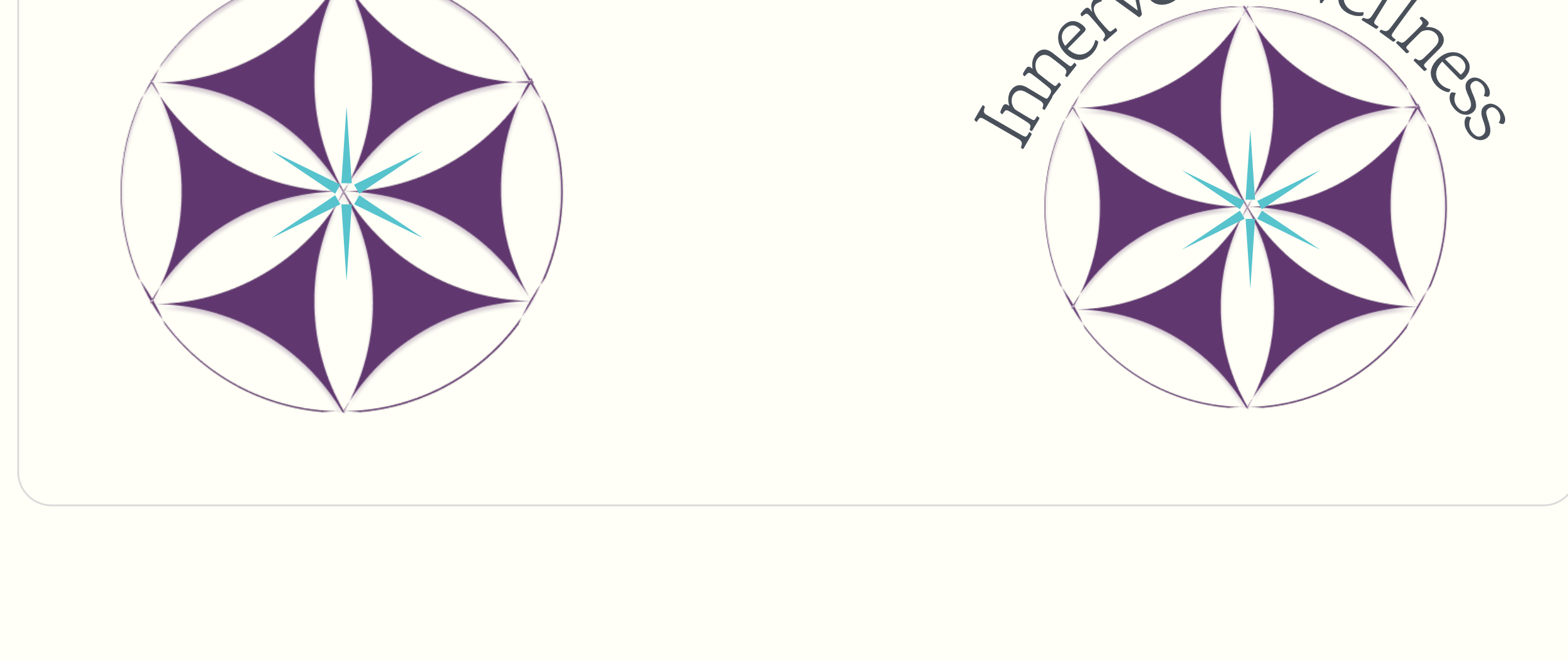


Innervest Wellness

The following guidelines are meant to foster consistency, accessibility, and clarity for designers as well as users. Innervest Wellness should feel comforting, easy to navigate, encouraging, and science-based. The elements below reflect those goals.

