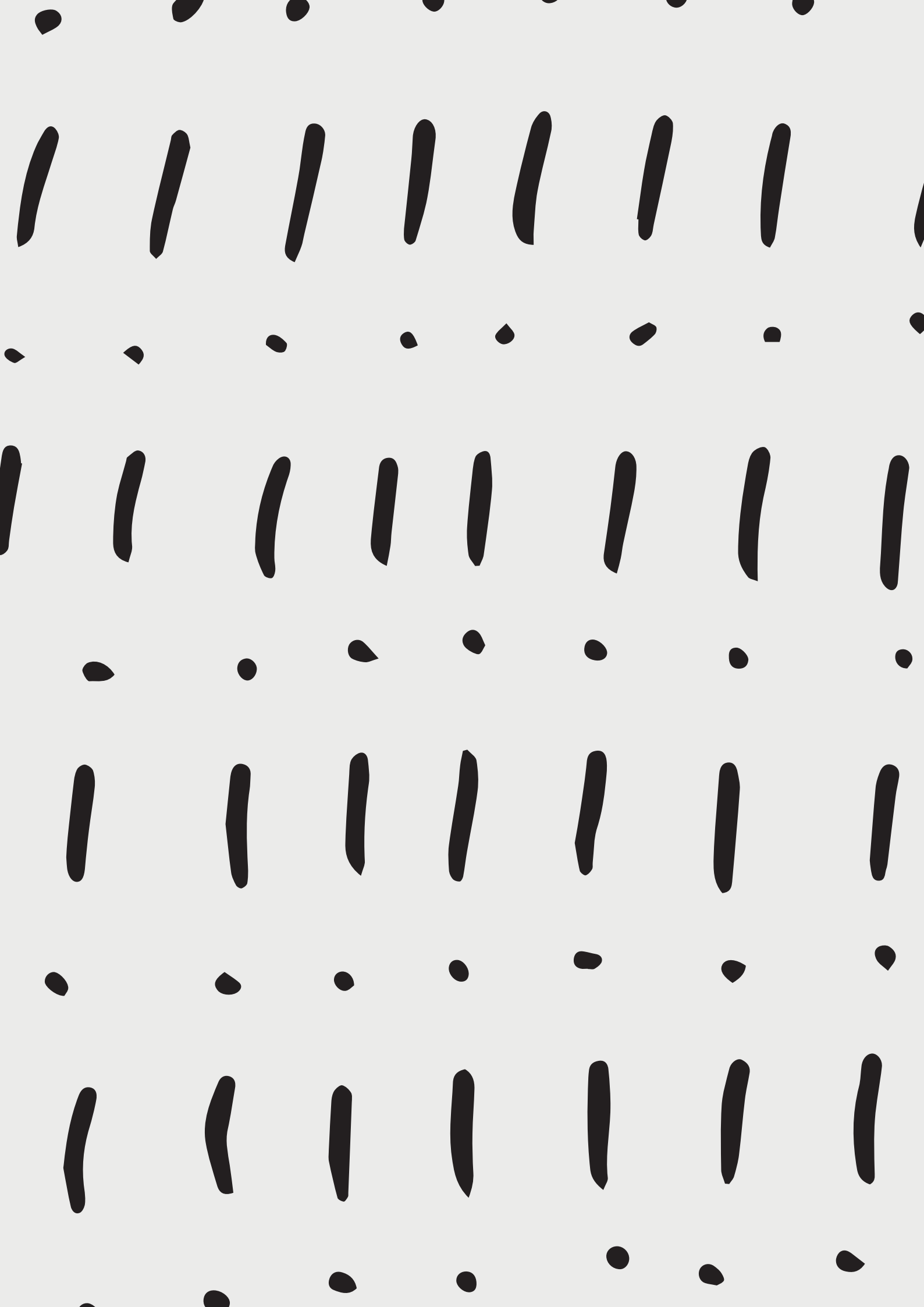
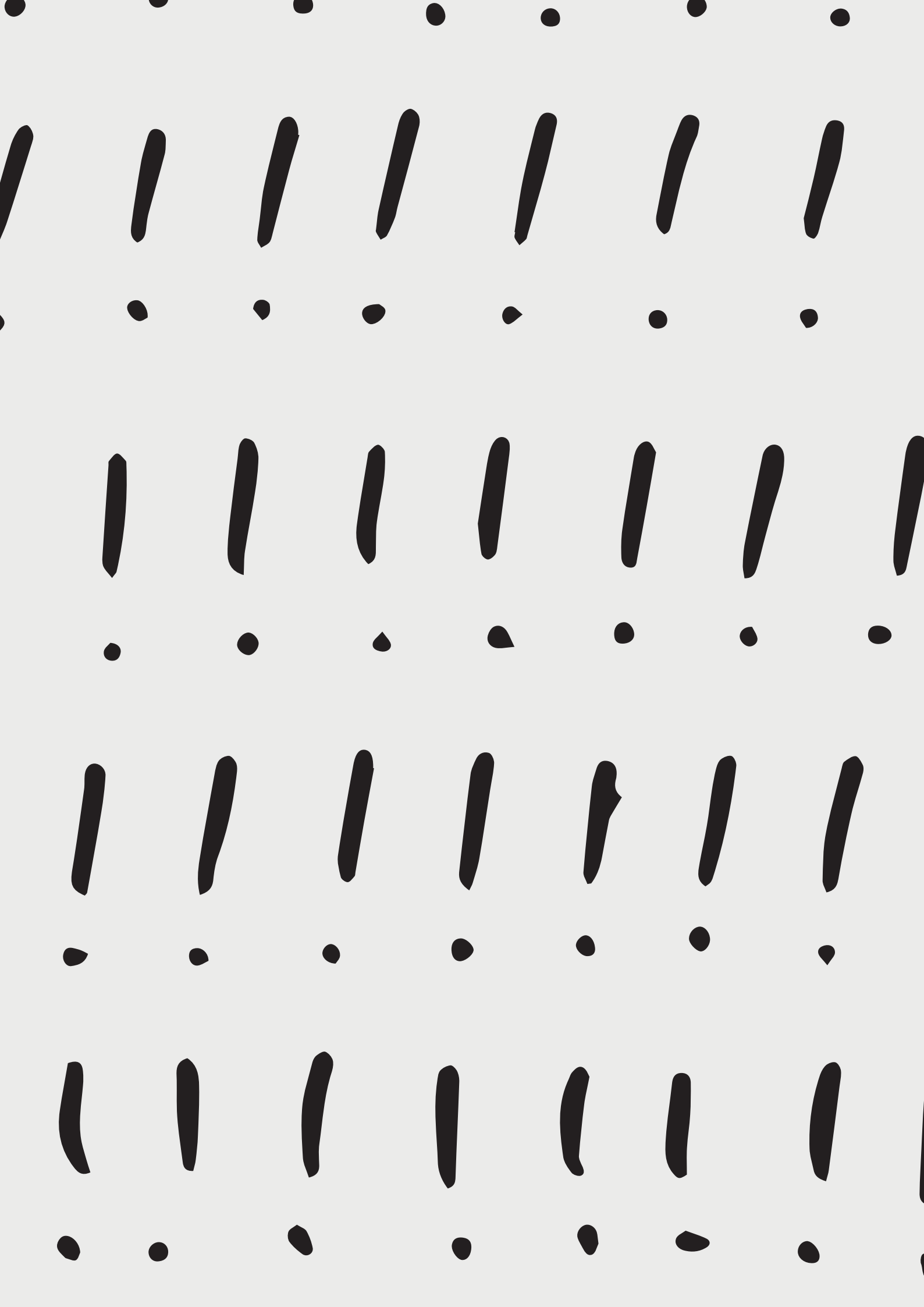


ULTRIOR FAVOURS

WEBSITE GUIDELINES





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BOOK USAGE

how you could use the book

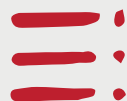
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OVERALL STRUCTURE

our site's general information

PAGE 10



HEADER SECTION

header's location and elements within

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footer's location and elements within

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basic sites and their connections

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TYPOGRAPHY

the typefaces we use for the sites

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COLOURS

important colour mode notes

A decorative zigzag pattern in a light gray color, located on the left side of the page. It consists of multiple parallel lines that form a series of 'V' shapes pointing to the right. Some of the lines have small dots along their edges.

BOOK USAGE

this is our website guidelines and you can also hold, smell, look at, read, take away or do whatever floats your boats. but please try not to hit anyone with it.

this book provides you, our dear clients and web developers and friends, with information of our website as well as the pages' elements, ratios and dimensions.

you will, alongside us, dissect every single pixel of the website, study the connections between each click of the mouse and understand the website altogether.



OVERALL STRUCTURE

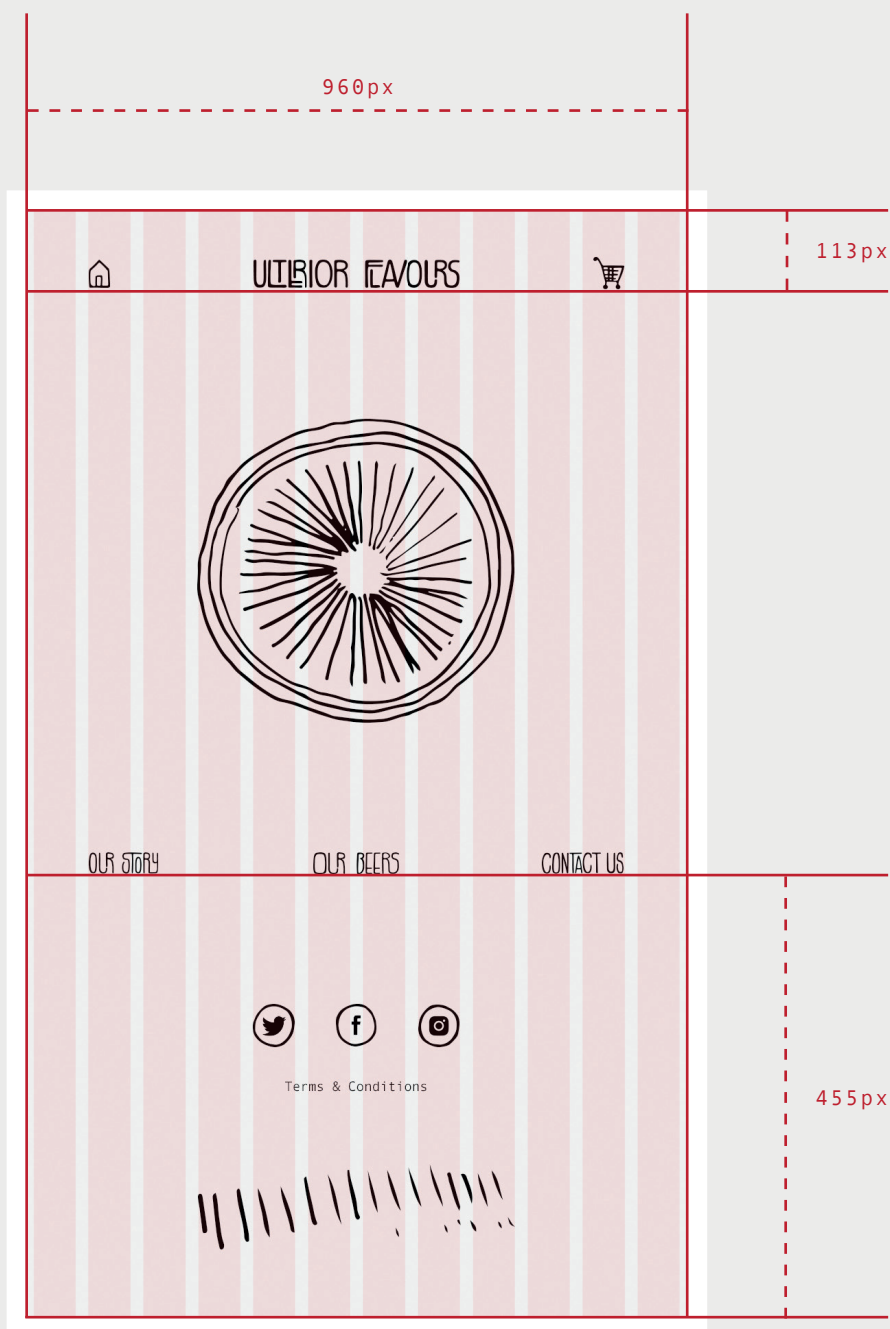
this part of the book contains our website's grid structure, locations of the header and footer sections.

there are also measurements of important spacing between elements on a webpage due to the nature of ULTERIOR FLAVOURS branding, which is quite spontaneous.

computer website structure

our computer website is created with a maximum width of 960px and is based on a 12-column grid, as illustrated below, the margin is 10px wide and the gutter is 20px wide, each column is 60px wide. the website's height will be depended on the content of the page.

the main header has a fixed height of 113px and the footer has a fixed height of 455px and there is a compulsory 200px padding at the top of the footer section to separate from the body. we will explain in more details in the header section and footer section later on.

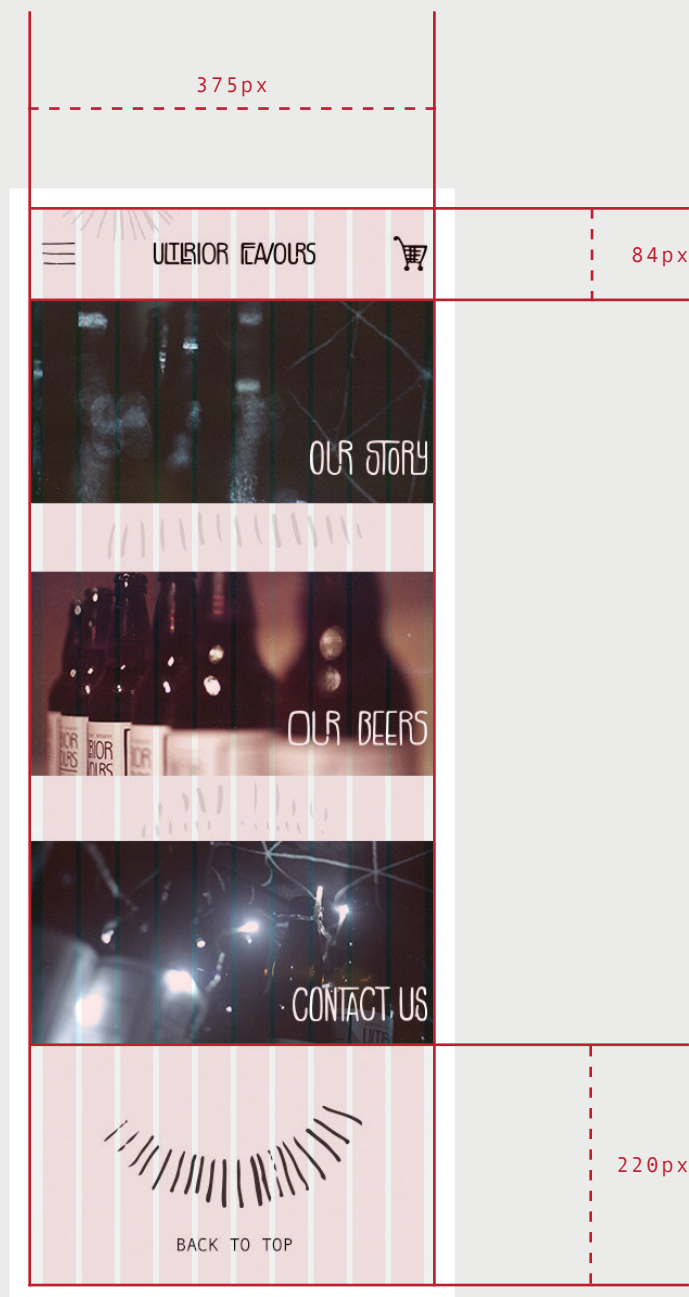


OVERALL STRUCTURE

mobile website structure

due to the restriction of a mobile display screen, the website is created at a maximum width of 375px and we keep in mind what will be visible with a maximum height of 667px. it is based on a 10 column width structure, 10px margin and 5px gutter - each column is 31px wide.

the header has a maximum height of 84px with 32px fixed padding below the logo to create space before the content. the footer has a total height of 220px with 32px fixed paddings top and bottom. this will be further explained in the book.



