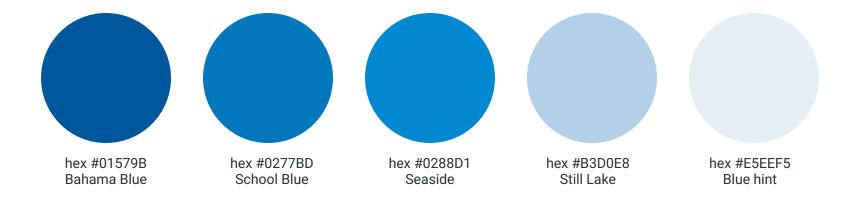
0.1 Color Palette

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.

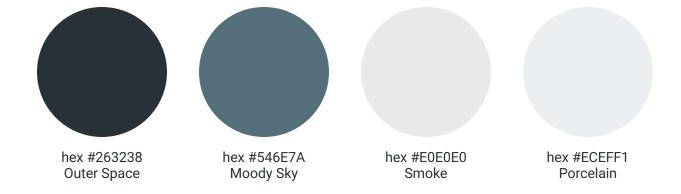
Primary Palette

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



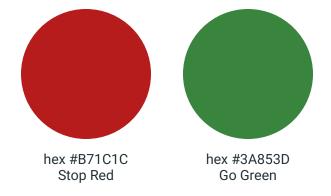
Black & Grey Palette

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



Accent Palette

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



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 websafe nature, availability across devices and browsers, and its ability to blend in to many brand

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.

font-weight

Medium / 500

Bold / 700

The section below outlines how attributes like color are applied. Please refer to

UXPin prototype for specific formatting guidelines other than font size. Please

color

#546E7A - muted

#01579B - primary

#B71C1C - warning #3A853D - success text-decoration

underline

none

font-style

italic

refer to line spacing, character spacing formatting as indicated.

Regular / 400 #263238 - body

Application

font-family

Poppins

8



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



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

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 Overview Fund 1234 <i>Transaction Status:</i> +\$1.24 (4.1%) Profile of 06/01/2020
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 Sort by Exchange 746.10 Trade Fund Name 2020 View Account +\$122.00 01/01/2020 Confirm Tax Forms Portfolio Overview
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)	Portfolio Overview Confirms
FXL - Extra Large -	Portfolio balance, Fund Balance in	41.00.4.5.07.001.111.00

Poppins 28px Medium Fund Modal sheet

\$1,234,567,891,111.00

Exceptions

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.

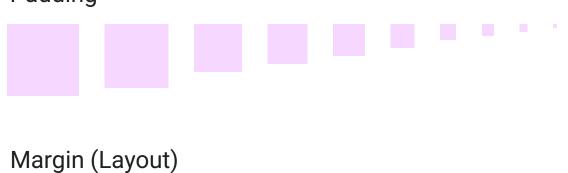
LEVEL (REM)	TOKEN * VALUE	PX	EXAMPLE
.5	\$spacer * .5	4рх	
1	\$spacer * 1	8px	
1.5	\$spacer * 1.5	12px	
2	\$spacer*2	16px	
3	\$spacer * 3	24px	
4	\$spacer * 4	32px	
5	\$spacer * 5	40px	
6	\$spacer * 6	48px	
8	\$spacer * 8	64px	
9	\$spacer * 9	72px	

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



Here's a view of how we might handle notating spacing visually on the

Example of Spacing Markup

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.



<

INDIVIDUAL ACCOUNT

INDIVIDUAL ACCOUNT

Account Nickname

Overview

1234567891234567891109...

