



DEVELOPMENT GUIDELINES

V1.0 | FALL 2017

FONTS

Base Body Copy (Web) / em BASE

Font: Lato Regular
Color: # 27243e
Size: 18px / 1em

MOBILE**Page Title H1**

Font: Avenir Medium
Color: # aba1cb
Size: 70px / 3.89 em

Body Copy

Font: Lato Regular
Color: # 27243e
Size: 46px / 2.56em
Line Spacing: 66px

Form Input

Font: Lato Regular
Color: # 27243e
Size: 52px / 2.89em

Question

Font: Lato Regular
Color: # 436c84
Size: 46px / 2.56em

Subtext

Font: Lato Italic
Size: 46px / 2.56em
Color: # 9f9f9f

Questions Section Header

Font: Lato Bold
Label Size: 46px / 2.56em
Color: # 436c84

Questions Subtext

Font: Lato Italic
Size: 46px / 2.56em
Color: # 9f9f9f

WEB**Page Title H1**

Font: Avenir Medium
Color: # aba1cb
Size: 32px / 1.77 em

Body Copy

Font: Lato Regular
Color: # 27243e
Size: 18px / 1em
Line Spacing: 22px

Form Input

Font: Lato Regular
Color: # 27243e
Size: 22px / 1.22em

Question

Font: Lato Regular
Color: # 436c84
Size: 18px / 1em

Subtext

Font: Lato Italic
Size: 18px / 1em
Color: # 9f9f9f

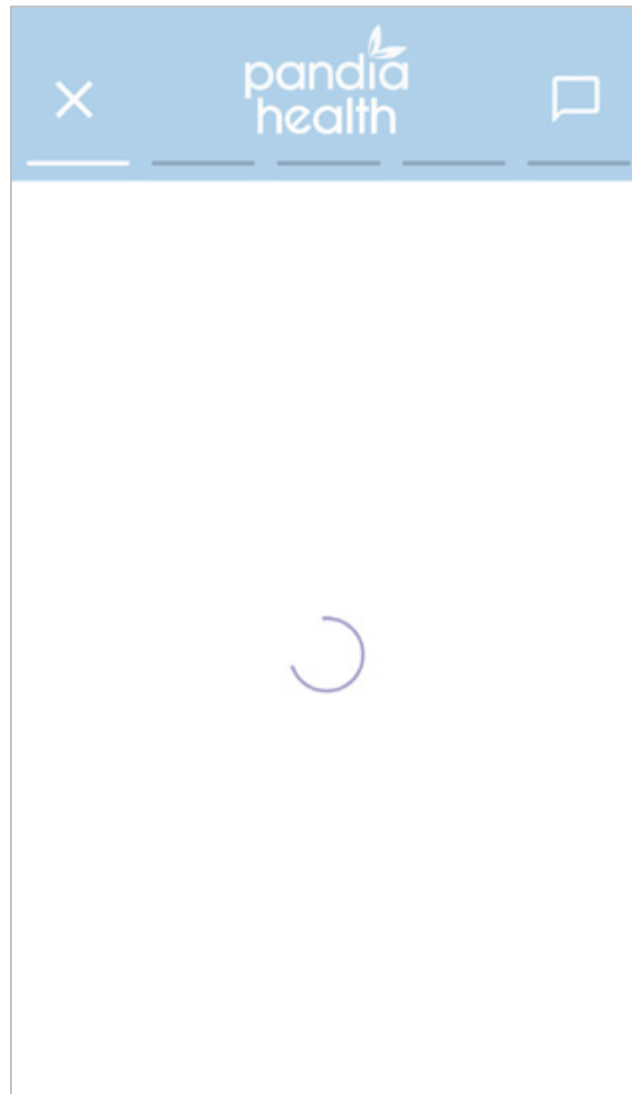
Questions Section Header

Font: Lato Bold
Label Size: Size: 18px / 1em
Color: # 436c84

Questions Subtext

Font: Lato Italic
Size: 18px / 1em
Color: # 9f9f9f

MOBILE



GLOBAL RULES

Left & Right column padding: 100px
Unless otherwise specified with full width elements

