

# **MetLife Mobile App Style Guide**



- 8.2.12 - Search specialty on Search Results page.
  - Numbered Search results
  - Result detail page

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**Frutiger**

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Bold

**A**B**C**D**E**F**G**H**I**J**K**L**M**N**O**P**Q**R**S**T**U**V**W**X**Y**Z  
**a**b**c**d**e**f**g**h**i**j**k**l**m**n**o**p**q**r**s**t**u**v**w**x**y**z **1234567890**

**Arial**

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Bold

**A**B**C**D**E**F**G**H**I**J**K**L**M**N**O**P**Q**R**S**T**U**V**W**X**Y**Z  
**a**b**c**d**e**f**g**h**i**j**k**l**m**n**o**p**q**r**s**t**u**v**w**x**y**z **1234567890**

## Font Colors

---

Hex #595959

R 89  
G 90  
B 90

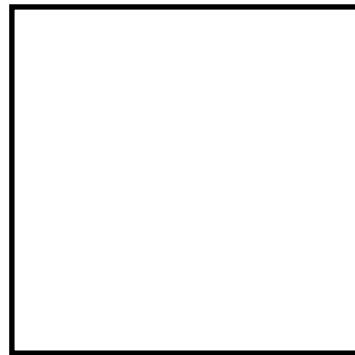
Headlines  
Copy



Hex #FFFFFF

R 255  
G 255  
B 255

Button Labels  
Footer Links



Hex #007CC2

R 0  
G 125  
B 194

Links  
Buttons  
Background

Note:

The content background  
for the accordions.  
(Hex #E3F2FB,  
R 228 G 241 B 251)



Hex #62A642

R 98  
G 165  
B 68

Icons  
Buttons

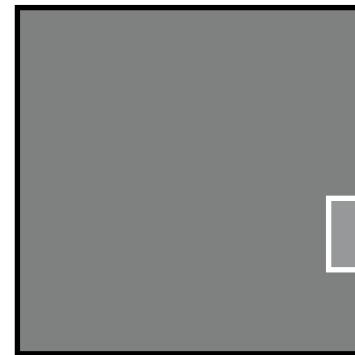
Note:

For legibility reasons the original MetLife green (Hex #7EB764, R 127 G 184 B 99) got adjusted in brightness and saturation. The used green is the same hue.

Hex #F1F3F4

R 242  
G 243  
B 244

Background



Hex #808080

R 127  
G 128  
B 128

Form Field Labels

Note:

For the footer copy, a slightly lighter gray (Hex #999999) is used.  
R 151 G 152 B 153

COLORS

**Test test**

.....

# BUTTONS & FORM ELEMENTS

## Styles

<b>Navigation Bar</b>		<b>Tap State</b>
<b>Navigation Buttons</b>		<b>Tap State</b>
<b>Priority Button</b>		<b>Tap State</b>
<b>Main Home Navigation</b>		<b>Tap State</b>
<b>Sub Navigation without details</b>		<b>Tap State</b>
<b>Big Accident Button</b>		<b>Tap State</b>
<b>Small Accident button</b>		<b>Tap State</b>
<b>Big Submit Button</b>		<b>Tap State</b>
<b>Add Vehicle Button</b>		<b>Tap State</b>
<b>Submit Claim Button</b>		<b>Tap State</b>
<b>Payment Method Navigation</b>		<b>Tap State</b>
<b>Yes/No Toggle Switch</b>		<b>Tap State</b>
<b>Driver/Vehicle Selection Button</b>		<b>Tap State</b>
<b>Submit Claim Button</b>		<b>Tap State</b>
<b>Payment Option Button</b>		<b>Tap State</b>

## Font Specifications - Part 1

Frutiger Bold 20px  
#FFFFFF + effects



Frutiger Bold 20px  
#FFFFFF + effects



Navigation Items  
Frutiger Bold 12px  
#007CC2 + effects

View/Pay My Bill



My Policy Overview



Glass Claims



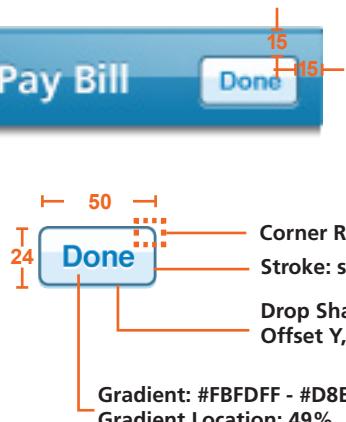
Phone Call Button  
Frutiger Bold 16px  
#FFFFFF + effects

Submit Secure Payment

## Font Specifications - Part 1



Navigation button Text  
Helvetica Bold 13px  
#087DBD + #FFFFFF drop shadow offset Y 1px



Priority Button  
Frutiger Bold 20px  
#FFFFFF + effects



Main Home Nav  
Frutiger Bold 20px  
#FFFFFF  
Drop Shadow:  
offset Y, #1D333F



Frutiger Bold 20px  
#FFFFFF + effects



Auto Accident

### Font Specifications - Part 2

Submit Payment Button Text  
Frutiger Bold 14px #007CC2



Submit Secure Payment

Payment Option Button Text  
Frutiger Bold 16px #FFFFFF



Pay By: CHECK Debit Credit

Vehicle selection text  
Frutiger Bold 16px #FFFFFF  
Drop Shadow:  
Offset Y, #B1D9EF



