

Recommended Font Sizing & UI Colors

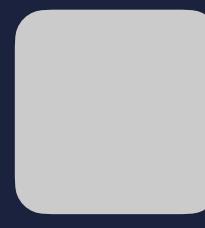
Typography

12pt - XS
14pt - S
19pt - M
21pt - L
27pt - XL

Dark UI Colors



White
#FFFFFF
Used for text



Grey
#CCCCCC
Used for text hierarchy



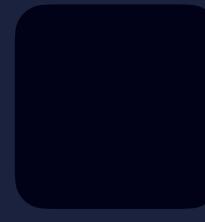
Sky-light
#74A8DC
Used for text hierarchy



Brand-blue-light
#3D9DFE
Used in tab bar icons and touch targets



Velvet
#0F1235
Used for text containers

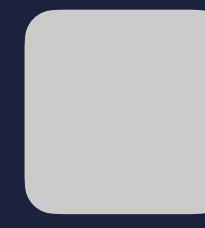


Ink
#010318
Used for screen backgrounds

Light UI Colors



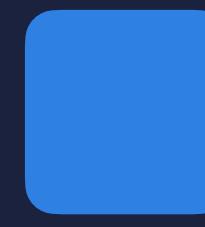
White
#FFFFFF
Used for screen backgrounds



Grey
#C6C6C6
Used for text containers



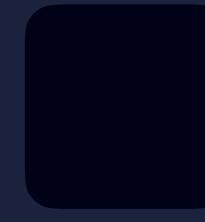
Sky-dark
#6394C6
Used for text hierarchy



Brand-blue-dark
#1E80E3
Used in tab bar icons and touch targets

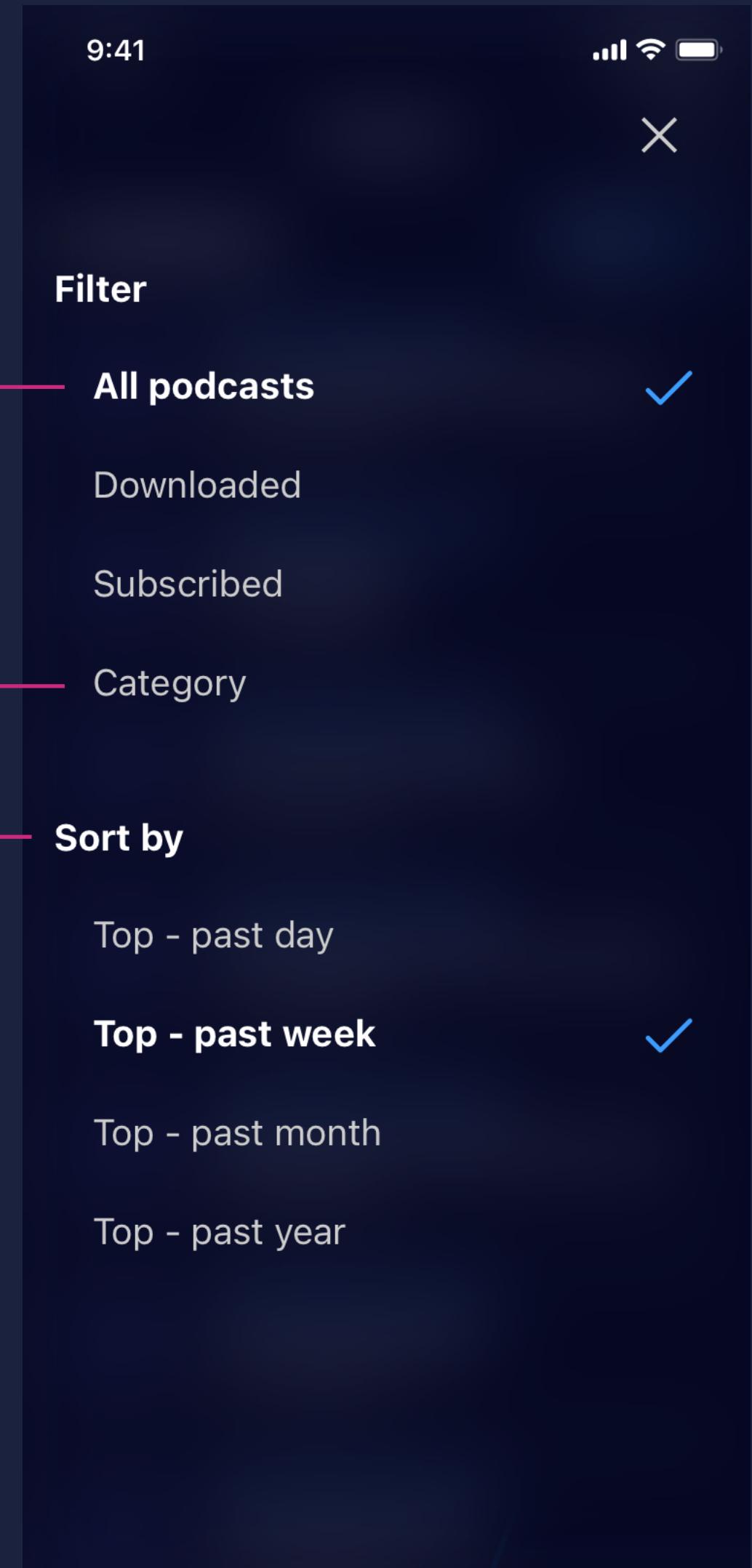
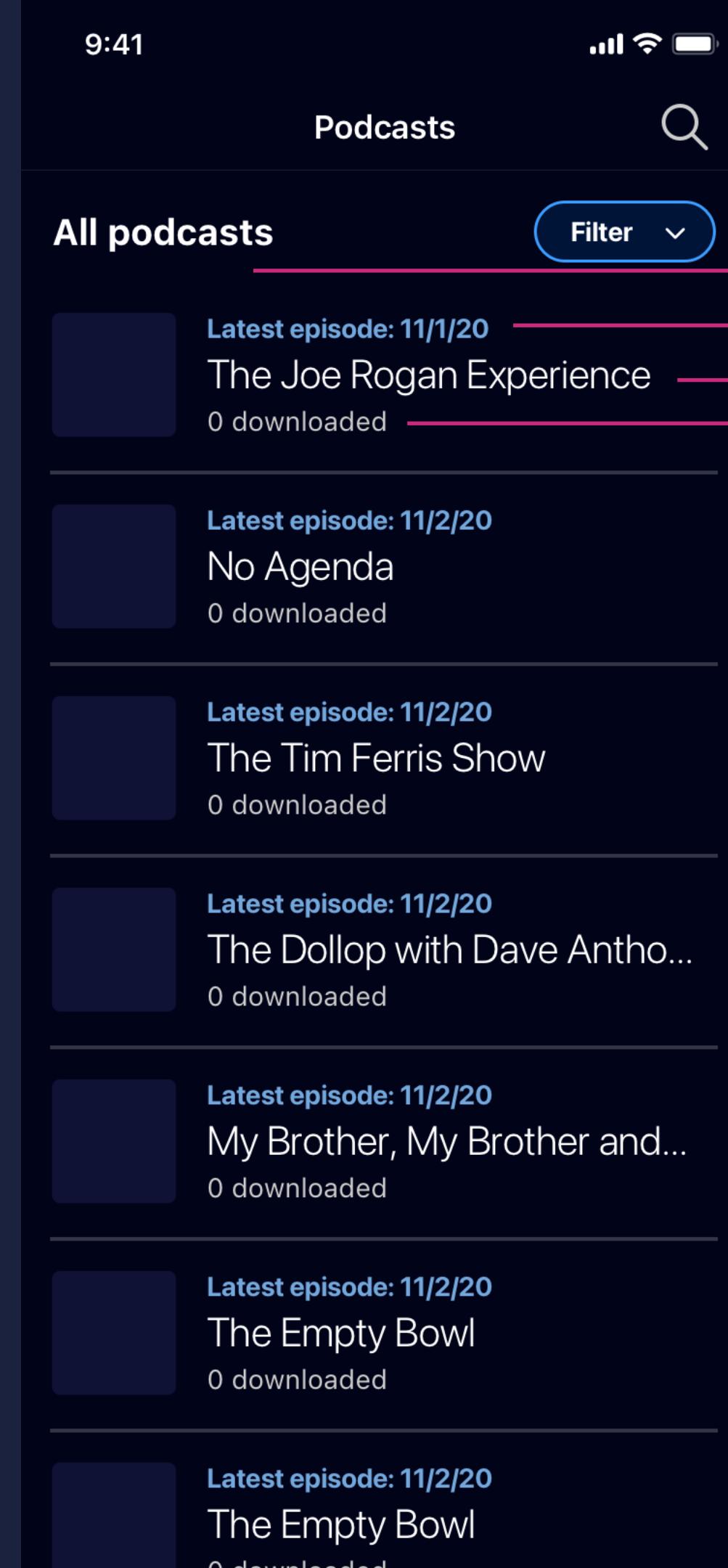
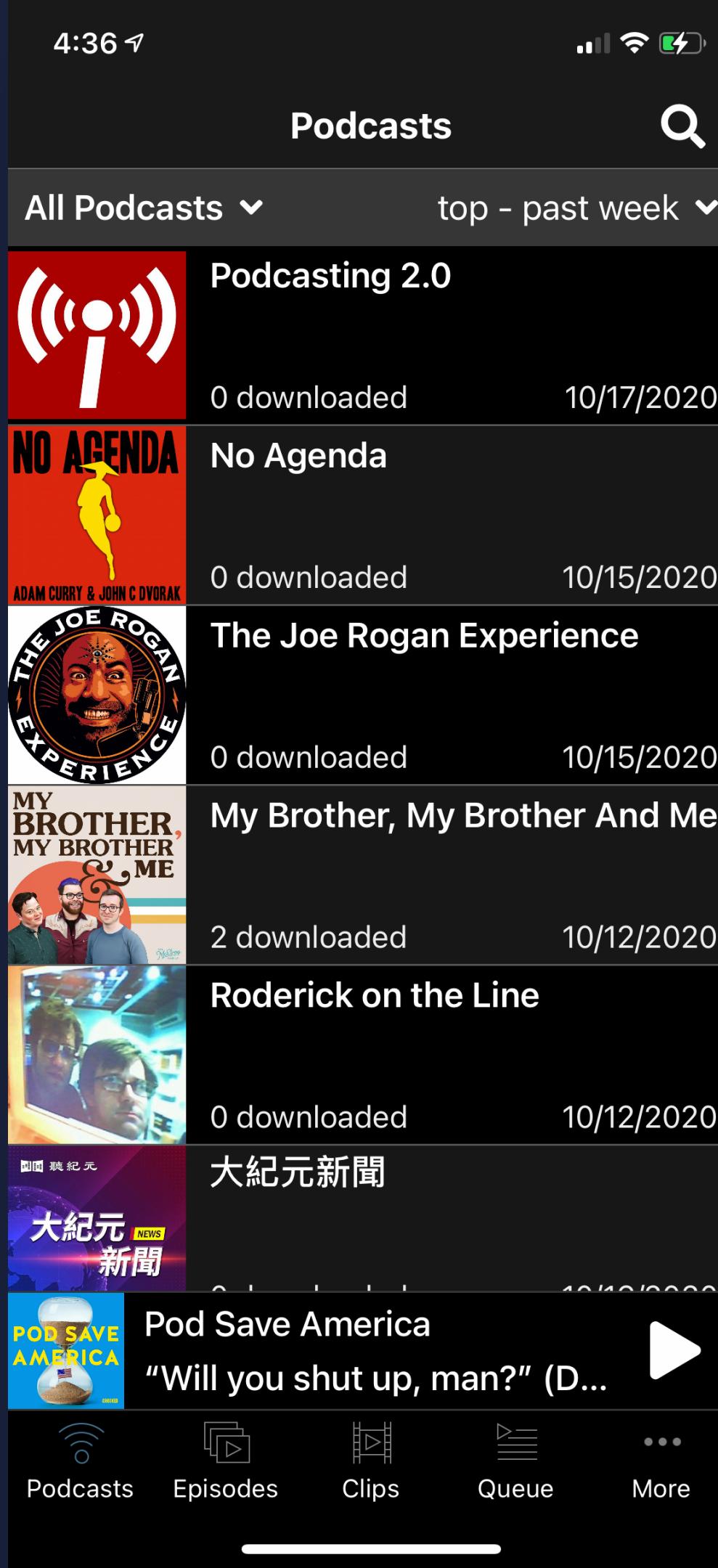


