

The AT&T Product Design Language Guidelines



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Introduction: the AT&T Product Design Language

A product design language **forms the visceral and behavioral DNA of a brand**. The AT&T Product Design Language **maps out the most effective route to achieving an appropriate unified customer experience** for further generations of AT&T products.

The AT&T Product Design Language is a system that supports our strategy and will help us build our vision of a connected life. We will be able to differentiate our products and charge a premium.

Consistent application of the AT&T Product Design Language will help us:

- Respond to consistent NPS detractions of hardware design
- Deliver on customer expectations of good design
- Showcase principles of our value proposition
- Receive better attribution and credit for our hardware and behaviors
- Extend more elements of our branding further into third-party experiences
- Help guide the appropriate level of investment to every design effort

Introduction: Using These Guidelines

The AT&T Product Design Language will only succeed if it is easy to use and has the flexibility to work across our entire product line. These guidelines will give you the information and tools you need to successfully implement this system.

In these guidelines we will help you to:

1. Understand our goals

The strategy section provides the statement of intent for the AT&T brand. It communicates what we stand for, who we want to be and how we want to act.

2. Learn the tools

The application section provides a framework to show designers how to implement the AT&T Product Design Language across every product.

3. See how it all comes together

The reference section provides a product reference set that shows how the AT&T Product Design Language is brought to life, and to help to communicate the principles and concepts in these guidelines across our organization.

Part 1

The AT&T Product Design Language Strategy

Sensory Branding

To help create seamless AT&T experiences, our product design language addresses both the design and behavior of products. The intersection of these is sensory branding: how a product looks, sounds, feels and behaves.

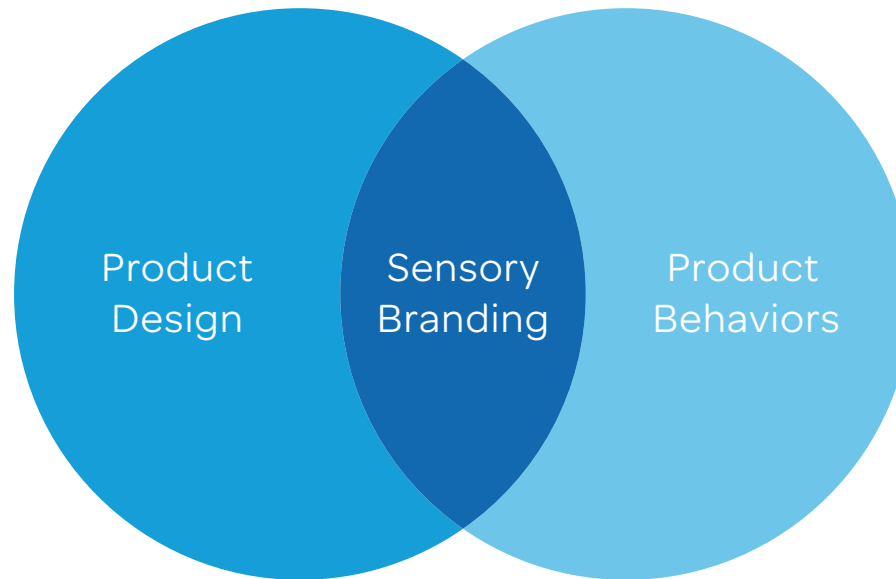
Product design:

Drives operational efficiency

- More efficient design development
- Faster to market

Elevates the brand experience

- Unifies products
- Addresses customer detractors
- Raises the perception of quality
- Creates industry buzz



Product behaviors:

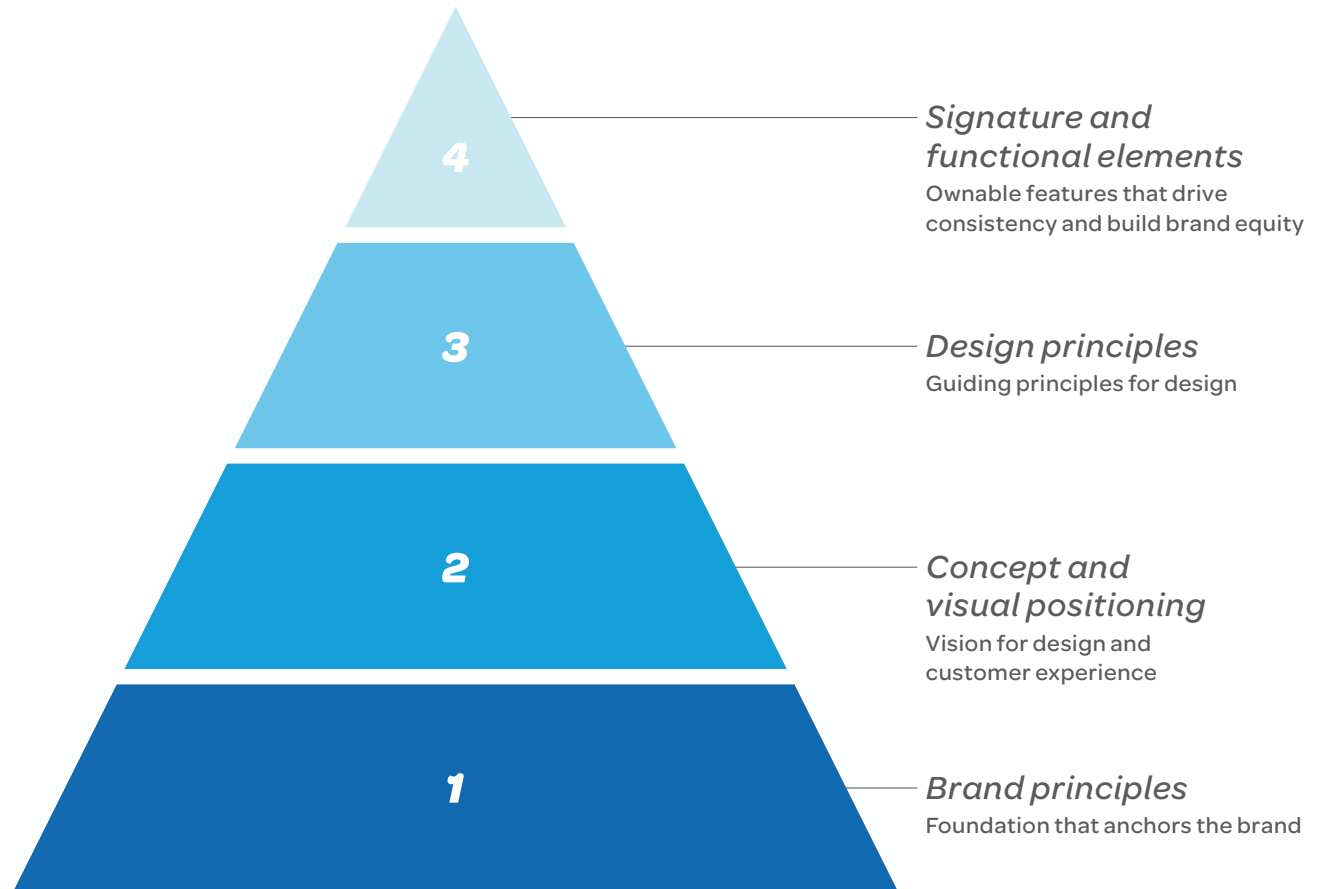
- Build equity in AT&T services (not just hardware)
- Extend consistent attribution into third-party products
- Create a more seamless connected life

The Strategic Architecture

The product design language is rooted in the vision and values of AT&T. It provides design teams with a toolkit of design principles, as well as signature and functional elements.

For product development teams, the strategic architecture becomes the key reference point for the components of the product design language.

The strategic architecture transforms the essence and personality of AT&T into a unique, repeatable and scalable product design language. Each layer of the architecture builds upon the vision and values of the brand and extends to a set of signature and functional elements that complete the AT&T Product Design Language.



Brand Principles



Brand vision

“Mobilizing a World That Works for People”

Value proposition

Network as foundation

Advanced enabling platforms

Seamless, effortless customer experience

Brand experience principles

Simple

Smart

Seamless

Personal

Brand identity elements



Omnes ATT

Stag ATT

Clearview ATT

Calibri

Arial



Concept and Visual Positioning



The AT&T Product Design Language is based on the principle of **ambient technology**: the use of humanized, approachable forms that use technology to respond to the user intuitively. This helps position AT&T as the essential intelligence that makes products that come to life, and the link between connected experiences.

Our products blend discretely into their environment until needed through subtle softened geometries and minimal details that create a timeless visual style. The products' atmospheric intelligence is awakened by user proximity and invites interaction only when needed. Light is used to humanize the technology, providing an intuitive and emotive reason to engage.

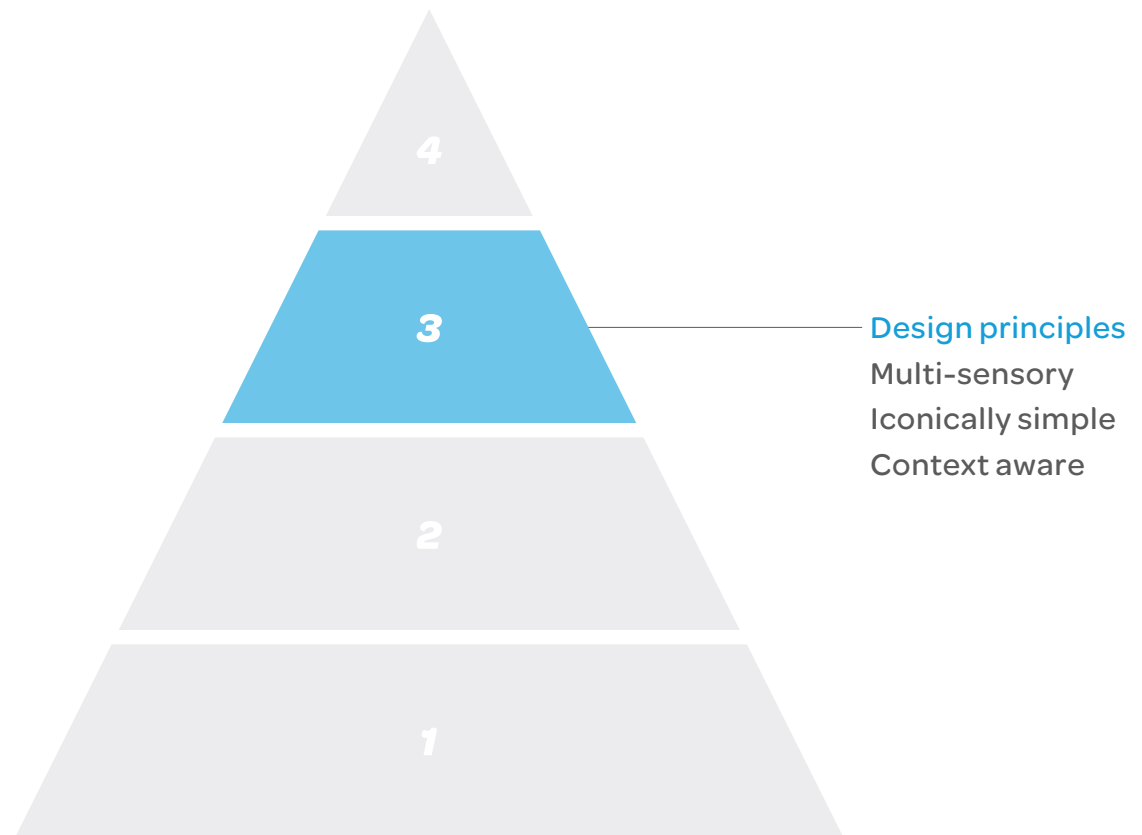


Design Principles



Design principles are the third layer of the product design language's strategic architecture. They are responsible for driving the visual and interactive character of the product, and are the underlying subtext of its visual and interactive expression.

While driving cohesion, design principles also drive flexibility. By emphasizing principles, designers and engineers have the freedom to be creative in a multitude of product development contexts. The AT&T Product Design Language is flexible enough to accommodate various types of products, architectures and manufacturing methods.



Design Principle: Multi-Sensory



We perceive our world through our senses: designing multi-sensorial products are how we imbue a human element into the AT&T experience.

