



# Visual Design Documentation

## INDEX.

- 1. Typography
- 2. Color
- 3. Common UI elements
- 4. Grids/layouts
- 5. Accessibility
- 6. Imagery/Icons
- 7. Copy Guidelines
- 8. Dos & Don'ts

We implemented the OctoPlus (Octo+) Design Language System to help OctoPlus teams achieve efficiency, consistency, and scale by setting the rules and standards that help maintain consistency in design. Our OctoPlus users deserve a clean and congruous user interface no matter what platform they're on, and this document will serve as the guidebook to help our teams achieve this.

## Typography

**Avenir** was chosen as the main font because of it's versatility and legibility. It is offered in many weights and can be easily adapted for both body and headings. The main weight we use in OctoPlus are Black and Medium. Font size should not go below 16pt for legibility purposes - the only exception is for small buttons, tags, and secondary links (12pt). Leading should be kept at 1.25 and 1.5 times greater than the font size.

**Playfair Display** is our preferred typeface for subheadings and accent text. It should be used sparingly in the app, only to draw the user's eye to important information. The main weight we use in OctoPlus are Black (for subheadings) and Regular (for body). Font size should not go below 15pt for legibility purposes. Leading should be kept at 1.25 and 1.5 times greater than the font size.

### HEADER 1

Black | 34 pt

Body

Medium | 16 pt

Tiny Button

Medium | 12 pt

Link

Medium | 12 pt

### Subheader 1

Black | 28 pt

### Subheader 2

Black | 20 pt

Body 2

Regular | 15 pt

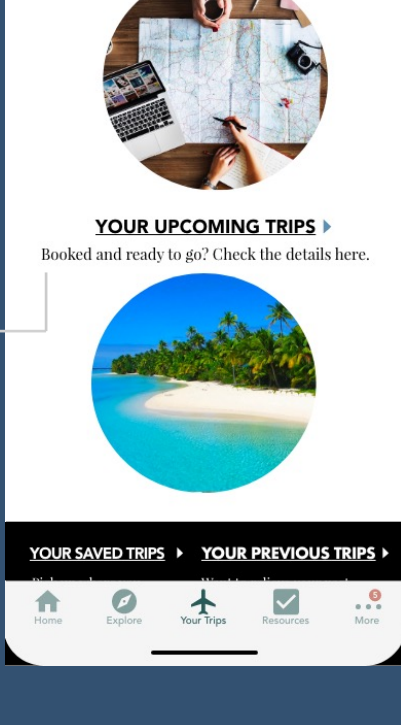
### HEADER 2

Black | 26 pt

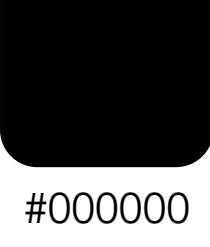


### HEADER 3

Black | 16 pt

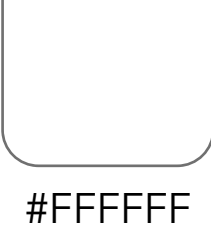


## Colours



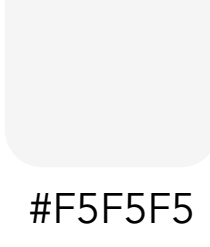
#000000

- Use as main text colour on light coloured backgrounds and on top of images



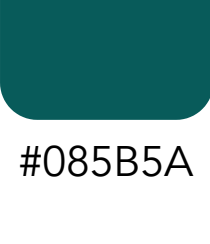
#FFFFFF

- Use for top bar navigation, secondary buttons, data fields, and dropdown menus



#F5F5F5

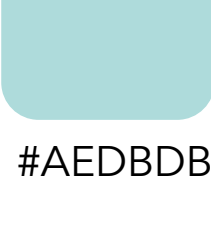
- Use for tab bar navigation background colour



#085B5A

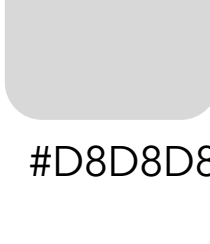
- Use 100% for active icons, 50% for inactive icons on the navigation menu

