

Style guide

Version 1.0

May 2018



Font hierarchy

The font used throughout the app is the **Avenir Next** family

Font

Avenir Next

Avenir Next Regular
Avenir Next Medium
Avenir Next DemiBold
Avenir Next Bold
Avenir Next Heavy

H1 Primary header

Primary header font, majority of headers will use this theme.

Font: **Avenir Next Bold**, 24 pt, kerning -1.5pt

H2 Secondary header

Secondary header font, used in screens where a subheading is required, or a more subtle header.

Font: Avenir Next Demi Bold, 16 pt

N1 Navigation header

Notification header font, used for comments, text in buckets.

Font: Avenir Next Bold, 14 pt, leading 19pt

B1 Body

Bodycopy font style used for paragraph text.

Font: Avenir Next Medium, 16pt, leading 19pt

C1 Caption

Caption font, used for more 'fine print' type of texts

Font: Avenir Next Bold, 10pt, leading 12pt

button BUTTON TEXT

FONT: AVENIR NEXT DEMI BOLD, ALL CAPS 16PT, 3.8 KERNING

D1 Display

Display text font style is applied to elements which require much more size and emphasis than a header. This is typically used only for special cases

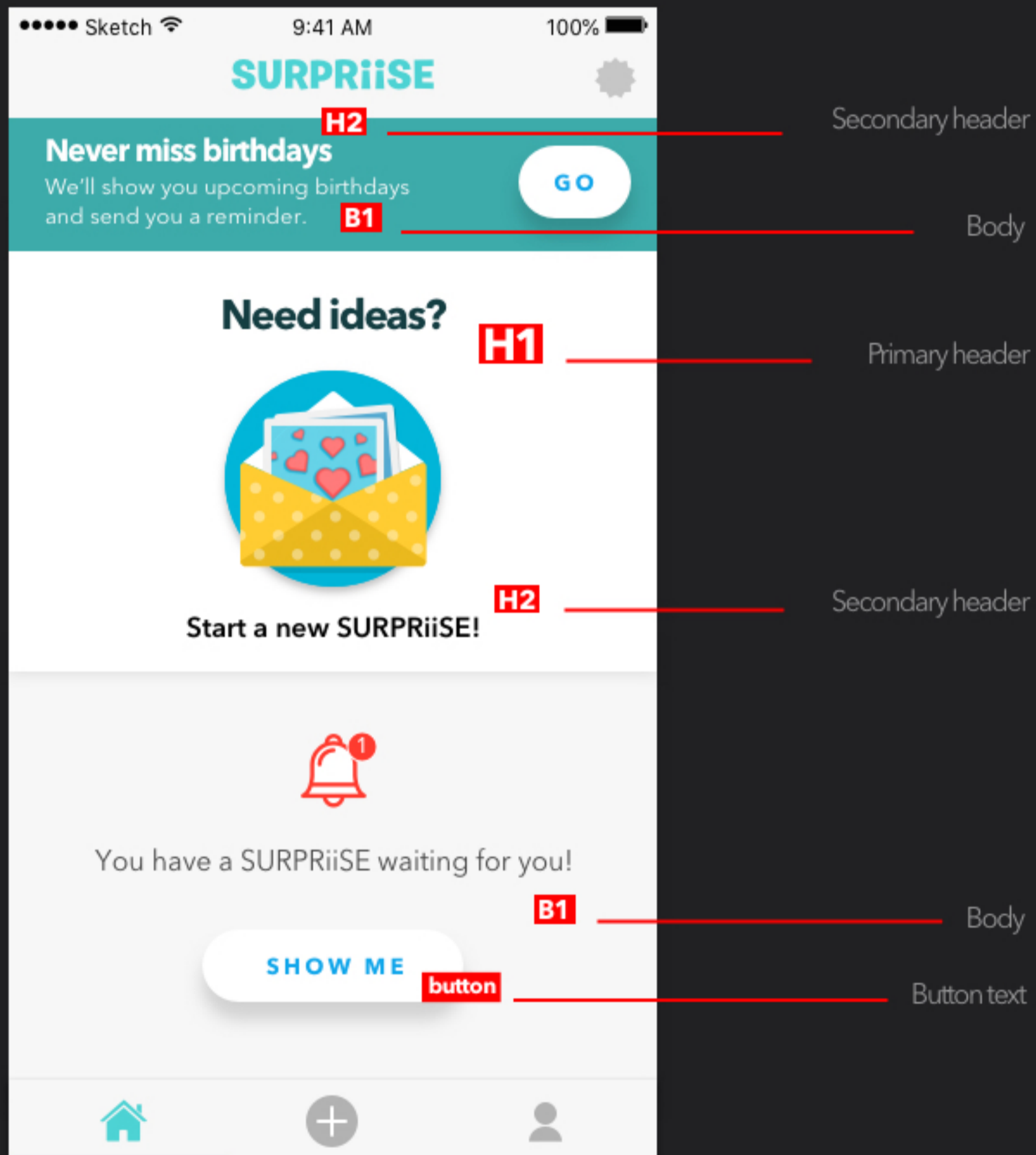
Font: Avenir Next Bold, 30pt, kerning -0.5pt

Font hierarchy

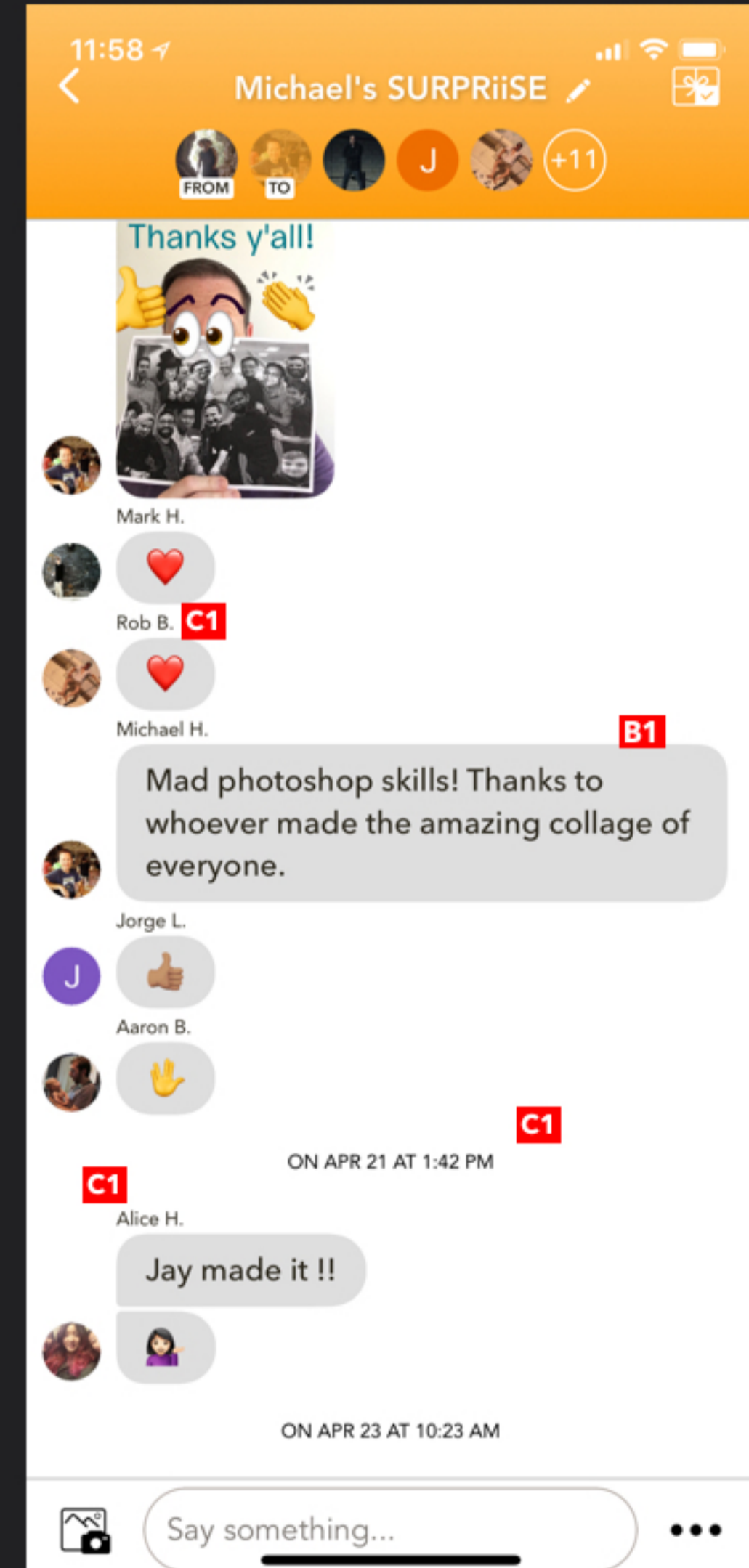
Legend

H1	Primary header	C1	Caption
H2	Secondary header	button	Button text
N1	Navigation header	D1	Display
B1	Body		

