

AT&T Industry Analyst Portal

Web Style Guide

Version 1.0













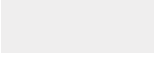
Creative Collaborators:

Tee Adams
Gillian Norrie

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Colors

Accent + Base AT&T Colors	Process: CMYK	RGB	HEX
 ATT Orange	0/64/100/0	239/111/0	ef6f00
 ATT Blue	85/24/0/0	6/122/180	067ab4
 ATT Green Highlight	28/0/100/0	196/216/45	c4d82d
 ATT Green	55/0/100/0	76/169/12	4ca90c
 ATT Blue Highlight	60/0/0/0	68/200/245	44c8f5
 ATT Burgundy	2/100/35/29	179/10/60	b30a3c
 ATT Magenta	0/100/0/0	218/0/129	da0081
 ATT Orange Highlight	0/31/100/0	252/179/20	fc314
 ATT Dark Blue	100/74/0/33	12/37/119	0c2577
 ATT Purple	45/100/0/0	129/1/126	81017e
 ATT Gray	0/0/0/60	102/102/102	666666
 ATT Dark Gray	0/0/0/85	51/51/51	333333
 ATT Gray Highlight	0/0/0/6	239/239/239	efefef

IAP Icon Colors



4G/LTE/Wi-Fi



Business



Connected Home/Car



Customer Experience/Retail



Devices/Emerging Devices



Innovation



Network Infrastructure



Prepaid



U-verse/GigaPower

Fonts

Font Type Face

Omnes ATT II Light

Omnes ATT II Regular

Omnes ATT II *italic*

Omnes ATT II Medium

404 Type Face

Clearview ATT Bold

Font Examples

Title Text: Omnes ATT II Regular 20px **Manage Analysts**
Font Color: HEX#333333

rmartin@yankeegroup.com

555-555-5555

555-555-5555

Link text: Omnes ATT II Regular 15px
Font Color: ATT Blue

*Last updated on September 14, 2014 at 2:18pm
by the Industry Analyst Relations team.*

Comment Text: Omnes ATT II Light Italic 16px
Font Color: HEX#666666

Headline of Press Release Lorem ipsum dolor sit amet
September 10, 2014

Search Result Links:

Font: Omnes ATT II Light

Size: 16px

Off state Color: ATT Blue # 067ab4

On state Color: ATT Blue # 067ab4 Underline

404
Font: ClearviewATT Bold
Size: 175px
Color: ATT Blue

h. 16 px

404

Page Not Found

Font: Omnes ATT II Medium Italic
Size: 36px
Color: ATT Blue

Lost a password or have a question?

Contact the Industry Relations Team at dc014g@att.com

Lost/ Question Text Off state Font: Omnes ATT II Medium 15px

Font Color: ATT Grey #666666

Lost/ Question Text Onstate Font:

Font Color: ATT Grey #333333

Buttons

Color Button Styles



Button: ATT Blue # 067ab4
 Font : Omnes ATT II Regular 18px
 Font Color: HEX White# FFF



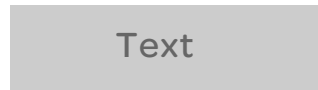
Button: Hex# 45A7CE
 Font : Omnes ATT II Regular 18px
 Font Color: HEX White# FFF



Button: Hex #999999
 Font : Omnes ATT II Regular 18px
 Font Color: HEX White# FFF



Button:: ATT Grey #666666
 Font : Omnes ATT II Regular 18px
 Font Color: HEX White# FFF



Button: Hex #cccccc
 Font : Omnes ATT II Regular 18px
 Font Color: HEX #666666



Button:: ATT Grey #999999
 Font : Omnes ATT II Regular 18px
 Font Color: HEX #cccccc

Button Examples



Log In off state: ATT Blue # 067ab4
 Font : Omnes ATT II Regular 18px
 Font Color: HEX White# FFF



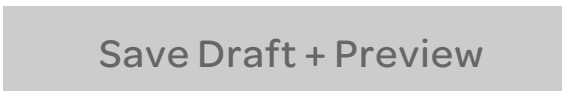
Log In on state: Hex# 45A7CE
 Font : Omnes ATT II Regular 18px
 Font Color: HEX White# FFF



Request off state: Hex #999999
 Font : Omnes ATT II Regular 18px
 Font Color: HEX White# FFF

