



# OtterLife

Design Style Book & UI Guidelines

Version 2.0 • 2026

# Brand Philosophy

Making wellness delightful through gamification and companionship.

## Core Values

**Delightful:** Health tracking shouldn't be a chore. We use cute aesthetics and positive reinforcement to make self-care fun.

**Motivating:** Through the "Raise Your Otter" mechanic, we turn abstract health data into tangible care for a digital companion.

**Accessible:** Complex health data (HRV, Sleep Cycles) is presented simply, with "Question Mark" helpers for context.

## Visual Identity

Our aesthetic is defined by **softness**. Rounded corners, pastel gradients, and friendly illustrations create a safe, non-judgmental space for users to focus on their well-being.

The interface mirrors the "Cute/Kawaii" style but maintains modern usability standards suitable for iOS ecosystems.

## Color Palette

A harmonious blend of calming pastels and motivating accents.

## Primary Brand Colors



### Royal Otter Blue

#6C5CE7

*Primary Actions, Headers,  
Active States*



### Fresh Water

#74B9FF

*Secondary backgrounds,  
Progress bars*



### Warm Coral

#FAB1A0

*Warmth, Energy, Calories*



### Sleepy Lavender

#A29BFE

*Sleep tracking, Evening mode*

## Functional & Gamification Colors



### Love Pink

#FF7675



### Gold Star

#FDCB6E



### Success Mint

#55EFC4

*Heart rate, Alerts, Love  
interactions*

*XP, Level ups, Achievements*

*Completed goals, Health  
metrics*

**Cloud White**

**#F7F9FC**

*App Backgrounds*

# Typography

Rounded, friendly, and highly legible across devices.

HEADINGS & TITLES

## Quicksand Bold

The quick brown otter jumps over the lazy dog.

Used for: App Headers, Large Data Displays, Onboarding Titles

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BODY TEXT & UI ELEMENTS

## Nunito Bold (UI Labels)

Nunito Regular. Used for body text, health descriptions, and general reading. It creates a soft, approachable rhythm that complements the rounded UI design.

Button Text    Caption Text (12px)

# Visual Design Language

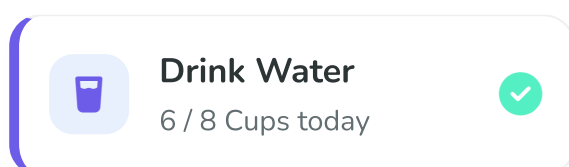
Card-based layouts with soft shadows and gamified elements.

## CARD ANATOMY

**Border Radius:** 20px

**Shadow:** Soft drop shadow (Y-axis offset)

**Padding:** 16px - 24px



## GAMIFICATION UI



**Level 5 Otter**



1,240 XP to next level

## INTERACTIVE ELEMENTS

## MICRO-INTERACTIONS

Primary Action

Secondary Action

Toggle: ☒

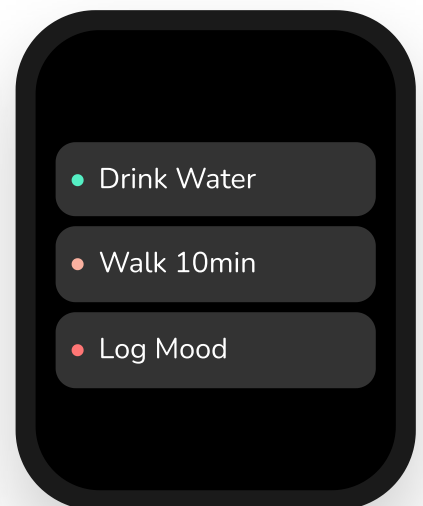
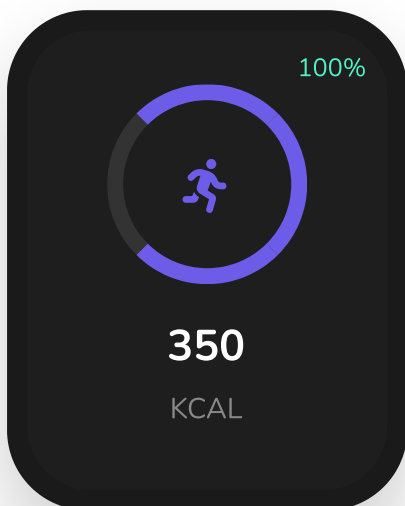
**Drink-to-Raise-Fish:** Adding water triggers a bubble animation.



