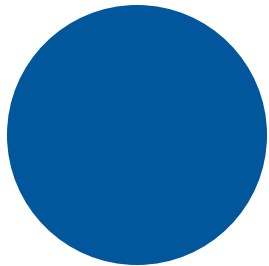


# 0.1 Color Palette

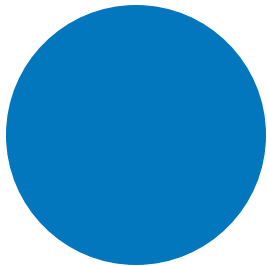
The color palette used in the DI Mobile App are consciously chosen to create visual heirarchy and draw the users eye to certain elements above the rest.

## Primary Palette

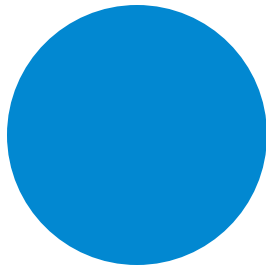
CXM Holdings' color palette is mainly based on its ability to blend in to many brand systems.



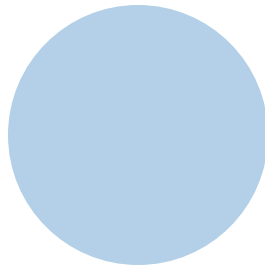
hex #01579B  
Bahama Blue



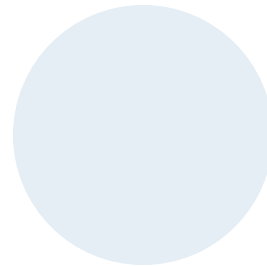
hex #0277BD  
School Blue



hex #0288D1  
Seaside



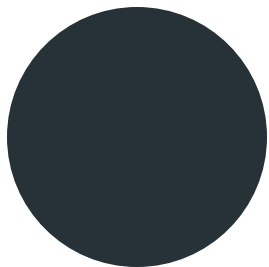
hex #B3D0E8  
Still Lake



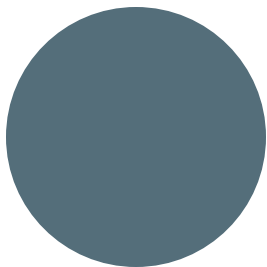
hex #E5EEF5  
Blue hint

## Black & Grey Palette

The blacks and greys used in the palette are used to create another level of muted versus explicity amongst the elements.



hex #263238  
Outer Space



hex #546E7A  
Moody Sky



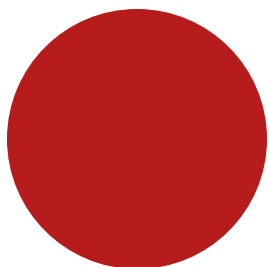
hex #E0E0E0  
Smoke



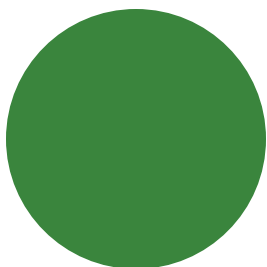
hex #ECEFF1  
Porcelain

## Accent Palette

Accent colors are used to highlight certain elements in the screen, including success and error messages.



hex #B71C1C  
Stop Red



hex #3A853D  
Go Green

# 0.2 Typography

Typography should create clear hierarchies, organize information, and guide users through the DI experience.

## Internal Typeface: Poppins

DI Mobile Application's Design System uses the Google open source font **Poppins** for its web-safe nature, availability across devices and browsers, and its ability to blend in to many brand systems.

## Accessibility

To ensure at least an AA rating in regard to ADA compliance, all brand colors will be vetted by the design team to ensure contrast ratio adherence.

✔

Brand colors are restricted to be used in #FFFFFF areas.

✔

[URL Links](#) are restricted to be used in #FFFFFF areas.

✘

Brand colors are to be applied only after review from the design team for ADA(AA) compliance.

✔

Success and warning should exist on a #FFFFFF white background.

✔

CTA text buttons in the brand color don't require an underline over #FFFFFF areas.

## Application

The section below outlines how attributes like color are applied. **Please refer to UXPin prototype for specific formatting guidelines other than font size. Please refer to line spacing, character spacing formatting as indicated.**

font-family	font-weight	color	text-decoration	font-style
Poppins	Regular / 400	#263238 - body	none	<i>italic</i>
	Medium / 500	#546E7A - muted	<u>underline</u>	
	Bold / 700	#01579B - primary		
		#B71C1C - warning		
		#3A853D - success		

## Scaling System

DI's type scale is built from the 16px font-size of the body copy size as F1. Scaling units higher or lower track from F1 as a baseline from F0.62 to F5 to create uniform scaling while providing hierarchy for all types of experiences alongside our spacing system.

