

A QUICK REFERENCE MOBILE APP STYLE GUIDE

Release 20160923-1031



01 BASIC RULES

Brand must be present and shown consistently throughout the app.

Set up the brand with a launch icon and load screen, make prominent on home screen. The presence of the NXP logo on white should also be visible on the upper left of the screen when at all possible. Please send your questions regarding branding to jan.kiker@nxp.com.

Cut out the clutter.

Don't try to make everything fit on one screen, instead focus on a single function for each screen and an intuitive navigation path. Set-up a hierarchy of elements and use progressive disclosure to guide users through the page functions and actions.

Use consistent typography.

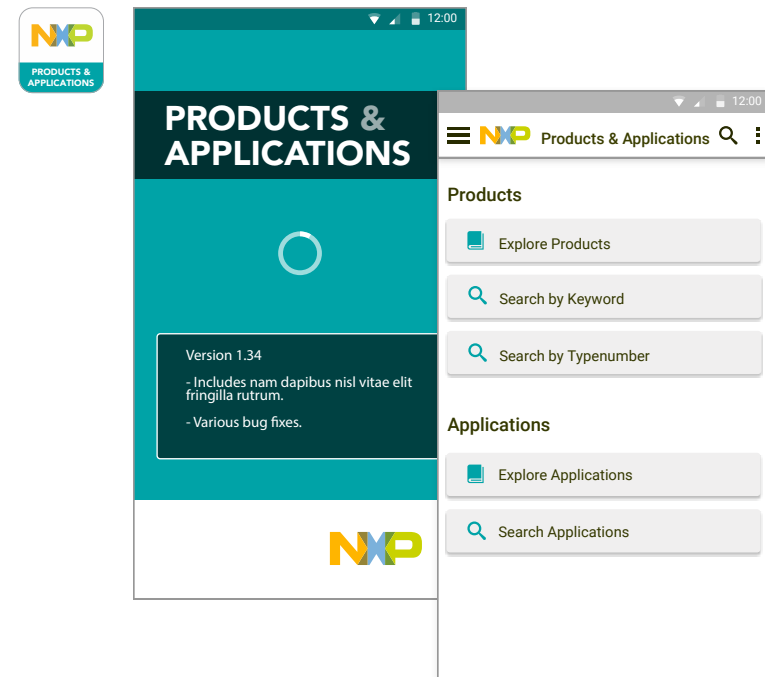
Typography should be consistent throughout the application, large enough to be easy to read and styled with intent. Table and form design should be organized and consistent.

Use simple color schemes.

Use color to support the brand and help distinguish functions. Make content high-contrast, easy to read in daylight or bright environments.

Design for fat fingers.

Make sure all elements are easily touchable; ensure that action elements are large enough to touch, and that they have ample space around them so the user doesn't invoke the wrong action.



02 TYPOGRAPHY

Initial screen: AKA “Splash Screen”, or load screen. The NXP title should use the corporate standards for titles and be displayed as SVG line art or a clean, crisp PNG.

See [NXP corporate brand style guide](#) typography section for more details and examples.

Interior/other screens: use native fonts to the devices. Android is currently using Roboto (since Ice Cream Sandwich release), while iOS is using San Francisco (2016 – Q1). These fonts were designed with optimal readability in mind for their displays.

High contrast is necessary: A text color that is too similar to the background color is hard to read. Text with too much contrast can also be hard to read. This is especially true of light-colored text against dark backgrounds. Text should maintain a minimum contrast ratio of at least 4.5:1 (calculated based on luminance values) for legibility. A ratio of 7:1 is preferred.

Body text length: Optimal reading length is 60 characters per line. Stay within a range of 40-70 characters for acceptable experience.

Short lines text length: Optimal reading length is 30 characters per line

San Francisco

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Apple iOS

Roboto

SUNGLASSES

Self-driving robot lollipop truck

Fudgedicles only 25¢

ICE CREAM

Marshmallows & almonds

Android Ice Cream Sandwich

03 COLORS

Color should be bold, yet adhere to the identified NXP brand.

