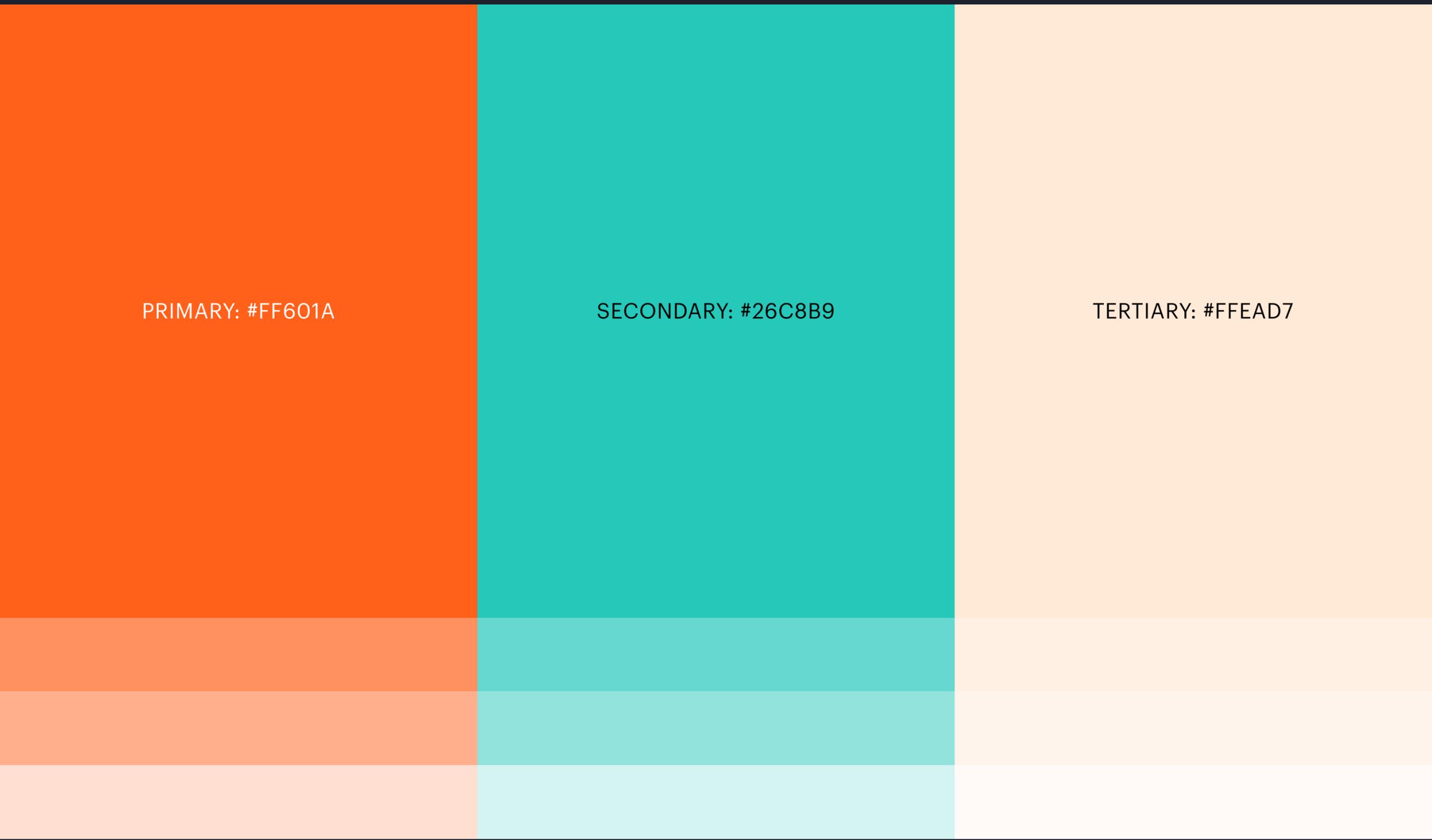# Use Consistent Visual Elements

Color Scheme

Maintain a consistent color palette throughout your design to establish a cohesive visual identity. Assign specific colors to represent certain elements consistently.

PRIMARY: #FF601A

SECONDARY: #26C8B9

TERTIARY: #FFEAD7

Typography

Choose a limited set of typefaces and font styles for headings, subheadings, and body text. Consistent typography ensures readability and visual harmony.

Using Material

On Material.io, the design system is organized in three main parts: **foundations**, **styles**, and **components**. Each section includes design guidance and tools to help you customize and build with Material.

Foundations & customization

Accessibility, layout, interaction states, design tokens, and more

Styles

Systems for applying color, type, icons, motion, and shape

Icons and Symbols

Utilize a consistent set of icons and symbols to represent actions, features, or concepts. Maintain visual coherence with similar iconography style and design language.

Button Design

Apply consistent styles for buttons across the interface. Use similar shape, size, and visual treatment to provide clear visual cues for interaction.

