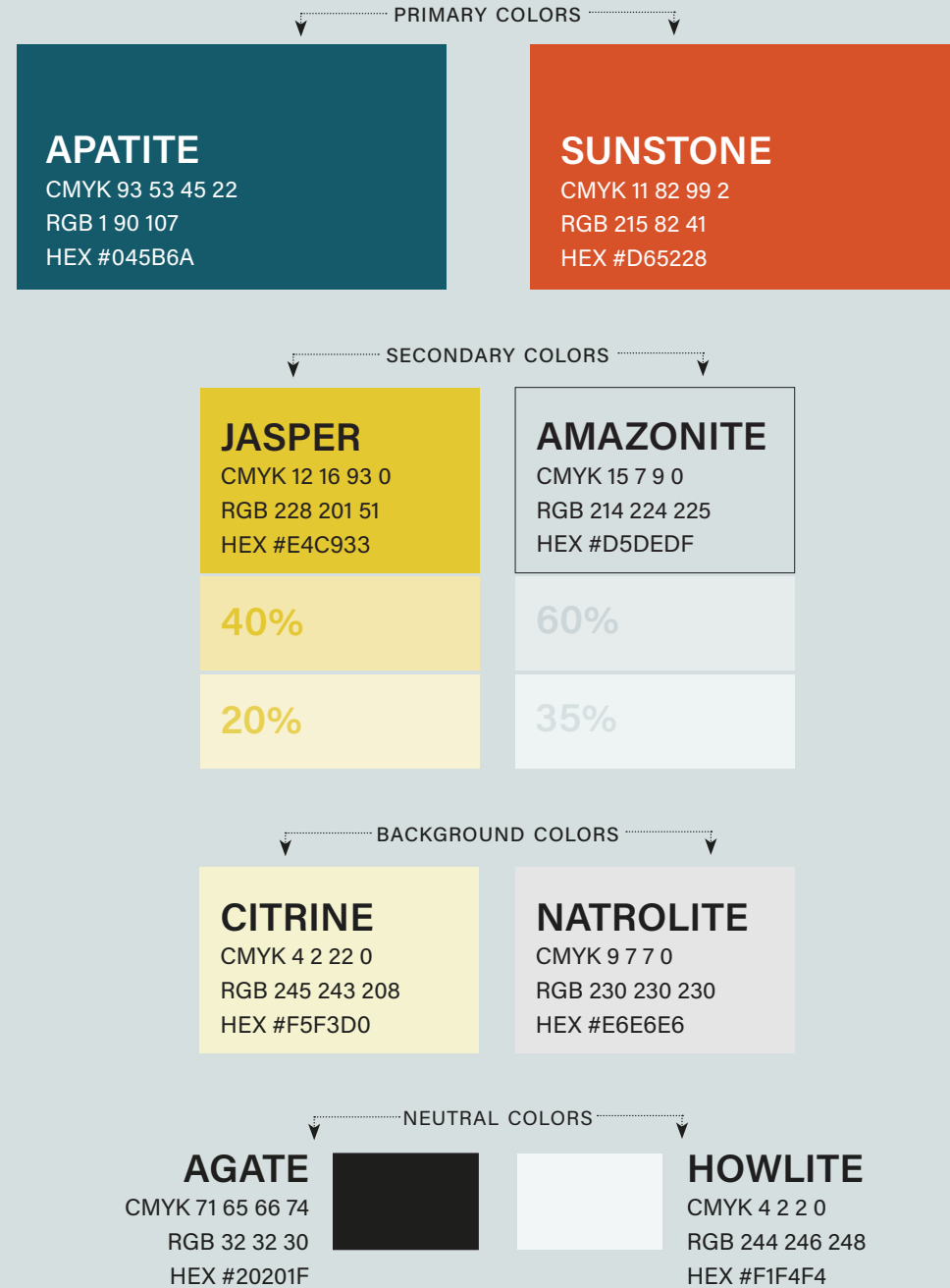# ASK OLIVE

DESIGN LANGUAGE SYSTEM

GUIDELINES

COLOR PALETTE

The core color palette of the AO brand is anchored by a captivating bluish-green hue, which symbolizes health and growth. This profound essence is complemented by a striking reddish-orange shade, serving to convey warmth and excitement.

