

# Color Palette

## Background



*#243e47 or  
#2b4350  
e.g: side bar header ,  
footer and Tab bg*



*#2e4f5b  
e.g: side bar inside  
element, dropdown bg*



*#38606e  
e.g.: sidebar sub-headings,  
alternate rows  
(lighter) on side bar*



*#f4f6f5  
e.g: form header*



*#f4f7f7  
e.g: used as  
targeting page bg*



*#d7dfe2  
e.g: Disabled tabs*



*#00C1D0  
e.g: selected item*

## Text



*#ffffff  
Used for fonts on  
dark bg*



*#82959d  
Disabled text*



*#000000  
Used as general  
text*



*#9CACB2  
e.g: sub headings like  
heading and value format  
and headings in sub-header*

## Gradient



*From: #385062*



*To: #2b4350*

*used in header and sub-header*

## Supplementary



*#ff6161*

*e.g: error messages*

# Typography

Font Family: ProximaNova, Serif

Body text: 14px

H1 This is heading 48px

H2 This is heading 36px

H3 This is sub-heading 28px

H4 This is section/form heading 18px

H5 This is section/form heading 14px

## Links

### Primary links

*(on headers, sub-headers)*

Inactive: #8fa1a7

Active: #ffffff

Hover: #ffffff

### Secondary links

*(on Subnavs, sections)*

Inactive: #9CACB2

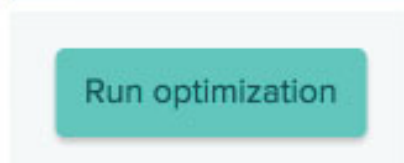
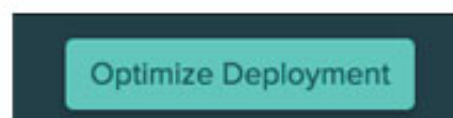
Active: #000000

Hover: #000000

# UI Components

## Buttons

### Primary



*font size: 16px  
height: 36px  
rounded corners: 4px  
font color: #244f56  
background color: #02eed2  
button shadow: 0 2px 2px rgba(0, 0, 0, 0.2)*

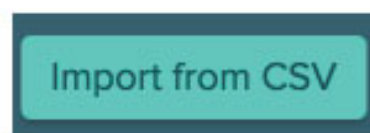
*Disabled - Opacity: 40%*

### Secondary

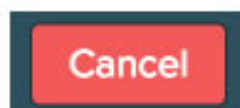


*font size: 16px  
height: 36px  
rounded corners: 4px  
font color: #244f56  
background color: #BEC7CC  
button shadow: 0 2px 2px rgba(0, 0, 0, 0.4)*

### Dialog Button



*Primary action*



*Secondary action*

*font size: 16px  
rounded corners: 4px  
font color: #244f56  
background color: #02eed2  
button shadow: 0 2px 2px rgba(0, 0, 0, 0.2)*

*Background-color: #FF5955  
font-color: #ffffff  
font size: 16px  
rounded corners: 4px  
button shadow: 0 2px 2px rgba(0, 0, 0, 0.2)*

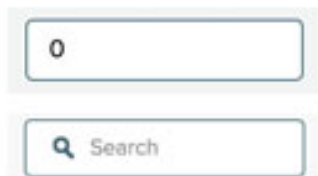
# UI Components

## Dropdowns



Active bar: #02eed2  
Slider bg: #ffffff  
border-color: #d7dfe2

## Input Boxes



font size: 16px  
height: 36px  
rounded corners: 4px  
font color: #000000  
border-color: #38606e  
background color : #ffffff  
button shadow: 0 2px 2px rgba(0, 0, 0, 0.2)

## Forms



Header bg: #f4f6f5      Border-radius: 4px  
Body Bg: #ffffff      Border-color: #d7dfe2

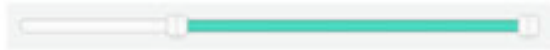
## Tabs



Disabled bg: #d7dfe2      Active bg: #243e47  
Font-color: #ffffff      Font-color: #ffffff  
Border-color: #d7dfe2      Border-color: #243e47

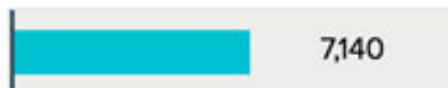
# UI Components

## Sliders



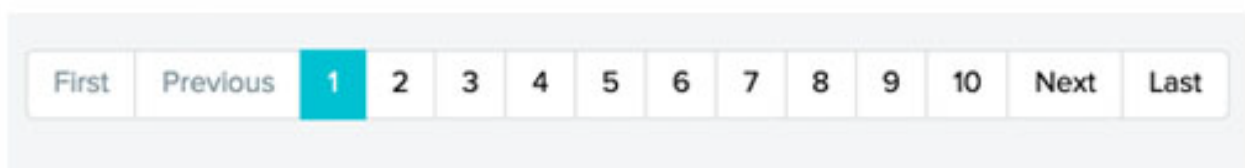
Active bar: #02eed2  
Slider bg: #ffffff  
border-color: #d7dfe2