- Use for onboarding text as accent



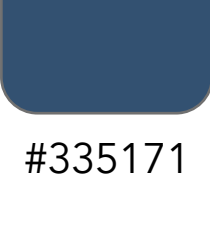
#AEDDBD

- Use for primary buttons on dark backgrounds



#D8D8D8

- Use for data fields that need to be completed



#335171

- Use for primary buttons on light backgrounds



#FF9889

- Use for accents sporadically



#A9D6E4

- Use for accents sporadically

## Common UI Elements

### Data Fields

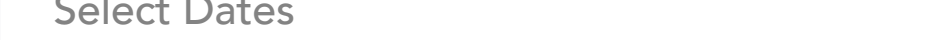
Search Field



Text Field, Complete



Text Field, Incomplete



Dropdown Menu

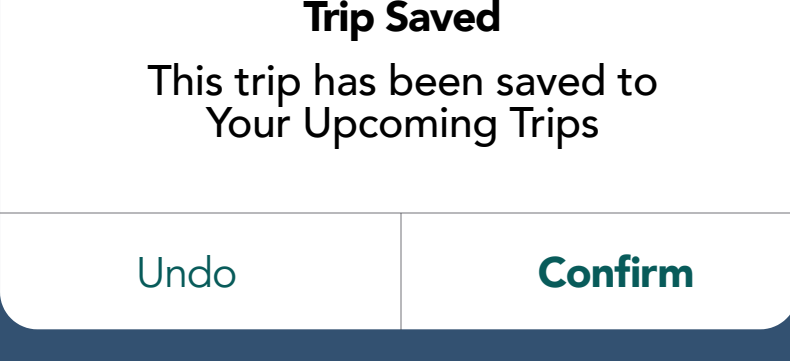


- Large field height should be 48 px, Corner Radii 5

- Smaller field height should be 40px, Corner Radii 5

- Drop shadow applied, X 0, Y3, B6

### Action Sheet



- Width of box should be 300px

- Action sheet should be placed on top of an 50% #FFFFFF overlay

### Navigation Menu (Mobile)



- Icons are #085B5A

- Inactive icons are at 50% transparency

Height 48 px (86px including home indicator)

Icons < 25px in height/width

Text labels at 10pt

### Navigation Menu (Desktop)



- Tab font size should be 26pt, text in caps

- First and last tabs should be aligned to the grid. Tabs in between should be evenly distributed between them.

### Buttons

- Regardless of size, apply drop shadow - X 0, Y3, B6

- Corner Radii 10 px, no border

- When buttons are placed side by side, the primary button should be on the right and the secondary button should be on the left

