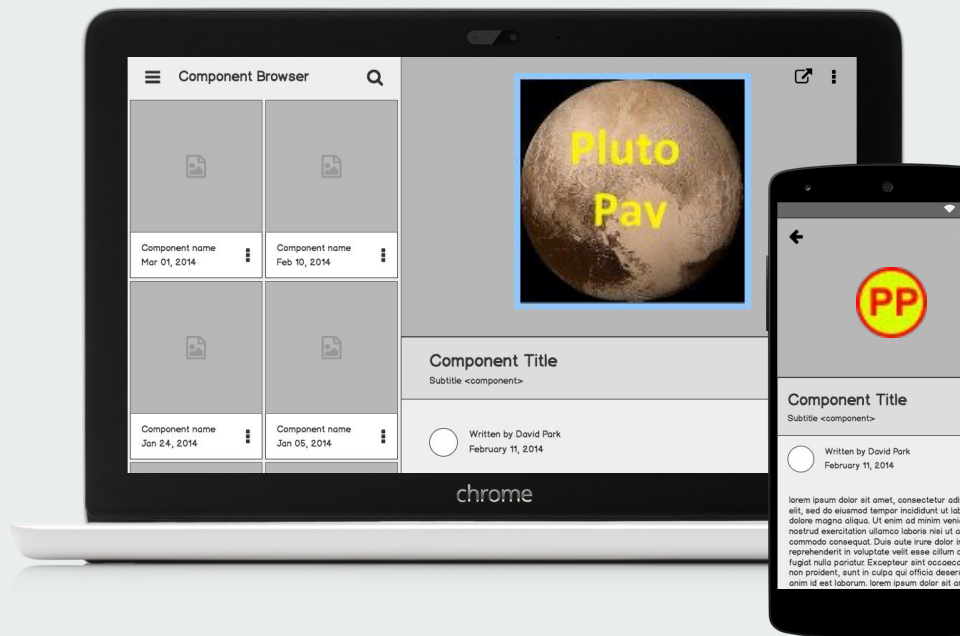


# Task 5.8 Design Language Systems

*By George K. Weissig*



# Color

---

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**

Baby Blue Eyes

**082FF9**

Blue

**FF0A0A**

Red

**D9FC02**

Chartreuse Traditional

**E5E5E5**

Platinum

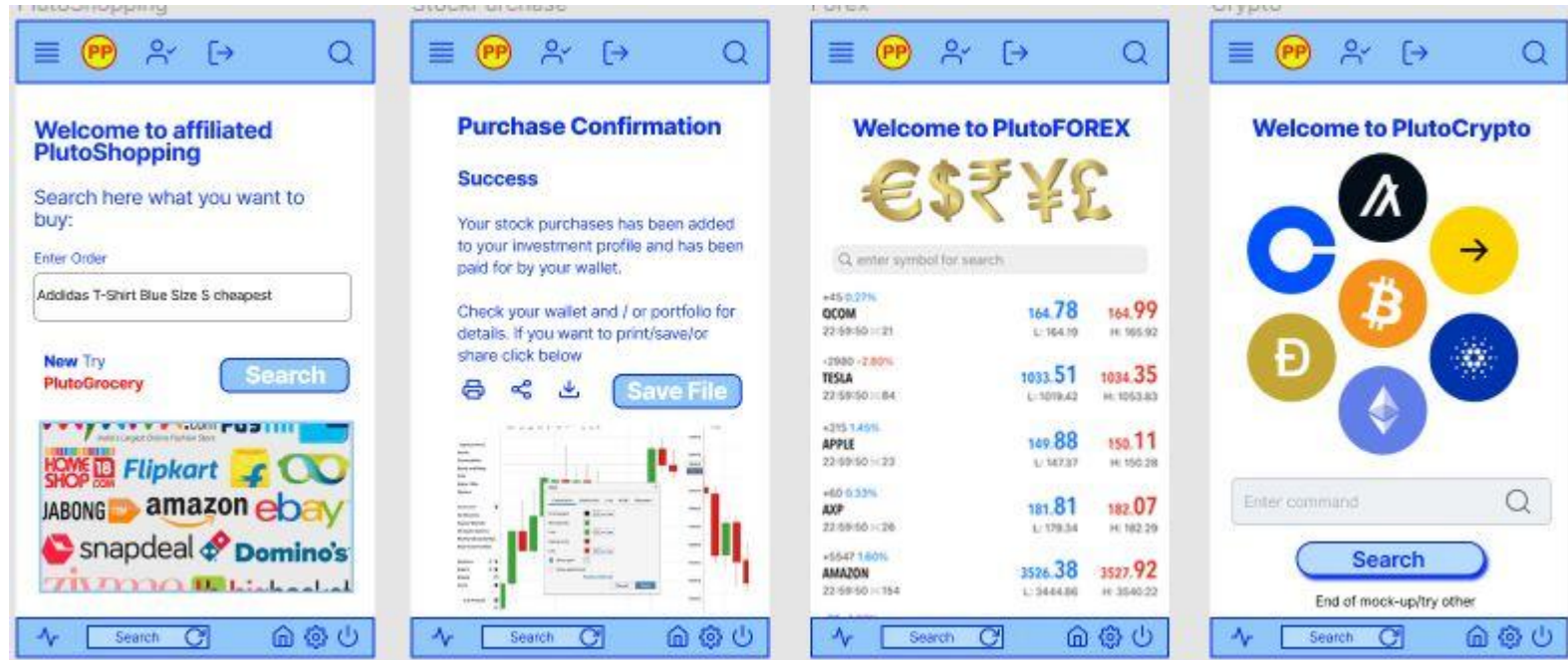
**C4C4C4**

Silver

**667080**

Dark Electric Blue

# Color in action



# Topography

---

Information on typefaces that should be used, type hierarchy, and type styling. The selection of this type of fonts is to create a relaxing experience as well as good readability ratio.

## DISPLAY

Arial 16.1 bold

Body Large

Regular 14 pt

## Heading 1

Arial 14 bold

Body Regular

Regular 13 pt

## Subheading 1

Arial 12 bold

*Body Small*

*Italics 10pt*

## About PlutoPay

PlutoPay is an innovative online payment portal, that turns simple payments to advanced trading into a hobby. We keep ours users happy and in mind.

## Affiliate with PlutoPay

Email us directly if you wish to affiliated as an investor or online merchant. [baantiluk@gmail.com](mailto:baantiluk@gmail.com)

