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# Welcome to Grownetics' Style Guide

The Grownetics' style guide is a reference of shared patterns and elements aimed at maintaining visual consistency of Grownetics' brand across our web app.

## Our Style Guide Goals

### STREAMLINE WORKFLOW

The style guide is a quick reference to standardize design patterns, allowing developers and designers to rapidly use pre-set styles.

### UNIFIED LANGUAGE

This guide will help refine our visual language to tell a cohesive, holistic story of the Grownetics brand.

### DESIGN ACCOUNTABILITY

All design work, from developers, designers, and vendors, can refer to this one focal point as a source of "design truth."

### RESOURCE CENTER

You can use this style guide as a one stop shop for components, colors, assets, and more.

## Our Design Principles

### INTELLIGENT SIMPLICITY

In creating and using this style guide, the elements are intended to communicate hierarchy, meaning, and focus. Be deliberate with color choices, stick to a modular grid layout, keep the user informed and engaged, and be intentional with data visualization and white space.

### SOPHISTICATION & EFFICIENCY

Due to our heavy data nature, our design kit aims to organize information in a streamlined, digestible way. Core functionality should be immediately apparent to the user. As the user navigates through the experience, clearly illustrate progress and provide feedback.

### USER-CENTRIC APPROACH

Design should continuously keep the users informed and engaged, with or without data entries. The focus should be on delivering a seamless experience for our users to grow the best food and medicine while optimizing operations. Data visualization must have a purpose.

## Our Corporate Introduction

Grownetics was founded to solve the world's agricultural inefficiencies. Our tools empower indoor growers, urban farmers, and botanists to cultivate the best food and medicine while saving time and reducing cost.

Our fully integrated optimization platform leverages the latest crop sensors, automation networks, and machine learning algorithms to adapt to the changing conditions in cultivation facilities real-time.

Optimization happens when we analyze historical conditions around individual plants and compare one to another. By aggregating anonymized cultivation and energy data from the best facilities we're able to develop advanced cultivation models for growing any crop variety at the highest efficiencies.

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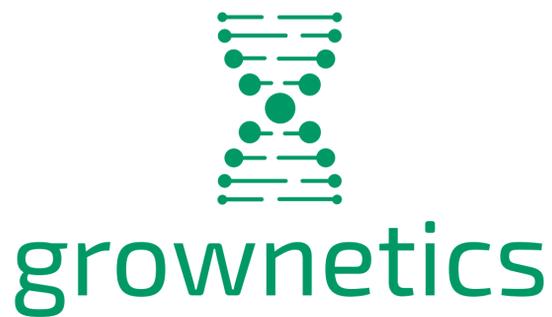
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# Logo

We've chosen an abstracted DNA double helix to capture our themes of sustainability, intelligence, and efficiency in one immediately recognizable glyph. The logotype (text) can be used alone, with the icon, or with other graphical elements. Our themes should always guide the individual circumstance, and approved graphics should be used by default whenever possible. Networked particles with depth and analytical graphics inspire our visual theme. Moving bands of information, oceans of data particles, mutation, evolution are all ideas to inspire.



## Logo Use Cases

### COLORED BACKGROUNDS

✓ DO use the green logo against backgrounds that are not a shade of green and are simple in composition.



✗ Do NOT use the green logo against backgrounds of a shade of green or busy compositions, as the logo is no longer legible.



### SQUARE ORIENTATIONS

✓ DO center-align the logotype and icon along the x-axis, with the icon above always, when used together in a square orientation.

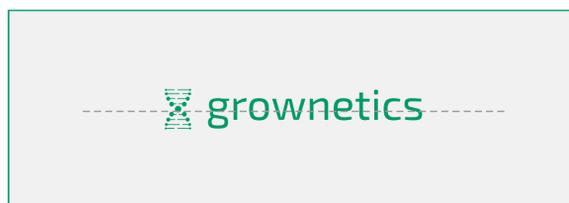


✗ Do NOT align the logotype and icon to the right, left, or off-grid. In a square orientation, do NOT place icon below the logotype.



### RECTANGLE ORIENTATIONS

✓ DO center-align the logotype and icon along the y-axis. DO maintain an equal height when used together in a rectangle orientation.



✗ Do NOT mis-align the logotype and icon. In a rectangle orientation, do NOT enlarge the icon beyond the height of the logotype when used together.