LOADER

<http://materializecss.com/preloader.html>

Color loader: # ada2cd



HEADER

Background: # b1d1ea
Height: 300px

Close: Exits & saves progress
Chat: Opens chat window (new window)

PROGRESS BAR

Fill: #ffffff
Background: #8ea6be
Height: 8px

STEPS PROGRESS BAR

Background: # e4e4e4
Height: 90px

Font: Lato Regular
Text-Color: # 9f9f9f
Size: 46px / 2.56em

Close Icon

https://material.io/icons/#ic_close

Chat Icon

https://material.io/icons/#ic_chat_bubble_outline



FOOTER

Background: # b1d1ea
Height: 200px
Font: Lato Regular
Height: 130px
Size: 52px / 2.89em

SAVE & NEXT

OFF STATE

Text-Color: # 6d6b7c
Background: #ffffff

ON STATE

Text-Color: # ffffff
Background: #6d6b7c

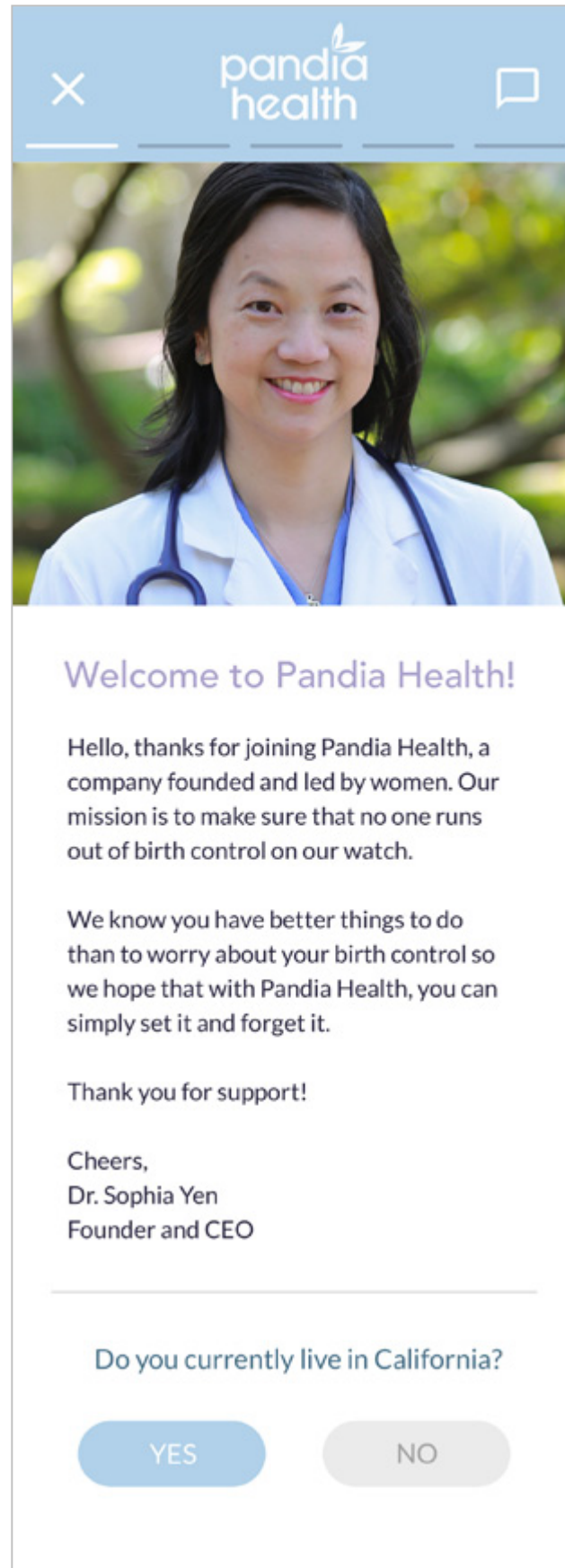
BACK

OFF STATE

Text-Color: # ffffff
Background: # 8ea6be

ON STATE

Font: Lato Regular
Text-Color: # 6d6b7c
Background: # ffffff



Base Body Copy (Website) - em BASE

Font: Lato Regular
 Color: # 27243e
 Size: 18px / 1em
 Line Spacing: 22px

Global Padding

Left & Right column padding: 100px
 Unless otherwise specified with full width element