## Terms and Conditions

By using PlutoPay you agree to the downloadable Terms and Conditions. [Download the Terms here](#)

# Buttons

---

2 sizes of buttons are used 130 x 35 and 190 x 35 with and without drop shadow. One type of text button will be used as well.

Only 2 sizes of buttons be used with and without drop shadow.

+ Add Bank

+ Add Card

Search

**Go Back**

**Add Card**

❖ ButtonSm

**Confirm**

❖ ButtonLa

**Search**

# Icons

The icons section of a style guide used are all same in size and color coding. All the icons used in this prototype fills you in on what actions they're tied to.

## Icons





# UI Elements, Styles

## O1

Text fields used are all of same style and width. Chips and banners aren't used yet.

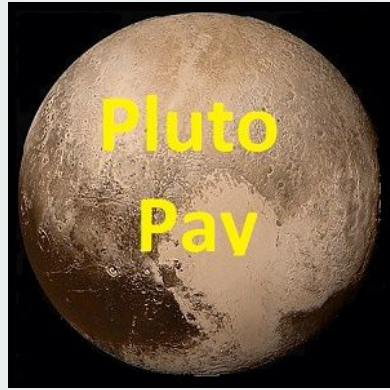
Enter Name as on card

Enter credit card number

Enter expiration date

Enter CVN

# Images



Logo large

Images will be used sparingly and of 2 types like tiles or cards without drop shadow

