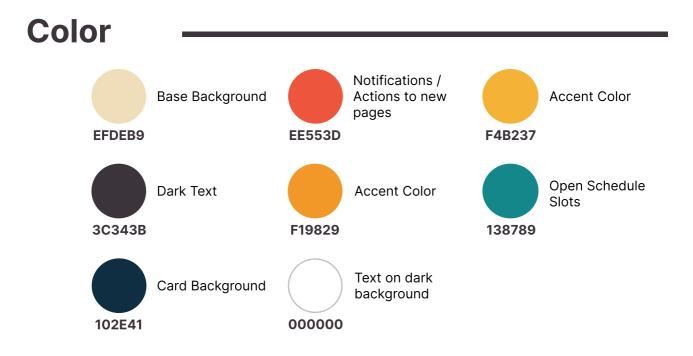
# PRO-FILE DESIGN LANGUAGE



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

Used for Dates in Scheduling Screen

Body Inter | Regular | 14pt

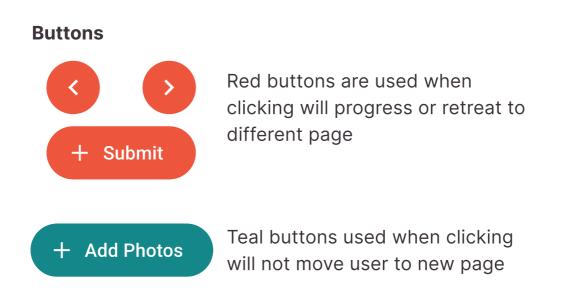
Used for general body text. Project listing, Expert summaries, etc.

## **UI Elements**

### **Input Field**

<ul> <li>Question Text —</li> </ul>		
Input		

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



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

### **Expert Listing**



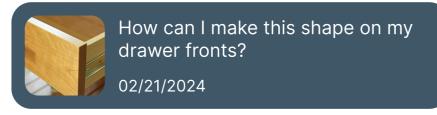
## Sarah Woods

Sarah brings a wealth of experience to her work, skillfully blending traditional techniques with a contemporary flair to create functional yet artistic pieces.

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

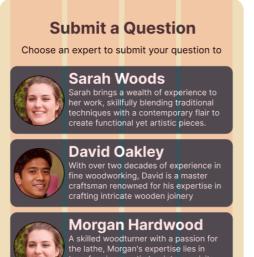
Cards are used to encapsulate data that belongs together. The Dashboard will feature cards for each project/question, and the Expert index will use cards for each Expert profile summary.

## 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

symmetrical shapes.

#### David Oakley



With over two decades of experience in fine woodworking, David is a master craftsman renowned for his expertise in crafting intricate wooden joinery

#### Sarah Woods

Sarah brings a wealth of experience to her work, skillfully blending traditional techniques with a contemporary flair to create functional yet artistic pieces.



#### Desktop

PRO-FILE	Ask a Question Expe	erts My Profile
		Submit a Question
	Name Your Question	What tools do you have access to that could help you solve this issue?
	What's stopping you?	
		Add any photos that would help  Add any photos that would help  Add maxes
	Sarah Woods	Choose an expert to submit your question to David Oakley David Oakley David Oakley
		Image: Control of the setting of th
	Sarah Woods	
	Sarah Woods	
	piaces	
		(+ Submit)

12 Columns Margin: 20 Gutters: 20