



BUDGETS **TO** BLUEPRINTS

DESIGN SYSTEM

CATHERINE TRAN AND HEAVEN ROBINSON



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EDITORIAL STYLE

MISSION STATEMENT

At Budgets to Blueprints, we revolutionize financial education for students and young adults, combining storytelling with an interactive game to teach essential financial life skills. We empower our audience to make informed and responsible financial decisions.

TAGLINE

"Build Your Financial Future, One Blueprint at a Time."

VOICE

THIS, NOT THAT

Trustworthy, but not rigid

Engaging, but not overly casual

Educational, but not textbook-like

Reliable, but not robotic

Approachable, but not overly familiar

Informative, but not monotone

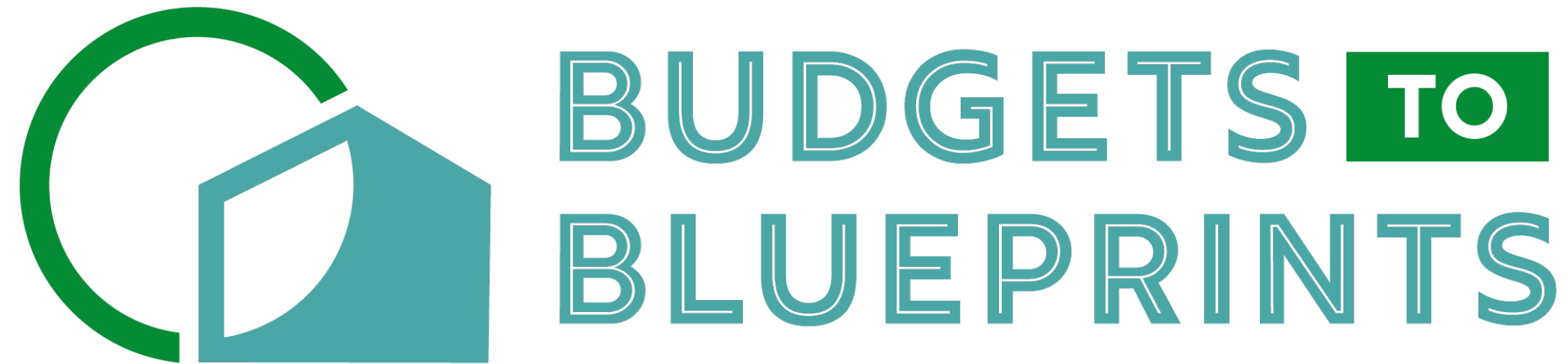
Eloquent, but not pretentious

VOICE CHARACTERISTICS	DESCRIPTION	DO'S	DON'TS
Trustworthy	We want our users to believe that the information we provide is accurate and trustworthy. We wish to build trust and a positive relationship with our users.	<ul style="list-style-type: none"> • Maintain consistent tone and style • Maintain professional and respectful tone • Be transparent with our information 	<ul style="list-style-type: none"> • Give out false and misleading information • Plagiarize from other sources
Educational	When explaining difficult financial ideas, our voice is easily understandable. We strive to make these topics easy to understand for those who are unfamiliar with these topics.	<ul style="list-style-type: none"> • Use straightforward and encouraging language • Incorporate visuals to enhance learning 	<ul style="list-style-type: none"> • Talk down to your audience • Overload with information
Engaging	Financial literacy isn't exactly an interesting topic, but we want to encourage participation and retain our user's attention.	<ul style="list-style-type: none"> • Use "you" and "we" to include our users • Use interactive prompts • Use good storytelling techniques to make the content relatable 	<ul style="list-style-type: none"> • Use an overly formal tone • Assume the user knows what you are talking about • Ignore the needs of the users

VISUAL STYLE

LOGOS

The primary logo is the horizontal lockup and it is the core representation of the brand. It should be used whenever possible.



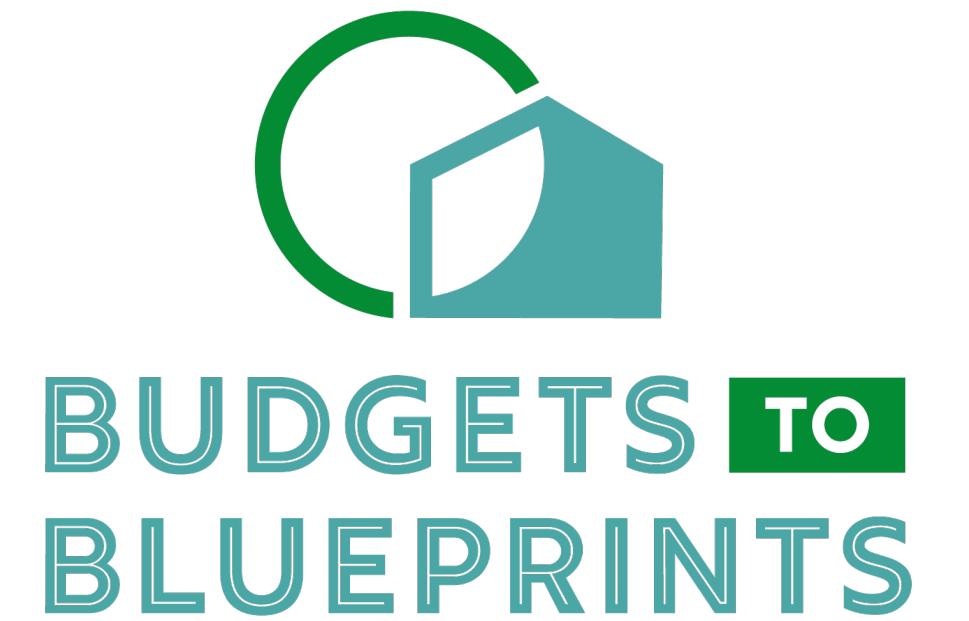
PRIMARY LOGO: HORIZONTAL LOCKUP

The pictorial mark is symbolic as it incorporates both a home building aspect and the pie chart finance element. It should be used for quick recognition in small spaces.