1971 Opel GT

Payment Method Button Text  
Frutiger Reg 14px #595959



Remaining Balance \$4778.00

Payment Amount Text  
Frutiger bold 14px #007CC2

Yes/No Toggle Button Text  
Arial Bold 12px #FFFFFF



Yes No

Submit Claim Button Text  
Arial Regular 10px #999999



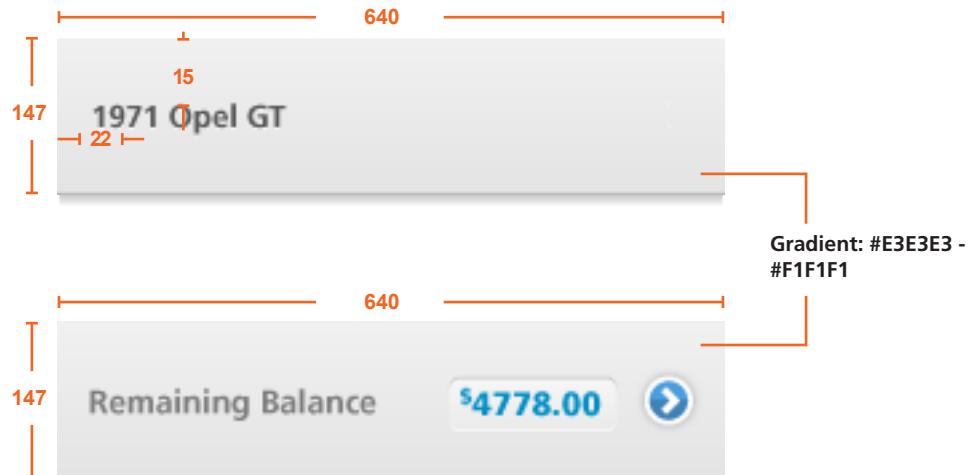
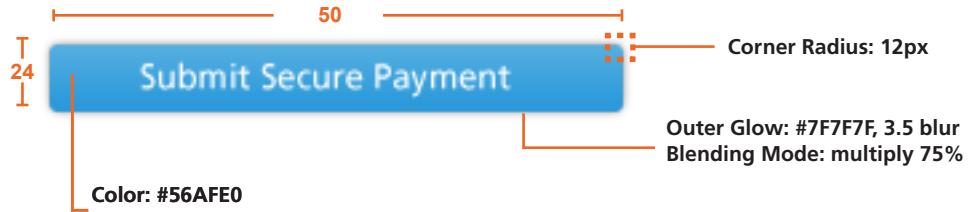
Submit Claim

Vechicle Not Listed Button Text  
Frutiger Regular 14px #808080



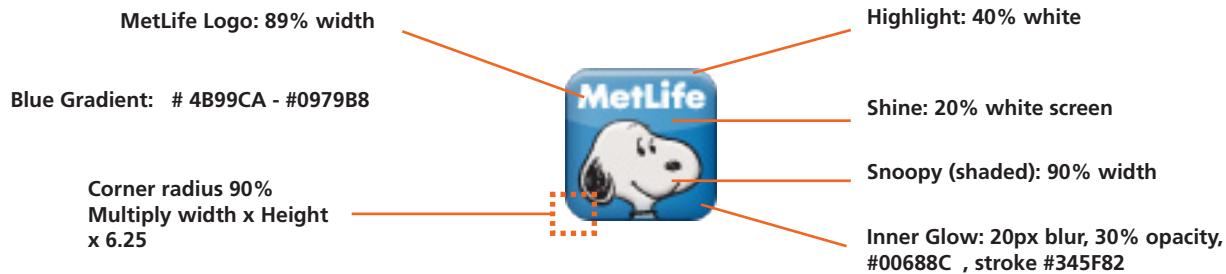
Vehicle is not listed here

## Specifications



# Icons

## App Button Icon



### App icon for the App Store (required for all apps)

#### Application Icons

57px - 10px Ø  
 72px - 12px Ø (iPad)  
 114px - 20px Ø (iPhone 4+)  
 144px - 24px Ø (iPad 3+)

#### Web Clip Icons

57px - 10px Ø  
 72px - 12px Ø (iPad)  
 114px - 20px Ø (iPhone 4+)  
 144px - 24px Ø (iPad 3+)

#### Document Icons

22x29px  
 44x58px (iPhone 4+)  
 64px (iPad 1-2)  
 128px (iPad 3+)

#### Settings Icon

29px - 5px Ø  
 58px - 10px Ø (Retina Display)

#### Spotlight Search Results

29px - 5px Ø  
 50px - 10px Ø (iPad 1-2)  
 58px - 10px Ø (iPhone 4+)  
 100px - 20px Ø (iPad 3+)

#### App Store Icon

512px/90px Ø  
 1024px/180px Ø (Retina Display) - App Store icon,  
 Newsstand cover: high-resolution iPhone5, iPhone and  
 iPod touch 5th gen, retina iPad