### PARTNERSHIPS

For Grownetics partnerships, we center-align our logotype and icon with our partners' to match their orientation. The black or white logo is to be used with the partners' black or white logo. A 1px black or white line separates the 2 logos.



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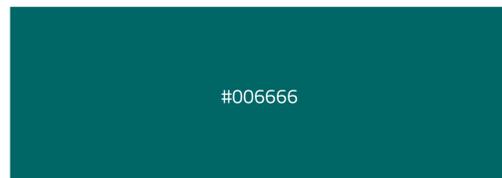
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# Color

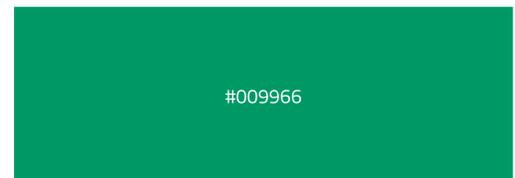
Using colors consistently brings a sense of familiarity and unity to a product. Grownetics' color scheme aims to be clear, informative, and timeless.

## Primary Colors

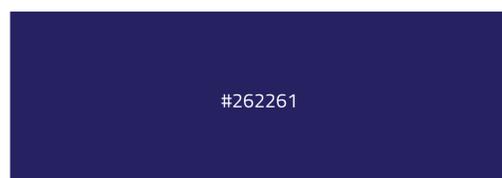
DARK GREEN



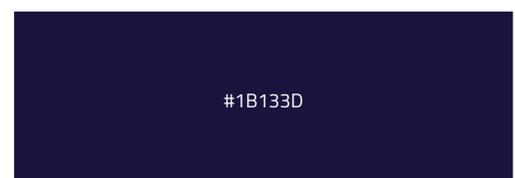
GREEN



PLUM



DARK PLUM



BLACK

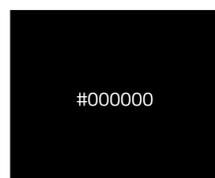


WHITE

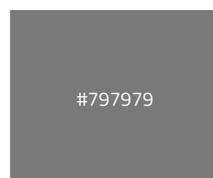


## Type

NORMAL TEXT



MEDIUM TEXT



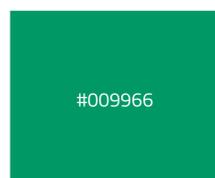
HIDDEN/INACTIVE TEXT



WHITE TEXT



HOVER TEXT



CALL OUT TEXT



LINK TEXT



ERROR TEXT



## UI Colors

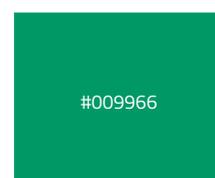
LIME GREEN



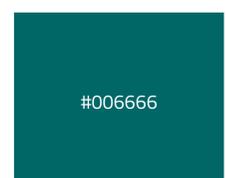
BRIGHT GREEN



GREEN



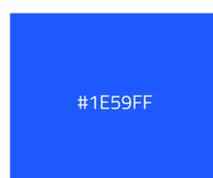
DARK GREEN



SKY BLUE



ROYAL BLUE



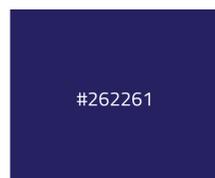
TEAL



VIOLET



PLUM



GOLDEN YELLOW



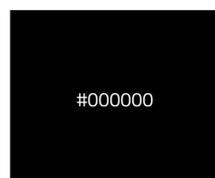
BRIGHT ORANGE



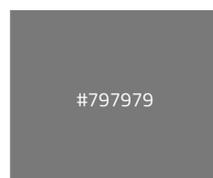
WHITE



BLACK



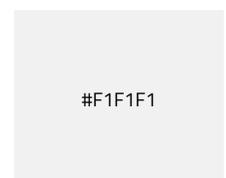
DARK GREY



LIGHT GREY



LIGHTEST GREY



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# Typography

We almost exclusively use the Titillium font family as the type across the entire Grownetics product. Maintaining typographic clarity and hierarchy is important; below are different ways to structure content.

## Typeface

### TITILLIUM REGULAR

The quick brown fox jumped over the lazy dog.

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.

1 2 3 4 5 6 \$ / % @ < ! ? & #

### TITILLIUM LIGHT

The quick brown fox jumped over the lazy dog.