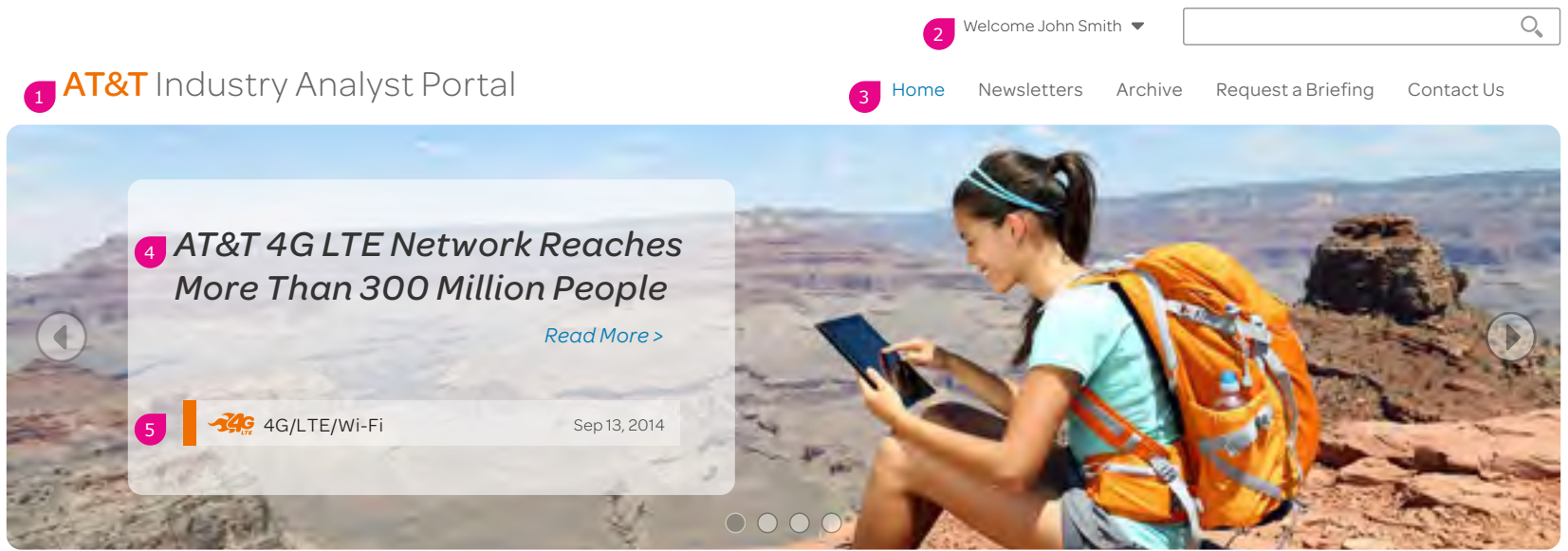


Request on state: ATT Grey #666666
 Font : Omnes ATT II Regular 18px
 Font Color: HEX White# FFF



Save Draft + Preview
 off state: Hex #cccccc
 Font : Omnes ATT II Regular 18px
 Font Color: Hex Grey# 666666

Save Draft + Preview
 on state: Hex #a4a4a5
 Font : Omnes ATT II Regular 18px
 Font Color: Hex# e3e4e5

