

# **DESIGN STYLE GUIDE**

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**SEPTEMBER 2021**

# 01 TYPOGRAPHY

## Logo Text

Kalam | Bold | 60pt

### HEADER

Zwo Pro | Light | 30pt

#### Title

Zwo Pro | Regular | 20pt

#### Body 1

Zwo Pro | Regular | 16pt

#### Button Text

Zwo Pro | ExtraBold | 14pt

#### Body 2

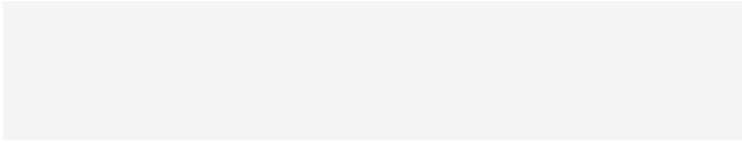
Zwo Pro | ExtraLight | 14pt

#### Note/Guiding Text

Zwo Pro | Regular| 11pt

# 02 COLOURS

### GREYS



#F4F4F4 | Light Grey Background



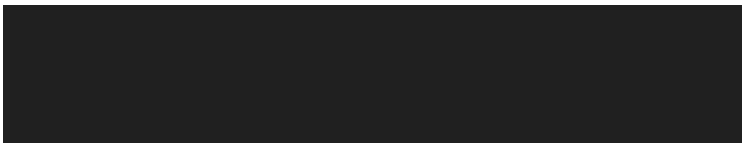
#CECECE | Medium Grey Background



#909090 | Light Grey Inactive Text Color



#707070 | Medium Grey Body Text Color



#202020 | Dark Grey Title Text Color

### NAVIGATION / ACTION COLORS



#BB86FC | Main Button Color



#74C686 | Navigator Bar Active Color



#7F39FB | Emphasis Color

### CARE TASK COLORS



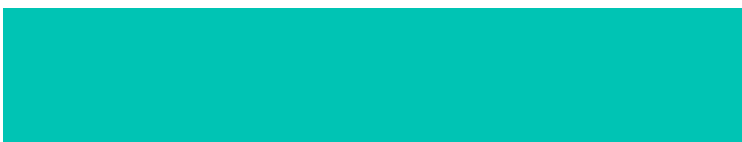
