

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	<div>Start</div>
Mouse Hover State	<div>Start</div>

Secondary Button

	Outline
Default State	<div>Start</div>
Mouse Hover State	<div>Start</div>

Small Secondary Button

	Outline
Default State	<div>Start</div>
Mouse Hover State	<div>Start</div>

Tertiary Button

	Outline
Default State	<div>Submit</div>
Mouse Hover State	<div>Submit</div>

Special Button

<div>Place Order</div>	<div>LINK ACCOUNT</div>	<div>🔒 PROFILE</div>
------------------------	-------------------------	----------------------

Actionable Button

Big Size		Small Size	
Default State	<div>Perform Full Vetting</div>	Default State	<div>Perform DebiCheck</div>
Submit State	<div>✔ Full Vett</div>	Submit State	<div>✔ Done</div>



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’

Default Stage

☐ Select Here!

Hover State

☐ Select Here!

Tap/Click State

☒ Select Here!

Re-Hover Click State

☒ Check action!



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  Find Stock
Smart Data 50 GB	R1650	24	SAMSUNG Galaxy S9 Plus	Hot Deal	In stock

Showing 1 to 10 of 50 Items

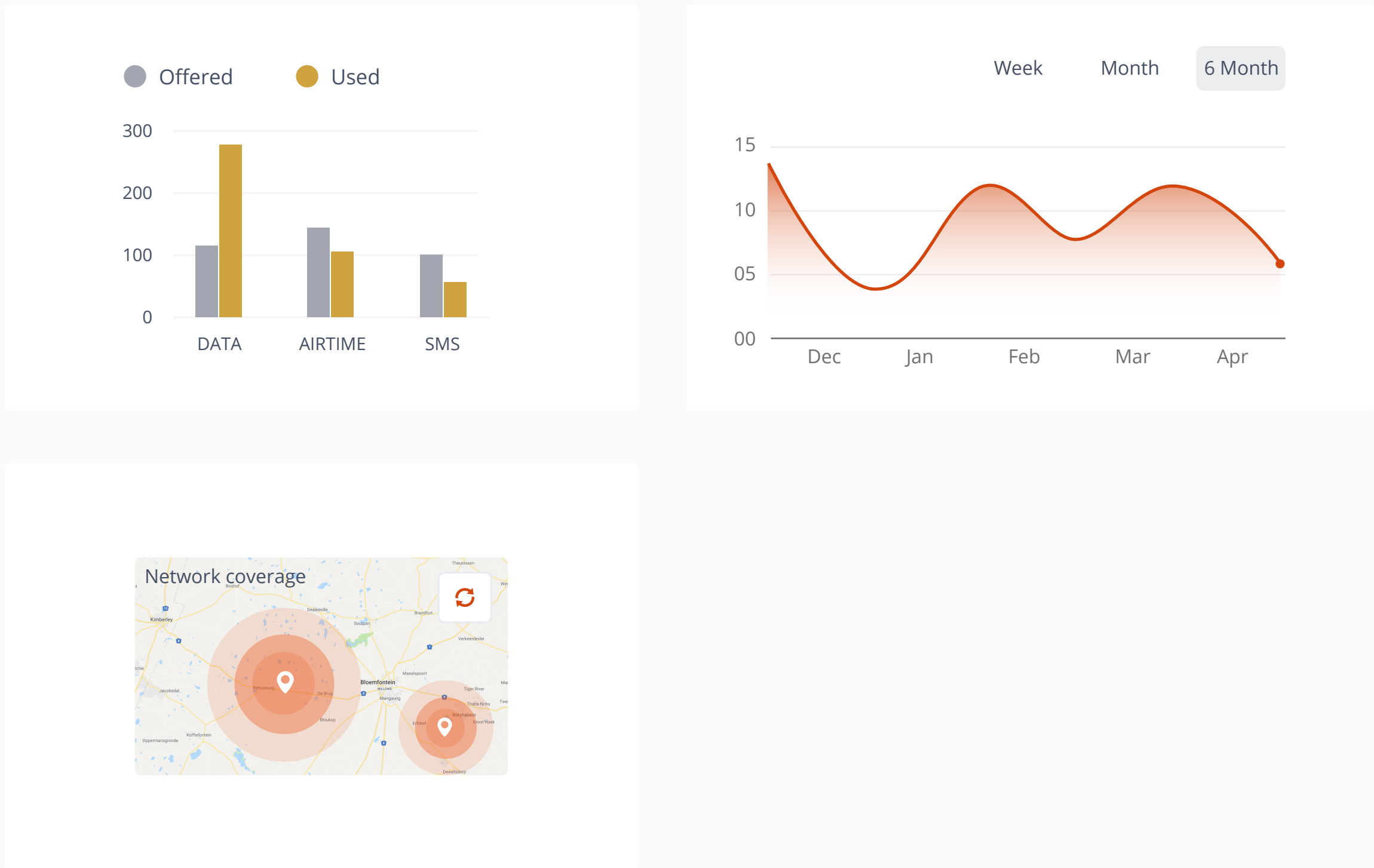
Items per page: 5 ▼ Jump to: 1 ▼ < 1 2 .... 40 41 42



