



ENVISION

# Colours

Envision 2.0 uses a flexible color palette to achieve clean interfaces and captivating brand experiences.

## Primary

The primary color palette is used across all the interactive elements such as CTA's, links, inputs, active states, etc



Primary

#4F4FFF



Primary/Hover

#A7A7FF



Primary/Disable

#D0D0FF

## Secondary

The primary color palette is used across all the interactive elements such as CTA's, links, inputs, active states, etc



Secondary

#0A4956



Secondary/Hover

#18B2D2



Secondary/Disable

#B2E4ED

## Accents

The primary color palette is used across all the interactive elements such as CTA's, links, inputs, active states, etc



Light Orange

#FCAC6A



Neptune

#6EA7B8



Willpower Orange

#FB5B03



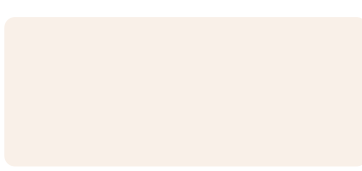
Light Yellow

#FBE46D



Brown

#A36F35



Linen

#F9F0E8



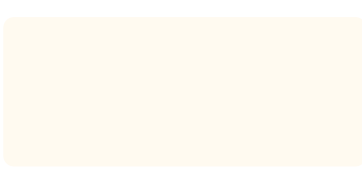
Nebula

#D3DFDE



Grey 8

#141414



Floral White

#FFFAF0



Lavender Blue

#C9CBFF



Gulf Blue

#04105B

## Basic Colours & Neutral Greys

### Basic

White and Shaded of Black



White

#FFFFFF



Black

#000000



Text Black

#141414

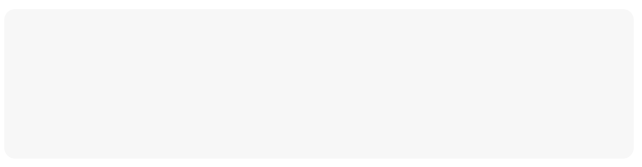


Page Background

#FBFBFB

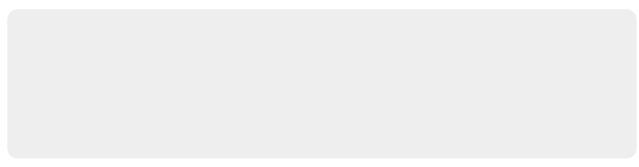
### Neutral Greys

These colors are used as supporting secondary colors in backgrounds, text colors, separators, models, etc...



Lightest Grey

#BF7F7F7



Very Light Grey

#EEEEEE



Light Grey

#DDDDDD



Grey

#CCCCCC



Dark Grey

#808080



Very Dark Grey

#4C4C4C

## States

### Danger States

These colors convey an emotion of positivity. Generally used across success, complete states.



Danger

#EF4444



Danger/Hover

#991B1B



Danger/Disable

#F58D8D

### Success States

These colors convey an emotion of positivity. Generally used across success, complete states.



Success

#28A745



Success/Hover

#0A6C20



Success/Disable

#74C6B6

### Info States

These colors convey an emotion of positivity. Generally used across success, complete states.



Info

#17A2B8



Info/Hover

#0A6F80



Info/Disable

#67C3D0

### Warning States

These colors convey an emotion of positivity. Generally used across success, complete states.



Warning

#FFC107



Warning/Hover

#D39E00



Warning/Disable

#FFD75E

## Chart Data Sets

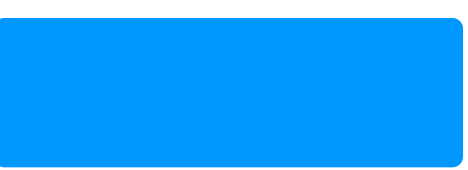
### Chart Primary Data Sets 1-4

These are the data set colours for Envision dashboards.



Data Set 1 - Orange

#F59B32



Data Set 2 - Blue

#0098FF



Data Set 3 - Green

#82DC8B



Data Set 4 - Purple

#582C83

### Chart Primary Data Sets 5-8

These are the data set colours for Envision dashboards.



Data Set 5 - Red

#E56358



Data Set 6 - Light Blue

#00D7FF



Data Set 7 - Grey

#B8B8B8



Data Set 8 - Black

#0D0D0D

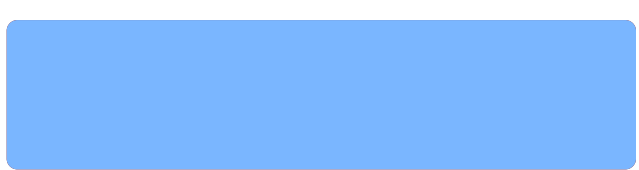
## Map Colours

These are Envision map colours.