Page Title H1

Font: Avenir Medium
 Color: # aba1cb
 Size: 70px / 3.89 em
 Padding: 100px

Body Copy

Font: Lato Regular
 Color: # 27243e
 Size: 46px / 2.56em
 Line Spacing: 66px

Body Copy Hight/Bold

Font: Lato Bold
 Color: # 27243e
 Size: 46px / 2.56em
 Line Spacing: 66px

Keyline

Size: 2px
 Color: #cacaca

Pill Shape Buttons

Font: Lato Regular
 Height: 126px

OFF STATE

Color: # 9f9f9f
 Size: 52px / 2.89em
 Background: # ebebeb

ON STATE

Color: # b0d1e9
 Size: 52px / 2.89em
 Background: # ebebeb

The screenshot shows a mobile application interface for profile setup. At the top, there's a header with the 'pandia health' logo and a close icon. Below the header, the title 'Step 1 | Profile Setup' is displayed. The main content area is titled 'Lets Get To Know You!' and contains several form fields: 'First Name' (filled with 'Jennifer'), 'Last Name' (with a red error line), 'Zip Code', 'Address', 'State' (a dropdown menu), 'Date of Birth' (with a calendar icon and 'MM/DD/YYYY' placeholder), 'Cell Phone' (with a phone icon and '(xxx) xxx-xxxx' placeholder), 'Discount Code' (with 'Optional' text), and 'Referral Code' (with 'Optional' text). Below these are 'Contact Preferences' and 'E-mail Preferences' sections, each with radio button options for 'YES' and 'NO'. At the bottom, there are two buttons: 'BACK' and 'SAVE & NEXT'.

Default Form

<http://materializecss.com/forms.html>

Left & Right column padding: 100px
Unless otherwise specified with full width elements

Font: Lato Regular

Default Input Heading

Label Size: 36px / 2.00 em
Color: # 436c84
Line Color: # cacaca

Default Input

Size: 46px / 2.56em
Color: # 27243e
Line Color: # cacaca
Placeholder Text Color: # cacaca