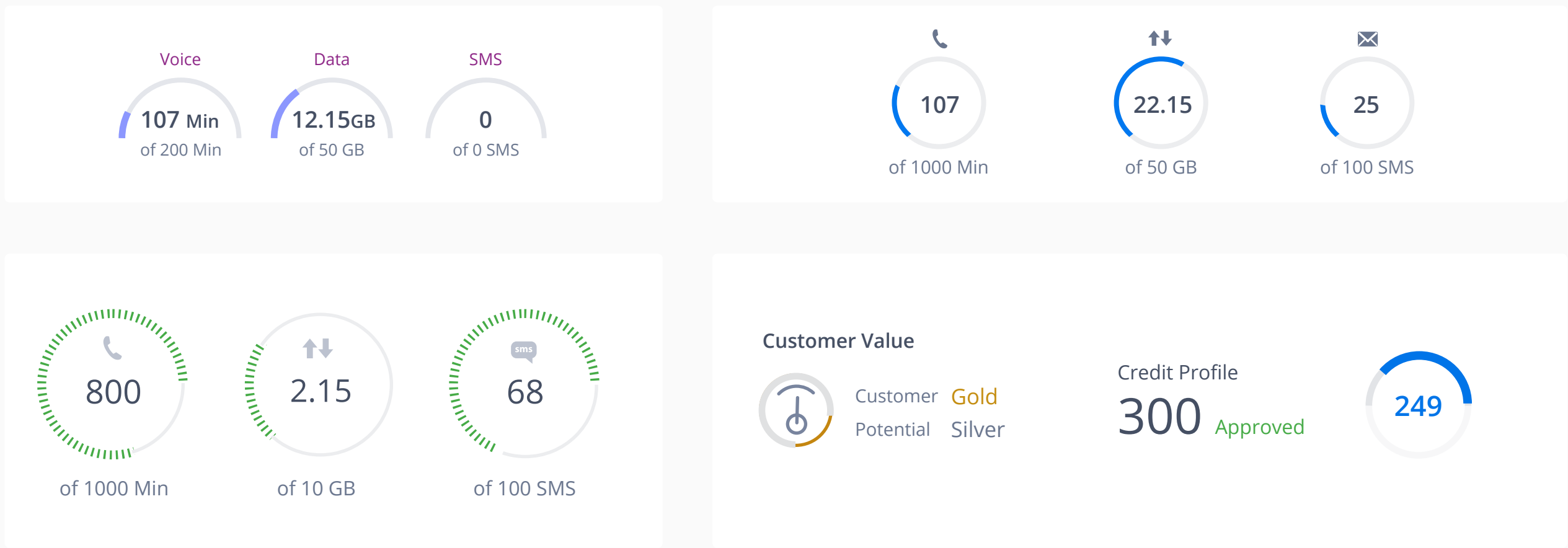
Visually yours

‘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

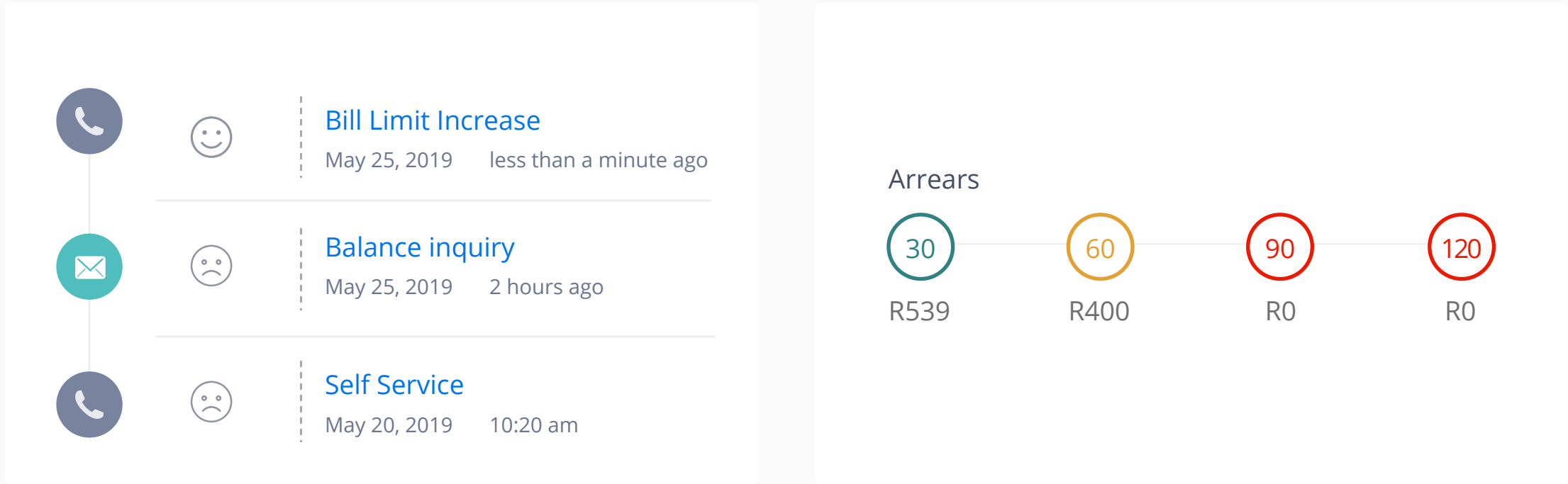
Graph Representation



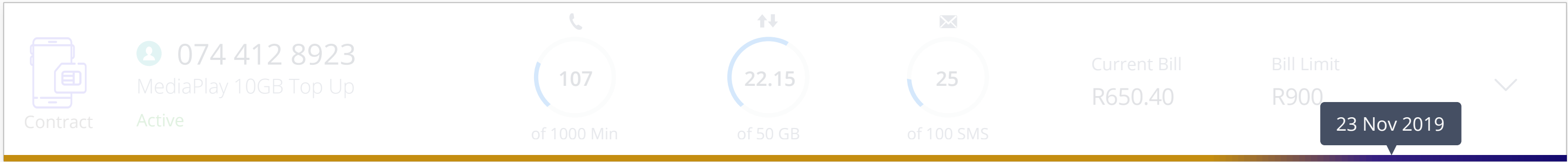
Donut Pie Chart



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

Lable

Select an Option

▼

Active State  
Dropdown

Lable

Select an Option

▼

Manhattan Sunning Hill, Sandton, Johannesburg

Mansion Avenue, Rivonia, Johannesburg

Mancester Palace, Rivonia, Johannesburg

Error State

Lable

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

Press

Name

Lorea Botha

