

Design System

These are the principles that shape how we design all the experiences across the Barbo platform.

Easy to engage

A bright, playful tone and style reflect the feeling of completion and making connections.

Clearly explained

A good plan makes for a good trade. We use clear, well-sorted information screens to navigate users through trade details. Color provides navigational cues.

Clean visual style

A clean, simple style makes things feel approachable and efficient.

Trustworthy character

A clarity in design and information casts a clear light on our users and creates trust.

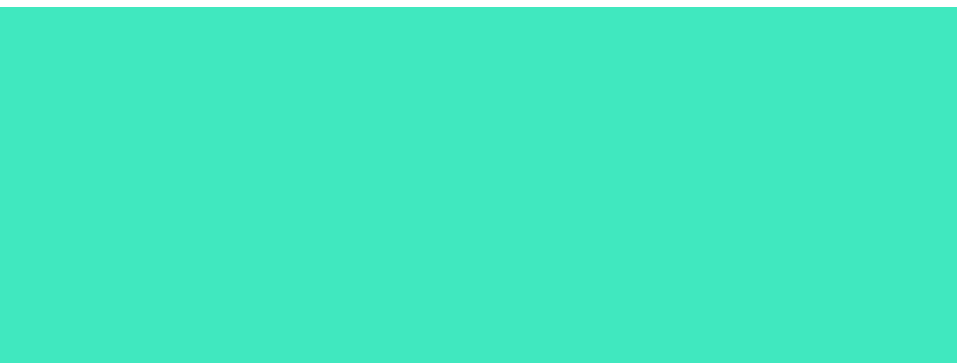
Accessible

A look through many lenses considers the differences of our users.

Design System: Color Family

Primary Color

Navigation: Need



Secondary Color

Navigation: Offer



Supporting colors

Supporting colors palette on a dark background. It features three columns of color swatches: teal, orange, and blue. Below each column, there are text blocks demonstrating the color's use in a dark theme. The text includes 'Lorem ipsum dolor sit amet, consectetur adipiscing elementum.' and a paragraph of placeholder text.

Supporting colors palette on a light background. It features three columns of color swatches: teal, orange, and blue. Below each column, there are text blocks demonstrating the color's use in a light theme. The text includes 'Lorem ipsum dolor sit amet, consectetur adipiscing elementum.' and a paragraph of placeholder text.

Our color system helps define the brand and provides navigational guidance.

Mood

Color defines our product as contemporary, easy to engage, and playful.

Colors have meaning

Colors have assigned roles, which hold a specific meaning based on how they function within the interface. For example, colors help provide the distinction between need and offer stages of trade.

Communication is key

We value an aesthetically pleasing use of color while placing a higher value on clear communication. Color supports the purpose of the content, communicating things like a hierarchy of information, interactive states, and the difference between distinct elements.

Colors follow accessibility guidelines

The design of the color system makes things easier to find, identify, and creates more accessible interactions. It also considers how to make the experience more accessible for users who are color blind or who have low vision. We never use color alone to convey information.

Design System: Typography

Our typography system provides visual clarity while strengthening our visual design language.

Inter					
PT	HEADLINE	BODY & LIST	MINI LIST		
24	L1 Head Bold				
18	L2 Sub-Head Bold	B1 Body Regular			
14	L3 Sub-Head Bold	B2 Body Regular			
12		B3 Subtext Light	M1 Head Bold	M2 Sub-head Medium	M3 Detail Light

Text Styles

- Ag Stickies
- Ag L1 Head
- Ag L2 Subhead
- Ag B1 Body
- Ag B2 Body
- Ag B3 Subtext
- Ag M1 Mini Head
- Ag M2 Mini Subhead
- Ag M3 Mini Detail
- Ag Card-head
- Ag Card-Detail

Simply legible

Our sans serif font allows for maximum readability. Stylistic elements that help visually differentiate us from other platforms. The minimum font size allows for reading efficiency of small-scale text.