PRIMARY

Button	Button ◐	◐ Button	◐
Button	Button ◐	◐ Button	◐
Button	Button ◐	◐ Button	◐

SECONDARY

Button	Button ◐	◐ Button	◐

Layout Structure

Establish a consistent layout structure across different screens or pages. Use grids, alignment, and spacing consistently to create visual harmony and aid content organization.
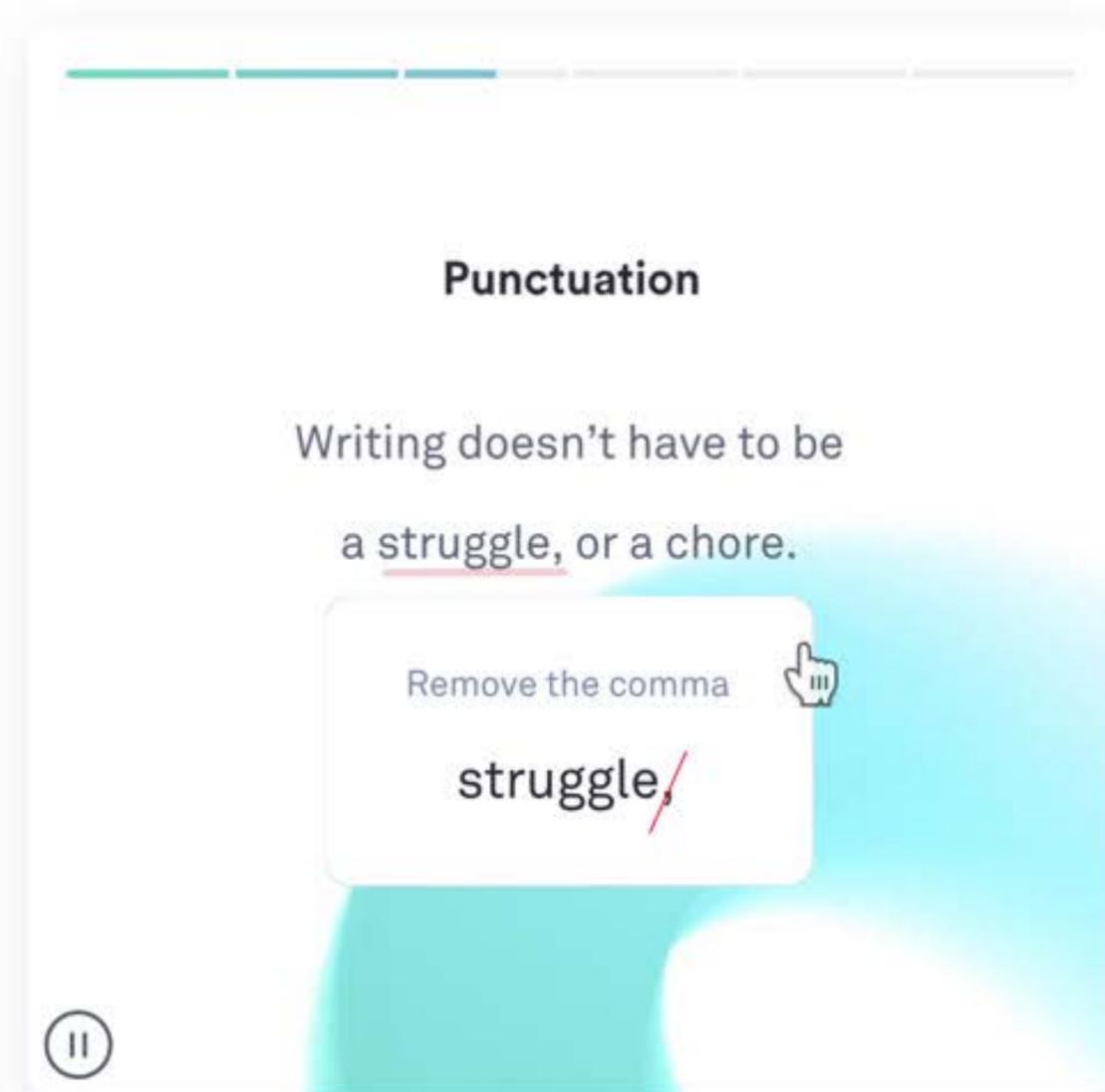
Visual Hierarchy

Maintain a visual hierarchy for user attention. Utilize consistent cues like size, color, and typography to differentiate headings, subheadings, and body text.

Punctuation

Writing doesn't have to be a struggle, or a chore.

Remove the comma

struggle

Beyond Grammar and Spelling

From grammar and spelling to style and tone, Grammarly's suggestions are comprehensive, helping you communicate effectively and as you intend.

Image Style

Adhere to a consistent image style or treatment throughout the design. Consistency in image presentation contributes to a cohesive and unified visual experience.

Feedback and Error States

Use consistent visual cues for feedback and error indication. Maintain uniformity in colors, icons, or animations to convey success, warning, or error consistently.

Sign up for Mailchimp

Create a free account or log in

Business email

bento

An email address must contain a single @.

Username

bento

Great minds think alike - someone already has this username. If it's you, log in.

Password   👁 Show

••••••••

✓ One lowercase character
✗ One uppercase character
✗ One number

By following these design heuristics, you can create a visually cohesive and user-friendly interface that enables users to navigate and interact with confidence. Enhance your design by incorporating consistent visual elements and elevate your user experience!

Bento
blamebento@gmail.com

Consistency