### Large Button



Height 48 px, Corner Radii 10 px, No border

### Medium Button



Height 40 px, Corner Radii 10 px

No border, Text: 14-16pt

### Small Button



Height 30px, Corner Radii 10 px

No border, Text: 12-14pt

### Tiny Button



Height 20 px, Corner Radii 10 px, No border, Text: 12pt

### Misc

Tags



Height 20 px, Corner Radii 5 px, No border

Information Icon



Height 30 px

Check box



Height 20 px, No Border

Toggle



On



Off

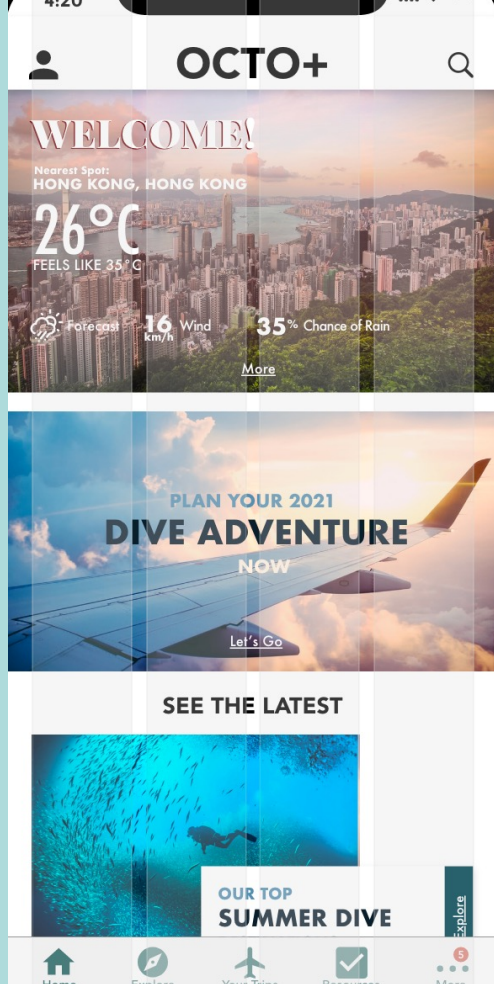
### Tertiary Action

Edit

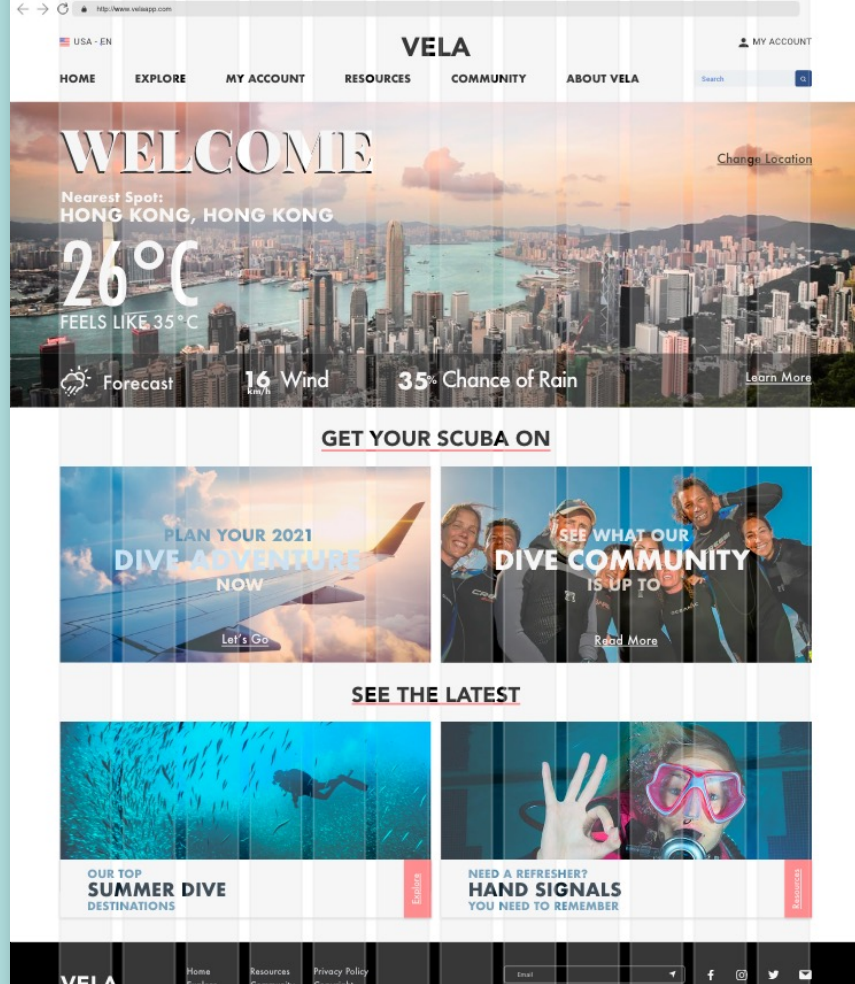
- Underlined text, #D8D8D8 or #FFFFFF on dark backgrounds

## 4. Grids

The mobile version uses a 4-column grid and resizes to a 12-column grid for desktop. Spacing and width information should be as listed. All designs should be contained within the main columns, leaving the margins blank unless it's a full-width banner or footer.



4-column grid  
Gutter Width 10, Column Width 80, Margin 20



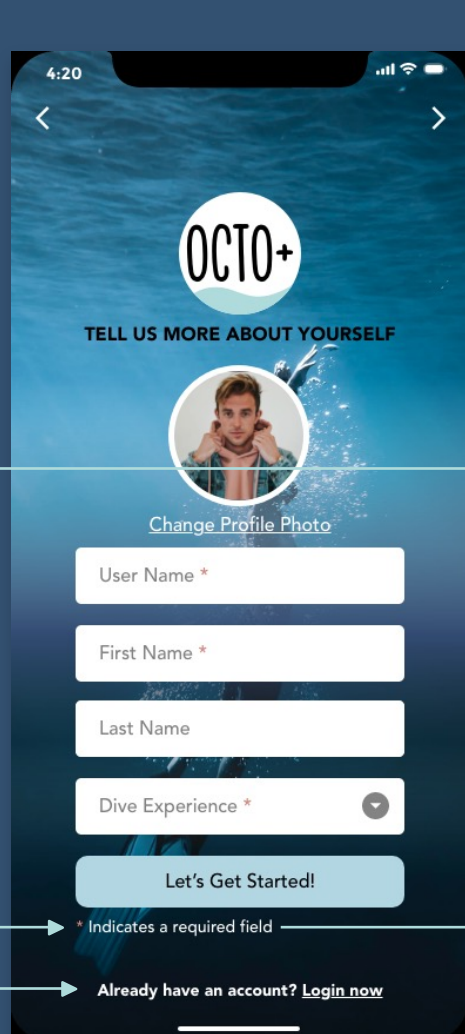
12-column grid, Gutter Width 21, Column Width 122  
Margin 112

