

BT's digital product designguide



Bt - product overview

Here we have the overview of all BT mobile products

Overview

- In this design guide you will find

Supports Portrait  /  landscape

- iPad (native)  

- iPhone (native)  

- Mobilsite (HTML5) - Web app  

- Android(native) 

- Windows 7(native) 

- Digital avis  

BT - one Font

Example of the bt fonts used
in BT's digital products

Font samples

BT one - regular

ABCDEFGHIJKLMNO
PQRSRTUVWXYZÆØÅ
abcdefghijklmno
pqrsrtuvwxyzæøå
0123456789

Heavy

ABCDEFGHIJKLMNO
PQRSRTUVWXYZÆØÅ
abcdefghijklmno
pqrsrtuvwxyzæøå
0123456789

DemiBold

ABCDEFGHIJKLMNO
PQRSRTUVWXYZÆØÅ
abcdefghijklmno
pqrsrtuvwxyzæøå
0123456789

Extra-condensed Heavy

ABCDEFGHIJKLMNO
PQRSRTUVWXYZÆØÅ
abcdefghijklmno
pqrsrtuvwxyzæøå
0123456789

Color theme BT

The different colors in the BT branding.

Color samples



Hex: #cd0403 - BT Logo - bt rød



Hex: #cb0401 - generelt - nyheder - rød



Hex: #c7db47 - sports - grøn



Hex: #bd86bc - underholdning - lilla



Hex: #e17e00 - sundhed - orange



Hex: #00aeef - forbrug - blå



Hex: #cd0403 - breaking news - rød



Hex: #ffe021 - breaking news - gul

Mobile icons

BT uses different homescreen icons in there products.

Icon examples



Main BT icon:

Is plain red with a gloss/highlight at the top right side to give it form and are surrounded with a red border to keep the icon form, there is a shadow at the bottom to bring forth the BT which again has its own gradient and shadow.

Digital newspaper icon:

Has an extra grey label in top left side with "Avis" on it to separate it from the other products.

Theme app icon:

Has the BT theme colors consists of black and white, the brand at the bottom kept there for recognition and at the top we have the theme's logo so its easy recognizable for the user on the homescreen.

Windows phone 7:

Has BT text and the red color but also are designed to follow metro design with the tiles

Mobile tabbar

BT's different tabbars, graphics and text.

Tabbar examples

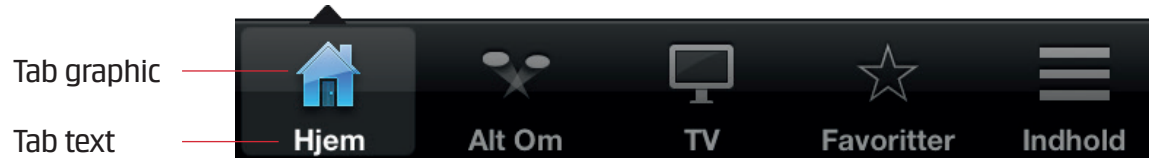
BT general about tabbar:

The mobile team have developed a set of graphics for the mobile products tabbar which we are using.

Also when naming a tab one should be aware that the name has a max of 12 chars, equals 12 letters without any space between them.

The tabbar can hold a minimum of 3-4 tabs, depending on the graphics and max 5.

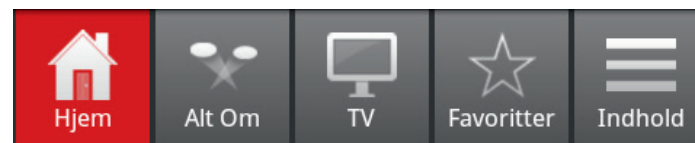
iPhone:



BT iPhone tabbar:

We use the standard gloss effect from apple, and the background will always be black.

Android:



BT Android tabbar:

We can change the background, and line color between the tabs, keep in mind that the color should be somewhat neutral.



iPad native app



iPad native app

An app will be created from the BT color space, white and red.

Splash screen and layout samples

Splash

The load screen shows logo

Frontpage

First page user will see

Article

When in the app watching an article

BT logo in top goes to frontpage also the little arrow in top left corner goes back to previous page.

You can scroll up and down



iPhone native app





Native iPhone app

Bt native news iPhone app
The background is white
And there are focus on the
BT logo

If there is a sponsor it's found
on the splash at the bottom

In app the background is
white as well and the BT font
is present.

