

# DESIGN LANGUAGE

## 01. LOGO DESIGN

### MAIN



### VARIATIONS

#### Inverted



#### Thumbnail



- Use the main logo in all cases except:
  - when there is insufficient space for the logo to be read legibly;
  - the background colour doesn't provide enough contrast.
- Always leave a clear space area around the logo equal to the height of the letter "a", as shown.
- Use the inverted logo if the background colour does not provide enough contrast.
- Use the thumbnail logo only if space is limited.

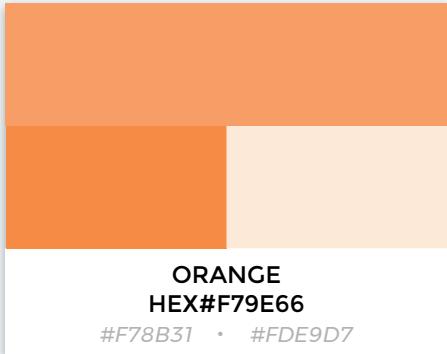


- Place the logo over a pattern, busy illustration, or image.
- Distort the logo to make it fit in a location.

## 02. COLOUR PALETTE

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### PRIMARY



ORANGE

HEX#F79E66

#F78B31 • #FDE9D7

**USE CASES:** accent colour for copy, buttons and icons; selected tabs; progress bar; highlighted selections (lightest version).



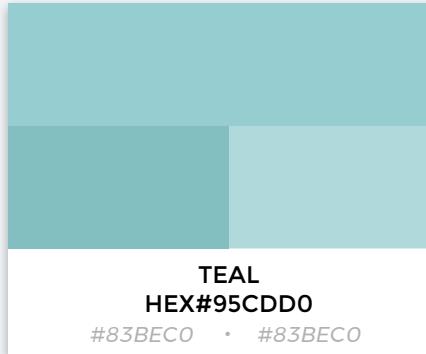
PLUM GREY

HEX#5A6175

#2B3348 • #EDEDEE

**USE CASES:** general copy; buttons; active and filled input fields; edit menu fill (darker version); secondary buttons and chips (lighter version).

### SECONDARY



TEAL

HEX#95CDD0

#83BEC0 • #83BEC0

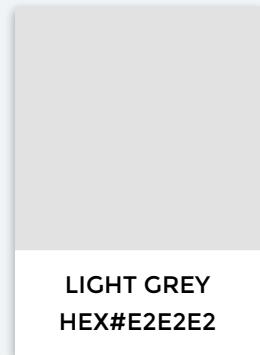
**USE CASES:** use sparingly where an additional colour feels needed.

### NEUTRAL



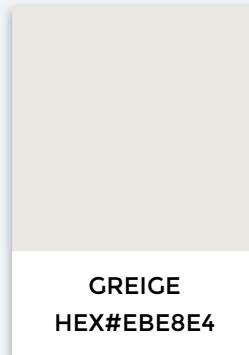
GREY

HEX#B2B2B2



LIGHT GREY

HEX#E2E2E2



GREIGE

HEX#EBE8E4

**USE CASES:** inactive text and input fields.

**USE CASES:** separators; borders

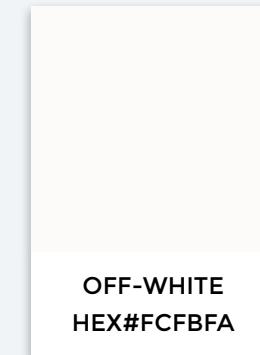
**USE CASES:** Inactive tabs; navigation bar bottom border; tab bar top border

### BACKGROUND



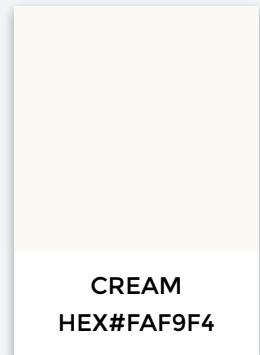
WHITE

HEX#FFFFFF



OFF-WHITE

HEX#FCFBFA



CREAM

HEX#FAF9F4

**USE CASES:** screen background; navigation and tab bar fill; copy over dark fill.

**USE CASES:** modal navigation bar background; search bar fill.

**USE CASES:** alternative screen background.

## 03. TYPOGRAPHY

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# Aperçu

## Title 1

Aperçu Bold / 26pt / Tracking 50pt / Leading 33pt / #5A6175 or #FFFFFF

## Title 2

Aperçu Bold / 22pt / Tracking 50pt / Leading 28pt / #5A6175 or #F79E66

### Headline; Modal Titles; SEGMENTED CONTROL BUTTONS

Aperçu Bold / 17pt / Tracking 50pt / Leading 22pt / #5A6175; #B2B2B2; #FFFFFF; #F79E66

