project decibel

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OVERVIEW

This style guide was prepared for PROJECT DECIBEL for the intended purpose of delivering UI elements, styling, and layout guides to developers and future UI designers.
Please contact Liubov Stupak with anyquestions at liubovstupak@gmail.com

About Project Decibel

The music community is at high risk for hearing disorders, yet they continually face stigmas around seeking care and preventative action. Project Decibel seeks to tear down these stigmas in hopes of reaching more users and saving more people before they suffer from hearing loss and ultimately decreased quality of life.

Project Decibel exists to democratize hearing wellness, starting with the music community. We believe everyone should have preventative care that is accessible and affordable. Our app will achieve this through education, assessment tools, establishing community and a greater network of wellness providers to provide comprehensive healthcare tools.

Design Principles

We will create a comfortable and personal experience through lifestyle photography featuring musicians and physicians.

We will also build trust in our app by using simple and recognizable iconography and a familiar layout to meet their expectations.

We will use ample negative space and sans serif fonts to create a familiar aesthetic to other health industry platforms.

We will use pops of color, photography, and iconography in our design to breathe in more personality and tone of voice to engage with music industry professionals.

Our designs will make it convenient for users to easily scan and digest information through visual hierarchy and the use of cards.

We will guide our users through progress bars as well a prominent call to actions to catch users' attention and direct them towards better health.

BRAND ELEMENTS

LOGO

Main Logo Do's

To establish the Project Decibel brand, there are acceptable ways to use the logo.

Black on white

White on black

If there isn't much real estate on the screen, use lendmark only.

Main Logo Dont's

Don't change the color of the logo

Don't stretch the logo

Don't change the position of lendmark other than in the middle of the text

Sizes and Padding

There are no predetermined sizes for the Frontify logo. Scale and proportion should be defined by the available space, aesthetics, function and visibility.

There is no preset maximum size for the Frontify logo. However, minimum sizes are shown below. These sizes have been set to safeguard the integrity of the logo at all times.
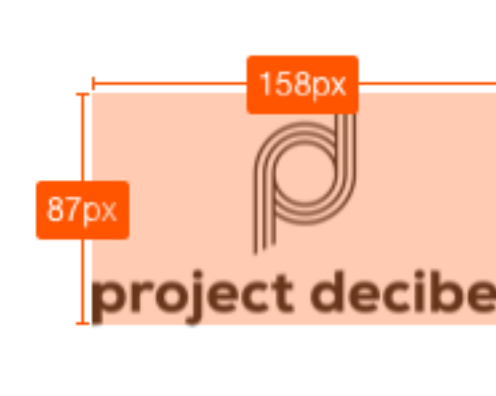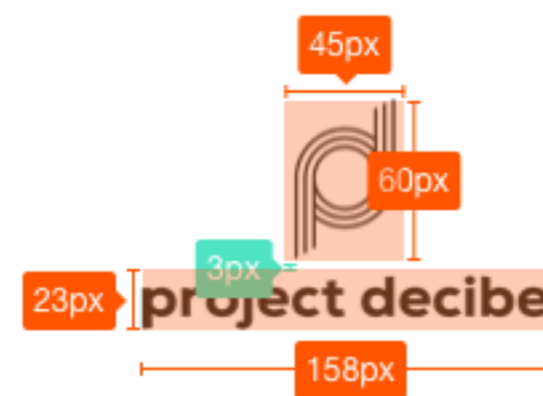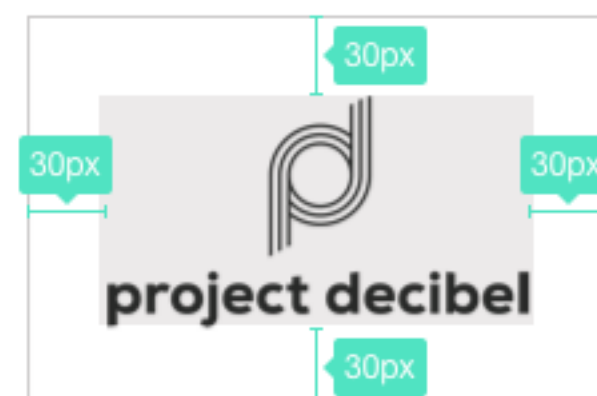
project decibel