The following series of color charts is provided to help guide your color schemes and application design. The square pattern diagrams show color relationships and contrasts, while the vertical graphs provide reference numbers and hexadecimal color values for developers.

We recommend starting with the “base” color as the primary and using others as accents in your designs.

White



Base	#FFFFFF
D10	#E5E5E5
D20	#CCCCCC
D30	#B2B2B2
D40	#999999
D50	#7F7F7F
D80	#333333

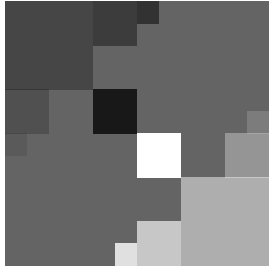
Medium Grey



L100	#FFFFFF
L80	#F0EFEF
L64	#D8D6D6
L48	#CFCDCD
L32	#C6C4C3
L16	#BDBBBA
Base	#B5B2B1
D10	#A29F9E
D20	#908E8D
D30	#7E7C7B
D40	#6C6A6A
D50	#5A5858
D80	

04 COLORS (cont.)

Dark Grey



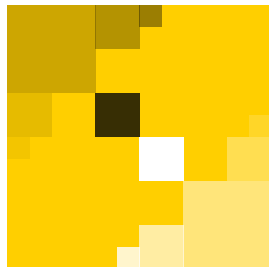
L100	#FFFFFF
L80	#E0E0E0
L64	#C7C7C7
L48	#AEAFAE
L32	#959595
L16	#7C7C7C
Base	#646464
D10	#595959
D20	#505050
D30	#454545
D40	#3C3C3C
D50	#313131
D80	#191919

Deep Red



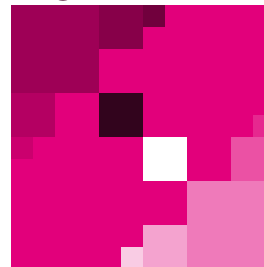
L100	#FFFFFF
L80	#F3CECE
L64	#E9A8A7
L48	#E08281
L32	#D55D5B
L16	#CB3835
Base	#C11913
D10	#AC1610
D20	#9A130E
D30	#86100C
D40	#730D0A
D50	#5F0A08
D80	#1E0202

Yellow



L100	#FFFFFF
L80	#FFF4CD
L64	#FFECA6
L48	#FFE37F
L32	#FFDC5B
L16	#FFD43A
Base	#FFCD26
D10	#E9B821
D20	#D0A41C
D30	#B58F17
D40	#9C7B12
D50	#81660D
D80	#342902

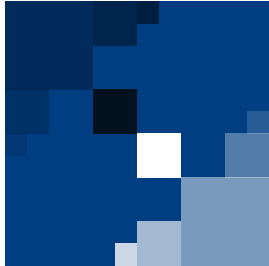
Magenta



L100	#FFFFFF
L80	#FBCDE4
L64	#F7A5CE
L48	#F27EB9
L32	#EF59A4
L16	#EA368F
Base	#E71F7A
D10	#CE1B6D
D20	#B81662
D30	#A01255
D40	#8A0E49
D50	#720A3D
D80	#2E0218

05 COLORS (cont.)

Deep Blue



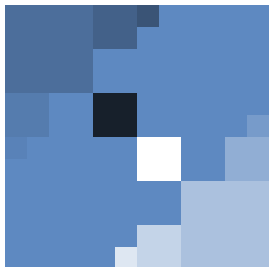
L100	#FFFFFF
L80	#CBD8E5
L64	#A1B9D0
L48	#769BBC
L32	#4C7DA8
L16	#1C5E94
Base	#003E81
D10	#003972
D20	#003366
D30	#002D59
D40	#00264C
D50	#001F3F
D80	#000C19

