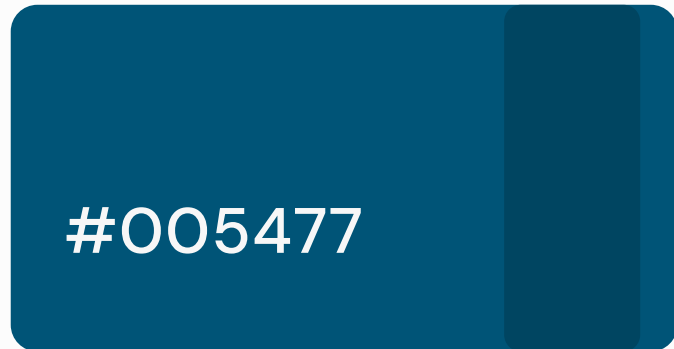


Typography

Font family: Inter

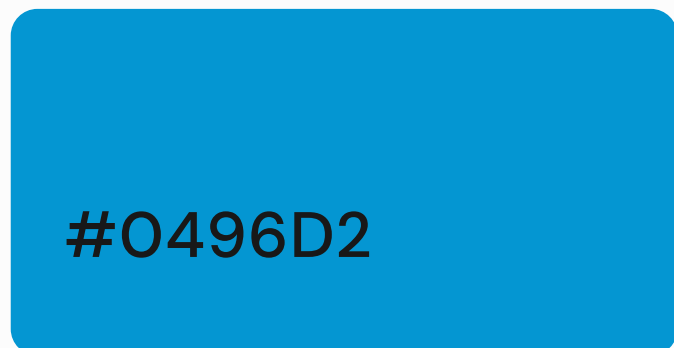
Name	Font size	
Heading 1	38 px	Main headers and sub-navigation
Heading 2	32 px	Main headers and sub-navigation
Heading 3	28 px	Main headers and sub-navigation
Heading 4	22 px	Sub-headings & top of page headers
Heading 5	19 px	Titles, for example: names of experts on the expert browse/search pages