LOGO



COLORS

Primary Background colors	Primary Foreground colors
BACKGROUND CREAM #FFFFFF7 Anywhere a white background would be chosen, use this cream color instead for greater accessibility	POWER GRAY #49454F Main text and title color
BACKGROUND GRADIENT #FFFFFF7 → #98A8BC (28%); Top left to bottom center Main screen background provides a sense of light and nature, motion, and calm	DARK BLUE #061F39 Darker text color for when backgrounds require greater contrast
TOOLTIP GRAY #EFFFFFFE Tool tips and list items (where light and dark gray alternate - this is the light gray); hover over menu items	WELLNESS PURPLE #60376F Page title backgrounds, icons & illustrations, primary buttons
BORDER AND ALTERNATE GRAY #D9D9D9 Border around light objects (if border is necessary), and a darker gray for when light and dark list items alternate - this is the dark gray	WELLNESS GREEN #57C3CD Success, design elements, icons & illustrations
BACKGROUND PURPLE #D8CEDC Selected/Active menu items, interactive box background	WELLNESS BLUE #3D5A80 Page title backgrounds, icons & illustrations,
BACKGROUND BLUE #B1C0D3 Shading for wellness blue	HIGHLIGHT YELLOW #FFFB96 Warnings, alerts, and announcements only

Secondary Background colors	
BACKGROUND DARK PURPLE #9E84A7 Reminders page backgrounds with ample light boxes to cover for accessibility; shading for wellness purple	SUPER LIGHT PURPLE #F6F1F7 Alert boxes on dark backgrounds; shading for wellness purple
BACKGROUND DARK BLUE #6A7E98 Goals page backgrounds with ample light boxes to cover for accessibility; shading for wellness blue	SUPER LIGHT BLUE #CCD9EA Alert boxes on dark backgrounds; shading for wellness blue
BACKGROUND DARK GREEN #99D7DC Past page backgrounds with ample light boxes to cover for accessibility; shading for wellness green	BACKGROUND GREEN #FFFFFF7 Shading for wellness green
SUPER LIGHT GREEN #DDFCFF Light shading for wellness green	

TYPOGRAPHY

MOBILE VARIANT	DESKTOP VARIANT
HEADER 1/PAGE TITLE Montserrat Bold/CASE: CAPS/25pt	HEADER 1/PAGE TITLE Montserrat Bold/CASE: CAPS/60pt
HEADER 2/SECTION TITLE Montserrat Extra Bold/CASE: CAPS/20pt	HEADER 2/SECTION TITLE Montserrat Semibold/Case: Caps/40pt
Emphasized Body Text Montserrat Semibold/20pt	Emphasized Body Text Montserrat Semibold/30pt
Main Body Text Montserrat Regular/16pt	Main Body Text Montserrat Regular/20pt
LABEL TEXT Montserrat regular/CASE: CAPS/12pt Generally for labels on Mobile	LABEL TEXT Montserrat regular/case: caps/18pt
Supporting Text Montserrat regular/12pt Input field instructions etc.	Supporting Text Montserrat regular/14pt

UI ELEMENTS/INTERACTIONS

Buttons

Button
 w: Label + 40px, min 90px
 h: 40px
 r: 100px

Label
 w: 70 (or more)px
 h: 20px
 L-R padding: 20px

FAB
 icon: 20x20px min
 padding: 8px
 container: 34x34px

Primary Text: #FFFFFF7
 Montserrat Medium 14pt
Secondary
Tertiary Text: #061F39
 Montserrat Medium 14pt

List/Menu Items

Home **Settings**

Hover menu item
 Home

Active menu item
 Home

Mobile hamburger menu item
 w: 394 + expansion icon
 expansion icon: 20x20
 h: 46px
 w: 250px
 r: 100
 icon: 40x40
 label: Montserrat 16pt
 label: #061F39

Icons

Home, Tracking & Data, Holistic Practices, Holistic Learning, Connections, Help, Settings, Profile, Sign Out, Account, Reminders, Dashboard, Privacy, Notifications, Accessibility

Icon
 size: 40x40px
 Left padding: 16px
 Right padding: 24px
 Top/Bottom padding: 8px

Label
 Mobile: Montserrat regular 16pt
 Desktop: Montserrat regular 20pt
 h: 56px including padding

Search & Text Fields

Create Username Placeholder Hinted search text

Tool Tips and Boxes

Title
 Supporting line text: lorem ipsum dolor sit amet, consectetur
Action Action

Supporting text
 Supporting text Body text string goes here psum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt

CREATE A GOAL

Name of activity
Box
 w: 363x438px
 Use one of the background colors that allows high contrast with text
Inside Box
 Optional inside box to contain and highlight particular information.
 w: 339x210px
 inner shadow
 FABs for navigation: Back, Next

Mobile Navigation

HOME, DATA, LEARN, SETTINGS

Box 67x67px
Icon 58 x 58px
Line 1pt, gradient
Border #E6E6E6
Active Fill #E6E6E6
Label #49454F

GRIDS

Mobile
 4 columns
 Margin: 16px
 Gutter: 20px

Desktop
 12 columns
 Margin: 32px
 Gutter: 32px

Columns -
 Count: 12
 Color: #FF0000 10%
 Type: Width Margin
 Stretch: Auto 32
 Gutter: 32

Columns -
 Count: 4
 Color: #FF0000 10%
 Type: Width Margin
 Stretch: Auto 16
 Gutter: 20

ACCESSIBILITY

Accessibility is of vital importance both because of the users I hope to attract and because of the legal requirements. My goal is for this app to be fully compliant with ADA and WCAG regulations and accessible by screen readers, Braille readers, keyboards, and other standard assistive devices.

- Most steps to ensure accessibility will happen in front end development but any appropriate details are included below:
1. Provide alternative text for images and graphics
 2. Ensure desktop versions can be navigated with a keyboard
 3. Ensure all content can be read by screen readers and assistive devices
 4. Clear, consistent navigation layout
 5. Clear and accessible forms and input fields
 6. Provide a way to resize text and font
 7. Ensure that all color contrasts meet requirements for individuals who are visually impaired
 8. Provide a site map as well as multiple methods of reaching each page

Color contrast pairings that meet 7:1 ratio standards:

FOREGROUND	BACKGROUND	RATIO	FOREGROUND	BACKGROUND	RATIO
#061F39	#FFFFFF7	16.5:1	#061F39	#D8CEDC	11:1
#49454F	#FFFFFF7	9.3:1	#49454F	#D8CEDC	6.3:1
#60376F	#FFFFFF7	9.2:1	#061F39	#B1C0D3	9:1
#3D5A80	#FFFFFF7	7:1	#49454F	#B1C0D3	5:1
#061F39	#98A8BC [28%]	13.3:1			
#49454F	#98A8BC [28%]	7.5:1			
#60376F	#98A8BC [28%]	7.4:1			
#061F39	#EFFFFFFE	14.4:1			
#49454F	#EFFFFFFE	8:1			
#60376F	#EFFFFFFE	8:1			

When background boxes use these darker colors, only #061F39 will work without a lighter box beneath text. See tool tips and boxes/Inside Box.

STONE OF VOICE

Innervest Wellness is about holistic wellness. It's about making connections and improving quality of life. No matter how they use the app, users should have a consistent experience of

Learning. Empathy. Security. Personal Care. Support. Data and Science.

Data:
 Users are tracking personal data of a very personal nature. Any time data is shared with the user (through charts, reports, etc), it's essential to remind the user that information is stored only locally on their device, that they alone are in control of who else sees it, and that the purpose of collecting the data is entirely their decision.

Connections:
 When explaining connections found in user data, it's important to use visuals to illustrate connections, to provide links to further learning, and to explain the holistic understanding of the connection thoroughly to the user. Follow each connection with several suggestions for further support and learning as well as an affirmation that finding these connections is the point of using Innervest Wellness - it's working!

Suggestions:
 When users fill out their profile information and set goals, they may have very specific understandings of what their needs are. As a holistic wellness app, there may be times when data points to other goals that might be helpful to a user. Making suggestions of other paths users might take should be handled delicately and should leave the decision entirely up to the user, but should also provide opportunities for users to educate themselves more about how the suggestions might improve their holistic health.

Affirmations:
 There is established research that shows affirmations help motivate people to continue working towards a goal. Our affirmations should focus on continued learning about holistic health, forming positive habits, and motivating users. A perfect affirmation will give some information, congratulate the user, and motivate them to come back (or continue using the app).