



Style Guide for Store & Product details Page
IOS App iPhone & iPad

Color Palette

Primary Color



R 224 G 117 B 33
#F17421



R 52 G 173 B 201
#726d68



R 60 G 54 B 50
#3B3532



R 81 G 76 B 75
#504B4A



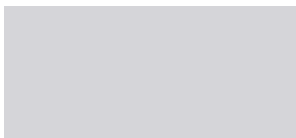
R 120 G 114 B 110
#77716E



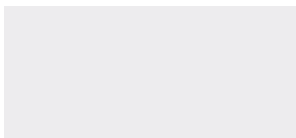
R 153 G 149 B 146
#989491



R 180 G 174 B 170
#B3ADA9



R 216 G 211 B 210
#D7D2D2



R 239 G 236 B 234
#EEEEBE9



R 204 G 90 B 33
#CB5920



R 178 G 81 B 27
#B1501B



R 239 G 161 B 127
#EBA07F



R 47 G 159 B 178
#2D9EB0

Secondary Color



R 0 G 85 B 160
#15569C



R 98 G 178 B 70
#61B045



R 180 G 201 B 53
#B3C934



R 250 G 183 B 62
#F5B63D



R 183 G 28 B 59
#B6163B



R 137 G 103 B 172
#8866A7

Fonts & Typography

Gatham Narrow fonts in the app

Screen Title
Sub Page Header

Gotham Narrow Medium, 20pt #FFFFFF; Align Center

Gotham Narrow book, 15pt #504B4A

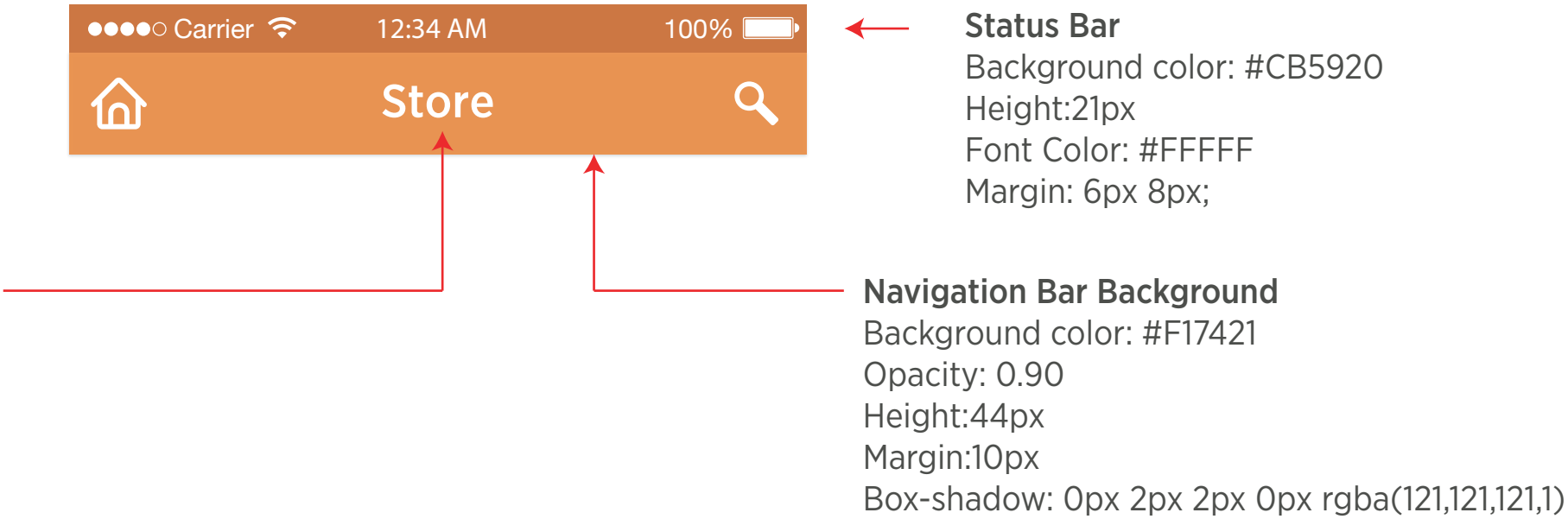
Book Title
Publisher/Author
Book Content