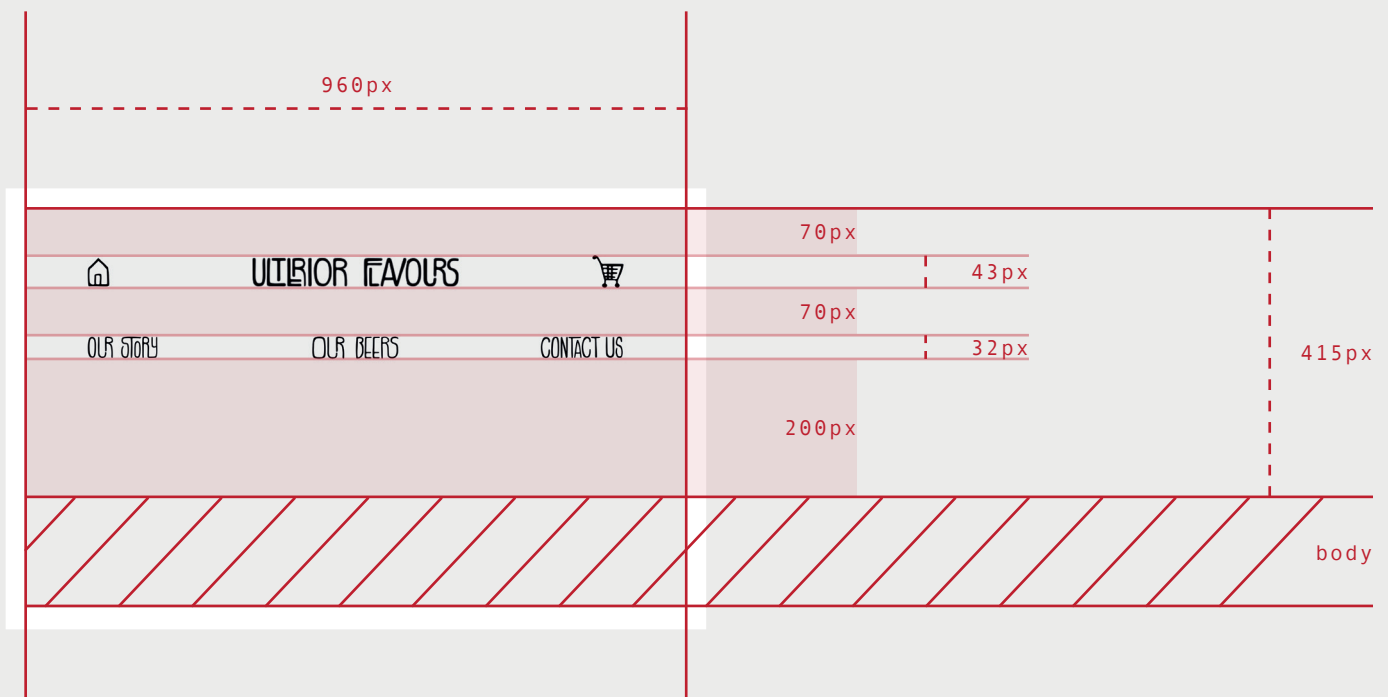


HEADER SECTION

this part of the book explains in detail the header section of the website, listing the elements within the header as well as their dimensions and positions. the spaces between each element are also crucial to the online appearance of ULTERIOR FLAVOURS.

computer website header

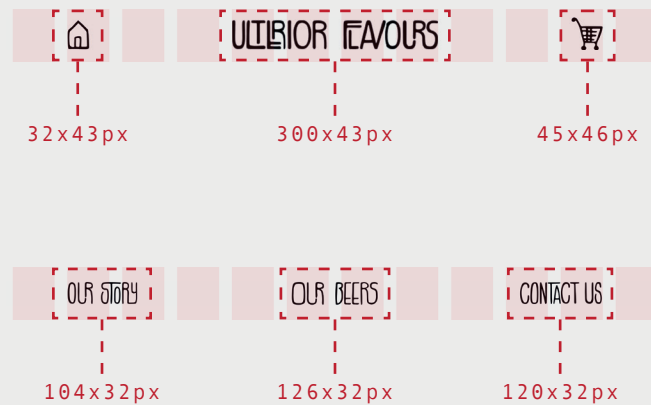
the main header has a fixed height of 113px but the only page where the main header does not appear together with the navigation bar is the welcome/splash page. the header of our website is 415px in height with a 200px padding for extra space before the body.



HEADER SECTION

on the opposite page, we explain the spaces and paddings required within the header section.

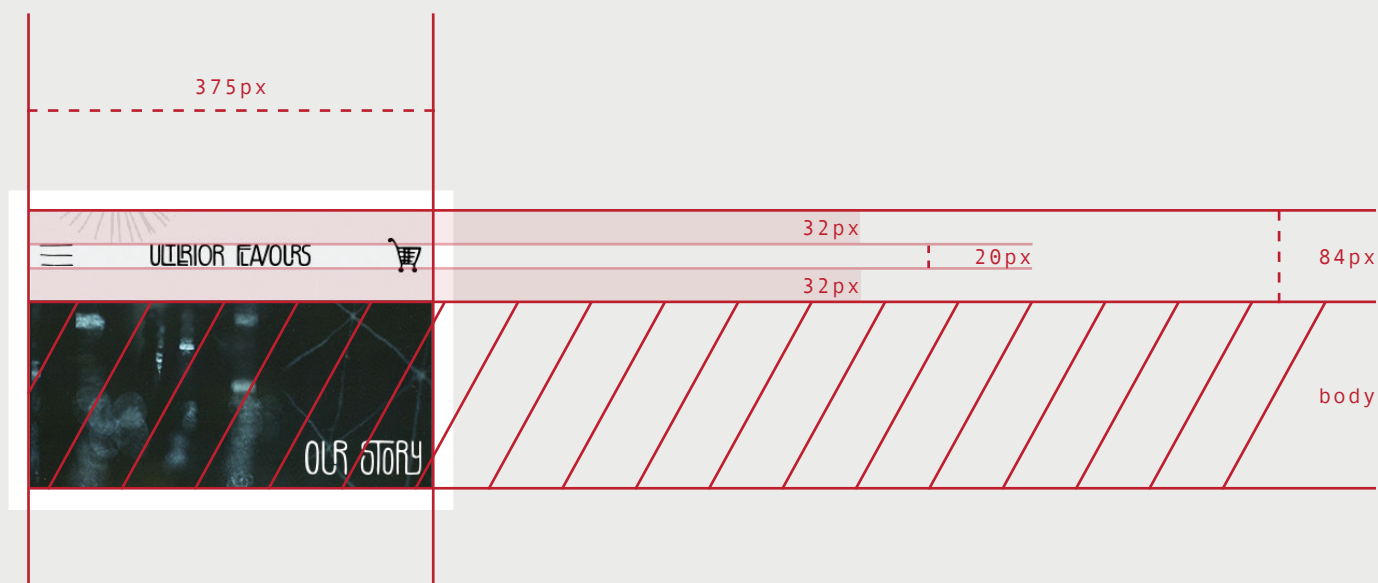
the illustrations below demonstrate the dimensions of each element in the header. here the elements are contained within the middle 10 columns and the outer 2 columns act as extra paddings for the page. the home button and the first tab are aligned left, the logo and the second tab is aligned centre and the cart button and the third tab are aligned right. when coding/designing, please restrain the elements to their correct proportions and dimensions to maintain the consistency of the entire website.



mobile website header

the header has a maximum height of 84px with 32px fixed padding above and below the header content. this section of the mobile version is much less spacious compared to the computer version as we want to make the website as easy to navigate on the phone as possible.

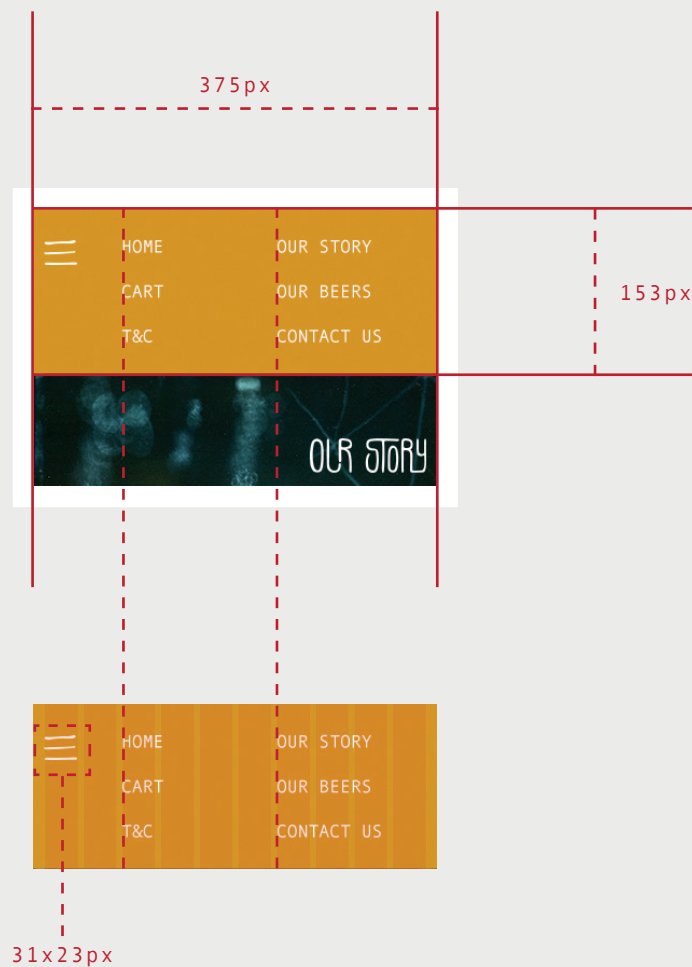
the header with only 3 buttons is sticky and it stays on top of the screen even when the user has scrolled down. the tabs visible in the computer version are all compacted into a burger menu for mobiles, which we will explained in more details in the next page.



HEADER SECTION

the header consists of a burger menu which will slide from the top to overlap the existing contents when it is activated. the menu has a ULTERIOR FLAVOURS' yellow background and white texts so that it stands out distinctively from the rest of the webpage.

the slider menu has 6 quick links to the other pages of our website. these links are left-aligned to the third and seventh column of the grid. as illustrated below, the burger menu must be used with the given dimensions and must be placed in the first column in the exact same position as the non-active burger menu.



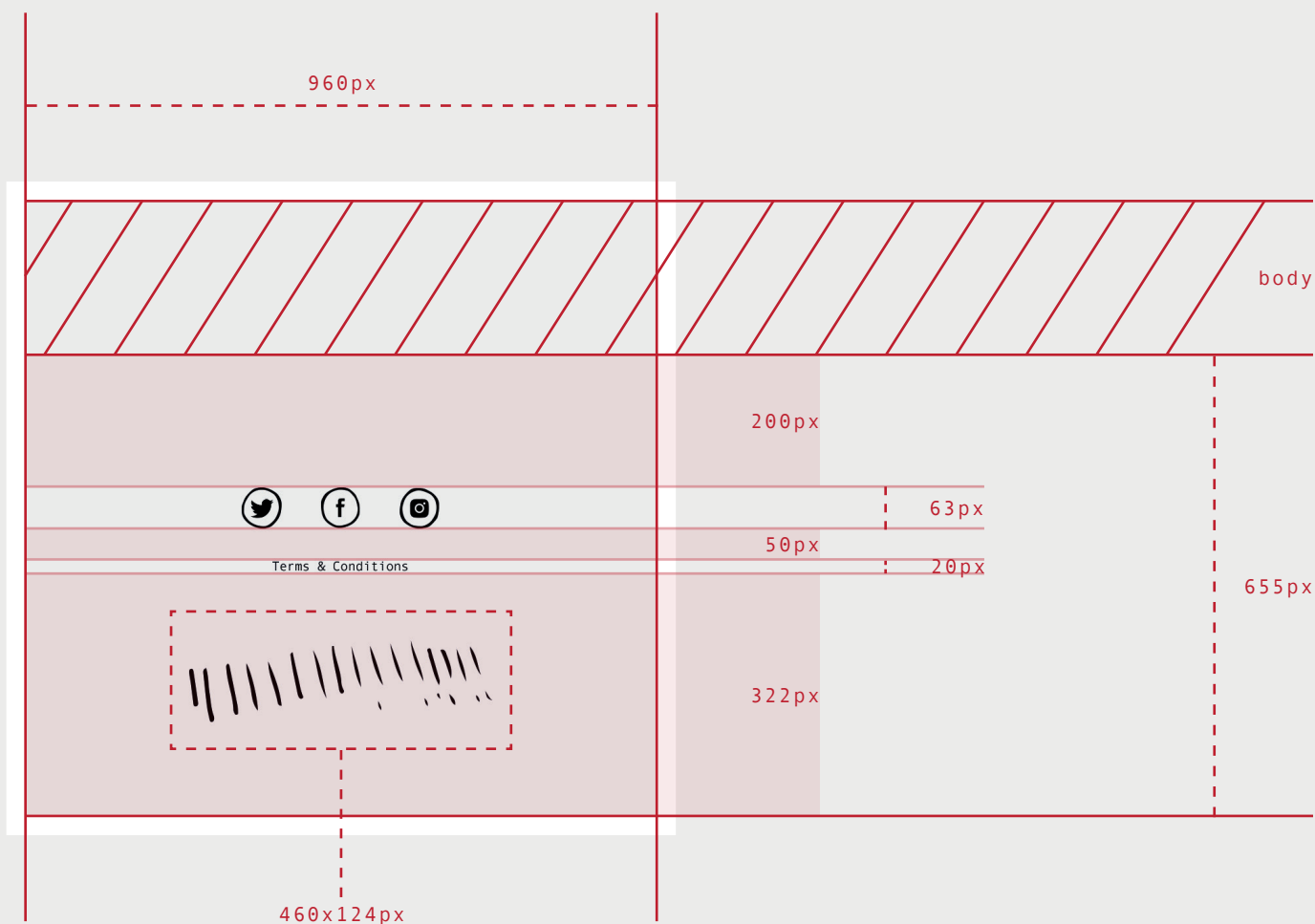
A decorative zigzag pattern in a light gray color, located on the left side of the page. It consists of multiple parallel lines forming a series of 'V' shapes pointing to the right.

