

# PLUTOPAY Style Guide

Madeline Christensen

## TYPOGRAPHY

### TITLES & ACCENT

Space, 20pt, #F1D45C, #86E2F1

### Body

Futura Medium, 16pt, #FFFFFF

### Headings

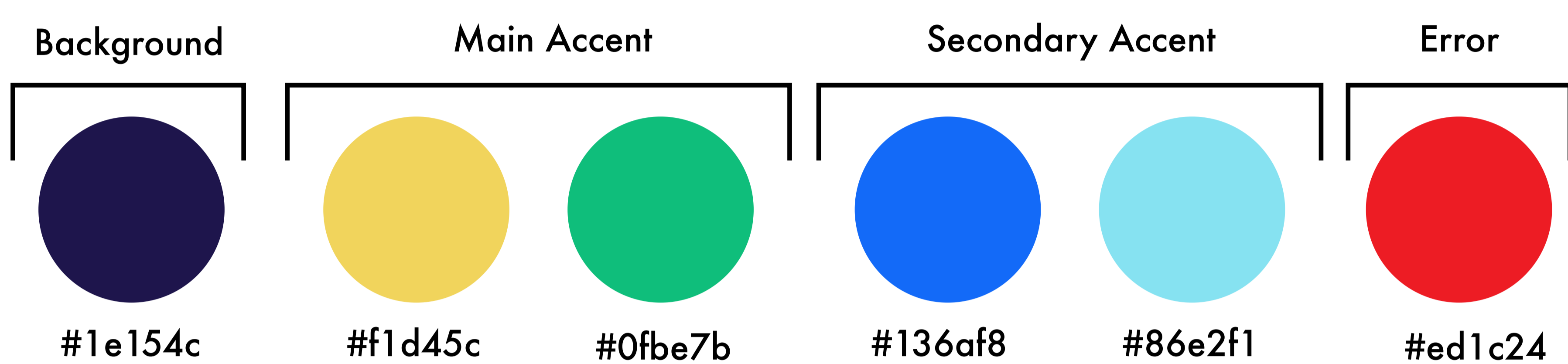
Futura Bold, 30pt, #F1D45C

### Subheadings

Futura Medium Italic, 22pt, #F1D45C

## COLOR PALETTE

The PlutoPay color palette includes a dark purple that functions as the main background color, a yellow and green as the main accent colors (for titles and buttons mostly), two shades of blue that function as secondary accent colors, and a red that operates as an error or negative balance color.



## UI ELEMENTS

### Buttons

A primary button is shaded in so that it can stand out as a call to action for the intended action. A secondary button for the alternate action is outlined.



### Icons



### Navigation Bar

When a menu item is selected, the icon has a full opacity, while all other icons are at 60% opacity.



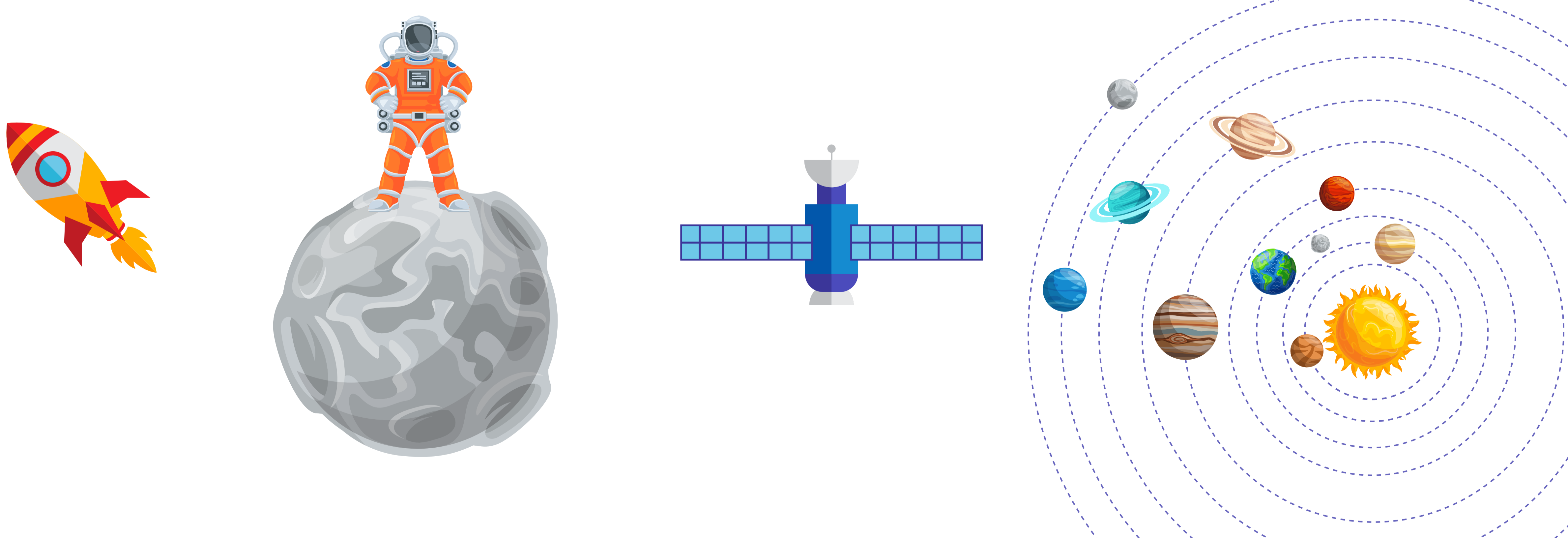
### Logo

The logo must appear on each individual screen.



## ILLUSTRATIONS

Besides an optional profile picture that may be added by the user, all imagery throughout the app will be vector illustrations. Most, if not all, illustrations should be space-themed. Below are some samples of illustrations you may find throughout the app. When it enhances the experience, short animations can be used.



## LANGUAGE GUIDELINES

The voice of PlutoPay is friendly, lively, and brainy. The app uses a lot of space-themed phrases, idioms, and references. While the audience is younger teens, PlutoPay does not talk down to users.

## DO'S

- Be playful but informative
- Reference space

## DONT'S

- No light backgrounds
- No photography; illustrations only