



INTRODUCTION

PlutoPay is an e-wallet application that teaches teenagers financial literacy in an interactive, entertaining way. Teens can learn how to budget, save, and manage their money with helpful tips and a trendy, fun interface.

OUR VALUES

Financial Literacy

Financial literacy is a privilege that most people don't fully acquire until adulthood, if at all. Younger generations are becoming consumers at an earlier rate, and so teaching them the value of money and how to manage it has become more important.

Adventure & Play

Finances aren't the most interesting topic to exist, so we want to ensure that we make learning fun! By creating an app that is interactive and gamified, users are motivated to learn about complex subjects in a way that doesn't feel boring.

TYPOGRAPHY

The primary font of PlutoPay is Futura. This clean, sans-serif font is easy to read and has several variations (bold, italic, etc.) that can be used to emphasize certain text, such as a link. The accent font, aptly named Space, is only used for the logo font, screen titles, and the occasional accent.

TITLES & ACCENT

Space, 20pt, #F1D45C, #86E2F1

Headings

Futura Bold, 30pt, #F1D45C

Subheadings

Futura Medium Italic, 22pt, #F1D45C

Body

Futura Medium, 16pt, #FFFFFF

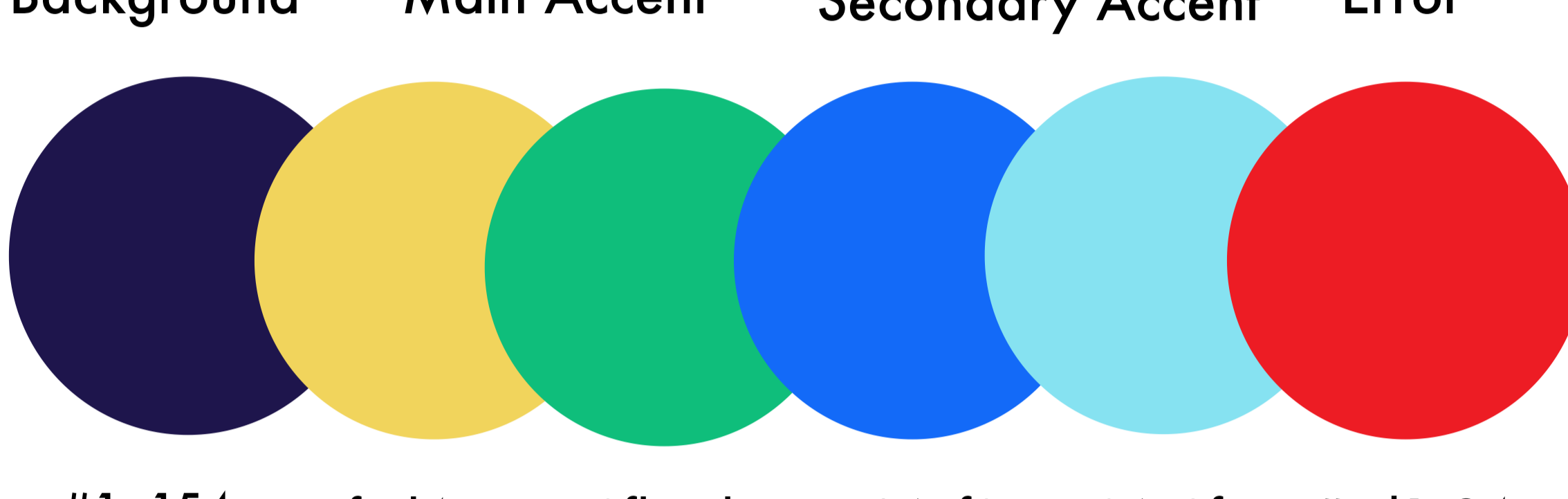
Font Colors

- ✓ Titles and headings are always in yellow.
- ✓ Body is in white (against dark background) or black (against light background).
- ✓ Red text usually indicates a negative balance or spending; green text indicates a deposit.

COLORS

We want to create the environment of being in space with each and every screen. This means a dark background color with various color accents.