Petrol Blue



L100	#FFFFFF
L80	#CAE2E7
L64	#A0CBD4
L48	#75B4BF
L32	#4A9DAD
L16	#15869A
Base	#007087
D10	#006479
D20	#00596B
D30	#004E5D
D40	#004351
D50	#003743
D80	#00161B

Pale Blue



L100	#FFFFFF
L80	#DDE7F2
L64	#C2D4E7
L48	#A8C2DD
L32	#8DAFD3
L16	#729CC9
Base	#578AC0
D10	#4E7CAC
D20	#466E99
D30	#3C6085
D40	#345372
D50	#2B455F
D80	#111B26

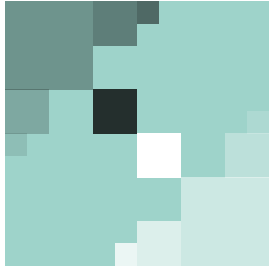
Aqua



L100	#FFFFFF
L80	#CAECED
L64	#9FDDDF
L48	#73CED1
L32	#45C0C3
L16	#00B1B5
Base	#00A3A7
D10	#009295
D20	#008285
D30	#007174
D40	#006264
D50	#005153
D80	#002021

06 COLORS (cont.)

Pale Aqua



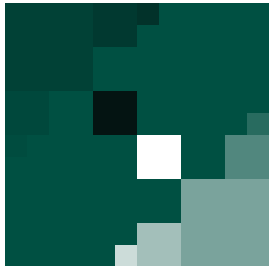
L100	#FFFFFF
L80	#EAF6F4
L64	#DBEFEB
L48	#CAE8E3
L32	#BBE0DB
L16	#AAD9D2
Base	#9BD2CA
D10	#8ABCB5
D20	#7BA7A1
D30	#6C928D
D40	#5C7E79
D50	#4C6964
D80	#1E2A28

Olive Green



L100	#FFFFFF
L80	#EBE8CD
L64	#DAD6A5
L48	#CAC57D
L32	#BAB357
L16	#A9A132
Base	#999016
D10	#898213
D20	#7A730F
D30	#6B640C
D40	#5B5609
D50	#4C4706
D80	#1F1D01

Deep Green



L100	#FFFFFF
L80	#CBD9D9
L64	#A1BFBA
L48	#77A29C
L32	#4E877E
L16	#226B60
Base	#004F42
D10	#00463B
D20	#003F34
D30	#00362E
D40	#002F27
D50	#002720
D80	#00100D

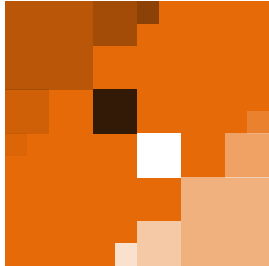
Purple



L100	#FFFFFF
L80	#DCD3E4
L64	#BFB0CE
L48	#A38DB9
L32	#886BA4
L16	#6B498F
Base	#4F287A
D10	#46236D
D20	#3F2061
D30	#361B54
D40	#2F1748
D50	#27133C
D80	#100718

07 COLORS

NXP Deep Orange



L100	#FFFFFF
L80	#FCE1CE
L64	#F8C9A6
L48	#F5B180
L32	#F2995B
L16	#EF8236
Base	#EB6B19
D10	#D36015
D20	#BC5512
D30	#A44A0F
D40	#8D400C
D50	#753508
D80	#2F1502

NXP Blue



L100	#FFFFFF
L80	#E3EFF7
L64	#CDE2F1
L48	#B7D6EB
L32	#A1CAE5
L16	#8BBEDF
Base	#75B2DA
D10	#689FC3
D20	#5D8EAE
D30	#517B97
D40	#456A82
D50	#3A586C
D80	#17232B

NXP Orange



L100	#FFFFFF
L80	#FFEBCD
L64	#FFE3A5
L48	#FED77E
L32	#FECB59
L16	#FDBF37
Base	#FEB421
D10	#E3A11C
D20	#CB8F18
D30	#B07D14
D40	#986B0F
D50	#7E590B
D80	#322402

