# Baxter

# Style Guide for Digital & Web

**Desktop & Mobile**

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*Baxter*

# 01
# Guide introduction

At Baxter®, we're deeply committed to saving and sustaining lives around the world, every day.

We can help deliver on that mission by establishing and maintaining a consistent brand look and feel across all our digital properties. The following pages lay out detailed guidelines for creating branded communications within the digital space for a strong and consistent brand presence across any device.

Baxter

## How to use this guide

This guide serves as a road map for creating and maintaining a consistent look and feel across all our digital properties. When creating a new online communication (whether internal–facing or for the general public), always identify the various brand elements that will be needed, being sure to use only what's been approved for use. Doing so ensures that we remain consistent and true to the spirit of the Baxter brand.

## Who should use this guide

Anyone designing, creating or contributing to Baxter–branded communications should use this guide. That includes marketing & communications professionals, designers and design agencies. This ensures that we're all working under the same guidelines and within the same approved framework. Maintaining consistency across all our communications.

## Why use this guide

When it comes to building and maintaining a strong brand with a clear and distinct purpose, consistency is everything. That's why this guide was created—to establish uniformity and consistency across all our communications. Using this guide helps us all build on Baxter's longstanding reputation as a cornerstone of the world healthcare system.

# 02
# Visual identity

Baxter is a vibrant, human brand filled with warmth, energy and life. Fitting, you might say, for a company with an unwavering commitment to saving and sustaining lives around the world. See how our visual identity is brought to life in the digital space on the following pages.

**Baxter**

# Logo

## Baxter wordmark

The Baxter logo, or wordmark, is the foundation of Baxter's visual identity. As a result, there are strict guidelines governing its usage. It may appear in Baxter Blue or black on a white or light-colored background or reversed to white out of any dark colored background that provides ample contrast for readability.

Note: The rules and guidelines called out on this and the pages that follow align with existing logo documentation established by Baxter and Remedy.

# Baxter

**PRIMARY LOGO FOR WEB (BLACK)**

**Baxter**

# Logo

## Clear space rule

Always maintain a consistent clear area on all sides of the Baxter logo. It must be surrounded by a precise measurement of space represented by the letter "B" in the wordmark when positioning it with visual or design elements. A minimum clear space of at least one "B" height must always be maintained. This space should remain completely clear of all text, graphics, a page edge, etc. When space permits, an increased amount of clear space surrounding the wordmark (beyond the minimum requirement) is recommended.

**Baxter**





**REVERSE WORDMARK**

*Blue box shown above is for illustration only.

# Logo

## Size & applications

The minimum size that the Baxter wordmark should appear is 90 pixels in digital applications. The recommended size for the wordmark on a masthead is 180 pixels and 144 pixels for the footer.

180 px

**Baxter**

HEADER LOGO

144 px

**Baxter**

FOOTER LOGO

90 px

**Baxter**

MINIMUM–SIZE LOGO

**Baxter**

# Logo

## Incorrect usage

Presenting a strong, unified Baxter identity is a must. And it begins with a consistent wordmark. Here are some examples of what not to do when featuring the Baxter wordmark in digital applications.

Do not position a tagline, slogan or business unit designation near the wordmark.

Do not change the color of the wordmark or apply a tint of color to the wordmark. The wordmark may only appear in 100% Baxter Blue, black or reversed to white.

Do not apply a gradient or any other visual effect to the wordmark. Do not fill the letters of the wordmark with a pattern, photo or any other artwork.

Do not outline the wordmark.

Do not rotate the wordmark.

Do not apply a drop shadow or any other visual effect to the wordmark.

Do not reverse the wordmark to white if the background color does not provide ample contrast.

Do not redraw or alter the wordmark in any way.

Do not skew or distort the wordmark in any way.

Do not place the wordmark within a box or other containing shape.

Do not use the wordmark repetitively to create a pattern.

Do not overlap the wordmark with another design element; for example, above, near or over illustrations or photographs.

Do not "cheat" the wordmark rules by typesetting "Baxter" in italicized text.

Do not group business unit names with the wordmark or place the wordmark next to a business name.

Do not use the wordmark to replace the word "Baxter" in an address, sentence, phrase or heading; "Baxter" must be set in the same typeface as the text.

Do not place the wordmark on a visually busy background including patterns, photographs or designs.

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# Color palette

## Primary colors

Our primary color palette is bold and vibrant. Consistent use of all the colors in this palette helps to present the Baxter brand seamlessly and cohesively across all forms of digital communications.
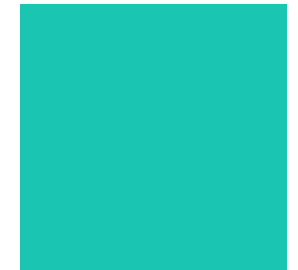
| | | | | |
|---|---|---|---|---|
| HEX #1A469D | HEX #6A91DC | HEX #0494C9 | HEX #3DBDF5 | HEX #1AC6B1 |
| RGB 26 / 70 / 157 | RGB 106 / 145 / 220 | RGB 4 / 148 / 201 | RGB 61 / 189 / 245 | RGB 26 / 198 / 177 |

| | | | |
|---|---|---|---|
| HEX #AC2093 | HEX #FA8300 | HEX #6A43AA | HEX #58AA18 |
| RGB 172 / 32 / 147 | RGB 250 / 131 / 0 | RGB 106 / 67 / 170 | RGB 88 / 170 / 24 |

*Baxter*

# Color palette

## Secondary colors

The colors in our secondary color palette are used to complement the primary colors and the corporate Baxter blue. Consistent use of these colors helps to further support a strong and cohesive brand identity across the web.

| | | | | |
|---|---|---|---|---|
| HEX #7FC842 | HEX #30ABD6 | HEX #0D67A8 | HEX #057CC8 | HEX #F8B033 |
| RGB 127 / 200 / 66 | RGB 48 / 170 / 214 | RGB 13 / 103 / 168 | RGB 5 / 124 / 200 | RGB 248 / 176 / 51 |

| | | | | |
|---|---|---|---|---|
| HEX #505050 | HEX #666666 | HEX #96989A | HEX #DDDDDD | HEX #EEEEEE |
| RGB 80 / 80 / 80 | RGB 102 / 102 / 102 | RGB 150 / 152 / 154 | RGB 221 / 221 / 221 | RGB 238 / 238 / 238 |
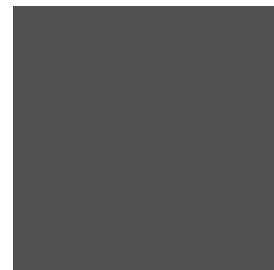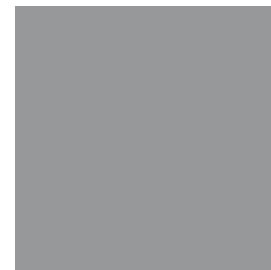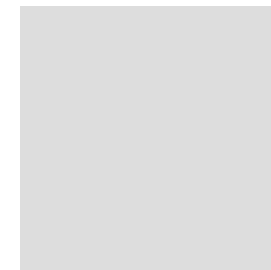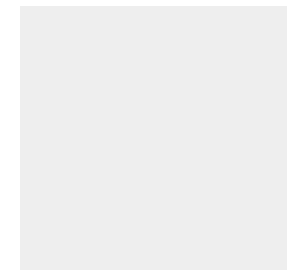
**Baxter**

# Color palette

## Color designation

Throughout the Baxter corporate website, colors from both the primary and secondary color palettes have been designated as the lead colors for various sections. For example, purple is the lead color for Investors, pink for Careers, green for Responsibility, and so on.

| Corporate HEX #1A469D | News & Media HEX #6A91DC | Products HEX #0494C9 | Partners & Suppliers HEX #3DBDF5 | Homepage HEX #1AC6B1 |
|---|---|---|---|---|
| Careers HEX #AC2093 | Inside Baxter HEX #FA8300 | Investors HEX #6A43AA | Responsibility HEX #58AA18 | |

| Inner cards & boxes background HEX #7FC842 90% | Inner cards & boxes background HEX #30AAD6 90% | Inner cards & boxes background HEX #0D67A8 90% | Call to action buttons & links HEX #057CC8 | Inner cards & boxes background HEX #F8B033 |
|---|---|---|---|---|
| Headlines HEX #505050 | Body copy HEX #666666 | Footer HEX #96989A | Inner cards & boxes background HEX #DDDDDD | Block quotes HEX #EEEEEE |

**Baxter**

# Color palette

## Shades & tints – primary colors

Primary shades and tints are permitted for use in digital designs and communications. The extended palette provides a strong base of colors that allows for diversity while still maintaining a consistent Baxter identity.

SHADES

TINTS

| HEX | #0D234F | #143576 | #1A469D | #486BB1 | #7690C4 |
| --- | --- | --- | --- | --- | --- |
| HEX | #35496E | #506DA5 | #6A91DC | #88A7E3 | #A6BDEA |
| HEX | #024A65 | #036F97 | #0494C9 | #36A9D4 | #68BFDF |
| HEX | #1F5F7B | #2E8EB8 | #3DBDF5 | #64CAF7 | #8BD7F9 |
| HEX | #0D6359 | #149585 | #1AC6B1 | #76DDD0 | #A3E8E0 |
| HEX | #56104A | #81186E | #AC2093 | #BD4DA9 | #CD79BE |
| HEX | #7D4200 | #BC6200 | #FA8300 | #FB9C33 | #FCB566 |
| HEX | #352255 | #503280 | #6A43AA | #8869BB | #A68ECC |
| HEX | #2C550C | #428012 | #58AA18 | #7FC842 | 9BCC74 |

*Baxter*

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# Color palette

## Shades & tints – secondary colors

Secondary shades and tints are permitted for use in digital designs and communications as well. These help to complement the colors in our primary palette.

SHADES

TINTS

| HEX | #406421 | #5F9632 | #7FC842 | #99D368 | #B2DE8E |
|---|---|---|---|---|---|

| HEX | #18556B | #2480A1 | #30AAD6 | #59BBDE | #83CCE6 |
|---|---|---|---|---|---|

| HEX | #073454 | #0A4D7E | #0D67A8 | #3D85B9 | #6EA4CB |
|---|---|---|---|---|---|

| HEX | #033E64 | #045D96 | #057CC8 | #3796D3 | #69B0DE |
|---|---|---|---|---|---|

| HEX | #81570E | #BA8426 | #F8B033 | #F9C05C | #FBD085 |
|---|---|---|---|---|---|

| HEX | #505050 | #666666 | #96989A | #DDDDDD | #EEEEEE |
|---|---|---|---|---|---|

**Baxter**

# Color palette

## Gradients – primary colors

Primary gradients are made using only one color from our primary palette, fading from 100% opacity to 0% opacity. Gradients are permitted for blending images into color backgrounds with text.

Note: Never create a gradient using multiple colors.

