AT&T Drive™

Prototype Visual Design Guidelines

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1.0

Introduction

This document focuses on the visual design guidelines for the customer demonstration UX of the AT&T Drive platform. The purpose of the customer demonstration UX is to showcase the features and functionality of the AT&T Drive platform to potential customers and application developers. These guidelines take into consideration the NHTSA guidelines for distracted driving. Final, production-ready UX guidelines and standards for the AT&T Drive platform will follow in later phases of the project.

Color Specifications

2.1 *Our Color Family*

Our greys lead our
Connected Car color
family. They're followed by a range of
dynamic accent colors.

Color Palette

The color palette contains all of the solid colors
designers can use. They are the foundation of
our color identity and were created specifically
for—and should be used only for—business
communications about the Connected Car offering.

Role of Accent Colors

Be sure to integrate accent colors into
layouts purposefully to create visual
distinction or build dynamic expression.

When selecting accent colors for your layout,
please take care that:

  • *Colors do not clash*
  • *Colors do not cause distraction with overuse*

Remember, this color palette is exclusive to AT&T
Connected Car business communications. Please be sure
to not apply it to any other AT&T brand communications.

PRIMARY COLOR PALETTE

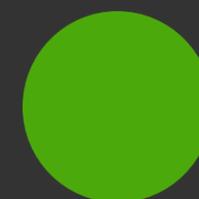| CC Light Grey | CC Light Medium Grey | CC Medium Grey | ATT Gray | CC Dark Gray |

| ATT Blue | ATT Blue Highlight |

SECONDARY COLOR PALETTE

| ATT Orange | ATT Orange Highlight | ATT Green | ATT Green Highlight | ATT Burgundy | CC Red |

*i   The CC colors are EXCLUSIVELY designed for AT&T Drive and are not
intended to be used in any other AT&T brand communications.*

2.2 *Digital Applications*

The values below ensures
that all of our colors are
identical in every application.

Consistency and accuracy are very important
here, so please make sure you always
confirm that you're using the right values.

AT&T COLOR NAME	RGB	HEX
ATT ORANGE	239 . 111 . 0	EF6F00
ATT ORANGE HIGHLIGHT	252 . 179 . 20	FCB314
ATT BLUE	6 . 122 . 180	067AB4
ATT BLUE HIGHLIGHT	68 . 200 . 245	44C8F5
ATT GREEN	76 . 169 . 12	4CA90C
ATT GREEN HIGHLIGHT	196 . 216 . 45	C4D82D
ATT BURGUNDY	179 . 10 . 60	B30A3C
ATT MAGENTA	218 . 0 . 129	DA0081
AT&T CC RED	238 . 32 . 46	EE202E
CC DARK GRAY	51 . 51 . 51	333333
ATT GRAY	102 . 102 . 102	666666
CC MEDIUM GRAY	153 . 153 . 153	999999
CC LIGHT MEDIUM GREY	204 . 204 . 204	CCCCCC
CC LIGHT GREY	238 . 238 . 238	EEEEEE

3.0

Typography

3.1

Our Typeface

As the medium that delivers our message, typography plays a major role in our visual language and style.

Our Primary Typeface

OmnesATT is a modern sans serif type family ready to play any role in our design layouts.

With its clean lines and proportional structure, OmnesATT remains as easy to read at smaller text sizes as it is in headlines and titles.

Secondary Typefaces for Online and Devices

When AT&T primary typefaces are not available, use Arial as the default font. This will more often be the case in web and online applications.

i

Please visit the AT&T Brand Center to download OmnesATT font.

AaBbCc

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!@#$%&

OMNESATT LIGHT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!@#$%&

OMNESATT REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!@#$%&

OMNESATT MEDIUM

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!@#$%&

ARIAL

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!@#$%&**

ARIAL BOLD

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!@#$%&*

OMNESATT LIGHT ITALIC

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!@#$%&*

OMNESATT REGULAR ITALIC

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!@#$%&*

OMNESATT MEDIUM ITALIC

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!@#$%&*

ARIAL ITALIC

***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!@#$%&***

ARIAL BOLD ITALIC

3.2 *The Typographic Scale*

The Scale

As means of creating a balanced and harmonious font sizing, using the following typographic scale helps support information hierarchy and typographic rhythm.

Aa
18px

Aa
24px
is the base
font size

Aa
30px

Aa
36px

Aa
48 px
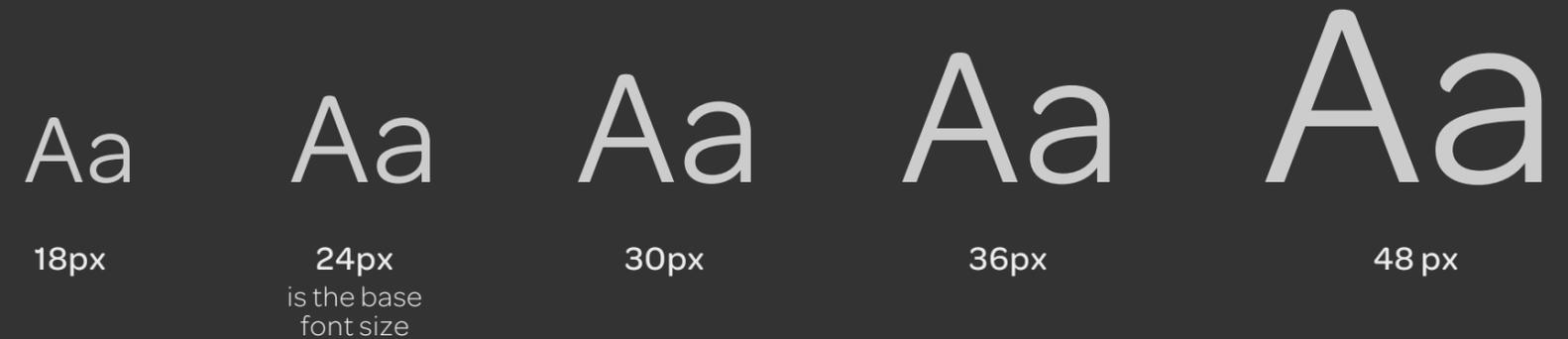
This is a title

Face: OmnesATT   Size 30px   Weight: Regular

This is a label

Face: OmnesATT   Size 18px   Weight: Medium

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

Iconography

4.1 *Repurposing Standard Icons*

Flexibility of Use

The standard icons featured in the brand library can flex to be used in more than one setting. By repurposing them, we avoid duplicates and slight variants. Note that icon usage and palette should be limited to reflect highlight areas and key functionalities.

Standard iconography cannot be customized to reflect abstract or complex ideas. Instead, leverage conceptually relevant depictions (e.g., using the Group icon to portray Conference Capability).

In most cases, 1-color icons will be used based on the final palette.

i *For a complete inventory of standard feature icons, download them from the AT&T Brand Center.*

ORIGINAL ICON

Group

Conference Capability

Family

ORIGINAL ICON

Mobile Share

Re-route Calls

Mobile Recycling

4.2   Standard Feature Iconography Library

Processor · Voice & Data · Sports · Group · Smoke Sensor · Home · Rent · Date & Time Picker · Skip Forward · Download · Upload · Forums · Water · Mute Button · Volume · Speaker · Voice Command · Control Tablet · Dining · Airplane · Dry Cleaning · Software Updates · Sales

Award · Employee ID · Trophy · Exit · Unsurpassed Range · Total Home DVR · Golf · Address Book · Calendar · Settings · Lock · Clock/Time · Credit Card · Top Picks · Web Window · Video Chat · Info · FAQs · Department Store · Cruise · Apparel · Laptop · DVR Content

Downloadable Forms · Preview · Bundle · Retractable Cable · Front Rear Camera · Case Sensitive · Data Usage · Applications · World International · Billing · Approval · Print · Power On/Off · Sync 3 Ways · Auto Pay · Resources · Media Storage · Save · Favorite · Save · Add · Tablet · HD

Battery · Outlet · Appliance Plug · Featured · City · Multimedia Message · Shopping · Account Info · VPN · Firewall · Protection · Waterproof · Current Program · Unsubscribed · Watch on TV · 3D Display · Quick Sync · Redial · Media Stack · Folder · Control · Advanced TV · Audio Description

Key · Flat Tire · Tow Truck · Car Rental · Tools · Scissor · Photos · Music · Music Player · 3D · Media Player · Messaging · HD TV · Caller ID for TV · Call History · Media Share · Photo Share · Music Share · File · Touch · Search People · Trash · Sound Message

Entertainment · Mobile Hotspot · Football · Search · Feather · Book · Text Message · Instant Message · Voicemail · Email · Social Networking · Wi-Fi · DVR Recordings · Closed Caption · Kids Multiview · News Multiview · Sports Multiview · My Multiview · Browse · New · Offers · Recording Space · Support Rep

Puzzle · Remote · Add Content · Accounts & Billing · Key Tasks · PDF · Lightbulb · Cloud · Weather · Fuel · Caller ID Announce · Caller ID/Call Waiting · Search TV · Microphone · Mute Mic · Games · Keyboard · Keypad · Android · Web Browsing · Network · More Applications · Voicemail Message

Environmental · QR Code · Points of Interest · Geographic Location · Pinpoint · Alert · Locked Mailbox · Headset Compatibility · Information Transfer · Watch on Device · Glass Break Sensor · Multi-tasking · Parental Lock · Parental Lock Setup · Update · 3G · 4G · 4G LTE · Refurbished Device · Smart phone · Mobile Share · On Demand

Door Lock · Restricted · Update · Error · Add · Play · Toys · Drugstore · Hotel · Remove · USB Drive · Fast Memory · Ethernet · Temperature · Touchscreen · Camera · Video · Video Share · Home Phone · Flip Phone · GPS · HD Video Recording

For a complete inventory of standard feature icons, download them from the AT&T Brand Center.

5.0

Sonic Identity

5.1 Brand Navigation Sounds

What are they?

Our brand navigation sounds guide customers through the AT&T digital environment with intuitive and engaging messages from us on every platform, device, and service. Because sound triggers powerful emotion and response, we use these sonic cues to enhance the customer experience. They convey important messages, enhance brand recognition, and create a shared sonic language across the AT&T network.

When do we use them?

Whenever we need to highlight a distinct feature or deliver important information. Use them to intuitively guide our audiences' interactions and experiences with our brand.

Why do we use them?

Our brand navigation sounds play a valuable role in communicating with our audiences— by creating an emotional connection with them across every sonic interaction.

How do we use them?

We use brand navigation sounds anywhere we find our audiences. We can apply them to alerts for mobile devices and websites, and use them for device navigation, teleconferencing, call centers, trade shows, conferences and corporate communications.

Where do they work?

