ONBOARDER |

Design Style Guide

ONBOARDER STYLE GUIDE

A.1 | SIGNATURE ELEMENTS

ONBOARDER

Launching you safely into the internet.

1.

2.

3.

The Onboarder signature comprises of three elements:

1. The Onboarder Brand logotype

2. The Brandline

3. The brand slogan

All elements are not set in fixed format and proportion. May be altered.

A.2.1 | LOGO - COLORS

ONBOARDER |

ONBOARDER |

Logo

There are only two main colors applicable to the logo:

1. Baby Green

2. Onyx

These two colors represent the primary colors of the Onboarder brand.

A.2.2 | LOGO - POSITIONS

1.

2.

ONBOARDER |

ONBOARDER | 3.

The Onboarder logo may be used and positioned as the following:

1. A stand alone logo

2. Above the logotype

3. On the right side of the logotype scaled down to match the logotype size

Logo

A.2.3 | LOGO - APP ICON

The app icon will feature the brand logo, an onyx background, and some star symbols.

256px by 256 px

128px by 128 px

64px by 64px

Logo

A.2.4 | LOGO - INCORRECT USAGE
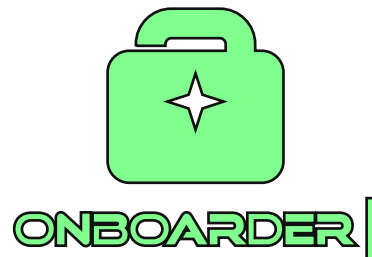
The Onboarder logo and logotype should not be used like the following:

1. The logo flipped horizontally

2. The logo positioned elsewhere around the logotype (see page 5)

3. The color of the logo and logotype changed from the brand core colors

4. The logo and/or logotype to have its shape and proportion distorted

5. The color of the logo and logotype not matching

6. The font for the logotype changed

7. Reproducing the logo on a complex background or a background that does not offer significant contrast

8. Create an outline around the logo

A.3.1 | COLOR PALETTE - CORE

The primary colors used for the logotype, symbol, and main interface design of the application.

Baby Green

HEX	: #80FF8F
CMYK	: 43, 0, 66, 0
RGB	: 128, 255, 143
LaB	: 91, -54, 41

Onyx

HEX	: #111111
CMYK	: 73, 67, 66, 83
RGB	: 17, 17, 17
LaB	: 5, 0, 0

White
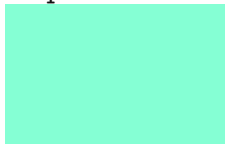
Color Palette

A.3.2 | COLOR PALETTE - UI

Colors used for the app UI of Onboarder, including the main app and minigame system.

Incorrect	Neutral	Correct	Deactivated	Streaks/Stars
Light Red #FF4A4A	Sandy Yellow #FFEC66	Aquamarine #83FFD6	Black Eel #424040	Blaze Orange #FF6B00

Colors used to determine the user's rank.

Cadet	Sergeant	Chief	Captain	Marshal	Admiral	Commander	General
Bronze #CC6633	Silver #C0C0C0	Gold #FFD700	Aquamarine #83FFD6	Emerald #50C878	Aztec Purple #754AFF	Crimson #DC143C	Cloud Burst #2E293A

A.4 | TYPEFACE

Headings
These are set in
Good Times Heavy.

Subheadings
These should be in
Museo Slab Rounded 700 Italic.

Body Text
These should be in
Museo Slab Rounded 700 or 300.

12 pts and below
These should be in
Museo Slab Rounded 300.