FOOTER SECTION

this part of the book contains the footer section of the website as well as the quick links it boxes.

computer website footer

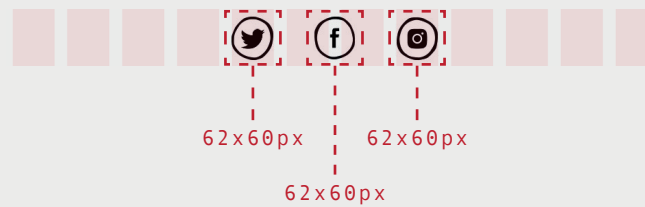
in the footer section, we provide the users with quick links to our social media pages as well as our terms and conditions (if they want to read that is). the footer is spacious with a fixed height of 455px. there is always a padding of 200px between the end of the body and the beginning of the footer. the terms and conditions link is typed at 20pt and is placed in the centre of the page, 50px below the social media icons and the space of 322px high below it is to be decorated with our bespoke patterns, which will also be centralised.



FOOTER SECTION

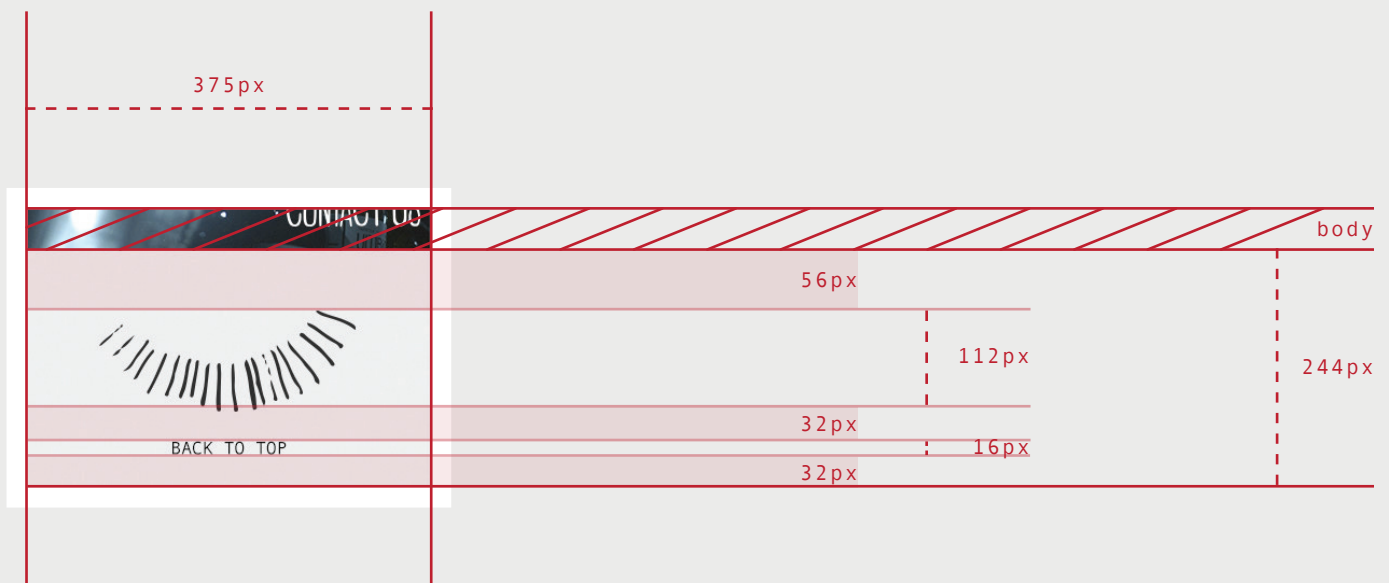
below is an illustration of the positions on the grid of our social media quick links. all of the icons should be used at 62x60px with 60px spacing between each of them.

the icons are designed using the social media's official logo with a quirky circular border around them so as to add a little sense of ULTERIOR FLAVOURS.



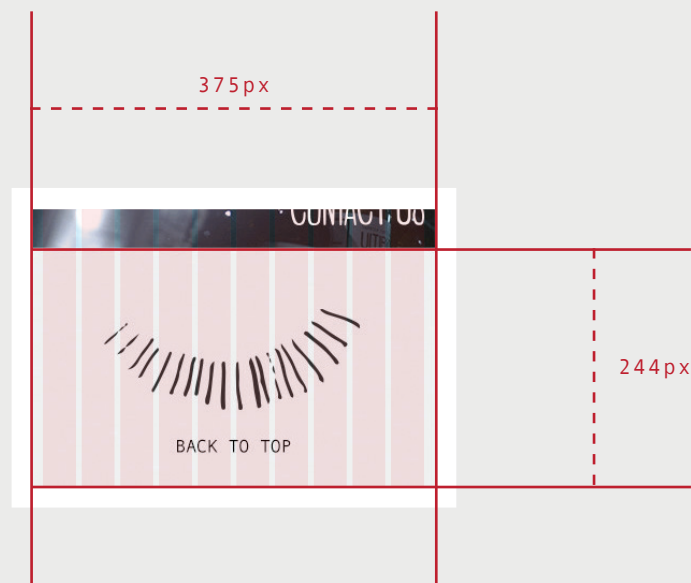
mobile website footer

the header has a maximum height of 244px with 56px fixed padding between the end of the body and the beginning of the footer, which also has a pattern like the computer version yet we replace all the other links with a back-to-top button that the user can use to quickly go back to the start of the page.



FOOTER SECTION

below is the mobile version footer with its grid so as to demonstrate more clearly the position of the elements, both of which are in the centre. when designing for mobile web, please respect the fore-mentioned paddings and spacings.





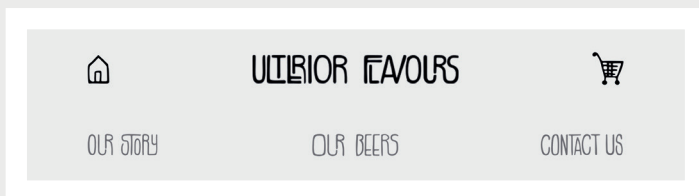
NAVIGATIONS

this part of the book explains the navigations of the website more carefully and in depth, especially the different states of a button in the navigation bar, social media icons and burger menu.

computer website navigations

in our computer website version, there are 6 buttons in the top navigation bar and 4 in the footer. no hover effects should be applied to the top part of the header navigation links. the bottom part of the header navigation bar takes you to our three main pages: our story, our beers and contact us. these three links have the same hover effect.

there is no hover effects applied to the body contents of the site.



DEFAULT STATE

common ground
32px
#000 (40%)



HOVER STATE

common ground
32px
#000 (100%)



ACTIVE STATE

common ground underlined
32px
#000 (100%)



ACTIVE STATE

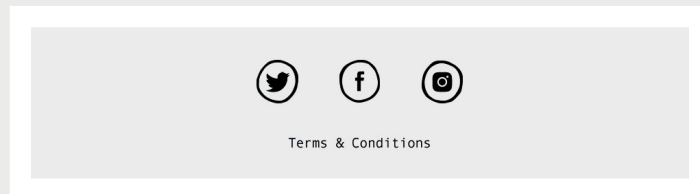
when the user is visiting a page,
the other tabs return to their
default state.

NAVIGATIONS

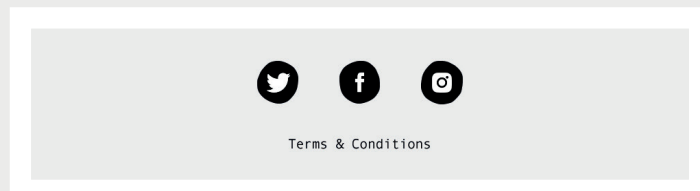
the navigation effect is only applied to the social media icons as demonstrated below.

the terms and conditions link should not have any hover effect. these are the link's typographic details.

typeface	Andale Mono Regular
size	20px
leading	32px
tracking	-20
HEX	#000

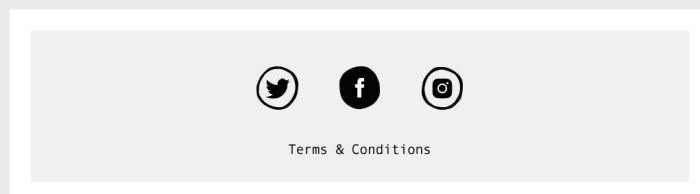


DEFAULT STATE



HOVER STATE

when a button is hovered on, the others stay in their default state.



ACTIVE STATE

when a button is clicked, the others stay in their default state.

mobile website navigations

in our mobile website version, there are 3 buttons in the top navigation bar and 1 link in the footer. there is no hover effects to be applied to these buttons but there is a consistent activate effect that changes the appearances of the buttons when they are tapped: the colours decrease in opacity to 40% instead of 100%.

this navigation effect also applies to all the other button in the content of the website i.e. specific beer names.



DEFAULT STATE

common ground
20px
#000 (100%)



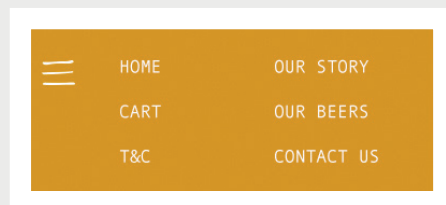
ACTIVATE STATE

common ground
20px
#000 (40%)

NAVIGATIONS

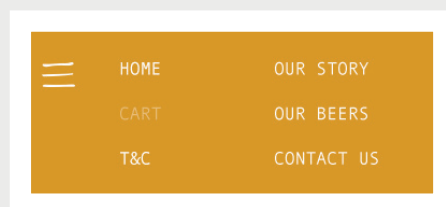
the navigation effect for the slider menu and the back to top button is similar to that of the main page. these are the typographic details for the buttons:

typeface	andale mono regular (all caps)
size	16px
leading	41px
tracking	-20
HEX	#000 / #FFF



DEFAULT STATE

#FFF (100%)



ACTIVATE STATE

#FFF (40%)



DEFAULT STATE

#000 (100%)



ACTIVATE STATE

#000 (40%)

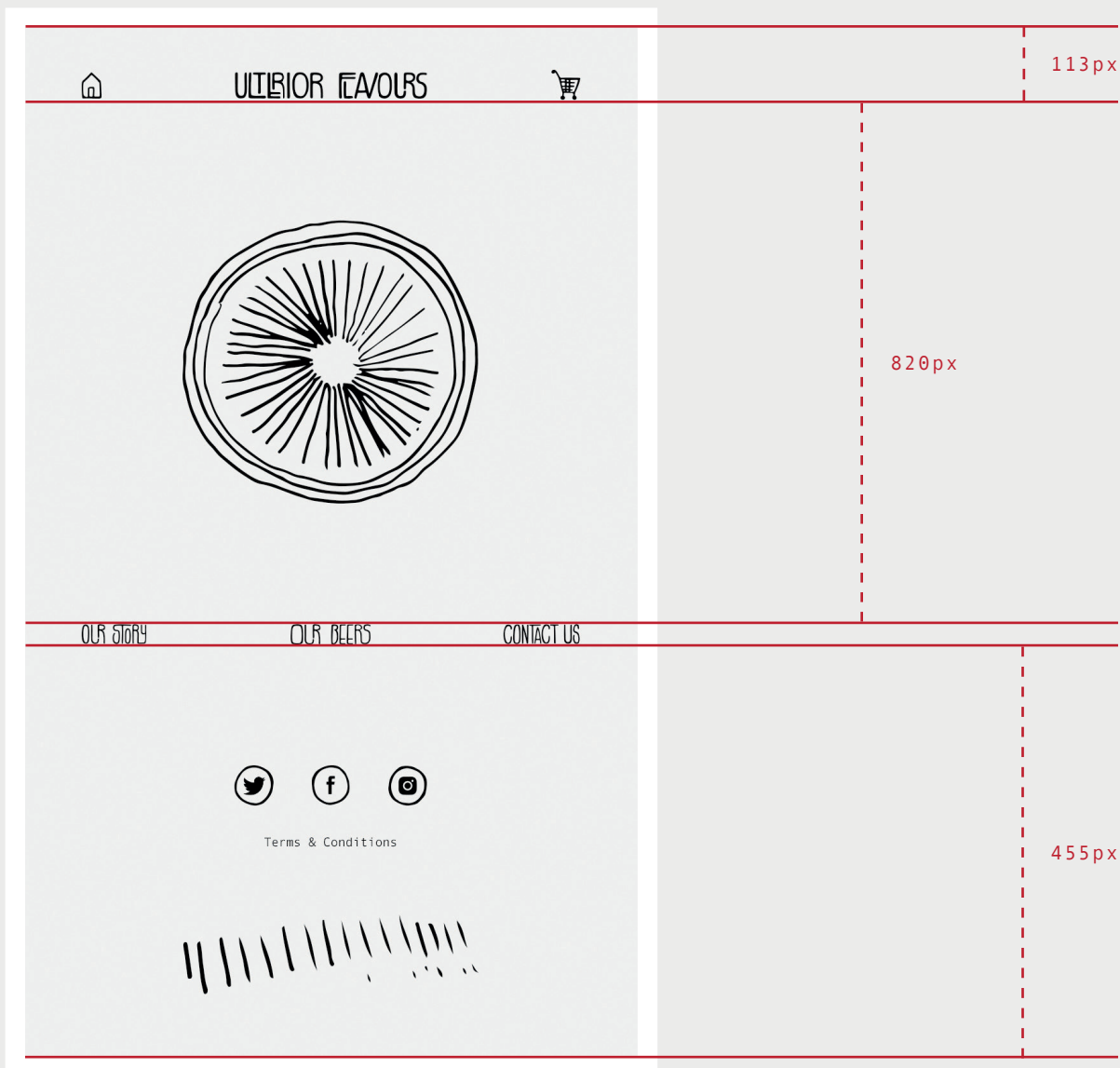


TEMPRATES

this part of the book shows you the templates of our main web pages, and it also takes you on a journey through our website from the stage of browsing the products to checking out and paying.

