myAT&T

DESIGN PLAYBOOK

Style Guide, Design System, & Experience Map

July 2020

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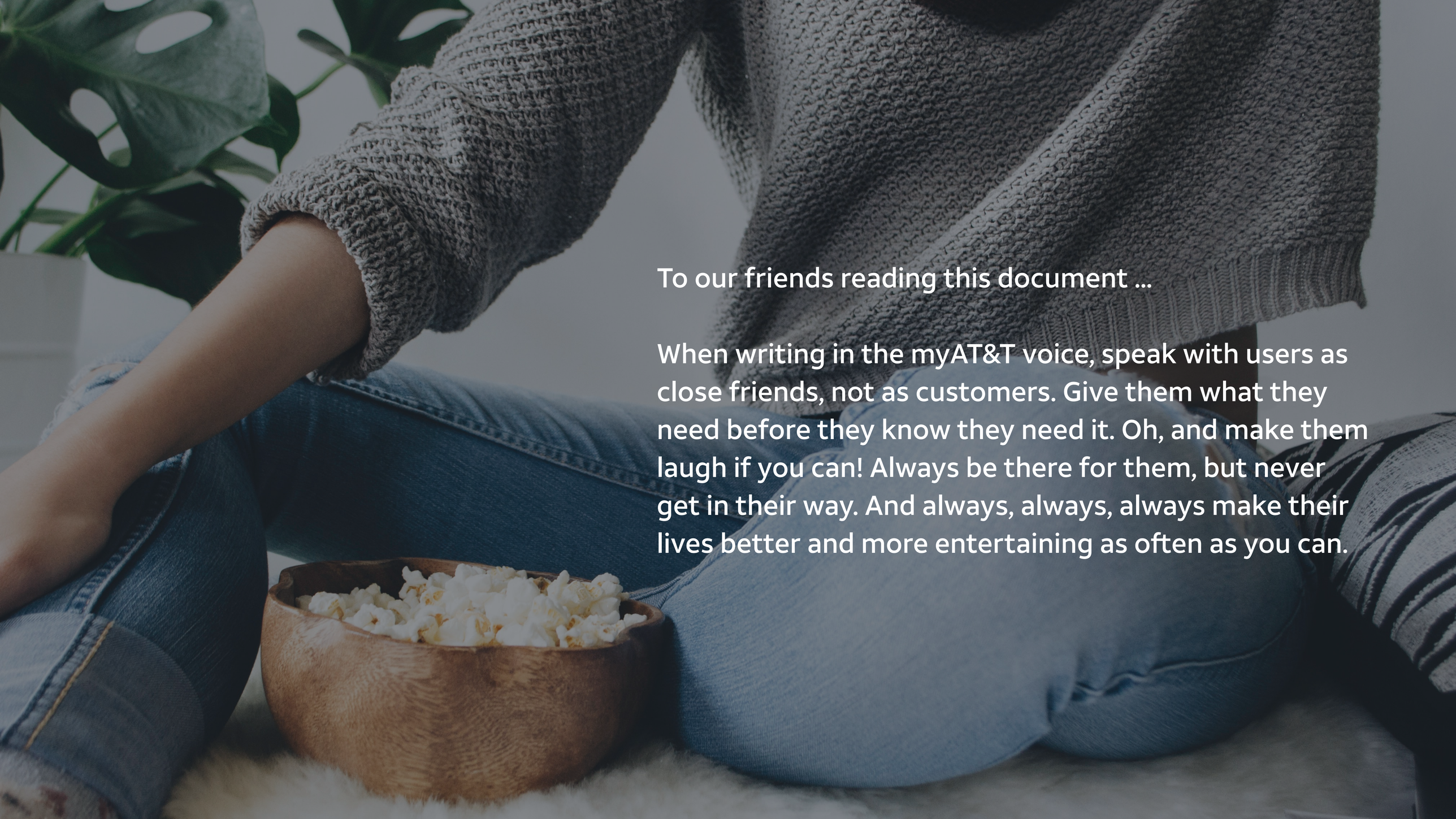
STYLE GUIDE

1. myAT&T APP VOICE



To our friends reading this document ...

When writing in the myAT&T voice, speak with users as close friends, not as customers. Give them what they need before they know they need it. Oh, and make them laugh if you can! Always be there for them, but never get in their way. And always, always, always make their lives better and more entertaining as often as you can.

myAT&T

The myAT&T app follows three tonal principles across all communication:

Personal. Helpful. Life-enhancing.
The three places to consider tone are Voice Assistant, Notifications and in-app copy. Voice Assistant is the most contextual, personal and conversational; Notifications are helpful but succinct; and in-app copy is clear but not dry.

In short, the myAT&T voice is:
Proactive, not pushy.
Attentive, not sales-y.
Funny, not frivolous.
Life-enhancing, not just purely utilitarian.

Personal

This is not just the myAT&T app; it's *your* myAT&T app. From onboarding through daily interactions, use language that makes the app seem as though it's excited to get to know the users. Write with a familial tone, always use the user's first names, and speak to them like a friend who really gets them – their interests, their likes and dislikes, their family dynamic, the complexities of their lives.

In-App Example
(Opening app) *Good morning, Sally!*

Voice Assistant Example
Hi, Sally! Looks like George's birthday is right around the corner. Think he would like a free month of HBO?

Notifications Example
Happy birthday! Here are two NFL game tickets for you.

Helpful

The “my” in myAT&T means our voice is always on the side of the user, always ready to help and offer suggestions that will benefit them without trying to over sell or persuade. Use language that asks the users, not tells them.

In-App Example

Kimberly has just arrived at home.

Voice Assistant Example

Hi Sally, looks like you have an iPhone 8, and you’re eligible for an upgrade. Let’s find the perfect phone for you. Would you like to stay with an Apple product?

Notification Example

Hey, your data is almost up! Switching to an Unlimited Plan could be a better option for you.

(NOT)

You are approaching your data limit. Upgrade now to avoid additional fees.

Life-Enhancing

Like a friend who's always got your back, the myAT&T app is full of fun suggestions and interesting things to do. These perks (free tickets, discounted upgrades, etc.) should be treated not as loyalty rewards, but rather as perks of the user's relationship with the myAT&T app.

In-App Example

Awesome! You earned 45 points for checking your notifications.

Voice Assistant Example

Target is only 7 minutes walking distance from your location. Would you like directions?

Notifications Example

Hi, Sally, looks like it's going to rain. Don't forget your umbrella.

2. PHOTOGRAPHY

Photography should feel as authentic, diverse and cool as the people who use the app.

These photos should be spontaneous and honest – like they were candidly snapped by a friend. “Corporate” is the last word you would use to describe this look.

DIGITAL DESIGN SYSTEM

1. LAYOUT & SPACING

Layout & Spacing

Consistent spacing is key to a polished look and feel. We use an 8pt spacing system in which steps are divisible by 8. For example, 48px spacing is commonly used for separation between cards, while 64px spacing is used for separation between page sections. The largest spacing is 96px, which is reserved for occasions when full page breaks are needed.

Consistent padding and spacing throughout the entire experience is paramount to deliver the best user experience throughout the app.

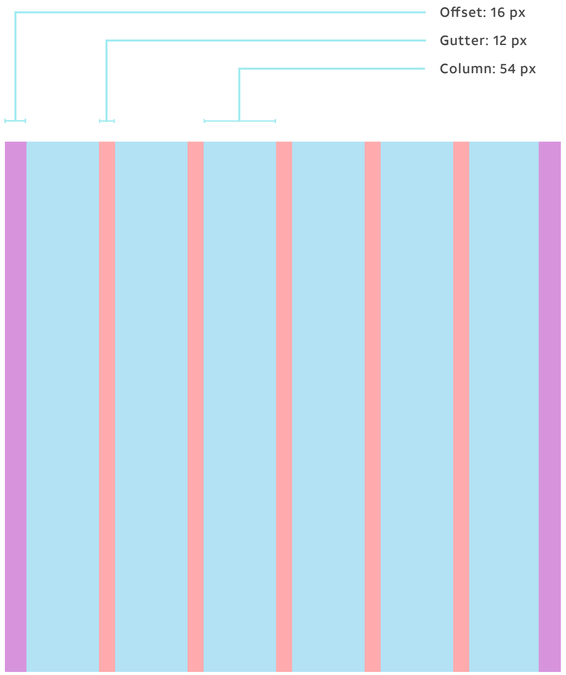
PADDING

4px - XSmall | 8px - Base | 16px - Small | 24px - Medium | 32px - Large

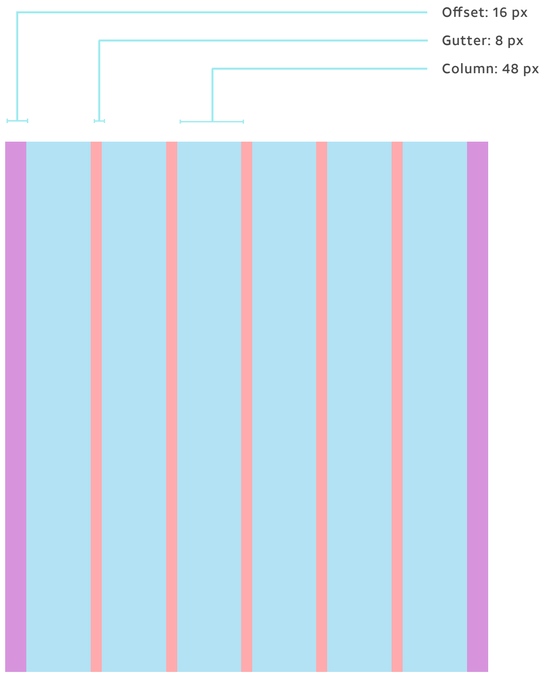
SPACING

48px - Small | 64px - Medium | 96px - Large

LAYOUT – IOS (414 PX)



LAYOUT – ANDROID (360 PX)



2. COLOR & LAYER STYLES

Color

Color plays a large role in the bold, modern direction of the future of the myAT&T brand. With a confident use of the primary Cobalt, this experience is firmly tied to the brand while still pushing the boundaries of what's possible.

Additionally, the use of gradients helps modernize the brand and place emphasis on key moments throughout the experience. For example, the use of the secondary gradients for the family members places emphasis on the user's life and loved ones – it calls them out as special. This humanizes the brand experience.