The wordmark is a secondary logo and should be used when a more text-focused design is desired.

The lettermark is a compact logo fusing the two B's of Budgets to Blueprints, or "B2B". It should be used sparingly and only in small spaces.

The vertical lockup should only be used when vertical positioning best fits the space.



VERTICAL LOCKUP



PICTORIAL MARK



WORDMARK



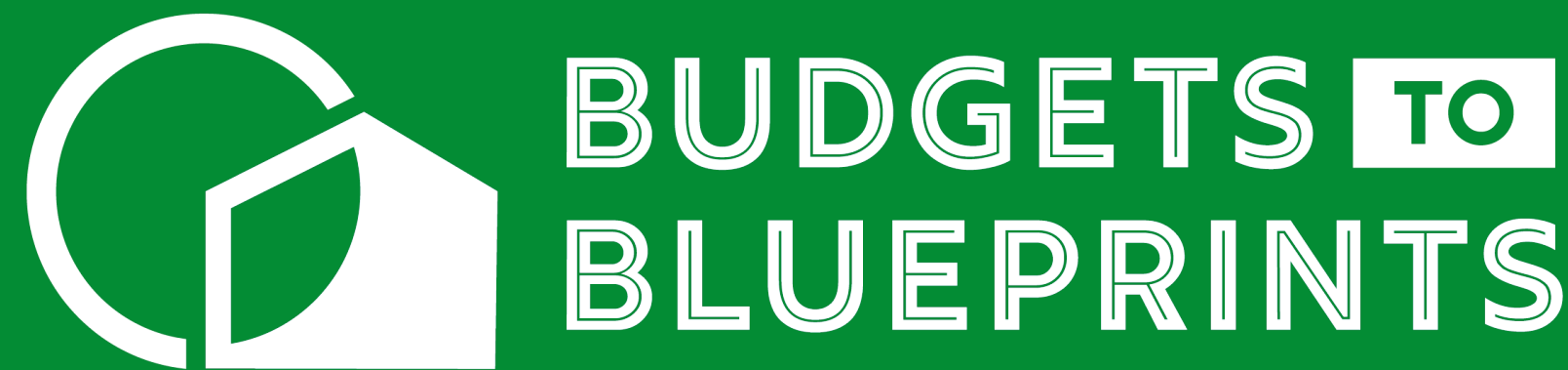
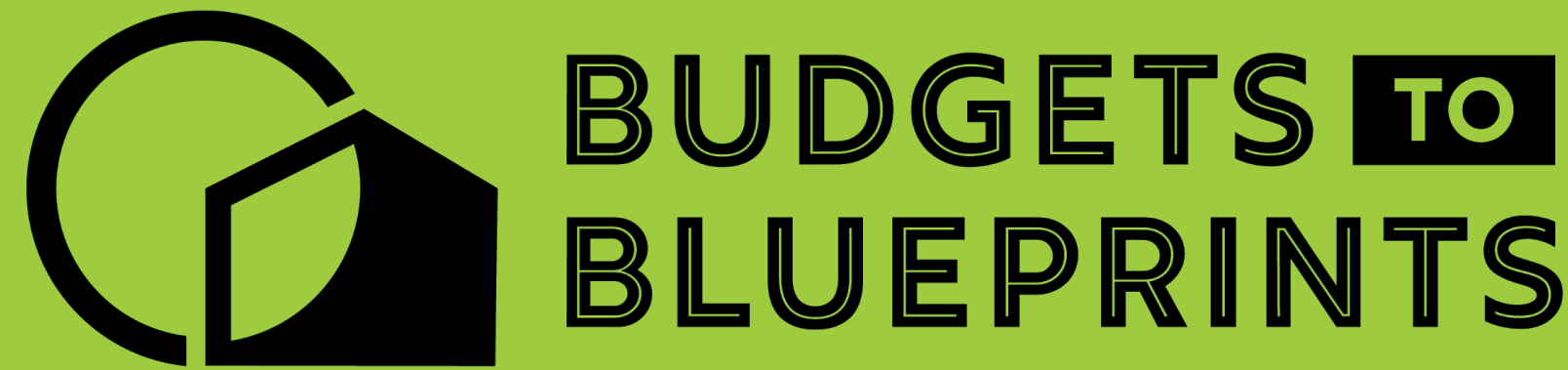
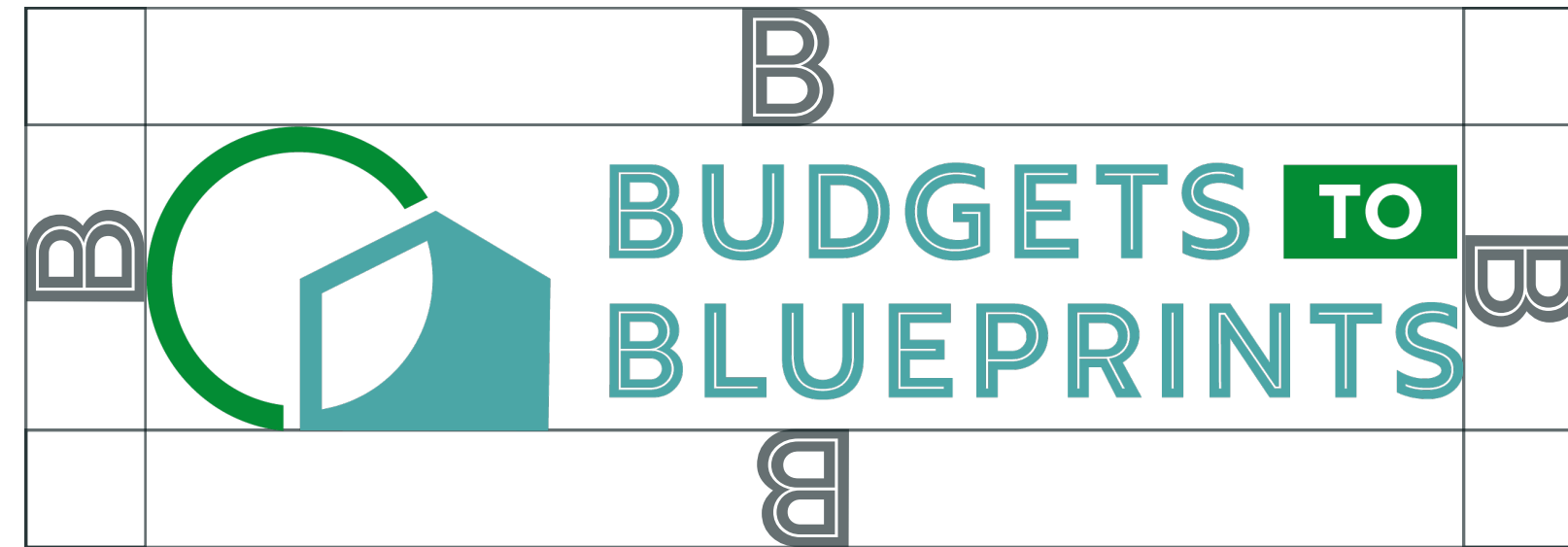
LETTERMARK

