

Baseline grid and layouts

This document has been created to be used as a reference to help both designers and developers to set a common language in how to design and implement the Open Web Device (OWD) User Interface.

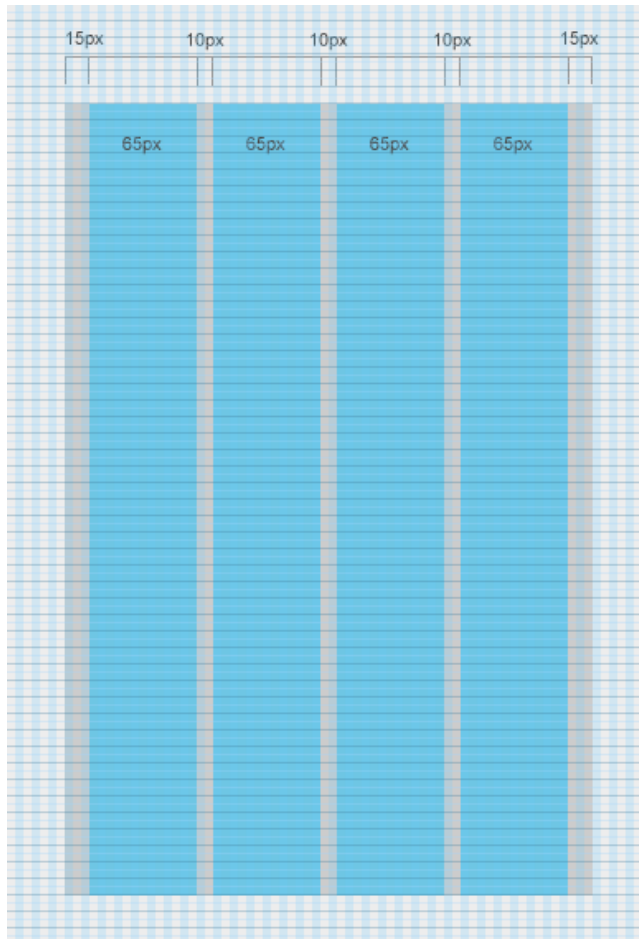
Here you will find instructions on which common elements you may use in order to start designing new screens together with some tools like the recommend baseline grid, suggested layouts, key screens of the OWD UI and basic guides to implement them consistently on a 320x480px target device with a pixel density of 163dpi.

Index

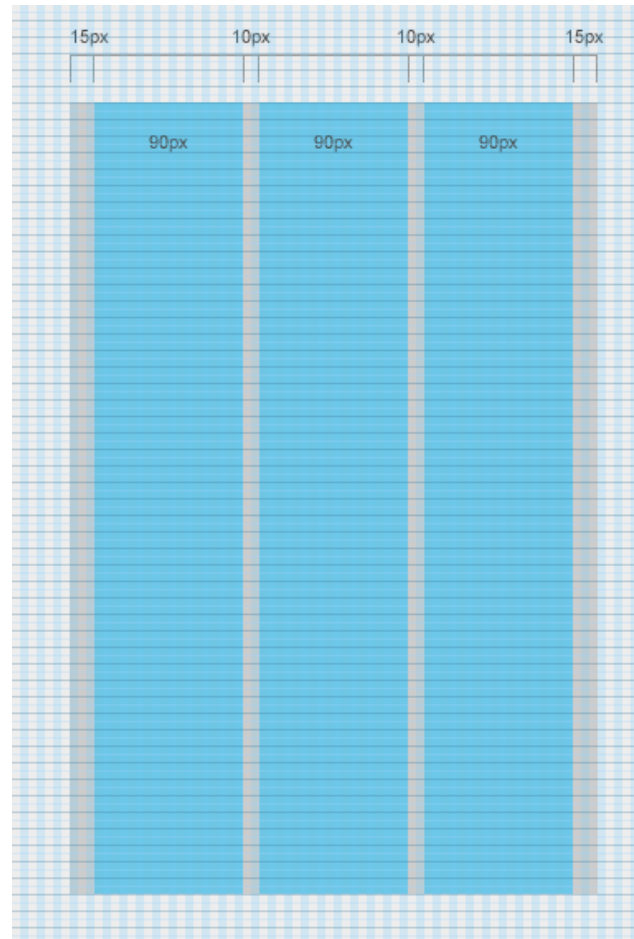
1. Baseline grid and main layouts - Page 3
2. Common elements - Page 4
3. Applying the grid to the OWD screens
 - 3.1 Dialer - Page 5
 - 3.2 Incoming call - Page 6
 - 3.3 Ongoing call - Page 7
 - 3.4 Messages (SMS)
 - 3.4.1 SMS - Main Screen
 - 3.4.2 SMS - Inbox
 - 3.4.3 SMS - Inbox: Edit mode
 - 3.4.4 SMS - New Message
 - 3.5 Contacts List
 - 3.6 Timeline (WIP)
 - 3.6.1 Timeline: Main View (WIP)
 - 3.6.2 Timeline: Edit Mode (WIP)
 - 3.7 Home Screen
 - 3.7.1 Grid View
- 3.8 Keyboard
 - 3.8.1 Keyboard - Main Layout
 - 3.8.2 Keyboard - Styles (I)
 - 3.8.3 Keyboard - Styles (II)
 - 3.8.4 Keyboard - Styles (III)

