

MOBILE APPLICATION STYLE GUIDE



#### **Version 1**

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### **PURPOSE**

The Windows Phone 7 Style Guide is an overview of the design elements and specifications needed to produce the application interface. Screen designs have been annotated with specific dimensions, style cues and typography guidelines to help developers create the interface accordingly in both portrait and landscape orientations.

The sections within the document outline creative elements at a high level (typography, colors, etc.) and specifications for production (model specifications, landscape details) at a detailed level. Developers should rely on this document to not only produce the design interface but also as a reference for rules & actions established in the creative phase of the project.

Please note that the screens represented in this document are a subset of all screens, called Key Screens. To fully understand the interaction model and user experience rules of the app, also see Windows Phone 7 Device Interaction Guide (DIG).

### **HOW TO USE**

Step 1- Use the DIG document to research the UI and similar pages of the screen you are developing. The DIG document is posted in Sharepoint on the mobile project. The key screens outlined in the DIG are carried over to this document to provide a more detailed look at the user interface from a design perspective.

Step 2- For an overview of how the Home Depot brand has been preserved and blended with the WP7 design style you can reference the color palette, typography, Buttons/CTA's sections.

Step 3- Utilize the Global header, Model specification, screen regions and design specifications to access detailed information on how the screens can be produced. In these sections you will find variables such as screen dimensions, pixel dimensions of elements on the screens, as well as specifications on transferring the design to a landscape mode.

Step 4- Use the Design Specifications section to understand the correct placement of any assets that are not dynamically produced

Step 5- Use the Animation section to understand transistions in the flow and how they should be iimplemented.

## **REVISION HISTORY**

Revision After	Description	Author/Date
V_1 V_1.1	Initital version.  Updates.  Revise captcha icons Fix button widths, pg. 12 Revise Done icon usage, pg. 15 Add line heights to type Revise page numbering Scoped Pano screen Removed nav image from narrow list Updated store listing	C.R.B. 12/10/10 C.R.B. 12/15/10
V_1.2	Updates.  Fixes to pano color documentation and hero sizing	C.R.B. 12/21/10
V_1.3	Updates.  Add recent searches to search pivot Update Panorama My Store section	C.R.B. 01/04/11
V_1.4	Updates.  Add Share by email asset Update PIP to add rating Update review Overall rating layout Update Shop landing pivots to add a recent searches pivot Update search screen recent viewed to be a PLP list Updates to home screen panorama	C.R.B. 01/07/11
V_1.5	Updates.  Added a load more button to the CLP and PLP pages  Store Locator and Action Screen have been up dated to make the City, State and ZIP search a form field within that screen Added annotation for pushpin text style on map Added star rating images	C.R.B. 01/18/11
V_1.6	Updates.  Added 7 digit price and layout changes to PLP Added secondary pricing to PIP Added missing text input on edit cart for mCommerce  Updates to fix defects for QA	C.R.B. 01/18/11

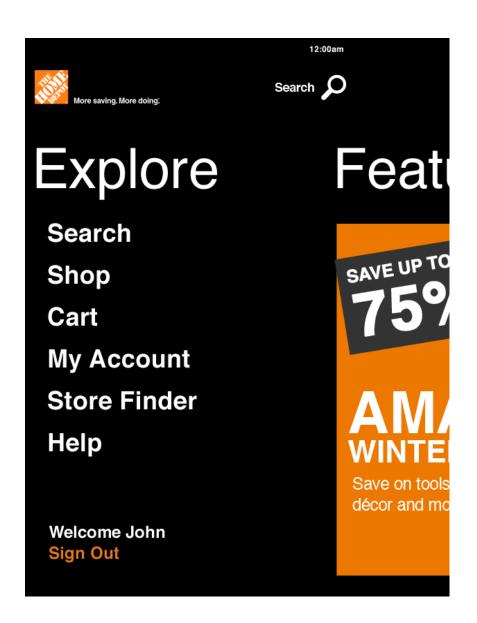
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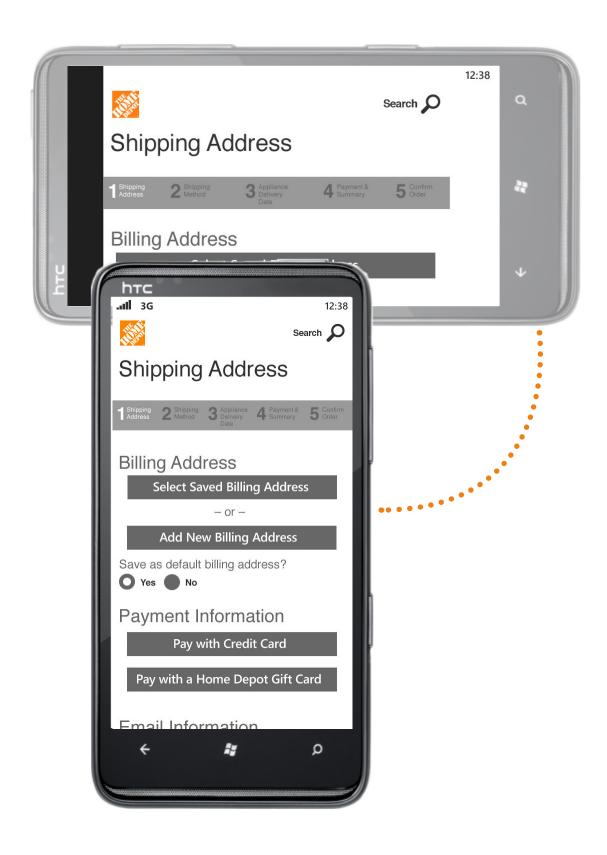
## WINDOWS PHONE 7



## SCREEN ORIENTATION

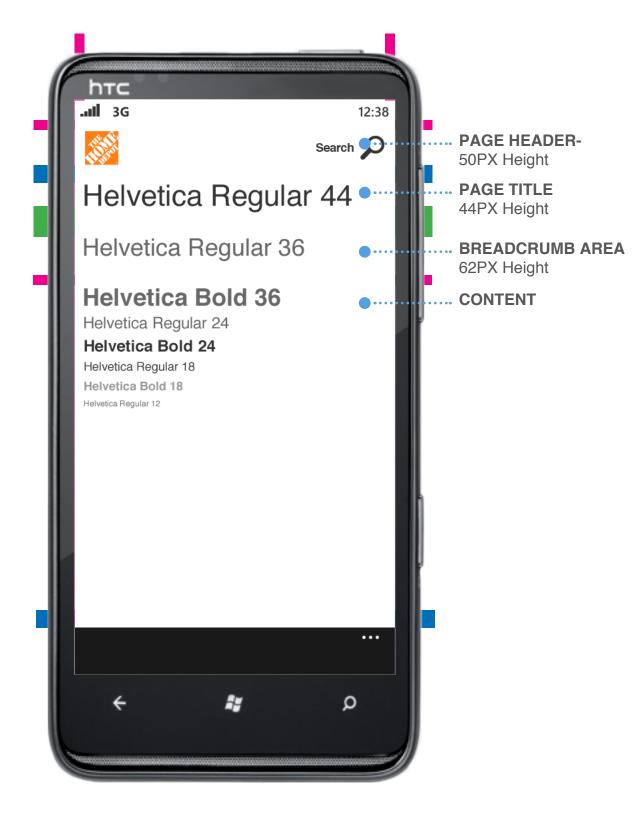
### PORTRAIT & LANDSCAPE

The App will automatically rotate all of the elements within a rotatable page to fit within the prefered orientation with proper left justification. Single buttons on pages will automatically be center justified.



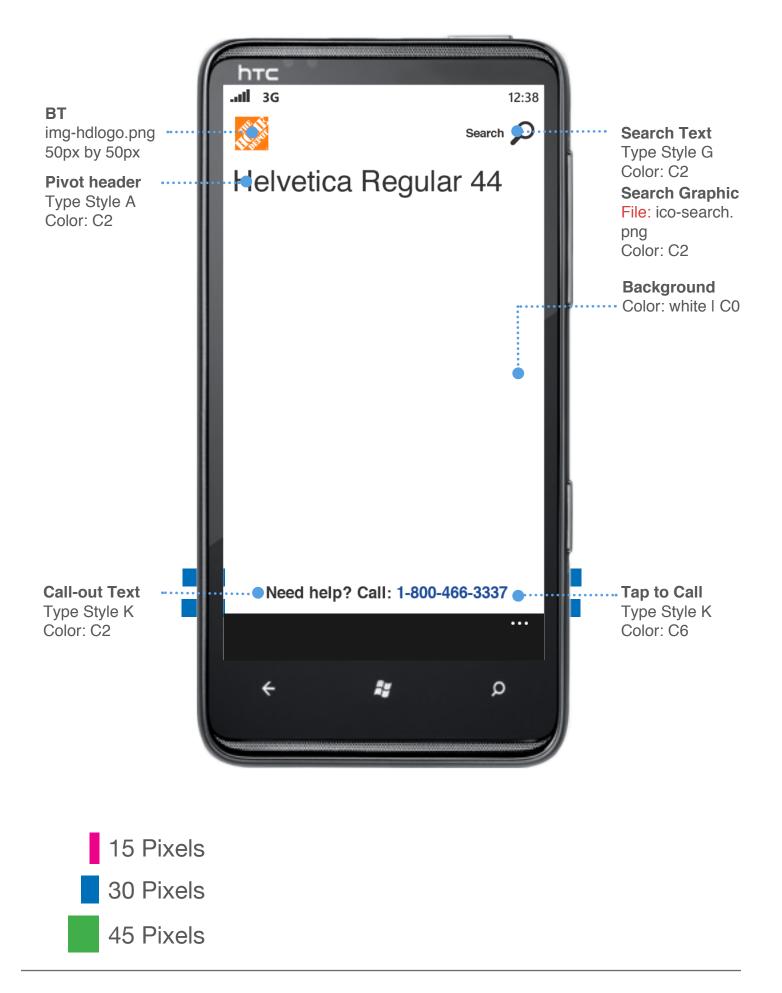
## SCREEN REGIONS

### PIVOT GRID AND SPACING



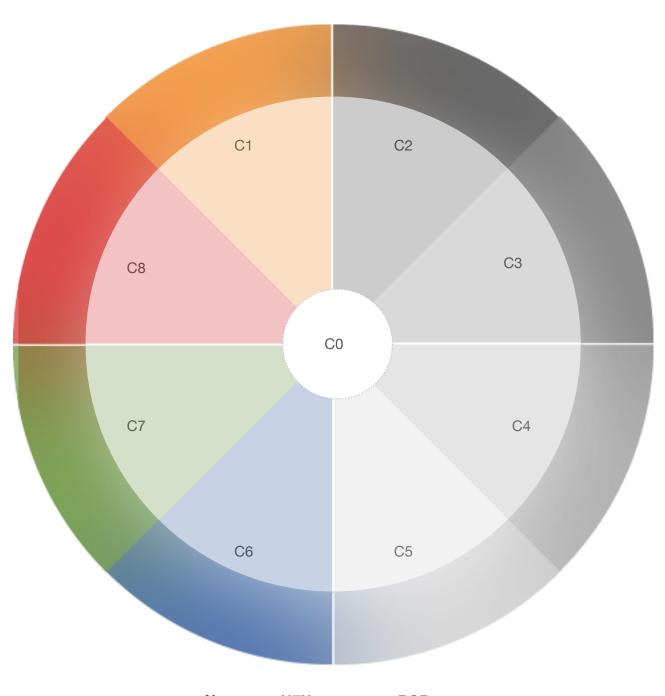


## SCREEN REGIONS PIVOT GLOBAL ELEMENTS



## COLOR PALETTE

### Swatches



Name	HEX	RGB
C0	FFFFF	255/255/255
C1	F68500	240/128/19
C2	333333	51/51/51
C3	666666	102/102/102
C4	999999	153/153/153
C5	CCCCCC	204/204/204
C6	1e4c97	30/76/151
C7	52851f	82/133/31
C8	d20f0f	210/15/15

## **TYPOGRAPHY**

### Type & Hierarchy

All the typography in the application except for some CTA's should use Helvetica in either bold or regular weights. .

