

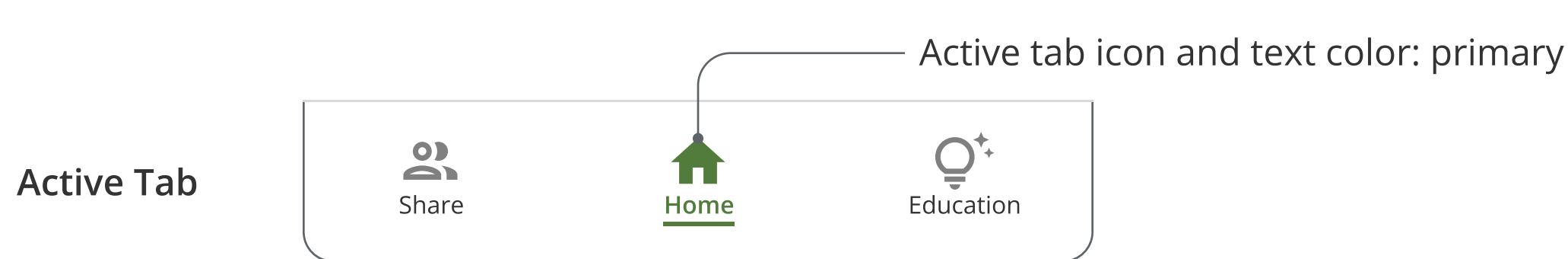
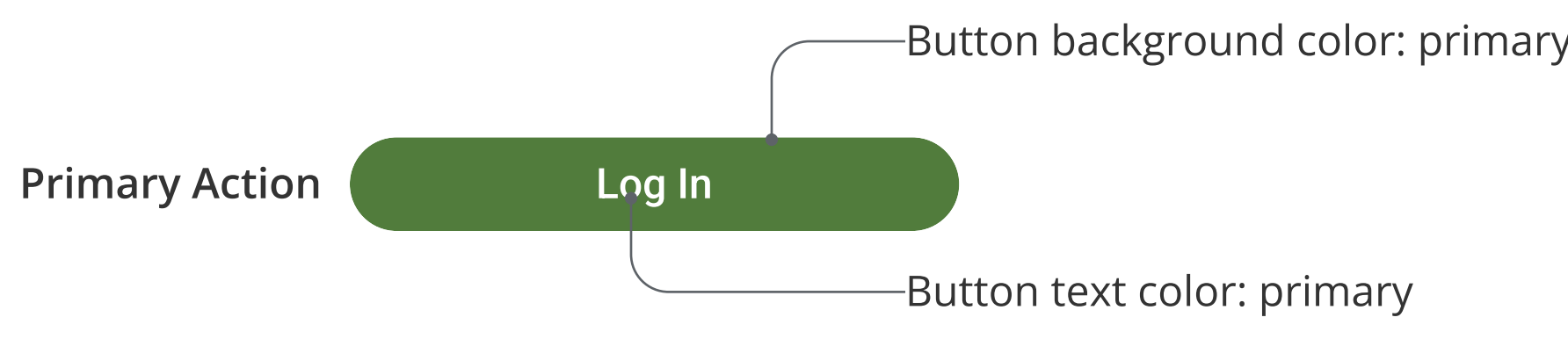
# DESIGN LANGUAGE SYSTEMS

