



Digital style guide

iPhone iOS7 | 07.15.14

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Digital style guide purpose

This style guide is a digital addendum to AT&T's DL Brand Guide. It is provided to help maintain integrity throughout the AT&T DL experience, external landing pages, and other instances within the DL environment. It represents the core, but not all, elements that forge AT&T DL environments.

This style guide serves as a reference for specifications and usage of color, fonts, user interface elements, imagery, and creative design elements. It is intended to aid in current and future digital design and front-end development of the DL brand.

This style guide is not intended to be a substitute for wireframes or functional requirement documentation.

Note: All elements have been designed for iPhone/retina display specifications. Standard practice is to design at 2x the size to allow for proper on-screen rendering. Therefore, all size specifications within this style guide are 2x live size.

Brand promise

AT&T Digital Life helps people make the most of every moment by giving them the power to stay connected to their homes and the things that matter most. We keep pets happy, busy families safe and in sync, and travelers worry-free.

We strive to evoke this promise every time we communicate with our customers.



Logo

For web and application use only the full color DL logo should be used.

Any misuse will negatively impact the integrity of Digital Life solutions and the brand as a whole.

Full color, positive



“Digital Life” should never appear as one word. In cases where it is necessary, like Twitter hashtags, always capitalize “Life” or use an underscore to separate the two words. Refer to the product as “AT&T Digital Life” upon first mention. “AT&T” can be dropped in all subsequent mentions.

Note: *White box for display purposes only. Logo should never be applied encased.*

Color palette

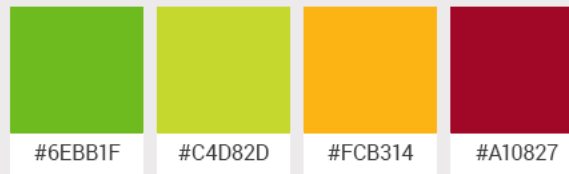
This color palette represents the breadth of colors used within the DL environment. For a full spectrum of Digital Life colors, please reference the digital life brand guide.

Don't overlook negative space; while it is not a color, it plays a major role in communicating the brand. All layouts should be a clean, uncluttered canvas to optimize impact.

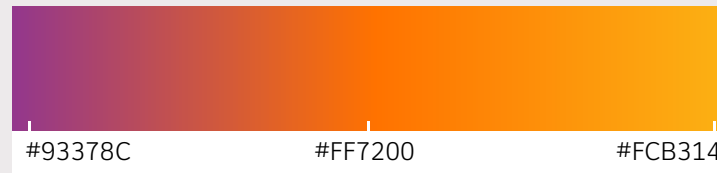
Primary



Secondary

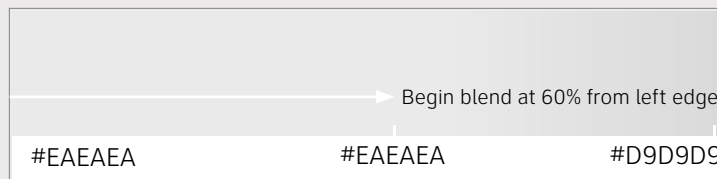


Gradients



Purple, Orange, Yellow gradient

This gradient is primarily used for the expanded view of the global hamburger navigation. It can also be found as the background on the sign-in screen. The gradient should be a live animated gradient, transitioning the position of its colors with HTML, CSS, and Java Script.



App background gradient

Used throughout the application with exception of the global navigation and sign in screen.

Typography

Typography is an important component of our design system and creates a distinctive style for our communications. When applied consistently across the entire range of our corporate and marketing communications, typography will be essential in unifying the appearance of all Digital Life materials, and will help our audiences recognize and become familiar with our new brand expression.

Primary typeface

Clearview

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN OPQRSTUVWXYZ
1234567890

Clearview light
Clearview light italic
Clearview book
Clearview book italic
Clearview bold
Clearview bold italic

Secondary typeface - backup

Helvetica

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN OPQRSTUVWXYZ
1234567890

Helvetica light
Helvetica light italic
Helvetica book
Helvetica book italic
Helvetica bold
Helvetica bold italic

Tertiary typeface - backup

Arial

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN OPQRSTUVWXYZ
1234567890

Arial
Arial italic
Arial bold
Arial bold italic

Typography

(continued)

This listing outlines all major styles throughout the DL iPhone app platform. Additional styles can be found within individual screens/design comps.

Headlines, subheads, and other copy

h1

Homepage Headline
(in orange header)

60 px ClearviewATT light italic

h2

Category titles
(in orange header)

46 px ClearviewATT light italic

h3

Page titles
(on gray background)

46 px ClearviewATT book italic

h4

Tile titles
(top left of white containers)

34 px ClearviewATT book italic

List title

Devices, Sensors, etc...

32 px ClearviewATT book

List state

On, off, open, closed, etc...

32 px ClearviewATT light

Field Labels,
& body copy

26 px ClearviewATT book

Device, alert,
& switch labels

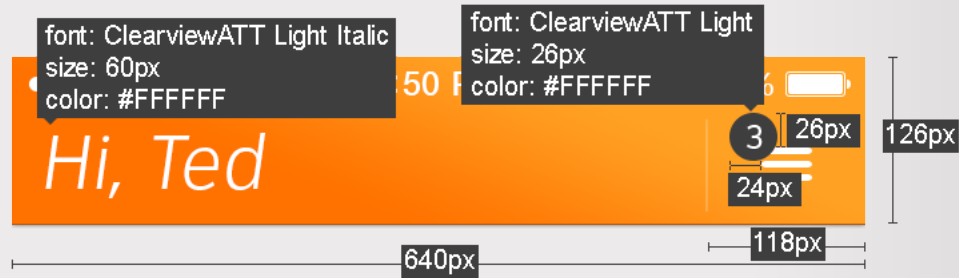
24 px ClearviewATT book

Description text

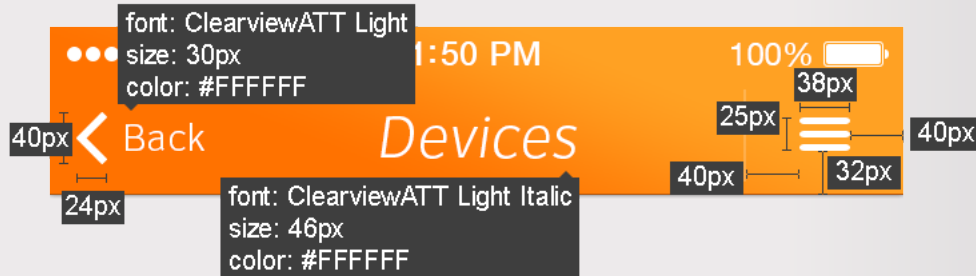
20 px ClearviewATT book

Global header

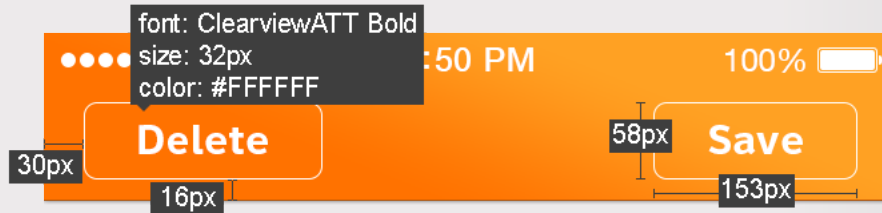
The global header contains the primary information and interaction points used to navigate the DL app experience, such as: Location titles, back buttons, and the hamburger navigation.



Home page dashboard



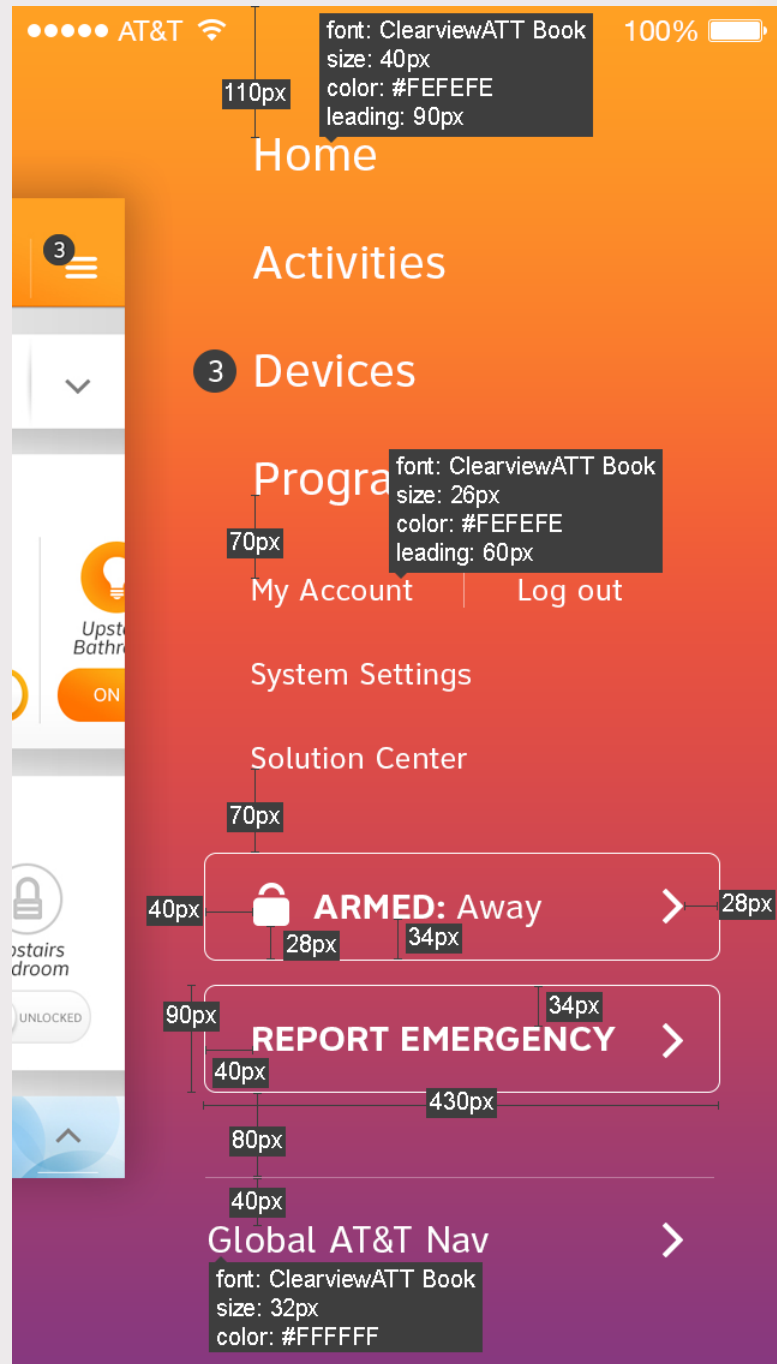
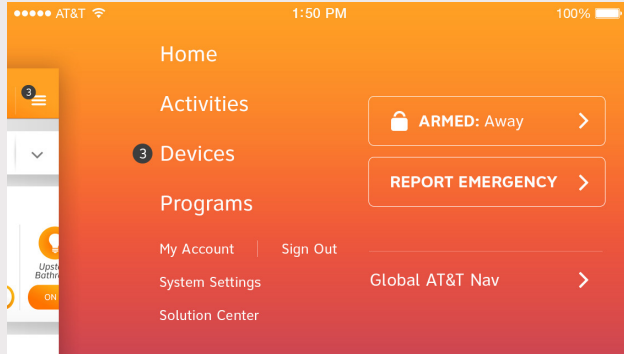
Category level header



Edit, customize, or save state.

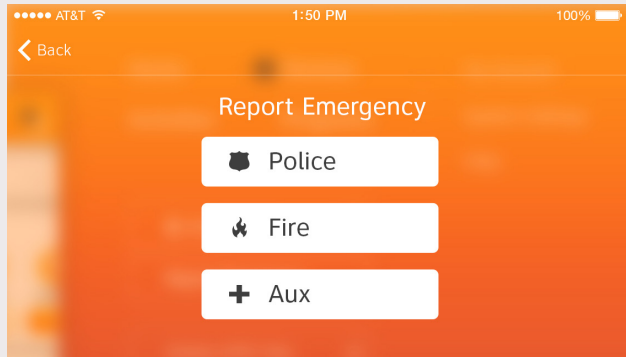
Global navigation

1. Global hamburger navigation
2. Report emergency
3. Emergency confirm modal
4. Armed status



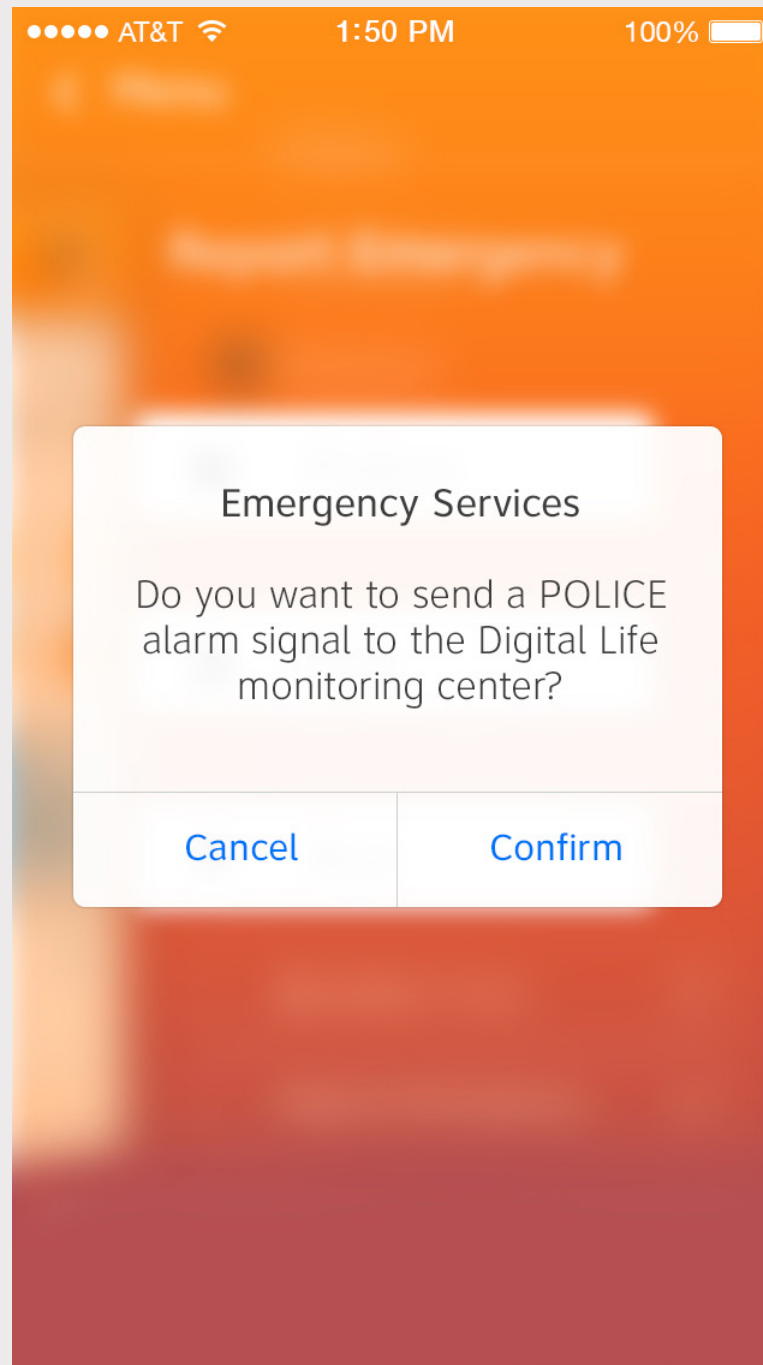
Global navigation

1. Global navigation
- 2. Report emergency**
3. Emergency confirm modal
4. Armed status



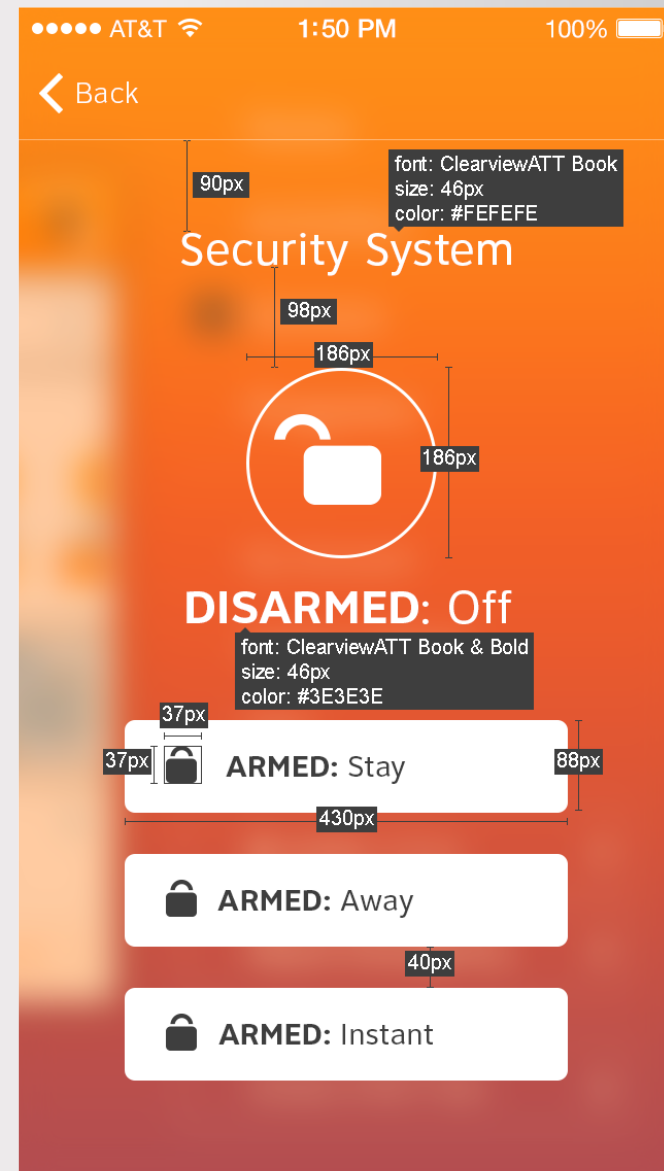
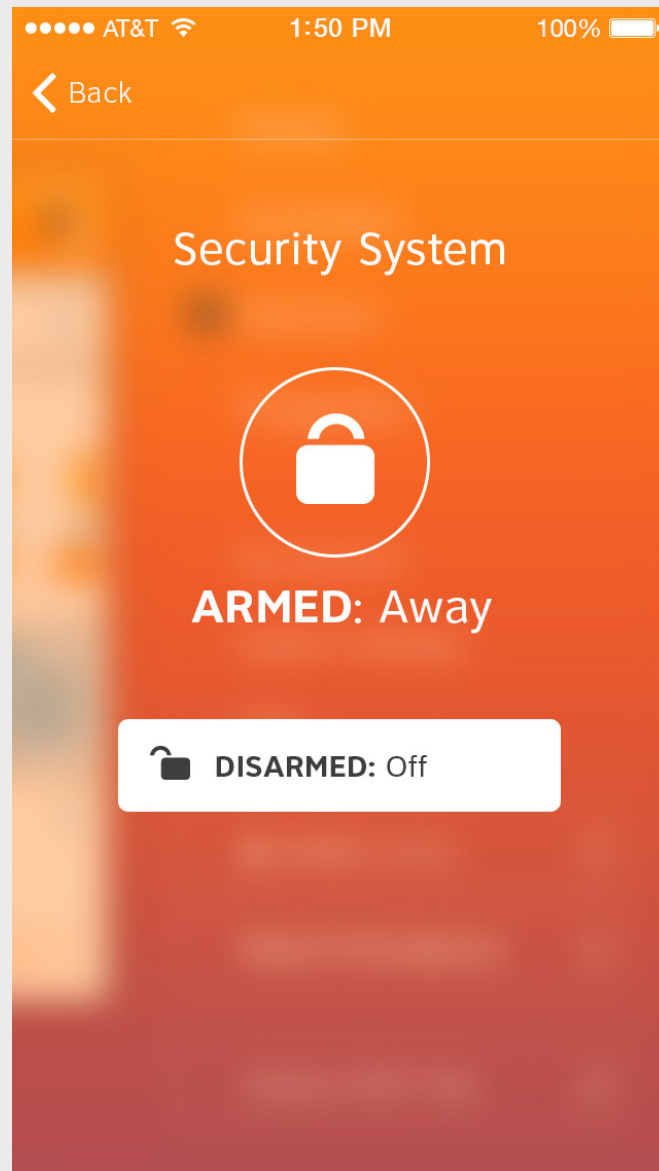
Global navigation

1. Global navigation
2. Report emergency
- 3. Emergency confirm modal**
4. Armed status



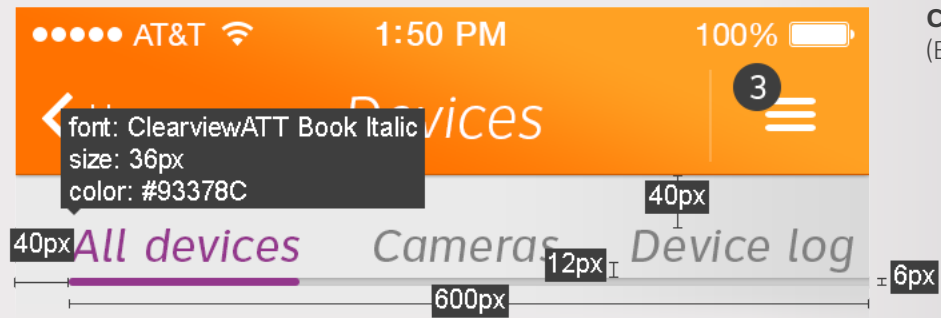
Global navigation

1. Global navigation
2. Report emergency
3. Emergency confirm modal
4. **Armed status**

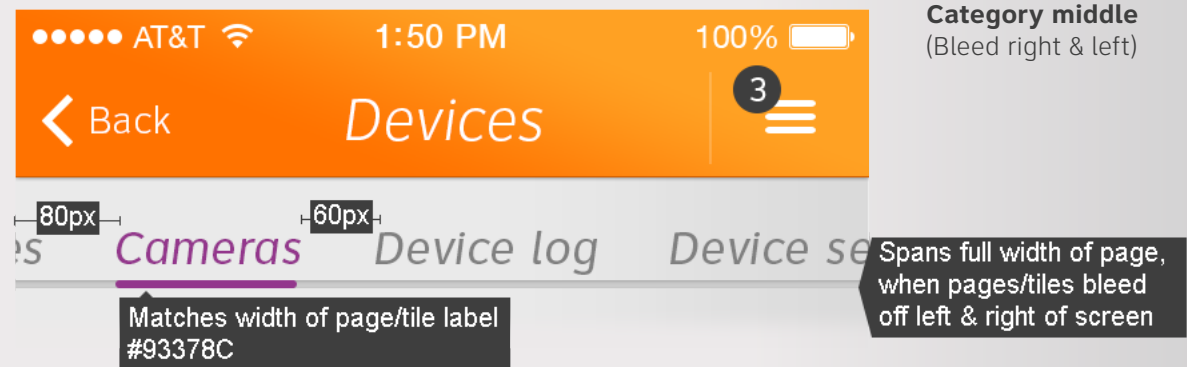


Secondary category/page navigation

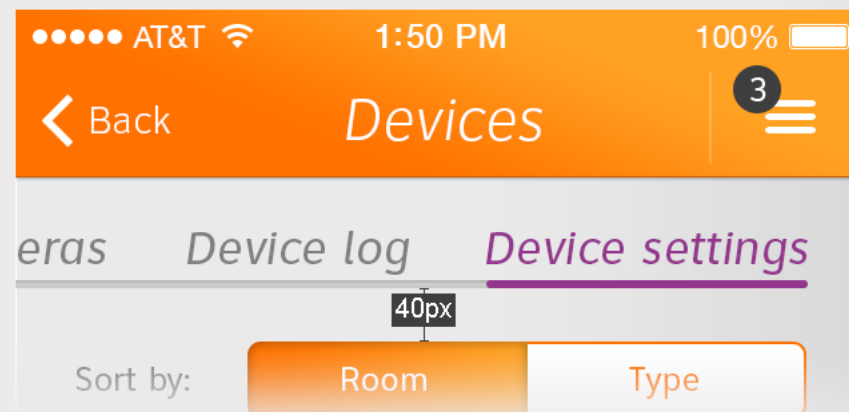
Category navigation is the secondary means of navigation within the application. Pages, or tiles, can be accessed via swipe gestures.



