

DESIGN LANGUAGE SYSTEM

I InkTank

01. COLOUR PALETTE

The colour palette has been selected to create a trustworthy, sophisticated, clean, but also natural and human aesthetic. The colours have been carefully selected to minimise a visual imbalance that can occur due to the lack of control over the images the users upload.

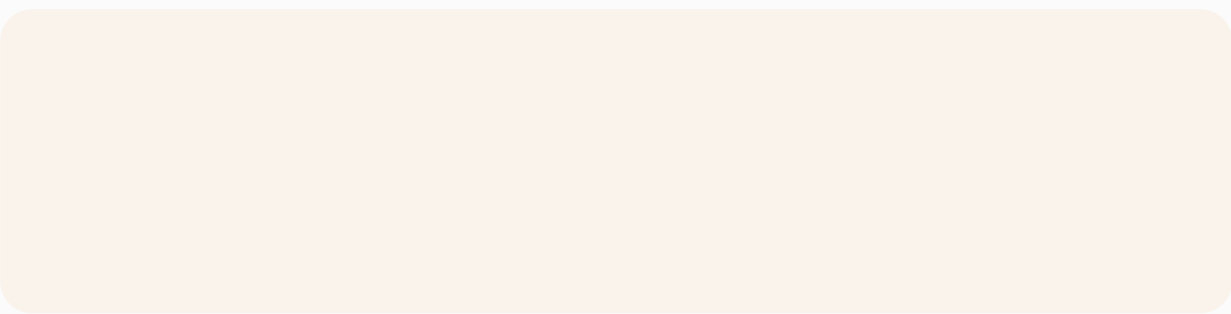


PRIMARY COLOURS | TAN
HEX #B49883

| CHOCOLATE
HEX #8F6A56

| GINGERBREAD
HEX #804220

Typography + icons + UI elements



SECONDARY COLOUR | CREAM
HEX #FAF3EB Opacity 100% + 80%

UI elements



COLOUR #1 | BLACK
HEX #000000

Typography



COLOUR #2 | GRANIT
HEX #595959

Typography



COLOUR #3 | Concrete
HEX #757575

Icons + UI elements



BACKGROUND | OFF WHITE
HEX #FBFBFB

Background



FILL | WHITE
HEX #FFFFFF

UI elements



ACCENT | RED | SUN
HEX #C20000 HEX #E9BB3D

Typography + UI elements

02. TYPOGRAPHY

Helvetica Bold is used to emphasise the hierarchy of information within the app and highlight ghost buttons.

Title 1 | Helvetica Bold 26 PT

Title 2 | Helvetica Bold 22 PT

Heading | Helvetica Bold 20 PT

Title 3 | Helvetica Bold 15 PT

Button | Helvetica Bold 13 PT



BrownStd Light is used as an elegant contrast in form of copy and button labels.

Body + form | BrownStd Light 22 PT

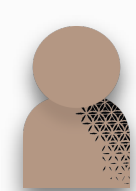
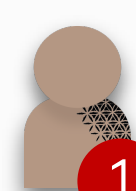






















Button + form + subtitle | BrownStd Light 17 PT

Body + filters + form | BrownStd Light 15 PT

Caption + filters | BrownStd Light 13 PT

03. ICONS

The selection of icons are universally known. The only exception is the Profile icon that is a variation of the standard icon. The main sizing throughout the app is 24px in width and/or height. In closed forms the sizing is 17px in width and/or height. HEX #B49883 or HEX #8F6A56 may be used when an icon needs to be emphasised.

