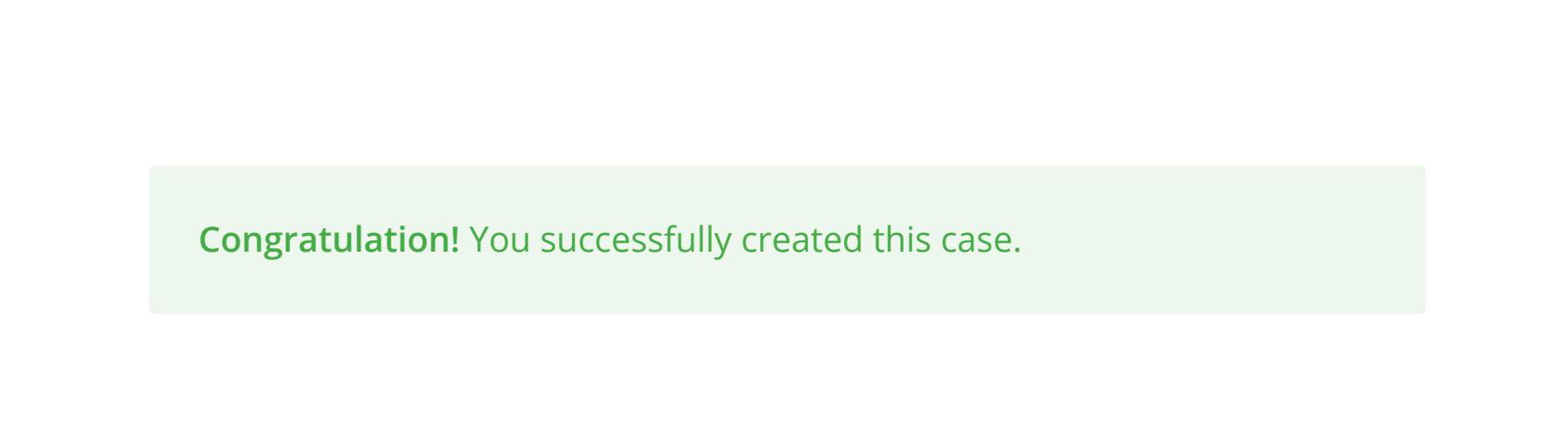
The recipe to create the new age CRM is here, with the list of ingredients that make it a ‘user’s delight’. This document is a one stop shop that has required guidelines, colour inspirations, typography and elements that will help you shape an application that caters to a 360 degree view for all its users. So carve yourself a vision truly futuristic!

## Alerting you always

Alert and Notification is an act of bringing something to the notice of the user.

### Action Alert/Notification

Without Icon



Congratulation! You successfully created this case.

With Icon



Note: You have an item in your cart that requires an upfront payment.

### Press to play

Lights camera or action would never be complete without a press of a button. This application includes buttons in the various states of activity, inactivity or state of disappearance. The response of the buttons to various actions the users make. Listed below are the 'buttons in action'

### Primary Button

Outline

Default State

Start

Mouse Hover State

Start



### Secondary Button

Outline

Default State

Start

Mouse Hover State

Start



### Small Secondary Button

Outline

Default State

Start

Mouse Hover State

Start



### Tertiary Button

Outline

Default State

Submit

Mouse Hover State

Submit

### Special Button

Place Order

LINK ACCOUNT

PROFILE

### Actionable Button

Big Size

Small Size

Default State

Perform Full Vetting

Default State

Perform DebiCheck

Submit State

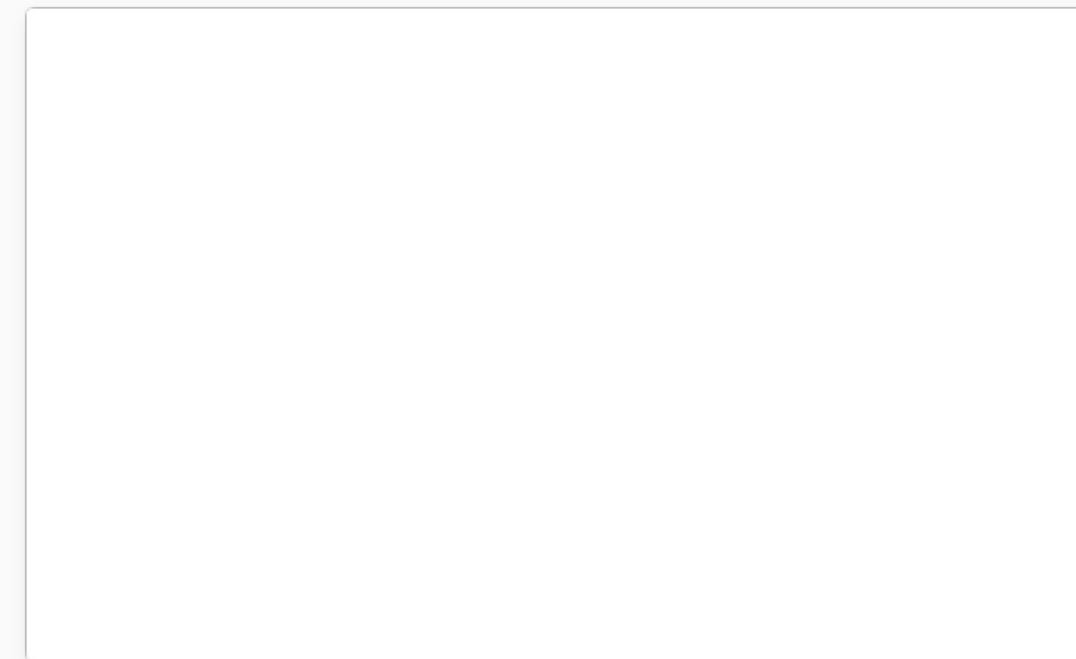
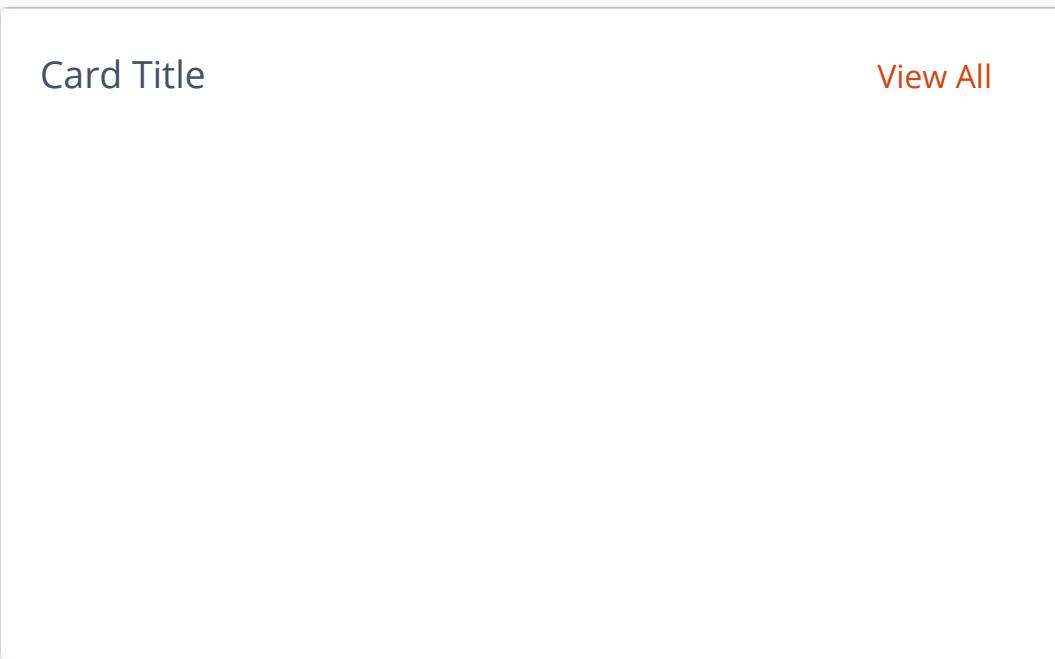
✓ Full Vett