## 01 Color

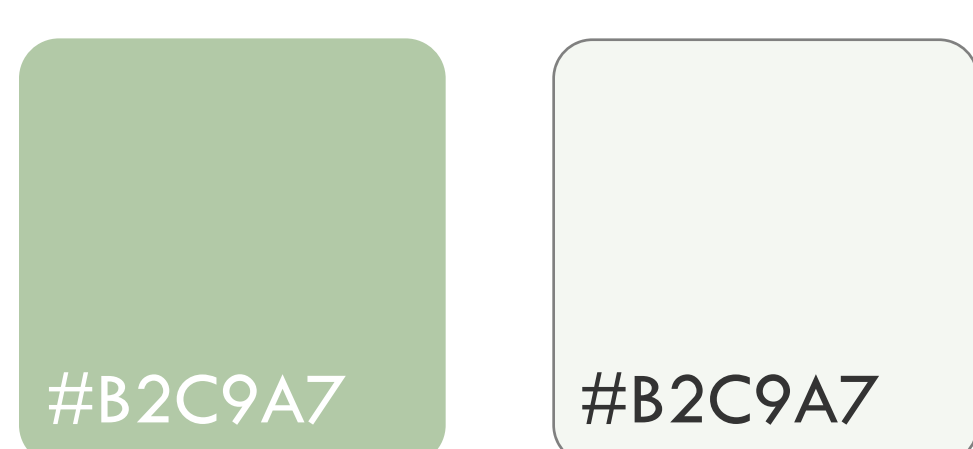
### PRIMARY COLOR



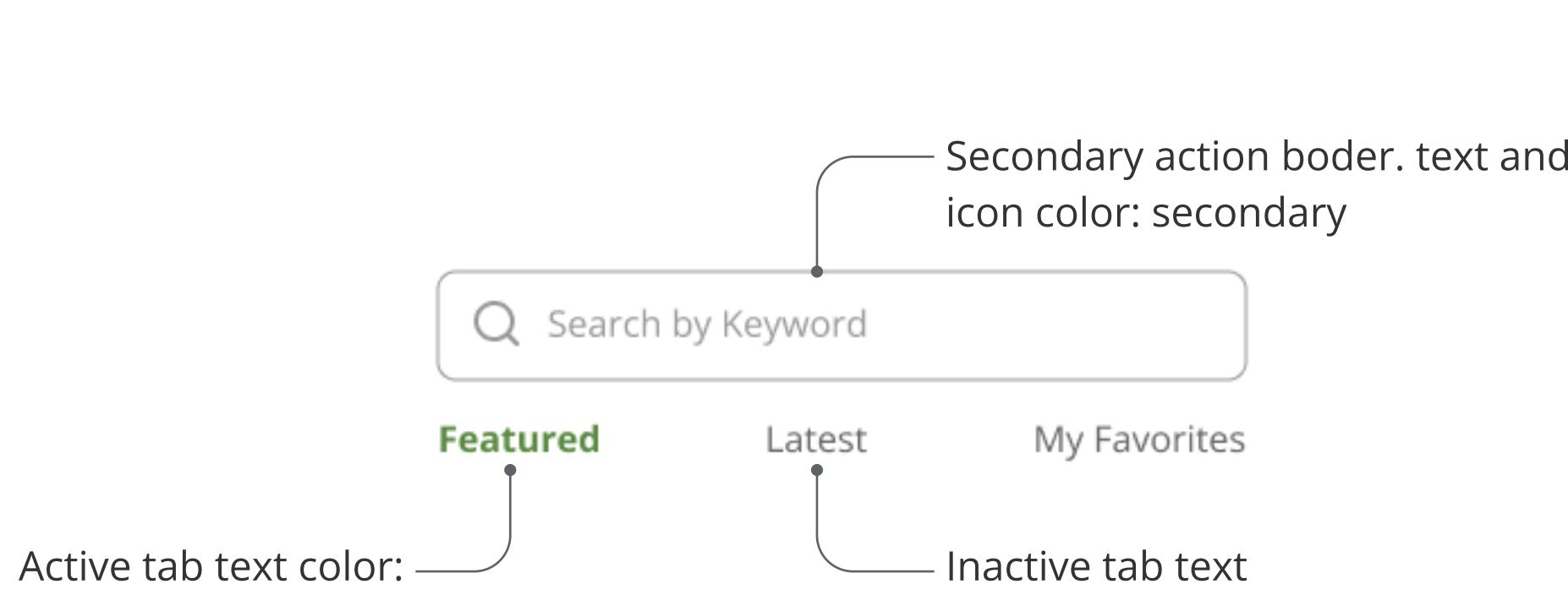
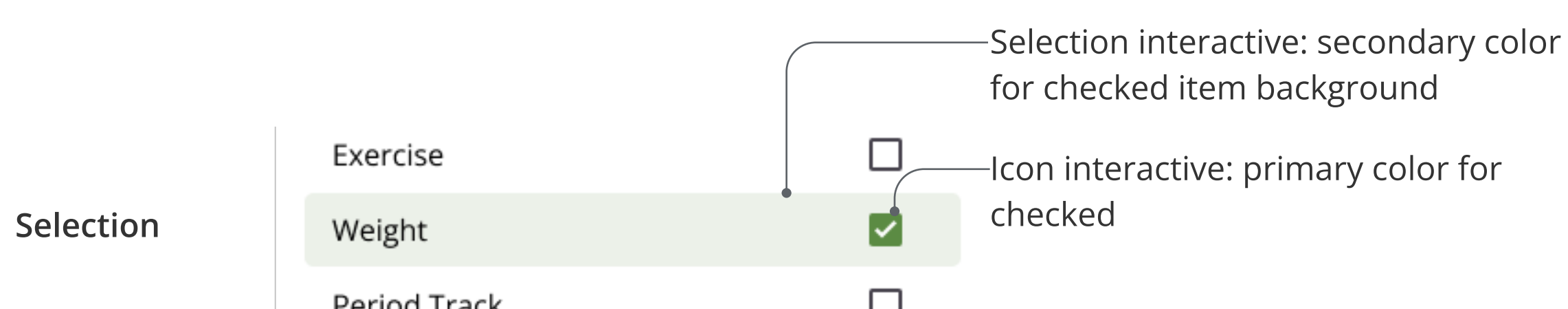
Use primary colors for primary actions like buttons, active icons and text on navigation and tabs



### SECONDARY COLOR



Use secondary colors for secondary and tertiary buttons and the background of form elements.