iPhone 8



iPhone X

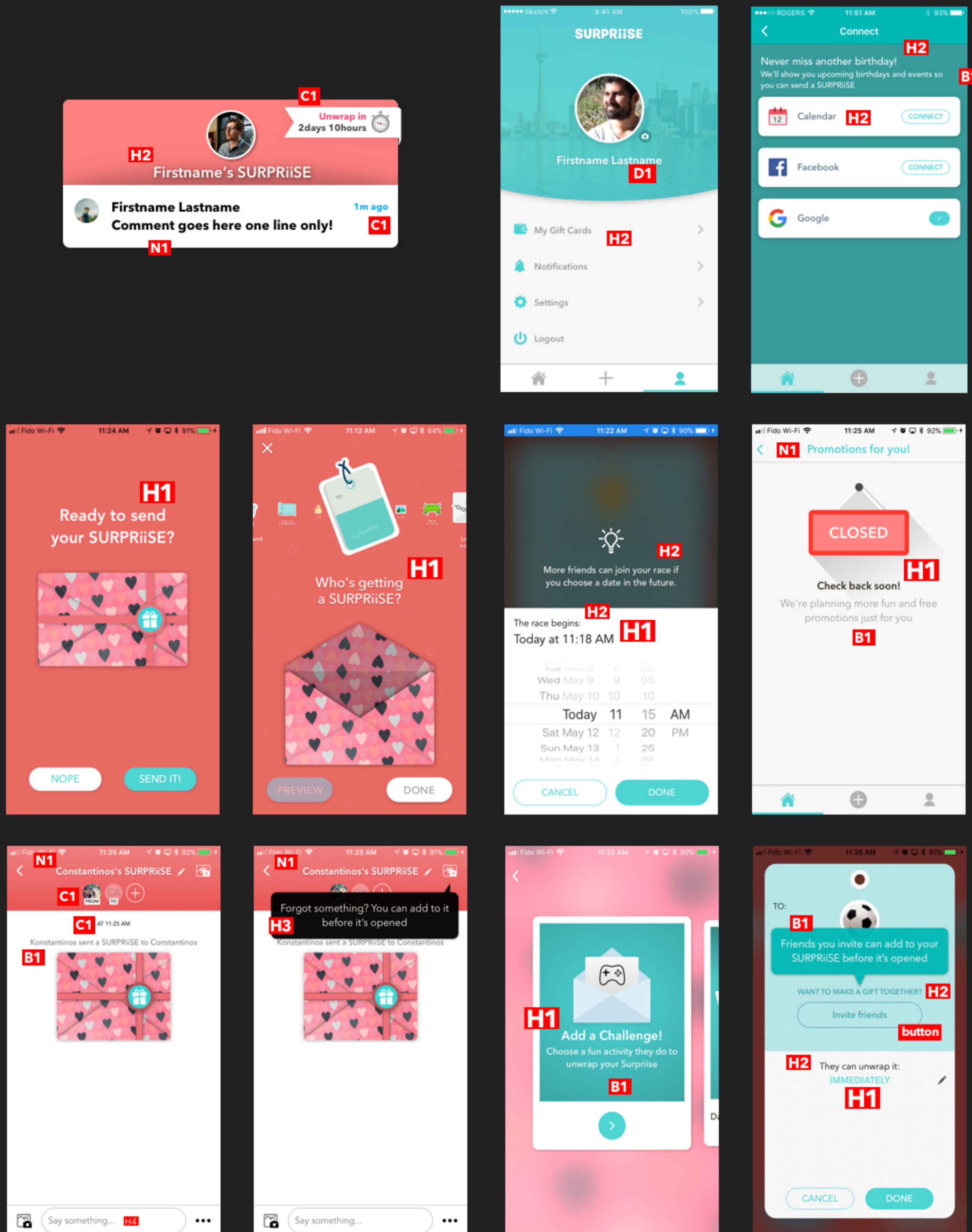


Styleguide

Font hierarchy

Legend

- H1** Primary header
- C1** Caption
- H2** Secondary header
- button** Button text
- N1** Navigation header
- D1** Display
- B1** Body

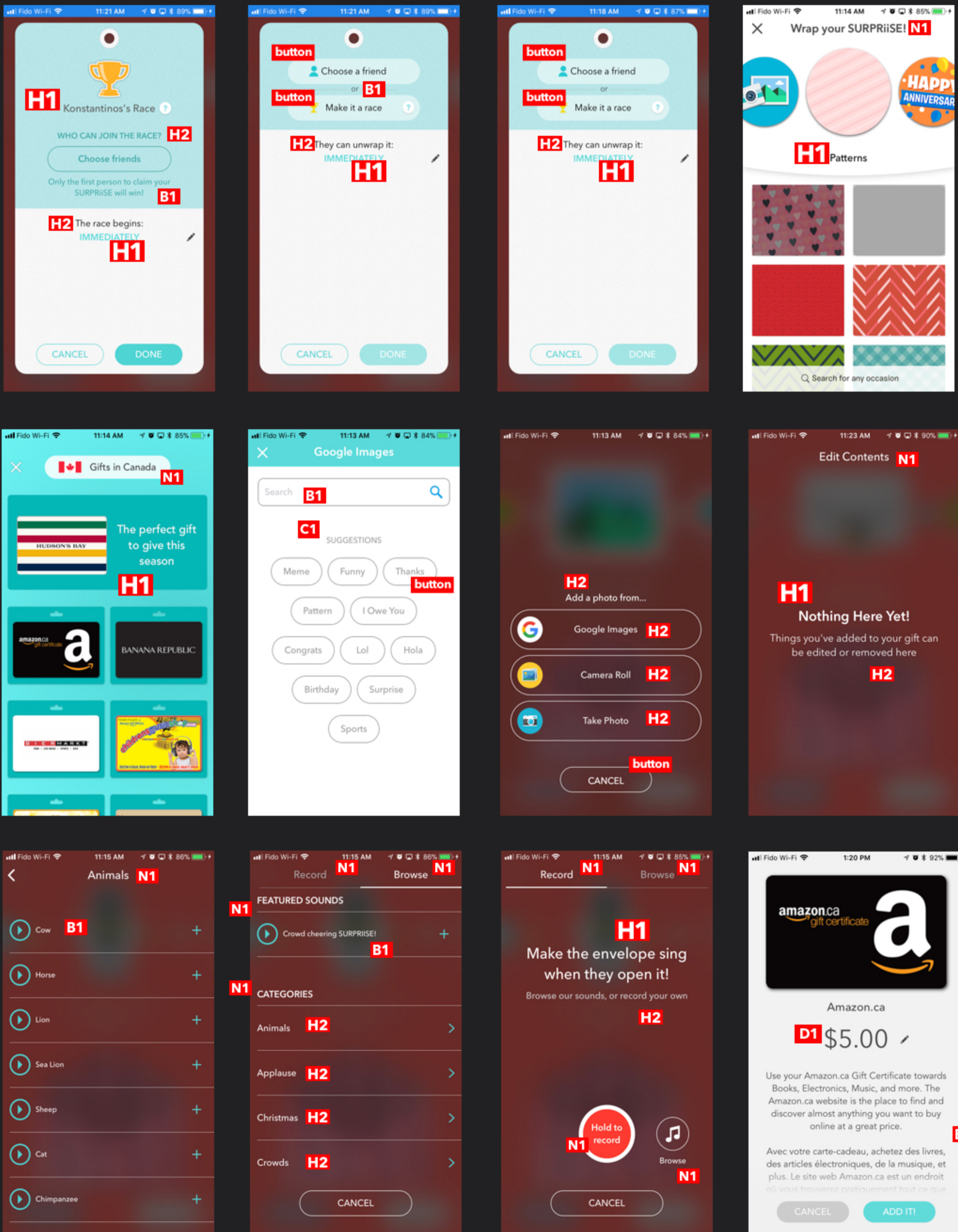


* Screens do not represent final text size and treatment. They are based on a previous version of the app.