### **HELVETICA**

### **HELVETICA**

AaBbCcDdEeFfGgHhliJjKkLIMmNnOoPpQqRrSs TtUuVvWwXxYyZz123456789!@#\$%^&\*()-=+][{\|

Name	Style	Mapping	Usage/Variation
Type Style A	44 px Regular	none	Header for all main options in WP7 Some prices in orange (PIP)
Type Style B	36 px Regular  44px Line Height	none	Sub- Header for all main options in WP7
Type Style C	36px Bold	Selection Text BOLD Price Text Small Content Bold	Active Prices and product names in mComm pages- On photo list pages  Color Variations: R245, G132, B36 or #FD8423 or black
Type Style D	30 px Regular 30px Line Height	none	links and phone numbers. Add underline for info links  Color variations:
Type Style E	30 px Bold	none	For Content all content, information, copy within the the text boxes.
Type Style F	24 px Regular 24px Line Height	none	For Copy for Search tag and global items
Type Style G	24 px Bold	none	For Copy for Search tag and global items
Type Style F	<sup>12 px Regular</sup> 18px Line Height	none	For Copy inside breadcrumbs for mcomm

### **BUTTONS & CALL TO ACTIONS**

### Button Styles and Uses

The buttons section outlines the various styles that are used to convey action to the user within the app. The buttons styles are outlined for development in both the native environment as well as ay web/JSP buttons that will need to be created dynamically.

Note: All button text is centered and color C0 unless otherwise noted

### **Primary Action Buttons**

150px-48px bt-orange-s Color C1

Type Style E

Lipsum

200px-48px bt-orange-m

Color C1 Type Style E

Lipsum

275px-48px bt-orange-l Color C1

Type Style E

### Secondary Action Buttons

150px-48px bt-white-s Color C0

Type Style E

Lipsum

STROKE FOR EXAMPLE USE ONLY

bt-grey-s

150px-48px Color C3

Type Style E

Lipsum

bt-grey-l

275px-48px Color C3 Type Style E

Lipsum

bt-grey-xl

420px-48px Color C3 Type Style E

Lipsum

### **BUTTONS & CALL TO ACTIONS**

### Button Styles and Uses

The buttons section outlines the various styles that are used to convey action to the user within the app. The buttons styles are outlined for development in both the native environment as well as ay web/JSP buttons that will need to be created dynamically. We will be outlining two processes for the buttons based on the different development environments.

### Calls To Action







Search Icon

Used as a button to activate search from the header



Chevron

Used as a symbol of more information on specific text blocks ion the cart path

#### Text Entry Box

DECT CTATE

### Lipsum dolor sit amet.

Standard text entry box, always 100% when an action button is not on the same line. When container has a background color no stroke is used.

RESISIAIE	FUCUS STATE
Background: C0	Background: C0
Type style D	Type style D
Type color C4	Type color C2
Stroke 3px	Stroke 3px
Stroke color C4	Stroke color C2

EOCHE STATE

#### **SELECTION STATE**

Background: C0
Type style D
Type color C0
Type Background C1
Stroke 3px
Stroke color C2

## **NAVIGATION ELEMENTS & ICONS**

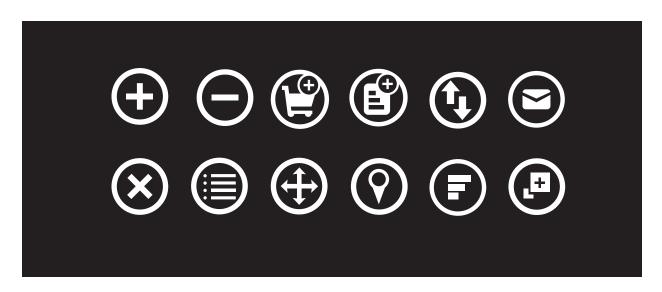
### Primary App Navigation Icons

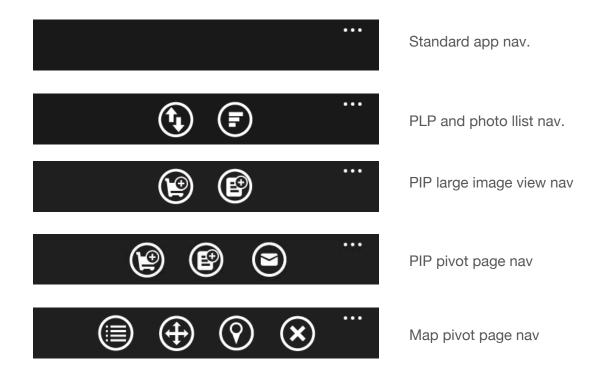
The diagram below illustrates Icons applied to the navigation bar.





### Nav Menu Icons and Their Usage





## **ASSET GLOSSARY**

This section is meant to be a guide to graphical assets and their usage, the catalogue does not reference all graphical assets in the app but rather it identifies asset styles. Here is how we have broken down the asset prefix's: img denotes an image, bt denotes button, and ico an icon. Also keep in mind the photo images demonstrated in these tables are not a full represention of the styles instead they show cropped versions of each asset.

Style	Asset Name	Usage
$\bigotimes$	ico-done.png	Used as a done icon in app nav.
+	ico-plus.png	Used in forms to add items in cart
$\Theta$	ico-minus.png	Used in forms to remove items in cart
	ico-addtocart.png	Used in PIP pivots to add item to your cart
	ico-addtomylist.png	Used in PIP pivots to add item to your list
	ico-share.png	Used in PIP pivots to share by email
<b>(†</b> )	ico-sortlist.png	Used in PLP and photo list to sort your list
	ico-narrowlist.png	Used in PLP and photo list to narrow your list
	ico-getdirections.png	Used in map nav to get directions
<b>(1)</b>	ico-instore.png	Used in map nav to get in store map
<b>(</b>	ico-setstores.png Us	ed in map nav to set your store.
<b>(E</b>	ico-enlarge.png	Used in PIP to enlarge product image.

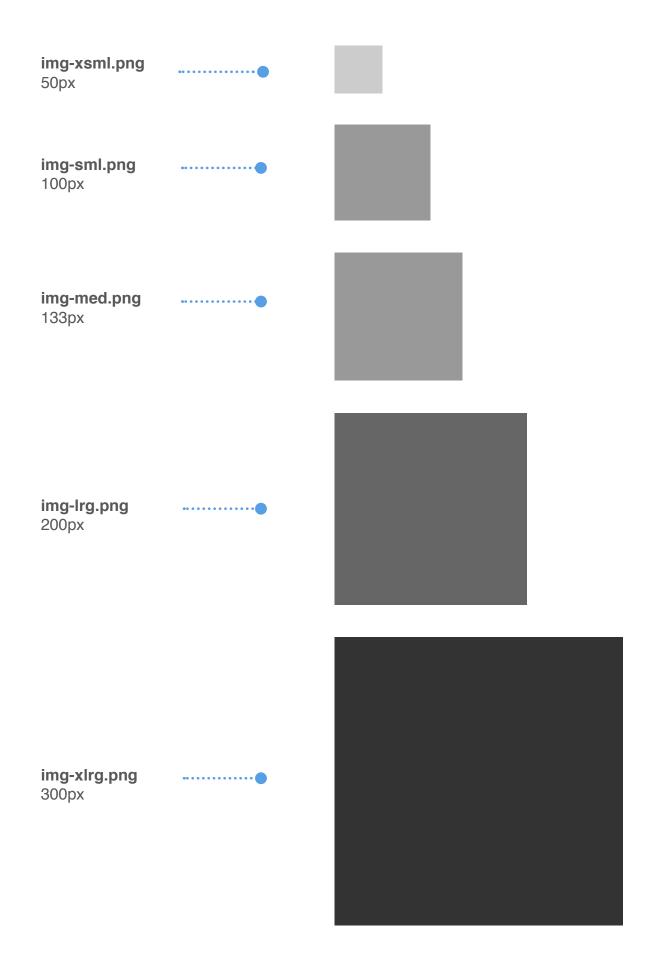
## ASSET GLOSSARY (CONTINUED)

This section is meant to be a guide to graphical assets and their usage, the catalogue does not reference all graphical assets in the app but rather it identifies asset styles. Here is how we have broken down the asset prefix's: img denotes an image, bt denotes button, and ico an icon. Also keep in mind the photo images demonstrated in these tables are not a full represention of the styles instead they show cropped versions of each asset.

Style	Asset Name	Usage
P	ico-search.png	Header button for search.
>	img-chevron.png	Found in mCommerce as a clickable region
0	ico-radio-on.png	Used in mCommerce as a radio ON.
	ico-radio-off.png	Used in mCommerce as a radio OFF
HONE HONE	img-HDlogo.png	The home depot logo
***	star-large.png.png	Star ratings on PLP
🖈 🖈 चीर चीर	star-small.png.png	Star ratings on PLP
• • • • • • • • • • • • • • • • • • • •		

## PRESET IMAGE SIZES

Outlined below are the preset image sizes. The images are not to scale.



## **ANIMATION REFERENCE**

### PORTRAIT & LANDSCAPE

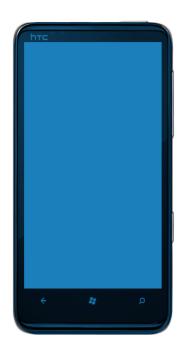
The following diagrams illustrate a series of preset page transitions used on the native windows phone 7 graphic user interface. Please use these as reference only. If you are curious enough to see the transitions in action, click on the video link below.