LOCATION 75%

OPACITY 100%                                                    OPACITY 0%

HEX    #1A469D

HEX    #6A91DC

HEX    #0494C9

HEX    #3DBDF5

HEX    #1AC6B1

HEX    #AC2093

HEX    #FA8300

HEX    #6A43AA

HEX    #58AA18
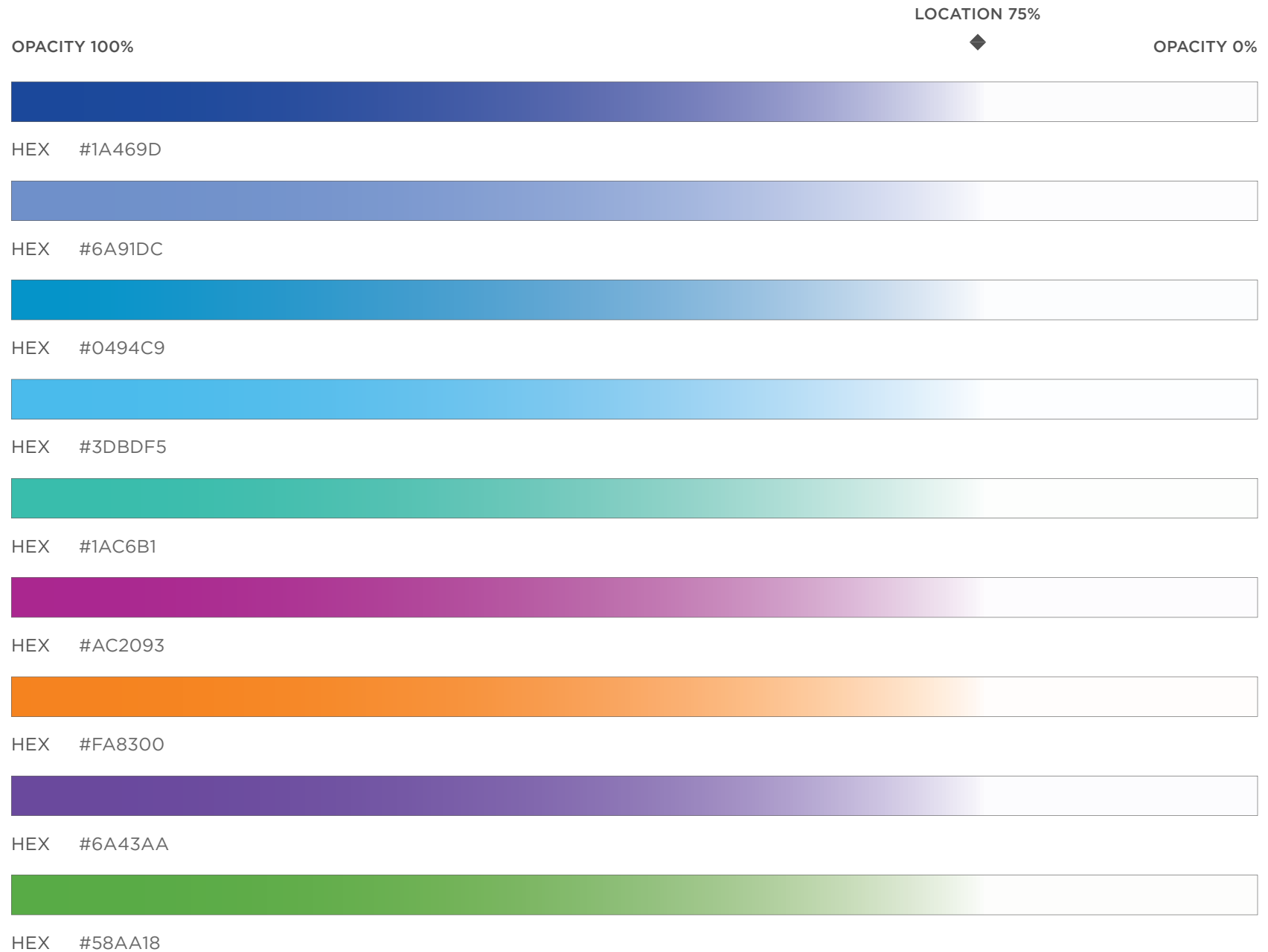
**Baxter**

# Type style

## Primary fonts

A consistent typeface presents a unified brand identity across all our digital communications. The approved Baxter typefaces—Adelle and Gotham—work to complement each other and have been chosen for their legibility, simplicity and timeless appeal.

**ADELLE (ADELLE W01)**

# Adelle

**ALTERNATIVE WEB FONT**
Georgia, Serif

Light
Regular

**GOTHAM SCREENSMART (GOTHAM SSM)**

# Gotham

**ALTERNATIVE WEB FONT**
Helvetica Neue, Arial, Sans Serif

Book
Medium
**Bold**

**NEED THE FONTS?**
If the Baxter typefaces are not available to you, they may be purchased at **typekit.com.**

**Baxter**

# Type style

## Serif font family

Adelle is a strong serif typeface recommended primarily for headlines and subheads in digital communications. It contrasts well when paired with a secondary sans–serif typeface.

## ADELLE FOR HEADLINES

Aa Adelle

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()

The quick brown fox
jumps over the lazy dog

## HEADING LEVELS

| h1 | h2 | h3 | h4 | h5 | h6 |
|---|---|---|---|---|---|
| **Page title** | **Page subtitle** | **Section title** | **Section subtitle** | **Subsection title** | **Subsection subtitle** |
| Adelle Light 300 | Adelle Light 300 | Adelle Light 300 | Adelle Regular 400 | Adelle Regular 400 | Adelle Regular 400 |
| Size: 48 px | Size: 36 px | Size: 48 px | Size: 20 px | Size: 18 px | Size: 16 px |

**Baxter**

# Type style

## Sans-serif font family

Gotham is a sans-serif typeface recommended primarily for body and support copy in digital communications. It's known for its versatility and flexibility because of its broad range of weights and styles. It pairs well with a strong serif typeface such as Adelle.

**GOTHAM FOR BODY COPY**

## Aa    Gotham

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()

## The quick brown fox jumps over the lazy dog

**BODY COPY LEVELS**

| Masthead | Primary navigation | Paragraph (mastheads) | Paragraph | Inline link | Icon title | Footnote |
|---|---|---|---|---|---|---|
| Gotham Book 300 | Gotham Medium 400 | Gotham Book 300 | Gotham Book 300 | Gotham Medium 400 | Gotham Semi-Bold 600 | Gotham Bold 700 |
| Size: 18 px | Size: 14 px | Gotham Semi-Bold 600 | Gotham Semi-Bold 600 | Size: 14 px | Size: 14 px | Size: 10 px |
| | | Gotham Bold 700 | Gotham Bold 700 | | ALL CAPS | |
| | **Secondary navigation** | Size: 18 px | Size: 14 px | **Buttons** | | |
| | Gotham Medium 400 | | | Gotham Medium 400 | **Icon description** | |
| | Size: 12 px | | | Size: 1.3rem | Gotham Book 300 | |
| | | | | ALL CAPS | Size: .85em | |

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# Type style

## Copy constructs

For overall appearance and readability, limit the number of type sizes, weights and styles in a single digital communication. Reverse type is recommended for use on colored backgrounds when it enhances legibility. Copy should be aligned left whenever possible.

**MASTHEADS & MAIN CARDS IN PRIMARY PAGES**

**①** ## Saving and sustaining lives

**②** Since 1931, Baxter products have helped people around the world in critical moments of care — when it matters most.

**INNER CONTENT IN SECONDARY AND TERTIARY PAGES**

**③** # Corporate overview

**④** Baxter touches millions of lives every day. Our products and services are essential building blocks of healthcare.

**⑤** ## Our businesses

**④** Increasingly, healthcare providers need more than just products. They are also looking for partners in meeting the challenges of providing better healthcare, to more patients, quickly and…

FONTS USED

**①** Header:
Adelle Light 300
48 / 48 px

**②** Body copy:
Gotham Book 300
18 / 24 px

FONTS USED

**③** Header:
Adelle Light 300
48 / 48 px

**④** Body copy:
Gotham Book 300
14 / 20 px

**⑤** Subhead:
Adelle Regular 400
20 / 24 px

**Baxter**

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# Type style

❶
❷
❸

## Lists & call-outs

When presenting information in numeric form or a bulleted list, it's essential to be consistent. Refer to the examples at right for the approved treatment. When calling out a quotation in digital communications, set the copy against a gray-colored watermark background, as seen to the right.

**DEFINITION LIST**

❶ **Definition term**

❷ Phasellus sit amet volutpat dui.

**UNORDERED LIST**

- List item (unordered)
- List item with longer text vitae volutpat augue ipsum id dolor
- Another list item

**ORDERED LIST**

1. List item (ordered)
2. List item with longer text vitae volutpat augue ipsum id dolor
3. Another list item

**BLOCK QUOTE**

"After I started **peritoneal dialysis**❸, I felt like my life had more value. Not only can I continue doing the things I love, but I also can help others going through similar situations. It's in those moments that I feel most alive."

— Teeramanas Tanaekakarapong
Entertainer, PD patient

**FONTS USED**

Body copy:

❶ Gotham Medium 400
❷ Gotham Book 300
❸ Gotham Bold 700

**Baxter**

# Graphic elements

## Buttons

Buttons and links should always be treated consistently in our digital communications, whether in calls to action (CTA) or within an expandable accordion module.

+

+

**CTA**

READ MORE  >

**CTA (REVERSED)**

READ MORE  >

**DROPDOWN IN MASTHEADS**

VIEW PORTAL  ⌄

*See Figures 2, 3 and 4 on page 52 for CTA buttons and dropdowns in mastheads.*

**ACCORDION (EXPANDABLE MENU)**

AUDIT COMMITTEE  —

**Responsibility of the Audit Committee**

The Audit Committee is primarily concentrated with the integrity of Baxter's financial statements, its system of internal accounting controls, the internal and external audit process, and the process for monitoring compliance with laws and regulations.

COMPENSATION COMMITTEE  +

CORPORATE GOVERNANCE COMMITTEE  +

FONTS USED

Text in boxes:
Gotham Medium 400
1.3 rem
ALL CAPS

*See Figure 8 on page 53 for accordion in context.*

# Graphic elements

## Buttons (cont'd)

Buttons that serve a navigational purpose should also be treated consistently in our digital communications. These buttons change content on the page rather than redirecting the user to another page.

**TAB NAVIGATION (COLOR DESIGNATED BY SECTION)**

Financial Information

Stock & Dividend Information

Events & Presentations

**LEFT-HAND-RAIL NAVIGATION (COLOR DESIGNATED BY SECTION)**

❯ Corporate Overview

❯ History

**LEFT-HAND-RAIL NAVIGATION ON MOBILE (DROPDOWN COLOR DESIGNATED BY SECTION)**

Corporate Overview ⌄

**FONTS USED**

Tab navigation:
Gotham Medium 400
12 px

Left-hand-rail navigation:
Gotham Medium 400
14 px

Dropdown in forms:
Gotham Book 300
14 px

**CAROUSEL BULLETS**

■ ☐ ☐ ☐

**PAGINATION**

‹ PREV | 1 | 2 | NEXT ›

**DROPDOWN IN FORMS**

Please select ⇕

*Baxter*

# Graphic elements

## Links

Links, standalone CTAs and breadcrumbs have a distinct style in our digital communications. See examples at right.

STANDALONE CTA

## Download button ⬇

## Caret button ❯

## Pdf button 📄

## External link button ⬈

STANDALONE LINK

## Standalone Link Text 1
## Standalone Link Text 2

Paragraph text lorem ipsum dolor sit amet, **link in running text** elit. Maecenas quis commodo nulla, quis molestie massa. Nullam quis mattis est, donec ultrices dignissim lacus eu congue.

- **List item link**

BREADCRUMB

Home > Lorem ipsum sit > **Lorem**

*See Figures 7, 8 and 9 on page 53 for breadcrumbs in context.*

PAGE ACTIONS

## EMAIL ✉

## SHARE ⌣

## PRINT 🖨

FONTS USED

Text links:
Gotham Medium 400
18 px, 16 px, 14 px

Breadcrumb:
Gotham Medium 400
Gotham Semi-Bold 600

*Baxter*

# Graphic elements

## Navigation icons

Icons with a navigational purpose are designed with an off-state (inactive) as well as an on-state (active). These icons are also color-coded based on subject matter (purple for Investors, pink for Careers, etc.).

