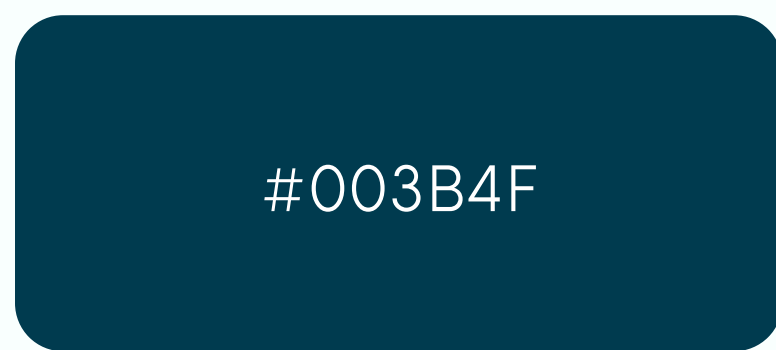


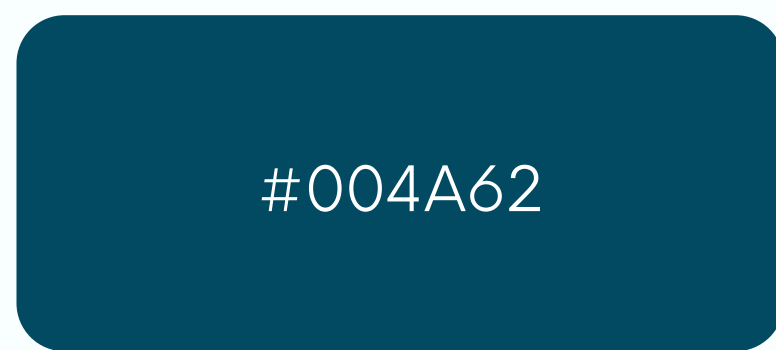
01.COLORS

Dark Tones

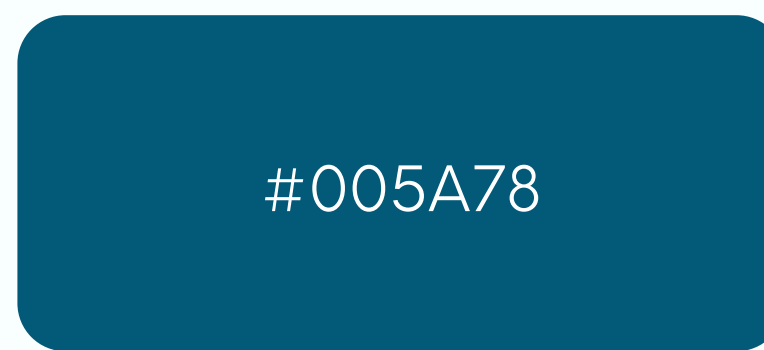
Dark colors make up the bulk of the app's UI color scheme; they function as background and containment colors.



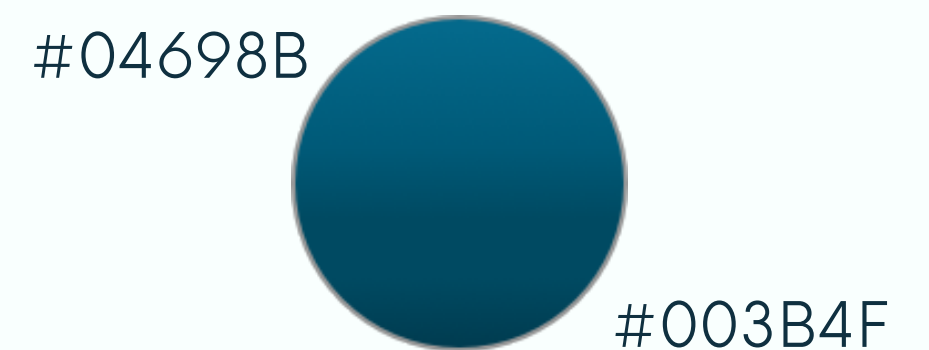
- Navigation bar background
- Dark text
- Enter text field
- Tertiary button



- Bottom sheet
- Pop-up background



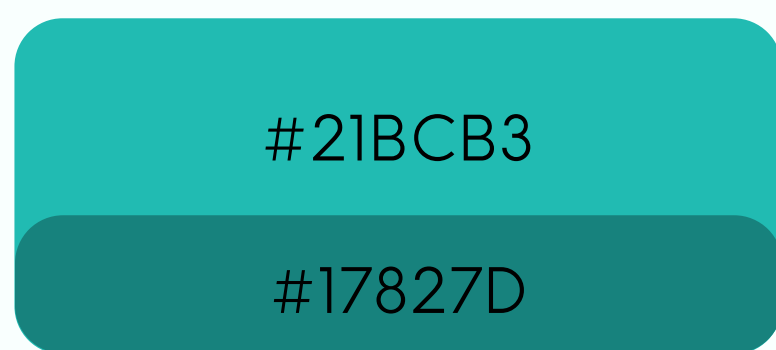
- Cards
- Top app bar background color



- Main app background

Light Tones

Light colors function primarily as smaller buttons, icons, and text. They are used to draw attention to specific actions or information.



- Primary button
- Primary icon
- Unselected icon color on navigation bar only
- #17827D - Secondary button text



- Secondary icon
- Selected icon color on navigation bar
- Favorite button



- Light text
- Icons on the top bar
- Secondary button



- List icon color
- Notification color



Color Gradient Measurement Bar



Do

Use #21BCB3 fairly sparingly; its purpose is to emphasize specific sections or buttons that cause direct actions.

Use #C9F8F3 to highlight selected states, as well as secondary actions.

Use #FFC501 only to indicate created content (Locations & Businesses subsections, created notes or alerts) or notifications.

Don't

Do not use #004A62 or #005A78 to create any kind of button.

#0D81A7-#003B4F gradient is reserved exclusively for the background of the app, and should not be used for any other purpose.

The measurement bar colors are used to indicate temperature and wind speed (on the forecast page) and the severity of map filters (on the map page) only.



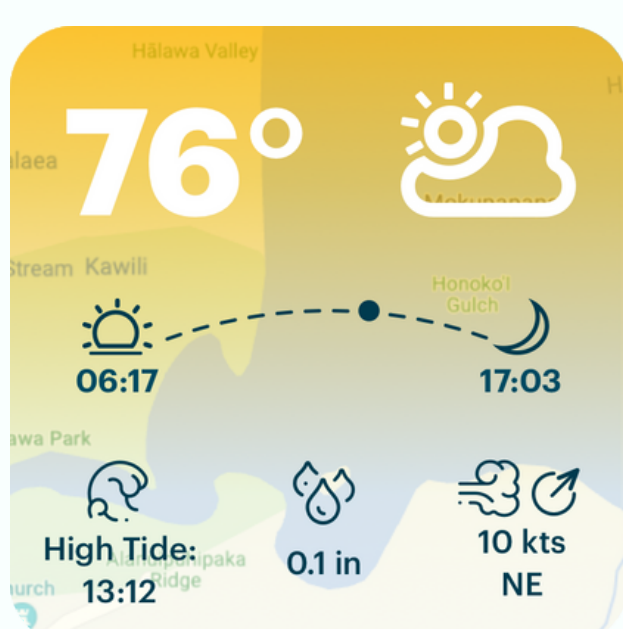
Gradient A - 32F (freezing point) and below

- #3F00FF, 80% opacity
- #362FFF, 70% opacity
- #828DFB, 60% opacity
- #D1D7F9, 60% opacity
- #E6F4FF, 60% opacity



