

CDLS 2.0

Style Guidelines Master Documentation v 0.8



Welcome! Version 2.0 provides an updated identity for AT&T consumer products. Here you'll find the foundation of a flexible approach to designing applications for a "One AT&T" user experience.

1.0

Introduction

Introducing CDLS 2.0, its purpose, evolution, founding values, and design principles.

1.0 Introduction

- 1.1 Purpose
- 1.2 Philosophy
- 1.3 Evolution
- 1.4 Relation To Brand
- 1.5 Expressing CDLS
- 1.6 Values
- 1.7 Design Principles

2.0 The Design System

- 2.1 Visual Attributes
- 2.2 Core Reference Designs
- 2.3 Expressive Reference Designs

3.0 Palettes

- 3.1 Color
- 3.2 Gradients
- 3.3 Textures
- 3.4 Backgrounds
- 3.5 Typography
- 3.6 Components
- 3.7 Containers
- 3.8 Icons

1.1 Purpose

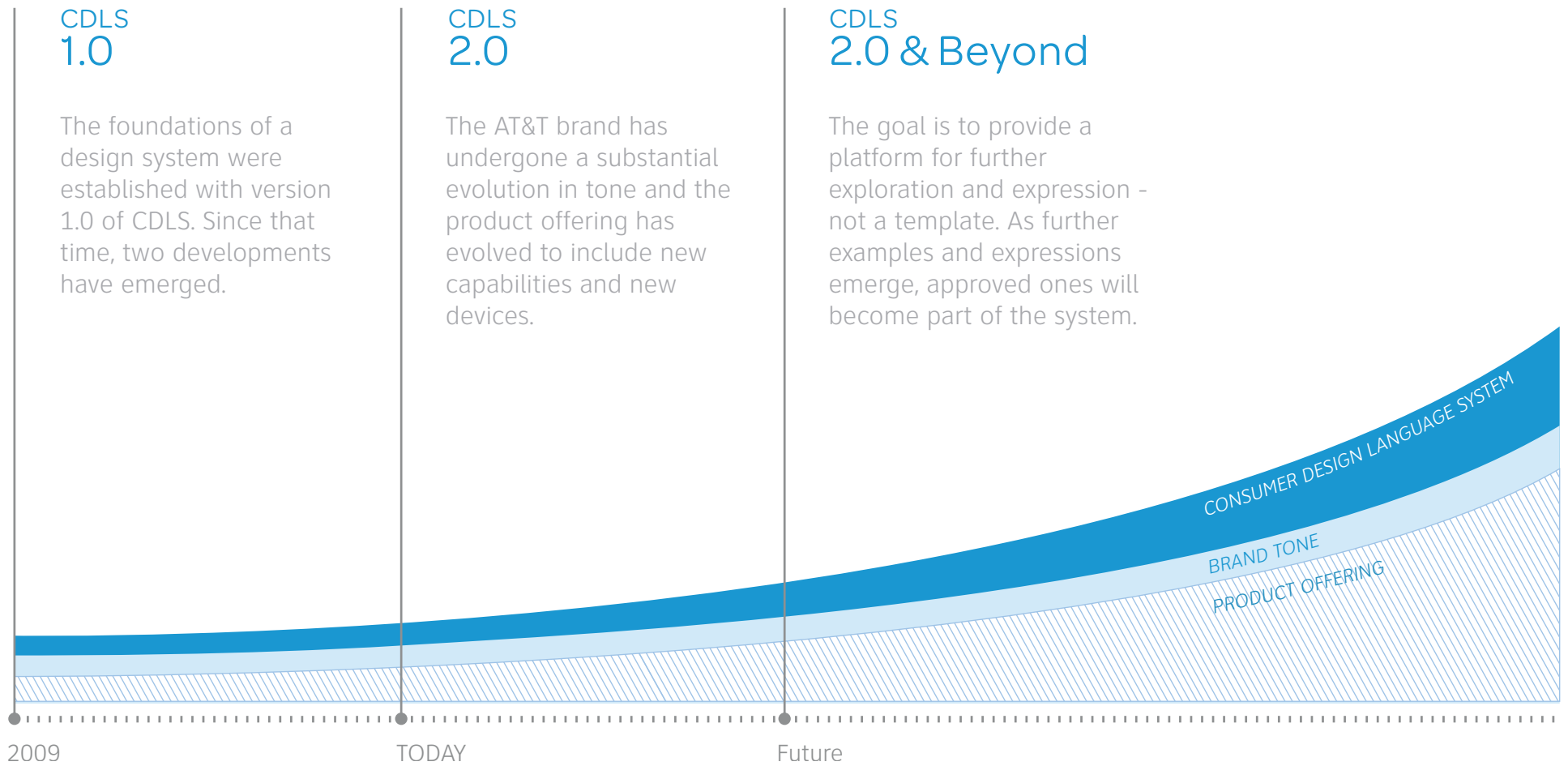
The AT&T Consumer Design Language System (CDLS) establishes a unified experience across AT&T consumer products. This edition defines a visual identity for consumer applications for mobile handsets and tablets. It introduces the core design vision and guidelines based on an understanding of users, products, and devices. It is relevant to all employees and business partners involved in creating AT&T consumer applications.

1.2 Philosophy

AT&T's product design is a unified voice that transcends individual applications and devices to form a continuous and integrated experience. It forms a software personality that reflects our brand values and helps establish the company as a leader in simple and intuitive products that work seamlessly together.

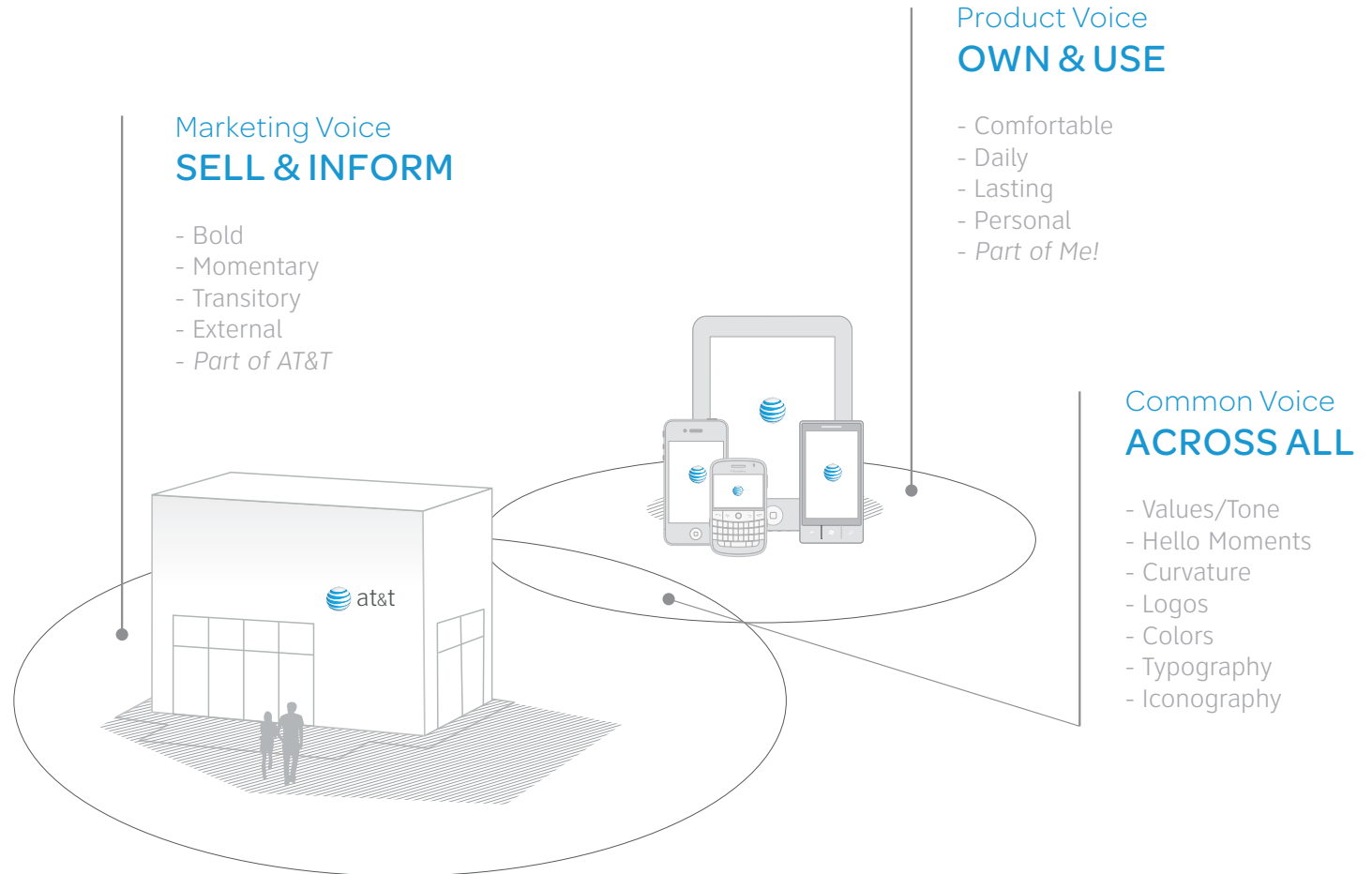
While simple, our products should also be engaging and fun. While consistent, they should adapt to the needs of the user and the moment. In addition to working seamlessly together, they should fit seamlessly into the lives of our users.

1.3 Evolution



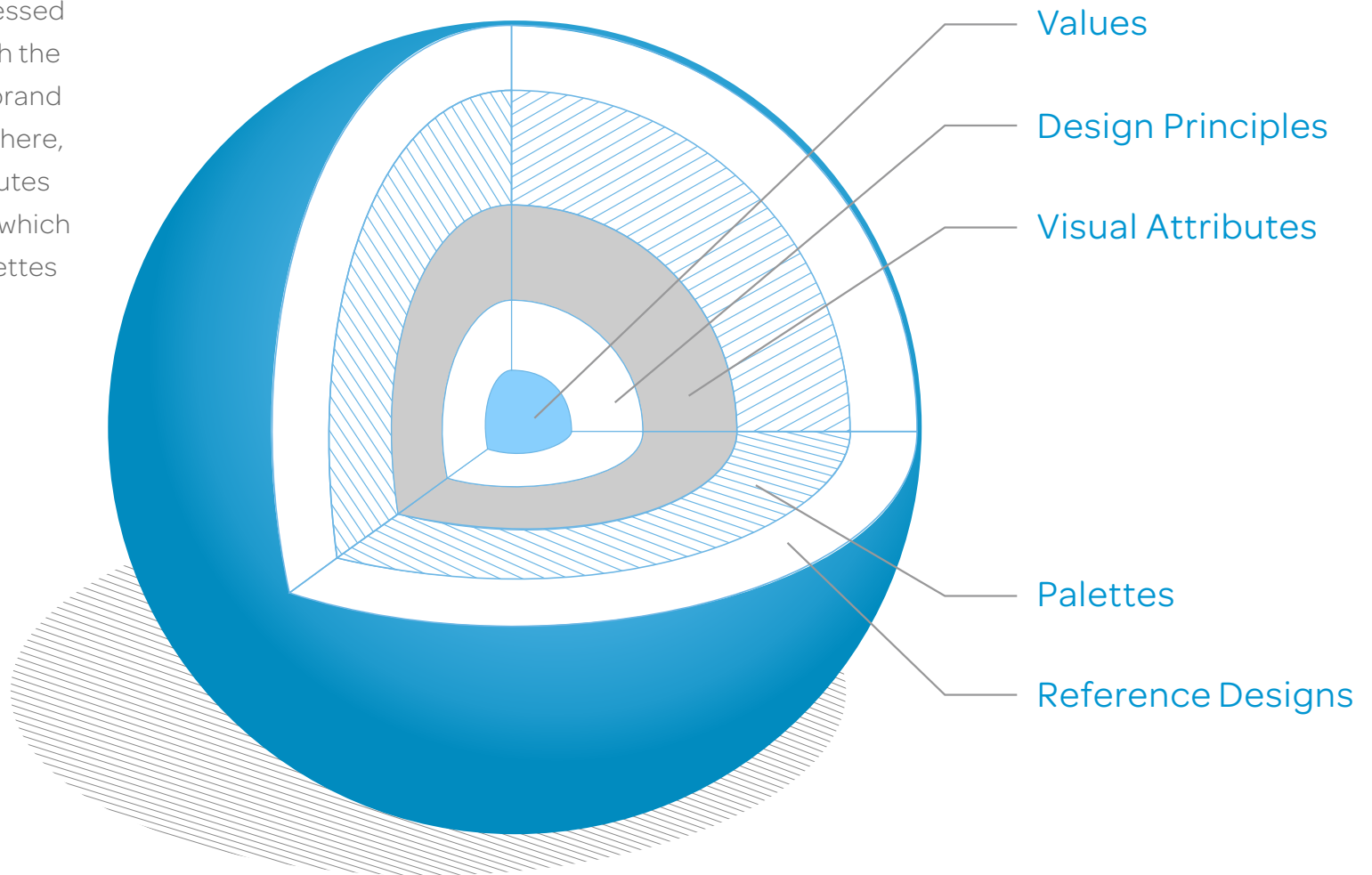
1.4 Relation to Brand

Product design differs from transitory marketing messages that sell or inform. Like a device, it is an experience customers own and make a part of their life. So while product design supports and complements the brand, it is a reflection of the user's identity as much as AT&T's.



1.5 Expressing CDLS

The design system is expressed in several ways starting with the values that represent our brand and product vision. From there, principles and visual attributes form the foundation upon which reference designs and palettes are created.



1.6 Values

Product design shares the same brand values, but extends them with values for the user and user experience.



BRAND VALUES

Open
Purposeful
Inventive
Curious
Humanity



PRODUCT VALUES

Simple
Approachable
Personal
Crisp/Clear
Strong
Elegant

1.7 Design Principles



01 Keep it Simple

Design should simplify the user experience and never add to its complexity.



02 Be the Individual

Design for everyone, but be supportive of individual needs and personality.



03 Support the Brand

Support and complement the brand, while recognizing the differences between marketing voice and product voice.

1.7 Design Principles *(continued)*



04 Make Design Relevant

Design choices should be relevant to improving usability and not done solely for decoration.



05 Identify Interactions

Design elements and styles should identify touch-points and set consistent expectations for their interaction.



06 Focus on Content

Design should not upstage content, but instead, help communicate it. Content is king.

1.7 Design Principles *(continued)*



07 Use Color Purposefully

Color should communicate purpose and not be used as decoration.



08 Foster Consistency and Continuity

Take advantage of commonality wherever possible to create a unified and integrated user experience.

1.7 Design Principles *(continued)*



09 Recognize the Moment

Let design enhance the moment and do what's appropriate for the device.



10 Put Motion to Use

Use transitions and animations to reinforce interactions and advance the product voice.

2.0

The Design System

Embodying the values and design principles, the design style is defined through both visual attributes and core reference designs.

