Goalin

Big goals. Daily wins

Style Guide
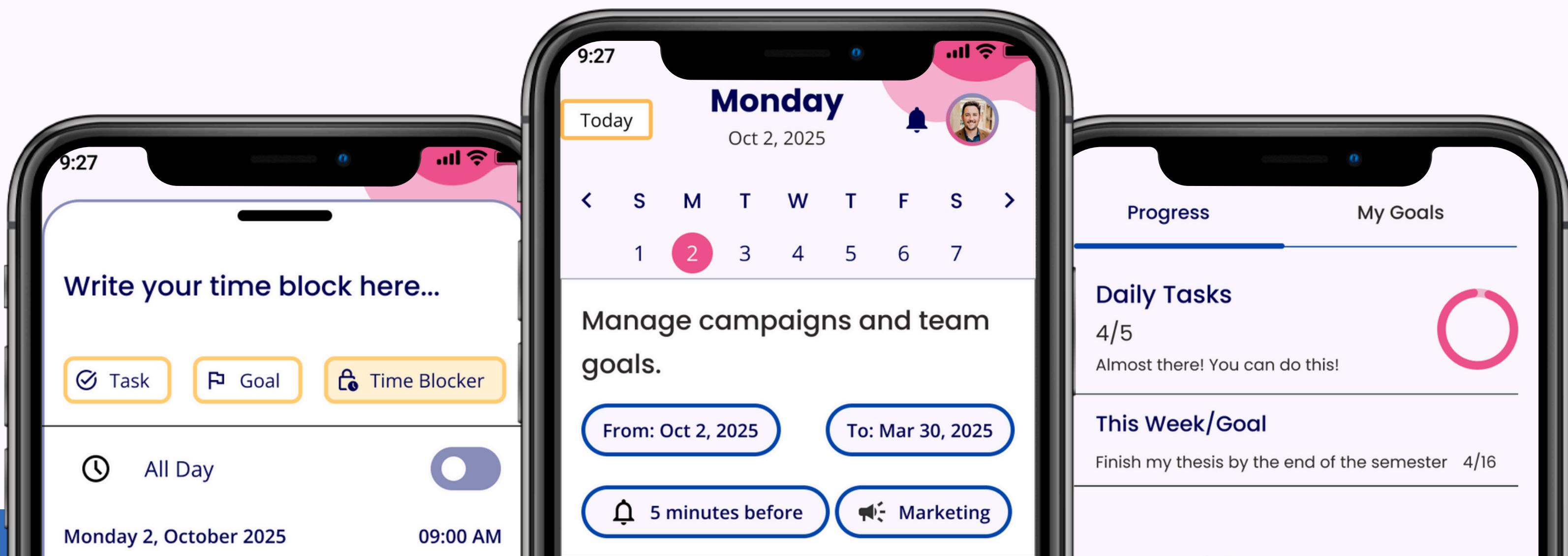
Logo

Font: Open Sans   Style: Bold   Font Size 53.7

Goalin

BRANDNAME

COLOURS

#0047AB

#8B8DB9

#EC528C

H: 52px

Goalin

W: 156px

DESKTOP VERSION

H: 80px

Goalin

W: 262px
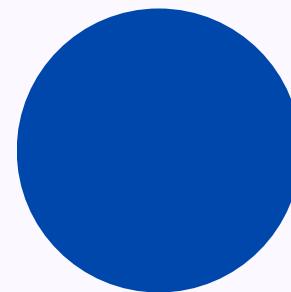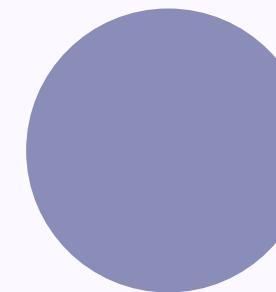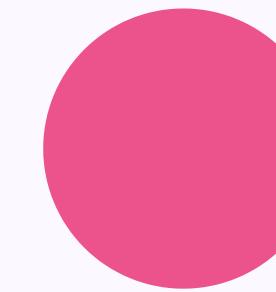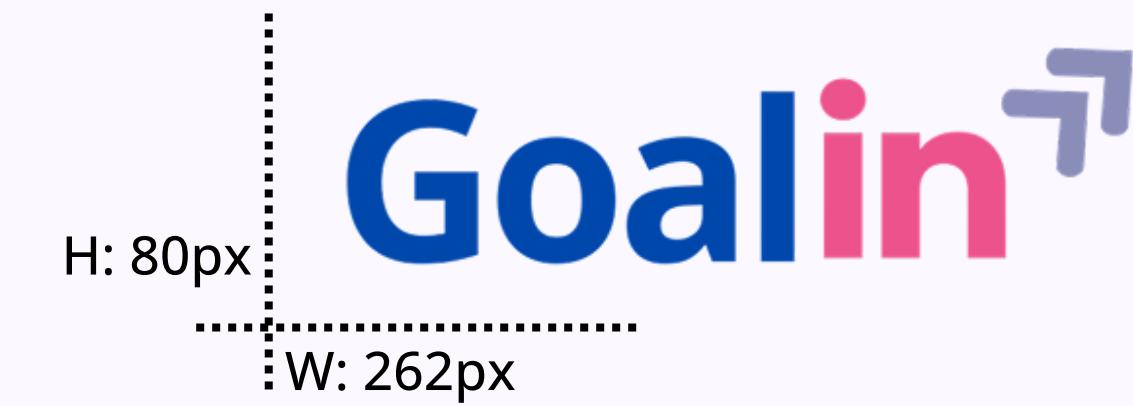
Logo: Do's and Don'ts

Goalin aims to help young professionals reach their long-term goals by breaking them into daily tasks. It provides AI-driven suggestions, tracks progress, and supports habits through a straightforward, user-friendly interface.

The logo uses dark blue, purple-grey, and pink to convey a **reliable, strong, yet modern and energising vibe** for young professionals. This aims to make users feel **secure and comfortable** when using the app and **inspire** them to complete tasks.

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, set against a white or very low-saturation background.
- Use the logo in a white version if necessary, combined with bright colours, particularly those from the colour palette.

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.

Goalin

✅ **DO**

Goalin

✅ **DO**

Goalin

❌ **DON'T**

Goalin

Big goals. Daily wins

Goalin is a mobile app designed to help young professionals break down long-term goals into small, achievable tasks with the help of AI. Each day feels clearer, with personalised suggestions, visual progress, and small wins that build momentum. Time blockers and reminders protect your focus on the things that matter, even on your busiest days. Because real progress isn't about doing more — it's about doing what matters, one step at a time.

Goalin

Big goals. Daily wins

The objective of **Goalin** is to help young professionals turn their big, often overwhelming ambitions into clear daily actions so they can make steady, meaningful progress without burning out.

- **Create an account:** users can quickly create a personal account to start planning and tracking goals. This unlocks personalised features and syncs progress across devices.
- **Add a goal and break it down with AI:** our users can set long-term goals and have AI break them into daily tasks, reducing guesswork and making large goals less overwhelming.
- **Add time blockers:** Users can protect their time by adding blockers for focused work or habits, reducing distractions and maintaining control over their schedule.
- **Calendarize tasks:** Tasks can be scheduled on a visual calendar to better manage time and build routines.
- **Track progress:** Visual progress indicators show users' progress toward goals, boosting motivation and consistency with a medals rewards system.

Colour Palette
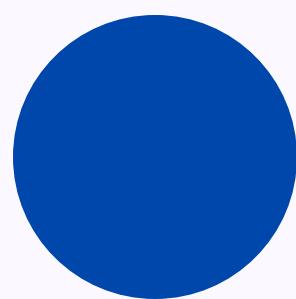
#0047AB
R0 G71 B171
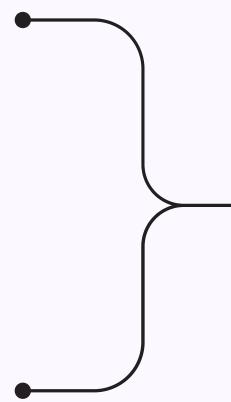
PRIMARY COLOUR
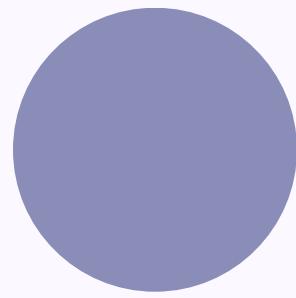
#8B8DB9
R139 G141 B185

