



# **ThinkInk**

## **Design Language System**

# Color Palette



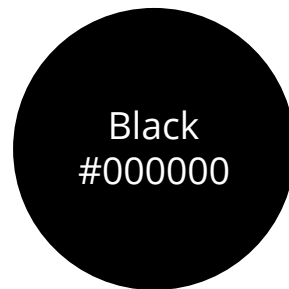
Bright  
Blue  
#0016E0

- Primary color:  
Navigation bar



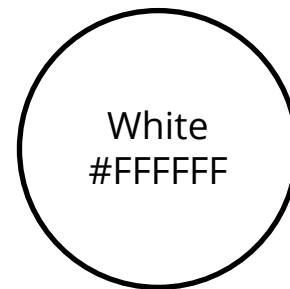
Mint  
Green  
#00E09D

- Accent color:  
for Calls to  
Action,  
outlines, and  
buttons



Black  
#000000

- Primary dark,  
text color



White  
#FFFFFF

- Primary light:  
text & icons in  
menus

# Typography

Titles & Headings  
– Open Sans

## Header 1

Font Size: 34pt; Bold  
Character Spacing: .25px

## Header 2

Font Size: 24pt; Bold  
Character Spacing: 0px

## Subtitle 1

Font Size: 20pt; Regular  
Character Spacing: .15px

*Logo*

Font: Yesteryear  
Font Size: 40 or  
70pt; regular  
Character Spacing:  
0px

Body & Buttons –  
Open Sans

## Body 1

Font Size: 18; Bold  
Character Spacing: 0px

## Body 2

Font Size: 16pt; Bold  
Character Spacing: .5px

## Buttons 1

Font Size: 14pt; Bold  
Character Spacing: 0px

## Buttons 2

Font Size: 18pt; Regular  
Character Spacing: 1px

# UI Components

## Input Fields - 283 by 40

Email or Username

## Buttons

### Default

Width: 105  
Height: 40  
Shadow: X=0,  
Y=8, B=15



### Floating Action

Width: 47.04  
Height: 47.04  
Shadow: X=0,  
Y=15, B=25  
Icon: 24x24  
px

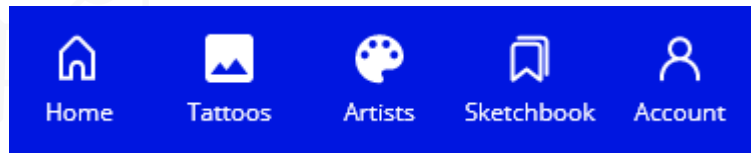


### Emphasized

Width: 105  
Height: 40  
Shadow: X=0,  
Y=15, B=20



## Icons - 24px



Location Icon at 50% opacity



Filter Icon



Artist's Rating



Menu Icon



Search Icon



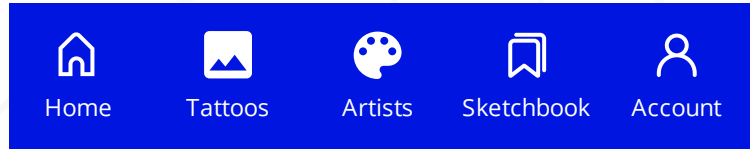
Add Icon



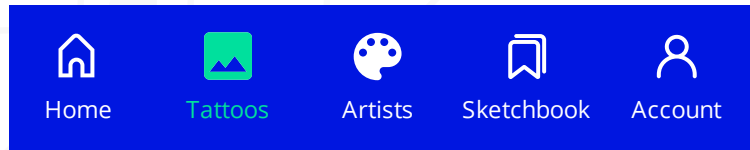
Options Icon - 4x16px

# UI Components (ctd.)

## Bottom Navigation (Default)

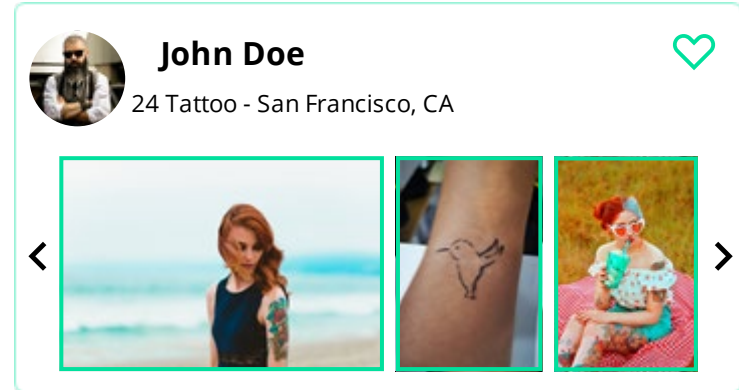


## Bottom Navigation (Tab Selected)



Menu bars span full screen; 375x75

## Artist Image Carousel



# UI Components (ctd.)

×

## Filter Tattoos

[Reset](#) Select desired filters

**Style** [What are these?](#)

Blackwork

Black & Grey

Dotwork

Fine-Line

Geometric

Hand-Poked

Horror

Japanese

Lettering

Neo-Traditional

New School

Realism

View All

**Tattoo Placement**

Enter desired placement of tattoo

▼

**Artist Location**  
(If applicable)