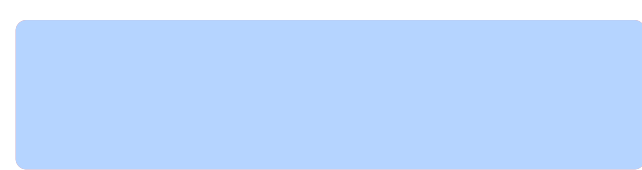
Map 1 - Dark Blue

#0098FF



Map 2 - Blue

#7AB6FF



Map 3 - Light Blue

#B5D4FF



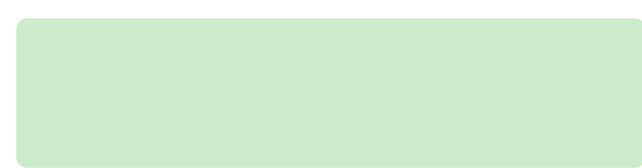
Map 4 - Dark Green

#4EBC59



Map 5 - Green

#92D491



Map 6 - Light Green

#CCEBCA



Map 7 - Grey

#B8B8B8

## PRIZM Data Set

Colors for Text Background

Colors for Bar Chart

### Urban - Red



Text on White

#8D2320



Icon Color

#F15751



75% Opacity

#F1817D



50% Opacity

#F8ACAA



25% Opacity

#FCD5D4

### Urban Fringe - Yellow



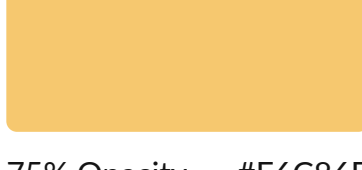
Text on White

#705220



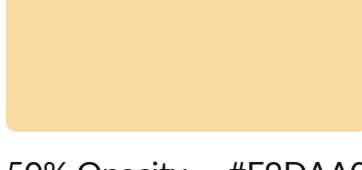
Icon Color

#EFB632



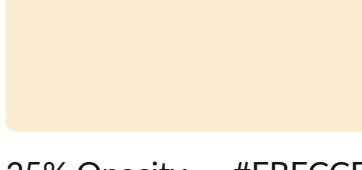
75% Opacity

#F6C86F



50% Opacity

#F9DAA0



25% Opacity

#FBECCF

### Suburban - Orange



Text on White

#83471E



Icon Color

#F68D39



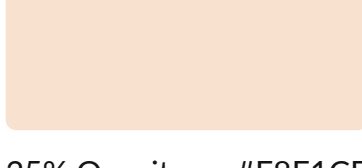
75% Opacity

#F7A872



50% Opacity

#FCC5A0



25% Opacity

#F8E1CF

### Town - Blue



Text on White

#005D8D



Icon Color

#5B86E7



75% Opacity

#73C0EA



50% Opacity

#A4D3EE



25% Opacity

#CDE6F3

### Rural - Turquoise



Text on White

#005A53



Icon Color

#00B6A4



75% Opacity

#4EC1B6



50% Opacity

#86D0CB



25% Opacity

#C0E2DE

### Younger Years - Magenta



Text on White

#972771



Icon Color

#DE8BBB



75% Opacity

#E7AACD



50% Opacity

#EFC7DE



25% Opacity

#F4E1EC

### Family Life - Royal Blue



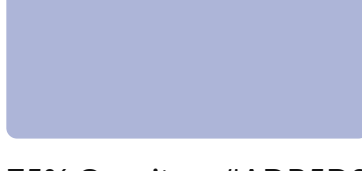
Text on White

#3C4A9F



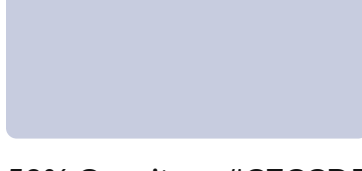
Icon Color

#949FD0



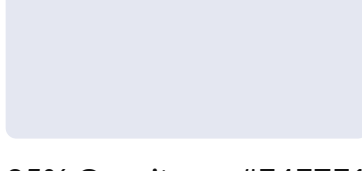
75% Opacity

#ADB5D8



50% Opacity

#C7CCDF



25% Opacity

#E4E7F1

### Mature Years - Green



Text on White

#006633



Icon Color

#4FB478



75% Opacity

#70C190



50% Opacity

</

## Desktop Headings (Lato)

### Display Large

Font size: 52px | Line height: 56px | Tracking:-2% | Weights from Left to Right: Medium, Semibold, Bold, Extrabold

DisplayDisplayDisplayDisplay

### Display Small

Font size: 44px | Line height: 48px | Tracking:-2% | Weights from Left to Right: Medium, Semibold, Bold, Extrabold

DisplayDisplayDisplayDisplay

### Heading H1

Font size: 40px | Line height: 48px | Tracking:-2% | Weights from Left to Right: Medium, Semibold, Bold, Extrabold

Heading H1Heading H1Heading H1Heading H1Heading H1

### Heading H2

Font size: 36px | Line height: 44px | Tracking:-2% | Weights from Left to Right: Medium, Semibold, Bold, Extrabold

Heading H2Heading H2Heading H2Heading H2

### Heading H3

Font size: 32px | Line height: 40px | Tracking:-2% | Weights from Left to Right: Medium, Semibold, Bold, Extrabold

Heading H3Heading H3Heading H3Heading H3

### Heading H4

Font size: 28px | Line height: 36px | Tracking:-2% | Weights from Left to Right: Medium, Semibold, Bold, Extrabold

Heading H4Heading H4Heading H4Heading H4

### Heading H5

Font size: 24px | Line height: 32px | Tracking:-2% | Weights from Left to Right: Medium, Semibold, Bold, Extrabold

Heading H5Heading H5Heading H5Heading H5

### Heading H6

Font size: 20px | Line height: 28px | Tracking:-2% | Weights from Left to Right: Medium, Semibold, Bold, Extrabold

Heading H6Heading H6Heading H6Heading H6

## Paragraphs (Lato)

### Paragraph Large

Font size: 18px Line height: 28px

Become a legendary UX/UI designer through real world and practical courses.

