**Alli Style Guide**

**1. Introduction**

This style guide defines the visual and interaction principles for Alli, the AI‑powered nutrition assistant. It ensures consistency across all touchpoints, creating a cohesive, premium, and user‑friendly experience.

**2. Brand Colors**

|  |  |  |
| --- | --- | --- |
| **Name** | **Hex** | **Usage** |
| **Navy** | #0C2240 | Primary text, logo, borders, navigation bar |
| **Stone** | #F7F4ED | App background, cards, modals |
| **Pastel Blue** | #BDD7EF | Primary buttons, active states, highlights |
| **Fresh Mint** | #78C6A3 | Progress bars, data visualizations, icon accents |
| **Coral** | #FF6B6B | Secondary CTAs, notifications, error states |

**3. Typography**

* **Primary Font:** Inter (Sans‑serif)
  + Headings: 700 weight
  + Body: 400 weight
* **Secondary Font:** Merriweather (Serif)
  + Subheadings, quotes

**Sizes & Hierarchy**

|  |  |  |  |
| --- | --- | --- | --- |
| Element | Size (sp) | Line Height | Usage |
| H1 | 32 | 40 | Screen titles, major headers |
| H2 | 24 | 32 | Section headers |
| Body | 16 | 24 | Paragraph text, labels |
| Small / Caption | 14 | 20 | Form hints, captions |

**4. Iconography**

* **Style:** Simple, monoline icons in Navy.
* **Sizes:** 24x24 px (body), 32x32 px (navigation).
* **Examples:** Camera for food log, cloche for meal plan, chat bubble for Q&A.

**5. Imagery**

* **Photography:** High‑resolution, vibrant images of whole foods (salads, bowls, fresh produce).
* **Treatment:** Rounded corners (8px), subtle drop shadow (Y:2px, Blur:4px, opacity:10%).
* **Usage:** Featured in cards, screen headers, full‑width banners.

**6. Layout & Spacing**

* **Grid:** 8‑point system.
* **Margins:** 16px on mobile; 24px on tablet.
* **Gutters:** 16px between columns.
* **Corner Radius:** 12px for cards and buttons.

**7. UI Components**

**Buttons**

* **Primary:** Pastel Blue background (#BDD7EF), Navy text (16sp, 600), 48px height.
* **Secondary:** Coral background (#FF6B6B), White text, same size.

**Input Fields**

* **Background:** White.
* **Border:** 1px Navy (#0C2240) or Fresh Mint for focus.
* **Text:** Navy, 16sp.

**Cards**

* **Background:** White.
* **Border:** 1px solid #E6E5E3.
* **Padding:** 16px.

**8. Data Visualization**

* **Charts / Progress Bars:** Use Fresh Mint for completed, Pastel Blue for in‑progress, Coral for over‑target/warning.
* **Labels:** Navy, bold 600.

**9. Logo Usage**

* **Placement:** **Centre Top** of mobile screens (48px margin).
* **Clear Space:** Minimum 24px around the logo.
* **Minimum Size:** 32px height on mobile.
* **Colours:** Stone Background = Navy logo, Navy Background (e.g. Headers) + Stone logo



