MOBILE GUIDELINES

GENERAL INFO
Resolution
Every pixel dimension must be divisible by 2
Refer to Global Template Map in Google Drive to begin design

DIMENSIONS
iPhone 4 = 640px by 832px (fold)
iPhone 5 = 640 px by 1008px (fold)
Tappable Items
Tappable items (i.e., product images, input fields): 88px
Tappable buttons: 50-80px in height
Between elements: 20px

FONTS
Arial, Verdana, Georgia, Tahoma, Trebuchet, Times New Roman

BANNERS
Must be 640px wide by any even height
Recommend 3 (5 maximum) banners for best performance
Banners are controlled by Branding Brand's content management system (CMS)
Because banner image is flattened, any font may be used

BUTTON COLOR
Define a primary and secondary button color
- *Primary Example*: Checkout button
- *Secondary Example*: Add to Wishlist or Filter Results

LINES
Typically, lines are 2px in width (must be even number to coincide with the resolution)

FORM FIELDS
Should include a 2px stroke
Text within field and labels should be 24-26px for readability
Text within fields is usually a secondary color
Include asterisks (*) for required information

PAGE MARGIN
20px except for certain design elements such as banners or background colors

IMAGES
Limit the use of images for best load time

CATEGORY PAGE
Use endless scrolling for products unless otherwise advised by client

ACCORDIONS
+ indicates a closed accordion
- indicates an open accordion
DO NOT put an accordion within another accordion

BRANDing BRAND.com

ARROWS Indicates the user will be taken to a new page

LINKS Designate a link color and keep consistent throughout site
Recommend eliminating the use of an underline to indicate a link

COLORS Hex colors #000000 for code
Recommend using a primary and secondary color throughout the site; add a tertiary color if necessary

BREADCRUMBS Only use if desktop site has them
Remember to distinguish between a link and landing page text within breadcrumbs
Do not include product name in breadcrumb on product page

HEADER Generally consists of the following elements and is static throughout the site:
- Logo
- My Account
- Cart
- Stores
- Search bar

FOOTER Generally consists of the following elements (subject to change with each site) throughout the site:
- Email subscription
- Contact phone number
- Social icons
- Copyright
- Privacy and Terms & Conditions
- Link to desktop site
- Any other important links relevant to client site and customer

TEXT SIZES

Category Links
- Typically between 28-36px
- Styling is based on desktop site

Header Text
- Typically between 22-28px
- Stying is based on desktop site

Body Text
- Typically between 22-24px
- Usually a non-bold font

Other Text Info
- Disclaimer, minor details, etc
- 18-20px

Footer text
- 20-22px

BRANDing
BRAND.com

MOBILE FLOWS

GETTING STARTED

*Prior to beginning designs, mockup header first. Let Nikki know and she will assign a dev to prototype the header using CSS. At completion of the CSS, the designer will take a screenshot and apply changes in Photoshop.

GRADIENTS

When creating gradients, use Ultimate CSS Gradient Generator and record gradients in SCSS (Sass) in Starter Value doc.

FLOWS

Home to Cart
- Home
- Accordion Open (if applicable)
- Category
- Accordion Open (if applicable)
- Product Grid
- List and/or Grid
- Filter Page
- Product grid with filter applied (if applicable)
- Product Page
    - If size charts exists, determine if it needs to be made or if   it can be pulled from some
- Product page variations
- Product page special cases
- Sale Price
- Sold Out Product
- Shipping text changes
- Availability changes
- Item added to cart/bag
- Each relevant accordion open/closed
- Reviews
- Description
- Cart
- With Promo applied (new pricing)

Checkout
- condensed header and footer
- display progress bar and indicate current step
- Shipping, Billing, Payment, Review, Confirmation
- error in field (with jump-up to first error)
- open and closed accordions (if applicable)
- checked and unchecked boxes
- any extra pages for edits or changes (if applicable)
- modal example (for details link or other info)

Account
- open and closed accordions
- checked and unchecked boxes
- sign out link in footer when signed in

Search
- null results
- search with results
- Product grid with filter applied (if applicable)

BRANDing**BRAND**.com

FLOWS CONTINUED

Store Locator
- current location alert dialog
- do not use current location
- show results

Custom Pages

Coming Soon

Footer Link
- text page example
- email sign up confirmation and/or second page

BOOKMARK ICONS

3 sizes
- 57px X 57px (non-retina for iPhone)
- 72px X 72px (non-retina for iPad)
- 114px X 114px (retina for iPhone)

APP ICONS

6 sizes
- 57px X 57px (non-retina for iPhone)
- 72px X 72px (non-retina for iPad)
- 114px X 114px (retina for iPhone)
- 144px X 144px (retina for iPad)
- 512px X 512px (non-retina iTunes artwork)
- 1024px X 1024px (retina iTunes artwork)

SPLASH PAGES

3 Sizes
- 320px X 480px (non-retina for other iPhones)
- 640px X 960px (retina for iPhone4)
- 640px X 1136px (retina for iPhone5)

FINISHING UP

Upload final PDF to JIRA and be sure to name the file "client_final.pdf." Make sure it includes Table of Contents.

If changes occur during development, update PSDs as you go and/or label label the document with red copy.

Prior to QA, print mockups and file in metal bins.

*Design is responsible for giving each project a grade of "pass" or "fail" prior to entrance into QA and UAT.

BRANDing
BRAND.com