

DESIGN LANGUAGE

Updated 08-15-2022

1 | Typography

Font Family: Geometric Sans-Serif

Font Type: Avenir

Widths: Light/Light Oblique, Book/Book Oblique, Roman/Roman Oblique, Medium/Medium Oblique, Heavy/Heavy Oblique, Black/Black Oblique (at this time no Black or Black Oblique text used on product)

Avenir is a geometric sans-serif typeface with nuances that support legibility as well as a variety of weights that allow for a harmonious and sensible appearance for headlines-to-captions. It is among the most widely used texts in the world which should make it more easily available to a range of users.

- Title Text ranges from 16-28 pt and Roman-Heavy weight.
- Header Text ranges from 14-20 pt and Medium-Heavy weight.
- Body Text ranges from 12-18 pt and Light-Heavy weight.
- Button Text ranges from 12-18 pt and Medium-Heavy weight.

TITLE 1	I Avenir, Heavy (900 Weight), 28 pt, Line Height (N/A), 0.7 px Letter Spacing, #3D405B	I Used on Planner Profile (i.e. Planner Name)
TITLE 2	I Avenir, Medium (500 Weight), 20 pt, Line Height (N/A), 0.5 px Letter Spacing, #3D405B	I Used on Search Results (i.e. Search Bar & Planner Name)
TITLE 3	I Avenir, Roman (400 Weight), 16 pt, Line Height (N/A), 0.5 px Letter Spacing, #3D405B	I Used on Search Results (i.e. Search Bar Location/Date)
HEADER 1	I Avenir, Heavy (900 Weight), 20 pt, Line Height (N/A), 1 px Letter Spacing, #FBFAF4	I Used on Home (i.e. "Featured Events")
HEADER 2	I Avenir, Heavy (900 Weight), 18 pt, Line Height (N/A), 0.36 px Letter Spacing, #3D405B	I Used on Home in Uppercase (i.e. "Popular Services")
HEADER 3	I Avenir, Heavy (900 Weight), 17 pt, Line Height (N/A), 0.25 px Letter Spacing, #3D405B	I Used on Search Prompt (i.e. "What is the event?")
HEADER 4	I Avenir, Roman (400 Weight), 14 pt, Line Height (N/A), 0.1 px Letter Spacing, #3D405B	I Used on Search Prompt (i.e. "Duration")
BODY 1	I Avenir, Heavy Oblique (900 Weight), 18 pt, Line Height 18 pt, 0.0 px Letter Spacing, #3D405B	I Used on Planner Profile (i.e. Planner Quote)
BODY 2	I Avenir, Roman (400 Weight), 16 pt, Line Height (N/A), 0.0 px Letter Spacing, #3D405B	I Used on Planner Profile (i.e. Planner Rating)
BODY 3	I Avenir, Roman (400 Weight), 15 pt, Line Height (N/A), 0.25 px Letter Spacing, #3D405B (90%)	I Used on Home (i.e. Planner Grouping Cards)
BODY 4	I Avenir, Roman (400 Weight), 14 pt, Line Height (N/A), 0.25 px Letter Spacing, #3D405B (90%)	I Used on Search Prompts (i.e. "City or Venue")
BODY 5	I Avenir, Roman (400 Weight), 14 pt, Line Height (N/A), 0.1 px Letter Spacing, #3D405B (90%)	I Used on Search Prompts (i.e. "Filter Chips")
BODY 6	I Avenir, Light (300 Weight), 14 pt, Line Height (N/A), 0.1 px Letter Spacing, #3D405B	I Used on Planner Profile w/ Underline (i.e. Number of Reviews)
BODY 7	I Avenir, Light (300 Weight), 14 pt, Line Height (N/A), 0.0 px Letter Spacing, #3D405B	I Used on Planner Profile (i.e. "MORE" in Planner Bio)
BODY 8	I Avenir, Medium (500 Weight), 13.5 pt, Line Height (N/A), 0.0 px Letter Spacing, #3D405B	I Used on Planner Profile (i.e. "ABOUT" in Planner Bio)
BODY 9	I Avenir, Medium (500 Weight), 13.5 pt, Line Height (N/A), 0.0 px Letter Spacing, #3D405B	I Used on Planner Profile (i.e. "Planner Icon Text")
BODY 10	I Avenir, Book (400 Weight), 13.5 pt, Line Height 14 pt, 0.0 px Letter Spacing, #3D405B	I Used on Planner Profile (i.e. Planner Bio)
BODY 11	I Avenir, Roman (400 Weight), 12.5 pt, Line Height (N/A), 0.0 px Letter Spacing, #3D405B	I Used on Planner Profile (i.e. Planner Icon Text)
BODY 12	I Avenir, Roman (400 Weight), 12 pt, Line Height (N/A), 0.0 px Letter Spacing, #3D405B	I Used on Search Results (i.e. Planner Rating)
BODY 13	I Avenir, Light (300 Weight), 12 pt, Line Height (N/A), 0.25 px Letter Spacing, #3D405B	I Used on Search Results (i.e. Planner Icon Text)
BUTTON 1	I Avenir, Heavy (900 Weight), 18 pt, Line Height (N/A), 0.1 px Letter Spacing, #FFFFFF	I Used on Search Prompts (i.e. "Search Planners")
BUTTON 2	I Avenir, Heavy (900 Weight), 12 pt, Line Height (N/A), 0.5 px Letter Spacing, #3D405B	I Used on Bottom Navigation Bar (i.e. Active Screen)
BUTTON 3	I Avenir, Medium (500 Weight), 12 pt, Line Height (N/A), 0.5 px Letter Spacing, #3D405B	I Used on Bottom Navigation Bar (i.e. Inactive Screens)