Active Input

Color: # aba1cb
Line Color: # aba1cb
Line Weight: 4px

Error Input - Required Form

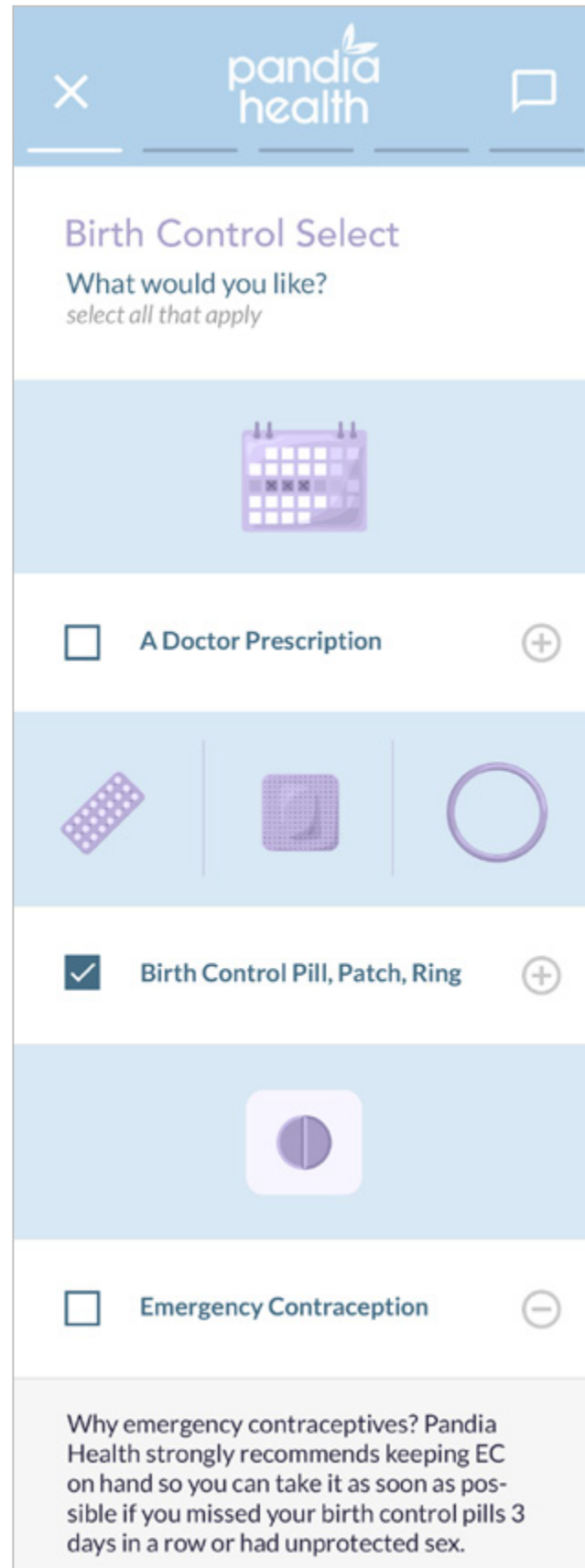
Color: # ff0000
Line Color: # ff0000

Date of Birth Icon

https://material.io/icons/#ic_date_range
Size: Small

Cell Phone Icon

https://material.io/icons/#ic_phone_android
Size: Small



Checkboxes

<http://materializecss.com/forms.html>

Use materialize checkboxes

Subtext

Font: Lato Italic
 Size: 46px / 2.56em
 Color: # 9f9f9f

Select Card

Font: Lato Bold
 Size: 46px / 2.56em
 Color: # 436c84
 Line Color: # cacaca
 Height: 260px

