Design Handbook

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Colors

Costco colors communicate how things function and changes states in the interface. This helps to create visual patterns that can make interacting within the app easier and intuitive for users.
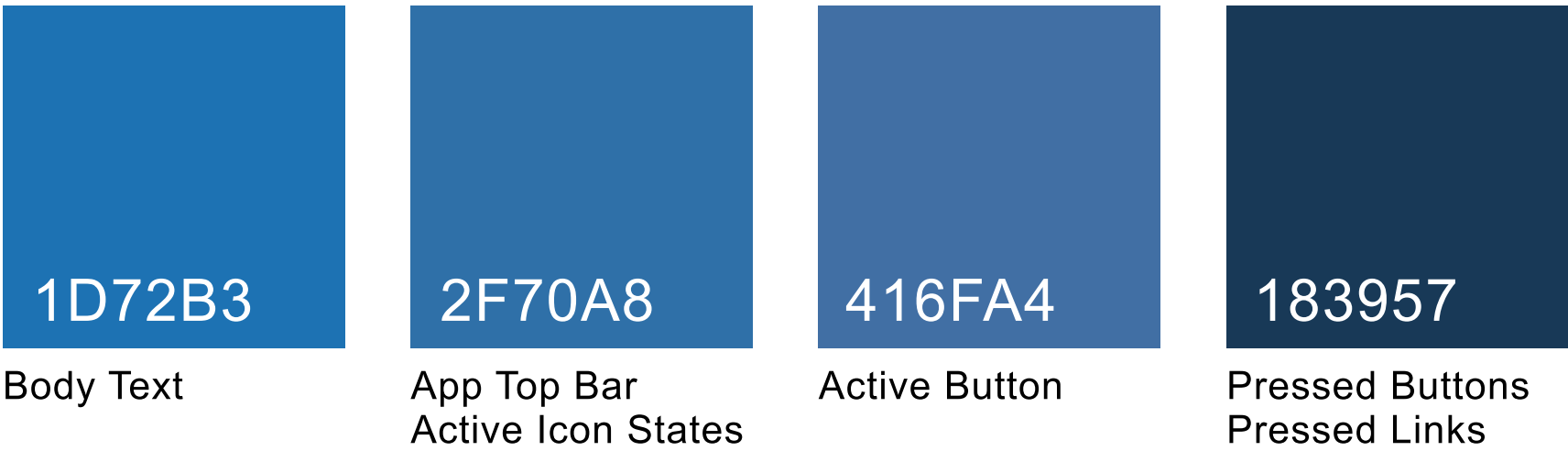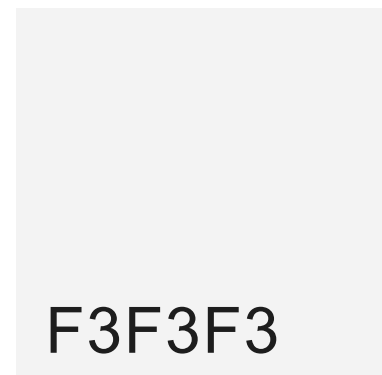
Logo

| E41B3A | 416FA4 | FFFFFF |

Guidelines

Accessibility First, Decoration that aids Communication and Contrasts that focuses attention.

