

Cinemall


In-Player User Interface Styleguide

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Mockups



Cinemall 

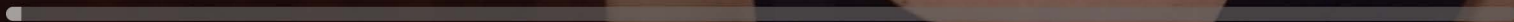


univision





Cinemark





Cinemall 

options



SCENE 1



AQUAZZURA

Suede Pumps \$695

0:12:36



AQUAZZURA

Suede Sandals \$819

0:12:36



CHLOE

Shoulder Bag \$1890

0:12:36



UNIVISION





options



SCENE 1

**AQUAZZURA**

Suede Pumps \$695

0:12:36

**AQUAZZURA**

Suede Sandals \$819

0:12:36

**CHLOE**

Shoulder Bag \$1890

0:12:36

**CHLOÉ**

Hudson mini whipstitched suede shoulder bag

\$1890

qty

1



color

black/gold



size

mini

**Add to Bag**

Chloé's mini 'Hudson' bag is a compact take on one of the brand's most sought-after styles. Inspired by classic saddle designs, this black butter-soft suede piece is punctuated with polished gold hardware and a playful tassel. We especially like the label's signature knot on the adjustable strap.

- Black suede (Calf)



options



SCENE 1



AQUAZZURA

Suede Pumps \$695

0:12:36



AQUAZZURA

Suede Sandals \$819

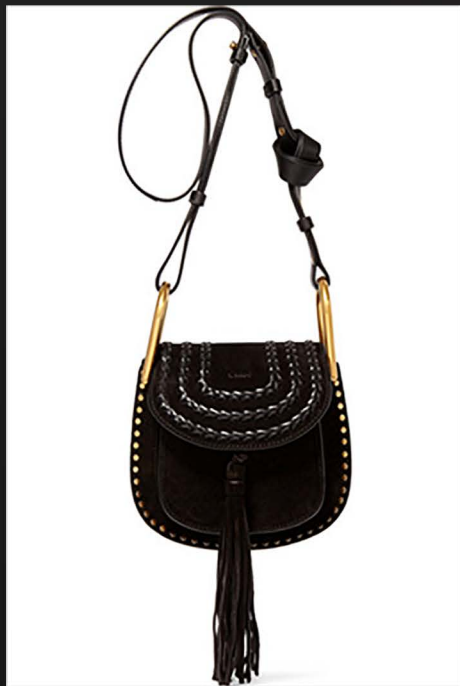
0:12:36



CHLOE

Shoulder Bag \$1890

0:12:36



CHLOÉ

Hudson mini whipstitched suede shoulder bag

\$1890

qty

1



color

black/gold



size

mini



Added to Bag!

Chloé's mini 'Hudson' bag is a compact take on one of the brand's most sought-after styles. Inspired by classic saddle designs, this black butter-soft suede piece is punctuated with polished gold hardware and a playful tassel. We especially like the label's signature knot on the adjustable strap.

- Black suede (Calf)



YOUR CART 1 item



CHLOÉ

Hudson mini whipstitched suede
shoulder bag

qty 1


\$1890

[remove this item](#)

Total **\$1890**

[Checkout Now](#)



 only show items from scenes
I've views

search



AQUAZZURA
Suede Pumps \$695
0:12:36



AQUAZZURA
Suede Sandals \$819
0:12:36



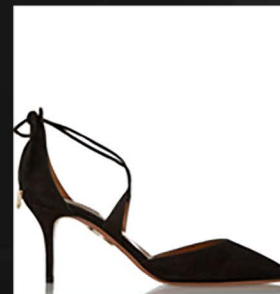
CHLOE
Suede Bag \$1890
0:12:36



PARKER
Clover Necklace \$53
0:11:20



AQUAZZURA
Suede Pumps \$695
0:11:20



Sizing & Layout Behaviors

Sizing for Platform & Device

This UI Styleguide may be applied to various screen dimensions and resolutions. The first version of the UI has been developed as web-based with responsive behavior, and a basic description of these behaviors follows.