Colors



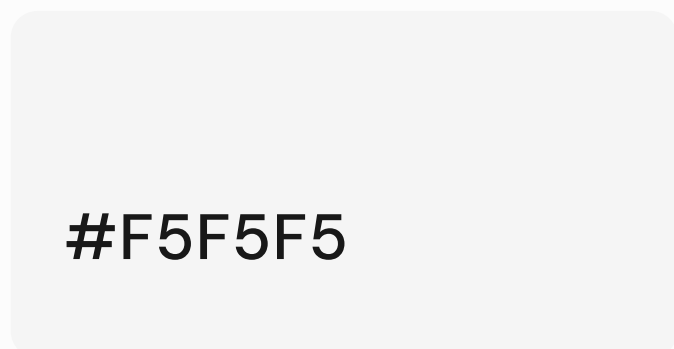
Primary Color

Texts, Headers



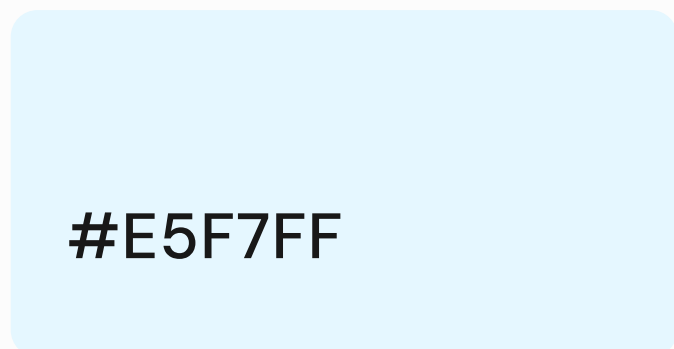
Secondary Color

Emphasis on text or indicators



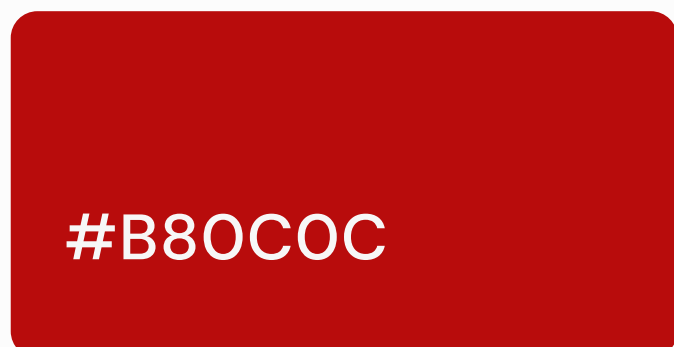
Background

Background of text-heavy boxes and the background of semi-empty screens



Top Bar Backdrop

Color for the top app bar.



Caution

Interactions

Transitions should be very smooth and basic. Since many screens contain a lot of information, it is best not to overwhelm users with complicated transitions. For page transitions, a simple “slide” from one page to the next is ideal.

Animations

Animations should be cute and simple. Any animations should feature a single cat or dog doing a simple action. For example, a quick loading animation of a dog chasing a ball.

Tone of Voice

Language used is professional, as the app is merely the gateway to animal experts presenting themselves. Most app text is informational, like the onboarding. The majority of text on the app is provided by the experts and publishers.

Accessibility Guidelines

All text and images should be adjustable in size for users that have trouble reading/seeing smaller text and images. All images should have alt text and all text should be compatible with automatic readers for users who are unable to see. Any video or audio should come with subtitles and/or a transcript.

Iconography

Icons should have thin lines and no more than one color. Stick to black and the primary dark blue color (#005477).

Mobile Navigation Icons



Unactivated



Activated

Misc. Icons



Common UI Components

Primary Button

Secondary Button

Name: Buttons

Size: 342×43px OR 171×43px

Description: Button that, when pressed, brings users to a new page related to the text on the button

Context of Use: Can submit information or navigate users to a new section.

Functionality: Allows user to submit information previously entered on a form.

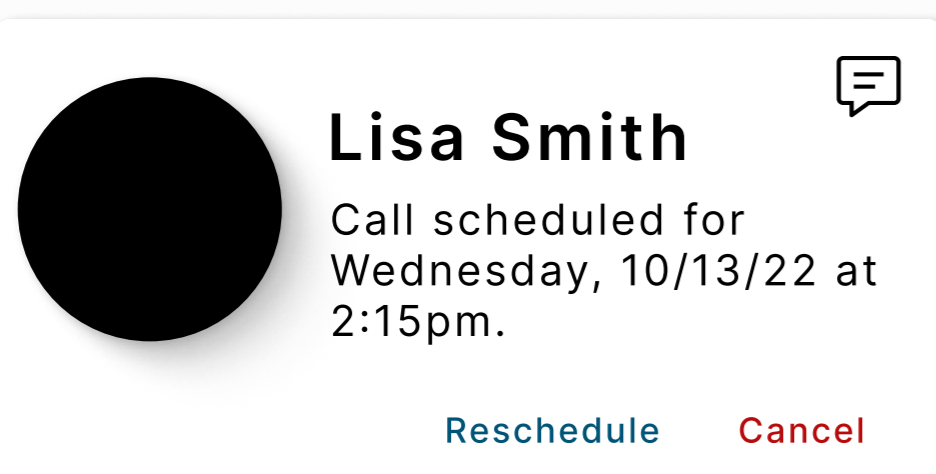
Attention

Name: Attention Button

Description: Button that, when pressed, cancels a form or previous input of information.

Context of Use: Can cancel appointments or actions.

Functionality: Allows user to cancel previously input information.



Name: Appointment Menu

Size: 356×175px

Description: small menu that displays options for managing appointments.

Context of Use: The appointments screen.

