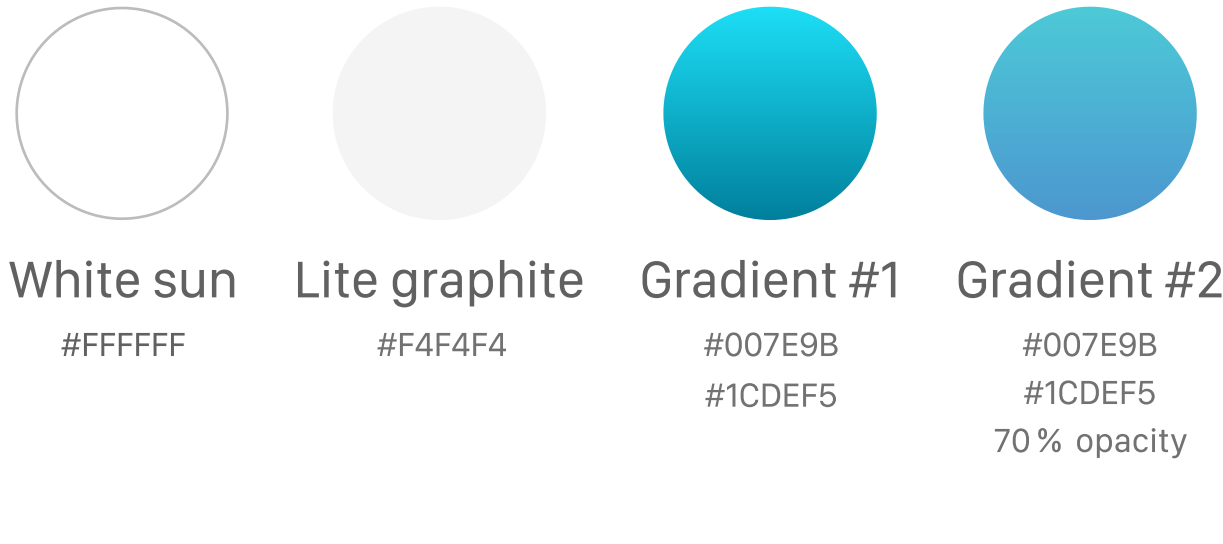
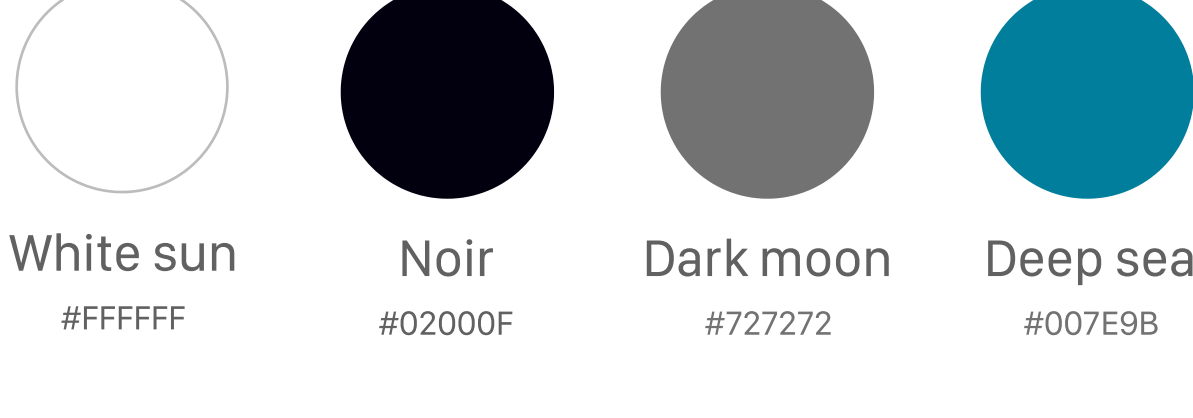


