



Coles.com.au guidelines

June 2013

Contents

01 MODULES

- A - Page Banner (Carousel)

B - 3 Column Promo Module

C - 4 Column Promo Module

D - 2 Column Even Fixed Module

E - 2 Column Uneven Left WYSIWYG Module
- F - 2 Column Uneven Right WYSIWYG Module

G - 3 Column WYSIWYG Module

H - Full Width WYSIWYG Module

I - 3 Column Link Module

J - Navigation Module

02 TEMPLATE STRUCTURE

(T1) Home/Key Section Templates

- (P1) Home
- (P2) Key Sections

(T2) Product Landing/ Story Telling Templates

- (P1) Promo Rich
- (P2) Content Rich

(T3) Content Templates

- (P1) Stack
- (P2) Content rich
- (P3) Promo rich
- (P4) Alternate content rich

Catalogues & Specials

- Landing
- Specials
- Catalogue Detail

Locations & Hours

- Landing
- Detail

News

- Listing
- Detail

FAQs

03 DESIGN ELEMENTS

Typography

Colour Palette

Interactivity

Backgrounds

Accessibility

Overview

This guideline document is provided to assist administrators of coles.com.au understand the structure and implementation of the graphical user interface (GUI). It provides an an overview of the modules, templates and design elements that make up the site.

The structure and guidelines provide in this document should be adhered to in order to ensure usability, content delivery and design integrity.

SECTION 01

Modules

This section outlines the various modules that make up the coles.com.au page templates. It provides guidance and definition around the structure and uses for each module. The structure and guidelines provide in this document should be adhered to in order to ensure usability, content delivery and design integrity.

01

MODULES

Carousel

T1 templates have the ability to display more than one image in this area as a carousel (or rotating image) area.

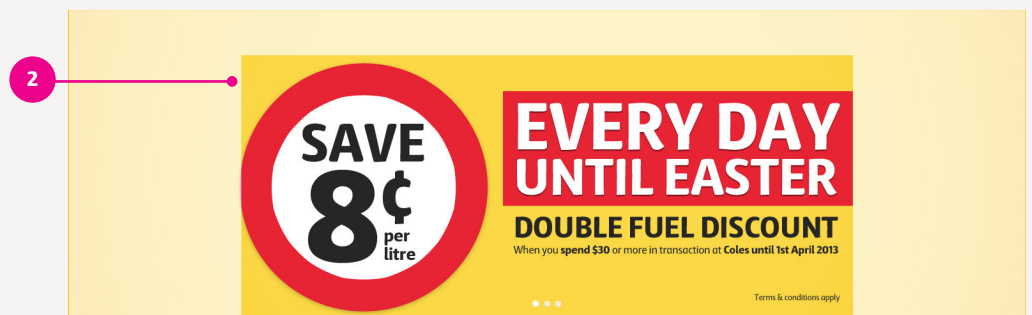
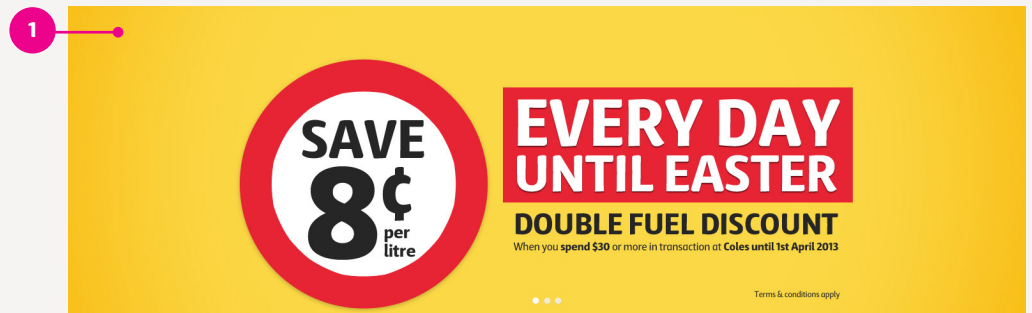
Carousels are for primary forms of communications such as LBI, it is not recommended to place secondary messages in this space.

1. Carousel Image

- A Photoshop template has been provided for this item. Refer to 'Carousel.psd' in the PSD templates folder provided with this guide.
- Size 1500 px wide by 485 px tall.
- Artwork inside this area conforms to a grid, it is recommended that this be followed when producing new carousel images, refer to the above template for more information.
- Carousel items can link to anywhere, however for the best user experience it is recommended that they are only linked to pages within coles.
- To meet AA accessibility standards it is recommended notifying the user if they are leaving the web site.

2. Primary communications area

- Primary communications within the image need to be placed within a 960 × 409 area at the bottom middle of the image (250px from either edge), refer to the above template for more information.
- While artwork can extend beyond this area, it is not guaranteed that all audiences will be able to view items beyond this area.



MODULES

Carousel layout and aesthetics

Follow these tips to produce great carousel banners.

1. Break from the square

- Improve the dynamism of your layouts by breaking away from ridged edges.
- Where possible clear cut your subjects, this can make them stand out.
- Layer elements to create depth.
- Use angles to increase the 'playfulness' of the design.

2. Use textures to fill the space

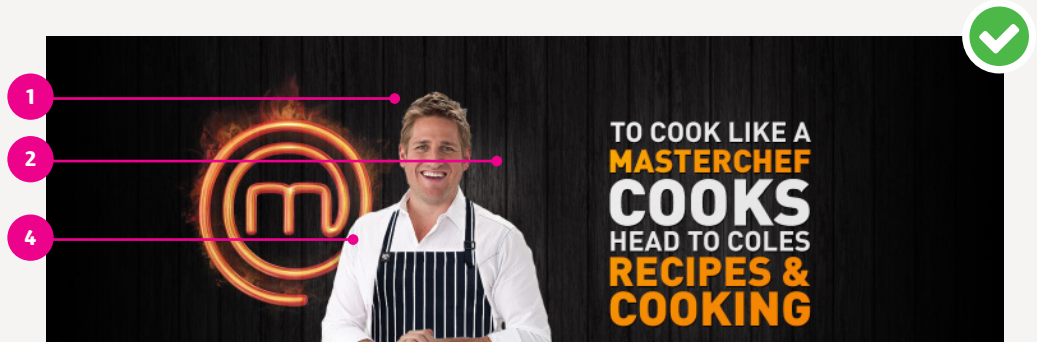
- Flat colour can make the layout seem shallow and uninviting.
- Further 'brand' the campaign by introducing background elements that are sympathetic to it's style.

3. Use scale to create focus

- When elements are all the same scale, there is no hierarchy and things get lost.
- Make your subject large! Then counter this largeness with a few smaller elements.

4. Colours should be appealing

- Images of food and faces should be bright and clear.
- Food in particular needs to be saturated and delicious looking.
- Ensure whites are pure and not yellowed.



MODULES

Calls to action within the carousel

For the greatest amount of flexibility the carousel area has no pre defined call to action styles. Also, the entire banner is clickable. This creates the flexibility to place the call to action anywhere in the space.

Moving the call to action (and indeed making each banner vastly custom) will work to combat 'banner blindness' (the tendency of the web audience to ignore all similar banners once they've seen one).

The call to action for each campaign can (and should) inherit the style of the campaign (as opposed to the site). However as a default, the site styles can be used. A Photoshop template has been provided for this item. Refer to 'Interactivity.psd' in the PSD templates folder provided with this guide.

1. Reflect the style of the campaign

- The comic style button works well with the overall style of the campaign.

2. Colour

- Major calls to action need to stand out. Be aware of too similar colours.
- If there is a standout colour for the campaign, use that for the call to action.

3. Language

- The language you use on your call to action buttons should be as straight-forward and simple as possible. You want visitors to know with just a glance exactly what they'll get when they click on a button.
- Calls to action that are directly related to the campaign tend to convert better than generic calls to action. e.g. "View deals" v. "View the unreal deals"

4. Maintain the site style

- The site styles should not be modified in any way, all colours are fixed, the width may change to reflect the copy however the height must remain.



MODULES

Carousel Don'ts

The carousel should be considered the 'storefront' of the website. As such care needs to be taken in producing each carousel asset. Despite the flexibility of this space, there are a few things that are unacceptable.

1. Do not use white in the background

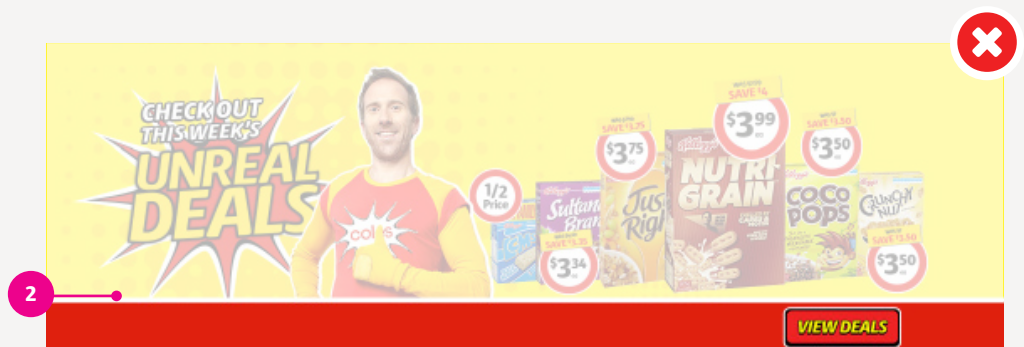
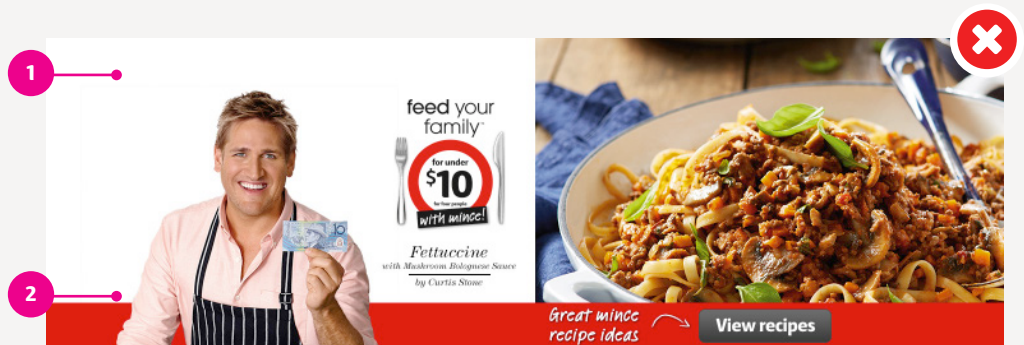
- White in the background is reserved for the content and the primary navigation.
- If a campaign utilises white, consider using texture or gradients to ensure clear differentiation between the carousel and the content & navigation areas or even using white in the content as opposed to the background.

3. Do not use the Coles red in the background

- Coles red is already in use with the Global Navigation.
- If a campaign utilises the Coles Red, consider using texture or gradients to ensure clear differentiation between the carousel and the navigation or even using white in the content as opposed to the background.

