



WIFI.EE / CURRENT WORK / 14 OCTOBER 2026

A place to connect.

A familiar identity.
A practical system.
Built around the places people use.

CVI & Design System

Source-based review guide
1.0.0-draft · 12 pages

ONE IDENTITY. THREE PRODUCT ROLES.

Discover

Consumer apps, web and browser companions.

Maintain

Admin tools for useful place information.

Welcome

Café tools for venue teams.

Existing identity

Proposed shared system

Useful place information, clearly explained.

Retain recognition. Put the place first. Connect product experiences through familiar behavior.

Proposed standard

PROPOSED BRAND PLATFORM

Make public Wi-Fi places easier to find and understand.

Local, practical, welcoming, precise. Show what is known and make the next action clear.

Place first

Venue name, context and useful facts precede promotion.

Clear next step

Describe an action and what happens after it.

Visible evidence

Sources, dates and uncertainty stay readable.

WiFi.ee

Find places. Understand their Wi-Fi information.

WiFi.ee Admin

Maintain records. Understand change and permissions.

WiFi.ee Café

Manage your venue. Help visitors find useful details.

WiFi.ee in prose · wifi.ee for the domain. Descriptors remain separate from logo artwork.

Keep the original identity intact.

Existing 100 × 32 transparent PNG. Clear space and application rules are proposed.

Existing + Proposed



Preserve the artwork

Keep proportion, lettering, symbol and colors. Do not crop, stretch, add effects or rebuild the lettering with a font.

Resolution is a real limitation

100 × 32 CSS px at 1×; 50 × 16 at true 2×. A larger or vector master is needed before high-density, large-format or print use.

No vector, monochrome mark or production app-icon family is approved by this guide. The small registration-style symbol is retained; its appearance does not establish trademark registration.

Recognition orange. Purposeful product color.

Existing palettes remain distinct. Shared semantic names are proposed aliases over those palettes.

Existing + Proposed

Consumer / light

	action #1D4ED8
	surface #FFFFFF
	text #0F172A
	textSecondary #475569
	selection #E0ECFF

Consumer / dark

	action #93C5FD
	surface #0F172A
	text #F8FAFC
	textSecondary #CBD5F5
	selection ALPHA TOKEN

Admin / light

	action #0F766E
	surface #FFDFFA
	text #10201B
	textSecondary #5F6F69
	selection #D7F2EC

Café / light

	action #9F4F2D
	surface #FFFAF2
	text #2A211C
	textSecondary #78675B
	selection #F5DECC

Recognition orange

#F47932 / sampled from artwork

Use dark badge text on orange. White normal-size text on orange fails 4.5:1. Admin and Café dark palettes are not supplied or claimed as implemented.

Familiar type. Real Estonian characters.

Product fonts stay system-native. Noto Sans is embedded here as a portable review substitute.

Proposed standard

PROPOSED ROLE SCALE / SIZE · LINE-HEIGHT · WEIGHT

Display	48 / 54 / 700
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Page title	32 / 40 / 700
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Section	24 / 32 / 600
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Subheading	20 / 28 / 600
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Body	16 / 24 / 400
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UI	14 / 20 / 600
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Caption	12 / 18 / 400
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Koht, kus
ühenduda.

Õ Ä Ö Ü Š Ž

Leia kasulikku infot Wi-Fi kohtade kohta.
Find useful information about Wi-Fi places.

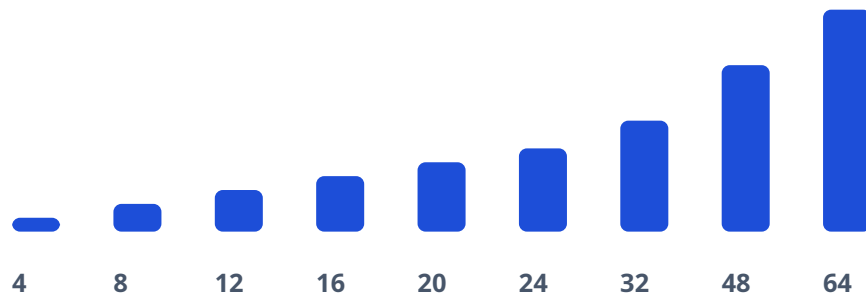
Use scalable text, sentence case and tabular numerals. Keep critical messages above caption size. Test long place names, both languages and platform text growth.

A shared rhythm with deliberate adapters.

Proposed normalized spacing and shape. Retain useful platform behavior and current product geometry.

