Mentr Design Language System

COLORS

PRIMARY

#F2F8F3
Used for background color on all screens.

#F8F8D8F
Used for specific fill elements such as illustrations, or as a very low 50% opacity for hex text fill.

#C2D2A2
Used for text and against white backgrounds and outlined buttons.

#F7F7F7
Used for text on some red against pink backgrounds or used as a lighter version of the primary green. Also used for text 50% opacity for bottom navigation bar, for text against white backgrounds and input card text background.

SECONDARY

#000000
Used for body text on cards and section subheads

#666666
Used for supporting/secondary text

#F5E7B2
Used for emphasis/highlight on events

#F2F2B2
Used for emphasis/highlight on events

#F7F7B2
Used for outlining element

TYPOGRAPHY

Mentr uses a sensation inspired family each of which serve a distinct purpose. Calina serves as the main display font and is reserved for prominent text (e.g., logo, page titles, onboarding headings) limited to 1-2 words. Poppins is used for all other headings and Poppins Medium serves on profile pages under profile pictures. Roboto is used for the remainder of text throughout the app for consistency.

Title
Font: Calina
Weight: Regular
Size: 96px
Line height: 0px
Letter spacing: 0%
Use: Section headings on dashboard, card titles

Heading 1
Font: Calina
Weight: Medium
Size: 48px
Line height: 0px
Letter spacing: 0%
Use: Onboarding headings (1 word)

Heading 2
Font: Poppins
Weight: Medium
Size: 24px
Line height: 0px
Letter spacing: 0%
Use: Onboarding headings longer than 1 word page titles

Heading 3
Font: Poppins
Weight: Medium
Size: 20px
Line height: 30px
Letter spacing: 0%
Use: Subheadings (key (below headings) use/interior names on profile page)

Heading 4
Font: Poppins
Weight: Medium
Size: 16px
Line height: 0px
Letter spacing: 0%
Use: Card titles

Body 1
Font: Poppins
Weight: Regular
Size: 16px
Line height: 0px
Letter spacing: 0%
Use: Body text

Body 2
Font: Poppins
Weight: Regular
Size: 14px
Line height: 0px
Letter spacing: 0%
Use: Long-form reading of interest section, usage, names under photos in carousels, for items (e.g. profile page)

Body 3
Font: Roboto
Weight: Regular
Size: 12px
Line height: Auto
Letter spacing: 0%
Use: Text content on input cards, supporting/secondary text, snack text

UI ELEMENTS

BUTTONS

PRIMARY BUTTONS

Primary buttons should be filled, used for important, final actions that completes a flow (e.g., Create, Save, Confirm)

Enabled | Pressed | Disabled

Container height: 40px
Corner radius: 20px
Left/Right padding: 24dp
Text alignment: Center
Text size: 16px
Text alignment: Center-aligned
Text size: 16px

SECONDARY BUTTONS

Secondary buttons should be outline only. Used for important, but secondary actions within a flow.

Enabled | Pressed | Disabled

Container height: 40dp
Corner radius: 20dp
Corner radius: 20dp
Left/Right padding: 24dp
Text alignment: Center
Text alignment: Center-aligned
Text size: 16px

TEXT BUTTONS

Text buttons are used for low priority actions. Until button is pressed, its underline isn't visible.

Enabled | Pressed | Disabled

Text font: Roboto (regular)
Text alignment: Center-aligned
Text size: 16px

NAVIGATION

BOTTOM APP BAR

Home | Search | Add | Notifications | Profile

Container width: Responsive
Container height: 64dp
Corner radius: 0dp
Icon size: min 24dp
Icon stroke weight: Medium 420p
Top padding: 10dp
Padding between icons: 20dp
Bottom padding: 10dp

TOP APP BAR

Dashboard

All other screens

Container width: Responsive
Container height: 64dp
Icon size: 24p (light) (min 24p)
Icon stroke weight: Medium 420p
Icon touch point container: 42dp
Left padding: 16dp
Spacing between text and back icon: 16p

SNACK BAR

Placeholder text

Container width: Responsive
Container height: 48dp
Corner radius: 4dp
Icon size: min 24p
Icon touch point container: 42dp
Left padding: 16p
Right padding: 12dp
Text alignment: Left-aligned
Label text size: 14px

CHIPS

Enabled | Selected | Enabled | Selected

Container width: Responsive
Container height: 24dp
Corner radius: 8p
Outline stroke width: 1dp
Icon size: min 18dp
Icon stroke: 2dp
Right padding: 12dp
Spacing between text and icon: 5dp
Padding between chips: 8dp

UI ELEMENTS

CARDS

CONTENT CARDS: ARTICLES & VIDEOS

Content cards are used to provide a preview of the full content on the Feed. The header is optional. It contains a title and an approximation of time to read/watch. Preview text and images are optional. Preview text can be up to 2 lines, and if there is a title, and images should extend the entire width of the card.