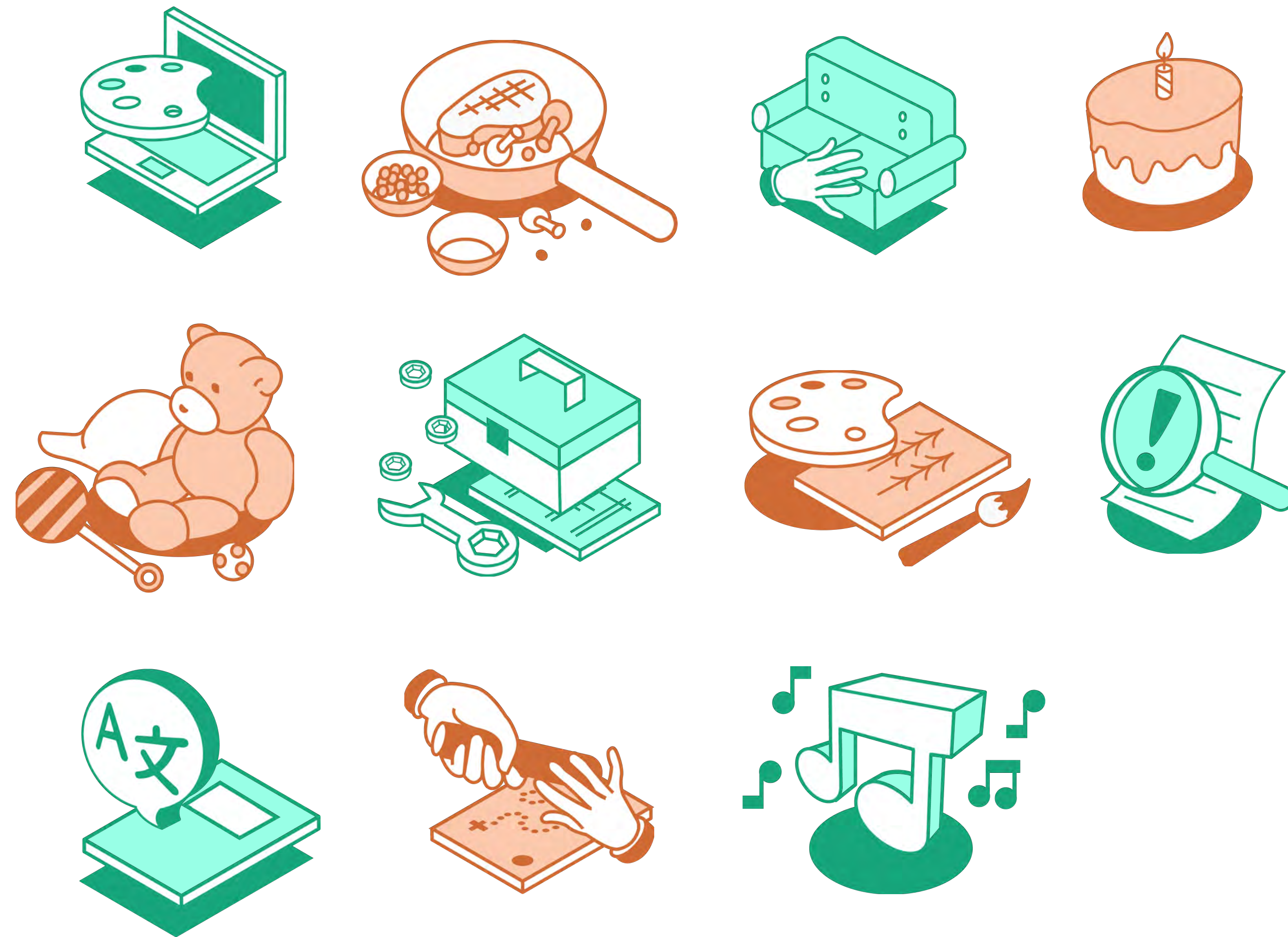
Hierarchy

Our typography system communicates the visual hierarchy through text. The Golden Ratio guides scale differences, adjusted for the variation of scale.

Consistency

Through consistent use of font, weight, and scale, we create uniformity. While also improving readability.

