

**CASCHE** THE SWISS PAYMENT APP

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**DESIGN LANGUAGE**

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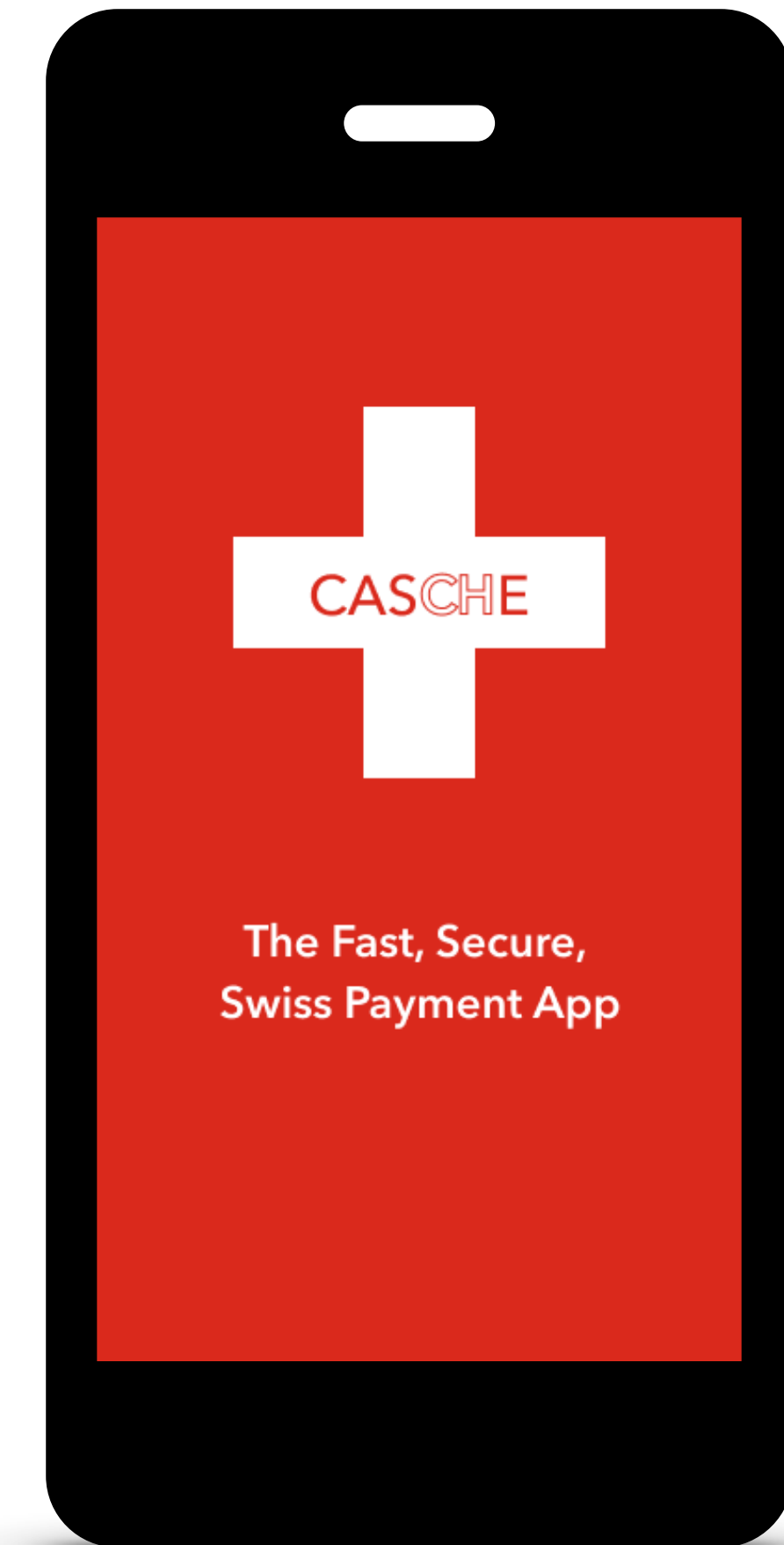
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## OVERVIEW

To provide a cohesive user experience across various devices, I've created this design language document to act as a central resource for guidelines and standards for the CASCHE app with regards to color palettes, typography, iconography, UI components, etc.

