



Epson.com Design and Branding Standards and Guidelines

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Prepared by :



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Global Elements

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01 Introduction

This document describes the standards and guidelines established by Proxicom, Inc. for the Epson.com website. Each section of this document covers a specific set of guidelines to be used on Epson.com.

These guidelines will evolve over time. This style guide is not intended as a regimented formula for the creation or maintenance of Epson.com pages, but rather a road map for appropriate creative application. Its purpose is to ensure that any new or updated pages support the Epson brand identity and reinforce overall Epson.com creative direction.

If you have any questions regarding this document, please contact

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The Epson Brand : An Overview

Epson imaging moves you in a powerful way.
And we do this through our commitment to developing technology
that inspires and empowers people all over the world.

Epson's Background

Since its creation, Epson has continually pushed back the boundaries of miniaturization, creating scores of world-first products. Epson's corporate culture is rooted in a spirit of creativity and challenging the status quo. This has led us to craft unique products and services and to achieve goals that were seen as unreachable. Epson has always striven to put the customer first in offering products and services that surpass expectations.

Why 'Exceed Your Vision' is so important

Epson enjoys a well defined global brand positioning but it is vitally important that this positioning is consistently expressed. As a result, for marketing communications materials, there should also be a well-defined approach to presenting Epson in a creative context, regardless of the medium or the region.

All communications must reflect the concept of the global tagline "Exceed Your Vision" and the positioning statement. The positioning statement encapsulates what is unique about Epson - our desire to "inspire" creativity and our ambition to "empower" people globally so they achieve their goals through our technological developments. The global tagline "Exceed Your Vision" expresses these sentiments in a concise, accessible way.

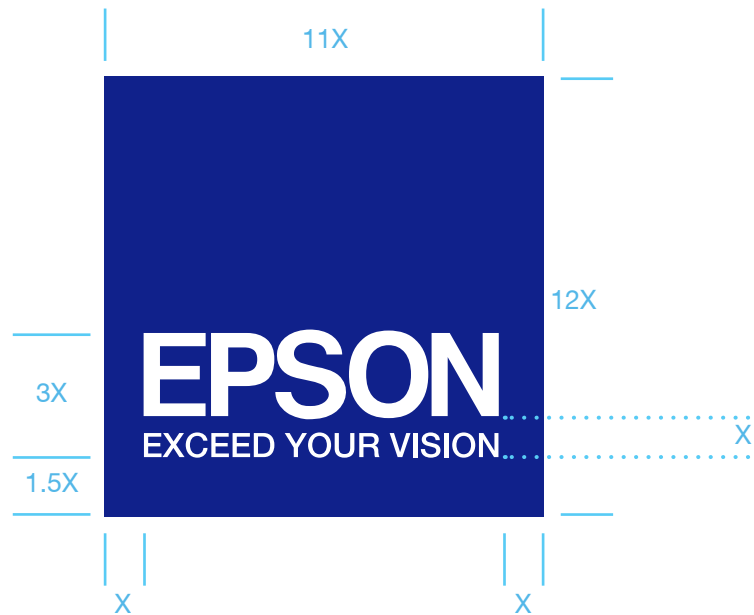
As markets change and opportunities grow, our new tagline reflects our business resolve and expresses our brand promise to customers. It will be shared across the entire Epson Group and will be reflected in all of our commercial activities. Ultimately, we aim to help people increase their creativity through our technological innovations, helping bring their ideas to life.

02 Global Elements

Global Elements: Logo Treatment

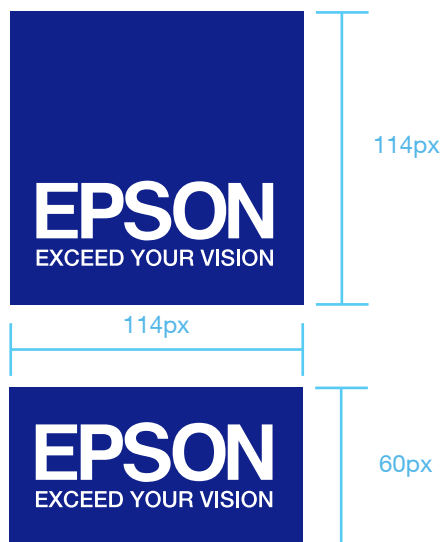
The Online Logo is the Epson Flag - it introduces the brand and distinguishes us from our competitors. It should be instantly recognizable, must always be clearly visible and should always be used in a consistent manner. The logotype should not be limited to consumer sites, and can be applied to any online communication.

The Epson Blue (287c) is a pantone (print) color. This has been converted into RGB values of R:16, G:33, B:139, which equates to a hexadecimal value of 10218b. This value is not web safe, however, with the vast majority of the monitors worldwide able to view all colors it was decided that representing the true Epson blue was more important than providing a web safe version.



Global Elements: Logo Treatment

The large Tagline Logotype should be used on the home page and in banner ads or other marketing materials where the mark is used outside the context of a page.



The small Tagline Logotype should be used in the logo area on all pages of the site.



Don't modify the aspect ratio of the color block or its relationship to the wordmark.



Don't modify the color of the color block or the wordmark.



Don't outline the color block.



Don't apply graphic effects or filters to the logo.

03 Templates

The design of Epson.com is based on a grid system.

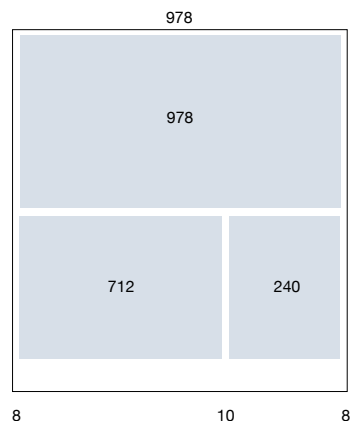
It contains a wide variety of various layouts within a 978 pixel grid.

A diverse library HTML templates have been developed to aid in the creation of new pages and sections of the site. These templates cover most foreseeable page layouts and provide treatments for a variety of content combinations. They should be referred to regularly when creating new pages to insure consistency across the site. A few of these templates are shown and 6 primary examples are described on the following pages.



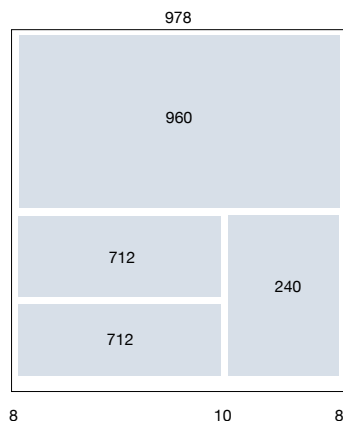
Templates: Grids & Layouts

1 Homepage

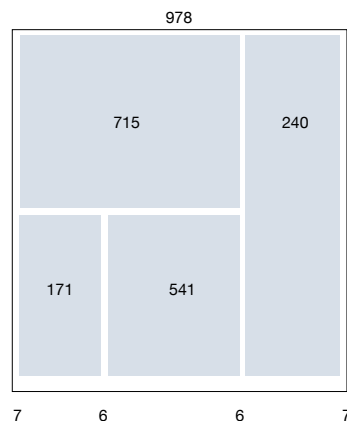


2 Product Hub Pages

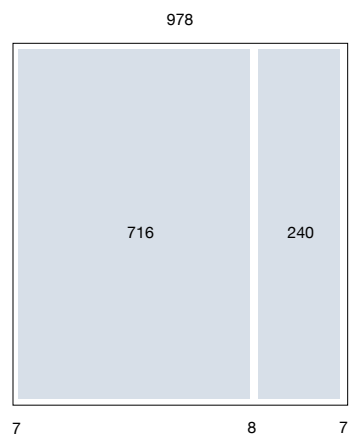
Example: Printers, Projectors, Scanners



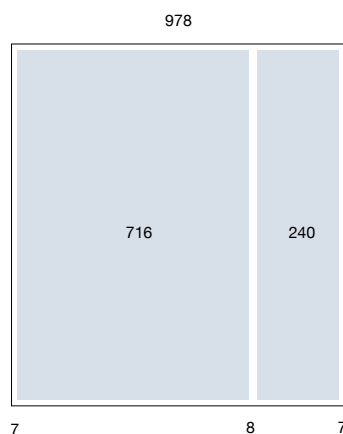
3 E-Store Homepage



4 Product Category Page

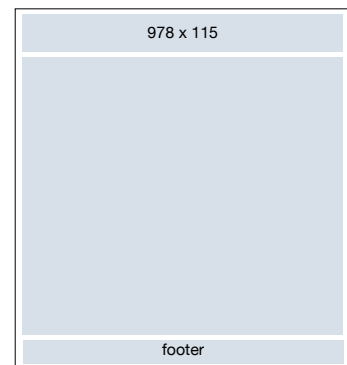


5 Product Detail Page



6 Feature Pages

Example:



1 Homepage

The Homepage of Epson.com begins with large, banner pages that introduces Epson's offerings through branded imagery and copy. Product and supporting links reside below.

2 Product Hub Pages

Each main section of Epson.com begins with a landing page that features large, branded imagery and minimal content above the fold.

3 E-Store Homepage

Alert messaging can appear on the homepage when necessary. For example, it can announce

4 Product Category Page

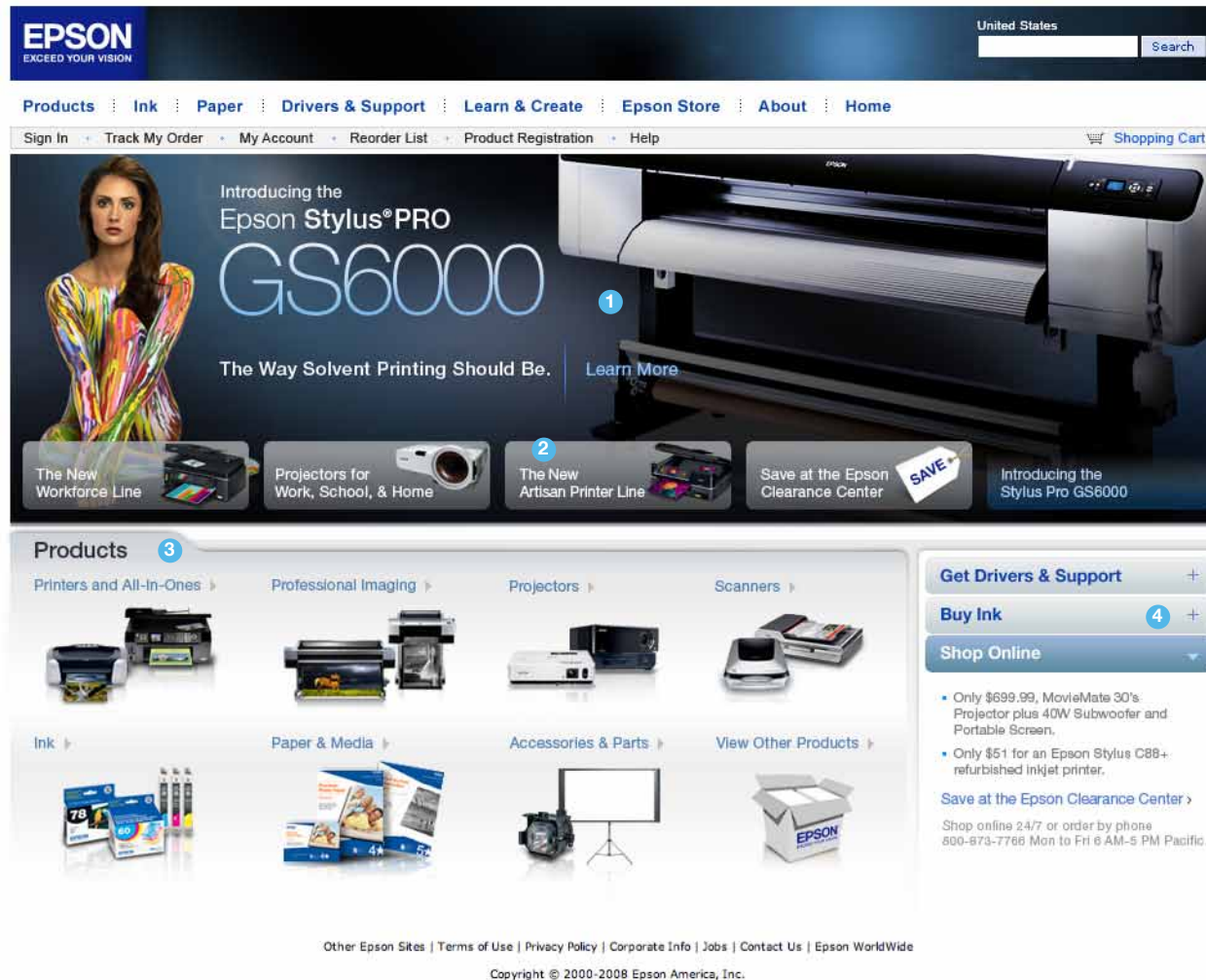
The Product Category page provides for more content than the landing page and is the appropriate template for the majority of new product pages.

5 Product Detail Page

The Product Detail page provides for substantially more content than the product category page and is the appropriate template for viewing the product in further detail.

6 Feature Page

This template provides a variety of possibilities for complex content or pages that deserve a bit of special attention while not rising quite to the level of a Landing Page. The only consistent elements include the Epson Navigation and the footer.



1 Hero Flash Interactive Area

The Hero Flash Interactive Area resides on the Epson homepage. It is an opportunity for visitors to discover Epson and its offerings through the various flash banners.

2 Category Flash Thumbnails

Banners rotate automatically. Users may rollover and pause the banner. Visual imagery accompanies copy for every thumbnail.

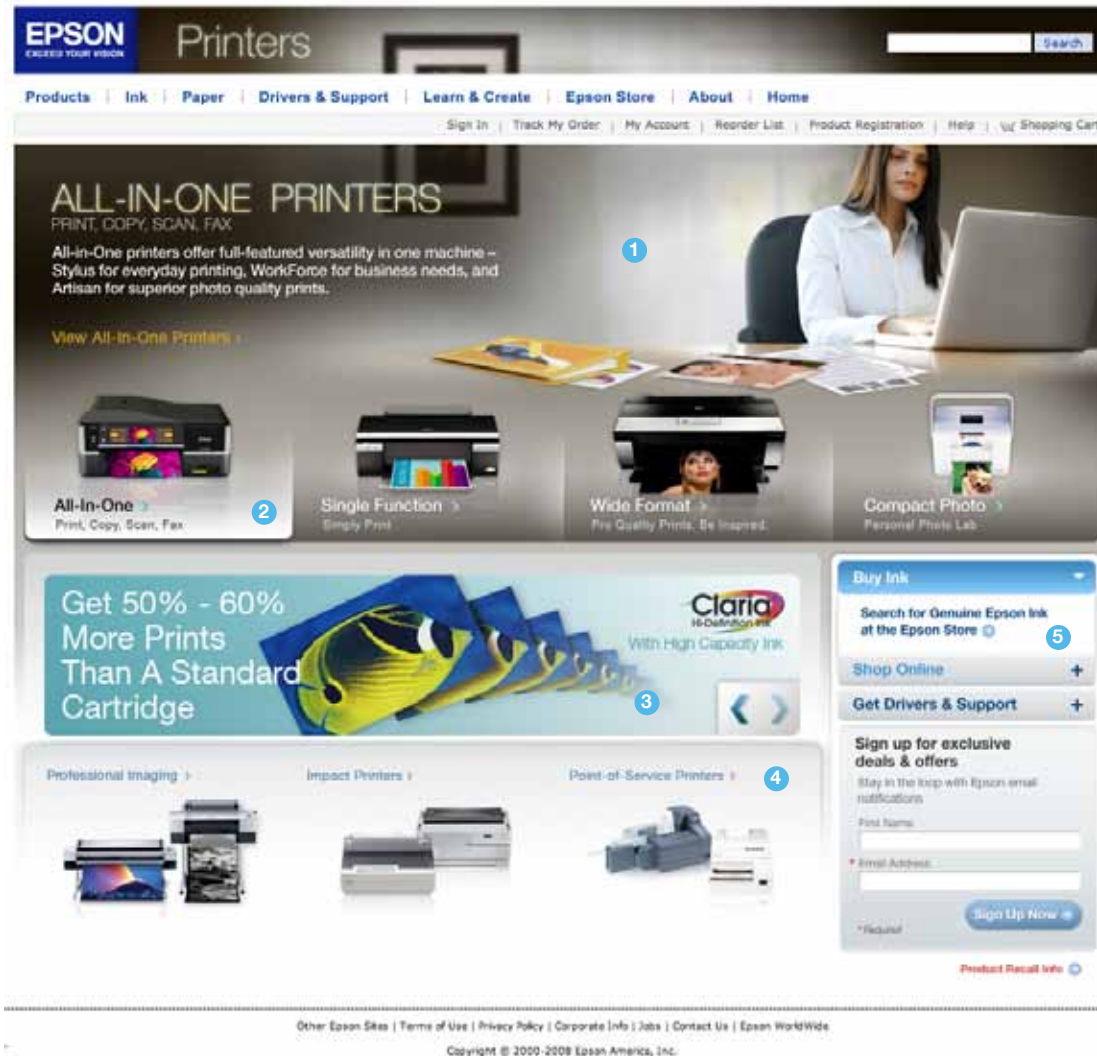
3 Product Category Sections

Product category links are represented by imagery and blue colored descriptions.

4 Accordion Nav Links

Quick access to various drivers, support, and estore is found in an accordion fashion. On rollover, each section is revealed further.

Templates: Printer Hub Page



1 Hero Flash Interactive Area

The Hero Flash Interactive Area resides on the Epson homepage. It is an opportunity for visitors to discover Epson and its offerings through the various flash banners.

2 Category Flash Thumbnails

'Plan Your Trip' is featured prominently across the homepage. Users can click 'more options' to refine their trip criteria.

3 Promotions

Promotional banner ads are placed below the hero to highlight recent and upcoming offerings.

4 Product Category Links

Quick links to the product subcategories are located below the promotional area.

5 Accordion Nav Links

Quick access to various drivers, support, and estore is found in an accordion fashion. On rollover, each section is revealed further.



1 Hero Flash Interactive Area

The Hero Flash Interactive Area resides on the Epson homepage. It is an opportunity for visitors to discover Epson and its offerings through the various flash banners.

2 Category Flash Thumbnails

'Plan Your Trip' is featured prominently across the homepage. Users can click 'more options' to refine their trip criteria.

3 Promotions

Promotional banner ads are placed on the left to highlight recent and upcoming offerings.

4 Product Category Links

Quick links to the product subcategories are located below the hero area.

5 Accordion Nav Links

Quick access to various drivers, support, and estore is found in an accordion fashion. On rollover, each section is revealed further.

Templates: Scanner Hub Page



1 Hero Flash Interactive Area

The Hero Flash Interactive Area resides on the Epson homepage. It is an opportunity for visitors to discover Epson and its offerings through the various flash banners.

2 Category Flash Thumbnails

'Plan Your Trip' is featured prominently across the homepage. Users can click 'more options' to refine their trip criteria.