Maintaining an air of sophistication, we **prioritize the primary and background colors**. The secondary colors play a supporting role, adding tasteful accents to the overall aesthetic.

PRIMARY COLORS

APATITE
CMYK 93 53 45 22
RGB 1 90 107
HEX #045B6A

SUNSTONE
CMYK 11 82 99 2
RGB 215 82 41
HEX #D65228

SECONDARY COLORS

JASPER
CMYK 12 16 93 0
RGB 228 201 51
HEX #E4C933

40%

20%

AMAZONITE
CMYK 15 7 9 0
RGB 214 224 225
HEX #D5DEDF

60%

35%

BACKGROUND COLORS

CITRINE
CMYK 4 2 22 0
RGB 245 243 208
HEX #F5F3D0

NATROLITE
CMYK 9 7 7 0
RGB 230 230 230
HEX #E6E6E6

NEUTRAL COLORS

AGATE
CMYK 71 65 66 74
RGB 32 32 30
HEX #20201F

HOWLITE
CMYK 4 2 2 0
RGB 244 246 248
HEX #F1F4F4

TYPOGRAPHY

The primary font family was carefully chosen for its extensive range, offering unparalleled flexibility in displaying copy. With high legibility and a touch of authority, it strikes a fine balance by not taking itself too seriously, exuding a sense of approachability.

The secondary font family plays a more reserved role, used sparingly as a header to add a touch of elegance when appropriate.

PRIMARY FONT FAMILY

Aa **Acumin Variable***

STYLES

thin	thin italic	extra light	extra light italic
light	light italic	regular	italic
medium	medium italic	semibold	semibold italic
bold	**bold italic**	**black**	**black italic**
ultra black	**ultra black italic**		

*The above is a limited representation of this font family. It also includes Condensed, ExtraCondensed, SemiCondensed, and Wide.

H1	**HEADER**
H2	**HEADER**
H3	**HEADER**
H4	**HEADER**
P	Body Copy
P <b>	**Accent**
SMALL	CALLOUT

SECONDARY FONT FAMILY

Aa Bangla

STYLES

bold	bangla

H1	HEADER
H2	HEADER

DIGITAL-ONLY FONT FAMILY

Aa Roboto*

STYLES

thin	thin italic	light	light italic
regular	italic	medium	medium italic
bold	**bold italic**	**black**	**black italic**

*This font family should only be used for digital products.

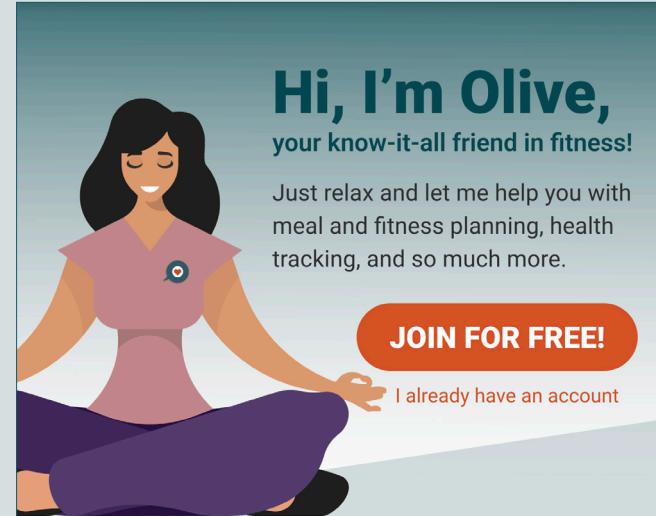## TONE OF VOICE

Welcome to the world of **Ask Olive**, where our brand voice strikes a balance between being casual and authoritative. Olive is that trusted and knowledgeable friend who's well-read and always stays ahead of the curve. She's here to share her wisdom and guide you through.