Title
XX min read (subheader)

Preview/supporting text

Title
XX min read (subheader)

Preview/supporting text

Container width: 366dp
Corner radius: Responsive
Top padding: 15dp
Bottom padding: 15dp
Left padding: 16dp
Spacing between text and padding: 15dp
Preview text & bottom icon bar padding: 15dp
Padding between stacked cards: 8dp

CONTENT CARDS: DISCUSSION THREADS

Content cards for discussion threads are found on the Forum tab. The header is optional. It contains the following 3 elements, an avatar photo, the user's name, and the name of the topic thread. Images/videos are optional. When images are included, they should extend the entire width of the card. Text, image, and the preview text should go below. Images should extend the entire width of the card, and preview text should not exceed 3 lines.

User Name
Topic thread (subheader)

Title of post

Preview/supporting text

User Name
Topic thread (subheader)

Title of post
Preview/supporting text

Container width: 366dp
Corner radius: Responsive
Top padding: 15dp
Bottom padding: 15dp
Left padding: 16dp
User name & subheader padding: 4dp
Spacing between text and padding: 15dp
Title of post & preview text padding (no image): 5dp
Preview text & bottom icon bar padding: 15dp
Padding between stacked cards: 8dp

PROFILE CARDS: UPCOMING SESSIONS

Profile cards for upcoming sessions are found on the Dashboard. The heading should include the following 3 elements, an avatar photo, the user's name, and the name of the topic thread. Images/videos are optional. When images are included, they should extend the entire width of the card. Text, image, and the preview text should go below. Images should extend the entire width of the card, and preview text should not exceed 3 lines.

Name
Supporting text

Name
Supporting text

Container width: 366p
Corner radius: 8p
Corner radius: 8p
Top padding: 8p
Bottom padding: 8p
Left padding: 8dp
Spacing between avatar and text: 5dp
Padding between avatar and text: 5dp
Padding between stacked cards: 8dp

TOPIC CARDS: INTEREST SELECTION

Topic cards are found on the Discussion Dashboard. Images should have a darkened overlay (#000000 at 25% opacity). Topic names should be center aligned and should not exceed two lines of text.

Topic name | Topic name | Topic name | Topic name | Topic name

Container width: 156p
Corner radius: 8p
Corner radius: 8p
Text size: 16p
Text box bottom padding: 8dp
Text box left padding: 8dp
Text box left padding: 10dp
Padding between stacked cards: 8dp

UI ELEMENTS

CAROUSEL CARDS

RECOMMENDED ARTICLES

Recommended articles are found on the Dashboard. They share a similar format to topic cards, where text is in its own text box and an image is in a separate box. Images should include the article's title and a time to read approximation underneath. The subheader text are left-aligned. Titles should not exceed two lines of text, while subheaders should not exceed one line of text.

Title
XX min read

Have's a title that takes up two lines
XX min read

Title
XX min read

Container width: 156dp
Corner radius: 8dp
Corner radius: 8dp
Text box bottom padding: 8dp
Text box bottom padding: 8dp
Text box left padding: 8dp
Text box left padding: 10dp
Padding between stacked cards: 8dp

MENTR PROFILES

Mentr profile carousel cards are found on the Dashboard and favorites page. They consist of a circular avatar photo, the Mentr's name, and specialty with no visible bounding box. Name and specialty text is center-aligned under avatar photos.

Name
Specialty

Name
Specialty

Name
Specialty

Name
Specialty

Container width: 77dp
Padding between avatar & name: 8dp
Padding between cards: 15p

INPUT FIELDS

Placeholder text

Placeholder text

Placeholder text

Container width: 335p
Corner radius: 4dp
Corner radius: 4dp
Left padding: 16dp
Bottom padding: 8dp
Top padding: 8dp
Left padding: 16dp
Leading icon & text padding: 16dp
Trailing icon & text padding: 16dp

SEARCH BAR

Search

Container width: Responsive
Container height: 48dp
Corner radius: 24dp
Icon size: min 24dp
Trailing icon touch point container: 42dp
Left padding: 16dp
Right padding: 16dp
Leading icon/label padding: 16dp
Trailing icon/label padding: 16dp
Label text alignment: Left aligned
Label text size: 16px

UI ELEMENTS

CALENDAR

COLLAPSED VIEW

Default: current day showing

Different current & selected days

Same current and selected day

Container width: 365dp
Container height: 50dp
Corner radius: 0dp
Corner radius: 0dp
Bottom padding: 4dp
Top padding: 4dp
Accent color: #F8D8D8

EXPANDED VIEW

ICONOGRAPHY

NAVIGATION ICONS

BOTTOM NAV BAR

Larger than other interface icons. Icons become filled when selected.

Minimum icon size: 32px
Touch point size: 42px
Filled color: #F8D8D8

Outlined | Filled

Find a Mentr | Forum | Dashboard | Explore | Calendar

TOP APP BAR

Icons become filled when selected.