01. Color Palette

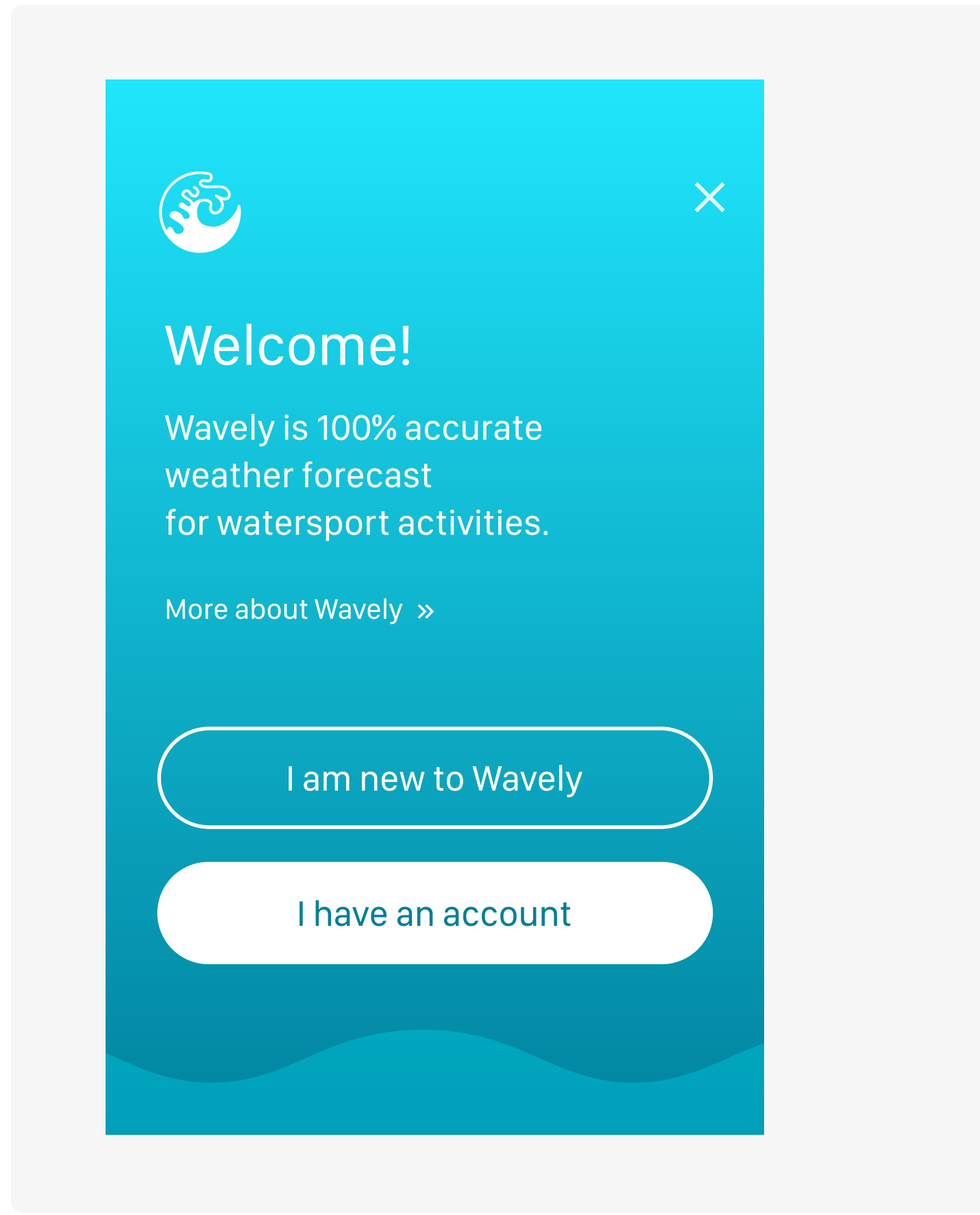
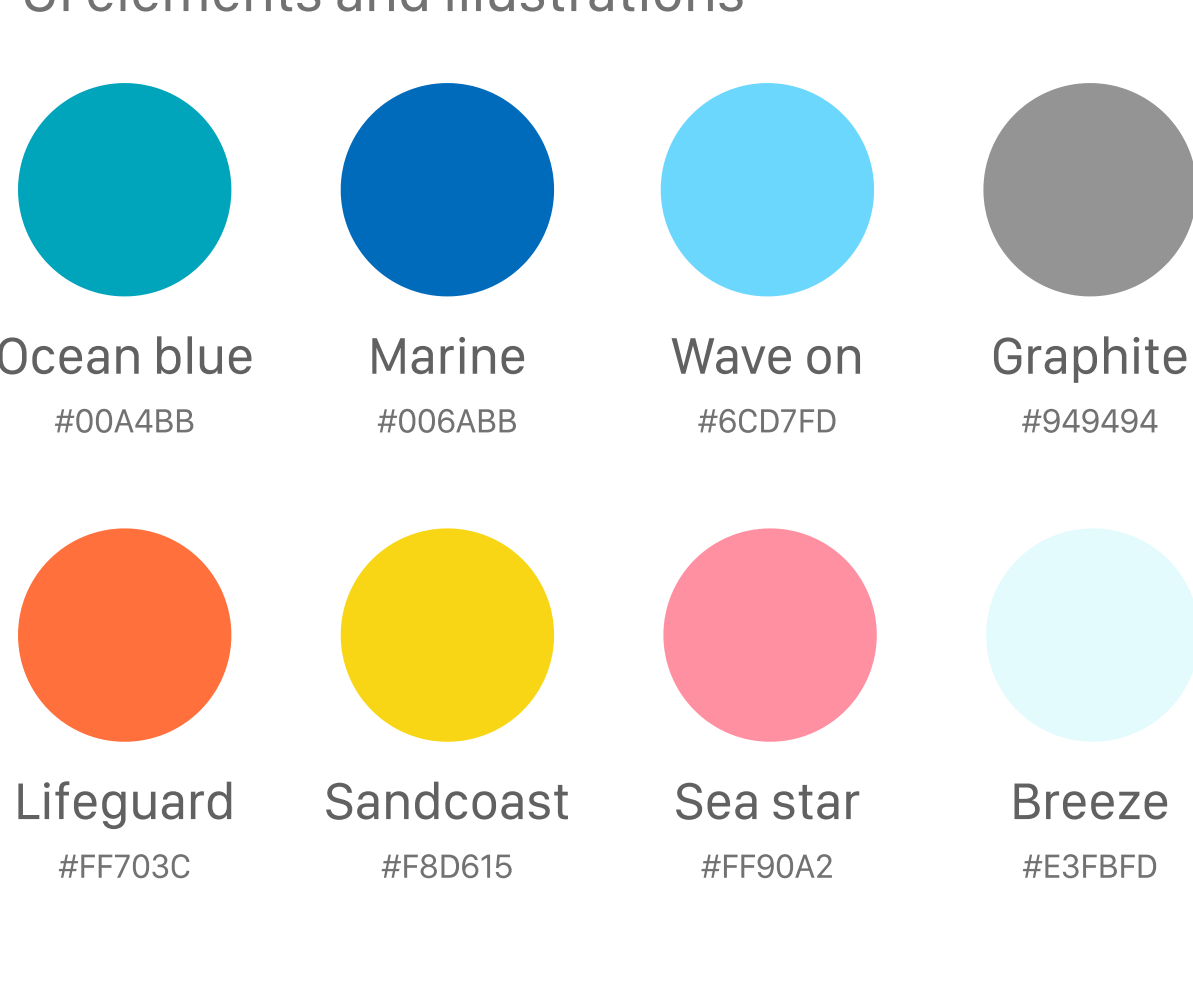
Background colors



Icons and typography



UI elements and illustrations



Key colors overview



02. Typography

Aa

SF Display Compact

Aa

SF Display Compact Medium

Aa

SF Display Compact Semibold

Header 1

SF Display Compact, 32 pt

Body text 1

SF Display Compact, 20 pt
Line spacing 24 pt
Character spacing 0 pt

Textual link

SF Display Compact, 16 pt

Header 1

Lorem ipsum, or lipsum as it is sometimes known.
[Textual link >>](#)

Header 1

Lorem ipsum, or lipsum as it is sometimes known.

Body text 1

Header 2

SF Display Compact Medium, 20 pt
Line spacing 24 pt
Character spacing 0 pt

Body text 2

SF Display Compact, 14 pt
Line spacing 18 pt
Character spacing 0 pt

Body text 3

SF Display Compact, 12 pt

Header 2

★★★★ 124 Reviews
Lorem ipsum, or lipsum as it is sometimes known, is dummy text used in laying out print, graphic or web designs.