3. Do not 'box' in the design to the primary communications area.

- Don't 'box in' the design to the primary communications area. This will make the page feel small and constrained. Instead, place your primary message in this area but extend non vital elements right to the edges.



MODULES

Page Banner

All pages on coles.com.au have a page banner. These should illustrate page content, and should not be used for promotions.

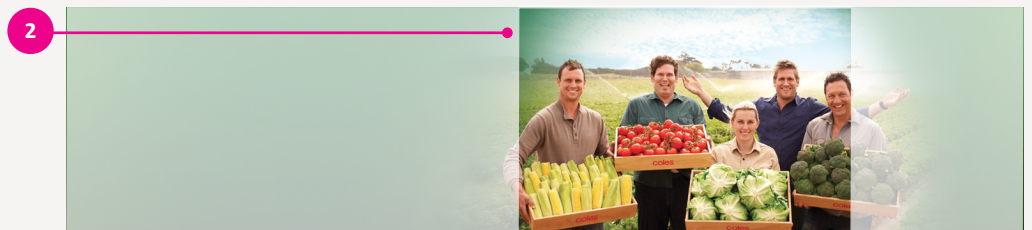
1. Page Banner

- A Photoshop template has been provided for this item which details grid lines. Refer to 'PageBanner.psd' in the 'PSD Templates' folder.
- Size 1500 px wide by 350 px tall.
- Page banners can not be linked.

2. Primary image area

- Images/illustrations within the image need to be placed within a 468 × 409 area 250 px from the right hand side of the image.
- While artwork can extend beyond this area, it is not recommended as imagery may interfere with page titles which are layered over the top of these banners on the left hand side.

Note: Page banners will not display on small screens (such as mobile phones).



MODULES

A - 3 column promo

The 3 column promo module is an element primarily used for promoting secondary level items.

It's primary function is to promote and link to pages within coles.com.au. It is not recommended that this area is used to link to external websites.

1. Image

- A Photoshop template has been provided for this item. Refer to '3 Column Promo Image.psd' in the PSD templates folder provided with this guide.
- Size 320 × 240 px
- Avoid placing essential copy in these images as the responsive nature of the layout requires the image size to vary, and copy may not always be readable.
- Avoid white backgrounds, include subtle gradients to when using pure white.

2. Primary Title

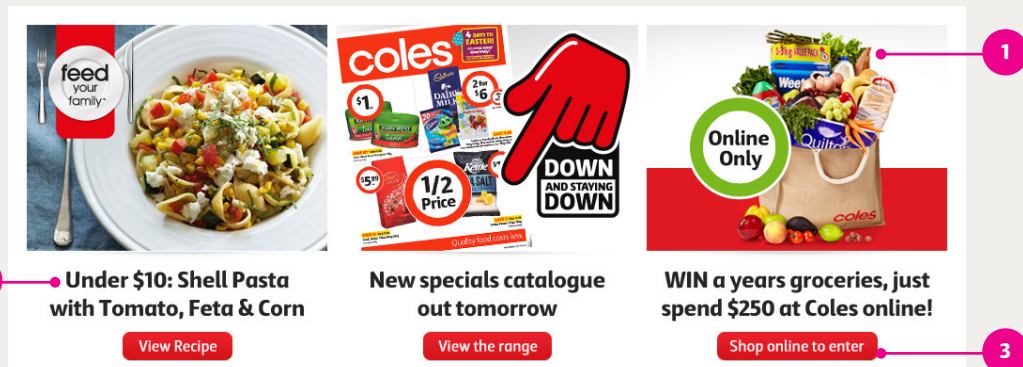
- Recommended copy length is two lines, approximately 50 characters.
- May flow over three lines but this will cause buttons to no longer align.

3. Button

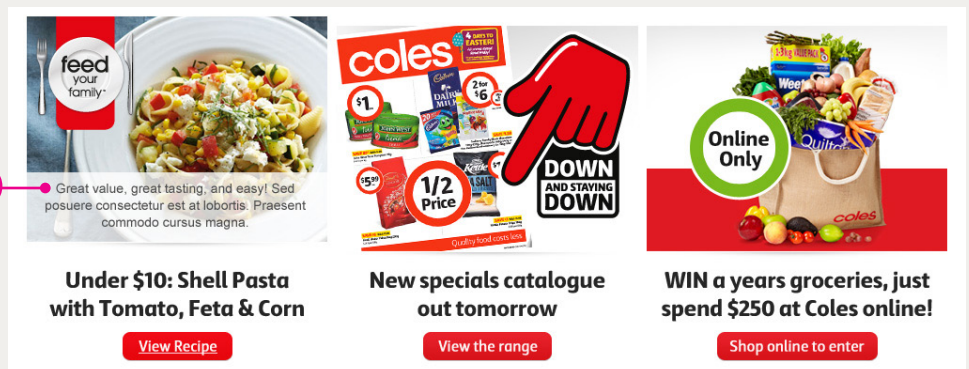
- Maximum copy length is three words or approximately 20 characters.
- Can not break over two lines.
- Must contain a link.

4. Description

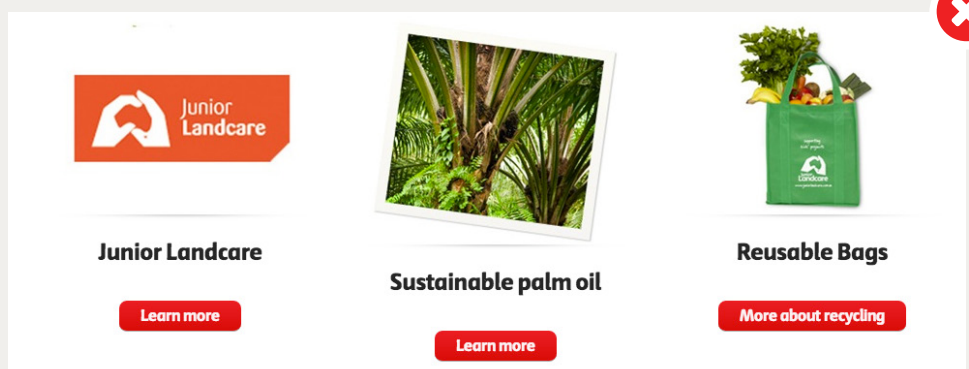
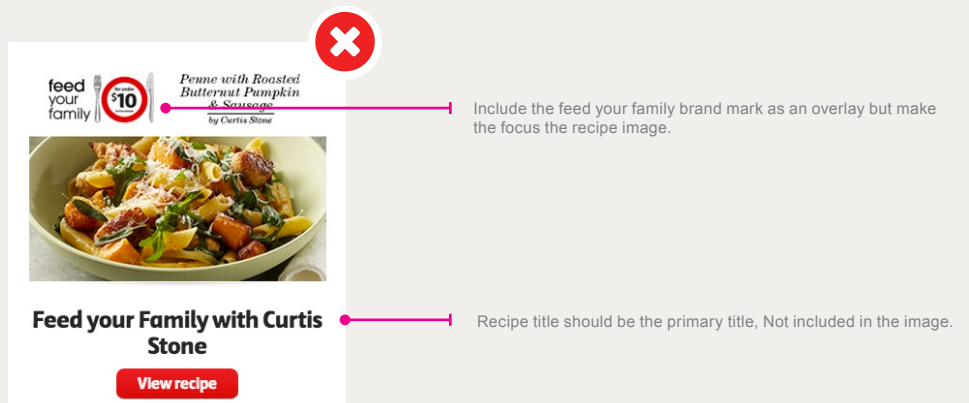
- Recommended copy length is three lines, approximately 95 characters.



APPLICATION ON WHITE



APPLICATION ON WHITE WITH ROLLOVER



IMAGES THAT ARE NOT SIZED 320 BY 240 WILL LEAD TO AN INCONSISTANT LAYOUT

MODULES

B - 4 Column promo

The primary function of this module is to promote and link to pages within coles.com.au. It is not recommended that this area is used to link to external websites.

1. Image

- A Photoshop template has been provided for this item. Refer to '4 Column Promo Image.psd' in the PSD templates folder provided with this guide. Subject should be clipped from background.
- Recommended width is 145px wide, but can be a maximum of 193px wide.
- Height must be 145 px high.
- Must include a transparent background, save these out as GIFs or 24-bit PNGs.
- If copy must be placed in these areas, ensure that it is relatively large (e.g. the 'New' image)
- Avoid complex images.
- Do not include reflections in the image
- Align subject to the bottom of the frame.

2. Primary Title

- Recommended copy length is two lines, approximately 30 characters.
- May flow over three lines but this will cause buttons to no longer align.

3. Button

- Maximum copy length is three words or approximately 15 characters.
- Can not break over two lines.
- Must contain a link.

C - 3 Links

The 3 links module is an element used for promoting Coles businesses and products. It should only be placed at the very top or very bottom of the modular area.

1. Item

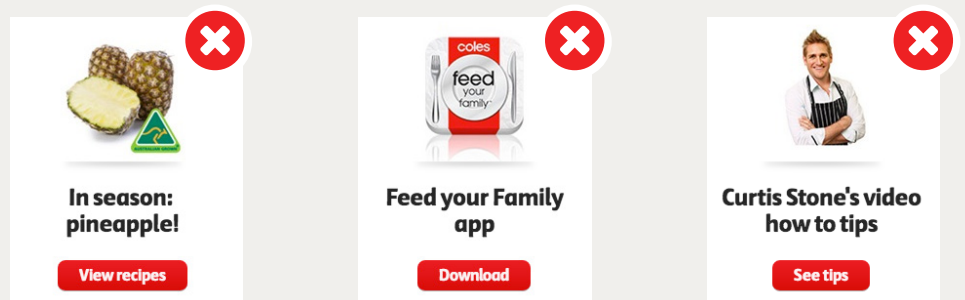
- Title can not be longer than three words or approximately 16 characters.
- Must contain a link.



APPLICATION ON WHITE



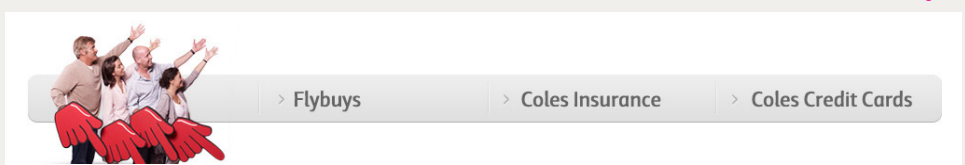
APPLICATION ON WHITE WITH ROLLOVER



Subject is not Clipped, White Background is causing bottom shadow to be cut

Reflection in the image is competing with the bottom shadow.

Image is overly complex. Is not aligned to the bottom for the frame.



MODULES

D - 2 Column Fixed

This module is primarily used for positioning statements, as a page introduction area, a call to action area or as content.

Depending on the fields used, different layouts can be achieved while maintaining a consistent style. Unused fields will not display. Each column has a field for the following;

1. Image

- A Photoshop template has been provided for this item. Refer to '2 Column Image.psd' in the PSD templates folder provided with this guide.
- Images must be the width of a single column, 470 px, but can be any height.
- To 'blend' the image into the page layout, the image should have a white background. Photos should have their backgrounds feathered to white while ensuring the subject in the foreground is clipped and crisp see the above template for more information.

