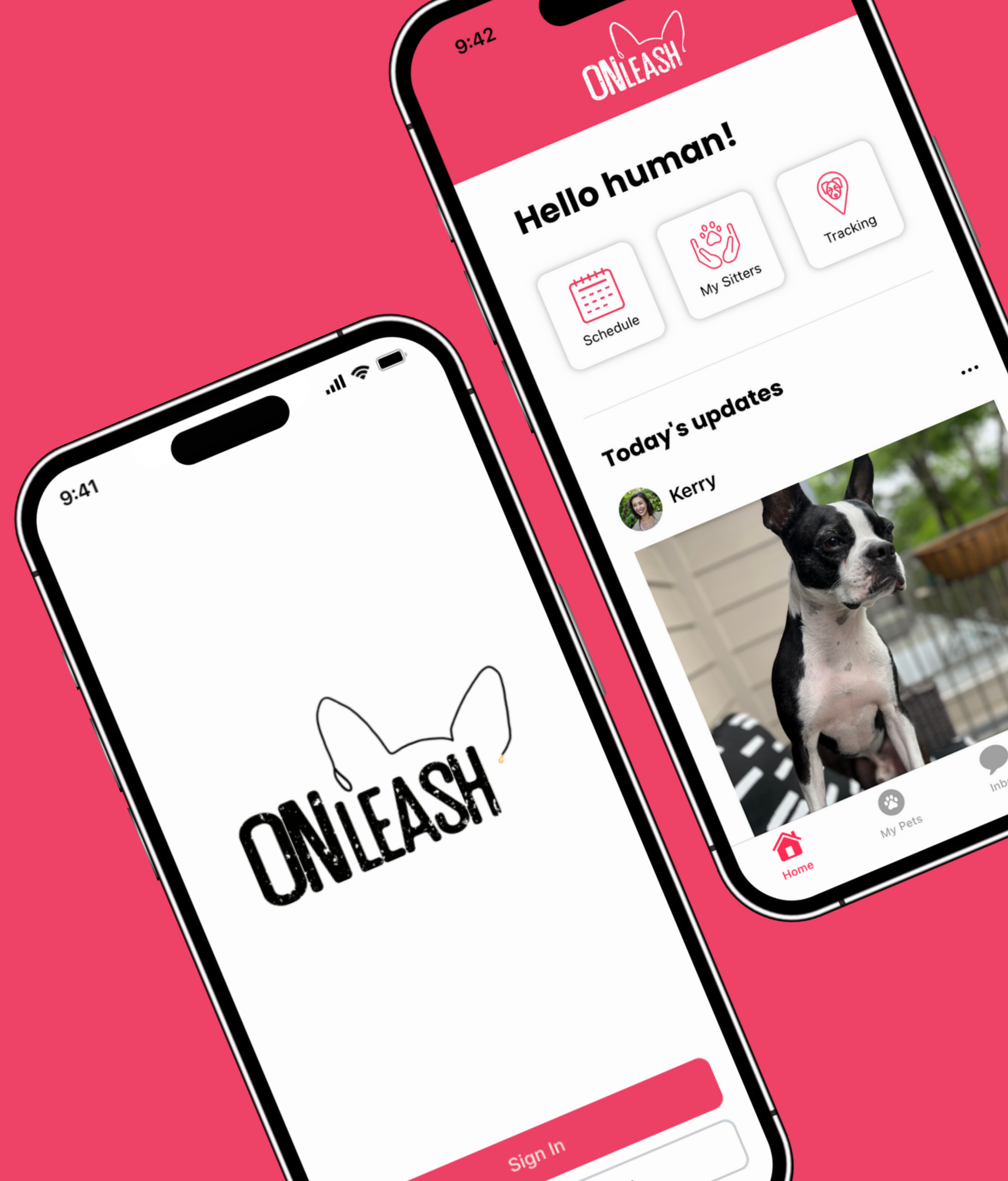


# ONLEASH

## Design System

Style Guide | UI Components | Pattern Library







# Style Guide

Typography

Logo

Color Palette

Imagery

Editorial Style

# Typography

**Aa**

Leading: 130-140%  
Kerning: Auto  
Tracking: 0

Aa

Leading: 130-140%  
Kerning: Auto  
Tracking: 0

**Poppins Bold**

---

**Headings & Subheadings**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz 1234567890!@#%^&\*()**

Inter

---

Body

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890!@#%^&\*()





## Primary Logo

OnLeash Fun Fact: I used a photo of my dog, Burnley and outlined his ears to create the primary logo!



