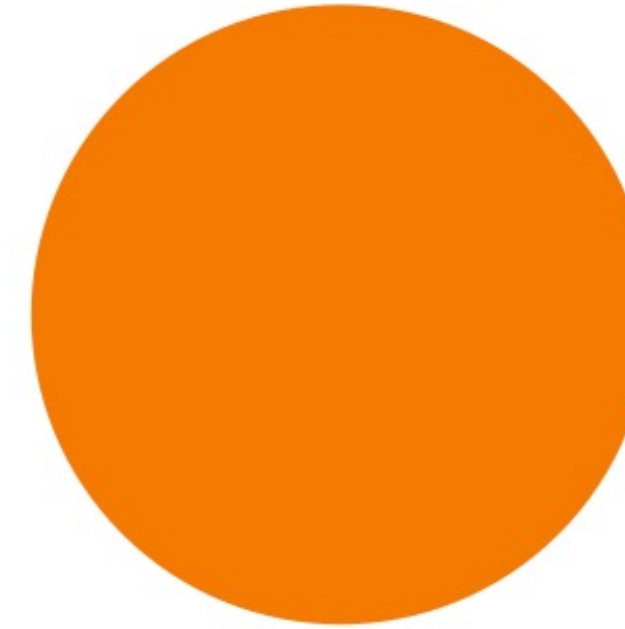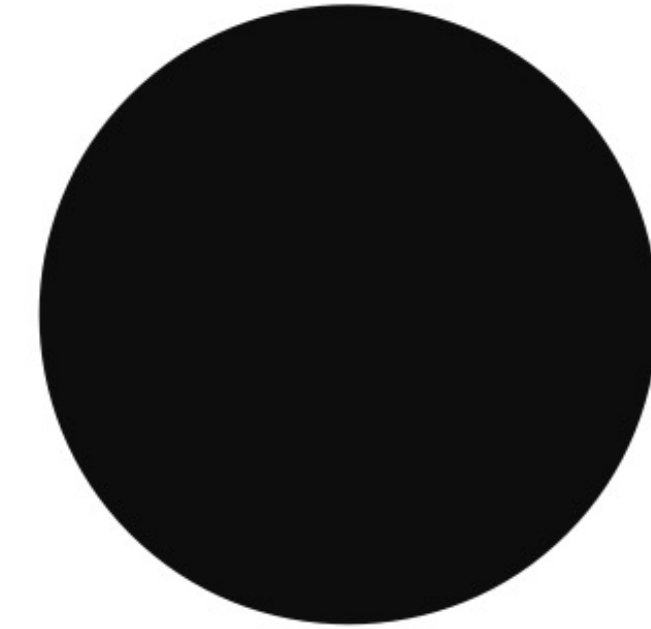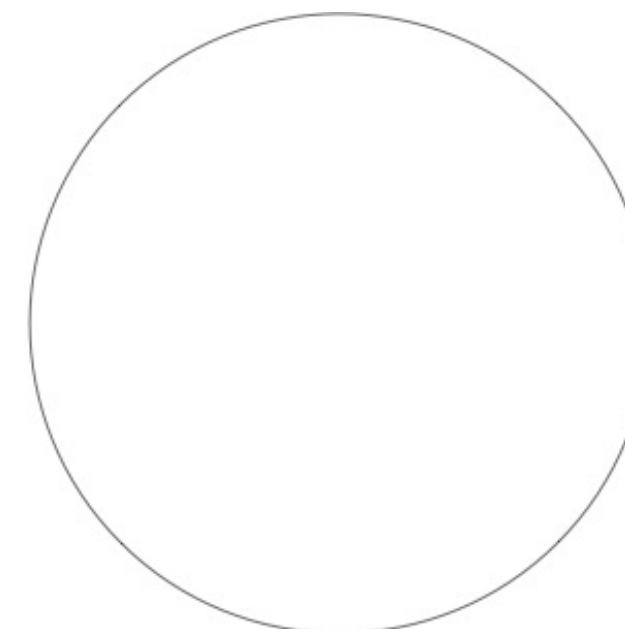# DESIGN LANGUAGE SYSTEM

● COLOURS

The tattoos uploaded to InkTank are the feature - colour usage for the rest of the InkTank platform should be minimal in order not to distract or draw attention from these images. White backgrounds will allow these images to stand out. Pops of orange aim to spark the emotions of joy, excitement and optimistic anticipation for users, positively reinforcing their use of InkTank to help find inspiration for and plan their next tattoo. This colour should be used where the app is needing to draw the users' attention (eg. Buttons). A dark grey background for menus will balance the brighter orange, providing a neutral and balanced base.

