Lively

Design Language System

01 - Who We Are

Lively is a health and wellness app used to find highly-rated health care providers, exercise and diet plans, and a variety of community support groups in a local area.

Our main goal is to allow our users to regain some semblance of control over their personal health care, in spite of the bureaucracy of the United States health care system.

02 - Our Language and Voice

Complicated jargon is a hindrance to our users. We employ clear, simple language and utilize humor and levity where it is appropriate. We want an uplifting voice that conveys warmth in our written copy. Think friendly, fun, and non-threatening. Navigating health care oftens feels threatening enough

In essence, our users should be left with a feeling that our name, "Lively," is indeed an appropriate name.
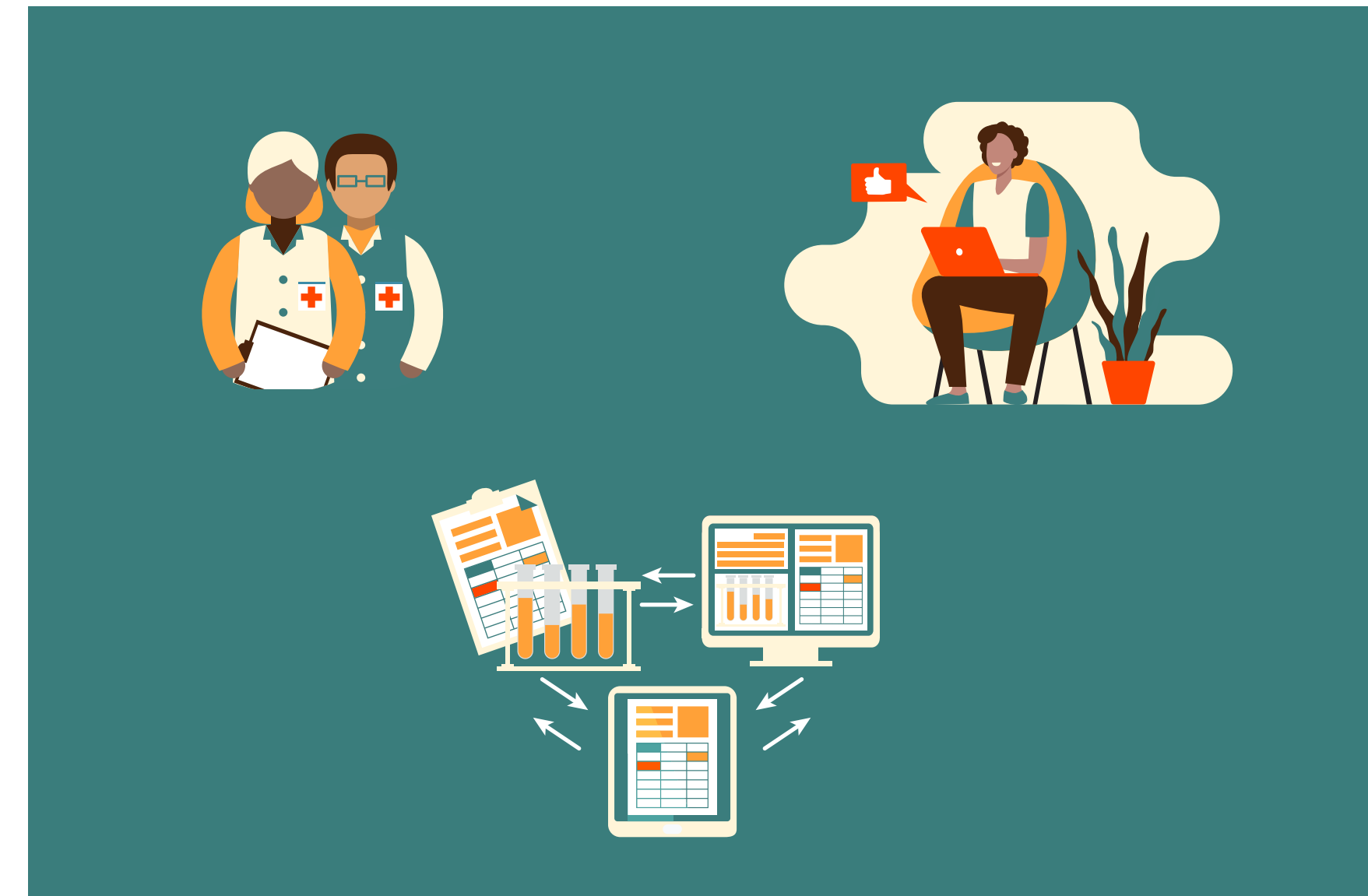
03 - Photography and Illustration

Our use of illustration and photography should echo the written copy and maintain a tone of warmth, friendliness, and fun.