Header 3 Header 3 Heade

Header 4 Header 4 He

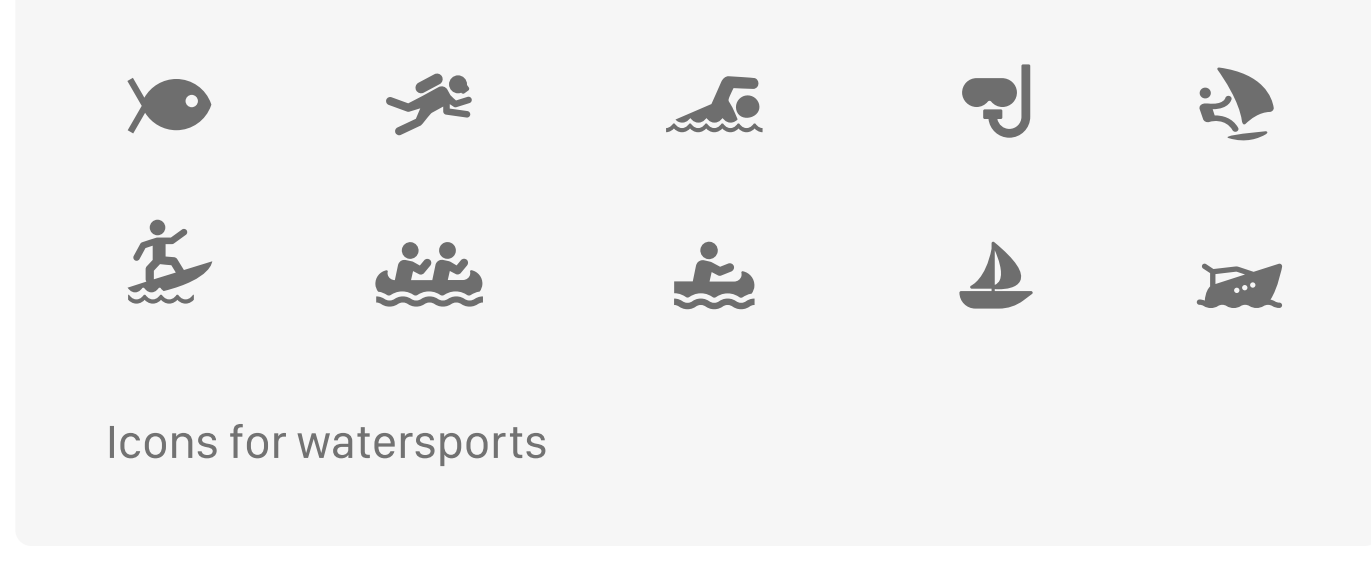
Header 3

SF Display Compact Semibold, 16 pt

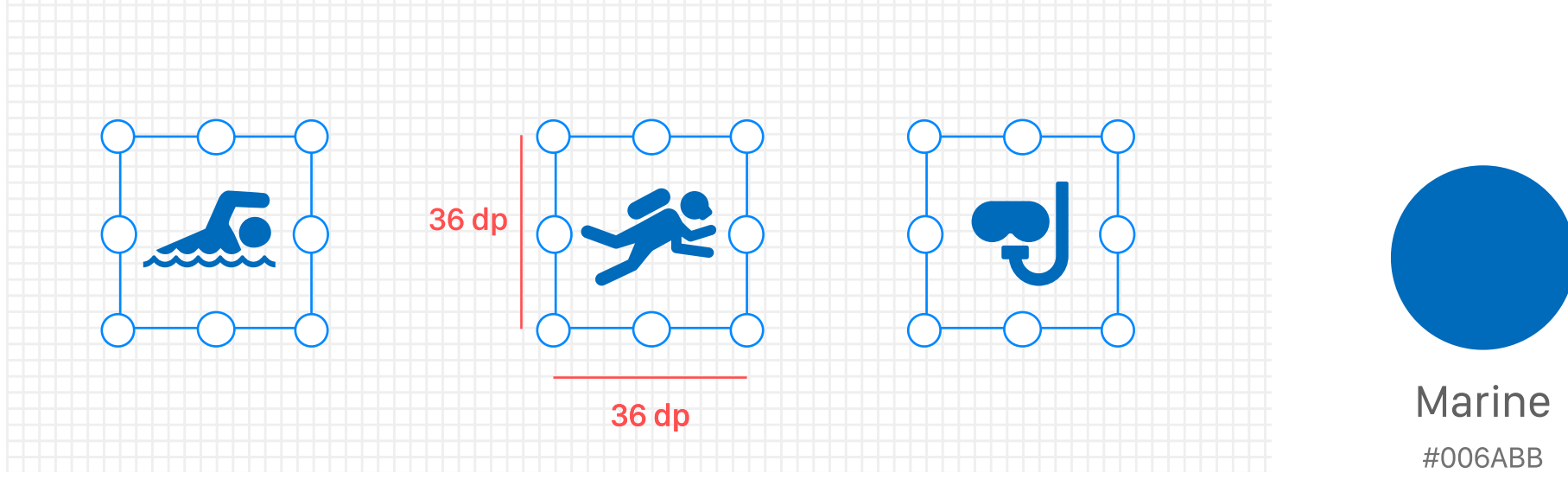
Header 4

SF Display Compact Semibold, 14 pt

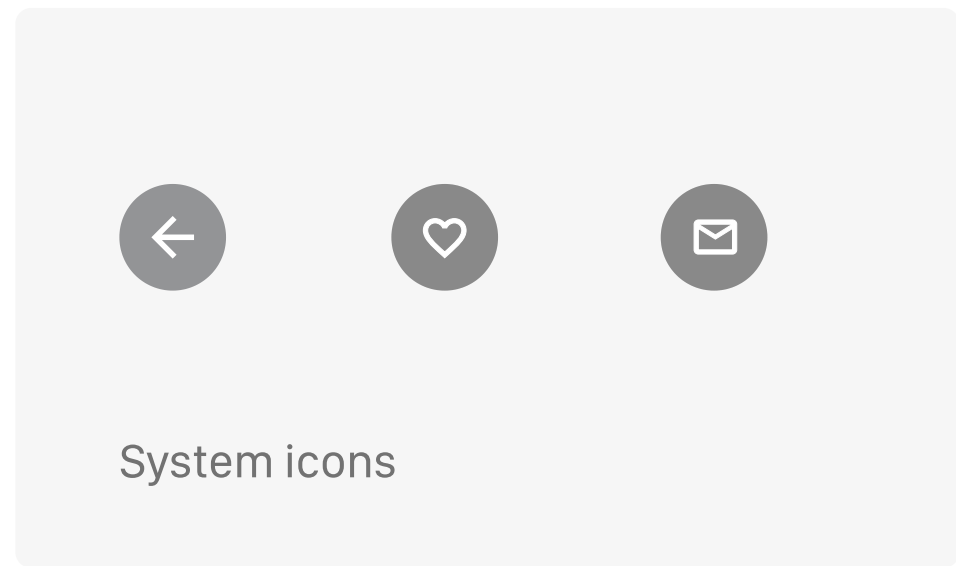
03. Iconography