Font hierarchy

Legend

- H1** Primary header
- C1** Caption
- H2** Secondary header
- button** Button text
- N1** Navigation header
- D1** Display
- B1** Body

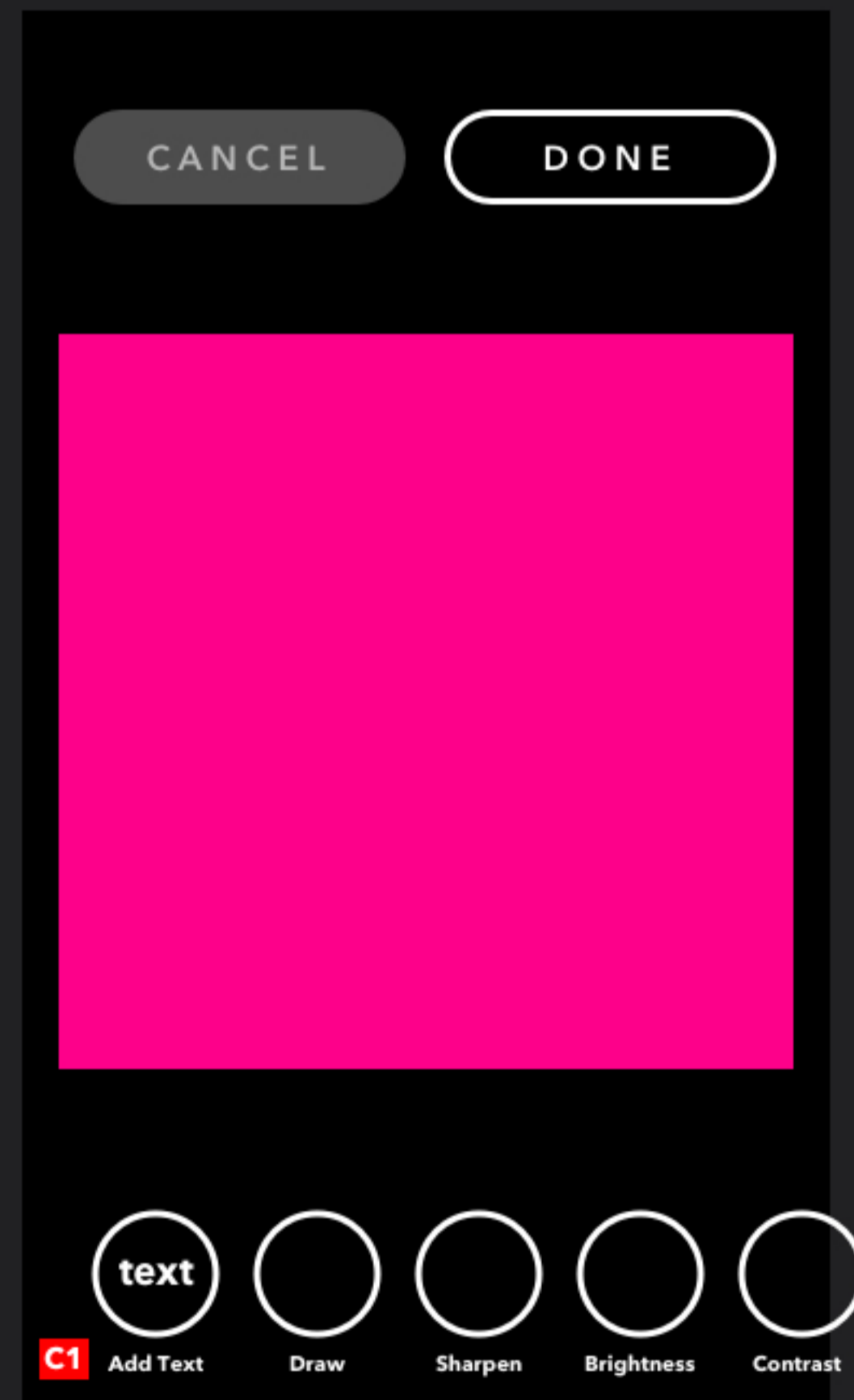
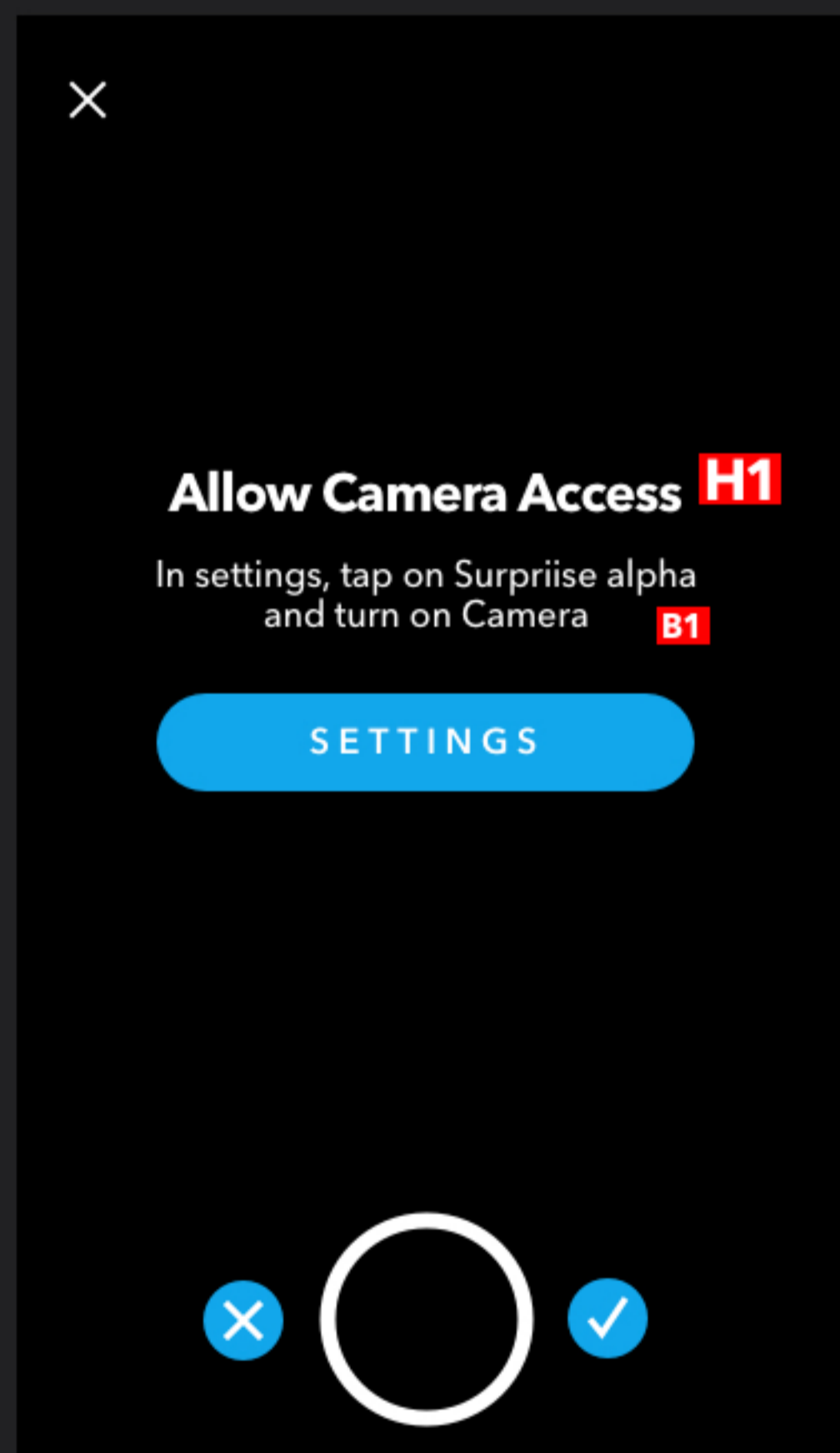


* Screens do not represent final text size and treatment. They are based on a previous version of the app.

