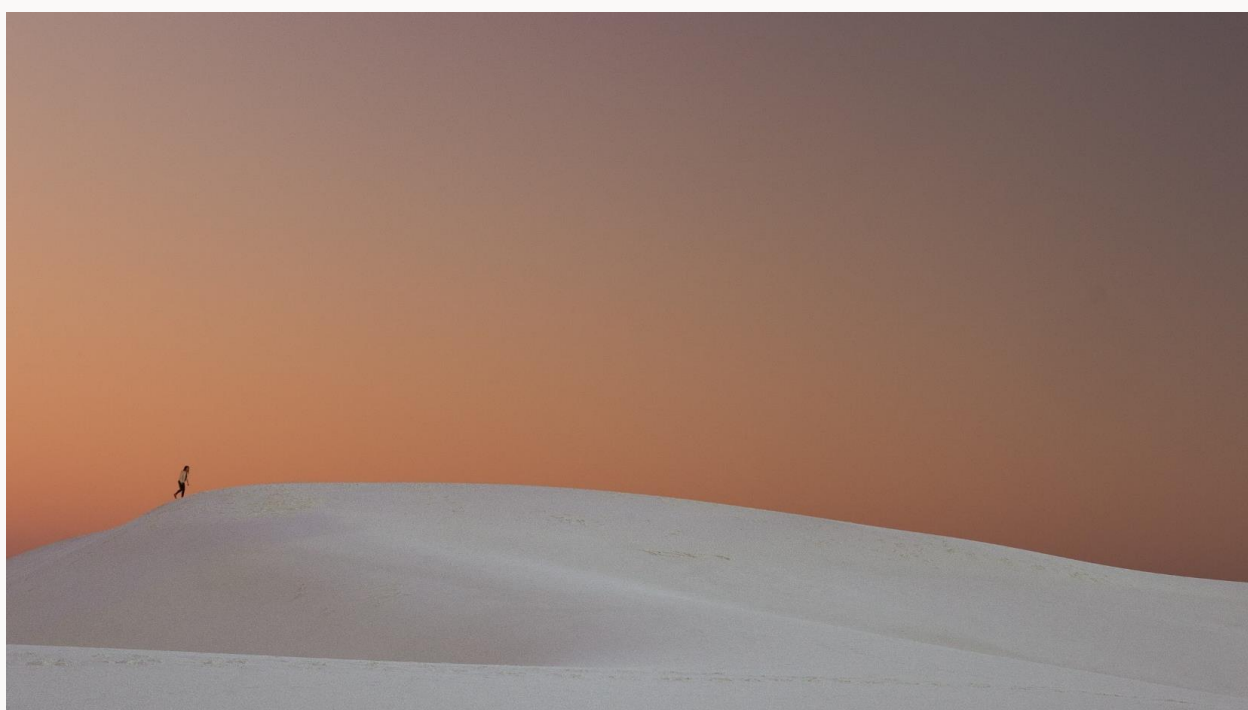


# OASIS STYLE GUIDE



A vertical image of a desert at night. The sky is dark blue and filled with numerous small, bright stars. Below the sky, a large sand dune rises, its surface covered in fine, rhythmic ripples. The dune is illuminated from the side, creating a gradient of colors from deep blue to a lighter, almost white, highlight along its crest. The overall mood is serene and contemplative.

# IMAGERY

Oasis uses desert imagery to represent the solitude of the process that is bettering yourself through your mind.

The desert is always pictured as beautifully as possible because the journey is also beautiful, and it's not seen as a struggle but a beautiful journey.

The image behind meditations must stay the same and it is only to be edited to fit the time of day in which the meditation should be preformed.

# APP ICON & LOGO

App icon is only used to access the app while the logo is used on the actual app.

logo for website



app icon





## COLORS FOR IMAGES

Most of the color on the app comes from images which need to be edited to follow the color scheme.

Base color scheme is complementary but with temperatures we also get the color violet, so the color scheme becomes split-complementary.

0C182C

~ Oxford Blue

Oxford Blue      RGB 12, 24, 44      #0C182C

- 0C182C
- 0D182B
- 0E182A
- 0F1929
- 111927
- 121926
- 131A25
- 141A24
- 151A23
- 161B22
- 171B21
- 191B1F
- 1A1B1E
- 1B1C1D
- 1C1C1C

866886

~ Chinese Violet

Chinese Violet    RGB 134, 104, 134    #866886

- 866886
- 8C6A7F
- 936D78
- 9A6F71
- A1726A
- A87564
- AF775D
- B67A56
- B67756
- B67556
- B67256
- B66F56
- B66D56
- B66A56
- B66856

B67A56

~ Cafe Au Lait

Café Au Lait      RGB 182, 122, 86      #B67A56

# GRAPHICAL ELEMENTS

Elements with round edges create a warmer and friendlier experience for the user which is important for the purpose of the app.

Elements such as cards, tags and other possible text backgrounds are to be presented in a square shape with soft edges. Buttons have completely rounded edges.



Forms are only to be created on white backgrounds for clarity and focus. Placeholders will need to be used.



Navigation is hidden in a burger menu that’s created with three dots with the color Jet or Light Gray depending on the background.

