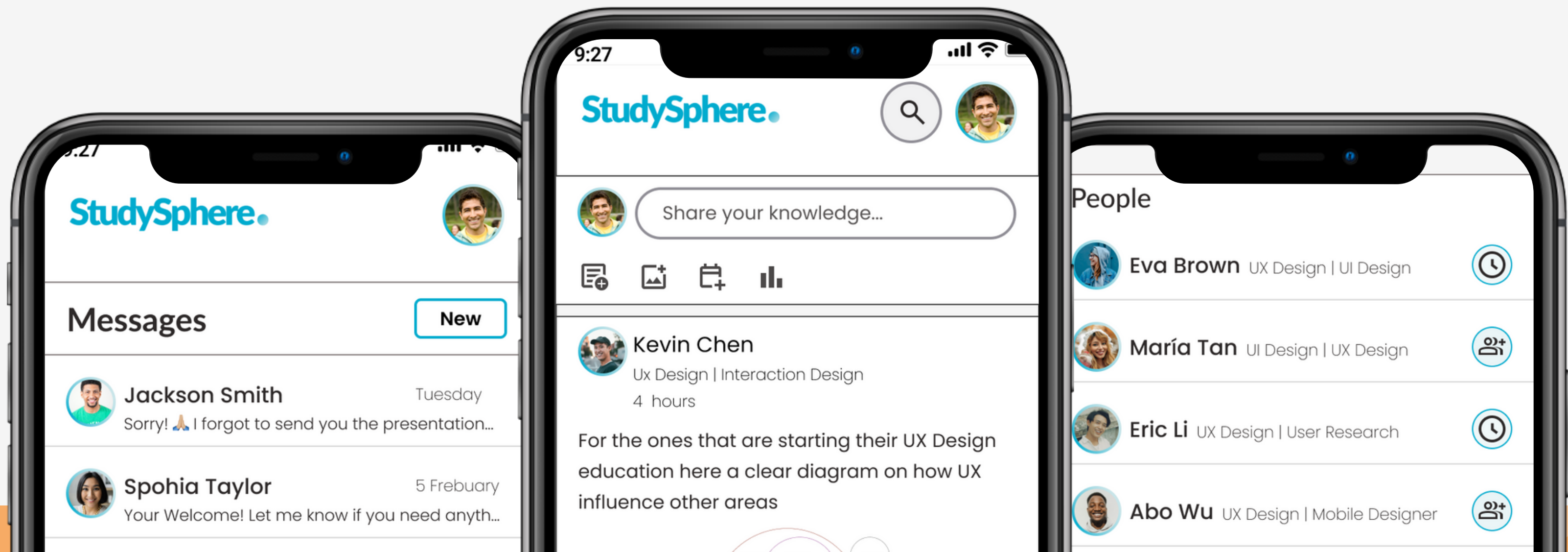


StudySphere.

Where Students Thrive Together!

Style Guide



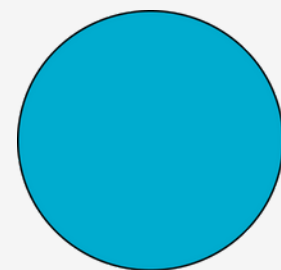
Logo

Font: Lato Style: Black Font Size 51.2

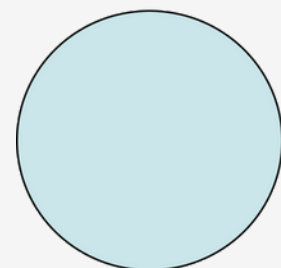
StudySphere.

BRANDNAME

COLOURS



#00ACCF



#CAE6EA

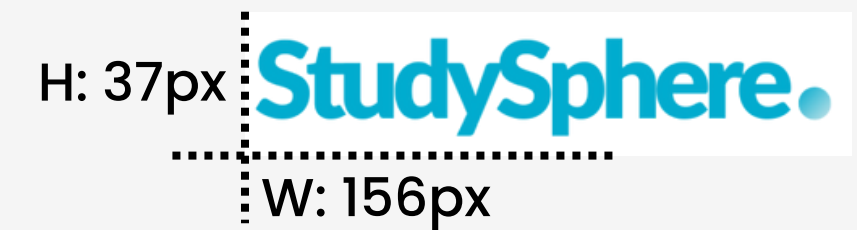


Linear Gradient

#00ACCF

#CAE6EA

MOBILE VERSION



DESKTOP VERSION



Logo: Do's and Don'ts

StudySpehre purpose is to create a red of students who connect based on shared interests and goals to achieve individual and common learning objectives.

The aim of using these tones of blue on the Logo is to evoke **an energizing yet reassuring calm vibe** for students to feel **welcomed into a friendly secure social sphere**.

Here are some guidelines on how to use the logo through the app and for branding purposes

Do's

- Use the logo with the given colours in combination with white and colours with very low and not too much saturation.
- Use the logo on a White version if necessary combined with bright colours.

Don'ts

- Don't change the Font or Design of the logo.
- Don't use the logo in a black version.
- Don't short or make a small version of the logo.



✓ DO

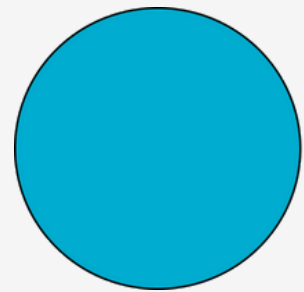


✓ DO



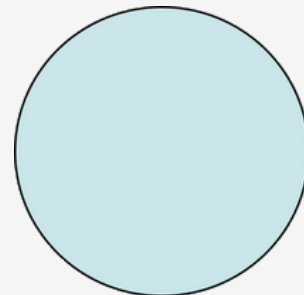
✗ DON'T

Colour Palette



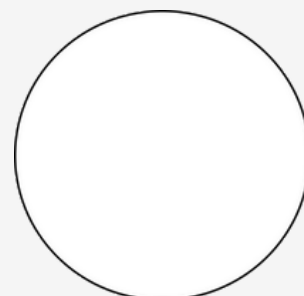
#00ACCF
R0 G172 B207

PRIMARY COLOUR

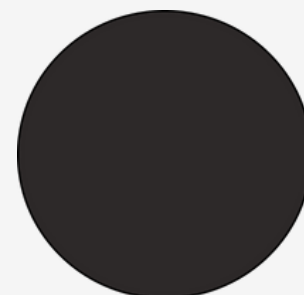


#CAE6EA
R200 G230 B234

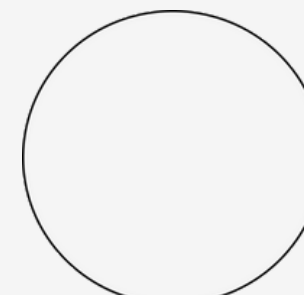
SECONDARY COLOUR



#FFFFFF
R255 G255 B255



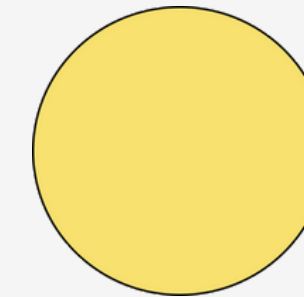
#2D2929
R45 G241 B241



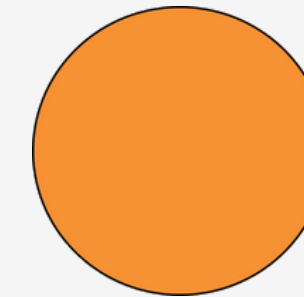
#F5F5F5
R245 G245 B245

NEUTRAL COLOURS

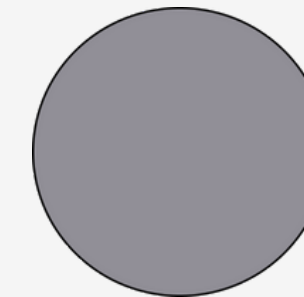
ACCENT COLOURS



#F8E16F
R248 G225 B111



#F79234
R247 G146 B52



#918F97
R145 G143 B151

Colour Palette: Do's and Dont's

To create a **warm and friendly atmosphere**, we have chosen a colour palette that is not too intense and evokes a relaxed summer vibe.

Our **primary colour** and **secondary colour** for **most of our main call-to-action buttons** and components stay true to our logo. We also use **complementary and accent colours** such as yellow and orange, in different opacities, to add a **cheerful and inviting touch** to the wireframes without overpowering the main CTA buttons.

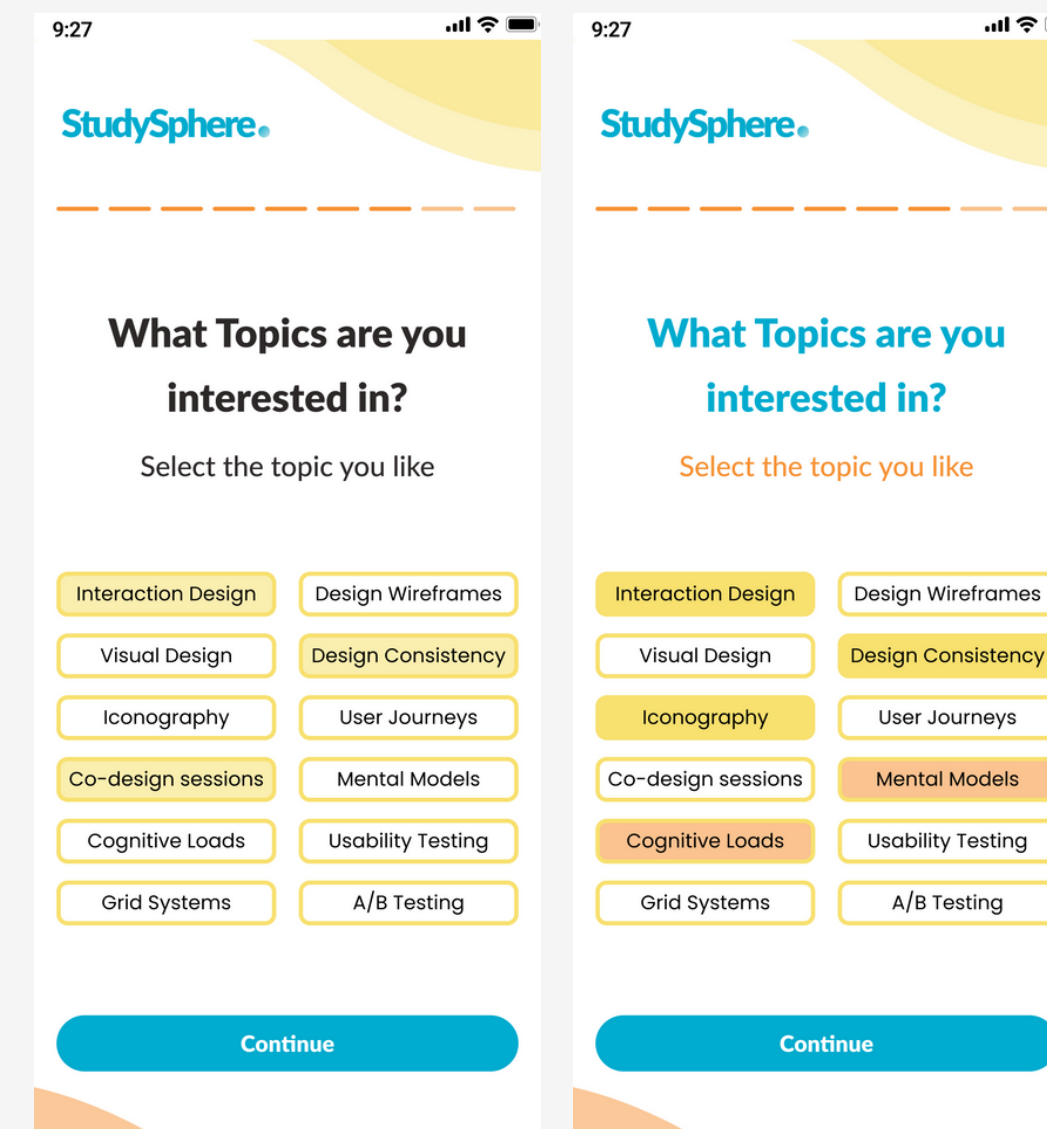
Neutral colours are used for backgrounds and within the text to **avoid overwhelming** the user with vibrant colours and to maintain **readability**

Do's

- Always use #FFFFFF or #F5F5F5 as background colours so as not to affect the navigation and readability of the web app.
- Use the Accenture colours in different opacities to respect the given hierarchy of importance.

Don'ts

- Don't use any of the Accenture or primary and secondary colours as full backgrounds.
- Don't combine the Accenture colours in components, used them separately.
- Don't use primary, secondary, and Accenture colours for text. Use neutral colours in contrasting combinations with the other colours.