### CALL-TO-ACTION BUTTONS

Aperçu Bold / 17pt / Tracking 160pt / Leading 22pt / #5A6175 or #FFFFFF

### System Buttons

Aperçu Medium / 17pt / Tracking 0pt / Leading 22pt / #5A6175; #B2B2B2; #FFFFFF

### Paragraph copy; Text inputs; Disabled system buttons

Aperçu Regular / 17pt / Tracking 0pt / Leading 20pt / #5A6175 or #B2B2B2

### Secondary text

Aperçu Regular / 15pt / Tracking Opt / Leading 18pt / #5A6175; #B2B2B2; #FFFFFF

### Tertiary text; Captions

Aperçu Regular / 13pt / Tracking Opt / Leading 15pt / #5A6175 or #B2B2B2

### Tab bar labels

Aperçu Bold / 11pt / Tracking 30pt / Leading 15pt / #5A6175 or #F79E66

## 04. BUTTONS

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### CALL-TO-ACTION BUTTONS

BUTTON

OUTLINED BUTTON



ICON BUTTON



Icon Button

**NOTE:** Call-to-action buttons are placed in hierarchical order, with the most prominent on top. When using multiple call-to-action buttons, ensure that the highest emphasis button stands out from the lower emphasis buttons that perform less important actions.

### SYSTEM BUTTONS

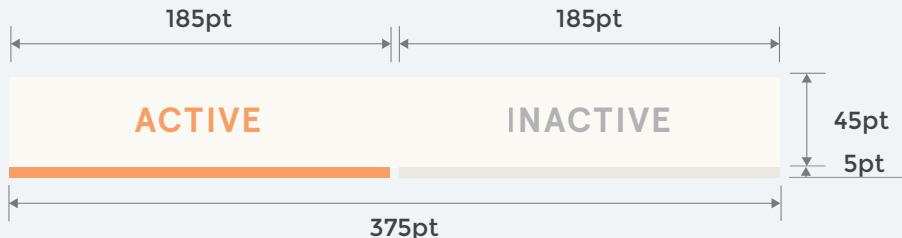
Text Button

Underlined Text Button

Disabled Text Button

Icon Button

### SEGMENTED CONTROL BUTTONS



## 05. FORMS

### TEXT-FIELDS

With leading icon

Placeholder text

---

Input | ×

---

Filled

---

Correct | ✓

---

Error | !

---

 \*\*\*\*\* 🔒

---

 Show password | 👁

---

Without leading icon

Hint text

---

Hint text  
Input text | ×

---

Hint text

---

Filled

---

Description:  

Description: Filled

### FORM DESCRIPTION



### FORM EXAMPLE

← Sign Up

---

 Charlotte Edmunds ✓

---

 charlotteedmunds@mail.com ✓

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 \*\*\*\*\* 🔒

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By continuing, you agree to MonstaPursuit's [Terms & Conditions](#) and [Privacy Policy](#)