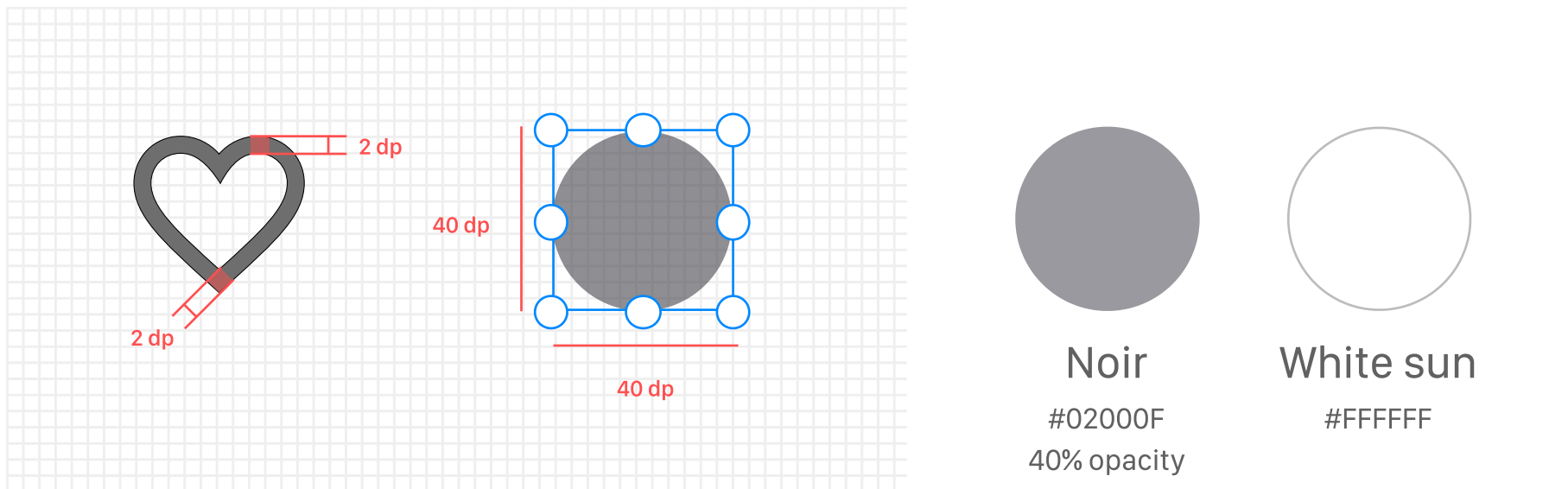
Icons for watersports



Marine #006A8B

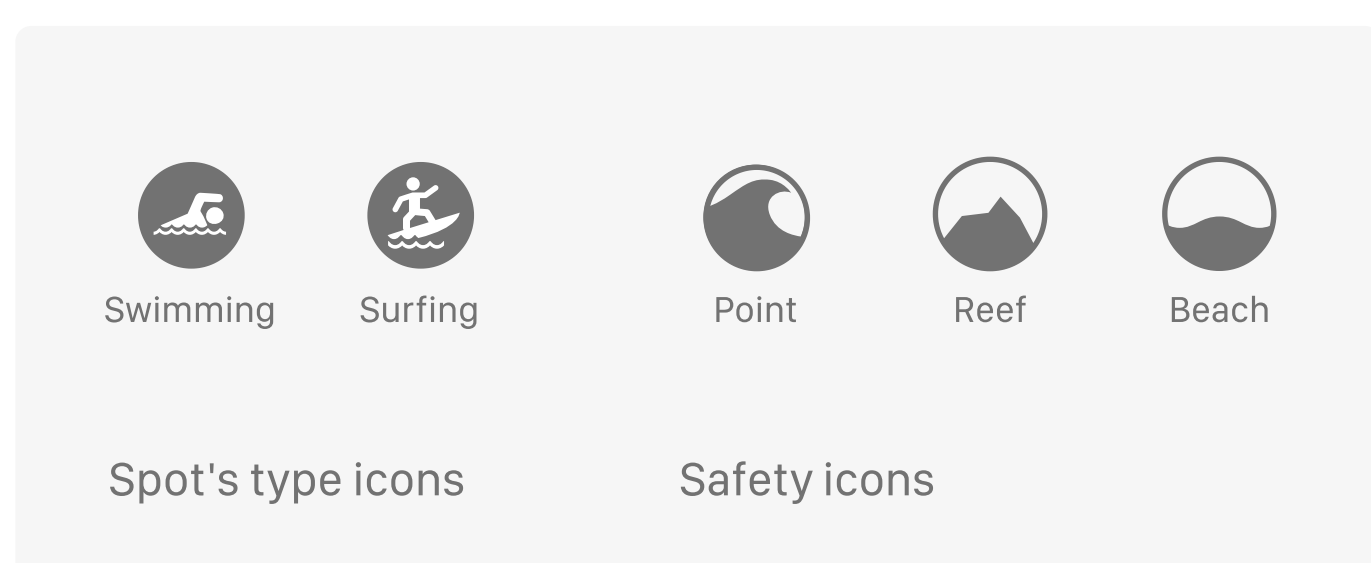


System icons



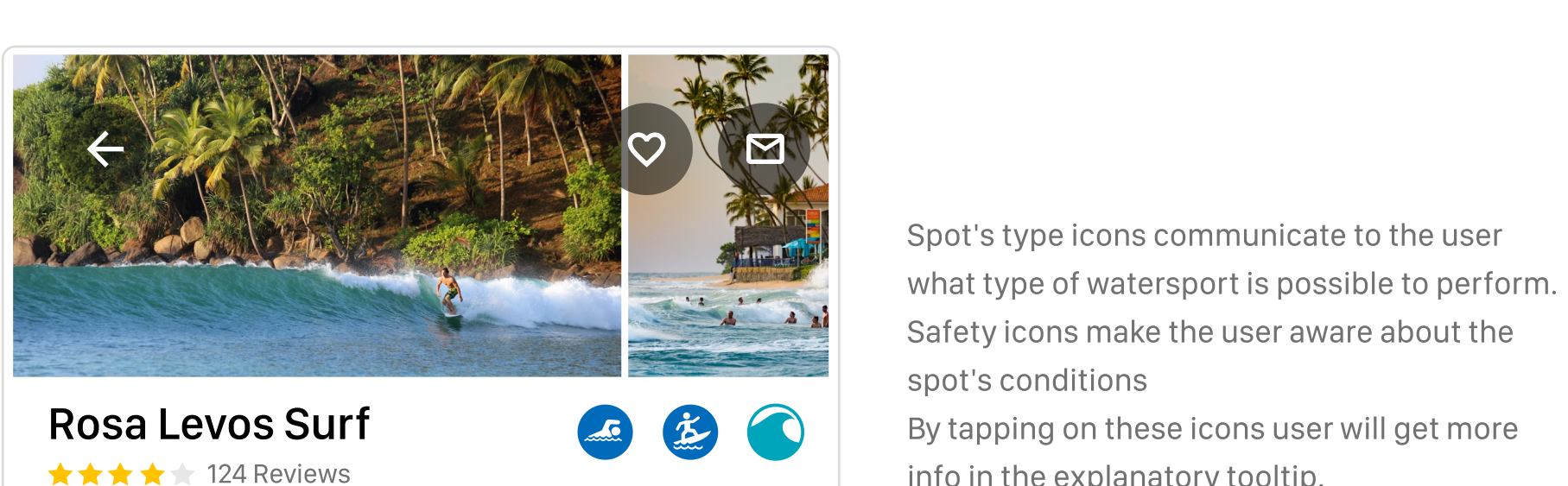
Noir #02000F 40% opacity

White sun #FFFFFF



Spot's type icons

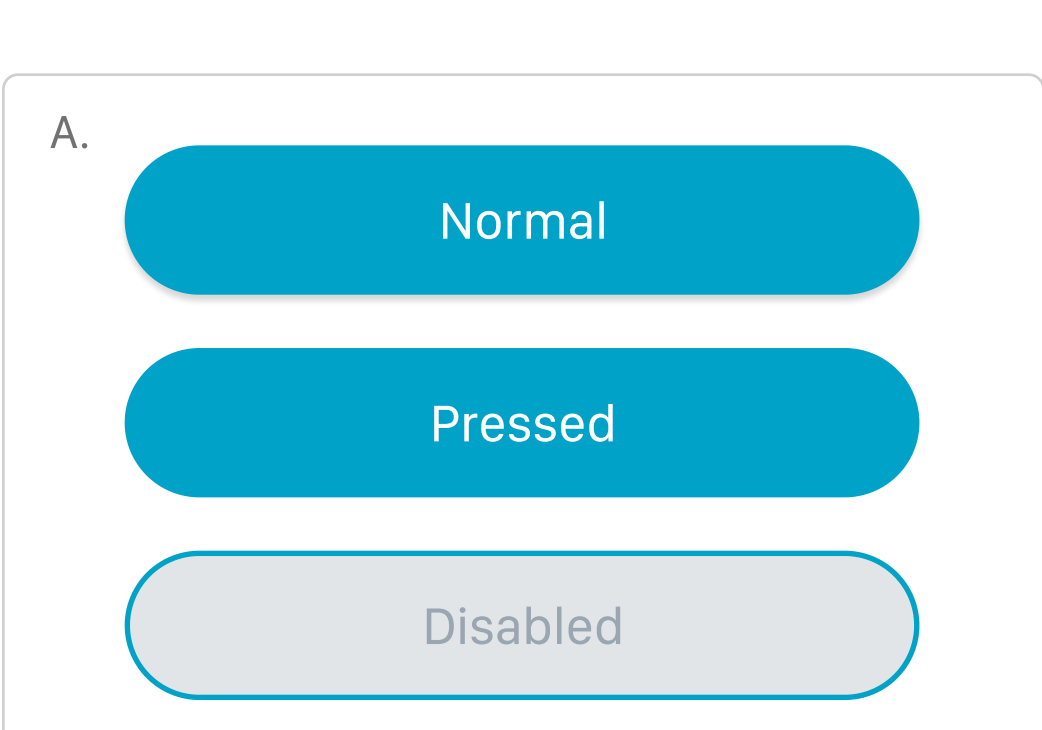