Gotham Narrow Medium, 14pt #3B3532

Gotham Narrow Book, 13pt #989491

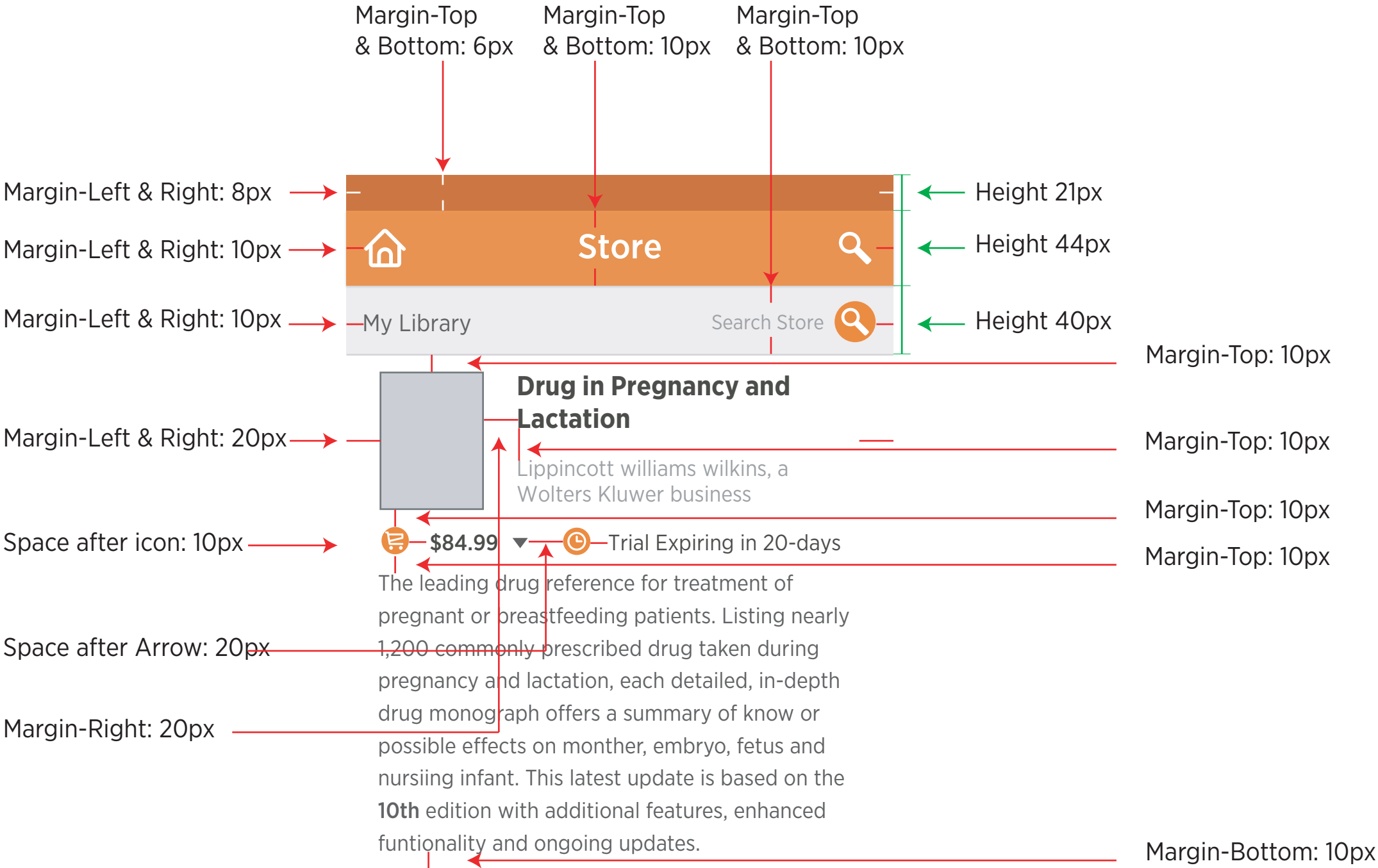
Gotham Narrow Book, 13pt #504B4A

iPhone Header



iPhone Layout

Layout space for Store & Product screen



Store Home

Page Title Pane

Background color: #EEEEBE9
Border Bottom: 1px #D7D2D2
Height:40 px
Margin: All Side 10 px

Page Title Text

Font-Family: Gotham Narrow
Font-size: 14pt
Font Color: #504B4A
font-weight:Normal
line-height: 16px

Book Image

Image Size: 60 X 80 pt
Border: 1px #666565

Publisher

Font-Family: Gotham Narrow
Font-size: 16pt
Font Color: #3B3532
font-weight:bold
line-height: 19px

Book Price

Font-Family: Gotham Narrow
Font-size: 13pt
Font Color: #3B3532
font-weight:bold
line-height: 19px
Margin-left from icon:10px

Page Title Text

Font-Family: Gotham Narrow
Font-size: 14pt
Font Color: #504B4A
font-weight:Normal
line-height: 16px

Search Text

Font-Family: GothamNarrow-Book
Font-size: 12pt
Font Color: #989491
font-weight:Normal
line-height: 19px

Book Title

Font-Family: GothamNarrow-Book
Font-size: 16pt
Font Color: #3B3532
font-weight:bold
line-height: 19px