ACCEPTABLE USE

To maintain legibility in all uses, a clearspace between the logo and other visual and verbal elements is defined. This space is the height of the “B” in the wordmark logo.

The logos should not appear smaller than 1/2 inch height.

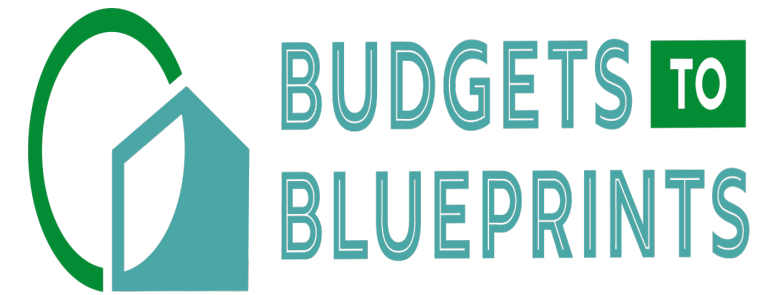
The logos should always appear in the brand colors, tints and tones, in either one or two colors. Whenever placing the logo on a color background, make sure that there is sufficient contrast and legibility.



UNACCEPTABLE USE

The logos should not be misinterpreted, modified, or added to. No attempt should be made to alter in any way. Its orientation, color and composition should remain as indicated in this guideline.

The following are examples of how the logos should NOT be modified.



DO NOT distort the primary logo.



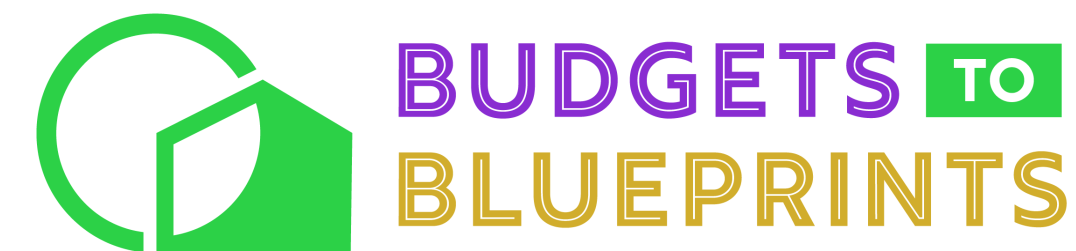
DO NOT rotate the primary logo.



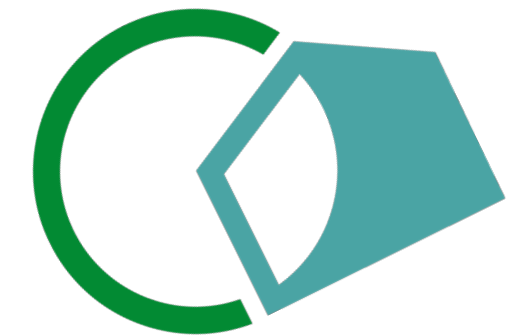
DO NOT distort the pictorial mark.



DO NOT move or scale any part of the logo.



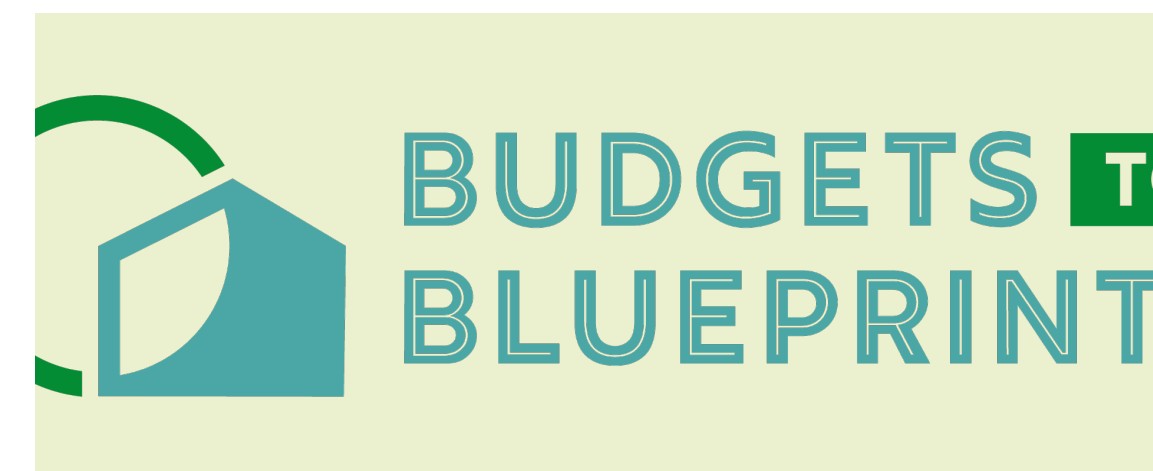
DO NOT use unauthorized colors or tints.