## 02 Typography

### HEADLINES & TITLES

#### Headline 1

Open Sans, Bold, 36, #333333

#### Headline 2

Open Sans, SemiBold, 28, #333333

#### Headline 3

Open Sans, SemiBold, 24, #333333

#### Card Title

Open Sans, SemiBold, 16, #333333

### INFORMATION TEXT

#### Information 1

Open Sans, SemiBold, 24, #999999

#### Information 2

Open Sans, Regular, 18, #333333

#### Information 3

Open Sans, Regular, 12, #333333

### BUTTON TEXT

#### CTA Large

Open Sans, SemiBold, 18, #FFFFFF

#### CTA Medium

Open Sans, SemiBold, 14, #FFFFFF / #5B8B43

#### Button Text 1 / Button Text 1

Open Sans, 18, #333333 Regular / #5B8B43 SemiBold

#### Button Text 2

Open Sans, Regular, 16, #666666

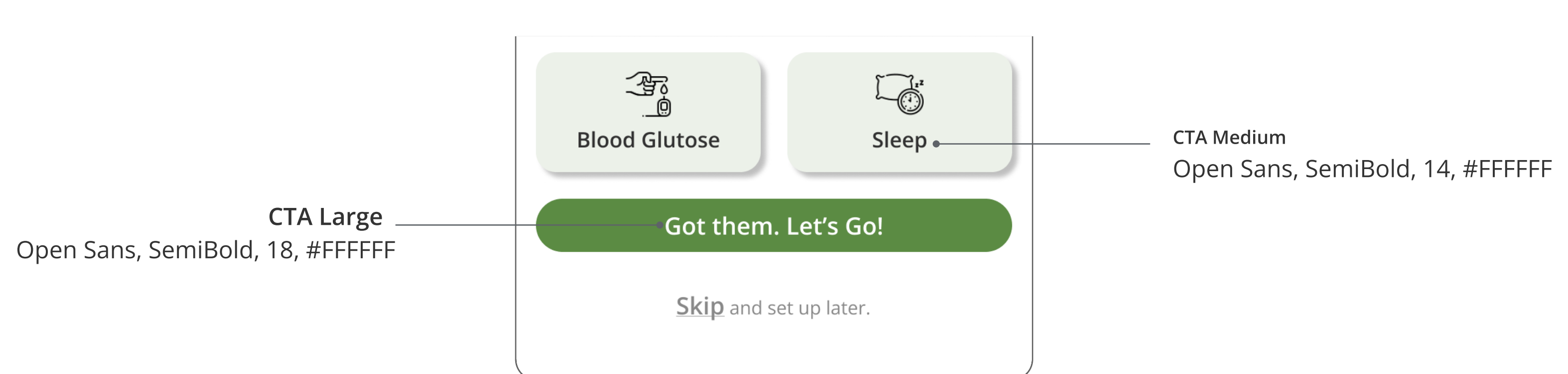
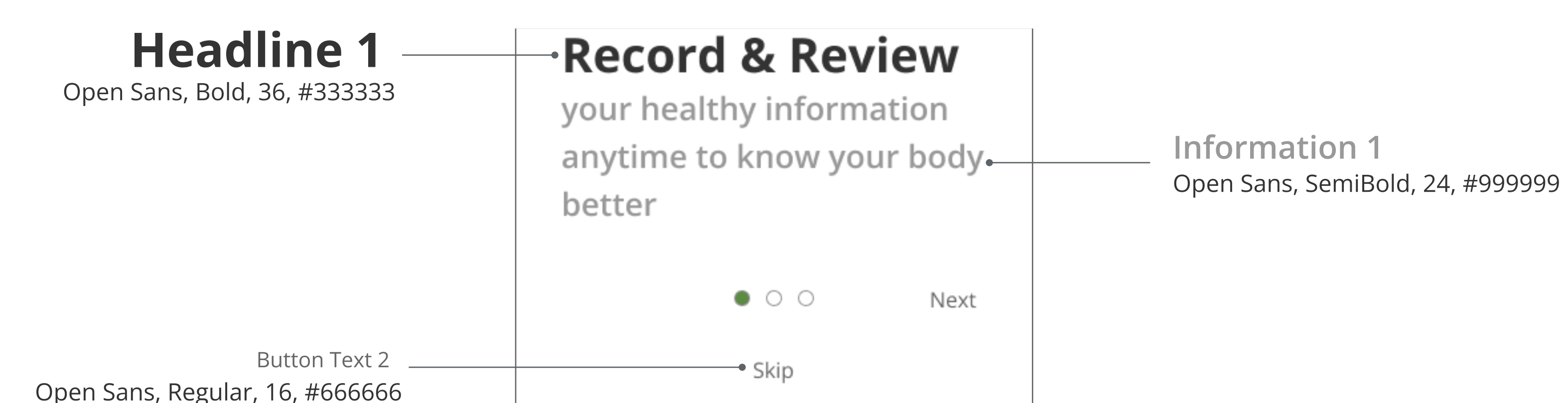
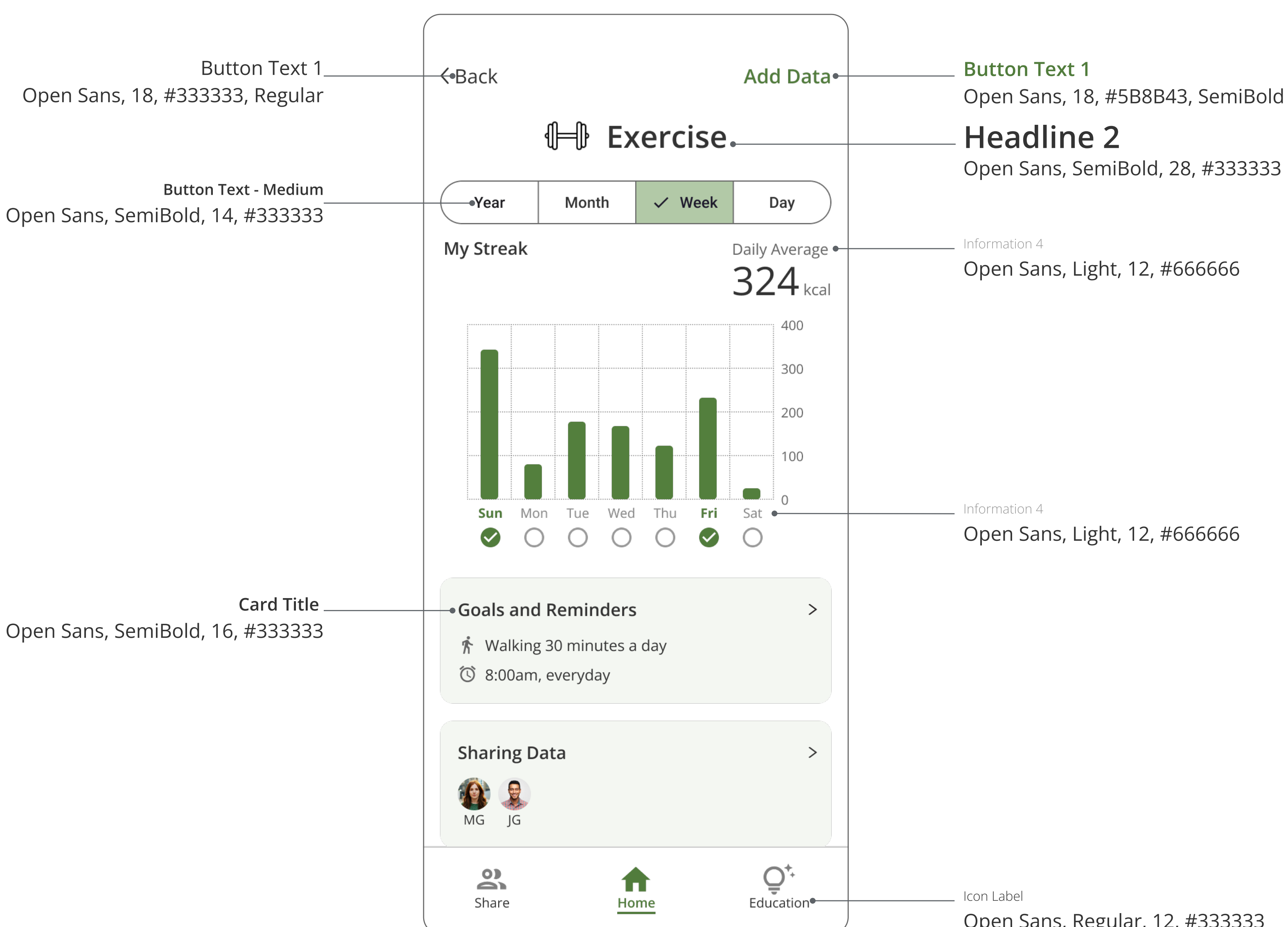
### TABLE TEXT