Trial Text

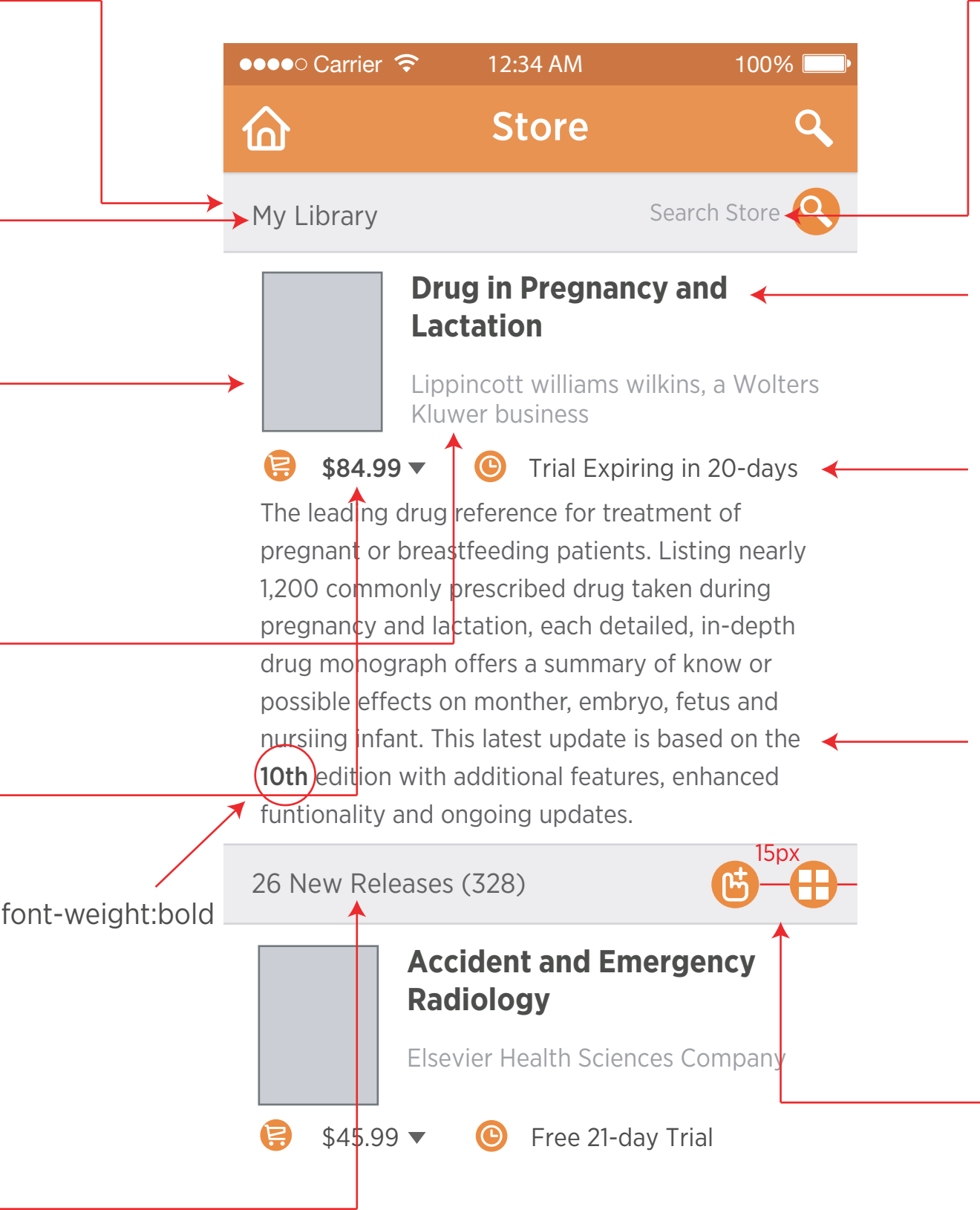
Font-Family: Gotham Narrow
Font-size: 13pt
Font Color: #3B3532
font-weight:Normal
line-height: 19px
Margin-left from icon:10px

Book Description Text

Font-Family: Gotham Narrow
Font-size: 13pt
Font Color: #3B3532
font-weight:Normal
line-height: 19px
Margin-top-bottom:10px

Icon Space

Font-Family: Gotham Narrow
Font-size: 13pt
Font Color: #3B3532
font-weight:Normal
line-height: 19px
Margin-top-bottom:10px



State



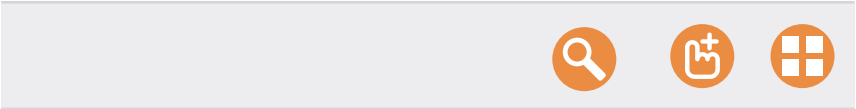
Default State

Icon Color
color: #FFFFFFF



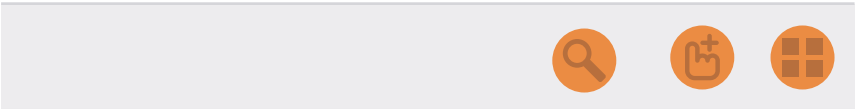
Tapped State

Icon Color
color: #B1501B



Default State

Icon Color
Background:#F17421
Height-width: 24px
border-radius: 50%;
color: #FFFFFFF



Tapped State

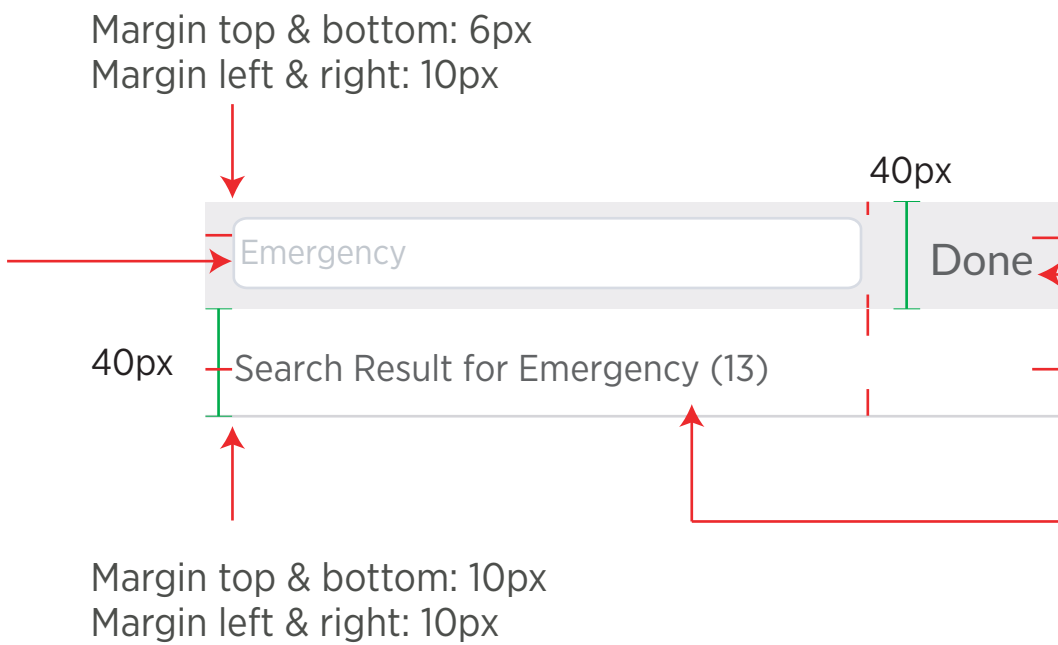
Icon Color
Background:#F17421
Height-width: 24px
border-radius: 50%;
color: #B1501B