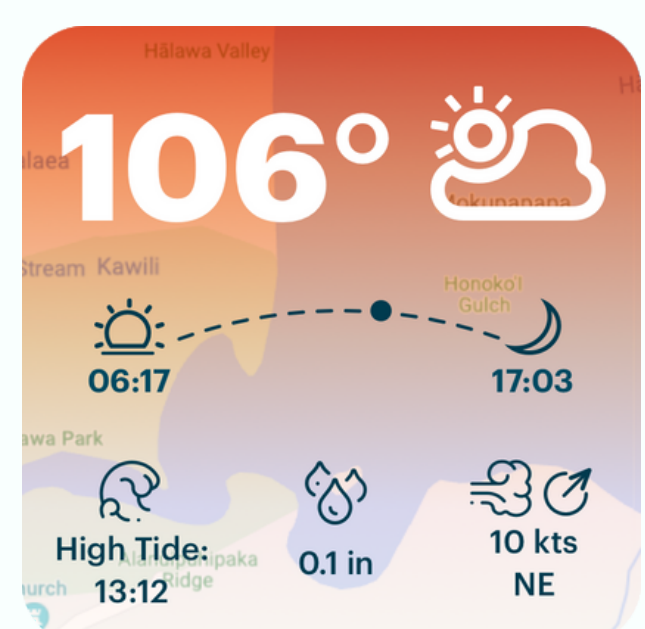
Gradient B - 33F to 60F

- #02CAF3, 80% opacity
- #0FCEF1, 70% opacity
- #88E0EC, 60% opacity
- #E7F8F9, 60% opacity
- #E6FFFB, 60% opacity



Gradient C - 61F to 90F

- #FFB800, 80% opacity
- #F5C62A, 70% opacity
- #F9DF7D, 60% opacity
- #FFFDE6, 60% opacity
- #FFFEF1, 60% opacity



Gradient D - 91F and above

- #DD2B00, 80% opacity
- #F5702A, 70% opacity
- #F9B47D, 60% opacity
- #FFE6E6, 60% opacity
- #FFF8F1, 60% opacity

02.TYPOGRAPHY

Futura

Futura

Futura is the font that will be used for text in the app. Text will be primarily colored #F2FFFE (for light text) and #003B4F (for dark text). On secondary buttons, #17827D is used as well.

Hierarchy is shown through the size of typeface. There are three primary hierarchy groupings (Header, Title, and Body). Within the three hierarchies, there are a few more variations for different locations of use.

Header 1

- Futura Bold
- 32/41/0
- Onboarding heading

Title 1

- Futura Medium
- 30/39/0
- Page titles

Title 2

- Futura Medium
- 22/29/0
- Location names, page subsection titles

Body 1

- Futura Medium
- 18/24/0
- Large buttons, card or tile title

Body 2

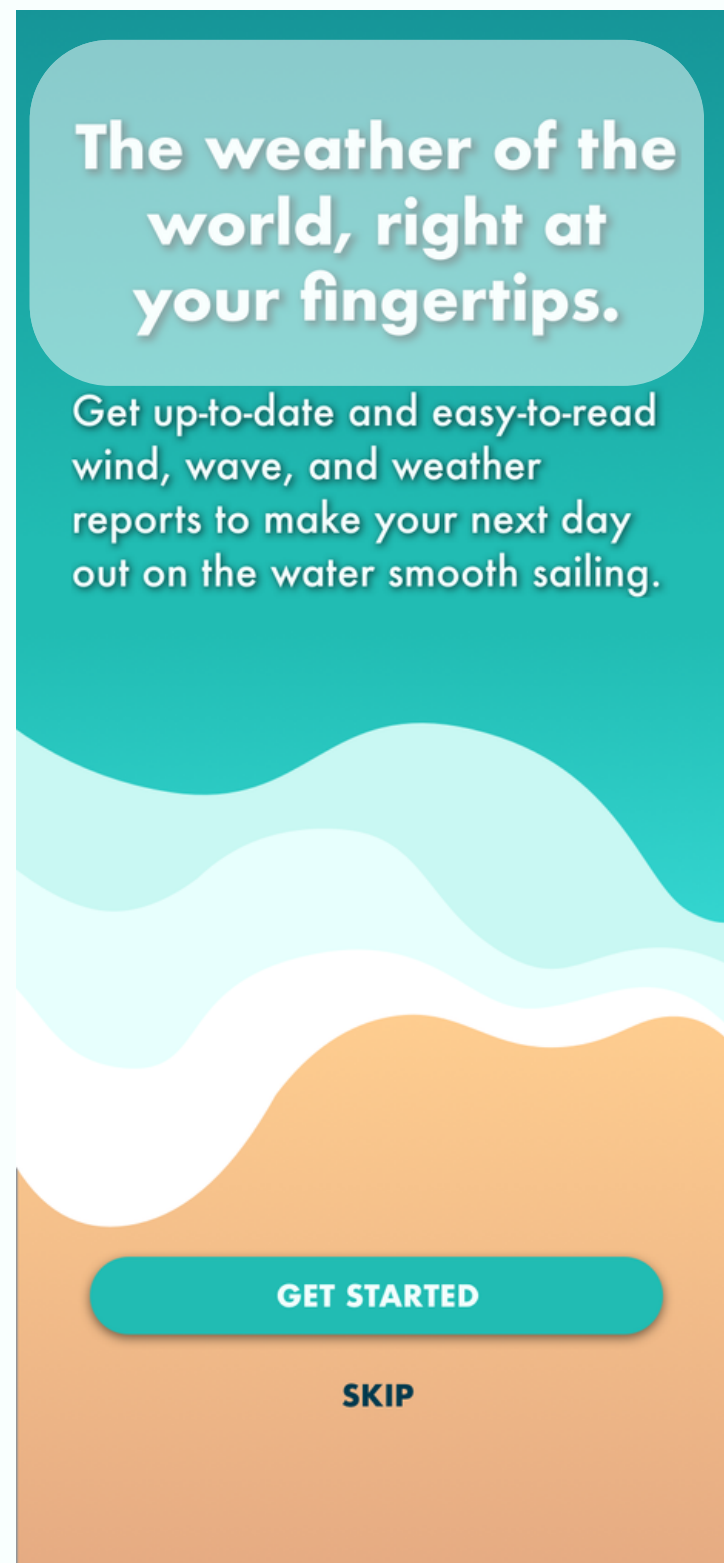
- Futura Medium
- 16/21/0
- Medium and small buttons, primary body text within card

Body 3

- Futura Medium
- 14/19/0
- Small body text, small segmented button text

Body 4

- Futura Medium
- 12/15/0
- Label font for navigation tabs, forecast card categories