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

GOOD TIMES HEAVY

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Museo Slab Rounded 700

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Museo Slab Rounded 300

The brand logotype is set in Good Times Heavy.
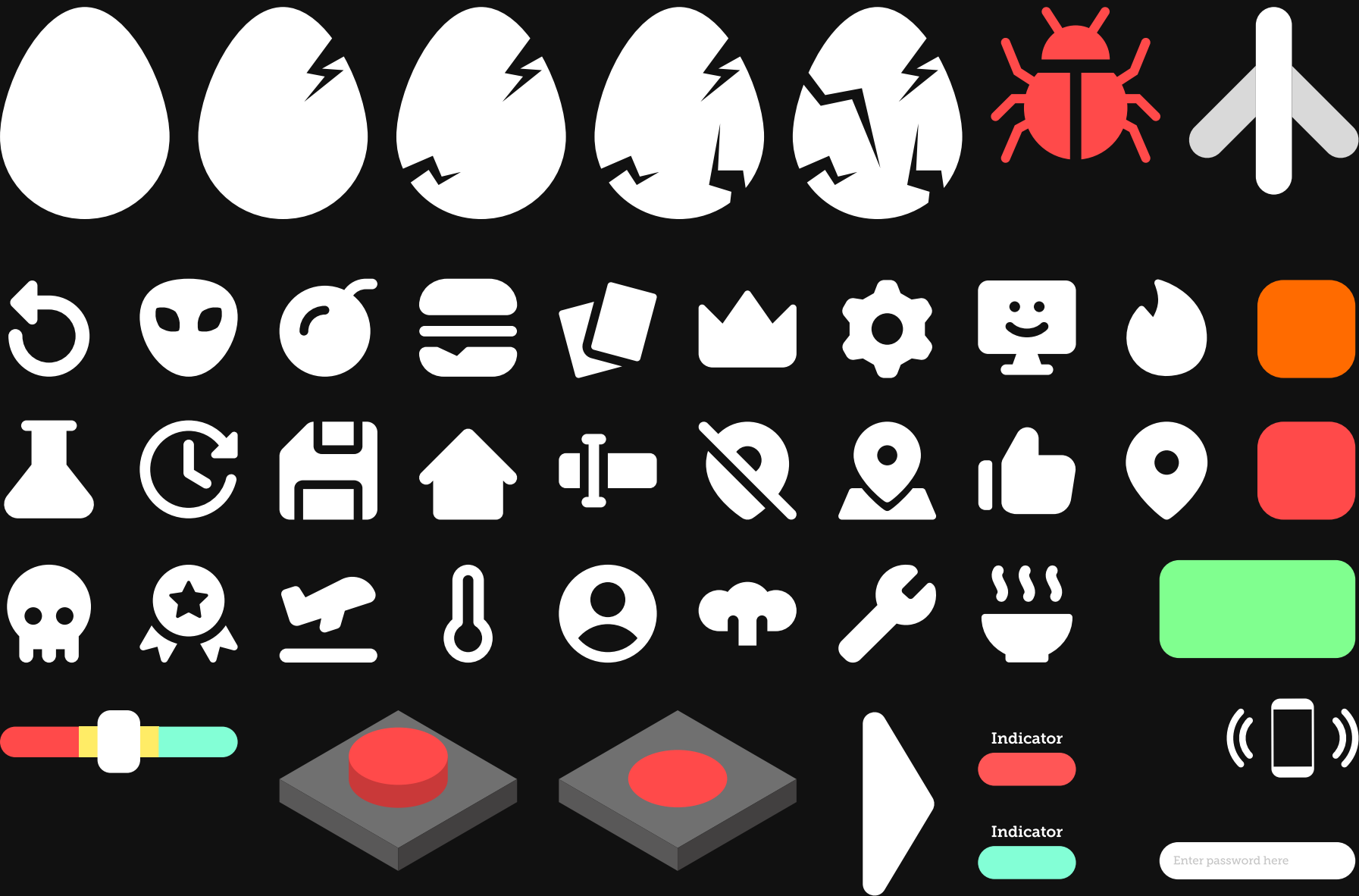
Typeface