Native news BT splash and layout examples

Splash

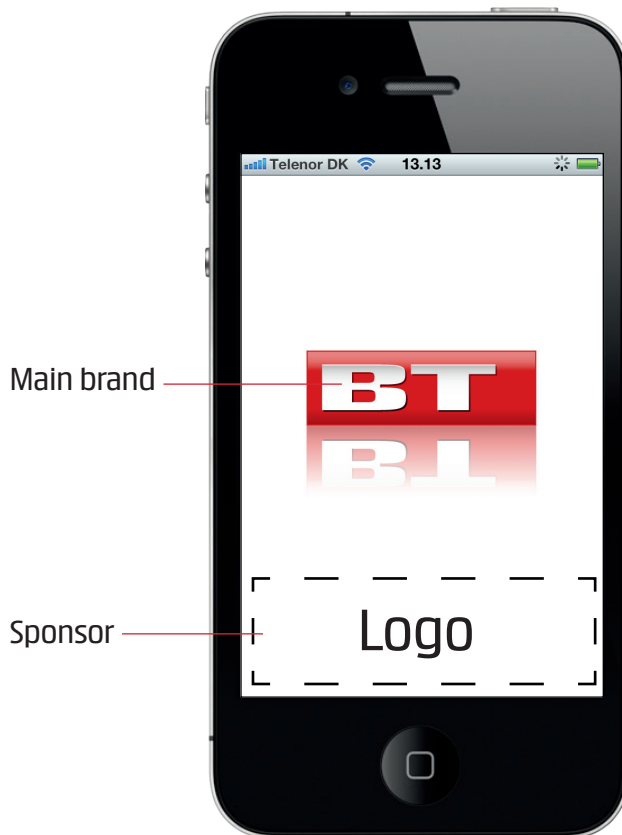
The load screen shows logo

Frontpage

First page user will see

Article

When in the app watching an
article



Documentation

Design guides its important to get the right product.

Example documentation

Splash/frontpage

When loading an app we can change the layout of that screen to make a presentation of that app.

The frontpage can be changed in a variety of ways, we can change colors of the navigationbars, arrows, the line unde the top news, the fonts color and font family.



Icon

The homescreen presentation for the user, and in appstore, we can change colors and layout on almost every aspect of the icon.



Navigation

News line

Fonts



Splash

Tabbar graphic

The graphics can be changed and the text in the tabbar



Theme/event apps

When making theme apps we use the colors black, white and red.

The event apps, follows the main theme apps in design, furthermore they can inherit an events color or event symbols.

A sponsor can be present.

Theme/event app examples

Theme app

Custom graphic made to comply with theme

Event app

Colors can be inherit

Article

When in the app watching an article

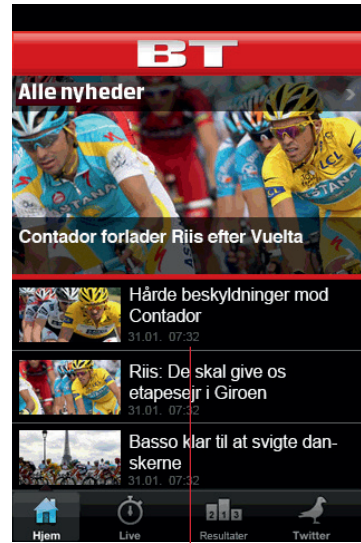
Event appstore icons



In them app definition

An example of the general theme app layout.

Theme app example layout definition



Theme app examples



Article header



Frontpage:

Section name ->

font: BT one Heavy 38pt #ffffff

Article:

Section name ->

font: BT one Heavy 38pt #ffffff

Article heading ->

font: BT one Heavy 44pt #000000

Author ->

font: Arial bold 32pt #FFFFFF

Sponsors

Our sponsors can be part of the design and they should not overshadow the main brand.

It's important they are kept understated.