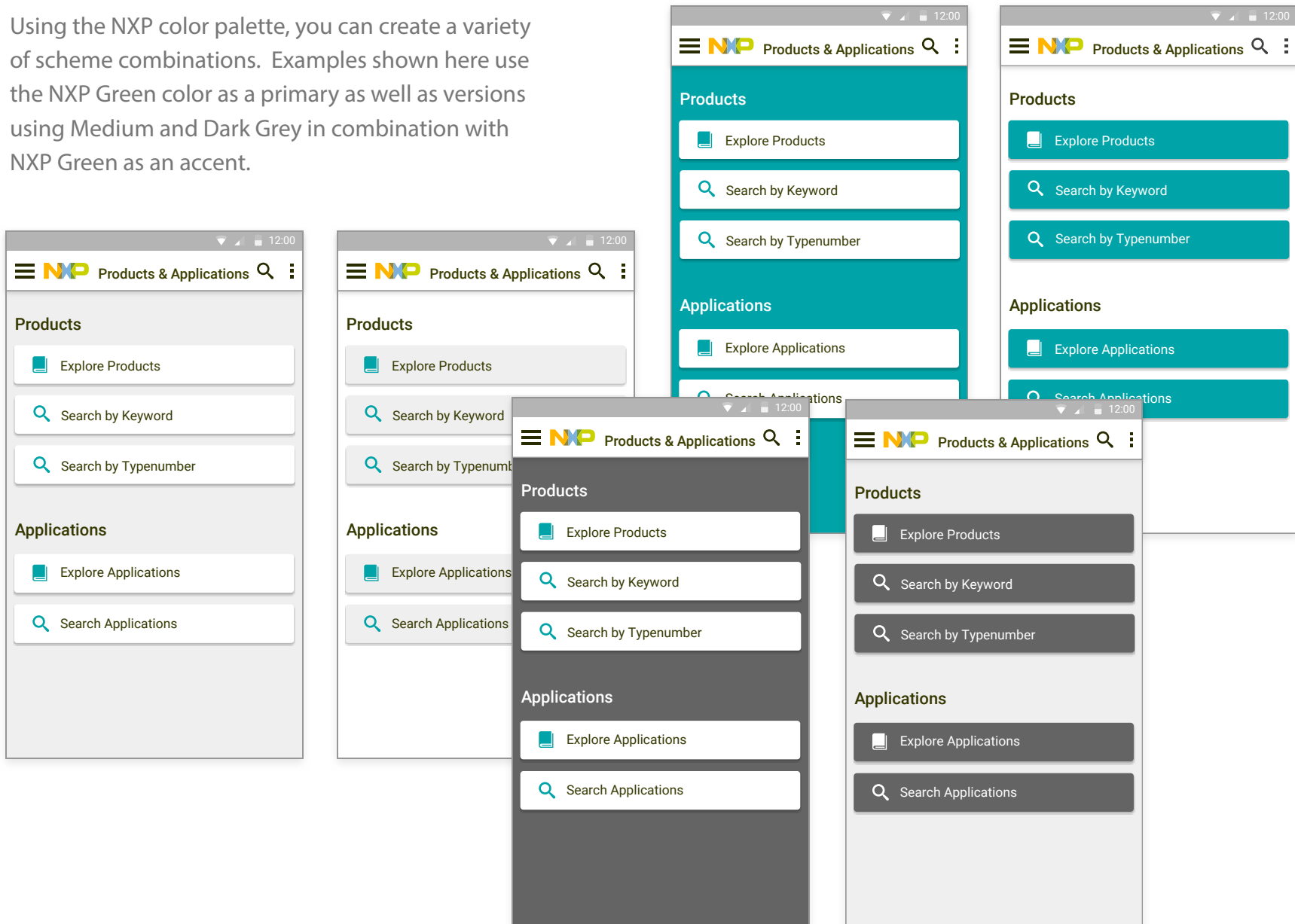
NXP Green



L100	#FFFFFF
L80	#F5F5CD
L64	#EDECA6
L48	#E4E57F
L32	#DCDE5A
L16	#D4D739
Base	#CBD024
D10	#B6BA1F
D20	#A2A61B
D30	#8E9016
D40	#7A7C11
D50	#65670C
D80	#292902