SECONDARYCOLOUR

ACCENT COLOURS
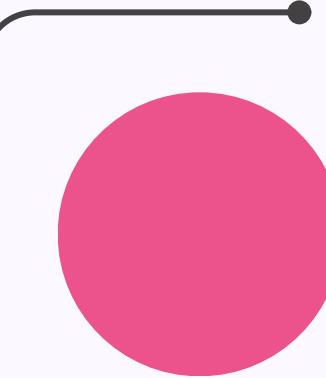
#EC528C
R236 G82 B140
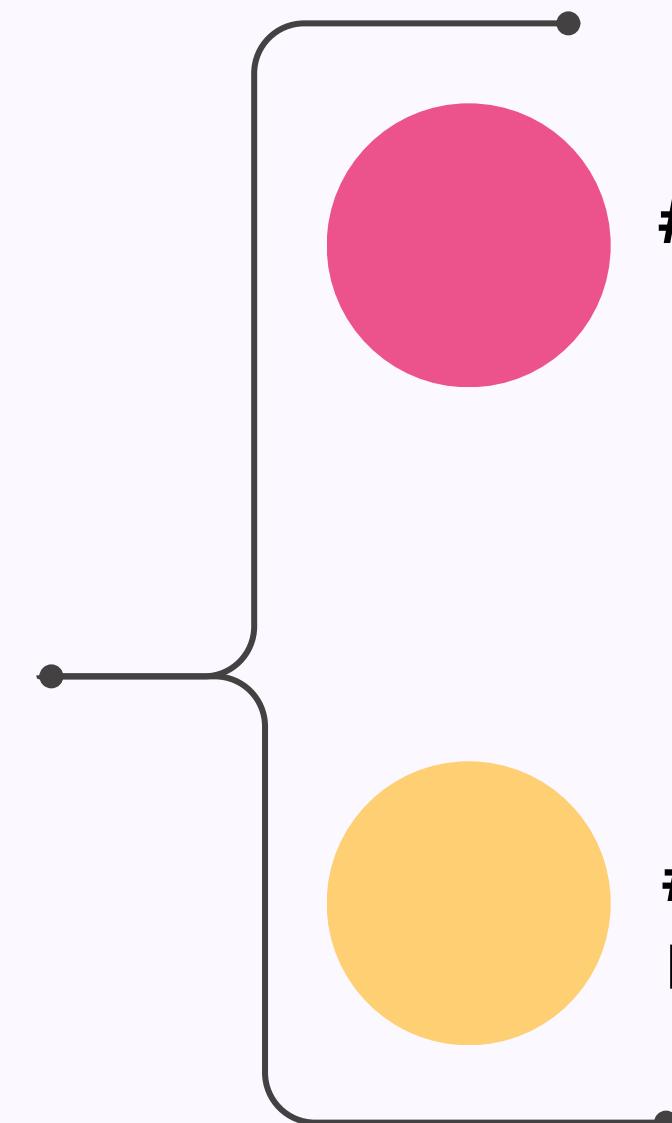
#FFCF74
R255 G207 B116

Colour Palette

BACKGROUND
COLOURS
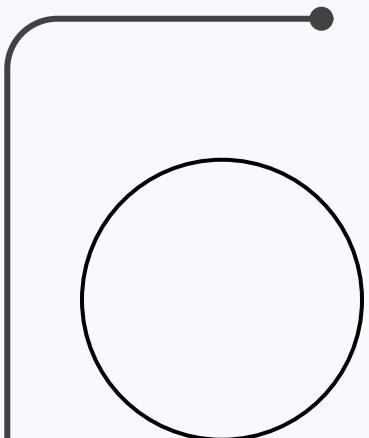
#FBF8FF
**R251 G248 B255**
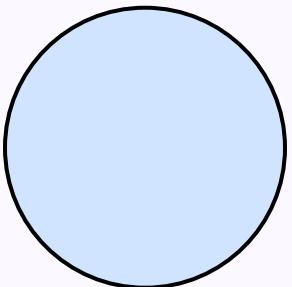
#D0E4FF
R208 G228 B255

TYPOGRAPHY
COLOURS
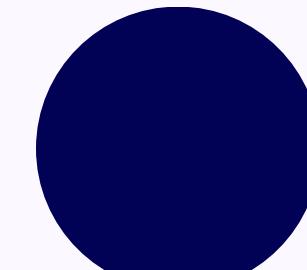
#010155
R1 G1 B85
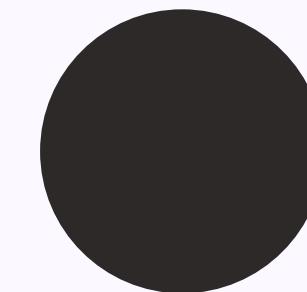
#2D2929
R45 G41 B41
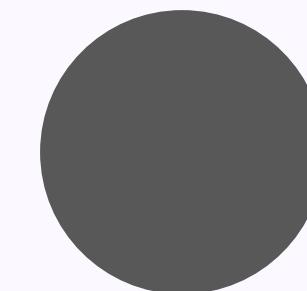
#585858
R88 G88 B88
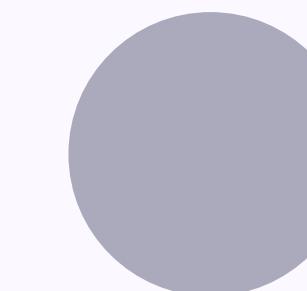
#AAAABC
R170 G170 B188

Colour Palette: Do's and Dont's

To create a reliable and motivating atmosphere, we have chosen bright, intense colours combined with dark, low-intensity ones to evoke a secure, motivating and energetic atmosphere.

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

To prevent overwhelming the user, we chose light background colours paired with dark, high-contrast colours for the typography to ensure consistent **readability and strong contrast** across all app elements.

Do's
- Always use #FFFFFF or #FBF8FF as background colours to avoid affecting 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 accent or primary and secondary colours as full backgrounds.
- Don't combine the accent colours in components, used them separately.
- Don't use primary, secondary, and accent colours for Headers and Subheaders. Use the given colours for typography
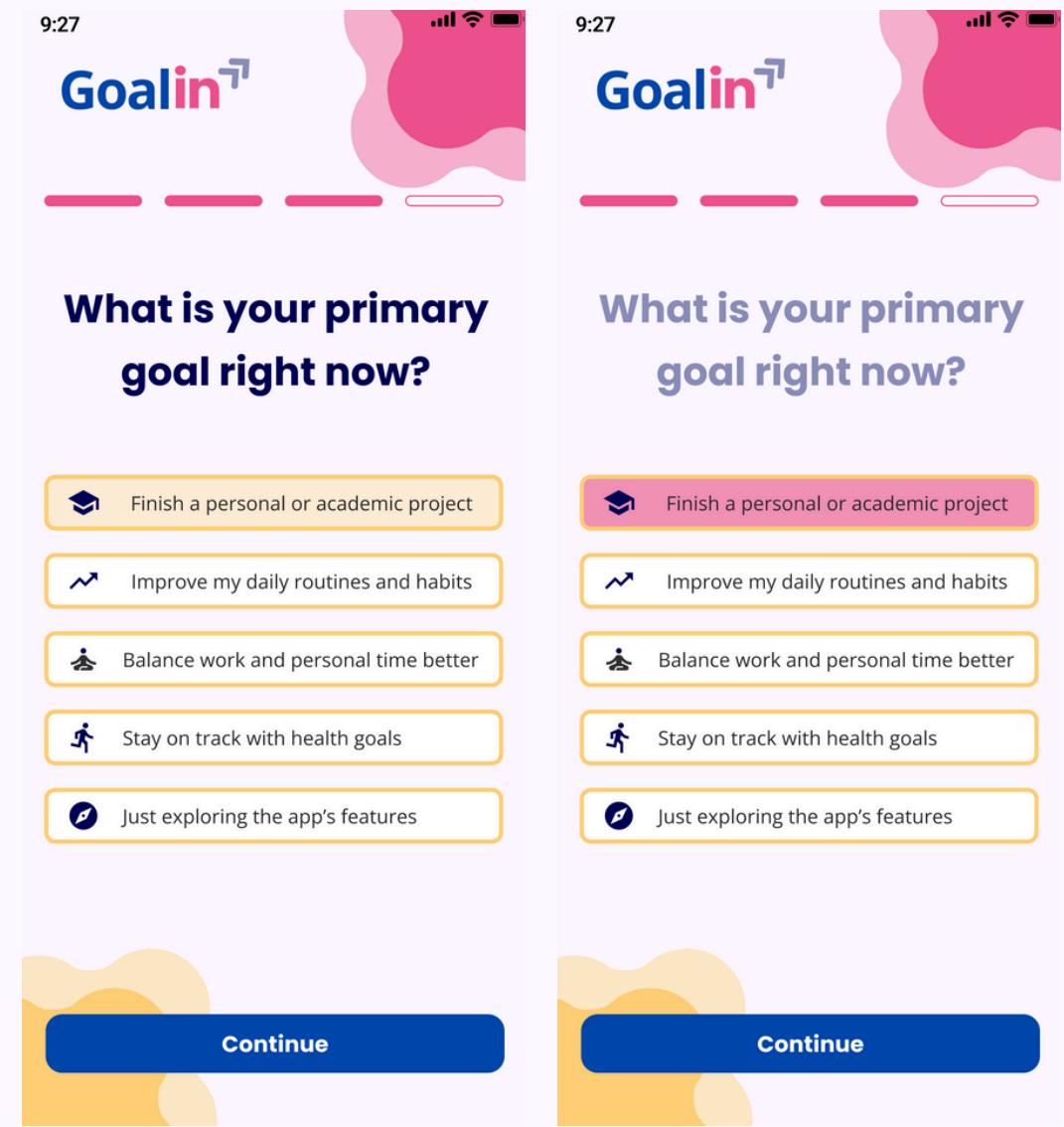
Typography

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa Regular

Aa Semibold

Aa Bold

Aa Extra-Bold

Aa Light

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa Regular

Aa Medium

Aa Semibold

Aa Bold

Aa Extra Bold

Aa Black

Aa Light

Headings (Baseline): Poppins

Header 1 | Regular, 32px
Line Height: 51.8 | Letter Spacing: 0%

Header 2 | Regular, 28px
Line Height: 45.3 | Letter Spacing: 0%

Header 3 | Regular, 24px
Line Height: 38.8 | Letter Spacing: 0%

Header 4 | Regular, 20px
Line Height: 32.4 | Letter Spacing: 0%

Header 5 | Regular, 18px
Line Height: 29.1 | Letter Spacing: 0%

Header 6 | Regular,16px
Line Height: 25.9 | Letter Spacing: 0%

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

Caption Text 2 | Poppins, Semibold Italic, 12px
Line Height: 19.4

Headings (Emphasis): Poppins

Header 1 | Semi bold, 32px
Line Height: 51.8 | Letter Spacing: 0%

Header 2 | Bold, 28px
Line Height: 45.3 | Letter Spacing: 0%

Header 3 | Bold, 24px
Line Height: 38.8 | Letter Spacing: 0%

Header 4 | Medium, 24px
Line Height: 38.8 | Letter Spacing: 0%

Header 5 | Semibold, 20px
Line Height: 32.4 | Letter Spacing: 0%

Header 6 | Medium, 20px
Line Height: 32.4 | Letter Spacing: 0%

Header 7 | Medium, 18px
Line Height: 29.1 | Letter Spacing: 0%

Header 8 | Bold,16px
Line Height: 25.9 | Letter Spacing: 0%

Body Text: Open Sans

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.