Brand navigation sounds are designed to work across all AT&T digital platforms. The sounds vary by customer need state and action, but they all live in the same primary family of sounds. By maintaining this sound structure, we will teach our customers the language of AT&T navigation and help them move seamlessly across platforms and devices with a consistent brand experience.

i *Learn more about AT&T Sonic Brand on AT&T Brand Center.*

AT&T Customer

Brand Navigation Sounds

AT&T Products & Services

two-way conversation with customer

heightened usability and learning

call out distinct features or experiences

Brand Navigation Sounds

convey important messages

amplify brand recognition

illuminate the AT&T network
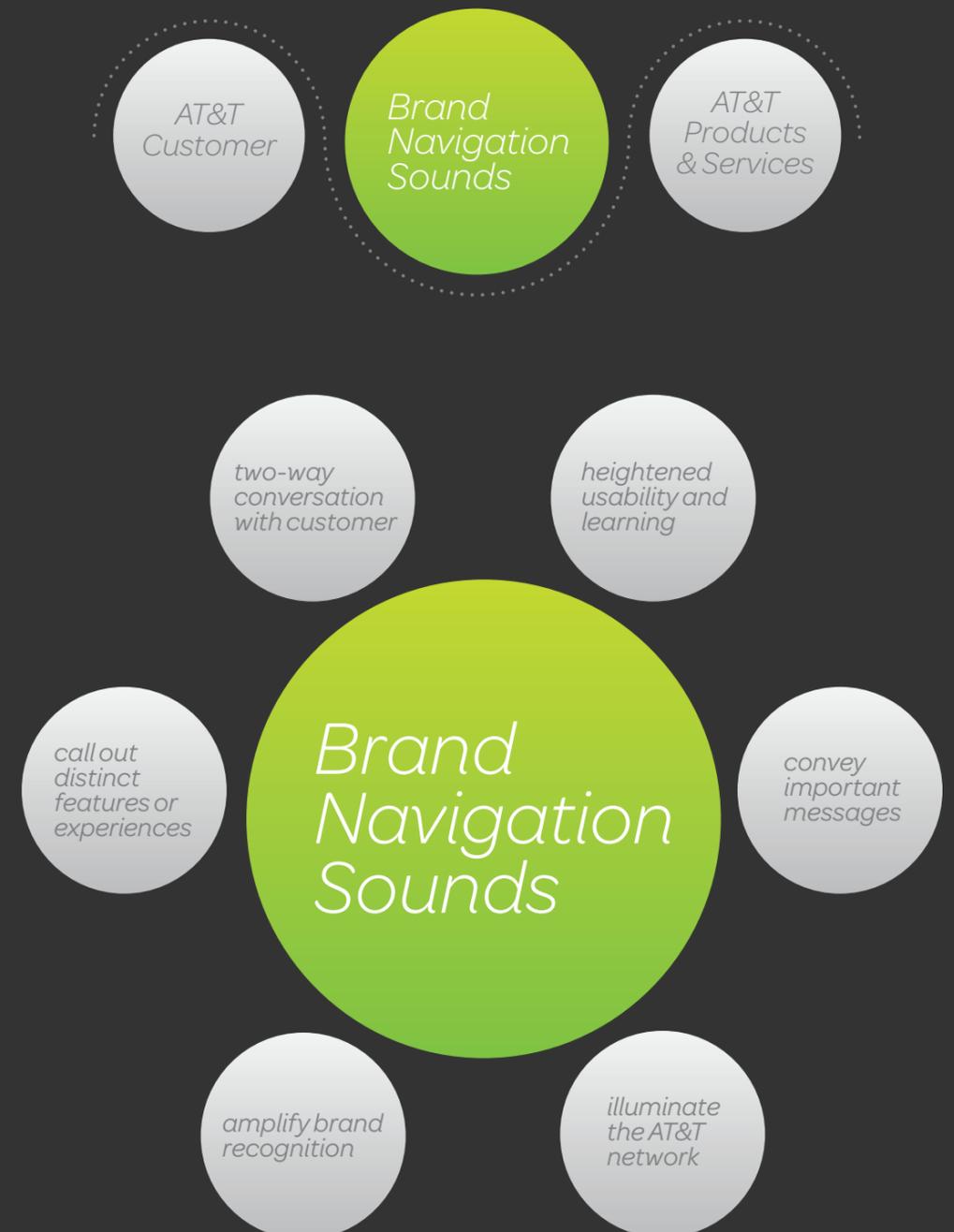
5.2 *Need State Categories*

How do they work?

We organize our brand navigation sounds by "need states" so they appropriately fit the variety of experiences customers have when navigating our products and services.

Welcome is the introduction to an AT&T experience. The most important welcome is the Sonic Logo. It's where we introduce ourselves and begin the conversation or re-enter an established conversation. It's about making the customer feel comfortable and appreciated.

Something Special lets the customer know that there is a new, different or unique choice available. It triggers excitement and curiosity.

Heads Up! alerts customers to an opportunity or situation. It signals that your attention is required.

Everything is Safe is the assurance that all systems, from home alarms to personal alerts, are as they should be.

You're Connected notes that an action is complete. Whether the customer has sent a text, uploaded a document, downloaded a file or received a voicemail, this sound assures them that everything went through properly, so they can feel at ease.

Got It! acknowledges a command. Functional or directional sounds live here.

Success affirms a positive outcome and rewards the customer, triggering feelings of satisfaction.

i   *Learn more about AT&T Sonic Brand on AT&T Brand Center.*

5.3 *Available Sounds*

For each category, a number of sounds
have been created for specific uses.

Welcome

Sonic Logo
(Emotional)

Sonic equivalent of visual logo

Sound of Begin
(Functional)

A new action is starting

Something Special

Sound of Favorite
(Functional)

User selects preferred items

Heads Up!

Alarm State
(Functional)

Critical situation needs attention

Sound of Personal Alert
(Functional)

Your attention is requested

Everything is Safe

Sound of Safe
(Emotional)

Security protection is engaged

Sound of Welcome Home
(Emotional)

Security protection is disengaged

You're Connected

Sound of Input
(Functional)

Ask me, I'm ready and listening

Sound of Output
(Functional)

Here it is, a response is provided

Got It!

Sound of Input
(Functional)

Connection established

Sound of Output
(Functional)

Ask me, I'm ready and listening

Sound of Complete
(Functional)

Action has ended

Sound of Circle Select
(Functional)

Circular motion to select item

Sound of Swoosh
(Functional)

Movement across multiple scenes

Sound of Page Turn
(Functional)

Movement between pages of information

Sound of Scroll
(Functional)

Movement across a single scene

Sound of Open
(Functional)

Opening and expanding element

Sound of Close
(Functional)

Closing and minimizing element

Sound of Drop
(Functional)

Element placed in a new location

Success

Sound of Sync Complete
(Functional)

Information has been processed /established

i

Learn more about AT&T Sonic Brand on AT&T Brand Center.

5.4 *Specifications*

Two-way conversation

Use brand navigation sounds to guide consumers' interactions with our brand and create an engaging, ongoing dialogue with them.

Clear space

Consider silence as a key part of the composition. Refrain from using brand navigation sounds if silence delivers a more meaningful experience for our audience.

Brand Navigation Sounds

Silence
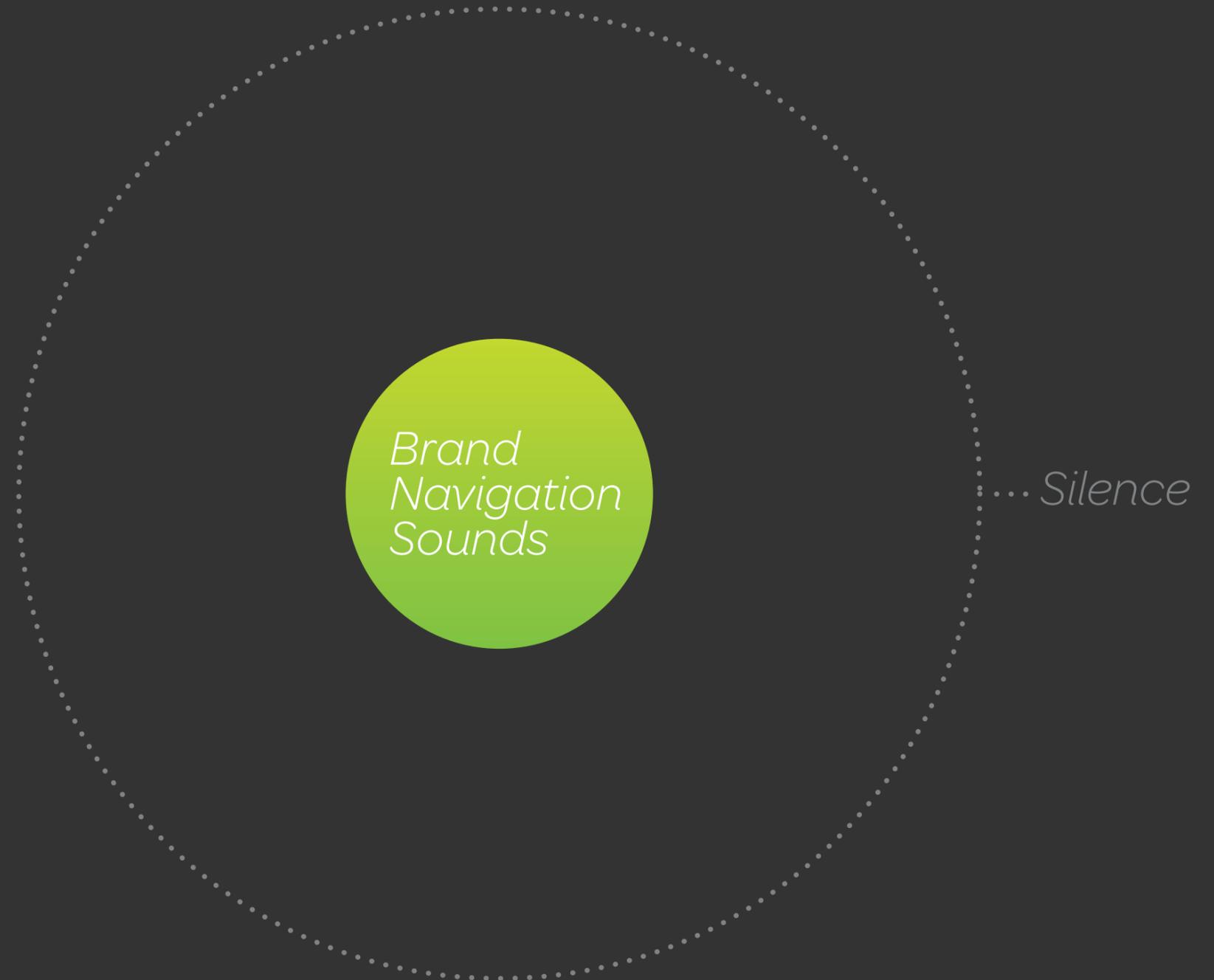
i *Learn more about AT&T Sonic Brand on AT&T Brand Center.*

6.0

Layout

6.1 Overview

Drive Platform HTML5 Based Hosted Web Applications (HWA's)

Hosted apps are built on a grid. Use the example app to start from to take advantage of the elements already defined.

The workspace is divided into 4 zones: Notifications, Map, Application, and System Tray. Default hosted web apps are 768 wide by 470 high. Size may vary per OEM. Inside the HWA apps contain the local navigation bar and the application pane that enables the user to swipe through to see all consequent features of the app.

i

Described implementation for AT&T Head Unit Demo. OEM implementation may vary.
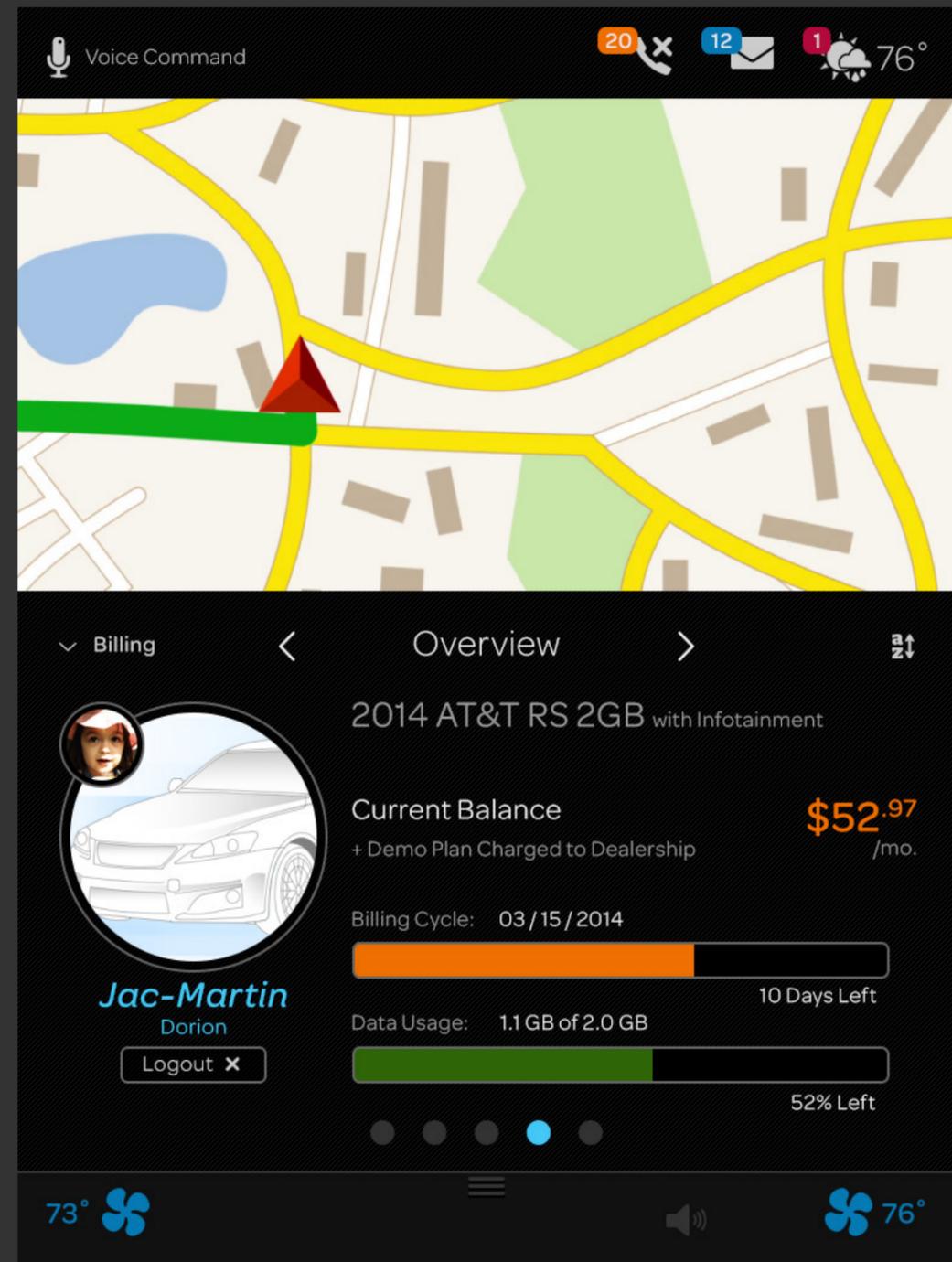
60px - Notifications