Sponsor examples

Our own sponsor

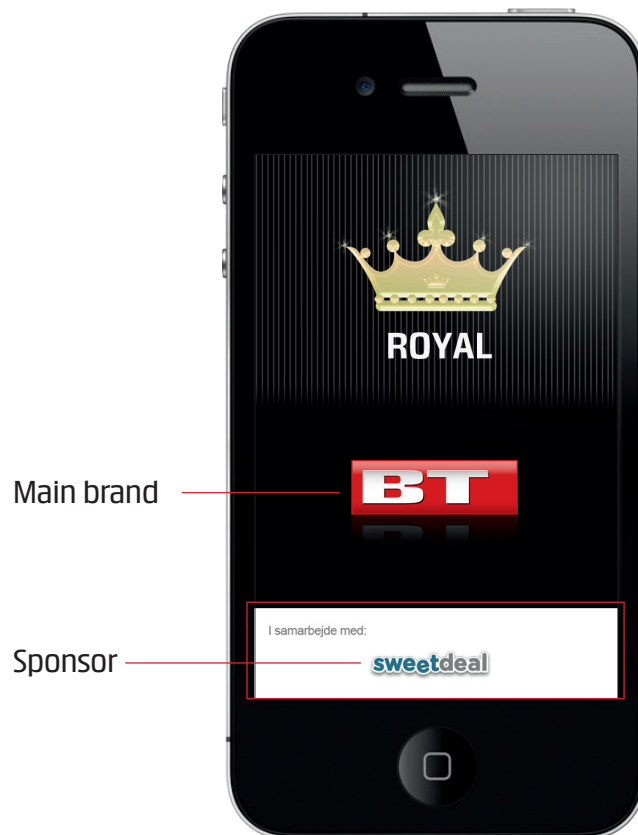
Our own Sweetdeal

Without sponsor

When no sponsor is present we leave it blank or make the design use the whole space.

Other sponsors

It could be another sponsor outside the house.



Event app documentation

Design guides for the developers are important to get the right product.

Event app documentation example

Splash/frontpage

When loading an app we can change the layout of that screen to make a presentation of that app.

The frontpage can be changed in a variety of ways, we can change colors of the navigationbars, arrows, the line under the top news, the fonts color and font family.



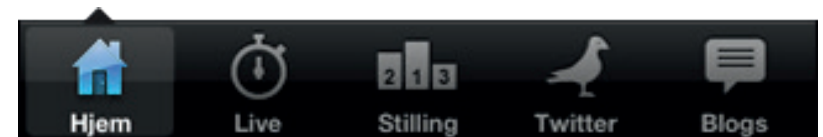
Icon

The homescreen presentation for the user, and in appstore, we can change colors and layout on almost every aspect of the icon.



Tabbar graphic

The graphics can be changed and the text in the tabbar



Transitions description

When using the app the user gets a good feeling and smooth feeling of the app more or less by the whole experience, to expand this feeling we add functional and good looking transitions.

A transition can be the way an article slides in from the right when pressing it from the apps frontpage view.

Transition description and example

When pressing an article on the frontpage -> it will slide the article in from the site

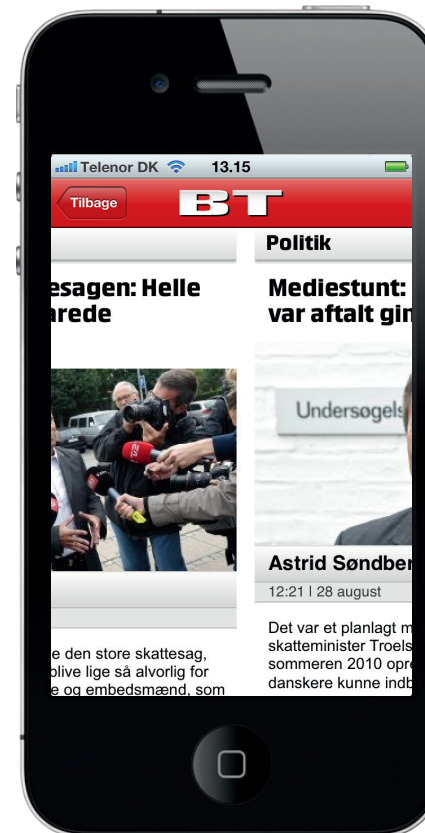
When swiping a small article on the frontpage, both right or left it will show favorite and share options.

Swiping between two articles (see transition picture below)

Article 1



In between articles



Article 2



Mobilesite





Mobilsite

Bt's mobilsite in html5 uses
The background in white
And the topbar to show
brand and the menu.

