



Sage

Design Language System

01 Typography

Poppins is the chosen font for Sage due to its clean look, and friendly yet professional feel. Poppins has high readability across all devices which allows for consistency no matter which device our users prefer. Avoid using Ultralight, Thin, or Light font weights to maintain readability.

Heading 1

Poppins Regular / 34pt / Letter spacing: 0%

Body 1

Poppins Regular / 16pt / Letter spacing: 0%

Label 1

Poppins Regular / 18pt / Letter spacing: 0%

Heading 2

Poppins Regular / 28pt / Letter spacing: 0%

Body 2

Poppins Regular / 14pt / Letter spacing: 0%

Label 2

Poppins Medium / 16pt / Letter spacing: 0%

Heading 3

Poppins Medium / 24pt / Letter spacing: 0%

Label 3

Poppins Regular / 12pt / Letter spacing: 0%

02 Colors

Primary

#3a9970

Green Cyan will be Sage's primary color as it's closely associate with natural, organic, health, and balance, as well as nutrition and food.

Secondary

#fa8270

Salmon will be used as the secondary/ accent color. The color invokes a young, playful, and feminine feel to Sage.

Elements that use the primary color will include:

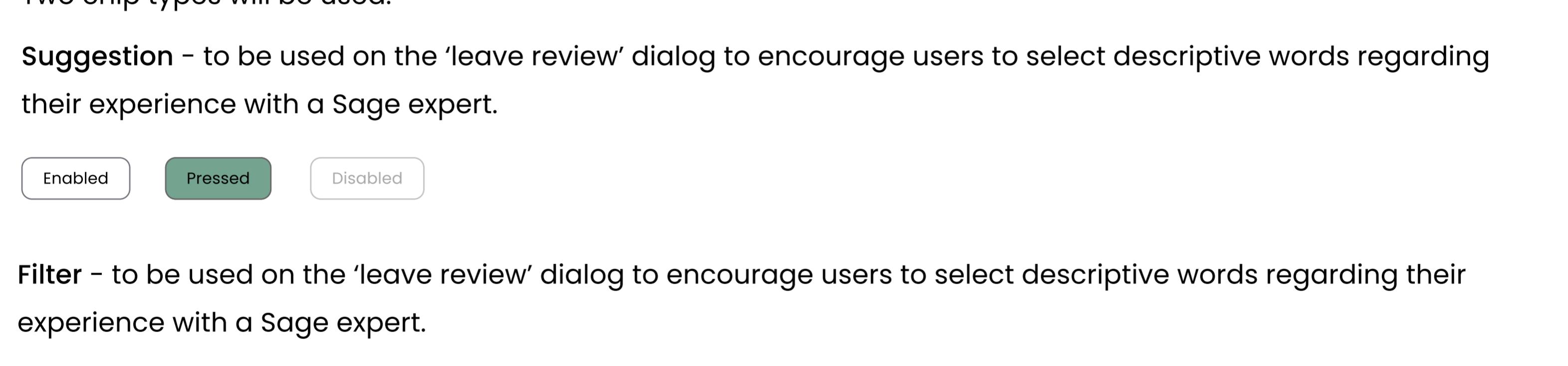
- Logo
- Buttons (filled or outlined)
- Chips (a shade of the primary color)

Elements that use the secondary color will include:

- Onboarding
- Cards with images
- Messages

Neutrals

In addition to White and Black, neutral grays with a pink hue will be used along with the primary and secondary color to create harmony and ensure appropriate contrast.