Illustration must adhere to our Color Specifications (see next page) and maintain a flattened style with minimal depth.

Photography should depict humans as much as possible, with warm tones and softer lighting, and depict healthy practices and habits when appropriate and relevant.

We do NOT use black and white imagery. When overlaying content over photography, add a 30% opacity fill of Dark Gray (see next page) set to a blend mode of Multiply.

04 - Color Specifications

PRIMARY PALETTE

MAIN GREEN
#3A7D7C

Used on:
- Navigation bars
- Category chips
- Primary headings
- Card titles
- Quotes

MAIN BEIGE
#FEF4D9

- Onboarding headings
- Logo
- Active Navigation
- Highlighted backgrounds

Note - ONLY used for text on dark backgrounds

ACCENT RED ORANGE
#FF4400

- Primary button background
- Secondary button text
- Card action items

ACCENT ORANGE
#FFA137

- Illustration details
- Button Hover States
- Dividers
- Ratings

GRAY PALETTE

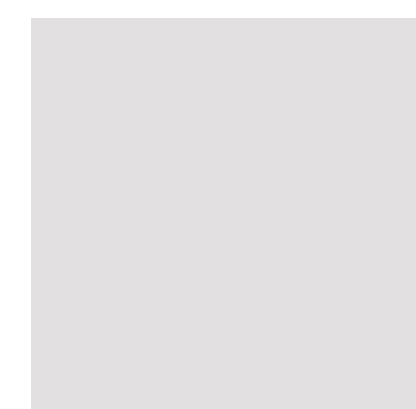**DARK GRAY**
#3B3A3A

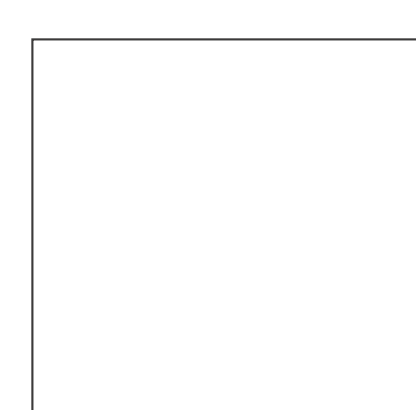**Used on:**
- Body text
- Photo overlays
- Shadows

MEDIUM GRAY
#747474

- Button text (Inactive)
- Card Subtitles
- Input field text

LIGHT GRAY
#E2E0E0

- Button (Inactive)
- Generally used for inactive items

WHITE
#FFFFFF

- Backgrounds
- Filter Chip fill
- Search bar fill
- Card background

05 - Typography

Interface Bold
Interface Regular
Interface italic

Lively uses the typeface, Interface.
The Bold weight is used for all headings and navigation.
The Regular weight is for used for body text and chips.
The Italic style and weight is used for input field prompts and to place emphasis.

The goal is to keep all text clean and clear in it's visual styling, easily legible and accessible. Copy using the Regular weight should never be smaller than 15pt (including the Italic styling)