1. Baseline grid and main layouts

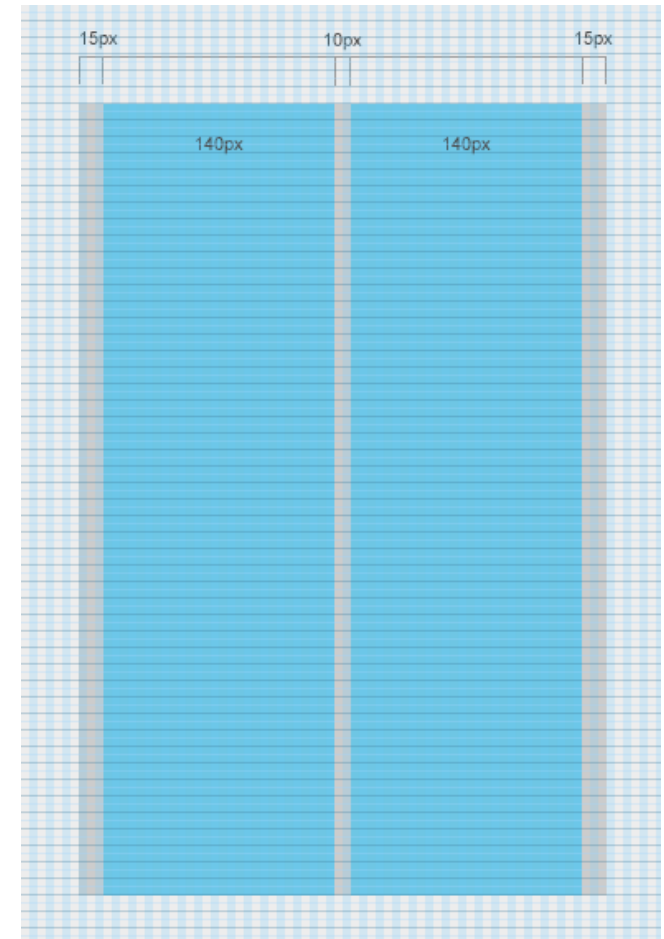
4 columns layout - 5px rythm



3 columns layout - 5px rythm

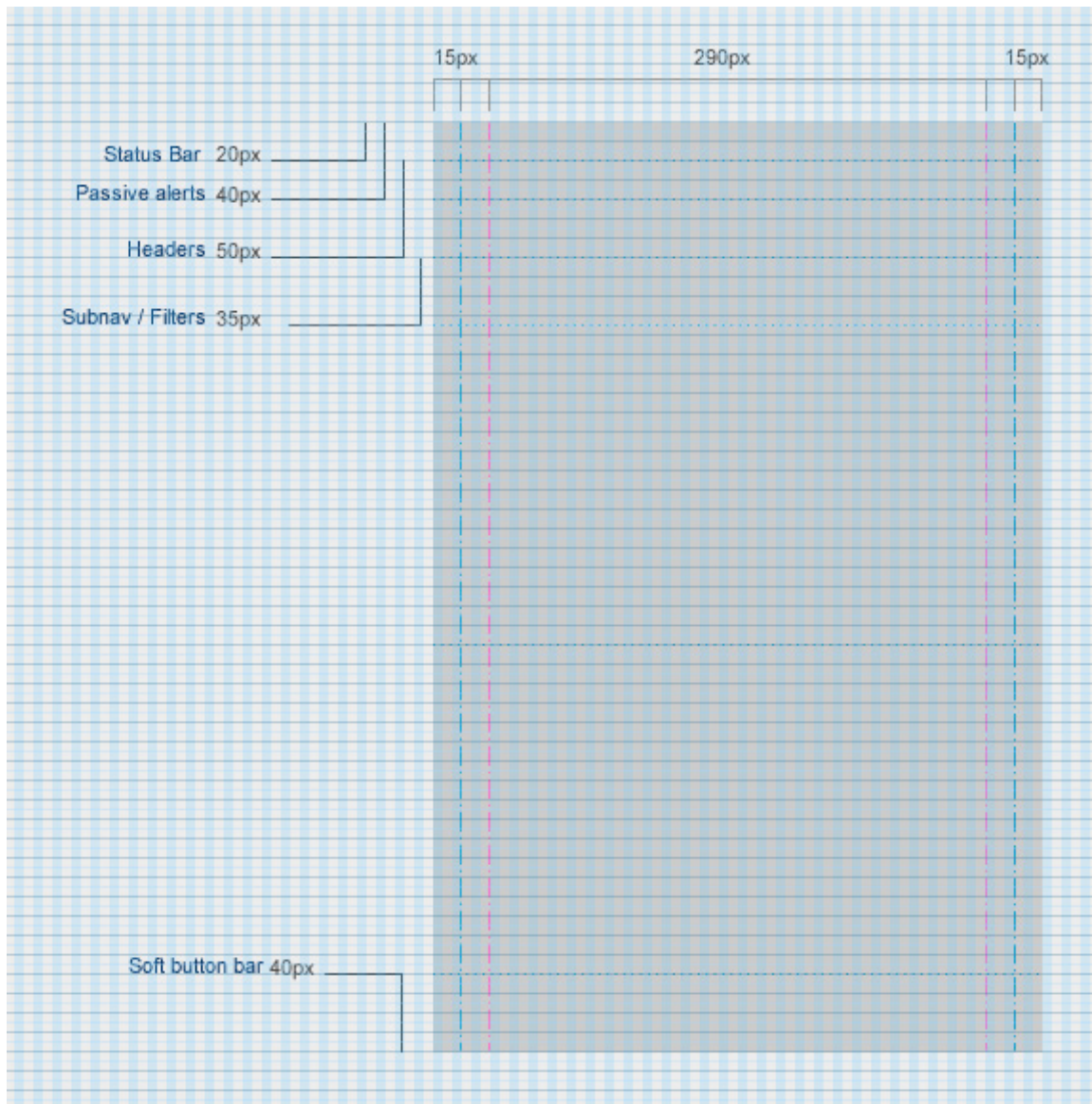


2 columns layout - 5px rythm



The grid in Baseline has a rythm of 5px and is composed of 4 basic columns with a width of 65px each, a gutter of 10px and margins of 15px. For more flexibility the screen can be also divided using layouts of 3 and 2 columns. In case we decide to use a single column layout, the 15px margin width will be also applied. The width for margins (15px) and gutter (10px) will be always the same, no matter the layout we use. In the case of the 3 columns layout, the width for each column will be 90px, and for the 2 columns layout 140px. It's recommended to use the 4 column layout for the home screen, and decrease the number of columns for heavy content applications like communications or sms.

2. Common elements



Below you will find the height in pixels for the common elements used through OWD's UI. They are valid for a target device with an optical resolution of 320x480px and a pixel density of 163dpi. These elements will have a width equal to the one used by the target device (in this case 320px):

Status Bar

Size: 320x20px

Will be always at the top of the screen and will show status info like battery, carrier name, current hour and connection to services (3G, Bluetooth, GPS...).

Passive alerts

Size: 320x40px

Will appear when there's a new notification and will be painted over the Status Bar and the Header, if they are present.

Header

Size: 320x50px

Will show information like the section name and action buttons to navigate (go back) and perform a limited set of actions. It will be always painted just beneath the Status bar.

Subnav / Filters

Size: 320x35px

The subnav bar will be used to display the secondary navigation and it will be always placed between the header and the main content area.

Soft Button Bar

Size: 320x40px

Will be always painted at the bottom of the screen and will show quick access to the main actions the user can perform, like access to call/message history, agenda, messages and the dialer.

3.1 Dialer

Reference PSD: OWD_09_dialer_srg_v29.psd

Measures

20px
80px
70px
70px
70px
70px
70px
10px
45px
10px
40px

320x80px [floating area]

110x70px
100x70px
110x70px
110x70px
100x70px
110x70px
110x70px
100x70px
110x70px
90x45px
190x45px
30x30
30x30
30x30
30x30

Sample screen

Orange 3G 12:36

+34 678 9018

1 2 3
4 5 6
7 8 9
* 0 #

Contacts BTN Call BTN

Styles

Main phone number (font)
Font: Open sans
Style: Regular
Size: 18pt
Color: #FFFFFF

Dial numbers (font)
Font: Open sans
Style: Light
Size: 25pt
Color: #FFFFFF

Dial alphabet and symbols (font)
Font: Open sans
Style: Semibold
Size: 6pt
Color: #96AAB4

Dialer BG
Color: #1E2328

Dialer keys BG
Gradient: #0F1214 to #2D3642

Dialer divider lines
Width: 1px
Color: #313a47

Contacts BTN
Gradient: #19191A to #242B36
Stroke: 1px #242B36

Call BTN
Gradient: #5F9B0A to #84C82C

Tab bar BG
Color: #000000

*Although all the sizes for the elements on the screen can be considered as final, treat both typography and iconography as placeholders. Open Sans won't be the final font used, and icons won't be the ones showed.

3.2 Incoming Call

Reference PSD: OWD_09_CallIncoming_vpg_v02.psd

Measures

20px
100px
320x100px
320x360px [floating area]
360px
10px
40px
15px
10
10
15
15
140x40px
140x40px

The wireframe diagram shows a mobile screen with a status bar at the top (20px high) containing 'Orange 3G', a menu icon, and '12:36'. Below is a teal header (100px high) with the text 'Helena Schmidt' and 'MOBILE, Movistar'. A large floating area (320x360px) contains a faded image of a woman. At the bottom, there are two buttons: a red one with a white hang-up icon and a green one with a white call icon. The bottom bar is 40px high, with 15px margins on the sides. Spacing of 10px is shown between the floating area and the bottom bar.