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.

1 2 3 4 5 6 \$ / % @ < ! ? & #

### TITILLIUM SEMIBOLD

**The quick brown fox jumped over the lazy dog.**

**THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.**

**1 2 3 4 5 6 \$ / % @ < ! ? & #**

### TITILLIUM BOLD

**The quick brown fox jumped over the lazy dog.**

**THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.**

**1 2 3 4 5 6 \$ / % @ < ! ? & #**

## Font Usage

### HEADERS

<b>H1</b>	<b>28</b>	<b>Semibold</b>	<b>Avatar initials</b>
<b>H2</b>	<b>28</b>	<b>Semibold</b>	<b>Page titles</b>
<b>H3</b>	<b>24</b>	<b>Semibold</b>	<b>Stats, profile page name, table title</b>
<b>H4</b>	<b>18</b>	<b>Bold</b>	<b>Chart titles, card titles</b>
<b>H5</b>	<b>18</b>	<b>Semibold</b>	<b>Section titles</b>
<b>H6</b>	<b>16</b>	<b>Semibold</b>	<b>Sub-section titles, stat titles, form labels</b>
<b>H7</b>	<b>14</b>	<b>Semibold</b>	<b>Table column titles, chat names, side nav, tab titles, activity time stamps</b>

### BODY

<b>Body1</b>	<b>16</b>	<b>Semibold</b>	<b>Banners, confirmation bars, alerts</b>
Body2	16	Regular	Body text, descriptions, tables data, text fields, hidden text, chat, table filters/sorting
Body3	14	Regular	Captions, footnotes

### BUTTONS

<b>Button1</b>	<b>18</b>	<b>Semibold</b>	<b>Primary &amp; secondary buttons</b>
Button2	18	Regular	Tertiary buttons

### LABELS

<b>Label1</b>	<b>14</b>	<b>Semibold</b>	<b>Room &amp; zone names, status badges, map labels &amp; key, badge alerts</b>
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## Capitalization

Grownetics uses a combination of title casing, sentence casing, and UPPERCASE depending on context.

### TITLE CASE USAGE

- Batch names
- Strain names
- Room names
- Zone names
- Hardware names
- Rule titles
- Statuses
- Navigation menu items
- Form labels
- Section titles
- Page titles
- Breadcrumb nav items
- Secondary buttons

### SENTENCE CASE USAGE

- Body text
- Notes
- Tasks
- Descriptions
- Notifications
- Stats

### UPPERCASE USAGE

- Primary CTAs
- Tab labels
- Stats labels & titles
- Time stamps
- Chart titles

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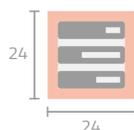
# Iconography

We use a variety of icons to represent ideas, capabilities, and actions. These icons are simplified images that serve as an intuitive symbol to help users navigate the Grownetics app. Our icons must transmit visual information to the user in the simplest way possible. We use SVG files for these icons.

## Appearance

### SIZE

Icons are designed in a square that is typically 24x24pt (48x48pt for stats icons). We use a buffer of blank space around icons for clarity. Avoid crowding the space as it makes it difficult for the icons to breathe and grab attention.



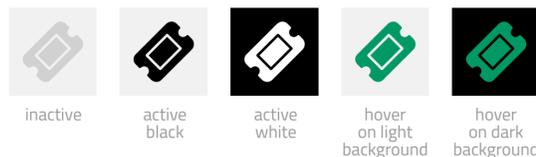
### COLOR

Icons are either white, dark grey, or black on a contrasting background. Lighter grey is used for an inactive state. Use solid icons (vs. outlines/strokes) when possible.



### STATES

On hover, icons turn green. Light grey is used for an inactive state.



### CONSISTENCY

Our icons use repetitive and common elements for consistency and to help users identify icons and associate them with an action.



### SIMPLICITY

Our icons avoid unnecessary complexity, are easy to understand, and identify simple concepts for the user.