DO NOT rotate the pictorial mark.



DO NOT create a gradient in the background or in the wordmark and primary logo.



DO NOT crop the logo.



DO NOT flip the pictorial mark.

TYPOGRAPHY

HEADING 1

RIG SOLID

**BOLD INLINE
SOLO**

Size: 72px

Letter Spacing: 0px

Line Spacing: 76px

Rig Solid Bold Inline Solo is the wordmark typeface, and should be used in all uppercase for headlines. It should only be used for shorter headlines and never for long copy.

HEADING 2

**FRANKLIN
GOTHIC
HEAVY**

Size: 28px

Letter Spacing: 0.75px

Line Spacing: 32px

Franklin Gothic Heavy should be used in all uppercase for headlines. It should only be used for shorter headlines and never for long copy.

HEADING 3

**FRANKLIN
GOTHIC
MEDIUM**

Size: 24px

Letter Spacing: 0px

Line Spacing: 28px

Franklin Gothic Medium should be used in sentence case for sub-headlines, in either regular or italic font style. It should be used for copy no longer than 15 words.

BODY COPY

**FRANKLIN
GOTHIC
BOOK**

Size: 16px

Letter Spacing: 0px

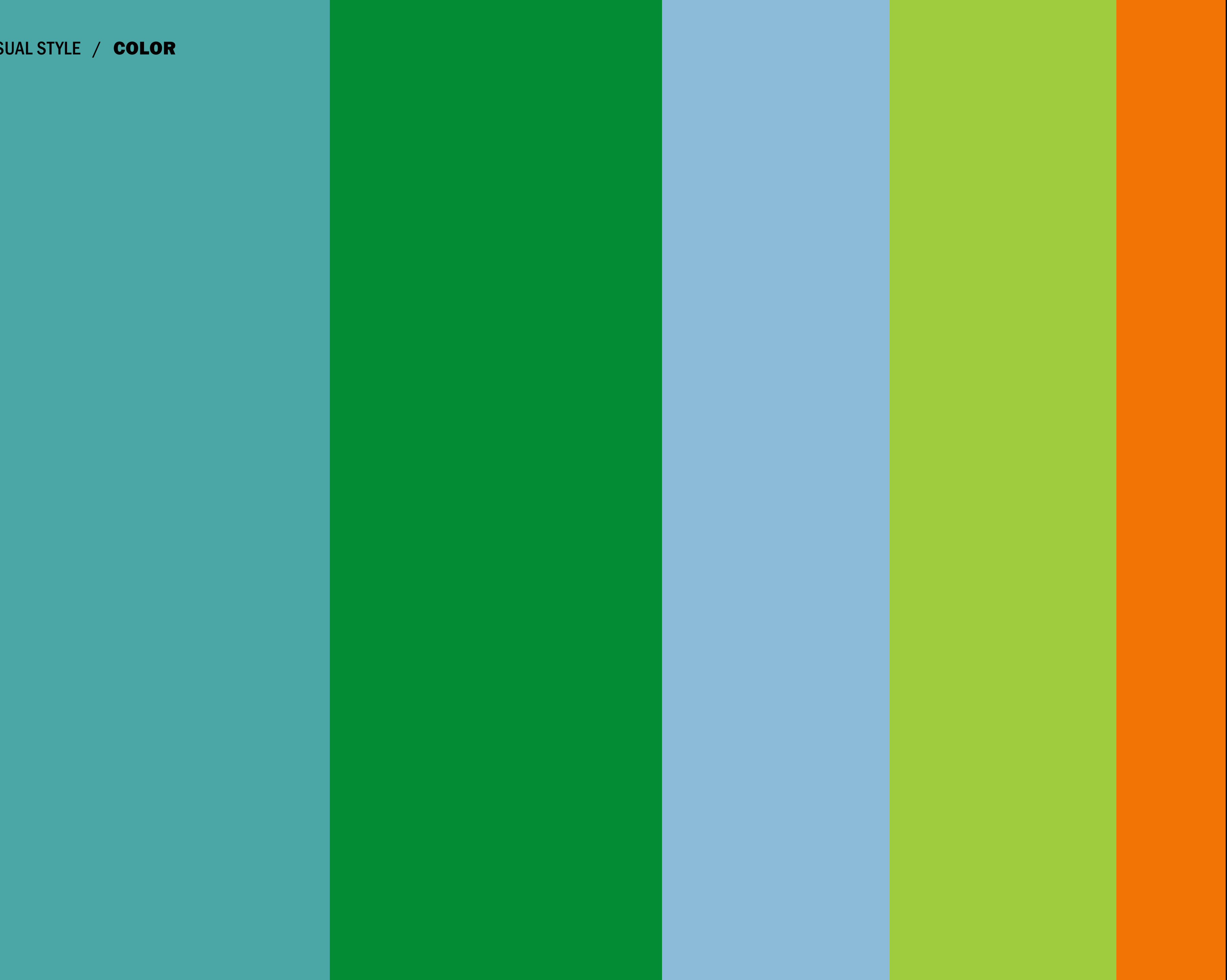
Line Spacing: 21px

Franklin Gothic Book should be used in sentence case for all body copy, in a regular or italic font style. It should never be in all uppercase.