Submit State

✓ Done

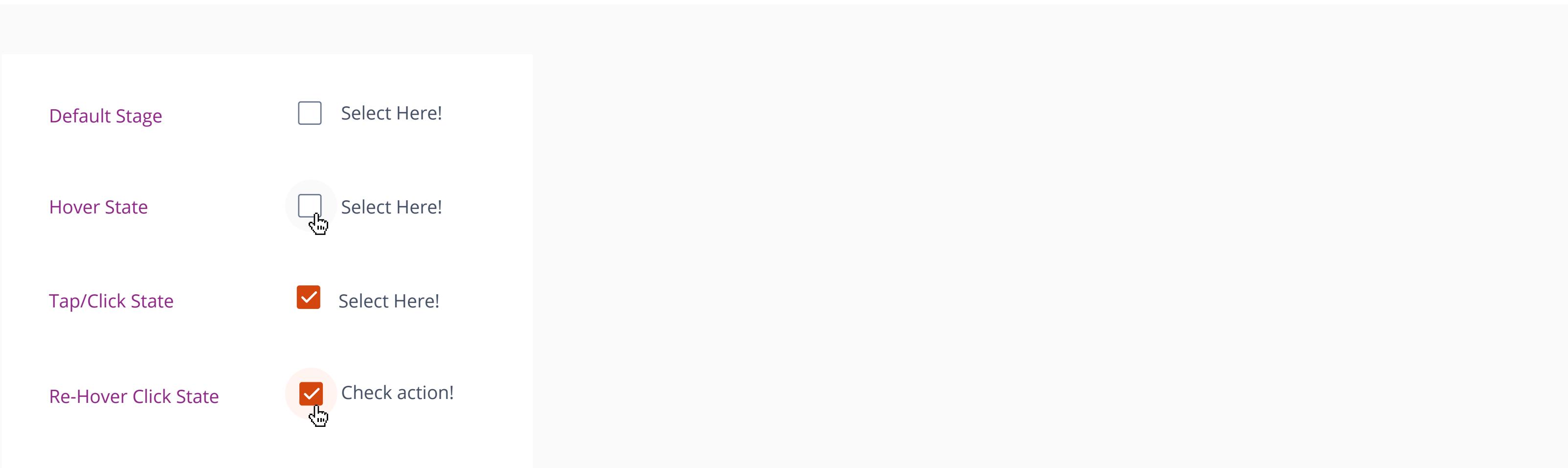
## Information served crisp

A 'card' element is a must have to enhance user experience. We have done so by incorporating the 'card' elements at various stages of information design.



## Tick Talk Tick

It always feels great when you can choose from more than one! Checkboxes do exactly that, they give you the power to choose multiple options. We have included checkboxes in our form designs to enable the power of 'multiple choice'



### What appeals to all!

Colours connect the users with an emotion that has an everlasting impact. We have primarily used orange – the Cell C brand colour as it represents the newly-invigorated Cell C culture and shows the energy that Cell C brings to its products and services along with enough breathing space between various elements using white. Cell C's orange represents the 'unowned and vibrant' and we try to bring the same feeling across the Application through the colour palette created.

### Primary Color

This palette's primary colors are orange, purple, and grey. Orange is commonly associated with trust, success, encouragement, and stimulation. Purple is often associated with royalty, nobility, luxury, power, and ambition

Cell C Orange #d3460e	Level AA	Cell C Purple #8E2787	Level AAA	Cell C Grey Dark #454F63	Level AA
--------------------------	-------------	--------------------------	--------------	-----------------------------	-------------

### Secondary Color

These are accent colors to provide additional lightness and style to pages looking for a more modern flair

Cell C Grey Dark #454F63	Level AA	Cell C Grey Light #A1A6B0	Cell C Grey Lighter #C7CAD0	Cell C Grey Lightest #ECEDEF
Cell C Grey Warm Dark #6A768E	Level AA			

### Tertiary Color

These colors are used primarily for content-specific needs, such as alerts and illustrations. They should never overpower the primary colors.

Cell C Blue #0074E8	Level AA	Cell C Red #EA1B05	Level AA	Cell C Green #46AB47	Level AA
Cell C Grey Dark #454F63	Level AAA	Cell C Green Lightest #EDF7ED		Cell C Red Lightest #FAC5C0	Level AA
Cell C Green Dark #308282	Level AAA				Level

### Background Color

These colors are used largely for background blocks and large content areas.

Cell C Grey BG #E6EBF1	Cell C Grey Lightest #ECEDEF	Cell C Grey Lightest #F2F5F8
---------------------------	---------------------------------	---------------------------------

### A table that seats many

An integral part of an agent's work is going through data. With our application we have ensured that the data is easily palatable and never becomes an overload on the user. Tables will assist the user in placing important data for the agent & helps customers easily understand data in one glance.

#### Customer Data

Sort by: Price Low to High 

Deals	Price 	Period 	Device	Deal Type	Status
MediaPlay Mobile 1.5 GB TopUp	R799	24	SAMSUNG Galaxy S9 Plus	Friday Deal	In stock
MediaPlay Mobile 1.5 GB	R799	24	SAMSUNG Galaxy S9 Plus	Hero Deal	In stock
Smart Data 10 GB	R1050	24	SAMSUNG Galaxy S9 Plus	Halala	In stock
Smart Data 20 GB	R1259	24	SAMSUNG Galaxy S9 Plus	Friday Deal	Not in Stock Till 12-06-2019 
Smart Data 50 GB	R1650	24	SAMSUNG Galaxy S9 Plus	Hot Deal	In stock

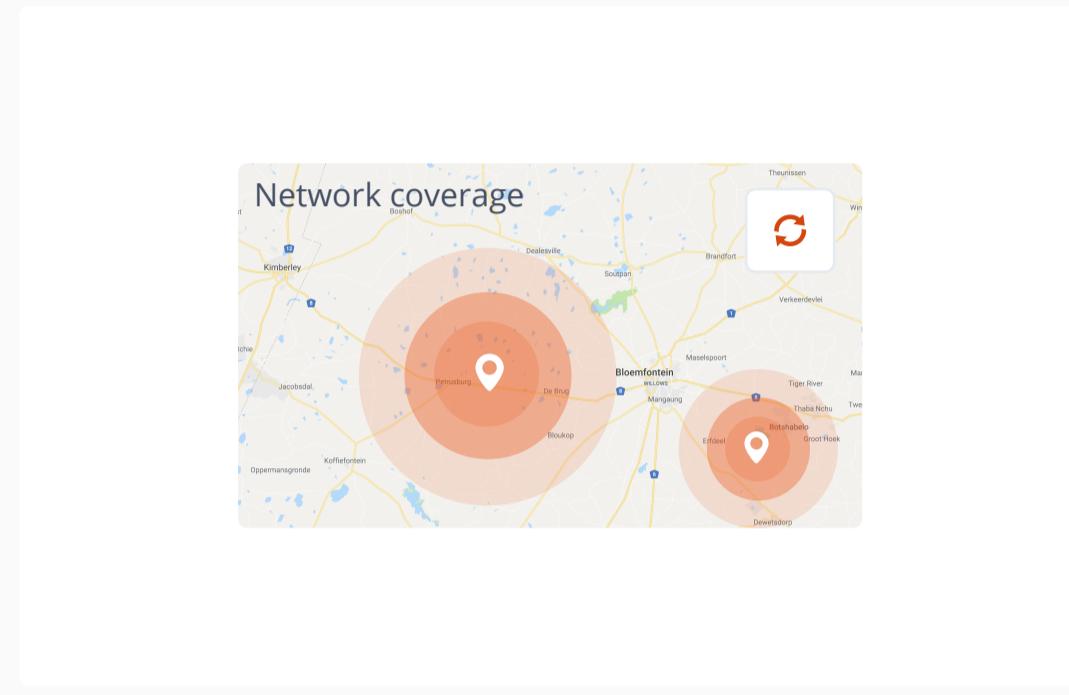
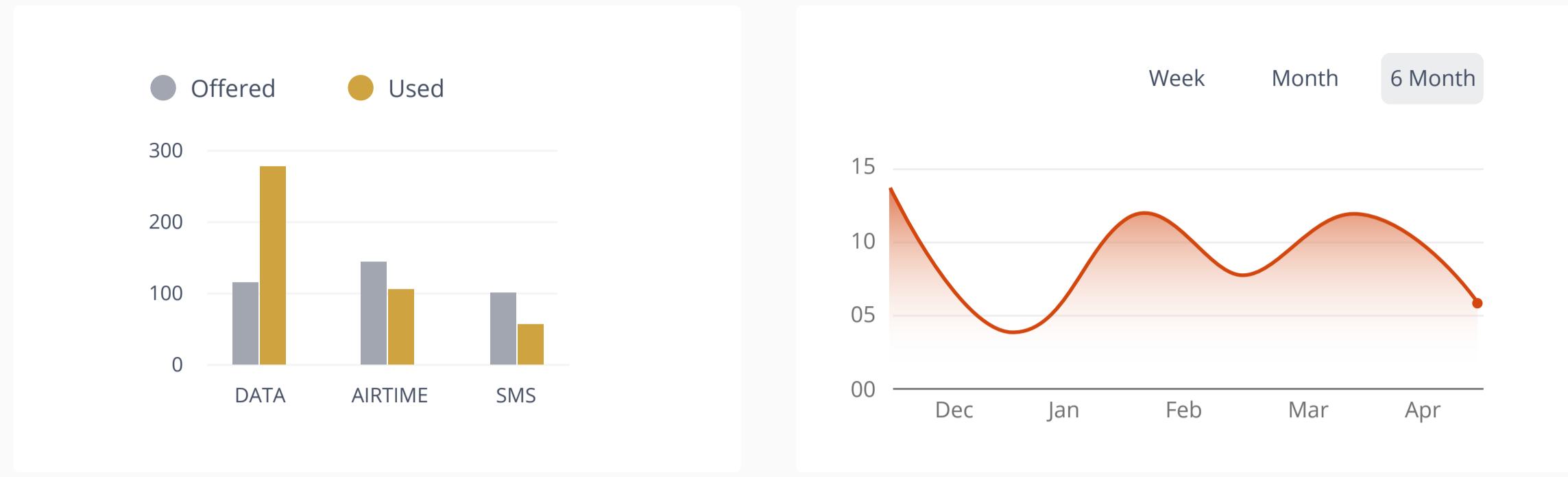
Showing 1 to 10 of 50 Items