As CASCHE further develops this document will be updated accordingly.



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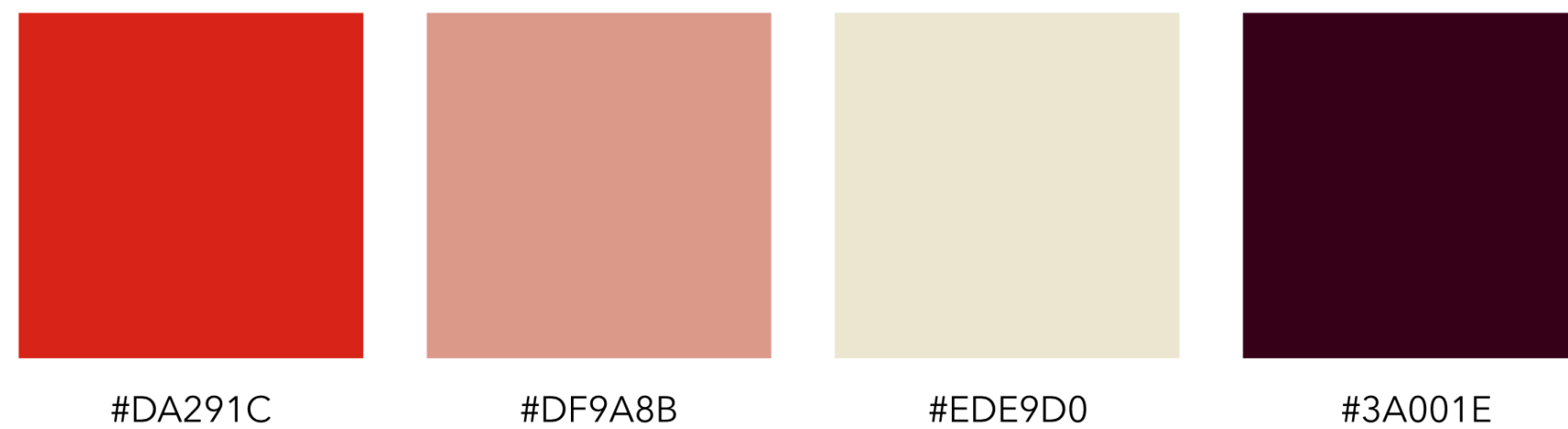
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# COLOR

CASCHE's color palette is based off of the colors of the Swiss flag (i.e. a white cross centered on a field of red). #DA291C matches the official Swiss red. The remaining 3 brand colors act as a complement and convey a simple, refined elegance.

Red (#DA291C) should be used sparingly so as not to overpower the rest of the design.

