



#### Kutlu Çanlıoğlu | Portfolio

## Symphony

#### Symphony

Style

Colour

#### Turnaruanh

Typography

Icons

lmagery

Tone of Voice

Layout

Sound

Motion

Components

Patterns

Accessibility

Style
Typography

#### 71: 2 : 1: 7

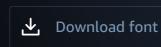
2. Type ramp

3. Line heights

1. Typeface

#### 1. Typeface

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



Amazon Ember Thin

Amazon Ember Light

Amazon Ember Regular

Amazon Ember Bold

#### 2. Type Ramp

#### Web/Mobile/3p

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

#### **Living Room**

g Room			
Living Room 3P	Living Room Fire TV		
84px / 99px	100px / 110px Ember Thin		
63px / 72px	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.

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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