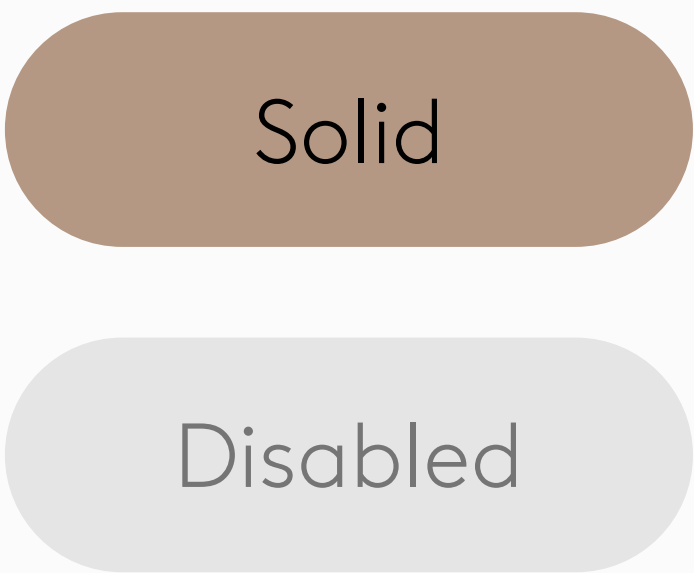
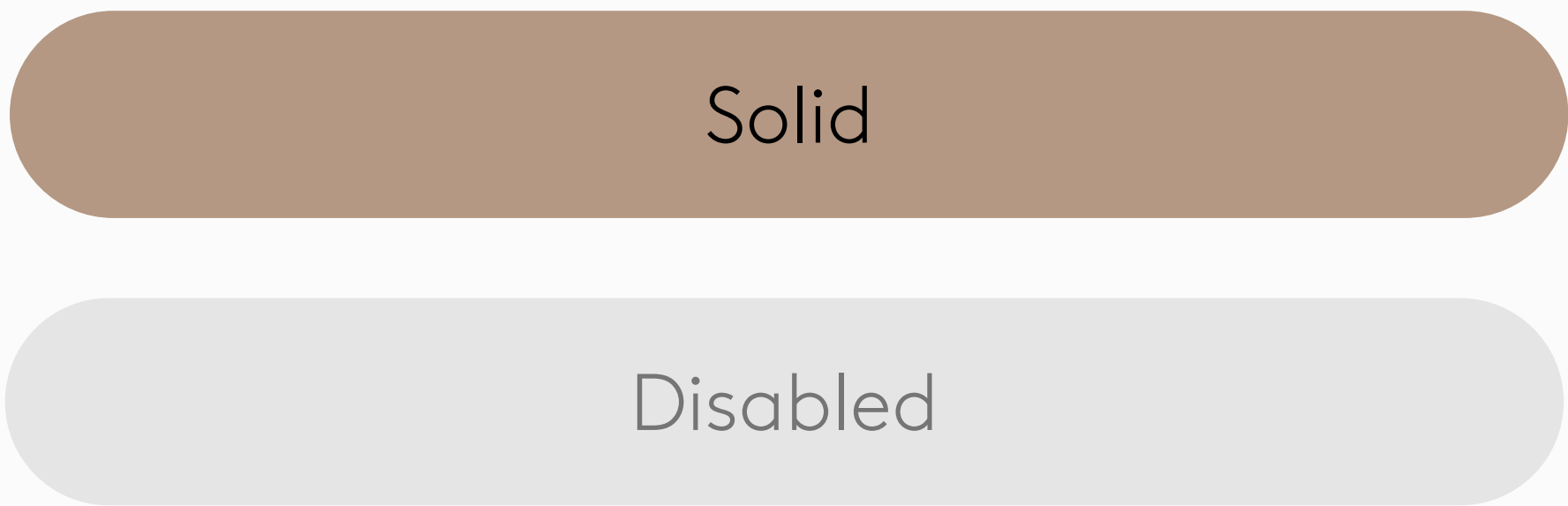
						
