

**Corporate**  
Logo



# Ask Me

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## Style Guide

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# Overview

Ask Me is the internal portal planned for worldwide use at Corporation. Ask Me provides Web based software for internal information, support, product and services ordering, and community based communications in the English language.

Just as Ask Me is built with responsive design in mind, this document is designed to communicate design patterns as they emerge from the user interface design process, and be updated with the feedback from user experience testing.

Everything not detailed is out of the box. A change record page is provided on the last page of this document.

# Brand - Descriptive Terminology

## Motto

Inspire  
Enable  
Celebrate  
Joyful  
Friendly  
Approachable  
Optimistic  
Inclusive  
Trustworthy  
Inventive  
Dynamic Future  
Contemporary

Ambitious  
Real  
Knowledgeable expertise  
Power of human potential  
Freedom  
Motivation  
Do things better  
Bright tone of voice  
Down to earth  
Loyalty  
Witty

Engaging  
Surprising  
Connection  
Generosity  
Thriving  
Prosperity  
Efficiency  
Confidence  
Adventurous  
Global  
Human  
Aspirational

More details available at:  
[website](#)

# Corporate Identity and Logos

Please refer to Brand Guidelines for details

**Corporate** Logo

**Corporate** Logo

Color logo preferred

# Ask Me Identifying Text Treatment

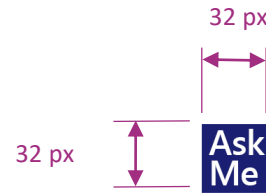
Gradient colored logo



Use in upper left corner of the interface

# Ask Me Favio.ico and Identifying Text Treatment

Style: in general text left justified, in general favicons are left justified.



Identifying Text treatment for the Ask Me platform may be used on internal use only documents and email.



## Note:

Graphics created by a 3<sup>rd</sup> party must be checked by up to date security techniques to check for embedded malware. Please contact internal security for details.

# Corporate Color Palette

BLUE



#1A1F71    RGB 26, 31, 113

GOLD



#F7B600    RGB 247, 182, 0

WHITE



#FFFFFF    RGB 255, 255, 255

Cool Gray 11C



#SC5C5C    RGB 92, 92, 92

Blue 286C



#003FA9    RGB 0, 62, 169

Orange 144C









#FF8400    RGB 239, 132, 0

Yellow 7548CA



#003FA9    RGB 255, 215, 0

-  RGB 26, 31, 113
-  RGB 247, 182, 0
-  RGB 92, 92, 92
-  RGB 0, 62, 169
-  RGB 239, 132, 0
-  RGB 255, 215, 0



# Corporate Color Palette cont.

Gradient Colors - imply movement

## Primary gradient colors

Gradient

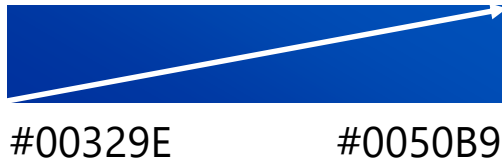


Gradient



## Secondary gradient colors

Light Blue Gradient



Orange Gradient



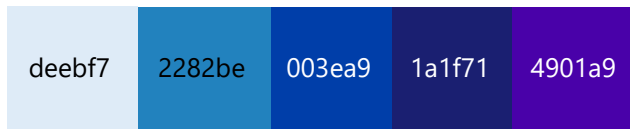
Yellow Gradient



# Color Identity

## Cool Bright

Colors expressed in  
hexadecimal notation



## Colors used in typography

### Body Text

Black, grey or reversed out in white bold – with lines to match



# Color Identity cont.

## Warm Bright

Colors expressed in  
hexadecimal notation



### Note:

It is advised not to use color alone to inform or be used to direct users actions because as many as 5% of users may be color blind, so wherever possible, use shape to augment choices, such as the Font Awesome icons.

# Typography

Segoe UI fonts are preferred to be used in this application.

Note: For print media preferred typeface is Myriad Pro.

