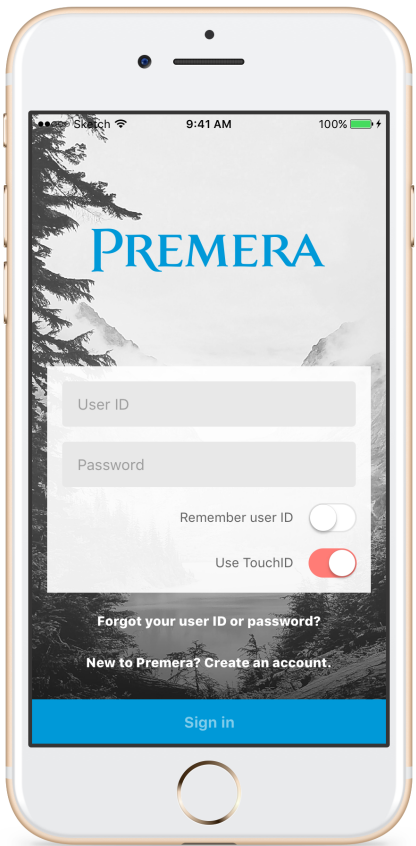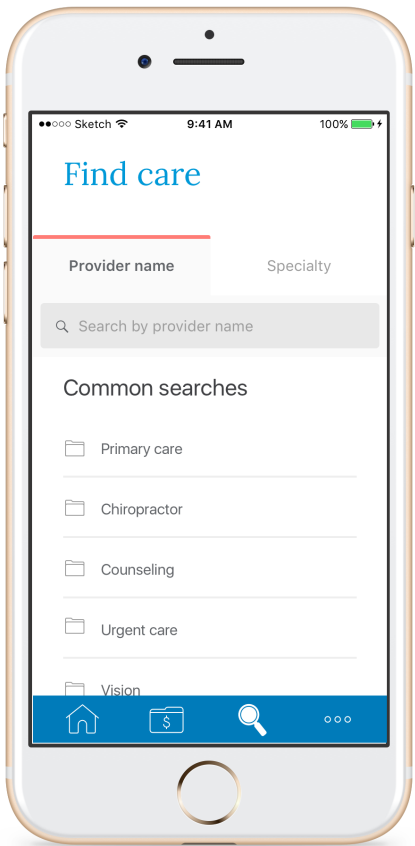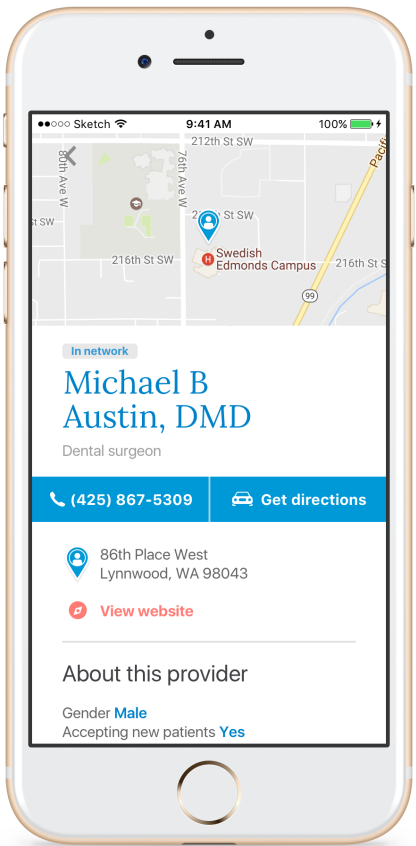# Color Mobile

Mobile adds a coral accent color in addition to those from the brand palette to use on interactive elements. It contrasts from Premera blue to indicate its activity and differentiates us from competitors.
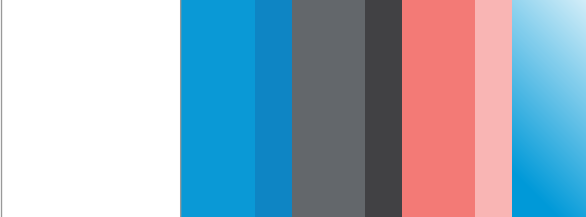
Mobile colors

The mobile color palette uses Premera's blue to anchor the design and call attention to areas of focus. The shade of blue provides visual separation to adjacent elements. Coral and the coral tint is for interactive elements.

Premera blue	Accent coral
#0099D8	#FF7C76

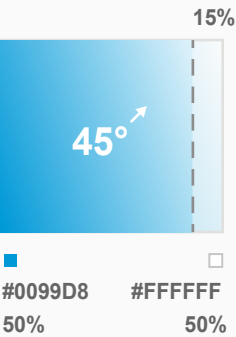| Premera blue shade	Coral tint
#0085C4	#FFB7B4

Mobile neutrals

Mobile leverages Premera's Cool Grey for content, and uses a darker shade for headline copy and instead of black. Light nuetrals are used for system UI elements and dividers but are not considered part of the brand palette. White is featured prominently to give designs healthy amounts of negative space and to reduce visual complexity.