Sample screen

The sample screen shows the final design. It features a teal header with the contact name 'Helena Schmidt' and carrier 'MOBILE, Movistar'. Below the header is a large image of a woman with long brown hair. At the bottom, there are two buttons: a red button with a white hang-up icon and a green button with a white call icon. The status bar at the top shows 'Orange 3G', a menu icon, and '12:36'.

Styles

- Contact Name (font)**
Font: Open sans
Style: Light
Size: 15pt
Color: #000000
- Contact details (font)**
Font: Open sans
Style: Regular
Size: 6pt
Color: #FFFFFF
- Header BG**
Color: #52B6CC
- Call BTN**
Gradient: #5F9B0A to #84C82C
- Hang up BTN**
Gradient: #CE0000 to #FF0000
- Btns BG**
Color: #000000
Opacity: 80%

*Although all the sizes for the elements on the screen can be considered as final, treat both typography and iconography as placeholders. Open Sans won't be the final font used, and icons won't be the ones showed.

3.3 Ongoing Call

Reference PSD: OWD_09_Call_vpg_v05.psd

Measures

20px
100px
320x100px
320x105px [floating area]
360px
110x95px 100x95px 110x95px
110x95px 100x95px 110x95px
10px
40px
15px

Sample screen

Orange 3G 12:36
Helena Schmidt
MOBILE, Movistar
01:31
Call controls: mute, keypad, speaker, end call, contacts, timer, messages
Red end call button

Styles

- Contact Name (font)**
Font: Open sans
Style: Light
Size: 15pt
Color: #000000
- Contact details (font)**
Font: Open sans
Style: Regular
Size: 6pt
Color: #FFFFFF
- Time Stamp (font)**
Font: Open sans
Style: Light
Size: 25pt
Color: #FFFFFF
- Header BG**
Color: #52B6CC
- Hang up BTN**
Gradient: #CE0000 to #FF0000
- Btns BG**
Color: #000000
Opacity: 80%
- Dialer divider lines**
Width: 1px
Color: #3A3A3A

*Although all the sizes for the elements on the screen can be considered as final, treat both typography and iconography as placeholders. Open Sans won't be the final font used, and icons won't be the ones showed.

3.4.1 SMS - Main Screen

Reference PSD: OWD_05_SMS_V06

Measures

20px
50px
30px
5px
60px
10px
20px
40px

30
10 20
230x60
60x60

Sample screen

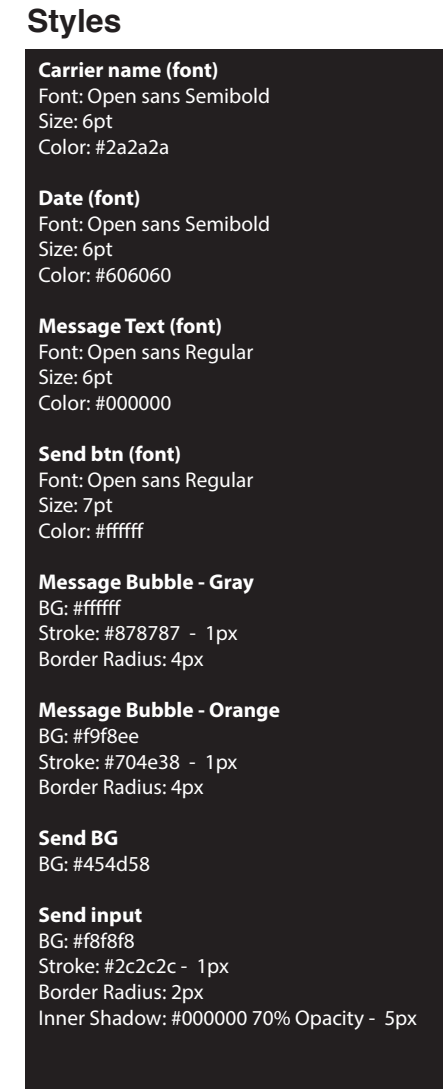
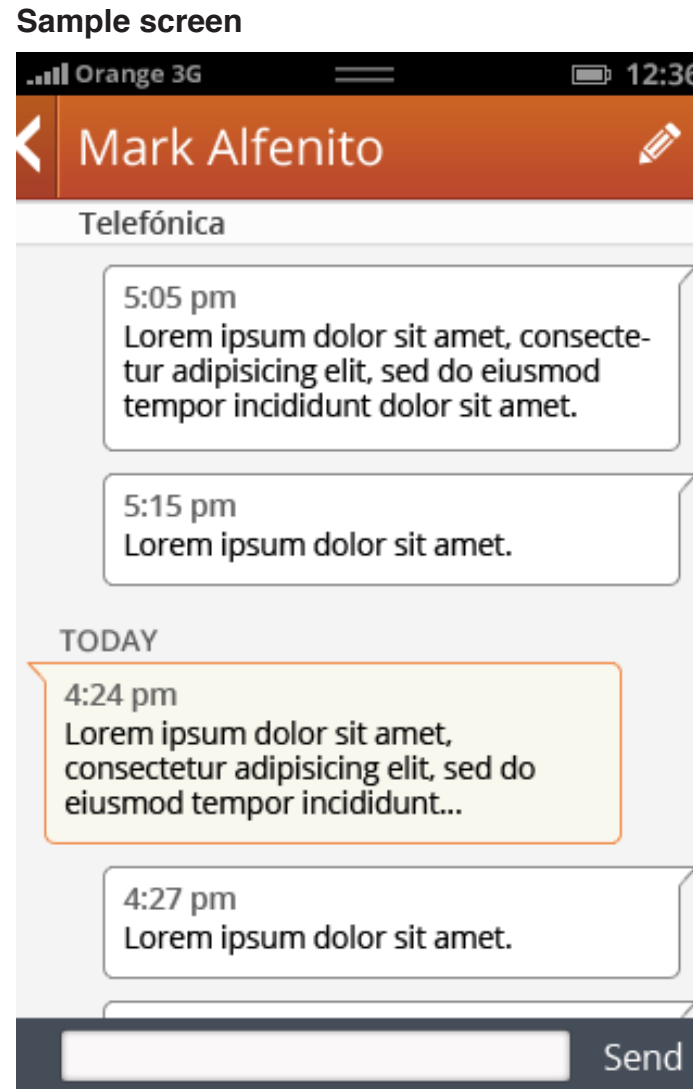
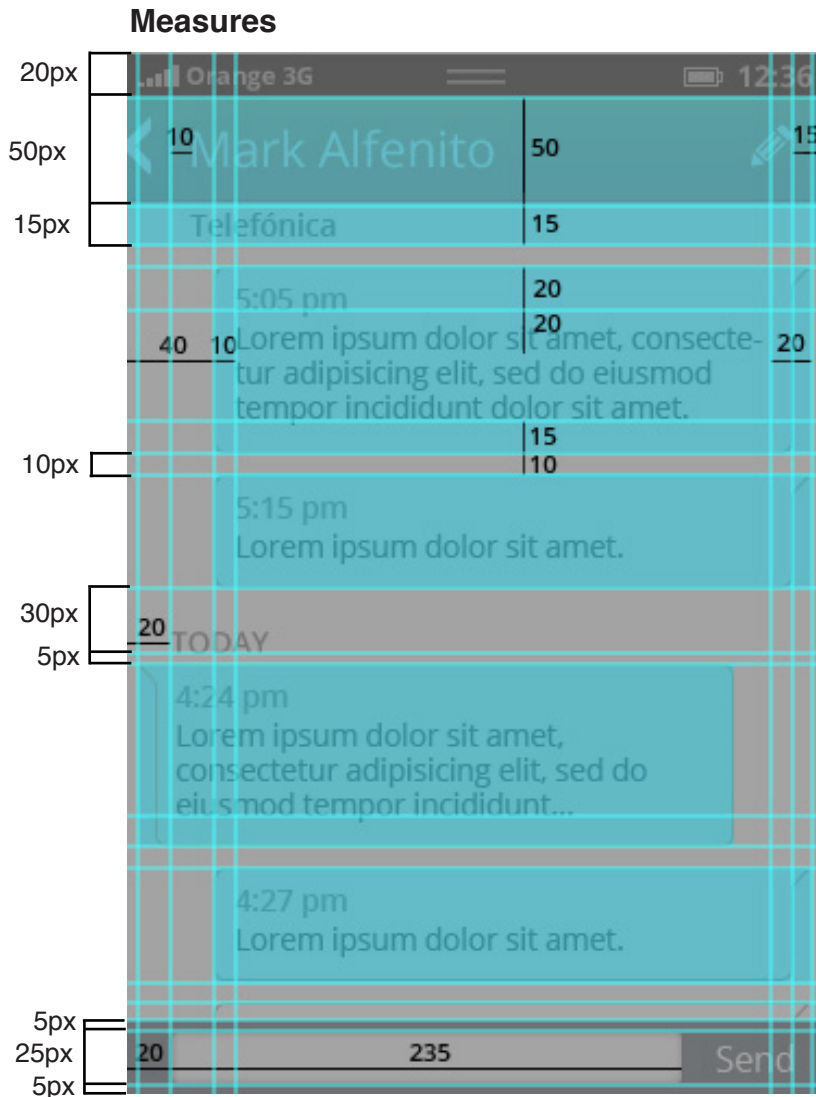
Styles