HEX #F57A00
Accent colour
Buttons, Alerts, Emphasis

HEX #0D0D0D
Accent Colour
Menus & Pop up headings

HEX #FFFFFF
Backgrounds

HEX #EDEDED
Shadows

UI ELEMENTS & STYLES

UI elements should be graphic, bold and simple in design. Easy to recognise, use and navigate, without drawing attention from uploaded content. Rounded edges should be used for buttons, chips and input forms.

Cards

Zaya

Maps

Search Bar

Q Tattoos…

Bottom Navigation Bar

Tattoos   Artists   Studios   Guides   Profile

Form Input Fields

Full Name

eg. John Smith

Alerts & Notifications

Saved to Dot Work

Filters & Chips

Photo   Illustration   Colour   Black & Grey

Buttons

SIGN UP

GET STARTED

TYPOGRAPHY

As with the UI elements, the typography used in InkTank should be bold and simple in design. Nondescript, easy to read and skim through quickly while scrolling.
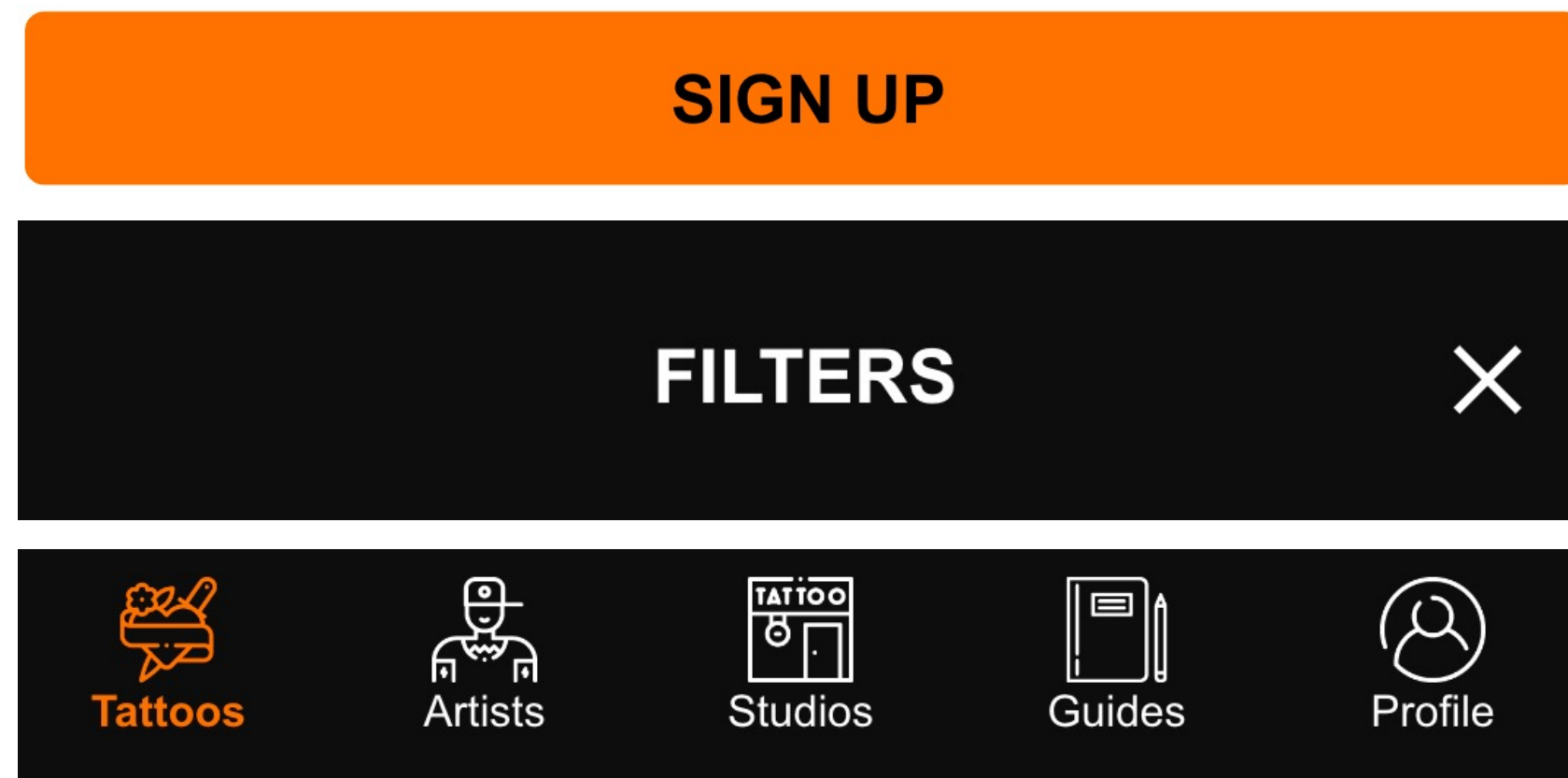
TONE OF VOICE