Proposed standard

SPACING / 4-UNIT BASE



SHAPE / PROPOSED SHARED DEFAULTS



Web pill buttons remain an adapter. Admin sections: radius 24 / padding 18. Café sections: radius 18 / padding 20.

Web

72 rem shell maximum. 20 px narrow gutters. Keyboard focus and a readable list/map split.

iOS / Android

Current consumer: NativeTabs, UnifiedHeader and a right drawer/sidebar. Scalable text and safe areas; proposed 44 pt iOS / 48 dp Android targets.

Watch / macOS

Keep native controls, materials and compact task structure. Do not scale down a phone screen.

Motion

150 / 220 / 280 ms proposed defaults. Reduced-motion duration 0. No endless decorative signal pulse.

Actions show what happens next.

Static web pill adapter over product palettes. Shared state and copy contracts are proposed across surfaces.

Proposed standard

Consumer

PRIMARY / READY

Save changes

SECONDARY / FOCUS

Open details

DISABLED / REASON NEARBY

Unavailable action

Sign in to edit this place.

Saving...

Changes saved

Admin

PRIMARY / READY

Save changes

SECONDARY / FOCUS

Open details

DISABLED / REASON NEARBY

Unavailable action

Sign in to edit this place.

Could not save. Try again.

Café

PRIMARY / READY

Save changes

SECONDARY / FOCUS

Open details

DISABLED / REASON NEARBY

Unavailable action

Sign in to edit this place.

Prevent duplicate actions. Preserve values on failure. Announce results once.

Hours, Wi-Fi and evidence stay separate.

A useful card preserves uncertainty and measurement scope. All venue values below are fictional specimens.

Proposed standard

ILLUSTRATIVE VENUE

Kohvik Näide

Tallinn | 0.8 km

Praegu avatud

Wi-Fi available · reported

Download 84.2 Mbps · recorded

Measured 13 Oct 2026 | Europe/Tallinn

Showing saved information

Recorded speed is historical. A cached opening status needs reevaluation or a visible stale label.

Venue hours

Open / closed / unknown

Schedule in the venue timezone. Not a network test.

Wi-Fi availability

Observed / reported / inferred

Chain inference stays qualified at branch level.

Device connection

Known / permission / read error

Unreadable SSID does not mean “not connected.”

Measurement evidence

Value / units / time / method

A missing timestamp stays unknown; never invented.

Plain language in Eesti and English.

Proposed copy for review. Keep complete locale pairs and distinguish a failed read from an unknown fact.

Proposed standard

ENGLISH

Search places

Open now

Hours unknown

Save place

Changes saved

Showing saved information

EESTI

Otsi kohti

Praegu avatud

Lahtiolekuajad teadmata

Salvesta koht

Muudatused salvestatud

Kuvame salvestatud teavet

“Open now” describes venue hours. It does not establish a free, fast, online or secure network.

Koha nimi

Lisa koha nimi.
Enter the place name.

Saada ettepanek

Read failed / failure to load

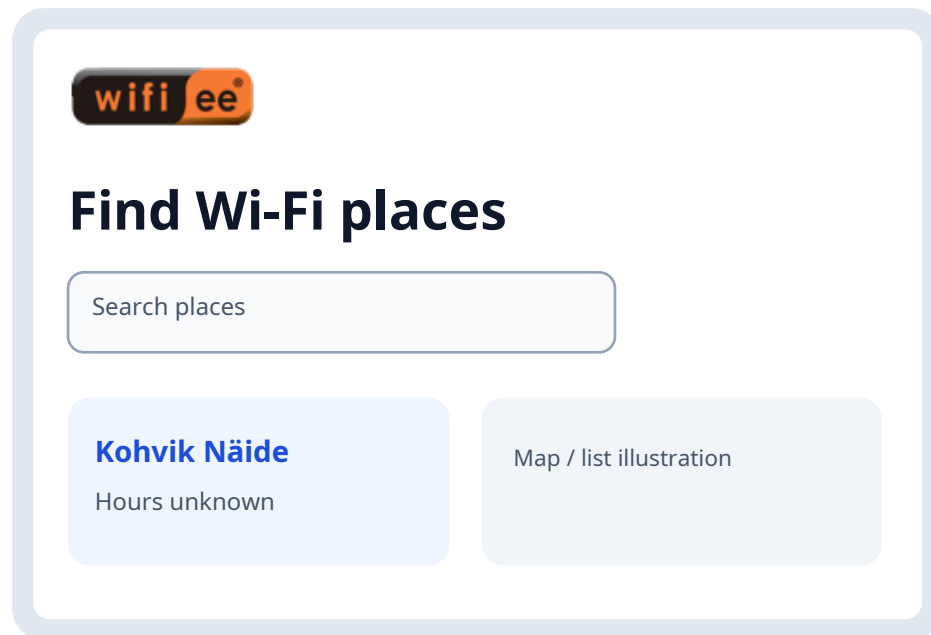
Lahtiolekuaegu ei saanud laadida. Proovi uuesti.

