

windstreamTM

E-commerce Style Guide

September 2007



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1. Typefaces

Graphic Text

Arial Rounded MT Std Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Arial Rounded MT Std Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Arial Rounded MT Std Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789**

Arial Rounded MT Std Extra Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789**

VistaSans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

VistaSans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

VistaSans Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789**

HTML Text

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789**

2. Palette

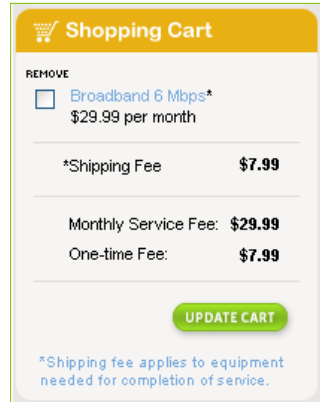
Primary Colors

Windstream Green #7dba00	Windstream Orange #e8b012	Windstream Blue #7aabde
#bedc7f	#f3d788	#bcd5ee
#e5f1cc	#faefd0	#e4eef8

Secondary Colors

Windstream Gray #8c7d70	Windstream Red #d94f00	Windstream Violet #8273ba	Windstream Dark Blue #0d5c91	Windstream Brown #ab7038
#c5beb7	#eca77f	#c0b9dc	#86adc8	#d5b79b
#e8e5e2	#f7dccc	#e6e3f1	#cfdee9	#eee2d7

3. Modules



Shopping Cart

REMOVE

☐ Broadband 6 Mbps*
\$29.99 per month

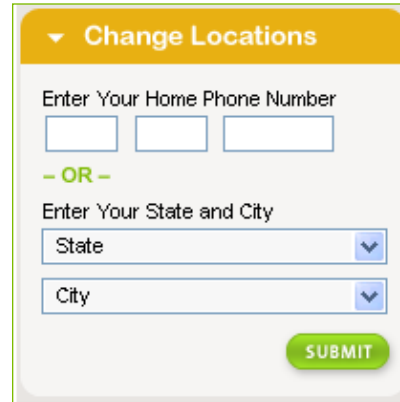
*Shipping Fee **\$7.99**

Monthly Service Fee: **\$29.99**
One-time Fee: **\$7.99**

UPDATE CART

*Shipping fee applies to equipment needed for completion of service.