#5A3919 | Repot Color



#7DEC8F | New Leaf Color



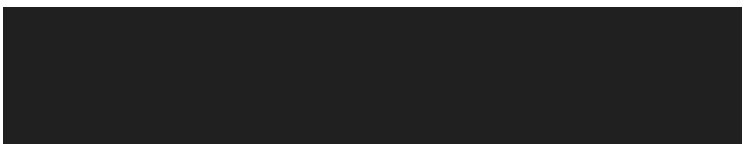
#F2B84B | Fertilizer Color



#00C4B4 | Water Color

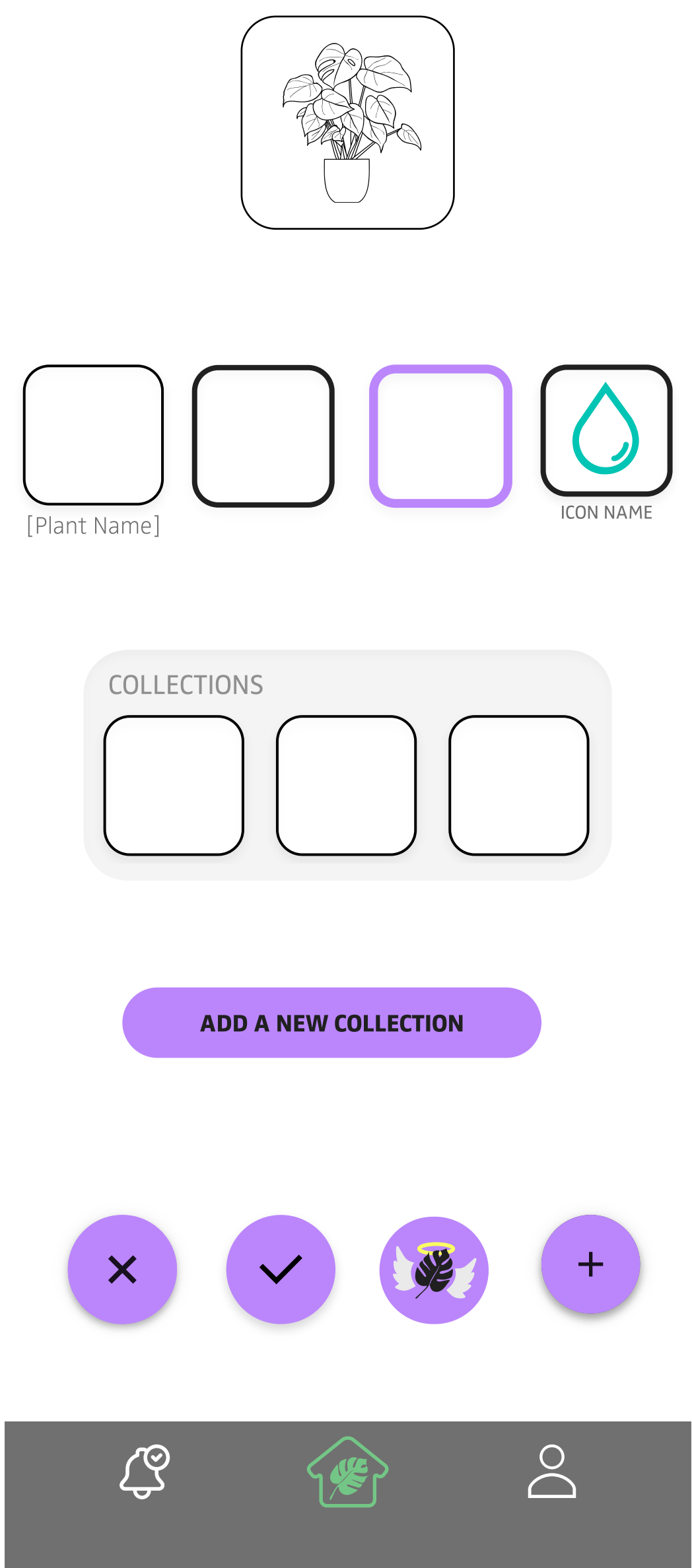


#D37DEC | Trim Color

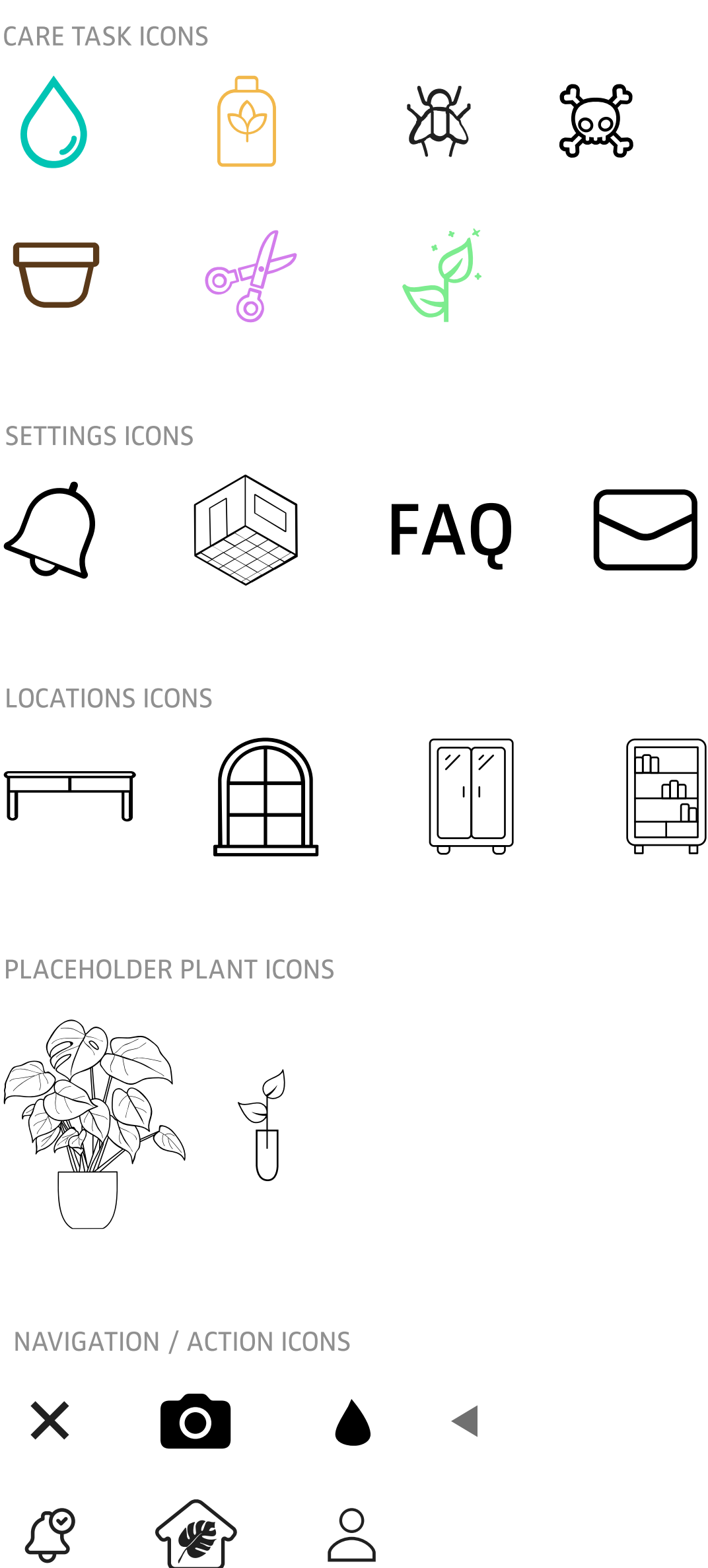


#202020 | Pest Color

03 UI ELEMENTS



04 ICONOGRAPHY



05 ILLUSTRATIONS



## 06 COPY LANGUAGE

Friendly and approachable, written from the perspective of Plantbot to the user.  
Use simple language to avoid alienating users from different experience levels.  
Use active and emotive words to keep user engagement.

## 07 DOs & DON'Ts

- Do keep in mind users have various levels of plant keeping experience
- Do not make unnecessary screens/buttons that makes it tedious during repeat tasks/actions for documentation
- Do make sure there is visual hierarchy to direct action items
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