# CarbCutter Design Language

Regular body text

Buttons - all types

Accent 02

Accent 01

# Header 1 / DM Sans / Bold / 24px

Body regular / SK Modernist / Regular / 14px

Button / SK Modernist / Bold / 16px

**Primary gradient** 

Full screen messages, onboarding, Sing-up Header 2 / DM Sans / Bold / 16px Header titles, menu items

Menu subitem headers BODY-ACCENT / SK MODERNIST / REGULAR / CAPS / 14PX

Onboarding item headers CAPTION-ACCENT / SK MODERNIST / REGULAR / CAPS / 11PX Form / list / table labels Caption / SK Modernist / Regular / 11px

Colors

**Typography** 

#F9881F - #FF774C #FA8B00 #0B735F Included in data presentations Primary Used to signal error states Variation created via reduced opacity #FE554A

Most prominent color in the app Variations will include 20% and 30% black overlay

Shade 01 #3D3D3D

White **Background** 

#F7F7FB #FFFFFF Shade 02 Background color for cards App background color

#C6C9CC Text color for buttons Drop shadow 01: Shade 03 #DFE2E5 #3D3D3D

Will support UI elements Color: Shade 01, 5%, Y20 Variations crated via reduced opacity Spread 0, Blur 40 Applicable to cards only

**UI Elements** 

Buttons - primary

## Primary button large / General rules:

Text style: Button

Container: 20 px corner radius

14 px top and bottom padding

Usage: Full screen CTA

**Default** 

Usage: Account setup **Default** 

Text style: Button

Container; 20 px corner radius

14 px top and bottom padding

Primary button small / General rules:

Disabled

**Button states: Default Active** Default primary button: Active primary button: Disabled primary button: Fill: Primary gradient Fill: Primary gradient, Shade 01/30% overlay, Fill: Shade 03 Text: Button, 100% white Text: Button, 100% white

Text: Button, Shade 02 **Buttons - secondary** Secondary button large/ General rules: Secondary button small / General rules: Container: 20 px corner radius, stroke 1px, inside Container: 20 px corner radius, stroke 1px, inside

Active secondary button:

**Disabled** 

Shade 02

Disabled link button:

Toggle buttons

Text style: Button, underlined

Text: Button, Primary color, Shade 01/30% overlay

Border: stroke 1px, inside, Primary color, Shade 01/30% overlay

Text style: Button

Usage: Full screen CTA

15 px top and bottom padding

**Button states: Default** 

**Active** 

Active link button:

Text style: Button, underlined

Shade 01/30% overlay,

**Default** 

**Active** Disabled

30 px corner radius

Text style: Button

Usage: Account setup

15 px top and bottom padding

**Default** 

Radio buttons

Active

Active radio button:

Fill: Primary color

Off:

Text: Body regular, Shade 01

Fill: Shade 02, Shade 02 / 50% overlay

Disabled secondary button:

Border: stroke 1px, inside, Shade 03

Disabled

Fill: no fill, stroke - Shade 01

Disabled radio button:

Text: Button, Shade 02

### Default link button: Text style: Button, underlined

**Default** 

Primary color

**Buttons-links** 

Default secondary button:

Text: Button, Primary color

Border: stroke 1px, inside, Primary color

Chips INCH Only active state-switching units Container: 9 px top and bottom padding Text: Body accent, Primary color

16 px corner radius

On: Fill: Primary color, Primary color / 50% overlay Border: stroke 1px, inside, Primary color

> Small input field / General rules: Container: 139px x 54px Border: stroke 1px, inside, Shade 02

> > 5 px corner radius

Label: Caption, Shade 01

Input text style: Body regular, Shade 01

No. of servings

## Input text style: Body regular, Shade 01

Container: 311px x 54px

Border: stroke 1px, inside

Label: Caption, Shade 01

5 px corner radius

Input / selection forms

Large input field / General rules:

Enter email Email@email.com 311 **States:** 

Enter email Enter email Email@email.com Email@email.com Default input field: Active input field: Placeholder text: Body regular, Shade 02 Border: Shade 01 Border: Shade 02 Show coursor

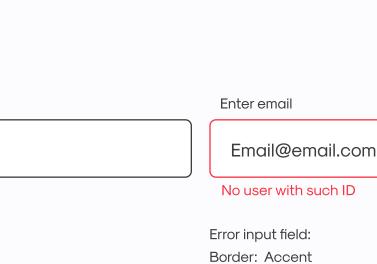
**HEIGHT** 

Active input field:

Shade 01

Input text: Body regular,

CM



Н

4.6g

25.4g

25.8g

Net carbs

Protein

Calories

Fat

16

Error text: Caption, Accent

139

### **HEIGHT** CM

Input text style: Body regular, Shade 01

Label: Caption-accent

Unit: Body-accent

Default input field:

Shade 02

**Cards** 

16

Open input field / General rules: Onboarding only - used for input of personal data

Breakfast It looks like you haven't added any food yet. Find and add here all the delicious things you had for breakfast. 8 I

Container: no stroke, 5 px corner radius

Meal title text style: Header 2

Body text style: Body regular

Text style: Header 2

Mobile layout

Columns: 6 Margins: 32px Gutter: 33px

Header: 56 px

Spacing: Multiples of 8

Grid: 8px

Line: Shade 01, 1px, centered

+ Add food 311 Meal card: Background: White, Drop shadow 01

Button: link style, centered if one. Tab menu **Progress** Tips 275

Colors: Selected - Shade 01; unselected - Shade 01 - 50% opacity

Layout: even distribultion, centered on 6 column grid

205 311 Graph card: Background: White, Drop shadow 01 Container: no stroke, 5 px corner radius Text style: Caption, aligned Graph: Graph container: 205px x 16px, 5px corner radius Colors: Accent 01 for macros consumed, Accent 01 - 20% opacity for remaining

10.9g left

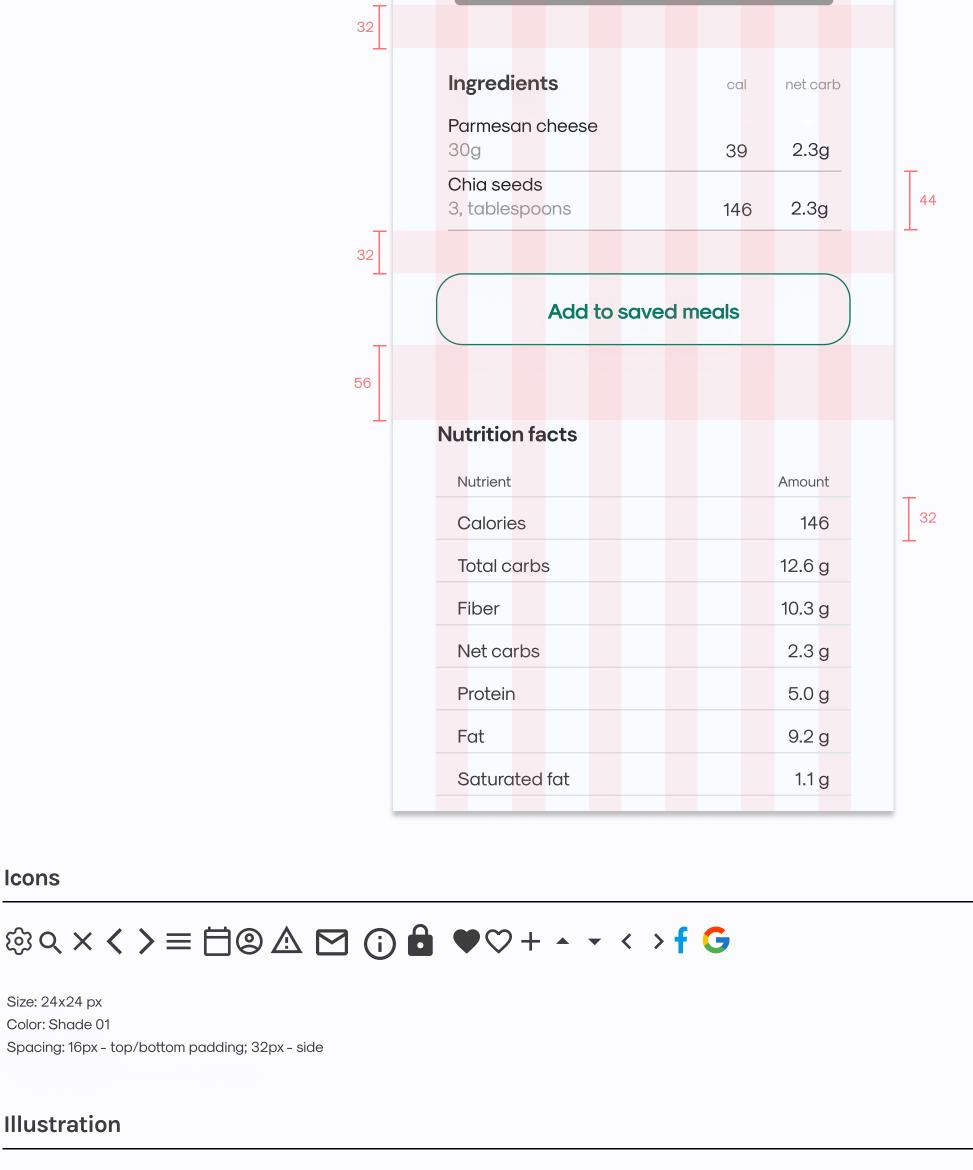
52g left

70.6g left

845 left

176

24 32



375

Save meal

f G

Choose meal name

e.g. Greek salad lunch

56

## Spacing: 16px - top/bottom padding; 32px - side Illustration

**Icons** 

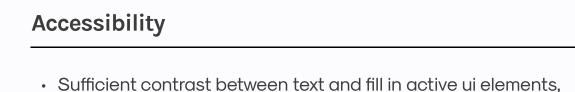
Size: 24x24 px Color: Shade 01

Adjust to match color palette,

Human characters, display diversity and inclusion,

Illustrated activities relate strongly to CarbCutter value proposition,

Only included when they are the main focus of the screen.



Link buttons underlined to further denote their link status,

- Clear error messages that explain the issue and offer solution, · Clear labels on forms as to what user input is needed, If video materials are included - provide captions
- Copy / Tone of voice guidelines
- CarbCutter uses uncomplicated understandable language. The language used should instill trust. · As a diet companion, it motivates and educates the user in a simple and playful way about the nutritional aspects of their diet. Do not use jargon, complex medical/dietary terms without offering explanation.
- Avoid using too informal language or slang.