

YOGASLACKERS

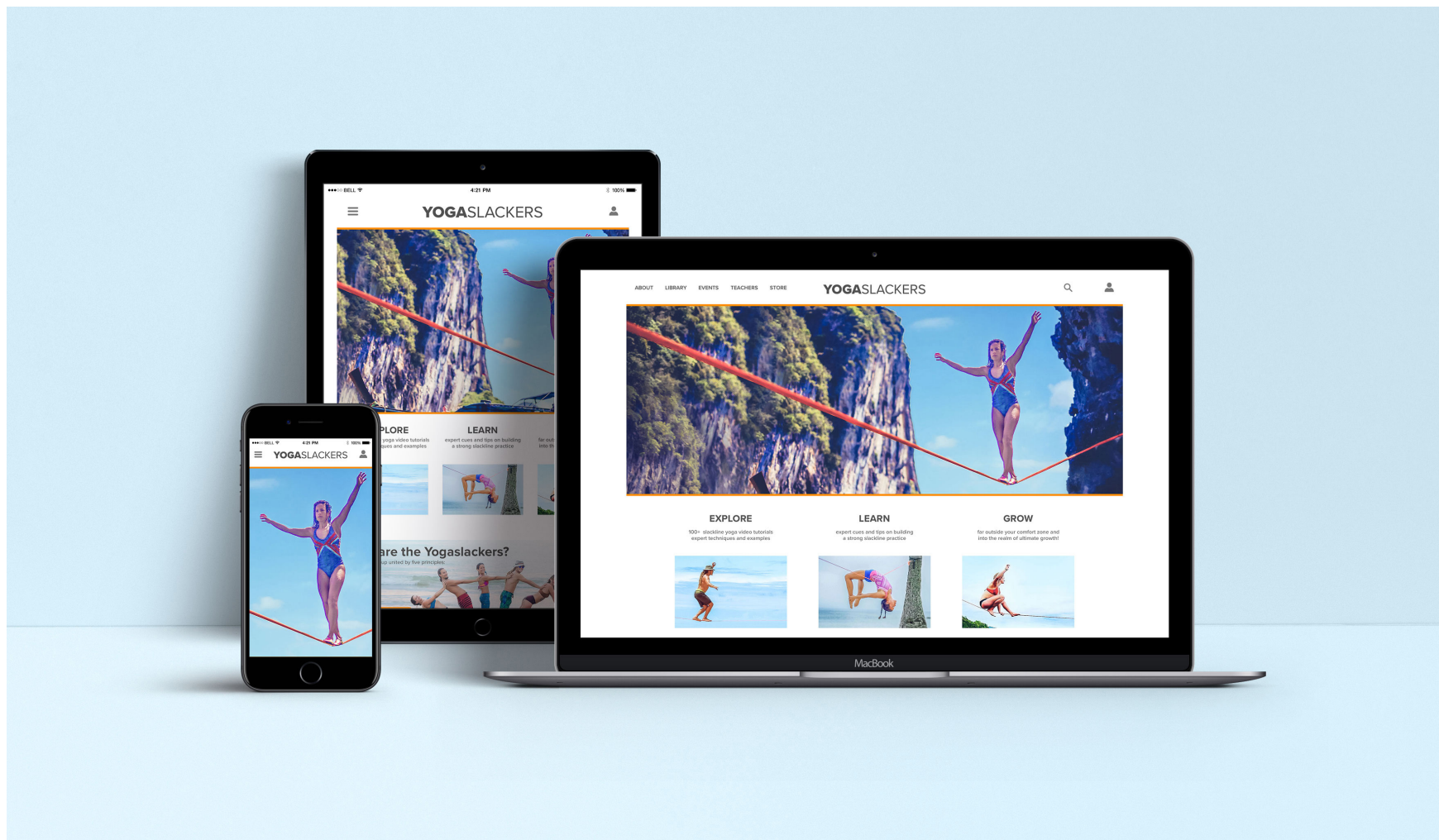
DESIGN SYSTEM



01. OVERVIEW

The intention of this design system is to create a visual language for the YogaSlackers App visual aesthetic and create unity in the adoption of design heuristics and patterns across multiple platforms and devices. The goal is to maintain a cohesive user experience through all screen permutations so the brand will feel consistent and iconic.

This system will describe guidelines, rules and principles for the YogaSlackers App environment and layout, possible interactions and the usage of color, shape and motion.



01. COLOR PALETTE

Slackline yoga may be thought of as an extreme sport, but it also lives within the balanced, meditative world of yoga

As the intention of the app is to showcase the striking imagery of the video tutorials and photographs, the role of color is to enhance, not overpower or call attention to itself. It is used sparingly. Bright accents spark enthusiasm and encourage optimism but are restrained in use. The touches of color are energetic, bright and motivational, but do not take attention away from the content.

White space is used generously and the gray palette creates structure through the dropdown menu field and tonal variations of type.

Energetic. Minimal. Accents.

Mango & Bluebird are the primary colors used for accents and highlighting. They are the branding colors of the Slackers taken from the eLine & locking carabiners.

