Style Guide

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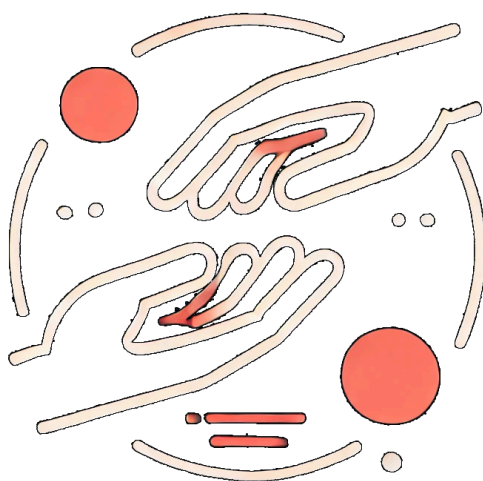
VoluntApp

Juntos hacemos la diferencia

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Desarrollo de Aplicaciones Web - IES Abastos
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Introduction

      This manual has been created for everyone passionate about development, design, and collaboration in projects that generate a positive impact on the community. Whether you're a developer, designer, or simply someone interested in contributing to the growth of VoluntApp, this guide aims to be a comprehensive resource that answers your questions and provides a clear vision of the design and development principles we've implemented in our platform.

At VoluntApp, we strive to create an intuitive, accessible, and engaging experience for all users, from volunteers to the organizations posting opportunities. This manual includes a detailed explanation of our design patterns, accompanied by visual examples to help you understand how each element contributes to the platform's identity and functionality.

Our goal is to provide you with a clear and easy-to-understand guide, so you can collaborate effectively and align with our vision. Whether you're looking to improve your skills, draw inspiration from best practices, or simply understand how VoluntApp works, this manual will be your go-to reference for building on a solid foundation.

Keep reading to explore the details of the aesthetics, functionalities, and user experience that make VoluntApp a unique and effective platform for connecting those who want to help with those who need it. Welcome to VoluntApp, where design and technology come together to drive social change!

Color Palette
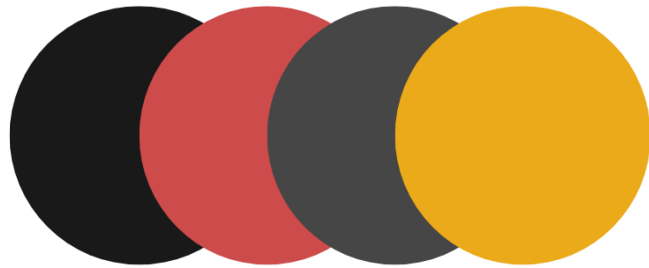
#1d1d1d   #d04b4b   #464646   #edac1b

This style guide outlines the colors to be used in the VoluntApp website. The color codes are provided in their HEX values.

In the Login Page:

#1d1d1d:

Used as the base of the design, providing a modern and elegant style.

The card containing the illustration also uses a similar dark tone, blending seamlessly with the background.

#d04b4b:

"Enter" Button: Used to highlight the primary action and draw the user's attention.

Form Border: A subtle red border around the form reinforces the design and visual hierarchy.

Heart & Hands Icon: Represents the theme of help and solidarity within the platform.

Illustration Details: Applied to circles and lines, maintaining branding consistency.

In the Main Page:

#1d1d1d:

> Main Background: Provides a modern and sleek appearance, enhancing contrast with other elements.

#d04b4b:

> Search Bar: Highlights the search functionality, making it easily identifiable.

> "Publish" Button: Encourages interaction by standing out from the dark background.

> "Join" Button in Posts: Draws attention to participation opportunities.

> VoluntApp Logo Accent: Used in the word "App" to reinforce brand identity.

#464646:

> Post Backgrounds: Soft contrast with the black background, improving readability while keeping a modern aesthetic.

> Sidebar Background: Differentiates the friends/groups section from the main content.

#edaclb:

> Biography Background (mobile version): Highlights important user information, drawing attention to the personal mission and values.

> "Leyenda" Badge: Represents achievement and high commitment, making it visually distinct from other badges.