COLOR PALETTE

This is the full Budgets to Blueprints color palette. Inspired by the dynamic intersection of financial literacy and home building, this palette features refreshing greens and calming blues to be used across platforms.

Each color is carefully chosen to resonate with our commitment to an engaging and transformative learning experience.



PRIMARY COLORS

LIVING WAGE WHITE

CMYK 0 / 0 / 0 / 0

RGB 255 / 255 / 255

HEX #FFFFFF

Living Wage White symbolizes simplicity, transparency and a blank canvas where users start their financial journey and home building experience. Living Wage White should mainly be used for backgrounds and text on colored backgrounds.

TAKE-HOME TEAL

CMYK 54 / 4 / 0 / 35

RGB 75 / 166 / 166

HEX #4BA6A6

Take-Home Teal is associated with stability and balance, providing a calming approach to testing financial knowledge and crafting a house. Take-Home Teal is the base color for design elements such as backgrounds and illustrations.

GOOD CREDIT GREEN

CMYK 98 / 0 / 63 / 45

RGB 3 / 140 / 52

HEX #038C34

Good Credit Green symbolizes growth, prosperity and wealth, making it an ideal color for financial literacy and success. Good Credit Green should be used mainly for highlights and accents.

SECONDARY COLORS

SKYLIGHT BLUE

CMYK 35 / 14 / 0 / 15

RGB 140 / 187 / 217

HEX #8CBBD9

Skylight Blue represents trust, reliability and calmness, making users feel confident about their financial journey. Skylight Blue should be used for elements such as page backgrounds and buttons.

BACKYARD GREEN

CMYK 22 / 0 / 69 / 20

RGB 159 / 203 / 62

HEX #9FCB3E

Backyard Green represents financial progress and the excitement of building and decorating a home. Backyard Green should be used for backgrounds and buttons.

OASIS ORANGE

CMYK 0 / 52 / 98 / 5

RGB 242 / 116 / 5

HEX #F27405

Oasis Orange is associated with energy, enthusiasm and creativity, motivating users to take action. Oasis Orange should be used sparingly, for accents and buttons.

BANKROLL BLACK

CMYK 0 / 0 / 0 / 100

RGB 0 / 0 / 0

HEX #000000

Bankroll Black conveys a sense of seriousness and reliability, crucial in building a stable financial foundation. Bankroll Black is used for text.

TINTS + TONES

Tints and tones are a way to enhance the color palette and create versatility for different design elements while maintaining a cohesive look.

Elements such as illustrations, shadows, colored text and backgrounds are instances where these colors can be used alongside the primary palette.

These colors should also be used to improve accessibility and contrast. For example, a darker tone for text on a lighter background can increase legibility.

#C9E4E4

#9AD1AE

#E8F1F7

#D9EAB2

#F9BA82

#81C1C1

#68BA85

#AFCFE4

#C5E08B

#F69E50

#4BA6A6

#038C34

#8CBBD9

#9FCB3E

#F27405

#357474

#02702A

#628398

#7FA232

#A95104

#265353

#02541F

#384B57

#50661F

#793A03

IMAGERY

With imagery, the primary focus is the home building and decoration elements, showcasing the options within the cards. Images should have an illustrative approach, and strike a balance between playful illustration and realistic photography. They should be high quality and resemble actual architecture and exterior design elements.

The floor plan blueprint graphic should only be used to add visual interest to page backgrounds. It should be Bankroll Black with an opacity of 60% on a one-color background.

