

WALLY

Design Language

This is how we speak

May 2021

Meet Our Voice

Our voice is an extention of our brand and personality within the product, and it's the foundation of everything we write and say. We know finance can be complicated and daunting. That's why we strip all that away and value clarity above all. Our tone is informal yet informative, to empower people without patronizing or confusing them.

We have a sense of humor when it's appropriate. But don't go out of your way to make a joke. If you're not sure, keep a straight face.

We are plainspoken.

We use language our audience uses, and make technical stuff as clear as we can. Keep an eye out for terminology that we use all the time, but which might not quite be clear to people outside of Wally. When we say 'funds', do we mean 'money'? And when we say 'reversal' do we mean 'refund'? We can't get around the fact that sometimes we have to use technical language, but we can always be precise about exactly what we mean, and help out people who aren't familiar with the subject.

We are genuine.

We're friendly people and don't want to come across like a cold, faceless organisation. So use the kind of language you'd use if you were talking with the person you're writing to, and avoid business speak.

Our humour is dry.

Our sense of humour is straight-faced, subtle, and a touch eccentric. We're weird but not inappropriate, smart but not snobbish. We prefer winking to shouting. We're never condescending or exclusive - we always bring our customers in on the joke.

We're welcoming to everyone.

Wally is a welcoming community no matter who you are. That means we're inclusive in our language too. There's no place for anything racist, sexist or derogatory, but it goes beyond that too. For example, it's pretty common to address a group of people as 'guys', even if there are women in the group — but we think 'hey folks', 'hello everyone' or 'hey y'all' is more inclusive.

Colours

Colour is an integral part of the Wally brand identity. Correct use of the colour palette will not only reinforce the cohesiveness of the brand, but also reflect our playful yet reliable character.

Brand Colours

Wild Watermelon to be used for the logo and landing screen background. Midnight to be used for buttons and dark mode background. Ivory to be used as lights mode background and text for dark mode.

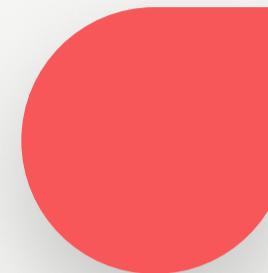
Functional Colours

Dolphin, Spun Pearl and Snow to be used for text, headings and backgrounds.

Accent Colours

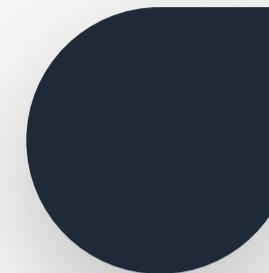
Eucalyptus and Tangerine to be used to indicate statuses and progress. Faded Eucalyptus and Faded Tangerine to be used as backgrounds of buttons and features in conjunction with their darker counterparts.

