Freetime

hello@freetimeapp.co.uk

Typography

Default body text is 18pt, this is to ensure readability across all devices and to ensure accessibility. All main headings use the font Tiempo Bold. All other copy uses the lighter, friendlier, and more legible font 'Open Sans' . This is especially important when it comes to the accessibility of the website.

Styling

H1 - Main Heading   48pt

H2 - Sub Page Title   24pt

H3 - Sub Page Title   18pt

Body Content/Copy   18pt

Button Labels/Meta Content   14pt

Freetime

hello@freetimeapp.co.uk

Typography

Examples

This is a main heading

This is a body paragraph. If you pry it up, so as to get it overhead, and expose its rows of teeth, it seems a terrific portcullis; and such, alas! it proves to many a poor wight in the fishery, upon whom these spikes fall with impaling force.

Sub page title

This is a body paragraph. If you pry it up, so as to get it overhead, and expose its rows of teeth, it seems a terrific portcullis; and such, alas! it proves to many a poor wight in the fishery, upon whom these spikes fall with impaling force.

Sub page title

This is a body paragraph. If you pry it up, so as to get it overhead, and expose its rows of teeth, it seems a terrific portcullis; and such, alas! it proves to many a poor wight in the fishery, upon whom these spikes fall with impaling force.

Freetime

hello@freetimeapp.co.uk

Colour Pallets

Main Colour Pallet

#EABB25

#02D4AE

#008292

'Freetime Mustard' is the main brand colour but as it is so strong it should only be used sparingly. It's main use is as the footer background. It is also used in single block pages such as; contact, download, get in touch etc. Only Black text should be used over this colour to ensure at least AA accessibility standards.
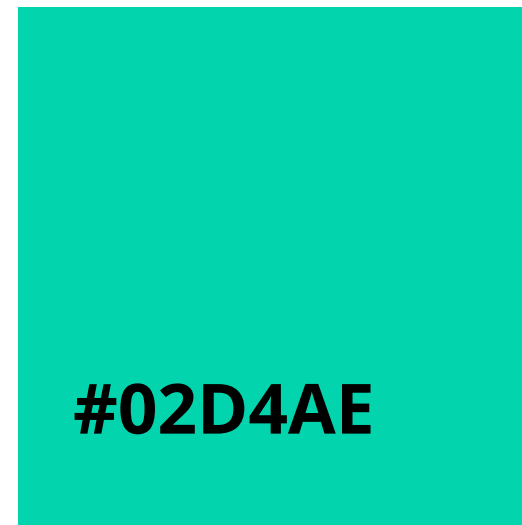
This green highlight is used within the website as indicators of interaction. It is used as a CTA colour and also on hover of links.
Only Black text should be used over this colour to ensure at least AA accessibility standards.
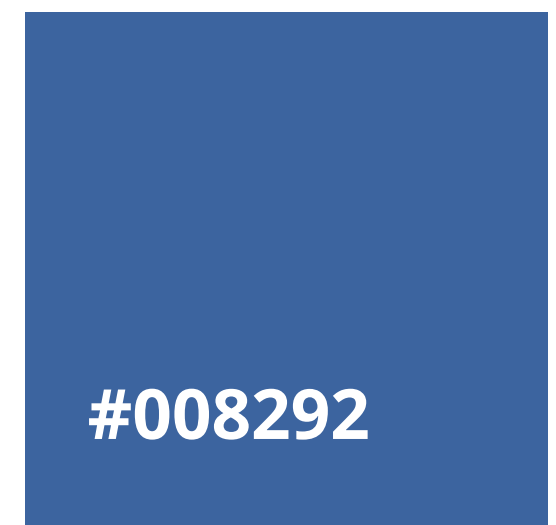
This slightly darker green is used only on the 'about' page for the Freetime website. It is a neutral colour