*Become a legendary UX/UI designer through real world and practical courses.*

Become a legendary UX/UI designer through real world and practical courses.

Become a legendary UX/UI designer through real world and practical courses.

Become a legendary UX/UI designer through real world and practical courses.

### Paragraph Medium

Font size: 16px Line height: 24px

Become a legendary UX/UI designer through real world and practical courses.

*Become a legendary UX/UI designer through real world and practical courses.*

Become a legendary UX/UI designer through real world and practical courses.

Become a legendary UX/UI designer through real world and practical courses.

### Paragraph Small

Font size: 14px Line height: 20px

*Become a legendary UX/UI designer through real world and practical courses.*

*Become a legendary UX/UI designer through real world and practical courses.*

Become a legendary UX/UI designer through real world and practical courses.

Become a legendary UX/UI designer through real world and practical courses.

### Paragraph XSmall

Font size: 12px Line height: 20px

Become a legendary UX/UI designer through real world and practical courses.

*Become a legendary UX/UI designer through real world and practical courses.*

Become a legendary UX/UI designer through real world and practical courses.

Become a legendary UX/UI designer through real world and practical courses.



## Charts (Lato)

### Chart Y-axis Labels

Font size: 13px Line height: 16.25px

Become a legendary UX/UI designer through real world and practical courses.

Become a legendary UX/UI designer through real world and practical courses.

Become a legendary UX/UI designer through real world and practical courses.

### Chart X-axis Labels

Font size: 14px Line height: 21px

Become a legendary UX/UI designer through real world and practical courses.

Become a legendary UX/UI designer through real world and practical courses.

Become a legendary UX/UI designer through real world and practical courses.

### Chart Number Large

Font size: 32px Line height: 40px

Become a legendary UX/UI designer through real world and practical courses.

Become a legendary UX/UI designer through real world and practical courses.

Become a legendary UX/UI designer through real world and practical courses.

### Chart Number Semi-Large

Font size: 24px Line height: 33.6px

Become a legendary UX/UI designer through real world and practical courses.

Become a legendary UX/UI designer through real world and practical courses.

Become a legendary UX/UI designer through real world and practical courses.

### Chart Number Small

Font size: 14px Line height: 17.5px

Become a legendary UX/UI designer through real world and practical courses.

Become a legendary UX/UI designer through real world and practical courses.

Become a legendary UX/UI designer through real world and practical courses.

### Chart Tabs

Font size: 16px Line height: 19px

Become a legendary UX/UI designer through real world and practical courses.

Become a legendary UX/UI designer through real world and practical courses.

Become a legendary UX/UI designer through real world and practical courses.

### Legend Labels

Font size: 14px Line height: 17px

Become a legendary UX/UI designer through real world and practical courses.

Become a legendary UX/UI designer through real world and practical courses.

Become a legendary UX/UI designer through real world and practical courses.

### Legend Labels - White

Font size: 14px Line height: 17px

Become a legendary UX/UI designer through real world and practical courses.

Become a legendary UX/UI designer through real world and practical courses.

Become a legendary UX/UI designer through real world and practical courses.