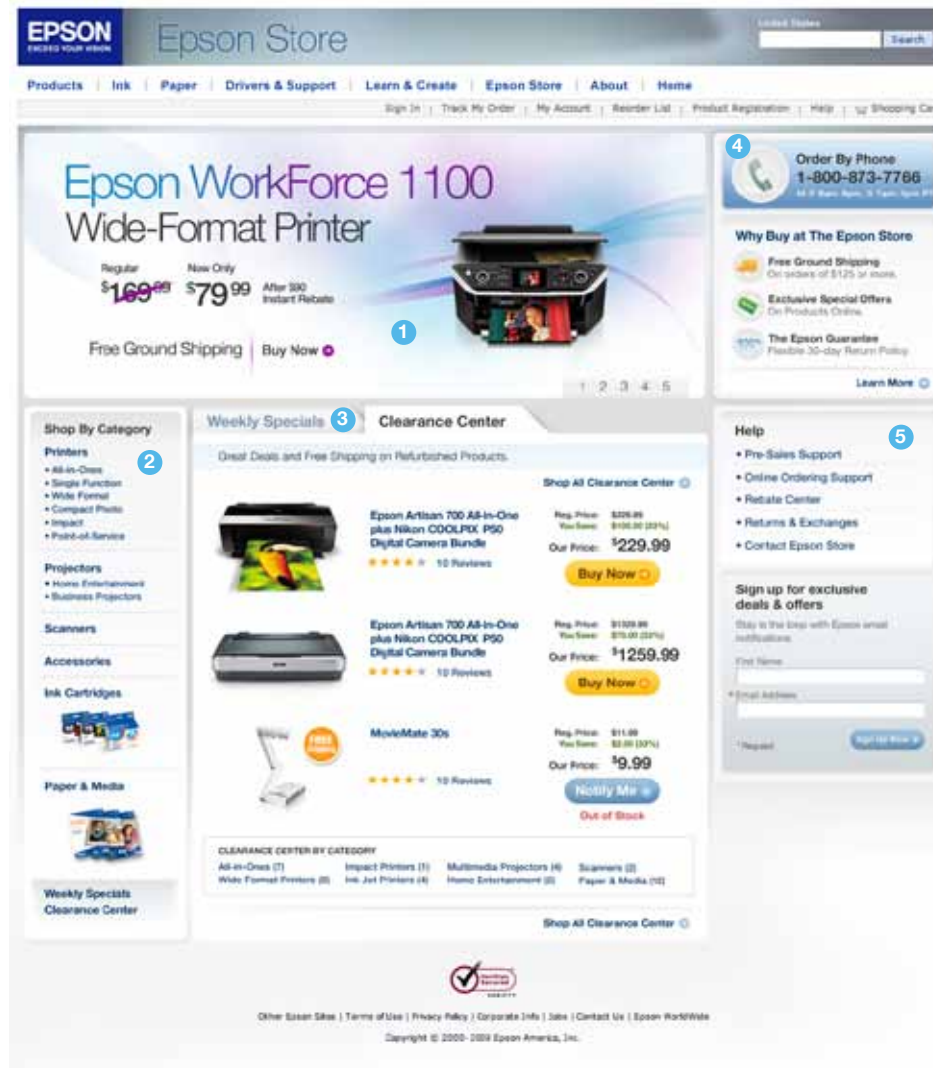
3 Promotions

Promotional banner ads are placed below the hero to highlight recent and upcoming offerings.

4 Accordion Nav Links

Quick access to various drivers, support, and estore is found in an accordion fashion. On rollover, each section is revealed further.

Templates: E-Store Homepage



1 Hero Flash Interactive Area

The Hero Flash Interactive Area resides on the Epson homepage. It is an opportunity for visitors to discover Epson and its offerings through the various flash banners.

2 Category Flash Thumbnails

Quick category and subcategory links appear on the left that allow users for quick access to all products available on Epson's Estore.

3 Weekly Specials/ Clearance Center

This large area contains the weekly specials and clearance items. Each section divided by tabs. Weekly Specials appears on default.

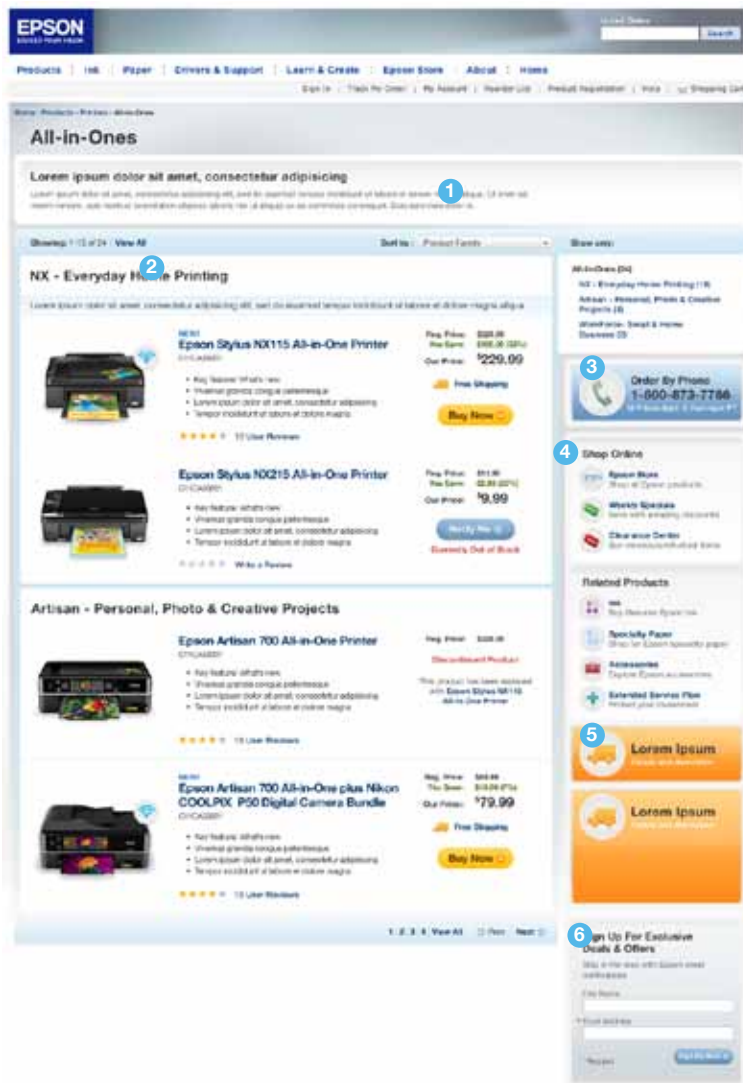
4 Order by Phone/ Why Buy at Epson

Epson's phone number is listed in this area as well as highlighting reasons to shop at the Epson Store.

5 Support/Sign up

Support links and quick registration to sign up for Epson's exclusive deals & offers are located here.

Templates: Product Category Page



1 Descriptor Area

Descriptive text about the category goes here.

2 Product Listings

Product results are listed vertically in this content area.

3 Order by Phone

Epson's phone number is listed in this area for quick access to order.

4 Shop Online/Related Products

Epson's Estore link and related products are always present on the right nav.

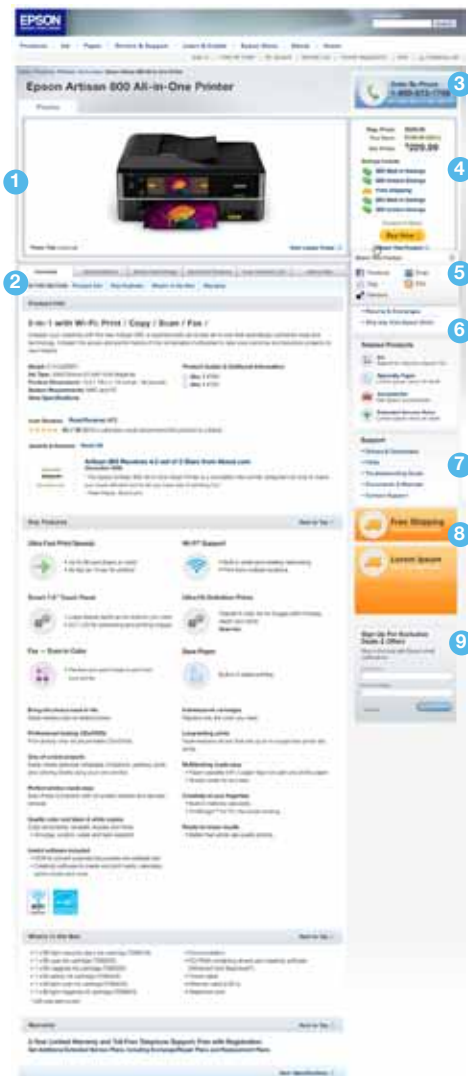
5 Shipping/Promotional Area

This right column area is dedicated to any shipping or promotional banners.

6 Sign up

Quick registration to sign up for Epson's exclusive deals & offers are located here.

Templates: Product Detail Page



1 Image Gallery

A full photo of the product is displayed here. Any available videos, extra photos, and enlarged photo are located here.

2 Tabbed Pages

This tabbed area is dedicated to overview, specs, Epson technology, awards & reviews, and user reviews.

3 Order by Phone

Alert messaging can appear on the homepage when necessary. For example, it can announce snowfall to entice avid skiers.

4 Pricing Module

This tabbed area is dedicated to overview, specs, Epson technology, awards & reviews, and user reviews.

5 Tool Tip

Highlights of the products are featured in this area.

6 Epson Service/Related Products

Epson's Estore link and related products are always present on the right nav.

7 Support

Support links and quick registration to sign up for Epson's exclusive deals & offers are located here.

8 Shipping/Promotional Area

This right column area is dedicated to any shipping or promotional banners.

9 Sign up

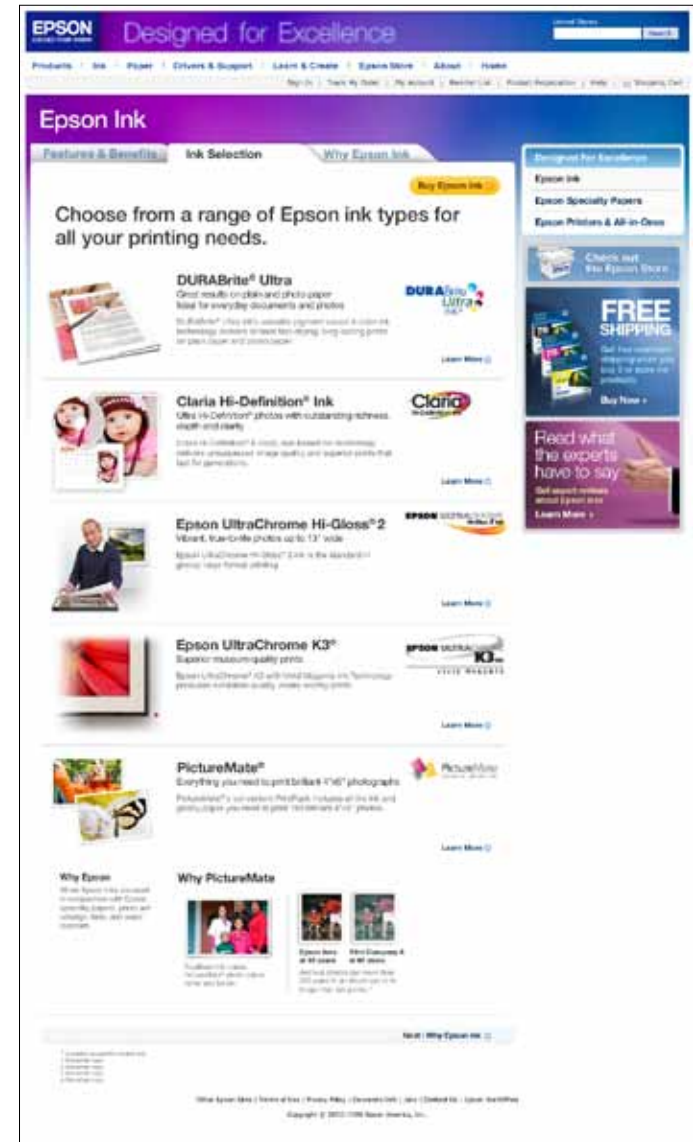
Quick registration to sign up for Epson's exclusive deals & offers are located here.

Designed for Excellence



Feature Templates

Feature pages, microsites, are all designed on a pixel canvas width of 978. They are consistent in header and footer. However, the main area is a blank canvas with global elements applied.



Small Business



Flexible Templates

Templates are flexible to accommodate to serve for any special purpose or need of Epson's sections, such as the Small Business sites. Consistent elements such as the header and footer are always present, and imagery, type, and tabs must all be applied described in the following pages.

Template 1

TBD

Template 2

TBD

Template 3

TBD

Templates: General Guide of Do's and Don'ts

Creative Professional Do's



1. Establishes a sense of hierarchy both visually and in content form.
2. Top hero portion makes up most of the template with supporting content below or to the side.
3. Organized supported content does not exceed the main message or overwhelm the user.
4. Templates follow a proper grid that follow the typography guidelines along with the visuals.

Creative Professional Don'ts



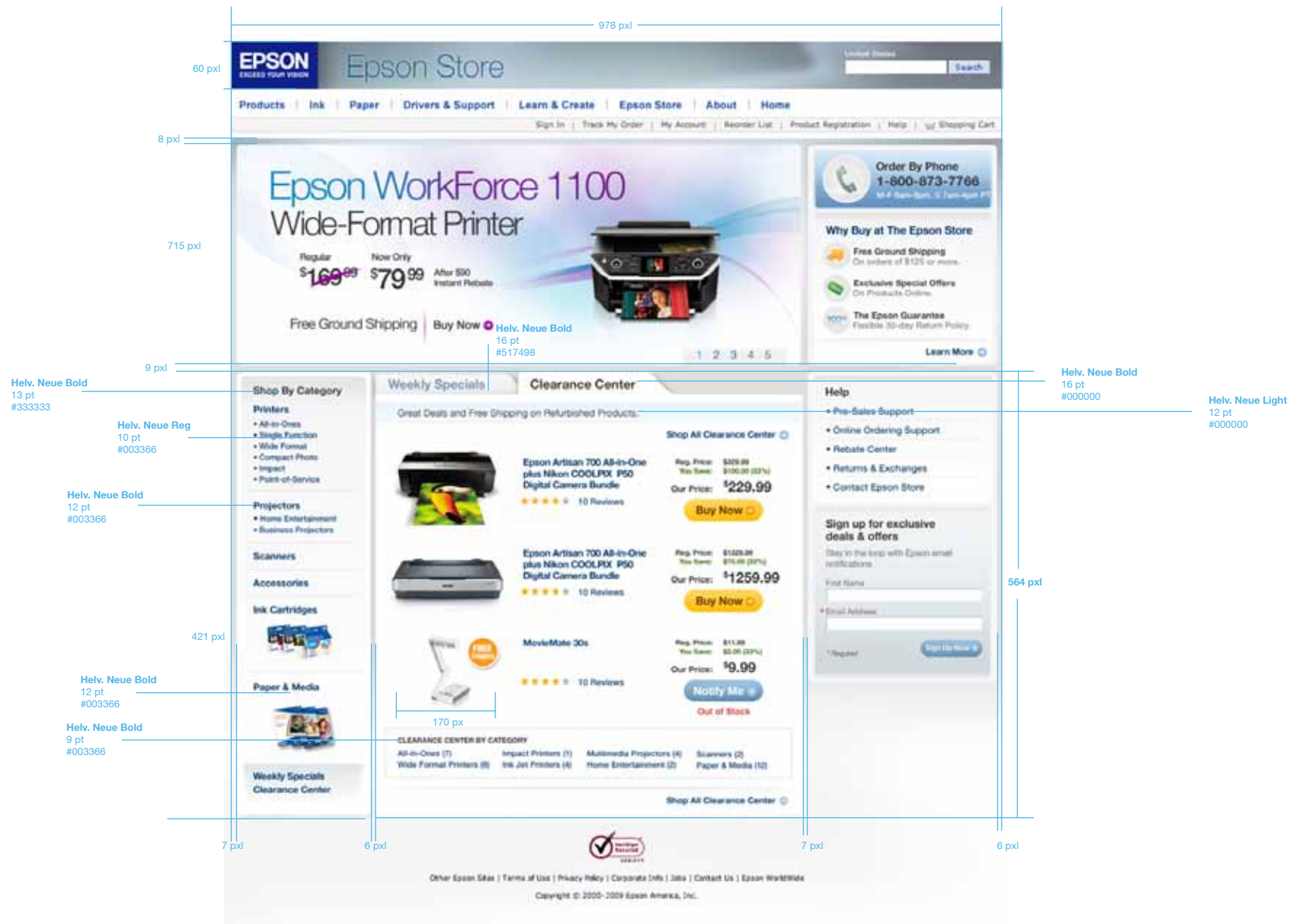
1. Image composition is too busy.
2. Too many use of colors distract users to focus on main messaging.
3. Color palette lacks sophistication with bright primary hues and uneven distribution of color.
4. Too many varieties of colors and typography dilute hierarchy and creates chaos.