PRIMARY COLORS

COBALT
#0057B8

AT&T BLUE
#009FDB

SECONDARY COLORS

PURPLE
#AF29BB

BERRY
#FF585D

TANGERINE
#FFB000

MINT
#49EEDC

LIME
#91DC00

PRIMARY GRADIENTS

AT&T BLUE
#0079B1 > #009FDB > #00C9FF

COBALT-TO-PURPLE
#0057B8 > #AF29BB

BERRY-TO-TANGERINE
#FF585D > #FFB000

LIME-TO-MINT
#91DC00 > #49EEDC

SECONDARY GRADIENTS

COBALT
#4C89CD > #0057B8
(30% Lighter)

PURPLE
#C769CF > #AF29BB
(30% Lighter)

BERRY
#FF8A8D > #FF585D
(30% Lighter)

TANGERINE
#FFC74C > #FFB000
(30% Lighter)

MINT
#7FF3E6 > #49EEDC
(30% Lighter)

LIME
#B2E64C > #91DC00
(30% Lighter)

Color

We also use grayscale to balance the boldness of the primary colors and gradients. By using UI Black for headlines, UI Gray 1 for titles and paragraph copy, and UI Gray 2 to indicate the secondary hierarchy, we create a modern feel with plenty of white space for easy thumb-scrolling.

GRAYSCALE

BLACK
#000000

UI BLACK
#1D2329

UI GRAY 1
#454B52

UI GRAY 2
#686E74

UI GRAY 3
#878C94

UI GRAY 4
#DCDFE3

UI GRAY 5
#F2F2F2

WHITE
#FFFFFF

Layer Styles

Consistent use of color throughtout the UI elements creates an intuitive, easy-to-understand user experience from the moment the user downloads the app. All primary buttons use primary Cobalt Blue. All secondary buttons are white, with the primary Cobalt Blue 1px stroke.

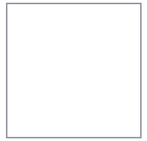
Red is only used for an error state, UI Gray 4 is only used for a disabled state, and Cobalt is for selected or active states.

We also incorporate the subtle use of drop shadows on containers and cards. To separate key components or cards, we use an inset divider.

UI ELEMENTS

PRIMARY BUTTON
#0057B8

SECONDARY BUTTON
#0057B8 – 1PX



PRIMARY INPUT
#939393 – 1PX

PRIMARY INPUT - ERROR
#C70032 – 1PX

SECONDARY INPUT
#F8F8F8

INSET DIVIDER
#F9F9F9

CONTAINER
#E2E2E2 – 1PX

PRIMARY DROP SHADOW
#E2E2E2 – 1PX
X:0, Y:12, Blur:14, Spread:0

SECONDARY DROP SHADOW
#E2E2E2 – 1PX
X:0, Y:12, Blur:14, Spread:0

FUNCTIONAL COLORS

DISABLED / DESELECTED
#C9C9C9

ACTIVE / SELECTED
#0057B8

ERROR
#C70032

3. TYPOGRAPHY

Typography

Typography has been established from the modular type scale in the AT&T Mobile App style guide, and optimized for the myAT&T app experience.

Our framework uses a constrained scale of predetermined text style across the experience. This limited choice in typography makes decisions easier and helps establish consistency.

Bold is used in headlines and data; Medium is reserved for secondary messaging and UI components. Regular is reserved for paragraph copy.

FONT FAMILY

ATT Aleck Sans Bold

ATT Aleck Sans Medium

ATT Aleck Sans Regular

PRIMARY HIERARCHY

Primary Headline

Primary Title

Primary Body

Caption

SECONDARY HIERARCHY

Secondary Headline

Secondary Title

Secondary Body

Caption

Type Styles

(Font Family – Font Weight / Size / Character / Line / Color)

Type styles are our typography presets for use across the app experience.

Headlines are bold weight, UI Black, spacious, and use 32px line spacing.

Paragraphs are regular weight, UI Gray 1, and use 24px line spacing.

Links are regular weight, Cobalt, and use 14px line spacing.

These can easily be accessed and applied using the dropdown, located just above text parameters on the right sidebar. Here you will find text styles for left-, center-, and right-aligned text boxes.

HEADLINES

Primary Headline
Lorem Ipsum Dolor

ATT Aleck Sans Bold / 22px / 0px / 32px / #1D2329

Primary Headline - White
Lorem Ipsum Dolor

ATT Aleck Sans Bold / 22px / 0px / 32px / #FFFFFF

Primary Title
Lorem Ipsum Dolor

ATT Aleck Sans Medium/ 20px / 0px / 28px / #454B52

Primary Title - White
Lorem Ipsum Dolor

ATT Aleck Sans Medium/ 20px / 0px / 28px / #FFFFFF

Secondary Headline
Lorem Ipsum Dolor

ATT Aleck Sans Bold / 16px / 0px / 24px / #1D2329

Secondary Headline - White
Lorem Ipsum Dolor

ATT Aleck Sans Bold / 16px / 0px / 24px / #FFFFFF

Secondary Title
Lorem Ipsum Dolor

ATT Aleck Sans Medium/ 14px / 0px / 22px / #454B52

Secondary Title - White
Lorem Ipsum Dolor

ATT Aleck Sans Medium/ 14px / 0px / 22px / #FFFFFF

PARAGRAPHS

Primary Body
Lorem ipsum dolor

ATT Aleck Sans Regular / 14px / 0px / 22px / #454B52

Primary Body - White
Lorem ipsum dolor

ATT Aleck Sans Regular / 14px / 0px / 22px / #FFFFFF

Secondary Body
Lorem ipsum dolor

ATT Aleck Sans Regular / 11px / 0px / 14px / #454B52

Secondary Body - White
Lorem ipsum dolor

ATT Aleck Sans Regular / 11px / 0px / 14px / #FFFFFF

Caption
Lorem ipsum dolor

ATT Aleck Sans Regular / 10px / 0px / 12px / #454B52

Caption - White
Lorem ipsum dolor

ATT Aleck Sans Regular / 10px / 0px / 12px / #FFFFFF

Primary Body - Error
Lorem ipsum dolor

ATT Aleck Sans Regular / 14px / 0px / 22px / #C70032

Secondary Body - Error
Lorem ipsum dolor

ATT Aleck Sans Regular / 11px / 0px / 14px / #C70032

Caption - Error
Lorem ipsum dolor

ATT Aleck Sans Regular / 10px / 0px / 12px / #C70032

Type Styles

LINKS

Primary Link - Large

ATT Aleck Sans Regular / 14px / 0px / 22px / #0057B8

Primary Link - Small

ATT Aleck Sans Regular / 11px / 0px / 14px / #0057B8

Secondary Link - Large

ATT Aleck Sans Regular / 14px / 0px / 22px / #878C94

Secondary Link - Small

ATT Aleck Sans Regular / 11px / 0px / 14px / #878C94

BUTTONS

PRIMARY BUTTON

ATT Aleck Sans Medium / 14px / 0.75px / - / #FFFFFF

SECONDARY BUTTON

ATT Aleck Sans Medium / 14px / 0.75px / - /#0057B8

PRIMARY BUTTON - XSMALL

ATT Aleck Sans Medium / 12px / 0.75px / - /#0057B8

SECONDARY BUTTON - XSMALL

ATT Aleck Sans Medium / 12px / 0.75px / - / #0057B8

INPUTS

Input Default

ATT Aleck Sans Medium / 14px / 0px / 22px / #454B52

Input Selected

ATT Aleck Sans Medium / 14px / 0px / 22px / #0057B8

Input Deselected

ATT Aleck Sans Medium / 14px / 0px / 22px / #C9C9C9

DATA

HERO

ATT Aleck Sans Bold / 50px / 0px / #1D2329

4. ICONS & LOGOS

Icons & Logos

Prioritizing the branding of the app itself, we made the "my" in the myAT&T the central hero figure throughout the app. This is achieved by it being centrally located, large and, at moments of importance, illuminated with a lime-to-mint gradient. This button represents the myAT&T Virtual Assistant experience that serves as a guide, as an enhanced shopping experience, and even as entertainment.

The myAT&T logo is normally seen using Cobalt, with the AT&T in full black, except in instances where the blue or black would not be visible, in which case either or both colors can be replaced with white.

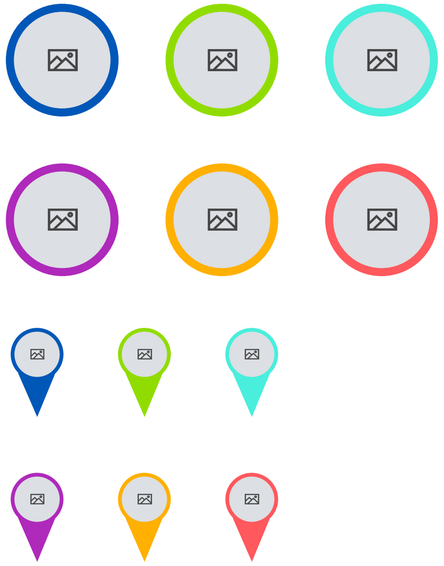
General icons are directly lifted from the larger AT&T brand guidelines. Shown here is a sample of what can be found throughout the app experience; however, the full brand icon library can be leveraged and found on the Brand Site (https://brandcenter.att.com/brand/home.html#/category-assets?cat=iconography).