Design System: Illustrations



Our illustration system provides visual navigation and builds brand language

Navigation

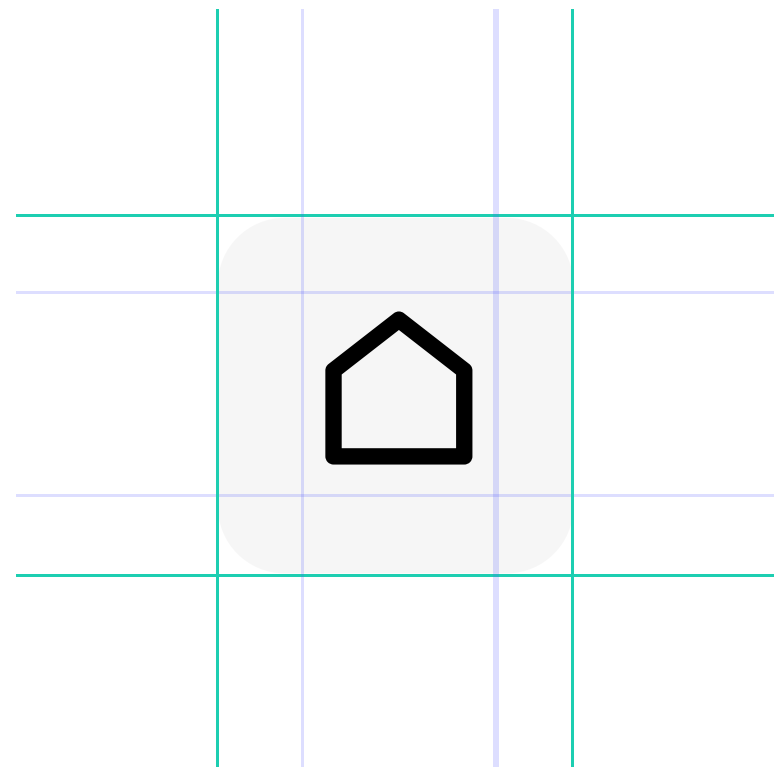
The simple, icon, style of our illustrations allows our users to understand a category through immediate visual identification.

Approachable

Light-hearted style of the icons helps users view trades as easy and approachable.

