DeliverNow Style Guide

Overview

This style guide defines the visual and interaction design standards for the DeliverNow food delivery app, ensuring a consistent and intuitive experience for restaurant owners, clients, delivery runners, and runner managers across mobile and desktop platforms. The design is modern, clean, and user-focused, addressing key user pain points such as delivery time accuracy, route allocation clarity, and order management efficiency.

Color Palette

The color palette is designed to be vibrant yet professional, evoking trust, efficiency, and approachability. It includes primary, secondary, and accent colors, with neutral tones for backgrounds and text.

Primary Colors

- **Brand Blue**: #1E88E5
  - Usage: Primary buttons, headers, and key interactive elements. Conveys trust and reliability.
  - HEX: #1E88E5 | RGB: (30, 136, 229) | HSL: (204, 77%, 51%)
- **Brand Orange**: #FF6D00
  - Usage: Call-to-action buttons, alerts, and highlights. Represents energy and urgency.
  - HEX: #FF6D00 | RGB: (255, 109, 0) | HSL: (26, 100%, 50%)

Secondary Colors

- **Success Green**: #4CAF50
  - Usage: Confirmation messages, completed orders, and positive feedback indicators.
  - HEX: #4CAF50 | RGB: (76, 175, 80) | HSL: (122, 39%, 49%)
- **Warning Red**: #D32F2F
  - Usage: Error messages, delays, or critical alerts (e.g., late delivery warnings).
  - HEX: #D32F2F | RGB: (211, 47, 47) | HSL: (0, 65%, 51%)

Neutral Colors

- **Dark Gray**: #333333
  - Usage: Primary text, headers, and icons for high contrast.
  - HEX: #333333 | RGB: (51, 51, 51) | HSL: (0, 0%, 20%)
- **Light Gray**: #E0E0E0
  - Usage: Backgrounds, borders, and secondary text.
  - HEX: #E0E0E0 | RGB: (224, 224, 224) | HSL: (0, 0%, 88%)
- **White**: #FFFFFF
  - Usage: Backgrounds, cards, and primary content areas.
  - HEX: #FFFFFF | RGB: (255, 255, 255) | HSL: (0, 0%, 100%)

Accessibility Notes

- All color combinations meet WCAG 2.1 AA contrast ratios (minimum 4.5:1 for text, 3:1 for large text and UI components).
- Example: Brand Blue (#1E88E5) on White (#FFFFFF) has a contrast ratio of 4.8:1.

Typography

Typography is clean and legible, ensuring readability across devices and user groups. We use a single font family with varying weights for hierarchy.

Font Family

- **Primary Font**: Roboto (Google Fonts)
  - Reason: Open-source, highly legible, and versatile with multiple weights. Widely supported on mobile and desktop.
  - Weights: Regular (400), Medium (500), Bold (700)
  - Fallback: Arial, sans-serif

Font Sizes and Usage

- **H1 (Header)**: 24px, Bold (700)
  - Usage: Page titles (e.g., "Order Dashboard", "Delivery Status").
- **H2 (Subheader)**: 20px, Medium (500)
  - Usage: Section titles (e.g., "Active Orders", "Runner Assignment").
- **Body Text**: 16px, Regular (400)
  - Usage: Main content, descriptions, and labels.
- **Small Text**: 14px, Regular (400)
  - Usage: Secondary information, captions, and tooltips.
- **Micro Text**: 12px, Regular (400)
  - Usage: Metadata, timestamps, and fine print.

Line Height and Spacing

- Line Height: 1.5x font size (e.g., 24px for 16px body text).
- Paragraph Spacing: 16px between paragraphs.
- Letter Spacing: 0.5px for headers, 0.2px for body text.

