

# MALY TYPOGRAPHY & SPACING GUIDELINES (NO GRADIENTS — CLEAN MONOCHROME)

*Updated for nav titles: Events, People, Create, Chats, Concierge*

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## 1. Typeface

### Primary Font:

- iOS: **SF Pro Display**
- Android/Web: **Inter**

### Visual tone:

- Minimal
  - High contrast
  - Monochrome
  - Wide letter spacing
  - No gradients anywhere
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## 2. Font Sizes & Weights (Monochrome Titles)

### Page Titles (EVENTS, PEOPLE, CREATE, etc.)

- Size: **28–32px**
  - Weight: **Light**
  - Color: **#FFFFFF**
  - Letter-spacing: **+1 to +2**
  - Style: **ALL CAPS**
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### Section Labels (e.g., TODAY, THIS WEEK)

- Size: **13–15px**
  - Weight: **Medium**
  - Color: **#FFFFFF**
  - Letter-spacing: **+0.5**
  - Style: **ALL CAPS**
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### Event Titles

- Size: **16–17px**
  - Weight: **Regular/Medium**
  - Color: **#FFFFFF**
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## Event Meta (date, time, location, price)

- Size: **13–14px**
  - Weight: **Regular**
  - Color: **rgba(255,255,255,0.75)**
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## Navigation Bar Labels

(Events, People, Create, Chats, Concierge)

- Size: **11–12px**
  - Weight: **Regular**
  - Active color: **#FFFFFF**
  - Inactive color: **#A1A1A1**
  - No gradients, no shadows
  - Icons: **20–24px**, monochrome
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# 3. Spacing

## Vertical Spacing

- Text stack spacing: **4–6px**
- Between event cards: **20px**
- Between categories/sections: **32px**

## Horizontal Spacing

- Page padding: **20px**
- Card padding: **16–20px**

Everything should feel **airy, clean, effortless**.

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## 4. Event Card Layout (Clean Monochrome Style)

### Image Thumbnail

- Size: **120–140px** square
- Radius: **0–4px**

### Text Layout

- Event Title → 16px Regular, pure white
- Meta → 14px Regular, 75% opacity
- Price → 14px Medium, pure white

Spacing: **4–6px between lines**, **12px between image and text**

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## 5. Color Palette (NO Gradients)

### Text Colors

- **Primary:** #FFFFFF
- **Secondary:** rgba(255,255,255,0.75)

- **Meta:** rgba(255,255,255,0.55)
- **Accent (used sparingly):** #B57CFF (but never as a gradient)

## Background

- **Primary:** #0D0D0D – #111111
- **Card BG:** #171717

## Dividers

- rgba(255,255,255,0.12)
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# 6. Buttons

(no gradient fills)

### Primary Button

- Background: #FFFFFF or #B57CFF
- Text: #000000 or #FFFFFF depending on version
- Height: 48px
- Radius: 6–8px
- Text: 14–15px Medium, ALL CAPS

### Secondary Button (Ghost)

- Border: 1px solid #FFFFFF
  - Text: #FFFFFF
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## 7. Component Guidelines

### Dropdown Filters (When, City, Vibes)

- Label: 13px Medium, #FFFFFF
  - Value: 15px Regular, #FFFFFF
  - Chevron: 12–14px, white
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## 8. Developer Tokens (Updated — No Gradients)

```
H1_TITLE = 30px Light, letter-spacing +1, color #FFFFFF
H2_SECTION = 14px Medium, color #FFFFFF
TEXT_PRIMARY = 16px Regular, color #FFFFFF
TEXT_SECONDARY = 14px Regular, color rgba(255,255,255,0.75)
TEXT_META = 13px Regular, color rgba(255,255,255,0.55)
NAV_LABEL_ACTIVE = 12px Regular, color #FFFFFF
NAV_LABEL_INACTIVE = 12px Regular, color #A1A1A1
BUTTON_PRIMARY_BG = #FFFFFF
BUTTON_PRIMARY_TEXT = #000000
BUTTON_SECONDARY_BORDER = #FFFFFF
```

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## 9. Navigation Bar (Final Version)

```
NAV_BAR = [
  { label: "Events", icon: events_icon },
  { label: "People", icon: people_icon },
  { label: "Create", icon: create_icon },
  { label: "Chats", icon: chats_icon },
  { label: "Concierge", icon: concierge_icon }
```

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## 10. What Removing Gradients Achieves

- A *cleaner*, more premium look
- Stronger alignment with Maly's luxury-tech aesthetic
- Far better readability
- Less visual noise
- The brand feels more like **Zara / Apple / LVMH** and less like a "startup app"