#### Text Field Label

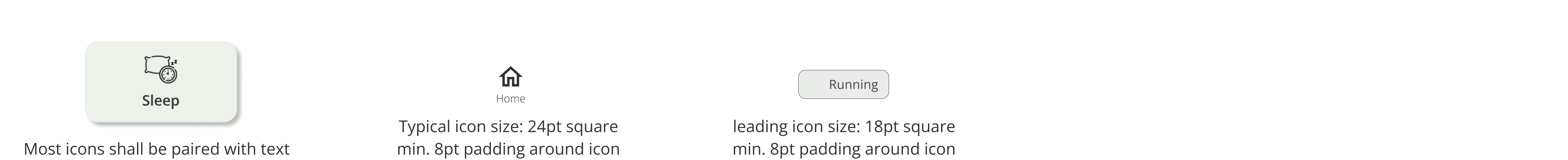
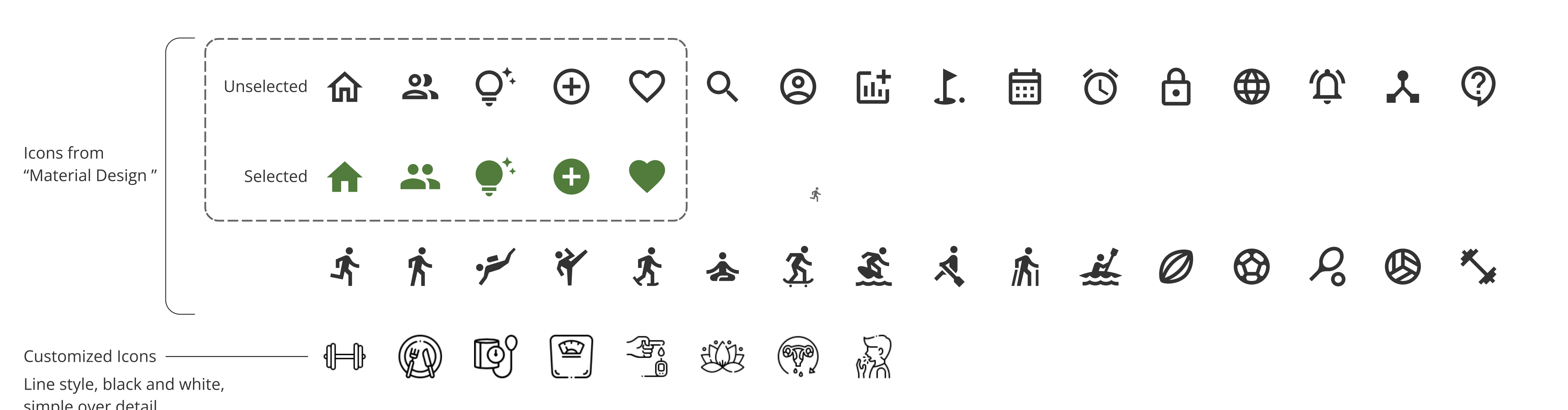
Open Sans, Regular, 12, #333333