- Section Title (font)**
Font: Open sans Regular
Size: 6pt
Color: #ff4e00
- User name (font)**
Font: Open sans regular
Size: 8pt
Color: #000000
- Date - active (font)**
Font: Open sans Semibold
Size: 6pt
Color: #1d8399
- date - inactive (font)**
Font: Open sans Semibold
Size: 6pt
Color: #5b5b5b
- Message (font)**
Font: Open sans Regular
Size: 6pt
Color: #5b5b5b
- Divider line - Title**
Size: 1px
Color: #ffffff
- Divider line - Content**
Size: 1px
Color: #ff4e00

*Although all the sizes for the elements on the screen can be considered as final, treat both typography and iconography as placeholders. Open Sans won't be the final font used, and icons won't be the ones showed.

3.4.2 SMS - Inbox

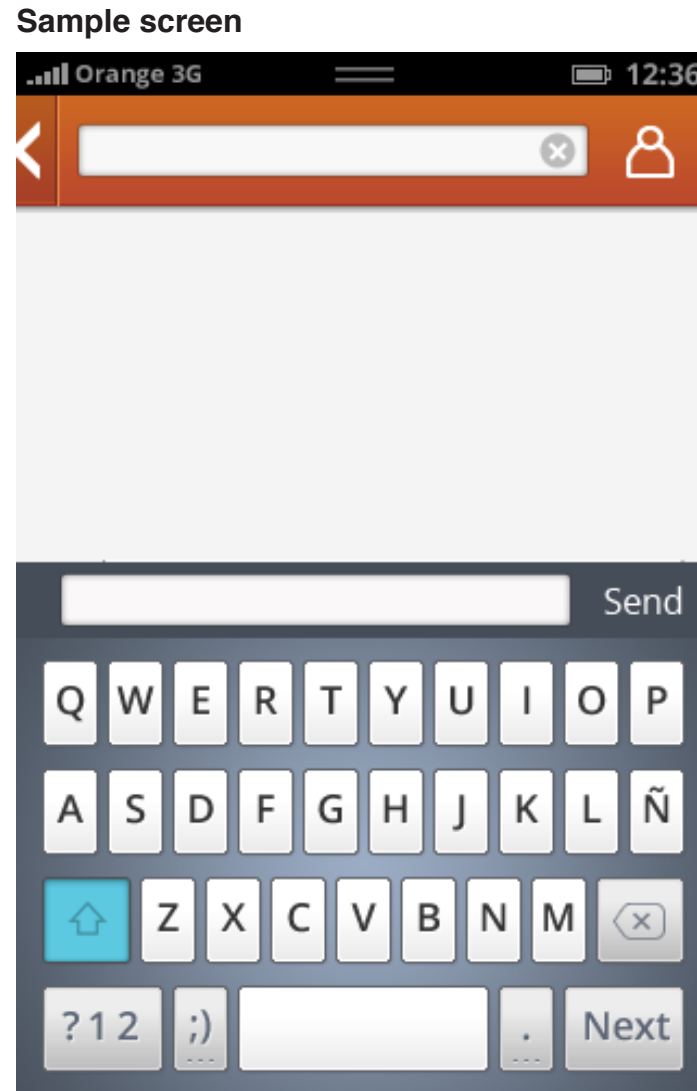
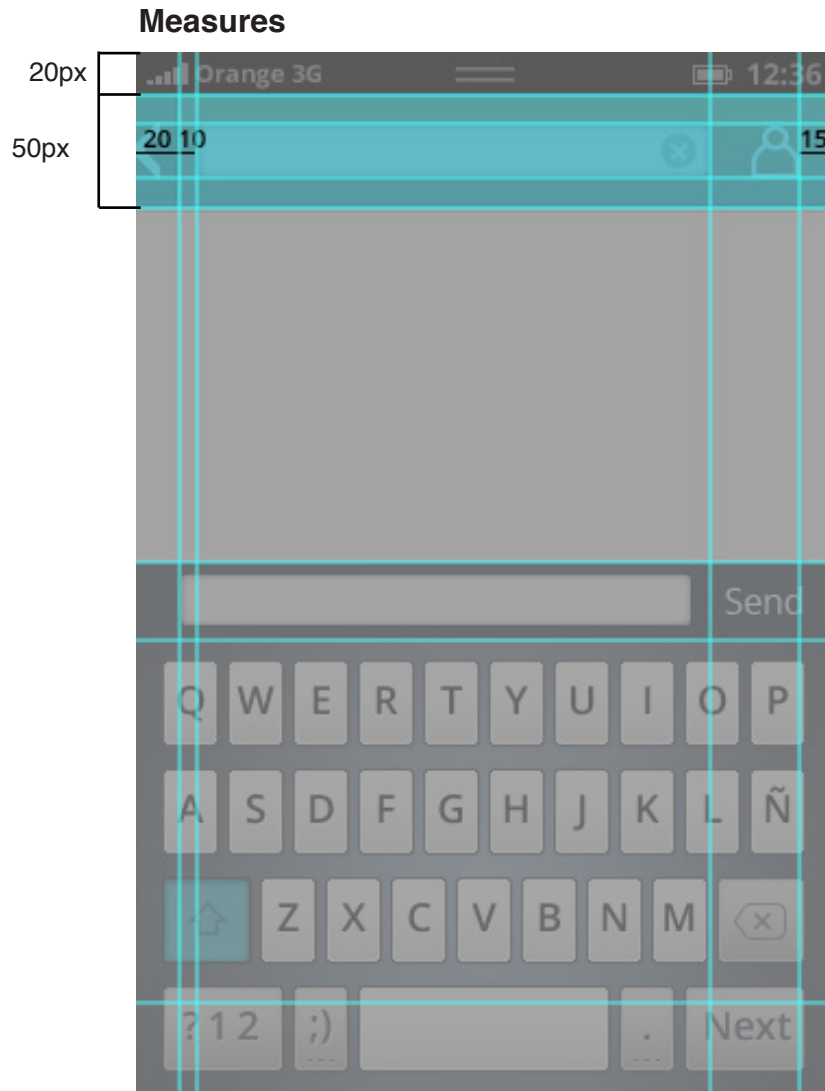
Reference PSD: OWD_05_SMS_V06



*Although all the sizes for the elements on the screen can be considered as final, treat both typography and iconography as placeholders. Open Sans won't be the final font used, and icons won't be the ones showed.

