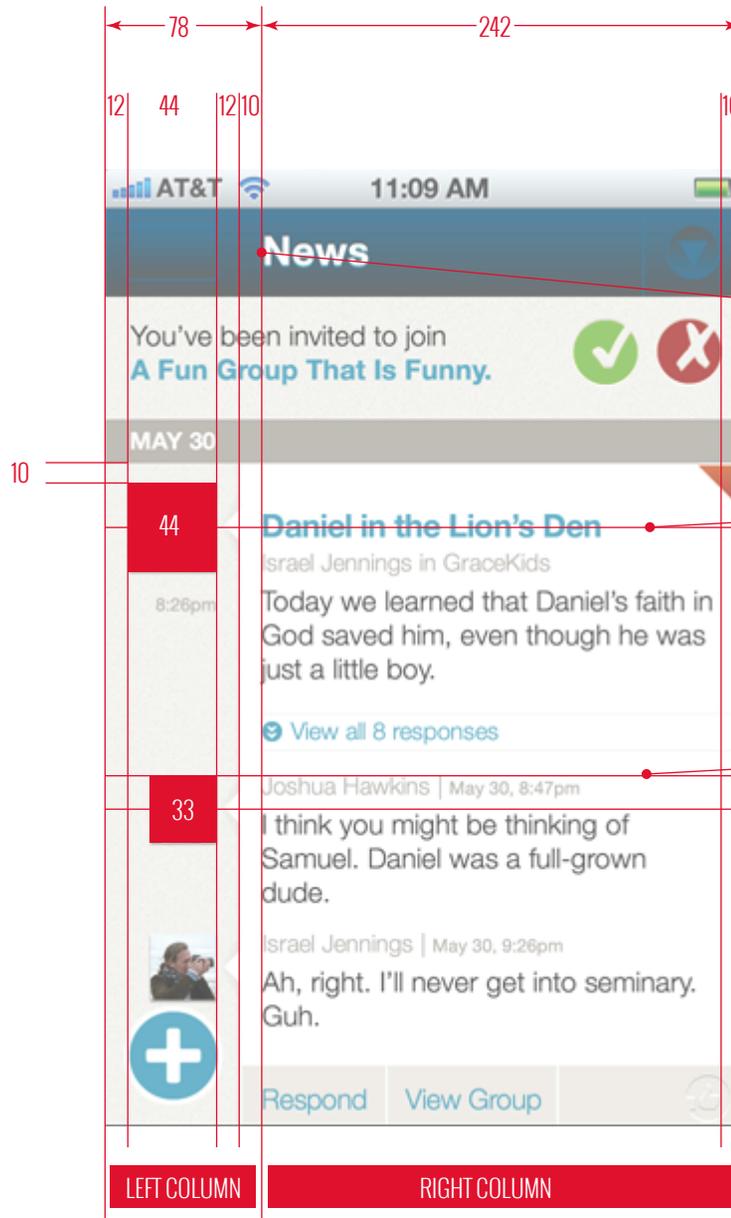


Anatomy of The City iOS app



Basic Layout

all dimensions are regular (not retina) size

On title bar, the title text should align on the left rather than its default center alignment.

Post titles are vertically centered through the content background pointer with the vertical center of the originator's avatar.

Subsequent posts align the top of the byline (author/date/time) with the top of the responder avatar. The content background pointer still aligns with the avatar's vertical center.

The left column/right column layout is pervasive in The City app. Note that even though subdivisions change a little, the app is consistently divided into these two columns.

Basic Content Feed Block

The iOS app uses one typeface, in two weights: Helvetica Neue, Light and Bold. The only exception is the Status Message and its replies, which use Georgia Italic.

Weights, sizes and colors:

Post title: Helvetica Neue Bold (HNB), 16pt, link_blue, letterspacing -20

Author Name: Helvetica Neue Light (HNL), 12pt, gray_4

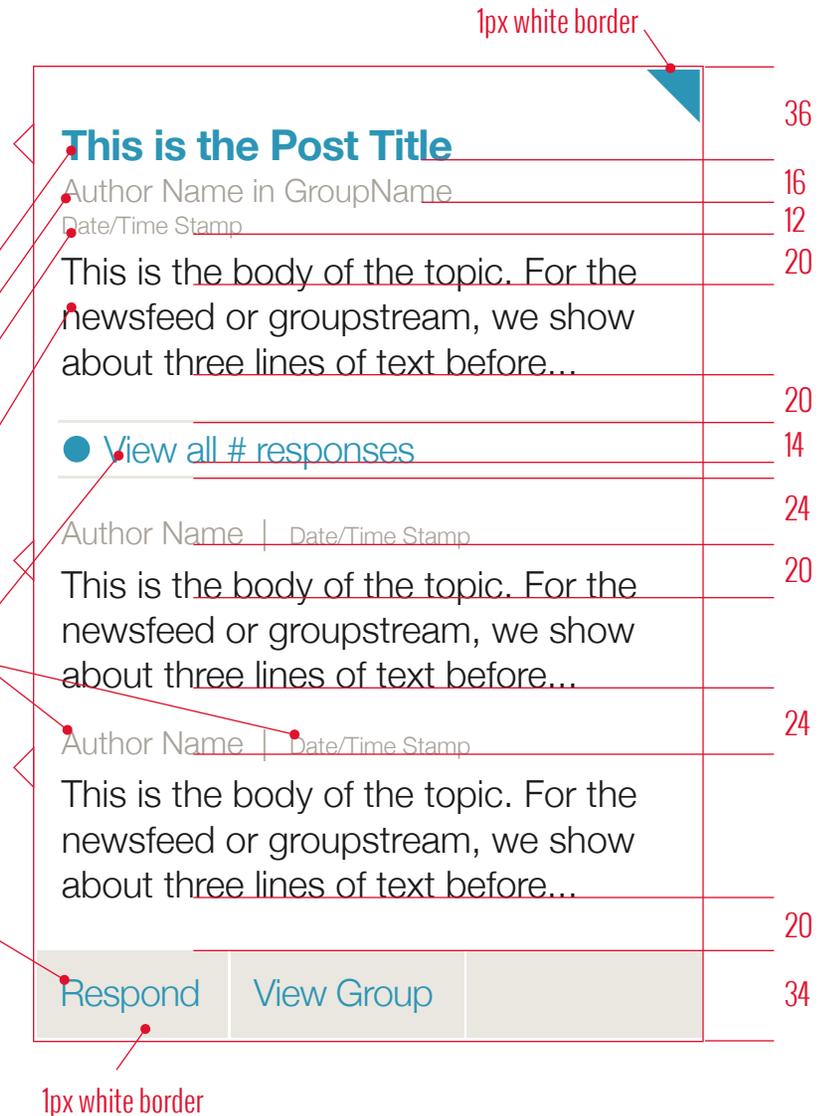
Date/Time Stamp: HNL, 9pt, gray_4

Body Text: HNL, 14pt/17pt spacing, gray_10

View all # responses: HNL, 14pt, link_blue, letterspacing -20

Respond/View Group: HNL, 14pt, link_blue, letterspacing -20

SUPER IMPORTANT: The spacing dimension associates with the **lower** element, not the upper one. IE the **AuthorName | date/time stamp line** always has 24px of space ABOVE it, not necessarily 20 px of space below it.



Background Assembly

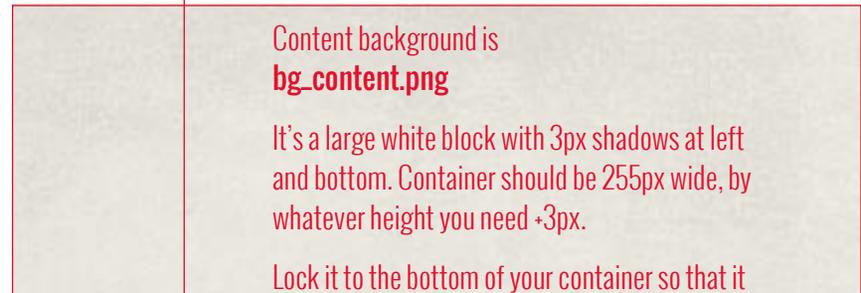
The overall background is **bg_light.jpg**

The upper blue squares are **bg_avatar_large.png** and **bg_avatar_small.png**

These are sized to the same dimensions as the large and small avatars you'll use in content views. They sit behind them to provide the drop shadows. If you see any blue, your alignment is off. Note that there's 2px of space between these images and the left side of the screen.