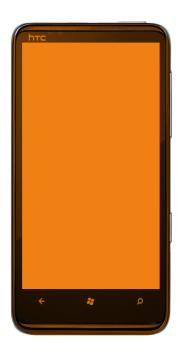




Turnstile feather



Continium



Slide (Page)



Slide Pop-up



Swivel

# NOTES

## NATIVE PAGES HOME PANORAMA

12:00am





## **Explore**

Search
Shop
Cart
My Account
Store Finder
Help

Welcome John Sign Out

## **Featured Products**



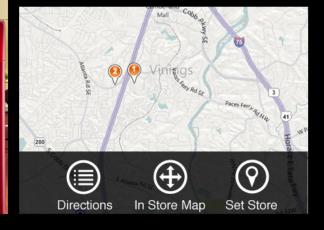


## My Store



Buckhead - Relo #6986 Piedmont Road NE Atlanta, GA 30324 Mon-Fri: 10:00pm Sun: 8:00am-8:00pm Sun: 8:00am-8:00pm

(404) 841-5608



## **NATIVE PAGES**

### **HOME PANORAMA**

Logo img-hdlogo.png 50px by 50px

Pano Nav Type Style Pano-B Color: C0

**Title Text** Type Style Pano-A Color: C0

Explore

Featured Products

Search

Shop

Cart

My Account

Store Finder

Help

Welcome John

Save on roots, taucets, lighting. dácor aret more 🤊



**Body Text** 

Type Style Pano-C Type Style Pano-C Color: C0

**Body Text** 

Color: C1

**Content Grid Images** 417 x 417 px

The pano contains self specific styles referenced on this page. The only cross reference material are the color naming.

