Conversations (v2 Display): Review Fonts

Fonts

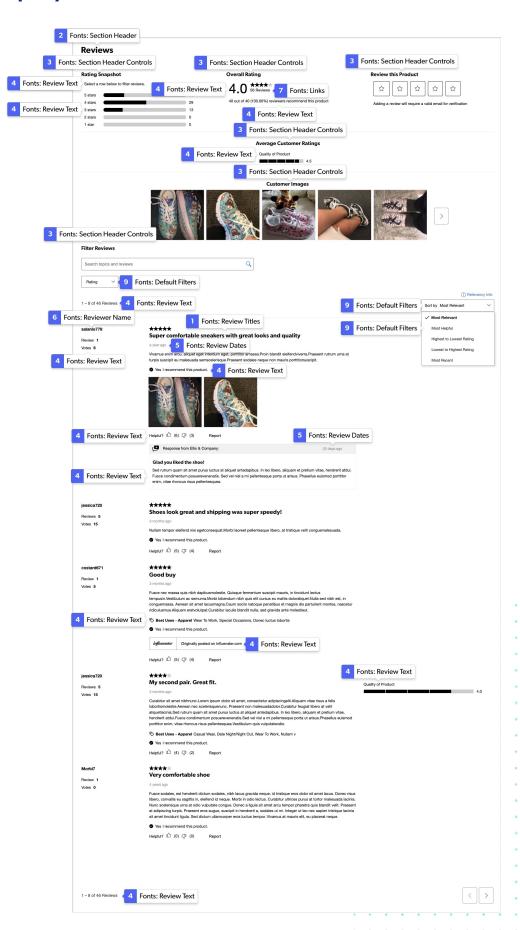
- 1. Review Titles
- 2. Section Header
- 3. Section Header Controls
- 4. Review Text

Affects font family but does not always affect font sizing.

- 5. Review Dates
- 6. Reviewer Name
- 7. Links
- 8. Buttons Primary

Hover color of sort and filter dropdown text can be modified in Buttons - Primary.

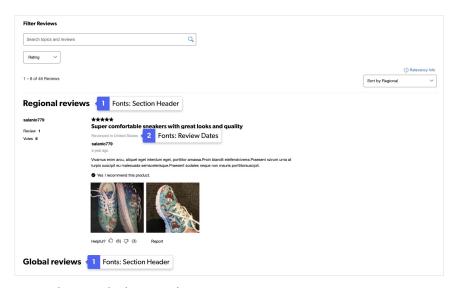
9. Default Filters



Conversations (v2 Display): Regional Review Fonts

Fonts

- 1. Section Header
- 2. Review Dates



Regional reviews display example

Conversations (v2 Display): Review Icons

Icons

16. Review Stars

- For the v2 display, the Icon Size of review stars is not exact in pixels. To calculate the Review Stars' size, the Icon Size value in the Icons menu is multiplied by 0.75 to determine the final size of the stars. For example, a font size value of 16px would result in a star width and height of 12px (16 * 0.75 = 12).
- 'Full' color changes outlines and fill of display submission stars under "Review this Product"
- 'Empty' state affects empty star backgrounds in submission form stars.

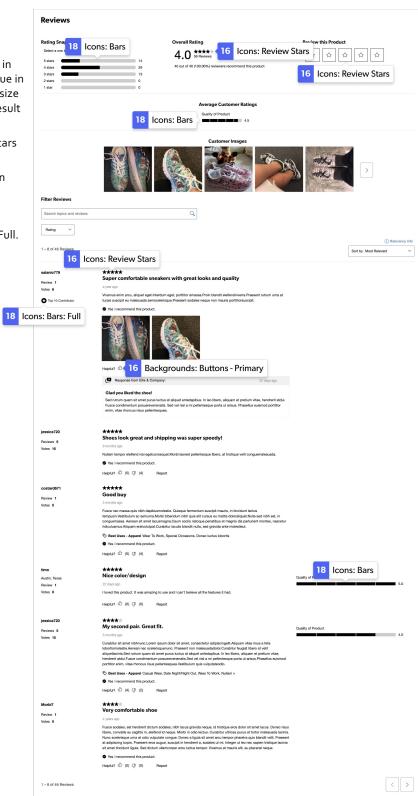
18. Bars

• The badge icon colors can be configured from Icons: Bars: Full.