computer website home page

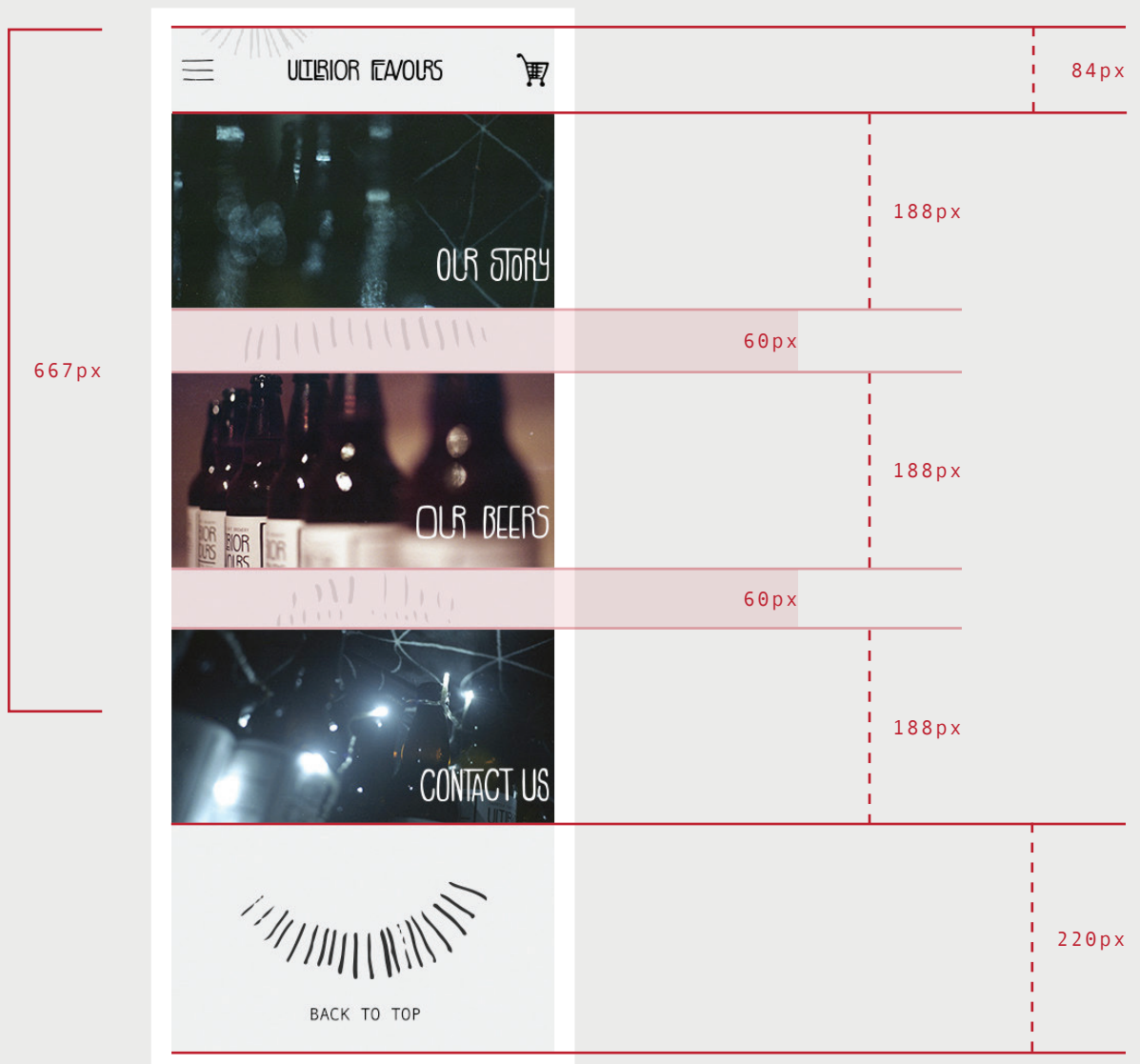
the home page of the computer version has a special pattern inside of the header, separating the top navigation bar and the bottom navigation bar, the latter of which borderlines the beginning of the footer section. from here, the user can navigate to more specific pages using the available buttons.

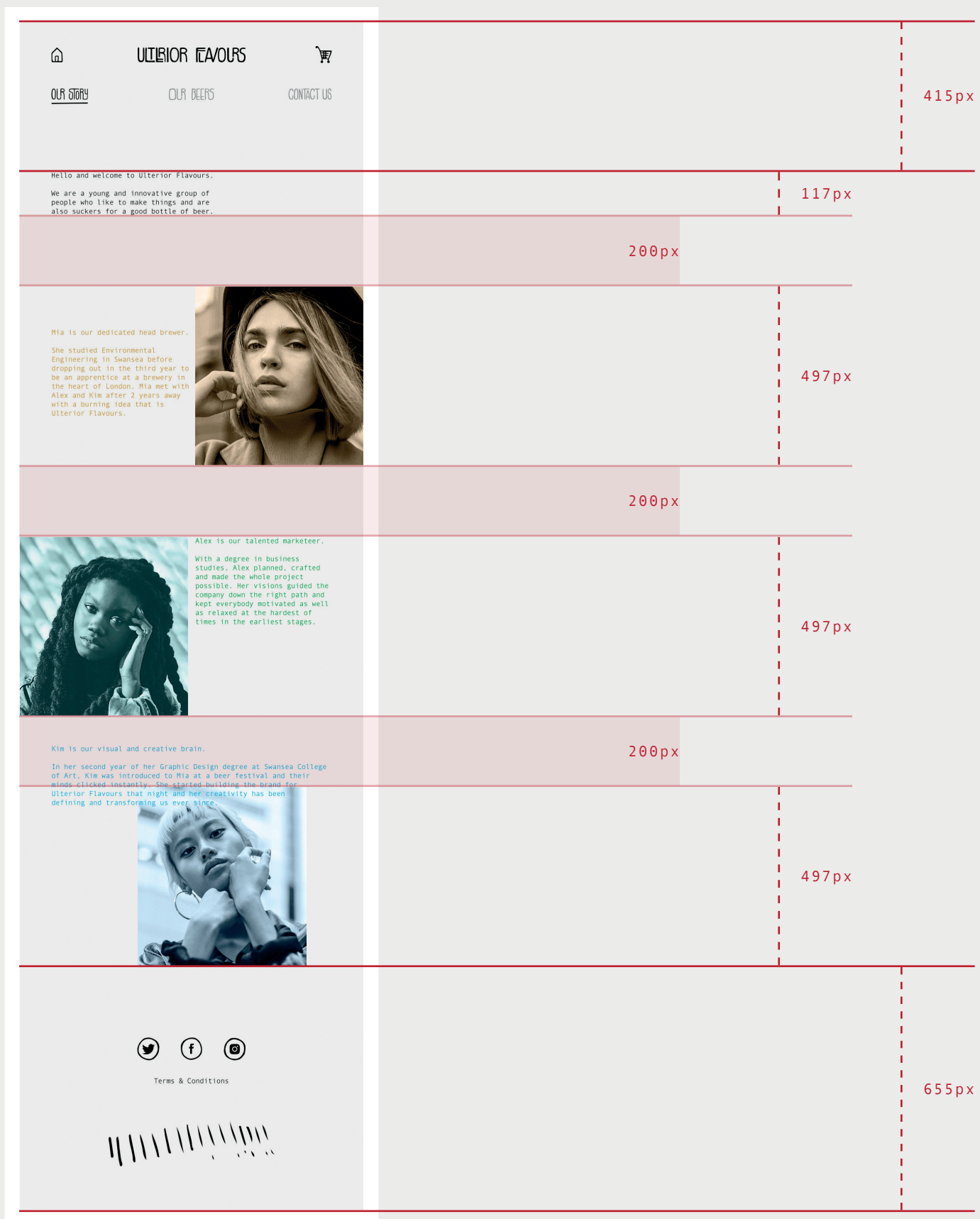


mobile website home page

the home page of the mobile version presents to the user the three main tabs in a row with different photographs as backgrounds to distinguish the tabs from each other. the other visible links in the computer version are all compacted into our burger menu which slides down when activated.

the height of the website on mobile is limited to 667px, which we will note in each mobile diagram to better demonstrate the 'fold'.





computer website story page

our story page is our way of introducing ourselves to the readers, giving them little bits of info about each of us, some stories and facts just so they know us a little bit better because our company is built based on human connection after all. due to the spacious nature of our website, some pages might be too long to preview but we will talk to you about the more important parts.

typeface andale mono
size 16px
leading 41px
tracking -20
HEX #000
text span 6 columns

HEX #CB9811 orange

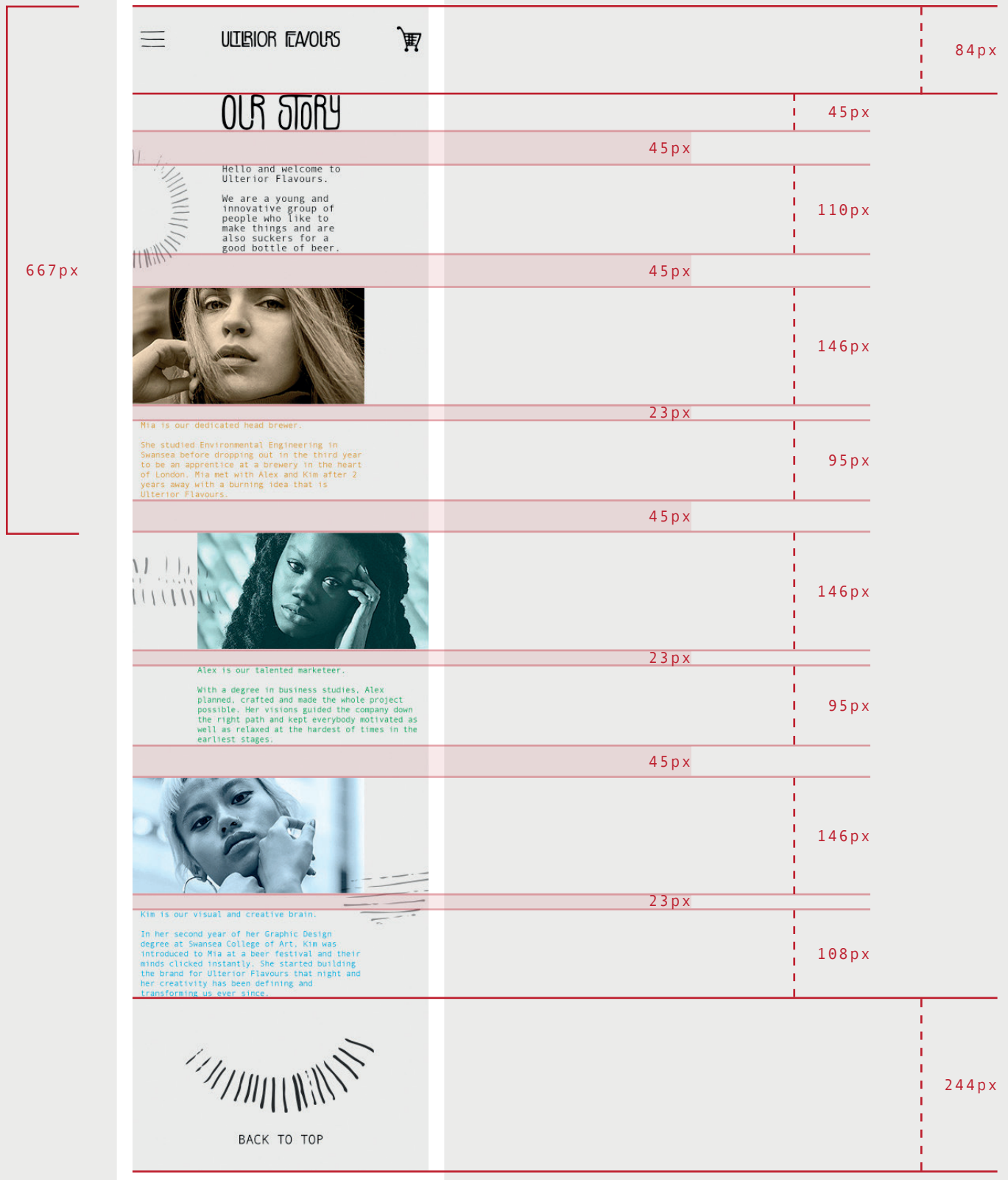
HEX #289B28 green

HEX #36A9E1 blue



text span 5 columns, except for that of Kim because she likes it different.

our photos are edited to correspond with the colours of our texts. the photos must be at 497x470px.



mobile website story page

the mobile version of this tab is more compact yet the theme is still consistent. there is little spacing between the elements but thanks to the scrolling nature of a mobile web, the information is displayed cohesively and tidily. the contents are placed one after the other so that the users would have a more pleasant read.

typeface andale mono
size 12px
leading 12px
tracking 0
HEX #000
text span 4 columns

typeface andale mono
size 10px
leading 12px
tracking 0
HEX #CB9811 orange
#289B28 green
#36A9E1 blue
text span 8 columns

10px margin to either side of
all the mobile web pages.

typeface common ground
size 45px
leading 0px
tracking 0
HEX #000
text span 6 central columns

the photos here are landscape
for space-saving purposes.
their dimension is 293x146px.