STYLE ELEMENTS

TYPOGRAPHY

Our font family should be used for all communications, ensuring a consistent look and feel. Project Decibel uses Avenir - to ensure large and small bodies of text are legible, as well as to reflect personality of the brand.

To ensure a consistent look, make sure fonts are used in a consistent manner and the weights of the font have been considered, using heavier weights for headers and to highlight key messages.

Aa Zz	Aa Zz	Aa Zz	**Aa Zz**
Avenir-Roman	Avenir-Medium	Avenir-Book	Avenir-Heavy
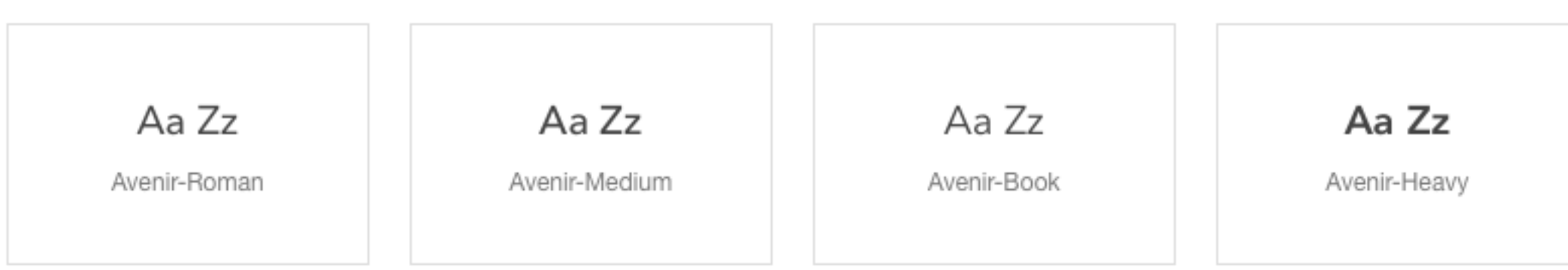
Safety time
Avenir-Roman / 98 px

8 hours

Left/Right ear
Avenir-Roman / 25 px

Left

Min/Max dB
Avenir-Roman / 20 px
Avenir-Book / 20 px (for numbers)

Min
60 dB

Ave dB
Avenir-Roman / 20 px
Avenir-Heavy / 27 px (for numbers)

Avg
82 dB-A

Page name indicator
Avenir-Roman / 20 px

My Hearing   Hearing Test

Headings
Avenir-Roman / 19 px

Last Scan   Meet your Rockstart Ear Doctor

Hearing Test Questions
Avenir-Roman / 18 px

1. Do you have a history of ear/facial surgery?

My Hearing data
Avenir-Roman / 15 px

3/10/2017   6:00PM
Left: N/A   Right: N/A

Body Copy
Avenir-Roman / 15 px

We take your information and security seriously.

Blog title
Avenir-Roman / 18 px

Ringing my ears

Chat text
Avenir-Medium / 16 px

Hello, Jillian, how does your new earplus feeling like?