Backgrounds

19. Buttons - Primary

The "button" option sets the color of the Helpfulness voting icons.

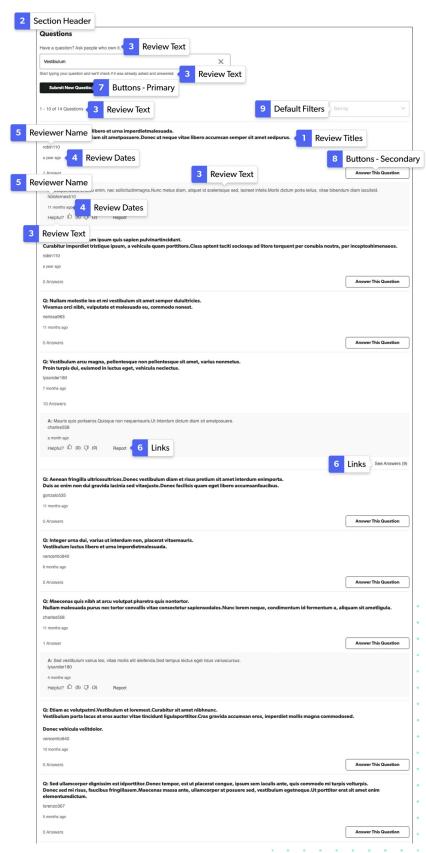


Reviews display example

Conversations (v2 Display): Q&A Fonts

Fonts

- 1. Review Titles
- 2. Section Header
- 3. Review Text
- 4. Review Dates
- 5. Reviewer Name
- 6. Links
- 7. Buttons Primary
- 8. Buttons Secondary
- 9. Default Filters



Questions & Answers v2 display example

Conversations (v2 Display): Submission (main section)

Fonts

- 1. Form Fieldset Label
- 2. Section Header
- 3. Section Header Controls
- 4. Labels
- 5. Dimension Values
- Note: The default setting has a transparent background, with the font and border color being the same as the applied color. When a pill is selected, the colors invert, resulting in the background taking on the applied color while the font color changes to a default white.
- 6. Links
- 7. Buttons Primary
- 8. Buttons Secondary

Icons

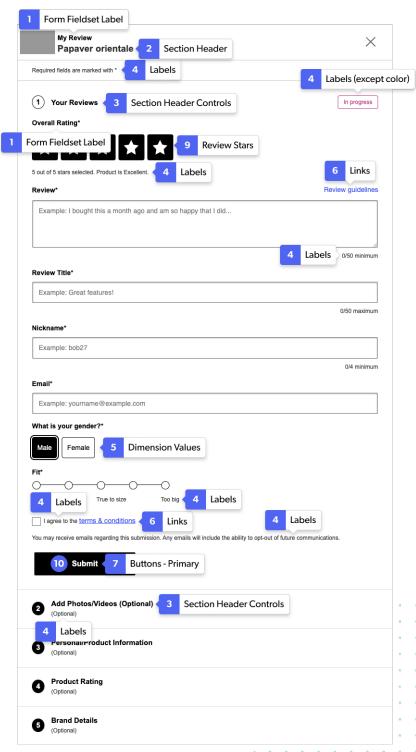
9. Review Stars

- 'Full' color changes outlines and fill of full submission stars.
- 'Empty' color affects empty star backgrounds in submission stars.

Backgrounds

- 10. Buttons Primary
- 11. Buttons Secondary

Any changes outside of the list above cannot be done.