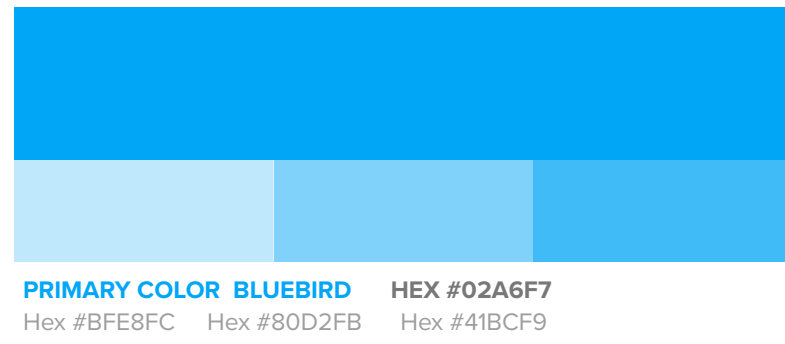
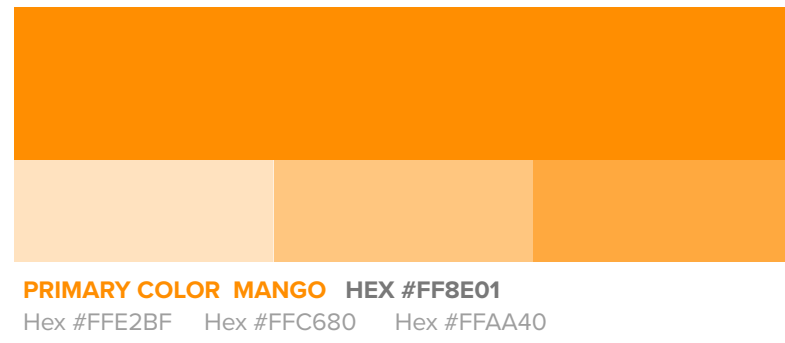
Mango is used for all CTA buttons, status buttons, dropdown triangle button and the selected icon on the main tab navigation bar.

Bluebird is used for the selected component in the dropdowns and segmented control bars, and selection controls.

White bold type is used on top of these backgrounds.

Variants are used to distinguish elements within components.

The lightest variant of Bluebird may be used as a background color beneath cards



01. COLOR PALETTE

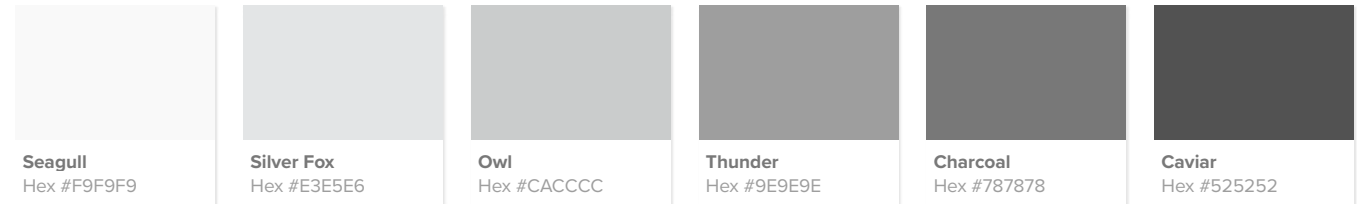
Structure. Background. Hierarchy

Caviar is used for the Library dropdown menu field with white bold type

Silver fox is used for inactive icon states

Owl, Thunder and Charcoal are used to accentuate font weights and establish hierarchy

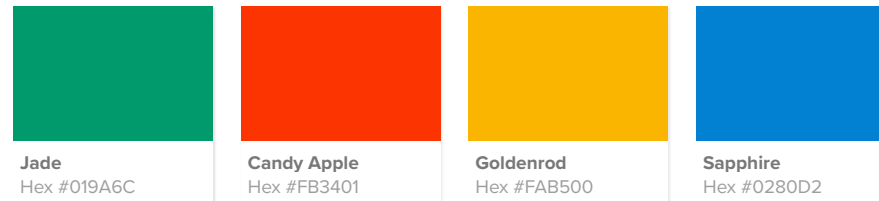
GRAY PALETTE



Error

Bright saturated hues are used to detonate errors as needed

SYSTEM COLOR PALETTE



02. TYPOGRAPHY

Proxima Nova is an elegant easy to read font which combines modern proportions with a geometric appearance, emphasizing balance, strength and clarity.

Condensed and Italics will not be used

TYPEFACE

Proxima Nova Aa Aa Aa

HEADINGS

Quick blowing zephyrs H1
Extra bold | 40pt

Quick blowing zephyrs H2
Bold | 30 pt

Quick blowing zephyrs H3
Bold | 22 pt

Quick blowing zephyrs H4
Bold | 18 pt

Quick blowing zephyrs H5
Bold | 14 pt

QUICK BLOWING ZEPHYRS H6
Regular | 12 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed dapibus elit eu sodales vestibulum. Nunc orci turpis, ultrices at neque dapibus, condimentum commodo nunc. Donec a lorem non lorem vestibulum auctor.