Touch

Using premium high touch materials that elevate the tactile experience beyond commodity offerings



Sound

Fortifying behavioral states with appropriate sonic tones to complete an integrated experience



Sight

Incorporating product behaviors to create engaging interactions through lighting and transitions between behavioral states



Design Principle: Iconically Simple

Products that are iconically simple are effortless to use and stand the test of time. People want products that are approachable, relatable, and reduce complexity—making their use intuitive and clear.

Focus on reducing a product to its essentials by removing complexity and communicating only what is essential.



Use **subtle curvature** to make products warm and approachable.



Use **simple geometric forms** to help blend products into the environment where they reside.



Use **gestures** such as pointing, touching, tapping and waving for a more direct and simple means of interaction.

Create **seamless forms** with as few joints and separate parts as possible.



Design Principle: Context Aware



To be human-centric, our products must be context aware. They need to be sensitive to users and the environment where they reside.

Anticipate needs

Tailor experiences to specific user needs so they are relevant and personal.



Emphasize humanity

Minimize the presence of technology so it fades into the background, bringing the user to the forefront.



Make interactions effortless

Incorporate technology that anticipates user interactions based on habits and context.



Fit in their environment

Present themselves when needed and blend in when they are not in use; not only by behavior, but also through color, material and finish.



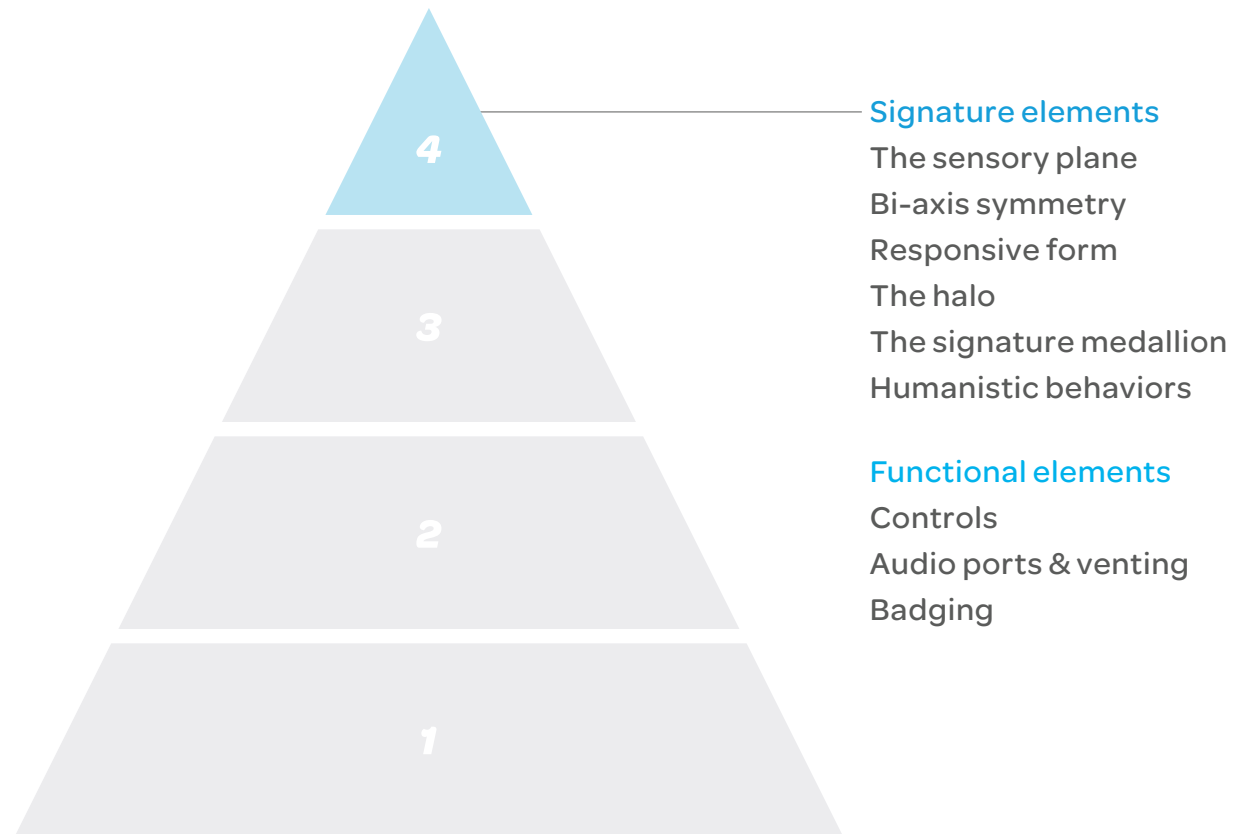
Signature and Functional Elements

At the top of the strategic architecture are signature and functional elements, which are embodiments of design principles that are both scalable and repeatable across multiple product forms and communicate our brand personality.

While these elements respond and change in order to meet market and user needs, they are applied consistently across the many AT&T product lines.

Signature elements are what consumers directly associate with our brand, and can be expressed in form, graphically or as interactive behaviors.

Functional elements are core components but are not key to the visual definition of the product design language. While subordinate to the signature elements, they are still vital parts of the product design language.



Signature Element: The Sensory Plane



The sensory plane is a single, seamless, curvaceous surface—bounded by sheer vertical sides and constructed from a clear lens to create depth and allure.

It is the primary interaction area where core controls and displays reside (hidden controls such as reset buttons do not need to reside on the sensory plane). It is the starting point or first stroke when creating any new product—it provides an anchor point for all subsequent design elements.

The sensory plane creates a physical and interactive connection with the user. This connection is created through finely detailed controls, innovative materials that diffuse light and reflect their surroundings, and the incorporation of product behaviors that trigger a strong emotional response.

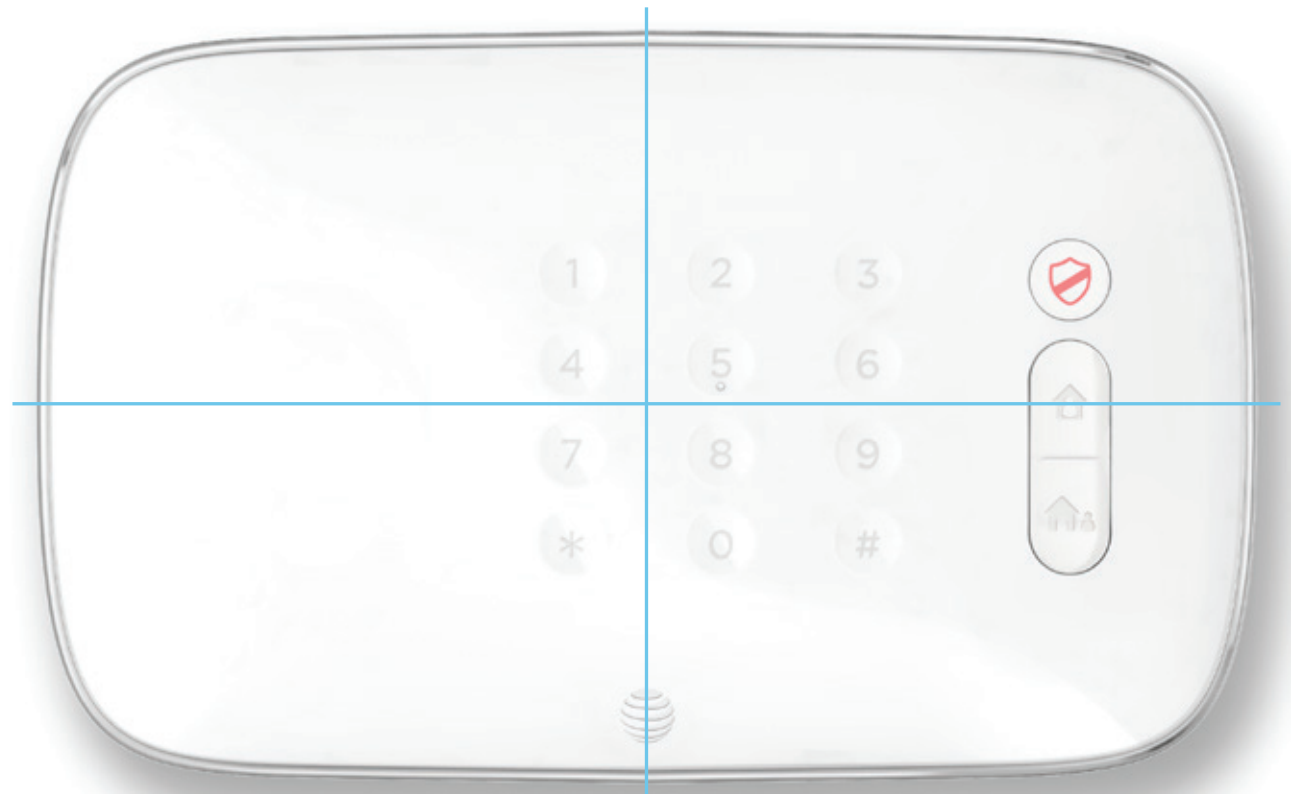


Signature Element: Bi-Axis Symmetry



People want products that recede into the environment until they are needed. Symmetry in products helps to create a sense of order and simplicity, complimenting the environment.

To limit visual distraction, all AT&T products should observe symmetry in both axes. The disruption of symmetry must be addressed with care—it must be purposeful, subtle and human; limited and localized to product details only.



Signature Element: Responsive Form



The AT&T Product Design Language is realized through a set of geometric and iconic forms. This approach helps products recede into their environment and bring the sensory plane forward to create emphasis on interaction.

Product design language product forms should use three key devices to create the desired visual expression.



Continuous outlines

An uninterrupted line around the sensory plane ensures that disparate parts flow together. This unifies the object into a singular shape, creating a focal point to anchor and to which other elements can relate.

Curvature

Curvature is used extensively throughout the product design language. Circular elements and generous corner radii avoid the sharp angles technology is often associated with, creating a more human experience.



Transition the sensory plane

Transitional silhouettes (convex or concave arcs) are used to bring the sensory plane to the forefront of the product with limited visual distraction. The sensory plane should be made the focus of engagement.

Transitions are achieved by tapering the main body with a subtle and restrained application (concave or convex transition).

Signature Element: The Halo

The halo brings a sense of wonder and engagement to the AT&T product experience. It is a dynamic interface element that aids interaction and symbolizes AT&T intelligence working on your behalf.

The halo is a soft ring of diffused light which creatively communicates different interactive behaviors and is core to the product design language. It employs light, color, sound and movement to convey status or activity. Communication is reinforced by illuminated icons in the center, completing the interactive and humanistic behavior experience.



Signature Element: Humanized Behaviors



Humanized behaviors are a set of interactions—visual light motion, product interactions, gesture, touch and sound—that convey the physical and emotive states a product will exhibit when engaged by the user. Together these interactions humanize the brand experience.

Below are the core AT&T behaviors that form the basis for the interactive brand personality. The number and types of behaviors will vary from product to product, but the core set provides the foundation from which to build upon.

Hello & Goodbye

Greets the user on approach and shows that the device is ready, or communicates that the system is entering an idle state after an interaction session.

The network securely recognizes and responds to you.

Connecting

Displays working status when devices are connected.

You never worry when you are assured that everything is working.

Processing

Shows when a task is in process and when it is completed. *Your connected life responds to your context and needs.*

Alert

Informs the user their attention or an action is needed.