Submission form example

Conversations (v2 Display): Submission (other sections)

Fonts

- 1. Form Fieldset Label
- 2. Section Header
- 3. Section Header Controls
- 4. Labels
- 5. Dimension Values
- Note: The default setting has a transparent background, with the font and border color being the same as the applied color. When a pill is selected, the colors invert, resulting in the background taking on the applied color while the font color changes to a default white.
- 6. Links
- 7. Buttons Primary
- 8. Buttons Secondary

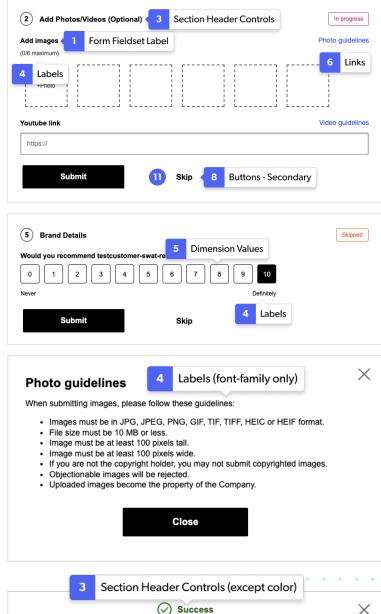
Icons

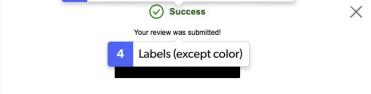
- 9. Review Stars
- 'Full' color changes outlines and fill of full submission stars.
- 'Empty' color affects empty star backgrounds in submission stars.

Backgrounds

- 10. Buttons Primary
- 11. Buttons Secondary

Any changes outside of the list above cannot be done.





Submission form examples

Conversations (v2 Display): Q&A Submission

Fonts

- 1. Section Header
- 2. Form Fieldset Label
- 3. Review Text
- 4. Links
- 5. Buttons Primary

Backgrounds

6. Primary Button

Affects the background color of submission form buttons, which will have 50% opacity until form sections are completed.

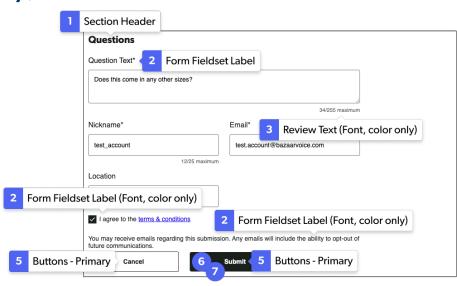
Note: To avoid color combinations that can cause poor accessibility, a contrast ratio of 4.5:1 is enforced for all elements. This primary brand color of the app, used for buttons, draws from the primary button background color and is measured against the app background (#FFF or white). Should that contrast check fail, the Full bar color (found in the Style Editor under Icons: Bars: Full) is checked against the app background as a fallback candidate. Should that fail, the primary brand color becomes #444.

Note for Cancel button: The Cancel button uses *Fonts: Buttons - Primary* as its font family, *Backgrounds: Primary Button* as the button color and border color and a transparent color as the background color.

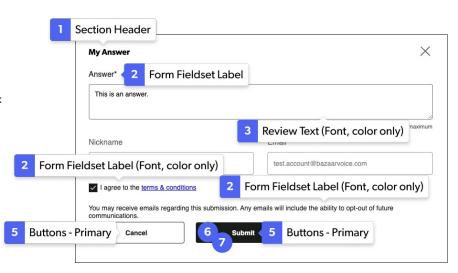
Borders

7. Primary Button

Any changes outside of the list above cannot be done.



Question submission form example



Answer submission form example

Conversations: Fonts and Icons Menu Options

Fonts Menu Options

Fonts

- Font Family: Limited to what is displayed in the drop down menu.
- Font Color: Select from palette or enter the desired hex code.
- · Font Size: In pixels
- Line Height: In pixels
- Character Style: Limited to Bold, Underline, Italic
- Capitalization: Limited to Default, Capitalize Words, ALL CAPS, lowercase

Link States

- All: Changes will be applied to all link states.
- Link: Changes will be applied to default link state only.
- Active: Changes will be applied to the active link state only.
- Hover: Changes will be applied to the hover link state only.
- Visited: Changes will be applied to the visited link state only.

Button States

- All: Changes will be applied to all button states.
- Button: Changes will be applied to default button state only.
- Active: Changes will be applied to the active button state only.
- Hover: Changes will be applied to the hover button state only.

Custom Fonts

To use custom fonts, they can either be detected from your site's stylesheet using the Style Detector or added using the **Manage Styles** palette.