Velvet
#0F1235
Used for text hierarchy



Ink
#010318
Used for text

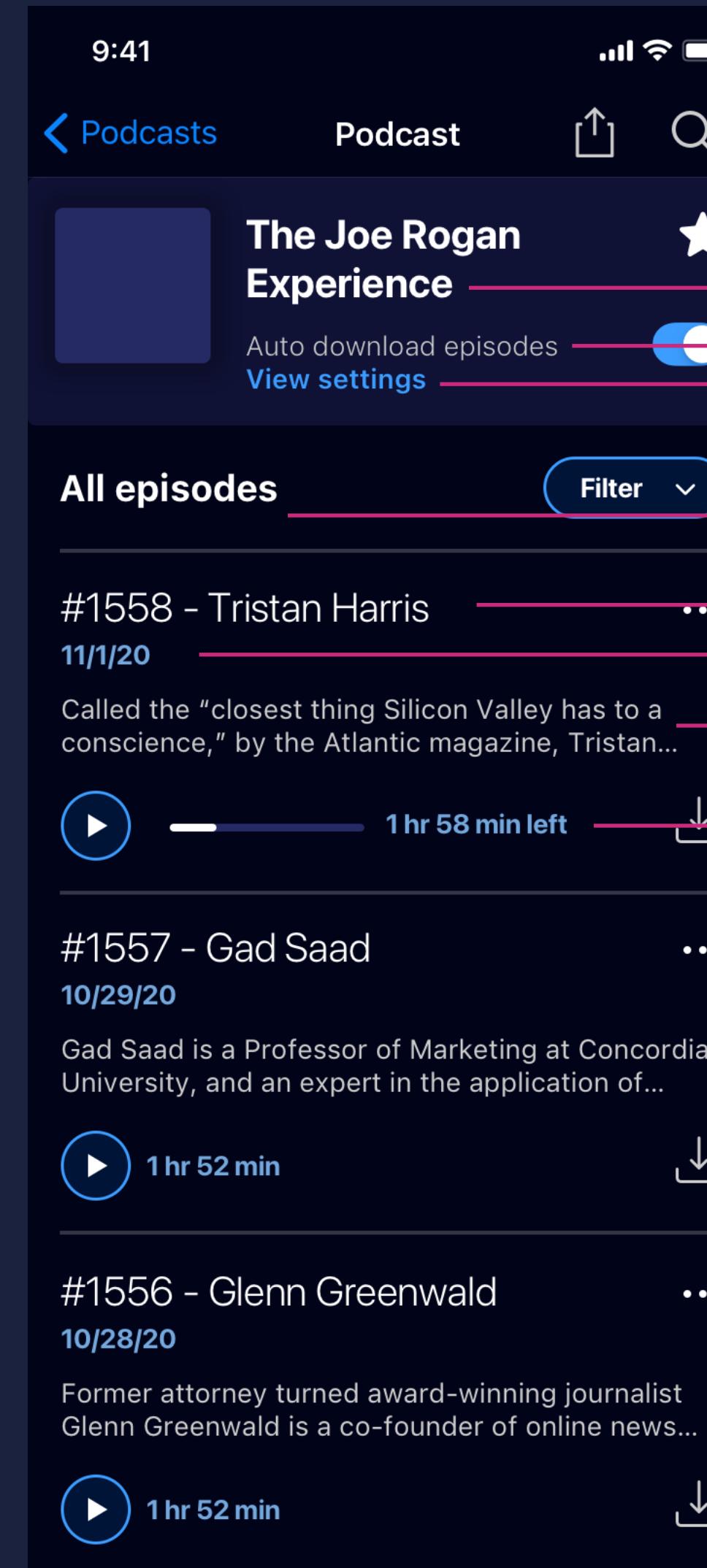
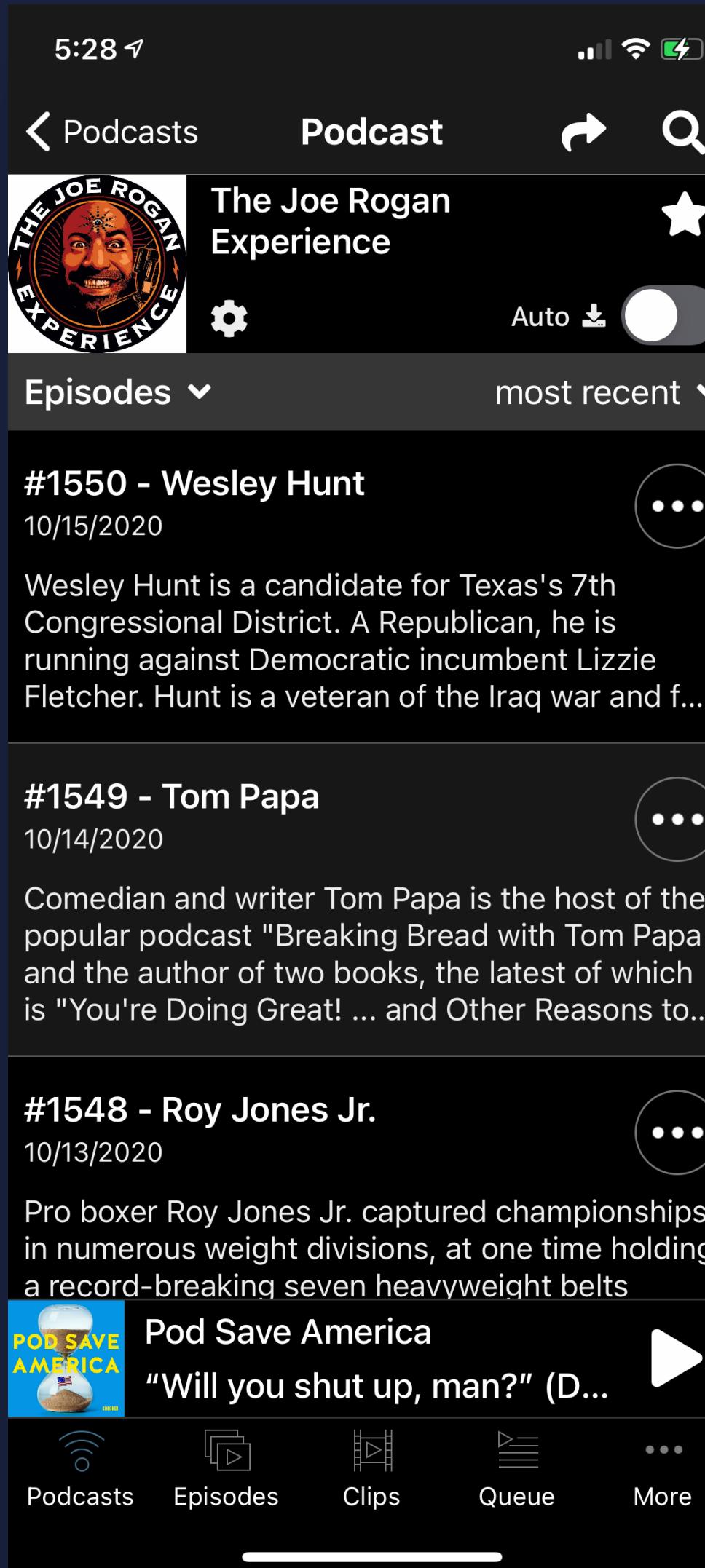
Podcast Landing & Filter