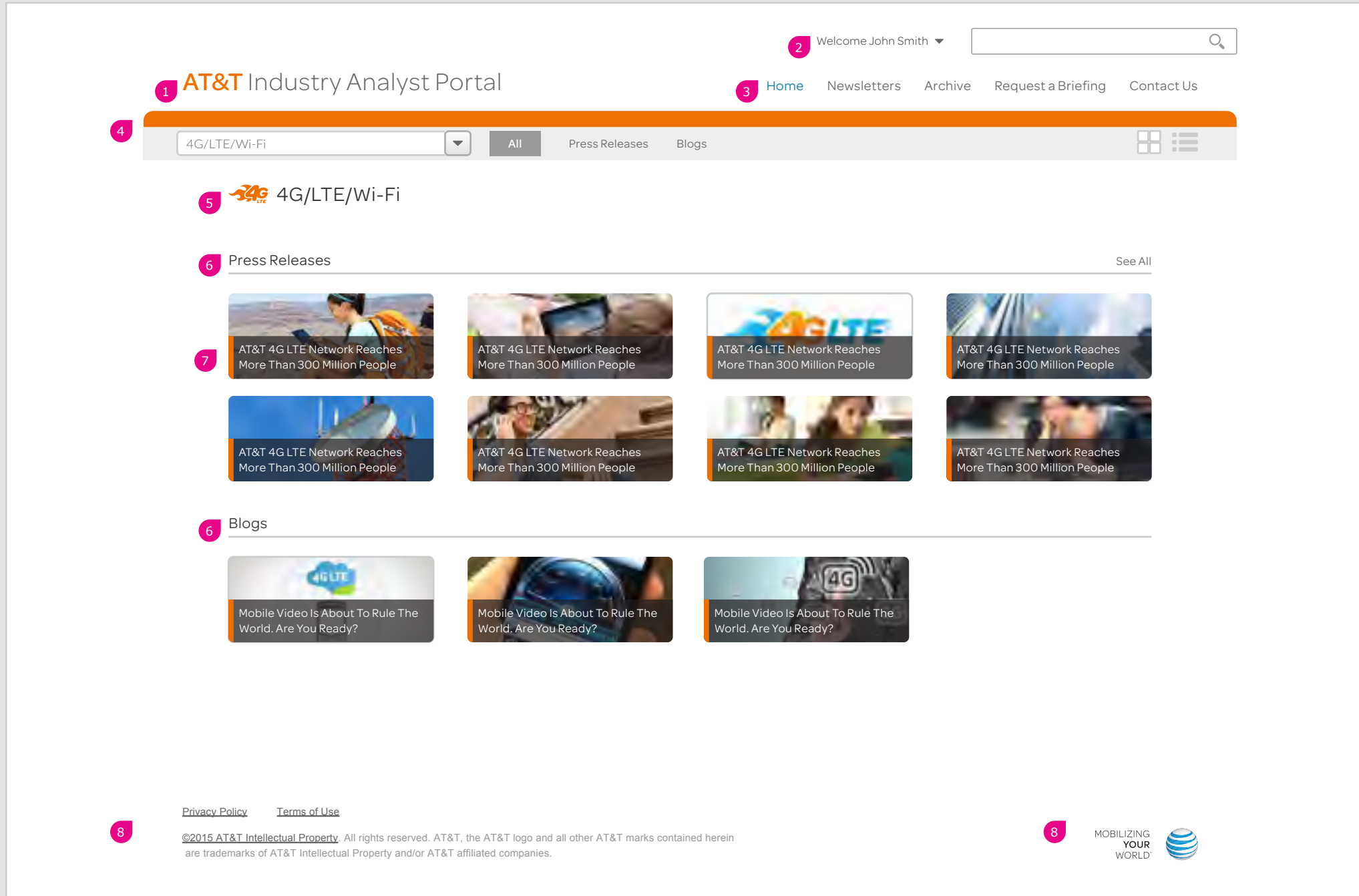


AT&T Industry Analyst Portal (Home page)

- 1 Logo
Font: Ommes ATT II Light
Size: 30px
Color: ATT Orange/ ATT Grey
- 2 Welcome
Font: Ommes ATT II Light
Size: 14px
Color: ATT Dark Grey
- 3 Main Navigation
Font: Ommes ATT II Regular
Size: 16px
Offstate Color: ATT Grey #666666
Offstate Color: ATT Blue
- 4 Lead Article Title
Font: Ommes ATT II Medium Italic
Size: 30px
Offstate Color: ATT Dark Grey
- 5 Content/Category Color Identifier
Color Bar: ATT Orange
Font: Ommes ATT II Regular
Size: 16px
Color: ATT Dark Grey

example shown 4G/LTE/WI-FI
Color: ATT Orange
- 6 Content Title
Font: Ommes ATT II Regular
Size: 24px
Color: ATT Dark Grey
- 7 Content/Category Color Identifier
Each Category Identified with a Icon/Color
All Colors - ATT Color palette





AT&T Industry Analyst Portal
(Content page)

- 1** Logo
Font: Ommes ATT II Light
Size: 30px
Color: ATT Orange/ ATT Grey
- 2** Welcome
Font: Ommes ATT II Light
Size: 14pt
Color: ATT Dark Grey
- 3** Main Navigation
Font: Ommes ATT II Regular
Size: 16pt
Offstate Color: ATT Orange
Onstate Color: ATT Grey
- 4** Category Color Identifier
Per Category chosen

example shown 4G/LTE/WI-FI
Color Bar: ATT Orange
- 5** Icon Identifier
Font: Ommes ATT II Regular
Size: 24pt
Icon Color: ATT Orange
Font Color: ATT Dark Grey
- 6** Content Title
Font: Ommes ATT II Regular
Size: 18pt
Color: ATT Dark Grey
- 7** Content/Category Color Identifier
Color Bar: ATT Orange

example shown 4G/LTE/WI-FI
Color: ATT Orange
- 8** Footer
Font: Arial
Size: 12pt
Offstate Color: ATT Grey
Onstate Color: ATT Dark Grey
ATT Brand Logo

Portal Navigation

Main Home Page Navigation

Home Newsletters



Main Navigation
Font: Ommes ATT II Regular
Size: 16px
Off state Color: ATT Grey
On state Color: ATT Blue

Hero Image Navigation



Hero Navigation
Size: 40px X 40px
Filler: Hex# FFFFFFFF
Border 1px Hex# 333333
Opacity: 35%