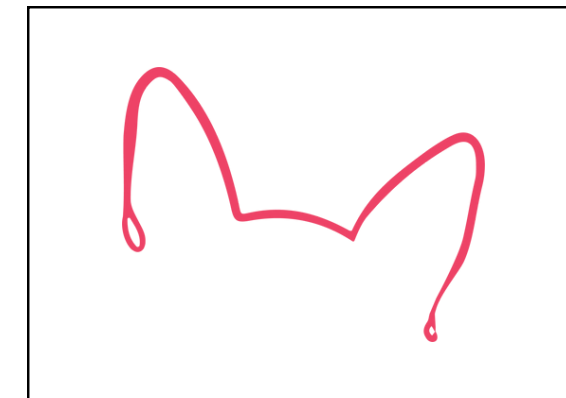
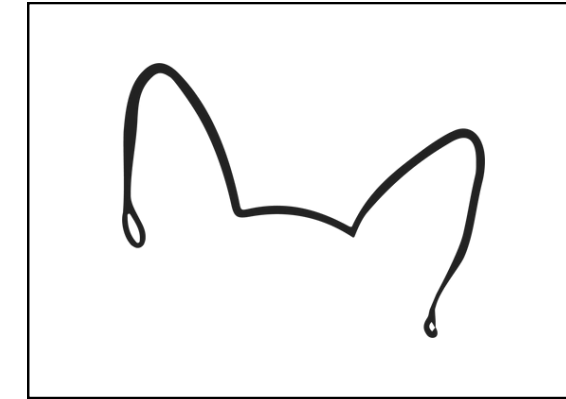
“Shadow” Logo Usage



“Chance” Logo Usage



Icon



“OnLeash Pink” Logo Usage



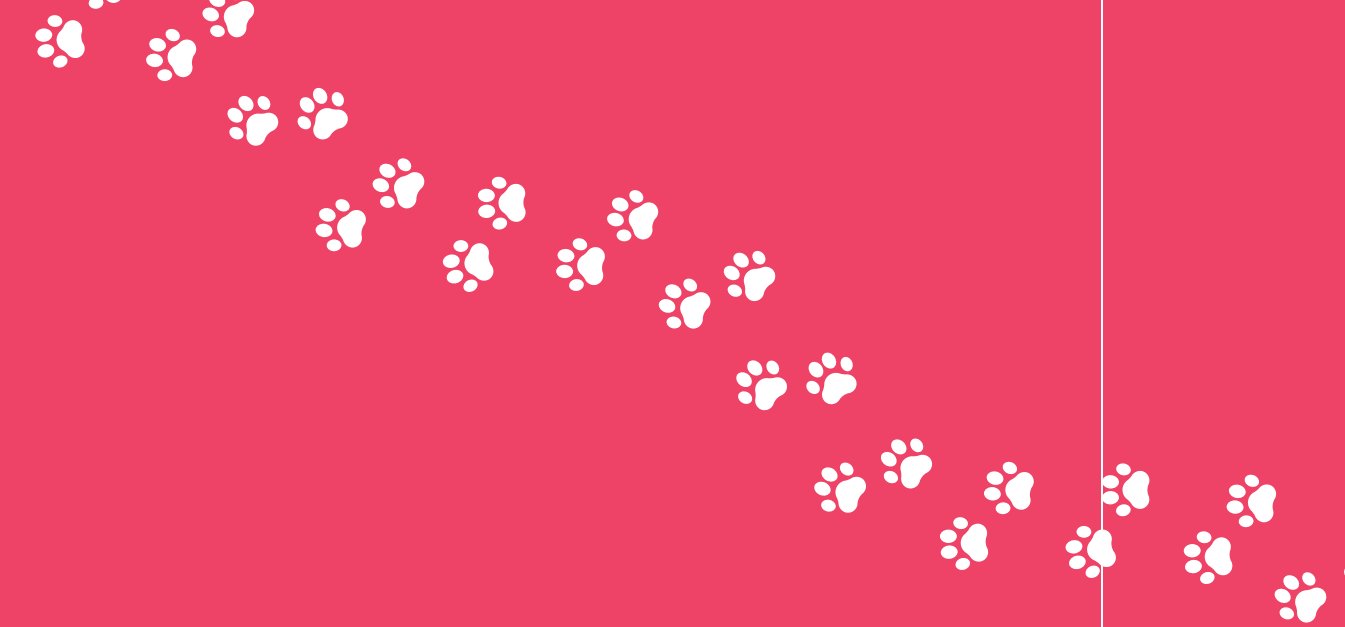
# Secondary Logo







# Logo Application



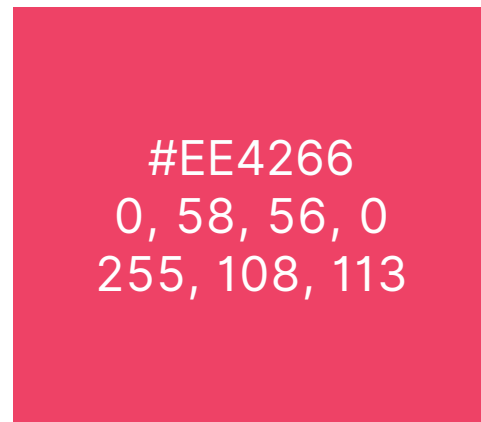


# Color Palette

This color palette aims to create a visually appealing and emotionally resonant environment for users, aligning with OnLeash's values of warmth, trust, and care.

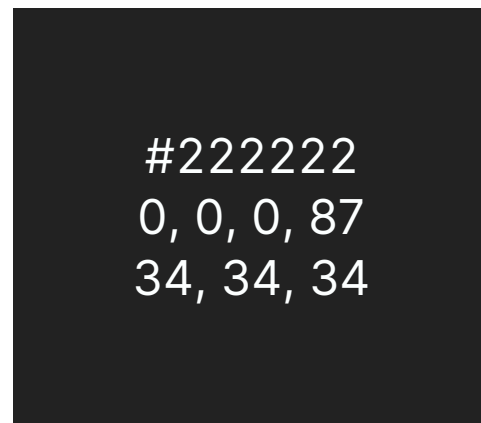


# Color Palette



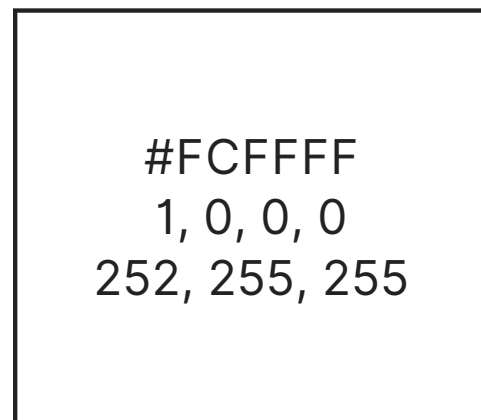
## OnLeash Pink

- Represents passion, energy, and love.
- Evokes a sense of warmth and care.
- Prominently used for brand elements and call-to-action buttons.



## Shadow

- Creates a stable and grounded visual environment.
- Enhances text readability and content legibility.
- Used for backgrounds, sidebars, and primary text elements.



## Chance

- Provides a clean and fresh backdrop.
- Enhances the overall clarity of the interface.
- Used for additional backgrounds, overlays, and selected UI components.

# Imagery

## Warm and Inviting:

- Use images that evoke a sense of warmth and invitation. This could include images of happy pets, joyful interactions, and comfortable environments.
- Usage: Featured on the landing page, marketing materials, and in-app welcome screens.

## Diverse Pet Portraits:

- Showcase a variety of pet breeds, sizes, and species. Ensure inclusivity by representing different types of animals.
- Usage: Displayed in the pet profile section and promotional materials.





# Icons









# Editorial Style

OnLeash's Mission, Vision, Tone & Voice

# Tagline

*Stay Connected, Stay OnLeash*

# Mission

To enhance the lives of pets and their owners by providing a comprehensive and compassionate pet care platform that fosters trust, connection, and peace of mind.

# Vision

Empowering pet owners with a reliable and supportive community-driven app that ensures every pet receives the care they deserve, regardless of their unique needs. We aspire to be the go-to platform that transforms pet care into a seamless and joyful experience, enriching the lives of both pets and their devoted owners.



# Tone

## **Empathetic:**

- We understand the emotional bond between pet parents and their pets. Our tone acknowledges and respects this connection.

## **Clear and Informative:**

- Communication is straightforward and easy to understand. We provide clear instructions and information to ensure a seamless experience.

## **Friendly:**

- Approachable language creates a friendly atmosphere. We want our users to feel comfortable and welcomed.

## **Supportive:**

- Whether it's troubleshooting or providing information, we are here to support our users. Our tone is reassuring and helpful.





# Voice

## **Professional Yet Warm:**

- While maintaining professionalism, our voice is warm and inviting. We strike a balance between being courteous and approachable.

## **Inclusive:**

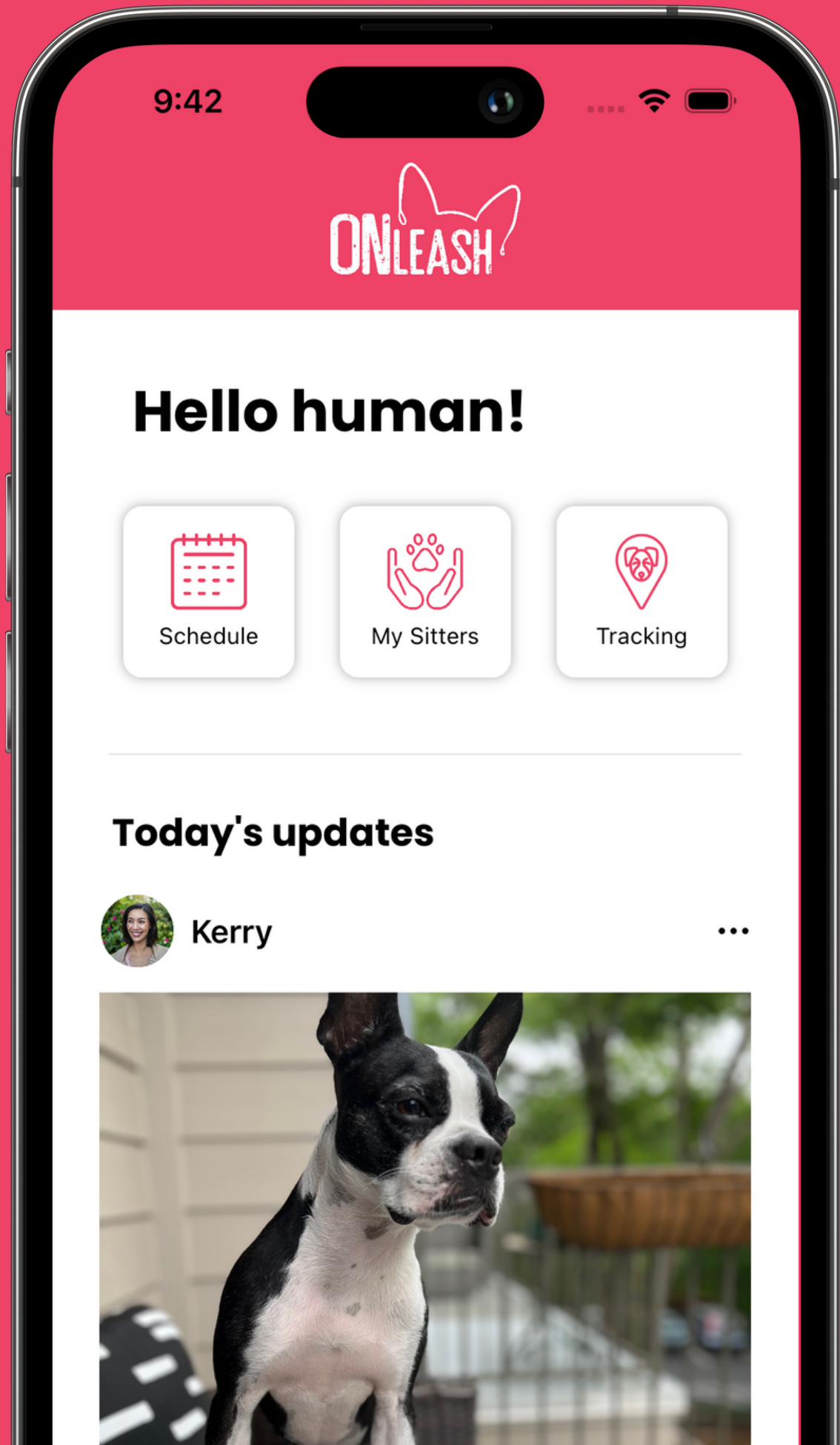
- Our language includes everyone. We want every user, whether a first-time pet parent or a seasoned caregiver, to feel part of the OnLeash community.

## **Encouraging:**

- We motivate and uplift our users. From navigating the app to caring for a pet, our voice encourages confidence.

## **Appreciative:**

- We express gratitude for choosing OnLeash. Whether it's a user signing up or a caregiver offering their services, we appreciate their role in our community.

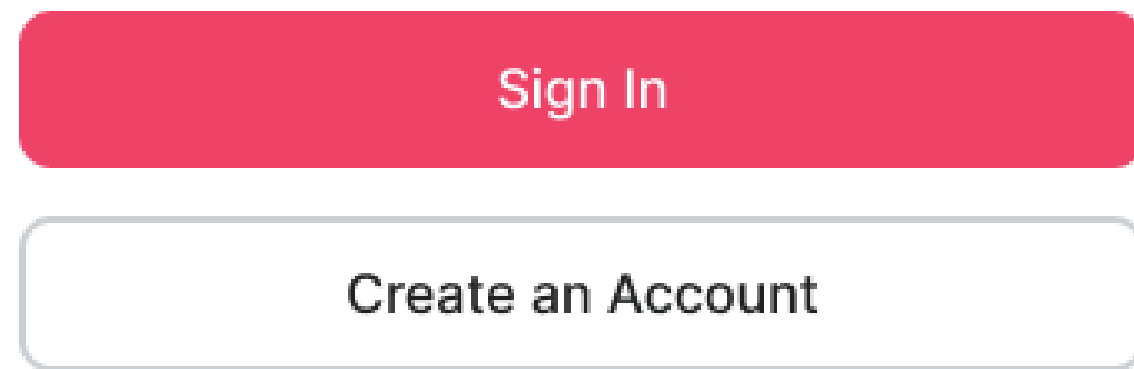


# User Interface

UI Components & Pattern Library

# Primary Button Component

A versatile button for primary actions.



- **Shape:** Rounded rectangle, `.cornerRadius(10)`
- **Color:** OnLeash Pink or Chance, depending on need
- **Size:** Standard, Large
- **State:** Default

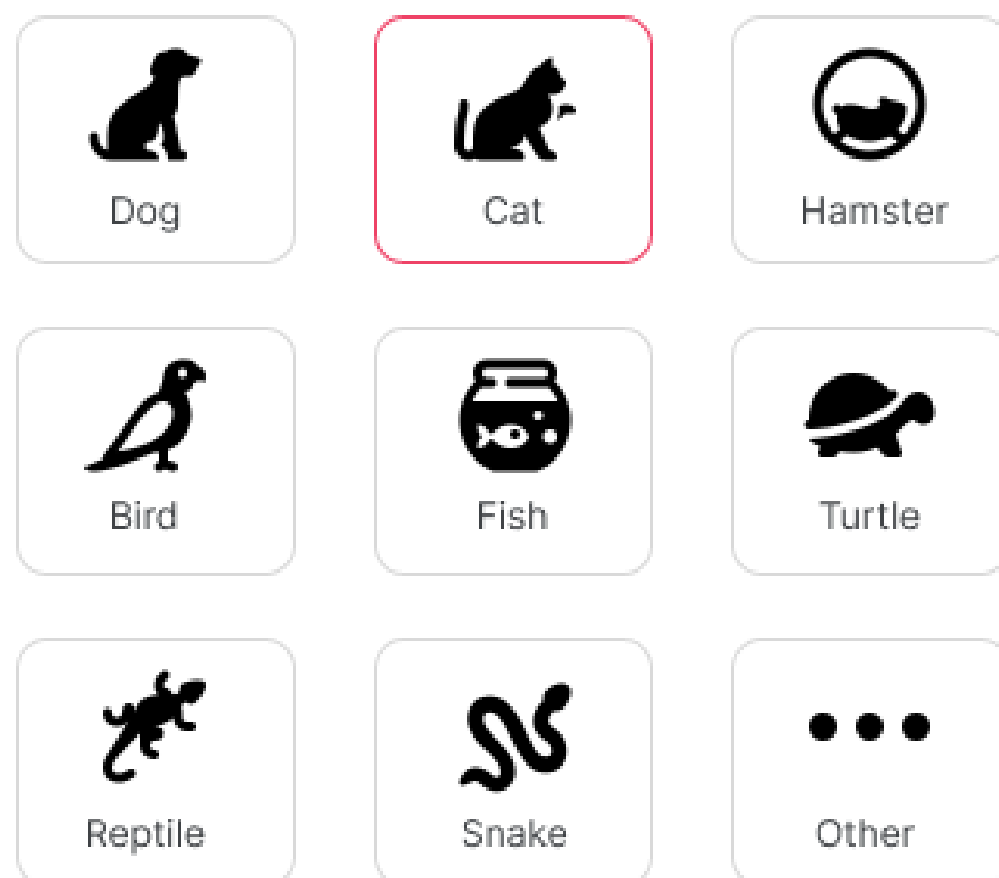
- Use primary buttons for significant actions.
- Maintain consistent sizing and spacing for visual harmony.



# Secondary Button Component

Used to represent actions or options within the pet profile form.

What type of pet?



## Attributes:

- **Shape:** Rounded square, `.cornerRadius(10)`
- **Content:** Icon and label
- **Outline:** Indicates the selected state with a color change (OnLeash Pink)

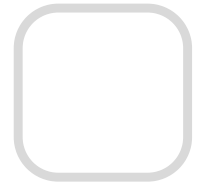
## State:

- **Default State:** Regular button appearance with a neutral outline.
- **Selected State:** The outline changes color to pink when the button is selected.

- Use secondary buttons for actions like selecting pet traits or indicating preferences.
- Utilize the selected state to show user choices.

# Checkbox Component

The checkbox component is used to allow users to make binary choices.



Reminder



Reminder

## Attributes:

- **Checkbox Icon:** A rounded square icon representing the checkbox, `.cornerRadius(10)`
- **Label:** Text providing context for the checkbox.

## State:

- **Default State:** The checkbox is empty, indicating a non-selected state.
- **Selected State:** The checkbox is filled with OnLeash Pink, indicating a selected state.

# Input Field Component

Area for user input.

## Attributes:

- **Shape:** Rounded rectangle, `.cornerRadius(10)`
- **Border:** Neutral border (Shadow)
- **Size:** Adjustable for flexibility

## Instructions:

- Use for text input.
- Adjust the size based on context.
- Provide clear error indication when needed.



# Bottom Navigation

UI component providing navigation options at the bottom of the screen.

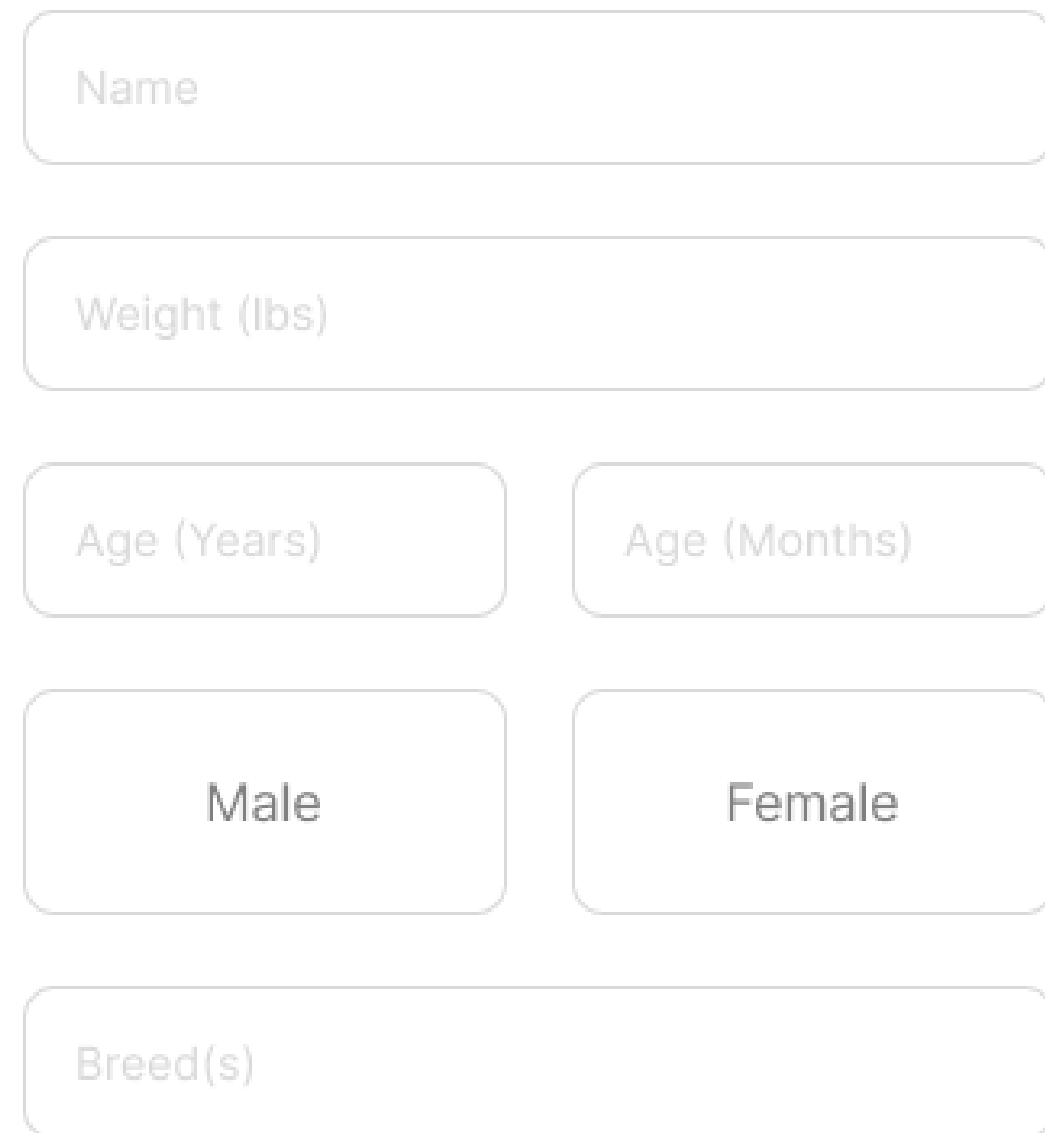


- **Position:** Fixed at bottom of the screen.
- **Icons:** Each navigation option is represented by an icon.
- **Labels:** Text labels accompany icons.
- **Selected State:** Indicates the currently active/selected option. Applied when an option is selected, providing visual feedback. Icon changes to OnLeash Pink.
- **Interaction:** Tapping an option navigates to its corresponding section.
- **Normal State:** Icons and labels in their default state.

- **Icons and Labels:** Icons symbolize each section. Include labels for clarity.
- **Selected Indicator:** Clearly indicate the active section to enhance user orientation.
- **Spacing:** Ensure adequate spacing between icons for touch-friendly interaction.

# Form Input Group

Used for collecting information related to pet profiles



The image shows a form input group for pet profiles. It consists of several input fields arranged vertically and horizontally. The fields are: a single-line text input for 'Name', a single-line text input for 'Weight (lbs)', two single-line text inputs for 'Age (Years)' and 'Age (Months)', two single-line text inputs for 'Male' and 'Female', and a single-line text input for 'Breed(s)'. All fields have a light gray border and rounded corners.

## Attributes:

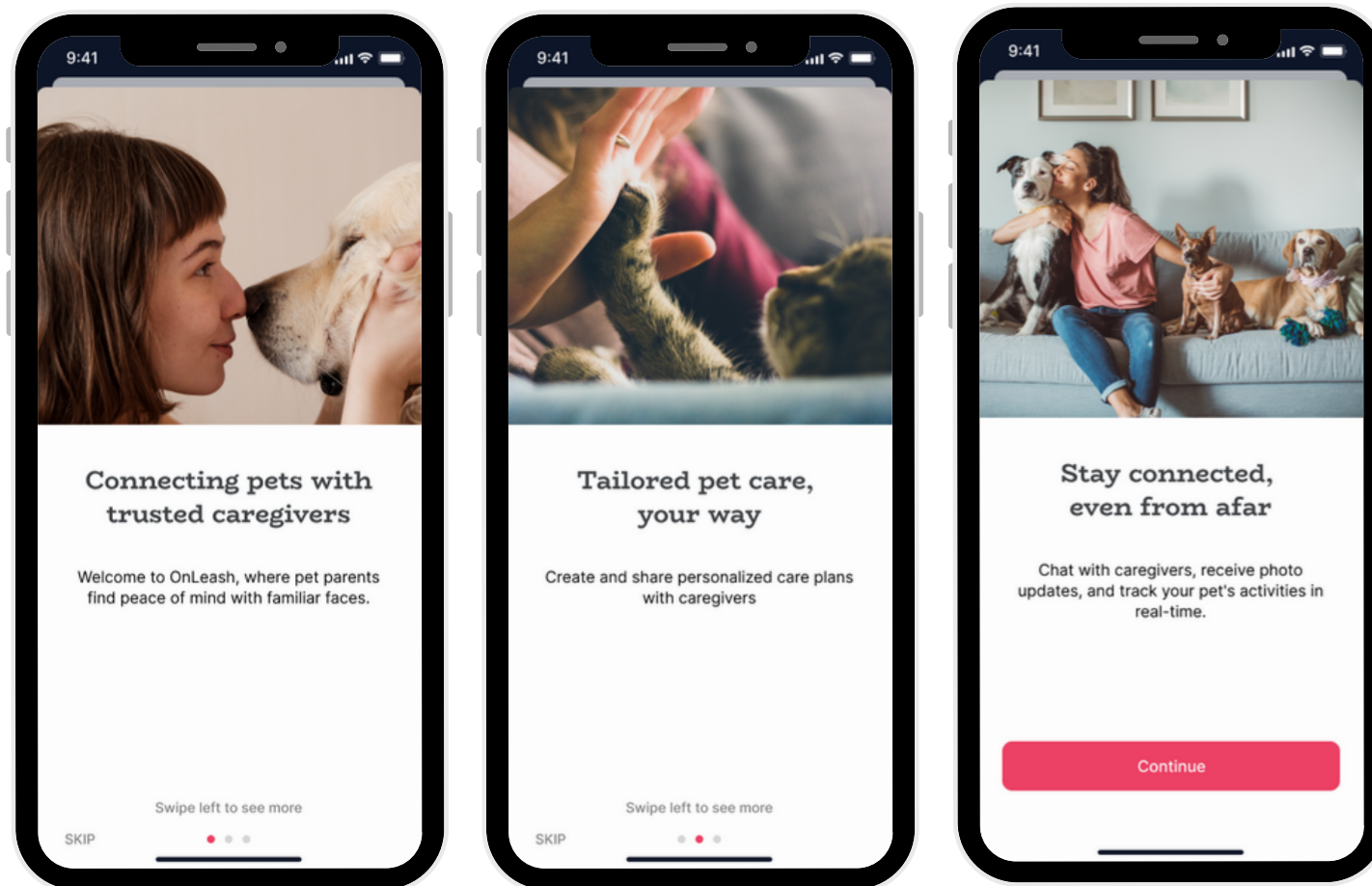
- **Container:** A grouped container that holds input fields.
- **Fields:** Multiple input fields for pet details (e.g., name, breed, age).
- **Consistency:** Maintain consistent styling for a cohesive look.

## State:

- **Default State:** Input fields are ready to accept user input.
- **Filled State:** Input fields have a different appearance when filled.

# User Onboarding Screens

Guide users through the initial setup process, providing essential information and encouraging engagement.



## Attributes:

- **Screen Navigation:** Users swipe horizontally to navigate through onboarding screens.
- **Images:** Each screen features a visually engaging image.
- **Text Line:** A concise line of text accompanies each image, conveying key information.
- **Completion Button:** The final screen includes a button to finalize the onboarding process.

## State:

- **Transition State:** Smooth horizontal swiping transition between screens.
- **Active Screen:** Clear indication of the current screen.

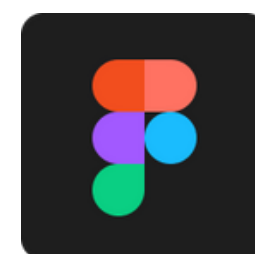


# Toolstack

Tools used in the design and development of OnLeash.

## Design Software:

Adobe Illustrator, Figma



## Prototyping Software:

Figma



## Development Software:

Xcode