✓ DO

✗ DON'T

Typography

Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Regular

Aa

Medium

Aa

Semi-Bold

Aa

Bold

Aa

Extra-Bold

Aa

Black

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Bold

Aa

Semibold

Aa

Medium

Aa

Regular

Aa

Light

Typography

Titles and headings: Lato and Poppins

Header 1 | Semi bold, 36px

Line Height: 58.2 | Letter Spacing: 0%

Header 2 | Extra bold, 28px

Line Height: 45.3 | Letter Spacing: 0%

Header 3 | Bold, 24px

Line Height: 38.8 | Letter Spacing: 0%

Header 4 | Medium, 20px

Line Height: 32.2 | Letter Spacing: 0%

Header 5 | Bold, 18px

Line Height: 29.1 | Letter Spacing: 0%

Header 6 | Poppins, Semibold, 16px

Line Height: 25.9 | Letter Spacing: 0%

Caption Text 1 | Poppins, Small Light, 12px
Line Height: 19.4

Caption Text 2 | Poppins, Extra Light, 12px
Line Height: 19.4

Text Emphasis

Bold *Italic* Hyperlink Extra light Light

Body Text: Poppins

Large
Lorem ipsum dolor sit amet consectetur. Porttitor augue urna pulvinar non porta bibendum eget sit. Phasellus massa in aliquam fringilla elit donec et pretium in. Sed interdum fermentum nunc sed cursus leo. Iaculis imperdiet bibendum amet lacus. Sem in etiam eu lectus sit quis. Sed non nulla egestas purus. Tellus nisl nunc at porta condimentum diam.

Poppins | Regular | 16px | Line Height: 25.9 | Letter Spacing: 0.5%

Medium
Lorem ipsum dolor sit amet consectetur. Porttitor augue urna pulvinar non porta bibendum eget sit. Phasellus massa in aliquam fringilla elit donec et pretium in. Sed interdum fermentum nunc sed cursus leo. Iaculis imperdiet bibendum amet lacus. Sem in etiam eu lectus sit quis. Sed non nulla egestas purus. Tellus nisl nunc at porta condimentum diam.

Poppins | Regular | 14px | Line Height: 22.6 | Letter Spacing: 0.25%

Small
Lorem ipsum dolor sit amet consectetur. Porttitor augue urna pulvinar non porta bibendum eget sit. Phasellus massa in aliquam fringilla elit donec et pretium in. Sed interdum fermentum nunc sed cursus leo. Iaculis imperdiet bibendum amet lacus. Sem in etiam eu lectus sit quis. Sed non nulla egestas purus. Tellus nisl nunc at porta condimentum diam.

Poppins | Regular | 12px | Line Height: 19.4 | Letter Spacing: 0.5%

Buttons

Lato | Extra Bold, 16px, | Line Height: 25.9 | Letter Spacing: 0.5%

Label

Label

G Label

G Label

Primary Buttons

Secondary Buttons

Typography Do's and Don'ts

We decided to select two different fonts for the app: Lato and Poppins. Both fonts belong to the Sans-serif family and evoke casual and relaxing vibes.

We decided to use Lato for most of the headers and Poppins for the body, specifying in each case line height and letter spacing to improve readability and legibility.

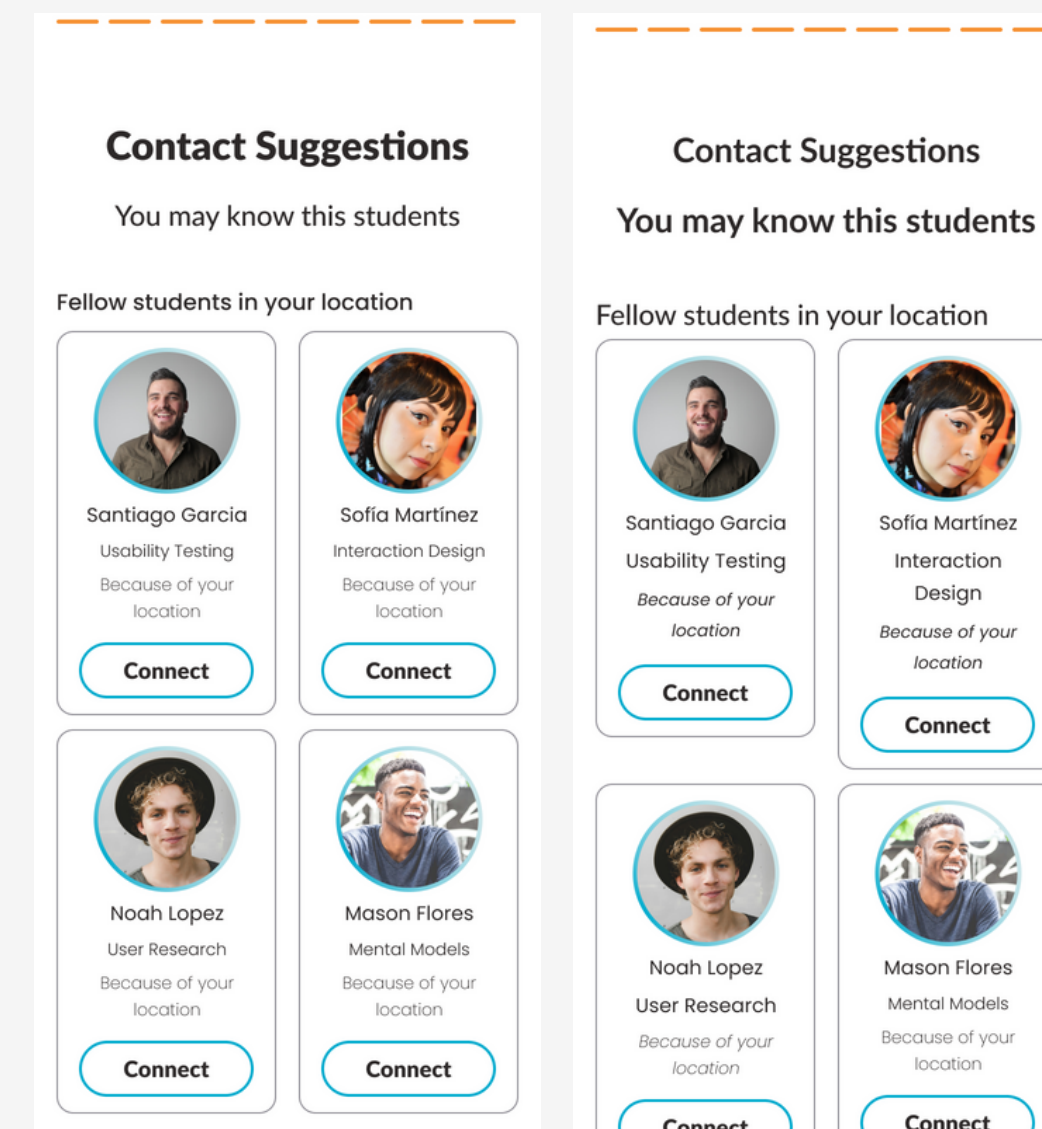
The mentioned sizes and styles were decided to establish a clear hierarchy for the user to navigate easily and without problems through our content.

Do's

- Always use the headers and body text thinking about giving a certain hierarchy to the wireframes and focusing the user's attention on a specific start point.
- Use the Text Emphasis styles to drive the user's attention if needed to specific content.

Don'ts

- Don't use the same size font and style in the same wireframes.
- Don't use the body text without the given line height and letter spacing.
- Don't use different styles and fonts in the same components, try to maintain consistency



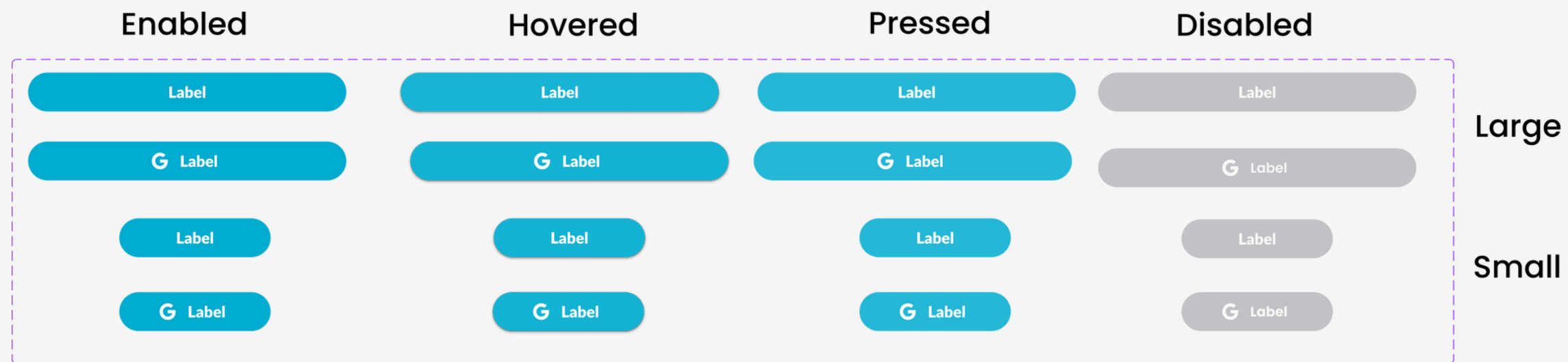
DO



DON'T

UI Elements

Primary Buttons



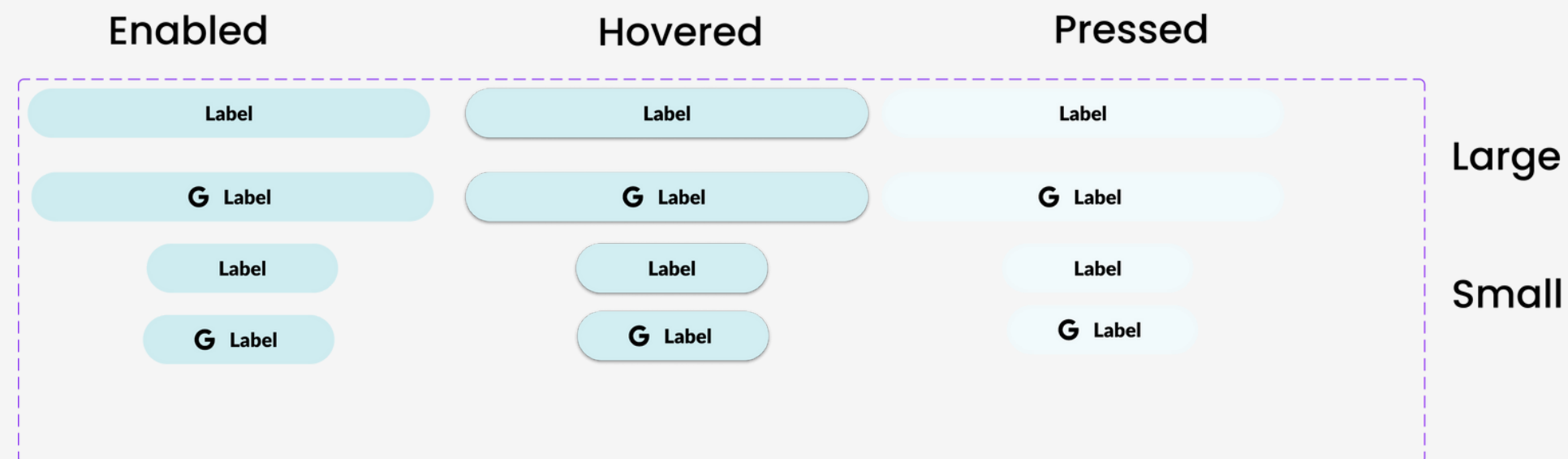
Buttons with/out icon large and small

Left padding: 24px
Right padding: 24px
corner radius: 20px
Top and bottom padding: 8px

Buttons with icon large and small content padding

Left padding: 16px
Right padding: 24px
Top and bottom padding: 0px

Secondary Buttons



Buttons measurements (primary and secondary)

Large:

Height: 40px
Width: 328 px

Small:

Height: 40px
Width: 156 px

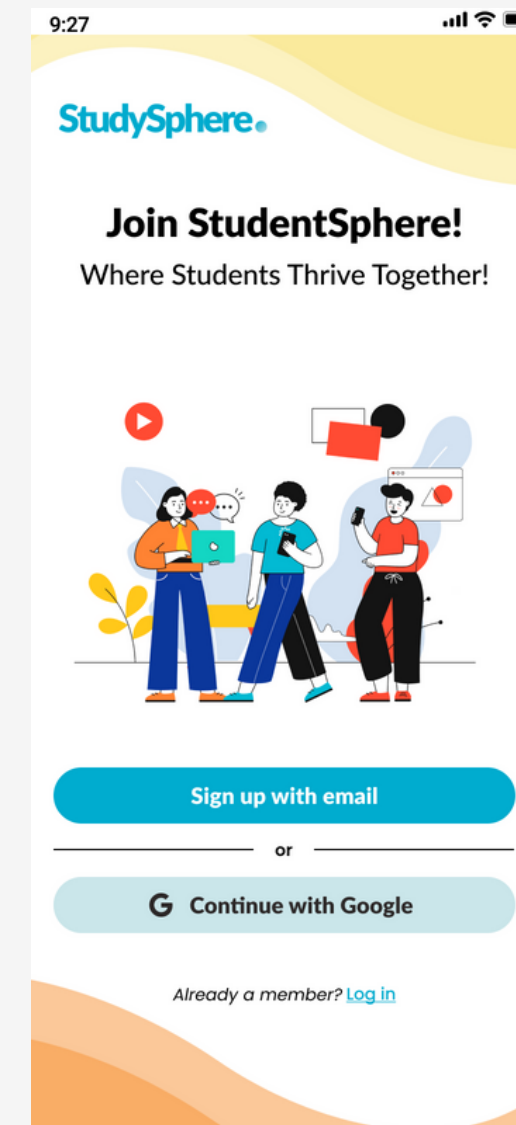
Do's and Don'ts primary and secondary Buttons