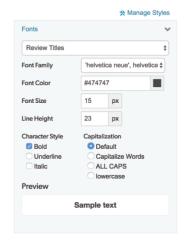
Icons Menu Options

Stars and Bars

- Icon Color: Hex code can be specified for full and empty stars if not already in the palette.
- Icon Image: Limited to 1 of 2 options, rounded stars or sharp stars
- Icon Size: In pixels.

Any changes outside of the list above cannot be done.

Fonts menu: Default



Fonts menu: Buttons



Icons menu: Stars and Bars



Fonts menu: Links



Conversations (v2 Display): Review Backgrounds and Borders

Backgrounds

- 19. Rating Summary
- 20. Section Header
- 21. Section Header Controls
- 22. Content Item
- 23. Content Header
- 24. Content Summary
- 25. Buttons Primary

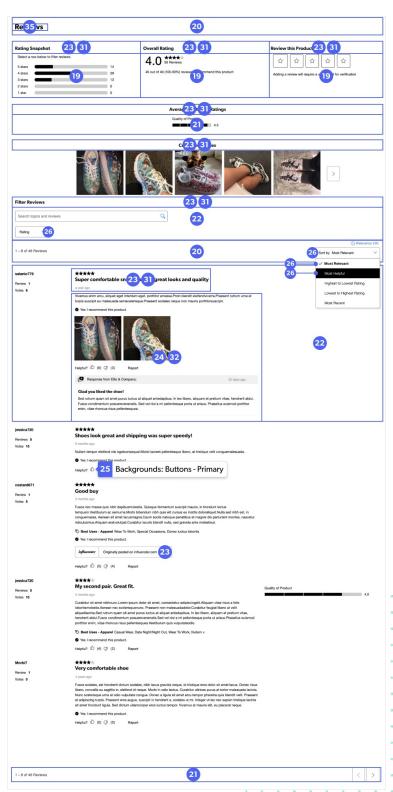
The "button" option sets the color of the Helpfulness voting icons.

26. Default Filters

The filter and sort menu buttons both take background colors from this. The selected option also uses the Default Filters background. The hover option inverts the Default Filters background and Default Filters font colors.

Borders

- 31. Content Header
- 32. Content Summary
- 35. Section Header



Reviews display example

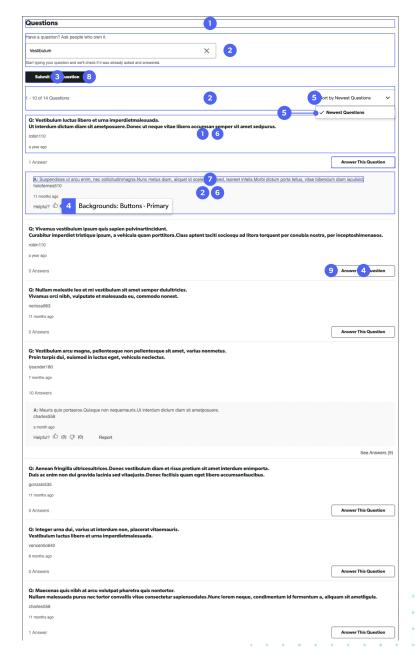
Conversations (v2 Display): Q & A Backgrounds and Borders

Backgrounds

- 1. Section Header
- 2. Section Header Controls
- 3. Buttons Primary
- 4. Buttons Secondary
- 5. Default Filters

Borders

- 6. Content Header
- 7. Content Summary
- 8. Primary Button
- 9. Secondary Button



Questions & Answers v2 display example

Conversations: Background and Border Menu Options

Backgrounds Menu Options

- Background Color: Select a background color from the palette or enter the hex code of the desired color.
- Gradient: Adds a gradient from Gradient Color to Background Color. Select whether the gradient should start at the Top or Bottom.
- Gradient Color: Select a color from the palette or enter the hex code of the desired color.
- Gradient Opacity: Set the opacity for the gradient.

Form Fieldset States

- All: Changes will be applied to all form fieldset states
- Normal: Changes will be applied to default form fieldset state only.
- Selected: Changes will be applied to the active form fieldset state only.