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- 1.1 Purpose
 - 1.2 Philosophy
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 - 1.6 Values
 - 1.7 Design Principles
-

2.0 The Design System

- 2.1 Visual Attributes
 - 2.2 Core Reference Designs
 - 2.3 Expressive Reference Designs
-

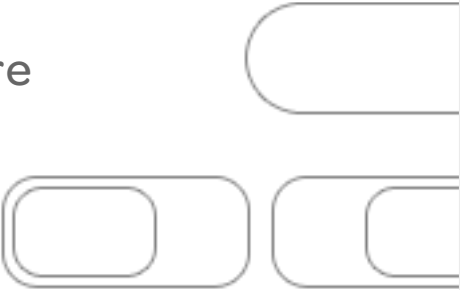
3.0 Palettes

- 3.1 Color
- 3.2 Gradients
- 3.3 Textures
- 3.4 Backgrounds
- 3.5 Typography
- 3.6 Components
- 3.7 Containers
- 3.8 Icons

2.1 Visual Attributes


Visual attributes embody the values and design principles previously described and are the “red threads” that tie the design system together across the core style and future expressions.

1
Curvature



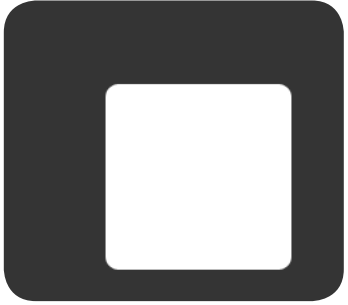
Values
approachable
personal
humanity

2
Brand Color



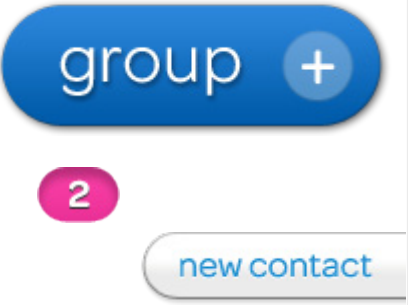
Values
brand values

3
Strong Contrast



Values
crisp/clear
strong

4
Touchable & Sharp



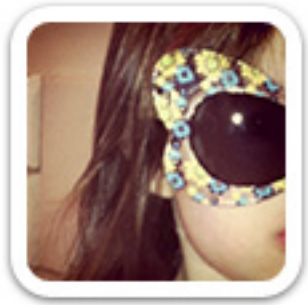
Values
crisp/clear
strong
elegant

2.1 Visual Attributes *(continued)*

5

Shallow Depth

“Paper Layers”



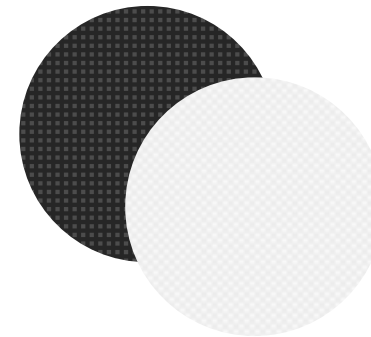
Values

elegant
crisp/clear

6

Subtle Texture

and gradients

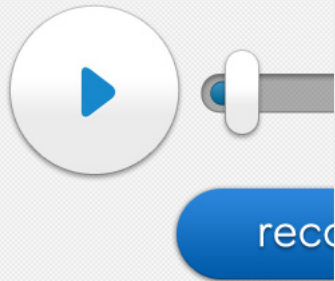


Values

simple
elegant
crisp/clear

7

Oversized Elements

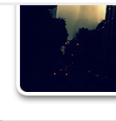


Values

open
approachable
simple

8

Spacious Layouts



Values

open
approachable
simple

Thurs Aug 30, 2011

Hi! I saw you the other day
when I was out, just wanted
say hello!

2.1 Visual Attributes *(continued)*

9

Iconography

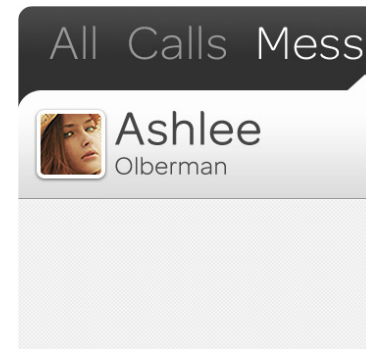


Values

approachable
personal
humanity

10

Typography



Values

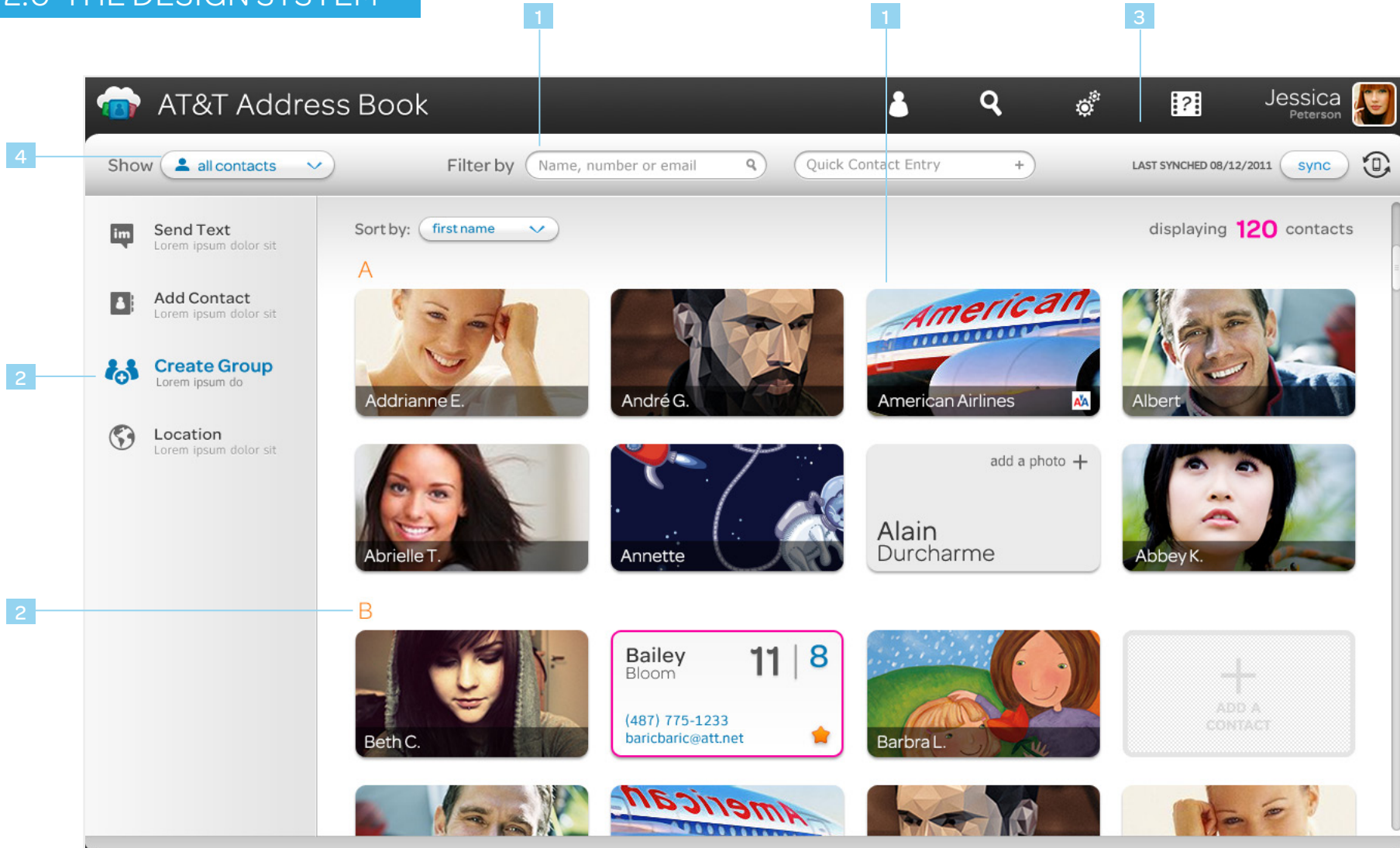
approachable
personal
humanity

2.2 Core Reference Designs

The core style represents the heart of the CDLS design system and serves as a reference point for all future expressions. It was designed for core products that have a large audience and are most representative of AT&T's product offering. The core style is communicated through the [core reference designs](#).



2.0 THE DESIGN SYSTEM



1. Curvature

Rounded elements convey values of approachable, friendly, and personal along with the brand value of humanity.

2. Brand Color

Used selectively, brand colors bring attention to important elements such as highlights, alerts, and sub-headers.

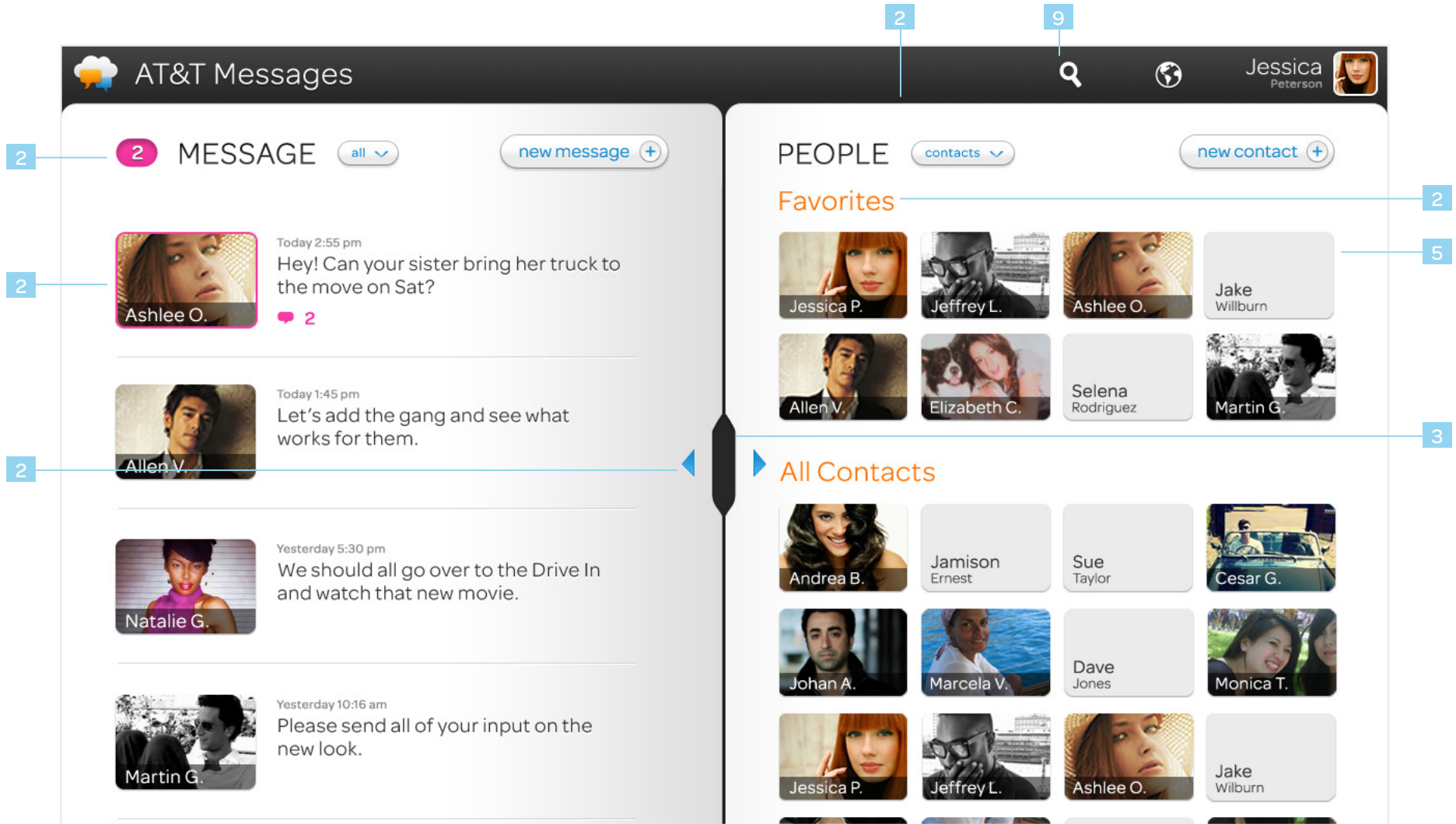
3. Strong Contrast

Strong contrast ensures elements are identifiable, and promotes the values of crisp, strong, and simple.

4. Touchable & Sharp

Touch points such as buttons are clearly indicated and appear crisp and tangible.

2.0 THE DESIGN SYSTEM



2. Brand Color

Color choices align with the brand palette and bring attention to important elements.

3. Strong Contrast

Strong contrast provides clarity and evokes a dynamic visual style without complexity or clutter.

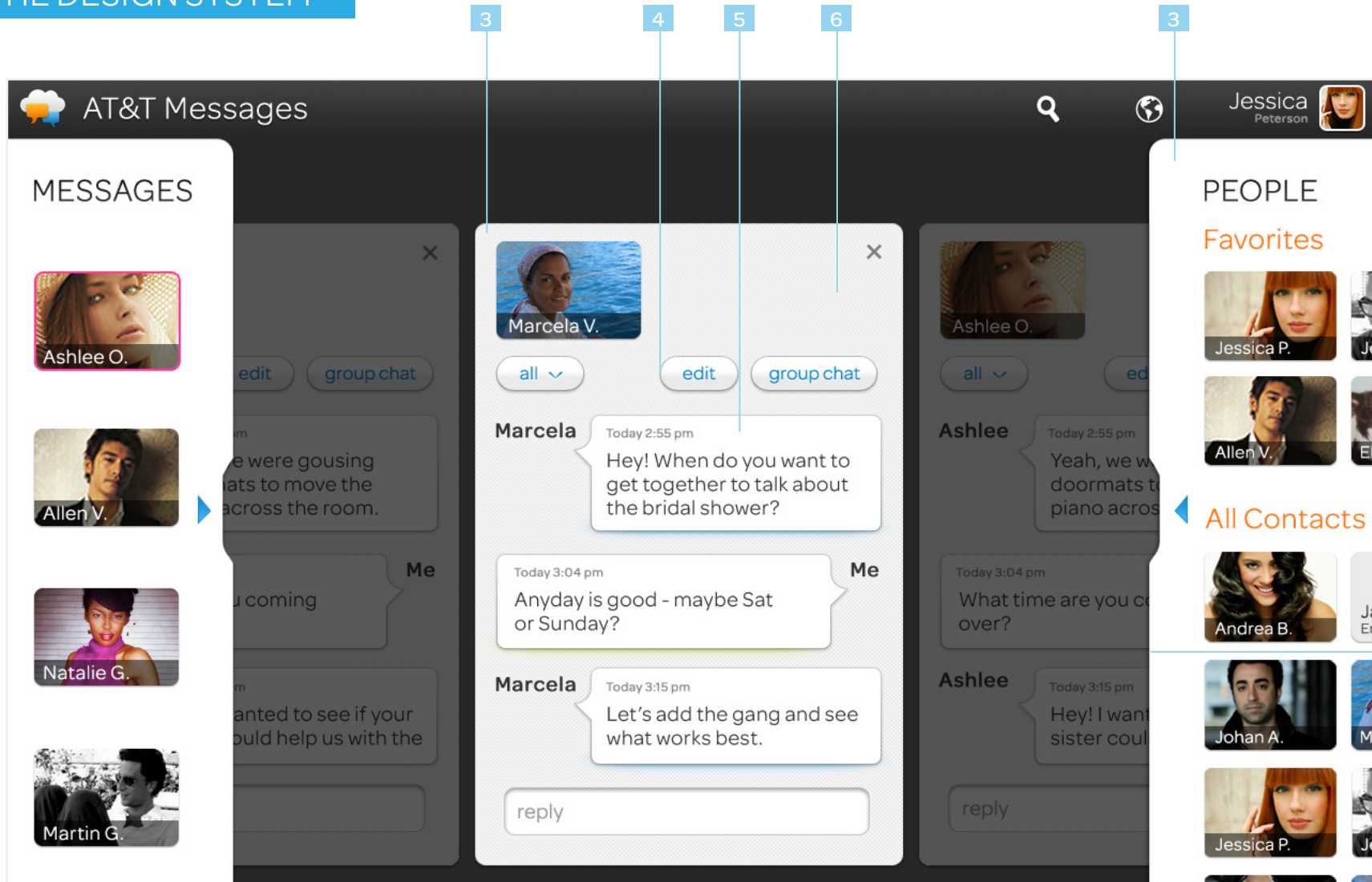
5. Shallow Depth

“Paper layers” distinguish elements and touchpoints without introducing visual complexity.