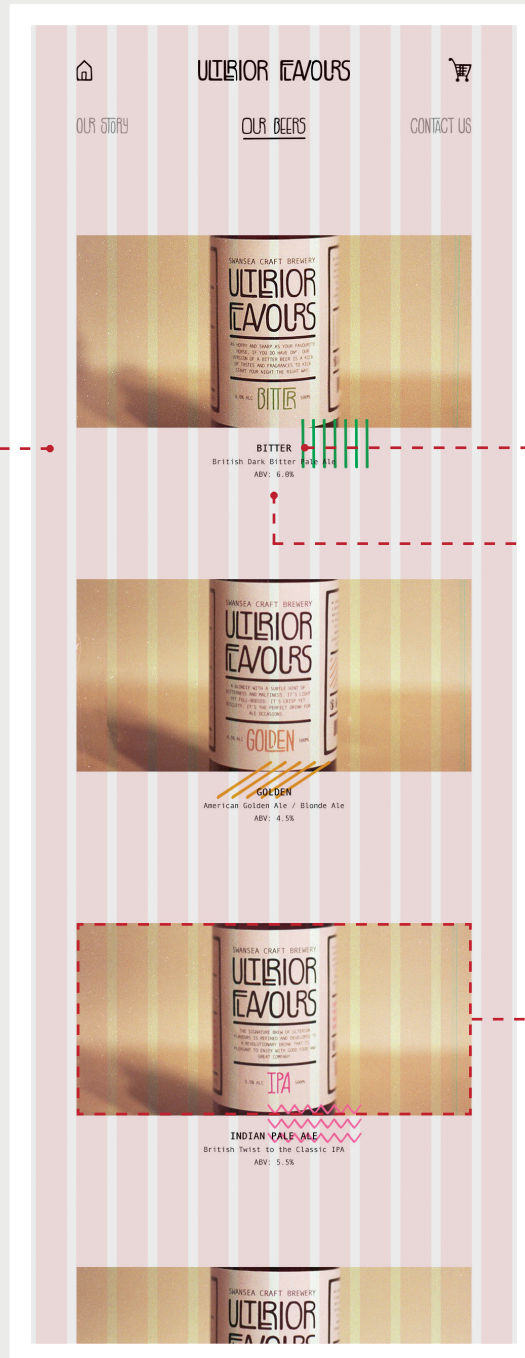




computer website product page

instead of having the typical square thumbnails of the products, we decided to do the abnormal and introduce our beers in landscape form. by doing this, we can include the product's information as well as the patterns tailored to each beer.

90px margin to either side of all the computer web pages (with the exception of the story page)

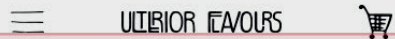


typeface andale mono bold
size 20px
leading 25px
tracking -20
HEX #000
centred, all caps

typeface andale mono
size 15px
leading 25px
tracking -20
HEX #000
centred

these images act as buttons that will take the user to the focus pages. there is no hover effects applied to the contents of the body.

the dimension of the product photos is 780x380px. there isn't a specific requirement for the decorative patterns, as long as they follow our brand's colour and that they are placed around their appropriate products.

667px			112px
	OUR BEERS		45px
			60px
		BITTER British Dark Bitter Pale Ale ABV: 6.0%	188px
			60px
		GOLDEN American Golden Ale / Blonde Ale ABV: 4.5%	188px
			60px
		IPA British twist to the classic Pale Ale ABV: 5.5%	188px
			60px
		LAGER Vienna Style Lager ABV: 4.1%	188px
			60px
		SAIGON Vietnamese Originated Lager ABV: 4.9%	188px
			60px

mobile website product page

the mobile version of our product page embeds the product information into the photographs and the patterns used are now in black at 400% opacity as we want to avoid abusing many colours in a more confined working space. the photographs are placed on top of each other, similar to the layout of our computer website version, and they are also button that will take the user to the focus pages.



typeface common ground
size 45px
leading 0px
tracking 0
HEX #000
text span 6 central columns

typeface andale mono
size 17px
leading 25px
tracking -20
HEX #000

typeface andale mono
size 12px
leading 12px
tracking -20
HEX #000

the product photos span the entire width of the page
375x188px



ULIOR FLAVOURS



OUR STORY

OUR BEERS

CONTACT US

415px

GOLDEN

115px

200px



780px

A blonde with a subtle hint of bitterness and maltiness. It's light yet full-bodied. It's crisp yet biscuity. It's the perfect drink for ale occasions.

32px

29px

200px

ADD TO BASKET

70px

200px

STORY +

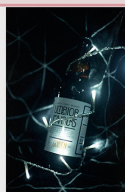
70px

Golden is our first creation and Kim often says she feels like it represents us three the most. We discussed the possibilities of a brewery of our own while sitting at the beach drinking cans of Boss Blaze. The amber look and fruity taste of the drink became such an inspiration to all of us that we had to get our hands dirty and craft our very own version of a blonde ale.

Being the first product, Golden holds a special place in our heart yet it also brought hell down on us. It took us five months to get a grip of the whole process even with Mia's past apprenticeship with a brewery.

The day we had a sip of our first batch of Golden was a chilly Thursday in September and we all remember it distinctively yet personally. We remember the first taste of sweet lemon and we remember the light and cheerful smell of the drink.

That first sip opened up our minds and gave Ulterior Flavours hope and a strong breath of life. We are honoured to have created a beautiful drink that is Golden and that you are reading this right now, because this is all we want to do, give the good drinks to the great people of Swansea as well as all over the world (one time soon).



372px

70px

SECS +

70px

Look: amber - Blonde
Smell: fruity, delicate
Taste: biscuity, sweet lemon
ABV: 4.5%
IBU: 15

Suitable for vegans

130px



Terms & Conditions

655px



computer website focus page

a focus page gives insight to each of the products and the user can add items to basket using these pages. the focus pages of all of the products have the same layout as below. on these pages we use a slightly different grid developed from the original one.

typeface common ground
size 115px
leading 0px
tracking 0
HEX #CB9811 orange

typeface common ground
size 70px
leading 0px
tracking 0
HEX #CB9811 orange

this box appears when the mouse hovers over and clicks on the button

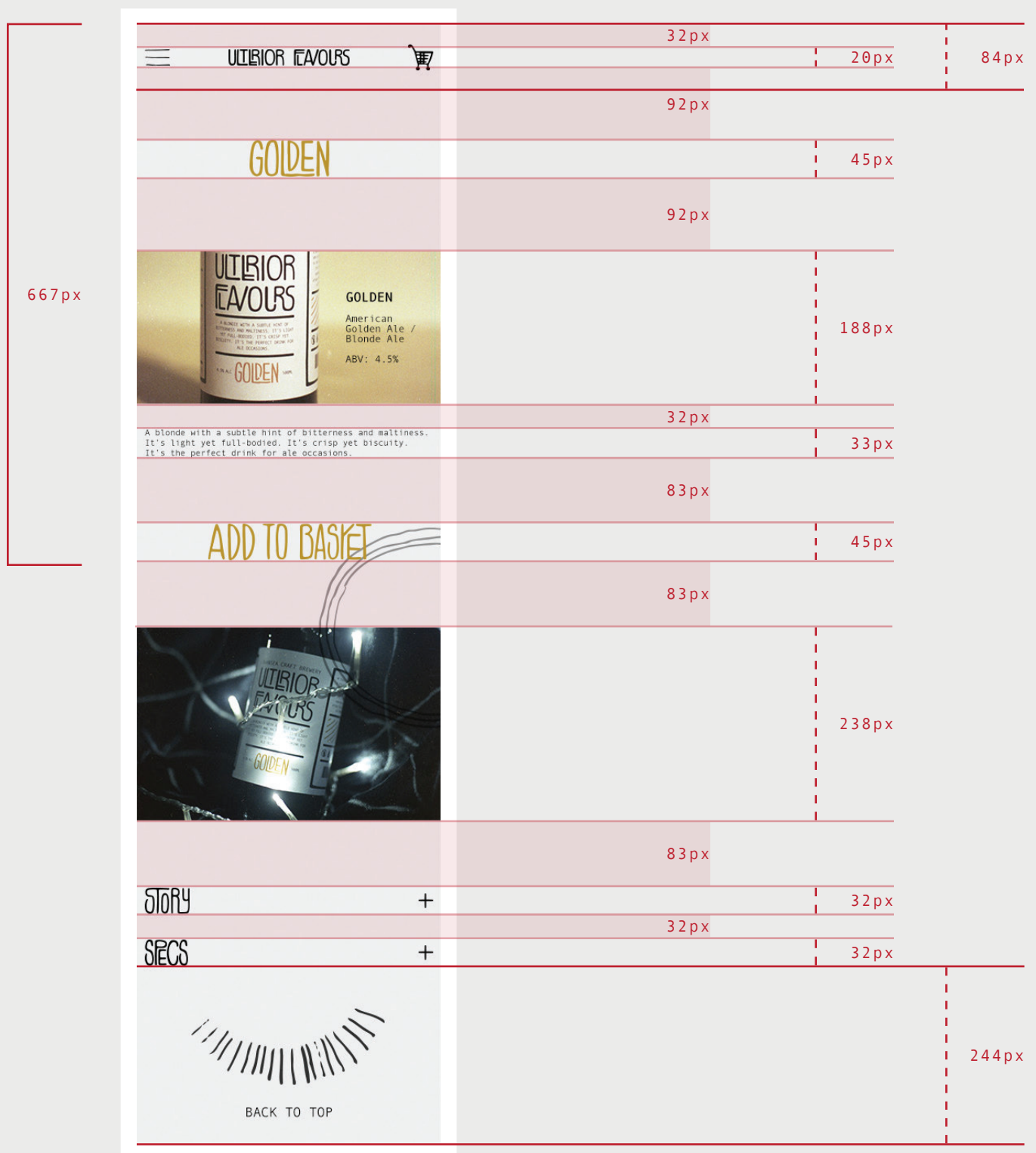
typeface common ground
size 70px
leading 0px
tracking 0
HEX #000

three product photos showing the front and 2 sides. the photos' size is 780x240px and there must be a padding of 30px between them.

typeface andale mono
size 15px
leading 15px
tracking -20
HEX #000

a feature photo goes here, it doesn't need to contain that particular product.
372x240px with 30px padding.





mobile website focus page (shortened)

the mobile version of a focus page gives the user the option to extend to read the story about the beer or the specifications of it. the extended version will be explained in the next page.

typeface common ground
size 45px
leading 0px
tracking 0
HEX #CB9811 orange

typeface common ground
size 32px
leading 0px
tracking 0
HEX #000

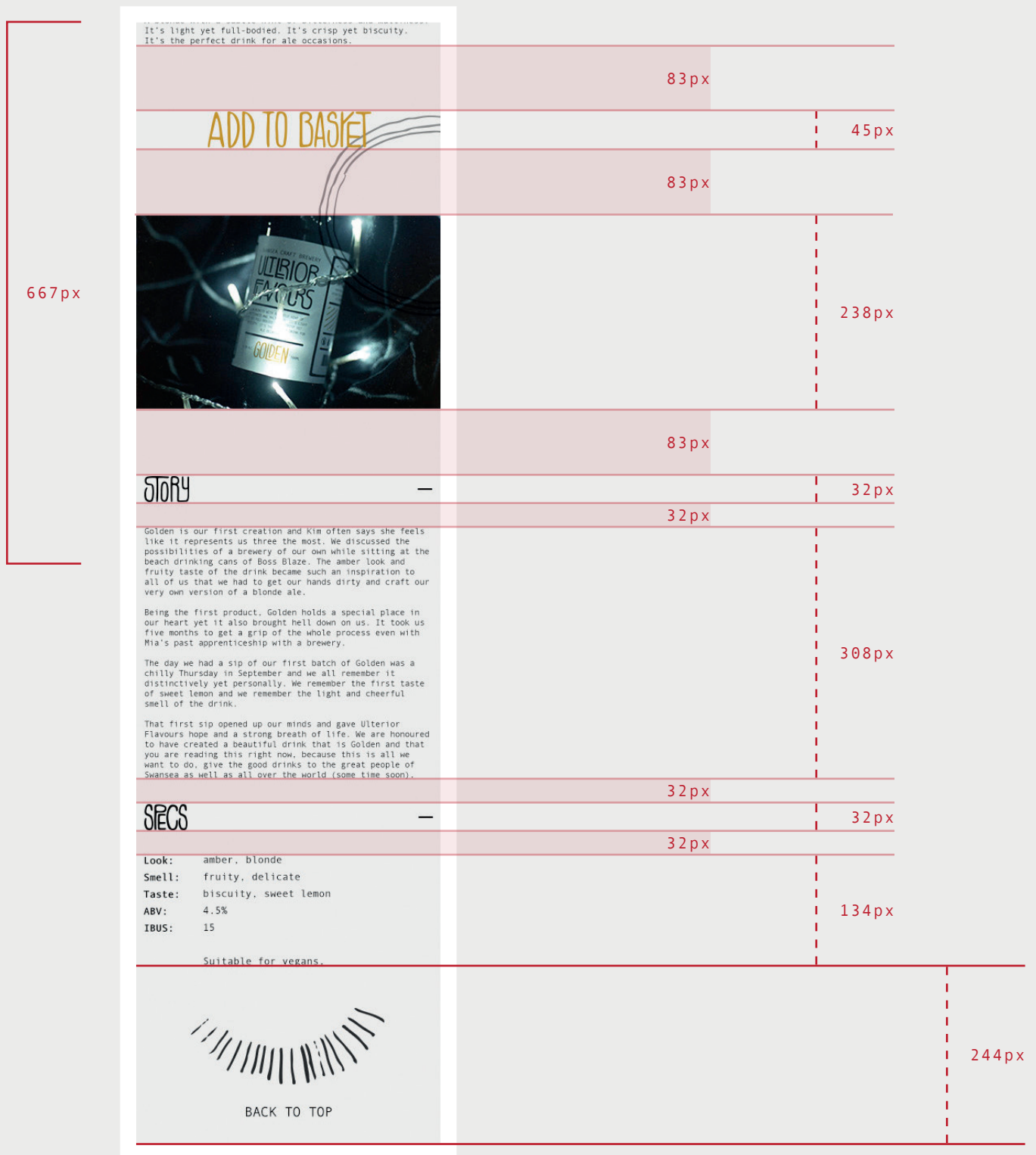
the same photo and text on the products page are used for the focus page.

typeface andale mono
size 12px
leading 12px
tracking -20
HEX #000

the feature photo acts as a divider in the mobile version so that the web page does not look cluttered. it also spans the entire width of the page. 378x238px

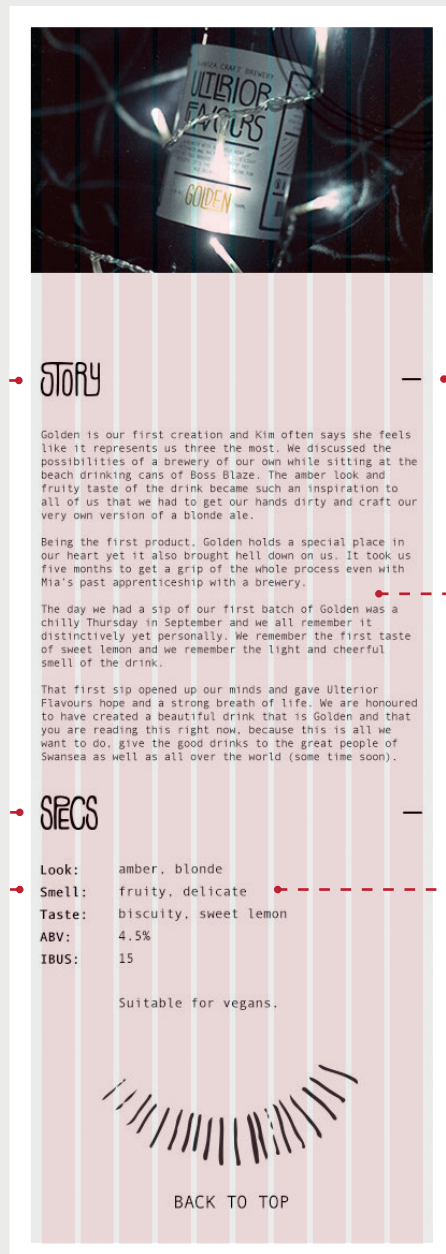
plus button to extend this page. this must be placed to the right of the 10th column at 18x18px.





mobile website focus page (extended)

all of the main elements stay the same in the extended page, except for that of the bottom of the page, where we see more texts.



