



Design Style Guide

App PoCom UI Design System





PoCom



PoCom



PoCom



PoCom

Farben

Primary	Secondary	Neutral Background	Typografie / Sections	Typografie
RGB: 140;62;55 HTML: #8c3e37	RGB: 217;137;130 HTML: #d98982	RGB: 242;212;194 HTML: #f2d4c2	RGB: 0;0;0 HTML: #000000	RGB: 255;255;255 HTML: #ffffff
75%	75%	75%	75%	75%
50%	50%	50%	50%	50%
25%	25%	25%	25%	25%



Typografie - Übersicht

Lorem Ipsum

Lorem Ipsum

 Lorem Ipsum

 Lorem Ipsum

Lorem Ipsum

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 Lorem Ipsum

 Lorem Ipsum

Typografie

Schrift, Nutzung, Headline, Fließtexte

Large Title

Example:

Abc

```
font-family: SNS Bubbly,  
font-face: Regular;  
font-size: 32px;  
line-height: 39;  
color: #8c3e37;
```

```
alternative-color:  
#f2d4c2
```

Einsatz bei: Titel

Title 1

Example:

Abc

```
font-family: SNS Bubbly;  
font-face: Regular;  
font-size: 26px;  
line-height: 32;  
color: #d98982;
```

```
alternative-color:  
#f2d4c2
```

Einsatz bei: Titel

Title 2

Example:

Abc

```
font-family: Karla;  
font-face: Medium;  
font-size: 20px;  
line-height: 24;  
color: #8c3e37;
```

```
alternative-color:  
#f2d4c2
```

Einsatz bei: Titel

Title 3

Example:

Abc

```
font-family: Karla;  
font-face: Regular;  
font-size: 20px;  
line-height: 24;  
color: #ffffff;
```

Einsatz bei: Titel

Headline

Example:

Abc

```
font-family: SNS Bubbly;  
font-face: Regular;  
font-size: 15px;  
line-height: 20;  
color: #ffffff;
```

Einsatz bei: Überschriften

Typografie

Schrift, Nutzung, Headline, Fließtexte

Body	Callout	Subhead	Footnote	Caption 1
Example:	Example:	Example:	Example:	Example:
Abc	Abc	Abc	Abc	Abc
font-family: Karla; font-face: Regular; font-size: 15px; line-height: 20; color: #ffffff;	font-family: Karla; font-face: Regular; font-size: 14px; line-height: 19; color: #8c3e37;	font-family: Karla; font-face: Regular; font-size: 13px; line-height: 18; color: #ffffff;	font-family: Karla; font-face: Regular; font-size: 12px; line-height: 16; color: #000000;	font-family: Karla; font-face: Regular; font-size: 11px; line-height: 13; color: #8c3e37;
Einsatz bei: Inhaltstext	alternative-color: #f2d4c2	Einsatz bei: Untertitel	Einsatz bei: Fußnoten	alternative-color: #f2d4c2
	Einsatz bei: Buttons, Hervorhebungen			Einsatz bei: XX



Typografie

Schrift, Nutzung, Headline, Fließtexte

Caption 2

Example:

Abc

```
font-family: Karla;  
font-face: Regular;  
font-size: 11px;  
line-height: 13;  
color: #d98982;
```

```
alternative-color:  
#ffffff
```

Einsatz bei: XX

Buttons - Übersicht

Call-to-Action Button

State: Normal



State: Tab



State: Disabeld



Toggle Button



Primary-action Button

State: Normal



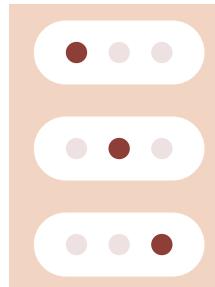
State: Tab



State: Disabled



Page Control



Secondary-action Button

State: Normal



State: Tab



State: Disabled



Buttons - Übersicht

Tertiary-action Button

State: Normal



State: Tab

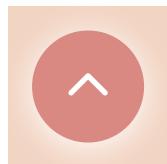


State: Disabeld



Floating-action Button

State: Normal



State: Tab



State: Disabeld



Back Button

State: Normal



State: Tab



Buttons - Übersicht

Erlauben Button

State: Normal



State: Tab



Ablehnen Button

State: Normal



State: Tab





Buttons

Call-to-Action Button

State: Normal

BUTTON

State: Tab

BUTTON

State: Disabeld

BUTTON

FONT

```
font-family: Karla;  
font-face: Regular;  
font-size: 14 px;  
font-color: #ffffff;  
letter spacing: 10%;  
position: center-align;
```