Button States

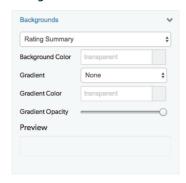
- All: Changes will be applied to all button states.
- Button: Changes will be applied to default button state only.
- Hover: Changes will be applied to the hover button state only.

Borders Menu Options

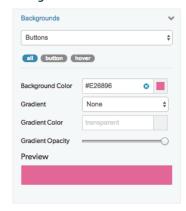
- Select borders to edit: Specify and enable/disable the top, bottom, left and/or right borders.
- Color: Select a border color from the palette or enter the hex code of the desired color.
- Width: Select a border width in pixels.
- Style: Select a border style from the dropdown: None, Hidden, Dotted, Dashed, Solid, Double, Groove, Ridge or Inset.
- Border Radius: Specify a border radius in pixels to add rounded corners to an object. Each corner can have different settings, or one setting can be applied for all corners.

Any changes outside of the list above cannot be done.

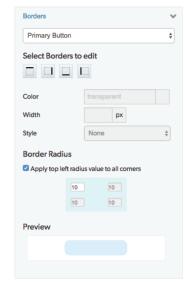
Backgrounds menu



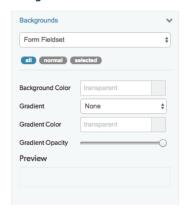
Backgrounds menu: Buttons



Borders menu



Backgrounds menu: Form Fieldset

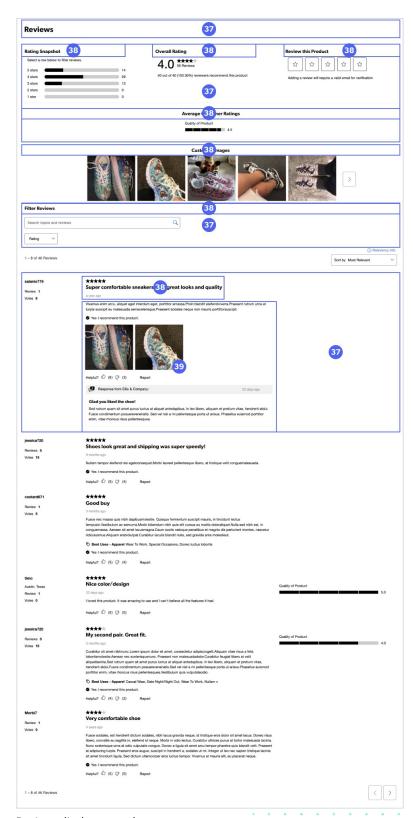


Conversations (v2 Display): Review Margins and Padding

Margins and Padding

To style the background settings for margin and padding:

- Expand the Margin & Padding section of the style editor to customize how margins and paddings are displayed for rating summaries and content elements.
- Select the element you want to customize from the drop-down list.
- Enable Uniform margins or Uniform padding to automatically apply the latest value you enter into a margin or padding field to the remaining fields.
- Specify the top, bottom, left, and right margin and padding values (in pixels) within the appropriate field.
- **36. Rating Summary**
- 37. Content Item
- 38. Content Header
- 39. Content Summary



Reviews display example

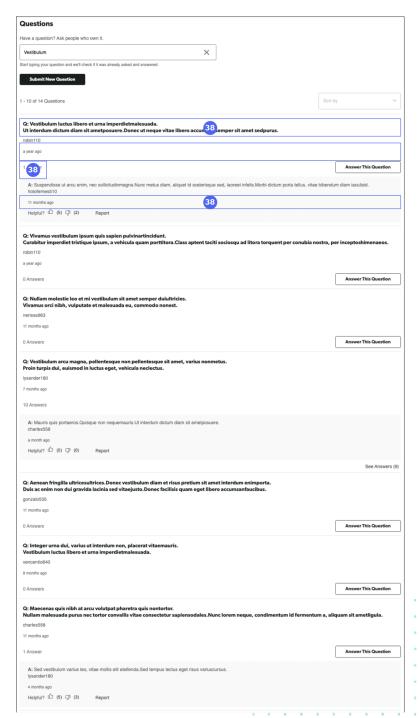
Conversations (v2 Display): Q&A Margins and Padding

Margins and Padding

To style the background settings for margin and padding:

- Expand the Margin & Padding section of the style editor to customize how margins and paddings are displayed for rating summaries and content elements.
- Select the element you want to customize from the drop-down list.
- Enable Uniform margins or Uniform padding to automatically apply the latest value you enter into a margin or padding field to the remaining fields.
- Specify the top, bottom, left, and right margin and padding values (in pixels) within the appropriate field.
- 36. Rating Summary
- 37. Content Item
- 38. Content Header
- 39. Content Summary

Any changes outside of the list above cannot be done.