04 Measurements

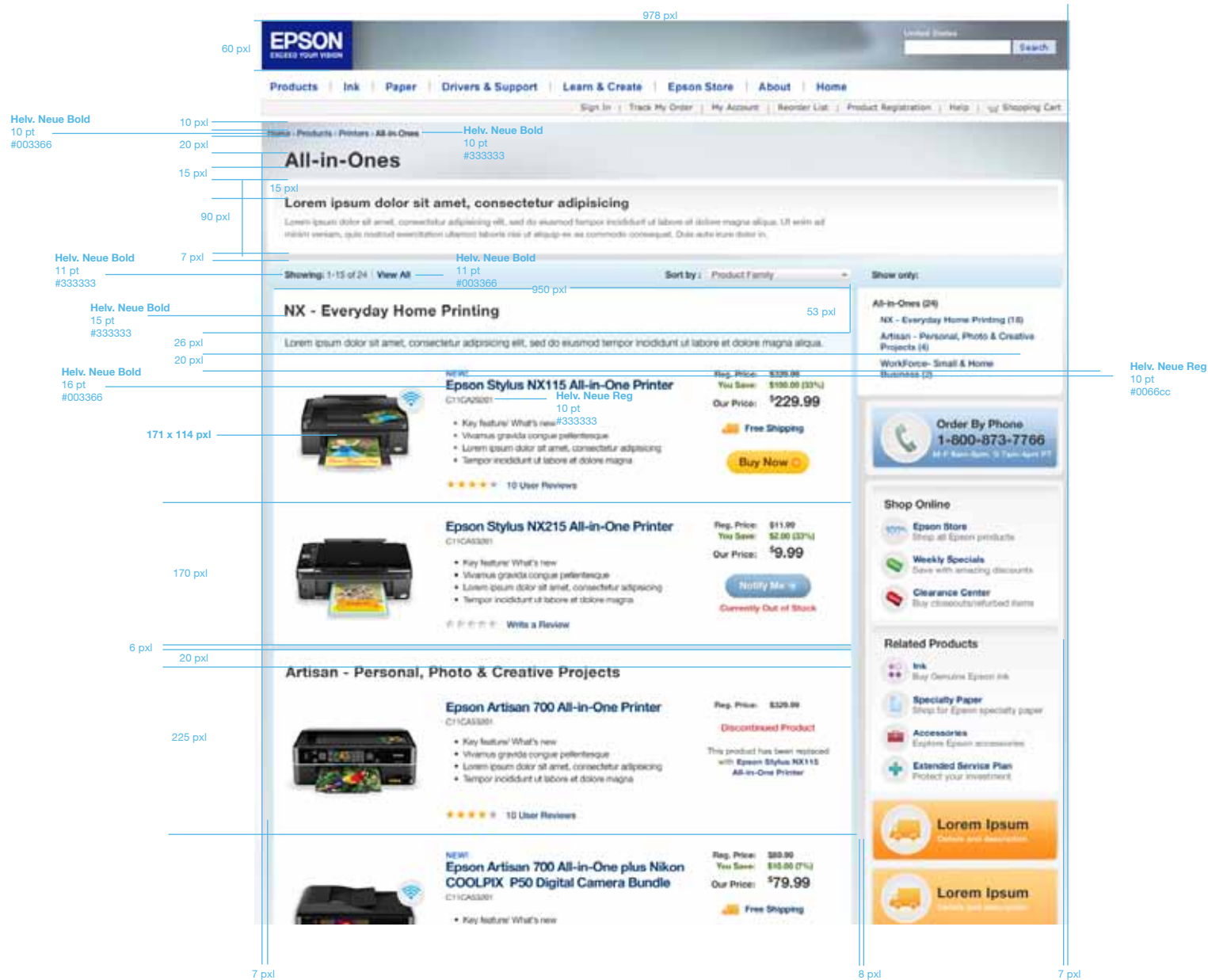




Measurements: E-Store Homepage



Measurements: Product Category Page



Measurements: Product Detail Page



05 Banners

Overview

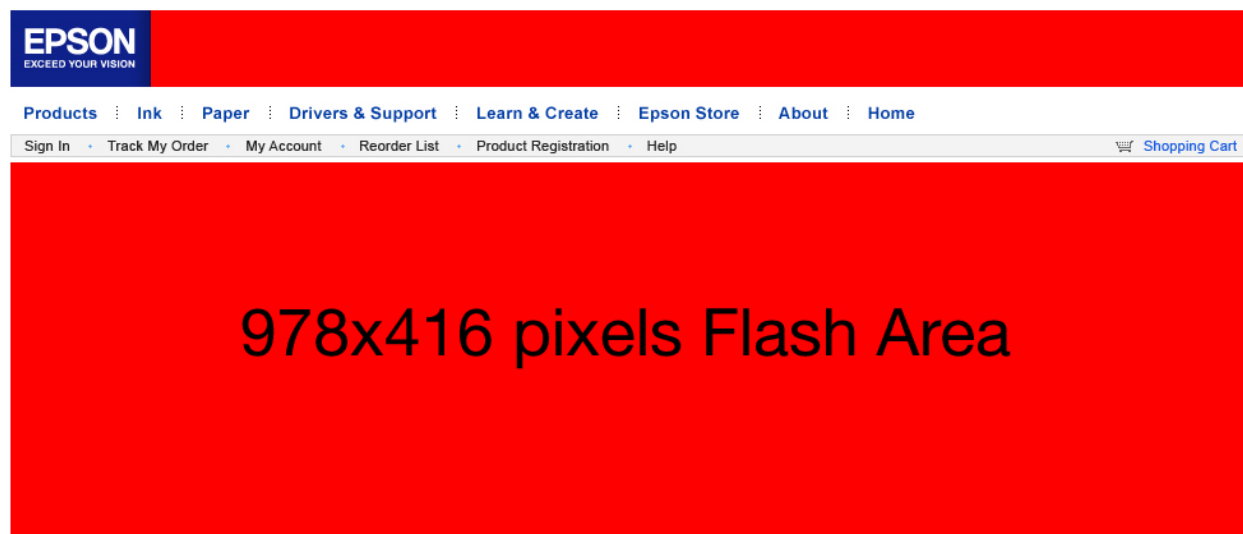
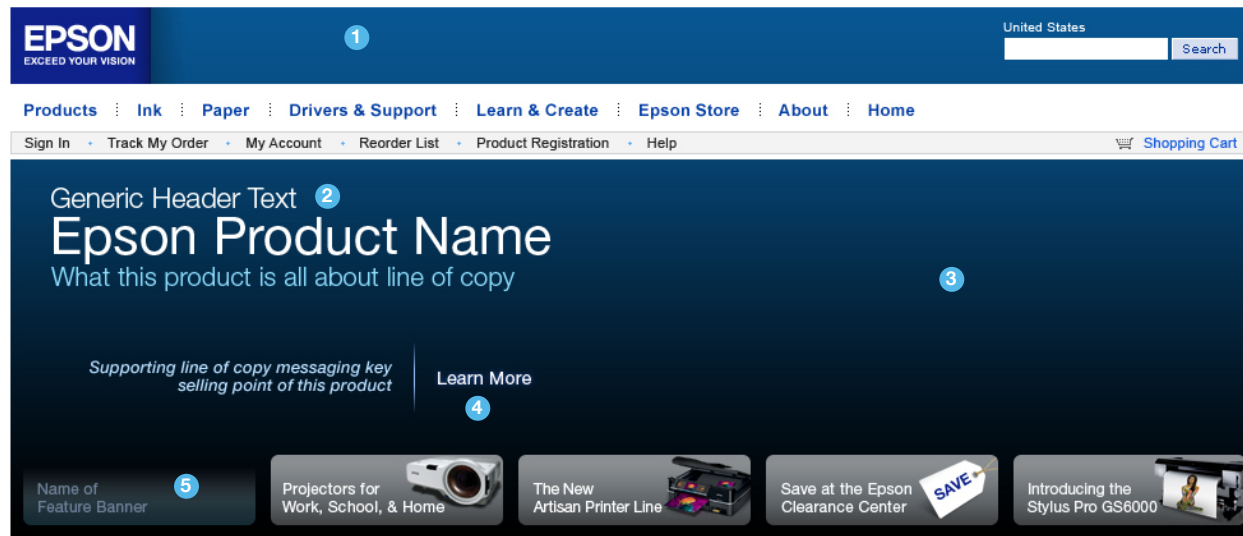
During the December 2008 Holiday selling season, Epson America implemented a new flash-based promotional banner system for the U.S. Homepage.

This new system is designed to display five (5) promotions at a time as well as custom masthead images/animations that correspond to each promotion. The banner system will then cycle through the promotions while a tab-based navigation will allow users to view specific promotions.

When designing new banners for this system, you need to create the following items:

- Main Banner
- Top/Masthead Banner
- 2 Navigation Tabs (off state / on state)





1 Background

The Epson Homepage uses various gradient colors designed with subtle design templates (see pages 39-40).

2 Copy

Left area is dedicated to copy. Type includes a header, name of the product, and a description describing the product.

3 Right Hero Area

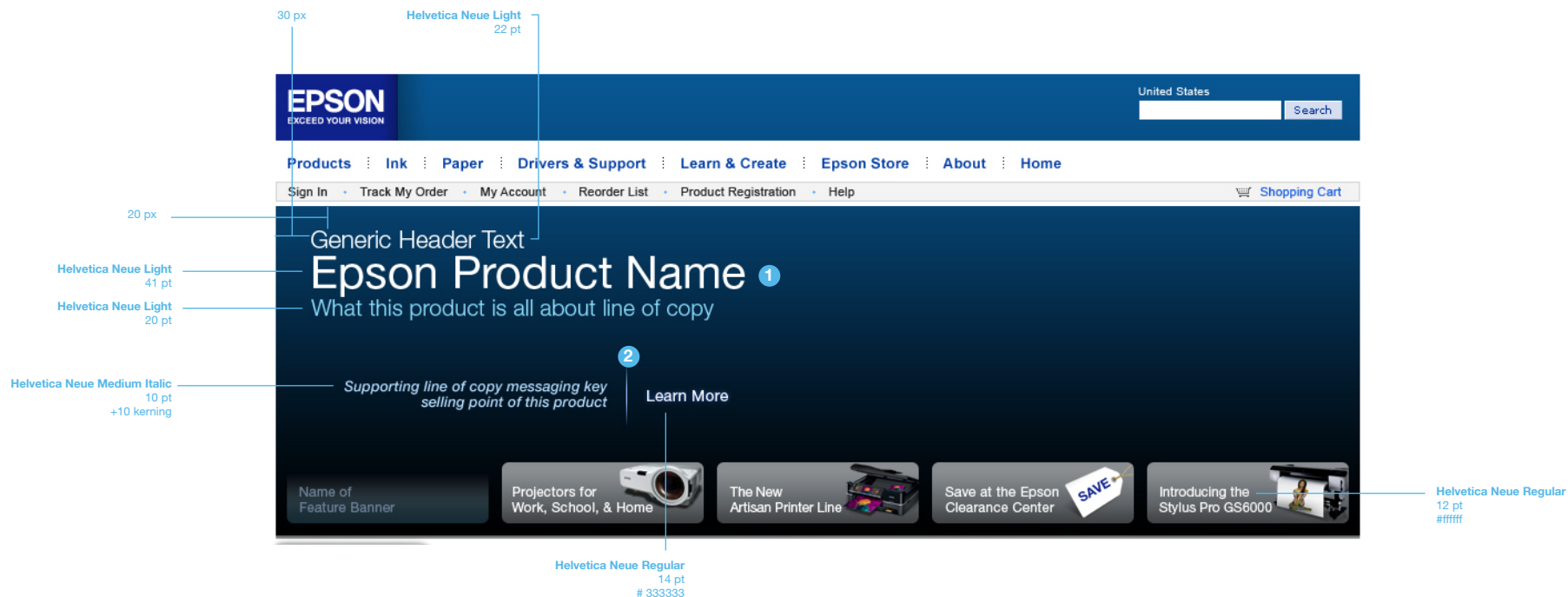
This area is dedicated to the image of the product.

4 Call to Action

Call to action appears as a link on the right side of the piping.

5 Category Flash Thumbnails

Type includes up to two lines of type that briefly describe the promotion.



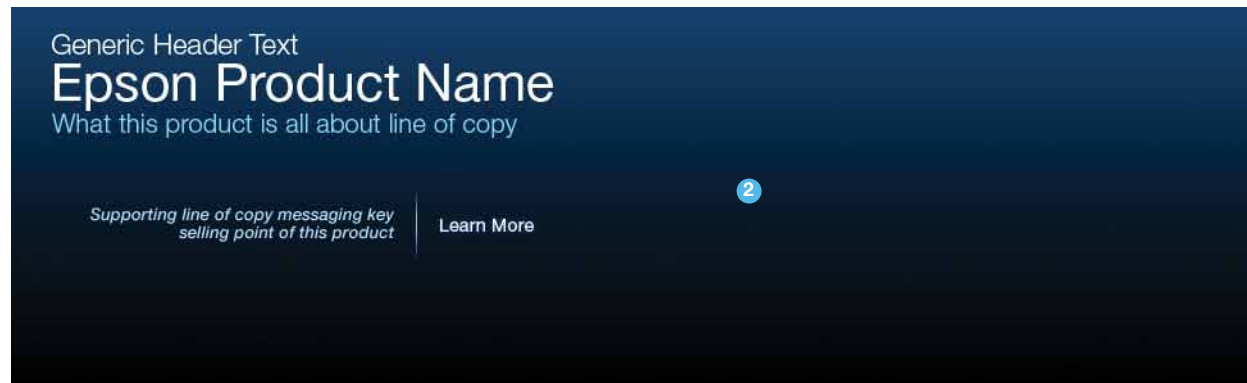
1 Header

As you can see from the examples on page 40, feel free to change the weight of the font in order to emphasize a message.

2 CTA Divider

Make sure to change the color of this divider according to the color scheme.

Banners: Flash File Hand-off



1 Top Area - 868 x 60 pxl

2 Main Content Area - 978 x 296 pxl

3 Thumbnail - 182 x 60 pxl
-on state

4 Thumbnail - 182 x 60 pxl
-off state

Banners: Flash File Hand-off



Main Banner

Size (W x H): 978 x 296

Frame Rate: 30 fps

Actionscript Version: 2.0

Suggested File Size: 25k – 60k

The Epson Homepage uses various gradient colors designed with subtle design templates. The main banner is a 978x296 flash animation that serves as the primary promotional element on the homepage.

For best results, any text or important imagery that will be on the banner should not fall below 225px to prevent the navigation tabs from covering up the content.

Technical Specs

There are no specific animation requirements but the following code must be included on the first frame of the file (Level 0):

```
this.onRelease = function ()
{
    getURL(url, target);
}

this.onRollOver = function ()
{
    highlight_btn.gotoAndStop(2);
}

this.onRollOut = function ()
{
    highlight_btn.gotoAndStop(1);
}
```

A stop(); command should also be included in the last frame of the banner animation.

Banners: Flash File Hand-off



Top/Masthead banner with "United States" text included in the SWF.

Main Banner

Size (W x H): 868 x 60

Frame Rate: 30 fps

Actionscript Version: 2.0

Suggested File Size: 2k – 5k

The top/masthead banner is a companion piece to the main banner and sits beside the Epson logo in the masthead. Typically, the animation for this banner is limited to a single image or background that fades into view.

Technical Specs

The one requirement for this banner is that it must include a static text box with the text "United States" on the banner in order to provide a label for the search box. Below are the specifications for this text box:

Type: Static Text

Text: United States

Size (W x H): 68.8 x 15.2

Position (x,y): 660.0, 9.0

Font: Arial, 10px

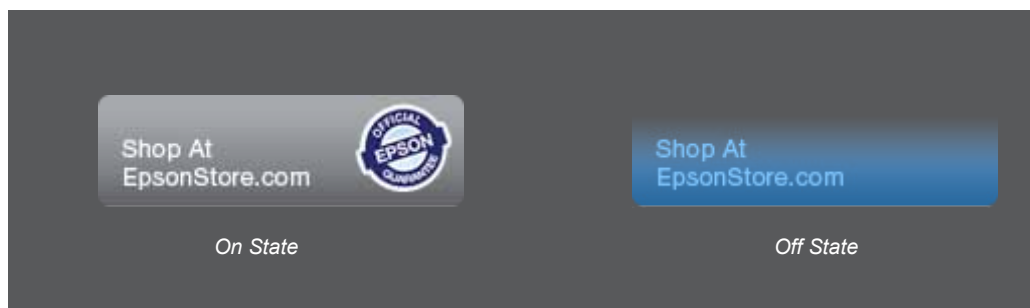
Paragraph: Left

Character Spacing: 0.3

Anti-Aliasing: Anti-aliased for readability

A `stop();` command should also be included in the last frame of the banner animation.

Banners: Flash File Hand-off



Main Banner

File Type: PNG

Size (W x H): 182 x 56

Color Depth: 24-bit (with transparency)

Suggested File Size: 2k – 15k

The navigation tabs are a pair of semi-transparent images that are loaded at the bottom of the banner and allow the user to cycle through the different promotions when they rollover the tab. These images are 24-bit PNGs with transparency with a size of 182x56.

Technical Specs

The one requirement for this banner is that it must include a static text box with the text “United States” on the banner in order to provide a label for the search box. Below are the specifications for this text box:

Type: Static Text

Text: United States

Size (W x H): 68.8 x 15.2

Position (x,y): 660.0, 9.0

Font: Arial, 10px

Paragraph: Left

Character Spacing: 0.3

Anti-Aliasing: Anti-aliased for readability

A `stop();` command should also be included in the last frame of the banner animation.

Product Template Examples



“Sunset”



“Fire Dome”



“Purple Rain”



“Lagoon”

Product Template Examples

EPSON EXCEED YOUR VISION

United States
Enter search Search

Products | Ink | Paper | Drivers & Support | Learn & Create | Epson Store | About | Home

Sign In | Track My Order | My Account | Reorder List | Product Registration | Help | Shopping Cart

Save \$70 Instantly and Get Free Shipping
Epson Artisan 810
All-in-One Ink Jet Printer

Only **\$229.99** After \$70 Instant Rebate **Buy Now**

Artisan 810 Special Offer

13" Wide Format Printers

Save at the Epson Clearance Center

Scanners for Home & Business

Designed for EcoLife



EPSON EXCEED YOUR VISION

United States
Enter search Search

Products | Ink | Paper | Drivers & Support | Learn & Create | Epson Store | About | Home

Sign In | Track My Order | My Account | Reorder List | Product Registration | Help | Shopping Cart

Save at the Epson Clearance Center

Up to **40% off** + free ground shipping

MAXIMIZE YOUR SAVINGS

Printers, Scanners, Projectors, and More

ITEMS SELL OUT FAST!
[Shop Now](#)

Artisan 810 Special Offer

13" Wide Format Printers

Save at the Epson Clearance Center

Scanners for Home & Business

Designed for EcoLife

EPSON EXCEED YOUR VISION

United States
Enter search Search

Products | Ink | Paper | Drivers & Support | Learn & Create | Epson Store | About | Home

Sign In | Track My Order | My Account | Reorder List | Product Registration | Help | Shopping Cart

Think BIG. PRINT BIGGER.
Create beautifully large prints with Epson Wide Format Printers

13-inch professional quality **Learn More**

Artisan 810 Special Offer

13" Wide Format Printers

Save at the Epson Clearance Center

Scanners for Home & Business

Designed for EcoLife



EPSON EXCEED YOUR VISION

United States
Enter search Search

Products | Ink | Paper | Drivers & Support | Learn & Create | Epson Store | About | Home

Sign In | Track My Order | My Account | Reorder List | Product Registration | Help | Shopping Cart

Pixel Perfect!
Easily scan photos and documents at home and at work

Epson Scanners **Buy Now**

Artisan 810 Special Offer

13" Wide Format Printers

Save at the Epson Clearance Center

Scanners for Home & Business

Designed for EcoLife



Microsite Banner Examples

Microsite banner designs are allowed more flexibility. Palettes, fonts, and placement can adapt to the microsite style. Although, copy must always remain on the left side, and the right side must always remain dedicated to imagery.



Banners: Product Hub Pages

Overview

For the Product Hub Pages, this new system is designed to display up to five (5) promotions at a time, as well as custom masthead with corresponding Hub Page title. The banner system will then cycle through the promotions while a tab-based navigation will allow users to view specific promotions.

When designing new banners for this system, you need to create the following items:

- Main Banner
- Top/Masthead Banner with hub page title
- 2 Navigation Tabs (off state / on state)



Banners: Template



1 Product Hub Title

This title changes with each corresponding product page. Type is Helvetica Neue Thin.

2 Copy

Left area is dedicated to copy. Type is Helvetica Neue that includes a header, name of the product, and a description describing the product.

3 Right Hero Area

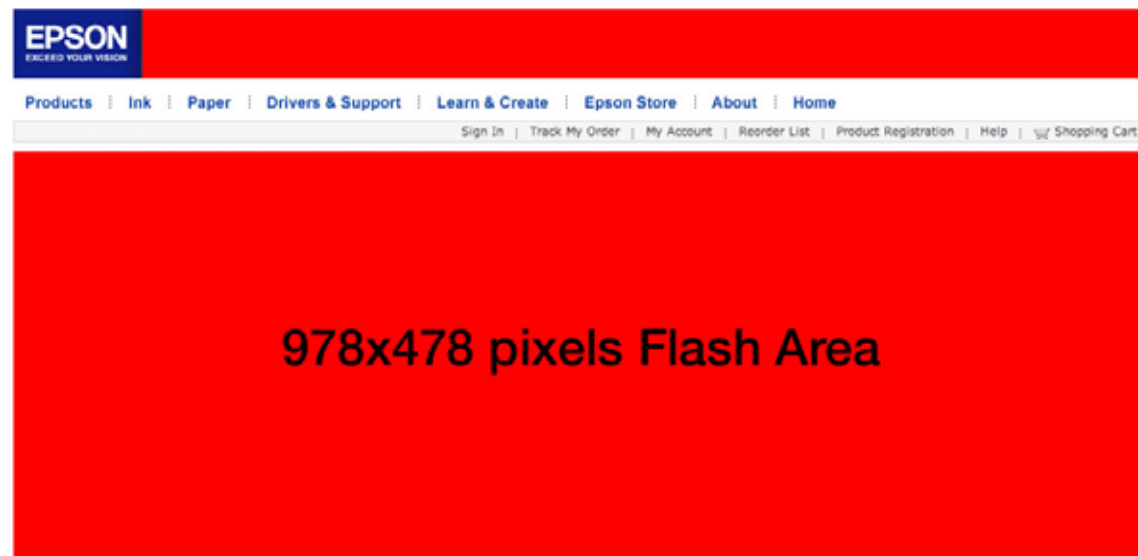
This area is dedicated to the image of the product.

4 Call to Action

Call to action appears as a link below the promotional copy..

5 Category Flash Thumbnails

Type is Helvetica Neue that includes a header, name of the product, and a description describing the product.