## Icon Library



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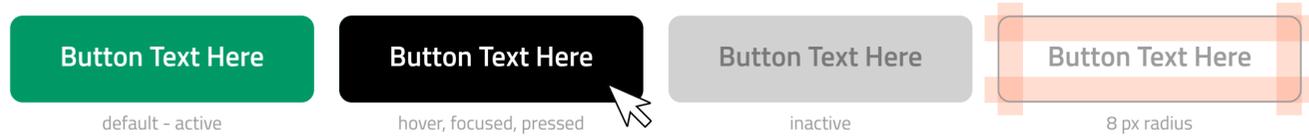
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# Buttons

Buttons communicate direct calls-to-action. They therefore always have a verb as the copy on a transparent, black, or green button. The styling of each button depends on the functionality of the button - primary, secondary, or tertiary. Green buttons are solely for primary functions, such as "Add" related actions (e.g. "Add New Task" is a green button, while "See All Tasks" is not) and are **always located above the fold and other content**.

## Primary Buttons



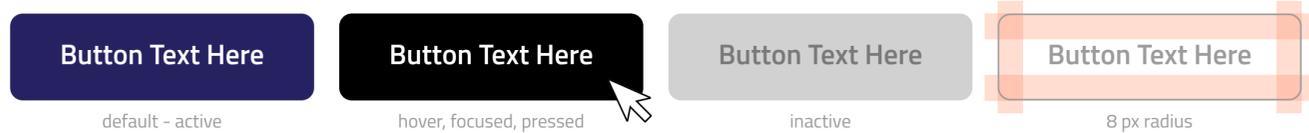
### BUTTON TYPE

Button1 18 Semibold

### COLORS



## Secondary Buttons



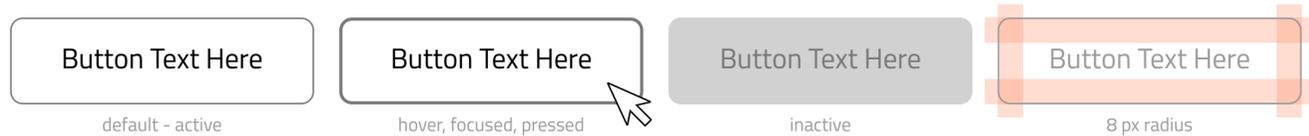
### BUTTON TYPE

Button1 18 Semibold

### COLORS



## Tertiary Buttons



### BUTTON TYPE

Button2 18 Regular

### COLORS



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# Labels

Labels are used to communicate status, priority, and alerts. Color and icons are used to distinguish between types of labels.

## Alerts

### NOTIFICATIONS

Notification alerts exist on the top navigation bar. To call action to this alert, we use a bright orange for the circular alert badge (**ALWAYS 26px x 26px**) and display the number of alerts in white text (centered in the circle).



### LABEL TYPE

**Label1**      **14**      **Semibold**

### COLORS



## Workflow Status Badges

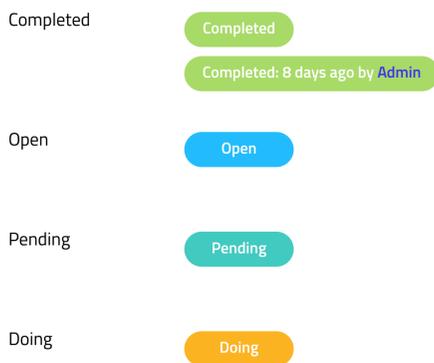
Workflow badges are labels used to denote the status of a workflow task. We use color coding to communicate status. There are 4 possible statuses for a workflow badge: Open, Doing, Pending, and Completed.

**All workflow status badges are the same size** (97px x 31px), with 8px padding on top and bottom, and 16px padding on left and right. For Completed tasks, additional information related to when the task was completed may be displayed.

### LABEL TYPE

**Label1**      **14**      **Semibold**

### BADGES



### COLORS



## Batch Status Badges

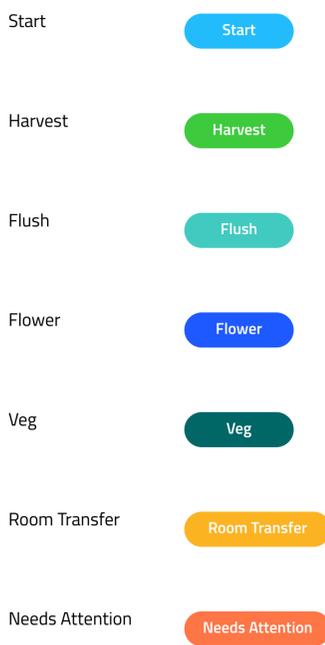
Batch badges are labels used to denote the status of a batch. We use color coding to communicate status. There are 7 possible statuses for a batch badge: Start, Harvest, Flush, Flower, Veg, Room Transfer, and Needs Attention.