Buttons

Legend

H1	Primary header	C1	Caption
H2	Secondary header	button	Button text
N1	Navigation header	D1	Display
B1	Body		



Buttons

Normal state

NEUTRAL

Font: Avenir Next Demi bold, all CAPS, #12A6EB, 16pt, 3.8 kerning
 Container: transparent
 Stroke: #12A6EB, 3pt, 44px high
 Width: 156px (when next to other button)
 Height: 44px high
 Radius: 100
 Elevation: X:0, Y:10, blur:10, #000000 15%opacity

NEXT

Font: Avenir Next Demi bold, all CAPS, #FFFFFF, 16pt, 3.8 kerning
 Container: #12A6EB
 Stroke:
 Width: 156px (when next to other button)
 Height: 44px high
 Radius: 100
 Elevation: X:0, Y:10, blur:10, #000000 15%opacity

PREVIEW

Font: Avenir Next Demi bold, all CAPS, #12A6EB, 16pt, 3.8 kerning
 Container: #FFFFFF
 Stroke:
 Width: 156px (when next to other button)
 Height: 44px high
 Radius: 100
 Elevation: X:0, Y:10, blur:10, #000000 15%opacity

CANCEL

Font: Avenir Next Demi bold, all CAPS, #B7B7B7, 16pt, 3.8 kerning
 Container: #FFFFFF, 30% opacity
 Stroke:
 Width: 156px (when next to other button)
 Height: 44px high
 Radius: 100
 Elevation: X:0, Y:10, blur:10, #000000 15%opacity

CANCEL

Font: Avenir Next Demi bold, all CAPS, #575757, 16pt, 3.8 kerning
 Container: #000000, 30% opacity
 Stroke:
 Width: 156px (when next to other button)
 Height: 44px high
 Radius: 100
 Elevation: X:0, Y:10, blur:10, #000000 15%opacity

CANCEL

Font: Avenir Next Demi bold, all CAPS, #A1A1A1, 16pt, 3.8 kerning
 Container: #000000
 Stroke:
 Width: 156px (when next to other button)
 Height: 44px high
 Radius: 100
 Elevation: X:0, Y:10, blur:10, #000000 15%opacity

NEUTRAL

Font: Avenir Next Demi bold, all CAPS, #FFFFFF, 16pt, 3.8 kerning
 Container: transparent
 Stroke: #FFFFFF, 3pt, 44px high
 Width: 156px (when next to other button)
 Height: 44px high
 Radius: 100
 Elevation: X:0, Y:10, blur:10, #000000 15%opacity

Select State

NEUTRAL

Font: Avenir Next Demi bold, all CAPS, #12A6EB, 16pt, 3.8 kerning
 Container: transparent
 Stroke: #12A6EB, 3pt, 44px high
 Width: 156px (when next to other button)
 Height: 44px high
 Radius: 100
 Elevation:

NEXT

Font: Avenir Next Demi bold, all CAPS, #FFFFFF, 16pt, 3.8 kerning
 Container: #12A6EB
 Stroke:
 Width: 156px (when next to other button)
 Height: 44px high
 Radius: 100
 Elevation:

PREVIEW

Font: Avenir Next Demi bold, all CAPS, #12A6EB, 16pt, 3.8 kerning
 Container: #FFFFFF
 Stroke:
 Width: 156px (when next to other button)
 Height: 44px high
 Radius: 100
 Elevation:

CANCEL

Font: Avenir Next Demi bold, all CAPS, #B7B7B7, 16pt, 3.8 kerning
 Container: #FFFFFF, 30% opacity
 Stroke:
 Width: 156px (when next to other button)
 Height: 44px high
 Radius: 100
 Elevation:

CANCEL

Font: Avenir Next Demi bold, all CAPS, #575757, 16pt, 3.8 kerning
 Container: #000000, 30% opacity
 Stroke:
 Width: 156px (when next to other button)
 Height: 44px high
 Radius: 100
 Elevation:

CANCEL

Font: Avenir Next Demi bold, all CAPS, #A1A1A1, 16pt, 3.8 kerning
 Container: #000000
 Stroke:
 Width: 156px (when next to other button)
 Height: 44px high
 Radius: 100
 Elevation:

NEUTRAL

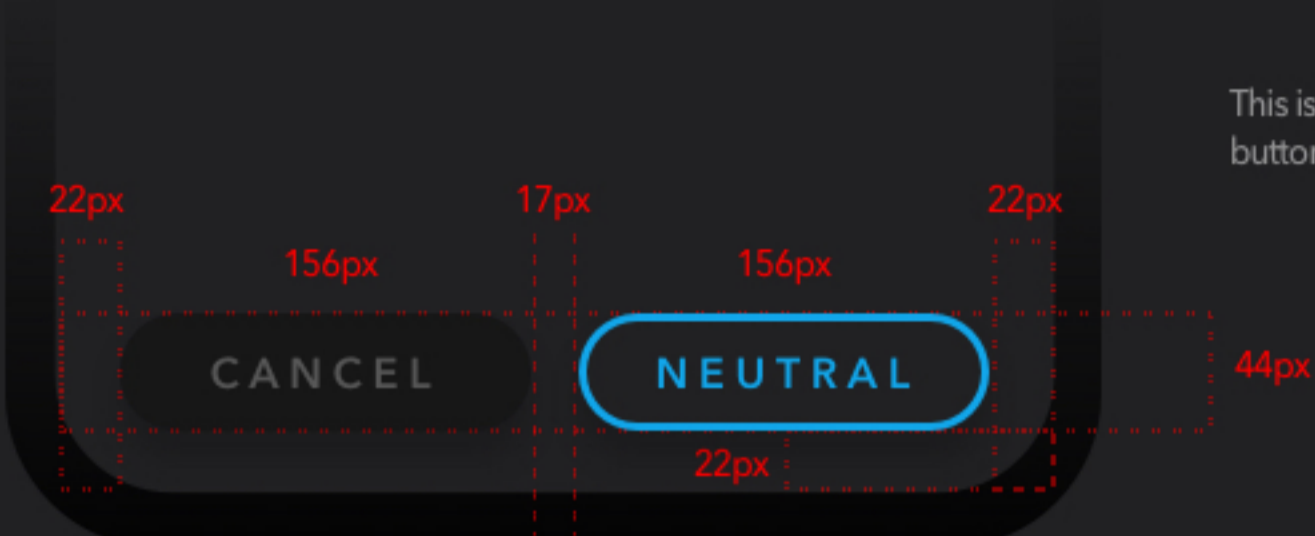
Font: Avenir Next Demi bold, all CAPS, #FFFFFF, 16pt, 3.8 kerning
 Container: transparent
 Stroke: #FFFFFF, 3pt, 44px high
 Width: 156px (when next to other button)
 Height: 44px high
 Radius: 100
 Elevation:

Styleguide

Buttons

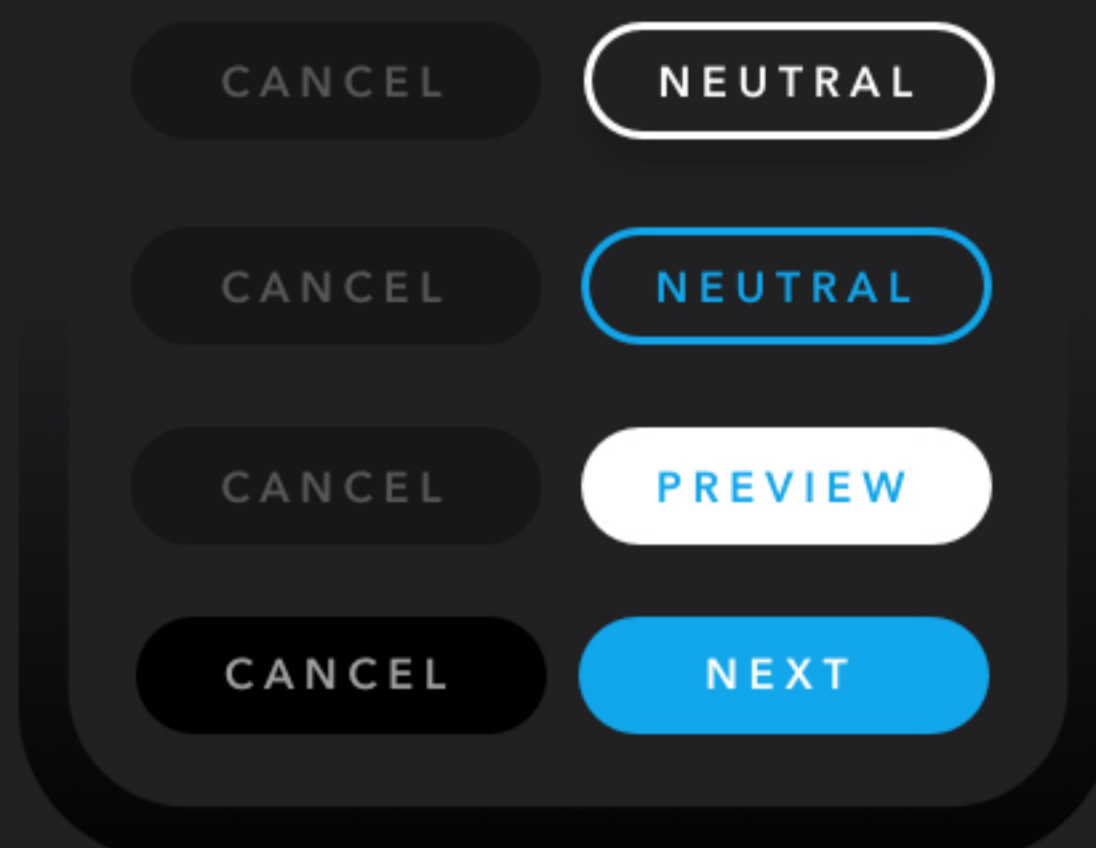
When we want to guide the user to a specific action, the CTA button is the prominent button—the one with the highest contrast with its surroundings and background.