#### Icon overlay

ico-getdirections.png

ico-instoremap.png

ico-setstore.png

## Address Text Type Style Pano-C

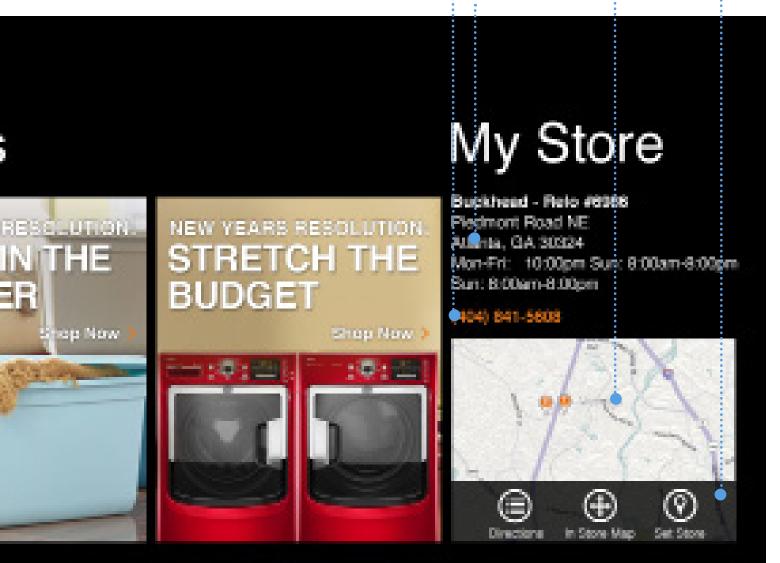
Color: C1

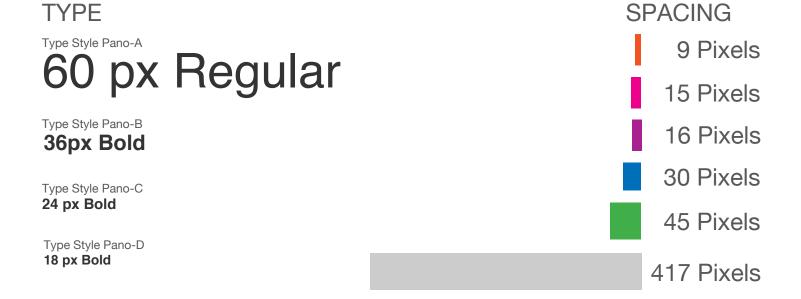
417x275px

#### **Address Text**

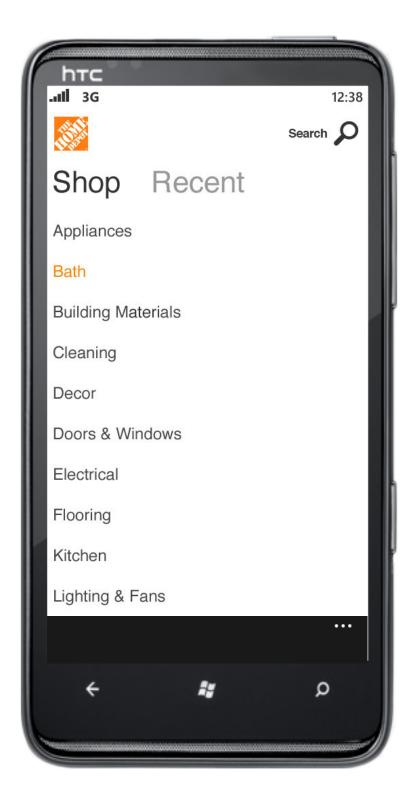
Type Style Pano-C

Color: C0

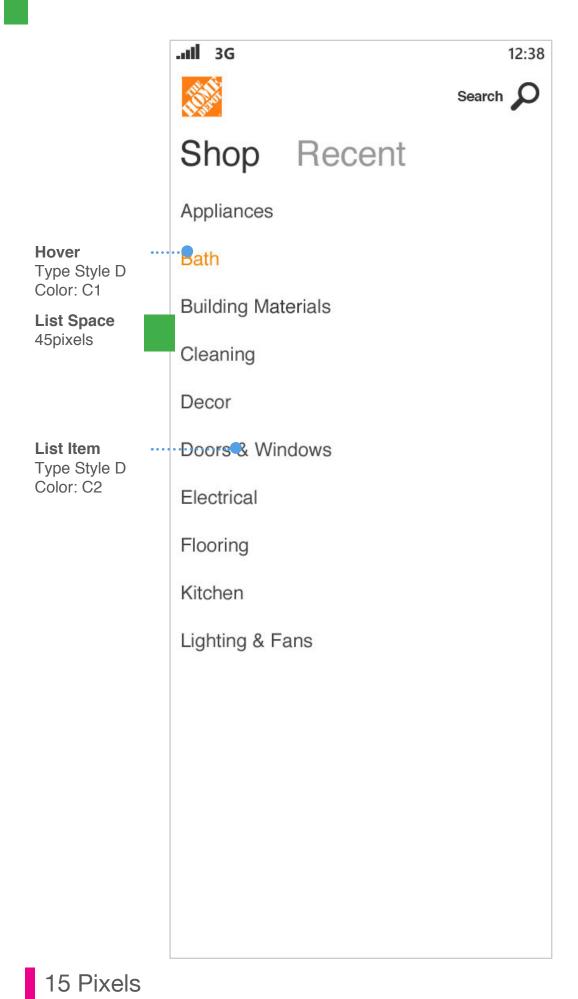




## NATIVE SCREENS BROWSE PIVOT- SHOP- BP.0P



### **BROWSE PIVOT- SHOP**



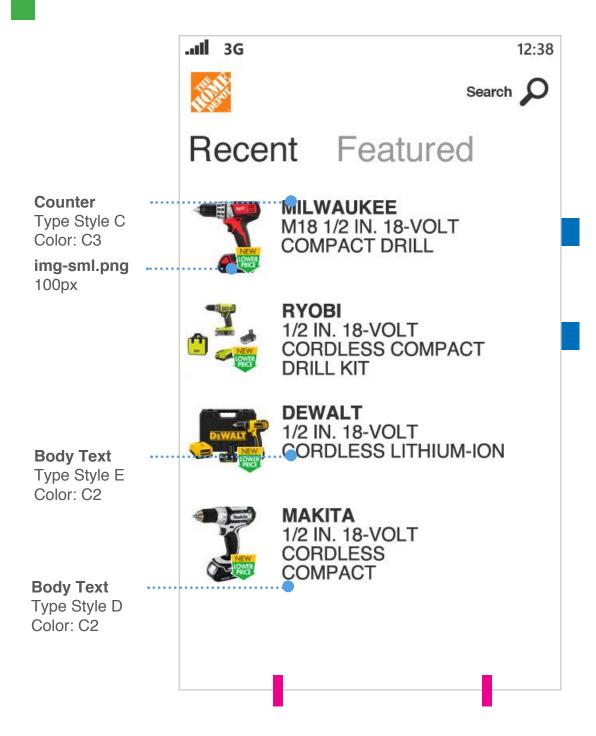
45 Pixels

30 Pixels

BROWSE PIVOT- RECENT- BP.0P.B

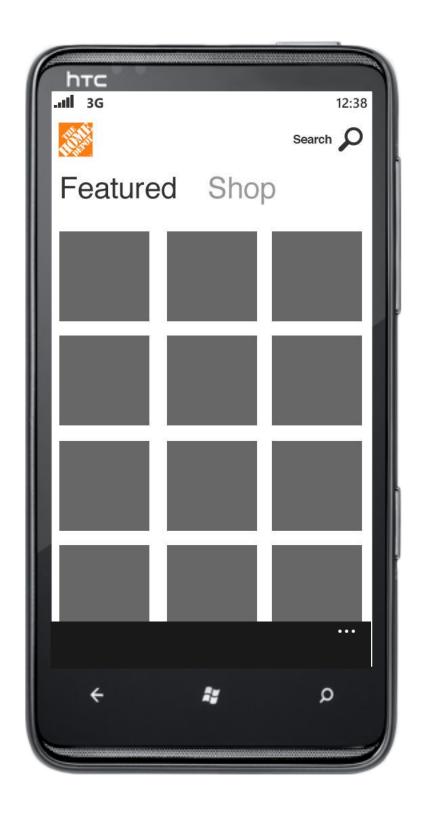


### **BROWSE PIVOT- RECENT**

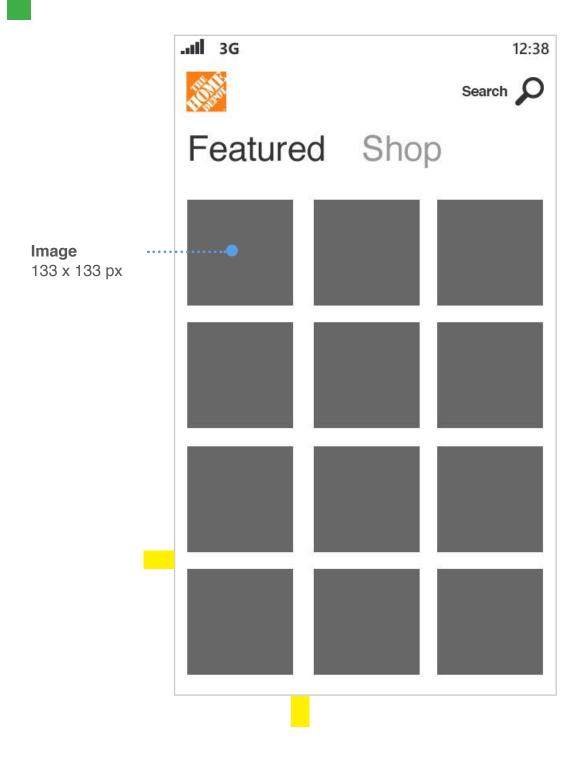


- 15 Pixels
- 25 Pixels
- 45 Pixels

BROWSE PIVOT- FEATURED - BP.0P.B



### **BROWSE PIVOT- FEATURED**

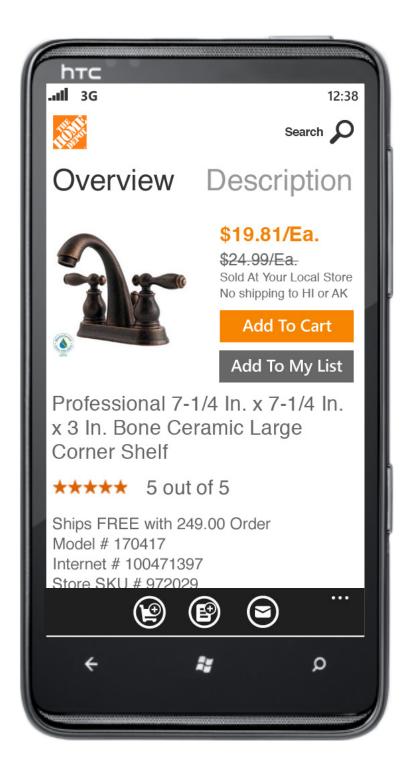




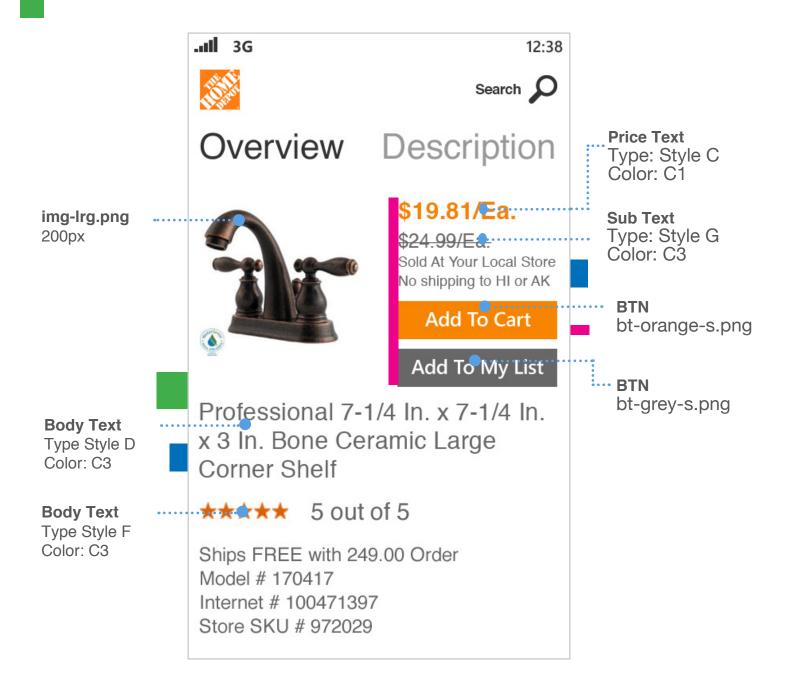
25 Pixels

45 Pixels

## NATIVE SCREENS PIP PIVOT- OVERVIEW- BP.PIP



### PIP PIVOT- OVERVIEW



15 Pixels

30 Pixels

45 Pixels

### PIP PIVOT- DESCRIPTION- BP.0P.C



### PIP PIVOT- DESCRIPTION





Search D



## Description Reviews (2

**Body Text** Type Style D Color: C3

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer pharetra, sapien congue conque laoreet, odio nisl elementum sem, eget luctus arcu enim id augue.

Praesent sed congue turpis. Maecenas ut faucibus diam. Nullam nec turpis eros. Etiam vitae metus mauris. Maecenas ultricies scelerisque suscipit.

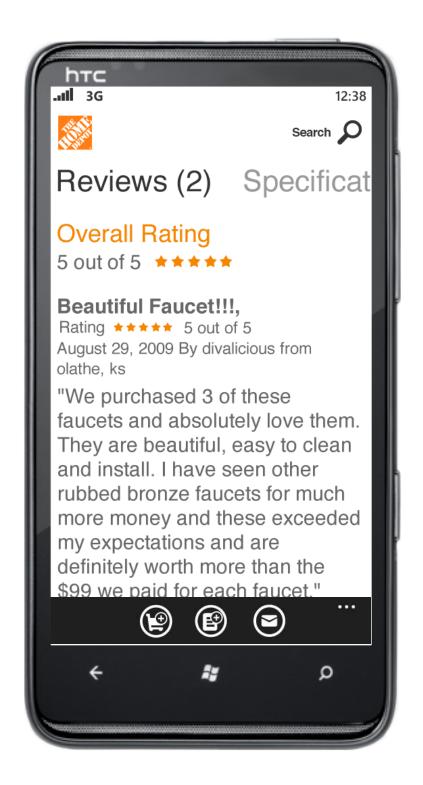
Ut dapibus, neque sed pharetra rhoncus, turpis eros blandit ante, et pulvinar arcu nunc nec purus. Vivamus eget ligula at mauris tincidunt ultrices at sed odio.

