

# Amazon Video UX System

## UI Patterns Carousels

### Mozart in the Jungle

★★★★★ (3,747) **IMDb** 8.2/10 2015 TV-MA CC

**Season 2 Episode 6** Rodrigo shows Hailey HIS Mexico and takes her to a performance of his childhood youth orchestra. Thomas an...

#### Next for You

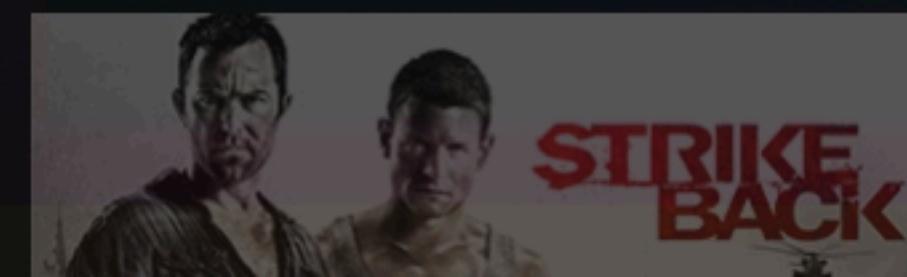
Hit area



#### My Apps & Games



**Prime** More TV like Justified



Hit area



Hit area

# Symphony Deliverables

## 1. Human Interface Guideline

An interactive web site will explain the system and serve as a reference tool for Designers, Product Managers, and Engineers

## 2. Design Resources

Sketch-based UI screen templates, UI components, colour palettes, type ramps, icons, UX flows, etc. to accelerate UX design and also maintain consistency.

## 3. Tools and Transformations

Support the ability to use design tools (Sketch, prototyping tools) to create native code for Mobile and TV platforms

### Symphony

#### Symphony

#### Style

#### Typography

#### Colour

#### Typography

#### Icons

#### Imagery

#### Tone of Voice

#### Layout

#### Sound

#### Motion

#### Components

#### Patterns

#### Accessibility

### Style

#### Typography

##### 1. Typeface

Amazon Ember was developed for use on digital displays of all sizes. We use Amazon Ember for all our typefaces.

 Download font

 Download sketch file

##### 1. Typeface

Amazon Ember Thin

Amazon Ember Light

**Amazon Ember Regular**

**Amazon Ember Bold**

##### 2. Type Ramp

#### Web/Mobile/3p

Resolution	320px - 1024px	1025px - 1599px	1600px - upwards
<b>Product title</b> <small>Used only on detail page</small>	30 pt / 32 pt Ember Light	45 pt / 48 pt Ember Light	60 pt / 64 pt Ember Light
<b>Heading</b> <small>Page headings</small>	19 pt / 24 pt Ember Regular	21 pt / 24 pt Ember Regular	23 pt / 24 pt Ember Regular
<b>Subheading</b> <small>Sub sections headings, carousel headings, playback text string</small>	17 pt / 24 pt Ember Regular	19 pt / 24 pt Ember Regular	21 pt / 24 pt Ember Regular
<b>Body</b> <small>All reading text</small>	15 pt / 20 pt Ember Regular	17 pt / 24 pt Ember Regular	19 pt / 24 pt Ember Regular
<b>Button</b> <small>Single and double line, sign up, purchase, etc</small>	15 pt / 20 pt Ember Regular	17 pt / 20 pt Ember Regular	19 pt / 24 pt Ember Regular
<b>Subtext</b> <small>T&amp;Cs, footer</small>	13 pt / 16 pt Ember Regular	15 pt / 20 pt Ember Regular	17 pt / 24 pt Ember Regular