Category start
(Bleed right)



Category middle
(Bleed right & left)



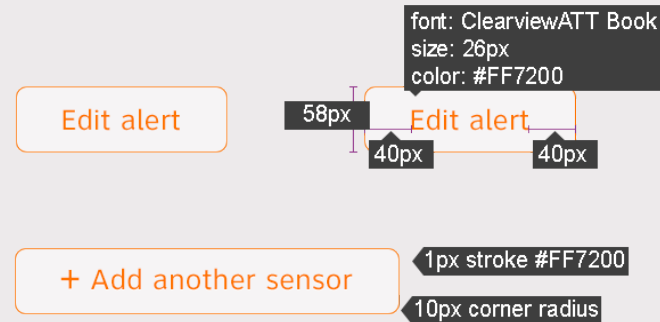
Category end
(Bleed left)

Navigation elements

The DL experience uses a range of elements to create an intuitive experience. This strategy covers a number of interaction points within the user interface, including, but not limited to: calls to action, text link styling, hover states, and active and inactive states.

A family of stylistic treatments and interactions have been created to ensure unity across the DL experience. **Please note all specifications for each element to ensure consistency throughout the system.**

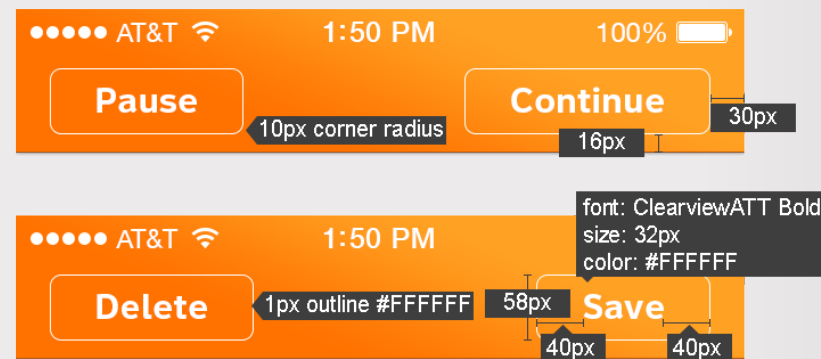
Primary CTAs



All primary buttons

1. Should have 40 pixel left & right padding between the button shape and the text within it.
2. Are white with a 50% opacity fill. This is to aid in legibility when buttons do not appear on white.

Secondary CTAs

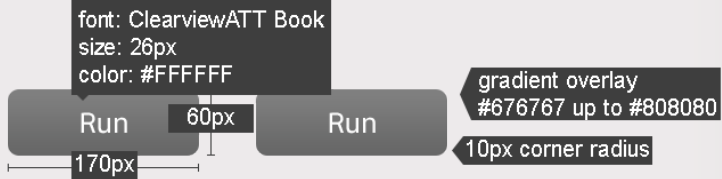


All secondary CTAs

1. Should have 40 pixel left & right padding between the button shape and the text within it.
2. Maintain consistent padding against the edges of the global header.

Navigation elements

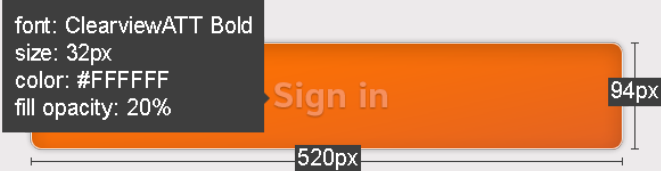
Additional buttons



Run button
The “Run” button appears on the home page. Its styling is custom and appears nowhere else throughout the DL experience.



Sign in button
This button appears on the sign in page. Its styling is custom and appears nowhere else throughout the DL experience.

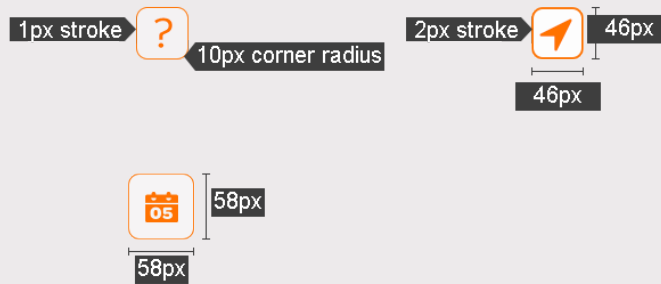


Inactive vs active sign in
The inactive button styling is completely opaque, allowing the moving background of the app to show through it. Upon interacting with the page, the sign-in button will become active and color-filled, once the appropriate amount of information has been entered.

Navigation elements

(continued)

Additional buttons



[?] button (help button)

This button follows the 50% fill styling that is found in primary buttons.

Geolocation button

This button has a 2 pixel stroke because it appears next to a toggle. It also has a solid white to allow visibility on top of a map.

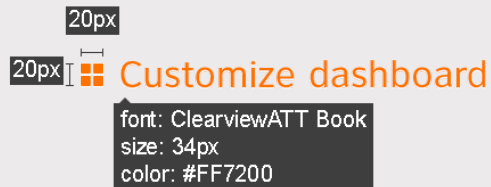
Calendar view button

Found on the activities (portrait) pages. This button is a visual cue to inform the user that there is an option to view the data in a calendar view (landscape).

Navigation elements

Hyperlinks (or links) connect destinations. They enable us to travel from one place to the next at just a click. Text links should stand out not only from the background, but also from the surrounding text.

Text link styling



Standard text link

Pay particular attention to the 1 pixel drop shadow each text link has. This is crucial for sustaining legibility and gray backgrounds.

"Customize view" link & text link divider pipes

"Customize dashboard" link

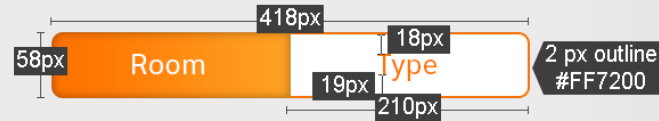
Found at the bottom of the home page.

Interaction elements

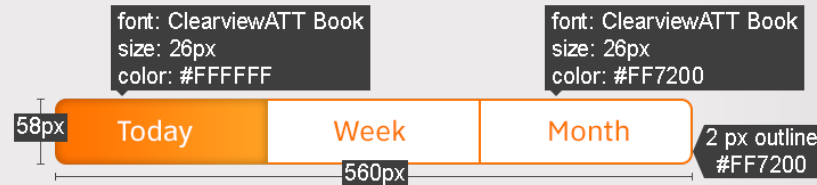
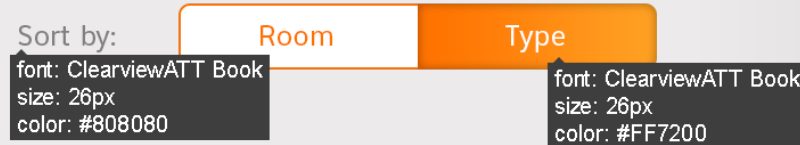
Toggling allows content to be broken down into actionable groups. Tab function and interaction is very similar to a classic tab styling.

Toggles & switches

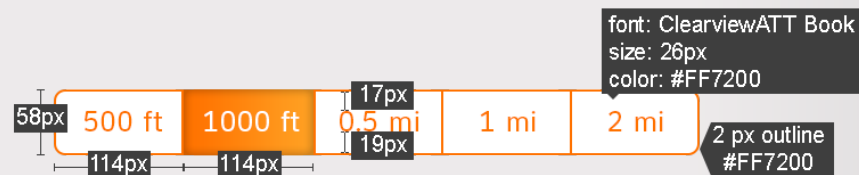
Toggles



Standard toggles
Used to filter content



Wide toggles
(Located in: "Home page > Activity summary tile")

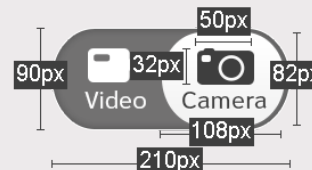
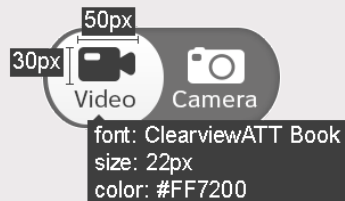


(Located in: "Systems Settings > Places")

Interaction elements

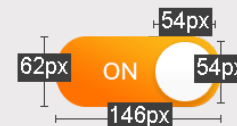
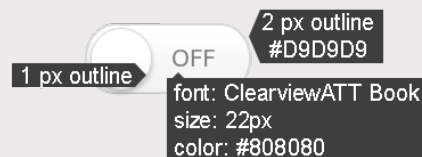
Toggles & switches (continued)

Toggles continued



Video/Camera switch
Located within the landscape camera page.

Switches

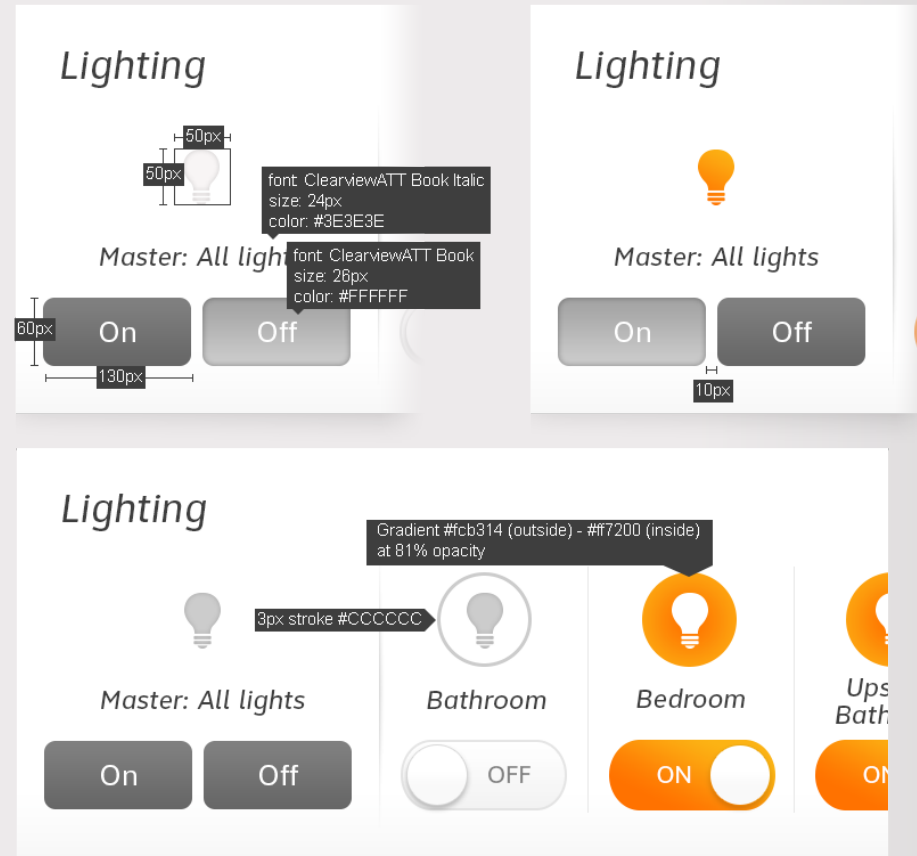


On/Off switch
Located throughout the entire app. Used to control devices or adjust settings.

Interaction elements

Device elements

Master device and device control (on/some on/off)



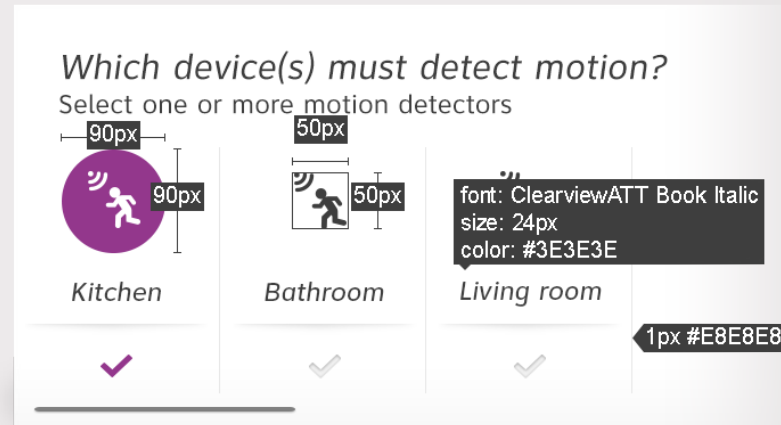
Master controls & grouped devices

Like devices become grouped. In some cases, the device may allow for a master control. If a master control is present, it is always listed first in the grouping.

Interaction elements

Device & program elements (continued)

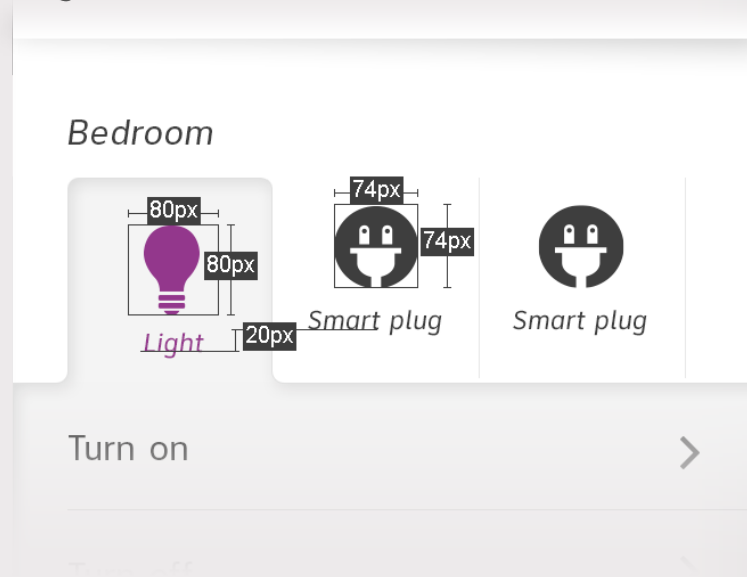
Device selections



Selected and unselected states

While device selections share icons with device controls, they differ in function. Throughout the app, when selecting devices in a group or larger context, this styling should be used.

Program rules - device actions

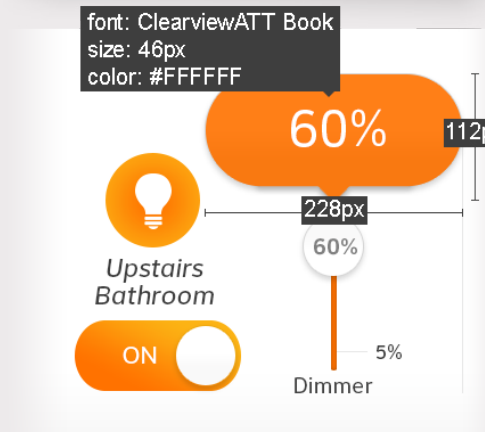
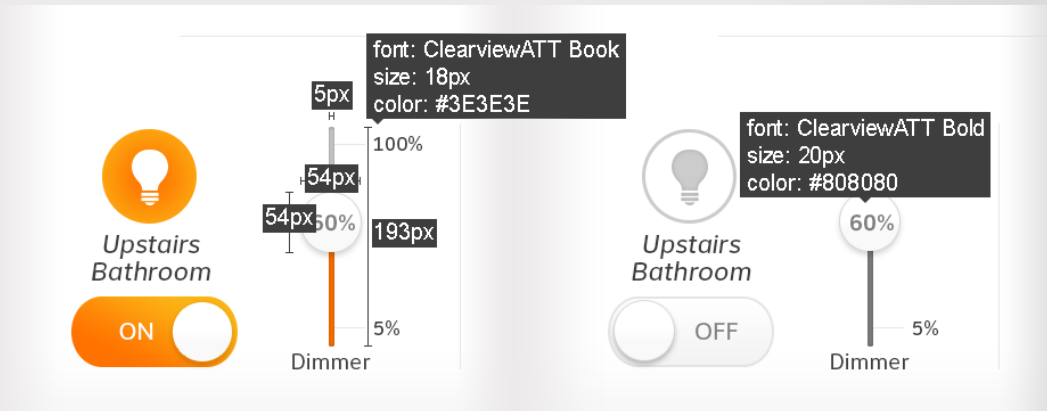


Device actions edit state

Editing the actions of a device has unique functionality, requiring a slight difference in interaction. Throughout the app, when selecting a single device to delve deeper into, this styling should be used.

Interaction elements

Dimmer controls



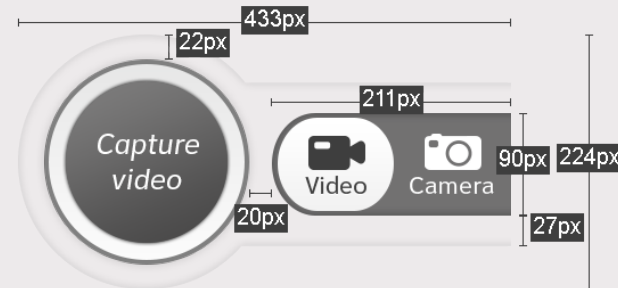
Dimmer hover

While a user is controlling the dimmer slider a large call out will appear, above the slider, to identify where the slider is being set.

Interaction elements

Camera elements

Camera Buttons



Camera control group

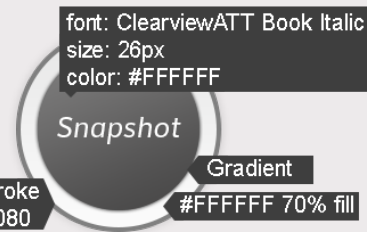
font: ClearviewATT Book Italic
size: 20px
color: #808080

Recording:
time remaining
0:25



Live record state

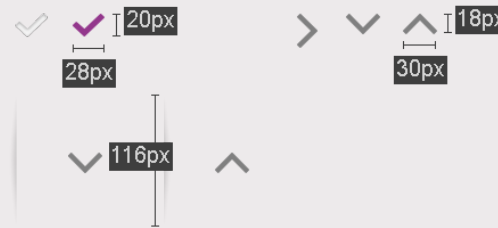
font: ClearviewATT Book Italic
size: 34px
color: #808080



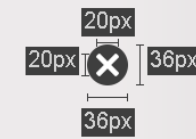
Snapshot button

Interaction elements

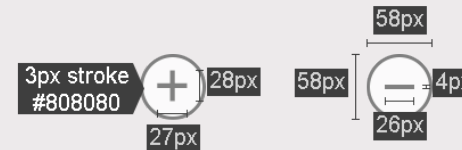
Check marks and carets



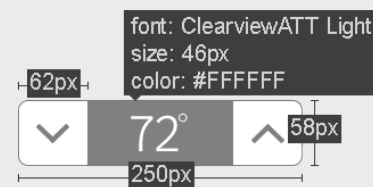
Close button



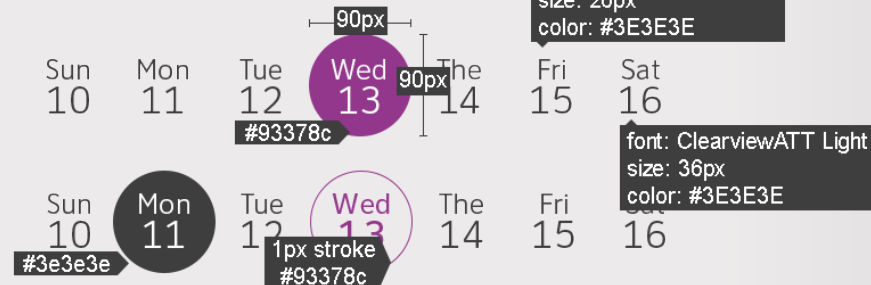
Camera zoom control



Mini-temperature control



Date slider



Date slider

The date slider is styled to closely resemble the iOS native calendar stylings.

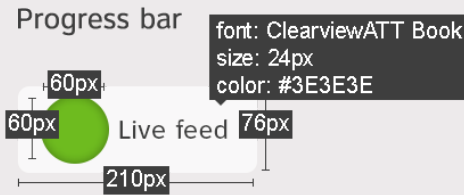
Styling Key

Purple: Acts as the highlight for the current date.

Purple outline: Indicates the current date when viewing a date that is not today.

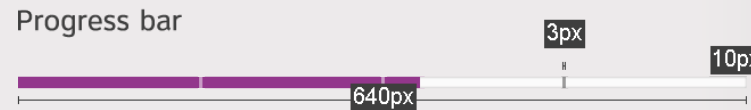
Dark Gray: Indicates the current date being viewed when it is not a current date.

Interaction elements



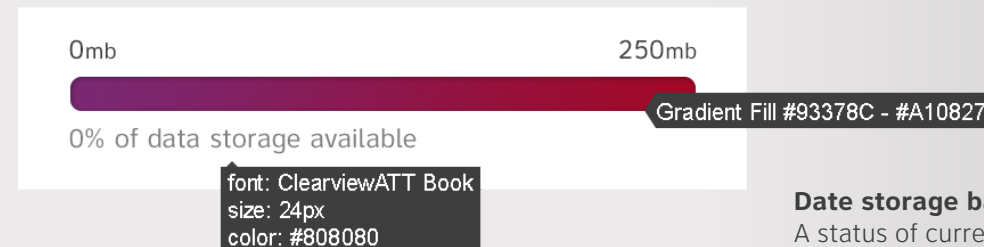
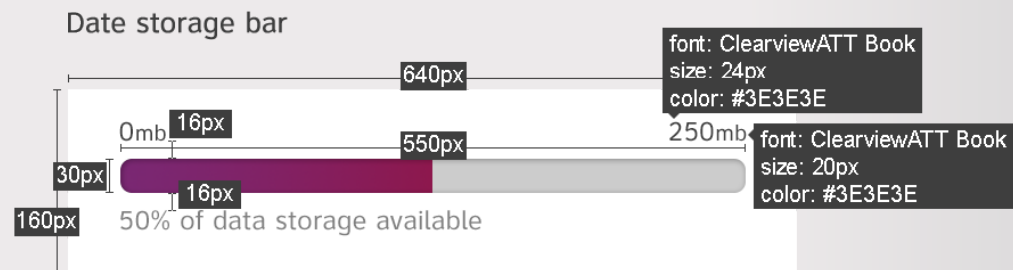
Live feed

Located within the camera app. Green represents that the camera is live.