Items per page: 5  Jump to: 1    2 .... 40 41 42

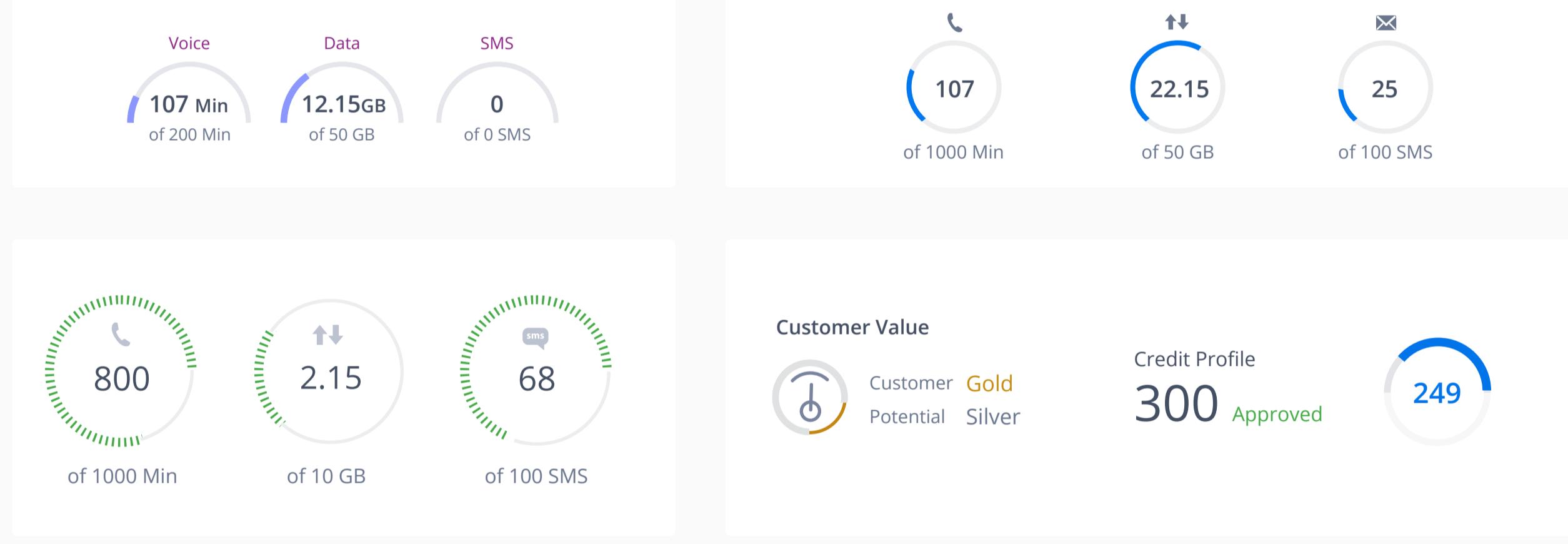
## Visually yours

'A good story teller always creates a picture in the mind'. Graph representations play a vital role in creating a story around the data. We utilized these graphs primarily in the dashboard section to display vital information upfront

## Graph Representation



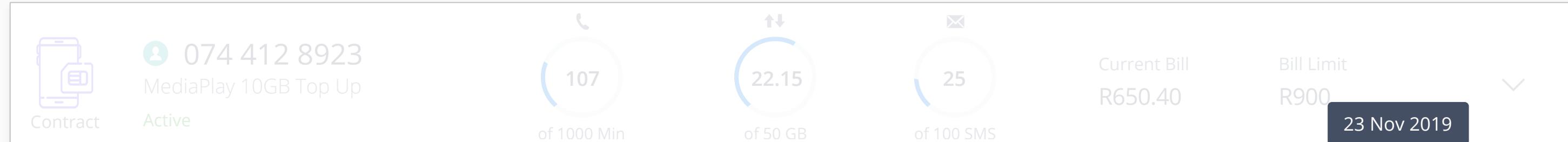
## Donut Pie Chart



## Iconic and Infographics Representation



## Gradient Fill Representation



### Your Palette of choices!

The power of choice begins with a simple widget. We have used the dropdown menu To ensure that user gets ample choices, dropdowns help conserve screen space & prevent users from entering erroneous data.

### Components / Text Input with label

Default  
Stage Type 1

Label  
Select an Option



Active State  
Dropdown

Label  
Select an Option



- Manhattan Sunning Hill, Sandton, Johannesburg
- Mansion Avenue, Rivonia, Johannesburg
- Manchester Palace, Rivonia, Johannesburg

Error State

Label  
Error



⚠ Error Message

## Where words have a home

A form displays a set of related user input fields in a structured way. forms are a particularly important interface between the user and the applications.

## Input field

2 Order Capture

### Customer Information

Customer type  
Direct Customer 

First Name (s)  
Kaya 

Last Name  
Botha 

Owner

Email  
kaya25@gmail.com 

Mobile Number  
+27 613508659 

Port this number

### Address

Resident Type  
Rented 

Address  
Detail Address 

Postal Code  
2191 

City  
Johannesburg 

Delivery Address  Billing Address

### Communication

SMS  Email  Call  Do Not Disturb

**NEXT**

Normal with label	Name 	
Hover	Name Text find 	Normal <input type="checkbox"/> Port this number
Press	Name Lorea Botha 	Hover <input checked="" type="checkbox"/> Port this number
Error	Name Lorea Botha 	Select <input checked="" type="checkbox"/> Port this number
	 Username or password incorrect	

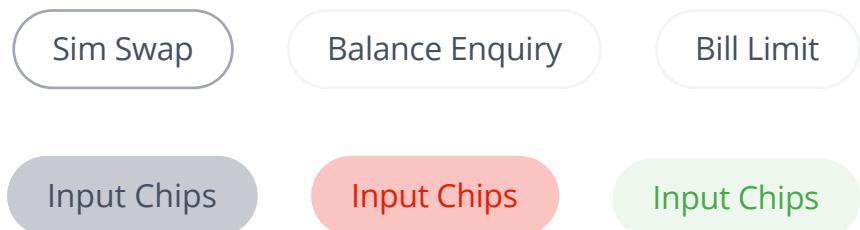
## Functionally yours

Chips are compact elements that represent an input, attribute, or action. We have incorporated chips to enable easier task completion, and content easier to sort. Displayed below is one of the ways a 'chip' would function within this application ecosystem.

### Stepper Display Chip



### With Icon fill 5% Opacity (Text Color Added Color)



### With Icon fill 5% Opacity (Text Color Added Color)



## Guidelines to perfection

These lines will help you distribute the elements proportionality in your designs and build a rhythm. These help the designs reorganise and adapt to various devices making it scalable & providing a seamless experience for the users.