400px - Map

470px - App

70px - System Tray

6.2 *Notifications*

Notifications pushed by your application can be displayed on the screen and voice-over can provide feedback audibly.

Notification icons

Icons are app icons in single color. Read the icons section to learn about how to make appropriate icons.

Notification badges

A badge may show the count of notifications and the color indicates importance.

Blue = Info
Orange = Warning
Red = Danger

Notification alerts

App can display an overlay with alerts that the user can act on to see details or dismiss the notification.

Notifications also feature an appropriate icon indicating the importance.

Default Notification
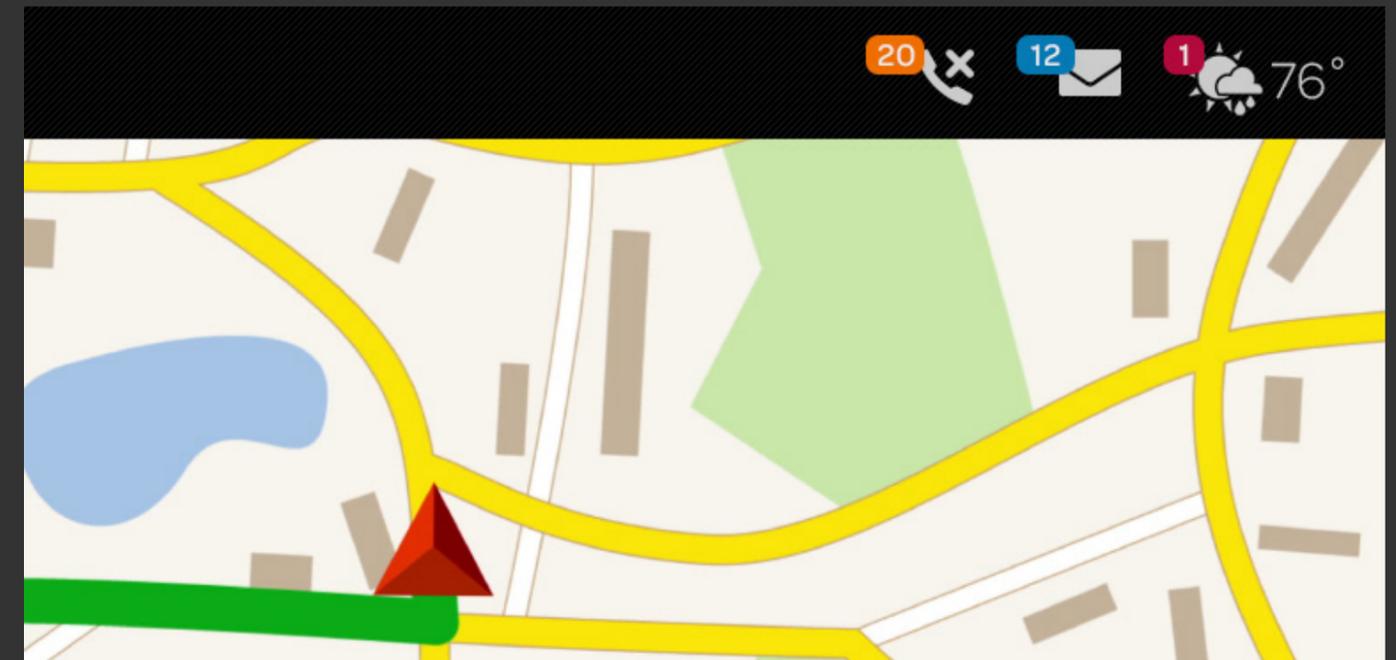
Urgent Notification Alert

FLASH FLOOD WARNING IN FULTON COUNTY UNTIL 9PM   " *More*   " *Dismiss*
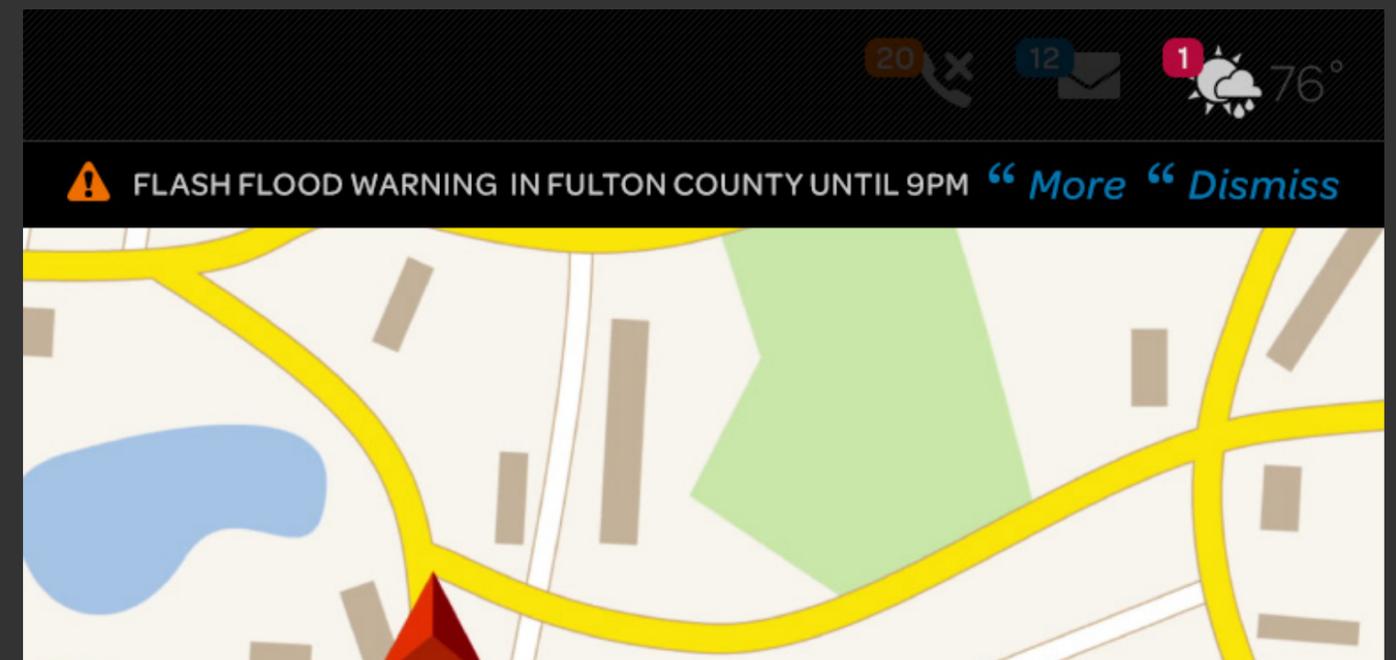
6.3 *WebApps*

Application window

The HTML web app window is positioned in the lower half of the screen within a predefined height and width. The app is composed of the title bar, content area and pagination.

The app window consists of the app header that shows the current screen (title) with ability to toggle between other screens of the app.

Application name is located in the top-left corner of the header and tapping that area will invoke your application menu.

On the opposite side of the screen you can enable filtering or sorting of your content if needed.

Voice Command

76°

Overview

⌄ Billing

2014 AT&T RS 2GB with Infotainment

Current Balance $52.⁹⁷
+ Demo Plan Charged to Dealership   /mo.