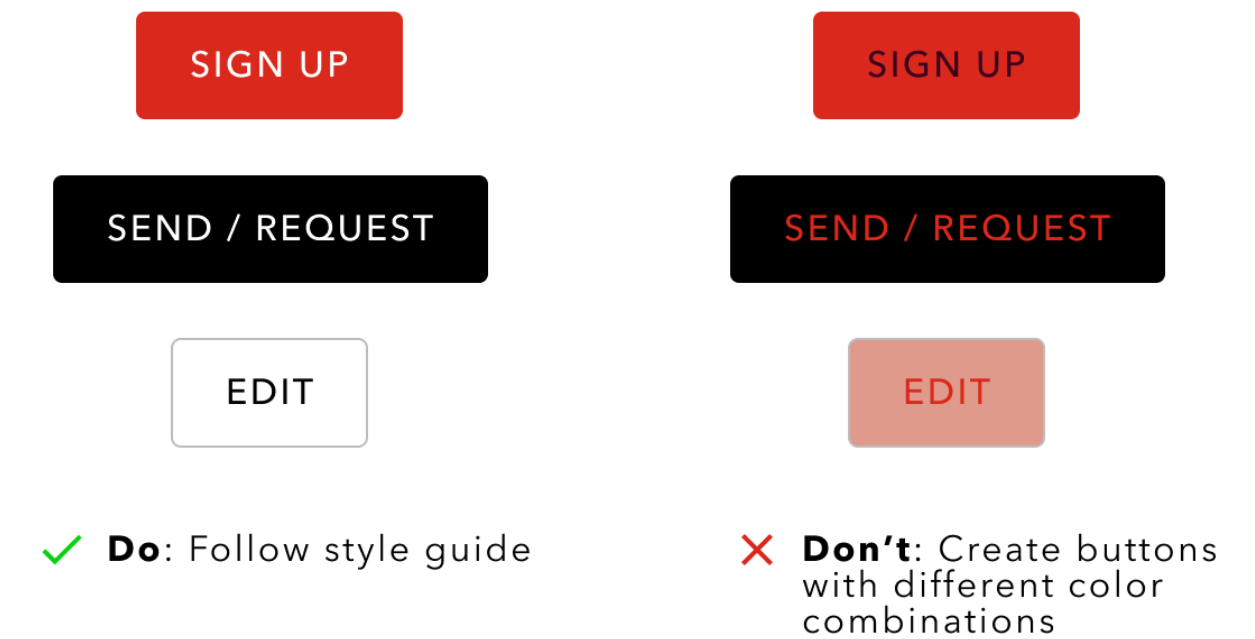
## Brand Palette



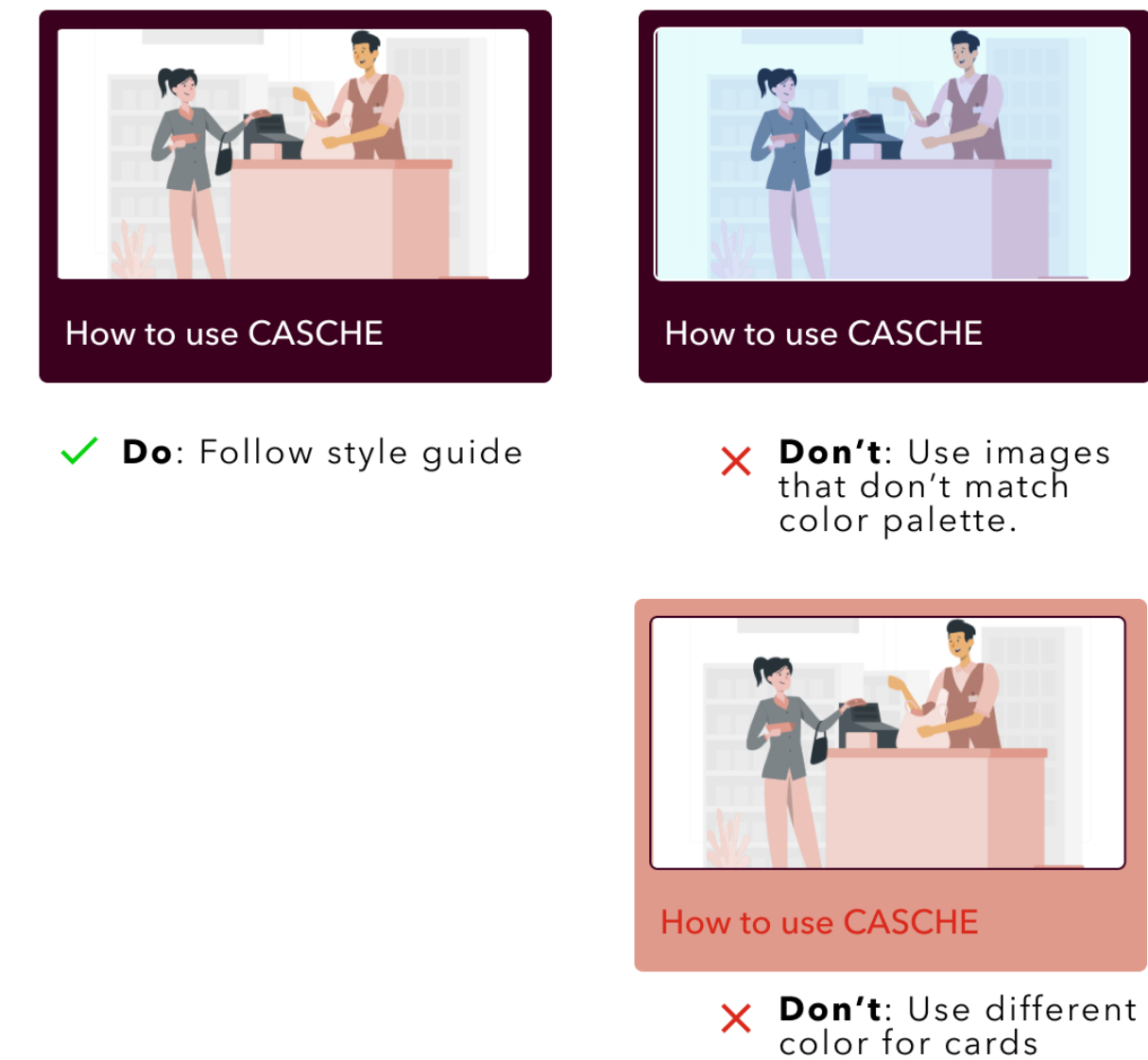
## Secondary Palette



## Buttons



## Cards



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# TYPOGRAPHY

CASCHE's typeface is Avenir Next. The logotype also uses Avenir Next.

## CASCHE Logotype

Avenir Next Medium in #DA291C, all caps. The "CAS" and "E" are only fill. The "CH" is only