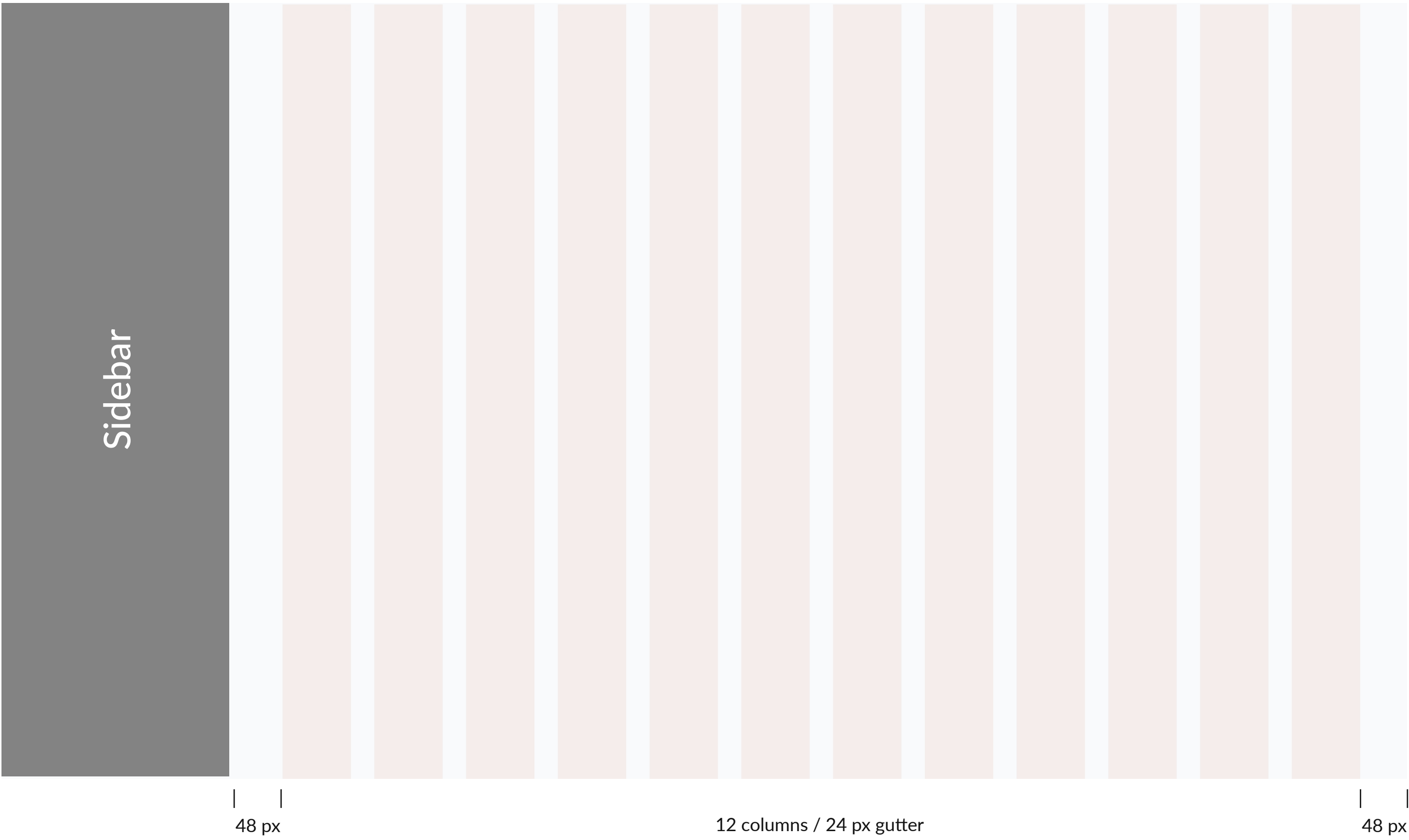


# Grids & Columns (desktop)

Envision uses a 12 column layout with left and right margins of 48px. The left edge of the layout is reserved for a sidebar which varies in width from 80px to 240px. There is also a full screen mode with no visible sidebar. The gutters (space between columns) varies between 20-24px.

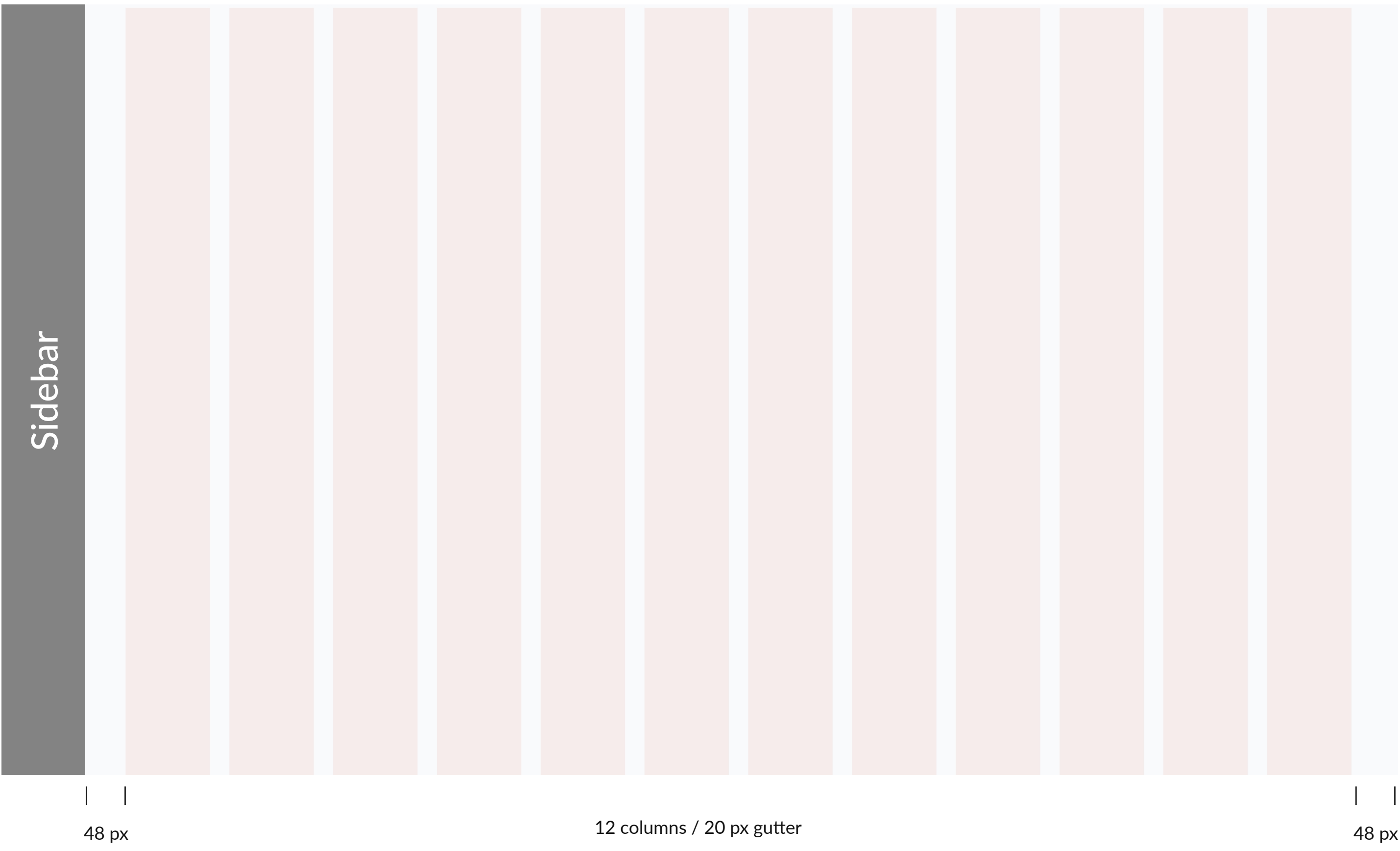
## Wide Sidebar (240px)

