WIRED

iPhone Style Guide

Version 2.0
August 9, 2013

INTRO

This document is to serve as a style guide for Wired Magazine's iPhone designs. There are comps provided to show how it may look like, then stripped down wireframes showing more details about sizing, fonts and colours (if any).

Detailed annotations on how the interactions work are provided as well.

REVISIONS

#	Date	Notes	Revisioner
1.0	Aug 1, 2013	This revision has one template layout and the main navigation component.	Michelle Ngai michellen@ensemble.com
2.0	Aug 9, 2013	This revision has been updated to include all templates/components.	Michelle Ngai michellen@ensemble.com

(1.0)

Reformed accounting

No firm would employ software developer and ex-con Duane Jackson. So he started his own

Duane Jackson grew up in a children's home in east London. "Then

43px

317px

① iPhone 4 screen

Reformed accounting

No firm would employ software developer and ex-con Duane Jackson. So he started his own

Duane Jackson grew up in a children's home in east London. "Then

① iPhone 5 screen

NOTES

① Gradient overlay mask above image.

② Article image: 320px x 317px. When clicked, it goes to the Image Gallery Template (pg. #18).

③ Title:
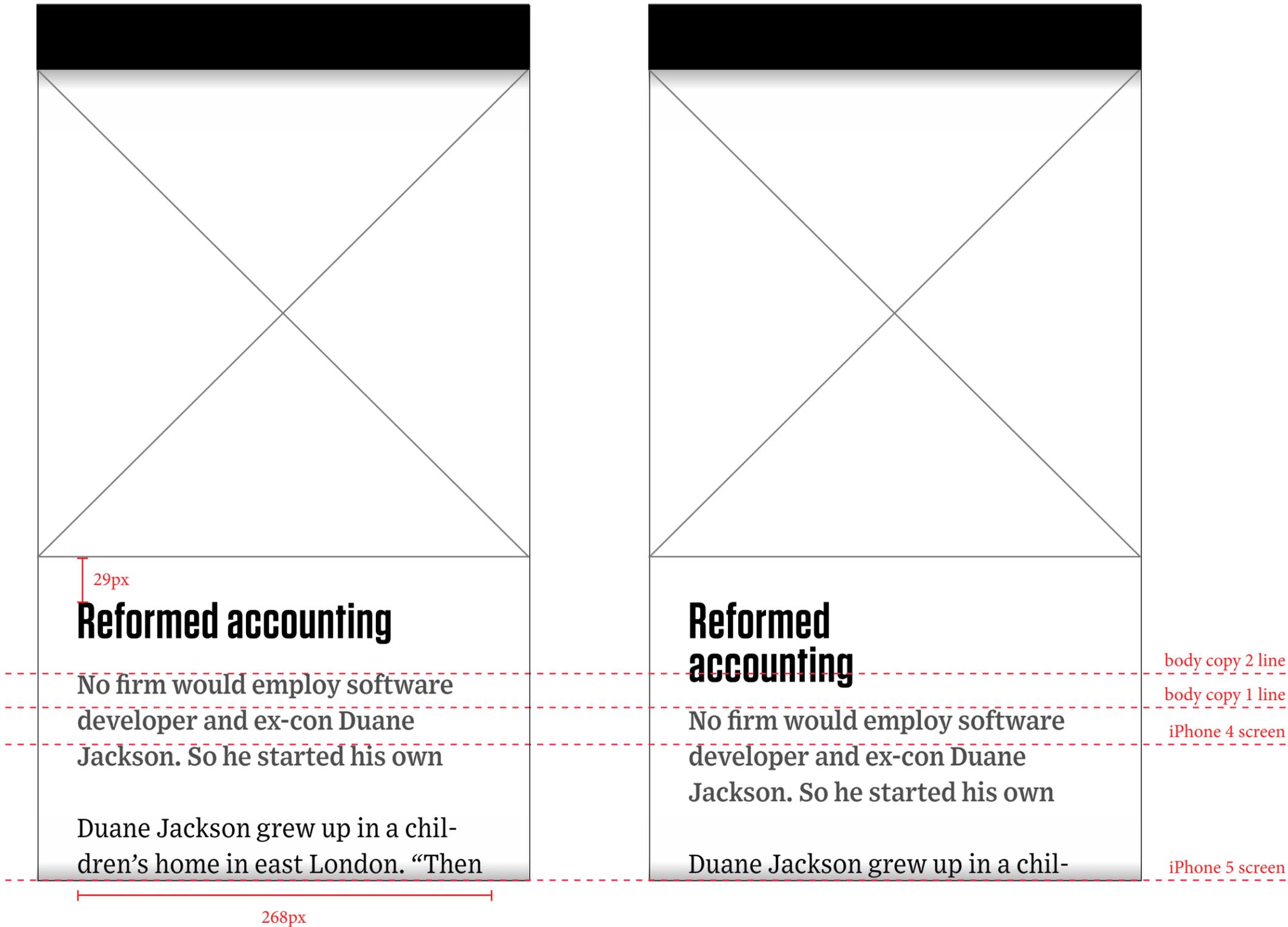## Tungsten Semibold 33pt Leading: 28.35pt

Caption:
**Exchange Web Semibold
16.5pt
Leading: 23.25pt
#4d4d4d**

Body:
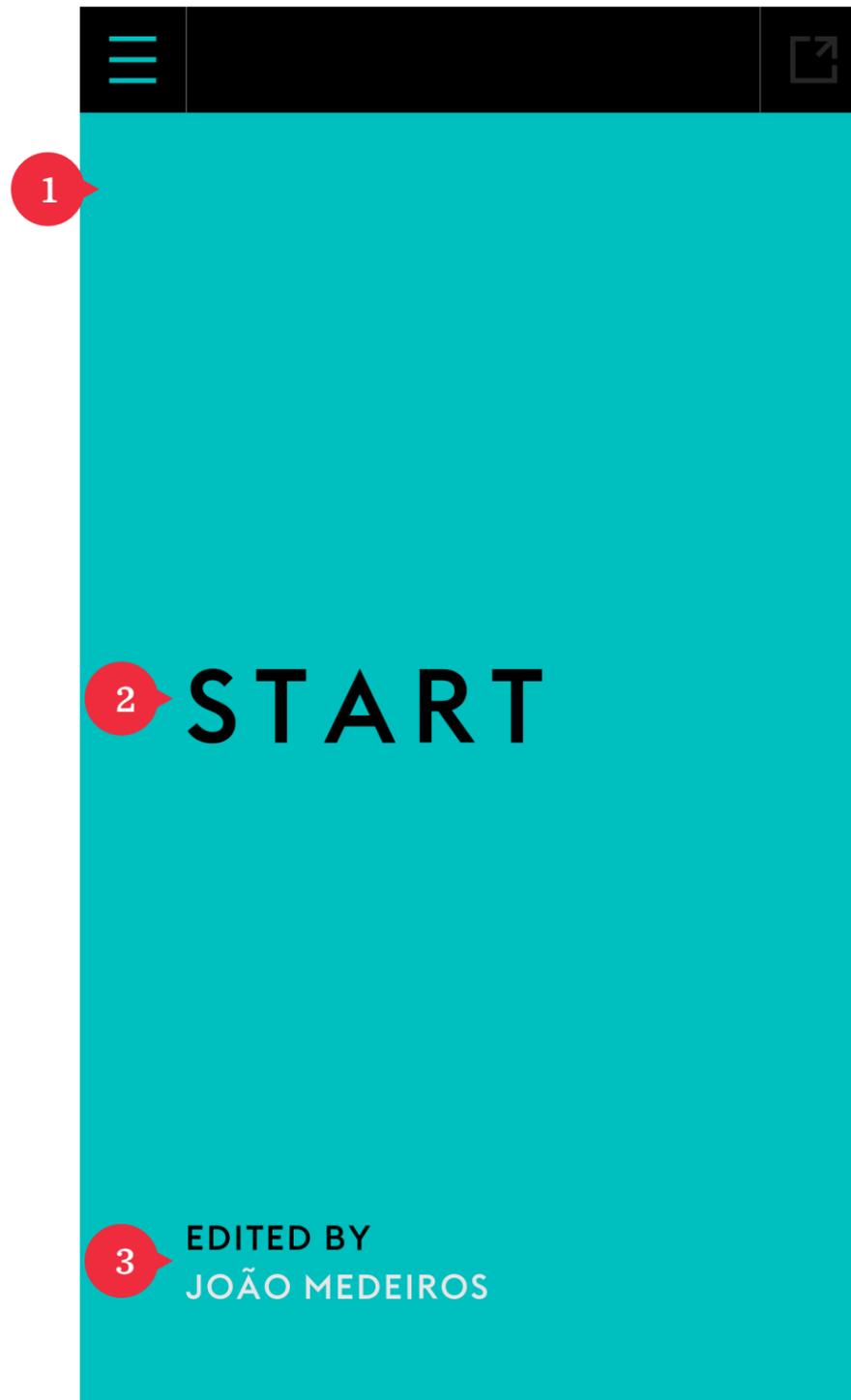Exchange Web Roman
16.5pt
Leading: 23.25pt

NOTES

The font sizes and the leading is designed so when the page is scrolled completely to the top, no text should be cut off. This applies for both the iPhone 4 and 5 screens.