Progress bar

Located within the camera app. The purple fill represents the time elapsed for recorded video.

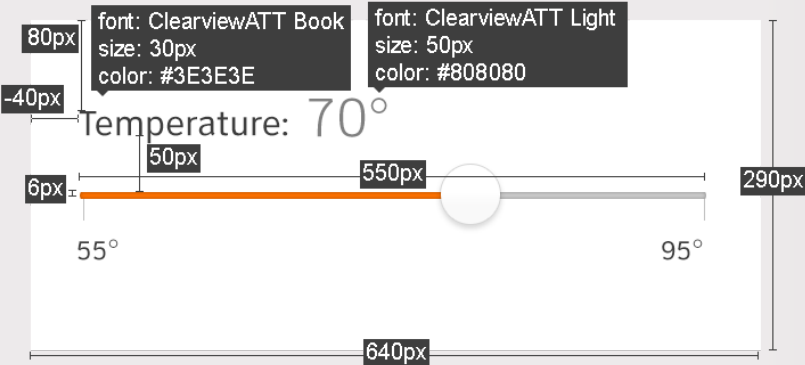


Date storage bar

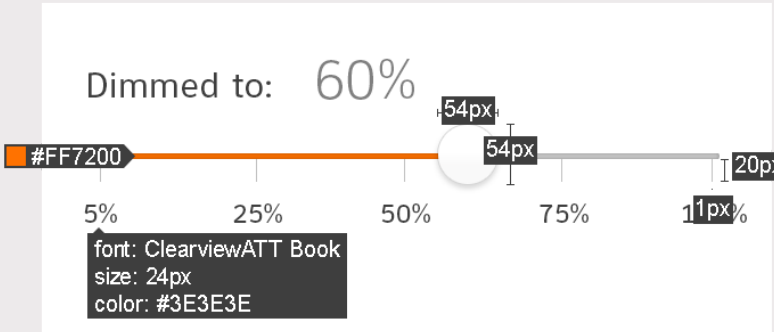
A status of current data usage for the month. The amount of data usage is represented by the gradient depicted to the left.

Interaction elements

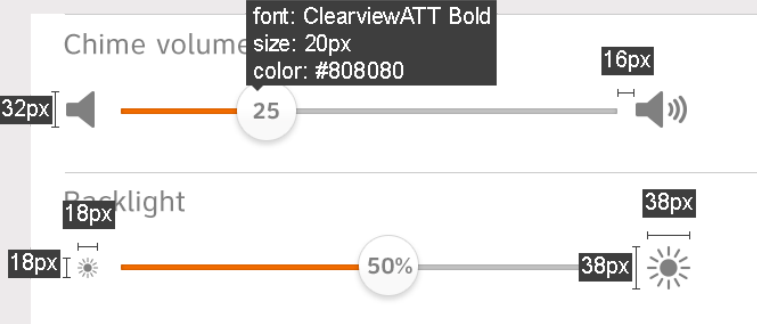
Control Sliders



Temperature control

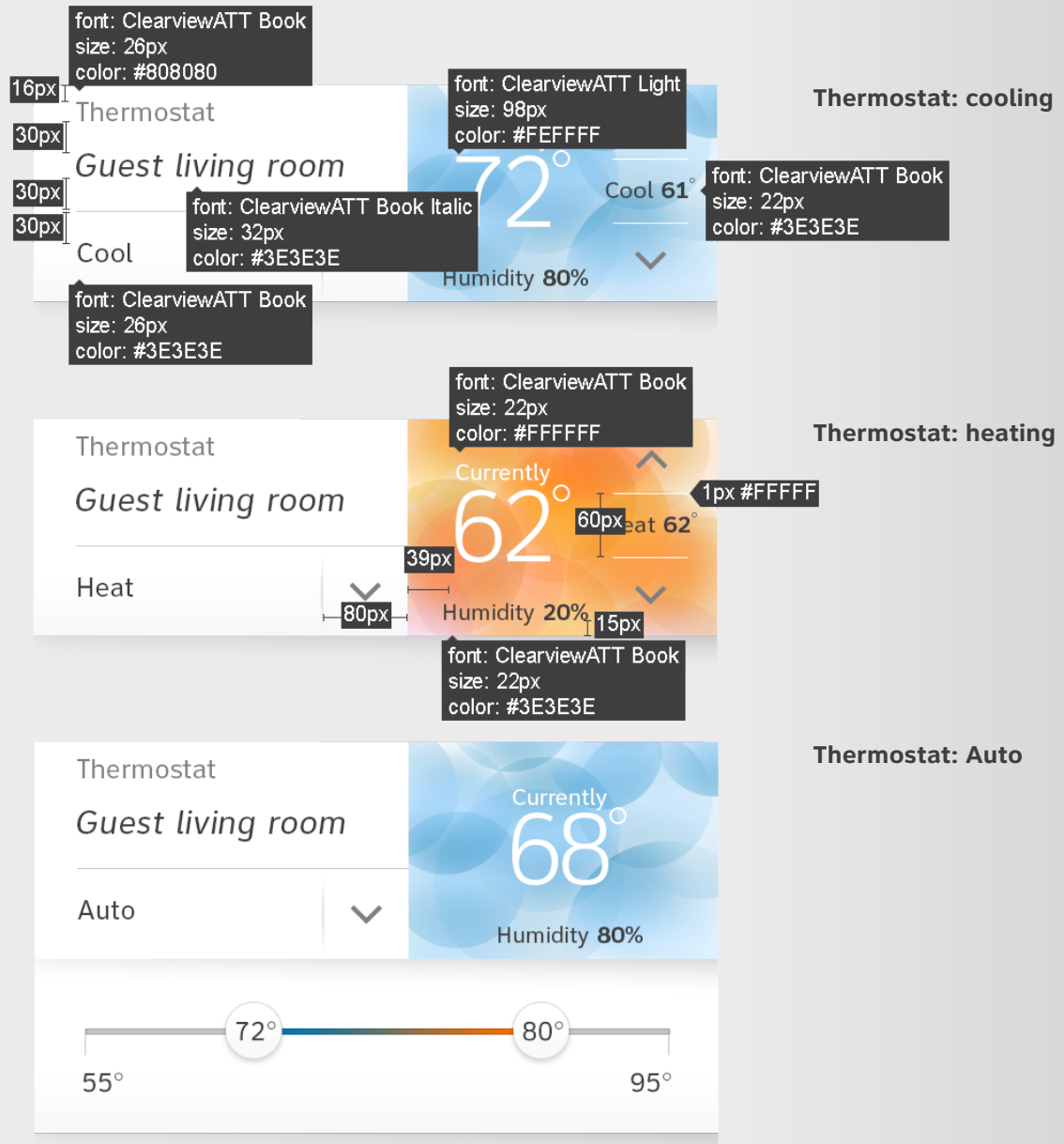


Light dimmer



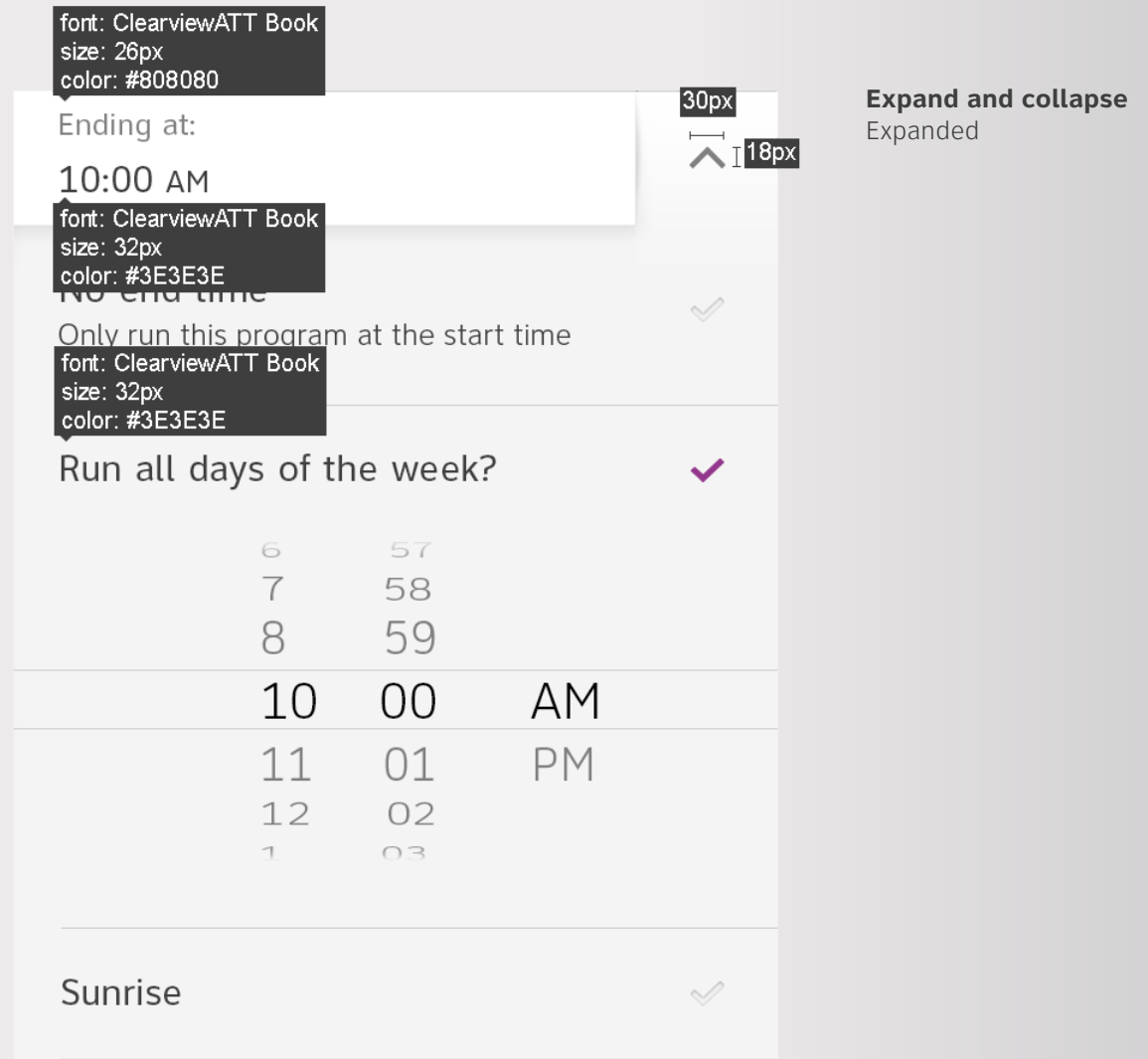
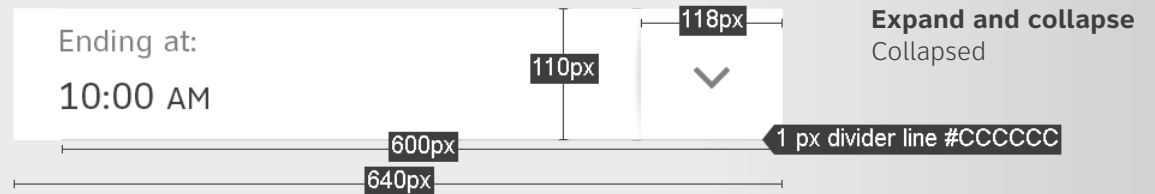
Tertiary controls

Interaction elements




Interaction elements

Expand and collapse







Forms


A combination of editable fields, expand & collapse, and toggles.


Payment method
Add credit card 


**All fields are required*

Accepted cards:    


*Cardholder's name
Name as it appears on card

*Card number
xxxx-xxxx-xxxx-1234 


*Expiration date
Month & Year 

*3 or 4 digit CVV/CID code as it appears on your card 
font: ClearviewATT Book
size: 26px
color: #808080

*Card billing ZIP code
12345-1234

*Save this payment source? ON 

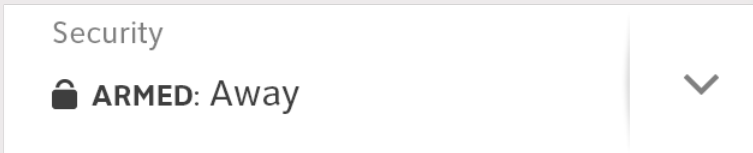
font: ClearviewATT Book
size: 32px
color: #CCCCCC name
Name

*Payment amount
Pay current balance: \$52.29 
font: ClearviewATT Book
size: 32px
color: #3E3E3E

Payment date: 12/20/2014

Content tile shadow

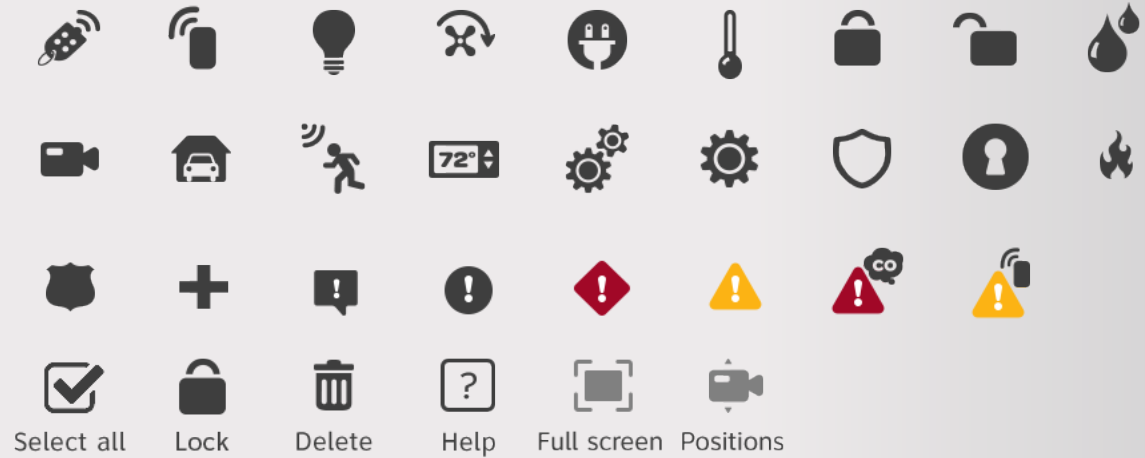
A shadow used throughout the app that defines the bottom edge of all content tiles.



Icons

Icons have been pulled from the AT&T's brand library. Any additional icons created will have received brand approval to fit into the system of icons used with DL.

System icons



Base DL system icons

Icons fit within a 50x50 container.

Alert icons

Sizing is specific to each icon. Alert icons retain their original size when paired with system icons.



Care activity icons

These icons are used to represent actions within the categories of **Housework, Kitchen activities, Medication, Mobility, and Personal Care.**

Care activity icons

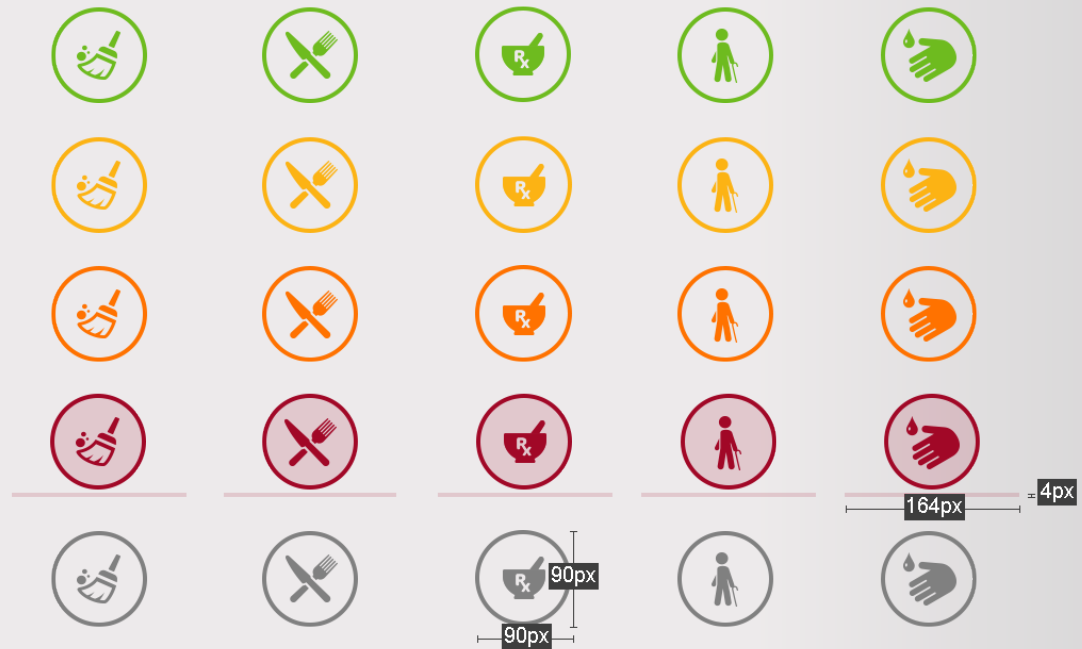


Icons continued

Care icons represent progress towards determined actions. A color system has been devised to visually communicate tracked progress.

- Green = good
- Yellow = okay
- Orange = questionable
- Red = bad/missed
- Gray = future state

Care activity status icons



Care activity icons

Act as a summary view for larger or multiple tracked activities.

Care activity icons - % complete

These are animated icons that fill in clockwise fashion to the respective % complete on page load.

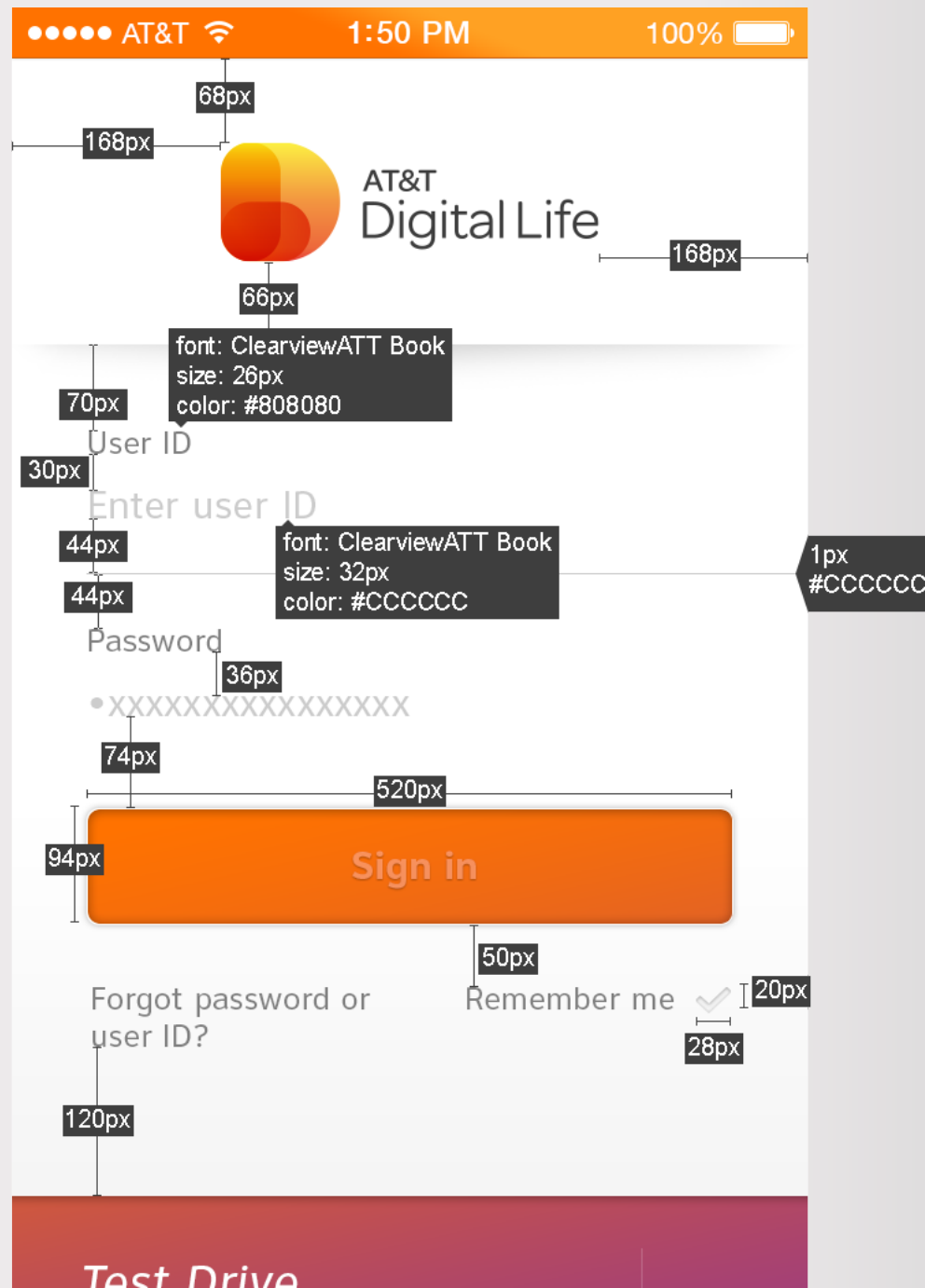
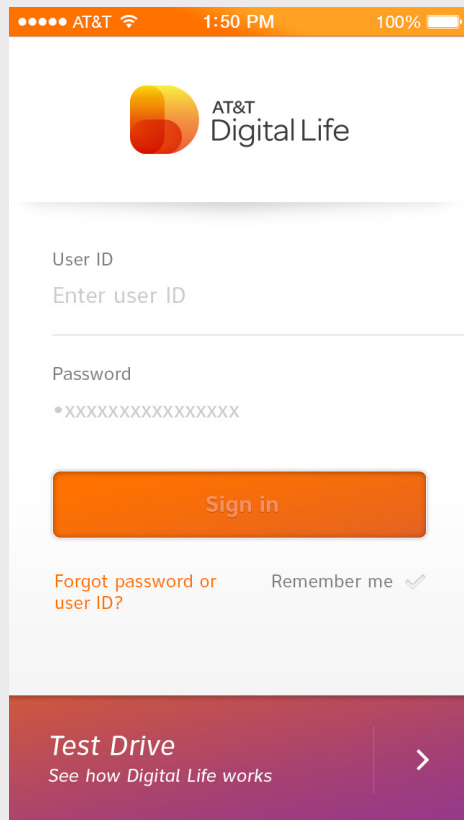
Care activity status icons