Brand



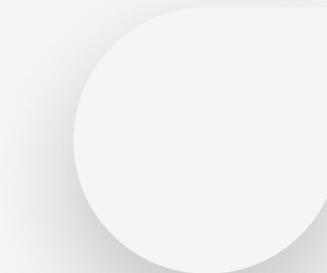
Wild Watermelon

#F75759



Midnight

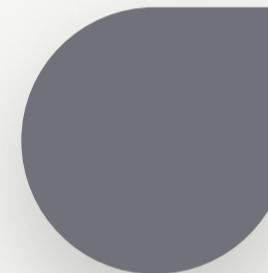
#1F2937



Ivory

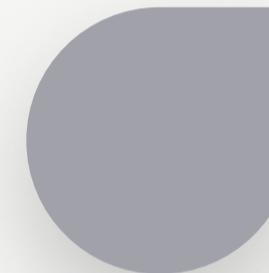
#F5F5F4

Functional Colours



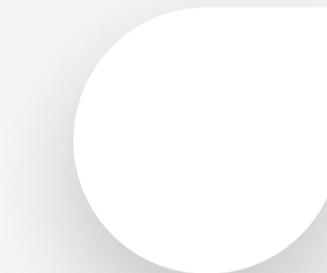
Dolphin

#71717A



Spun Pearl

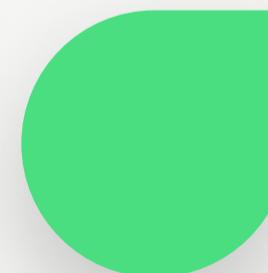
#A1A1AA



Snow

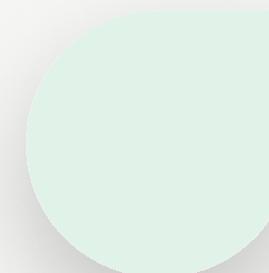
#FFFFFF

Accent Colours



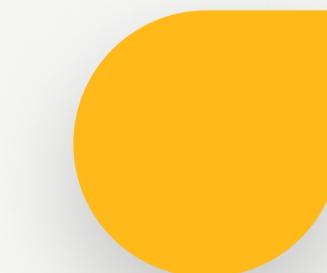
Eucalyptus

#4ADE80



Faded Eucalyptus

#E1F3E8



Tangerine

#FFB919



Faded Tangerine

#FDF2D8

Heading One

64 px

Nunito • Black

Heading Two

48 px

Nunito Sans • Semi Bold

Heading Three

36 px

Nunito Sans • Regular

Heading Four

20 px

Nunito Sans • Light

Body

17 px

Nunito Sans • Regular

Button

17 px

Nunito Sans • Semi Bold

Field Label/Meta

15 px

Nunito Sans • Semi Bold

Footnote

13 px

Nunito Sans • Regular

Typography

Nunito is our well balanced Sans Serif font with rounded terminals. We use two variations of Nunito. Nunito in weight “black” is used for heading one, while Nunito Sans is used for any other typography styles.

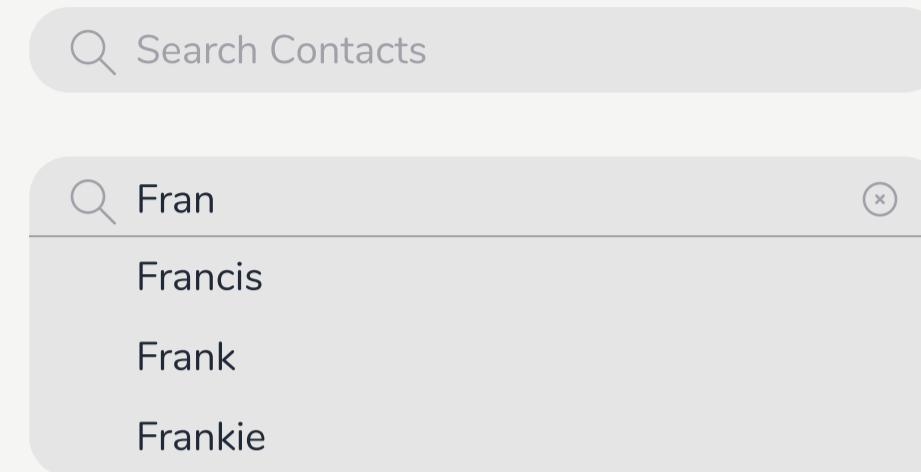
Please note

The letter spacing should look regular and balanced. Do not space the letters to mimic the letter spacing on the logo.

UI Elements

Our UI elements are specially created for Wally. Use of these elements will make it easy for users to read, interact with and navigate our content and products and ensure a cohesive representation of our brand. Included are search features, progress bars and fields in their different states and styles. Elements used in any Wally product should look exactly as shown here.