The lower blue square is **bg_avatar_profile.png**

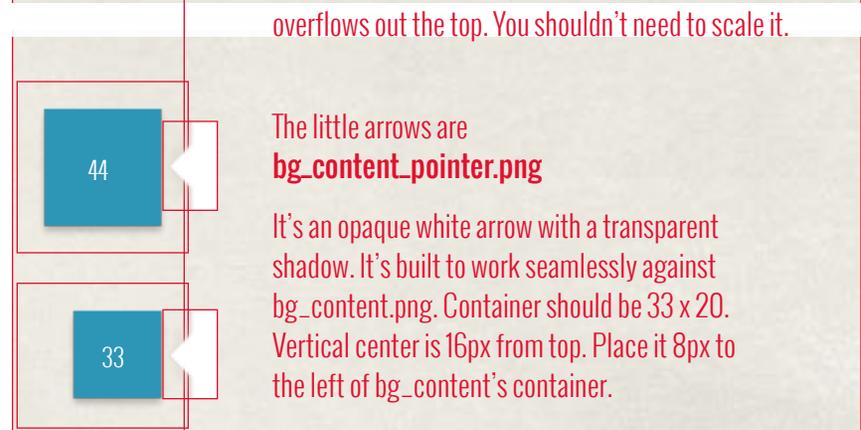
It's the same thing, but for the profile screens. It hugs the left side of the screen. There's no white content background on profile screens.



Content background is **bg_content.png**

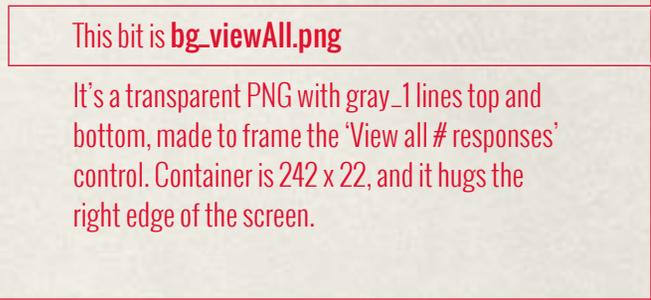
It's a large white block with 3px shadows at left and bottom. Container should be 255px wide, by whatever height you need +3px.

Lock it to the bottom of your container so that it overflows out the top. You shouldn't need to scale it.



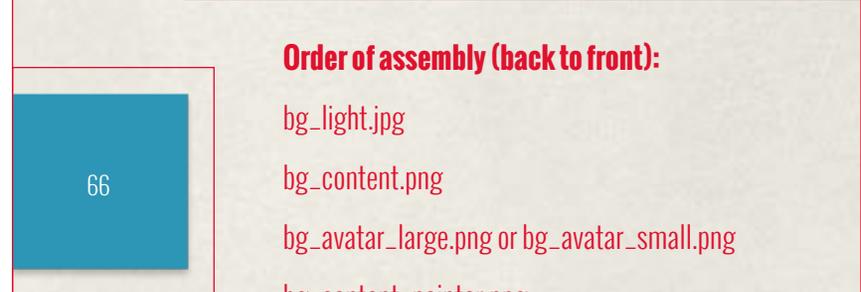
The little arrows are **bg_content_pointer.png**

It's an opaque white arrow with a transparent shadow. It's built to work seamlessly against **bg_content.png**. Container should be 33 x 20. Vertical center is 16px from top. Place it 8px to the left of **bg_content**'s container.



This bit is **bg_viewAll.png**

It's a transparent PNG with gray_1 lines top and bottom, made to frame the 'View all # responses' control. Container is 242 x 22, and it hugs the right edge of the screen.



Order of assembly (back to front):

- bg_light.jpg
- bg_content.png
- bg_avatar_large.png or bg_avatar_small.png
- bg_content_pointer.png
- bg_viewAll.png



Content Feed Block

The content feed block is made up of several horizontal pieces that may or may not be present in each content type (and in each individual post). They show up in this order:

Start content background

Post block:

1. Post title
2. Author Name / Group Name
3. Date/Time Stamp (note: this is a change from comps)
4. Event Date, Event Time (two lines)
5. Event recurrence info
6. Body block
7. View all # responses