Open Sans | 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.

Open Sans | 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.

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

Buttons

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

✉ Label

✉ Label

Label

Label

Primary Buttons

Secondary Buttons

Body text Emphasis

Bold   **Semibold**   *Italic*   <u>Hyperlink</u>   Light

Typography Do's and Don'ts

We decided to select two different fonts for the app: **Open Sans and Poppins.** Both fonts belong to the Sans-serif family and evoke a **modern, clean look.**

We decided to use Poppins for the headers, defining a baseline and emphasis styles, and Open Sans for the body, specifying the line height and letter spacing in both cases to improve readability and legibility.

The specified sizes and styles were chosen to establish a clear hierarchy, enabling the user to navigate our content easily and without issues.

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.

Welcome!
Turn big dreams into doable steps

Start by writing long-term goals and we'll help you build momentum one task at a time

Continue

✅ **DO**

Welcome!
Turn big dreams into doable steps

Start by writing long-term goals and we'll help you build momentum one task at a time

Continue

❌ **DON'T**

UI Elements

Primary Buttons

	Large	Small & X-Small
✉ Label	Enabled	✉ Label
✉ Label	Disabled	✉ Label
✉ Label	Hovered	✉ Label
✉ Label	Pressed	✉ Label
	Enabled	✉ Label

Secondary Buttons

Large		Small
✉ Label	Enabled	✉ Label
✉ Label	Disabled	✉ Label
✉ Label	Hovered	✉ Label
✉ Label	Pressed	✉ Label

Buttons with/out icon large and small

Left padding: 16px
Right padding: 16px
corner radius: 12px
Top and bottom padding: 8px
Horizontal gap: 8px

Button x-small

Left padding: 8px
Right padding: 8px
corner radius: 12px
Top and bottom padding: 4px
Horizontal gap: 8px

Buttons measurements (primary and secondary

Large:

Height: 40px

Width: 328px

Small:

Height: 40px

Width: 157px

X-Small:

Height: 28px

Width: 80px

Do's and Don'ts primary and secondary Buttons

Do's

- Use the primary and secondary colours for the buttons.
- Use the colour #FFFFFF for the text in combination with the mentioned primary and secondary colours, ensuring correct contrast and 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.
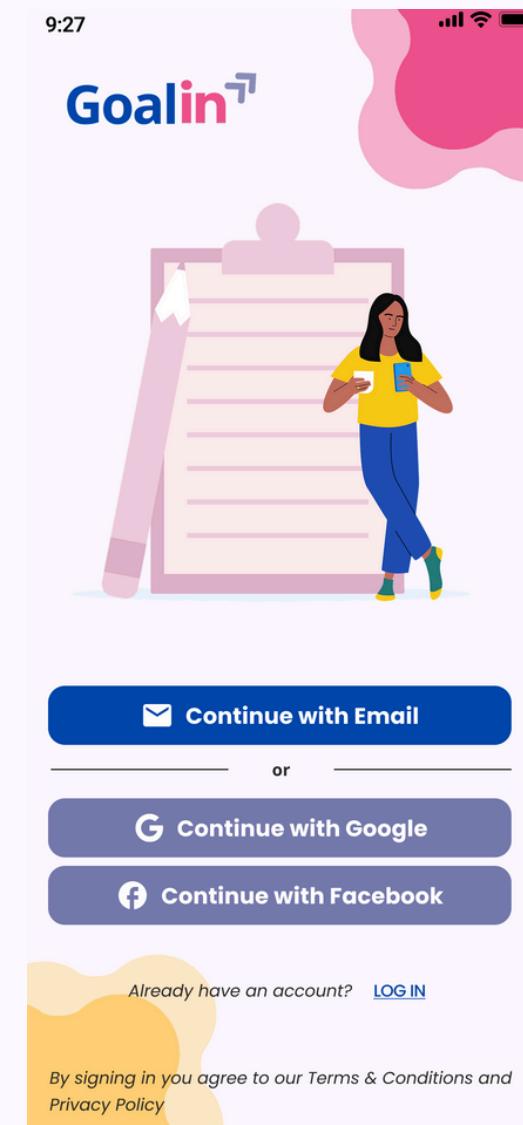
DO
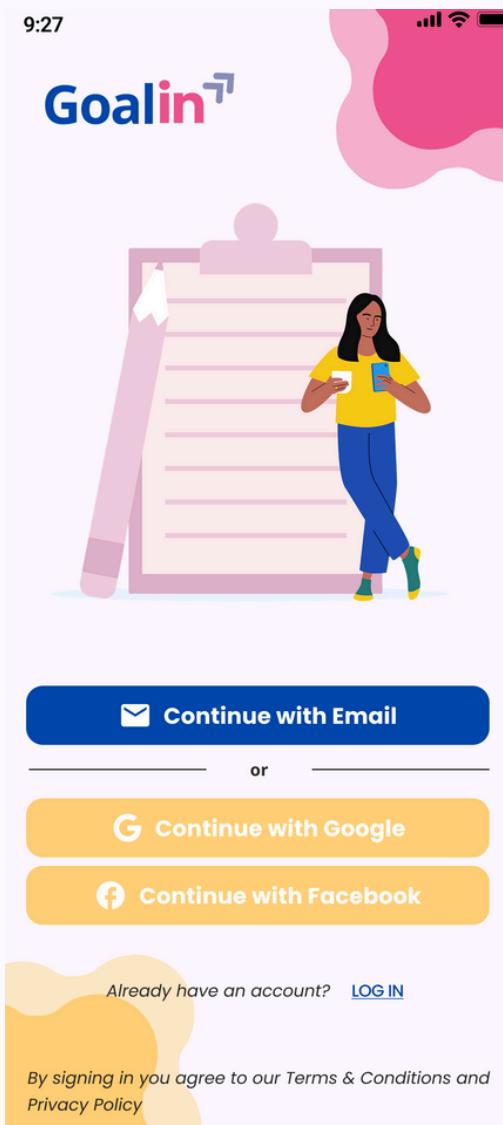
DON'T

UI Elements

FAB (Floating Action Button)

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

FAB measurement

Height: 56px

Width: 56px
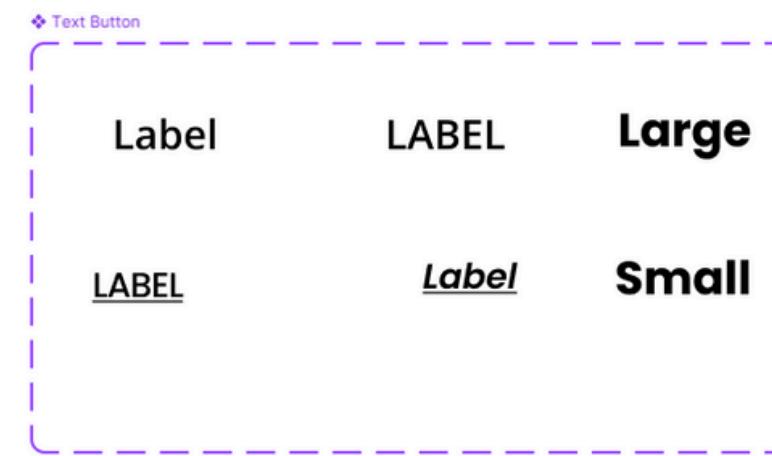
Text Buttons

Left padding: 4px
Right padding: 4px
Top and bottom padding: 4px

Text Buttons measurement

Large
Height: 48px

Width: 82px

Small
Height: 28px

Width: 41px

UI Elements

Blocks for FAB

Left padding: 24px
Right padding: 24px
corner radius: 28px
Top and bottom padding: 16px
Horizontal gap: 8px

FAB Menu Button

For padding and measurements check the specifications of FAB and Blocks for FAB.