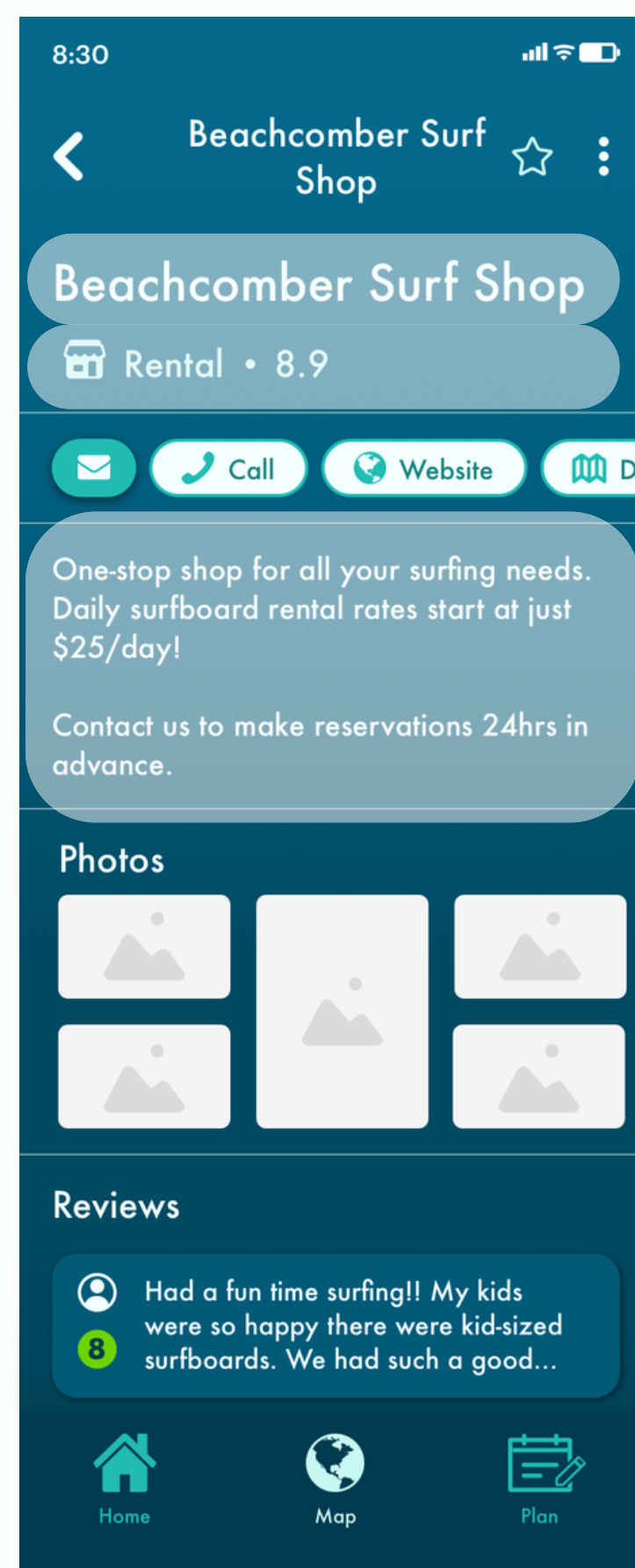
H1



B2

B3

B4



T1

T2

B1

B2

03.ICONOGRAPHY

Do

Icons should be as clear as possible to minimize confusion; aside from navigation bar icons, icons within an extended button, and icons alongside a page title, they should not need text next to them.

ACTION

- Container Size: 40px
- Color: #21BCB3, #F2FFFE, or #FFC501

Icon size depends on the hierarchy of the icon and if it is part of an extended button.

NAVIGATION

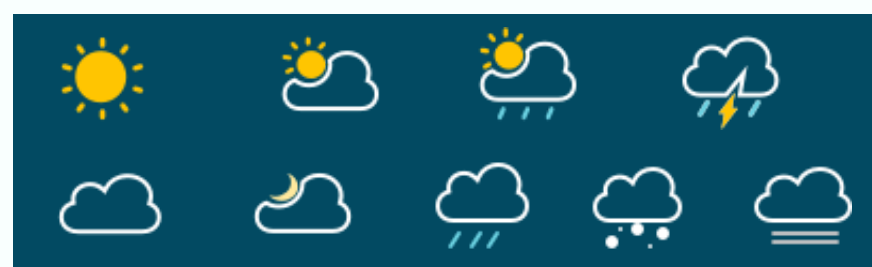
- Container Size: 48px
- Color: #21BCB3, #C9F8F3

- Container Size: 40px
- Color: #F2FFFE, #C9F8F3

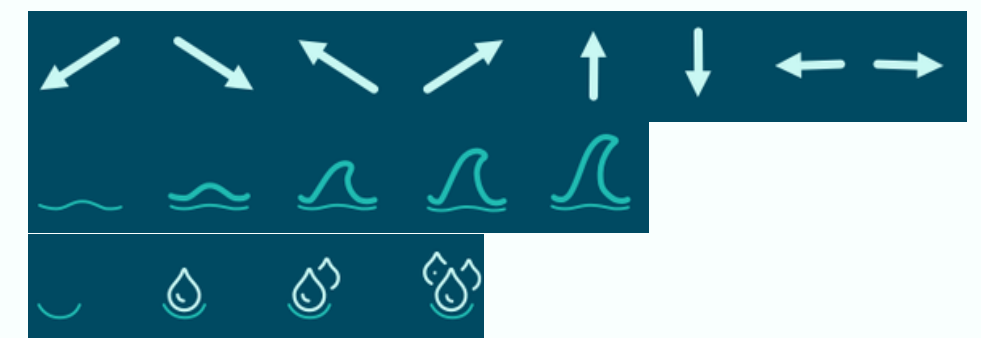
FORECAST/WEATHER CONDITIONS



- Icon Size: 36px
- Container Size: 46px
- Color: #003B4F



- Icon Size: 24px
- Container Size: 30px
- Color: #FFC501, #FFFFFF, #6CD3E3



- Icon Size: 24px
- Container Size: 30px
- Color: #21BCB3, #C9F8F3

ACTION



- Icon Size: 30x44px
- Container Size: 48px
- Color: #003B4F, #F2FFFE



- Icon Size: 24x36px
- Container Size: 48px
- Color: #FFC501, #FFFFFF



- Icon Size: 40px
- Container Size: 48px
- Color: #21BCB3, #F2FFFE

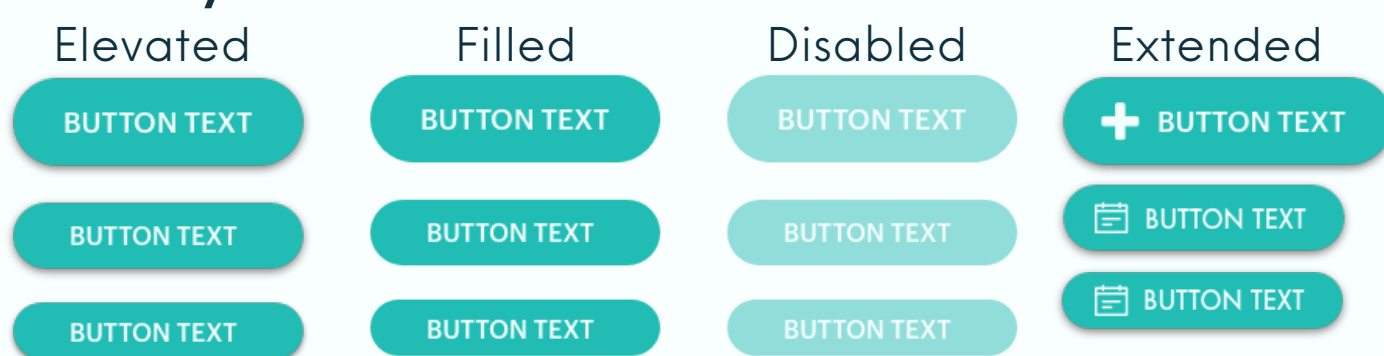


- Icon Size: 24px
- Container Size: 40px
- Color: #21BCB3, #F2FFFE

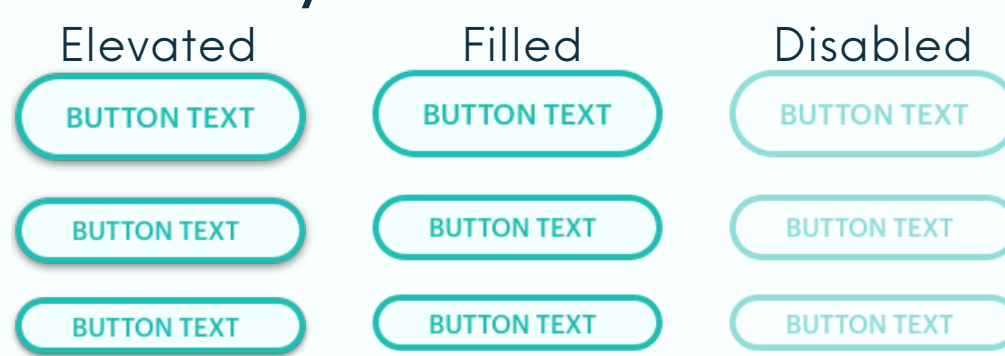
04a.UI Elements

Buttons

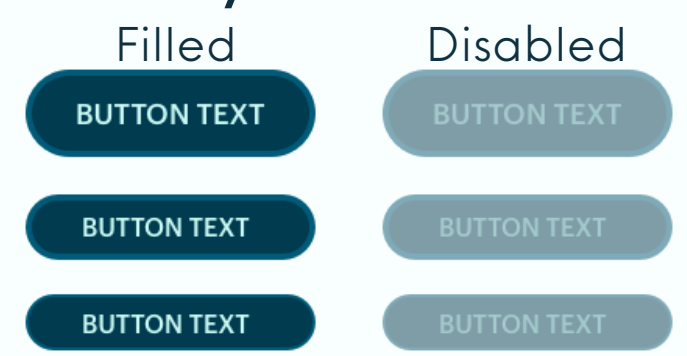
Primary Buttons



Secondary Buttons



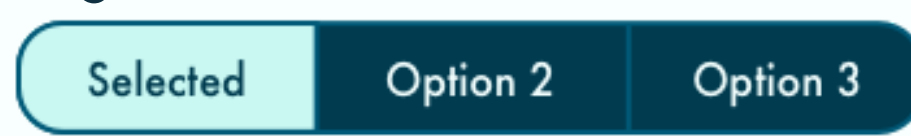
Tertiary Buttons



Icon Buttons



Segmented Button



Location



Do

Primary buttons should be used sparingly, no more than 1-3 times a page. They should only be used for the primary CTA of the page (exceptions being pages such as the Plan page, where adding a new location and adding a new business hold equal weight).