Color Palette
Primary

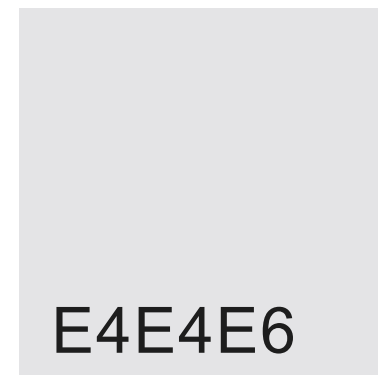| 1D72B3 | 2F70A8 | 416FA4 | 183957 |

Body Text

App Top Bar
Active Icon States

Active Button

Pressed Buttons
Pressed Links

Secondary

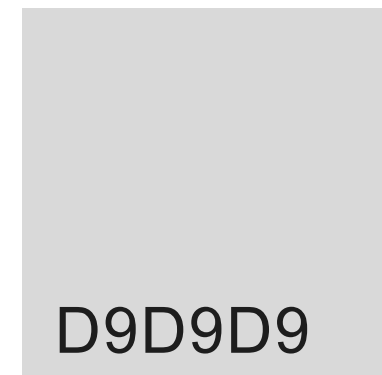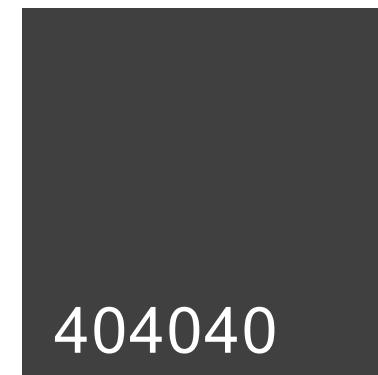|			
F3F3F3	E4E4E6	D9D9D9	404040
Header Fill	Search Bar	Button Inactive Input Field Border	Slashed Prices Inactive Button Text Inactive Icon State

Basic

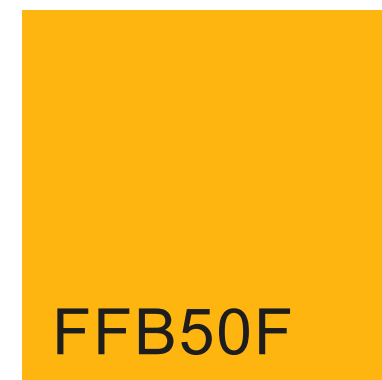|	
1D1D1D	FFFFFF
Text	

Feedback

Alert Banners
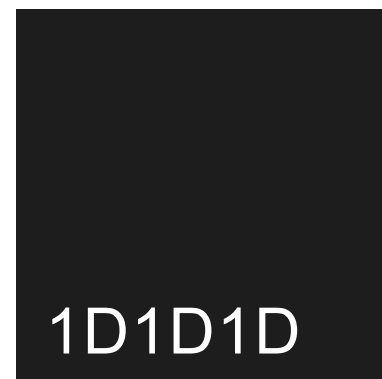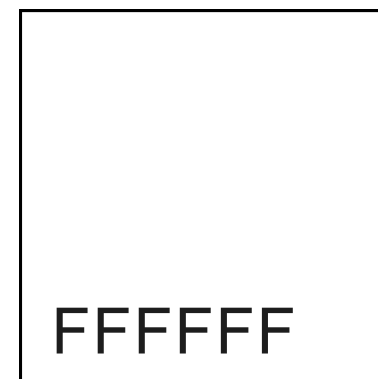
FF0000	FDD6D6	FFB50F	F7CE45
Notification text	Alert Background	Banner	Banner 2