“MY” LOGO

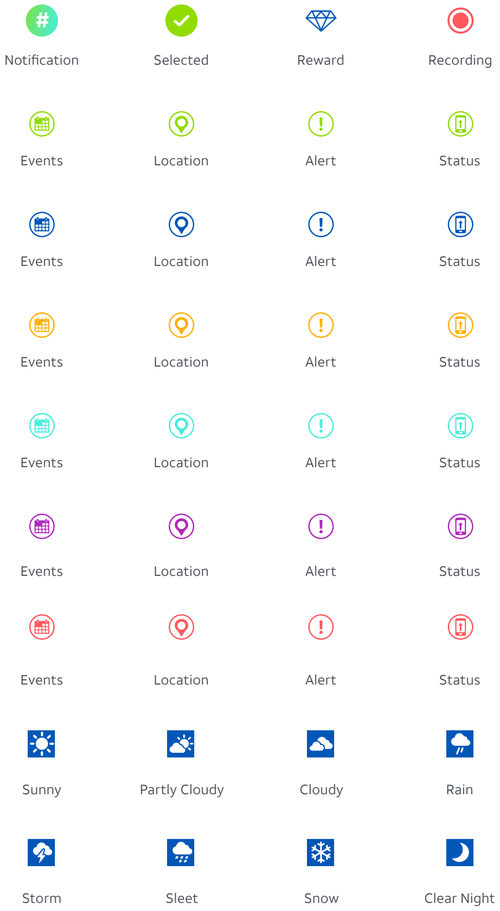
Inactive Active

MYAT&T LOGO

USER PROFILE



GENERAL

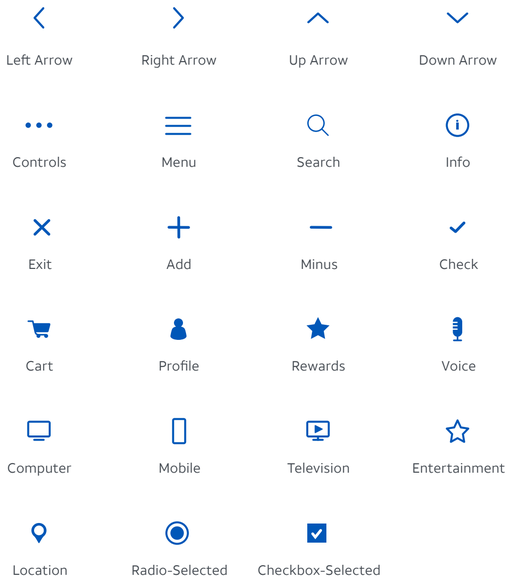


Icons & Logos

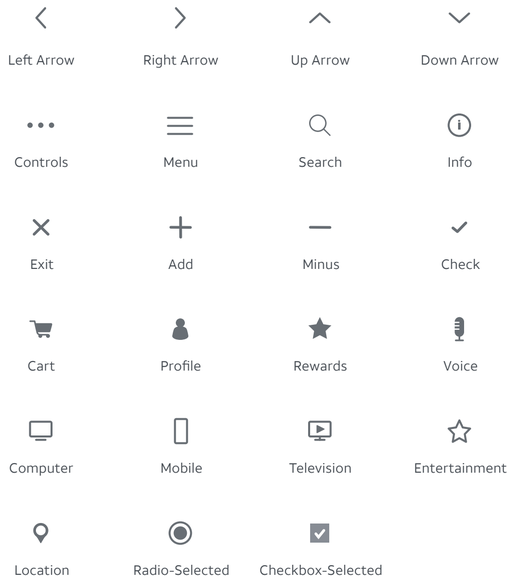
Navigation icons are the primary means of accessing content throughout the app. They are designed to be clean, clear and intuitive.

We have provided icons for instances where primary and secondary hierarchies are needed, as well as instances where icons need to be indicated as deselected or disabled.

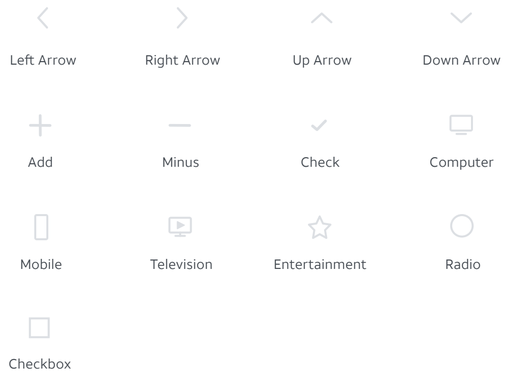
NAVIGATION – PRIMARY



NAVIGATION – SECONDARY



NAVIGATION – DESELECTED



5. INPUTS

Inputs

Consistent text fields are seen throughout the app experience. Text fields are 48px wide when they're placed inside a container or seen with a button, while 65px wide text fields are used when placed by themselves or not used in a container. An example of this can be seen in the Virtual Assistant chat experience.

TEXT FIELD

Lorem Ipsum

Lorem Ipsum

TEXT FIELD WITH LABEL

Text field label

Lorem Ipsum

Text field label

Lorem Ipsum

SEARCH

Lorem Ipsum

Text field label

Lorem Ipsum

TEXT FIELD – ERROR

Lorem Ipsum

Error Message

Lorem Ipsum

Error Message

TEXT FIELD WITH LABEL – ERROR

Text field label

Lorem Ipsum

Error Message

Text field label

Lorem Ipsum

Error Message

DROPDOWN

Text field label

Lorem Ipsum

Text field label

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Inputs

Accordion-style expansion is used in instances that are content-rich. It allows the user to collapse the page and minimize scrolling.

Checkboxes are used when multiple options can be selected at the same time. In Checkbox – With Icon, the gray box indicates a placeholder for a future icon. An example of this can be seen in the onboarding process.

Radio buttons are used in an either/or selection.

Selection with copy inside is used when the user can select one or more options of the listing. An example of this can be seen in the shopping experience.

ACCORDION – CLOSED

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

ACCORDION – OPEN

Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

CHECKBOX

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

CHECKBOX – WITH ICON

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

RADIO

Lorem Ipsum

Lorem Ipsum

SELECTION

Capacity

Lorem

Lorem

Lorem

6. BUTTONS

Buttons

Buttons can be applied in four different widths. The primary button will always be in primary AT&T Blue, with medium weight, all caps, text in white. The secondary botton will be outlined in primary AT&T Blue, filled in with white.

The highest-priority CTA should always be on the right, and descend in importance from left to right.

PRIMARY

XLARGE

LARGE

MEDIUM

SMALL

XSMALL

SECONDARY

XLARGE

LARGE

MEDIUM

SMALL

XSMALL

BUTTON GROUPS

MEDIUM MEDIUM

SMALL LARGE

SMALL SMALL SMALL

TERTIARY

XLARGE >

LINKS

Primary Large

Primary Small

Secondary Large

Secondary Small

7. NAVIGATION

Navigation

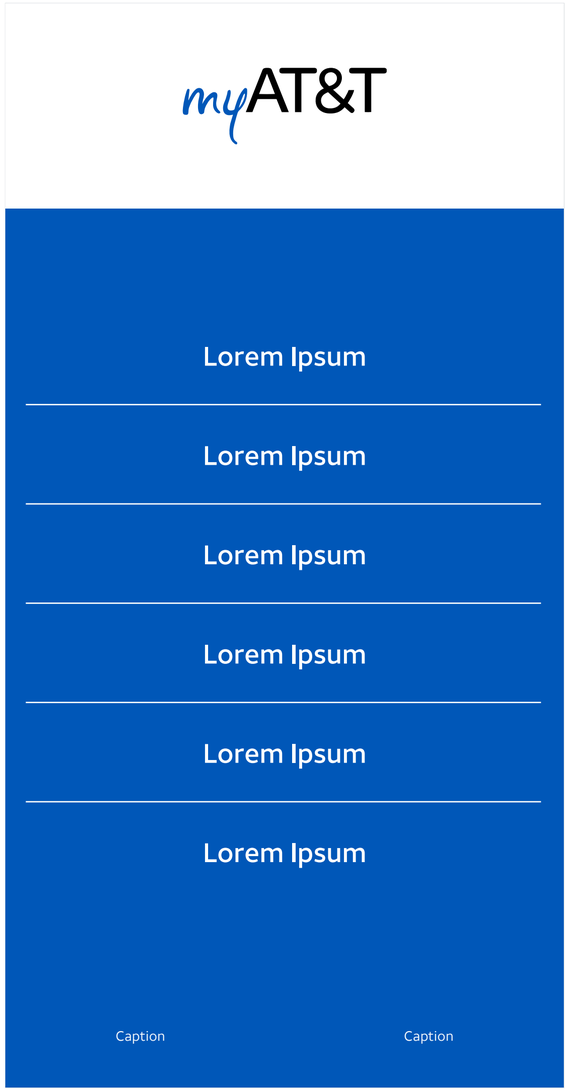
HEADER – BACK TO PREVIOUS

Page Title

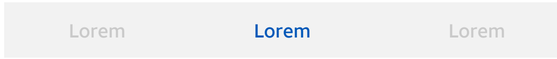
BOTTOM NAVIGATION

BOTTOM NAVIGATION – NOTIFICATION

MENU



TAB



TAB – WITH ICON

PAGINATION

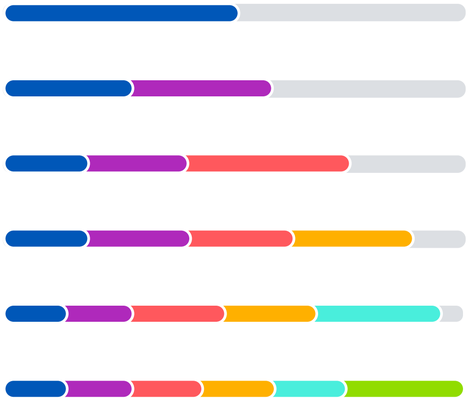
DIVIDERS

8. CHARTS & GRAPHS

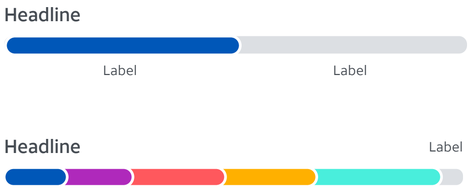
Charts & Graphs

Bar charts are used to visualize data usage and delineate family members' activity. The order of the colors should always be the same, for consistent visual representation of the brand.

BAR CHART

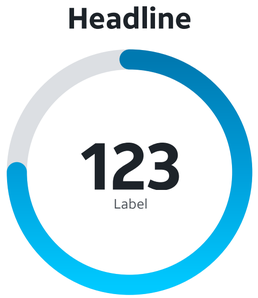


BAR CHART – WITH LABELS



CIRCLE CHART

CIRCLE CHART – WITH LABEL



9. CARDS

Onboarding

The onboarding process is where we get to know the user. It's about providing options to personalize the experience. These screens are intended to serve as a fast and fun personalized survey of sorts.

WELCOME

Welcome to myAT&T

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Hi, Name

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

SMALL | SMALL

POLL

Section X of X

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

- [x] Lorem Ipsum
- [ ] Lorem Ipsum
- [ ] Lorem Ipsum
- [ ] Lorem Ipsum
- [x] Lorem Ipsum
- [ ] Lorem Ipsum

XLARGE

Secondary call to action

FINALIZE

Section X of X

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip.