Error

Name

Lorea Botha

Username or password incorrect

Normal

☐ Port this number

Hover

☒ Port this number

Select


☒ Port this number



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

 AVS Confirmed

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

Sim Swap

Balance Enquiry


Bill Limit


Input Chips


Input Chips

Input Chips

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

Samsung 

Samsung 

Samsung 



## 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.

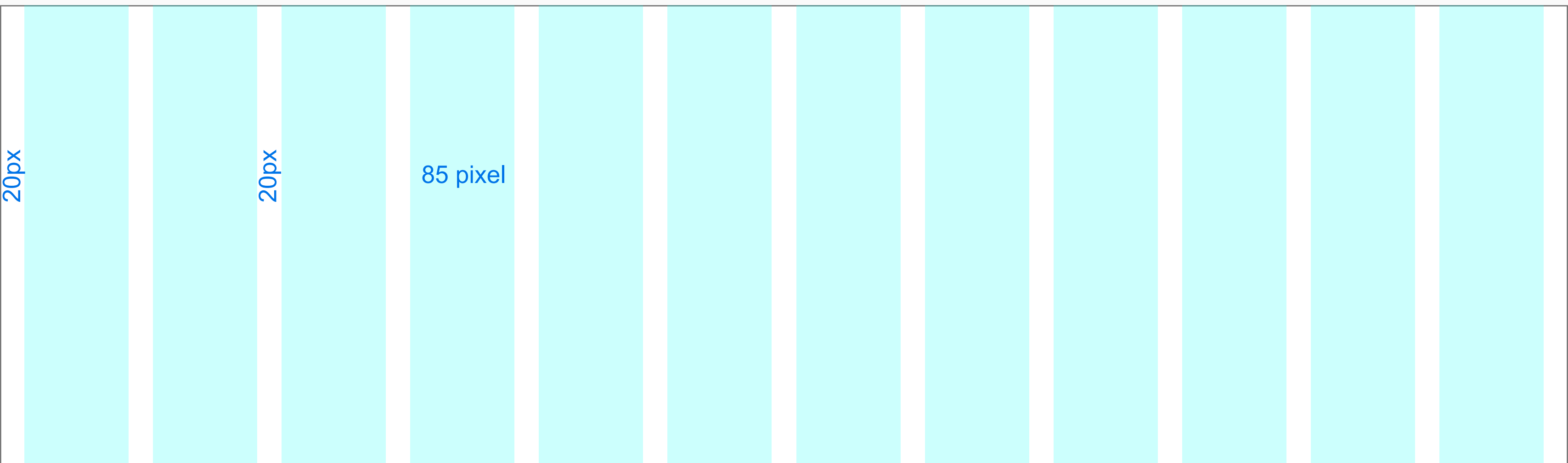
Layout Width — 1280 px

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