#### Icon Label / Icon Label

Open Sans, 12, #333333, Light / #5B8B43, SemiBold

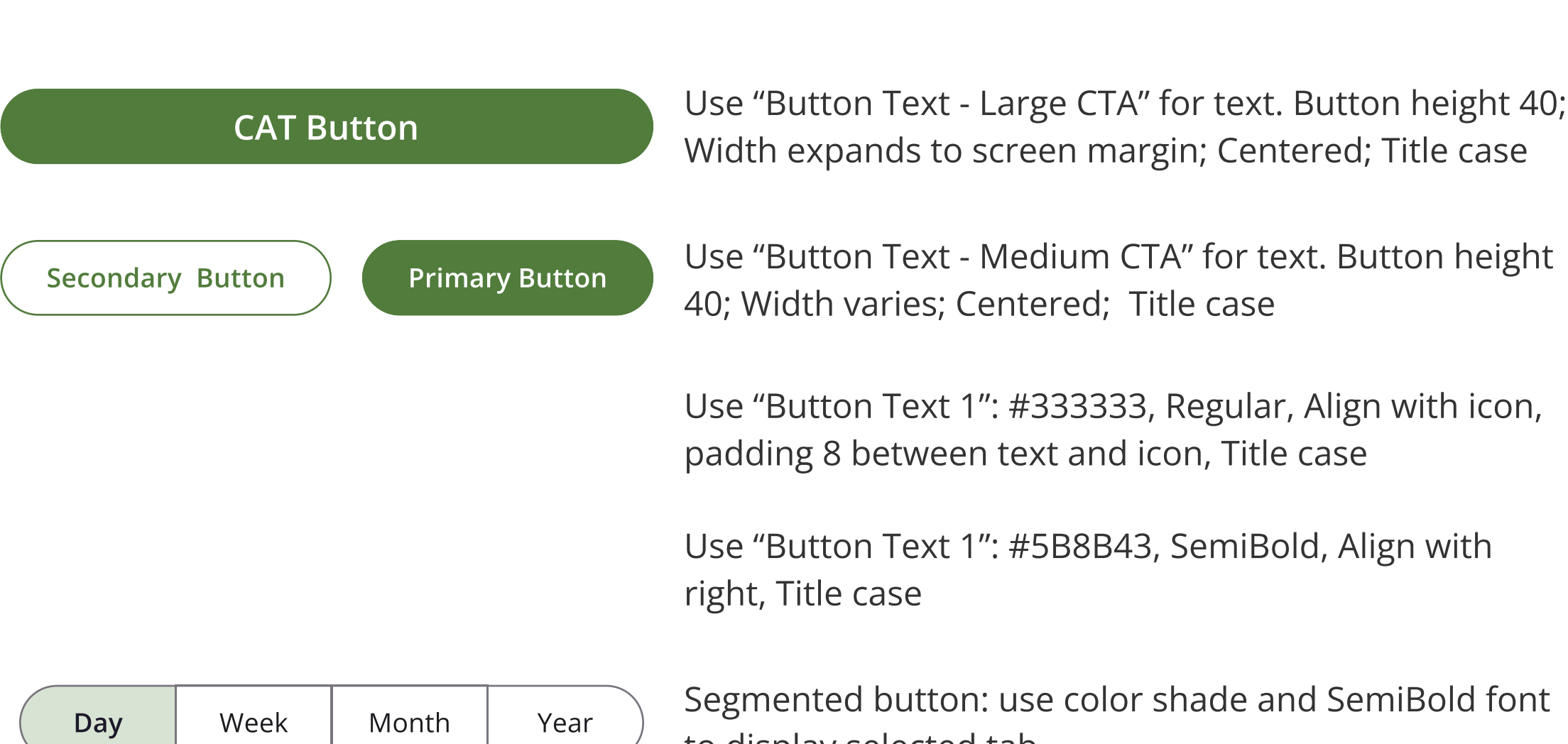