Functionality: Allows users to cancel or reschedule appointments, as well as message an expert.

Heading

Input Field

Name: Input Field

Size: 342×43px OR 171×43px

Description: Button that allows users to input small amounts of text.

Context of Use: When small amounts of information need to be input

Functionality: Allows user to input small amounts of information.



Name: Sub-Navigation Button

Size: 352×92px

Description: Button that, when pressed, navigates users to a different screen.

Context of Use: When sub-nav is applicable.

Functionality: Allows user to easily navigate to a new screen.

This is an input field for large amounts of text...

Option 1 Option 2

Name: Large Input Field

Size: Width 356px

Description: Users can input large amounts of text into this box

Context of Use: Large amounts of text input from users

Functionality: Allows user to type in large amounts of text

Checked

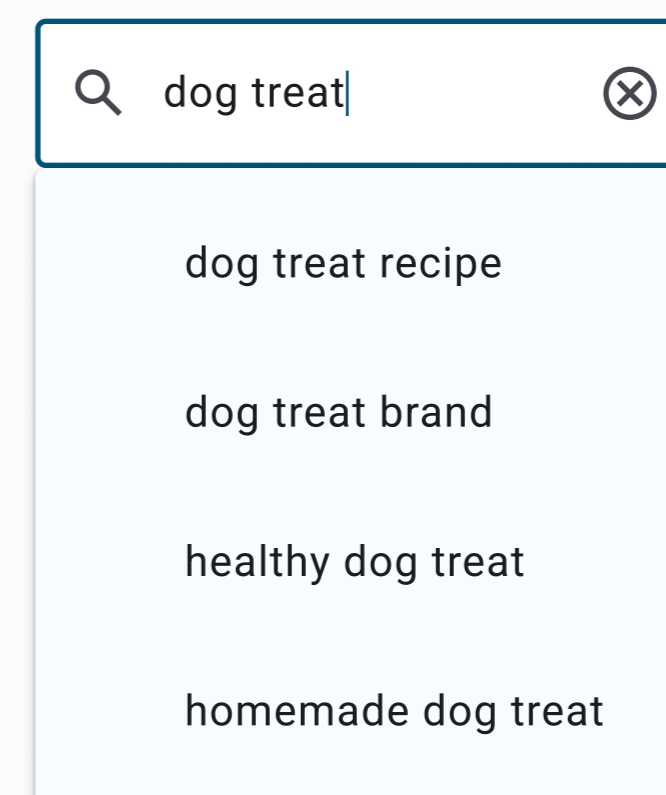
Unchecked

Name: Check Marks

Description: Square button that, when checked, selects a certain option from a few selection options.

Context of Use: When there is a multiple choice/multiple answer requirement.

Functionality: Allows user to choose between multiple options.



Name: Search Bar

Description: Bar with an input field for a search query.

Context of Use: Can search through our database to find the most relevant information.

Functionality: Allows user to quickly find what they are looking for.

