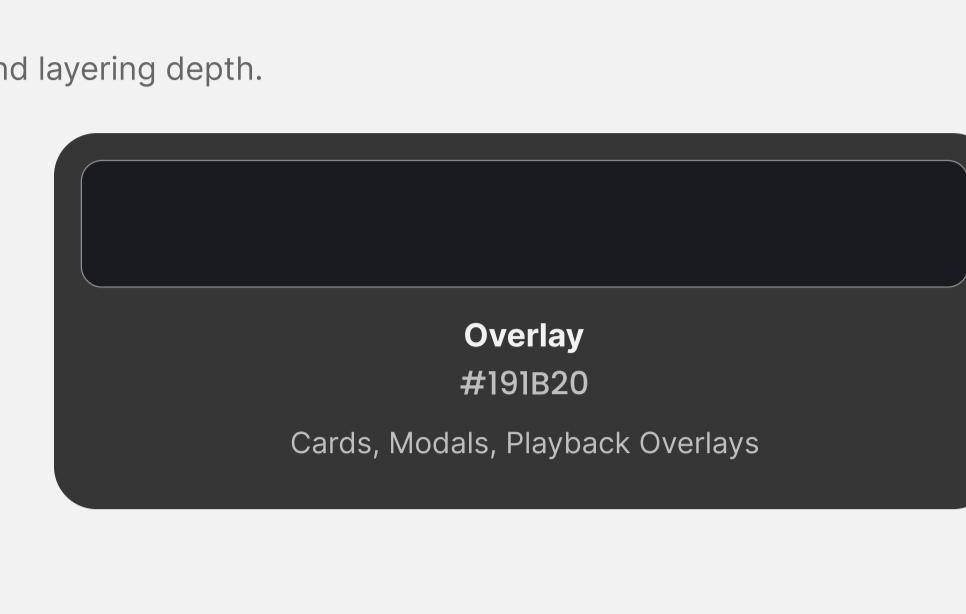
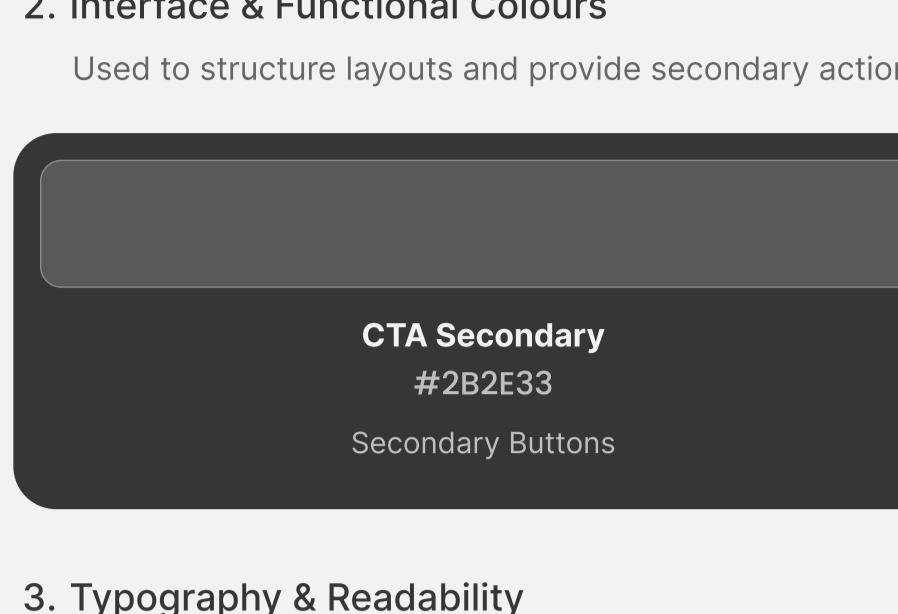


## Colour System

Built upon OnStream's original tones, refined for contrast and brand continuity. The palette combines cinematic dark surfaces with bright greenish-yellow highlights and neutral text tones.