1024 px > 1280 px  
12 columns | Margin: 48px | Gutter 24 px



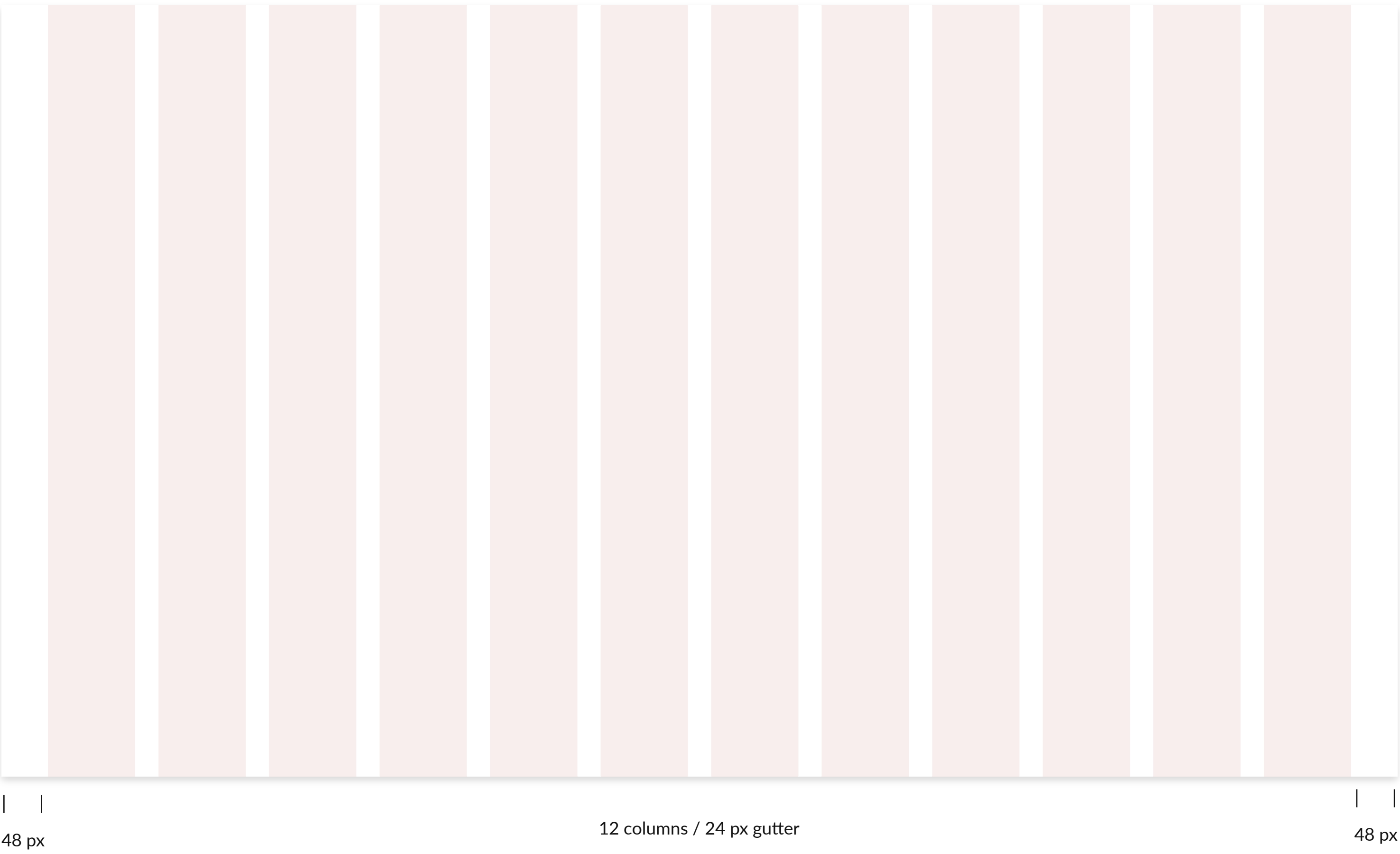
## Narrow Sidebar (80px)

1024 px > 1280 px  
12 columns | Margin: 48px | Gutter 20 px



## No Sidebar (0px)

1024 px > 1280 px  
12 columns | Margin: 48px | Gutter 24 px



### Text Field

Single line text input - includes name, distance bands, etc.

#### Inactive

Name

Placeholder

Name

Placeholder

Please add workspace name

#### Active

Name

Placeholder

Name

Placeholder

Please add workspace name

#### Focused

Name

Placeholder

Name

Placeholder

Please add workspace name

#### Typing

Name

Placeholder

Name

Placeholder

Please add workspace name

#### Disabled

Name

Placeholder

### Drop Select

Dropdown input to select an option from a pre-defined list.

#### Inactive

Customer

Placeholder

Customer

Placeholder

Please select one of the options from the list

#### Active

Customer

Placeholder

Customer

Placeholder

Please select one of the options from the list

#### Focused

Customer

Placeholder

Customer

Placeholder

Please select one of the options from the list

#### Disabled

Customer

Placeholder

### Text Area

Multi-line text input for comments, descriptions, etc.