3.4.4 SMS - New Message

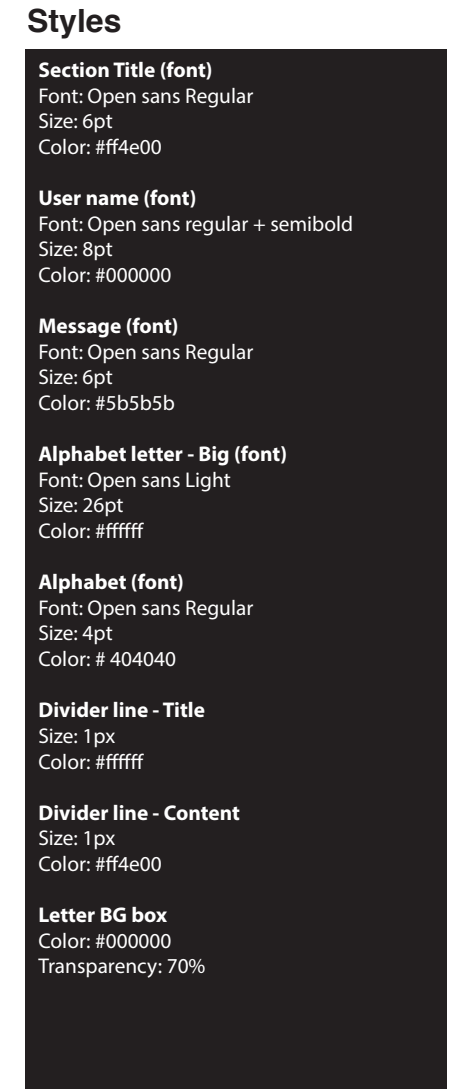
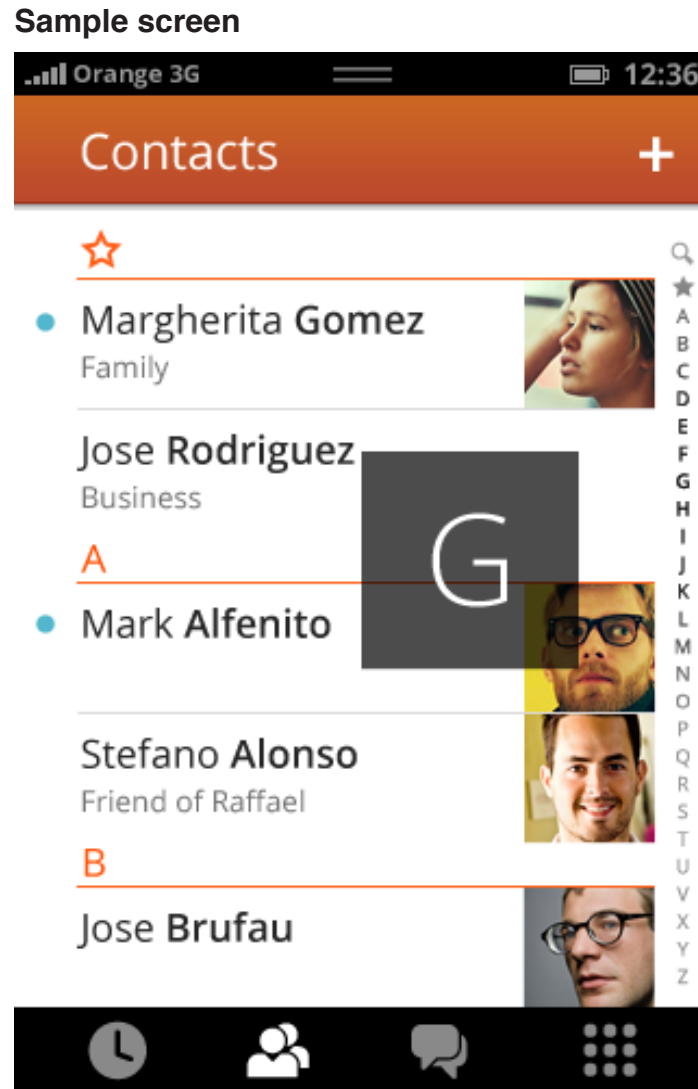
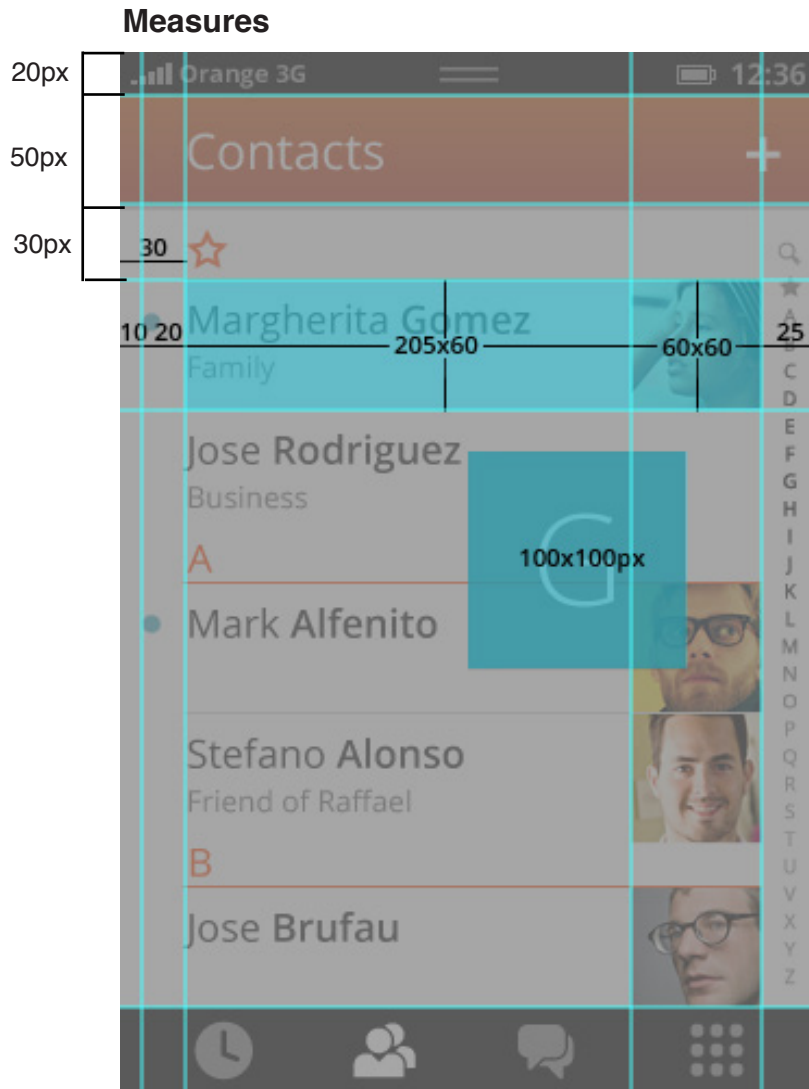
Reference PSD: OWD_05_SMS_V06



*Although all the sizes for the elements on the screen can be considered as final, treat both typography and iconography as placeholders. Open Sans won't be the final font used, and icons won't be the ones showed.