Freetime

hello@freetimeapp.co.uk

Colour Pallets

Background Gradients

#2F4858	**#FFC2B0**	**#D166A5**
#02D4AE	**#EABB25**	**#3C649F**
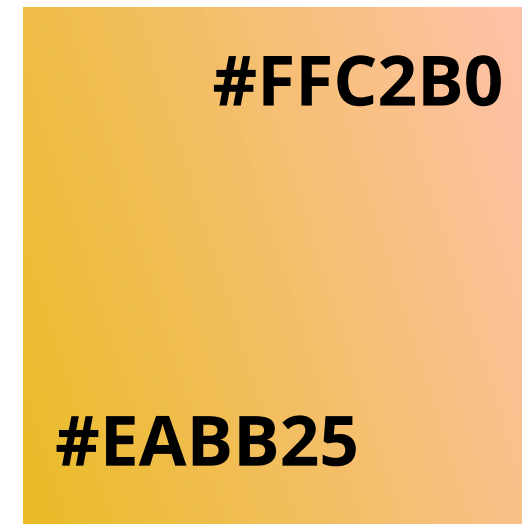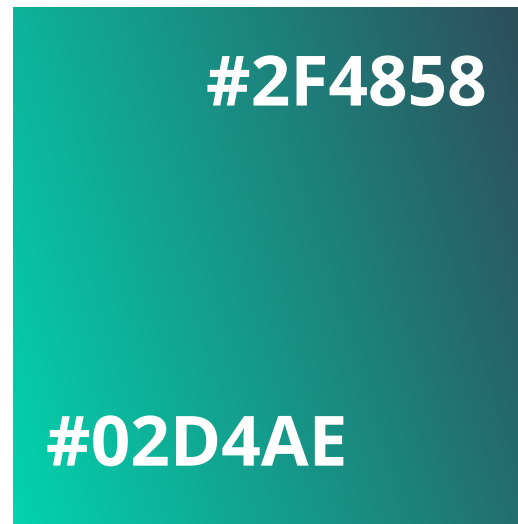
There is a number of gradients to be used as background colours for the blocks of content. Only one gradient should be used per page.

The green and purple gradients should have only white text used over them. The yellow/peach should have black text. This is to ensure they meet at least AA web content accessibility guidelines set by the Web Accessibility Initiative (WAI).

No text should be laid over images as this generally goes against accessibility, as it can be very difficult to have one colour of text meet WCAG across all colours within the image.

Freetime

hello@freetimeapp.co.uk

Website Elements

CTA's

Get Started

```css
.button {
    background-color: #02D4AE;
    cursor: pointer;
    background: #02D4AE;
    border-radius: 8px;
    color: black;
    border: none;
    width: 100px;
    height: 30px;
    text-align: center;
}
```

All call to actions (CTA's) should be styled the same as they all should have the same function, to take the user to the main aim for the site - 'download' on the user facing website and 'get started' on the business facing website.

To add a small delighter and help users know this is a button a hover animation is in place to grown the button slightly as the users hovers their cursor over it.

```css
.hvr-grow {
    cursor: pointer;
    display: inline-block;
    vertical-align: middle;
    -webkit-transform: perspective(1px) translateZ(0);
    transform: perspective(1px) translateZ(0);
    box-shadow: 0 0 1px rgba(0, 0, 0, 0);
    -webkit-transition-duration: 0.3s;
    transition-duration: 0.3s;
    -webkit-transition-property: transform;
    transition-property: transform;
}
.hvr-grow:hover, .hvr-grow:focus, .hvr-grow:active {
    -webkit-transform: scale(1.1);
    transform: scale(1.1);
}
```

Logo and Icons

Logo

The logo should only appear in either black or Freetime Mustard.

Freetime

Freetime

Freetime

hello@freetimeapp.co.uk

Logo and Icons

Icons

All icons should have a background of Freetime Mustard and show the 'F' of Freetime.

iOS App Icon 120x120
iOS App Icon 60x60
iOS App Icon 30x30

Favicon 14x14