

0.0

CityEats iphone app

Global Margins & Sizes



Sizes

Carrier Bar:	640px x 40px
Header Bar:	640px x 88px
Navigation Bar:	640px x 98px
Linen Texture Background:	640px x 920px
Paper Texture for Content:	615px x 709px

Buttons

Title Bar / Back Button:	59px Align: Left
Title Bar / Home Button:	59px Align: Right

Padding

Left:	20px
Right:	20px
Title Bar:	Left: 10px Right: 10px Top: 13px Bottom: 15px Buttons, Title Position: Vertical Center

Margin

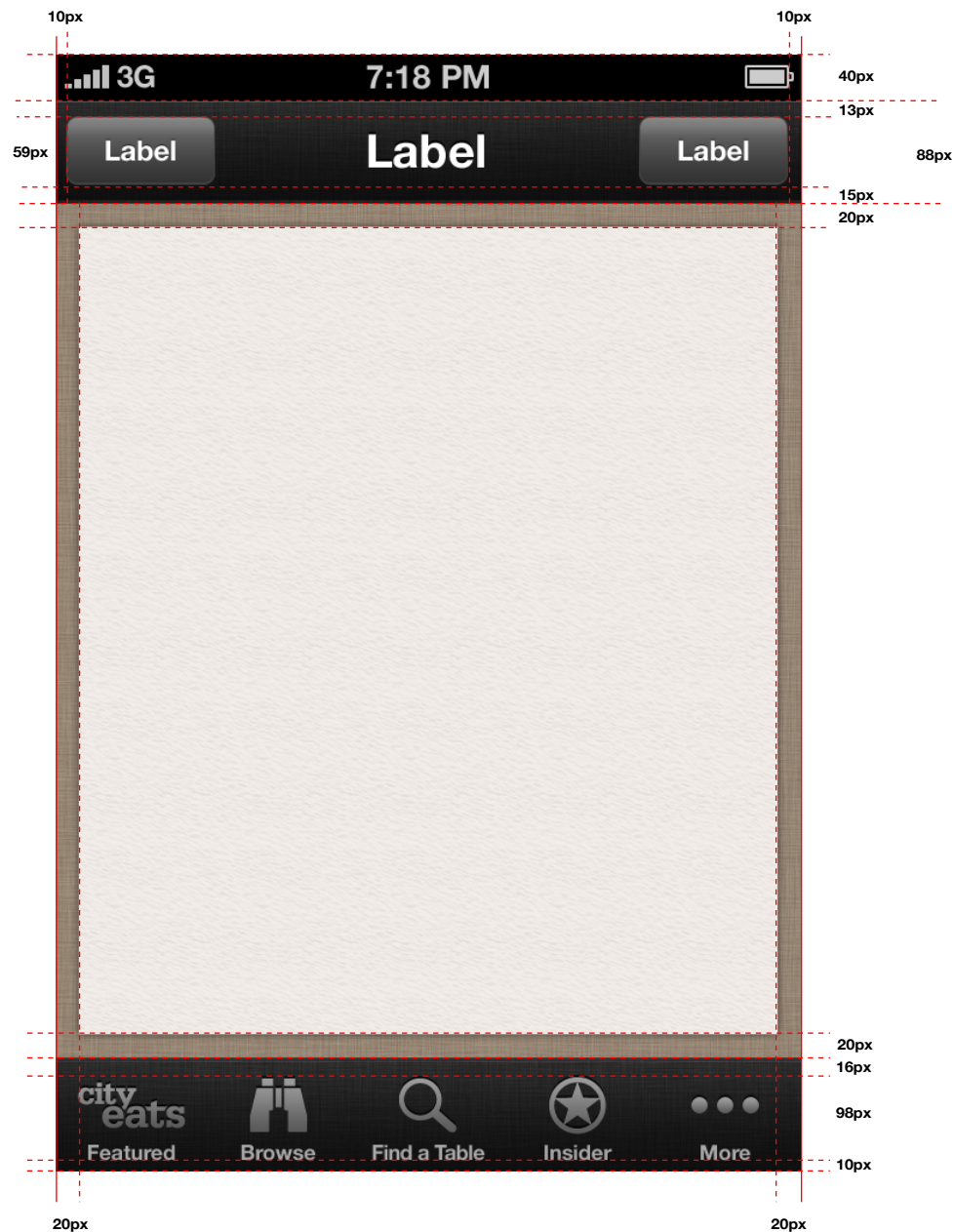
Left:	20px
Right:	20px

Navigation bar:

	5 Buttons
	Buttons Position: Vertical Center
Padding Top:	16px
Padding Bottom:	10px

Typography

Title Bar Title:	32pt Helvetica Neue Bold #FFFFFF Dropshadow Color: #000000 Degree: 90 Distance: 2px
Navigation Bar Icon Names:	18pt Helvetica Neue Bold #a8a8a8



1.0

CITY EATS iPhone

Home Screen



Padding

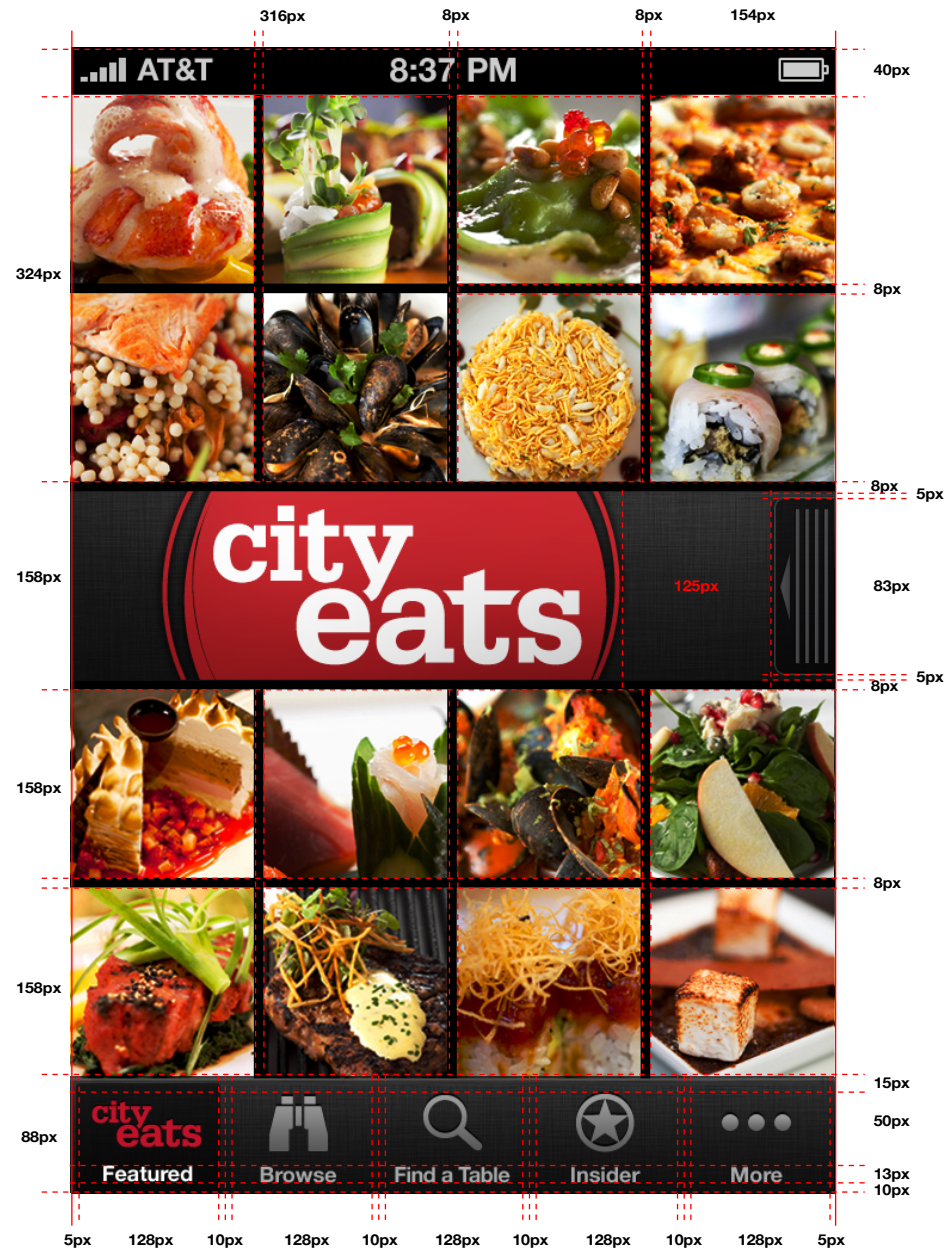
Edges left and right:	5px
Between icons:	10px

Sizes

Middle Bar:	158px x 640px
Middle Bar Find a Table Button:	158px x 640px
Bottom Navigation Bar:	320px x 88px
Photo Tiles - small:	158px x 154px
Photo Tiles - large:	316px x 324px
Grid bars verticle:	8px x 324px
Grid bars horizontal:	8px x 640px

Typography

Bottom Navigation Bar:	18pt Helvetica Neue Bold#a8a8a8
	18pt Helvetica Neue Bold#ffffff
"Find a Table" Button:	24pt Helvetica Neue Bold#ffffff



Sizes

Buttons

"-" Button:	80px x 80px
"+" Button:	80px x 80px
Distance from me Button:	495px x 80px
Price Button:	495px x 80px

Padding

Left:	20px
Right:	20px
Below Tabs, above text block:	20px
Below Text Blocks, above times:	25px
Below Times, above 1px rule:	30px