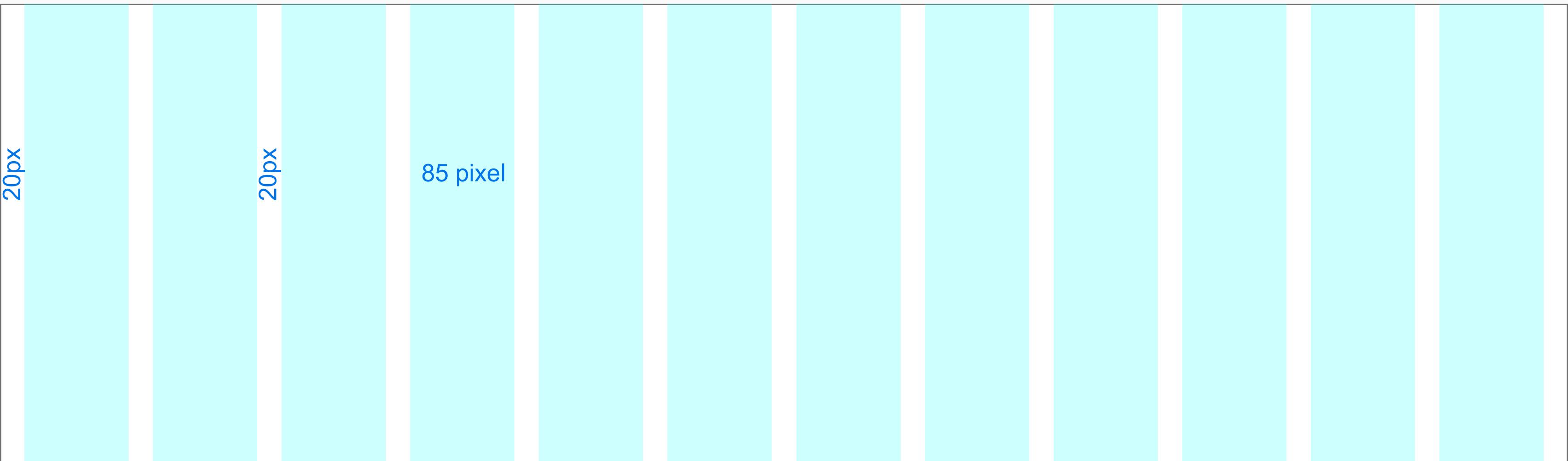
Layout Width — 1280 px

Gutter width — 20 px

Width — 1280 px

Column width — 20 px

Column — 12



## Icon Family

Iconography or Icons serve as an important visual aid in any graphical communication. Their primary function is to serve as a common visual language, removing the possibility of open interpretation or ambiguity. ... Clever use of iconography directs users to what we want them to see. users can be motivated by the message conveyed by icons.

**Primary icons**

SIZE 24	COLOUR #848FA6	OUT LINE 0

**Library**

Home	Account Management	Customer Profile	Settings	Dashboard	Refresh

Product	Billing	Network	Edit	Call	Email

Search	Billing	Black	Device	Select	Deselect

Billing	Text	Text	Extremely happy	Happy	Fine

Text	Text	Text	Neutral	Sad	Angry

Text	Text	Text	Call log	Chat	Email 2

**Account Group**

Account Information	Sim Management	Billing and Payment	Bank	Like	Celebration

Package	Device Support	Services			

**Social**

Contact Person	Transaction History	Communication	facebook	twitter	whatsapp

Recent Activities	Text	Text	linkedin	instagram	youtube

**Secondary icons**

SIZE 16	COLOUR solid fill	OUT LINE 1≤pt

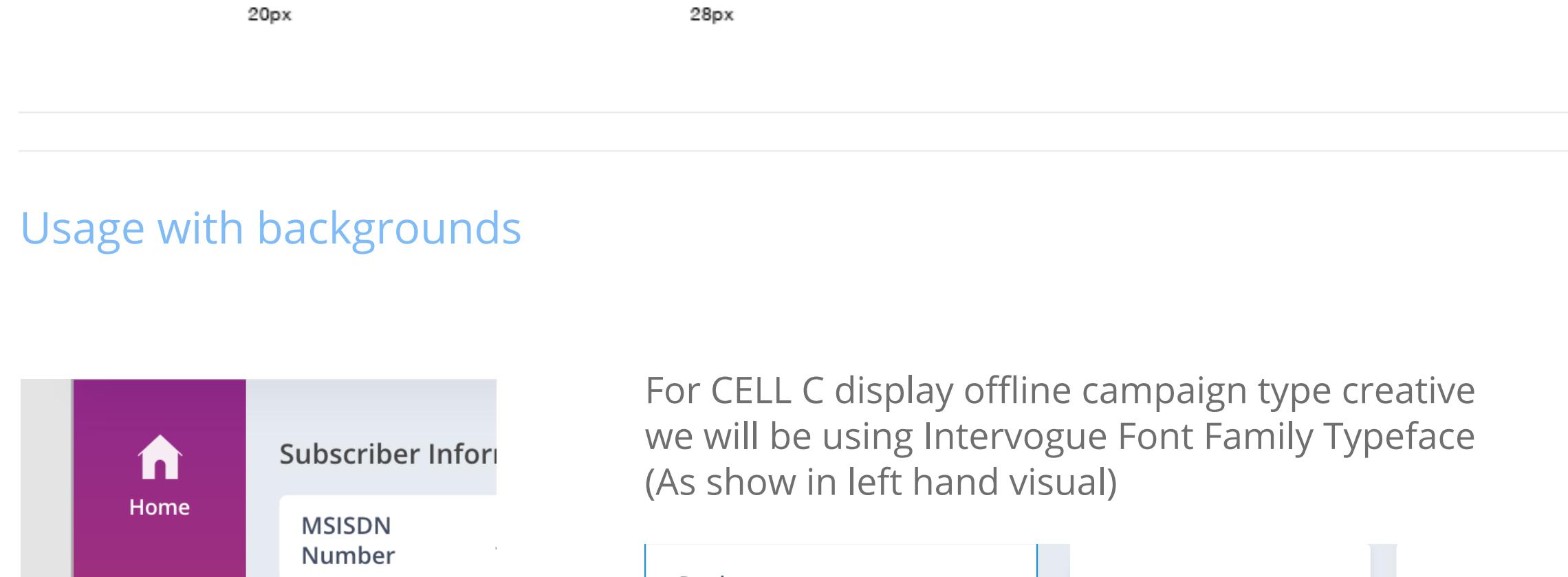
**Library**

## IDEAL PRACTICES AND USES OF ICONS

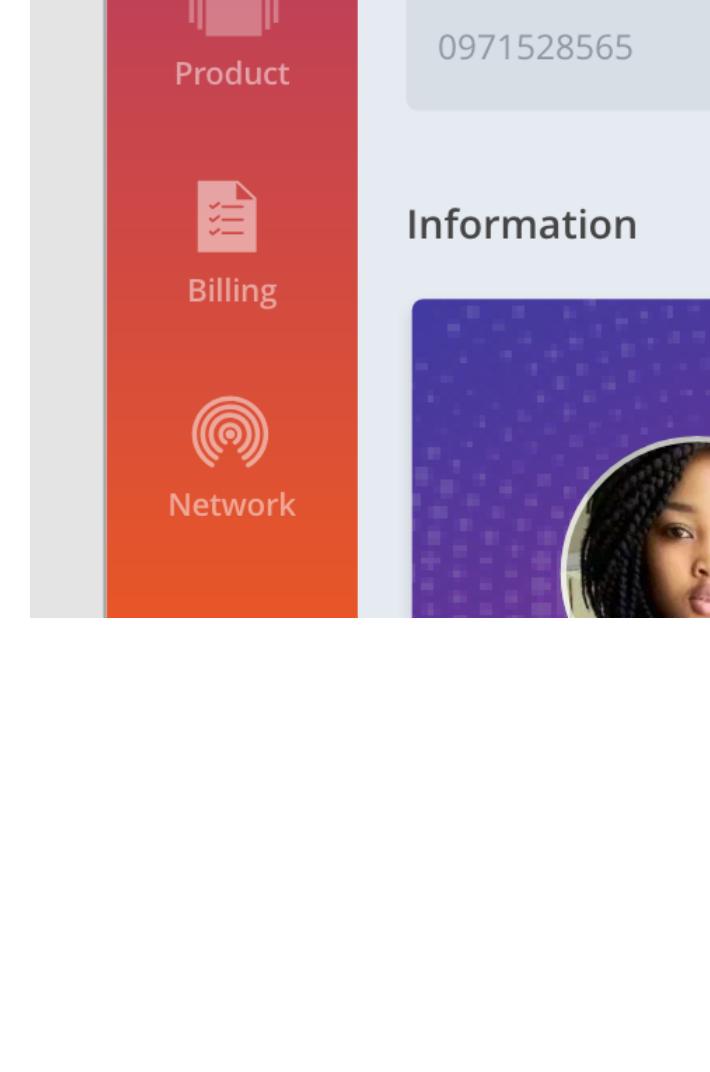
Minimalism is all about More with less. This includes less elements such as debt and unnecessary forms ... For many minimalists, the philosophy is about getting rid of excess stuff and creating with simple and minimum, rather than more. Minimalist icons are a growing trend, using crisp black lines, negative space, and sparse colour palettes to convey a design that's clean and simple. These designs can be intuitive or clear , and itself usually has fill, single lines that create a concise overall look.