UNIT	DESCRIPTION	INSTANCES
FXSC - EXTRA SMALL CAPS - POPPINS 11PX CAPS	ACCOUNT REGISTRATION	12345678912345678912345... INDIVIDUAL ACCOUNT
FS - Small - Poppins 13px	Account card balance, labels, Trade Menu options, Bottom Navigation labels, Daily change in portfolio balance bar, table level body text	Exchange <i>Pending</i> \$1,123,456,789.97 <a href="#">Overview</a> Fund 1234 <i>Transaction Status:</i> +\$1.24 (4.1%) <a href="#">Profile</a> Account 1234567890 <a href="#">Purchase</a> <div>daily change as of 06/01/2020</div>
FSC - SMALL CAPS - POPPINS 12PX CAPS	SUBTITLE LEVEL 2	PRIMARY OWNER
FM - Medium - Poppins 14px	Mobile body copy, labels, Tertiary Button text, Inactive button tabs, field values in table, etc	Account Nickname Exchange 746.10 <a href="#">View Account</a> <div>+\$122.00 01/01/2020 <a href="#">Confirm</a></div> <div>Fund Name 2020 <a href="#">Tax Forms</a> <a href="#">Portfolio Overview</a></div>
FMm - Medium muted - Poppins muted 14px	Any muted text, Field Labels in Fund Modal sheet and in Table rows	Shares:
FMC - MEDIUM CAPS - POPPINS CAPS 14PX	MAIN SECTION HEADERS	ACCOUNTS
F1 - Poppins 16px	Main header, SELECTED tabs (Eg statements & forms)	<div>Portfolio Overview</div> <div>Confirms</div>
FXL - Extra Large - Poppins 28px Medium	Portfolio balance, Fund Balance in Fund Modal sheet	\$1,234,567,891,111.00

## Exceptions

See components pages in this guide for specific use cases, i.e. account carousel , overline labels, etc.

# Spacing & Layout

DI's spacing system aims to remove guesswork from spacing and achieve layouts with clear, functional hierarchies consistent across the product.

## Spacing Scale

Spacing needs to be consistent on all screens. Please follow general guidelines for the spacing between titles and content, between sections, between cards etc. The spacing grid followed in this project is a 8px grid with spacing being in 8px scale.

LEVEL (REM)	TOKEN * VALUE	PX	EXAMPLE
.5	\$spacer * .5	4px	<div></div>
1	\$spacer * 1	8px	<div></div>
1.5	\$spacer * 1.5	12px	<div></div>
2	\$spacer*2	16px	<div></div>
3	\$spacer * 3	24px	<div></div>
4	\$spacer * 4	32px	<div></div>
5	\$spacer * 5	40px	<div></div>
6	\$spacer * 6	48px	<div></div>
8	\$spacer * 8	64px	<div></div>
9	\$spacer * 9	72px	<div></div>

## Spacing: Padding vs. Margin

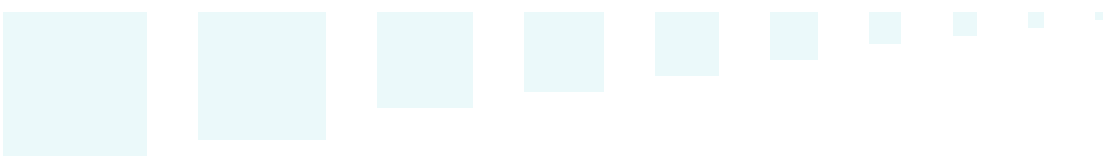
DI has two spacing measures, one for general spacing within components (padding) and the other for layout spacing (margin). Both are designed to complement the existing components and typography throughout the system.

We use pink for padding and blue for margin/layout spacing to differentiate between internal and external spacing for visual markup.