Icons  
Icon Styles and use

---



Contact Us



Get a Quote



Find a Dentist



Find a Doctor



Claims & Bill Pay



Products



Life



Thank You



Find an Office



Dental



Annuity



Disability



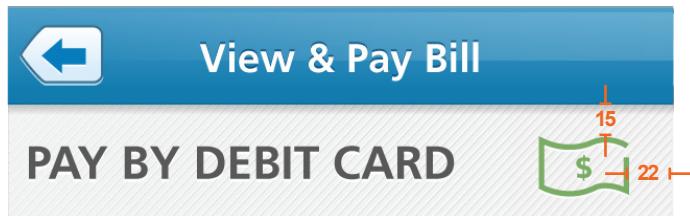
Home



Auto

**Icon use**

Section Header Icon



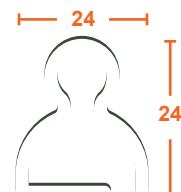
Max width or height not to exceed 45px

Blue Navigation Icon



Max width or height not to exceed 24px

Green Call-to-Action Icon



Max width or height not to exceed 24px

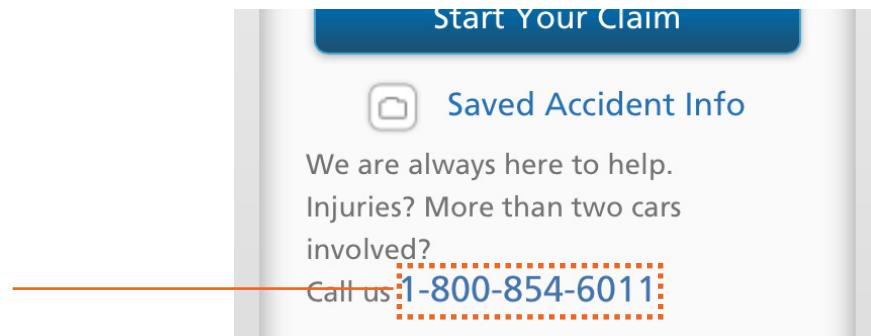
Social Icons



Corner radius 8px

### Phone Number & Button Display

**Text Link to Phone Number**  
 Frutiger Regular 14px  
 Link: #007CC2



**Phone Number Button Find a Dentist**  
 Right Justified

ANTHONY J TILELLI Pediatric Dentist

336 COWESETT AVE WEST WARWICK (0.5 miles)



**Phone Number Button**  
 Left Justified  
 Frutiger Bold 16px  
 #FFFFFF + effects

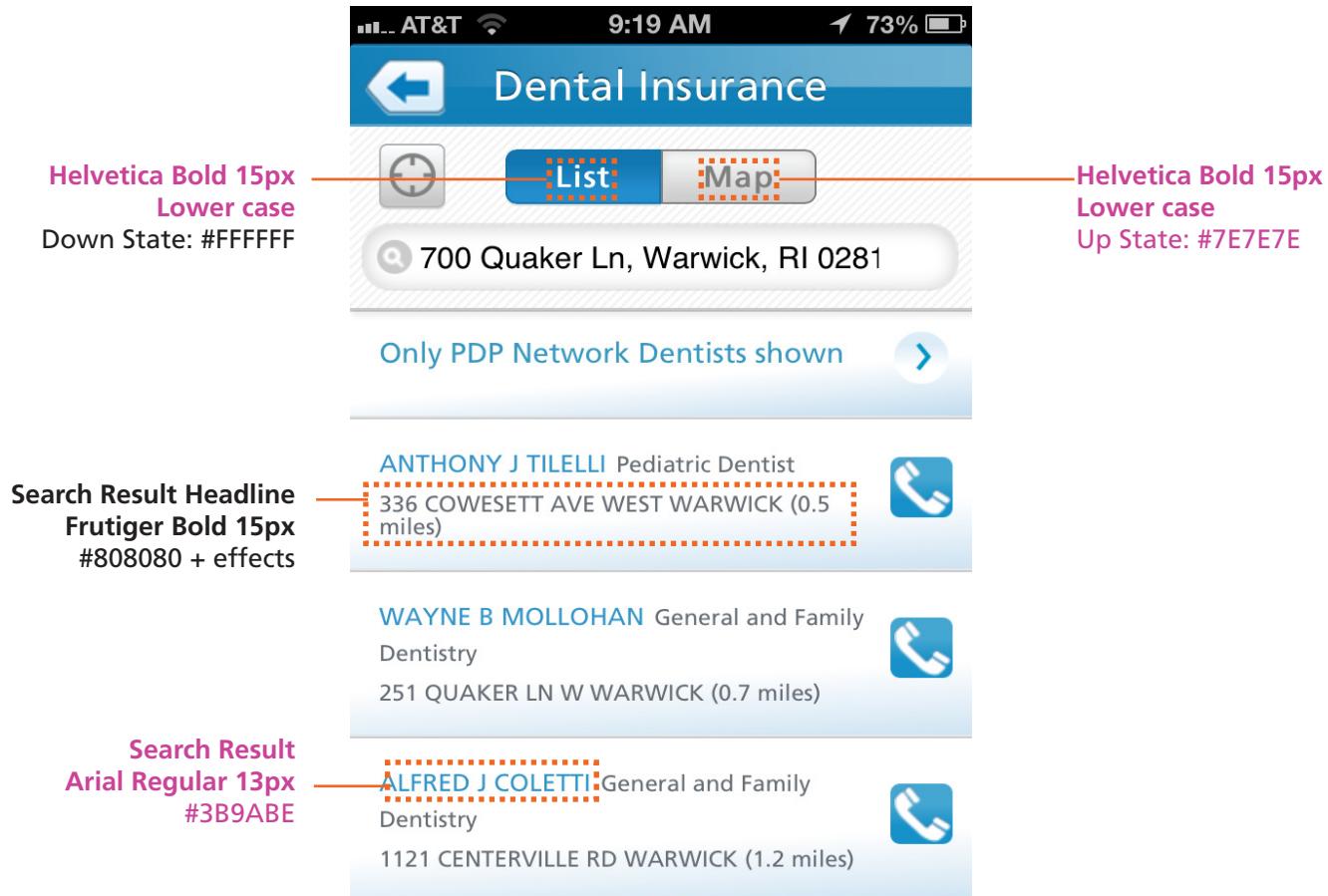
**Life Insurance Quotes**



**Auto/Home Insurance Quotes**



### Pagination & Results - List View



## Form Error Handling



**Modal dialog to alert user first. Content must provide solution in addition to naming problem.**

For Layout/Design and usage specs, see Modal dialog spec. Also, see iOS standards and guidelines at Apple for iOS and google for Android specs

### Error

If a user tries to submit a form without correctly filling in all the required information.

User tries to submit and modal dialog box pops up with instructions. Then, the screen scrolls to the top of the first error.

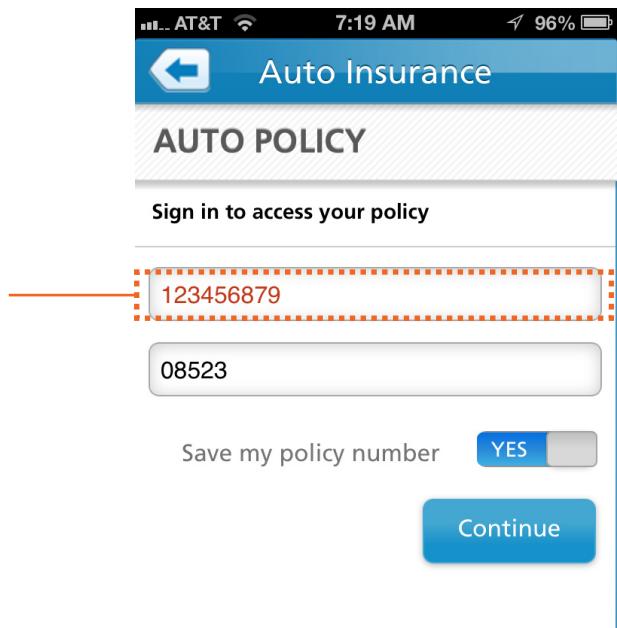
The text field has the default text, but now it's bold and red.

Also, for the users that may not be able to distinguish between red and gray, there is also a "( ! )" displayed next to the text using the same font.

As the user scrolls back down to the submit button, they will see the other errors on the page.