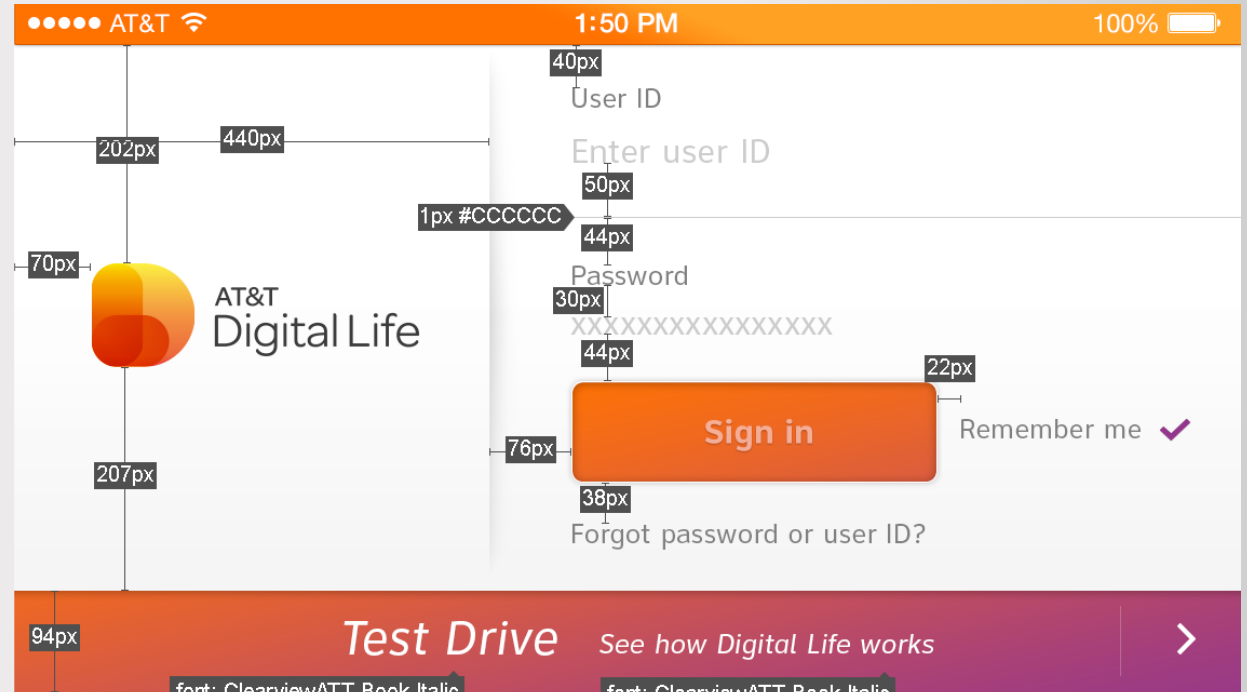
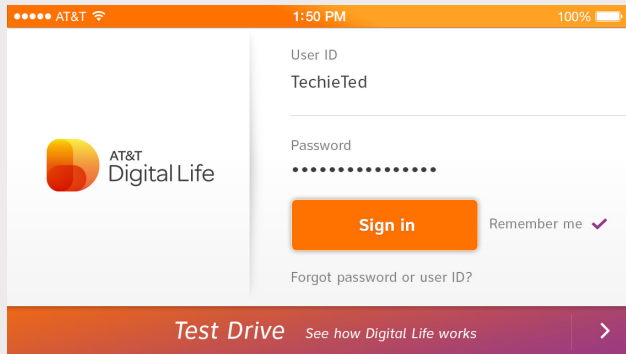
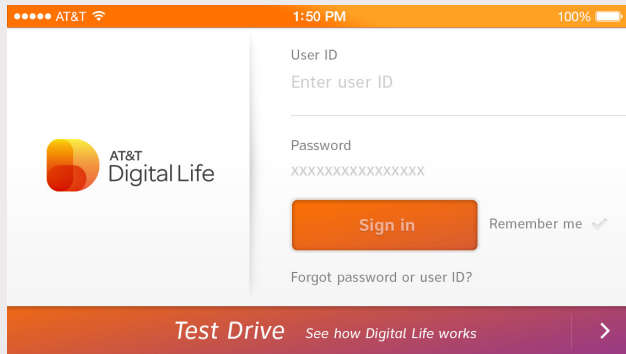
Selected app page comps

The pages that follow have been selected to provide an encompassing view of the DL app. Each page has unique elements within it, as well as common elements that can be found throughout the app. Measurements and notes are provided to help assist in further design & development.

Sign-in



Sign-in (landscape)

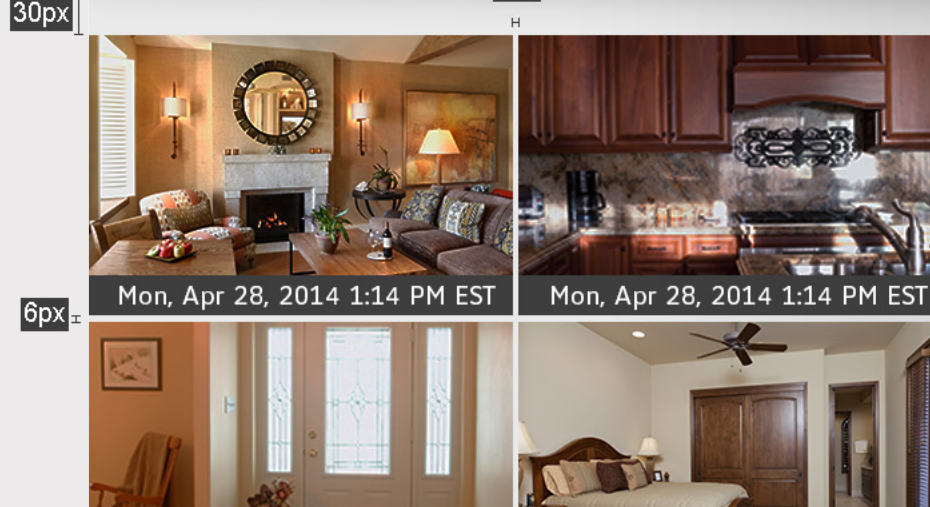
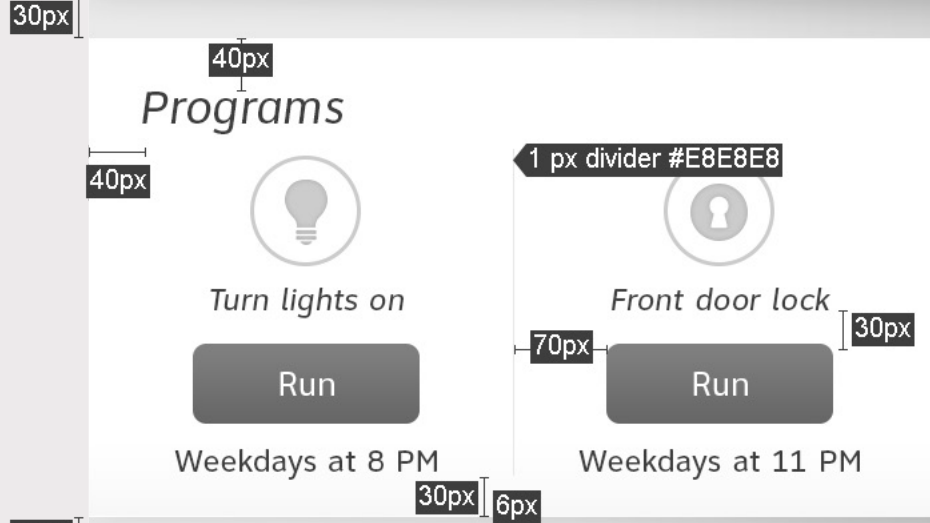
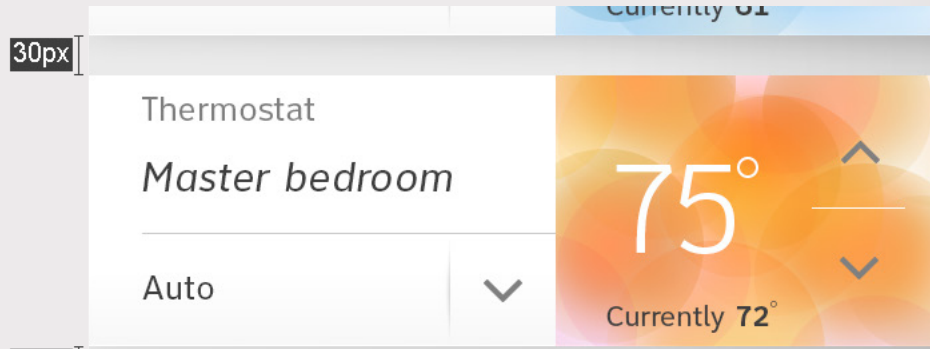
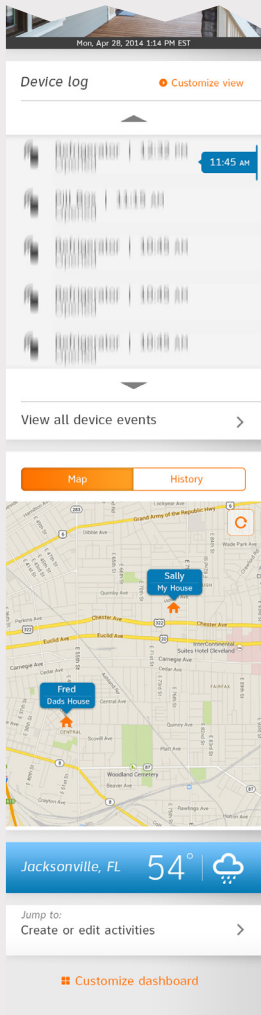
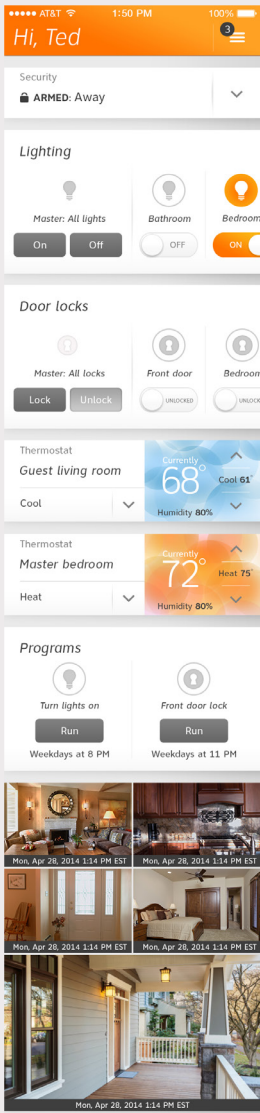


font: ClearviewATT Book Italic
size: 46px
color: #FFFFFF

font: ClearviewATT Book Italic
size: 26px
color: #FFFFFF

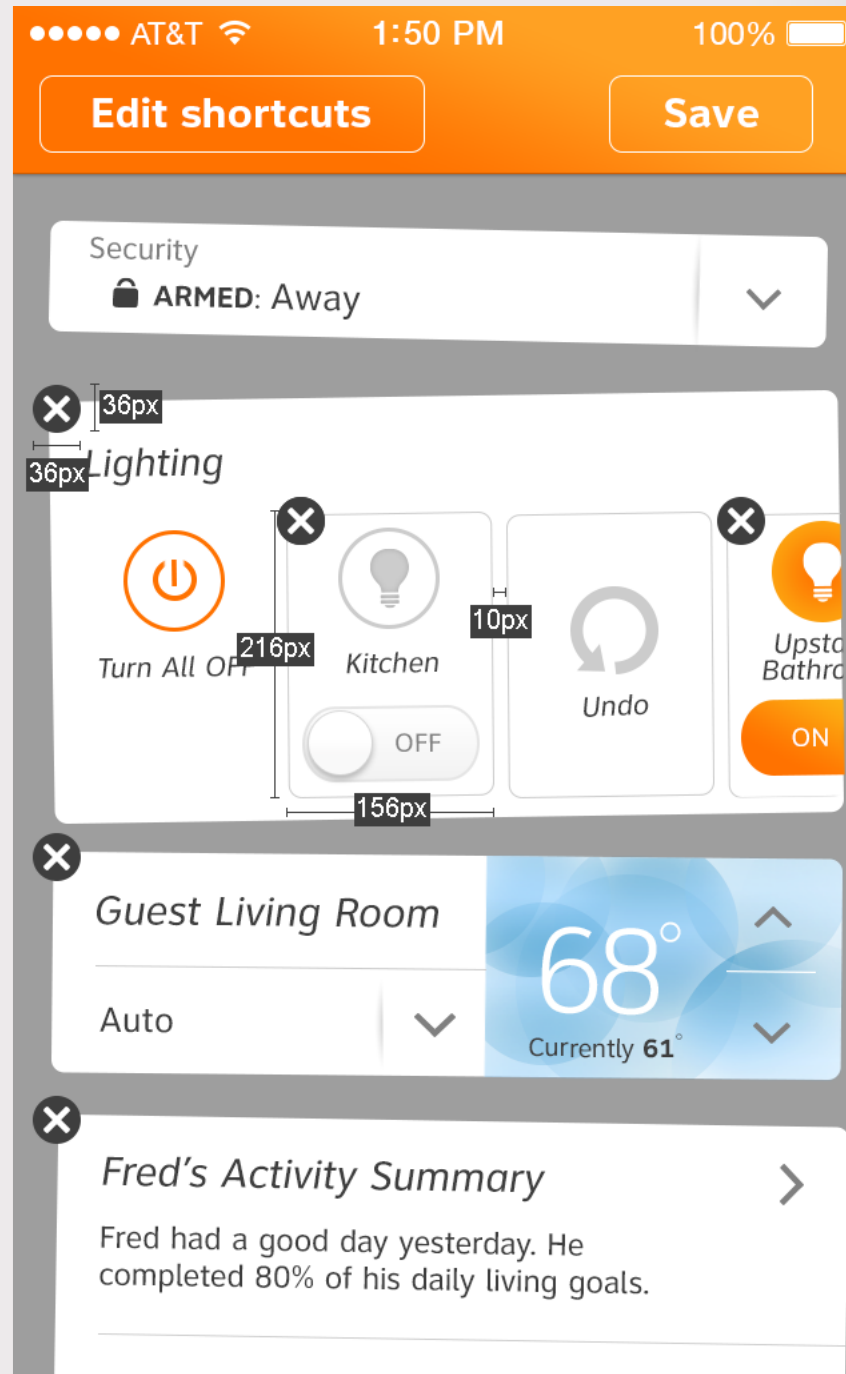
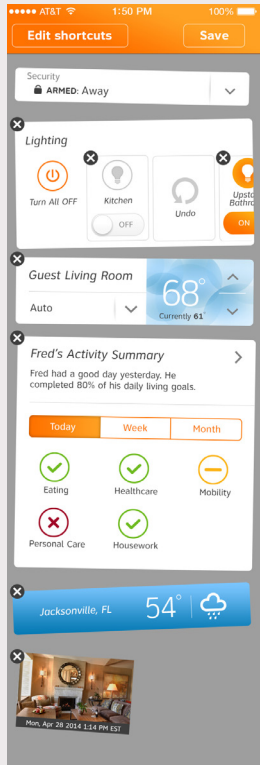
Home page

Dashboard - Smart security (Ted)



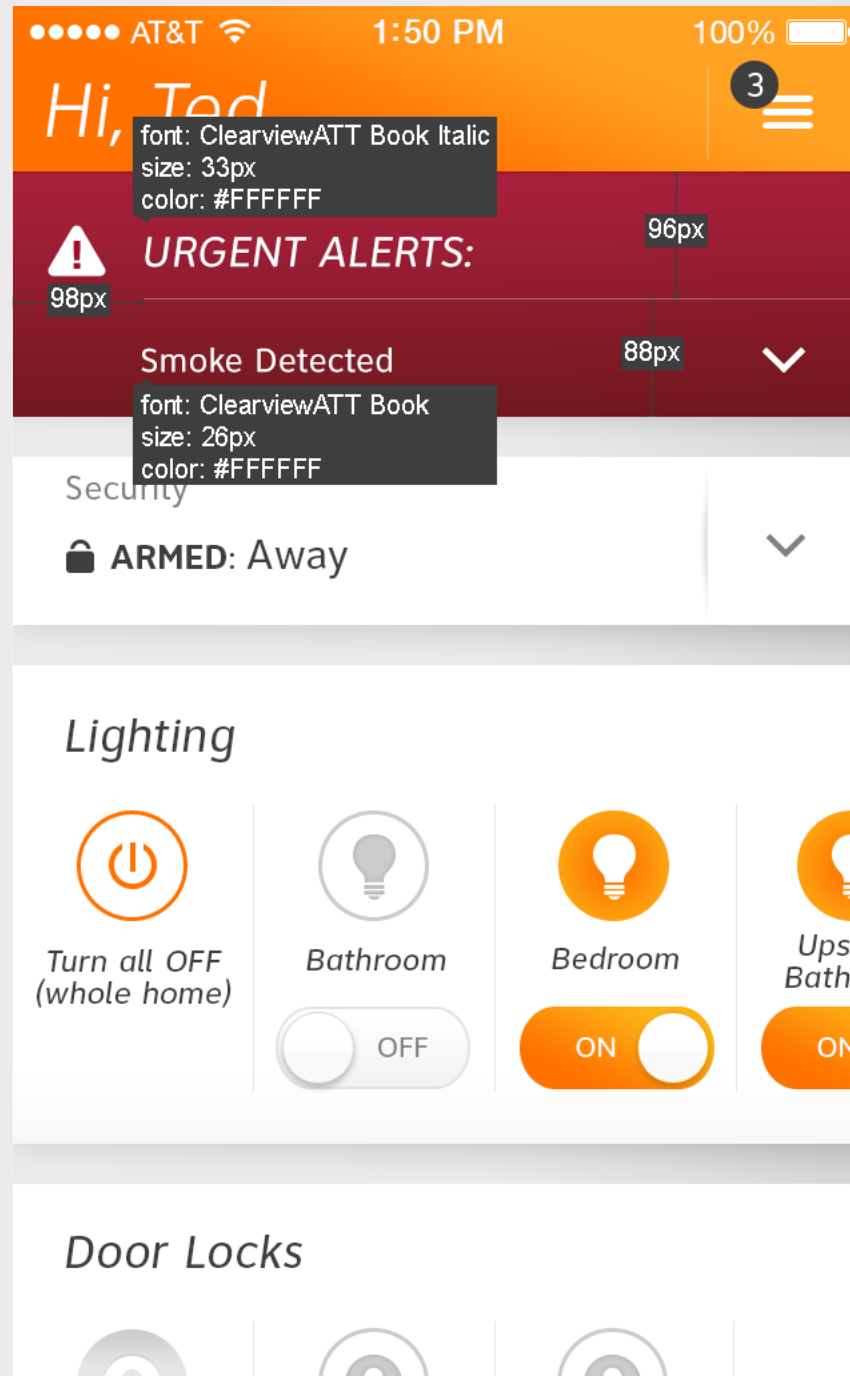
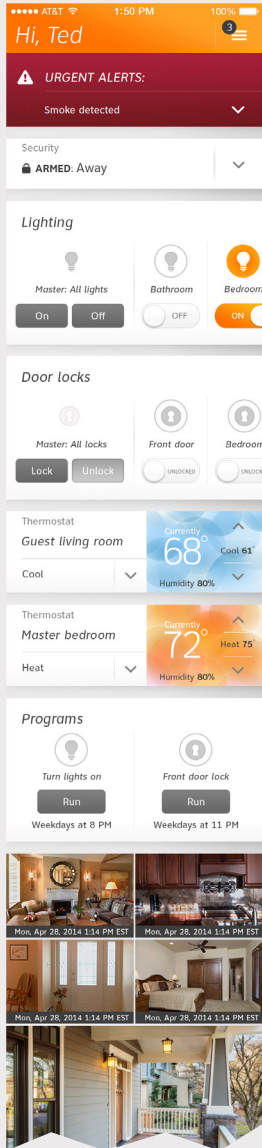
Home page