DESKTOP

H1: **Interface Bold | 65pt | 20 em**

H2: **Interface Bold | 32pt | 0 em**

H3: **Interface Bold | 20pt | 0 em**

H4: **INTERFACE BOLD | 18pt | 50 em**

Navigation: Interface Bold | 24pt | 0em | 28 pt

Body: Interface Regular | 18pt | 0em | 27pt

Prompts: Interface Italic | 24pt | 0em

MOBILE

H1: **Interface Bold | 48pt | 0em**

H2: **Interface Bold | 32pt | 0 em**

H3: **Interface Bold | 21pt | 0 em**

H4: **Interface bold | 15pt | 0 em**

H5: **INTERFACE BOLD | 14pt | 50 em**

Navigation: Interface Bold | 10pt | 0em | 12 pt

Body: Interface Regular | 18pt | 0em | 27pt

Prompts: Interface Italic | 15pt | 0em

12px

12px · 12px

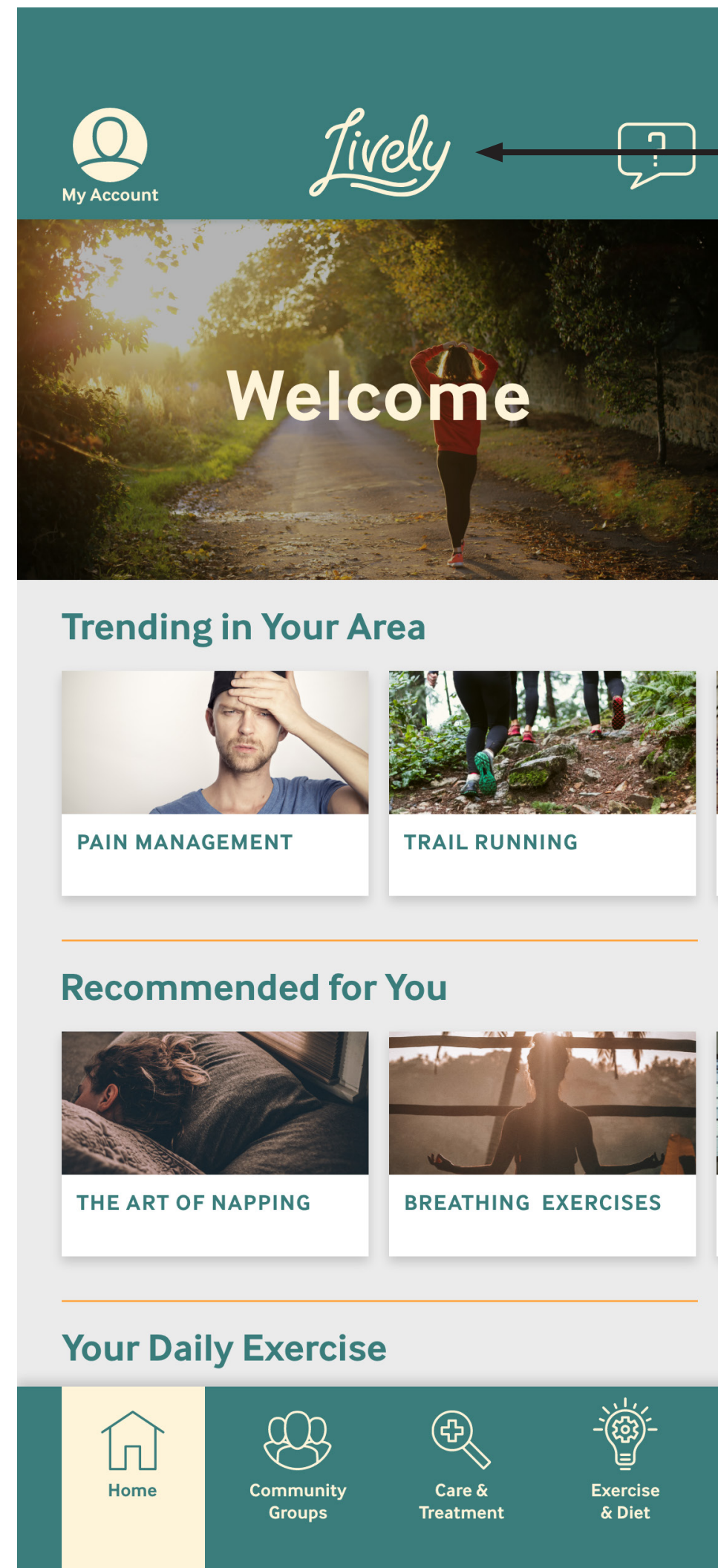12px

SIZE SPECIFICATIONS

Minimum Height: 40px

Minimum Width: Scaled to minimum height