LARGE

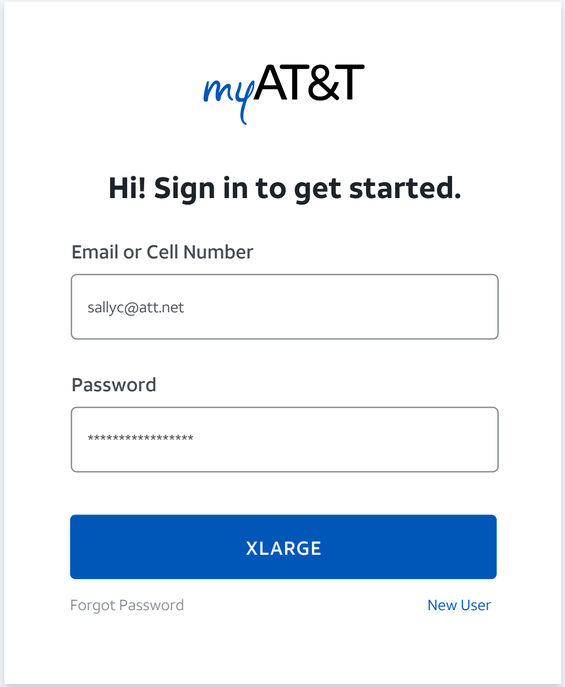
Secondary call to action

Login & Dashboard

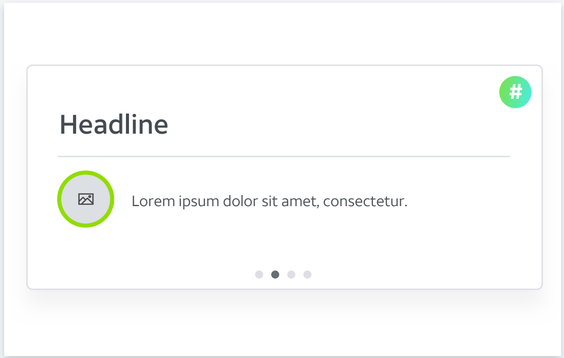
Sign-in should be a fast and secure experience.

The notifications area is designed to deliver the most important information that is beneficial to the user. Content should be brief and to the point.

SIGN-IN



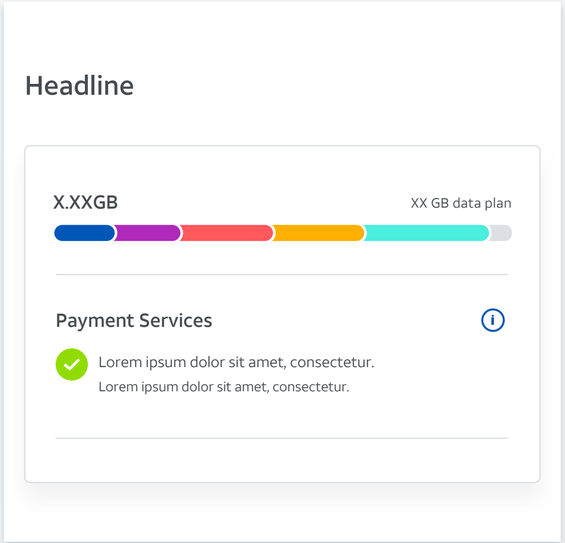
NOTIFICATION

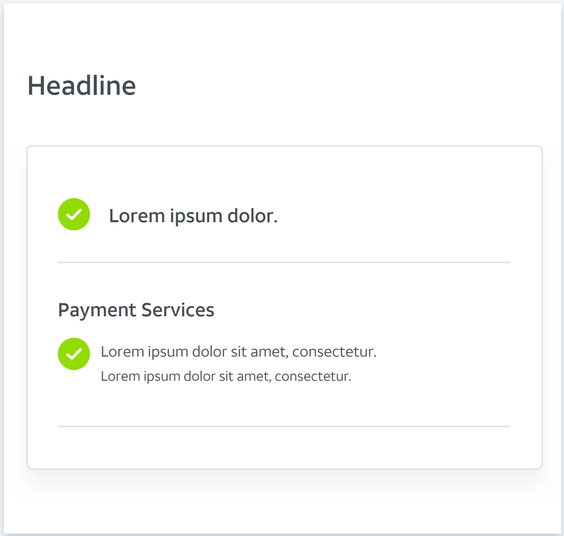


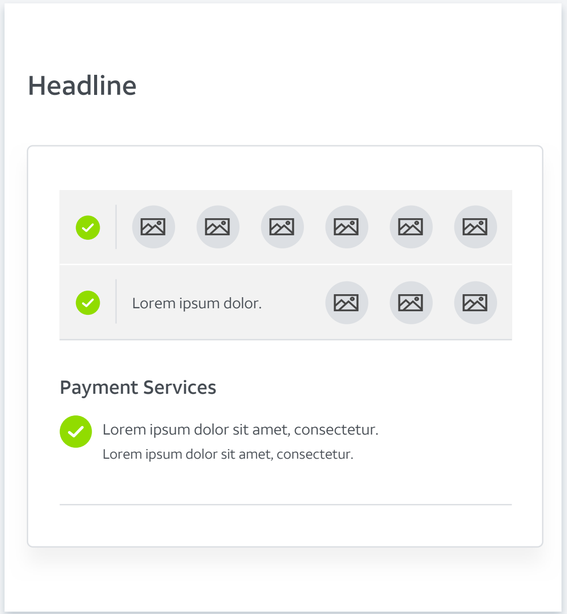
Dashboard

Account overview and bill pay are the app's primary utility; it's where we visualize the overall account data usage and where we surface critical payment information. The modular carousel design also allows users to access further details on subscriptions and payment status.

ACCOUNT OVERVIEW AND BILL PAY



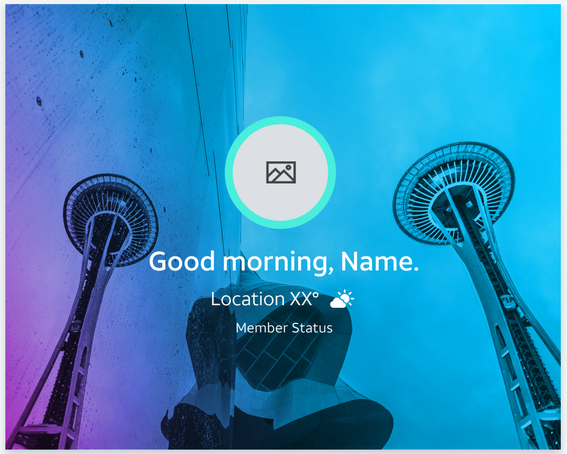


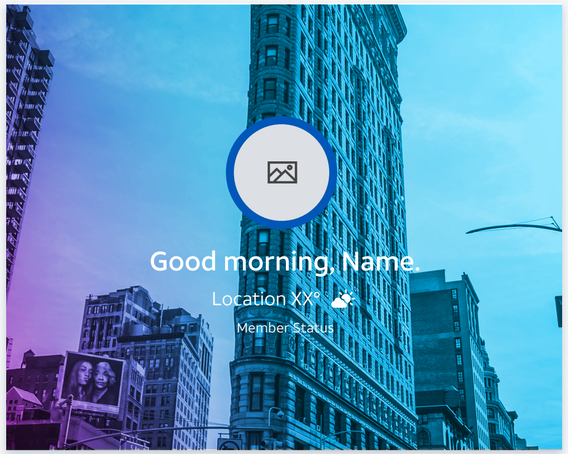


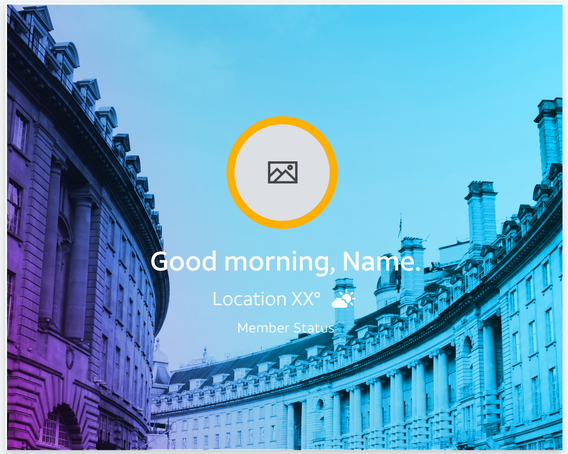
User Profile Header

Photography should feel hyper-localized; not images a tourist would capture, but reflective of a real local's vantage point of their city. Photos should be artistic and visually arresting to draw users in, but should also be clean and familiar.

GEO-LOCATION HEADER



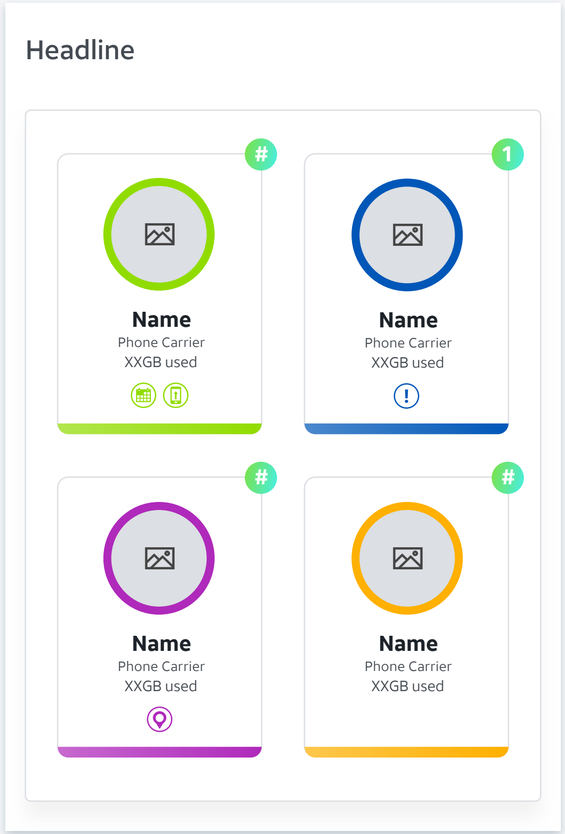




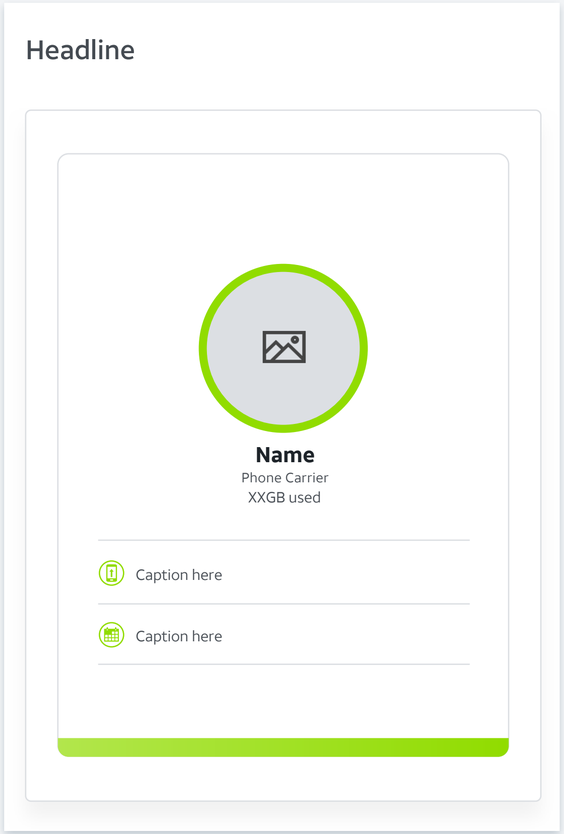
Family User Status

Each card here represents a key family member in your plan. Several cards can be seen at once in a grid or each can be expanded to see a user's info and notifications.

