

SPLITWISE

STYLEGUIDE

TYPOGRAPHY

MONTERRAT

0 1 2 3 4 5 6 7 8 9 | NUMBERS ONLY

RALEWAY

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z | UPPERCASE ONLY

HEADING

RALEWAY | MEDIUM | 32 PX

USE ME FOR ALL YOUR PAGE HEADERS

TOTAL

MONTERRAT | MEDIUM | 32 PX

USE ME FOR TOTAL AMOUNTS ON BILLS

COPY

RALEWAY | MEDIUM | 14 PX

USE ME FOR BODY COPY AND BUTTONS

CALCULATIONS

MONTERRAT | MEDIUM | 14 PX

USE ME FOR SHOWING CALCULATIONS

DESCRIPTION

RALEWAY | BOLD | 8 PX

USE ME FOR DESCRIPTIONS AND FINE PRINT

COLOR

PAPER #FFFFFF

I.O.BLU #3C94BF

BLUETRAL #20325A

IN THE RED #F26675

KA-CHING #4DAF7C

BACKGROUND

OWES MONEY

IS OWED MONEY

PRIMARY

USE ME FOR MOST ELEMENTS INCLUDING TEXT AND BUTTONS.

SECONDARY

USE ME FOR EMPHASIZING WHICH USER OWES (IN THE RED) AND WHICH USER IS OWED (KA-CHING).

GRADIENTS

USE ME FOR BACKGROUNDS AND OVERLAYS.

PRINCIPLES

- CREDIBLE:** BECAUSE SPLITWISE INVOLVES THE USERS FINANCES, WE MUST SHOW THAT IT IS RELIABLE AND
- FRIENDLY:** SPLITWISE SHOULD BE APPROACHABLE AND FUN TO USE, TO OFFSET THE STRESS AND CONFLICT THAT FINANCIAL ISSUES CAN CAUSE.
- MODERN:** THE USER SHOULD FEEL THAT SPLITWISE IS UP TO DATE WITH TRENDS AND TECHNOLOGY.
- FAIR:** SPLITWISE IS CENTERED ON FAIRNESS AND ACCOUNTABILITY, WHICH SHOULD BE APPARENT IN EVERY ASPECT OF THE BRAND.