Store Home Other Elements

Search Result Screen

Text Field

Font-Family: GothamNarrow
Border: 1px #DAD9DE
Font-size: 13pt
Font Color: #7D7F86
font-weight:Normal
line-height: 19px
Height: 25px



Default State

Text Button

Font-Family: GothamNarrow
Font-size: 16pt
Font Color: #504B4A
font-weight:Normal
line-height: 19px

Tapped State

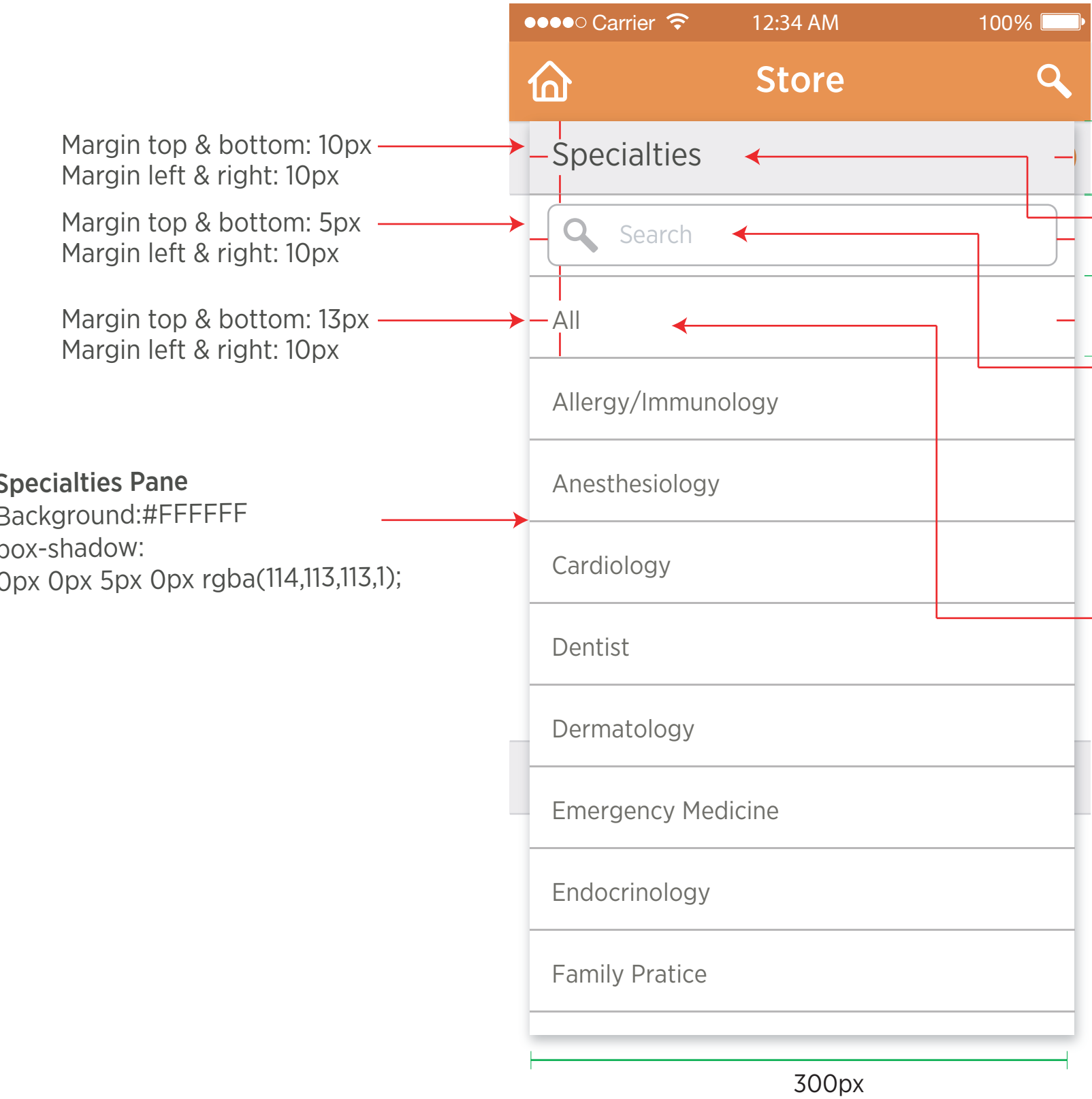
Text Button

Font-Family: GothamNarrow
Font-size: 16pt
Font Color: #3B3532
font-weight:Normal
line-height: 19px

Search Result Detail Pane

Font-Family: GothamNarrow
Font-size: 14pt
Font Color: #504B4A
font-weight:Normal
line-height: 19px
Margin:10px
Border Bottom: 1px #D7D2D2