**Confetti:** Completing all daily tasks triggers full screen celebration.

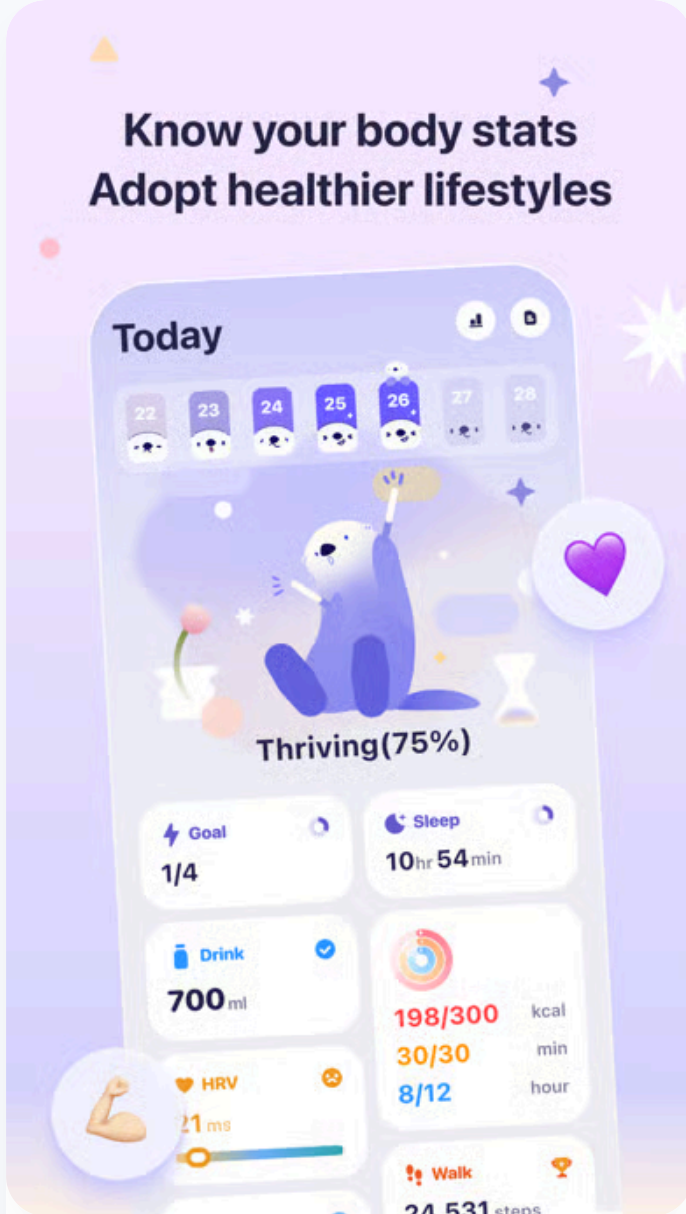
## Apple Watch & Widgets

Glanceable data with extensive customization options.



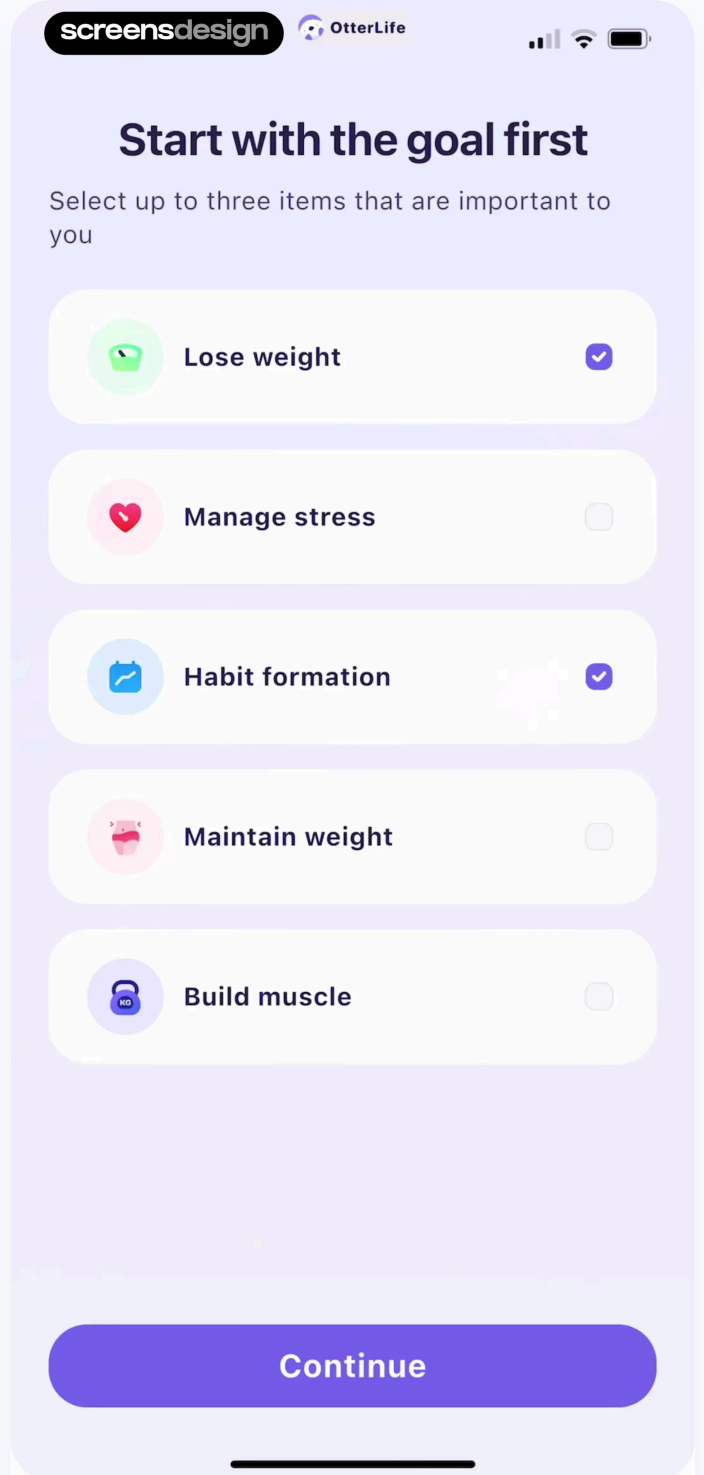
## Key Interface Screens

Real-world application of the design system.



## Daily Dashboard

Shows the gamified header, quick action buttons, and card-based data summary.



## Food Logging & AI

Demonstrates the clean scanning interface and nutritional data cards.

# Accessibility Standards



## Visual Clarity

OtterLife prioritizes readability. We ensure sufficient contrast ratios for all text, especially on colored backgrounds.

Contrast Ratio > 4.5:1

Dynamic Type Support



## Interaction

All interactive elements maintain a minimum touch target size of 44x44pt to accommodate diverse motor skills.

Touch Target 44pt+

Haptic Feedback

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