**All batch status badges are only 2 sizes** (97px x 31px for everything EXCEPT Room Transfer & Needs Attention; and 131px x 31px for Room Transfer & Needs Attention), with 8px padding on top and bottom, and 16px padding on left and right.

### LABEL TYPE

**Label1**      **14**      **Semibold**

### BADGES



### COLORS

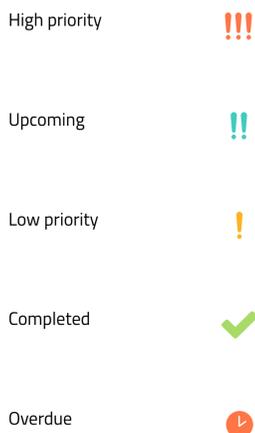


## Task Priority Icons

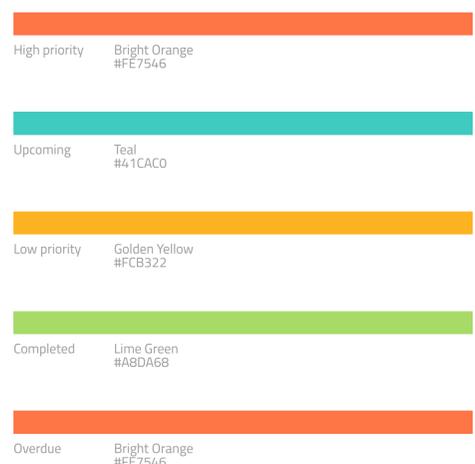
Task priority icons are used to denote the significance and priority of a task. We use color coding and number of exclamation mark icons to communicate priority. There are 5 possible priority levels for a task: High priority (< 7 days), Upcoming (< 14 days), Low priority (>= 14 days), Completed, and Overdue.

**All task priority icons are 24px in height.**

### BADGES



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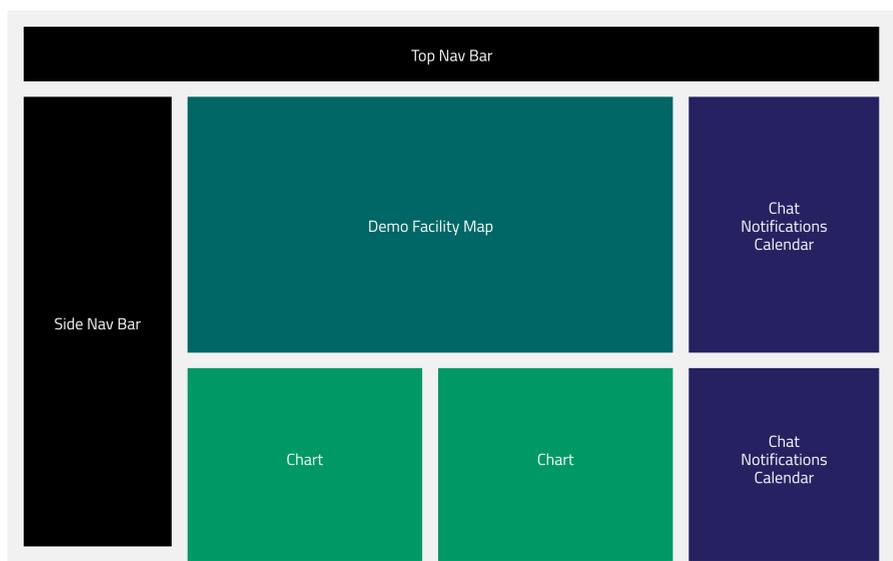
# Layout

Since we deal with lots of data, it's important to maintain a simple, clean layout for clarity and legibility. We use grid-based design and card UI to organize our interfaces.