Segoe

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Segoe Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

Segoe Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Segoe UI Semi bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**



Get Smart

Browse and search for articles, rate or submit feedback



Get Stuff

Browse the catalog for services and items you need



Get Help

Contact support to report an issue.

Breaking News

test breaking news

13d

test353253

20d

Top Rated Articles

ServiceNow Specific Test User Accounts and Impersonation

★★★★★

Commonly Called Numbers

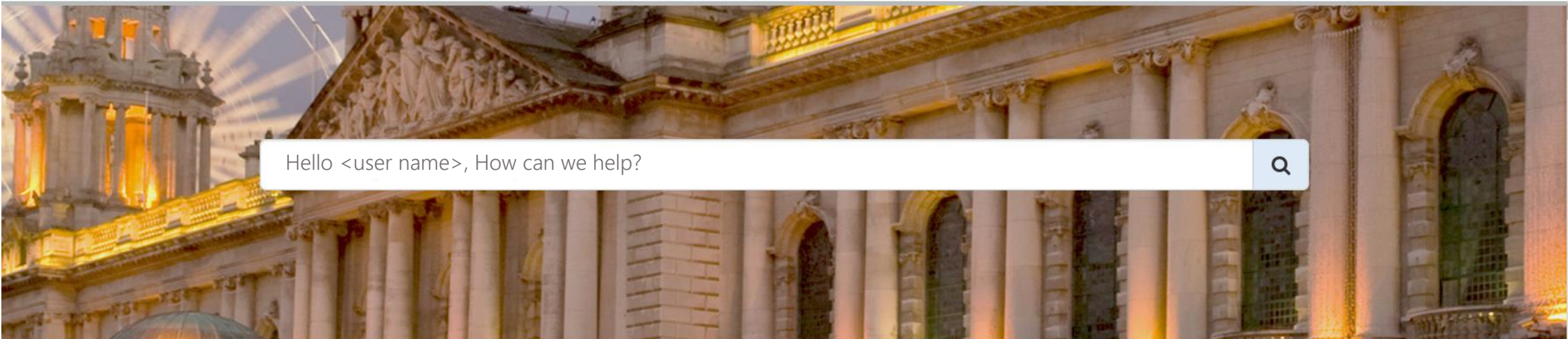
★★★★★

test p1 incident Apple

★★★★★

My Open Incidents

INCO



Get Smart

Knowledge Library

Support documents and self help articles



Get Stuff

Request Services

Request items, fixes or enhancements directly



Get Help

Need help finding something?

Open a generic ticket with our Help Desk

Reference Information

Commonly Called Numbers

20d

Top Rated Articles

Clearing Cached Credentials  
★★★★★

How To Encrypt USB (USB Data Encryption)  
★★★★★

ServiceNow training materials for review  
★★★★★

ServiceNow Specific  
Accounts and Impersonation

My Open Incidents

test data  
INCO

Problem with Shuttle Wi-Fi connection  
INCO

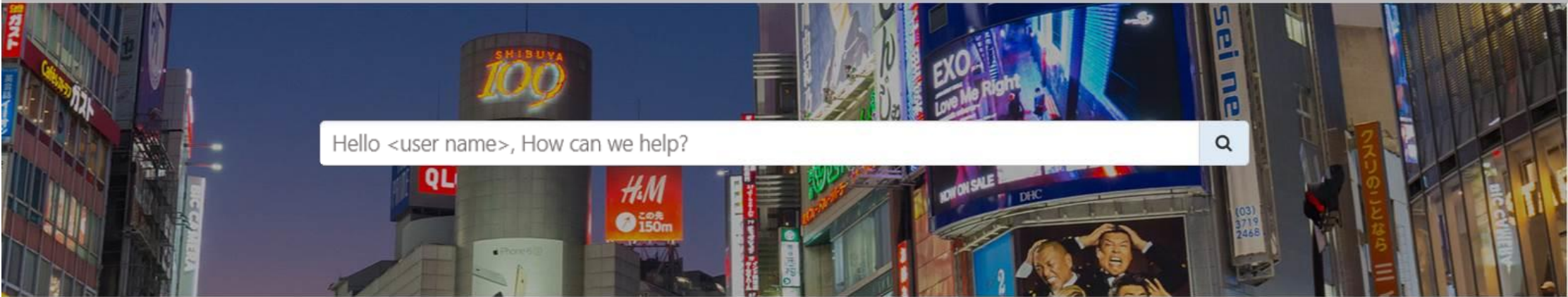
Problem with Shuttle Wi-Fi connection  
INCO

test data  
INCO

Help Desk Live

Chat with a support technician...