Horizontal gap between grouped Blocks: 4px

Horizontal gap between FAB and Blocks: 8px

Switch Button off

Left padding: 4px
Right padding: 4px
corner radius: 100px
Top and bottom padding: 2px
Horizontal gap: 4px

Switch Button on

Left padding: 2px
Right padding: 2px
corner radius: 100px
Top and bottom padding: 2px
Horizontal gap: 4px

**Blocks for FAB measurements**

Height: 56px

Width: 160px

Switch Button off

Height: 32px

Width: 52px

Circle: 18px

Switch Button on

Height: 32px

Width: 52px

Circle: 24px

Text Fields

Placeholder

Label
| Placeholder   👁️‍🗨️ | Enabled

Supporting text   0/0

Label
| Placeholder   👁️‍🗨️ | Disabled

Supporting text   0/0

Input

Label
| Input| 👁️‍🗨️ | Enabled

Supporting text   0/0

Label
| Input| 👁️‍🗨️ | Disabled

Supporting text   0/0

Label
| Input| ✓ | Correct

Supporting text   0/0

Label
| Input| ❗ | Incorrect

Supporting text   0/0

Simple

Placeholder   👁️‍🗨️ | Enabled

Supporting text   0/0

Input| 👁️‍🗨️ | Pressed

Supporting text   0/0
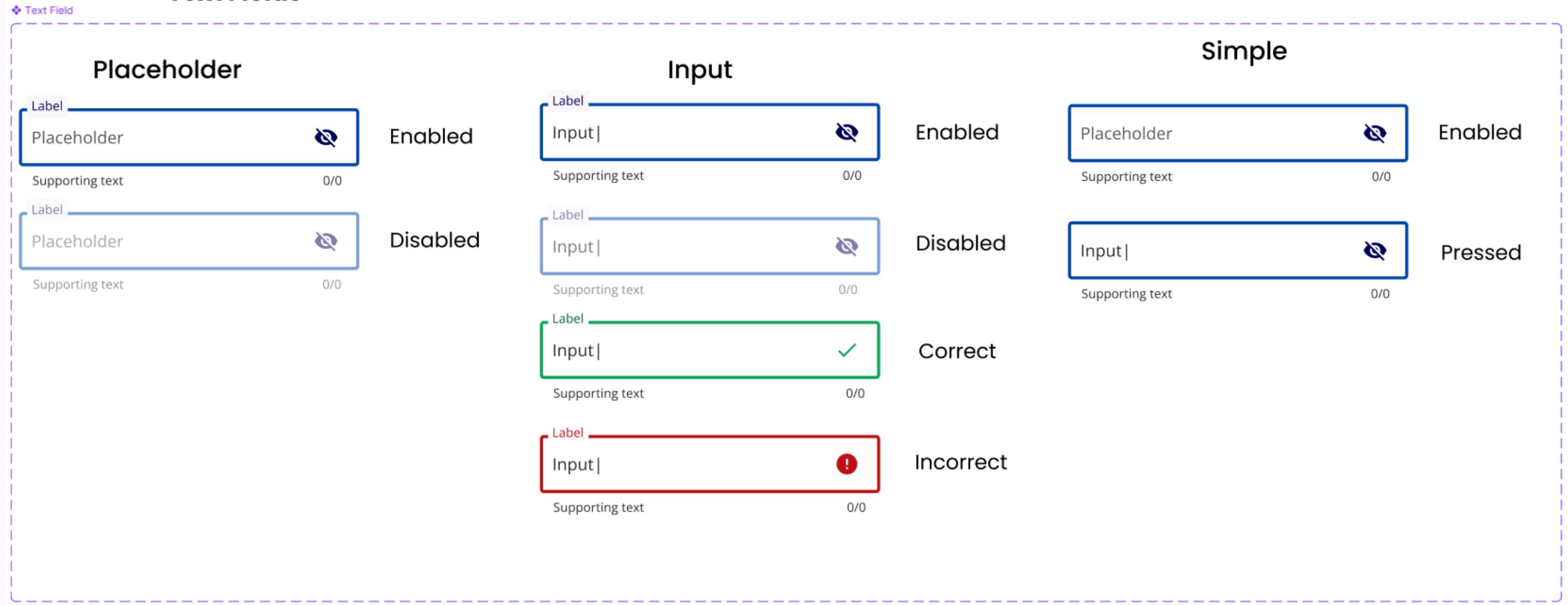
Text Fields padding

Left padding: 12px
Right padding: 12px
corner radius: 4px
Top and bottom padding: 8px
Horizontal gap: 16px

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

Goalin

Let's start turning your goals into action

Email*
rsofia.hadid@outlook.com
We will send you an email confirmation

Password*
N0t3p43e
8 characters password   8/8

Continue

By signing in you agree to our Terms & Conditions and Privacy Policy

✅ **DO**

9:27

Goalin

Let's start turning your goals into action

Email*
rsofia.hadid@outlook.com
We will send you an email confirmation

Password*
N0t3p43e
8 characters password   8/8

Continue

By signing in you agree to our Terms & Conditions and Privacy Policy

❌ **DON'T**

UI Elements

List Items

List Item|	Type: 1
List Title List Item|	Type: 2
List Title List Item| ⬤	Type: 3
List Title List Item List Item List Item	Type: 4
List Title List Item| ⬤ Lorem ipsum dolor sit amet, consetetur sadipscing elitr,sed diam nonumy	Type: 4txt
List Item|	Type: 5

List Item|	Type: -1
List Item|	Type: -2
List Item|	Type: -2 edit
List Item|	Type: -3
List Item| List Item	Type: -4txt
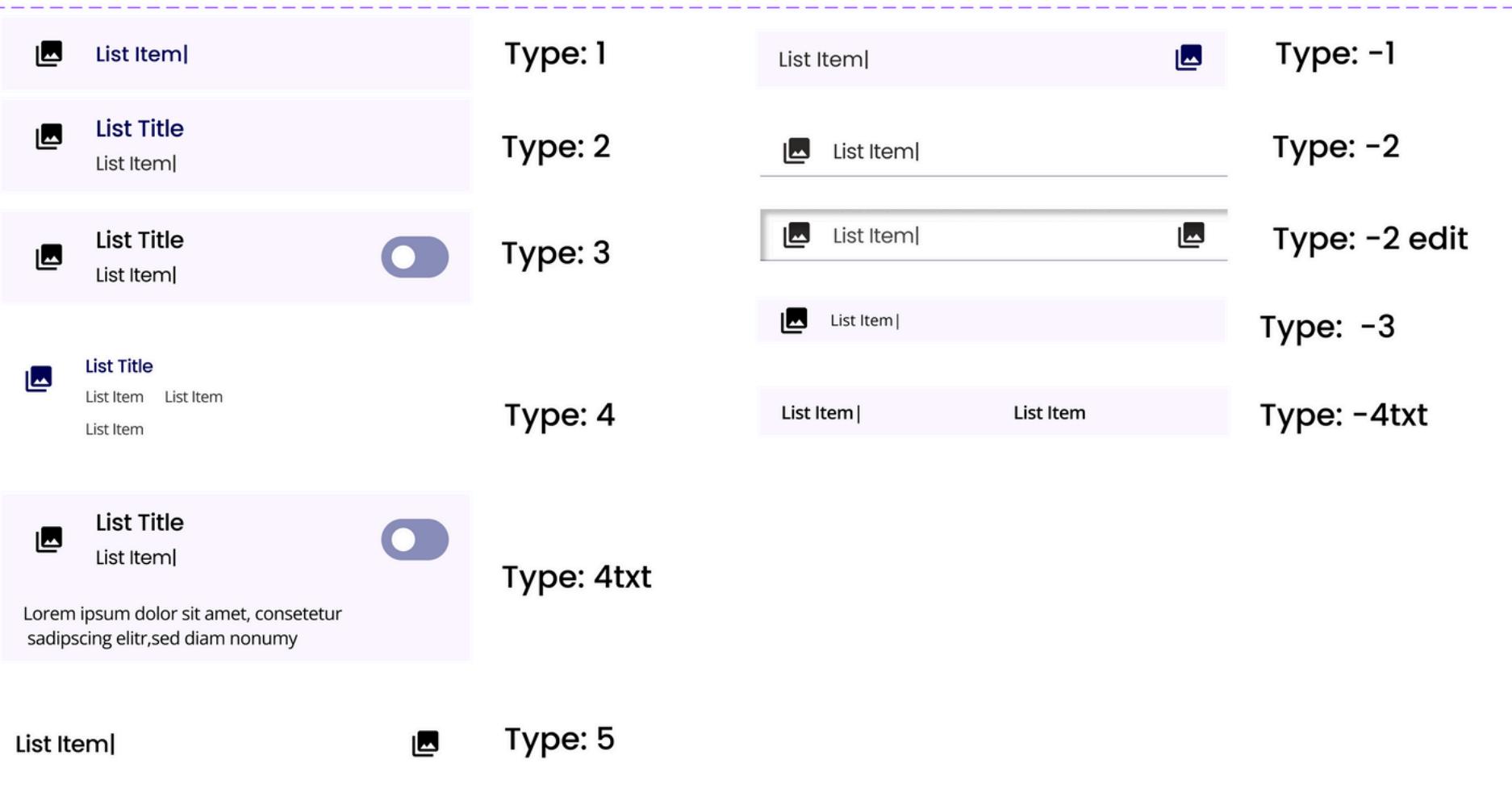
List Items padding

Left padding: 16px
Right padding: 16px
corner radius: 0px
Top and bottom padding: 8px
Horizontal gap: 16px

List Items measurements

Width: 360px	Width: 360px
Height 1: 56px	Height -1: 42px
Height 2: 70px	Height -2: 40px
Height 3: 70px	Height -2 edit: 40px
Height 4: 88px	Height -3: 32px
Height 4txt: 128px	Height -4txt: 35px
Height 5: 59px	

Navigation Menu

Tab Menu

Measurements

Width: 90px

Height: 64px

Top and bottom padding: 6px
Horizontal gap: 4px

☑ All Items	⚑ My Progress	🔍 Search	📅 Calendar	**All Items**
☑ All Items	⚑ My Progress	🔍 Search	📅 Calendar	**My Progress**
☑ All Items	⚑ My Progress	🔍 Search	📅 Calendar	**Search**
☑ All Items	⚑ My Progress	🔍 Search	📅 Calendar	**Calendar**