Text Blocks

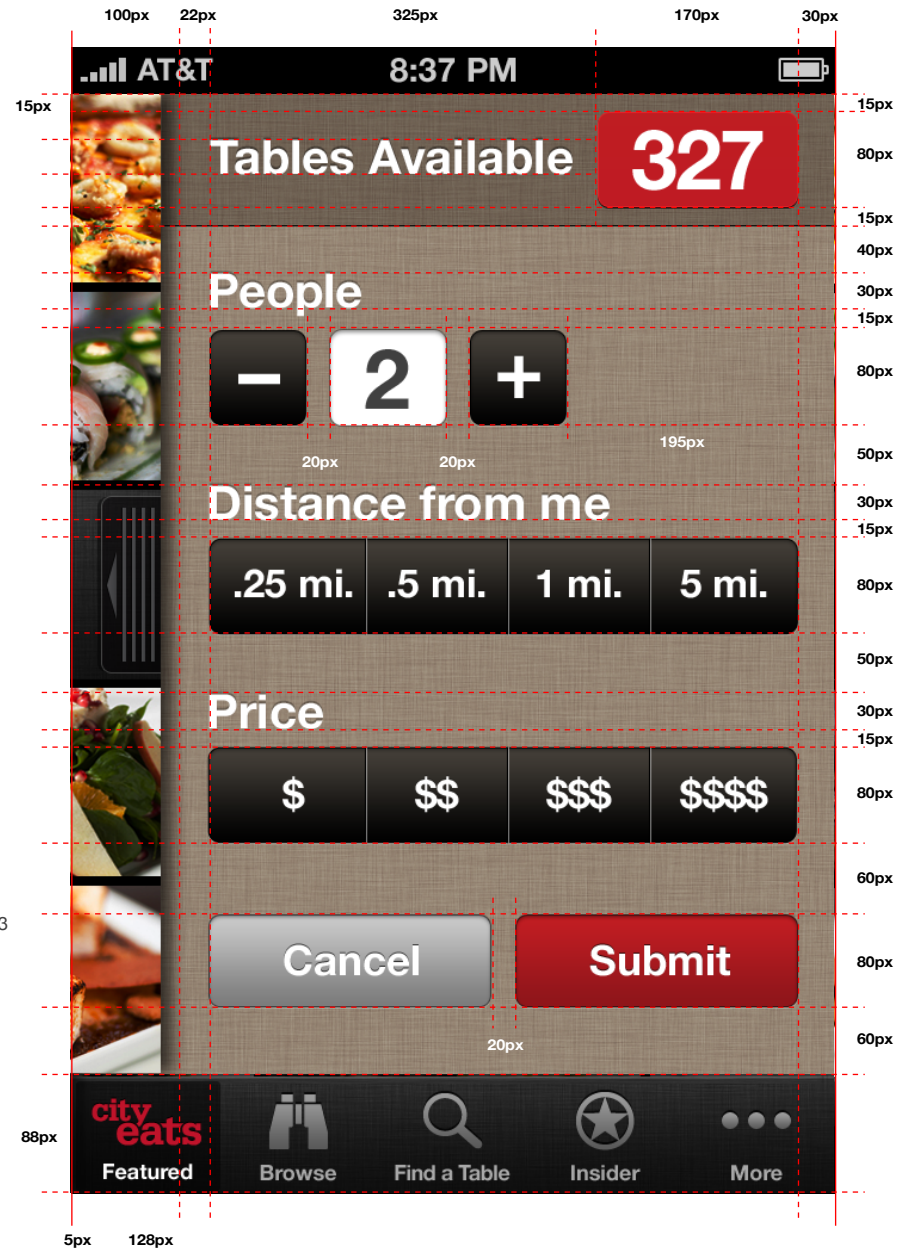
Restaurant Text block:	120px x 270px
Miles, Price, Rating text block:	140px x 120px

Margin

Left:	20px
Right:	20px

Typography

Restaurant Title:	31pt Helvetica Neue Bold #a91c12
Location:	25pt Helvetica Neue Bold #333333
Cuisine:	25pt / 32pt Helvetica Neue Reg #333333
Miles:	25pt Helvetica Neue Reg #333333
Price (dark):	25pt Helvetica Neue Reg #333333
Price (light):	25pt Helvetica Neue Reg #b2b2b2
Estimated Wait Time:	25pt Helvetica Neue Bold #333333
Estimated Wait Time:	25pt Helvetica Neue Bold #a91c12



Navigation bar:

5 Buttons

Buttons Position: Vertical Center

Padding Top above highlight box: 7px

Padding Left of highlight box: 5px

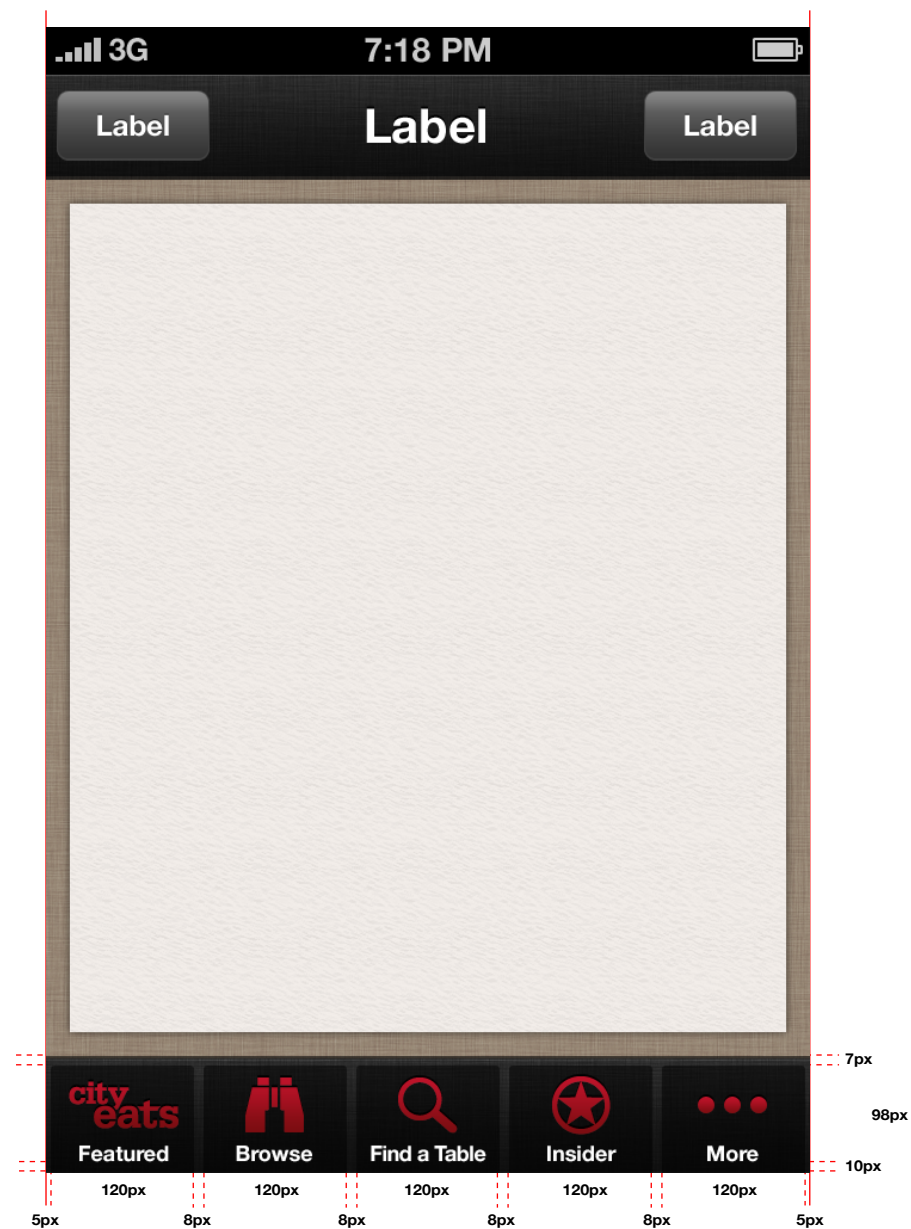
Padding Right of highlight box: 5px

Padding Between of highlight box: 8px

Highlight Size : 120px x 90px

Typography

Navigation Bar Icon Names: 18pt Helvetica Neue Bold #FFFFFF



1.0

CityEats iphone app

Find A Table



Sizes

Search background Box:	600px x 375px
Find A Table background Box:	600px x 300px
Rating System Red Star:	#b2b2b2

Buttons

3 Tab Button:	See UI elements guide 1.1
Reservation Times Button:	See UI elements guide 1.1

Padding

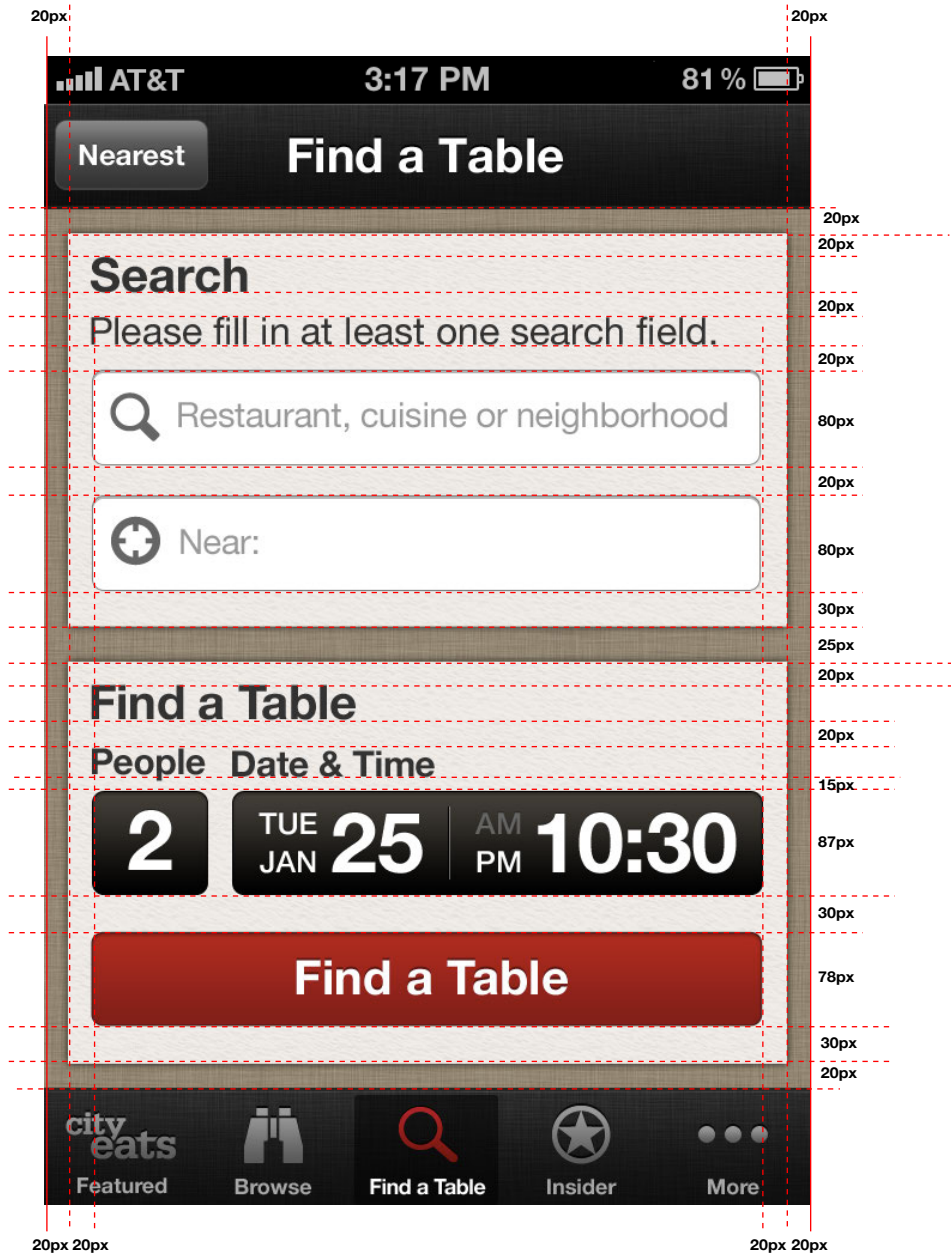
Left:	20px
Right:	20px
Below and Above Buttons:	20px