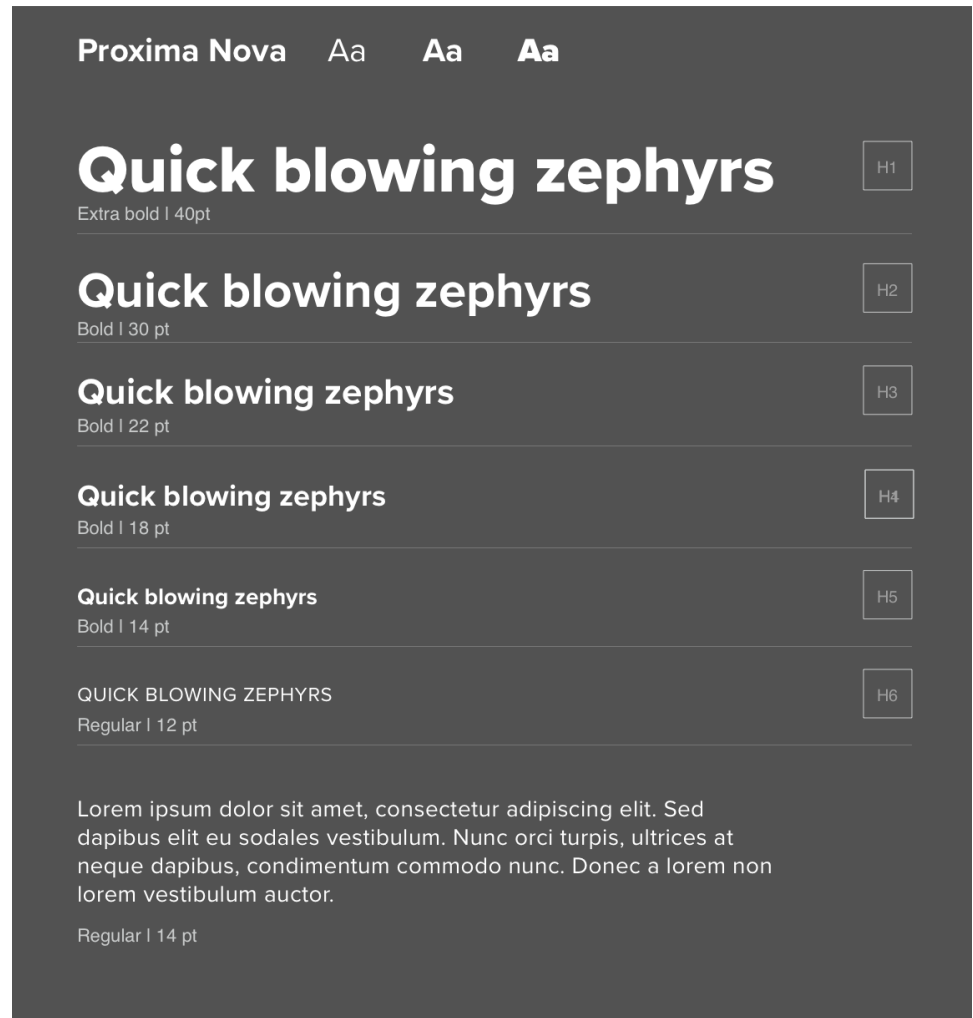
Regular | 14 pt

Core typographic guidelines:

Create clear visual hierarchy

Minimize use of styling & color per screen/page/component

Do not use less than 14pt on mobile



02. TYPOGRAPHY

Use following font weights & sizes for specified features

Status Header | Bold 30pt Uppercase



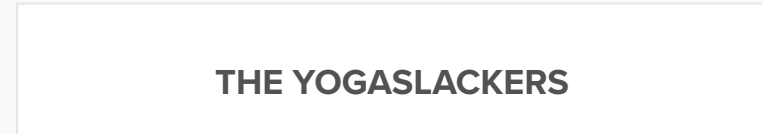
FIELD | Sanskrit Term | Bold 20 pt Uppercase & Regular 14 pt



FIELD | Dropdown Menu Main | Bold 22pt Uppercase



FIELD | Accordian Unselected | Bold 18pt Uppercase



Status Header | Bold 18 pt Uppercase



FIELD | Accordian Dropdown | SemiBold 16pt Lettercase



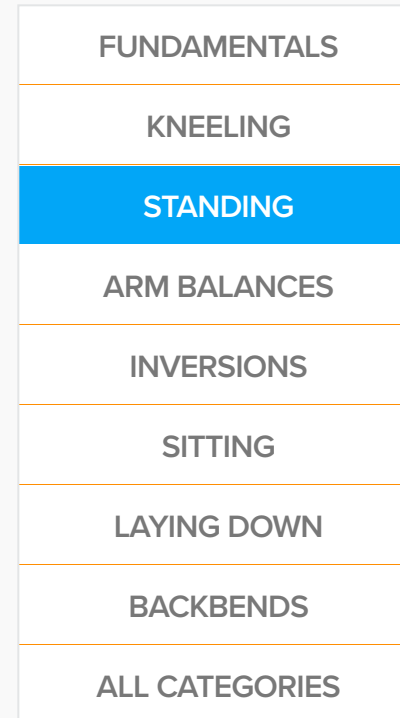
02. TYPOGRAPHY

Use following font weights & sizes for specified features

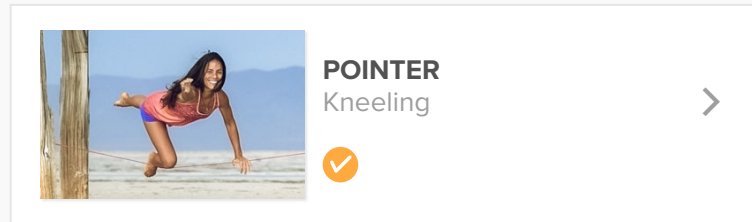
Tab Menu | Segmented | Two Entries | Bold 14pt Uppercase



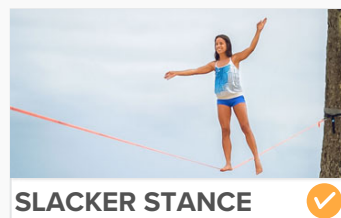
Dropdown Menu | Semibold 16pt Uppercase



SLIDE | Title Bold 14 pt Uppercase & Descriptor Regular 14 pt Lettercase



Slide | Library Entries | Bold 14 pt Uppercase



03. ICONS

Energetic. Friendly. Simple.

Icons will communicate the intentions of the app in a clear vibrant and welcoming manner.

Selected icons display in Mango. Unselected icons display in Silver Fox.

Icons are all created on a grid 192 X 192 dp, edited at 400%.

Maintain edges at a 4:1 unit grid to establish rules for consistent, flexible positioning of elements.

Use core shapes based on the grid as a baseline to unify product icons and maintain consistent placement.