Label Text   Label Text   **Selected 1**

Label Text   Label Text   **Selected 2**

Measurements

Width: 156px

Height: 51px

Horizontal gap: 4px
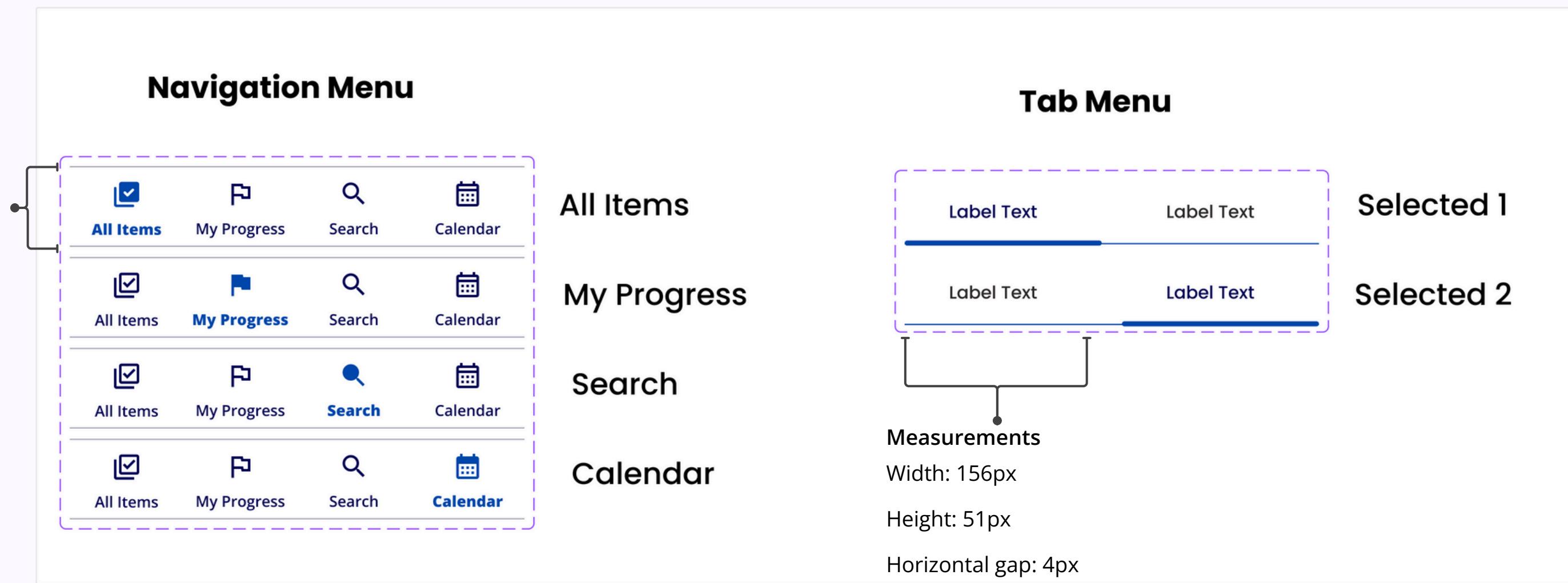
Navigation menu padding

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

Navigation menu measurements

Width: 360px

Height: 64px

Tab Menu padding

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

Tab Menu measurements

Width: 328px

Height: 51px

UI Elements

Suggestion Chip

- Enabled
- Disabled
- Hovered
- Pressed
- Selected

Assist Chip

Small   Large

- Enabled
- Hovered
- Pressed

Input Chip

- Enabled
- Selected
- Disabled
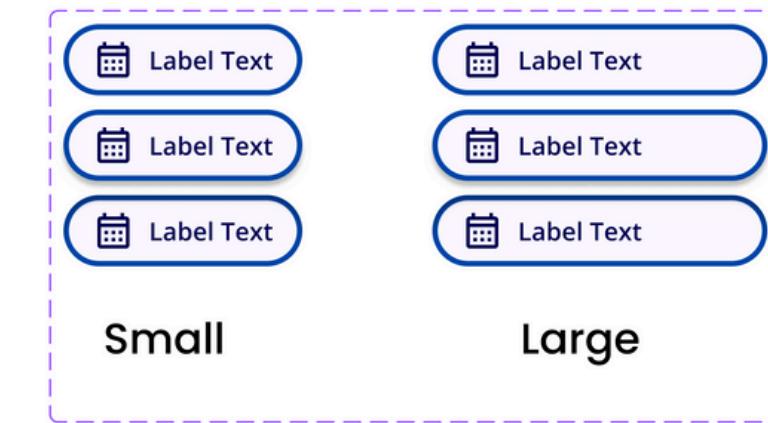
Suggestion Chip Padding

Left padding: 16px
Right padding: 16px
corner radius: 8px
Top and bottom padding: 8px
Horizontal gap: 16px

Suggestion Chip measurement

Width: 328px

Height: 40px

Assist Chip padding

Left padding: 16px
Right padding: 16px
corner radius: 20px
Top and bottom padding: 8px
Horizontal gap: 8px

Assist Chip measurements

Width: 134px   Width: 188px

Height: 40px   Height: 40px

Input Chip padding

Left padding: 8px
Right padding: 16px
corner radius: 8px
Top and bottom padding: 6px
Horizontal gap: 8px

Input Chip measurement

Width: 117px

Height: 35px

Linear Indicators

Circular Indicators

Linear Progress Indicators Measurements

Width: 70px

Height: 8px

Corner Radius: 4px

Full   **Empty**

01
02
03
04

Full Empty

01
02
03
04
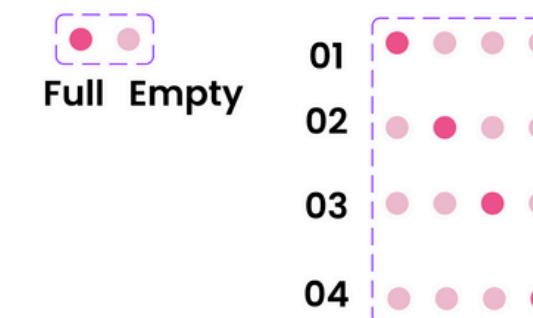
Circular indicators measurements (01-04)

Width: 13px

Height: 13px

Linear Progress Indicator with List Item

List Item|

0/10 Tasks

Depending on the % to represent, the width of the indicator can vary starting from 21px (10%) to covering the 320px (100%)

0
10
20
30
50
60
80

10%   35%   50%   70%

97%   100%
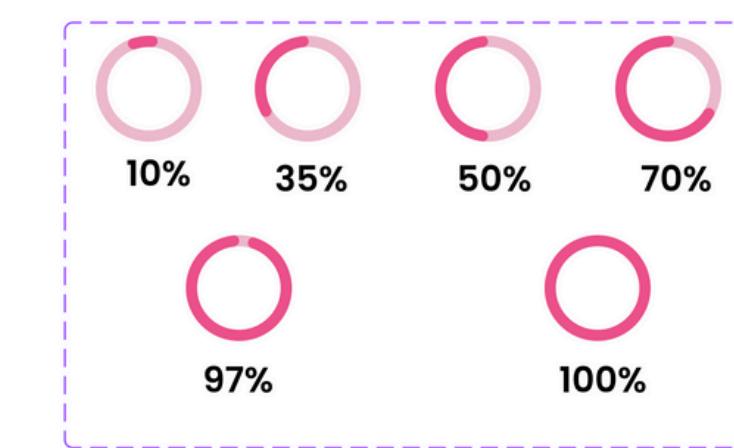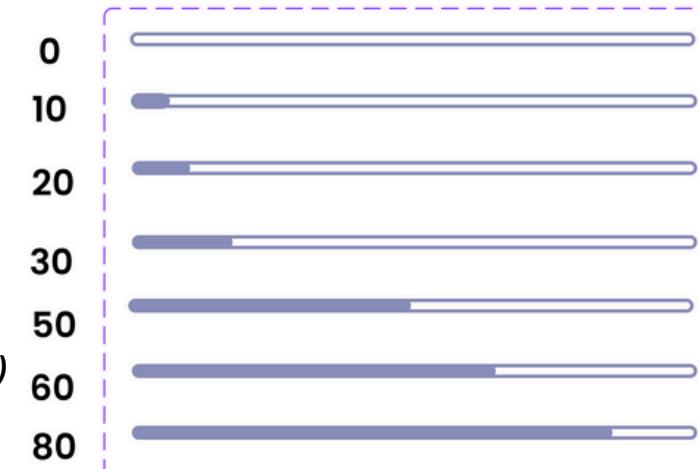
Linear Progress Indicators Measurements (0-80)

Width: 320px

Height: 8px

General Padding: 4px

Circular indicators measurements (10%-100%)

Width: 60px

Height: 60px

Basic Dialogs

Basic Dialog Title
Description of the Dialog that is appearing in front of a window or screen.

List Item|

List Item|

List Item|

List Item|

List Item|

List Item|

Default

Basic Dialog Title
Description of the Dialog that is appearing in front of a window or screen.

List Item|

Placeholder

List Item|

List Item|

List Item|

List Item|

LABEL

Custom

Large Dialogs

Write your time block here...

Label   Label   Label

Start Date   End Date

AI Task-break

Tasks

Add Task

Goal Dialog

Write your goal here...