**CORPORATE INACTIVE/ACTIVE STATES (COLOR–DESIGNATED)**

| Investors | Careers | News & Media | Partners & Suppliers | Inside Baxter |
|---|---|---|---|---|
|  Financial |  Life at Baxter |  Press releases |  Partners |  Overview |
|  Events & presentations |  Career areas |  Fact sheets |  Suppliers |  Leadership |
|  Stock & dividend |  Student life/ programs |  Feature stories |  Ecommerce |  Honors & awards |
|  Shareholder | |  Media contact | |  Governance, ethics & compliance |
|  Biopharmaceuticals spin-off | | | |  Innovating |
| | | | |  Supporting science |

**Baxter**

# Graphic elements

## Navigation icons (cont'd)

Icons with a navigational purpose are designed with an off-state (inactive) as well as an on-state (active). These icons are also color-coded based on subject matter (green for Responsibility, blue for Products & Expertise, etc.).

CORPORATE INACTIVE/ACTIVE STATES (COLOR–DESIGNATED)

### Responsibility

Sustainability report

Resources

Public policy

About us (Int'l Foundation)

Giving

### Products & Expertise

Our expertise

Peritoneal dialysis products
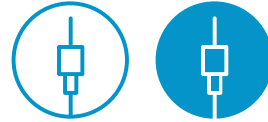
Hemodialysis products
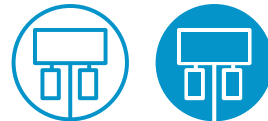
Acute kidney injury products

Our services

Products

Pharmacy products

Nutrition products

Surgical care products

### Other

**Baxter**

# Graphic elements

## Iconography

In some cases, iconography is used to highlight an important fact, statistic or benefit. These icons will appear knocked out in white over a colored background, aligned to the left wherever possible.

**IMPORTANT FACTS**

Boxes



**SCIENCE & INNOVATION**

Past, Present & Future



Increasing access to care



Enhancing clinical outcomes



Improving efficiency

# Graphic elements

## Indicators & social icons

Actionable indicators and social icons have their own style and should be treated consistently throughout our digital communications. See examples at right.

**ARROWS**

| | | |
|---|---|---|
| Dropdown | Right | Left |

**CARETS**

| | | |
|---|---|---|
| CTA | Right | Left |

**ACTIONS**

| | | | | | |
|---|---|---|---|---|---|
| Plus | Minus | Download | External link | Tag | Share |

RSS

| | | | | | |
|---|---|---|---|---|---|
| PDF | Email | Print | View | Search | Stock ticker |

Play video
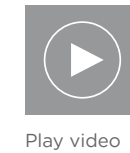
**SOCIAL**

Social icons on footer

Follow us icons

**FAVICON**

Shortcut icon

**Baxter**

# Graphic elements

## Data visualization, tables & forms

Data, charts and tables have been designed to communicate with clarity. Simple shapes, lines and illustrations should be used in conjunction with colors from the secondary color palette. Avoid the use of clip art, drop shadows or three-dimensional shapes in charts and diagrams.

### DATA (FINANCE)

Stock performance



Events & presentation



*See Figures 12, 13 and 14 on page 54 for tables in context.*

Stock quote/chart



Spin-off information



SEC filings



FONTS USED

Gotham Book 300
Gotham Medium 400

# Graphic elements

## Data visualization, tables & forms (cont'd)

Data, charts and tables have been designed to communicate with clarity. Simple shapes, lines and illustrations should be used in conjunction with colors from the secondary color palette. Avoid the use of clip art, drop shadows or three-dimensional shapes in charts and diagrams.

**TABLES (PRODUCTS)**

Product updates



Product list A-Z

# Graphic elements

## Data visualization, tables & forms (cont'd)

Data, charts and tables have been designed to communicate with clarity. Simple shapes, lines and illustrations should be used in conjunction with colors from the secondary color palette. Avoid the use of clip art, drop shadows or three-dimensional shapes in charts and diagrams.

**TABLES (CONTACT & SUPPORT)**



**FORMS**



FONTS USED

Gotham Book 300
Gotham Medium 400

**Baxter**

# Web styles

## Navigation

Navigational components should be treated consistently throughout all our digital communications. Here are some examples of top-level navigation on the Baxter corporate website.

**UTILITY NAVIGATION**



**UTILITY NAVIGATION (ON MOUSE OVER)**



**MAIN NAVIGATION**



**MAIN NAVIGATION (ON MOUSE OVER)**



**MAIN NAVIGATION — DROPDOWN (ON CLICK)**
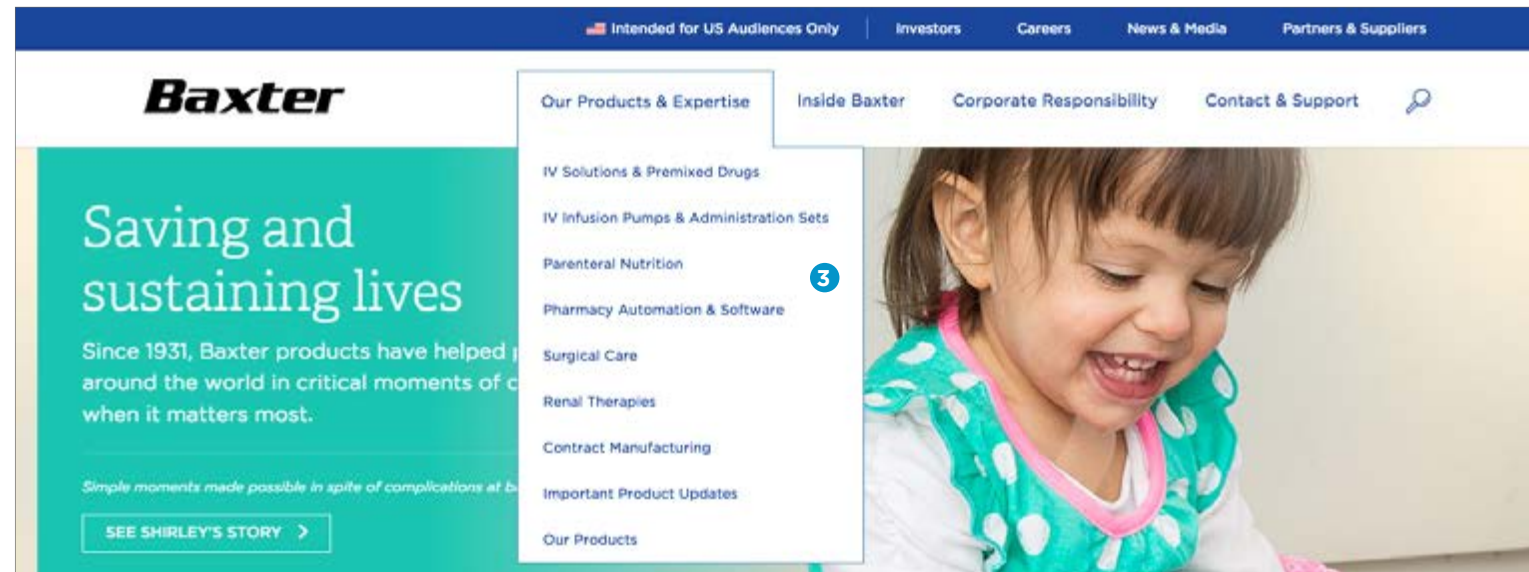


FONTS USED

**1** Utility navigation:
Gotham Medium 400
12 px

**2** Main navigation:
Gotham Medium 400
14 px

**3** Dropdown:
Gotham Medium 400
12 px

# Web styles

## Navigation

Second- and third-level navigational components should also be treated consistently throughout our digital communications, whether they're drop-downs, side menus or tabs. Here are some examples from the Baxter corporate website.
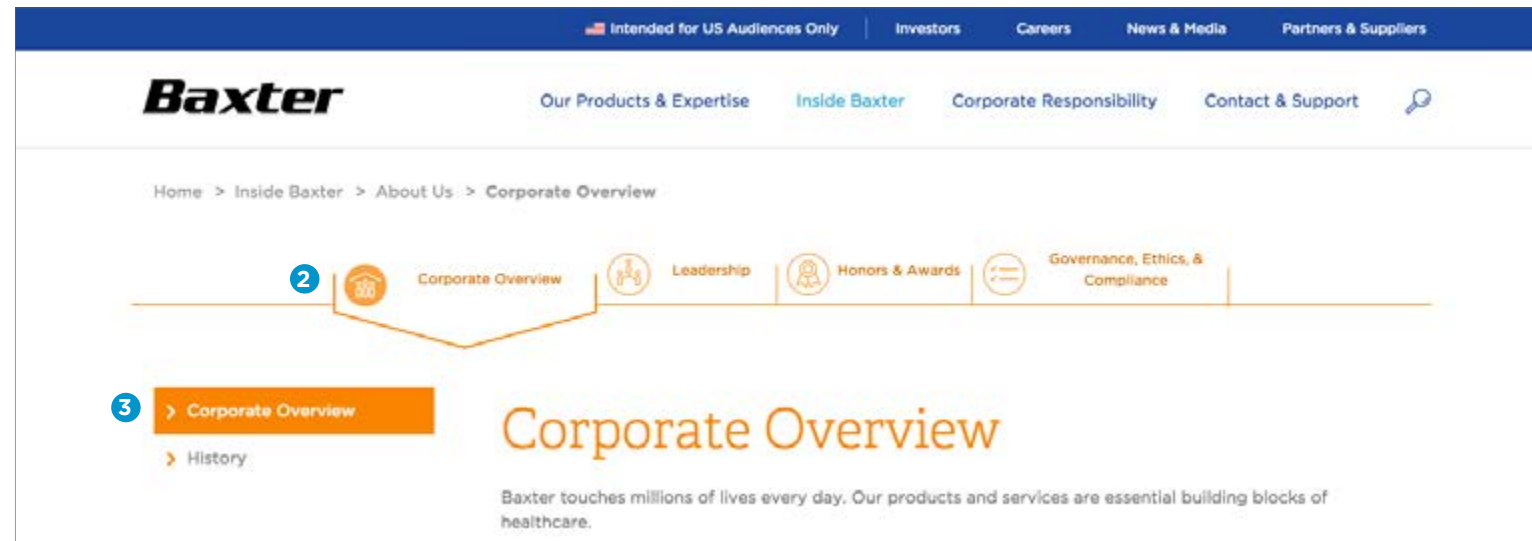
**MASTHEAD DROPDOWN**



**TAB NAVIGATION + LEFT–HAND–RAIL NAVIGATION (SECONDARY PAGES)**



FONTS USED

1 Masthead dropdown:
Gotham Medium 400
1.3 rem
ALL CAPS

2 Tab navigation:
Gotham Medium 400
12 px

3 Left hand rail
navigation:
Gotham Medium 400
14 px

# Web styles

## Navigation

Navigation within footers should always be neat and organized for a simple presentation and ease of use. Note the use of knocked-out white type against a gray-colored background.

**MAIN FOOTER**



FONTS USED

1 Footer:
Headers:
Gotham Medium 400
14 px

2 Text links:
Gotham Book 300
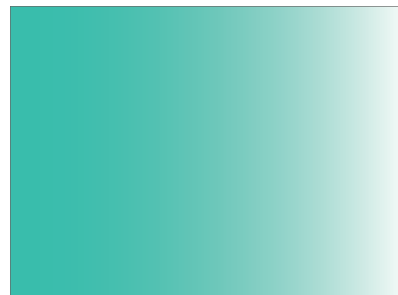12 px

3 Copyright:
Gotham Book 300
10 px

# Web styles

## Imagery & photography

Photographs and images should be treated consistently in our digital communications. Here are some examples of how to properly apply the gradient effect to images in mastheads on the Baxter corporate website.

Note: Images used in digital communications should be taken from the Baxter corporate photo library only.