978x478 pixels Flash Area



1 Top Area - 868 x 60 pxl

2 Main Content Area - 978 x 355 pxl

3 Thumbnail - on state
Width varies depending on template,
height can vary if necessary.

Printers - 240 x 144

Scanners - 320 x 190

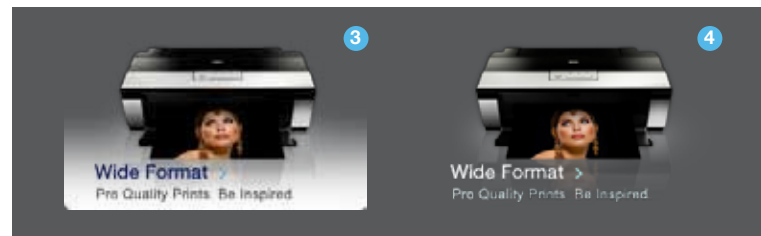
Projectors - 192 x 132

4 Thumbnail - off state
Width varies depending on template,
height can vary if necessary.

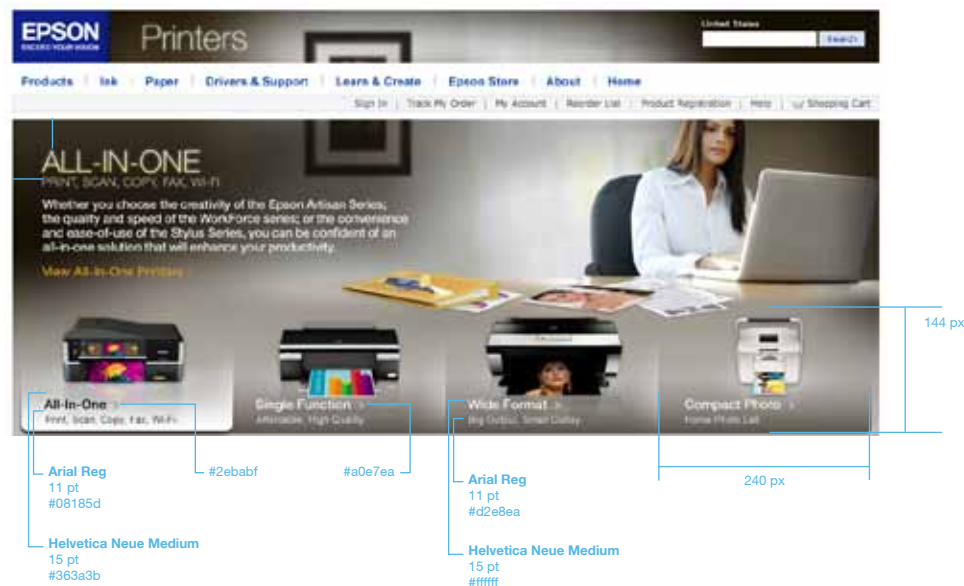
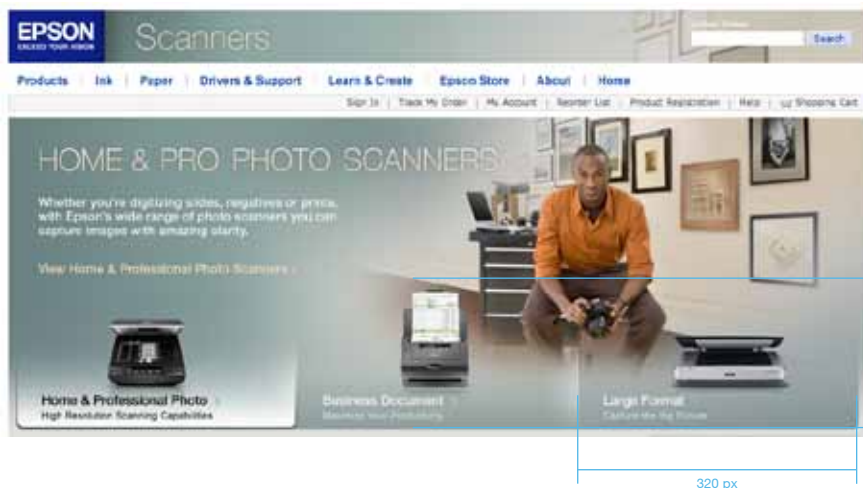
Printers - 240 x 144

Scanners - 320 x 190

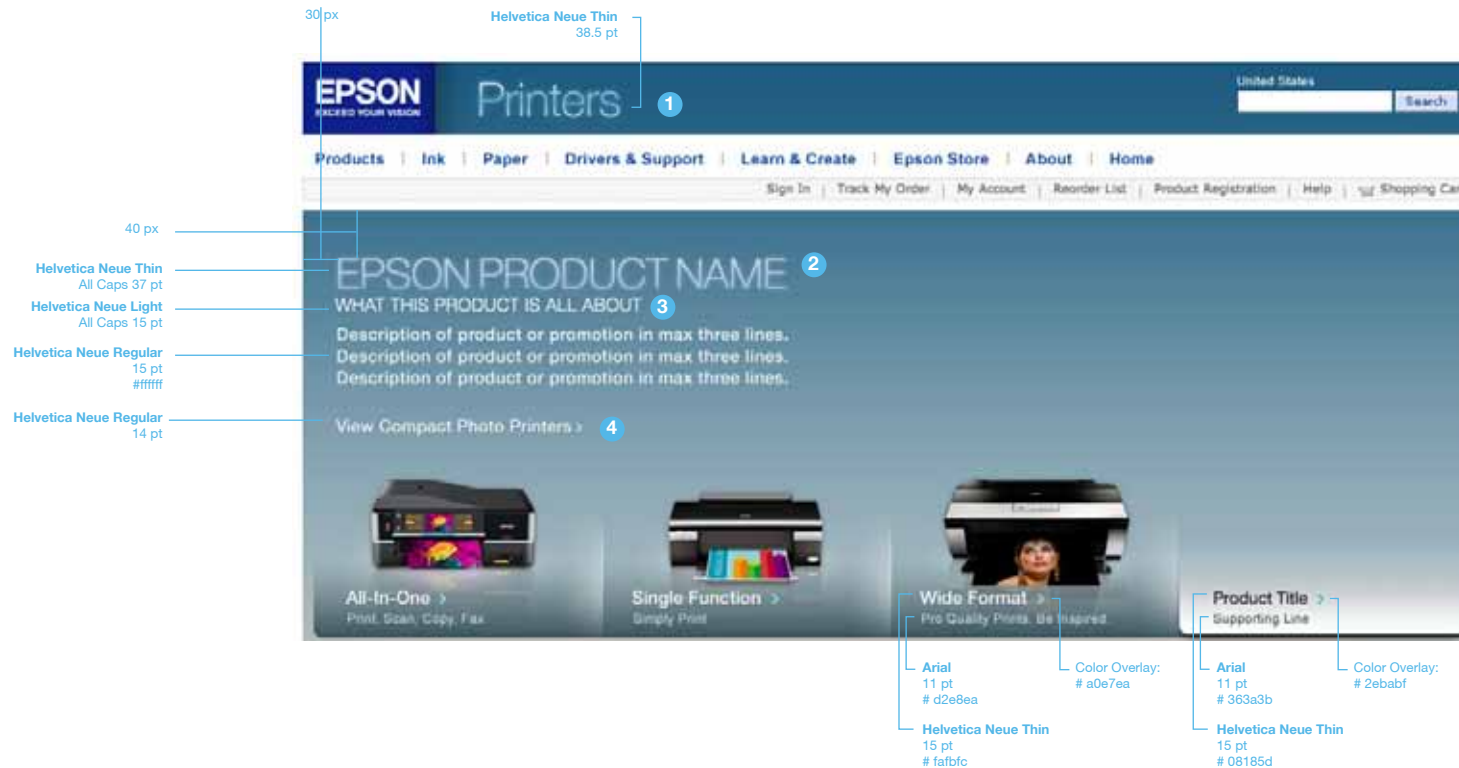
Projectors - 192 x 132



Product Hub Page Examples: Scanners, Printers, Projectors



Banners: Specs



1 Product Hub Title

Change color to compliment background and ensure title readability. Layer styles: see next page

2 Header

Color changes to compliment background and ensure readability. Layer styles: see next page

3 Sub-Header

Color changes to compliment background. No Layer Styles.

4 CTA

Color changes to compliment background. No Layer Styles.

Printers

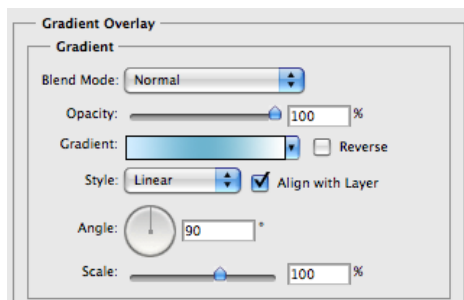
Product Hub Title

Gradient Overlay:

0: light tint of middle color

50: choose color that corresponds to background.

100: #ffffff



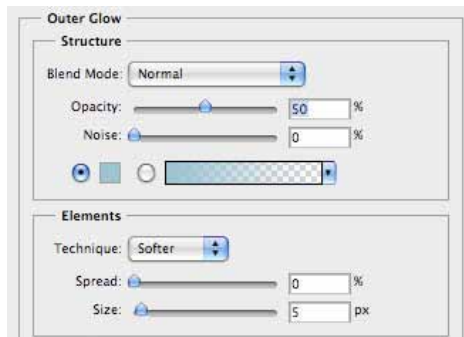
Outer Glow:

Choose a color that corresponds to the background.

- 50% Opacity

- Spread: 0

- Size:5



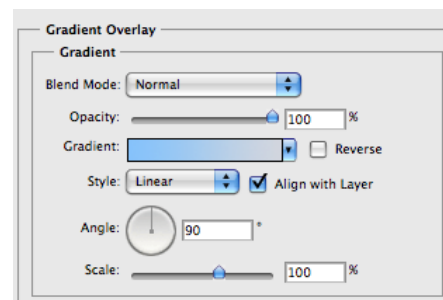
EPSON PRODUCT NAME

Header

Gradient Overlay:

0: choose color that corresponds with background.

100: #eeeeee



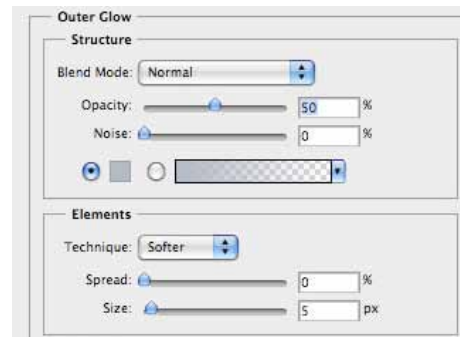
Outer Glow:

Choose a color that corresponds to the background.

- 50% Opacity

- Spread: 0

- Size:5



Banners: Flash File Hand-off



Main Banner

Size (W x H): 978 x 355

Frame Rate: 30 fps

Actionscript Version: 2.0

Suggested File Size: 25k – 60k

The Epson Homepage uses various gradient colors designed with subtle design templates. The main banner is a 978x355 flash animation that serves as the primary promotional element on the homepage.

For best results, any text or important imagery that will be on the banner should not fall below 225px to prevent the navigation tabs from covering up the content.

Technical Specs

There are no specific animation requirements but the following code must be included on the first frame of the file (Level 0):

```
this.onRelease = function ()
{
    getURL(url, target);
}

this.onRollOver = function ()
{
    highlight_btn.gotoAndStop(2);
}

this.onRollOut = function ()
{
    highlight_btn.gotoAndStop(1);
}
```

A stop(); command should also be included in the last frame of the banner animation.



Top/Masthead banner with "United States" text included in the SWF.

Main Banner

Size (W x H): 868 x 60

Frame Rate: 30 fps

Actionscript Version: 2.0

Suggested File Size: 2k – 5k

The top/masthead banner is a companion piece to the main banner and sits beside the Epson logo in the masthead. Typically, the animation for this banner is limited to a single image or background that fades into view.

Technical Specs

The one requirement for this banner is that it must include a static text box with the text "United States" on the banner in order to provide a label for the search box. Below are the specifications for this text box:

Type: Static Text

Text: United States

Size (W x H): 68.8 x 15.2

Position (x,y): 660.0, 9.0

Font: Arial, 10px

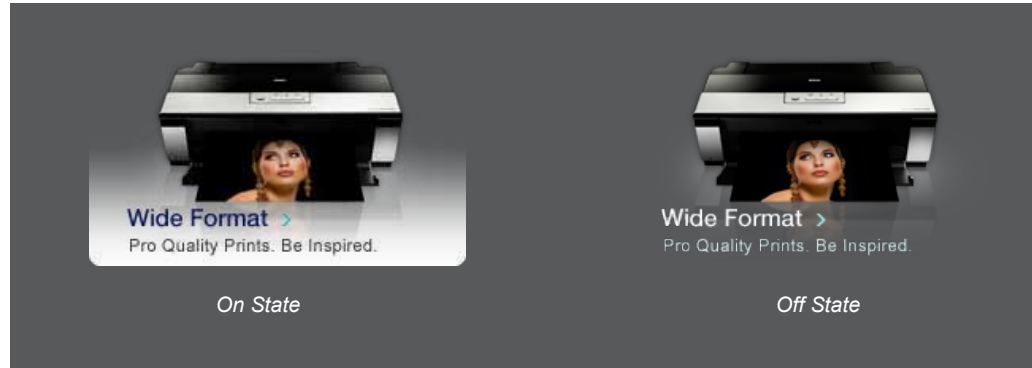
Paragraph: Left

Character Spacing: 0.3

Anti-Aliasing: Anti-aliased for readability

A `stop();` command should also be included in the last frame of the banner animation.

Banners: Flash File Hand-off



Banner

File Type: PNG

Size (W x H): varies x 56

Color Depth: 24-bit (with transparency)

Frame Rate: 31 fps

Actionscript Version: 3

Suggested File Size: 2k – 15k

The navigation tabs are a pair of semi-transparent images that are loaded at the bottom of the banner and allow the user to cycle through the different promotions when they rollover the tab. These images are 24-bit PNGs with transparency with a size of 182x56.

Technical Specs

Type: Static Text

Text: United States

Size (W x H): 68.8 x 15.2

Position (x,y): 660.0, 9.0

Font: Arial, 10px

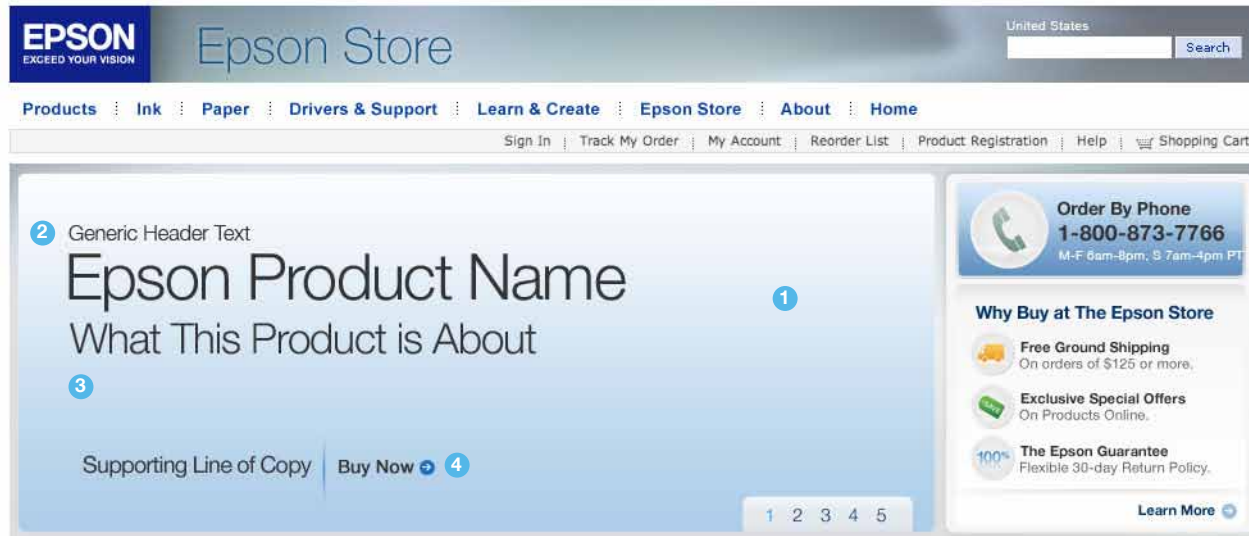
Paragraph: Left

Character Spacing: 0.3

Anti-Aliasing: Anti-aliased for readability

A `stop();` command should also be included in the last frame of the banner animation.

Banners: E-Store



1 Hero Flash Imagery

Product being advertised gets hero treatment.

2 Headline

Product name is usually featured in the headline.

3 Pricing

Offer generally resides in the subhead.

4 Call to Action

Call to action appears as a link on the right side of the piping.

Technical Requirements

Left area is dedicated to copy. Depending on the copy, type can be rearranged to highlight the message in different ways. Type is Helvetica Neue, that includes a header, name of the product, and a description describing the product.





1 Header

As you can see from the examples on page 53, the header color changes depending on the promotion. Use bright colors, and apply a slight gradient to this text. Feel free to bold words in order to emphasize a message.

2 CTA Arrow

Arrow changes color according to the color scheme of banner. Make sure it stands out, and is easily seen.

Banners: Flash File Hand-off



Banner

Size (W x H): 715 x 279

Rounded Corner Radius: 5 pixels

Frame Rate: 31 fps

Actionscript Version: 3

Suggested File Size: 25k – 60k

Technical Specs

There are no specific animation requirements but the call to action must be a movieclip with an instance name called 'cta_mc'. This movieclip should have 2 frames with a stop(); on the first frame. The first frame is the off state of the cta and the second is the roll/on state of the cta.

Banners: E-Store Examples



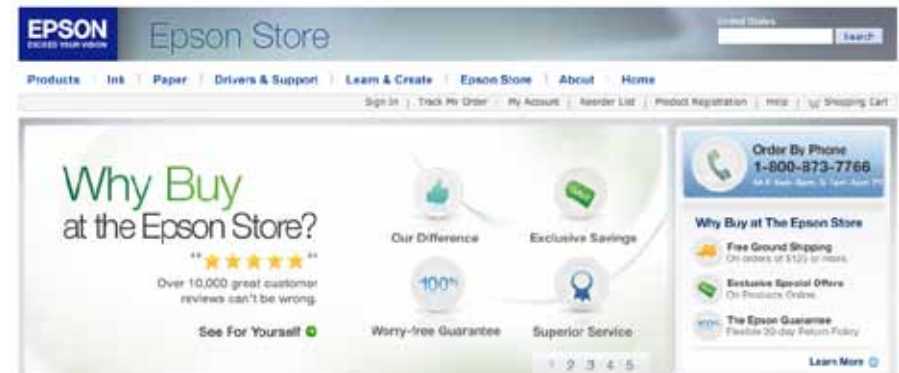
Clearance



Sign up For Deals & Offers



Limited Time Sale



Why Buy at Epson

Banners: E-Store Microsite Examples

Microsite banner designs are allowed more flexibility. Palettes, fonts, and placement can adapt to the microsite style. Although, copy must always remain on the left side, and the right side is must always remain dedicated to imagery.



E-Store Homepage



E-Store Homepage

Banners: Right Column

Banners: Right Column



1 Call to Action

Call to action is featured prominently with a button-style treatment.

2 Headline

Headline describes the overall benefit in as few words as possible.

3 Hero Imagery

Imagery appears as background to the overall messaging.

Short vs. Long Right Column Banners

When choosing whether to design a short or a long banner, factor in what content you need to present. If you are promoting a single product, a text only message, or a short message, use the short banner. If you have a lot of imagery to include, or if you want to draw more attention, use the long banner.

Banners: Long Right Column

Banners: Long (Right Column)

The screenshot shows the Epson Artisan 800 product page. The right column features a long banner with the text "DESIGNED FOR EXCELLENCE" and three numbered callouts (1, 2, 3) pointing to different parts of the banner. The banner is blue with white and yellow text and graphics. The main content area on the left includes product information, user reviews, and key features.

Product Info

5-in-1 with Wi-Fi: Print / Copy / Scan / Fax /

Unleash your creativity with the new Artisan 800, a sophisticated yet simple all-in-one that seamlessly combines style and technology. Unleash the power and performance of this remarkable multitasker to take your personal and business projects to new heights.

Model: C11CA2001
Ink Type: UltraChrome K3 with Vivid Magenta
Product Dimensions: 15.2 x 18.4 x 7.8 inches / 38 pounds
System Requirements: MAC and PC
[View Specifications](#)

Product Guides & Additional Information:

- [Doc 1 \(PDF\)](#)
- [Doc 1 \(PDF\)](#)

User Reviews [Read Reviews \(47\)](#)

★★★★★ 45 of 55 (82%) customers would recommend this product to a friend.

Awards & Reviews [Read All](#)

Artisan 800 Receives 4.5 out of 5 Stars from About.com
December 2008

"The Epson Artisan 800 All-in-One Inkjet Printer is a wonderful new printer designed not only to make you more efficient but to let you have lots of printing fun."
- Peter Piazza, About.com

Key Features [Back to Top](#)

Ultra Fast Print Speeds

- Up to 38 ppm (black or color)
- As fast as 10 sec for photos*

Wi-Fi® Support

- Built-in wired and wireless networking
- Print from multiple locations

Smart 7.8" Touch Panel

- Large display lights up the buttons you need
- 3.5" LCD for previewing and printing images

Ultra Hi-Definition Prints

- Claria® 9-color ink for images with richness, depth and clarity
- [More Info](#)

Fax — Even in Color

- Receive and send faxes to and from your printer

Save Paper

- Built-in 2-sided printing

Bring old photos back to life
Easily restore color to faded photos

Individual ink cartridges
Replace only the color you need

Epson Service

- [Find Epson Dealers](#)
- [Pre-Sales Support](#)
- [Returns & Exchanges](#)
- [Why buy from Epson Store](#)

Related Products

- [Ink](#)
Search for Genuine Epson Ink
- [Specialty Paper](#)
Lorem ipsum dolor sit amet
- [Accessories](#)
Get Epson accessories
- [Extended Service Plans](#)
Lorem ipsum dolor sit amet

Support

- [Drivers & Downloads](#)
- [FAQs](#)
- [Troubleshooting Guide](#)
- [Documents & Manuals](#)
- [Contact Support](#)

227 pxl width
455 pxl height

1 **Headline**

Product name or campaign descriptor is usually featured in the headline.

2 **Subhead**

Benefits are usually presented in the subhead.

3 **Call to Action**

A clear call to action appears as a link at the bottom of the ad.