Product




Billing




Network




Search




Billing




Black




Billing




Text




Text




Text




Text




Text



Text




Text




Text


Account Group




Account Information




Sim Management




Billing and Payment




Package




Device Support




Services




Contact Person




Transaction History




Communication



Recent Activities



Text



Text


Secondary icons

SIZE 16


COLOUR solid fill

OUT LINE 1≤pt


Library




Settings




Dashboard




Refresh




Edit




Call




Email




Device




Select




Deselect




Extremely happy




Happy




Fine




Neutral




Sad




Angry




Call log



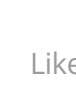
Chat




Email 2




Account




Like




Celebration



Bank




Arrow




Arrow 2


Scocial




facebook




twitter




whatsapp



linkedin



instagram



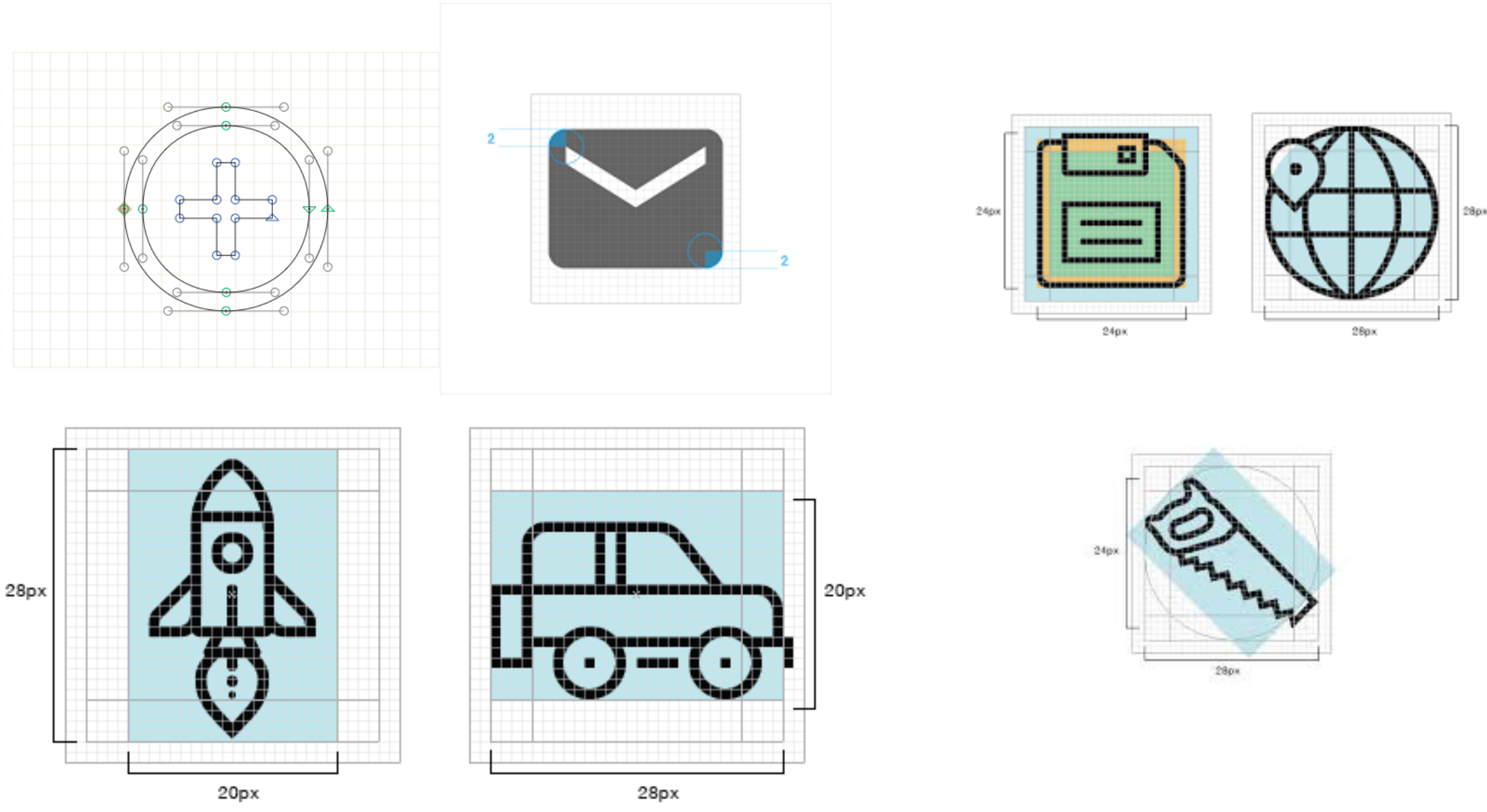
youtube

IDEAL PRACTICES AND USES OF ICONS

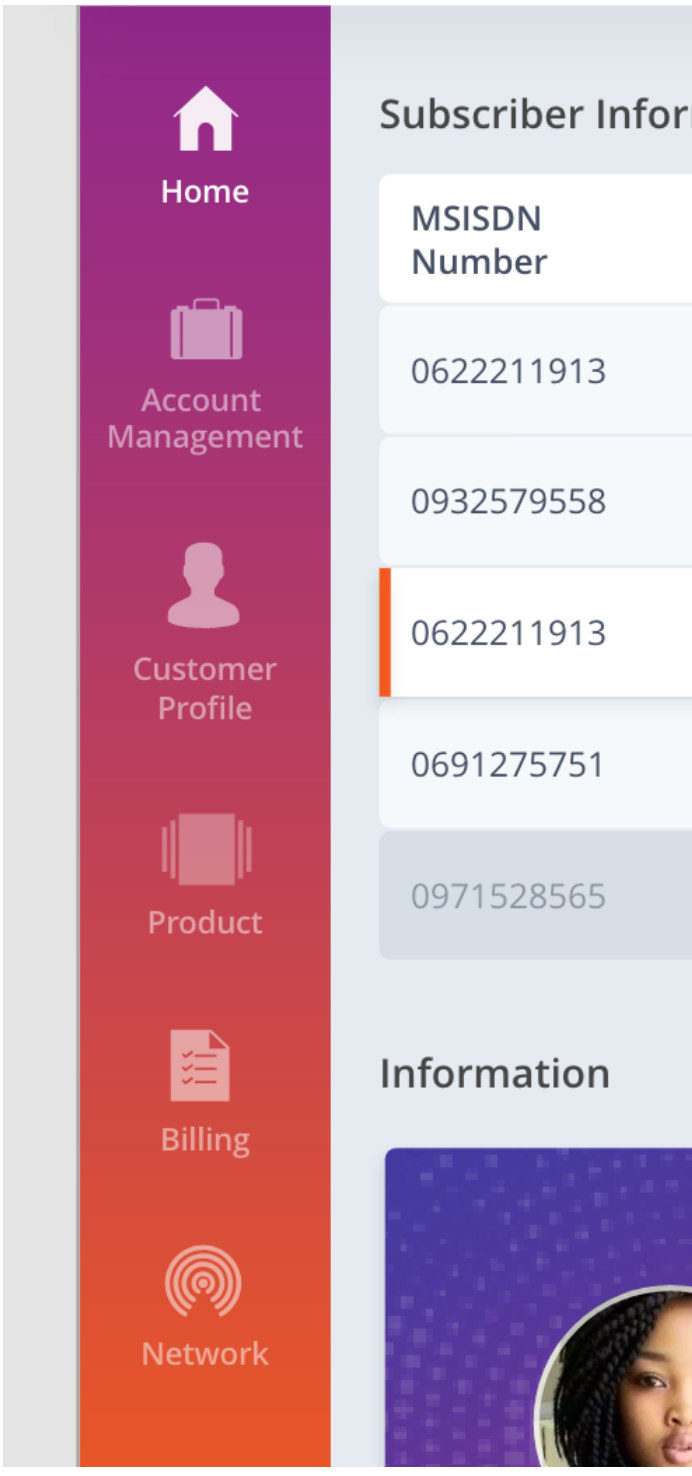
Minimalism is all about More with less. This includes less elements such as debt and unnecessary forms ... For many minimalists, the philosophy is about getting rid of excess stuff and creating with simple and minimum, rather