Safety icons



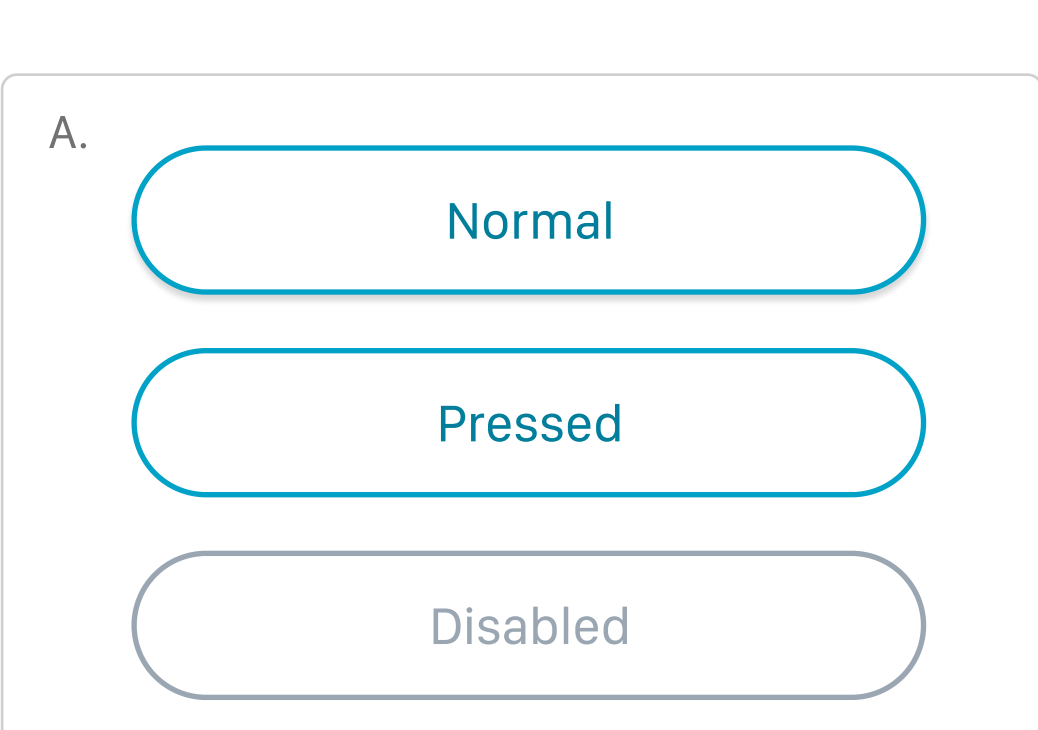
Spot's type icons communicate to the user what type of watersport is possible to perform. Safety icons make the user aware about the spot's conditions. By tapping on these icons user will get more info in the explanatory tooltip.