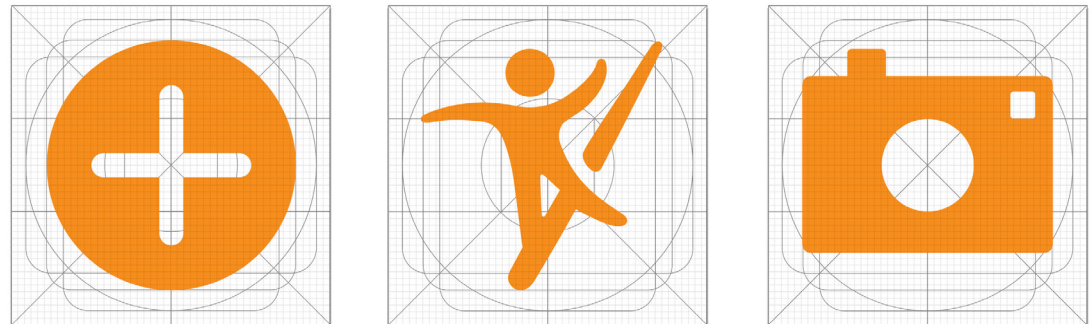
Gaps in elements are at increments of 2, 4 & 8

Corner radiuses are 2dp by default. Includes inner & outer corners

Consistent stroke width of 2dp except where tapered

Position icons "on pixel" (making the X & Y coordinates into integers) in order to avoid distortion & fuzziness

Maintain consistent proportions as much as possible with complex elements



ICONS | NAVIGATION TAB MENU (MVP)



LIBRARY



MY PRACTICE



LEARN

ICONS | NAVIGATION TAB MENU (EXT VERSION)



LIBRARY



MY PRACTICE



COACH



PROFILE



HAMBURGER

03. ICONS

PROGRESS STATUS



ADD POSE



IN PROGRESS



ACHIEVED



REMOVE

FEATURES



YOGASLACKERS



EVENTS



SAFETY



SHOP

FUNCTIONAL



LIST VIEW



GRID VIEW



SEARCH



LOCATOR



DICTATION



DROP DOWN



BACK



LOVE



ERROR



SEND



SETTINGS



ATTACH



SCHEDULE



EDIT

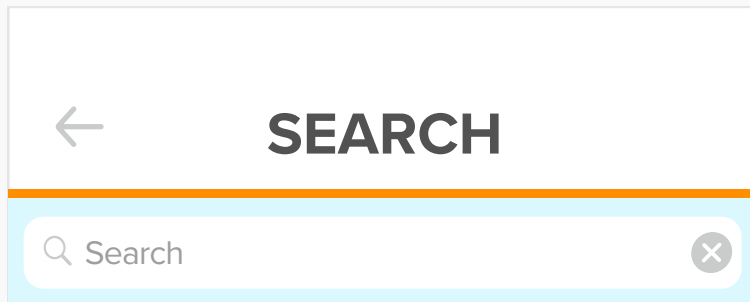
04. UI ELEMENTS | BARS

Navigation Bar Title



Displays title of the current view in the top of the screen to help user understand screen content
Contain no more than current title, a back button and one control that manages view's content
Title is in uppercase, displayed in Caviar on White
Mango bar at the bottom

Search Bar



Displayed below Navigation Bar Title when Search icon activated
Enable clear & cancel buttons
Provide hints & context in search bar with pertinent placeholder text & prompts
Provide helpful shortcuts below

Tab Navigation Bar



Appears at the bottom of app screen, enables user to switch between different sections
White background, Selected icon displays in Mango, unselected icons display in Silver Fox
Used strictly for navigation
Use iOS standard height
Three to five tabs

Status Bar



Use system-provided status bar. Do not replace with custom status bar
Use dark status bar so it pops out against white background
Keep readable
May be temporarily hidden when displaying full-screen media

04. UI ELEMENTS | VIEWS

Tables are used to display information cleanly & efficiently in list form

Uniform labeled sections & use standard table cell styles

UI | Table Large

THE YOGASLACKERS
EVENTS & RETREATS
SAFETY
STORE
CONTACT

Center Alignment | Accordian Menu

Selected field is white type on Bluebird
 Unselected fields are Caviar type on white background
 Fields are divided by 1px Mango separator
 Text is aligned center

UI | Table Small

Plan Ahead	▼
Protect Trees	▼
Practice Responsibly	▼
Take Down	▼

Left Aligned with Right Detail

Text is aligned and optional detail provided on right to expand
 Fields are divided by 1px Mango separator
 Fields are Thunder on white background
 Detail displayed in Silver Fox

Toggles






Sliders



Icons & details in Silver Fox
 Accents in Mango

04. UI ELEMENTS | VIEWS




UI | Table Library

	<p>POINTER Kneeling</p> <p>✓</p>	>
	<p>SLACKER STANCE Standing</p> <p>✓</p>	>
	<p>LAYING DOWN Sitting</p> <p>✓</p>	>

Library Slide List

- Optional Slide may be added
- Keep text succinct to avoid clipping
- Title displayed in Caviar uppercase
- Subtitle displayed in Silver Fox lettercase
- 15 px Padding on left, top & bottom of slide
- 10 px Padding between slide and Left aligned title & subtitle
- Right detail arrow to designate more content available
- Cells may be separated by 5px gap to display white or Bluebird variant background

UI | Table Store

	<p>E-Line Slackline kit & Slackasana DVD includes tree pro</p>	>
	<p>E-Line Slackline kit & Slackasana DVD</p>	>
	<p>E-Line Slackline kit & Tree Pro</p>	>

Store Slide List

- Optional Slide may be added
- Titles displayed in Thunder lettercase
- Subtitle displayed in Silver Fox lettercase
- 15 px Padding on left, top & bottom of slide
- 10 px Padding between slide and Left aligned title & subtitle
- Right detail arrow to designate more content available
- Cells divided by 1px Mango separator

04. UI ELEMENTS | MENUS

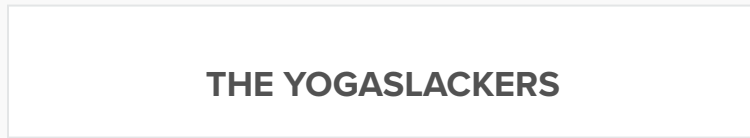
Selected cell shows white uppercase on Bluebird
 Unselected cells shows Thunder uppercase on whites