Typography:

Primary font: "Montserrat"

Font Color: #FFFFFF

Header

Desktop Version:

At the top of the page, we have a structured and user-friendly header that ensures easy navigation and accessibility. It consists of three main elements: the website's logo, a search bar, and the user profile section.

On the left side, the logo displays the name "VoluntApp," with a modern and minimalist design that enhances brand recognition. The typography is clean and elegant, ensuring readability, while the contrasting colors make it stand out against the dark background.

Centered in the header, the search bar enables users to quickly find content within the platform. It features a red search field with placeholder text and a close button, ensuring a seamless experience when performing searches.

On the right side of the header, the user profile is represented by a circular avatar, making it easily recognizable. Clicking on it provides access to account-related options.

Mobile Version:

At the top, the "VoluntApp" logo is displayed in a clean and modern font, ensuring brand recognition. Positioned on the left, it maintains visibility without overwhelming the interface.

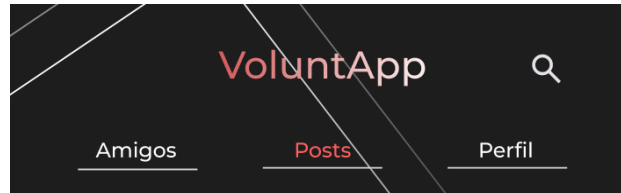Below the logo, three primary navigation tabs are available:

"Amigos" – A section to view and interact with friends.

"Posts" – Displays recent updates from users.

"Perfil" – Provides access to the user's profile and personal settings.

The active tab is underlined, giving users a clear indication of their current section.

Pics and Logo

The website incorporates high-quality images and a well-placed logo to enhance user experience and reinforce brand identity. Images are optimized to ensure a balance between quality and fast loading times.

The web design prioritizes efficiency while maintaining a visually engaging experience. The user avatars are circular and compact, ensuring a clean look that integrates smoothly into the design. These images are used in multiple sections, including posts, comments, and the friends list.

Events listed in the profile section use small yet clear icons to represent different volunteer activities.

Logo Placement:

The VoluntApp logo is positioned at the top left corner, making it easily recognizable while maintaining a minimalistic aesthetic. The combination of text and icon elements in the logo aligns with the platform's branding, ensuring consistency across devices.

The design ensures that all images and visual elements scale properly across different mobile, desktop or tablet screen sizes, maintaining clarity and functionality.
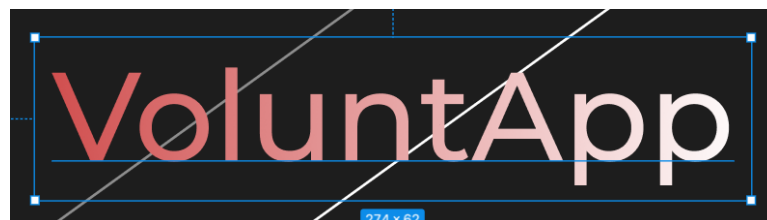
The gradient enhances the visibility of the logo by creating a subtle yet effective contrast against the background. This makes the logo stand out without the need for bold or overwhelming design elements. The smooth transition of colors in the gradient helps draw attention to the logo while maintaining a clean and modern aesthetic.

Additionally, its visible a second logo, two hands holding a heart, maintaining the human touch in the user experience. This logo is visible in the login version:

And, usually, in the footer, with a size of 72 x 72 px.

Placing the user avatar at the top right follows standard UI conventions, making it easily accessible. This allows users to quickly access their profile settings for customization. Letting users change their avatar enhances personalization and engagement while maintaining a seamless and user-friendly experience across the platform:

Displaying friends with their avatars in the same size and format as group icons and user profile pictures in posts ensures visual consistency across the platform. This uniformity creates a structured and organized layout, making it easier for users to recognize profiles at a glance.

Maintaining the same dimensions for avatars also improves usability, as users can quickly identify friends, groups, and post authors without cognitive overload. Additionally, this design choice enhances the platform's aesthetics by keeping elements aligned and reducing visual clutter, ultimately contributing to a smoother and more intuitive user experience:

In the profile section, there is a "Logros" (Achievements) section featuring three types of badges: Iniciado, Comprometido, and Leyenda, each represented by a unique image for easy identification.

