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Colour Palette.

01

Background

- #FFFFFF
- #CAE0E3
- #9CF9EF

Text

- #FFFFFF
- #888888
- #414141
- #39F8E1

Buttons

- #FFFFFF
- #39F8E1

Icons

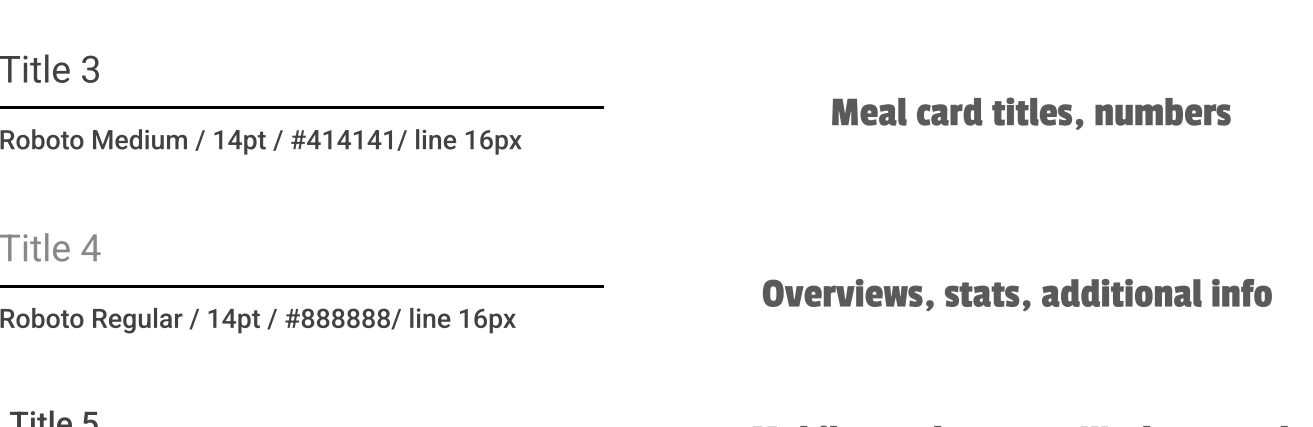
- #FFFFFF
- #888888
- #414141
- #84B0DC

Notes

Background
Main background colour is white with a playful distribution of secondary background colours to bring contrast and create interest between sections.

Text

- #414141 **Primary text colour, use it for titles and text of high importance.**
- #888888 **Secondary text colour, use it for descriptions, overviews, text of lower importance**
- #39F8E1 **Use it in combination with primary text colour to create contrast in card titles**
- #FFFFFF **Button text colour**



Icons

- #E5E5E5 **Inactive, incomplete state or element**
- #84B0DC **Active/open icon, state, tab or element**

Active nav bar icon mobile concept

Desktop concept

Typography.

02

Use

Title 1
Roboto Medium / 20pt / #414141/ line 23px

Title 2
Roboto Medium / 16pt / #414141/ line 19px

Title 3
Roboto Medium / 14pt / #414141/ line 16px

Title 4
Roboto Regular / 14pt / #888888/ line 16px

Title 5
Roboto Medium / 12pt / #414141/ line 14px

Title 6
Roboto Regular / 12pt / #414141/ line 14px

Title 7
Roboto Medium / 12pt / #000000/ line 14px

Title 8
Roboto Medium / 12pt / #39F8E1/ line 14px

Title 9
Roboto Regular / 10pt / #888888/ line 12px

Top nav bar

Section titles, Challenge card titles

Meal card titles, numbers

Overviews, stats, additional info

Mobile nav bar text, Workout card titles

Challenge card description

Button text

Mealtime titles (breakfast, lunch etc.)

Workout card description

Use Title case only.

AaBbCcDdEe

UI Elements.

03

Buttons

Photo background

W 152, H 40, CR 20

Primary (Filled)

Secondary (Outlined)

Tertiary (Filled)

White background CTA button

W 296, H 40, CR 20

Buttons in cards

W 40, H 16, CR 20

Workout stats buttons

Icon size: 24x24, Circle: 52x52

Workout stats buttons are filled.

Notes

Button width adjusts to content, but height should be as per M3 recommendations H=40. Buttons in cards should have a smaller height H=16. Cards can only have 1 button each.

Cards

Workout card

W 144, H 168, CR 5

Meal card

W 216, H 136, CR 5

Challenge card

W 328, H 128, CR 5

Activity & calorie tracker card

W 328, H 132, CR 5

Notes

All cards are rounded CR=5 and use the following effect:

Icons

Active

Inactive

On buttons

Notes

Active buttons are filled, inactive ones outlined, with the exception of button icons which don't have different states and are always filled. The heart icon (save) states outlined but changes colour when pressed.

Default size for icons is 24x24, but can be smaller on cards (18x18).

Navigation Bars

Mobile concept

Top

W 360, H 64

Bottom

H 80

Desktop concept

H 64

Icon & Capsule size

W 88, H 16, CR 20

Input Fields

W 312, H 56

Please use closed rectangular shapes with 0 corner radius for forms, as per M3 guidelines.

Roboto Regular / 16pt / #C4C4C4 / line 24px

Grids.

04

Mobile

Margins: 16 px

Desktop

Margins: 24 px

Imagery & Illustrations

05

Only use high quality photos with a positive body language.

Copy & Languages Guide.

06

It is Olive's mission to promote a healthy lifestyle and help people adopt healthier habits that could contribute to general wellbeing. In all that, we aim to be friendly, supportive, inclusive. The language should be easy-to-interpret, goal-oriented, but also encouraging and fun! :)