a. shopping cart
all comps



Change Locations

Enter Your Home Phone Number

- OR -

Enter Your State and City

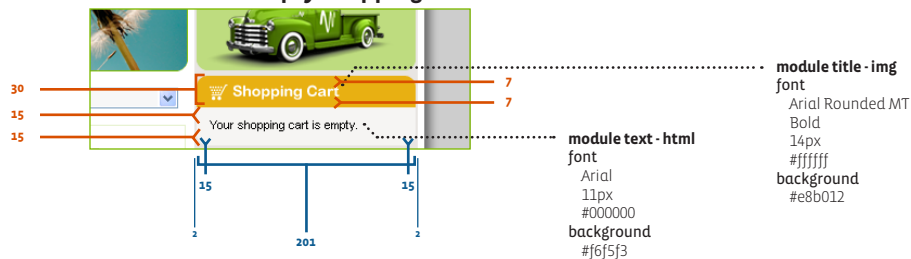
State

City

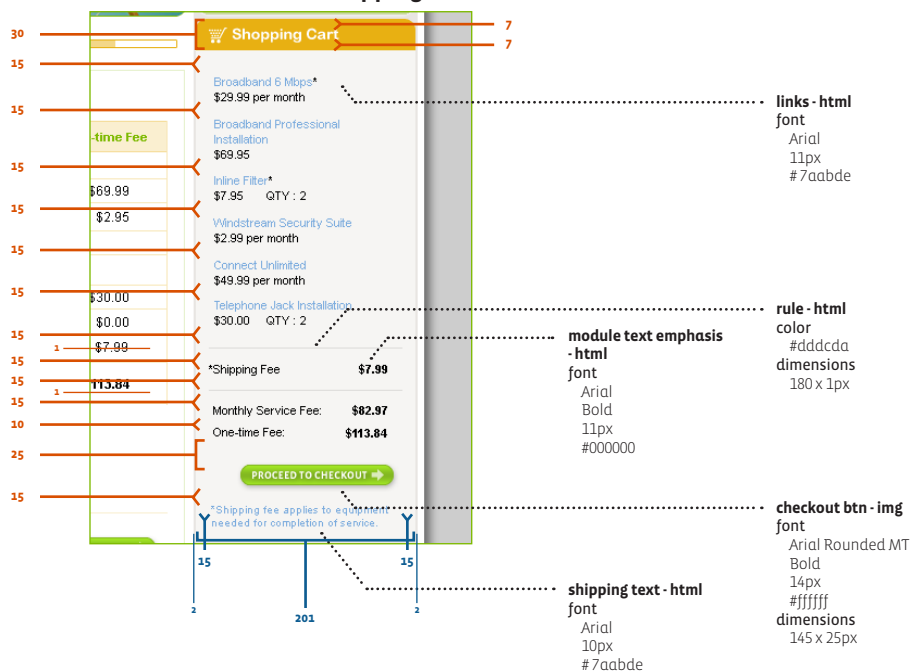
SUBMIT

b. change location
all comps

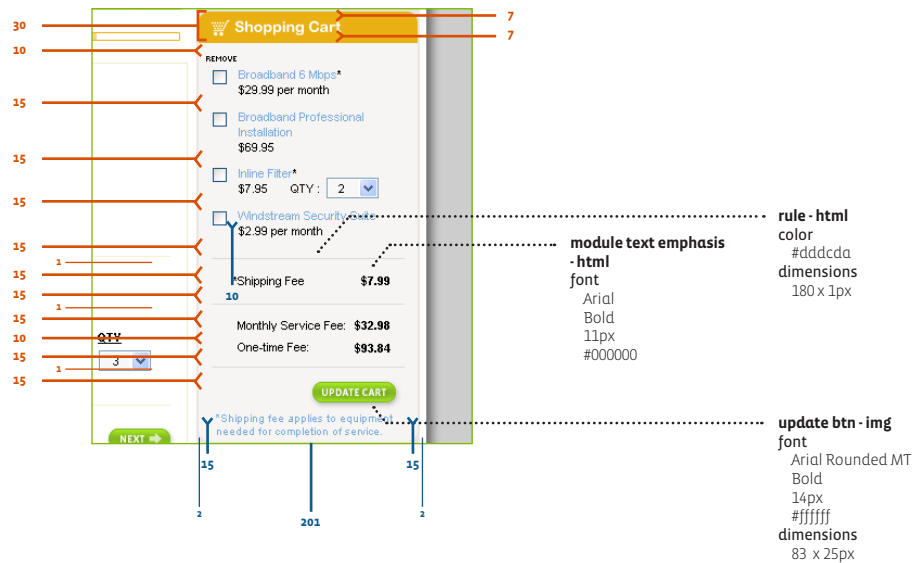
i. empty shopping cart



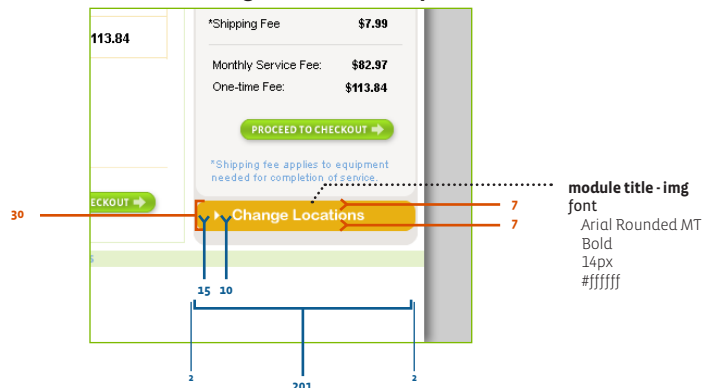
ii. shopping cart



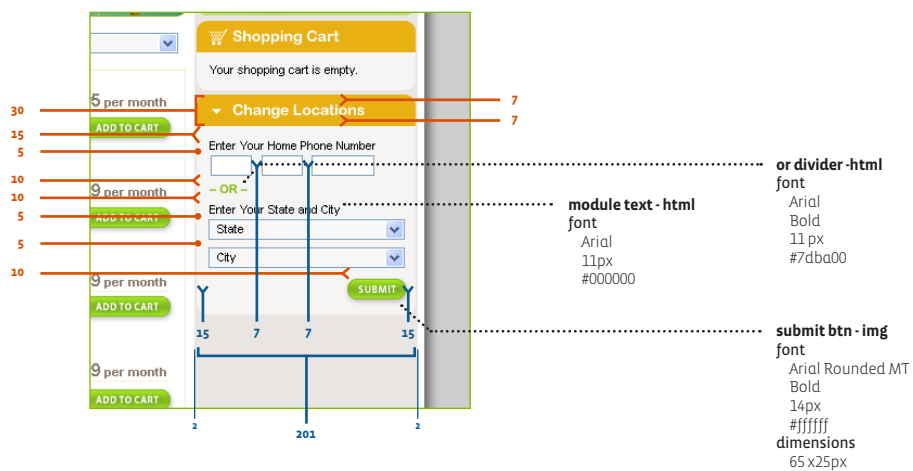
iii. edit shopping cart



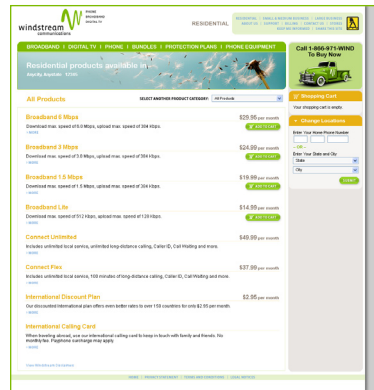
i. change location collapsed



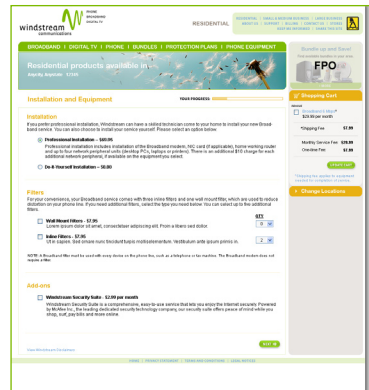
ii. change location expanded



4. Comps



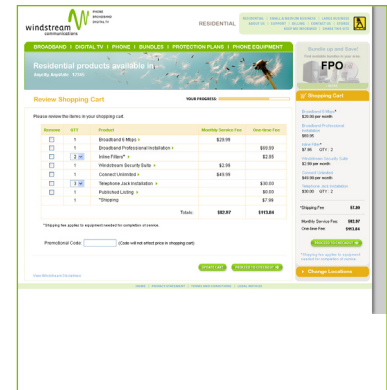
all products
001a_PutEntry



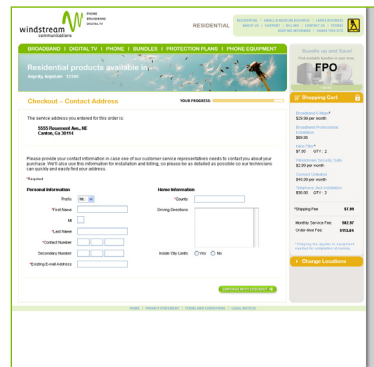
product broadband
005a_ProductBroadband



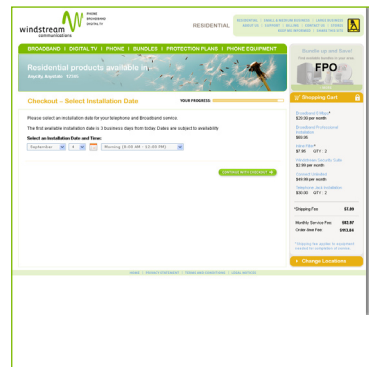
review shopping cart
008a_Checkout



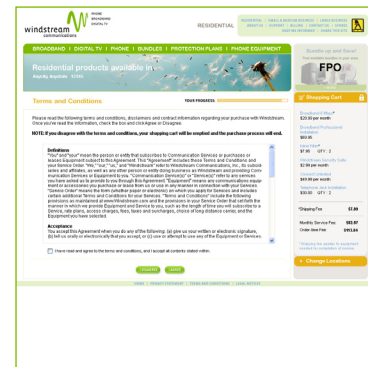