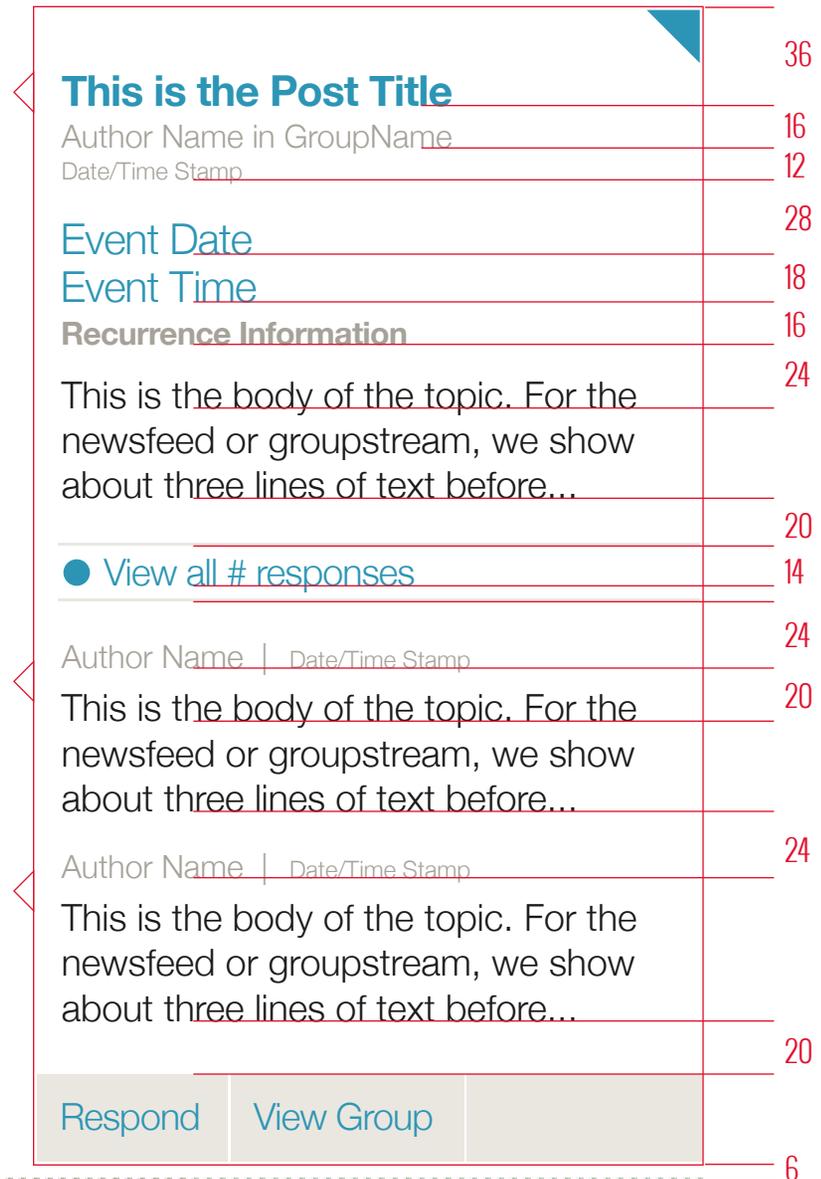
Response block (for the last two responses)

1. Author Name | Date/Time Stamp
2. Body block

Respond/View Group button bar

End content background

divider.png



Content Detail Block

The content detail block is made up of several horizontal pieces that may or may not be present in each content type (and in each individual post). They show up in this order:

Start content background

Post block:

1. Post title & Author avatar
2. Author Name | Date/Time Stamp
3. Special Indicators (up to two lines): Priority, Men-only, etc.
4. Event Date, Event Time (two lines)
5. Event recurrence info
6. Body block
7. Address block
8. Item table (for Events or Needs)
9. Roles table (for Events)
10. Responses (for all but Events)

