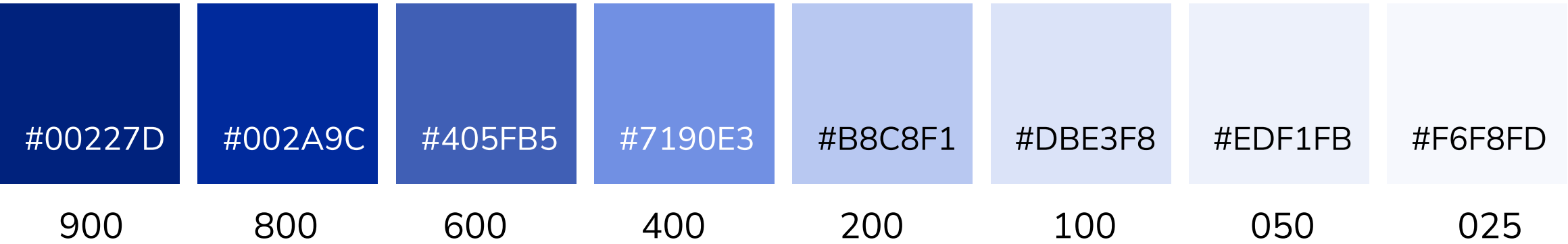


# Foundations

## Colour (1)

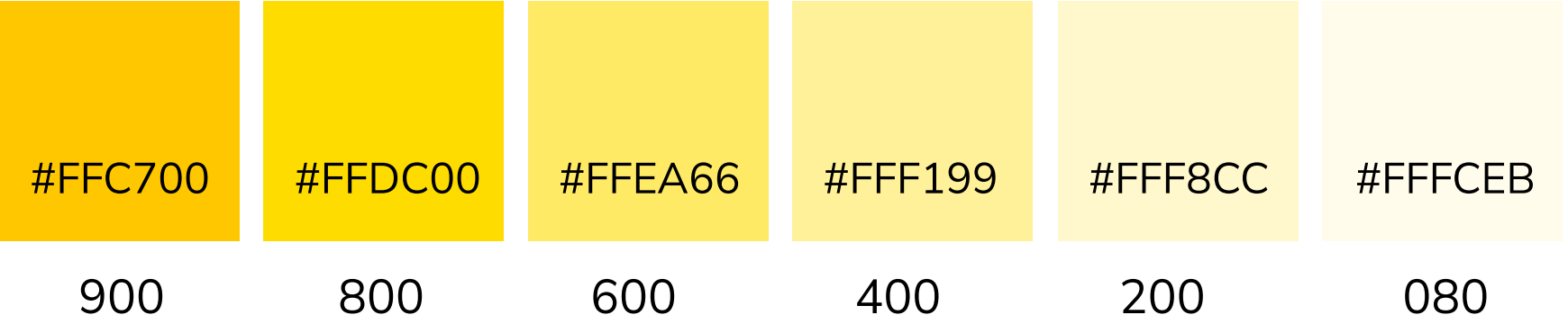
### Main UI Colours

#### Primary (Blue)



Use Blue primarily as a brand colour. Use it to highlight titles, in graphics, in backgrounds throughout the app, etc...

#### Secondary (Yellow)



Use Yellow primarily to signal interactive components: buttons, CTAs, toggles, sliders, etc...

#### Neutrals (Warm Grey)



#### Gradients



# Foundations

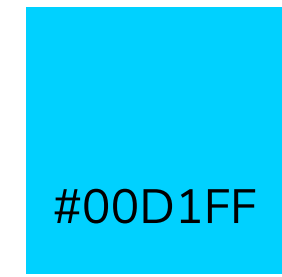
## Colour (2)

### Tertiary Colours

#### Semantic



Confirmation



Information



Error



Warning

Semantic colours have not been necessary for the components and functions currently built, but can be used for these system purposes in the future.

#### Tertiary

Use for illustrations, info visualization, or with icons to create differentiation between many items.

|     |        |      |       |        |       |      |      |
|-----|--------|------|-------|--------|-------|------|------|
| 400 |        |      |       |        |       |      |      |
| 600 |        |      |       |        |       |      |      |
| 800 |        |      |       |        |       |      |      |
|     | Purple | Pink | Coral | Orange | Green | Mint | Cyan |

# Foundations

## Typography (1)

### Typeface Superfamily

Nunito  
Nunito Sans

### Typescale Parameters

Base Value: 16  
Scale: Minor Third (1.25)  
Rounded to Multiples of 4 |  
B2 & Label excepted

**Nunito** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Nunito Sans** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Headings (Large)

**H1 The quick brown fox jumps  
over the lazy dog**

Nunito Bold | 60 px | Line height: 75 px | Letter spacing: 0 px

**H2 The quick brown fox jumps  
over the lazy dog**

Nunito Bold | 48 px | Line height: 60 px | Letter spacing: 0 px

**H3 The quick brown fox jumps  
over the lazy dog**

Nunito Bold | 40 px | Line height: 55 px | Letter spacing: 0 px

**H4 The quick brown fox jumps  
over the lazy dog**

Nunito Bold | 32 px | Line height: 44 px | Letter spacing: 0 px

### Headings (Small)

**H5 The quick brown fox jumps  
over the lazy dog**

Nunito Bold | 24 px | Line height: 30 px | Letter spacing: 0 px  
Use only for titles and headlines, never for multiple lines

**H5 Sans The quick brown fox jumps  
over the lazy dog**

Nunito Sans Semibold | 24 px | Line height: 30 px | Letter spacing: 0 px  
Use as a subtitle when paired directly with body copy

# Foundations

## Typography (2)

### Typeface Superfamily

Nunito  
Nunito Sans

### Typescale Parameters

Base Value: 16

Scale: Minor Third (1.25)

Rounded to Multiples of 4 |  
B2 & Label excepted

### Headings (Small)

**H6**      **The quick brown fox jumps  
over the lazy dog**

Nunito Bold | 20 px | Line height: 25 px | Letter spacing: 0 px  
Use only for titles and headlines, never for multiple lines or body copy

**H6 Sans**    **The quick brown fox jumps  
over the lazy dog**

Nunito Sans Semibold | 20 px | Line height: 27 px | Letter spacing: 0 px  
Use as a subtitle when paired directly with body copy

**H7**      **The quick brown fox jumps  
over the lazy dog**

Nunito Bold | 16 px | Line height: 22 px | Letter spacing: 0.1 px  
Use for buttons, titles and headlines, never for multiple lines or body copy

**H7 Sans**    **The quick brown fox jumps  
over the lazy dog**

Nunito Sans Semibold | 16 px | Line height: 22 px | Letter spacing: 0.1 px  
Use as a subtitle when paired with B2 copy, or for emphasis within B1 text

**H8 Sans**    **The quick brown fox jumps  
over the lazy dog**

Nunito Sans Bold | 14 px | Line height: 19 px | Letter spacing: 0.1 px  
Use for emphasis within B2 text, primarily in modals

### Body

**B1**      The quick brown fox jumps  
over the lazy dog

Nunito Sans Regular | 16 px | Line height: 22 px | Letter spacing: 0.1 px  
Use for most multi-line copy.

**B2**      The quick brown fox jumps  
over the lazy dog

Nunito Sans Regular | 14 px | Line height: 19 px | Letter spacing: 0.1 px  
Use for areas where body copy information density is important.

### Auxiliary

**Button 1**      **The quick brown fox jumps  
over the lazy dog**

Nunito Bold | 16 px | Line height: 22 px | Letter spacing: 0.1 px  
Use for filled and outlined buttons

**Button 2**      The quick brown fox jumps  
over the lazy dog

Nunito Sans Regular | 14 px | Line height: 19 px | Letter spacing: 0.1 px  
Use for text buttons

**Label**      The quick brown fox jumps  
over the lazy dog

Nunito Sans Semibold | 10 px | Line height: 14 px | Letter spacing: 0.1 px

**Label Bold**      **The quick brown fox jumps  
over the lazy dog**

Nunito Sans Extrabold | 10 px | Line height: 14 px | Letter spacing: 0.1 px

# Foundations

## Grids

### Note on Nomenclature

The unit “**px**” is used throughout this document to refer to viewport pixels, as it is in Figma.

This can refer interchangeably to either:

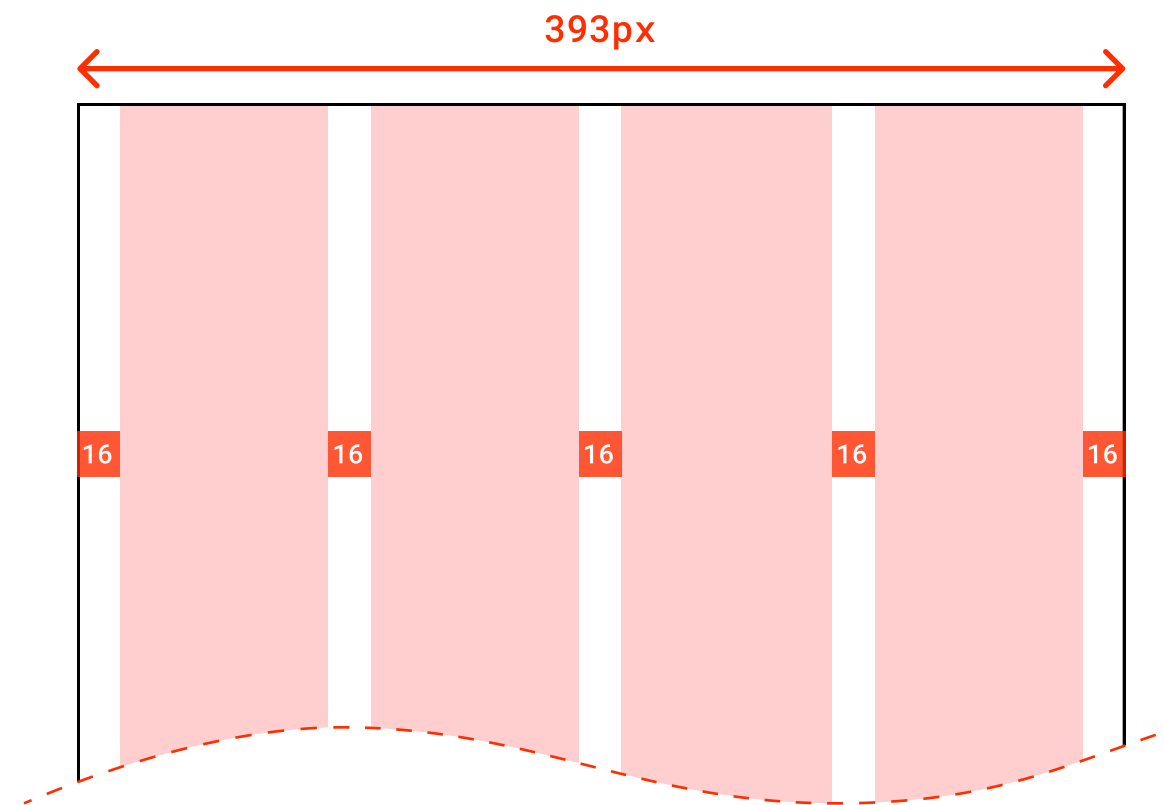
Android  
“density-independent pixels” (**dp**)

OR

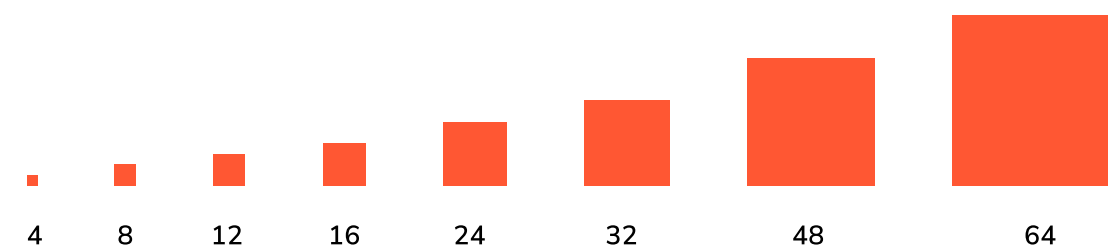
Apple  
“points” (**pt**)

Display density scaling is implemented similarly between operation systems, and the distinction is not meaningfully large at the prototype stage.