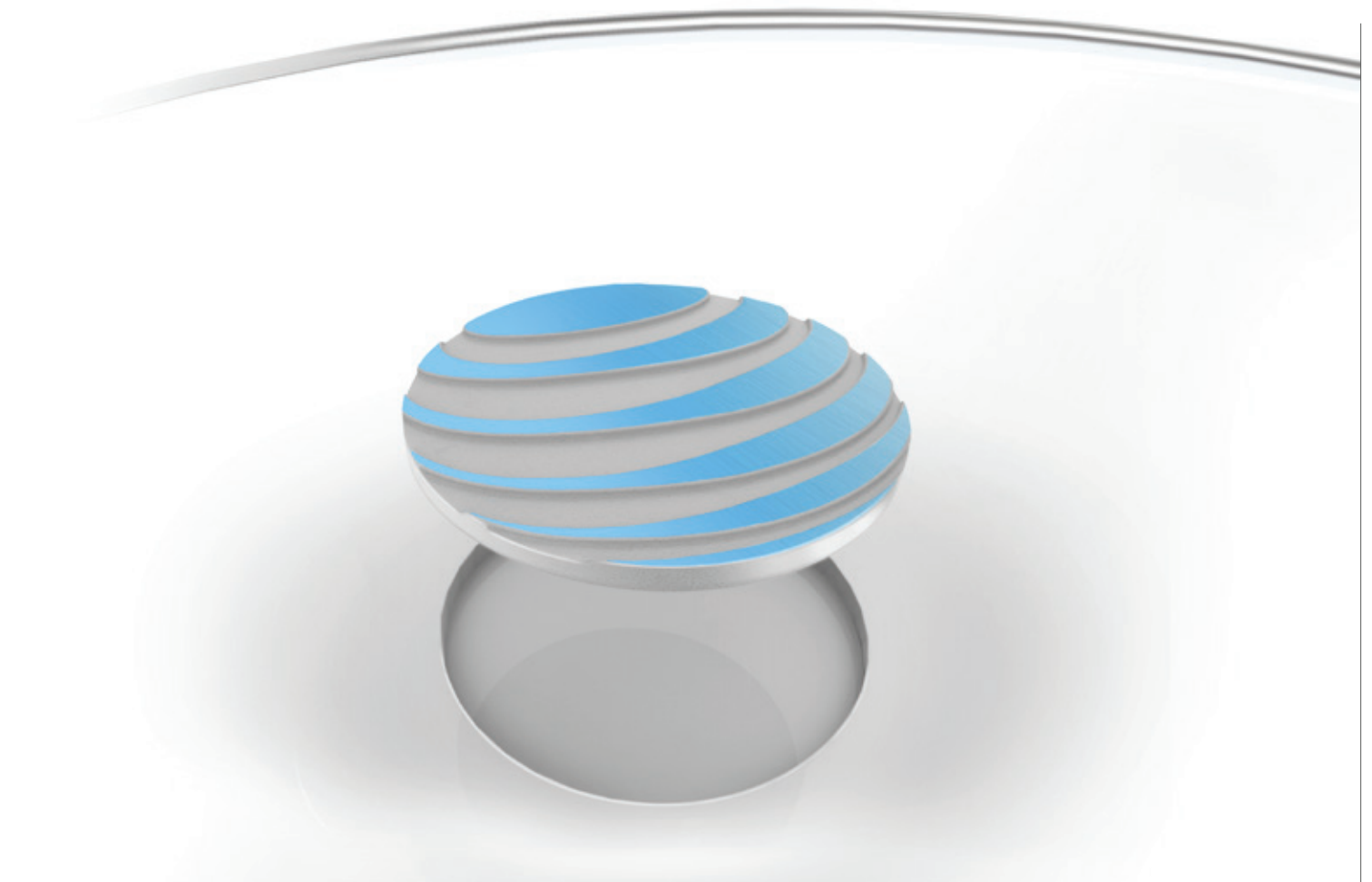
A smart network gives you the right information at the right time.



Signature Element: the Signature Medallion



The AT&T signature medallion is a custom badge treatment that is simple, striking and sophisticated. This dimensional metallic badge shows that extensive requirements have been met and signifies a premium AT&T customer experience.



Functional Element: Controls

Controls are generally categorized as initiators, modifiers and selectors. The controls are differentiated by scale, technology and physical surface.

Initiator

Initiators are controls which **start or stop** a process.



Modifier

Modifiers are controls which make **partial or minor changes** to an already set state or ongoing process.



Selector

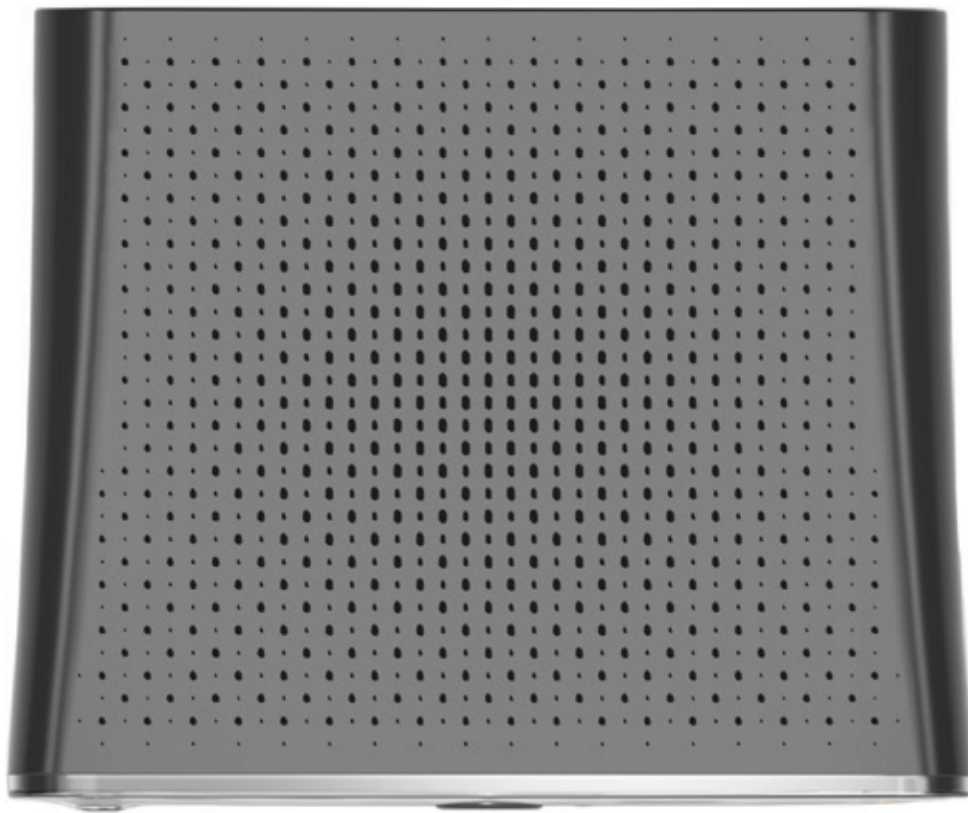
Selectors are controls which **set up** a process.



Functional Element: Audio Ports & Venting



The vents and audio ports on AT&T products create an iconic polyrhythmic pattern that utilizes a succession of related shapes to highlight key functional areas. Transitional variance adds movement and dynamism, creating interest on the surface of the product.



Functional Element: Badging



Badging is the consistent placement of all identity elements on a product. Consistent badging is key to expressing the brand identity across the product portfolio.



Part 2

The AT&T Product Design Language in Application

Design Competencies and Tool Matrix

Part of identifying the path forward for your product is to assess the tools and resources available to help you execute your product.

	Phase One Foundation	Phase Two Envision	Phase Three Develop	Phase Four Implementation	Phase Five Deliver	Phase Six Evaluate
	<p>Beginning of the development process</p> <ul style="list-style-type: none"> – Determine type of product – Decide fit in the marketplace 	<p>Creation of physical design</p> <ul style="list-style-type: none"> – Determine physical design – Finalize customer experience 	<p>Technical and engineering development</p> <ul style="list-style-type: none"> – Confirm interactive elements – Ensure manufacturability 	<p>Technical and engineering development</p> <ul style="list-style-type: none"> – Confirm interactive elements – Ensure manufacturability 	<p>Prepare for production</p> <ul style="list-style-type: none"> – Set and measure quality controls – Pilot testing (if needed) 	<p>Review development and launch of final product for improvement of process</p>
Designers Involved	<ul style="list-style-type: none"> – Customer experience design – Brand design 	<ul style="list-style-type: none"> – Industrial design – User interface design – Human factors and usability – Customer experience design – Brand design 	<ul style="list-style-type: none"> – Industrial design – User interface design – Human factors and usability – Customer experience design – Brand design 	<ul style="list-style-type: none"> – Industrial design – Brand design 	<ul style="list-style-type: none"> – Brand design 	<ul style="list-style-type: none"> – All previously involved designers
Tools Available	<ul style="list-style-type: none"> – Product class matrix – Design competencies and tool matrix – Product design language application matrix – Journey mapping 	<ul style="list-style-type: none"> – Product design language – Humanistic behaviors application matrix – Badging specifications – Contextual form application – Accessibility compliance chart – Constructing the sensory plane – Constructing controls – Constructing audio ports and venting 	<ul style="list-style-type: none"> – Humanistic behaviors application matrix – Accessibility compliance chart 	<ul style="list-style-type: none"> – Badging specifications – Accessibility compliance chart 	<ul style="list-style-type: none"> – Badging specifications – Accessibility compliance chart 	<ul style="list-style-type: none"> – All previously used tools
Key Checkpoints	<ul style="list-style-type: none"> – Project budget approval – Trademark confirmation – Confirm customer journey 	<ul style="list-style-type: none"> – Initial Brand Center review of final product design drawings 		<ul style="list-style-type: none"> – Update Brand Center submission with any changes during development 	<ul style="list-style-type: none"> – Final Brand Center review of final product samples 	<ul style="list-style-type: none"> – Review process successes and improvements

Basic Steps for Applying the Product Design Language

The process for applying the product design language to AT&T products can be broken down into three basic steps:

Step 1 Identify product class

Task:

Identify the product class of the product you are developing or sourcing.

Tool:

- Product class matrix

Step 2 Determine elements and tools

Task:

Determine which elements and tools are **applicable to your product** by using the following matrices. They will help you identify design principles, signature and functional elements and also the color, material and finish options that are applicable to your product.

Tools:

- Product design language application matrix
- Humanistic behaviors application matrix

Step 3 Apply guidelines

Task:

Apply guidelines by using the tools that will give you the specifications you need to successfully apply the product brand language to your product.

Tools:

- Badging specifications
- Contextual form application
- Accessibility compliance chart
- Constructing the sensory plane
- Constructing controls
- Constructing audio ports and venting

Product Class Matrix

AT&T develops or procures products in five product classes:

Proprietary

A proprietary design is fully owned by AT&T—including R&D and innovation.

Applies full product design language

Example:
U-Verse TV Remote



ODM

Original Design Manufacturer

An ODM designs, engineers and builds a product to AT&T specifications using their technology.

Example:
Digital Life Controller



OEM

Original Equipment Manufacturer

An OEM designs and builds their own products and then sells the products to AT&T.

Example:
Licensed Bluetooth Speaker



Partner Dominant

A partner dominant product carries both AT&T and partner brand names and logos.

Example:
Samsung Galaxy S5



Sourced

A sourced product is sold by AT&T but has no AT&T branding, including badging.

Example:
FiLIP



No change

Product Design Language Application Matrix

Follow this matrix to guide use of the product brand language across product classes.