Tab Menu | Segmented Control



Limit number of segments to five or fewer
 Keep segment size consistent
 Only use text in segment controls

FIELD | Accordian



FIELD | Accordian

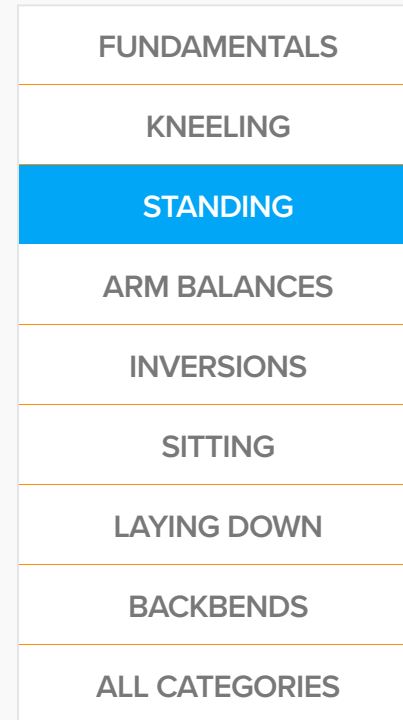


CTA Buttons



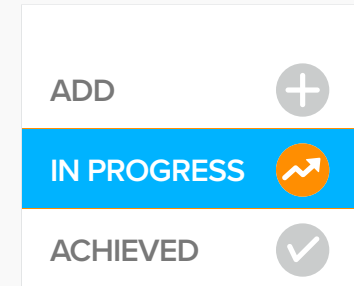
Solid Mango with white uppercase title or white OR
 White with 1 px Mango stroke and Mango uppercase title
 2px rounded corner

Dropdown Menu | Main



Align text to center
 Cells divided by 1px Mango separator

Dropdown Menu | Status



Align text to left
 Selected status button in Mango
 Unselected status buttons Silver Fox
 Cells divided by 1px Mango separator

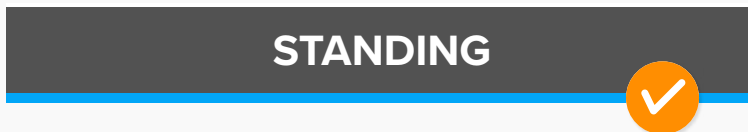
04. UI ELEMENTS | FIELDS

FIELD | Dropdown Menu Main



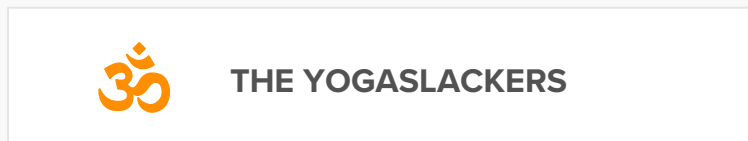
Title centered, uppercase in White
 Field Caviar with Bluebird 5px border at bottom
 List or grid view icon in white
 Dropdown triangle icon in Mango

FIELD | Library Entry



Title centered, uppercase in White
 Field Caviar with Bluebird 5px border at bottom
 Status CTA button on right
 Dropdown triangle icon in Mango
 14 px padding on right

FIELD | Tutorial



Title with logo centered, uppercase in Caviar

FIELD | Sanskrit Term



Title and subtitle aligned left
 Title in Caviar uppercase
 Subtitle Silver Fox
 14px padding left, top & bottom
 Cells divided by 1px Mango separator

Status Header



CTA Add button on left
 14px padding left, top & bottom
 Title uppercase Caviar
 List or grid view icon in Thunder
 16px padding from CTA
 Cells divided by 1px Mango separator

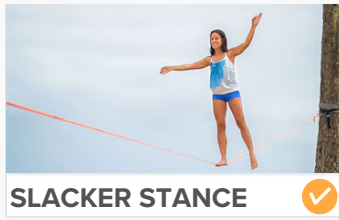
FIELD | Accordian Dropdown



14px padding left, top & bottom
 Title lowercase Thunder
 Right detail in Silver Fox
 Cells divided by 1px Mango separator

04. UI ELEMENTS | SLIDES

Slide | Library Entries



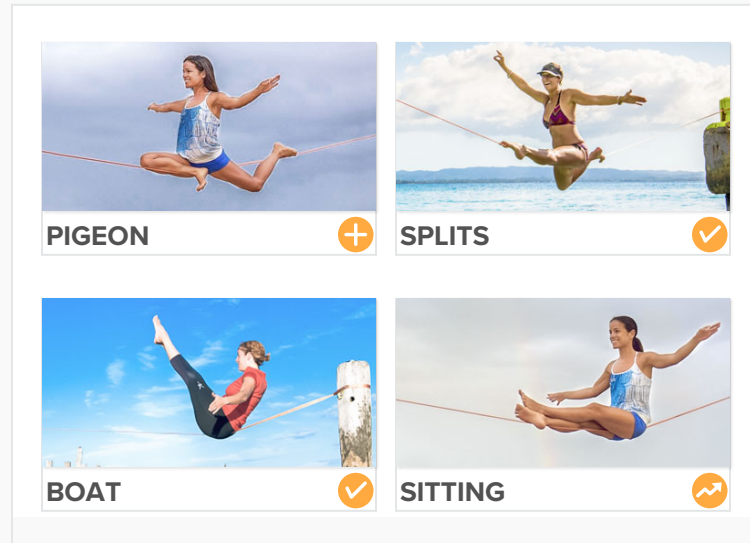
Title uppercase in Caviar
 Left aligned
 Succinct title
 Status indicator justified right
 Size to adjust with grid