2. Primary title

- Will always display in the 'larger' heading style. For more information refer to the typography section of this document.
- Recommended length is three lines or approximately 25 characters.

3. Secondary title

- Will always display in the 'large' heading style. For more information refer to the typography section of this document.
- Recommended length depends on the context. If utilised by itself, recommended length is four lines or approximately 80 characters. If utilised with body copy, recommended length is a single line or approximately 25 characters.

4. Content

- Will always display in the 'body copy' paragraph style.

5. Button

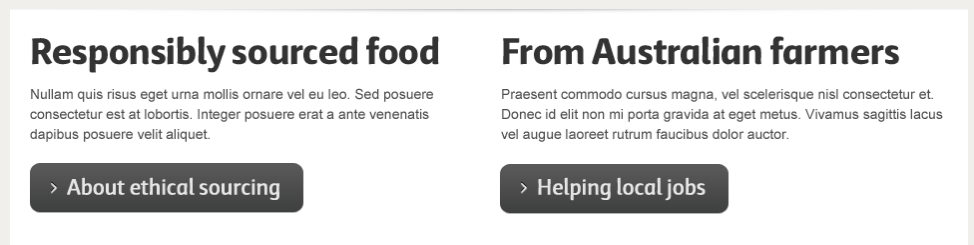
- Limited to a single line of copy or approximately 25 characters.



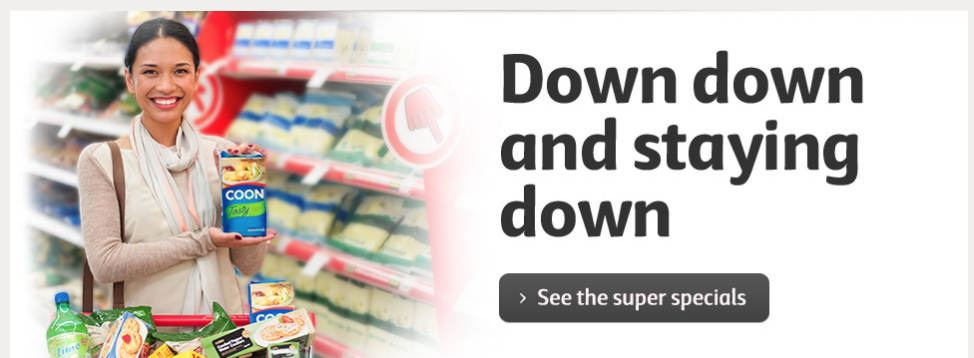
EXAMPLE WITH ALL FIELDS ENTERED



BASIC POSITIONING STATEMENT



CONTENT & LINKS



LARGE POSITIONING STATEMENT

MODULES

D - 2 Column Fixed Guidelines

1. Separate the subject from the background.

- The subject should not be included in the vignetting but should be treated separately from the background of the image.
- Clear cut the subject on a separate layer to the background.
- Blurring the background can further separate the subject.

2. Ensure subjects are well lit and coloured.

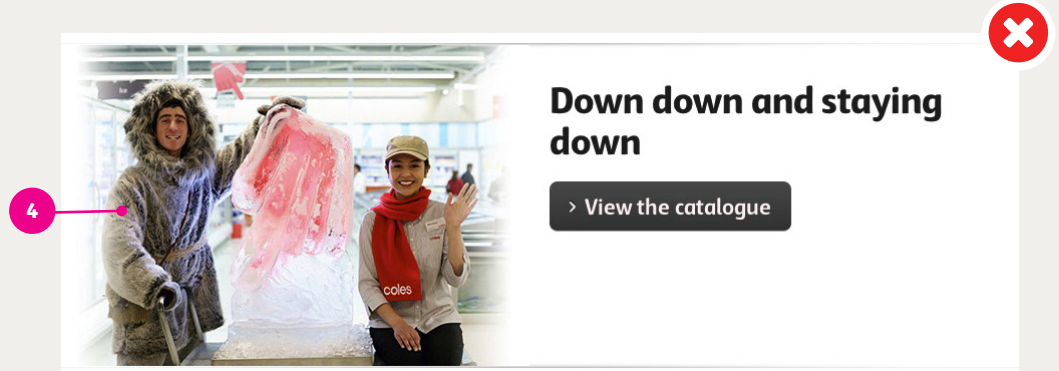
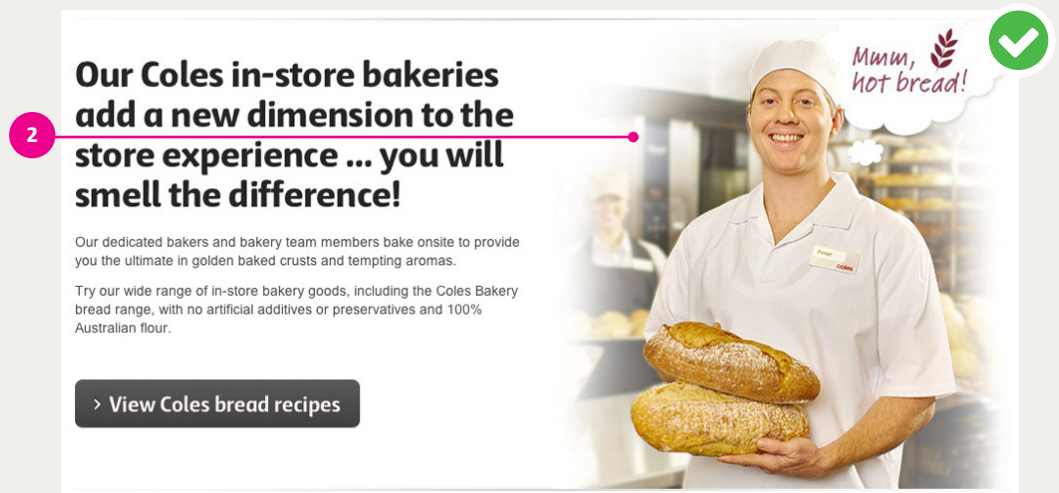
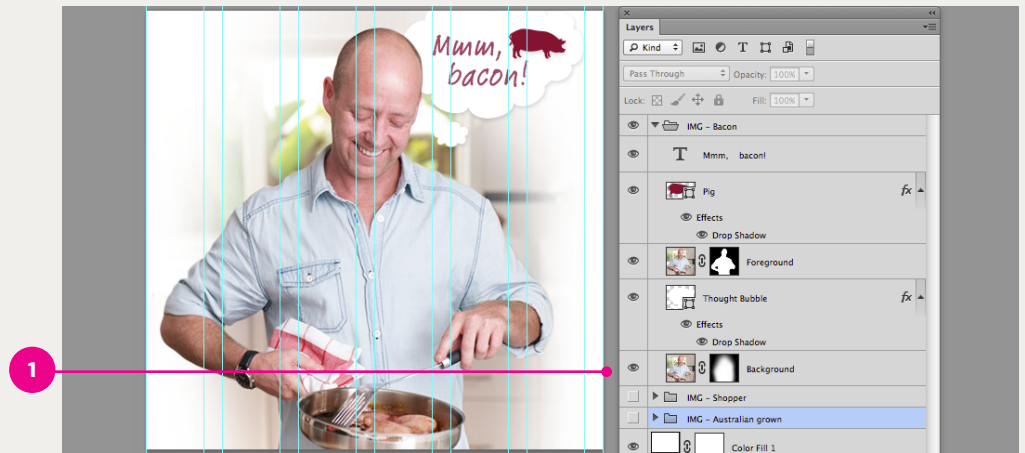
- Faces need a bright and natural skin tone.
- Products and food needs to be bright and appealing.

3. Craft the shape of the vignette.

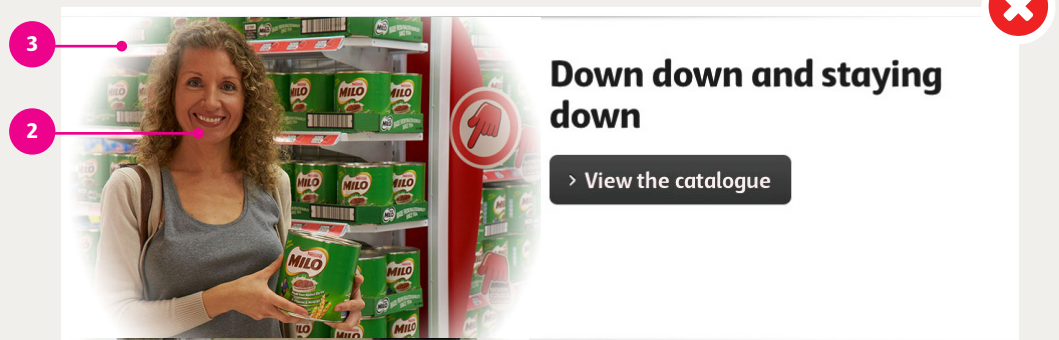
- The shape of the vignette should be sensitive to the subject, not too round or square.
- It should fill the remaining space available, but be gently rounded at the top.
- Can have a harsh bottom as long as module height is known and image size is larger than the total copy size.

4. Crop the subjects closely

- Faces and products should be large and easy to recognise.



SUBJECTS ARE DARK, HAVE BEEN INCLUDED IN VIGNETTE, ARE TOO FAR AWAY



COLOURS ARE DARK, SUBJECT'S FACE IS BADLY LIT

MODULES

E - Full Width WYSIWYG

This module is primarily used for displaying content or advertising

1. WYSIWYG area

- No restrictions on amount of copy.
- Images may be placed in this area but may behave unexpectedly when viewed on smaller screens and mobile devices.
- Images should be the width of a single column, 960 px, and can be any height.
- For more information on the copy styles available for WYSIWYG areas, please refer to the typography section of this document.

1. Banner ad

- A Photoshop template has been provided for this item. Refer to 'Full width banner Ad.psd' in the PSD templates folder provided with this guide.
- Banner ad images should be the width of a single column, 960 px, and 200 px high.

Caution for optimum on screen readability and accessibility there should be no more than 75 characters per line. It is recommended that this module is only used for larger text items or full width images.

1

We are committed to providing fresh Australian food and supporting local growers and farmers.

Maecenas sed diam eget risus varius blandit sit amet non magna. Maecenas faucibus mollis interdum. Nulla vitae elit libero, a pharetra augue. Nulla vitae elit libero, a pharetra augue. Maecenas sed diam eget risus varius blandit sit amet non magna. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. [Inline link faucibus mollis interdum.](#) Donec id elit non mi porta gravida at eget metus. consectetur.

2



The new Feed Your Family iPad app

- ✓ Great value recipe ideas
- ✓ Step-by-step recipe videos
- ✓ Weekly specials



MODULES

F - 2 Column uneven right WYSIWYG

This module is primarily used for displaying content.