Horizontal layout

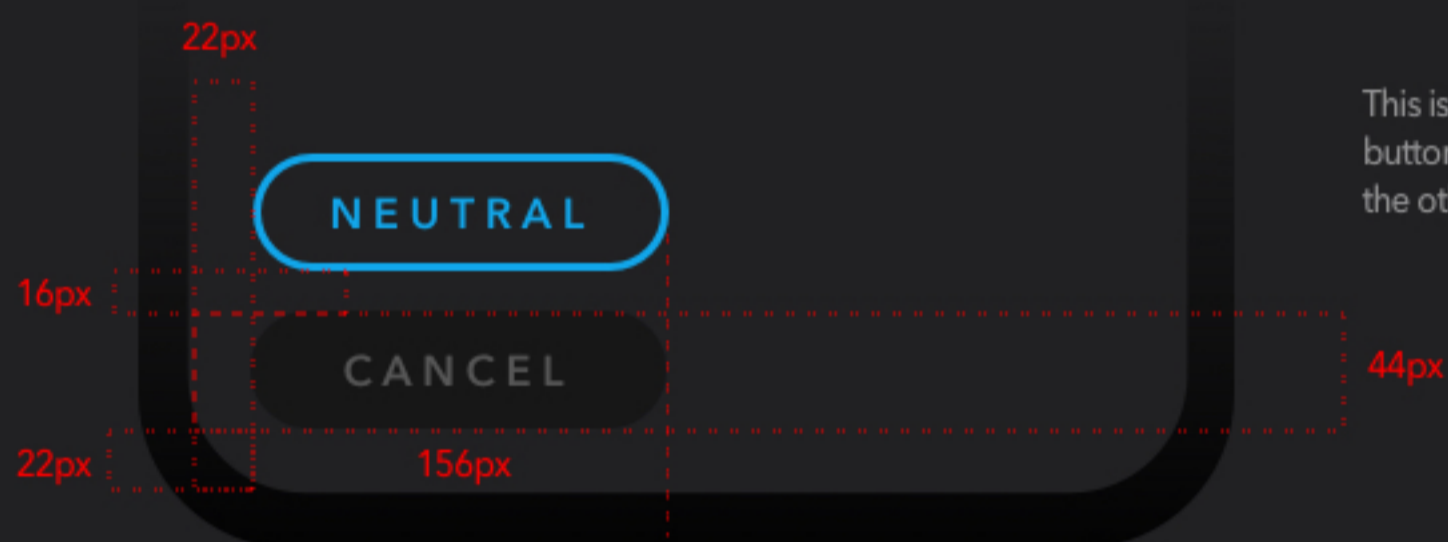


This is the layout if 2 buttons exist side by side

Example

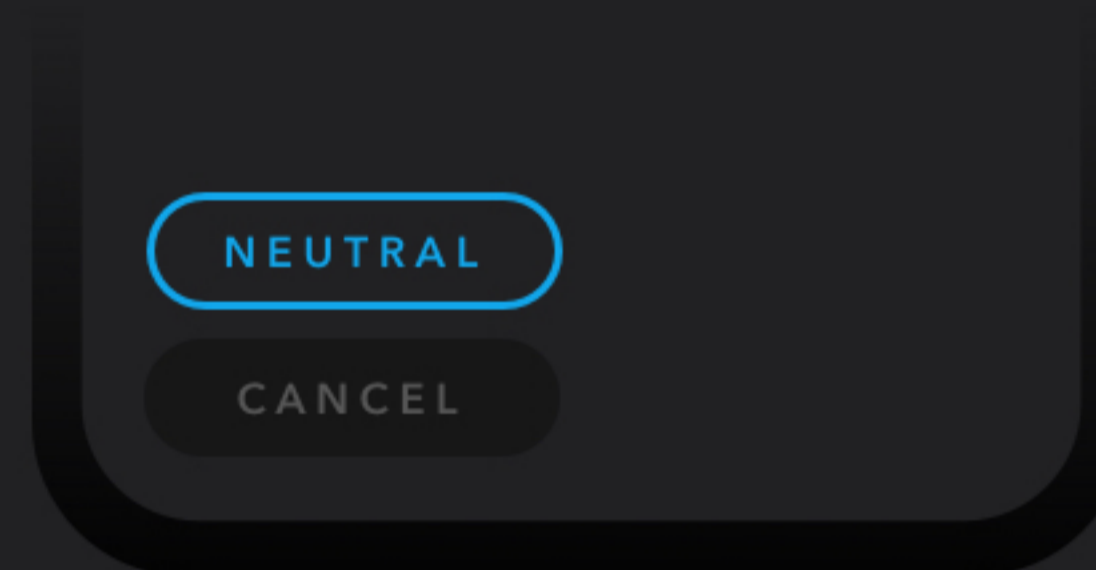


Left aligned

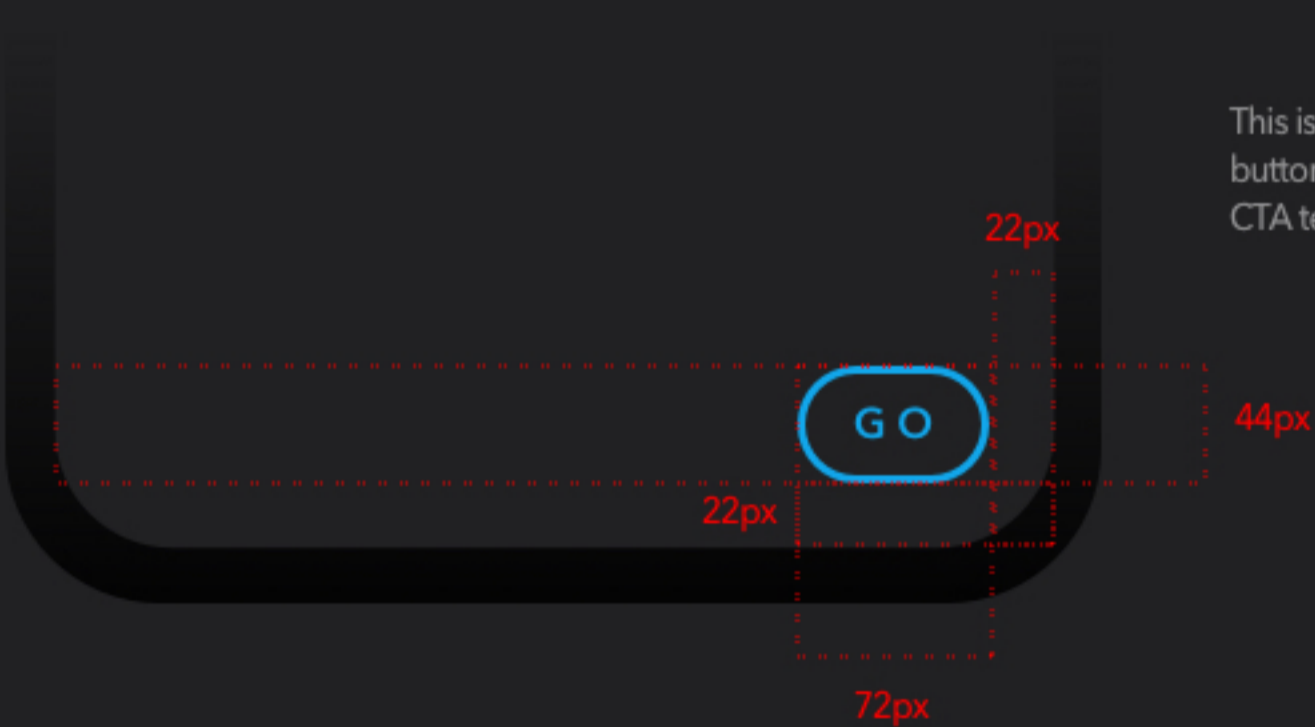


This is the layout if 2 buttons exist one on top of the other

Example



Right aligned

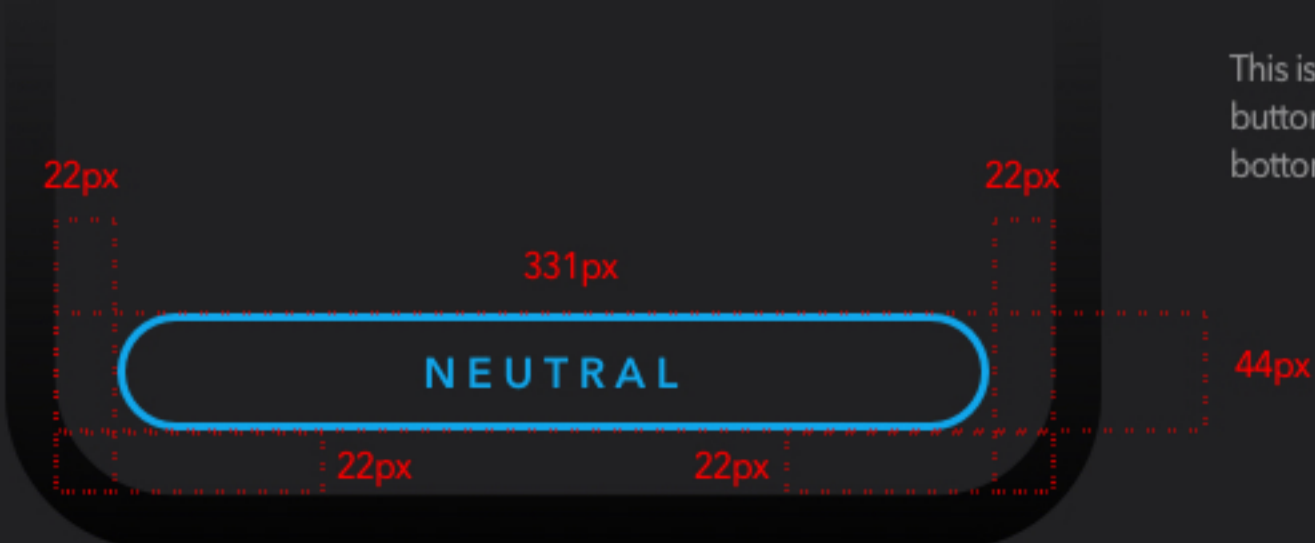


This is the layout if 1 button exists next to CTA text