9. Iconography

Brand icons are used to support brand values such as curvature and humanity.

2.0 THE DESIGN SYSTEM



3. Strong Contrast

Strong contrast distinguishes areas and promotes values such as crisp, strong, and simple.

4. Touchable & Sharp

Components are finely crafted to appear not just tangible, but also crisp and elegant.

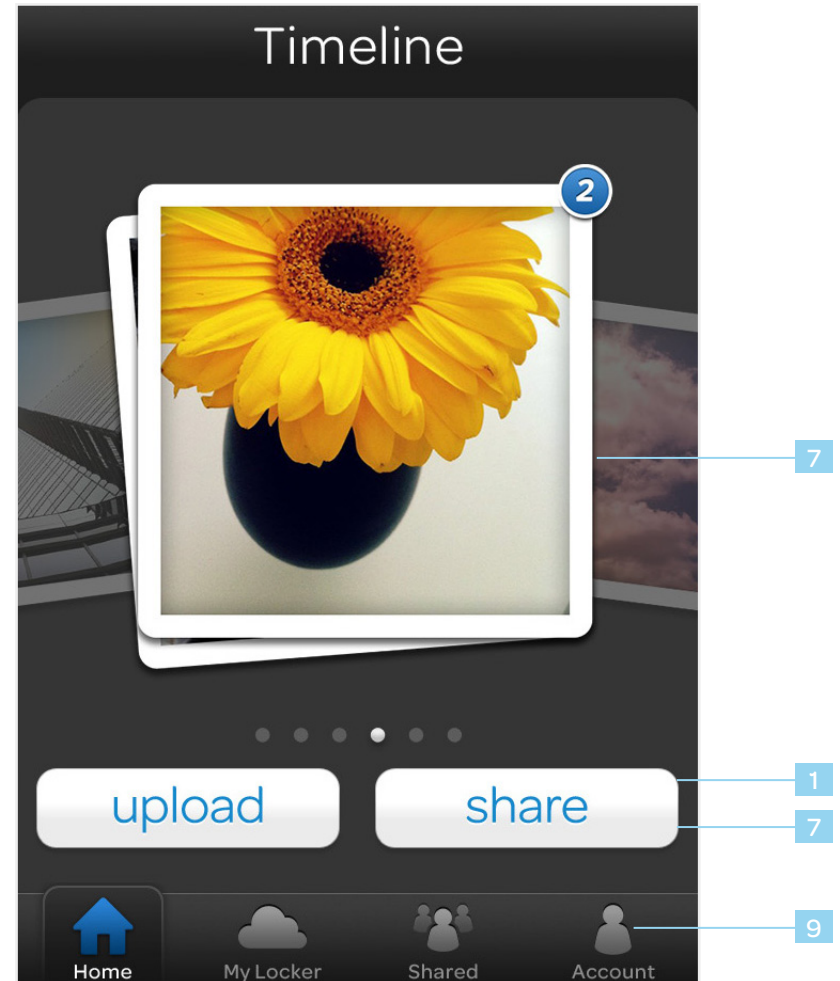
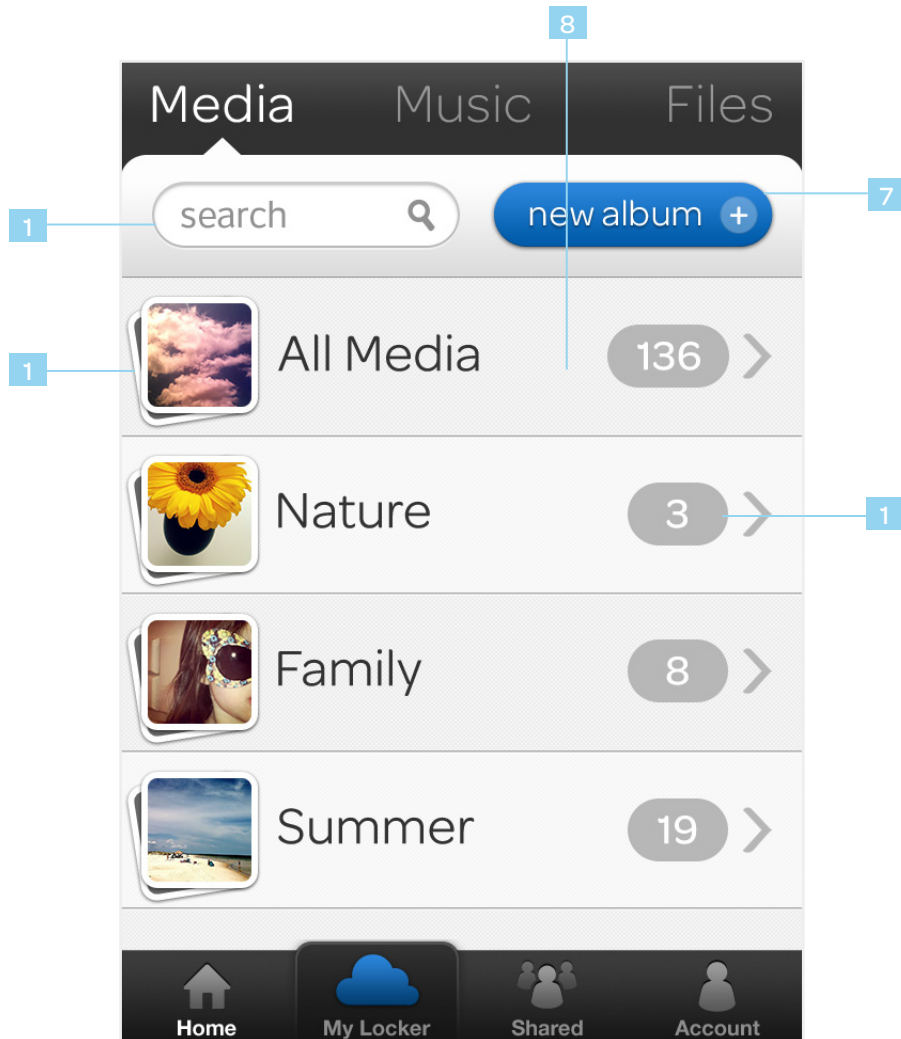
5. Shallow Depth

"Paper layers" provide a sense of foreground and background without introducing distracting 3D visuals.

6. Subtle Texture

Subtle texture and gradients provide a sense of elegance and variety without adding to visual complexity.

2.0 THE DESIGN SYSTEM



1. Curvature

Rounded elements support values of approachable, personal, and humanity.

7. Oversized Elements

Elements appear more friendly, approachable, and simple when they are slightly larger than expected.

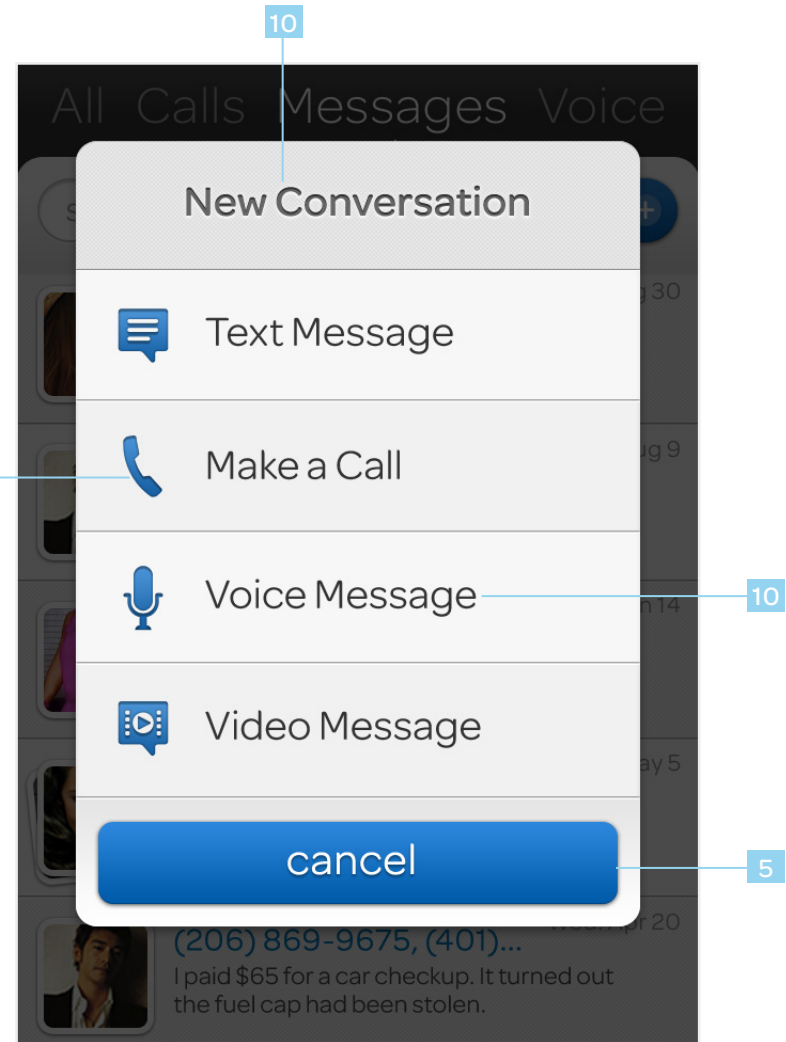
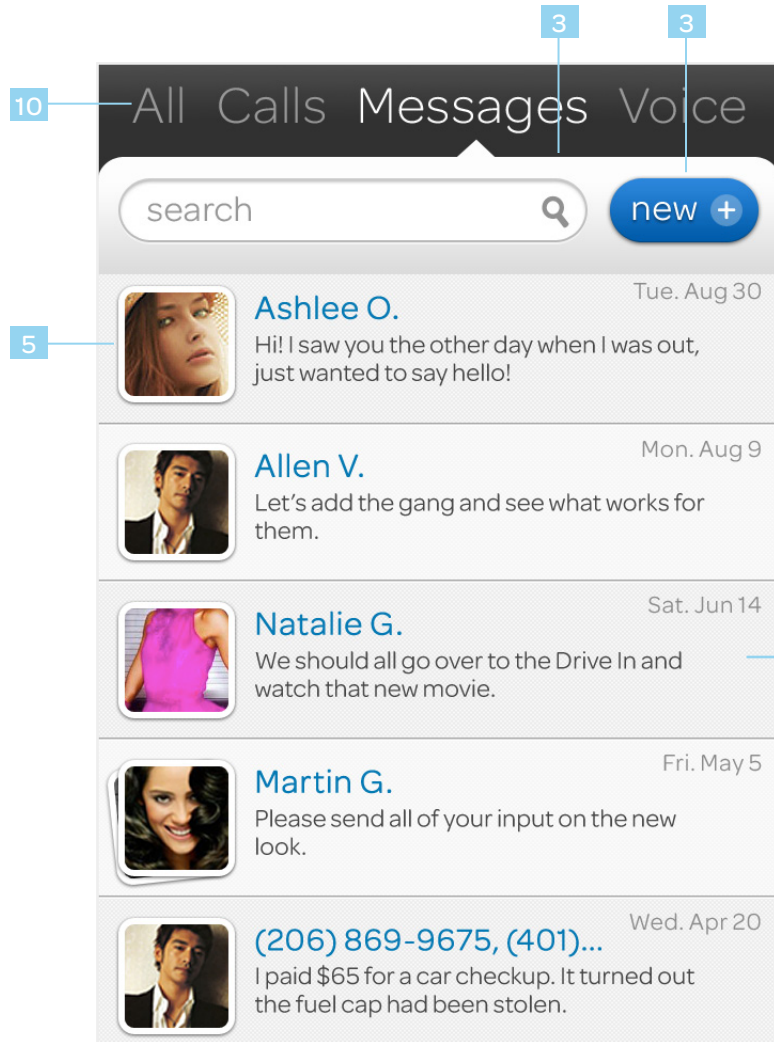
8. Spacious Layouts

Spacious layouts convey an open, clean, and approachable visual style, and help ensure experiences remain simple.

9. Iconography

Icons align with brand styles for industry generic icons which support brand values of curvature and humanity.

2.0 THE DESIGN SYSTEM



3. Strong Contrast

Elements are clear, crisp, and strong. The resulting style is dynamic without being complex or distracting.

5. Shallow Depth

Shallow depth provides simple and elegant visual cues without distracting or complex visuals.