## Progress bars



Background-color: #00C1D0

## Pagination



Selected value:  
Bg: #00c1d0  
Border: #00c1d0  
text: #ffffff

Disabled:  
Bg: #ffffff  
Border: #d7dfe2  
text: #82959d

Clickable (Active):  
Bg: #ffffff  
Border: #d7dfe2  
text: #000000

# App layouts

## Header



*For details, refer color palette and typography*

## Left Panel

*Details given in color palette and typography*



## Right Panel

*Details given in color palette and typography*



# App layouts

## Sub-header

Cost To Serve Calculator

Product: C Prod

Workforce: Specialty Reps - 1

Background Gradient: linear-gradient - from: #ffffff 0% , to: #e6e6e6 100%  
Border-color: #38606e

## Tables

Product Title Descr	No. of HCPs	HCP Reach	Actual No. of Visits / HCP	Actual PDEs	Total Prod
0	7140	76.0%	5.5	21,755	
1	2,280	76.0%	8.7	16,70	
2	781	86.0%	10.7	3,24	
3	535	89.0%	11.3	5,355	
4	368	90.0%	12.1	4,369	
5	313	88.0%	13	3,587	
6	235	95.0%	15.6	3,038	
7	134	93.0%	15	2,436	
8	106	90.0%	15.8	1,800	
9	88	94.0%	15.1	1,251	
10	24	100.0%	16.7	469	
Total	12,094	87.0%	8.2	66,363	76.1

Headers bg: #d7dfe2  
Odd row bg: #ffffff  
Even row bg: #f4f6f5

Segments			C Prod		C2 Prod		P1		P2		C Prod
C Prod	C2 Prod	HCP Count	Actual PDE	Optimal PDE	Actual PDE	Optimal PDE	Product	# Calls	Product	# Calls	Adjusted PDE
Segment 0	-	216	3	2	0	0	C Prod	2	C2 Prod	0	2

Extra Heading bg: #2e4f5b

## Modals

Data import wizard

Name

Name

☒ Point based

☐ Polygon based

☐ Workforce

Import from CSV

Import for a Workforce type

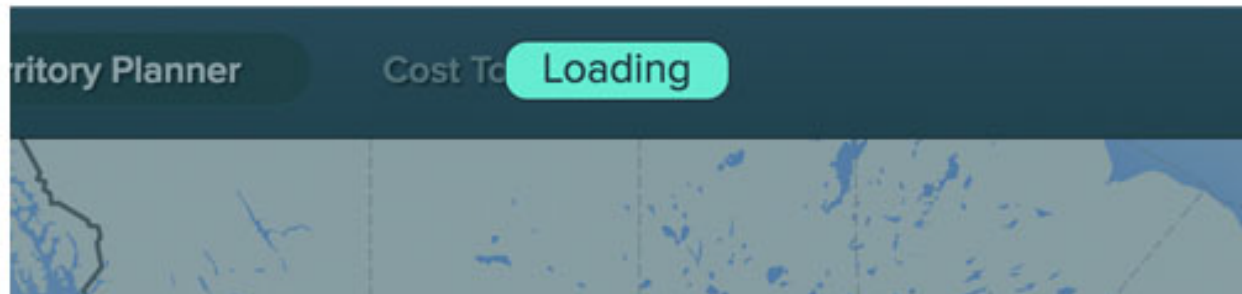
Cancel

Header, footer bg: #2e4f5b  
Content bg: #38606e



# App layouts

## Loader

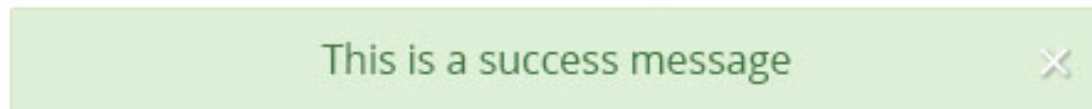


*Message bg: #02eed2*  
*Message font color: #243e47*  
*overlay bg: #1A444D opacity: 50%*

## Flash messages

### Success

*color: #3c763d*  
*background-color: #dff0d8*  
*border-color: #d6e9c6*  
*border radius: 4px*



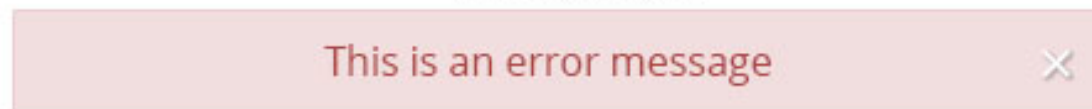
### Warning

*color: #8a6d3b*  
*background-color: #fcf8e3*  
*border-color: #faebcc*  
*border radius: 4px*



### Error

*color: #a94442*  
*background-color: #f2dede*  
*border-color: #ebccd1*  
*border-radius: 4px*



# Icons

## Active

#4fdcc1



## Default (Clickable)

#9cacb3