Video time
Avenir-Roman / 13 px

5 MIN

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COLORS

Primary Colors

The following primary colors should be applied in all of Project Decibel's marketing communications. This palette has been designed to give a bright and comfortable feeling of music industry

Primary Blue
HEX#6DCBEC
CTA's, Chat bubbles

Primary Purple
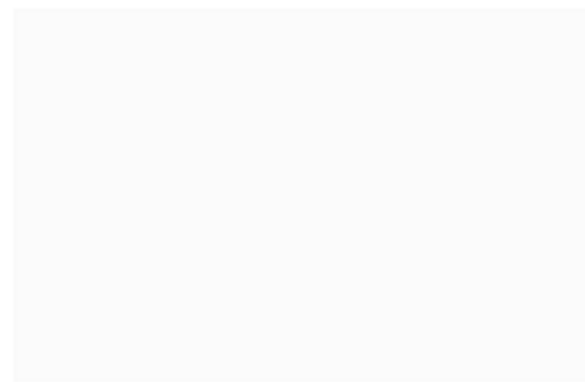HEX#D46EBA
Icons, Progress bar, Menu slider

Secondary Colors

HEX#91B7DC
dB meter results

Background Color

Background color should be applied to all screens

HEX#FBFBFB

Text Color

Text Color
HEX#151515

Light Text Color
HEX#D8D8D8

Secondary Text Color
HEX#333333

PHOTOGRAPHY

Use of photography is very important to bring special tone and voice to the app. Here is where we can add either mucial or medical mood to the whole application look and feel.

Photography will be used in the areas which consists of educational or entertainment content. Try to use high quality lifestyle pgotography, images with bands and musicians, also use medical imagery spearingly.

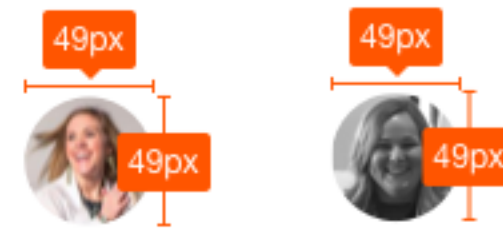All the Photography used you can find in the Assets folder.

User profile pics

Apply rounded mask of following size to all users'/doctors' profiles.

My Ears

59px 58px 59px 58px

Chat

49px 49px 49px 49px

Articles

For the articles use following size picture
Corner radius is 4px

129px 83px 129px 80px

ICONS

Icons should have a minimum bound of at least 4px.
Active icons should be shown in Primary Blue (#239FDD)
Non active or non interactive icons should be in Dark Grey (#353535) except for Search icon using Light Grey (#AAA8A8)
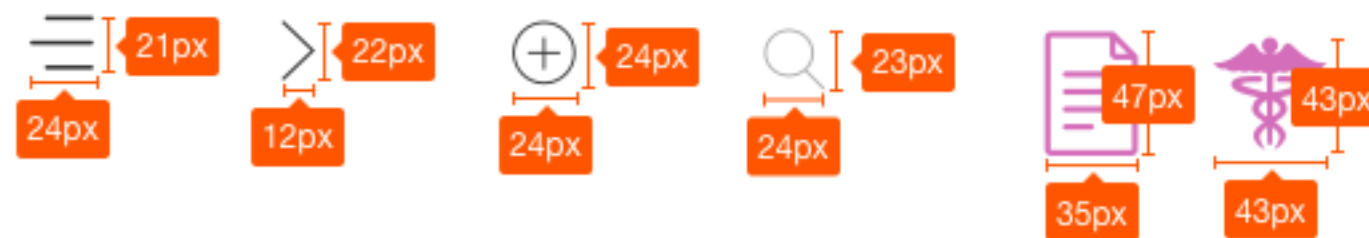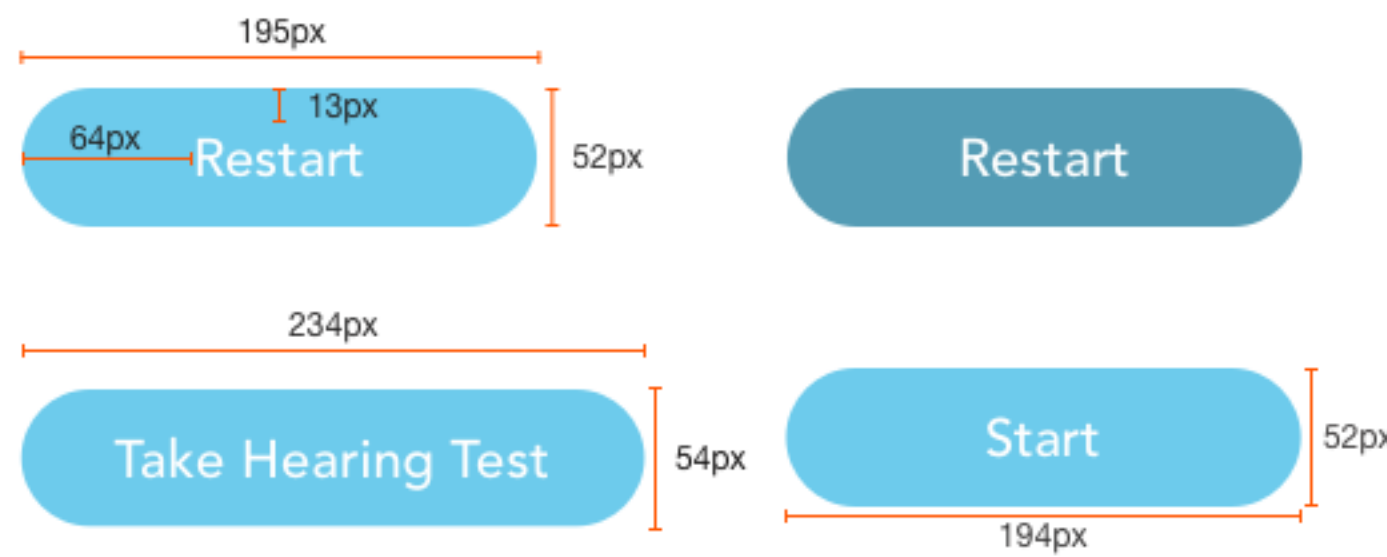