Color combinations
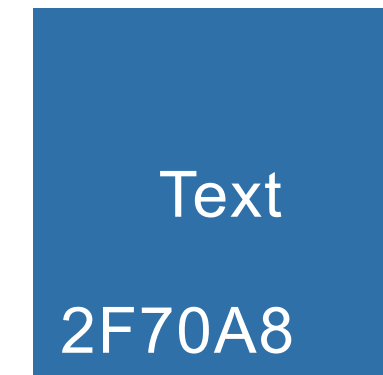
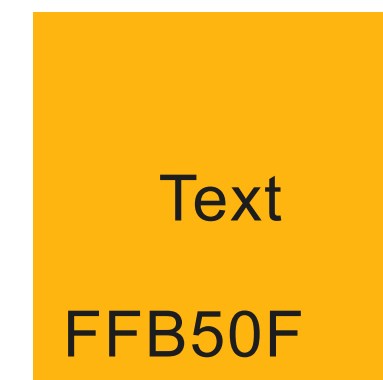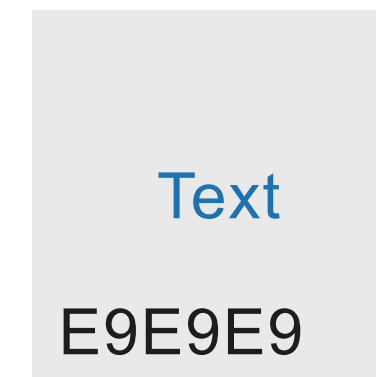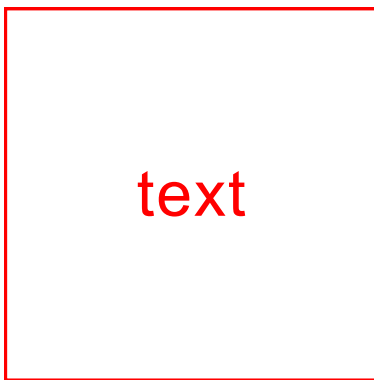|		
Text 2F70A8	Text 416FA4	Text FDD6D6
Primary background with white text	Active Button with white text	Alert with text
Text FFB50F	Text F7CE45	Text FFFFFF
Banner with text	Sub banner with text	Notifications with text FF0000
Text D9D9D9	Text E9E9E9	Text FFFFFF
Button Inactive with text 404040	Secondary Button with text 1D72B3	Menu with text 1D72B3
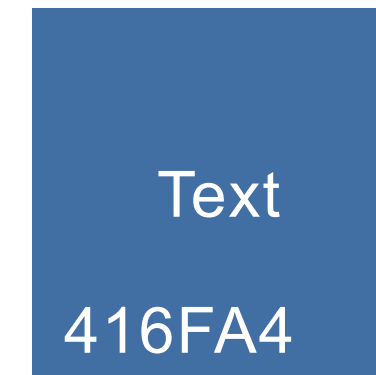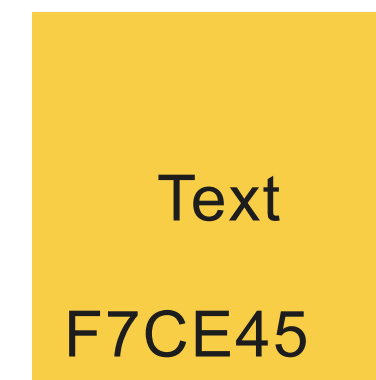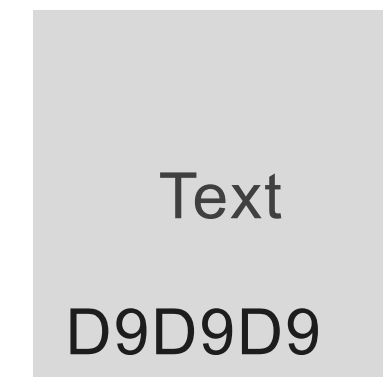
Accessibility

It's important to meet all accessibility standards. Meet the minimum contrast ratios specified by WCAG 2.1 Level AA for text, icons, other indicators, and background colors.

Minimal contrast ratio: 4.5 (Exceptions for Notification Text)

text	text	text	text	text

Blue background with white text

5.25:1

Alert with black text

12.65:1

Banner with text

9.52:1

Sub banner with text

11.13:1

Notifications with text

3.99:1

text	text	text

Button Inactive with text

7.34:1

Secondary Button with text

8.54:1

Menu with text

10.36:1

Typography

Type sizes with line heights and spacing for fonts used in costco applications. Use styles consistently accross interface.

Style	Weight	Point Size	Leading	Tracking	Constraints	Example
Heading 1	Regular	26	0	0.5px	Should only be placed once on a page	Viewing quizzical abstracts mixed up hefty jocks
Heading 2	Regular	22	25	0.5px	Major sections introduction	Viewing quizzical abstracts mixed up hefty jocks
Heading 3	Regular	18	20	0.5px	Sub-sections	Viewing quizzical abstracts mixed up hefty jocks
Title 1	Bold	17	20	0.25px	Title of the listings	**Viewing quizzical abstracts mixed up hefty jocks**
Banner 1	Bold	16	18	0px	Banner Heading	**Viewing quizzical abstracts mixed up hefty jocks**
Banner 2	Bold	15	17	0px	Banner Body	**Viewing quizzical abstracts mixed up hefty jocks**
Body 1	Regular	17	20	0.5px	Main Body Text	Viewing quizzical abstracts mixed up hefty jocks
Body 2	Regular	15	17	0.5px	Sub text 1	Viewing quizzical abstracts mixed up hefty jocks
Body 3	Regular	14	16	0.25px	Sub text 2	Viewing quizzical abstracts mixed up hefty jocks
Body 4	Bold	14	16	0.25px	Notifications text inside product	**Viewing quizzical abstracts mixed up hefty jocks**
Captions 1	Regular	10	12	0px	Captions	Viewing quizzical abstracts mixed up hefty jocks

Font stack

It is recommended to use a font stack that can be universal on all the operating systems that Costco is available.

Arial

Icons

Icons should decrease cognitive load and act as visual aids for completing different tasks.

