



Howdy.

We know. Consilio is one, beautifully designed application. Our team has spent a lot of time making sure the product is designed and curated just for you, at the highest quality achievable. Here's a design guide to outline our branding practices.

Logo

Smooth, sleek, and colorful. That is how we want to keep our logo stylized.

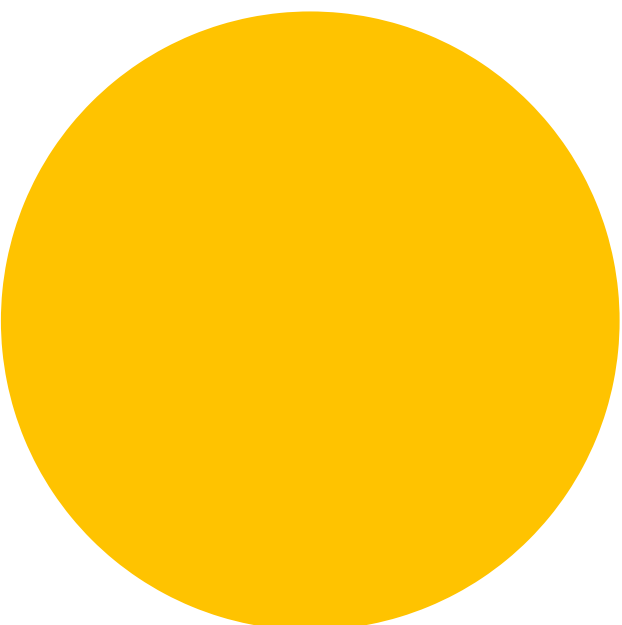
Our logo is the letter C, from Consilio, that has multiple layers of color, incorporating our three, primary colors.



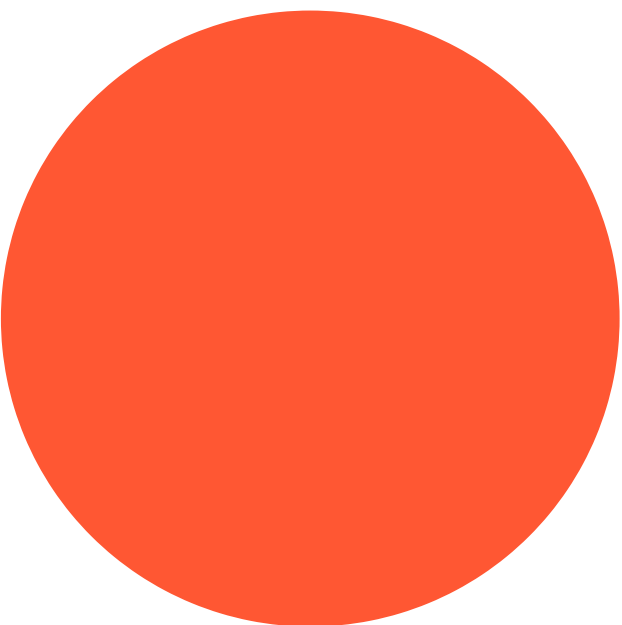
Color

We like to keep our colors bold, vibrant, but with an incorporated mix of light and dark tones.

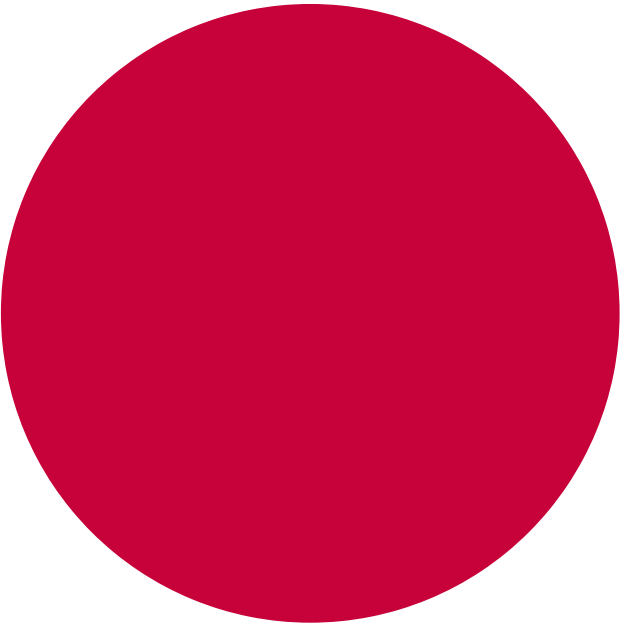
Generally, the colors we choose are on the warmer side, meant to be easy on the user’s eyes and to keep them engaged with the application.