Background Main Accent Secondary Accent Error



#1e154c #f1d45c #0fbe7b #136af8 #86e2f1 #ed1c24

Color Usage

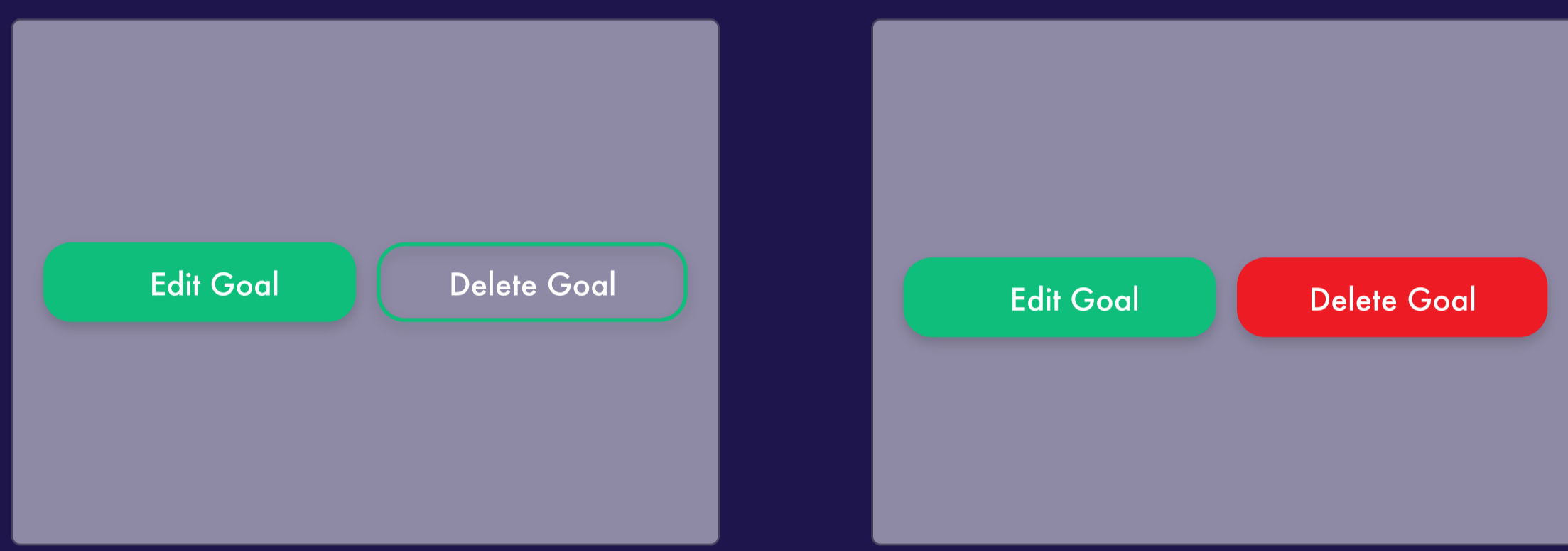
- ✓ Background color is almost always dark purple, or some opacity of it.
- ✓ Red is used to illustrate an error (if a button or text box) or, if text, a negative number or spent money.
- ✓ Yellow is mostly used for text headings and titles.
- ✓ Green (and red) is the only color to be used for buttons.

UI ELEMENTS



Buttons

A primary button is shaded in so that it can stand out as a call to action for the intended action. A secondary button for the alternate action is outlined. Error or Deletion buttons must be in red. All other buttons should be in green.



X Wrong

✓ Correct

Navigation Bar

The navigation menu includes the main five screens - Transfer, Budget, Dashboard, Accounts, and User. Styling differs based on the operating system.



iOS Navbar

- ✓ Icons are 35px in width, with a proportional height.
- ✓ The active screen icon is highlighted in blue (#136af8), while inactive icons are grey.