Get Smart

Knowledge Library

Support documents and self-help articles



Get Stuff

Request Services

Request items, fixes, or enhancements directly



Get Help

Need help finding something?

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Top Rated Articles

Clearing Cached Credentials  
★★★★★

How To Encrypt USB (USB Data Encryption)  
★★★★★

ServiceNow training materials for review  
★★★★★

ServiceNow Specific Accounts and Impersonation  
★★★★★

Commonly Called Numbers  
★★★★★

My Open Incidents

test data  
INCO

Problem with Shuttle Wi-Fi connection  
INCO

Problem with Shuttle Wi-Fi connection  
INCO

test data  
INCO

test data  
INCO

Help Desk Live

Chat with a support technician...

Hello <user name>, How can we help?



### Get Smart

#### Knowledge Library

Support documents and self help articles



### Get Stuff

#### Request Services

Request items, fixes or enhancements directly



### Get Help

#### Need help finding something?

Open a generic ticket with our Help Desk

#### Reference Information

Commonly Called Numbers  
20d

#### Top Rated Articles

Clearing Cached Credentials  
★★★★★

How To Encrypt USB (USB Data Encryption)  
★★★★★

ServiceNow training materials for review  
★★★★★

ServiceNow Specific  
Accounts and Impersonation  
★★★★★

Commonly Called Numbers  
★★★★★

#### My Open Incidents

test data  
INCD

Problem with Shuttle Wi-Fi connection  
INCD

Problem with Shuttle Wi-Fi connection  
INCD

test data  
INCD

test data  
INCD

#### Help Desk Live

Chat with a support technician...



# Intranet Product

1. Approved Ask Me identity graphic or text

2. Rule  
Gray  
#b8b8b8

3. On login  
Rotating image  
300px X 3000px (approx.)

4. Out of the Box text-muted #7e7e7e On mouse over #ff8400

Get Smart

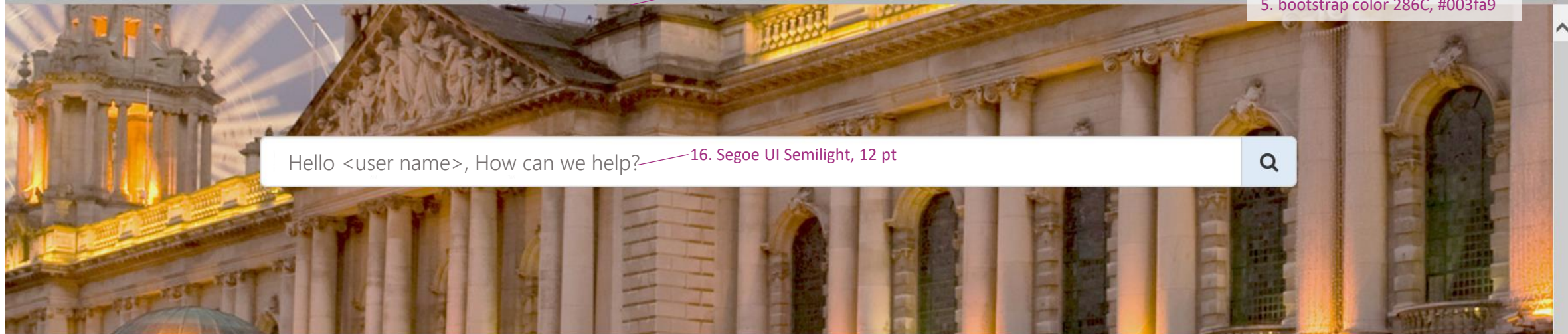
Get Stuff

Requests 1

Live Chat

LL Linda Lane

5. bootstrap color 286C, #003fa9



Hello <user name>, How can we help?