### Padding

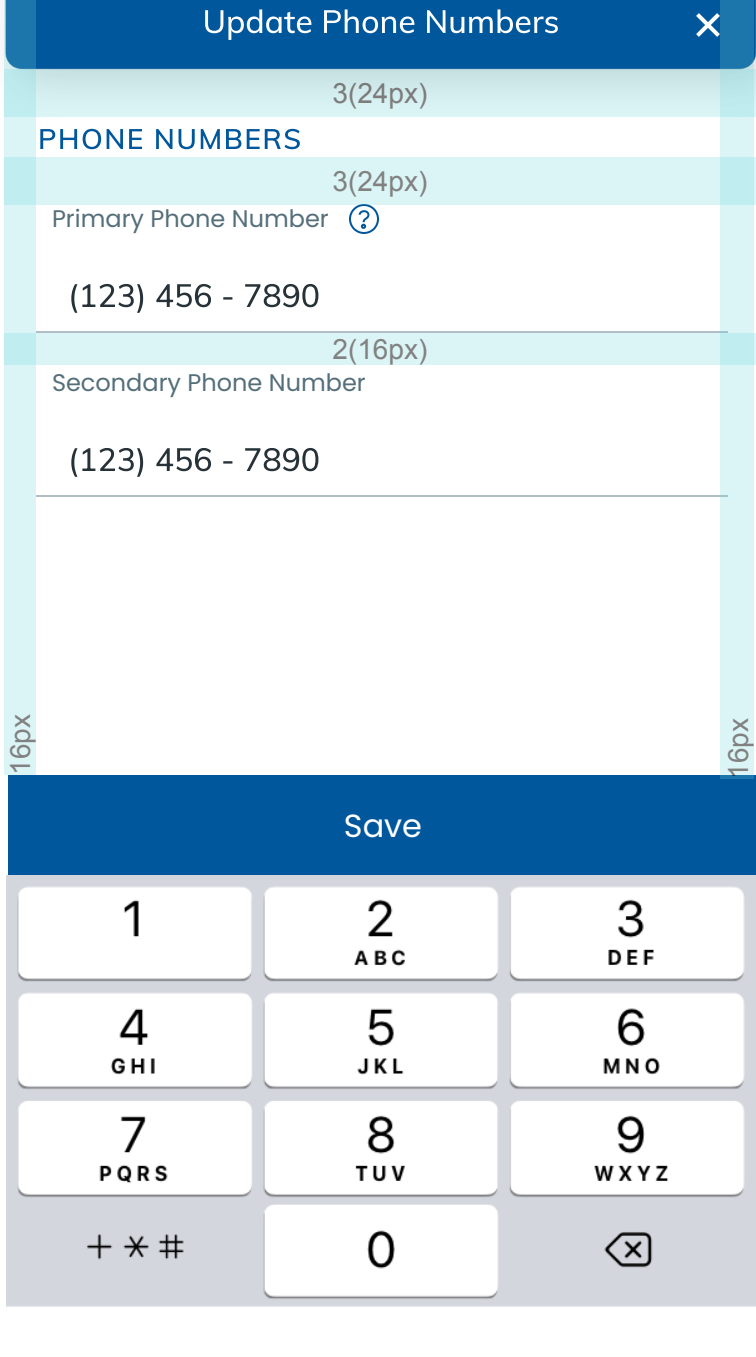
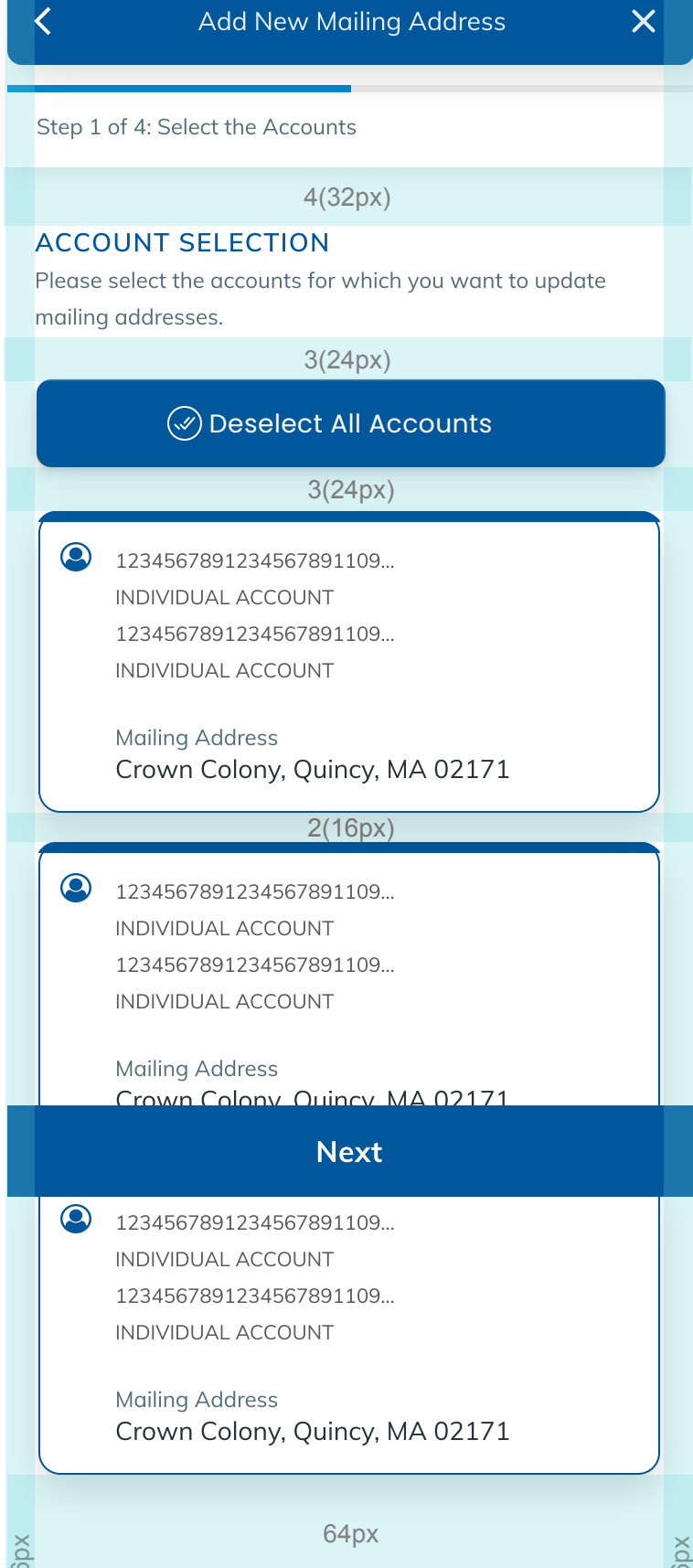