When the title expands to 2 lines, the Caption text starts at the 2nd line.

29px

Reformed accounting

No firm would employ software developer and ex-con Duane Jackson. So he started his own

Duane Jackson grew up in a children's home in east London. "Then

268px

Reformed accounting

No firm would employ software developer and ex-con Duane Jackson. So he started his own

Duane Jackson grew up in a chil-

body copy 2 line

body copy 1 line

iPhone 4 screen

iPhone 5 screen

(2.0)

NOTES

The main purpose of this template is to introduce a new section.

However, this template can be used for full screen images as well.

1 Background
The color used is associated to the upcoming section (used in the menu as well). A background image can be used as well.

2 Section Title
Title of the section goes here.

3 More Information
A brief caption of more information on the following section.

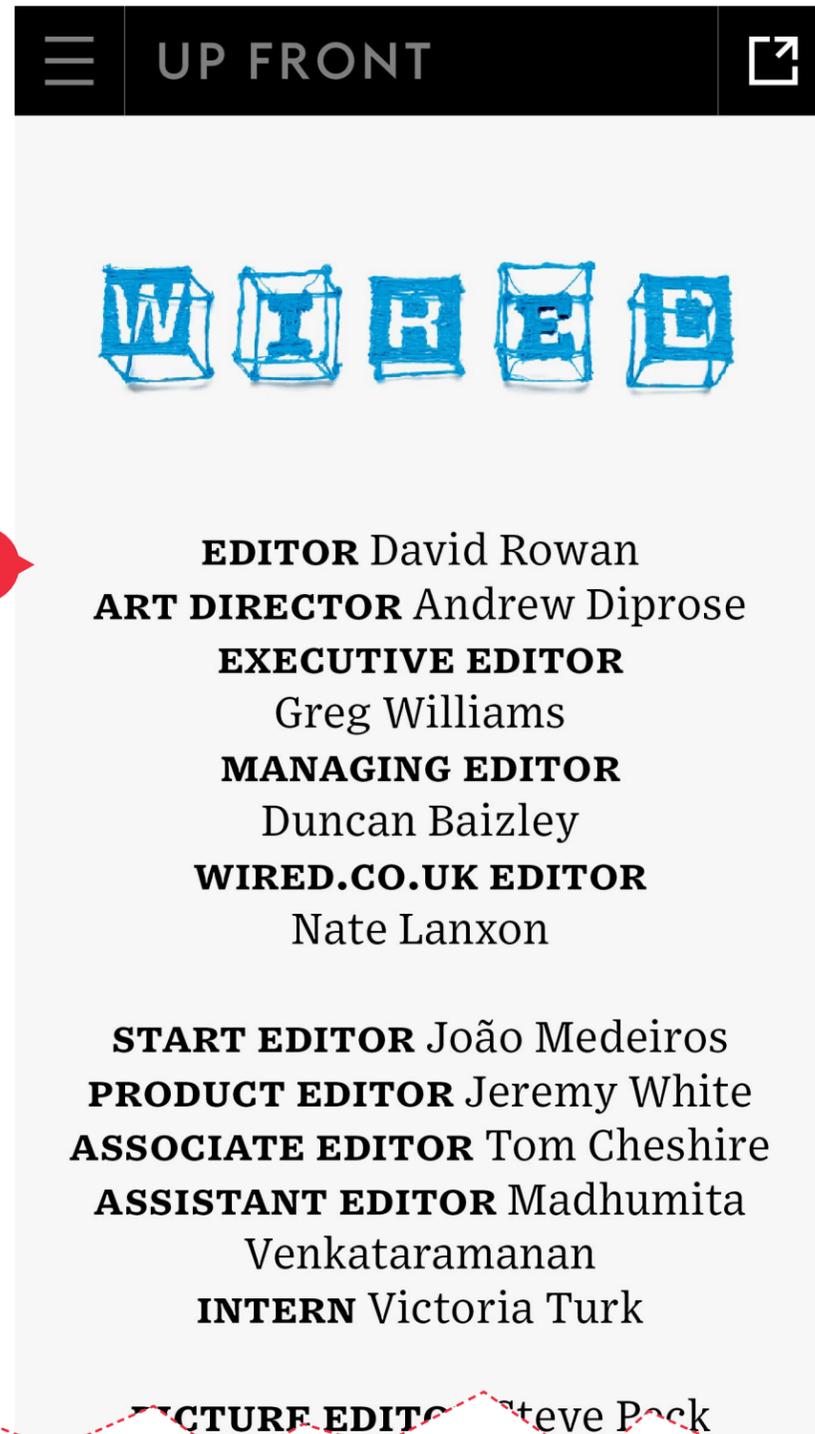This moves up accordingly for the iPhone 4 screen size.

START

EDITED BY
JOÃO MEDEIROS
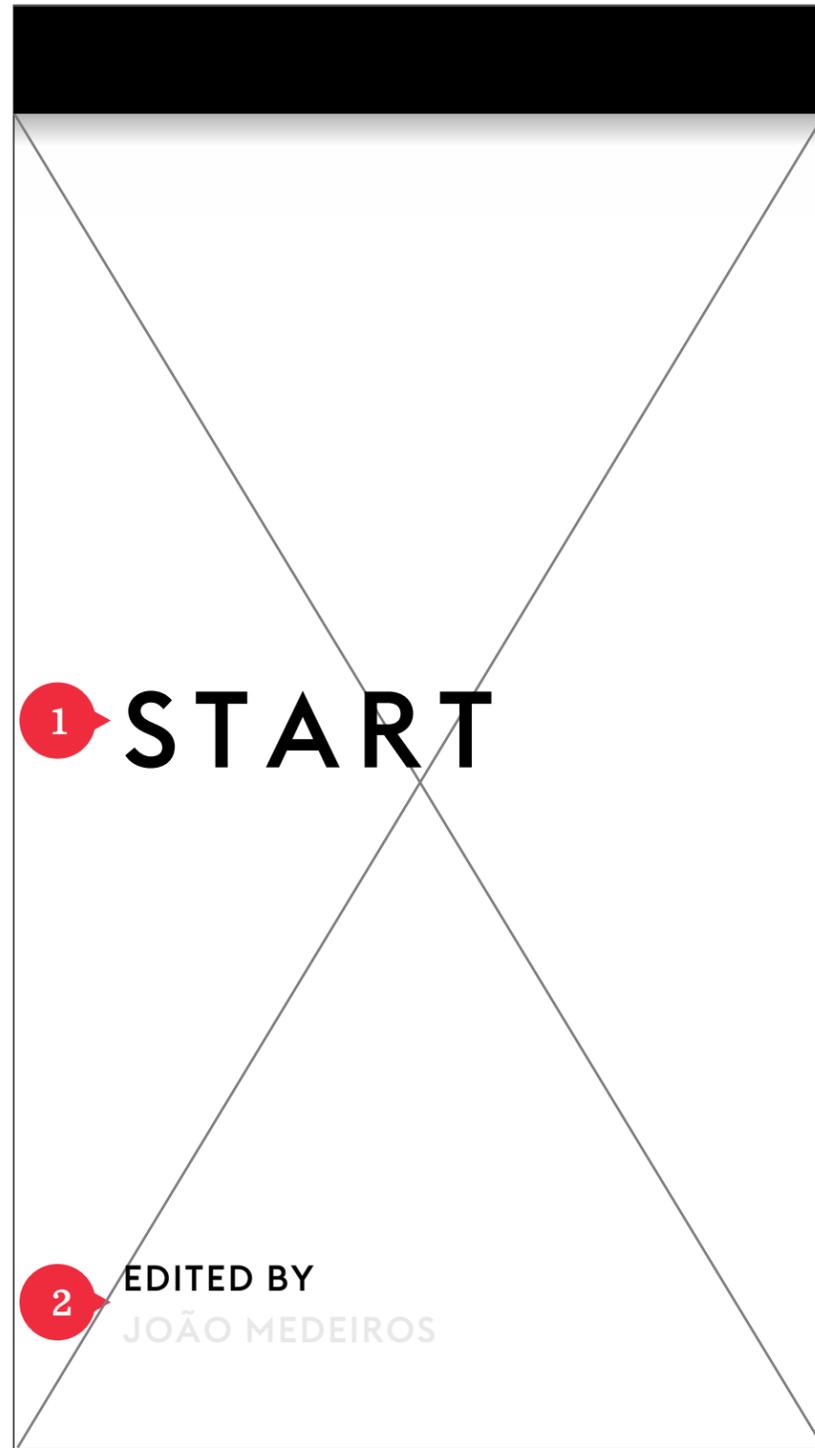
NOTES

1 Section Title:

Euclid Medium 41.09pt

2 Caption:
EUCLID MEDIUM
14pt
Kerning: 70

Author:
EUCLID MEDIUM
14pt
Kerning: 70
#e7e7e7

(3.0)

The main purpose of this template is to list the credits. The credits are aligned center.