End content background

divider.png

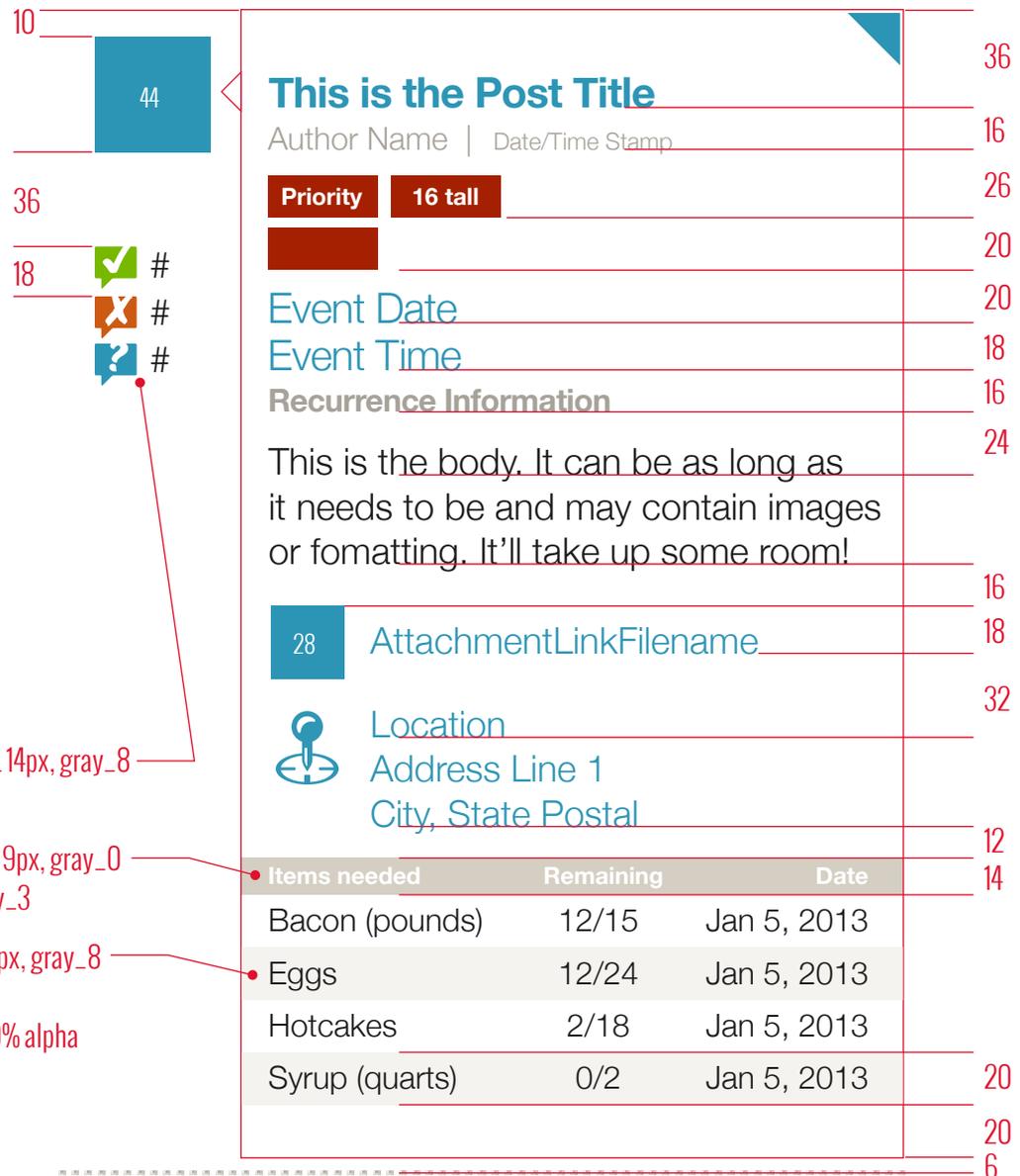
Event RSVP block*

Event Responses*

Event count: HNL 14px, gray_8
spacing: 18px

List header: HNB 9px, gray_0
background: gray_3

List item: HNL 12px, gray_8
spacing: 20px
stripe: gray_1, 50% alpha



* Because of the interaction pattern for events, the RSVP and responses are separated. That forces a separation between the event post block and the event responses, too.

Menus & Lists

Menus and lists work in the same way: each list item is 44px high, and may be grouped with section headers. Dark version is used for menus and submenus; light version is used for in-app selectable lists (for post and message recipients, primarily).

All text on menus or lists is HNL 20px, letterspacing -20.

Dark version:

All text is gray_0. Divider lines are gray_8.

Church Name line (at top): gray_9

This entry gets a disclosure arrow if user is in multiple Cities.