Margin

Left:	20px
Right:	20px

Typography

Please Fill in.....:	32pt Helvetica Neue Reg #333333
Search:	40pt Helvetica Neue Bold #333333
Restaurant, Cuisine...:	29pt / 32pt Helvetica Neue Reg #999999
Find a Table:	40pt Helvetica Neue Bold #333333
People, Date, Time:	30pt Helvetica Neue Bold #333333



Buttons

Buttons: 270px x 80px

Padding

Top under iphone bar: 30px

Top tan linen background: 20px

Paper bkgd & restaurant name: 15px

Bottom of photo: 15px

Above buttons: 30px

Below buttons: 30px

Left indent for title: 20px

Right indent for title: 20px

Close Button: 10px

Margin

Left: 20px

Right: 20px

Typography

Restaurant Name: 37pt Helvetica Neue Bold #a91c12

Dish: 25pt Helvetica Neue Bold #333333

Dish Name: 25pt Helvetica Neue Reg #333333

Miles: 25pt Helvetica Neue Reg #333333

Price: 25pt Helvetica Neue Reg #333333

Price: 25pt Helvetica Neue Reg #999999

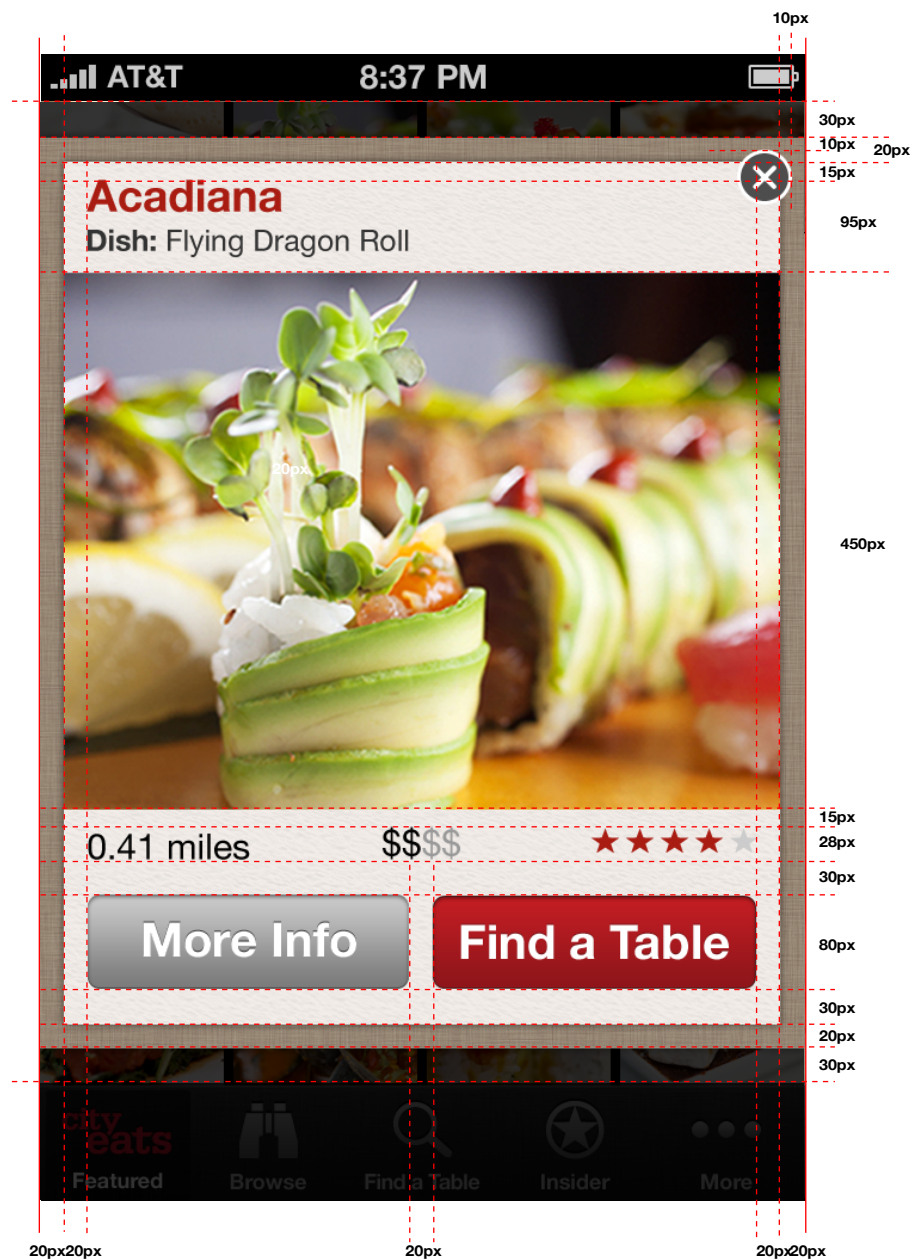
Buttons: 40pt Helvetica Neue Bold #ffffff

Dropshadow

Color: #000000

Degree: 90

Distance: 1px



1.3

CITY EATS iPhone Visual Search



Buttons

Buttons: 270px x 80px

Padding

Top under iphone bar: 30px

Top tan linen background: 20px

Paper bkgrd & Find a Table: 25px

Above photo to bar: 20px

Below photo to 1 px line rule: 20px

Line rule to People: 25px

Left indent for title: 20px

Right indent for People: 20px

Close Button: 10px

Margin

Left: 20px

Right: 20px

Typography

Restaurant Name: 31pt Helvetica Neue Bold #a91c12

Location: 25pt Helvetica Neue Bold #333333

Food Type: 25pt Helvetica Neue Reg #333333

Miles: 25pt Helvetica Neue Reg #333333

Price: 25pt Helvetica Neue Reg #333333

Price: 25pt Helvetica Neue Reg #999999

Headers: 31pt Helvetica Neue Bold #ffffff

Times: 33pt Helvetica Neue Bold #ffffff



2.0

CityEats iphone app

Search Results - List



Sizes

Paper Texture background for Content:	640px x ?px (scrolling)
Search Box:	640px x 88px
Wait Time Box:	640px x 100px
Rating System:	140px x 20px
Rating System Red Star:	#a91c12
Rating System Red Star:	#b2b2b2

Buttons

3 Tab Button:	640px x 80px
Reservation Times Button:	80px x 600px Align: Centered

Padding

Left:	20px
Right:	20px
Below Tabs, above text block:	20px
Below Text Blocks, above times:	25px
Below Times, above 1px rule:	30px

Text Blocks

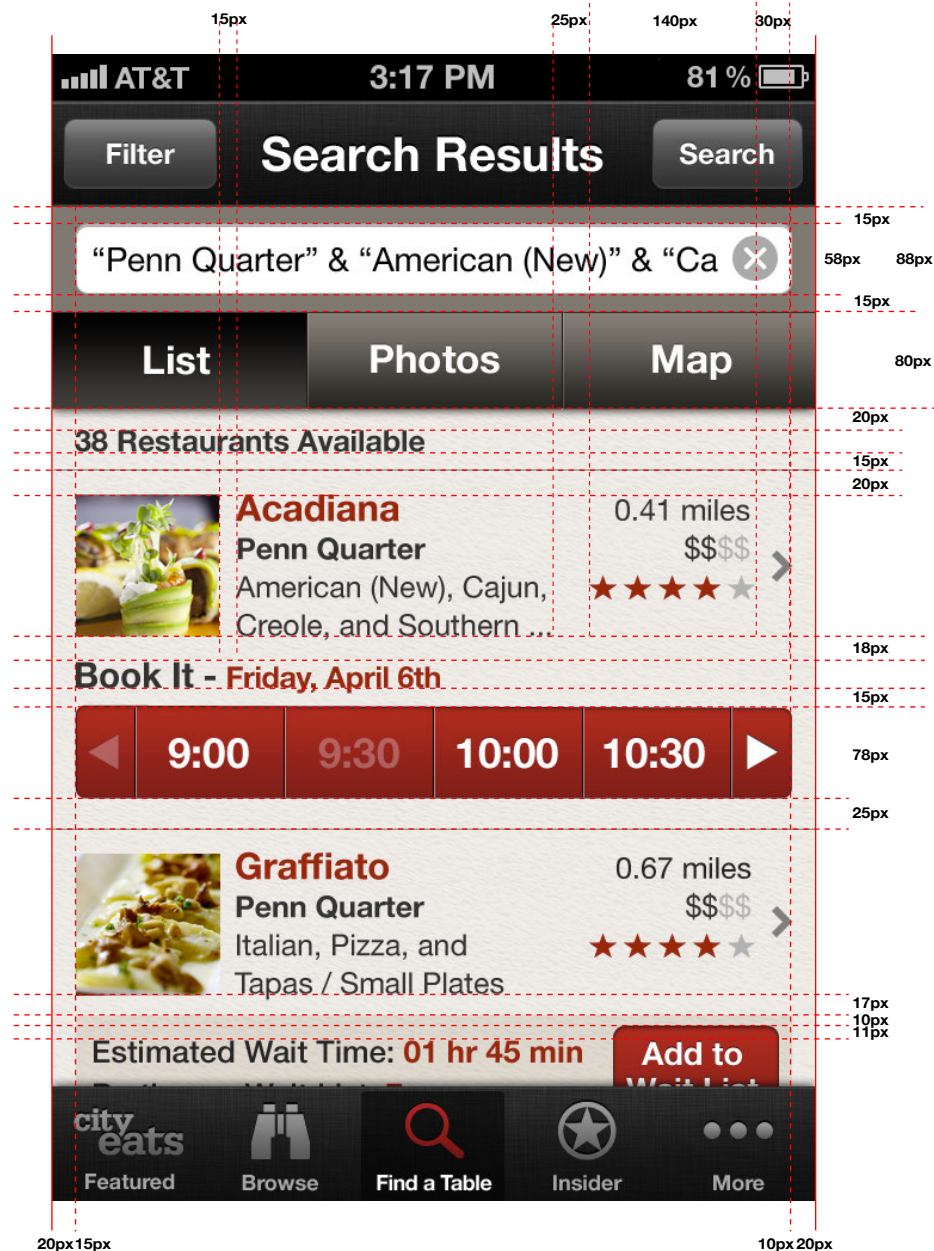
Restaurant Text block:	120px x 270px
Miles, Price, Rating text block:	140px x 120px

Margin

Left:	20px
Right:	20px

Typography

Restaurant Title:	31pt Helvetica Neue Bold #a91c12
Location:	25pt Helvetica Neue Bold #333333
Cuisine:	25pt / 32pt Helvetica Neue Reg #333333
Miles:	25pt Helvetica Neue Reg #333333
Price (dark):	25pt Helvetica Neue Reg #333333
Price (light):	25pt Helvetica Neue Reg #b2b2b2
Estimated Wait Time:	25pt Helvetica Neue Bold #333333
Estimated Wait Time:	25pt Helvetica Neue Bold #a91c12