These badges serve to recognize user engagement and contributions within the platform. Their distinct visuals make them easily distinguishable while reinforcing a sense of accomplishment and progression.

On the desktop version, these badges are displayed at a specific size to ensure clarity and visibility without overwhelming the layout. The size is optimized for readability while maintaining a balanced aesthetic within the profile page:

In the mobile version, achievement images are displayed at 80x80 px, ensuring they remain clear and recognizable on smaller screens.

For the tablet version, they are shown at 136x110 px, providing better visibility while maintaining a balanced layout.

These size adjustments ensure that the images are proportionate to the screen dimensions, preserving their detail and readability across different devices.

Icons

Login Icons:

Email Icon and Password Icon:

Size: 24x24

Purpose: The email icon helps users identify the email input field, ensuring a clear login process. The password icon marks the password entry field and may include an eye toggle for visibility control, improving user experience and accessibility.

Main Page Icons:
Posts Icons:
Favorites Icon:
Size: 24x24
Purpose: Allows users to save or like a post, making it easier to find later. Enhances user engagement and personalization.

Comments Icon:
Size: 24x24
Purpose: Provides users with a quick way to access the comment section, facilitating interaction and discussion within the post.

Share Icon:
Size: 24x24

Purpose: Enables users to share posts with others via different platforms, increasing visibility and engagement.

Footer Icons:
    Social Media Icons:
        <u>Instagram Icon:</u>
            Size: 24x24
            Purpose: Provides a direct link to the Instagram page, allowing users to follow updates and engage with visual content.

        <u>YouTube Icon:</u>
            Size: 24x24
            Purpose: Redirects users to the YouTube channel, enabling them to watch videos and subscribe for updates.

        <u>LinkedIn Icon:</u>
            Size: 24x24
            Purpose: Links to the LinkedIn profile or company page, fostering professional connections and networking opportunities.

        <u>GitHub Icon:</u>
            Size: 24x24
            Purpose: Directs users to the GitHub repository, facilitating access to open-source projects, collaboration, and code sharing.

        <u>Facebook Icon:</u>
            Size: 24x24
            Purpose: Connects users to the Facebook page, enabling them to follow updates, interact with posts, and engage with the community.

Profile Icons:
    Navigation Icons:
        <u>Back Arrow Icon:</u>

Size: 63x59
Purpose: Located in the top left corner, this icon redirects
users to the main page, allowing for easy navigation.

Settings Icon:
Size: 48x48
Purpose: Positioned in the top right corner, this icon opens the
profile and account settings, giving users access to
customization and account management options.

Events Section Icons:
Calendar Icon:
Size: 32x32
Purpose: Displays event dates, helping users keep track of
scheduled activities.

Location Icon:
Size: 32x32
Purpose: Indicates the event's location, allowing users to see
where the event will take place.

Structure

For the layout, we chose a simple yet comprehensive structure. By
incorporating a minimalist design, we provide a professional and intuitive browsing
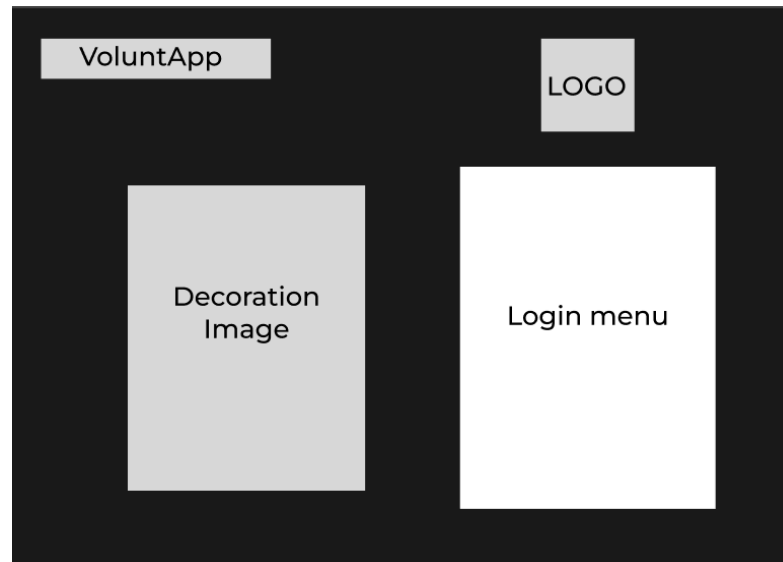experience.