Dashboard - Smart security (Ted) customization



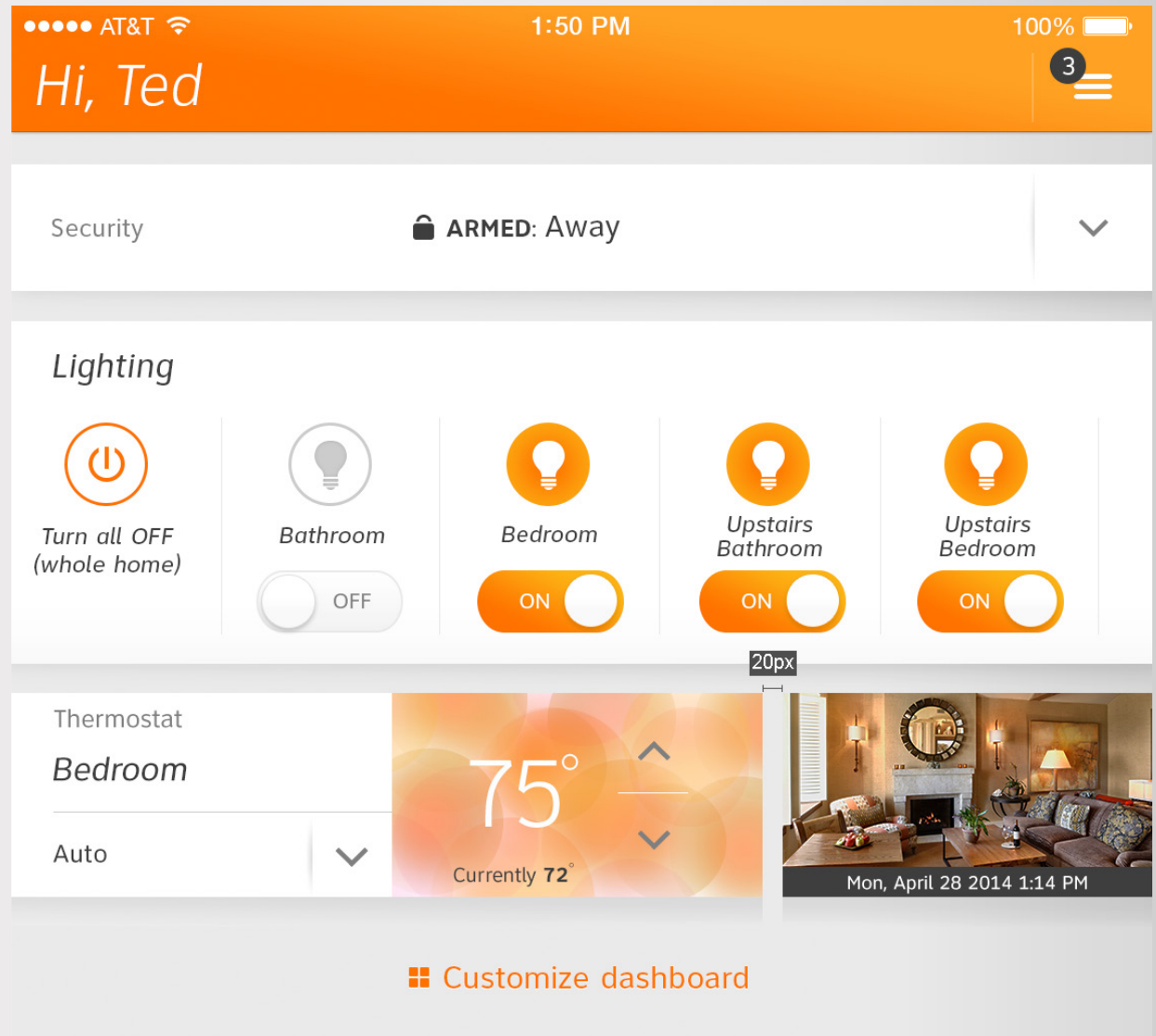
Home page

Dashboard - Smart security (Ted)
- Urgent alerts



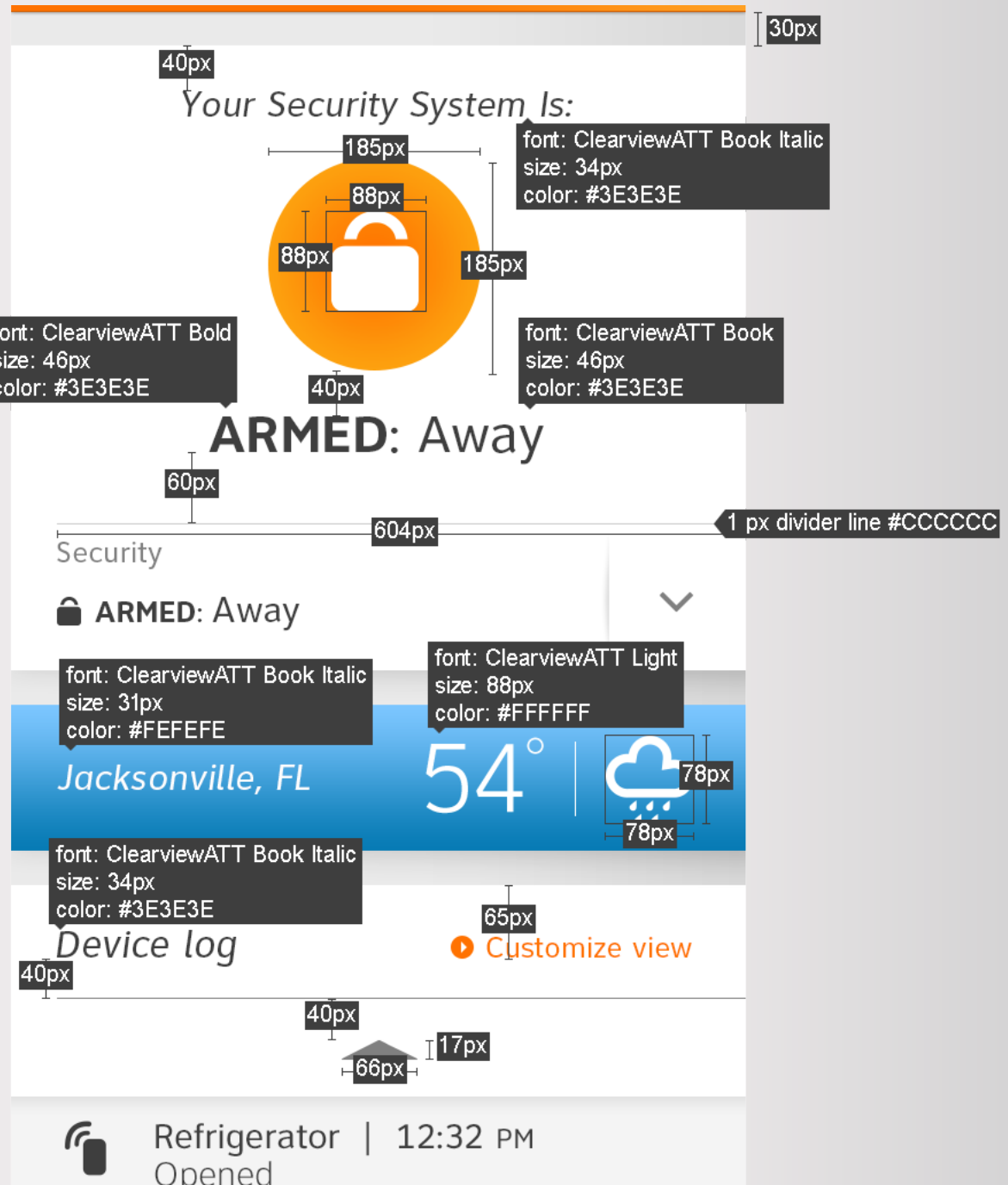
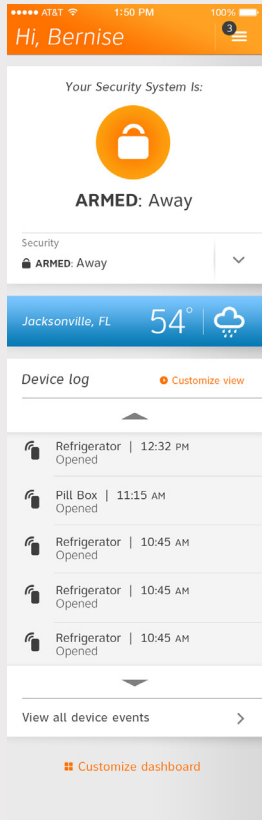
Home page (landscape)

Dashboard - Smart security (Ted)



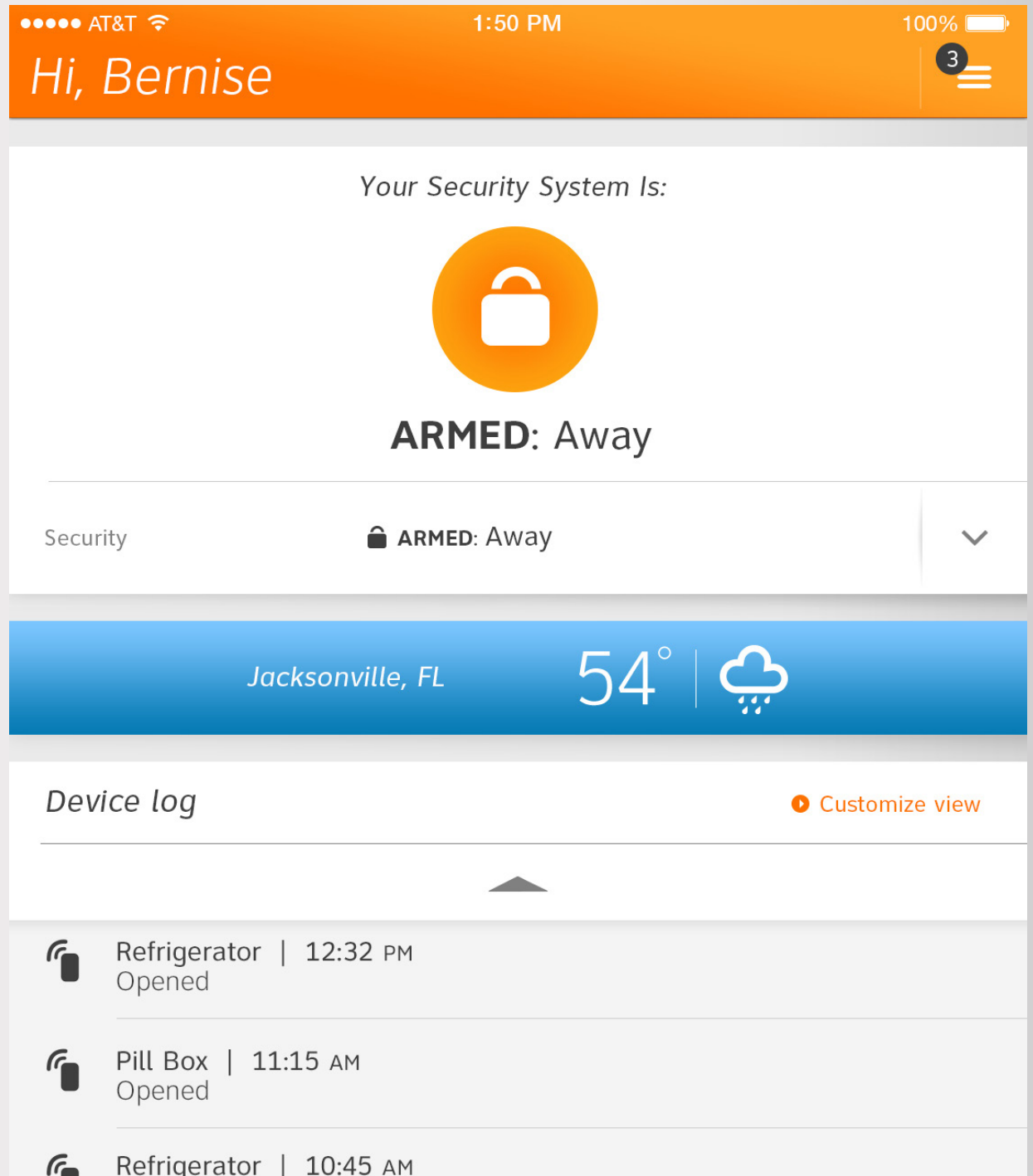
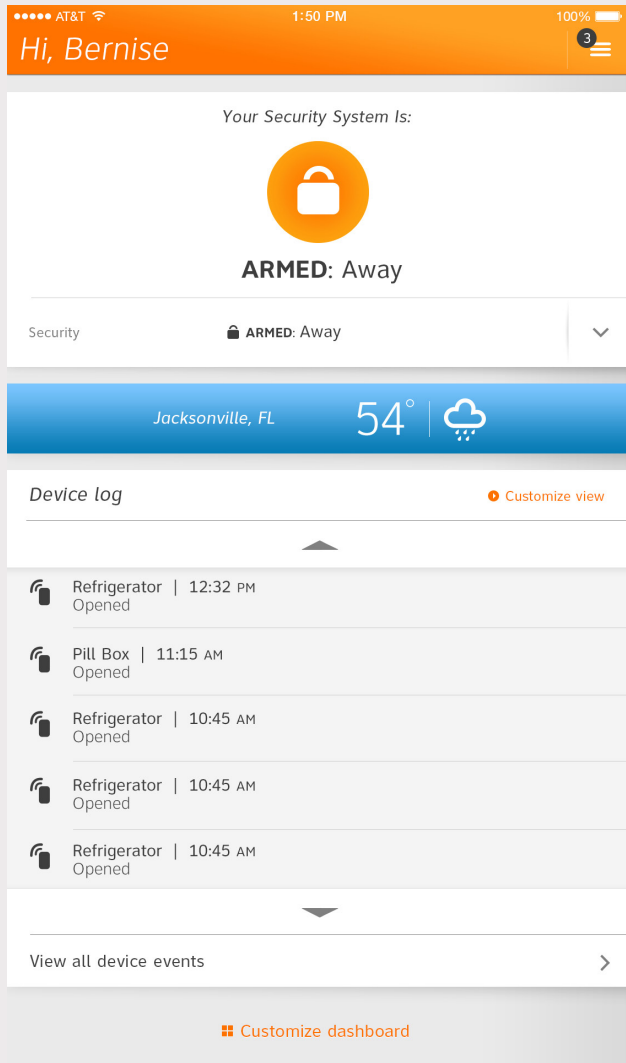
Home page

Dashboard - Simple security (Bernise)



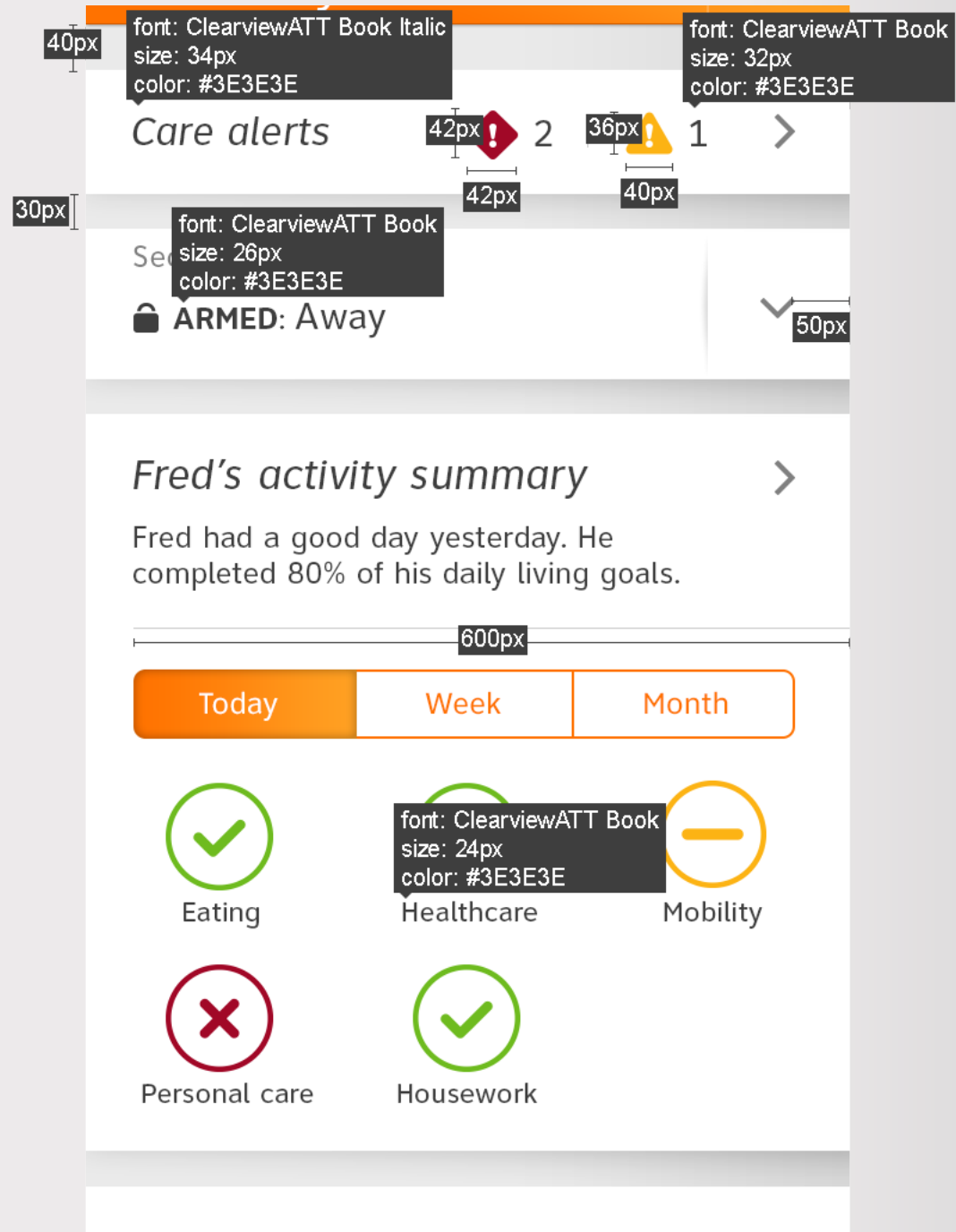
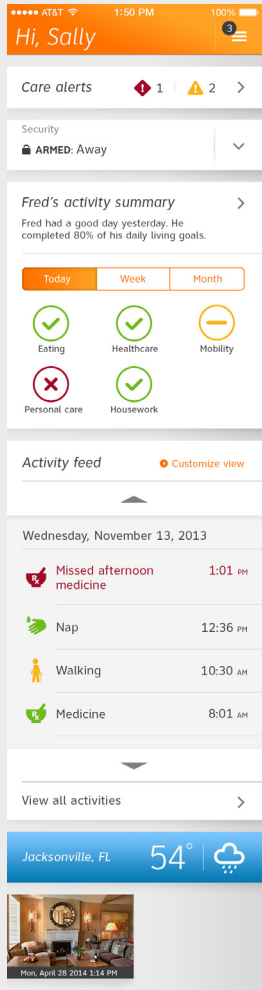
Home page (landscape)

Dashboard - Simple security (Bernise)



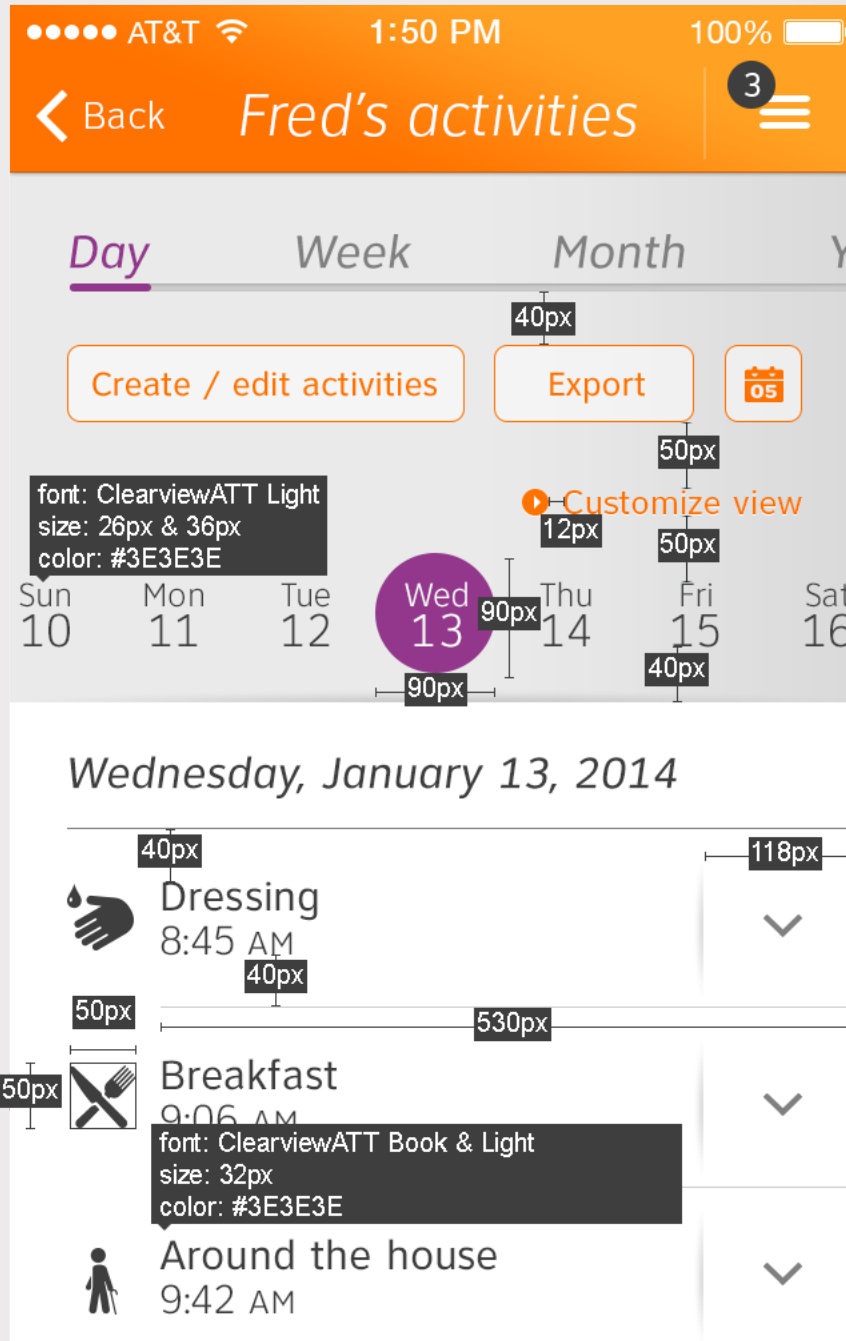
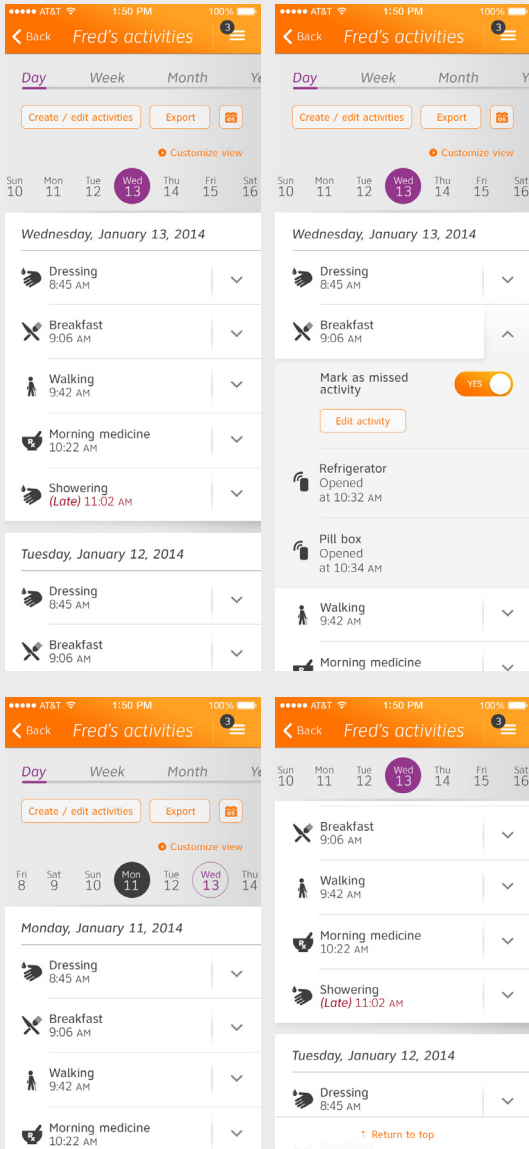
Home page

Dashboard - Care with security (Sally)