BUTTONS

Buttons can be active, inactive, primary and secondary.
Text inside the button should be always middle aligned. If the button has also an icon, there should be a 5px margin on either side of it.

Primary

background color: #6DCBEC;
font-family: Avenir, Medium;
font-size: 20px;
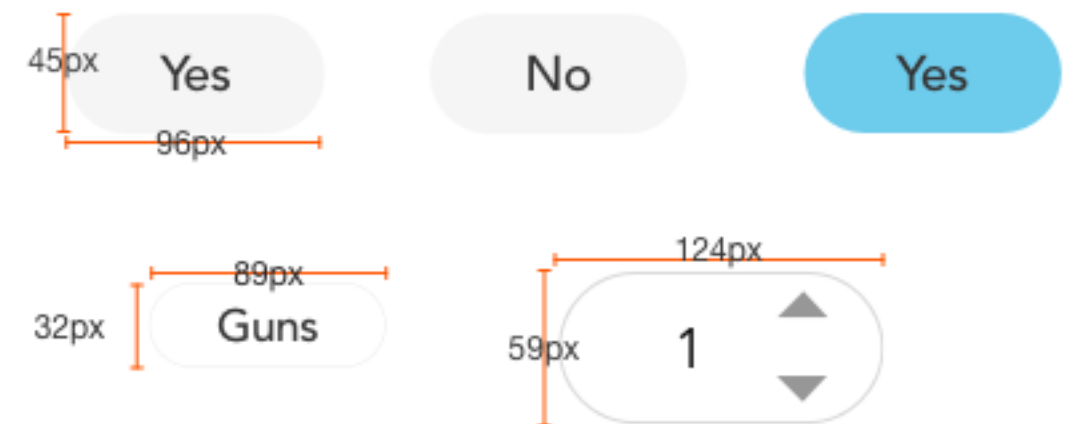color: #FFFFFF;
corner radius: 35;