UI Components

Buttons

- **Primary Button**
  - Background: Brand Blue (#1E88E5)
  - Text: White (#FFFFFF), Roboto Medium, 16px
  - Padding: 12px 24px
  - Border Radius: 8px
  - Hover: Lighten by 10% (#4BA0ED)
  - Example: "Confirm Order", "Assign Runner"
- **Secondary Button**
  - Background: Light Gray (#E0E0E0)
  - Text: Dark Gray (#333333), Roboto Medium, 16px
  - Padding: 12px 24px
  - Border Radius: 8px
  - Hover: Darken by 10% (#CCCCCC)
  - Example: "Cancel", "View Details"
- **Call-to-Action Button**
  - Background: Brand Orange (#FF6D00)
  - Text: White (#FFFFFF), Roboto Bold, 16px
  - Padding: 12px 24px
  - Border Radius: 8px
  - Hover: Lighten by 10% (#FF8533)
  - Example: "Place Order", "Start Delivery"

Cards

- Background: White (#FFFFFF)
- Border: 1px Light Gray (#E0E0E0)
- Border Radius: 12px
- Shadow: 0 2px 4px rgba(0, 0, 0, 0.1)
- Padding: 16px
- Usage: Order summaries, runner profiles, restaurant menus.

Inputs

- **Text Fields**
  - Border: 1px Light Gray (#E0E0E0)
  - Border Radius: 8px
  - Padding: 10px
  - Focus: 2px Brand Blue (#1E88E5) outline
  - Placeholder: Light Gray (#E0E0E0), Roboto Regular, 16px
- **Dropdowns**
  - Same styling as text fields, with a chevron icon (Dark Gray, #333333).
  - Menu Background: White (#FFFFFF)
  - Menu Border: 1px Light Gray (#E0E0E0)

Icons

- Source: Material Icons (Google)
- Size: 24px for primary actions, 16px for secondary actions.
- Color: Dark Gray (#333333) for default, Brand Blue (#1E88E5) for active states.
- Usage: Navigation (e.g., home, orders, profile), status indicators (e.g., checkmark for completed orders).

Layout and Grid

- **Grid System**: 12-column grid for desktop, 4-column grid for mobile.
- **Margins**: 16px (mobile), 24px (desktop).
- **Padding**: 16px for content containers.
- **Breakpoints**:
  - Mobile: 320px–767px
  - Tablet: 768px–991px
  - Desktop: 992px and above

Branding

- **Logo**: DeliverNow logo (assumed to be a simple wordmark with a fork and scooter icon).
  - Primary Usage: Top-left corner of app interfaces, centered on splash screens.
  - Color: Brand Blue (#1E88E5) on White (#FFFFFF) background.
- **Tone**: Friendly, reliable, and efficient. Use clear, concise language (e.g., "Order Confirmed" instead of "Your order has been successfully placed").
- **Imagery**: Use high-quality food photos, map visuals for delivery routes, and simple avatars for runners and managers.

Accessibility

- Ensure all interactive elements have a minimum touch target size of 48px x 48px on mobile.
- Use ARIA labels for screen readers (e.g., `aria-label="Confirm order button"`).
- Support keyboard navigation for desktop (e.g., Tab key for focus, Enter for actions).
- Provide text alternatives for icons and images (e.g., `alt="Delivery scooter icon"`).

Component Library Preview

Below is a sample of how key components look together:

Order Card Example

- Background: White (#FFFFFF)
- Border: 1px Light Gray (#E0E0E0)
- Content:
    - Title: Roboto Bold, 16px, Dark Gray (#333333) (e.g., "Order #1234")
    - Details: Roboto Regular, 14px, Dark Gray (#333333) (e.g., "2x Pizza Margherita")
    - Status: Success Green (#4CAF50) (e.g., "Ready for Delivery")
    - Button: Brand Blue (#1E88E5), "View Details"

Navigation Bar

- Background: White (#FFFFFF)
- Icons: Material Icons, 24px, Dark Gray (#333333)
- Active State: Brand Blue (#1E88E5) underline or highlight
- Items: Home, Orders, Profile, Settings

Notes for Implementation

- Use Tailwind CSS for styling in the React-based high-fidelity prototype to ensure consistency and scalability.
- Ensure all fonts and icons are loaded via CDN (e.g., Google Fonts for Roboto, Material Icons).
- Test color contrast and accessibility compliance using tools like WAVE or Lighthouse during the prototype phase.