Our top priority is the user. We center our attention on their needs, which is why we limit the use of "I/us/we" statements. Our aim is to create a friendly and approachable atmosphere, with a touch of formality to ensure a respectful interaction. So, don't hesitate to ask your questions and embark on a delightful journey with us.

EXAMPLES

Hi, I'm Olive,
your know-it-all friend in fitness!

Just relax and let me help you with meal and fitness planning, health tracking, and so much more.

JOIN FOR FREE!

I already have an account

Better Health Starts with Better Health Education

If you're feeling lost on your wellness journey don't worry, you're not alone. Let Olive be your trusted guide toward success.

VOICE DO'S
- Be kind
- Be thoughtful
- Be respectful
- Be sensitive
- Be empathetic

VOICE DON'TS
- Be arrogant
- Be too wordy
- Be assumptive
- Be passive-aggressive
- Be speak over the user's head

ICONOGRAPHY & LOGOS

Icons should be light and clean with a gentle curve.

The main AO logo should be use unless in the exceptions stated to the right.
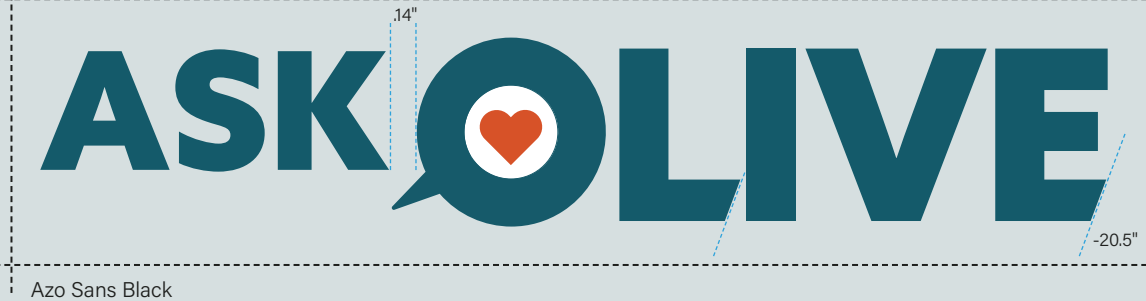

To be used on mobile and tablet.

To be used on forms and special documents

MAIN LOGO

Minimum .15" clear space on all sides

14"

-20.5"

Azo Sans Black

PERSONALITIES

The foundation of the AO brand centers on our primary personality, Olive, affectionately known as "Your know-it-all friend." This delightful main character is the face of Ask Olive and should be used 90% of the time.

Paid subscribers have the option to switch their experience to be led by Olive's friend, Oliver, playfully dubbed as "Your know-it-all friend's know-it-all friend." His likeness should be referred to but used sparingly.

PRIMARY PERSONALITY

Olive is the vibrant primary personality. She is the delightful and highly knowledgeable main character with whom users engage.

SECONDARY PERSONALITY

Oliver is the beloved companion of primary personality, Olive. Users may opt for this alternative experience, allowing Oliver to be their trusted guide and friend.
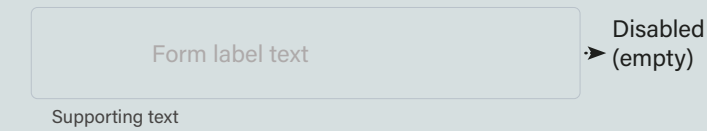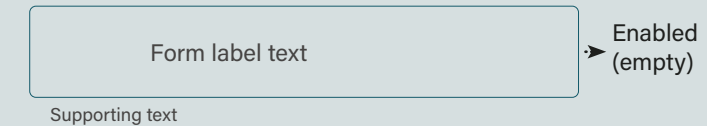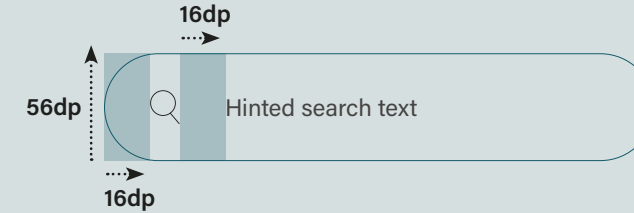
CHAT BUBBLES