Checkboxes

Size: 65px
 Color: # 436c84

Plus/Minus Signs

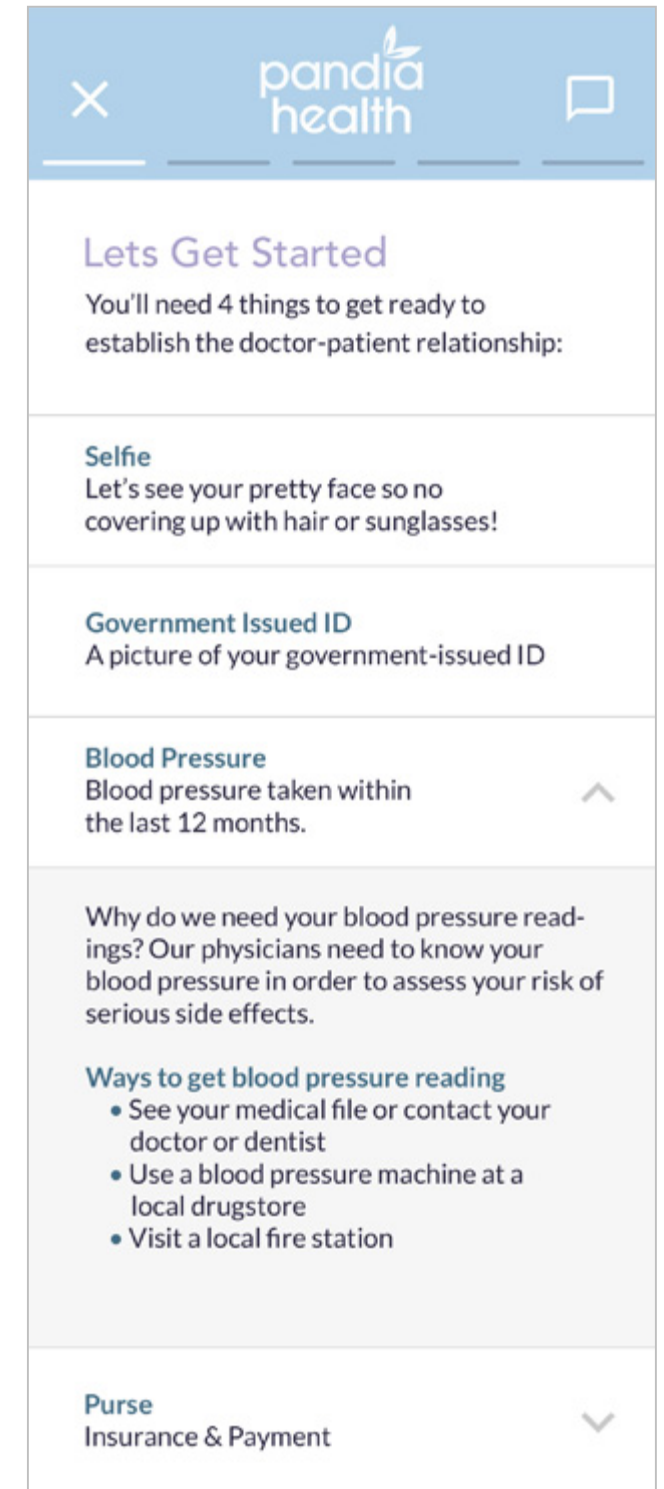
<https://design.google.com/icons/>

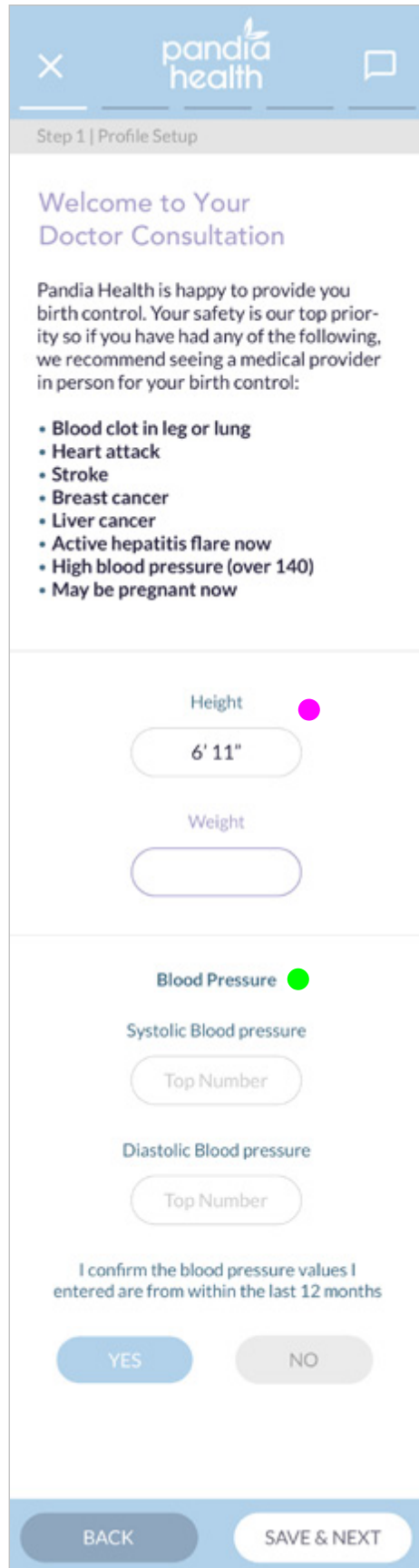
Question / Header

Font: Lato Bold
 Color: # 436c84
 Size: 52px / 2.89em
 Padding top: 100px
 Padding bottom: 100px

Expanded Cell

Font: Lato Regular
 Color: # 27243e
 Size: 46px / 2.56em
 Line Spacing: 66px
 Background: # f6f6f6