than more. Minimalist icons are a growing trend, using crisp black lines, negative 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

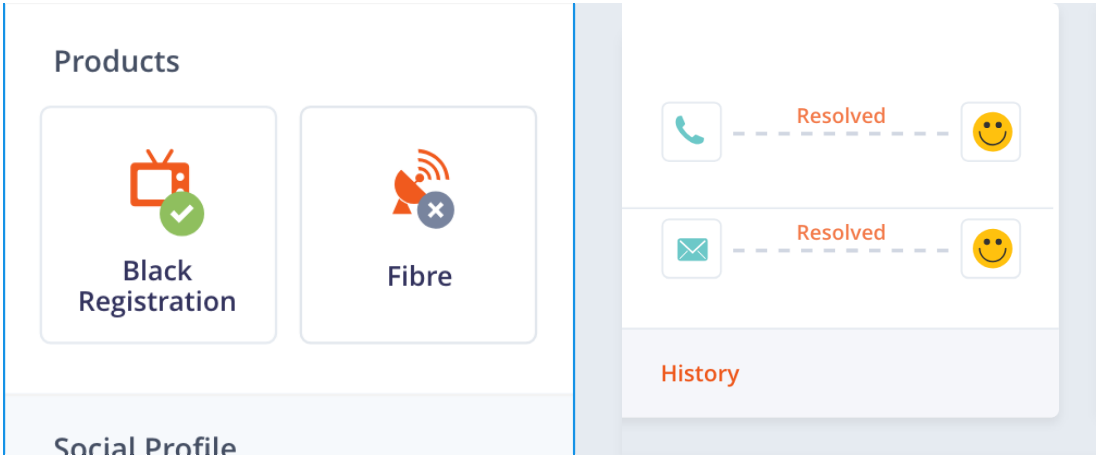
creating pixel perfect icons



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)



White background  
TEXT



Colour background  
TEXT



On Image background  
TEXT



Transparency 75%  
TEXT





## 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



Profile



Account  
Management



Customer  
Profile



Product



## 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

Are sure to accept these changes?