ACCOUNT NICKNAME & ICON

Jane's Education Fund

CXM Holdings

Account Nickname & Icon

1234567891234567891109... **\$1,234,567,891,111.00**

ightharpoons

Trade

as of 06/07/2020

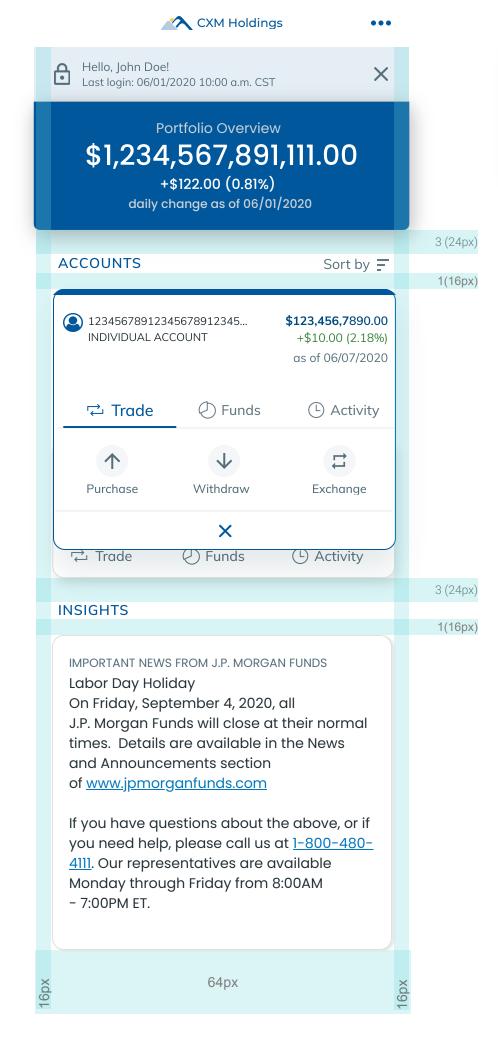
2

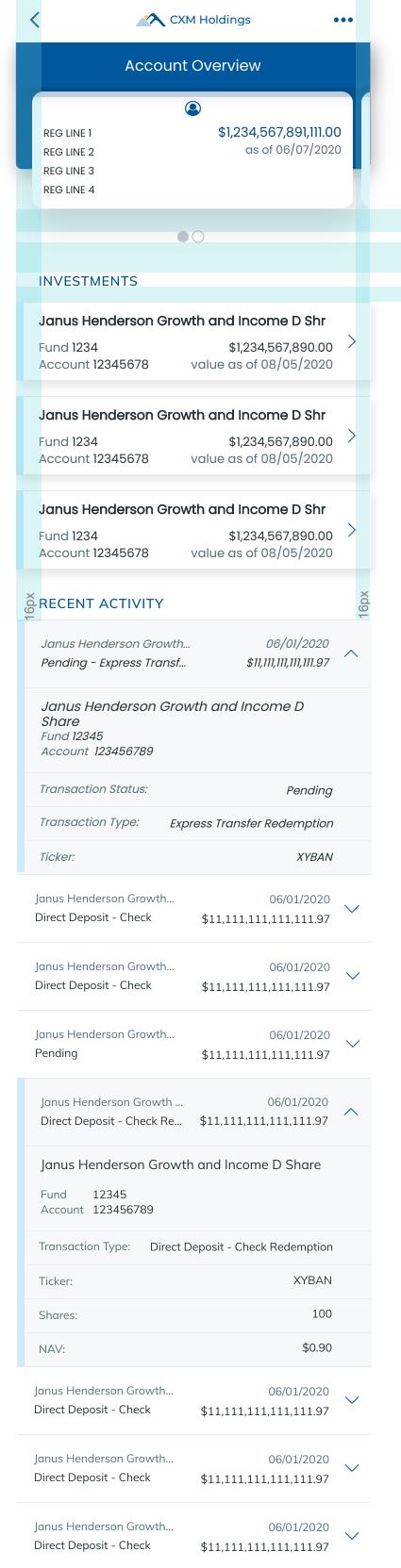
Profile

Edit 🧪

1.25 (24px)

1(16px)

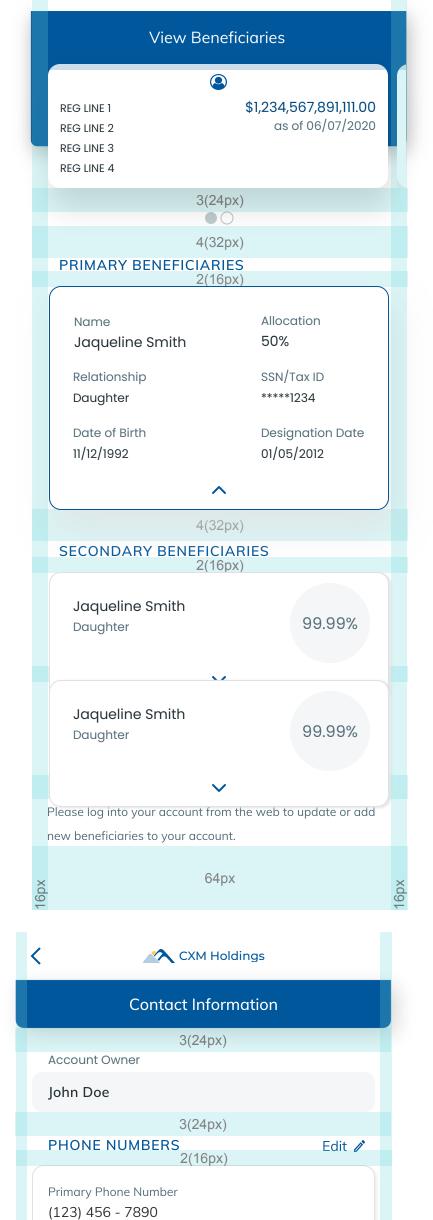




CXM Holdings

•••

View More



Secondary Phone Number

3(24px)