### Primary Column Grids



### Soft Grid Spacing Blocks



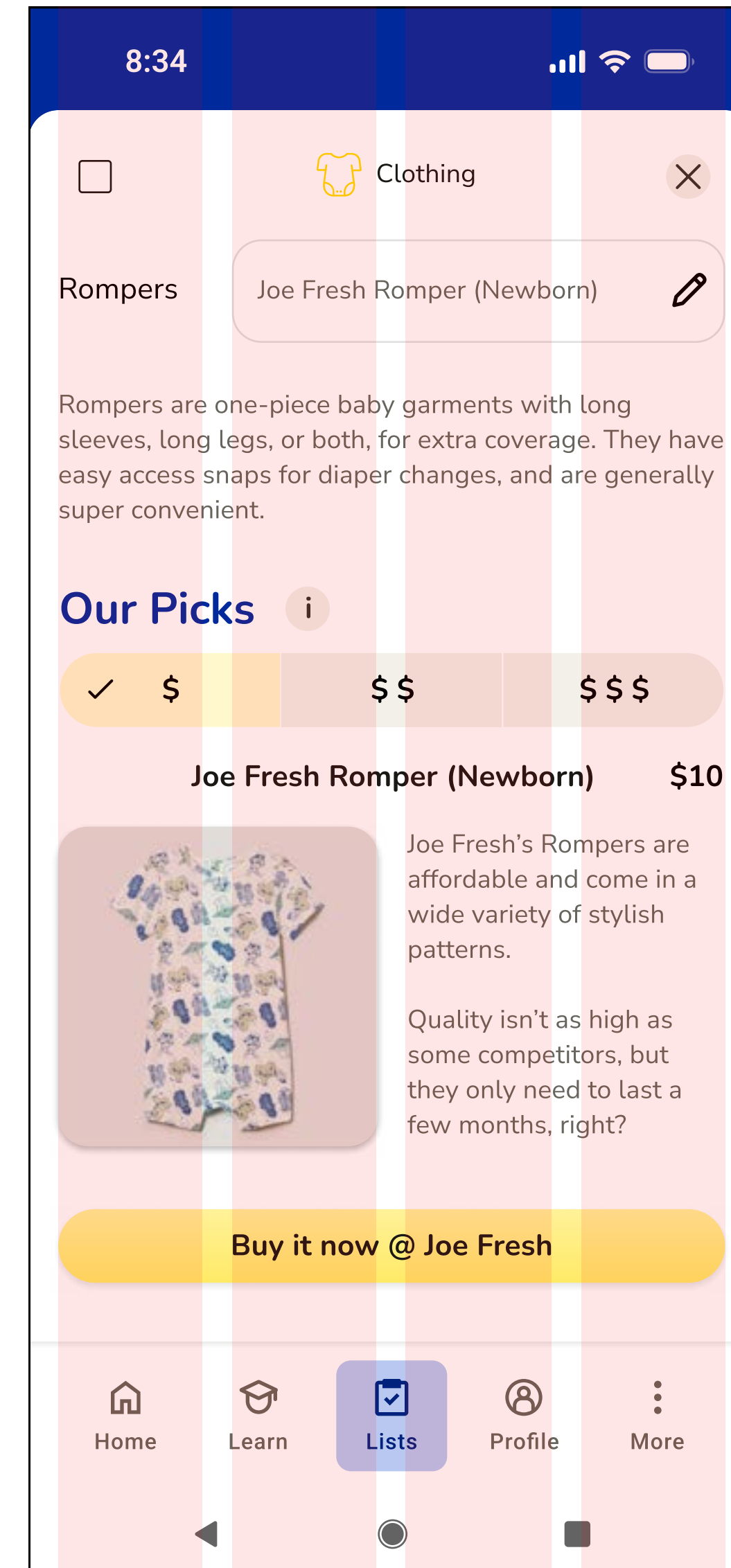
4px blocks are only used for within-object spacing (i.e. placement of icons within virtual frames, or assembling small icons and labels).

In general, use 16 and 32px blocks for overall layout purposes.

8px blocks can be used to create a closer association between items via proximity, but otherwise should be avoided.

12px and 24px blocks can be used as intermediary options for general layouts that may need to be a bit tighter if retaining a non-scrolling layout is preferred.

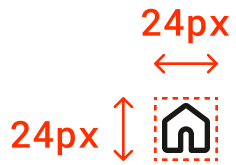
### Example Screen with Column Grids

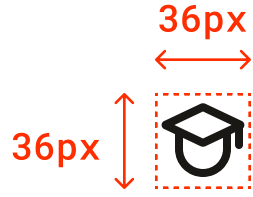


# Foundations

## Icons

### Square Icon Set

24 x 24 px (S) 

36 x 36 px (M) 

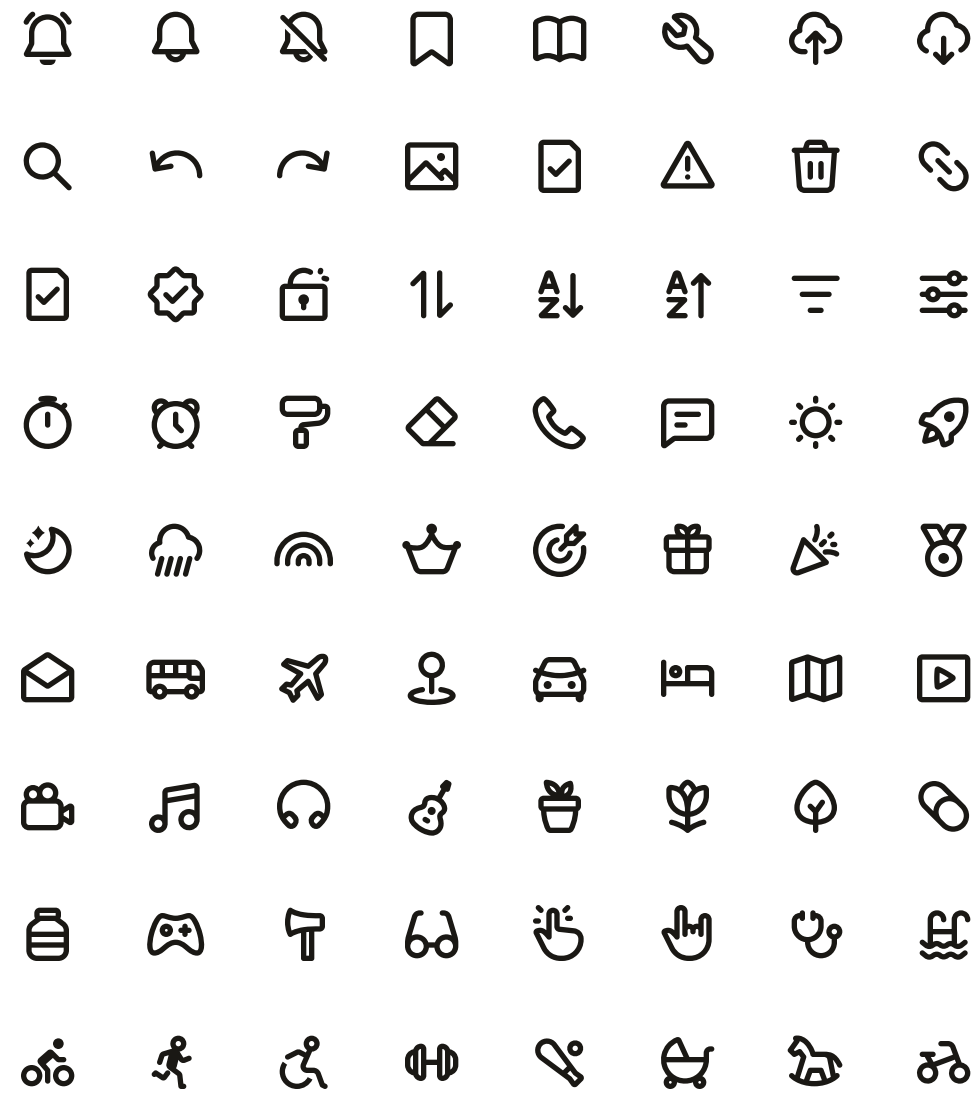
Icons currently used



Icons currently used

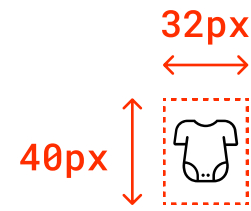


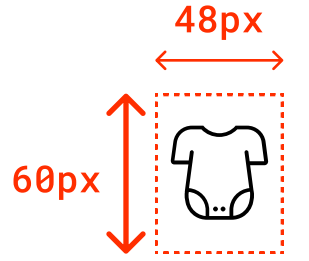
Curated icons that may be useful in the future



Source: MingCute Icons

### Rectangular Icon Set

32 x 40 px (M) 

48 x 60 px (L) 



Source: Baby & Parenting by Tomasz Pasternak from The Noun Project

# Atoms (1)

## Note on Nomenclature

The unit "px" is used throughout this document to refer to viewport pixels, as it is in Figma.

This can refer interchangeably to either:

Android  
"density-independent pixels" (dp)

OR

Apple  
"points" (pt)

Display density scaling is implemented similarly between operation systems, and the distinction is not meaningfully large at the prototype stage.

## Button Dimensions

**Scalable**  
Fixed height: 40px  
Horizontal padding: 24px  
Text centered horizontally and vertically

**Fixed Width**  
Fixed height: 40px  
Maximum width: 361px (393px frame w/ 16px padding)  
Text centered horizontally and vertically

**Text**  
Fixed height: 40px (virtual frame)  
Horizontal padding: 16px  
Custom underline: 2px stroke

## Nav Items

**Unselected**  
Fill: None  
Icon: Square (S) | Neutral 600  
Text: Label | Neutral 600

**Selected**  
Fill: Blue 100  
Icon: Square (S) | Blue 900  
Text: Bold Label | Blue 900

## Button States

|                  | Default   | Pressed  | Disabled   |
|------------------|---|--|--|
| <b>Primary</b>   | <p>Text: H7   centered   Off Black<br/>Fill: Yellow 600-400 Gradient<br/>Corner radius: 20px<br/>Drop shadow: X: 0   Y: 2px   Blur: 4px<br/>Drop shadow colour: #000000   10% opacity</p>                   | <p>Text: H7   centered   Off Black<br/>Fill: Yellow 900<br/>Corner radius: 20px</p>                                | <p>Text: H7   centered   Neutral 400<br/>Fill: Neutral 200<br/>Corner radius: 20px</p>                               |
| <b>Secondary</b> | <p>Text: H7   centered   Neutral 700<br/>Stroke: 2px   Yellow 400<br/>Fill: Yellow 080<br/>Corner radius: 20px<br/>Drop shadow: X: 0   Y: 2px   Blur: 4px<br/>Drop shadow colour: #000000   10% opacity</p> | <p>Text: H7   centered   Neutral 800<br/>Stroke: 2px   Yellow 600<br/>Fill: Yellow 200<br/>Corner radius: 20px</p> | <p>Text: H7   centered   Neutral 200<br/>Stroke: 2px   Neutral 200<br/>Fill: Neutral 050<br/>Corner radius: 20px</p> |
| <b>Tertiary</b>  | <p>Text: B2   centered   Neutral 700<br/>Underline: 2px   Yellow 800<br/>Fill: none</p>   | <p>Text: B2   centered   Off Black<br/>Underline: 2px   Yellow 900<br/>Fill: none</p>                              | <p>Text: B2   centered   Neutral 200<br/>Underline: 2px   Neutral 200<br/>Fill: none</p>                             |