CREATE ACCOUNT

## 06. BARS

### NAVIGATION AND STATUS

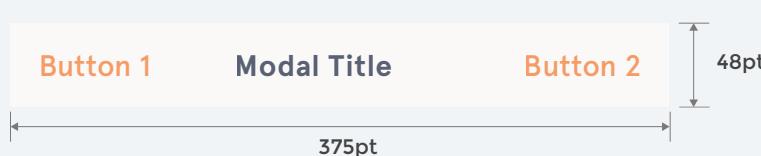
With pinned search bar



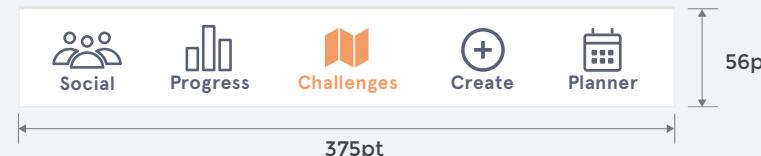
Without pinned search bar



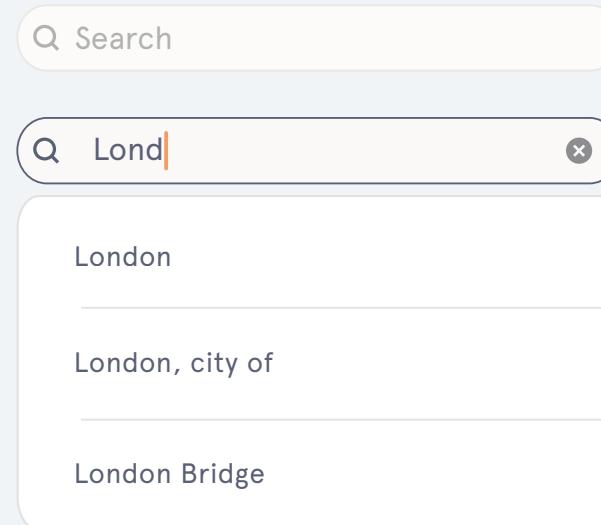
### MODAL



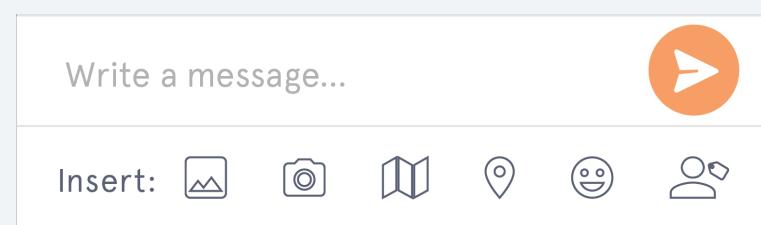
### TAB



### SEARCH



### CHAT



### SCOPE

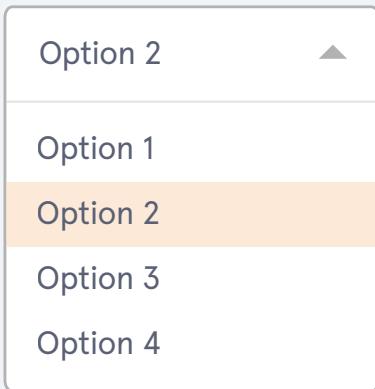


## 07. MENUS & PICKERS

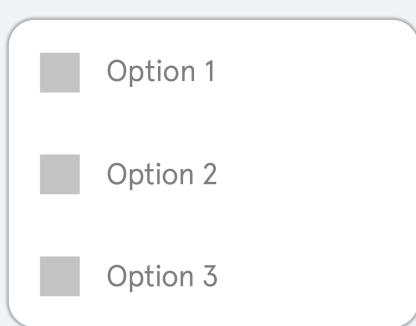
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### MENUS