15 Pixels

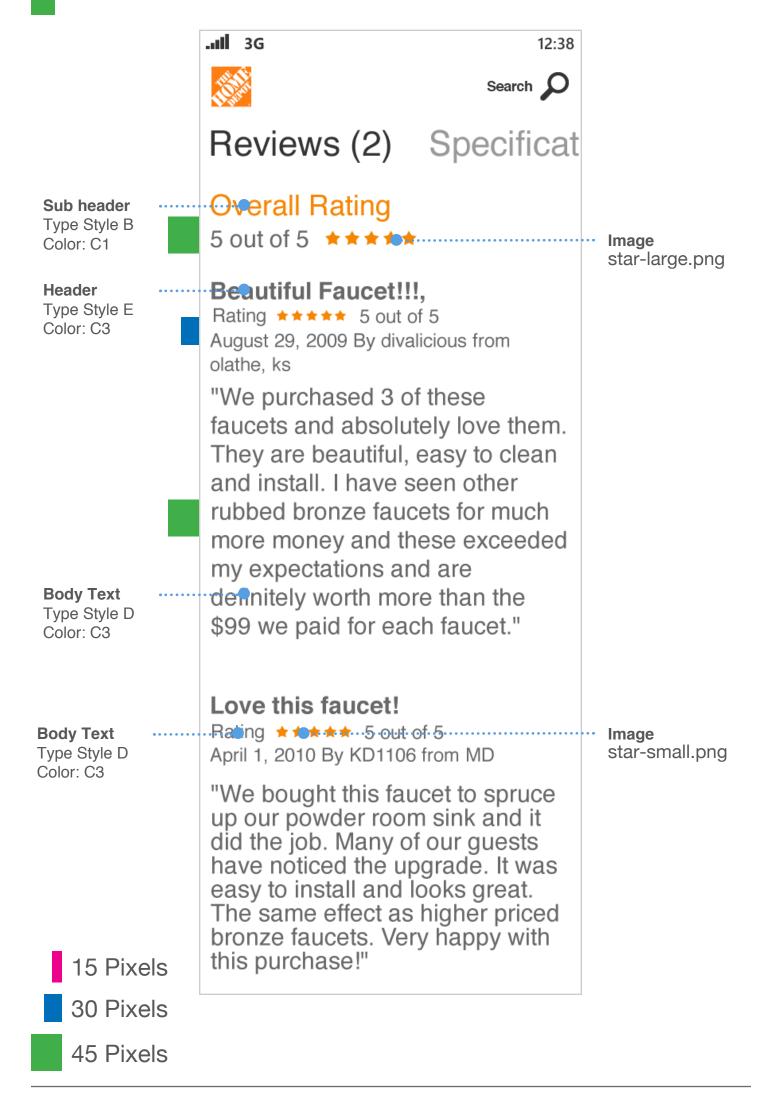
30 Pixels

45 Pixels

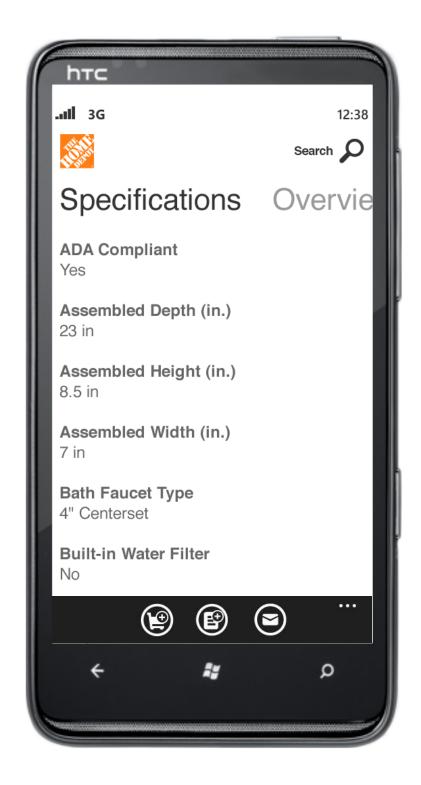
PIP PIVOT- REVIEWS- BP.PIP.C



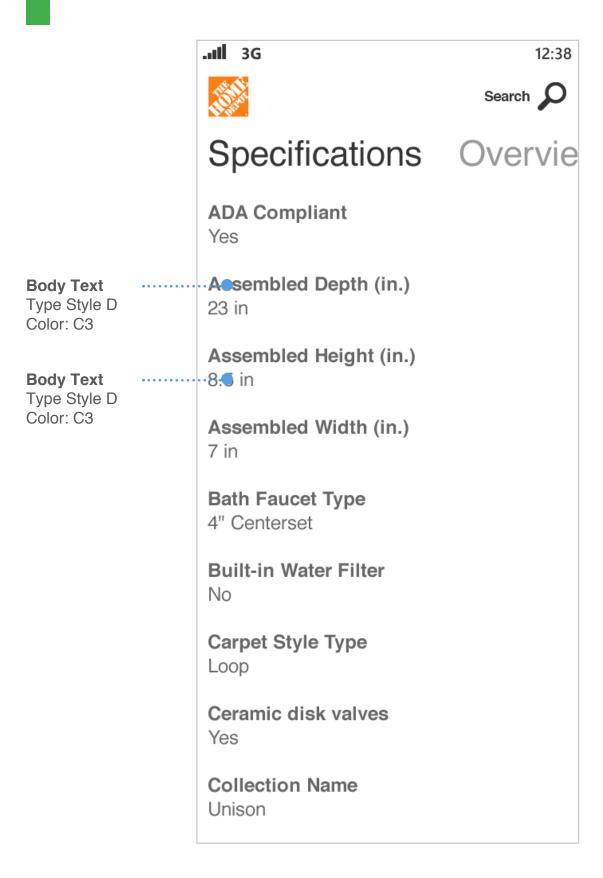
### PIP PIVOT- REVIEWS



### PIP PIVOT-SPECIFICATIONS- BP.PIP.D



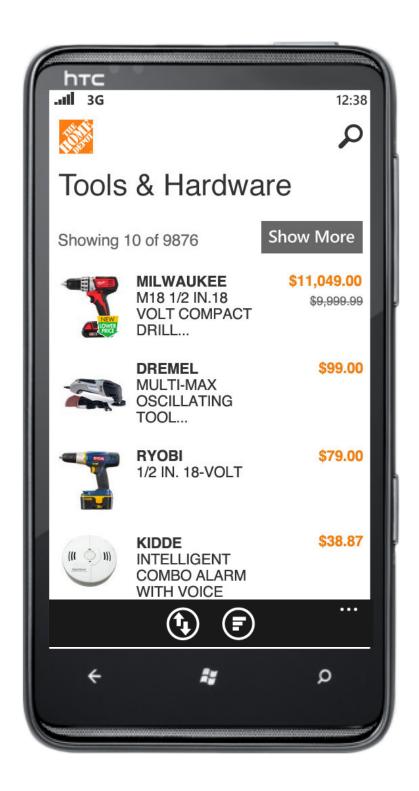
#### PIP PIVOT- SPECIFICATIONS



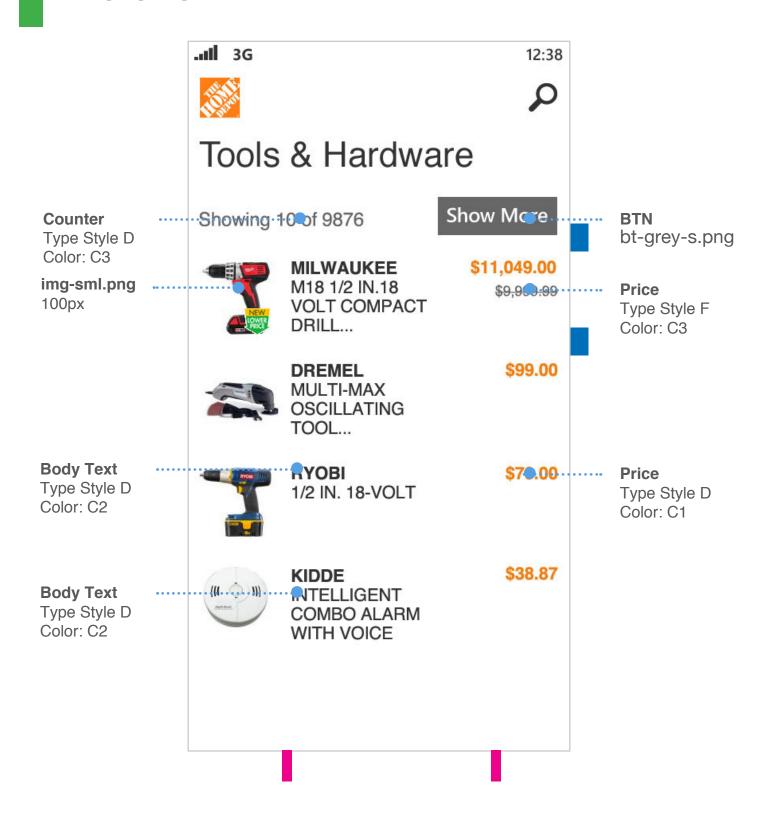
15 Pixels

30 Pixels

PHOTO LIST- BP.1.1.1



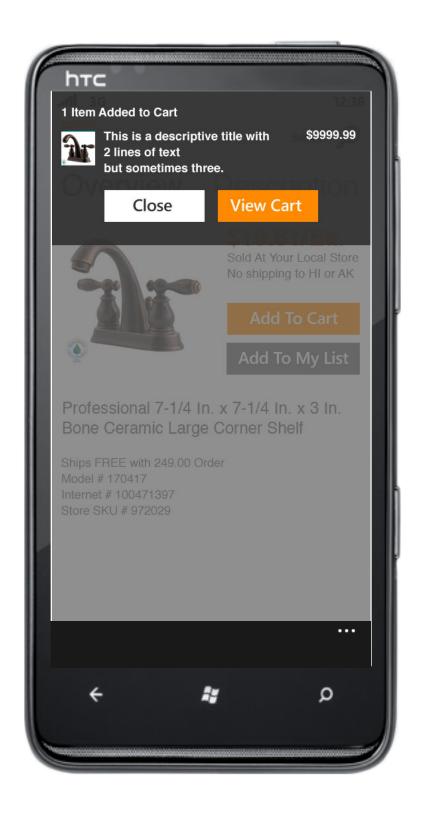
### NATIVE SCREENS PHOTO LIST



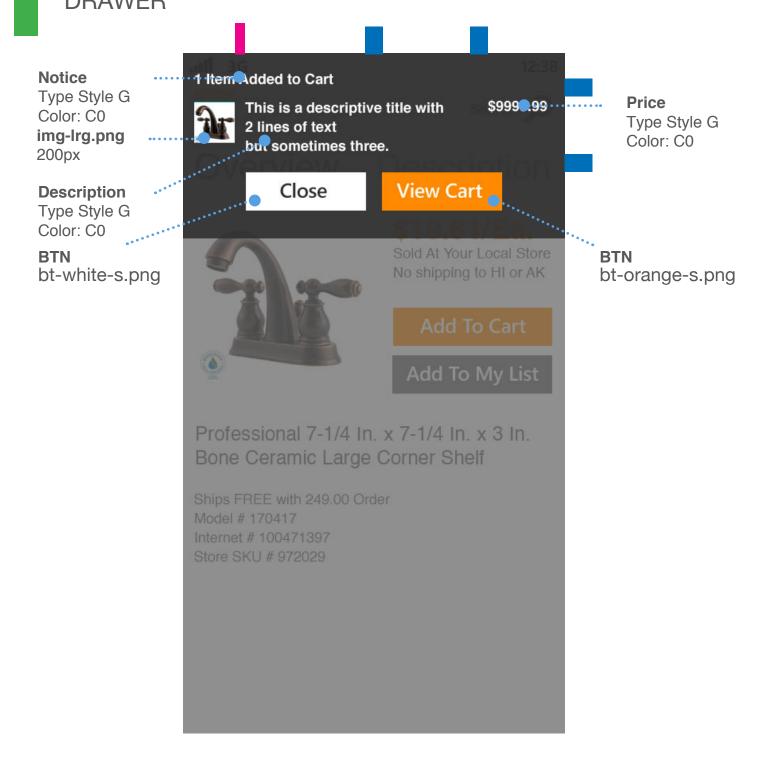


30 Pixels

DRAWER- BP.1.1.1.1.5 (Add to Cart Drawer)