2(16px)

3(24px)

2(16px)

64px

Manage Mailing Addresses

Edit 🧷

(123) 456 - 7890

E-MAIL ADDRESS

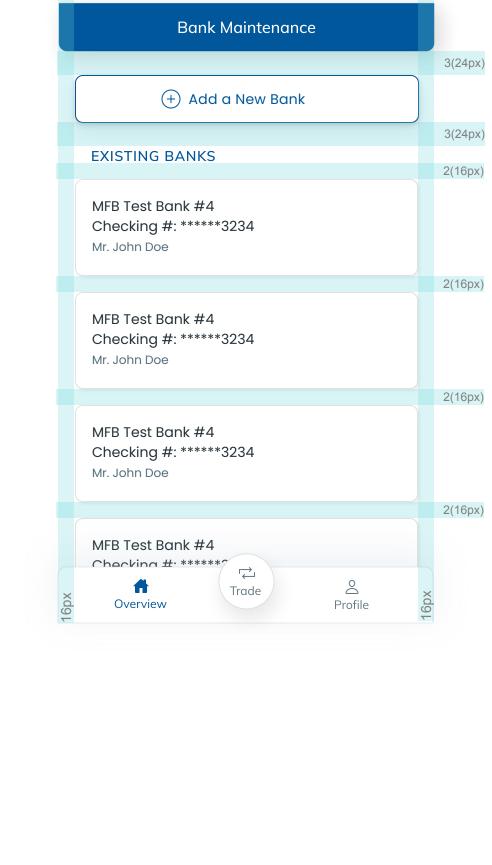
johndoe@gmail.com

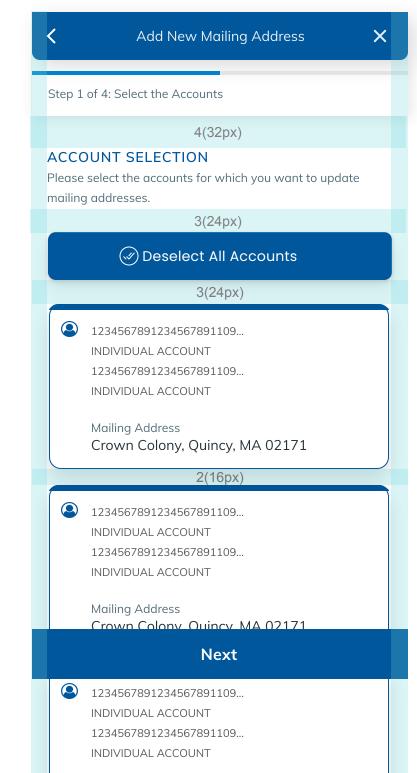
E-Mail Address

ADDRESS

CXM Holdings

<

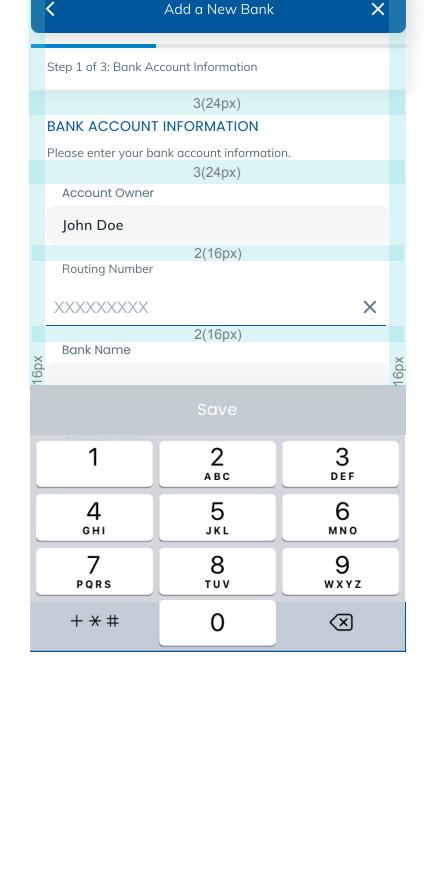


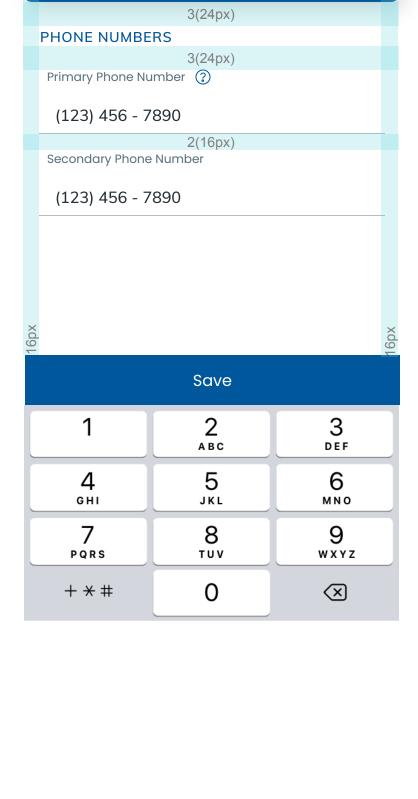


Mailing Address

Crown Colony, Quincy, MA 02171

64px





Update Phone Numbers

0.2 Typography

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Bold / 700

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UXPin prototype for specific formatting guidelines other than font size. Please

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#546E7A - muted

#01579B - primary

#B71C1C - warning #3A853D - success text-decoration

underline

none

font-style

italic

refer to line spacing, character spacing formatting as indicated.

Regular / 400 #263238 - body

Application

font-family

Poppins

8