2.1

CityEats iphone app Search Results - Photos

Sizes

Paper Texture background for Content: 640px x ?px (scrolling)
Rating System: 140px x 20px

Buttons

3 Tab Button: 640px x 80px

Padding

Left: 20px
Right: 20px
Below Tabs, above image: 20px
Below image, above text: 15px
Below text, above 1px rule: 25px

Text Blocks

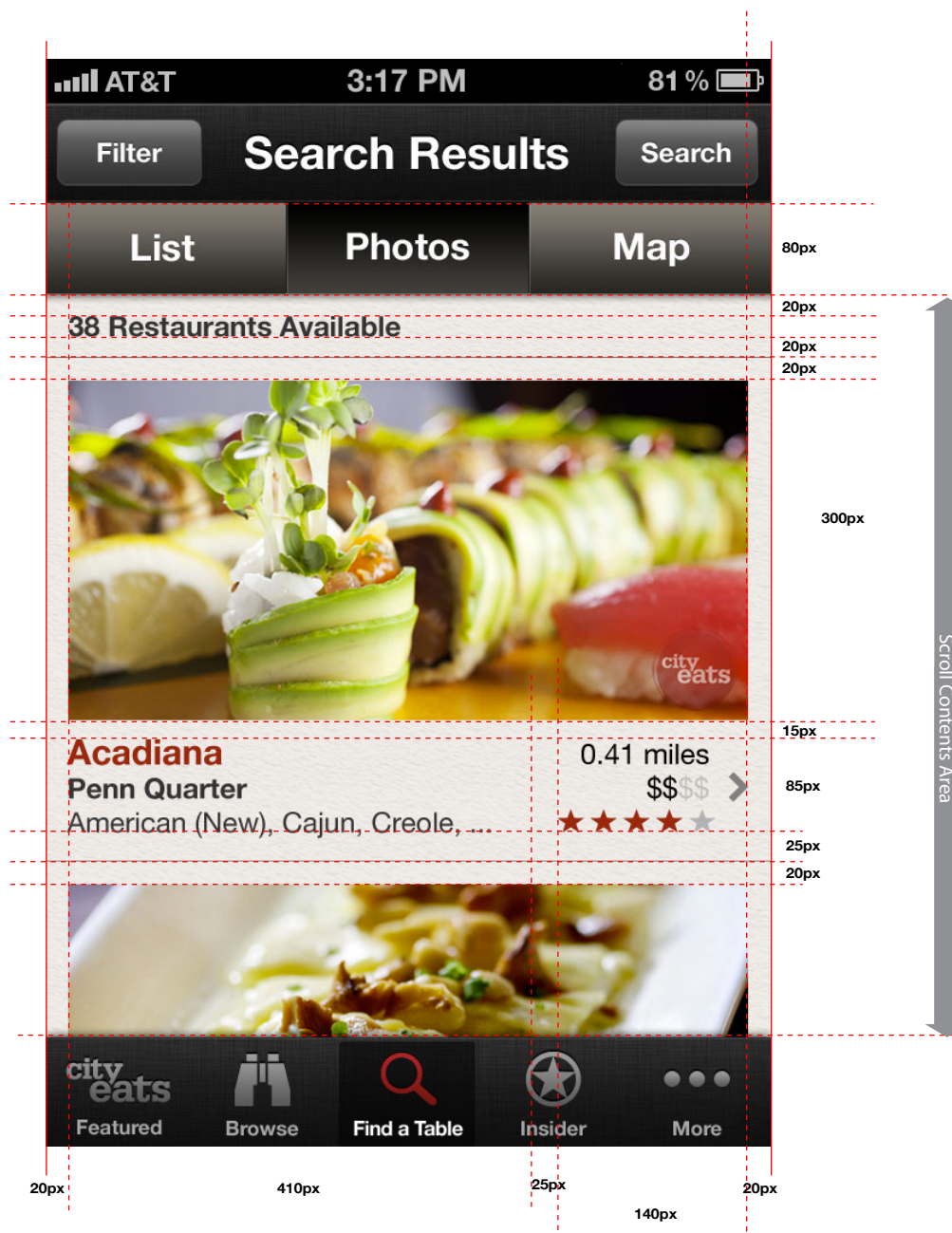
Restaurant Text block: 85px x 410px
Miles, Price, Rating text block: 85px x 140px

Margin

Left: 20px
Right: 20px

Typography

Restaurant Title: 31pt Helvetica Neue Bold #a91c12
Location: 25pt Helvetica Neue Bold #333333
Cuisine: 25pt / 32pt Helvetica Neue Reg #333333
Miles: 25pt Helvetica Neue Reg #333333
Price (dark): 25pt Helvetica Neue Reg #333333
Price (light): 25pt Helvetica Neue Reg #b2b2b2