When pressed background color changes to #549CB5

Secondary

background color: #F5F5F5;
font-family: Avenir, Medium;
font-size: 18px;
color: #333333;
corner radius: 55px,

When pressed background color changes to #6DCBEC

Other Buttons

History and Settings buttons use a perfect circle shape.
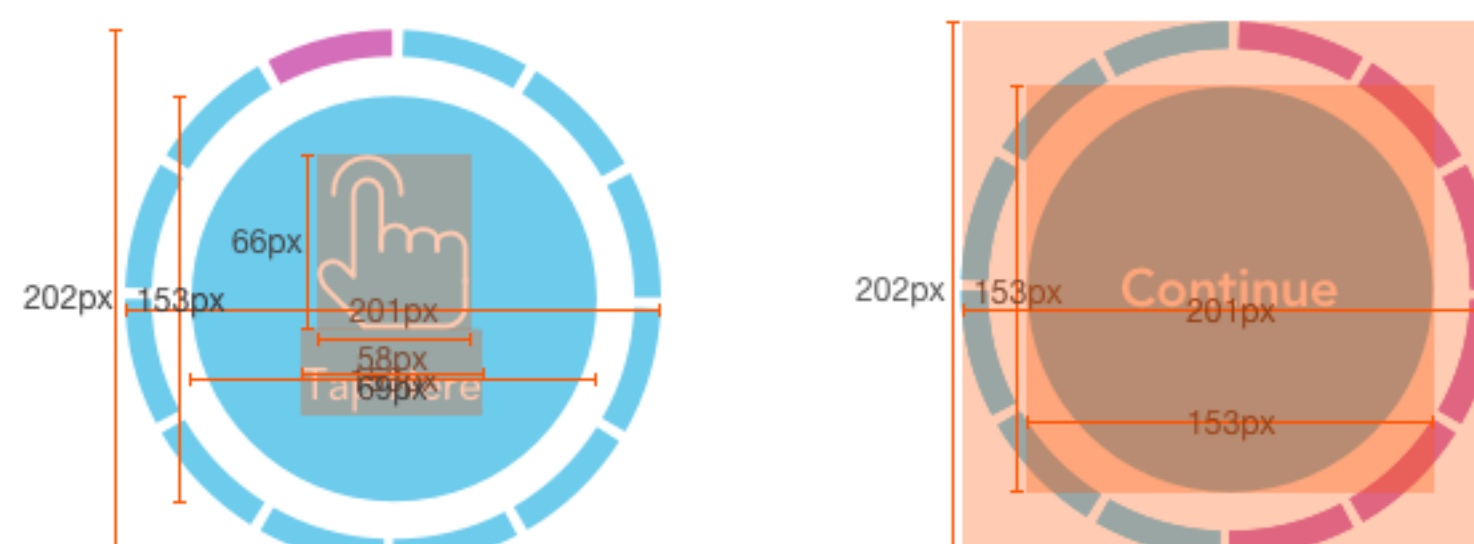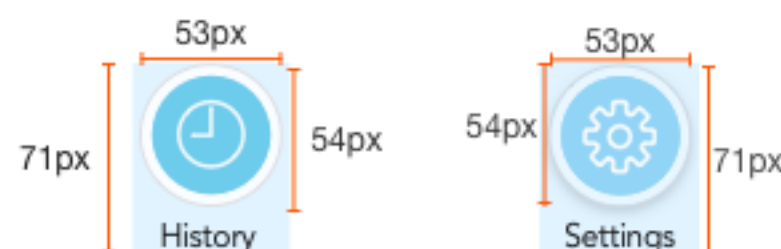background color: #6DCBEC;
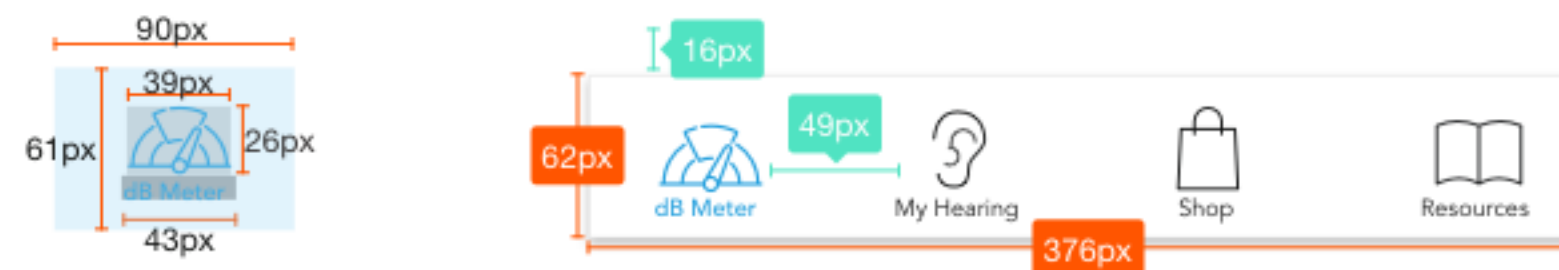shape color: #FFFFFF;