## Grid

The Grownetics app follows a strict grid for modular layouts. When stacking content for responsive devices, margins and padding should be maintained. **Under no circumstances should the grid be broken or mis-aligned.**

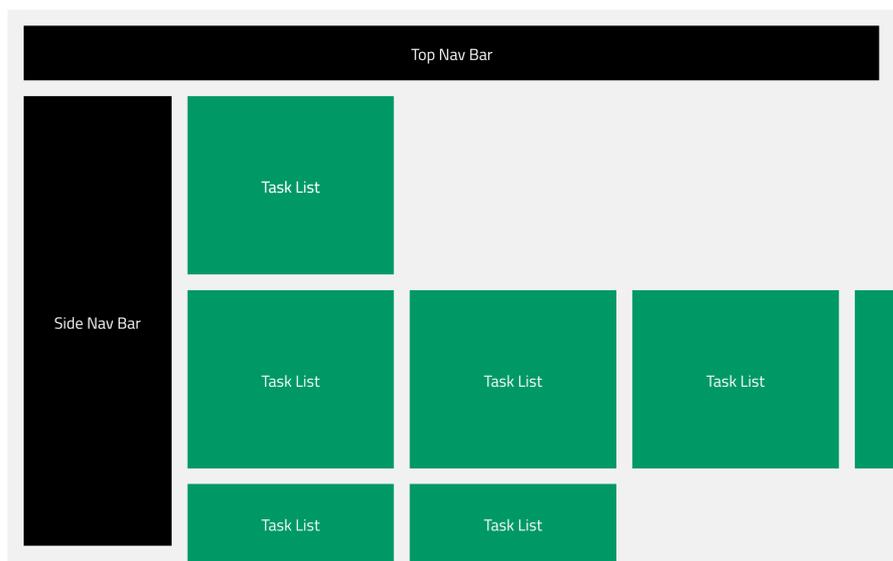
DASHBOARD GRID



BATCH/STRAIN PROFILE GRID



WORKFLOW GRID



## Cards

Cards also employ the grid to organize the information they contain. We primarily use cards to compartmentalize content and data

PROFILE CARD

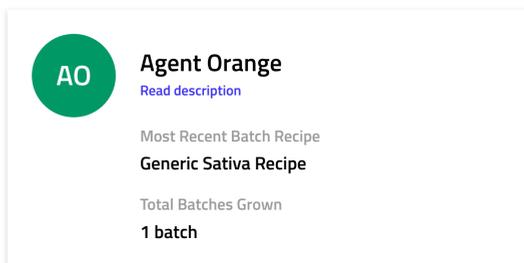
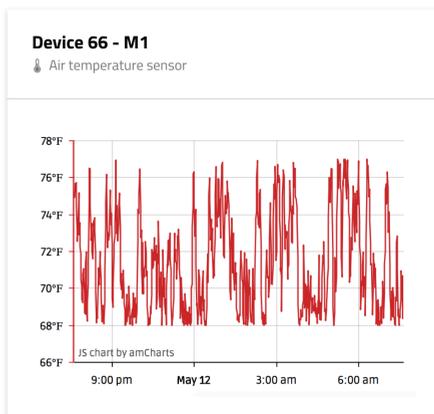
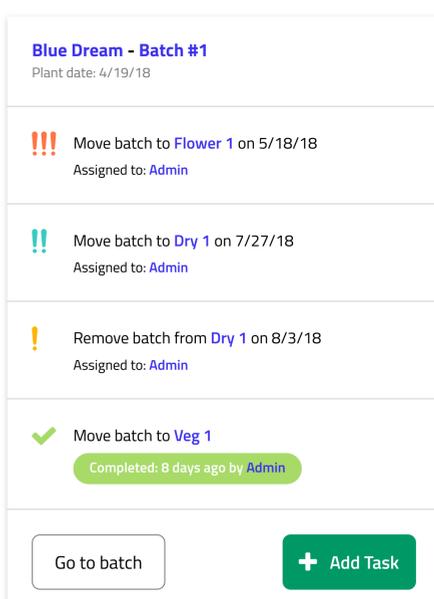


CHART CARD



TASK CARD



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# Tables

At Grownetics, we have tons of data to display to our users. We use tables to store this data in an organized and easily scrollable way. Most tables can be sorted and filtered, while some also have additional actions such as editing. Tables follow a grid layout to ensure proper spacing and display of data.

## All tables...

- 1) Have a title, column titles;
- 2) Have a 1px dark grey divider 16px below column titles and entry rows;
- 3) Maintain 16px padding between each line entry; and
- 4) Are left-aligned.