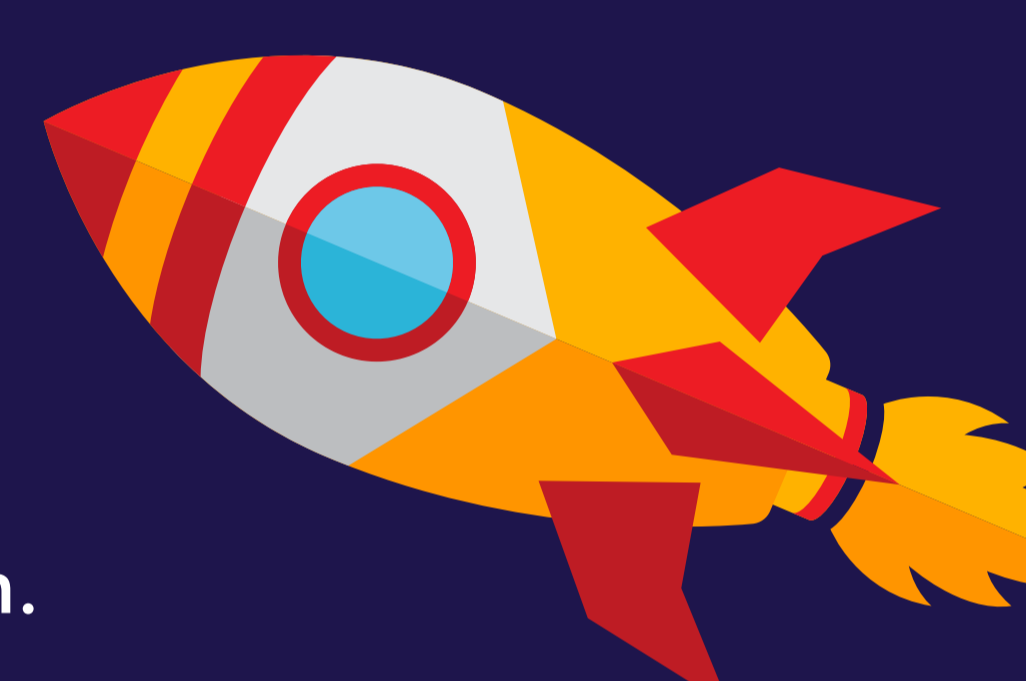
Android Navbar

- ✓ Icons are 35px in width, with a proportional height.
- ✓ The active screen icon is highlighted in full-opacity white, while inactive icons are a 60% opacity white.



Logo

The logo must appear on each individual screen. When able, include the PlutoPay text logo on the screen.



