RIPPLE

holistic health; holistic 3on

COLORS

Background I #111148

Background II #0C0C3E

Background colors
Situational uses: Text input boxes (desktop, sign up/log, card icons

Secondary

Card / Modal #1A1A5E

Highlight #3E3EFF

Highlight, CTA, FAB colors
Situational uses: n/a

Neutral

Pure Black #000000

Card Subtle #0C0C3E

Card White #FFFFFF

Pure White #FFFFFF

Section Title & Subtitle #C0C0C0

Neutral tones
Situational uses: Text input prompt text
Interactive page options
Card tiles

Environmental Qua

Warning Red #FF4444

Layer Bar #FFFFFF / 0.1 Alpha

Environmental Qua
Situational uses: Informs user of possible outcome type.

LOGO

Ripple's logo is a wordmark, symbol, catchphrase adjusted to fit together. Logo parts used separately depending on context of use.

Logo - mobile

RIPPLE

holistic health; holistic 3on

Logo for mobile application splash screen.

Wordmark

RIPPLE

Logo for in application resource explanations

Corner logo - desktop

RIPPLE

Logo for desktop application sign in/up splash screens

Symbol

Logo for desktop top left corner on navigation bar

Letter only

Logo for desktop search engine tab

TYPOGRAPHY

onboarding text
Inter | Regular| 30 pt

FAB
DM Serif Display | Regular| 32 pt

Text Box Input
Inter | Light| 18 pt

Page Title
Inter | Regular | 24 pt

Section Title
Inter | Italic | 24 pt

FAB II
Inter | Regular | 48 pt

Card Title
Inter | Medium | 20 pt

Card Subtitle
Inter | Italic | 15 pt

Inter | Italic | 30 pt

Underlined FAB
Inter | Light | U | 20 pt

ICONOGRAPHY

Icons selected from Fontawesome 6 free, solid version

https://fontawesome.com/search?o=r&m=free&s=solid

Icons

Do fill in **#0038ff** if used on cards

Do fill in **#FFFFFF** if used on navigation bar

Don't: fill with gradients unless specified for use on splashscreen

Special Case Icons

Do fill with gradient for emphasis on dark background

Don't: fill with gradients using colors not specified in the color section

GRIDS

Mobile
4 column grid
16 margin
16 gutter

Desktop
12 column grid
50 margin
16 gutter

Desktop dec
exclude volume
1 fl 12 on
whitespace

UI ELEMENTS

Buttons

Learn more

Login

April

Have an account?

April 28th 2023

Great | Good | Okay | So-so | Horrible | Bad

Selfcare

Agenda | Reminder | Map | Chart

Cleaning | Walking | Work out | Diet

Art | Watch TV | Garden | Add new

S M T W T F S

S M T W T F S

Segmented Pickers

Upcoming | Prior

Active | Inactive

On | Off

Upcoming | Prior

Active | Inactive

On | Off

UI ELEMENTS

Cards

Add new

Visit Summary

Brush Teeth
Everyday - 5:30

Apr 20
Feeling Okay

+2

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad...

Optometry
Apr 28 | 9:00 a.m.

123 Street Road, City State 12345

Dr. Scarecrow
Optometry

- Stretches
- Treadmill
- Foam Roller
- Strength training

Take Vitamins
Everyday - 4.m.

Update to do
Monday - 4.m.

UX Assignment
Wednesday - 10 AM

- Take notes
- Complete prototype
- Create interview test
- Conduct interviews

Forms

Sign-Up

Sign-Up with email

Username

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam eu turpis molestie, dictum est a, mattis tellus. Sed dignissim, metus nec fringilla accumsan, risus sem sollicitud...

Select a time of day

+ Add a new checklist item

Common UI Elements

9:41

Title Navigation

Home | Profile | Settings | Notifications

Or

Rx Notes

Sign out

Delete Account

June 2023

SUN | MON | TUE | WED | THU | FRI | SAT

1 2 3
4 5 6 7 8 9 10
11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28 29 30

Time

9:45 AM

UI ELEMENTS

Menus

- Share
- Add to Starred
- Download
- Delete
- Edit
- Archive

- Share
- Add to Starred
- Download
- Rename
- Details
- Remove
- Update Version
- Archive
- Add notes

- Share
- Add to Starred
- Download
- Delete
- Edit
- Archive

- Share
- Delete
- Edit
- Archive

Upload | Camera | Scan

Cancel

Optometry release form

- Share
- Add to Starred
- Download
- Rename
- Document Details
- Remove
- Update Version
- Archive

Cancel

ILLUSTRATIONS

All pieces designed and created by Olia Cline

Do: Design illustrations using a vector art style with saturated colors and no defined lineart

Don't: Use photorealistic, sketchy or other methods that will give the artwork an overly relaxed style

Don't: Use AI generated art.

NOTES ON TONE AND ACCESSIBILITY

Tone

Professionality
Mental health, recovery, and self growth are sensitive topics. Tone should be professional, but friendly.

Encouragement
Give users the confidence via encouragement to keep changing and growing.

Succinct manner
Allow users to find their own way through the application, keep tutorials and tidbits short.

Support
Tone should encourage users to return until their goals are accomplished. Avoid tone bordering on disparaging language in the case of misses or failures.

Accessibility

Text Size
To be inclusive to all, text size should always be a minimum of 24 pt.

Color contrast
Colors layered atop one another should have a minimum of 70 distance between colors.

UI Elements - size
Elements must be a minimum of 48 x 48 pt to enable ease of use

UI Elements - icons
Icons should be selected based on relativity to their representation. Icons should be visibly different from a distance and labeled with text if not visibly different.

UI Elements - Design
Elements should adhere to Material Design standards.