When the user enters the page, the first element they encounter is the login
screen. This section is essential, as it provides access to the platform through email
and password authentication or the option to create a new account.

The layout of the login page is designed to be intuitive and visually appealing.
On the right side, users will find the login menu, where they can enter their
credentials. Positioned at the top of this menu, there is a secondary logo that

reinforces the brand identity. Meanwhile, on the left side of the screen, a decorative image enhances the aesthetic appeal of the interface, making the experience more engaging.

Additionally, in the top left corner of the page, the primary logo is prominently displayed, ensuring brand recognition and consistency across the platform. This structured design not only facilitates a smooth login process but also maintains a professional and visually balanced presentation.
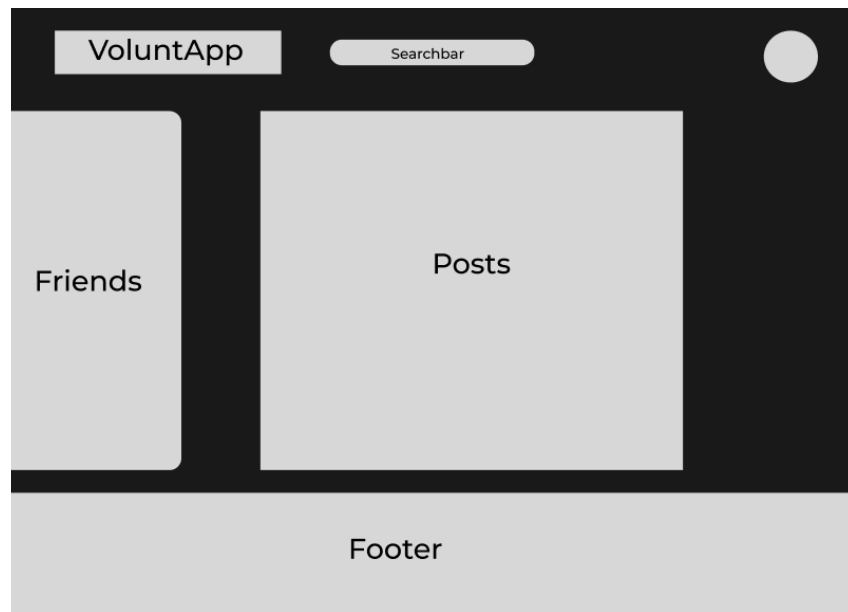

Login Page image

Once the user successfully logs in or creates an account, they are redirected to the main page. This page is thoughtfully organized to provide an intuitive and seamless experience for the user.

At the top left corner, the logo is displayed, reinforcing brand identity and ensuring users can easily identify the platform. Centered at the top is a search bar, allowing users to quickly find content or navigate through the platform. On the top right, the user avatar is visible, giving users easy access to their profile or settings.

On the left side of the main page, the Friends and Groups section is presented, offering a space for users to connect with others and manage their social circles. The central area of the page is dedicated to the Posts section, where the most important content is displayed for the user's engagement. Finally, at the bottom of the page, a footer is placed, which could include additional links or social media icons, providing further navigation options.

Main Page image

       In the mobile version, the interface is simplified to ensure ease of use and better functionality on smaller screens. The **login page** maintains the same general styles but with adjustments to optimize the mobile experience.

       On mobile devices, the large decorative image on the left side is removed to create more space and reduce visual clutter. Instead, the focus is placed on the essential elements. First, the primary logo is displayed at the top of the screen, followed by the secondary logo directly below it. This helps maintain brand visibility and keeps the layout clean and centered.

       Below the logos, the login menu is presented vertically, ensuring that the email and password fields, as well as the create account or login buttons, are easy to navigate and interact with. This streamlined layout ensures that the login process remains quick and simple for users on mobile devices, while still maintaining a professional appearance.