3.5 Contacts List

Reference PSD: OWD_05_SMS_V06



*Although all the sizes for the elements on the screen can be considered as final, treat both typography and iconography as placeholders. Open Sans won't be the final font used, and icons won't be the ones showed.

3.7.1 Home - Grid View

Reference PSD: OWD_05_SMS_V06

Measures

20px
20px
60px
15px
25px
40px

Sample screen

Orange 3G 12:36

Boxee Angry Bi... Flickr Skype

Shazaam Instagram IntoNow Flipboard

Foursq... Photoshop Behance Beluga

Digg Delicious LastFM Vimeo

Styles

App name (font)
Font: Open sans Bold
Size: 6pt
Color: #ffffff
Shadow:
Color: #000000
Distance: 1px
Angle: 127°
Size: 3px
Alpha: 60%

Notification (font)
Font: Open sans Bold
Size: 6pt
Color: #ffffff

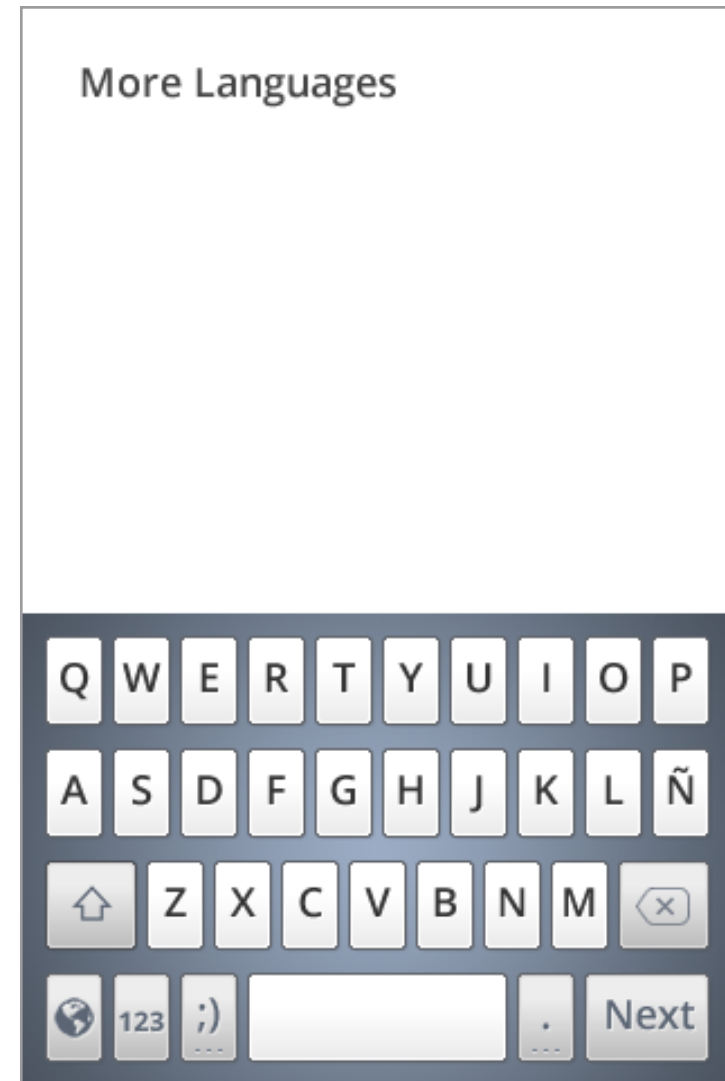
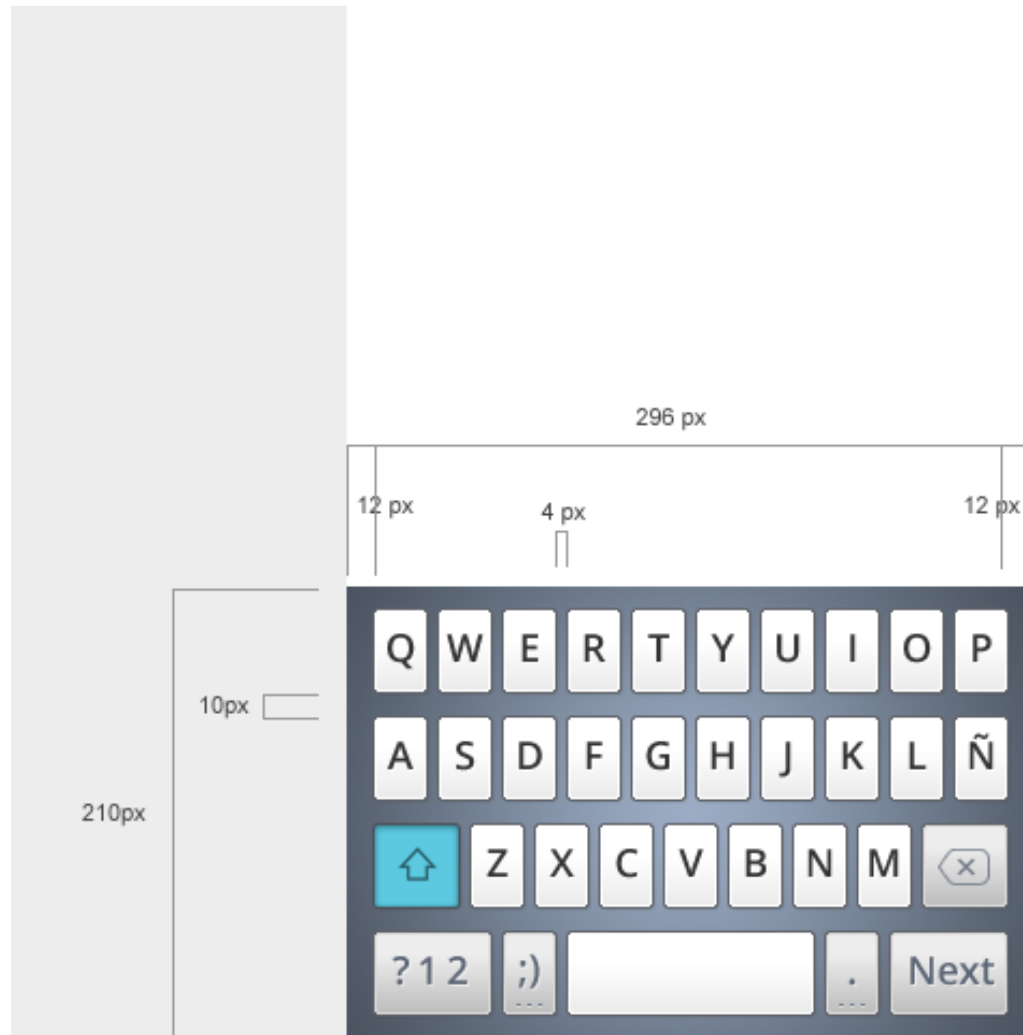
Pagination line
Size: 3px
Color: #ff4e00

*The header and the tab bar are common elements, and they're used across the whole UI. Check the common elements section to have more info (WIP).