	Proprietary	ODM	OEM	Partner dominant	Sourced
Design principles	●	●	●	○	○
Signature element: the sensory plane	●	●	●	○	○
Signature element: bi-axis symmetry	●	●	●	○	○
Signature element: responsive form	●	●	●	○	○
Signature element: the halo	●	●	●	○	○
Signature element: humanized behaviors	●	●	●	○	○
Signature element: the signature medallion	●	●	○	○	○
Functional element: controls	●	●	●	○	○
Functional element: audio ports & venting	●	●	○	○	○
Functional element: badging	●	●	●	●	○
Color	●	●	●	○	○
Material	●	●	●	○	○
Finish	●	●	●	○	○

● Fully applies

● Partially applies

○ Does not apply

Constructing the Sensory Plane

Sensory Plane

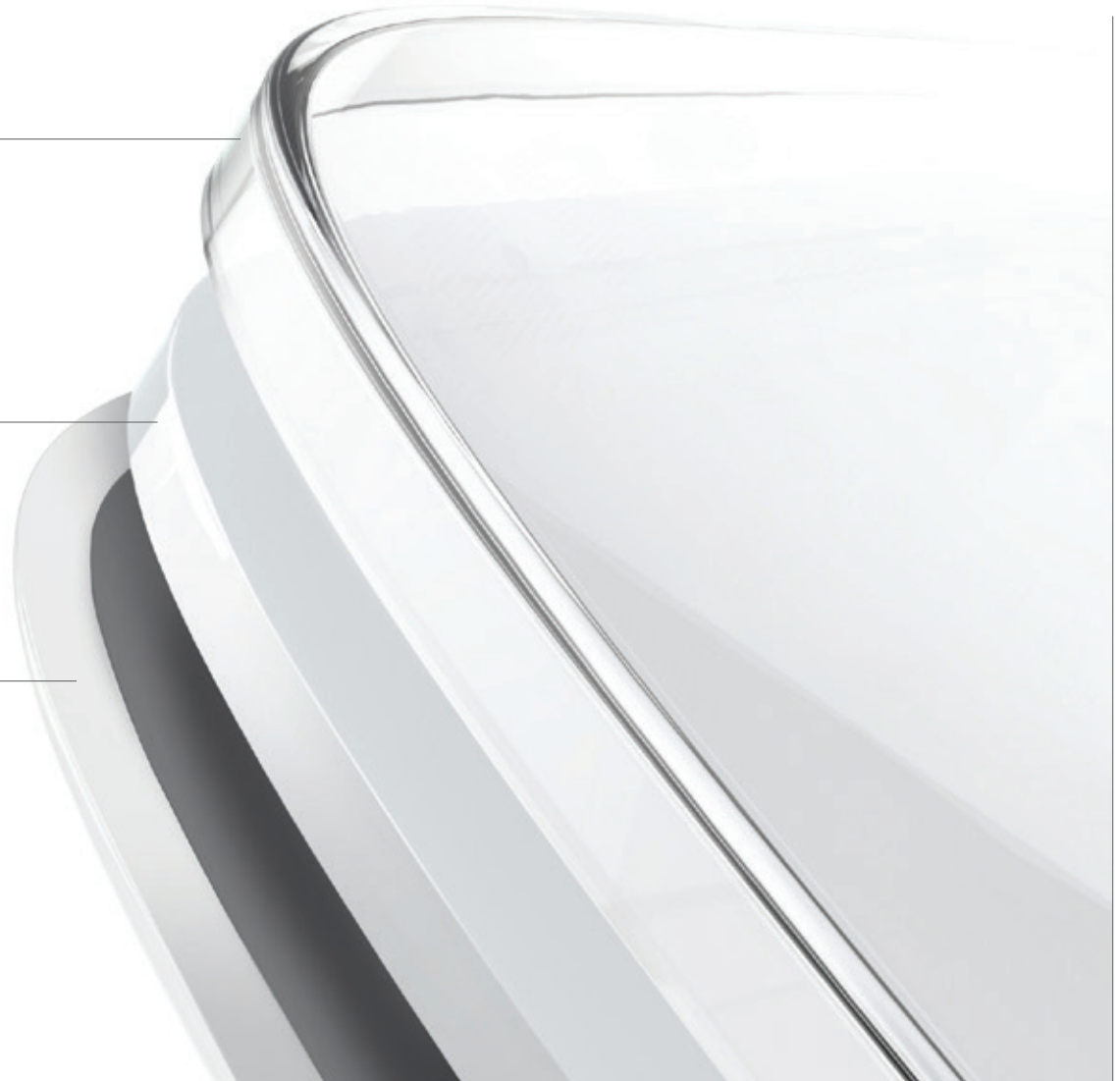
The sensory plane is a single, seamless and curvaceous surface that is constructed from a clear lens to create depth and allure.

Secondary Surface

The secondary surface nests below the sensory plane. This sub-surface houses the halo and capacitive technologies. It adds a layer of depth to the products.

Back/Base Enclosure

The back or base enclosure supports the secondary surface and the sensory plane. It is an opaque material that provides structure and support for the product.



Contextual Form Application

Continuous outlines, curvature and projection are scaled across the portfolio of products to be sensitive to their mode and environment of use.



High Touch

High touch products are frequently used, have high customer interaction, and are typically handheld and personal in nature. They are the most expressive products in the AT&T portfolio.



Coordinated

Coordinated products must fit into a defined context (typically in the home) and be harmonious with the surrounding environment. They should complement decor and reflect nearby architectural features.



Invisible

Invisible products are typically out of sight or hidden, receding into their surroundings until needed. They are often products that are necessary to provide the technology infrastructure for an AT&T service.

Contextual Form Application: High Touch

Form

High touch products employ a greater level of curvature that makes them more tactile, and to invite more interaction as a personal or lifestyle device.

Color

High touch products are molded entirely in white (white body/clear sensory plane shell with white second surface underneath).

Match to Pantone® plastic chip Q610-7-5, a pure glossy white.



Examples of high touch products include:
cell phones, headphones and Bluetooth speakers

Finish

High touch products incorporate a gloss finish in the sensory plane that visually elevates their presence and commands attention.

Constructing products with tight and accurate tolerances ensures a superior fit and finish.

Material

Utilize premium materials that are aesthetically in line with the product design language and that meet all functional, performance and regulatory requirements.

Constructing our products from premium materials speaks to the quality, longevity and durability of our products, ensuring that they stand the test of time and look good while doing it.

Contextual Form Application: Coordinated

Form

Products should seamlessly integrate into their environment by complementing decor and reflecting nearby design elements, such as architectural features.

Color, Material and Finish

Coordinated products must be harmonious with many different environments by offering a wide range of color, material and finish options that fit with current contextual design aesthetics.

Examples of extended color, material and finish options are brass, oil-rubbed bronze and brushed nickel.



Detail About Materials

Utilize premium materials that are aesthetically in line with the product design language and that meet all functional, performance and regulatory requirements.

Constructing our products from premium materials speaks to the quality, longevity and durability of our products, ensuring that they stand the test of time and look good while doing it.

Examples of coordinated products include:
doorbell cameras and door locks

Contextual Form Application: Invisible

Form

Invisible products use subtle curvature and projection to bring the sensory plane to the forefront, allowing the product's enclosure to recede.

Color

Invisible products should be white, AT&T Dark Grey or AT&T Black.

Color should be chosen that makes products blend in with their specific environments. Receivers generally exist on shadowed shelves along with other devices, so AT&T Black or AT&T Dark Grey are the better color options. Keypads dwell on walls, making white a better option for those products.

For white, match to Pantone® plastic chip Q610-7-5, a pure white. For AT&T Dark Grey, use Pantone® plastic chip Q716-2-2. For AT&T Black, match to Pantone® plastic chip Q520-7-5.



Finish

For products with a glossy sensory plane, choose a contrasting texture for the body such as a satin or matte finish. Products should always be glossy in the most visible surface or adjacent to the halo, and matte on other surfaces.

Material




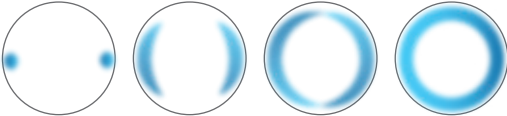

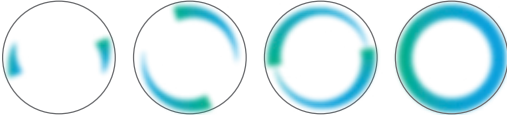








Utilize premium materials that are aesthetically in line with the product design language and that meet all functional, performance and regulatory requirements.

Constructing our products from premium materials speaks to the quality, longevity and durability of our products, ensuring that they stand the test of time and look good while doing it.

Examples of invisible AT&T products are:
gateways/controllers, routers/hubs and motion sensors

Humanistic Behaviors Application Matrix

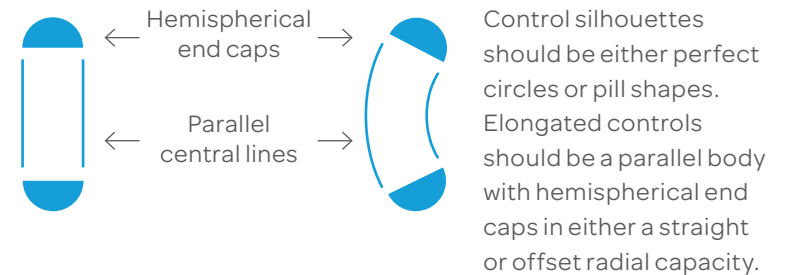
Humanistic behaviors are a family of interactions that scale across products. Use of the entire family is the best way to create a unique and holistic AT&T experience.

	Initiator	Halo Motion/Animation	Halo	Single LED	Color	Icon*	Sonic Tone	Speech*
Hello	User presence, gesture or touch		The halo grows from off to a full glow	Single LED grows from off to a full glow	AT&T Blue and AT&T Light Blue		Consult Man Made Music at 212.764.3800 for product-specific application.	"Hello" Greetes the user upon approaching the device
		Single LED: 						
Connect	Initiate connection with AT&T network		Two points on the halo grow to connect	Intermittent pulse to solid glow	AT&T Blue and AT&T Light Blue	Dependent on device		"Connecting" Tells the user the device is actively connecting and lets them know once it is connected
		Single LED: 						
Go	Initiate a process		Spinning halo connects when complete	Intermittent pulse to solid glow	AT&T Blue with a hint of AT&T Functional Green			"Processing" Lets the user know that the most recent command is processing
		Single LED: 						
Alert	Device senses something needs attention		Halo emits a double pulse, then dims on repeat	Single LED emits a double pulse, then dims on repeat	AT&T Blue with a hint of AT&T Functional Red			"Alert" Lets the user know that the device needs their attention
		Single LED: 						
Goodbye	No interaction, senses user has left the immediate area		The halo dims from full glow to off	Single LED dims from full glow to off	AT&T Blue and AT&T Light Blue			"Goodbye" Used as a parting phrase when the user is through interacting with the device
		Single LED: 						

*Refer to AT&T Guidelines for Iconography and Tone of Voice

Constructing Controls

Establishing consistent and effective principles for control panel layouts and interaction design reduces user frustration and enhances the perception of value, increasing user satisfaction. Controls come to life through intelligent backlighting, providing an intuitive and emotionally engaging experience.



CATO Guidance

Consistency in control layout is essential for intuitive use, enabling our products to be more accessible for those with disabilities. It is important to present keys and controls in a way that make it easy to distinguish between primary functions and secondary/tertiary controls.

Variations in size, shape and position differentiate initiators, modifiers and selectors from each other. A subtle raised guide on the “5” button aids those who are visually impaired with location, providing a point of reference. Concave and convex button shapes help indicate hierarchy and placement. Keys should be backlit for use in dark or poorly lit conditions. In combination, these nuances make AT&T products more accessible. *Please consult with your CATO representative to understand the needs of your specific product.*

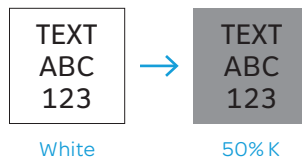
Description	Examples	Silhouette	Section View	Capacitive Or Physical Button
Initiator Initiators are controls which start or stop a process	<ul style="list-style-type: none"> – Power – Accept/decline – Home/away – Alert 			Physical
Modifier Modifiers are controls which make partial or minor changes to an already set state or ongoing process	<ul style="list-style-type: none"> – Volume – Channel – Directional pad 			Physical and/or capacitive
Selector Selectors are controls which set up a process	<ul style="list-style-type: none"> – Select – Numerical keypad – Menu – Guide – Playback 			Physical and/or capacitive

Text and Icon Labeling for Controls

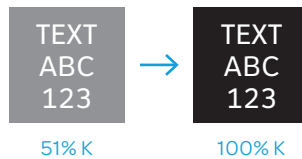
Consistency in the design of labels for controls is crucial for alignment with the product design language and to successfully meet accessibility requirements.

For text

Text should be AT&T Black on white or on grey backgrounds up to 50% black.

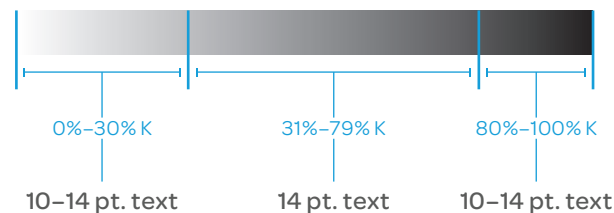


Text should be white on grey backgrounds that are 51%–100% black.



