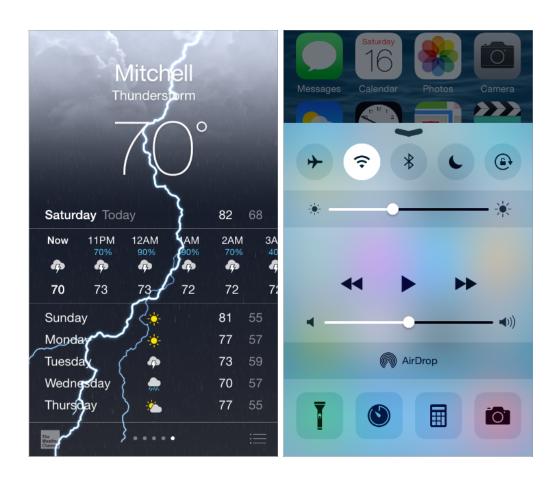# IOS Human Interface Guidelines

1.Defer to content

Although a crisp, beautiful UI and fluid motion are highlights of the iOS experience, the user's content is at its heart.

- Take advantage of the whole screen
- Reconsider visual indicators of physicality and realism
- Let translucent UI elements hint at the content behind them

2. Launch in the device's current orientation

However, if your app runs in *only* one orientation, you should always launch in that orientation and let users rotate the device if necessary. For example, if a game or media-viewing app runs in landscape only, it's appropriate to launch the app in landscape, even when the device is currently in portrait. This way, if people start the app while the device is in portrait, they know to rotate the device to landscape to view the content.

3. Typography

Apple designed the San Francisco family of typefaces to provide a beautiful, consistent typographic voice and reading experience across all platforms. In iOS 9 and later, San Francisco is the system font.

San Francisco works hand in hand with Dynamic Type to give you:

- A range of font sizes that automatically provide superlative legibility and a great reading experience at all user settings, including accessibility settings
- Automatic adjustments to letter spacing (tracking) and line height (leading) for every font size
- The ability to specify different text styles for semantically distinct blocks of text, such as Body, Footnote, or Headline
- Text that responds appropriately to changes the user makes to text-size settings (including accessibility text sizes)

Type size in points @2x (144 PPI)	Tracking value
6	41
8	26
9	19
10	12
11	6
12	0
13	-6
14	-11
15	-16
16	-20
17	-24
18	-25

Type size in points @2x (144 PPI)	Tracking value
20	19
22	16
28	13
32	12
36	11
50	7
64	3
80 and greater	0

4. Be Aware of Color blindness

Most color blind people have difficulty distinguishing red from green. Test your app to make sure that there are no places where you use red and green as the only way to distinguish between two states or values (some image-editing software includes tools that can help you proof for color-blindness). In general, it's a good idea to use more than one way to indicate an element's interactivity (to learn more about indicating interactivity in iOS, see Interactive Elements Invite Touch).

4. Embrace borderless buttons

By default, all bar buttons are borderless. In content areas, a borderless button uses context, color, and a call-to-action title to indicate interactivity. And when it makes sense, a content-area button can display a thin border or tinted background that makes it distinctive.