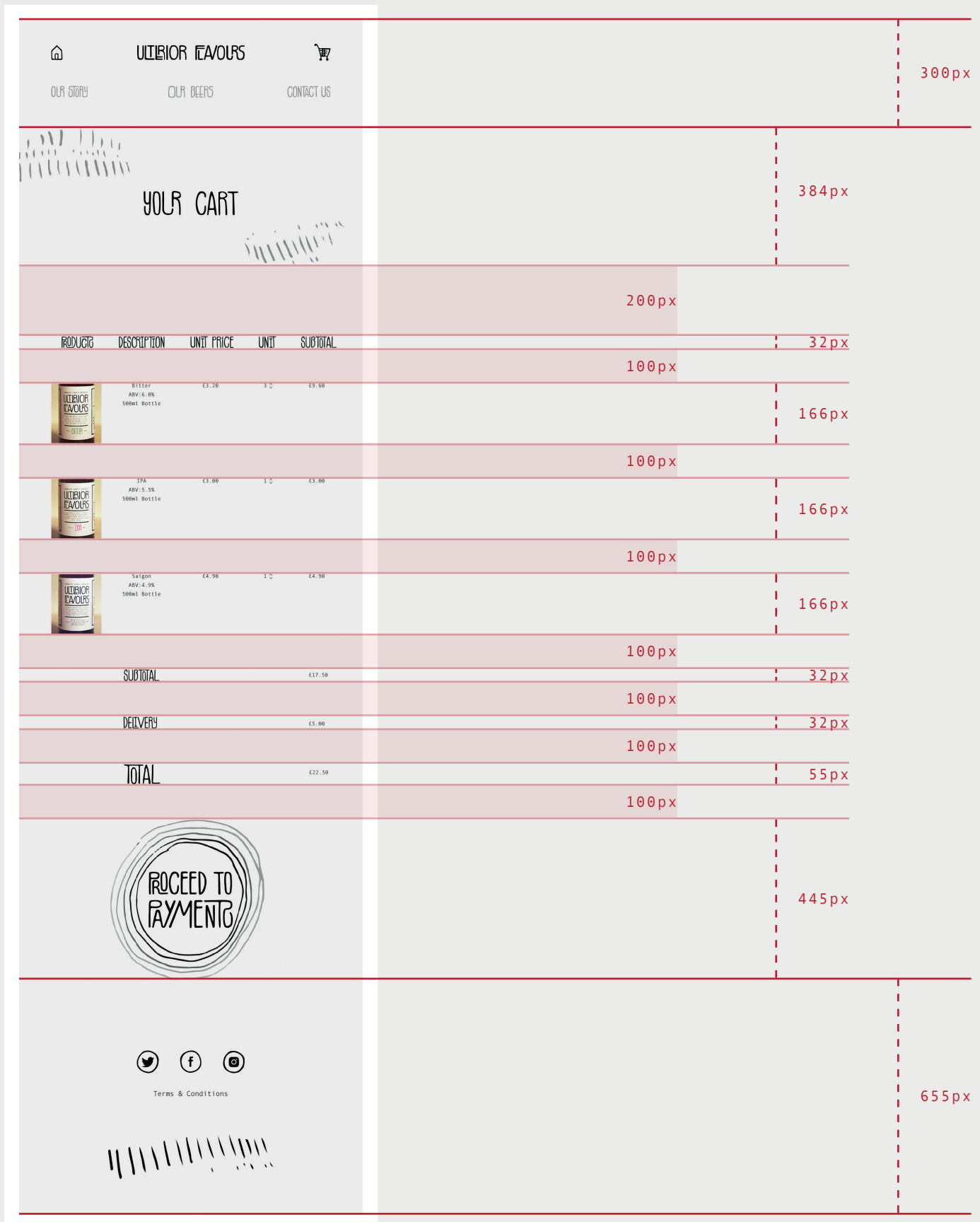
the plus button changes into a minus so that the user can close the extension.
18x2px

typeface common ground
size 32px
leading 0px
tracking 0
HEX #000

typeface andale mono
size 10px
leading 12px
tracking -20
HEX #000

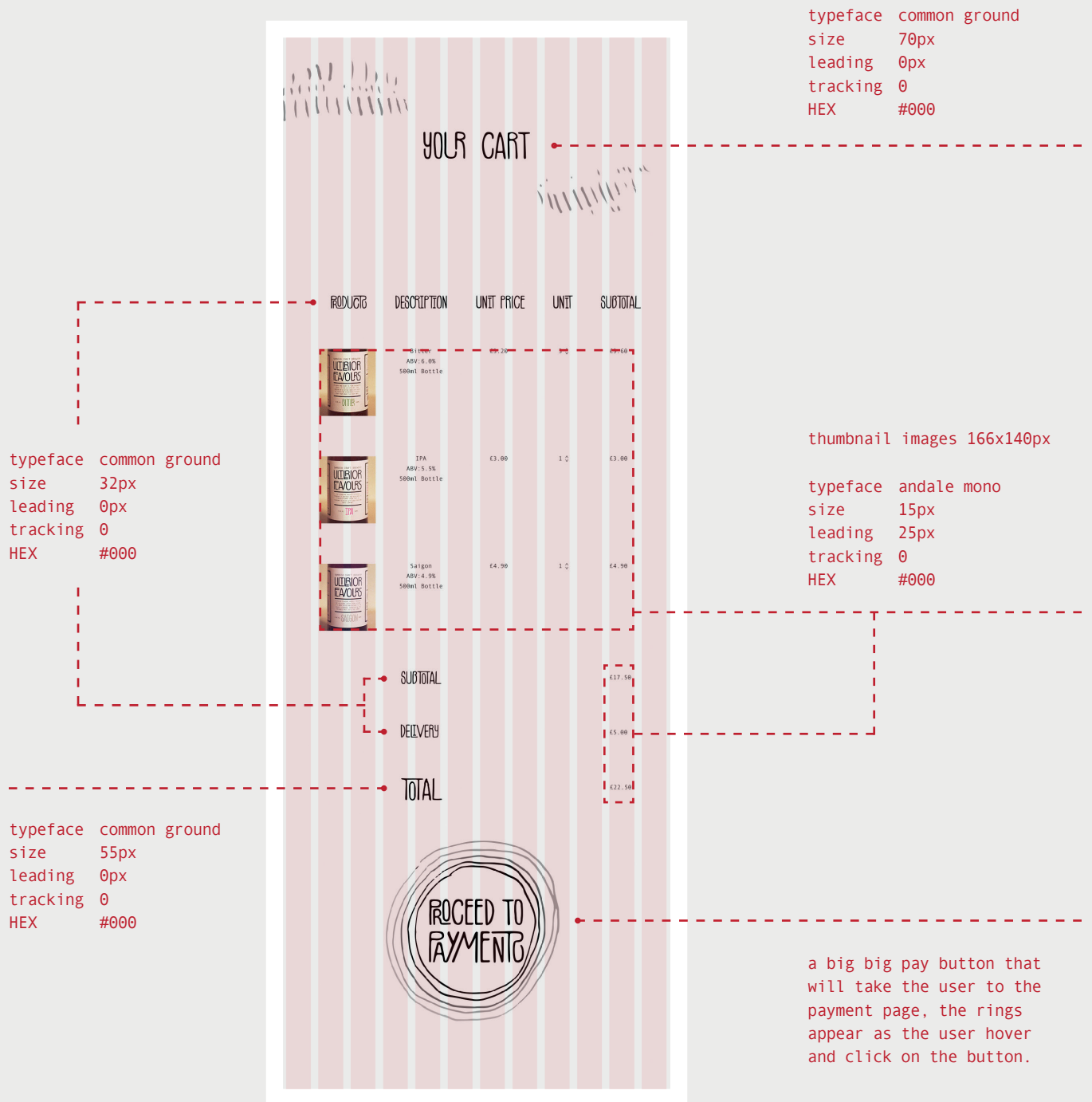
typeface andale mono bold
size 12px
leading 20px
tracking 0
HEX #000

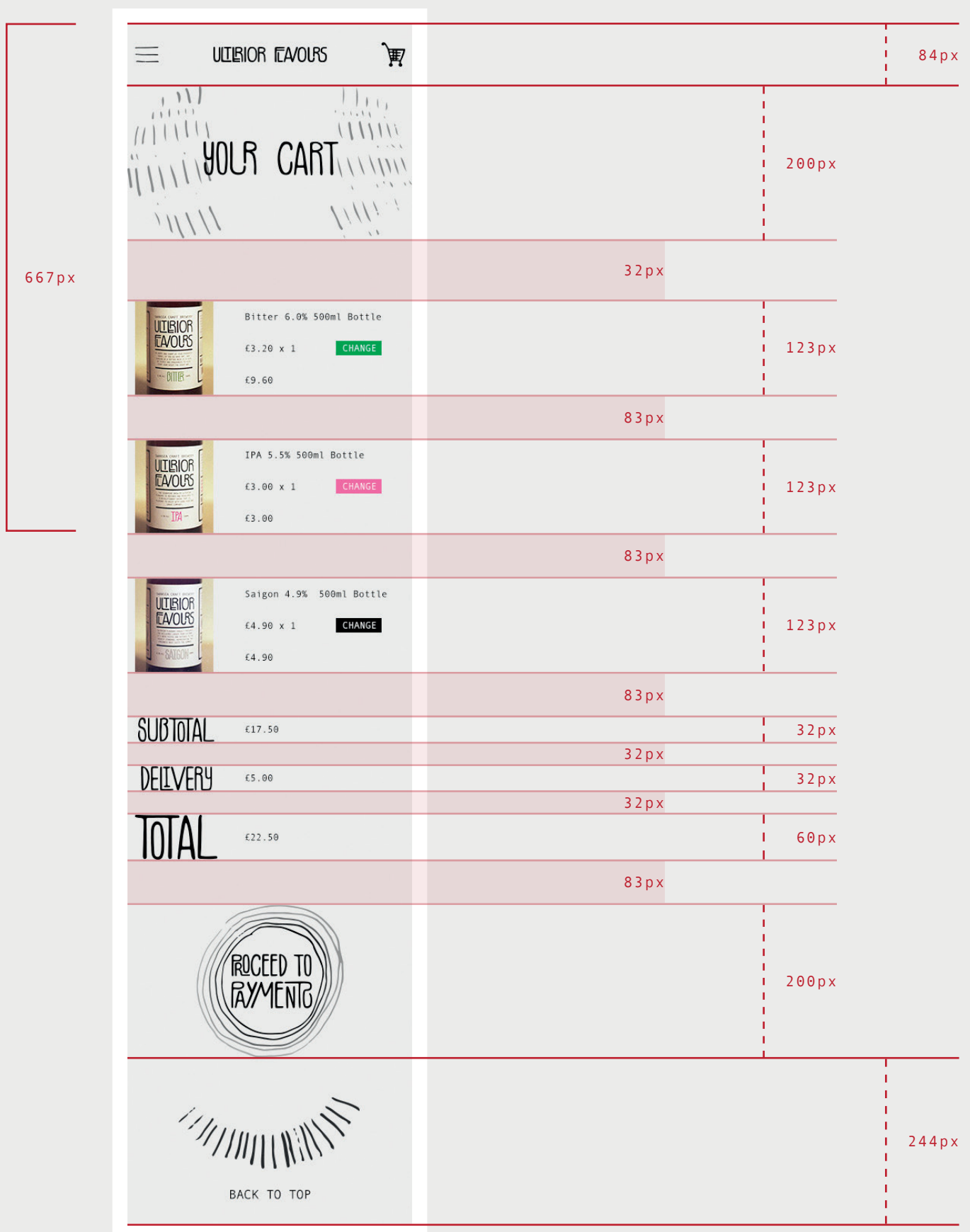
typeface andale mono
size 12px
leading 20px
tracking 0
HEX #000



computer website cart page

the user can get access to their cart by clicking the cart button in the header section. this page serves the purpose of summarising all of the items the user has added to cart and telling them about the prices as well as the shipping charge and total to pay. the user can also change the quantity of the items they have added by using the up and down arrows.





TEMPLATES

mobile website cart page

in this mobile version, the thumbnail images span 3 column to increase their visibility and the text contents are placed next to the thumbnails without descriptions like units, prices, etc.



thumbnail images 123x103px

typeface andale mono
size 12px
leading 20px
tracking 0
HEX #000

typeface common ground
size 32px
leading 0px
tracking 0
HEX #000

typeface common ground
size 60px
leading 0px
tracking 0
HEX #000

instead of the up and down arrows in the computer version, the user can change the quantity of the items by tapping the change buttons.

the buttons' colours correspond to the beers.

buttons 60x20px

the pay button here is the same as that of the computer version, the rings also appear as the user taps on the button.

CHECK OUT

YOUR ORDER

Bitter	£3.20	x	3	£9.60
IPA	£3.00	x	1	£3.00
Saigon	£4.90	x	1	£4.90
Subtotal				£17.50
Delivery				£5.00
Total				£22.50

SHIPPING DETAILS

Name

Address

Town/City

Country

Postcode

Email

Phone No.

BILLING DETAILS

Same as shipping details



CREDIT / DEBIT CARD

Card Number

Expiry Date

Card Code



footer

computer website check-out page

the check out page is the final summary of the order, it is also where the user can fill in their billing and shipping details and well as making the final payment. the user can also tick a circular box to tell us their billing details are the same as shipping details so that they won't have to fill out twice. the full overview of these pages can be seen in the following page.

typeface common ground
size 70px
leading 0px
tracking 0
HEX #000



typeface andale mono
size 20px
leading 25px
tracking 0
HEX #000

Item	Price	Qty	Total
Bitter	£3.20	x 3	£9.60
IPA	£3.00	x 1	£3.00
Saigon	£4.90	x 1	£4.90
Subtotal			£17.50
Delivery			£5.00
Total			£22.50

SHIPPING DETAILS

Name

Address

typeface common ground
size 32px
leading 0px
tracking 0
HEX #000

typeface andale mono bold
size 20px
leading 25px
tracking 0
HEX #000

the texts are divided into 5 parts, each spans 2 columns.