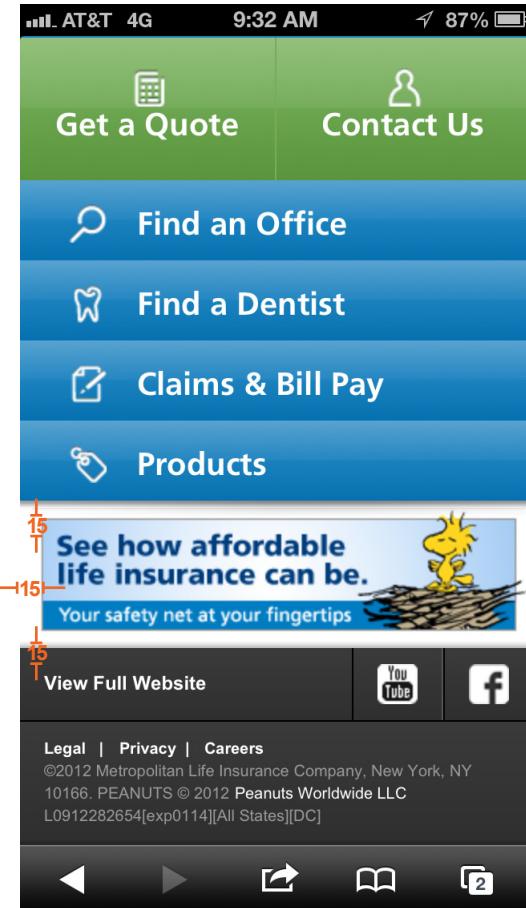
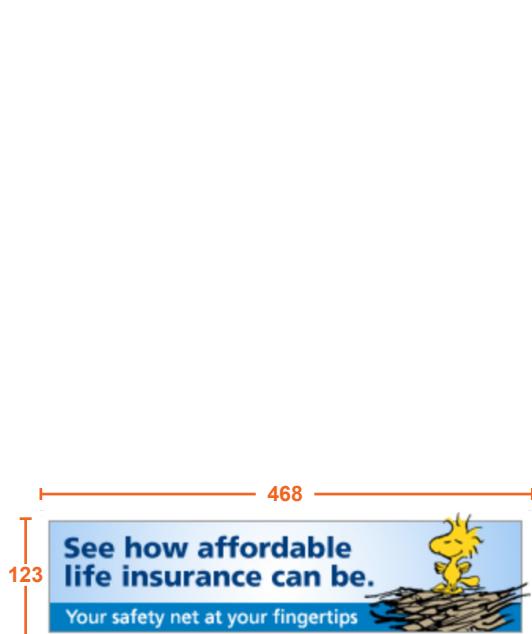
If the user tries to submit again, and it errs, process is looped.

**Form Field Error Label**  
Frutiger Bold 14px  
#FF0000



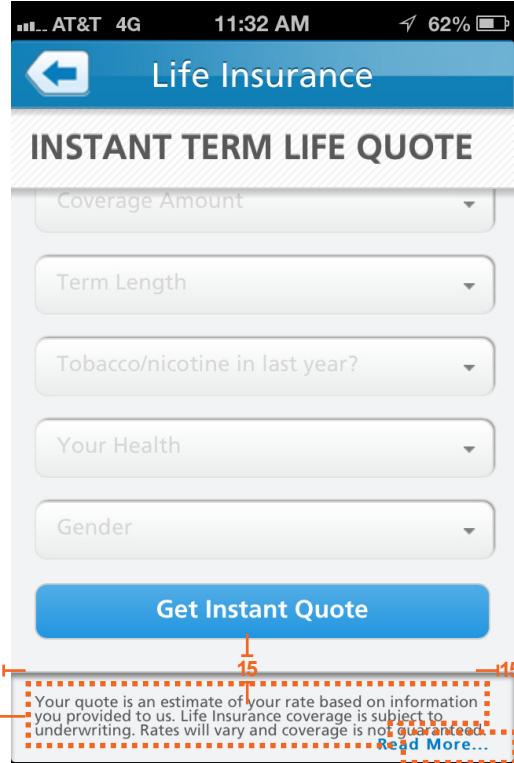
**Note:** When an error occurs, the appropriate keyboard pops up depending on whether it is the default, eMail, URL or Phone number.

See the Functional Specifications for more detailed information.

**Banner horizontal / vertical**

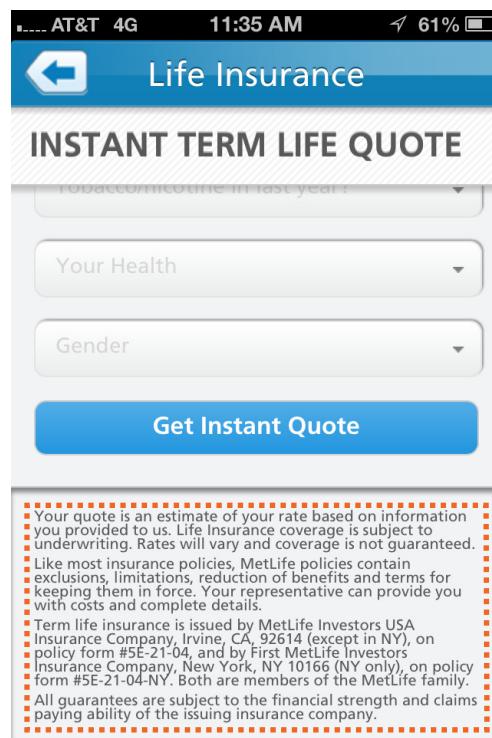
**Disclaimers**

**Disclaimer**  
**Frutiger regular 8px**  
**Leading 9px**  
text: #595959



**Disclaimer Link**  
**Frutiger bold 8px**  
**Leading 9px**  
Link: #007cc2

**Clicking "Read More"**  
**expands**



**Email Subscription**

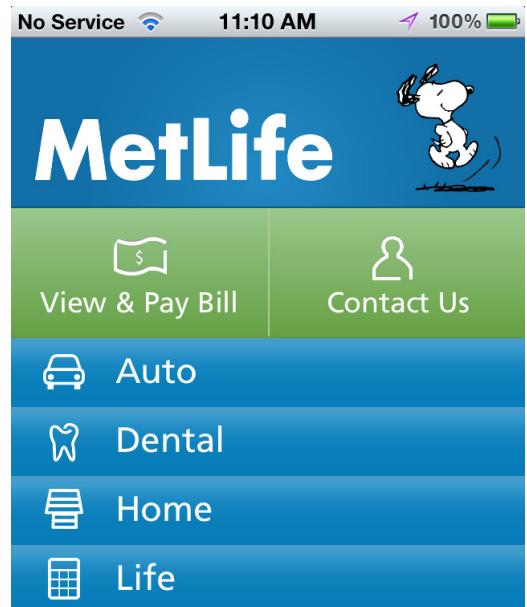
The screenshot shows an iPhone screen with an 'Auto Accident' application. The top status bar indicates 'No Service', signal strength, '7:26 AM', and a battery level of '46%'. The app title 'Auto Accident' is at the top, with a back arrow icon and a 'Done' button. Below the title is a section header 'DETAILS & CONTACT INFO'. There are several text input fields and a dropdown menu with red annotations:

- A text input field labeled 'Secondary phone' with a placeholder 'egibbons1@metlife.com'.
- A text input field labeled 'Tell us about your accident' with a placeholder 'Was anyone injured in the accident?'.
- A dropdown menu with two options: 'Yes' (light gray background) and 'No' (dark blue background).

