



# AI Food Video Generator – Mobile UI Style Guide

The app's mobile UI uses a **minimalist, modern style** with plenty of white space and a strict color palette drawn from the GrowPlus logo (a near-black rocket with bright green accents). The base palette is **Dark Gray/Black** ( $\approx\#1B1B1B$ ), **White** (#FFFFFF), **Neutral Gray** (for backgrounds and secondary text), plus the **Bright Green Accent** (#6EDC14). We follow a **60-30-10 color rule**: ~60% neutral (dark gray/black and white backgrounds), ~30% secondary (soft grays), and ~10% accent (green highlights) <sup>1</sup>. All text meets WCAG contrast ( $\geq 4.5:1$ ) <sup>2</sup> <sup>3</sup> – e.g. black text on white, white text on green, or dark gray on light gray. Green evokes growth and freshness, fitting the food theme <sup>4</sup>. Key UI controls (buttons, links) use the green accent to **draw attention** <sup>5</sup> <sup>6</sup>; secondary actions use neutral gray.

- **Primary:** #1B1B1B (very dark gray/black) for primary text and nav; #FFFFFF (white) for backgrounds.
- **Accent:** #6EDC14 (bright green) for call-to-action buttons, toggles, progress bars.
- **Neutrals:** Grays such as #F5F5F5 (light background), #888888 (secondary text), #EEEEEE (divider lines).

## Typography

Use clean, legible sans-serif fonts. For Android/React Native, **Roboto** (or similar geometric sans) is recommended. Limit to **2 typefaces** (same family, different weights) <sup>7</sup> – e.g. *Roboto Regular* for body, *Roboto Bold* for headings. Body text is  **$\geq 16px$**  on mobile <sup>8</sup>, with line-height ~1.5x font size <sup>9</sup>. Headings and large labels use larger sizes (e.g. 20–24px for H1) to establish hierarchy. We avoid decorative scripts. Maintain strong weight contrast: use bolder fonts (and accent color) for important headings/buttons, lighter weights for descriptive text <sup>10</sup> <sup>7</sup>. All text is left-aligned by default for readability.

## Layout & Spacing

Follow an **8-point grid** for all dimensions <sup>11</sup> <sup>12</sup>. All margins and paddings are multiples of 8dp (8, 16, 24, 32, ...), with occasional 4dp for tight icon alignment <sup>11</sup>. For example, screen margins are 16dp, section gaps are 16–24dp, and element padding is 8–16dp. Use a soft grid (no hard snap) but keep consistent spacing variables so designers and developers share a **clear spacing system** <sup>12</sup>. Line spacing (leading) is ~1.4–1.5x the font size for body text <sup>9</sup>. Touch targets and buttons are at least 48–56dp high. Remove unnecessary borders and boxes to let content “breathe” <sup>13</sup> – use spacing rather than lines to separate sections.

## Iconography

Use **simple, consistent icons** (monochrome or single-color). Prefer a line/outline style or minimal glyphs that match the flat aesthetic. Icons should be vector (SVG) and sized in multiples of 8dp (e.g. 24×24, 32×32) <sup>14</sup>. Keep stroke widths uniform and use the accent green for active icons or filled icons on light backgrounds. For example, bottom navigation icons are gray (#888) by default, turning green when active. Use standard symbols (e.g. material icons) when possible for familiarity. Don't rely on icons alone for important info – always pair with labels or tooltips for accessibility.

## Components

- **Buttons:** Primary buttons are filled with green (#6EDC14) and white text, medium-bold weight. Secondary buttons (e.g. "Cancel") use a gray border with black text or flat white background. Use rounded corners (~4-8dp radius). Button text is sentence case, centered.
- **Forms/Inputs:** Fields have a simple underline or light gray background. Label text is above fields. Focused inputs use accent underline or border. Error text (when needed) is red. Spacing around fields is ≥16dp.
- **Cards/Cards:** Content cards (e.g. for jobs, stats) are white with subtle drop shadows (elevation) and 8dp corner radius. Use cards to group related info. Inside cards, use inner padding (16dp) and line spacing for readability.
- **Lists:** Use clear row layouts with consistent spacing. Each list item may have an icon on the left, text, and an action (e.g. arrow or toggle) on the right. Alternate background or dividers (#EEE) separate items.
- **Progress/Status:** Use accent green for progress bars or spinners. Show clear status text (e.g. "Generating... 45%").
- **Subscription Plans:** Use a horizontal card or tile per plan. Highlight the selected/current plan with a green border or background. Text and price clearly displayed; "Upgrade" button in green.
- **Toggle/Switches:** Use the green accent when on.

All UI elements follow familiar patterns so users "recognize, not recall" <sup>15</sup>. For example, a floating action button (for a main action like "New Video") might appear bottom-right if needed, using the green color.

## Screen Layouts

Each key screen is a vertical scrollable view with a clear heading at top. The primary action on each screen is highlighted in green.