Design System: Components

Icons

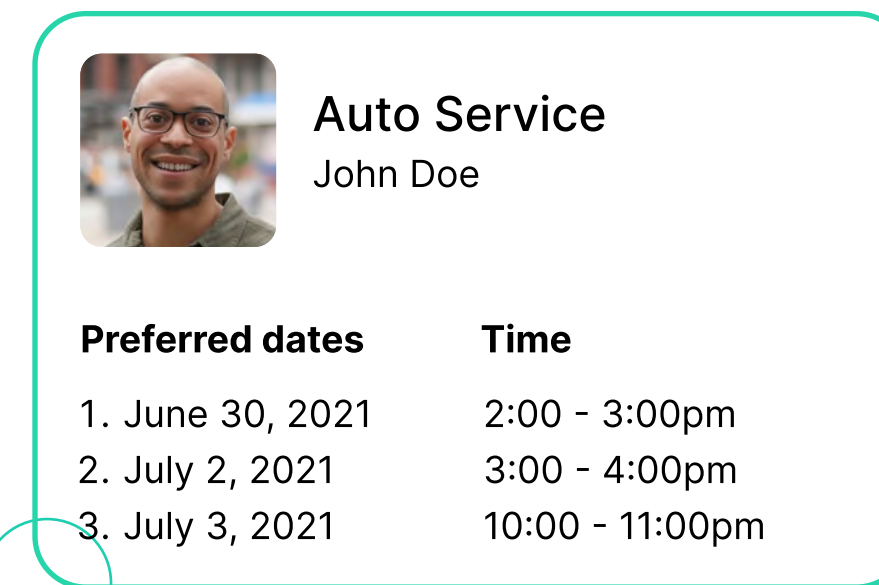


Cards

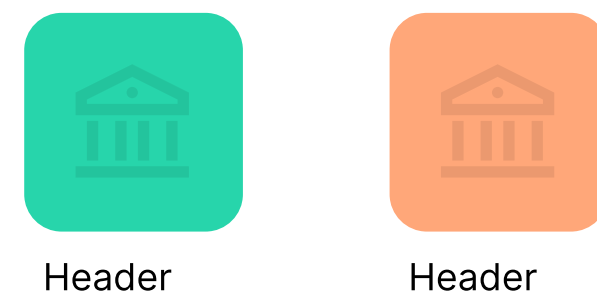
Large with photo



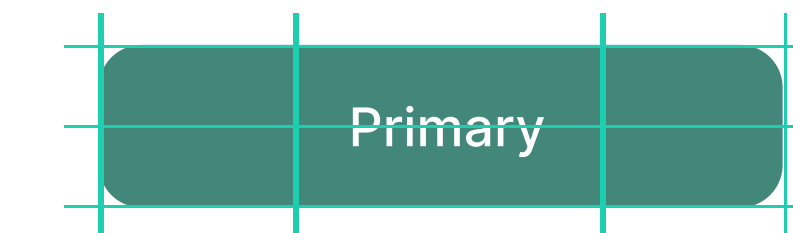
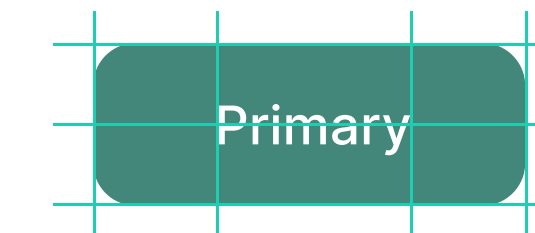
Large text