1 Title:
Exchange Web Bold 16.5pt

Name:
Exchange Web Roman 16.5pt

By Tom Vanderbilt
Illustration: Zeitguised
Photography: Spencer Lowell

(1) *Exchange Web Semibold Italic*
16.5pt
Leading: 23.25pt

King-sized camper
Heimplanet Mavericks
Heimplanet claims that the
Mavericks is the most wind-
resistant tent in the world, capable

(2) **Exchange Web Bold**
16.5pt
Leading: 23.25pt

Exchange Web Semibold
16.5pt
Leading: 23.25pt
#b2b2b2

FORM 1
The Form 1 is unique
among low-cost 3D
printers for its use of
stereolithography, a
printing technique
popular with industrial machines,
but previously too expensive
for desktop printers. It prints
by drawing a laser across a tray
of liquid photosensitive resin,

(4) **EXCHANGE WEB BOLD**
TEXT-TRANSFORM: UPPERCASE;
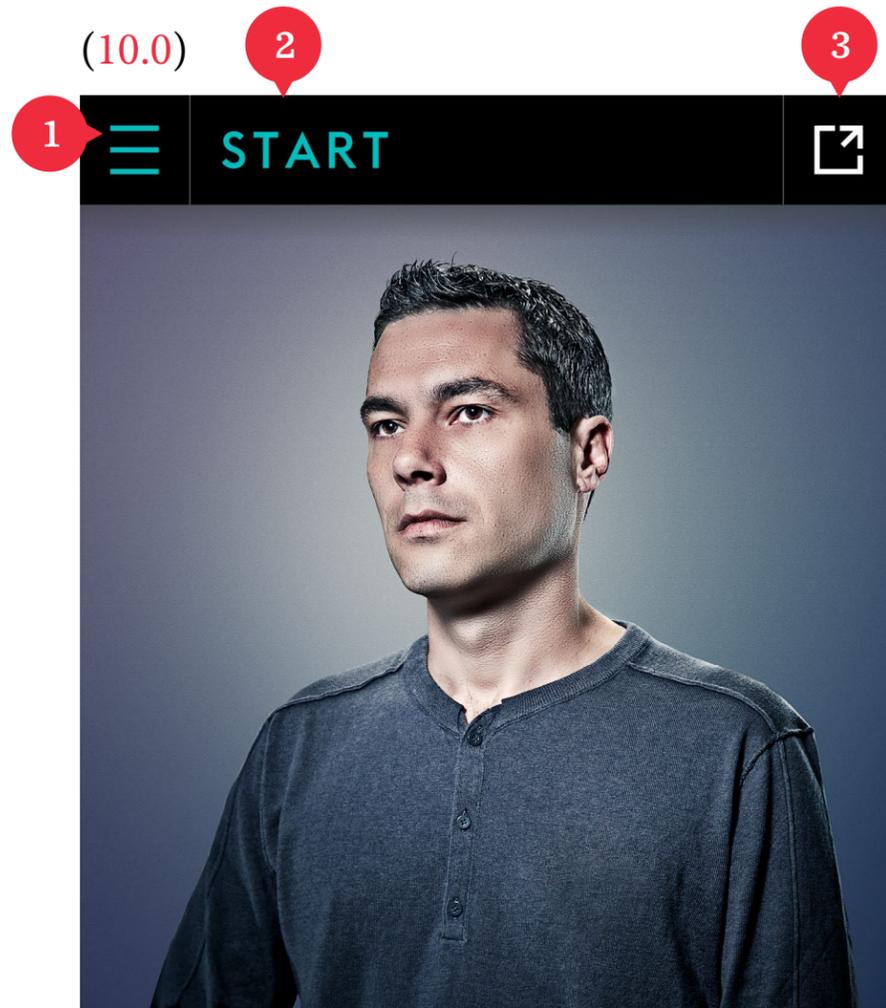**16.5PT**
LEADING: 23.25PT

Time to print bracelet 2h 5m
Material used 19ml clear resin

(5) Exchange Web Semibold
16pt
Leading: 23.25pt

NOTES

In addition to the paragraph styles listed in the other pages, there are these ones as well.
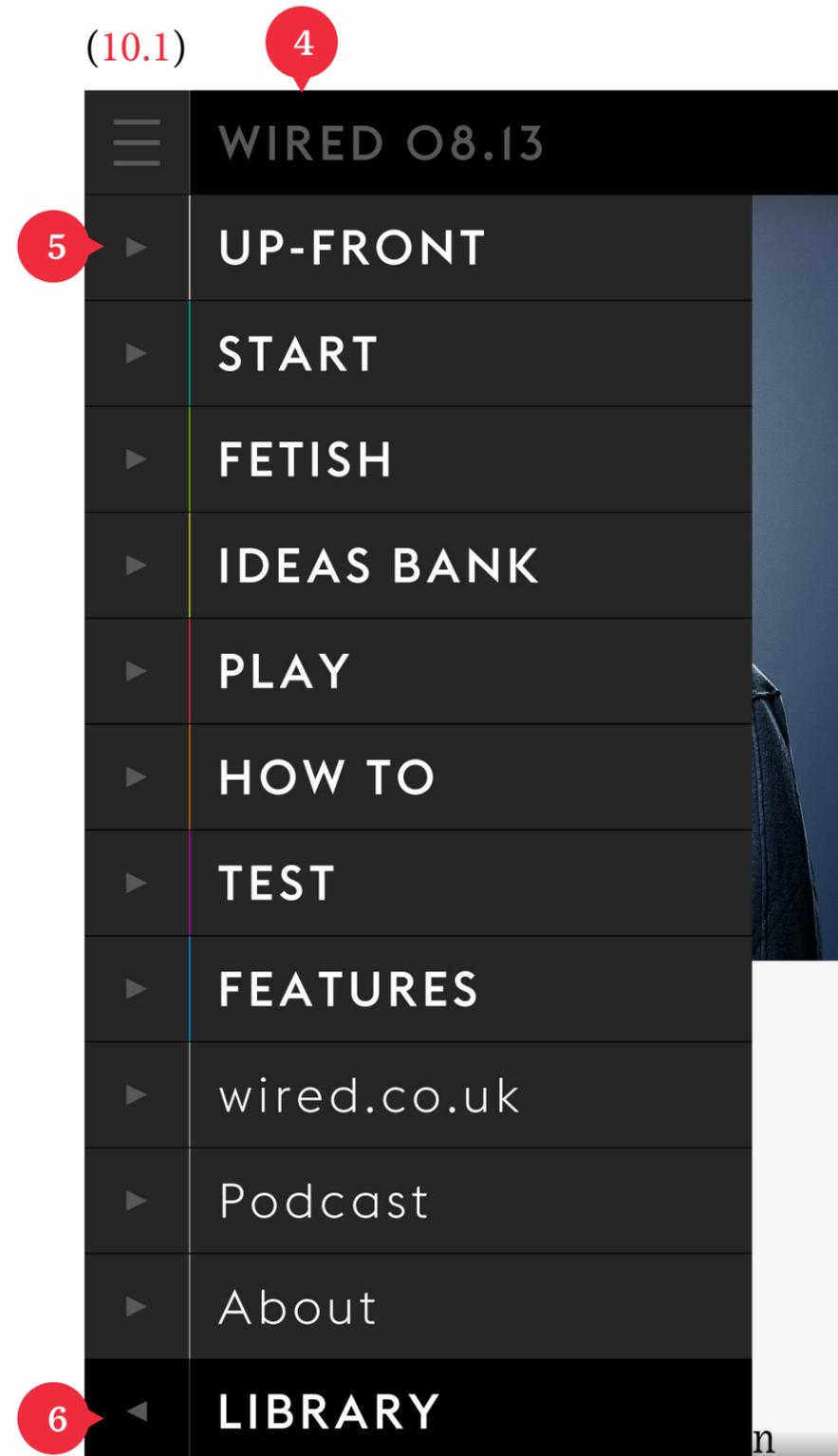
(3) Paragraph image
Some paragraphs have a small image floating to the left of the text, including the paragraph title.

