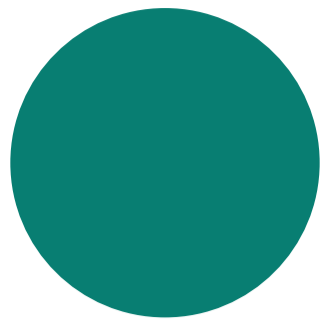


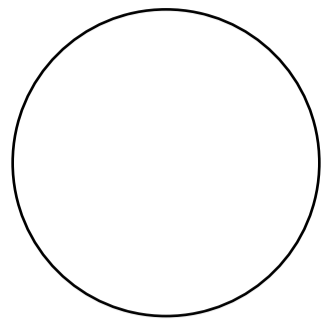
# VELA STYLE GUIDE

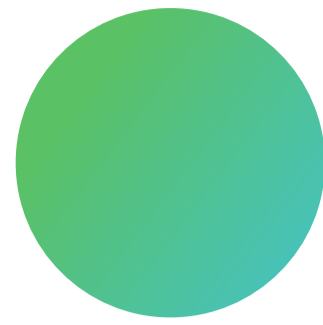
## Colors

### PRIMARY

 **Jungle Green**  
Used for the primary call to action buttons and for some header text  
HEX #087E72

 **Anvil Gray**  
Used for header and body text  
HEX #4E4E4E

 **Snow**  
Used for backgrounds and header text on contrasting backgrounds  
HEX #FFFFFF

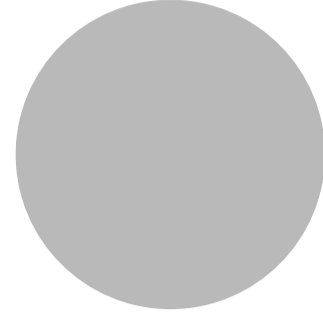
 **Rainbow Green**  
A gradient pattern used for backgrounds  
HEX #5AC165  
HEX #48C2B5

### SECONDARY

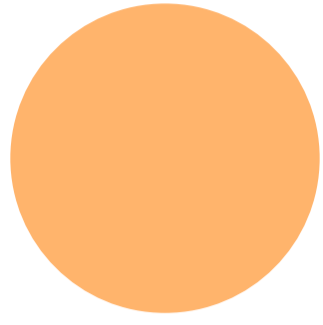
 **Dark Turquoise**  
Used for icons and text on contrasting backgrounds  
HEX #015D71

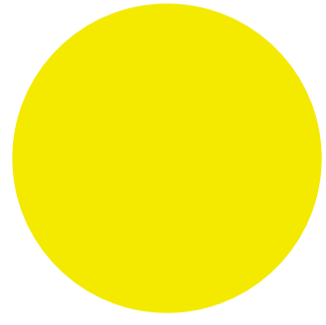
 **Bright Green**  
Used for non-primary buttons and icons  
HEX #10A37F

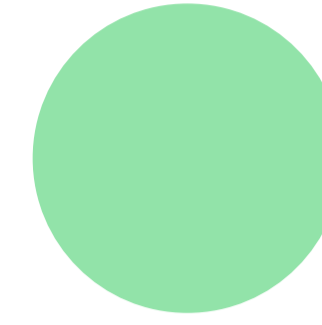
 **Seafoam Green**  
Used as a highlight and for buttons on dark backgrounds  
HEX #C6FFE4

 **Solid Gray**  
Used for outlines of elements, lines on charts and secondary body text  
HEX #B9B9B9

### TERTIARY

 **Orange Creamsicle**  
Used as an indicator when health metrics are >10% out of optimal range  
HEX #FFB46C

 **Electric Yellow**  
Used as an indicator when health metrics are <10% out of optimal range  
HEX #F3EA00

 **Mint Green**  
Used as an indicator when health metrics are within optimal range  
HEX #92E3A9

## Typography

### Header 1

Font: SF Pro Display / Size 32 / Weight: Bold / Color: #4E4E4E

### Header 2

Font: SF Pro Display / Size 24 / Weight: Bold / Color: #4E4E4E on light backgrounds and #FFFFFF on dark backgrounds