Icons in extended buttons should be 24x24 px on the largest size of buttons, and 20x20 px on the smaller two sizes.

Secondary buttons should use an outline color matching the primary button, and a lighter color (#F2FFFE) on the inside.

Icon buttons should be 24x24 px. Unlike other buttons, there should be no text attached, nor any outline or solid background. When Favorite (star) is selected, it should become filled.

Segmented buttons should have a maximum of 5 options, and should have the selected option highlighted in #C9F8F3.

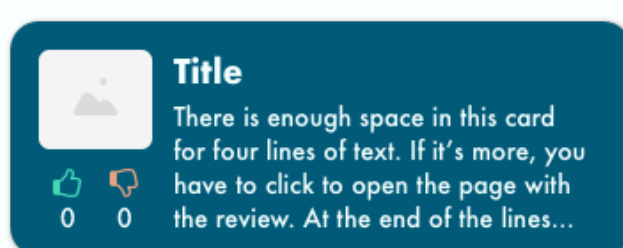
Don't

Tertiary buttons are never elevated.

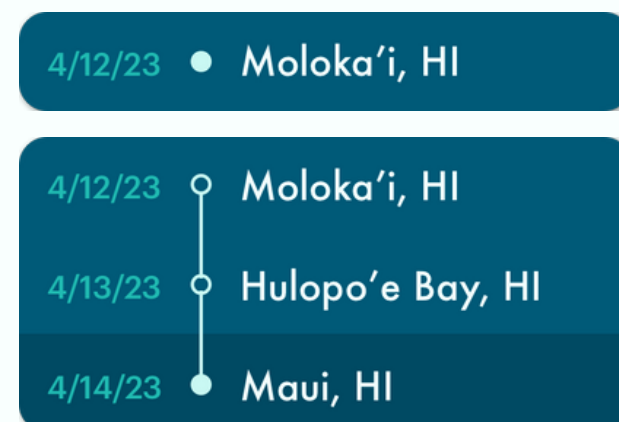
Cards

Cards

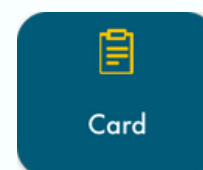
Warnings



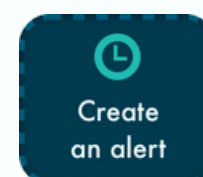
Plan Location



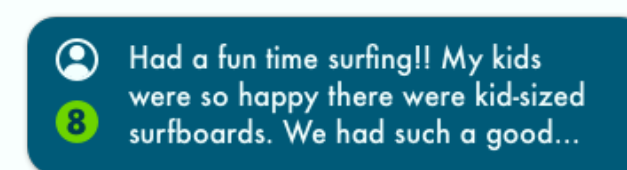
Created Alert/Note



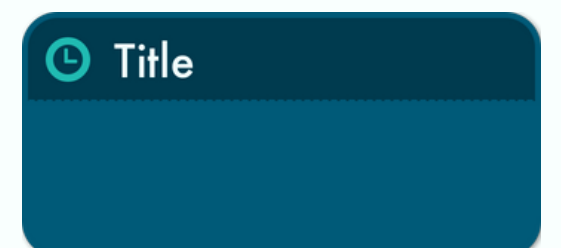
Uncreated Alert/Note



Reviews



Home Card



Do

In the location card's list view, when an item is selected, it should be marked by a filled circle (#C9F8F3), and by the individual box should be filled with #003B4F.

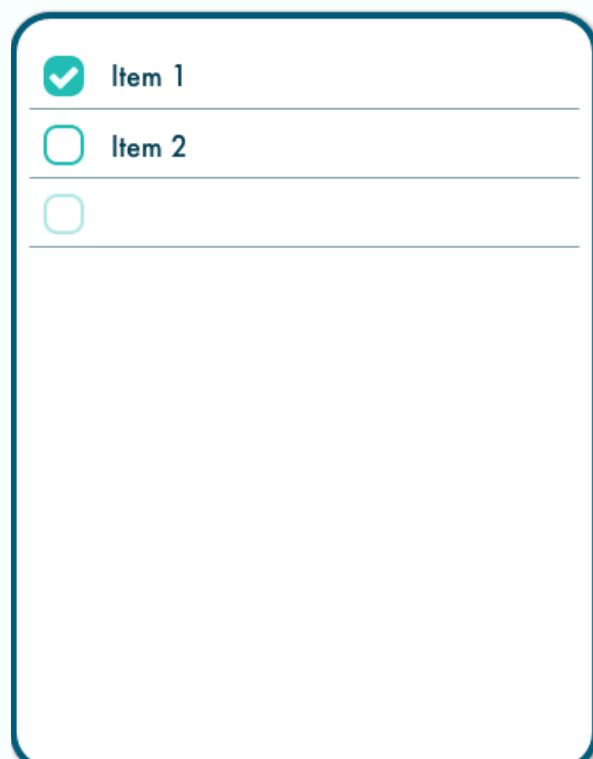
The button to create an alert or note should be a tertiary button; the border should be dashed, and an inner shadow should be applied.

A created alert or note should have #FFC501 applied to the icon instead.

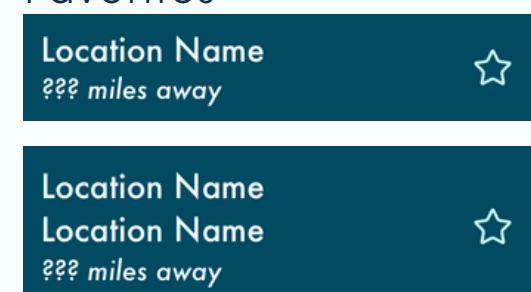
The home card consists of two sections: the overall card (#005A78) and the title section (#003B4F). The title section should contain the title of the card and corresponding title. The rest of the card contains related content.

Lists

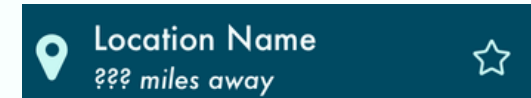
Notes List



Favorites



Search Results



Do

Note lists should always be followed by a single, unfilled entry.

The list of favorite locations + search results should have 2 levels of text: location name and distance. The icons should be 30px (location icon) or 24px (favorite icon) tall, in a 40px container. The heading text should be 4 pts bigger than the secondary text. If the title is longer, the icon remains centered.

Checkboxes

Enabled Disabled



Do

Checkboxes are disabled in unfilled entries, at 35% opacity.

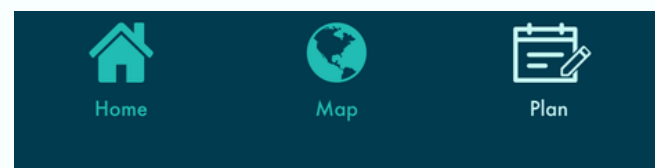
04b.UI Elements

Navigation

Top Bar



Navigation Bar



Do

Icon buttons should be 24x24 px, no text, outline, or solid background. When Favorite (star) is selected, it should become filled.

The header bar should contain the settings button on the right side, and either a back button, search button, or notifications button on the left side. Location pages should contain a Favorite icon button alongside the Settings icon (allowing for a 44px touch target).

The Navigation bar should display the three main pages of the app: Home, Map, and Plan. The default state for the text and icon color should be #21BCB3, and the selected page should change the icon and text color to #C9F8F3.