MASTHEAD (HOMEPAGE)



MASTHEAD (PRIMARY PAGES)
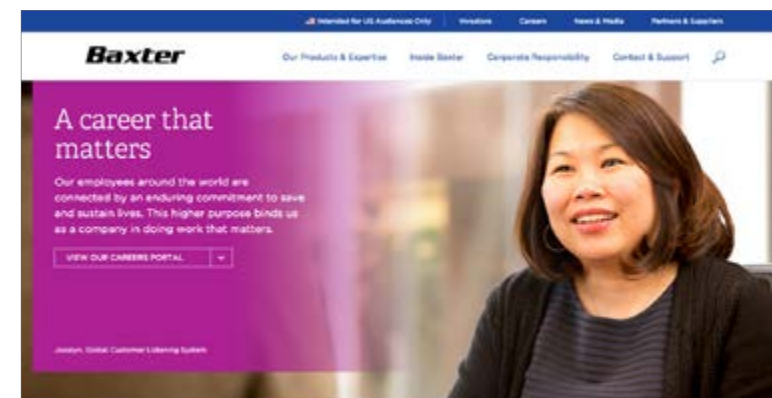
# Web styles

## Imagery & photography

Photographs and images should be treated consistently in our digital communications. Here are some examples of how to properly apply the gradient effect to images on secondary pages and photo cards on the Baxter corporate website.

**MASTHEAD (SECONDARY PAGES)**







**PHOTO CARD (FULL WIDTH)**

# Web styles

## Imagery & photography

Photographs and images should be treated consistently in our digital communications. Here are some examples of how to treat images with and without data visualization modules on the Baxter corporate website.

**CARD WITH PHOTO**





**CARD WITH PHOTO + DATA CHART**

# Web styles

## Imagery & photography

On top-level pages of the Baxter corporate website, scaled-back photographs can be used as a background element. See right for an example.

Note: This background element is intended for the desktop and tablet experiences only.

**PHOTOGRAPHY BACKGROUND – PRIMARY PAGES**
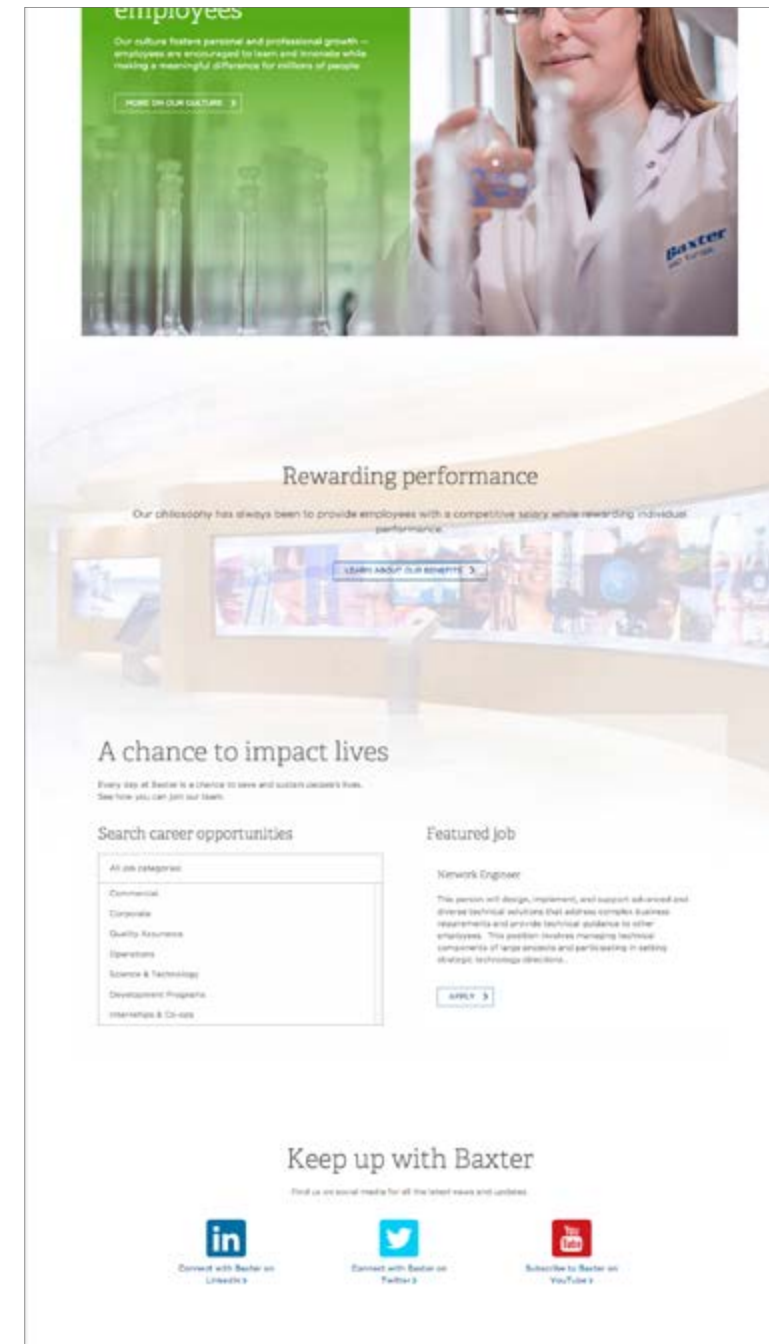
# Web styles

## Imagery & photography

On secondary pages of the Baxter corporate website, scaled-back photographs can be used as a background element. See right for an example.

Note: This background element is intended for the desktop and tablet experiences only.

**PHOTOGRAPHY BACKGROUND – SECONDARY PAGES**
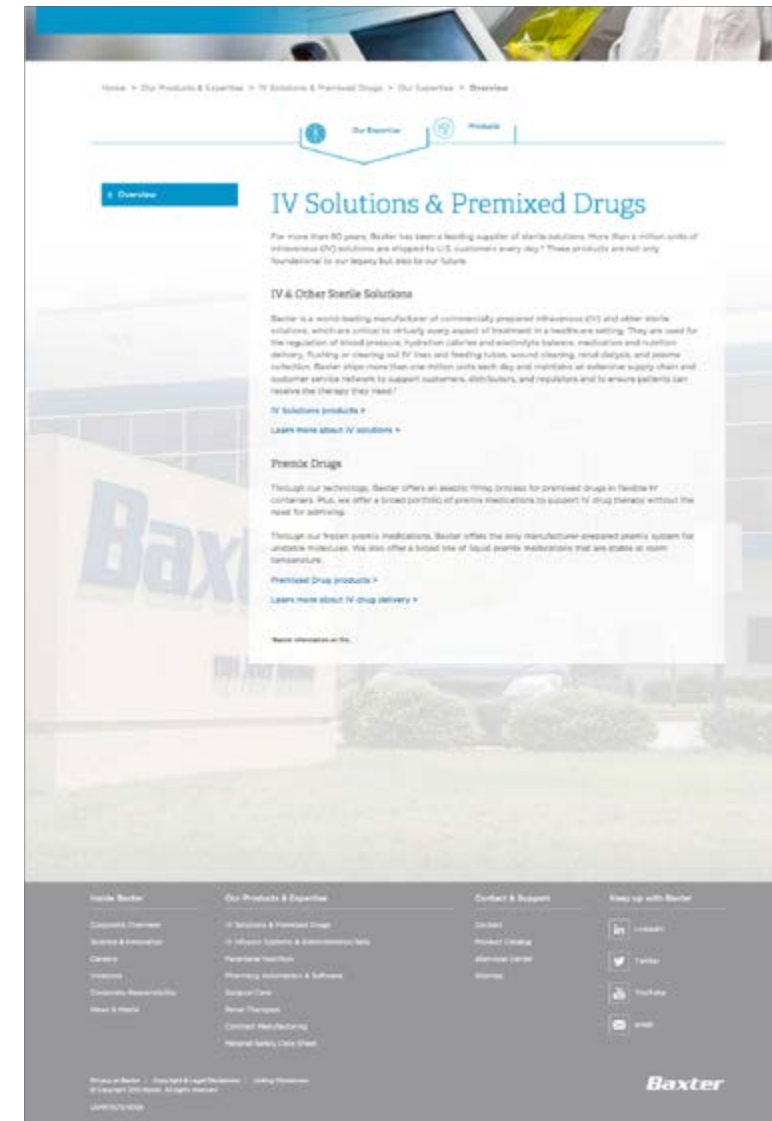
# Web styles

## Imagery & Photography

On product pages of the Baxter corporate website, photographs of products on a plain white background are surrounded with a simple blue stroke. See right for an example.

**PRODUCT IMAGES**
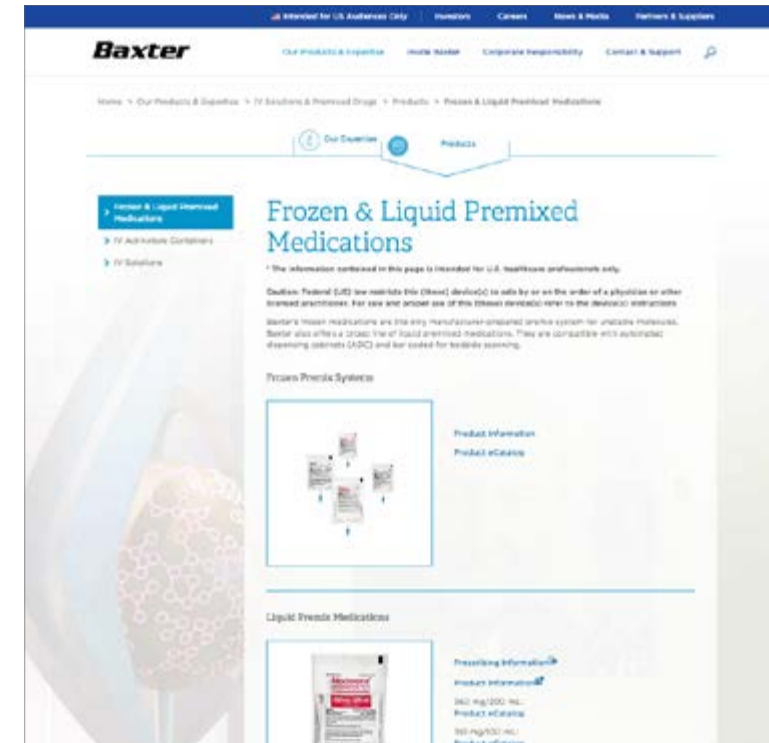
# Web styles

## Page templates (desktop)

The Baxter corporate website was designed using a variety of flexible templates. Here are examples of T1, T2 and T3 page templates for the desktop experience.
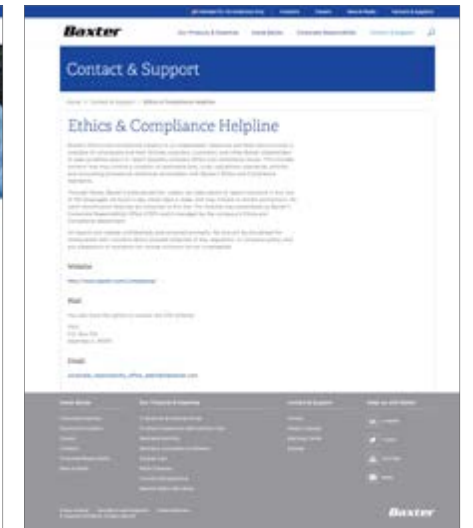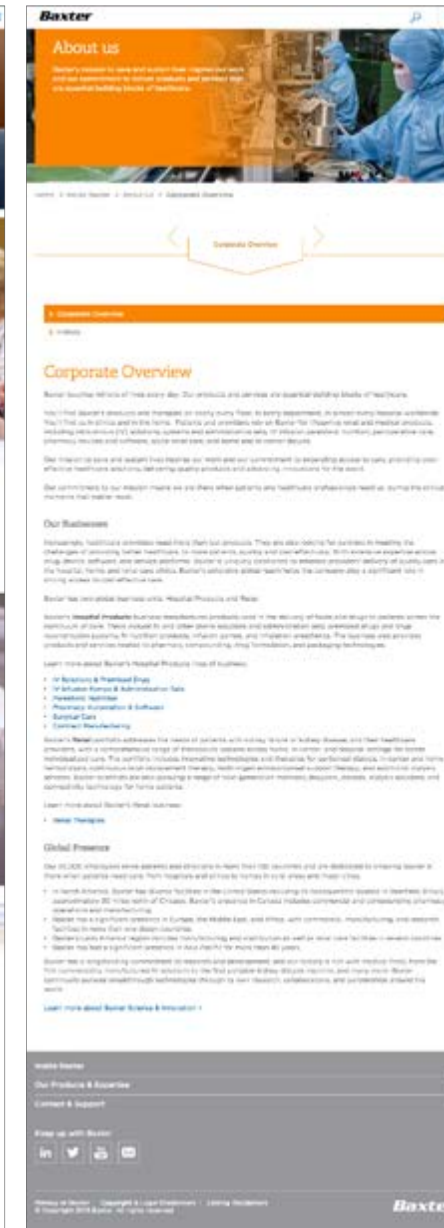
**T1. PRIMARY PAGE – HOMEPAGE**



**T1. PRIMARY PAGE**



**T2. SECONDARY PAGE**



**T3. TERTIARY PAGE**



**Baxter**

# Web styles

## Page templates (tablet - portrait)

The Baxter corporate website was designed using a variety of flexible templates. Here are examples of T1, T2 and T3 page templates for the tablet experience.