The web-based responsive version has a 72 dpi, the units presented in this document are for that context. For platforms and devices with different resolutions, the font sizes and widths which are not fluid must be recalculated, with the goal of maintaining the size ratio hierarchy.

As example, here are calculations for the width of the sidemenu:

72 dpi:	173px
Small devices:	N/A
720p:	173px
1080p / 2k:	260px
UltraHD / 4k:	519px
SuperHV / 8k:	1038px

Responsive Behaviors

Side Menu




The side menu expands from the logo element positioned in the upper lefthand corner of the player when controls are displayed as a result of user interaction.



On devices which are too small for the side menu to be legible, this feature is disabled and the user navigates directly to the full-screen browse/search/filter mode.

Responsive Behaviors

Item Listing Layout




CHLOÉ
Hudson mini whipstitched suede shoulder bag
\$1890

qty

Add to Bag

Chloé's mini 'Hudson' bag is a compact take on one of the brand's most sought-after styles. Inspired by classic saddle designs, this black butter-soft suede piece is punctuated with polished gold hardware and a playful tassel. We especially like the label's signature knot on the adjustable strap.



CHLOÉ
Hudson mini whipstitched suede shoulder bag
\$1890

qty

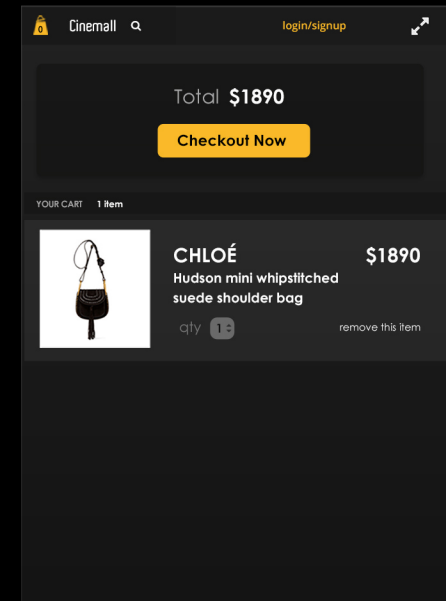
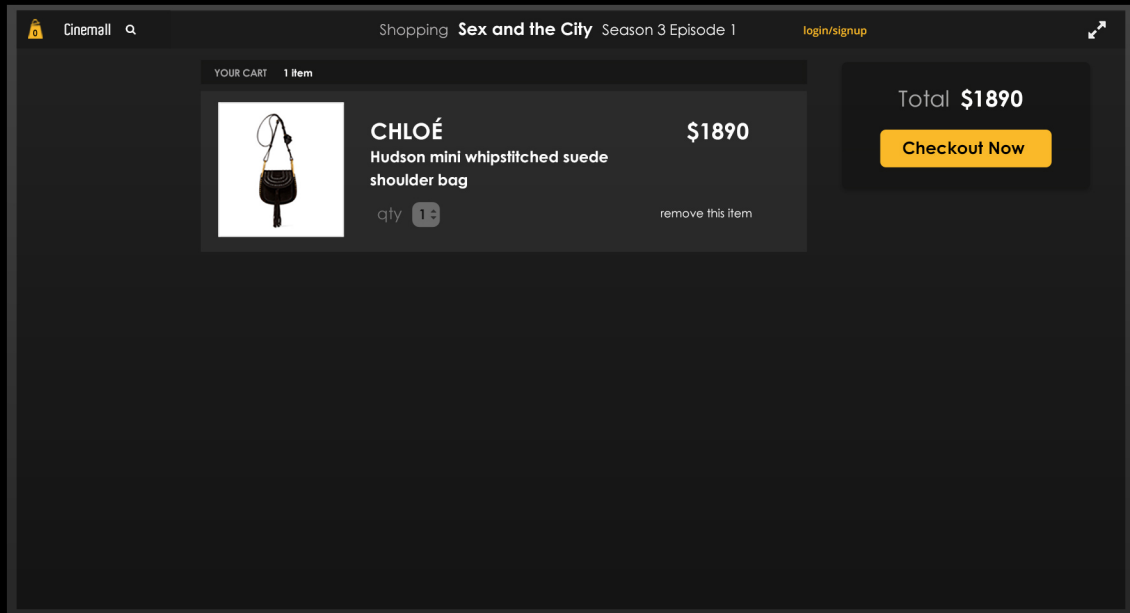
Add to Bag