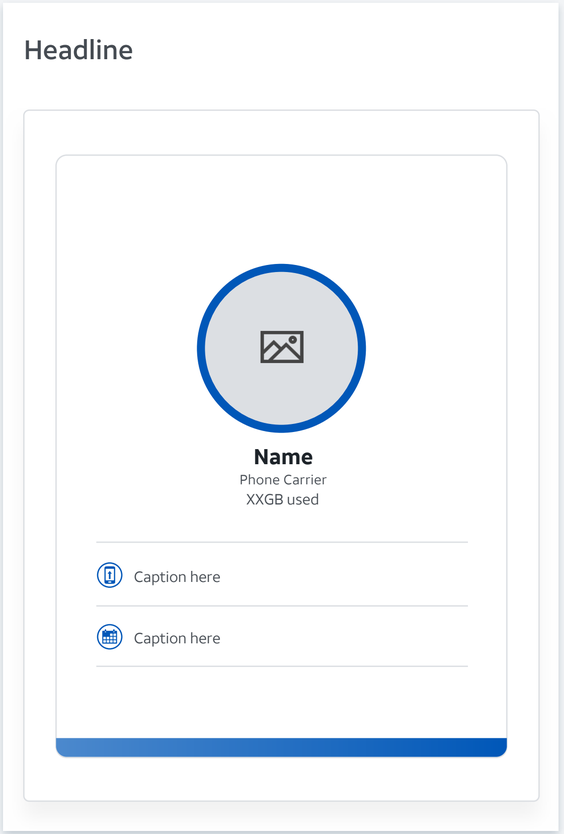
FAMILY USER STATUS – PROFILE SMALL



FAMILY USER STATUS – PROFILE LARGE



FAMILY USER STATUS – PROFILE LARGE



Family User Status (cont.)

FAMILY USER STATUS – PROFILE LARGE

Headline

Name
Phone Carrier
XXGB used

Caption here

Caption here

FAMILY USER STATUS – PROFILE LARGE

Headline

Name
Phone Carrier
XXGB used

Caption here

Caption here

FAMILY USER STATUS – PROFILE LARGE

Headline

Name
Phone Carrier
XXGB used

Caption here

Caption here

FAMILY USER STATUS – PROFILE LARGE

Headline

Name
Phone Carrier
XXGB used

Caption here

Caption here

Shop

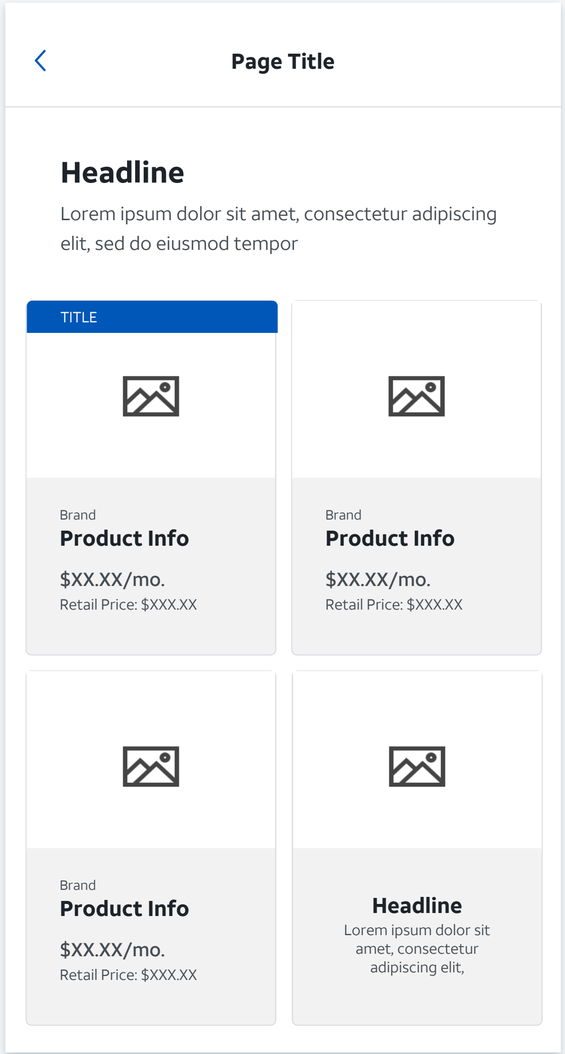
The shopping experience is designed to minimize taps and create a personalized e-commerce experience.

Product listing surfaces the best recommendations, and only shows the crucial info that is pertinent for that stage of the shopping experience.

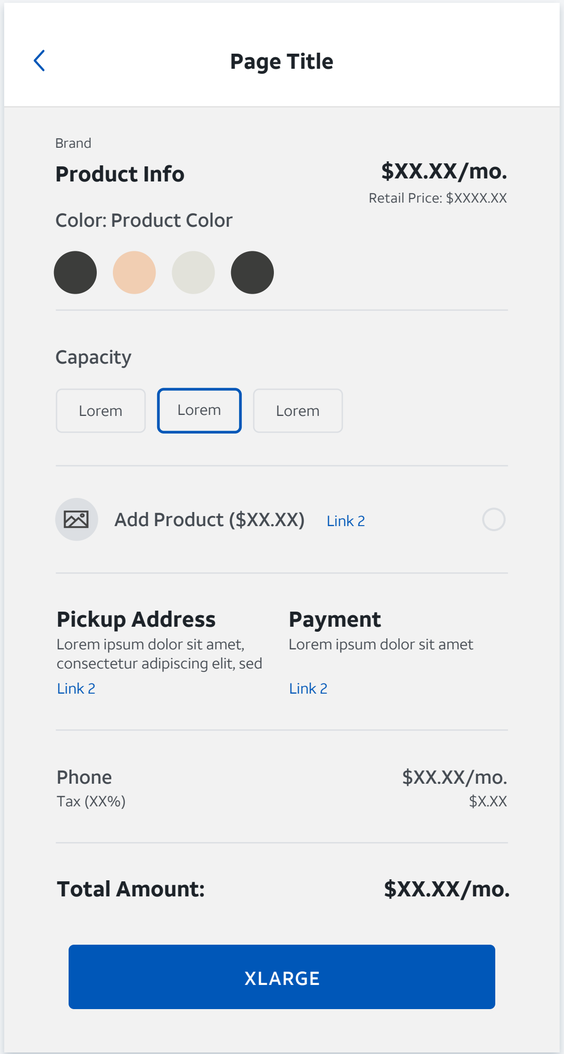
The product details page is designed to create a tap-shopping experience that feels considerate and helpful to the user, in both their time and their preferences.

The checkout screen is the summary page, with all necessary info confirmed for the user's peace of mind.

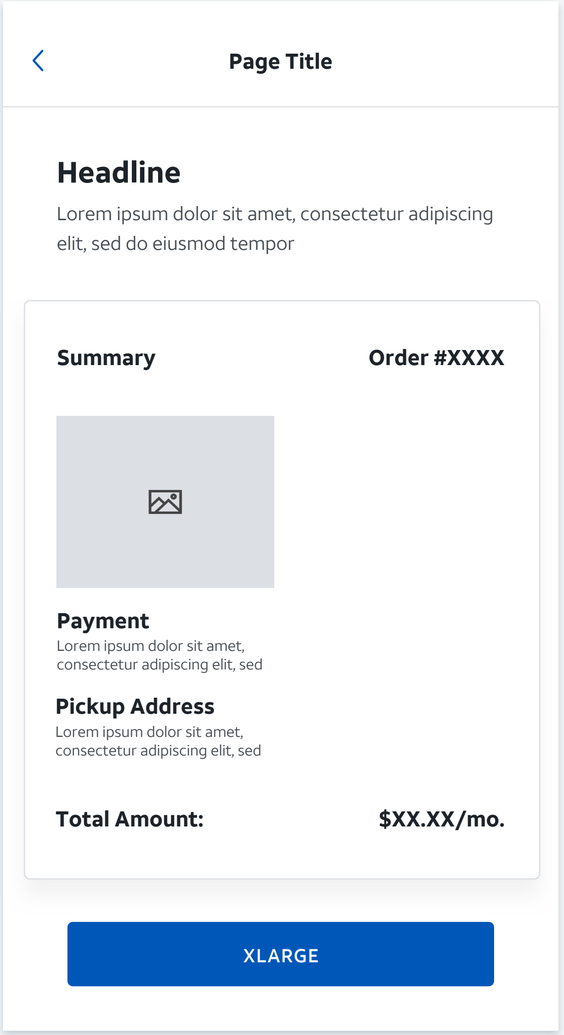
PRODUCT LISTING



PRODUCT DETAILS



CHECKOUT



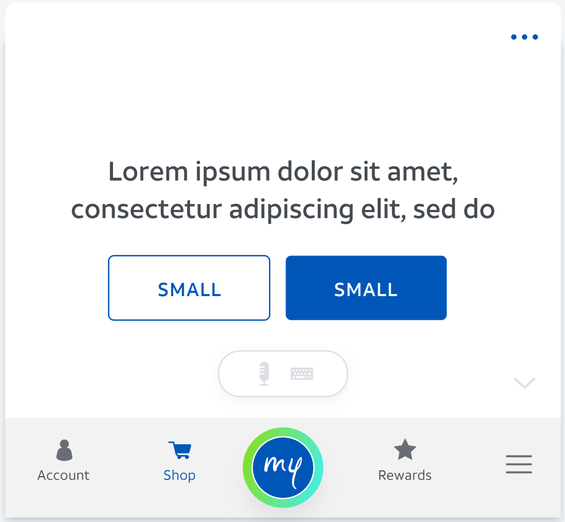
Virtual Assistant

The Virtual Assistant uses prompts to quickly remind users of an important note, without them having to leave the experience they're currently in.

