

# Parfaite Style Guide

## TYPOGRAPHY

# Header 1

Font: Avenir (Heavy) / Color: #4A4A4A / Size: 36pt / Large Logo

## Header 2

Font: Avenir (Heavy) / Color: #4A4A4A / Size: 24pt / Medium Logo

### Header 3

Font: Avenir (Heavy) / Color: #4A4A4A / Size: 20pt / Global Banner Brand

#### Title 1

Font: Avenir / Color: #4A4A4A / Size: 18pt / Logo Tagline

#### Title 2

Font: Avenir (Heavy) / Color: #4A4A4A / Size: 18pt / Navigation Header (desktop) & Section Header

#### Title 3

Font: Avenir / Color: #4A4A4A / Size: 16pt / Navigation Header (not selected) & Section Description

#### Body Bold

Font: Avenir (Heavy) / Color: #4A4A4A / Size: 16pt / Interactive Header (link, with underline, and with form field labels)

#### Body Italic

Font: Avenir (Book Oblique) / Color: #4A4A4A / Size: 16pt

#### Body

Font: Avenir (Book) / Color: #4A4A4A / Size: 16pt / All other body copy

#### This is a category link

Font: Avenir (Heavy) / Color: #4A4A4A / Size: 16pt / Category Link

#### This is an inline link

Font: Avenir (Book) / Color: #4A4A4A / Size: 16pt / All other actions

#### Button

Font: Avenir (Medium) / Color: #8B8B8B / Size: 16pt & 20pt (up to 40pt)

#### Form Examples

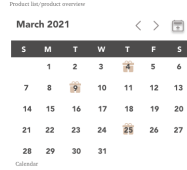
Font: Avenir (Medium Oblique) / Color: #4A4A4A / Size: 16pt

## COLOR PALETTE



Form fields for Name, Email, Username, Password, and form fields.

Box of Chocolates - Best Chocolate Company. Date added: Jan 27th, 2019. Recipient: Madison Birthday. Category: Food.



## UI ELEMENTS & STYLE



Gift Idea Communication Log

Filter and Sort buttons, Filter dropdown with date selection (MM/DD/YYYY, 05/14/2020), Submit button, Sign up button.

Reminder! Don't forget to fill in your account profile and preferences. Go to profile.

Connect with Stylist. Control asset with link. Date: March 12th, 2021. Time: 12:26pm EST. Status: Confirmed.

Need advice? We're here for you! Full bleed category banner.

## IMAGES/ILLUSTRATION



Full bleed banner Desktop: 1024 x 540 px Mobile: 375 x 250 px



Content asset, small Desktop: 422 x 288 px Mobile: 218 x 154 px



Content asset, large Mobile: 242 x 195 px



Product image, large Desktop: 160 x 160 px Mobile: 160 x 75 px

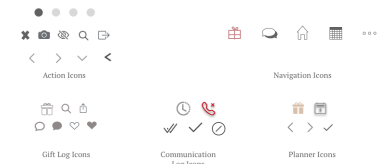


Product image, small Mobile: 79 x 74 px



Profile image Mobile: 118 x 127 px

## ICONS



## COPY/LANGUAGE

Voice of app is approachable and knowledgeable. Like talking with a friend who always has the advice you're looking for. Copy should be kept to a minimum and not get too wordy or over complicated. Overall, the functionality provided by the app should drive the experience.

## OTHER

- Do's: Experience should reflect a minimal, but joyful design aesthetic.
Don't's: Animations should be kept to a minimum. No bright or "faded" colors should be used. Images (other than product images) should have clean, simple composition and should be kept to a minimum.

## ACCESSIBILITY

- WCAG Guidelines: Form fields outlined, Form labels separate from place holders, Color used to complement actions, Universal icons utilized (note: for any icons less familiar tool tips and/or labels added).
Considerations: Speak to text dictation available for form fields (iOS keyboard), No auditory elements, All header, title and body text is 16px or larger.