## 5. Accessibility

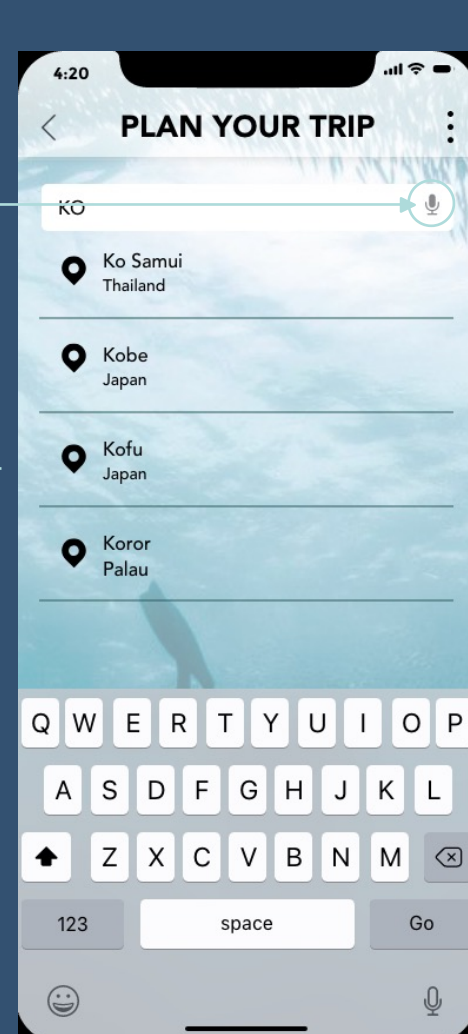
Guidelines:

- 1. Provide sufficient contrast between foreground and background
- 2. Don't use color alone to convey information
- 3. Ensure that interactive elements are easy to identify
- 4. Provide clear and consistent navigation options
- 5. Ensure that form elements include clearly associated labels
- 6. Use headings and spacing to group related content
- 7. Provide controls for content that starts automatically