Input Fields

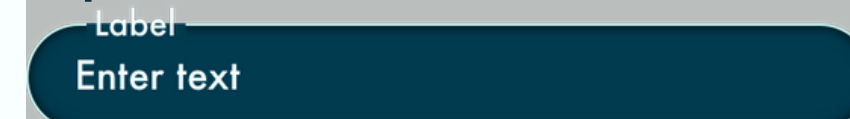
Search



Input Field



Input Field with Label

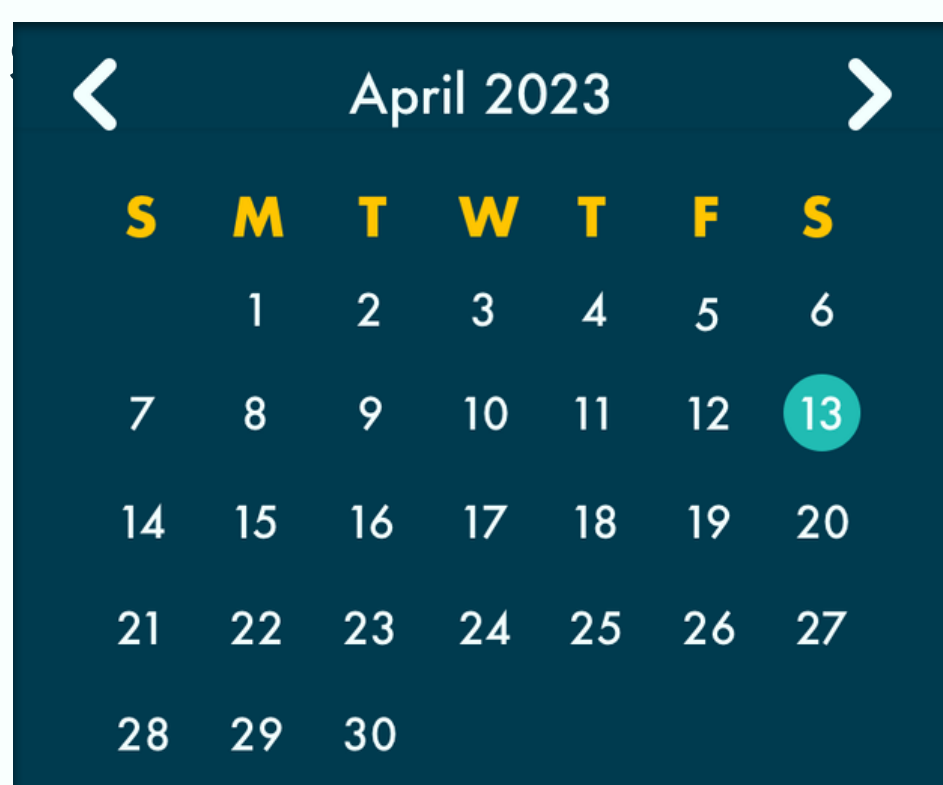


Do

The example text should guide user about what information to input. The text color should be #B6CDD2 (#F2FFFE at 75% opacity), and there should be inner shadows within the input box.

The search bar will appear on a bottom sheet when the Search icon is clicked on the Map page. The icon should be colored #F2FFFE, same as the icon button.

Date Picker

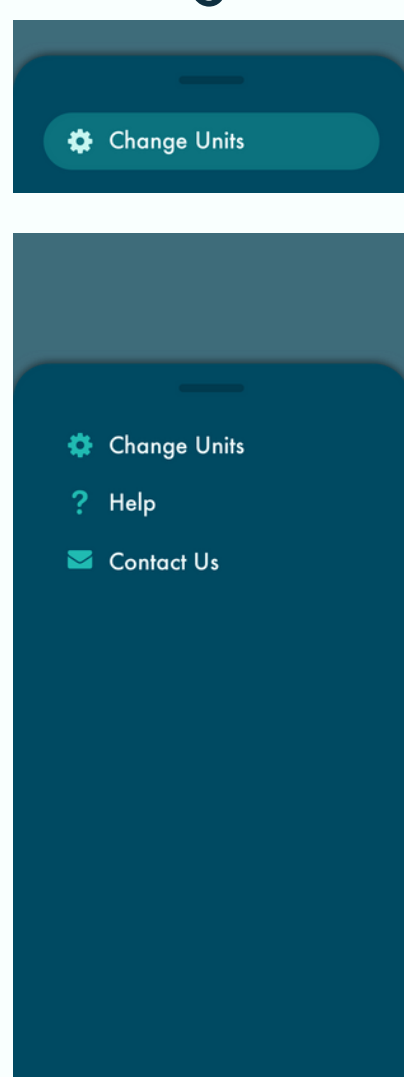


Do

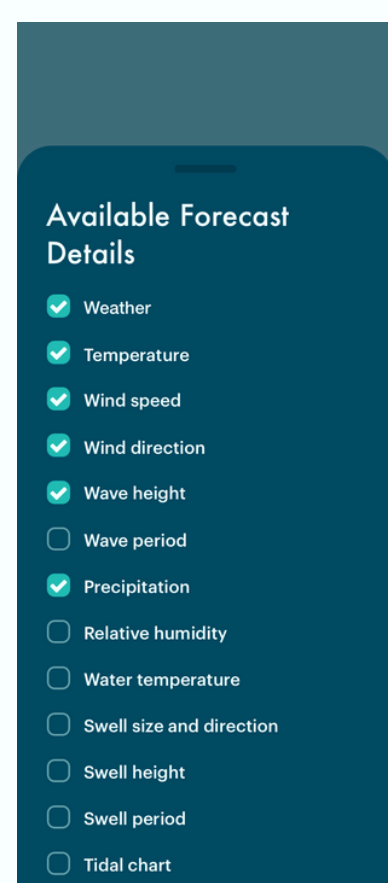
The date picker should show a monthly view of days. When a date is chosen, a teal circle should be filled around it to highlight the date the user has chosen.

Bottom Sheets

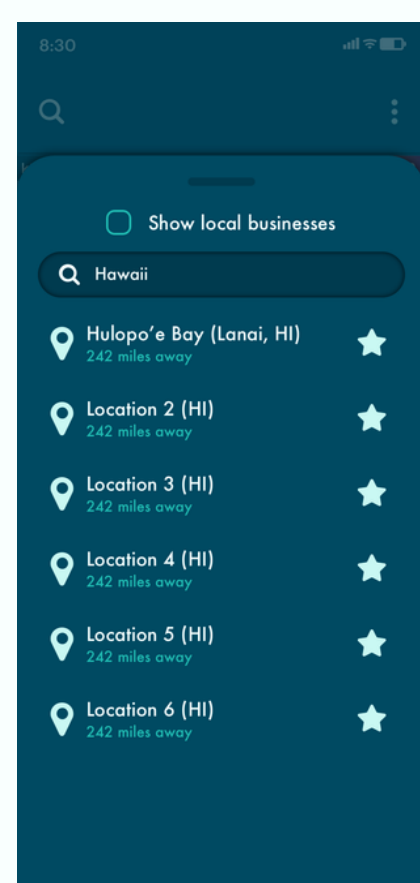
Settings



Edit Forecast Details



Search



Do

Bottom sheets are used for actions that require multiple steps or display multiple options.

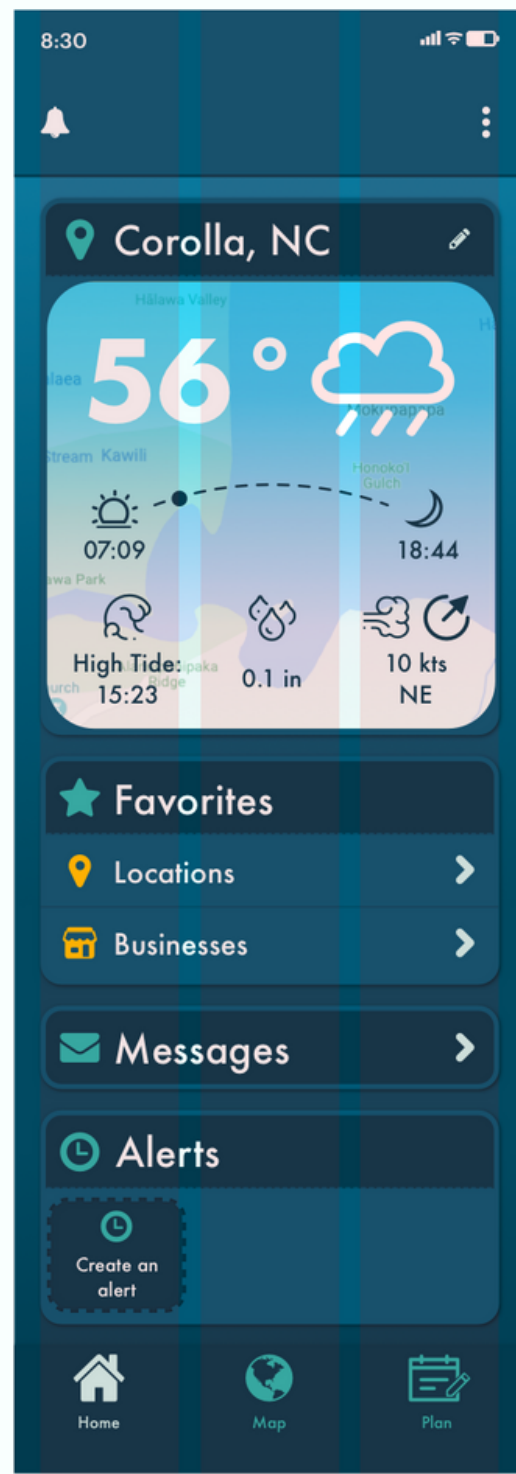
When an item is selected in a list, it will be highlighted by a faded teal (#21BCB3 at 35% opacity).