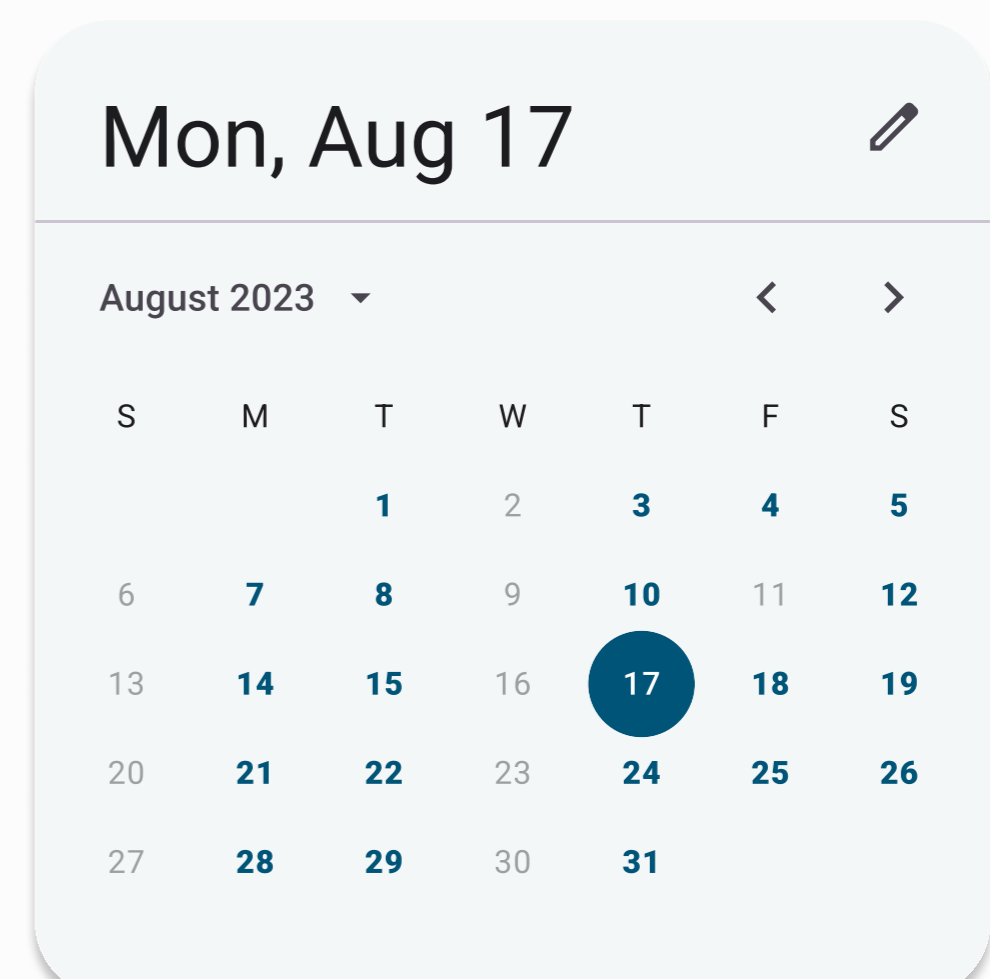
Tab 1 Tab 2 Tab 3

Name: Tabs

Description: Tabs within a page, each presenting specific information.

Context of Use: Where multiple categories/sub-nav are/is needed.

Functionality: Allows user to access different sub-categories of information.



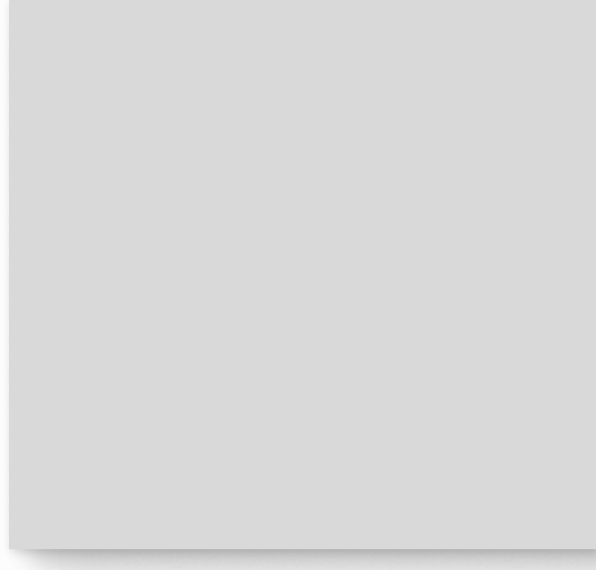
Name: Calendar

Description: Appointment calendar

Context of Use: When a date input is needed.

Functionality: Allows user to select a date.