Off State
Opacity: 35%



On State
Opacity: 85%

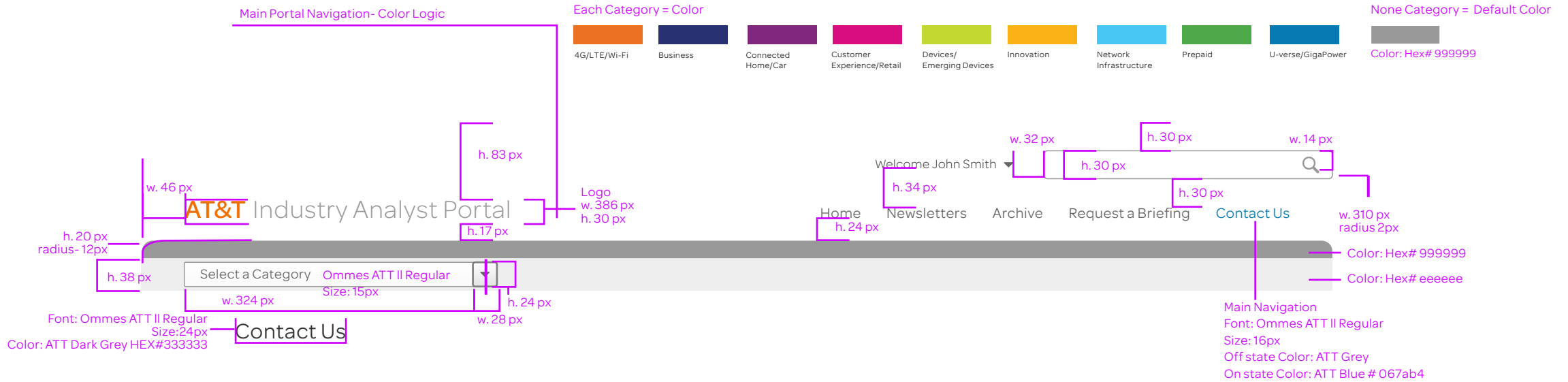


On State: Hex# 333333
Opacity: 35%

Off state: Hex# FFFFFFFF
Opacity: 100%

Hero Navigation
Size: 10px X 10px
On state: Hex# 333333
Off state: Hex# FFFFFFFF
Opacity: 35%

Main Portal Navigation



Admin Navigation

Dashboard Page Navigation

Text: Omnes ATT II Medium 16px
Font Color: HEX#666666

Text: Omnes ATT II Regular 14px
Font Color: HEX#666666

portal icon

h: 36 px

w: 16 px

w: 14 px

Post Content

Post A Newsletter

Manage Content

w: 35 px

Text: Omnes ATT II Regular 14px
Font Color: HEX#666666

Module Admin Navigation

h: 66 px

h: 44 px

Group Name:

Categories

h: 56 px

Recipients: select all | deselect

Customer Experience/Retail

Devices/Emerging Devices

Innovation

Network Infrastructure

Prepaid

U-verse/GigaPower

Admin Group

w: 416 px

w: 32 px

w: 34 px

h: 64 px

h: 42 px

Search

h: 76 px

To:

Customer Experience/Retail

CC:

Admin Group

w: 416 px

h: 11 px

w: 316 px

h: 28 px

Bcc Admins

Admin Main and Sub Portal Navigation

AT&T Industry Analyst Portal

Main Nav Font: Omnes ATT II Regular 14px
Font Color: Off State HEX #666666
Font Color: On State HEX #333333

Welcome Text: Omnes ATT II Light 14px
Font Color: HEX#333333

Welcome, Dawn | Sign Out

Sign Out Text: On State Underline
Font: Omnes ATT II Light 14px
Font Color: HEX#333333

Dashboard Portal Email **Analysts**

Post Content Post Newsletter Manage Content

Sub Nav Font: On State Omnes ATT II Medium 14px
Font Color: ATT Orange

Titles/Sub Titles

Portal + Admin Titles

Font: Ommes ATT II Regular
 Size: 24px
 Color: ATT Dark Grey HEX#333333

Request a Briefing

Dashboard Admin Titles

Text: Omnes ATT II Medium 16px
 Font Color: HEX#666666

Portal

portal icon

h. 36 px

w. 16 px

w. 14 px

Content List Titles

Title Text:
 Font: Ommes ATT II Medium
 Size: 16px
 On state Color:
 ATT Grey # 666666

3 items

Headline | Publication Date ▼ | Edit | View

Module Titles

Omnes ATT II Regular 16px
 Font Color: HEX#666666

Group Name:

The PR Group

w. 626 px

Form Fields

Search Field

Search

w. 310 px radius 2px
 Color: Hex# 999999

Form Field Highlight/onstate:
 1 pixel ATT Blue # 067ab4

Action: User selects field to enter text -
 form field highlights in
 while user is typing

Data Entry Field

Form Field Highlight/onstate: 1 pixel ATT Blue # 067ab4

Action: User selects field to enter text - form field highlights in
 while user is typing

Form Field Error: 1 pixel ATT Burgundy # b30a3c
 Hint Text: Omnes ATT II Regular 18px

Action: User does not complete field form field - form returns
 with highlight on state showing user required field is missing
 with hint text

