Kutlu Çanlıoğlu | Portfolio

Style

Typography

1. Typeface
2. Type ramp
3. Line heights

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]

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
Product title *Used only on detail page*	30 pt / 32 pt Ember Light	45 pt / 48 pt Ember Light	60 pt / 64 pt Ember Light
Heading *Page headings*	19 pt / 24 pt Ember Regular	21 pt / 24 pt Ember Regular	23 pt / 24 pt Ember Regular
Subheading *Sub sections headings, carousel headings, playback text string*	17 pt / 24 pt Ember Regular	19 pt / 24 pt Ember Regular	21 pt / 24 pt Ember Regular
Body *All reading text*	15 pt / 20 pt Ember Regular	17 pt / 24 pt Ember Regular	19 pt / 24 pt Ember Regular
Button *Single and double line, sign up, purchase, etc*	15 pt / 20 pt Ember Regular	17 pt / 20 pt Ember Regular	19 pt / 24 pt Ember Regular
Subtext *T&Cs, footer*	13 pt / 16 pt Ember Regular	15 pt / 20 pt Ember Regular	17 pt / 24 pt Ember Regular

Living Room

Living Room 3P	Living Room Fire TV
84px / 99px Ember Light	100px / 110px Ember Thin
63px / 72px Ember Light	68px / 80px Ember Thin
42px / 45px Ember Regular	40px / 48px Ember Regular
36px / 45px Ember Bold	**32px / 40 px Ember Bold**
36px / 45px Ember Bold	32px / 40 px Ember Light
30px / 36px Ember Regular	28px / 32px Ember Regular
30px / 36px Ember Bold	28px / 32 px Ember Regular
27px / 36px Ember Regular	28px / 32px Ember Light
27px / 36px Ember Regular	24px / 32px Ember Light

3. Line Height

The line height adheres to the baseline grid and is the basis for all line height setting sused.
In most cases every line falls onto a baseline, but there are acceptions where eveey second line falls on a baseline, eg buttons, where space is restricted.

45 / 48

Armed with the astonishing ability to shrink in scale but increase in strength, master thief Scott Lang must embrace his inner hero and help his mentor, Dr. Hank Pym, to plan and pull off a heist that will save the world in Marvel Studios' Ant-Man.

21 / 24

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Symphony Deliverables

Amazon Video UX System

1. Human Interface Guideline

An interactive web site will explain the system and serve as a reference tool for Designers, Product Managers, and Engineers
Draft 1 - November 15

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. **Fogg version live.** *Draft 1 - December*

3. Tools and Transformations

Support the ability to use design tools (Sketch, prototyping tools) to create native code/ML for Bond and Blast. *Target: 2017*

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BBC iPlayer Redesign