1. WYSIWYG area

- For information on the copy styles available for WYSIWYG areas, please refer to the typography section of this document.
- Buttons cannot be placed in WYSIWYG areas

2. Image area

- A Photoshop template has been provided for this item. Refer to '2 Column Uneven Image.psd' in the PSD templates folder provided with this guide.
- This area can be used for advertising and can contain a link.
- Images should be the width of a single column, 320 px, and can be any height. Advertising images should be 240 px high.

1 There's more to Coles than just our excellent quality and value.

For more than 90 years, Coles has been a highly regarded and much loved part of Australian life. And while we're immensely proud of our history, we're also very excited about the future. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum.

Nullam quis risus eget urna mollis ornare vel eu leo. Donec ullamcorper nulla non metus auctor fringilla. Sed posuere consectetur est at lobortis. [Text link here](#)



G - 2 Column uneven left WYSIWYG

This module is primarily used for displaying content.

1. Image area

- A Photoshop template has been provided for this item. Refer to '2 Column Uneven Image.psd' in the PSD templates folder provided with this guide.
- Images should be the width of a single column, 320 px, and can be any height.
- To create interest, images can be a composition of a number of image and graphical elements rather than a single square image.
- Images should have a white background.

2. WYSIWYG area

- For information on the copy styles available for WYSIWYG areas, please refer to the typography section of this document.
- Buttons cannot be placed in WYSIWYG areas

1



2 Bill Mitchell, Beef Farmer from Glenbrook New South Wales

Maecenas sed diam eget risus varius blandit sit amet non magna. Aenean lacinia bibendum nulla sed consectetur. Cras mattis consectetur purus sit amet fermentum. Maecenas faucibus mollis interdum. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed posuere consectetur est at lobortis. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

Donec sed odio dui. Cras mattis consectetur purus sit amet fermentum. Nullam quis risus eget urna mollis ornare vel eu leo. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aenean lacinia bibendum nulla sed consectetur. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Morbi leo risus, porta ac consectetur ac, vestibulum at eros.

Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Nulla vitae elit libero, a pharetra augue. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Nulla vitae elit libero, a pharetra augue. Nulla vitae elit libero, a pharetra augue. Praesent commodo cursus magna, vel scelerisque nisl consectetur et.

2

MODULES

H - 3 Column WYSIWYG

This module is primarily used for displaying content. It is comprised of three separate WYSIWYG columns.

1. WYSIWYG area

- No restrictions on amount of copy.
- Images may be placed in this area but may behave unexpectedly when viewed on smaller screens and mobile devices.
- Images should be the width of a single column, 320 px, and can be any height.
- For information on the copy styles available for WYSIWYG areas, please refer to the typography section of this document.
- Buttons cannot be placed in WYSIWYG areas

1



Apples

How to select:
Select your apple variety according to how 'sweet' or 'tart' you would like it to taste (see below). Ensure that it is fairly plump and firm and has limited bruising and cuts in the skin.

How to store:
Store apples away from direct sunlight, preferably in the fridge.



Pears

How to select:
Select pears with no bruises. Ripe pears should be slightly firm and give to gentle pressure at the stem end. Colour depends on variety, with some varieties like Williams Pears turning golden yellow when ripe.

How to store:
Ripen at room temperature and then place in refrigerator.



Figs

Figs can be eaten fresh, dried, roasted, stewed, preserved, added to salads or soaked in liqueur and served over ice-cream.

How to select:
Firm, sticky skin with a sour odour.

How to store:
Keep dry and store in an airtight container in the refrigerator for a short period of time.

I - Navigation list of children

This item cannot be edited, it will automatically display the pages within a section. It is primarily found on T1 landing pages.

In this section...Collapse

Aussie made & grown > Meet our suppliers > Meet our farmers > Supporting Local Jobs	Ethical sourcing > Fair trade > Pork: Sow stall free > Eggs: Cage free > Chicken: RSPCA - approved > Fish: Sustainably farmed > Beef: No added hormones	Coles in the community > Sports for Schools > Local charity support > National charity partners > Indigenous communities > Cathy Freeman Foundation > Redkite > Community Food Fund > SecondBite	Sustainability > Products > Growers & suppliers > Supply chain > Stores & operations > Greenhouse > Waste > Community
---	--	---	---

I - Navigation list of children & subchildren

This item cannot be edited, it will automatically display the pages within a section. It is primarily found on T2 landing pages.

In this section...Collapse

Ethical farming > Our meat farmers > Pork: Sow stall free > Beef: No added hormones > Minimising our environmental impact	Buying guide > For BBQs > How to select a great steak > Meat for health & vitality	Cooking guide > Roasting > Quick and easy > Parties
--	--	---

SECTION 01

Template Structure

This section outlines the various templates that make up the coles.com.au website. It provides guidance and definition around the template structure of each page. Template structure should be adhered to in order to ensure usability, content delivery and design integrity.

02

MODULAR TEMPLATE STRUCTURE OVERVIEW

Modules

Promotional

Carousel/Page banner

Carousel/Banner

3 Column Promos
(Columns are 320px wide)

A

4 Column Promos
(Columns are 193px wide)

B

3 Links

C

Fixed Modules

2 Column Fixed
(Columns are 470px wide)

D

WYSIWYG

Full width
(960px wide)

E

2 Column Uneven Right
(Columns are 550px and 320 px respectively)

F

2 Column Uneven Left
(Columns are 320 px and 550px respectively)

G

3 Column
(Columns are 305 px wide)

H

Navigational

List of children

I

List of children and subchildren

J

Presets

(T1) Home/ Key Section

Home

Header

Carousel

C

A

D

B

E

F

Footer

Key Sections

Header

Carousel

I

D

A

D

B

G

Footer

(T2) Product Landing/Story Telling Template

(P1) Promo Rich

Header

Banner

J

D

A

E

D

A

B

G

B

F

C

E

Footer

(P2) Content Rich

Header

Banner

J

G

F

D

H

E

D

F

B

Footer

(P3) Hybrid

Header

Banner

J

D

A

D

G

F

G

F

B

C

Footer

(T3) Content

(P1) Stack

Header

Banner

D

G

D

F

H

A

B

E

C

Footer

(P2) Content rich

Header

Banner

D

G

F

H

D

F

G

H

E

B

Footer

(P3) Promo rich

Header

Banner

D

F

G

E

A

D

B

G

F

H

B

E

Footer

(P4) Alternate content rich

Header

Banner

D

H

G

F

H

D

F

G

B

C

Footer

(T1) HOME/KEY SECTION TEMPLATES

(P1) Home

1. Carousel

- Used to feature campaign(s), LBIs and primary communications.

2.C - 3 Links

- Provides links promoting Coles businesses and products.

3. A - 3 Column Promos

- Used to feature secondary campaigns and promotions.

4. Background

- T1 templates can contain a background image. For further information regarding background images, see the Design Elements section in this document.

5. D - 2 Column Fixed

- Positioning statement and link to Super Specials.

6. B - 4 Column Promos

- Used to feature secondary and tertiary campaigns and promotions.

7. G - 2 Column Uneven left

- Final lower priority positioning statement.

Not shown: E - Full width

(T1 P1) Home preset

Head		
Carousel		
C		
A		
D		
B		
E		
F		
Footer		

The screenshot shows the Coles website home page with the following sections and callouts:

- 1:** Main banner area featuring a large red circle with 'SAVE 8¢ per litre' and 'EVERY DAY UNTIL EASTER DOUBLE FUEL DISCOUNT'.
- 2:** Navigation bar with links: Catalogues & specials, Locations & hours, Shop online, Recipes & cooking, Our range, Helping Australia Grow.
- 3:** Secondary navigation bar with links: Flybuys, Coles Insurance, Coles Credit Cards.
- 4:** A man holding a large red guitar, part of a promotion.
- 5:** 'Down down and staying down' promotion featuring a woman holding a shopping basket.
- 6:** Four promotional tiles: 'Coles Magazine iPad App', 'Hundreds of new products in store!', 'Coles Car Insurance', and 'In season now: Avocado!'.
- 7:** 'There's more to Coles than just our excellent quality and value.' section with a woman holding a shopping basket.

The footer contains links for: Catalogues & specials, Locations & hours, Shop online, Recipes & cooking, Interact with Coles (Facebook, Twitter, YouTube, Google+, Pinterest), About Coles (The Coles Story, Annual Report, Responsibility, News & Media), Customer Service (FAQs, Product Recall Alerts, Customer Survey, Contact us), Helping Australia Grow (Careers at Coles, The Coles Blog), Our range (Making shopping easier, Easter Savings, Buy Australian, For your health, Convenience food, More from our range...), Other Coles businesses (Coles Online, MX Clothing, Flybuys, Insurance, Liquorland, First Choice, Baby & Toddler Club, Coles Music, Vintage Cellars, Flower Gallery, Coles Mobile, Gift cards), Privacy & Disclaimer, Terms & Conditions, MSDS Data Sheets, and Sitemap.

(T1) HOME/KEY SECTION TEMPLATES

(P2) Key Section

1. Large page banner

- Used to introduce and brand the section

2.1 - List of children

3. D - 2 Column Fixed

- Positioning statement and further section branding.

4. A - 3 Column Promos

- Used to feature secondary campaigns and promotions.

5. Background

- T1 templates can contain a background image.
- For further information regarding background images, see the Design Elements section in this document.

3. D - 2 Column Fixed

- Positioning statement and links.