Chloé's mini 'Hudson' bag is a compact take on one of the brand's most sought-after styles. Inspired by classic saddle designs, this black butter-soft suede piece is punctuated with polished gold hardware and a playful tassel. We especially like the label's

On larger devices the item listing layout sits next to the side menu with the above layout. On devices where there is no side menu feature, the layout essentially the same, but text elements within adapt with fluid behaviors, and the image size scales down, size assessed on a case-by-case basis per device and platform..

Responsive Behaviors

Cart Layout



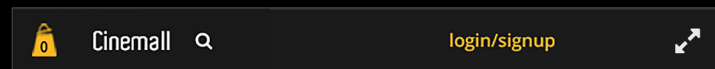
On larger devices the cart layout displays the total and main CTA off to the right in a fixed position. On small devices, text elements within adapt with fluid behaviors, and the total and CTA appear at the top inline (not fixed), scrolling with cart contents.

Responsive Behaviors

Full Header Bar



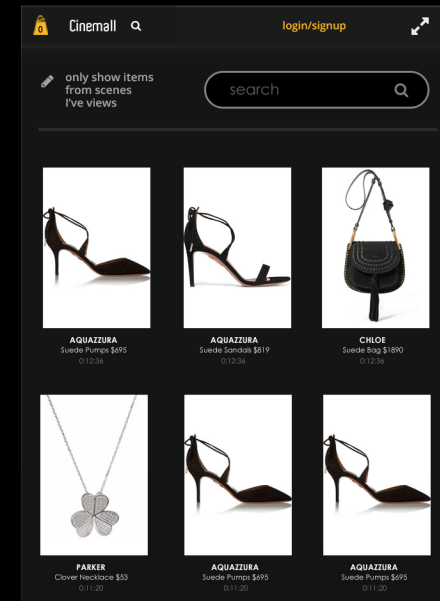
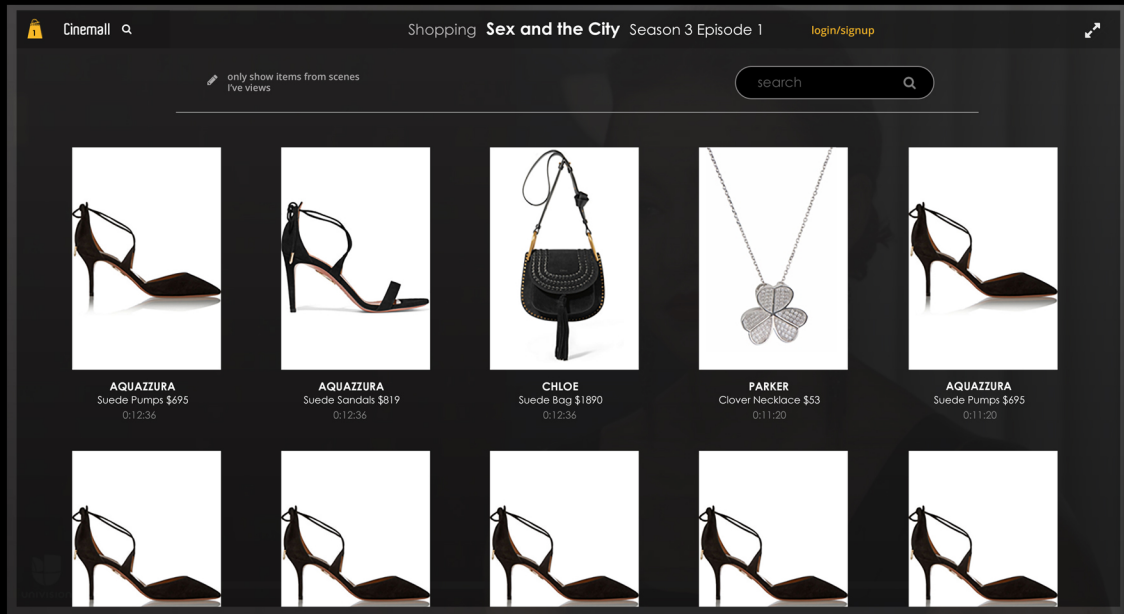
On larger devices the full header bar displays the video name, up to a defined number of characters, with an ellipsis when there is overflow.