Current

Proposed

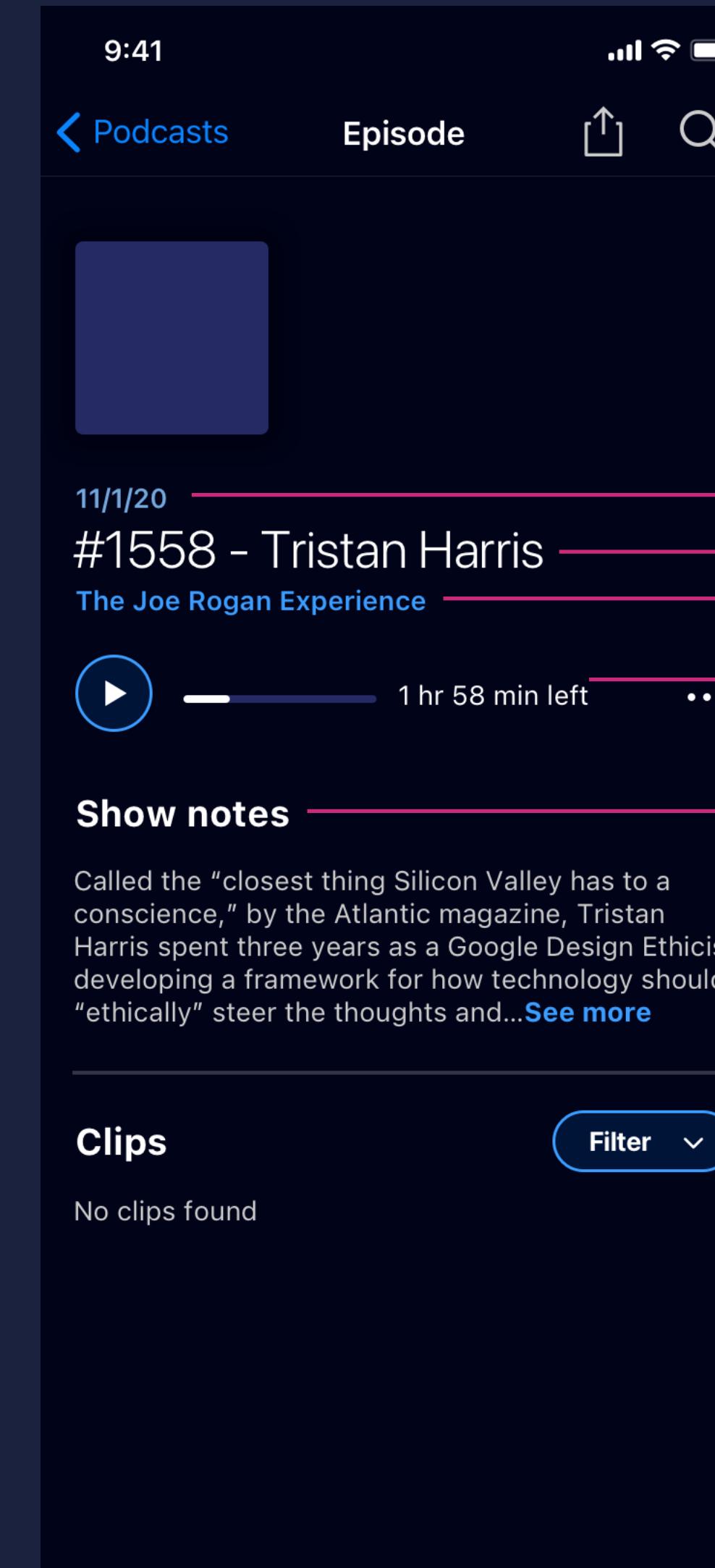
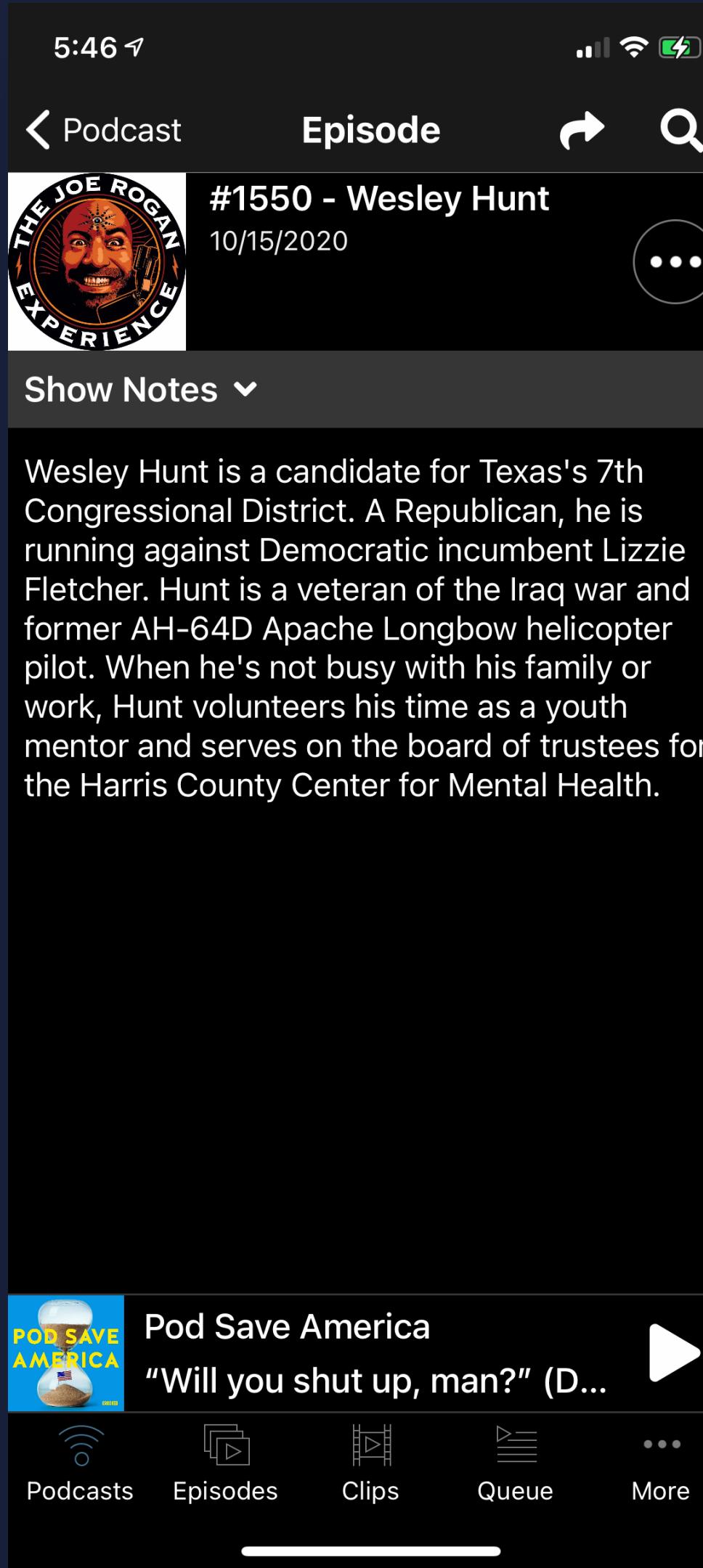
Podcast Details