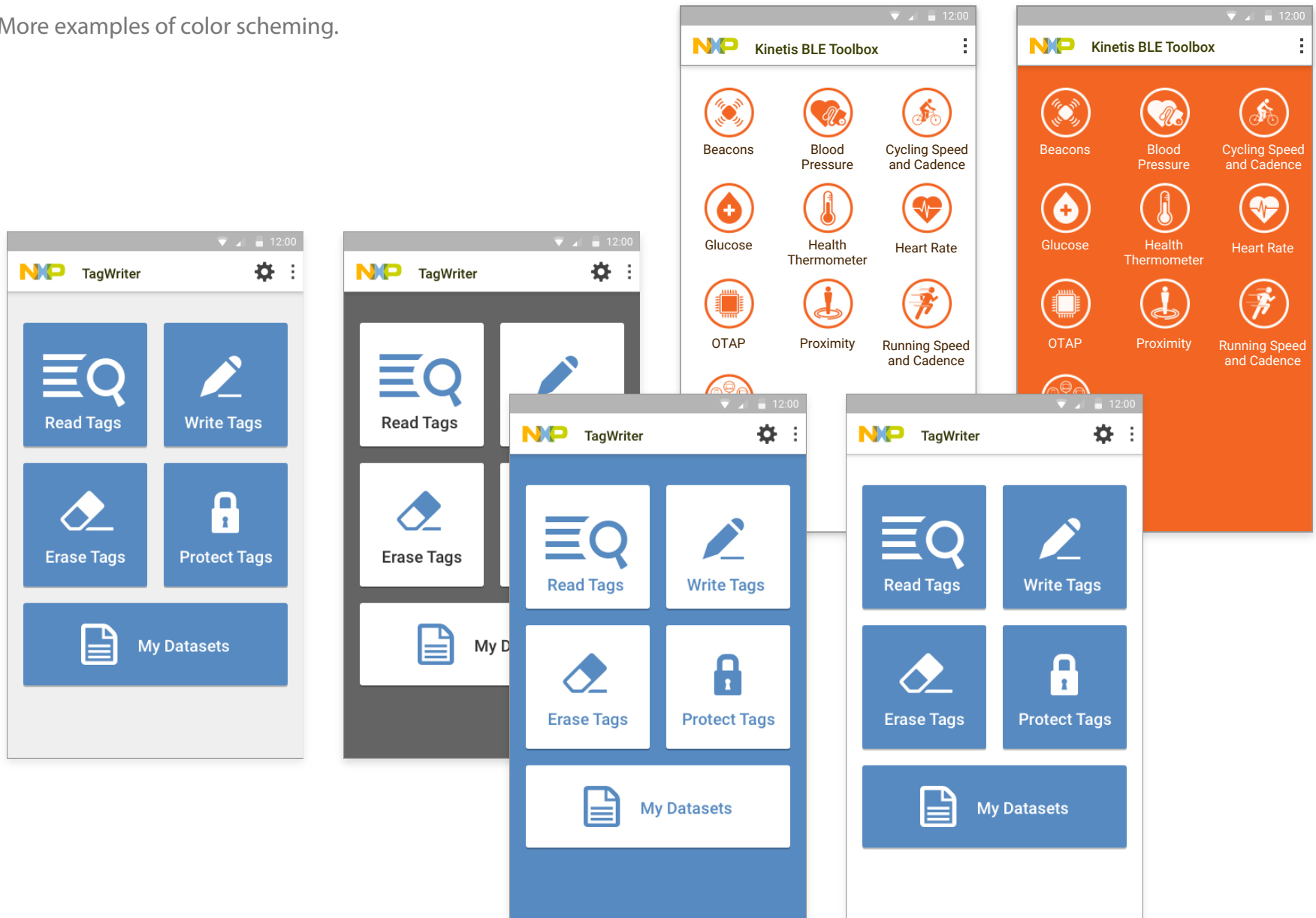
08 COLOR SCHEMING

Using the NXP color palette, you can create a variety of scheme combinations. Examples shown here use the NXP Green color as a primary as well as versions using Medium and Dark Grey in combination with NXP Green as an accent.



09 COLOR SCHEMING (cont.)

More examples of color scheming.



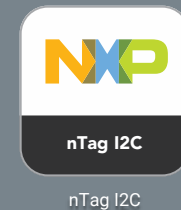
10 LAUNCH ICONS

1 – Color nxp logo on white background must be present in the top 2/3 of screen.

2 – The bottom 1/3 of screen is a color area to help distinguish this particular app from other NXP apps. It is also where the app title or icon shows up, as well as setting the color scheme for the entire app.

3 – This is for the app name—it may be abbreviated to fit space or swapped out by an icon (see MIFARE example on right).

4 – This is the standard place for complete application names on all mobile user interfaces.



11 INTRO / LOAD SCREENS