stroke. When in color, the logotype may only appear on a white background (#FFFFFF). If the logotype is to appear in black and white, the same principles are followed except that red #DA291C is replaced by black (#000000). Examples are as follows:

CASCHE  
CASCHE

## Avenir Next

### H1

Avenir Next Demi Bold 36 pt

### H2

Avenir Next Demi Bold, 24 pt

### H3

Avenir Next Demi Bold, 18 pt

Body

Avenir Next Regular 16 pt

### Strong

Avenir Next Bold, 16 pt

Note

Avenir Next Regular 14 pt

Icon Text

Text Avenir Next Regular 10 pt

Transactions Lines

Avenir Next Ultra Light 14 pt

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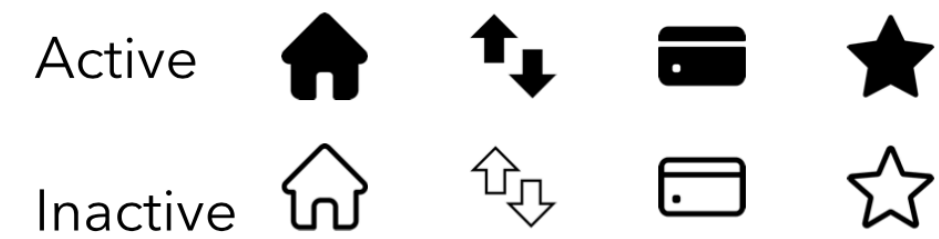
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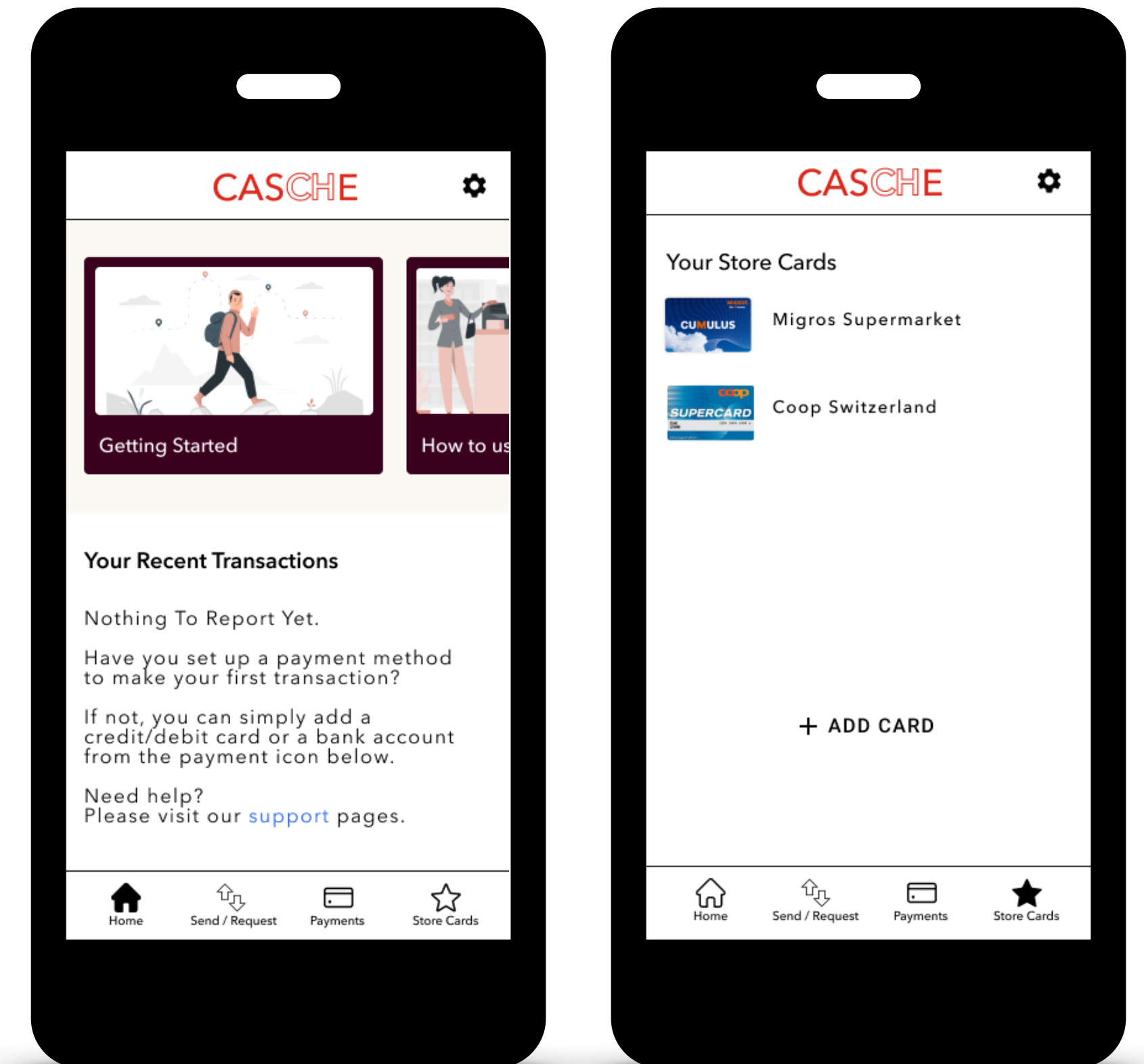
# ICONOGRAPHY