2 | Colors

The primary color of the app will be a medium dark shade of grayish blue (#3D405B) which is meant to encourage trust and dependability. It is a classic and familiar color that will appeal to a wide range of people. A terracotta orange (#E07A5F) color will be used to accent areas (i.e. search bar, alert the user (i.e. badge notifications), or draw the user's attention to action items (i.e. primary buttons). This calming orange was selected to be assertive but not aggressive. As there is only one primary color and one alert color, a gradient of both will be used throughout the site to create a hierarchy of emphasis and variety of contrast where necessary. The blue & orange combination is intended to be colorblind-friendly.

A neutral beige color (#F4F1DE) will be used for backgrounds (as opposed to white - #FFFFFF) where a lower contrast is preferred or to differentiate an element from a primarily white colored field. Secondary colors will be used sparingly throughout the product in illustrations (i.e. planner grouping cards) or animations (i.e. onboarding screens). The secondary colors include a sage green (#81B29A) and mild yellow (#F2CC8F).

These five colors are balanced and collectively create a pleasing and uniform palette when applied to all product screens. The objective was to incorporate colors that did not appear too light or feminine which could imply that the app is exclusively for bridal/personal planners, but also avoid a palette that was exceedingly bright or high contrast which could be seen as more corporate and intimidating.

Note, colors to be adjusted slightly for dark mode viewing (in-progress).