On smaller devices where there is not room, the title of the video is not displayed.

Responsive Behaviors

Browse/Search/Filter Layout



The search layout content flows responsively. Resizing of filter elements and images may be assessed on a case-by-case basis per device and platform.

UI Elements Index

Top-Level Navigation Elements



Bag Icon & Count
navigates to cart

login / signup

Text Links
opens login/signup overlay

Cinemall ▾

Menu Expansion Control
expands/collapses side menu

SEARCH & FILTER ▶

Side Menu Search Link
navigates to search view

Cinemall 🔍

Search Link
navigates to search view



Full Screen Collapse Control

Filter Controls

options



Side Menu Options Icon



only show items from
scenes I've views

Side Menu Cue Time Control



show items in all scenes

search



Search Field

Side Menu Item



-- Resting State

CHLOE
Shoulder Bag \$1890
0:12:36



-- Select State

CHLOE
Shoulder Bag \$1890
0:12:36

Item Attribute Controls

qty

1

size

mini

color

black/gold

Action Buttons

Add to Bag

-- Resting State

Added to Bag!

-- Select State

Checkout Now



only show items from scenes
I've views

Search View Cue Time Control
Locked State

only show items from scenes
I've views

-- Edit-enabled State

only show items from scenes
I've views

show items from all scenes

Branding

Cinemall

The logotype appears in font Aldo Free Semi-bold

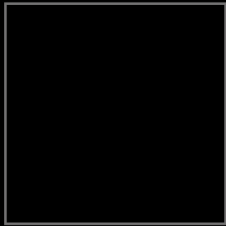
Aldo is a san serif font with sleek and sophisticated lines with modern appeal. Use of this font sets the brand identity presence apart from default san serif fonts used for other text that appears throughout the interface.



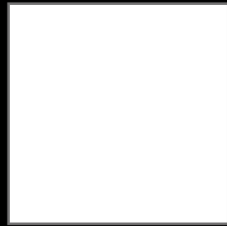
In all cases of use, do not crowd the logotype closely with other elements. Leave adequate padding as indicated above, allowing the brand presence to be recognized. Where there is an icon to the right indicating an associated action, it can sit in proximity to indicate the action which results from interaction with the logotype. There are two types of menu access actions from two different contexts within the experience: 1) expand the sidemenu in collapsed view or listing view, and, 2) navigate to the search/browse menu of all items in the expanded view.

Color

Core Palette



Black & Dark Grays
at various opacities
Backgrounds



Pure White
Text & Accents



Bright Gold
#f5b526
Key Navigation
Elements



Muted Bronze
/ Champagne
#ccbe8f
Select States



Lighter Grays
Accents & Text

Current standard practices for major players place video on a dark background—friendly to the viewing experience. And overlays for additional content are typically dark with strong contrast and very intentional use of color for navigation elements. This UI follows suit creating an experience which feels integrated with player standards. Degrees of color and weights are used to create a visual hierarchy with graduated prominence that guides the eye through the elements in an effective manner and provide visual cues to create confidence in user expectations.