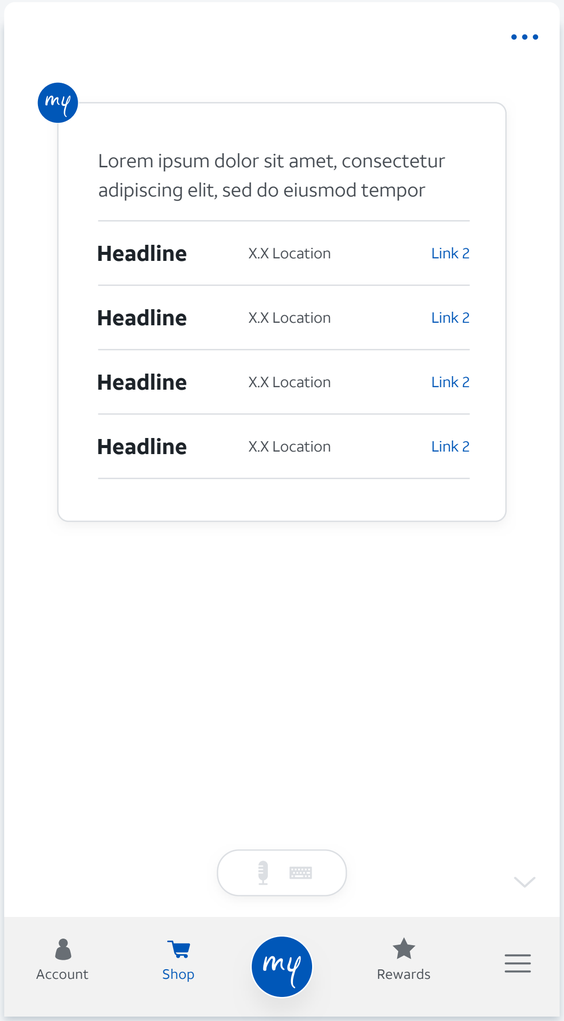
The recommendation screen can showcase multiple options of products or locations within the VA experience.

And the chat window is a full-page experience, to provide maximum screen real estate for life-enhancing info, and to help the friendship develop.