Start Date   End Date

10 minutes before   Bachelor

List Item |
0/10 Tasks

Monday Oct. 2, 2025

Write here the task that you are suppose to complete

Write here the task that you are suppose to complete

Write here the task that you are suppose to complete

Write here the task that you are suppose to complete

Write here the task that you are suppose to complete

Write here the task that you are suppose to complete

Monday Oct. 2, 2025

Write here the task that you are suppose to complete

Write here the task that you are suppose to complete

Write here the task that you are suppose to complete

Write here the task that you are suppose to complete

Monday Oct. 2, 2025

Write here the task that you are suppose to complete

Write here the task that you are suppose to complete

Write here the task that you are suppose to complete

Write here the task that you are suppose to complete

Write here the task that you are suppose to complete

Tasks' List Dialog

Write your time block here...

Label   Label   Label

List Title

Monday 2, October 2025   09:00 AM
Monday 2, October 2025   09:00 AM

List Item|

List Title
List Item|

Lorem ipsum dolor sit amet, consetetur sadipscing elitr,sed diam nonumy

Label

LABEL

Time Blocker Dialog

Default Dialog measurements

Width: 360 px

Height: 582px

Default Dialog padding

Left padding: 0px
Right padding: 0px
corner radius: 28px
Top and bottom padding: 24px

Custom Dialog Padding

Left padding: 0px
Right padding: 0px
corner radius: 28px
Top and bottom padding: 24px

Custom Dialog measurements

Width: 360px

Height: 673px
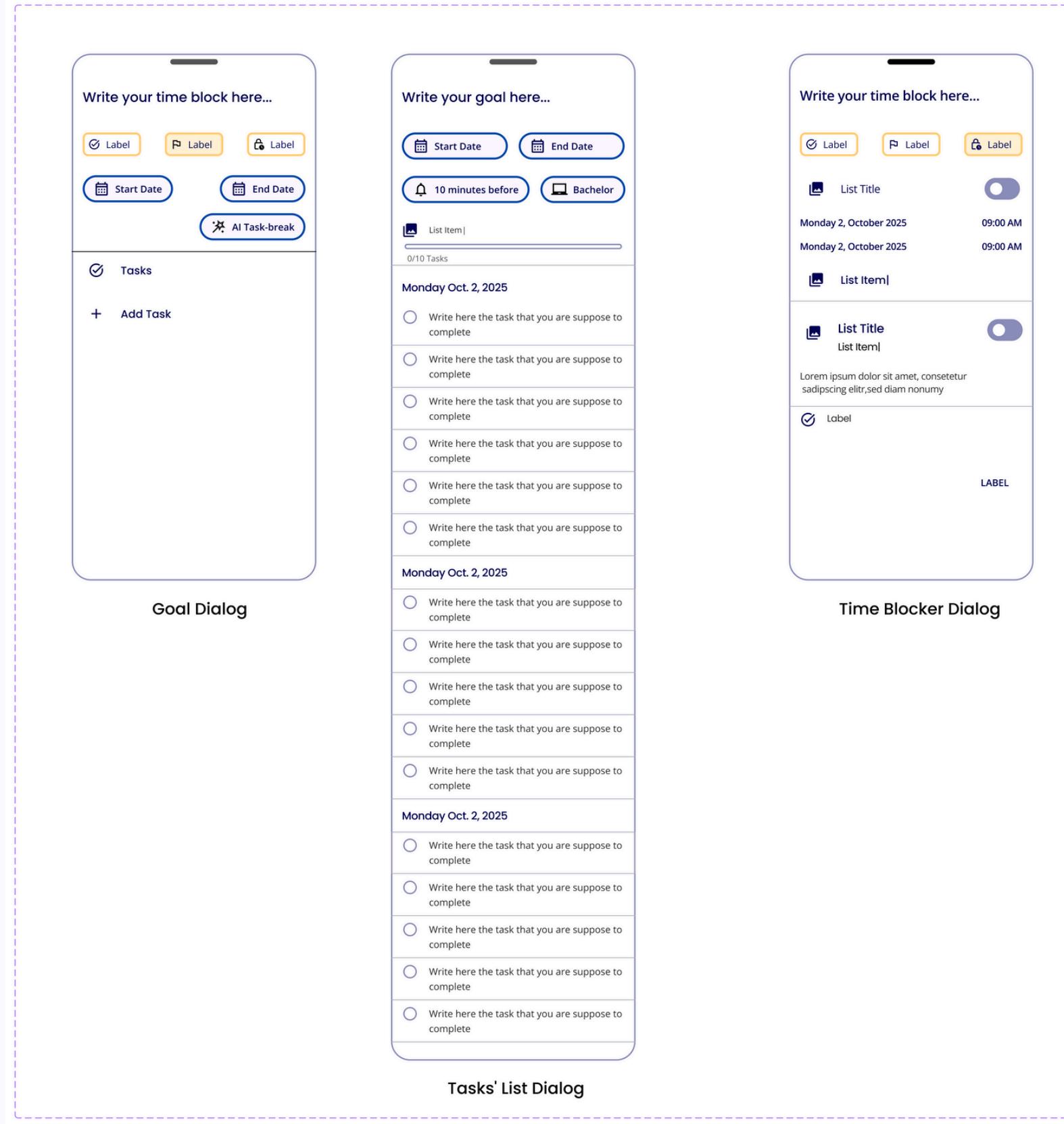
Goal Dialog padding

Left padding: 0px
Right padding: 0px
corner radius: 28px
Top and bottom padding: 8px

Tasks' List Dialog padding

Left padding: 0px
Right padding: 0px
corner radius: 28px
Top and bottom padding: 8px

Time Block Dialog padding

Left padding: 0px
Right padding: 0px
corner radius: 28px
Top and bottom padding: 8px

Large Dialogs measurements

Width: 360px

Height:

Goal & Time Block : 776px
Tasks list: 1483px

Do's and Don'ts Dialogs

Do's
- Use the colour #ffffff and #fbf8ff background for Dialogs.
- Use a corner radius of 28 for the Dialogs
- Only use the Text buttons for Dialogs or the designated buttons per component.
- Use the given colours for Text, considering contrast and readability.
- Use only the given body text typography for the text elements.

Don'ts
- Don't use bright colours as background.
- Don't use primary buttons on Dialogs elements.
- Don't use bright colours for text elements on Dialogs.
- Don't modify the Width of the Dialogs, unless the design is for bigger screen.

✅ **DO**   ❌ **DON'T**

Pop-Over

❖ Pop-Over

Be Specific

Say what you want to achieve

Instead of "Get fit" try "Run 3 Time a week"

1/3   Next

Medal Basic Dialog

❖ Medal -Basic Dialog

High Five!

On Fire
5 tasks

You just crushed 5 tasks
You're On Fire. Keep it up!

Download Dialog

❖ Download Dialog

Add to Your Calendars

Download your .ics file to sync with your calendars.

Protect focus time automatically across all your devices.

CANCEL   OK

Pop Over measurements

Width: 271 px

Height: 187px

Medal Basic Dialog measurements

Width: 360px

Height: 316px

Medal Basic Dialog padding

Left padding: 0px
Right padding: 0px
corner radius: 28px
Top and bottom padding: 16px

Download Dialog measurements

Width: 325px

Height: 294px

Download Dialog padding

eft padding: 0px
Right padding: 0px
corner radius: 28px
Top and bottom padding: 24px

Cards

Daily Tasks

4/5

Almost there! You can do this!

Daily Progress Card

This Week/Goal

Description of the goal   4/15

Description of the goal   2/15

Weekly Progress Card

Daily Progress card measurements

Width: 328 px

Height: 97px

Daily Progress card padding

Left padding: 16px
Right padding: 16px
corner radius: 0px
Top and bottom padding: 16px

Weekly Progress card measurements

Width: 328 px

Height: 91px

Weekly Progress card padding

Left padding: 16px
Right padding: 16px
corner radius: 0px
Top and bottom padding: 8px

UI Elements

Week View Calendar measurements

Width: 360px

Height: 80px

Days measurements

Width: 40px

Height: 40px

Years measurements

Width: 45px

Height: 34px

Days padding

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

Years padding

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

Modal Calendar measurements

Width: 328px

Height: 505px

**Modal Calendar Years measurements**

Width: 328px

Height: 540px

Standard Calendar measurements

Width: 360px

Height: 298px

Weekly Calendar measurements

Width: 360px

Height: 134px

Calendars

UI Elements

Profile Photo

Large

Medium with Name

Small with Name

Extra Small

Profile Photo padding

Left padding: 4,16px
Right padding: 4,16px
corner radius: 0px
Top and bottom padding: 4px
Horizontal gap: 4px

Profile Photo measurements

	Large	Medium	Small	Extra Small
Elipse	Width: 188px	Width: 122px	Width: 67px	Width: 40px
	Height: 188px	Height: 122px	Height: 67px	Height: 40px
Component	Width: 196px	Width: 122px	Width: 70px	Width: 48px
	Height: 196px	Height: 164px	Height: 85px	Height: 48px

Time Dial pickers padding

Left padding: 12-24px
Right padding: 24px
corner radius: 28px
Top and bottom padding: 20-24x
Horizontal gap: Varies according to the elements that are grouped

Time Dial pickers measurements

Width: 328px

Height: 520px

For more details about the component consult the Material 3 Design Website and/or the UI Kit