Time on screen: If a load screen is present the screen should be present for a minimum of two seconds. If news or information is being displayed on this screen then increase the amount of time accordingly.

Optional Photography/imagery: Splash screens may use a context-related background photo or image

Contrast: High contrast is important, especially for users that might be viewing the application in daylight situations. Photos that have text placed over them should use a black, semi-transparent layer over the top to allow for contrast with the title or other elements.

NXP logo: The standard NXP logo (colored on white) should be present on all load screens

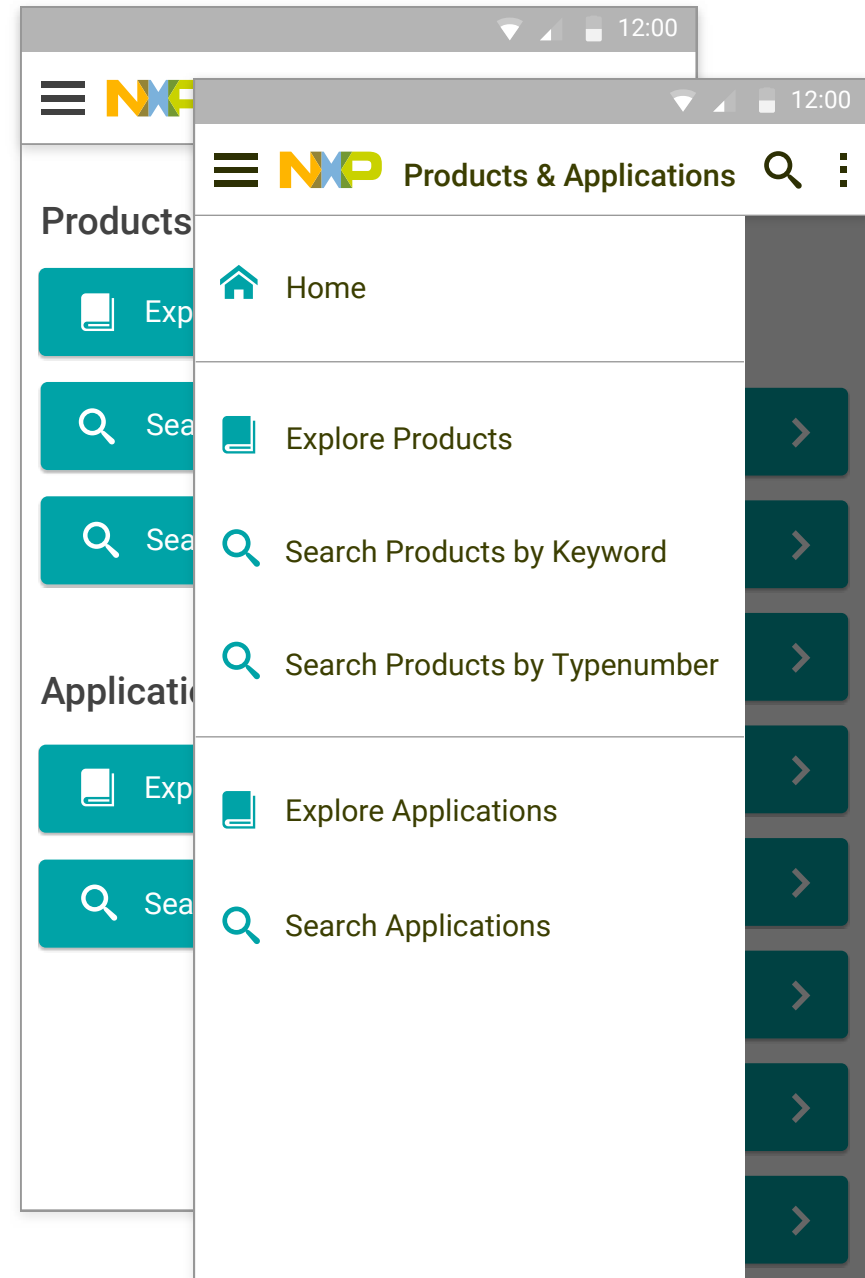
Titles: If there is an App Title, the title should be placed in the upper third of the load screen and the NXP logo should be placed at the bottom right sixth of screen over white. For more detailed information on NXP logo use visit the [NXP corporate brand style guide](#).