Small photo



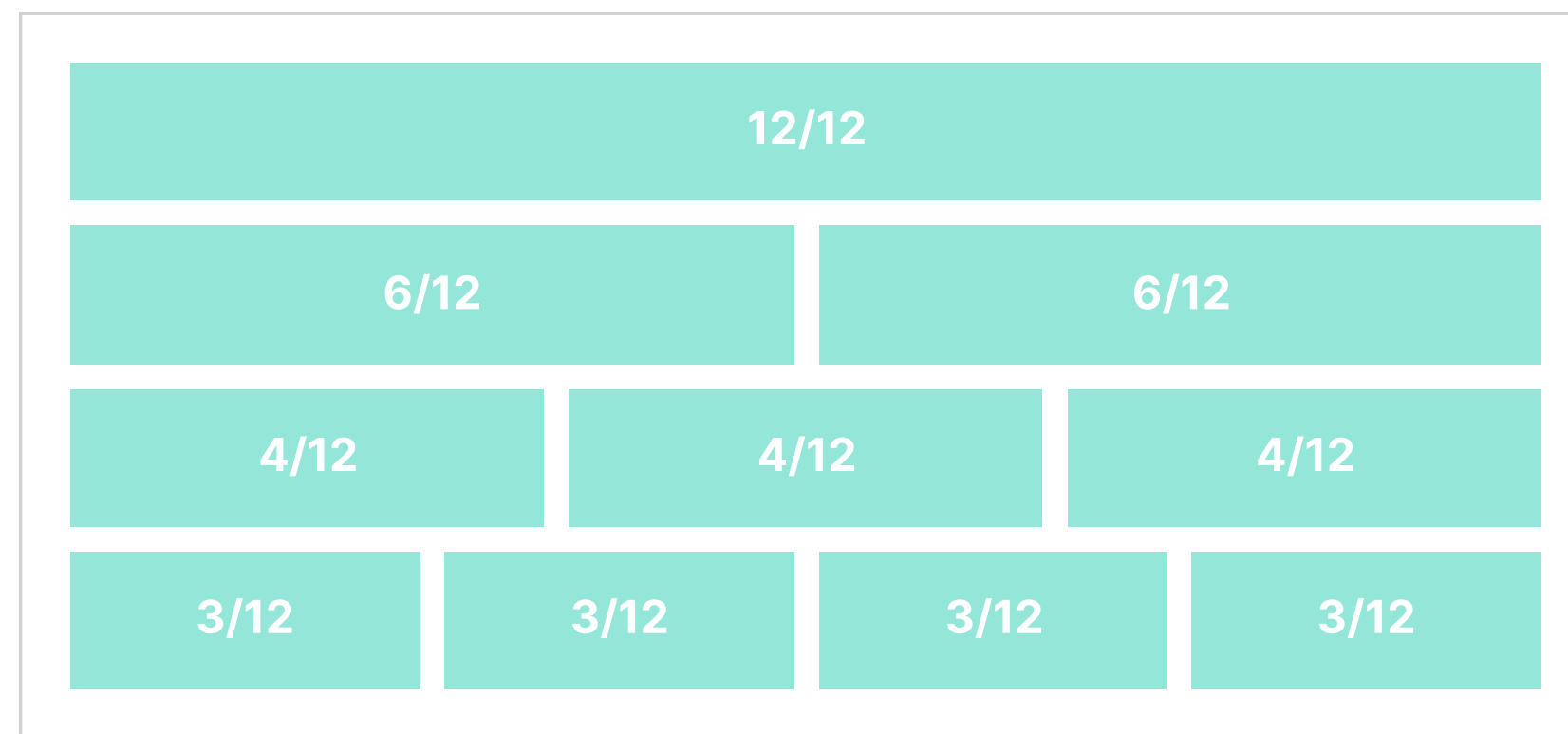
Buttons



Design System: Grid & Spacings

Grid Size

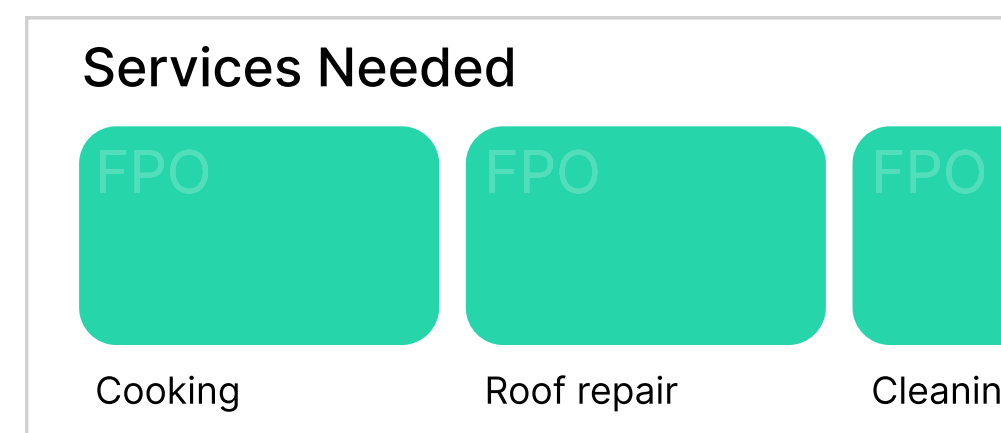
Our grid system is composed of 12 flexible columns with a default gutter of 10pts, and a margin of 20pts.



There are some instances where the grid is broken intentionally to show off-the-page, swipeable assets



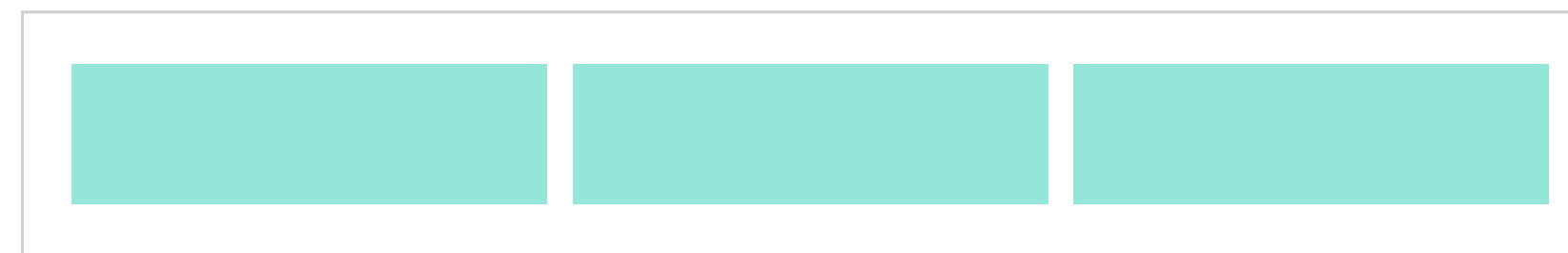
For example, this profile module showing services needed



Gutter Spacing

There are two different gutter sizes to allow for different types of content spacing.