## Round Buttons

Fill: Neutral 100  
Icon: centered | Neutral 800

## Checkboxes

**Unchecked**  
Fill: White  
Stroke: 1px | Off Black  
Corner radius: 2px

**Checked**  
Fill: White  
Stroke: 1px | Off Black  
Corner radius: 2px

## Pagination Dots

Active  
Fill: Yellow 800  
Corner radius: 6px

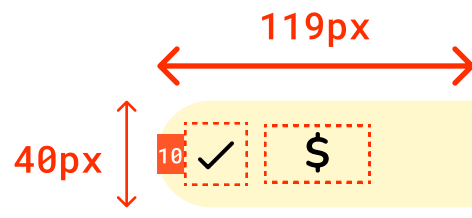
Inactive  
Fill: Neutral 20

1st item selected    2nd item selected    3rd item selected

# Atoms (2)

## Segmented Button Items


Left  
Corner Radius: left side 20px



119px  
40px

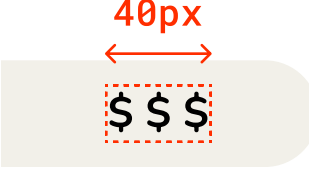
Selected  
Fill: Yellow 200  
Icon: Square (S) | Off Black  
Text: H7 | centered in container | center aligned | Off Black

Center  
Corner Radius: 0px



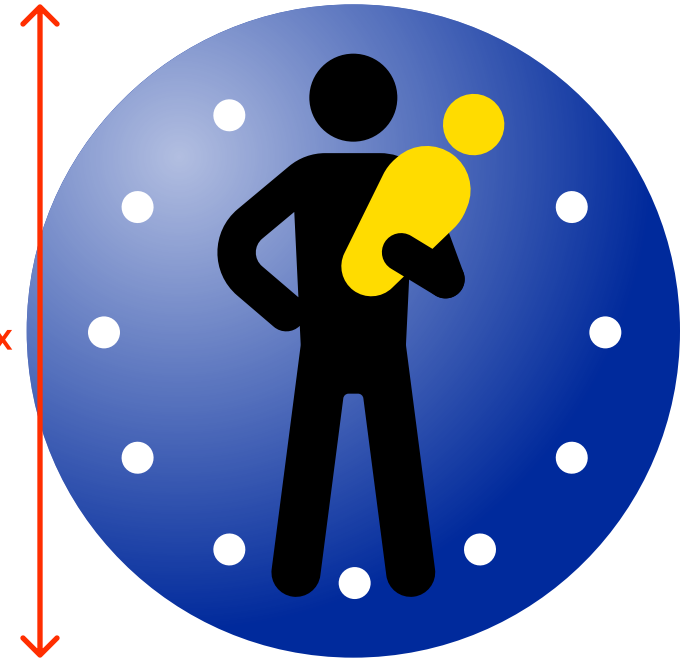
Unselected  
Fill: Neutral 050  
Text: H7 | centered in container | center aligned | Off Black

Right  
Corner Radius: right side 20px



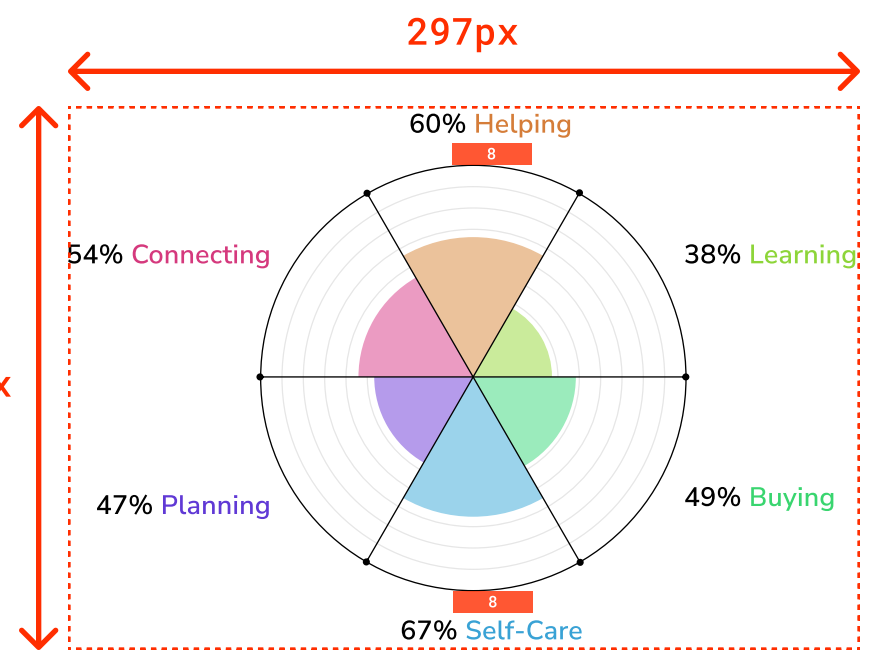
40px  
Text holds 5 characters max

## Logomark Animation



245px  
245px

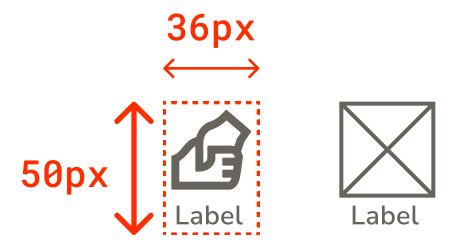
## Progress Polar Plot



297px  
204px

Use with Tertiary 400 colours  
Text: Label

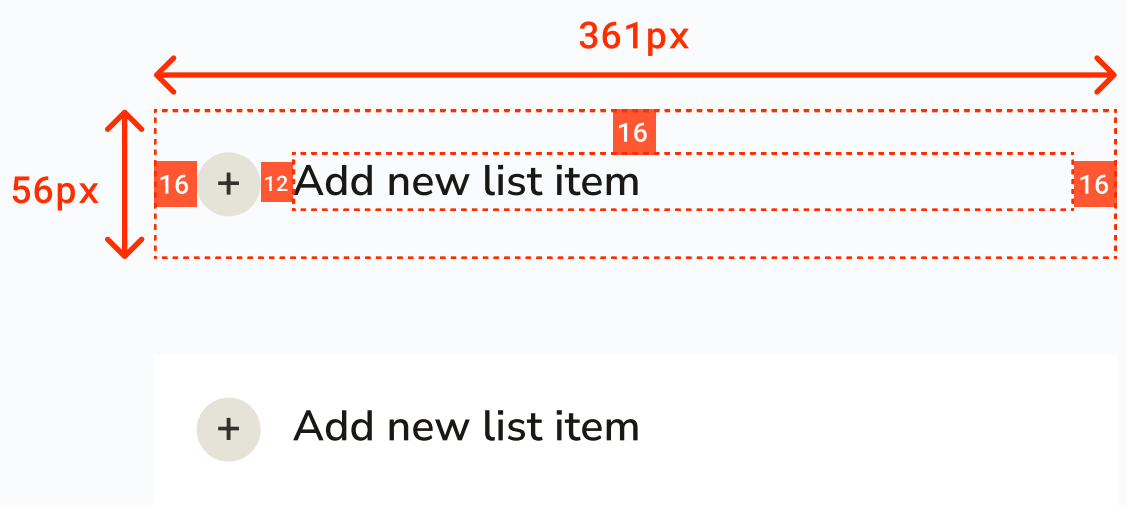
## Duty Category Labels



36px  
50px

Icon: Square (M) | Neutral 600  
Text: Label | Neutral 600  
Use imperative verbs | max 8 characters

## Add New List Item Buttons



361px  
56px

Outside / at end of list  
All contents centered vertically in container  
Fill: None  
Icon: Round Button  
Text: H7 Sans | left aligned | Off Black

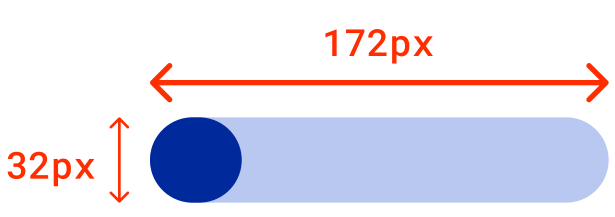
Inside list  
Fill: White  
Icon: Round Button  
Text: H7 Sans | left aligned | Off Black

## Breadcrumb Items

**Section** Active section  
H4 | Blue 800

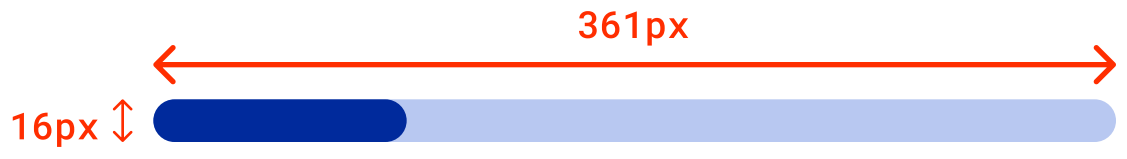
**Section** Parent section  
Nunito | Medium | 32px | Letter spacing: 0px | Off Black

## Progress Bars



172px  
32px

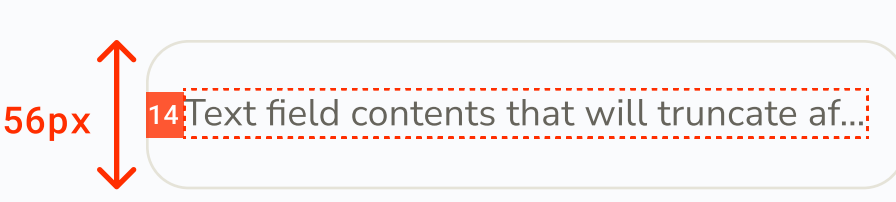
Fat Progress Bar  
Progress fill: Blue 800  
Remaining fill: Blue 200  
Corner radius: 16px



361px  
16px

Full Width Progress Bar  
Progress fill: Blue 800  
Remaining fill: Blue 200  
Corner radius: 8px

## Text fields



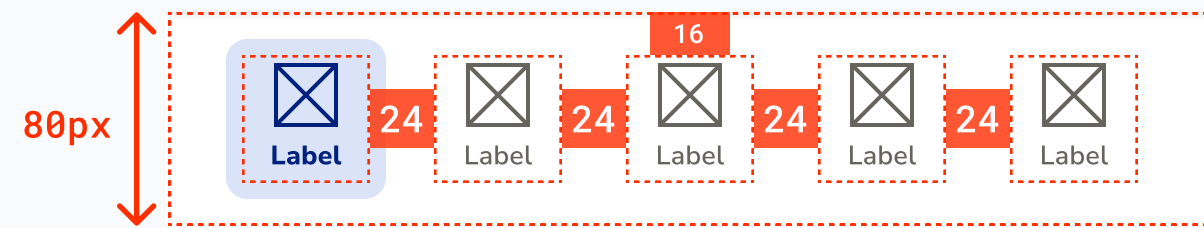
56px  
14px

All contents centered vertically in container  
Container fill: None  
Container stroke: 1px | Neutral 100  
Text: Label | left aligned | Neutral 600  
Corner radius: 16px



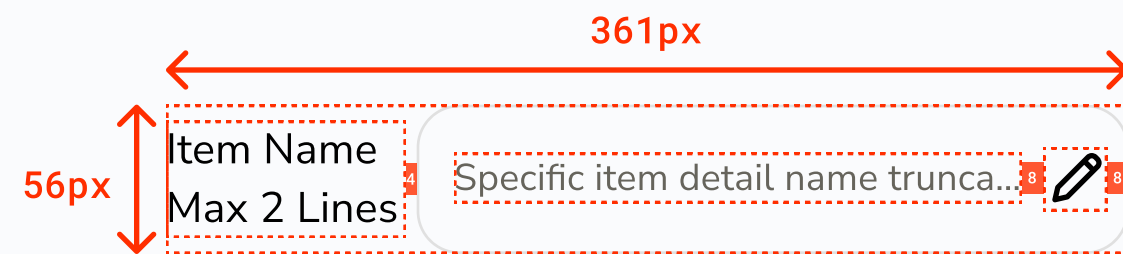
# Molecules (1)