Regular entries: gray_7

Active selection: selected_dark

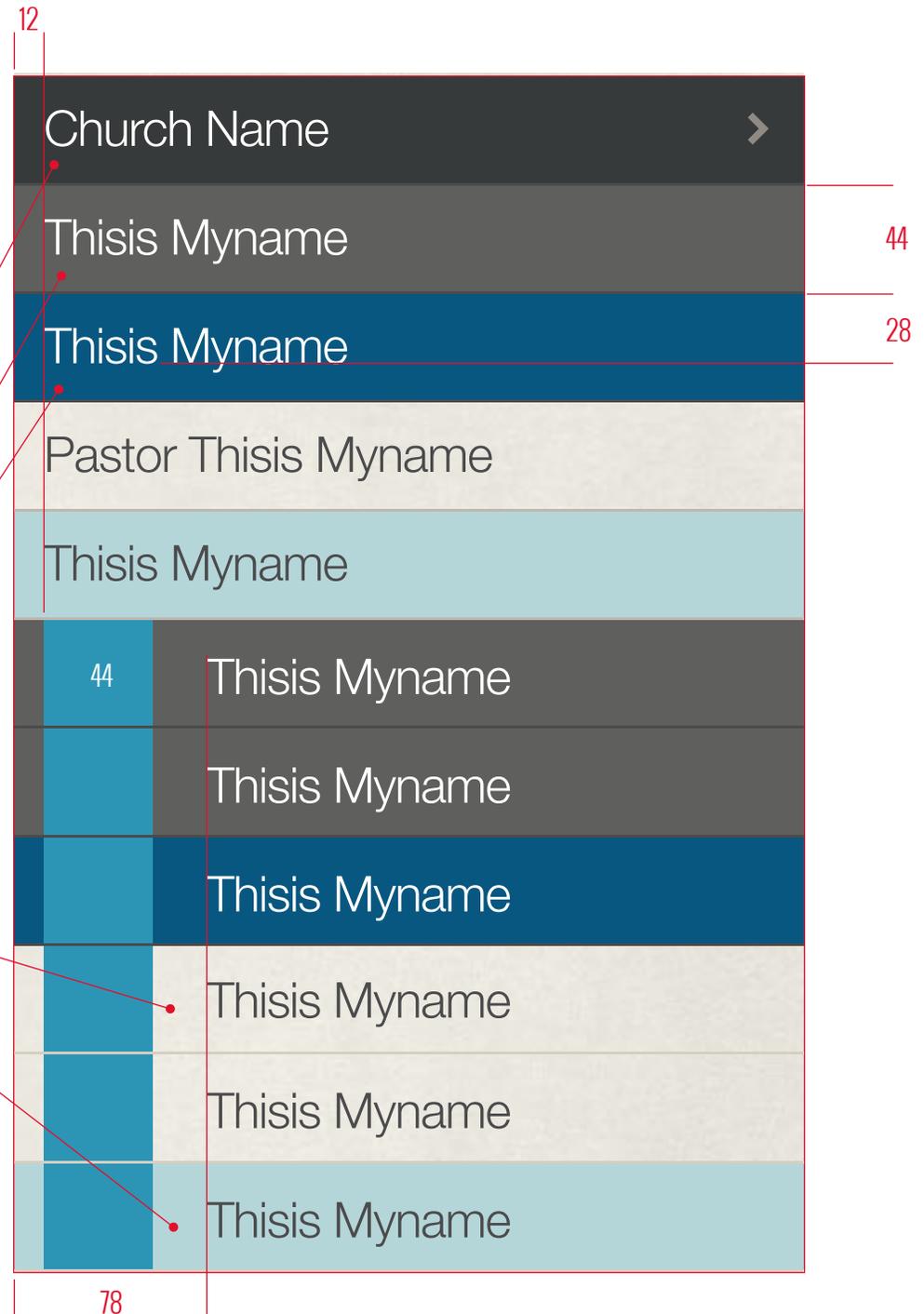
Light version:

All text is gray_8. Divider lines are gray_3.

All line items are bg_light.jpg

Active selection: selected_light

NOTE: when the list is of users (group members, friends, etc), use the small avatar (44px) and push the text over to the right column.