Do's

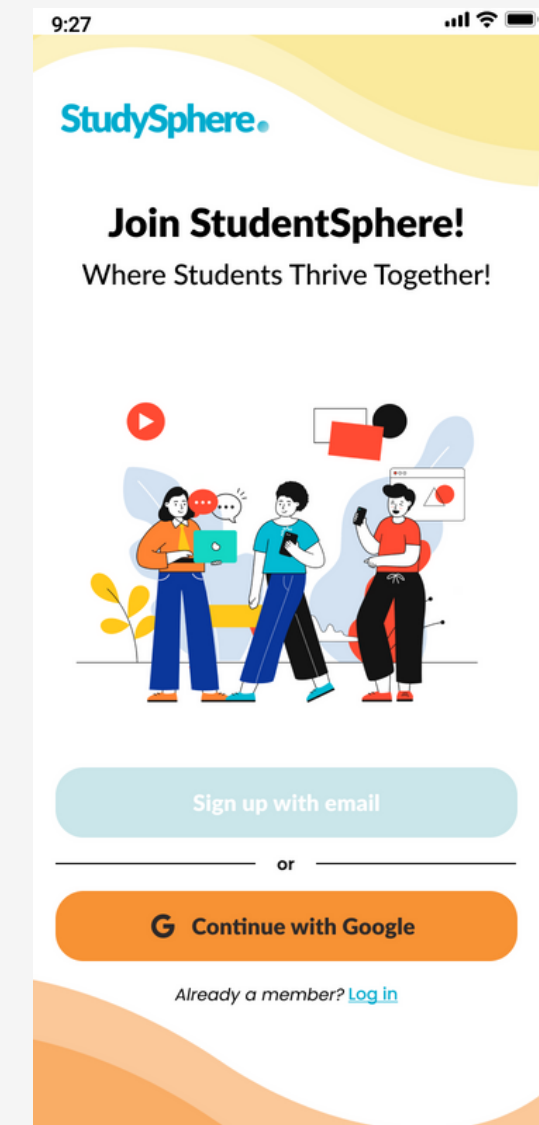
- Use the primary and secondary colours for the buttons.
- Use the neutral colours for the text in combination with the mentioned colours creating a correct contrast not to affect readability.

Don'ts

- Don't use accent colours for these buttons.
- Don't change the Height of the buttons.
- Don't use bright colours as background losing contrast and visibility.



✓ DO

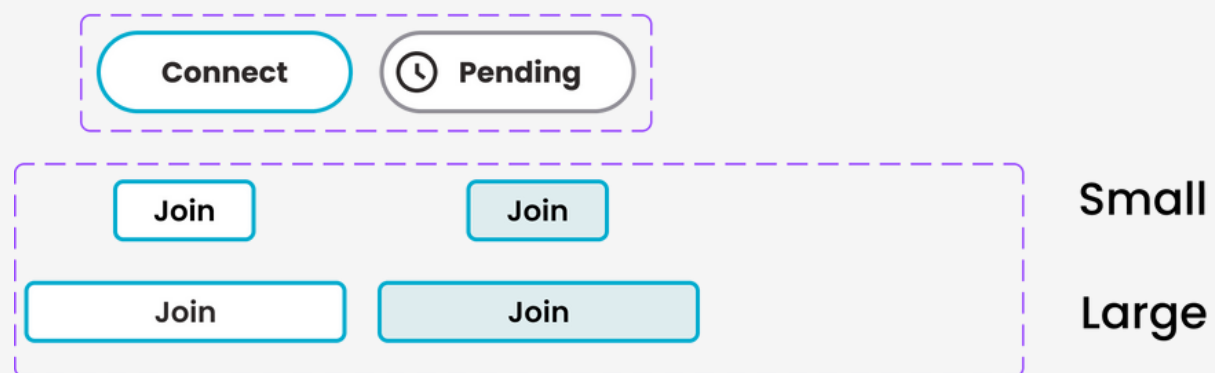


✗ DON'T

UI Elements

Tertiary Buttons

Enabled Pressed



Buttons connect and join (large and small) padding

Left padding: 24px
Right padding: 24px
corner radius: 20 and 5px
Top and bottom padding: 8px

Buttons measurements (primary and secondary

Connect and Pending

Height: 40px
Width: 124 px

Join:

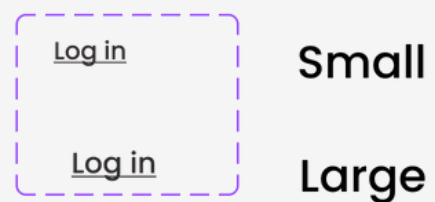
Large

Height: 30px
Width: 156px

Small

Height: 30px
Width: 69px

Text Button



UI Elements

Text Fields

Enabled

Label
Placeholder
Supporting Text

Label
Placeholder
Supporting Text

Label
Placeholder
Supporting Text

Label
Placeholder
Supporting Text

Focused

Label
Input|
Supporting Text

Label
Input|
Supporting Text

Label
Input|
Supporting Text

Label
Input|
Supporting Text

Correct

Label
Input|
Supporting Text

Label
Input|
Supporting Text

Label
Input|
Supporting Text

Label
Input|
Supporting Text

Error

Label
Input|
Supporting Text

Label
Input|
Supporting Text

Label
Input|
Supporting Text

Label
Input|
Supporting Text

Supporting Text without icon

Supporting Text with icon

Without supporting text and icon

With icon and no supporting text

Text Fields padding

Left padding: 8px
Right padding: 8px
corner radius: 4px
Top and bottom padding: 4px

Text Fields measurements

Width: 328px
Height: 56px

Do's and Don'ts text fields

Do's

- Modify the Width of the Text Field according to your need.
- Change the colour of the icons according to the colour palette and in a contrasting combination not affecting the overall contrast of the wireframe.
- Use the body text typography for text elements of the Text fields

Don'ts

- Don't modify the Height of the Text Fields
- Don't change the colour of the text fields to very light colours.
- Don't change the text fields from outlined to filled.
- Don't use headers typography on Text Fields.

9:27

StudySphere.

Enter your email and password to create an account

Email* alex.medina@outlook.com ✓

We will send you an email confirmation

Password* 2b@r7*!9

8 characters or longer

Continue

By signing in you agree to our [Terms & Conditions](#) and [Privacy Policy](#)

This wireframe shows a mobile app interface for account creation. The text fields are outlined in a dark green color. The email field contains 'alex.medina@outlook.com' with a green checkmark icon. The password field contains '2b@r7*!9' with a green eye icon. A blue 'Continue' button is at the bottom. The text is in a dark, legible font.

✓ DO

9:27

StudySphere.

Enter your email and password to create an account

Email* alex.medina@outlook.com ✓

We will send you an email confirmation

Password* 2b@r7*!9

8 characters or longer

Continue

By signing in you agree to our [Terms & Conditions](#) and [Privacy Policy](#)

This wireframe shows the same mobile app interface as the 'DO' example, but with a different styling. The text fields are outlined in a very light blue color. The email field contains 'alex.medina@outlook.com' with a light blue checkmark icon. The password field contains '2b@r7*!9' with a light blue eye icon. A blue 'Continue' button is at the bottom. The text is in a dark, legible font.

✗ DON'T

UI Elements

Post Text Field

Enabled

Share your knowledge...

- Document
- Image
- Create Event
- Add graphic

Vertical gap between elements: 20px

Focused

Lorem ipsum dolor sit amet consectetur. Tempor libero neque cras nibh dis morbi odio dictum justo. At id purus quis euismod nec id consequat quisque donec. Egestas rhoncus velit felis in in viverra sed placerat. Praesent cursus tortor amet nisl porttitor.

- Document
- Image
- Create Event
- Add graphic

Focused with media

Lorem ipsum dolor sit amet consectetur. Tempor libero neque cras nibh dis morbi odio dictum justo. At id purus quis euismod nec id consequat quisque donec. Egestas rhoncus velit felis in in viverra sed placerat. Praesent cursus tortor amet nisl porttitor.



- Document
- Image
- Create Event
- Add graphic

Text Fields padding

Left padding: 8px
Right padding: 8px
corner radius: 10px
Top and bottom padding: 4px

Text Fields measurements

Width: 328px
Height: 208px

UI Elements

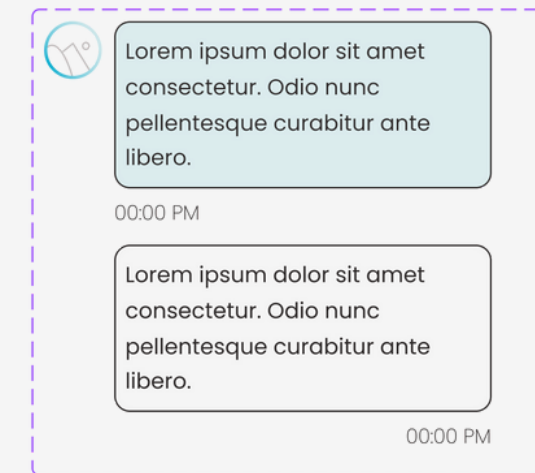
Message Text Field



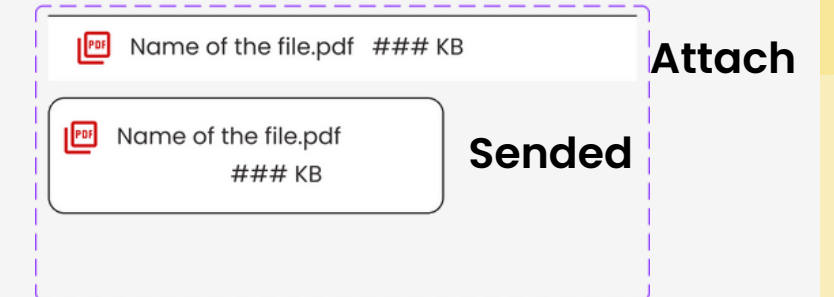
Post Text Field



Messages on the Chat



Attachment on Chat



Message Text Field padding

Left padding: 8px
Right padding: 8px
corner radius: 10px
Top and bottom padding: 8px

Message Text Fields measurements

Width: 328px
Height: 71px

Post Text Field padding

Left padding: 8px
Right padding: 8px
corner radius: 50px
Top and bottom padding: 8px

Post Text Field measurements

Width: 285px
Height: 39px

Messages on the Chat (text field) padding

Left padding: 8px
Right padding: 8px
corner radius: 10px
Top and bottom padding: 8px

Messages on the Chat measurements

Width: 242px
Height: 107px

Attachment on Chat padding sent

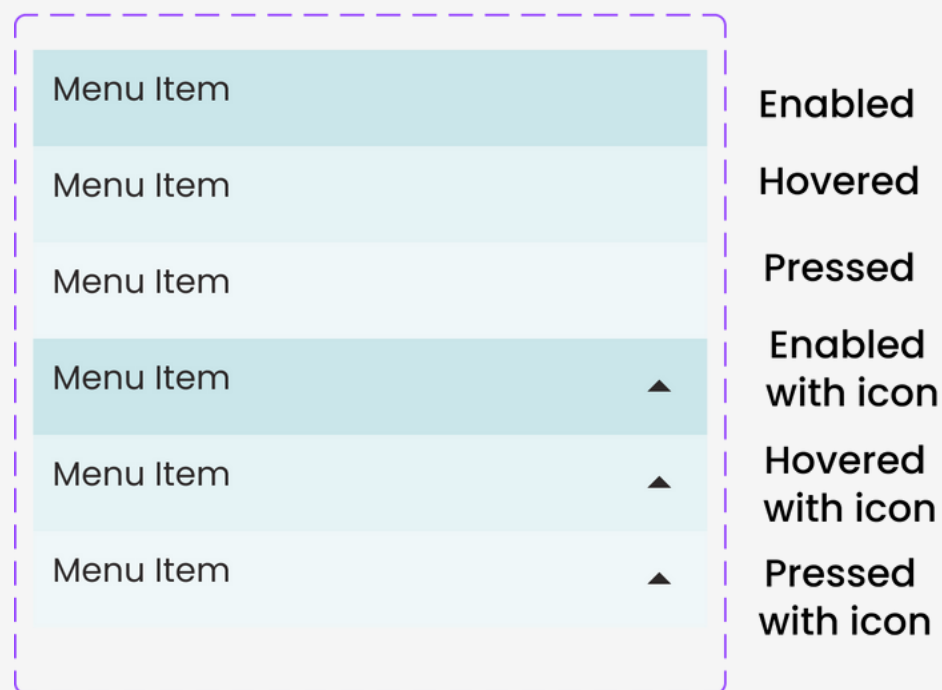
Left padding: 8px
Right padding: 8px
corner radius: 10px
Top and bottom padding: 4px
Width: 242 px
Height: 71px

