

Colors

Primary Colors

Borders, text, and icons

#000000
100%

Background and text

#FFFFFF
100%

Expert logo

#0490A5
100%

#265B94
100%

- Primary use of blue throughout app.
- Used for buttons and header text.
- Can be used as a background in a lightened saturation (ex: notifications, expert bio and video)

Secondary Colors

Secondary buttons

#098E45
100%

Used in onboarding numbering sequence

As needed for design enhancement

#FCAC607
100%

Error text

#E22844
100%

UI Elements

Logo



Expert

- Use on Splash Page for responsive web app.
- Use on upper left hand corner of home page navigation bar on web page

Use in the upper left-hand corner of subsequent pages on both responsive web app and web pages

Calendar



June 9, 2023

JUNE 2023

Su Mo Tu We Th Fr Sa

29 30 1 2 3 4 5

6 7 8 9 10 11 12

13 14 15 16 17 18 19

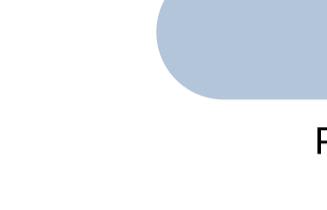
20 21 22 23 24 25 26

27 28 29 30 31 1 2

Cancel

ADD

Buttons



Sign up

Primary CTA button - Unpressed state

303.68px X 19.2px



Sign up

Primary CTA button - Pressed state

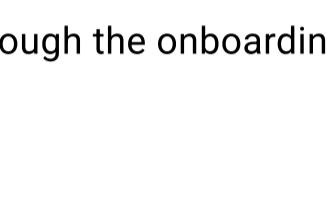
Dimensions same as above



Log In

Secondary CTA button - Unpressed state

Dimensions same as above



Log In

Secondary CTA button - Pressed state

Dimensions same as above

Input Fields

Name

First Last

Email

name@email.com

Password

At least 8 characters

Re-enter Password

The format of the input fields meets accessibility guidelines.

Follow the format of the above input fields for other forms:

- Field name in bold
- Separate box to enter information
- Provide sample information needed in the box
- 356px X 120px for width and height of field name and text box

Payment Selection

Select payment method:

Use "- Currently Selected" in the payment method the user currently uses

PayPal - Currently Selected

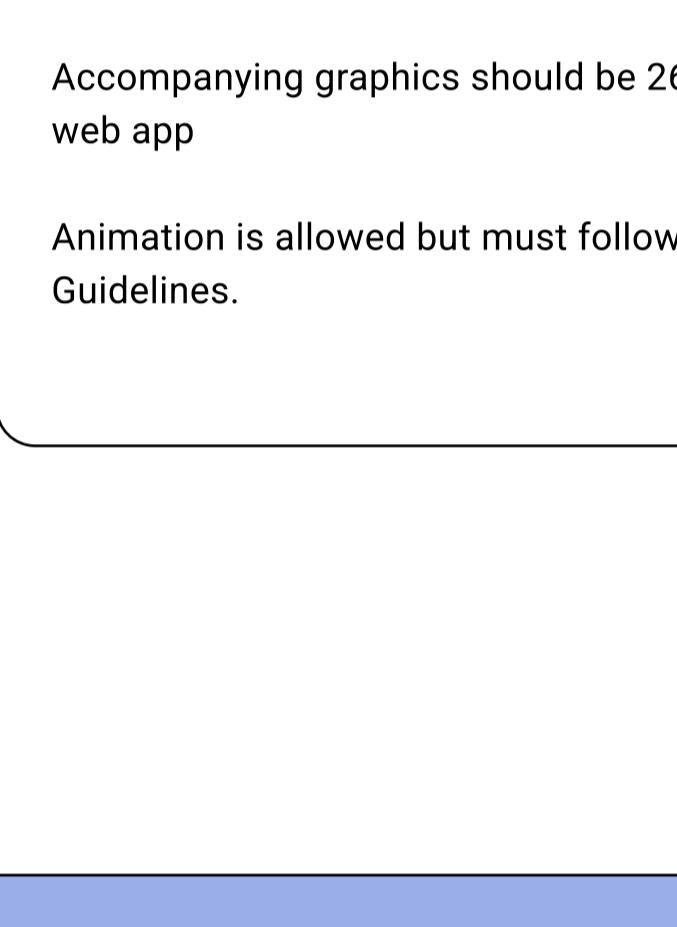
Google Pay

Apple Pay

Add New Card

Onboarding

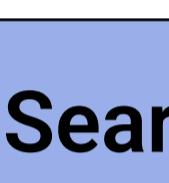
Use the following numbers to move through the onboarding screens:



Accompanying graphics should be 260px x 296px for responsive web app

Animation is allowed but must follow the Web Content Accessibility Guidelines.

