

B

Welcome to the Back!

Be the Boss of your Backyard, with help from Experts

Color Palette

The Backyard Bosses color palette reflects the natural colors caught in our backyards.

Our colors are bold to help lead homeowners to make easier decisions, and are subtle where they'll need to focus on the projects they want to get done. As users may be checking Backyard Bosses for the right temperature to put their t-bone on the grill in the summer sun, keep contrast high with plenty of white space to help distinguish content.

Primary Colors

#355746

Lawn at Night
Collapsing Panels
Primary Button
Bottom Nav. Bar

#557953

Mallow Weed
Secondary Button

#5C5D5E

Drill Bit Grey
Body Text

#194271

Cosmic Blue
Headers
Default Avatar
Icons

Secondary Colors

#808080

Grey
Overlay (at 50%)
Fine Print
Labels

#F6F6F6

Smoke Grey
Form fields

#0072D6

Evening Sky
Links

Icon Colors

#00AA8B

Grass Blade
Time/Difficulty
Online Status

#75DCA5

Snake Plant
Time/Difficulty

#FED059

Sunshine
Time/Difficulty

#FF7F0A

Fire Ants
Time/Difficulty
Alerts

#CAD0DC

Dandelion Grey
Offline Status

Text

Typography

The primary typeface for Backyard Bosses is **Montserrat**. This is mixed with different weights and sizes for various Headers and Body content.

The typeface **Inter** is used only for areas providing extra details; under text fields, for example.

Typeface

Aa

Montserrat

Aa

Inter

Heading Styles

H1 Title	Montserrat, 30pt, ExtraBold, #194271
H2 Title	Montserrat, 24pt, SemiBold, #194271
H3 Title	Montserrat, 20pt, Bold, #194271
H4 Title	Montserrat, 18pt, SemiBold, #194271

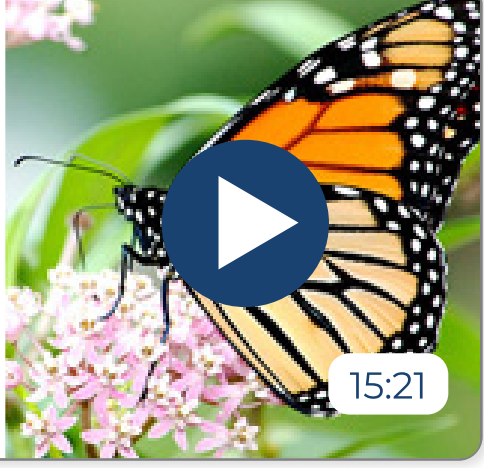
Body Text Styles

Body	Montserrat, 16pt, Medium, #5C5D5E
Small	Montserrat, 14pt, Regular, #5C5D5E
Fine Print	Inter, 12pt, Medium, #808080
Links	Underlined, #0072D6


Truncated Text


If text overflows its container, truncate the text, by whole word, and append with 3 dots after a space.

Example
This card information will be truncated, as the text is too bountiful ...



☆ Save

 <9hr

 Med.

15:21

Voice

Conversational language; presented straight and **to the point**. We welcome homeowners, and get them the help they need quickly.

- Active Voice
- Positive Voice
- Technical jargon comes with definition

UI Components

Buttons

Buttons are used to **move users along** to another screen.

The Primary button should be used as the **CTA** or the **main option** when there are two, or more, options. The Inactive state is used when a form or selections have not been completed.

Primary

Active

Secondary

Active

Primary

Inactive

Secondary

Inactive

Interactive Components

Interactive components help our users specify what they need. The component's primary color is Lawn at Night (#355746), and the secondary, or inactive, color is Lawn at Night (#355746) at **70% opacity**.

Panels

Collapsed Panel

Expanded Panel

Selected (8)

Deselected (3)

Option Selection

Select Day:

This Week

February 14th - February 20th

Su

Mo

Tu

We

Th

Fr

Sa

14

15

16

17

18

19

20

Navigation

Bottom Bar

Home

Saved

Alerts

Profile

with Notification

Home

Saved

Alerts

Profile

Alerts match with bottom right corner of icons

Home

Saved

Alerts

Profile

Text Fields

Where users can input information, text fields can **provide suggestions or feedback**.

Freeform Entry

Mandatory text input *

Dropdown Menus

DD

MM

YY

Inactive

Jun

Jul

Aug

Active

Inactive, Selected

Search Bar, with auto-populated suggestions

Search

Suggested Content 1

Content A

Content B

Content C

Suggested Content 2

Content A

Password Strength Indicators

great!