BILLING DETAILS

Same as shipping details ☒

CREDIT / DEBIT CARD

Card Number

Expiry Date

Card Code

PAY NOW

circle 60x60px

the boxes are 460x50px with 50px of padding inbetween each of them.

this button confirms the payment. it has the same hover effects as the proceed to payment button.



[illegible]

667px



	83px	
--	------	--

YOUR ORDER	32px
------------	------

	32px	
--	------	--

Bitter	£3.20	x	3	£9.60	
IPA	£3.00	x	1	£3.00	
Saigon	£4.90	x	1	£4.90	
Subtotal				£17.50	
Delivery				£5.00	
Total				£22.50	

	83px	
--	------	--

SHIPPING DETAILS	32px
------------------	------

	32px	
--	------	--

Name		
Address		
Town/City		
Country		
Postcode		
Email		
Phone No.		

	83px	
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BILLING DETAILS	32px
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	32px	
--	------	--

Same as shipping details ☒	26px
--	------

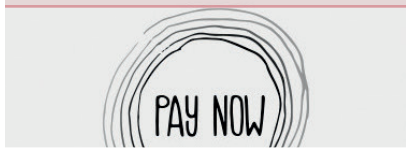
	83px	
--	------	--

CREDIT / DEBIT CARD	32px
---------------------	------

	32px	
--	------	--

Card Number		
Expiry Date		
Card Code		

	83px	
--	------	--



mobile website check-out page

the check out page has the same measurements for the title and the main button as the cart page. the layout of the contents is similar to the computer version but the spacings between each elements is smaller hence the page is a little denser. the user is still able to tick for same billing details. we will also show the full overview of these pages in the following page.

YOUR ORDER

Bitter	£3.20	x	3	£9.60
IPA	£3.00	x	1	£3.00
Saigon	£4.90	x	1	£4.90
Subtotal				£17.50
Delivery				£5.00
Total				£22.50

SHIPPING DETAILS

Name

Address

Town/City

Country

Postcode

Email

Phone No.

BILLING DETAILS

Same as shipping details

CREDIT / DEBIT CARD

Card Number

typeface andale mono

size 12px

leading 12px

tracking 0

HEX #000

typeface andale mono bold

size 12px

leading 12px

tracking 0

HEX #000

the texts here are also divided into 5 parts and each of them spans 2 columns.

the boxes are 247x32px with 32px of padding inbetween each of them.

circle 60x60px

55

UIRIOR FAVOURS

CHECKOUT

YOUR ORDER

Bitter	£3.20	x	3	£9.60
IPA	£3.00	x	1	£3.00
Saigon	£4.90	x	1	£4.90
Subtotal				£17.50
Delivery				£5.00
Total				£22.50

SHIPPING DETAILS

Name

Address

Town/City

Country

Postcode

Email

Phone No.

BILLING DETAILS

UIRIOR FAVOURS

CHECKOUT

YOUR ORDER

Bitter	£3.20	x	3	£9.60
IPA	£3.00	x	1	£3.00
Saigon	£4.90	x	1	£4.90
Subtotal				£17.50
Delivery				£5.00
Total				£22.50

SHIPPING DETAILS

Name

Address

Town/City

Country

Postcode

Email

Phone No.

BILLING DETAILS

Name

Address

Town/City

Country

Postcode

Email

Phone No.

CREDIT / DEBIT CARD

Card Number

Expiry Date

Card Code

PAY NOW

BACK TO TOP

Same as shipping details

CREDIT / DEBIT CARD

Card Number

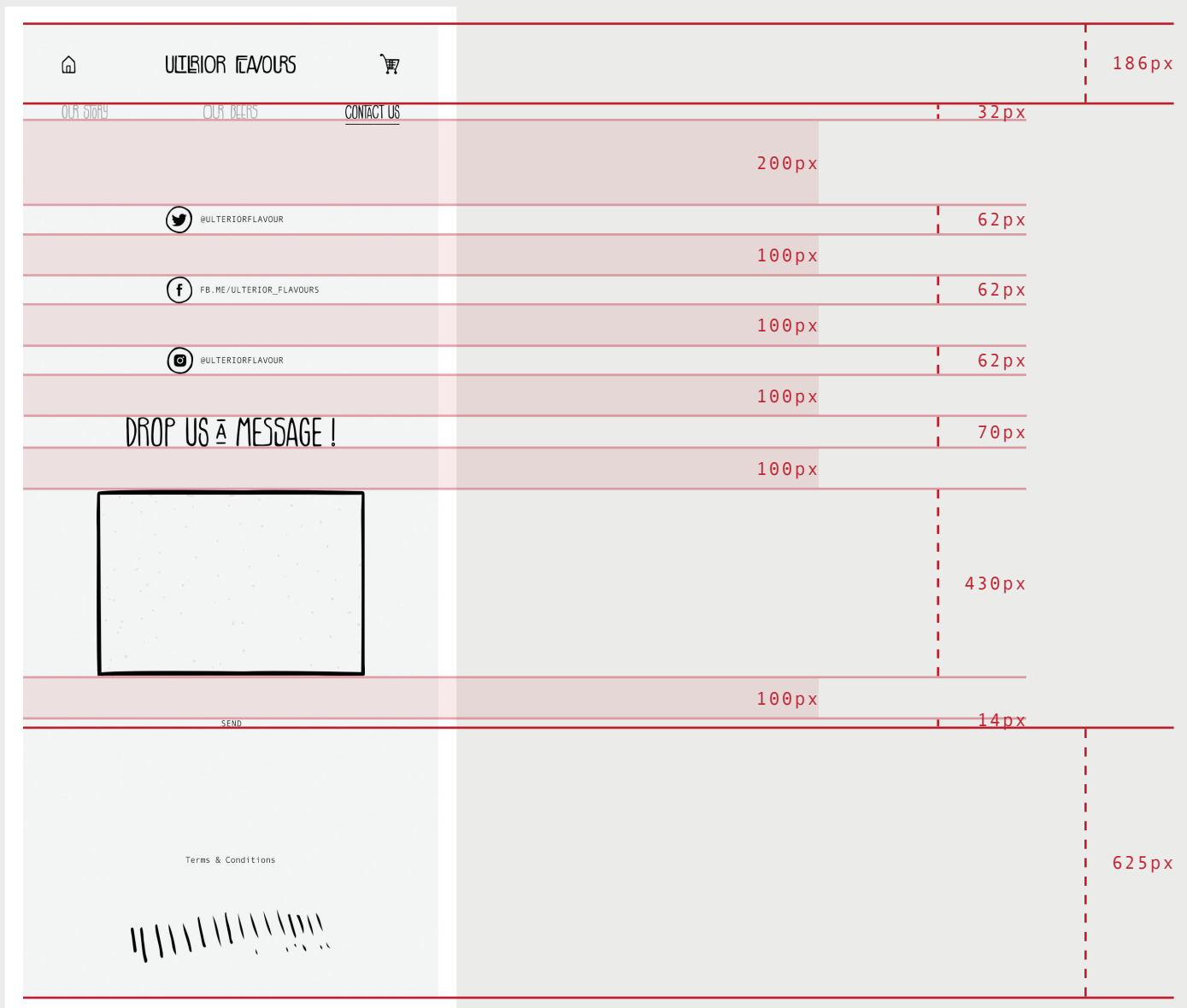
Expiry Date

Card Code

PAY NOW

BACK TO TOP

57



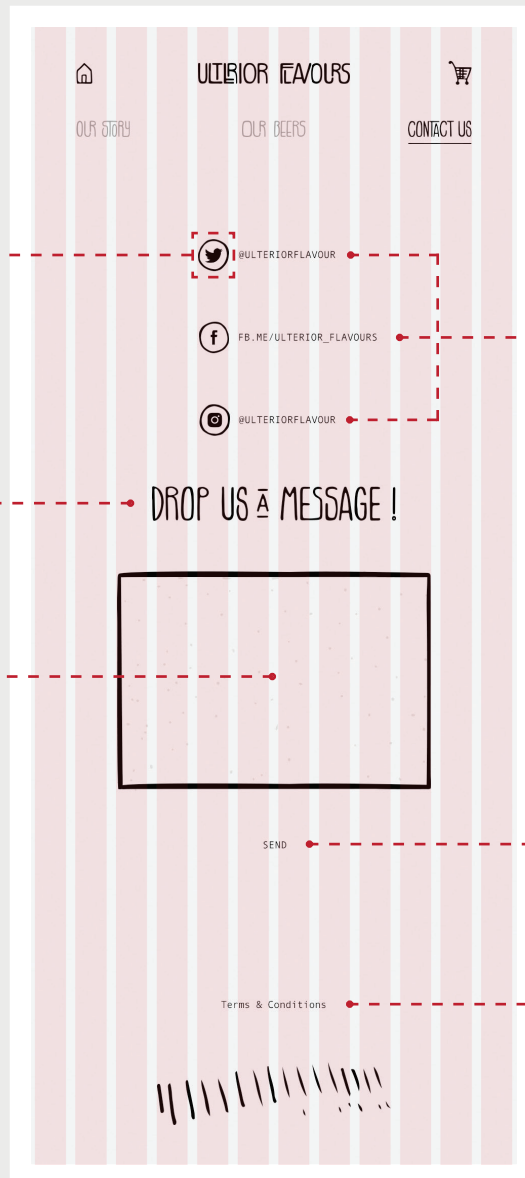
computer website contact page

in the contact page, we bring the social media quick links from the footer to the body. also, there is a box where user can write us messages, anonymously or not.

the icons have the same size and hover effect as those in the footer
62x60px

typeface common ground
size 70px
leading 0px
tracking 0
HEX #000

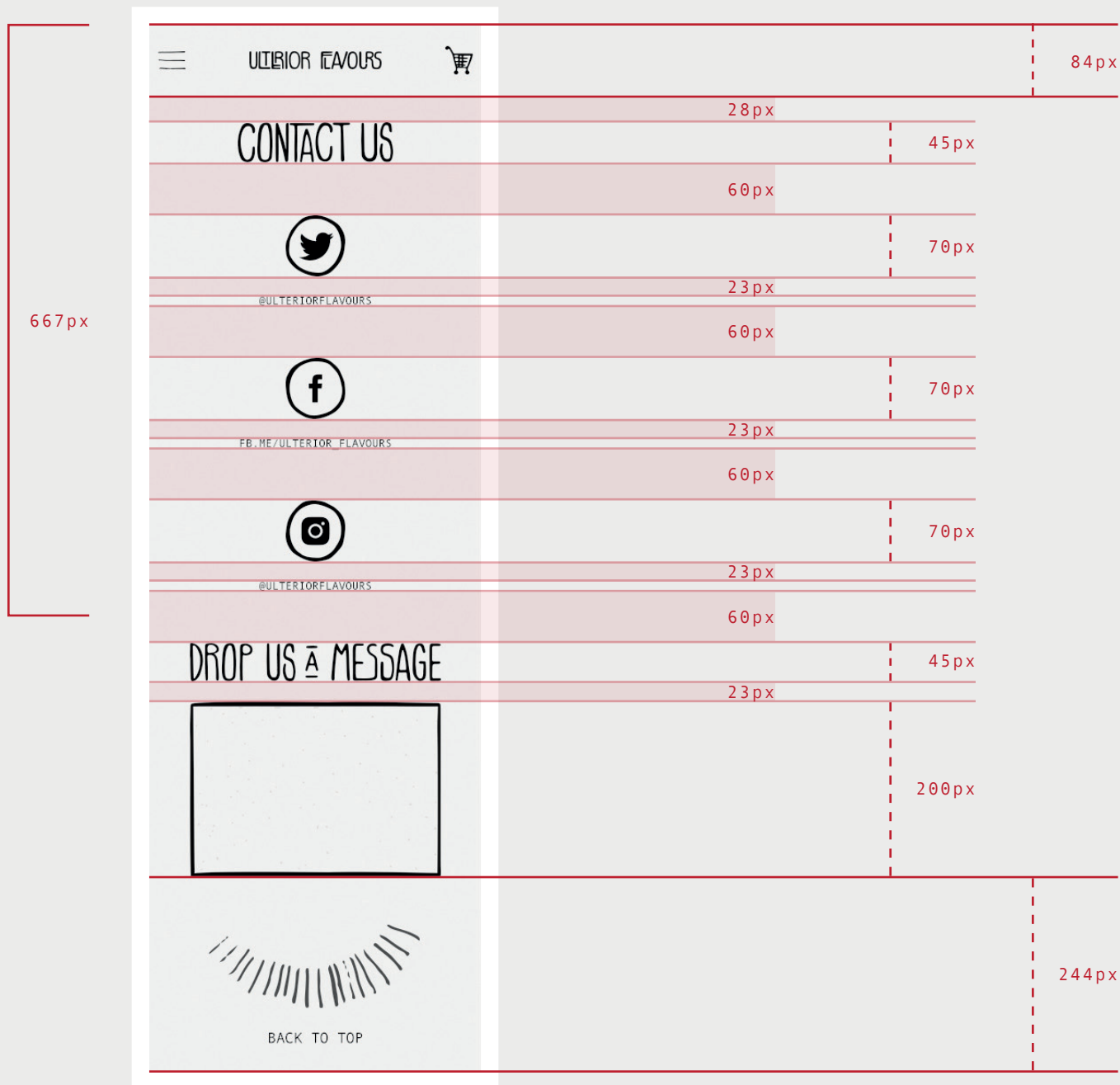
the message box has black border and 10% opacity pattern inside. the box is at 620x430px and should be placed in the centre, spanning 8 columns.



