

Color Palette

Font

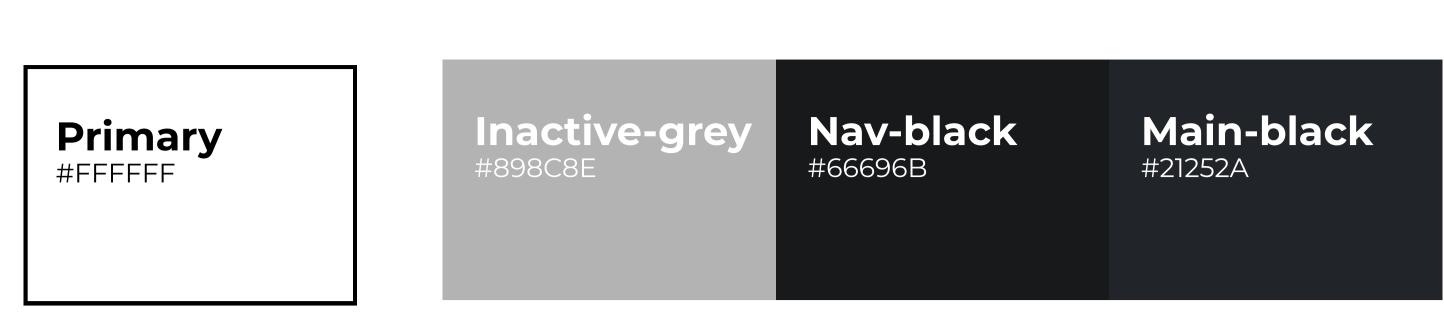
Typography

Button States

Color Palette

Created the pallete by using 60/30/10 rule in mind. White as primary color to keep the design minimal and clean, while using Brand-color 2 as secondary color to keep with brand guidelines while adding contrasting accent color for Call-to-action purposes.







Font

Inspired from the brand book, Lato font will be used for Headings, and Montserrat for body text. Only two typefaces are used to keep the design minimal

FONT FAMILY

Aa

Montserrat Bold
Montserrat Medium
Montserrat Light

MONTSERRAT USED FOR BODY AND HEADINGS

Typography

Titles

Title Header - 18pt Bold Header-2 - 14pt Bold Page title Medium - 17pt

Container

Item Title - 14pt Bold (Primary)
Item Description Regular - 12pt (Inactive-grey)
Item Body Regular - 12pt (Primary)

Caption Regular - 10pt (Inactive-grey)

Form Controls

Main Button - 16pt Bold (Primary)
Main Button Secondary - 16pt (Primary)
Medium Button - 14pt Bold (Primary)
Medium Button Secondary - 14pt (Primary)
Small Button - 12pt Bold (Primary)
Small Button - 12pt (Primary)

Search Bar

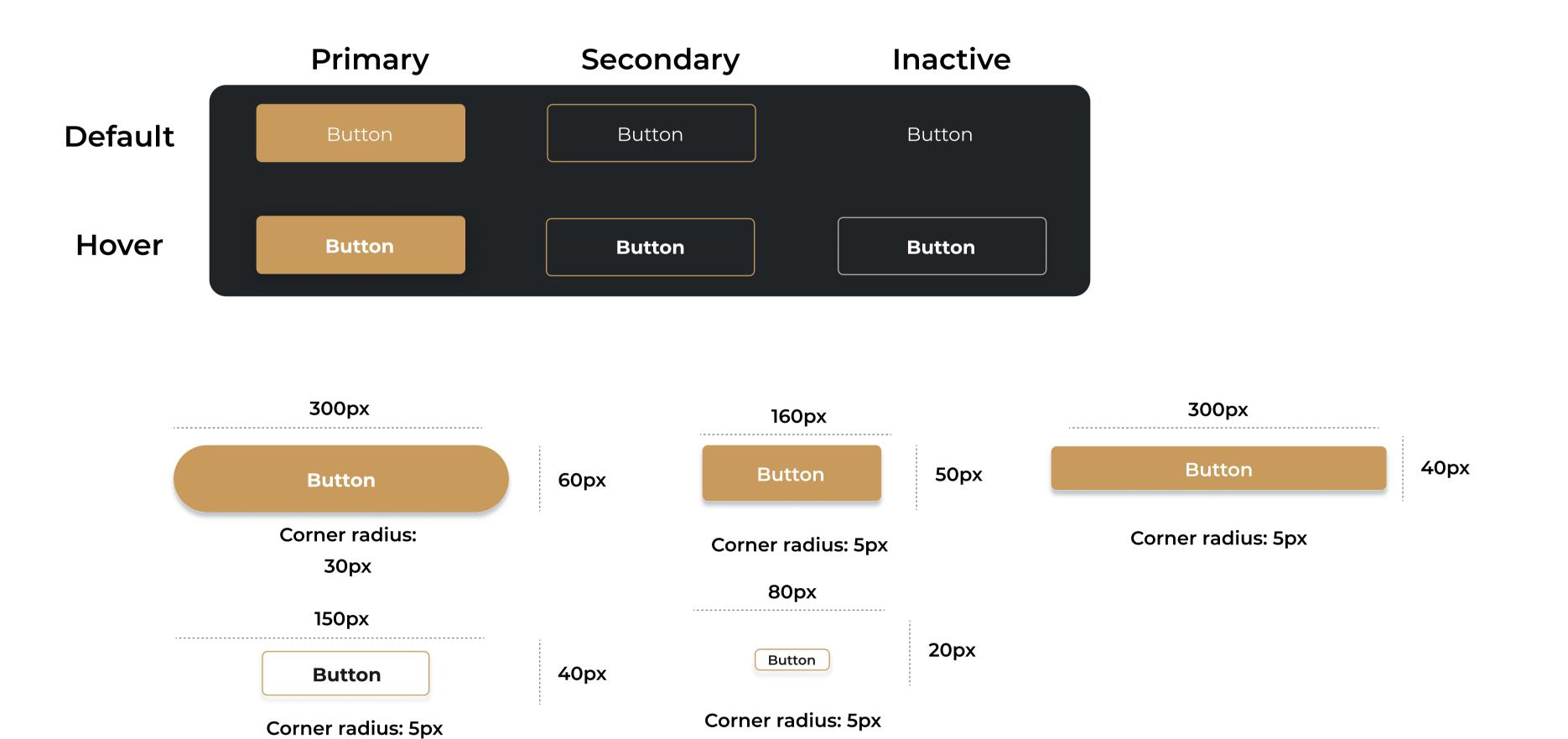
Search description - 10pt (Inactive-grey)

