

## Design Principles

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Images must be able to be quickly loaded.

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Usage of visual, aesthetic elements such as images, graphic bullets, and icons must be kept at a minimum level to decrease the complexity of a page. In order to maximize effectiveness without losing loading speed, use smaller image files and minimize the number of colors used.

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Image expression method must be consistent.

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Users must be able to experience a unified, consistent design throughout the system.

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Use fonts that are provided and supported by the system.

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We recommend using basic font styles provided by the system so that functions will not be effected by compatibility of different fonts. Readability of must be the first criteria in selecting a font to be used. Use a font that is easily readable.

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Fonts must be selected in accordance with the category, importance, and purpose of the text.

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Bold and Italics must only be used when a section of the text must be differentiated from the others. Excessive use will have a negative effect on the readability of the text. Refrain from using underlines, as it may be confused with hyperlinks.

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Refrain from using more than 3 font styles in a page.

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If more than 3 font styles are used in a single page, the inconsistency will have a negative effect on readability. Therefore, use styles that comply with the overall visual unity.

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Refrain from using more than 5 color groups.

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If more than 5 color groups are used, users may experience confusion.

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Colors must comply with the system's unique identity

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Use colors that comply with the system properties so that the users would be able to recognize a united brand image.

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Icons must be provided with text descriptions.

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Icons are a good visual representation. However, in order to provide a clear metaphor, provide text descriptions of the icon.

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Identical icons cannot be used for more than 1 function.

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An icon must be dedicated for a single function.

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Icons must be arranged appropriately.

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Icons must be organized so that the user may instinctively and easily recognize the icon.