Banners: Short Right Column

Banners: Short (Right Column)

The screenshot displays the Epson website's product catalog. The main content area features two sections: 'NX - Everyday Home Printing' and 'Artisan - Personal, Photo & Creative Projects'. Each section lists specific printer models with their prices, features, and user reviews. The right sidebar contains several promotional banners and links, including 'Order By Phone', 'Shop Online', 'Related Products', and a 'Sign Up For Exclusive Deals & Offers' form. A blue line points to a specific banner in the right column, indicating its dimensions.

Showing: 1-15 of 24 | View All | Sort by: Product Family | Show only:

NX - Everyday Home Printing

NEW! **Epson Stylus NX115 All-in-One Printer** (C11CA2851)
 • Key feature: What's new:
 • Vivamus gravida congue pellentesque
 • Lorem ipsum dolor sit amet, consectetur adipiscing
 • Tempor incididunt ut labore et dolore magna
 Reg. Price: \$329.99
 You Save: \$100.00 (30%)
 Our Price: **\$229.99**
 Free Shipping
 Buy Now

Epson Stylus NX215 All-in-One Printer (C11CA2861)
 • Key feature: What's new:
 • Vivamus gravida congue pellentesque
 • Lorem ipsum dolor sit amet, consectetur adipiscing
 • Tempor incididunt ut labore et dolore magna
 Reg. Price: \$11.99
 You Save: \$2.00 (33%)
 Our Price: **\$9.99**
 Notify Me
 Currently Out of Stock

Artisan - Personal, Photo & Creative Projects

Epson Artisan 700 All-in-One Printer (C11CA2821)
 • Key feature: What's new:
 • Vivamus gravida congue pellentesque
 • Lorem ipsum dolor sit amet, consectetur adipiscing
 • Tempor incididunt ut labore et dolore magna
 Reg. Price: \$329.99
 Discontinued Product
 This product has been replaced with: **Epson Stylus NX115 All-in-One Printer**

NEW! **Epson Artisan 700 All-in-One plus Nikon COOLPIX P50 Digital Camera Bundle** (C11CA2831)
 • Key feature: What's new:
 • Vivamus gravida congue pellentesque
 • Lorem ipsum dolor sit amet, consectetur adipiscing
 • Tempor incididunt ut labore et dolore magna
 Reg. Price: \$18.99
 You Save: \$10.00 (7%)
 Our Price: **\$79.99**
 Free Shipping
 Buy Now

1 2 3 4 View All | Prev | Next

Order By Phone
 1-800-873-7766
 M-F 9am-6pm, E 11am-4pm PT

Shop Online

- Epson Store**
Shop all Epson products
- Weekly Specials**
Save with amazing discounts
- Clearance Center**
Buy discontinued/refurbished items

Related Products

- Ink**
Buy Genuine Epson Ink
- Specialty Paper**
Shop for Epson specialty paper
- Accessories**
Explore Epson accessories
- Extended Service Plan**
Protect your investment

1 Ensemble HD™
2 Home Cinema System
 3

Sign Up For Exclusive Deals & Offers
 Stay in the loop with Epson email notifications
 First Name:
 Email Address:
 *Required | Sign Up Now

227 px width
170 px height

1 **Headline**

Product name or campaign descriptor is usually featured in the headline.

2 **Subhead**

Benefits are usually presented in the subhead.

3 **Call to Action**


A clear call to action appears as a link at the bottom of the ad.

Banners: Short (Right Column) Examples

Throw Distance Calculator

Where to place your projector for optimal image size.

Throw Distance Calculator →



Genuine Epson Projector Lamps
Free Overnight Shipping

Buy Now →



Ensemble HD™ Home Cinema System

Learn More →



EPSON
Authorized Online Retailers

Find Retailer →



Supplies & Accessories

Learn More →



Projector Installation Handbook

Documents to aid in installing your projector, cad drawings, specs & more.

Installation Handbook →



Long Horizontal Banners



1 Headline

Product name or offer is usually featured in the headline.

2 Subhead

Product name, benefit or offer is usually presented in the subhead. (Depends on headline.)

3 Copy

If a piping element is used, copy containing the offer usually appears on its left side.

4 Call to Action

A clear call to action appears as a link to the right of the piping. If a piping element is not used, the CTA appears as a clear link or button at the bottom of the ad.



674 x 143 pxl



Banners: Display Ads

More Examples



Banners: Display Ads

More Examples



Banners: General Guide of Do's and Don'ts

Creative Professional Do's



1. Keeping the products focused.
2. Clean typography with hierarchial type.
3. Simple gradients of color that allow the product and messaging to shine.

Creative Professional Don'ts



1. The similar colors of the product and background image loses the product.
2. White type that blends in the background gets lost in the composition.
3. No clear call to action is available.

Banners: Ad Design Examples



2009 Coolville Holiday Campaign



Artisan Microsite



Design for Excellence Microsite

06 Web Elements

Web Elements: Accordion Nav



Web Elements: Accordion Nav

1st State

Buy Ink ▾

Search for Genuine Epson Ink at the Epson Store ⓘ

Shop Online +

Get Drivers & Support +

Sign up for exclusive deals & offers
Stay in the loop with Epson email notifications.

First Name

* Email Address

* Required

Sign Up Now +

Product Recall Info ⓘ

2nd State

Buy Ink +

Shop Online ▾

- Weekly Specials
- Epson Store
- Clearance Center

Free Overnight Shipping on 3 or more Ink Products ⓘ

Get Drivers & Support +

Sign up for exclusive deals & offers
Stay in the loop with Epson email notifications.

First Name

* Email Address

* Required

Sign Up Now +

Product Recall Info ⓘ

3rd State- error 1

Buy Ink +

Shop Online +

Get Drivers & Support ▾

- Printers
- All-in-Ones
- Projectors
- Scanners
- Home Entertainment
- Digital Photography

See All Drivers & Support ⓘ

Sign up for exclusive deals & offers
Stay in the loop with Epson email notifications.

❗ Oops, it looks like the email address you entered is invalid.

First Name

* Email Address

* Required

Sign Up Now +

Product Recall Info ⓘ

3rd State- error 2

Buy Ink +

Shop Online +

Get Drivers & Support ▾

- Printers
- All-in-Ones
- Projectors
- Scanners
- Home Entertainment
- Digital Photography

See All Drivers & Support ⓘ

Sign up for exclusive deals & offers
Stay in the loop with Epson email notifications.

❗ Oops, it looks like the system is down. Please try again later.

First Name

* Email Address

* Required

Sign Up Now +

Product Recall Info ⓘ

3rd State- thanks

Buy Ink +

Shop Online +

Get Drivers & Support

- Printers
- All-in-Ones
- Projectors
- Scanners
- Home Entertainment
- Digital Photography

See All Drivers & Support ⓘ

Thank you for signing up!
Keep an eye out for our great offers and updates.

Product Recall Info ⓘ

3rd State- no java

Buy Ink +

Shop Online +

Get Drivers & Support

- Printers
- All-in-Ones
- Projectors
- Scanners
- Home Entertainment
- Digital Photography

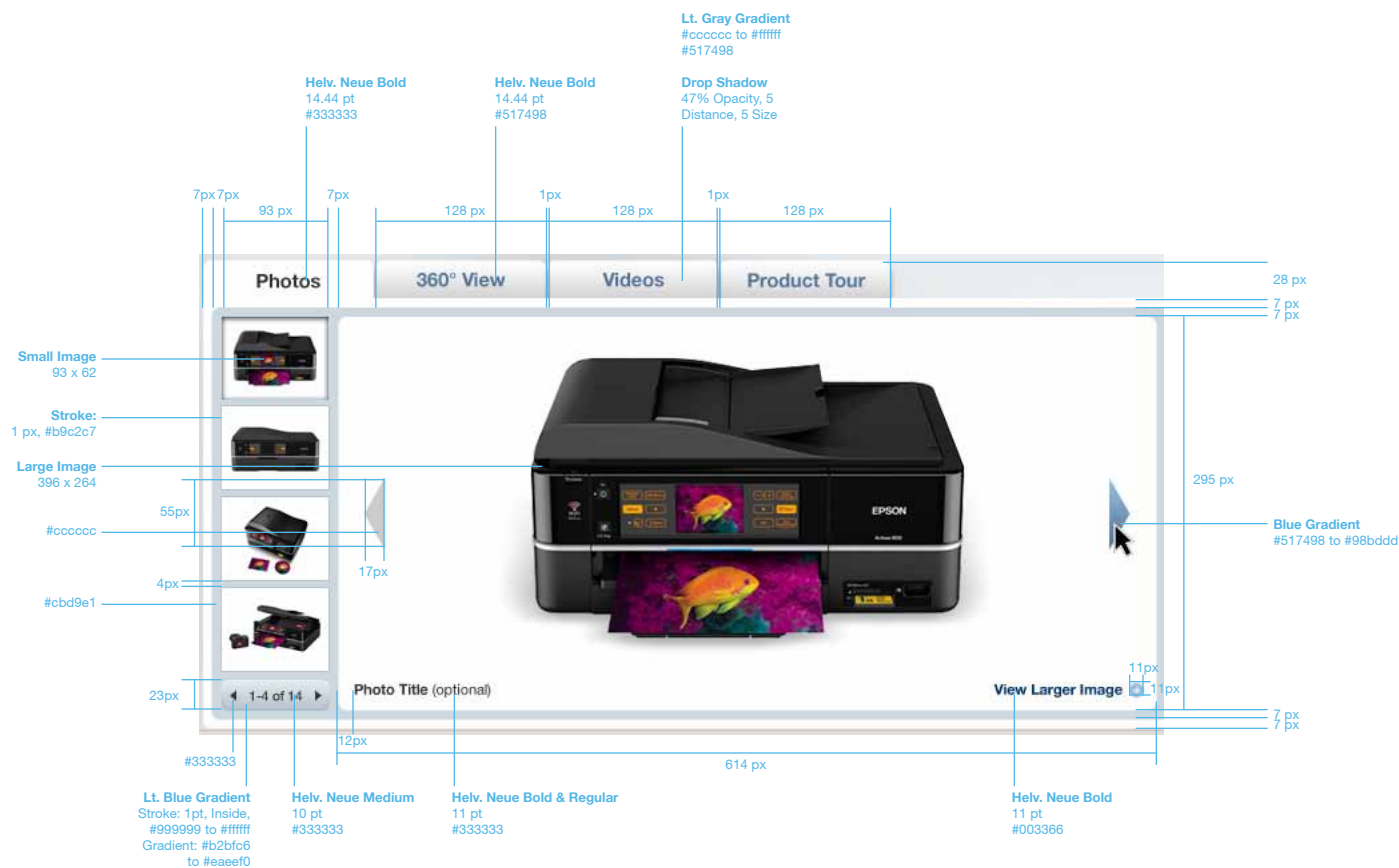
See All Drivers & Support ⓘ

Sign up for exclusive deals & offers
Stay in the loop with Epson email notifications.

Sign Up Now ⓘ

Product Recall Info ⓘ

Web Elements : Image Gallery



Photos Tab: Single Image



Photos Tab: Single Image (Single Tab)



360° View Tab



Videos Tab



Product Tour Tab



Video Lightbox (enlarge)



Image Lightbox (enlarge)



Example

Still need example link from Jon. Pending.

3:2 Ratio Sizes

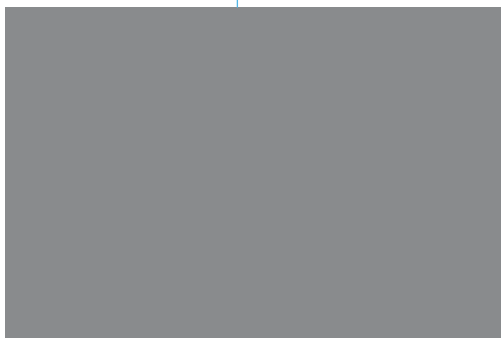
Small Image
93 x 62



Medium Image
171 x 114




Large Image
396 x 264



X-Large Image
691 x 461




United States


[Products](#)
[Ink](#)
[Paper](#)
[Drivers & Support](#)
[Learn & Create](#)
[Epson Store](#)
[About](#)
[Home](#)

[Sign In](#)
[Track My Order](#)
[My Account](#)
[Reorder List](#)
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[All-in-ones](#)
[Epson Artisan 800 All-in-One Printer](#)
[Extended Service Plans](#)

Extended Service Plans

[Back to Epson Artisan 800 All-in-One Printer](#)




Epson Artisan 800 All-in-One Printer

Product Warranty

Included: 2-year limited warranty and toll-free telephone support, free with registration

Extended Service Plans

Protect Your Investment



Epson Preferred Plus Protection Plan offers extended service for your Epson product beginning when your standard warranty ends. You can purchase the plans below any time while your standard warranty is in effect, no matter where you bought the product.





[More Info](#)

1-Year Extended Service Plan	EPPSNHEIJEX1	\$39.99	Buy Now
2-Year Extended Service Plan	EPPSNHEIJEX2	\$59.99	Buy Now

Order By Phone


1-800-873-7766
M-F 6am-8pm, S 7am-4pm PT

Related Products

- 
Ink
Search for Genuine Epson Ink
- 
Specialty Paper
Lorem ipsum dolor sit amet
- 
Accessories
Get Epson accessories
- 
Extended Service Plans
Lorem ipsum dolor sit amet

Support

- [Drivers & Downloads](#)
- [FAQs](#)
- [Troubleshooting Guide](#)
- [Documents & Manuals](#)
- [Contact Support](#)



United States

Search

[Products](#)
[Ink](#)
[Paper](#)
[Drivers & Support](#)
[Learn & Create](#)
[Epson Store](#)
[About](#)
[Home](#)

[Sign In](#)
[Track My Order](#)
[My Account](#)
[Reorder List](#)
[Product Registration](#)
[Help](#)
[Shopping Cart](#)

[Home](#)
[Products](#)
[Printers](#)
[All-in-Ones](#)

All-in-Ones

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in.


Showing: 1-15 of 24 [View All](#)

Sort by: Product Family

Show only:

NX - Everyday Home Printing

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



NEW!

Epson Stylus NX115 All-in-One Printer

C11CA29201


- Key feature/ What's new
- Vivamus gravida congue pellentesque
- Lorem ipsum dolor sit amet, consectetur adipisicing
- Tempor incididunt ut labore et dolore magna

★★★★☆ 10 User Reviews


Reg. Price: \$329.99

You Save: \$100.00 (33%)

Our Price: **\$229.99**

 Free Shipping

Buy Now



Epson Stylus NX215 All-in-One Printer

C11CA53201

- Key feature/ What's new
- Vivamus gravida congue pellentesque
- Lorem ipsum dolor sit amet, consectetur adipisicing

Reg. Price: \$11.99


You Save: \$2.00 (33%)

Our Price: **\$9.99**

Notify Me

All-in-Ones (24)

- NX - Everyday Home Printing (18)
- Artisan - Personal, Photo & Creative Projects (4)
- WorkForce- Small & Home Business (2)





Order By Phone

1-800-873-7766

M-F 8am-8pm, S 7am-4pm PT

Shop Online

-  **Epson Store**
Shop all Epson products
-  **Weekly Specials**
Save with amazing discounts

Discontinued Product

Our Price: **\$229.99**

Discontinued Product

Replacement Product:

Small
93 x 62

Epson Stylus
NX115 All-in-One
Printer
C11CA46211

No Discounts Available

Our Price: **\$229.99**

Product In Stock

Buy Now →

[Share This Product](#) →

Employee Discounts

Reg. Price: \$329.99

You Save: \$100.00 (33%)

Our Price: **\$229.99**

Savings Include:

SAVE

Employee Discount

Product In Stock

Buy Now →

[Share This Product](#) →

The screenshot displays the Epson Store homepage with various web elements and their dimensions:

- EPSON EXCEED YOUR VISION** (Logo)
- Epson Store** (Page Title)
- United States** (Location Selector)
- Search** (Search Button)
- Products | Ink | Paper | Drivers & Support | Learn & Create | Epson Store | About | Home** (Main Navigation)
- Sign In | Track My Order | My Account | Reorder List | Product Registration | Help | Shopping Cart** (User Navigation)
- Home | Store | Clearance Center** (Breadcrumb)
- Clearance Center** (Section Header)
- Epson Clearance Center** (Text)
- Save up to 70% OFF** (Large Text)
- Spectacular savings. Fantastic selection.** (Text)
- Order By Phone 1-800-873-7766** (Text)
- M-F 8am-8pm, S 7am-4pm PT** (Text)
- Help** (Section Header)
- Pre-Sales Support** (Text)
- Online Ordering Support** (Text)
- Rebate Center** (Text)
- Returns & Exchanges** (Text)
- Contact Epson Store** (Text)
- Why Buy at The Epson Store** (Section Header)
- Free Ground Shipping** (Text)
- On orders of \$129 or more.** (Text)
- Exclusive Special Offers** (Text)
- On Products Online.** (Text)
- The Epson Guarantee** (Text)
- Facilitate 30-day Return Policy.** (Text)
- Learn More** (Text)
- Sign Up For Exclusive Deals & Offers** (Section Header)
- Stay in the loop with Epson email notifications.** (Text)
- First Name** (Text)
- Email Address** (Text)
- *Required** (Text)
- Sign Up Now** (Text)
- Shop By Category** (Section Header)
- Small 93 x 62** (Text)
- Printers** (Text)
- All-in-Ones (7)** (Text)
- Wide Format Printers (8)** (Text)
- Impact Printers (1)** (Text)
- Ink Jet Printers (4)** (Text)
- See All** (Text)
- Projectors** (Text)
- Multimedia Projectors (4)** (Text)
- Home Entertainment (2)** (Text)
- Projector Lenses (10)** (Text)
- See All** (Text)
- Scanners** (Text)
- Home & Pro Photo (2)** (Text)
- Business Document (3)** (Text)
- Large Format (2)** (Text)
- See All** (Text)
- Paper & Media** (Text)
- See All** (Text)
- Supplies & Accessories** (Text)
- See All** (Text)
- Ut enim ad minim** (Text)
- See All** (Text)
- Excepteur sint occaecat** (Text)
- See All** (Text)
- Just Arrived: Featured Items** (Section Header)
- Medium 171 x 114** (Text)
- Epson Artisan 700 All-in-One plus Nikon COOLPIX P50 Digital Camera Bundle** (Text)
- Reg. Price: \$229.00** (Text)
- You Save: \$100.00 (33%)** (Text)
- Epson Artisan 700 All-in-One plus Nikon COOLPIX P50 Digital Camera Bundle** (Text)
- Reg. Price: \$129.00** (Text)
- You Save: \$70.00 (33%)** (Text)
- MovieMate 3Ds** (Text)
- Reg. Price: \$229.00** (Text)
- You Save: \$100.00 (33%)** (Text)

16:9 Ratio Video Size

Video Size
400 x 242

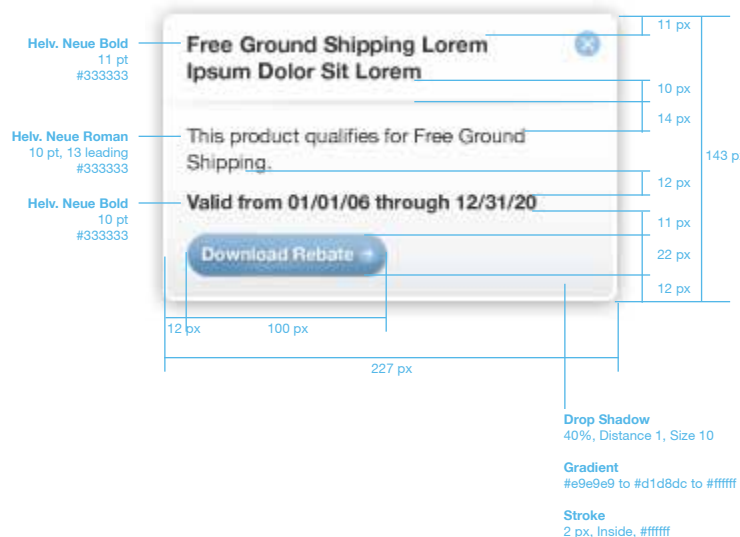


16:9 Ratio Video Size Example

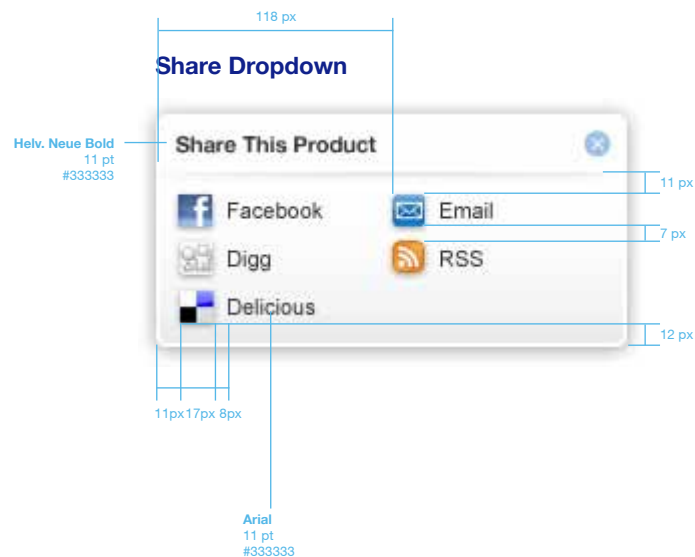
The screenshot displays the Epson website's product page for the Artisan 800 All-in-One Printer. The page layout includes a top navigation bar with the Epson logo and various links. Below this, a breadcrumb trail leads to the product page. The main content area features a large video player with a red background and the text "Video 430 x 242". To the right of the video player, there is a pricing section showing the regular price (\$329.99), a discount of \$100.00 (33%), and the current price of \$229.99. Below the pricing, a list of savings includes \$50 Mail-in Savings, \$50 Instant Savings, Free Shipping, and another \$50 Mail-in Savings. A "Buy Now" button is prominently displayed. The page also includes a "Product Tour" section with tabs for Photos, 360° View, Videos, and Product Tour. The bottom section contains detailed product information, including the model number (C11CA2901), ink type (UltraChrome i3), and system requirements. A "User Reviews" section shows a 4.5-star rating from 47 reviews. The page is designed to provide comprehensive information about the printer, including its features, pricing, and user feedback.