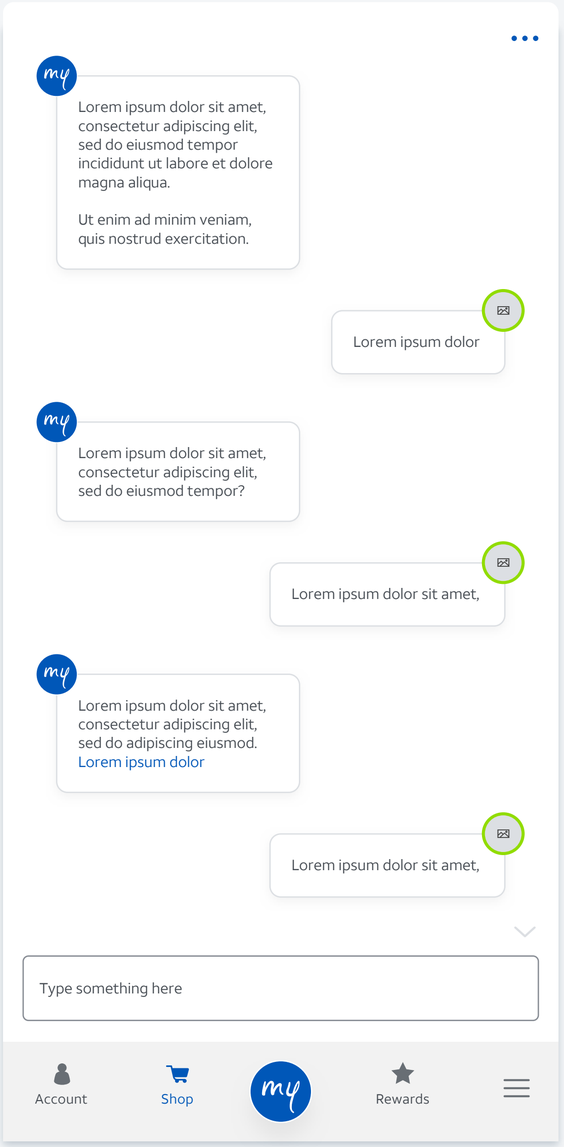
PROMPT



RECOMMENDATION

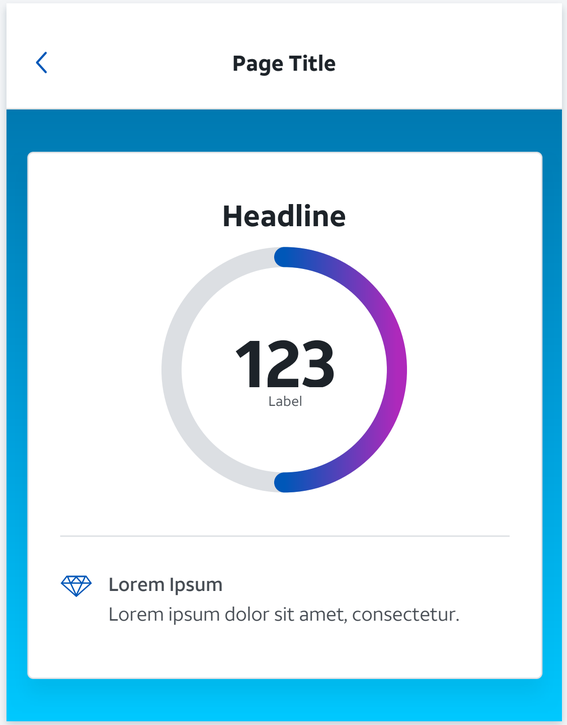


CHAT

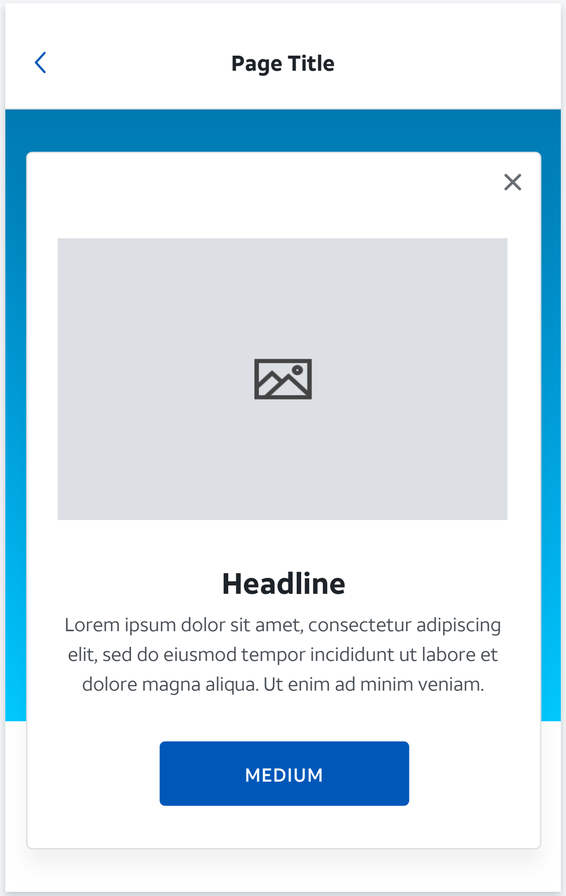


Rewards

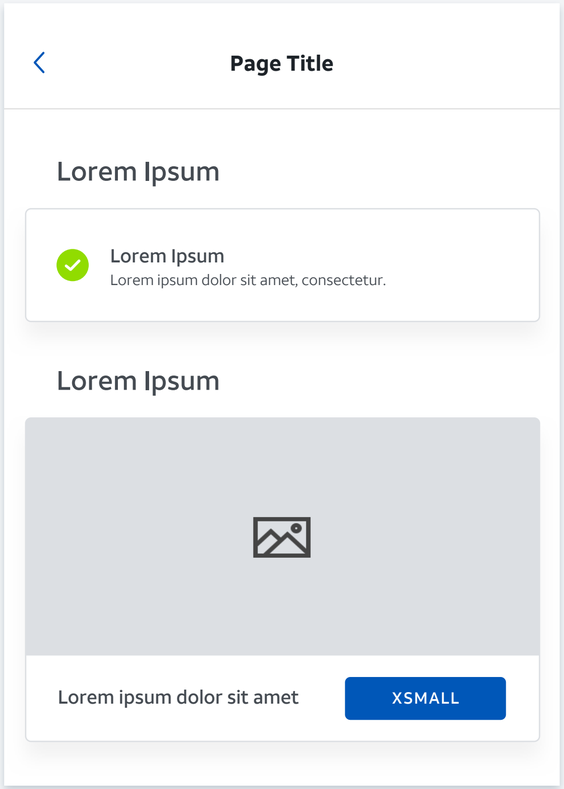
POINTS STATUS



REWARDS



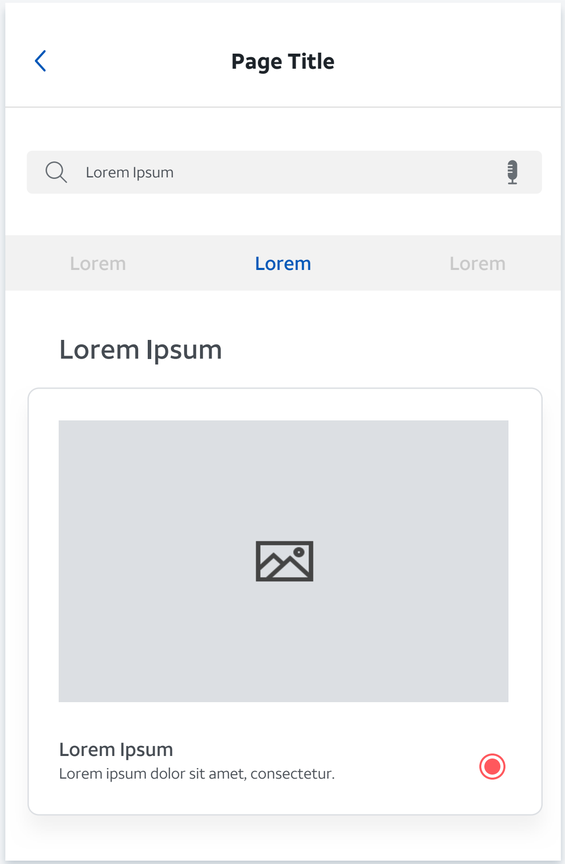
RECENT ACTIVITY



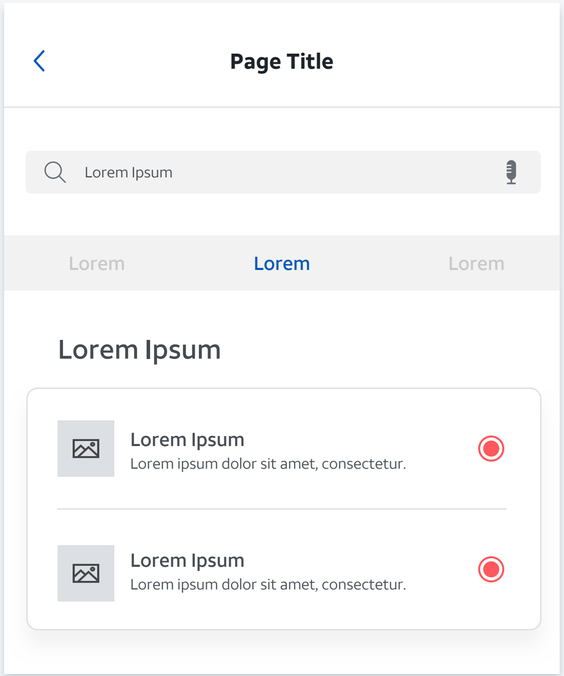
Searchable Content

The entire app experience should feel accessible to the user; to achieve this we created multiple variants of pages where the search bar is front and center in the experience. This includes content with large imagery, more copy or geo-aware map functionality.

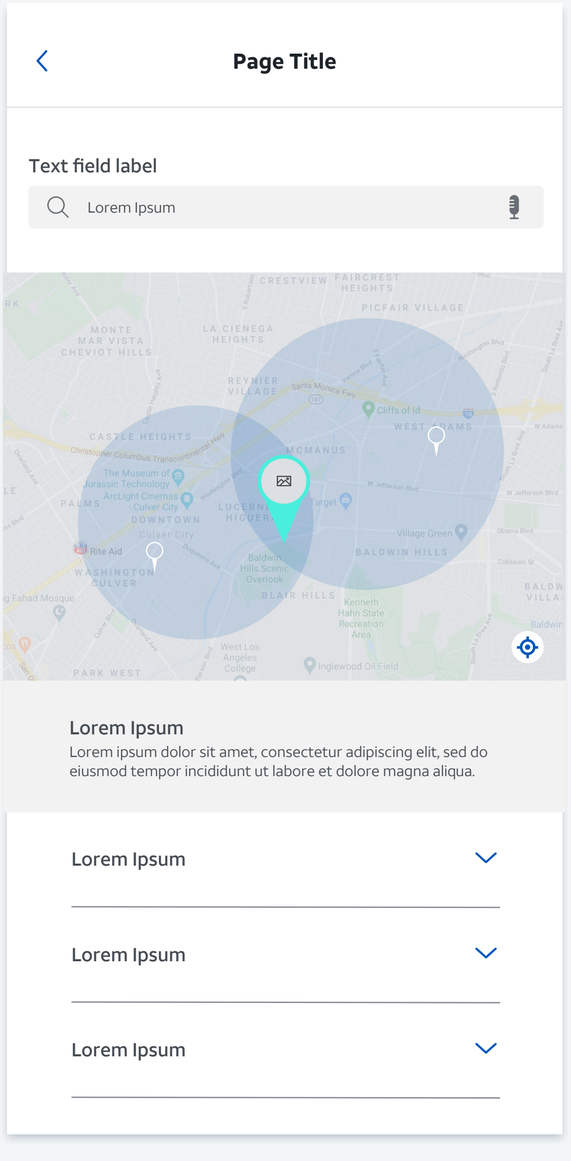
RECOMMENDATION



EXCLUSIVES



MAP

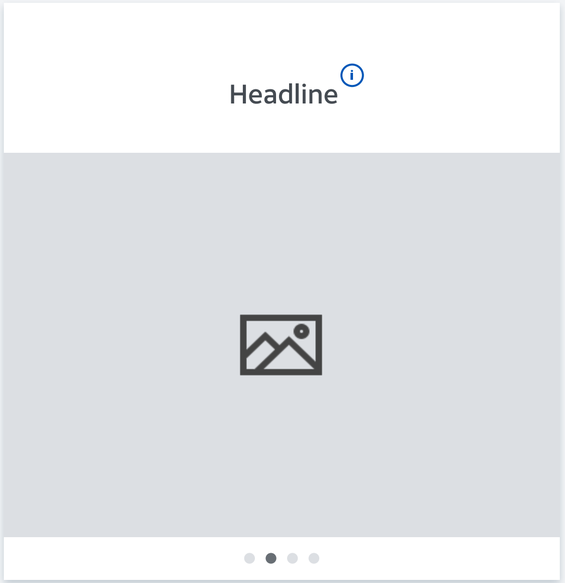


Content Carousels

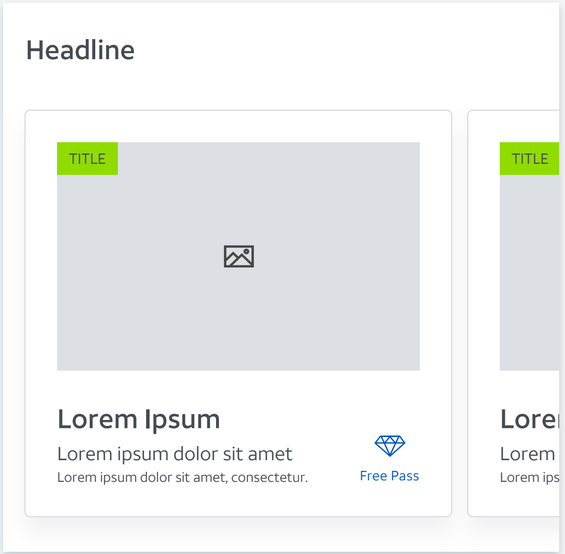
Content is distributed through carousels to deliver information in a digestible manner.

Dedicated content carousels are available for product information, life-enhancing content and AT&T promotions.

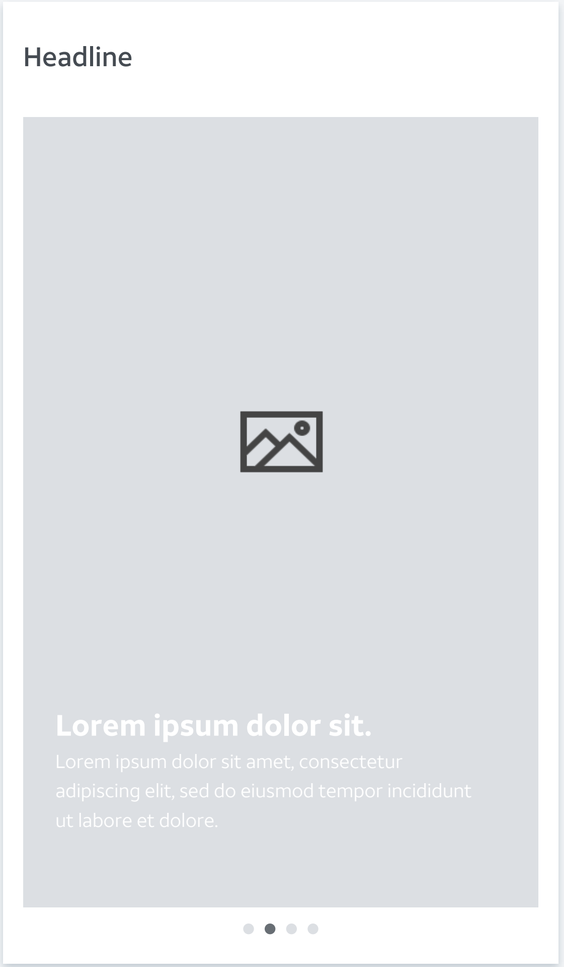
CAROUSEL – PRODUCT



TILE – CONTENT



CANVAS – PROMOTION



10. INTERACTION & MOTION

Interaction & Motion

Sign-in
Notice the ease-ins as screens transition from one to the next.

Notice the subtle movement of the imagery on the clouds to provide dynamism without distracting from the content.

(Download at: https://wongdoody.box.com/s/o5bnxfvtec1qtpt1ywergrmr8imhz4nb)

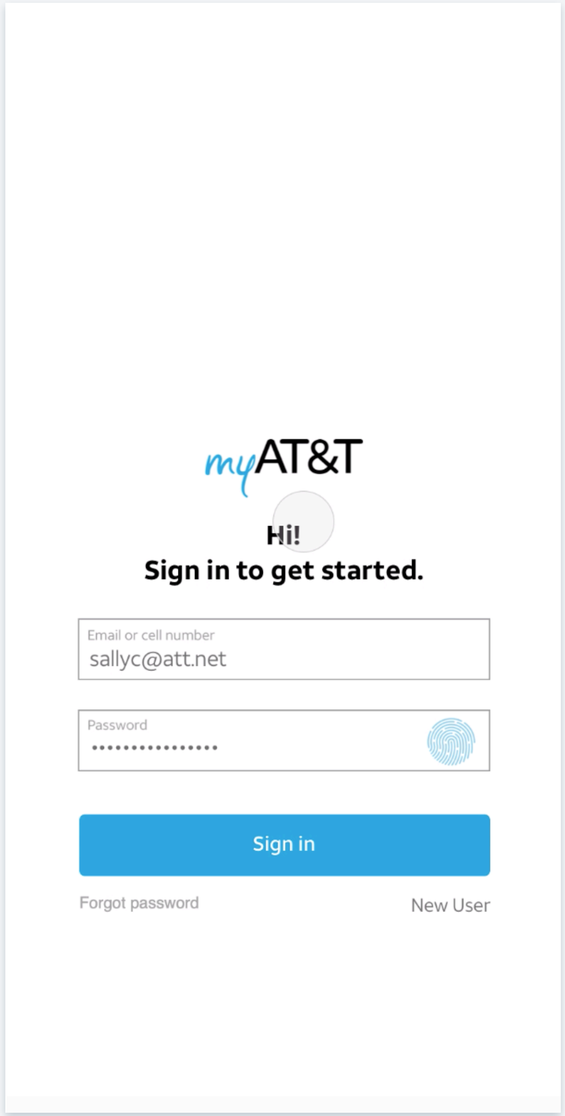
Notifications
Notice how the notifications glide from one to the next.