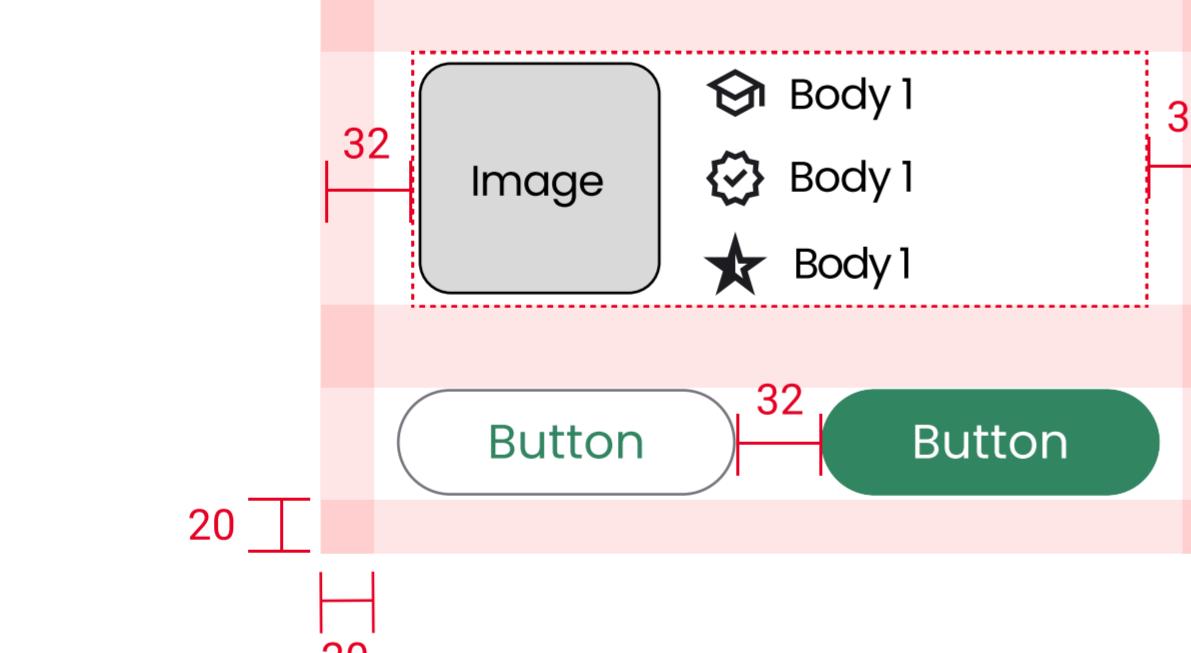


03 UI Elements & Styles

Navigation

Sage mobile will use a 5-icon bottom navigation bar. Each icon measures 24x24 with a 30x30 container and is in the outlined style when not selected. When selected, the icon becomes filled and is highlighted by a colored oval-shaped background. Navigation bar must include an icon and a label.

Specs:

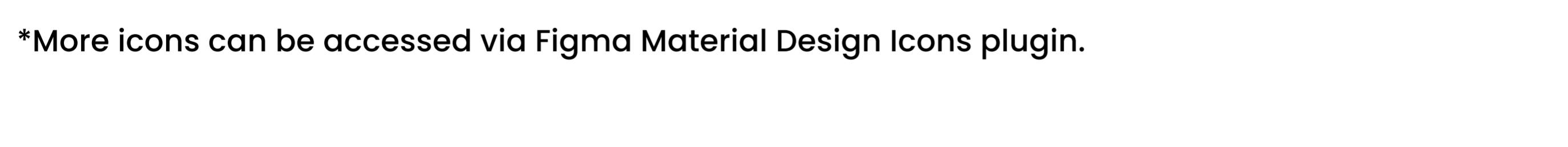


width: screen width; responsive on mobile and tablet
height: 80px
corner radius: 0px
icon size: 30px
top padding: 12px
bottom padding: 16px
label font: poppins medium / 12pt / line spacing: 0%

Buttons

Call TO Action (CTA) Button

The CTA Button will be used for 'Log In' and 'Create Account' only.

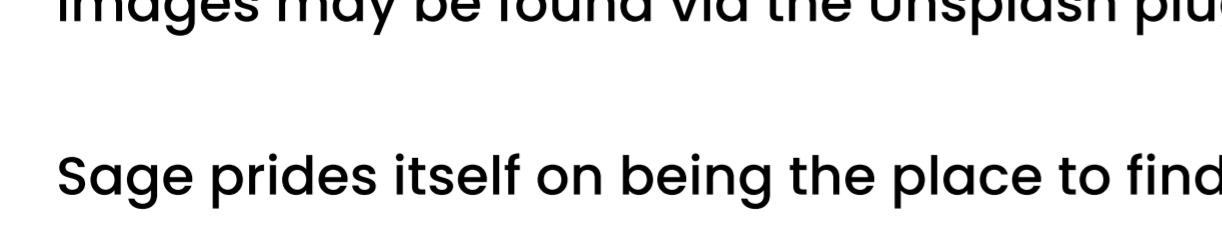


Four button types will be used throughout the rest of the application. They include:

Filled – high emphasis action such as 'schedule' or to confirm an action



Outlined – medium emphasis action, an alternative such as 'message' or 'view profile'



Text – low emphasis action such as 'cancel'



Single-select Segmented – only used on the Schedule screen to switch views between Upcoming and History



Chips

Two chip types will be used:

Suggestion – to be used on the 'leave review' dialog to encourage users to select descriptive words regarding their experience with a Sage expert.

