UI Style Guide

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Typography

As a main typography I have picked probably best-known "Helvetica Now" due to its legibility, neutrality and easy to use.

Helvetica Now!

Typefaces

Light
Regular
Medium
Bold

Typography

For scaling type I have picked "perfect fourth" 1.333 as a base size 16px (100% / 1em) using type-scale.com

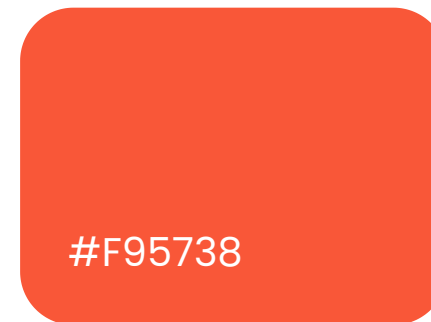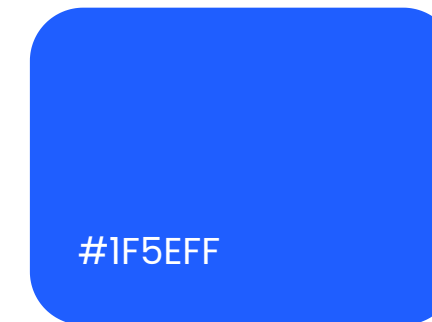| Name	Font Size	Line Height
\<h1\> Heading	50px, bold	55px
\<h2\> Heading	36px, medium	42px
\<h3\> Heading	28px, medium	32px
\<h4\> Heading	20px, medium	24px

ACME

Color Pallete

Split complementary color scheme with "ultramarine blue" as primary color. "Mango - secondary, and red salsa - accent color. With 60%, 30% and 10% distribution
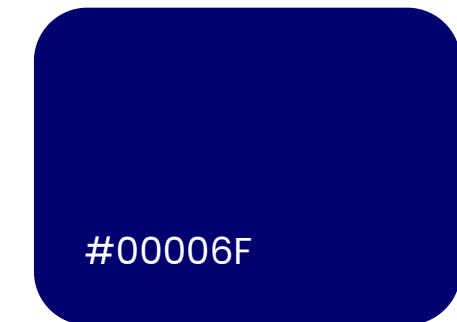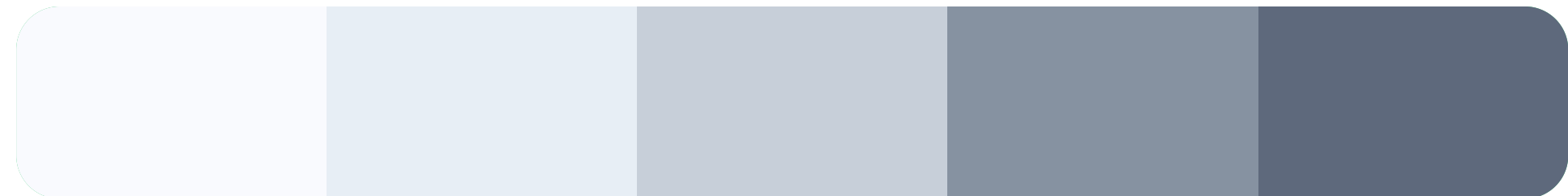
#F95738

Red Salsa

#FFC22C

Mango

#1F5EFF

Ultramarine Blue

#00006F

Navy Blue
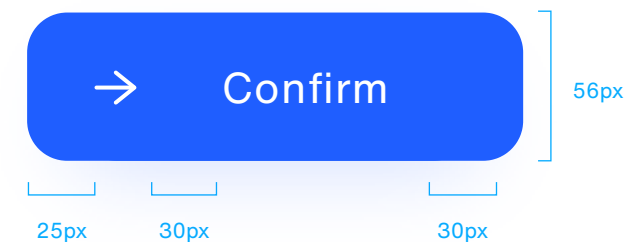
Greyscale

#F9FAFE #E7EEF5 #C7CFD9 #8692A1 #5E697C

Buttons & Forms

For buttons and forms I have decided to pick "friendly rectangles" rounded corners with 15px to evoke warmth and trust and point user eyes to content inside of them
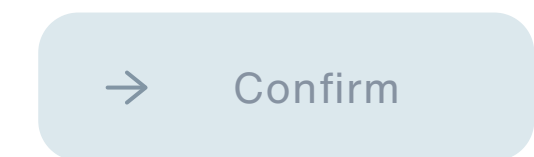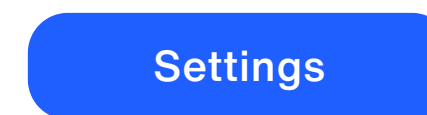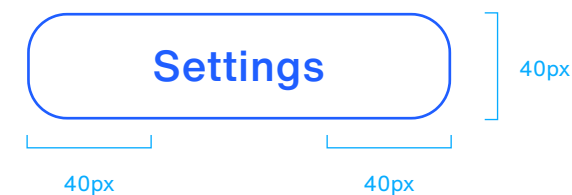
Primary