Web Elements: Tool Tip

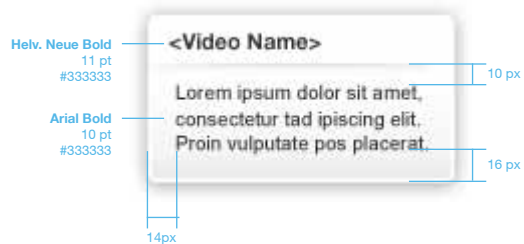
Promotion Tool Tip



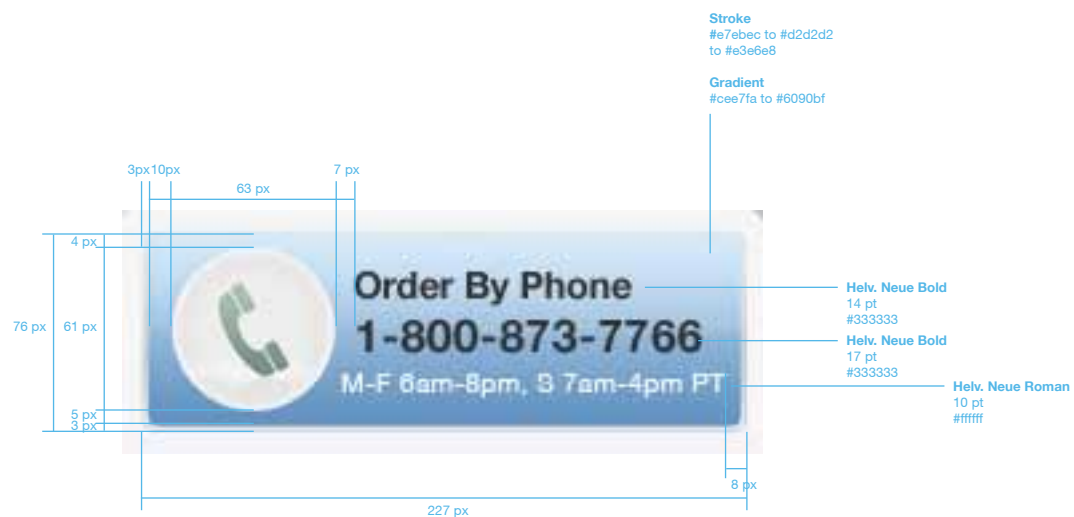
Share Dropdown



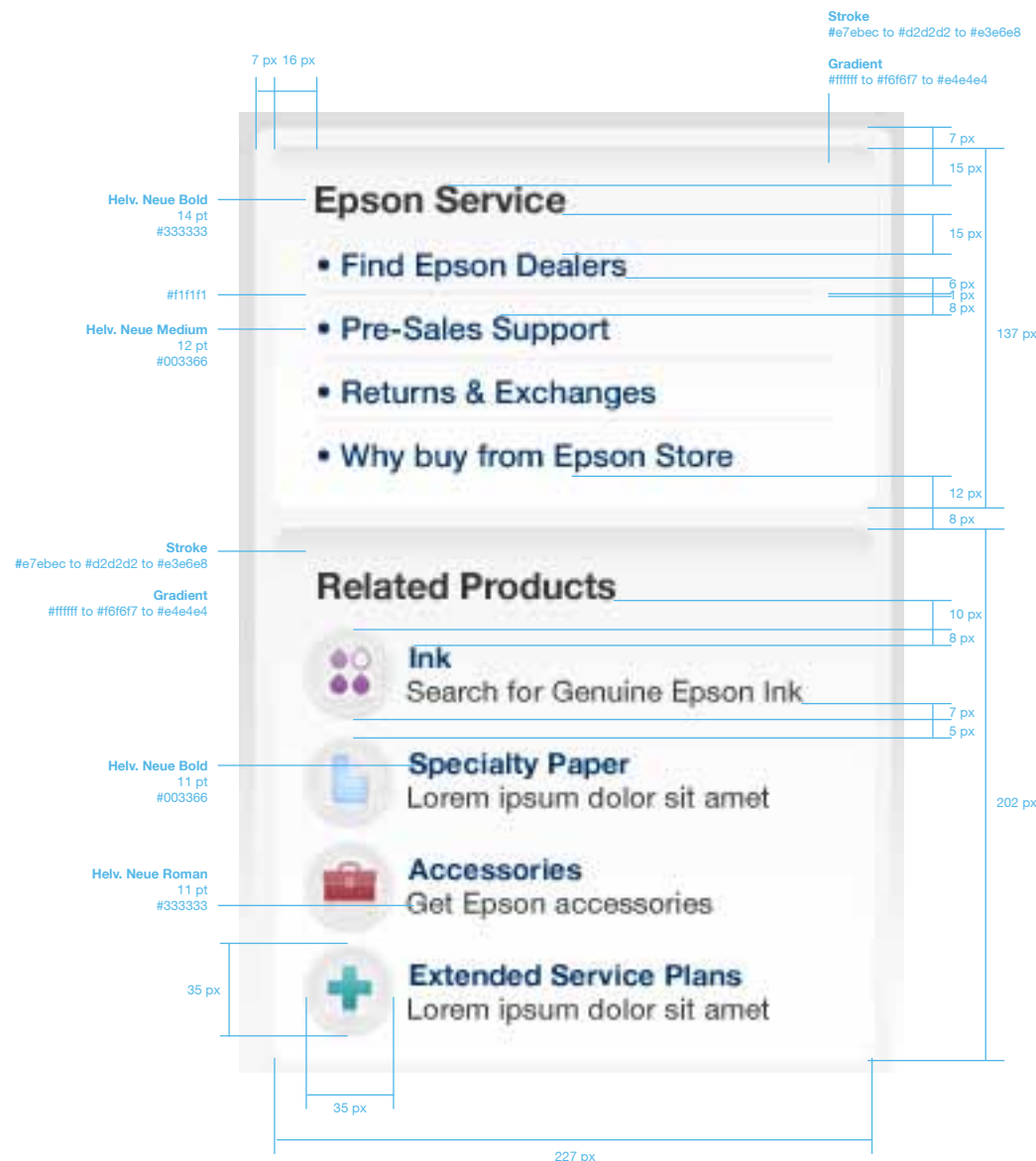
Video Rollover Tool Tip

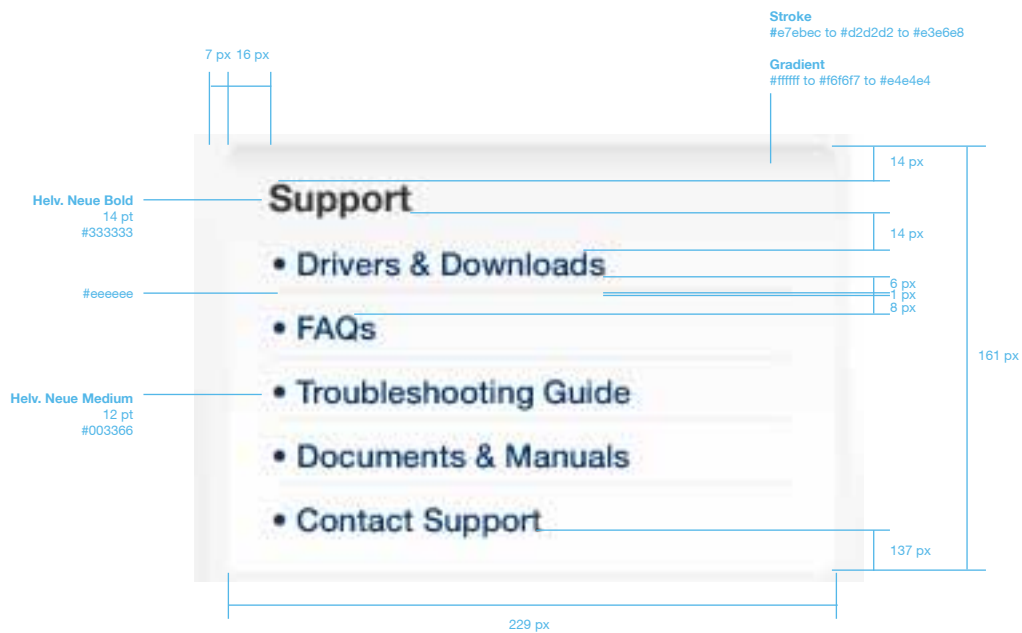


Web Elements : Order by Phone

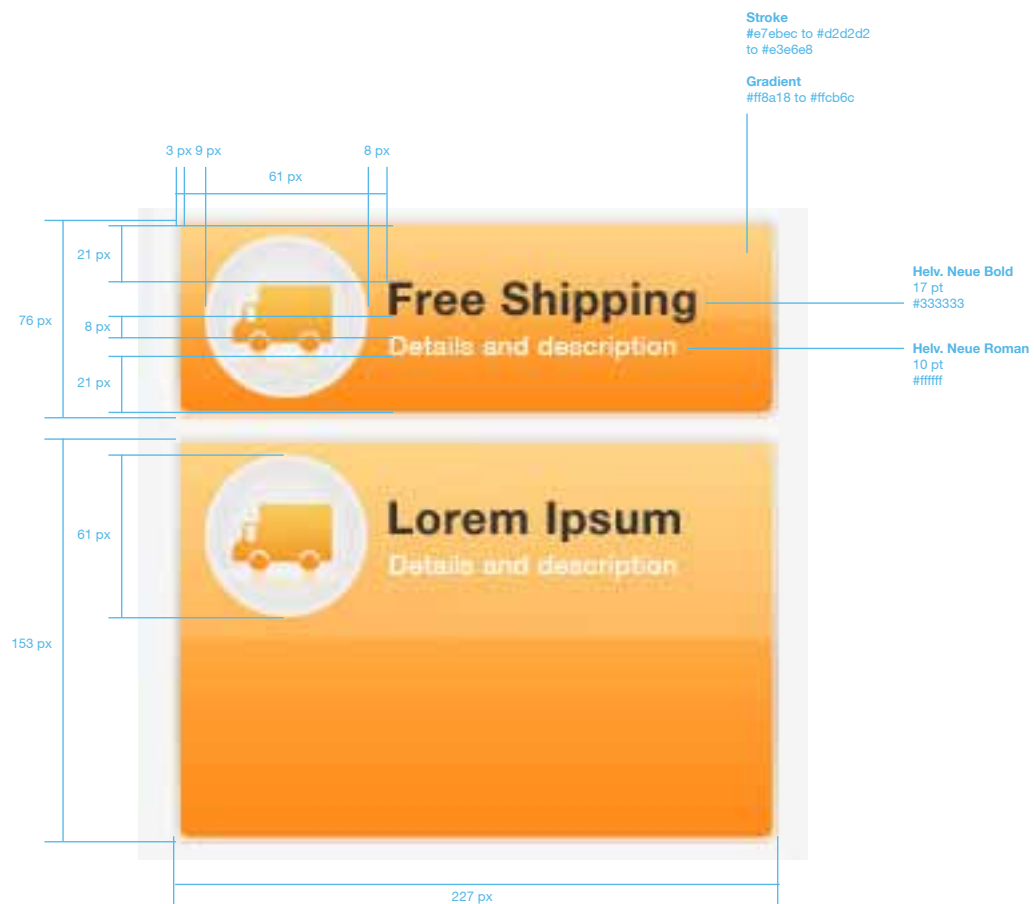


Web Elements: Epson Service/Related Products

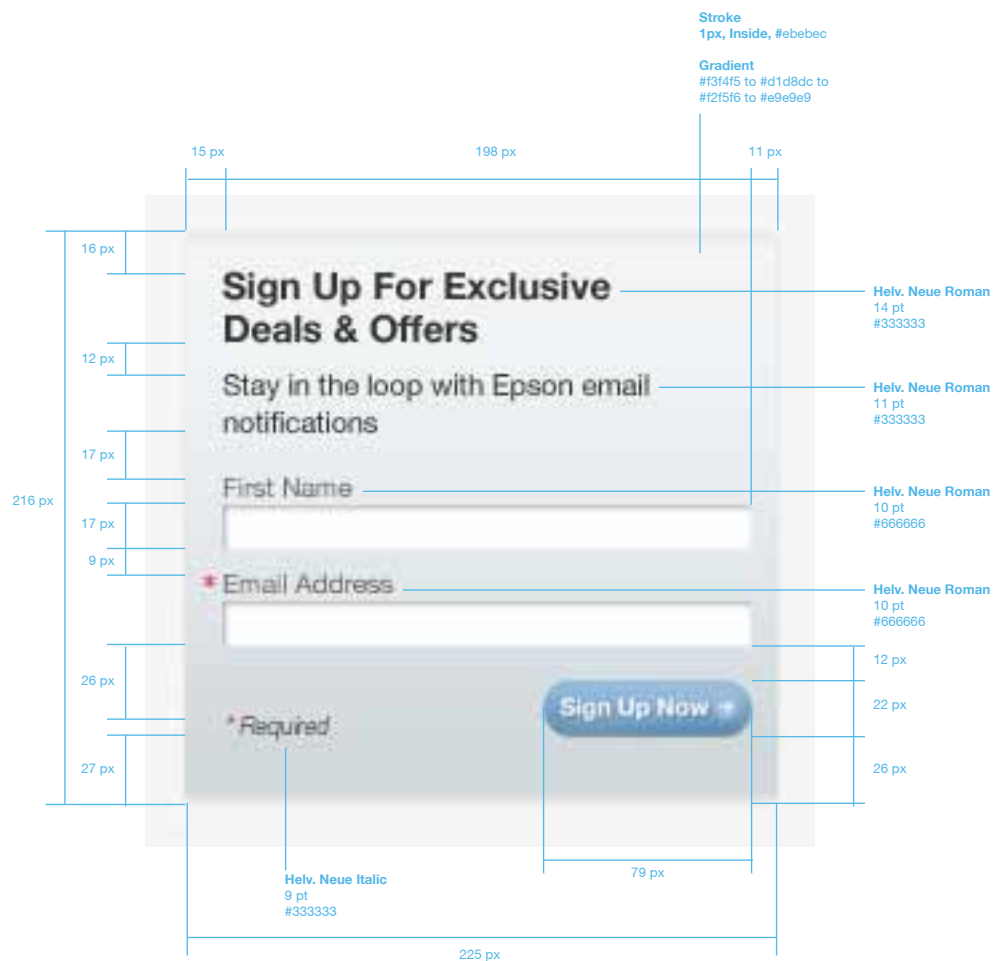




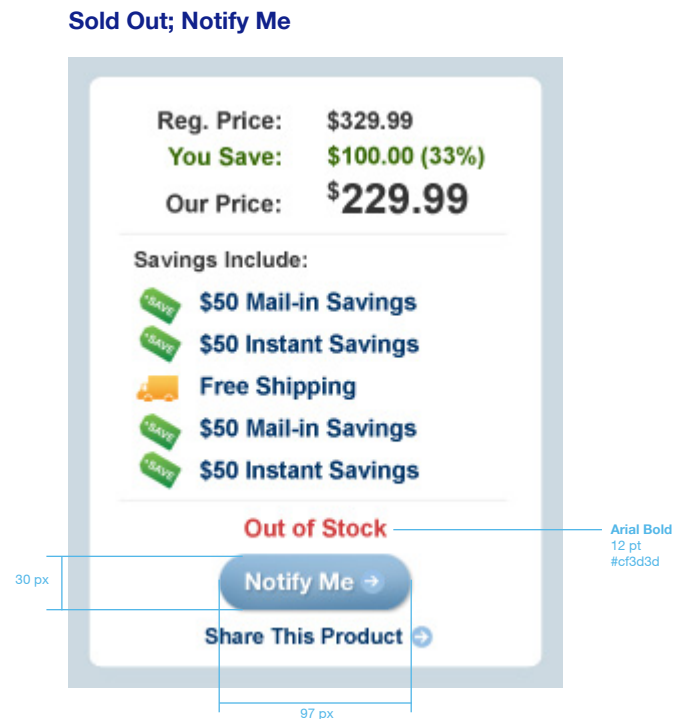
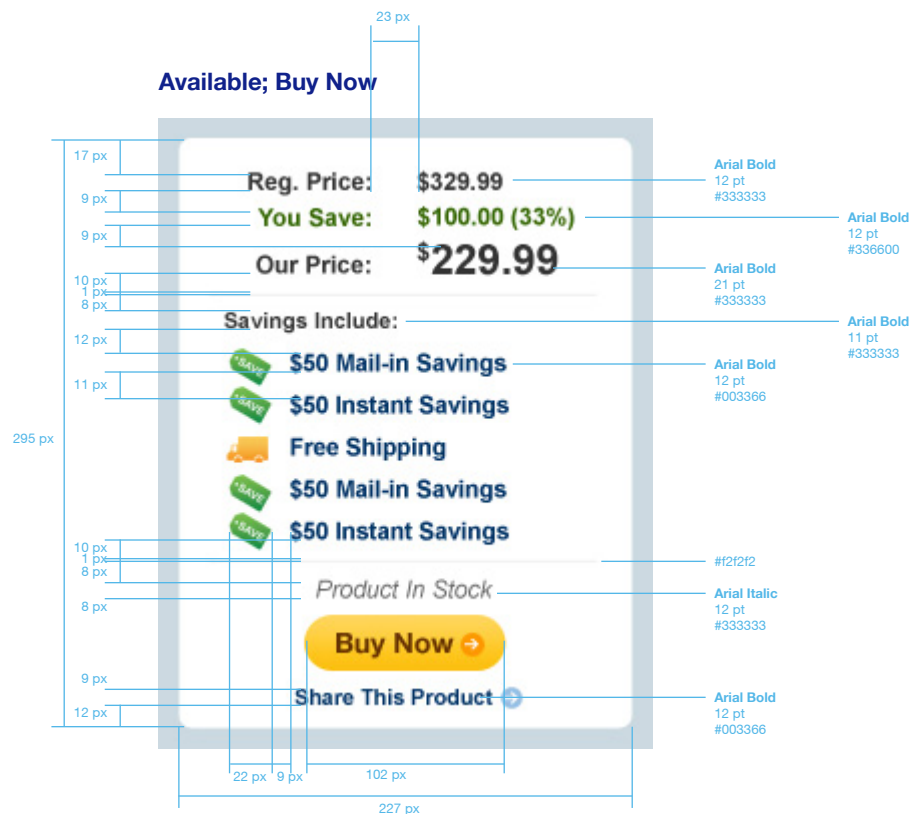
Web Elements: Shipping/Promotional Module



Web Elements: Sign Up Module



Web Elements: Pricing Modules



Web Elements: Pricing Modules

Sold Out; Notify Me (Javascript)

Reg. Price: \$329.99
You Save: \$100.00 (33%)
Our Price: **\$229.99**

Savings Include:

- \$50 Mail-in Savings
- \$50 Instant Savings
- Free Shipping
- \$50 Mail-in Savings
- \$50 Instant Savings

Out of Stock
We'll notify you when this is in stock.