Specialties Menu Screen



Specialties Title

Background:#EEEEBE9
border bottom: 1px #B6B0A9
Font-Family: GothamNarrow
Font-size: 18pt
Font Color: #3B3532
font-weight:Normal
line-height: 45px

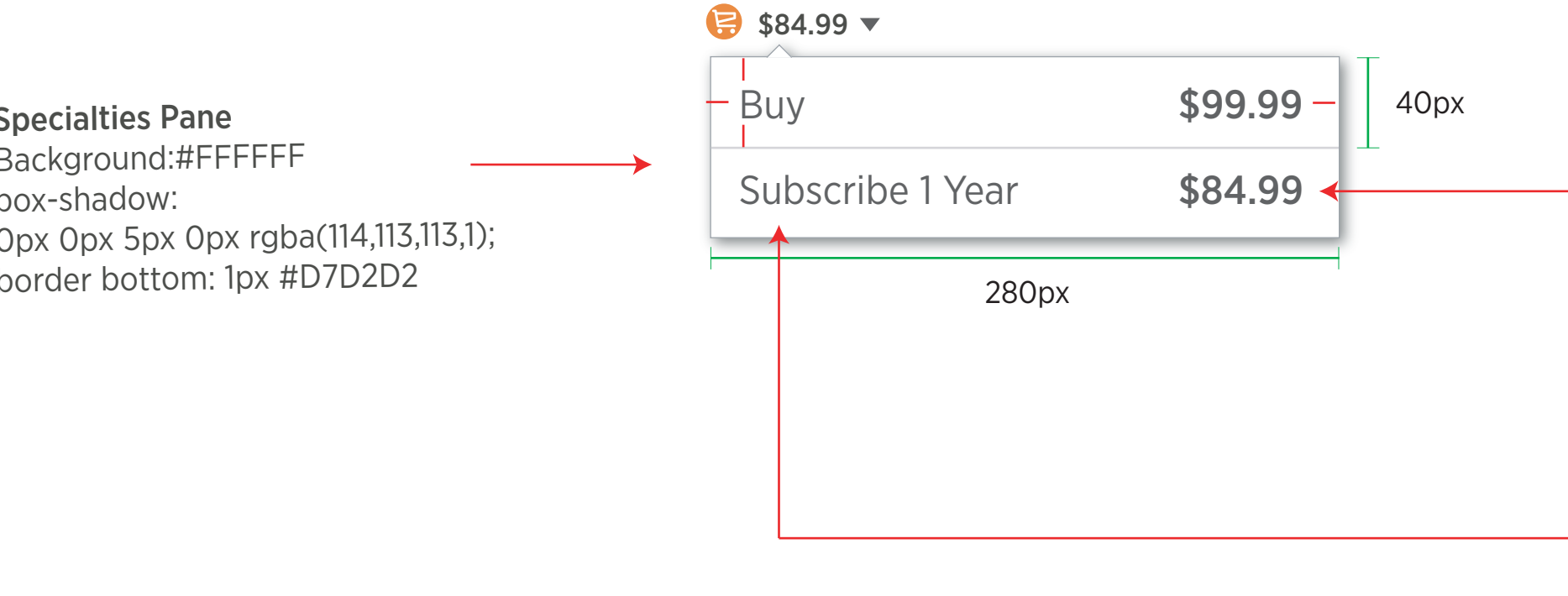
Search Text

Font-Family: GothamNarrow
Font-size: 14pt
Font Color: #7D7F86
font-weight:Normal
line-height: 45px
border bottom: 1px #B6B0A9

Text

Font-Family: GothamNarrow
Font-size: 14pt
Font Color: #5E564F
font-weight:Normal
line-height: 45px
border bottom: 1px #B6B0A9