Billing Cycle: 03 / 15 / 2014

10 Days Left

Data Usage: 1.1 GB of 2.0 GB

52% Left

Jac-Martin
Dorion
Logout ✕

73°   76°
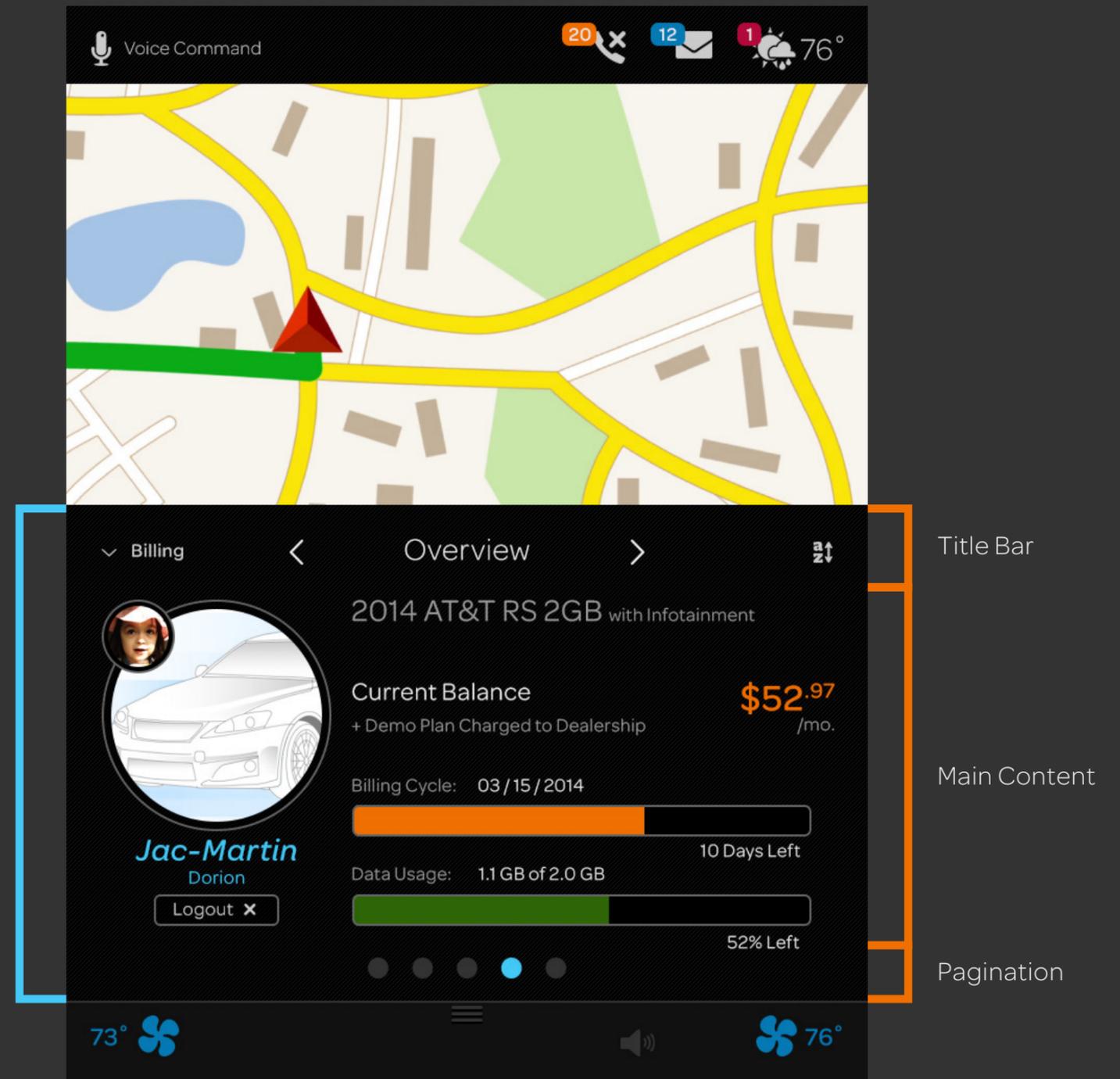
Application

Title Bar

Main Content

Pagination

6.4 *Hosted WebApp Examples*

Artwork uses the default AT&T Drive
platform brand colors and fonts.
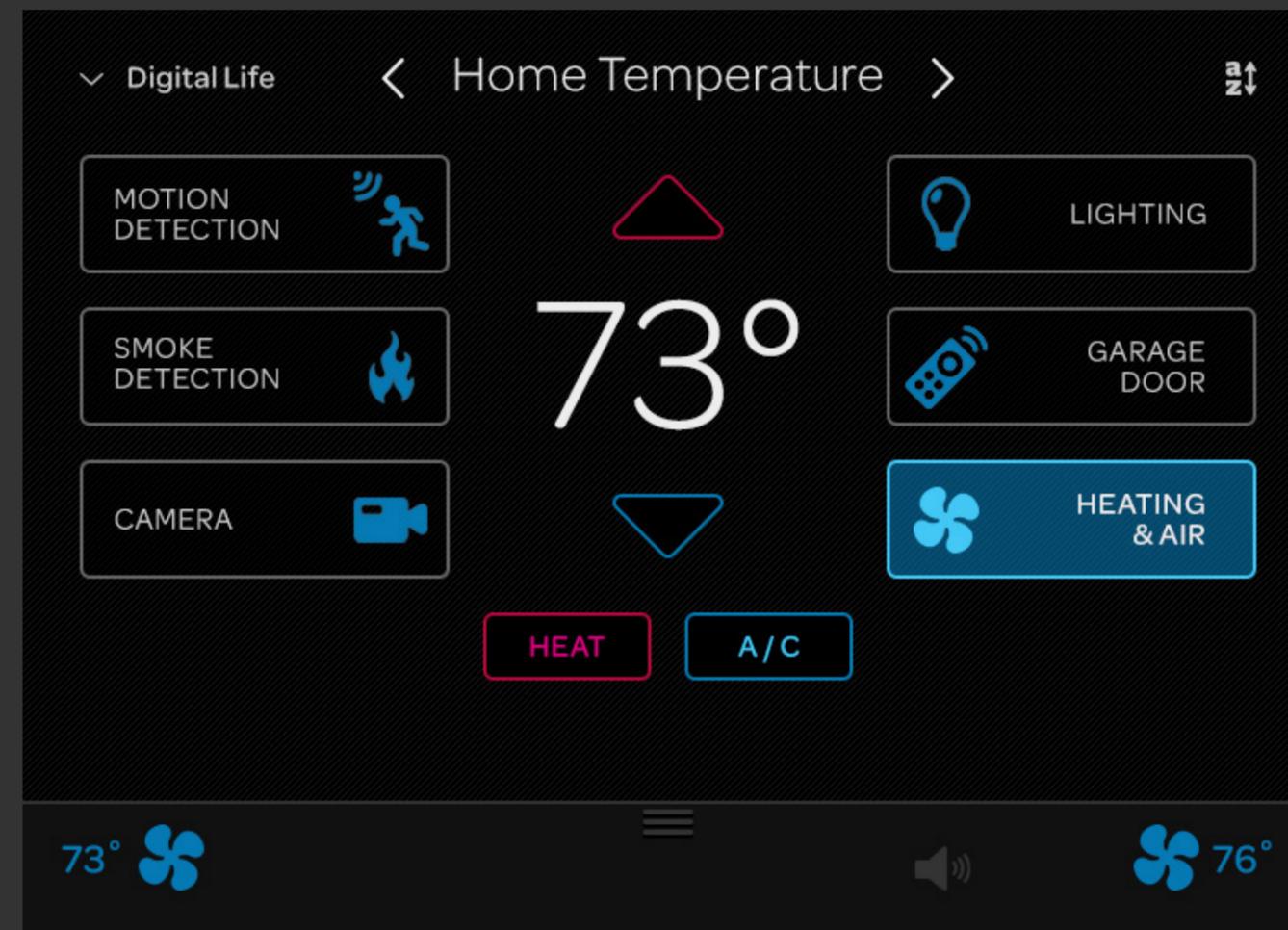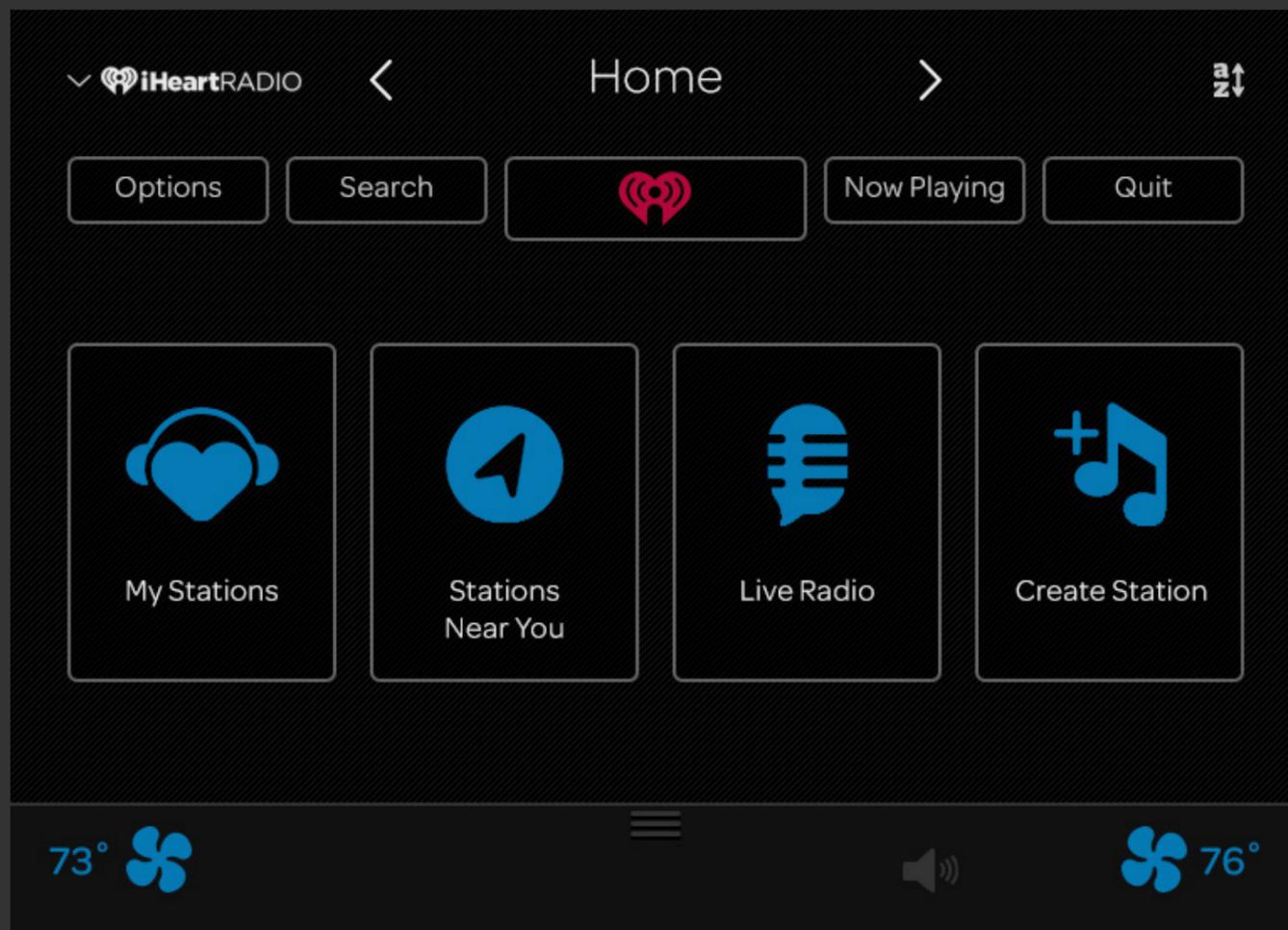
*Described implementation for AT&T Head Unit Demo.
OEM implementation may vary.*