Minimum icon size: 24px
Touch point size: 42px
Filled color: #F7F7F7

Outlined | Filled

Notifications | Profile | Search | Help | Favorites

MENU ICONS

Menu icons serve an illustrative purpose to represent each menu item, rather than an explicitly functional purpose. Menu icons only have an outlined state.

Minimum icon size: 16-20px
Touch point: N/A

Personal info
Payment info
Bookmarks
Settings
Help & FAQs

SOCIAL ICONS

Social icons can be found at the bottom of content cards. Only favorite/like icon and comment icon have a filled state when selected. Share icon remains the same.

Minimum icon size: 24px
Touch point size: 42px
Filled color: #F8D8D8

Outlined | Filled

Favorite/Like | Comment | Share

FIELD ICONS

SEARCH BAR

Leading & trailing icons
Minimum icon size: 24px
Touch point size: 42px

Search | Filter & Sort

EMAIL/PASSWORD FIELDS

Leading icons should be FILLED #F8D8D8
Minimum icon size: 24px
Touch point size: 42px

Email | Password | Show/hide password (trailing)

GRIDS & LAYOUT

MOBILE

Columns 4
Margins: 16p
Gutters 16dp

DESKTOP

Columns 12
Margins: 16dp
Gutters 24dp

LANGUAGE & TONE

FRIENDLY & APPROACHABLE

Mentr's tone of voice is warm and inviting, akin to a helpful friend who genuinely cares about the user's goals and challenges. It avoids overly formal or impersonal language, instead opting for a conversational style that feels like a personal mentor delivered possible. Avoid overly formal or robotic language, strictly instead for an approachable, encouraging tone that fosters trust and rapport.

Example:
Instead of "Please provide your personal information", say, "Let's get to know you better, share a few details!"

SIMPLICITY & CLARITY

Language within the app should be clear, concise, and easy to understand. Avoid using complex jargon or technical terms that might confuse users. Opt for straightforward language that communicates the app's features, benefits, and functionalities in a way that is readily accessible to everyone. When explaining processes or steps, use simple and easy-to-follow language that avoids ambiguity.

Example:
Instead of "Utilize our proprietary algorithm for optimal results," say "Get the best results with our smart matching feature!"

EMPOWERING & ENCOURAGING

Mentr's language should inspire and motivate users to reach their goals. Encourage users throughout their journey with positive and supportive language. Make them feel capable of achieving their objectives, and highlight the app's role in supporting their progress.

Example:
Instead of "You must improve before proceeding," use "Keep up the great work! We're here to support you."

ADAPTABLE & CONTEXT-AWARE

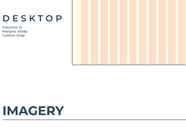
While maintaining a consistent voice, be mindful of adapting the language to different contexts and user interactions. The tone should be sensitive to the user's current situation and emotional state. For example, a successful task completion message may have a more reassuring tone, while a success message can celebrate achievements more joyfully.

Example:
In an error message, instead of "Invalid input," use "Oops! Something seems amiss. Please double-check your entry."

IMAGERY

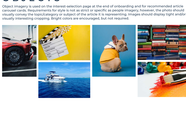
PEOPLE

Imagery of people is used mainly on the onboarding screens to represent Mentrs on the platform. People-centric imagery should be used to represent the Mentr community as a whole, not to represent specific specialized activity, to indicate an area of specialization. Subjects should be looking at the camera, smiling. Bright colors are encouraged but not a requirement.



OBJECTS

Object imagery is used on the interest selection page at the end of onboarding and for recommended article carouselcards. Requirements for style is not as strict or specific as people imagery. However, the photos should be bright and inviting. Avoid using photos that are too dark or too bright. Photos should display high quality, visually interesting imagery. Bright colors are encouraged, but not required.



USERS & MENTRS

Users and Mentrs are free to upload their own photos. Mentrs will be encouraged to adhere to similar guidelines as users, but they will have slightly more freedom in their photo choice. All user and Mentr photos will be framed within a circle with no outline.

SIZING SPECS:

Carouselphotos (on dashboard): 75dp

Profile card photos (upcoming sessions, calendar): 62dp

Profile page photos: 139dp

ACCESSIBILITY

Mentr is committed to creating an inclusive and accessible experience for the widest possible audience. We believe accessibility is not just a feature, but a fundamental aspect of our design process. This accessibility guideline outline a baseline level of accessibility in ongoing, and therefore, the following guidelines are just a starting point from which we will continue to develop and improve upon.

MULTIPLE WAYS TO ENGAGE WITH CONTENT

- Audio text to speech option for articles
- Speech to text option for all text input fields
- Alternative audio descriptions available for video content
- Alt-text/audio descriptions available for images

LEGIBLE TEXT

- Fonts should be clear with focus on legibility
- Ensure that all text contrasts against its background for all users
- Offer resizable text options for those who require a larger text size for readability

CONSISTENT & CLEAR DESIGN

- Maintain a consistent layout throughout the app for predictability for all users
- Prioritize information based hierarchy logical visual layout to align with universal design principles.
- Ensure interactive elements are consistent and appropriately spaced away from other interactive elements