Slide | Library Categories



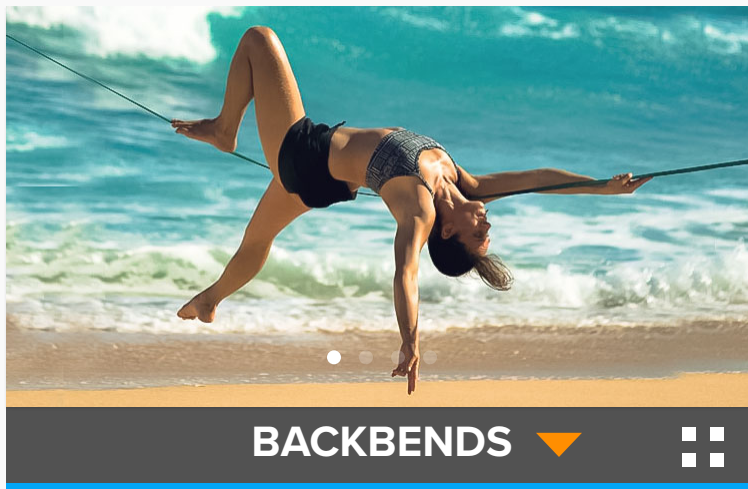
Title uppercase in Caviar
 Center aligned
 Succinct title
 Size to adjust with grid

Slide | Library Categories Module



15px padding on margin
 10px gutter
 Slide sizes to adjust with grid

Hero Image & Dropdown Menu Header

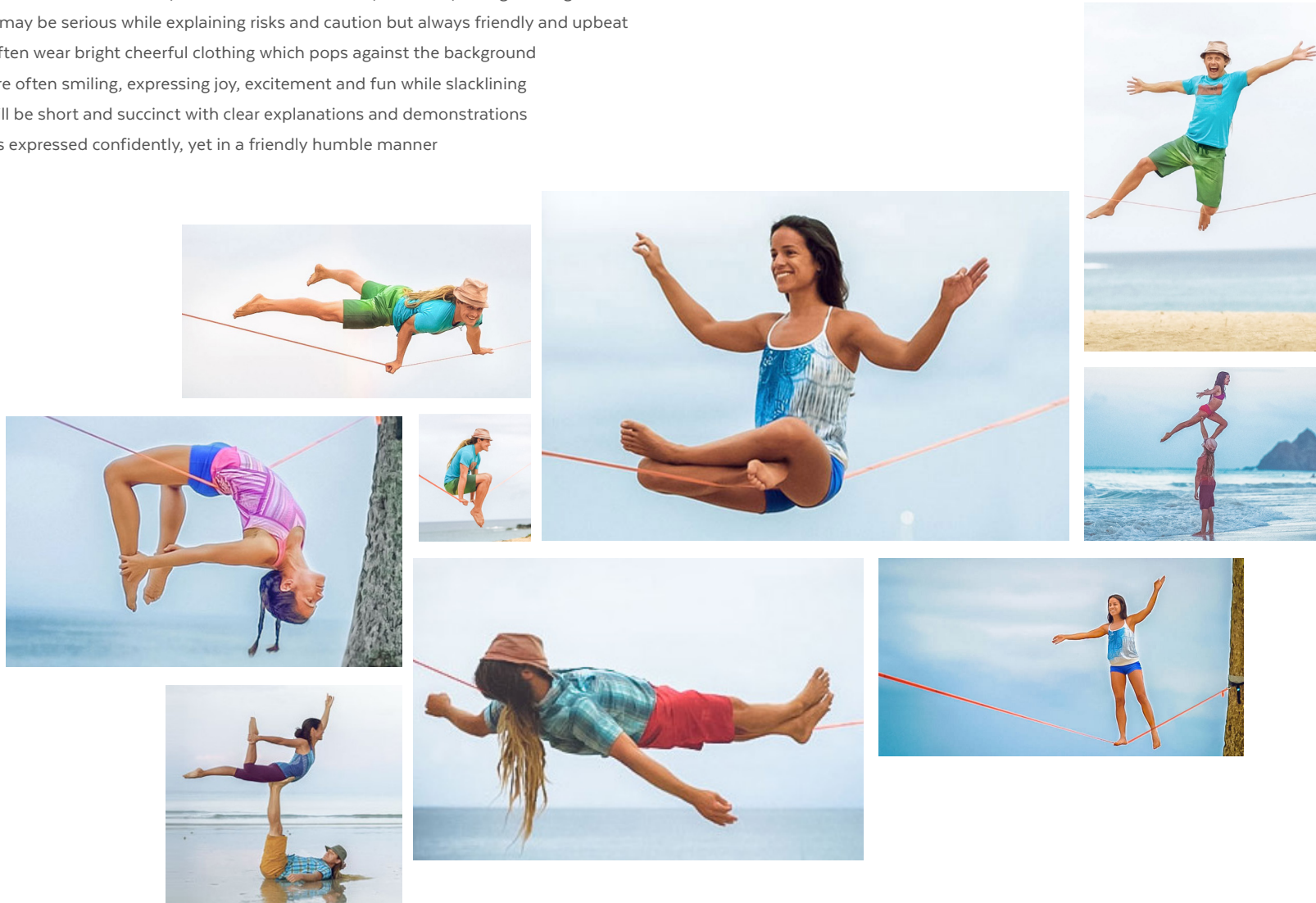


Slide to extend full width of device
 Field dropdown menu below hero image on library category page

05. IMAGERY

Awe Inspiring. Dramatic. Focused.