Current

Proposed

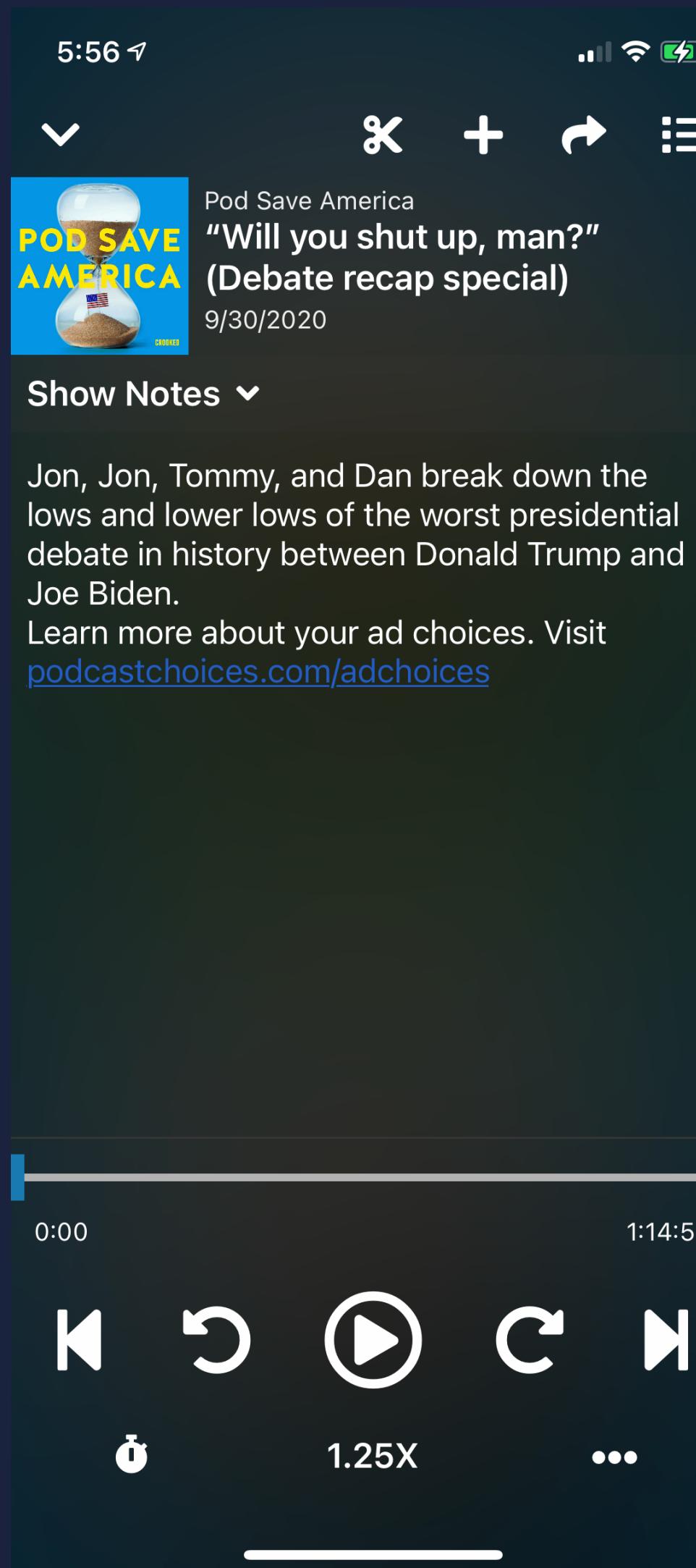
Episode Details



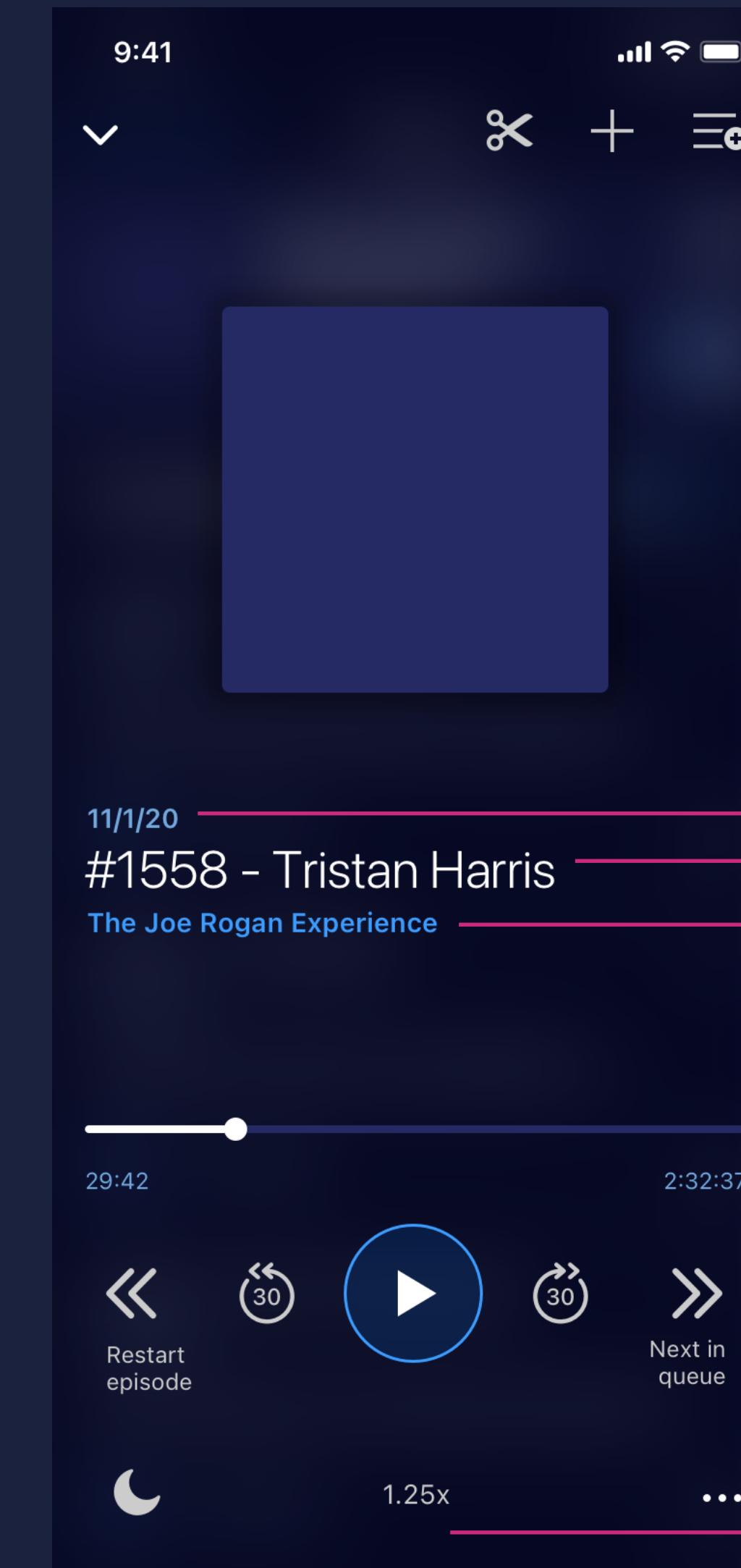
Current

Proposed

Stream screen



Current



Proposed

11/1/20 → 14pt, Sky-light

#1558 - Tristan Harris → 27pt, White

The Joe Rogan Experience → 14pt, Brand-blue-light

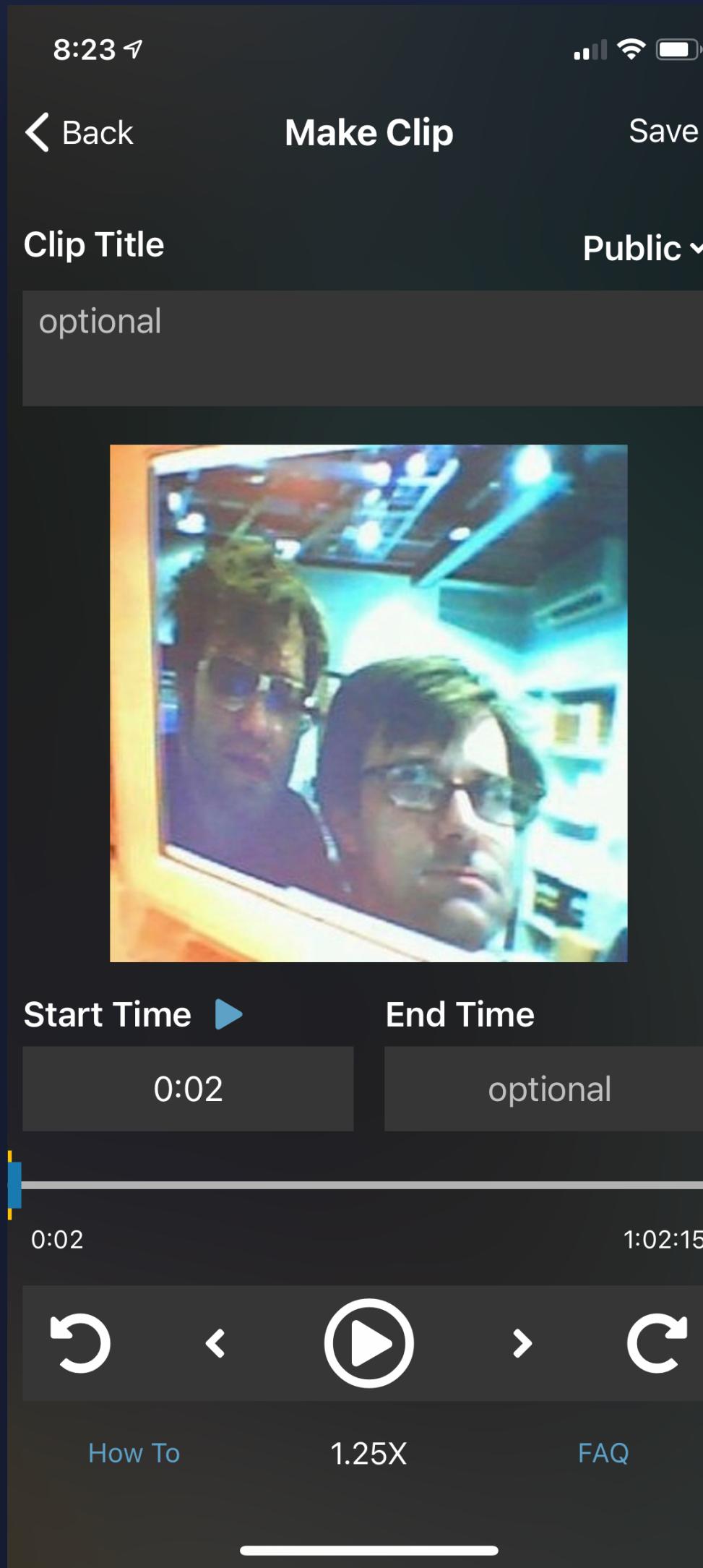
29:42 → 12pt, Sky-light

2:32:37

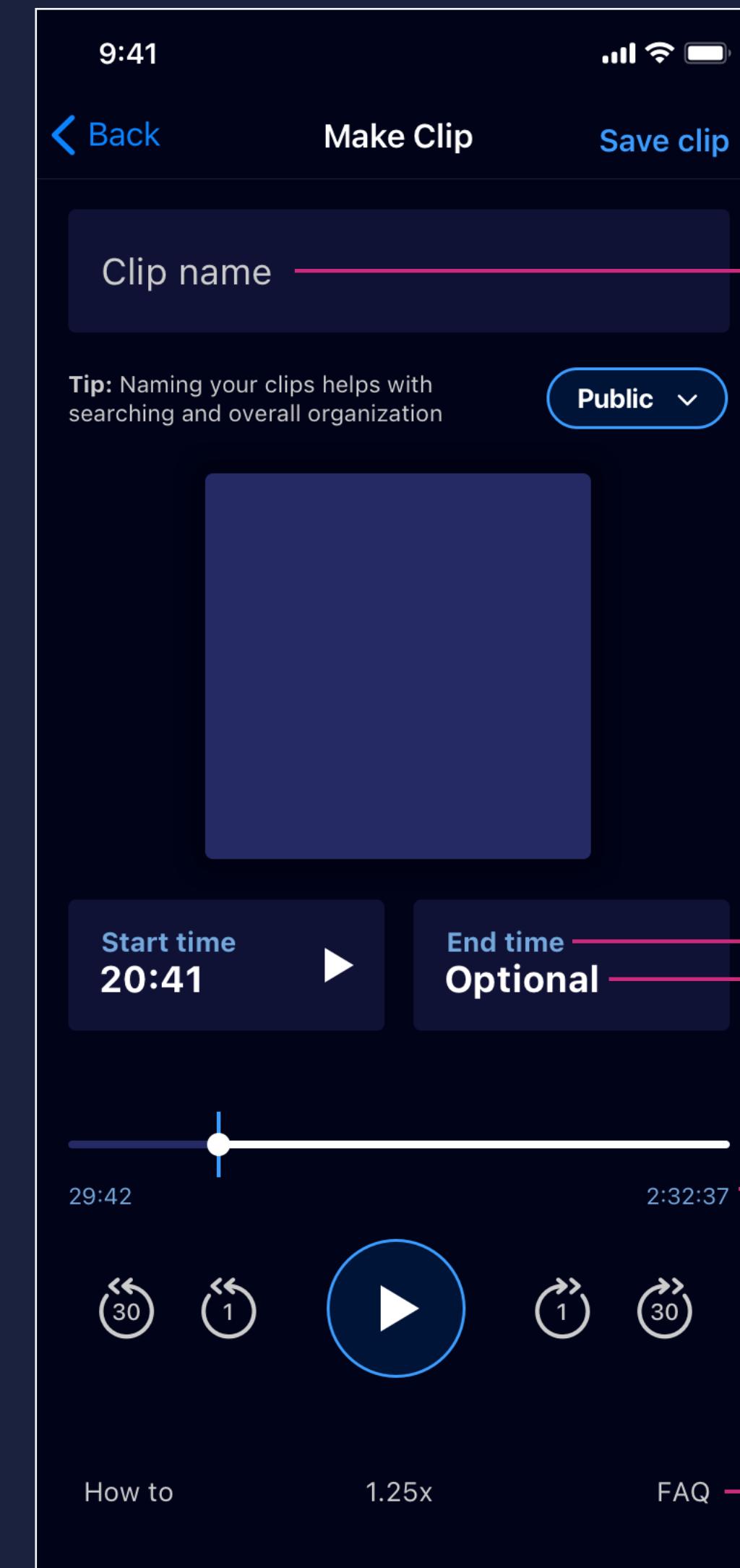
→ 12pt, Grey

1.25x → 14pt, Grey

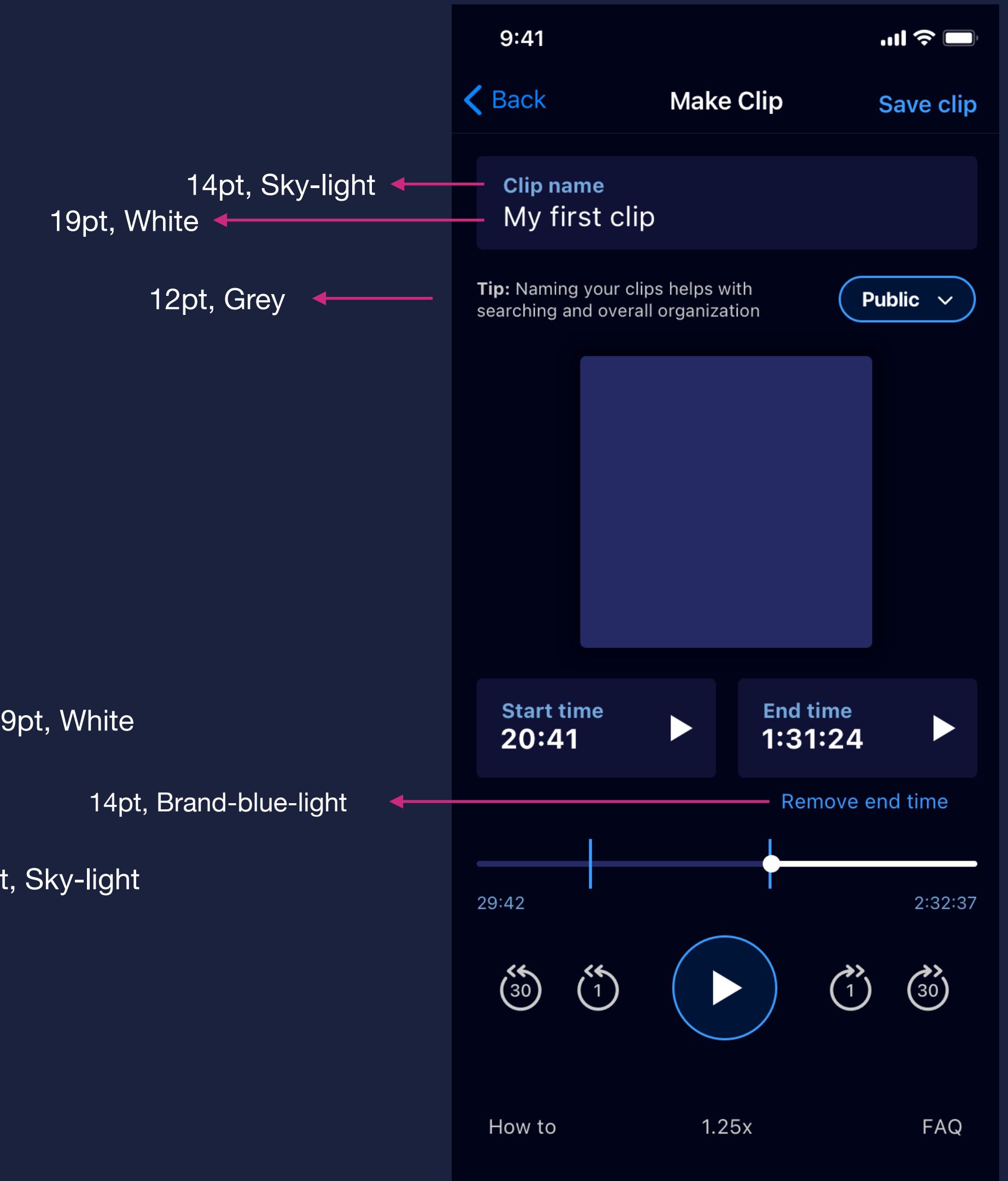
Make clip screen



Current