## Contemporary /Minimalist icons

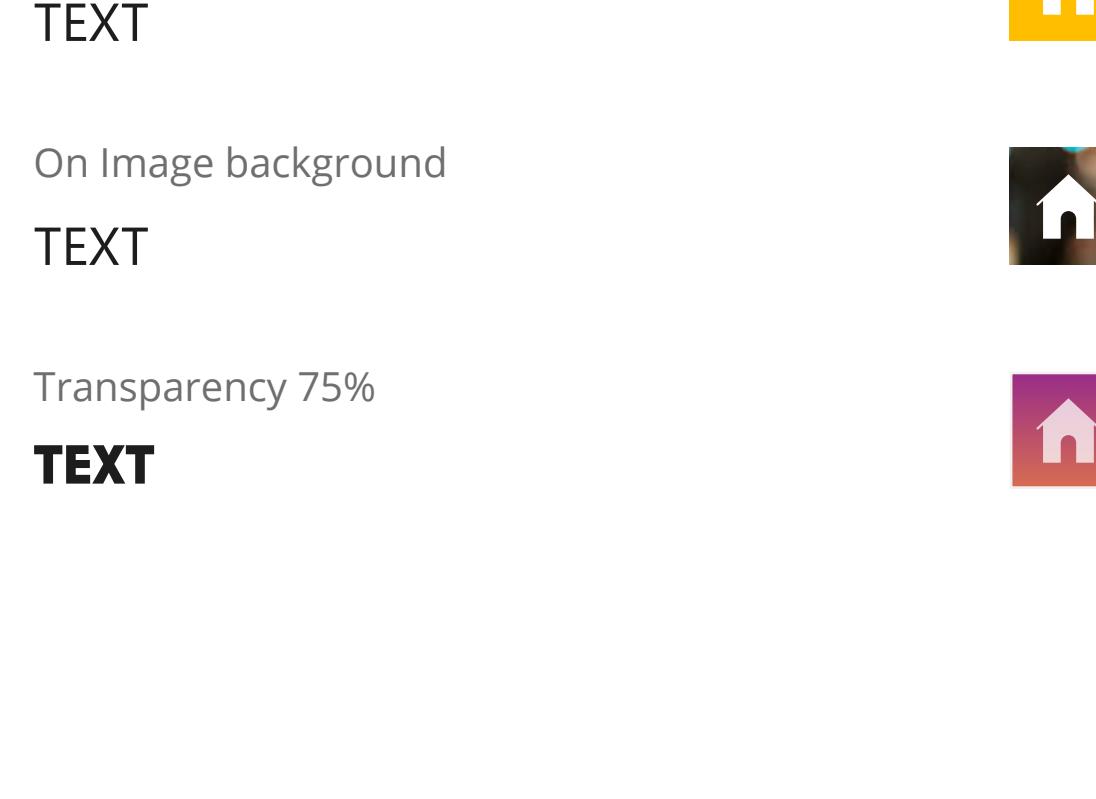
creating pixel perfect icons



## Usage with backgrounds



For CELL C display offline campaign type creative we will be using Intervogue Font Family Typeface (As show in left hand visual)



### Wait for it to clear

A wait-animation progress indicator is the most common form of providing a system status for users when something is happening or loading.



### LOADER-INLINE

Loader inline is lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et.

 Loading data

 Data loaded

## Set of Option select and go for it

A menu is a set of options presented to the user of a system to help the user find information or execute a program function.

### Header of App

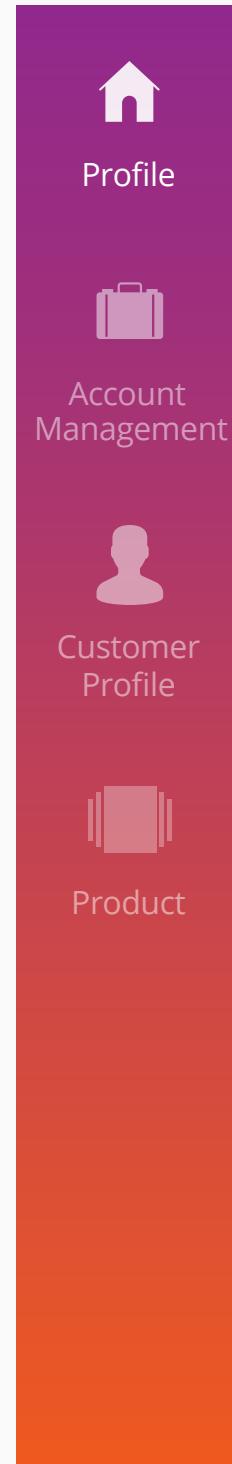


Search by MSISDN / South Africa ID / Account Number...



Lorrencia ▾

### Menubar

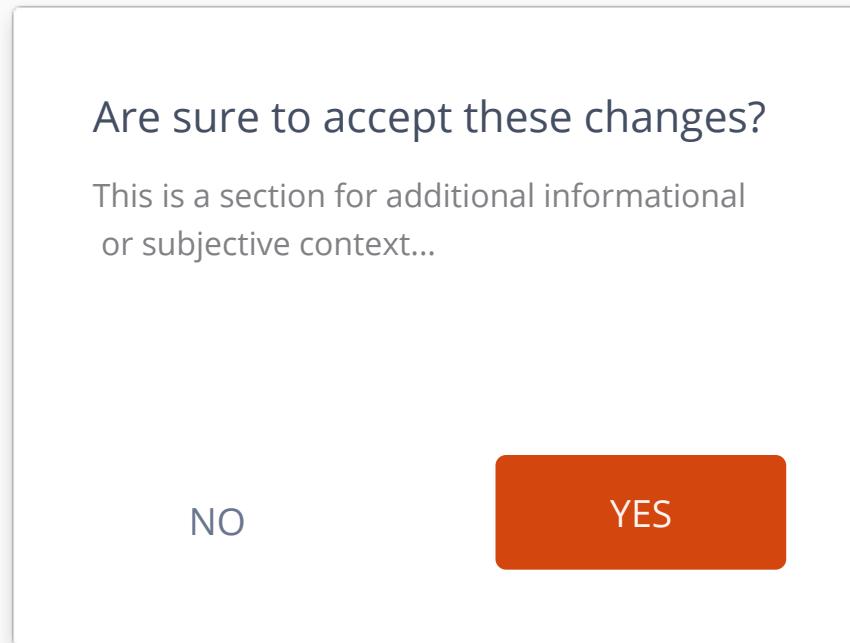


## Helping you make an informed decision

A modal window is a graphical control element subordinate to an application's main window.

Modal windows are sometimes called heavy windows or modal dialogs because they often display a dialog box.

### BASIC DEFAULT



## What's next?

Just how 'my location' helps you on google maps , these catchy links indicates your current location in the site preventing you from losing your way in the application.

## Link Bar Selection



## Activity



## Tab Selection



## Recommended value added services



### What follows!

Pagination is the process of dividing a document into discrete pages, either electronic pages or printed pages." Wikipedia.

Pagination are an important element in web designing. Especially in content heavy websites and applications pagination is used to divide content and present in limited & digestible manner

Showing 1 to 10 of 50 Items

Items per page: 5

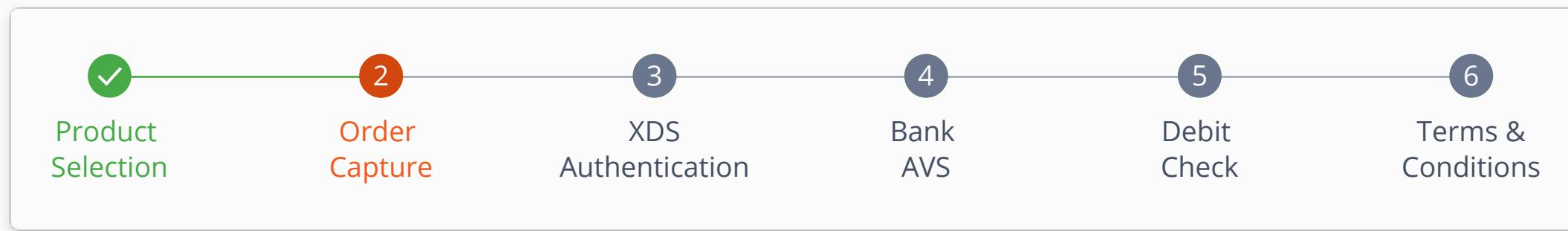
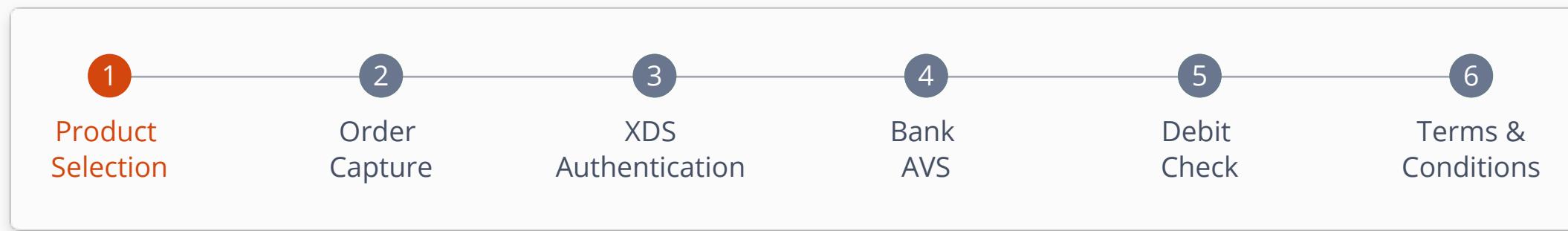
Jump to: 1

< 1 2 .... 40 41 42

## Every journey begins with a step

Steppers convey progress through numbered steps. It provides a wizard-like workflow.

