

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

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

1. Typeface

Primary Font:

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

Visual tone:

- Minimal
 - High contrast
 - Monochrome
 - Wide letter spacing
 - No gradients anywhere
-

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**
-

Section Labels (e.g., TODAY, THIS WEEK)

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

Event Titles

- Size: **16–17px**
 - Weight: **Regular/Medium**
 - Color: **#FFFFFF**
-

Event Meta (date, time, location, price)

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

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
-

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.**

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**

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)
-

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
-

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
```

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 }]
```

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"