Buttons

Buttons: 270px x 80px

Padding

Top under iphone bar: 30px

Top tan linen background: 20px

Paper bkgrd & Find a Table: 25px

Above photo to bar: 20px

Below photo to 1 px line rule: 20px

Line rule to People: 25px

Left indent for title: 20px

Right indent for People: 20px

Close Button: 10px

Margin

Left: 20px

Right: 20px

Typography

Restaurant Name: 31pt Helvetica Neue Bold #a91c12

Location: 25pt Helvetica Neue Bold #333333

Food Type: 25pt Helvetica Neue Reg #333333

Miles: 25pt Helvetica Neue Reg #333333

Price: 25pt Helvetica Neue Reg #333333

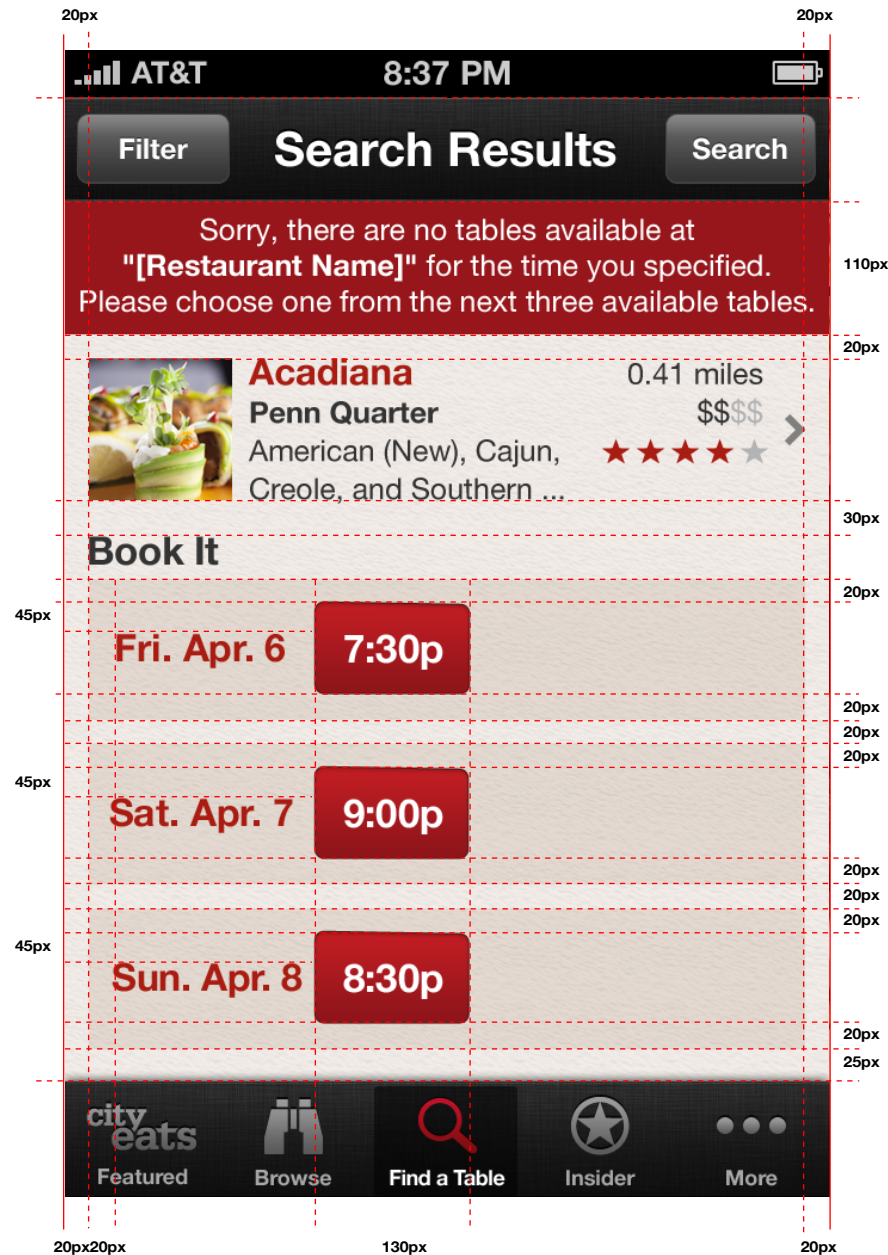
Price: 25pt Helvetica Neue Reg #999999

Headers: 31pt Helvetica Neue Bold #ffffff

Times: 33pt Helvetica Neue Bold #ffffff

Dates: 33pt Helvetica Neue Bold #a91c12

Error Message: 25/30pt Helvetica Neue Reg/Bold #ffffff



3.7

CityEats iphone app Filter



Sizes

Sort background Box: 600px x 170px

Date/Time Box: 600px x 130px

Buttons

Tab Buttons: See UI elements guide 1.1

Padding

Background box: 20px

Below Buttons: 20px

Margin

Left: 20px

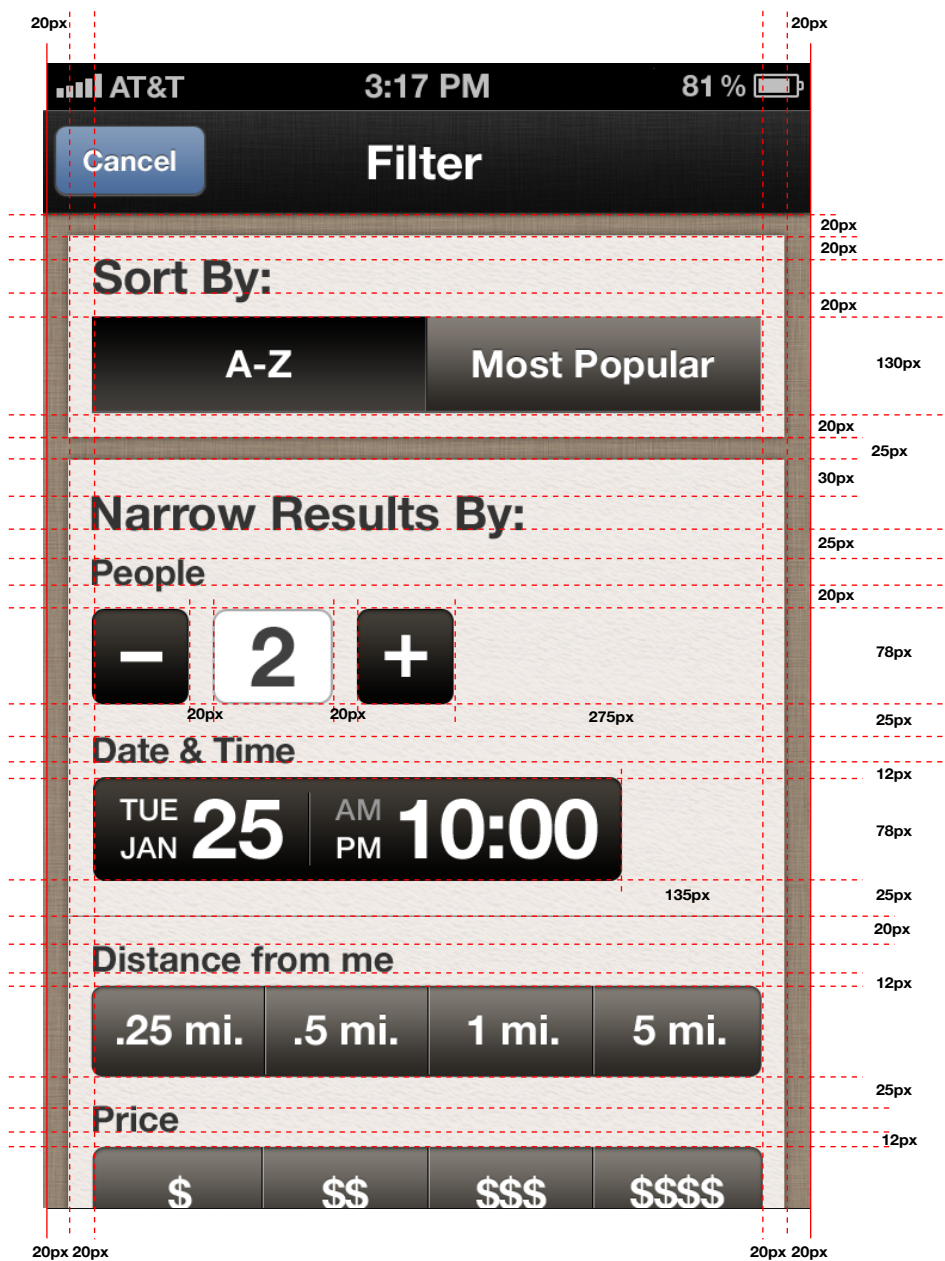
Right: 20px

Typography

Section Title: 40pt Helvetica Neue Bold #333333

Secondary Label / Date Label: 30pt Helvetica Neue Bold #333

Date/Time: 34pt Helvetica Neue #385487



3.7

CityEats iphone app

Filter - Scroll

Sizes

Sort background Box: 600px x 170px

Date/Time Box: 600px x 130px

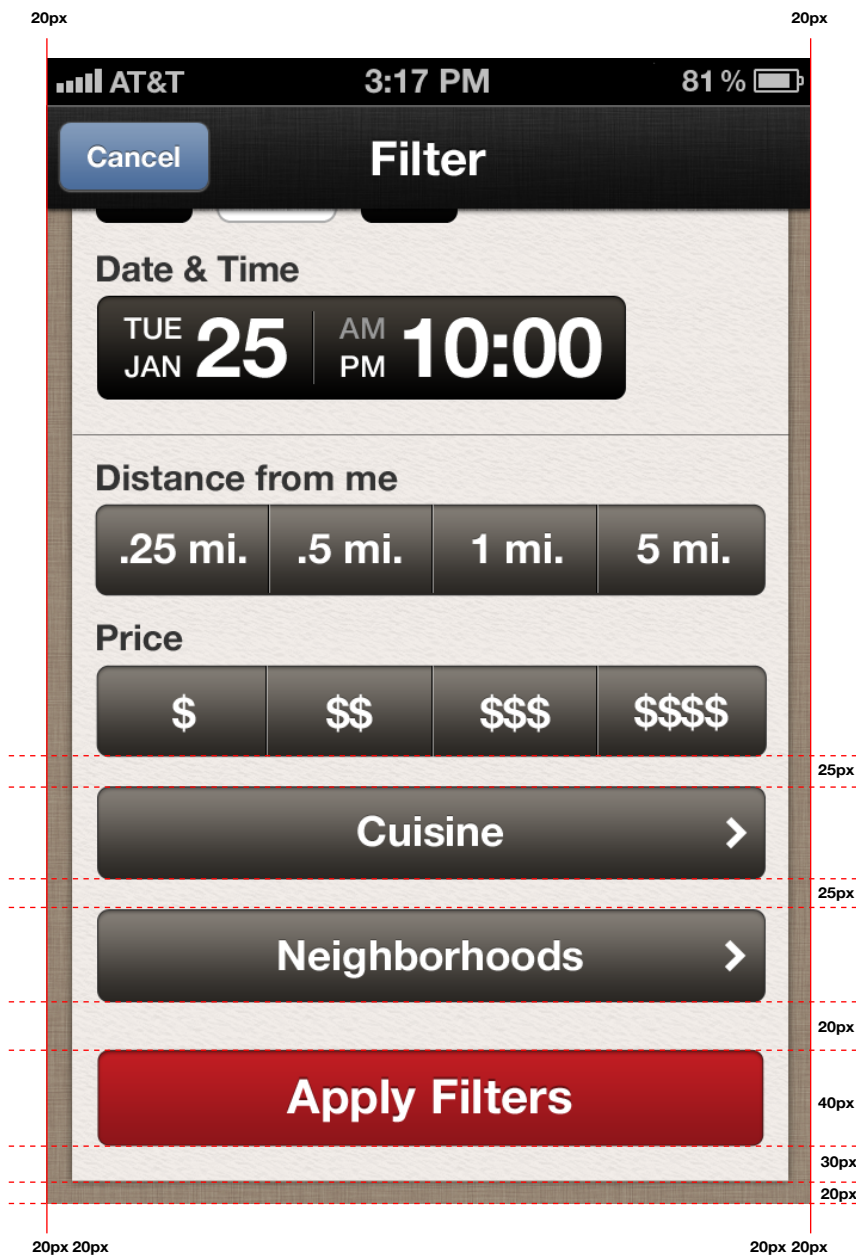
Buttons

Tab Buttons: See UI elements guide 1.1

Padding

Background box: 20px

Below Buttons: 20px



3.7

CITY EATS iPhone Filter results



Padding

Above crosshair:	22px
Below crosshair:	22px
Right crosshair:	16px
Above list:	30px

Margin

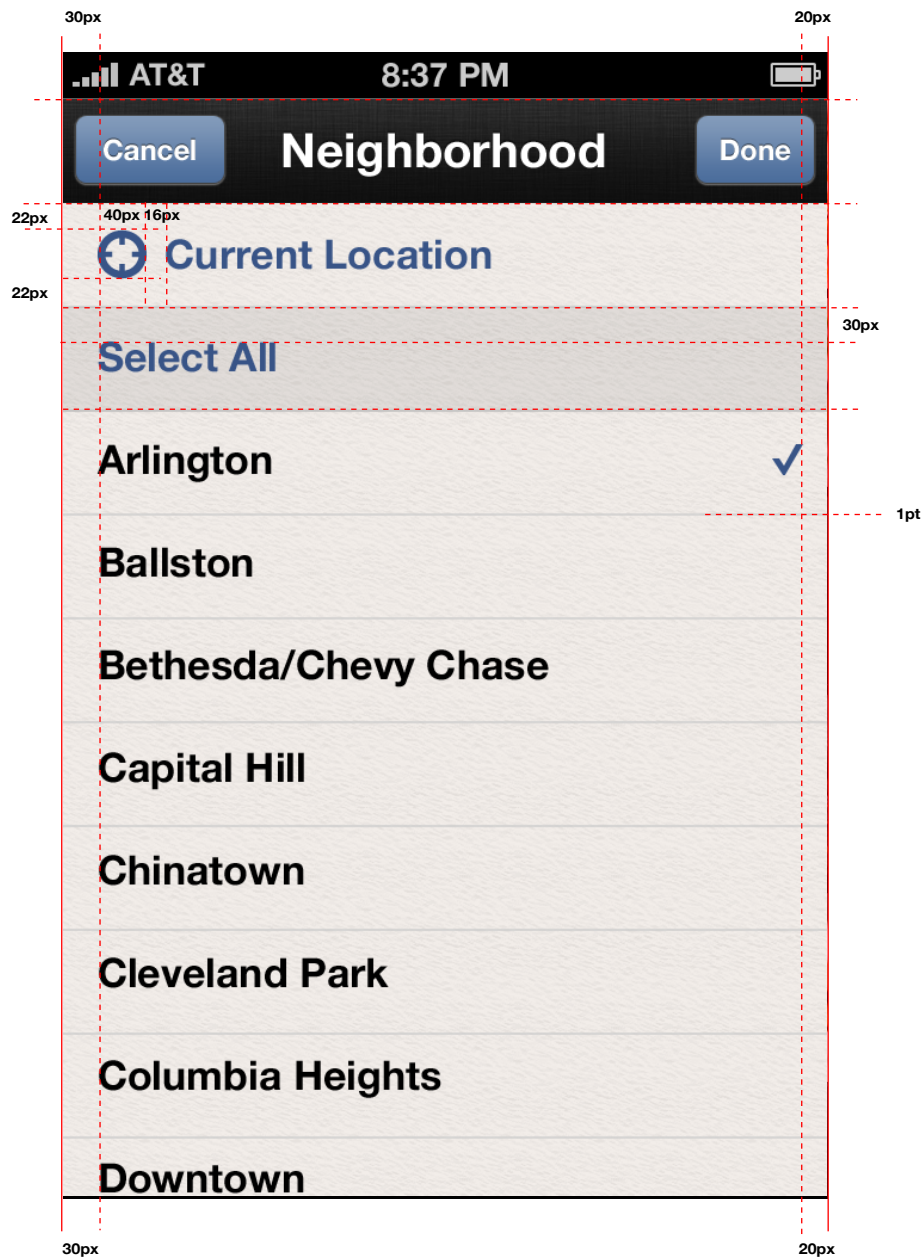
Left:	30px
Right:	20px

Typography

Current Location/Select All:	34pt Helvetica Neue Bold #385487
List:	34pt Helvetica Neue Bold #1a1a1a
Checkbox:	

Elements

1pt line rule	#d6d6d6
Checkbox	#385487
Crosshair	#385487
Box behind "Select All"	#000000 @ 7% transparency



Sizes

Paper Texture background for Content:	640px x ?px (scrolling)
Photo Slideshow:	600px x 340px
Rating System:	140px x 20px
Rating System Red Star:	#a91c12
Rating System Red Star:	#b2b2b2

