Design Language System

COLOR PALETTE

FB Open
Primary CTA Buttons
Secondary CTA Buttons
Tertiary CTA Buttons
Text Links
Text Input Fields
Text Input Fields Focus
Text Input Fields Error
Text Input Fields Disabled
Checkboxes
Switches
Favorites
Dery Sortbys
Exercise day planner
Sliders
Add button
Notifications
Tab bar
Text fields
Text input field
Text input field focus
Text input field error
Text input field disabled
Checkbox
Switch
Favorite
Sliders
Add button
Notifications
Tab bar
Text fields
FB Action
Primary CTA Buttons
Secondary CTA Buttons
Tertiary CTA Buttons
Text Links
Text Input Fields
Text Input Fields Focus
Text Input Fields Error
Text Input Fields Disabled
Checkboxes
Switches
Favorites
Dery Sortbys
Exercise day planner
Sliders
Add button
Notifications
Tab bar
Text fields
FB Grey
Primary CTA Buttons
Secondary CTA Buttons
Tertiary CTA Buttons
Text Links
Text Input Fields
Text Input Fields Focus
Text Input Fields Error
Text Input Fields Disabled
Checkboxes
Switches
Favorites
Dery Sortbys
Exercise day planner
Sliders
Add button
Notifications
Tab bar
Text fields
Text input field
Text input field focus
Text input field error
Text input field disabled
Checkbox
Switch
Favorite

ILLUSTRATIONS & IMAGES

Illustration

- Simple vector linework
- Brush tip round 1pt (large desktop illustration 0.75 pt)
- Line color: Black
- Flat coloration according to color palette (color shades allowed)
- Deliberately "inaccurate"/slightly shifted

Imagery
- Positive and motivating
- Pay attention to friendly faces
- Relaxed and natural posing

CAUTION
- Do not use gradients
- Do not use varying line widths
- Keep it clean and simple
- Use illustrative elements sparingly and deliberately

Images

- Convert Photographs to high-contrast grayscale
- Transform grayscale to 2-color using linear-gradient (PB Amber 200 - PB Amber 500), Fillmode: normal

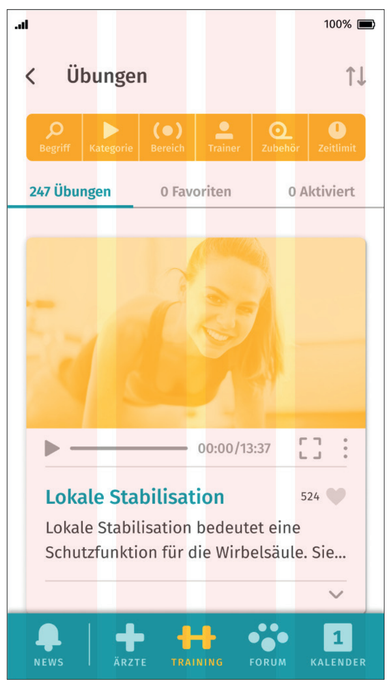
Imagery
- Positive and motivating
- Pay attention to friendly faces
- Relaxed and natural posing in motion (snapshot)
- Play with depth of field
- Lots of natural light and good contrasts

CAUTION
- Never use 4-color-mode
- Depending on different context, following styles allowed:
- Pure greyscale images
- Other gradients from PB color palette (Amber-Amber, Cyan-Cyan, Grey-Grey)

GRIDS & LAYOUT

Mobile

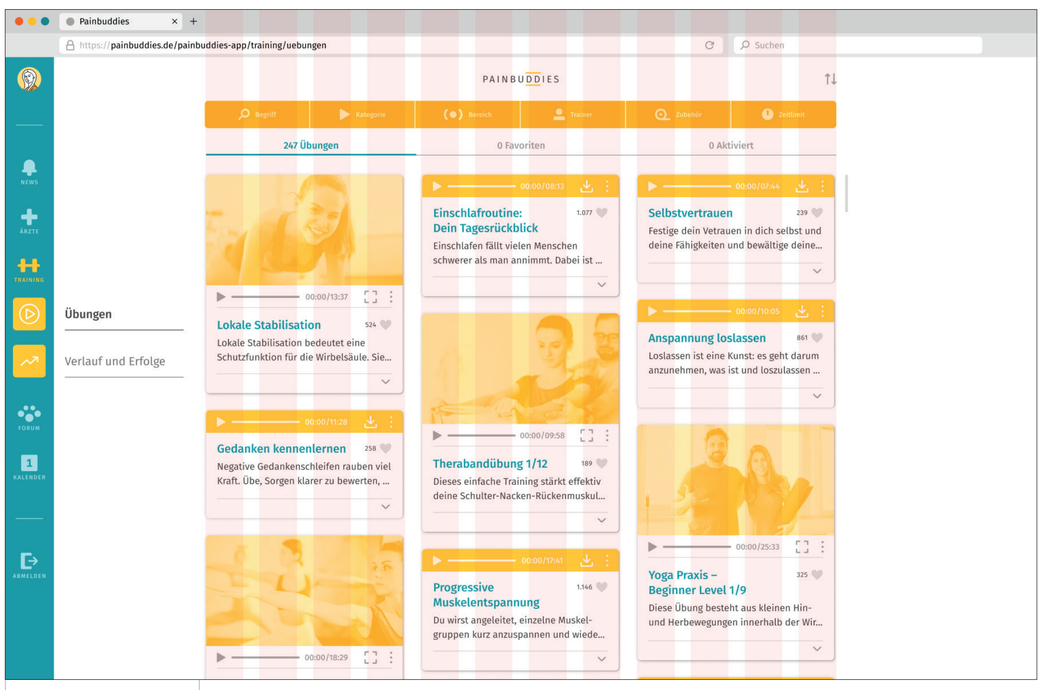
- 4 columns
- Type: Center
- Width: 60 px
- Gutter: 16 px



