



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.

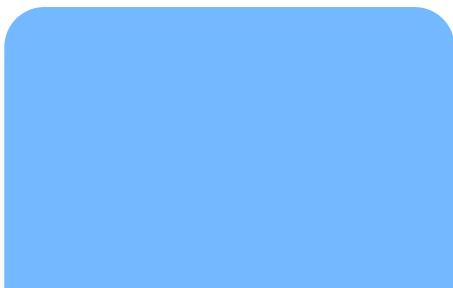
Primary Brand Colors



Royal Otter Blue

#6C5CE7

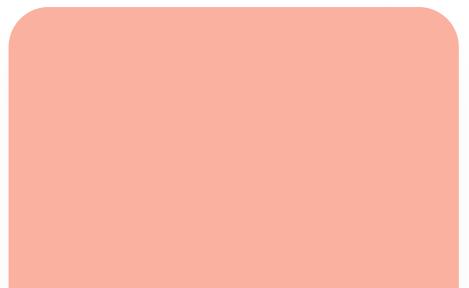
*Primary Actions, Headers,
Active States*



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

#FDCCB6E



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

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

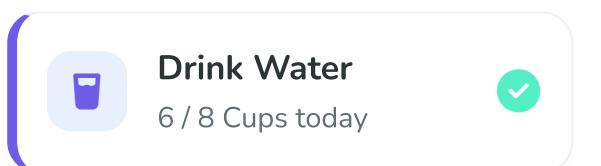
Card-based layouts with soft shadows and gamified elements.

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: 

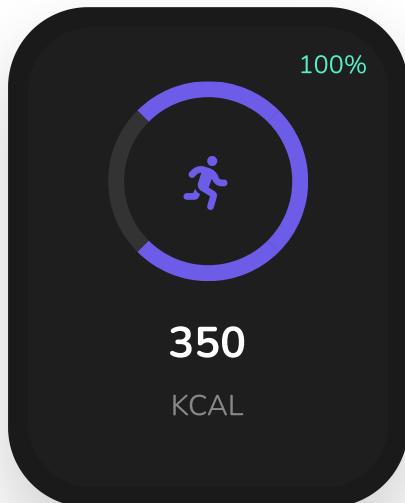
Drink-to-Raise-Fish: Adding water triggers a bubble animation.



Confetti: Completing all daily tasks triggers full screen celebration.

Apple Watch & Widgets

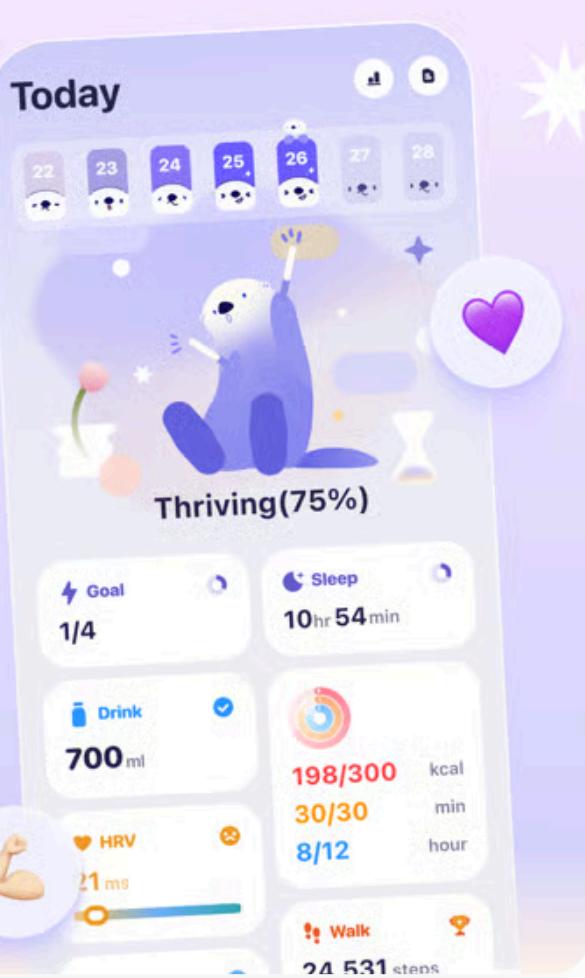
Glanceable data with extensive customization options.



Key Interface Screens

Real-world application of the design system.

Know your body stats Adopt healthier lifestyles



Daily Dashboard

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

Start with the goal first

Select up to three items that are important to you

- Lose weight
- Manage stress
- Habit formation
- Maintain weight
- Build muscle

Continue

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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