Red annotations include:

- Dimensions: '16' (top bar), '13' (text input height), '15' (text input width), '13' (dropdown width).
- Text labels: 'Secondary phone', 'Tell us about your accident', 'Was anyone injured in the accident?'.
- Placeholder text: 'egibbons1@metlife.com'.
- Button labels: 'Yes', 'No'.

Homepage Hero and Logo

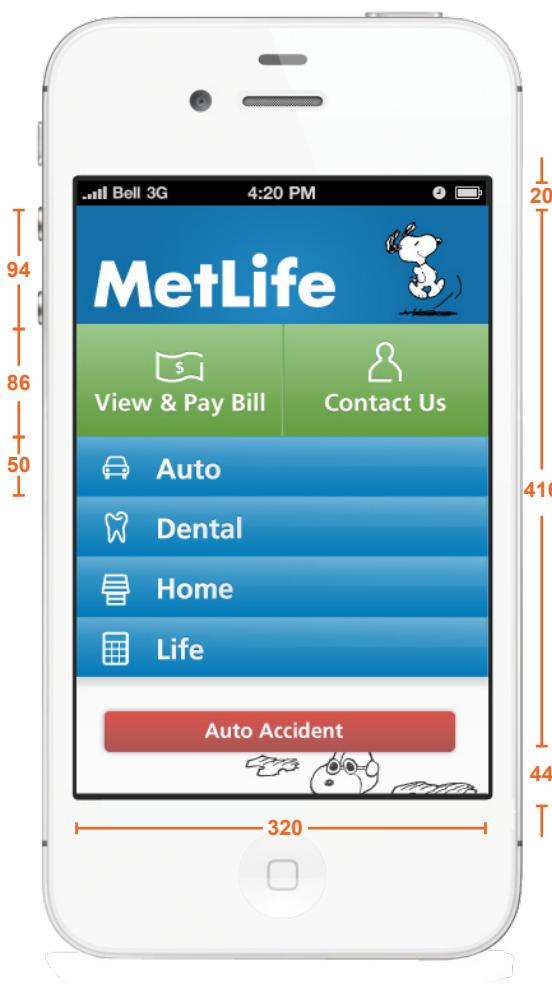


Homepage Banner or Promotion Area

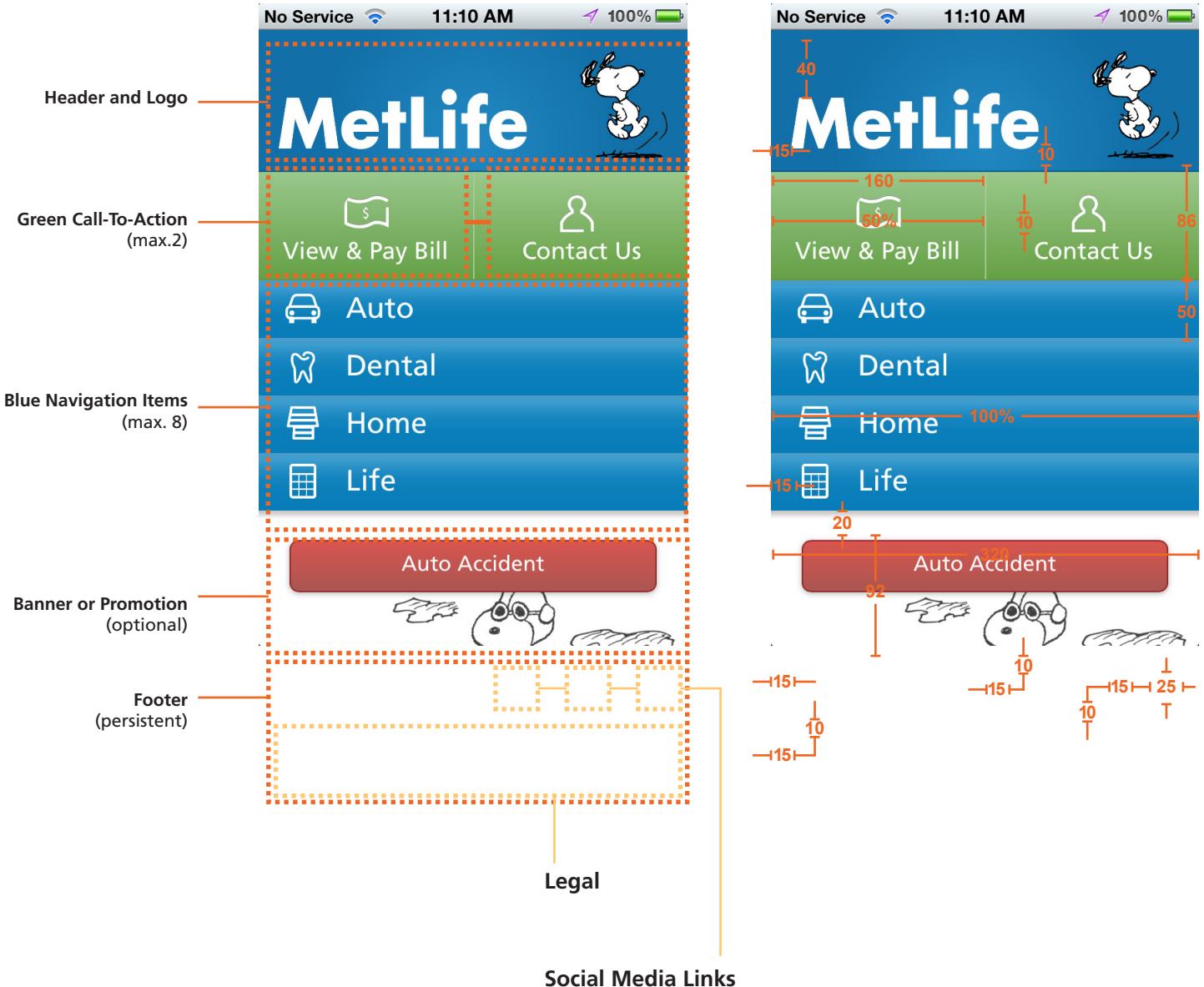
**Section Header**

.....