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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)	Portfolio Overview Confirms
FXL - Extra Large -	Portfolio balance, Fund Balance in	41.00.4.5.07.001.111.00

Poppins 28px Medium Fund Modal sheet

\$1,234,567,891,111.00

Exceptions

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

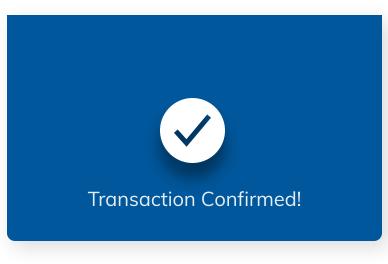
Usually used in conjuction with Primary button as indicated, used in success and error screens as indicated.

Disabled State

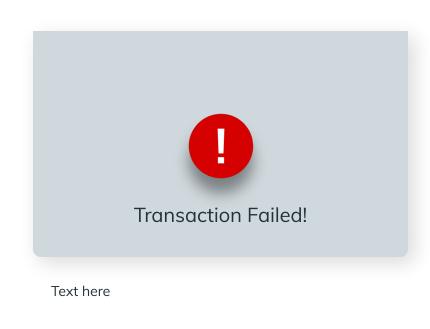
Occurs in transactions when the mandatory fields are not compelete. Will turn into "Active" state (any of the above three) when the step is complete and can be progressed to the next step.

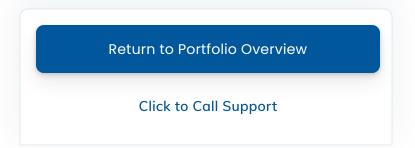
Button Patterns

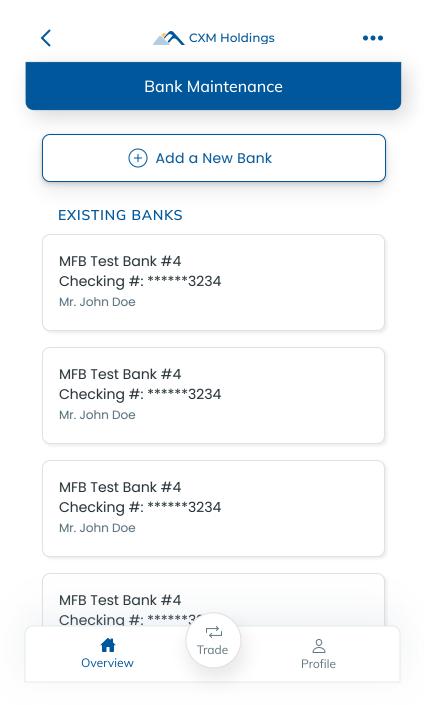
Some examples of button patterns used in the DI Mobile App.

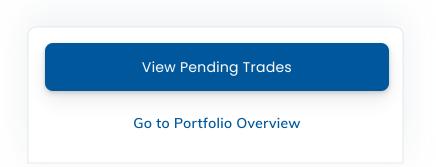


Text here









Form Fields, Inputs & Selectors

Forms inputs allow users to send information to the website.

