ConQ

Style Guide

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Brand Platform

The brand platform is the visual language that unifies ConQ's identity to the public. The guidelines provided in this document will help create a consistent feel and look when users interact with our brand product.

Mission / Vision

Contextualize language learning by supporting the learners with vocabulary, questions and cues. Learn vocabulary and interactive skills with native speakers around the world!

Personality

ConQ is a professional and friendly space where language learners can both practice speaking in professional contexts by role playing or trying to form questions in their target language.

Brand Attributes

Friendly, empowering, communicative, ambitious and open.

Logo

The master logo should always have the padding as intended.

Mobile Header

10px

10px

10px   10px

Web Header

10px

10px

10px   10px

Splash Page & decorative logo

Colors

The Brand Blue color inspires professional and trustworthiness while adding a splash of color to Charcoal and White. The softer pastel red provides warmth and zappy green and Sunkissed yellow adds a bit of spunk.
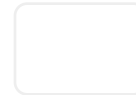
Primary Colors

Brand Blue
#0B98D4

Charcoal
#3E433F

White
#FFFFFF

Grays

Silver
#CACACA
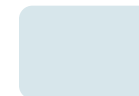
Dust
#979797

Storm
#676767
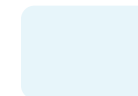
Secondary Colors

Red
#FE6659

Sunkissed
#FCB51D

Green
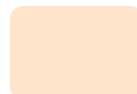#87F06D

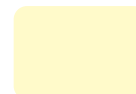Dusty Sky
#D7E6EB

Button Blue
#E7F5FA

Soft Heart
#FFE5E5

Tertiary Colors

Folder Red
#FFCACA

Folder Orange
#FFE3CA

Folder Yellow
#FFFACA

Folder Green
#CAFFDF

Folder Blue
#CAE9FF

Folder Purple
#E1CAFF

Layout Colors

White
#FFFFFF

Clear Sky
#F8FDFF

Fonts

The font used for the ConQ is Roboto. It's an Android standard typeface that reads well even when small. For handheld devices, add minimal tracking to aid readability and clarity.

Font Family : Roboto

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Heading & Body

Heading 1, 22px, bold, 0.3 Tracking.

Heading 2, 20px, medium, 0.3 Tracking.

Heading 3, 18px, regular, 0.3 Tracking.

Heading 4, 16px, regular, 0.2 Tracking.

Heading 5, 15px, regular, 0.3 Tracking.

Body, 14px, regular, 0.2 Tracking.
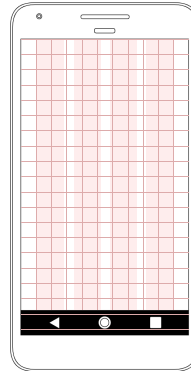
Detail 1, 12px, regular, 0.2 - 0.5 Tracking.
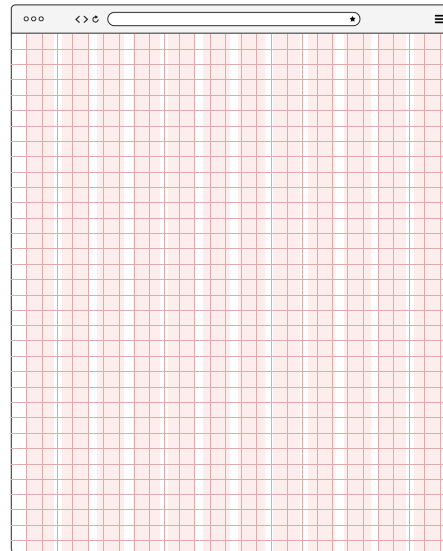
Detail 2, 10px, regular, 0.2 Tracking.

Grid

The handheld grid system tries to optimize the screen space while not crowding the information.

Handheld

30 x 30 px grid and
4 columns,
12 px gutter,
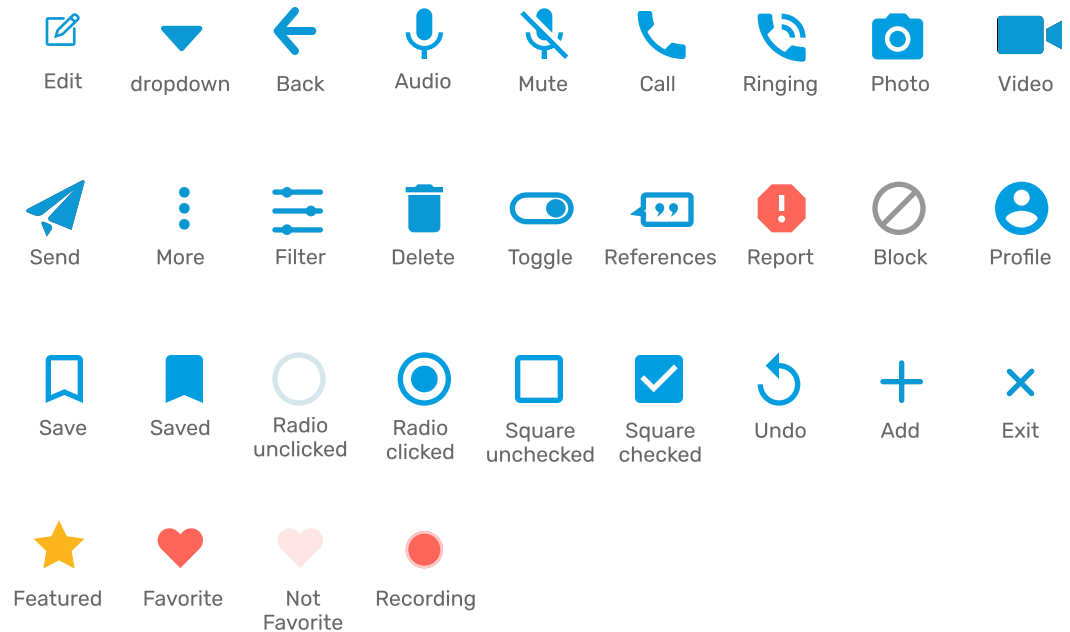and 10 px margin.

Web/Desktop

30 x 30 px grid and
12 columns,
20 px gutter, and
30 px margin.

Icon

The icon styles are filled and use the Brand Blue color to distinguish the clickability.

Styles

Edit	dropdown	Back	Audio	Mute	Call	Ringing	Photo	Video

Edit · dropdown · Back · Audio · Mute · Call · Ringing · Photo · Video

Send · More · Filter · Delete · Toggle · References · Report · Block · Profile

Save · Saved · Radio unclicked · Radio clicked · Square unchecked · Square checked · Undo · Add · Exit

Featured · Favorite · Not Favorite · Recording

UI Elements

The primary and secondary buttons are distinguished by color saturation, drop-down shadow, and text size. The chip outlines use Dusty Sky color and thd the fills are Clear Sky. The chips height are 20 px and the padding should be minimum 10 pixels on each side.

Primary small

Primary big

Secondary small

Secondary big

Dropdown ▲

Dropdown ▼

📊 Your Progress ▼

Alert - confirmation ✕

Alert - error ✕

Search 🔍

🔍 Search

Email

_____

Password (minimum 6 characters) 👁

First Name

Last Name

Topics ▼

Words ▼

＋ Write a message… 📷 🎤

← Topics ▼

Words ▼ ⋮

＋ Write a message… 📷 🎤

Chip   Chip   Chip

A question to prompt a conversation

adj.   word

＋   ⋮   ↩

Imagery & GIFs

The vector drawings and gifs have bright colors to add delight to the product.