PROFILE	PROFILE + NOTIFICATION	EXIT	RETURN	DROPDOWN	ADD	SEARCH
						
MENU	PASSWORD	MASK	UNMASK	SAVE	SAVED	SHARE
						
MESSAGE	BOOKINGS	CAMERA	FACEBOOK	FACEBOOK	INSTAGRAM	INSTAGRAM
						
GMAIL	GMAIL	WEBSITE				

04. UI ELEMENTS

I BUTTONS

I Primary

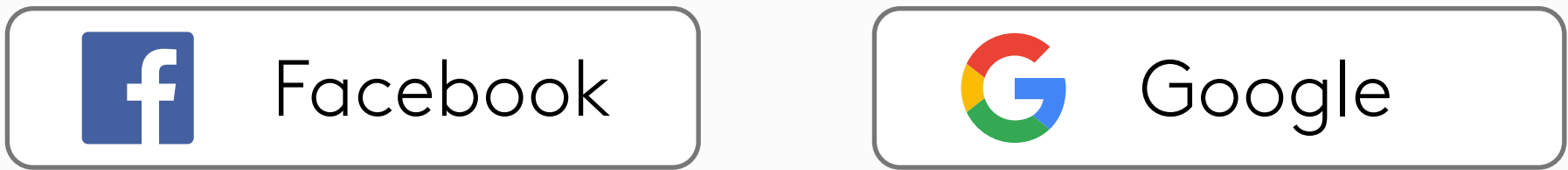
Primary buttons are always 44px in height and maximum 330px in width. Corner radius 22px. The width of the button may vary depending on the amount of content on a wireframe. If a button needs to be highlighted the maximum width should be applied. In emptier wireframes the button width may be adjusted to its label width.



I Social

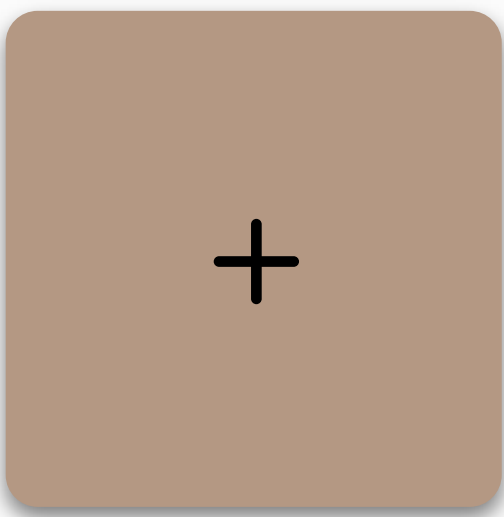


The icon size is 24px in width and/or height.



Buttons containing icons are 34px in height and 149px in width. Corner radius 6px. Icons withing buttons are in HEX #B49883 and 24px in width and/or height.