#### Inactive

Description (optional)

Placeholder

Description (optional)

Placeholder

#### Active

Description (optional)

Placeholder

#### Focused

Description (optional)

Placeholder

#### Disabled

Description (optional)

Placeholder

### Radio and Checkbox

Single and Multi-selection controls

#### Inactive

☐ Mary Ashton

☐ Canadian 2022

#### Active- Visited

☒ Mary Ashton

☒ Canadian 2022

#### Focused

☐ Mary Ashton

☐ Canadian 2022

☒ Mary Ashton

☒ Canadian 2022

#### Disabled

☐ Mary Ashton

☐ Canadian 2022



# Alerts (State Messages)

Alerts display both task-generated and system-generated messages and persist until they are dismissed by the user. It can also show general notifications for the product or system.

	<u>Active</u>	<u>Hover</u>	<u>Disabled</u>
Danger	<div><div></div><div>Please rename your workspace</div><div>×</div></div>	<div><div></div><div>Please rename your workspace</div><div>×</div></div>	<div><div></div><div>Please rename your workspace</div><div>×</div></div>
Success	<div><div></div><div>Please rename your workspace</div><div>×</div></div>	<div><div></div><div>Please rename your workspace</div><div>×</div></div>	<div><div></div><div>Please rename your workspace</div><div>×</div></div>
<div>ⓘ</div> Info	<div><div></div><div>Please rename your workspace</div><div>×</div></div>	<div><div></div><div>Please rename your workspace</div><div>×</div></div>	<div><div></div><div>Please rename your workspace</div><div>×</div></div>
Warning	<div><div></div><div>Please rename your workspace</div><div>×</div></div>	<div><div></div><div>Please rename your workspace</div><div>×</div></div>	<div><div></div><div>Please rename your workspace</div><div>×</div></div>



[Website](#)

[Instagram](#)

[LinkedIn](#)

[Twitter](#)

[YouTube](#)



A Breadcrumb is a type of secondary navigation scheme that reveals the user's location in a website or web application.

## Breadcrumbs

Workspaces > **Automotive** >



Activated when the user is in "Automotive" page

Workspaces > Automotive > **Projects** >



Inactive, but the user was in the "Workspaces" page to be active in "Projects" page.

### Normal State



Workspaces > **Automotive** >

### Hover State




**Workspaces** > Automotive >

## Help & Settings

### Normal State



 Help

 Settings

### Hover State



 **Help**

 **Settings**





All Workspaces

New Workspace

Workspace Name	Last Accessed	Accessed By	Tags	Team	Projects	Vintage & Country
My Workspace	04/16/2022	Mary Ashton	Mobilescapes, market analysis	<div><div></div><div></div><div></div><div>+3</div></div>	8	2022 Canada
Automotive Trends	04/11/2022	Jim Baker	personification	<div><div></div><div></div><div></div></div>	8	2022 Canada
Pharmaceutical	04/09/2022	Susan Carston	personification, market analysis	<div><div></div><div></div><div></div></div>	12	2022 USA
Tourism	03/22/2022	Mary Ashton	demostats, travel	<div><div></div><div></div><div></div><div>+2</div></div>	6	2022 USA
Banking	04/16/2022	Jim Baker	banking, market analysis	<div><div></div><div></div><div></div></div>	10	2022 Canada
Entertainment	04/11/2022	Mary Ashton	demostats	<div><div></div><div></div><div></div></div>	9	2022 Canada
Sports & Liesure	04/09/2022	Susan Carston	sports & leisure, market analysis	<div><div></div><div></div><div></div></div>	9	2022 Canada
Technology	04/16/2022	Susan Carston	personification, market analysis	<div><div></div><div></div><div></div><div>+3</div></div>	9	2022 USA
Educational	03/22/2022	Jim Baker	personification	<div><div></div><div></div><div></div></div>	9	2022 Canada
Social Services	03/16/2022	Mary Ashton	personification	<div><div></div><div></div><div></div></div>	9	2022 Canada

All Projects

New Project

Project Name	Workspace	Last Edited	Edited By	Dashboards	Charts	Maps	Tables	Segmentation System
Audi Market Analysis 2022	My workspace	06/27/2022	Mary Ashton	18	6	12	6	PRIZM 2022 Postal Code
Toyota Market Analysis 2022	My workspace	06/27/2022	Kay McGarvey	18	6	12	6	PRIZM 2022 Postal Code
GM Market Analysis 2022	My workspace	06/27/2022	Mary Ashton	18	6	12	6	PRIZM 2022 Postal Code
Toyota Consumer Profiles	My workspace	06/27/2022	James Reid	18	6	12	6	PRIZM 2022 Postal Code
Nissan Market Analysis 2022	My workspace	06/27/2022	Mary Ashton	18	6	12	6	PRIZM 2022 Postal Code