Users of InkTank should feel like they are getting advice from a friend - language and tone of voice should be casual, friendly, straightforward and simple.

Aa
Impact

Logo
52pt | Regular

Aa
Arial

Header 1
22pt | Bold

Header 2
20pt | Regular

HEADER 3
17pt | Regular | All Caps

Header 4
14pt | Bold

Labels
14pt | Bold

BUTTONS
14pt | Regular | All Caps

Body
14pt | Regular

Lists
16pt | Regular

Chips
12pt | Regular

ACCESSIBILITY

Where possible accessibility standards should be made to AAA standard.

Contrast

User contrasting colours for text on coloured backgrounds as shown.

SIGN UP

FILTERS ✕

Tattoos Artists Studios Guides Profile

Additional Tools

Allow alternative means of inputting text in search bars.

🔍 Tattoos… 🎤

ICONOGRAPHY

Icons should be bold, simple, black and use natural shapes. Users should be able to easily recognise what icons represent and what their use is. Simple graphics will stand out without adding visual clutter to screens.
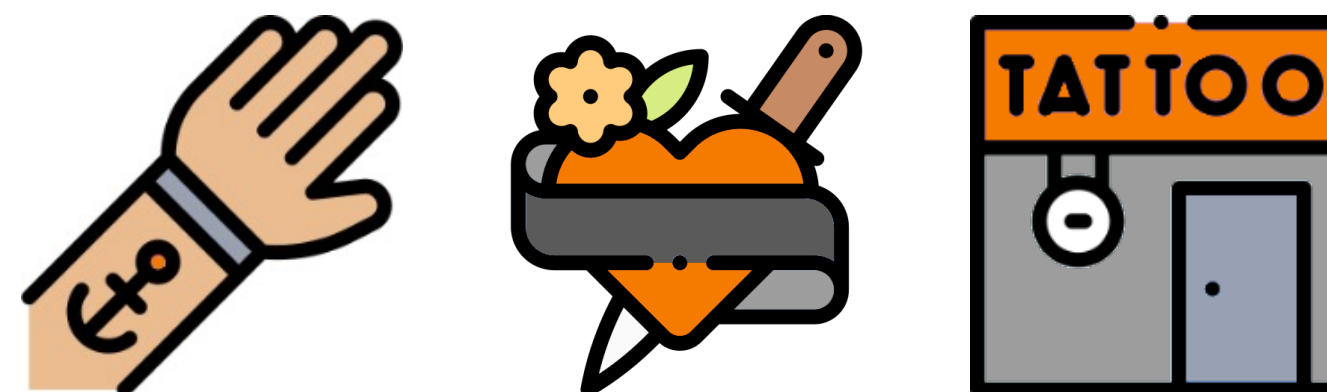
👁 View password

🚫👁 Hide password

♡ Heart (unselected)

← Back

🎤 Voice search

⊕ Add / Create New

🔍 Search

✕ Close

♥ Heart (selected)