Animations aren't used

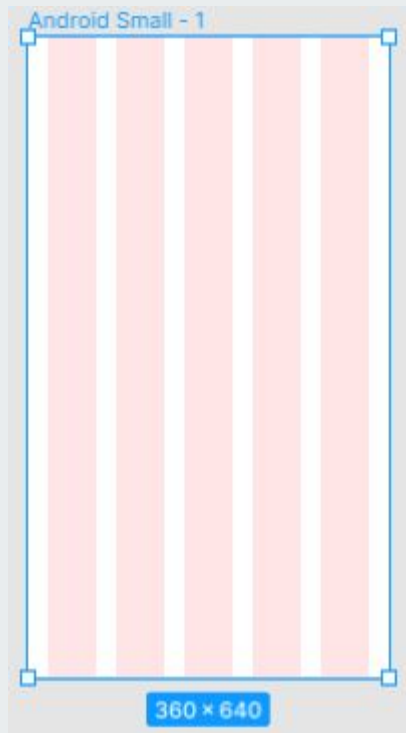


Logo small



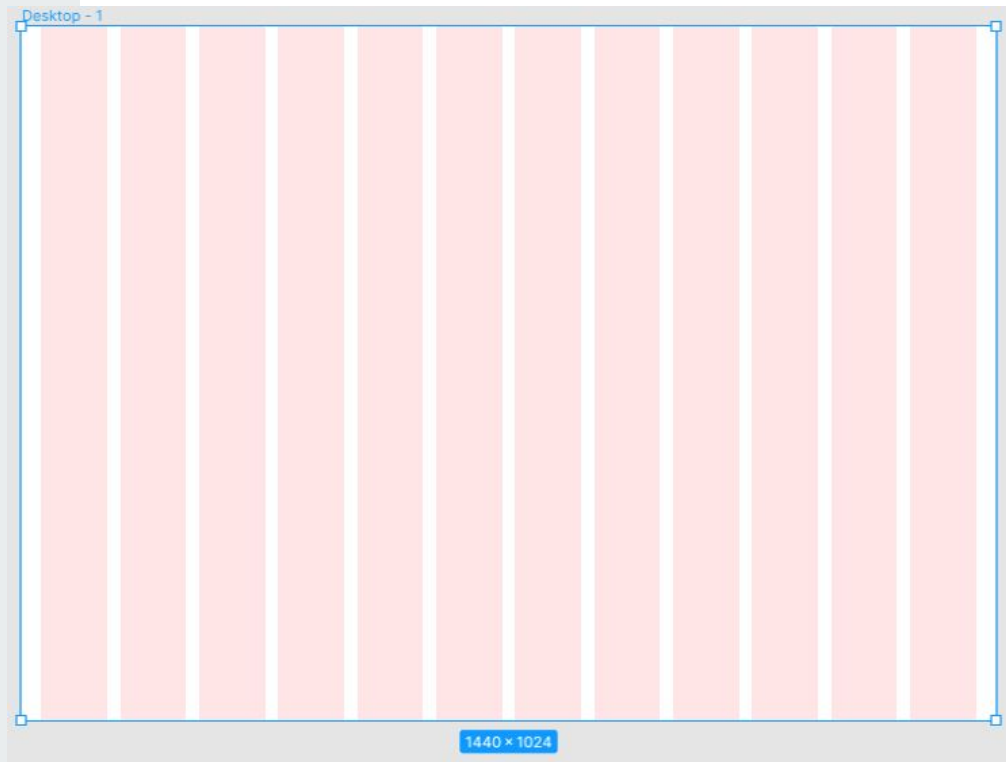


# Grids & Layout



For desktop a 12 column grid with 30 margin and 20 gutter.

For Mobile use a 5 column grid with 20 margin and 20 gutter is used.





# Tone of Voice

- The language should instill a sense of trust and calmness.
- Users often get stressed out and overwhelmed with daily chores and rely on easy user flow and functionality.
- Users should sense satisfaction in order to come back.

# Dos & Don'ts

Do:

- Keep the consistency and layout
- Use realistic images
- Use light backgrounds

Don't:

- Use too many styles, colors and fonts
- Overuse gradients