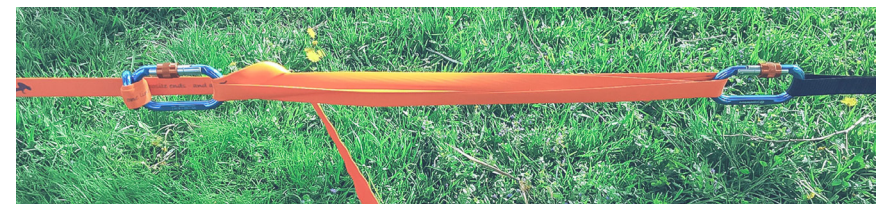
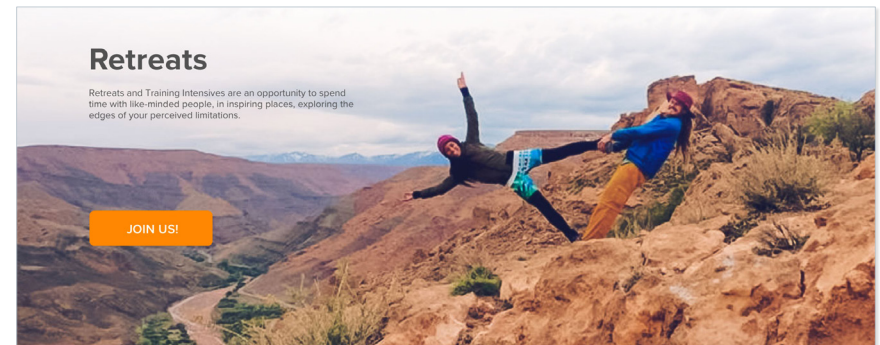
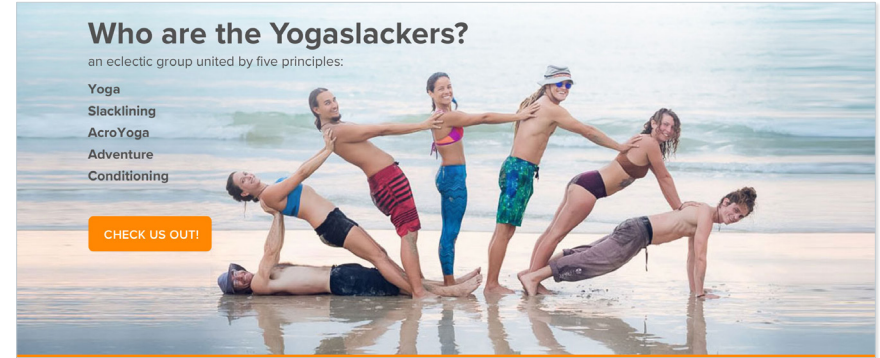
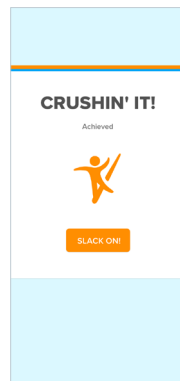
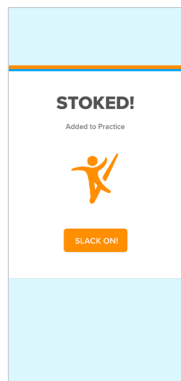
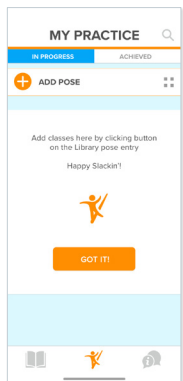
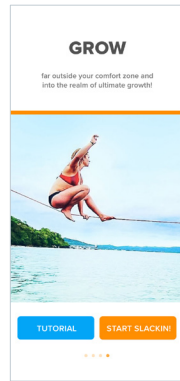
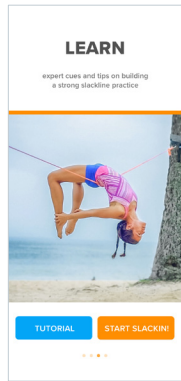
- ❖ Images focus on well-lit figures against clean backgrounds (usually sky), creating bold well-defined shapes.
- ❖ Figures are shown outside as much as possible, emphasizing healthy lifestyle and love of the outdoors.
- ❖ Library tutorials will include only one teacher, unless acro poses or spotting is being demonstrated
- ❖ Teachers may be serious while explaining risks and caution but always friendly and upbeat
- ❖ Figures often wear bright cheerful clothing which pops against the background
- ❖ Figures are often smiling, expressing joy, excitement and fun while slacklining
- ❖ Videos will be short and succinct with clear explanations and demonstrations
- ❖ Material is expressed confidently, yet in a friendly humble manner



06. LANGUAGE & TONE OF VOICE

Motivational. Inspirational. Confident. Simple.

- ❖ Simple, direct and easy to understand
- ❖ Linguaging will be energetic, friendly and encouraging
- ❖ Enthusiastic without being overbearing, confident yet humble
- ❖ Uplifting, contemporary and focused on inspiring confidence and excitement
- ❖ Short scannable segments focusing on one concept at a time
- ❖ Written in the present tense when describing product behavior
- ❖ Energetic. Sentences begin with action verbs/goals
- ❖ Speaks directly to user.



It seems that we were often just in the right place at the right time.

07. GRIDS & LAYOUTS

A responsive layout grid will be used to adapt to screen size & orientation and ensure consistency across all platforms. Content will be placed in the column areas.

Margins to use a fixed value for each breakpoint, but may be adjusted to create more or less space between content & screen edge. Wider margins will be used for larger screens, creating more white space around the perimeter of content, in specific around hero images.

On smaller breakpoints, in specific mobile & tablet, hero images and certain other images may extend to screen edges, while other images may observe margin edge to maintain white space.

All components align to an 8dp square baseline grid for mobile tablet and desktop

Body copy may not extend past 60 characters per line.