Icons appear throughout the application. Navigation icons can have an active and inactive state.

## Navigation Icons, Active and Non Active States



## Additional Icons



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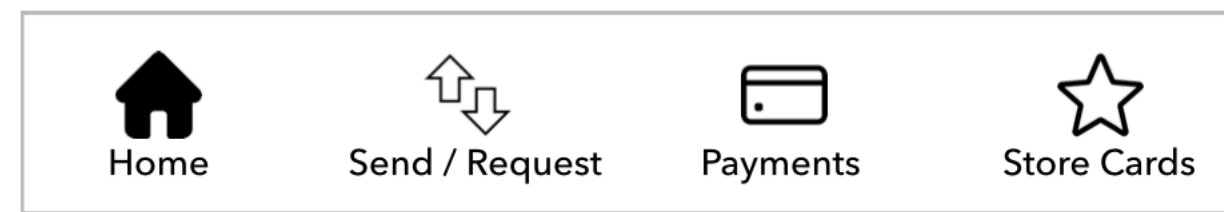
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# UI COMPONENTS

## Navigation Bar

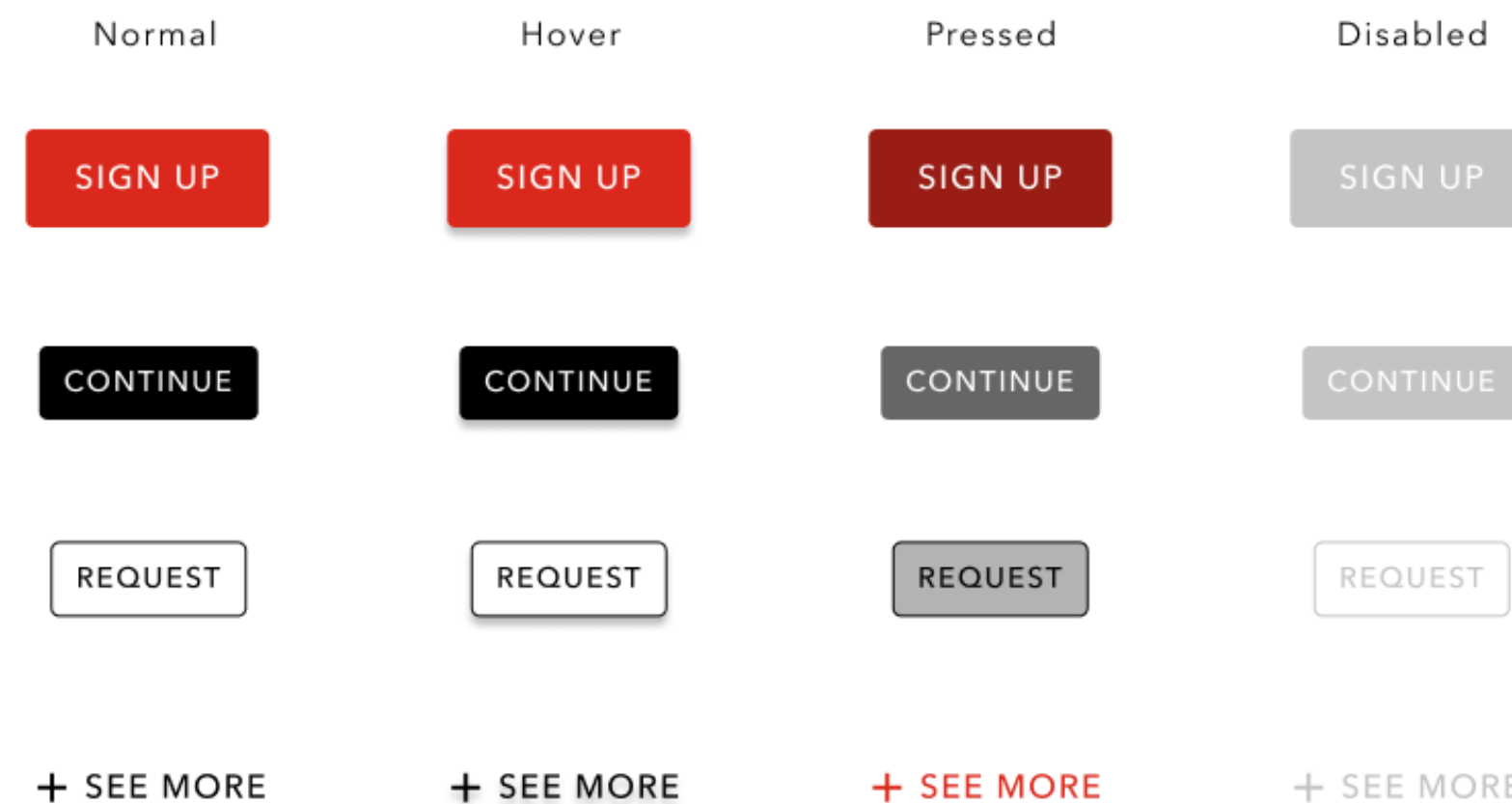
The navigation bar always appears at the bottom.



## Buttons

Buttons exist in two sizes: Large (height 48 px) and Small (height 36 px). The width is determined by the button text. All button text is ALL CAPS. Buttons may be red, black, outline, or text only (i.e. no border). Red buttons should be used sparingly.

## Button States



## Cards

Cards appear on the Home tab and provide introductory and supplemental information to users. Cards swipe left and right, but never up and down.