The Navigation bar should display the three main pages of the app: Home, Map, and Plan. The default state for the text and icon color should be #21BCB3, and the selected page should change the icon and text color to #C9F8F3.

05. Grid & Layout

Mobile

- iPhone 13
- 3-column grid
- 20px margins
- 106px columns
- 16px gutters



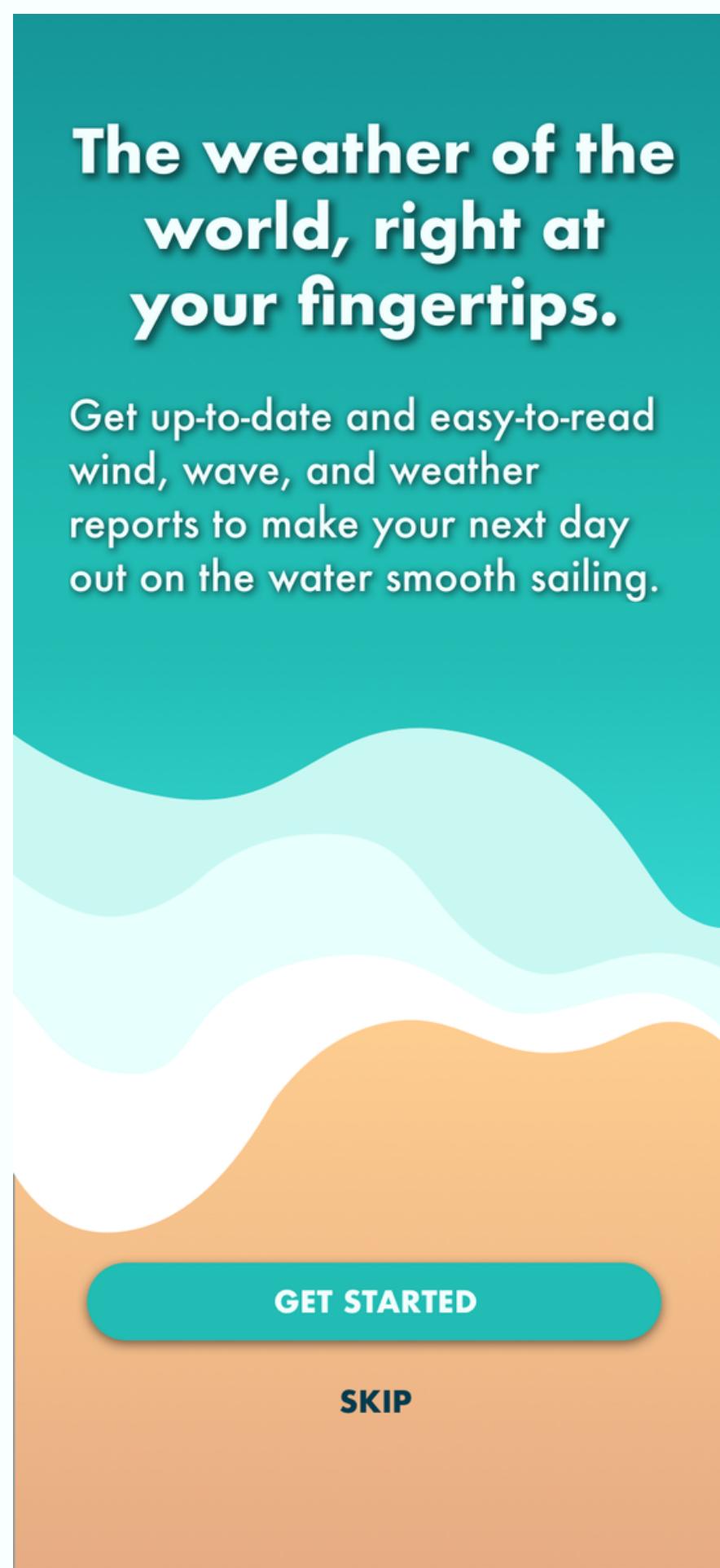
Desktop

- Macbook Pro 14"
- 12-column grid
- 56px margins + outside gutters
- 87px columns
- 30px gutters

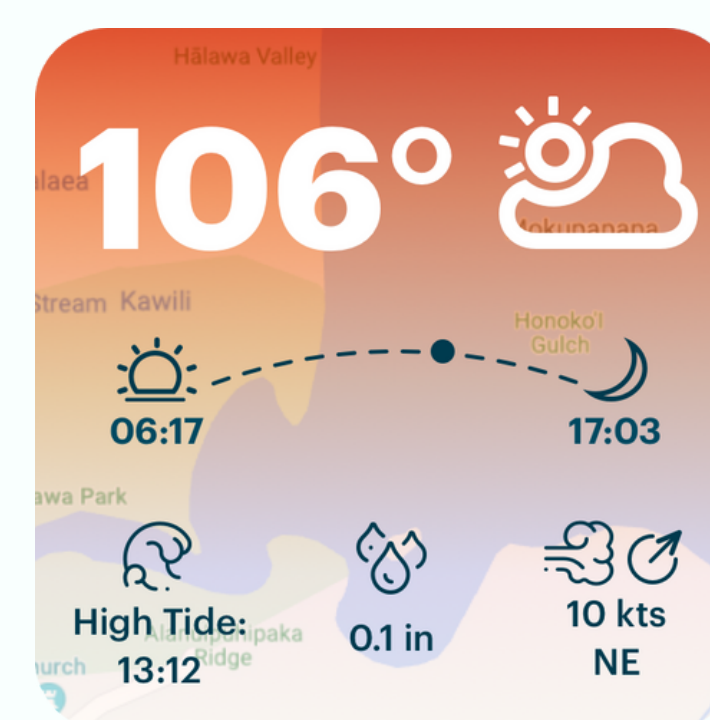
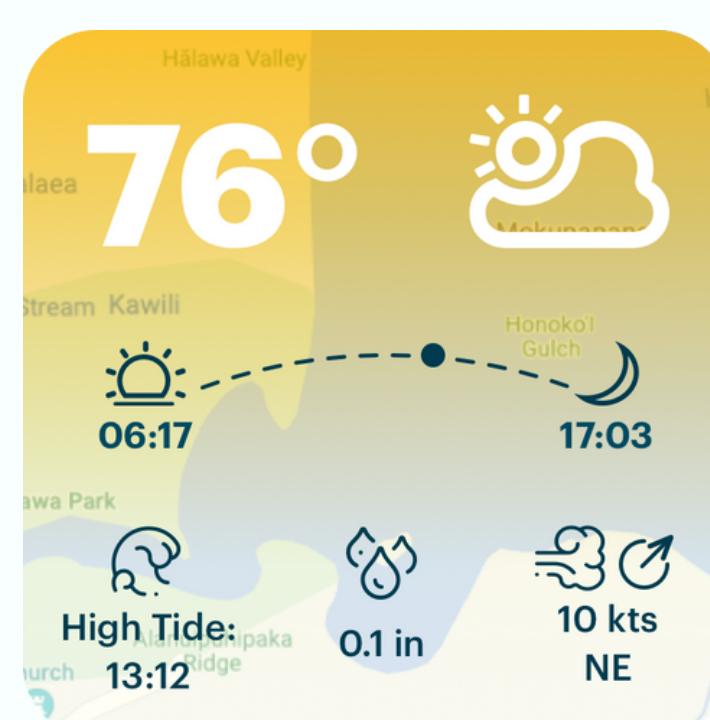