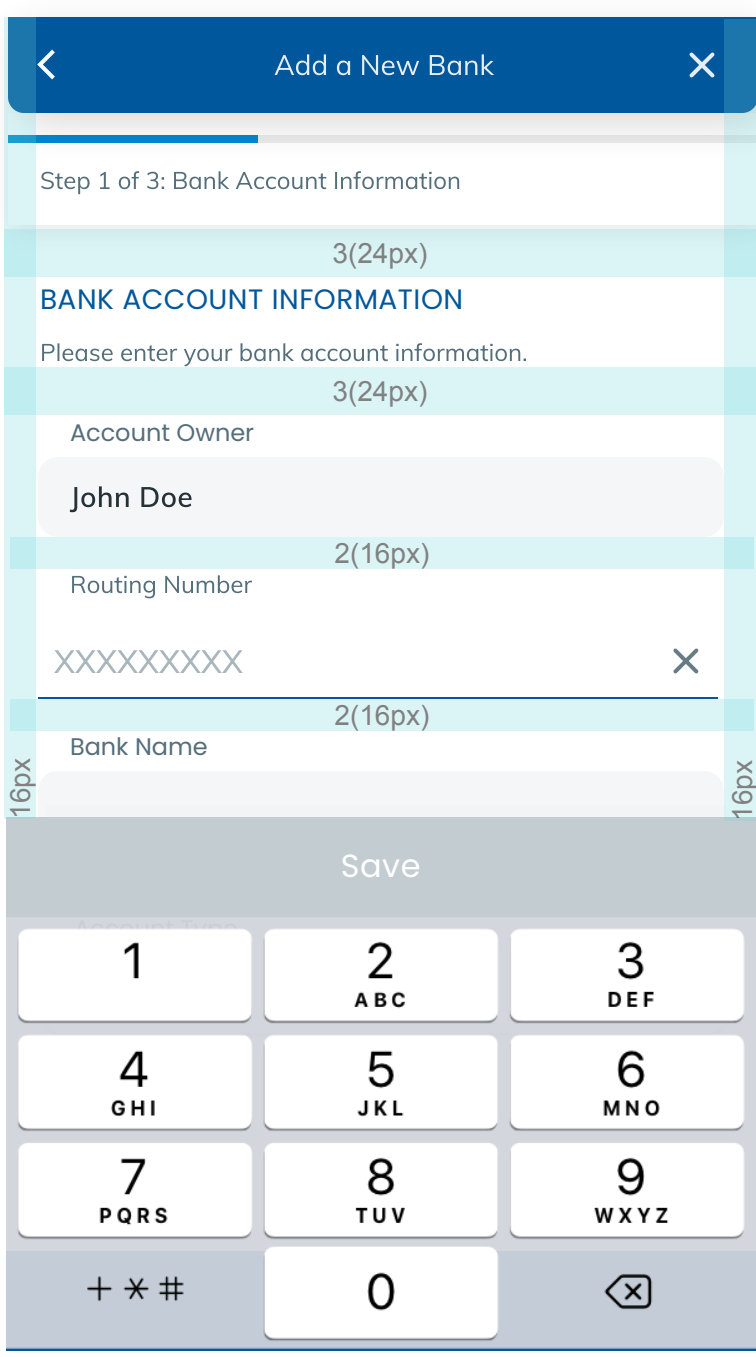