Attachment on Chat padding

Left padding: 16px
Right padding: 16px
corner radius: 0px
Top and bottom padding: 4px
Width: 360 px
Height: 40px

UI Elements

Menu Items



Menu Items padding

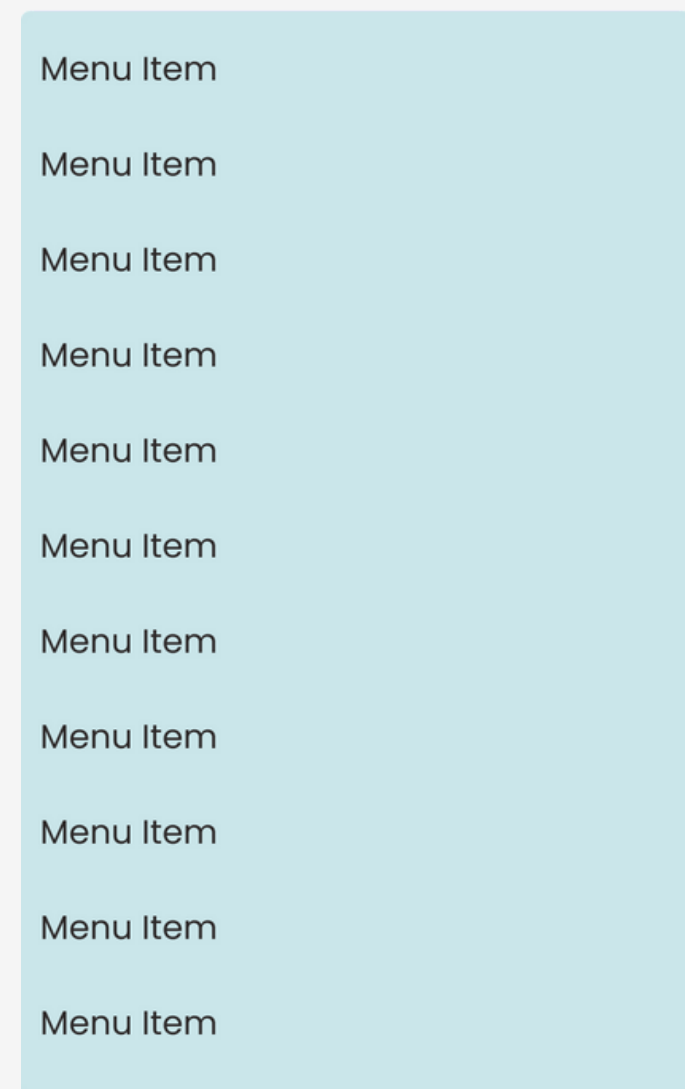
Left padding: 8px
Right padding: 8px
corner radius: 0px
Top and bottom padding: 4px

Menu Items measurements

Width: 281px
Height: 40px

Message Text Field padding

Menu



Menu padding

Left padding: 8px
Right padding: 8px
corner radius: 0px
Top and bottom padding: 4px

Menu measurements

Width: 281 px
Height: 45px

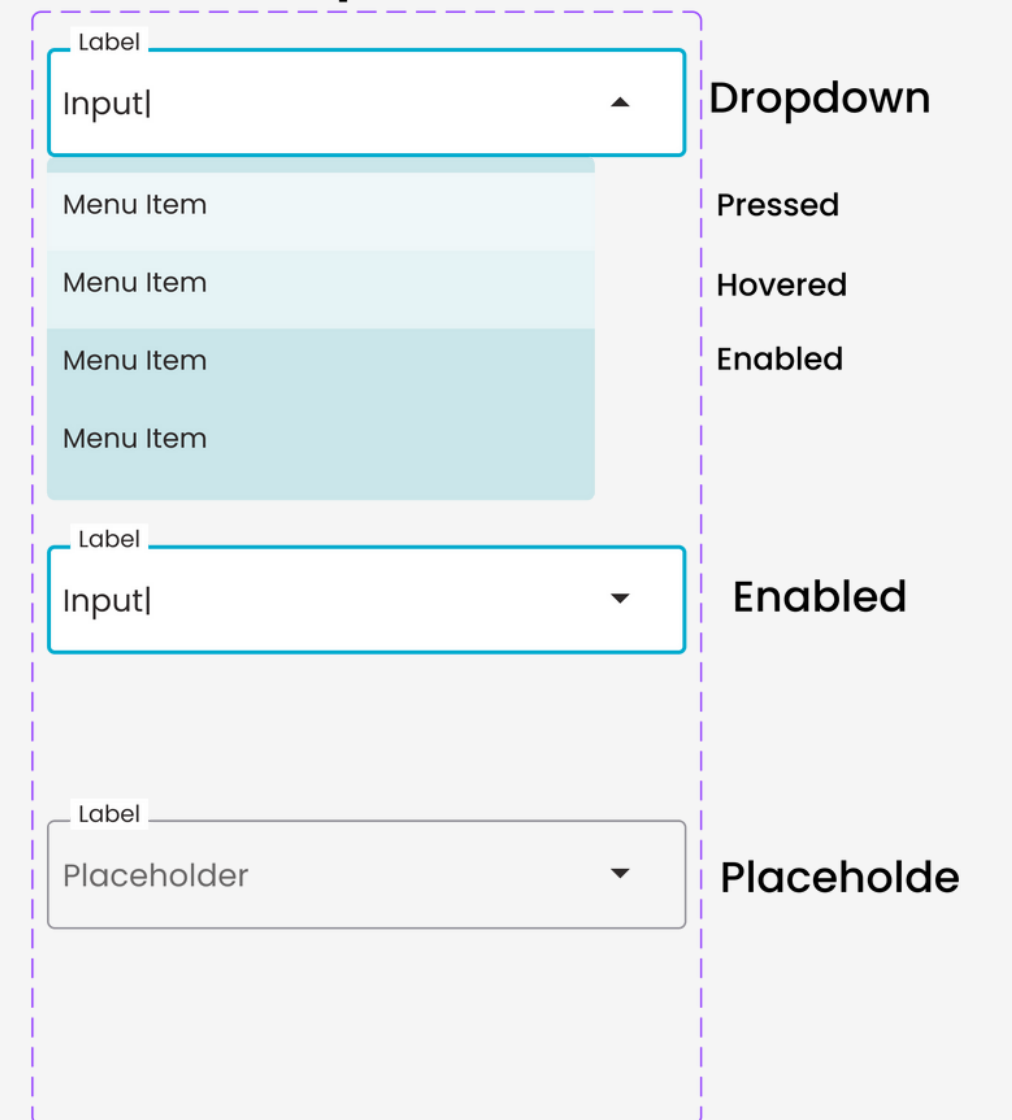
Autocomplete menu padding

Left padding: 8px
Right padding: 8px
corner radius: 4px
Top and bottom padding: 4px

Autocomplete measurements

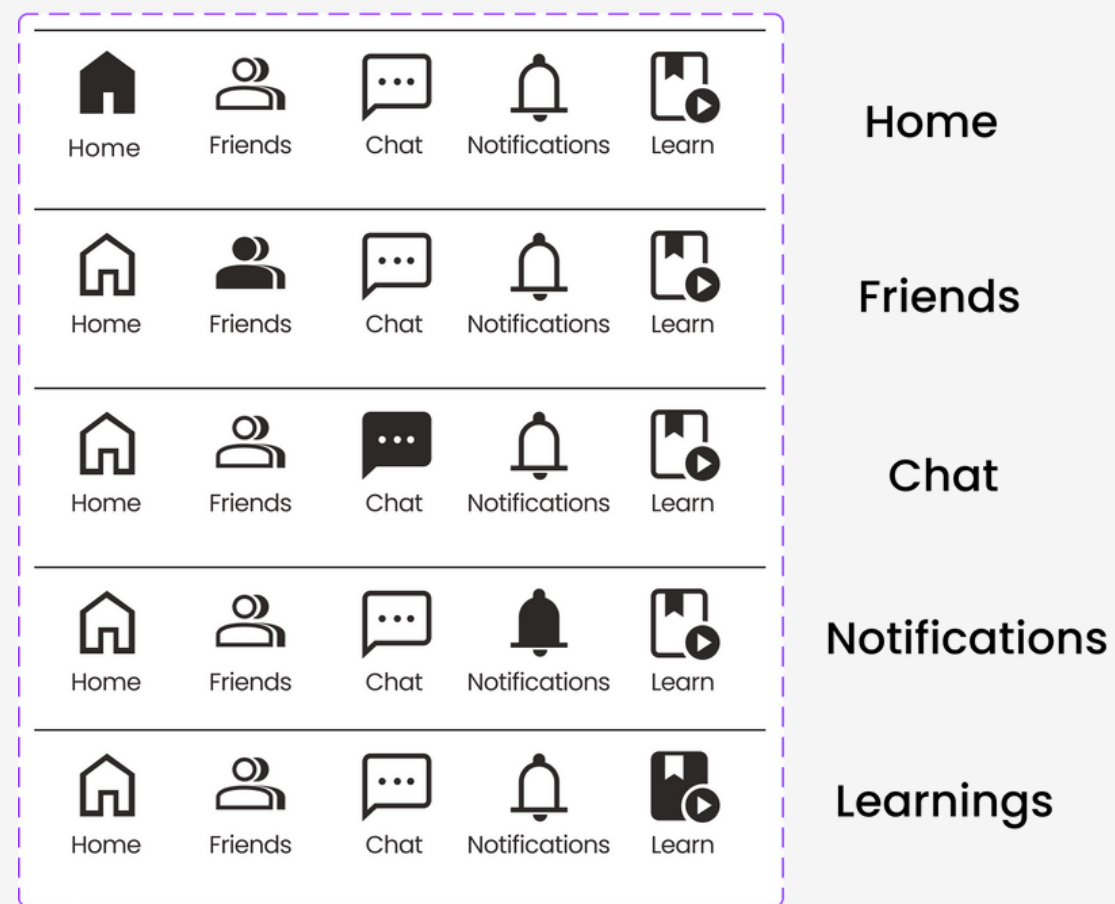
Dropdown:
Width: 327px
Height: 243px

Autocomplete menu



UI Elements

Navigation menu



Navigation menu padding

Left padding: 0px
Right padding: 0px
corner radius: 0px
Top and bottom padding: 8px

Navigation menu measurements

Width: 360px
Height: 80px

List Items



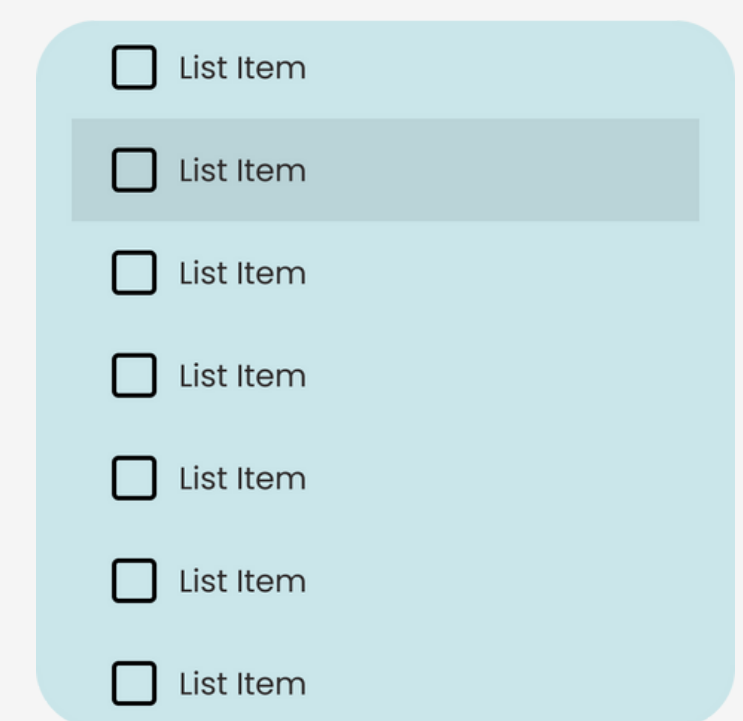
List Items padding

Left padding: 8px
Right padding: 8px
corner radius: 0px
Top and bottom padding: 4px