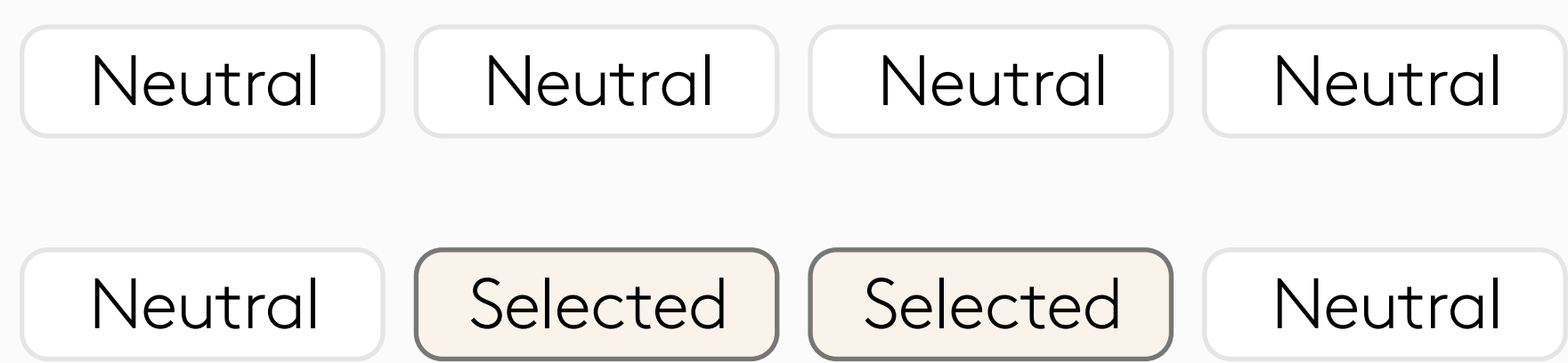
I Add



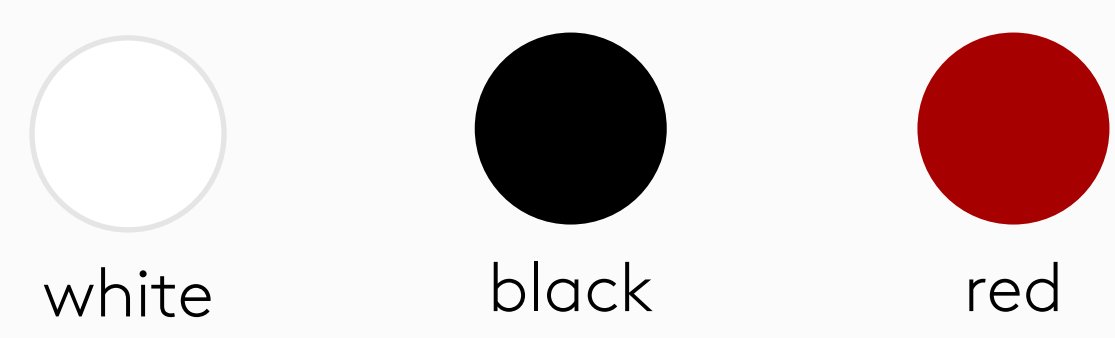
When a board needs to be created. Dimension 93px x 93px. Corner radius 6px.