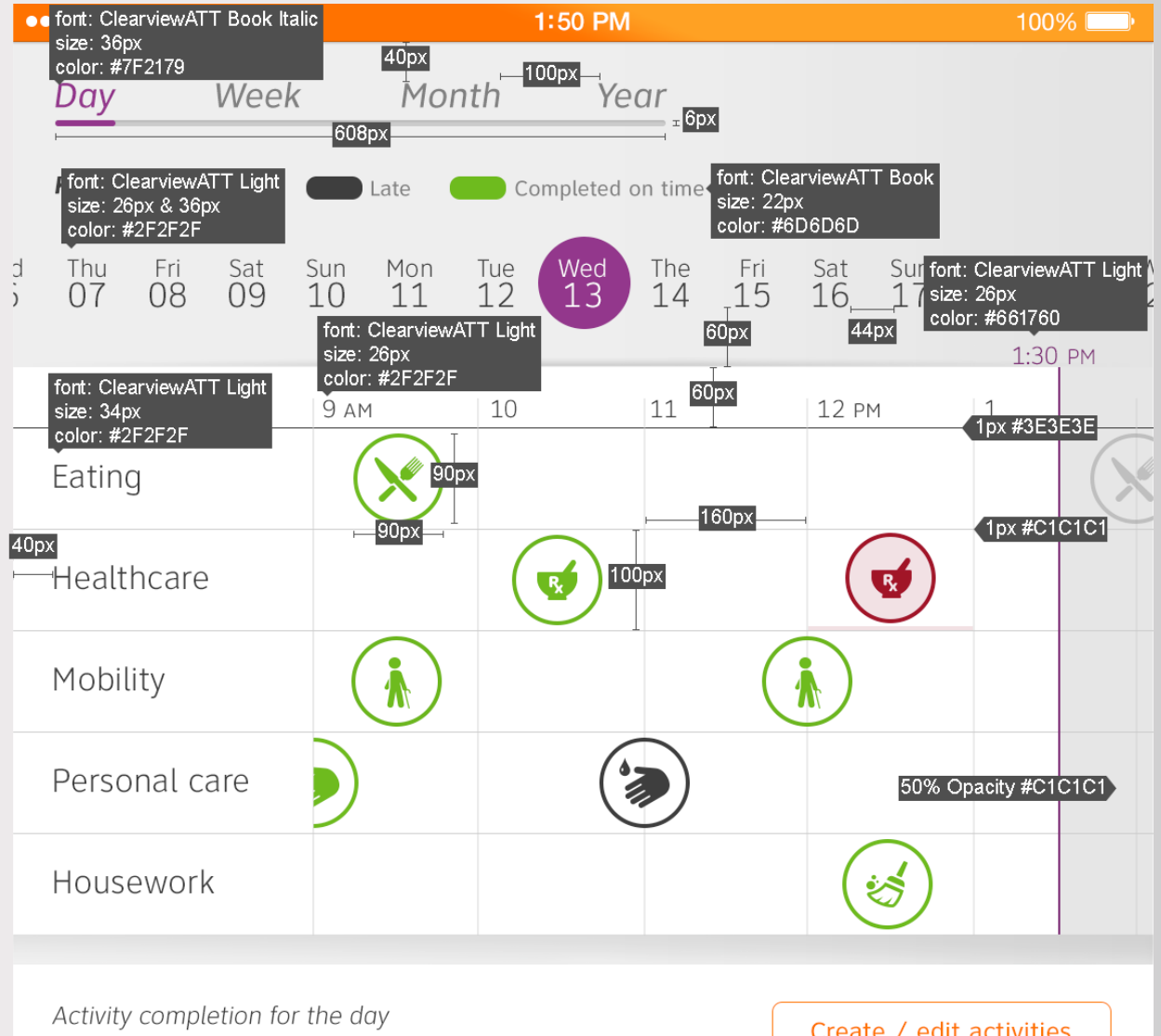
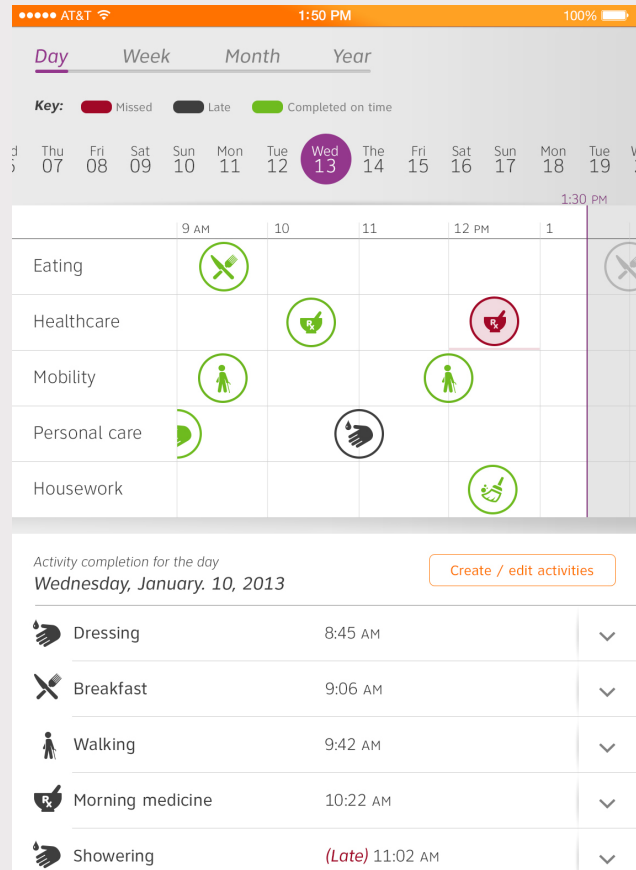
Activities

Day



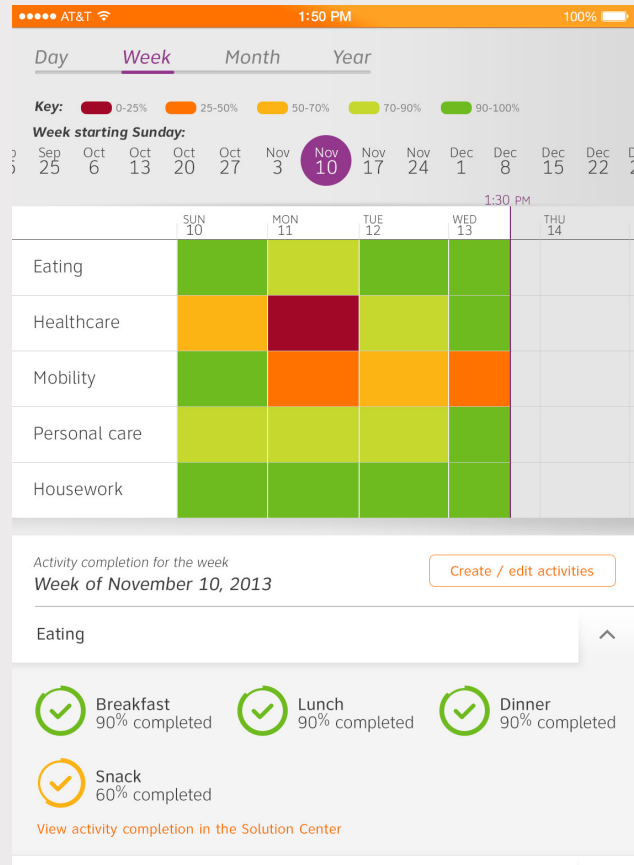
Activities (landscape)

Day



Activities (landscape)

Week view



Mobility	70-90%	25-50%	50-70%	25-50%		
Personal care	70-90%	70-90%	70-90%	70-90%		
Housework	70-90%	70-90%	70-90%	70-90%		

font: ClearviewATT Light Italic
size: 26px
color: #2F2F2F

font: ClearviewATT Book Italic
size: 34px
color: #2F2F2F

Activity completion for the week
Week of November 10, 2013

Create / edit activities

Eating

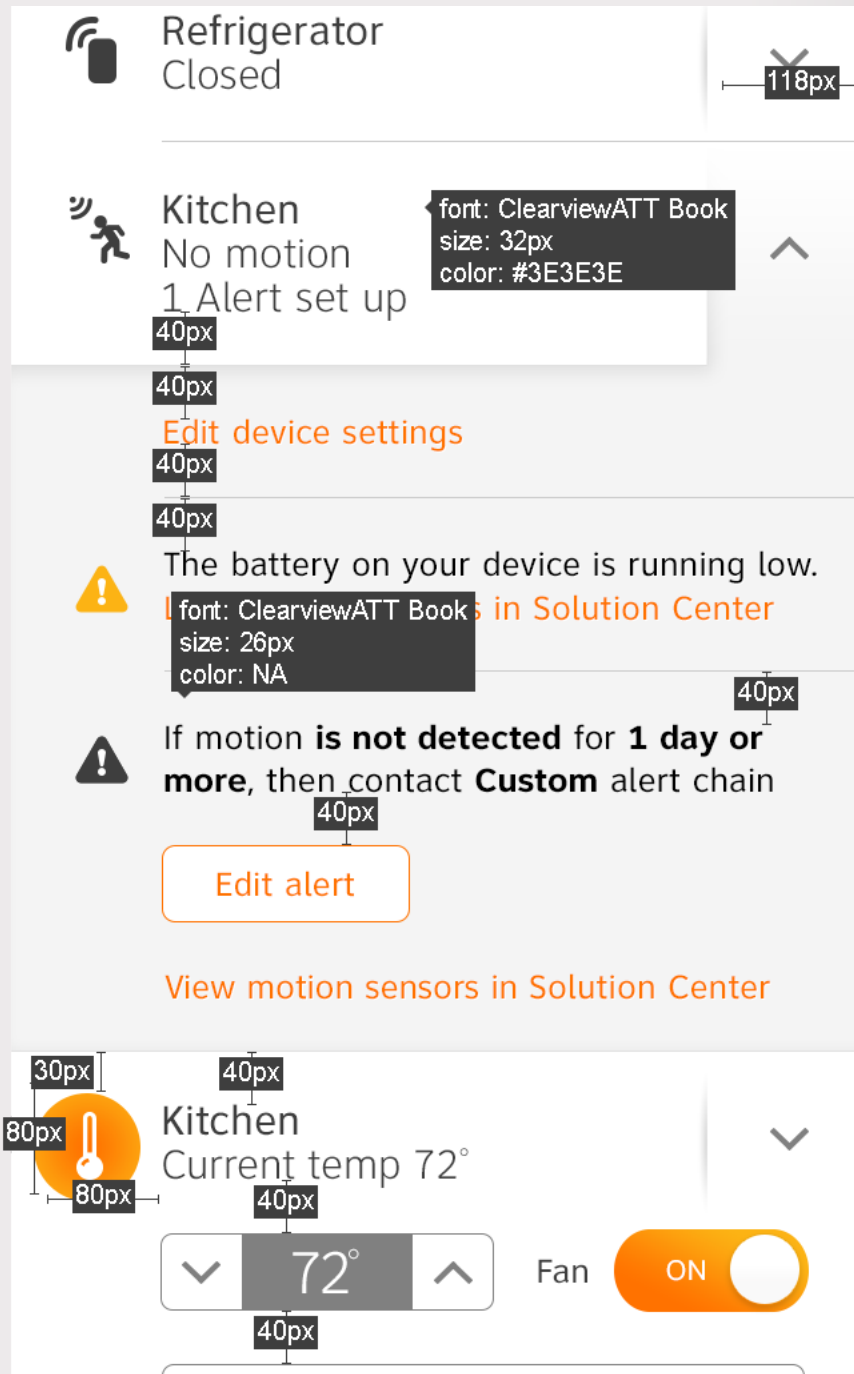
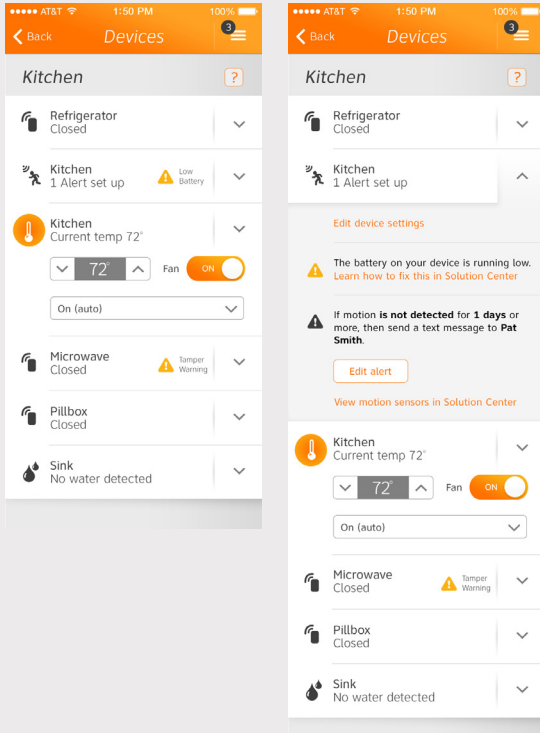
- Breakfast 90% completed
- Lunch 90% completed
- Dinner 90% completed
- Snack 60% completed

View activity completion in the Solution Center

Healthcare

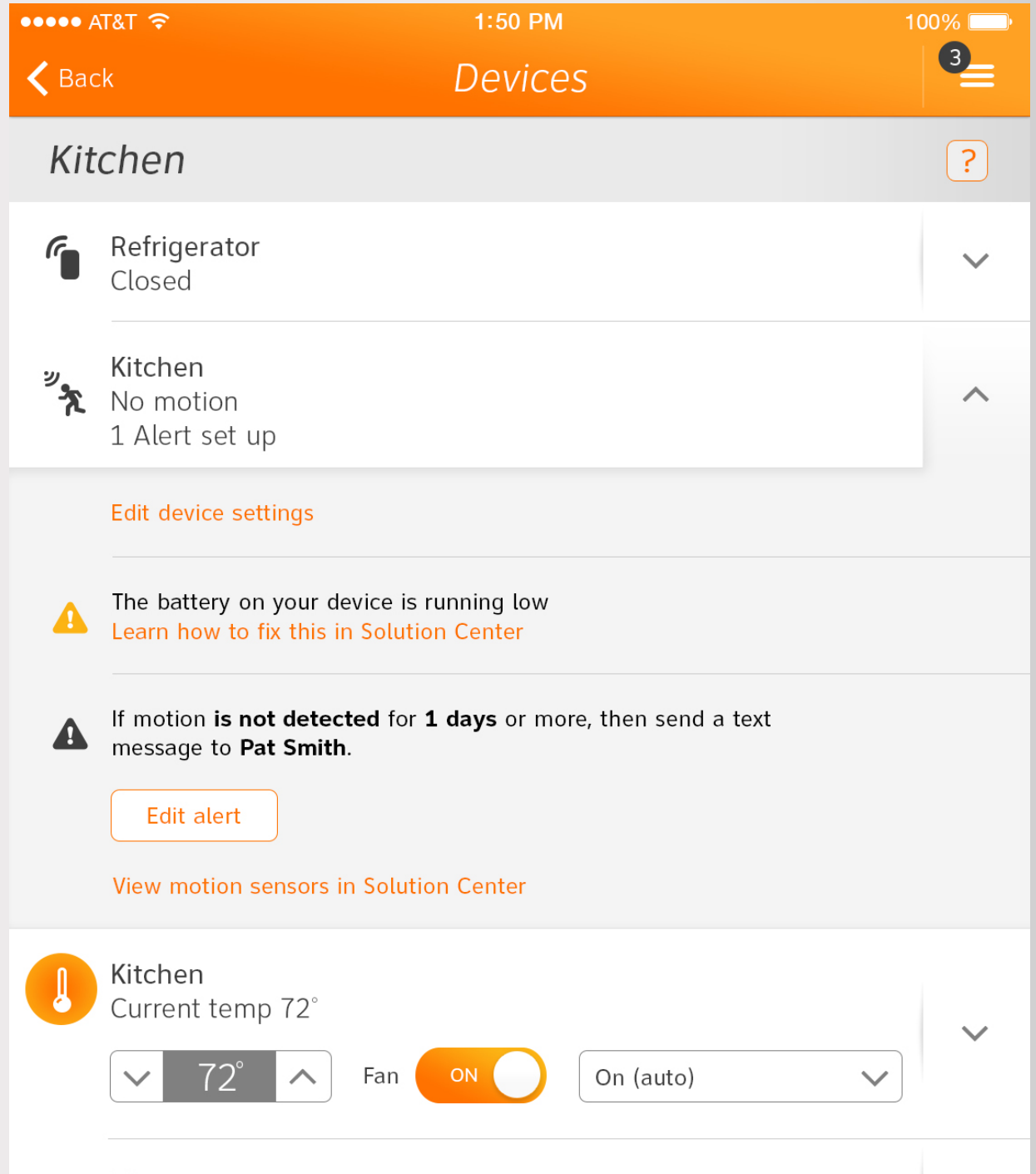
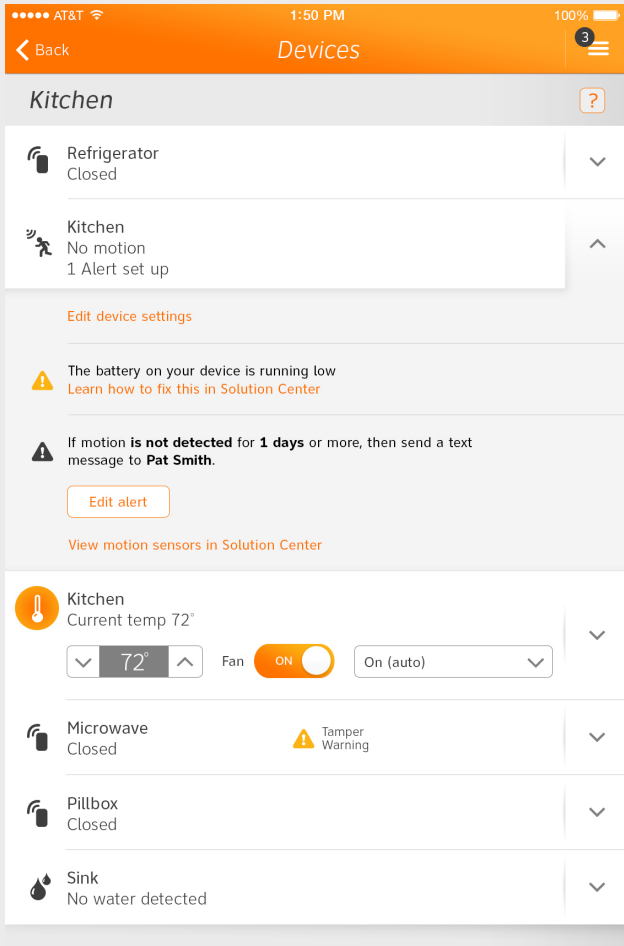
Devices

Device settings > Kitchen



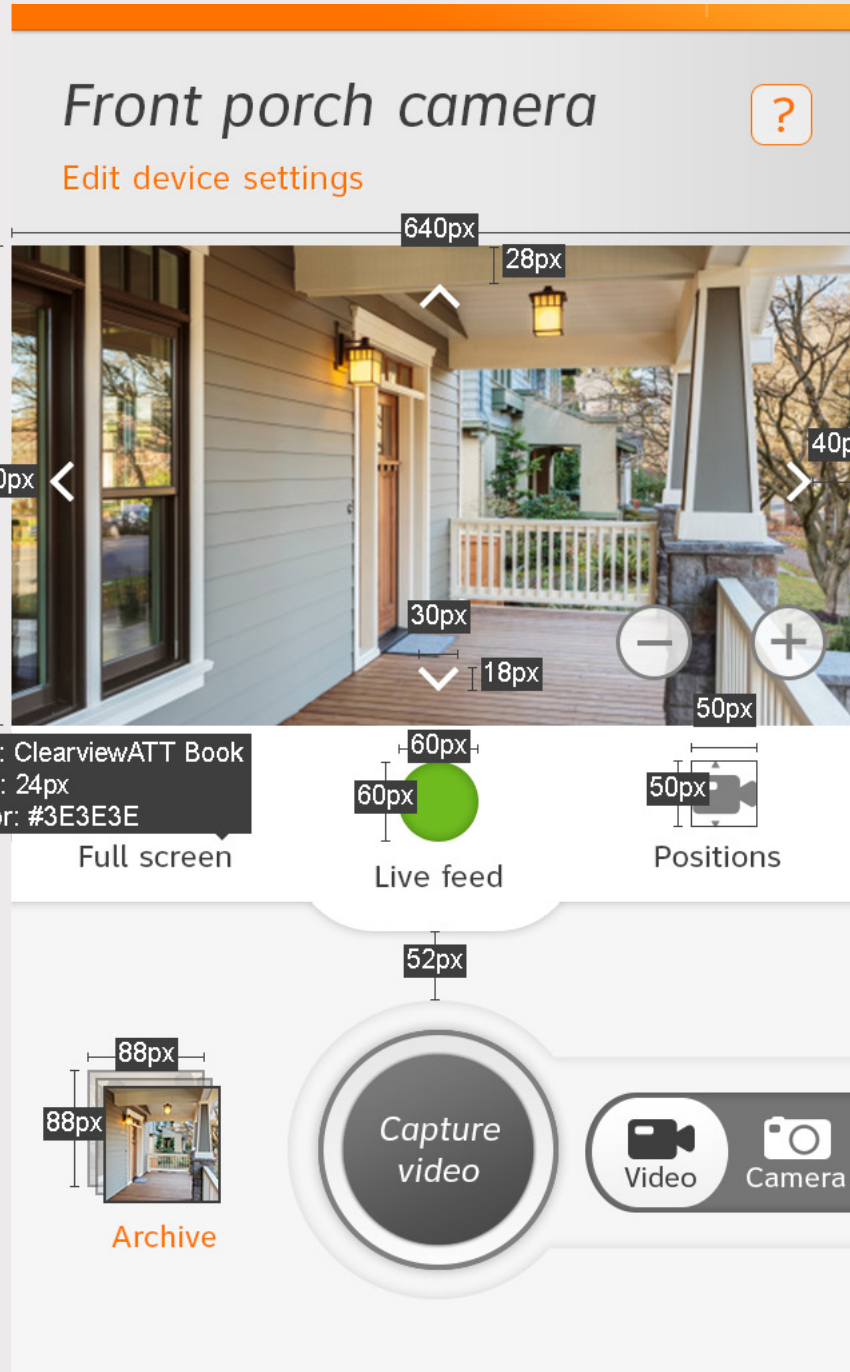
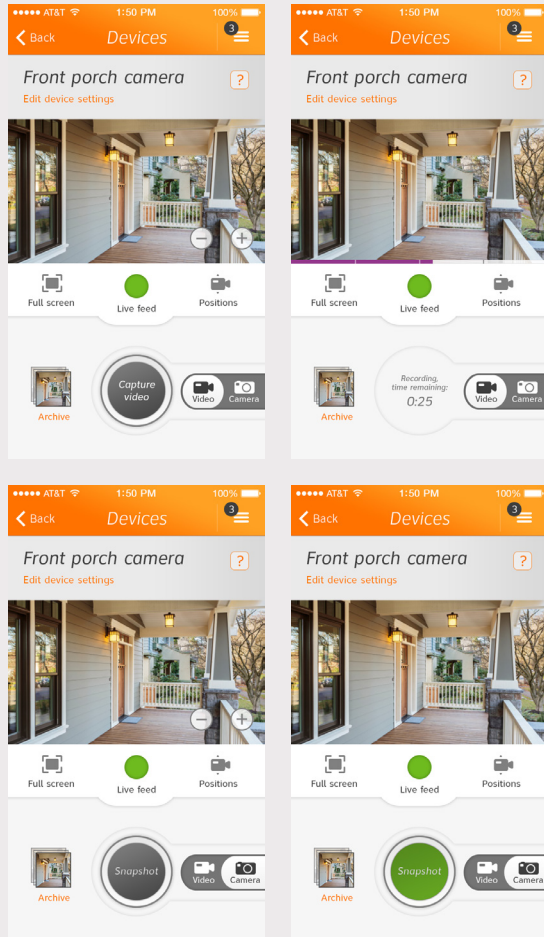
Devices (landscape)