Padding

Text Padding Left & Right:	20px
Background Box:	20px

Margin

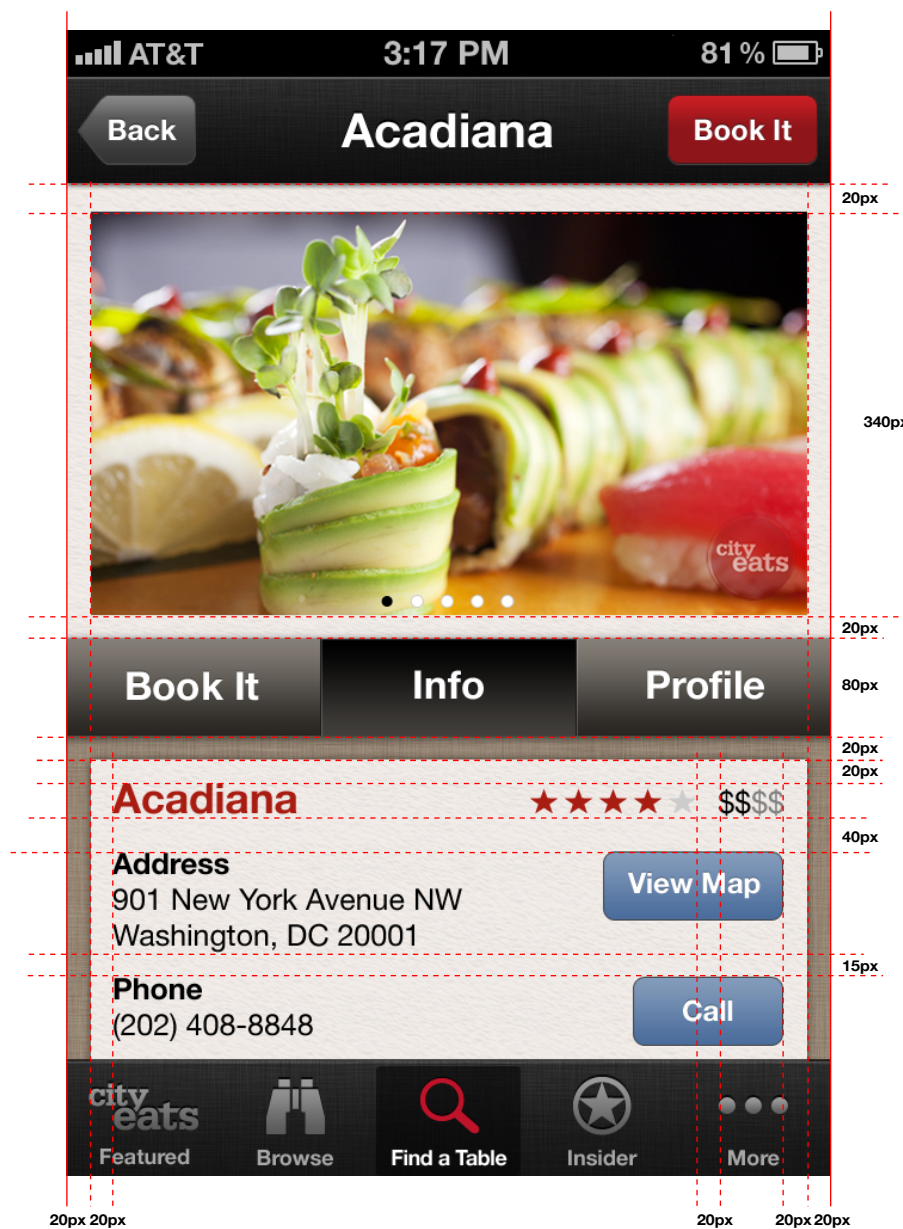
Left:	20px
Right:	20px

Text Blocks

Info Text block:	560px w x ?px
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Typography

Restaurant Title:	35pt Helvetica Neue Bold #a91c12
Ino Label:	25pt Helvetica Neue Bold #000
Info Body:	25pt Helvetica Neue #000
Price (dark):	25pt Helvetica Neue Reg #333333
Price (light):	25pt Helvetica Neue Reg #b2b2b2



Padding

Text Padding Left & Right:

20px

Background Box:

20px

Margin

Left:

20px

Right:

20px

Text Blocks

Info Text block:

560px w x ?px

Typography

Restaurant Title:

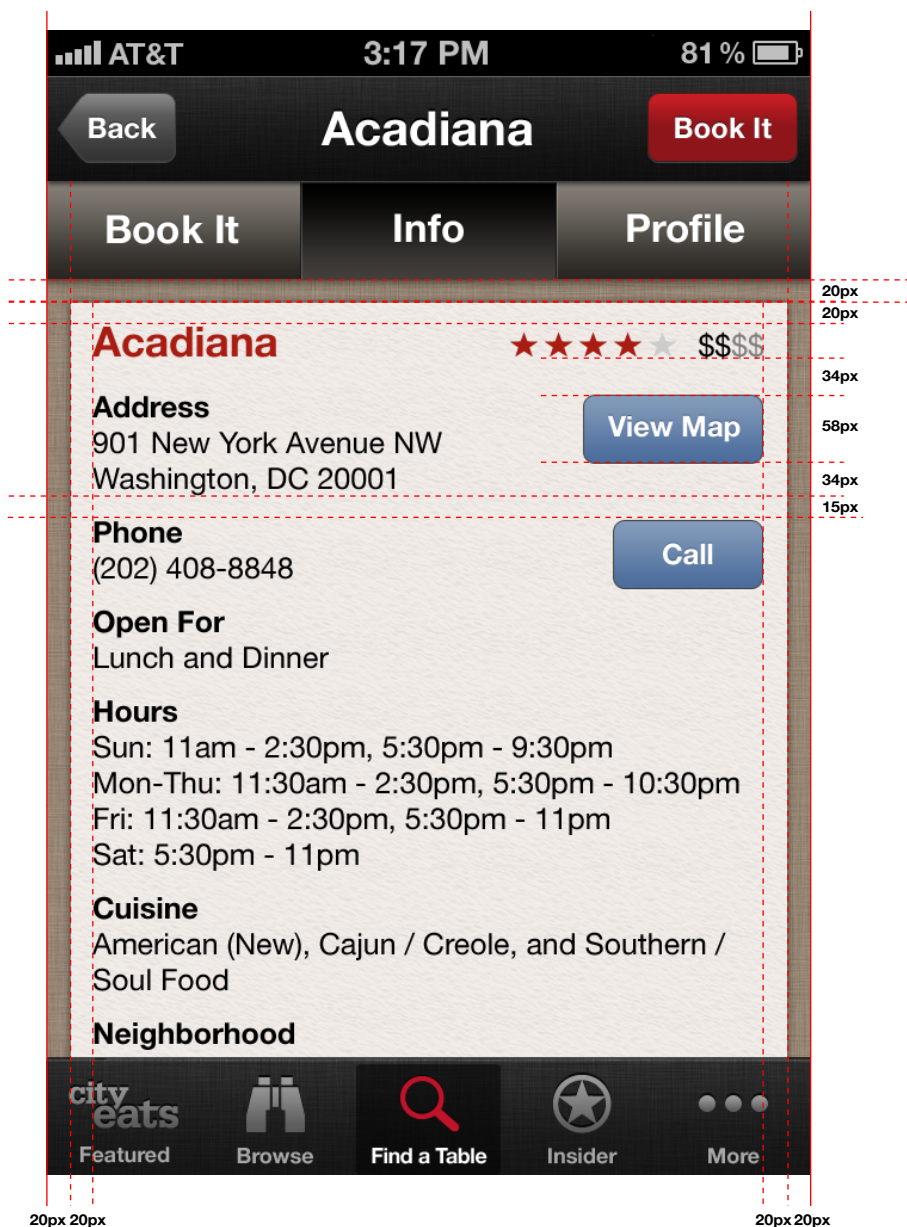
35pt Helvetica Neue Bold #a91c12

Ino Label:

25pt Helvetica Neue Bold #000

Info Body:

25pt Helvetica Neue #000



3.8

CityEats iphone app Restuarant Profile



Sizes

Paper Texture background for Content: 640px x ?px (scrolling)

Photo Slideshow: 600px x 340px

Buttons

3 Tab Button: 640px x 80px

Padding

Left: 20px

Right: 20px

Below Tabs: 20px

Margin

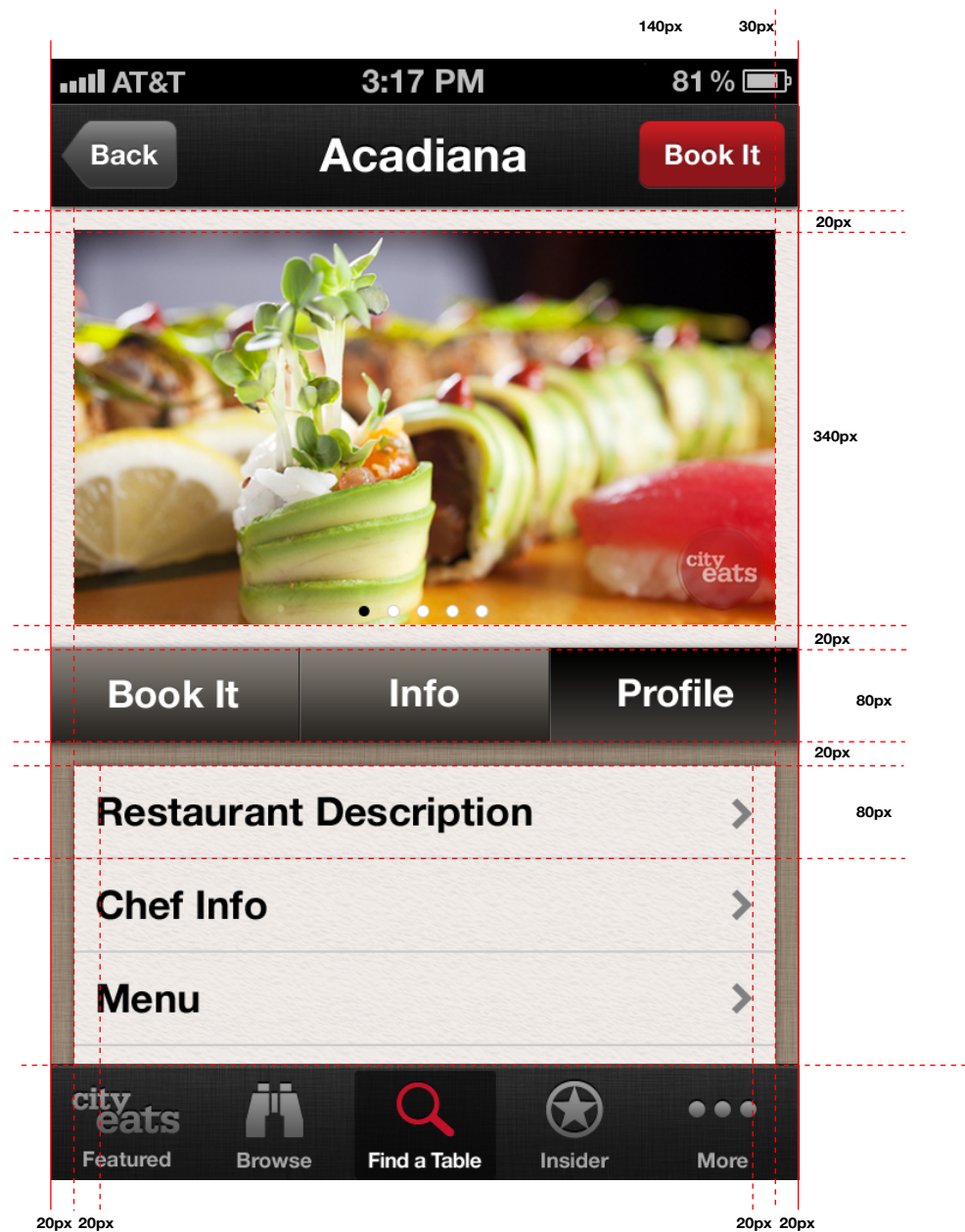
Left: 20px

Right: 20px

Typography

Row Label: 34pt Helvetica Neue Bold #000

Dividers: 1px #CCC



Sizes

Paper Texture background for Content: 640px x ?px (scrolling)