PRIMARY		F4F1DE
ACCENT/ ALERT/ ACTION		E07A5F
BACKGROUND/ NEUTRAL		3D405B
SECONDARY		81B29A
		F2CC8F

3 | UI Elements, Styles, & Icons

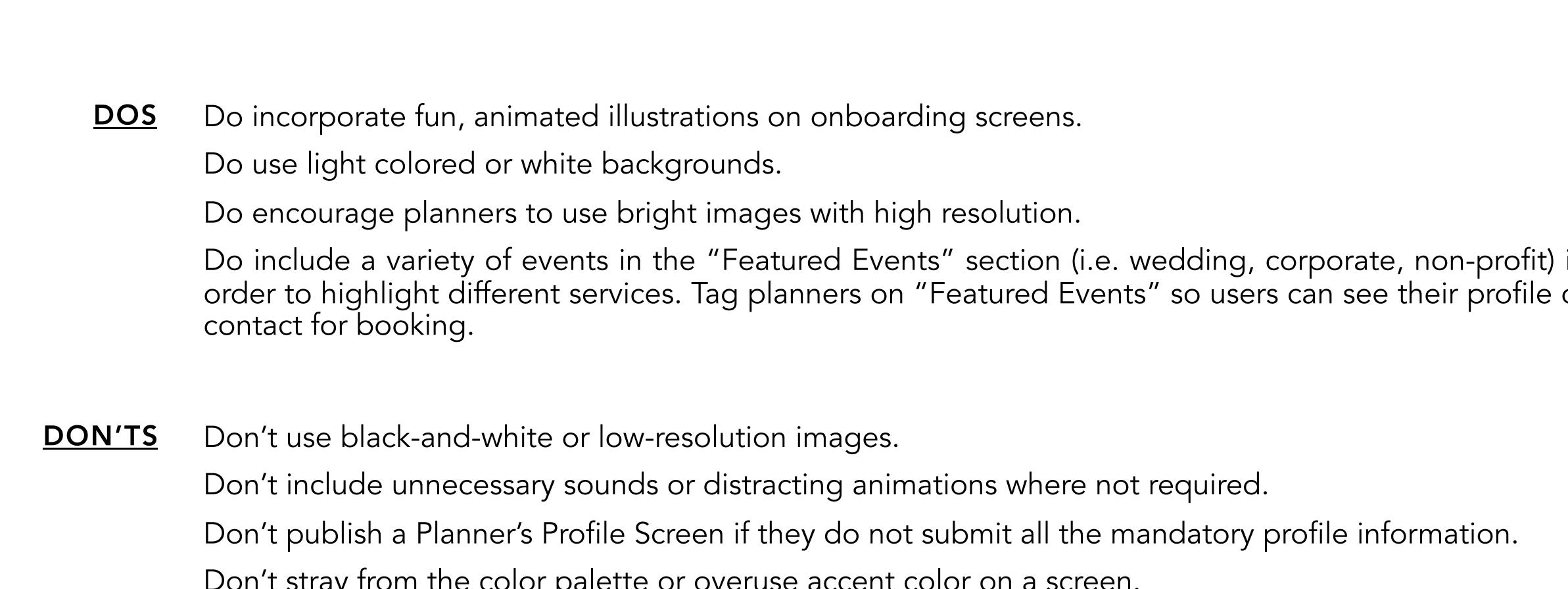
The UI Elements used in the app and developed to date are: Bottom Navigation/Top App Bar, Home Screen Search Bar, Buttons, Profile Icons, and Planner Groupings/Search Prompts/Search Results Cards. See below for further spec & usage information.

HOME SCREEN SEARCH BAR		Specs per Material Design 3. Element to be centered at top of Home Screen. Recent searches displayed when the Search Bar is selected by the user. Search suggestions populate once the user starts typing.
HOME SCREEN CARDS		Planner Grouping Cards to use illustrations related to planner type as opposed to realistic images or photos. Cards to be horizontally scrolled through on the Home Screen.
BOTTOM NAVIGATION BAR		Specs per Material Design 3. Element to be pinned & centered at bottom of all primary screens. Active page to show a filled icon with pill shape and darker/bolder font (see lower bar for active icon examples). Badge notification to show on Inbox icon when new messages/proposals, reminders, or action items.
TOP APP BAR		Specs per Material Design 3. Element to be pinned & centered to top of Search Prompts & Results Screens. Top App Bar to display user provided information. Three Dot menu icon on the right side of the screen takes users to additional search options.
SEARCH PROMPT CARDS		Search Prompt Cards to have three different possible states: 1. Collapsed card with question-header only. 2. Expanded card with question-header, input field, & filter chips. 3. Completed card with section-header & user provided information per input field/filter chips. Card height varies per amount of information included.
BUTTONS		Specs per Material Design 3. Example of a primary button. Typically centered on screen. Additional buttons to be developed for secondary or inactive-state buttons.