Primary Size

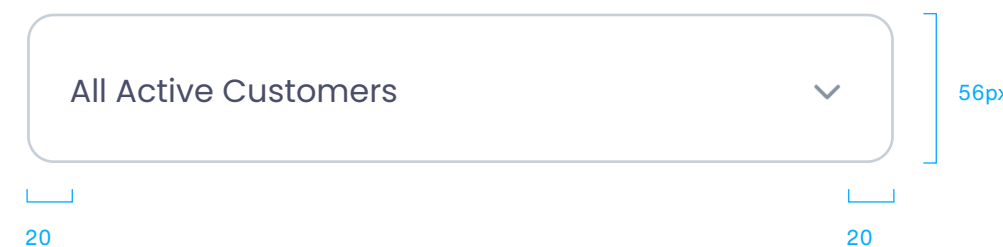→ Confirm

56px

25px   30px   30px

Active

→ Confirm

Disable

→ Confirm

Secondary Size

Settings   40px

40px   40px

Settings

Settings

Form

Select Customer To Show

All Active Customers ⌄

56px

20   20

Select Customer To Show

All Active Customers ⌄

First selection

Second Selection
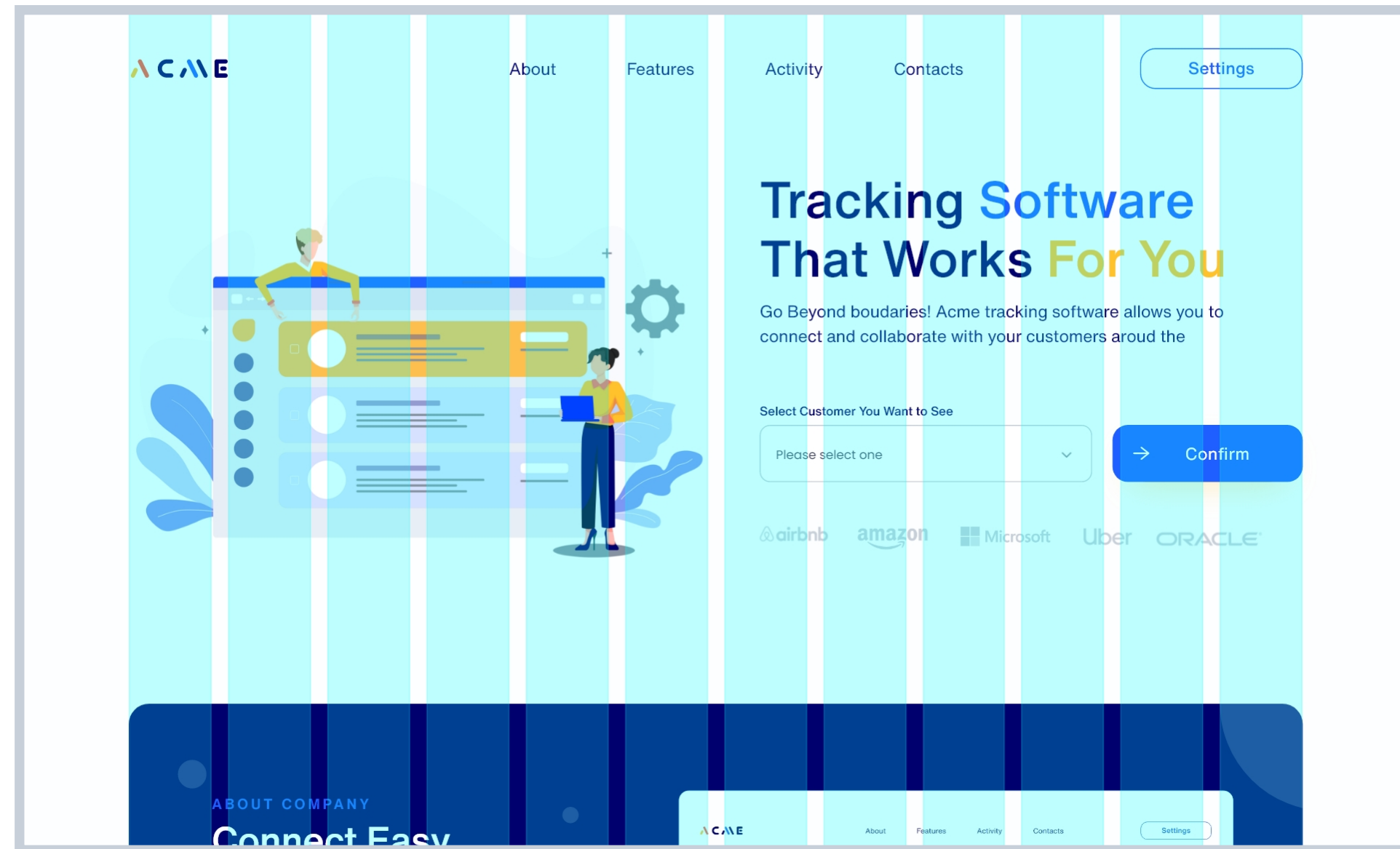
Fourth Selection

Fifth

24px
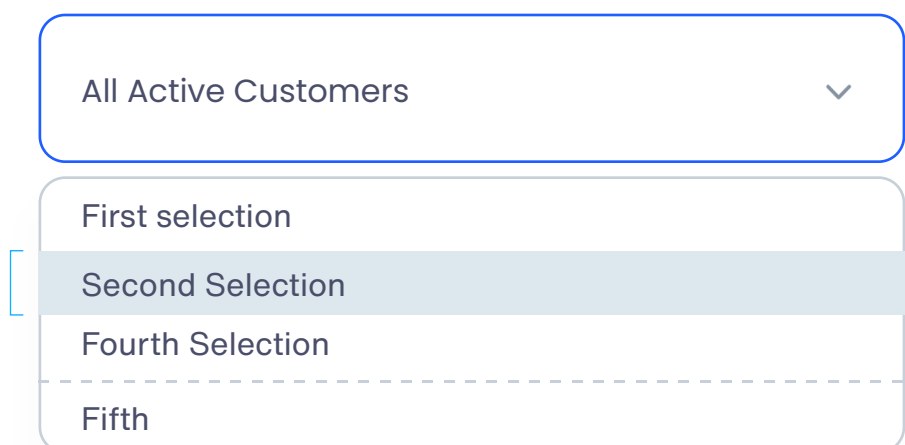
Illustration

Illustration design was based on the structure where on a left filters and on a right clients, also illustration has some hint;)