BUTTON

```
size: 144 x 42 px;  
corner: 100px;  
button-color: #8c3e37;
```

FONT

```
font-family: Karla;  
font-face: Regular;  
font-size: 14 px;  
font-color: #8c3e37;  
letter spacing: 10%;  
position: center-align;
```

BUTTON

```
size: 144 x 42 px;  
corner: 100px;  
button-color: #8c3e37;  
opacity: 50%;
```

FONT

```
font-family: Karla;  
font-face: Regular;  
font-size: 14 px;  
font-color: #000000;  
opacity: 50%;  
letter spacing: 10%;  
position: center-align;
```

BUTTON

```
size: 144 x 42 px;  
corner: 100px;  
button-color: #8c3e37;  
opacity: 10%;
```

Buttons

Primary-action Button

State: Normal

BUTTON

State: Tab

BUTTON

State: Disabled

BUTTON

FONT

```
font-family: Karla;  
font-face: Regular;  
font-size: 14 px;  
font-color: #ffffff;  
letter spacing: 10%;  
position: center-align;
```

BUTTON

```
size: 144 x 42 px;  
corner: 10px;  
button-color: #d98982;
```

FONT

```
font-family: Karla;  
font-face: Regular;  
font-size: 14 px;  
font-color: #ffffff;  
letter spacing: 10%;  
position: center-align;
```

BUTTON

```
size: 144 x 42 px;  
corner: 10px;  
button-color: #d98982;  
opacity: 50%;
```

FONT

```
font-family: Karla;  
font-face: Regular;  
font-size: 14 px;  
font-color: #000000;  
opacity: 50%;  
letter spacing: 10%;  
position: center-align;
```

BUTTON

```
size: 144 x 42 px;  
corner: 10px;  
button-color: #d98982;  
opacity: 10%;
```



Buttons

Secondary-action Button

State: Normal

BUTTON

State: Tab

BUTTON

State: Disabled

BUTTON

FONT

```
font-family: Karla;  
font-face: Regular;  
font-size: 14 px;  
font-color: #ffffff;  
letter spacing: 10%;  
position: center-align;
```

BUTTON

```
size: 144 x 42 px;  
corner: 10px;  
button-color: #000000;  
opacity: 50%;
```

FONT

```
font-family: Karla;  
font-face: Regular;  
font-size: 14 px;  
font-color: #8c3e37;  
letter spacing: 10%;  
position: center-align;
```

BUTTON

```
size: 144 x 42 px;  
corner: 10px;  
button-color: #000000;  
opacity: 25%;
```

FONT

```
font-family: Karla;  
font-face: Regular;  
font-size: 14 px;  
font-color: #000000;  
opacity: 50%;  
letter spacing: 10%;  
position: center-align;
```

BUTTON

```
size: 144 x 42 px;  
corner: 10px;  
button-color: #000000;  
opacity: 10%;
```

Buttons

Tertiary-action Button

State: Normal



FONT

```
font-family: Karla;  
font-face: Regular;  
font-size: 14 px;  
font-color: #8c3e37;  
letter spacing: 10%;  
position: center-align;
```

BUTTON

```
size: 144 x 42 px;  
corner: 100px;  
button-color: #ffffff;  
stroke-size: 2;  
stroke-color: #8c3e37;
```

State: Tab



FONT

```
font-family: Karla;  
font-face: Regular;  
font-size: 14 px;  
font-color: #8c3e37;  
letter spacing: 10%;  
position: center-align;
```

BUTTON

```
size: 144 x 42 px;  
corner: 100px;  
button-color: #ffffff;  
stroke-size: 2;  
stroke-color: #8c3e37;  
opacity: 50%;
```

State: Disabeld



FONT

```
font-family: Karla;  
font-face: Regular;  
font-size: 14 px;  
font-color: #8c3e37;  
opacity: 50%;  
letter spacing: 10%;  
position: center-align;
```

BUTTON

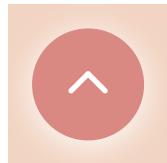
```
size: 144 x 42 px;  
corner: 100px;  
button-color: #ffffff;  
stroke-size: 2;  
stroke-color: #8c3e37;  
opacity: 10%;
```



Buttons

Floating-action Button

State: Normal



ARROW

```
size: 9 x 16 px;  
direction: horizontal, up;  
position: center-align;  
color: #ffffff;
```

BUTTON

```
size: 42 x 42 px;  
button-color: #d98982;
```

SHADOW

```
X: 0;  
Y: 2;  
blur: 15;  
color: ffffff;
```

State: Tab



ARROW

```
size: 9 x 16 px;  
direction: horizontal, up;  
position: center-align;  
color: #ffffff;
```