Exposed dropdown menu

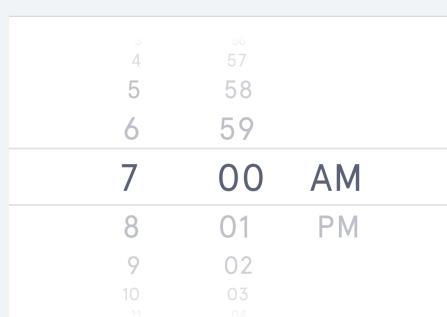


Dropdown menu

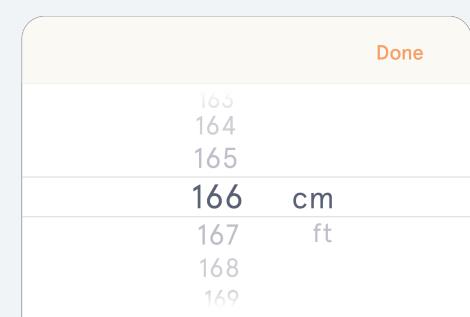


### PICKERS

Inline triple selector picker



Pop-over double selector picker



## 08. LABELS

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### EXERCISE LABEL



### CHALLENGE LABEL



### CALENDAR LABELS

Moderate level, incomplete with alert set



Easy level, incomplete with alert set



Moderate level, incomplete without alert set



Advanced level, incomplete with out alert set



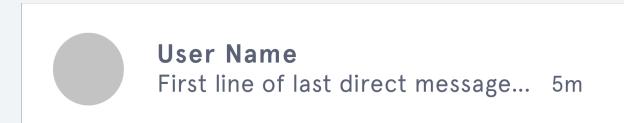
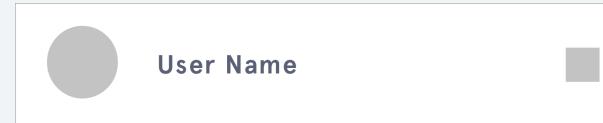
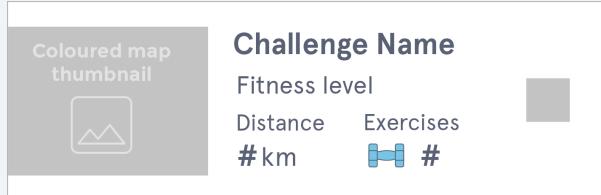
Moderate level, completed



Intense level, completed



## 09. LISTS



## 10. CARDS

CARD 1: Challenge card

**Challenge Name**  
Fitness level

Coloured map thumbnail

Distance # km Exercises # km

Highest Score

Date last completed

Challenge Friends PLAY

Card border represents the Challenge level of difficulty:  
Easy - Green  
Moderate - Blue  
Advanced - Red  
Intense - Plum Grey

CARD 2: Social feed

User Name Date  
# points | Location

Distance Pace Points Achievements  
# km #:##/km # #

Coloured map

Heart # Comments  
Like Comment Share

CARD 3: Preview card

Background image  
Headline  
Short description of what this content is about.

CARD 4: Exercise card

Exercise Name

## 11. CONTROLS

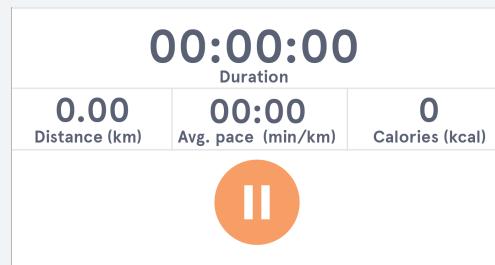
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### PLAY CONTROLS

Start



Playing



Paused

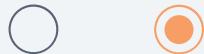


### SELECTION CONTROLS

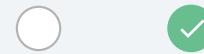
Switch



Radio



Check



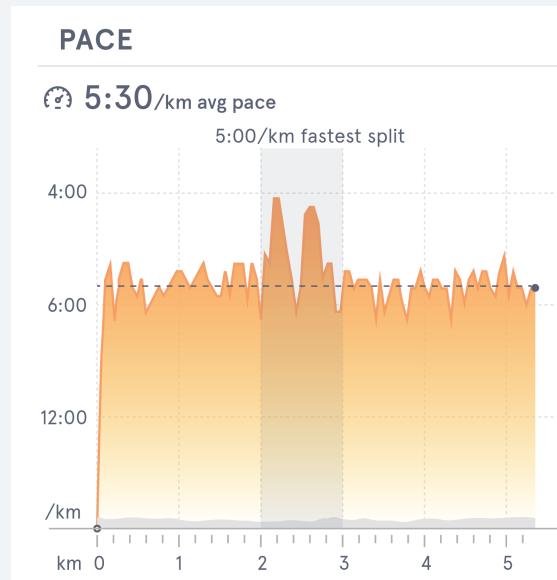
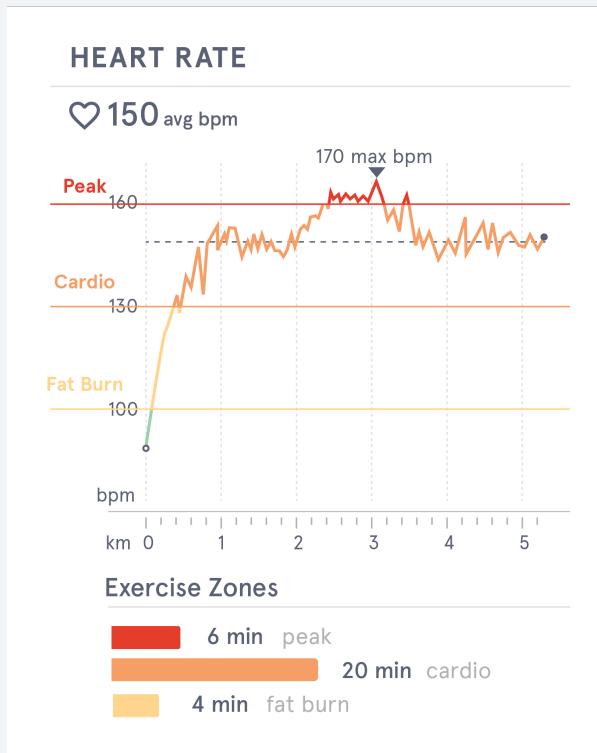
## 12. PROGRESS INDICATORS