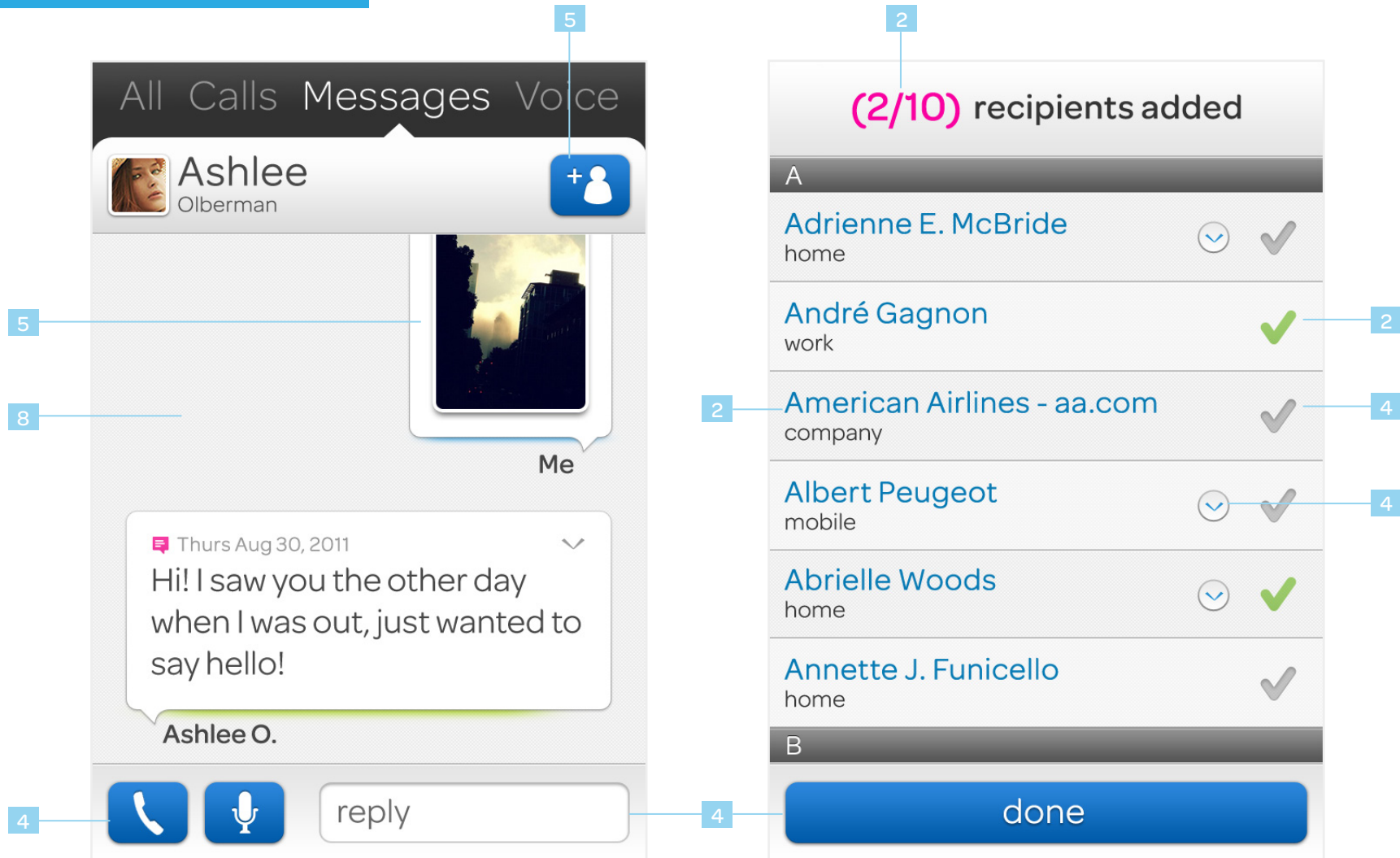
6. Subtle Texture

Subtle texture differentiates elements as in this list view in a clean and elegant way.

10. Typography

Brand fonts such as Omnes are used. Its curvature helps convey brand values of curvature and humanity.

2.0 THE DESIGN SYSTEM



2. Brand Color

Colors align with the brand, and help distinguish important highlights, buttons, and alerts.

4. Touchable & Sharp

Buttons and other touch points are clearly identified and are rendered in a crisp, clean, and strong style.

5. Shallow Depth

Shallow depth provides a simple, yet elegant visual cue to differentiate elements and add more visual detail.

8. Spacious Layouts

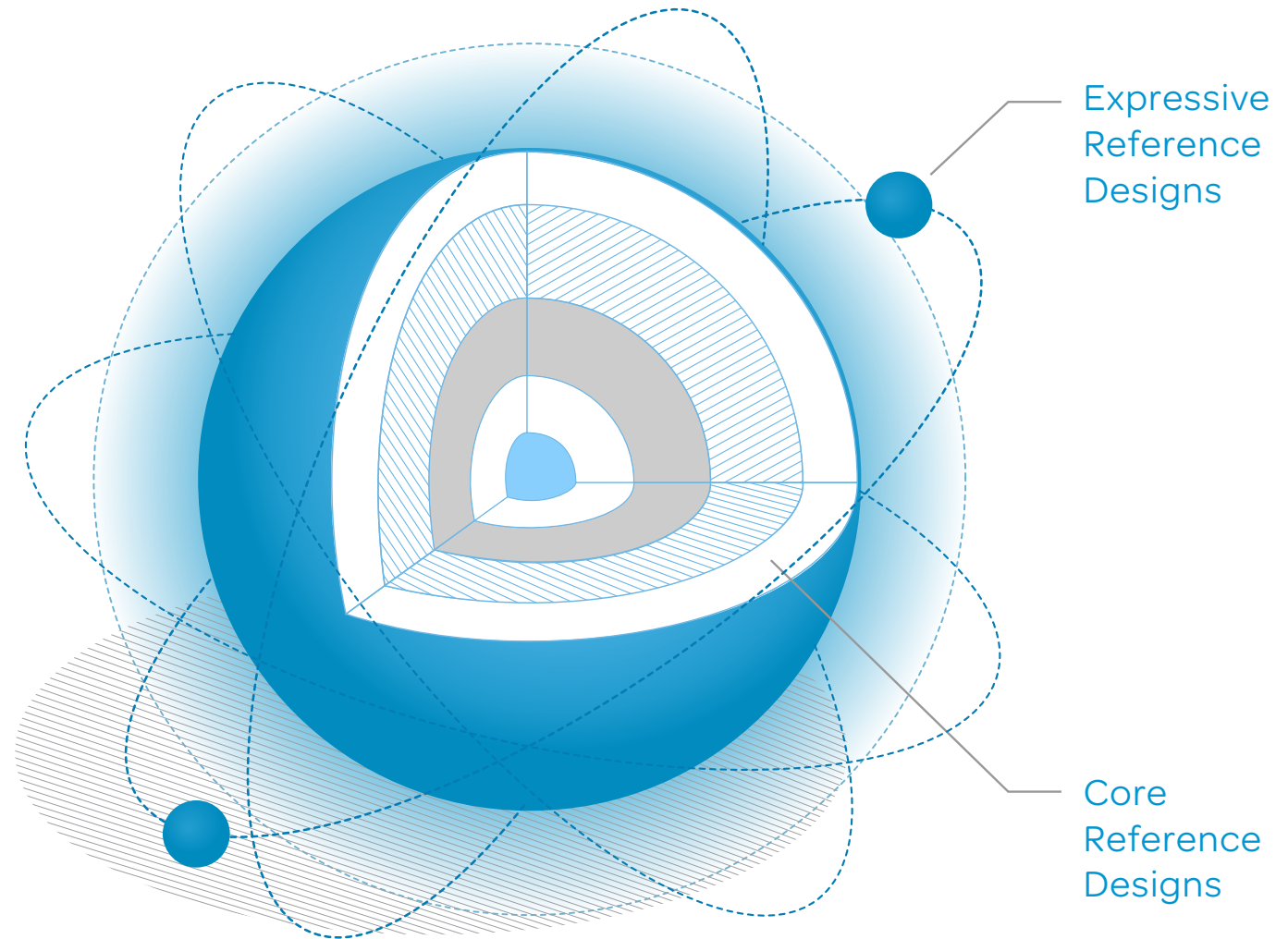
Spacious layouts convey values of simple, open, and approachable.

2.3 Expressive Reference Designs

The design system supports a range of flexibility and expression. New expressions should continue to support the design system's values, principles, and attributes, as well as the spirit of the core style.

As approved expressions emerge, they will be added to the design system as expressive reference designs.

These expressions may come and go as needs dictate, but the core style will always remain.



3.0

Palettes

Further defining the design system, palettes provide a library of design elements that embody the visual attributes and help make up the core reference designs.

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3.1 Color

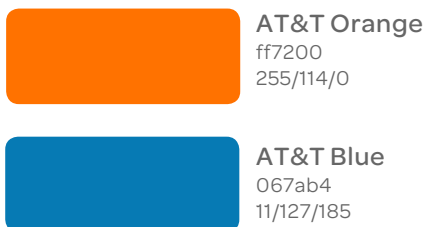
UI Colors

Approved shades of gray are the dominant colors and appear in most UI elements including text, icons, components, backgrounds, and containers.



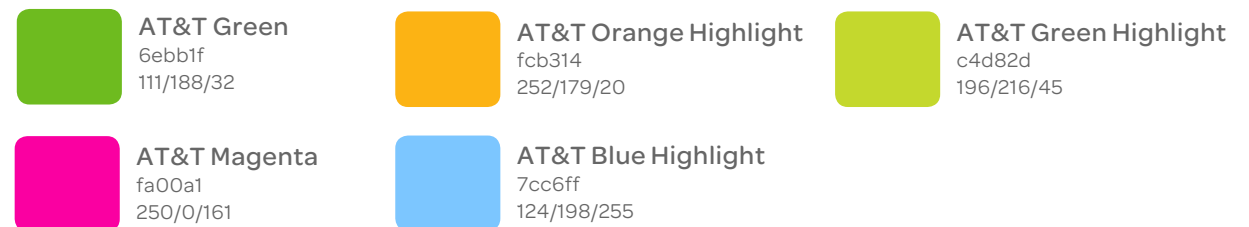
Primary Colors

Used selectively for important text and components.



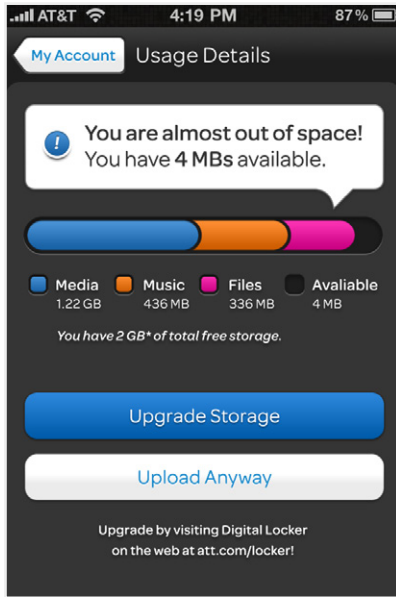
Secondary Colors

Optional: Can be used to a limited extent for some highlights, text, and indicators.

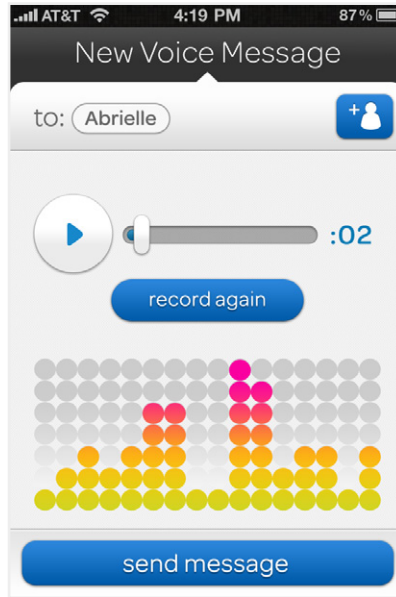


3.1 Color (continued)

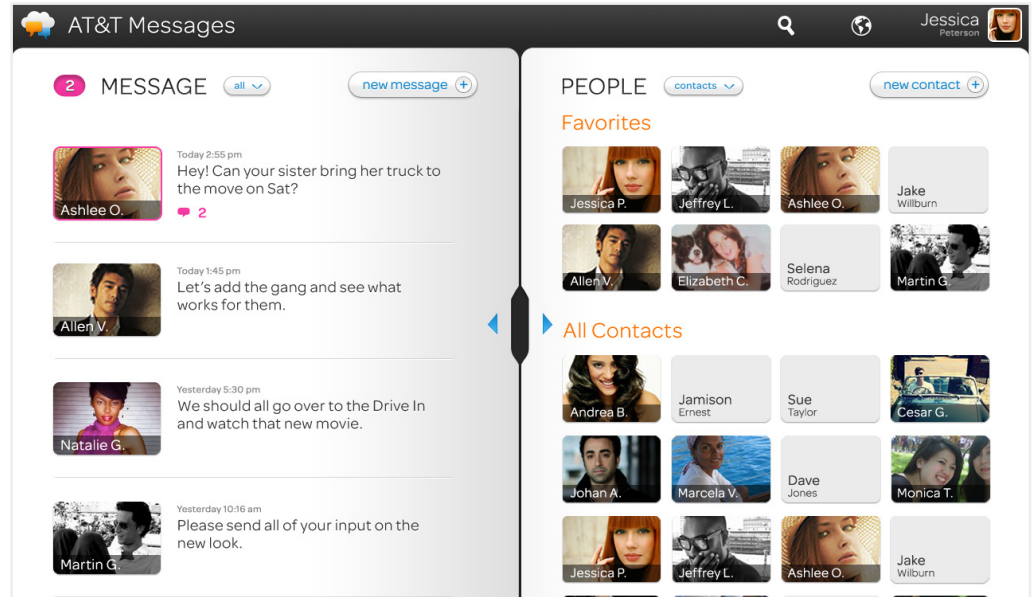
Examples showing acceptable use of color palettes.



Buttons stand out through the use of the CDLS Blue gradient and button gradient. Infographics use ATT Blue, ATT Orange, and ATT Magenta.



Infographic uses ATT Orange Highlight, ATT Orange, and ATT Magenta. UI colors are the dominant colors in backgrounds and headers.



ATT Blue, ATT Orange, and ATT Magenta help to differentiate different types of text. ATT Magenta is used to emphasize alerts and highlights. ATT Blue brings attention to the navigational arrows. Shades of gray are used for most other UI elements.



3.2 Gradients

UI Gradients

Subtle gradients are a signature element of CDLS. They are used on headers, backgrounds, containers, and buttons.

header gradient



header light gray

434343
67/67/67

header dark gray

272727
39/39/39

background gradient



white

ffffff
255/255/255

light grey

dddddd
221/221/221

Color Gradients

Color gradients are standard linear gradients starting with AT&T Orange, AT&T Blue, AT&T Green, and AT&T Magenta. The gradients end with lighter hues of each. CDLS light orange, CDLS light blue, CDLS light green, and CDLS light magenta were introduced to create the color gradient range.

CDLS orange gradient



AT&T Orange
ff7200
255/114/0

CDLS light orange
fe8d33
254/141/50

CDLS green gradient



AT&T Green
6ebb1f
111/188/32

CDLS light green
78bb33
120/187/51

CDLS blue gradient



AT&T Blue
067ab4
11/127/185

CDLS light blue
4790d4
71/144/212

CDLS magenta gradient

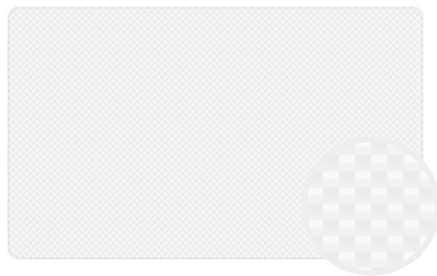


AT&T Magenta
fa00a1
250/0/161

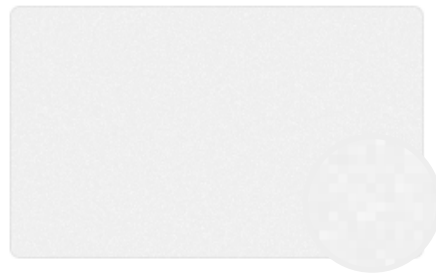
CDLS light magenta
fa32b3
250/50/179

3.3 Textures

Subtle textures are an attribute of CDLS and add visual interest to otherwise flat backgrounds. These textures are applied through a layer effect of pattern overlay either to light or dark backgrounds.