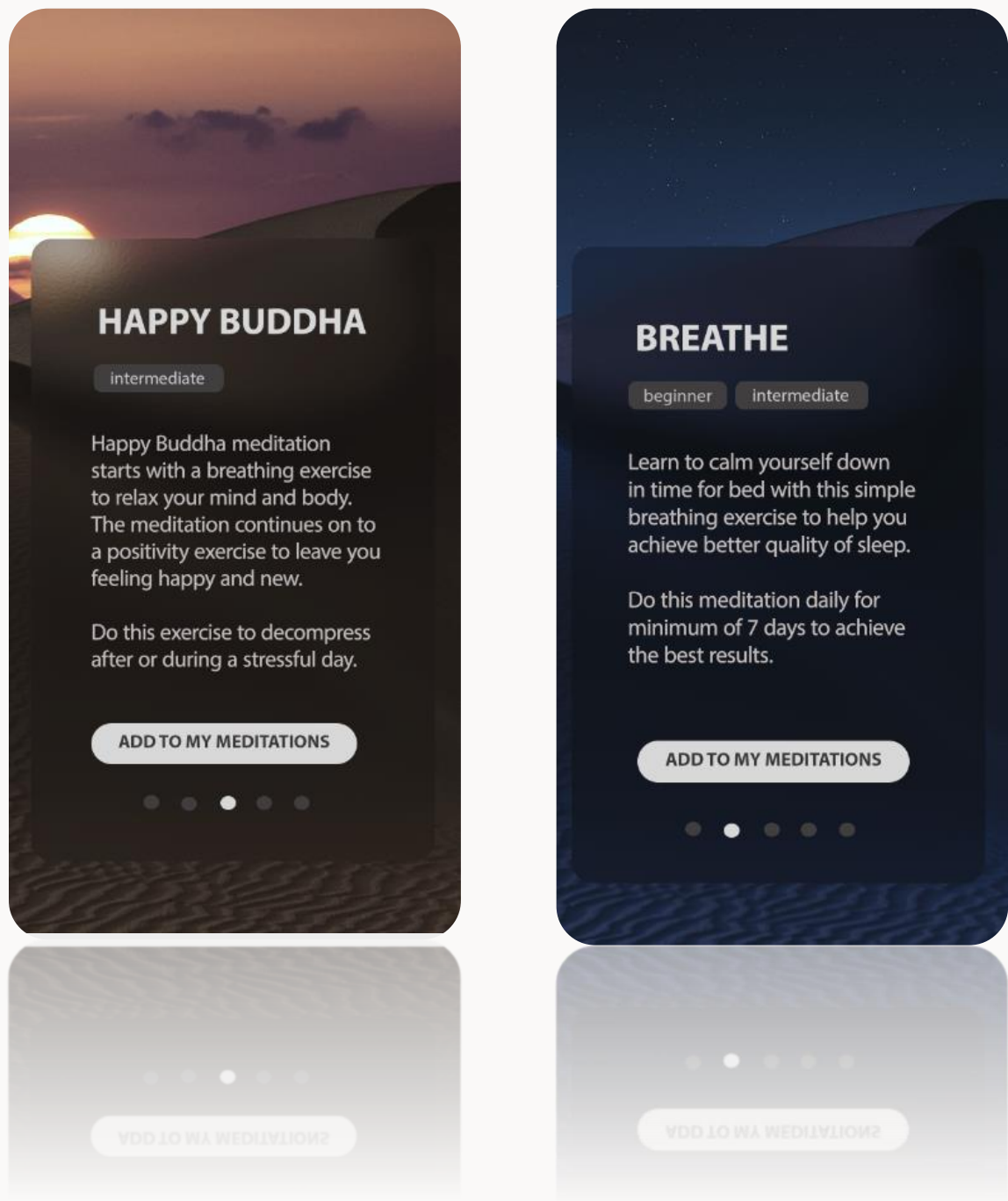


Where swiping right/left is possible carousel navigation is used in color Jet and the active ball in color Light Gray.





The glass-effect cards are to be used as a darker background on image backgrounds only.

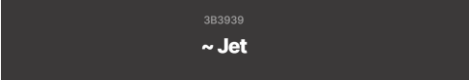


# ELEMENT COLORS

Oasis uses calm, muted colors to depict quality and calmness.

## TAGS AND INACTIVE NAVIGATION

Jet                      RGB 59, 57, 57                      #3B3939



## FORM LINES ON WHITE

Spanish Gray                      RGB 159, 148, 148                      #9F9494



## BUTTONS ON CARDS

Light Gray                      RGB 216, 216, 216                      #D8D8D8





# FONTS AND THEIR COLORS

SITKA Heading Bold  
110pt tracking 200

MYRIAD PRO Regular header 90pt

MYRIAD PRO Regular header 90pt

MYRIAD PRO Regular subheader 55pt

Ebrima Regular Paragraph 55pt

MYRIAD PRO Bold button text 45pt

myriad pro regular placeholder 43pt

Ebrima Regular tag text 43pt

MYRIAD PRO Regular small text 36pt

Sitka is to be used only when OASIS is written on its own as it is on the starting screen.

Isabelline and Light Gray are to be used on cards/images. Dark Liver and Heliotrope Gray are for white backgrounds.

|                 |                   |         |  |
|-----------------|-------------------|---------|--|
| Isabelline      | RGB 238, 232, 232 | #EEE858 | <div>EEE8E8</div> <div>~ Isabelline</div>      |
| Heliotrope Gray | RGB 170, 153, 157 | #AA999D | <div>AA999D</div> <div>~ Heliotrope Gray</div> |
| Light Gray      | RGB 216, 216, 216 | #D8D8D8 | <div>D8D8D8</div> <div>~ Light Gray</div>      |
| Dark liver      | RGB 76, 66, 70    | #4C4246 | <div>4C4246</div> <div>~ Dark Liver</div>      |