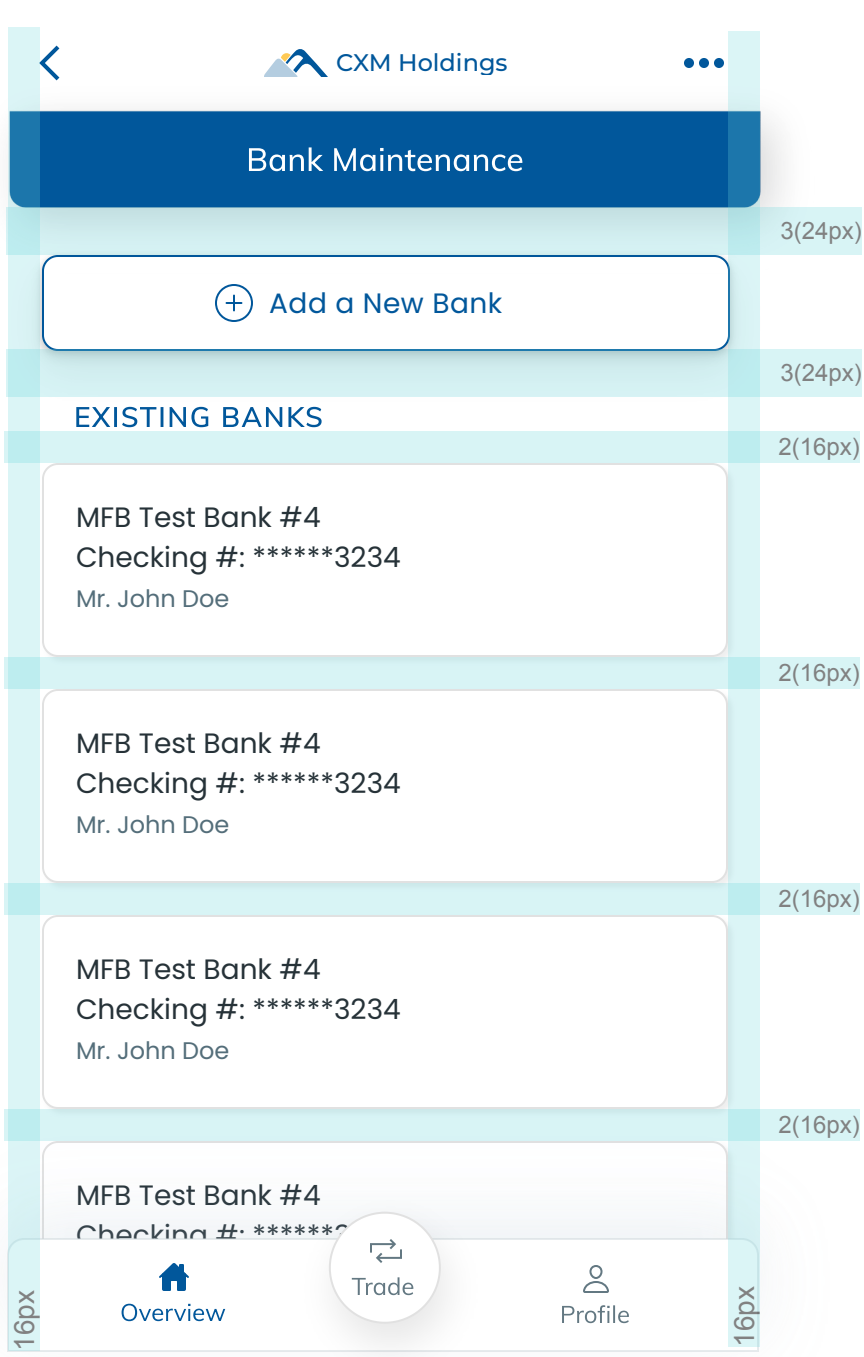
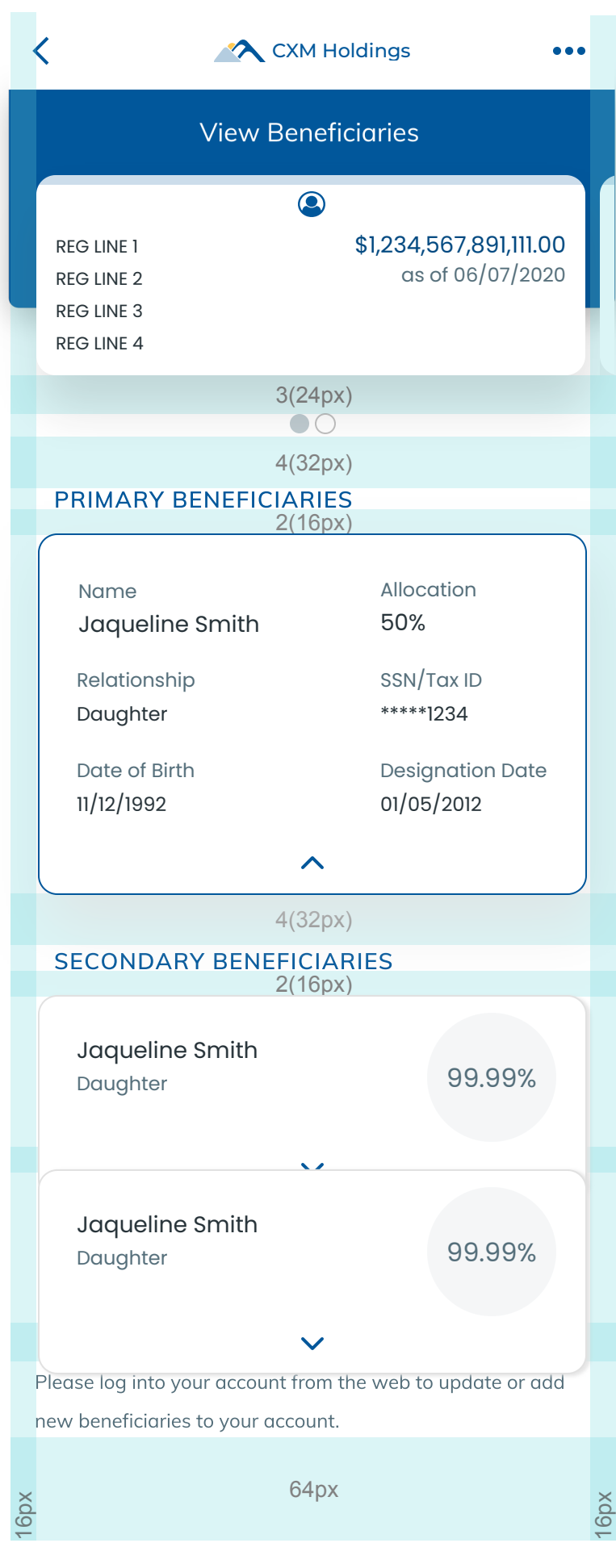