10 point spacing



20 point spacing



Spacing

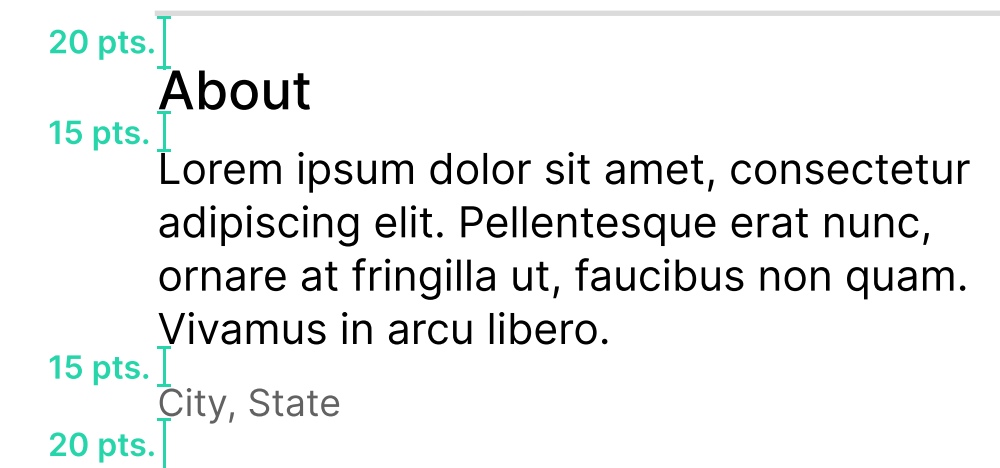
Spacing for various components shown below:



Content remains left aligned, with 20 pts. of padding, regardless of card scale. If more than one column is required, there is a 20 pt. gutter.



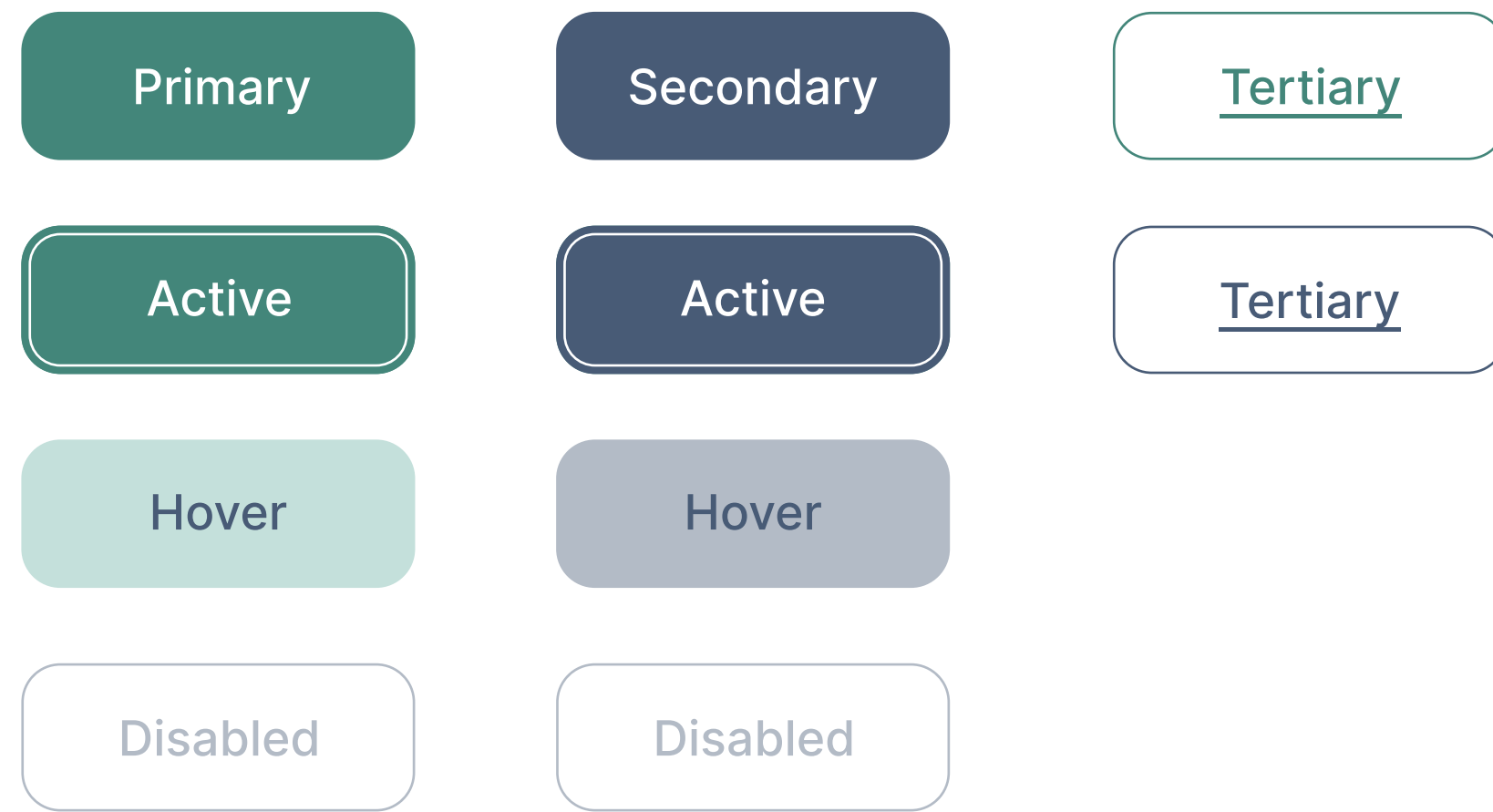
Buttons will have 20 pts. of padding on the top and bottom of button text