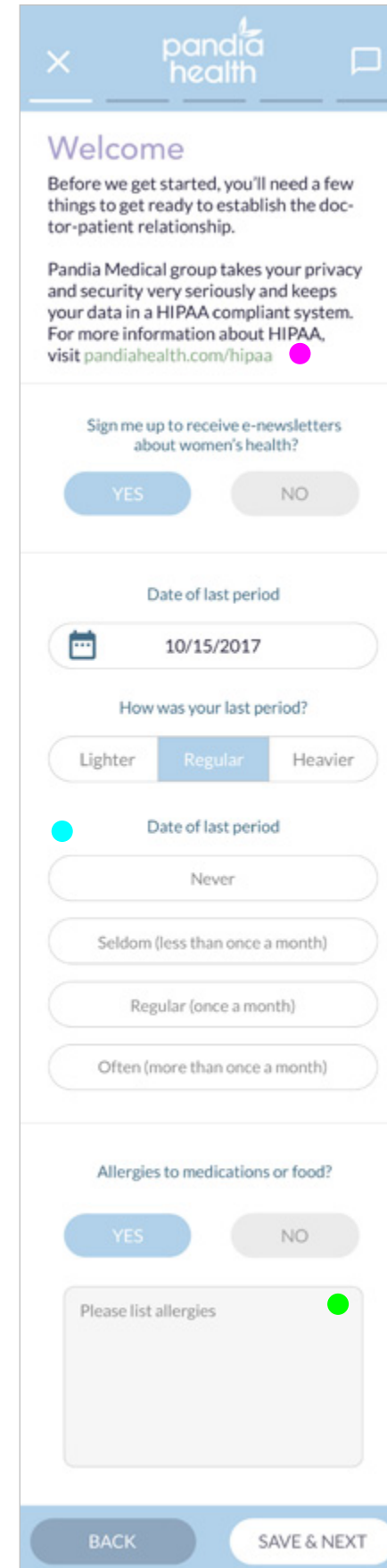
HEALTH QUESTIONS ENTRY

- **Default Input Heading**
Font: Lato Regular
Label Size: 46px / 2.56em
Color: # 436c84

- **Default Input**
Font: Lato Regular
Size: 46px / 2.56em
Color: # 27243e
Placeholder Text Color: # cacaca
Border: 2px;
Border-Color: #cacaca
Radius: 30+ (Pill Shape)
Height: 126px

- **Active Input**
Color: # aba1cb
Border: 4px;
Border-Color: #aba1cb

- **Section Header**
Font: Lato Bold
Label Size: 46px / 2.56em
Color: # 436c84



- **Body Copy Link**
Font: Lato Regular
Color: # 84a782
Size: 46px / 2.56em

- **Button List (Radio Style)**
Font: Lato Regular
Size: 46px / 2.56em
Color: # 898989
Border: 2px;
Border-Color: #cacaca
Radius: # 30+ (Pill Shape)

- **Button Selection (Radio Style)**
Font: Lato Regular
Size: 46px / 2.56em
Color: # ffffff
Background Color: # b0d1e9
Border: 2px;
Border-Color: #cacaca
Radius: 30+ (Pill Shape)

- **Content Box**
Font: Lato Regular
Size: 46px / 2.56em
Color: # 898989
Border: 2px;
Border-Color: #f6f6f6
Radius: 30px

WEB



Close Icon

https://material.io/icons/#ic_close

Chat Icon

https://material.io/icons/#ic_chat_bubble_outline

GLOBAL RULES

Column Width 600px

HEADER

Background: # b1d1ea
Height: 120px

Close: Exits & saves progress
Chat: Opens chat window (new window)

LOADER

<http://materializecss.com/preloader.html>

Color loader: # ada2cd

PROGRESS BAR

Fill: #ffffff
Background: #8ea6be
Height: 3px

STEPS PROGRESS BAR

Background: # e4e4e4
Height: 30px

Font: Lato Regular
Text-Color: # 9f9f9f
Size: 18px / 1em

FOOTER

Background: # b1d1ea
Height: 80px
Font: Lato Regular
Size: 20px / 1.11em
Button Height: 52px

