

## Refining the Design

### Task 5.7: Design Documentation

I created a style guide for PlutoPay to the current progress in the prototypes. For subsets such as linked sub apps like PlutoTrading, PlutoCart, PlutoFashion other style guides will be created. The color red will be used in PlutoCart but blue, black, white gray on the top level navigation app. I know a pattern library and style guide is to ensure that the quality and overall look of my design work stays consistent over time.

#### Typography

information on typefaces that should be used, type hierarchy, and type styling

#### DISPLAY

Arial 16.1 bold

Body Large

Regular 14 pt

#### Heading 1

Arial 14 bold

Body Regular

Regular 13 pt

*Body Small*

*Italics 10pt*

#### Subheading 1

Arial 12 bold

#### Colors

includes HEX codes and tags that specify where the color should be applied

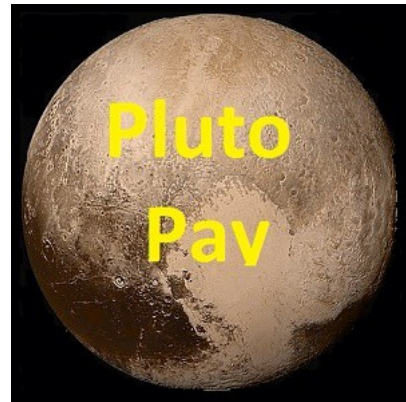
- Light blue: 91C8FC for background of elements
- Navy blue: 082FF9 for emphasis
- Red: FF0A0A for use of PlutoCart
- Yellow: D9FC02 for text on red in PlutoCart
- Dark gray: 667080 for PlutoTrading emphasis
- Light gray: E5E5E5 for element background or text on dark gray
- Medium gray: C4C4C4 not to be used so far
- White: FFFFFFFF to be used for space and text over dark elements
- Black: 000000 to be used sparingly

91C8FC	082FF9	FF0A0A	D9FC02	E5E5E5	C4C4C4	667080
Baby Blue Eyes	Blue	Red	Chartreuse Traditional	Platinum	Silver	Dark Electric Blue

## Logos



Logo small



Logo big

## UI Elements, Styles and Buttons

all the different UI elements used, their different states, and their styles. 2 sizes of buttons are used 130x35 and 190x35 with and without drop shadow. One type of text button will be used as well.

Enter Name as on card

Enter credit card number

Enter expiration date

Enter CVN



**Go Back**

**Add Card**

## Icons

The icons section of a style guide houses all the icons used in a product and fills you in on what actions they're tied to.