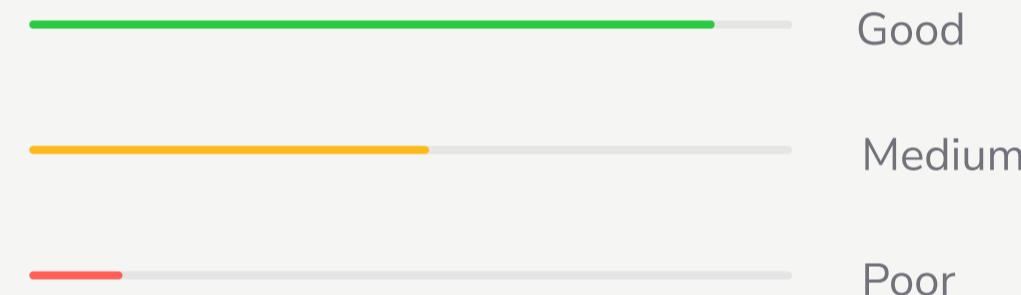
Search



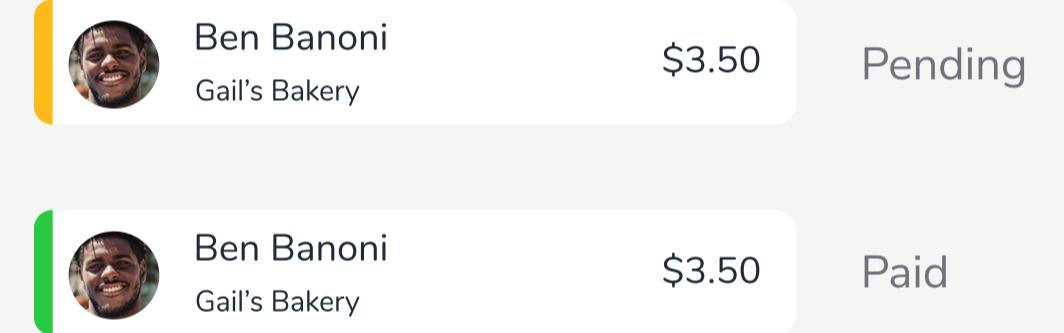
Progress Preview



Progress Bar



Cards



Text Fields

Address line 1

10 Home Street

Date of birth

20

11

1989

Number Fields

Enter verification code

4

8

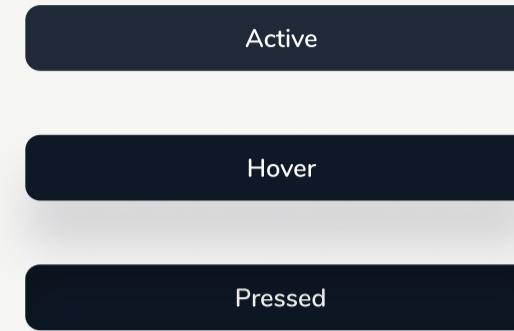
0

7

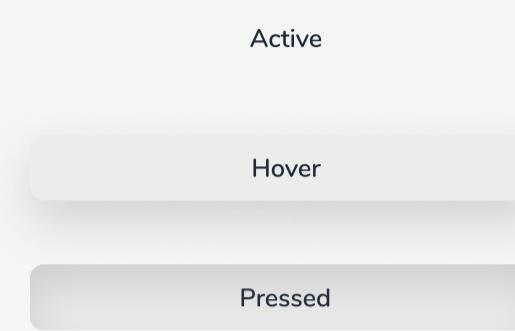
Icons and Buttons

Buttons lead our users through journeys and direct them to the next steps they need. Use of buttons as displayed here ensures they align with our users expectations. Included are active, hovered and pressed buttons. Also shown here are page navigations and icons. Elements used in any Wally product should look exactly as shown here.