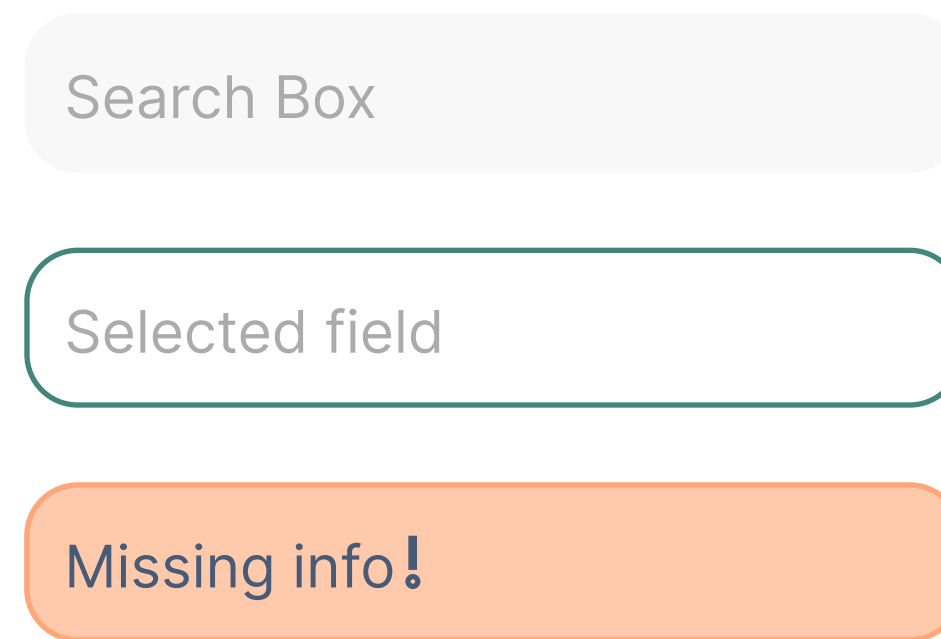
Text blocks will have 20 pts. of space from the content divider and 15 pts. of space between elements within that block.