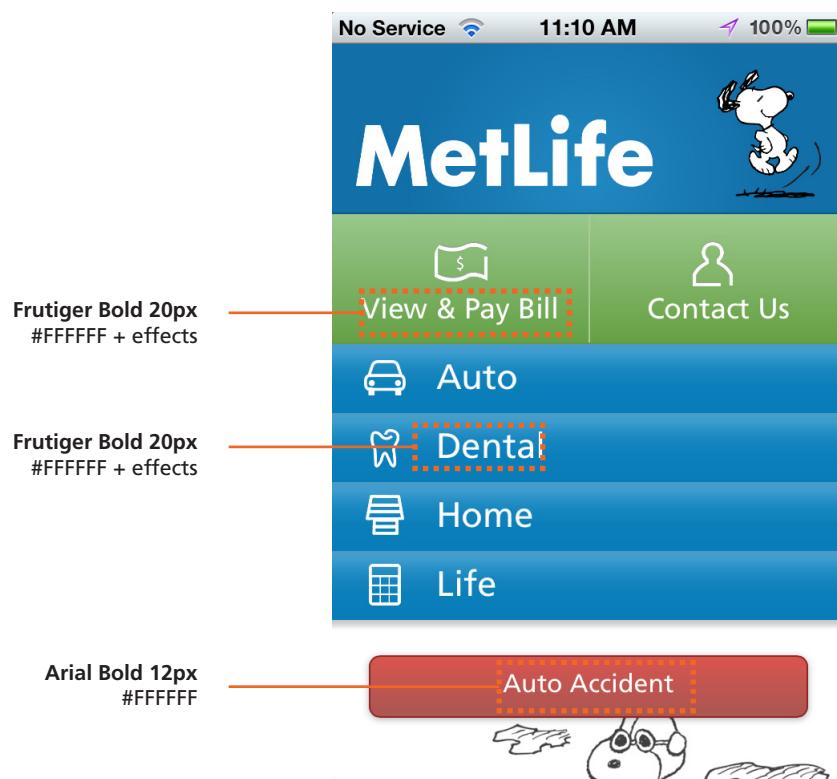


**Horizontal and Vertical Fold**

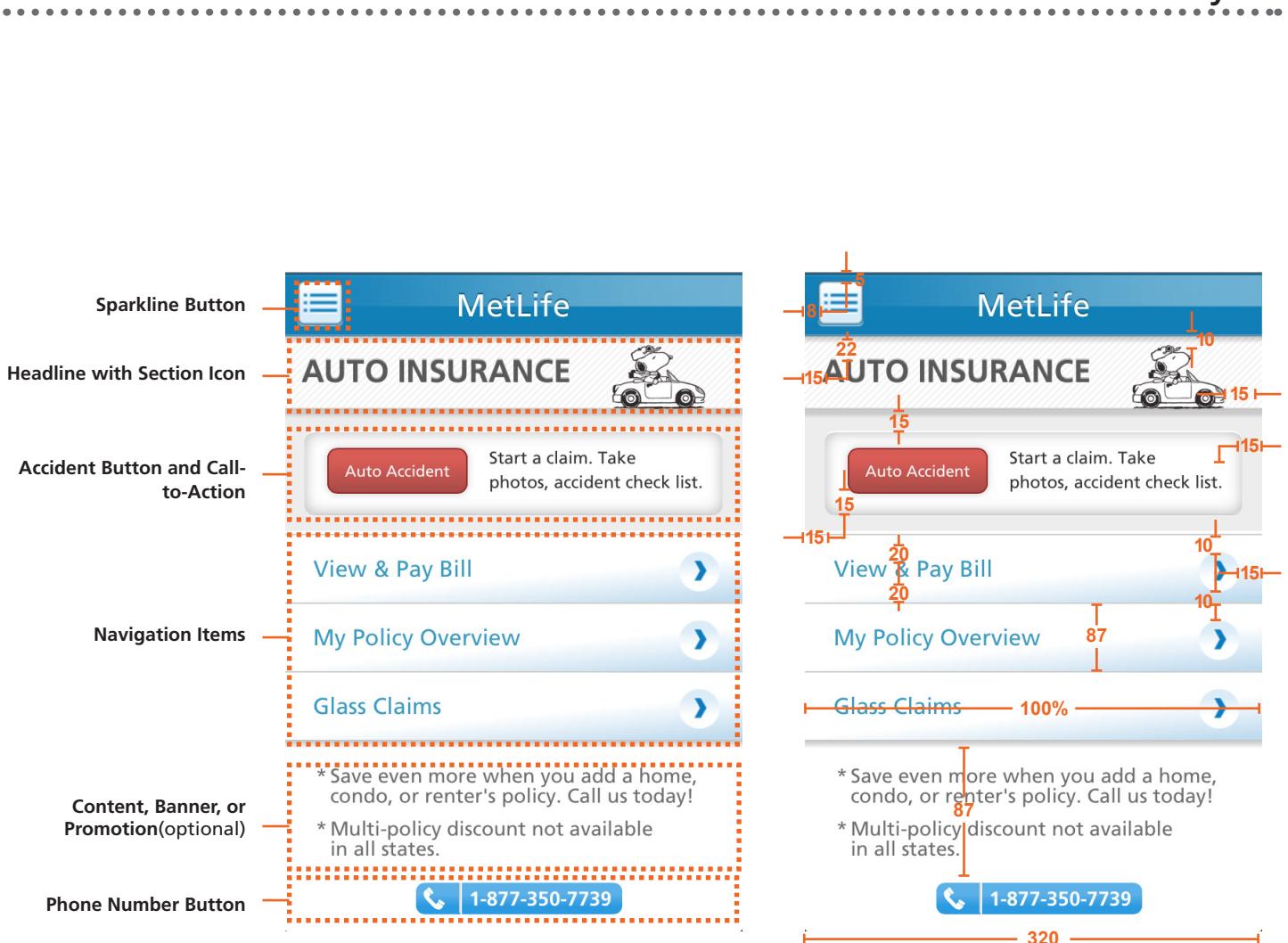
## Vertical Layout



## Font Specifications



## Vertical Layout



## Font Specifications



\* Save even more when you add a home, condo, or renter's policy. Call us today!