List Items measurements

Width: 281 px
Height: 46px

List



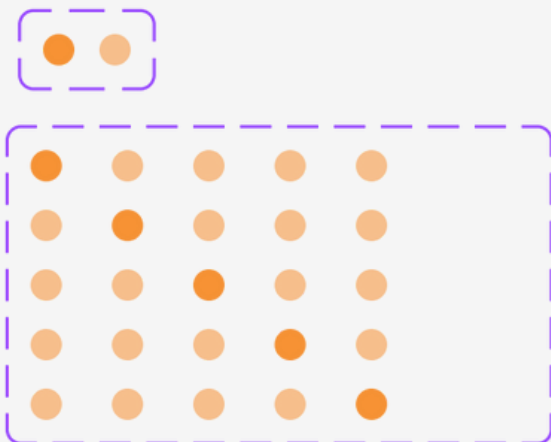
List measurements

Dropdown:

Width: 313px
Height: 317px

UI Elements

Circular progress indicators



Circular progress indicators measurements

Width: 10px

Height: 10px

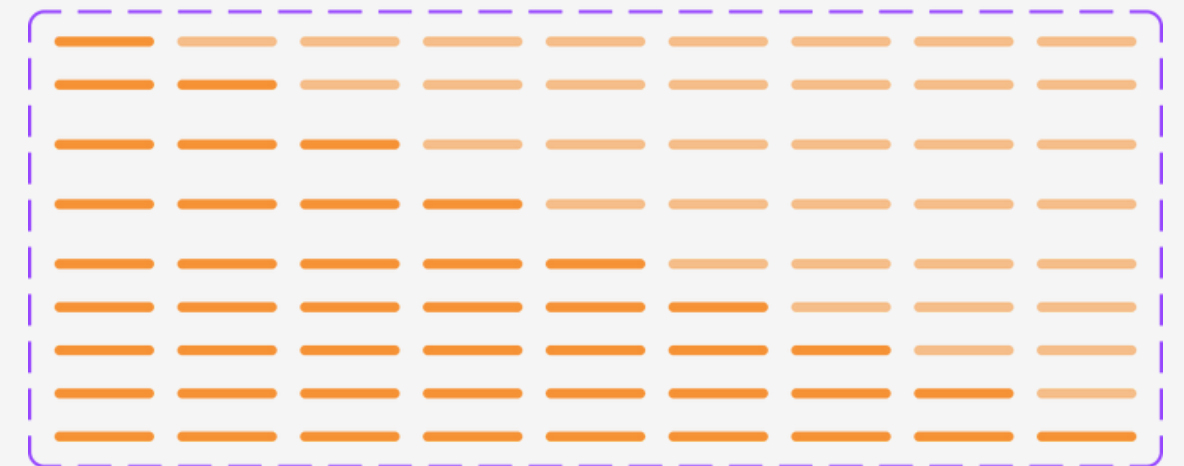
Linear progress indicators



Linear progress indicators measurements

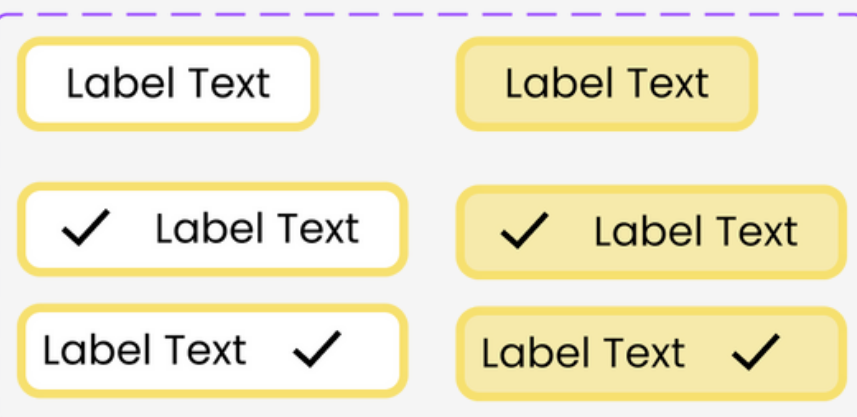
Width: 30px

Height: 3px



Chips

Enabled



Pressed

Enabled with icon

Pressed with icon

Chips without icons

Left padding: 16px
Right padding: 16px
corner radius: 8px
Top and bottom padding: 4px
Width: 102px
Height: 32px

Chips with icons

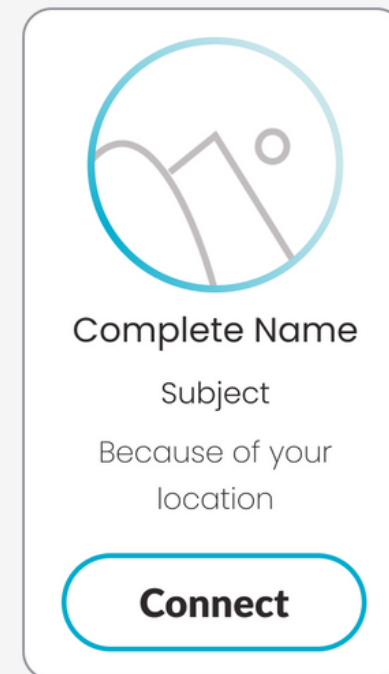
Left padding: 8px
Right padding: 16px
corner radius: 8px
Top and bottom padding: 4px
Width: 132px
Height: 32px

UI Elements

Card books and articles



Card contact students



Card books and articles

Left padding: 16px
Right padding: 16px
corner radius: 12px
Top and bottom padding: 12px
Width: 156px
Height: 271px

Card contact students

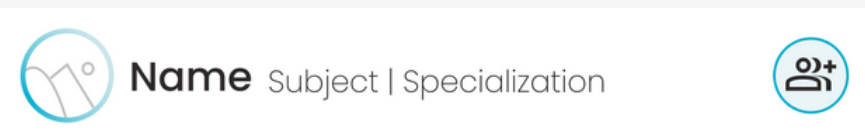
Left padding: 16px
Right padding: 16px
corner radius: 12px
Top and bottom padding: 12px
Width: 156px
Height: 274px



Profile details for Chat

Profile Details for Chat

Left padding: 16px
Right padding: 16px
corner radius: 0px
Top and bottom padding: 8px
Width: 360px
Height: 60px



Contact students card short

Chips with icons

Left padding: 16px
Right padding: 16px
corner radius: 0px
Top and bottom padding: 8px
Width: 360px
Height: 53px

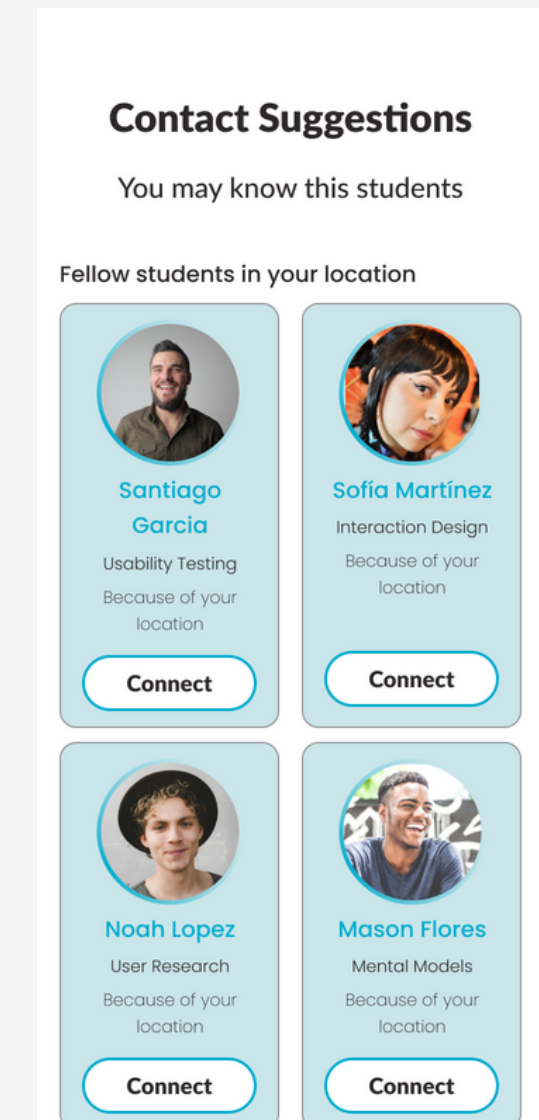
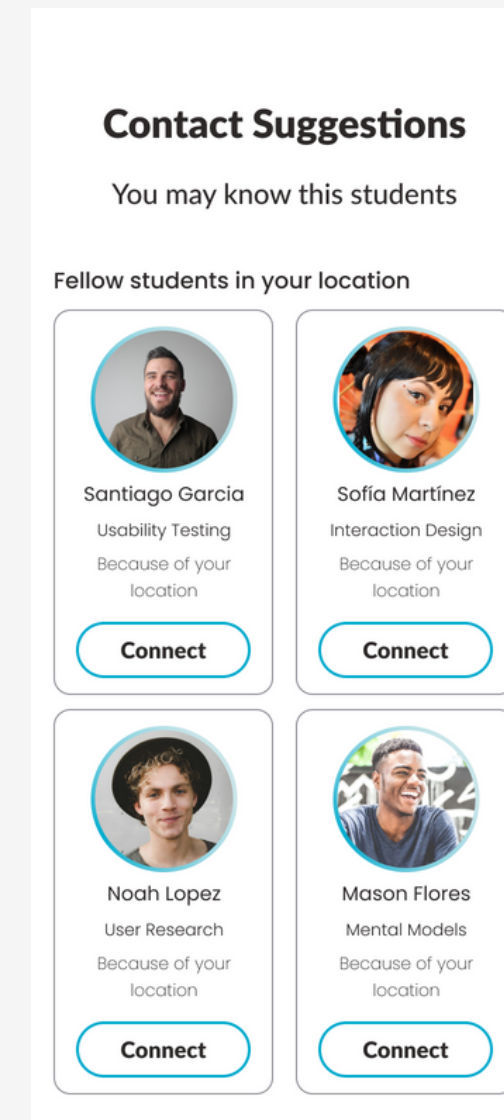
Do's and Don'ts Cards

Do's

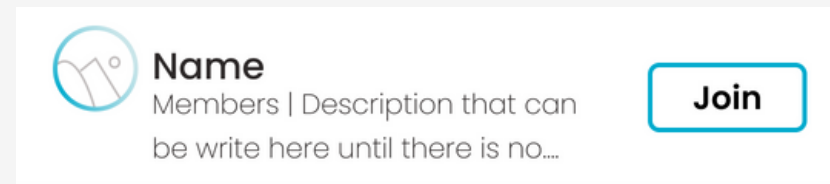
- Use the colour #ffffff background for cards.
- Use a corner radius from each card element
- Only use the small secondary buttons for cards or the designated buttons per component.
- Use the colour #2D2929 for Text.
- Use only the given body text typography for the text elements.

Don'ts

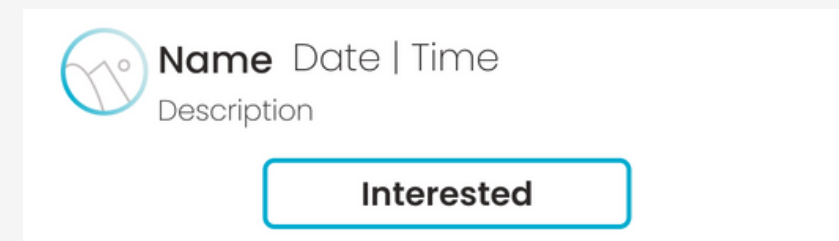
- Don't use bright colours as background.
- Don't apply the same corner radius for every card element.
- Don't use primary or Text buttons on card elements.
- Don't use bright colours for text elements on cards.
- Don't use header's text on cards elements.