Uses of Gold

for key navigation elements



Bright Gold
#f5b526

As the brightest color in the palette, it sits most prominently in the visual hierarchy and emphasizes the importance of the elements where it appears, also reinforced by minimal use. The following are elements with this color applied, serving as visual cue to primary or central actions in the experience. Use of gold should be limited to these central action elements.

Uses of Gold

Shopping Bag



The Shopping Bag is styled as a prominent navigation element as gold with cutout black text, displaying the cart item count and serving as the interface element used to navigate to the cart. This element is persistently visible in the upper left of all views, firmly establishing progress of the shopping experience as top priority and making access to the checkout flow easy.

Uses of Gold

Login/ Signup Link

login / signup

The login/signup link displayed on the top bar in expanded view is a primary action needed to complete the checkout process, and is a primary action is placed high in the visual hierarchy.

username ▼

Once logged in, this element's text changes to the username with a dropdown caret, indicating availability of a menu for any account-related options which may be accessed from within the player shopping experience i.e. maintenance of password, payment and address.

Uses of Gold

Add to Bag Button



Add to Bag

The “Add to Bag” primary action button sits under the controls for product variation selection available on an item listing. This button’s label is shown in white text for visual association with the adjacent descriptive text. Interaction with this button will add the selected quantity to the cart, resulting in an update to the item count displayed on the bag. Upon selection, the button will change to a select state temporarily, then return to this resting state to indicate an additional item can be added.

Uses of Gold

Checkout Now Button



Checkout Now

The “Checkout Now” primary action button lives on the cart view. This button label is shown as black cutout text for visual cohesiveness with interface background to indicate it’s a critical action. Interaction with this button will initiate the checkout flow.

Uses of Bronze

for select states



Muted Bronze
/ Champagne
#ccbe8f

As the only muted metallic color in the palette, it holds the position in the visual hierarchy that's secondary to the gold elements, and signifies a change in state resulting from an interaction. The following are elements with this color applied, serving as a visual cue validating success of an action. Use of this color should be limited to this purpose.

Uses of Bronze

Add to Bag Button Select State

A gold button with rounded corners and a subtle shadow, containing the text "Added to Bag!" in a bold, black, sans-serif font.

Upon interaction with the “Add to Bag” button, its state will change temporarily to this select state to indicate the action is successful. The state of the button will then return to the gold resting state to indicate an additional variation of this item could be added to the cart.

Uses of Bronze

Side Menu Select State



CHLOE

Shoulder Bag \$1890

0:12:36

Upon interaction with an item in the side menu, the full view listing for that item will display, and the selected image in the side menu will receive an outline in this muted bronze color to indicate the select state, providing a visual cue as an anchoring orientation to which item in the menu is selected.

Fonts

General-Use Font Choice

Embedded Font Choice
Century Gothic

Embedded Font Alternative
Open Sans

Alternate CSS Option

"Gill Sans", "Gill Sans MT", "Myriad Pro", "DejaVu Sans Condensed", Helvetica, Arial, sans-serif

Where embedding a font is an option, Century Gothic is a strong font choice for general text. This font family is available for purchase as webfont and/or for general use on myfonts.com.

All general text is styled as pure white unless otherwise specified.

Font Sizes for 72 dpi

9px

SIDE MENU SCENE # LABEL

10px



side menu options label

Side Menu Listing Item Name \$695

side menu cue time 0:12:36

11px

b SIDE MENU BRANDNAME

b YOUR CART LABEL

b cart item #

12px

sb login/signup

13px

remove this item

16px



17px

n/b Shopping Video Title

b Listing Item Name

Listing description text

18px

item attribute selection label

b

Checkout Now

25px

b

LISTING BRANDNAME

b

LISTING AMOUNT \$1890

b

Add to Bag

Cart Total Label

CART TOTAL \$1890

Font Guidelines

Menu Items



CHLOE

Shoulder Bag \$1890

0:12:36

The brandname appears in all caps and bold.