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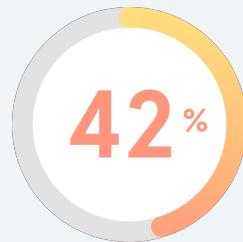


## 13. CHARTS

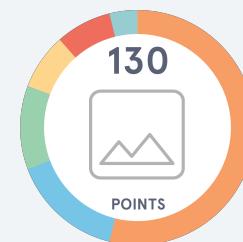
### CHALLENGE ANALYSES CHARTS



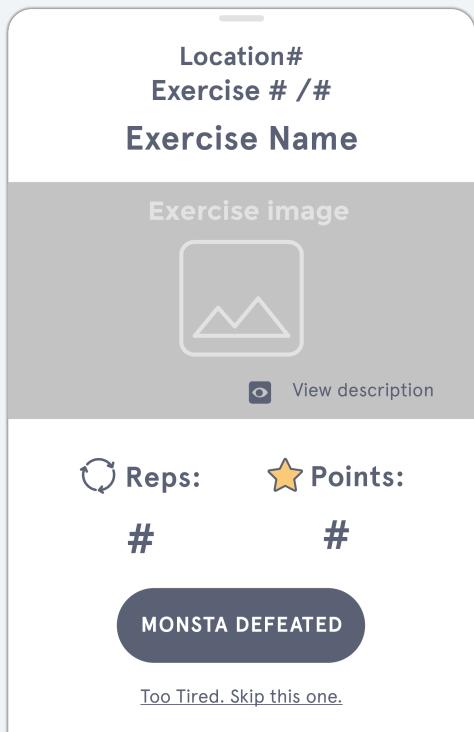
### GOAL SETTING & PROGRESS CHARTS



### CHALLENGE REWARD CHARTS



## 14. ACTIVITY SHEETS



## 15. ALERTS

**Title**  
A short sentence that takes up the first and second line.

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**Label**

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**Label**

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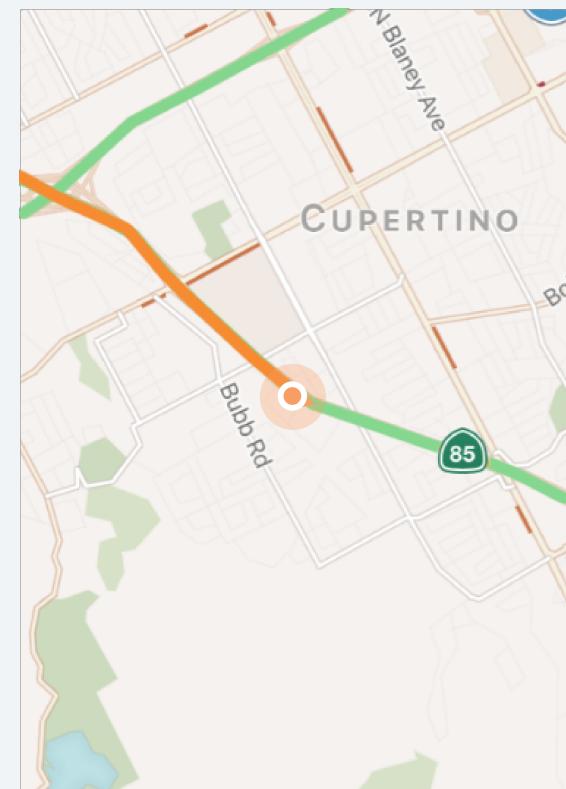
**Label**