Breakpoints up to 600dp

- 4 columns
- 15dp margins
- 24dp gutters

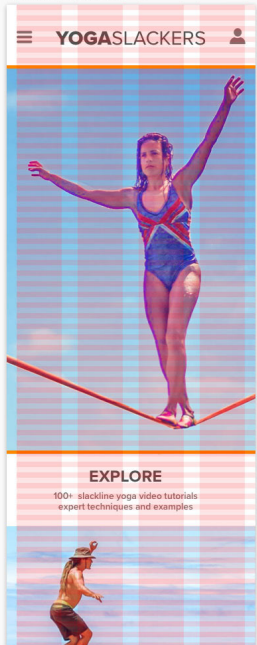
Breakpoints up to 839dp

- 8 columns
- 28dp margins
- 24dp gutters

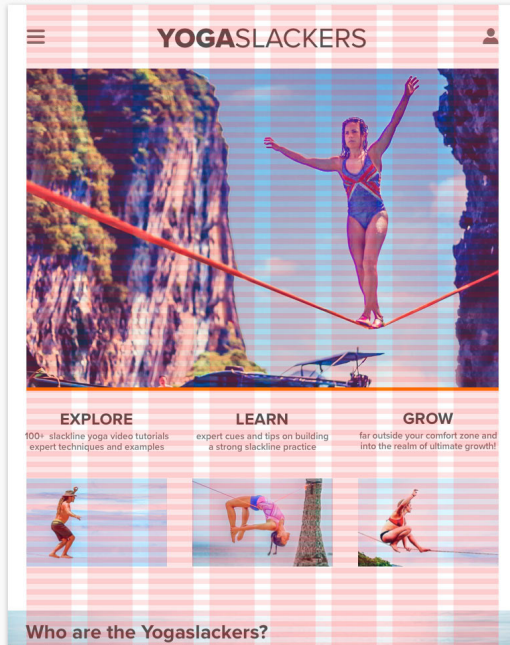
Breakpoints above 840dp

- 12 columns
- 28dp margins
- 24dp gutters

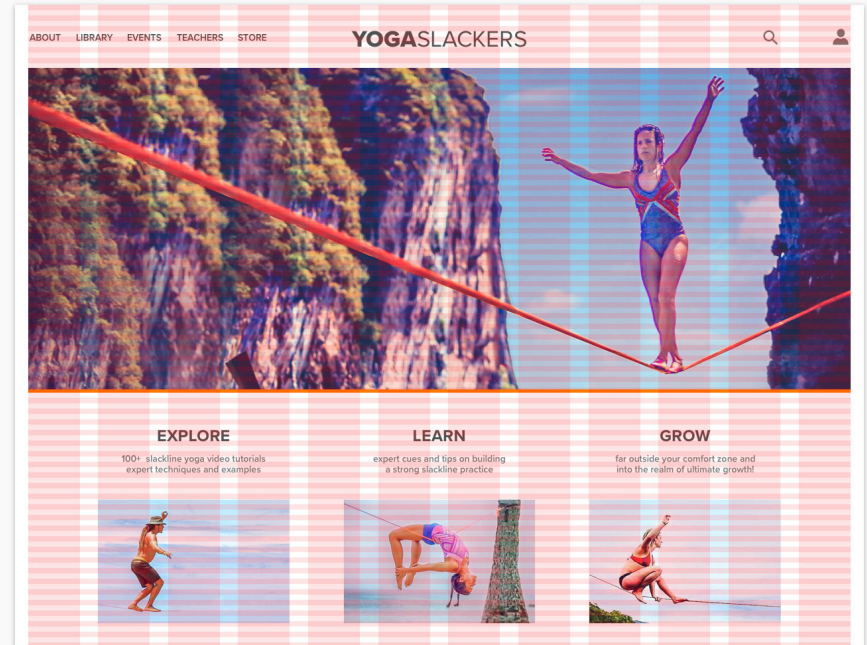
Mobile Portrait 375



Tablet 768



Laptop 1280 SCROLL



08. ANIMATION & INTERACTION

Dropdown, Tab & Accordian Menus

Unselected menu states shown in Owl grey on white
 Selected menu states are white on Bluebird
 All menu type is uppercase

Animation should reflect brand personality and be very smooth, even and feel balanced and holistic. No quick moves or pops, as movement within slackine yoga is very smooth, balanced, calm and centered.

All motion used within the app help the content feel "alive" & should enhance and improve usability but not call attention to itself or even be noticed. It should feel effortless and invisible to showcase the

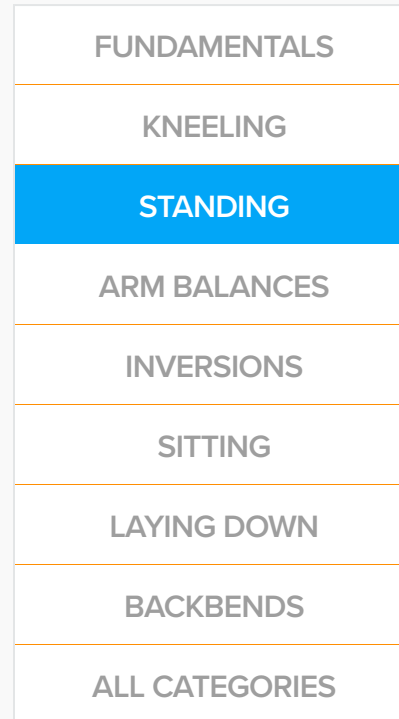
Tab Menu | Segmented | Two Entries | Bold 14pt Uppercase



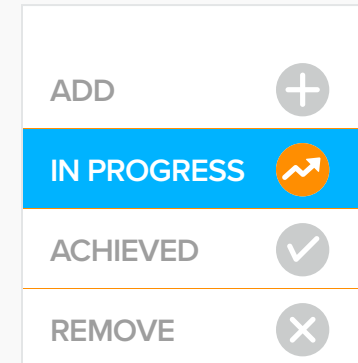
FIELD | Accordian Selected | Bold 18pt Uppercase



Dropdown Menu | Semibold 16pt Uppercase



Dropdown Menu | Status



Main Tab Navigation Menu

Selected state shown in Mango
 Unselected icons to display in Silver Fox

Tab Navigation Bar