\* Multi-policy discount not available in all states.



## Vertical Layout

**Screen Title and Back Button**

**Headline**

**Content with Links**

**Form Field**

**Submit Button**

**Legal Copy, Banner or Promotion (optional)**

## Font Specifications

.....


Contact Us

## PERMANENT LIFE QUOTE REQUEST

Call [1-888-867-5309](tel:18888675309) or fill out the form below and a MetLife rep will contact you.

You can also find more info on [metlife.com](http://metlife.com)

**Have us call you**

Complete the form below to have us reach you.

Submit

**MetLife Special Banner**  
Lorem Ipsum Dolor sit »



View Full Website

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## Vertical Layout

.....

**Annotations for Left Version:**

- Logo & Home Button:** Points to the MetLife logo and the 'Contact Us' button.
- Headline:** Points to the 'INSTANT TERM LIFE QUOTE' heading.
- Message to customer:** Points to the message 'Fill in your details below. Your privacy is important to us.' and the link 'Learn more about privacy policy.'
- Form Only drop-downs:** Points to the dropdown fields for State, Date of Birth, Coverage Amount, Term Length, Tobacco/nicotine in last year?, Your Health, and Gender.
- Get Instant Quote Button:** Points to the large blue 'Get Instant Quote' button.
- Banner or Promotion (optional):** Points to the 'MetLife Special Banner' section featuring Snoopy.
- Footer (persistent):** Points to the footer with links to View Full Website, YouTube, Facebook, Twitter, Legal, Privacy, and copyright information.

**Right Version Measurements (in pixels):**

- Top padding: 22px
- Left padding: 15px
- Right padding: 15px
- Margin between Headline and Message: 15px
- Margin between Message and Form: 15px
- Form width: 290px
- Margin between Form and Get Instant Quote button: 15px
- Get Instant Quote button width: 290px
- Bottom padding: 20px

## Font Specifications

.....

MetLife
Contact Us

## INSTANT TERM LIFE QUOTE

Fill in your details below.  
Your privacy is important to us.  
[Learn more about privacy policy.](#)

**State**

Date of Birth

Month  Day  Year

Coverage Amount

Term Length

Tobacco/nicotine in last year?

Your Health

Gender

**Get Instant Quote**



MetLife Special Banner  
Lorem Ipsum Dolor sit »

[View Full Website](#)







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Headline  
**Frutiger Bold 24px All Caps**  
 Leading 20px  
 #595959 + effects

Copy  
**Frutiger Regular 14px**  
 Leading 18px  
 Copy: #595959  
 Links: # 007CC2

Form Field Label  
**Frutiger Regular 14px**  
 #808080

Get Instant Quote Button  
**Frutiger Bold 16px**  
 #FFFFFF + effects

## Vertical Layout

## Results - List View

**MetLife®** [Contact Us](#)

— 22  
— 15 H  
— 15  
— 15 —

## FIND AN OFFICE

Results for Offices near [10036](#): [LIST](#) [MAP](#)

- 1. Closest MetLife Office** 0.1 mi  
630 9th Ave  
New York, NY 10036 [View Details](#)  
[1-800-122-3344](#)
- 2. Another MetLife Office** 0.2 mi  
630 10th Ave  
New York, NY 10036 [View Details](#)  
[1-800-566-7788](#)
- 3. Another MetLife Office** 0.3 mi  
630 11th Ave  
New York, NY 10036 [View Details](#)  
[1-800-578-1010](#)
- 4. Another MetLife Office that wraps to a second line** 0.4 mi  
630 12th Ave  
New York, NY 10036 [View Details](#)  
[1-877-578-1555](#)

[Load the next 10 results...](#)

**MetLife Special Banner**  
Lorem Ipsum Dolor sit »

[View Full Website](#) [YouTube](#) [f](#) [t](#)

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## Results - Map View

**MetLife®** [Contact Us](#)

## FIND A DENTIST

Results near [10036](#): [LIST](#) [MAP](#)

**1. Dentist DDS**  
930 6th Ave  
New York, NY 10036 [View Details](#)

**MetLife Special Banner**  
Lorem Ipsum Dolor sit »



[View Full Website](#) [YouTube](#) [f](#) [t](#)

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L0111156532 [exp0312] [All States] [DC, GU, MP, PR, VI]

## Font Specifications

**Headline**  
**Frutiger Bold 24px All Caps**  
**Leading 20px**  
#595959 + effects

**Result Title**  
**Frutiger Bold 16 px**  
#007CC2 + effects

**Result Distance**  
**Frutiger Regular 16 px**  
#007CC2 + effects

**Result Address**  
**Frutiger Regular 14px**  
**Leading 15px**  
#595959

**Button text**  
**Frutiger Bold 16px**  
#FFFFFF + effects

The screenshot shows the MetLife "Find a Dentist" mobile application interface. At the top, the MetLife logo is displayed next to a "Contact Us" button. Below the logo, a large orange button labeled "FIND A DENTIST" is shown. To the right of the button is a green tooth icon. Further down, the text "Results for Dentists near 10036: LIST MAP" is visible. The main content area displays a list of four dentist entries, each with a phone icon and a call-to-action button.

Rank	Dentist Name	Address	Distance
1.	Closest Dentist DDS	630 9th Ave New York, NY 10036	0.1 mi
2.	Another Dentist DDS	630 10th Ave New York, NY 10036	0.2 mi
3.	Another Dentist DDS	630 11th Ave New York, NY 10036	0.3 mi
4.	Another Dentist DDS	630 12th Ave New York, NY 10036	0.4 mi

At the bottom of the list, a button labeled "Load the next 10 results..." is present. Below the list, there is a "MetLife Special Banner" featuring a cartoon dog sitting at a computer. The banner includes the text "MetLife Special Banner" and "Lorem Ipsum Dolor sit »". At the very bottom of the screen, there is a footer bar with links for "View Full Website", social media icons for YouTube, Facebook, and Twitter, and legal/privacy information.