Tool Tip



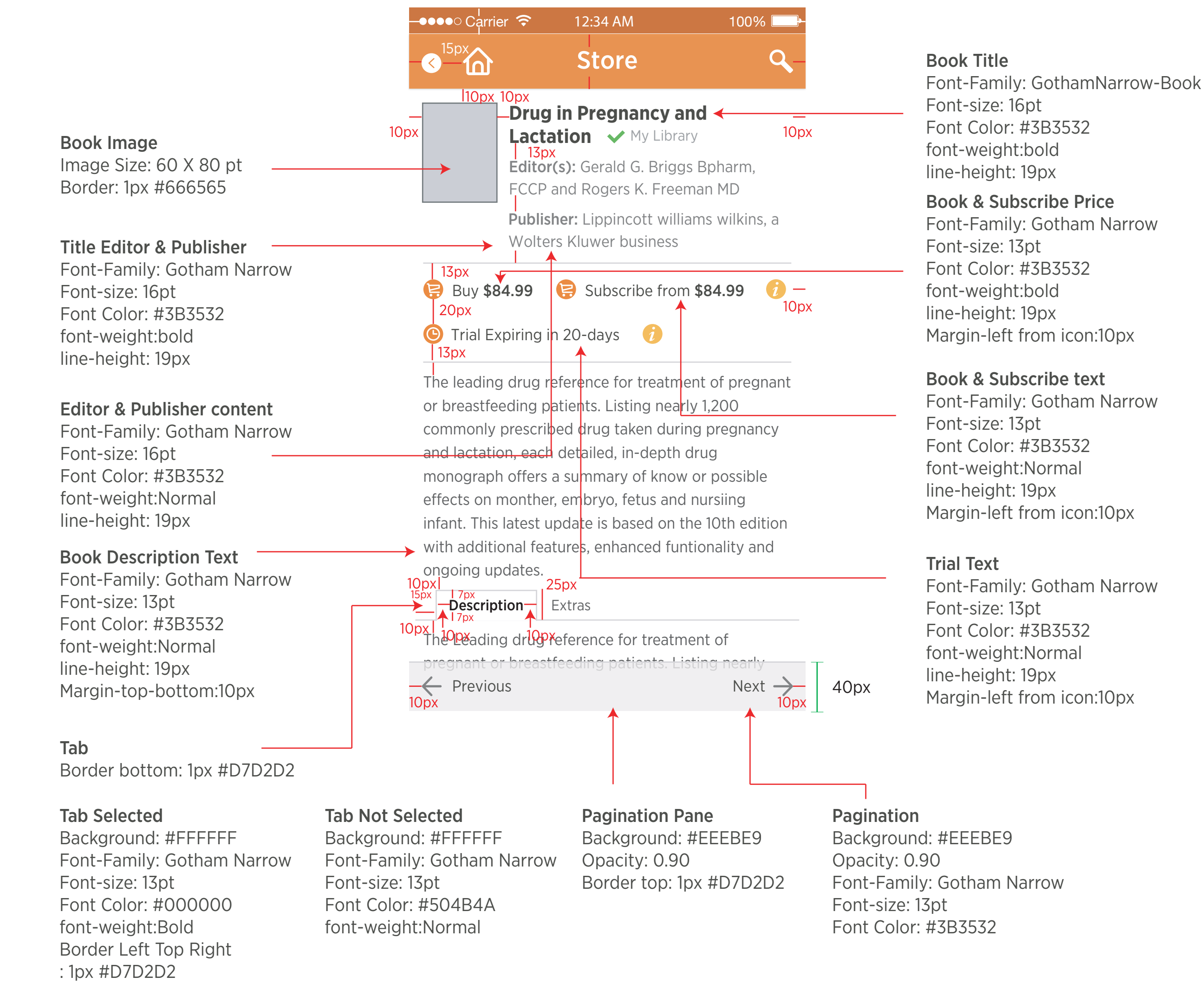
Price

Font-Family: GothamNarrow
Font-size: 18pt
Font Color: #5E564F
font-weight:Bold
line-height: 40px

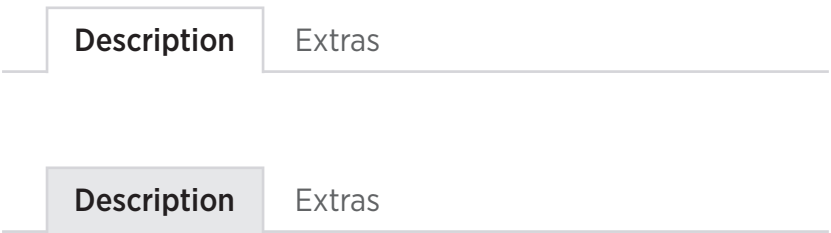
Price

Font-Family: GothamNarrow
Font-size: 18pt
Font Color: #5E564F
font-weight:Normal
line-height: 40px