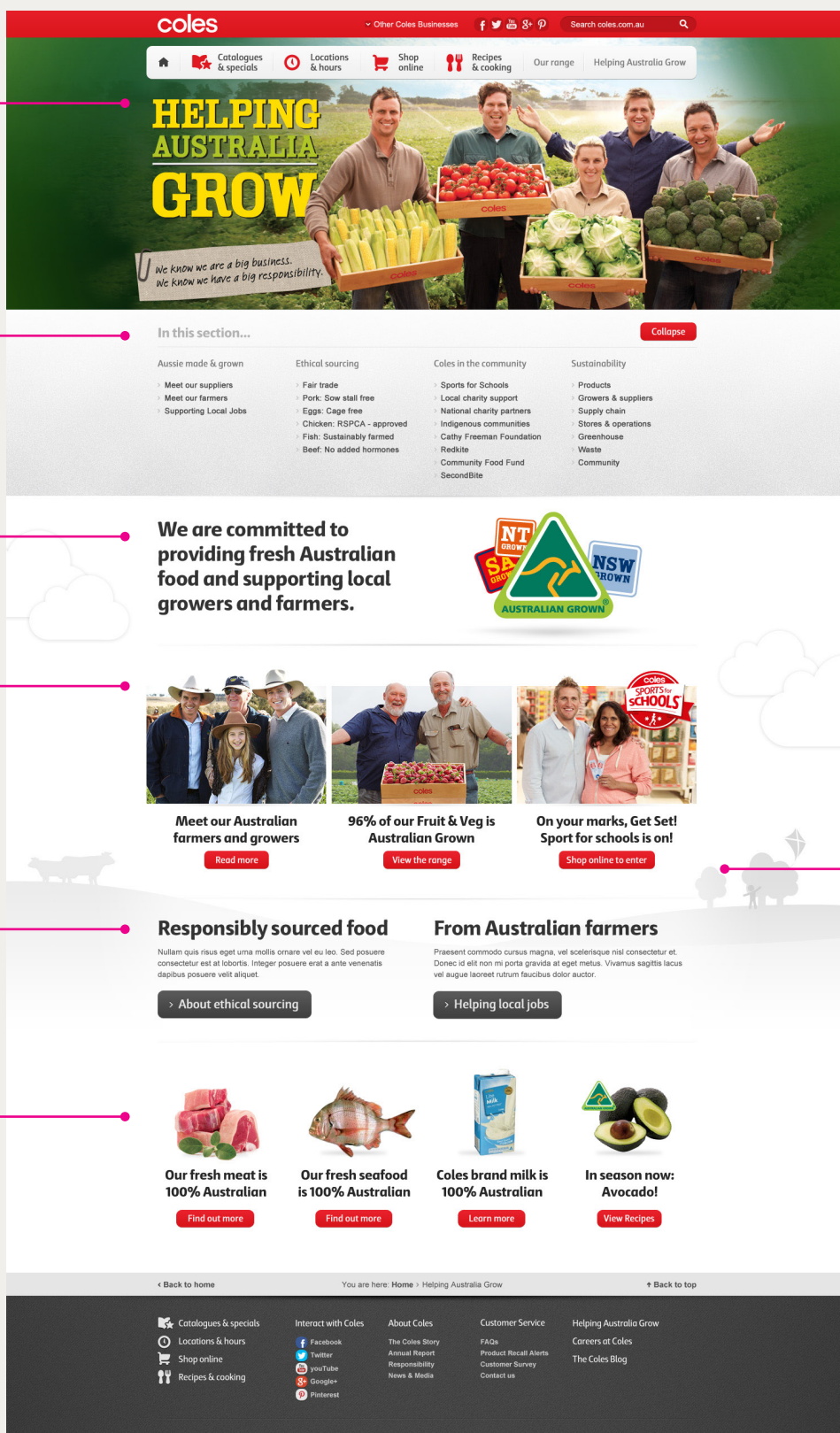
5. B - 4 Column Promos

- Used to feature secondary and tertiary campaigns and promotions.

Not shown: G - 2 Column Uneven Left

(T1 P2) Key Section preset

Head	
Carousel	
I	
D	
A	
D	
B	
G	
Footer	



(T2) PRODUCT LANDING/STORY TELLING TEMPLATE

(P1) Promo Rich

1. Page banner

- Used to introduce and brand the page.

2. J - List of children and sub children

3. D - 2 Column Fixed

- Positioning statement and further section branding.

4. A - 3 Column Promos

- Used to feature secondary campaigns and promotions.

3. D - 2 Column Fixed

- Positioning statement and links.

5. B - 4 Column Promos

- Used to feature secondary and tertiary campaigns and promotions.

6. C - 3 Links

(T2 P1) Promo rich preset

Head	
Banner	
J	
D	
A	
E	
D	
A	
B	
G	
B	
F	
C	
E	
Footer	

J - 1 - List of children & subchildren

D - 2 Column Fixed

A - 3 Column Promo

E - Full width WYSIWYG

D - 2 Column Fixed

A - 3 Column Promo

B - 4 Column Promo

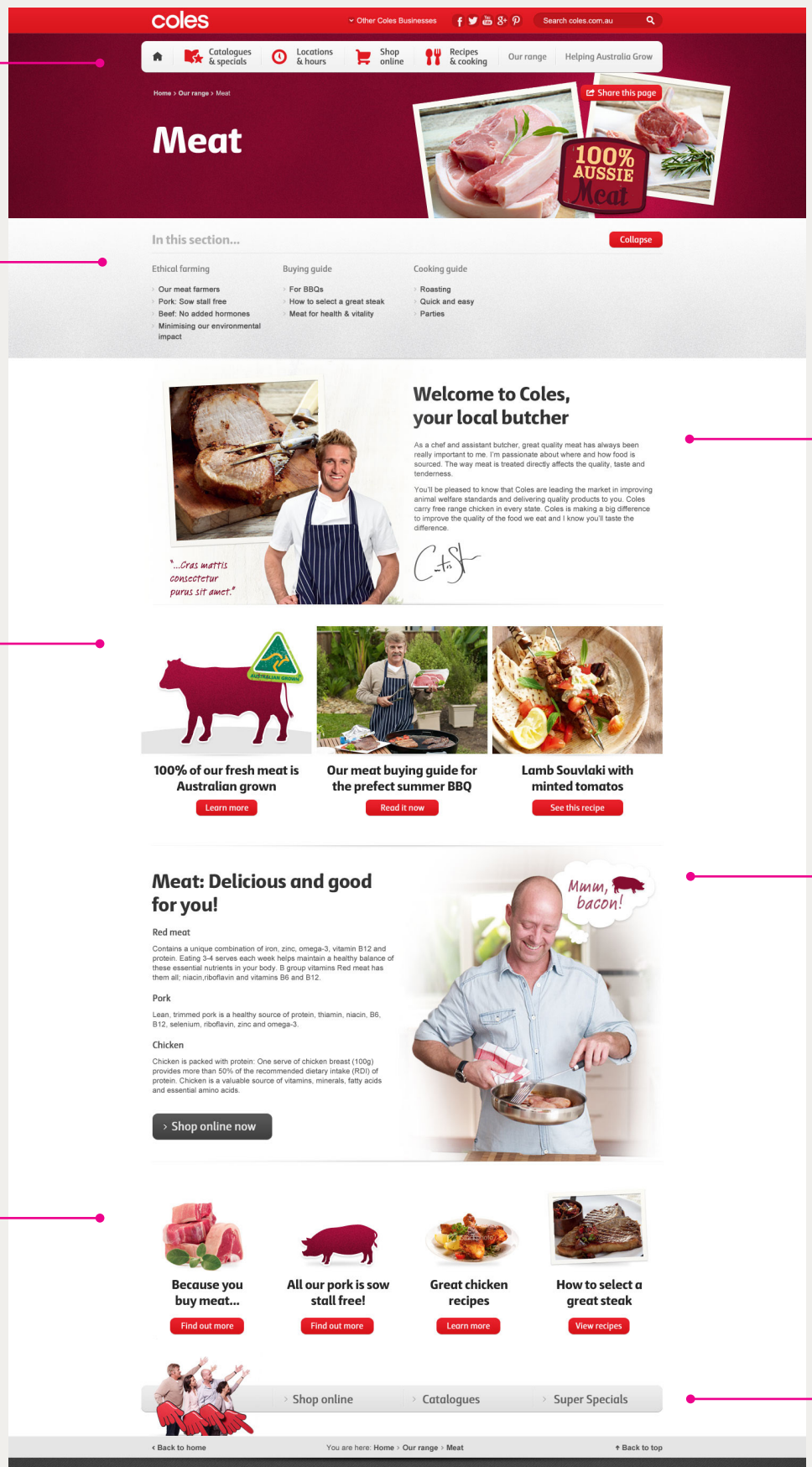
G - 2 column uneven left WYSIWYG

B - 4 Column Promo

F - 2 column uneven right WYSIWYG

C - 3 links

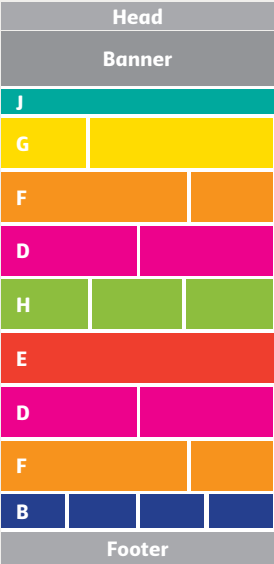
E - Full width WYSIWYG



(T2) PRODUCT LANDING/STORY TELLING TEMPLATE

(P2) Content Rich

(T 2 P2) Content rich preset

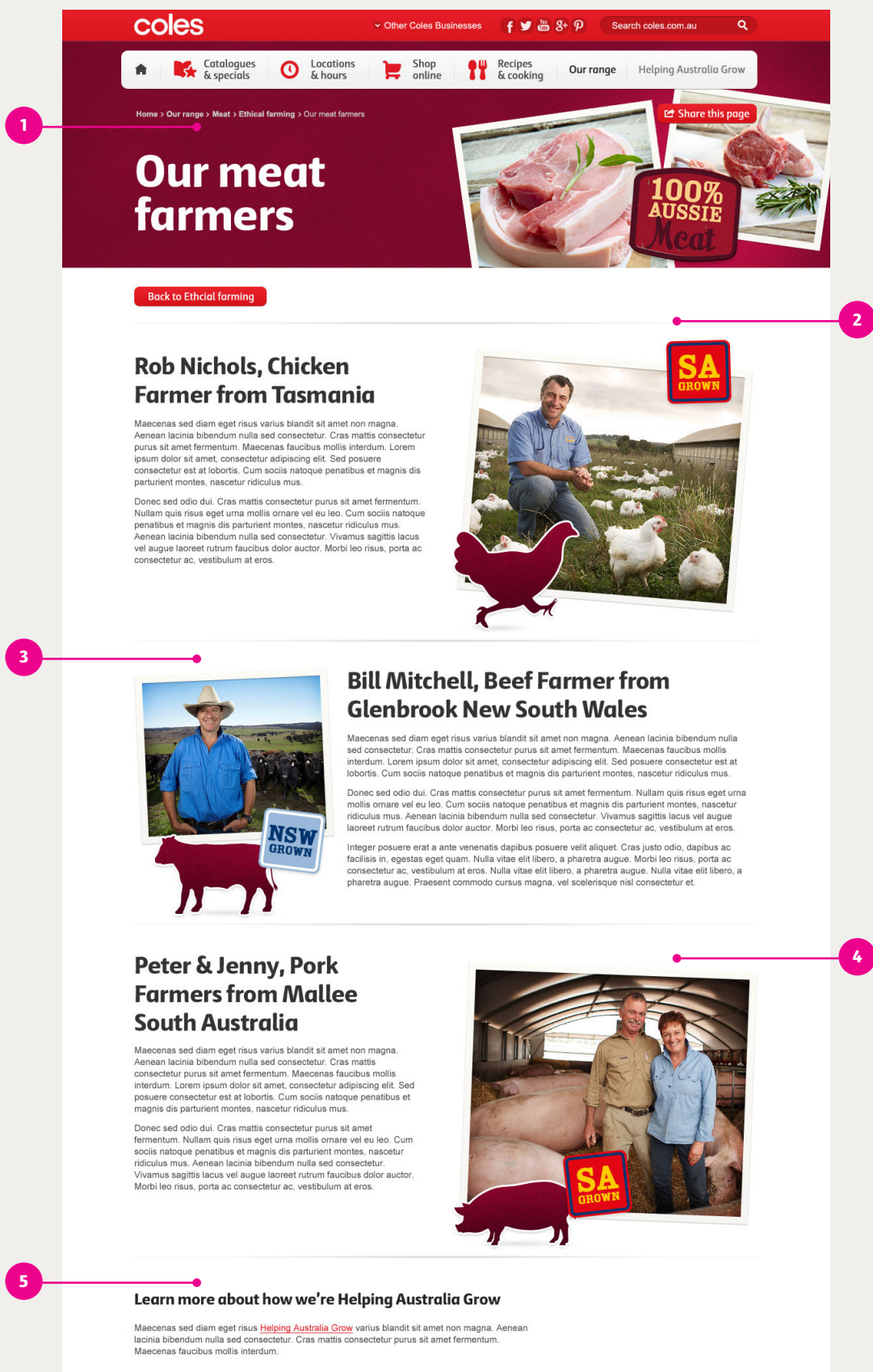


- J - 3 links
- G - 2 column uneven left WYSIWYG
- F - 2 column uneven right WYSIWYG
- D - 2 Column Fixed
- H - 3 column WYSIWYG
- E - Full width WYSIWYG
- D - 2 Column Fixed
- F - 2 column uneven right WYSIWYG
- B - 4 Column Promo