[Notify Me](#)

Arial
10 pt
#333333

Sold Out; Notify Me (Confirmation)

Reg. Price: \$329.99
You Save: \$100.00 (33%)
Our Price: **\$229.99**

Savings Include:

- \$50 Mail-in Savings
- \$50 Instant Savings
- Free Shipping
- \$50 Mail-in Savings
- \$50 Instant Savings

Out of Stock
We will email you when this product is back in stock.


Arial Bold
10 pt
#333333

Discontinued Product

Our Price: **\$229.99**

Discontinued Product

Replacement Product:



Epson Stylus
NX115 All-in-One
Printer
C11CA46211

Small Image
93 x 62

No Discounts Available

Reg. Price: \$329.99
You Save: \$100.00 (33%)
Our Price: **\$229.99**

Savings Include:

- \$50 Mail-in Savings
- \$50 Instant Savings
- Free Shipping
- \$50 Mail-in Savings
- \$50 Instant Savings

[Find Dealer](#)

[Share This Product](#)

Employee Discounts

Our Price: **\$229.99**

Product In Stock

[Buy Now](#)

[Share This Product](#)

Projector Form Product In Stock

Reg. Price: \$329.99
You Save: \$100.00 (33%)
Our Price: **\$229.99**

Savings Include:

- Employee Discount**

Product In Stock

[Buy Now](#)

[Share This Product](#)

Projector Form Product Out of Stock

Reg. Price: \$329.99
You Save: \$100.00 (33%)
Our Price: **\$229.99**

Savings Include:

- \$50 Mail-in Savings
- \$50 Instant Savings
- Free Shipping
- \$50 Mail-in Savings
- \$50 Instant Savings

Product In Stock

[Buy Now](#) [Find Dealer](#)

[Share This Product](#)

Buy Now Suppressed

Reg. Price: \$329.99
You Save: \$100.00 (33%)
Our Price: **\$229.99**

Savings Include:

- \$50 Mail-in Savings
- \$50 Instant Savings
- Free Shipping
- \$50 Mail-in Savings
- \$50 Instant Savings

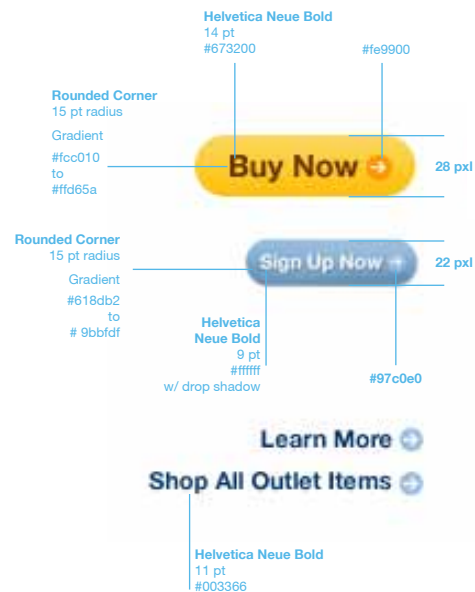
Out of Stock
We'll notify you when this is in stock.

[Notify Me](#) [Find Dealer](#)

[Share This Product](#)

Web Elements: Buttons & Links

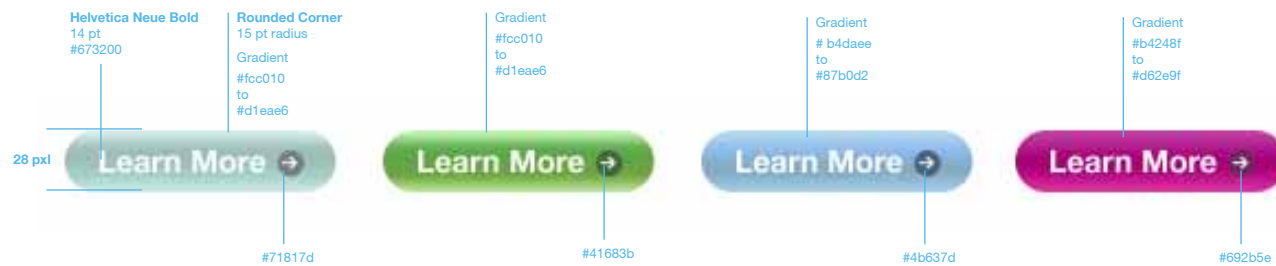
Consistent Buttons & Links



Buttons

Large colored buttons are often used in the hero flash banners. 'Buy Now' is consistently yellow to call special attention to the action. 'Sign Up Now' is similar to the 'Buy Now' but slightly reduced in size. It is a consistent blue across the site. Supporting links are not in buttons but rather presented in blue with an area calling the action out.

Variable Buttons



Buttons

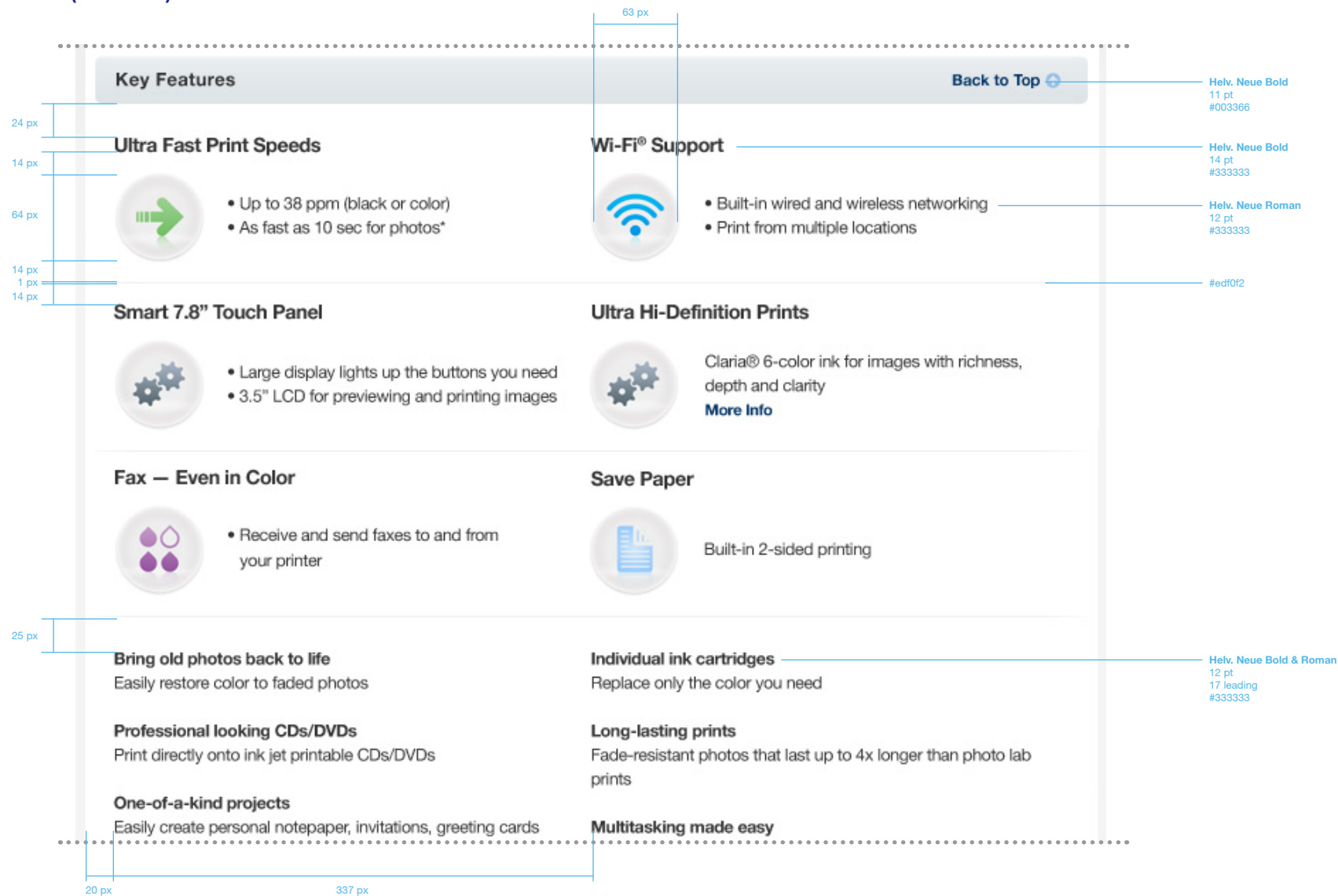
Large colored buttons are often used in the hero flash banners. Colors within the Epson palette may vary to compliment the banner colors. They retain the same look and feel of the 'Buy Now' buttons noted in the previous page.

Web Elements : Tabbed Pages

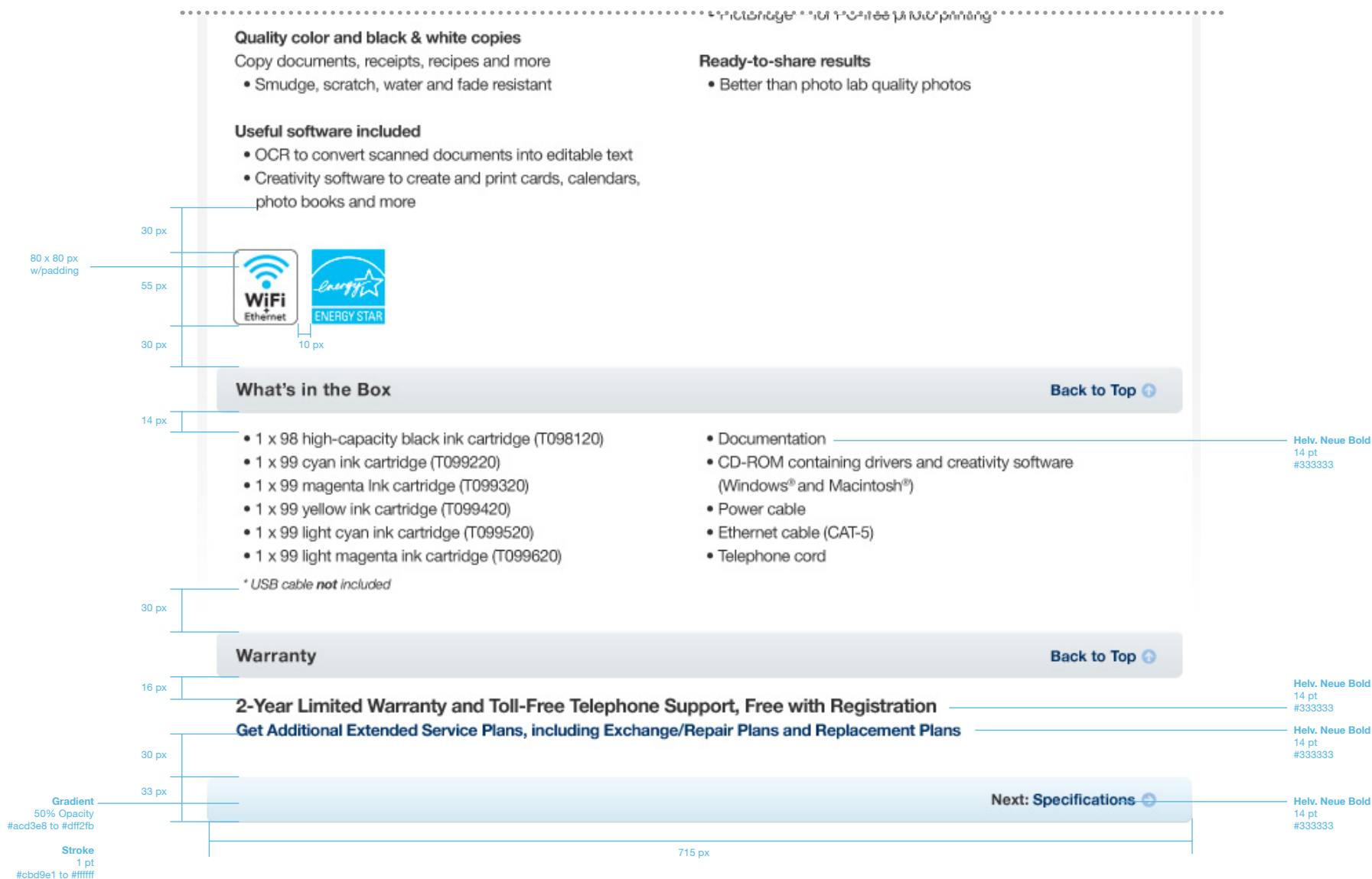
Overview Tab



Overview Tab (continued)



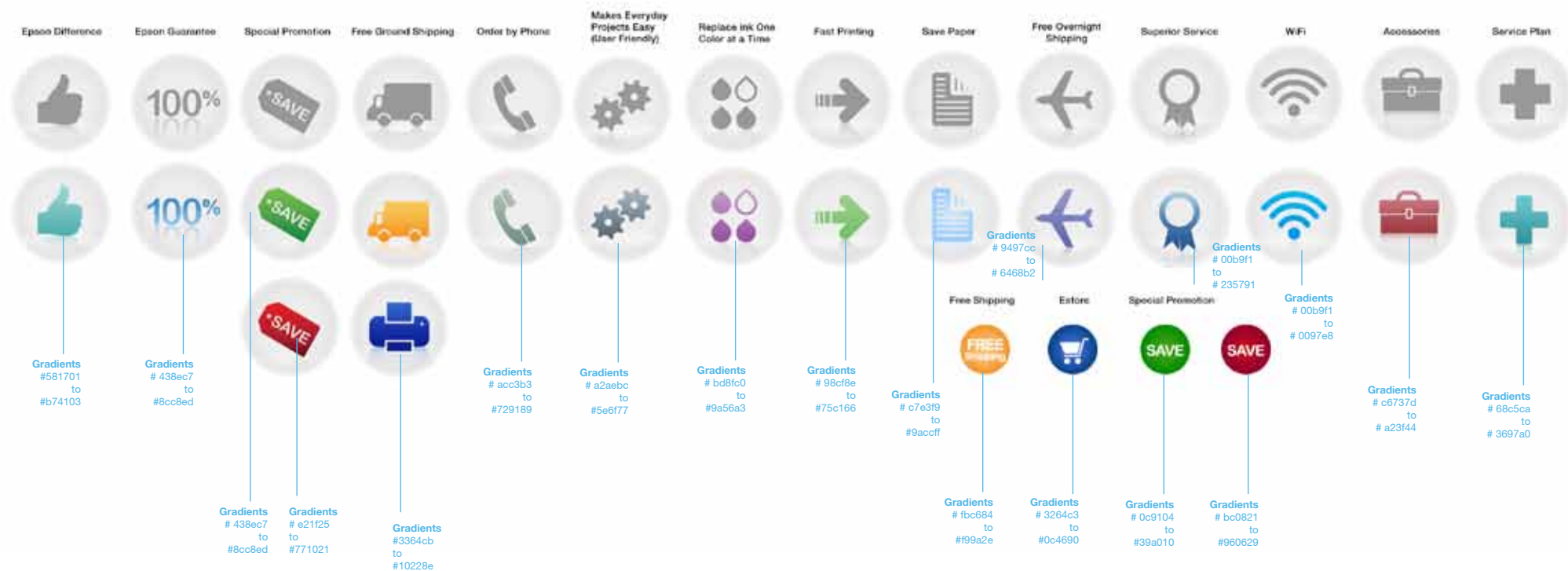
Overview Tab (continued)



Awards & Reviews

[illegible]

Web Elements: Icons



Helv. Neue Bold

10 pt

#003366

Home › Products › Printers › All-in-ones › Epson Artisan 800 All-in-One Printer

Helv. Neue Bold

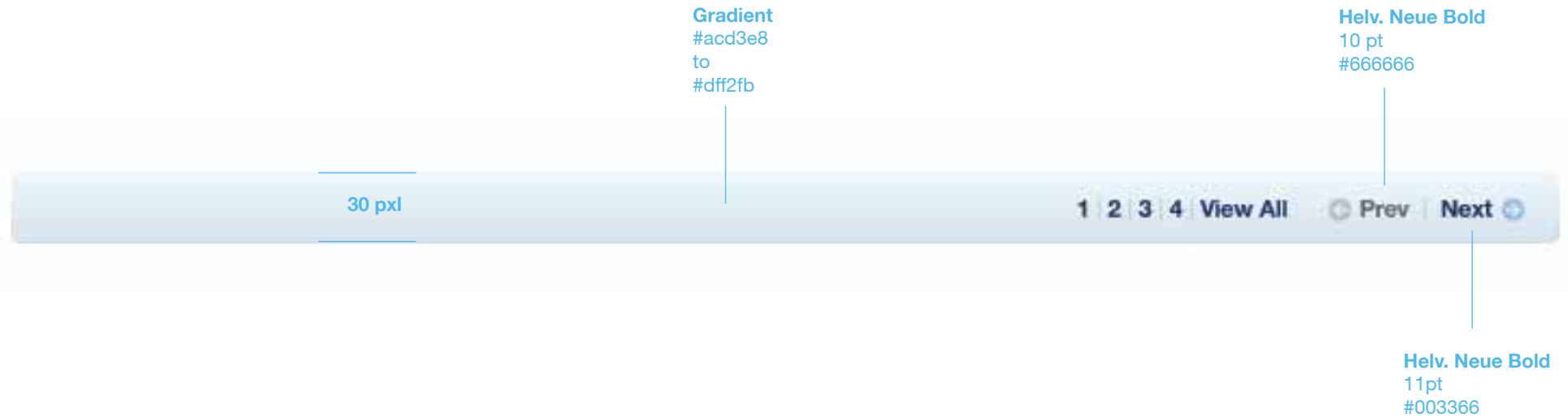
10 pt

#333333

Breadcrumbs

Breadcrumbs are used as a navigation aid to give users a way to keep track of where they are on the site. Breadcrumbs on Epson sites will typically appear horizontally across the top of the page, usually below title bars or headers. They will provide links back to each previous page the user navigated through to get to the current page.

Web Elements: Pagination



Pagination

Pagination links on Epson sites will list up to 4 individual page links, and include a View All link, as well as Previous and Next links, which will be grayed out when they are not actionable.

07 Color Palette

Color Palette

Epson brings a rich expression of color to the world.

Epson products allow the viewing of millions of colors combined in endless variety. The original richly saturated palette consists of nine colors that represent a wide range of hues. The expanded palette more closely reflects the Epson brand in that it expresses the greater depth of subtlety and shade made possible by Epson products.

Original Color Palette

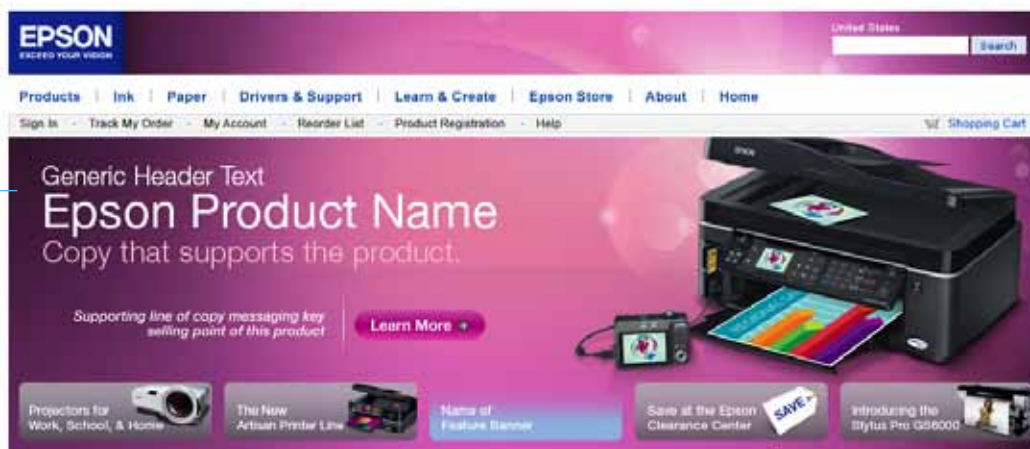


Expanded Color Palette



Color Palette: Gradients & Styles

Banners: Sunset



Gradients
#592450
to
#d75eab
to
#e990ac

Gradients
#581701
to
#b74103
to
#f7c00d



Gradients
#162d10
to
#618b43
to
#b0ce78



Gradients
#581701
to
#b74103
to
#f7c00d



Gradients
#6e8679
to
#a7c5b9
to
#d2ece9

Backgrounds

The Epson Banners uses various gradient analogous colors to create a colorful yet sophisticated atmosphere to enhance Epson's products and offerings.