Primary



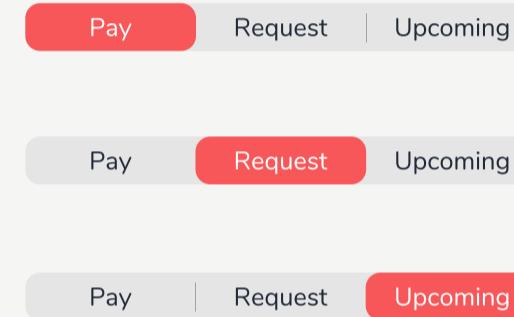
Secondary



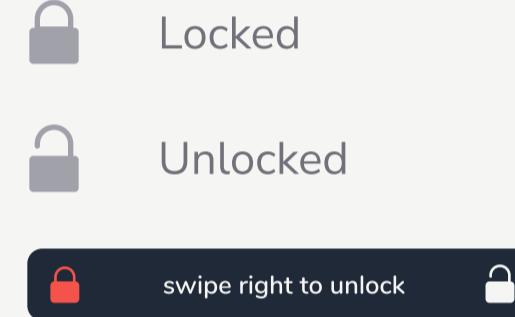
Tertiary



Screen Navigation



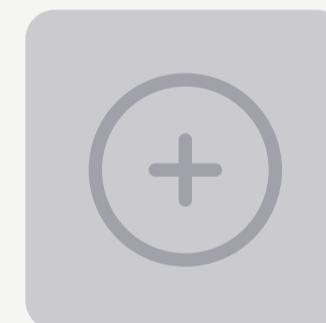
Saving Pot



Toggle



Add and Remove



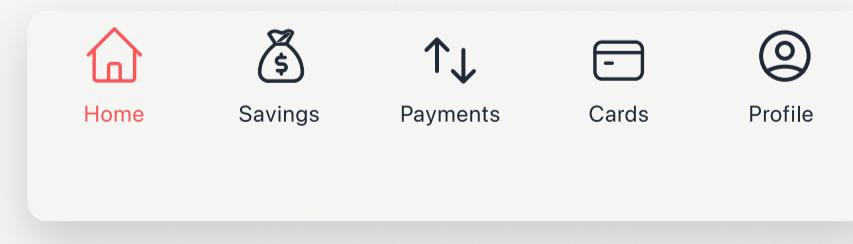
Feedback



Select



Menu Navigation



Logo



Clear Space

Logo

The Wally logo is a graphic representation of our company and encompasses our brand idea and values. It has been custom designed to stand clearly and strongly on its own.

Whenever used, it should have a minimum clear space around it, which must remain free from other elements.

Clear space is measured by the height of the upper case W. A space equal to the height of the W should be kept on the left and right of the logo and $\frac{3}{4}$ of a height above and below. It is proportional at all sizes of the logo.

The minimum size of the logo is 20mm. There is no maximum size.



Minimum Size



20mm

Do's and Don'ts

In order to keep the Wally brand consistent, the Wally logo must not be reproduced in the colours from the secondary palette, or in any other colours.

When applying the logo it should remain true to the original artwork, in scale, size, dimensions, and as per the colour guidelines. The best way to achieve this is to use the logo artwork supplied.

Effects should be avoided, such as shadows, gradients, bevels, etc. Care must be taken to ensure the logo is at a high resolution where it will not appear pixelated.



Don't reproduce the logo in colours from the functional palette, such as Dolphin



Don't reproduce the logo in colours from the accent palette, such as Eucalyptus



Don't distort the logo or change its proportions



Don't apply any effects, e.g. drop shadows, bevels, gradients



Don't reproduce the logo in colours from the functional palette, such as Spun Pearl



Don't reproduce the logo in colours from the accent palette, such as Faded Tangerine



Don't rotate the logo to any other angle than specified



Don't reproduce the logo in outline

Columns	Gutter	Margin
16	16	16
Auto	Auto	Auto
16	16	16
Auto	Auto	Auto
16	16	16
Auto	Auto	Auto
16	16	16
Auto	Auto	Auto
16	16	16
Auto	Auto	Auto
16	16	16
Auto	Auto	Auto
16	16	16
Auto	Auto	Auto
16	16	16
Auto	Auto	Auto

Grids and Layouts

Our grid and layout brings structure, hierarchy and rhythm to our designs. When correctly used, they reduce decision making and help establish a rational approach to type scales, positioning and sizing and spacing.

Our 4-column grid is to be used to place larger text and our white containers. The 8-point system is to be used to place content within the containers and for vertical spacing of elements

Wally Logo.

The animation of the logo happens once when the user opens the app for the first time after downloading and before signing up/loggin in.

ID verification.

During the ID verification an animation will illustrate that the users documents are being checked. The intention behind this is to engage the user while they're waiting, to illustrate verification process and provide the outcome of their ID check.

Savings goal reached.

Confetti will explode on the screen when a savings goal has been reached within the set deadline to congratulate the user for their achievement and to encourage them to save again in the future.

Animations

We are serious but fun. Our animations are used in moderation only and should never distract the user from achieving their goal.

They should bring a feeling of positivity and reward, leaving our users with a good feeling. They should feel smooth and organic. And they should be stratigically implemented where an opportunity already exists and enhance the UX.

Accessibility

250 million people world-wide have visual impairment, ranging from legally blind to having less than 20/20 vision. Visual impairments aren't just permanent, but can also be a temporary or situational impairment as well (think of a distracted driver). It's our responsibility to include as many people as possible. We do this by making sure our designs have sufficient contrast between text and background colours for people to easily read.

Contrast	17px	20px	
Normal Text	3:2:5	Poor	Good
Bold Text	3:2:5	Good	Good
Normal Text	4:5:2	Good	Super
Bold Text	4:5:2	Good	Super
Normal Text	14:6:8	Super	Super
Bold Text	14:6:8	Super	Super
Normal Text	4:5:2	Good	Super
Bold Text	4:5:2	Good	Super

Contrast levels must follow AA standard with at least a ratio 4:5:1 between background colours and text and icons.