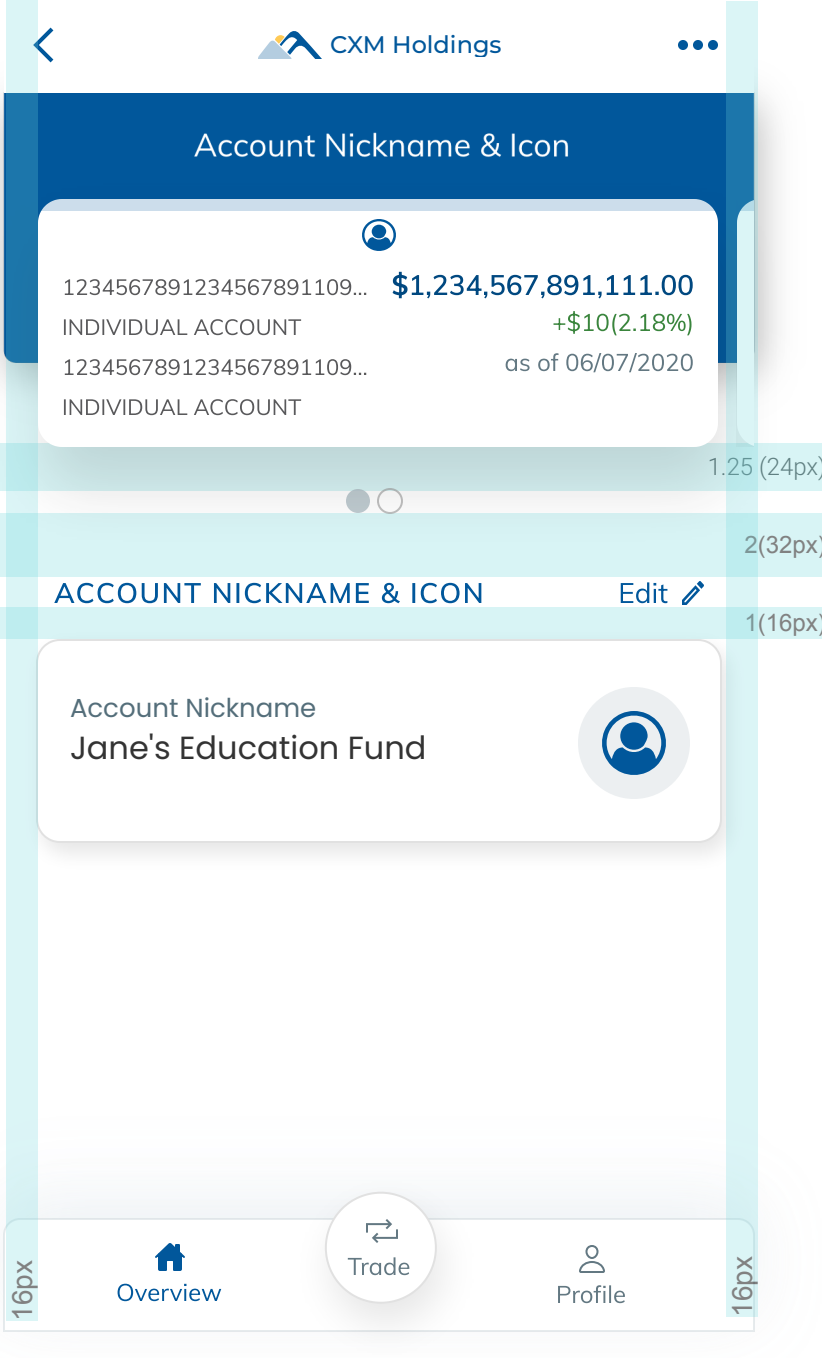
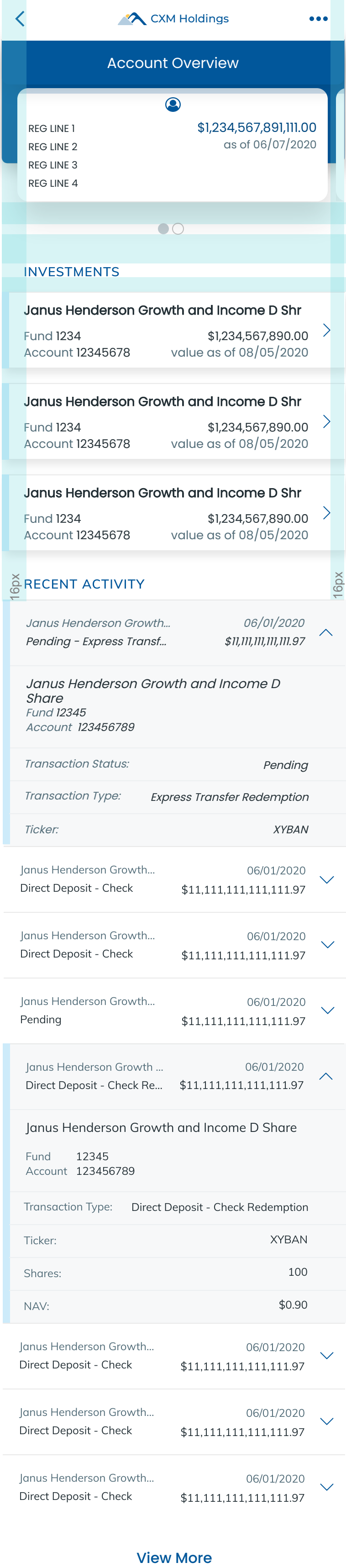