       On the mobile version of the main page, the layout is designed to ensure smooth navigation and user interaction with a simplified interface.

       At the top of the page, the main logo is prominently displayed, reinforcing the brand identity. In the top right corner, there is a search icon that allows users to quickly search for content across the platform.

       Below the search icon, a menu is presented, enabling users to easily navigate between different sections such as posts, friends, or profile content. This ensures that users can switch between sections without confusion and access the features they need seamlessly.

The main content area below the menu dynamically updates to display either posts, friends, or the user profile content, depending on the section the user is navigating to. This organization helps keep the content clear and easily accessible.

Finally, at the bottom of the page, the footer is displayed, providing additional links or information, such as social media icons. This layout keeps everything clean, organized, and easy to use, ensuring a smooth experience for users on mobile devices.
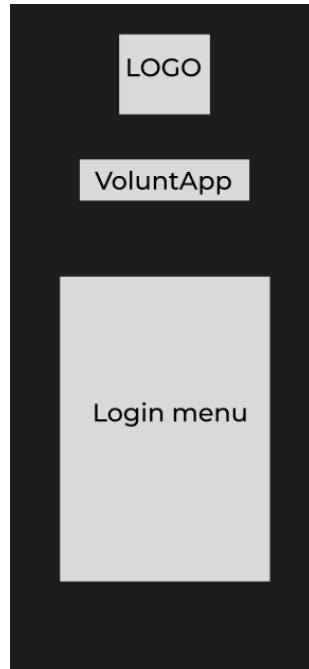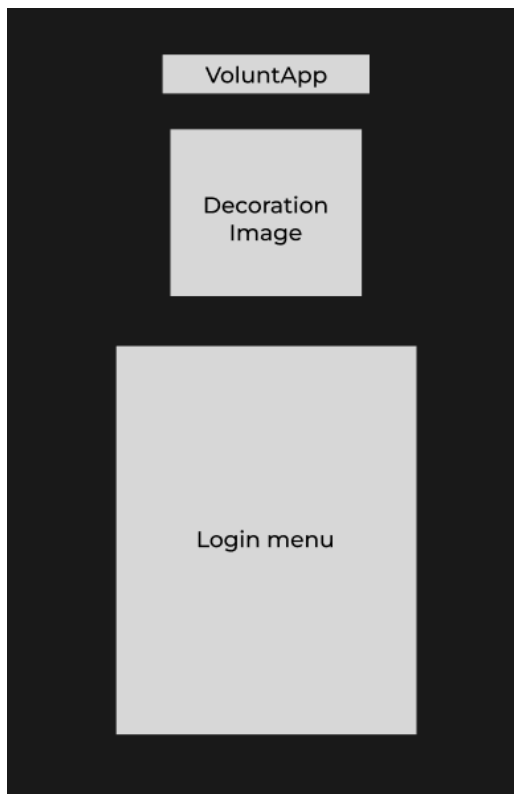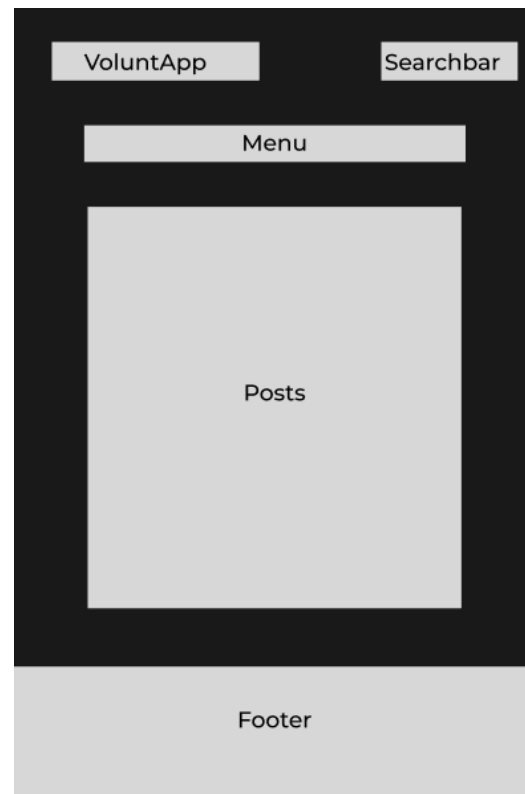

