Chello Style Guide

Guide for Chello branding

Logo on white
background

Chello

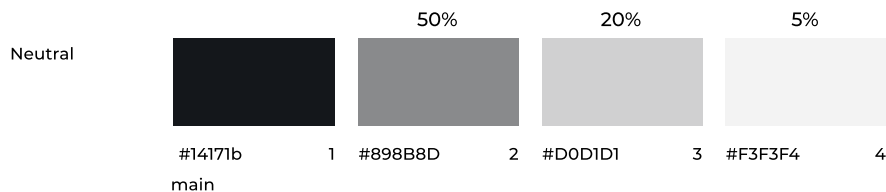let's go!

Logo on dark
background

Chello

App Icons

Colour Palette

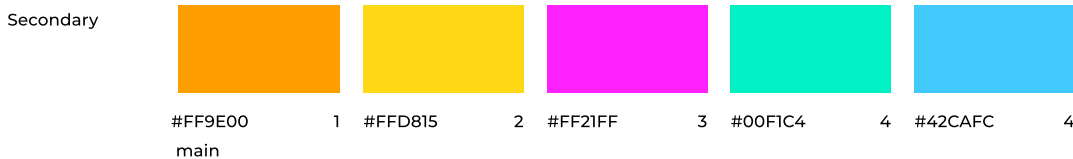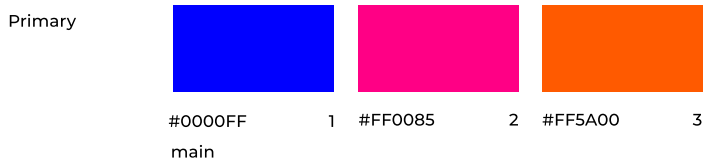A palette of colours allowed to be used across the sytems

Neutral

Neutral color is mainly used in a large part of the text interface, in addition to the background, borders, dividing lines, and other scenes are also very common. Neutral color definition needs to consider the difference between dark background and light background, while incorporating the WCAG 2.1 standard. The neutral colour is based on transparency, as shown below:

Neutral

	50%	20%	5%
#14171b	#898B8D	#D0D1D1	#F3F3F4
1	2	3	4
main			

Brand Colours

The brand colour is one of the most intuitive visual elements used that is used to embody product characteristics and communicate ideas. When selecting colours, it is important to understand how the brand colour is used in the user interface. In the basic color palette to choose the main colour, we recommend choosing the first colour palette. Application scenarios include: key action point, the operation status, important information highlighting, graphics and other scenes.

Primary

#0000FF	#FF0085	#FF5A00
1	2	3
main		

Secondary

#FF9E00	#FFD815	#FF21FF	#00F1C4	#42CAFC
1	2	3	4	4
main				

Functional Colours

Functional colour represents a clear message as well as status, such as success, error, failure, reminder, link and so on. Functional colour selection need to comply with the user's basic understanding of colour. We suggest that the functional colours should be kept as consistent as possible under a set of product systems. Do not have too much customisation to interfere with the user's cognitive experience.

Green

#17B4B4   1
main

Yellow

#FF9E00   1
main

Red

#E31C28   1
main

Brand Elements

What is allowed to be used across the system

Typography (10px, 12px, 14px, 16px, 20px)

FONT MONTSERRAT
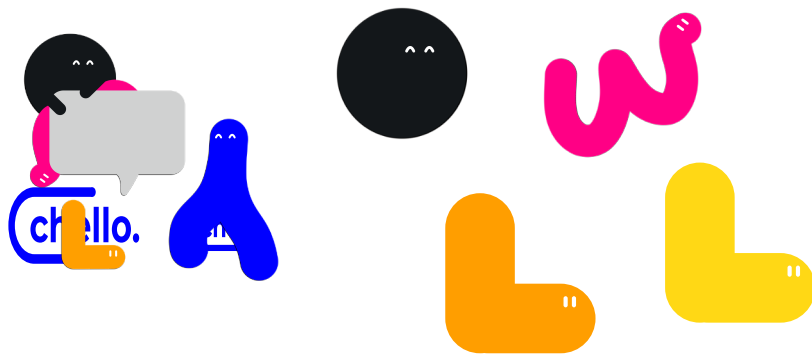
Medium - 500 weight
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Semibold - 600 weight
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
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

Bold - 700 weight
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
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
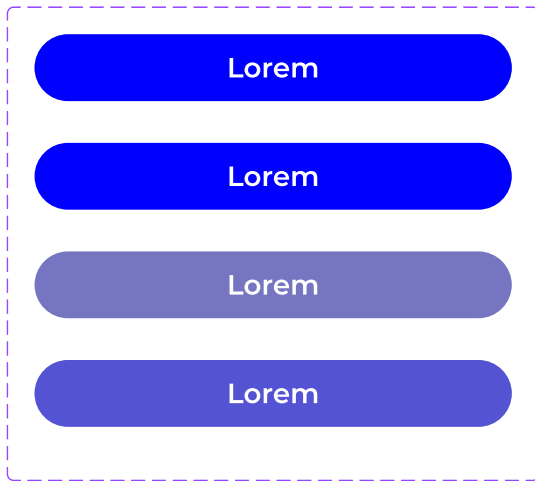
Logo

Artwork

CTA's

A graphical control element that provides the user a simple way to trigger an event

Large CTAs

Filled buttons 48px - Used as main and primary CTAs on the outside area of flows - Such as Login, register etc

1

Lorem — **Default**

Lorem — **Pressed**

Lorem — **Disabled**

Lorem — **Disable alternative proposal**

bottom navigation

A navigation element

Bottom Navigation

1

⬠	◉	Ⓒ	⚙
Home	Let's Go	Chello	Preferences

⬠	◉	Ⓒ	⚙
Home	Let's Go	Chello	Preferences

Coco Icon Pack

Style: Quirky and Fun

https://www.figma.com/community/file/944228750903853832

Grids and specs

UI elements and content are then aligned to these columns.

Divisible by 8

Only numbers that are divisible by 8 were used. Thus this is an 8px system grid

Infield

A form field

Infield Variants

1

Infield

Default

Infield

Error

[placeholder]

Infield

Helper

Hint

Infield

Disabled

Infield

W/ icon