In app the the BT font is used
several places.

Mobilsite HTML5 examples

Frontpage m.bt.dk iPhone



Frontpage m.bt.dk Android



Article Windows phone 7



Documentation

Example of an designguide for the mobilesite in html5.

Documentation examples

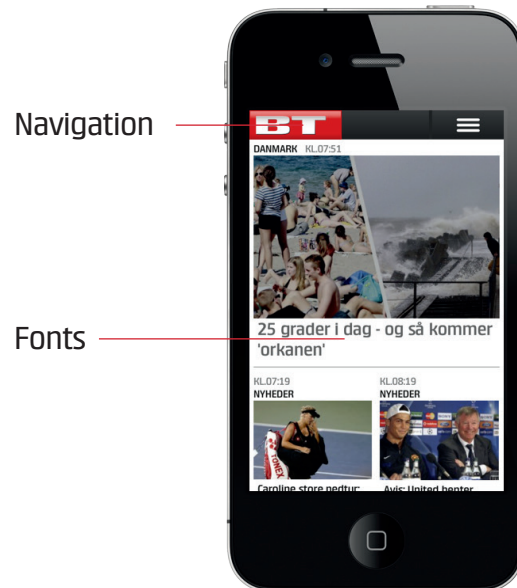
Frontpage

The mobilesite has a top navigation with logo and the menu.



Icon

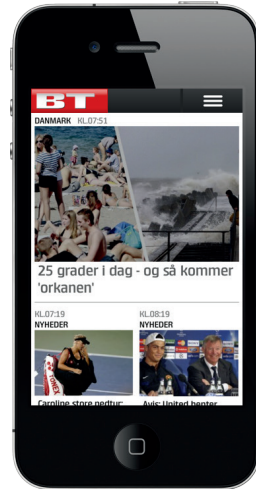
Homescreen icon



Mobilesite app layout

An example of the general mobilesite app layout

Mobile app example layout



Frontpage:

Section name ->



On article:

Section name ->

Article heading ->

Author ->



Web app transitions

Transitions

When menu slides down from the top when pressed

Android native apps

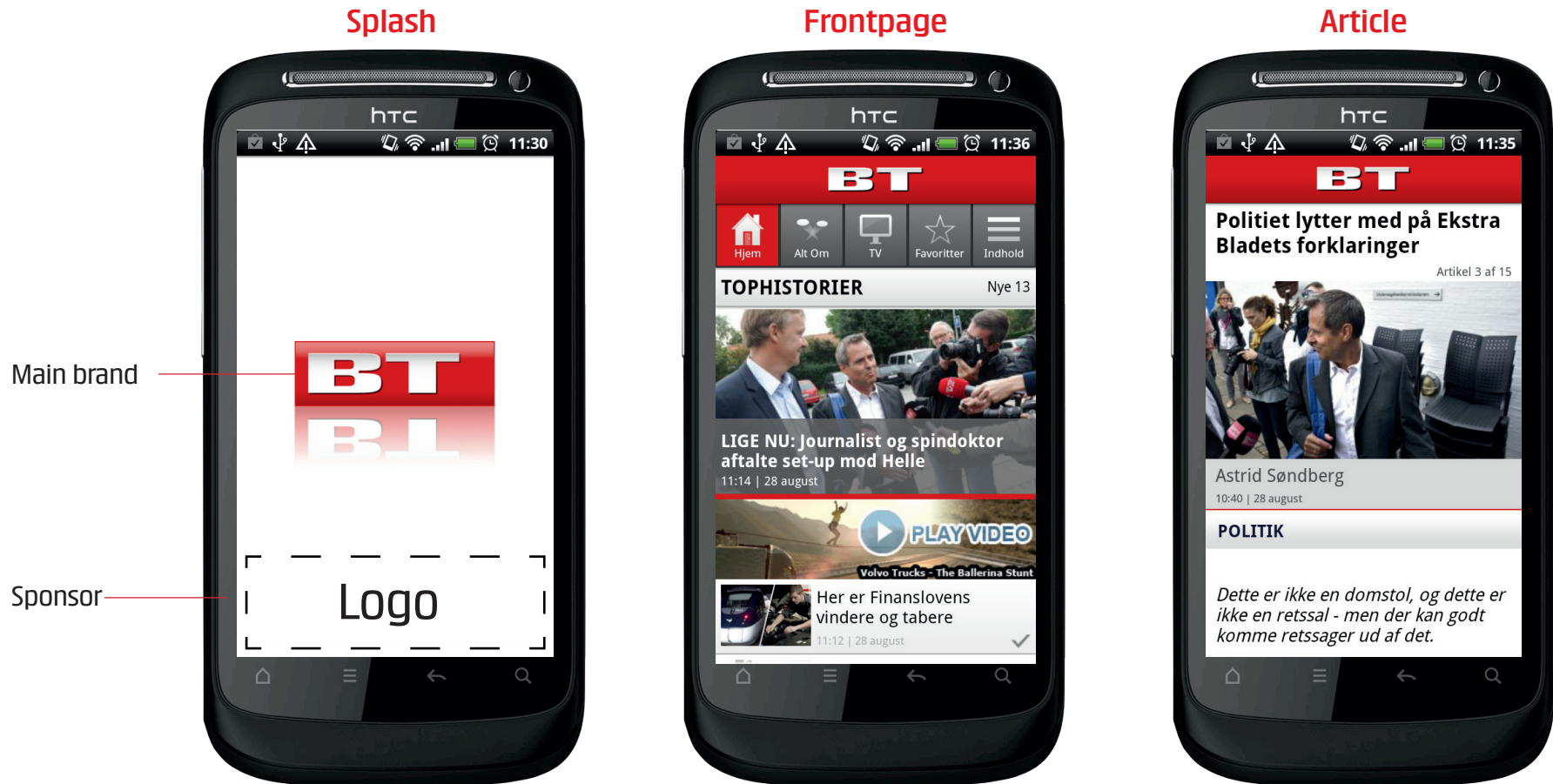


Native android app

The android app is similar to its sibling news sites. The background is white and there are focus on the Bt logo.

A sponsor can be found at the splash near the bottom

Android BT splash and content



Documentation

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Icon

The homescreen presentation for the user, we can change colors and layout on almost every aspect of the icon.

Navigation

News line

Fonts

Splash

Tabbar graphic

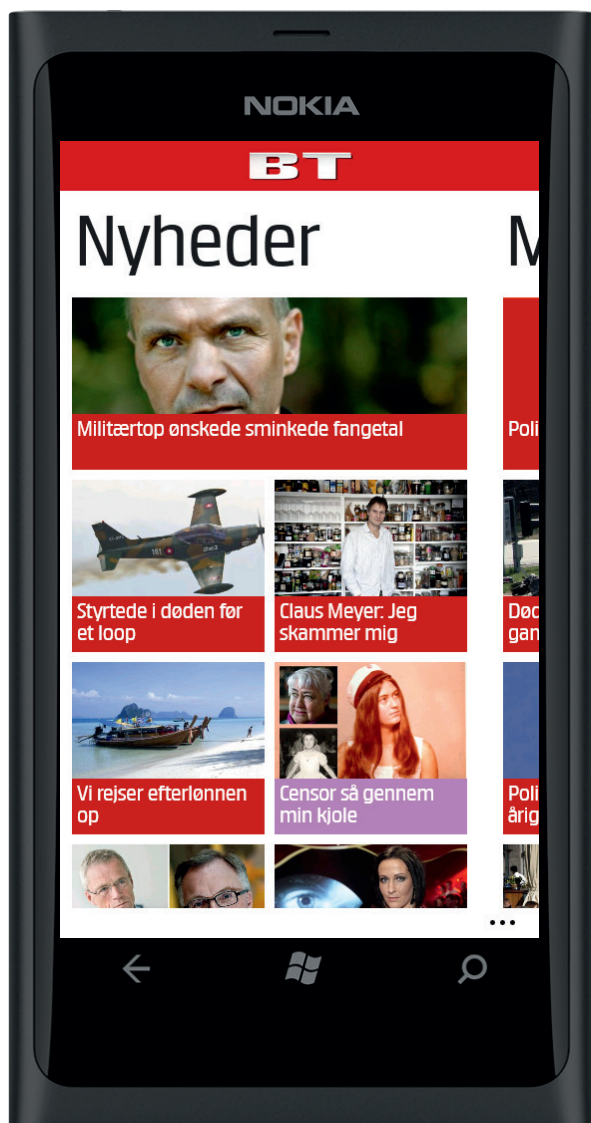
The graphics can be changed and the text in the tabbar for the android titles the border and background is changeable.

