MOBILEROADIE™

iPad Themes

mobileroadie.com

MOBILEROADIE™

Introduction

Mobile Roadie works hard to make all of our products fit your needs, and our iPad product is no different. With advanced customization features and a robust theme customizer, Mobile Roadie for iPad will provide you with all the tools you need to market your brand in a way that fits your brand's personality and business strategy. In this document, we aim to help you to make the most out of our content management system (CMS) and design tools.
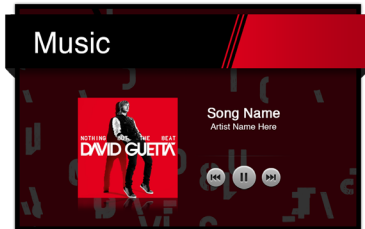
Home Screen

Custom Widgets

Icons

Header

Gallery Image

Background

On your iPad's home screen, you will be able to use multiple layers to create a custom navigation experience for your users. Mobile Roadie for iPad offers up a unique way of browsing your content using a mix of dynamically updated and static widgets. Together with the many layers of branding, these widgets will keep your home screen navigation regularly refreshed and offer your users an intriguing way to discover the latest content. By default, each content type will have a certain widget type preassigned to itself on the home screen. These widgets can be arranged in whichever order you prefer and can be controlled separately from your iPhone app's navigation arrangement.
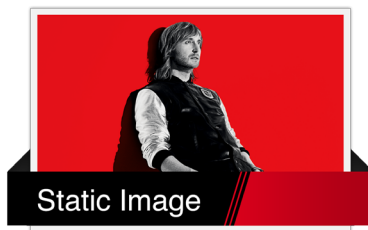
Dynamic Widgets

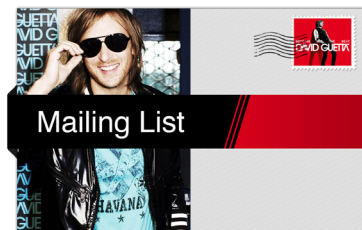**Dynamic Music Widget**

Dynamic Events Widget

Dynamic News Widget

These widgets are used for content types which update regularly and offer users a preview of what they will find in that particular section. Most recent content is pulled from your section and displayed directly in the widget. Mobile Roadie offers a number of styles to chose from to help you match your branding as best as possible. Alternatively, however, you can always chose to further customize your dynamic widgets by simply uploading your own graphics in the CMS and converting your dynamic widget to a static widget.

Static Widgets

Static Widget Template

Static Mailing List Widget

Static Top Users Widget

Static widgets are also styled to match their accompanying dynamic widgets, yet static widgets do not pull content from inside their sections. Mobile Roadie outfits each of our widget sets with a default set of icons to represent the content type which they link to, however we recommend taking advantage of customizing your static widgets with your own graphics. These graphics will be framed inside the static widgets such that they continue to work together with the style of the selected widget set, but will replace the default icon. Such elements as widget headers will remain as they are and will update automatically to match any naming convention changes you make in the Mobile Roadie CMS.

Header Image

David Guetta Header Image

This image sits below the widgets and atop the home page gallery and background images. It is a great place to put logos or other static graphics you wish to frame your gallery with. Unlike your gallery images, the header will not move when users swipe across the screen. With this in mind, many creative effects can add a lot of cool value to your app.

Gallery Images

Parallax / Seamless Example

Home page gallery images are a versatile way to enrich the user experience. Supporting a number of settings for slideshow features as well as transparency, these images can be a great way to use both photography and graphics to create a rich layered experience for your home screen. From something as simple as a photographic slideshow to something as fun as a seamless series of branding graphics for your users to swipe through as they explore your widgets, the home gallery is an important feature in the Mobile Roadie toolkit.

Background Image

The background image is a static full screen image that should generally not include complex branding or logos as they are almost always obscured by content on top of them. Great things to use in the background are textures or subtle patterns. Using branding elements in the background is of course quite doable, but we recommend keeping text and logos toned down so as not to distract users from interacting with the widgets or gallery layers overtop the background. The home background image does not support transparency.

Content Views & Modals

Your content views and modals are where you will find all the sections and media you have uploaded and organized in the CMS. These views are reached by navigation from the home screen widgets as well as in some instances from navigation icons on the home screen and throughout the app. In these views there are a number of ways to continue to carry your home screen branding efforts through the rest of the app. Using customizable color themes, navigation bar styles and custom uploaded background images you can make sure your app represents your brand in all its views.

Color Theme

The color theme is one and the same as your iPhone & Android color theme. This will be set through the CMS Design section under Global - Colors. You will have the ability to define 9 colors to represent your brand. Mobile Roadie offers up a number of predesigned color themes for you to chose from. However if you prefer to create a custom theme, there are a few simple rules to follow when choosing your colors.