(10.0)

1 | **2** START | **3**

Reformed accounting

No firm would employ software developer and ex-con Duane Jackson. So he started his own

Duane Jackson grew up in a children's home in east London. "Then

(10.1)

4 WIRED 08.13

5 ▶ UP-FRONT

▶ START

▶ FETISH

▶ IDEAS BANK

▶ PLAY

▶ HOW TO

▶ TEST

▶ FEATURES

▶ wired.co.uk

▶ Podcast

▶ About

6 ◀ LIBRARY

NOTES

(10.0)
The navigation bar remains at the top.

1 The top left button opens up the menu, shown in (10.1).

2 The section title appears here, as the color of the section as well.

3 The top right button opens up the share options ().
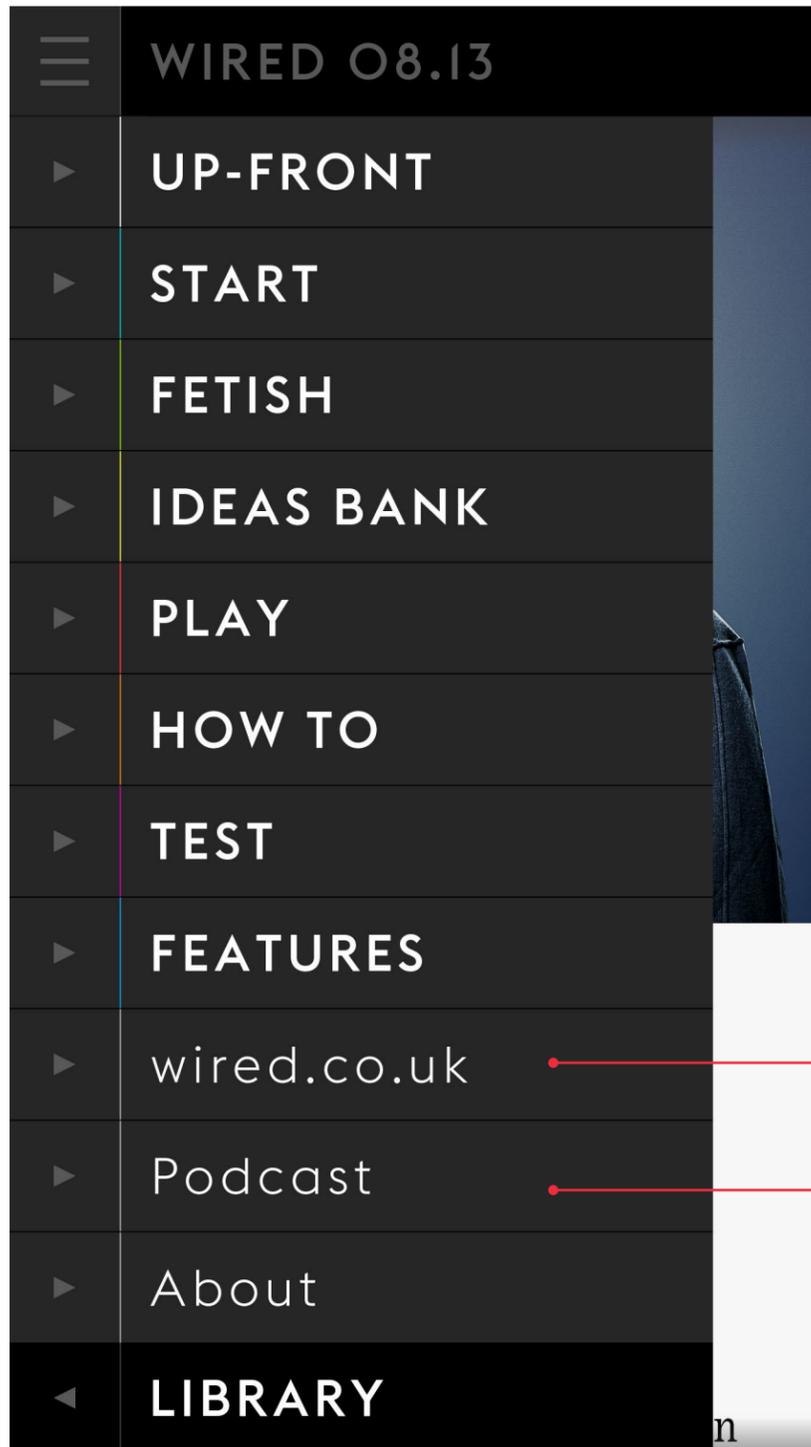
(10.1)
When the user taps **1**, the menu will slide down from the top.

4 The information on the black bar where it had the section title (START in (10.0)) is replaced with the name and date of the current issue.

5 Each section of the magazine is collapsed each time the user opens up the menu.

There is a thin line beside the section title that represents the color of that section.

6 This button that takes the user back to the DPS Library stays at the bottom of the screen regardless if any sections are collapsed/expanded.

(10.1)

☰	WIRED O8.13
▶	UP-FRONT
▶	START
▶	FETISH
▶	IDEAS BANK
▶	PLAY
▶	HOW TO
▶	TEST
▶	FEATURES
▶	wired.co.uk
▶	Podcast
▶	About
◀	LIBRARY

wired.co.uk

https://itunes.apple.com/gb/podcast/the-wired.co.uk-podcast/id404893471?mt=2

(10.2)

☰	**WIRED O8.13**

▶ UP-FRONT

1 ▼ **START**

2 Reformed
accounting ▶
No firm would employ software
developer and ex-con Duane
Jackson. So he started his own
▶ ▣

Healthy building
syndrome ▶
Property developer Delos
Living is working with medics
to design homes and hotel
rooms that optimise wellness
▶ ▣

Reboot the
teacher ▶

◀ LIBRARY

(10.3)

☰	**WIRED O8.13**

▼ **START**

Online education is redefining
the way we understand learning
itself, says Khan Academy
founder Salman Khan
▶ ▣ ▶))

3 All eyes on
outer space ▶
No firm would employ software
developer and ex-con Duane
Jackson. So he started his own
▶ ▣ ▶))