04. UI Elements

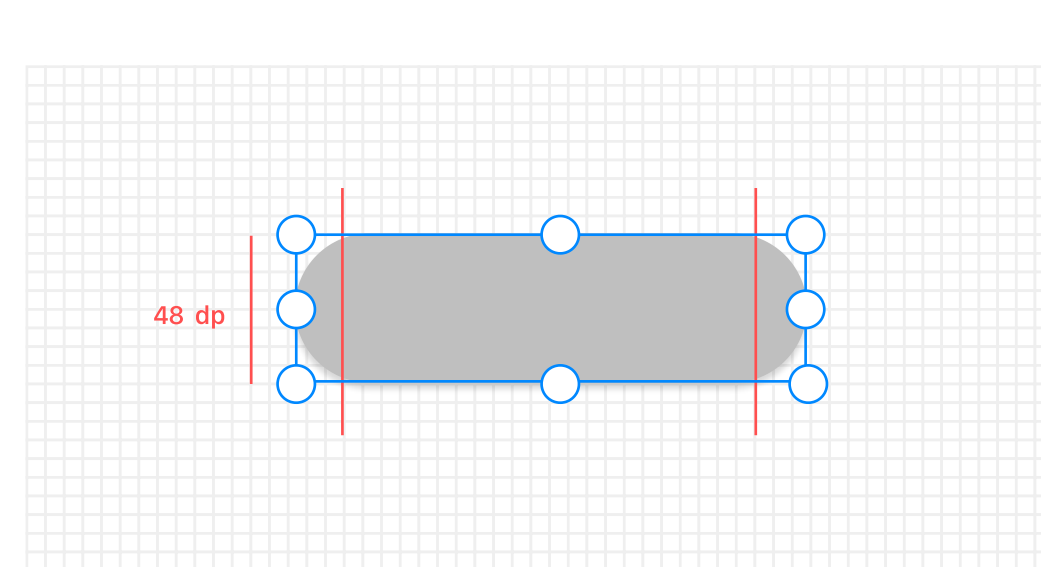
Call to action (CTA) buttons



Primary CTA buttons

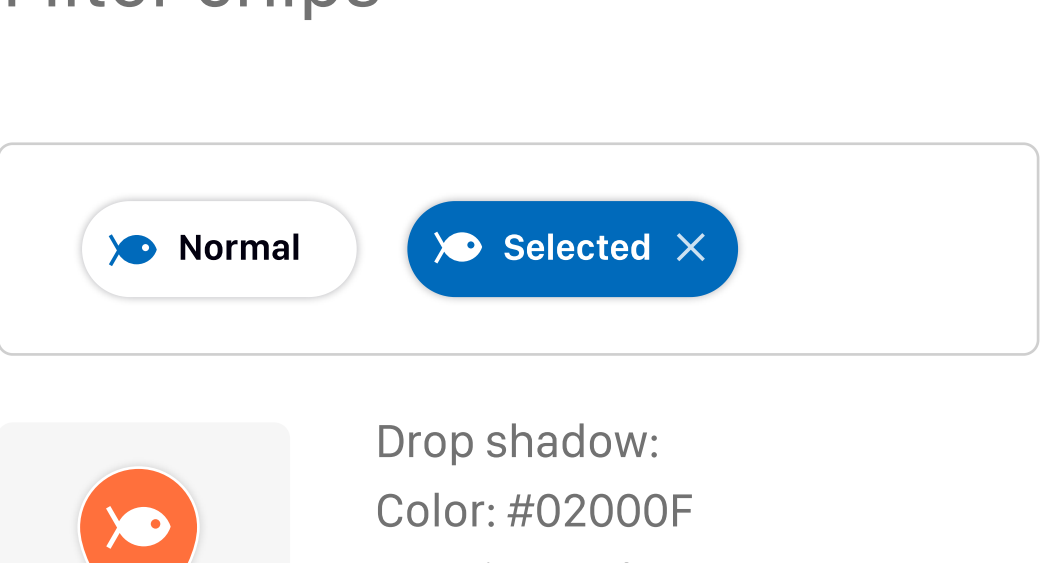


Secondary CTA buttons

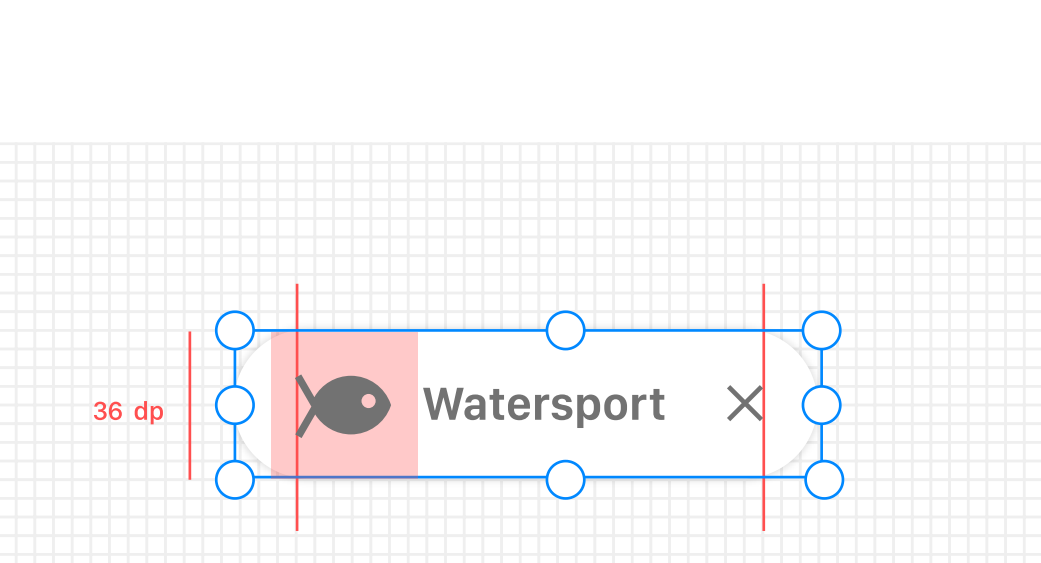
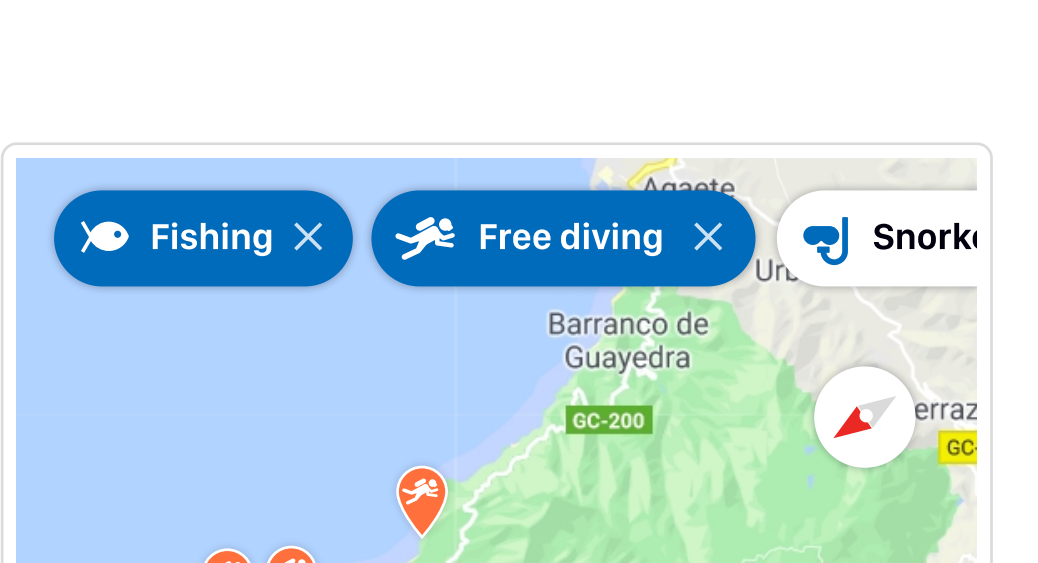


