

TouchStone

Official Brand Guidelines

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01 . Introduction

What is TouchStone?

TouchStone is an innovative app designed to make learning Braille accessible and engaging through interactive quizzes and a user-friendly interface, enhancing communication for those experiencing vision loss and others interested in Braille literacy.

Vision & Mission

TouchStone's goal is to raise awareness of Braille and to bridge the gap of communication between blind and non-blind people.

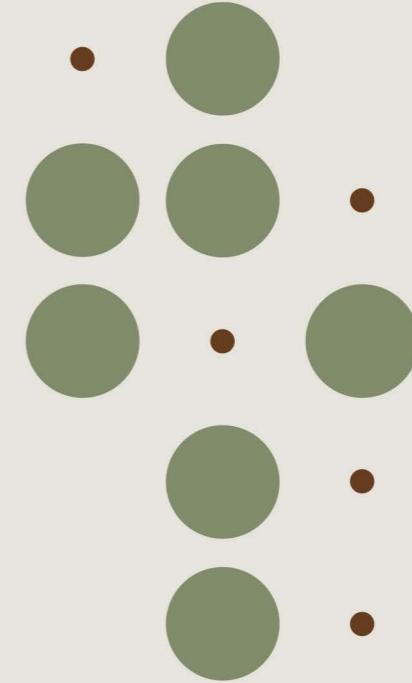
02 . Logo & Icon

02. Logo & Icon

The Logo

The TouchStone Logo

The TouchStone logo consists of two elements: the icon (braille) and the wordmark. It is an instantly recognizable brand element, that must stay consistent throughout branding, marketing and design efforts. In most cases, the icon and wordmark should exist together to increase brand recognition.