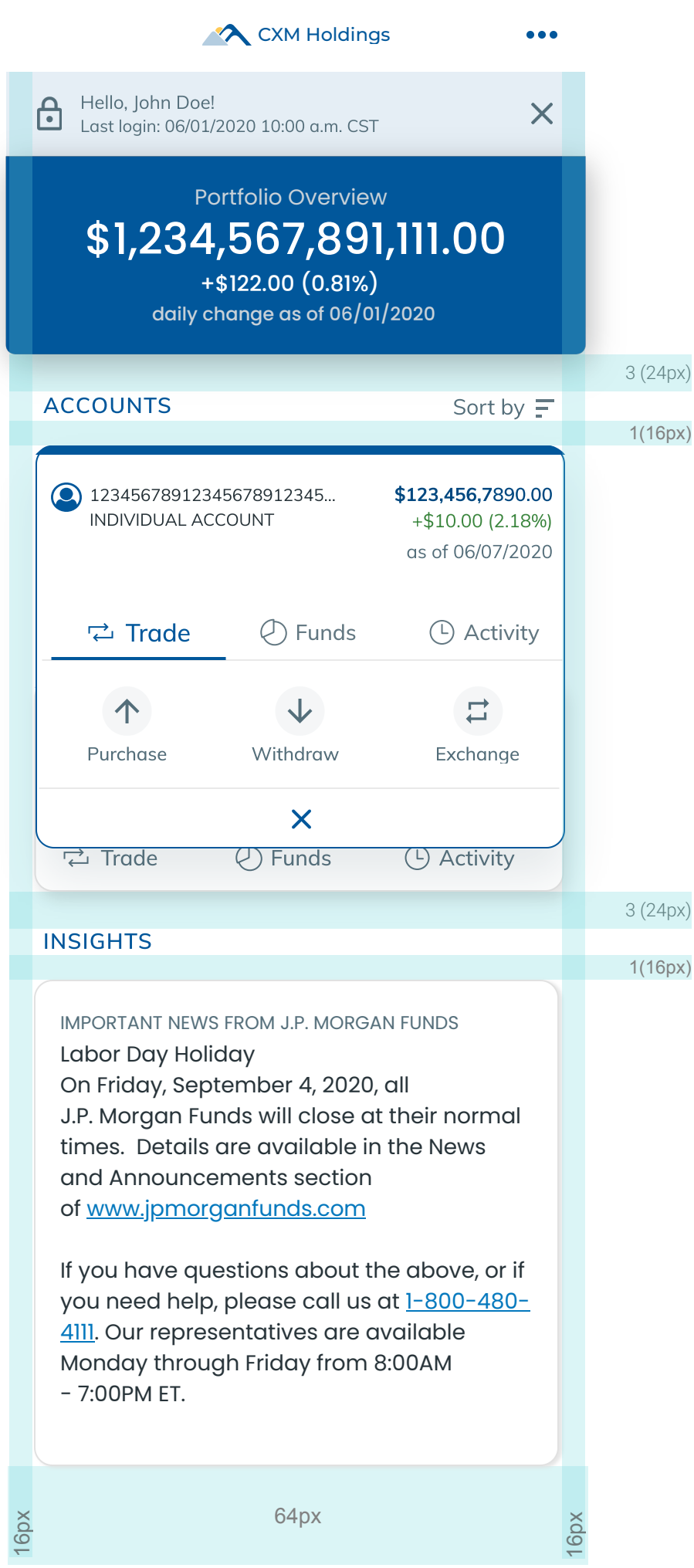
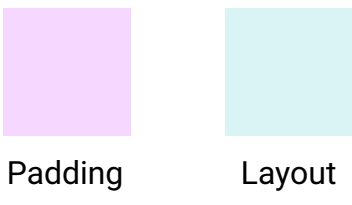