12 NAVIGATION

When making choices for your application's navigation you should carefully consider the user's most common needs and if the application will grow in size or scope.

If you have a content-heavy application with navigation points that require a good amount of browsing, then a **hamburger menu*** (three stacked horizontal lines) should be used.

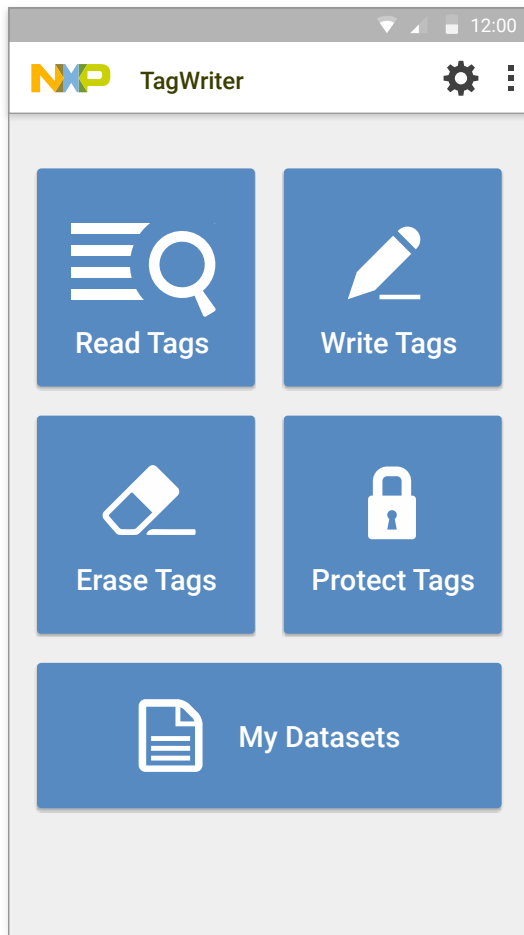


* Source: Nielsen Norman Group

Example of Hamburger Menu style navigation

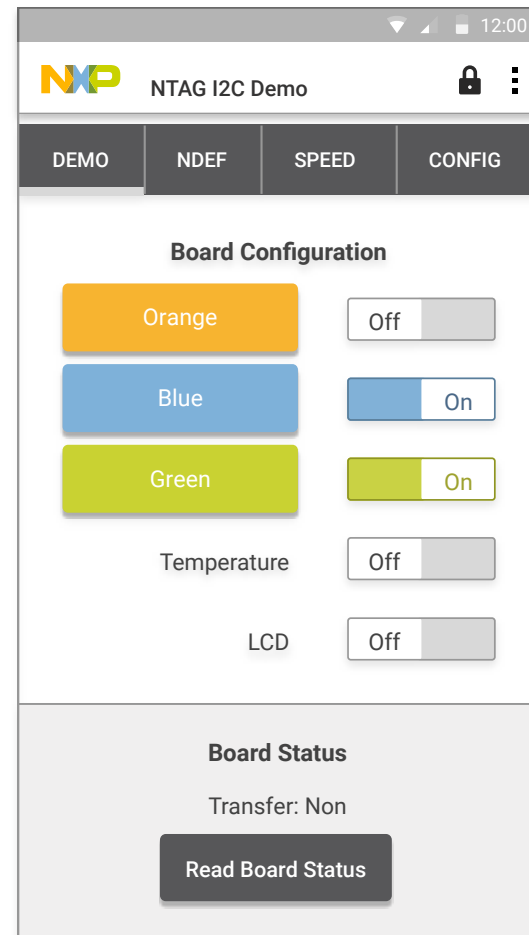
13 NAVIGATION (CONT.)

Navigation hubs are best used for task-based apps, especially when users tend to limit themselves to using only one branch of the navigation hierarchy during a single session.



Example of a Navigation Hub










If your application requires a smaller number of navigation choices or tasks, then a **tab bar** pattern is a good choice.











Example of a Tabbed Navigation

14 COMMON ICONS

Remove our user's guesswork by choosing icons that are intuitive to the function to be performed.

-  Hamburger or pancake stack (3 vertically placed lines) – Primary Menu
-  Kabob or Three Dot Ellipses (3 vertically placed dots) – Secondary Menu
-  Magnifying Glass – Search
-  Gear – Settings
-  Lock – Lock the application from performing a certain function
-  Open Lock – a certain function of the application that can be locked is usable
-  Triangle (in button or text and pointed right) – denotes that an object is can be pressed to reveal more content
-  Triangle (in button or text and pointed downward) – indicates than an object is “open” and it’s content is being shown below