HOME BUILDING OPTION EXAMPLES



EXTERIOR: CLASSIC COLONIAL

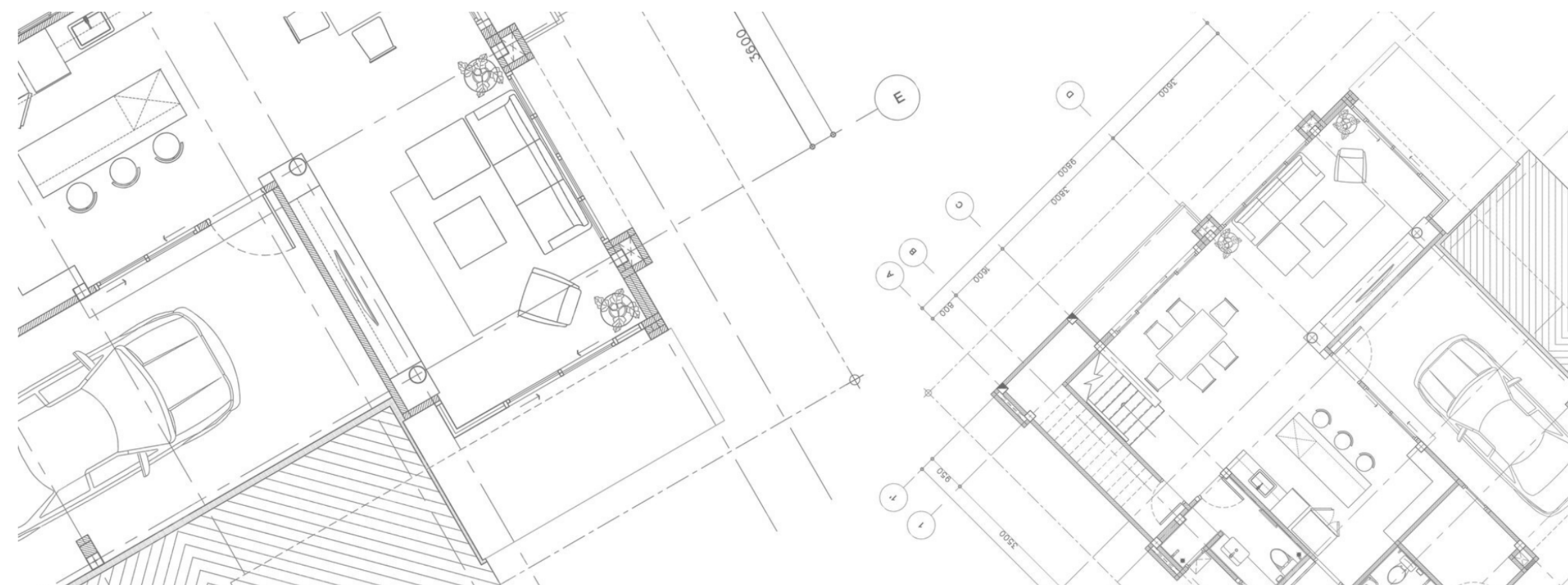


DOOR: WOOD



ENTERTAINMENT: PLAYGROUND

FLOOR PLAN BLUEPRINT



USAGE

Images should always be cropped in to emphasize details and best display the feature. Images should mostly have the subject in a front-facing angle, and the image box corners should always be sharp. They should also incorporate the brand colors whenever possible.

Avoid low resolution, harsh lighting and low saturated images throughout. Images should also not be distorted or rotated.

ACCEPTABLE USE



DO include high quality images.



DO use brand colors.



DO use high saturation.

UNACCEPTABLE USE



DO NOT distort or stretch images.



DO NOT use rounded corners.



DO NOT use over-exposed images.

ICONOGRAPHY

Iconography and illustrations should follow a flat illustration style with a hand-drawn approach – bridging together the structure of finance and character of crafting your own home.

Icons should only be one color from the color palette, for a clean and cohesive look. They will be used for background decoration and when displaying financial literacy questions, bringing visual interest to the learning process.

Within cards, icon sizing should also be proportional to the content and not overwhelm the space. Iconography should be an enhancement rather than a distraction.

If additional icons are needed, ensure that they align with the existing style and fit seamlessly with the current icon library.



Money Bar Graph



Cash



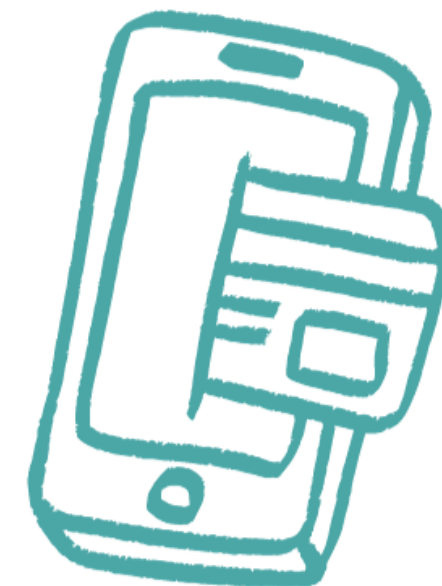
Piggy Bank



Credit Card



Budget Sheet



Online Banking



Budget Calendar



Question



Home



Magnifying Glass

UNACCEPTABLE USE

The icons should not be misinterpreted, modified or added to. Their orientation and composition should remain as indicated in this guideline.

Restrict the use of icons to avoid visual clutter. Stick to a maximum of three icons per context to maintain a harmonious and user-friendly experience.

The following are examples of how the icons should NOT be shown.



DO NOT fill in the icons with colors.



DO NOT distort or stretch icons.



DO NOT overlap icons.



DO NOT use more than one color.



DO NOT add a drop shadow, glow or other effects. Instead, choose a high contrast color that complements the background.



DO NOT rotate icons.

UI COMPONENTS

CALL-TO-ACTION BUTTONS

Call-to-Action buttons will primarily be used to allow users to move onto the next task/page or submit their answers during Trivia Terrace.

The height of the buttons are always 60px, but the width can vary based on the text. The text will be in size 20pt in the Franklin Gothic Medium font, all uppercase in Bankroll Black. The buttons have a corner radius of 20. The default button color is Backyard Green and the hover state color is #C5E08B, a tint of Backyard Green.

DEFAULT



HOVER



GAME BUTTONS

Each game button will contain a question from our game Trivia Terrace, and will be formatted with a width and height of 246px by 59px, a corner radius of 20, and the font Franklin Gothic Medium in 26pt font.

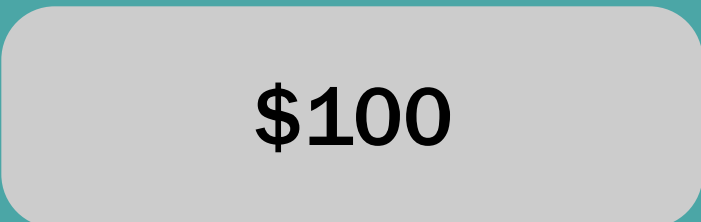
Once an question has been played, it will have a disabled state color of #CCCCCC, a tint of Bankroll Black.

DEFAULT

A white rounded rectangular button with a black border and the text "\$100" centered inside.

\$100

DISABLED

A light gray rounded rectangular button with a black border and the text "\$100" centered inside.

\$100

GAME CATEGORY HEADERS

The game category headers are non-clickable labels in Trivia Terrace to display the financial trivia question groups: budgeting, investing, credit scores and loans.

The individual headers are in a box with a width and height of 246px by 100px, a corner radius of 20, and the colors Skylight Blue, Backyard Green, Oasis Orange and Good Credit Green. Headers are in the font Franklin Gothic Heavy in 28pt. The headers will always be displayed in a group of four. Spacing between headers is 96px.

HEADER



BUDGETING

HEADER GROUP



BUDGETING

INVESTING

CREDIT SCORES

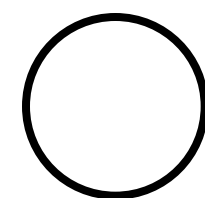
LOANS

RADIO BUTTONS

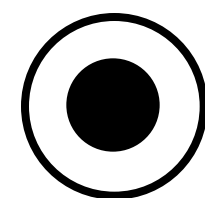
Radio buttons will primarily be used to allow users to select an option among the answer choices during Trivia Terrace.