Color Palette

gray_0 255,255,255	gray_1 234,231,225	gray_2 213,206,194	gray_3 191,185,175	gray_4 167,162,154	gray_5 142,139,133	gray_6, 118,117,113	gray_7 95,95,93	gray_8 74,75,75	gray_9 56,58,59
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link_blue 44,149,181	selected_dark 8,87,128	selected_light 181,214,217
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green 119,184,0	green_dark 56,133,0	orange 205,90,19	orange_dark 165,32,1
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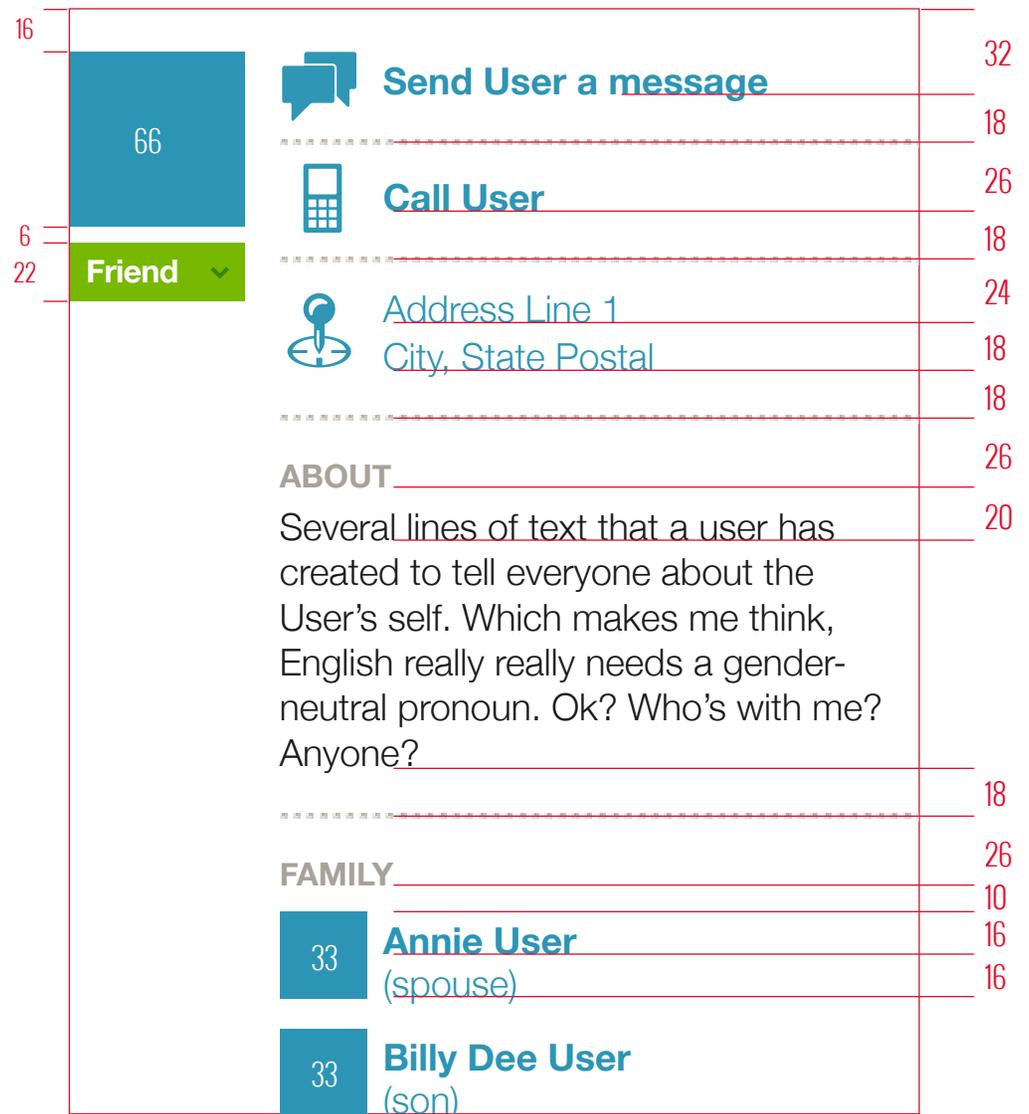
Profile Screens

Because profiles rely heavily on user-generated or group-generated content, they must be built in a way that allows (expects) zero-state components - so the whole right column is built to collapse down.

Whether the profile is for a user or for a group, the content structure is the same:

NOTE: there is no content background (so the bg_light.jpg spans the entire screen).

1. Message option (Send User a message | Ask to join group)
2. Phone option (User profile only)
3. Address block
4. About block
5. Family | Leaders block



Various & Sundry Bits

The title bar:

title_bar.png
(it's translucent!)

button_back.png
DON'T allow stretching
beyond 58px wide. truncate
the text instead.

button.png

button_menu.png



Hey, look:

Rather than the default centered view, the title should align to the left side of the title bar. **This may take some work**, but I know you're up for it.