- **Login Screen:** Center the GrowPlus logo at top. Below, have two input fields ("Email" and "Password") with clear labels. Underneath, a prominent green "Log In" button. Links for "Forgot password" or "Sign up" (text buttons) sit below the main button. Keep this screen very sparse and centered. (*E.g. a minimal login screen puts the form in the middle with ample white space above and below.*) <sup>13</sup> <sup>16</sup>
- **Client Dashboard:** At top, show a greeting or status (e.g. "Welcome, [Name]") and a green "Generate New Video" button. Below, use cards to summarize recent activity: e.g. "Pending Jobs," "Completed Videos," or "Credits Remaining." Each card title is bold black, with smaller descriptive text. The bottom nav bar (if any) has icons for Home, History, Plans, Profile. Use accent green only for the active tab. Dashboard charts or stats (if any) use simple, flat graph components with green highlights. Keep plenty of white space around elements to avoid clutter. Distinct color coding (green vs gray) makes important data stand out <sup>6</sup>.
- **Admin Dashboard:** Similar style but different content. At top, a summary row of key metrics (e.g. total users, videos in queue). Below, a card/list of recent jobs or system notifications. Use green badges or icons to indicate status (e.g. number of pending jobs). Admin interfaces can use slightly denser layouts, but still follow the same spacing grid. Data tables or lists (for users or jobs) use alternating row colors or subtle dividers, with important cells (active status, priority) tinted green for emphasis <sup>6</sup>.

- **Upload Photo Screen:** Show a large square area with a camera icon or "+" in the center for photo selection. Below it, a caption "Upload or take a photo" in gray. After a photo is selected, display a thumbnail preview. Keep controls simple: a green button "Next" at the bottom. This screen has minimal text – let the icon speak for itself.
- **Style Selector Screen:** Present preset style options as a scrollable grid of cards. Each card has a small image thumbnail or icon representing the style, the style name below it, and a green border or checkmark on the selected one. Cards have slight drop shadow to stand out on white background. Padding inside each style card is 12-16dp. Tapping a card selects that style (highlight in green) – use color weight to indicate selection.
- **Generation Status Page:** Show a linear or circular progress indicator in green. Display the current progress percentage and an optional progress log (e.g. "Rendering frames..."). Include a "Cancel" text button in gray. Below, a list of past jobs with status icons (green check for done, spinner for processing). Use a clear hierarchy: large bold percentage text, smaller subtext.
- **Subscription Plan Screen:** List the available plans (e.g. Free, Pro) in stacked cards or tiles. Each plan card shows plan name, price, and a short bullet list of features. Highlight the recommended plan by filling the card header with green or adding a green "Best Value" ribbon. The purchase button on each card is green with white text. Align cards with consistent margins (16dp apart) and equal height.
- **Admin – User Management:** Display a searchable list/table of users. Each row shows user name, email, and an "Active" toggle (on=green, off=gray). Optionally a "Details" chevron icon on the right. Use clear typography (bold for name, lighter for email). A top search bar lets admin filter users. Keep each row well-spaced (12-16dp padding). Use green text or badges to indicate special user roles (e.g. "ADMIN").
- **Admin – Generation Queue:** Show a list of queued video jobs. Each entry has a thumbnail, username, style, and status. Use a progress bar or percentage on each item if in progress. Provide a "Cancel" icon (trash) in red for each. Section headings (Queued, In-Progress, Completed) use a slightly larger font and maybe a divider. Use green sparingly to highlight priority or completed items (checkmark icon).

Throughout all screens, follow platform conventions (Android Material where applicable). Keep the overall look **clean and uncluttered**, using minimal lines/boxes <sup>13</sup>. For example, instead of heavy borders, rely on whitespace and subtle shading. Always ensure the green accent is used **sparingly** to highlight primary actions or statuses, reinforcing hierarchy <sup>17</sup> <sup>16</sup>.

**References:** We adopt a minimalist palette and typographic hierarchy as recommended by modern mobile UI guidelines <sup>5</sup> <sup>7</sup>, use an 8-point layout grid <sup>11</sup> <sup>12</sup>, and ensure accessibility (contrast  $\geq 4.5:1$ ) <sup>2</sup> <sup>3</sup>. This style has been informed by contemporary Dribbble examples, which emphasize high contrast and clear call-to-actions in minimal dashboard layouts <sup>6</sup> <sup>16</sup>.

<sup>1</sup> Understanding Color for UI Design | by SHRIYA CHUNDURI | Rutgers Creative X | Medium  
<https://medium.com/rutgers-creative-x/understanding-color-for-ui-design-ec53719e880e>

<sup>2</sup> <sup>7</sup> <sup>10</sup> <sup>11</sup> <sup>13</sup> <sup>15</sup> <sup>17</sup> 10 Rules of Thumb in UI Design  
<https://www.designchronology.com/blog/10-rules-of-thumb-in-ui-design>

3 8 9 Accessible Typography Tips for UI Designers — Inclusive Web

<https://www.inclusiveweb.co/accessibility-resources/accessible-typography-font-guidelines-for-ui-designers>

4 Create your Branding: Logo, Color, and Typography

[https://www.smallbusinessstartupsolutions.com/post/create-your-branding-logo-color-and-typography?srsltid=AfmBOooxjyF\\_0IKvPj74edmW9VTm1TCZpeV5z\\_RwZCF4FFG8X6sbtKx3](https://www.smallbusinessstartupsolutions.com/post/create-your-branding-logo-color-and-typography?srsltid=AfmBOooxjyF_0IKvPj74edmW9VTm1TCZpeV5z_RwZCF4FFG8X6sbtKx3)

5 Color scheme trends in mobile app design

<https://decode.agency/article/trends-in-color-schemes-for-apps/>

6 16 Animated and Minimal Dashboard UI Design Examples | Medium

<https://medium.com/@themakedesign/dashboard-ui-design-examples-vol-266-019e3f18b122>

12 14 Everything you should know about 8 point grid system in UX design | by Ashphiar Raihan

Rumman | UX Planet

<https://uxplanet.org/everything-you-should-know-about-8-point-grid-system-in-ux-design-b69cb945b18d?gi=f9a7c49e3cdf>