Item name & price in regular case and weight, slightly smaller in size.

Cue time text is same size as item name, but in gray #989696.

Text should be kept tightly tucked under its image in all instances.

Lines wrap when characters exceed width of image by more than a minor overhang.

Font Guidelines

Listing Text



CHLOÉ

Hudson mini whipstitched suede shoulder bag

\$1890

qty

Add to Bag

Chloé's mini 'Hudson' bag is a compact take on one of the brand's most sought-after styles. Inspired by classic saddle designs, this black butter-soft suede piece is punctuated with polished gold hardware and a playful tassel. We especially like the label's signature knot on the adjustable strap.

The brandname & price appear in all caps and bold.

Item name in regular case bolded, slightly smaller in size.

Description in regular case and weight, same size as item name.

Line height and padding ratios to emulate mockup as closely as possible.

Lines wrap where characters exceed allotted width in fluid behaviors.

Font Guidelines

Cart Heading & Item Text

YOUR CART **1 item**

The label appear in all caps and bolded gray #a4a3a3.

Item count in pure white regular case bolded.



CHLOÉ

**Hudson mini whipstitched suede
shoulder bag**

qty **1**

\$1890

remove this item

The brandname & price appear in all caps and bold.

Item name in regular case bolded, slightly smaller in size.

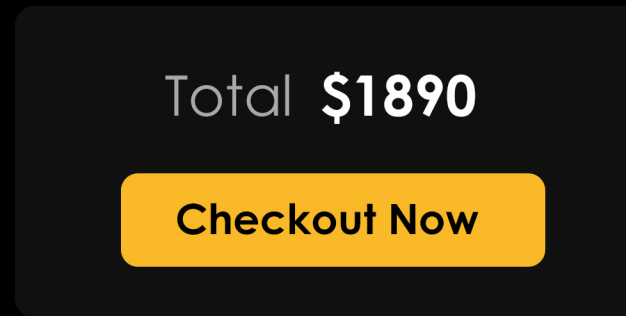
Remove Item element in lowercase and regular weight, smaller in size.

Line height and padding ratios to emulate mockup as closely as possible.

Lines wrap where characters exceed allotted width in fluid behaviors.

Font Guidelines

Cart Total Text



The label appears in regular weight gray #a9a9a9.

The total amount in pure white bolded.

Line height and padding ratios to emulate mockup as closely as possible.

Spacing

Spacing

Side Menu Items



Side Menu Item images and text are center-aligned within the item container.

Spacing


Browse Menu Items



Browse Menu Item images and text are center-aligned within the item container.