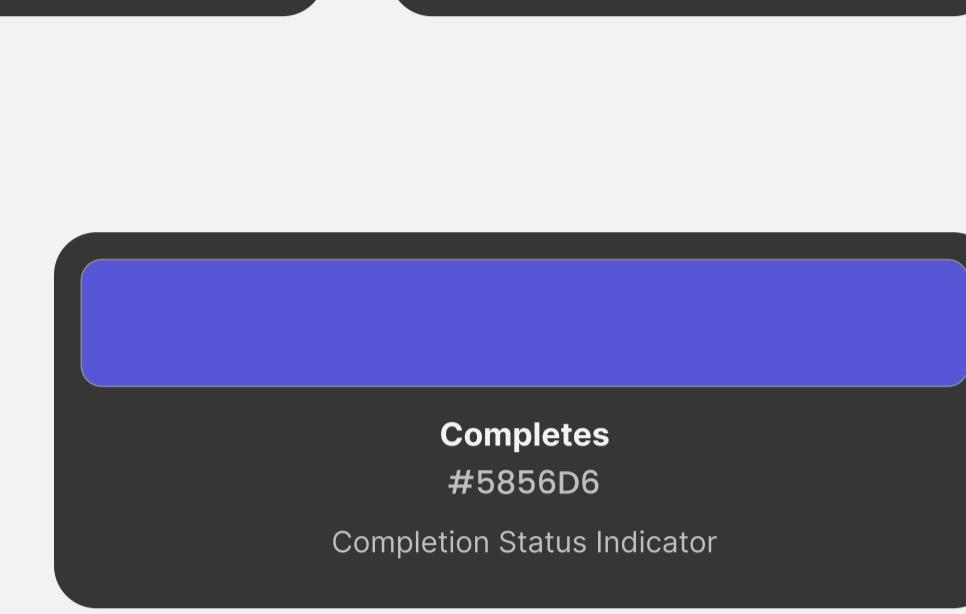
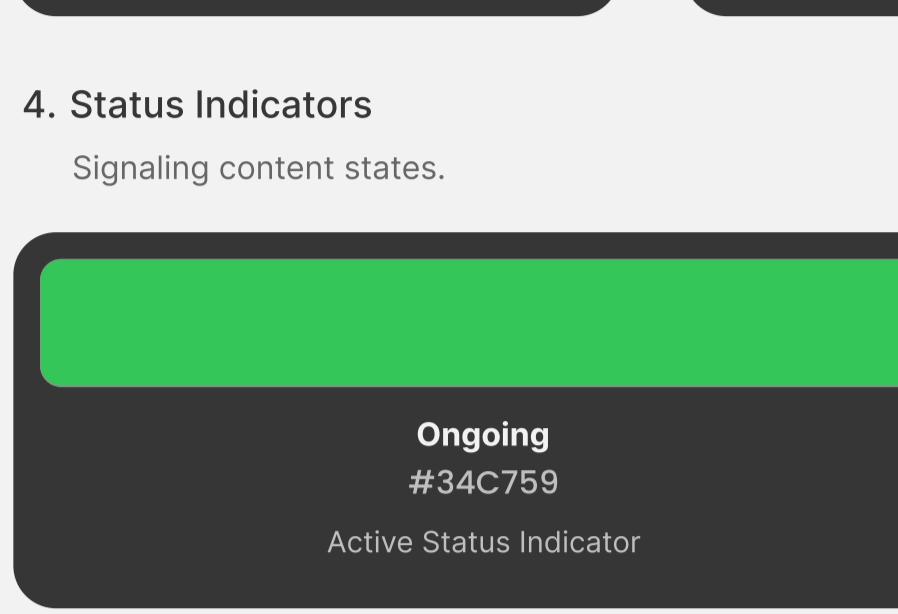
### 1. Brand & Primary Identity

Colors that define OnStream's signature energy and visibility.