**Baxter**

### T1. PRIMARY PAGE – HOMEPAGE
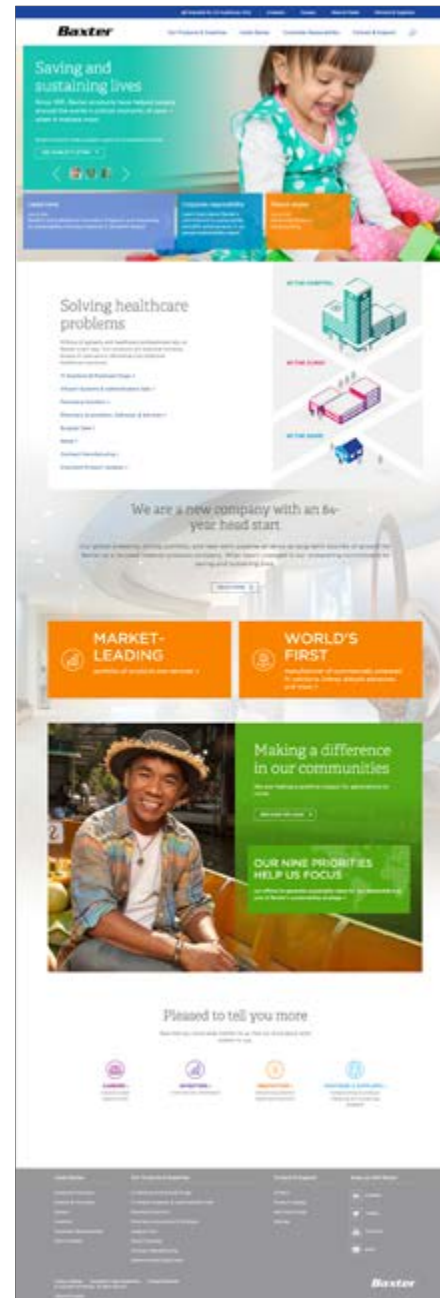


### T1. PRIMARY PAGE



### T2. SECONDARY PAGE
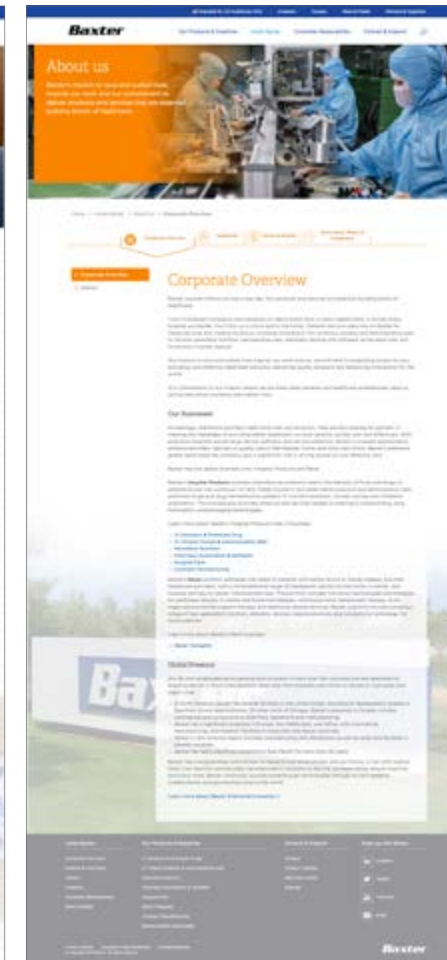


### T3. TERTIARY PAGE

# Web styles

## Page templates (mobile)

The Baxter corporate website was designed using a variety of flexible templates. Here are examples of T1, T2 and T3 page templates for the mobile experience.

**T1. PRIMARY PAGE – HOMEPAGE**



**T1. PRIMARY PAGE**



**T2. SECONDARY PAGE**



**T3. TERTIARY PAGE**
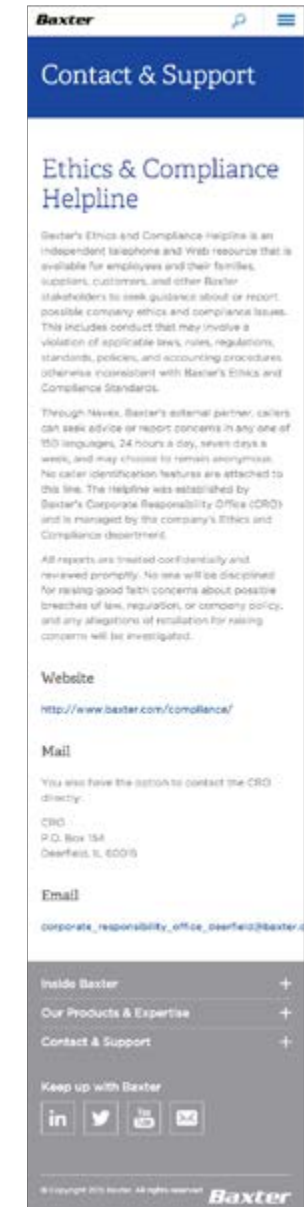
# 03
# Mobile approach

Maintaining a seamless user experience between desktop and mobile devices is an essential part of presenting a strong and unified Baxter brand in the digital space. Just because the screen is smaller, doesn't mean the experience has to be. On the following pages, see how the Baxter brand is brought to life in mobile.

**Baxter**

# Desktop vs. mobile

## Mobile-first design

The Baxter digital experience was designed from a mobile-first perspective. Meaning everything envisioned during the concept phase went through a mobile lens first. As a result, visitors to the mobile site will see virtually the same exact content as visitors to the desktop site, with only minor functionality differences.

Note: When designing for mobile, keep in mind that some users will be viewing the content on a Retina Display. As a result, mobile graphics should be designed at 144 dpi, as opposed to the standard 72 dpi for desktop designs.
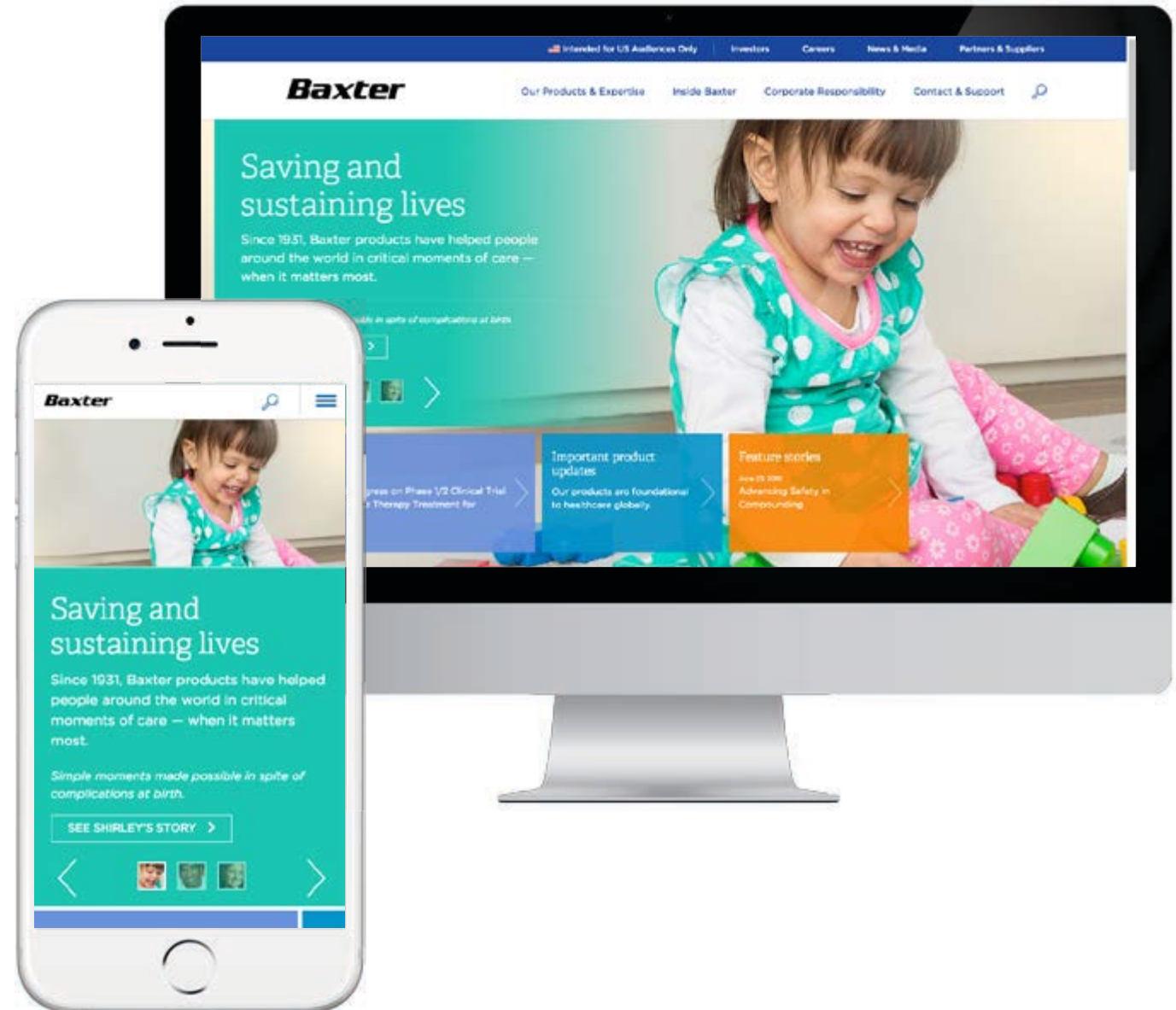