Popup Notification

Notification description - 10pt (Primary)

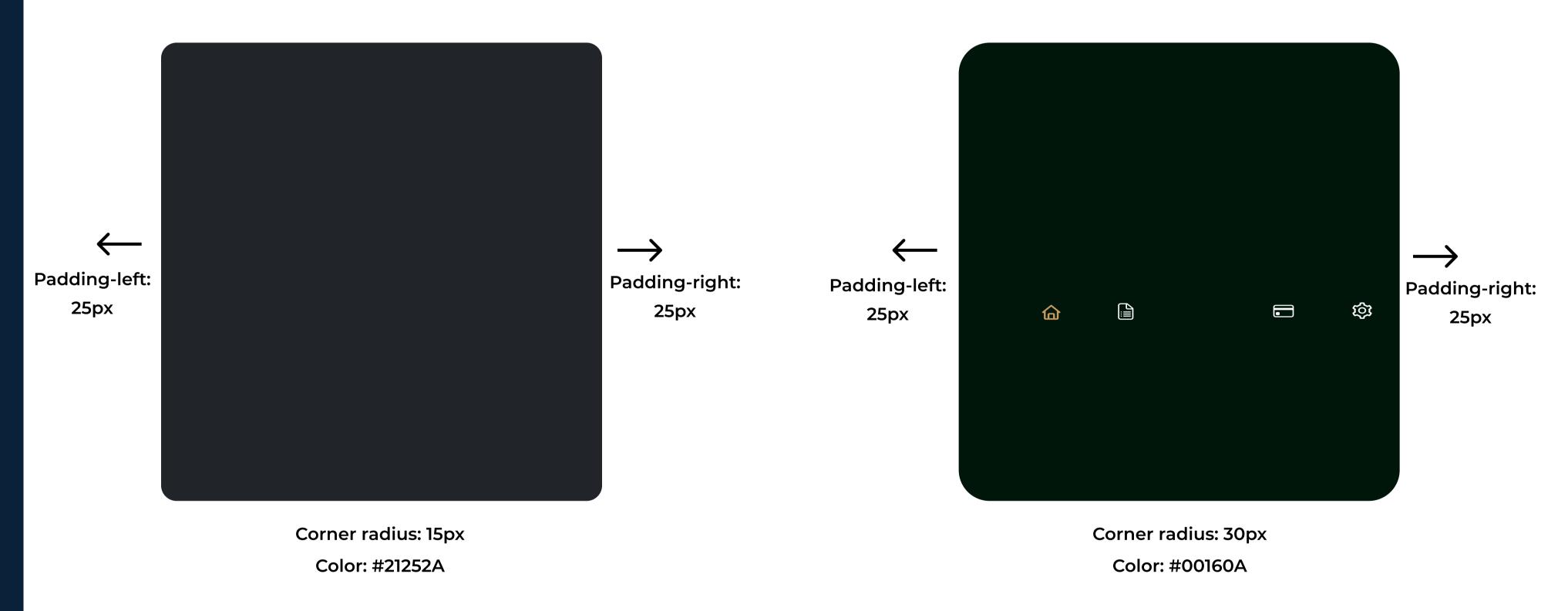
Button States

Explain why we choose this color choice



Containers

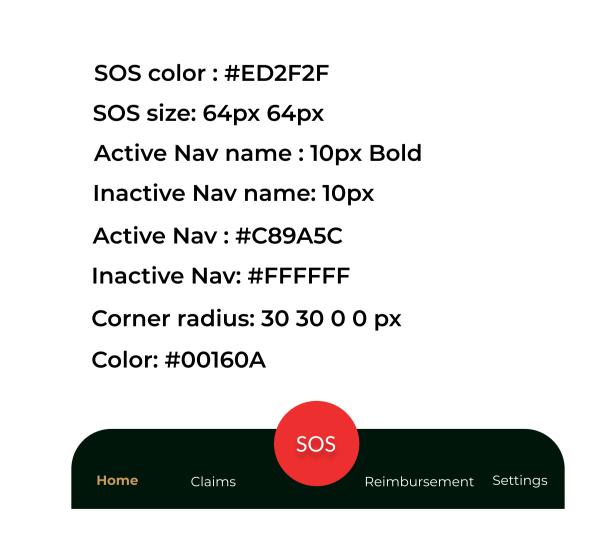
Holds all the content within the app



Linebreak



Bottom Nav



Shadows

