SICKEFIX STYLE GUIDE

01. INTRO

SickFix is a medical supply subscription box that allows you to order medical supplies you need on a shipment frequency of your choice. SickFix is tailored to professionals working in allied health services (like home health aids), family caregivers, and persons who need medical supplies.

02. TYPOGRAPHY

Source Serif Pro **Aa** Aa Aa bold regular light

Source Serif Pro is used on all headlines throughout the website and app.

H1 2.5 em **H2** 2 em

Open Sans

Aa Aa bold regular

Open Sans, a simple easy to read font, is used on all paragraph text throughout the website and app.

H3 Body 1 Button text Footer text

1.35 em 1 em 1 em 0.85 em

Maitree **Aa** Aa bold light

Maitree is used for the logo, only and should not be used anywhere else throughout the application.



Medical Supplies. Before you need them.	Source Serif Pro, light & bold, 30px
We know you are busy. We work directly with top medical supply companies to provide you the latest medical supplies at discounted prices, conveniently delivered to your home.	Open Sans, regular, 18px
HOW IT WORKS	Source Serif Pro, regular, 30px
Customize your box. For only \$35.99 per box, choose up to 7	Open Sans, bold, 20px
products or have us choose for you. Either way we will throw in some surprises!	Open Sans, regular, 18px

The goal of SickFix is to easily showcase its quality subscription service. It is important that the color palette also reflect ease and usability. Blue is a common color used in medical companies. The blue in this palette contains hints of purple and is





Modern Medical. The logo incorporates a common cross element into its design, but in a modern, abstract way.







SICK **FIX** 300 px wide SICK**IFIX** 200 px wide

UPDATED JULY 2020

03. COLOR

complemented with a light blue-green color.

04. LOGO

Safe zone around the logo equals the length of the cross emblem.

No. Do not change the proportions of the logo.

No. Do not place cross in another location.

— Example Sizes –





Favicon (32x32 px)

05. LOGO CONT.

The logo can take on the colors presented in section 03 - Color, of this guide along with black & white. It is important that the logo contrasts well with the background color and passes accessibility standards for readability.





No. Fails contrast checks







Yes. Passes contrast checks

Yes. Passes contrast checks

06. ICONOGRAPHY

Shop

Icons used throughout the app and website are simple, easily recognizable shapes that indicate a particular object or function.



Home



Account

Search







Info



ToS



07. FORMS

Forms are found throughout the site and include the sign up/sign in process, onboarding, and returning app users.

—— Sign Up / Sign In ————

Sign Up / Sign In forms are the only forms that use icons in form labeling.

Email address	
	Unselected, un-entered state
Password Password	
Email address	Selected and fille
FilledIn	in
Email address	
FilledIn	Error

—— Other Form States ————

Shipping, billing, payment information, and contact forms do not contain an icon in their label. All other form states remain the same.

Address	
Credit Card Number	} l
Credit Card Number	
Address 555 Main Street	
Address	
555 Email address incorrect	} E

08. BUTTONS & LINKS

Buttons and links are found throughout the landing pages and in-app. Normal button states apply the same color blue that is mentioned in section 3 of this guide.

	—— Sign Up / Sign In ————		
Bottom Navigation Bar In App	SIGN UP	Normal SIGN UP SIGN IN HEX#29429E	
Search In App	Action/Hover SIGN UP SIGN IN HEX#11215C		
Account Info In App	Disabled SIGN UP SIGN IN HEX#BAC3CF		
Account Info In App	Site Landing Normal	g Pages Action/Hover	
	GET STARTED ABOUT HEX#29429E	GET STARTED ABOUT HEX#11215C	
e and			
rms that			
Unselected, un-entered state	HEX#29429E		

Selected and filled

Unselected, un-entered state

Selected and filled

Error

UPDATED JULY 2020