UI ELEMENTS

The design of our webapp UI elements draws inspiration from the latest Material Design guidelines

BUTTONS

40dp

PRIMARY

Fully rounded corners

24dp

PRIMARY   **DISABLED**

INPUT FIELDS

16dp

56dp   Hinted search text

16dp

Form label text   Enabled (empty)

Supporting text

Label text

Focused (empty)

Supporting text

Form label text   Disabled (empty)

Supporting text

NAVIGATION

Menu Hover   Menu Normal

CARDS

Image placeholder   Text copy

ICON OPTIONS
+ >

WIDGETS

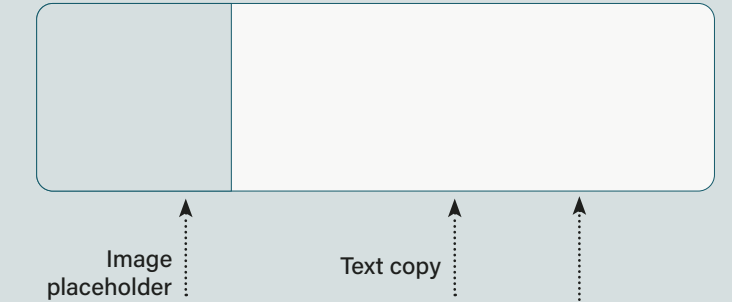To be used on the dashboard
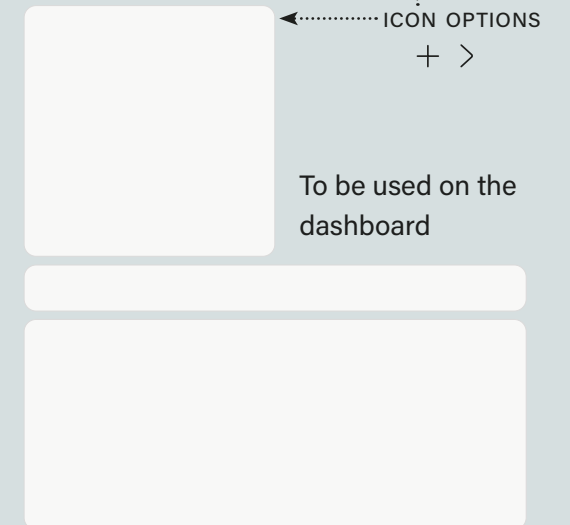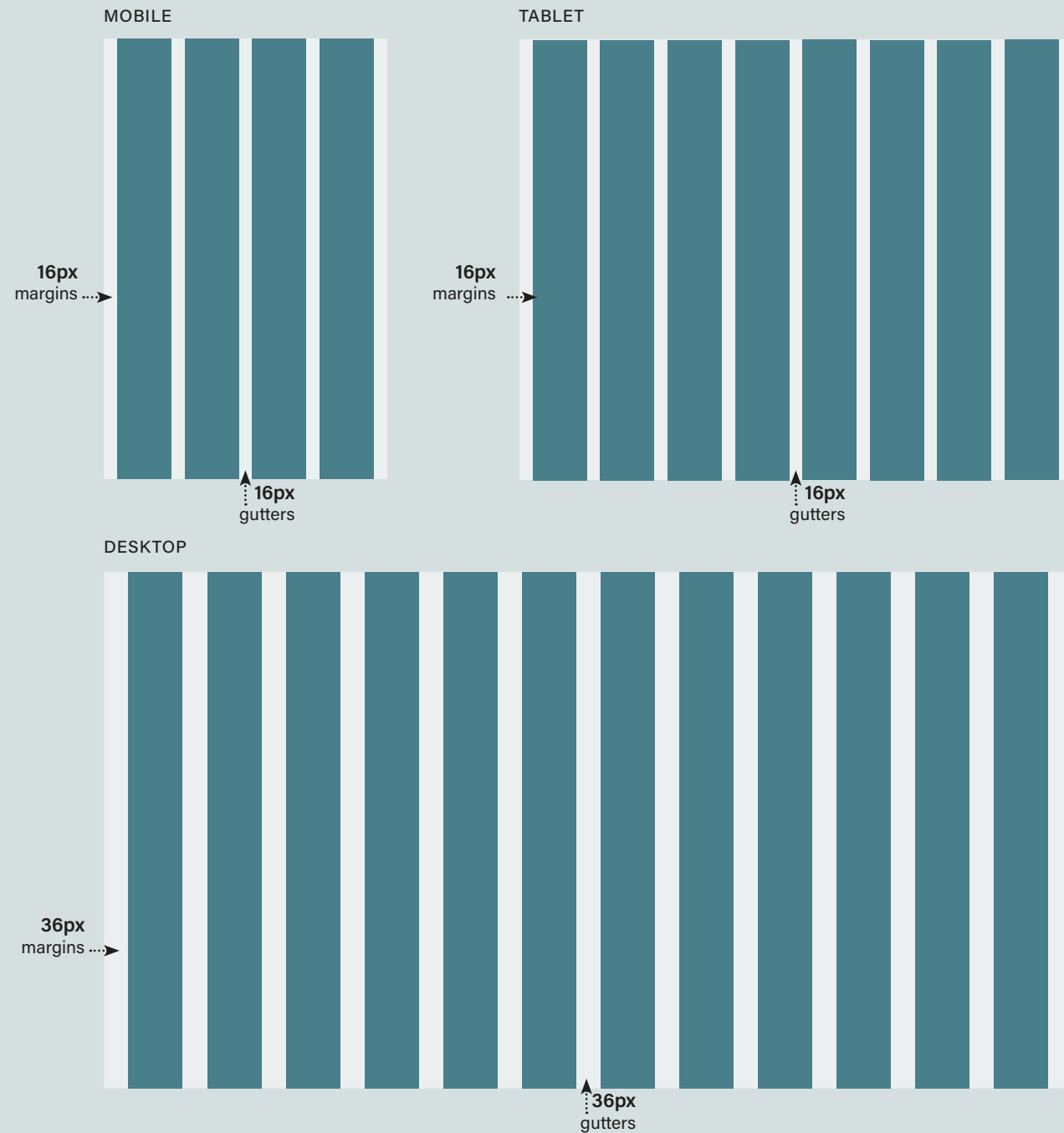
GRIDS