Could not load hours. Try again.

From screen to place.

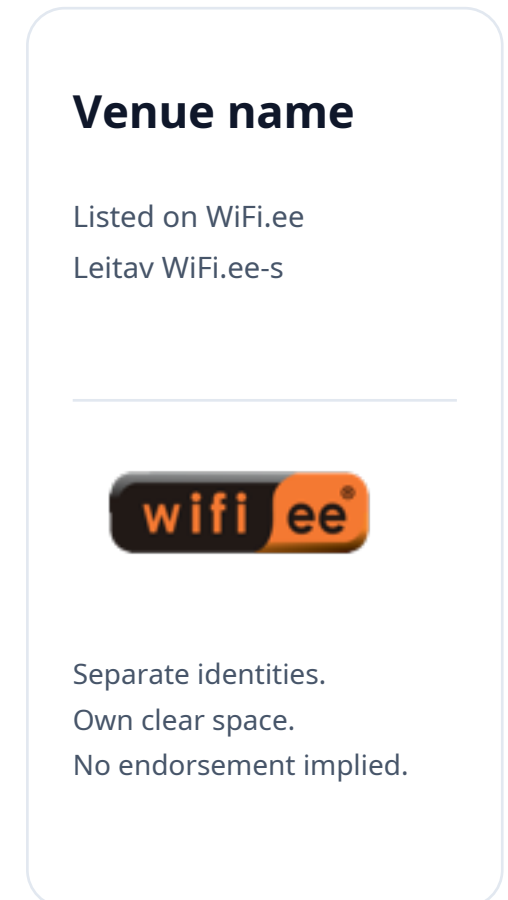
Illustrative applications. Use a readable destination. Retain current router-linked poster assets.

Proposed standard



SCREEN CONCEPT / FICTIONAL VENUE

Actual-place photography is evidence only when it depicts the listed venue. Use an entrance or useful seating context; keep private credentials out of public imagery.



Legibility is part of the identity.

Calculated color pairs support review. They do not establish whole-application WCAG conformance.

Proposed standard

MEASURED PAIRS / SRGB CONTRAST

Aa 12	Dark on orange	6.28:1
Aa 12	White on orange	2.75:1
Aa 12	Consumer action	6.70:1
Aa 12	Admin action	5.47:1
Aa 12	Café action	5.78:1
Aa 12	Consumer dark action	10.31:1

Normal text 4.5:1. Qualifying large text 3:1. Required controls/graphics 3:1. Unrounded calculations determine pass/fail.

Keyboard & focus

Complete tasks with visible, unobscured focus.

Text growth & reflow

320 CSS px layout; native accessibility text sizes.

Names & status

Labels, pressed/busy states and associated errors.

Truthful async states

Unknown, empty, read error, cache and queue differ.

Device checks

VoiceOver/TalkBack, text scaling and reduced motion.

Proposed comfort targets: web 44 px; iOS 44 pt; Android 48 dp. WCAG 2.2 AA target minimum is 24 × 24 CSS px with specified exceptions.

Ready to review. Built to evolve.

Track proposed, implemented and verified separately. Adoption needs evidence from every consuming surface.

Proposed standard

01

Recover the master identity asset

Resolve logo fidelity before print or high-density use.

02

Agree semantic token names

Add aliases; retain existing keys and product palettes.

03

Adopt one component per surface

Verify color, states, keyboard and native behavior.

04

Migrate patterns and close gaps

Hours, evidence, offline states, forms and galleries.

PROVENANCE / LOCAL SOURCE SNAPSHOT

wifi-next	f669aabf2520
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wifi-mobile	141deaef2ef7
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wifi-mobile-admin	a192f059c2d6
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wifi-cafe	e30053f9aea1
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wifi-chrome-extension	f6631010710e
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Source manifest: revisions and SHA-256 hashes.

CVI.md: identity and communication.

tokens.json: palette snapshots and proposed aliases.

components.md: 16 interaction contracts.

web-audit.md / native-audit.md: implementation differences.

Version changes need migration notes and named reviewers. A documented component is not automatically implemented, verified or shipped.

No production changes. No print master. No new vector logo. No application compliance or store-release claim.