Visit, reload
and refresh ▶
Property developer Delos
Living is working with medics
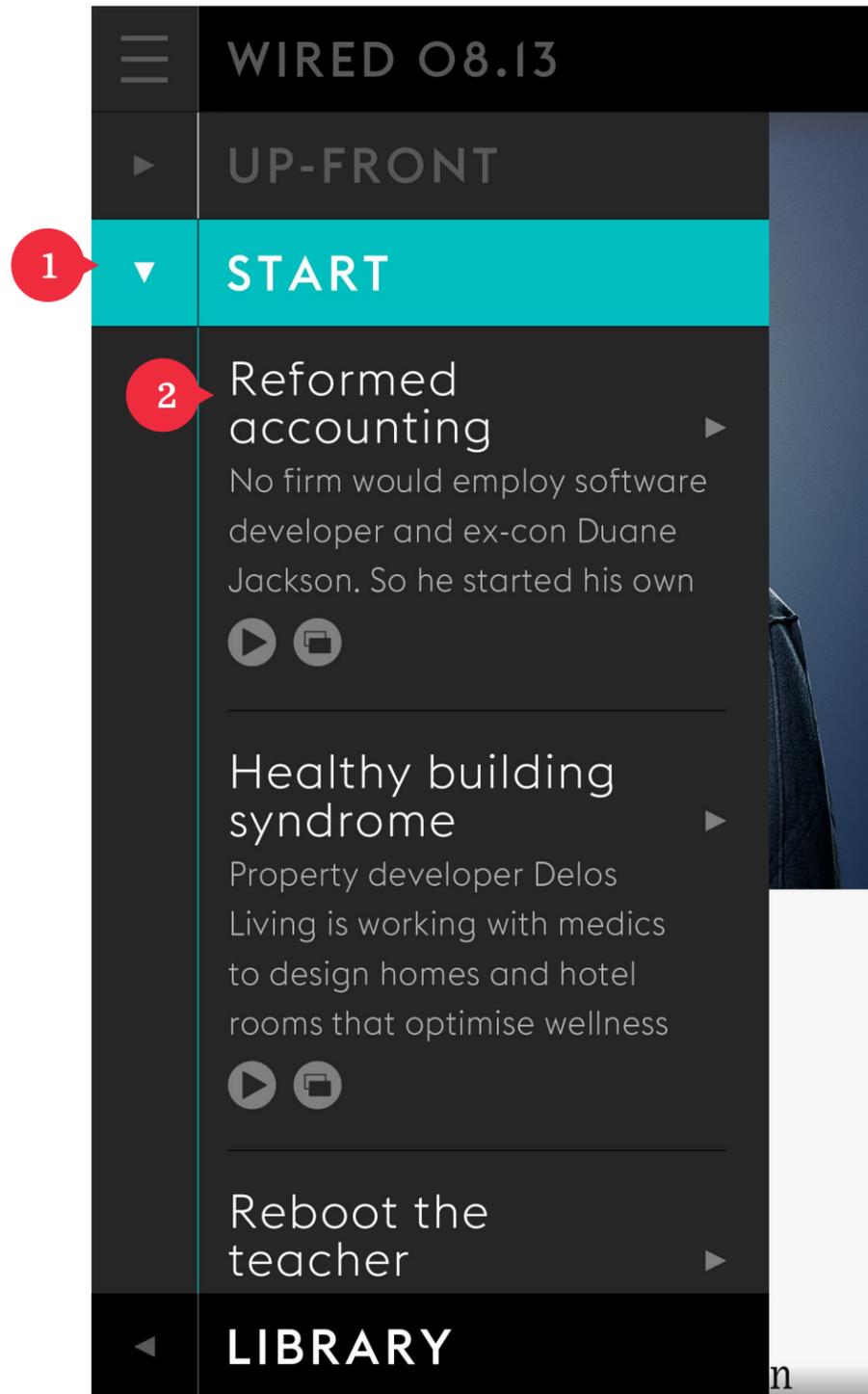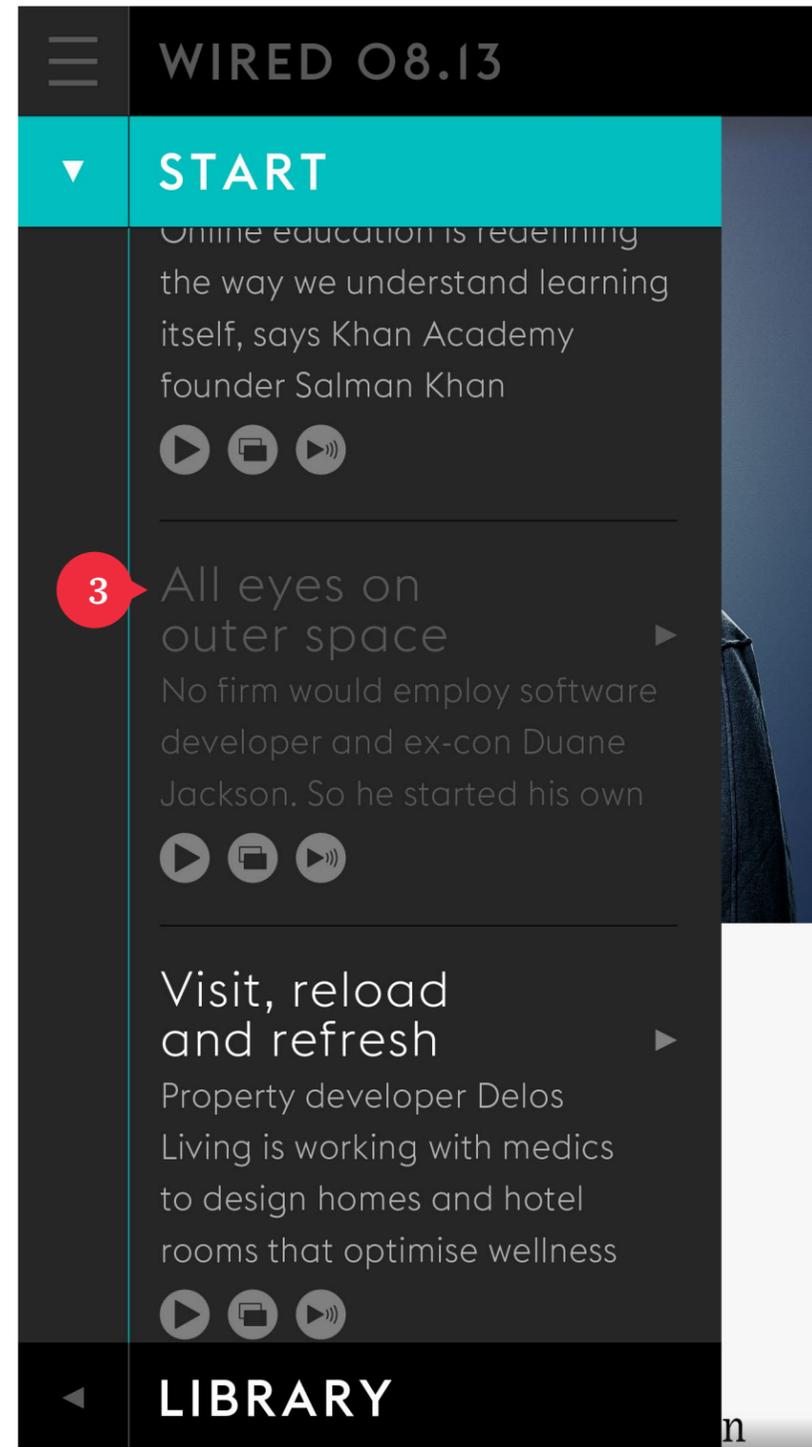to design homes and hotel
rooms that optimise wellness
▶ ▣ ▶))

◀ LIBRARY

NOTES

(10.2)

Tapping on a title will expand out that section to
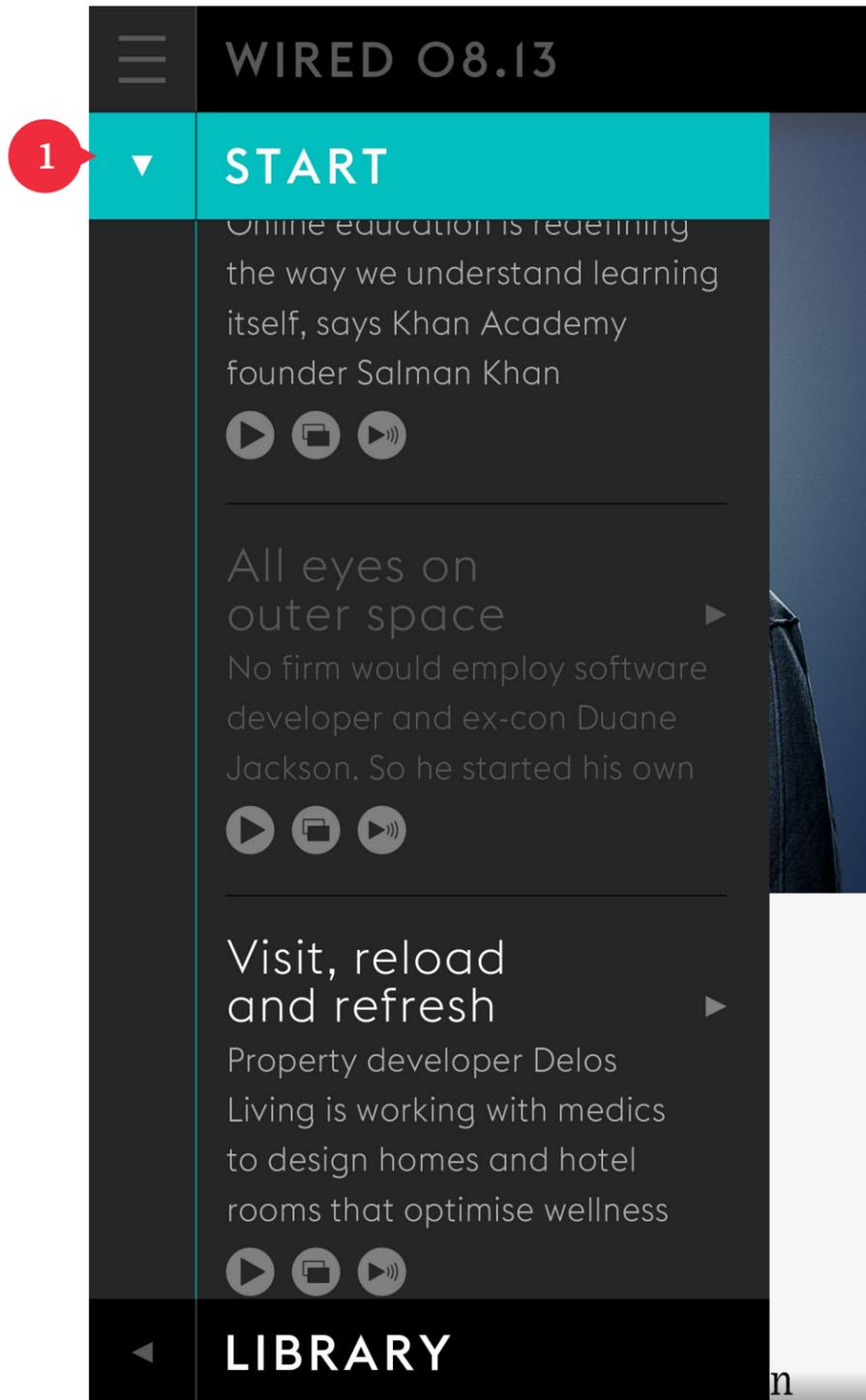reveal the articles within that section.