*Reference design

6.5 # *System Tray*

Application Launcher

The application icon and title provided in your app manifest will be added to the system tray when the app is installed.
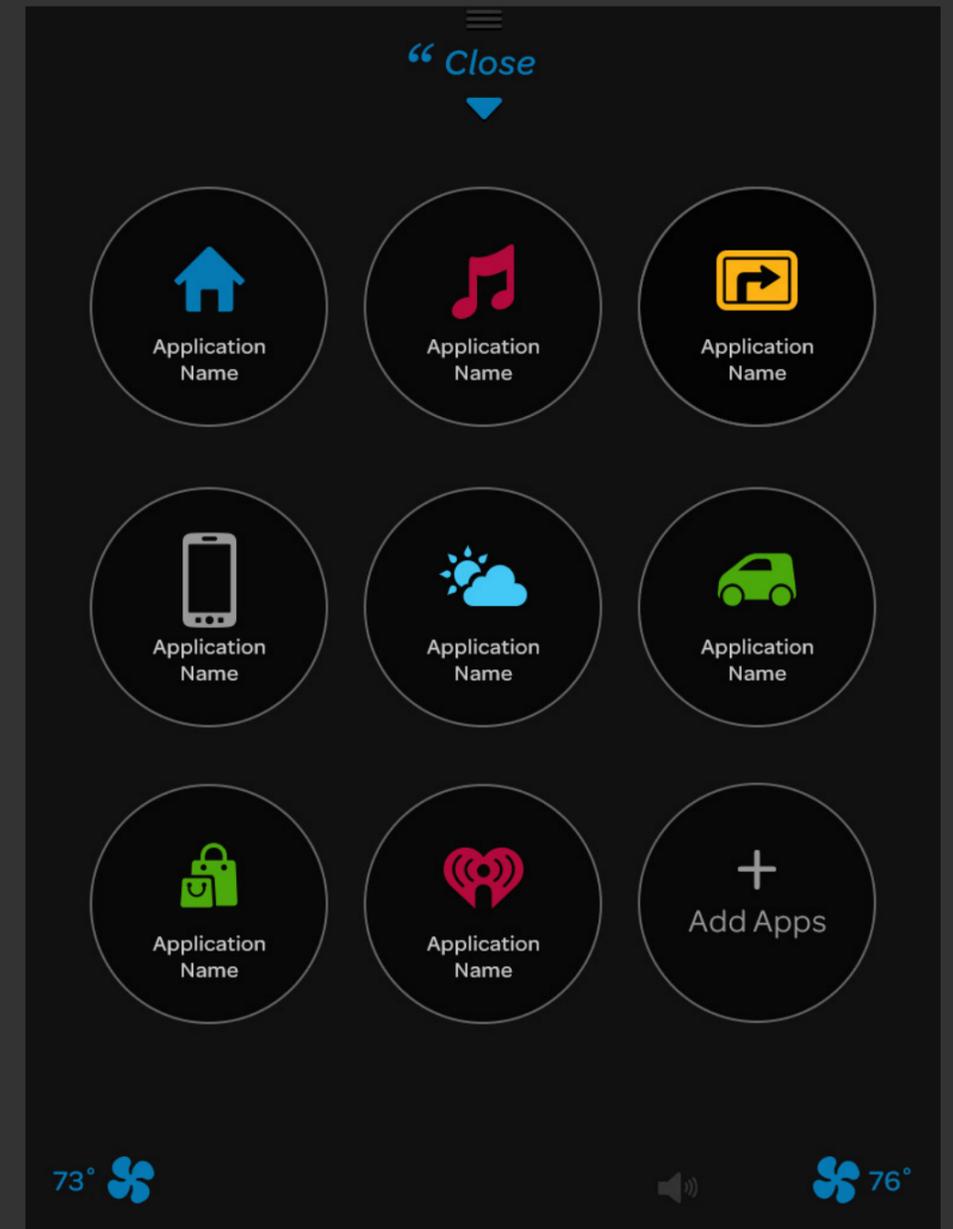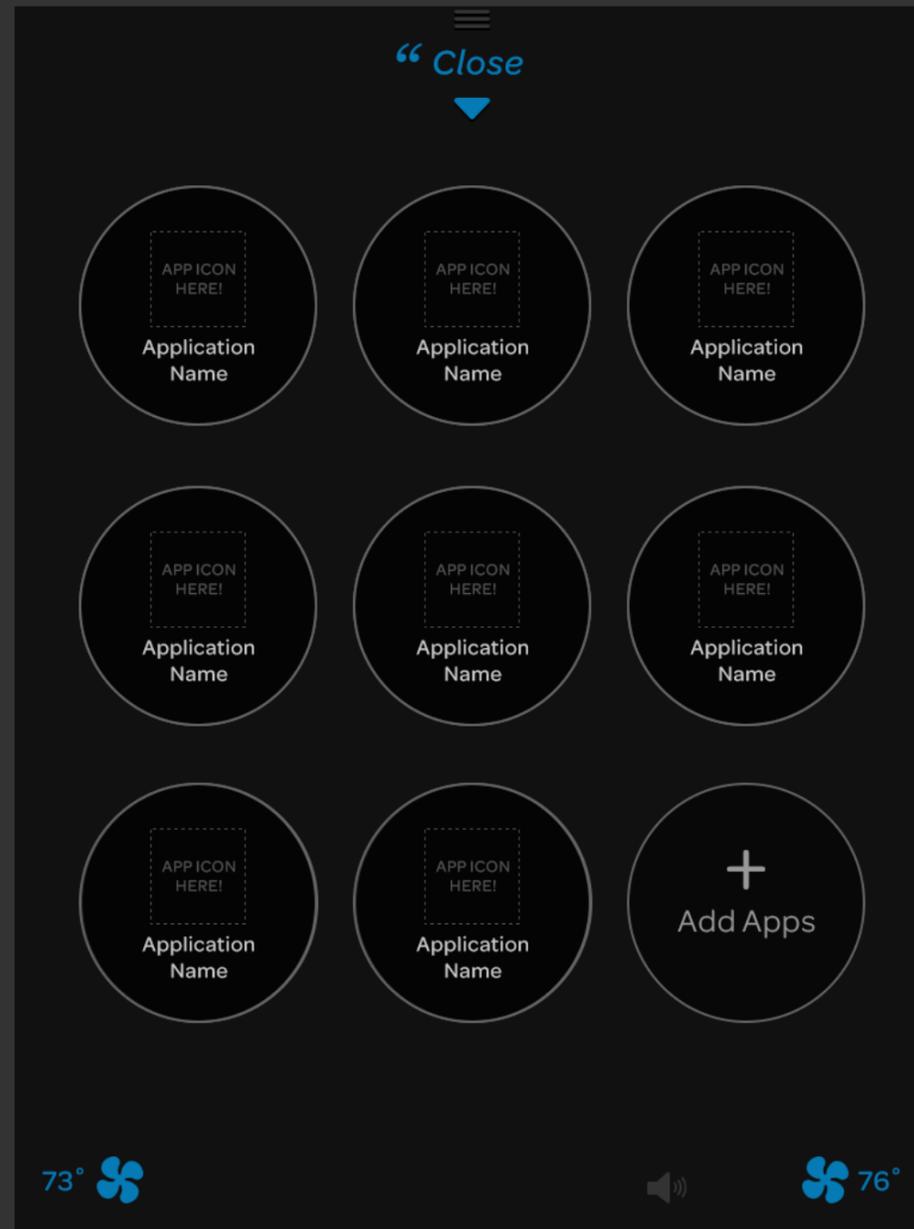
7.0

Detailed WebApp

7.1 # *Using the Grid*

Foster consistency between apps/screens

When using 10 pixel measuring units as a reference,
it becomes very easy to shape, form, position
and align various elements in your design.

"Guesstimating" is a thing of the past

Glancing or quickly scanning your screens will promptly inform you of several
measurement details such as button sizes and space between elements.

A solid grid will cater to flexibility and structure

The grid provides structure and lets the design fall perfectly
into place on the canvas while supporting for changes.

10 pixel Grid
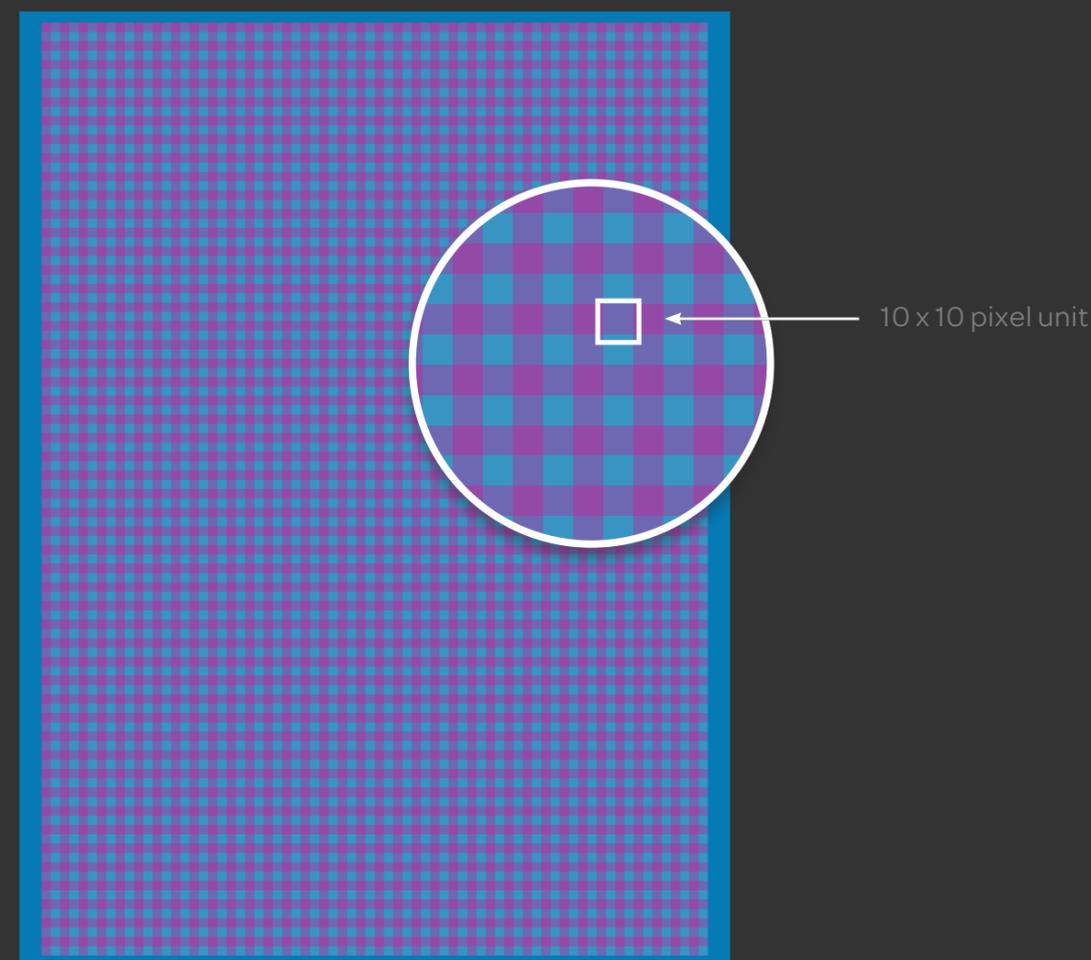
10 x 10 pixel unit

Dividing our stage/workspace
of **720 x 1000** using 10 x 10 pixel
units, **horizontally** and **vertically.**

7.2 *Defining the Grid's Perimeter*

Grids enable you to build solid structure and form into your designs.

Effortless positioning

GOAL:
Create a grid that is
1. Simple to use
2. Easy to remember

OBJECTIVES:
The grid should help you accomplish the following quickly and effectively:
1. Determine the size of components
2. Specify element positioning
    a. Padding, Spacing, ...

Device resolution (canvas)

768 px
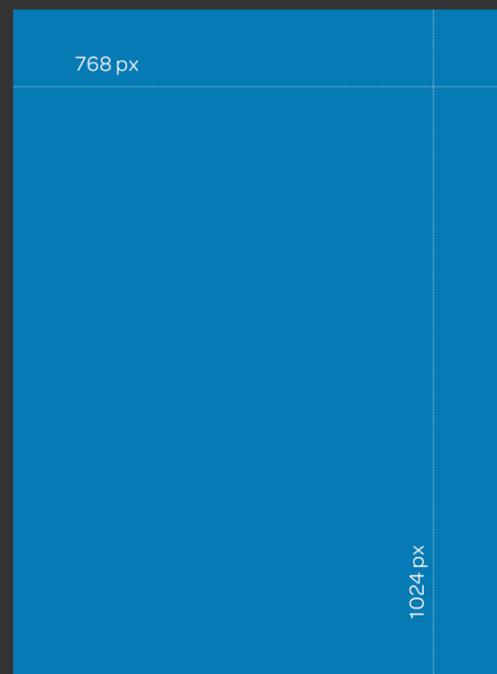
1024 px

Figure A

768 x 1024

Trim the canvas ...

768 px

14 px - Margins

24 px - Margins   24 px - Margins

10 px - Margins

1024 px

Figure B

... to make the our workspace values width and height multiples of tens.

Set <u>LEFT</u> and <u>RIGHT</u> margins to 24px;

$768 - (24+24) = 720px$

Set <u>TOP</u> margin to 14px;

$1024 - 14 = 1010px$

Set <u>BOTTOM</u> margin to 10px;

$1010 - 10 = 1000px$

Workspace (stage)

768 px

720 px

14 px - Margins

24 px - Margins   24 px - Margins

1000 px   1024 px
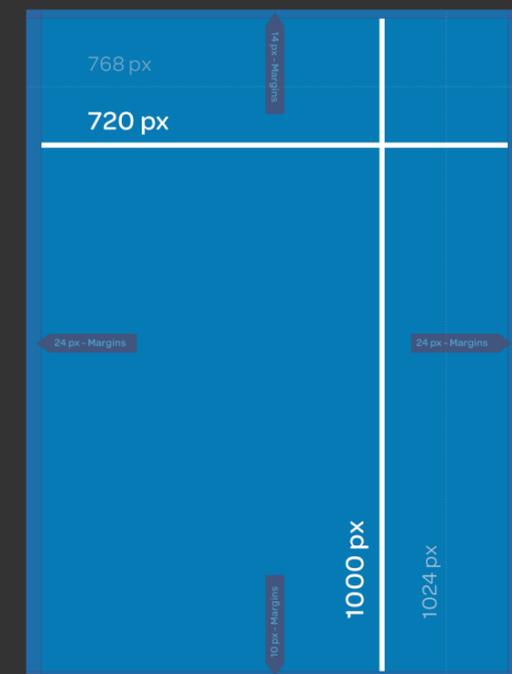
10 px - Margins

Figure C

720 x 1000
Multiple of ten, check!

7.3 *Hosted WebApps*

Setting up the grid for
the WebApps zone.

The height of the
zone is 470px.

Margins are set at
24px on each sides.