Buttons

3 Tab Button: 602px x 80px

Padding

Text Padding Left & Right: 15px

Food Type Sections: 20px

Margin

Left: 20px

Right: 20px

Text Blocks

Restaurant Text block: 440px x 60px

Miles, Price, Rating text block: 105px w

Typography

Page Title: 40pt Helvetica Neue Bold #a91c12

Food Type section header: 32pt Helvetica Neue Bold #a91c12

Food Name: 30pt Helvetica Neue Bodl #333333

Description: 25pt Helvetica Neue Reg #4c4c4c

Price (dark): 25pt Helvetica Neue Bodl #333333

Dividers: 1px #CCC



Sizes

Paper Texture background for Content:	640px x ?px (scrolling)
Review Row:	640px x 186px (scrolling)
Rating System:	140px x 20px
Rating System Red Star:	#a91c12
Rating System Red Star:	#b2b2b2

Padding

Text Padding Left & Right:	15px
Background Box:	20px

Margin

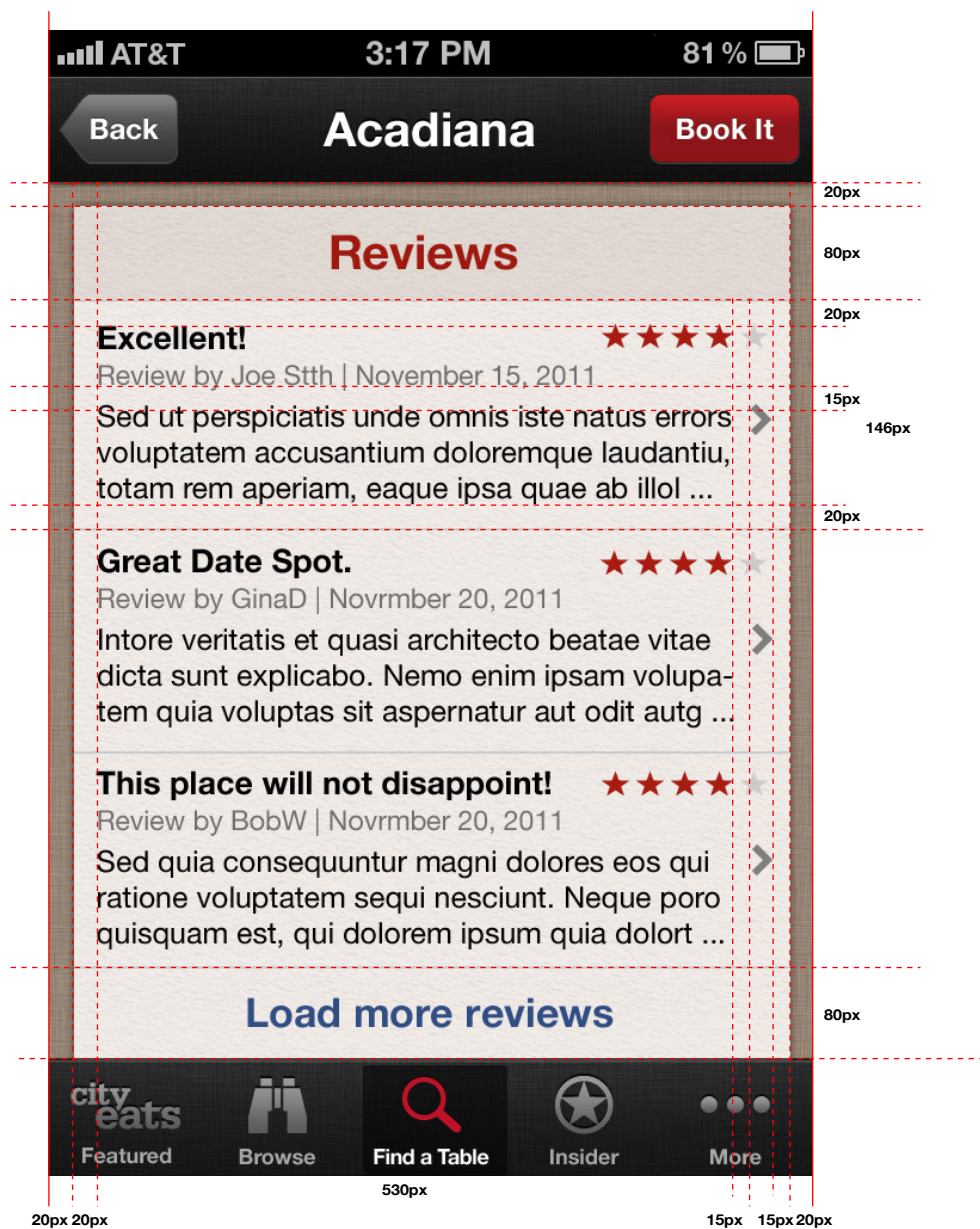
Left:	20px
Right:	20px

Text Blocks

Review Text block:	530px x 146px
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Typography

Page Title:	40pt Helvetica Neue Bold #a91c12
Review Title:	27pt Helvetica Neue Bold #000
Review Author:	23pt Helvetica Neue #707070
Review Body:	25pt Helvetica Neue #000
Load Reviews:	34pt Bold #324e84



Sizes

Paper Texture background for Content: 640px x ?px (scrolling)

Full Rating Box: 560px x 92px

Rating System Red Star: #a91c12

Rating System Red Star: #b2b2b2

Padding

Text Padding Left & Right: 20px

Background Box: 20px

Margin

Left: 20px

Right: 20px

Text Blocks

Review Text block: 560px w x ?px

Typography

Page Title: 40pt Helvetica Neue Bold #a91c12

Review Title: 27pt Helvetica Neue Bold #000

Review Author: 23pt Helvetica Neue #707070

Review Body: 25pt Helvetica Neue #000

Full rating label: 22px Helvetica Neue Bold #a91c12



Padding

Text Padding: Left with bullets: 16px / right: 20px

Background Box: 20px

Margin

Left: 20px

Right: 20px

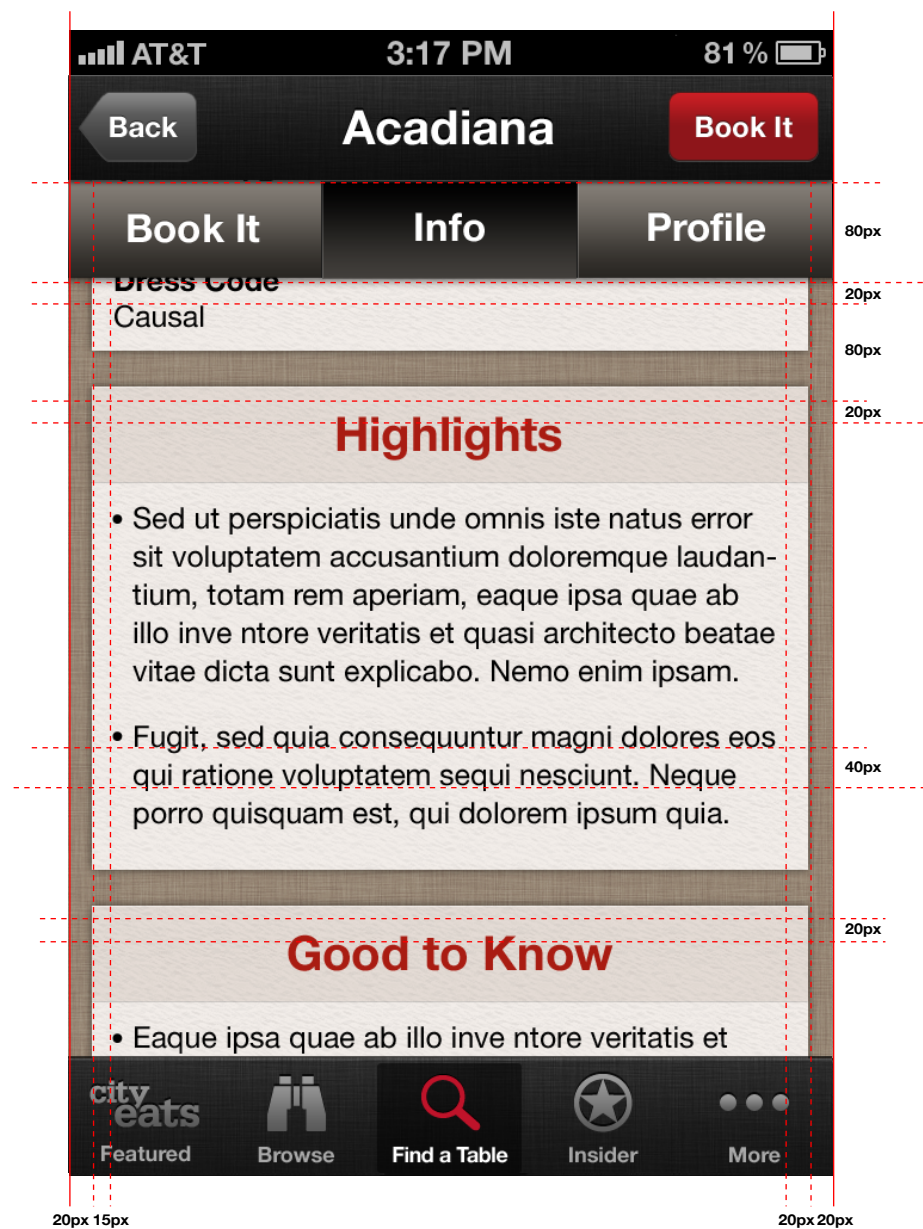
Text Blocks

Review Text block: 560px w x ?px

Typography

Box Title: 40pt Helvetica Neue Bold #a91c12

Body Text: 25pt Helvetica Neue #000



5.0

CityEats iphone app Restuarant Profile



Sizes

Paper Texture background for Content: 640px x ?px (scrolling)