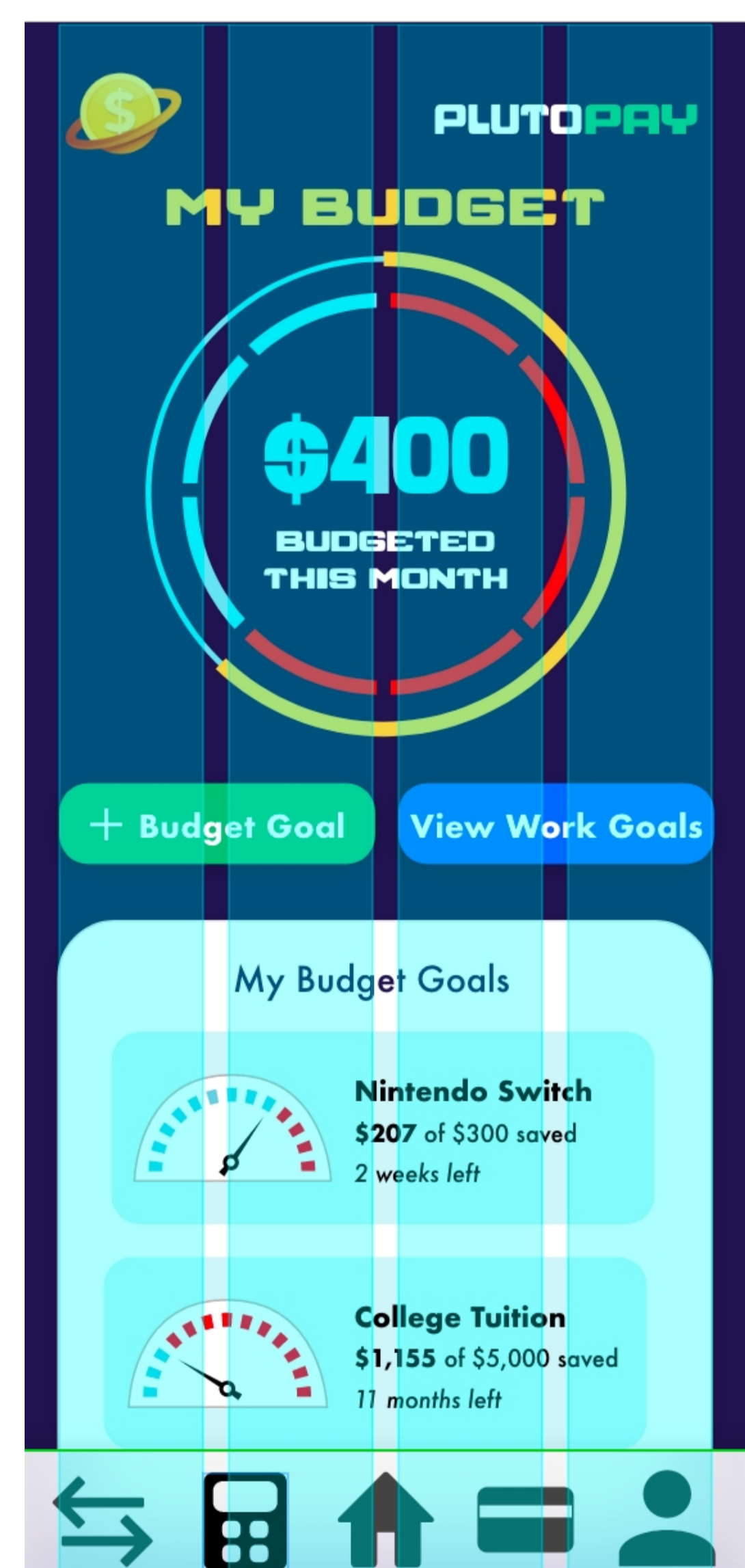
ICONOGRAPHY



All icons must be proportional in width and height. Active and inactive icons must be made distinct through color.