## Bottom Nav Bar



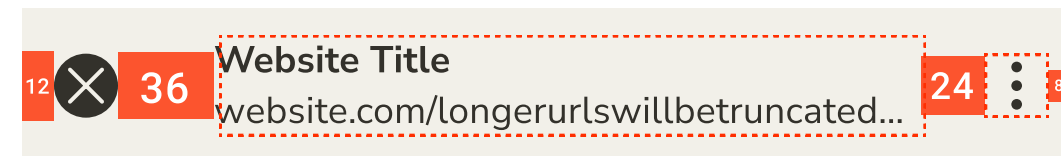
Holds 5 Nav Item atoms | centered in container with 24px padding between  
 Container fill: White  
 Stroke: top only | 3px | gradient #000000 0% opacity - #000000 8% opacity

## Editable Text Field



Item text: B1 | left aligned (horizontally) | center aligned (vertically) | max 2 Lines | Off Black  
 Container fill: None  
 Icon: Size (S) | Off Black

## In-App Browser Top Bar

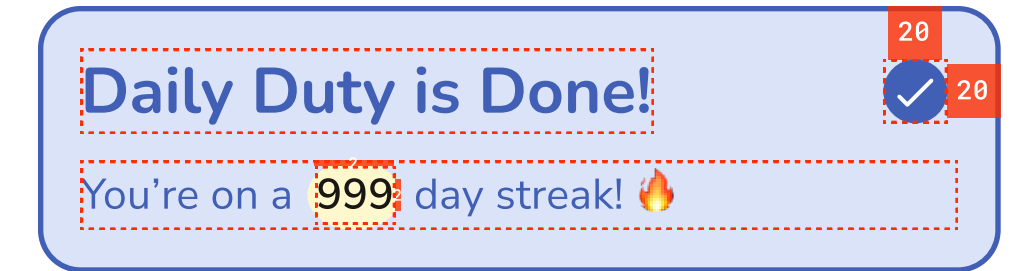


Contains Round Button | text boxes | Size (S) hamburger icon  
 All contents centered vertically in the container  
 Title text: H8 Sans | left aligned | Neutral 800  
 URL text: B2 | Neutral 800  
 Overall container fill: Neutral 050

## Daily Duty CTA

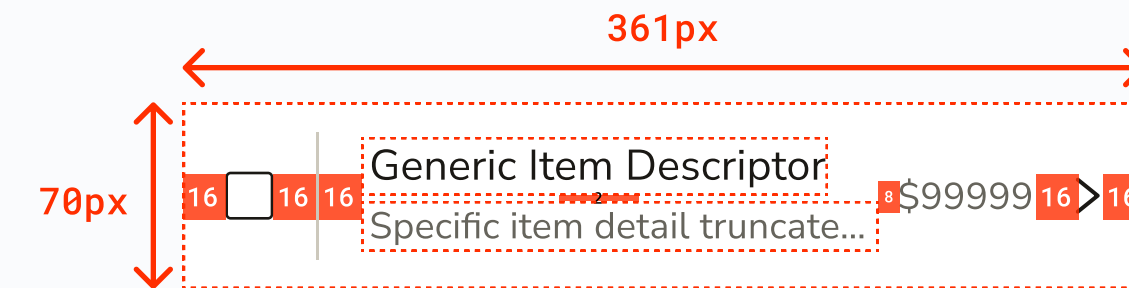


Daily Duty Incomplete (Button Active)  
 CTA text: H5 | left aligned | Off Black  
 Timer text: B2 | right aligned | Off Black  
 Description text: B1 | left aligned | Off Black  
 Overall container fill: Yellow 600-400 Gradient  
 Corner radius: 16px  
 Drop shadow: X: 0 | Y: 2px | Blur: 4px  
 Drop shadow colour: #000000 | 10% opacity

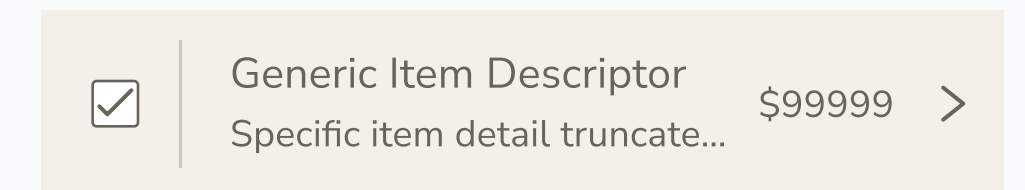


Daily Duty Complete (Button Disabled)  
 CTA text: H5 | left aligned | Blue 600  
 Icon: Size (S) | Container: Blue 600 | Icon: White  
 Description text: B1 | left aligned | Blue 600  
 Streak count: H7 Sans | Off Black | Container fill: Yellow 200  
 Overall container fill: Blue 100  
 Corner radius: 16px

## List Items

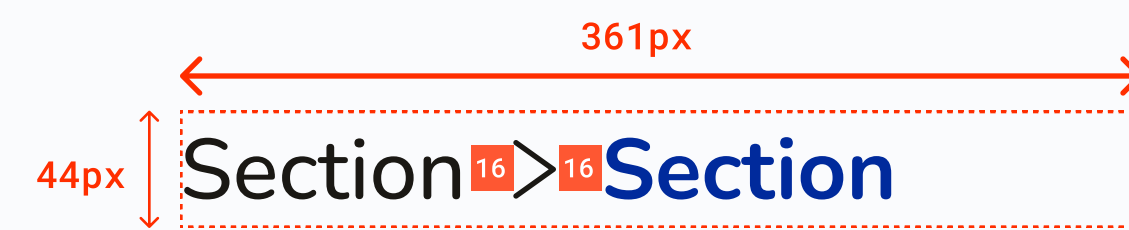


Unchecked Item  
 Contains checkbox | divider line | text boxes | Size (S) indicator chevron  
 All contents centered vertically in the container  
 Divider: stroke 1px | 48px height | Neutral 200  
 Description text: B1 | left aligned | Off Black  
 Detail text: B2 | left aligned | Neutral 600  
 Price text: B2 | right aligned | Neutral 600 | max 5 digits  
 Overall container fill: White



Checked Item  
 Contains checkbox | divider line | text boxes | Size (S) indicator chevron  
 All contents centered vertically in the container  
 Divider: stroke 1px | 48px height | Neutral 200  
 Description text: B1 | left aligned | Neutral 600  
 Detail text: B2 | left aligned | Neutral 600  
 Price text: B2 | right aligned | Neutral 600 | max 5 digits  
 Overall container fill: Neutral 050

## Breadcrumbs

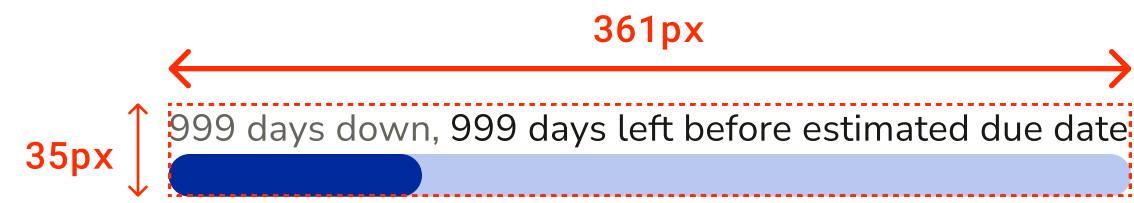


Holds 2-3 Breadcrumb Item atoms separated by Size (S) chevron icons  
 Up to max width of 361px

# Molecules (2)

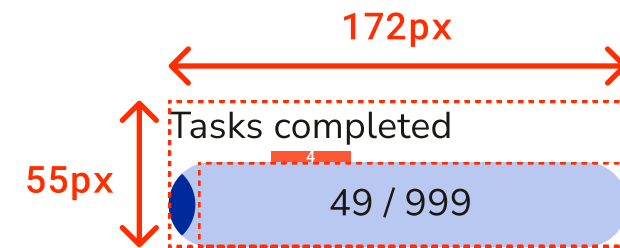
## Detailed Progress Bars

### Full Width Detailed Progress Bar



Contains text boxes | Full Width Progress Bar  
 Elapsed text: B2 | Neutral 600  
 Remaining text: B2 | Off Black  
 Progress fill appears from the left | always maintains full 8px radius

### Fat Detailed Progress Bar



Almost Empty  
 Contains text boxes | Fat Progress Bar  
 Label Text: B2 | Off Black  
 Number text: B2 | centered in Remaining container | Off Black  
 Progress fill appears from the left | always maintains full 16px radius

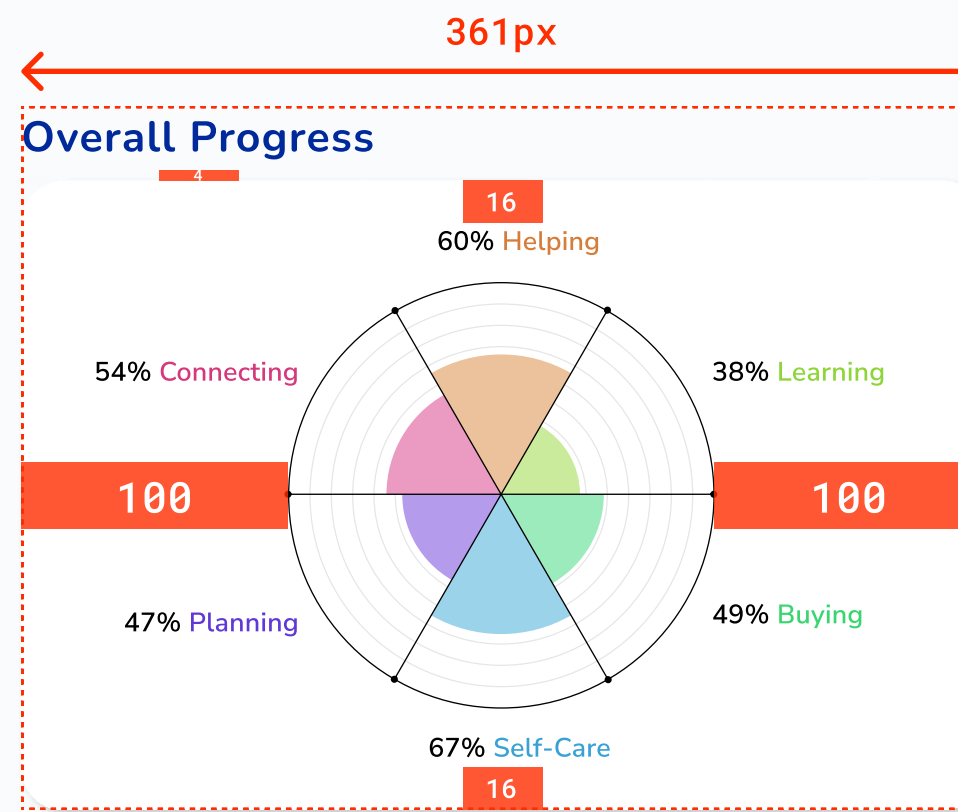


Less Than Half Full  
 Contains text boxes | Fat Progress Bar  
 Label Text: B2 | Off Black  
 Number text: B2 | centered in Remaining container | Off Black  
 Progress fill appears from the left | always maintains full 16px radius