NAVIGATION

Bottom Navigation

Icons should have a minimum bound of at least 4px.
Active icons should be shown in Primary Blue (#239FDD)
Non active or non interactive icons should be in Dark Grey (#353535) except for Search icon using Light Grey (#AAA8A8)

There should be padding of 8px around all the icons.
Text size: 9px
Text color: same as icon's
Font family: Avenir Medium

Active Dashboard

Progress Bar

Circles have fixed size 25x25px
Fill color #AAA8A8 (turnes to #D46EBA when active)
Text size: 15px
Text color: #FFFFFF
Font family: Avenir Book
Connecting line goes through the middle of the circle and has 0.5px weight

Slider menu

Use Slider color Purple #D46EBA
Text size: 19px
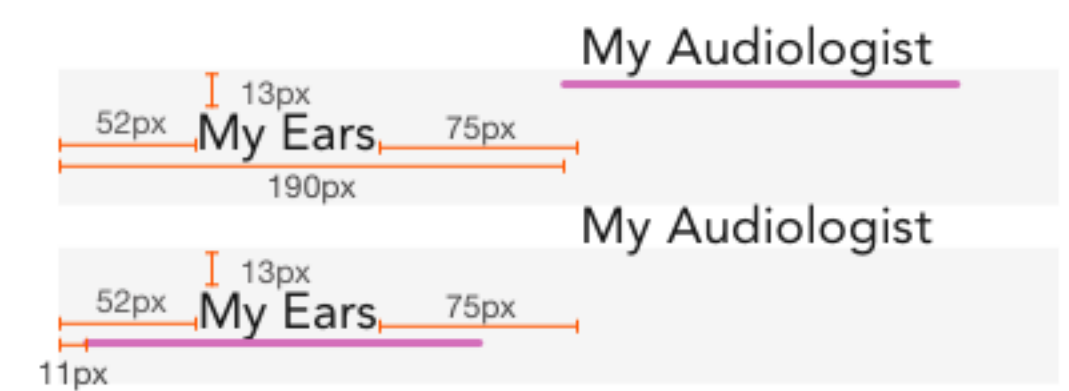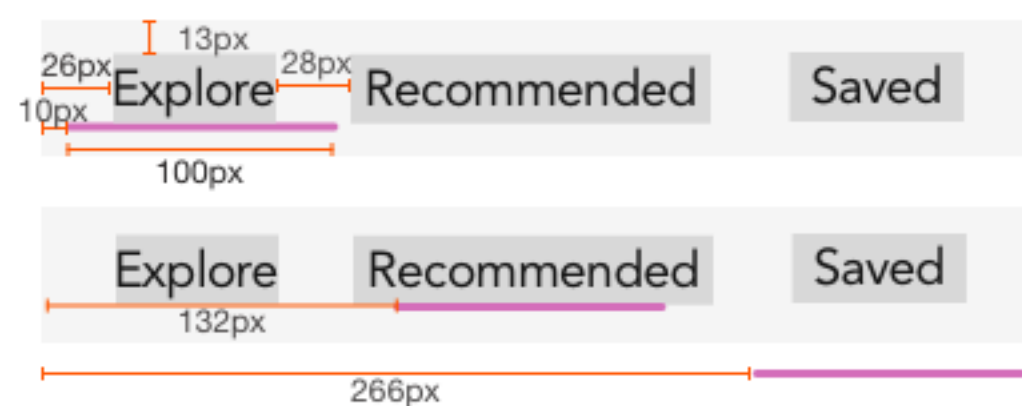Text color: #151515
Font family: Avenir Roman