06. Imagery & Illustration

Onboarding Illustrations

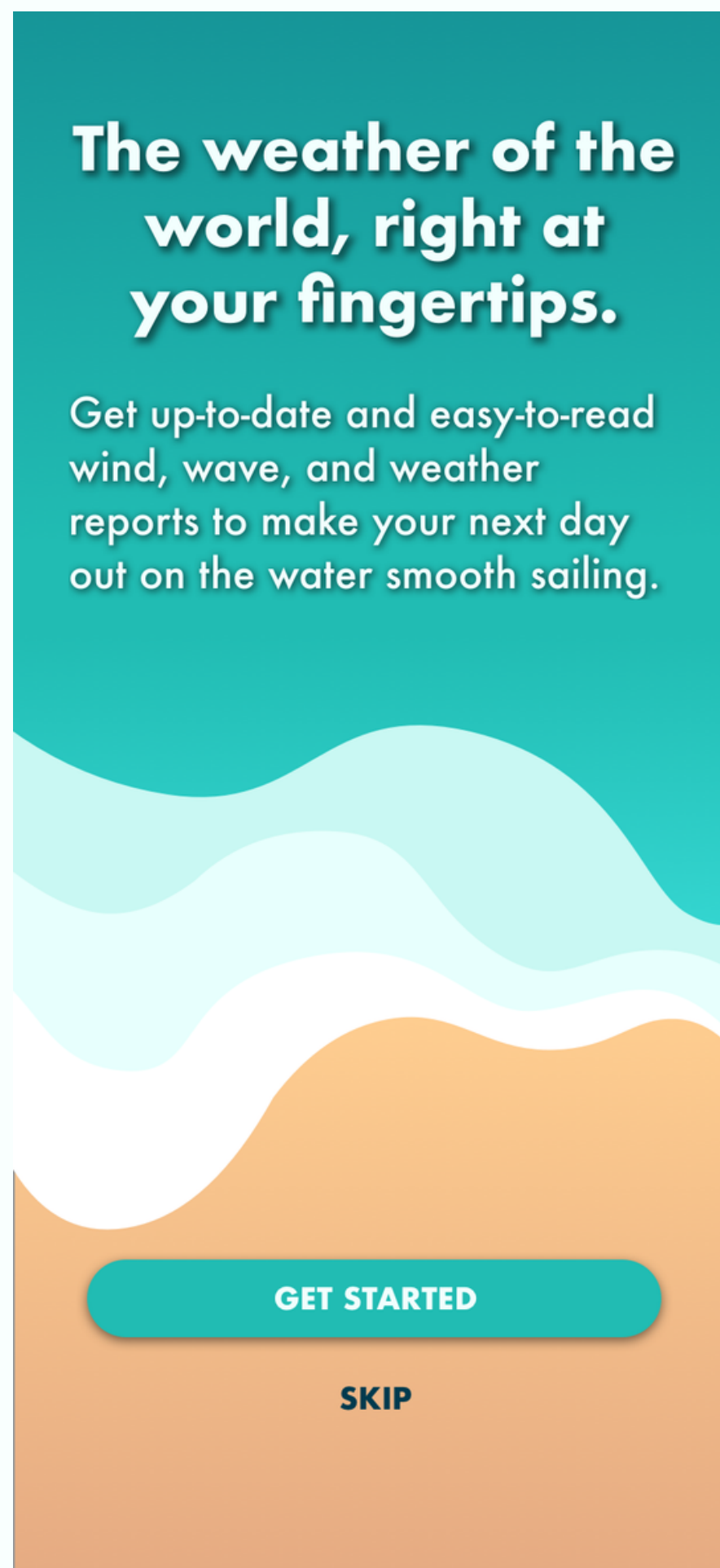


Forecast Cards

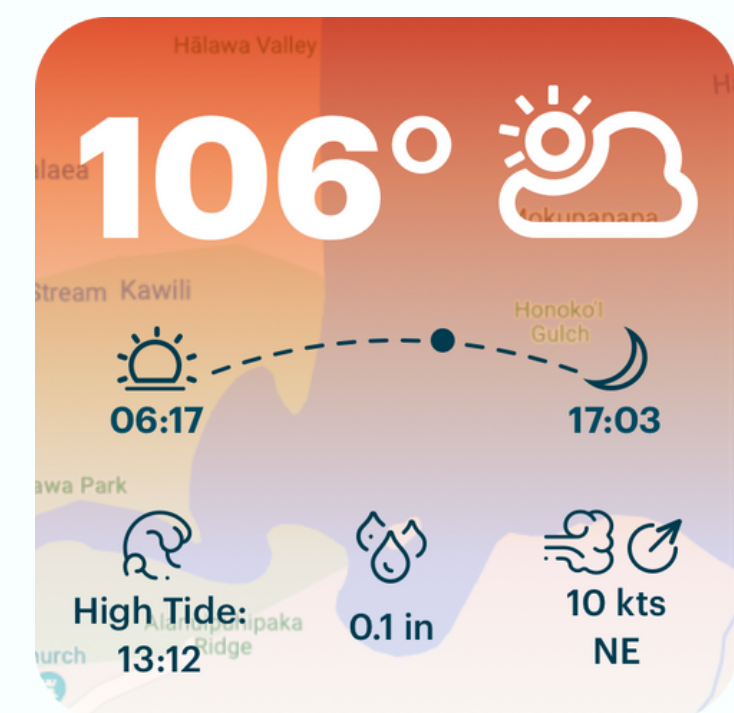
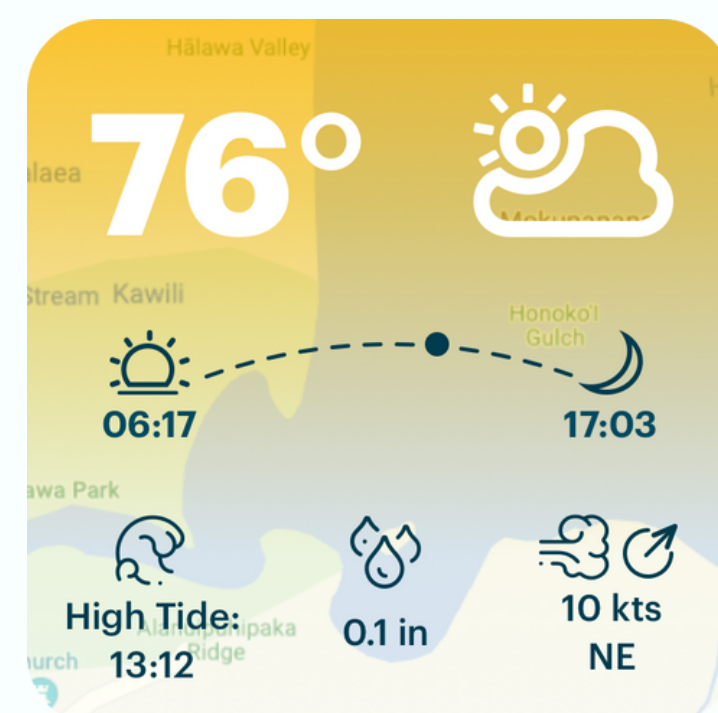