## Table Layouts

### ALL-TEXT TABLES

All-text tables are comprised only of plain text and text links. Data in these types of tables still adheres to the grid layout and 16px padding. The 16px padding between entries is maintained regardless of how long (character count) the entry is.

H3 Table Title Here				
H7 Column Title	H7 Column Title	H7 Column Title	H7 Column Title	H7 Column Title
Body2 Table Data	Body2 Table Data	Body2 Table Data	Body2 Table Data	Body2 Table Data
Body2 Table Data	Body2 Table Data	Body2 Table Data	Body2 Table Data	Body2 Table Data
Body2 Table Data	Body2 Table Data	Body2 Table Data	Body2 Table Data with Longer Entry	Body2 Table Data
Body2 Table Data	Body2 Table Data	Body2 Table Data	Body2 Table Data	Body2 Table Data
Body2 Table Data	Body2 Table Data	Body2 Table Data	Body2 Table Data	Body2 Table Data
Body2 Table Data	Body2 Table Data	Body2 Table Data	Body2 Table Data	Body2 Table Data

### TABLES WITH SELECTION & ACTIONS

Some tables allow you to select rows via a left-aligned checkbox. Selections are only possible if the table has actions (edit, etc.).

H3 Table Title Here				
H7 Column Title	H7 Column Title	H7 Column Title	H7 Column Title	H7 Column Title
<input type="checkbox"/>	Body2 Table Data	Body2 Table Data	Body2 Table Data	Body2 Table Data
<input type="checkbox"/>	Body2 Table Data	Body2 Table Data	Body2 Table Data	Body2 Table Data
<input type="checkbox"/>	Body2 Table Data	Body2 Table Data	Body2 Table Data	Body2 Table Data
<input type="checkbox"/>	Body2 Table Data	Body2 Table Data	Body2 Table Data	Body2 Table Data
<input type="checkbox"/>	Body2 Table Data	Body2 Table Data	Body2 Table Data	Body2 Table Data
<input type="checkbox"/>	Body2 Table Data	Body2 Table Data	Body2 Table Data	Body2 Table Data

Upon selecting a row, the checkbox is checked and the row is highlighted green (50% opacity) to show the successful selection. Hovering (web) on rows highlights them in green (20% opacity) to make it easier to browse tables and select data.

### ACTIONABLE LINKS (VIEW, EDIT, DELETE, MOVE, ETC.) ONLY APPEAR AFTER SELECTING A ROW.

H3 Table Title Here					Action 1	View	Edit	Delete
H7 Column Title	H7 Column Title	H7 Column Title	H7 Column Title	H7 Column Title				
<input type="checkbox"/>	Body2 Table Data	Body2 Table Data	Body2 Table Data	Body2 Table Data				
<input checked="" type="checkbox"/>	Body2 Table Data	Body2 Table Data	Body2 Table Data	Body2 Table Data				
<input type="checkbox"/>	Body2 Table Data	Body2 Table Data	Body2 Table Data	Body2 Table Data				
<input type="checkbox"/>	Body2 Table Data	Body2 Table Data	Body2 Table Data	Body2 Table Data				
<input type="checkbox"/>	Body2 Table Data	Body2 Table Data	Body2 Table Data	Body2 Table Data				

### TABLES WITH BUTTONS

Some tables have main CTA buttons such as New Harvest Batch and New Recipe. Since these are primary actions, the primary green button is used and positioned on the top right of the table, aligned with the table title.

H3 Table Title Here					Button Text Here
H7 Column Title	H7 Column Title	H7 Column Title	H7 Column Title	H7 Column Title	
<input type="checkbox"/>	Body2 Table Data	Body2 Table Data	Body2 Table Data	Body2 Table Data	
<input type="checkbox"/>	Body2 Table Data	Body2 Table Data	Body2 Table Data	Body2 Table Data	
<input type="checkbox"/>	Body2 Table Data	Body2 Table Data	Body2 Table Data	Body2 Table Data	
<input type="checkbox"/>	Body2 Table Data	Body2 Table Data	Body2 Table Data	Body2 Table Data	
<input type="checkbox"/>	Body2 Table Data	Body2 Table Data	Body2 Table Data	Body2 Table Data	
<input type="checkbox"/>	Body2 Table Data	Body2 Table Data	Body2 Table Data	Body2 Table Data	