Device settings > Kitchen



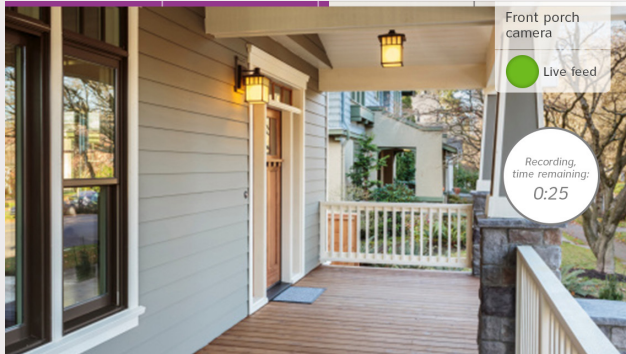
Devices

Cameras > Front-porch camera



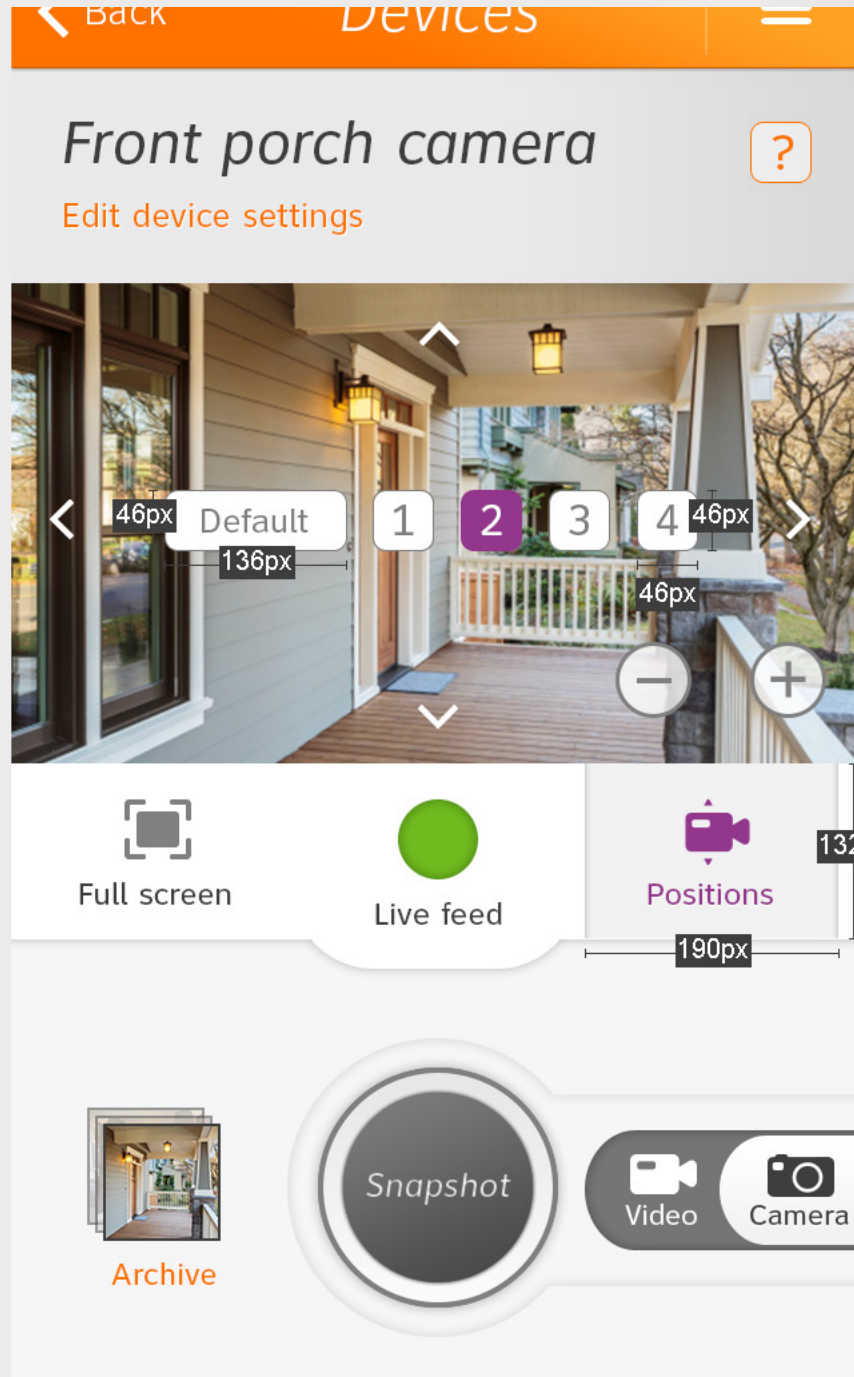
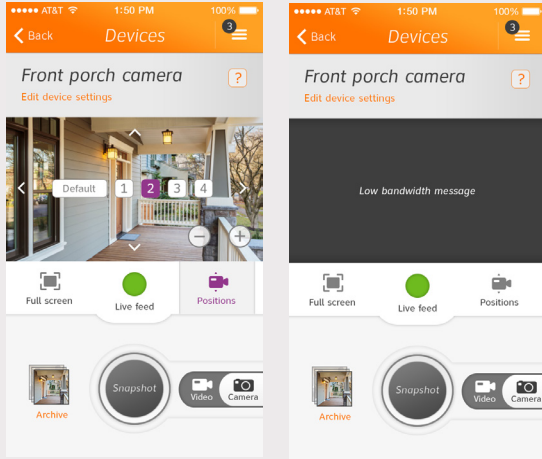
Devices (landscape)

Cameras > Front-porch camera



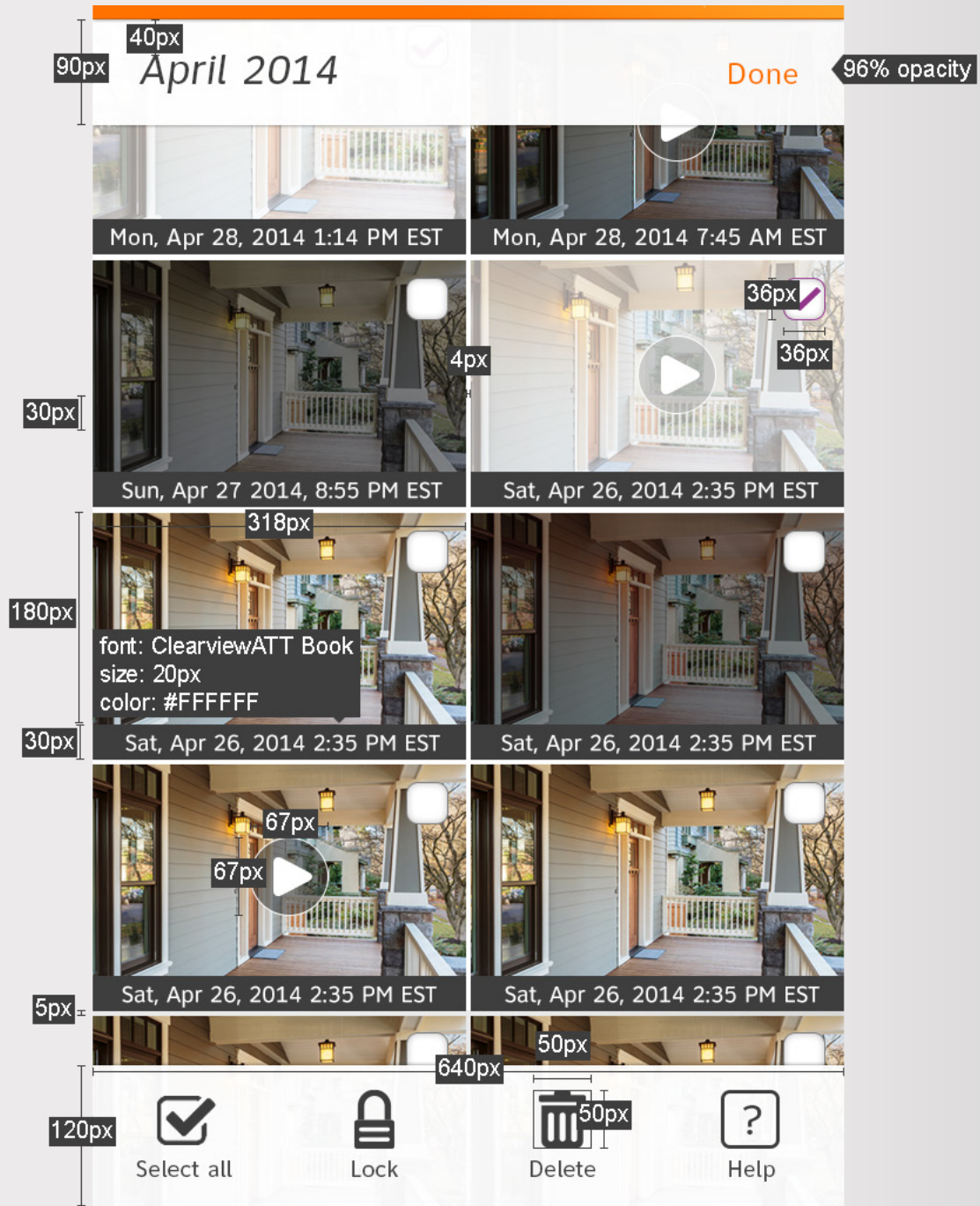
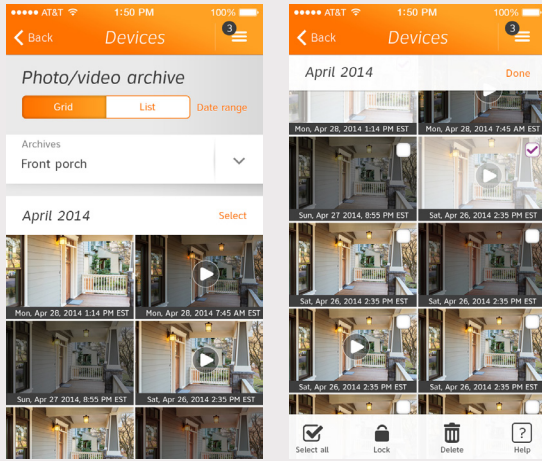
Devices

Cameras > Front-porch camera:
Positions and bandwidth



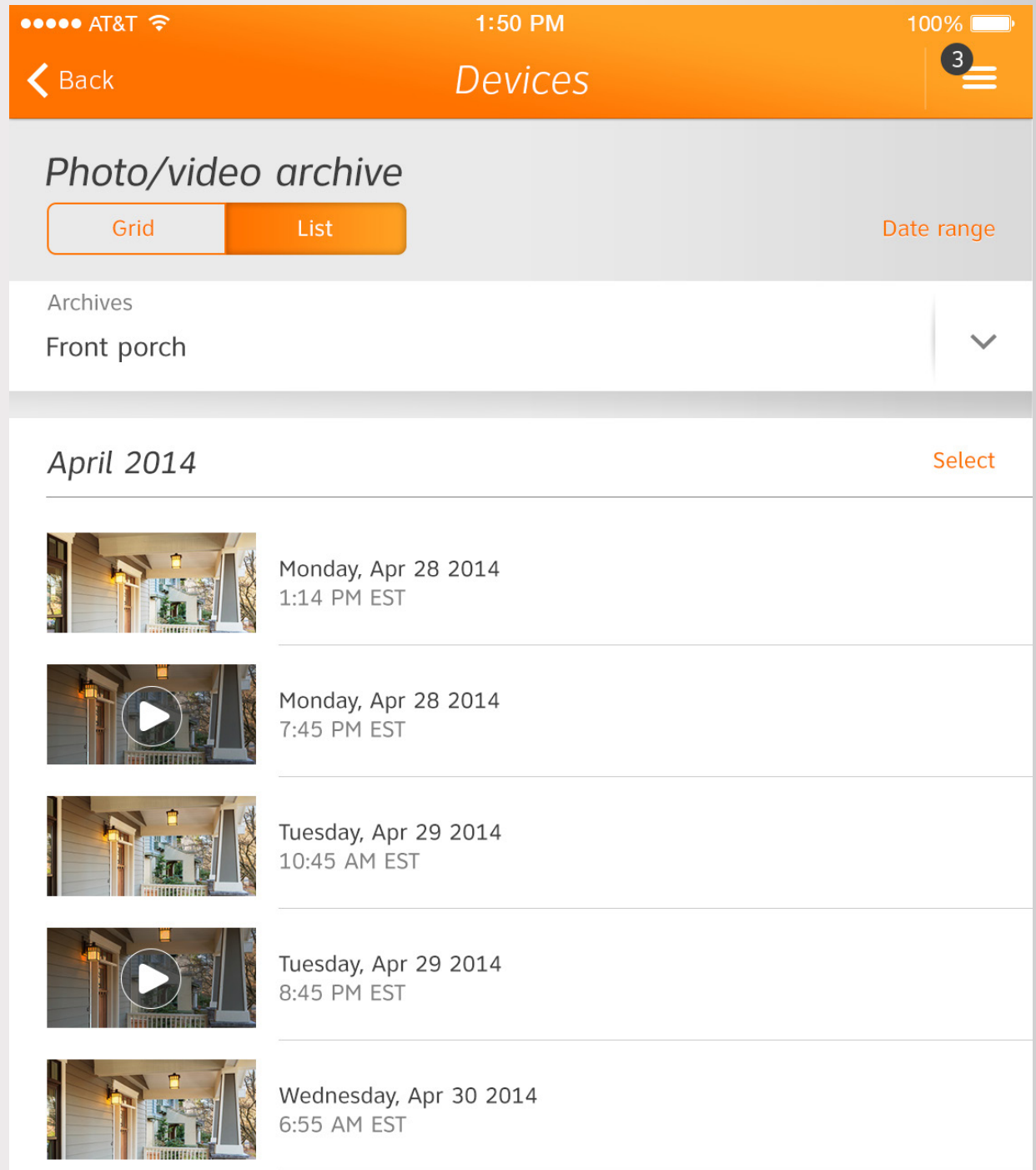
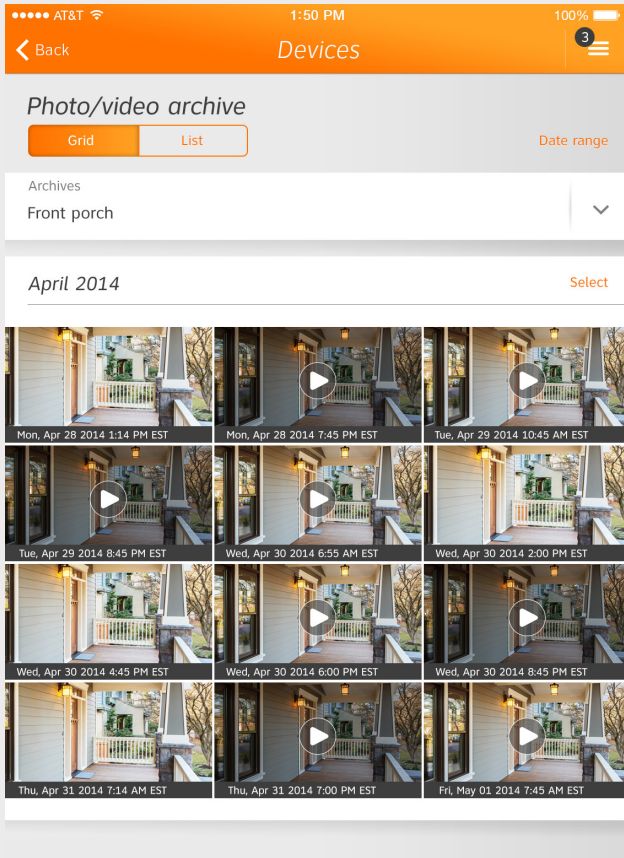
Devices

Cameras > Photo/video archive



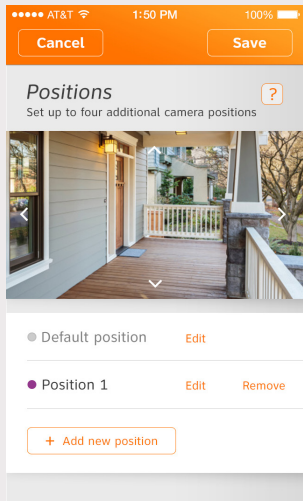
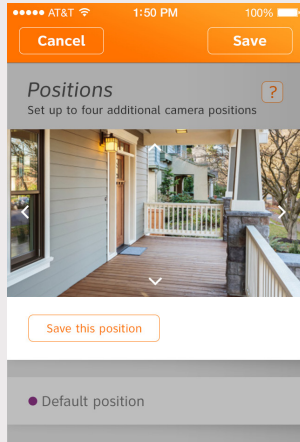
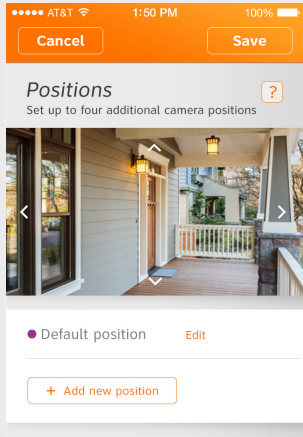
Devices (landscape)

Cameras > Photo/video archive



Devices

Device settings > Camera position



font: ClearviewATT Book Italic
size: 46px
color: #3E3E3E

Positions

Set up to four additional camera positions

46px
46px

360px
30px
18px

30px
40px
40px
40px
40px
40px

font: ClearviewATT Book
size: 32px
color: #808080

● Default position

font: ClearviewATT Book
size: 26px
color: #FF7200

#93378C ● Position 1

1px #CCCCCC

Edit Remove

40px

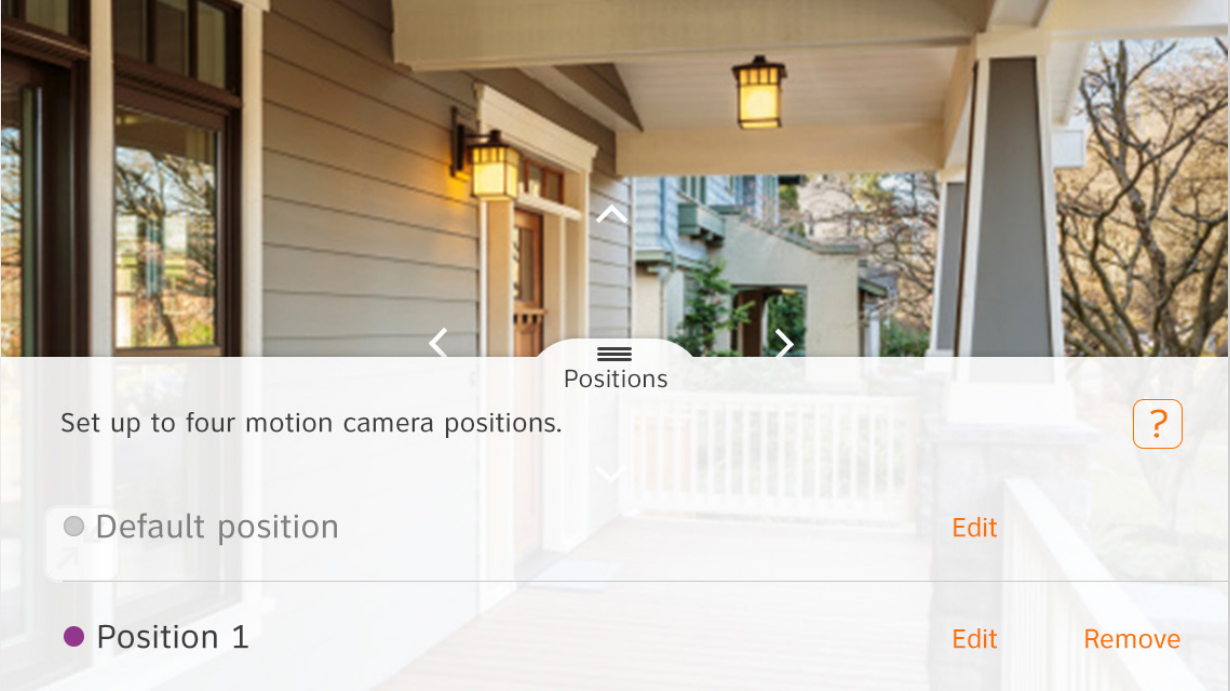
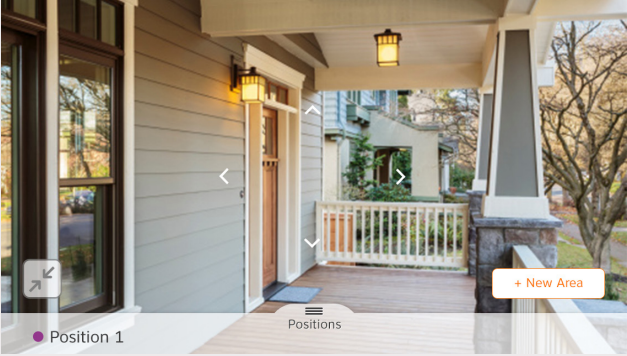
+ Add new position

40px 40px

This diagram provides a detailed design specification for the 'Positions' settings screen. It includes a title bar with a font specification (ClearviewATT Book Italic, 46px, #3E3E3E). The main title 'Positions' is in a larger font. Below the title is a subtitle 'Set up to four additional camera positions'. A camera view image is shown with a height of 360px and width annotations of 30px and 18px. The list of positions includes 'Default position' and 'Position 1'. The 'Default position' is selected with a grey circle. The 'Position 1' is highlighted with a purple circle and a hex color code #93378C. The list items have a height of 40px each. The 'Add new position' button is at the bottom with a height of 40px and a width of 40px. The 'Edit' and 'Remove' links are in a font of ClearviewATT Book, size 26px, color #FF7200. A 1px #CCCCCC line is also shown.