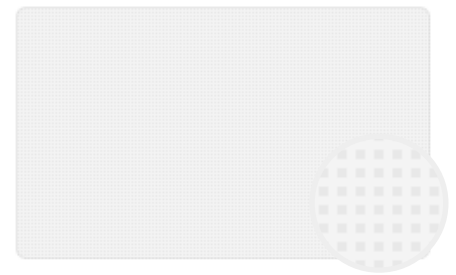
light mesh



light grain



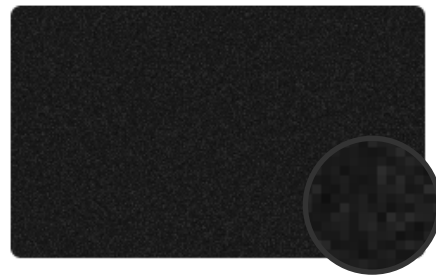
light diagonal



light grid



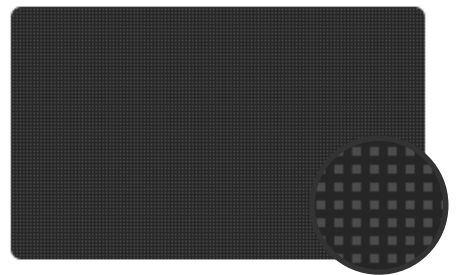
dark mesh



dark grain

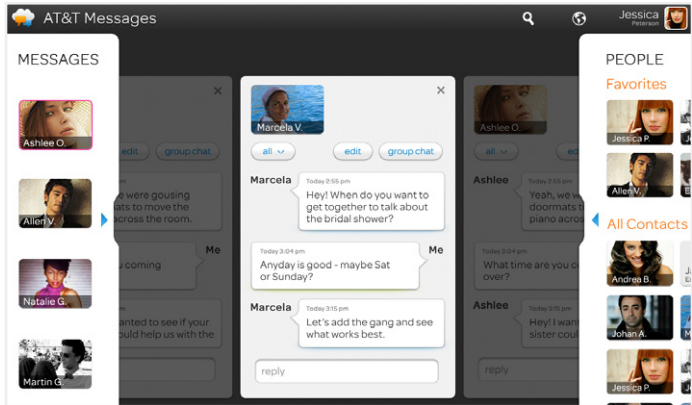


dark diagonal



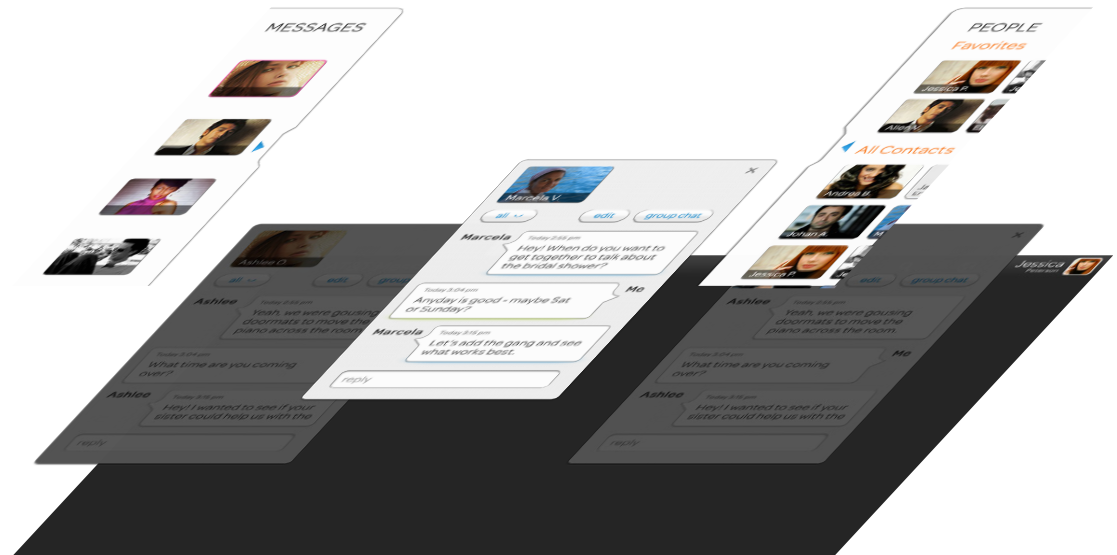
dark grid

3.4 Backgrounds



Standard backgrounds example

Strong contrast, subtle gradients, and subtle textures are the main attributes of backgrounds. This is achieved through layering light backgrounds on top of dark backgrounds or vice versa.



Backgrounds in the context of layers

3.5 Typography

Aa

Aa

light

Aa

regular

Aa

medium

Aa

light italic

Aa

regular italic

Aa

medium italic

OmnesATT is one of our approved font families. It is used in Light, Regular, and Medium. Italics may also be used. This font is the preferred typeface for all headlines, subhead, navigation and brand moments.

OmnesATT - LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

OmnesATT - REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

OmnesATT - MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

OmnesATT - LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

OmnesATT - REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

OmnesATT - MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

3.5 Typography

Aa

Aa Aa Aa

light

book

bold

Aa Aa Aa

light italic

book italic

bold italic

ClearviewATT is another of our approved font families. It is used in Light, Book, and Bold. Italics may also be used. This font may be used for body text, product information, and legal copy.

ClearviewATT - LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ClearviewATT - BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ClearviewATT - BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ClearviewATT - LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ClearviewATT - BOOK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ClearviewATT - BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

3.5 Typography (*continued*)

We rely on font families native to mobile devices such as **Helvetica Neue** for iOS, **Roboto** or **Droid Sans** for Android, and **Segoe UI** for Windows Phone. Each typeface may also be used for body text, product information, and legal copy. **Arial** typeface should be used as the default font for web and online applications and may be used when none of above fonts is available.



Helvetica Neue

Aa Aa Aa Aa Aa Aa Aa Aa Aa Aa Aa
 ultralight light regular medium bold condensed bold condensed black ultralight italics light italics italics bold italics



Roboto

Aa Aa Aa Aa
 regular bold italic bold italic

Droid Sans

Aa Aa
 regular bold



Segoe UI

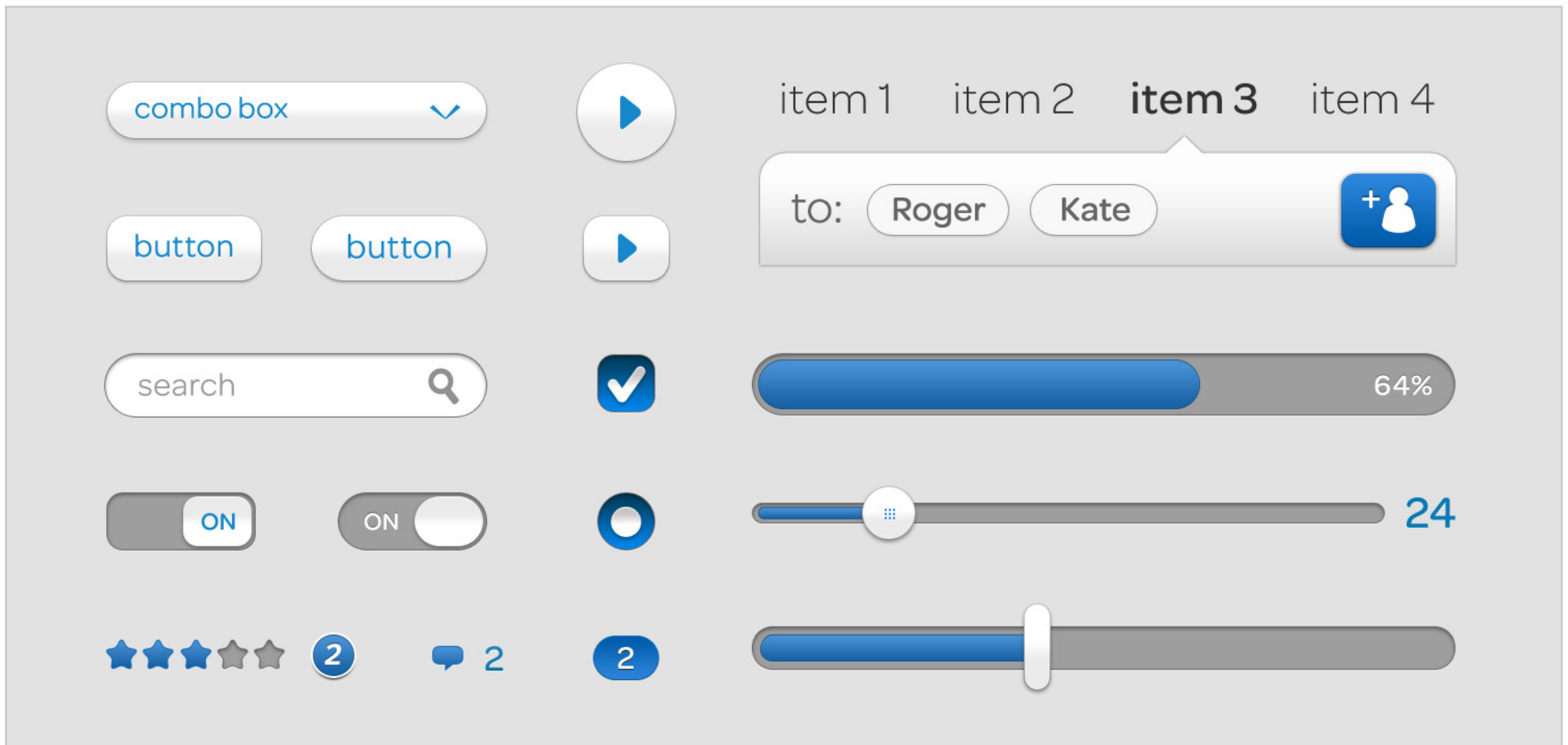
Aa Aa Aa Aa
 regular bold italic bold italic

3.6 Components

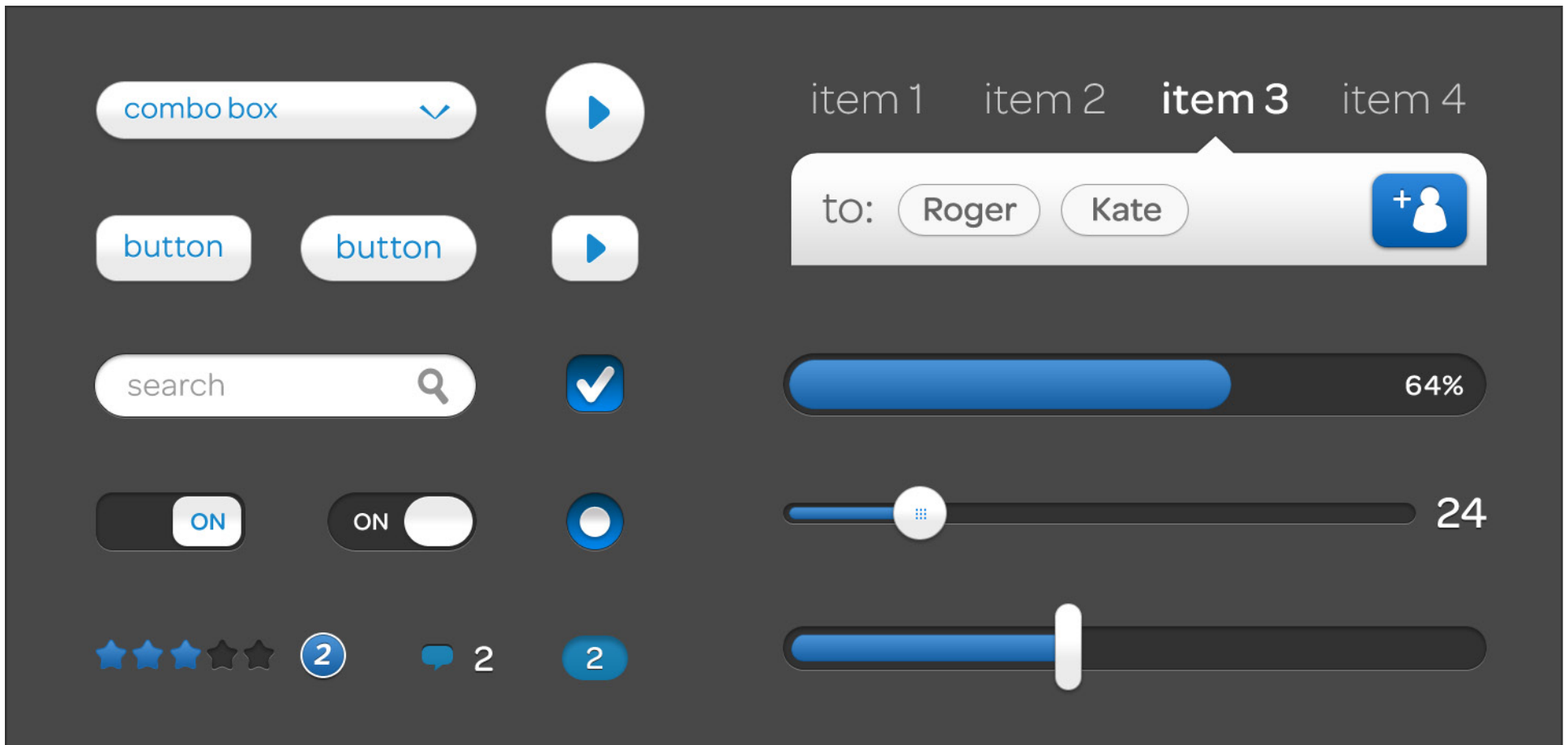
Component palettes convey visual attributes, help establish visual identity, and foster consistency across different applications.