I SELECTORS

I Filters



neutral



selected



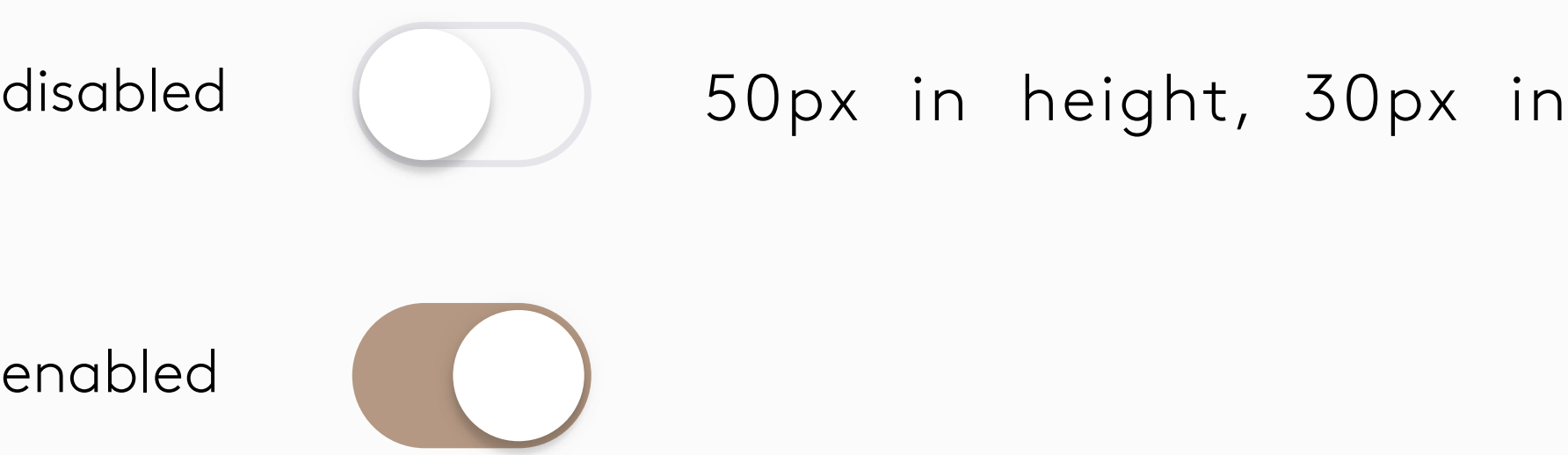
neutral



selected



I Toggle

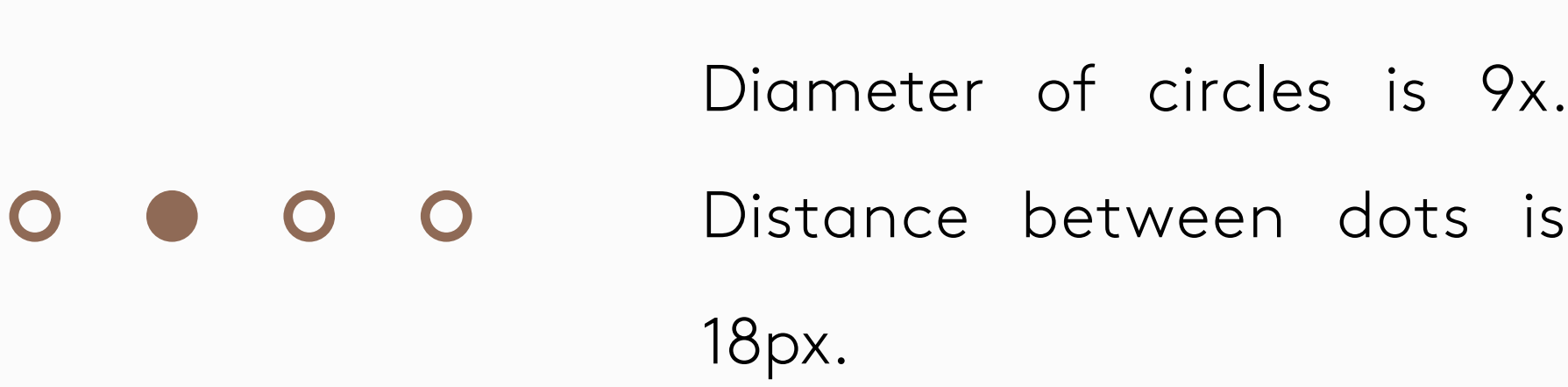


When multiple filters can be selected the chosen options change colour. The buttons are maximum 24px in height. The width of all buttons adjusts to longest label. Corner radius 6px.

Each circle has a diameter of 36px. Selected colour filters are highlighted by a check mark either in HEX #E5E5E5 or HEX #777777 depending on the background colour and an outline in HEX #777777, diameter 42px.

Selected filters in form of images have a faded appearance created by adding a layer in HEX #FAF3EB, opacity 80%. The buttons are 78px in height and 100px in width. Corner radius 6px.

I Pagination





Diameter of circles is 9x. Distance between dots is 18px.

I FORMS

I Search bar

The search bar is always 34px in height and 330px in width. Corner radius 40px.

 Search

 City



I E-mail + Password

The form is 44px in height and 330px. Corner radius 6px.


E-mail

 email@example.com

Password

 Create password 


E-mail

 alex.xyz@gmail.com



Password

E-mail

 alex.xyz@gmailcom 

Password

 xoz39thap! 

Oops! Your e-mail is invalid.

I Board name + Username

The form is 44px in height and 330px. Corner radius 6px.

Name

Example: " Favourite tattoos"

 Username

Name

Watercolours

 Alex

I First time message

The subject form is 34px in height and 300px in width. The message field is 152px in height and 300px in width. Corner radius 6px.

Select a subject

▼


Write...

Bookings


▼

Hi,
I love your work and am interested in getting a tattoo by you. If I book an appointment with you does that include the time discussing the design I'd like?