All buttons have rounded corners

Filter chips



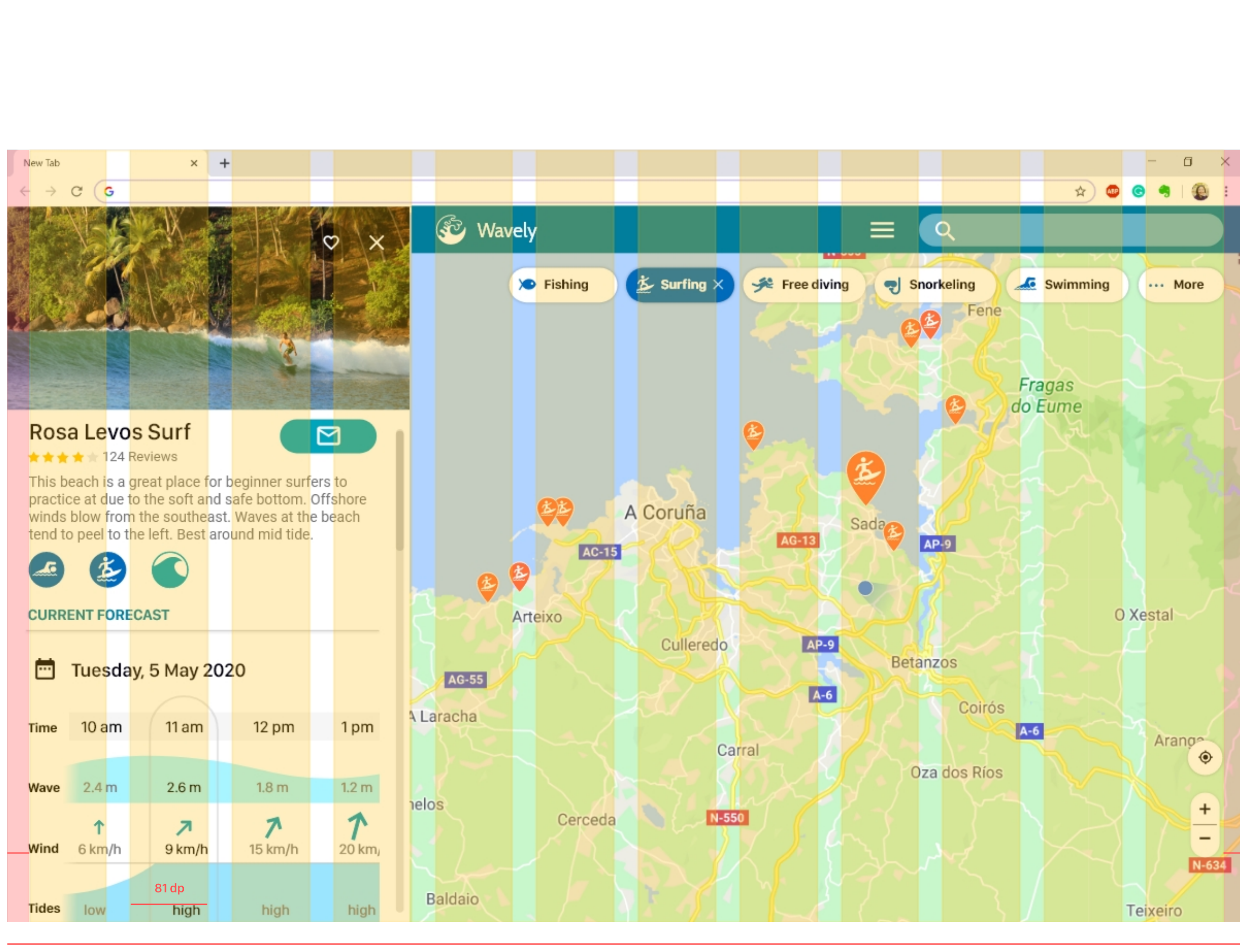
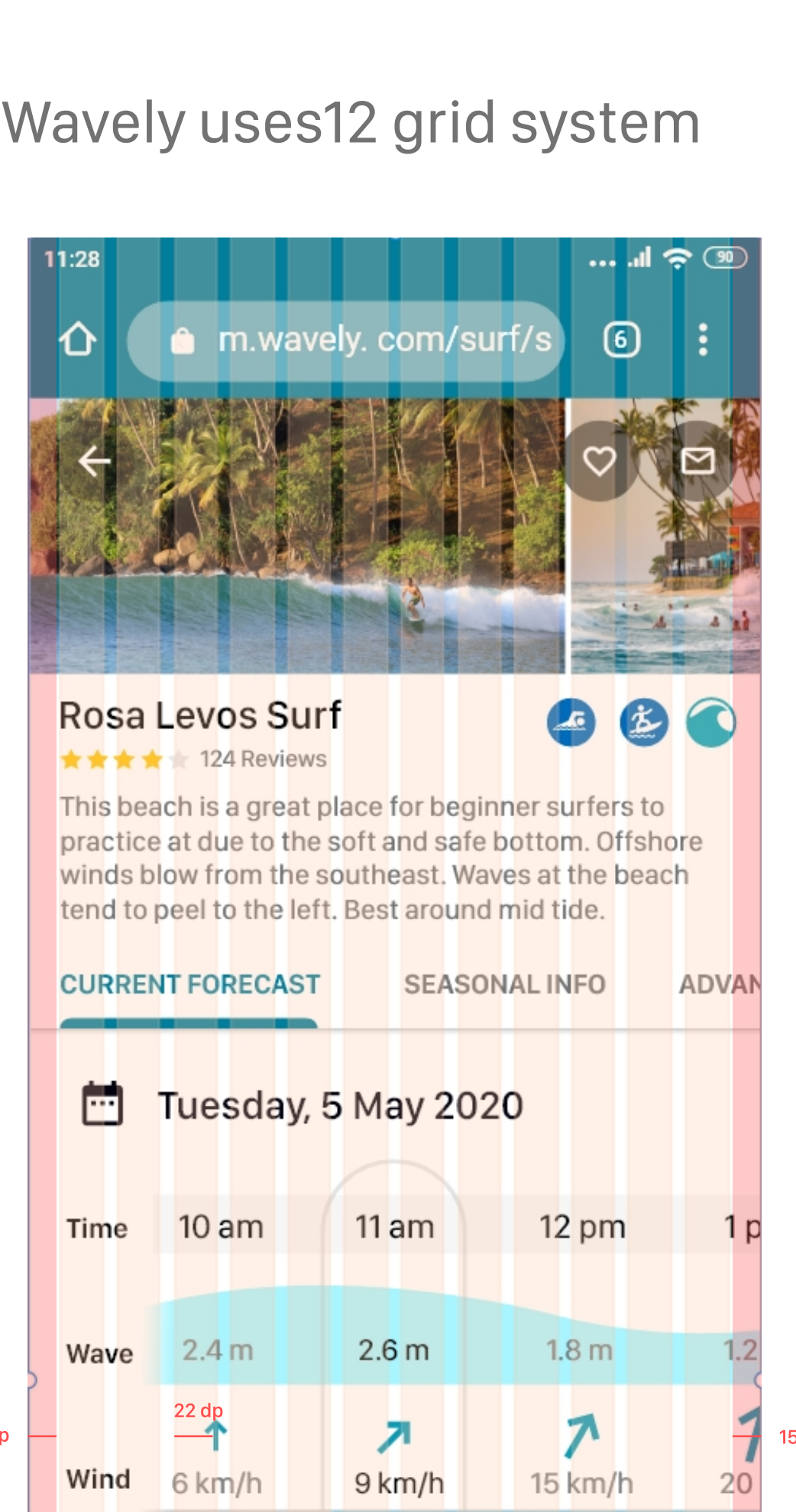
Drop shadow:
Color: #02000F
Opacity: 30 %
Size: 3pd