## 03 Iconography

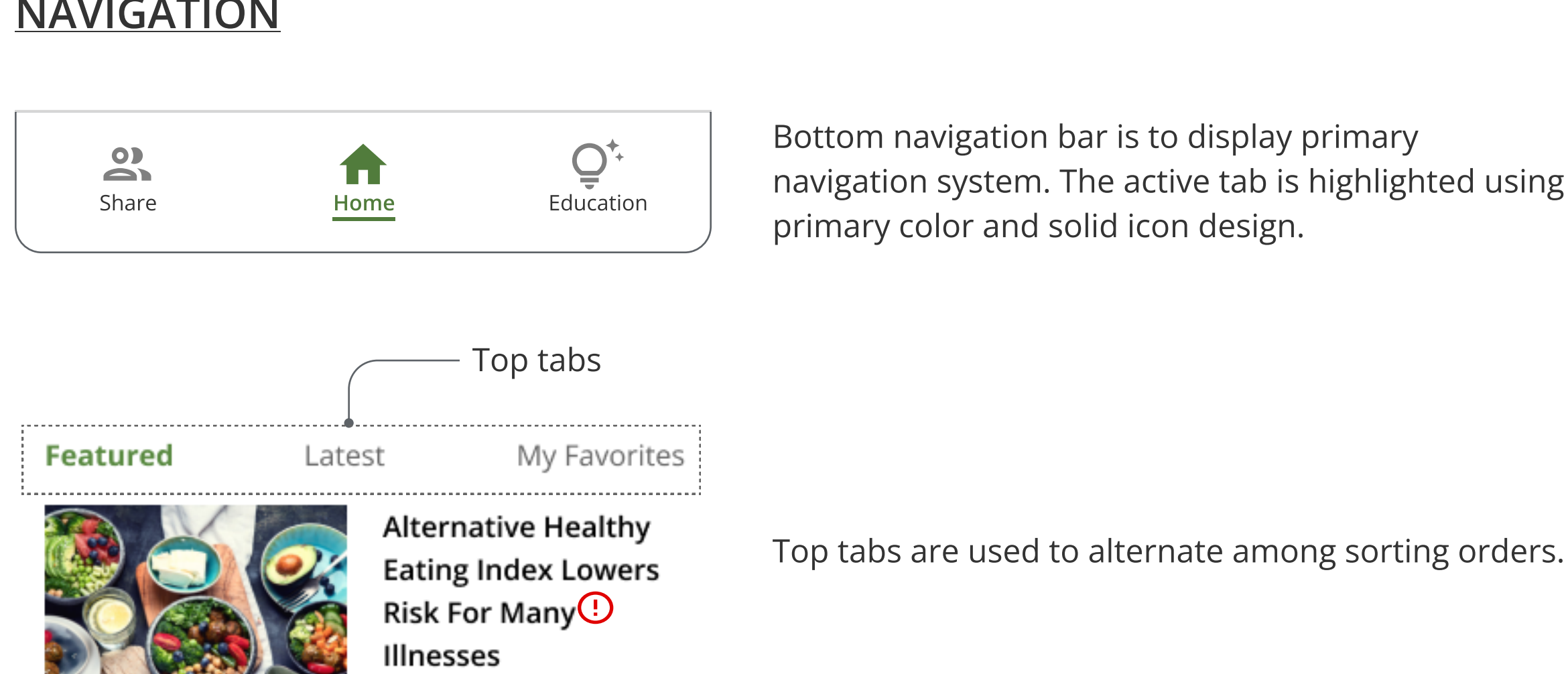


## 04 UI Elements

### BUTTONS

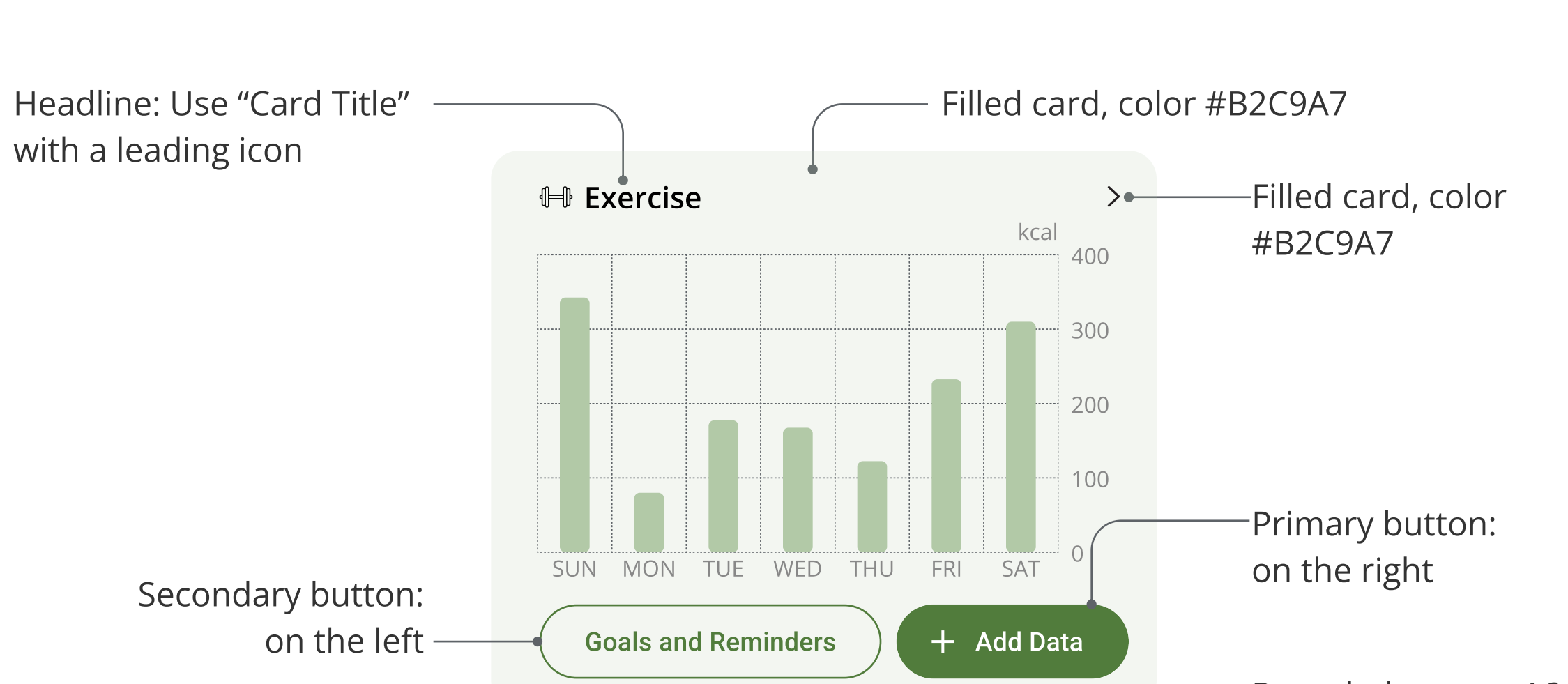