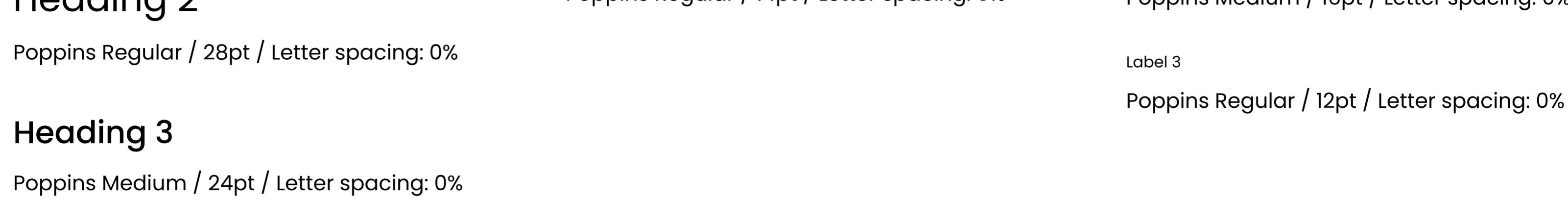
Filter – to be used on the 'leave review' dialog to encourage users to select descriptive words regarding their experience with a Sage expert.

Input Fields

All input fields will be outlined and will include a label and placeholder text where necessary.

Search Fields will include a leading icon (magnifying glass) and a training icon (to erase).

Log In & Sign Up input fields



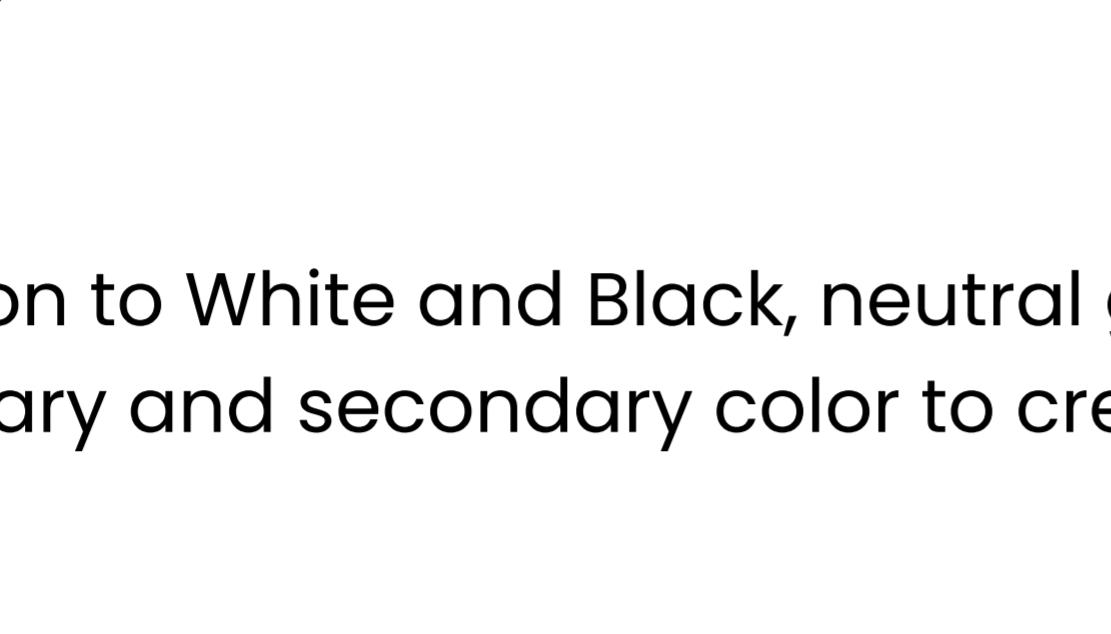
Cards

Expert Card

Expert cards will have the same format and will include a Heading (Expert name), a color image (headshot), as well as Profession, Certifications, and the Star Rating.

Two buttons will be included on each card, one outlined and one filled. These will change based on the screen.

Specs:

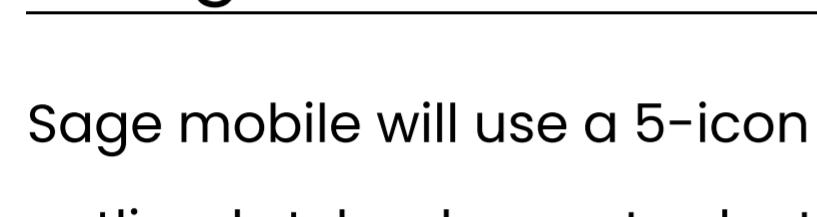


width: responsive to device
height: 267px
corner radius: 12px
icon size: 24px
left/right padding: 20px
top/bottom padding: 20px
text: poppins regular / 16pt / line spacing: 0%

Chips

Two chip types will be used:

Suggestion – to be used on the 'leave review' dialog to encourage users to select descriptive words regarding their experience with a Sage expert.