SEARCH RESULTS CARDS		Planner Profile Preview Cards to use a combination of images, text, and icons to give the user preliminary information before viewing the full Planner Profile. 1. Star icon in the top right corner allows the user to save the Planner Profile. 2. Users can view planner provided photos by horizontally swiping through images. Maximum number of photos on Planner Profile Preview Cards is five. 3. Text/icons below planner name show rating and additional info. All planners on the platform provide their location, number of employees, years of experience, and completed events. Rating number per reviews on platform only. Cards to be vertically scrolled through on Search Results Screen.
PROFILE ICONS		Action icons centered below the planner's photo/logo on the Planner Profile Screen. Save icon shows as filled once planner is saved by the user. Share icon takes the user to a screen to send a planner profile with one of their phone contacts. Contact icon takes the user to the message planner within the app.

4 | Imagery & Illustrations

All Illustrations used in the app should utilize the app's color palette in order to look related. Any illustration style or type should always be used more than once within the app so there are no standalone or significantly unique uses. For example, Planner Grouping Cards are illustrated similarly & onboarding illustrations have matching aesthetics and thus appear to be created by the same designer. The logo is used sparingly throughout the app so as not to seem repetitive and distract the user from their flow.



Illustrations shown on the onboarding screens prior to user sign-in/login. The size varies per device. To develop subtle animations of the illustrations (in progress).

Illustrations shown on the Planner Grouping Cards to have a bigger centered graphic with two supporting smaller graphics on either side. The size to be proportional to the card.

The Imagery used in the app should be primarily provided by the planners as images will be shown on the Planner Profile Screens & Planner Profile Preview Cards. Suggest to the planners that they provide professional or high quality photos that illustrate their personal brand and design style. Avoid photos that show close-ups on guests or attendees at events. Photo consent to be acquired by the planner prior to submitting. A "Featured Events" section will be included on the Home Screen which will be a graphic documentation of a successful event to give users inspiration and promote planners on the platform.

Images shown on Planner Profile Preview Cards on Search Results Screen as well as on expanded Planner Profile Screen. The size varies per location.

5 | Grids & Layouts

Grids will be used to create a balanced and proportional design on both mobile & desktop screens. The mobile screens will utilize a 5-Column Grid and desktop screens will utilize a 12-Column Grid. Tablet grid in-progress.

MOBILE		Type: 5-Column, Centered Column: ~59px Gutter: 16px Margin: 16px
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DESKTOP		Type: 12-Column, Centered Column: 86px Gutter: 16px Margin: ~116px
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6 | Copy & Language Guidelines

The language should be friendly & approachable for users looking for personal event planners yet still professional & straightforward so users searching for corporate event planners feel confident using the app as well.

The goal for the Search Results Screen is to provide a few basic details about the planner (i.e. location, number of employees, years of experience, and amount of completed events) for the user to scroll through and review quickly. The individual Planner's Profile Screens will have additional copy (i.e. biography & quote provided by the planner) for the user to get a sense of the planner's personality.

In general, bigger images will be favored over large blocks of text. For example, the planner's biography & reviews should be truncated on the Planner's Profile Screen but allow for the user to expand if they wish to read in full.

Empty State Screens will provide the user with encouraging information and suggestions on how to proceed or add content to that section of the app.

DOS Do incorporate fun, animated illustrations on onboarding screens.

Do use light colored or white backgrounds.

Do encourage planners to use bright images with high resolution.

Do include a variety of events in the "Featured Events" section (i.e. wedding, corporate, non-profit) so users can see their profile or contact for booking.

DON'TS Don't use black-and-white or low-resolution images.

Don't include unnecessary sounds or distracting animations where not required.

Don't publish a Planner's Profile Screen if they do not submit all the mandatory profile information.

Don't stray from the color palette or overuse accent color on a screen.