60 px – Notifications

400 px – Map

WebApps . HTML 5

720 *x 470*

24 px - Margins   24 px - Margins

70 px - System Tray
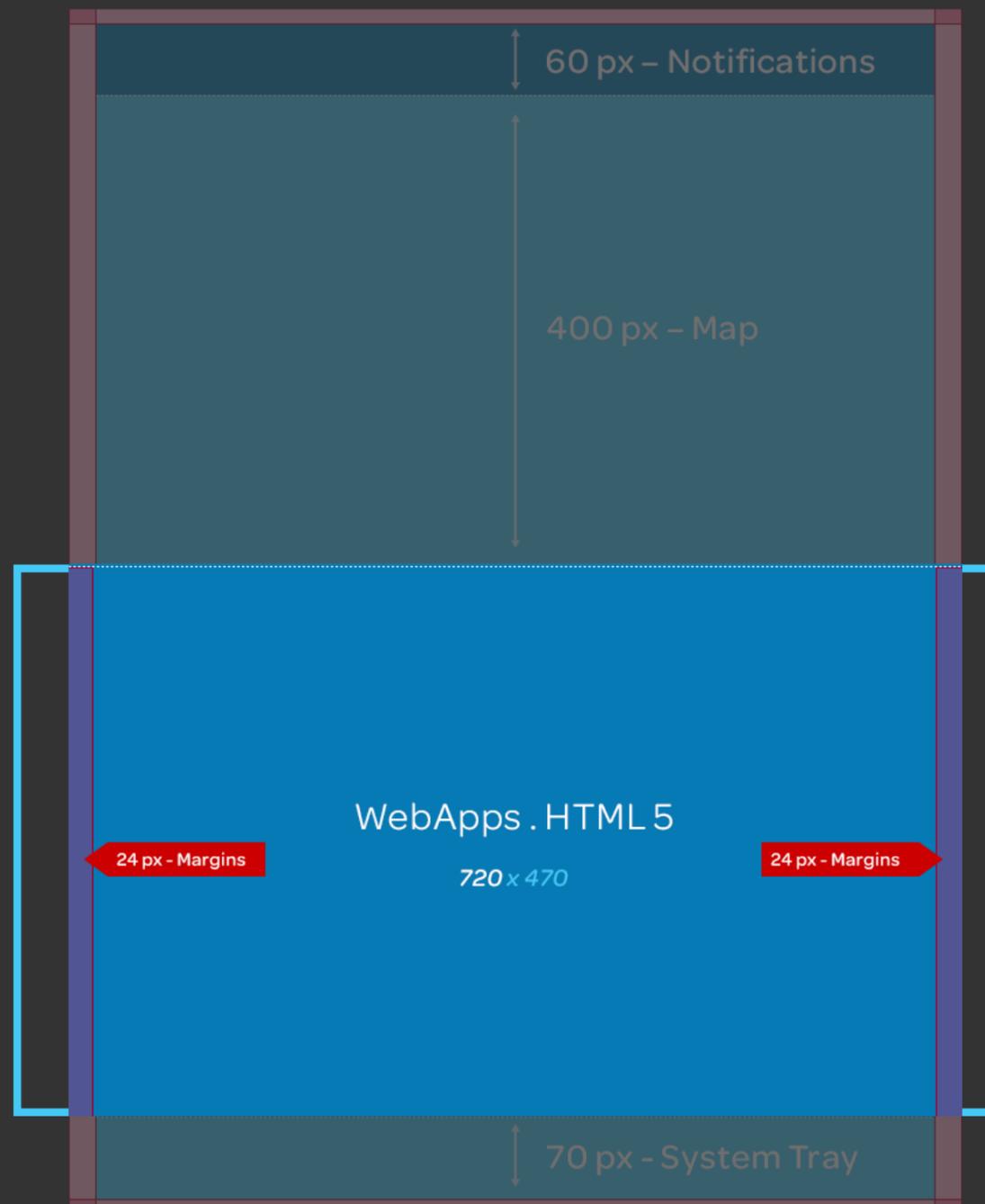
7.4 *Defining the Grid for WebApps*

Setup the top and bottom margins by
following the workspace grid principle
of using multiples of ten (x10).

The TOP margin is set to 30px.
The BOTTOM margin is set to 20px.
Leaving us with:

$470 - 50 = 420px$

WebApps . HTML 5

720 x 420

30 px - Margins

20 px - Margins

The TITLE BAR HEIGHT is set to 30px.
The PAGINATION height is 20px.
Leaving us with:

$420 - 50 = 370px$

APP LOCAL MENU   TITLE BAR   FILTER / SORT

30 px

WebApps . HTML 5

720 x 370

20 px

PAGINATION

7.5 *Vertical Spacing for WebApps*

Follow the workspace grid principle to setup the margins and padding.

WebApps . HTML 5
720 x 420

30 px - Margins

20 px - Margins

Figure A

APP LOCAL MENU   TITLE BAR   FILTER / SORT

WebApps . HTML 5
720 x 370

30 px

20 px

PAGINATION

Figure B

APP LOCAL MENU   TITLE BAR   FILTER / SORT

WebApps . HTML 5
720 x 310

30 px Padding

30 px Padding

PAGINATION

Figure C

➤ The TOP margin is set to 30px.
➤ The BOTTOM margin is set to 20px.
Leaving us with:

| $470 - 50 = 420px$

➤ The TITLE BAR height is set to 30px.
➤ The PAGINATION height is 20px.
Leaving us with:

| $420 - (30 + 20) = 370px$
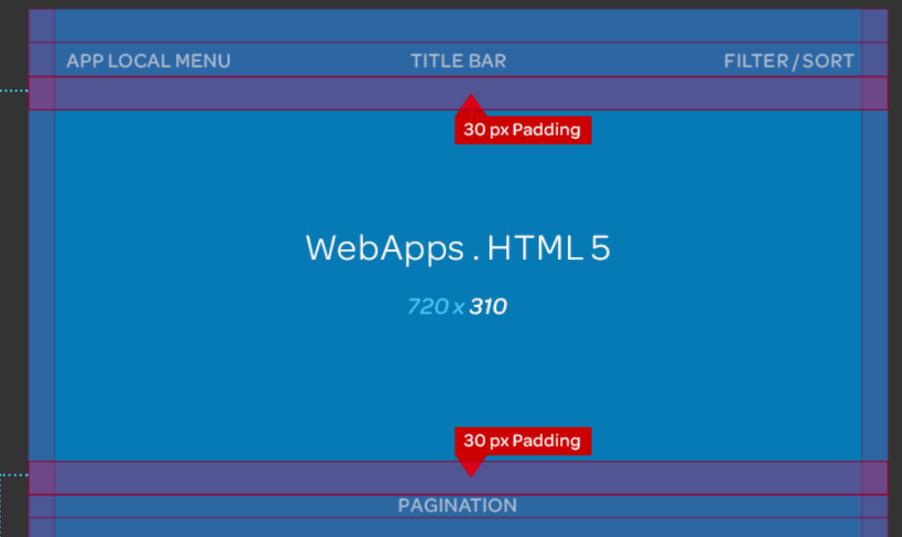
➤ The padding below the TITLE BAR is 30px.
➤ The padding above the PAGINATION is 30px.
Leaving us with:
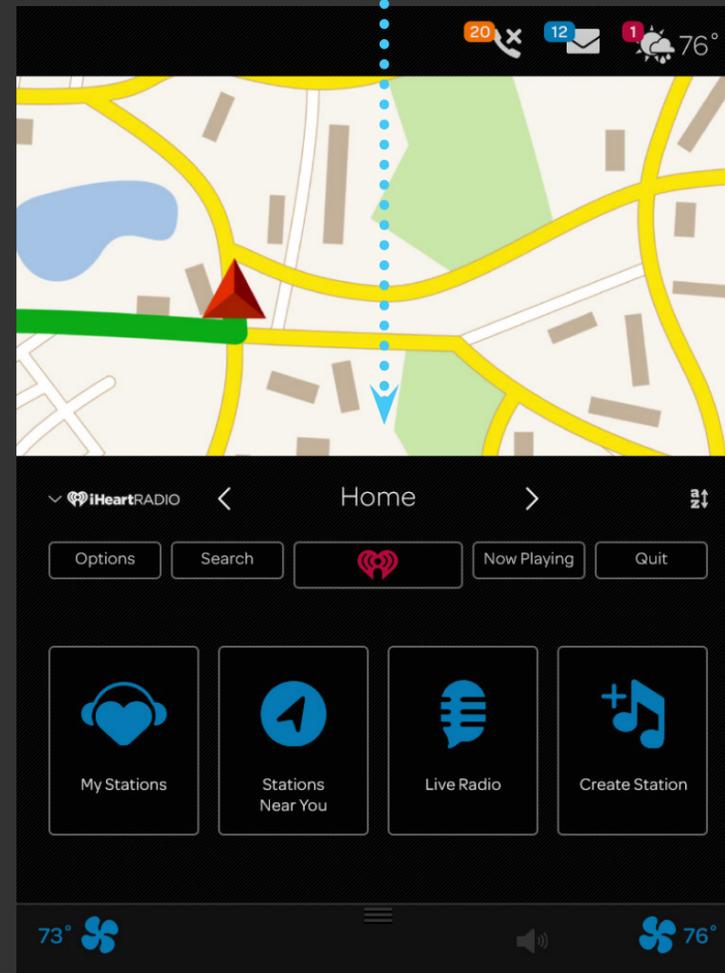
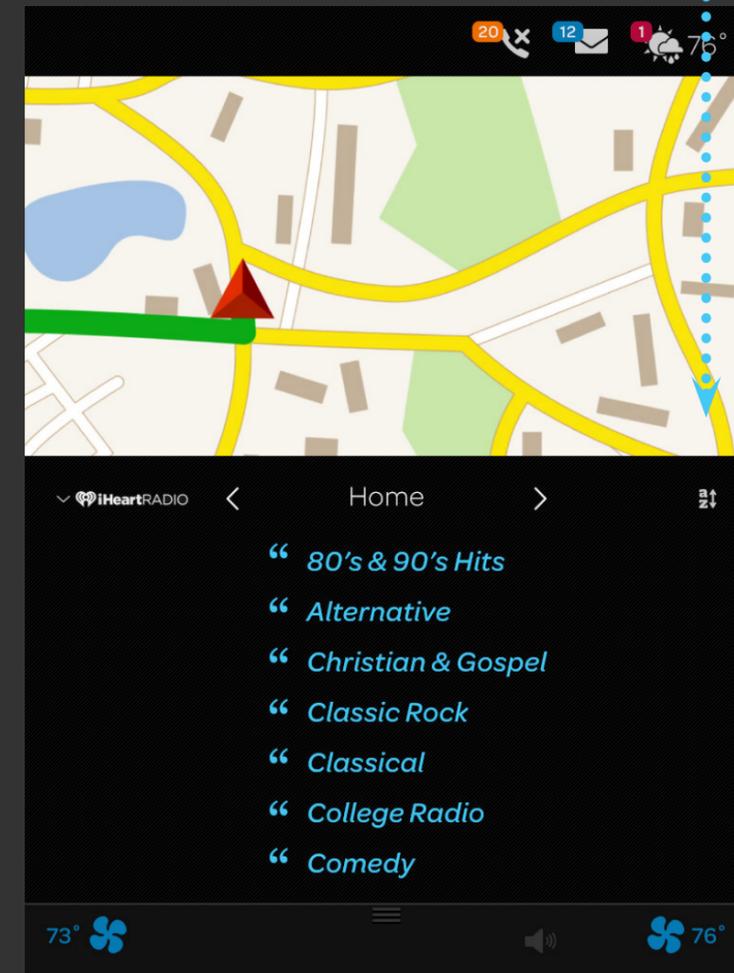| $370 - (30 + 30) = 310px$