Questions & Answers display example

Conversations: Multi-Product Submission

Icons

40. Review Stars

 Full: The full star fill color, used for both product ratings and secondary ratings, is measured against the app background of #FFF (white).

Note: We allow for a lower contrast ratio in the Review Star color (1.2:1) to accommodate a broader range of brand colors for stars. This helps prevent white on white and transparency issues while still accepting common lower contrast color combinations if desired.

Should that contrast check fail, the primary app color, drawn from the primary button background color, is used.

 Empty: The star empty color is measured against the star fill and app background colors.

Note: We allow for a lower contrast ratio in the Review Star color (1.2:1) to accommodate a broader range of brand colors for stars. This helps prevent white on white and transparency issues while still accepting common lower contrast color combinations if desired.

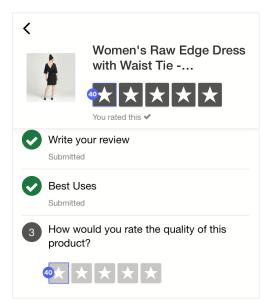
If the contrast ratio is not acceptable, the color is set to #CCC (light gray).

Fonts

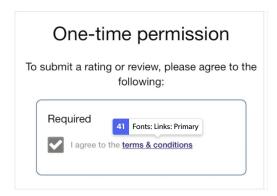
41. Links

Link color is measured against the app background color.

Note: We allow for a lower contrast ratio in the Review Star color (1.2:1) to accommodate a broader range of brand colors for stars. This helps prevent white on white and transparency issues while still accepting common lower contrast color combinations if desired.



Main ratings page



Terms and conditions agreement

Conversations: Multi-Product Submission

Fonts

42. Buttons - Primary

This color is used for the text color for the buttons on the form, such as the "Finish" button shown.

Backgrounds

43. Buttons - Primary

This color is used in many different places.

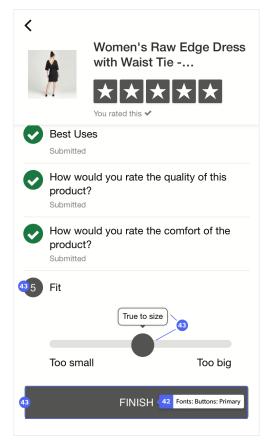
- It is used as the active question number color.
- It is used for the Slider handle as well as the tooltip border.
- It is also used for the Submit button background.

Note: To avoid color combinations that can cause poor accessibility, a contrast ratio of 4.5:1 is enforced for all elements.

This primary brand color of the app, used for buttons, labels, and slider controls, draws from the primary button background color and is measured against the app background (#FFF or white).

Should that contrast check fail, the Full bar color (found in the Style Editor under Icons : Bars: Full) is checked against the app background as a fallback candidate.

Should that fail, the primary brand color becomes #444.



Form page

Conversations: Multi-Product Submission

Backgrounds

43. Buttons - Primary

This color is used in many different places.

- It is used as the text color for the message to either add text to your rating or to finish editing.
- It is used for the active border color for text inputs.
- It is more importantly used as the brand color, so most styles default to whatever is provided in this field. This includes the other question types, such as the single and multi-select.
- It is also used for the CTA button at the bottom of the page.

Note: To avoid color combinations that can cause poor accessibility, a contrast ratio of 4.5:1 is enforced for all elements.

This primary brand color of the app, used for buttons, labels, and slider controls, draws from the primary button background color and is measured against the app background (#FFF or white).

Should that contrast check fail, the Full bar color (found in the Style Editor under Icons : Bars: Full) is checked against the app background as a fallback candidate.

