

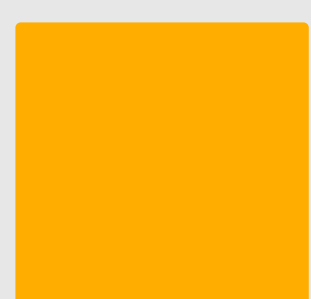


## 01 Core palette



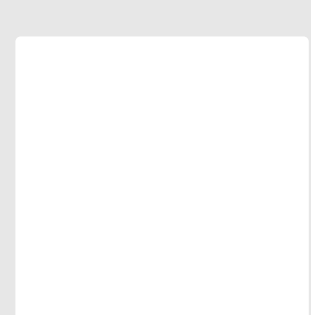
#466289

The primary colour for the app is a matte-dark-blue. The choice for this colour came about after a survey I gave out and was favoured by 60.9% of the respondents. Furthermore, according to colour psychology, blue calls to mind a feeling of calmness, serenity and security; feelings I wish users have when using this service.



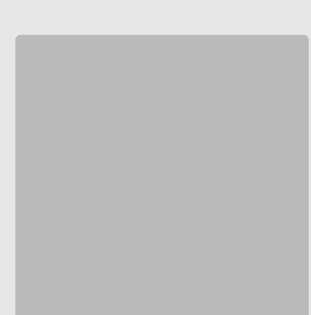
#FFAE00

The complementary colour for the app is orange. This secondary colour was the most favoured by the respondents in the survey and goes well with the colour blue. According to colour psychology, orange is a motivating and encouraging colour as well as inviting and adventurous which would fit in well with an innovative service like SnoozeBox.



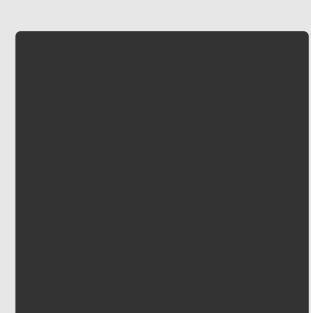
#FFFFFF

The neutral white colour will be used mainly for the background colour and this would allow for the text, buttons and labels to stand out. Having a white colour also gives users a sense of freedom and peace in their experience.



#BABABA

The neutral gray colour will be used mainly for features which are not clickable or functioning at that time and for other subtle elements such as selected payment methods (highlighted box) and labels.



#333333

The dark gray colour will be used mainly for the main content text as well as screens which are overlaid

## 02 Typography

Montserrat will be the font used for headings. It is a sans serif geometric font which I personally find very appealing, sleek in design and also eye-catching.

Source Sans Pro will be used for the body content and this font complements Montserrat very well. It is a clean, modern and simple font which looks great in apps.

### Montserrat H1

Font-family: Montserrat - Font-size: 36px - Font-weight: regular - Line-height: 50px - Colour: #333333

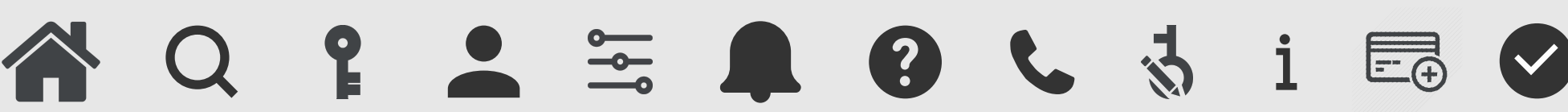
### Montserrat H2

Font-family: Montserrat - Font-size: 28px - Font-weight: light - Line-height: 50px - Colour: #333333

This is a paragraph using Source Sans Pro Regular at 18px, with a 30px line-height in the colour #333333 Phasellus pharetra urna sit amet tellus elementum aliquet in et quam. In condimentum

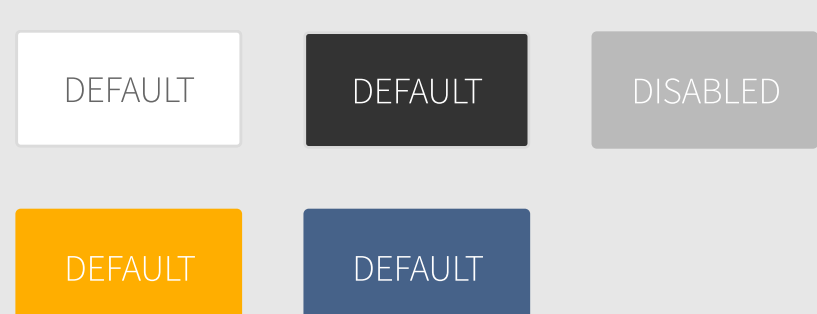
**This is a paragraph showing the use of bold text. Nam ornare lectus ullamcorper nisl accumsan accumsan. Mauris et arcu sit amet enim lacinia pellentesque eu quis sapien.**

## 03 Icons



## 04 Buttons

Below are the buttons that will be used for the SnoozeBox app. Furthermore, you will see the three allowed colours for CTA buttons.



## 05 Fields

All fields should be shown with a label. The icons uses the colour #333333 while the placeholders has the colour #BABABA.

Label  
[person icon] Enter your full name

Label  
[person icon] Enter your full name [checkmark]

Label  
[lock icon] Create password

Label  
[lock icon] Create password [cross]

[radio] **VISA** MELVIN MAGRO \*\*\*\*\* 7633 [cross]

[checkmark] **amazon** MELVIN MAGRO \*\*\*\*\* 3319 [cross]

## 06 Screen Samples - wireframes

The size of each screen is 360px in width and 640px in height. The page title for each screen will always have 100% width and 65.92px in height and the margin right and margin left should always have 20px respectively. The bottom navigation bar must always have a 100% width and 49px height.