The buttons are circular and the width and height are always 64px. The buttons will be displayed in a group of four. Spacing between buttons is 96px, although this may be adjusted for longer answer copy. Unselected radio buttons are Living Wage White with a stroke of 1px in Bankroll Black, while selected buttons have the addition of a circle in the middle that will also be in Bankroll Black. Below are some examples of the radio buttons.

DEFAULT

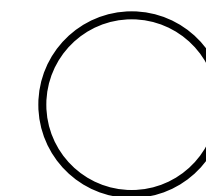
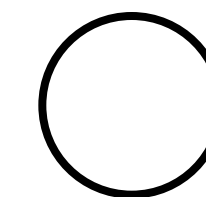
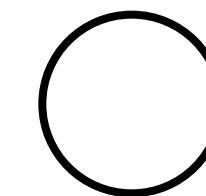
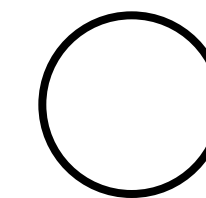


SELECTED

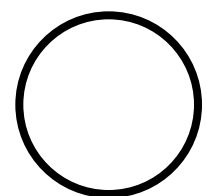
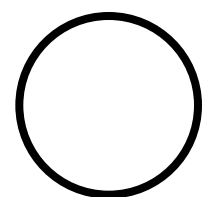
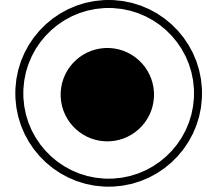
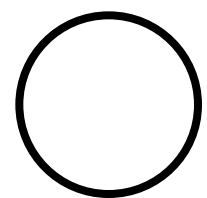


RADIO GROUP

DEFAULT



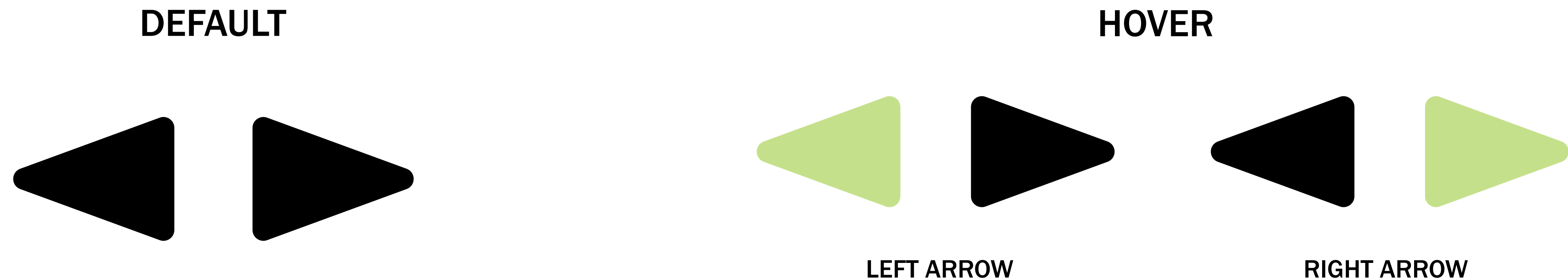
SELECTED



ARROWS

Arrows will be used to scroll through the home building option cards.

The arrows are triangular with a standard width of 92px and height of 72px, and rounded corners of 10. The default arrow color is Bankroll Black and the hover state color is Backyard Green.



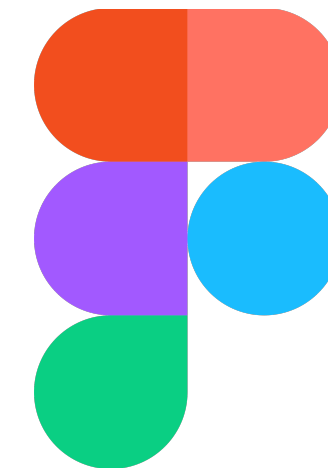
TOOLSTACK



ADOBE ILLUSTRATOR + PHOTOSHOP

DESIGN

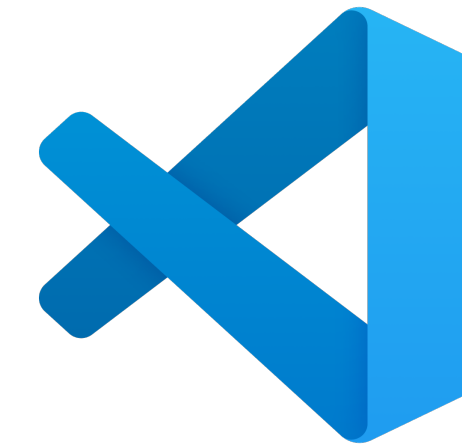
Adobe Illustrator is used to craft vectorized logos and iconography. Adobe Photoshop is used for image editing such as color and saturation, and creating an illustrative effect.



FIGMA

PROTOTYPING

Figma is used for collaborative layout design and functional prototyping.



VISUAL STUDIO CODE

DEVELOPMENT
(HTML / CSS / JAVASCRIPT)

Web development and coding is done with Visual Studio Code, which supports HTML, CSS and JavaScript.

PATTERN LIBRARY

HOME BUILDING CARDS

Cards will be used to display content for the home building options. The cards contain information for each section of the home building process such as location, contractor, home style, exterior materials and decor, as well as the price for the item.

The cards are Living Wage White and rectangular with a standard width of 1080px and height of 475px.

Arrows will be used to move between home building options.