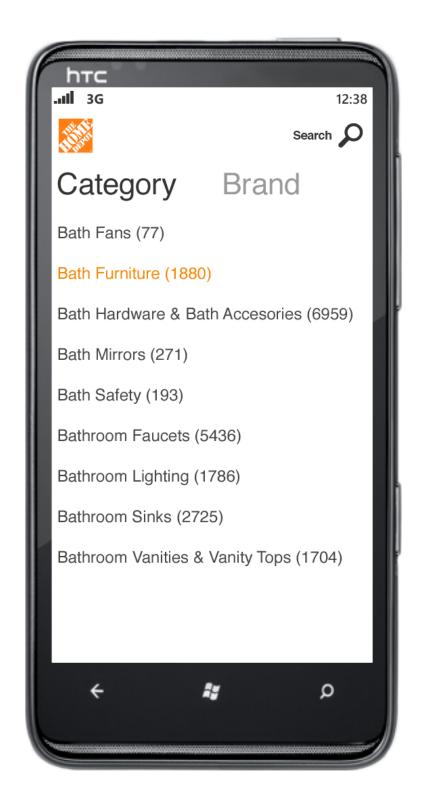
### NATIVE SCREENS DRAWER



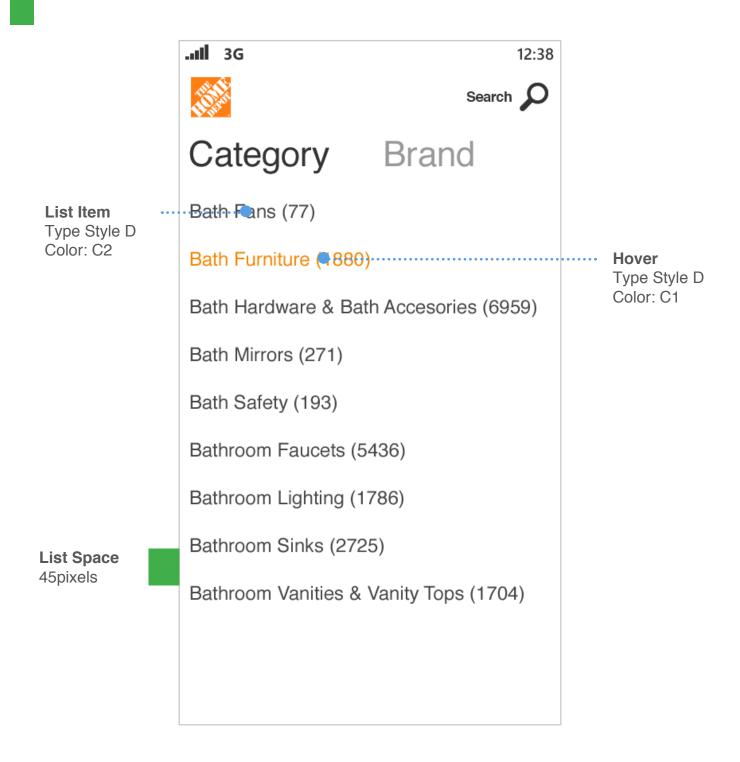
15 Pixels

30 Pixels

**SELECTION LIST- BP.1.2** 

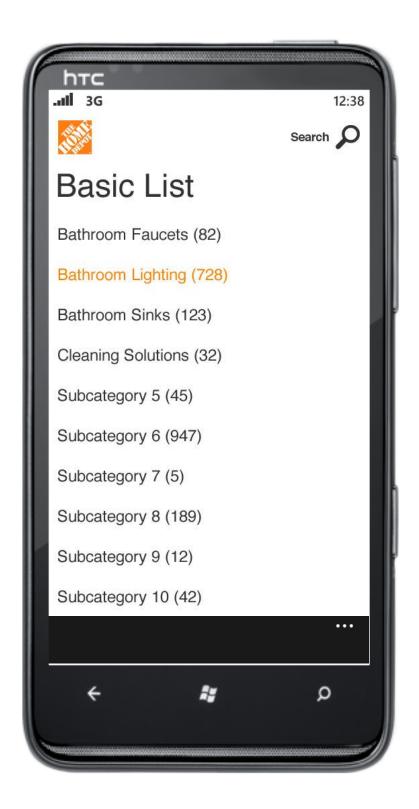


#### **SELECTION LIST**

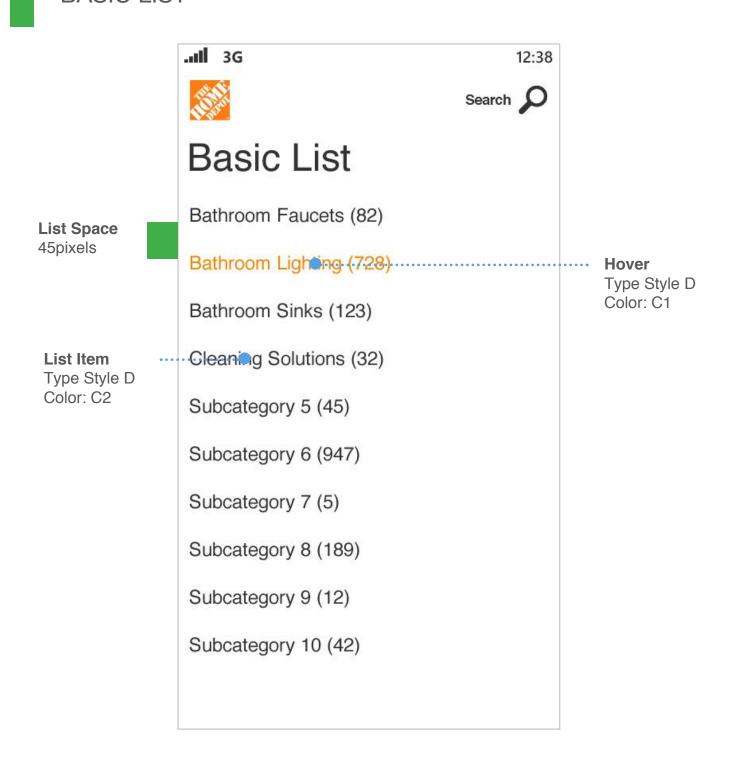


- 15 Pixels
- 30 Pixels
- 45 Pixels

BASIC LIST- BP.1.1



## NATIVE SCREENS BASIC LIST



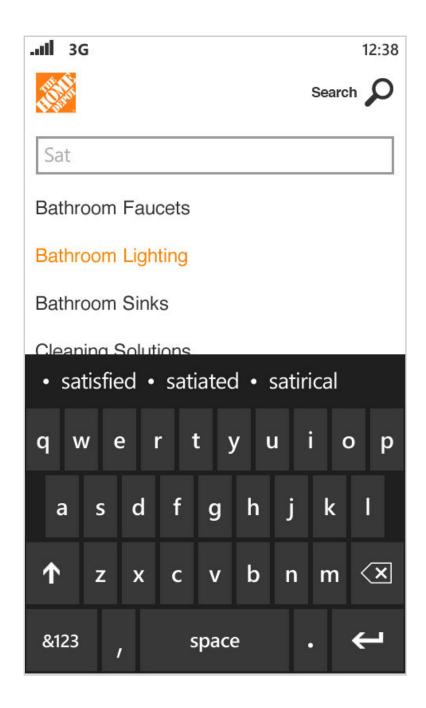
15 Pixels

30 Pixels

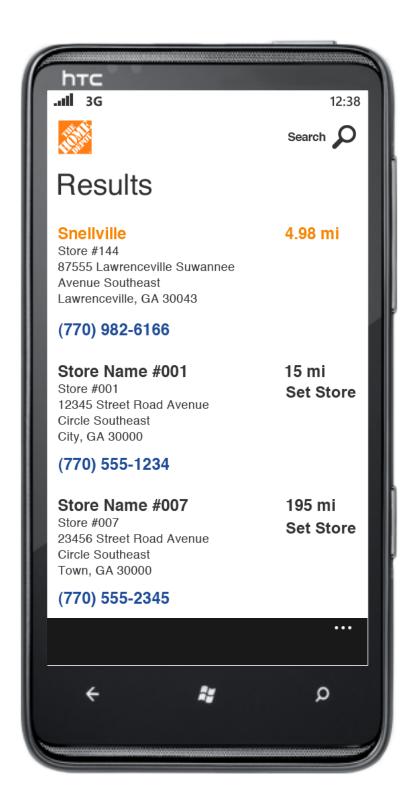
SEARCH- SR.0



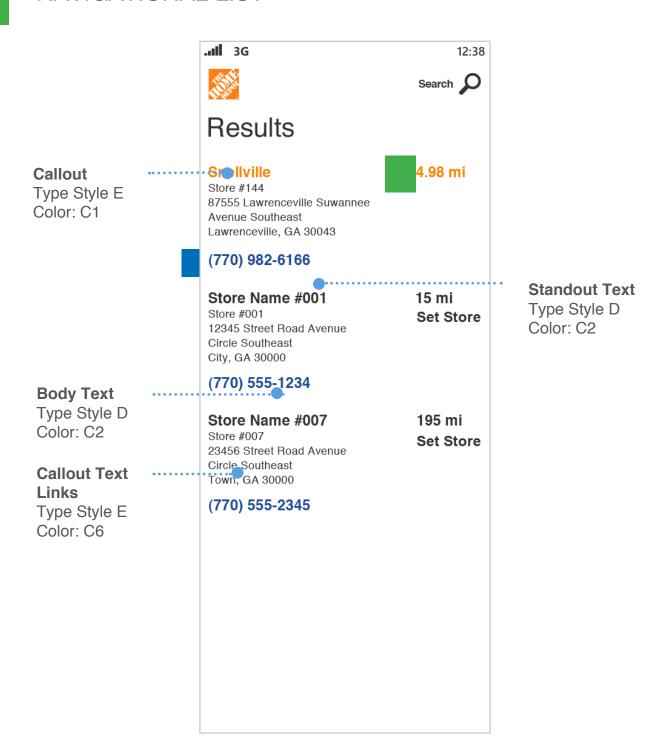
## NATIVE SCREENS SEARCH



#### **NAVIGATIONAL LIST- SL.1.1.1**



#### **NAVIGATIONAL LIST**

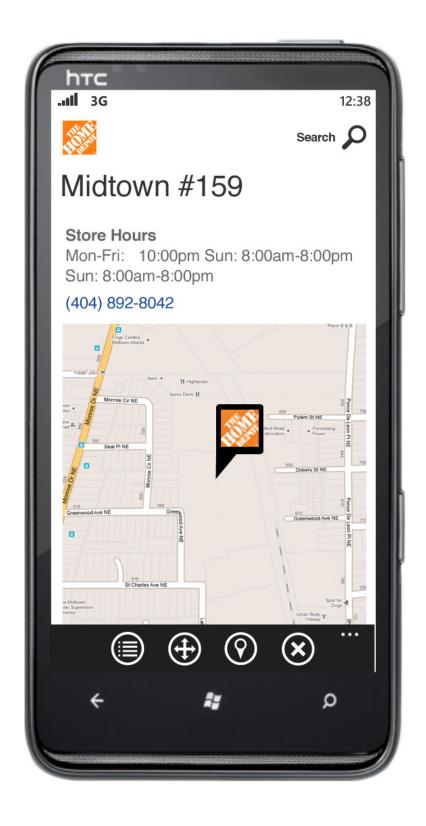


- 15 Pixels
- 30 Pixels
- 45 Pixels

MAP- SL.1.1.1.1 (View Map)

The Map screen displays either a map to a store or an in-store map. It consists of:

- Map
- Store Name and details
- Optionally includes actionable buttons



MAP





30 Pixels

#### LARGE PHOTO- BP.1.1.1.1 (Product Image)

The Large Photo Screen is a unique screen type that displays an enlarged image or images of a specific product. It consists of:

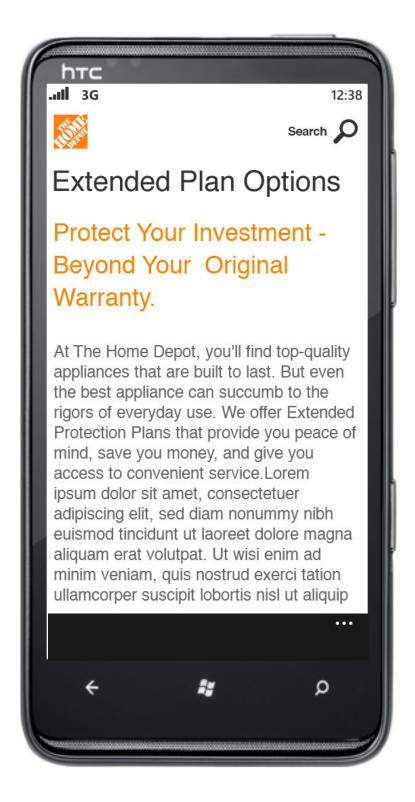
- All images available for that product on .com
- Add to My List/Cart module



#### LARGE PHOTO



## NATIVE SCREENS BASIC CONTENT- MC.2.1.1.2



#### **BASIC CONTENT**





#### **Extended Plan Options**

Protect Your Investment -Beyond Your Original Warranty.

Sub header Type Style B Color: C1

**List Space** 45pixels

Body Text
Type Style D
Color: C3

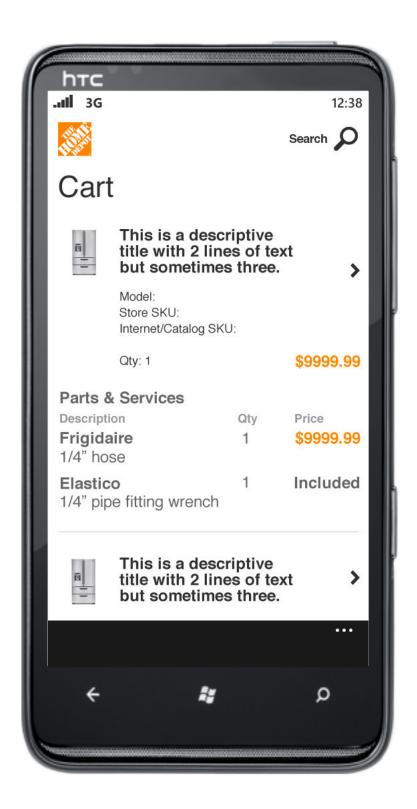
At The Home Depot, you'll find top-quality appliances that are built to last. But even the best appliance can succumb to the rigors of everyday use. We offer Extended Protection Plans that provide you peace of mind, save you money, and give you accees to convenient service.Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip

Need help? Call: 1-800-466-3337

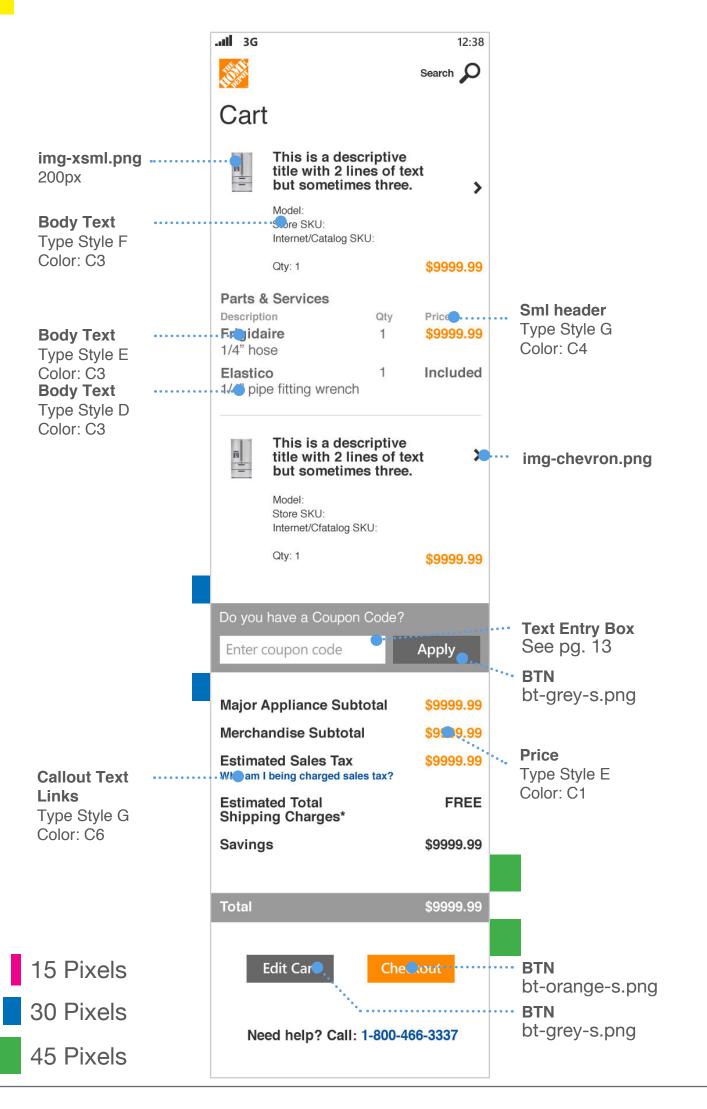
15 Pixels

30 Pixels

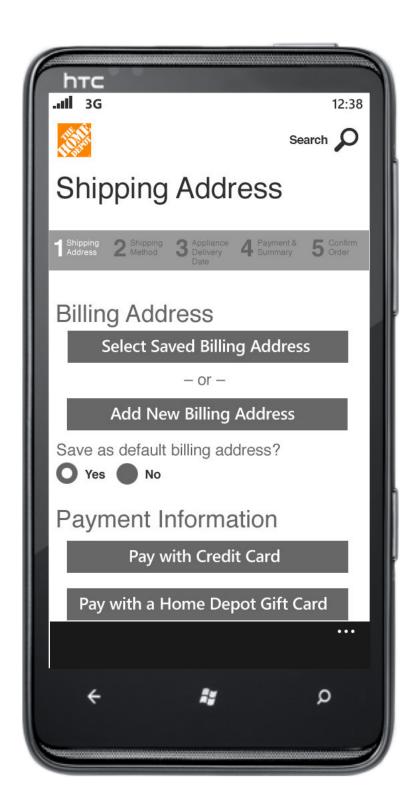
# MCOMMERCE CART- MC.1



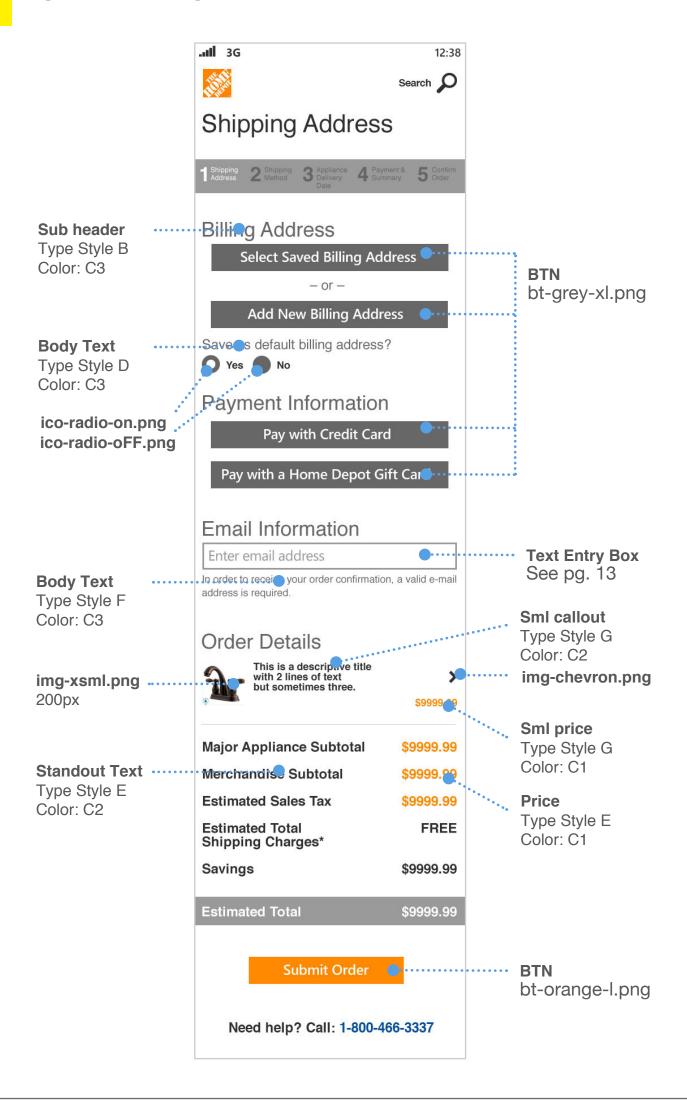
## MCOMMERCE CART



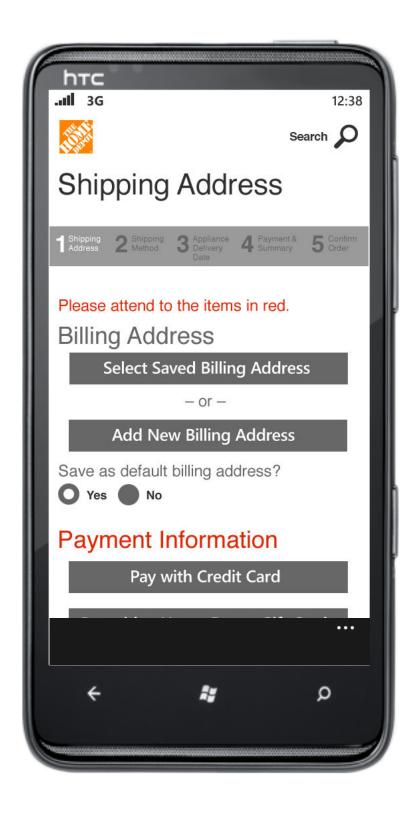
#### MCOMMERCE STANDARD FORM- MC,1,2,1,1



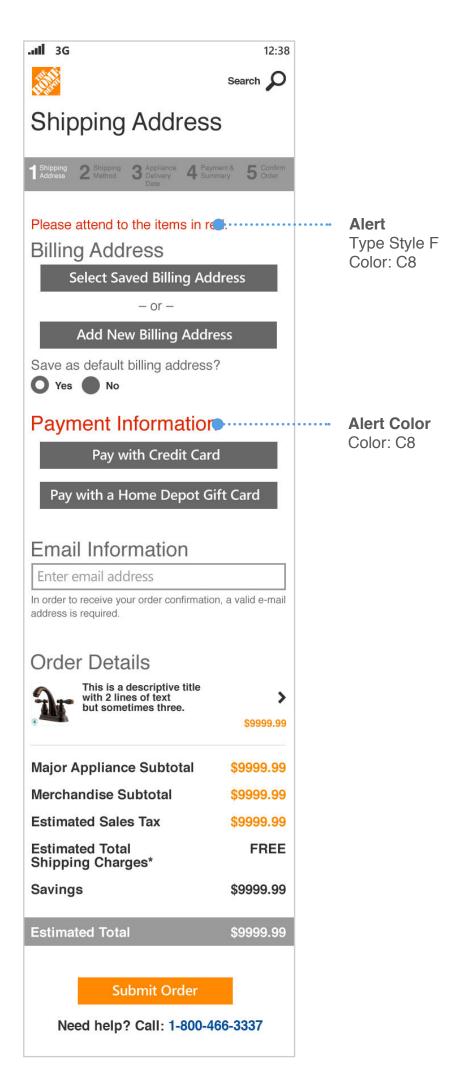
#### MCOMMERCE STANDARD FORM



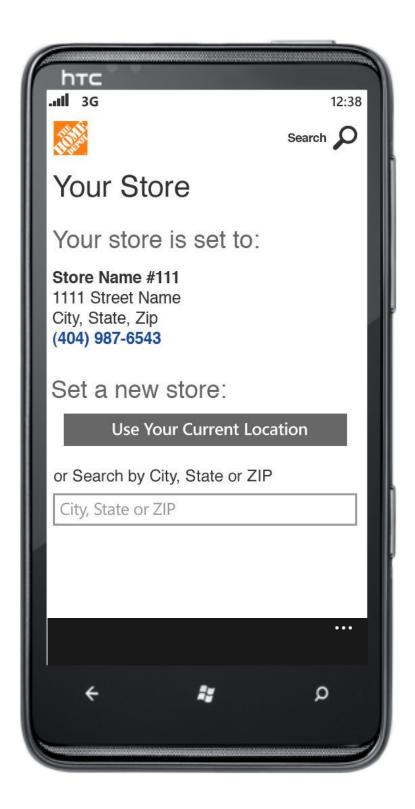
#### MCOMMERCE STANDARD FORM- MC,1,2,1,1