Text point size

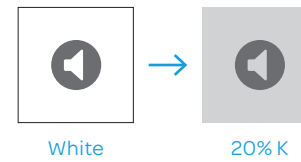
Size type as shown below.



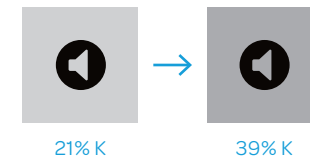
Text should be Clearview Bold, which can be found on Brand Center. Do not use italics.

For printed icons (not backlit)

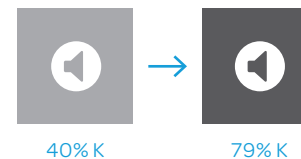
Icons should be AT&T Dark Grey on white or on grey backgrounds up to 20% black.



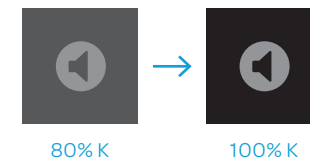
Icons should be AT&T Black on grey backgrounds that are 21%–39% black.



Icons should be white on grey backgrounds that are 40%–79% black.



Icons should be AT&T Light Grey on grey backgrounds that are 80%–100% black.

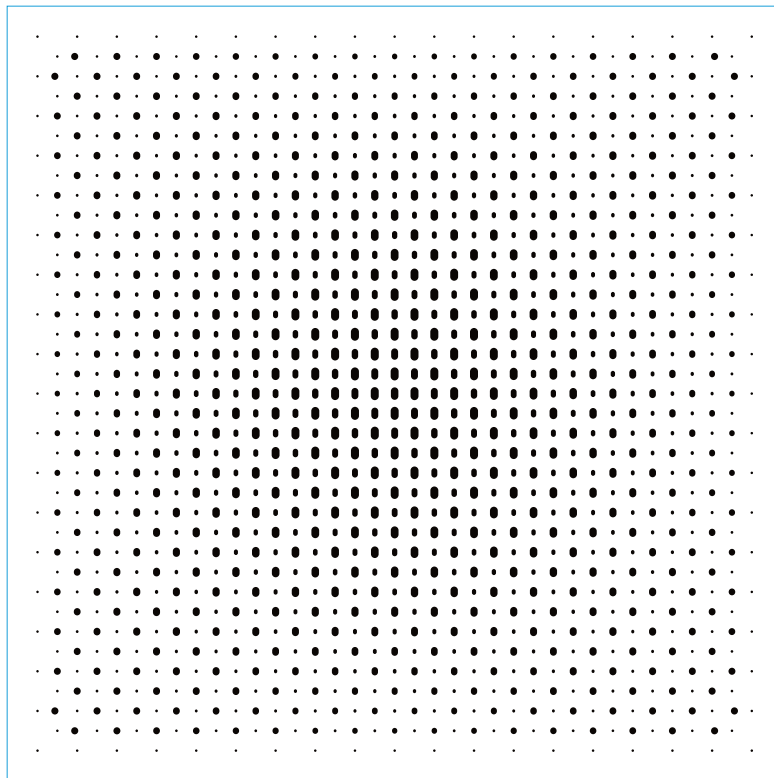


Use flat icons at .25" or larger. For details, refer to iconography guidelines on Brand Center.

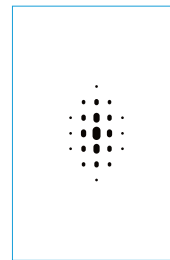
Audio Ports & Venting

The pattern for audio ports and venting is scalable to all product sizes and shapes. It is both geometric and organic, giving it a sense of order while remaining very human.

These ready-made patterns are provided as art and are available on Brand Center. To create custom patterns, please see the instructions on the following pages.



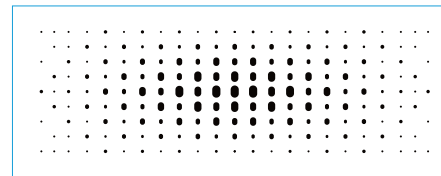
Large (Square)



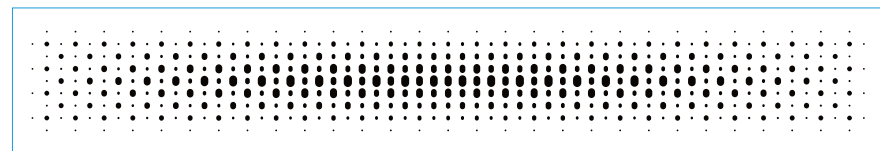
Iconic



The Iconic pattern is created as standalone art for maximum impact in small areas.



Medium (Oblong)



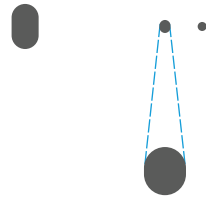
Long (Wraparound)

Constructing Audio Ports & Venting

Follow these instructions to create custom patterns for products of sizes and shapes.

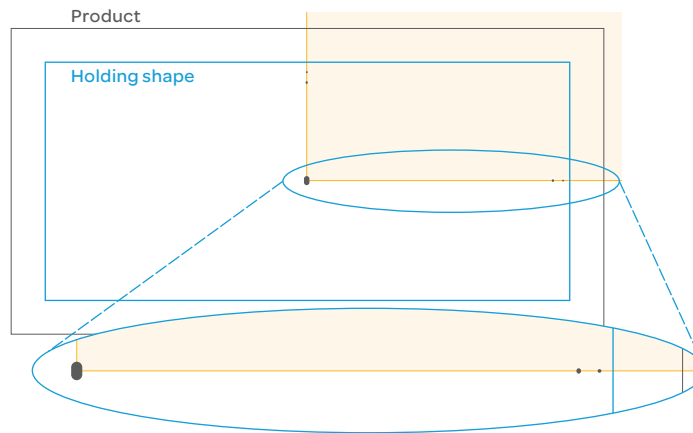
Step 1: Determine the center pill shape, the smallest pill shape and an external dot shape based upon the product needs. Preference is to lean towards the smallest hole sizes necessary.

The smallest pill shape should be as short and squat as possible while maintaining straight sides.

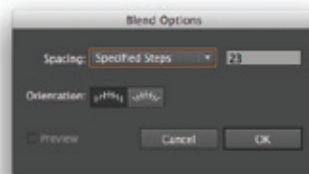


Step 2: Create a holding shape for the venting/audio pattern. The pattern will be created in quadrants and will start with the upper right.

Step 3: Center the large pill in the space allotted for the venting/audio pattern. Place the smallest pill shape and dot shape at the horizontal edge of the allotted pattern area.



Step 4: Go to **Object > Blend > Blend Options**. Set **Specified Steps** to evenly disperse the pill shapes. The number of steps will vary according to the size of the pattern and the size of the product. Select both pill shapes and go to **Object > Blend > Make** to make the blend.



Step 5: Once the blend is acceptable, go to **Object > Expand** to expand the blend. Ungroup the pills and dots.

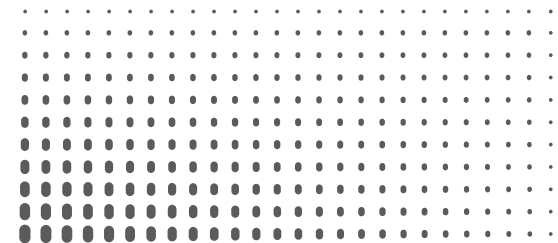


Step 6: Repeat **Steps 4 and 5** for the vertical axis. You may need to set **Object > Blend > Blend Options > Specified Steps** to fewer steps than on the horizontal axis as the pill shapes are longer vertically than horizontally.

A shows the placement of the pills and dot on the vertical axis, and B shows the vertical axis after the blend has been applied.

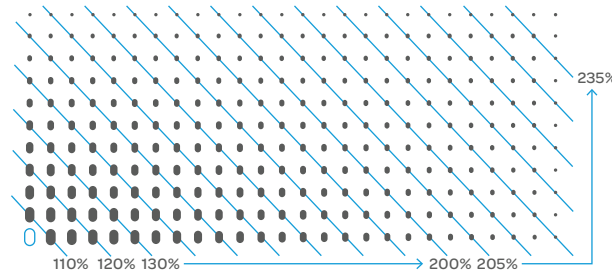


Step 7: Continue to create blends until all of the pill shapes have been connected along the vertical and horizontal axes.

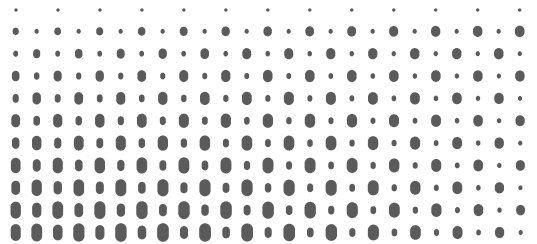


Constructing Audio Ports & Venting (continued)

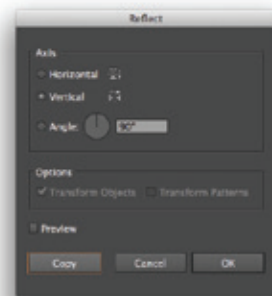
Step 8: Select every other diagonal row moving away from the center pill. For each row choose **Object > Transform > Transform Each** and increase the scale for each row in increments of 10 from 100%. The first would be 110%, the second 120%, the third row 130% and so on. For horizontal patterns, continue in increments of 5% after 200%. Continue until the last pill shape.



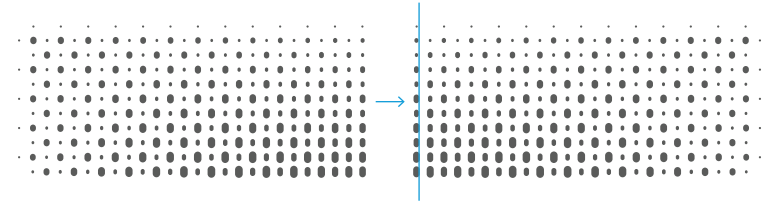
Step 9: Once the diagonal rows have been enlarged in increments as shown in **Step 8**, delete the dots along the outside that are enlarged, along with the dot in the top right corner. This creates a feathered edge effect.



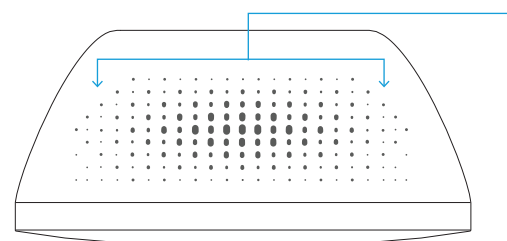
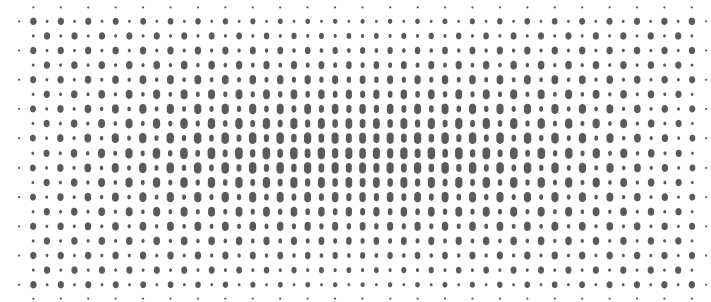
Step 10: The pattern has to be duplicated to create the other quadrants of the pattern. Select the upper right quadrant created in the previous steps and choose the **Reflect** tool. Select **Vertical** and **Copy** to create the upper left quadrant.



Step 11: Align the duplicated left top quadrant to the center pill. The two innermost vertical rows will overlap; delete the duplicate row.




Step 12: Select the new top half of the pattern created in **Step 11** and choose the **Reflect** tool. Select **Horizontal** and **Copy** to create the lower half of the pattern and align as shown in **Step 11** to create the final pattern (above).



Note: Patterns may be modified for use on products that don't have parallel edges. Select dots to be deleted so that the vent pattern better fills the product plane.

Badging Specifications: Types of Badging

The AT&T badging system is divided into primary, secondary and tertiary badging.