⚙ Settings
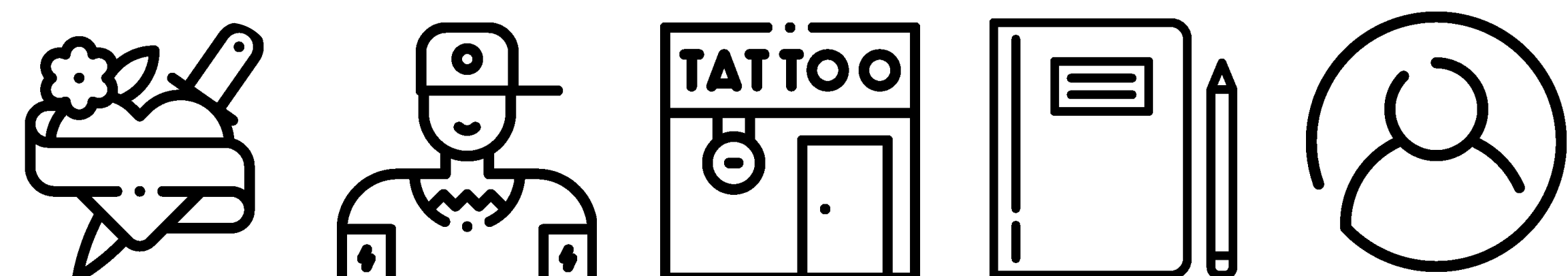
👁 'Preview' tattoo (VR)