Choose Category Select Field

Other

Enter in other interest

Only appears if
 selected

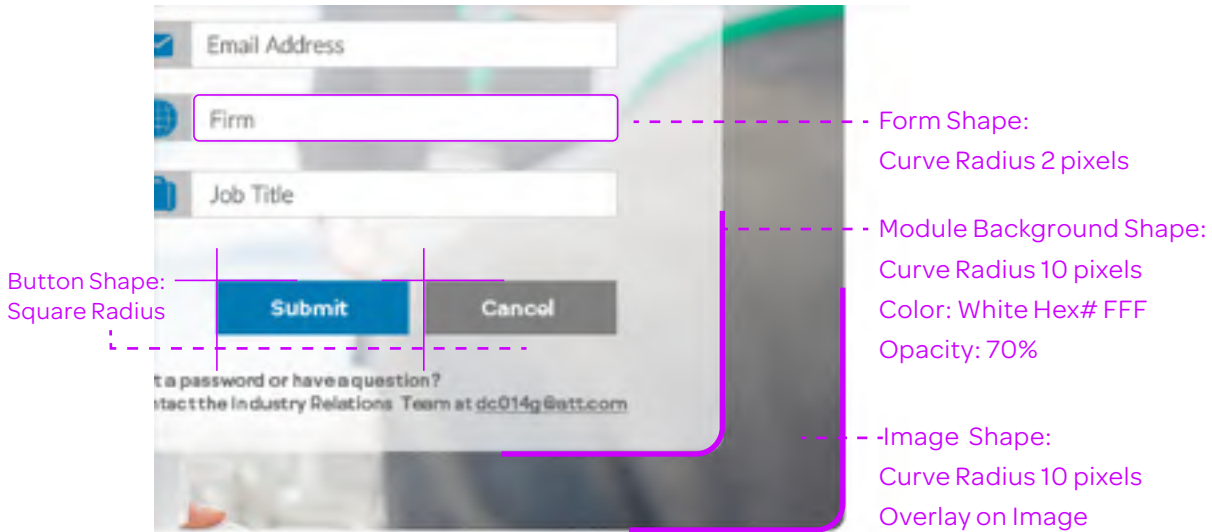
Other Radio Button - if selected,
 a textfield appears allowing the
 analyst to type in a category
 that is not listed.

Radio Options/ATT Reference Library
http://intranet.att.com/isdcs/sandboxRS/sandboxRS3_2/forms.html#calendar