Primary badging		Primary badging consists of the AT&T Globe. <i>The only badging allowed on the sensory plane is the AT&T Globe.</i>
Secondary badging	<ul style="list-style-type: none">– Platform name/logo– Product name/logo– Ingredient brand or branded feature name/logo– Product number	For a product to be iconically simple, the sensory plane must remain free of secondary badging. All secondary badging must be placed on the back or sides of the product. See Secondary and Tertiary Badging and Text and Icon Labeling for Controls for more information.
Tertiary badging	<ul style="list-style-type: none">– Compliance	On the bottom or another panel which is not a primary viewing panel. See Text and Icon Labeling for Controls for more information.



Primary Badging: Badge Size and Clear Space

For appropriate size of the badge across all products, follow the badge size matrix below. Clear space and edge space will help to maintain the integrity of the badge.

Badge Size Matrix

Badges are available in two size variations. Keeping badge size options limited drives consistency and makes badging more simple.

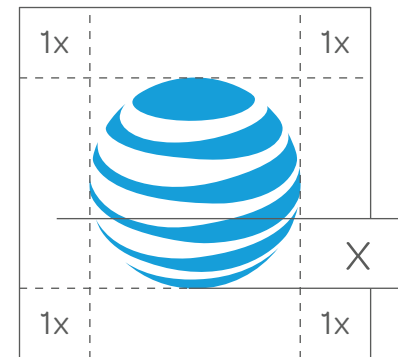
For products with at least one edge 120 mm or smaller, the badge should be 8 mm. For products with both edges larger than 120 mm, the badge should be 12 mm. Products larger than 300 mm are out of scope of the product design language.

Product size	Badge size (actual size)
Any edge 120 mm or smaller	 8 mm
Both edges 121 mm or larger	 12 mm

Clear Space

Appropriate clear space should be allotted for the AT&T badge. No other element should infringe into the area reserved for clear space. Similarly, keep the badge at least the clear space distance from the edge of a product.

Clear space



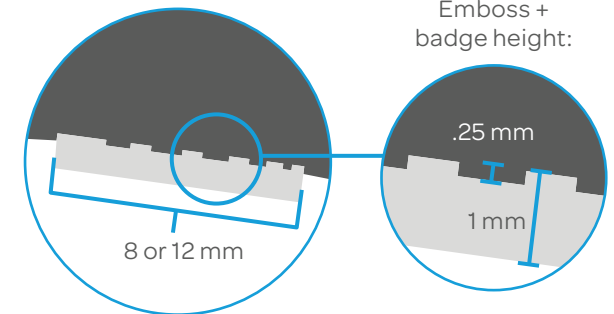
Proprietary & ODM Products: Signature Medallion

The AT&T signature medallion is reserved for use in proprietary products. All high touch products should use the signature medallion.

The base of the dimensional medallion is an aluminum embossed body (raised surface of the globe). A thin top layer of the aluminum is removed (diamond cut for precision) to create a bright metallic face and is then foil stamped in AT&T Blue.

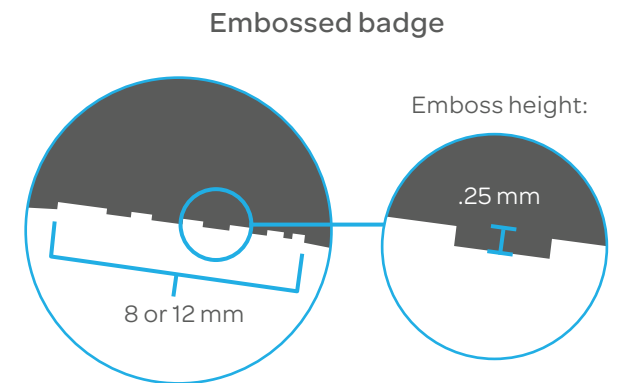
The signature medallion is nested in a molded pocket where the bright metallic face and sensory plane surface are tangent.

Signature medallion



Proprietary & ODM Products: Embossed Badge

The embossed badge is provided as a molded-in optional treatment for use on coordinated and invisible proprietary and ODM products, especially those products which are not highly visible to the consumer.



ODM Products: Embossed + Foil Badge

For ODM products, there is another badging option that is less expensive than the signature medallion and has more impact than the embossed logo. AT&T Blue may be applied in foil to the molded-in embossed badge on high touch, coordinated *and* invisible ODM products.

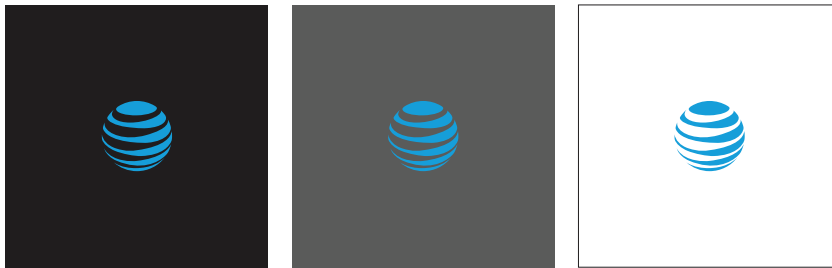


OEM Products: Badge Color, Material and Finish

For high touch products, badges are pad printed to differentiate from the badges in Proprietary and ODM products. For coordinated or invisible products, create embossed badges with no additional color.

High touch products

Product is AT&T Black, AT&T Dark Grey or White:
Badge is pad printed in AT&T Blue

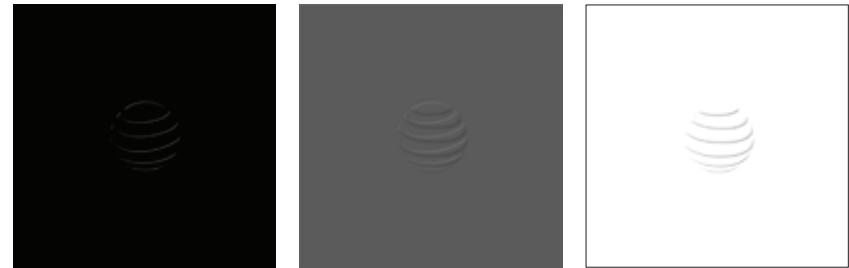


Product is *not* AT&T Black, AT&T Dark Grey or White:
Badge is pad printed in silver

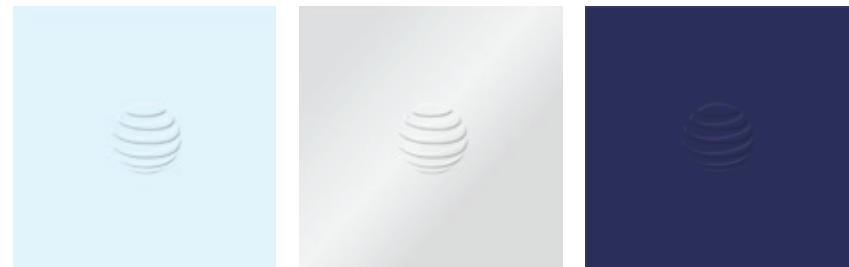


Coordinated or invisible products

Product is AT&T Black, AT&T Dark Grey or White:
Embossed badge



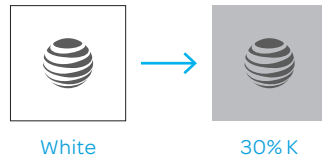
Product is *not* AT&T Black, AT&T Dark Grey or White:
Embossed badge



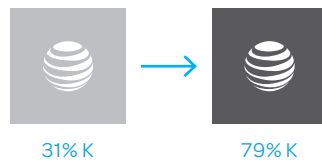
Dominant Partner Products: Badge Color, Material and Finish

For dominant partner logos in color

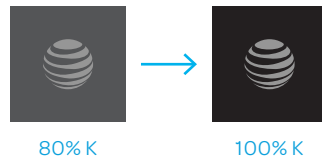
Badge should be AT&T Dark Grey on white or on grey backgrounds up to 30% black.



Badge should be white on grey backgrounds that are 31%–79% black.



Badge should be AT&T Light Grey on grey backgrounds that are 80%–100% black.



Badge should be white on all other background colors except where there is insufficient contrast. In those cases, use AT&T Dark Grey.



Print badges for dominant partner products with a double hit of color. Follow with clear coat.

Do a tone-on-tone emboss when the dominant partner logo is a tone-on-tone emboss.



Badge Placement on the Sensory Plane

Bi-axis symmetry is the signature element which drives placement of the badge on the sensory plane.

Preferred

Place the badge along the vertical axis in the lower ¼ of the product.



Option 1

When this is not possible, place the badge in the upper quarter.

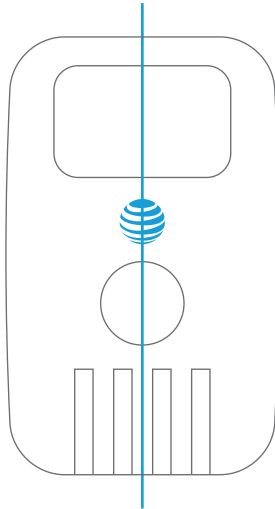


Option 2

When placement on the vertical axis is not possible, place the badge on the horizontal axis. Inset the badge left or right where it best fits visually. The badge should remain weighted toward the left or right of the product.

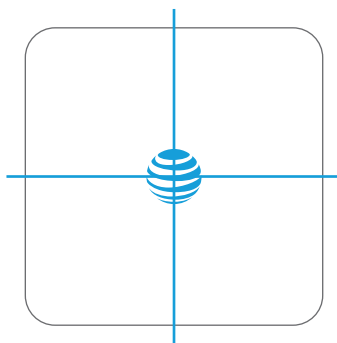
Badge Placement on the Sensory Plane

For some common considerations follow these guides.



Limited space

If space is limited on the sensory plane, the badge should be placed where space is available. It should remain on the vertical (or horizontal) axis. Always maintain clear space.



Squares

For a square plane with no other elements, center the badge.



Omni-directional products

When there are multiple visible planes, place primary badge on the most customer-focused panel.

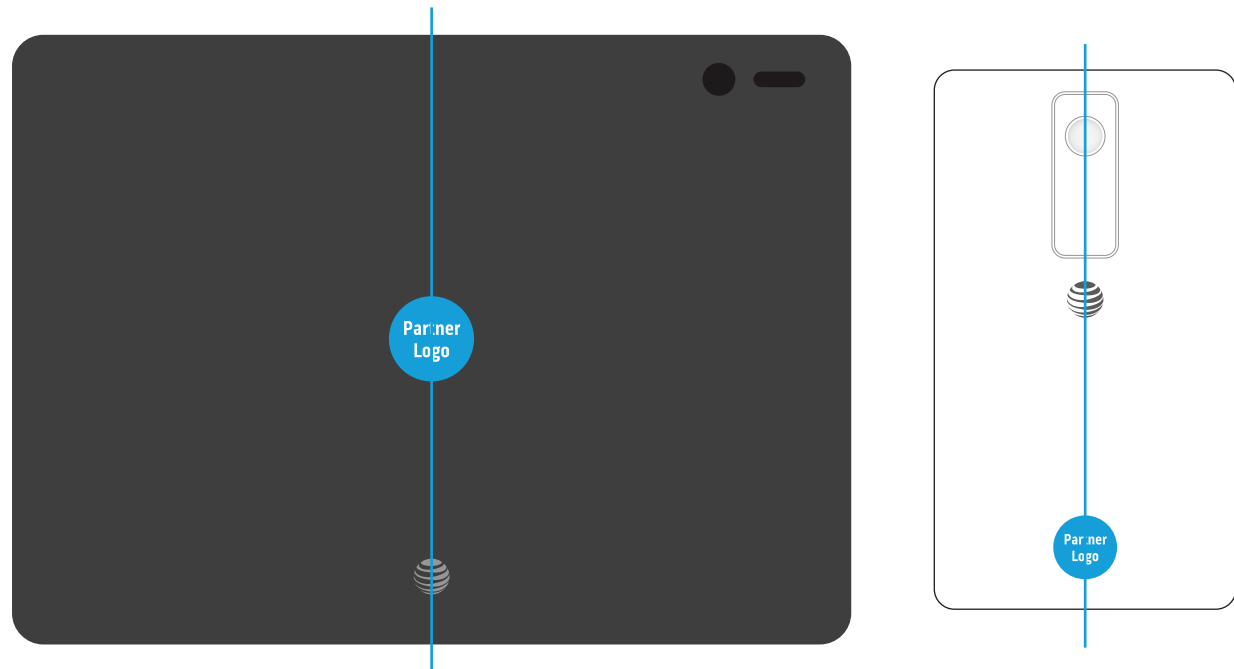
Badge Placement: Dominant Partner Products

Use the principle of bi-axis symmetry for badge placement on dominant partner products.