BUTTON

```
size: 42 x 42 px;  
button-color: #d98982;  
opacity: 50%;
```

SHADOW

```
X: 0;  
Y: 2;  
blur: 15;  
color: ffffff;
```

State: Disabeld



ARROW

```
size: 9 x 16 px;  
direction: horizontal, up;  
position: center-align;  
color: #ffffff;
```

BUTTON

```
size: 42 x 42 px;  
button-color: #000000;  
opacity: 20%;
```

SHADOW

```
X: 0;  
Y: 2;  
blur: 15;  
color: ffffff;
```

Buttons

Back Button

State: Normal



ARROW

```
size: 9 x 16 px;  
direction: vertikal, left;  
position: center-align;  
color: #ffffff;
```

BUTTON

```
size: 42 x 42 px;  
button-color: #8c3e37;
```

State: Tab



ARROW

```
size: 9 x 16 px;  
direction: vertikal, left;  
position: center-align;  
color: #ffffff;
```

BUTTON

```
size: 42 x 42 px;  
button-color: #8c3e37;  
opacity: 50%;
```

Buttons

Erlauben Button

State: Normal



State: Tab



HOOK

```
size: 30 x 22,99 px;  
position: center-align;  
color: #ffffff;
```

HOOK

```
size: 30 x 22,99 px;  
position: center-align;  
color: #ffffff;
```

BUTTON

```
size: 42 x 42 px;  
button-color: #8c3e37;
```

BUTTON

```
size: 42 x 42 px;  
button-color: #8c3e37;  
opacity: 50%;
```

Buttons

Ablehnen Button

State: Normal



VECTOR

```
size: 30 x 30 px;  
position: center-align;  
color: #ffffff;
```

State: Tab



VECTOR

```
size: 30 x 30 px;  
position: center-align;  
color: #ffffff;
```

BUTTON

```
size: 42 x 42 px;  
button-color: #8c3e37;
```

BUTTON

```
size: 42 x 42 px;  
button-color: #8c3e37;  
opacity: 50%;
```

Buttons

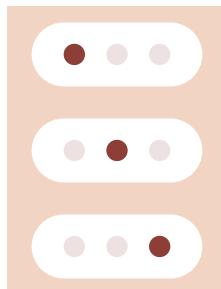
Toggle Button



BUTTON

```
button-size: 51 x 31 px;  
corner: 100px;  
control-size: 27 x 27 px;  
disabled-color: #000000;  
disabled-opacity: 50%;  
enabled-color: #d98982;  
enabled-opacity: 50%;  
control-color: #ffffff;
```

Page Control



SLIDER

```
button-size: 64 x 24 px;  
corner: 100px;  
color: #ffffff;
```

CONTROL

```
size: 8 x 8 px;  
corner: 100px;  
disabled-color: #8c3e37;  
disabled-opacity: 15%;  
enabled-color: #8c3e37;
```

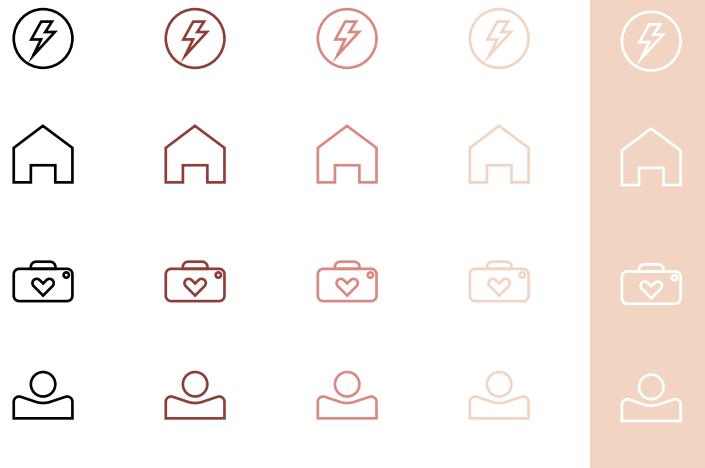


Icons

ICONS

```
size: 24 x 24 px;  
stroke: 1px;  
color-variations: #000000,  
#8c3e37, #d98982,  
#f2d4cs, #ffffff;
```