7.6 *WebApp Grids*

WebApps . HTML 5

Parent Grid - 6 Colums, 5 Gutters

20 px – Gutters

100 px – Columns

WebApps . HTML 5

Child Grid - 12 Colums, 11 Gutters

40 px – Columns

20 px – Gutters

100px Columns
20px Gutters

40px Columns
20px Gutters
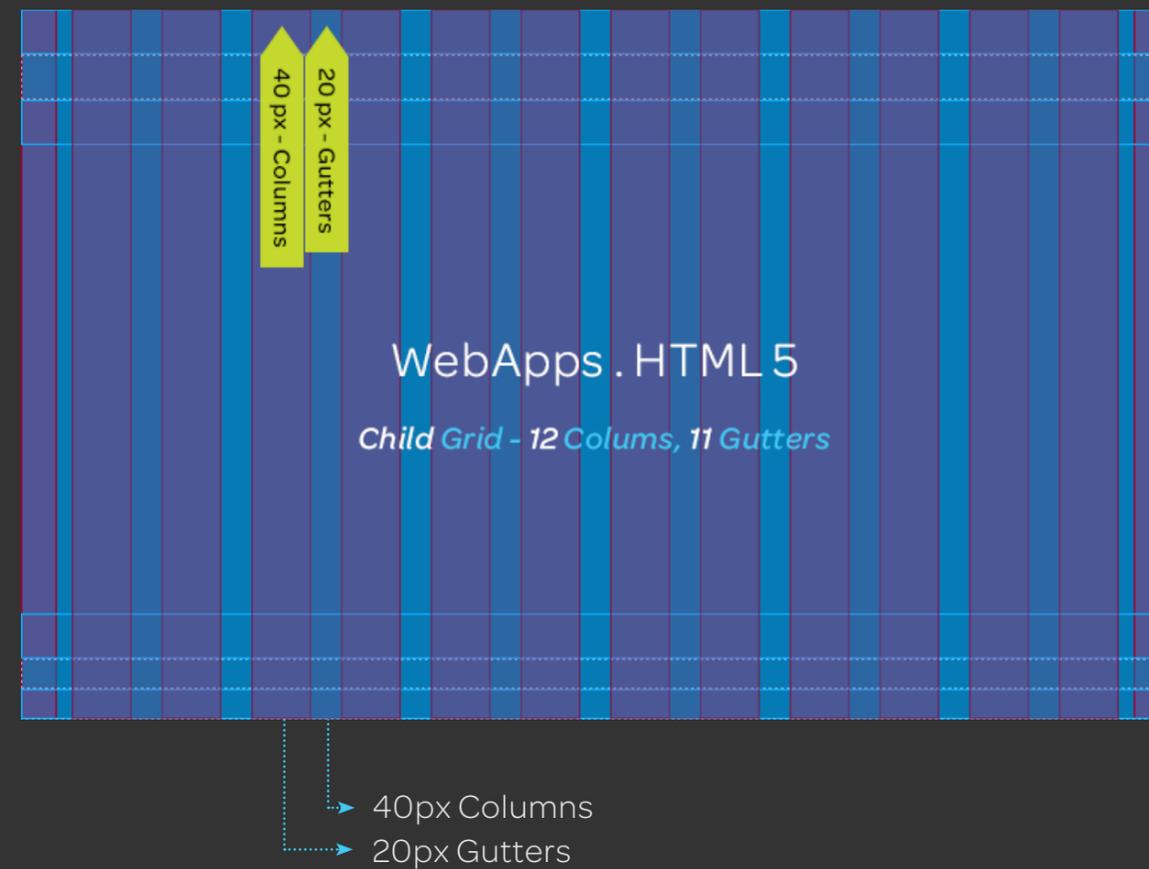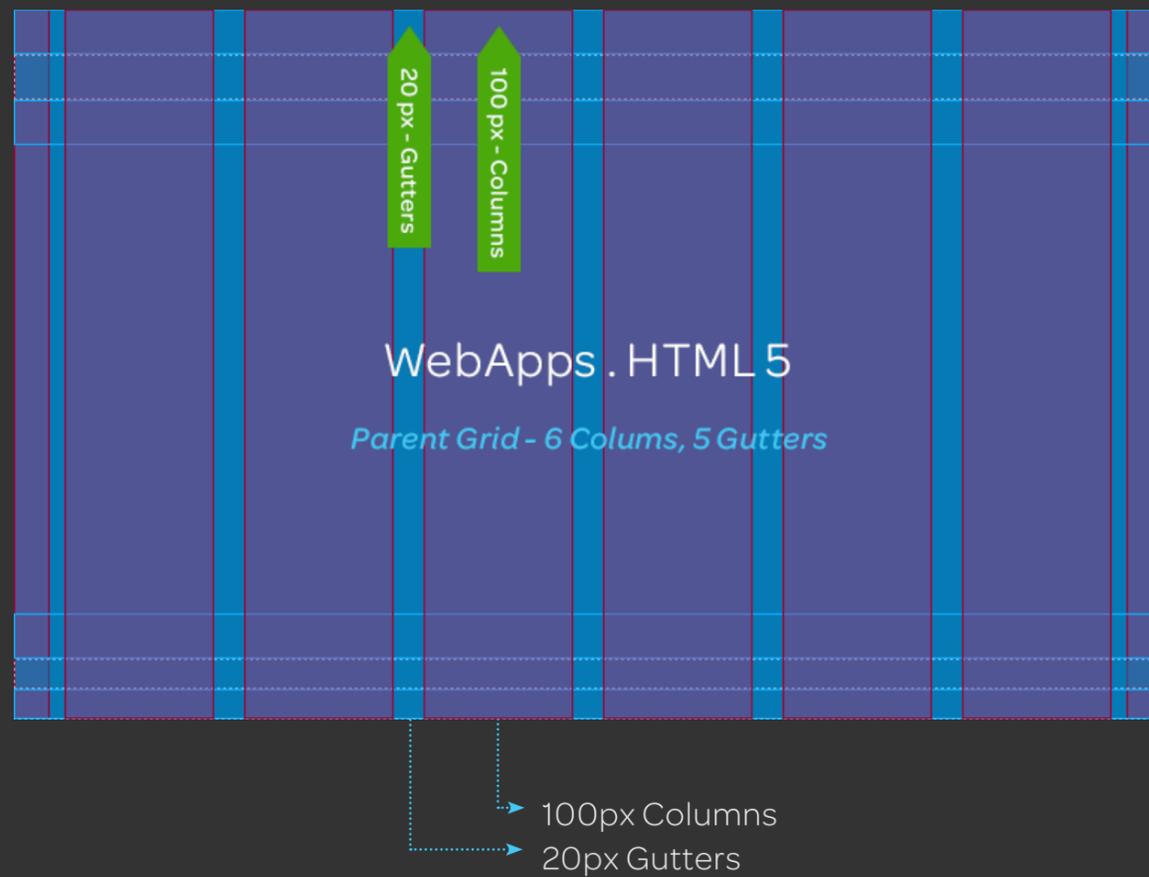
7.7 *Application Screens*

Application Menu   Title Bar   Sort

Menu:
- " *My Front page*
- " *Favorites Playlist*
-   Browse Shows
- " *Friends & Profile*
-   Settings
- " *Premium Services*
- " *Logout*

iHeartRADIO   Home
Options | Search | | Now Playing | Quit

My Stations | Stations Near You | Live Radio | Create Station

iHeartRADIO   Home
- " *80's & 90's Hits*
- " *Alternative*
- " *Christian & Gospel*
- " *Classic Rock*
- " *Classical*
- " *College Radio*
- " *Comedy*
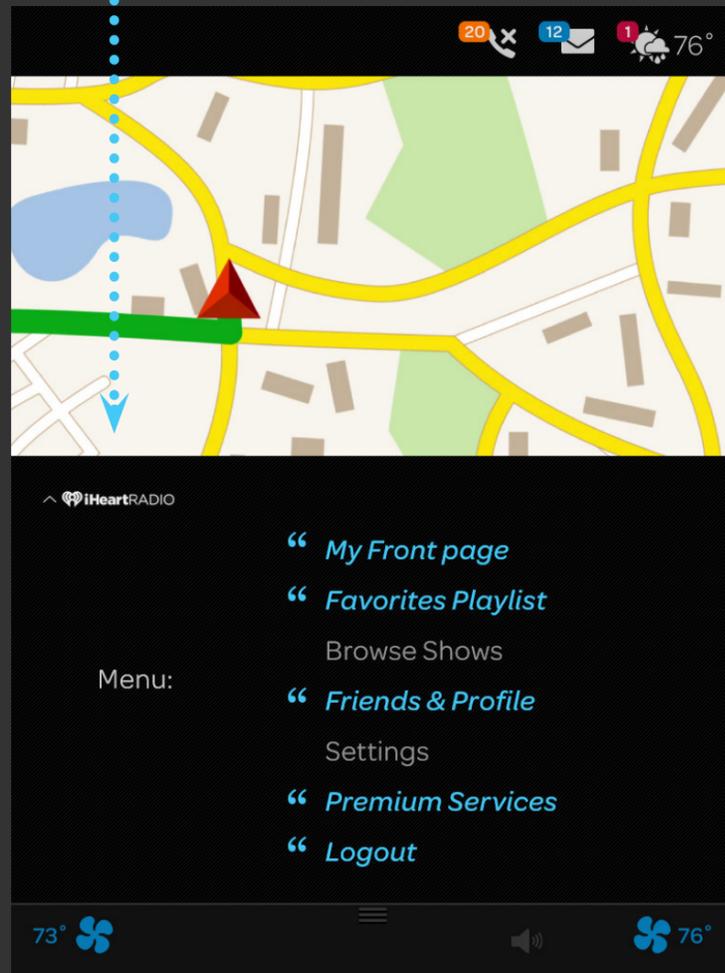
Components

8.1 *Component Palettes*

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

Components show AT&T Drive default look and feel and application structure to enable an effortless way to re-skin the apps for OEM specific brand guidelines.

8.2 *Buttons*

Buttons

Default	Info.	Warning	Success	Error
Disabled	Disabled	Disabled	Disabled	Disabled
Idle	Idle	Idle	Idle	Idle
Focus	Focus	Focus	Focus	Focus
Selected	Selected	Selected	Selected	Selected
Pressed	Pressed	Pressed	Pressed	Pressed

Default   Info.   Warning   Success   Error

1   1   1   1   1
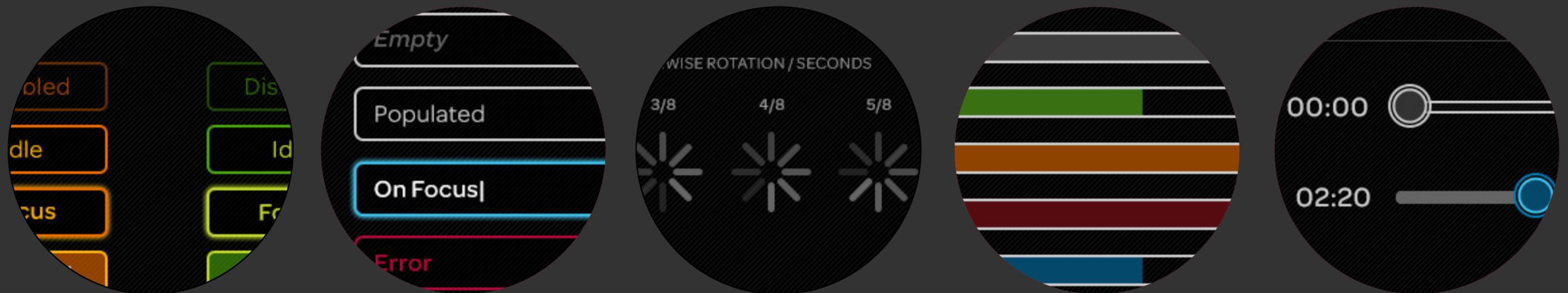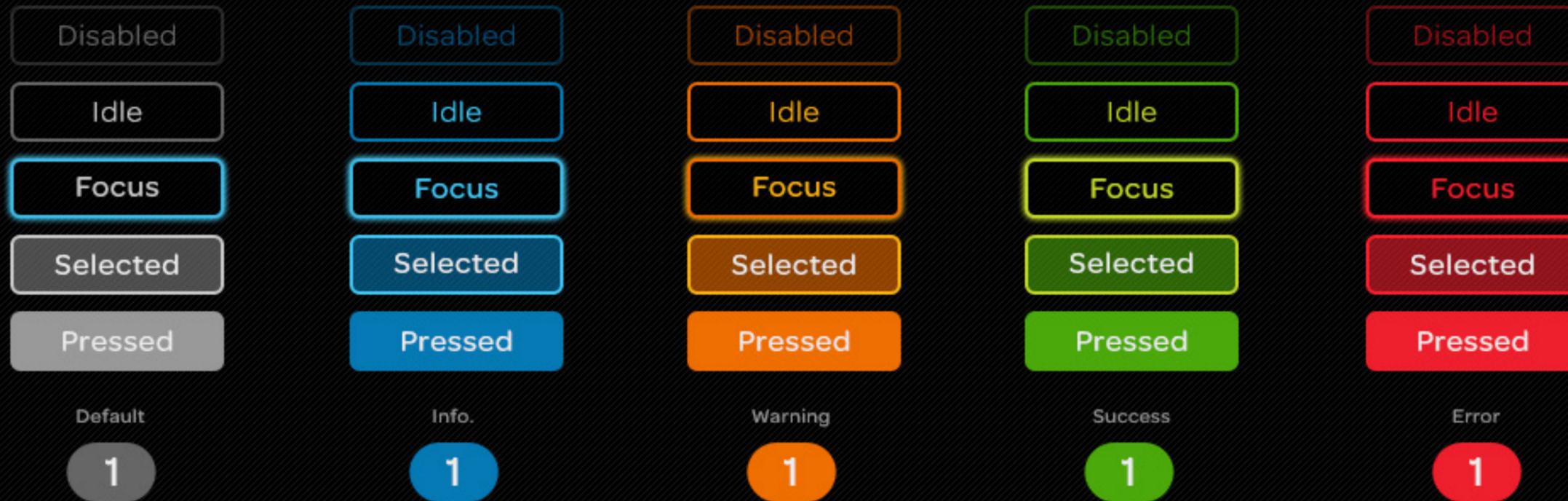
8.3 *Menus and Form Fields*