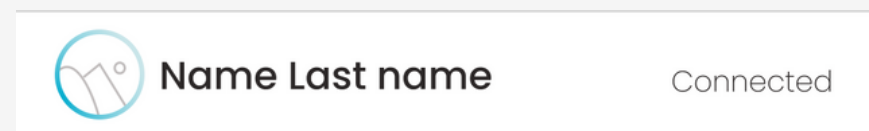
UI Elements



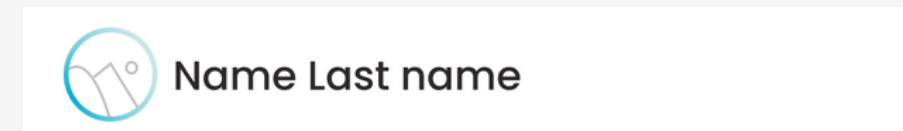
Group card information



Event card information



Profile information and status for Chat



Profile details for post

Group card information

Left padding: 16px
Right padding: 16px
corner radius: 0px
Top and bottom padding: 8px
Width: 360px
Height: 78px

Event card information

Left padding: 16px
Right padding: 16px
corner radius: 0px
Top and bottom padding: 8px
Width: 360px
Height: 78px

Profile information and status for Chat

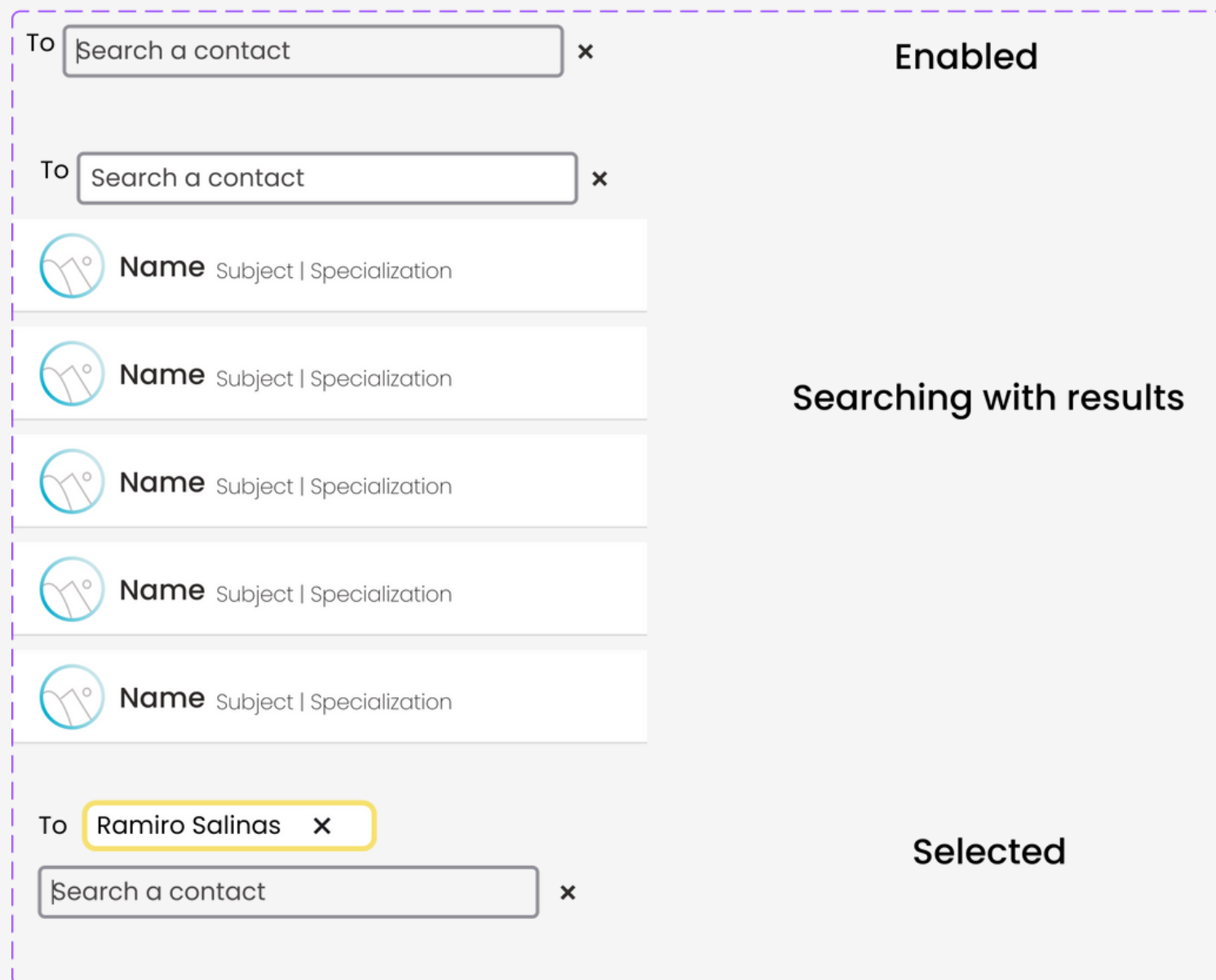
Left padding: 16px
Right padding: 16px
corner radius: 0px
Top and bottom padding: 8px
Width: 360px
Height: 53px

Profile details post

Left padding: 16px
Right padding: 16px
corner radius: 0px
Top and bottom padding: 8px
Width: 360px
Height: 32

UI Elements

Search bar for Chat



Search bar enabled

Left padding: 8px
Right padding: 8px
corner radius: 4px
Top and bottom padding: 4px
Horizontal gap between items: 4px
Width: 328px
Height: 30px

Search bar searching with results

Left padding: 8px
Right padding: 8px
corner radius(search): 4px
Top and bottom padding: 4px
Horizontal gap between items: 4px
Vertical gap between items: 8px
Width: 360px
Height: 335px

Search bar selected


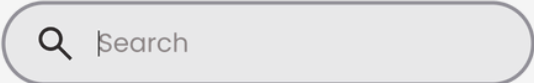
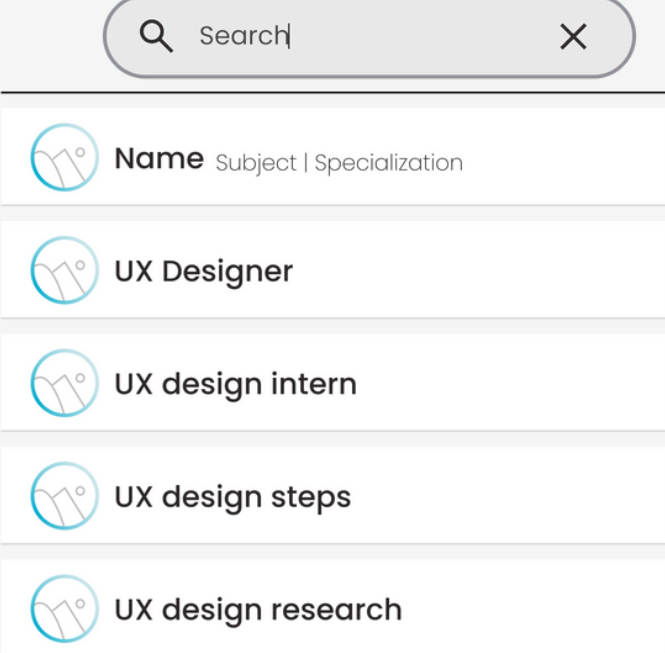
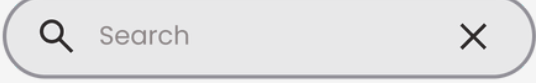
Search bar:
Left padding: 8px
Right padding: 8px
corner radius(search): 4px
Top and bottom padding: 4px

Chip with name of contact:
Left padding: 8px
Right padding: 16px
corner radius(search): 8px
Top and bottom padding: 4px
Width: 167px
Height: 29px

Horizontal gap between items: 8px
Vertical gap between items: 8px
Width: 328px
Height: 67px

UI Elements

Search bar Home and Friends

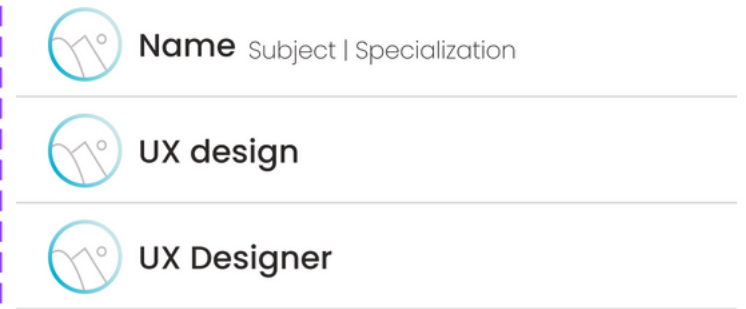
Short search version	Expanded search version	Expanded version with results	Expanded version search done
			
Short version Corner radius: 27px Width: 46px Height: 46px	Expanded search version Left padding: 16px Right padding: 16px Top and bottom: 4px Corner radius: 27px Width: 286px Height: 46px	Expanded version with results Left padding: 16px Right padding: 16px Top and bottom: 4px Corner radius: 27px Width: 360px Height: 359px	Expanded version search done Left padding: 16px Right padding: 16px Top and bottom: 4px Corner radius: 27px Width: 286px Height: 46px

Search Blinkers

Search Results

Height: 14px

Search Results

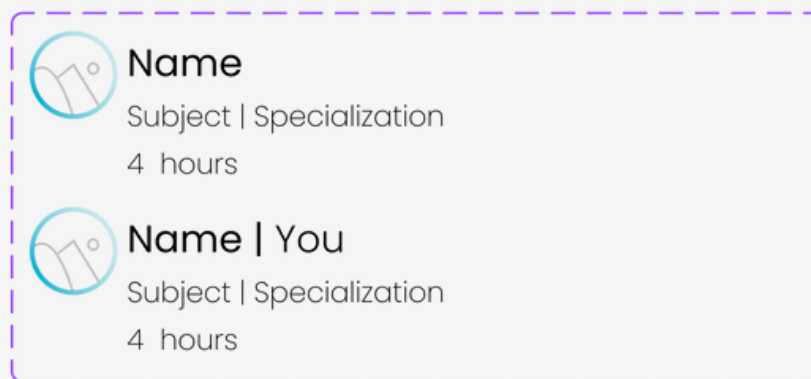


Search Results

Left padding: 16px
Right padding: 16px
Corner radius(search): 0px
Top and bottom padding: 8px
Horizontal gap between items: 8px
Width: 360px
Height: 53px

UI Elements

Students profiles in posts



Default

User profile

Students profiles in posts

Horizontal gap between items: 4px
Width: 328px
Height: 66px

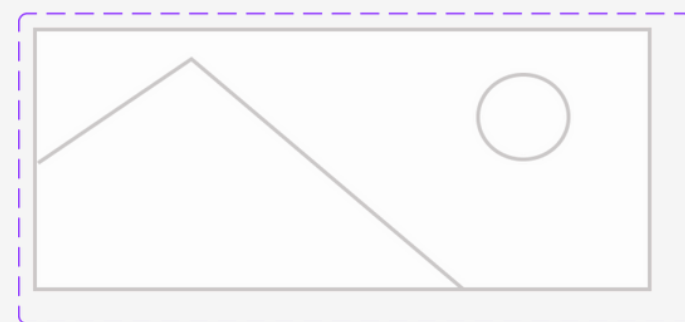
Lorem ipsum dolor sit amet consectetur. Cras quisque est senectus urna praesent adipiscing.

Post content

Post content

Corner radius: 27px
Width: 328px
Height: 68px
Body medium

Multimedia post



Multimedia Post

Width: 328px
Height: 140px

Post Reactions

10  6  3 

Post Reactions

Horizontal gap between items: 4px
Width: 107px
Height: 18px

Post Interactions



Post Interactions

Horizontal gap between items: 16px
Width: 328px
Height: 49px

UI Elements

Multiple images post



Multimedia Post

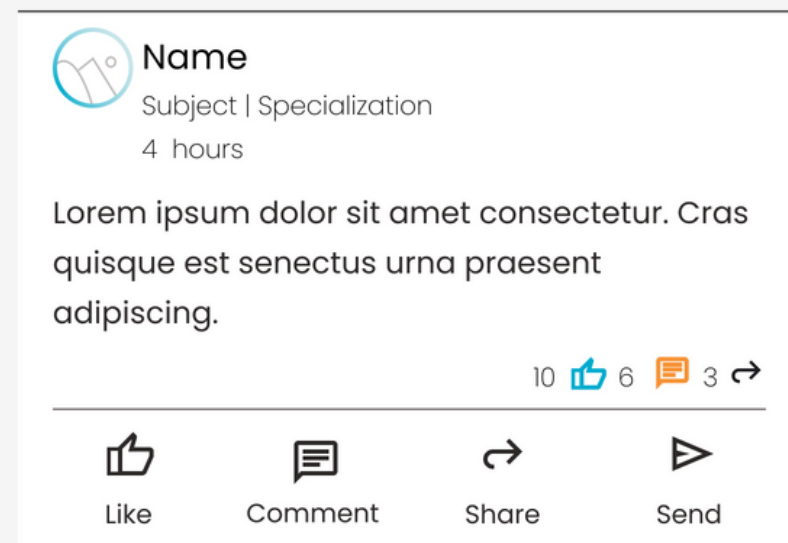
Vertical gap between items: 8px
Width: 328px
Height: 158px