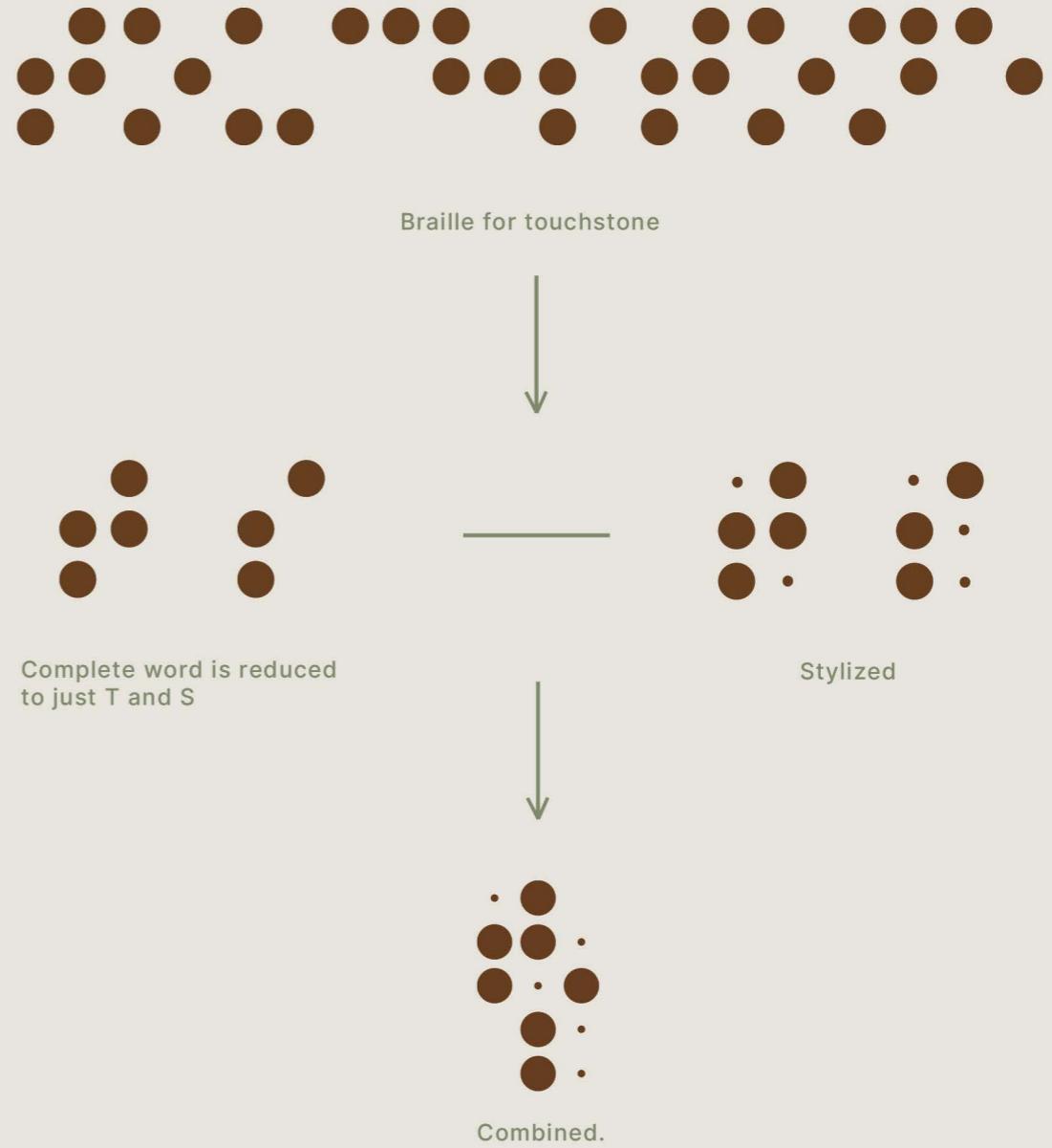
TouchStone

02. Logo & Icon

Creating the Logo

The TouchStone Logo

The TouchStone logo was created by reducing the braille for touchstone to its stand out letters: t & s. From there, they were combined together to create one singular form.

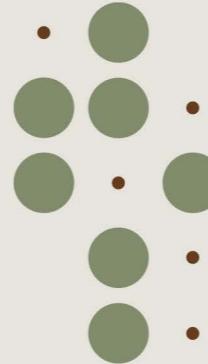


02. Logo & Icon

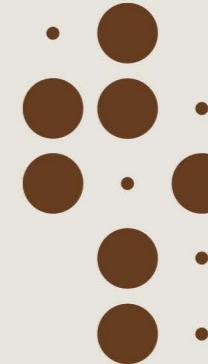
The Icon

The icon is a combination of letters T and S in braille. We use this icon as a standalone brand element, as well as part of the logo. This creates a strong and distinctive brand symbol.

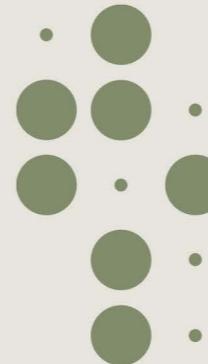
This icon should be used as the reduced form of our logo in smaller spaces. It should mostly be used with green, our core brand color, and brown for detail. Monochrome versions of the icon are allowed in other uses.



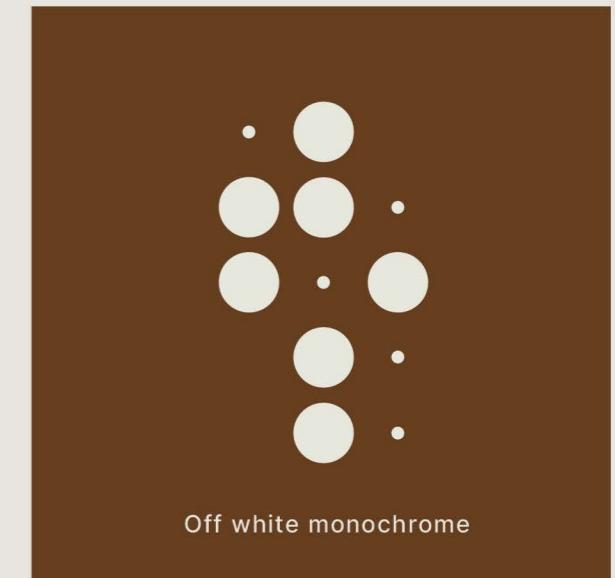
Official



Brown monochrome



Green monochrome

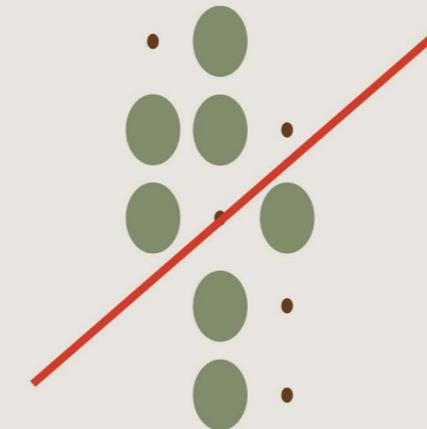


Off white monochrome

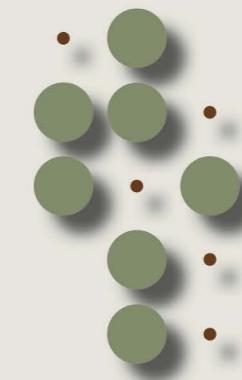
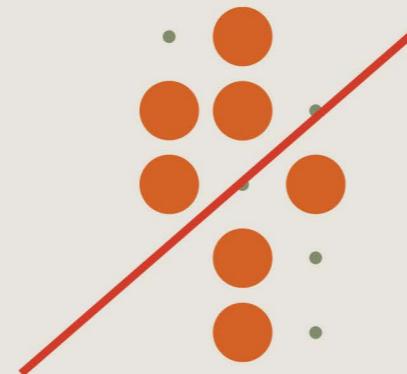
02. Logo & Icon

Unsuccessful Usage

Avoid editing the logo like the examples to the right. Altering the look of the logo ruins the consistency within the brand and can damage brand recognition within users.



Do not stretch the logo horizontally OR vertically.



Incorrect color usage.