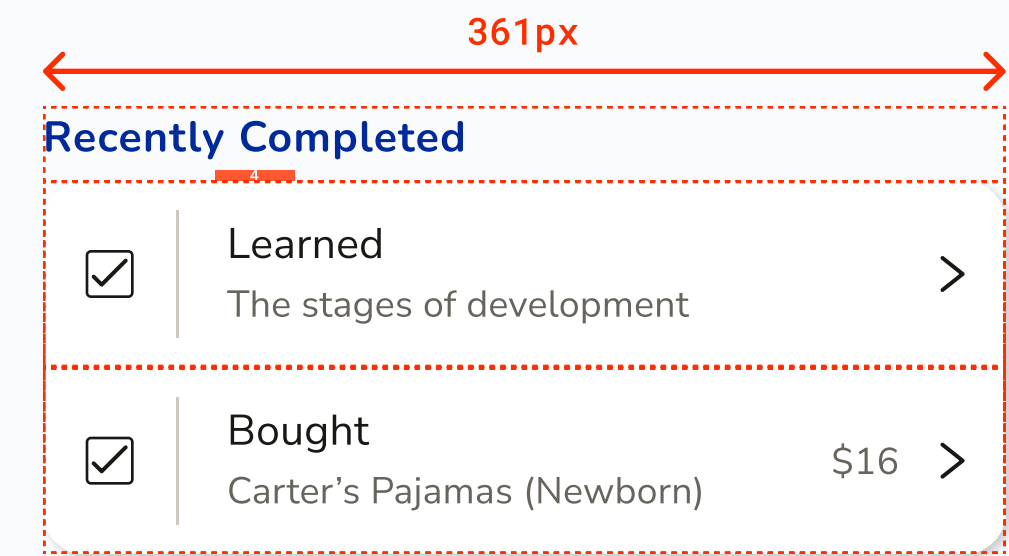


More Than Half Full  
 Contains text boxes | Fat Progress Bar  
 Label Text: B2 | Off Black  
 Number text: B2 | centered in Progress container | White

## Dashboard Cards

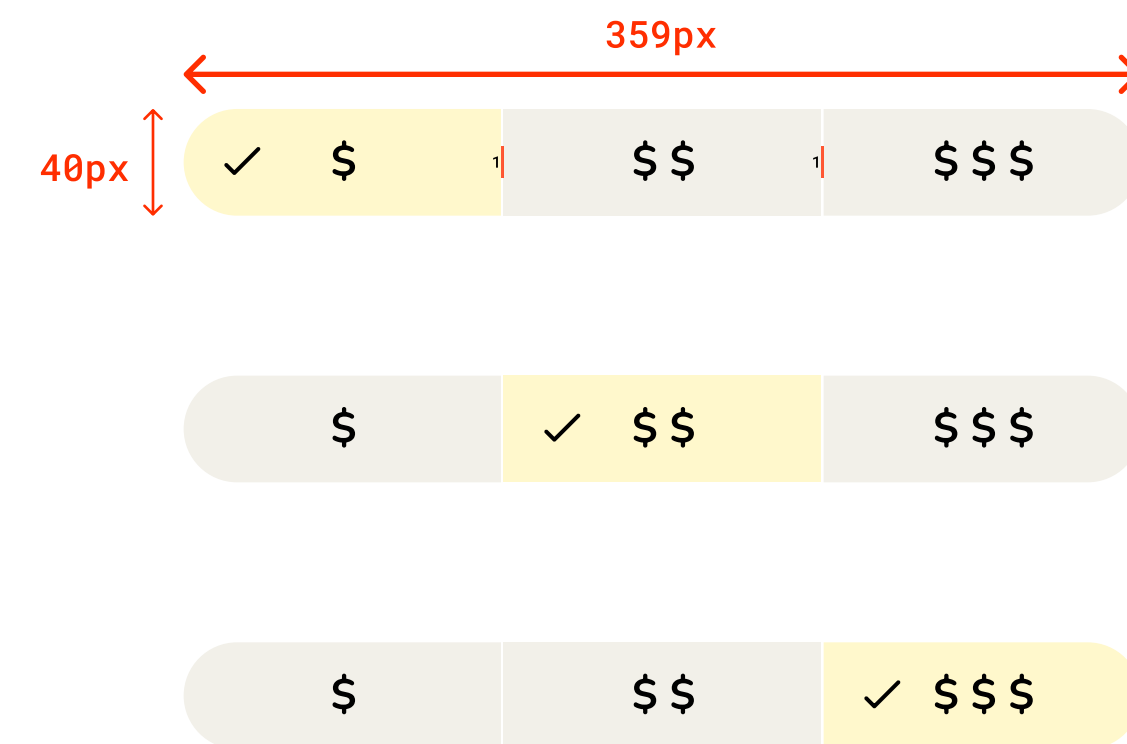


Contains title text | Progress Polar Plot OR other info visualization  
 Title text: H7 | left aligned | Blue 800  
 Container fill: White  
 Corner radius: 16px  
 Drop shadow: X: 2 | Y: 2px | Blur: 4px | #000000 | 20% opacity



Contains title text | 2x List Items  
 Title text: H7 | left aligned | Blue 800  
 Container fill: White  
 Corner radius: 16px  
 Drop shadow: X: 2 | Y: 2px | Blur: 4px | #000000 | 20% opacity

## Segmented Button



Contains 3 Segmented Button Item atoms | 1 Left | 1 Center | 1 Right

# Organisms (1)

## Active Accordion Menus

**Collapsed**

Top Category Accordion Header (Collapsed)  
 Contains Rectangular (L) icon | text boxes | Round Button  
 All contents centered vertically in overall container  
 List category text: H6 Sans | Off Black  
 Tally text: B2 | Off Black  
 Overall container fill: White  
 Corner radius: top only 16px  
 Container stroke: bottom only | 2px | gradient #000000 0% opacity - #000000 8% opacity

Middle Category Accordion Header (Collapsed)  
 Corner radius: none  
 All other parameters same as "Top Category Dropdown"

Bottom Category Accordion Header (Collapsed)  
 Corner radius: bottom only 16px  
 Container stroke: None  
 Drop shadow: X: 0 | Y: 2px | Blur: 2px  
 Drop shadow colour: #000000 @ 20% opacity  
 All other parameters same as "Top Category Dropdown"

**Expanded**

Active Accordion (Expanded)  
 Contains Category Accordion Header | Unchecked Items |  
 Add New List Item Button | Checked Accordion  
 All molecules stacked vertically | no additional padding

## Checked Accordion Menus

**Collapsed**

Checked Accordion Header (Collapsed)  
 Contains title text | indicator badge (if present) | tally text | Round Button  
 All contents centered vertically in overall container  
 Title text: B1 | Off Black  
 Indicator badge text: Label | Off Black  
 Tally text: B2 | Neutral 600  
 Overall container fill: Neutral 050

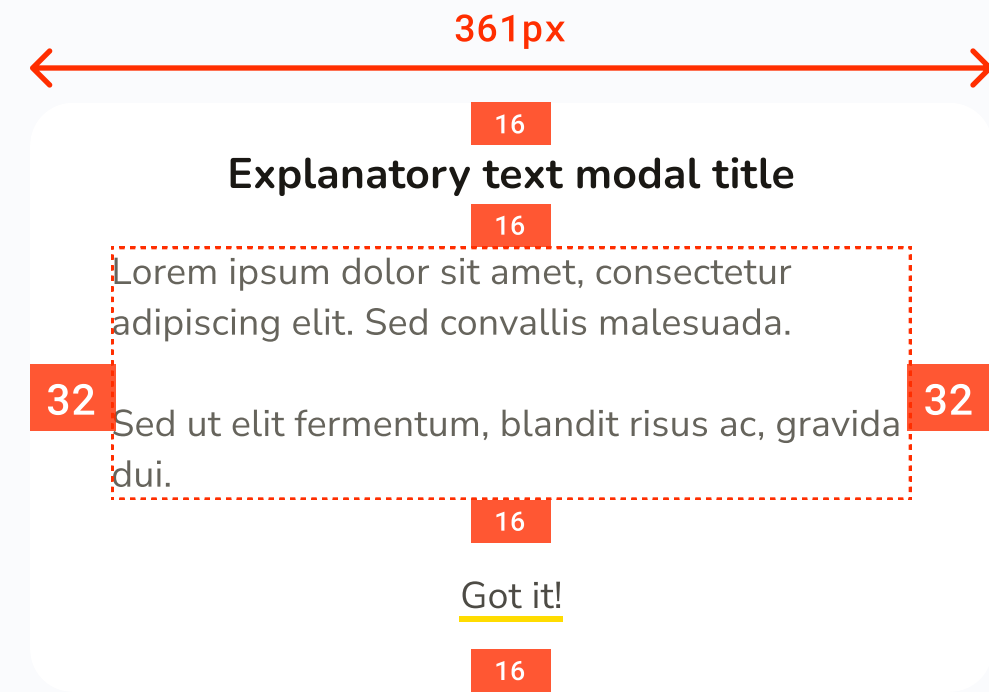
**Expanded**

Checked Accordion (Expanded)  
 Contains Checked Accordion Header | Checked Items  
 All molecules stacked vertically | no additional padding

# Organisms (2)

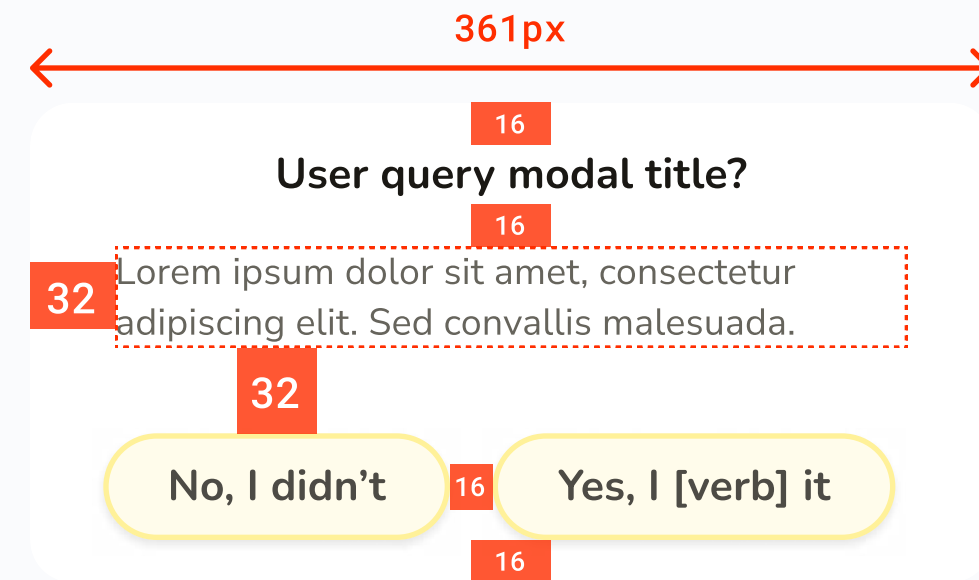
## Modals

### Standard Modals



#### Explanatory Text Modal

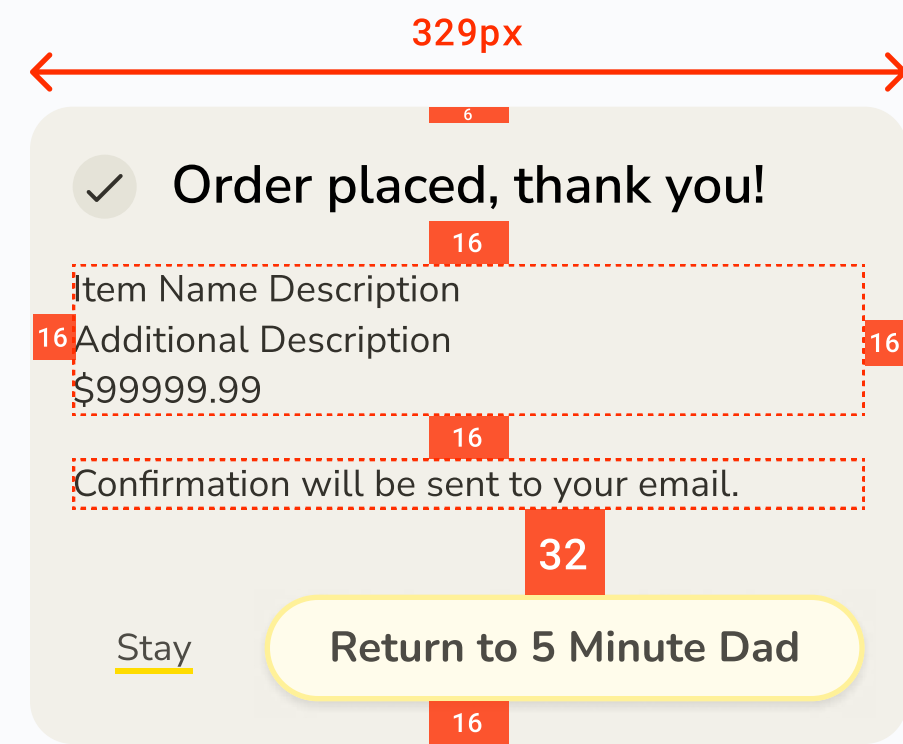
Contains title text | body text | Tertiary Button  
 Title text: H7 | Off Black  
 Body text: B2 | Neutral 600  
 Container fill: White  
 Corner radius: 16px  
 Overlay background: #000000 | 60% opacity  
 Closes when tapped anywhere or outside modal