review shopping cart
008a_Checkout



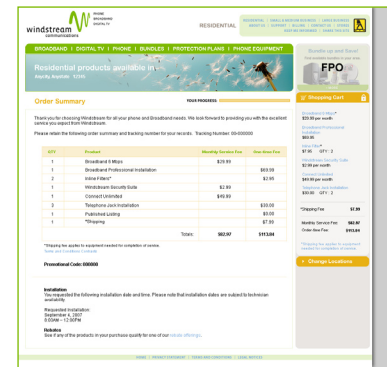
contact address
008bc_Checkout



select installation date
008f_Checkout



terms & conditions
008g_Checkout



order summary
016_Checkout

windstream communications
PHONE BROADBAND DIGITAL TV

RESIDENTIAL

BROADBAND | DIGITAL TV | PHONE | BUNDLES | PROTECTION PLANS | PHONE EQUIPMENT

Residential products available in
Any city, Any state 12345

Call 1-866-971-WIND To Buy Now

Shopping Cart

Change Locations

Enter Your Home Phone Number

OR

Enter Your State and City

State

City

SUBMIT

SELECT ANOTHER PRODUCT CATEGORY: All Products

All Products

Broadband 6 Mbps

Download max. speed of 6.0 Mbps, upload max. speed of 384 Kbps.

\$29.95 per month

ADD TO CART

Broadband 3 Mbps

Download max. speed of 3.0 Mbps, upload max. speed of 384 Kbps.

\$24.99 per month

ADD TO CART

Broadband 1.5 Mbps

Download max. speed of 1.5 Mbps, upload max. speed of 384 Kbps.

\$19.99 per month

ADD TO CART

Broadband Lite

Download max. speed of 512 Kbps, upload max. speed of 128 Kbps.

\$14.99 per month

ADD TO CART

Connect Unlimited

Includes unlimited local service, unlimited long-distance calling, Caller ID, Call Waiting and more.

\$49.99 per month

Connect Flex

Includes unlimited local service, 100 minutes of long-distance calling, Caller ID, Call Waiting and more.

\$37.99 per month

International Discount Plan

Our discounted International plan offers even better rates to over 150 countries for only \$2.95 per month.

\$2.95 per month

International Calling Card

When traveling abroad, use our international calling card to keep in touch with family and friends. No monthly fee. Payphone surcharge may apply.