(T3) CONTENT

(P1) Stack

1. Page banner
3. D - 2 Column Fixed
4. A - 2 column uneven left
3. D - 2 Column Fixed
4. A - 2 column uneven right.



(T3 P1) Stack preset

Head	
Banner	
D	
G	
D	
F	
H	
A	
B	
E	
C	
Footer	

- D - 2 Column Fixed
- G - 2 column uneven left WYSIWYG
- D - 2 Column Fixed
- F - 2 column uneven right WYSIWYG
- H - 3 column WYSIWYG Not shown
- A - 3 Column Promo Not shown
- B - 4 Column Promo Not shown
- E - Full width WYSIWYG Not shown
- C - 3 links Not shown

(T3) CONTENT

(P2) Content rich

Head			
Banner			
D			
G			
F			
H		H	
D			
F			
G			
H		H	
E			
B		B	
Footer			

D - 2 Column Fixed
G - 2 column uneven left WYSIWYG
F - 2 column uneven right WYSIWYG
H - 3 column WYSIWYG
D - 2 Column Fixed
F - 2 column uneven right WYSIWYG
G - 2 column uneven left WYSIWYG
H - 3 column WYSIWYG
E - Full width WYSIWYG
B - 4 Column Promo

(P3) Promo rich

Head			
Banner			
D			
F			
G			
E			
A			
D			
B			
G			
F			
H			
B			
E			
Footer			

D - 2 Column Fixed
F - 2 column uneven right WYSIWYG
G - 2 column uneven left WYSIWYG
E - Full width WYSIWYG
A - 3 Column Promo
D - 2 Column Fixed
B - 4 Column Promo
G - 2 column uneven left WYSIWYG
F - 2 column uneven right WYSIWYG
H - 3 column WYSIWYG
B - 4 Column Promo
E - Full width WYSIWYG

(P4) Alternate content rich

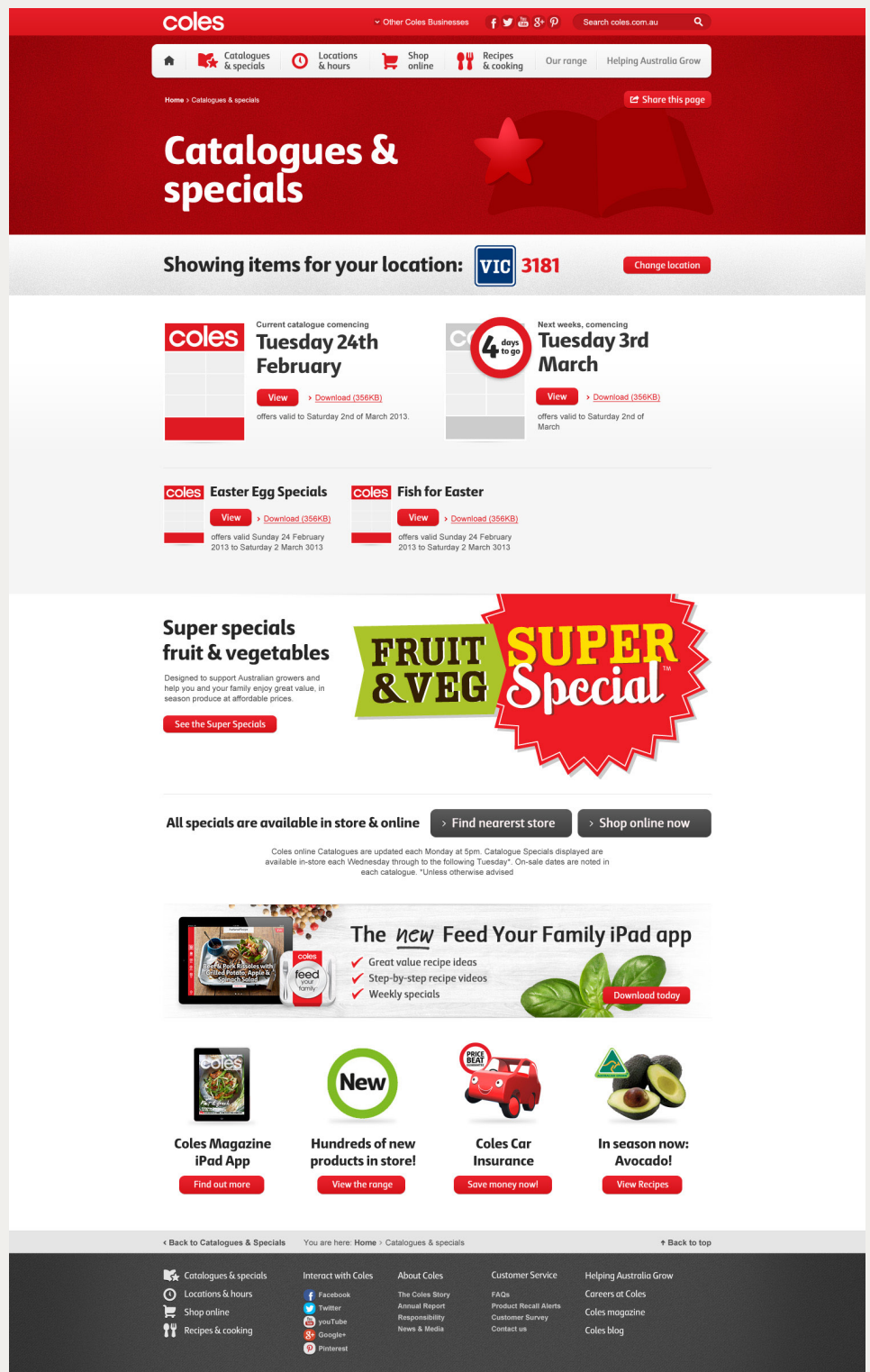
Head			
Banner			
D			
H			
G			
F			
H			
D			
F			
G			
B			
C			
Footer			

D - 2 Column Fixed
H - 3 column WYSIWYG
G - 2 column uneven left WYSIWYG
F - 2 column uneven right WYSIWYG
H - 3 column WYSIWYG
D - 2 Column Fixed
F - 2 column uneven right WYSIWYG
G - 2 column uneven left WYSIWYG
B - 4 Column Promo
C - 3 links

CATALOGUES AND SPECIALS

Landing

Content on the Catalogues & Specials landing page is made up of a number of editable content areas.



CATALOGUES & SPECIALS

Super specials listing

The Super Specials landing page is dynamically generated from content entered into a number of modules which make up the Super Specials functionality.

coles

Other Coles Businesses

f t y g+ p

Search coles.com.au

Home

Catalogues & specials

Locations & hours

Shop online

Recipes & cooking

Our range

Helping Australia Grow

Home > Catalogues & specials > Fruit & Vegetable Super Specials

Share this page

Fruit & veg super specials

FRUIT & VEG

SUPER Special

Showing specials for your location: VIC 3181

Change location

All specials are available in store & online

Find nearest store

Shop online now





\$2.40

bag

Victorian Royal Gala Apples 1kg Bag

\$2.40 per kg





\$2.30

kg

Australian Thompson Seedless Grapes





\$2.50

bag

Australian Vine Ripened Cherry Tomatoes 250g

\$2.50 per pack when you buy 2





\$2.40

bag

Victorian Royal Gala Apples 1kg Bag

\$2.40 per kg





\$2.30

kg

Australian Thompson Seedless Grapes





\$2.50

bag

Australian Vine Ripened Cherry Tomatoes 250g

\$2.50 per pack when you buy 2





\$2.40

bag

Victorian Royal Gala Apples 1kg Bag

\$2.40 per kg





\$2.30

kg

Australian Thompson Seedless Grapes





\$2.50

bag

Australian Vine Ripened Cherry Tomatoes 250g

\$2.50 per pack when you buy 2





\$2.40

bag

Victorian Royal Gala Apples 1kg Bag

\$2.40 per kg





\$2.30

kg

Australian Thompson Seedless Grapes





\$2.50

bag

Australian Vine Ripened Cherry Tomatoes 250g

\$2.50 per pack when you buy 2

All specials are available in store & online

Find nearest store

Shop online now

Offers valid: Fri 15th - Thu 21st Mar 2013

In some cases prices in your local store may be lower than advertised. Produce specials are subject to availability and apply at Victorian stores, Coles Albury, Lavington and Deniliquin. Advertised prices not available at Coles Express and Coles Central.

< Back to Catalogues & Specials

You are here: Home > Catalogues & specials > Fruit & Vegetable Super Specials

> Back to top

Catalogues & specials

Locations & hours

Shop online

Recipes & cooking

Interact with Coles

Facebook

Twitter

YouTube

Google+

Pinterest

About Coles

The Coles Story

Annual Report

Responsibility

News & Media

Customer Service

FAQs

Product Recall Alerts

Customer Survey

Contact us

Helping Australia Grow

Careers at Coles

The Coles Blog

LOCATIONS & HOURS

Initial Landing

The Locations & Hours landing page is dynamically generated from content entered into a number of modules which make up the Store Locator functionality.

coles

Other Coles Businesses

f t yd g+ p

Search coles.com.au

Home

Catalogues & specials

Locations & hours

Shop online

Recipes & cooking

Our range

Helping Australia Grow

Home > Locations & Hours > Coles Prahran

Share this page

Locations & Hours

Find a Coles store, enter your postcode...