HEADING 2

HEADING 3

BODY COPY

RUSTIC LOG CABIN

If you're looking for a cozy, cabin-in-the-woods feel

Pros:

- Cozy atmosphere, perfect for relaxation
- Very durable and have a long lifespan
- Rustic charm of wood materials

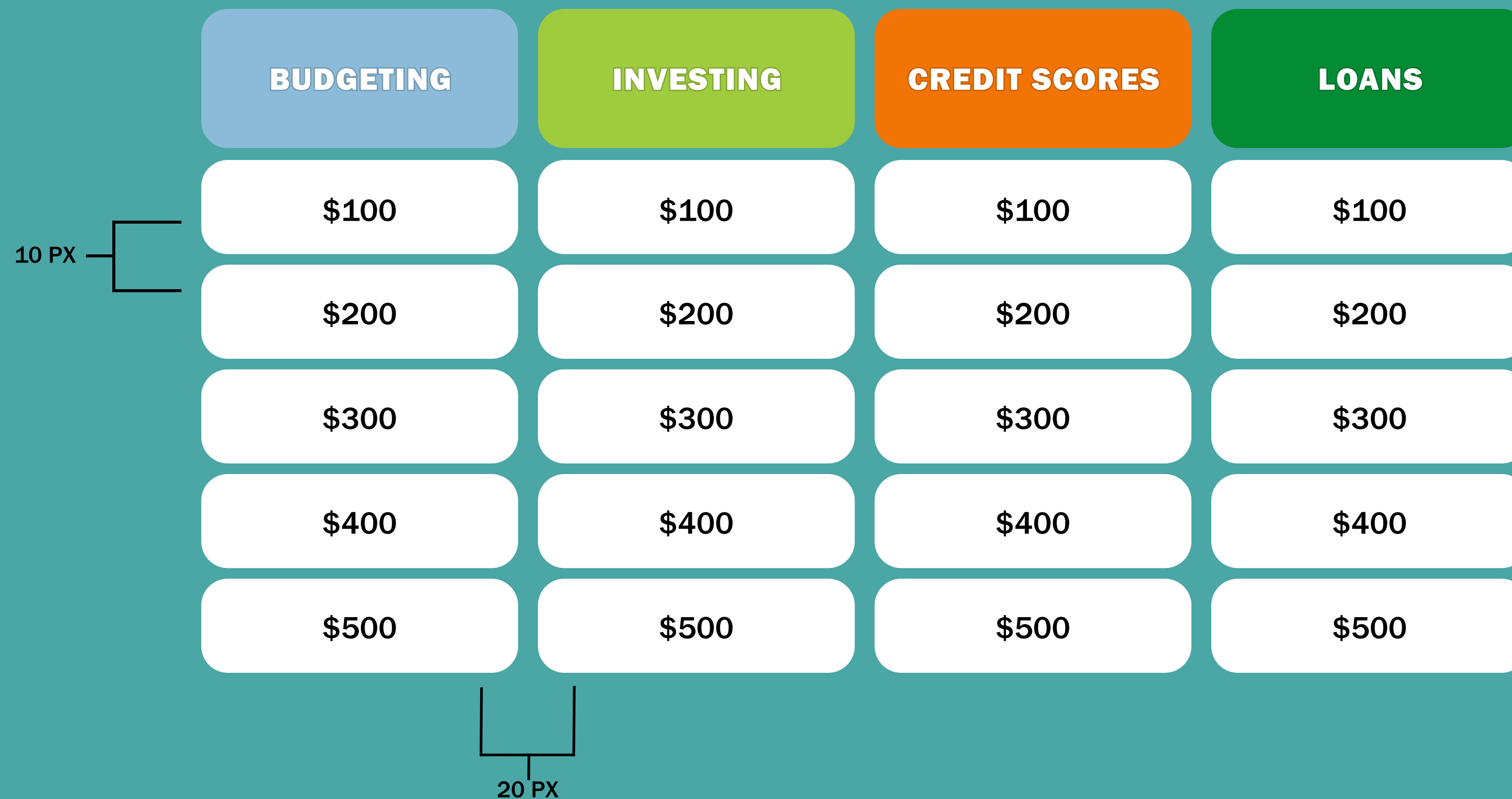
Cons:

- High cost of materials and construction
- Incorporating modern amenities may be more challenging



TRIVIA TERRACE

Trivia Terrace contains four categories, budgeting, investing, credit scores and loans. Within each category, there are five questions ranging in difficulty from 1-5 shown through a dollar amount. All the category headers and buttons will be 20px apart horizontally and 10px vertically. In total, there are four game category headers horizontally in rows and five game buttons vertically in columns.



QUESTION CARDS

A question card will be shown when a game button is clicked. At the top of the card will be an icon that is 512 x 512px. Following the icon will be the question difficulty, the question, four answer choices and the submit button which will all be centered aligned. Each answer choice will be 52px apart. Each card will be Living Wage White with corner radius of 20 and border corresponding with the category color: Skylight Blue (Budgeting), Backyard Green (Investing), Oasis Orange (Credit Scores), and Good Credit Green (Loans).

CATEGORY CARD ICONS



BUDGETING



INVESTING



CREDIT SCORES



LOANS



What is a good low-risk investment option for beginners?

- Blue-chip stocks
- Bonds
- Cryptocurrencies
- Start-up investments

SUBMIT

EXPLANATION CARDS

Explanation cards will pop up immediately after the question card. At the top, it will show Correct or Incorrect in green or red that is centered aligned, followed by the explanation that is left aligned. In the top right corner is an “X” button that takes you back to Trivia Terrace.

Similar to the question cards, each card will be Living Wage White with corner radius of 20 and border corresponding with the category color.



Correct

Bond investing is a low-risk investment choice for beginners. Bonds are relatively stable and provide consistent returns.

They are a great choice for those looking to preserve capital and earn regular interest income while taking less risk than stocks or other investments.