This is a section for additional informational  
or subjective context...


NO

YES


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




Hot Deals




Device Only




SIM




Fibre




Customise




Deals



Device



Fibre



All

Activity


Comments

History


Recordings

Mail

Tab Selection




Hot Deals




Build Your Own


Recommended value added services



Whatsapp Bundle



Csurance



Accessories



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

...

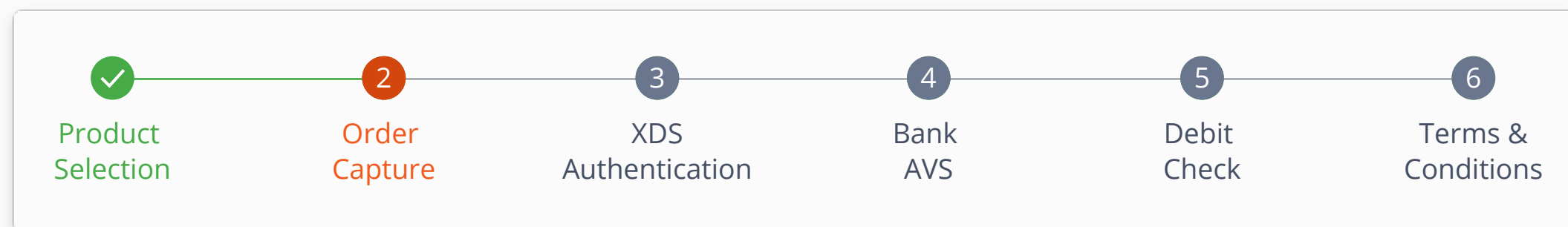
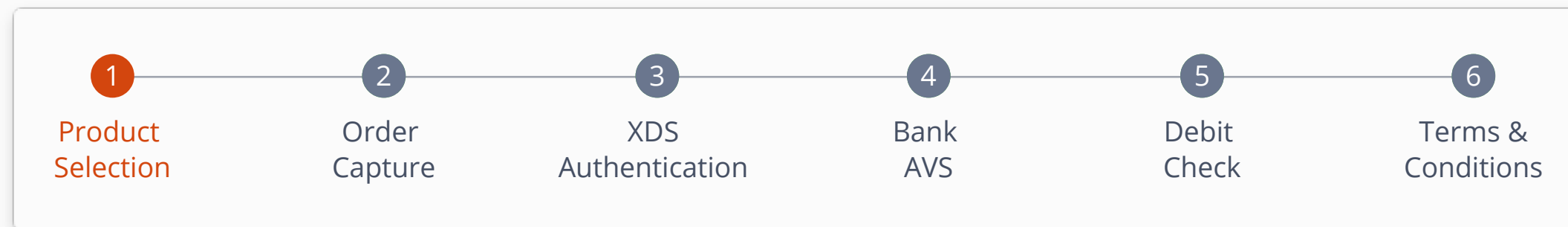
40

41

42

## Every journey begins with a step

Steppers convey progress through numbered steps. It provides a wizard-like workflow. It display progress through a sequence of logical and numbered steps.





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 ?

Interested

Not interested

Call back

Reason Code 1

Reason Code 1

Reason Code 1

Reason Code 1

Comments if any

☒ Customer survey

Rate the customer

★

★

★

★

★

SUBMIT

Mail

Compose

Inbox

Sent

L

Bill dispute

Customer has raised a query of bill dispute due to This is to bring in your notice that my service...

12:55PM

S

Roneel Meryllin

Customer Subscription application is submitted Hi Ronecia, Contract Application subscription ...

11:30AM

B

Jolenta CELL C

Regarding Leave application has been sent Dear Thabo, we have received yourLeave application...

TUE

B

FNB Bank

Customer Subscription application received This is to inform you Application no #74361 has...