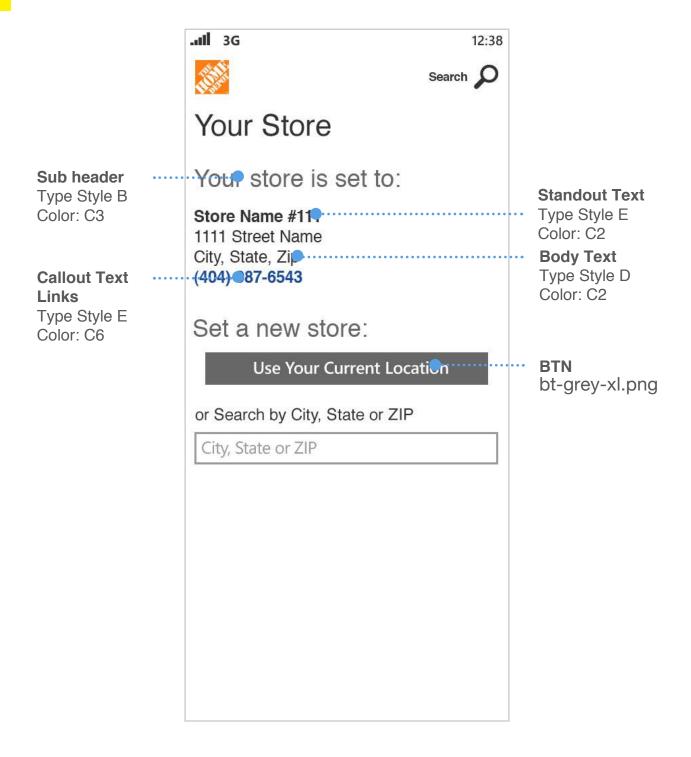
#### MCOMMERCE STANDARD FORM



# MCOMMERCE ACTION SCREEN- SL.2B



## MCOMMERCE ACTION SCREEN



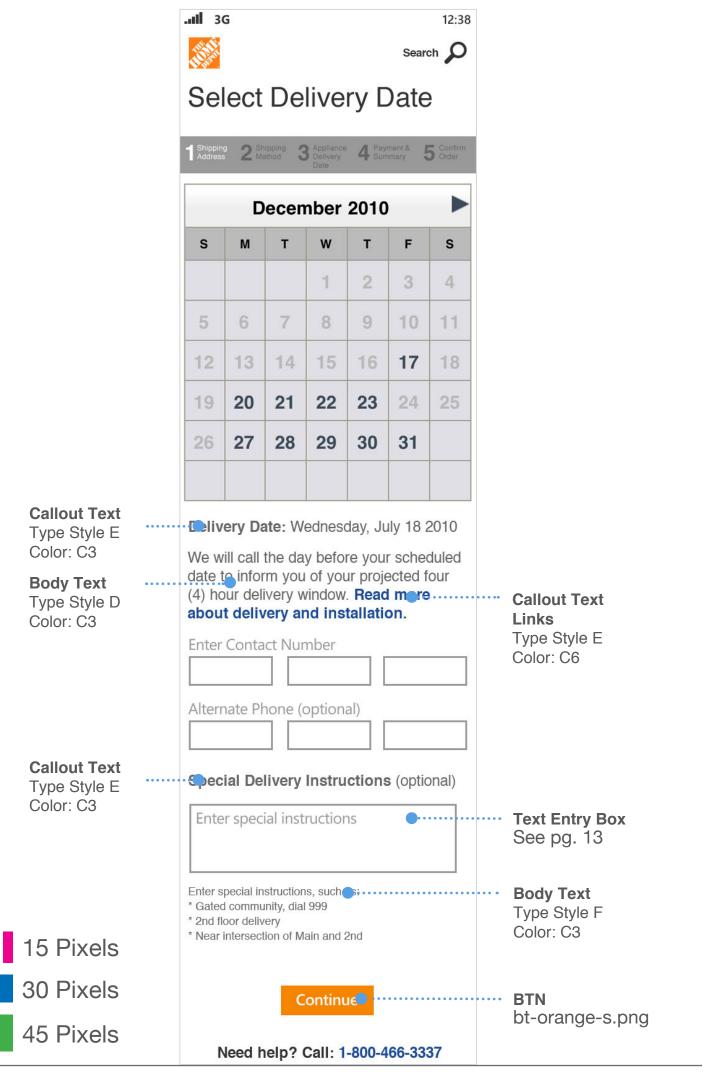
15 Pixels

30 Pixels

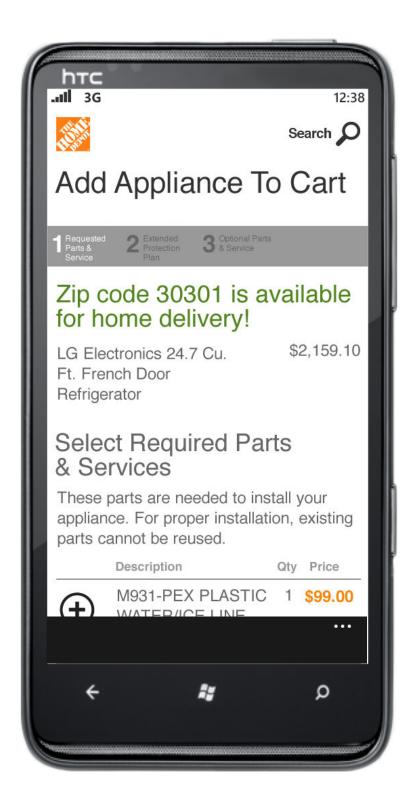
# MCOMMERCE CALENDAR FORM- MC.2.1.1.1.2.1



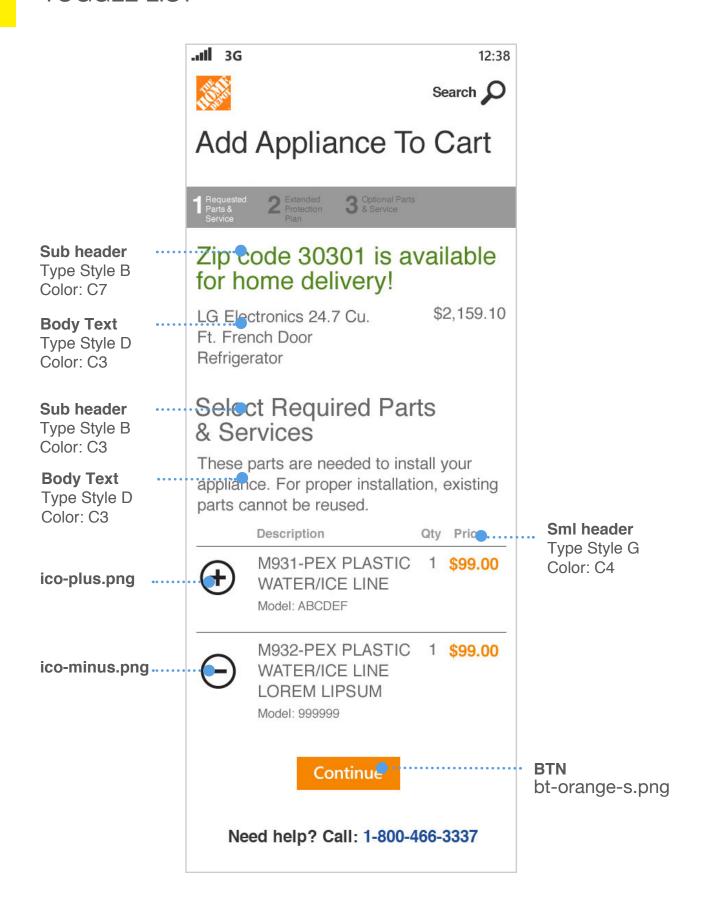
# MCOMMERCE CALENDAR FORM



# MCOMMERCE TOGGLE LIST- MC.2.1

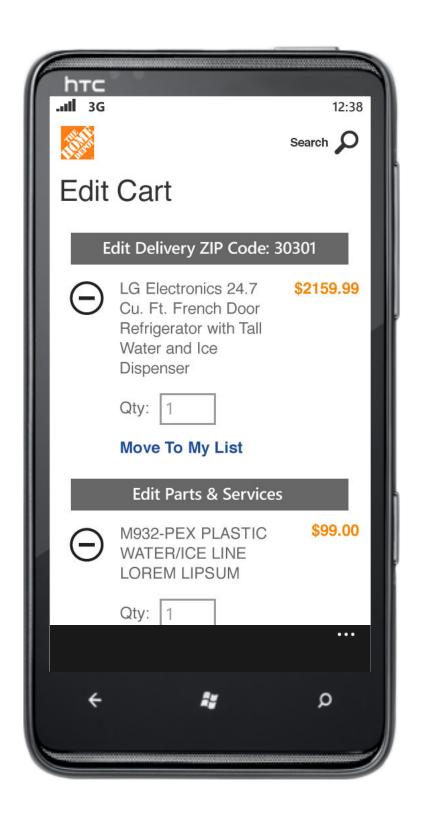


# MCOMMERCE TOGGLE LIST

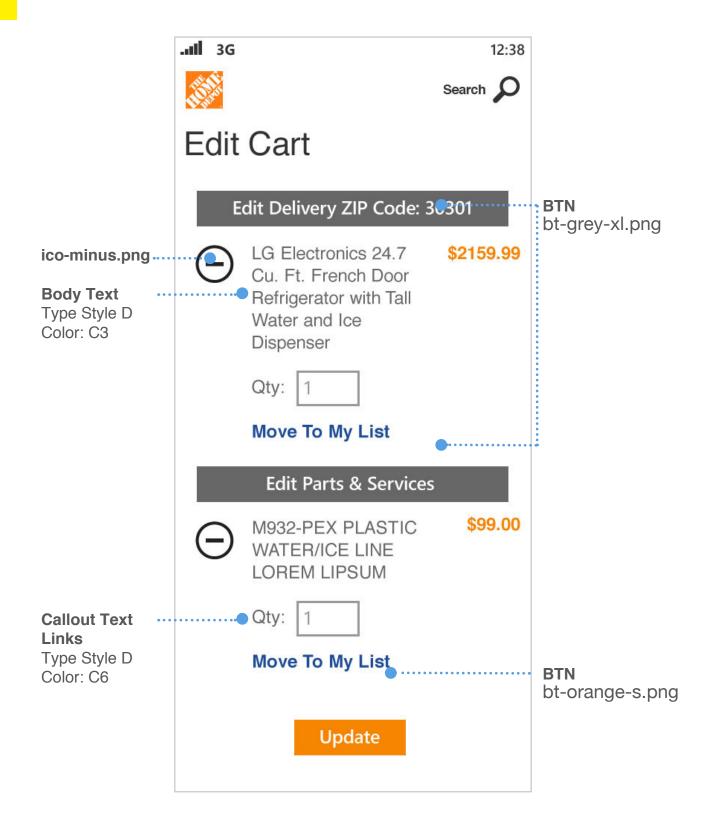


- 15 Pixels
- 30 Pixels
- 45 Pixels

# MCOMMERCE EDIT LIST- MC.2.1.1.1.1.1

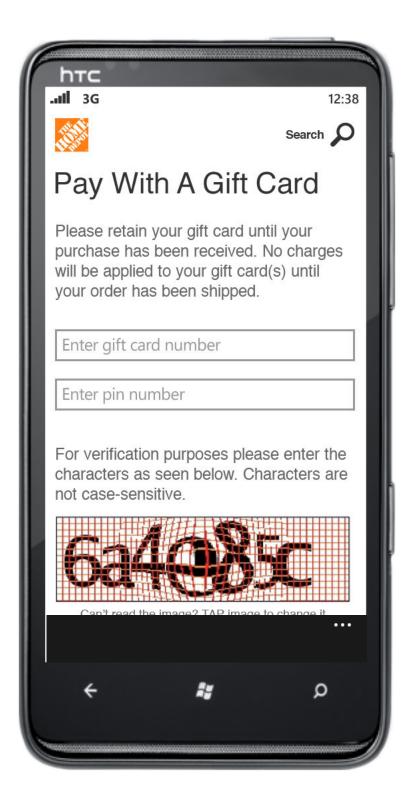


# MCOMMERCE EDIT LIST



- 15 Pixels
- 30 Pixels
- 45 Pixels

## MCOMMERCE CAPTCHA FORM- MC.1.2.1.4



### MCOMMERCE CAPTCHA FORM