Secondary Top Bar

Search Icon below top bar   🔍

Shop icon reveals hamburger style menu of categories   ☰

Reviews Page

Recommended Product Icon   ✓

Product List Page

Active icon for sorting

Inactive icon for sorting

Product Page

Expand   +

Collapse   —

Top Navigation Bar

Active icons with no state changes

Cart icon with state change

Bottom Navigation Bar

Inactive States

Home   Savings   Membership   Warehouses   More

Active States

Home   Savings   Membership   Warehouses   More

Icon Color

Icons have three predefined color styles: COSTCO BLUE, WHITE and INACTIVE BLACK

COSTCO BLUE

#2F70A8 for fills and 3 for stroke
Used in bottom navigation bar and product sort icons

WHITE

#FFFFFF for strokes, and #FFFFFF for fills
Use for Top Navigation bar icons only

INACTIVE BLACK

#1D1D1D for strokes and fills
Used in inactive icons in bottom Navigation bar and product sort icons
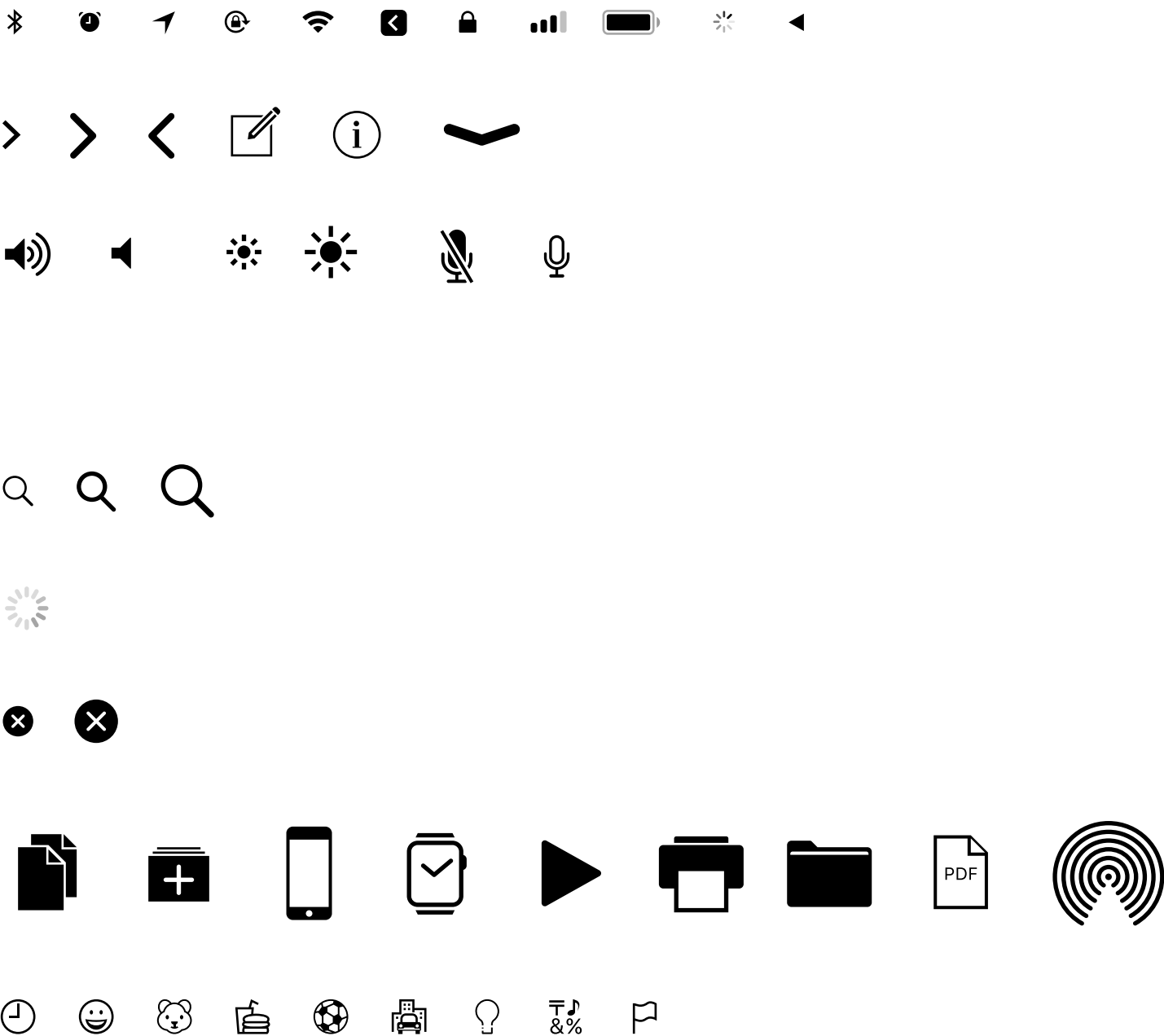
System Icons
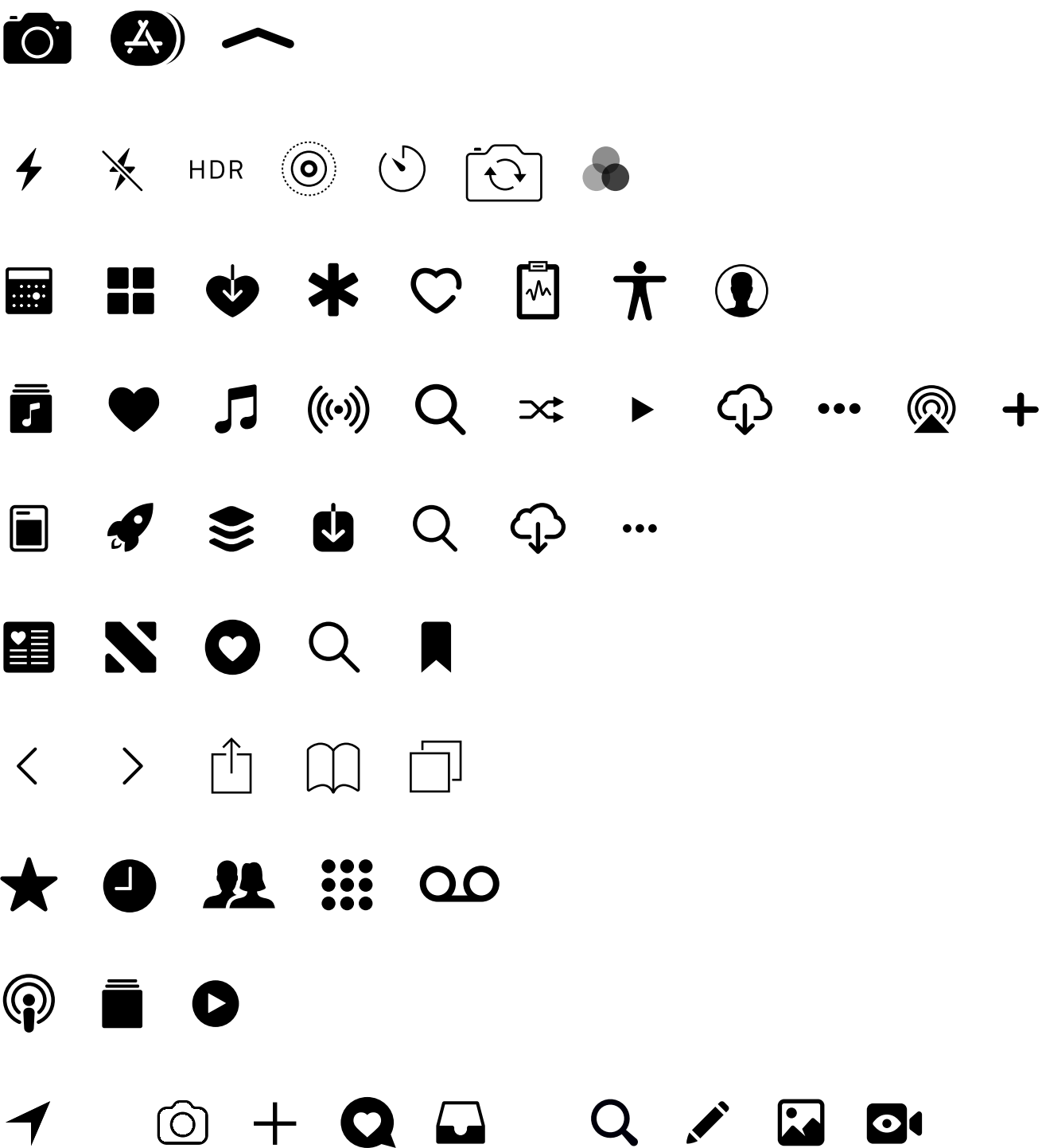
Loading Icon for processing