ILLUSTRATIONS

As with icons used, illustrations created for InkTank should be graphic, bold and simple. If coloured, illustrations should have solid black outlines. Outline only illustrations should use heavy bold lines and can be used in any complimentary colour from the InkTank colour palette. Illustrations are to be used in onboarding and on the menu only. Where possible, lines and edges should be rounded and 'cartoon' like.
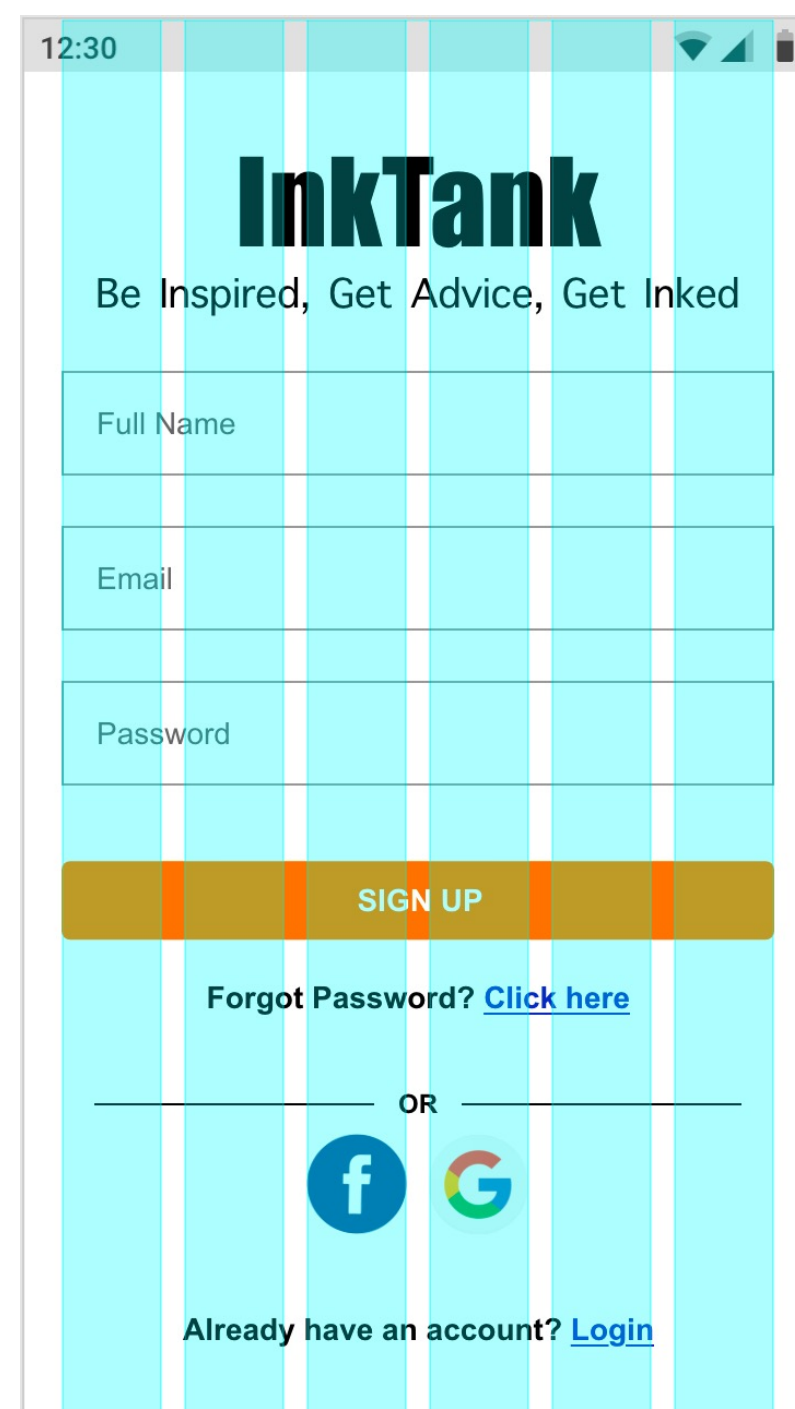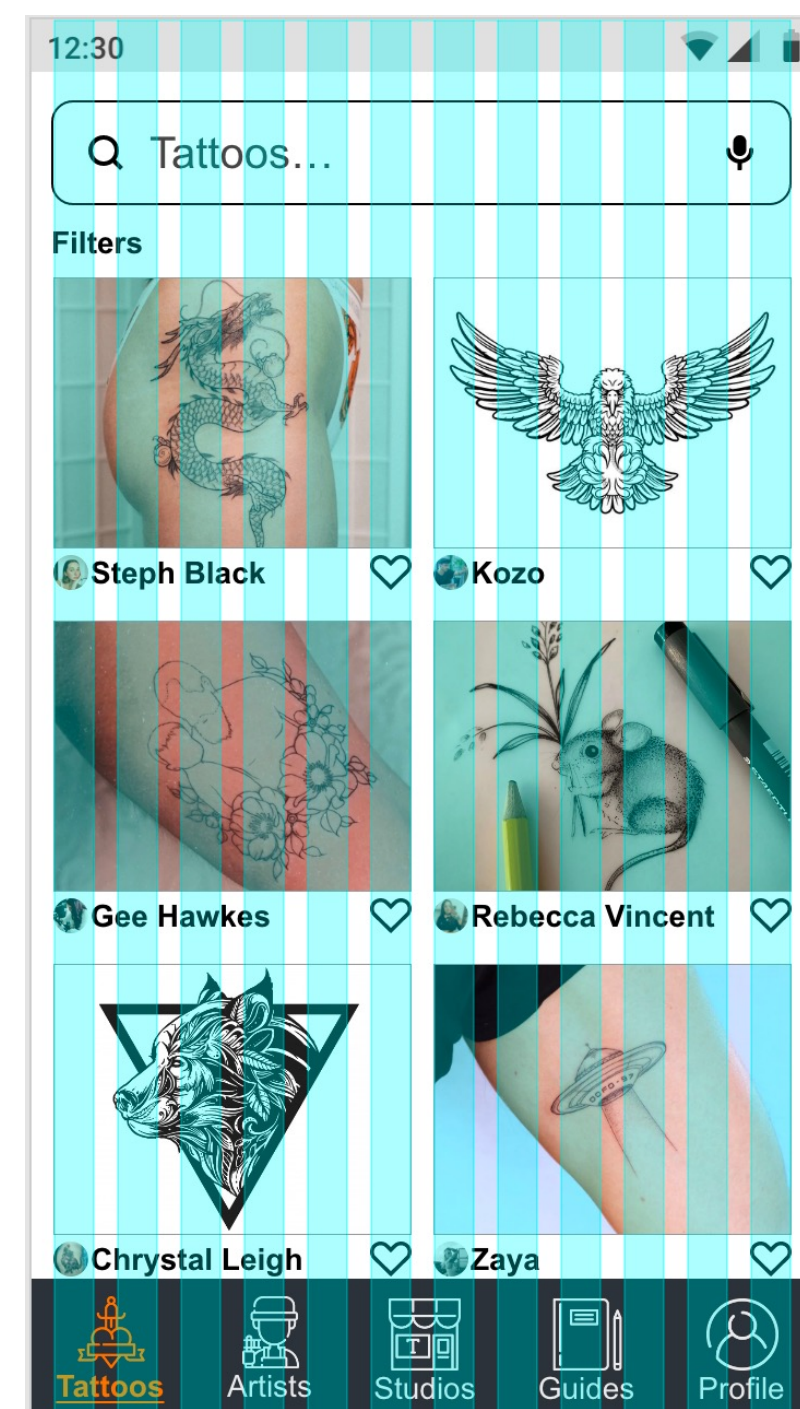
Onboarding

Menu

GRIDS & LAYOUT

Mobile
(Onboarding & Login)

6 Columns
10px Gutter
46px Column

Mobile
(App Content)

12 Columns
10px Gutter
19px Column

Desktop

12 Columns
24px Gutter
60px Column