**Baxter**

# Desktop vs. mobile

## Fluid layout

The Baxter mobile site was designed responsively, allowing the content to adapt in order to fit the viewer's browser or device. Users can view site content in its entirety without having to pinch and zoom or scroll from side to side to see hidden navigation and content, for a more user-friendly experience.
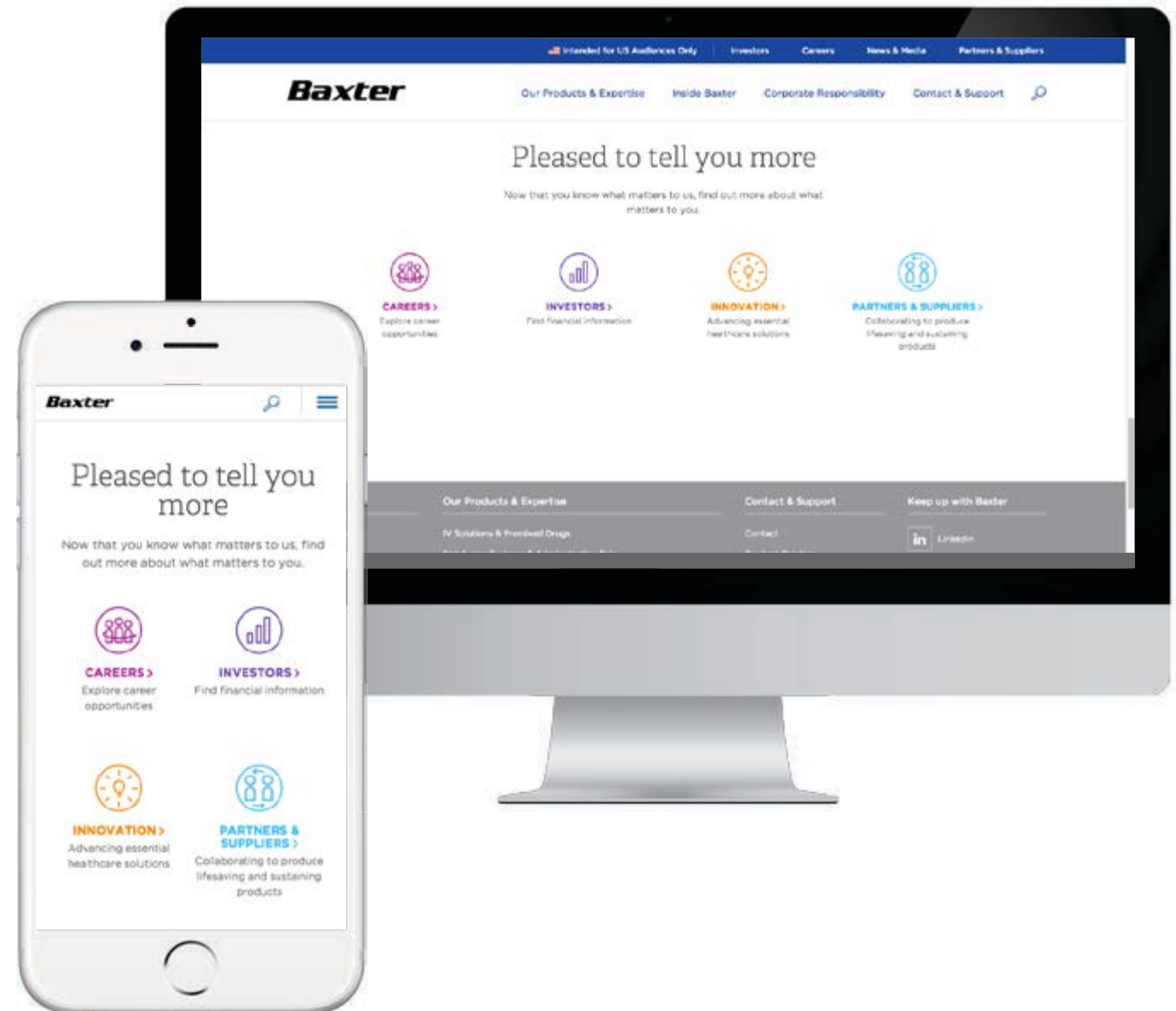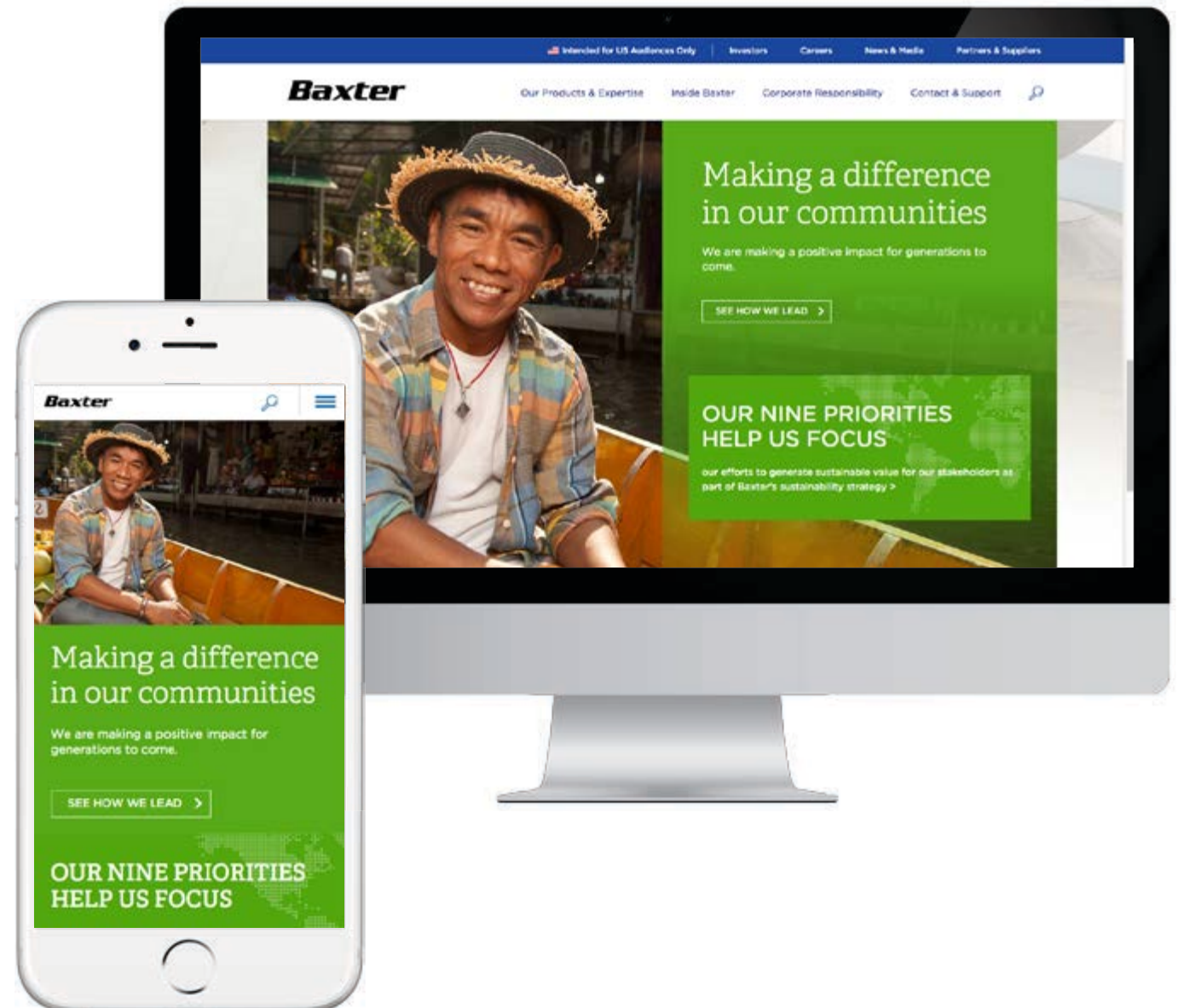
# Desktop vs. mobile

## Scalable content

The content on the desktop experience was designed to scale seamlessly and easily for mobile devices. In the mobile experience, the content stacks neatly on top of each other, making it simple for a user to scroll from one piece of content to the next.

# Desktop vs. mobile

## Collapsible content

Another slight difference between the desktop and mobile experiences is the condensing of content when space is at a premium. Content is collapsed into an accordion format and can be viewed by simply tapping to expand.