0%   20%   40%   60%   80%   100%

Icons Specifications

40 × 40 px in size
45 × 45 px bounding box
3 px stroke weight

Icon Packs

Similar icon pack used to demonstrate design intent

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Buttons

Text inputs

Default

Active

| Example value | Value input

| Wrong Value |

Text Fields

| uxdesign@hotmail.com |

Checkbox

☑ Checked
☐ Unchecked

Reviews Tab

Default
Selected

Default Search

🔍 Search Costco.ca

Search Input

🔍 |

Item Quantities

− 1 +   Default

− 1 +   Pressed

Autosuggest in search

🔍 Search Costco.ca

Matching Products

Option 1

Option 2

Primary

Inactive

Active

Secondary

Active option

Active option pressed

Tertiary

Default

Clicked

Checklist

⦾ Unchecked
🔵 Checked

List Buttons

Default Reviews

Most Recent ▼

Selected

Most Recent ▼

Options

| Most Recent ▼ |
| Option 1 |
| Option 2 |
| Option 3 |

Default Search products

Best Match ⌄

Selected

Best Match ⌄

Options

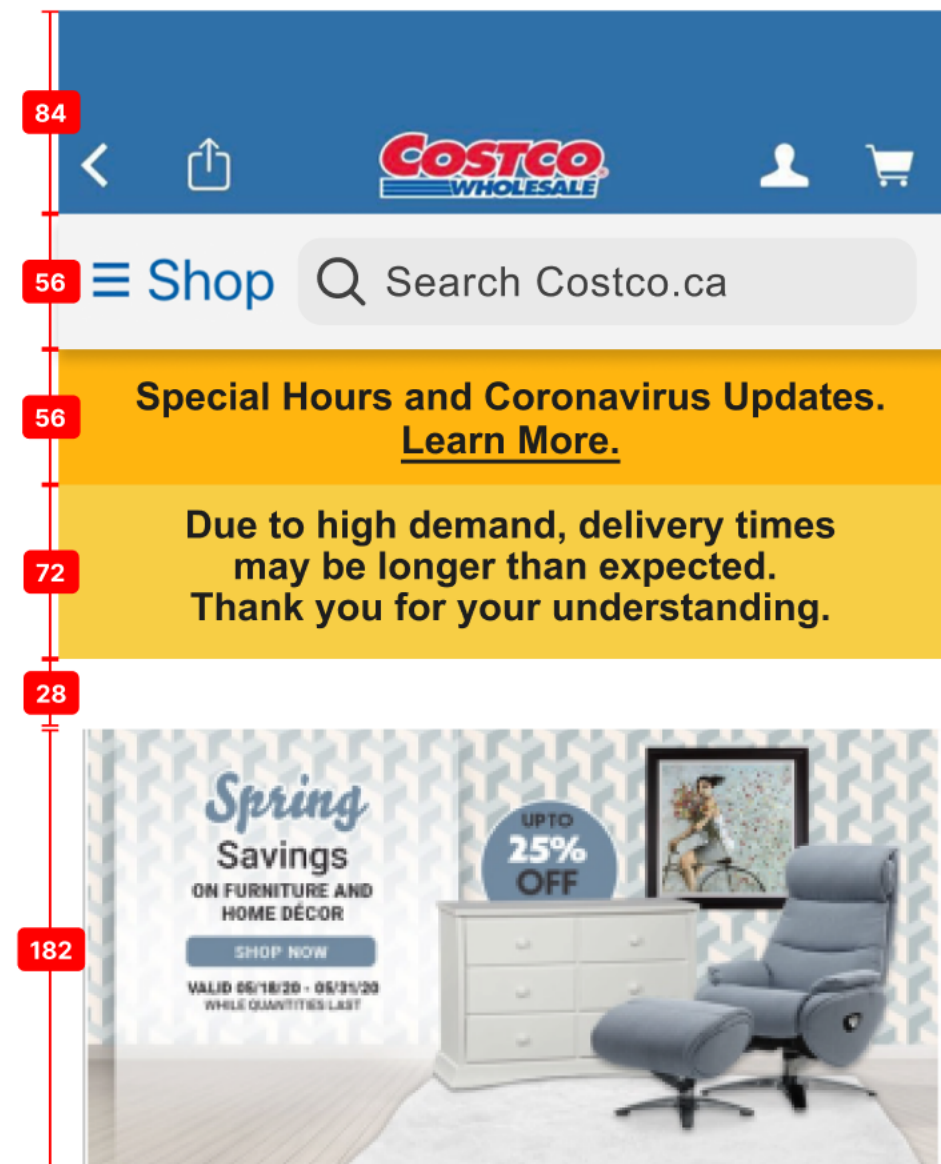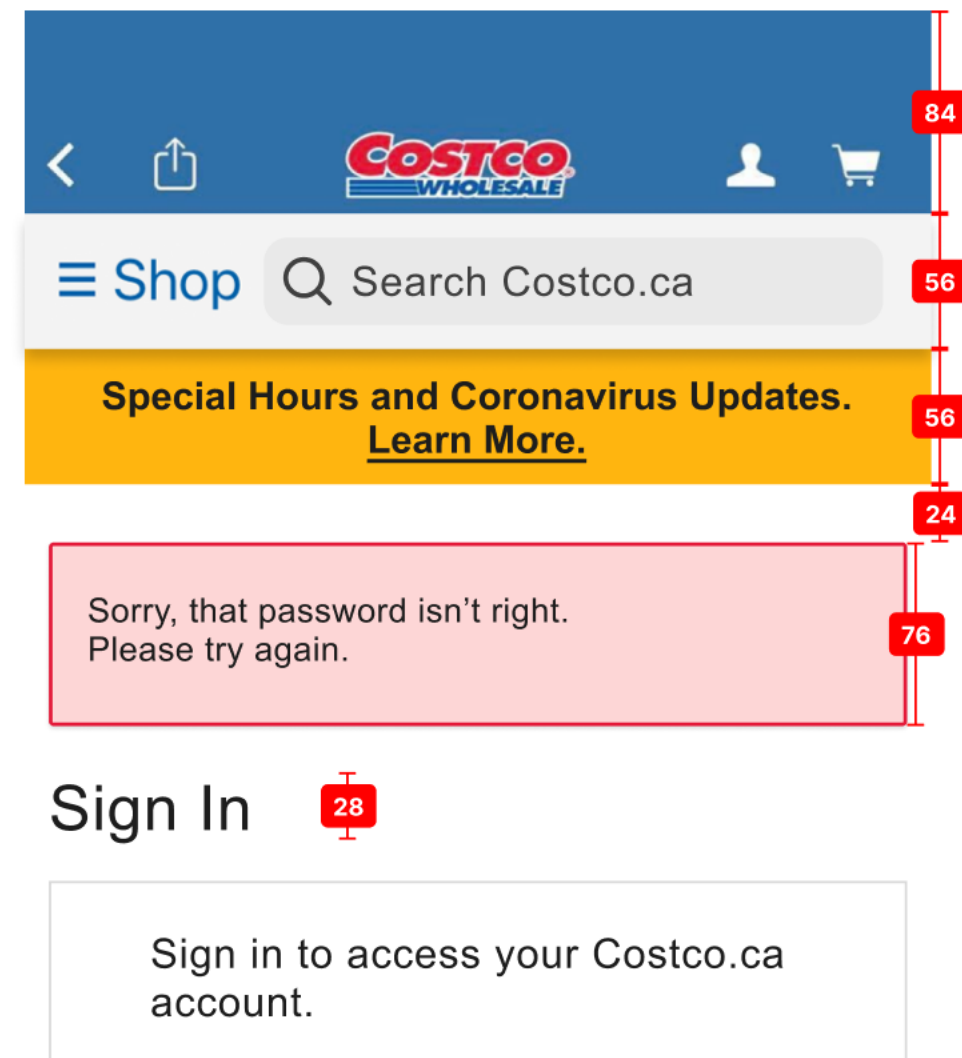| Best Match ⌄ |
| Price (High to Low) |
| Price (Low to High) |
| Ratings (High to Low) |
| Newest |
| Most Viewed |

Spacing

Consistent spacing is required to create visual balance that makes the user interface (UI) easier for users.

Spacing system

All spacing for components and typography is done in increments of 4 pixels. This 4 px value forms the basic unit of measurement for spacing.

Column Grids

Count - 5, Gutter - 20, Margin - 10

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