

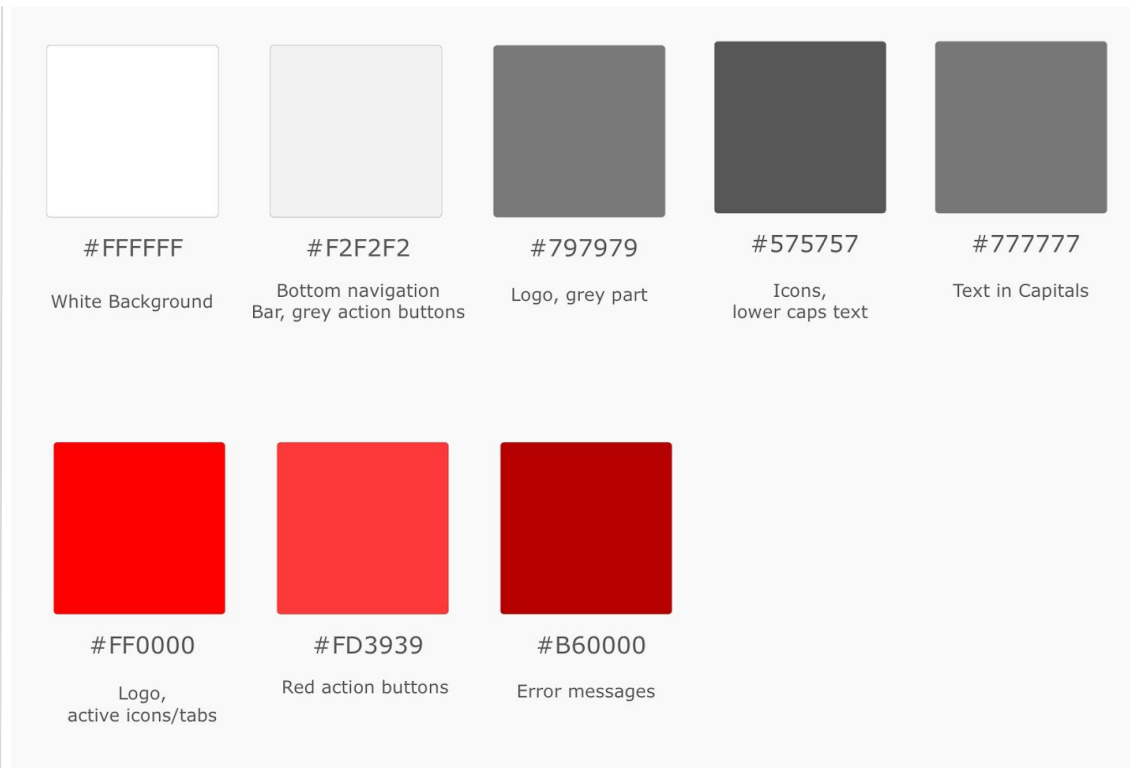
Style Guide

COLOR PALETTE

The color palette of INKit tattoo app should be neutral and non intrusive due to lots of colorful content (tattoo images). The app has two main colours:

- Grey (and various hues of it) as a Primary Color for most of the elements and text
- Red as a Secondary Color for accents such as active navigation icons) and some important CTA buttons (promoting to create an account or login)

The background colour is white



TYPOGRAPHY

INKit typeface: Verdana

It is clear and easily legible typeface which works well in small text on colour-busy screens

Typography varies in size and capitals or lowercase letters depending the hierarchy

Headings: center aligned

Body text: left aligned

Logo: Verdana, Capital, Bold 40+Verdana, Regular 25

Action buttons: Verdana, Regular 14

H1 Verdana, Bold, 18

H2 Verdana, Capitals, Bold, 15

H3 Verdana, Bold, 14

H4 Verdana, Capitals, 12

H5 Verdana, Capitals, 8

Body 1 Verdana, Regular, 14

Body 2 Verdana, Regular, 12



Create an account



Continue with Google

ICONOGRAPHY

Icons must be simple, conventional and communicate clear message.