Shapes

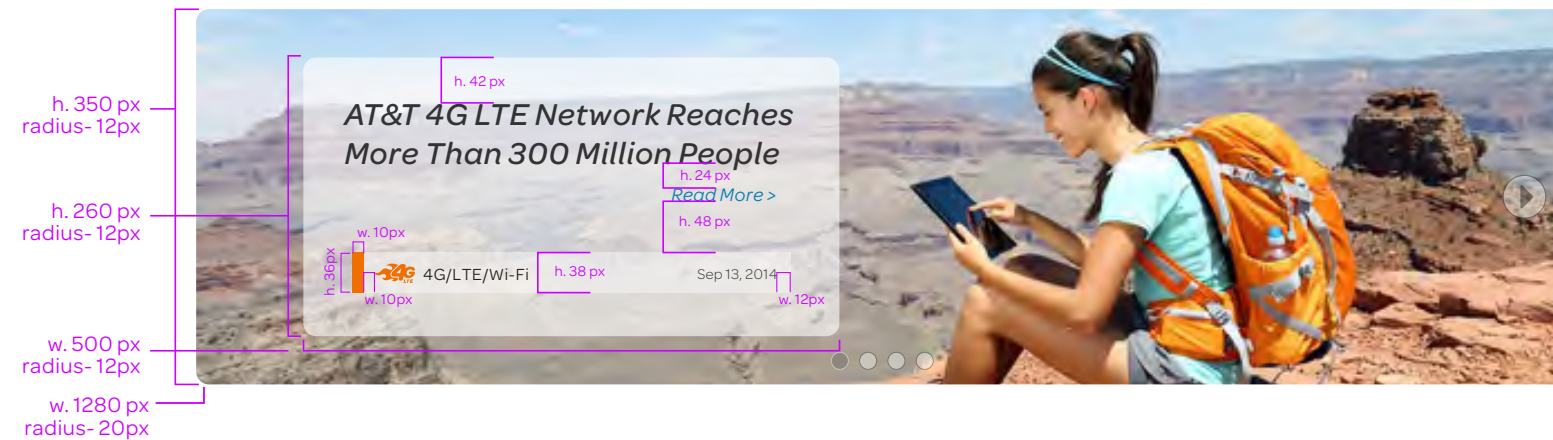
Data Field Shapes



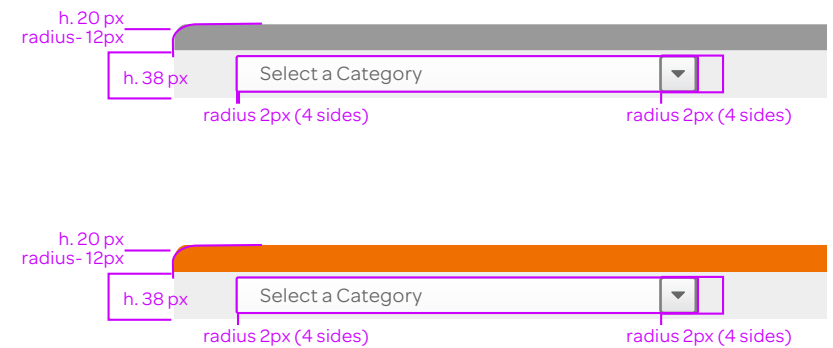
Category Image Shapes



Hero Image Shapes

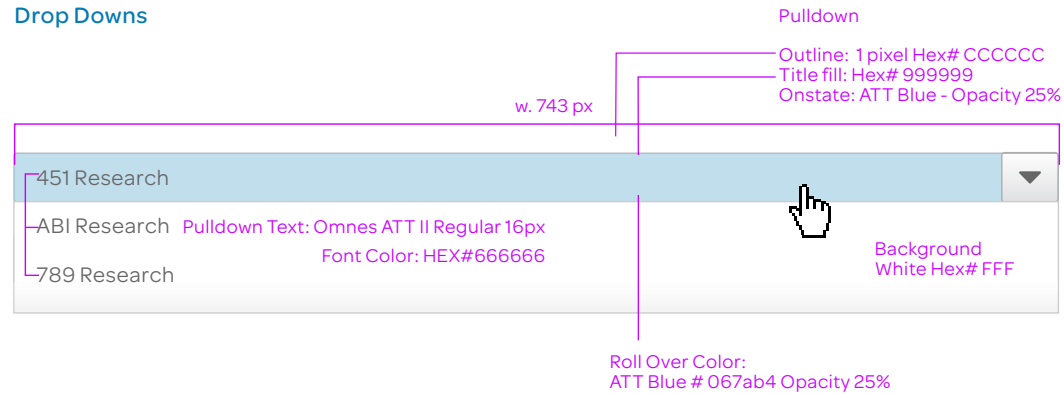


Navigation Shapes



Dropdown Menus

Drop Downs

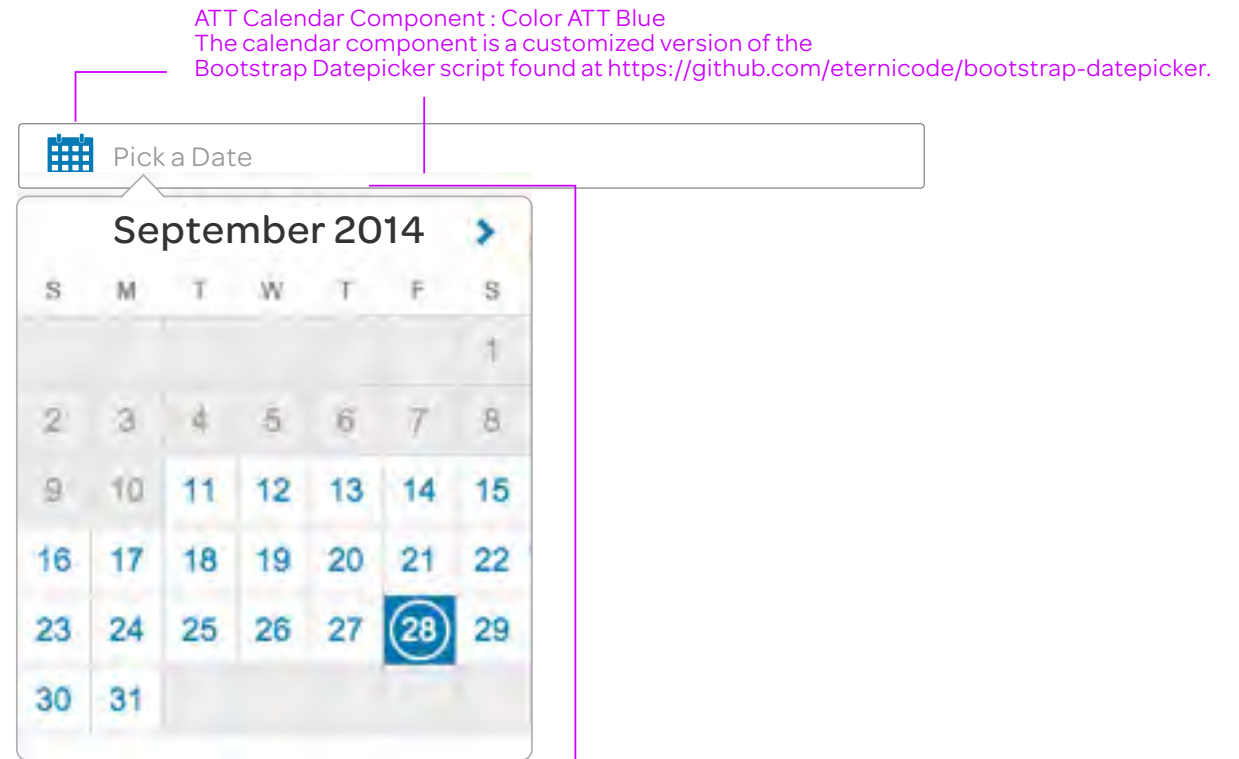


Module Drop Downs

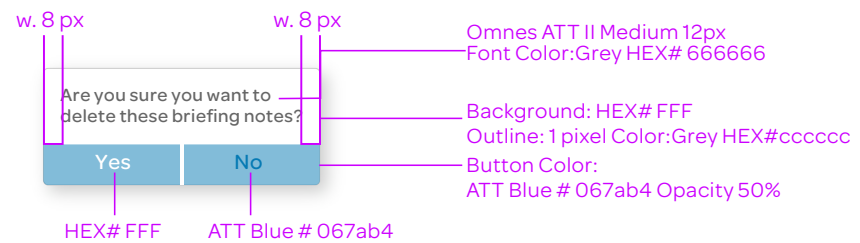


Popups

Calendar Pop Up



Dynamic Pop Ups



Padding/Spacing

Profile/Icon Form Spacing

* Categories of Interest

- All Categories
- 4G/LTE/Wi-Fi
- Business
- Connected Home/Car

w. 60 px

h. 12 px

Customer Experience/Retail

h. 12 px

Devices/Emerging Devices

h. 12 px

Innovation

h. 12 px

Network Infrastructure

w. 8 px

w. 60 px

Prepaid

w. 60 px

U-verse/GigaPower

List View Spacing

3 items			
Publication Date	Edit	View	
9.5.14	edit	view	Blue Background: ATT Blue # 067ab4 Opacity 6%
9.5.14	edit	view	Grey Background: Grey f7f7f7
9.5.14	edit	view	

Dimensions: Row height 24px, Total height 94px, Column width 40px.