### Time Dial pickers (Material 3 Design Kit)

PM
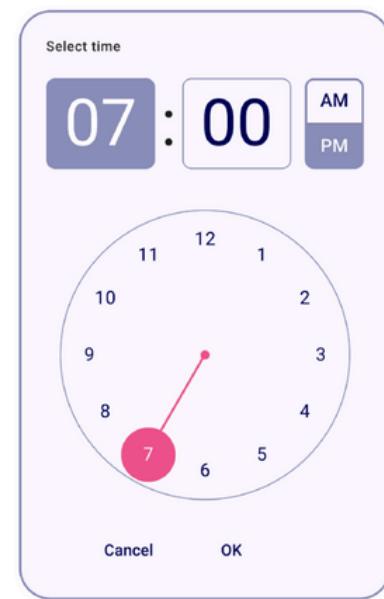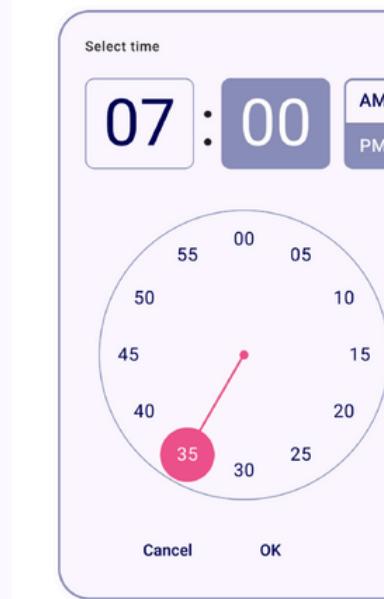
AM
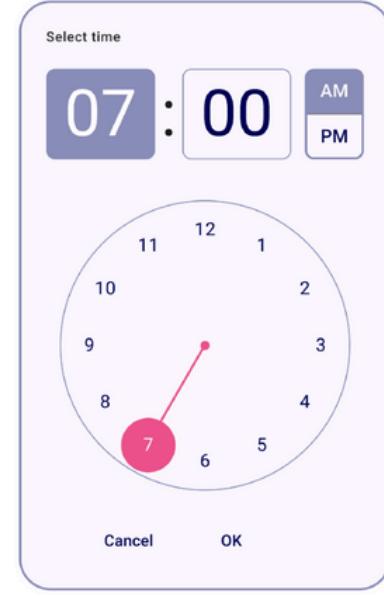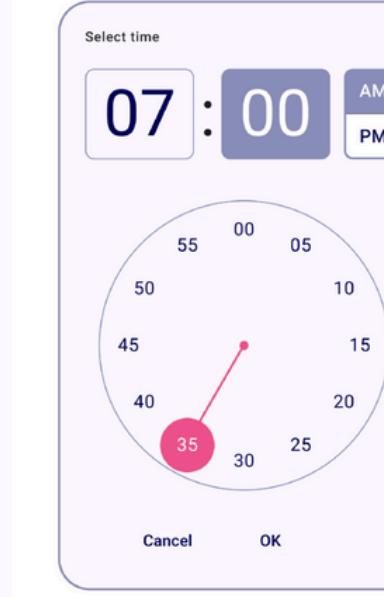
Medals (Rank Badge Design Kit designed by Taen)

Medals Enabled

Medals Disabled
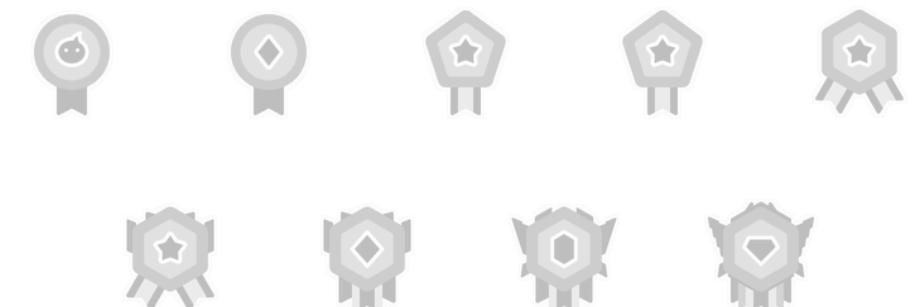
Link to Figma Community profile: https://www.figma.com/@taen)

Medals Original measurements

Width: 72px

Height: 72px

Medals measurements used for the app

Width: 90px

Height: 90px

Medals measurements used for the app in Dialogs

Width: 90px

Height: 90px

Depending on the need, the measurements can vary.

Medal Basic Dialog

❖ Medal -Basic Dialog

High Five!

On Fire
5 tasks

You just crushed 5 tasks
You're On Fire. Keep it up!

Iconography

Icons (Material Design)

ICONS

Size: Small (18x18), Regular (24x24) and Large(40x40)

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

Mood: Familiar, traditional, straightforward

**Source:** Material Design icons kit

Iconography

We aimed to incorporate familiar, traditional icons that users commonly see in other goal-oriented applications. Our objective was to make navigation intuitive and ensure users easily understand the actions associated with each icon. Using clear icons reduces confusion and improves the overall user experience.

Do's
- Use the icons with the given colour palette in combinations that are not too saturated and create a good contrast between elements.
- Use the large version of the icons to indicate important navigation topics to the users, such as in navigation menus or components.

Don'ts
- Avoid using icons smaller than 18x18 px or larger than 40x40 px, and do not mix different sizes within components.
- Do not increase or decrease the designated width of the lines used to create the icons.
- Avoid mixing the Material Design Icons library with significantly different icon sets, such as 3D icons.
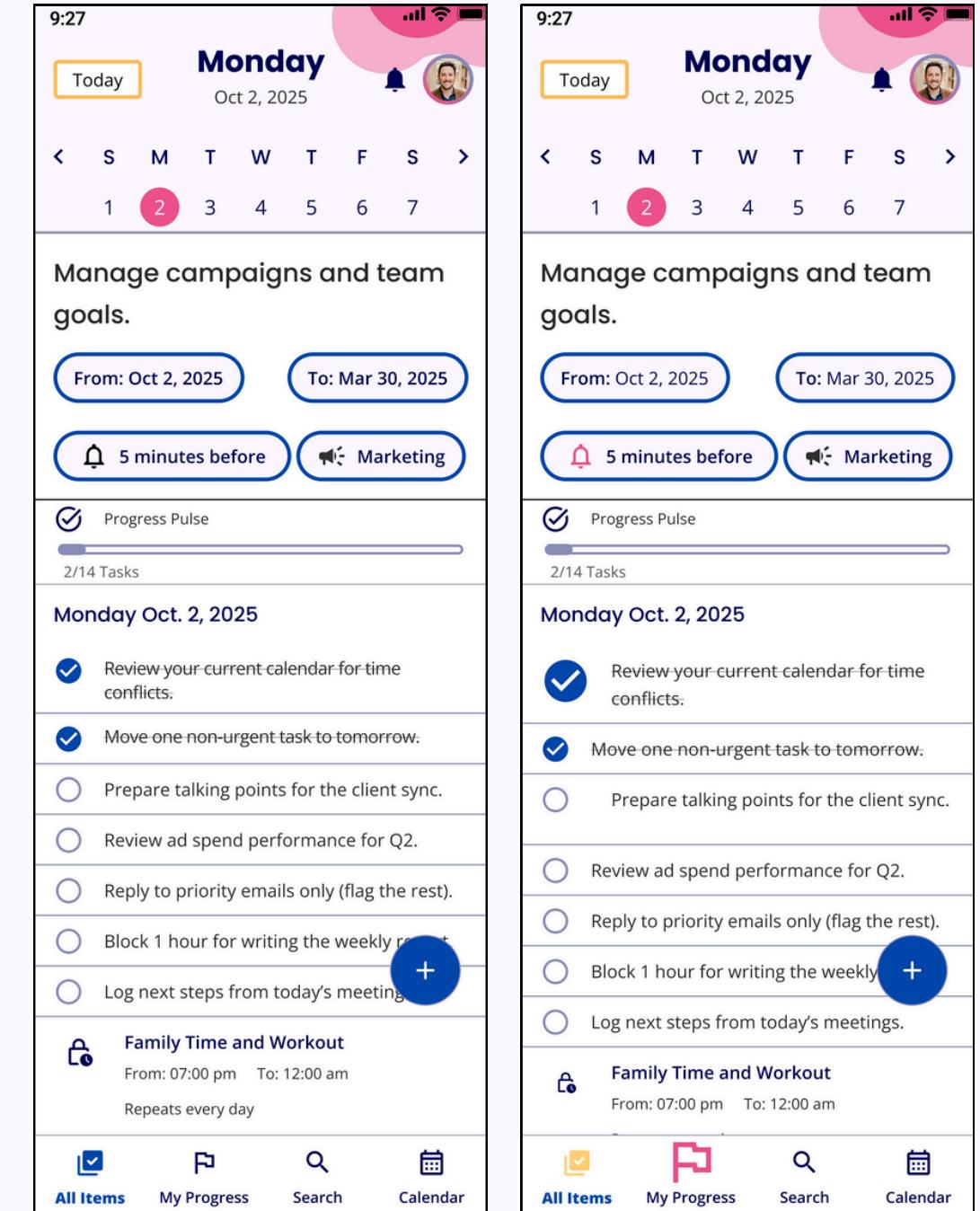
✅ **DO**   ❌ **DON'T**