typeface andale mono
size 20px
leading 25px
tracking 0
HEX #000

all caps

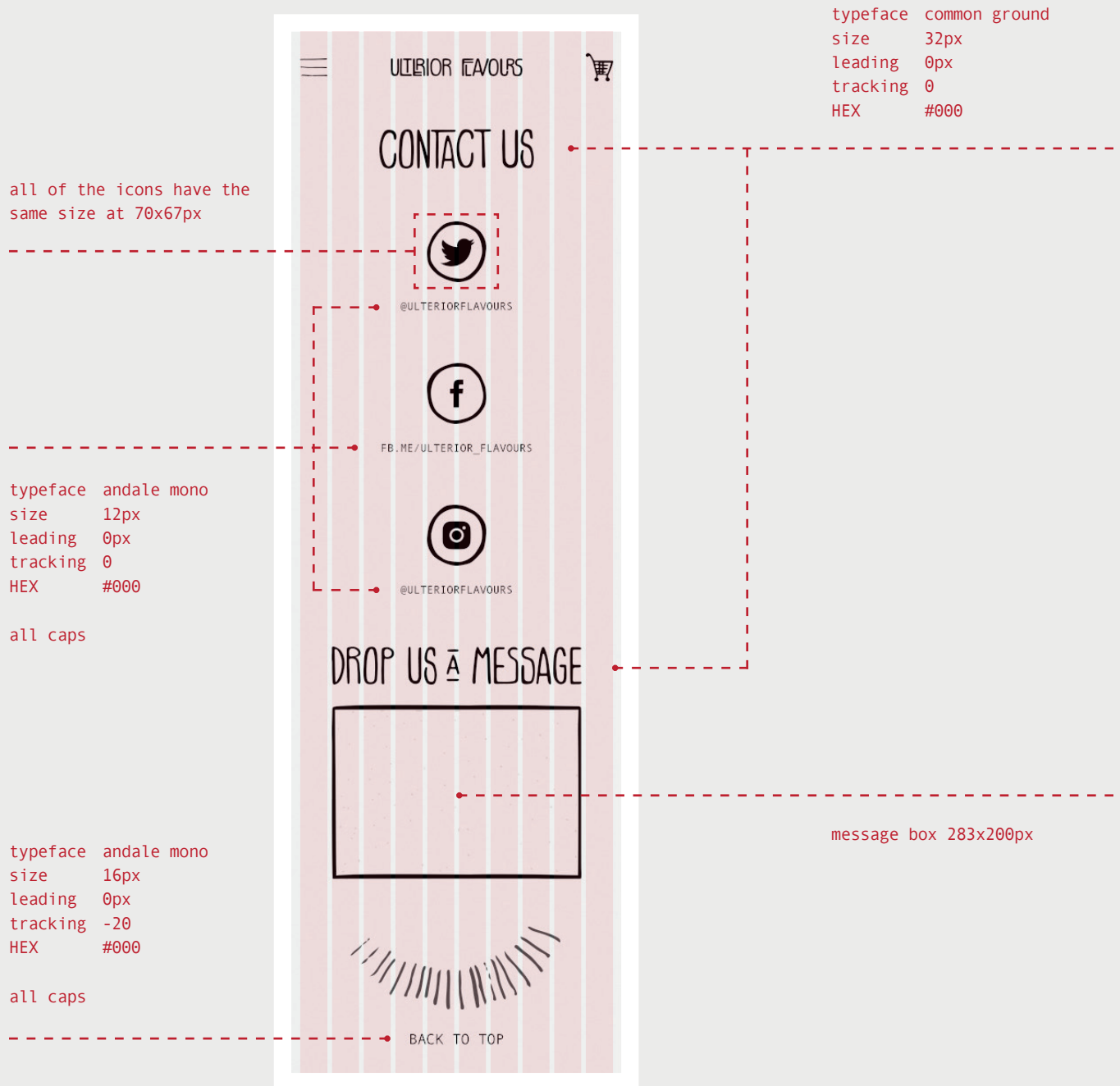
typeface andale mono
size 20px
leading 25px
tracking -20
HEX #000

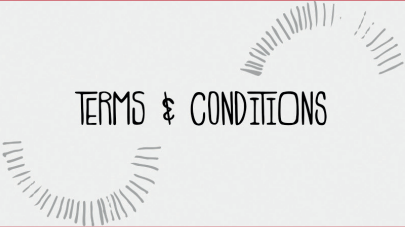


TEMPLATES

mobile website contact page

we increase the icons' size in this mobile version and resize the text box so that it spans 8 columns, leaving space for the user to type their messages.



   OUR STORY OUR BEERS CONTACT US		300px
		445px
	200px	
GENERAL		70px
	70px	
You must be aged 18 or over to purchase alcohol. It is an offence to sell alcohol to anyone under the age of 18 in the UK. When ordering and making a payment you will be required to confirm that you are aged 18 or over. If your order is a gift and contains alcohol, the recipient must also be aged 18 years or older. An adult over the age of 18 will be required to sign for delivery. We aim to ensure the prices shown are correct. If an error does occur, we will make every effort to contact you to confirm if you would like to proceed with the order at the correct price. While every effort is made to supply all items listed online, there are instances where this may not be possible. In these cases we will contact you and offer a substitute with the same or greater value. We reserve the right to withdraw or replace products online without notice. Merchandise prices and specifications are also subject to change without notice. We make every effort to ensure that the information on this website is correct. However, Utterior Flavours takes no responsibility and shall not be held liable for any information relating to a third party that is incomplete, inaccurate or out of date. Even where your payment is accepted by our systems, no contract shall exist until Utterior Flavours have dispatched the items to you. Utterior Flavours will not be held responsible for any loss, consequential loss or damage to any individual or business which may have occurred from the use or misuse of any product or any information contained on this website.	370px	
PAYMENT	70px	
	70px	70px
Payment can only be made using credit/debit cards through SagePay or Paypal. We cannot take orders by phone or email. Card payments are made through a secure server. Utterior Flavours does not store your financial details. Your personal details are not passed to any third party. Payment will be taken at the time of ordering.	70px	70px
DELIVERY	70px	
	70px	100px
We use ParcelForce for all orders within Mainland UK. Standard Delivery usually takes 3 - 5 working days, although we endeavour to deliver earlier than this where possible. For all Next (working) Day Delivery options and Saturday Delivery your order must be placed by 3pm Monday-Friday to qualify. For example, if you place an order at 3pm on a Monday it will be delivered to you on the Wednesday. If you order Next (working) Day Delivery after 3pm Friday or at the weekend, it will be delivered on Tuesday. We always aim to deliver your order promptly but cannot accept liability for delay. Deliveries must be signed for by a person of 18 years or older. If our couriers are in any doubt about the age of the recipient on delivery, they will request ID. We reserve the right to cancel the delivery if the age and identity of the recipient is in doubt. It is the responsibility of the customer to report goods damaged in transit. We shall not be liable to pay any compensation to you, other than any refund as stated below. No compensation can be offered for loss of wages due to failed or late deliveries. Customers accept responsibility for the safe storage and use of the products upon receipt. Utterior Flavours is not liable for damage caused by customer mishandling. <u>Alcohol is best enjoyed in moderation.</u>	340px	
RETURNS & REFUNDS	70px	
	70px	70px
If goods are to be returned to Utterior Flavours, they must be returned in their original packaging. You will be refunded for the goods once received back into our warehouse, minus applicable shipping costs, unless the return concerns faulty or damaged goods. Contact us at sayhi@utteriorflavours.com if you would like to return your goods back to us and we will help you to do this. Return shipping will be paid by the customer except in cases where goods are faulty, in which case they will be reimbursed to the customer. If there is a problem with your order or issues are faulty, please contact the help desk at sayhi@utteriorflavours.com. If an attempted delivery is incorrectly damaged, you are within your rights to refuse the order, at which point it will be returned to us. If you choose to do this, please contact our helpdesk at sayhi@utteriorflavours.com and we will issue either a resend of the order, or a full refund, whichever is preferable. We cannot accept responsibility for delivery failure if you provide an incorrect address and postal code or incorrect contact telephone number. Please check this information when placing your order. As our online gift vouchers are issued as a code (sent automatically when placing the order) we are unable to offer a refund on these purchases. This does not affect your statutory rights.	295px	
   Terms & Conditions 		655px

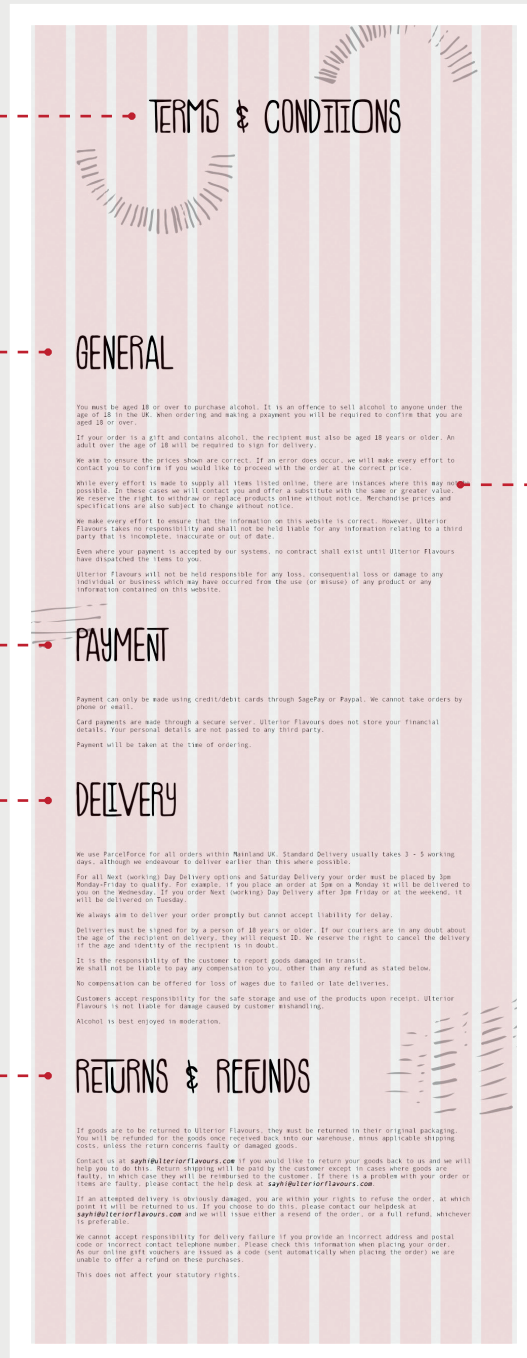
computer website terms and conditions page

the terms and conditions page goes over important information regarding matters like payment, delivery time or refunding unwanted products.

typeface common ground
size 70px
leading 0px
tracking 0
HEX #000

typeface andale mono
size 13px
leading 15px
tracking -20
HEX #000

the text spans 10 columns and our email address should be in bold and italic.





84 px



273 px

667 px

83 px

GENERAL

32 px

32 px

You must be aged 18 or over to purchase alcohol. It is an offence to sell alcohol to anyone under the age of 18 in the UK. When ordering and making a payment you will be required to confirm that you are aged 18 or over.

If your order is a gift and contains alcohol, the recipient must also be aged 18 years or older. An adult over the age of 18 will be required to sign for delivery.

We aim to ensure the prices shown are correct. If an error does occur, we will make every effort to contact you to confirm if you would like to proceed with the order at the correct price.

While every effort is made to supply all items listed online, there are instances where this may not be possible. In these cases we will contact you and offer a substitute with the same or greater value. We reserve the right to withdraw or replace products online without notice. Merchandise prices and specifications are also subject to change without notice.

FAULTY OR LATE DELIVERIES

Customers accept responsibility for the safe storage and use of the products upon receipt. Ulterior Flavours is not liable for damage caused by customer mishandling.

Alcohol is best enjoyed in moderation.

32 px

RETURNS & REFUNDS

32 px

32 px

If goods are to be returned to Ulterior Flavours, they must be returned in their original packaging. You will be refunded for the goods once received back into our warehouse, minus applicable shipping costs, unless the return concerns faulty or damaged goods.

Contact us at sayhi@ulteriorflavours.com if you would like to return your goods back to us and we will help you to do this. Return shipping will be paid by the customer except in cases where goods are faulty, in which case they will be reimbursed to the customer. If there is a problem with your order or items are faulty, please contact the help desk at sayhi@ulteriorflavours.com.

If an attempted delivery is obviously damaged, you are within your rights to refuse the order, at which point it will be returned to us. If you choose to do this, please contact our helpdesk at sayhi@ulteriorflavours.com and we will issue either a resend of the order, or a full refund, whichever is preferable.

We cannot accept responsibility for delivery failure if you provide an incorrect address and postal code or incorrect contact telephone number. Please check this information when placing your order.

As our online gift vouchers are issued as a code (sent automatically when placing the order) we are unable to offer a refund on these purchases.

This does not affect your statutory rights.



BACK TO TOP

244 px

mobile website terms and conditions page

the mobile version of our terms and conditions page has an option to extend tabs, similar to the focus pages, so that the user doesn't have to scroll through a lot if they just want to look at one particular piece of information.



A decorative graphic on the left side of the page consisting of multiple overlapping, light gray zigzag lines that create a textured, layered effect.

TYPOGRAPHY

in the following pages, we discuss in more details the typography of our websites. there maybe repeated information if you have read our cool ULTERIOR FLAVOURS brand guidelines but please bear with us!

PRIMARY TYPEFACE

Common Ground

Common Ground is the bespoke hand-crafted font made by our creative director especially for ULTERIOR FLAVOURS. it was nurtured and developed with the utmost care to the best standards possible.

A B C D E F G
N O P Q R S T
1 2 3 4 5

TYPOGRAPHY

Common Ground came about due to our great admiration for contemporary design and visually appealing ligatures. each of the letter was drawn and finalised to a grid yet in many cases, the words are further manipulated so that we can connect the letters and make each text one-of-a-kind. this typeface is what distinguish us from our competitors and it is the factor that defines us as a whole. sometimes we express that we depend more on it than it does us.

H I J K L M
U V W X Y Z
6 7 8 9 0 \$

SECONDARY TYPEFACE

Andale Mono Regular

to compliment the hand-drawn type, we use Andale Mono Regular as our secondary typeface. it is to be used for both web and print, generally whenever Common Ground becomes illegible.

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Aa

SECONDARY TYPEFACE

Andale Mono Bold

to elegantly highlight important information for print and to replace Andale Mono Regular in cases when it appears too light compared to other elements. the font brings a weight to our designs.

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Aa

A decorative graphic on the left side of the page consisting of multiple overlapping, hand-drawn zigzag lines in a light gray color, creating a textured, layered effect.

COLOURS

it is very important to use the correct colour mode when designing for web and print. here we will emphasise more on the matter so that the colours of your design work will turn out just as you desire!

PRIMARY COLOURS

the logo must be reproduced in solid black on top of the off-white background, which is also the background colour of all our websites, packaging designs, books and guidelines. unless you MUST use other colours, please stick with our lovely ulterior white and black.

HEX	#000000
-----	---------

R	0
G	0
B	0

HEX	#EFEFEF
-----	---------

R	239
G	239
B	239

SECONDARY COLOURS

HEX #CB9811

R 203
G 152
B 17

HEX #289B28

R 40
G 155
B 56

HEX #BE1622

R 190
G 22
B 34

HEX #36A9E1

R 54
G 169
B 225

NOTES

NOTES