HOME | PRIVACY STATEMENT | TERMS AND CONDITIONS | LEGAL NOTICES

page title - img font
Arial Rounded MT Std
Bold
18px
#e8b012

product dropdown - form font
Arial
10px
#000000
dimensions
196 x 19px

select text - img font
VistaSans
Bold
11px
#000000

subhead - html font
Arial
Bold
16px
#e8b012

body - html font
Arial
12px
#000000

more link - img font
VistaSans
Bold
10px
#7aabde

add to cart btn - img dimensions
100 x 25px

price - html font
Arial
Bold
16px
#8c7d70

per month - html font
Arial
Bold
11px
#8c7d70

right rail bg color
#e8e5e2

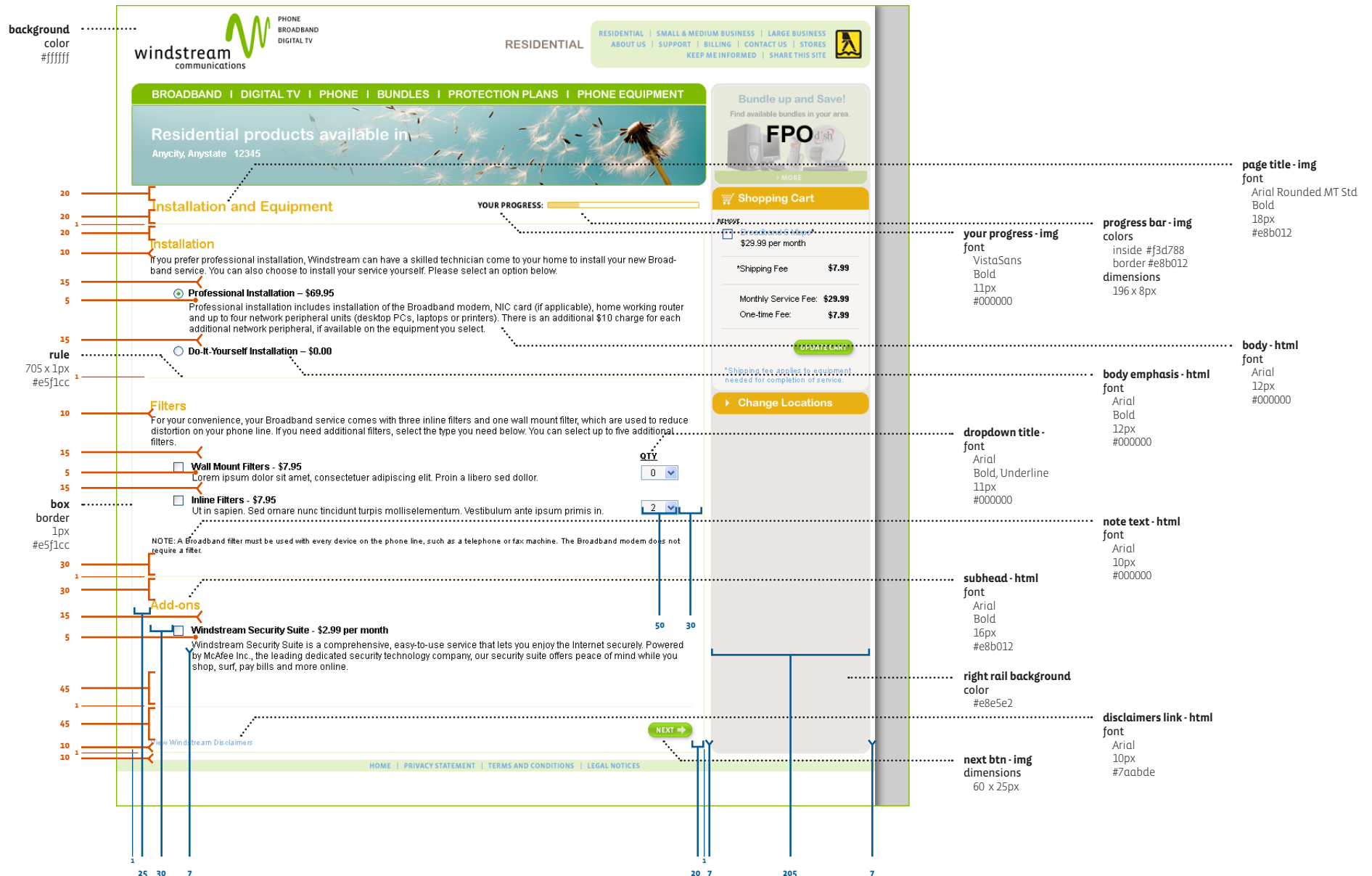
disclaimers link - html font
Arial
10px
#7aabde