Dropdown Menu

Select One (Idle) ⌄	Select One (Focus) ⌄	Select One (Selected) ⌄	Select One (Pressed) ⌄

Select One ⌃	Select One ⌃	Select One ⌃	Select One ⌃
Idle	Idle	Idle	Idle
Idle	Focus	Selected	Pressed
Idle	Idle	Idle	Idle

Form Fields

Empty

Populated

On Focus|

Error

Multiselect

Multiselect ⌃

★ Item One	
★ Item Two	✓
★ Item Three	
★ Item Four	✓

8.4 *Pagination and Progress*

Pagination (Virtual Scrolling)

Progress

STATES

< Page Title >   DEFAULT / IDLE

< Short >   PRESS / SWIPE

< Lorem ipsum dolor... >   DISABLED / NO DATA

Lapse

OK

Warning

Danger

Info (downloading)

DEFAULT / IDLE

DISABLED / NO DATA

PRESS / SWIPE

Preloader

EIGHT (8) STEPS   ONE (1) CLOCKWISE ROTATION / SECONDS

DON'T USE COLOR PRELOADERS

1/8   2/8   3/8   4/8   5/8   6/8   7/8   8/8

8.5 *Switches and Media*

Switches Checkboxes and Radio Buttons

Media Play

| ON | OFF |

| × | |

OFF   ON

ON | OFF

| ✓ |

| Section 1 | Section 2 | Section 3 |

Sliders   Scrubber

0

00:00   -03:32   DEFAULT / IDLE

64

02:20   -01:12   PRESS / SWIPE

9.0
Voice Commands

9.1 Voice Commands

Voice Command in a manner of natural speaking. Applications take advantage of the catalog of available commands that default to context or intent. App creators can append custom commands for their applications to enable voice activation of specific application features.

Listening...

Say things like:

" *What's the weather like*

" *Send a message to Mike*

" *Tune to K-Rock*

" *Play Coldplay*

" *Cancel*

73°

76°

Which Mike?

" *Mike Eves*

" *Mike Johnson*

73° 76°

OK. Which number?

" *Home*

" *Mobile*

73° 76°

Sure. What would you like to say to Mike?

Speak now...

73° 76°

OK. Here is what I got:

" *Hi Mike. I'm coming to the drive studio tomorrow. Would you like to grab lunch?* "

" *Send*

" *Start over*

" *Cancel*

73° 76°
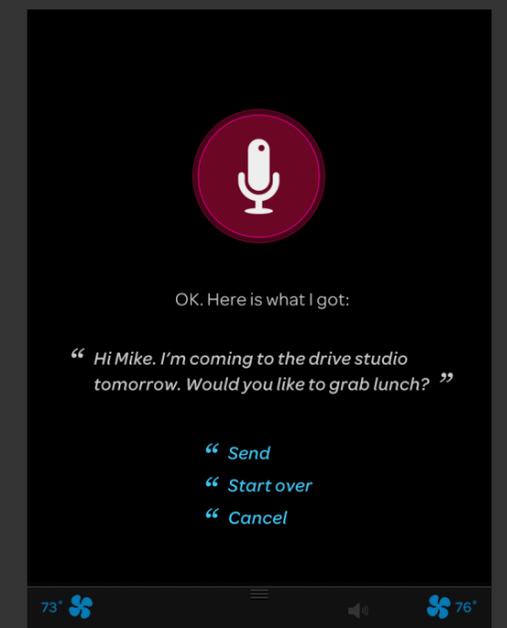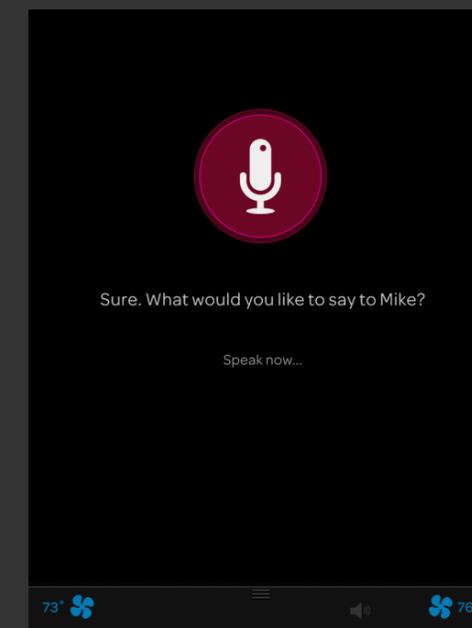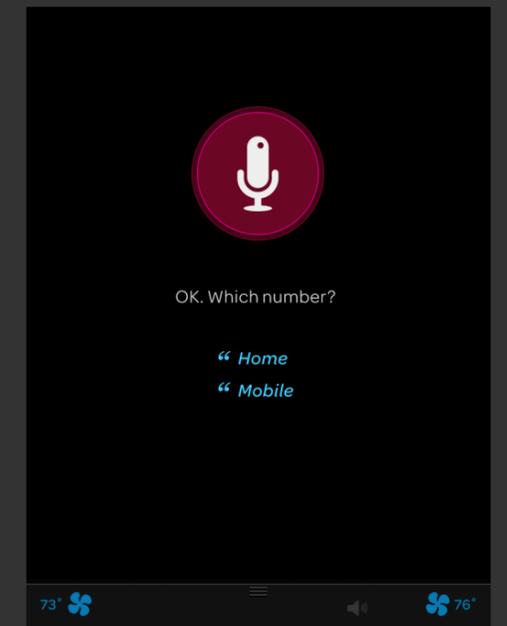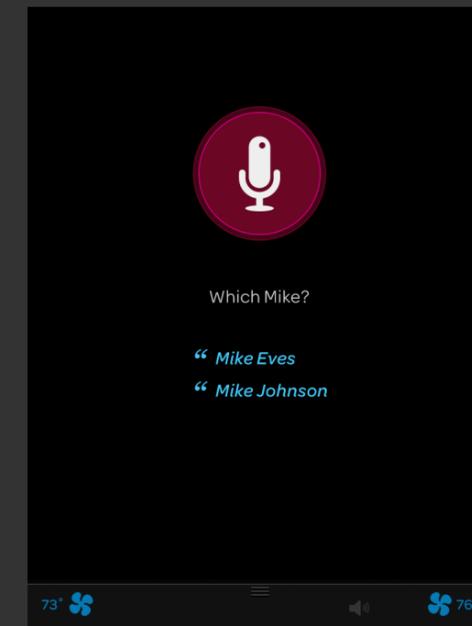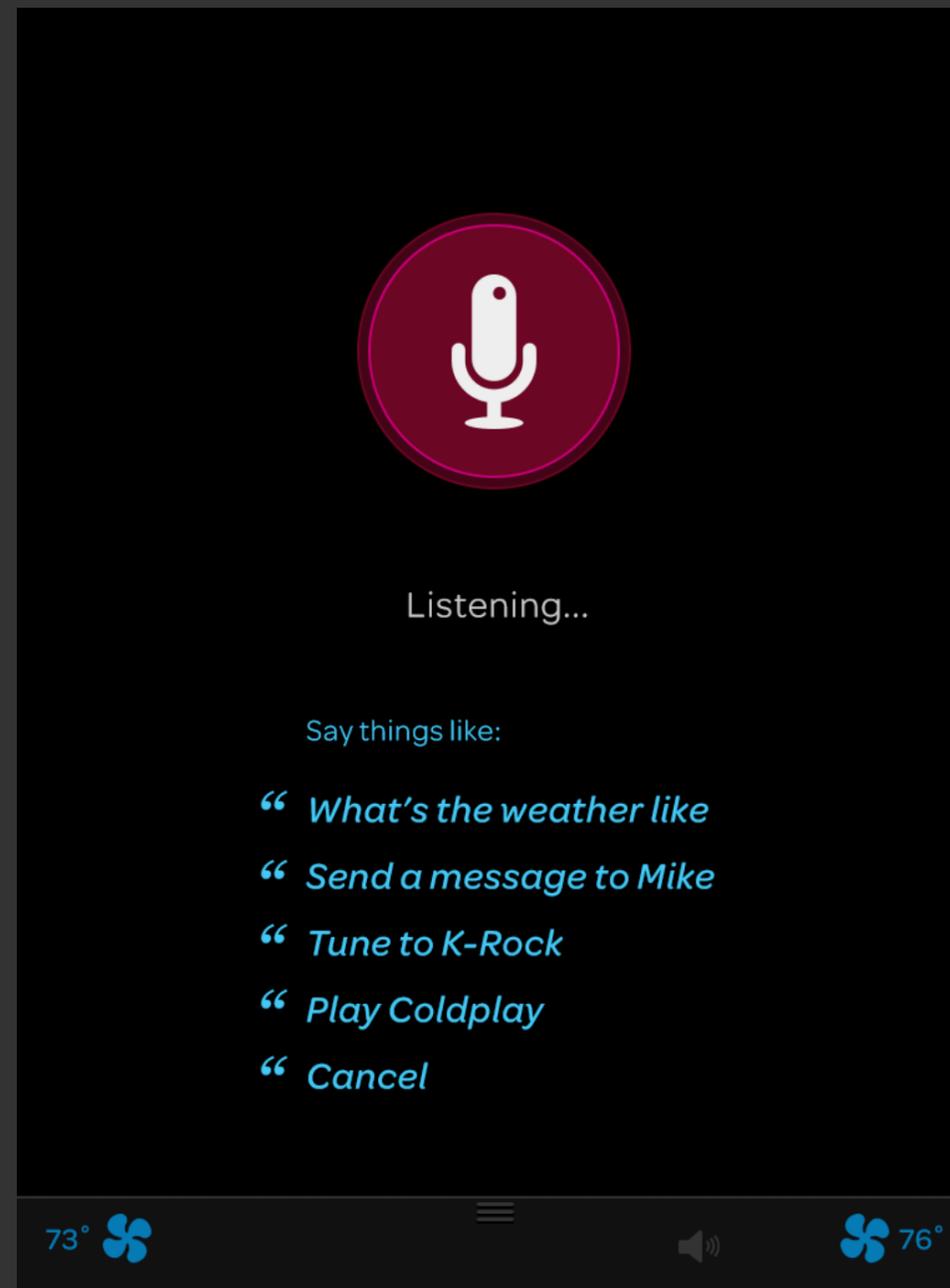
Screen shown is AT&T Head Unit Demo. OEM implementation may vary.