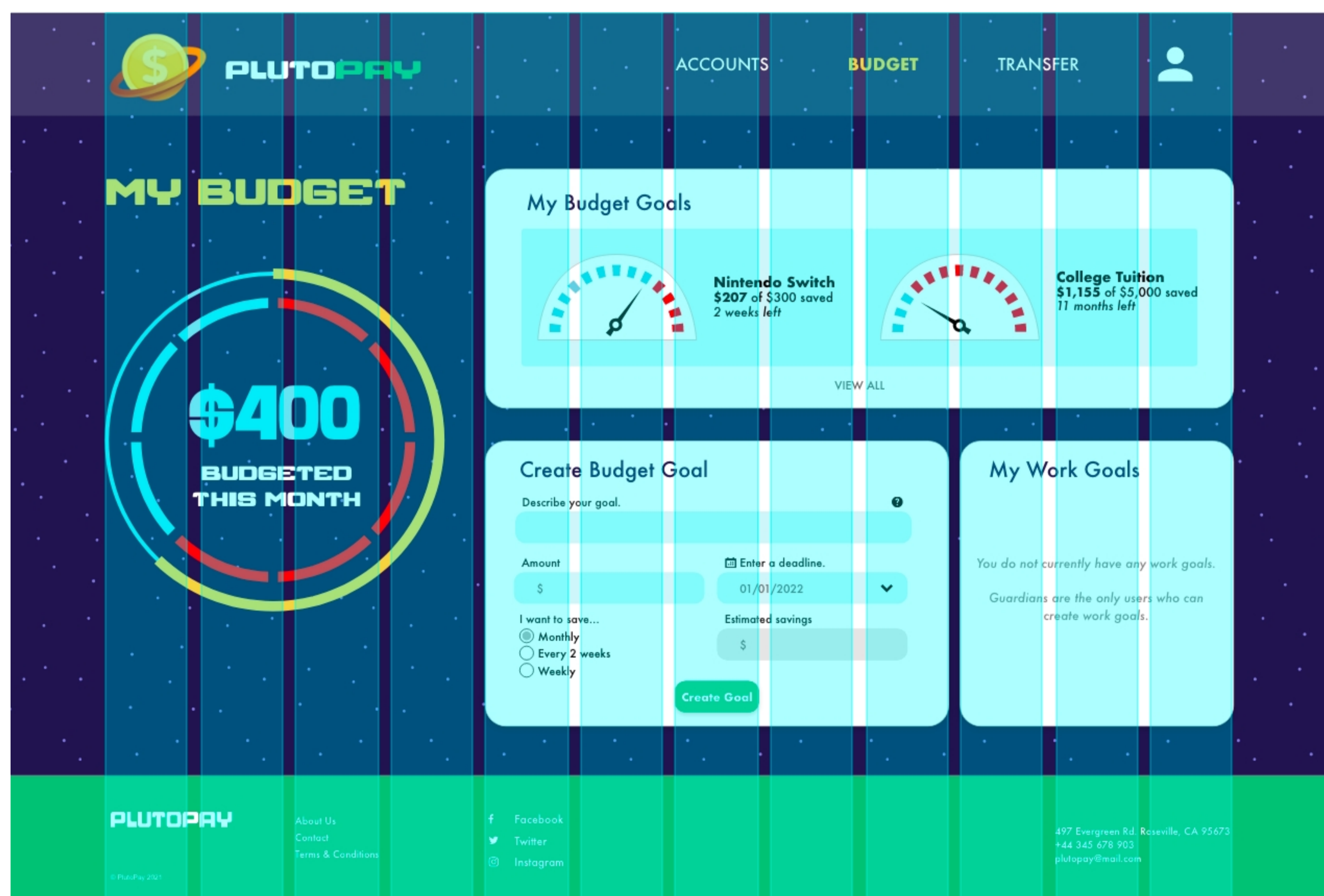
GRIDS

We use a responsive grid system to ensure that each screen adjusts to the available screen space. A 4-column grid is used for mobile screens and a 12-column grid for desktop screens. This ensures that screens are scalable.



MOBILE SCREENS

- 4-column grid
- Margins: 17px
- Gutters: 12px
- Column Width: 76px



DESKTOP SCREENS

- 12-column grid
- Margins: 140px
- Gutters: 16px
- Column Width: 122px

ACCESSIBILITY

Each screen in PlutoPay is designed with accessibility in mind. Measures are taken at each step of the design process to ensure that every user has a successful experience. Some of our accessibility measures include:

Information Hierarchy

Page titles are unique and informative. Heading styles are consistent across the app to create structure.

Color and Contrast

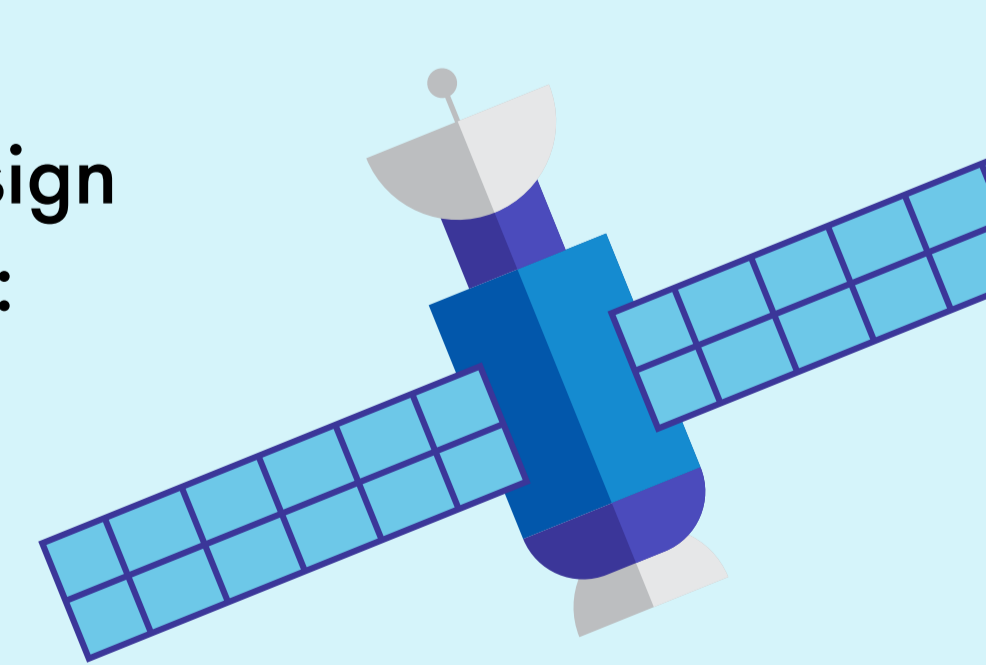
Clickable text is not identified just by color, but through a button or underline. Contrast between foreground and background colors is high.

Interactions

Targets are visually identifiable, and large and far enough apart that they are easy to touch.

Alternative Text & Captions

Images have meaningful alt-text. Videos contain captions for hearing-impaired users.



ILLUSTRATIONS

Besides an optional profile picture that may be added by the user, all imagery throughout the app will be vector illustrations. Most, if not all, illustrations should be space-themed. Below are some samples of illustrations you may find throughout the app.

Animations

There's plenty of movement in space, and we want to keep users entertained, so we encourage animated illustrations. Animations must enhance the experience.

- ✓ One animation per screen, at most.
- ✓ Keep it short and sweet.

CONTENT LANGUAGE

The voice of PlutoPay is friendly, lively, and brainy. The app uses a lot of space-themed phrases, idioms, and references. While the audience is younger teens, PlutoPay does not talk down to users.