bg color
#ffffff

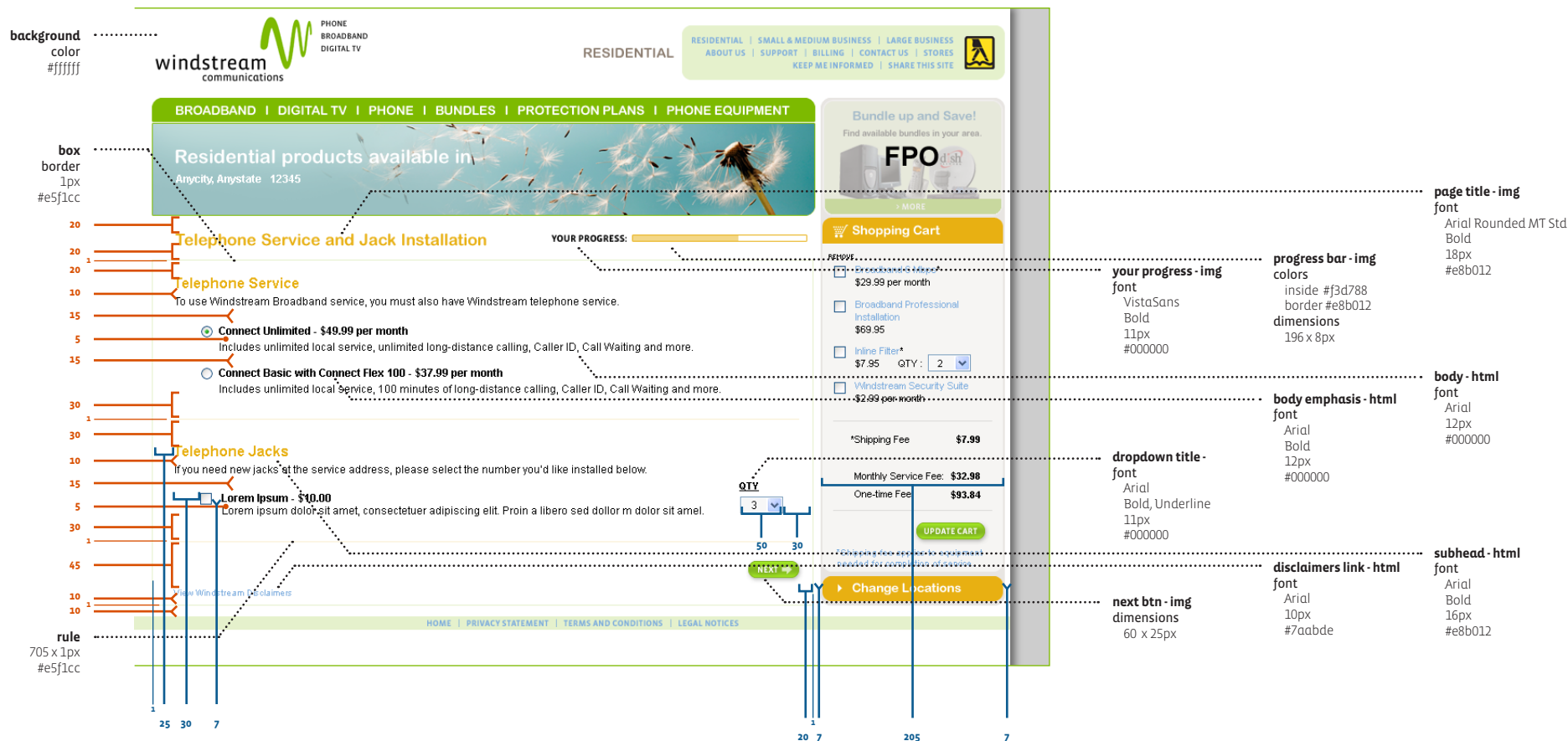
rule
705 x 1px
#e5f1cc

box border
1px
#e5f1cc

more caret dimensions
4 x 7px



b. product broadband
005a_ProductBroadband



background color #ffffff

box border 1px #e5f1cc

table cell borders 1px #f8e7b7

title bg #faefd0

rule 705 x 1px #e5f1cc

page title - img font
Arial Rounded MT Std
Bold
18px
#e8b012

your progress - img font
VistaSans
Bold
11px
#000000

progress bar - img colors
inside #f3d788
border #e8b012
dimensions 196 x 8px

table titles - html font
Arial
Bold
11px
#7dba00

body - html font
Arial
12px
#000000

note text - html font
Arial
10px
#000000

body emphasis - html font
Arial
Bold
12px
#000000

carrot dimensions 5 x 10px

Shipping fee applies to equipment needed for completion of service.