1 Section Title
To keep consistent with the menu bar
sliding down from the top, as the section
title bar is tapped, the color associated
with that section should fill the bar start-
ing from the top down. The letters of the
title should also be filling in white as the
color comes down. As this happens, the
arrow on the left should animate rotating
pointing down to indicate it is open. It
also turns white.

2 Articles
As the section expands, the sub-menu of
the articles should slide down from the
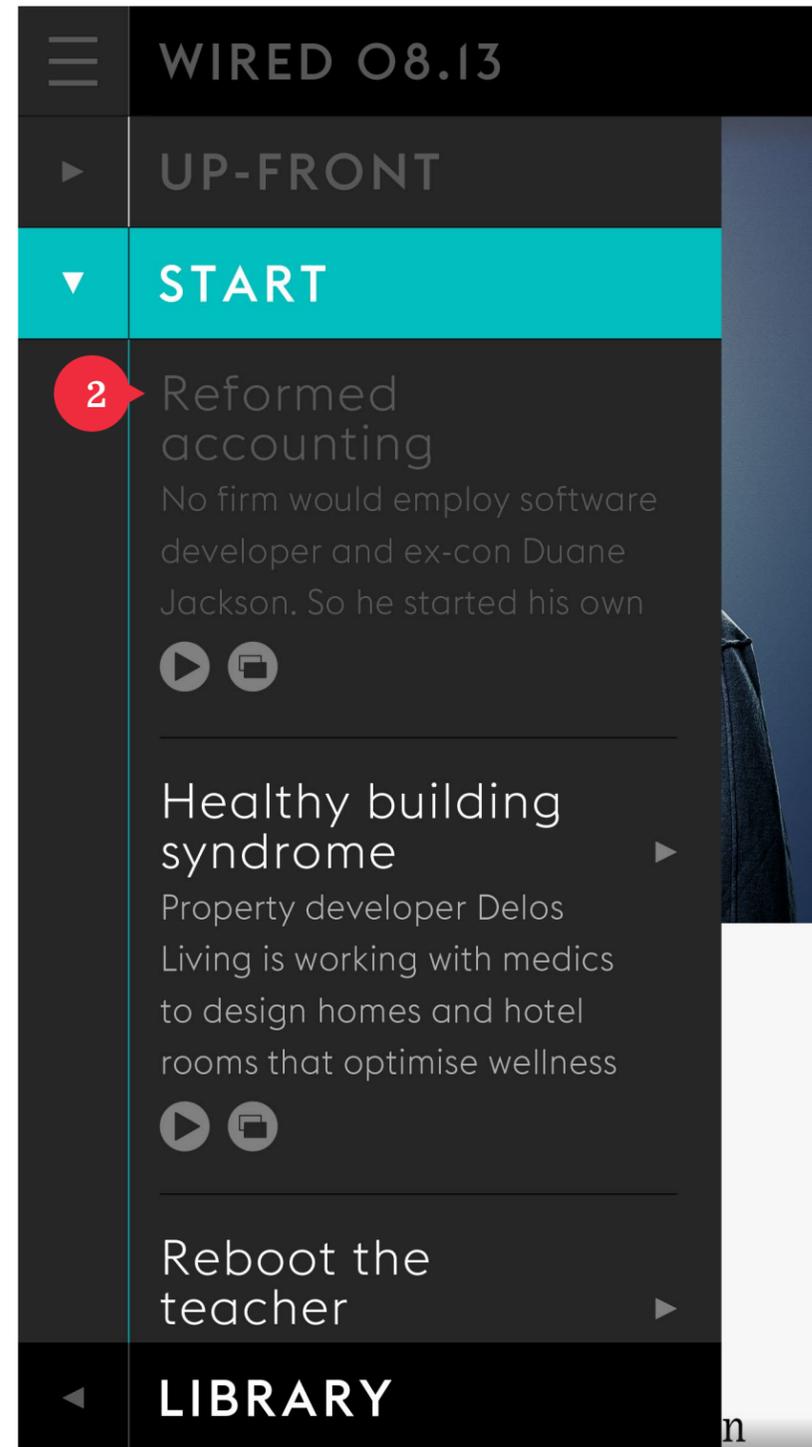top, pushing the section titles underneath
down.

(10.3)

3 Pressed State of an Article
As a user taps an article, the text turns
grey and then the menu disappears back
up (reverse from how it slid down) and
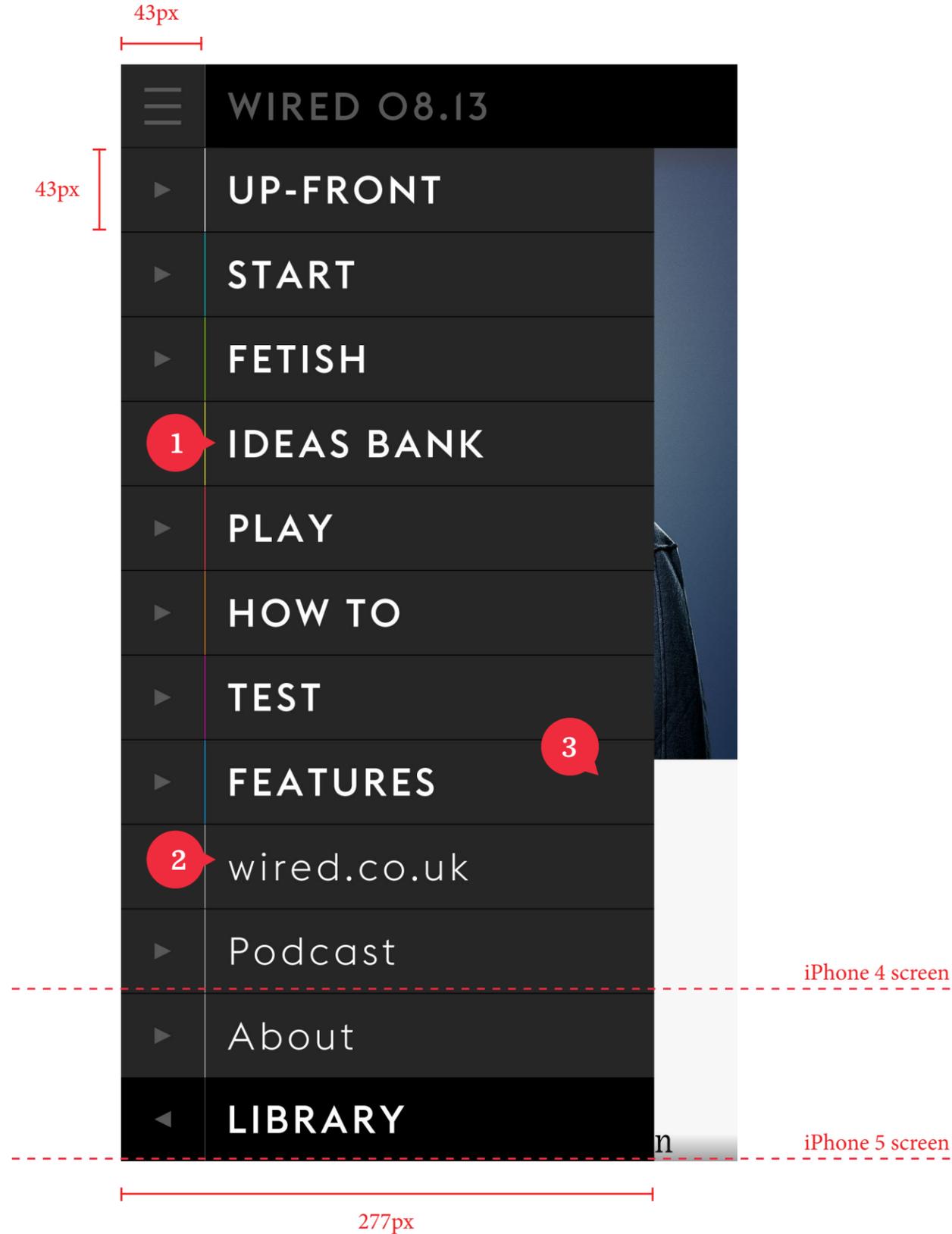the page refreshes to that article.