Icons size: 24x24 px

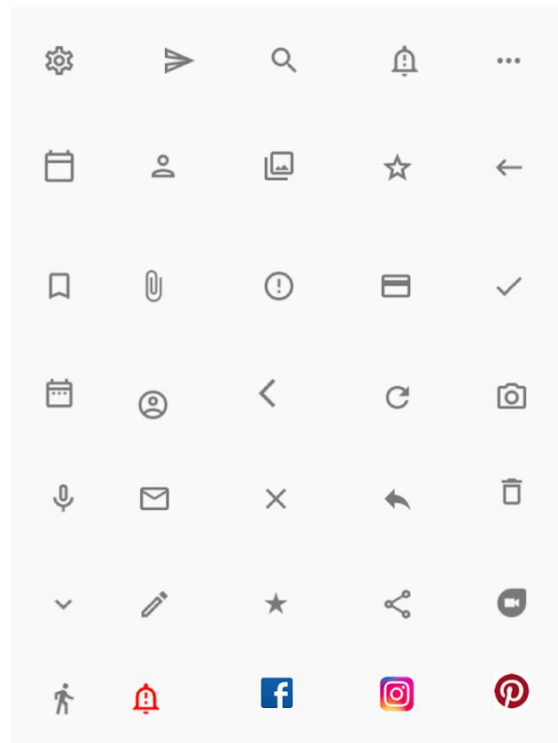
Icons touch size of 48x48px

Icons style: outlined with transparent background

Social media icons style: original colors and design

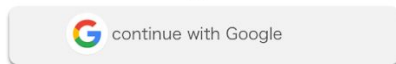
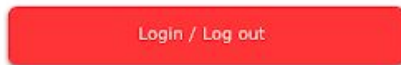
Inactive icons color: grey #575757

Active icons color: red #FF0000



UI ELEMENTS

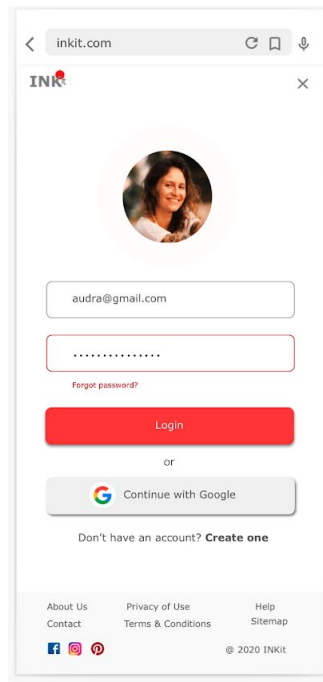
CTA buttons



Sign up/Login fields



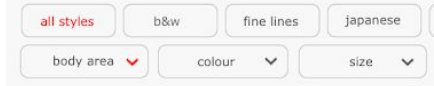
[Forgot password?](#)



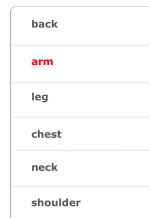
Navigation tabs



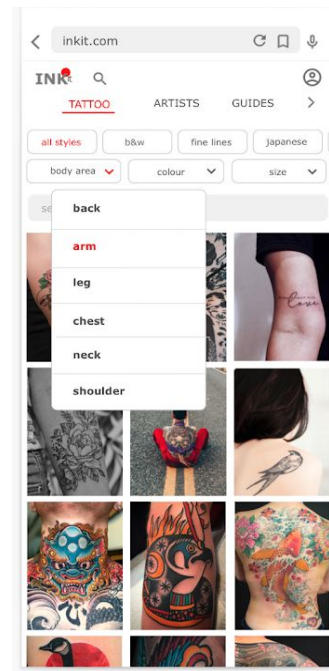
Filter tabs:



Filter drop downs:



Calendar filters:



UI ELEMENTS

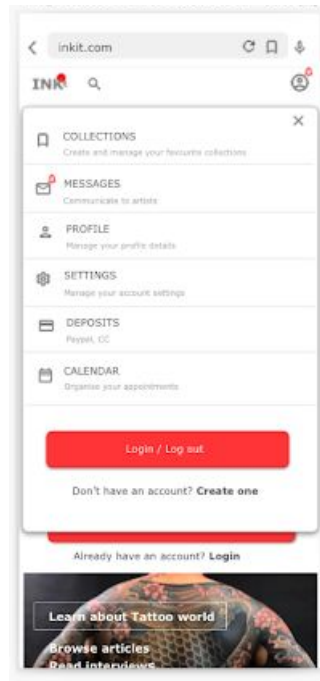
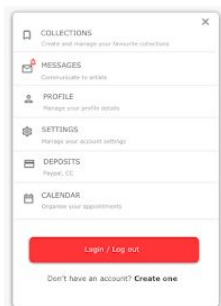
Tattoo and Artist screen search field

search...

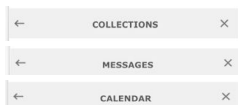
General search field active on every screen

Search...

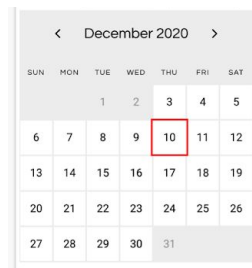
Account Menu active on every screen



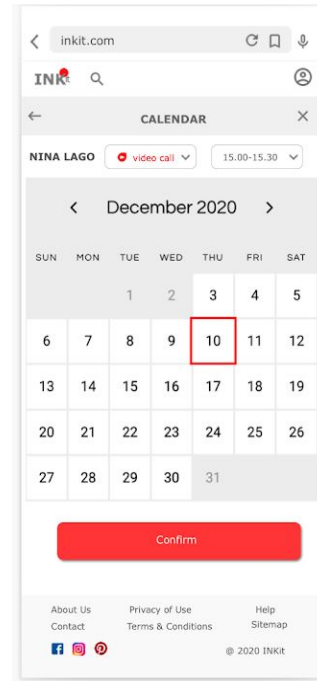
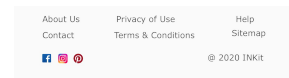
Account Menu Headers