## Process Indicators



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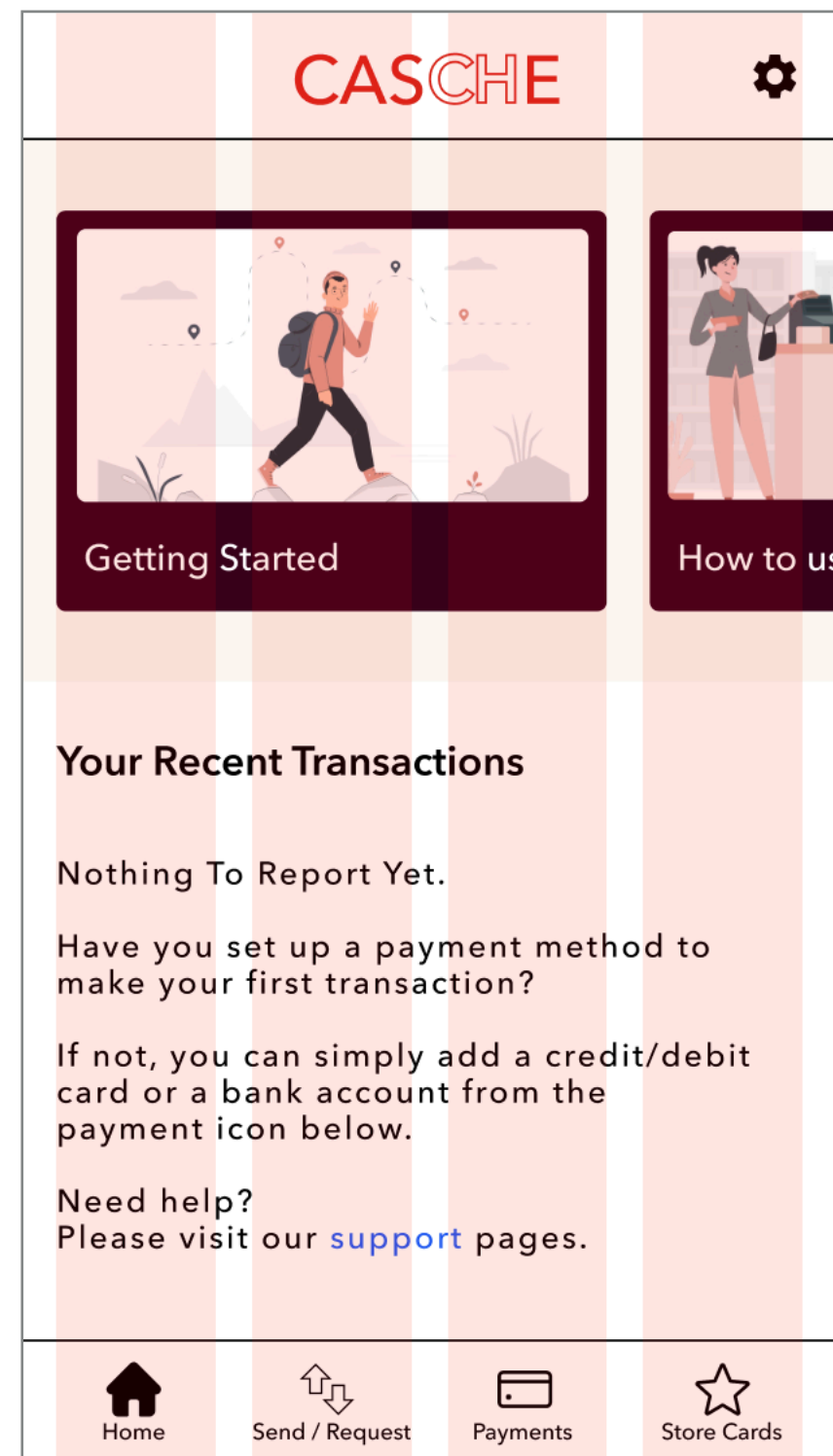
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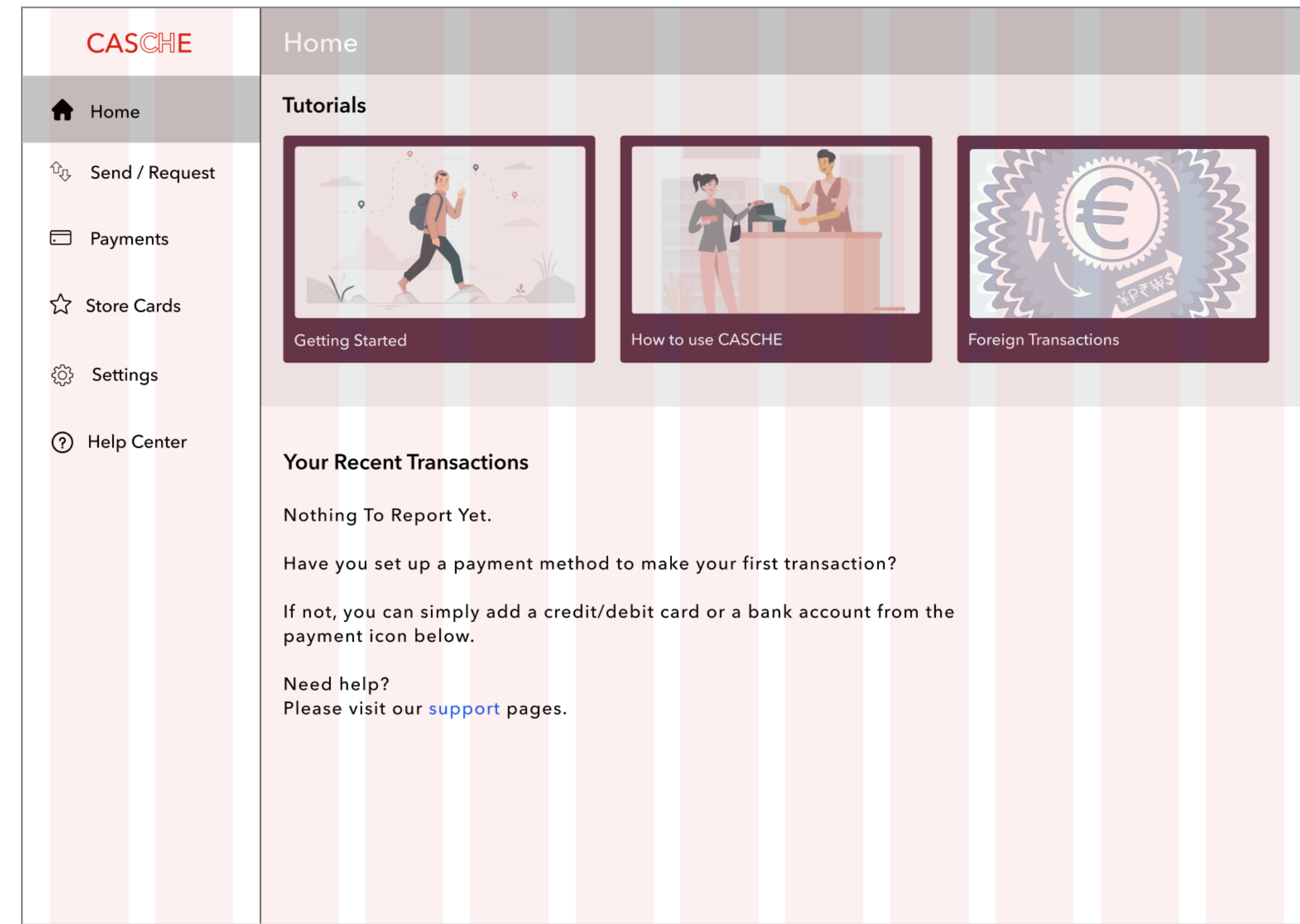
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# GRIDS / LAYOUT



## Mobile

4 Column Grid with 16 px gutter and 16 px margins



## Desktop

12 Column Grid with 30 px gutter and 30 px margins

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## LANGUAGE / TONE OF VOICE

- ▶ CASCHE's tone should be professional, yet friendly and personal.
- ▶ Our goal is to simplify payments and instill trust with our users.
- ▶ Gender neutral language should be used.
- ▶ When addressing users within the app, their first names should be used.
- ▶ When confirming payments sent or received with CASCHE, the full name of the person should be used. In the case of businesses or organizations, use the official business name as it appears in transaction details.



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# ACCESSIBILITY

## **Text**

For optimized legibility, text should sufficiently contrast with background. To check contrast, tools such as <https://webaim.org/resources/contrastchecker/> can be used.

## **Images**

Alternative text tags should be used for screen readers.

## **Links and Buttons**

Include descriptive text with links and buttons

## **HTML Headers**

Ensure that headers reflect the correct page structure. H1 should be reserved for the main header. H2, H3, H4... should be reserved for subsequent sections, ideally without skipping from H2 to H4, etc.