

# UI STYLE GUIDE : LemonAide

## ui style direction

we drew our ui style and inspiration from the feelings of fun and excitement of a childhood lemonade stand. we wanted to keep our style light and airy while also keeping the app clean, professional and suitable for all ages and audiences. our display font museomoderno is a modern, sans-serif bold font to help headers stand out against our light, sans-serif dosis body font. our colors continue with the theme of calm and mindfulness by utilizing pastel grays and blues with a splash of bright orange, green, yellow and periwinkle to contrast. we opted for curved edges and clean lines for atomic and molecular elements.

## ui style adjectives

clean bold airy smooth calm  
 white space modern light fresh

## typography

**header level 1** (museomoderno bold 36 pt)

**header level 2** (museomoderno semibold 30 pt)

**header level 3** (museomoderno medium 24 pt)

**header level 4** (museomoderno regular 20 pt)

this is body text. (dosis regular 18 pt)

This is a link (dosis bold 18 pt)

**Large Link** (dosis bold 28 pt)

## calendar

september 2020

s	m	t	w	th	f	s
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3

## brand logo

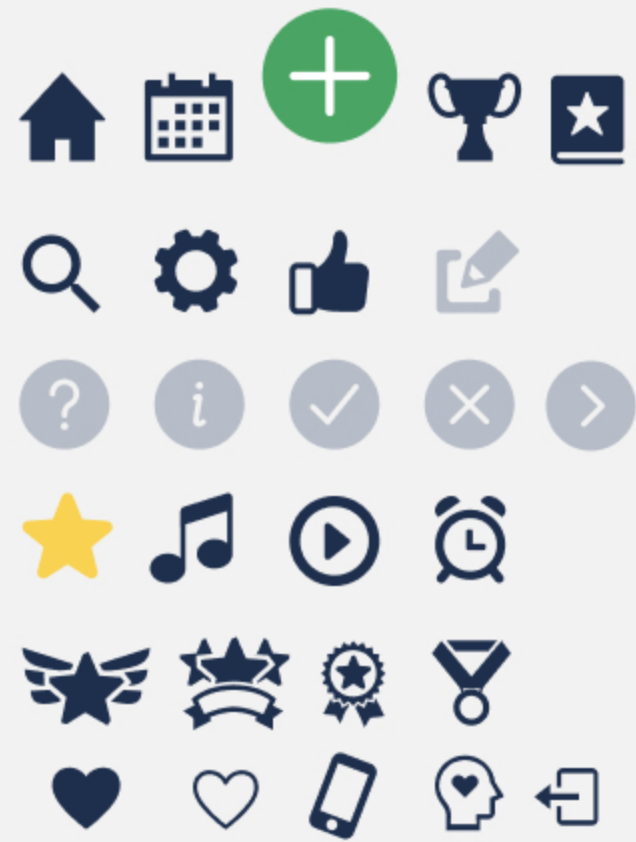
— logo on white



— logo on dark

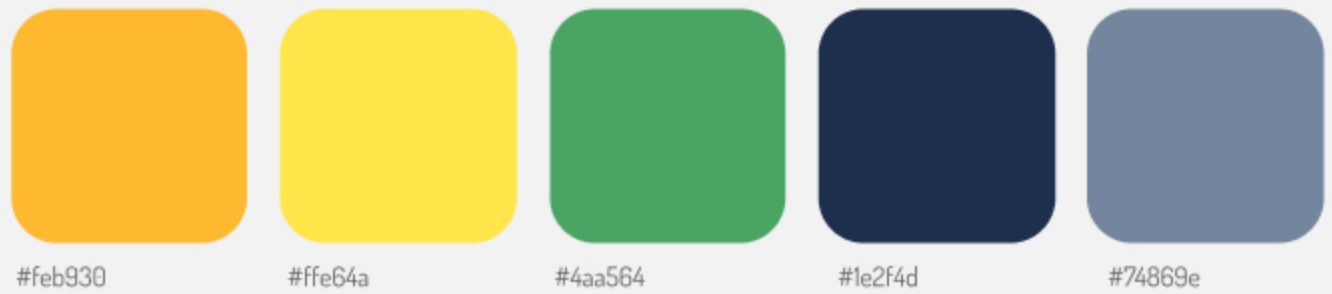


## iconography



## color palette

— core colors



— background colors



— secondary colors



## illustrations



## button states & styles