The AO brand embraces a flexible grid family, meticulously designed to accommodate device responsiveness. This strategic approach ensures a seamless and uniform brand representation across all platforms.

MOBILE

TABLET

16px margins ....→

16px margins ....→

16px gutters

16px gutters

DESKTOP

36px margins ....→

36px gutters

ACCESSIBILITY

At AO, we take pride in our commitment to knowledge and trustworthiness, making adherence to accessibility best practices an absolute priority. By closely following the guidelines provided, we strive to ensure that all users, regardless of their abilities, enjoy an equally high-quality experience.

RULES AND FOUNDATION

- **Structure and organize with headers**—Allows all users to easily navigate web pages

- **Assign alt tags for images**—Provide image descriptions allowing users to understand the image through the use of a screen reader

- **Use descriptive title for links**—Use clear and descriptive titles for links for those who rely on screen readers

- **Verify color combinations**—Check the contrast of colors at https://shorturl.at/km369

- **Ensure form accessibility**—Descriptively label all text fields

- **Ensure site navigation via a keyboard**—Verify that website can be fully navigated using the tab and arrow keys

- **Make dynamic content accessible**—Provide closed captions and text alternatives

- **Validate web accessibility**—https://www.accessibilitychecker.org

Better Health Starts with Better Health Education. **Just Ask Olive.**