SAVE & NEXT

OFF STATE
Text-Color: # 6d6b7c
Background: #ffffff

ON STATE

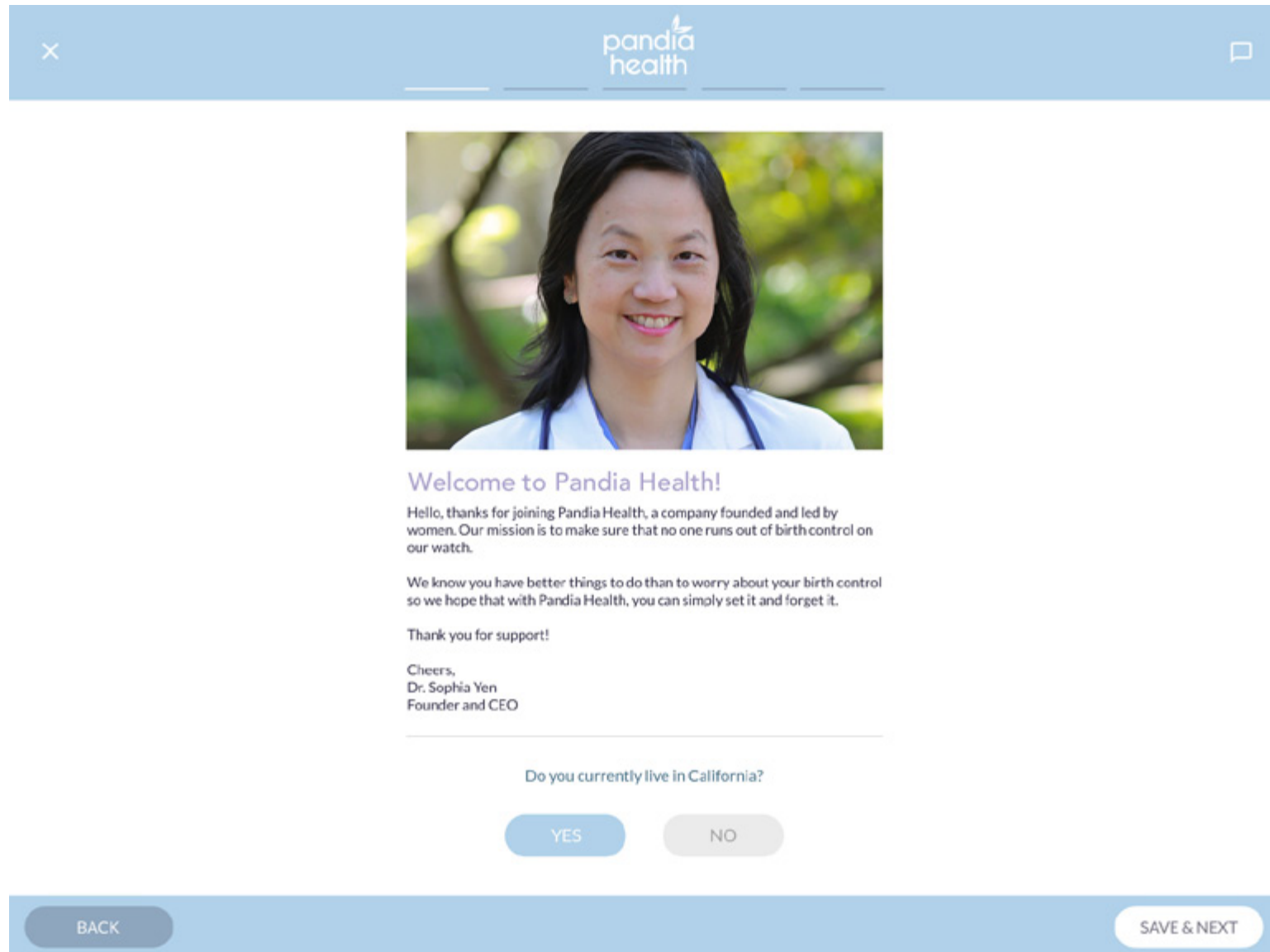
Text-Color: # ffffff
Background: #6d6b7c