#### User Query Modal

Contains title text | body text | 2x Secondary Buttons  
 Title text: H7 | Off Black  
 Body text: B2 | Neutral 600  
 Container fill: White  
 Corner radius: 16px  
 Overlay background: #000000 | 60% opacity  
 Closes when either button is tapped

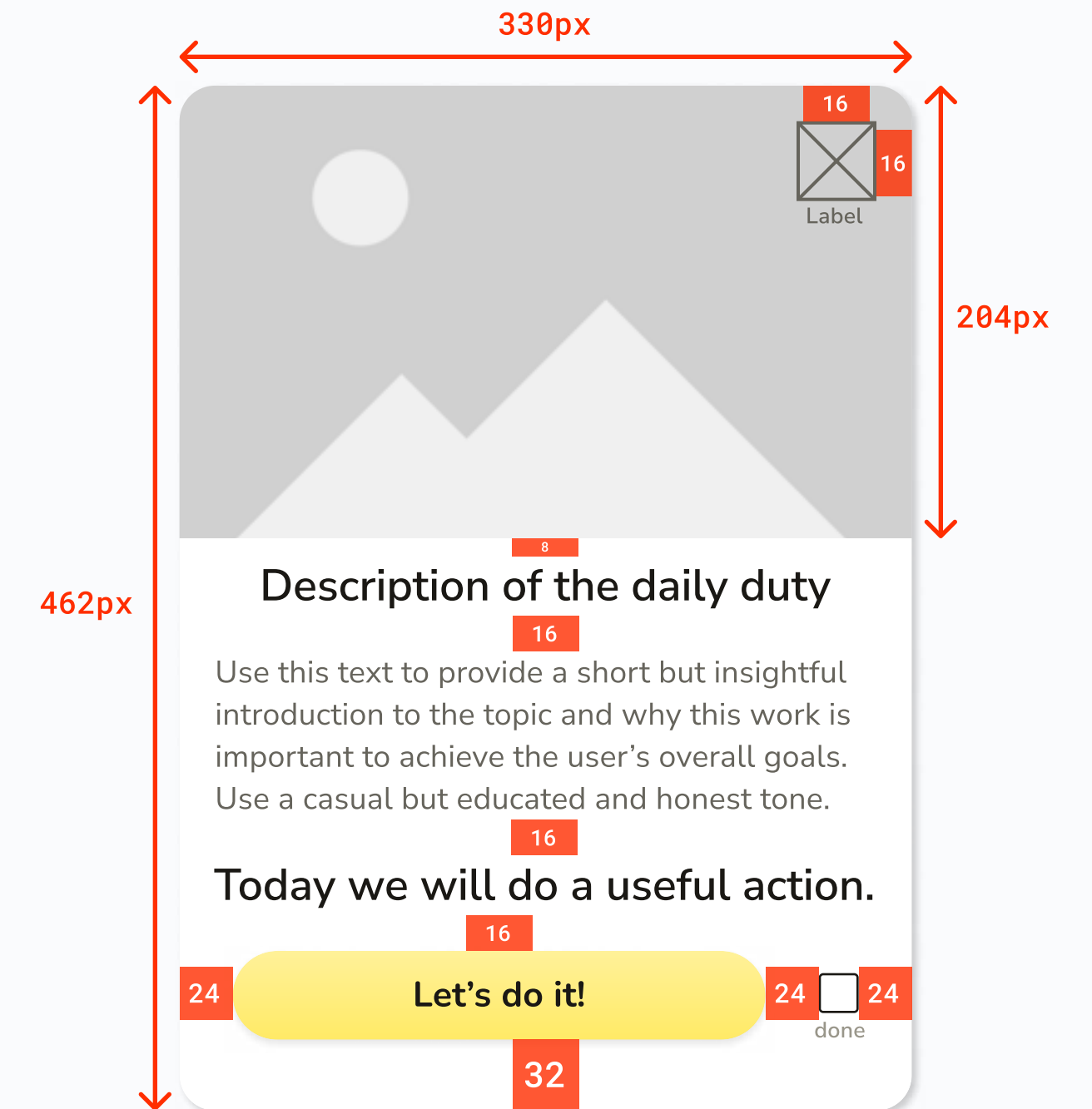
### In-App Browser Modal



#### In-App Browser Modal

Contains Size (S) icon | title text | body text | Tertiary Button | Secondary Button  
 Title text: H7 | Off Black  
 Body text: B2 | Neutral 800  
 Container fill: Neutral 050  
 Corner radius: 16px  
 Overlay background: #000000 | 60% opacity  
 Closes when either button is tapped

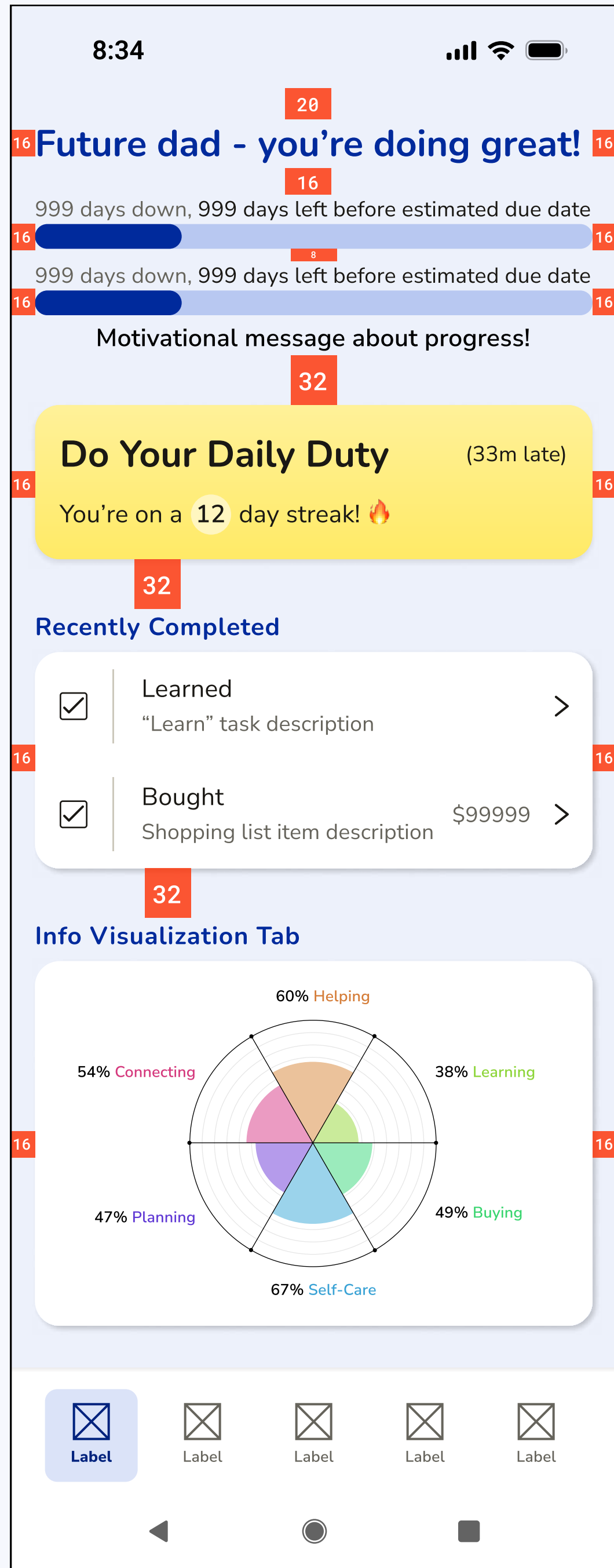
## Duty Card



#### Duty Card

Contains full bleed illustration | title | body text | Primary Button | checkbox  
 Title text: H6 Sans | Off Black  
 Body text: B2 | Neutral 600  
 Checkbox label: Label | Neutral 400  
 Container fill: White  
 Corner radius: 16px  
 Drop shadow: X: 2 | Y: 2px | Blur: 4px | #000000 | 20% opacity

# Templates (1)



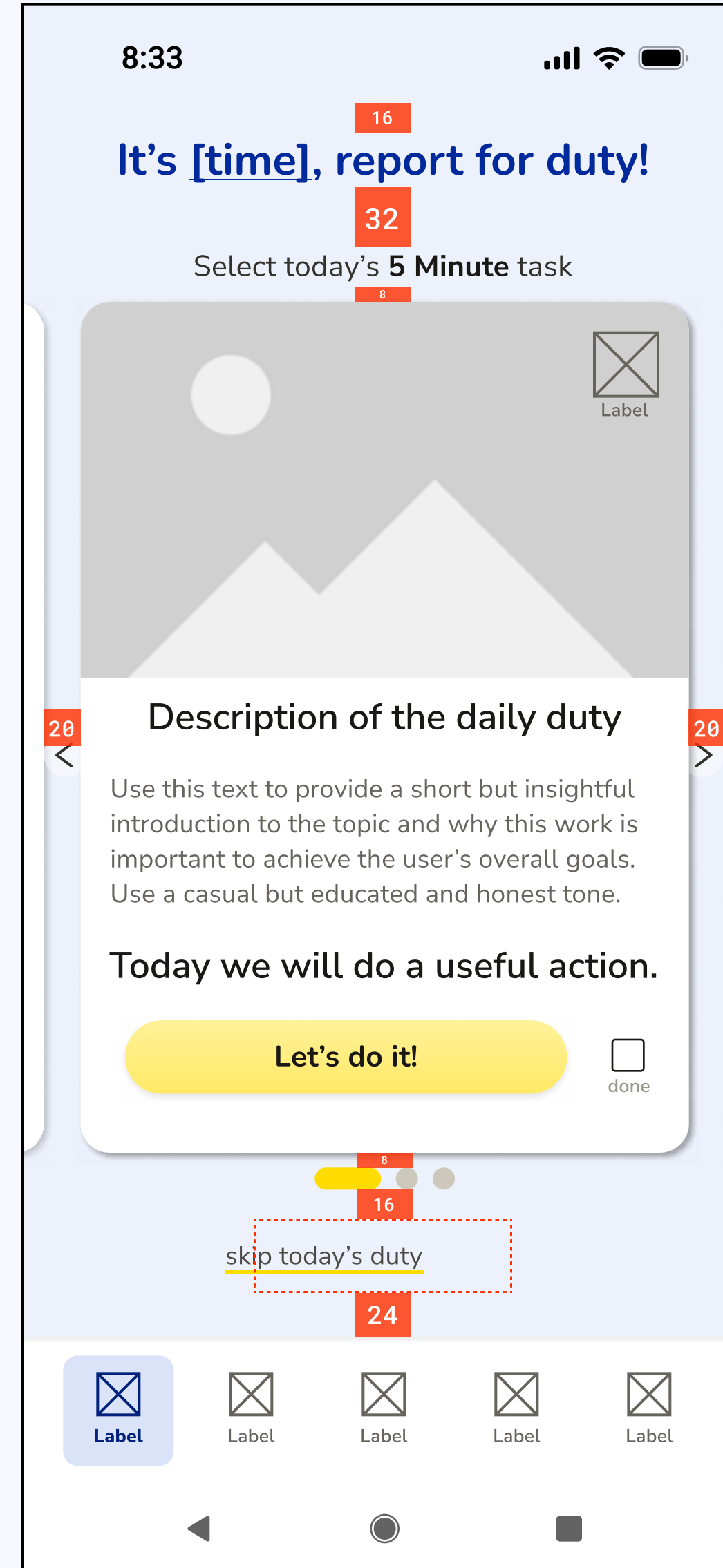
## Dashboard

Contains title | 2x Full Width Detailed Progress Bars | Daily Duty CTA | 2x Dashboard Cards