It displays progress through a sequence of logical and numbered steps.

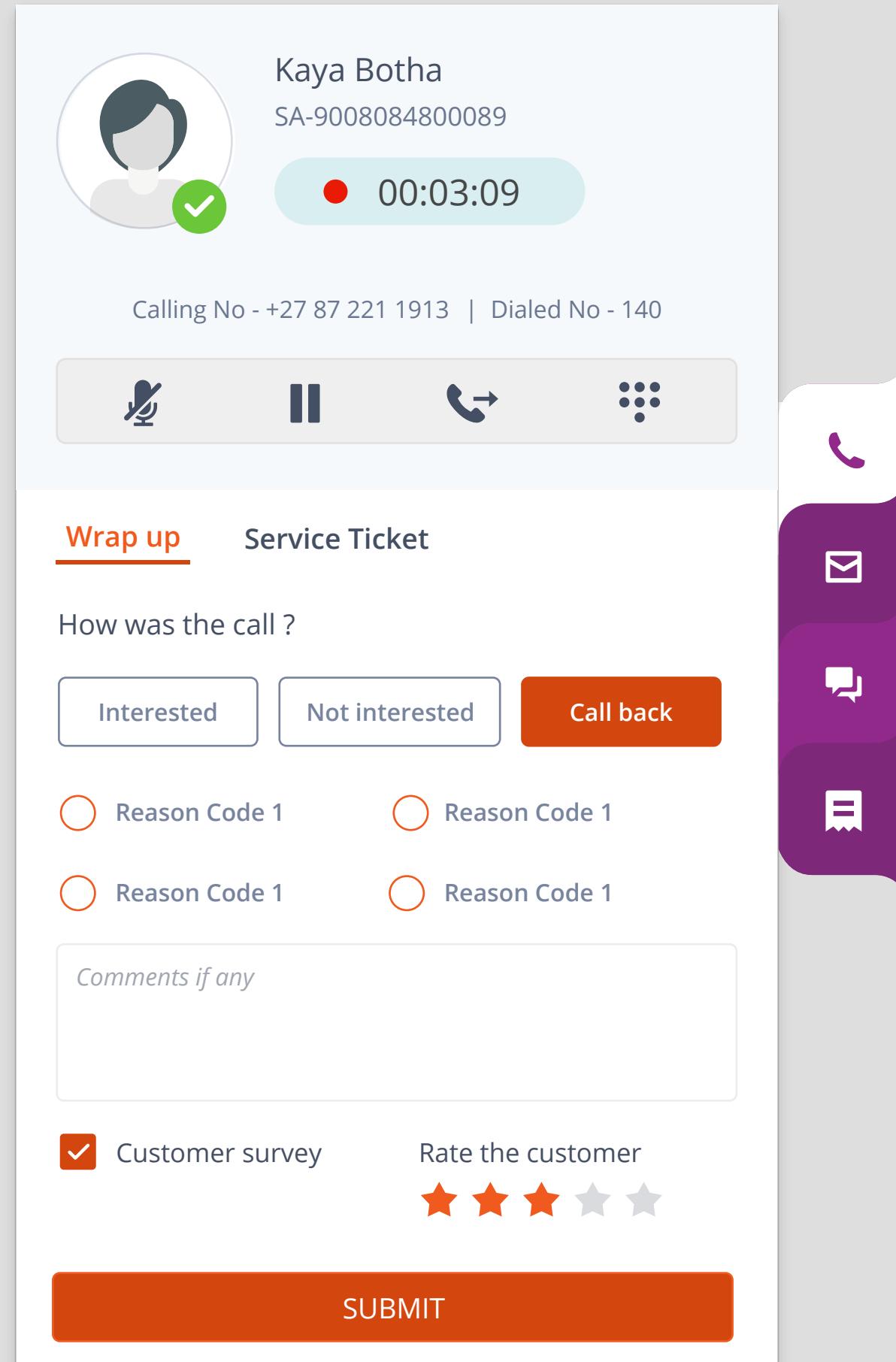


# ← QUICK LAUNCHER

## Always at your service

We have tried our level best to make the in-application navigation quick simple and unintrusive. Located at the Right of your application is the Quick launch Bar. It acts as the perfect guide to assist you for your in-app journey making it simplistic at every step.

## Phone Call + Dialer



Kaya Botha  
SA-9008084800089  
00:03:09

Calling No - +27 87 221 1913 | Dialed No - 140

**Wrap up** **Service Ticket**

How was the call ?

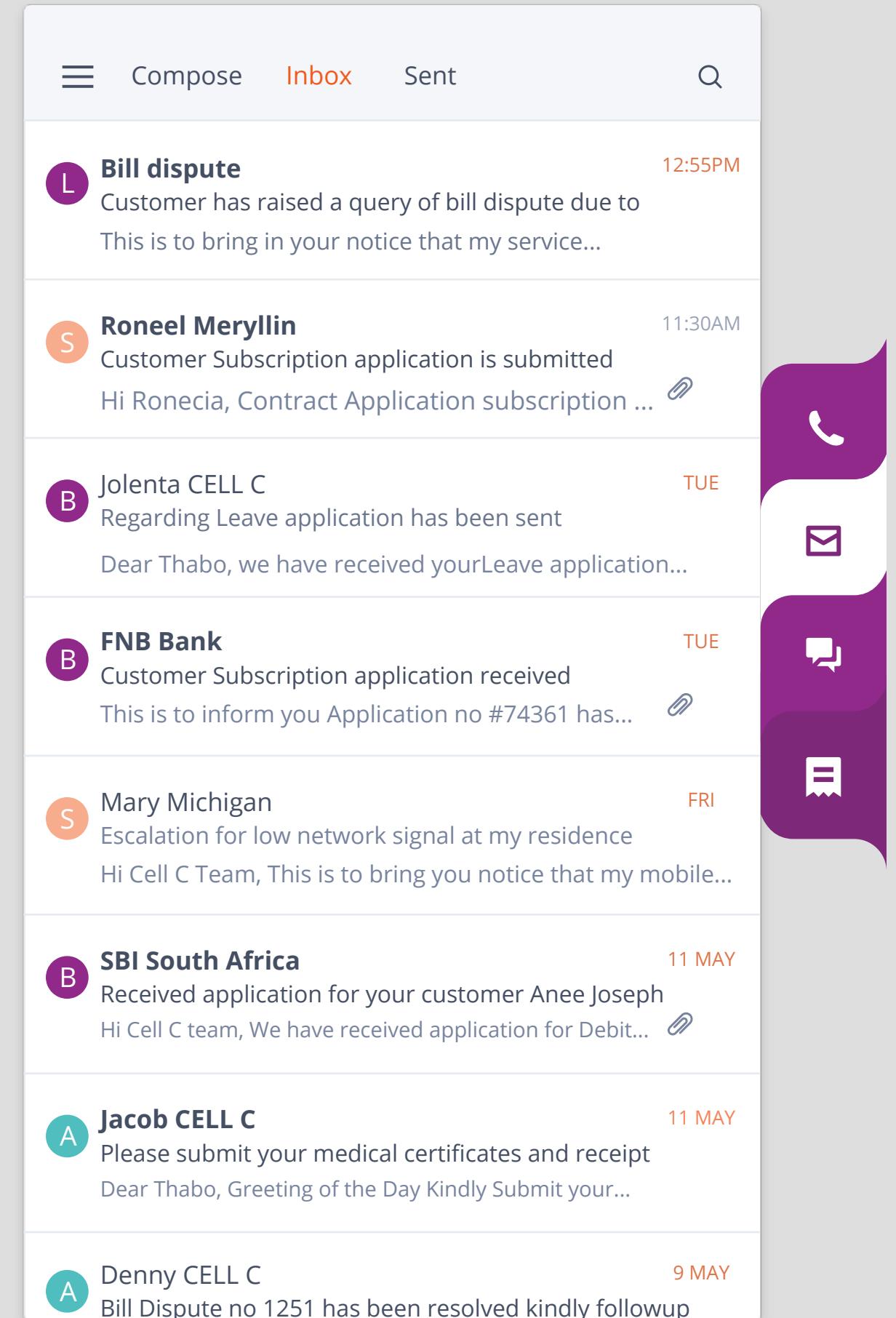
Reason Code 1  Reason Code 1  
 Reason Code 1  Reason Code 1

Comments if any

Customer survey  ★★★★☆

**SUBMIT**

## Mail



Compose **Inbox** Sent Q

**L Bill dispute** 12:55PM  
Customer has raised a query of bill dispute due to This is to bring in your notice that my service...

**S Roneel Meryllin** 11:30AM  
Customer Subscription application is submitted Hi Ronecia, Contract Application subscription ...