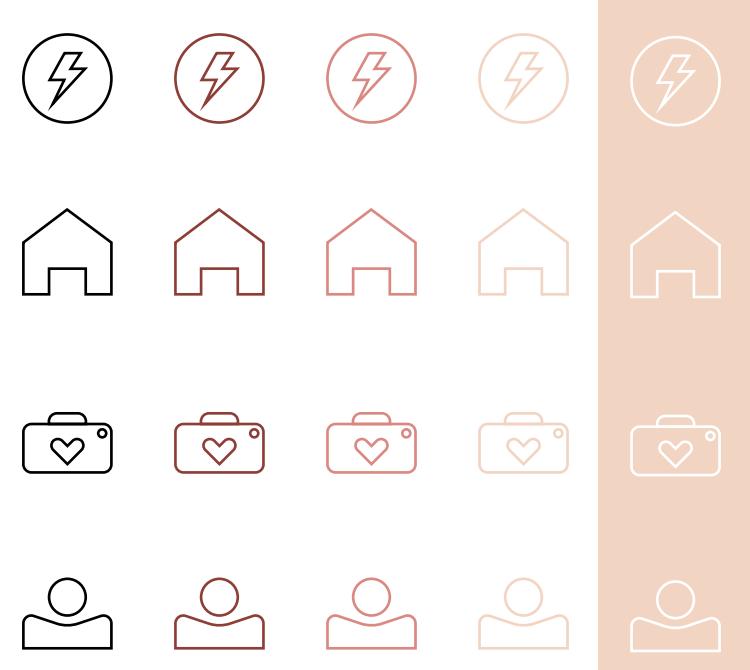
24 px



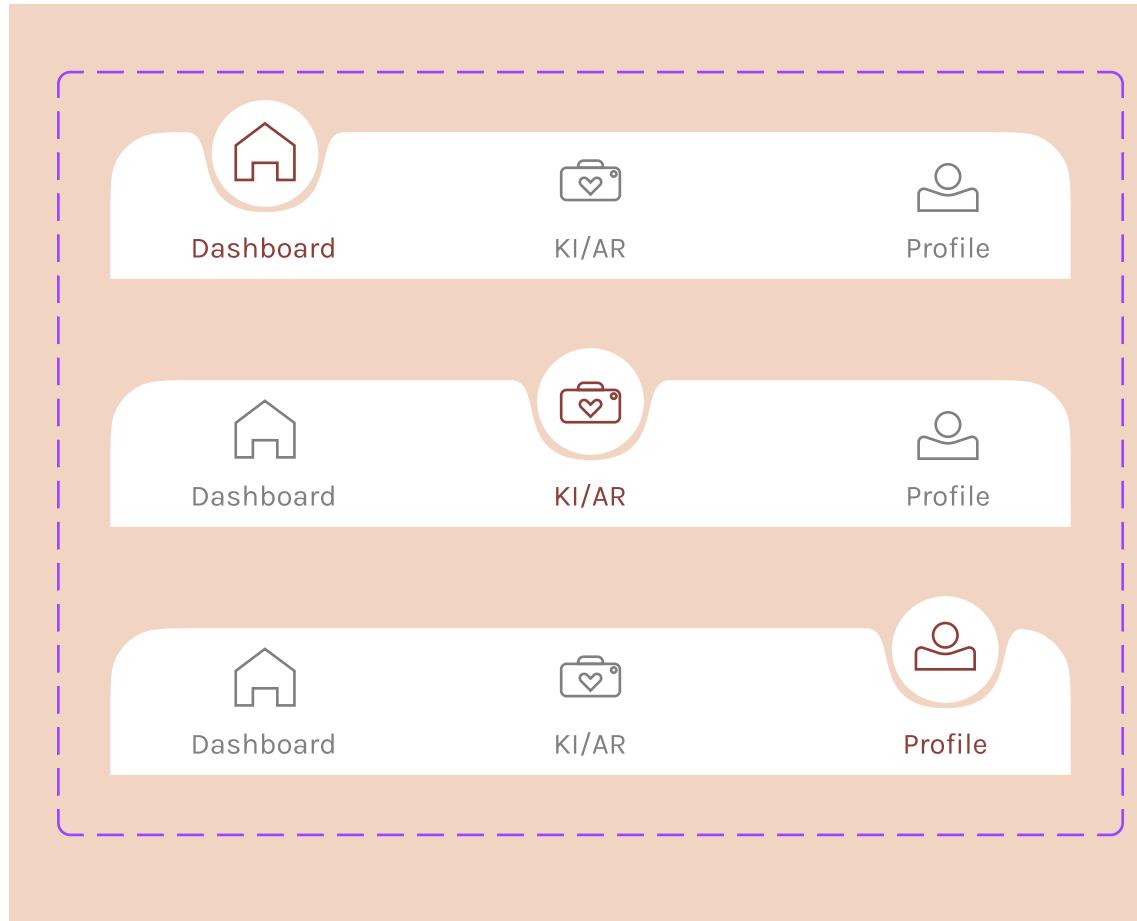
ICONS

```
size: 36 x 36 px;  
stroke: 1px;  
color-variations: #000000,  
#8c3e37, #d98982,  
#f2d4cs, #ffffff;
```