Example

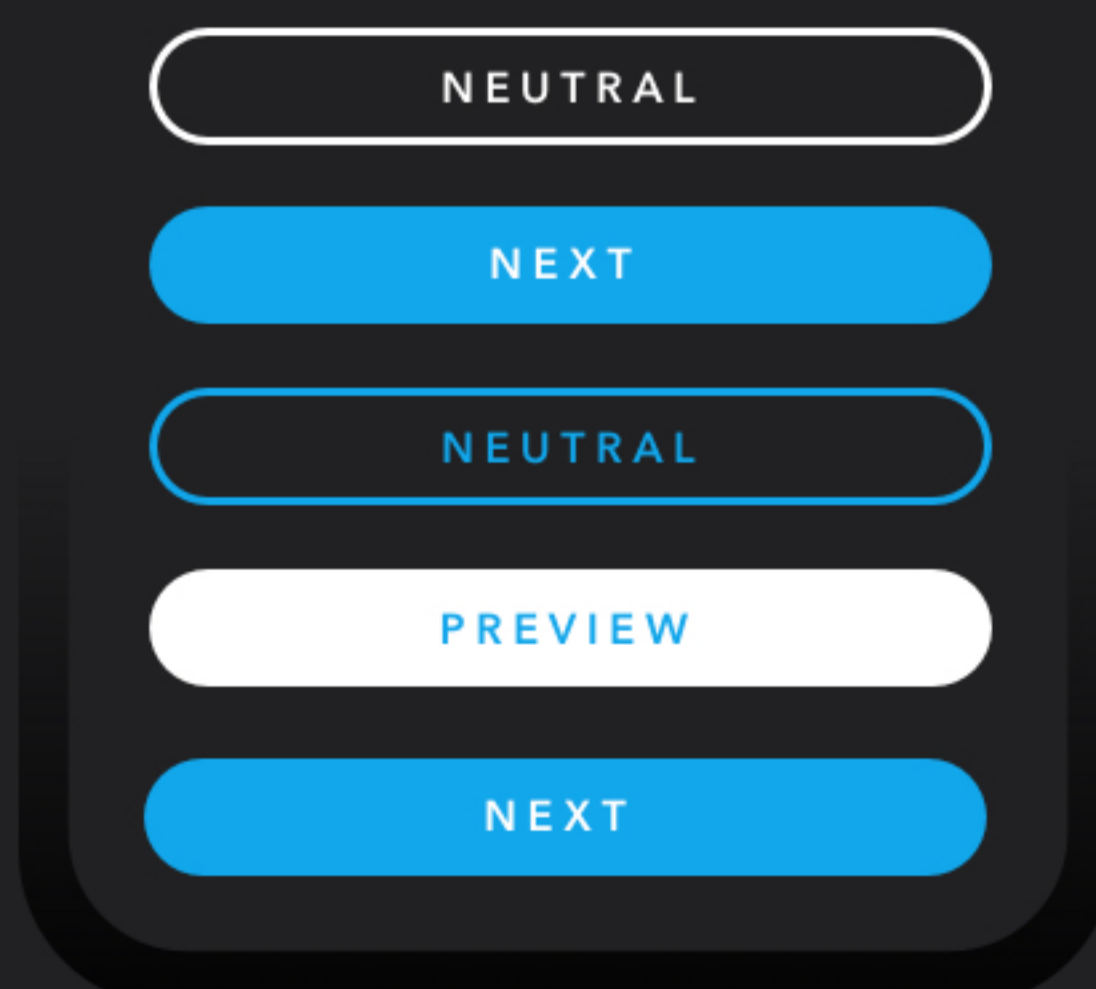


Vertical layout



This is the layout if 1 button is at the bottom of the screen

Example

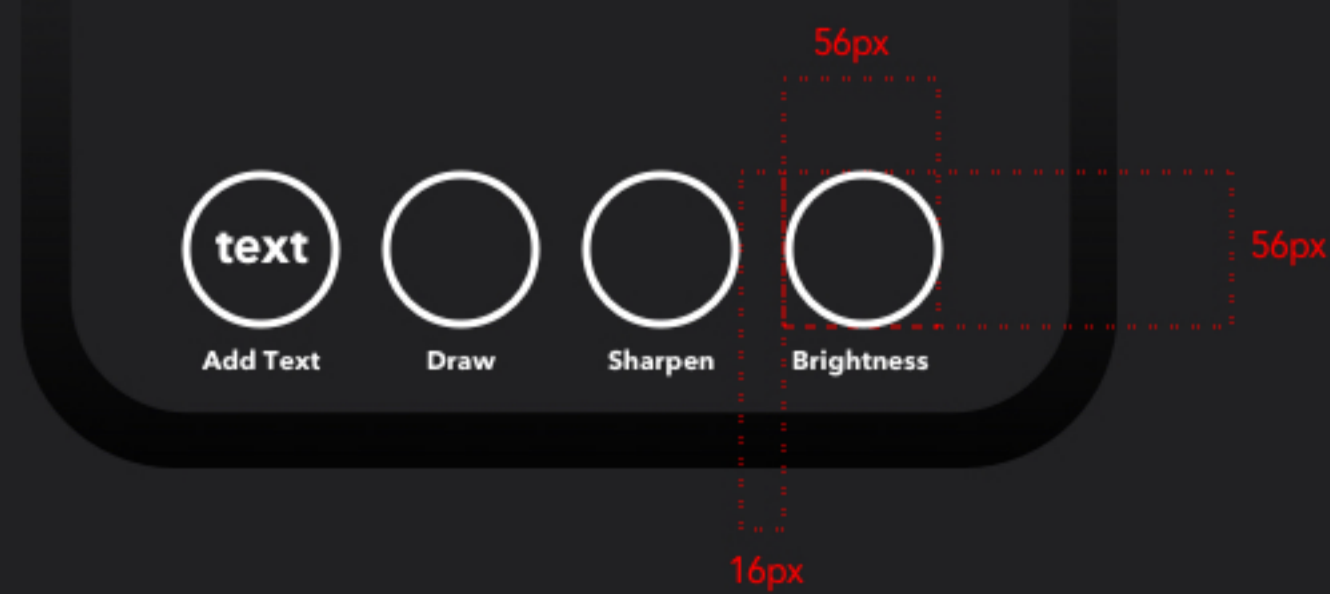
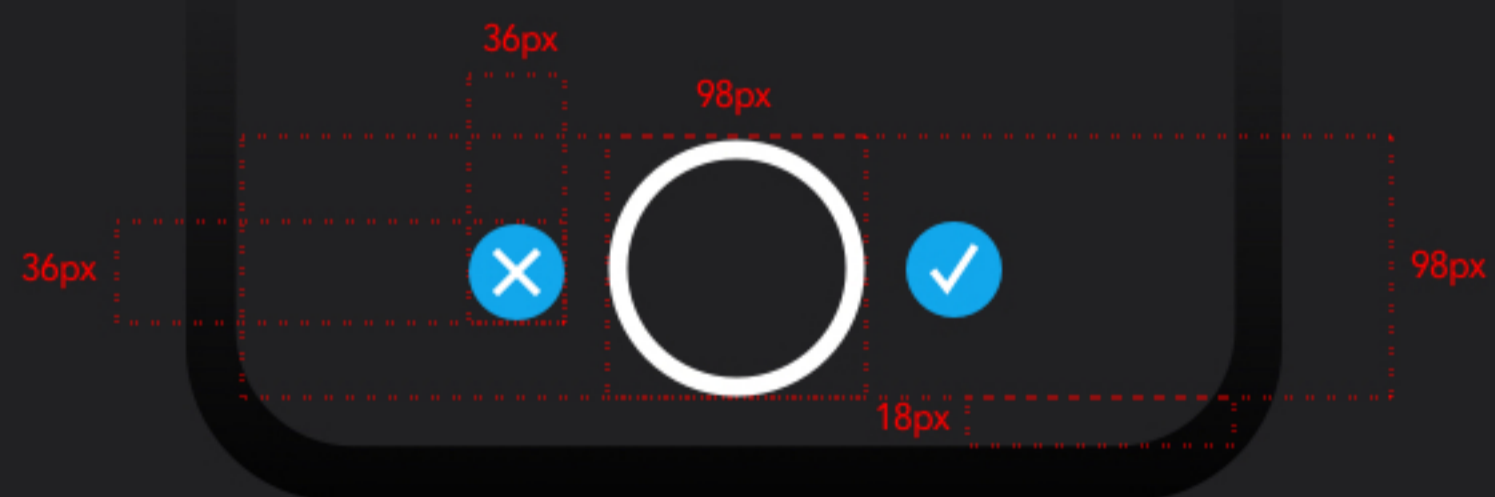
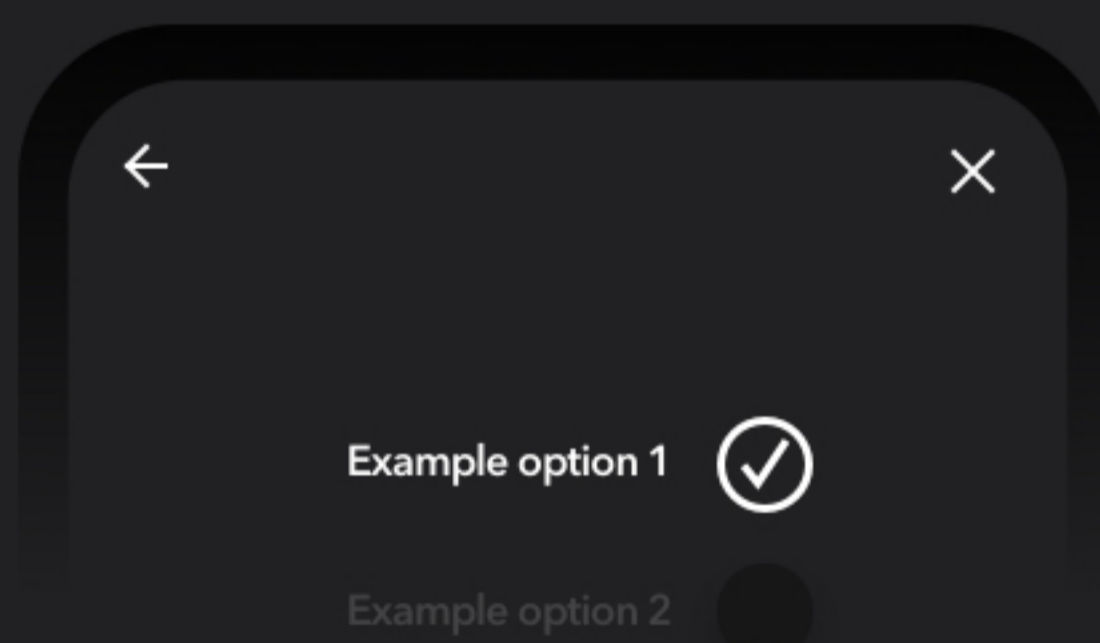
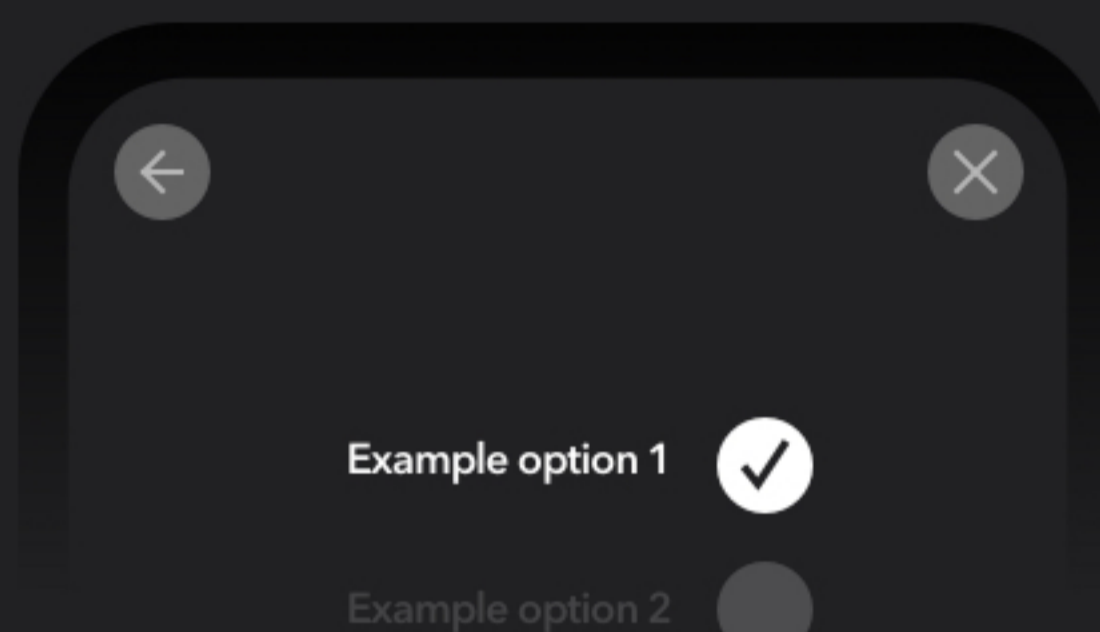
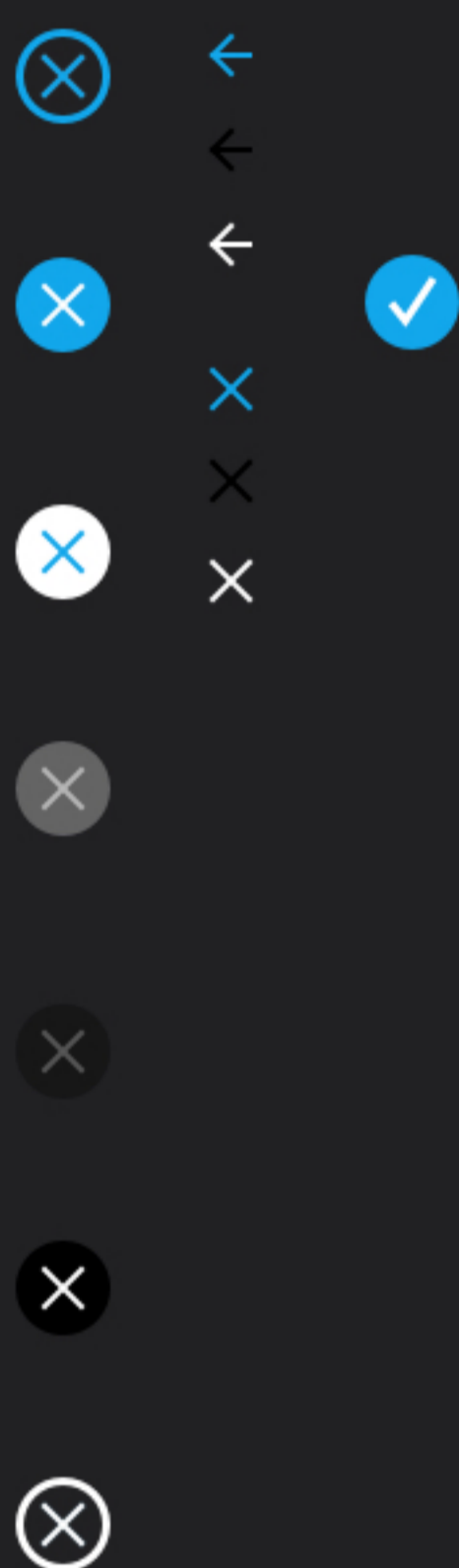
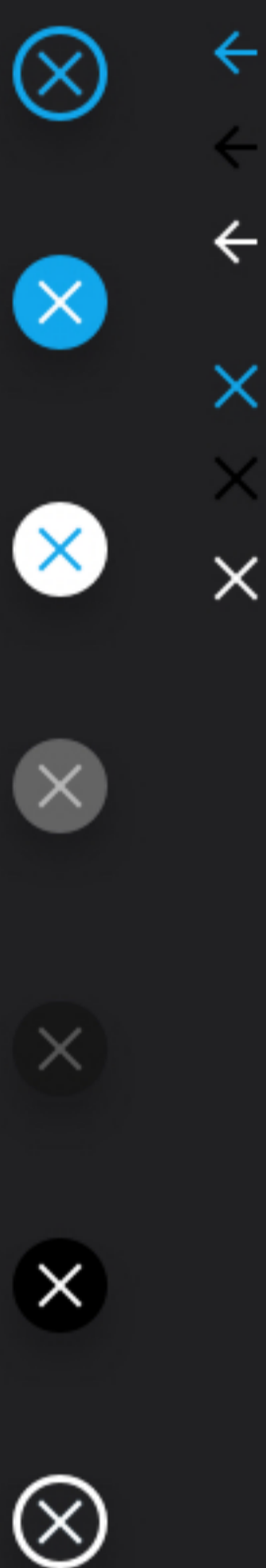