Filter – to be used on the 'leave review' dialog to encourage users to select descriptive words regarding their experience with a Sage expert.

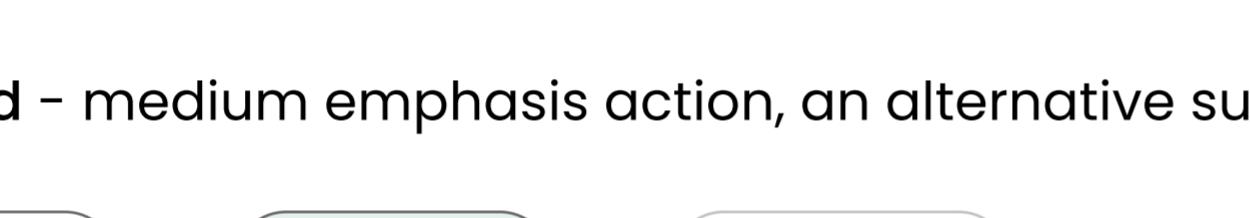


Iconography

All icons will default to outlined style.

Navigation icons, along with the bookmark and star rating icons will be filled only when selected.

Most Used Icons



*More icons can be accessed via Figma Material Design Icons plugin.

06 Imagery & Tone of Voice

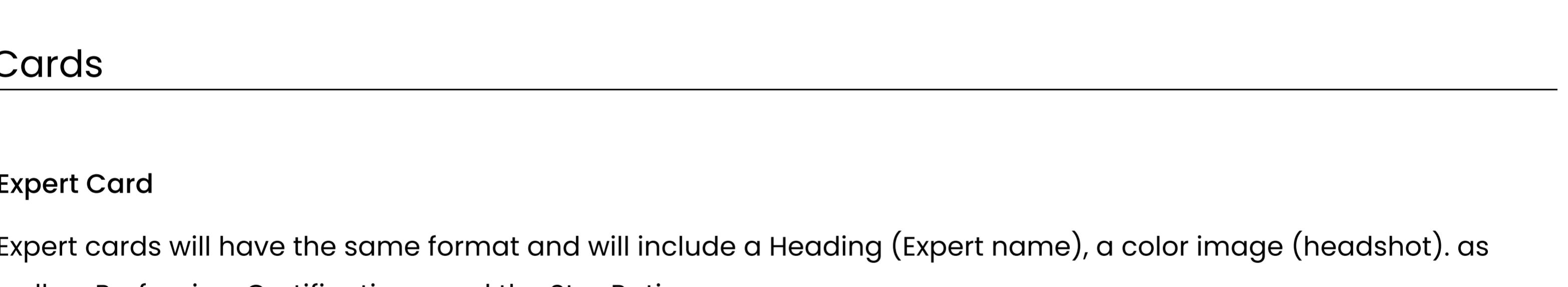
All photos used will be realistic, color images of people. Expert profiles will include a headshot of the professional. Images that accompany articles, videos, and other resources will be real-life images.

Images may be found via the Unsplash plugin for Figma.

Sage prides itself on being the place to find evidence-based expertise and resources on all things related to childhood nutrition. Our resources and experts present our users with facts – not opinions.

As such, our tone of voice must be professional, friendly, and welcoming. Sage supports parents and caregivers of all types and will not use language that is biased, judgemental, or derisive.

Examples:



07 Accessibility Guidelines

Sage will support all users by designing with accessibility in mind. Sage will meet color contrast guidelines, ensure interactive elements are easy to identify, provide users with clear and consistent navigation options, and ensure that elements are appropriately labeled. Additionally, Sage will be designed to be responsive to all sizes and devices.

08 Grid & Layout

The 8 point grid layout will be used to design Sage expert app. To ensure consistency in element size and spacing, all elements, padding, and margins will be a multiple of 8. For smaller elements and spacing, multiples of 4 or 2 will be used.

09 Imagery & Tone of Voice

All photos used will be realistic, color images of people. Expert profiles will include a headshot of the professional. Images that accompany articles, videos, and other resources will be real-life images.

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Examples:

