NO DICE DESIGN SYSTEM

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The two primary fonts that No Dice uses are Montserrat and Frutiger.

Title (h1) - Montserrat Bold 34pt

Subtitle (h2) - Montserrat Bold 28pt

Heading (h3) - Frutiger ExtraBold 20pt

Body (p) - Frutiger Roman 18pt

All kerning and spacing options should be set to default values based on the platform being used (App, Web, Socials).

Usage

The title (h1) font weight should be reserved for large title page text.

Headings for individual, smaller pages or posts should use h2 instead.

Headings (h3) should be used for board game titles in the game library as well as for heading text preceding a large amount body text.

Body text should be used for most things, such as game information, reviews, descriptions, etc.
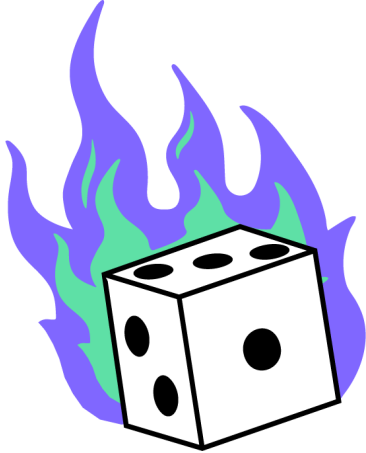
Usage Example

h1

h2

h3

p

In the above example, the "No Dice" heading is using the h1 type face. Following that the username line uses the h2 type face, and the game title uses the h3 type face. Finally, the description uses the body type face.
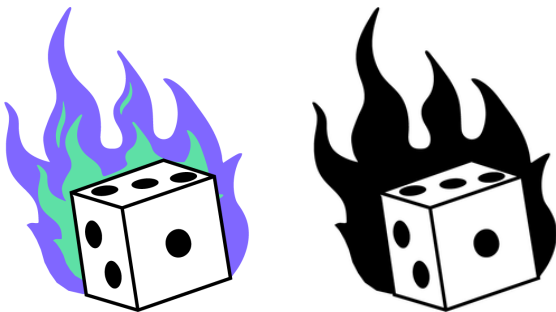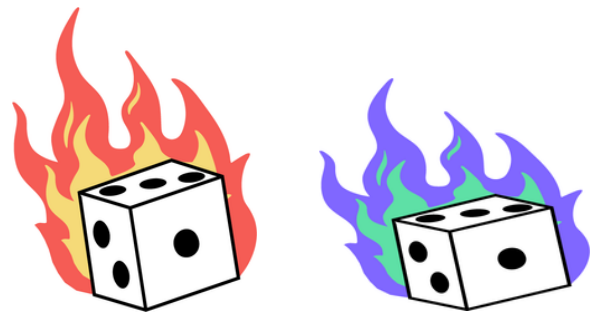
Logos

Pictorial Mark

Combomark

The pictorial mark serves as the primary logo for No Dice, but can be substituted for the combo mark in situations where the brand name isn't present. Both logos should only appear in the No Dice color palette, or in all black and white, and the logos should never be stretched beyond the original aspect ratio.

Usage

Proper Use
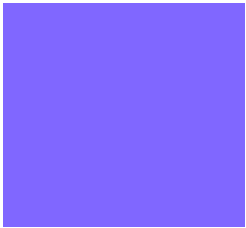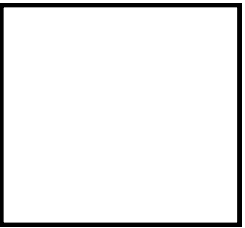
Incorrect Use

Color Palette

No Dice Purple

No Dice Seafoam

Dice White

Pitch Black

Primary Color Palette

NO DICE PURPLE

Hex: #8067FF

RGB: 128, 103, 255

CMYK: 50, 60, 0, 0

NO DICE SEAFOAM

Hex: #5EE0A6

RGB: 94, 224, 166

CMYK: 58, 0, 26, 12

DICE WHITE

Hex: #FFFFFF

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0

PITCH BLACK

Hex: #050505

RGB: 5, 5, 5

CMYK: 0, 0, 0, 98

The primary color palette is to be used for a vast majority of No Dice branding and content. Text should typically be Pitch Black on a Dice White background for a majority of the app.

Accessibility

If using a No Dice Purple or No Dice Seafoam background, text should be Dice White and Pitch Black, respectively, to help with accessibility issues (displayed below).

No Dice Purple

No Dice Seafoam

Secondary Color Palette

RED HOT

Hex: #F55C55

RGB: 245, 92, 85

CMYK: 0, 62, 65, 4

FLAME ORANGE
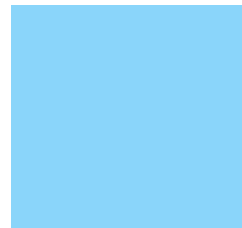
Hex: #F5915A

RGB: 245, 145, 90

CMYK: 0, 41, 63, 4

FLAME YELLOW

Hex: #F5DA78

RGB: 245, 218, 120

CMYK: 0, 11, 51, 4

ICY BLUE

Hex: #8AD5FA

RGB: 138, 213, 250

CMYK: 45, 15, 0, 2

The secondary color palette can be used in special cases, such as limited events and promotions. The colors are provided to give designers options for warm colors that still match the brand's style and primary color palette.

Imagery

Board Game Images

No Dice will feature images for each of the board games in its expansive library. For best practices, the following criteria should be followed so that each game is aligned with the overall style of the app.

- No background or white background
- Photo of the front of the game's box
- High quality images (not blurry or out of focus)
- No shadows

Examples
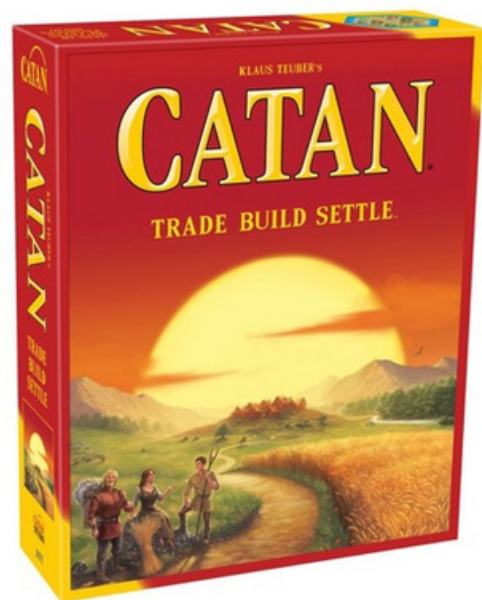
Mission

No Dice enhances board games for everyone, whether you're a board game enthusiast or a brand new player. We give users a space to share their experiences with others while also providing supplemental resources to help players learn about more about different board games.

Tagline

Next time you play a board game, roll with No Dice.

Brand Voice

Friendly	Casual	Whimsical	Concise

No Dice strives to make board games more approachable. Our brand voice contributes to this effort through the use of friendly, casual, and at times comedic language. Though the language is casual, the vocabulary should still be sophisticated and professional, not using slang, curse words, or other abbreviations.

Brand Voice Examples

The following are examples of how the No Dice brand voice should and should not be used.

New Game Release

Proper Use: "Check out these new releases while they're still hot!"

Improper Use: "Yo, check out these lit new releases!"

New Follower Notice

Proper Use: "[username] just sent you a friend request"

Improper Use: "Looks like [username] is tryna be friends"

Social Media Caption

Proper Use: "Stumped looking for a new game? Not a problem with No Dice's Game Recommendations feature"

Improper Use: "Same game ain't hitting like usual? No Dice can help with its popping recommendations"

UI Components

Textfield Border

The textfield border is primarily used on log in and post pages to surround text fields where users are expected to type. This an in-app UI component designed as a function using width.

Code Snippet

```swift
func border(_ width: CGFloat,_ color: Color)->some
    View{
    self
        .padding(.horizontal,15)
        .padding(.vertical,10)
        .background {
            RoundedRectangle(cornerRadius: 5,
                style: .continuous)
                .stroke(color, lineWidth: width)
        }
    }
}
```

Example

Email

Password

Game Rating Icons

Posts will feature a group of icons to help summarize a users review at a glance. Icons used for personal reviews of board games should always be in the following sequence.

- Overall Rating (Out of 5)
- Duration (In minutes)
- Number of Players

Overall Rating Example

Duration Example

Number of Players Example

Game Library Detailed View Hero Image

Upon clicking on a game in the game library, the image should expand to take up a large section of the screen in the game's detailed view. This gives users a better visual of what the game box looks like while also providing other useful information.

Code Snippet

```swift
Image("betrayal")
    .resizable()
    .scaledToFit()
    .padding(.horizontal)
    .padding(.top,30)
```

Example

Betrayal at House on the Hill

Game Library Description

Only available on a given game's detailed view, board game descriptions tend to be about 2-5 paragraphs. These descriptions give players a summary of the game's inspirations, gameplay mechanics, archetypes, and much more.

Since these descriptions can be quite expansive, we impose an expandable line limit so that players can read more if they would like.

Code Snippet

```
Text("Betrayal at House on the Hill quickly builds suspense and excitement as
    players explore a haunted mansion of their own design, encountering spirits
    and frightening omens that foretell their fate. With an estimated one hour
    playing time, Betrayal at House on the Hill is ideal for parties, family
    gatherings or casual fun with friends. Betrayal at House on the Hill is a tile
    game that allows players to build their own haunted house room by room, tile
    by tile, creating a new thrilling game board every time. The game is designed
    for three to six people, each of whom plays one of six possible characters.
    Secretly, one of the characters betrays the rest of the party, and the
    innocent members of the party must defeat the traitor in their midst before
    it's too late! Betrayal at House on the Hill will appeal to any game player
    who enjoys a fun, suspenseful, and strategic game.")
    .lineLimit(6)
    .padding(.horizontal)
```

Example

Betrayal at House on the Hill quickly builds suspense and excitement as players explore a haunted mansion of their own design, encountering spirits and frightening omens that foretell their fate. With an estimated one hour playing time, Betrayal at House on the Hill is i...

Button Style

This button style should be used for adding games to the user's library, adding friends, and other such features related to a user's profile customization and game collection.

Code Snippet

```
Button("Add to Collection") {

}
.padding()
.background(Color("nd-purple"))
.clipShape(Capsule())
.padding(.bottom,30)
.foregroundColor(.white)
.font(.title)
.fontWeight(.bold)
.padding(.top)
```

Example

Toolstack

No Dice was designed using a variety of softwares. Pictured below are the icons corresponding to what softwares were used for what aspect of the design process.

Design: Adobe Suite (Illustrator, Fonts, and Palette)

Prototyping: Figma

Development: XCode, SwiftUI, and Firebase (Powered by Google Cloud)

Design   Prototyping   Development

Pattern Library

The following UI-groupings are central to the app's core functionality. Their appropriate construction and usage is detailed below.

Expanded Post UI

Clicking on a users post preview should bring up an expanded, more detailed view of the post with the presented information. This should always include their user information followed by the board game image, personal ratings, and full length review of their experience at the bottom.
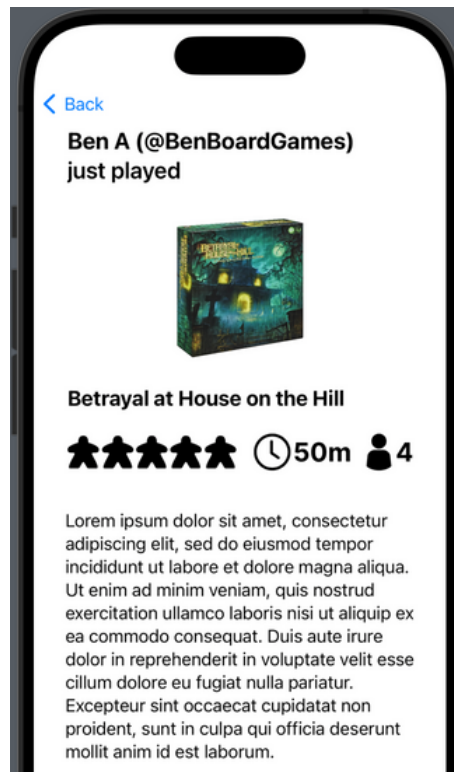
Game Library Entry Preview

Each game in the game library should be displayed in the following manner and contain a photo, name, range of players, estimated play time, publisher, and year. Game description should not be included in the preview.

Code Snippet

```
List(gameList, id: \.name) { boardGame in
    HStack {
        Image(boardGame.image)
            .resizable()
            .frame(width: 100, height: 100)
            .cornerRadius(5)
        VStack {
            HStack {
                Text(boardGame.name)
                    .fontWeight(.bold)
                    .font(.title2)
                Spacer()
            }
            HStack {
                Text(boardGame.players)
                Text(boardGame.duration)
                Spacer()
            }
            HStack{
                Text(boardGame.publisher)
                Text(boardGame.pubYear)
                Spacer()
            }
```

Example

Battleship
2 Players 30 Min
3M 1931

Game Library UI

The Game Library presents players with a list of games that can be filtered and searched. Most game details are available from the preview page with more details, like a game's description, being revealed upon clicking on a specific game to shift into the expanded view.