Telly · Design System

Warm and quiet, so the vendor's photos and words stand out.

● Green = tap it · ✦ Honey = Telly wrote this · Never color alone · always + icon + word · One primary button per screen · Body ≥ 16 · targets ≥ 48

Colors

Leaf
Primary · tappable only
#1F5230

Honey
Telly / AI marker only
#B97A12

Clay
Error · delete · stop
#C0522F

Ink
Text
#26261C

Stone
Secondary text
#6B6A5C

Line
Borders · disabled
#E2DCCB

Cream / White
Background / cards
#FAF6EC · #FFFFFF

Grayscale check (designed in grayscale first)

Green vs. red is the classic color-blind trap, so Leaf is darkened to differ from Clay in brightness too (2:1 in gray, up from 1.2:1). Delete still always carries 🗑 + the word "Delete."

Contrast (WCAG AA)
White on Leaf 9.1 · Stone on Cream 5.1 · Clay on White 4.7 · Honey icons 3.6 (≥ 3 for non-text)

Color sparingly
3 muted hues, one meaning each; saturated color only where something must stand out. Neutrals elsewhere, so photos carry the color.

Culture
Red = danger (US) but luck (China) → errors add ⚠ + words. White = mourning in parts of East Asia → cream background.

Color blindness
~8% of men can't tell red from green → every state differs in 2+ ways (hue + brightness + icon/shape). No blue text: few blue cones, and lenses yellow with age.

Type · Nunito Sans

Screen title	800 · 28	**Today at the market**
Section	800 · 20	**Scheduled posts**
Card title	700 · 17	**Wildflower honey is back**
Body / input	400 · 16	The bees loved the spring bloom.
Label	600 · 14	Market name
Button	700 · 16	Post now
Caption	400 · 13 · Stone	Sat 9:00 AM · Instagram
AI label	600 · 12	✦ Telly drafted this

Icons · Feather, 24px

REQUIRED

Back · Send · Close · New post

RECURRING

Today · Inbox · Audience · Stall · Talk · Camera · Library

Type · Edit · Later · Market days · AI · Done · Dropdown

Next / open · Delete · Location · Add helper

SPACING · RADIUS

4-pt grid · 8 within a group · 16–24 between · radius 12 buttons/inputs · 16 cards · 20 sheets

Buttons

Post now (Primary) · Post now (Pressed) · Next › (Next step) · Post later (Secondary) · Save as draft (Text) · Delete (Destructive) · Post now (Disabled) · + (New post) · Talk · Photo · Type

Inputs

Market name
e.g. Palo Alto Market
Default

Market name
Palo Alto Market|
Focused

Teammate email
sam@farm
⚠ Enter a full email

Account
@jennyshoney
Disabled

Caption
Wildflower honey is back! 🌼 The bees loved the rain. Find us Saturday!
✦ underlined = Telly added · tap any word to edit

Write a reply...

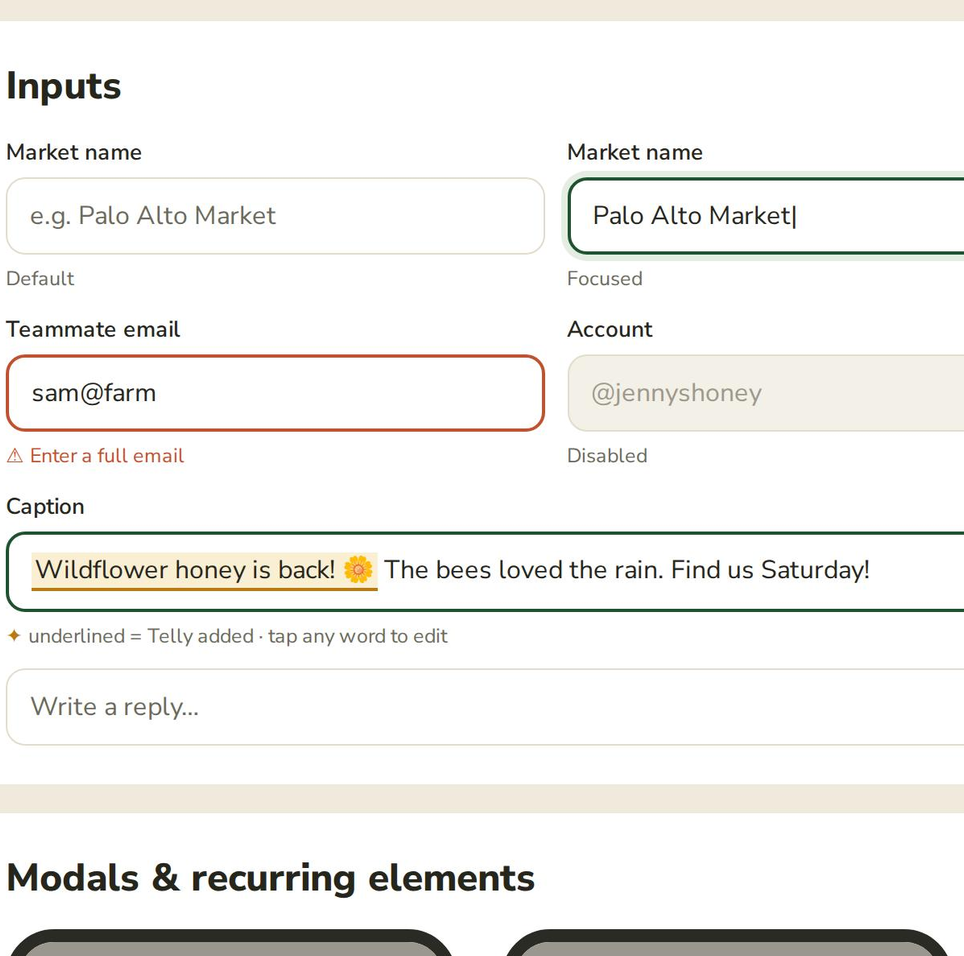
Dropdown

Teammate role
Replies to messages

Post time
Sat 10:30 AM
✦ Before your lunch rush

Teammate role
Replies to messages
- Replies to messages ✓
- Creates posts
- Manages schedule
- Co-owner

Modals & recurring elements



Bottom sheet

Confirm dialog

HEADER

New post

TAB BAR

Today · Inbox · Audience · Stall

STATUS CHIPS

Draft · Sat 10:30 · ✓ Posted · ⚠ Failed

POST CARD

Wildflower honey is back
Instagram · Facebook

TOAST

✓ Saved to drafts

RECORDING

0:24 · tap to stop

EMPTY STATE

No messages yet

MESSAGE + SUGGESTED REPLY

maria.eats · Instagram · 2h
Are you at Palo Alto Saturday?
✦ Yes! Sat 9am–1pm 🍯
Edit · Send

SENT REPLY

Yes! Sat 9am–1pm 🍯
Sent by Sam (helper)

FINISH SCREEN

Posted to 2 places
Back to Today