Go

Show stores within: 5 km 10 km 20 km 50 km

Jump to a state

NSW

NT

QLD

SA

TAS

VIC

WA

New South Wales/ACT

Northern Territory

Queensland

South Australia

Tasmania

Victoria

Western Australia

VIC

Victoria stores

Coles Balaclava	183 - 187 Barkly St, 3181 (03) 9534 2511	Opening hours Mon - Sun: 6:00 - 0:00	>
Coles St Kilda	183 - 187 Barkly St, 3181 (03) 9534 2511	Opening hours Mon - Sun: 6:00 - 0:00	>
Coles South Richmond	183 - 187 Barkly St, 3181 (03) 9534 2511	Opening hours Mon - Sun: 6:00 - 0:00	>
Coles Malvern	183 - 187 Barkly St, 3181 (03) 9534 2511	Opening hours Mon - Sun: 6:00 - 0:00	>
Coles South Melbourne	183 - 187 Barkly St, 3181 (03) 9534 2511	Opening hours Mon - Sun: 6:00 - 0:00	>
Coles Balaclava	183 - 187 Barkly St, 3181 (03) 9534 2511	Opening hours Mon - Sun: 6:00 - 0:00	>

NSW

New South Wales /ACT stores

Coles Balaclava	183 - 187 Barkly St, 3181 (03) 9534 2511	Opening hours Mon - Sun: 6:00 - 0:00	>
Coles St Kilda	183 - 187 Barkly St, 3181 (03) 9534 2511	Opening hours Mon - Sun: 6:00 - 0:00	>
Coles South Richmond	183 - 187 Barkly St, 3181 (03) 9534 2511	Opening hours Mon - Sun: 6:00 - 0:00	>
Coles Malvern	183 - 187 Barkly St, 3181 (03) 9534 2511	Opening hours Mon - Sun: 6:00 - 0:00	>
Coles South Melbourne	183 - 187 Barkly St, 3181 (03) 9534 2511	Opening hours Mon - Sun: 6:00 - 0:00	>
Coles Balaclava	183 - 187 Barkly St, 3181 (03) 9534 2511	Opening hours Mon - Sun: 6:00 - 0:00	>

< Back to Locations & Hours

You are here: Home > Locations & Hours > Coles Prahran

> Back to top

Catalogues & specials

Locations & hours

Shop online

Recipes & cooking

Interact with Coles

Facebook

Twitter

YouTube

Google+

Pinterest

About Coles

The Coles Story

Annual Report

Responsibility

News & Media

Customer Service

FAQs

Product Recall Alerts

Customer Survey

Contact us

Helping Australia Grow

Careers at Coles

The Coles Blog

Our range

Making shopping easier

Easter Savings

Buy Australian

For your health

Convenience food

More from our range...

Kid's lunchbox

Something special

Treat yourself

Other Coles businesses

Coles Online

MIX Clothing

Flybush

Insurance

Liquorland

First Choice

Baby & Toddler Club

Coles Music

Vintage Cellars

Flower Gallery

Coles Mobile

Gift cards

Privacy & Disclaimer

Terms & Conditions

MSDS Data Sheets

Sitemap

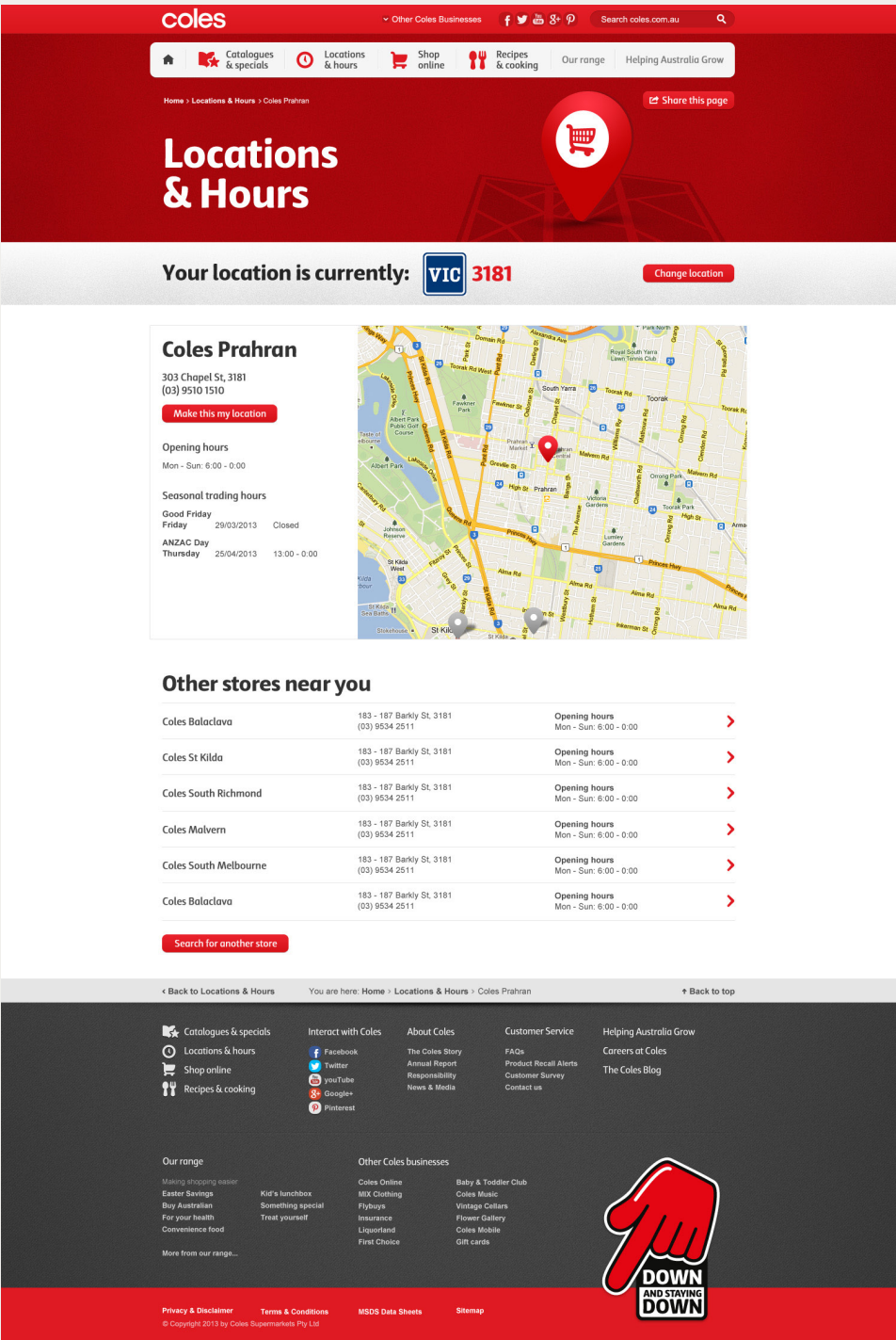
© Copyright 2013 by Coles Supermarkets Pty Ltd

DOWN AND STAYING DOWN

LOCATIONS & HOURS

Detail

The Locations & Hours detail page is dynamically generated from content entered into a number of modules which make up the Store Locator functionality.



NEWS

Listing

The News & media landing page is dynamically generated from content entered into News detail pages.

Images for news items must be 320 px wide by 240 px high and only need to be uploaded once (The same image is used on both the listing and detail pages).

coles

Other Coles Businesses

f

t

in

g+

p

Search coles.com.au

Home

Catalogues & specials

Locations & hours

Shop online

Recipes & cooking

Our range

Helping Australia Grow

Home > About Coles > News & media

News & media

Share this page

Filter news items by

Year

Month

Go

Previous

1

2

3

4

5

6

7

8

Next



Stories of growth depicted in new wine booklet launched today

Read more

March 2013 - A booklet depicting stories of innovation and growth for 14 key Coles' wine suppliers across Australia was launched at the National Wine Centre in Adelaide today.



Coles Express ATM Discounts for Customers

Read more

March 2013 - We've pressed the button to roll out ATM discount vouchers for our Coles Express customers across Australia.



Coles car insurance drives price down

Read more

March 2013 - Coles has dealt the latest blow in the supermarket price wars and strengthened its comprehensive Car Insurance offering with the introduction of a nationwide 'price best guarantee' for drivers 30 and over who switch their comprehensive car insurance policy from their current insurer to Coles Car Insurance.*



Coles welcomes bigger and better Coles Ipswich

Read more

February 2013 - Coles' new-look store at Ipswich opens two years after the 2011 floods which destroyed the original store. At the store opening, Coles donated an additional \$200,000 to the Queensland Floods Appeal 2013 to help those affected by recent flooding.



Coles team rallies to keep Queensland shelves stocked

Read more

January 2013 - Coles has implemented contingency plans to ensure essential food supplies are getting through to stores in Queensland and New South Wales impacted by the latest floods.



Coles announced new charity partnership with redkite.

Read more

January 2013 - Coles is giving redkite a helping hand by raising \$5 million for Australian children and young people with cancer.



Stories of growth depicted in new wine booklet launched today

Read more

March 2013 - A booklet depicting stories of innovation and growth for 14 key Coles' wine suppliers across Australia was launched at the National Wine Centre in Adelaide today.



Coles Express ATM Discounts for Customers

Read more

March 2013 - We've pressed the button to roll out ATM discount vouchers for our Coles Express customers across Australia.



Coles car insurance drives price down

Read more

March 2013 - Coles has dealt the latest blow in the supermarket price wars and strengthened its comprehensive Car Insurance offering with the introduction of a nationwide 'price best guarantee' for drivers 30 and over who switch their comprehensive car insurance policy from their current insurer to Coles Car Insurance.*



Coles welcomes bigger and better Coles Ipswich

Read more

February 2013 - Coles' new-look store at Ipswich opens two years after the 2011 floods which destroyed the original store. At the store opening, Coles donated an additional \$200,000 to the Queensland Floods Appeal 2013 to help those affected by recent flooding.



Coles team rallies to keep Queensland shelves stocked

Read more

January 2013 - Coles has implemented contingency plans to ensure essential food supplies are getting through to stores in Queensland and New South Wales impacted by the latest floods.



Coles announced new charity partnership with redkite.

Read more

January 2013 - Coles is giving redkite a helping hand by raising \$5 million for Australian children and young people with cancer.

Previous

1

2

3

4

5

6

7

8

Next



Our fresh meat is 100% Australian

Find out more



Our fresh seafood is 100% Australian

Find out more



Coles brand milk is 100% Australian

Learn more



In season now: Avocado!