**Baxter**
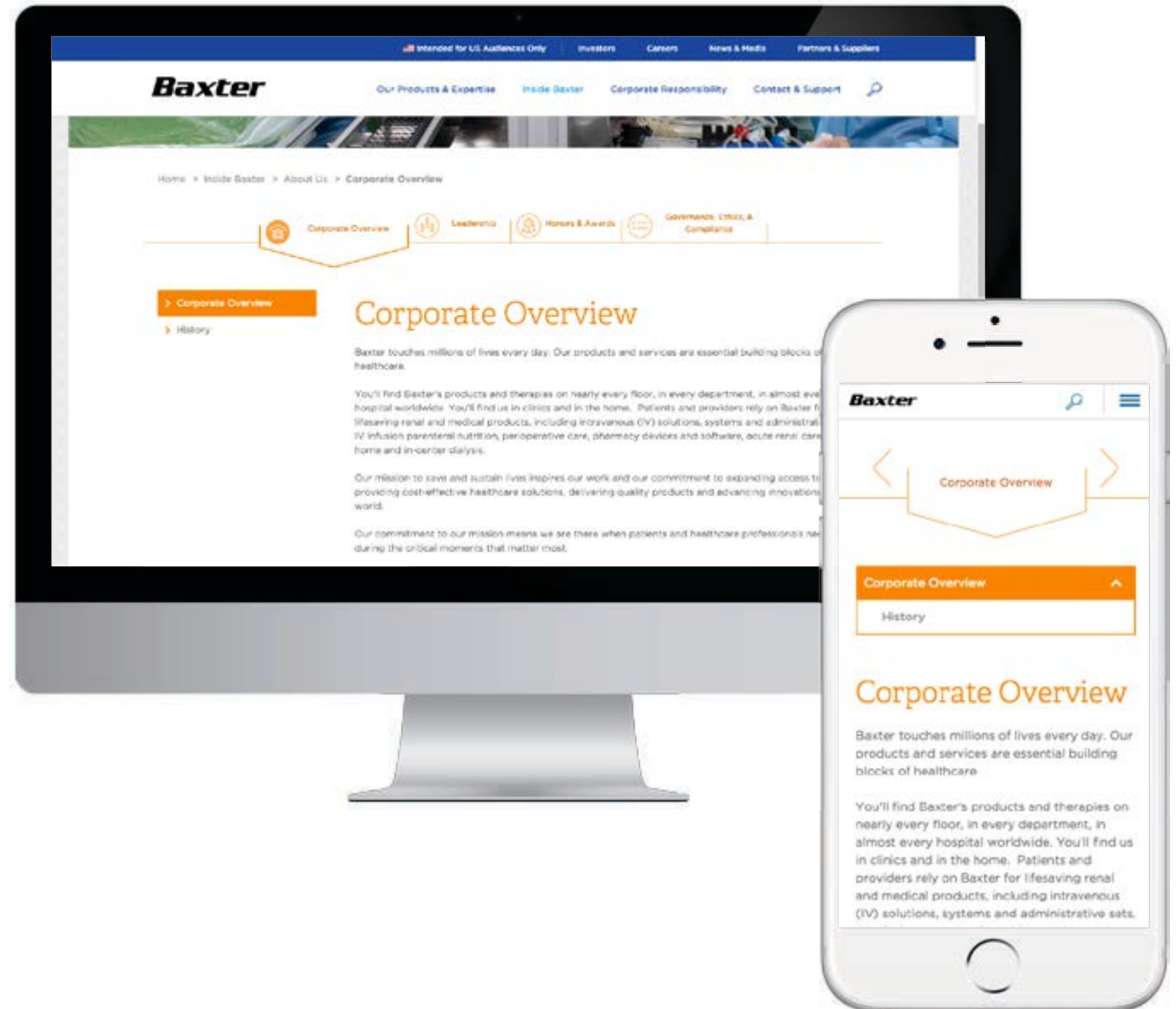
# Functionality

## Swipe functionality

Mobile users typically expect to be able to swipe in order to move from one piece of content to the next. As a result, we've included swipe functionality in the mobile experience where appropriate.
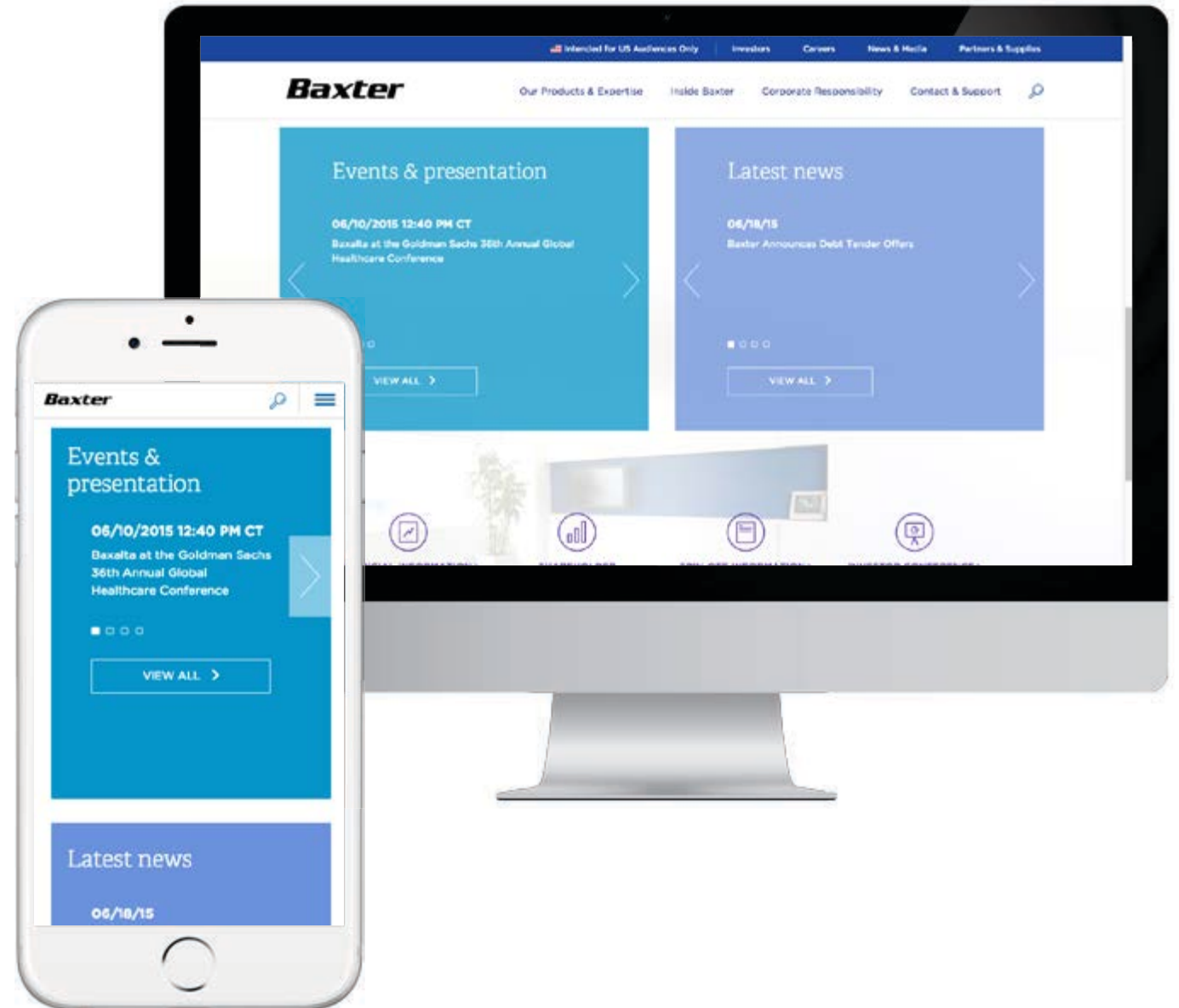
# Photography

## Scalable imagery

Because mobile users will be viewing the site on smaller screens, the photography is scaled down to fit within the space. We've also introduced a darkened layer over the bottom portion of the images to accommodate type knocked out in white.
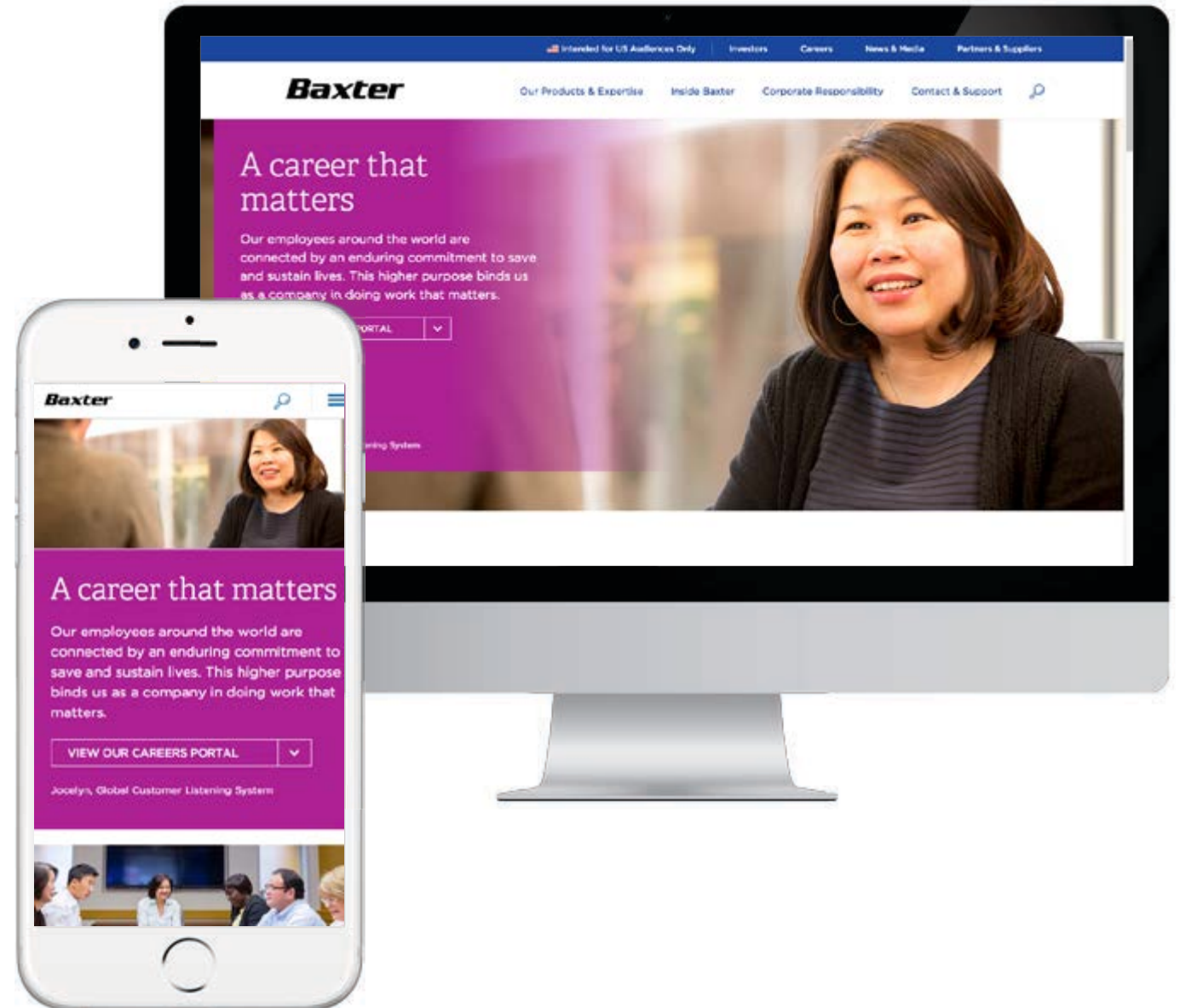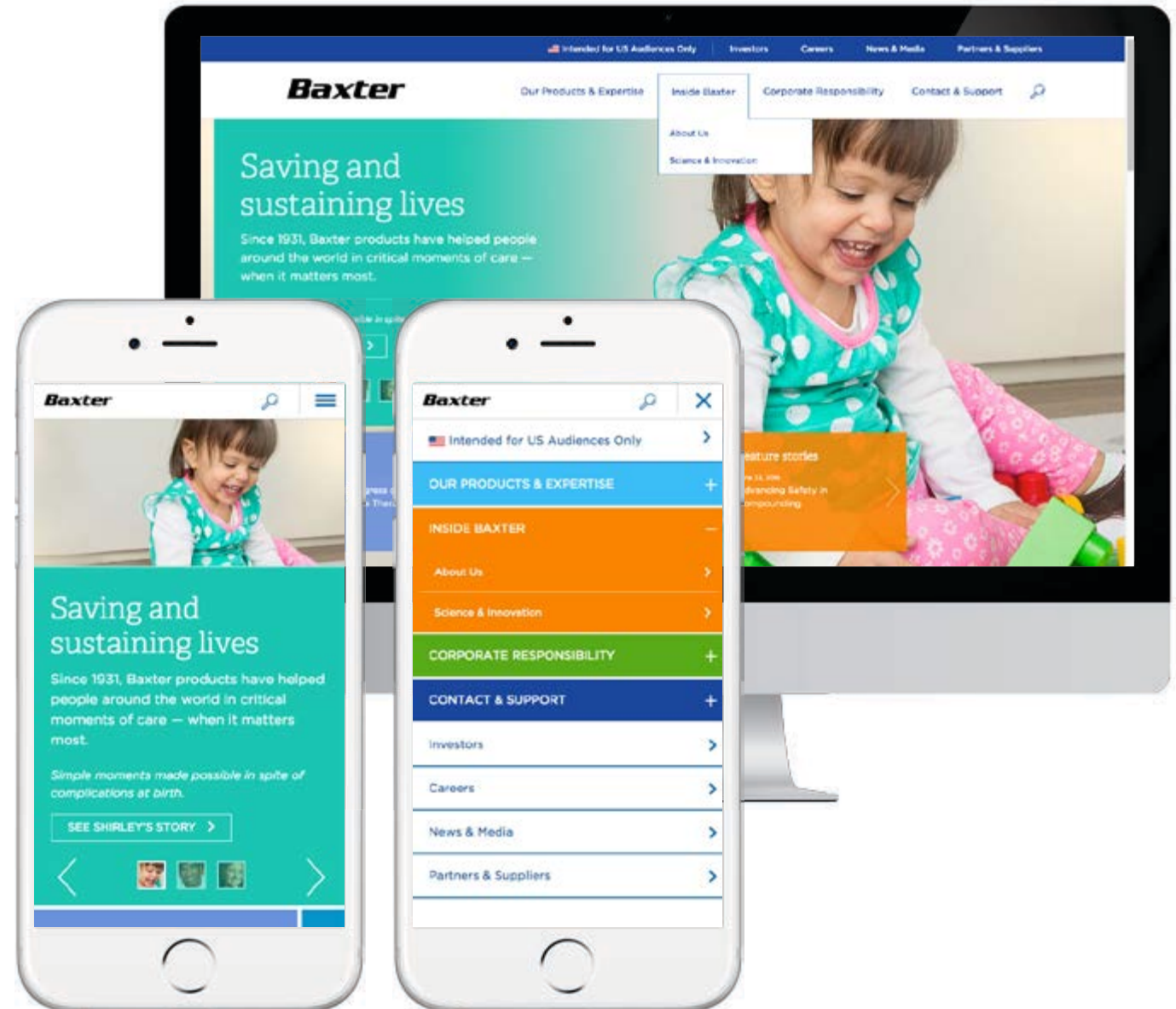
# Navigation

## Hamburger menu

A mobile-friendly hamburger menu (or side menu) houses the main navigation for the mobile experience. On tap, it drops down to reveal the stacked navigational items and additional secondary–nav items.