Using Ionics Frameworks

The form fields used in Digital Investor will largely be inherited from Ionics Frameworks with few exceptions as indicated. The properties are as specified. https://ionicframework.com/docs/api/input

Accessibility

- You must ensure that the forms on your web site can be completed using only the keyboard.
- Text labels should generally describe the function of each form control.
- The <label> element is used to associate a text label to a form control. This allows a screen reader to read the associated label text when the user navigates to the form control. For more information on accessible labeling, visit: https://www.w3.org/WAI/WCAG21/Understanding/label-in-name

Text Input

A basic, single-line text field that allows the user to input text into the system.



Properties https://ionicframework.com/docs/api/input

Property for the ion-input component is as specified for all input unless specified under a specific state.

clearInput: "true"

All fields need to have the "x" arrow when focused

enterKeyhint: "next"

When the keyboard is open for a focused field, the enter button should read "Next" and the user needs to be taken to the next form field in the focused state. So the user can go from filling one form field to the next directly.

inputmode: the type of keyboard to display

Please specifiy the the correct respective type ofkeyboard to display depending on the field label. Options being: "decimal" | "email" | "none" | "numeric" | "search" | "tel" | "text" | "url" | undefined

placholder: (as indicated in the form fields"

Please show the respective placeholder text with the formating as necessary. Placeholder text is separate from the label, so it need not be ADA adherent.

required: (all unless indicated as optional)

All form fields are required unless indicated as (optional) as specified in the styling below.

Resting/Inactive State

State when the page loads

Label Placeholder Text: 14px, Regular, #546E7A, 50%

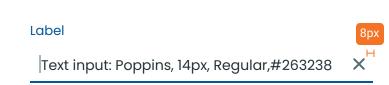
Optional Field

All fields are required unless it is marked as "optional"

Label (Optional) Placeholder Text: 14px, Regular,#546E7A, 50%

Focused State

Stae when the user clicks on the field



Activated State

State after the user enters the input in the field and clicks out of it.

Label Text input: Poppins, 14px, Regular,#263238

Error State

State when there is an inline error.



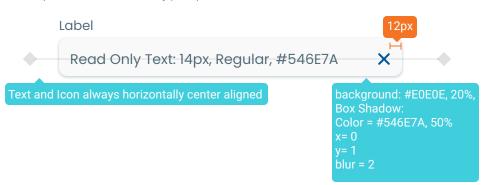
Read Only State

Field when there is read only input which cannot be clicked or edited.



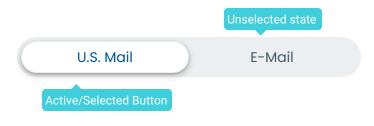
Read Only State - with Action Icon

State when the information within can be changed by clicking on the field (but not with a keypad)

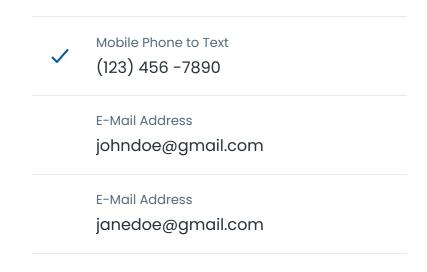


Radio Button: Slider

Radio button allow users to select only one options in a set. One option is always selected.

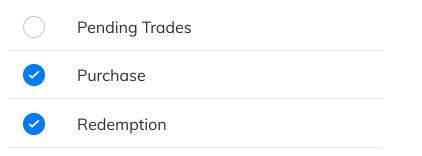


Radio Button: List

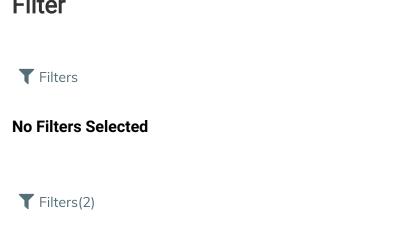


Checkboxes

Checkboxes allow users to select one or more options in a set.



Filter

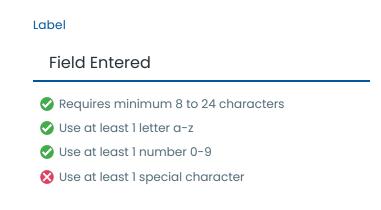


Pending ⊗

Filters Selected

Purchase ⊗

Username/Password Checker



SSN / TIN (PII)

During some flows, the user will have the option of putting in PII such as SSN or TIN to recover username, etc. The field input should restrict the entry to handle the specific info with dashes as below, and should also mask the entry for security as shown in the second field using bootstrap's default masking method.

Clear All