06. Imagery & Illustration

Onboarding Illustrations



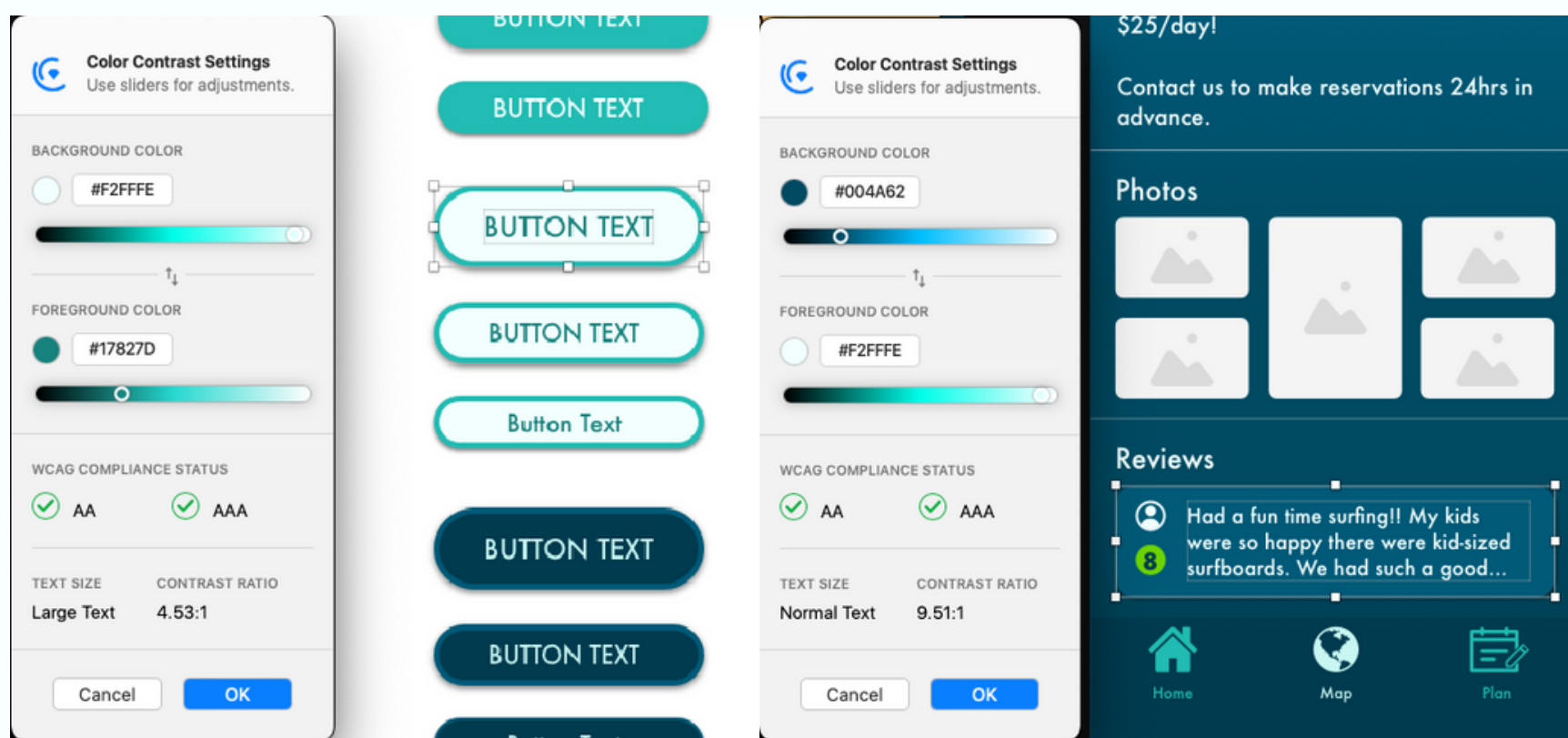
Forecast Cards



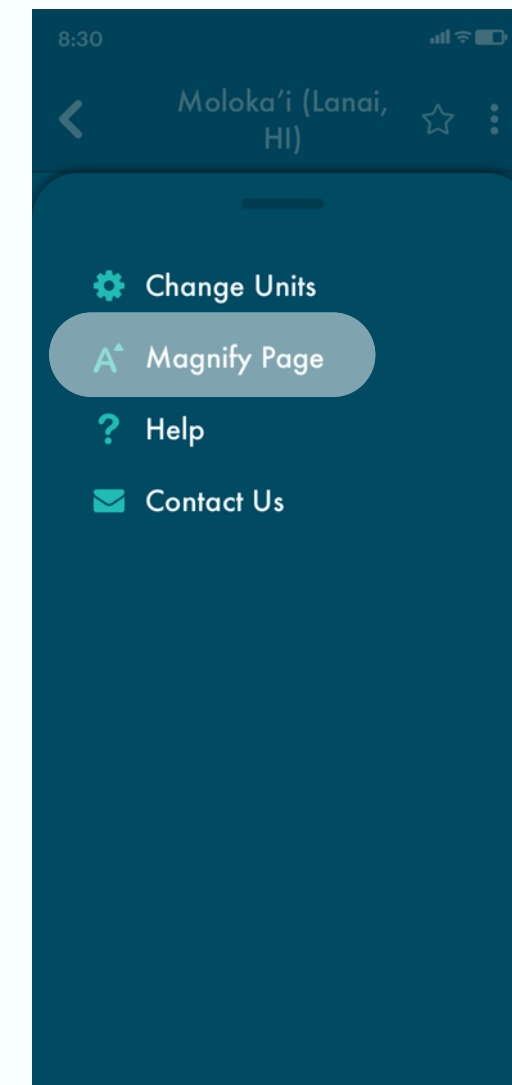
07. Accessibility

Vela seeks to provide easy and understandable information to all types of users, regardless of sport, proficiency, or level of accessibility. To make content accessible to wider range of users, the following practices are put into place:

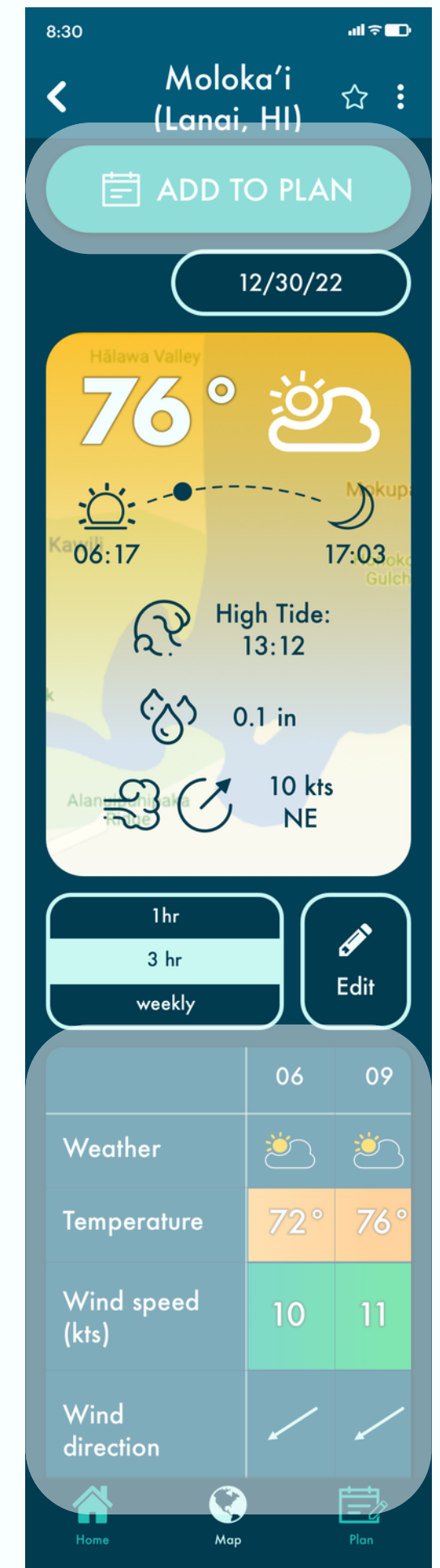
- Ensure WCAG compliancy of text
- Compatibility with screen readers
- Color-coded sections of the forecast chart also contain corresponding text
- Pinch-zoom function on the map
- Magnifier function for text-heavy pages



WCAG COMPLIANCY CHECK



MAGNIFIER FUNCTION



08. Language & Voice

Vela's language is friendly, encouraging, and easy to understand.

Our goal is to provide detailed weather reports that are easy to read and understand, focusing on inclusivity of all skill levels. The weather data needs to be reliable and trustworthy, and the voice needs to be encouraging. Familiar and everyday vocabulary is preferred; if technical vocabulary needs to be used, provide additional context for users' understanding.

For onboarding and instructions, the tone should be warm and emphasize community and collaboration.