Preferred

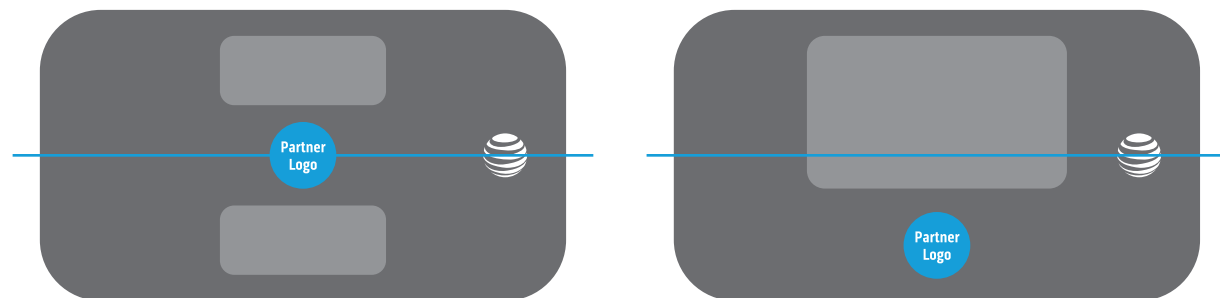
Place the badge along the vertical axis in the lower ¼ of the product.

If the lower quarter of the product is not available, place the badge along the vertical axis so that it balances the partner logo.



Option 1

When placement on the vertical axis is not possible, place the badge on the horizontal axis. If possible, align the badge so that it balances the partner logo.



Secondary and Tertiary Badging

To maintain the integrity and impact of the sensory plane, all other elements move to another visible plane (for omni-directional products), or to the sides or back of the product.

Types of secondary badging



Platform name or logo



Product name or logo



Ingredient brand or branded feature name or logo



Product number

For secondary badging logos

Badge should be AT&T Dark Grey on white or on grey backgrounds up to 20% black.



Badge should be AT&T Black on grey backgrounds that are 21%–39% black.



Badge should be white on grey backgrounds that are 40%–79% black.



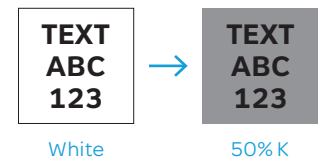
Badge should be AT&T Light Grey on grey backgrounds that are 80%–100% black.



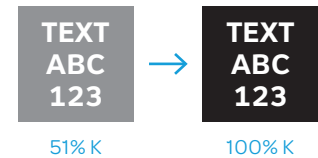
The smallest dimension of any badge should be .25" or larger.

For text (secondary & tertiary branding)

Text should be AT&T Black on white or on grey backgrounds up to 50% black.

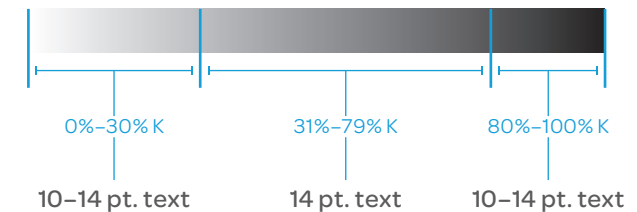


Text should be white on grey backgrounds that are 51%–100% black.



Text point size

Size type as shown below.



Text should be Clearview Bold, which can be found on Brand Center. For product identification codes, use all caps. Do not use italics.

Accessibility Compliance Chart

Universal design is critical to millions of older Americans and those with disabilities who depend on communications for full participation in today's society.

Universal design is consistent with our commitment to diversity and corporate social responsibility and helps AT&T introduce new and innovative high tech products and services. Actively involving and listening to diverse

groups of customers throughout the design process helps products and services incorporate features that meet customer needs and comply with the requirements of the Americans with Disabilities Act.

	Requirement	Description	Example
Cognitive Accessibility	Operation for users with cognitive disabilities	Controls and ports that follow industry standards minimize the cognitive skills needed for use	<ul style="list-style-type: none"> – The arrangement of keys and letter assignment for the device's keypad shall be in accordance with ITU-T E.161 – For volume control, pressing up on the rocker control increases volume and pressing down decreases volume – DVR controls are grouped together, with Play, Fast Forward, and Skip on the right, Stop, Rewind, and Replay on the left, and Pause in the middle
Visual Accessibility	Operation for blind users	At least one mode is operable without vision	<ul style="list-style-type: none"> – A setting is available that enables audible and/or tactile feedback when controls are activated – There is tactile identification of controls, like raised nubs or icons
	Operation for partially sighted users	At least one mode is operable by users with a visual acuity between 20/70 and 20/200 without relying on an audio output	A contrast ratio of 9:1 used for all text and pictograms shown on the device. All text is set to 10 pt. type or larger
	Operation for users with color vision deficiency	At least one mode where operable with little or no color perception	Color and other visual attributes are never the only visual means of conveying information, indicating an action, prompting a response, or distinguishing a visual element
	Flash thresholds	Visual flashes/flicker fall within the general flash and red flash thresholds	A blink rate of 2 Hz is used for the warning light. For further information click here. http://trace.wisc.edu/peat/photosensitive.php

Chart continues on the following page.

Accessibility Compliance Chart *(continued)*

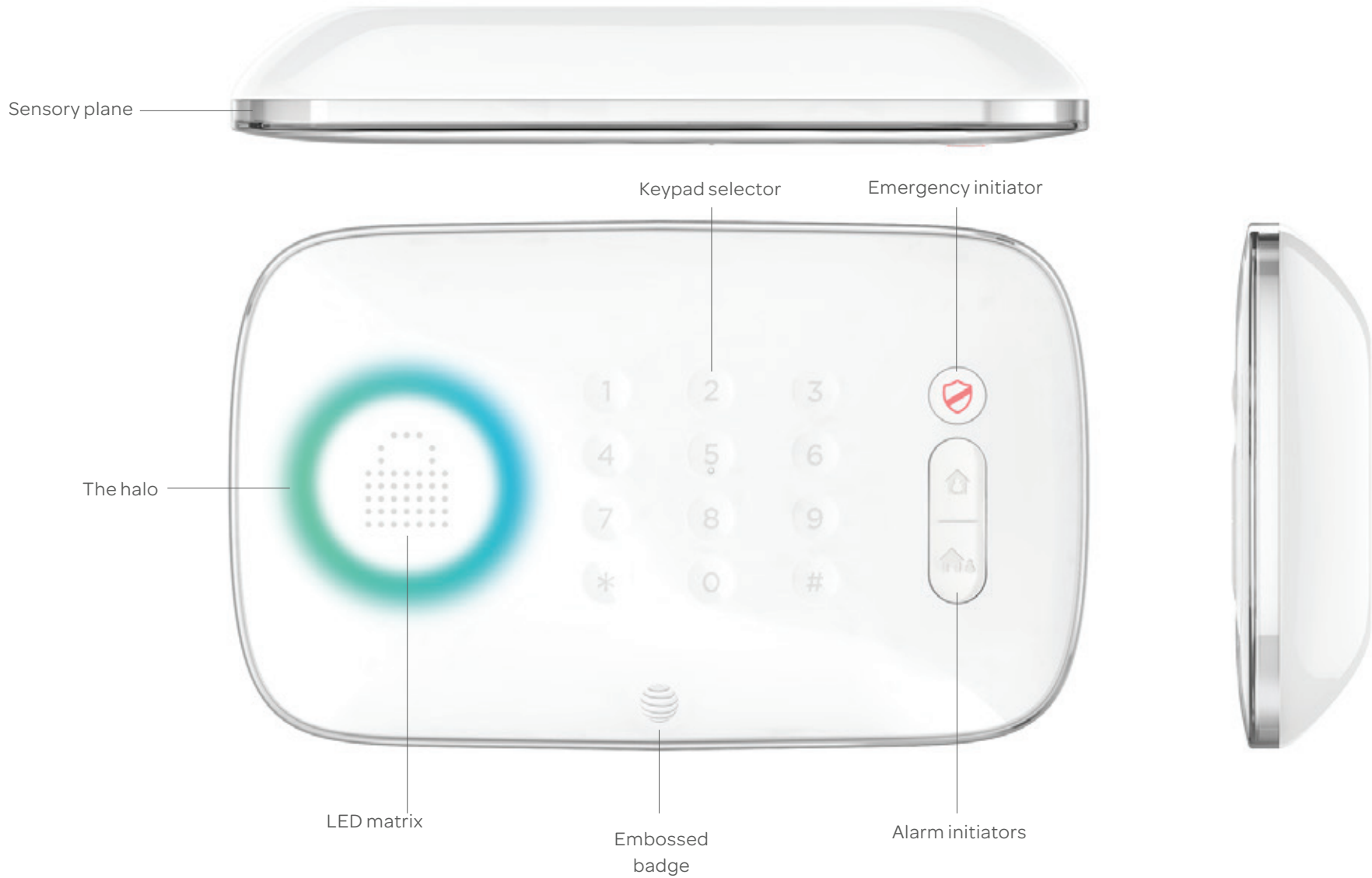
	Requirement	Description	Example
Audible Accessibility	Operable for deaf users	At least one mode is operable without hearing	Notification beeps and alarms are accompanied by a flashing LED indicator light
	Operable for hard-of-hearing customers	At least one mode where operable by users that are hard-of-hearing	For transmitted voice signals, telecommunications products provide a gain adjustable up to a minimum of 20 dB. For incremental volume control, at least one intermediate step of 12 dB of gain is provided
	Audio connector compatibility	If audio output is delivered through an external speaker, the product must be compatible with industry standard connectors for headphones and personal listening devices	For the headset jack, a 3.5 mm. connector is used
	Audio connector interference	If audio output is delivered through an external speaker, the product must minimize interference with hearing technologies	Interference is below thresholds established in ANSI/TIA-1083
	Telecoil coupling	If a product delivers output by an audio transducer, which is normally held up to the ear, the product must have an effective means for telecoil coupling	The device is developed in accordance with the applicable ANSI HAC standards
Tactile Accessibility	Operable for users without fine dexterity	At least one mode does not require fine dexterity or simultaneous actions by the user	In addition to a 10-second hold for a factory reset, the Reset button also recognizes a patterned sequence of button presses, followed by a confirmation
	Operable for users with limited reach/strength	At least one mode is operable when the user has limited reach and strength	All controls are visible and reachable from a seated position in front of the kiosk.
	Prosthetic device operation	At least one mode is operable with a stylus, stick or other prosthetic device	The volume control uses a flat-faced, rocker switch that allows easy adjustment by a stylus
Multi-Sensorial Accessibility	Third-party solutions	If a third-party solution is required to achieve product or service accessibility and usability, the product must be compatible with common existing solutions at a nominal cost	At the time of purchase of the TV service, the user is given the option to choose a remote control with larger, easier to see buttons at no additional charge, in lieu of the standard remote control

The chart is intended to provide guidance. Please consult your CATO representative for product specific applications.