Book Detail



State



Default State

Background: #FFFFFF

Tapped State

Background: #E5E5E5

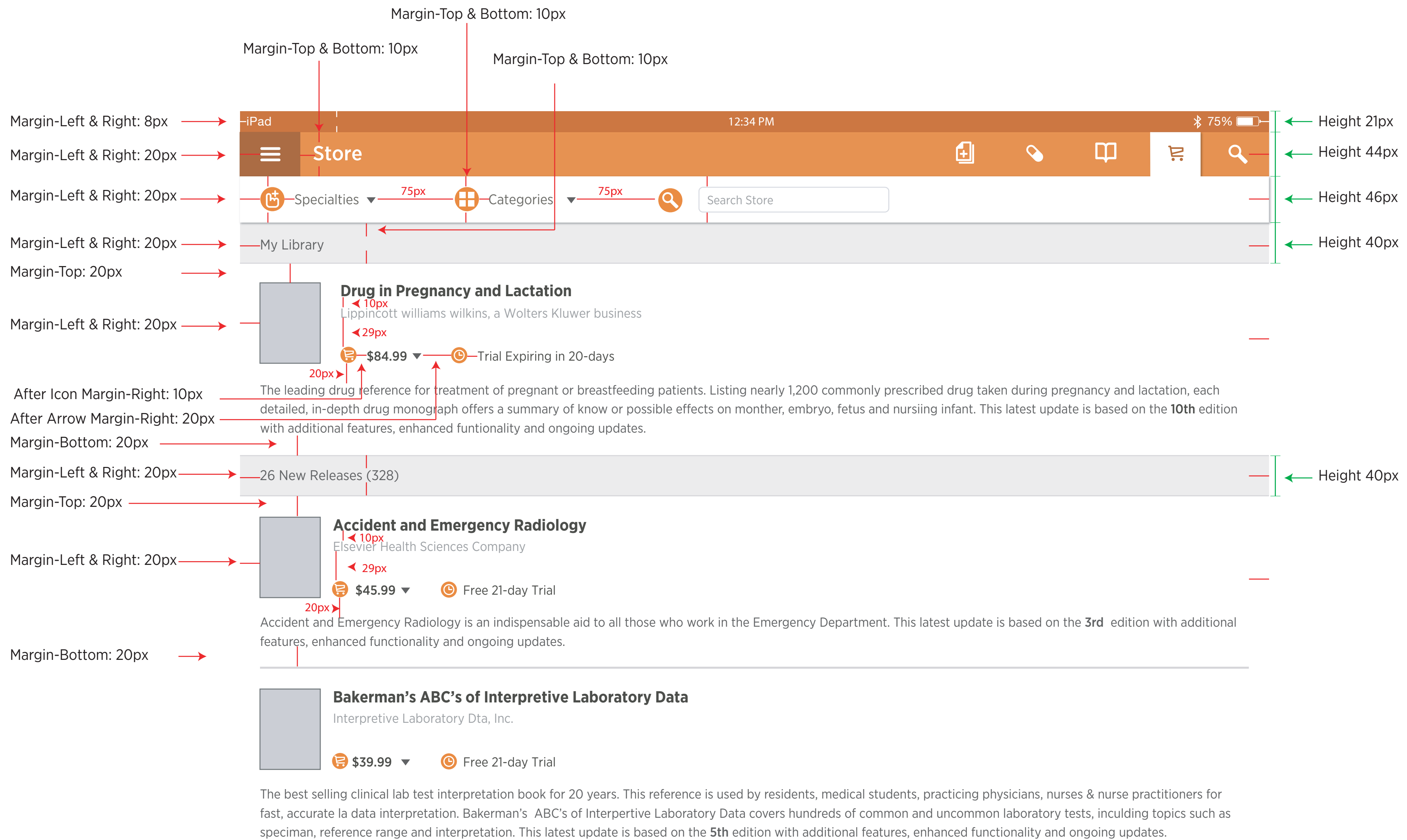
iPad Layout



State



iPad Layout



Page Title Pane
Background color: #EEEEBE9
Border Bottom: 1px #D7D2D2
Height:40 px
Margin: All Side 20 px

Page Title Text
Font-Family: Gotham Narrow
Font-size: 14pt
Font Color: #504B4A
font-weight:Normal
line-height: 16px

Book Image
Image Size: 60 X 80 pt
Border: 1px #666565

Publisher
Font-Family: Gotham Narrow
Font-size: 16pt
Font Color: #3B3532
font-weight:bold
line-height: 19px

Book Price
Font-Family: Gotham Narrow
Font-size: 13pt
Font Color: #3B3532
font-weight:bold
line-height: 19px
Margin-left from icon:10px

Page Title Text
Font-Family: Gotham Narrow
Font-size: 14pt
Font Color: #504B4A
font-weight:Normal
line-height: 16px

Separator
border:2px #D7D2D2

iPad12:34 PM75%

Store

Specialties

Categories

Search Store

My Library

Drug in Pregnancy and Lactation

Lippincott williams wilkins, a Wolters Kluwer business

\$84.99

Trial Expiring in 20-days

The leading drug reference for treatment of pregnant or breastfeeding patients. Listing nearly 1,200 commonly prescribed drug taken during pregnancy and lactation, each detailed, in-depth drug monograph offers a summary of know or possible effects on monther, embryo, fetus and nursiing infant. This latest update is based on the **10th** edition with additional features, enhanced funtionality and ongoing updates.

26 New Releases (328)

Accident and Emergency Radiology

Elsevier Health Sciences Company

\$45.99

Free 21-day Trial

Accident and Emergency Radiology is an indispensable aid to all those who work in the Emergency Department. This latest update is based on the **3rd** edition with additional features, enhanced functionality and ongoing updates.

Bakerman’s ABC’s of Interpretive Laboratory Data

Interpretive Laboratory Dta, Inc.

