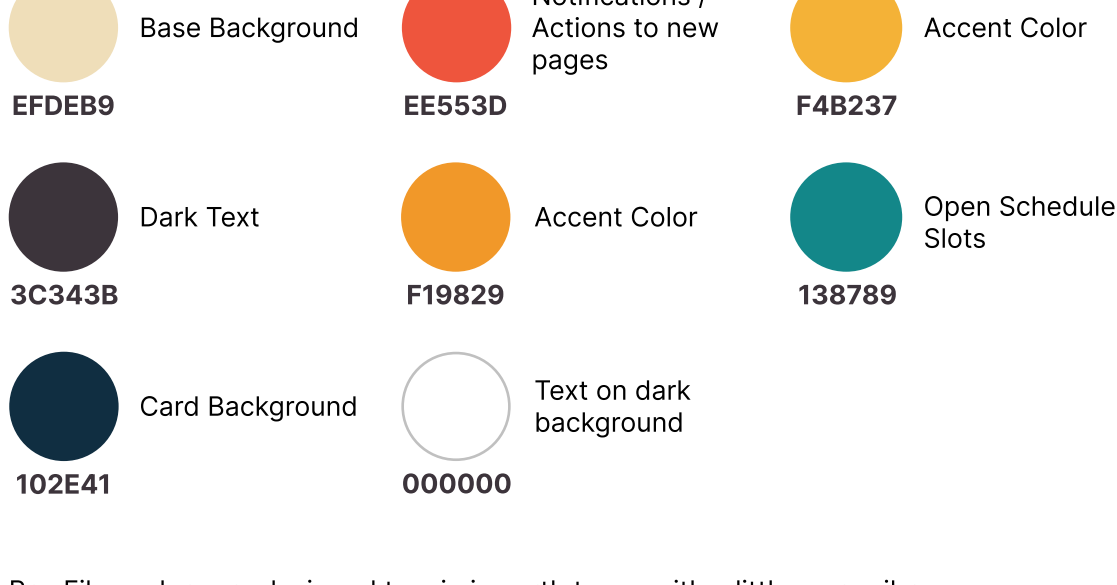


# PRO-FILE DESIGN LANGUAGE

## Color



Pro-Files colors are designed to mimic earth tones with a little more vibrancy. Avoid anything that comes across too “manly” to ensure we don’t alienate our female users. These colors are chosen to exude confidence from us, and comfort for our users.

## Typography

### LOGO

Lemonmilk | Medium Italic | 38pt

Used for Onboarding Page and anywhere that needs a Hero Logo

### Placeholder

Inter | Light | 32pt | 50% Opacity

Used for empty dashboard instruction

### Headers

Inter | Bold | 24pt

Used at the top of a page to help users know where they are

### Headers Lite

Inter | Lite | 24pt

Used for Dates in Scheduling Screen

### Body

Inter | Regular | 14pt

Used for general body text. Project listing, Expert summaries, etc.

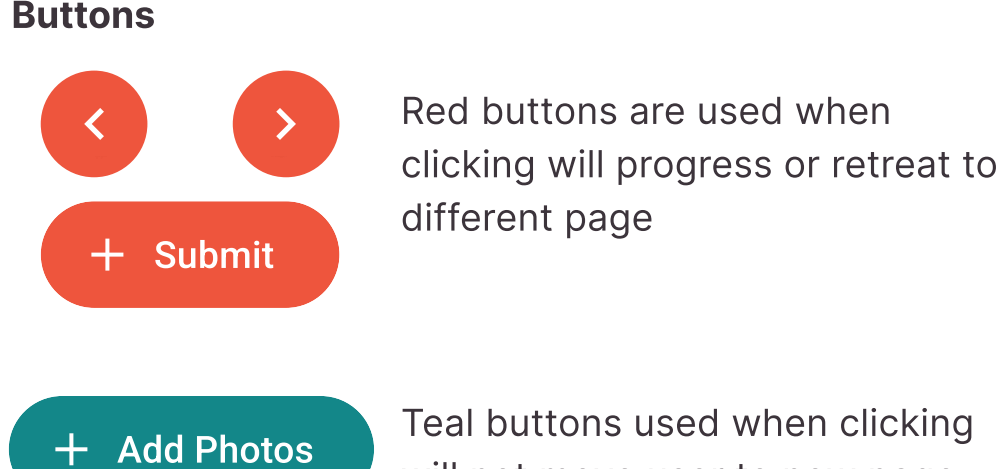
## UI Elements

### Input Field



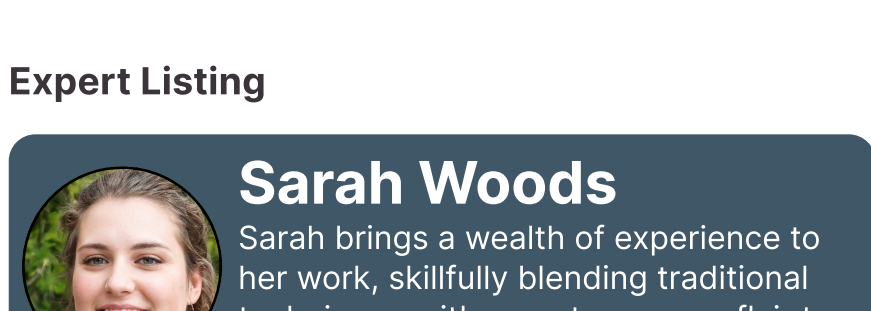
Users will be asking multiple questions over their time with the app so aim to keep your field names/questions brief and simple.

### Buttons



Buttons will follow the Material design guidelines for their familiarity and flexibility.