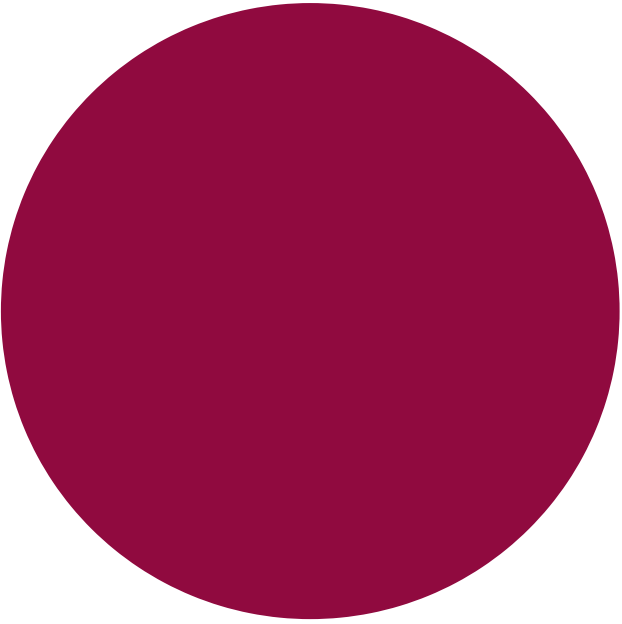
FFC300



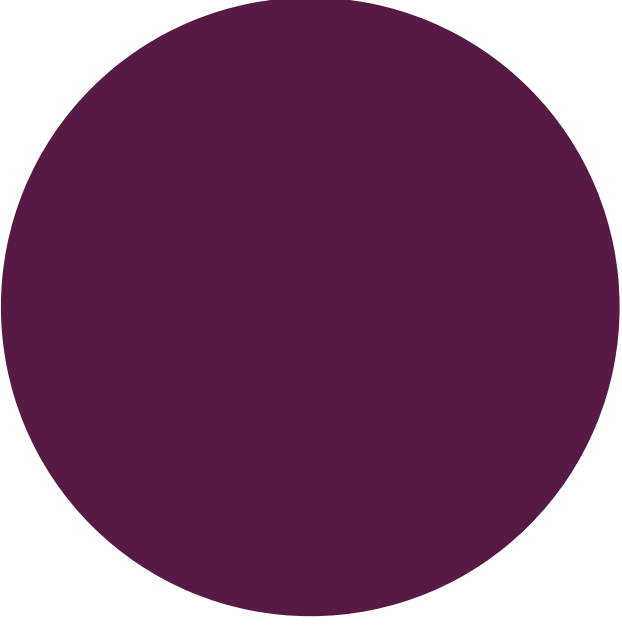
FF5730



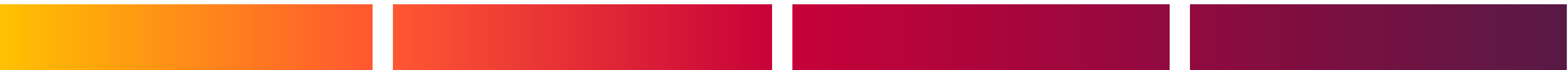
C70139



900A3F



571A45



FF5730 - FFC300

FF5730 - C70039

571945 - 900B3F

900A3F - 571A45

Typography

Proxima Nova is our font face go-to. San-serif, minimal, and clean is what we strive for, in terms of our typographic design.

Typeface Weights

Proxima Soft Light
Proxima Soft Regular
Proxima Soft Medium
Proxima Soft SemiBold
Proxima Soft Bold

Typeface Scale

Header 1	14 pt
Header 2	16 pt
Header 3 / Button	18 pt
Header 4	30 pt
Header 5	36 pt
Header 6	60pt

UI Components

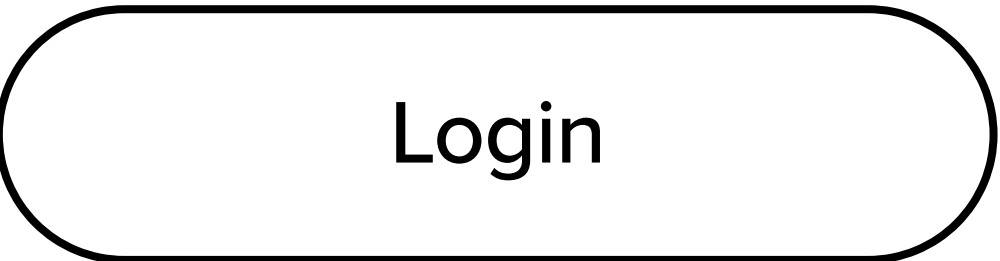
Most of our UI components are broken down into two categories, buttons and cards.

Anything other than a button, within Consilio, that takes the user to another page/screen will be hyperlinked text. There are no other secondary buttons, CTA’s, etc.

Any button in Consilio is an elongated rectangle with completely rounded corners. The text within the button is centered vertically and horizontally, and the font holds a ‘Medium’ weight.

If needed, cards will feature a small graphic on the right hand side, masked within a circle.

Button



Card

