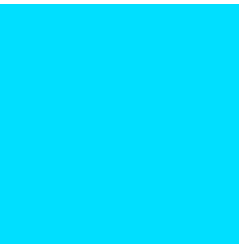


Sports Chatter Style Guide

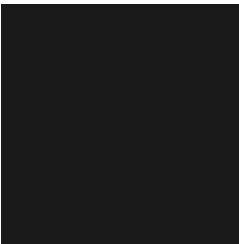
This is the beginning of a style guide document for the app Sports Chatter.
This is a work in progress and should be interpreted as such. All designs and specs are for the retina display of: 960 by 640 pixels.

Sports Chatter: Colors & Gradients

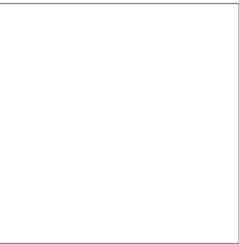
Primary Colors



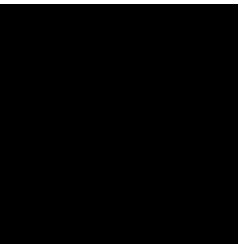
HEX: 43DEFF



HEX: 1A1A1A



HEX: FFFFFFF



HEX: 000000

Sports Chatter: Typography

Fonts

20px Helvetica Neue Bold

24px Helvetica Neue Bold

28px Helvetica Neue Bold

32px Helvetica Neue Bold

40px Helvetica Neue Bold

46px Helvetica Neue Bold

20px Helvetica Neue Regular

22px Helvetica Neue Regular

24px Helvetica Neue Regular

26px Helvetica Neue Regular

28px Helvetica Neue Regular

Sports Chatter: Typography Treatment

1. Top Nav Button

24px Helvetica Neue Bold
HEX: FFFFFFFF
Effects:
Drop Shadow
• Opacity: 50%
• Angle: -90
• Distance: 1px
• Spread: 0%
• Size: 0px

2. Top Nav Header

40px Helvetica Neue Bold
HEX: FFFFFFFF
Effects:
Drop Shadow
• Opacity: 50%
• Angle: -90
• Distance: 2px
• Spread: 0%
• Size: 0px

3. Team Label

20px Helvetica Neue Bold
HEX: FFFFFFFF
Effects:
Drop Shadow
• Opacity: 100%
• Angle: -90
• Distance: 2px
• Spread: 0%
• Size: 0px

4. Time Stamps

26px Helvetica Neue Regular
HEX: FFFFFFFF
Effects:
Drop Shadow
• Opacity: 40%
• Angle: -90
• Distance: 1px
• Spread: 0%
• Size: 2px

5. Bottom Nav Button Active

20px Helvetica Neue Bold
HEX: FFFFFFFF

6. Bottom Nav Button Inactive

20px Helvetica Neue Bold
HEX: C6C6C6



Sports Chatter: Typography Treatment

7. Stream Twitter User Name

28px Helvetica Neue Bold
HEX: 43DEFF
Effects:
Drop Shadow
• Opacity: 25%
• Angle: -90
• Distance: 2px
• Spread: 0%
• Size: 0px

8. Tweet Bar Text

28px Helvetica Neue Bold
HEX: A8A8A8

9. Tweeted Text

28px Helvetica Neue Regular
Leading: 32px
HEX: FFFFFFFF
Effects:
Drop Shadow
• Opacity: 25%
• Angle: -90
• Distance: 2px
• Spread: 0%
• Size: 0px

10. Tweeted Text Links

28px Helvetica Neue Regular
Leading: 32px
HEX: 43DEFF
Effects:
Drop Shadow
• Opacity: 25%
• Angle: -90
• Distance: 2px
• Spread: 0%
• Size: 0px

11. Tweet Time Stamp

24px Helvetica Neue Regular
HEX: 1A1A1A



Sports Chatter: Typography Treatment

12. Poll Header

28px Helvetica Neue Bold
HEX: FFFFFFFF

13. Poll Copy

26px Helvetica Neue Regular
HEX: FFFFFFFF

14. Poll Button

24px Helvetica Neue Bold
HEX: FFFFFFFF

- Effects:
- Drop Shadow
 - Opacity: 50%
 - Angle: -90
 - Distance: 1px
 - Spread: 0%
 - Size: 0px



12

13

14

Sports Chatter: Typography Treatment

15. Team Name

24px Helvetica Neue Bold

HEX: FFFFFFFF

Effects:

- Drop Shadow
 - Opacity: 50%
 - Angle: -90
 - Distance: 2px
 - Spread: 0%
 - Size: 0px