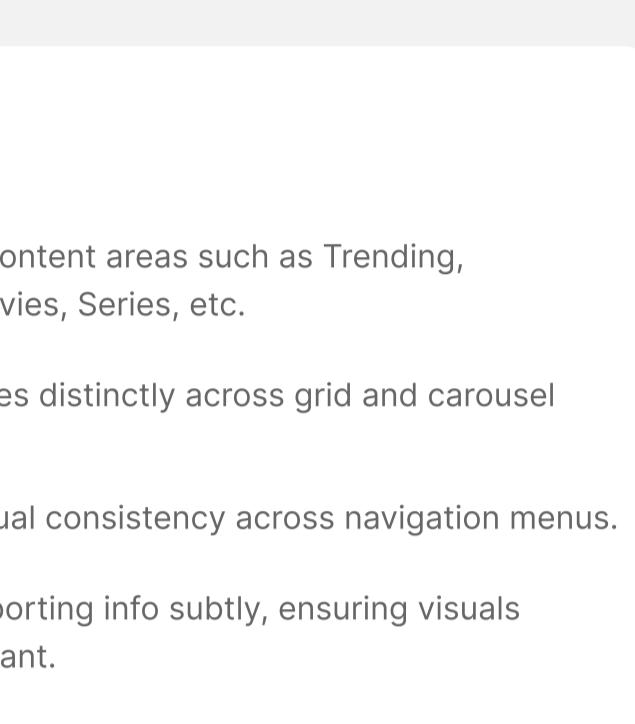
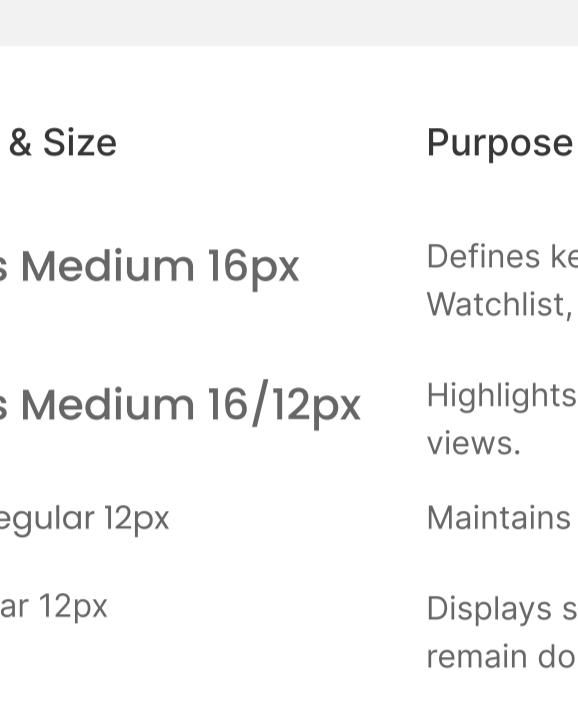
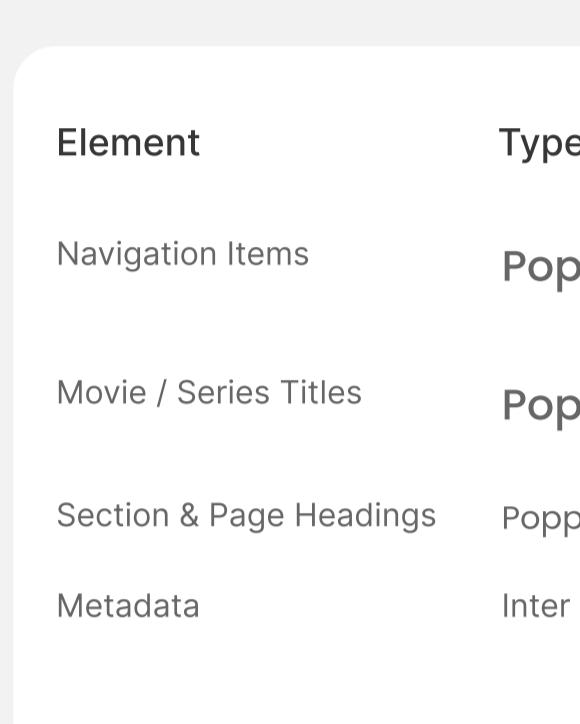
### 2. Interface & Functional Colours

Used to structure layouts and provide secondary actions and layering depth.