iPhone SE 320 x 568 px
Margin: 16 px

Desktop

- 12 columns
- Type: Center
- Width: 55 px
- Gutter: 24 px



Navigation rail and submenu outside the grid

MaxBook Pro 14" 1512 x 982 px
Margin: 294 px

LANGUAGE & TONE OF VOICE

Empathetic

- Usage of first name
- Positive, familiar, friendly, compassionate, motivating and non-judgmental approach
- Inclusive and not gender- or age-specific
- Give patients a voice via community exchange

Competent

- Comprehensive and clear reporting on the landing page (topic pain therapy in general)
- Trustworthiness in medical advice recommended
- Proven medical purpose of exercises evident

Clear

- Short, simple and clear sentences
- Vocabulary is free of jargon
- Vocabulary is easy to understand

EXAMPLES OF USE

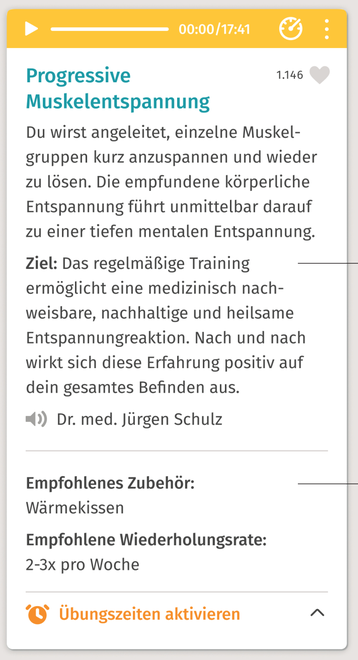
Empathic statement

Competent content

Affectionate, familiar approach

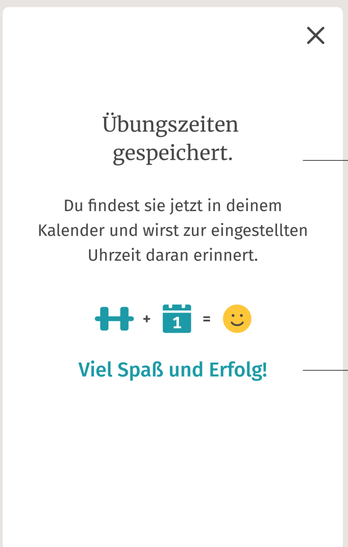
Simple explanations

Motivational quotes



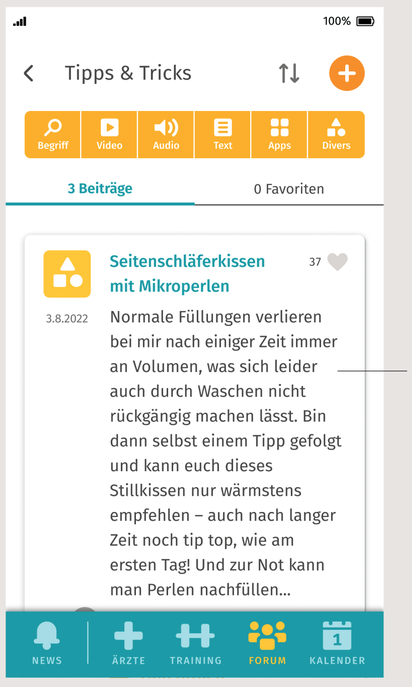
Clear medical purpose of exercise

Clear medical recommendations



Short, simple sentences

Positive, motivating



Personal community exchange