16. Segoe UI Semilight, 12 pt



6. Page  
background #ffffff



8. Book glyph  
bootstrap color Visa 286C, #003fa9

Get Smart

7. Segoe UI Semibold  
Out of the Box size

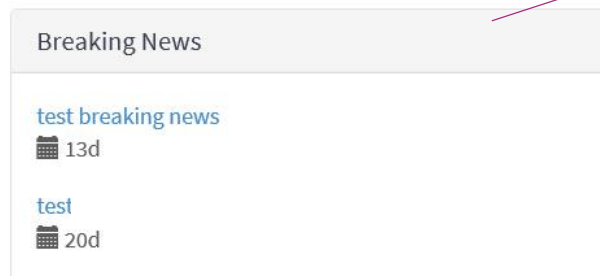
Browse and search for articles, rate or submit  
feedback

9. 0 border  
10 px bottom border

13. Container  
background  
#ffffff  
On load

14. text-muted,  
#7e7e7e

15. All widgets appear as Out of the Box



10. Computer screen glyph  
bootstrap color Yellow

Get Stuff

Browse the catalog for services and items you need

11. Segoe UI Semibold  
Out of the Box size

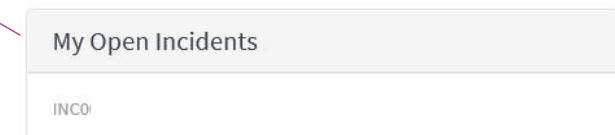
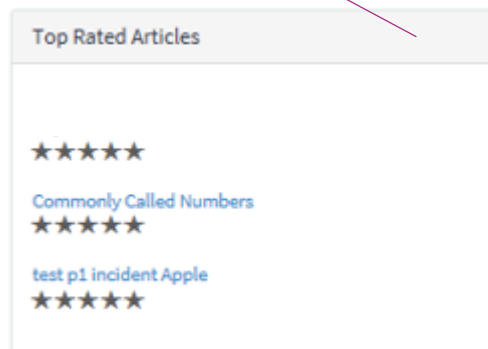


12. Gears glyph  
bootstrap color Orange

Get Help

Contact support to report an issue.

15a. Out of the Box widgets



# Ask Me Service Portal Details

1. Approved Ask Me identity graphic or text
2. Rule Gray #b8b8b8
3. On login, Rotating image, 300px X 3000px (approx.)
4. Out of the Box text-muted #7e7e7e, On mouse over #ff8400
5. Bootstrap color #286C, Out of the Box
6. Page background #ffffff
7. Segoe UI Semibold, Out of the Box size
8. Book glyph, bootstrap color Blue
9. 0 border, 10px bottom border
10. Computer screen glyph, bootstrap color Yellow
11. Segoe UI Semibold, Out of the Box size
12. Gears glyph, bootstrap color Orange
13. Container background, #ffffff, On load
14. Text-muted, #7e7e7e
15. All widgets appear as Out of the Box
16. Segoe UI Semilight, 12 pt

Use existing  
Type face, font sizes  
Just change wording  
Per text here

Remove default  
turquoise box  
(not shown)

Tighten spacing as  
Shown to  
Approx. 30 - 35 pix

## Report an Issue

Use this service to get you back up and running.


Typical incident examples:

- I'm having issues with my equipment or application.
- I can't access my email, file server, or printer.
- I'm receiving an error when trying to work or access a service.

Description

Additional Information

Submit

 Add attachments

## Categories

Access

1

Departmental Services

1

Desktop and Mobile

1

Hardware

6

Test category

3

## Popular Items

### Apple Watch



Apple Watch - Their most personal device ever

### Asset Purchase Request

This Request Includes:

### Loaner Device for Travel

This Request is for Traveler Loaner device.

