












































Icons and User Interface

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Brand Icons

- Brand icons are often used for marketing campaigns or initiatives.
- They can be incorporated into modular elements of Tier 2 design.

Magenta (#E20074) on white

 Unlimited Rate Plans	 High Speed Data	 Add a Line	 Social	 4G	 HD Voice	 International Calling and Services
 Wi-Fi Calling	 No contracts	 Upgrade Phone / Choose the phone you love	 Upgrade Whenever	 MBB	 Set up voicemail, email, contacts	 Tips & Tricks
 Billing	 My T-Mobile, my.t-mobile.com	 Smartphone Mobile Hotspot	 Trade-in old devices	 Bring your own device	 Store Grand Opening	 Network
 Handset protection	 LTE	 Rebate	 Talk, text, web	 Email	 Email	 New phone
 24/7 Care	 No fee/free service	 Selection of phones	 Seal of approval/praise	 Easy account management tools	 Dedicated business customer service	 Essential business apps
 Unique opportunity	 Simple plan	 Simple set up	 Free desk phone	 Half off	 Built for business	 General customer service
 Shopping Cart						

White on magenta












































 Unlimited Rate Plans	 High Speed Data	 Add a Line	 Social	 4G	 HD Voice	 International Calling and Services
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Icons and User Interface

# Brand Icons

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White solid on magenta

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Generic Content Icons

Shipping icon



Truck

BYOD



Step 1



Step 2



Step 3

Carrier comparison



Network



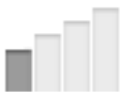
Upgrades



Overages



Contracts



Dead zones



Plans

Switch



Select phone



Plans



Checkout



Checkout complete



Keep number



Trade phone



Bring device

Homepage (Why TMO) module



Switch



Why TMO?






























Chat

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Feature Icons for Product Detail Pages

Icons must fit in a 50 x 50 PX square (#9B9B9B)

	<b>Advanced hardware:</b> hands free, accessibility (hearing aids), SIM, rugged design		<b>Connectivity:</b> smartphone Mobile HotSpot capable, infrared enabled, tethering, mobile backup		<b>Multimedia:</b> video camera, screen share, HD video capabilities
	<b>Alert:</b> alarm clock, emergency warnings		<b>Email:</b> all things email		<b>Person/social:</b> conference calling, social, caller/name ID
	<b>Android:</b> includes an Android OS		<b>GPS:</b> GPS built in or navigation ready		<b>Phone:</b> phone book, auto-redial, jack for home lines, promotions
	<b>Applications:</b> apps and applications, including stores		<b>International calls:</b> use this phone worldwide		<b>Processor:</b> processor models
	<b>Audio:</b> music players, radio, speakers, headphone jacks		<b>iOS/Apple</b>		<b>Screen:</b> touch screen, screen resolution, screen savers
	<b>Battery:</b> battery life		<b>Keyboard:</b> different types of keyboards		<b>Support:</b> tech assist, find my phone, car kit
	<b>Blackberry</b>		<b>Memory:</b> built-in memory, memory slots		<b>Windows</b>
	<b>Camera</b>		<b>Messaging:</b> text, picture, group messaging, cloud texting		<b>4G Capable</b>
	<b>Compatible:</b> compatible with iPhone, Mac, T-Mobile, etc.		<b>Misc</b>		<b>4G LTE Capable</b>









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UI Icons (icon-ui)









When two icons are listed, the one on the right is the hover state.

Universal navigation









	Search		Close menu
	Store locator		Mega menu open
	Cart		
	Cart loaded		
	My T-Mobile		
	Menu		

Footer social icons

Large set (mobile only)

		YouTube
		Twitter
		Google+
		Facebook

Medium set (desktop only)

		YouTube
		Twitter
		Google+
		Facebook













Icons and User Interface















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UI Icons (icon-ui)

When two icons are listed, the one on the right is the hover state.

Sub navigation

		Features (product detail)
		Compare (product detail)
		Reviews (product detail)
		Related products (product detail)
		Accessories (browse and product detail)
		Tablets and devices (browse)

		Phones (browse and plans)
		Mobile broadband (plans)
		Family plans (plans)
		Fair pricing (Why TMO)
		Easy upgrades (Why TMO)
		Plans (Why TMO)
		Network (Why TMO)








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UI Icons

When two icons are listed, the one on the right is the hover state.

Misc. navigation

		Close			Expand/menus
		Close — dark			Collapse/menus
		Close — magenta (cart only)			Expand list items
		Back			Collapse list items
		CTA arrow — gray (cart only)			Cart
		CTA arrow — magenta (cart only)			CTA arrow — magenta
		Close — popup			CTA arrow — dark gray (mobile only)
		Expand/lists — dark			
		Collapse/lists — dark			

Carousel arrows

		Back to top arrow			Carousel arrow lg — right
		Color swatches arrow — up			Carousel arrow lg — left
		Color swatches arrow — down			Pill arrow — right
		Carousel arrow md — up			Pill arrow — left
		Carousel arrow md — right			Circle arrow — right
		Carousel arrow md — right			Circle arrow — left
		Carousel arrow md — left			



















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UI Icons

When two icons are listed, the one on the right is the hover state.


Miscellaneous

		Star on (reviews)		Share R/O: Pinterest (PDP video share)
		Star off (reviews)		Share R/O: Twitter (PDP video share)
		Star on (reviews)		Share R/O: Facebook (PDP video share)
		Star off (reviews)		Chat (cart only)
		Pricing module (tool tip)		Green check mark (configure)
		Pricing module dark-plans (tool tip)		Big check
		Share (social media share)		Point right (cart only)

 Exclamation (cart only)


Pricing module calculator

 Calculator

 Calculator Lg

Compare page

  Add a phone

 Large phone

Chat

  Voiceover on/off

 Type size

 Print

 Email


















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UI Icons

When two icons are listed, the one on the right is the hover state.

Store locator



TMO headquarters

TMO store pin





Authorized retailers pin

TMO store pin

Authorized retailers pin

TMO store pin

Authorized retailers pin




You are here star


Print


Search pin


Search — store locator


Useful lockups


 CLOSE


 CLOSE



 ADD TO CART


 BACK


 SHARE


 [Read 18 Reviews](#)

 [Read 18 Reviews](#)


 \$0 today 



 Refine


 4.2 [Read 18 Reviews](#)


 4.2 [Read 18 Reviews](#)


1 item selected.  
Add up to 4 more to compare.





LIVE CHAT 

 Find a store near you



Sub-Navigation Icons

	Default state	Rollover state	Selected state
Desktop menu			
Desktop menu (collapsed)			
Mobile menu			
Mobile menu (collapsed)			