### Margin (Layout)



## Example of Spacing Markup

Here's a view of how we might handle notating spacing visually on the portfolio page, account page (and its children will be similar) and the profile page. We can provide these views when needed, while spacing information is also available in Spec view via the prototyping preview side of UXPin.





# 0.2 Typography

Typography should create clear hierarchies, organize information, and guide users through the DI experience.

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✔

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		#3A853D - success		

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FSC - SMALL CAPS - POPPINS 12PX CAPS	SUBTITLE LEVEL 2	PRIMARY OWNER
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FMm - Medium muted - Poppins muted 14px	Any muted text, Field Labels in Fund Modal sheet and in Table rows	+\$122.00 <a href="#">01/01/2020 Confirm</a> Tax Forms <a href="#">Portfolio Overview</a>
FMC - MEDIUM CAPS - POPPINS CAPS 14PX	MAIN SECTION HEADERS	ACCOUNTS
F1 - Poppins 16px	Main header, SELECTED tabs (Eg statements & forms)	<a href="#">Portfolio Overview</a> <a href="#">Confirms</a>
FXL - Extra Large - Poppins 28px Medium	Portfolio balance, Fund Balance in Fund Modal sheet	\$1,234,567,891,111.00

## Exceptions

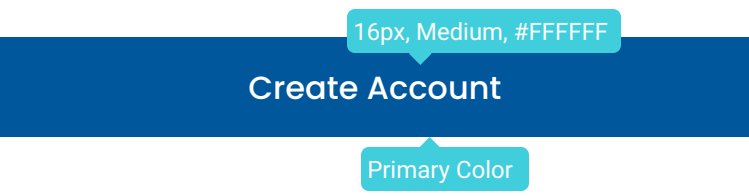
See components pages in this guide for specific use cases, i.e. account carousel , overline labels, etc.

# 0.3 Buttons

The buttons used in the DI Mobile App are from the ionics framework. The radius, border and other CSS Styling are consistent between both the OS.

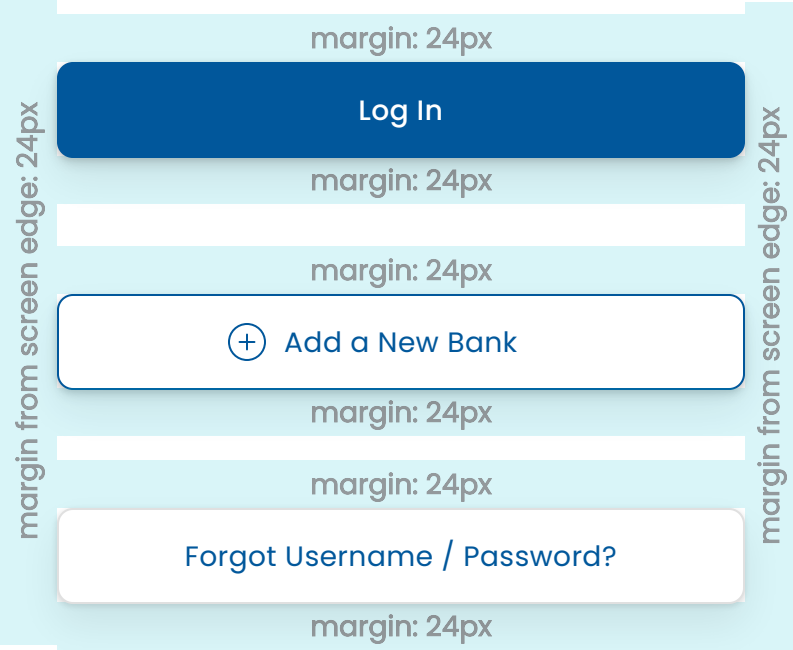
## Full Width Buttons

Block buttons are used when the button location is flush at the bottom of the screen, mostly in process flows. The margin, padding and styling are as specified.



## Block Buttons

Block buttons are used when the button location is not flush at the bottom of the screen. The margin, padding and styling are as specified.



### Primary Button

Used in Log in Page, Selected state in "Select All" in 'Edit Mailing Address' flow and in success and error screens as indicated.

### Secondary Button

Used in 'Add a Fund', 'Add a Bank' and similar flows.

### Tertiary Button

Usually used in conjunction with Primary button as indicated, used in success and error screens as indicated.

### Disabled State

Occurs in transactions when the mandatory fields are not complete. Will turn into "Active" state (any of the above three) when the step is complete and can be progressed to the next step.

## Button Patterns

Some examples of button patterns used in the DI Mobile App.