**Title**  
A short sentence that takes up the first and second line.

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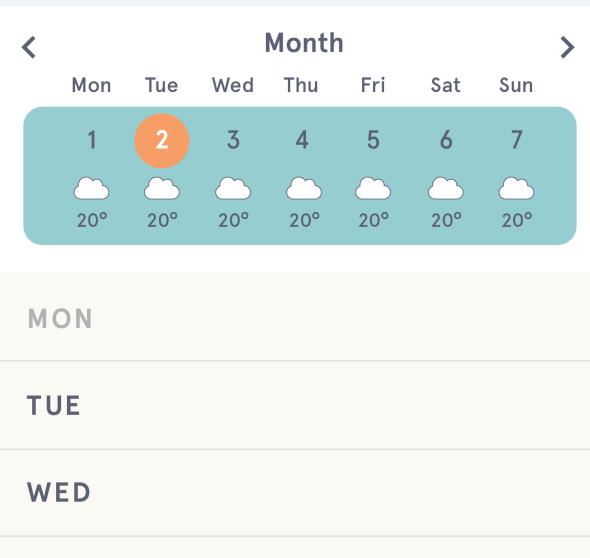
|              |              |
|--------------|--------------|
| <b>Label</b> | <b>Label</b> |
|--------------|--------------|

