

# CarbCutter Design Language

## Typography

### Header 1 / DM Sans / Bold / 24px

Full screen messages, onboarding, Sing-up

### Header 2 / DM Sans / Bold / 16px

Header titles, menu items

### BODY-ACCENT / SK MODERNIST / REGULAR / CAPS / 14PX

Menu subitem headers

Body regular / SK Modernist / Regular / 14px

Regular body text

### CAPTION-ACCENT / SK MODERNIST / REGULAR / CAPS / 11PX

Onboarding item headers

Caption / SK Modernist / Regular / 11px

Form / list / table labels

### Button / SK Modernist / Bold / 16px

Buttons - all types

## Colors

**Primary gradient**  
#F981F – #FF774C

**Primary**  
#FE554A

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

**Shade 01**  
#3D3D3D

**Shade 02**  
#C6C9CC

**Shade 03**  
#DFE2E5

Will support UI elements  
Variations crated via reduced opacity

**White**  
#FFFFFF

Background color for cards  
Text color for buttons

**Drop shadow 01:**  
#3D3D3D

Color: Shade 01, 5%, Y20  
Spread 0, Blur 40  
Applicable to cards only

**Accent 01**  
#FA8B00

Included in data presentations  
Variation created via reduced opacity

**Accent 02**  
#0B735F

Used to signal error states

## UI Elements

### Buttons – primary

#### Primary button large / General rules:

Container: 20 px corner radius

14 px top and bottom padding

Text style: Button

Usage: Full screen CTA

**Default**

Default primary button:  
Fill: Primary gradient  
Text: Button, 100% white

**Active**

Active primary button:  
Text: Button, Primary color, Shade 01 / 30% overlay,  
Text: Button, 100% white

**Disabled**

Disabled primary button:  
Fill: Shade 03  
Text: Button, Shade 02

### Buttons – secondary

#### Secondary button large/ General rules:

Container: 20 px corner radius, stroke 1px, inside

15 px top and bottom padding

Text style: Button

Usage: Full screen CTA

**Default**

Default secondary button:  
Text: Button, Primary color  
Border: stroke 1px, inside, Primary color

**Active**

Active secondary button:  
Text: Button, Primary color, Shade 01 / 30% overlay  
Border: stroke 1px, inside, Primary color; Shade 01 / 30% overlay

**Disabled**

Disabled secondary button:  
Text: Button, Shade 02  
Border: stroke 1px, inside, Shade 03

### Buttons –links

#### Default

Default link button:  
Text style: Button, underlined  
Primary color

#### Active

Active link button:  
Text style: Button, underlined  
Shade 01 / 30% overlay,

#### Disabled

Disabled link button:  
Text style: Button, underlined  
Shade 02

### Chips

**INCH**

Only active state –switching units  
Container: 9 px top and bottom padding

Text: Body accent, Primary color

Border: stroke 1px, inside, Primary color

16 px corner radius

### Input / selection forms

#### Large input field / General rules:

Container: 311px x 54px

Border: stroke 1px, inside

5 px corner radius

Label: Caption, Shade 01

Input text style: Body regular, Shade 01

**Enter email**  
Email@email.com

Default input field:  
Placeholder text: Body regular, Shade 02  
Border: Shade 02

#### Open input field / General rules:

Onboarding only– used for input of personal data

Label: Caption-accent

Unit: Body-accent

Input text style: Body regular, Shade 01

HEIGHT  
C/M

HEIGHT  
C/M

Default input field:  
Shade 02

Active input field:  
Input text: Body regular,  
Shade 01

### Cards

**Breakfast**

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

**+ Add food**

Meal card:  
Background: White, Drop shadow 01  
Container: no stroke, 5 px corner radius

Meal title text style: Header 2

Body text style: Body regular

Button: link style, centered if one.

**Net carbs** 4.6g 10.9g left  
**Protein** 25.4g 52g left  
**Fat** 25.8g 70.6g left  
**Calories** 394 845 left

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

### Tab menu

**Log** Progress Tips

Text style: Header 2  
Colors: Selected – Shade 01; unselected – Shade 01 - 50% opacity

Line: Shade 01, 1px, centered

Layout: even distribution, centered on 6 column grid

### Mobile layout

Columns: 6

Margins: 32px

Gutter: 33px

Header: 56 px

Grid: 8px

Spacing: Multiples of 8

**Save meal**

Choose meal name  
e.g. Greek salad lunch

You can always edit this meal in Saved Meals section!

**Ingredients**

Parmesan cheese 30g 39 2.3g

Chia seeds 3, tablespoons 146 2.3g

**Add to saved meals**

**Nutrition facts**

Nutrient Amount

Calories 146

Total carbs 12.6 g

Fiber 10.3 g

Net carbs 2.3 g

Protein 5.0 g

Fat 9.2 g

Saturated fat 1.1 g

- Sufficient contrast between text and fill in active ui elements,
- 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.



Human characters, display diversity and inclusion.  
Illustrated activities relate strongly to CarbCutter value proposition.  
Adjust to match color palette,  
Only included when they are the main focus of the screen.