Android transitions

Transition description

Swiping between articles

On article, tapping it - the optionbar will show



Windows 7 native app



Native news app

Windows 7 native BT app
The background is white
And there are focus on the Bt logo in the top. It's made in the metro design template.

Content examples

Frontpage

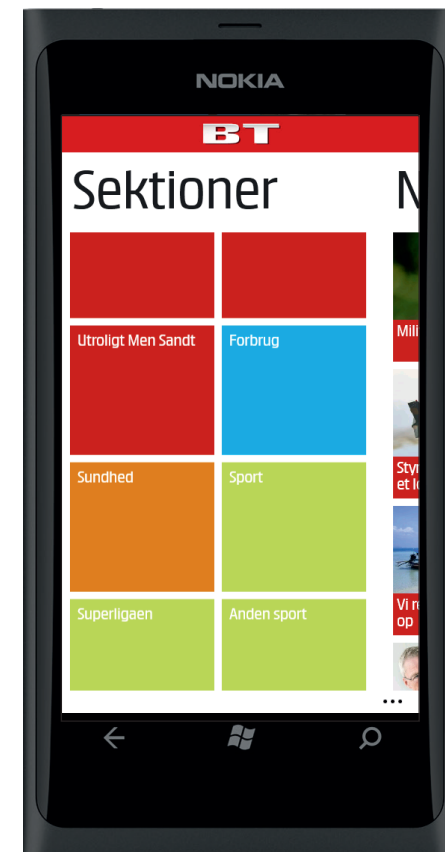
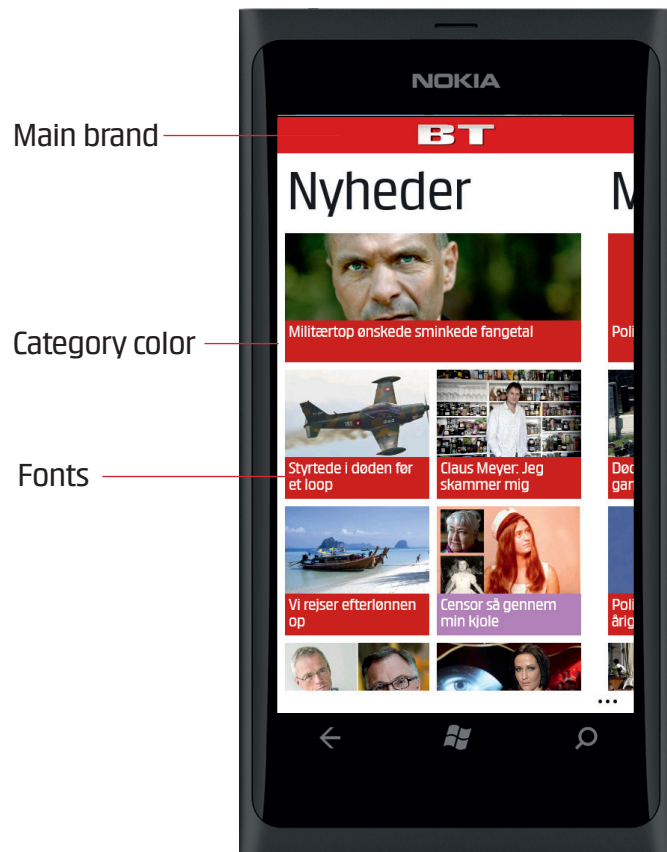
The metro design is used here to make a more flat look matching the windows univers

Section page

Here we use the colors of the categories to make the tile univers from the Windows phones

Article

Even in the article we use the metro guidelines to give it the native feel of a real windows app



Documentation

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The frontpage can be changed in a variety of ways, we can change colors of the navigationbars, arrows, the line unde the top news, the font color and font family.



Icon

The homescreen presentation for the user, we can change colors and layout on almost every aspect of the icon.

Notice the metro style a tile.



Transitions description

When using the app the user gets a good feeling and smooth feeling of the app more or less by the whole experience, to expand this feeling we add functional and good looking transitions.