## 16. MAPS



## 17. OTHER ELEMENTS

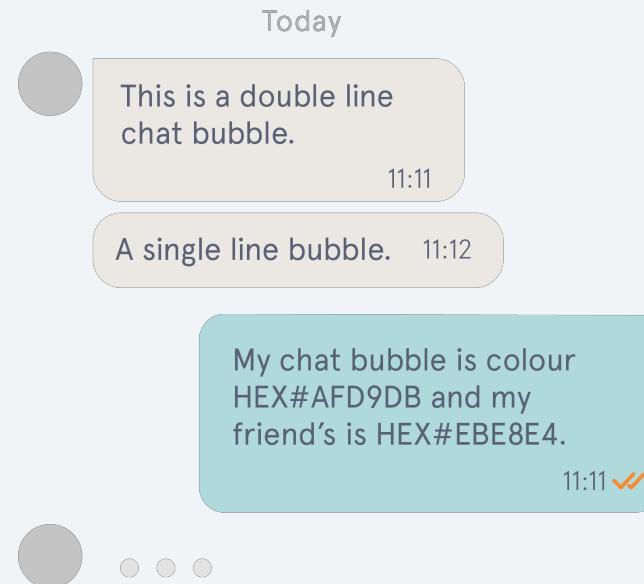
### CALENDAR



### EDIT MENU



### CHAT BUBBLES



### TOOL TIP



### CHIPS



### CAROUSEL

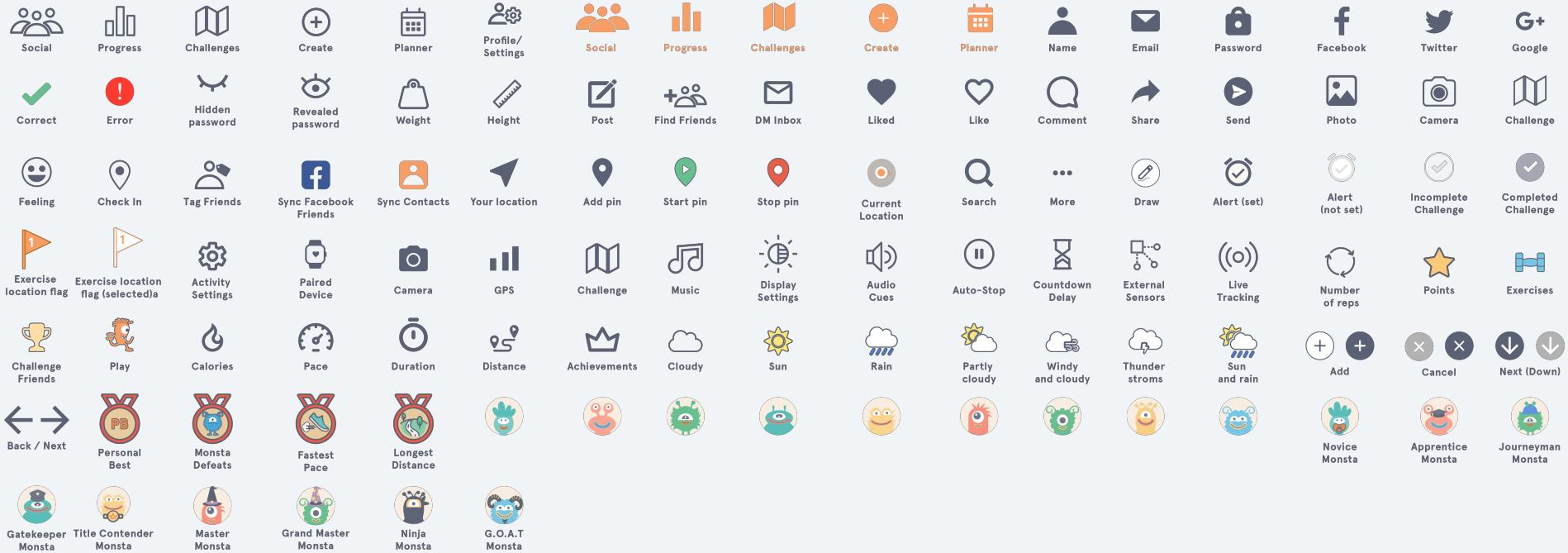


### AVATARS



## 18. ICONS

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## 19. IMAGERY / ILLUSTRATION

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### COLOURS

#### Blue

#45A8D6 #65BBDE  
#85D0ED #76C5E6

#### Teal

#59BEB8 #6AC3BE  
#95CDD0 #7CC9C5

#### Green

#68BE8F #88CBAA  
#BEDDC2 #99D1AE

#### Red

#E65D4A #ED634E  
#F07C6D #EF6D5D

#### Orange

#F68B46 #F79E66  
#FDE9D7 #FCC597

#### Yellow

#F5C471 #FACA78  
#FFDEA6 #FED58C

#### Cream

#F0D3C3 #F4DCCD  
#F5E2D3 #F9EFE4

#### Stone

#E8E8E4 #EFECE7  
#FBF7F2 #F6F4EE

#### Plum Grey

#4B5161 #5A6175  
#828DAB #626A7F

#### White

#FFFFFF

#### Off-Black

#29262B

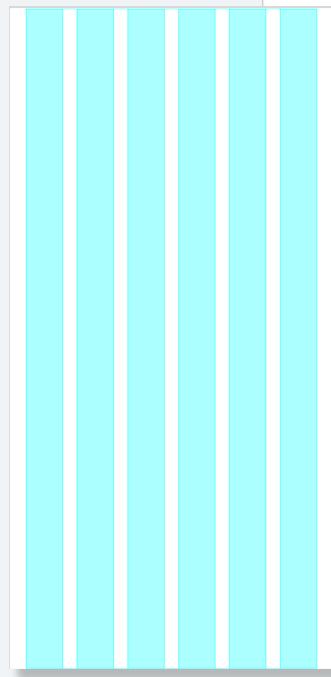
## 20. GRIDS

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### DESKTOP GRID

#### **12 column grid**

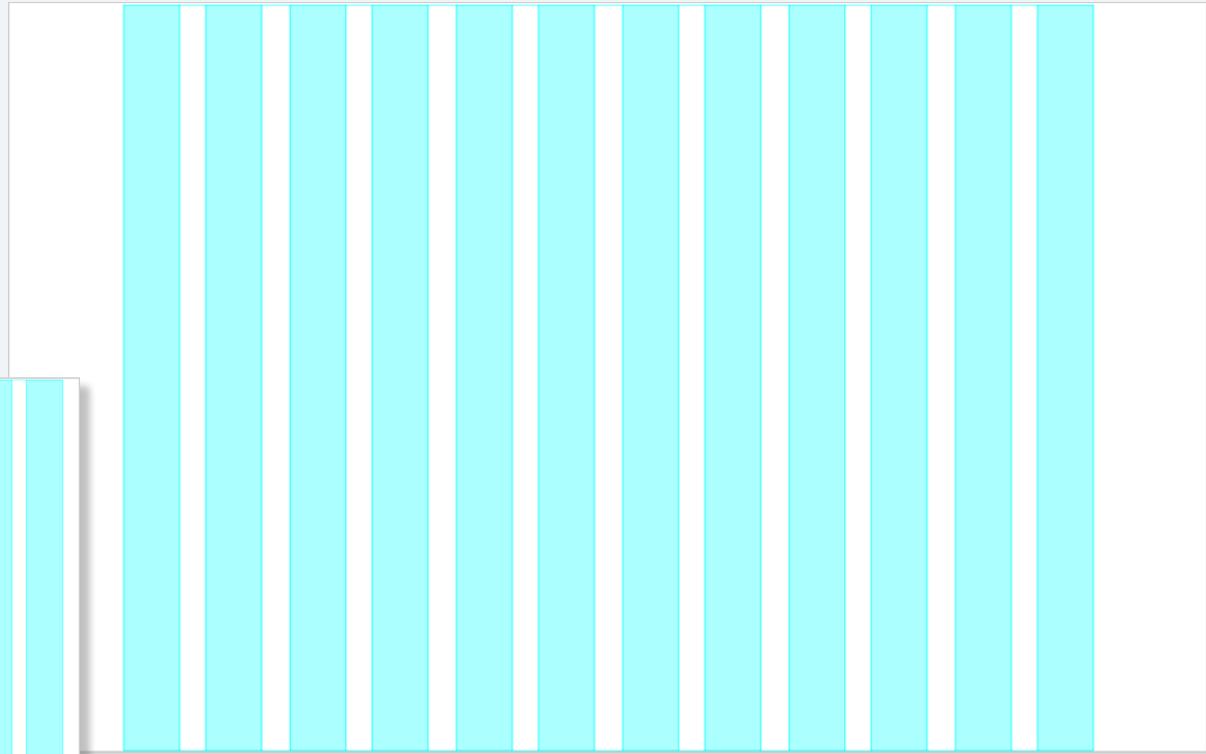
Screen width: 1440 px  
Margin size: 135 px  
Gutter width: 30px  
Column width: 70px