Banners: Fire Dome



Gradients
#143d5b
to
#236b91
to
#29adbc

Gradients
#4a885f
to
#88bc74
to
#d4e9ca



Gradients
#592a6e
to
#a1419b
to
#c76fc5



Gradients
#749acb
to
#a4c3df
to
#c5daeb



Gradients
#d8480c
to
#e67b1b
to
#f7d677

Backgrounds

The Epson Banners uses various of gradient analogous colors to create a colorful yet sophisticated atmosphere to enhance Epson's products and offerings.

Banners: Fire Dome



Gradients
#36304c
to
#504168
to
#8468a2

Gradients
#1b212d
to
#307596
to
#24a4d1



Gradients
#10340e
to
#41974d
to
#7ed27a



Gradients
#d56f0a
to
#f48b15
to
#f6c046



Gradients
#380e0a
to
#8f2d2c
to
#af5453

Backgrounds

The Epson Banners uses various of gradient analogous colors to create a colorful yet sophisticated atmosphere to enhance Epson's products and offerings.

Gradients
#628eb3
to
#98b6d2
to
#e1eef6

Banners: Purple Rain



Gradients
#36304c
to
#c86d1c
to
#ecaa15

Gradients
#1b212d
to
#6b7e9c
to
#9faec3



Gradients
#285364
to
#63a3c7
to
#74aed3



Gradients
#35512b
to
#748c58
to
#adc190



Gradients
#949dac
to
#a4acb7
to
#cdfdfe



Gradients
#1f3948
to
#3d768a
to
#76b4c3

Backgrounds

The Epson Banners uses various of gradient analogous colors to create a colorful yet sophisticated atmosphere to enhance Epson's products and offerings.

08 Typography

Headline/Feature Font

The typeface for Epson.com is a more modern and elegant variant of the classic font Helvetica called Helvetica Neue (pronounced “Noy-a”). The font is available in an expansive family including weights from UltraThin to Black. On the site, feature text and headlines favor the lighter weights of Thin and Light. When using Helvetica Neue for headlines and feature text, tracking the characters in slightly (set Tracking to -25 in Adobe applications) will give the text a more contemporary feel, but on text set below 20px, beware of legibility when using this technique.

Helvetica Neue Thin
Helvetica Neue Light
Helvetica Neue Roman
Helvetica Neue Bold

System Font

System text throughout the site continues to leverage the ubiquitous system font Verdana and its variants. A wide variety of conventions for color and size are specified in the Epson.com CSS files.

Verdana is a humanist sans-serif typeface available to the vast majority of personal computer users.

- **Helvetica Neue (T1) 75 Bold** is for titles on tabs. The point size is 16 pt.
- **Helvetica Neue (T1) 75 Bold** is for subheadlines. The point size is 14 pt.
- Helvetica Neue (T1) 55 Roman is the body copy with this gray # 666666. The point size is 11.
- Helvetica Neue (T1) 55 Roman is the body copy with this gray # 666666. The point size is 11.
- **Helvetica Neue (T1) 65 Medium** for links within body copy or bullet points. The point size is 11.
- **Helvetica Neue (T1) 75 Bold** for links. The point size is 11. i.e. i.e. 'Learn More,' 'See All Drivers & Support'
- **Helvetica Neue (T1) 75 Bold** for smaller links. The point size is 10. i.e. 'Product Recall Info.'
- *Helvetica Neue (T1) 56 Italics* for any incidental copy like * Required is with this gray # 666666. The point size is 9.

Although Helvetica is a relatively reserved typeface, that doesn't mean your treatments need to follow suit. The Staying in line with the Epson brand, follow the guidelines below when layout out copy.

Dynamic Text Sizes

Interesting changes in scale can help emphasize ideas and attract attention.

Play With Color

Color can add character and tone to words and help better communicate the message.

EMPHASIS = ALL-CAPS

All-caps, used sparingly, can draw the eye to important areas of the page.

Typography : Engagement Examples

The following treatments exemplify the possible variety within the established guidelines.



INTRODUCING
Ultra Hi-Def
Photo Printers

Click to see how these photo printers deliver stunning quality and detail.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec adipiscing, magna sed ultricies condimentum, mi mauris congue quam, quis elementum neque nunc at justo. Nunc semper arcu eu arcu. Proin metus ipsum, mollis eu, bibendum sed, volutpat ut, nisl

EPSON
Ink
advantage

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec adipiscing, magna sed ultricies condimentum, mi mauris congue quam, quis elementum neque nunc at justo.

09 Photography

Photography : Knowing The Audience

It is important to customize the experience for specific Epson user segments. These diverse segments use the Epson site in very different ways. An illustrator in New York looking at the Professional Imaging line of products has a vastly different set of goals and aesthetics than a scrapbooker from Kansas looking at a home office printer. When serving up imagery, make sure it aligns with the attributes of Epson's major market segments :

Home and Home Office User

Honest, human, emotional, evocative, nostalgic, colorful, approachable, fun.



Photography : Knowing The Audience

Business Professional

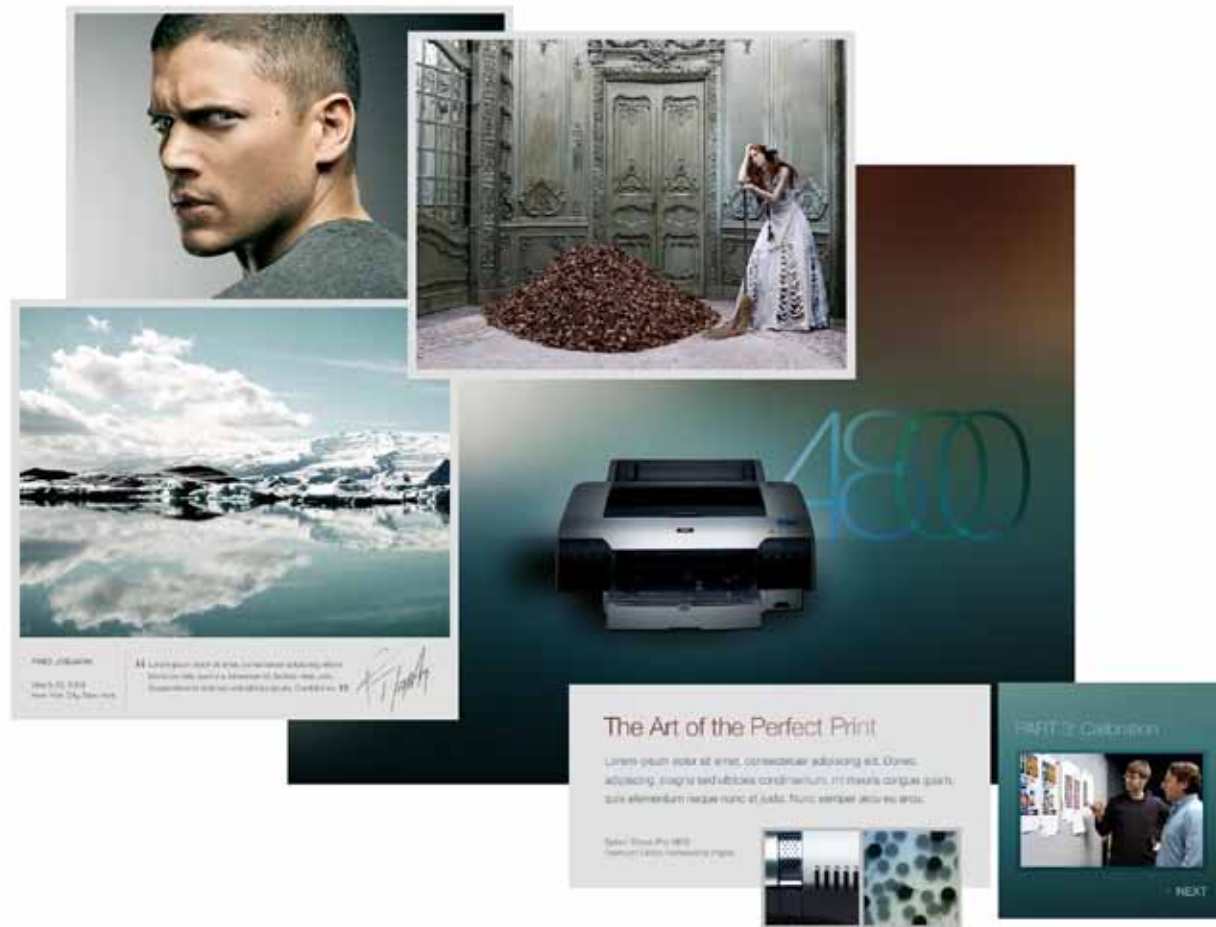
Hard-working, aggressive, trustworthy,
intelligent, high-quality, sexy, genuine.



Photography : Knowing The Audience

Creative Professional

Striking, iconoclastic, dramatic, distinctive,
nuanced, meaningful, aspirational.



Beyond the Mundane

We see it again and again. Too often, corporate guidelines for imagery are restrictive and random. Granted, there's a need to ensure that imagery is on-brand and of a high quality, but we should never sacrifice variety, creativity and the element of surprise in the name of adhering to a set of guidelines. While created with the best intentions, these rules often lack subtlety and nuance and seem like they were created in a vacuum. And because the rules seem arbitrary and leave little room for creativity, mediocrity sets in.

The nature of Epson products puts the company solidly in a visual world where the image is the hero. It simply makes sense to convey the brand through dynamic and engaging imagery. Epson's application of imagery result in visuals that are stunning, surprising and inspiring. Furthermore, it's essential that imagery aligns with Epson's brand attributes — namely creative, sophisticated, intelligent, artistic, hard-working, trustworthy and exciting.

Thus, in determining a set of imagery guidelines for Epson, we are moving away from rules that are prescriptive and limiting, and providing a vision for carefully-chosen, well-used imagery that brings the Epson site to life.

Surprise, delight, inspire

The Epson brand statements, "Exceed Your Vision" and "Epson helps you show your creativity at its best," are remarkably aspirational. The visual translation of these statements is accomplished through the use of imagery that is arresting in color, composition and content. Imagery that is bland, insipid or looks like stock photography is best left for use by the competitors. Epson images will be evocative, provocative and stir strong emotions. The site will be home to imagery that refuses to be ignored and persuades users to pay attention.

How can we tell if an image measures up to these criteria? Good taste is not easily defined and does not follow a set of rules; however, we can pose a series of questions when selecting appropriate imagery for the site. If an image passes muster when held up to this inquiry, you probably have an image worthy of Epson.



When selecting images to be used on the Epson.com website, ask yourself the following questions :

1. Have I seen something like this before? If imagery looks like it comes from the future, that's a good thing. Keep it fresh. If an image looks like it's beginning to look slightly dated – think twice before moving forward. It's critical that we avoid the prosaic imagery we too often find on sites similar to this one.
2. Is the image emotionally evocative? Does it surprise you? Make you happy or sad? Stimulate desire or repulse you? If so, that's a good image. Now take the image and show it to others. Ask them the same questions. If you ask 10 people what an image means, and you get 10 different answers, you're probably onto something good.
3. Does the image have a visceral impact? If you have to think about why an image is good, it probably isn't.
4. Will other designers come to Epson.com for inspiration? The imagery should be so impactful that others are driven to emulate the look.

Photography: Visual Examples

Home and Home Office Do's



1. Image composition is simple, yet elegant and beautiful. The concentric rings in the water draw the eye to the focal point of the boy.
2. All elements work together to tell a story – the boy's posture; his position within the ripples; and the wooden sword holstered at his side.
3. The stripes in the boy's shirt echo the ripples in the water. His red hair adds a splash of color to the largely blue palette.
4. The image is contemplative, melancholy and nostalgic, evoking reflections on childhood and growing up.

Home and Home Office Don'ts



1. The composition of the image is overly simplistic and clumsy, almost like an amateur snapshot.
2. The color palette lack sophistication – the bright colors are garish and crude.
3. The boy's expression is pandering and cutesy.
4. Due to the lack of refinement in the image, it comes off as corny.

Photography : Visual Examples

Home and Home Office Do's



1. The asymmetrical composition adds realism and interest to the shot.
2. The figure's posture is unusual but believable.
3. The focused lighting produces good contrast and accentuates spots of color.
4. The image has interesting and genuine stylistic details, such as the writing on the board, the drawings below and the girl's clothing.

Home and Home Office Don'ts



1. Cropping has removed some important features from the composition.
2. The image has an overall orange color and no true highlights which should be corrected.
3. The composition lacks interesting details.
4. The styling of this image is dull and trite.

Photography : Visual Examples

Home and Home Office Do's



1. The asymmetrical composition adds realism.
2. An interesting environment helps contextualize the main figure and lend a narrative quality.
3. The emotional content of the image invokes the adventure and experiences of childhood.

Home and Home Office Don'ts



1. The symmetrical composition and strongly featured central figure dull this image.
2. Blurry or monochromatic backgrounds diminishes the impact of image.
3. The boy's smile is stiff and awkward.

Photography : Visual Examples

Business Professional Do's



1. The moody lighting of the background and the higher contrast lighting applied to the foreground adds intensity.
2. The figure's dynamic posture speaks of action, heroism and risk.
3. The styling of the suit and the parachute are fresh and interesting.
4. Contrast in size between foreground and background elements adds visual interest.

Business Professional Don'ts



1. The color and composition are flat and clumsy.
2. The lack of perspective in the foreground reduces the overall tension of the image.
3. The figure's hair, brief case and clothing lack style. The representation of "business man" is generic and stereotypical.
4. The representation of "risk" is staged and oversimplistic.

Photography : Visual Examples

Business Professional Do's



1. The rich shadows and textures are engaging.
2. The subjects expression has an intensity that adds drama.
3. The tight crop amplifies the emotional intensity of the subjects expression.
4. The blue eyes with dark shadows balance the blue collar and dark jacket.

Business Professional Don'ts



1. The composition is bland and uneventful.
2. This image could use some color and brightness adjustment in the skin tones.
3. A more distinctive and interesting subject would make the image more memorable, and therefore more effective.

Photography: Product Imagery



While product imagery needs to accurately convey the look of the product, there is no reason for the photography to be flat, clinical and uninteresting. Rather, product photography should be sophisticated, and illuminate the products features. A larger-than-life macro shot is a good way to show off Epson's meticulous attention to detail and superior quality. A lifeless photo is simply unacceptable.

Furthermore, careful thought and consideration should be given to the environment in which products are photographed. What can we add to each composition to present the product in the most flattering light? What kind of styling will resonate with each of Epsons market segments? Imagining the end user will help you determine the appropriate setting for each product shot.

Lastly, when possible, the product should be photographed in a human context. It is not necessary for the subject to interact with the product, but having a person in the frame brings a sense of scale to the image and helps to humanize it. This strategy is most useful for market segments such as Business and Home/Home Office that often respond more to emotional factors than the technically-focused Professional Imaging customer.

Photography: Visual Examples

Product Photography Do's



1. Product is shot with human context, providing a scene to understand scale, but still shines as the main subject of the photo.
2. Product is photographed in action, printing a high quality print with on-brand imagery.
3. The lighting and color of the background spotlight the product in a dramatic manner, with a high level of detail.
4. The dark grey offers a contemplative mood, and the styling of the ballerina leaves the viewer with a sleek, modern understanding of the product.

Product Photography Don'ts



1. Product is shot in a desk environment, which allows scale, but because of placement, the product is not the main attraction.
2. Printer is not photographed in action, and the details of the product are not shown.
3. Bright lighting does not spotlight anything.
4. The generic color palette and environment doesn't give the product a point of view.

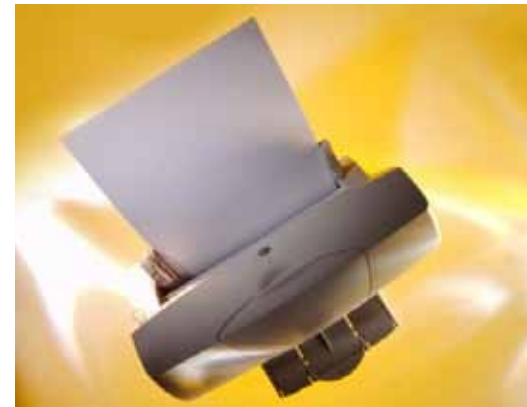
Photography: Visual Examples

Product Photography Do's



1. Product is placed on gradients which complement the printed page. A subtle horizon line offers a sense of gravity and space.
2. Printer is photographed in action, printing vivid, eye catching, on-brand imagery.
3. The lighting shows good shadows and highlights.

Product Photography Don'ts



1. Product is shot with no context of physical space, a horizon line is needed for weighting down the product.
2. Printer is photographed in action, printing nothing, which offers no information regarding the quality of the product.
3. The surreal lighting disorients the viewer, and does not spotlight the product.

Photography: Visual Examples

Product Photography Do's



1. Product is shot in context with objects to provide a basis for scale, as well as show the printer's many capabilities.
2. Printer is photographed in action, printing vivid, eye-catching, on-brand imagery.
3. The lighting shows good shadows and highlights.

Product Photography Don'ts



1. Product is shot with no context of scale or physical space.
2. Printer is photographed in action, printing nothing, which offers no information regarding the quality of the product.
3. The lighting is bland, and does not assist in showing off the product.

10 Copywriting

The Epson Voice

Visitors to Epson.com are looking for information. If content is not presented in a way that respects their valuable time and gives them quick access to what they need, they'll move on and look elsewhere.

Today's sophisticated goal-oriented web users do not want to be sold to by long-winded, self-aggrandizing copy. They simply don't have time to read about how wonderful Epson products are – they need to be shown.

Keep it Visual

Copy should not play the role of hero on Epson.com. Images must be front and center with copy in the supporting role. Copy should be to the point, conversational, and written for maximized scannability to alleviate the difficulty of reading on a computer screen.

Scannability Aids

- Chunked content
- Frequent subheads
- Bulleted lists

Dos & Don'ts

Copy needs to be short and simple. Personality can be injected into online copy to help maintain a balance between information and inspiration. Marketing-speak, boastfulness and exaggeration are to be avoided at all costs. Users come to the site out of choice and are turned off by a hard-sell approach. Avoid giving them any reason to go elsewhere out of frustration.

Epson display ads run the gamut from purely sales driven product advertising to messaging that is aspirational, themed, and witty. However, injecting a sense of personality into an ad should never be overdone or gratuitous – never clever for clever sake.

Display ads are generally made up of some or all of the following copy elements:

(Use display adds with callouts to show this)

Headline

Subhead

Supporting Copy

Call to Action

Copy: Promotional Copy

Promotional copy, such as found on Epson microsites, is to be treated on a case-by-case basis due to the customized and themed nature of the content. That said, the basic recommendations that pertain to writing for Epson online, outlined on page 107, still apply. And, as with display advertising, injecting a sense of personality into promotional copy should never come at the cost of losing the clarity of the message or the integrity of the Epson brand.

Copy will be short and simple. Personality, humor and attitude will be injected into the online copy to help maintain a working balance between information and inspiration. Marketing-speak, boastfulness and exaggeration are to be avoided. Users come to the site out of choice and are turned off by a hard-sell approach. Certainly, we should avoid giving them any reason to turn to our competitors out of frustration.

11 Conclusion

Exceed Your Vision

When working on the Epson.com website, you become a steward of the Epson brand. You will be responsible for expressing the innovative and inspirational spirit of Epson to the world. The guidelines presented in this document are intended to insure that alte that vision and provide a strong foundation for your effort to represent the Epson brand online.

For questions, comments or more information, contact :

ENTER NAME HERE - Epson Manager
3840 Kilroy Airport Way
Long Beach, CA 90806
562-981-3840

This document describes the standards and guidelines established by Proxicom, Inc. for the Epson.com website. Each section of this document covers a specific set of guidelines to be used on Epson.com.

These guidelines will evolve over time. This style guide is not intended as a regimented formula for the creation or maintenance of Epson.com pages, but rather a road map for appropriate creative application. Its purpose is to ensure that any new or updated pages support the Epson brand identity and reinforce overall Epson.com creative direction.

If you have any questions regarding this document, please contact

ENTER NAME HERE - Epson Manager
3840 Kilroy Airport Way
Long Beach, CA 90806
562-981-3840