InkTank
Design Language System

COLOR

#000000	Primary text color throughout the app.
#B10000	Accent color used for buttons and clickable links.
#E6E6E6	Secondary color used to distinguish differences from the background.
#FFFFFF	Background color throughout the app.

TYPOGRAPHY

Heading 1
Font: Helvetica Neue / Point 30

Heading 2
Font: Helvetica Neue / Point 24

Button 1
Font: Helvetica Neue / Point 15

Body 1
Font: Helvetica Neue / Point 20

Body 2
Font: Helvetica Neue / Point 14

The typography that will be used throughout the entire app is Helvetica Neue. It is simple and translates easily. This font keeps the app concise and clear.

ICONOGRAPHY

COMMON UI COMPONENTS
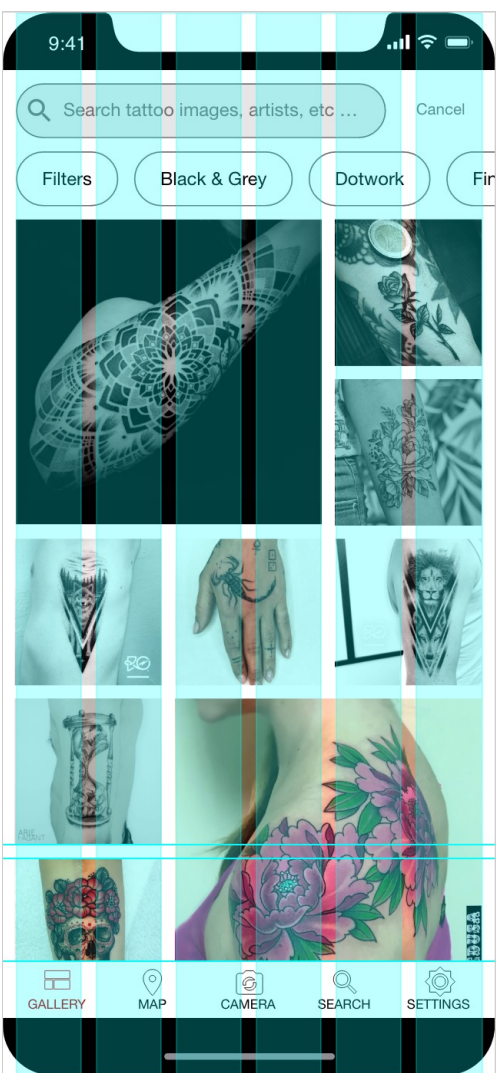
Navigation

GALLERY   MAP   CAMERA   SEARCH   SETTINGS

Buttons

Sign Up

Directions   **Go**

GRID/LAYOUT

Columns: 6
Gutter Width: 10
Column Width: 51

TONE OF VOICE

The InkTank's app language is informative but friendly and straight forward. We want people to feel welcomed and excited. The language should be light hearted and casual.

ACCESSIBILITY

Visual, motion and audio components should be based on WCAG standards to be usable for people with limited abilities.