36 px



Bottom navigation



BOTTOM NAV GENERALLY

size: 360 x 55 px;
corner: 20, 20, 0, 0 px;
color: #ffffff;

STATE DISABLED GENERALLY

icon-color: #000000;
icon-opacity: 50%;
textstyle: caption 1;
textstyle-color: #000000;
textstyle-opacity: 50 %;

STATE ENABLED GENERALLY

circle-size: 40 x 40 px;
circle-color: #ffffff;
icon-activated-color: #8c3e37;
textstyle: caption 1;
textstyle-color: #8c3e37

DESCRIPTIONS

Dashboard-position: X 30 Y 37;
KI/AR-position: X 166 Y 37;
Profile-position: X 298 Y 37;

ICON ENABLED

Icon-position in circle: center; (set as group)
Dashboard-circle-position: X 38 Y -12;
KI/AR-circle-position: X 160 Y -12;
Profile-circle-position: X 293 Y -12;

ICON DISABLED

Dashboard-position: X 46 Y 7;
KI/AR-position: X 168 Y 3;
Profile-position: X 302 Y 7;

Illustrationen



ILLUSTRATION ABSICHERUNG

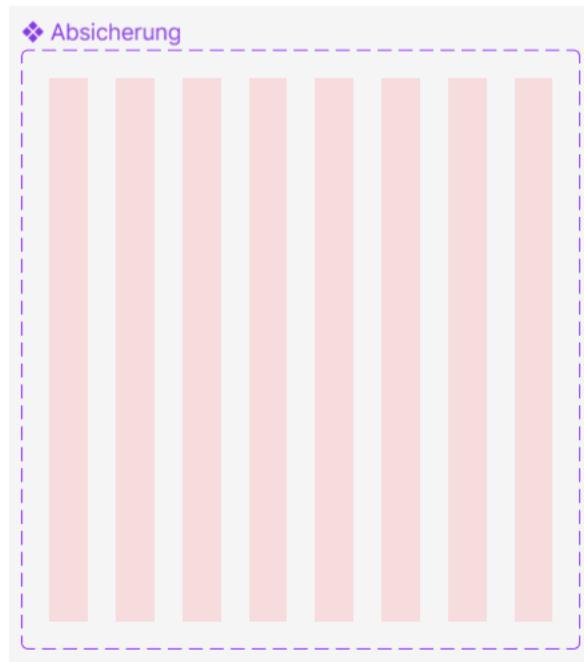
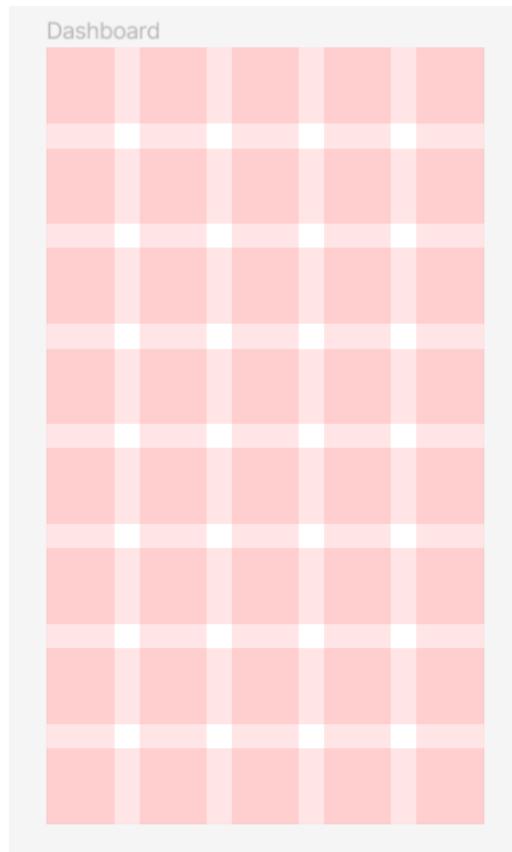
size: 115 x 190 px;
usecase: rectangle;



ILLUSTRATION REISENDER

size: 90 x 90 px;
usecase: circle;

Gridsystem



GRIDSYSTEM COMPONENTS

columns: 8, stretch, auto, 0, 20;

GRIDSYSTEM GENERALLY

rows: 8, stretch, auto, 0, 20;
columns: 5, stretch, auto, 0, 20;