Proposed



Light UI Screen Examples

The image displays two screenshots of a mobile application interface for a podcast application, showing a light-themed design.

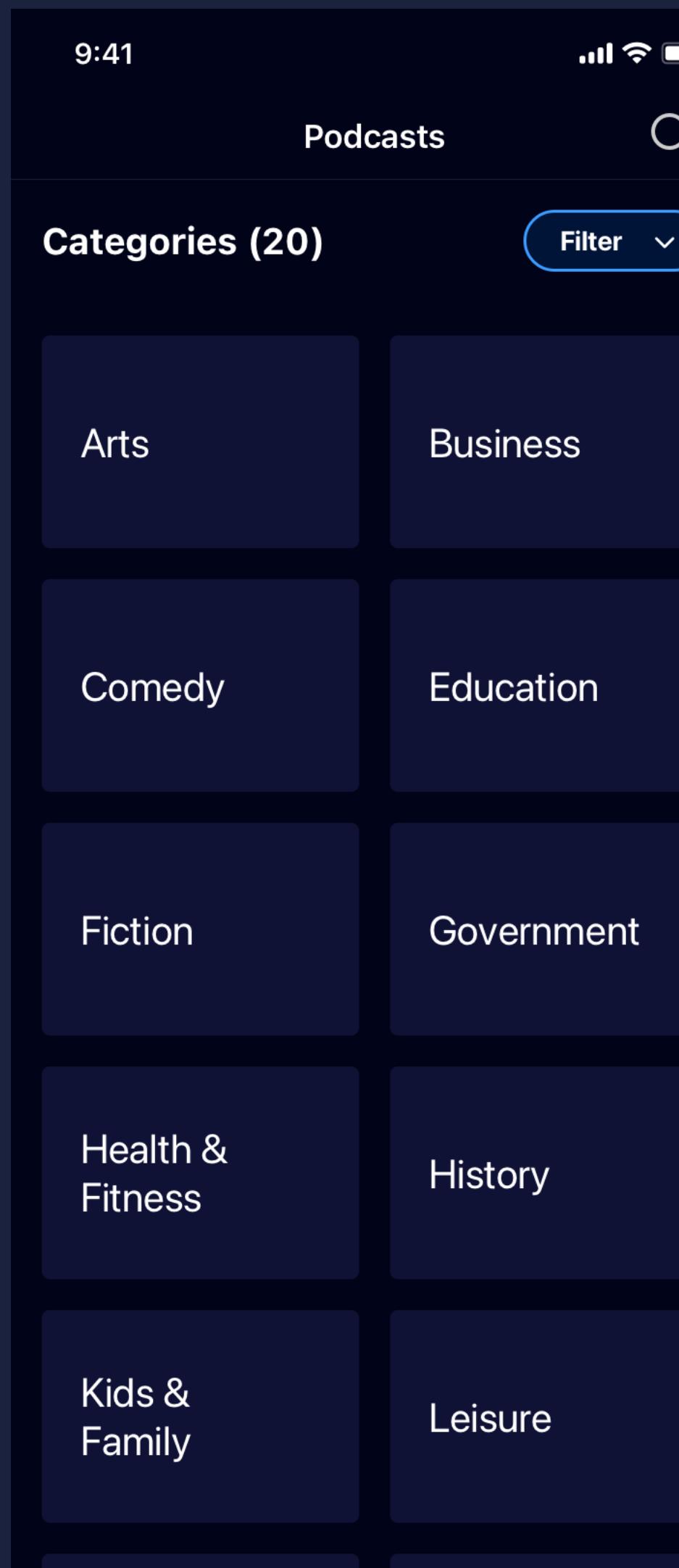
Left Screenshot: Podcasts Screen

- Top status bar: 9:41, signal, battery.
- Header: "Podcasts" and a search icon.
- Section title: "All podcasts".
- Filter button: "Filter ▾".
- Podcast items (each with a gray thumbnail):
 - The Joe Rogan Experience**: Latest episode: 11/1/20, 0 downloaded. Text styling: 19pt, Ink.
 - No Agenda**: Latest episode: 11/2/20, 0 downloaded. Text styling: 14pt, Sky-light.
 - The Tim Ferris Show**: Latest episode: 11/2/20, 0 downloaded. Text styling: 21pt, Ink.
 - The Dollop with Dave Antho...**: Latest episode: 11/2/20, 0 downloaded. Text styling: 14pt, Velvet.
 - My Brother, My Brother and...**: Latest episode: 11/2/20, 0 downloaded. Text styling: 14pt, Ink & Brand-blue-light.
 - The Empty Bowl**: Latest episode: 11/2/20, 0 downloaded. Text styling: 14pt, Ink & Brand-blue-light.