Padding

Left: 20px

Right: 20px

Below Tables: 20px

Margin

Left: 20px

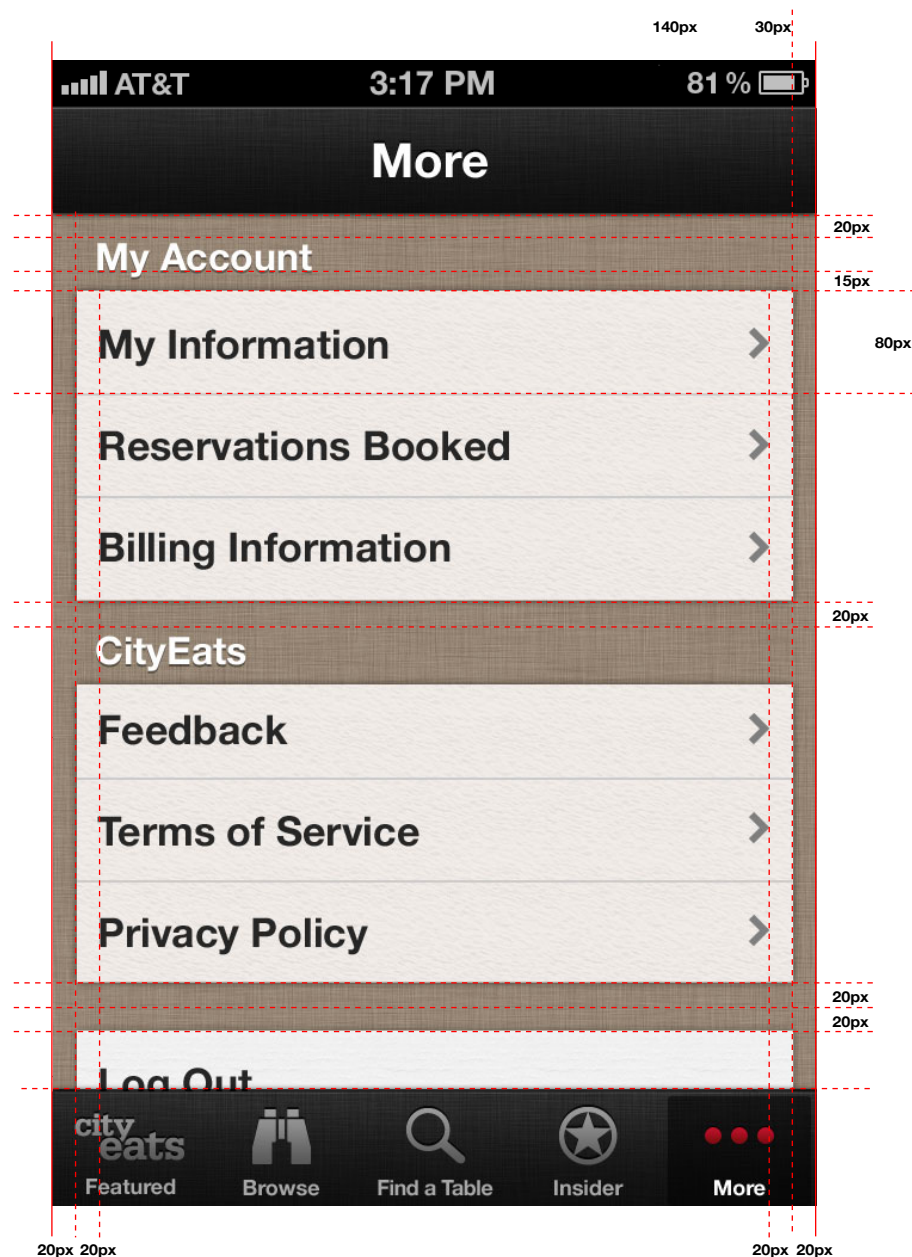
Right: 20px

Typography

Section Header: 32pt Helvetica Neue Bold #FFF
2px dropshadow #000, 50% opacity

Row Labels: 34pt Helvetica Neue Bold #000

Dividers: 1px #CCC



Sizes

Paper Texture background box 1: 600px x 340px

Paper Texture background box 2: 600px x 325px

Padding

Left: 20px

Right: 20px

Top: 25px

Bottom: 25px

Between Tables: 20px

Left of Log in Button: 70px

Left of Log in and Sign up Button: 70px

Left of Log in and Sign up Button: 70px

Below Log in button: 15px

Below "Or": 15px

Left of FB Button: 120px

Right of FB Button: 120px

Below of FB button: 20px

Margin

Left: 20px

Right: 20px

Top: 30px

Bottom: 30px

Typography

Section Headers: 36/44pt Helvetica Neue Bold #000000

Or: 34pt Helvetica Neue Med #000000

Bulleted Copy: 32/42pt Helvetica Neue Reg #000000

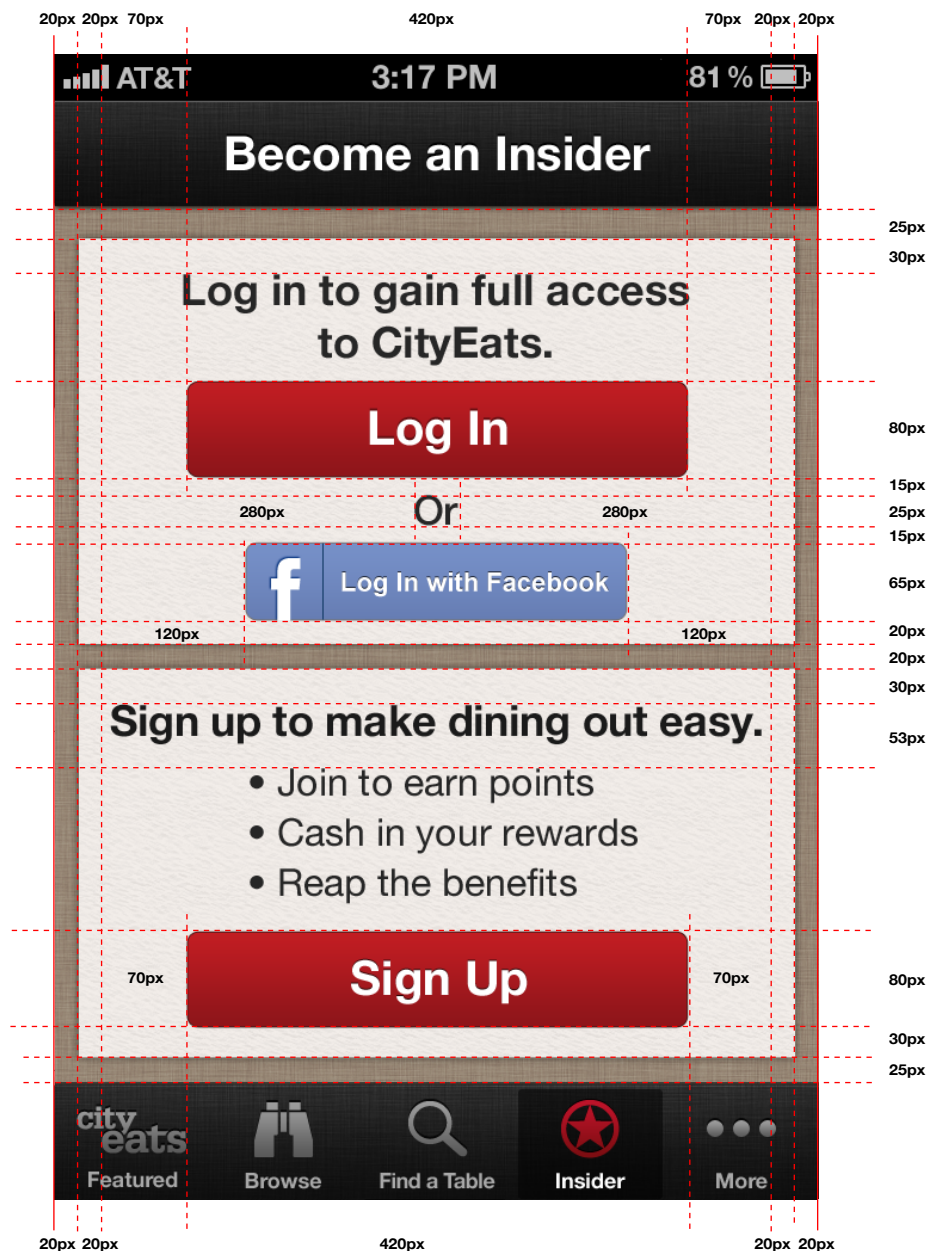
Red button text: 32pt Helvetica Neue Bold #000000

Dropshadow

Color: #000000

Degree: 90

Distance: 1px



Sizes

Paper Texture background box 1: 600px x 715px
 Photo: 120px x 120px
 Badges: 146px x 146px

Padding

Left: 20px
 Right: 20px
 Top: 20px
 Right of photo: 15px
 Below photo: 20px
 Above "My Badges": 17px
 Above Badges: 20px
 Between badges: 40px
 Below badges: 12px
 Below badge status to 1pt line rule: 20px

Margin

Left: 20px
 Right: 20px
 Top: 20px
 Bottom: 25px

Typography

Name: 30pt Helvetica Neue Bold #000000
 Favorite Cuisine: 25/29pt Helvetica Neue Bold #000000
 Favorite Cuisine names: 25/29pt Helvetica Neue Reg #000000
 Profile Completion: 30pt Helvetica Neue Bold #a91c12
 My Badges: 30pt Helvetica Neue Bold #a91c12
 Badge title: 25pt Helvetica Neue Bold #000000
 In Progress: 23pt Helvetica Neue Bold #000000
 Completed: 23pt Helvetica Neue Bold #009900
 Get Started: 23pt Helvetica Neue Reg #333333



Sizes

Paper Texture background box 1: 600px x ?px (scrolling)

Badge: 146px x 146px

Checkmark: 50px x 50px

Padding

Left: 20px

Right: 20px

Top: 20px

Right of badge: 15px

Below badge: 15px

Above "Getting started": 32px

Below status bar: 20px

Above details: 15px

Below details: 20px

Margin

Left: 20px

Right: 20px

Top: 20px

Typography

Getting Started: 40pt Helvetica Neue Bold #000000

Instructional copy: 25/30pt Helvetica Neue Reg #000000

Progress: 36pt Helvetica Neue Bold #a91c12

Details: 24pt Helvetica Neue Bold #a91c12

Text for bars: 30pt Helvetica Neue Bold #000000

Progress %: 40pt Helvetica Neue Bold #a91c12

Details %: 30pt Helvetica Neue Bold #a91c12

