





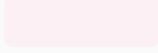

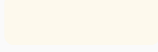


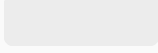
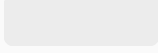










The following is a design language document for project NFT Art Mentor to ensure continuity throughout the product's design. It aims to keep a solid immersive experience for users. NFT Art Mentor aims to help people get a better understanding of the entire process of creating and selling an nft art online. The application also has a community of nft mentors and artist that can help influence, guide and encourage artists.

COLOR PALETTE

 #150A4B Midnight Purple Primary Background, Text, Heading 1, 2, 3, 4 Background color	 #581994 Royal Purple Heading 2	 #D9D7E2 Purple Shade Selected Navigation Button	 #F2F0FA Purple Tint Selected State Card Chat box, CTA Button
 #150A4B Plum Home Screen Card	 #B1356A Fuchsia Heading 1, 2, 3 Icon, Button	 #FCF0F5 Fuchsia Tint Selected State Card Chat box, CTA Button	
 #FFC600 Canary Yellow Button Heading 1	 #FDF9ED Yellow Tint Selected State Card, CTA Button	 #696868 Dark Grey Unselected Text	
 #000000 Black Regular Text	 #ECECEC Grey Tint 1 Unselected button and form	 #A2A2A2 Grey Tint 2 Unselected Text Button	 #FFFFFF White Secondary Background Color, Card, Navigation Bar, Text

TEXT COLORS

 #FFC600 Yellow	 #150A4B Midnight Purple	 #FFFFFF White	 #B1356A Fuchsia
 #000000 Black	 #581094 Royal Purple	 #696868 Dark Grey	

TYPOGRAPHY & SPACING

FONT FAMILY

Aa Fashion Fetish Regular
Fashion Fetish Bold

BOLD

Heading 1 34pt

Heading 2 23pt

Heading 3 17pt

Heading 4 15pt

REGULAR

Heading 1 21pt Regular

FONT FAMILY

Aa

Century Gothic Regular
Century Gothic Bold

BOLD

Heading 1 19pt

Heading 2 15pt

Heading 3 14pt

REGULAR

Heading 1 23pt

Heading 2 18pt - 10 pt

FONT FAMILY

Aa

Malayalam Sangam MN

Small 9pt Navigation

SPACING

8px

16px

24px

32px

40px

48px

BUTTONS

BUTTONS

Small buttons



Small Buttons Specs
Width = 144 px
Height = 37 px
Corner radius = 8
Drop shadow = x=0, y=3, b=6
Top & Bottom button text padding = 10
Upper and Lower case text allowed



Small CTA Subscription Buttons Specs
Width = 144 px
Height = 37 px
Corner radius = 8
Drop shadow = x=0, y=3, b=6
Top & Bottom button text padding = 10
Upper case text only
Colors = FCF0F5, F2F0F8, FEF9ED (FILL)
Colors = 592D8C, B1356A, FBC411 (OUTLINE)

Large buttons



Width = 313 px
Height = 37 px

Width = 340 px
Height = 37 px

Large Buttons Specs
Corner radius = 8
Drop shadow = x=0, y=3, b=6
Top & Bottom button text padding = 10
Upper and Lower case text allowed

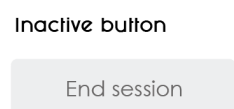
Text buttons

ENTER

[View Mentors](#)

ASK

Font: Century Gothic
Size: 14pt
Upper case and Upper and lower case
All buttons must have contrast and easily seen



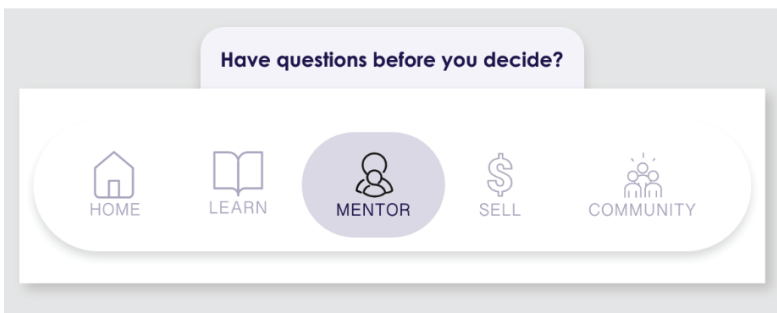
Width = 144 px
Height = 37 px
Corner radius = 8
Top & Bottom button text padding = 10
Button Color = ECECEC (FILL)
Text Color = 696868

UI ELEMENTS

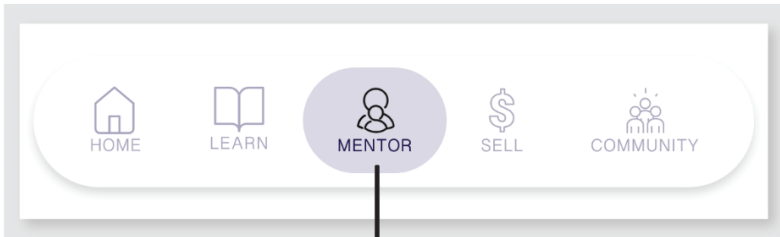
Navigation Bar Card

Have questions before you decide?

Width = 193 px
 Height = 55 px
 Corner radius = 12
 Button Color = F2F0F8 (FILL)
 Text Color = #150A4B



Navigation Bar



Back White Rectangle
 Width = 375 px
 Height = 98 px
 Corner radius = 0
 Color = FFFFFFFF (FILL)
 Drop Shadow = X-3, Y-3, B-6

Top rounded Rectangle
 Width = 361 px
 Height = 66 px
 Corner radius = 33
 Color = FFFFFFFF (FILL)
 Drop Shadow = X-0, Y-3, B-6

Selected Button
 Width = 72 px
 Height = 53 px
 Corner radius = 24
 Color = #D9D7E2 (FILL)

Selected Text
 Size 9pt
 Font: Malayalam Sangam MN
 All Caps only
 Color = #150A4B
 Selected Icon Color: #150A4B

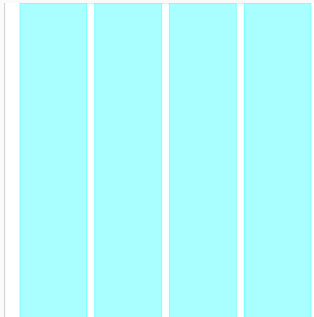
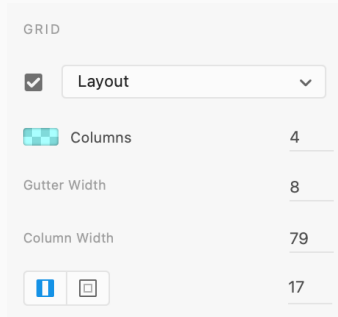
Card Sizes



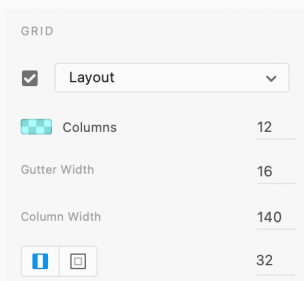
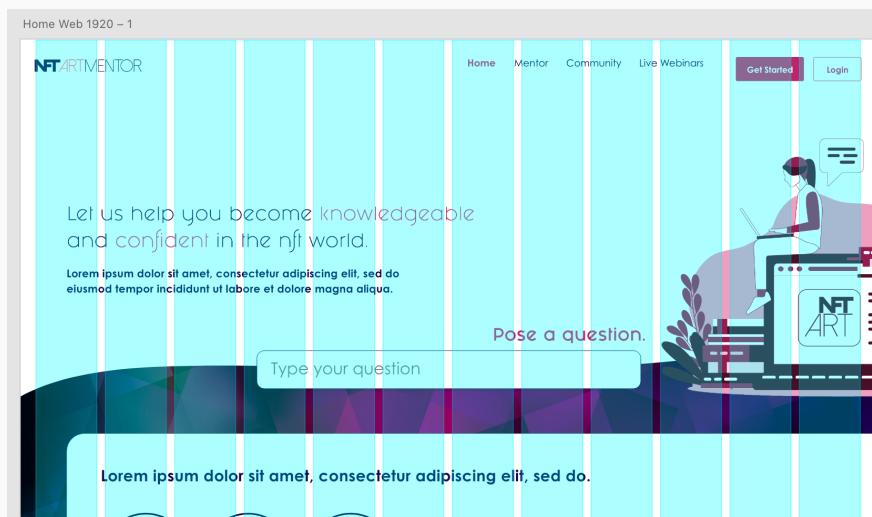
All Cards
 Size can vary
 Corner radius = 0, 8, 16
 Color = FFFFFFFF (FILL)
 Drop Shadow = X-0, Y-3, B-6

GRIDS

Mobile



Desktop



ILLUSTRATIONS AND IMAGES



VOICE OF TONE

NFT Art Mentor's voice includes the following:

- Use a friendly, easy and open language/copy
- Simplicity, ease and user friendly learning app
- Users should feel the supportive voice of the app through the wording and illustrations
- Creatives can learn, connect with other artist and learn from mentors
- Encourages the everyday artist to learn about nfts and how to sell online

ACCESSIBILITY

- Use proper contrast between elements such as text and backgrounds
- Use proper text size according to typography specifications.
- Avoid over crowding elements

DO'S & DON'T'S

- Must only use the provided color schemes and show contrast within text and ui elements.
- Images should represent caption text accurately. Must be high resolution.
- White cards only are to be used within the app
- Monochromatic illustrations only
- No full color illustrations
- Full color or black and white images are allowed