All filter chips have rounded corners

05. Design Language

Wavely uses 12 grid system



06. Tone of Voice

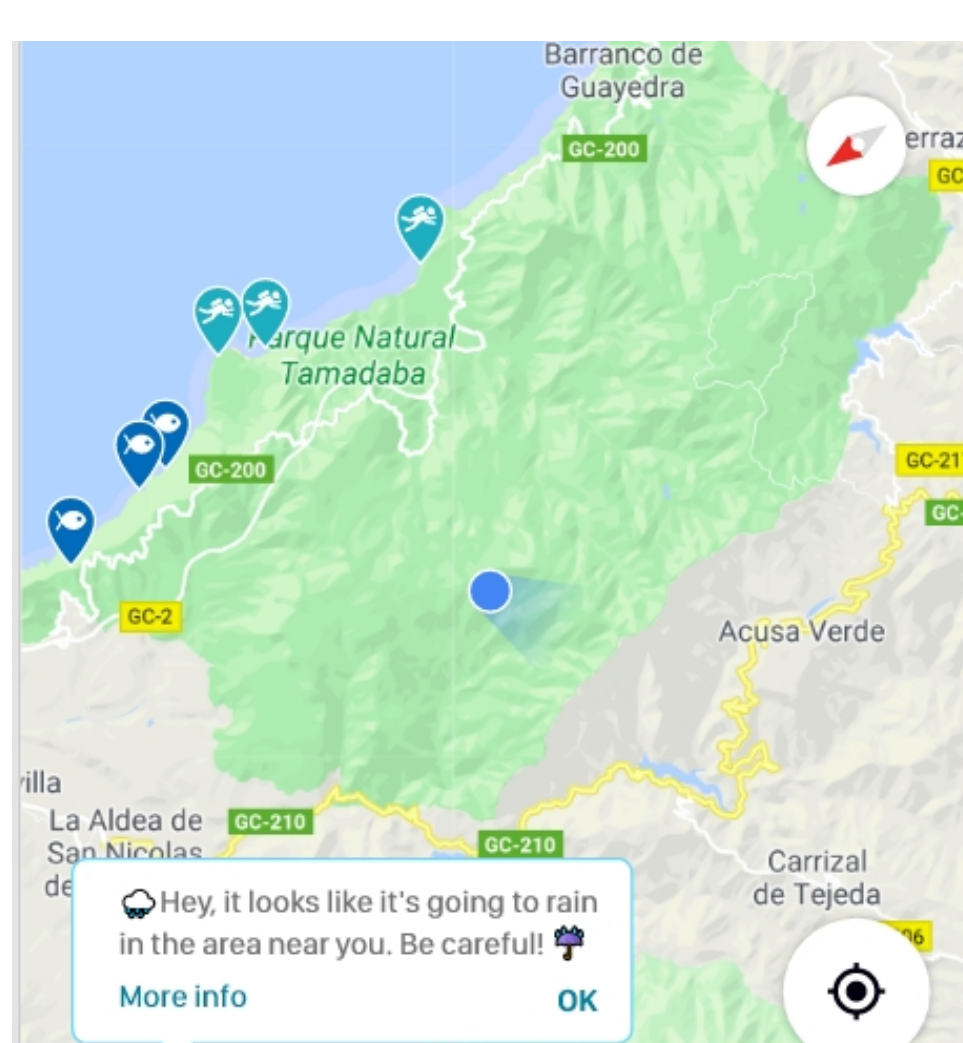
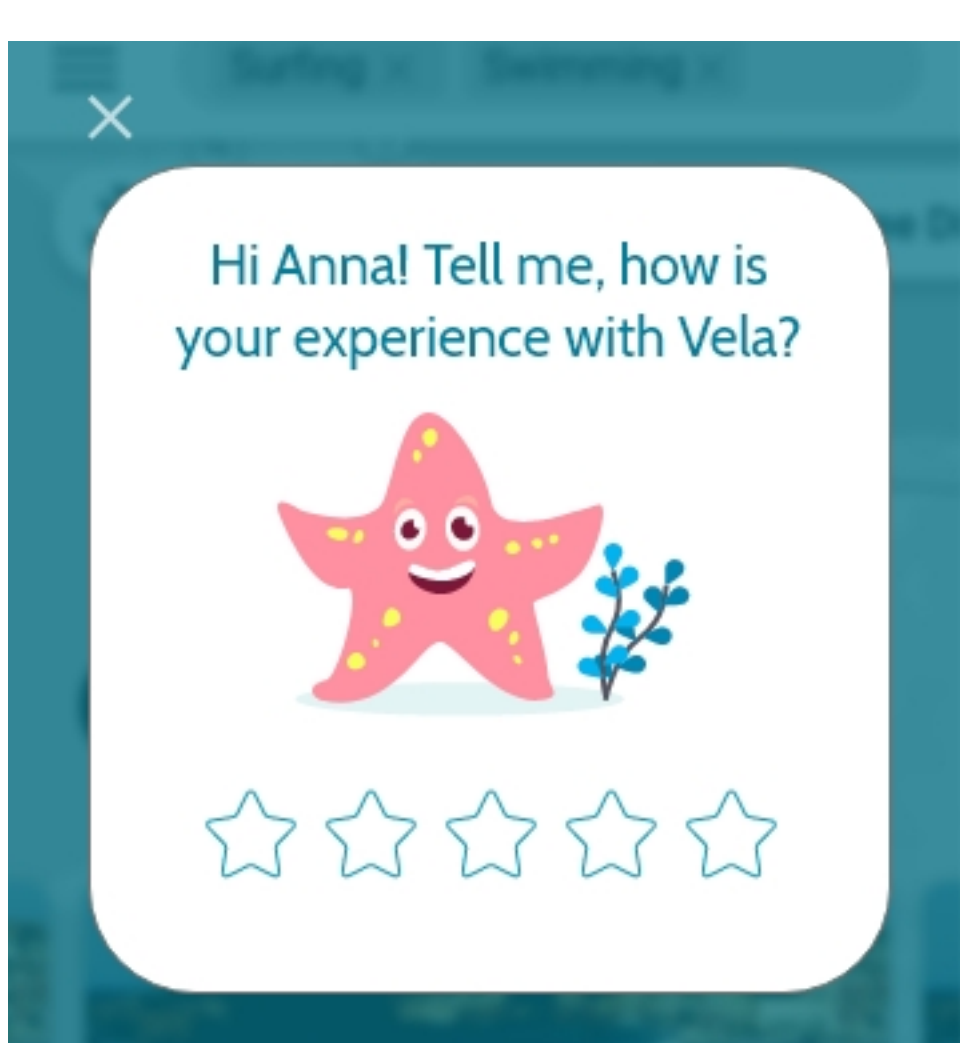
Copy / language guidelines

The language in 'Wavely' is

- Friendly and conventional;
- Open and encouraging;
- Informative;
- Inspiring to explore;
- Using Unicode emojis.

Mascot and personality.

'Wavely' produces friendly and encouraging environment. A sea star mascot Zoe acts as a cheerful guide throughout the app.



07. Accessibility

Entire user interface of 'Wavely' should meet WCAG AA contrast standard.

<https://webaim.org/resources/contrastchecker/>