TUE

S

Mary Michigan

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

FRI

B

SBI South Africa

Received application for your customer Anee Joseph Hi Cell C team, We have received application for Debit...

11 MAY

A

Jacob CELL C

Please submit your medical certificates and receipt Dear Thabo, Greeting of the Day Kindly Submit your...

11 MAY

A

Denny CELL C

Bill Dispute no 1251 has been resolved kindly followup

9 MAY

Chat

Search New Chat

Frequent Chat

Peter

J

Jabulani

F

Friedrich

F

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.

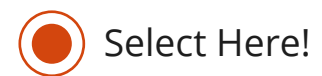
Default Stage



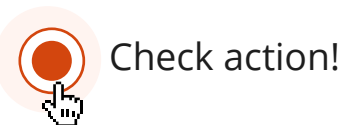
Hover State



Tap/Click State



Re-Hover Click State



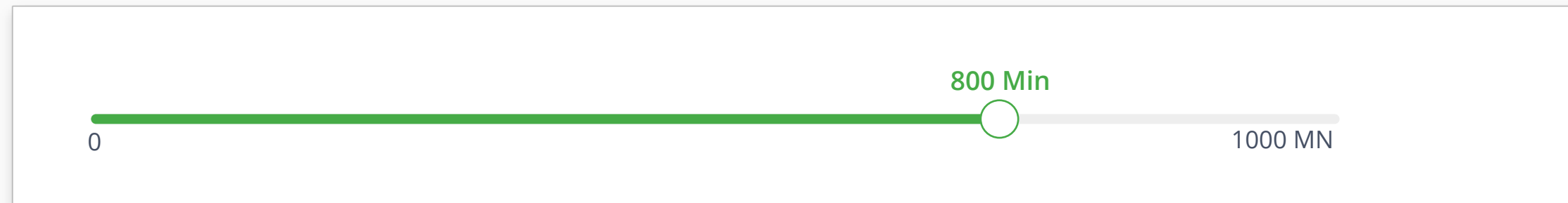


## Control with a slide

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

Next Step:  
Please ask the customer if he/she wants to keep the same number

Guide me through the next steps

Next Step:  
Best recommended value added services for this product

Next Step:  
Congratulations!  
Account is eligible for upgrade

Field tool tip

Choose Username

SimyClarke231

i

Username must be a minimum of 5 characters and a maximum 32 characters.

Icon tool tip

Filter

Pagination tool tip

Showing 1 to 10 of 50 Items

Items per page: 10 ▾

Jump to: 1 ▾

Prev Page

Next Page

< 1 2 ... 40 41 42 >

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	SPACE	LINE
52	0.6	62.4

H2 Heading

SIZE	SPACE	LINE
43	0.6	51.6

H3 Heading

SIZE	SPACE	LINE
36	0.6	43.2

H4 Heading

SIZE	SPACE	LINE
36	0.6	36

H5 Heading

SIZE	SPACE	LINE
25	0.6	30

H6 Heading

SIZE	SPACE	LINE
21	0.6	25.2

Body Text

Body 1 Regular

SIZE	SPACE	LINE
17	0.6	25.5

Body 1 Semibold

SIZE	SPACE	LINE
17	0.6	25.5

Body 1 Bold

SIZE	SPACE	LINE
17	0.6	25.5

Body 2 Regular

SIZE	SPACE	LINE
14	0.6	21

Body 2 Semibold

SIZE	SPACE	LINE
14	0.6	21

Body 2 Bold

SIZE	SPACE	LINE
14	0.6	21

Caption Normal

SIZE	SPACE	LINE
12	0.4	18

Caption Semibold

SIZE	SPACE	LINE
12	0.4	18

Caption Bold

SIZE	SPACE	LINE
12	0.4	18

MINIMUM SIZE TEXT

SIZE	SPACE	LINE
10	0.4	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  
Opan Sans Font

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

Opan Sans Light  
Select Mobile No.

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

Opan Sans Regular  
Select Mobile No.

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

Opan Sans Semi Bold  
Select Mobile No.

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

Opan Sans Bold  
Select Mobile No.

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