Title text: H5 | Blue 800  
Message text: H7 Sans | Off Black

Background fill: Blue 050

## Daily Duty



### Upper Section

Headline text: H5 | Blue 800  
Subtitle: B1 | Off Black

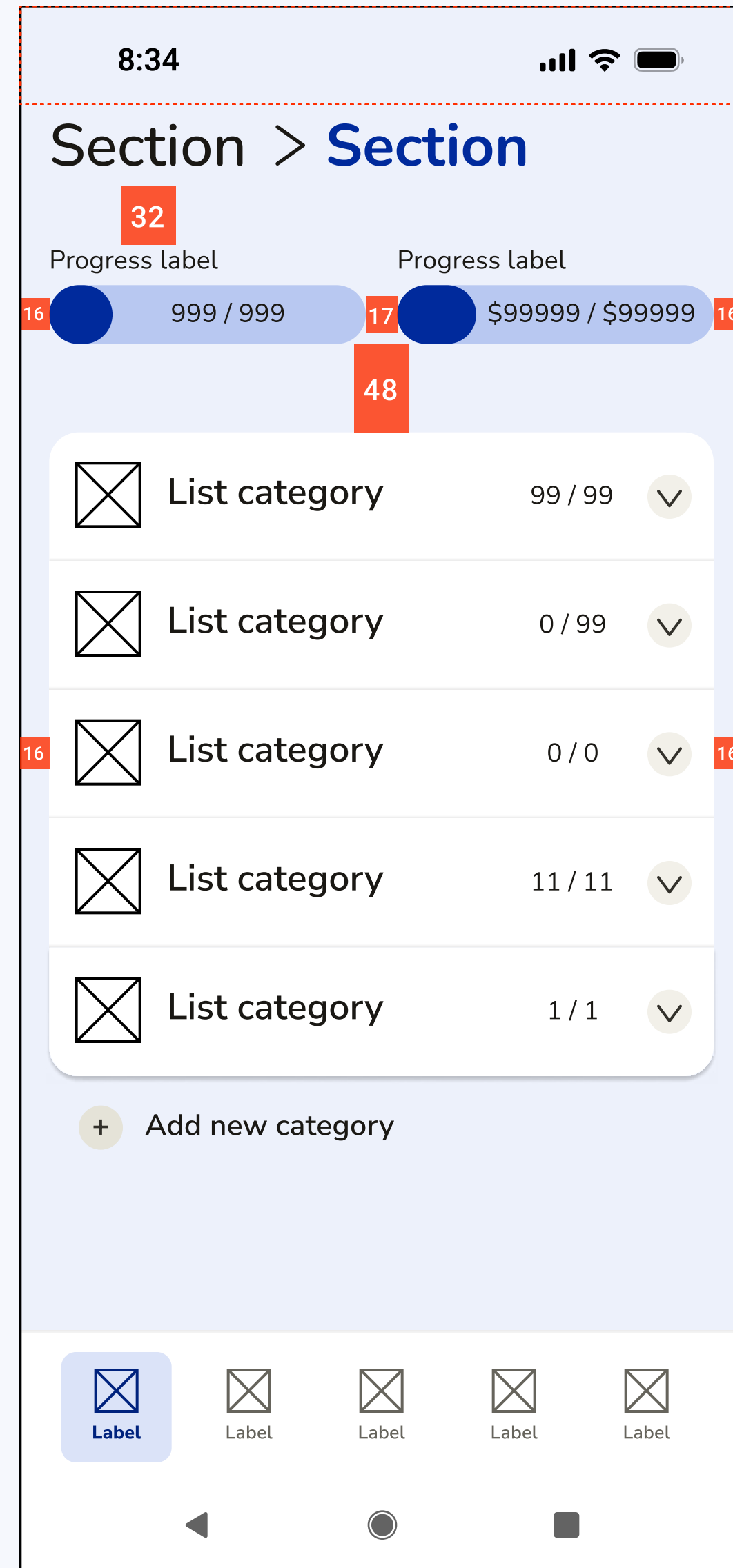
### Duty Selection Section

Contains Duty Cards (Carousel) | 2x Round Chevron Buttons | Pagination Dots | Tertiary Button

Background fill: Blue 050

# Templates (2)

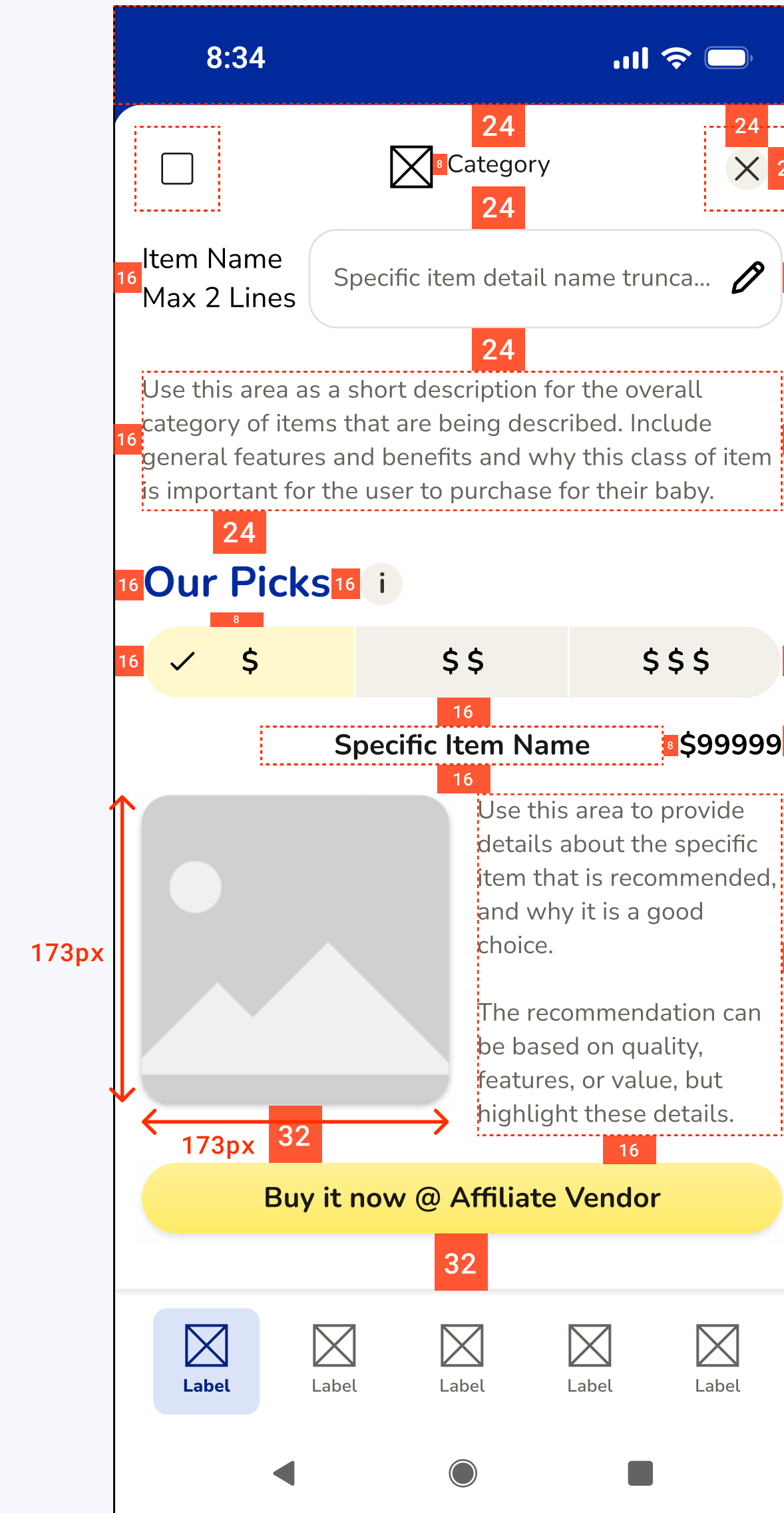
## Shopping List



Upper Section  
 Contains Breadcrumbs | 2x Fat Detailed  
 Progress Bars | Active Accordion Menus |  
 Add New List Item Button

Background fill: Blue 050

## Product Detail Page



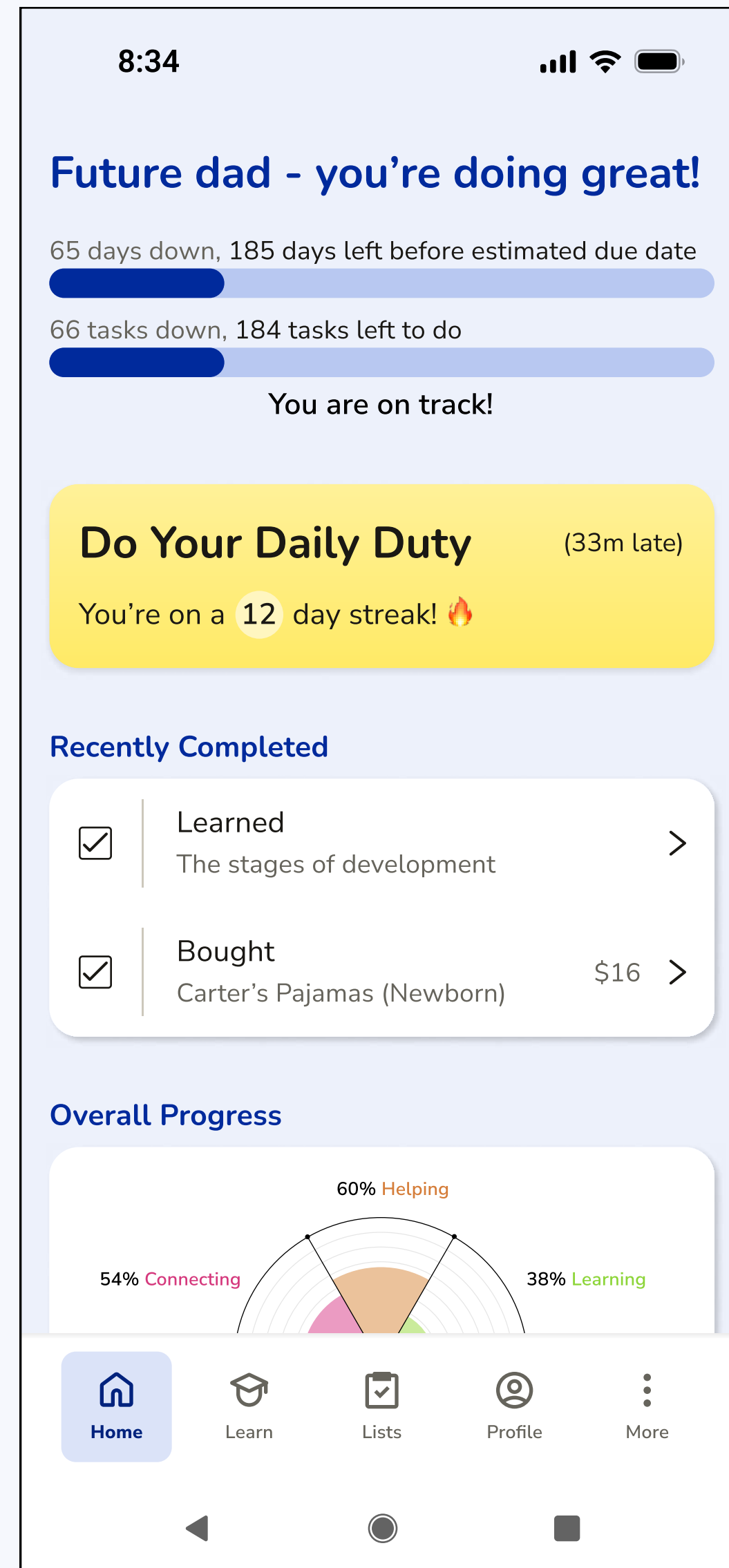
Upper Section  
 Contains Checkbox | Size (S) icon | title | Round Button  
 Category text: B2 | Off Black  
 Description text: B2 | Neutral 600