Minimum clearspace: 12 px on all sides

WEB INTERFACE APPLICATION

Main Beige placed on top of Main Green or dark photo background

My Account

Lively

Welcome

Trending in Your Area

PAIN MANAGEMENT

TRAIL RUNNING

K

Recommended for You

THE ART OF NAPPING

BREATHING EXERCISES

Your Daily Exercise

Home

Community Groups

Care & Treatment

Exercise & Diet

Plenty of clear space around logo. Beige on green for good contrast

Beige on dark photo background with green overlay

Lively

Moving Towards Health and Wellness

Swipe Right to Get Started >>
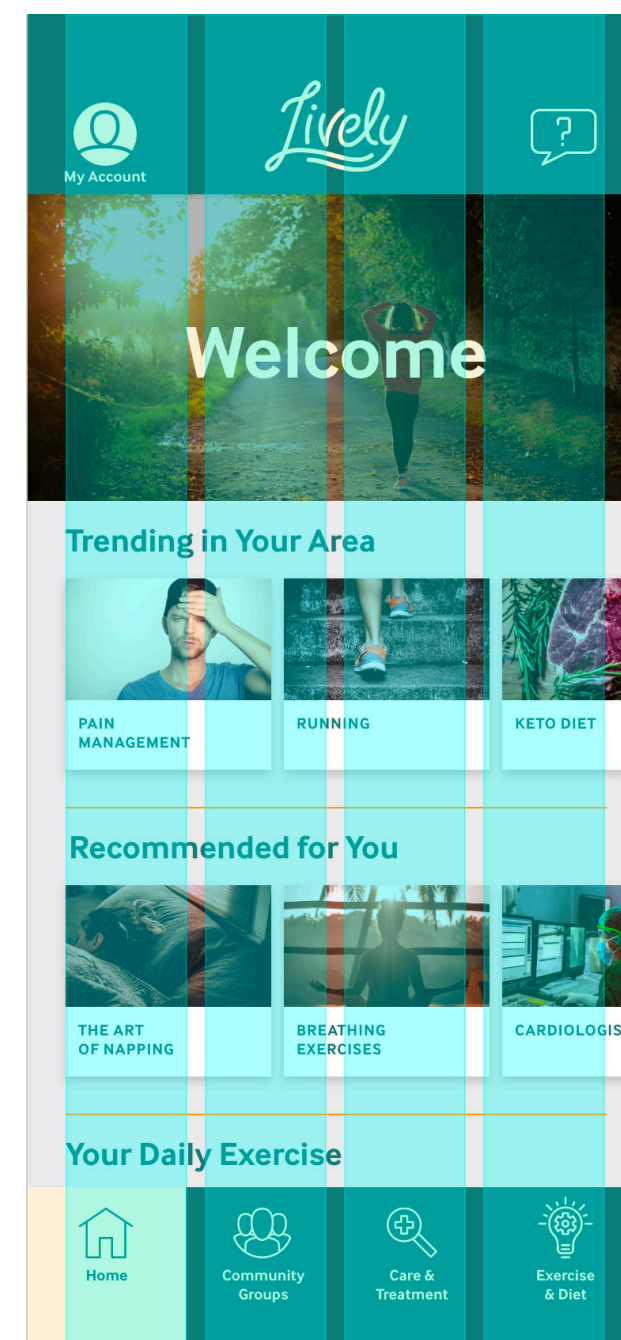
07 - Grid Specifications

Lively uses a 4 column grid for mobile interfaces and a 12 column grid for desktop/laptop interfaces. To make the interfaces more readable and accessible, utilize generous margins.