Expert Photos



Use a circle for the following pages using the dimension shown:

• Expert Profile - 70px X 70px

• Bio, Video, and Article - 50px X 50px

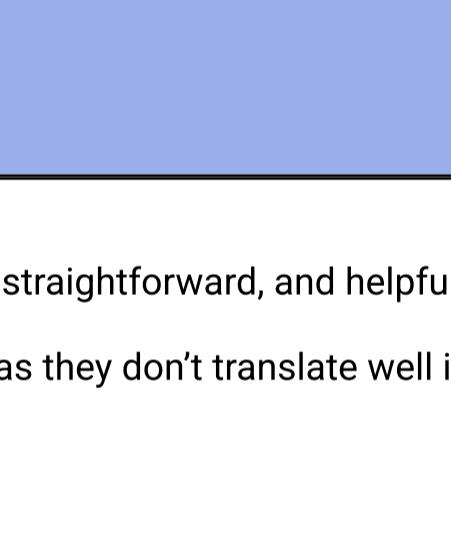
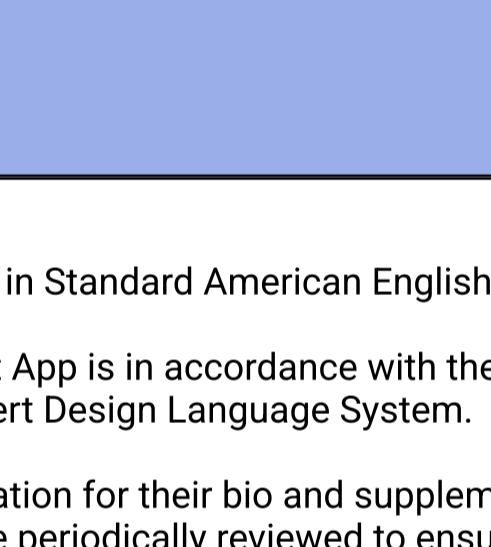
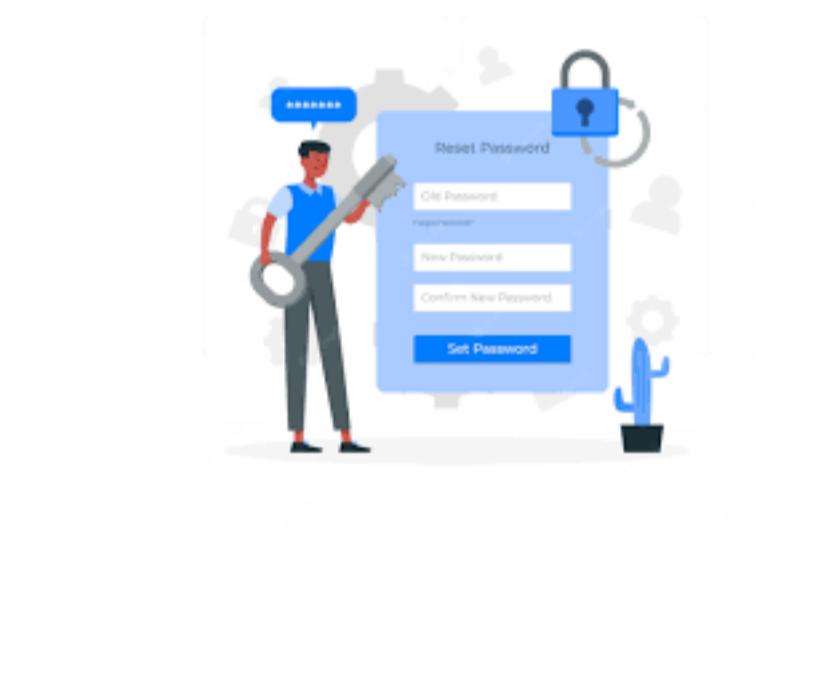
• Home page and Search Results - 40px X 40px

Search

Jerry Garcia



Illustrations



Language

The Expert App is written in Standard American English.

The text written by Expert App is in accordance with the Voice and Tone sections of the Expert Design Language System.

The experts enter information for their bio and supplemental materials, but it should be periodically reviewed to ensure there is no language or materials that would violate the Terms of Service or other agreement(s).

Voice

The voice is friendly, straightforward, and helpful.

No jargon or idioms as they don't translate well in other languages.

Tone

The tone of the copy should be conversational, but straight forward.

Guide the user using minimal language allowing the experts' information to be the main focus of the app.

Accessibility

The Expert App follows Accessibility best practices as presented in Material Design 3 and the Web Content Accessibility Guidelines.

This includes, but is not limited to:

- Icon size and padding
- Spacing between icons
- Use of Alt text
- Color contrasts

Columns and Layouts

Desktops

Desktop frames use a 12 column layout with 20px gutters and 50px margins

Mobile

Mobile frames use a 4 column layout with 20px gutters and 20px margins

Typography

Roboto is used in the Expert App in the following ways:

Website Headers

Website Subheads

Responsive web app onboarding

Responsive web app headers

Responsive web app subheads

Primary text (website and web app)

Secondary text (website and web app)

Secondary text (website and web app)

Iconography

Elements can be the following sizes:

- 20px x 20px
- 25px x 25px
- 30px x 30px
- 35px x 35px
- 50px x 50px

Use the dark icons when the user is on that page. Otherwise, the outline icons are used.

