Career Expert style Guide

Typography

In the career expert app sans serif will be used as heading and body text in the main sections of the app

Sf pro will be used for on boarding and be the default text on ios

Sans Serif

Abcdefghijklmnopqrstuvwqyz

Sf pro

Abcdefghijklmnopqrstuvwqyz

This is Heading 1   **Sans Serif (font 20) Bold**

This is Heading 2   **Sans Serif (font 18) Bold**

This Heading 3   **Sans Serif (font 16) Bold**

This is body text 1   Sans Serif (font 14) Regular

This is body text 2   Sans Serif (font 12) Regular

This is Heading 1   Sf Pro text (font 20) Bold

This is Heading 2   Sf Pro text (font 18) Bold

This is Heading 3   Sf Pro text (font 16) Bold

This is body text   Sf Pro text (font 14) Regular

This is body text 2   Sf Pro text (font 12) Regular

Colors

The color pallete will mainly be monochrome color pallete with one complementary color (the main color being purple and complementary color being mustard)

#5E176B	#6C63FF	#7F6DC9	#CCB2FF	#FFB35A	#FFFFFF
Honey Flower	Cornflower Blue	Blue Marguerite	Melrose	Texas Rose	White

UI Elements Styles

Butons

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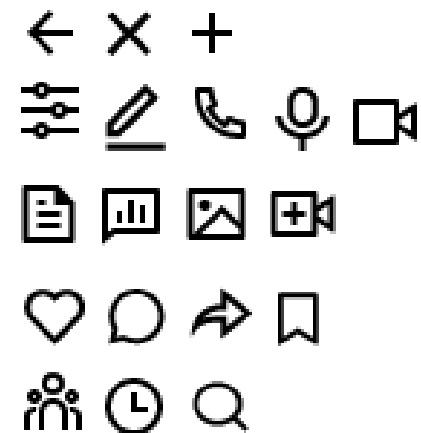
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Icons

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Social Media Post

Kevin Marshal ⊘ • 8h

Using Extreme Ownership as an engineer to advance your Career

STOP BLAMING! TAKE ACTION!
EXTREME OWNERSHIP

♡ ○ ↗   🔖

Mechanical Engineering
John Delany • 12h

I am thinking of majoring in Mechanical Engineering

Hello I'm a high school senior and interested in becoming a
mechanical engineer, which university in the tri state area...

♡ ○ ↗   🔖

Photography

These are examples of photography that should be used. All images used must be high quality,

professional and show various settings where people of their proffesion are at work or learming about work.

Copy Guidlines

Career Experts copy guidelines are to help provide other designers and developers a resource that will facilitate the friendly tone and language for the app. The goal is to to continue to provide a friendly, familiar and straightforward language for the app.

Language: Career Expert uses friendly, and warm language to give the user a self of community so that they can find the community that best suits them to enter a healthy work environment.

Punctuations: Career Expert aims to use correct punctuation at all times which gives it a

profesional look.

Headlines: Use short to the point headlines.

Does and Donts

- Background Colors are always either #FFFFFF white or #6C63FF cornflower blue.
- Use Proffessional, friendly, warm and inviting language
- Use 4 grid on mobile with 4 coloums gutter width 10 and colums width 38 with 36px margins left and right
- Buttons for android and IOS should use proper sizing based of documentation
- Dont curve button radias past 8px
- Grey scale (black and white) images are not permited