FORM FIELDS

Search

Search Resources   🔍

15px · 346px · 50px

Empty state

Hearing protection

Filled

Hearing protection
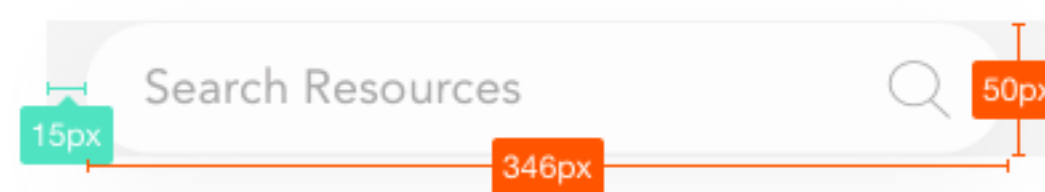
No Results Found

Error

CHAT

Hello, Jillian, how does your new earplus feeling like?

17px · 331px · 80px

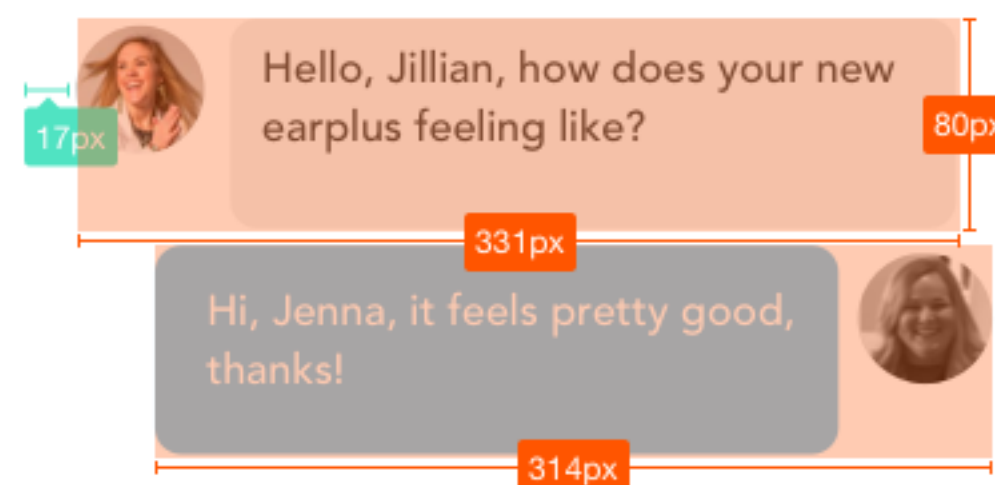Hi, Jenna, it feels pretty good, thanks!

314px

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RESOURCES

All used icons and pictures you can find in the assets folder.

IOS KIT
https://www.sketchappsources.com/free-source/2774-ios-11-gui-sketch-freebie-resource.html
https://www.sketchappsources.com/free-source/2765-data-visualization-ui-kit-sketch-freebie-resource.html

Photography
https://unsplash.com/

Icons
https://www.flaticon.com/