### Modify Existing Secure File Transfer Process

This request is for Modify Existing Secure File transfer Process

### Get access to this instance for someone



This is for requesting a new or existing user access to this instance

### Work Station Request

Work Station Request is for Onboarding employees, Special Requests and Rolling Refresh

### Modify Existing Secure File Transfer Process

This request is for Modify Existing Secure File transfer Process

### Get access to this instance for someone



This is for requesting a new or existing user access to this instance

### Work Station Request

Work Station Request is for Onboarding employees, Special Requests and Rolling Refresh

Remove View Details from all items tighten the space As shown

Search

Q

Categories

Applications

1

Security

2

Facilities

3

End user Technology

3

Top Rated Articles

Commonly Called Numbers

★★★★★

test p1 incident Apple

★★★★★

Most Viewed Articles

Commonly Called Numbers

👁 26 Views

test p1 incident Apple

👁 17 Views

Role-based groups and assignment groups

👁 11 Views

Mandatory Fields Testing :

👁 8 Views

PUBLISHED

👁 6 Views

# Commonly Called Numbers



## Get Smart

Browse and search for articles, rate or submit feedback

Breaking News

Breaking News Test article

16d

PUBLISHED

18d

Breaking News Test Article 3

18d

Commonly Called Numbers

Commonly Called Numbers standard Out of the Box widget appears here



## Get Stuff

Browse the catalog for services and items you need

Top Rated Articles

ServiceNow Test User Accounts

★★★★★

Commonly Called Numbers

★★★★★

test p1 incident Apple

★★★★★



## Get Help

Contact support to report an issue.

My Open Incidents

Test Computer

INCD00

# Commonly Called Numbers Contents

Inside the  
Commonly Called  
numbers widget

Corp Ask Me

Get Smart Get Stuff Requests Live Chat Linda Lane

Home Knowledge Base

Search



Commonly Called Numbers

KB0010054

• 55 Views • 15d • ★★★★★

Helpdesk by region:

- 
- 
- 
- 

Global Security:

Travel:

- 
- 
- 

Corporate Card Travel Hotline/Via Global Customer Assistance Services:

- 
- 
- 

Benefit Service & Support:

- 
- 
- 

24 Hour Worldwide Assistance

- 
- 
- 

Was this helpful? ☐ Yes ☐ No

Add your comment

Rate this article ★★★★★

Submit

Comments

Linda Lane - 12d • ★★★★★

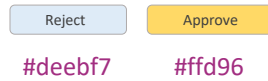
Also in End user Technology

KB Top Rated

KB Top Viewed

# Button Styles

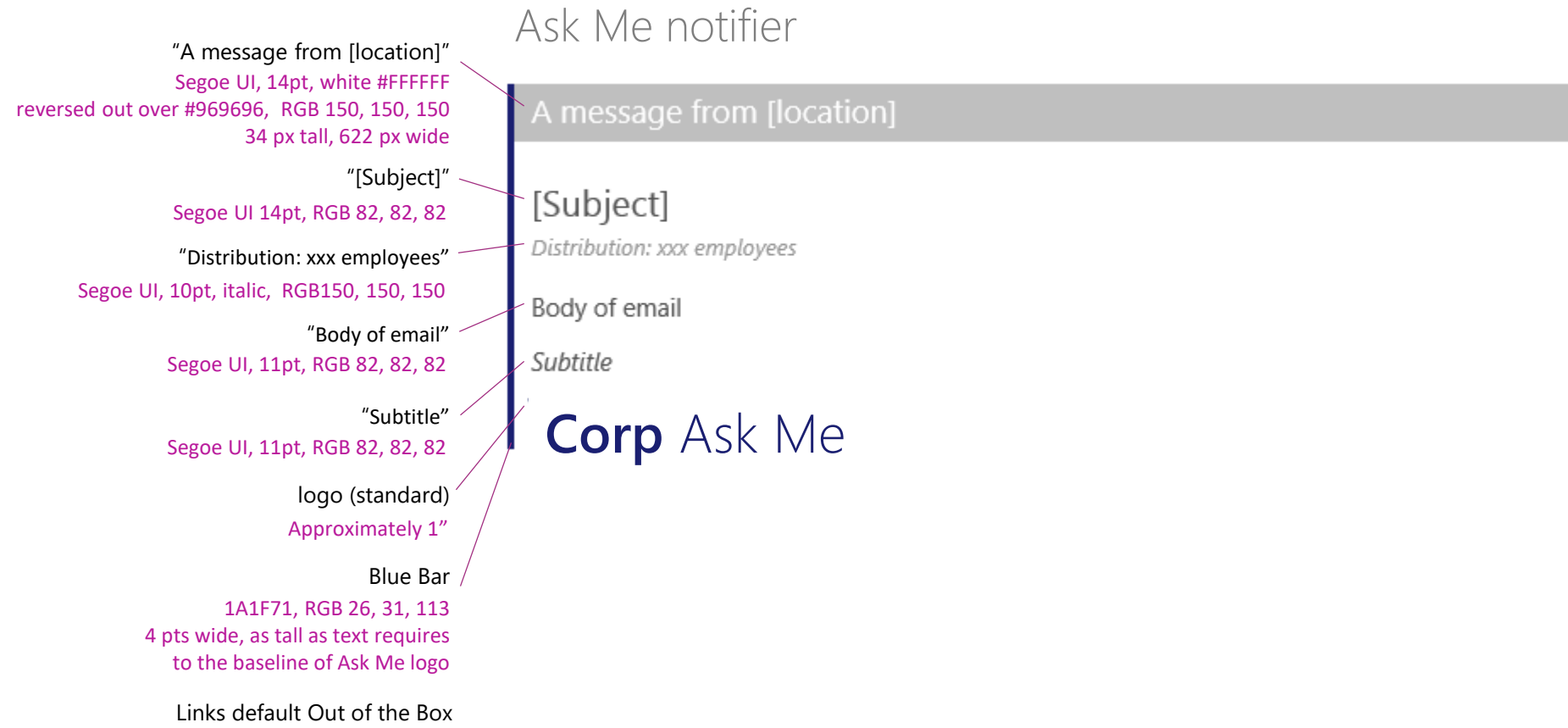
Reject / Approve



Sizes out of the box



# Email Notification



# Updating Services and Font Awesome Icons

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Applications of services and tools, such as images, occur outside of Service Now and are provided in updates. These include things such as:

- Font Awesome <http://fontawesome.io/>
- Angular <https://angular.io/>
- Bootstrap <http://getbootstrap.com/>
- And possibly links to 3<sup>rd</sup> party code libraries  
[https://en.wikipedia.org/wiki/List\\_of\\_free\\_and\\_open-source\\_software\\_packages](https://en.wikipedia.org/wiki/List_of_free_and_open-source_software_packages)

Critically important to corporations is a clean chain of ownership and copyright. There are several review gates, such as security assessments, secure SDLC tools to insure great security. However any security system is only as good as every link in the chain.

# Font Awesome Icons

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Font Awesome, a licensed font, is installed in Service Now. Font Awesome is a database of icons stored and presented as a type face and font. The icons are used in Ask Me as essentially all the visual graphic elements that make up a Service Now deployment, including animations.

Because Font Awesome is preinstalled in Service Now, the icons automatically appear in Ask Me in the browser.







For design planning purposes if you wish to, install Font Awesome locally on your device for free. After installing the font you will be able to see the Font Awesome type face and copy and paste icons from the cheat sheet on your local box in standard applications such as Office (Word, PowerPoint etc.), Adobe (Photoshop) etc. If the font is installed on your device you can see icons on the top and bottom of page 28.

New icons are regularly added to the Font Awesome type face. Custom icons may be contributed to the type face too. New Font Awesome icons can be requested be installed to Ask Me as needed.