(Download at: https://wongdoody.box.com/s/kqnshse4ak85g4zmcghcqszqwpija5zy)

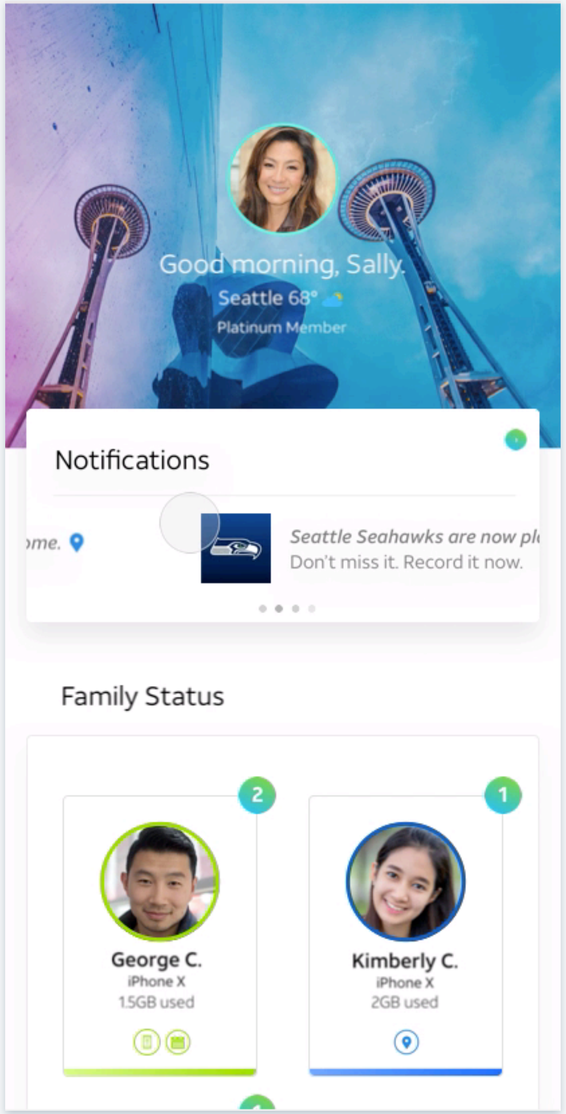
Family function
Notice how the family notifications enlarge and shrink at the tap of a thumb.

(Download at: https://wongdoody.box.com/s/op0j75cinq0e8cfh5j6bmzxog5fp1ruc)

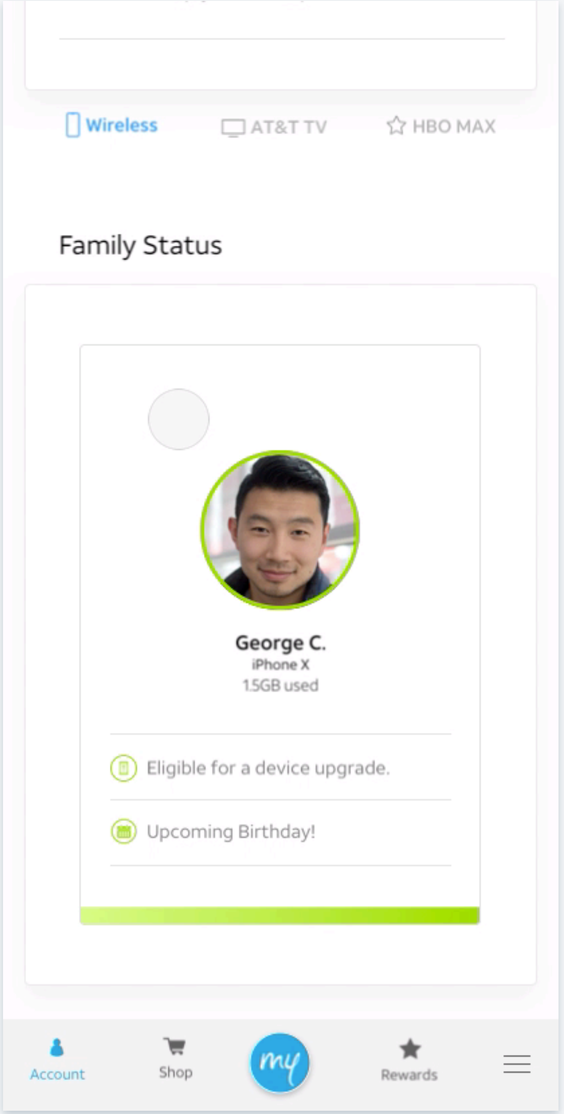
SIGN-IN



NOTIFICATIONS



FAMILY FUNCTION



myAT&T

EXPERIENCE MAP

myAT&T Experience Map Legend:

How to navigate myAT&T prototype

Color-coded Journeys

- Filled in indicates start of journey
- Outline indicates continuation of journey
- Experience Launch
- Onboarding
- Home
- Journey 1 Security
- Journey 2 Content
- Journey 3 Rewards
- Journey 4 Shopping
- Journey 5 5G

Typography Guide

Indicates notes for the designer

Indicates Journey

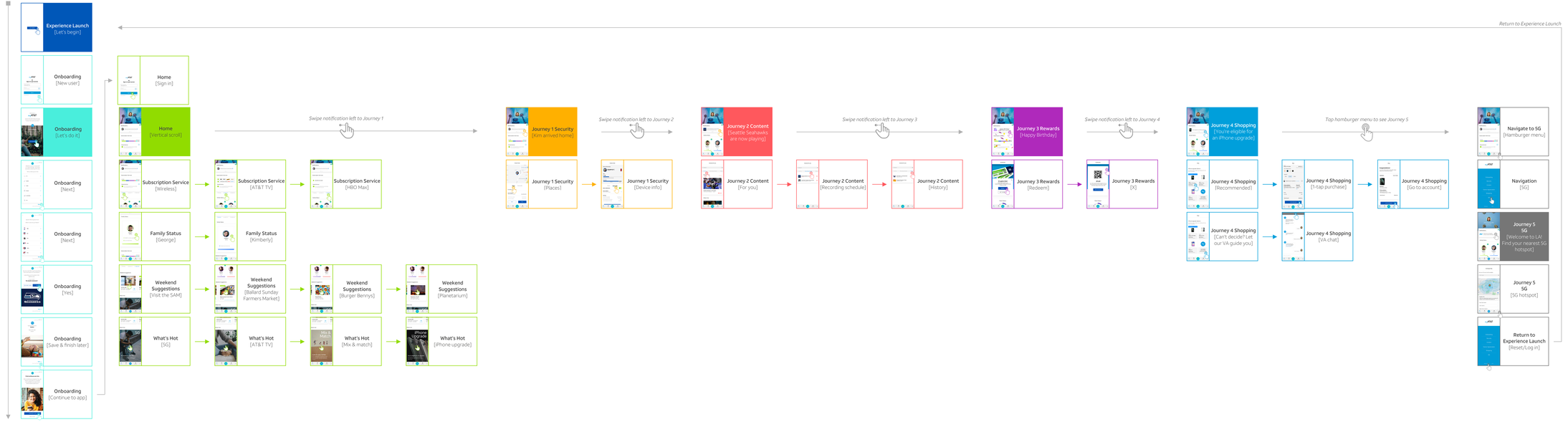
[Selected Button]

Iconography Guide

- Indicates Tap
- Indicates Swipe Right
- Indicates Swipe Left

Arrow Guide

- Indicates user flow of primary journey
- Indicates secondary path within the primary journey, using the color of that journey



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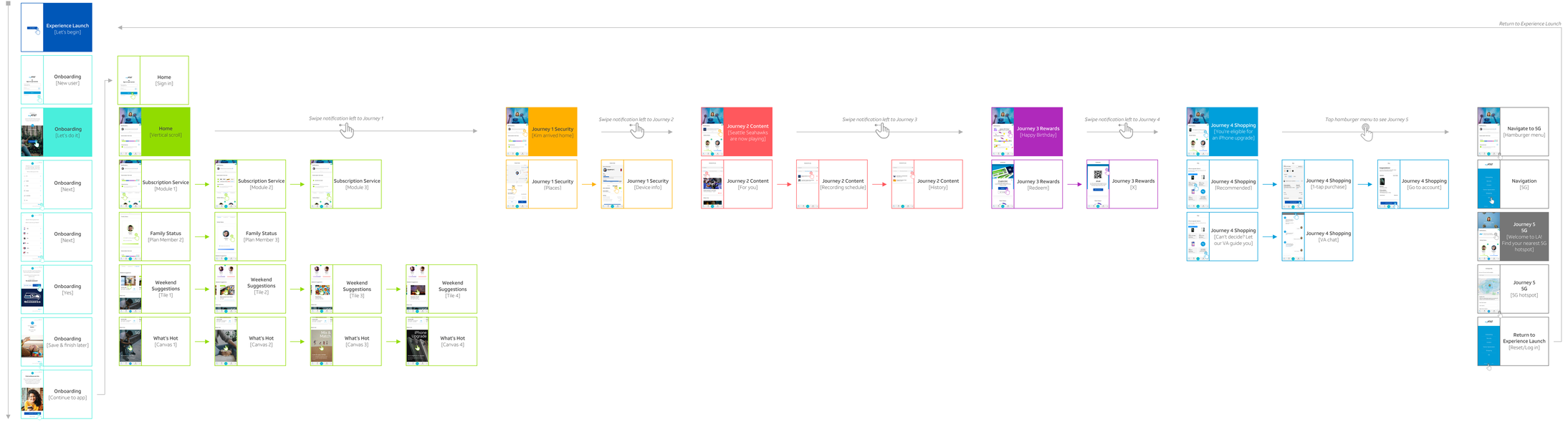

my

Hi, reader. You made it to the end! If you have any questions, we're here to help.

my

Contact: Jaclyn Raff (jaclyn.raff@wongdoody.com)

myAT&T