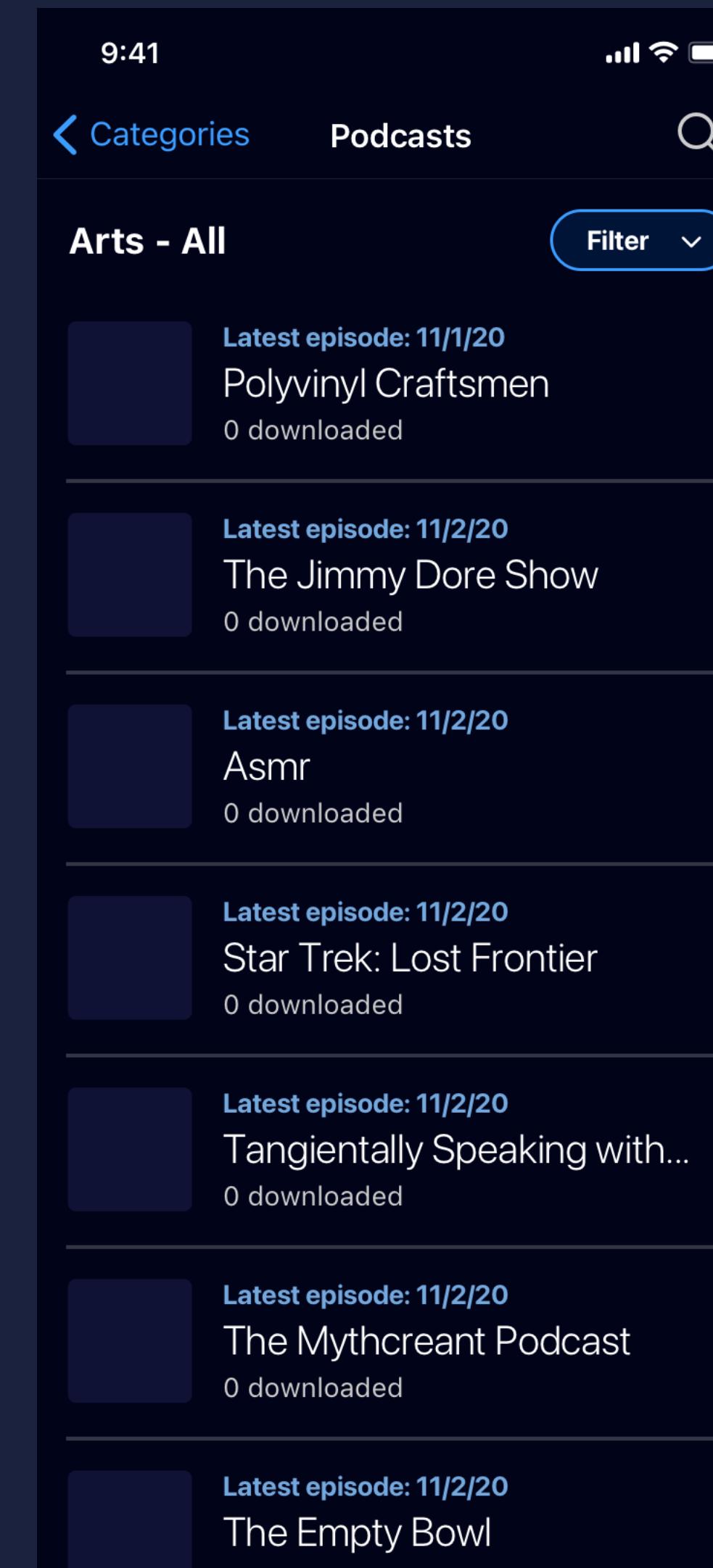
Right Screenshot: Episode Screen

- Top status bar: 9:41, signal, battery.
- Header: "Episodes" and a search icon.
- Podcast thumbnail (gray).
- Episode details:
 - Latest episode: 11/1/20
 - #1558 - Tristan Harris
 - The Joe Rogan Experience
- Player controls: play button, progress bar (1 hr 58 min left), and three-dot menu.
- Show notes:
 - Text: "Called the "closest thing Silicon Valley has to a conscience," by the Atlantic magazine, Tristan Harris spent three years as a Google Design Ethicist developing a framework for how technology should "ethically" steer the thoughts and..."
 - Link: "See more"
- Clips section: "Clips" and a "Filter ▾" button.
- Text: "No clips found".

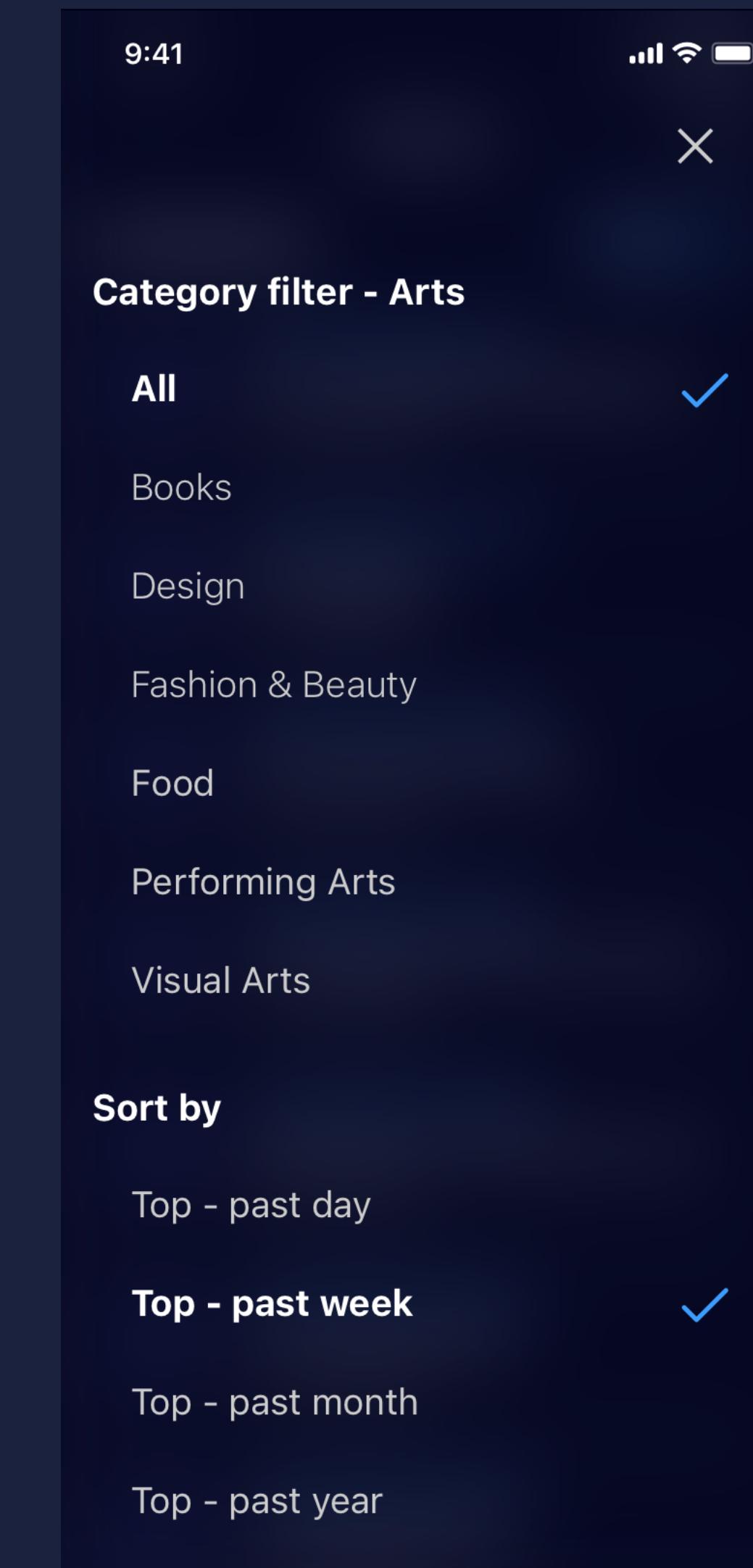
Podcasts Category & Category Filter Example



User selected “Category” from the “All Podcasts” filter screen to see this view



User selected “Arts” from the previous screen categories cards



User selected “Arts” from the previous screen categories cards