ONBOARDER

Logotype

ONBOARDER

ONBOARDER

Logotype

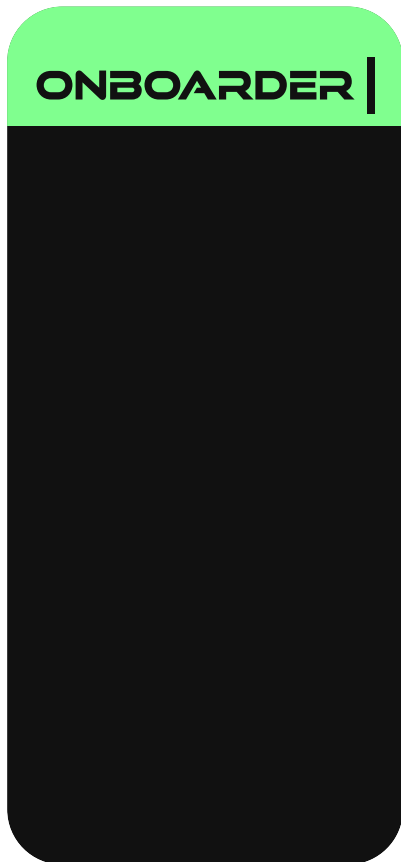# ONBOARDER USER INTERFACE GUIDE

B.1 | ICON GRAPHICS

Icon Graphics

Indicator

Indicator

Enter password here

B.2 | VISUAL FEEDBACK GUIDE
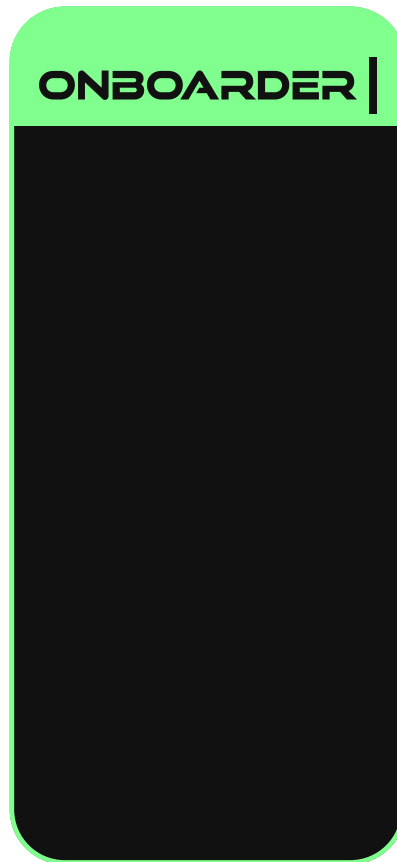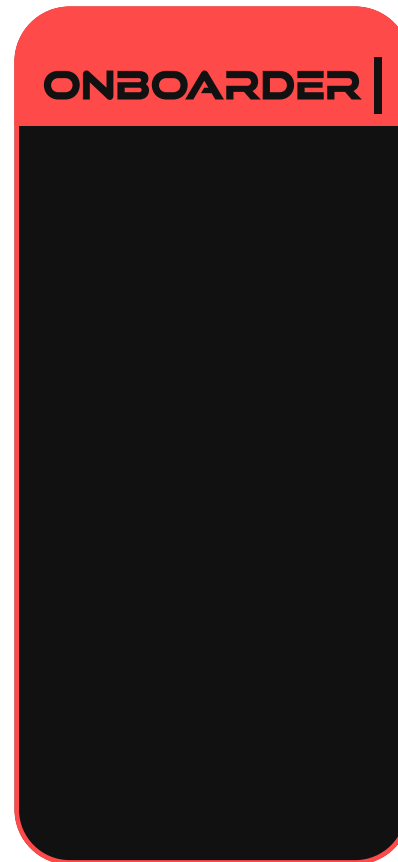
The UI for the minigame system may be displayed in three different states:

1.

ONBOARDER |

2.

ONBOARDER |

3.

ONBOARDER |

1. Neutral

2. Correct - with a baby green colored outline

3. Incorrect - with the outline but all baby green is changed to light red