

Color Palette



Linear Gradient: #03882A (75%) & #C8D03 (100%)

Background color for home and task screens; outline around "B" logo; progress indicator



#4AAA66

Progress indicator (uncompleted steps)



#1BC922

Selected calendar number



#1BC922 (12%)

Circle on the current date



#FFFFFF

Header text; background; progress indicator (completed steps); bottom screen bar



#707070

Bottom Screen Bar



#595959

"Type Here" for unfilled text boxes



#000000

Text; numbers; currency



#FF0000

Error

Tone of Voice

Hi there!
Basil's voice is friendly, professional and to the point.

Be Professional & Welcoming
Since this is a payment app, it's important to be professional but communicate in a way that is welcoming and easy to understand.

Be Concise
Being concise is necessary as users will use this app to complete their monetary transactions and expect their tasks to be accomplished quickly and efficiently.

Typography

Header 1

AppleMyungjo - Regular / 18pt / #FFFFFF / ch 0 / line 11

Header 2

AppleMyungjo - Regular / 16pt / #FFFFFF / ch 0 / line 10

Header 3

AppleMyungjo - Regular / 14pt / #FFFFFF / ch 0 / line 11

Header 4

AppleMyungjo - Regular / 12pt / #FFFFFF / ch 0 / line 14

Header 5

Lao Sangam MN - Regular / 20pt / #FFFFFF / ch 0 / line 26

Header 6

Lao Sangam MN - Regular / 17pt / #FFFFFF / ch 0 / line 23

Text 1

Lao Sangam MN - Regular / 15pt / #FFFFFF / ch 0 / line 20

Text 2

Lao Sangam MN - Regular / 17pt / #000000 / ch 0 / line 22

Text 3

Lao Sangam MN - Regular / 20pt / #FFFFFF / ch 0 / line 26

Text 4

Lao Sangam MN - Regular / 20pt / #595959 / ch 0 / line 26

Text 5

Lao Sangam MN - Regular / 20pt / #000000 / ch 0 / line 29

Text 6

Helvetica Neue - Regular / 20pt / #000000 / ch 0 / line 24

Text 7

Lao Sangam MN - Regular / 20pt / #595959 / ch 0 / line 26

Text 8

Lao Sangam MN - Regular / 20pt / #FFFFFF / ch 0 / line 26



"Basil" Title / Launch Screen

AppleMyungjo - Regular / 60pt / #FFFFFF / ch 0 / line 74

"Welcome" Title / Login Screen

AppleMyungjo - Regular / 55pt / #FFFFFF / ch 0 / line 65

"Next Steps" Title / Onboarding Screen

AppleMyungjo - Regular / 45pt / #FFFFFF / ch 0 / line 41

"Welcome (Name)" Greeting / Home Screen

AppleMyungjo - Regular / 29pt / #FFFFFF / ch 0 / line 34

Screen Titles / All Screens

Lao Sangam MN - Regular / 20pt / #FFFFFF / ch 0 / line 26

Tile & Function Labels / All Screens

Lao Sangam MN - Regular / 17pt / #FFFFFF / ch 0 / line 22

"Transfer Balance", Add Profile Picture, Informational Message / Onboarding, Home & Request Money Screen

Lao Sangam MN - Regular / 15pt / #FFFFFF / ch 0 / line 20

History Display / Home Screen

Lao Sangam MN - Regular / 17pt / #000000 / ch 0 / line 22

"Sign Up" and "Password Reset Link Sent!/" Onboarding Screen

Lao Sangam MN - Regular / 20pt / #FFFFFF / ch 0 / line 26

"Sign Up" and "Password Reset Link Sent!/" Onboarding Screen

Lao Sangam MN - Regular / 20pt / #595959 / ch 0 / line 26

Text/Search Fields & Login/Create Account Button / All Screens

Lao Sangam MN - Regular / 20pt / #000000 / ch 0 / line 29

Task Buttons / Task Screens

Helvetica Neue - Regular / 20pt / #000000 / ch 0 / line 24

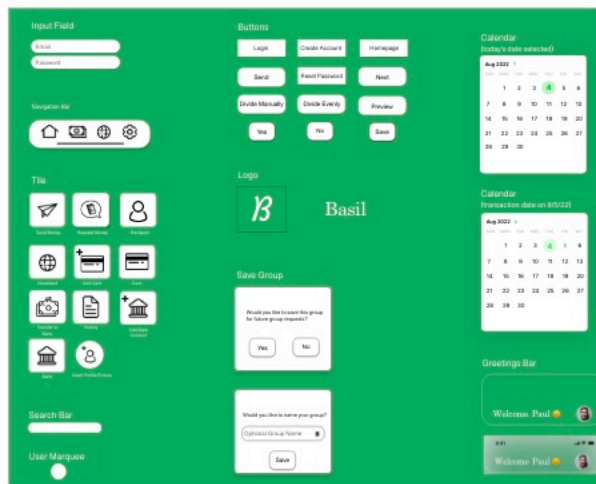
Login

Lao Sangam MN - Regular / 20pt / #595959 / ch 0 / line 26

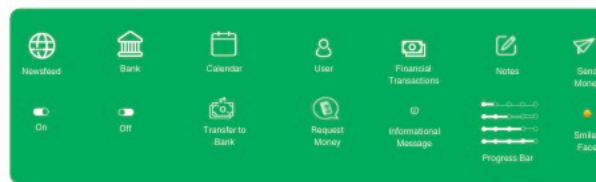
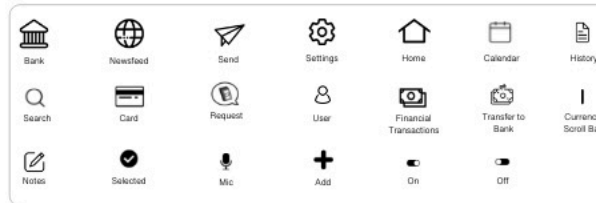
Buttons / Login & Task Screens

Lao Sangam MN - Regular / 20pt / #FFFFFF / ch 0 / line 26

UI Elements



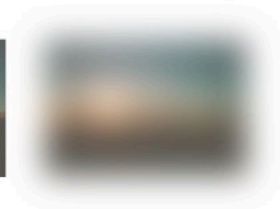
Iconography



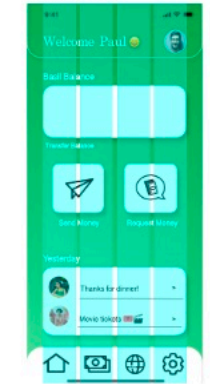
Imagery/Illustration



Background (Launch, Login, Onboarding)



Grid/Layout



Accessibility Guidelines

This design could be more accessible to those with vision impairments by including a zoom feature and bigger text size options. However, changing font sizes will require some adjustments to the UI of this product.

In addition, a different background color will be considered since users who experience color blindness will not be able to see the green. Perhaps, the background color can be changed to blue.