Spacing

Item Listing



63px

70px

CHLOÉ

Hudson mini whipstitched suede shoulder bag

\$1890

24px

qty

24px

70px

Add to Bag

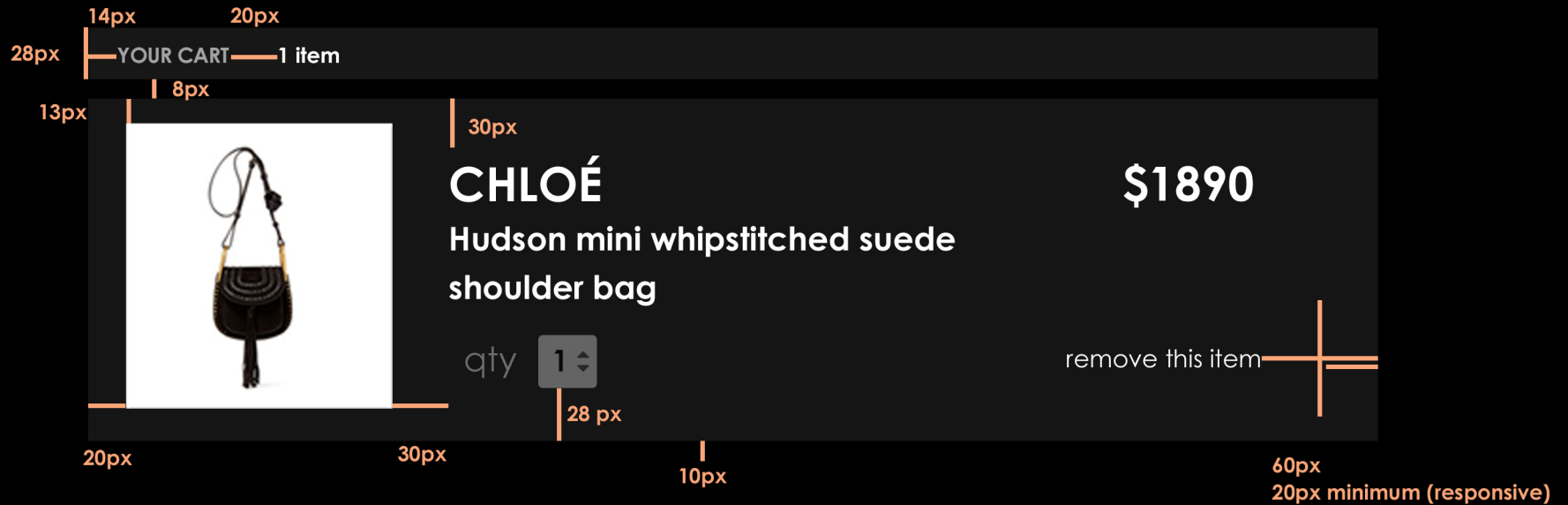
42px

Chloé's mini 'Hudson' bag is a compact take on one of the brand's most sought-after styles. Inspired by classic saddle designs, this black butter-soft suede piece is punctuated with polished gold hardware and a playful tassel. We especially like the label's signature knot on the adjustable strap.

The measurements noted above reflect set margins. Although in responsive contexts, the width of the text may change, the number of lines of text may change, and the size of the image may change, these margins remain persistent within the 72 dpi context.

Spacing

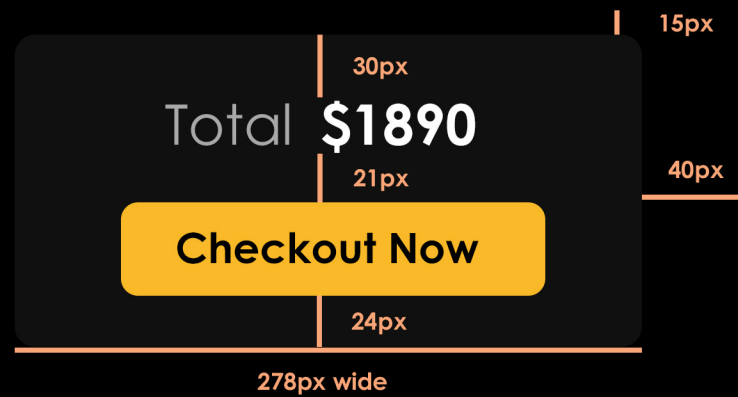
Cart Items



The brandname & item name lines may wrap where required, and as a result, the height of the item container would expand.

Spacing

Cart Total



Elements are center-aligned within the container

Images

Images

Basic Specs



LISTING IMAGE

72 dpi / 720p: 376X563px

Search var.: 168x251px

72 dpi responsive: TBD

1080p / 2k: 414x620px

UltraHD/4K: 828x1240px

SuperHV/8k : 1656x2480px



SIDE MENU & CART THUMB

72 dpi / 720p: 116x116px

72 dpi responsive: TBD

1080p / 2k: 173x173Ppx

UltraHD/4K: 346x346px

SuperHV/8k: 692x692px