White text on black background makes it easier to read

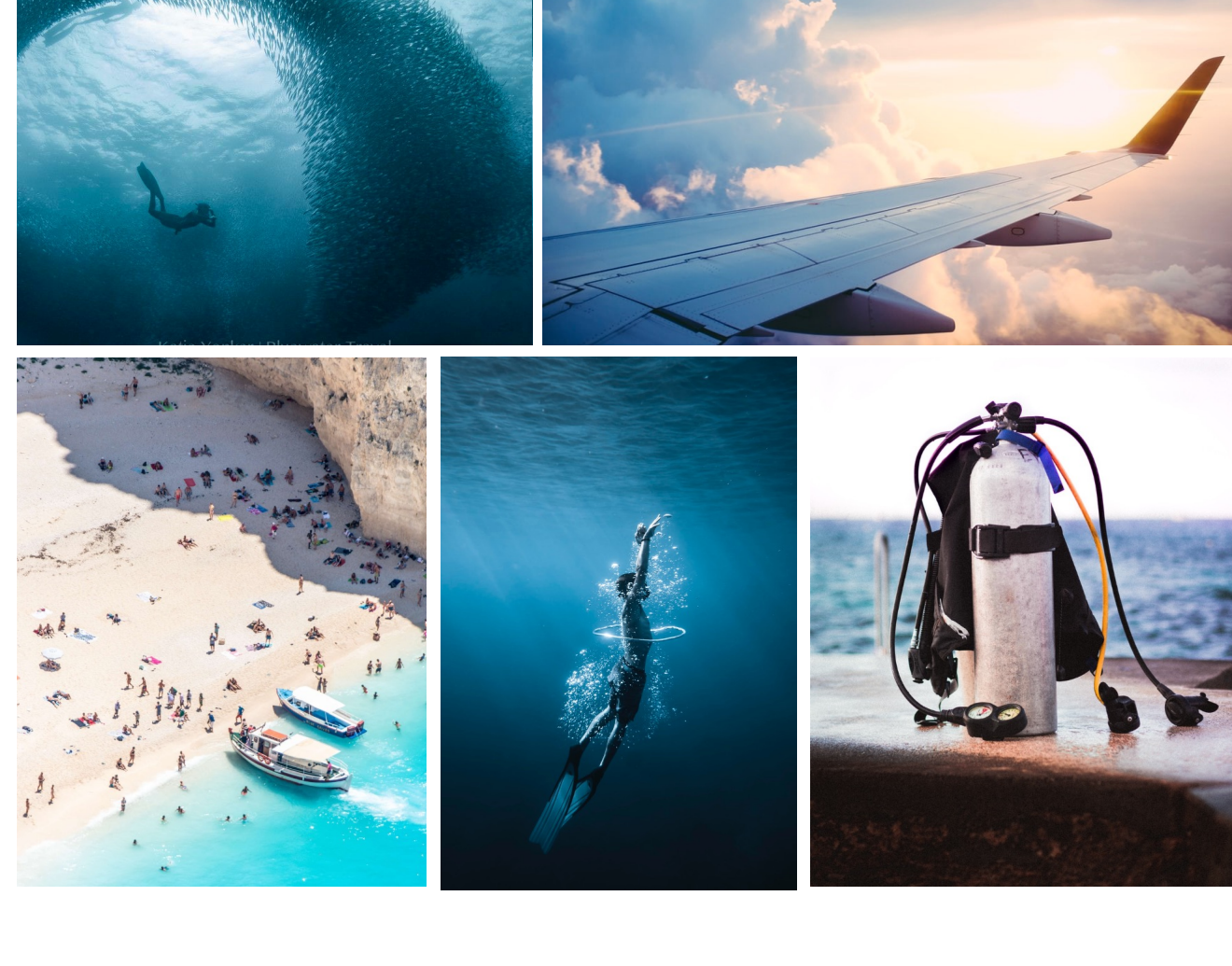


The red asterisk makes it easier to understand that the field is required



Search function is made more accessible with the voice search function

## 6. Imagery/Icons

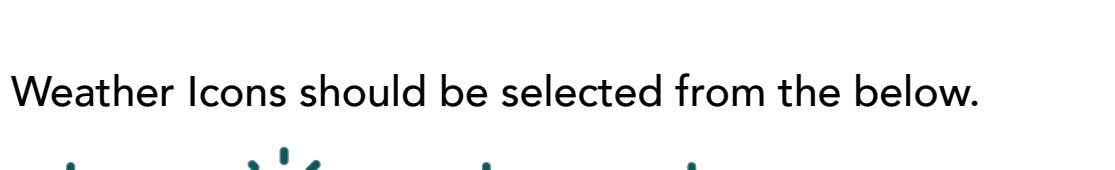


All photography and imagery used should be linked to **scuba diving, weather, travel, or nature.**

Images with people included in them should show a **diverse** group of people (both gender and race).

**Licenses or permission** for all images must be obtained before using.

Weather Icons should be selected from the below.



Do not use glyphs in case the user's phone doesn't display the correct glyph.

## 7. Copy Guidelines

OctoPlus' tone of voice should be **friendly and casual.**

Be **concise** and avoid long blocks of text.

**"Your"** should be used instead of "My". Be careful not to refer to the user in both the second person and the first person within the same phrase.

(E.g. Do: Change **your** preferences in **Your Account**)

Do not use technical jargon when error messages come up - use **familiar and layman** words and phrases.

Write in **present** tense.

## 8. Other Dos & Don'ts

✓ Do use accent colours and secondary fonts sparingly to draw attention.

✓ Do make sure text placed over images is legible. Images can be dimmed to a maximum of 50% or an overlay can be added on top to improve text legibility.

✗ Do not use **black and white photography** unless it is uploaded by the community.

✗ Do not use **technical jargon** throughout the app as it can confusing for the users. Maintain a consistent tone when writing copy.