Cool grey	Cool grey shade
#63666A	#404144

Ambient grey	More ambient grey
#9E9E9E	#E8E8E8

Light grey	White
#FAFAFA	#FFFFFF

Mobile gradient

Gradient on mobile is used to add depth to formal elements that otherwise would feel flat.

A standardized angle and color distribution to the gradient ensures consistency. 15% is extended off the right side of the object to prevent blending with the background and maintain legibility of overlaid text.

15%

45°

#0099D8 50%   #FFFFFF 50%

Dashboard integrating black and white photography, Premera Blue in the header, and coral for calls-to-action.

Find care showing coral to highlight a tab, and Premera Blue in the header.

Provider detail showing coral for links, Premera blue for the header, and Premera blue tint on the menu bar.

Typefaces Mobile

iOS and Android both offer native system typefaces which Mobile has adopted. They offer several benefits: smaller file size, access to system accessibility features, and a sense of familiarity for our users.

Lora

Realigned equestrian fez bewilders picky monarch.
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Lora is the display typeface for Premera mobile. While its roots lie in calligraphy, it has been designed to be legible on digital platforms.

Android
Roboto

Realigned equestrian fez bewilders picky monarch.
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Roboto is a neo-grotesque sans-serif developed by Google for its mobile operating system, Android. The design marries geometric forms with humanistic styling to create a modern, yet approachable typeface. This large type family includes many Opentype features.

iOS
SF UI Text & Display

Realigned equestrian fez bewilders picky monarch.
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Apple specially designed San Francisco to work well on their suite of devices, replacing Helvetica. SF UI uses the latest in type technologies to optimize for small sizes and digital screens, while Display works well for text above 16px.

XYZ.

Typesetting Mobile

In a mobile application, labels are the predominant example of typesetting. For the Premera app, we use system typefaces for informational elements, while serif headers offer the journalistic feel characteristic of the Premera brand.

Android

Greeting
Lora Regular — 32 pts.
#0099D8

Page title
Lora Regular — 22 pts.
#0099D8

Section title
Roboto light — 18 pts.
#41444A

Feature 1
Roboto regular — 36 pts.
#63666A,

Feature 2
Roboto medium — 24 pts.
#63666A, #0099D8

Label 1
Roboto bold — 16 pts.
#63666A, #0099D8, #FFFFFF

Label 2
Roboto bold — 14pts.
#0099D8, #E0E0E0

LABEL SMALL 1
Roboto medium — 12pts.
#0099D8, #000000, #9D9D9D

Tiny label
Roboto medium — 12pts.
#0099D8, #000000, #9D9D9D

TABS
Roboto medium, all caps — 14pts.
#63666A, #9E9E9E, #FFFFFF

Body
Roboto regular — 14 pts.
#63666A

Hint
Roboto regular — 14 pts.
#8C8C8C

FLAT BUTTON
Roboto medium, all caps — 14 pts.
#FF7C76

Button text 4
Roboto bold — 14 pts.
#FF7C76

iOS

Page title 1
Lora Regular — 34 pts.
#0099D8

Page title 2
Lora bold — 18 pts.
#0099D8

Section title
SF Display regular — 24 pts.
#41444A

Modal title
Lora regular — 20 pts.
#0099D8

Feature 1
SF Display semibold — 36 pts.
#0099D8

Feature 2
Lora regular — 26 pts.
#0099D8

Feature 3
SF UI semibold — 24 pts.
#63666A, #0099D8

Label
SF UI semibold — 16 pts.
#63666A, #FFFFFF, #0099D8

LABEL SMALL
SF UI bold, all caps — 12 pts.
#9E9E9E, #0099D8, #63666A

Label small 2
SF UI regular — 14 pts.
#63676b, #9E9E9E, #FFFFFF

Body
SF UI regular — 16 pts.
#63666A, #FFFFFF, #0099D8

Hint, inactive
SF UI regular — 16 pts.
#9E9E9E

Button text
SF UI bold — 16 pts.
#FF7C76, #FFFFFF

Headers

Headers help define page hierarchy and are an important to brand expression. Android and iOS use differs slightly due to screen sizes and the use of system typefaces.

Labels

Labels are carefully laid out to provide useful visual hierarchy and to deliver information at critical points. Throughout the app, they help the user categorize information through content, typeface, color and size.

Body

Body copy is typeset to provide the best legibility for longer reading experiences. This means more space between lines, larger text sizes, and more contrast.