Promotional Code Code will not affect price in shopping cart

UPDATE CART PROCEED TO CHECKOUT

Change Locations

HOME | PRIVACY STATEMENT | TERMS AND CONDITIONS | LEGAL NOTICES

Remove	QTY	Product	Monthly Service Fee	One-time Fee
☐	1	Broadband 6 Mbps	\$29.99	
☐	1	Broadband Professional Installation		\$69.99
☐	2	Inline Filters*		\$2.95
☐	1	Windstream Security Suite	\$2.99	
☐	1	Connect Unlimited	\$49.99	
☐	3	Telephone Jack Installation		\$30.00
☐	1	Published Listing		\$0.00
*Shipping				\$7.99
Totals			\$82.97	\$113.84

Shipping Fee \$7.99

Monthly Service Fee: \$82.97

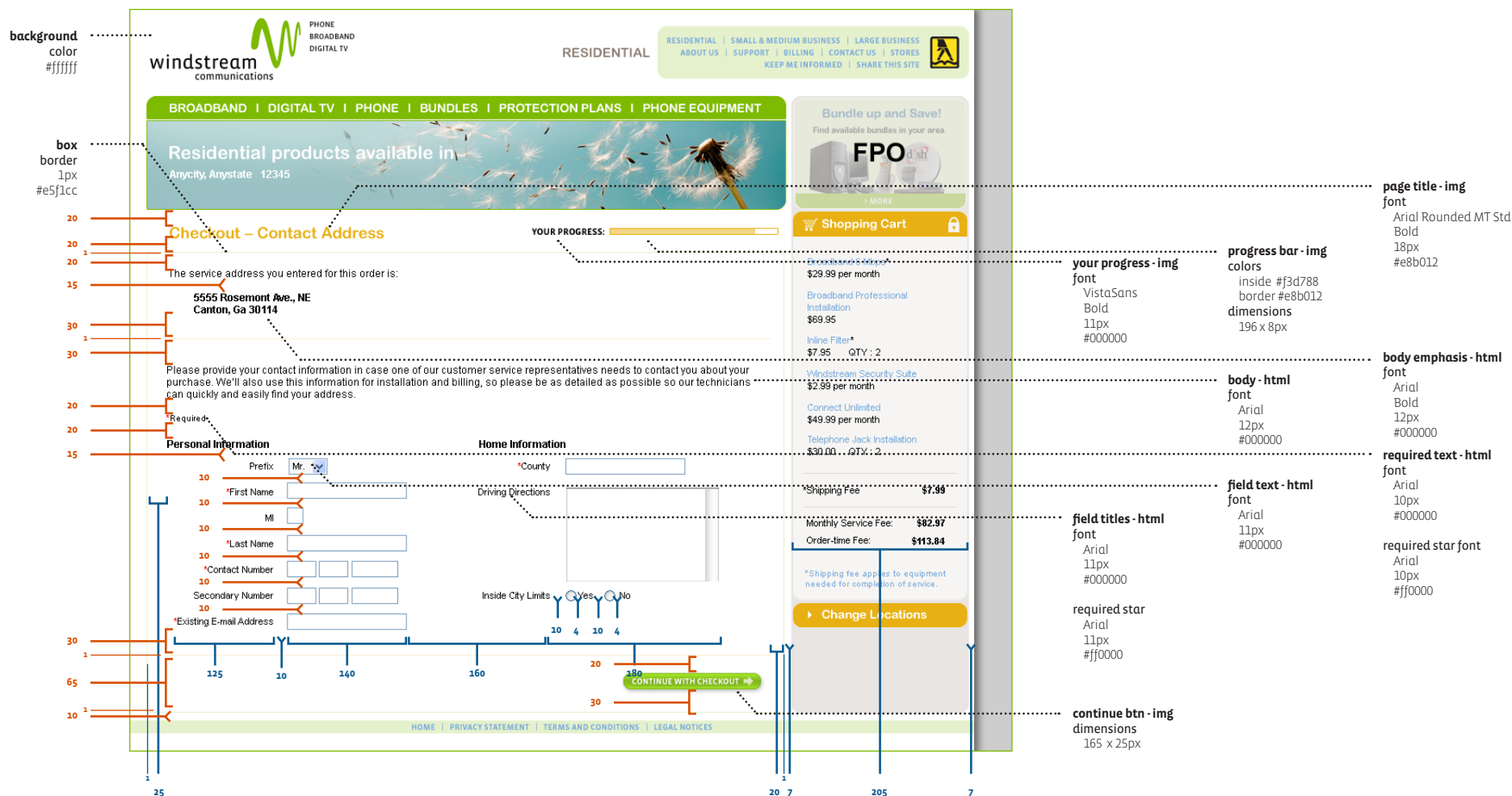
One-time Fee: \$113.84

PROCEED TO CHECKOUT

*Shipping fee applies to equipment needed for completion of service.