(10.3)

(10.4)

WIRED O8.13

START

Online education is redefining the way we understand learning itself, says Khan Academy founder Salman Khan

All eyes on outer space
No firm would employ software developer and ex-con Duane Jackson. So he started his own

Visit, reload and refresh
Property developer Delos Living is working with medics to design homes and hotel rooms that optimise wellness

LIBRARY

WIRED O8.13

UP-FRONT

START

Reformed accounting
No firm would employ software developer and ex-con Duane Jackson. So he started his own

Healthy building syndrome
Property developer Delos Living is working with medics to design homes and hotel rooms that optimise wellness

Reboot the teacher

LIBRARY

NOTES

(10.3)

1 Scrolling
As the section gets scrolled up, it pushes the section titles above it under the navigation bar and the current title bar the user is scrolling through stays fixed at the top. The user can tap the section title bar to close the section (reverse transition of how it was opened).

(10.4)

2 Pressed State of an Article
When a user opens the menu back up again and scrolls through the menu, the article they are currently viewing should be indicated by the greyed out text as well. The arrow on the right disappears.
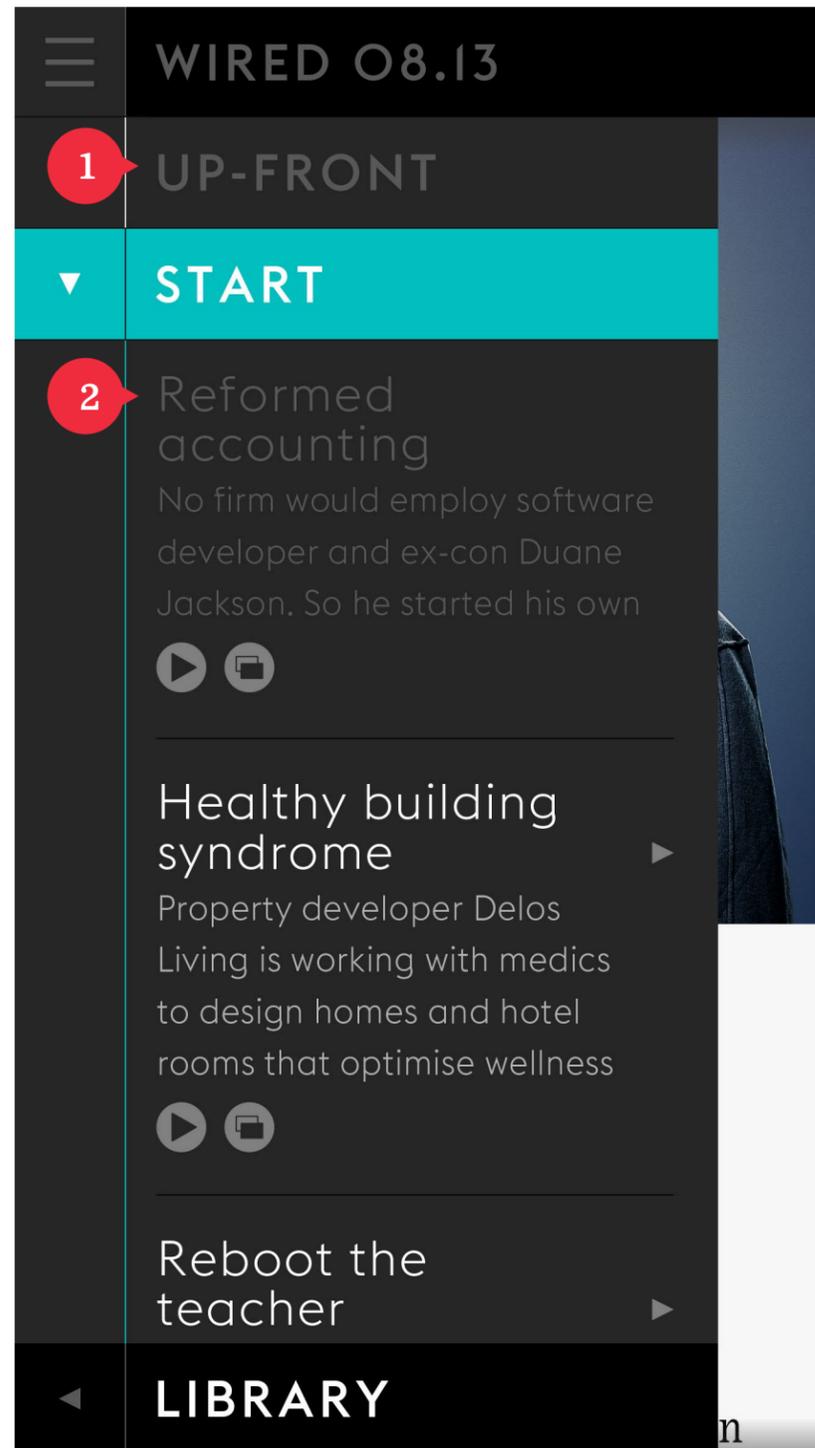
43px