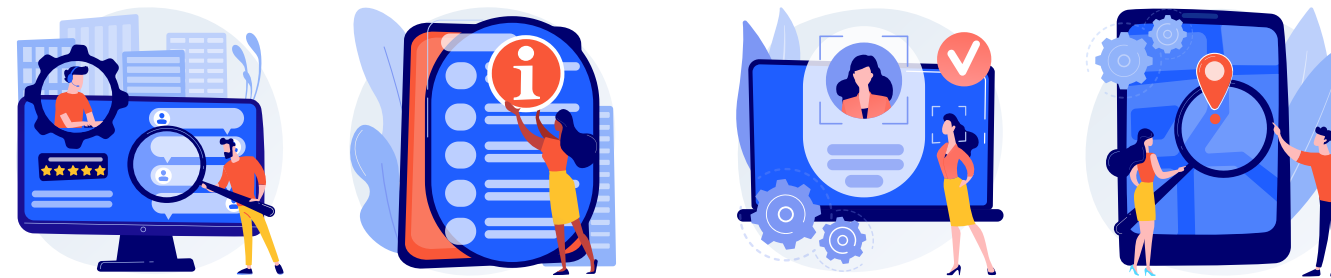
Grid

For more flexible and adaptive design I have picked 12-unit grid, it evenly divides into halves, quarters and thirds. Making adapting much easier
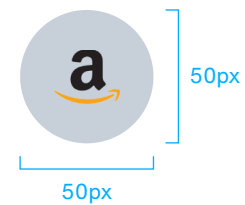
Assets

All Illustrations and Assets been selected to follow form and styles of the project with rounded corners and simple forms.
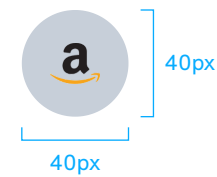
Illustrations

Avatars

Desctop

50px

50px

Tablet, Phone

40px

40px

Icons