

Evexia Style Guide

Typography

Header 1 AV Estiana , Medium, 61px	Body 1 Montserrat, Regular, 18px To be used for body text on large screens.	Caption Montserrat, Medium, 14px Only to be used for example graphics and metadata.
Header 2 AV Estiana, Bold, 49px	Body 2 Montserrat, Regular, 16px To be used for body text on small screens.	
Header 3 AV Estiana, Regular, 35px		
Header 4 AV Estiana, Regular, 24px	BUTTON 1 AV Estiana, Black, 20px, Uppercase To be used for primary action buttons.	
Header 5 AV Estiana, Bold, 16px	BUTTON 2 AV Estiana, Medium, 16px, Uppercase To be used for secondary action buttons/selections.	

Colour Palette

Brand Colours	Primary Colours	Secondary Colours
<div>#FCD9BF</div> <div>Primary Accent colour. Used for card backgrounds, and secondary buttons</div>	<div>#222222</div> <div>Primary Action/Text colour(Dark) Used for primary buttons and text.</div>	<div>#5A5A5A</div> <div>Secondary Text colour Used for headers or secondary text.</div>
<div>#9DC0D6</div> <div>Secondary Accent colour. Used when primary accent is already present.</div>	<div>#FFFFFF</div> <div>Primary Action/Text colour(Light) Used for primary buttons and text.</div>	<div>#F1ECE6</div> <div>Secondary Background colour Used for secondary screens or cards.</div>
	<div>#F7F9F9</div> <div>Primary Background colour Used for main screens backgrounds or cards.</div>	<div>#E2ECF4</div> <div>Tertiary Background colour Used for cards when both primary and secondary colours already represent different cards..</div>

UI Elements

Buttons	Sliders
<div>Default</div> <div>Hover/ Activated</div> <div>Deactivated</div>	<div>To be used for tracking goals.</div> <div><div></div><div></div><div></div></div>
<div>Selected</div> <div>Deselected</div>	
<div>Radio</div>	<div>Dropdowns</div>
<div>Left option: the simple text before the radio is to be used for a general selection. Right option: The 'button' style radio is to help communicate specific selections available to the user.</div>	<div>Dropdowns can be used with any of the button colour styles but following this format.</div>
<div>Selected</div> <div>Deselected</div>	<div>Text</div> <div>Text</div> <div>Text</div> <div>Text</div>
<div>Favourites button.</div>	<div>Text Inputs</div>
<div>This button is only used within the content found in the library.</div>	<div>Default</div> <div>Focused</div>
<div>Deselected</div> <div>Selected</div>	<div>Primary</div> <div>Secondary</div>

Icons

Used across the web app	Navigation
<div>Deselected</div> <div>Selected</div> <div>Selected</div> <div>Deselected</div> <div>Visible</div> <div>Hidden</div> <div>Selected</div> <div>Filled</div> <div>Deselected</div>	<div>Back Arrow (Small/ Medium Screens)</div> <div>Menu (Small/ Medium Screens)</div> <div>Open & Close Dropdown</div> <div>Close</div>

Imagery & Illustration

<div>Image</div>	<div>Content card</div>	<div>Image</div>	<div>Image</div>
<div>Imagery for content cards follow a 5:3 ratio and are always topic related. For the sake of privacy, no faces should be not be easily recognisable.</div>			
<div>Image</div>	<div>Image</div>	<div>Image</div>	<div>Image</div>
<div>Imagery inside content follow a 3:2 ratio and are always topic related/the same as the content card. For the sake of privacy, no faces should be not be easily recognisable.</div>			
<div>Illustration</div>	<div>Illustration</div>	<div>Illustration</div>	<div>Illustration</div>
<div>Illustrations should be simple, and black and white. They should feel professional but personal. Sketch style illustrations can be used for the 'check-in' cards, but ensure it is a clean sketch style.</div>			

Voice

Evexia uses inclusive, calm and gentle language. The tone is should feel like a conversation with one's support structure, ie, supportive, kind and encouraging.