## Vertical Layout

**MetLife®**

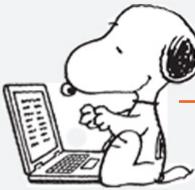
**Contact Us**



—15—  
—15—  
**Life Insurance Coverage for as Low as \$14 Per Month!**  
—15—  
—15—  
**Call MetLife Now**  
—15—  
—15—  
Submit your contact details to request a Free, No Obligation Quote:  
—15—  
First Name  
Last Name  
Phone (Daytime)  
Phone (Evening)  
Email  
—15—  
**Submit**  
—15—  
—15—  
Life Insurance coverage is subject to underwriting and is not guaranteed. Rate shown in any advertising is for a 30 year-old female seeking a 10 year term life insurance policy with a face amount of \$250,000 (\$14) or \$500,000 (\$21) and is based on a Preferred Plus underwriting class and monthly electronic bank account withdrawals.  
[Read More...](#)  
—15—  
**View Full Website**     
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L0111156532 [exp0312] [All States] [DC, GU, MP, PR, VI]

**MetLife®**

**Contact Us**



—15—  
—15—  
**Thank You!**  
—15—  
A MetLife representative will be contacting you regarding your quote within 1 business day.  
—15—  
**Call MetLife Now**  
—15—  
—15—  
Life Insurance Coverage is subject to underwriting and is not guaranteed. Rate shown in any advertising is for a 30 year-old female seeking a 10 year term life insurance policy with a face amount of \$250,000 (\$14) or \$500,000 (\$21) and is based on a Preferred Plus underwriting class and monthly electronic bank account withdrawals.  
[Read More...](#)  
—15—  
**View Full Website**     
Legal · Privacy  
PEANUTS © 2012 Peanuts Worldwide LLC  
L0111156532 [exp0312] [All States] [DC, GU, MP, PR, VI]

## Font Specifications

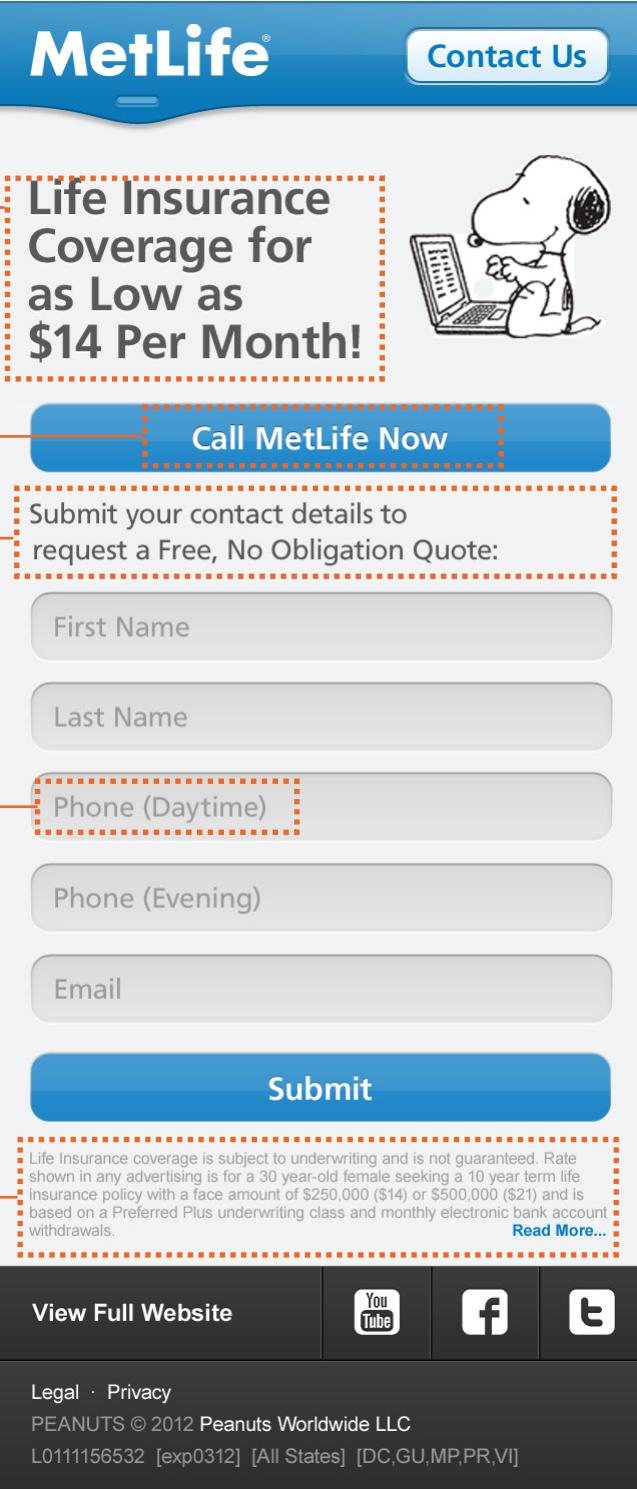
**Headline**  
**Frutiger Bold 24px All Caps**  
**Leading 20px**  
#595959 + effects

**Button text**  
**Frutiger Bold 16px**  
#FFFFFF + effects

**Article Copy**  
**Frutiger Regular 14px**  
**Leading 20px**  
#595959

**Form Field Label**  
**Frutiger Regular 14px**  
#808080

**Disclaimer**  
**Frutiger regular 8px**  
**Leading 9px**  
text: #595959



The image shows a screenshot of the MetLife website's landing page. A blue dashed line highlights specific text elements, which are then labeled with their corresponding font details from the left sidebar.

- Headline:** Frutiger Bold 24px All Caps, Leading 20px, #595959 + effects. This label points to the main headline "Life Insurance Coverage for as Low as \$14 Per Month!"
- Button text:** Frutiger Bold 16px, #FFFFFF + effects. This label points to the blue button labeled "Call MetLife Now".
- Article Copy:** Frutiger Regular 14px, Leading 20px, #595959. This label points to the text "Submit your contact details to request a Free, No Obligation Quote:"
- Form Field Label:** Frutiger Regular 14px, #808080. This label points to the input field labeled "Phone (Daytime)".
- Disclaimer:** Frutiger regular 8px, Leading 9px, text: #595959. This label points to the small disclaimer text at the bottom of the page.

The page itself features the MetLife logo at the top right, a "Contact Us" button, and a cartoon illustration of Snoopy sitting at a laptop. It also includes fields for First Name, Last Name, Phone (Evening), Email, and a large "Submit" button. At the bottom, there are links for "View Full Website", social media icons for YouTube, Facebook, and Twitter, and legal notices including "Legal · Privacy" and copyright information.