Multiple Images Post

Horizontal gap between items: 8px
Width: 1648px (336px)
Height: 174 px

UI Elements

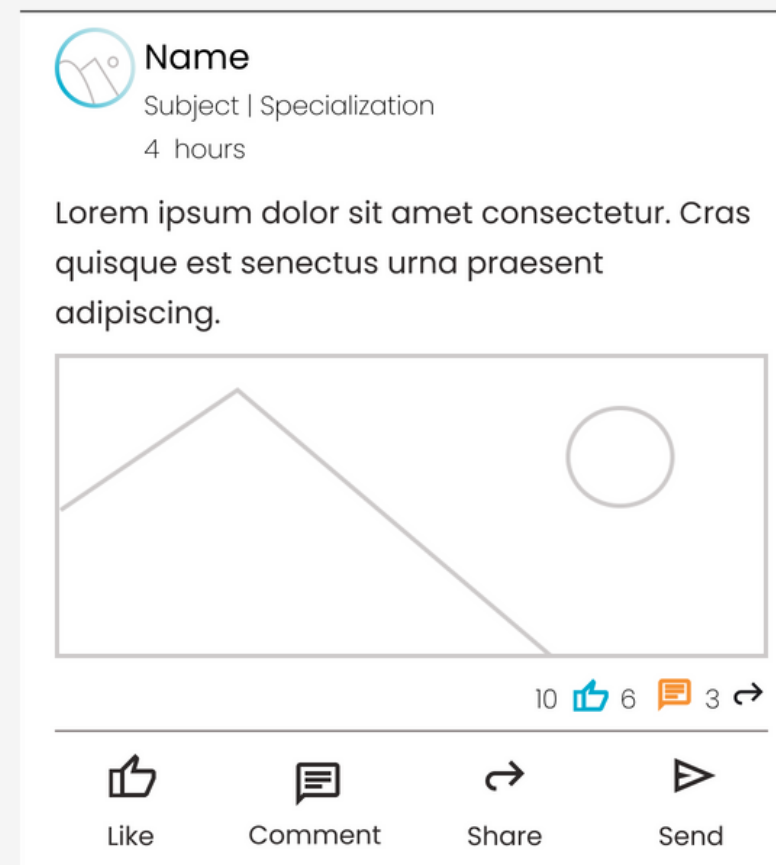
Post only content



Post only content

Left padding: 16px
Right padding: 16px
Top and bottom: 8px
Vertical gap between items: 8px
Corner radius: 0px
Width: 360px
Height: 249px

Post content and multimedia



Post only content

Left padding: 16px
Right padding: 16px
Top and bottom: 8px
Vertical gap between items: 8px
Corner radius: 0px
Width: 360px
Height: 397px

Post content with multiple multimedia

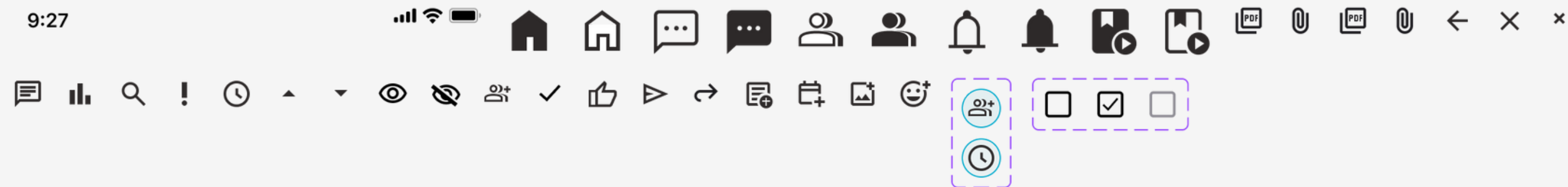


Post content with multiple multimedia

Left padding: 16px
Right padding: 16px
Top and bottom: 8px
Vertical gap between items: 8px
Corner radius: 0px
Width: 360px
Height: 415px

Iconography

Icons and Icon Buttons



ICONS

Stroke: 1.5-4 Depending on the icon.

Size: Small (20x20), Regular (24x24) and Large(40x40)

Style: Outlined and Filled with variations between rounded edges when needed and regular forms.

Mood: Familiar, traditional, social media icons

Iconography

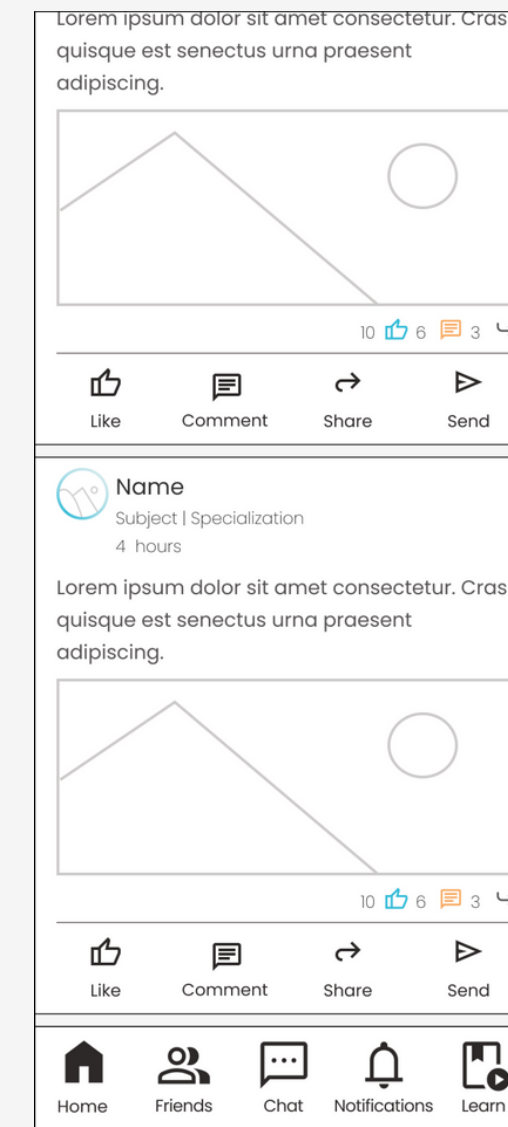
In designing our icons, we aimed to use familiar and traditional icons that users commonly encounter in other social media apps. Our goal was to ensure that users can easily navigate through the app and understand the possible actions that each icon represents. Clear icon design helps to minimize confusion and enhance the overall user experience.

Do's

- Use the icons with the given colour palette in combinations that are not too saturated.
- Use the large version of the icons to indicate important navigation topics to the users, such as in navigation menus or components.

Don'ts

- Do not use icons smaller than 18x18 px and larger than 40x40 px and don't combine different sizes in components.
- Do not increase or decrease the designated width of the lines with which the icons were created.



DO



DON'T

Imagery



Illustrations:

the colour palette of the illustrations match our colour palette and they convey a **togetherness and community**. They explain in a very engaging and clear way general but at the same time, specific topics such as **connecting online**, or **verification status**.

Images:

Regarding the images, it's important to note that we **cannot control what images users** choose for their **profile pictures**. However, the purpose of selecting these images is to create a more **youthful and casual community experience**. We searched for images of happy young people in colour, where the subjects looked natural to add **realism and warmth to the wireframes**. Additionally, we aimed to showcase **diversity and multiculturalism** through the photos.

The purpose of having two different backgrounds was to bring more colour to the screens that are involved in creating a user's profile and in Chat. The idea was to use complementary colours such as yellow and orange to create a friendly and energetic atmosphere.

Imagery Don'ts



Illustrations:

Illustrations, where they feature predominantly female figures with highly saturated colours, don't work for an app that strikes for diversity. The excess of saturated illustrations, combined with other design elements, can cause **visual fatigue and disrupt the user's navigation**.

Images of persons:

The **lack of naturalness in a person's images** takes away the realism and authenticity of the images. Furthermore, photos that are in black and white and with specific poses may **divert the user's attention**.

Backgrounds:

Do not use patterns which has rough and aggressive curves that draw or obstruct the user's attention/view instead of complementing the wireframes.

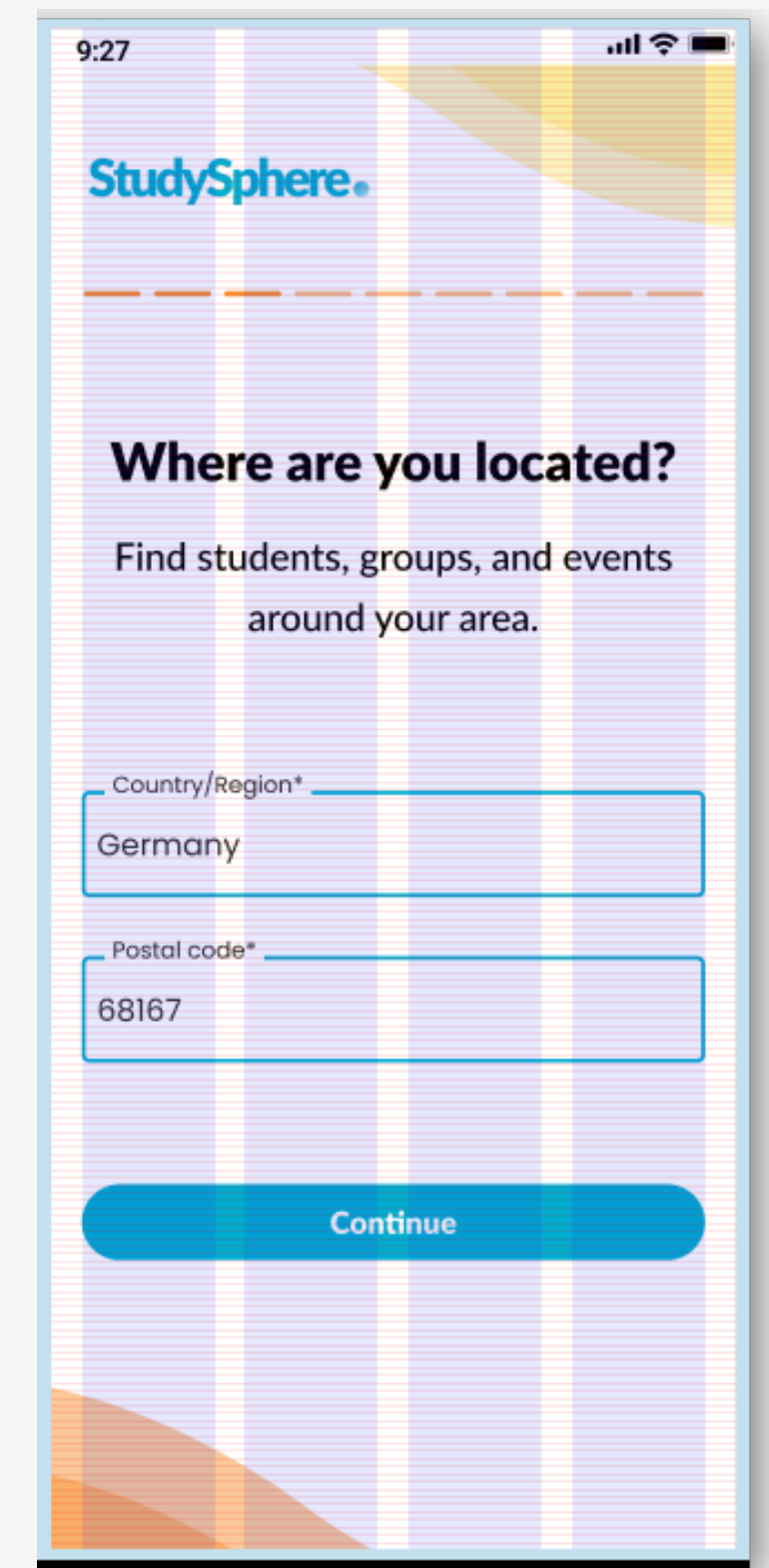
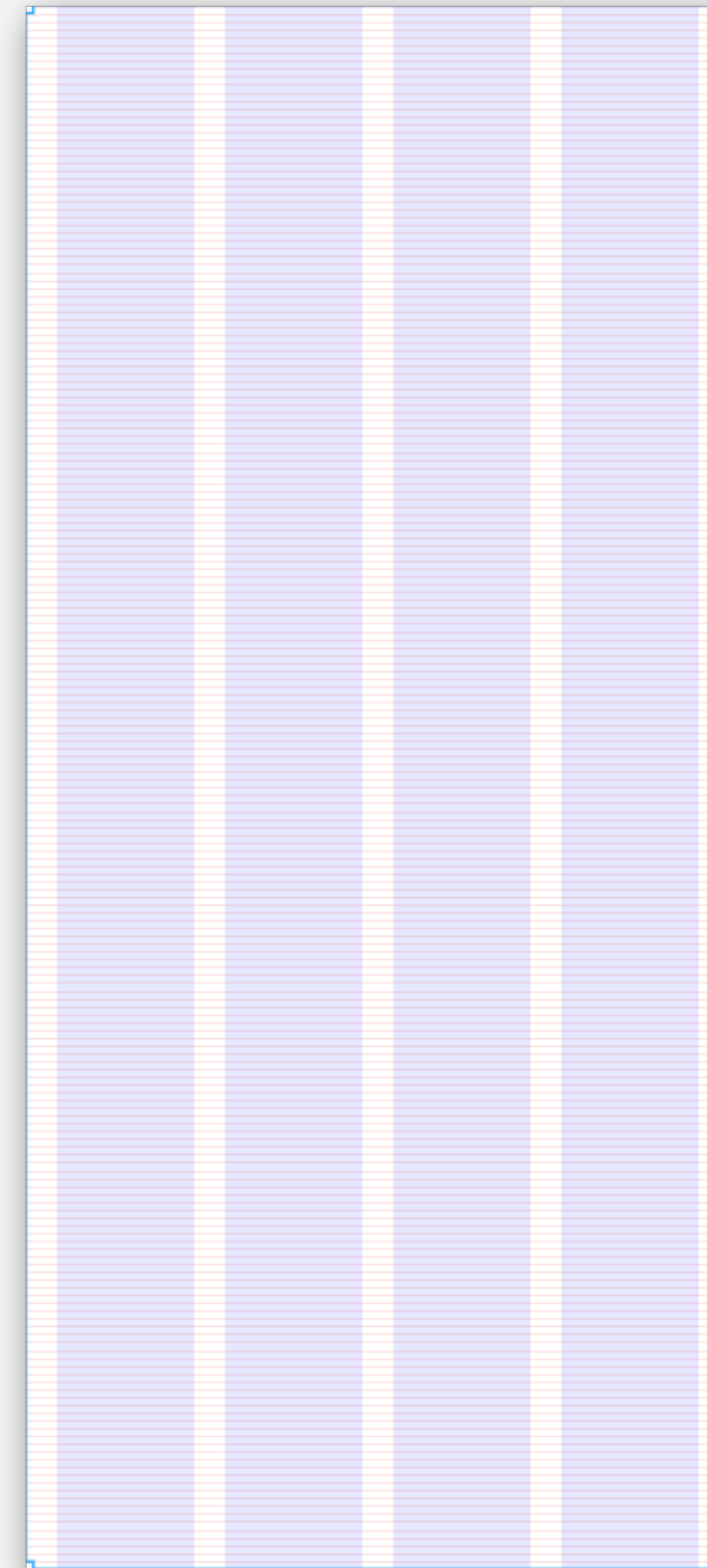
Grids