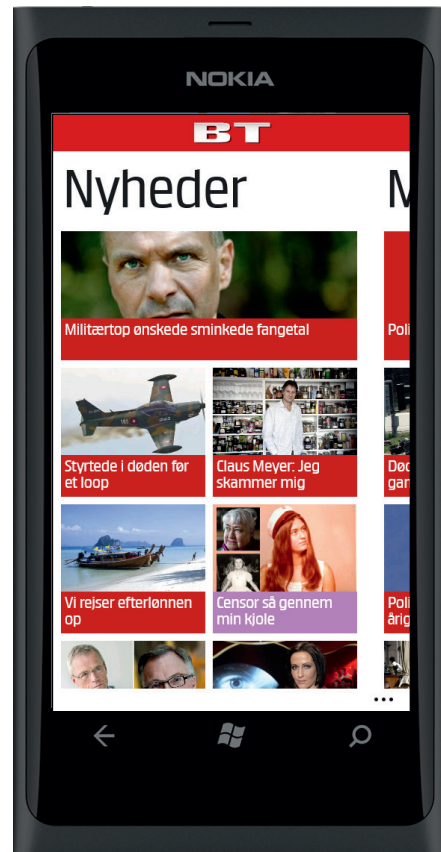
Transition description and example

When pressing an article on the frontpage -> it will slide the article in from the site

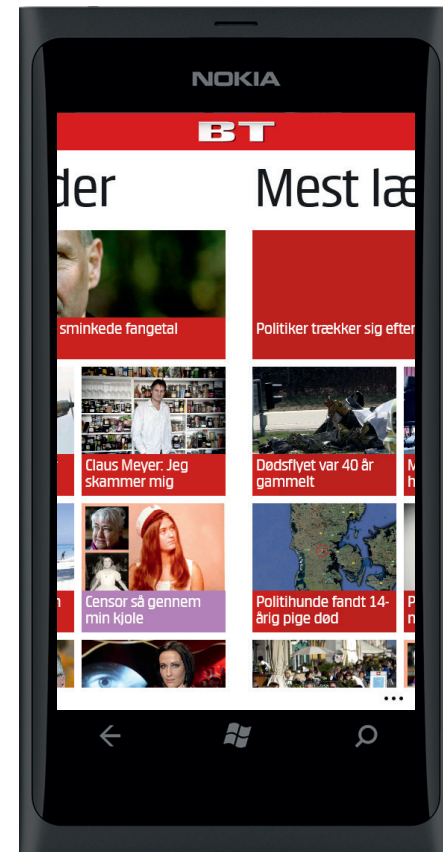
When swiping a small article on the frontpage, both right or left it will show favorite and share options.

Swiping between two articles (see transition picture below)

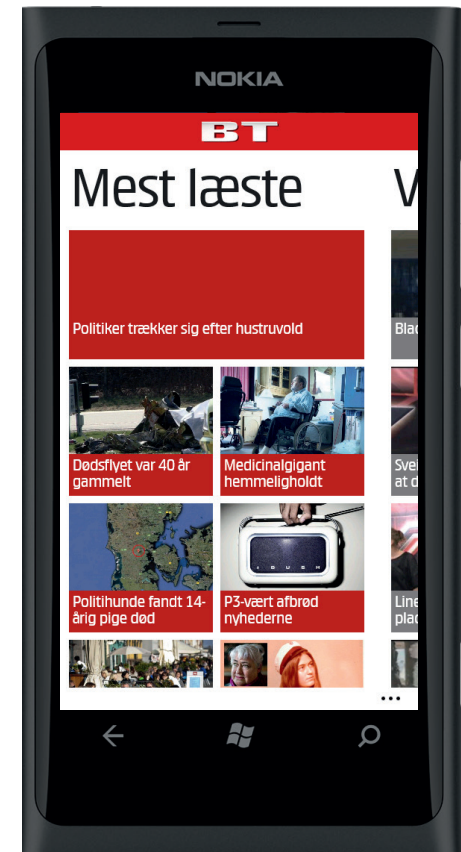
Article 1



In between articles



Article 2





Transitions description

Often

Transitions

iPad digitalavis





iPad Digital newspaper

An app will be created from the BT color space. White and red.

Splash screen and layout samples

Splash

The load screen shows logo

Newspaper carousel

Shows the selection of newspapers available for the user in pdf form.