**B Jolenta CELL C** TUE  
Regarding Leave application has been sent Dear Thabo, we have received yourLeave application...

**B FNB Bank** TUE  
Customer Subscription application received This is to inform you Application no #74361 has...

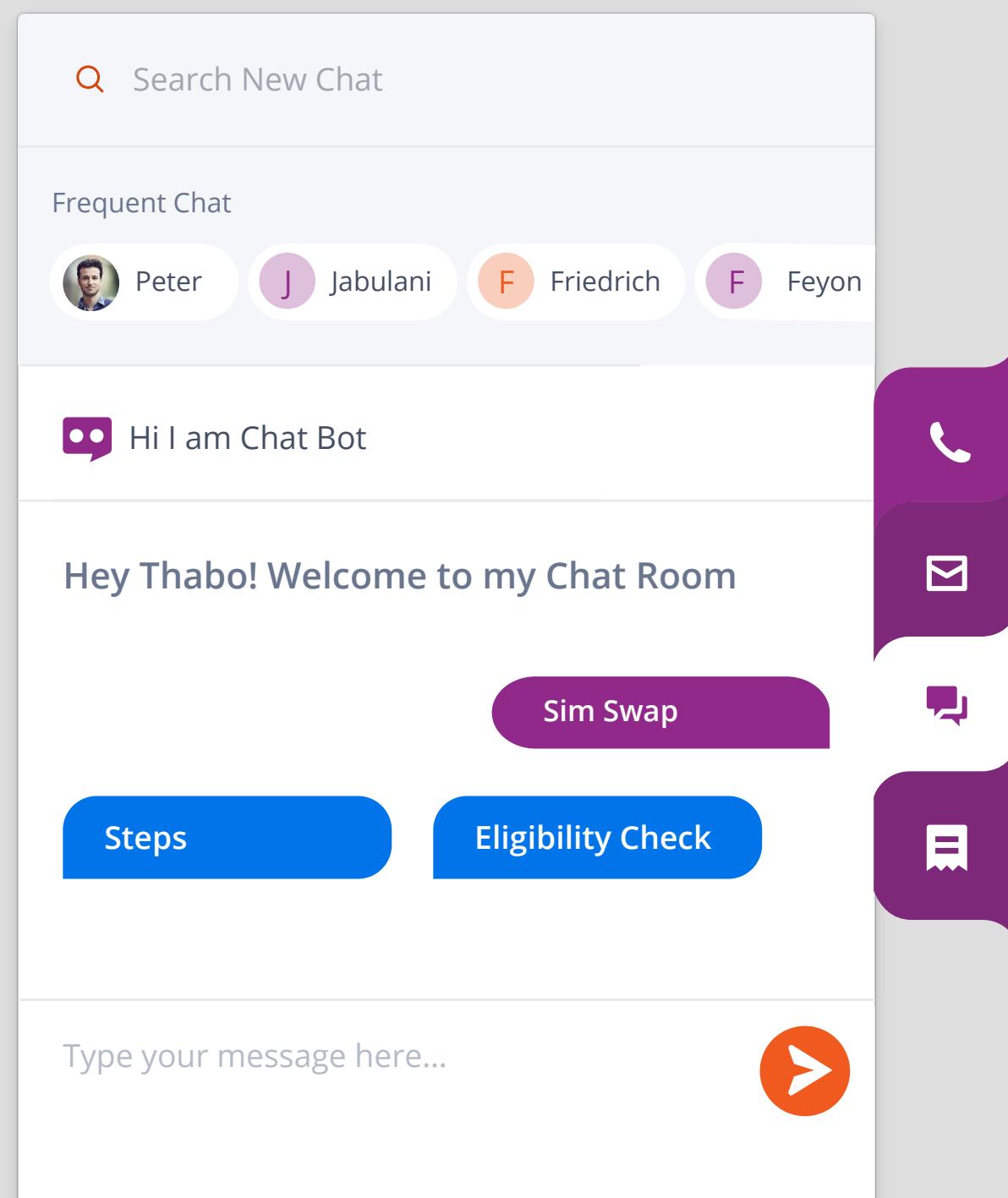
**S Mary Michigan** FRI  
Escalation for low network signal at my residence Hi Cell C Team, This is to bring you notice that my mobile...

**B SBI South Africa** 11 MAY  
Received application for your customer Anee Joseph Hi Cell C team, We have received application for Debit...

**A Jacob CELL C** 11 MAY  
Please submit your medical certificates and receipt Dear Thabo, Greeting of the Day Kindly Submit your...

**A Denny CELL C** 9 MAY  
Bill Dispute no 1251 has been resolved kindly followup

## Chat



Search New Chat

Frequent Chat

Peter, Jabulani, Friedrich, Feyon

Hi I am Chat Bot

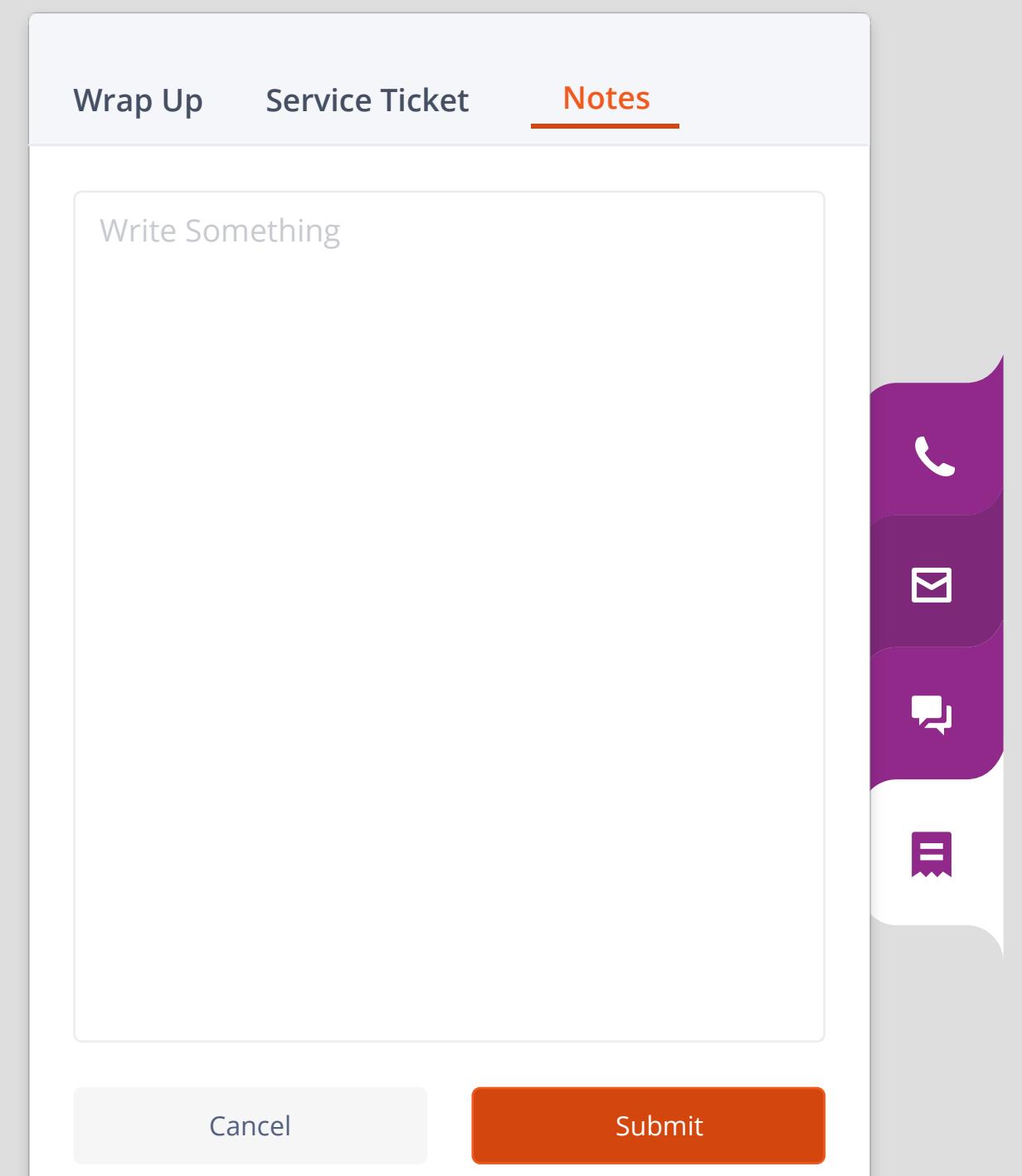
Hey Thabo! Welcome to my Chat Room

**Sim Swap**

**Steps** **Eligibility Check**

Type your message here... 

