Alameda Care Group for Health

Alameda Website Styleguide

Visual elements for a new design system

All fonts and photography are for placement only and require licensing.

Colors

Primary color palette, Tints and Neutrals

#3F4BD9	#9FC1D9	#9AAFDB	
#4A5DA7	#77F482	#5F6B9A	
#4A5DA7	#C6AF58	#C8B4A7	
#4C3B82	#C7E0A4	#F6F2F3	
#4A5DA7	#F8CAC6A	#C8E7E1	
#7B4A40	#F8D07	#000000	
#FFFFFF	#000000		

Contrast guidence

** Not assured for ADA compliance*

Color combinations should be assessed per item class.

For illustrations, lower contrast combinations are acceptable

For large headlines, medium to high contrast combinations are advised

Low

Medium — Large text WCAG AA Pass WCAG AAA Fail

High — Large text WCAG AA Pass WCAG AAA Pass

For small text high contrast combinations are optimal

4 claims need attention

4 claims need attention — WCAG AA Pass WCAG AAA Fail

4 claims need attention — WCAG AA Pass WCAG AAA Pass

Example combinations

Low | Medium | High

Typography

H1
Tiempos Headline
Bold
72/76

Aa

We are Alameda. Your local health care provider.

H2
Tiempos Headline
Bold
60/68

Aa

Created to serve the neighborhood.

H3
Avenir
Black
32/38

Aa

Alliance
Care Group
Medical
Health Plans

H4
Avenir
Semibold
24/34

Aa

I'm a member, looking for...

Paragraph 1
Avenir
Light
24/34

Aa

I'm a member, looking for...

Paragraph 2
Avenir
Regular
18/28

Aa

I'm a member, looking for...

Icons

130x130 area
used on marketing site

Community | Alliance Care Group | Medical Health Plans

Doctors | Hospitals | Clinics

Pharmacies | Plans | Chat

30x30 area used in Provider Portal & Navigation

Profile | Mail | Dropdown | Search

15x15 line item highlight dot

Reported

Form Elements

Dropdown states
and statuses

Default: I'm a member

Open: I'm a member
I'm a provider
I'm new here

Selected: I'm a provider

Search States

Default: Search claims

Search bar Open, Text entered with auto complete: Headache
Headache
Cluster Headache

Textlinks

Default: Download all claims

Hover: Download all claims

Primary CTA

Default: Submit a new claim

Hover: Submit a new claim

Full-width CTA
(used on Provider Portal only)

+ Show 20 more claims

Default

+ Show 20 more claims

Hover

Navigation States

Default	Members	Claims	Directory	Insights		
Hover	Members	Claims	Directory	Insights		
Active	Members	Claims	Directory	Insights		

Web Grid

12 columns (included as layer in the Sketch document)

1440px

Margin | Gutter