🔍

Search Location

📍

Cancel

Apply

## Dialogs

Size: 343x644.5

Shadow: x=5, y=5,  
B=10

Icons: 24 px

Tags: Width  
dependent on length  
of word

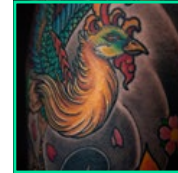
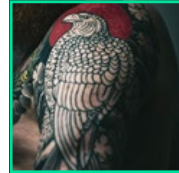
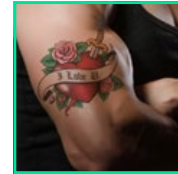
Search Bars: 283x40,  
border/icons/text at  
50% opacity

## Image List

Image sizes: 120x120

Grid Size: 40 px  
between images

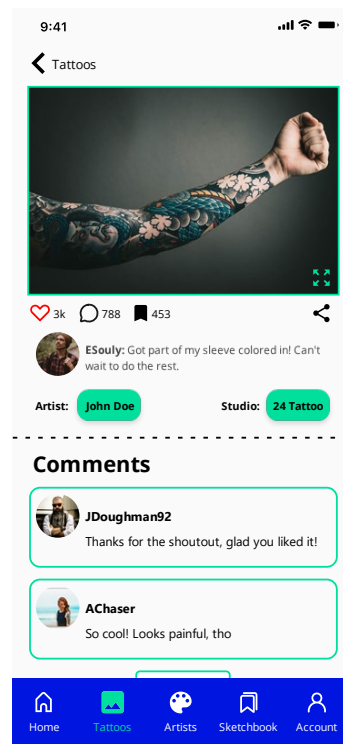
horizontally; 12 px  
between images  
vertically



# Grid/Layout

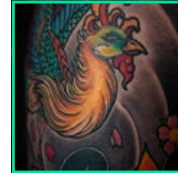
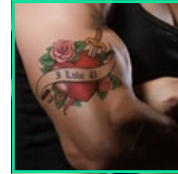
Columns: 12  
Gutter Width: 10  
Column Width: 20  
Margins: 12

Don't allow any button, photo, box, or anything else to break the margins unless necessary.



# Imagery & Illustrations

All the photos on prototype are to illustrate the kind of social media type feel of the app, meaning that these are just examples and the actual photos users upload will be what show up instead.





# Language & Accessibility

ThinkInk is a casual app designed for people in the tattoo community to interact and find inspiration. Therefore, the language should be informal and friendly while also adhering to the tone of the artistic community of tattoos. The app will address users as “You” and speak to the entire userbase similarly to promote the sense of community.

Text is in either black or white to ensure visibility for all users. The app can be installed and used on all common devices. Any concerns about accessibility will be listened to and solutions will be made available to those who need them. This app is for all those in the tattoo community and therefore needs to be user-friendly for all.

# Do's and Don'ts

## DO

- Keep language friendly & fun
- Ask for feedback from users often and incorporate their ideas into new versions
- Stay up to date on new trends in the tattoo community
- Keep article database updated

## DON'T

- Use a color that makes text unreadable just to highlight the text
- Use low quality images
- Overuse the mint green color – use as an accent or an outline unless being used in a CTA
- Cram too much information on one screen