Calendar

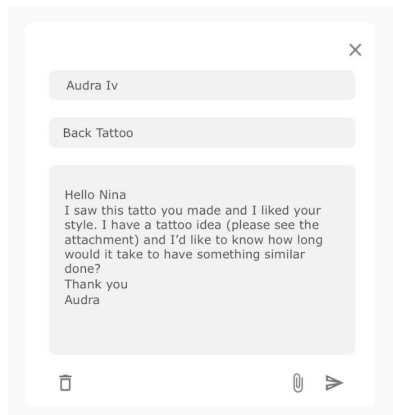


Footer

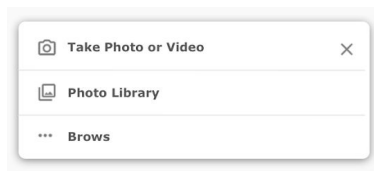


UI ELEMENTS

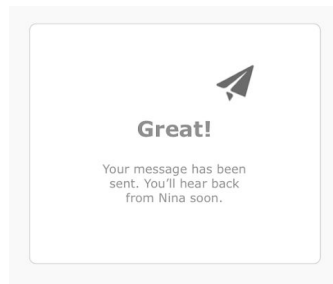
Message window



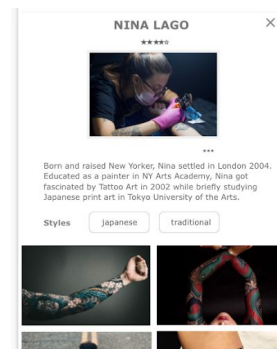
Message attachment menu



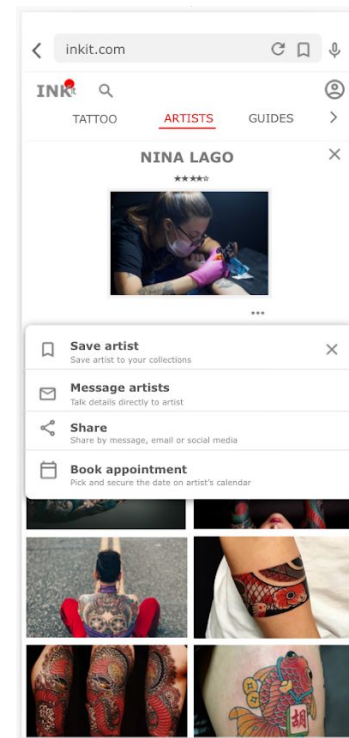
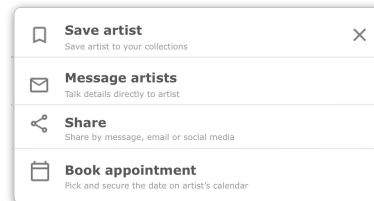
Message sent animated confirmation



Artists profile



More Menu pop up



GRID LAYOUT

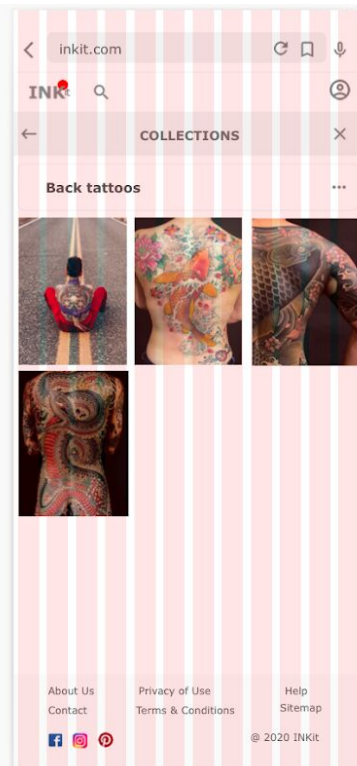
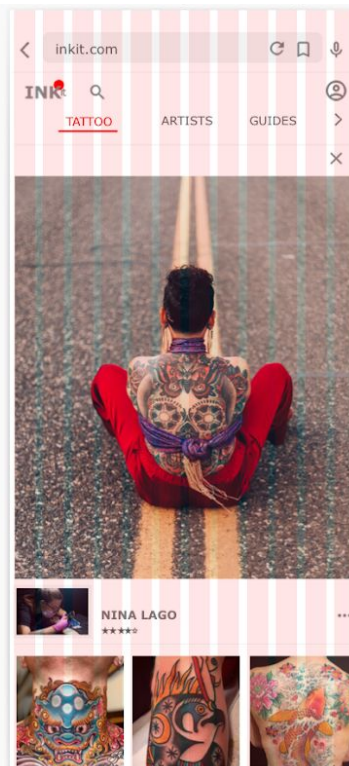
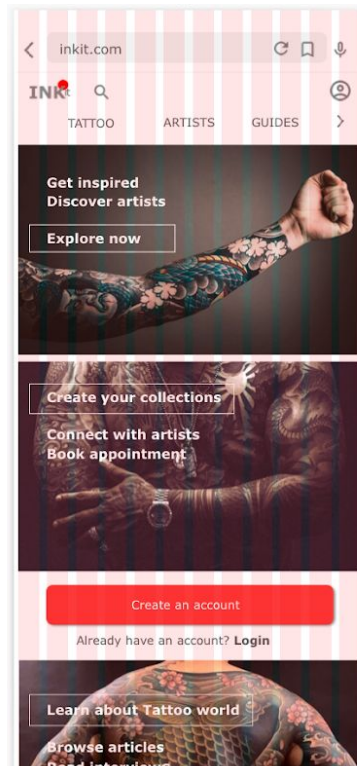
Mobile

Total Width: 414px

Columns: 12

Column Width: 30px

Gutter Width: 5px



tone of voice

Language must stay polite, friendly and neutral. Do not use specific tattoo industry jargon in order to stay understandable and friendly to clients of all levels (e.g. inexperienced beginners, etc.)

Task language must stay clear and helpful: instructions and descriptions simple and concise.

Any quotation must include information of original sources.

accessibility

Include text-to-speech (TTS), especially for Guides where users encounter larger amount of text in articles

Use Closed-Captioning in Video content

Keep background white in order to maintain clean uncluttered screens

Make sure the color contrast supports text legibility