

Color

primary

Secondary

Background

Text

components



Guidelines

- Adhere to WCAG 2.1 Level AA accessibility standards to ensure inclusivity.
- Use strong contrast between text and backgrounds for better readability.
- Establish a clear typographic hierarchy using size, weight, and spacing (e.g., headings vs. paragraphs).
- Follow an 8px grid system for uniform spacing and alignment.
- Simplify navigation by reducing unnecessary clicks, scrolling, and effort.
- Place related actions and elements near each other to enhance usability.
- Avoid excessive animations or irrelevant elements that don’t add value.
- Incorporate familiar design patterns to create an intuitive user experience.
- Use progressive disclosure to present less critical information gradually.
- Ensure consistent visual feedback for interactions (e.g., hover, active, focus).
- Prioritize mobile-first layouts, optimizing for smaller screens and touch gestures.

Typography.	
Heading 1.	50px
subheadings	40px
Body text	16px
caption	12px