View Recipes

COLES (COLES.COM.AU GUI STYLEGUIDE)

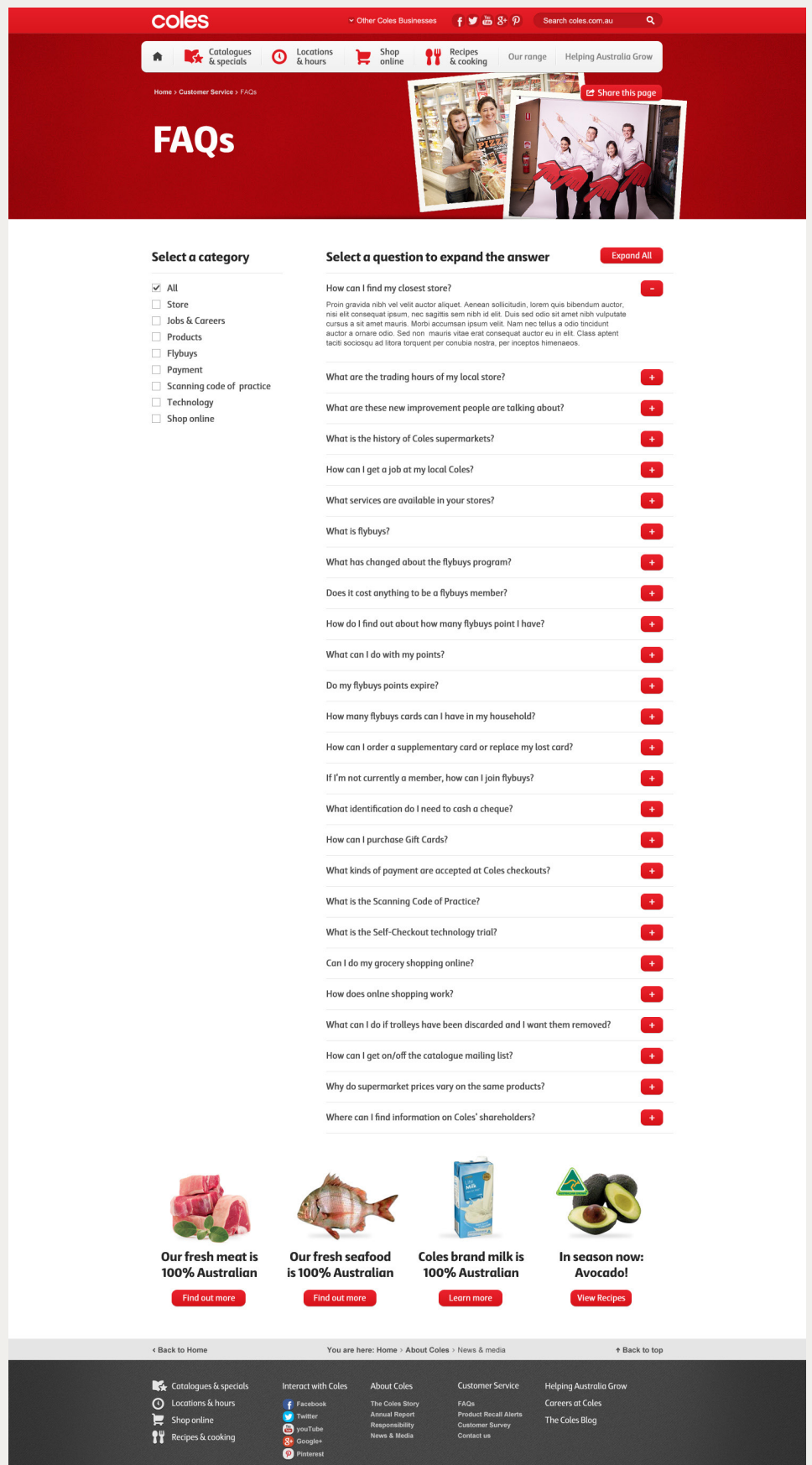
29 | 37

Images for news items must be 320 px wide by 240 px high and only need to be uploaded once (The same image is used on both the listing and detail pages).

FAQS

Landing

The FAQ landing page is dynamically generated from content entered into the FAQ module.



SECTION 03

Design Elements

This section outlines the various standard design elements that make up the coles.com.au site. It defines guidelines around the use of typography, colours, interactive elements and backgrounds. The structure and guidelines provide in this document should be adhered to in order to ensure usability, content delivery and design integrity.

03

Typography

Typography is key to the look and feel of the site and has been carefully considered to convey the Coles brand while emphasising readability and usability on screen based displays.

1. Larger Heading

- Not available in WYSIWYG areas, but available as the primary title in the 2 column even fixed module.
- Reserved for page titles and key positioning statements.

2. Large Heading

- Available in WYSIWYG areas as "Heading 1" or "H1"

3. Medium Heading

- Available in WYSIWYG areas as "Heading 2" or "H2"

4. Small Heading

- Available in WYSIWYG areas as "Heading 3" or "H3"

5. Tiny Heading

- Available in WYSIWYG areas as "Heading 4" or "H4"

5. Body Copy

- Available in WYSIWYG areas as "Paragraph", it is the default style.

5. Bulleted lists

- Available in WYSIWYG areas.

1 **Larger
(Haptic Extra Bold)
72/67pt #262626**

2 **Large
(Haptic Extra Bold)
38/44pt #262626**

3 **Medium
(Haptic Extra Bold)
25/30pt #262626**

4 **Small (Haptic Bold)
18/22pt #4c4c4c 6pt S/B, 12pt S/A**

5 **Tiny
(Arial Regular) 14/18pt 12pt S/A #262626**

6 **Body copy (Arial Regular) 14/18pt 12pt S/A #4c4c4c**

Maecenas sed diam eget risus varius blandit sit amet non magna. Maecenas faucibus mollis interdum. Nulla vitae elit libero, a pharetra augue. Nulla vitae elit libero, a pharetra augue. Maecenas sed diam eget risus varius blandit sit amet non magna. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. **Inline link faucibus mollis** interdum. Donec id elit non mi porta gravida at eget metus. consectetur.

- > Bullets (Arial Regular) 14/18pt 6pt S/A
- > Maecenas sed diam eget risus varius blandit sit amet non magna.
- > Maecenas faucibus mollis interdum.

DESIGN ELEMENTS

Colour

The Coles palette is restrained to ensure that the site is on brand. This also allows key imagery to really shine.

1. Coles Red

Used in the global header and the primary call to action buttons.

2. Light Grey & Lighter Grey

Used primarily as a background colour on white to give the feeling of depth when required. Most often used in the sub-navigation.

3. Dark Grey & Darker grey

Used for almost all copy, and for the secondary buttons.

4. Coles Dark Red

Used sparingly when a second colour is required to work with the coles red. Primarily used in the page banner area.

5. Very light Coles Red

Used sparingly when a second colour is required to work with the coles red. Primarily used on the copy for the primary call to action buttons.

5. White

Used heavily as the primary background colour for the body of the site.



Coles Red
E01A22



Light Grey
CCCCCC

Lighter Grey
E5E5E5



Dark Grey
4C4C4C

Darker Grey
262626



Dark Coles Red
A8070D



Very Light Coles Red
FDF3F4



White
FFFFFFFF

DESIGN ELEMENTS

Interactivity

A consistent display of interactive elements increases the usability of a website by teaching users what to look for. For coles.com.au we have developed three levels of interactivity and have used them consistently throughout the site.

A Photoshop template has been provided for this item. Refer to 'Interactivity.psd' in the PSD templates folder provided with this guide.

1. Primary buttons

- Limited to a single line of copy or approximately 25 characters.
- Hover brightens background and copy and introduces an underline.
- Primary buttons **cannot** be placed in WYSIWYG areas.
-

2. Secondary buttons

- Maximum copy length is three words or approximately 20 characters.
- Hover brightens background and copy and introduces an underline.
- Secondary buttons **cannot** be placed in WYSIWYG areas.

3. Inline links

- No restrictions to copy length.
- Hover introduces an underline.
- Inline links can be placed in WYSIWYG areas.

1

> See the super specials

> See the super specials

2

Shop online to enter

Shop online to enter

3

Body copy (Arial Regular) 14/18pt 12pt S/A Maecenas sed diam eget risus varius blandit sit amet non magna. **Inline link** **faucibus mollis** interdum. Nulla vitae elit libero, a pharetra augue. Nulla vitae elit libero, a pharetra augue. Maecenas sed diam eget risus varius blandit sit amet non magna.

Body copy (Arial Regular) 14/18pt 12pt S/A Maecenas sed diam eget risus varius blandit sit amet non magna. Inline link faucibus mollis interdum. Nulla vitae elit libero, a pharetra augue. Nulla vitae elit libero, a pharetra augue. Maecenas sed diam eget risus varius blandit sit amet non magna.

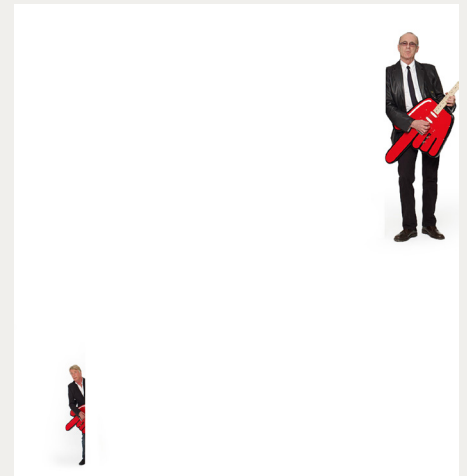
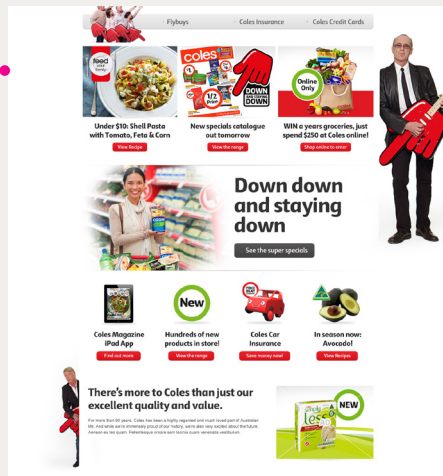
DESIGN ELEMENTS

Backgrounds

T1 templates have the ability to display background images.

- A photoshop template has been provided for this item, see 'Background Theme.psd' in the PSD templates folder provided with this guide.
- Size 1500 px wide by 1590 px tall.
- Safe area for communications is a 250 px strip down either side.
- This template includes a layer to go over the top of artwork to ensure text is always readable.
- To conform with AA standards, text must have a ratio of at least 4.5:1.

1



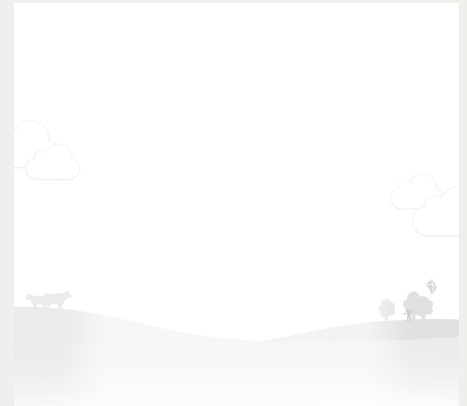
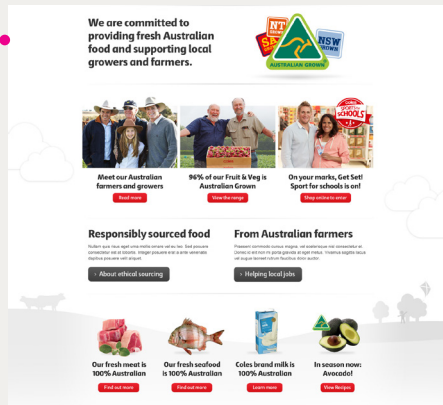
1. Example home page background

With and without content overlay

2

2. Example helping Australia grow background

With and without content overlay



DESIGN ELEMENTS

Accessibility

The coles.com.au website has been designed and built to conform to W3C Web Content Accessibility Guidelines 2.0.

A quick checklist of these guidelines can be found online at <http://www.w3.org/WAI/WCAG20/quickref/> additionally colour contrast can be checked using this online tool http://snook.ca/technical/colour_contrast/colour.html