Login Page Mobile image
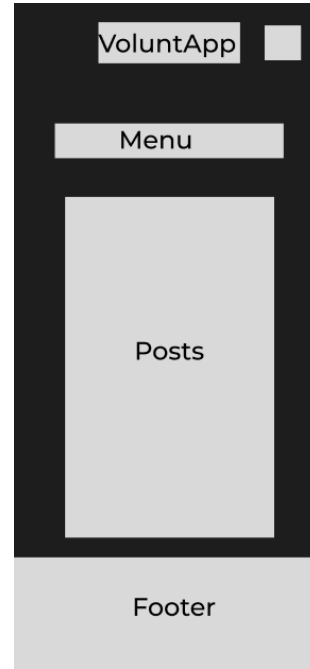
Main Page Mobile image

For the tablet version, the design is similar, only with a few changes:

Login Page Tablets image

Main Page Tablets image

List of Uses

Menu Events Desktop Version:

In the <u>desktop version of the profile</u>, there is a menu that includes sections for Eventos, Posts, and Logros. The menu is designed using the Montserrat typeface with a font size of 20, ensuring clarity and readability. This layout allows users to easily navigate between the different sections of their profile in an organized and visually appealing manner.

When an option is selected in the desktop version of the profile menu, it changes its color to #FF6060. This color change helps visually highlight the active section, making it easier for users to identify which part of their profile they are currently viewing.

Menu Mobile Version:

In the <u>mobile version of the main page</u>, there is a menu with the same styles as the desktop version, but it includes Amigos, Posts, and Perfil sections. This menu allows users to easily navigate through the entire page, ensuring quick access to the different parts of the platform while maintaining a clean and user-friendly layout.

Titles:

In the profile page, the user's name is displayed as an **H1** element, ensuring it stands out as the main heading of the page. This helps maintain a clear hierarchy and improves readability while emphasizing the profile owner's identity.

In the settings page, there is also an "Ajustes" **header**, which is displayed as the main title of the page. This ensures consistency in the design and clearly indicates that the user is in the settings section.

In the main page, the Friends and Groups section includes an **H2** heading that indicates whether the displayed content consists of friends or groups. This helps users easily identify what they are viewing, maintaining a clear and structured layout.

Texts:

Also, in the main page, there are multiple text elements, with the posts receiving the most attention. The content within the posts stands out as the primary focus, ensuring users engage with the shared information, comments, and interactions. With the Montserrat typeface and a font size of 16:

Buscamos voluntari@s para ayudar a los niños afectados por la DANA este 4 de marzo en Aldaya. 💪✨
No necesitas experiencia, solo ganas de ayudar. 💚
Escríbenos y únete. ¡Te esperamos!
#Voluntariado #HaciendoLaDiferencia

In the profile page, there is a Posts section that displays the user's own posts. This section uses the same typeface (Montserrat) and font size (16) as the main page, ensuring visual consistency across the interface.

Conclusion

The VoluntApp Style Guide provides a comprehensive and structured approach to maintaining a consistent visual and functional identity across the platform. By establishing clear guidelines for color palettes, typography, icons, layout, and structural elements, this document ensures that all design and development efforts align with the project's mission of creating an intuitive and engaging user experience.

The carefully chosen color scheme reinforces brand identity, while the use of Montserrat typography ensures readability and modern aesthetics. The well-defined structure of the platform, from the header and navigation system to the profile and posts section, contributes to an efficient and seamless browsing experience for users. Additionally, the strategic placement of icons and images enhances usability and interaction, making it easy for volunteers and organizations to connect and collaborate effectively.

By adhering to these guidelines, developers, designers, and contributors can maintain cohesion and clarity across all aspects of VoluntApp. This document serves as a valuable reference, fostering creativity while ensuring uniformity in design and user interface components. Ultimately, the style guide plays a crucial role in strengthening VoluntApp's impact, ensuring that technology and design work together to drive meaningful social change.