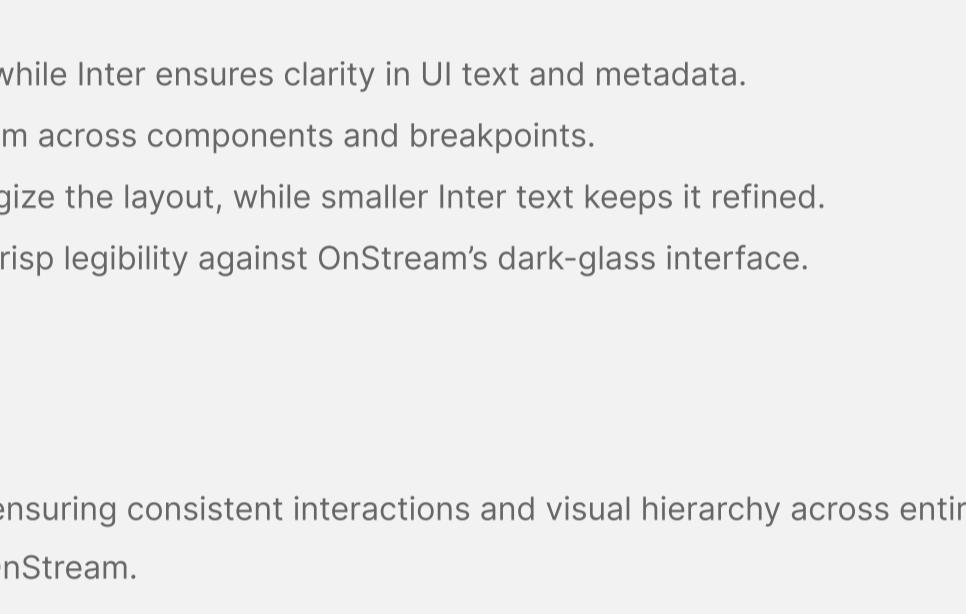
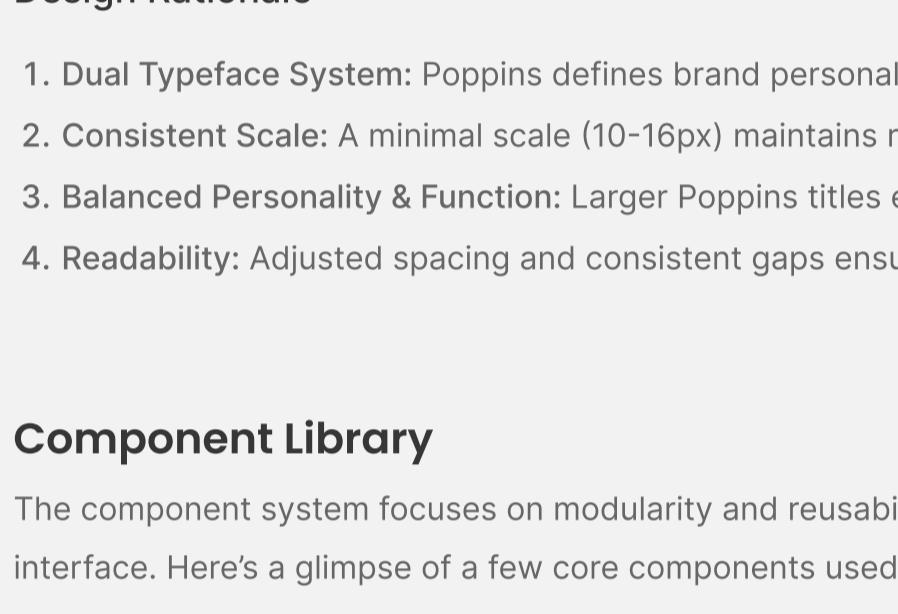
### 3. Typography & Readability

Neutral text tones supporting content legibility across dark surfaces.



### 4. Status Indicators

Signaling content states.



## Typography System

Typography in the redesigned OnStream experience was crafted to balance clarity, hierarchy, and modern energy – aligning with the brand's bold, entertainment-driven aesthetic.

While the original app relied on a mobile-defined system font, the redesign adopts Poppins and Inter to introduce a more defined and scalable typographic language.

Element	Typeface & Size	Purpose
Navigation Items	Poppins Medium 16px	Defines key content areas such as Trending, Watchlist, Movies, Series, etc.
Movie / Series Titles	Poppins Medium 16/12px	Highlights titles distinctly across grid and carousel views.
Section & Page Headings	Poppins Regular 12px	Maintains visual consistency across navigation menus.
Metadata	Inter Regular 12px	Displays supporting info subtly, ensuring visuals remain dominant.
Filter Options	Inter Regular 14px	Optimized for quick scanning across filters like Trending, Week, etc.
Icon Labels	Inter Regular 10px	Enhances clarity for compact functional icons.
CTA (Buttons)	Poppins Medium 14px	Adds weight and focus to key user actions.

## Design Rationale

- Dual Typeface System: Poppins defines brand personality, while Inter ensures clarity in UI text and metadata.
- Consistent Scale: A minimal scale (10-16px) maintains rhythm across components and breakpoints.
- Balanced Personality & Function: Larger Poppins titles energize the layout, while smaller Inter text keeps it refined.
- Readability: Adjusted spacing and consistent gaps ensure crisp legibility against OnStream's dark-glass interface.

## Component Library

The component system focuses on modularity and reusability ensuring consistent interactions and visual hierarchy across entire interface. Here's a glimpse of a few core components used in OnStream.