MOBILE

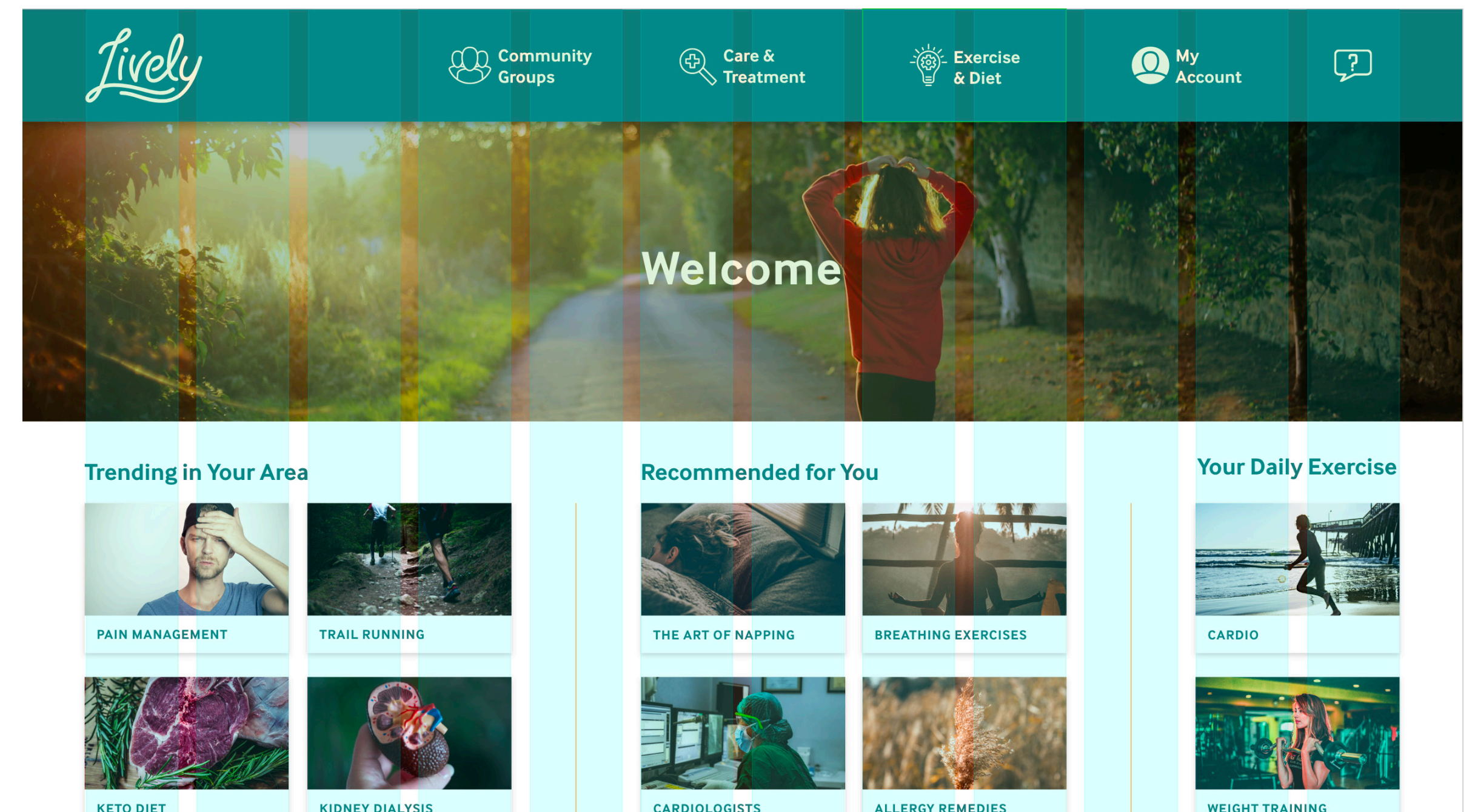COLUMNS: 77PX

MARGINS: 24PX

GUTTER: 11PX

DESKTOP

COLUMNS: 124PX

MARGINS: 84PX

GUTTER: 24PX

User Interface Elements

BUTTON STYLES

PRIMARY

SECONDARY

INACTIVE

HOVER

The height of the buttons should not change, though the width can adapt to work with the button text and fit the layout.
Button text is in all caps.

SEARCH BARS

MOBILE / TABLET

Tap here to type what you are looking for

DESKTOP

Click here to type what you are looking for

Mobile / Tablet search utilizes voice-to-text so the iconography should reflect that.
Desktop search should have a traditional magnifying glass icon.

CHIP STYLES

DEFAULT

Category

FILTER NOT YET ADDED ⊕

FILTER CAN BE REMOVED ⊗

HOVER

Hover

FILTER NOT YET ADDED ⊕

FILTER CAN BE REMOVED ⊗

Category chips navigate to search result pages that all fall under the chosen category.
Filter chips refine the results of a user-defined search or a category search.
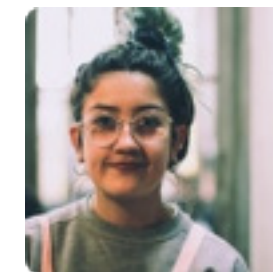
RATING SCALE

★★★★☆

CARD STYLES

SEARCH RESULT

Dr. Marcia Stepkanash
★★★★☆

12357 Day Street
Loma Linda, CA 92354

LEARN MORE   **ADD TO FAVORITES**

TRENDING RESOURCES

BREATHING EXERCISES

MOBILE

BREATHING EXERCISES

DESKTOP

PROVIDER RECOMMENDATIONS

Dr. Marcia Stepkanash
Pain Management

MOBILE

Dr. Marcia Stepkanash
★★★★☆

Pain Management

LEARN MORE   **ADD TO FAVORITES**

DESKTOP

Card content and sizing varies depending on interface.
Ratings scale should be included whenever space allows.

DIALOG BOX

Informational text here

ACTION 1   **ACTION 2**

Dialog boxes have a darker shadow than cards and should also have a scrim behind them of the Dark Gray at 30% opacity and the blend mode set to Multiply.

Navigation and Iconography

NAVIGATION ICONS

Only to be used for Navigation and paired with text labels

All iconography should be simple and one color, set to contrast well against its background.

NAVIGATION STATES

DESKTOP

Care & Treatment

DEFAULT

Care & Treatment

HOVER

Care & Treatment

ACTIVE

MOBILE

Care & Treatment

DEFAULT

Care & Treatment

ACTIVE

Accessibility

Visual contrast is a high priority.

All interfaces must adhere to a grid layout, with text left-justified and a ragged right edge to improve readability for our users with various visual challenges such as dyslexia.

White space should used generously.

Mobile interfaces must utilize voice-to-text functionality wherever appropriate.

Remember that interfaces need to benefit our users and reduce the stress of navigating health care so that they can improve their overall wellness.