### Expert Listing

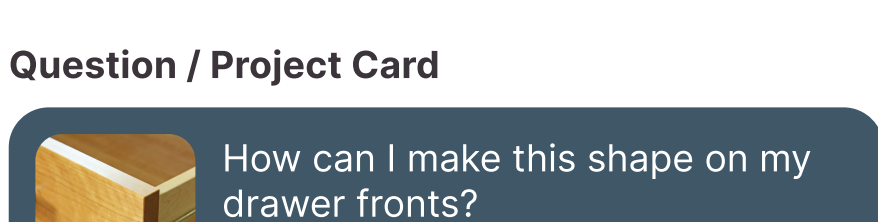


Profile Picture: 75px Round | Stroke 1px

Corner Radius: 10

Text Style: Heading and Body

### Question / Project Card



Picture: 60px

Corner Radius: 10

Text Style: Body

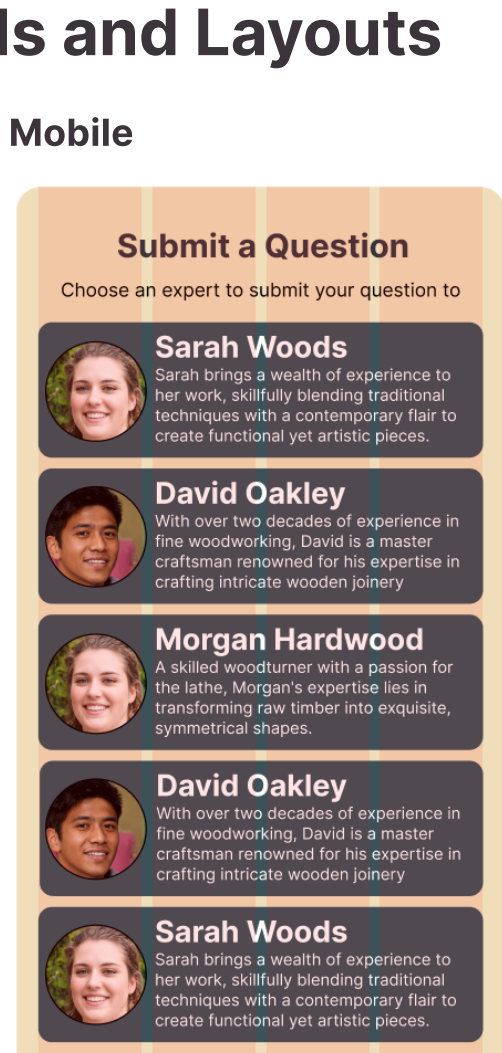
Cards are used to encapsulate data that belongs together. The Dashboard will feature cards for each project/question, and the Expert index will use cards for each Expert profile summary.

## Language & Tone of Voice

Pro-File will take a stance of collaboration and accompaniment, rather than teaching or talking down to users. We’re here to help users discover their creativity and potential, not to teach them how to do things. All language should be confident but friendly, casual but still professional. The tone should give an impression that we are excited to get users started or over the hump they’re stuck on.

## Grids and Layouts

### Mobile

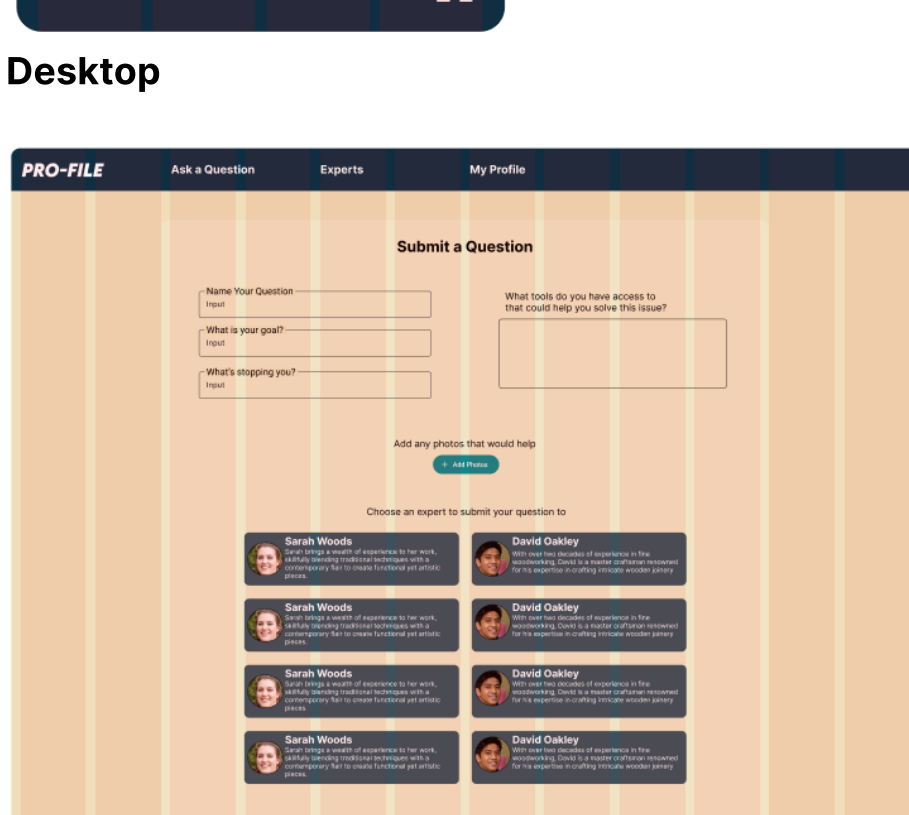


4 Columns

Margin: 16

Gutters: 8

### Desktop



12 Columns

Margin: 20

Gutters: 20