## Closing Call



Wrap Up **Service Ticket** **Notes**

Write Something

**Cancel** **Submit**

## On AIR Action

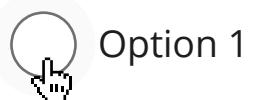
Radio buttons. Radio buttons allow the user to select one option from a set.

Radio buttons should have the most commonly used option selected by default.

Default Stage



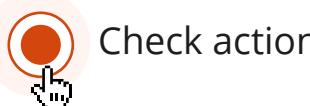
Hover State



Tap/Click State



Re-Hover Click State

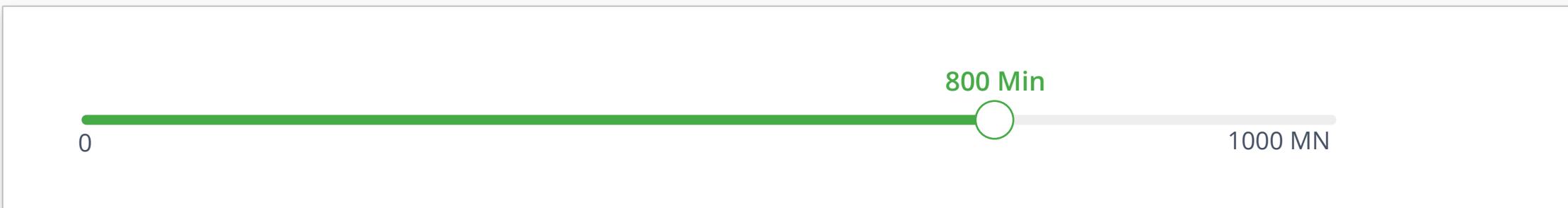


## Control with a slide

Slider is a control that allows users to select a specific value (or range of values).

All too often users get the information of what the value is all about by reading the label on a slider.

Normal

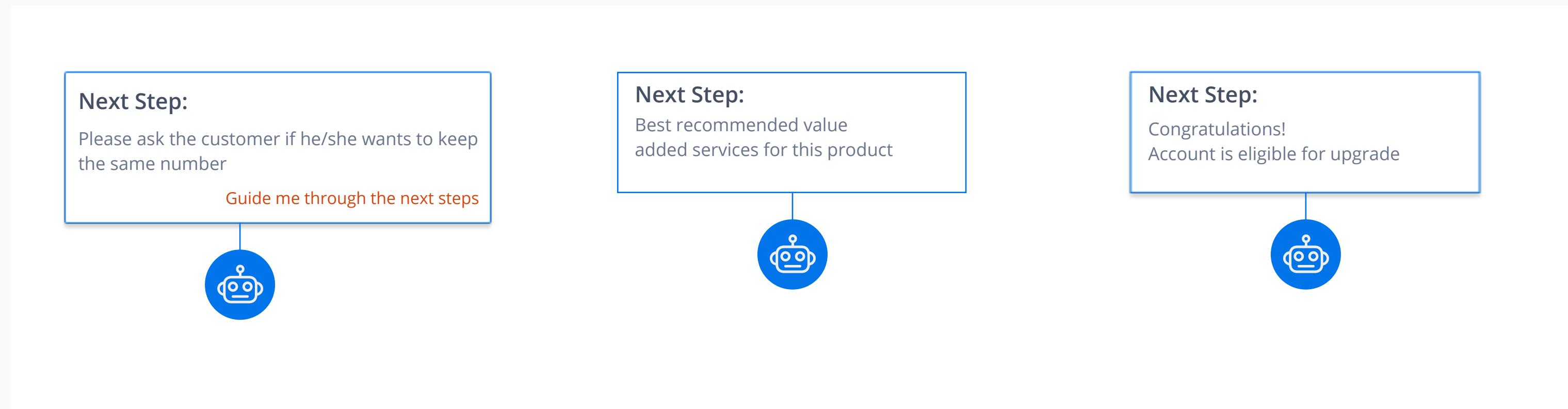


### An arrow that Guides you right

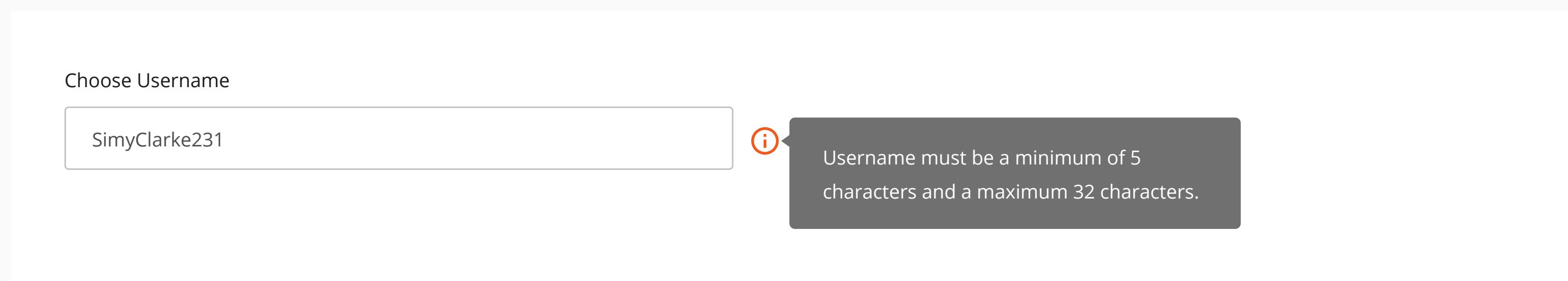
A tooltip is a brief, informative message that appears when a user interacts with an element in a graphical.

In our system we have introduced Robot tool tips which will guide and help user to follow appropriate process and action.

### Robotic tool tip



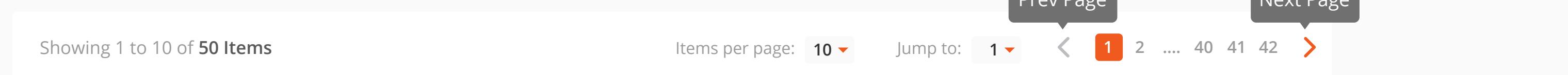
### Field tool tip



### Icon tool tip



### Pagination tool tip



## My Type, Our Type

Typography is defined as the art and science of font style, appearance, and structure which aims at delivering the aesthetic and easily readable copy to readers.

## Headings Text

## H1 Heading

SIZE 52      SPACE 0.6      LINE 62.4

## Body Text

## Body 1 Regular

SIZE 17      SPACE 0.6      LINE 25.5

## H2 Heading

SIZE 43      SPACE 0.6      LINE 51.6

## Body 1 Semibold

SIZE 17      SPACE 0.6      LINE 25.5

## H3 Heading

SIZE 36      SPACE 0.6      LINE 43.2

## Body 1 Bold

SIZE 17      SPACE 0.6      LINE 25.5

## H4 Heading

SIZE 36      SPACE 0.6      LINE 36

## Body 2 Regular

SIZE 14      SPACE 0.6      LINE 21

## H5 Heading

SIZE 25      SPACE 0.6      LINE 30

## Body 2 Semibold

SIZE 14      SPACE 0.6      LINE 21

## H6 Heading

SIZE 21      SPACE 0.6      LINE 25.2

## Body 2 Bold

SIZE 14      SPACE 0.6      LINE 21

## Caption Normal

SIZE 12      SPACE 0.4      LINE 18

## Caption Semibold

SIZE 12      SPACE 0.4      LINE 18

## Caption Bold

SIZE 12      SPACE 0.4      LINE 18

## MINIMUM SIZE TEXT

SIZE 10      SPACE 0.4      LINE 15

## TYPOGRAPHIC TREATMENT FONT USAGE

Font weight is an important typographic style that can add emphasis and is used to differentiate content hierarchy. Font weight and size pairings must be carefully balanced. A bold weight will always have more emphasis than a lighter weight font of the same size.

## System Font Usage

## Open Sans Font

For overall will be using open sans Light, Regular, Semibold, Bold for our system

Open Sans Light

abcdefghijklmnoprstuvwxyz  
ABCDEFGHIJKLMNPQRSTUVWXYZ  
'1234567890-~!@#\$%^&\*()\_+[]\;,./{}|:"<>?

Select Mobile No.

Open Sans Regular

abcdefghijklmnoprstuvwxyz  
ABCDEFGHIJKLMNPQRSTUVWXYZ  
'1234567890-~!@#\$%^&\*()\_+[]\;,./{}|:"<>?

Select Mobile No.

Open Sans Semi Bold

abcdefghijklmnoprstuvwxyz  
ABCDEFGHIJKLMNPQRSTUVWXYZ  
'1234567890-~!@#\$%^&\*()\_+[]\;,./{}|:"<>?

Select Mobile No.

Open Sans Bold

abcdefghijklmnoprstuvwxyz  
ABCDEFGHIJKLMNPQRSTUVWXYZ  
'1234567890-~!@#\$%^&\*()\_+[]\;,./{}|:"<>?

Select Mobile No.