*Although all the sizes for the elements on the screen can be considered as final, treat both typography and iconography as placeholders. Open Sans won't be the final font used, and icons won't be the ones showed.

3.8.1 Keyboard - Main Layout

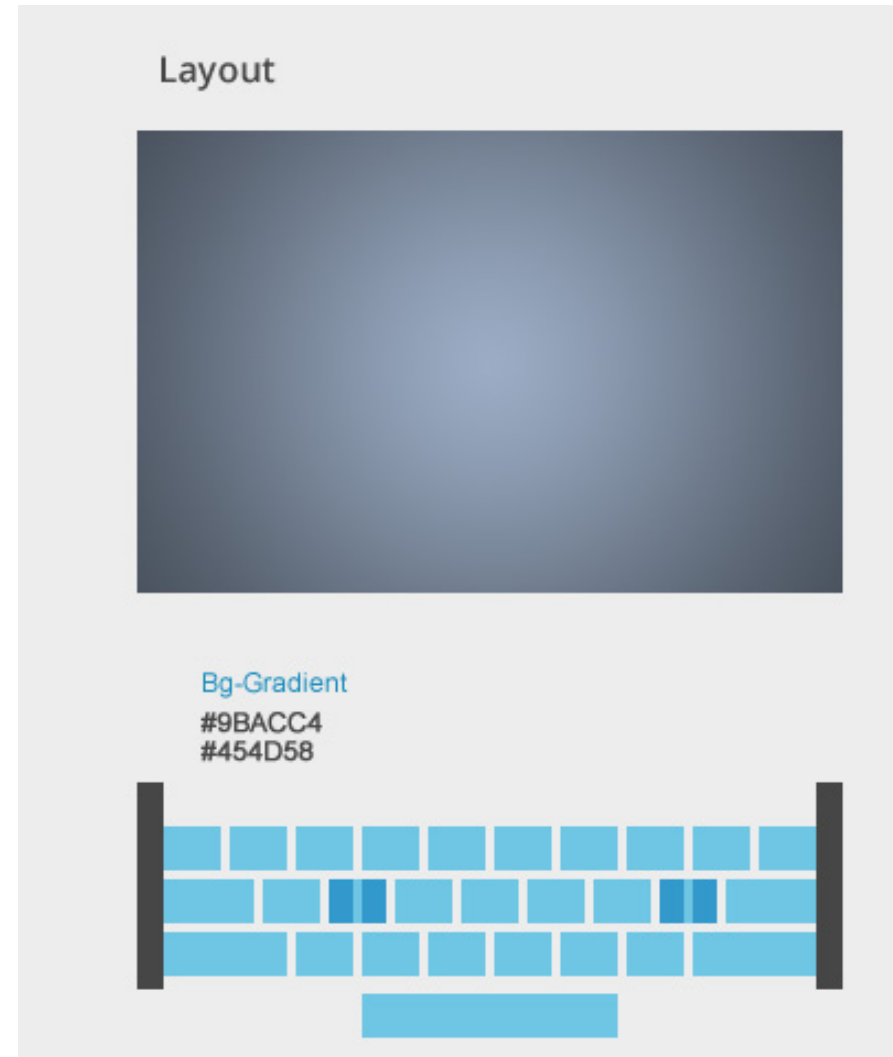
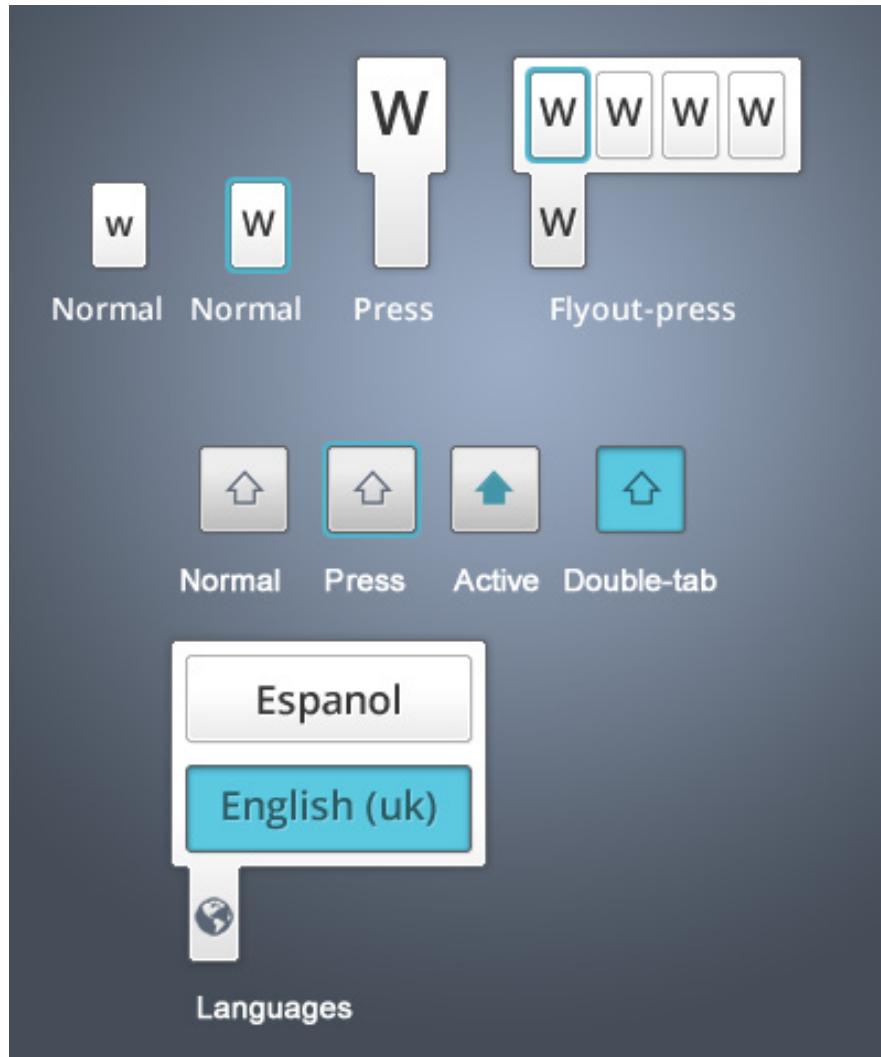
Reference PSD: keyboard_layered.png



*Although all the sizes for the elements on the screen can be considered as final, treat both typography and iconography as placeholders. Open Sans won't be the final font used, and icons won't be the ones showed.