# Appendix

Figure 1

Figure 2

Figure 3

Figure 4
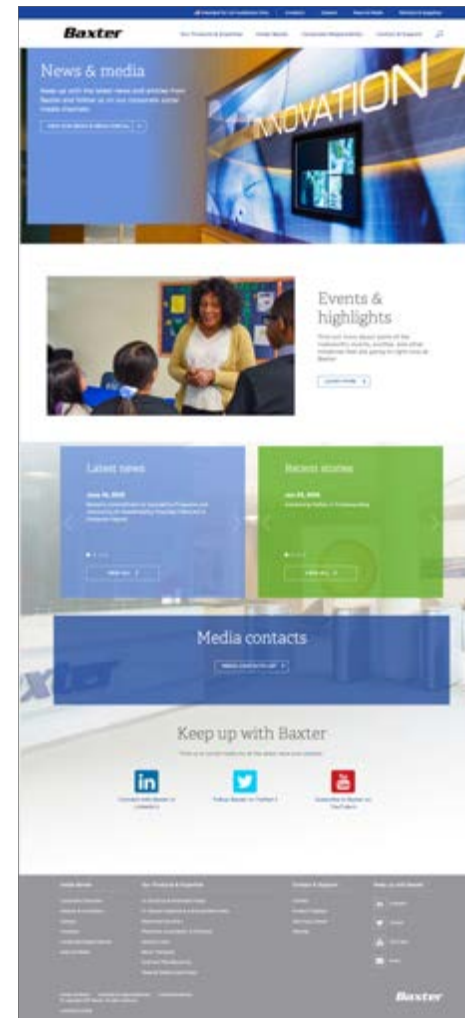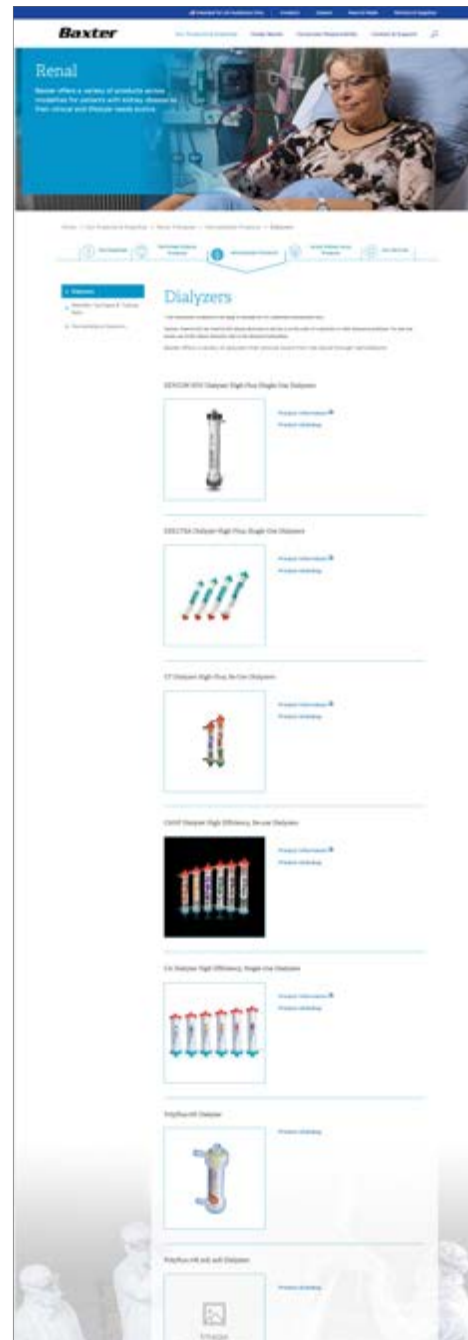
Figure 5



**Baxter**

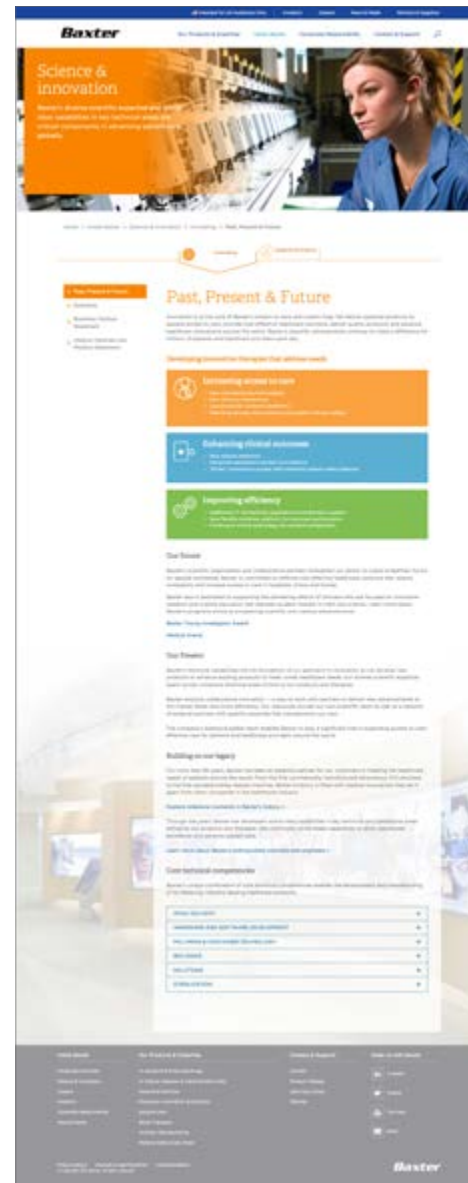Figure 6

Figure 7

Figure 8

Figure 9
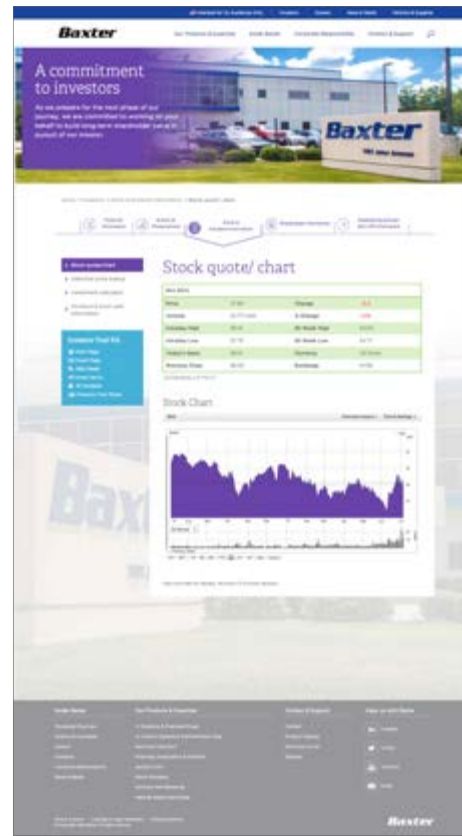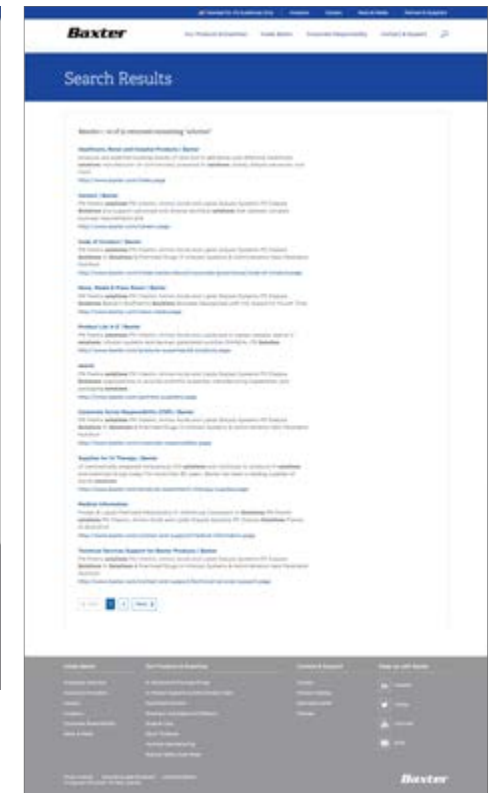
Figure 10

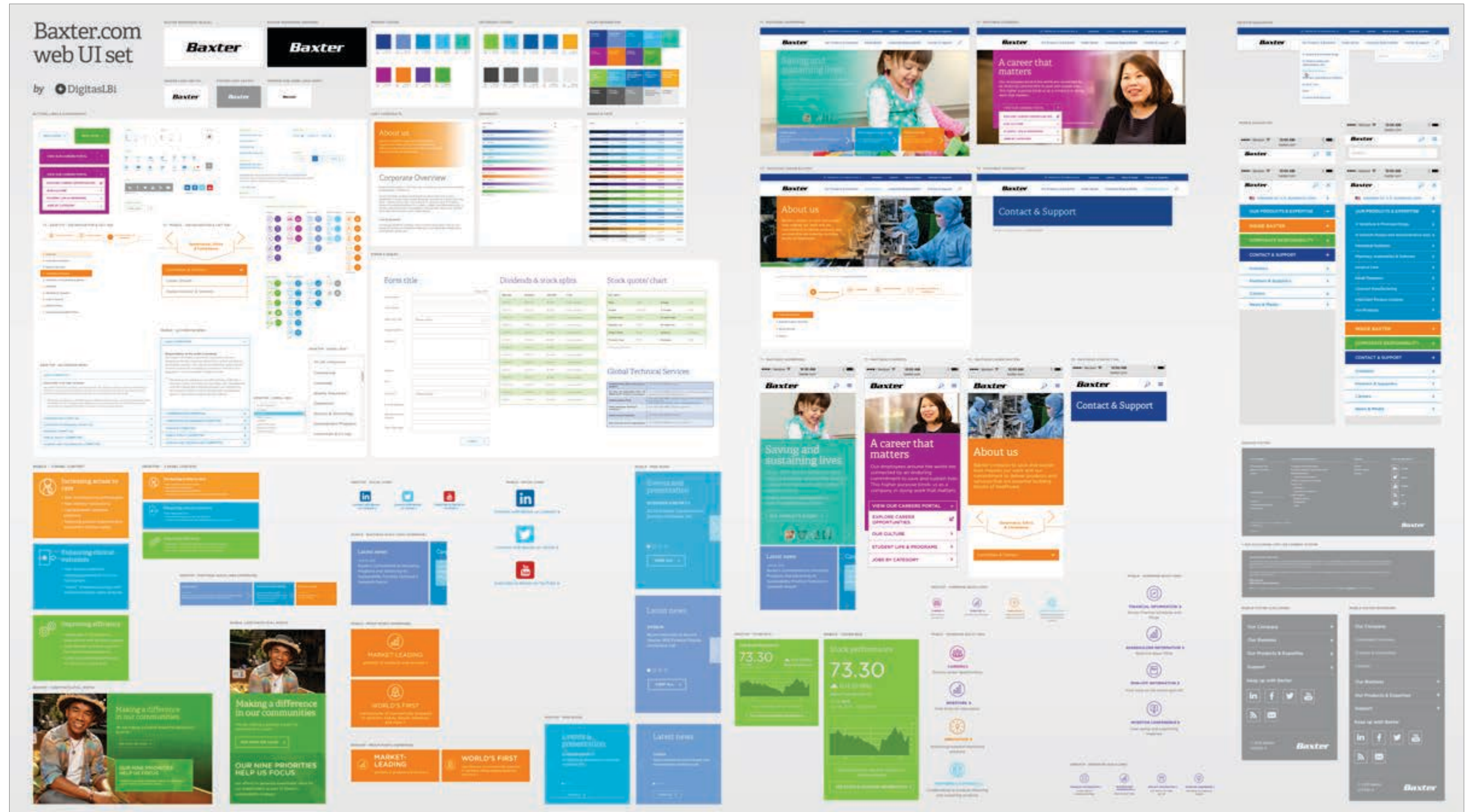Figure 11



Figure 12



Figure 13



Figure 14



Figure 15

# Web UI Set

*baxter_web_ui_set.psd*

# Baxter

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Created by


DigitasLBi

If you have any questions concerning proper usage of the materials covered in this digital style guide, please direct them to:
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**baxter.com**