Our Picks Section  
 Contains section title | Round Button | Segmented Button |  
 item text | description text | image container | affiliate link CTA  
 Title: H5 | Blue 800  
 Item name and price text: H7 | Off Black  
 Description text: B2 | Neutral 600  
 Image container: corner radius: 16px | drop shadow: X: 2 | Y:  
 2px | Blur: 4px | #000000 | 20% opacity  
 Affiliate link: Full Width Primary Button  
 Overall container: fill: White | corner radius: 16px (top only)

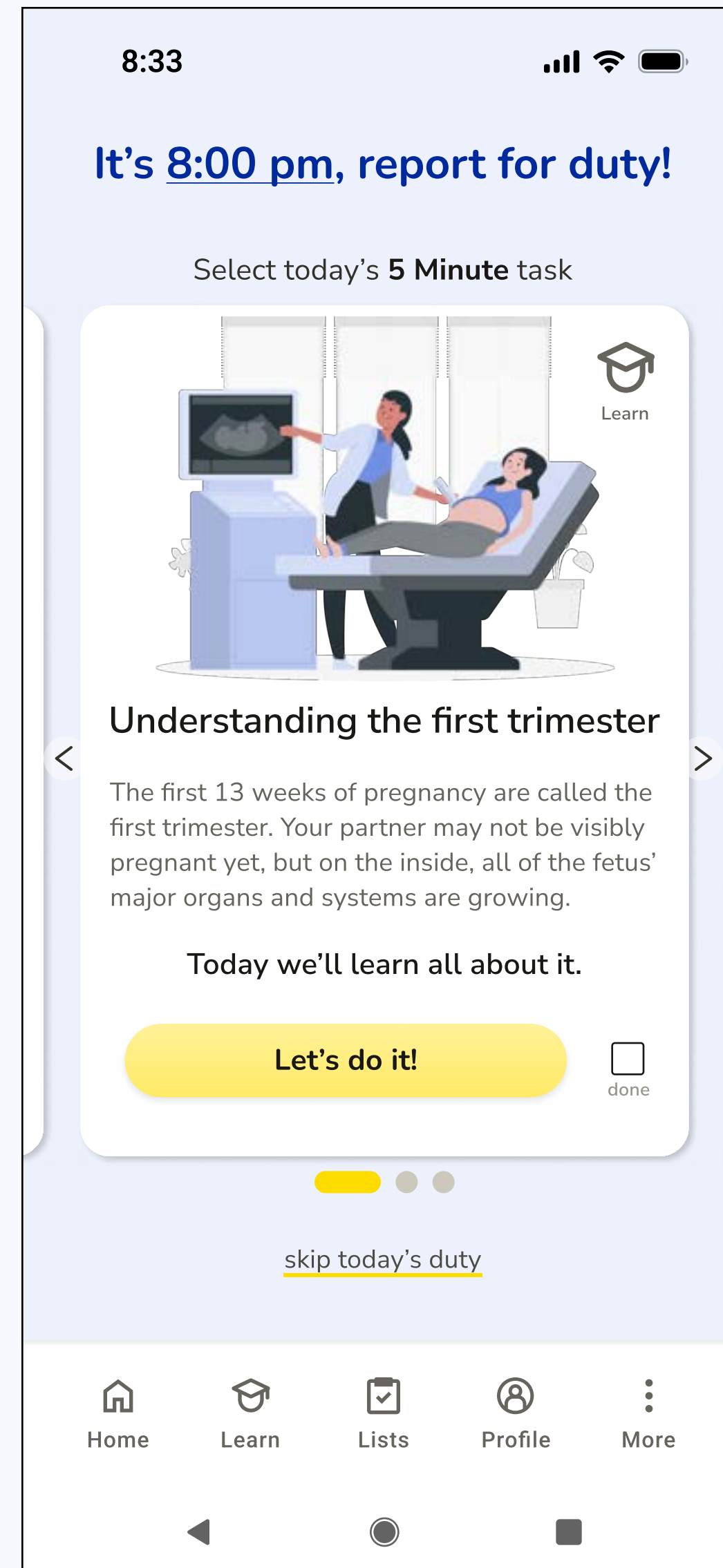
Background fill: Blue 800

# Screens (1)

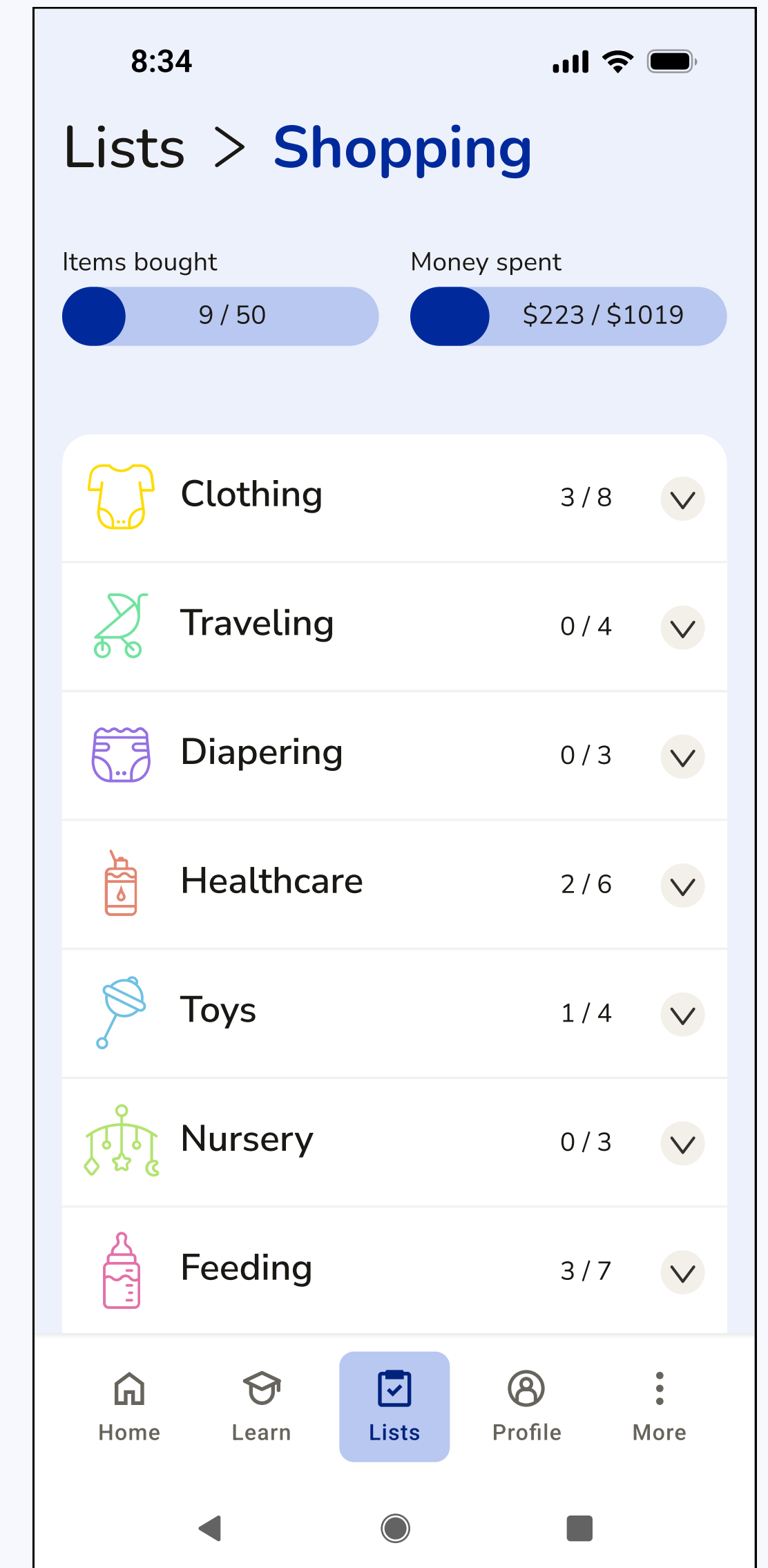
## Dashboard



## Daily Duty

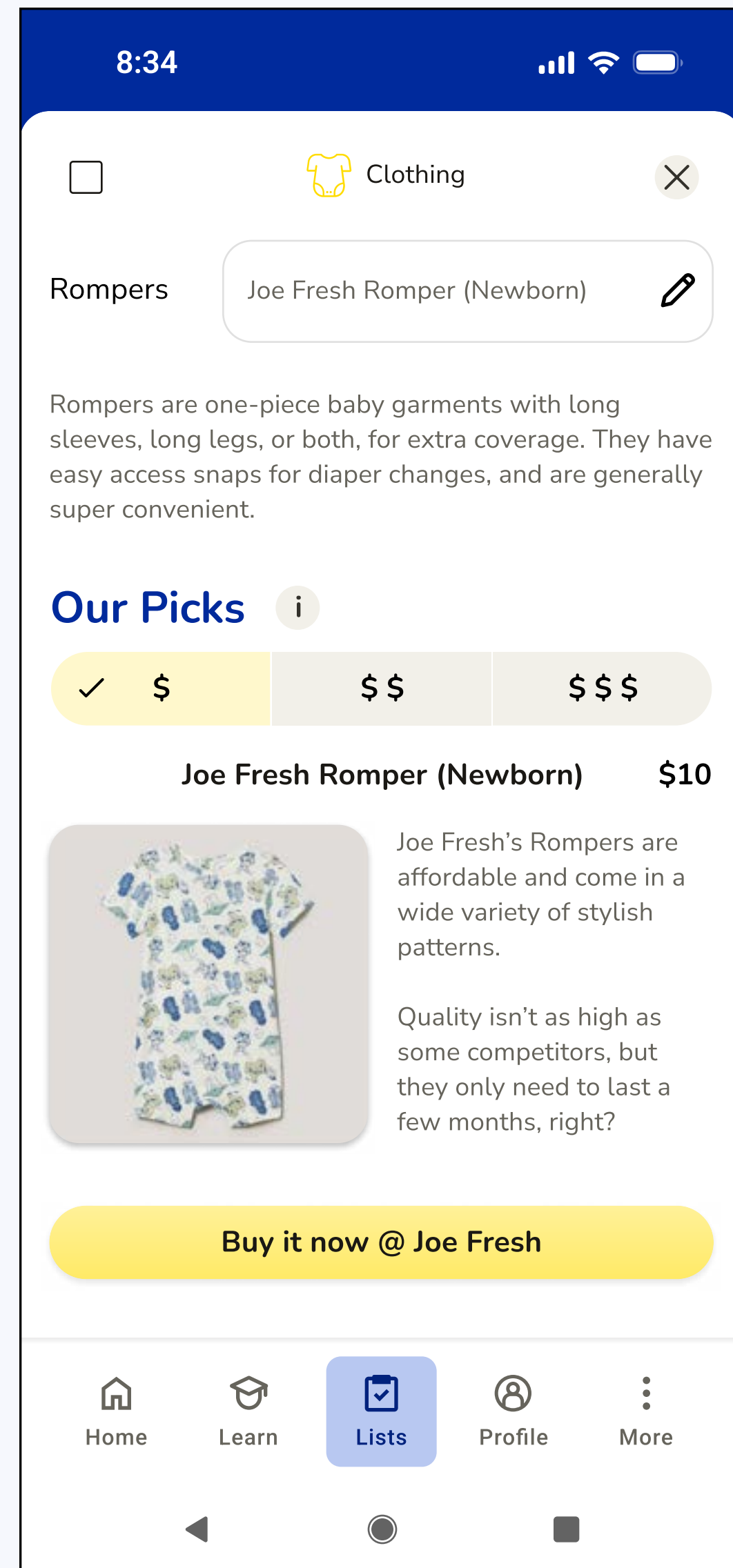


## Shopping List



# Screens (2)

### Product Detail Page



### Affiliate Link Page



### Duty Completion Animation