Imagery
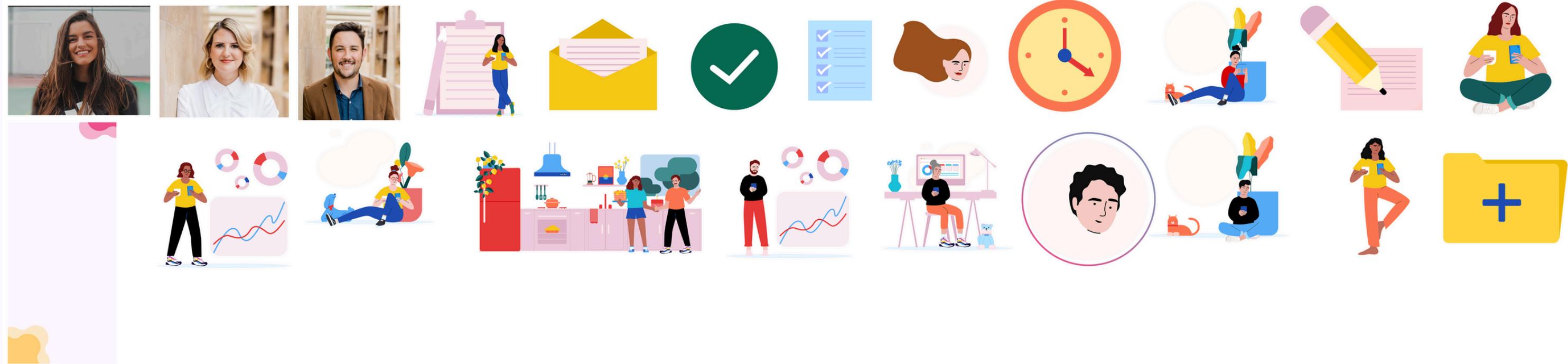
Illustrations:

We decided to go with the designs found on the **Blush** website, specifically the **Stuck at Home collection**, designed by **Mariana Gonzalez Vega**. We chose the collection because the colour palette of the illustrations matches our own, and it conveys the importance of completing tasks and work while also evoking a sense of **calm** and **motivation**, showing that completing tasks shouldn't be a boring matter. They explain general concepts in a very **engaging, clear way,** and at the same time cover specific topics such as progress tracking 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 adults 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 a specific design for the background is to bring a colourful, calm, motivational vibe to the wireframes.

Imagery Don'ts
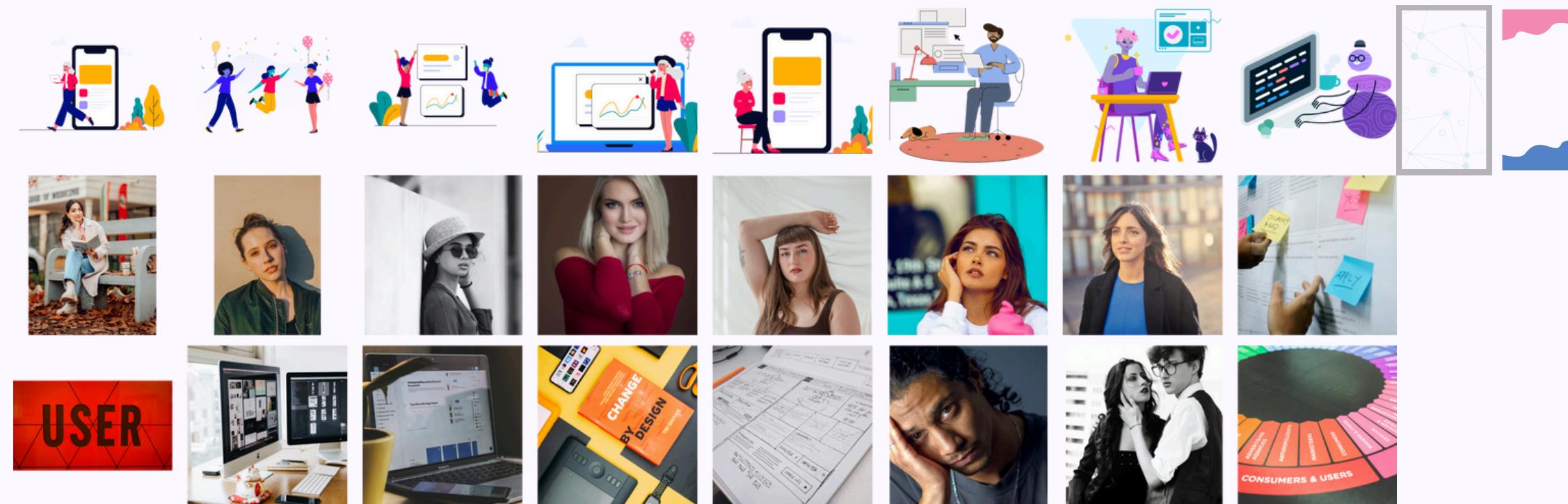
Illustrations:
Illustrations mainly showcasing female figures with very saturated colours are unsuitable for an app aiming for diversity. The abundance of saturated illustrations, along with other design features, may lead to visual fatigue and hinder user navigation.

Images of persons:
The lack of naturalness in a person's images diminishes the realism and authenticity of the images. Furthermore, black-and-white photos with specific poses may divert the user's attention.

Backgrounds:
Do not use patterns with rough, 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
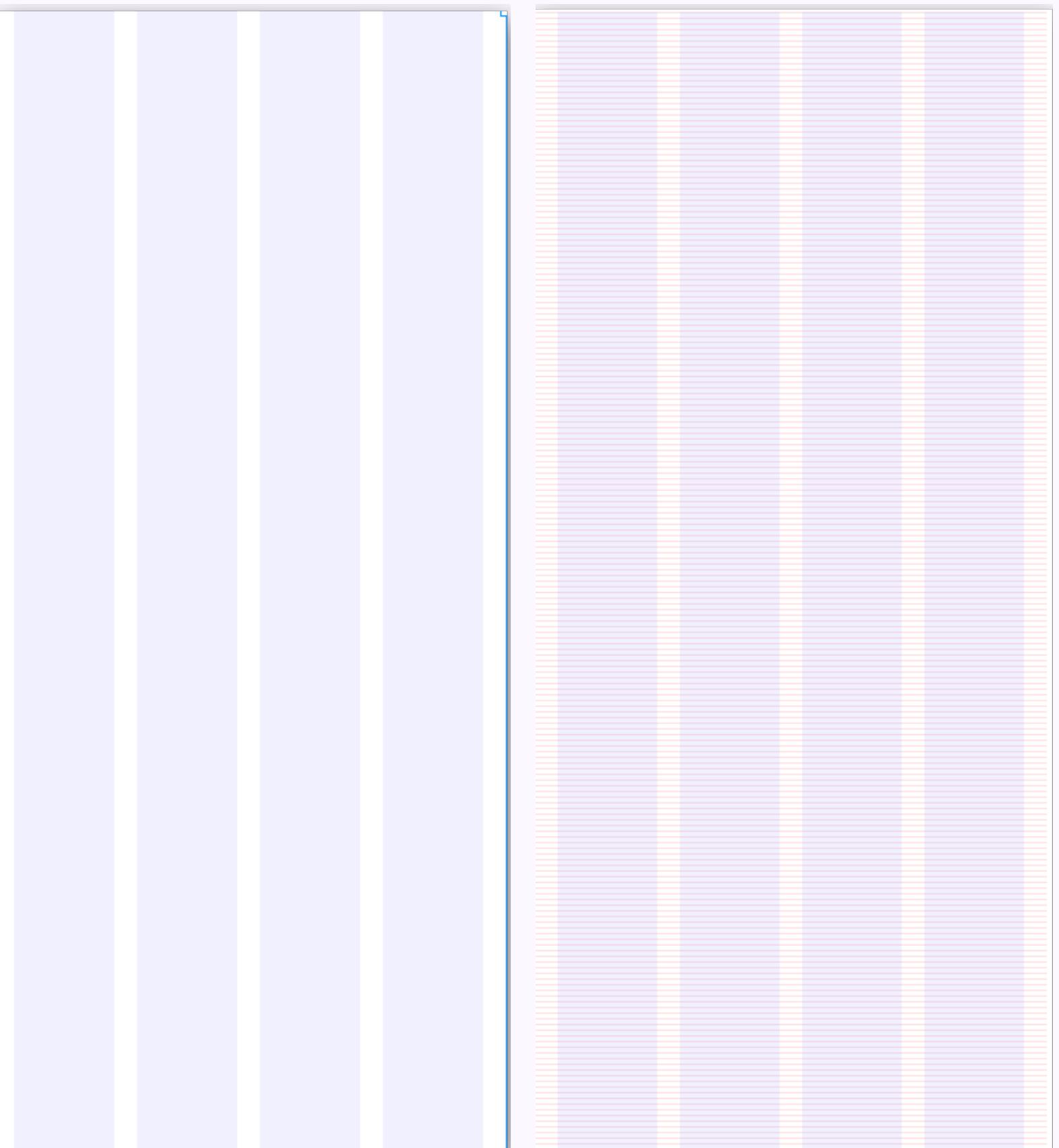
Language Guidelines

Goalin's voice is **clear, encouraging, and supportive**.

It uses a **semi-casual, motivational tone that helps users stay focused, reduce overwhelm, and feel confident** in their progress. Our language is simple, direct, and action-oriented — guiding users step by step **without pressure or judgment.**

We speak like a **helpful companion:** polite, respectful, and optimistic. We recognize that every user's pace is different and encourage progress through **positive reinforcement** rather than urgency.

Goalin promotes **a safe, inclusive, and distraction-free** space for all users to grow, set goals, and succeed without fear of failure or comparison. Discrimination, pressure, or condescending language has no place in our tone or our app.

General Do's and Don'ts

- Avoid using dark or black backgrounds across all screens of the application.

- Refrain from mixing bright colors on different elements within a wireframe.

- Do not select bright or highly saturated backgrounds; instead, choose light backgrounds and colours from the recommended color palette.