# Icons

Feather Icons



## Images

Images will be used sparingly and of 2 types like tiles or cards



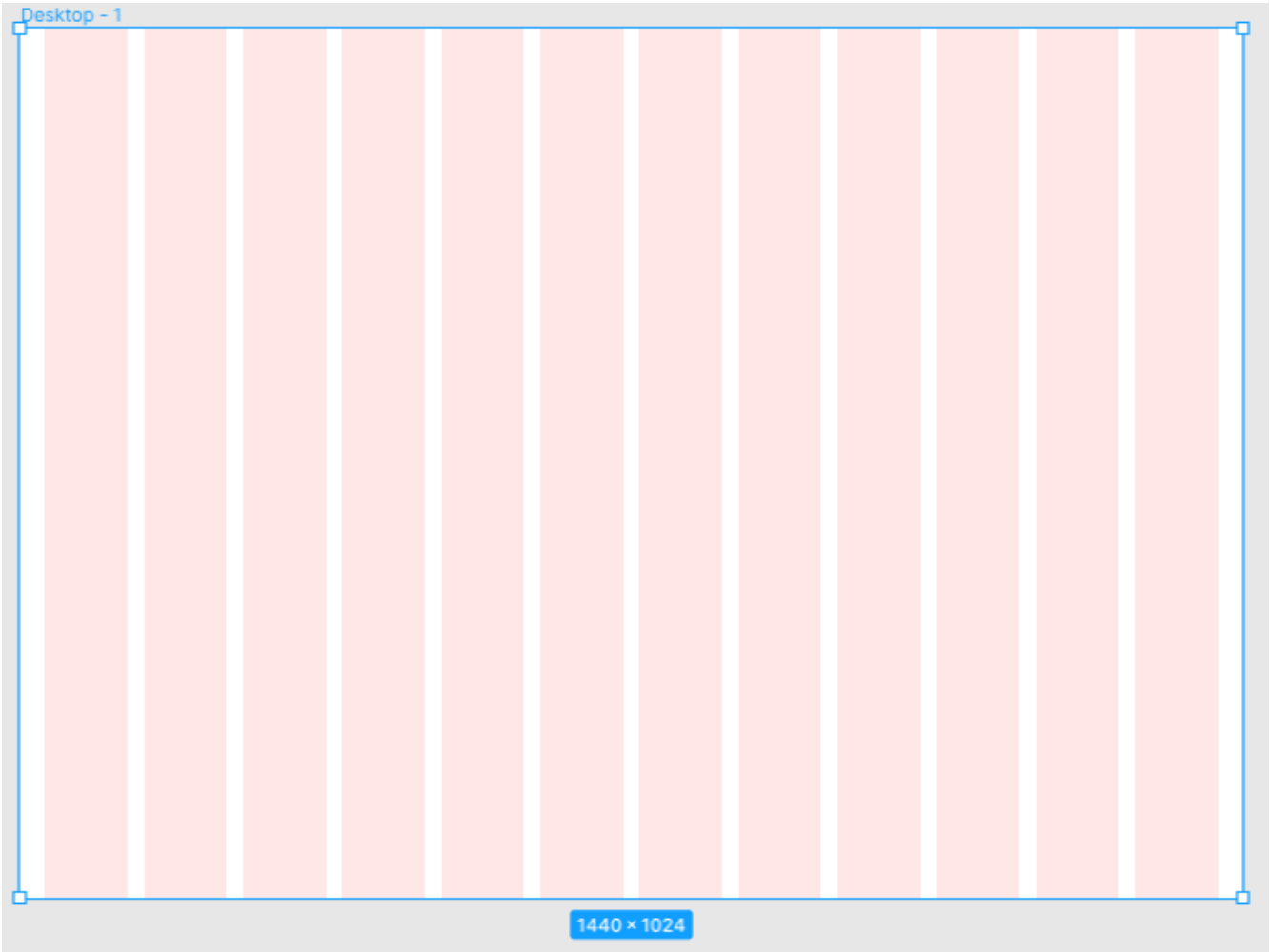
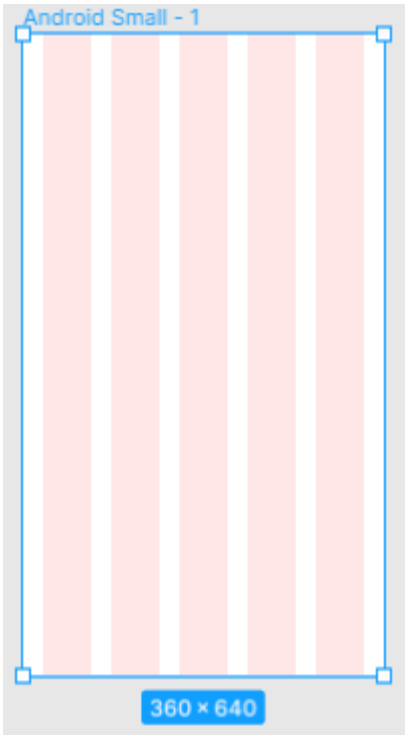
## Other Dos and Don'ts

Do: keep the consistency and layout

Don't use too many styles, colors and fonts  
will be updated

## Grid and Spacing

For Mobile a 5 column grid with 20 margin and 20 gutter is used. For desktop a 12 column grid with 30 margin and 20 gutter.



## **Tone of Voice and Copy/Language Guidelines**

The language should instill a sense of trust and calmness. Users sometimes get overwhelmed with daily tasks and rely easy user flow and functionality.

Each element will be used in a consistent pattern based on hierarchy. Top level down to details. As I'm at the begin on the project, this style guide will be updated as I progress thru my prototype.