43px

WIRED 08.13

▶ UP-FRONT

▶ START

▶ FETISH

① ▶ IDEAS BANK

▶ PLAY

▶ HOW TO

▶ TEST

▶ FEATURES ③

② wired.co.uk

▶ Podcast

iPhone 4 screen

▶ About

◀ LIBRARY

iPhone 5 screen

277px

NOTES

① Section Title:
**Euclid Medium
20pt**

② Not Section Titles:
Euclid Light
20pt

③ Menu Background:
#262626

Divider:
#000000

NOTES

1 Section Title (Not Active):

Euclid Medium
2Opt
 # 595959

2 Article Title:
Euclid Light
19.25pt
595959 (#ffffff)
Leading: 19.5pt

Article Snippet:
Euclid Light
13.75pt
595959 (#ffffff)
Leading: 20.25

WIRED

#00bebe / START

#86cf00 / FETISH

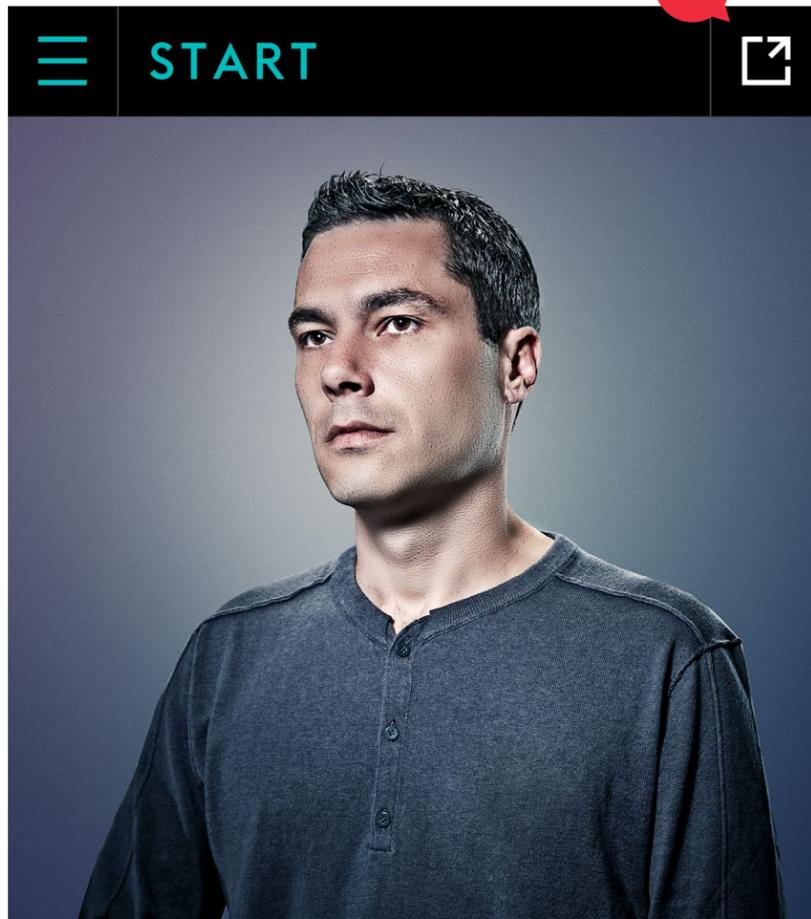#e4eb3c / IDEAS BANK

#ff3044 / PLAY
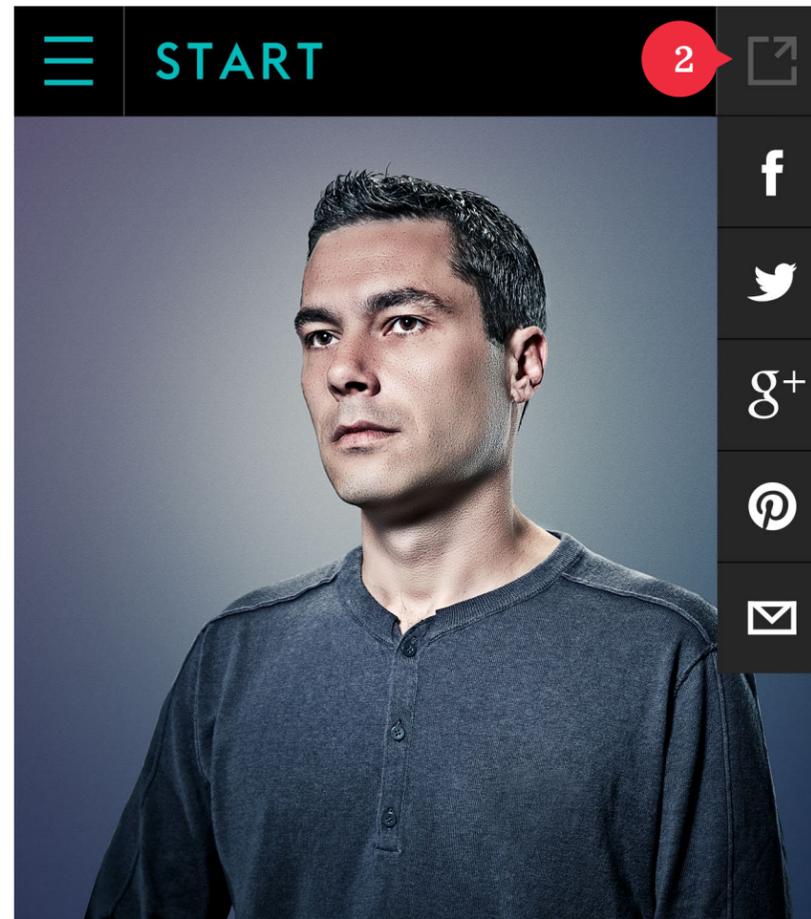
#db8214 / HOW TO

#d200a7 / TEST

#009fed / FEATURES

(11.0)

(11.1)

NOTES

1 Share Icon
The share button remains at the top right of the navigation bar at all times.

2 Share Options
When **1** is tapped, the list of options a user can share the article to slides down, same animation of how the menu navigation slides down.
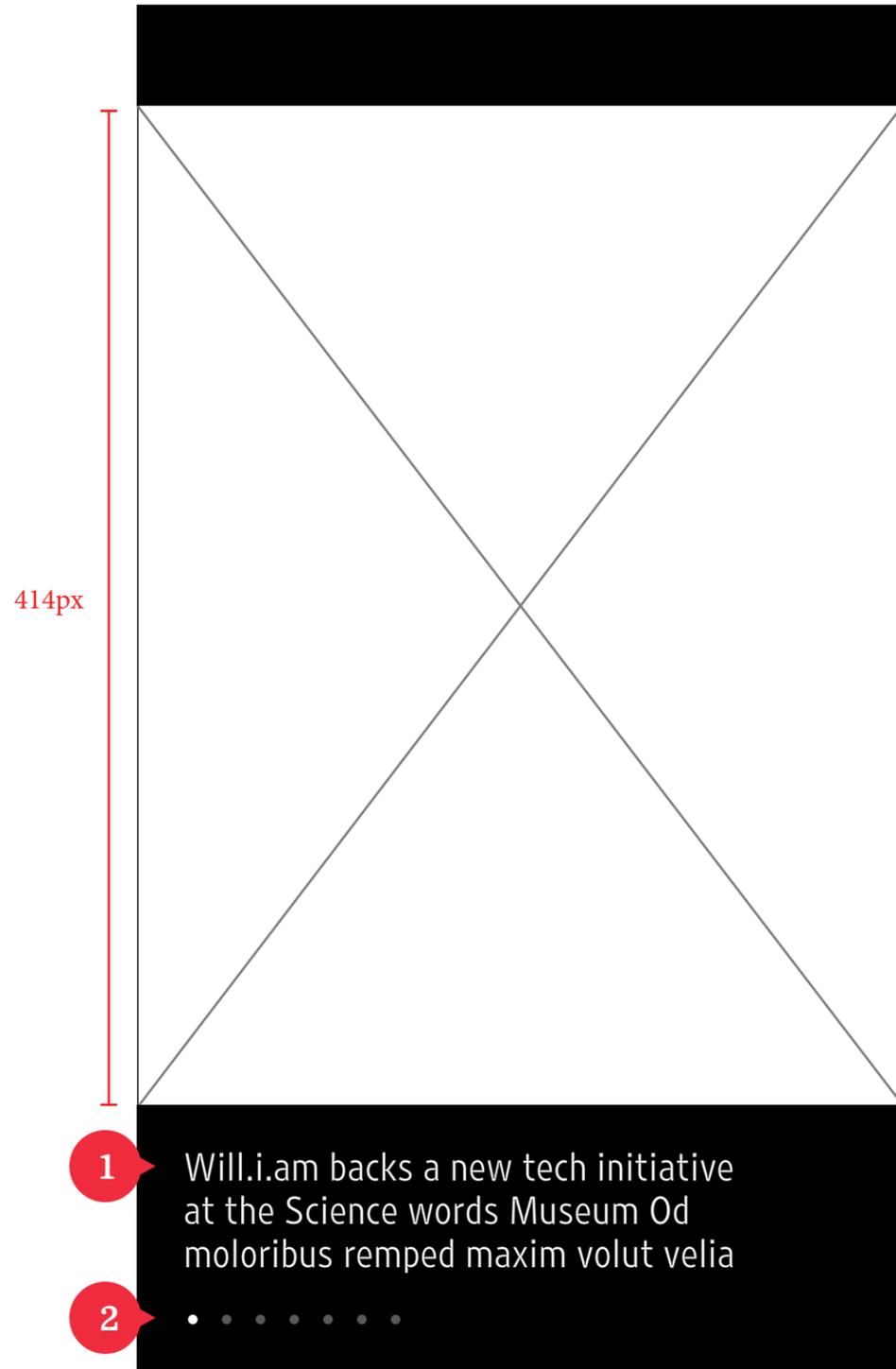
The options are Facebook, Twitter, Google+, Pinterest and Email.

(12.0)

NOTES

1 Navigation Bar
The navigation bar is slightly visible but not interactable when an image gallery is opened.

2 Image
The image takes the full width. Image gallery only supports portrait orientation. User swipes to view other images in the gallery.

3 Caption
Brief description explaining the current image.

4 Image Indicator
These dots show how many images there are in this gallery and the brighter dot is the location of the current image you are viewing.

WIRED

414px

Will.i.am backs a new tech initiative at the Science words Museum Od moloribus remped maxim volut velia

1

2

NOTES

1 Caption:
Retina B03
15pt
Leading: 18 pt
#ffffff

2 #ffffff (current)
#595959