### Header 3

Font: Roboto / Size 20 / Weight: Bold / Color: #087E72 or #4E4E4E

Body  
This is body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

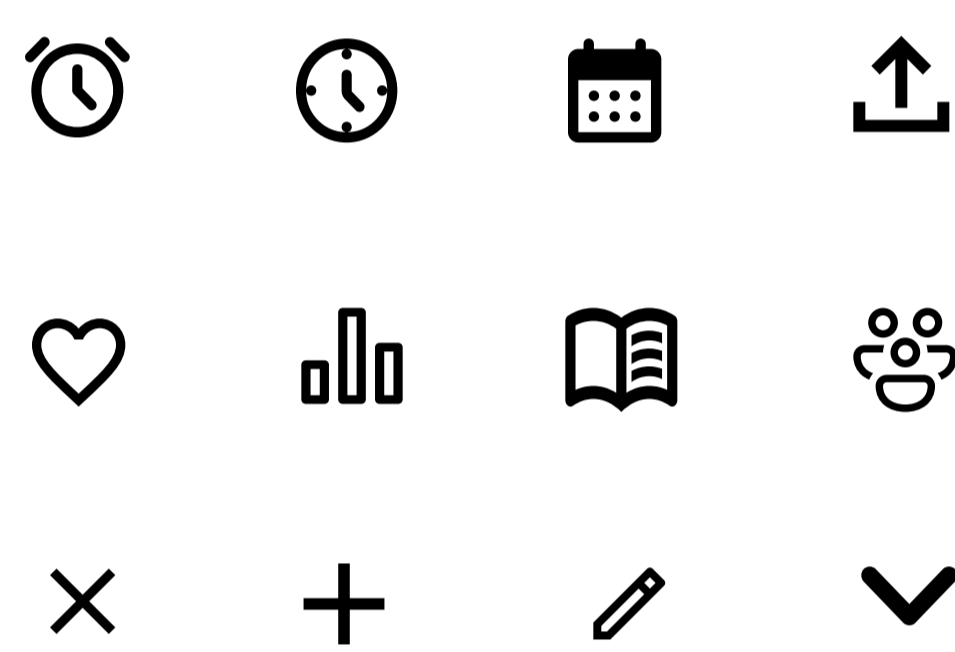
Font: Roboto / Size 16 / Weight: Regular / Color: #4E4E4E

## Icons

Icons are used to add a visual representation to buttons and text fields or to add a decorative element to the screen.

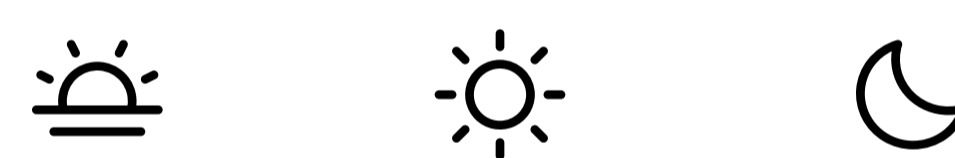
### Interactive Icons

Icons are primarily used as part of a button or text field and are tappable. They enable faster comprehension of the purpose of the button or text field. They may also be used as stand-alone buttons without any text.



### Non-interactive Icons

Icons may be used to add visual interest or meaning without being interactive. For example, sunrise, full sun, or moon icons are used in the schedule to represent the different times of day. They are not part of a button, but rather a decorative element.



## Buttons

There are three main types of buttons.

### High Emphasis:

Filled buttons have a contrasting surface color that makes it the most prominent button style. It's used for final actions in a flow.



Filled buttons use Jungle Green

### Medium Emphasis:

Outlined buttons are used for actions that need attention but aren't the primary action.



Outlined buttons use Jungle Green

### Low Emphasis:

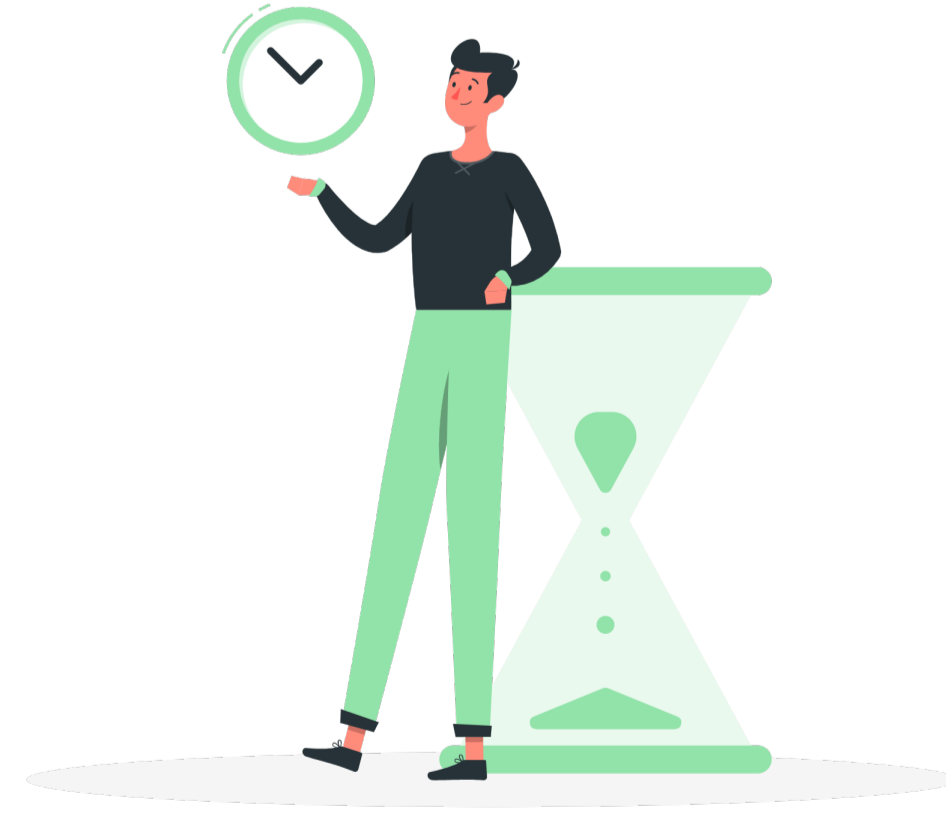
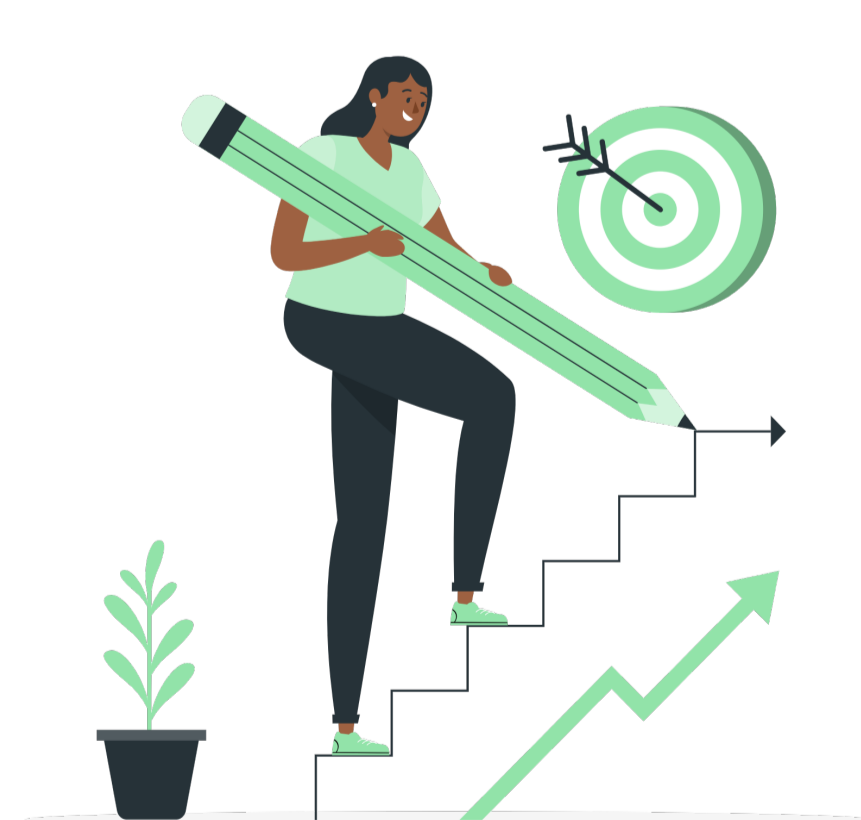
Text buttons have less visual prominence, so they can be used for less important actions within a screen. Multiple text buttons can be used on a single screen. Text links may include an icon.



Text buttons use Jungle Green

## Illustration

Vela uses illustrations to add visual interest to screens that do not contain data, for example, onboarding. The illustrations stay within the color family of shades of green. They should reflect diversity and add cheerfulness to the app. They should always clearly relate to the text on screen.



## Logos

The logo consists of a circular icon plus the Vela name either directly below or to the side of the icon. The icon may be used without the text but the text may not be used without the icon. They may be scaled up and down in size as needed.



## Voice and Tone

Vela uses a voice that is professional but friendly and easy to understand. It should use scientifically correct language but not sound like a text book.

Because the app is dealing with sensitive health information, the tone should convey trustworthiness and non-judgement. It should not be flippant or too silly. It should have a neutral or positive tone.