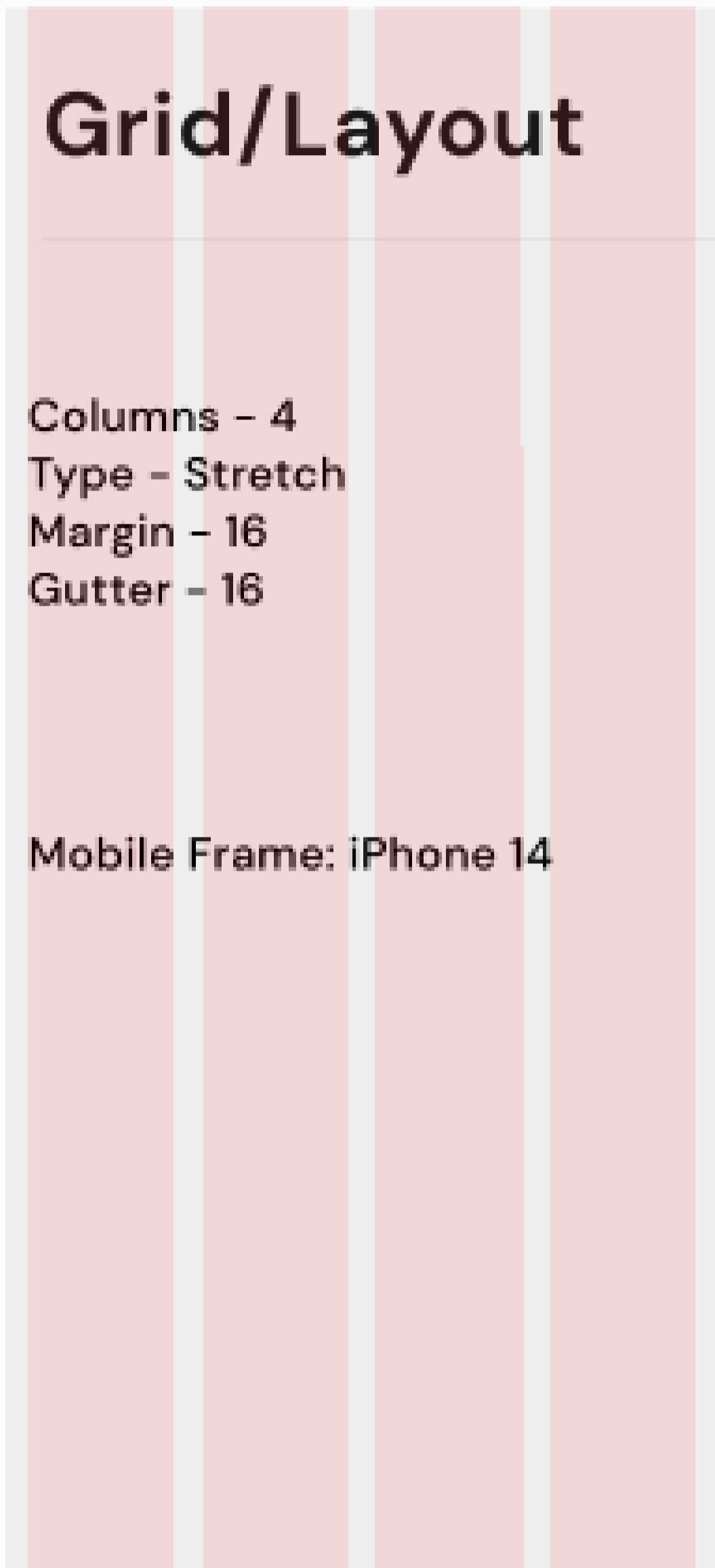
Other



Shadow:

For sub-nav and information boxes

Shadows made with “Beautiful Shadows” plugin.



Imagery



Images of cats and dogs. Mainly cut out images of animals interacting or looking at information on the screen. All other imagery will be provided by users of the app. For example, animal experts will choose their own profile pictures and pet owners will upload their own photos of their pets.