-  Triangle (in a table header and pointed upward) – ascending order

-  Triangle (in a table header and pointed downward) – descending order
-  Angle or Caret (pointed right & at the end of a button or text link) – links to another page or state of the page canvas
-  Angle or Caret (pointed left & at the beginning of a button or text link) – links back to previous page or state of the page canvas
-  3x3 Squares or Dots – grid; on press display a grid of information
-  3 vertical dots followed by lines – list; on press display list of information
-  Checkmark – indicates that something is enabled or available as part of a feature
-  X – Close a window, end a state, cancel an action
-  Ellipsis (three horizontal dots) – use at end of text string to indicate that there is more than what is being shown

15 COMMON IMAGE SIZES

Launch Icon Sizes

iOS

iPhone 6s Plus, iPhone 6 Plus	180px by 180px
iPhone 6s, iPhone 6, iPhone SE	120px by 120px
iPad Pro	167px by 167px
iPad, iPad mini	152px by 152px
Large Icon Size (App Store)	1024px by 1024px

Android

Launcher Icon Size

Low density screen - ldpi (120 dpi)	36 x 36 px
Medium density screen - mdpi (160 dpi)	48 x 48 px
High density screen - hdpi (240 dpi)	72 x 72 px
Extra-high density screen - xhdpi (320 dpi)	96 x 96 px

Google Play Icon	512 x 512 px
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Navigation Sizes

Header

NXP logo (all screens)
104x25 px, 127x31 px, 254x62 px, 145x35 px, 290x70 px

Footer

352x103 px, 104x25 px
NXP logo (login screen)

