



ASK OLIVE

YOUR FAVORITE HEALTH GUIDE'S STYLE GUIDE



BETTER DESIGN STARTS WITH BETTER DESIGN EDUCATION

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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

HOWLITE

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

AGATE

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

SECONDARY COLORS

20%

40%

JASPER

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

35%

60%

AMAZONITE

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

CITRINE

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

NATROLITE

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

BACKGROUND COLORS

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

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

Aa

Acumin Variable Blk

Primarily used for headers

Aa

Acumin Variable Bold

Primarily used for subheaders

Aa

Acumin Variable Regular

Primarily used for body copy

PRIMARY FONTS

The **Ask Olive** brand uses 'Acumin Variable' as its primary font family. It is an extensive set that provides lots of flexibility. However, the following fonts should make up the vast majority of copy representation.

Body copy is always represented with **Agate** or **Howlite**. Headers can be **Agate** or **Apatite***

AA

Acumin Variable Bold

SMALL CAPS

Used for callout copy

Aa

Acumin Variable Semibold

*Primarily used for **accent** copy*

*See Colors on page 4-5

SECONDARY FONTS

The **Ask Olive** brand occasionally utilizes 'Bangla' in a limited capacity. Typically only used as a pre-header to draw special attention to a piece of information.

For digital copy, the 'Roboto' font family is used. It is an extensive set that seamlessly replaces our primary font when its unable to used.

Note: While only one example of 'Roboto' is shown, the comparable font type should be used to reflect the primary fonts shown on previous page.

Aa

Bangla Bold

Used occasionally for headers

Aa

Bangla Regular

May be scarcely for headers

Aa

Roboto Regular

Used for digital only

“Ultimately, users visit your website for its content. Everything else is just the backdrop.”

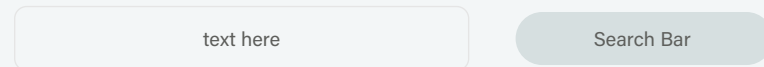
~ Jakob Nielsen

UI ELEMENTS

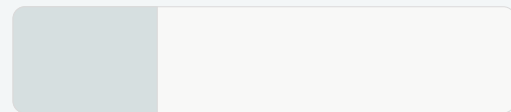
BUTTONS



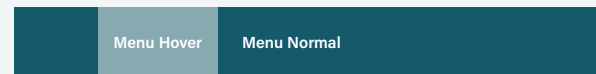
INPUT FIELDS



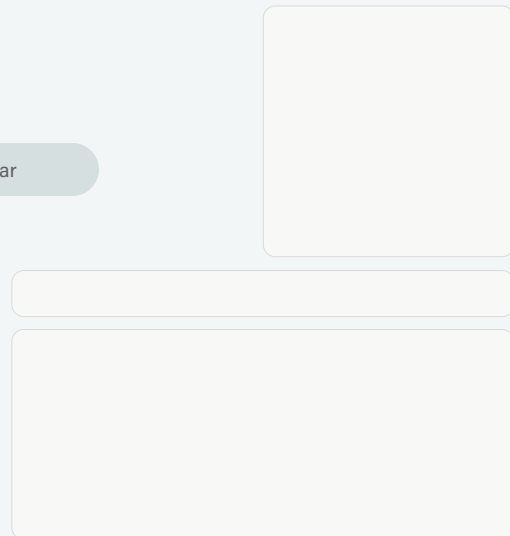
CARDS



NAVIGATION



WIDGET SHAPES



ICONS & LOGOS





Hi, I'm Oliver,
your know-it-all friend's
know-it-all friend!

ILLUSTRATIONS

PRIMARY PERSONALITY

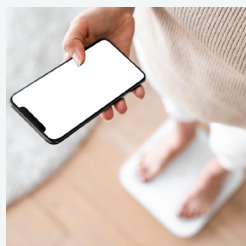
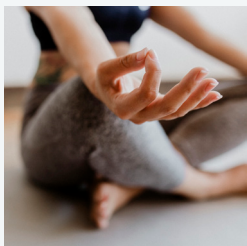
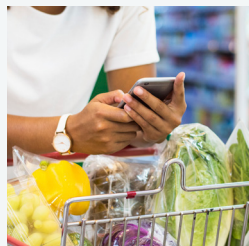
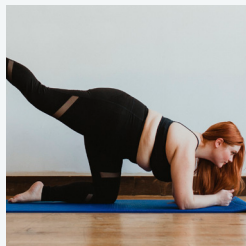
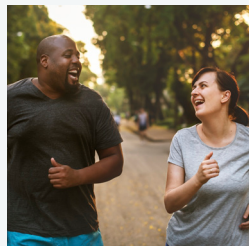
Olive is the vibrant heart and soul of the **Ask Olive** app. Serving as the app's primary personality, she is the delightful main character with whom users engage, bringing a world of healthy possibilities to their fingertips. Seamlessly adaptable, Olive can be harnessed in countless ways, making every user interaction a memorable experience.



SECONDARY PERSONALITY

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

IMAGES



Images used reflect diverse, middle-aged people finding joy in a healthy lifestyle.

Alternatively close-up shots of relevant imagery resonates with healthy living.

VOICE & TONE

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.



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