\$39.99

Free 21-day Trial

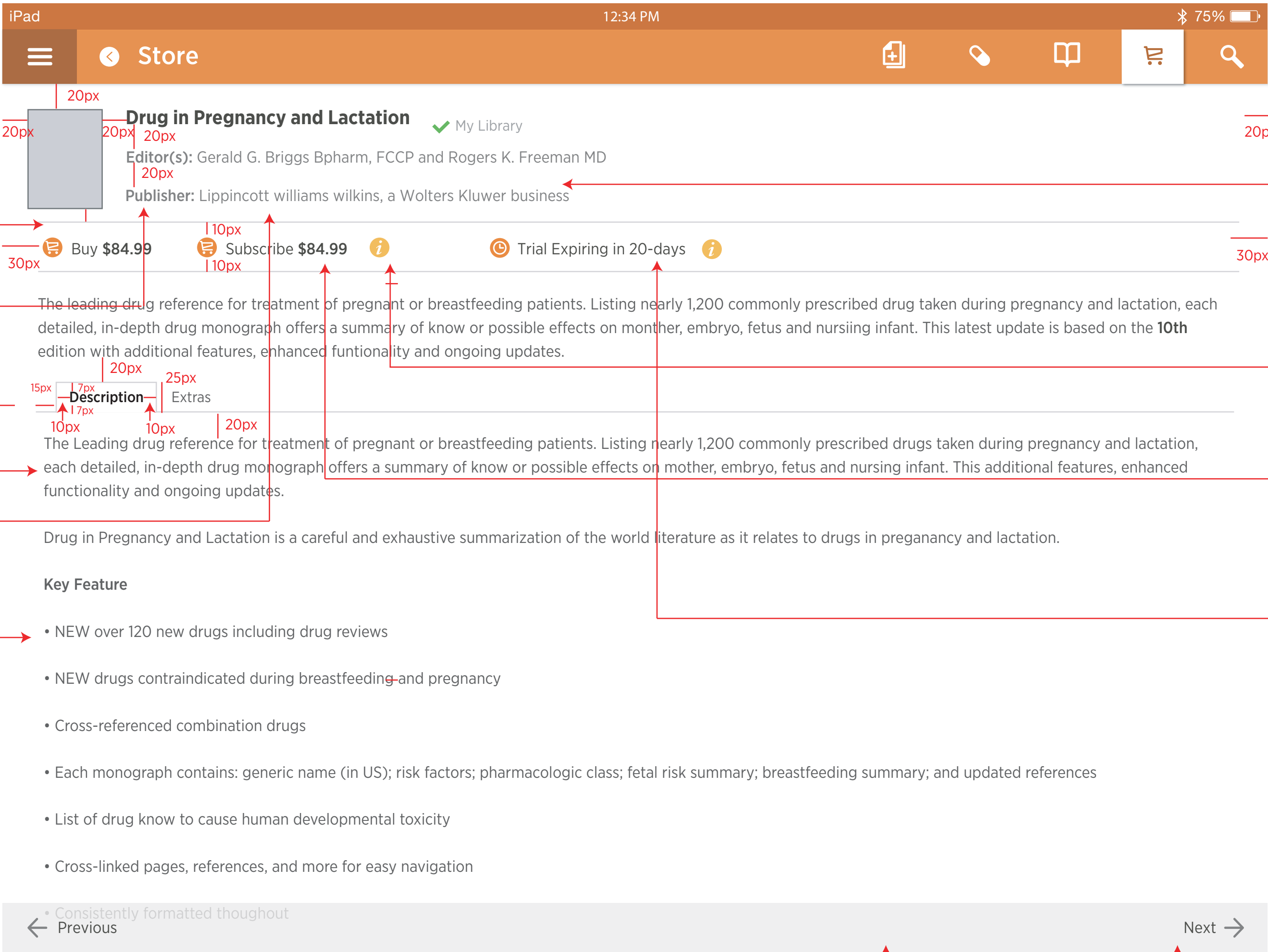
The best selling clinical lab test interpretation book for 20 years. This reference is used by residents, medical students, practicing physicians, nurses & nurse practitioners for fast, accurate la data interpretation. Bakerman’s ABC’s of Interpertive Laboratory Data covers hundreds of common and uncommon laboratory tests, inculding topics such as speciman, reference range and interpretation. This latest update is based on the **5th** edition with additional features, enhanced functionality and ongoing updates.

Book Title
Font-Family: GothamNarrow
Font-size: 16pt
Font Color: #3B3532
font-weight:bold
line-height: 19px

Trial Text
Font-Family: Gotham Narrow
Font-size: 13pt
Font Color: #3B3532
font-weight:Normal
line-height: 19px
Margin-left from icon:10px

Book Description Text
Font-Family: Gotham Narrow
Font-size: 13pt
Font Color: #3B3532
font-weight:Normal
line-height: 19px
Margin-top-bottom:10px

Book Detail



Book Image
Image Size: 60 X 80 pt
Border: 1px #666565

Title Editor & Publisher
Font-Family: Gotham Narrow
Font-size: 16pt
Font Color: #3B3532
font-weight:bold
line-height: 19px

Editor & Publisher content
Font-Family: Gotham Narrow
Font-size: 16pt
Font Color: #3B3532
font-weight:Normal
line-height: 19px

Book Description Text
Font-Family: Gotham Narrow
Font-size: 13pt
Font Color: #3B3532
font-weight:Normal
line-height: 19px
Margin-top-bottom:10px

Tab
Border bottom: 1px #D7D2D2

Tab Selected
Background: #FFFFFF
Font-Family: Gotham Narrow
Font-size: 13pt
Font Color: #000000
font-weight:Bold
Border Left Top Right
: 1px #D7D2D2

Tab Not Selected
Background: #FFFFFF
Font-Family: Gotham Narrow
Font-size: 13pt
Font Color: #504B4A
font-weight:Normal

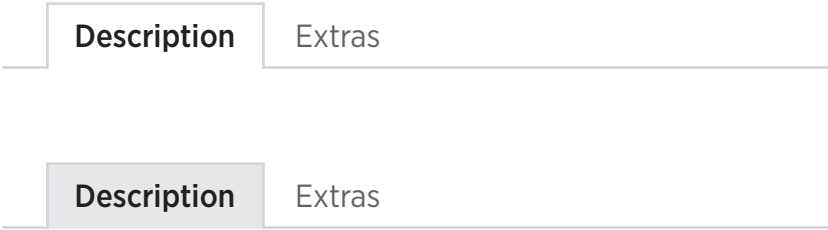
Book Title
Font-Family: GothamNarrow-Book
Font-size: 16pt
Font Color: #3B3532
font-weight:bold
line-height: 19px

Book & Subscribe Price
Font-Family: Gotham Narrow
Font-size: 13pt
Font Color: #3B3532
font-weight:bold
line-height: 19px
Margin-left from icon:10px

Book & Subscribe text
Font-Family: Gotham Narrow
Font-size: 13pt
Font Color: #3B3532
font-weight:Normal
line-height: 19px
Margin-left from icon:10px

Trial Text
Font-Family: Gotham Narrow
Font-size: 13pt
Font Color: #3B3532
font-weight:Normal
line-height: 19px
Margin-left from icon:10px

State



Default State

Background: #FFFFFF



Tapped State

Background: #E5E5E5