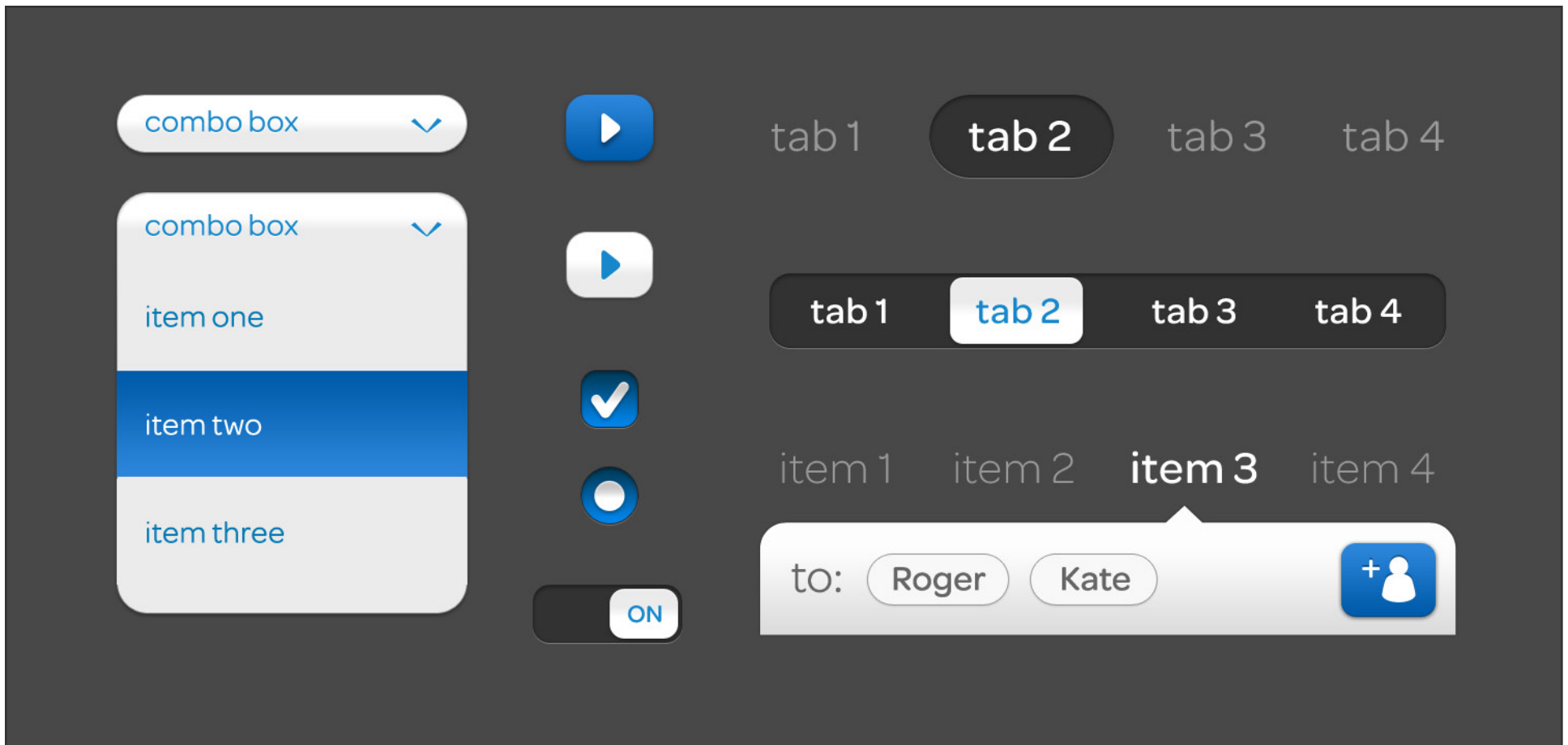
3.6 Components *(continued)*



3.6 Components *(continued)*



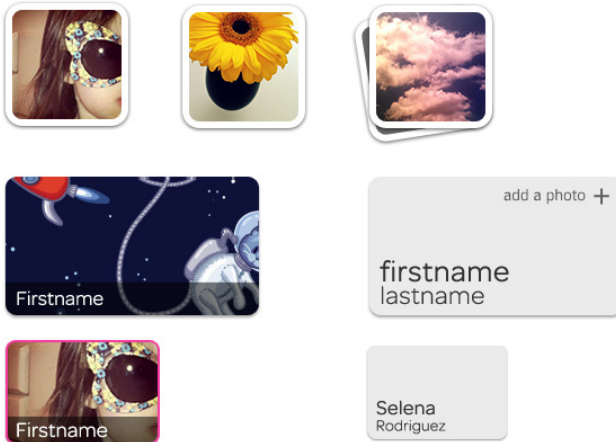
3.6 Components *(continued)*



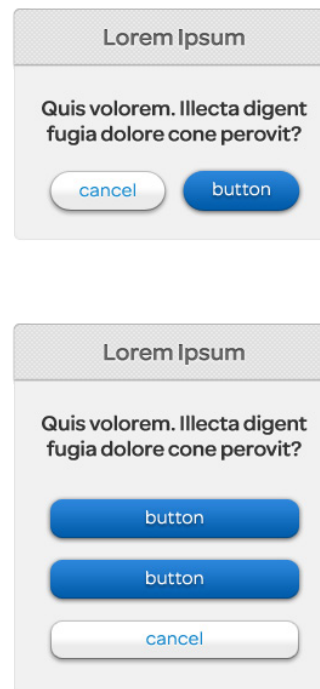
3.7 Containers

Containers are used to group information and functionality together. **Curvature**, **subtle textures**, and **shallow depth** (paper layers) are the attributes of containers.

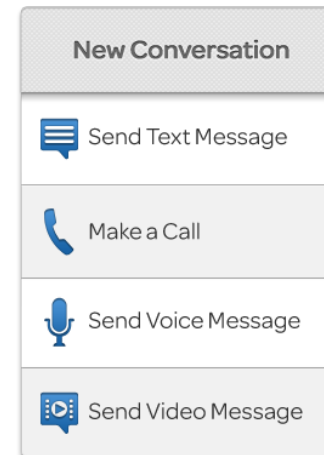
Thumbnails



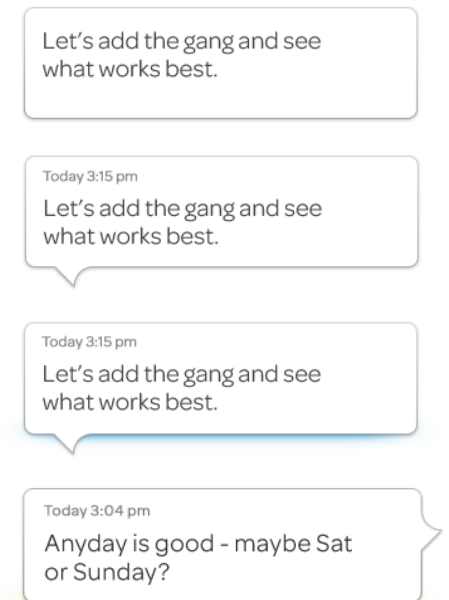
Dialogs



Menu

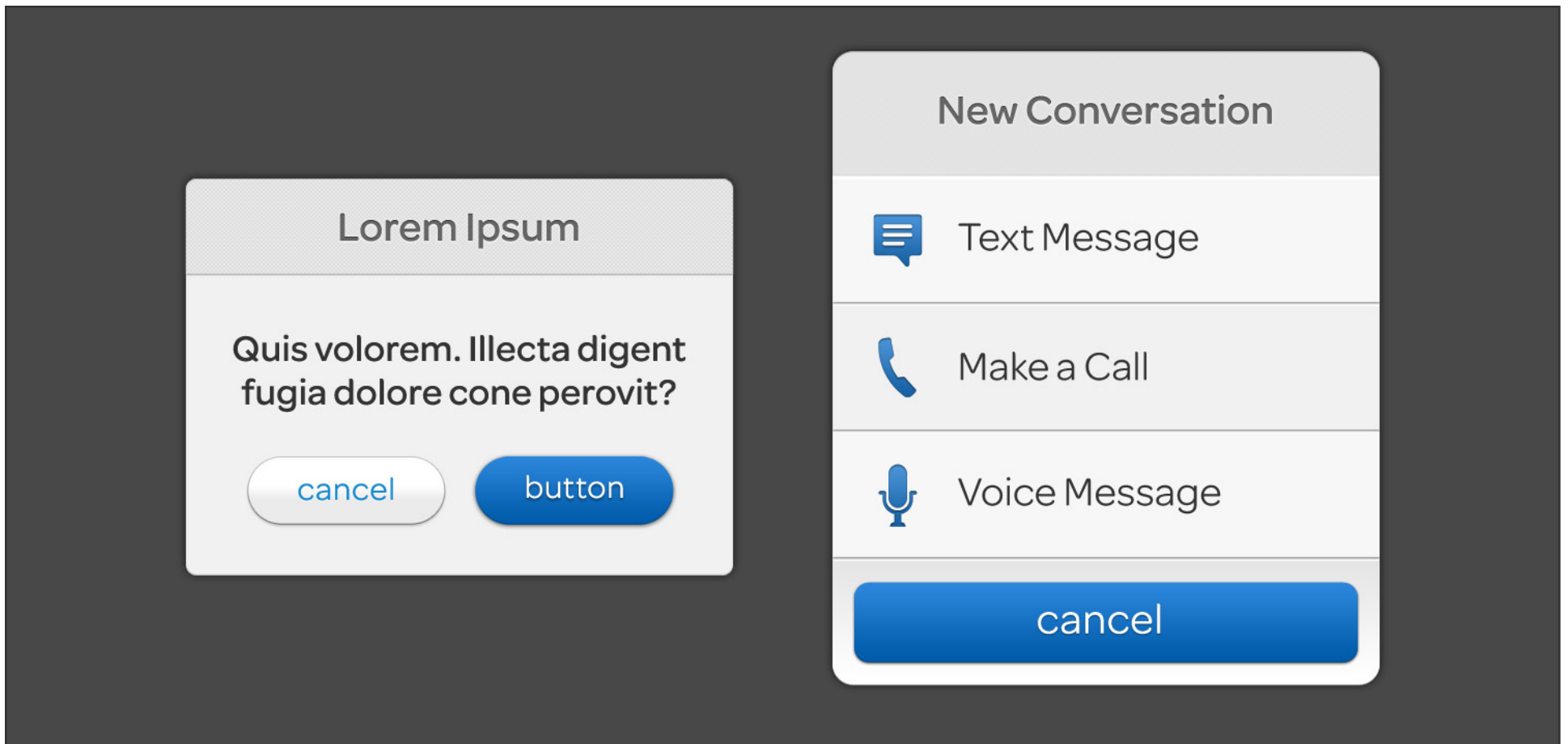


Bubbles



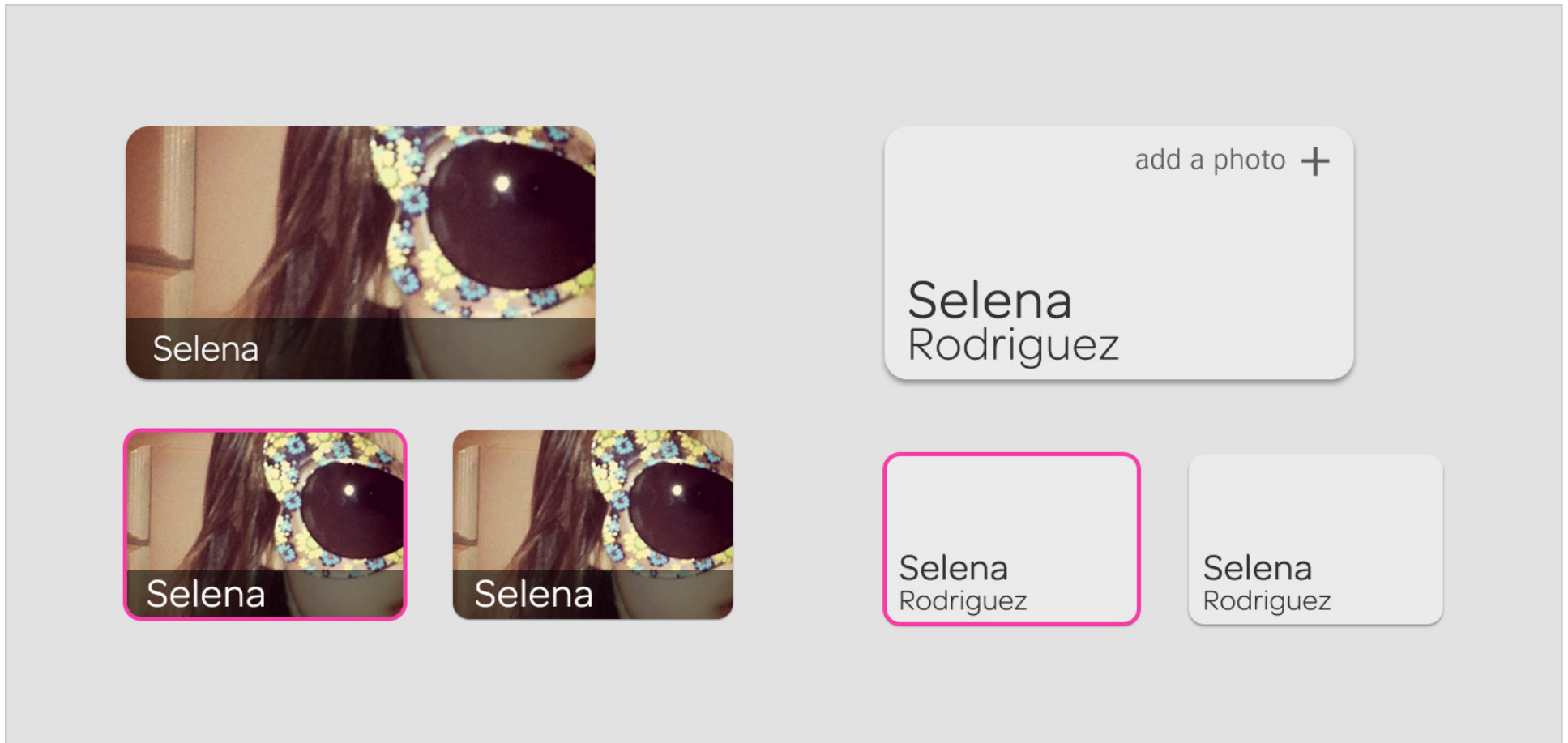
3.7 Containers (continued)

Examples of dialog containers



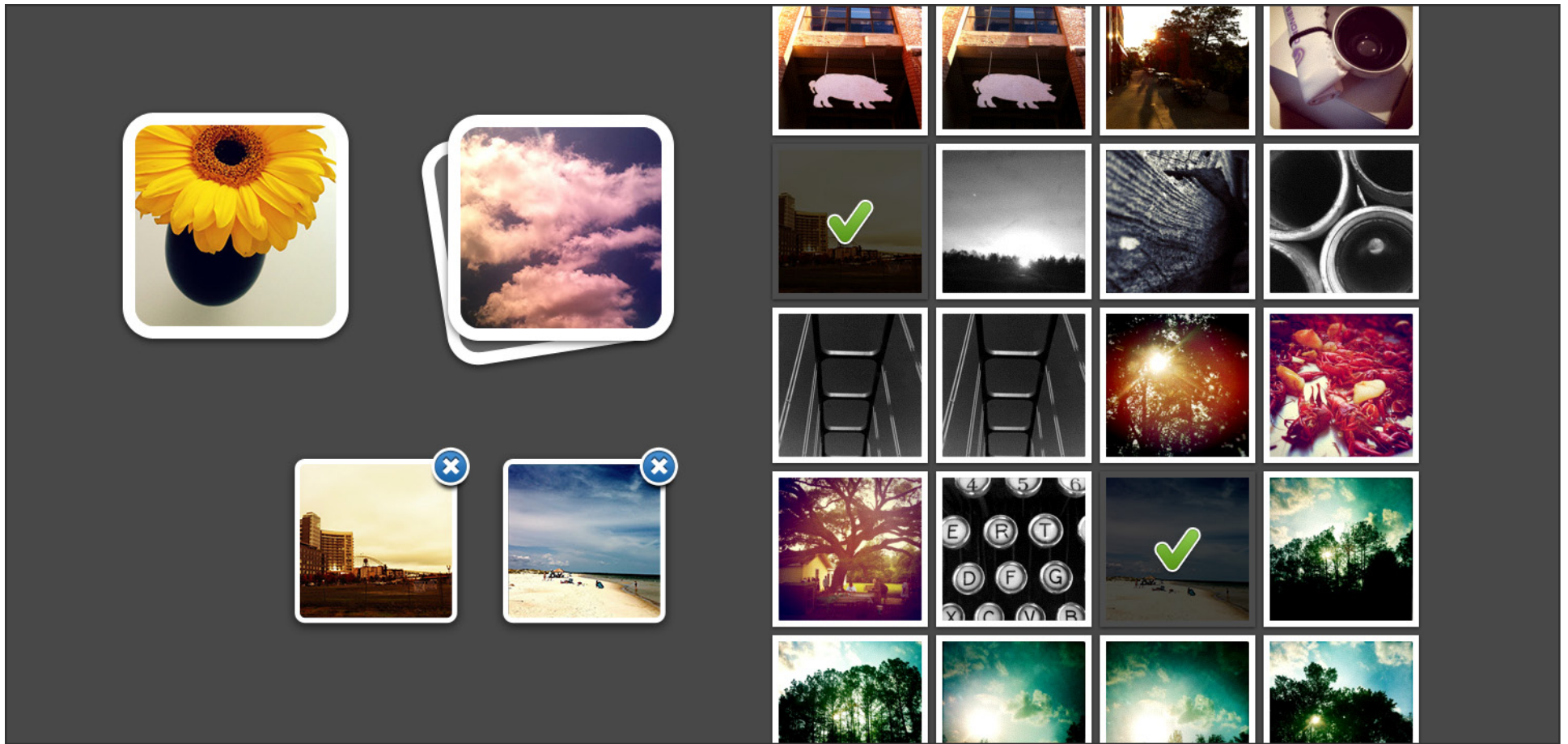
3.7 Containers (continued)