Color choices can make or break the overall experience for your end users. For example, you should always make sure there are dramatic contrasts between your text colors and your row and page background colors. Not all screens are identical and though low contrast combinations may seem like they work on one screen, they often will be indistinguishable to others. Keep this in mind when choosing your colors. If your brand dictates using dark background colors, then you should probably use light text colors. Another important thought to consider is if the main text color or background color is the best place to use key brand colors. Saturated colors are a great addition to any theme, however it is best to use these types of colors for navigation bars or alternative text colors instead of using them as primary colors. Overuse of saturated colors can make the app seem unrefined and also make it harder to use as users will not know where best to focus their attention. Important and sometimes less obvious combinations to consider while selecting your colors are listed as follows:

Nav Bar

The Nav Bar color will colorize the entire navigation bar as well as all buttons app-wide. Once you select or upload a graphic to be used in the navigation bar, the Nav Bar color will only

appear in the buttons of the navigation bar as well as in any buttons embedded in the content throughout the app. Something to keep in mind is that when using a graphic navigation bar, the Title Text color does not necessarily need to work on the top of the Nav Bar color and you can now use the Nav Bar color more specifically to theme your apps buttons. The Nav Bar color will also colorize any tab bars in the app.

Alt Text

The Alt Text color is primarily used for secondary text cases such as dates, user names and time stamps. In some cases, Alt Text is used in different places which are worth noting. Most notably your Alt Text color is used to colorize comment bubbles on content which has already been commented on as well as for inactive sections of toggle navigation bars. In the case of toggle navigation bars, it should be kept in mind that these colors will be used in conjunction with Alt Text and should be selected to work with each other.

Lastly, consider the fact that when you upload a background image for any section, your Even Row, Odd Row and Page Background colors will become semi-transparent to allow the background image to show. If you are using light colors yet upload a dark background image, it is important to make sure your text colors will not bleed into the image below.

Navigation Bars & Icons

These assets are a staple of each content view. They are best kept simple and easy to interact with. Mobile Roadie offers a number of navigation bar background options as well as a number of icon variations to work with any style. If you decide that custom navigation bars are what you would like to consider, here are a few things to keep in mind. The navigation bar asset you upload will tile. Test your tiles before uploading to be sure that they are not obviously repetitive to the eye. When tiling something like a texture it is important to make it tile seamlessly. Even when you upload your own navigation bar asset, it will not be used for tab bars. In these cases, the Nav Bar color you select in your color theme will continue to theme tab bars.

Background Image

Background images are static full screen images that should generally not include complex branding or logos as they are almost always obscured by content on top of them. Great things to use in the background are textures or subtle patterns. Using branding elements in the background is of course quite doable, but we recommend keeping text and logos toned down so as not to complicate reading content text overtop these images. Background images do not support transparency. You can use a single background image for all your sections or alternatively you can upload and assign a different image per section.

Navigation Bar

Navigation Icons

Background Image

Alt Text

Manage » App Vitals

App Icon

1024 x 1024 pixels

Apple will automatically round the corners.

This image does not support transparency.

App Icon

iPad Loader Image

2048 x 1536 pixels

This image displays while the app is loading.

This image does not support transparency.

David Guetta Loading Example

Design » Global » Colors

Pick Color Scheme

Select from a list of existing color themes that are available to start with or keep as is.

Customize Individually

Specify each color in the color theme manually.

- Nav Bar

- Toggle BG

- Toggle Indicator

- Page BG

- Even Row

- Odd Row

- Title Text

- Global Text

- Alt Text

Design » iPad Only » Home Styles

Home Screen Header

2048 pixels x any height

The Home Header image will lock to the top of the home screen and continue down as far as the image goes. This is a great image to use for logos or branding one wants omnipresent on the home screen. Widgets and the icons in the top right will sit on top of this image.

Backgrounds

Select one of many Mobile Roadie supplied background styles which will apply across the board to your home screen, sections and modals.

Design » iPad Only » Widgets

Home Screen Widgets

Here you can select from a number of widget styles provided by Mobile Roadie.

Widgets

Navigate to any particular section and customize your selected widget set on a per section basis.

Section Name

Assign a custom section name to each widget and iPad section.

Widget Style

Pixel size varies based on selected widget set

Upload a custom static widget image for each section.

Design » iPad Only » Interior Navigation

Navigation Bar Height

Select from three different navigation bar heights.

Upload Nav Bar Image

asset can be three different sizes depending on user selection

92 x 88 pixels   small

136 x 132 pixels   medium

180 x 176 pixels   large

If a custom style is preferred to a stock header image provided by Mobile Roadie, you can upload your assets here.

Stock Header Image

Select from a library of Mobile Roadie stock header images to use in place of uploading your own.

Nav Bar Icons

Select from a variety of icon styles to use on top of your navigation bars. Each style comes in a number of color options.

Design » iPad Only » Backgrounds

Upload A Section Background

2048 x 1536 pixels

These images do not support transparency. These images will display behind content in any section they are assigned to. If no image is uploaded the app will display the selected default background image. A different background image can be uploaded per section or assigned to multiple sections.

Upload Module Backgrounds » Modal Background

1080 x 1240 pixels

This image does not support transparency. This image will display behind content in any modal. If no image is uploaded the app will display the selected default background image.

Upload Module Backgrounds » Music Player Background

900 x 520 pixels

This image does not support transparency. This image will display behind content in the music player popover on the home screen. If no image is uploaded the app will display the selected default background image.

Build » Manage Sections » Home Gallery

Manage Content

Arrange, edit and delete existing gallery images.

Add Content

2048 x 1536 pixels

Upload home gallery images here. You can link them to web links or content within your app as well as specify which platform you want to use the particular gallery image on.

Appearance

Control your gallery behaviors such as Slideshow transition types and time as well as specifying image positioning for Android devices.