Buttons

Normal state

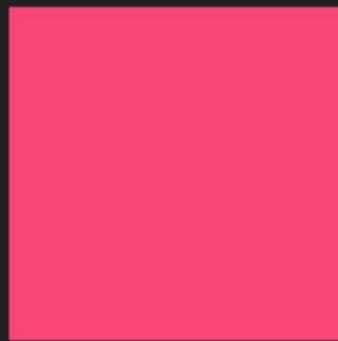
Select state

Examples

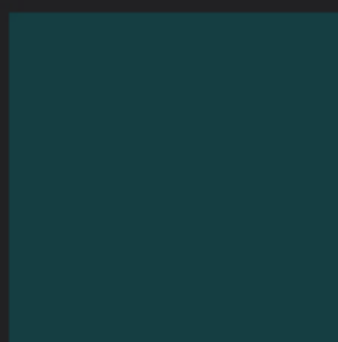


Colour

Primary



#F84776



#153E43



#FFFFFF



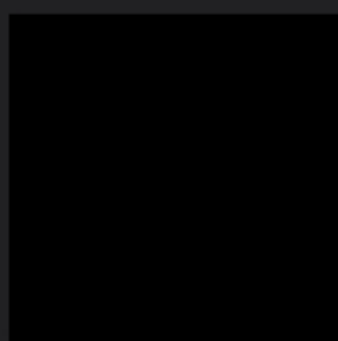
#3DABAA



#12A6EB



#4DD3D3



#000000

Secondary

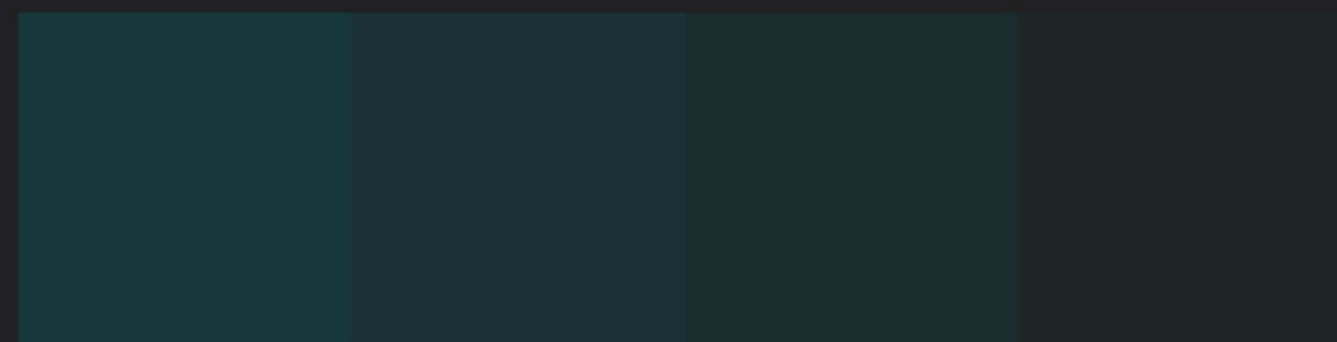


80% opacity

60% opacity

40% opacity

20% opacity



80% opacity

60% opacity

40% opacity

20% opacity



80% opacity

60% opacity

40% opacity

20% opacity



80% opacity

60% opacity

40% opacity

20% opacity



80% opacity

60% opacity

40% opacity

20% opacity



80% opacity

60% opacity

40% opacity

20% opacity



#171717

#4A4A4A

#646464

#B2B2B2