More information is available at <http://fontawesome.io/>



















# Ask Me: Template Identifiers **Awesome Font icons**

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-  Breaking News [KB0010206](#)
-  News [KB](#)
-  Known Error [KB0010207](#)
-  Policy [KB0010205](#)
-  Procedure [KB0010204](#)
-  Self-help [KB0010203](#)

# Ask Me: Template Identifiers Awesome Font icons

---

-  Access
-  End User apps
-  Expense reporting
-  Desktop vs. Application
-  or  or  Infrastructure
-  Servers, mainframe
-  IT technical
-   Network
-  Client Services
-  or  Human Resources
-  AskHR
-  or  Finance  Treasury

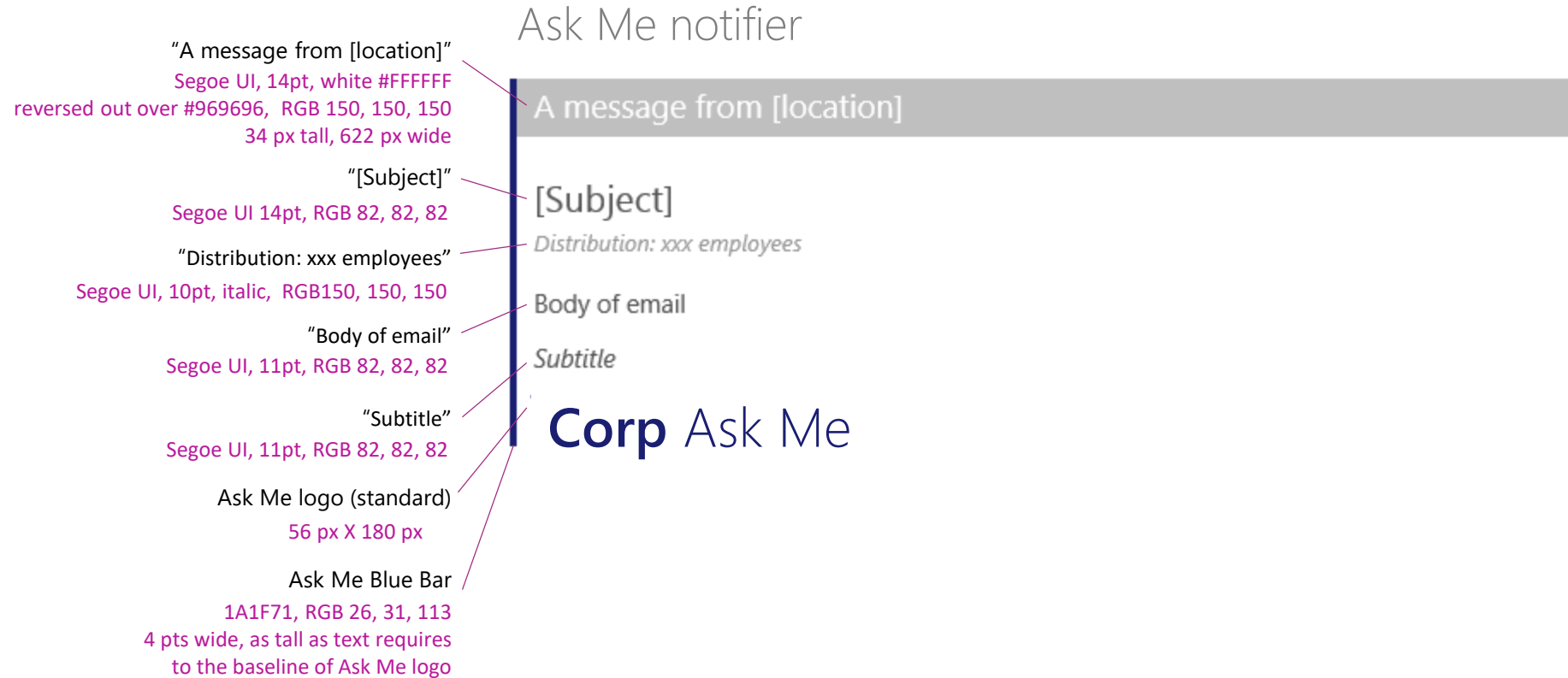
# Ask Now: Template Identifiers Awesome Font icons

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# Appendix A

Deprecated: Email Notification, possible future use



# Thank You

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## Change Record

Enter date, alias, notes here