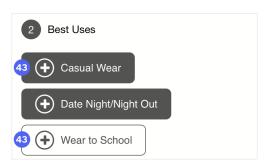
Should that fail, the primary brand color becomes #444.



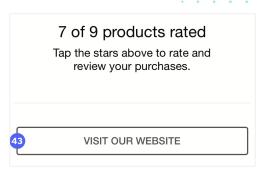
Add text to your rating



Active border color for text inputs



Multi-select inactive border, text and active background colors



Bottom of page CTA button text color and border color



Conversations: In-Mail Submission Email Template

Icons

44. Review Stars

• Full: The full star fill color is measured against the email background. For the stars next to the radio buttons, a slightly lighter version of the full star color is used on the filled stars. On hover and click, the filled stars are full color. For the clickable stars in the "Rate your other purchases" section, the full star color is used for stars when hovered over and clicked on.

Note: To meet accessibility standards and accommodate a broader range of brand colors, we allow a low contrast ratio (1.2:1) for the review stars full color. If the contrast ratio is lower than 1.2:1, or if an element is transparent, the fallback color #444 (dark gray) is used.

• Empty: The empty star color is used for the star color outline in the stars next to the radio buttons. The empty star outline color is also used in the "Rate your other purchases" section.

Note: To meet accessibility standards and accommodate a broader range of brand colors, we allow a low contrast ratio (1.2:1) for the review stars outline color. This helps prevent white-on-white and transparency issues while still accepting common, low-contrast color combinations if desired. If the contrast ratio is lower than 1.2:1, or if an element is transparent, the fallback color #CCC (light gray) is used.

Fonts

45. Review Text

This color is used for the main text colors in the email.

A slightly lighter version of this color is used for the following text.

- "Can't enter text?" message under "Your review."
- "Quality insights are..." text under the review text field.
- "If you are unable to submit..." text under the Submit button.
- "Start rating" text under the clickable stars.
- · Non-linked text in the footer.

46. Links

Link: This color is used for the link colors in the email.

Note: To avoid color combinations that do not meet accessibility standards, we allow for a contrast ratio of 4.5:1 for all elements. If the contrast ratio is lower than 4.5:1, or if an element is transparent, the fallback color #0066B4 (blue) is used.

47. Buttons - Primary

Primary Button: This color is used for the text color of the buttons. For example, the "WRITE A REVIEW" button.

Note: To avoid color combinations that do not meet accessibility standards, we allow for a contrast ratio of 4.5:1 for all elements. If the contrast ratio is lower than 4.5:1, or if an element is transparent, the fallback color #fff (very light gray) is used.

Backgrounds

47. Buttons - Primary

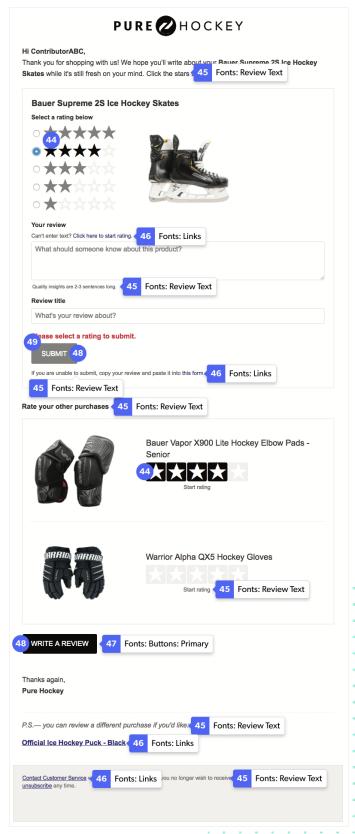
This color is used for the button backgrounds.

• On some iOS devices, a disabled button is indicated using a slightly lighter background color based on the primary button color.

Borders

49. Primary Button

The top left border radius determines the border radius of the buttons.



In-Mail Submission Email Template

Conversations: Review Highlights

Icons

50. Review Highlight Stars

Fonts

- 51. Links
- 52. Application Title
- 53. Review Title
- 54. Pro/Con Container Title
- 55. Review/Highlight Text
- 56. Highlight Title



Review Highlights examples