COLOR PALETTE

TYPOGRAPHY

Primary Color Accent Colors H1 Roboto, Bold, 42pt Main CTA buttons, Background, H3 Roboto, Regular, 42pt interactive typo, bottom #161F28 #ooD9Bo icons, typo navigation bar when interactive **Hoover state:** H3 Roboto, Bold, 33pt **Secondary Colors** main CTA #018D72 buttons, interactive icons, typo H4 Roboto, Regular, 33pt Cards, message when interactive bubbles, unread #283848 message, pop up notifications, typo Usage of color H5 Roboto, Regular, 30pt Bottom navigation tabs, small selection buttons/ The main color is a dark blue grey #4B5A69 H6 Roboto, Regular, 30pt tags, lines, filter slider, #161F28. It is used for the background calendar, typo of all screens. #283848 and #4B5A69 are used to set apart elements and tabs and to structure the screens. **Bottom navigation** H7 Roboto, Regular, 20pt tabs active, message #B3BEC9 **#B3BEC9** is used for accents in H8 Roboto, Regular, 20pt bubbles, typo headlines, small descriptive headlines **Usage of font** and mainly for the active bottom Ink! uses only one font, Roboto in different sizes. Feed selection, navigation tabs. Small selection Only bold and regular typefaces are used. B1 Roboto, Bold, 16pt #EBEBEB is the main headline and buttons/tags active, **#EBEBEB** B2 Roboto, Regular, 16pt For example, use Roboto 20pt bold and for copy search bar, action copy font. It is also used for search sheets, typo bars, action sheets and tabs. 16pt reg. Date will be 13pt regular with cards, messages, filter and other UI elements. #00D9B0 is just used for buttons or Longer copy will always be 16pt regular (artist interactive copy. B3 Roboto, Bold, 13pt introduction) or bold (messages). Use 13 pt just **#018D72** is just used for the hoover B4 Roboto, Regular, 13pt for not necessary copy state of **#00D9B0**. **ICONOGRAPHY UI ELEMENTS Navigation** Buttons \odot **ACTIVE STATE OUTLINED BUTTON Artists** Tab bar/active tab Tab bar/new message **INACTIVE STATE INACTIVE OUTLINED** PRESSED STATE PRESSED STATE OUTLINED Input field "Like"-Icons default AR Icon and selected Icons with (inter)active state SMALL Small buttons also in all states possible 0 Descriptive text Icons with one state -Tall icons light and dark appearances **Usage of buttons** The most important buttons are always #00D9B0 solid or only outlined with the same color if they are secondary. Usage of icons When pressed, either the color becomes darker to #018D72 or the ouline becomes from 1pt to 3pt. The iconography should be clear and simple. Do not use fine lines. For the bottom navigation Inactive state has a appearance of 50% of the original color. two not so common icons were created with the tattoo machine and the chair, which refer There are three different sizes, which are used according to the occasion. CTA directly to their special purpose. If the icons should catch the eye of the user and show their buttons that directly contain an important application like "Sign in" or "Buy it" interactivity, they are displayed in #00D9B0. The only icon which is out of size is the floating are always 300x48pt, the smaller buttons used for pop up notifications are button for the briefing. This one has also added some explanation text. 113x35pt. Typo size is 20pt regular with the large buttons and 16pt with the smaller ones. !The augmented reality icon should be animated to show the user that there is a special feature! **UI ELEMENTS** Input Fields Sliders **Tabs Q** Search Messages Wannados **Tattoos** Type a Message Active Email@example.com Inactive Biomechanical All Styles 0 Choose a Password Usage of input fields Usage of tabs The **search fields** vary in length due to their use, but always have the same height of 36pt. Tabs have a central function in INK!. Use the big ones with the same The text input field for the messages always has a size of measurements like buttons as top 362x36pt. Usage of sliders navigation tabs. The small ones allow The input fields for message recipient and mood boards There are two different sliders in the filter section. the selection of styles in the filter, the differ in that short input is made in an open field and longer The one with two round ends defines availability, selection of the respective category on copy, which can be unfolded, are made in a closed field. If the price and rating. Both sides are adjustable. the saved screen and the selection of text field is active, its 1pt lines are light (#B3BEC9), in inactive The other slider is for the map function to set a the respective options in the booking status they are darker (#4B5A69). radius. process. **UI ELEMENTS** Images an Corner Radius Feed Image Feed Image 2nd feed image, Wannado booking process, artist detail screen, Mood board, Artist **LARGE BUTTON** details card 25px 158x220px 145x145px 114x114px 388x388px 220x220px, Q Search location 10pt 189x189px 25px 15px Images, cards 25px **Usage of Images Usage of Corner Radius** The images in the feeds have three different shapes. One is square, one a rectangle and one circular. In the main feeds the sizes differ to the saved screen and the mood boards. There There are three different radius options for images and elements. the images have all the same size to give the user a structured overview. **25px** for every rounded object like buttons, images and cards. The images in the artist detail card have different sizes regarding if their content belongs to Use 15px for every item under 150x150pt. the artist or to others. The are displayed in a slide carousel. 10px is just used for search field or message input. **UI ELEMENTS Patterns** Oktober 2020 September 2020 Notifications Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean Fr Sa Email commodo ligula eget dolor. Aenean massa. Cum sociis natoque Password **Studio Name Artist Name** 12 13 Language Studio, City **District,** City 19 20 15 Payment method Artist search result Studio search result 25 26 27 21 22 Settings Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean **** • • **Artist Name** Calendar Studio Name, City 01:30 PM Pagination Artist card Message bubbles **Next Project on left arm** Name Name Today, 11:50 Billa Beast I need another description to make it clear to the artist what ... Hey Peter, your idea seems pretty ... **Usage of Patterns** Mood board Message Date, Time The elements on each screen are repeated. The shown patterns above are all Size Day interactive and lead the user to the deatils. Here is the description Type a Message Name Name of the tattoo For more detailed patterns check the style guide! Here comes the artists adress Here comes the artists adress Messages (Recipient/ Messages Type field Booking search result) **LAYOUT GRID** Mobile Desktop Q Search Wannados Wannados Tattoos 鈴 Wannados Tattoos Book your exclusive Wannado-Usage of **Tattoo Book Layout Grid** NOW! your On both devices the exclusive same 12 column Wannadogrid is used. It has **Tattoo** the parameter: NOW! Columns: 12 **Gutter widht: 10** Column width: 21 **Borders: 26 Accessibility Guidelines Interactions** Be careful with copy. Because of the dark theme of the app, The interactions with the app should it can be crucial to read. be a flowing experience. various **Check the contrast!** possibilities to slide tabs or images to see the further content. The wannado details slides down COPY/LANGUAGE GUIDE when the button is pressed without changing the rest of the screen The tone should be friendly, but not too stiff. People who content. are interested in tattooing are usually open to a personal approach, which allows a relaxed but professional tone. All texts should be kept as short and concise as possible, Tone of Voice preferably working with key words. Longer texts such as Our users are relaxed in the artist "About me" should be shown only partially

July 6, 01:15 PM

and open minded.

overly formal, but

They don't want to be

informal and a friendly

Design resources

You can find an detailed style sheet

with Adobe XD elements in the cloud.

and, if the user wishes, displayed in full.

- Be friendly in your tone

- Keep the interface clean

with no distractions

- Let the images stand

- Short precise CTA

- Stay with one font

button copy

DONT'S

- Overload the interface

- Avoid frustrations when

user experiences errors

DO'S

Animations

Animations should also feel

natural and smooth. Just the

the introduction and Sign up/

Sign in screens stands a bit

out with a vibrating

animation.

tattoo machine and line in