16. Team Stats

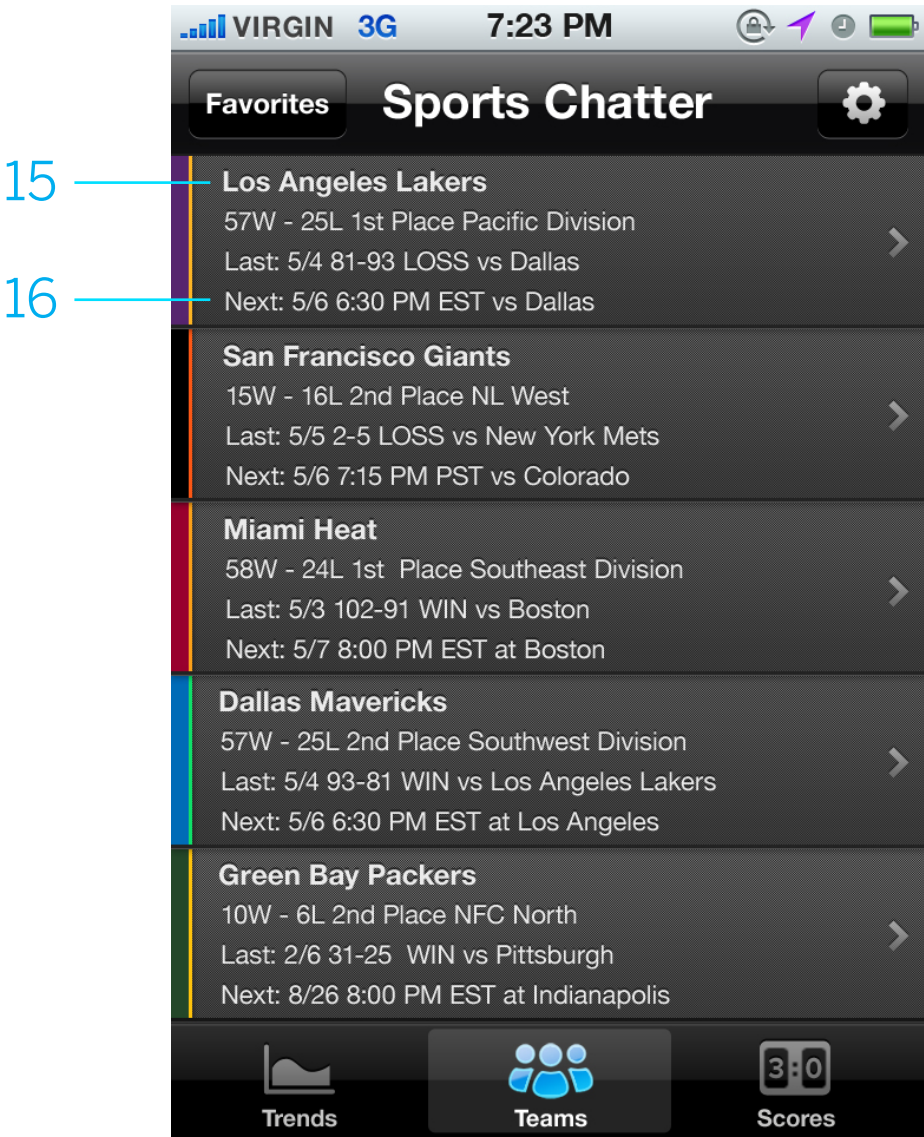
24px Helvetica Neue Regular

34px Leading

HEX: FFFFFFFF

Effects:

- Drop Shadow
 - Opacity: 40%
 - Angle: -90
 - Distance: 2px
 - Spread: 0%
 - Size: 0px



Sports Chatter: Typography Treatment

17. Calendar Day

24px Helvetica Neue Regular

HEX: 43DEFF

Effects:

- Drop Shadow
 - Opacity: 75%
 - Angle: -90
 - Distance: 2px
 - Spread: 0%
 - Size: 0px

18. Score

46px Helvetica Neue Bold

HEX: FFFFFFFF

Effects:

- Drop Shadow
 - Opacity: 75%
 - Angle: -90
 - Distance: 2px
 - Spread: 0%
 - Size: 0px

19. Scheduled Time

36px Helvetica Neue Bold

HEX: FFFFFFFF

Effects:

- Drop Shadow
 - Opacity: 75%
 - Angle: -90
 - Distance: 2px
 - Spread: 0%
 - Size: 0px

20. Calendar Month

24px Helvetica Neue Regular

HEX: FFFFFFFF

Effects:

- Drop Shadow
 - Opacity: 75%
 - Angle: -90
 - Distance: 2px
 - Spread: 0%
 - Size: 0px

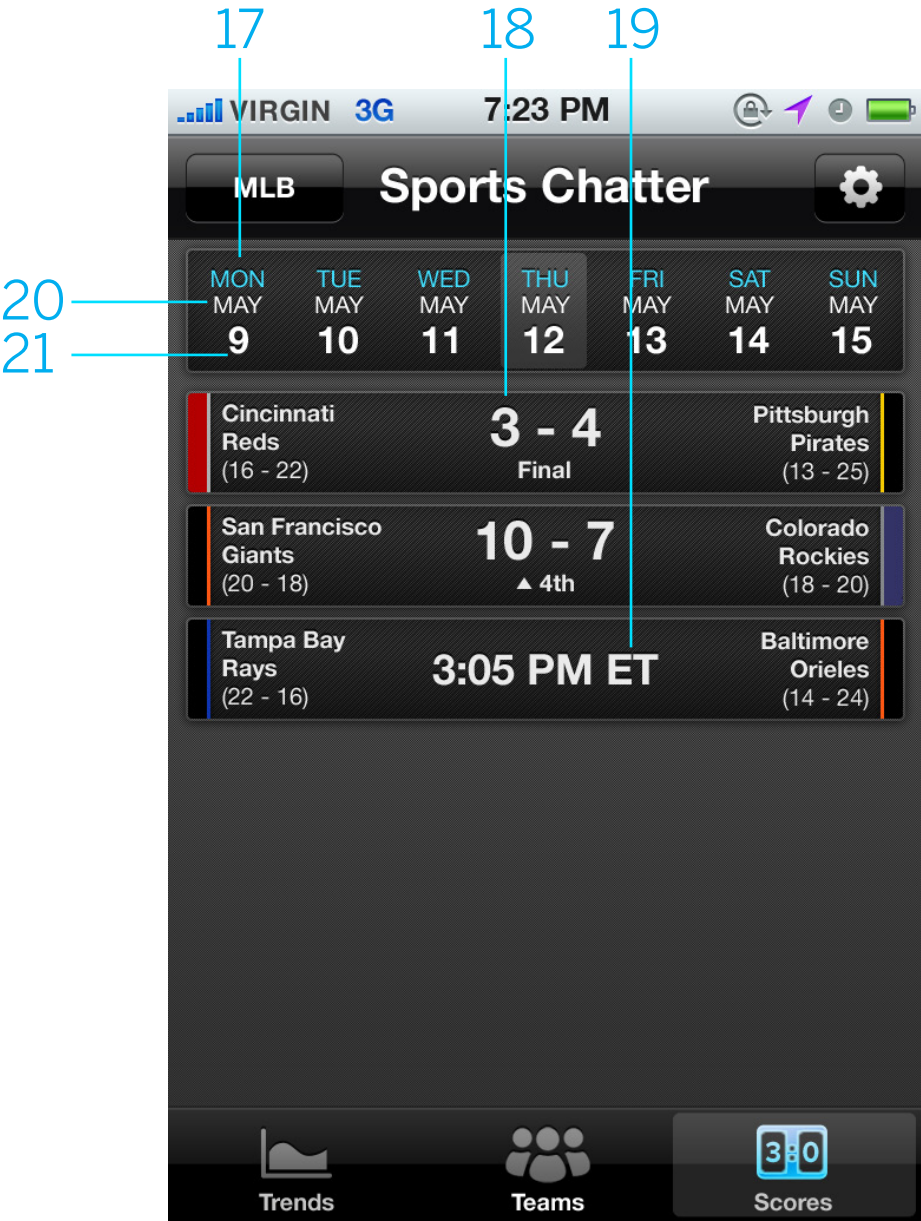
21. Calendar Number

32px Helvetica Neue Bold

HEX: FFFFFFFF

Effects:

- Drop Shadow
 - Opacity: 75%
 - Angle: -90
 - Distance: 2px
 - Spread: 0%
 - Size: 0px



Sports Chatter: Typography Treatment

22. Status of Game

20px Helvetica Neue Bold
HEX: FFFFFFFF

23. Team Name

20px Helvetica Neue Bold
HEX: FFFFFFFF

- Effects:
- Drop Shadow
 - Opacity: 75%
 - Angle: -90
 - Distance: 2px
 - Spread: 0%
 - Size: 0px

24. Record

20px Helvetica Neue Regular
HEX: FFFFFFFF

- Effects:
- Drop Shadow
 - Opacity: 75%
 - Angle: -90
 - Distance: 2px
 - Spread: 0%
 - Size: 0px