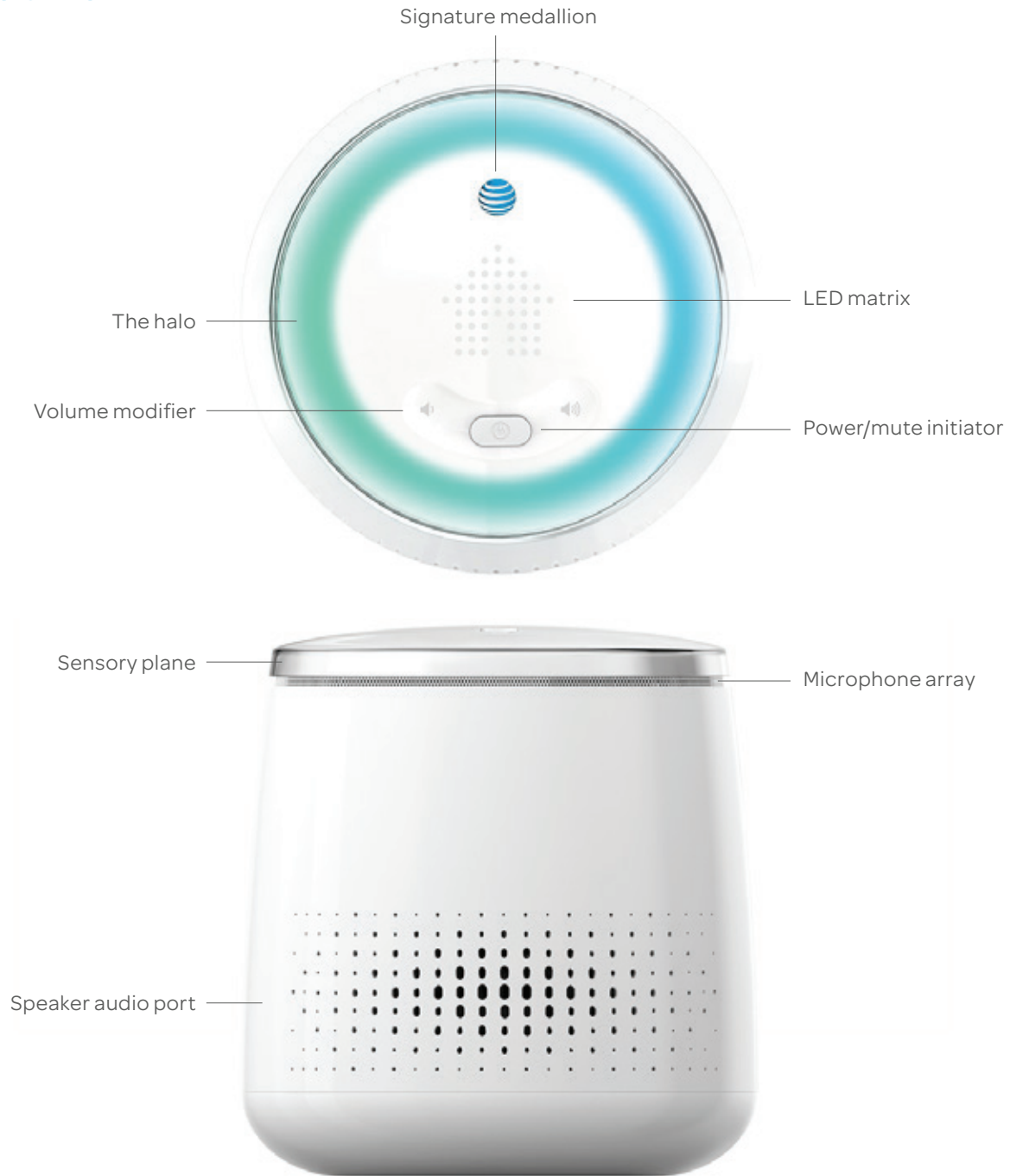
Part 3

The AT&T Product Design Language Product Reference Set

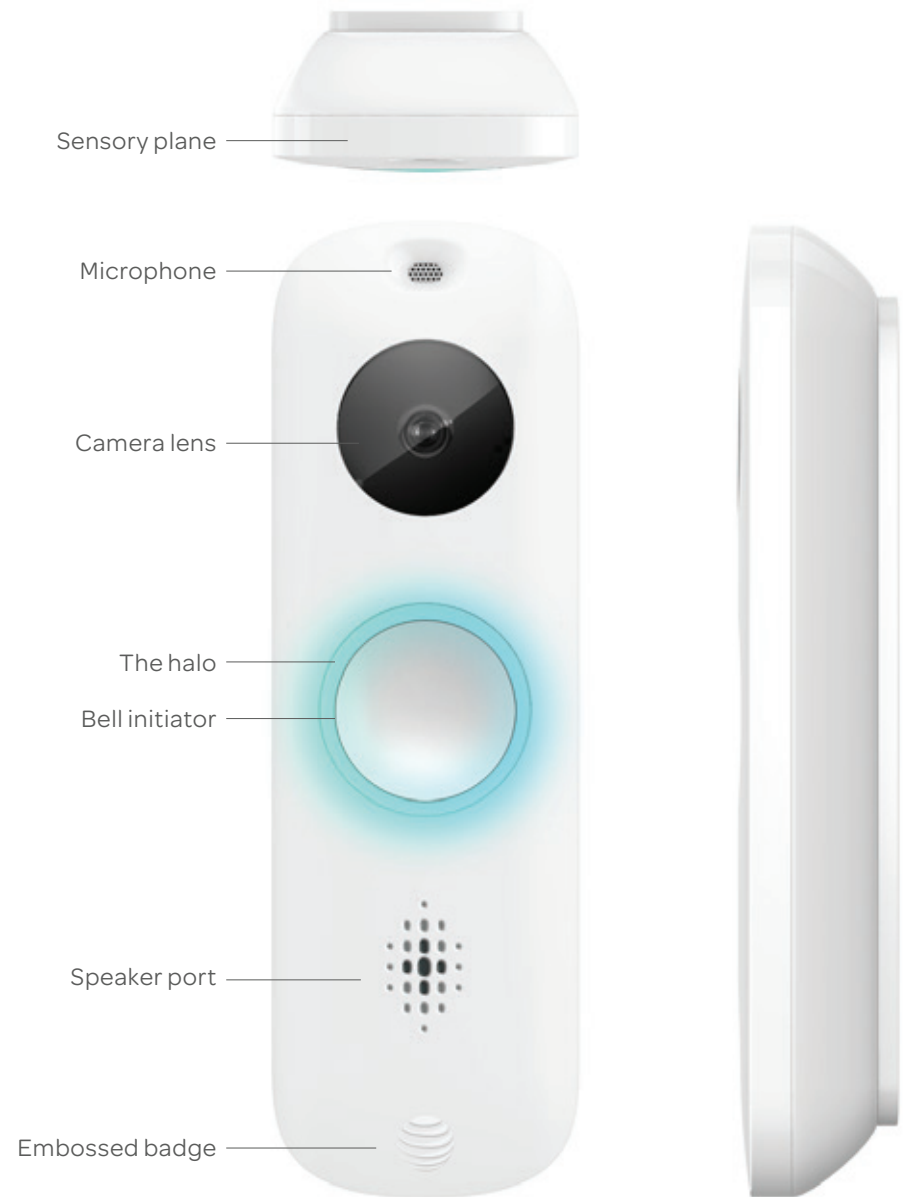
Keypad



Bluetooth Speaker



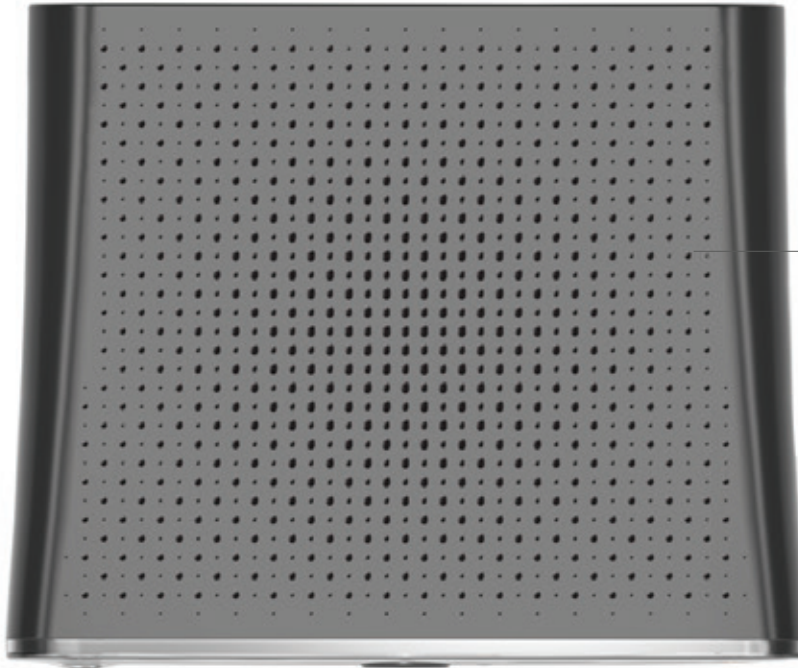
Doorbell Camera



Receiver



Ports



Venting

Sensory plane



The halo

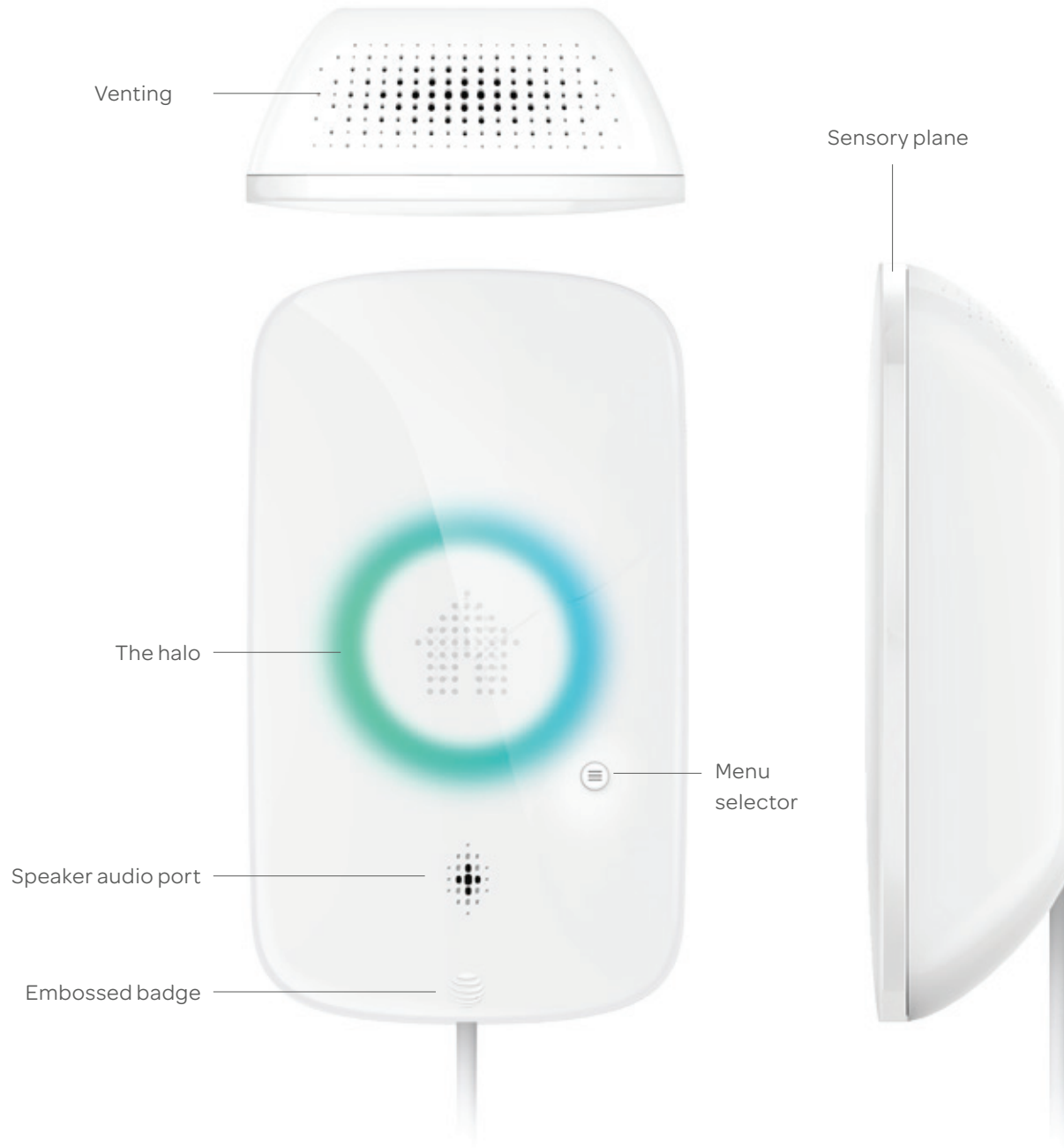
Power initiator

Directional keypad

Menu selector

Emboss + foil badge





Motion Sensor



Hotspot



Family



Thank you