good

okay

weak

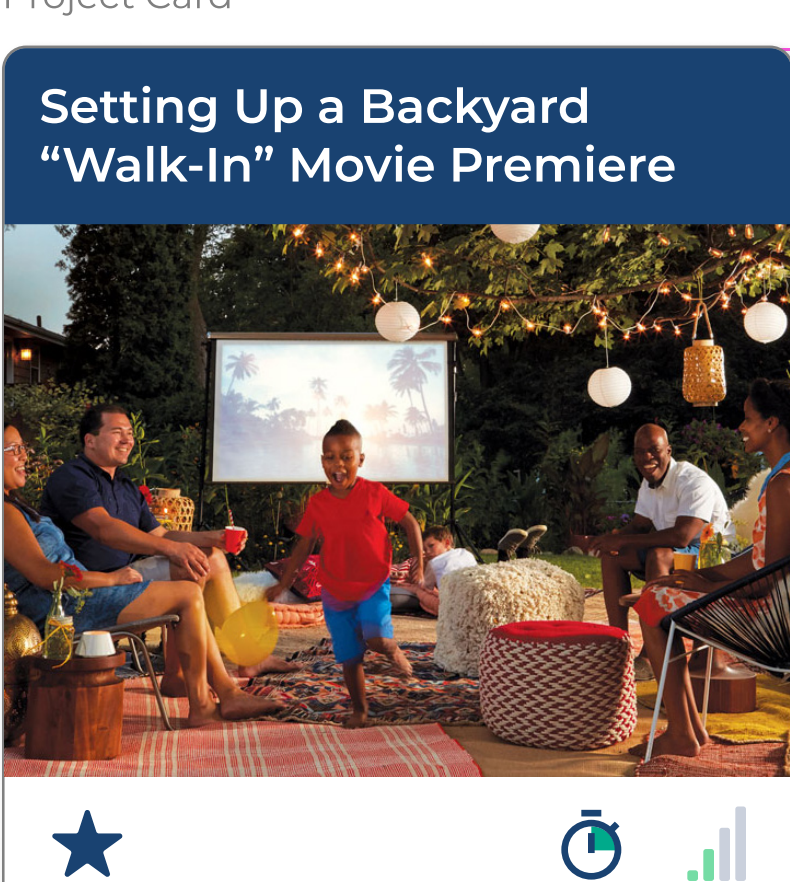
Content Cards

Content cards present the content users can easily look through and interact with.

They only show the most **essential information** for quicker decisions, with minimal research.

Project Card

Setting Up a Backyard "Walk-In" Movie Premiere



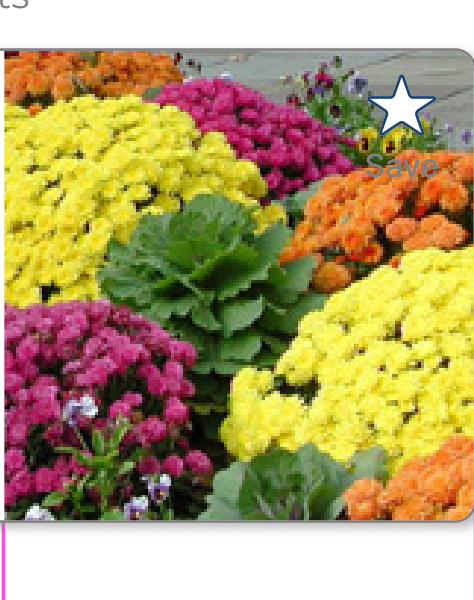
☆ Saved


 <3hr

 Med.

Project Card, in search results

Color Blocking with Mums

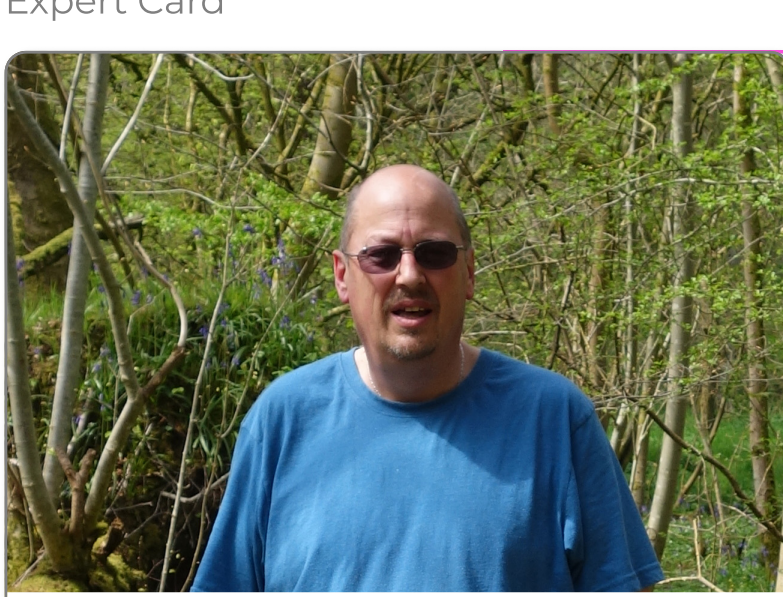


 <3hr

Hard

The most common colors of mums are red, orange, yellow, and ...

Expert Card



● **Enrico Rossi**

Offline

Gardening, Lawn care

Category Card

Gardening

Icons

Icons are **informative** on their own, but can provide additional context with **labels**.

Estimated Time

<3hr

<6hr

<9hr

<12hr

Favorite Posts

★ Saved

☆ Save

Filter

≡

≡

Expert Contact

Message

Video Chat

Schedule Video Call

Difficulty

Easy

Med.

Hard

Boss

Online Status

●

●

Back

← Back

Animations

Animations help guide the eye and help **transform** components. Animations are not used often to avoid distractions for users.

Animations are slower, at 400ms, easing out.

Clear all

Filters

Sort By:

Best Match

Filters

Categories

Content Type

Project Difficulty

Estimated Time to Complete

Apply

Interaction details

On tap

Navigate to

filteredRes...

Animation

Smart animate

Ease Out

400ms

Clear all

Filters

Sort By:

Best Match

Filters

Content Type

Video (3)

Step-by-step directions (8)

Expert help (3)

Community photos (7)

Project Difficulty

Estimated Time to Complete

Apply

Accessibility

Images are always in **color**, inspiring our users for their own projects.

Language should also be easy for any level of Backyard Boss to understand- if **jargon** is used, it's defined.

Backyard Bosses should be as easy to use outside as it is to use inside. Pairing colors together to create **high contrast** is essential.

#00AA8B

Grass Blade

#808080

Grey

#355746

Lawn at Night

#F6F6F6

Smoke Grey

Grass Blade and **Grey** should never be paired together for their low contrast.

Lawn at Night and **Smoke Grey** provide great contrast together, above 7:1.