Page Number Indicator


Inactive


Active/Focused


Sidebar Menu Headers


Default State

- 


Home
- 


Workspaces
- 


Projects
- 


Reports
- 

Maps


- 

What's New
- 

Help
- 


Settings
- 


Account





Logout


Hover State

- 


Home
- 


Workspaces
- 


Projects
- 


Reports
- 

Maps


- 

What's New
- 

Help
- 


Settings
- 


Account





Logout


Active State

- 


Home
- 


Workspaces
- 


Projects
- 


Reports
- 

Maps


- 

What's New
- 

Help
- 

Settings
- 

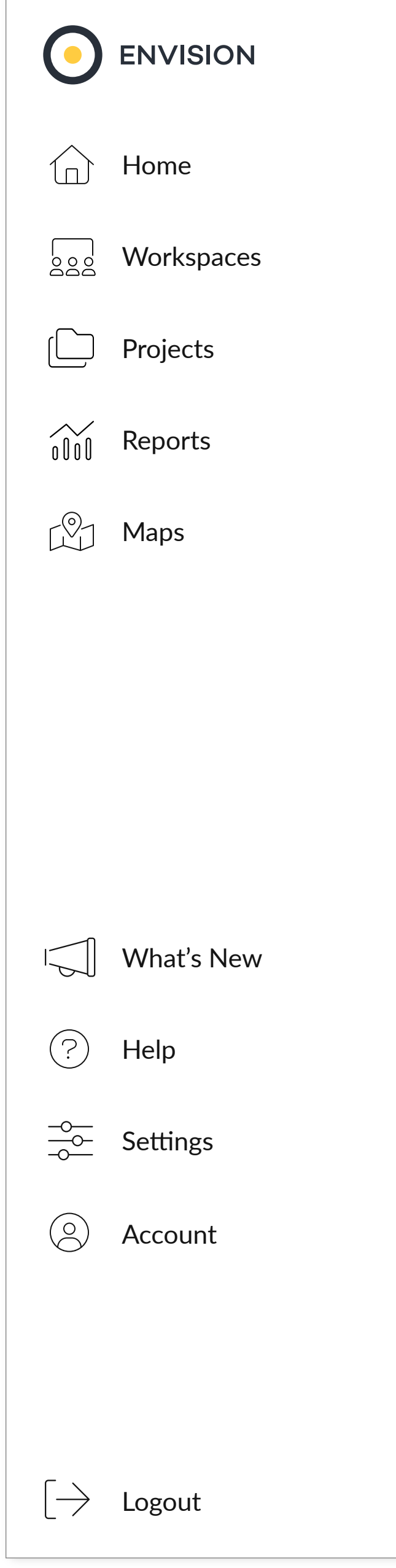
Account



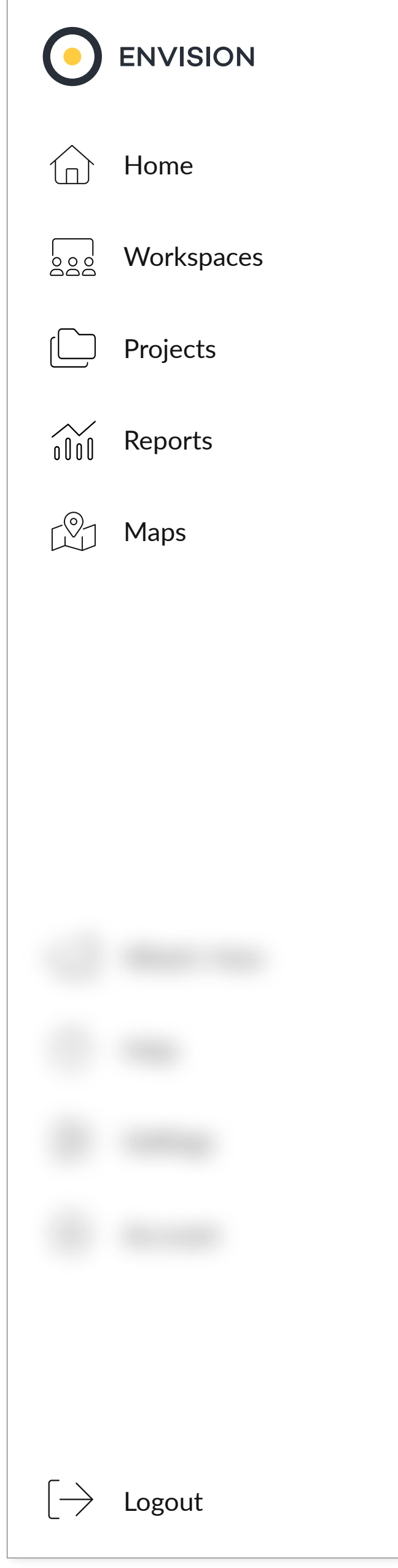
Logout

Sidebar Menu Designs

Normal

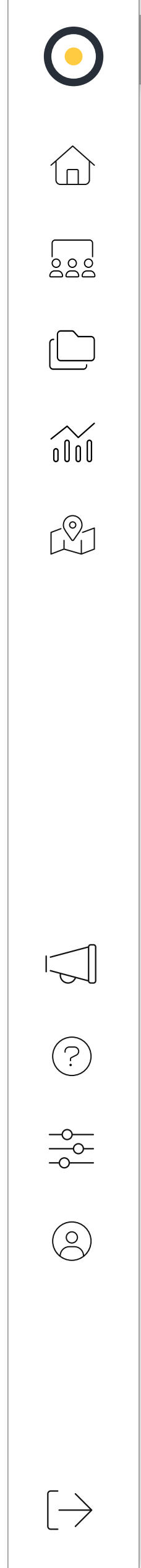


Blurred 4 Headers

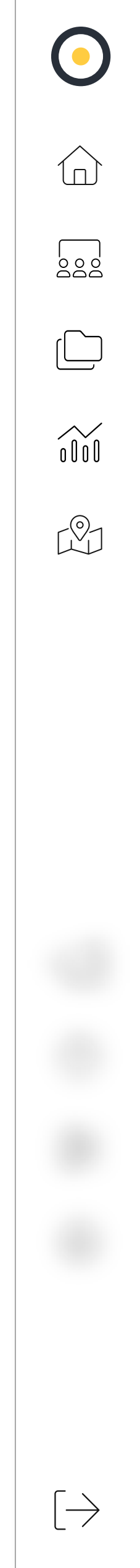


Narrow Sidebar