I Messenger


 Message

Send

 Hi, would you be available

Send

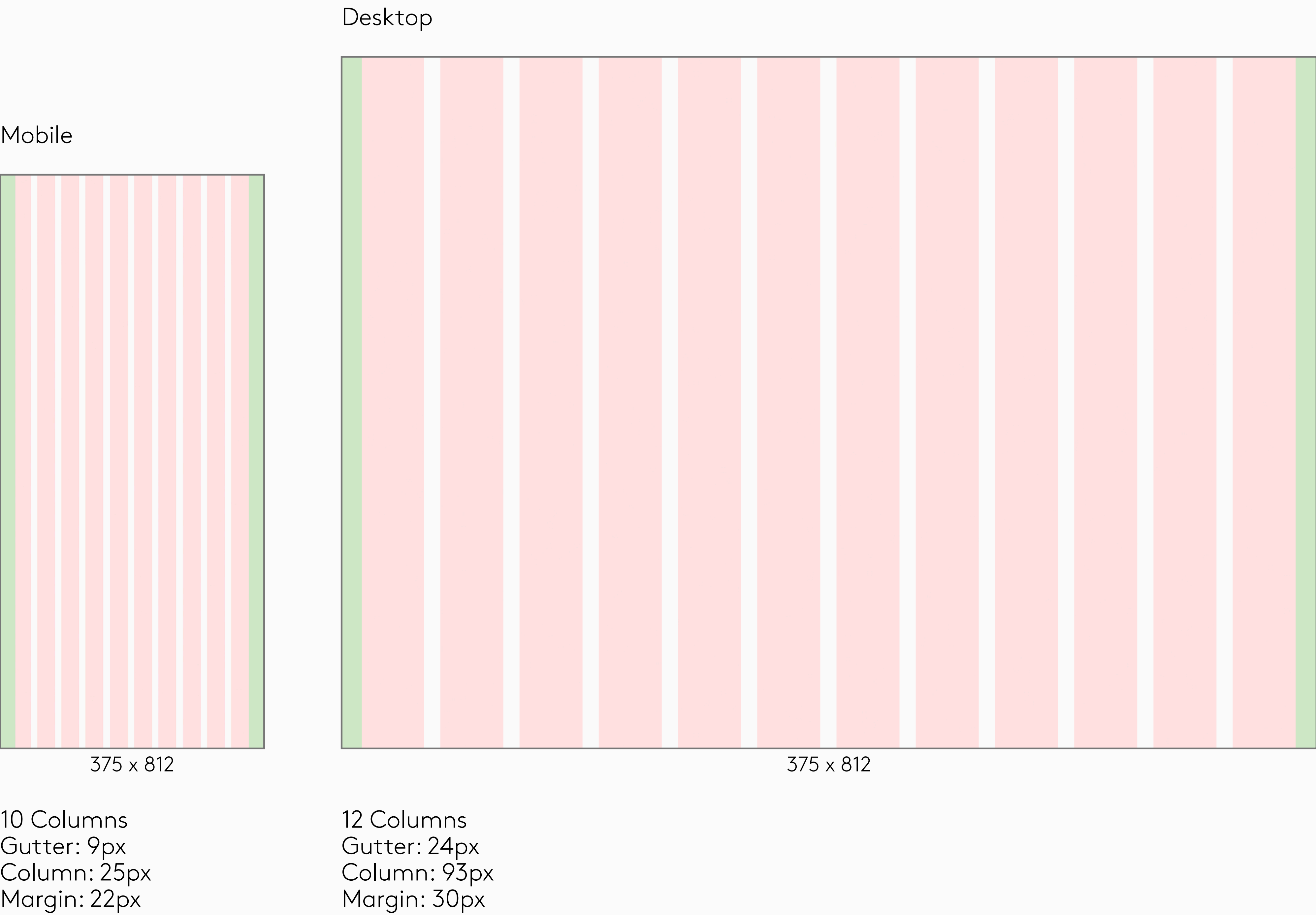
Hi, would you be available for an appointment next week? How long will it take to do finish the tattoo?



Send

The messenger form is a minimum of 34px in height and 334px in width. Depeding on the message length the height expands. Corner radius 40px before expanding, 20px when expanding.

05. LAYOUT



06. TONE OF VOICE

Getting a tattoo should be **enjoyable**, but also taken seriously and the user should feel like they are **in good hands**. The tone of voice should feel like going to a doctor you **trust**, who treats you as an equal and knows how to make you feel **comfortable**. The copy should be **casual**, but **straightforward** and **easy to understand**. Every user should feel like they are addressed personally. A little **playfulness** in the form of jokes is welcomed in small doses to remind the user that getting a tattoo is a pleasure.

07. ACCESSIBILITY

The choice of colour palette should take users who are colour blind or have low vision in consideration. Colour should not be used alone to present information.