### MOBILE GRID

#### **6 column grid**

Screen width: 375 px  
Margin size: 18 px  
Gutter width: 15 px  
Column width: 44 px



## 21. LANGUAGE / TONE OF VOICE

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### SIMPLE AND CLEAR

Language used must be clear and easy to understand.

Keep instructions and notifications simple to ensure a quick use of the app, but provide as many explanations as necessary so that users understand how the app works.

Make sure all buttons and labels communicate clearly what the user is about to do.

### FUN AND FRIENDLY

The tone of our app is informal and fun to keep users engaged and excited to play the game.

We aim to be personal, while not being intrusive, so that users feel comfortable using the app.

### MOTIVATIONAL

It is important to keep users motivated so avoid using language that could be interpreted as intimidating to users that are new to exercise.

Texts and graphics don't have to be purely functional – use emotional language to cheer the player on and encourage them to keep moving.

## 22. ACCESSIBILITY

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MonstaPursuit strives to make our content accessible and usable to the widest possible audience, including those with low vision, blindness, hearing impairments, cognitive impairments, motor impairments or situational disabilities. The follow provides guidelines that should be followed in order to achieve greater accessibility for all:

### **Clear and concise copy**

Be clear and focused when providing instructions. Use familiar words and keep sentences short and to the point. Avoid instructions that require users to rely on visual acuity.

### **Hierarchy**

Help the user navigate easily through the app by creating a clear hierarchy of importance so users know where to focus their attention. Various levels of emphasis can be achieved through the use of multiple visual and textual cues like color, shape, text, and motion .

### **Colour and contrast**

Use strong colour contrast between a colour and its background that meet the World Wide Web Consortium (W3C) standards. The W3C recommends the following contrast ratios for body text and image text:

- Small text should have a contrast ratio of at least 4.5:1 against its background.
- Large text (at 14 pt bold/18 pt regular and up) should have a contrast ratio of at least 3:1 against its background..

### **Accessibility Text**

Accessibility text includes both visible text (i.e. labels for UI elements, text on buttons, links, and forms) and nonvisible descriptions that don't appear on screen (such as alternative text for images) that screen readers read aloud to help users navigate the app. Write clear and short accessibility text that uses descriptive and meaningful language as this will allow screen reader users to navigate the app faster. Visual alternatives can be given to sound or other critical audio elements and alerts, such as closed captions or a transcript.

### **Touch and pointer targets**

Touch targets are the parts of the screen that respond to user input. They extend beyond the visual bounds of an element; so an icon may appear to be 24 x 24 px, but the padding surrounding it comprises its full touch target. Touch targets should be at least 48 x 48 px. Pointer targets are similar to touch targets, but apply to the use of motion-tracking pointer devices such as a mouse or a stylus. Pointer targets should be at least 44 x 44 px.