Examples of avatar containers



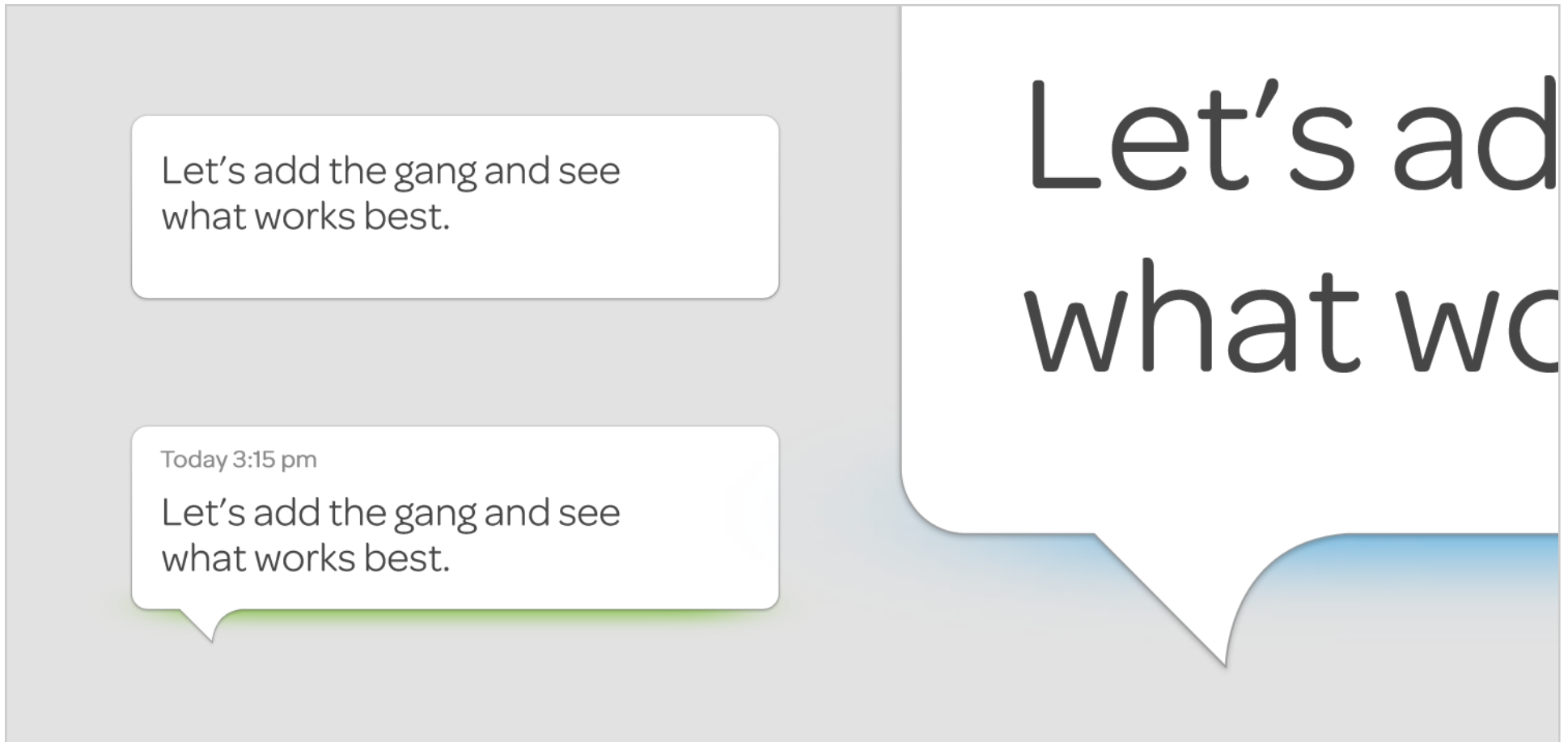
3.7 Containers (continued)

Examples of photo/thumbnail containers



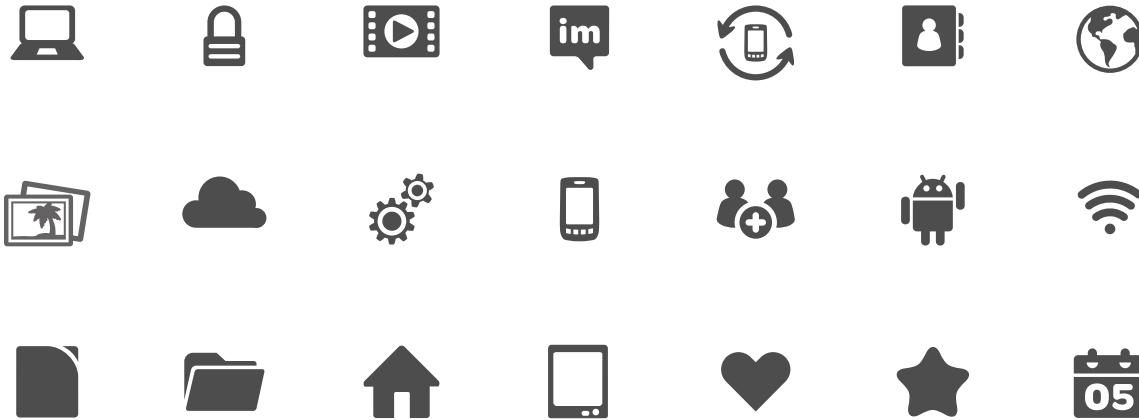
3.7 Containers *(continued)*

Examples of bubble/conversation containers



3.8 Icons

The guiding principles used to create the look and feel of our industry generic icons are derived from our brand elements of **curvature and humanity**.



Rounded corners provide curvature and humanity.

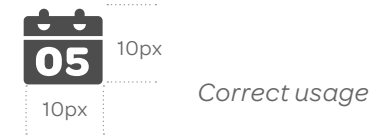


Rounded corners

Either positive or reverse, icons should have **one solid color** and not multiple colors.




The sum of the width and height should not be less than 20 pixels.








APPENDIX

AT&T Address Book


Jessica
Peterson


Show all contacts ▼
Filter by Name, number or email 🔍
Quick Contact Entry +

LAST SYNCHED 08/12/2011
sync



-  **Send Text**
Lorem ipsum dolor sit
-  **Add Contact**
Lorem ipsum dolor sit
-  **Create Group**
Lorem ipsum do
-  **Location**
Lorem ipsum dolor sit

Sort by: first name ▼
displaying 120 contacts


A




Addrianne E.




André G.




American Airlines



Albert




Abrielle T.



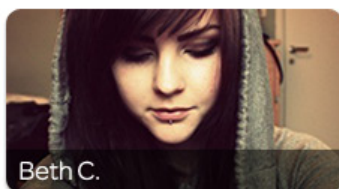
Annette

add a photo +

Alain
Durcharme



Abbey K.

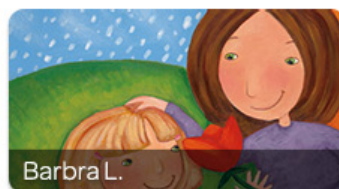


Beth C.

Bailey
Bloom

11 | 8

(487) 775-1233
baricbaric@att.net





Barbra L.


+


ADD A
CONTACT


B












AT&T Messages

🔍
🌐

 Jessica Peterson 


2
MESSAGE
all ▾
new message +



Today 2:55 pm


Hey! Can your sister bring her truck to the move on Sat?

💬 2




Today 1:45 pm

Let's add the gang and see what works for them.



Yesterday 5:30 pm

We should all go over to the Drive In and watch that new movie.




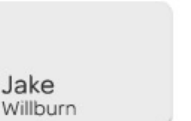


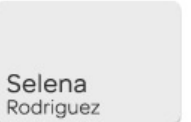



Yesterday 10:16 am



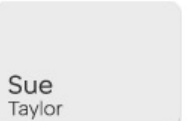

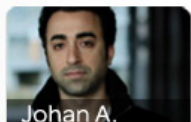

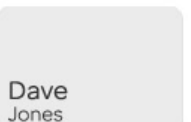




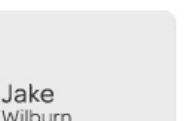
Please send all of your input on the new look.