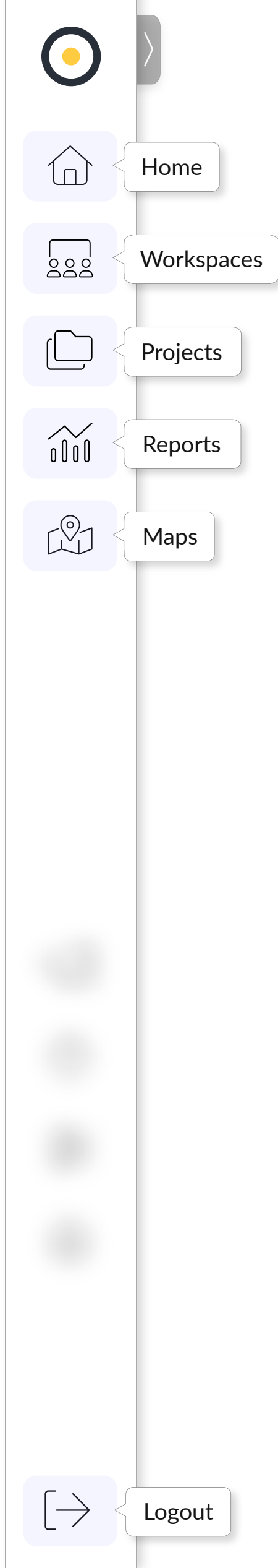
Normal State



Blurred 4 headers

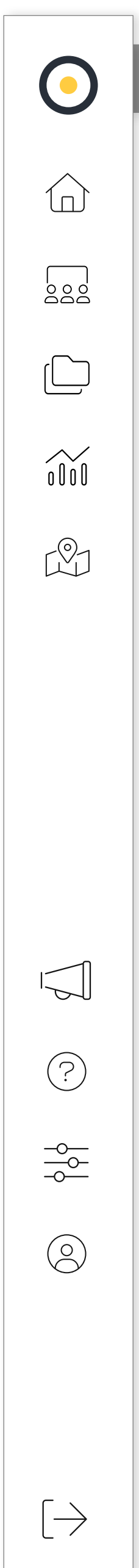


Hover State

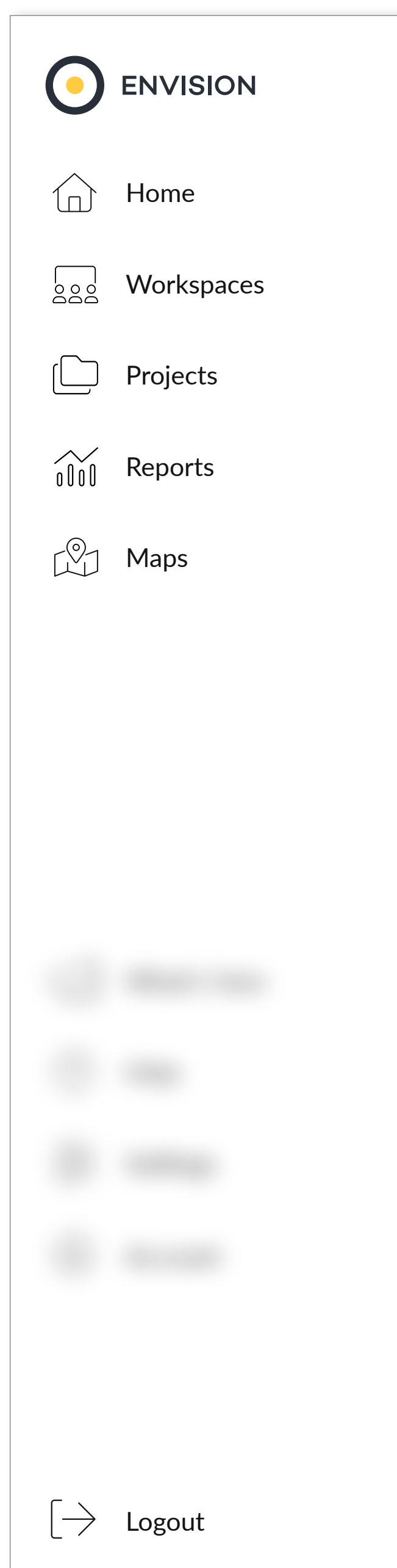


Hover State for Toggle Button

Narrow Sidebar



Wide Sidebar



A button is used to trigger actions based on a user's interaction.

## Buttons

Default

Hover

Disabled

Active

Outline

Primary

Primary

Primary

Primary

Primary

Secondary

Secondary

Secondary

Secondary

Secondary

New ▼

New ▼

New ▼

New ▼

New ▼

Danger

Danger

Danger

Danger

Danger

Success

Success

Success

Success

Success

Info

Info

Info

Info

Info

Warning

Warning

Warning

Warning

Warning

Dark

Dark

Dark

Dark

Dark

Light

Light

Light

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