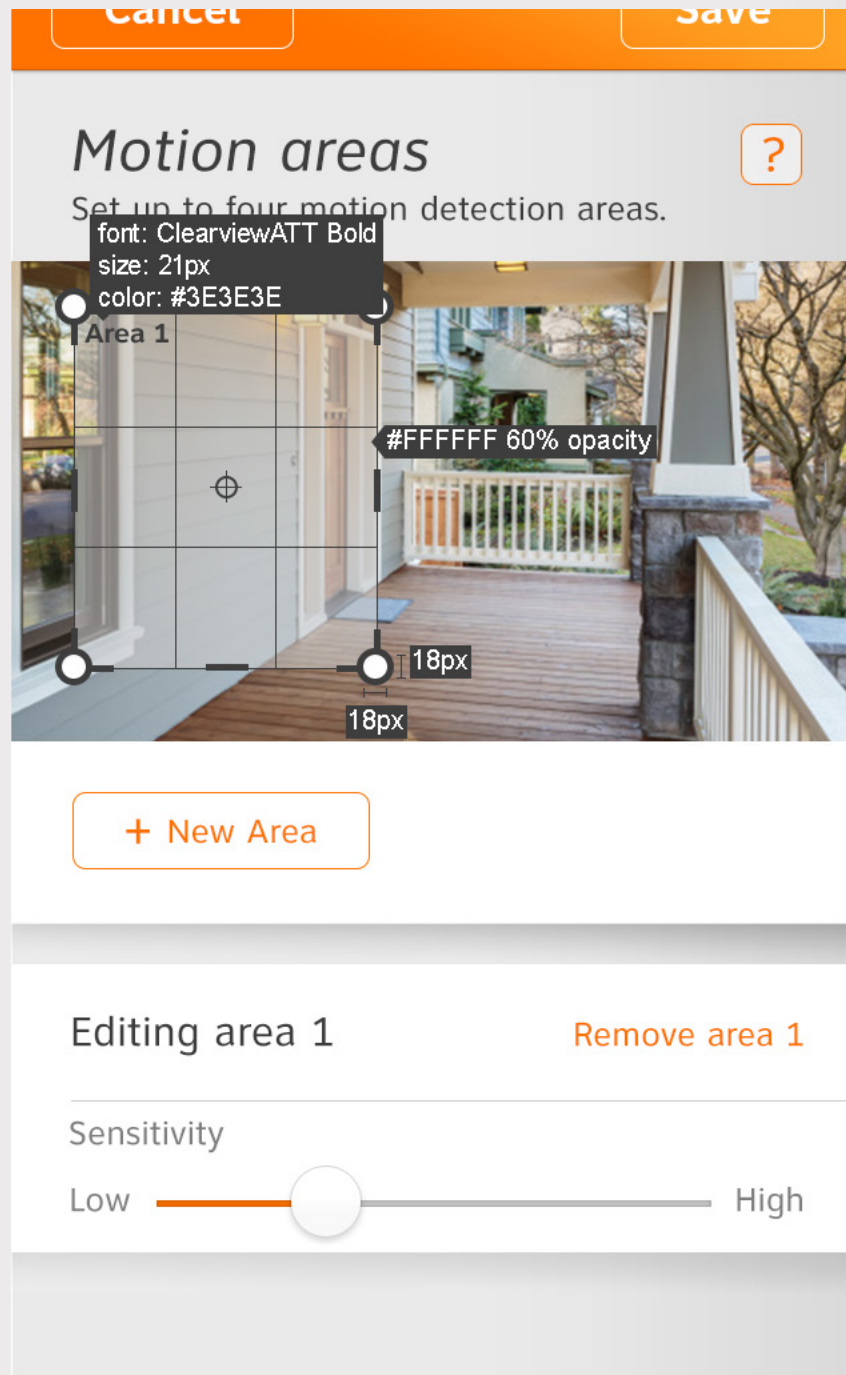
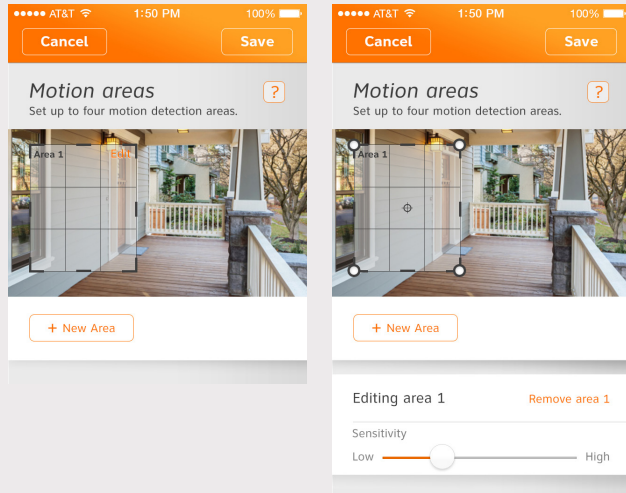
Devices (landscape)

Device settings > Camera position



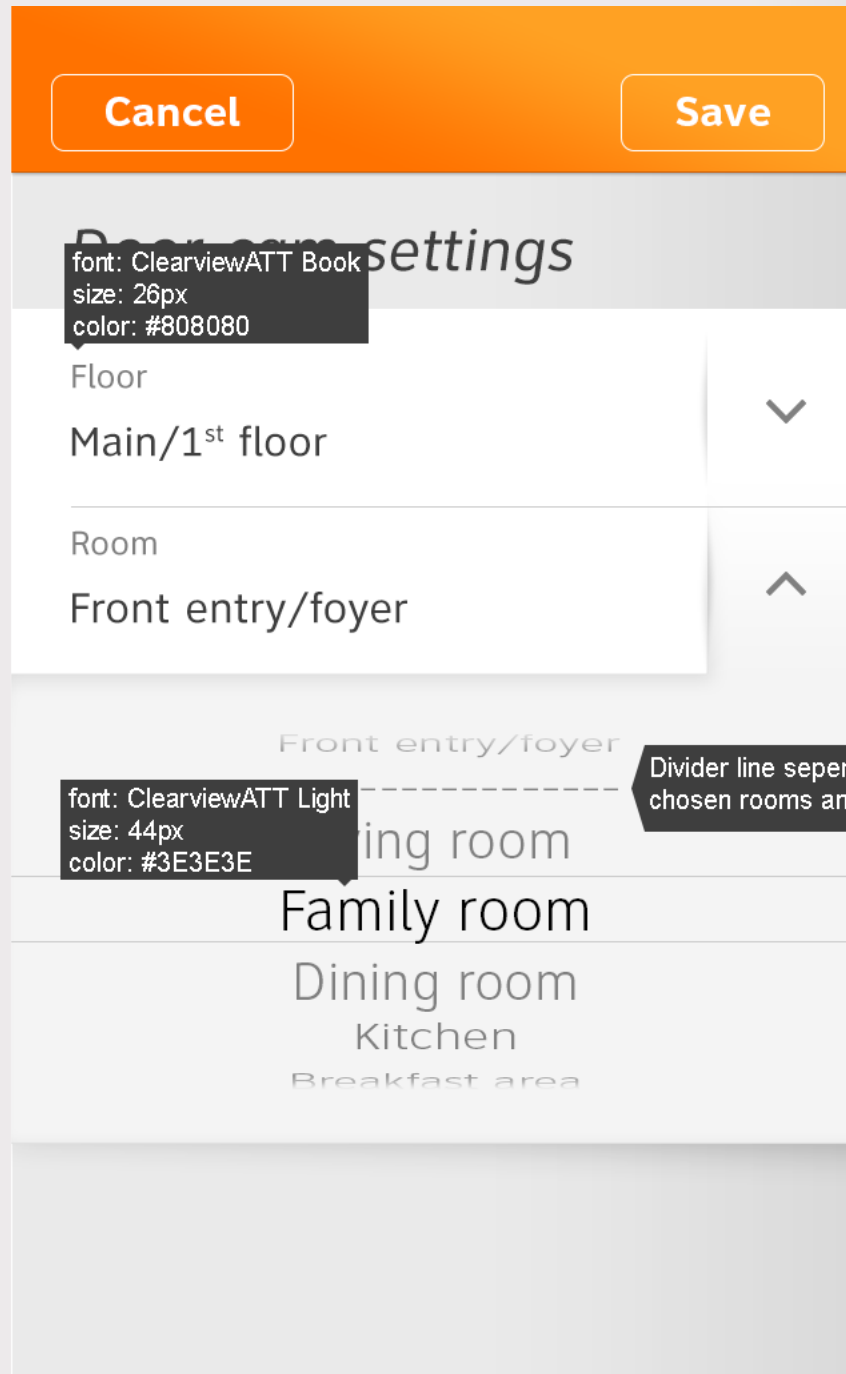
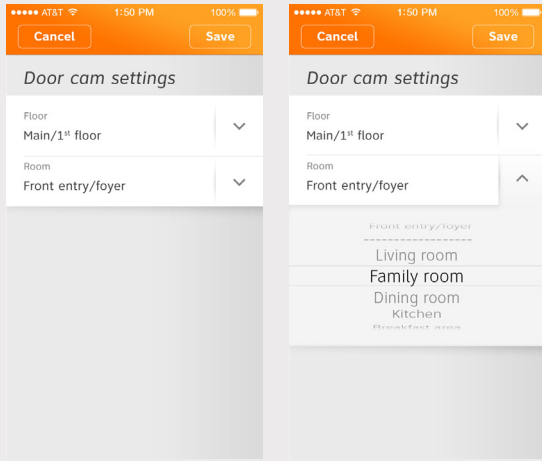
Devices

Device settings > Motion areas



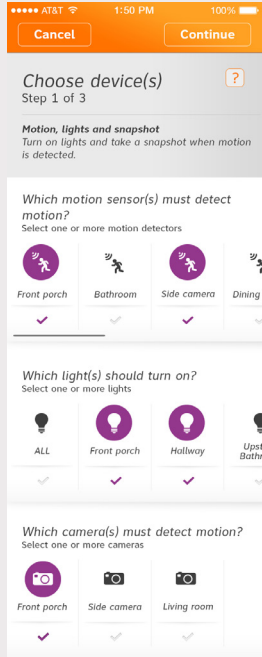
Devices

Device settings > Camera location



Programs

Canned rules > Choose device



font: ClearviewATT Book Italic
size: 46px
color: #3E3E3E

Choose device(s) ?

Step 1 of 3

font: ClearviewATT Bold Italic
size: 26px
color: #3E3E3E

Motion, lights and snapshot
Turn on lights and take a snapshot when motion is detected.

font: ClearviewATT Book Italic
size: 32px
color: #3E3E3E

Which motion sensor(s) must detect motion?
Select one or more motion detectors

#93378C 90px 90px 18px 28px 20px 4px 30px

1px #E8E8E8 216px

font: ClearviewATT Book Italic
size: 24px
color: #3E3E3E

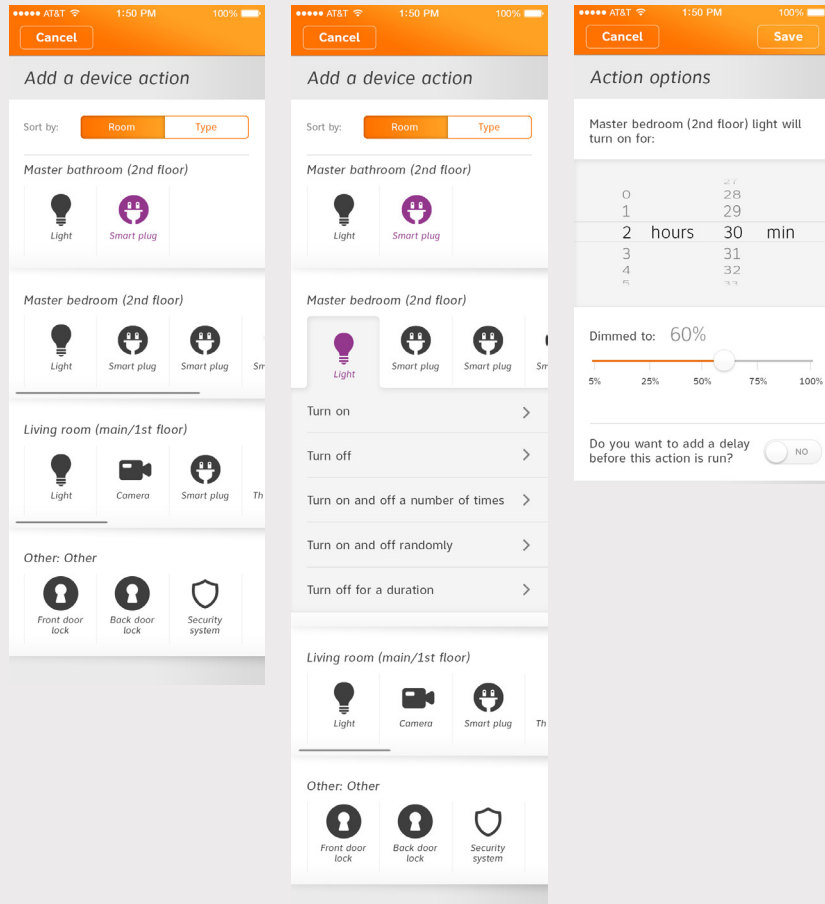
Front porch Bathroom Side camera Dining

Which light(s) should turn on?
Select one or more lights

ALL Front porch Hallway Upst Bathr

Programs

Complex rules > Add a device action



Sort by:

Room

Type

Master bathroom (2nd floor)



Light



Smart plug

Master bedroom (2nd floor)



Light



Smart plug



Smart plug

Turn on



Turn off

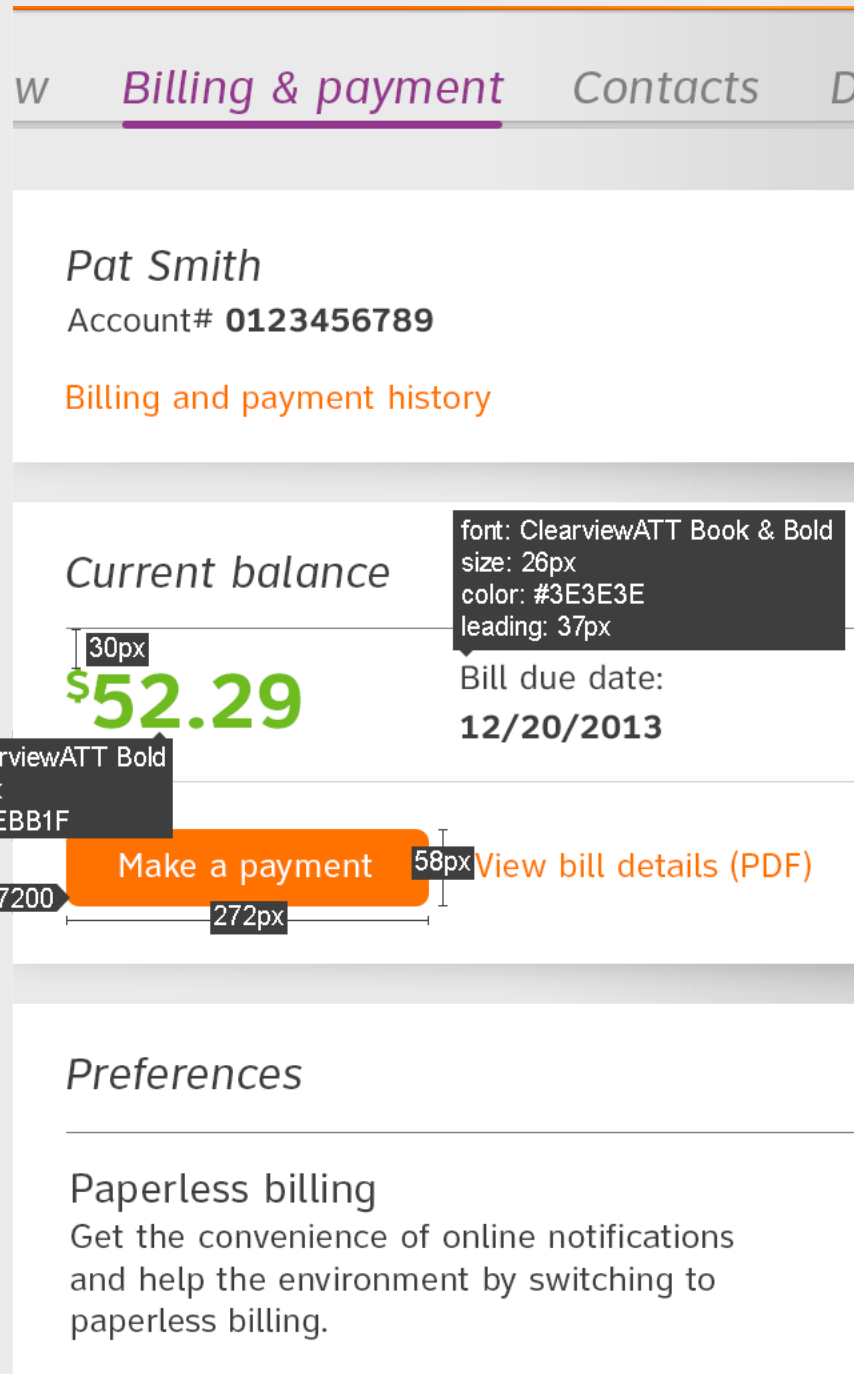
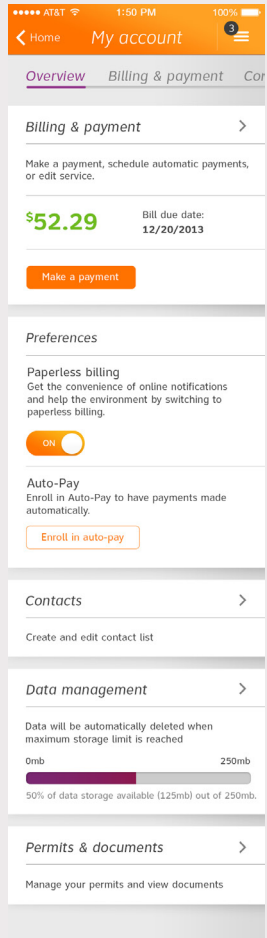


Turn on and off a number of times



My account

Billing & payment



Pat Smith

Account# 0123456789

Billing and payment history

Current balance

30px
\$52.29

font: ClearviewATT Book & Bold
size: 26px
color: #3E3E3E
leading: 37px

Bill due date:
12/20/2013

font: ClearviewATT Bold
size: 60px
color: #6EBB1F

Make a payment

58px View bill details (PDF)

#FF7200

272px

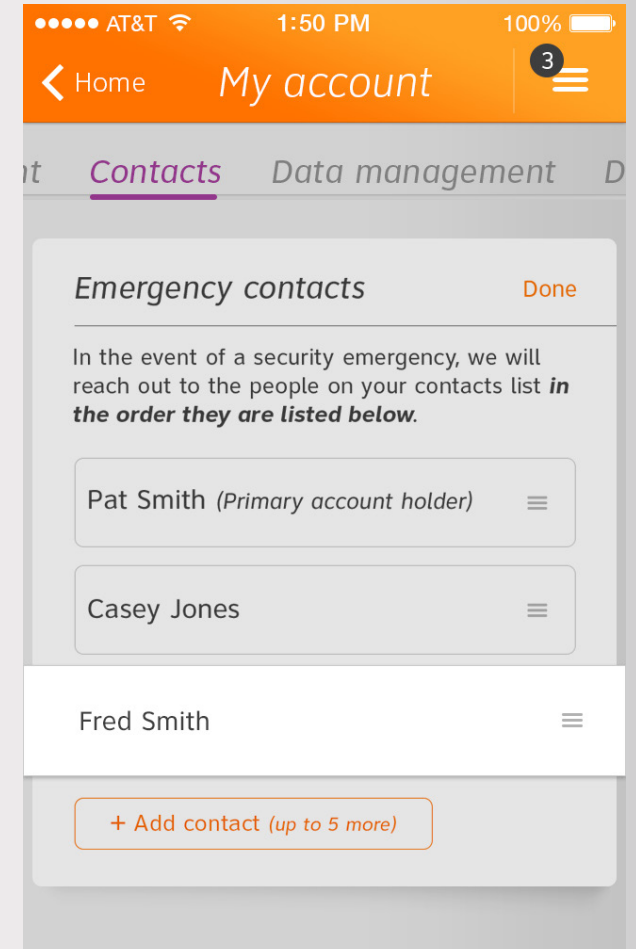
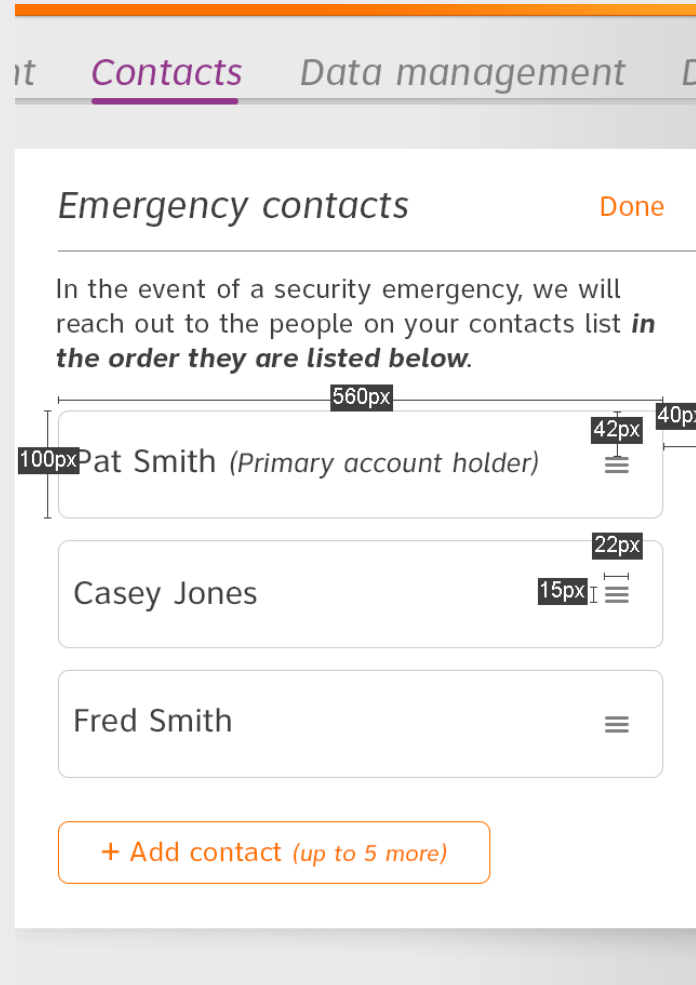
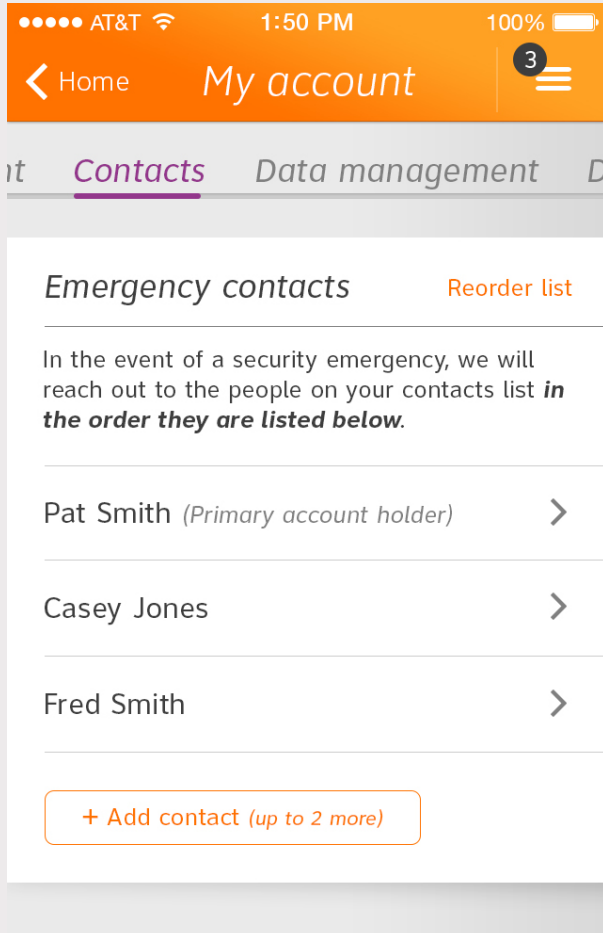
Preferences

Paperless billing

Get the convenience of online notifications and help the environment by switching to paperless billing.

My account

Contacts > Rearrange contacts



Interaction design notes

As a user moves a contact, a few things happen:

1. Everything behind the Contact row on the page is tinted 10%
2. The page slightly zooms out revealing the rounded corners of the white tile that the contacts live within.
3. There should be a subtle snapping action as the chosen/moving contact assumes position above or below other contacts.