Data Field Form Spacing

Bio (web page) h. 36 px

* Firm Name h. 24 px

* Job Title h. 24 px

Address 1 w. 124 px

Address 2 w. 124 px

City w. 42 px

State/Province w. 30 px

Zip/Postal Code w. 42 px

Country/Region h. 50 px

Buttons: Cancel, Add

Search Results Spacing

Title Text: Omnes ATT II Regular 20px
Font Color: HEX#333333

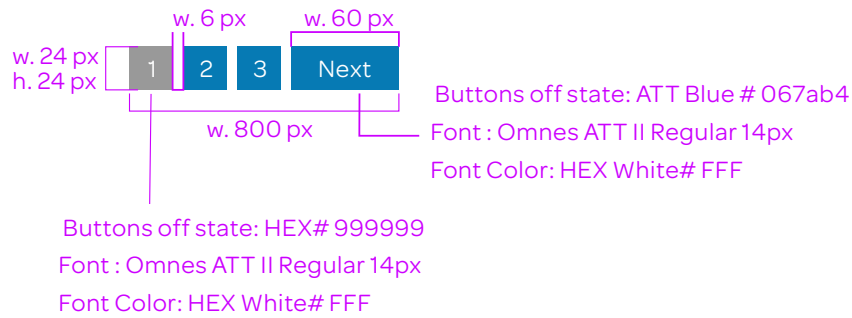
Press Releases

- h. 30 px
- h. 24 px
- h. 24 px
- h. 24 px
- h. 18 px

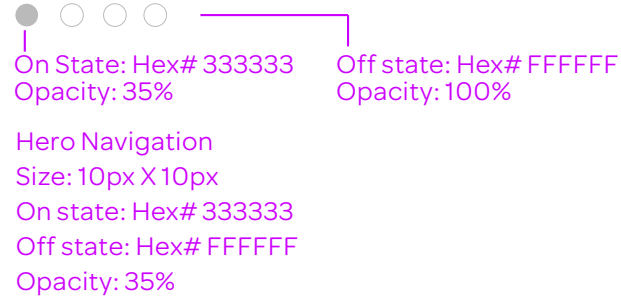
Buttons: Cancel, Add

Paging

See All Category Pagination Results

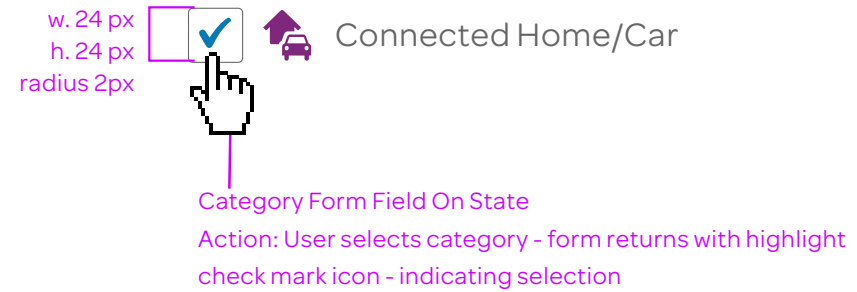


Hero Pages - Home Page



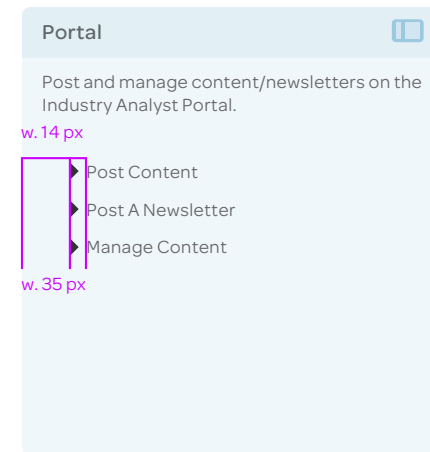
Checkboxes

Select /Category

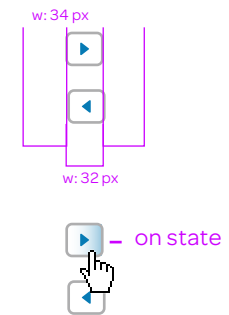


Arrows

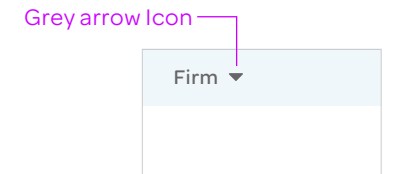
Dashboard



Group Modules











List Modules



Icons/Styles

Category Icons

-  4G/LTE/Wi-Fi
-  Business
-  Connected Home/Car
-  Customer Experience/Retail
-  Devices/Emerging Devices
-  Innovation
-  Network Infrastructure
-  Prepaid
-  U-verse/GigaPower

Analyst Icons



Log In Drop Down Icons



Log In Panel Icons



Story Newsletter Icons



Dashboard Icons



Content View Icons



AT&T SANDBOX SOURCE ICONS:
 The calendar component is a customized version of the Bootstrap Datepicker script found at <https://github.com/eternicode/bootstrap-datepicker>



Post Content Icons



Manage Analysts Icons



Image Tone/ Selection

Photography for hero unit

clean space in photo for module

h. 350 px
radius- 12px

h. 260 px
radius- 12px

w. 500 px
radius- 12px

w. 1280 px
radius- 20px

AT&T 4G LTE Network Reaches More Than 300 Million People

Read More >

4G/LTE/Wi-Fi Sep 13, 2014

Photography tone:
- clean design
- single focused
- bright colors

Hero unit - Image examples

clean space in photo for module

Photography for catgory stories

w.240 px

h.100 px

h.20 px

w.222 px

h.24 px

h.10 px

w.7 px

h.10 px

w.7 px

on hover bar/ overlay fills shape

AT&T 4G LTE Network Reaches More Than 300 Million People and Here is the Third Line and Here is the Fourth Line if needed.

Sep 13, 2014

Date: Omnes ATT II Regular 12px Font Color: HEX White #FFF

Overlay Color: HEX Grey #333333 Opacity 70%

Photography tone:
- clean design
- single focused
- bright colors

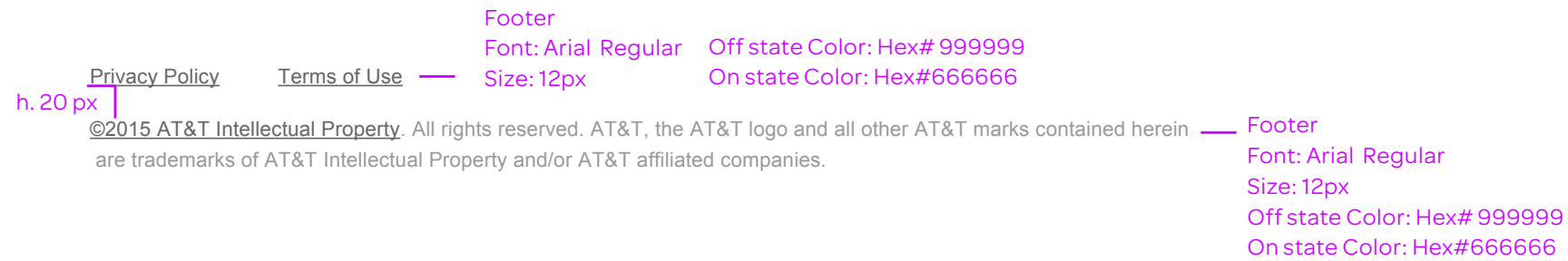
Logos Approved

IAP ATT Brand Approved logo



**Font and Size of logo accordingly*

IAP ATT Brand Approved Footer logo and verbage



ATT approved logo

