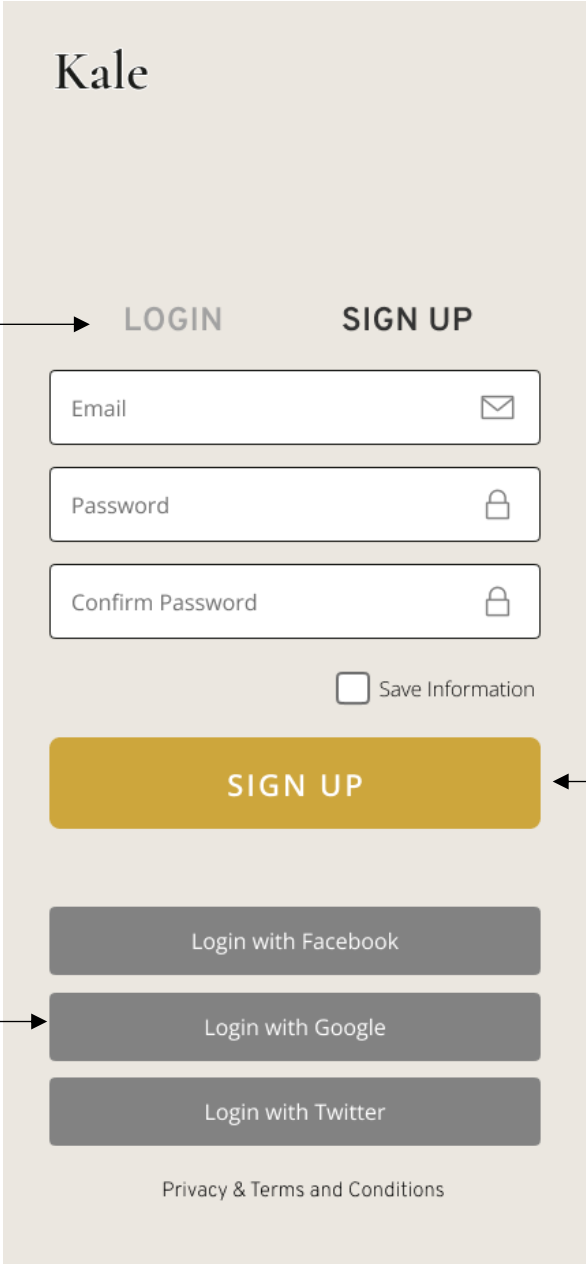# Visual Design Principles

Screen #1
Sign Up Screen

Hierarchy

Users are guided by the text size from the logo to the "LOGIN" and "SIGN UP" options then to the fields respective to either option then finally the call-to-action button with other sign-up options.

Balance

Symmetrical visual weight with all the fields and buttons. The Kale logo is balanced by the "Save Information" tick box.

Emphasis

Call-to-action button for users to "Sign Up", highlighted using brighter colour in contrast to the other elements.

Law of Similarity

Grouping of other login options with other institutions indicating that they're all alternative sign-up options.

Kale

LOGIN   **SIGN UP**

Email

Password

Confirm Password

☐ Save Information

SIGN UP

Login with Facebook

Login with Google

Login with Twitter
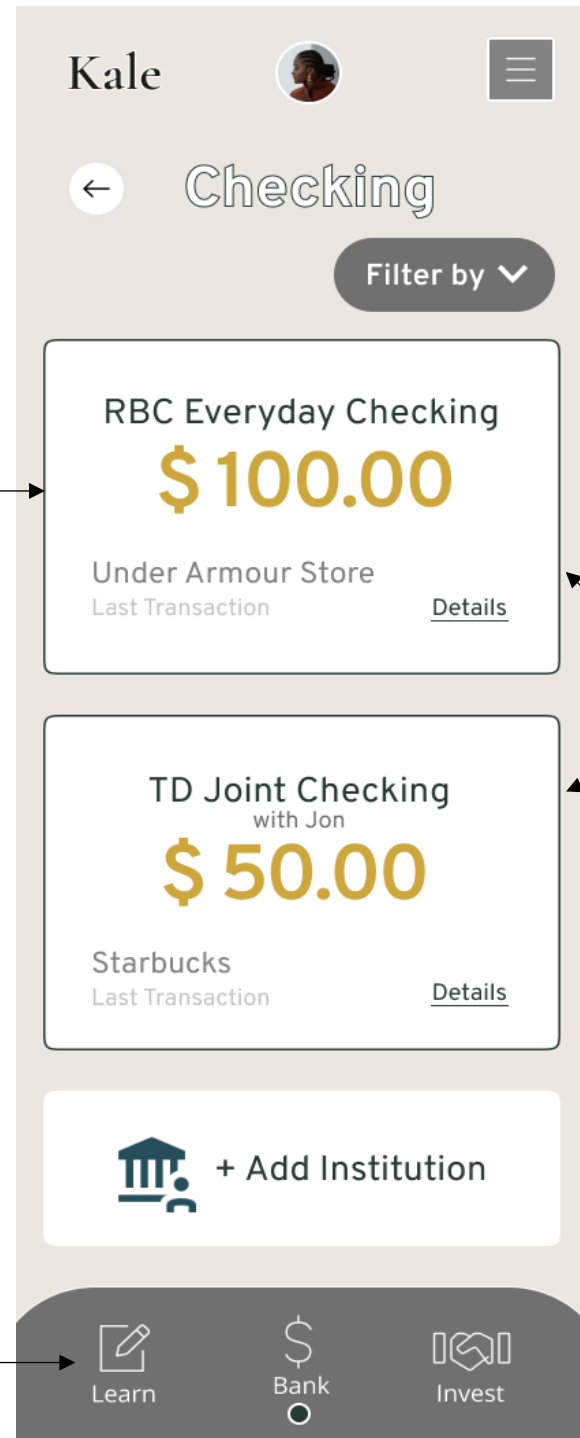
Privacy & Terms and Conditions