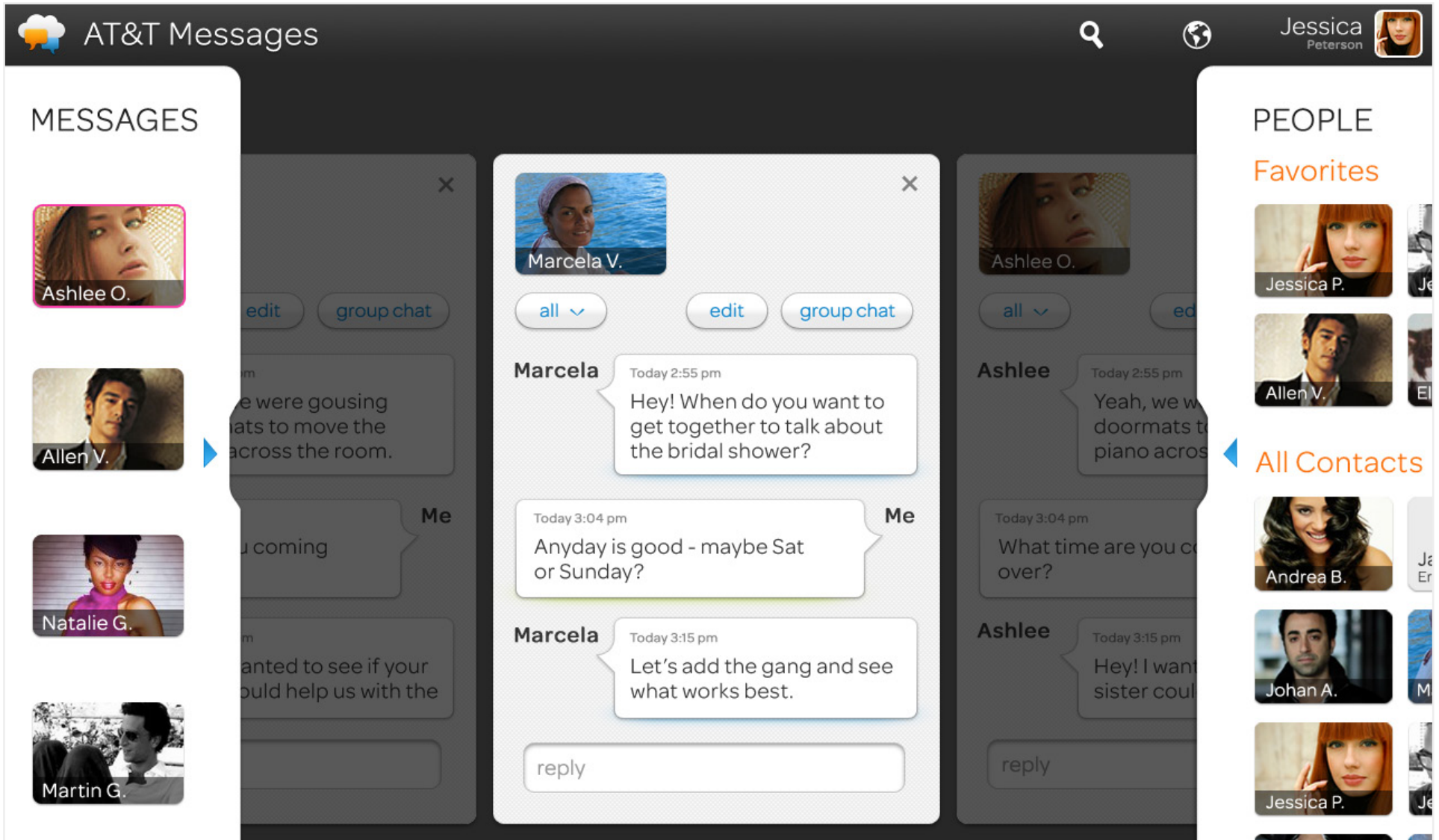
PEOPLE
contacts ▾
new contact +

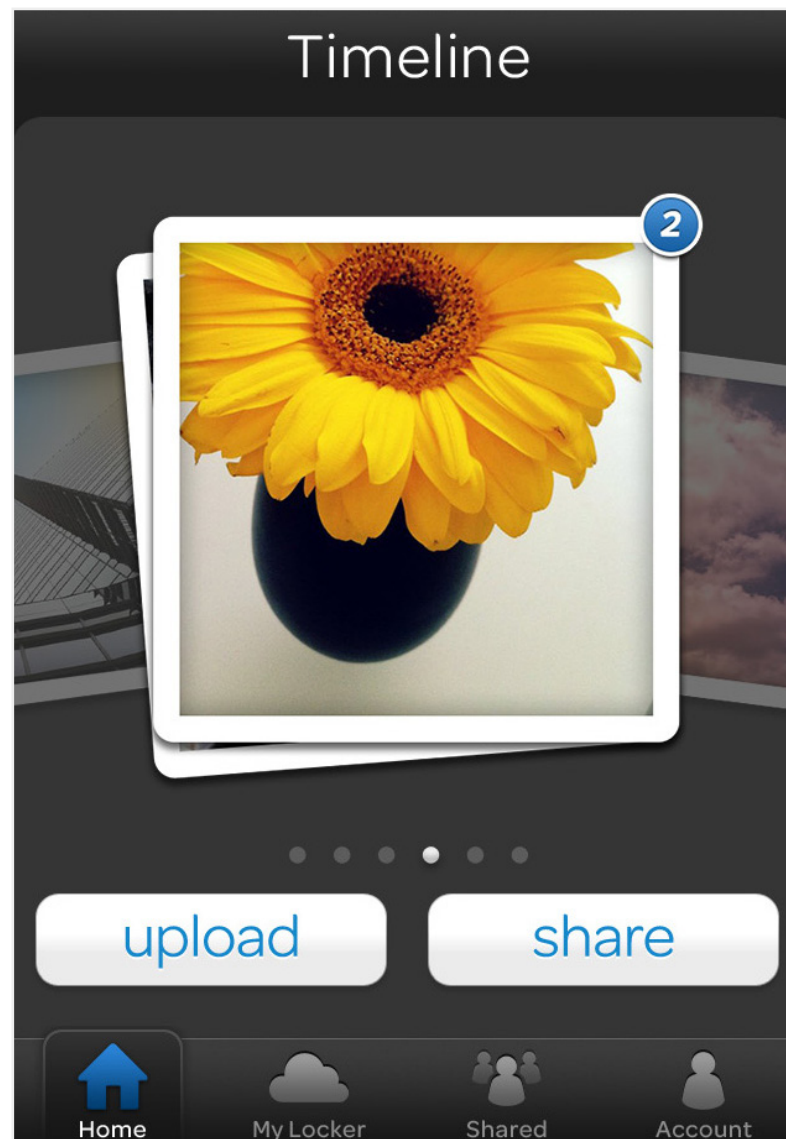
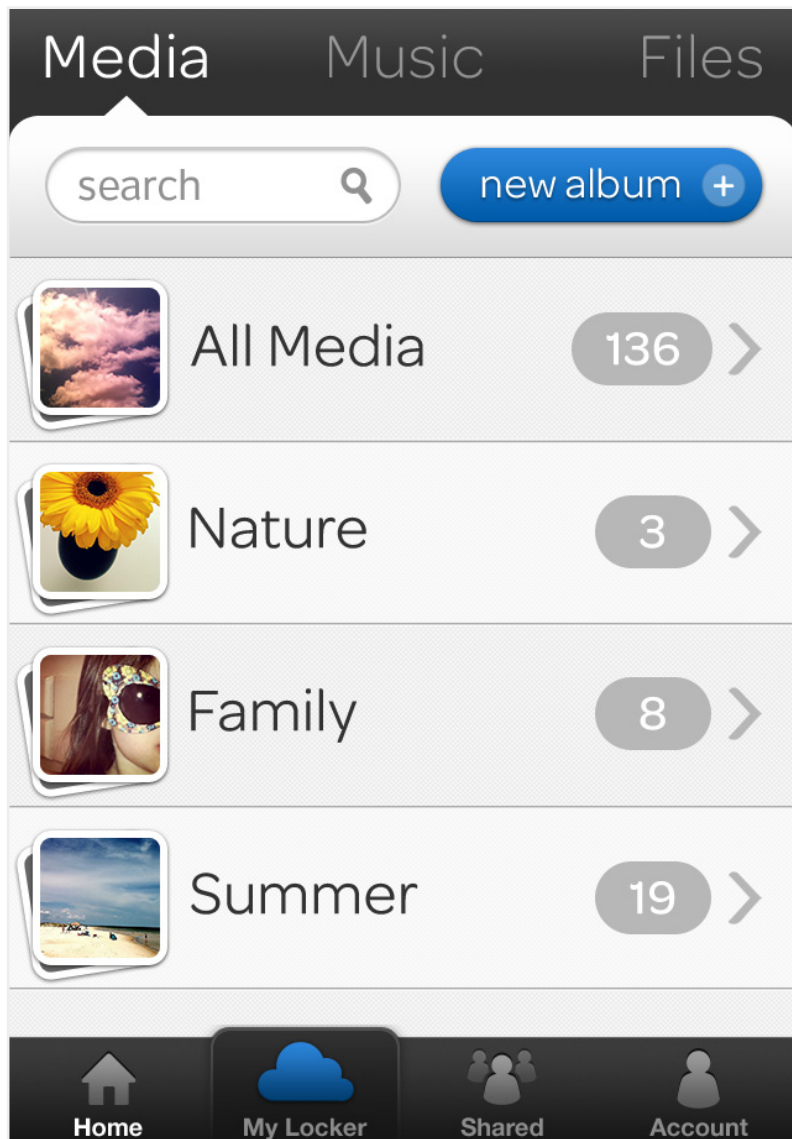
Favorites

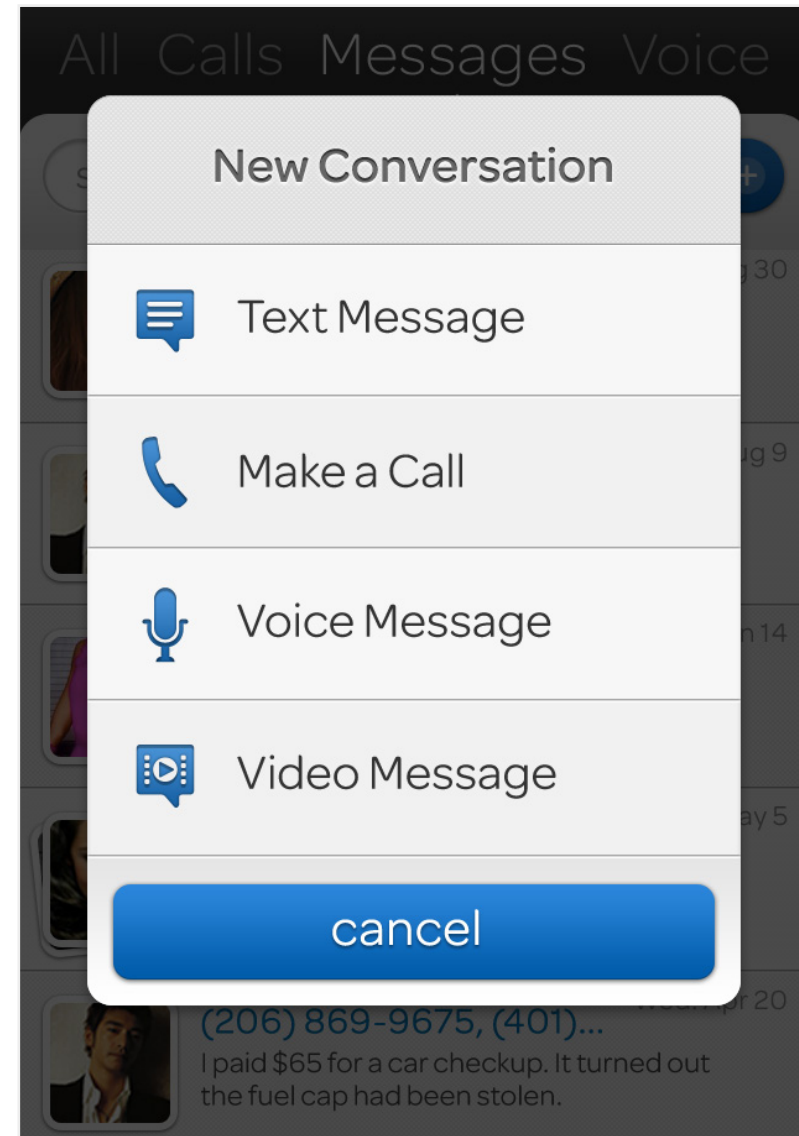
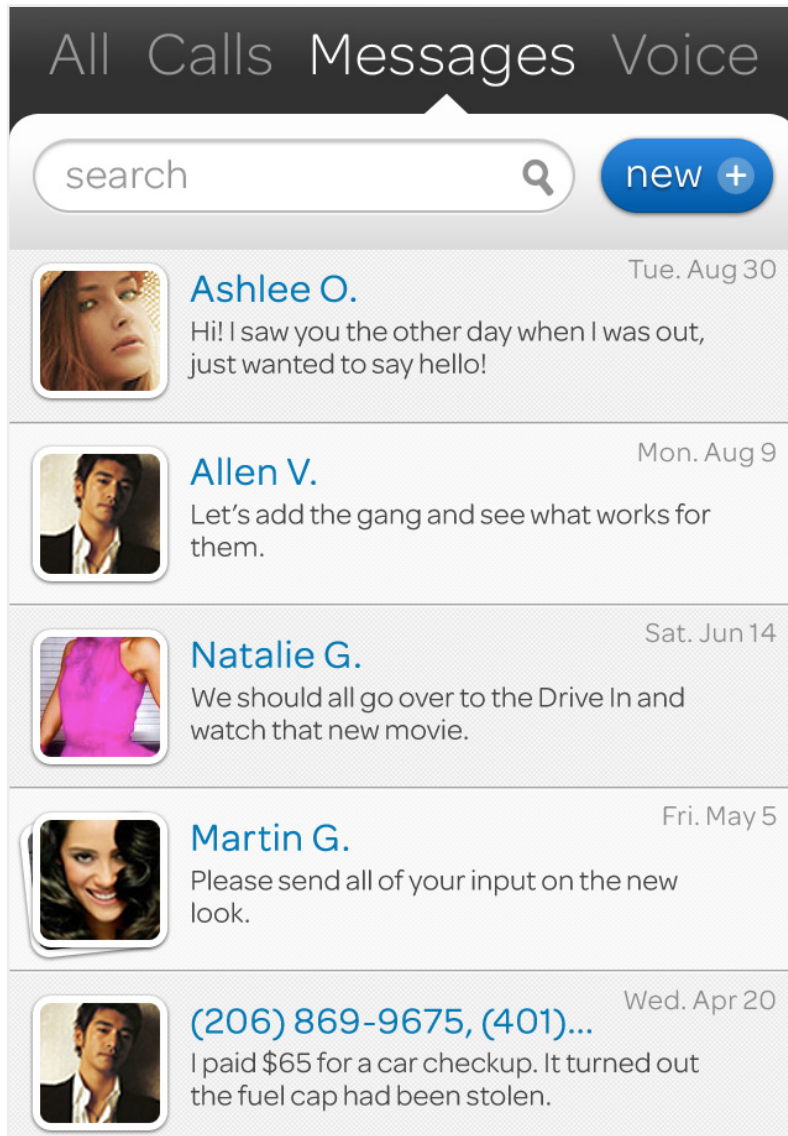
			
Jessica P.	Jeffrey L.	Ashlee O.	Jake Willburn
			
Allen V.	Elizabeth C.	Selena Rodriguez	Martin G.

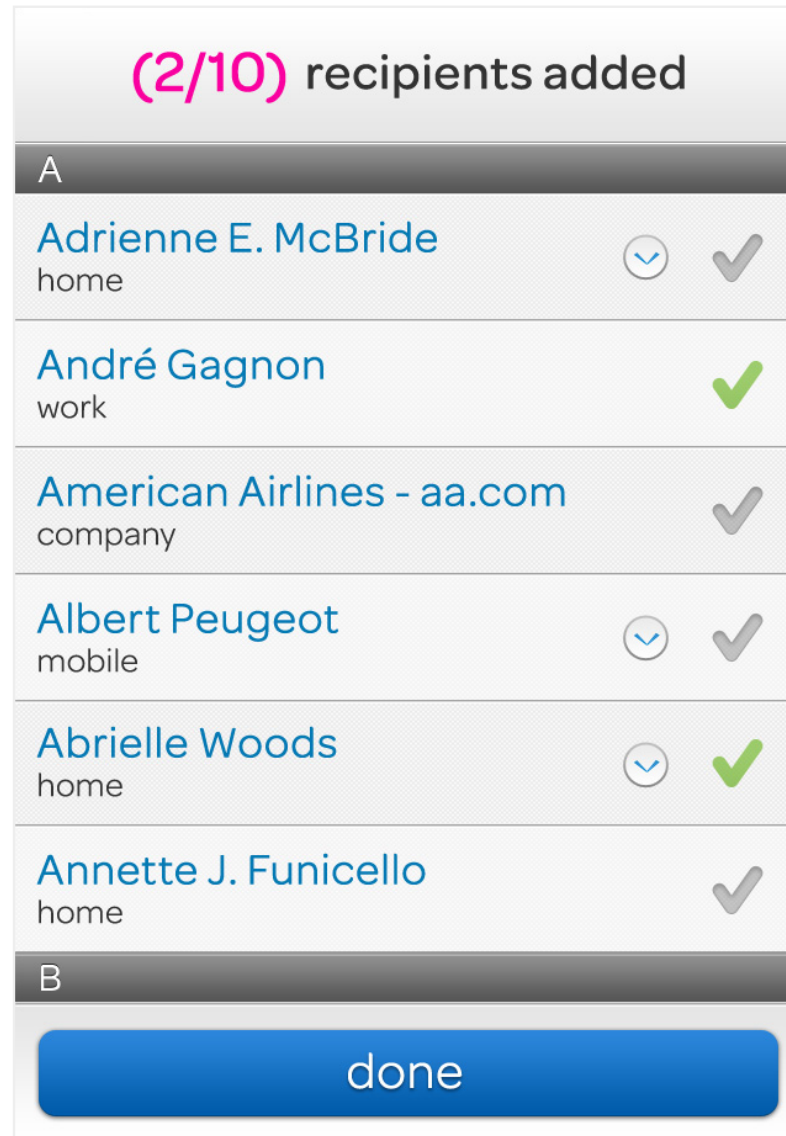
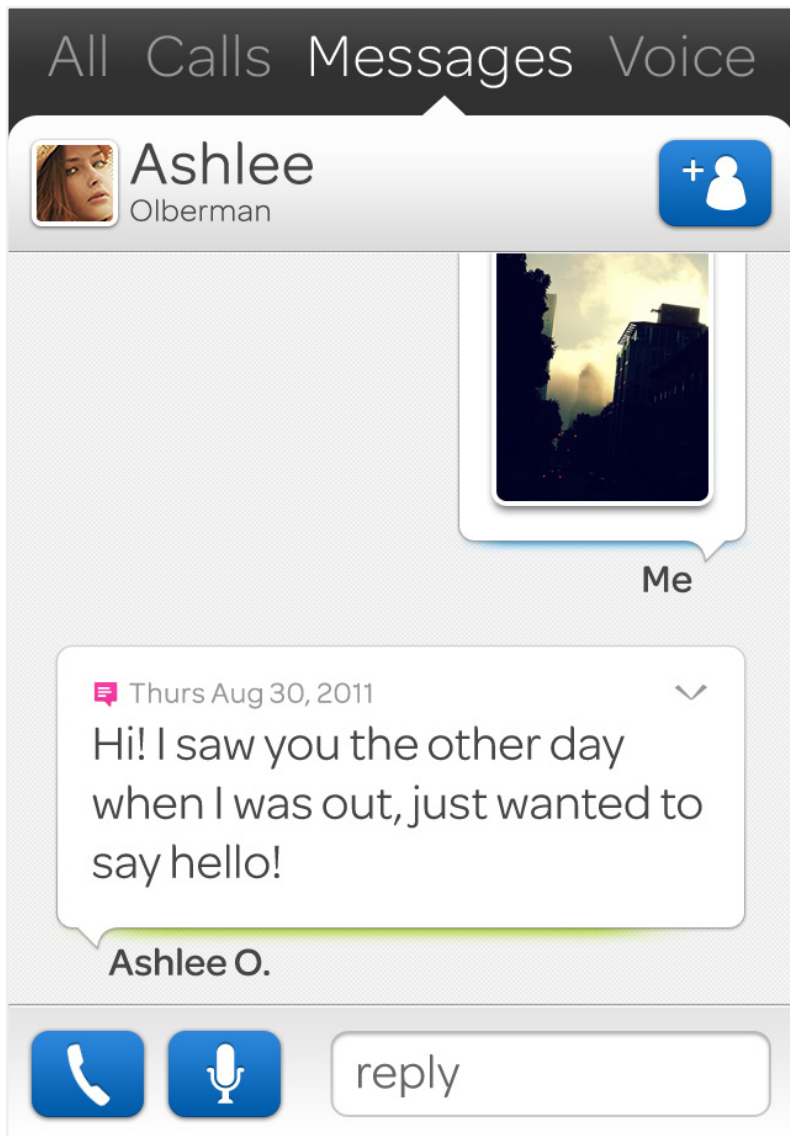
All Contacts

			
Andrea B.	Jamison Ernest	Sue Taylor	Cesar G.
			
Johan A.	Marcela V.	Dave Jones	Monica T.
			
Jessica P.	Jeffrey L.	Ashlee O.	Jake Willburn









thank
you