### NAVIGATION



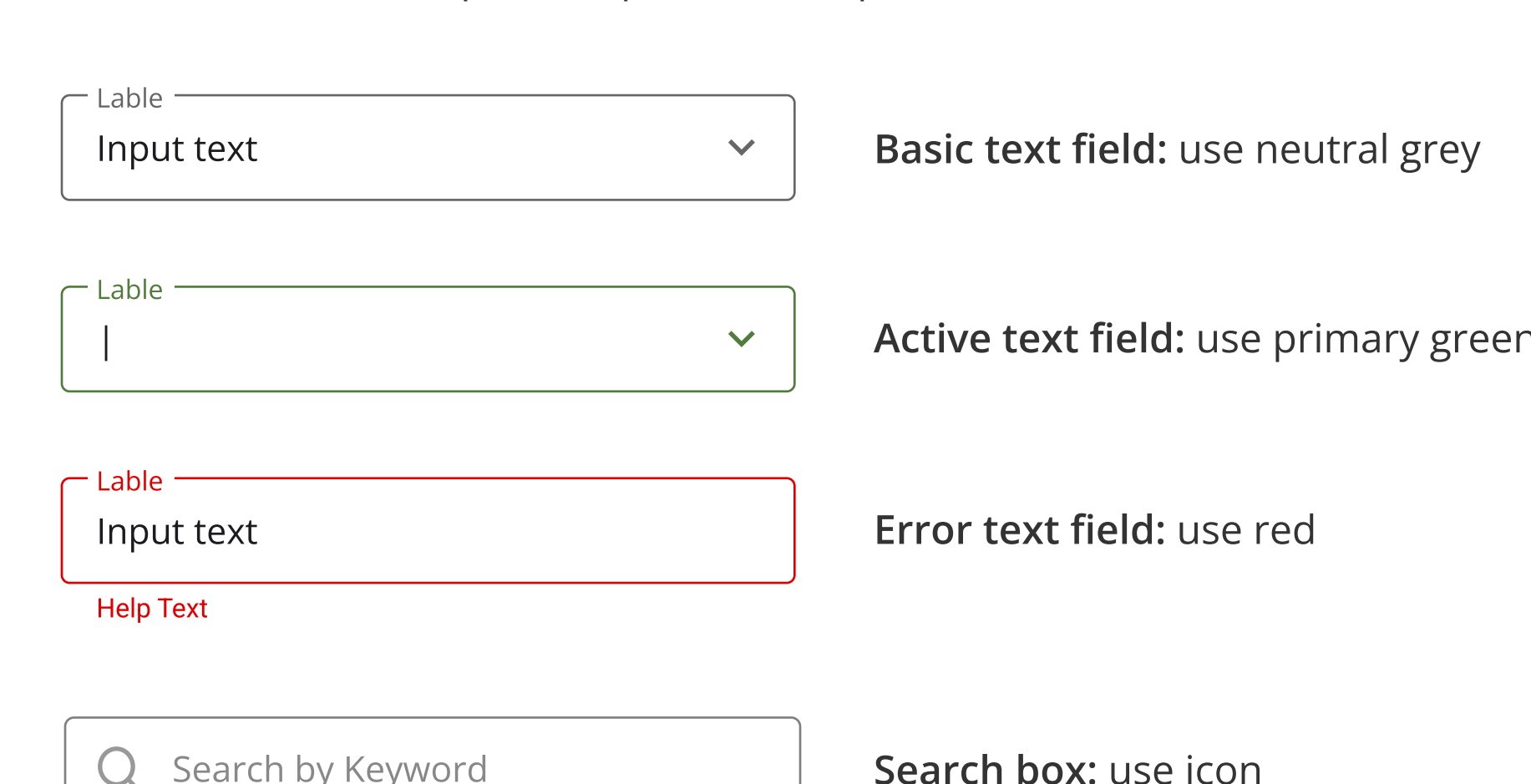
### CARDS

For a specific type of health data, information is displayed on a card at home screen.



