RIPPLE STYLE GUIDE

Logo
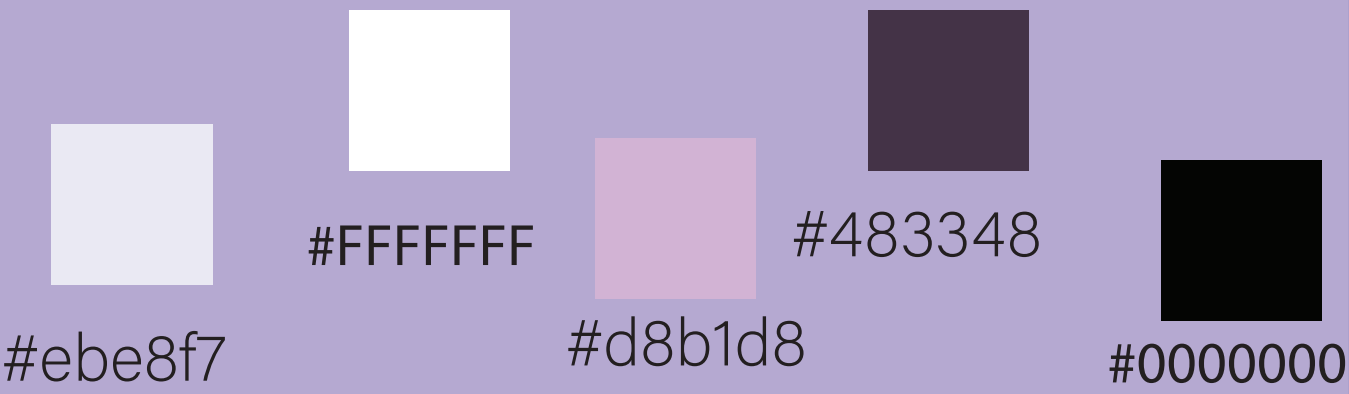

a.

b.

Logo "a" is shown on a clear background, while logo "b" is on on a eggplant or #483348 colored background. Logo "b" will be used as our icon for our application. Logo "a" will be used internally on the app and will be in the color #483348

Colors

#FFFFFFF

#483348

#ebe8f7

#d8b1d8

#0000000

Our color scheme is meant to make users feel calm and relaxed.

#ebe8f7 is our background color
#d8b1d8 is the highlight/accent color such as when hovering on a button
#483348 is the color of all the buttons, any borders used and the logo
UI Icons in the navigation bar as well as on the like and repost buttons are white **#FFFFFF**
All body and header text will be black **#000000**

Headings

Heading 1- 40 px
Heading 2 - 31 px
Heading 3 - 25 px

We will have headings trhoughout our website. H1 will be 40 pixels, H2 will be 31 pixels and H3 will be 25 pixels. All the headings will be in the font Helvetica Nue. We will be using different levels of headings in order to show the variance of significance.

UI

Home   Explore   Profile   Message

Timeline   Repost   Like   Settings

The **home, explore, timeline,messanger** and **profile** symbols will be the main icons seen on our app. They will be present in the navigation bar at the bottom of the screen on mobile devices and the side of thew screen on any larger devices. This bar will be shown consistently when the user is in any of the five main pages (the pages mentioned above).

The **repost** icon will be a button allowing users to repost other users timelines posts.

The **like** icon will be a button allowings users to like other users posts

The **settings** icon will represent the setting page and will remain at the top right of the screen at all times on all of the five main pages.

Typography

Yseva One

Helvetica Nue

Arial

Yseva One will only be used within our logo.

Helvetica Nue will be used in all of our headers. This will vary in sizing and how bold it is aswell.

Arial will be used in all body text and user posts and will be used in 16x.

Profile Pictures

Users profile pictures will all be enclosed in a circular shape. Profile picture will be seen on the profile page as well as next to user posts.