**Screen #2
Checking Account
Screen**

Proportion

The text size of each component within the account card represents the importance in proportion for the users. Kale lists out the specific account type along with its balance as of high importance to the users and the rest are additional information users might want to see immediately.

Kale

← **Checking**

Filter by ⌄

RBC Everyday Checking

$100.00

Under Armour Store
Last Transaction   Details

TD Joint Checking
with Jon

$50.00

Starbucks
Last Transaction   Details

🏛 + Add Institution

Learn   Bank   Invest

Law of Proximity

Accounts are represented by individual cards, but the proximity of each card is recognized as a group that belongs under the "Checking" account type.
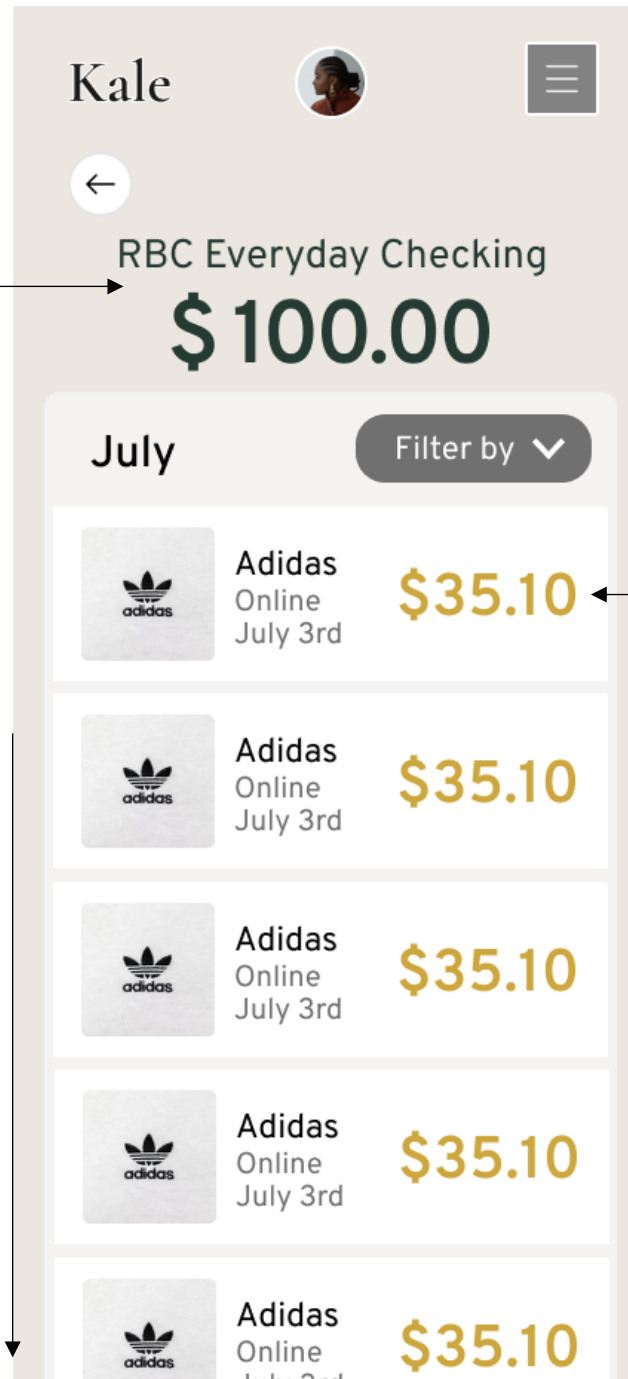
Law of Similarity

Grouping the navigational items and labels that are visually similar together as an intuitive navigation bar.

**Screen #3
Account Details
Screen**

Emphasis

The account name and balance are emphasized in each account detail screen as they're both important information.

Law of Common Fate + Good Continuation

Consistent display of transactional cards in a single column represents its grouping of these elements together. Even though the last transaction card is cut off, users will understand to scroll for more since the direction of these transaction card elements are lined up vertically representing a vertical continuation.

Kale

RBC Everyday Checking
$100.00

July   Filter by ∨

Adidas
Online
July 3rd   **$35.10**

Adidas
Online
July 3rd   **$35.10**

Adidas
Online
July 3rd   **$35.10**

Adidas
Online
July 3rd   **$35.10**

Adidas
Online
July 3rd   **$35.10**

Law of Similarity + Proximity

Each transaction is different in values and vendor but are grouped visually together by proximity and similarity. They fall under the month of "July" and are listed one after another.