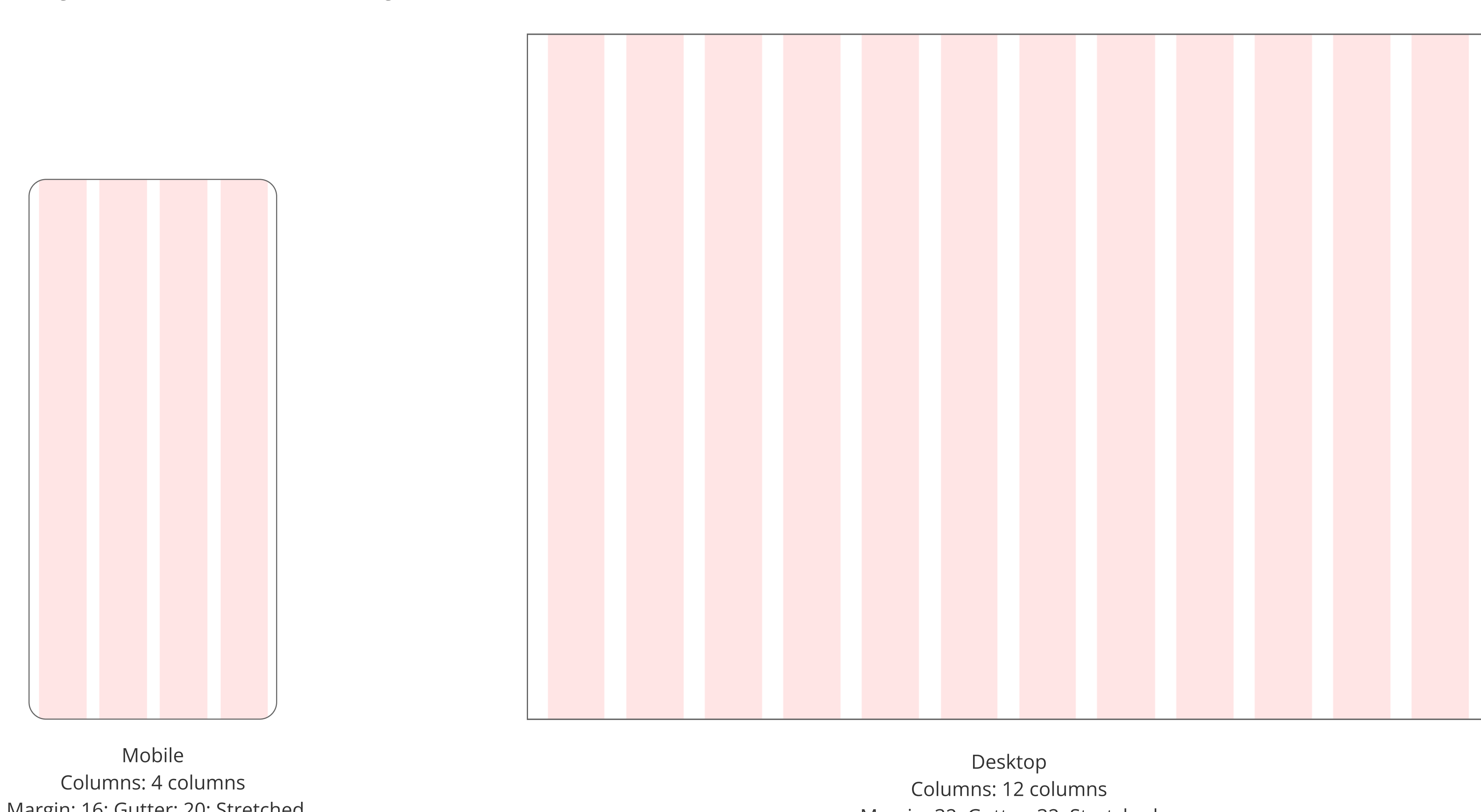
### TEXT FIELDS

Use Outlined text field, rounded corners of 4 pt, box height 48 pt. Label text should line up with input text. Keep the label text brief and clear.



## 05 Grid and Layout

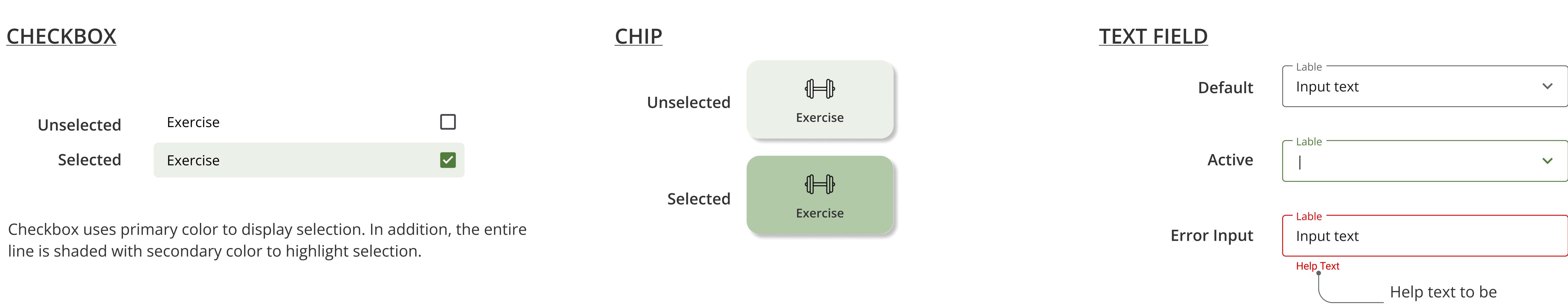
No element shall fall in any margin. Contents border shall line up with grid as much as possible. If any row grid is needed, the gutter shall be the same as column gutter.



## 06 Interactions

Interaction feedback shall be subtle, but clear. Same UI element's interaction shall be consistent.

Input devices to consider:  
 • Mouse  
 • Touch screen  
 • Keyboard  
 • Voice



## 07 Tone of Voice

The tone of voice shall evoke the feeling of vitality and prosperity.

- Use relatable, conversational, everyday language. Avoid medical jargon and abbreviation.
  - Example:  "period"
  - "menstrual cycle"
- Keep information short and to the point.
  - Example:  "Got them. Let's go!"
  - "I'm done with choosing my data. Now go to Home."
- Use encouraging tone. Avoid prompting way of speaking.
  - Example:  "Got a few minute to work out?"
  - "It is time to work out!"