3.8.2 Keyboard - Styles (I)

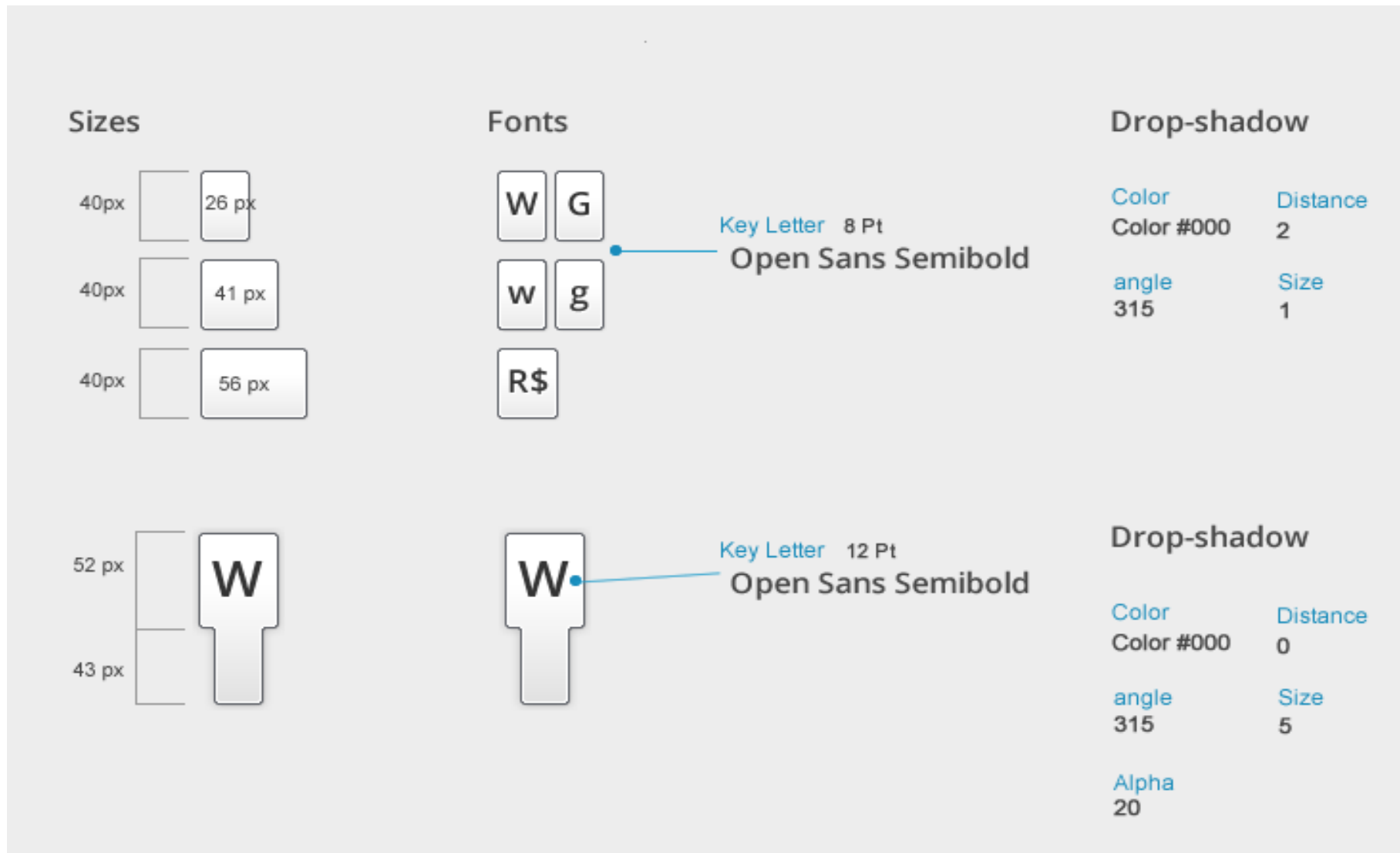
Reference PSD: keyboard_layered.png



*Although all the sizes for the elements on the screen can be considered as final, treat both typography and iconography as placeholders. Open Sans won't be the final font used, and icons won't be the ones showed.

3.8.2 Keyboard - Styles (II)

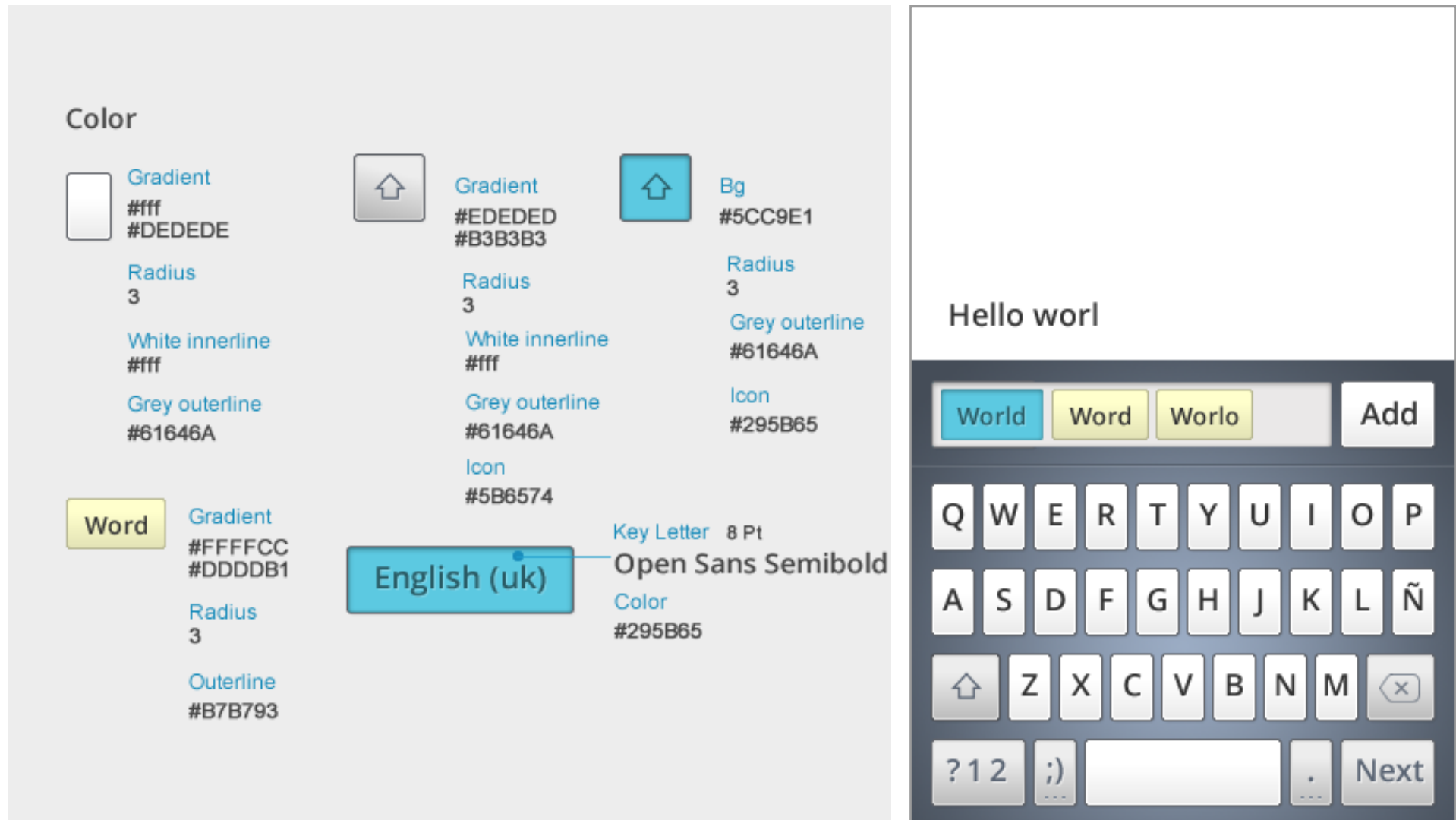
Reference PSD: keyboard_layered.png



*Although all the sizes for the elements on the screen can be considered as final, treat both typography and iconography as placeholders. Open Sans won't be the final font used, and icons won't be the ones showed.

3.8.4 Keyboard - Styles (III)

Reference PSD: keyboard_layered.png



*Although all the sizes for the elements on the screen can be considered as final, treat both typography and iconography as placeholders. Open Sans won't be the final font used, and icons won't be the ones showed.