BACK

OFF STATE
Text-Color: # ffffff
Background: # 8ea6be

ON STATE

Text-Color: # 6d6b7c
Background: # ffffff



Global Content Column
600px Wide

Page Title H1
Font: Avenir Medium
Color: # aba1cb
Size: 32px / 1.77 em
Padding: 100px

Body Copy
Font: Lato Regular
Color: # 27243e
Size: 18px / 1em
Line Spacing: 66px

Keyline
Size: 1px
Color: #cacaca

Pill Shape Buttons
Font: Lato Regular
Height: 52px
Size: 20px / 1.11em

OFF STATE
Color: # 9f9f9f
Background: # ebebeb

ON/TAP STATE
Color: # b0d1e9
Background: # ebebeb

Step 1 | Profile Setup

Lets Get Started
You'll need 4 things to get ready to establish the doctor-patient relationship:

First Name
Jennifer

Last Name

Zip Code

Address

State
Select State ▼

Date of Birth
MM/DD/YYYY

BACK SAVE & NEXT

Default Form

<http://materializecss.com/forms.html>

Font: Lato Regular

Default Input Heading

Label Size: 18px / 1 em

Color: # 436c84

Line Color: # cacaca

Default Input

Size: 22px / 1.2em

Color: # 27243e

Line Color: # cacaca

Placeholder Text Color: # cacaca

Active Input

Color: # aba1cb

Line Color: # aba1cb

Line Weight: 4px

Error Input - Required Form

Color: # ff0000

Line Color: # ff0000

Date Picker Web

<http://materializecss.com/forms.html>

Date of Birth Icon

https://material.io/icons/#ic_date_range

Size: Small

Cell Phone Icon

https://material.io/icons/#ic_phone_android

Size: Small

The screenshot shows a desktop view of a form titled "Birth Control Select". At the top, there is a blue header with the "pandia health" logo and a close button (X). Below the header, the page title "Step 2 | Birth Control Select" is visible. The main content area has a light blue background. The form title "Birth Control Select" is followed by the question "What would you like?" and the instruction "select all that apply". There are three selection cards. The first card, "A Doctor Prescription", is checked and has a plus icon. The second card, "Birth Control Pill, Patch, Ring", is unchecked and has a plus icon. The third card shows a pill icon. At the bottom, there is a blue footer with "BACK" and "SAVE & NEXT" buttons.

Checkboxes

<http://materializecss.com/forms.html>

Use materialize checkboxes

Plus/Minus Signs

<https://design.google.com/icons/>

Color: # cacaca

Subtext

Font: Lato Italic

Size: 18px / 1em

Color: # 9f9f9f

cacaca

Select Card

Font: Lato Bold

Size: 18px / 1em

Color: # 436c84

Line Color: # cacaca

Height: 100px

Checkboxes

Size: 26px

Color: # 436c84

Expanded Cell

Font: Lato Regular

Color: # 27243e

Size: 18px / 1em

Line Spacing: 22px

Background: # f6f6f6

HEALTH QUESTIONS ENTRY

List

Font: Lato Bold
 Color: # 27243e
 Size: 18px / 1em
 Line Spacing: 22px
 Bullets: # 436c84

Default Input Heading

Font: Lato Regular
 Label Size: 18px / 1em
 Color: # 436c84

Default Input

Font: Lato Regular
 Size: 18px / 1em
 Color: # 27243e
 Placeholder Text Color: # cacaca
 Border: 1px;
 Border-Color: #cacaca
 Radius: 30+ (Pill Shape)
 Height: 52px

Active Input

Color: # aba1cb
 Border: 2px;
 Border-Color: #aba1cb

Section Header

Font: Lato Bold
 Label Size: 18px / 1em
 Color: # 436c84