Design System: Interaction States

Buttons



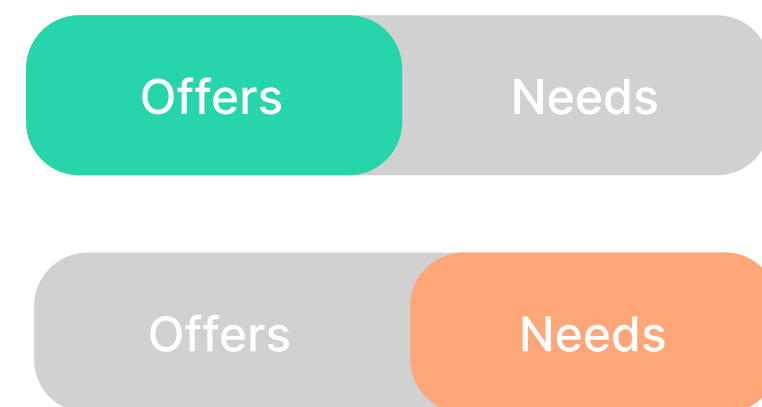
Input fields



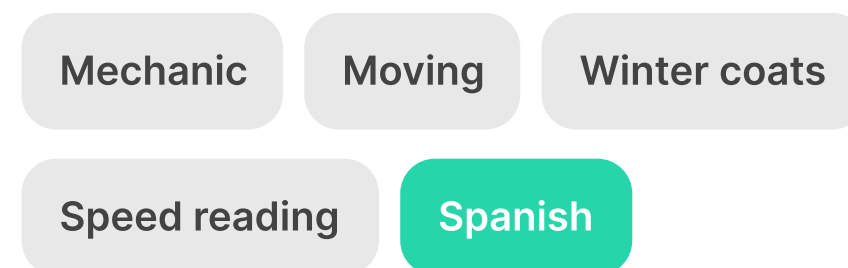
Carousel dividers



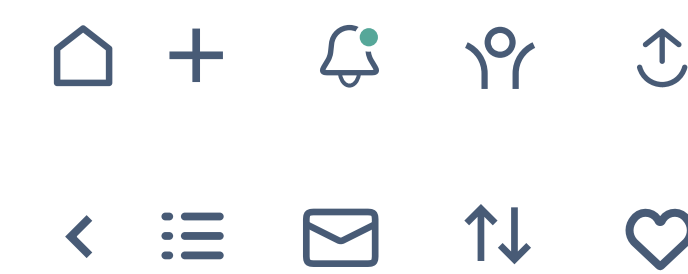
Toggle Buttons



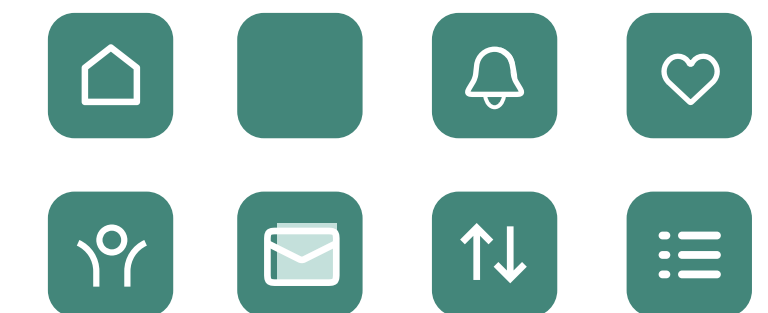
Offer/barter tags



Icons Default



Active



Design System: Accessibility

Colors

Accessible to those with colorblindness.
Sufficient contrast between overlapping colors.
Not overstimulating.

Fonts

Easy to read. Sufficient line spacing. Sizing is readable. Allows use of text to speed to facilitate ease of reading.

Information & Content

Easily understandable. Digestible: content presented in small groups. Clear labeling.

Sizing

Large enough that elements, such as icons, can be easily identified. Buttons are clickable by those with impaired motor function.

Navigation

Easy to navigate. Mindful of other input methods such as keyboard users. Organized logically.

Dyslexia Considerations

- Use sans serif fonts as letters can appear less crowded.
- Font size should be 12-14 point or equivalent (e.g. 1-1.2em / 16-19 px). Some dyslexic readers may request a larger font.
- Larger line spacing improves readability and should be proportional to inter-word spacing; 1.5/150% is preferable.
- Use bold for emphasis.
- Avoid text in uppercase/capital letters and small caps, which can be less familiar to the reader and harder to read.
- For headings, use a font size that is at least 20% larger than the normal text. If further emphasis is required, then use bold.
- Add extra space around headings and between paragraphs.
- Use sufficient contrast levels between background and text.
- Use active rather than passive voice.
- Be concise; avoid using long, dense paragraphs.
- Use short, simple sentences in a direct style.
- Avoid abbreviations where possible; always provide the expanded form when first used.