d. review shopping cart

oo8a_Checkout



background color
#ffffff

box border
1px
#e5f1cc

page title - img font
Arial Rounded MT Std
Bold
18px
#e8b012

your progress - img font
VistaSans
Bold
11px
#000000

progress bar - img colors
inside #f3d788
border #e8b012
dimensions
196 x 8px

body - html font
Arial
12px
#000000

body emphasis - html font
Arial
Bold
12px
#000000

Annotations:

- 20: Checkout - Select Installation Date
- 20: YOUR PROGRESS:
- 20: Please select an installation date for your telephone and Broadband service.
- 20: The first available installation date is 3 business days from today. Dates are subject to availability
- 20: Select an Installation Date and Time:
- 7: September
- 7: 4
- 7: Morning (8:00 AM - 12:00 PM)
- 20: CONTINUE WITH CHECKOUT
- 10: HOME | PRIVACY STATEMENT | TERMS AND CONDITIONS | LEGAL NOTICES
- 20: 7
- 205
- 7
- 25

f. select installation date

008f_Checkout

background color
#ffffff

box border
1px
#e5f1cc

page title - img font
Arial Rounded MT Std
Bold
18px
#e8b012

your progress - img font
VistaSans
Bold
11px
#000000

progress bar - img colors
inside #f3d788
border #e8b012
dimensions
196 x 8px

body emphasis - html font
Arial
Bold
12px
#000000

body - html font
Arial
12px
#000000

right rail background color
#e8e5e2

Annotations:

- 20: Terms and Conditions
- 10: Please read the following terms and conditions, disclaimers and contract information regarding your purchase with Windstream. Once you've read the information, check the box and click Agree or Disagree.
- 20: NOTE: If you disagree with the terms and conditions, your shopping cart will be emptied and the purchase process will end.
- 10: Definitions
- 10: Acceptance
- 10: I have read and agree to the terms and conditions, and I accept all contents stated within.
- 20: I DISAGREE
- 30: I AGREE
- 25: HOME | PRIVACY STATEMENT | TERMS AND CONDITIONS | LEGAL NOTICES
- 680: Main content width
- 10: Button width
- 20: Right rail width
- 7: Footer width

background color #ffffff

box border 1px #e5f1cc

page title - img font
Arial Rounded MT Std
Bold
18px
#e8b012

your progress - img font
VistaSans
Bold
11px
#000000

progress bar - img colors
inside #f3d788
border #e8b012
dimensions 196 x 8px

table titles - html font
Arial
Bold
11px
#7dba00

body - html font
Arial
12px
#000000

body emphasis - html font
Arial
Bold
12px
#000000

right rail background color #e8e5e2

Order Summary

Thank you for choosing Windstream for all your phone and Broadband needs. We look forward to providing you with the excellent service you expect from Windstream.

Please retain the following order summary and tracking number for your records. Tracking Number: 00-000000

QTY	Product	Monthly Service Fee	One-time Fee
1	Broadband 6 Mbps	\$29.99	
1	Broadband Professional Installation		\$69.99
2	Inline Filters*		\$2.95
1	Windstream Security Suite	\$2.99	
1	Connect Unlimited	\$49.99	
3	Telephone Jack Installation		\$30.00
1	Published Listing		\$0.00
1	*Shipping		\$7.99
Totals:		\$82.97	\$118.84

*Shipping fee applies to equipment needed for completion of service.

Terms and Conditions Contracts

Promotional Code: 000000

Installation
You requested the following installation date and time. Please note that installation dates are subject to technician availability.
Requested Installation:
September 4, 2007
8:00AM - 12:00PM

Rebates
See if any of the products in your purchase qualify for one of our rebate offerings.

HOME | PRIVACY STATEMENT | TERMS AND CONDITIONS | LEGAL NOTICES

680

25

20 7

205

7

h. order summary

o16_Checkout