Vertical Grid

Breakpoint	Grid Width	Column Count	Margin Width	Gutter Width
Mobile	360	4	16	16

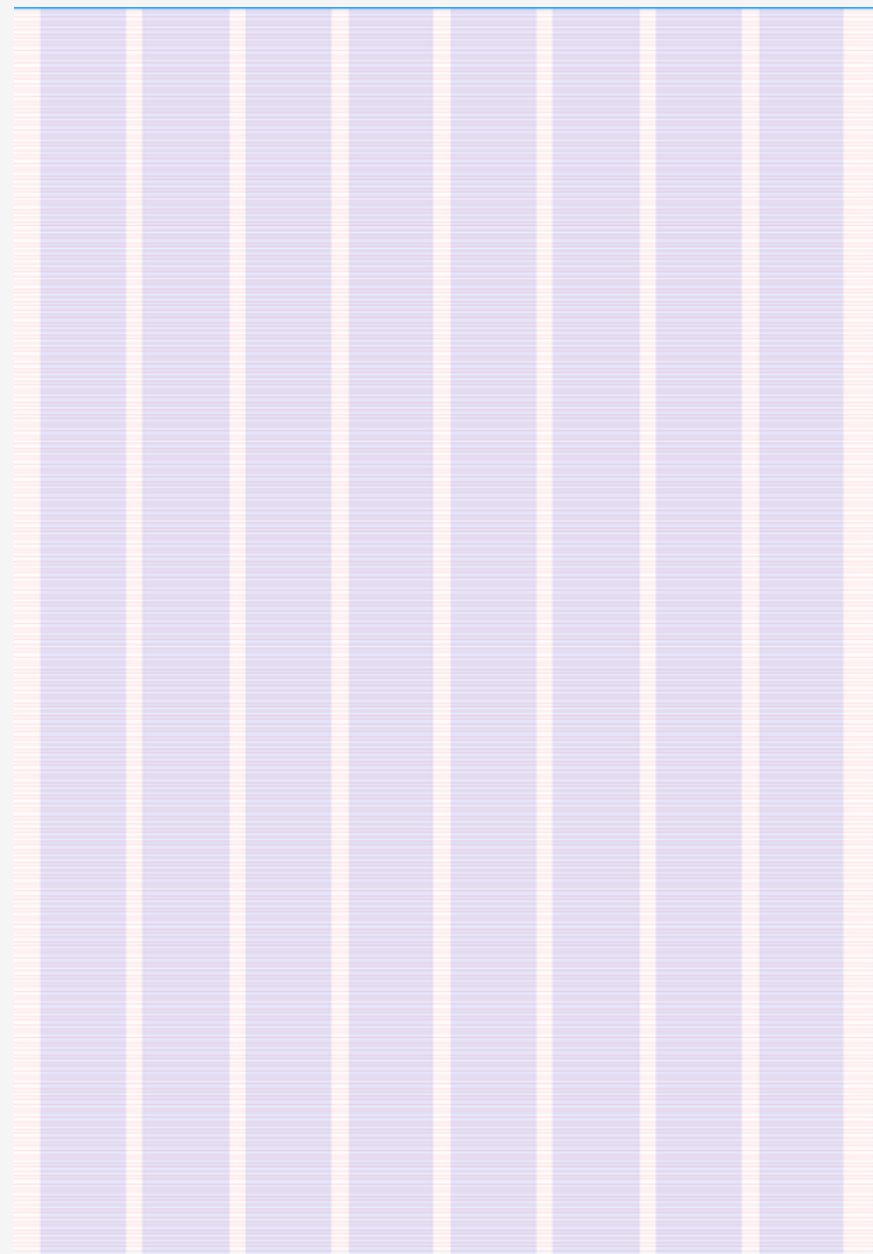
Horizontal Grid: using the 4pt system

Breakpoint	Grid Width	Rows Count	Type	Height
Mobile	360	1000	16	16



Grids

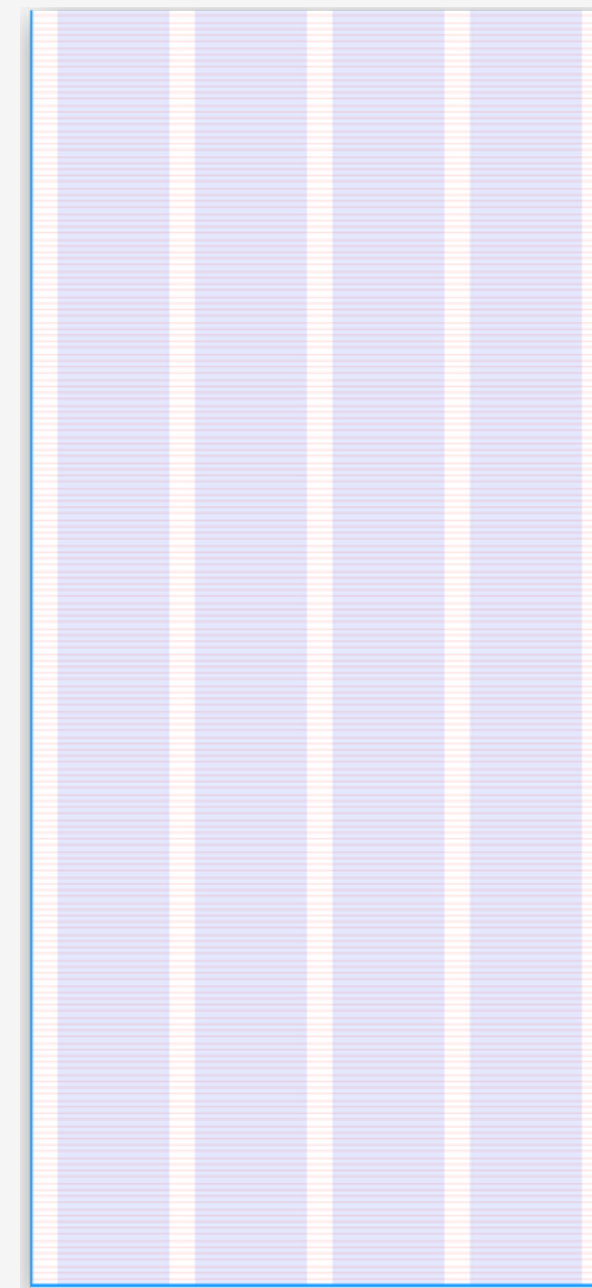
Tablet Dimensions: W: 834px H:1194px



Layout grid vertical:
Columns: 8
Type: Stretch
Margin: 32
Gutter: 16

Layout grid horizontal:
Rows: 1000
Type: Top
Height: 4

Mobile Dimensions: W: 360px H:800px

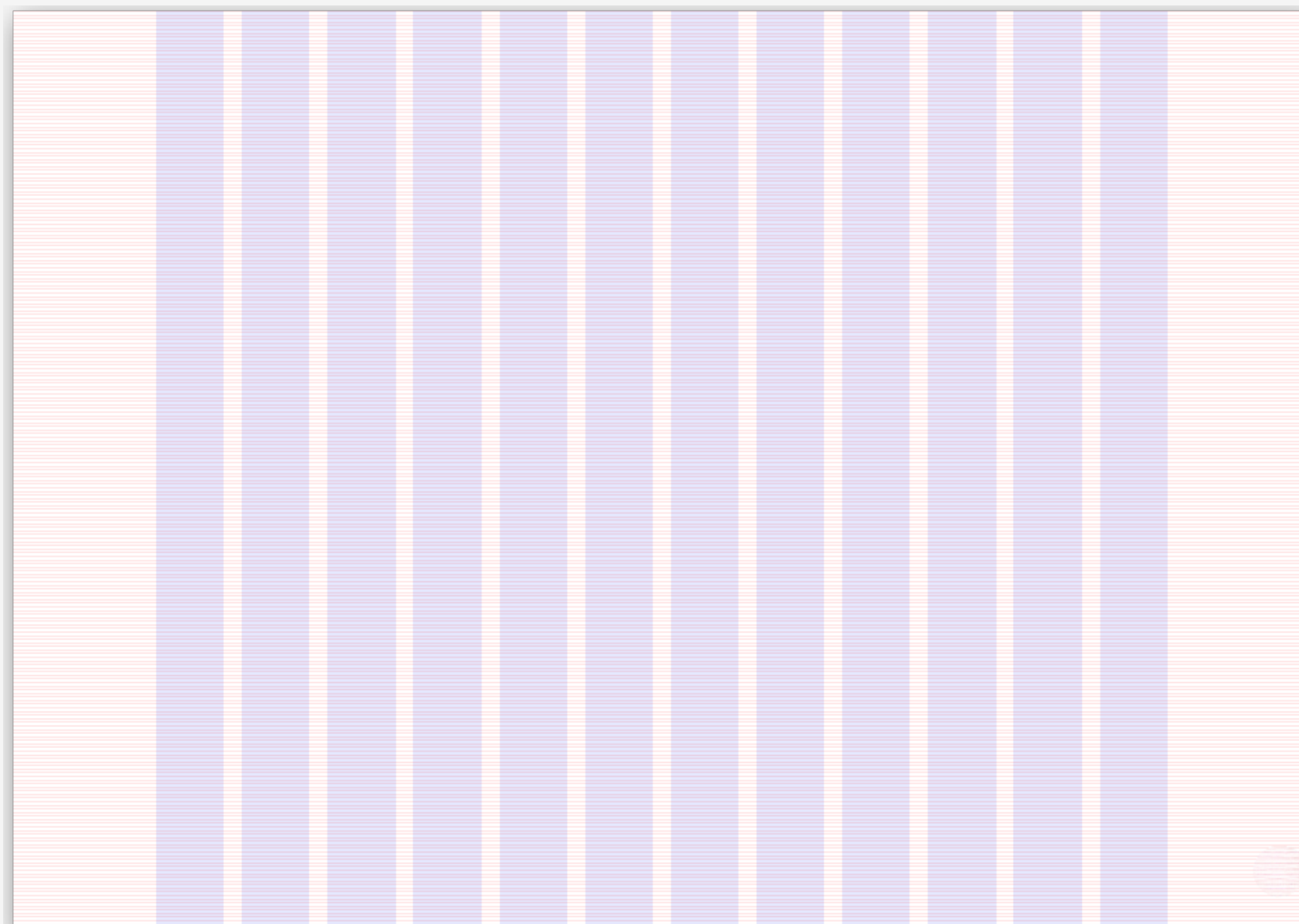


Layout grid vertical:
Columns: 4
Type: Stretch
Margin: 16
Gutter: 16

Layout grid horizontal:
Rows: 1000
Type: Top
Height: 4

Grids

Desktop Dimensions: W: 1440px H:1024px



Layout grid vertical:

Columns: 12

Type: Stretch

Margin: 160

Gutter: 20

Layout grid horizontal:

Rows: 1000

Type: Top

Height: 4

Language Guidelines

StudySphere voice is **casual, friendly, and juvenile**. It is a **casual-semi-formal** tone of voice that seeks direct and simple messages to help the students connect and achieve their learning goals together.

It is a **polite, respectful and understanding voice** that seeks mutual understanding and respect between the users of the web app. We strive for bringing a safe secure place for students to connect, communicate and learn together in a safe digital community, with zero tolerance for discrimination and abuse within the web app.



General Do's and Don'ts

- Do not use dark or black backgrounds on any screen of the application.
- Do not combine bright colors applied to different elements within a wireframe.
- Do not use bright or very saturated backgrounds, opt for light backgrounds and for the colors recommended in the color palette section.