TouchStone

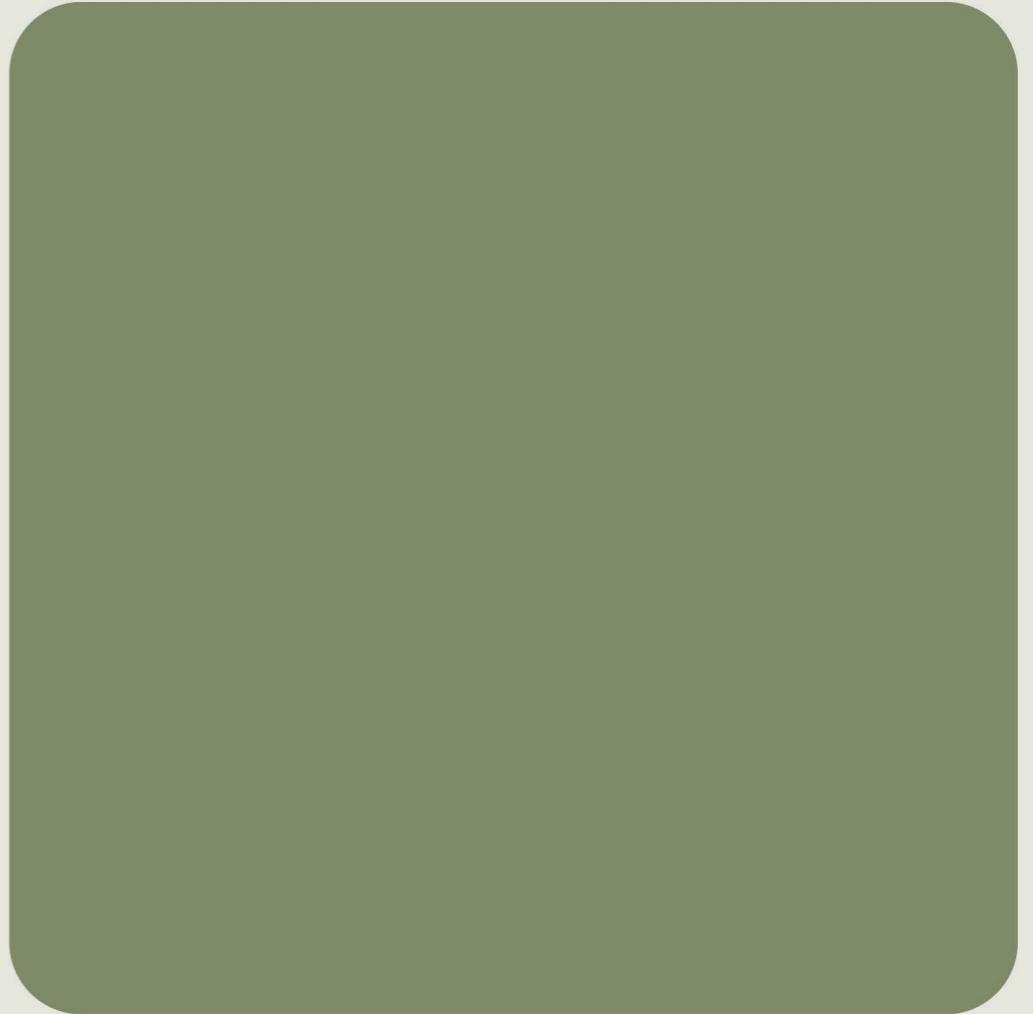
Do not apply effects.

03 . Brand Colors

03. Brand Colors

Brand Core Color

Green is the core color of TouchStone. It is the color that users associate with the brand.



Green

HEX: #808c6c

R:128 G:140 B:108

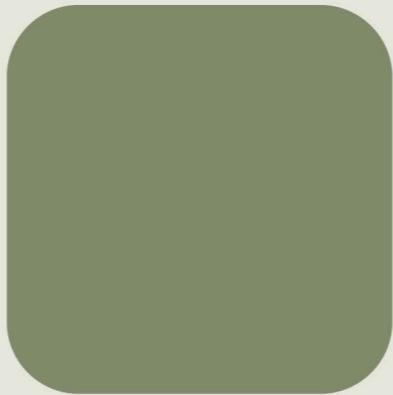
03. Brand Colors

Brand Color Palette

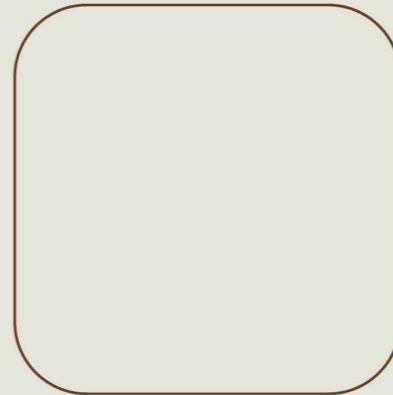
The brand color palette is the bridge of interface continuity and brand recognition.

Green, off white and brown are the core colors of the brand. Light green, black and white are contrast colors.

We chose these colors to match the name TouchStone. To us, these are welcoming earthy colors.



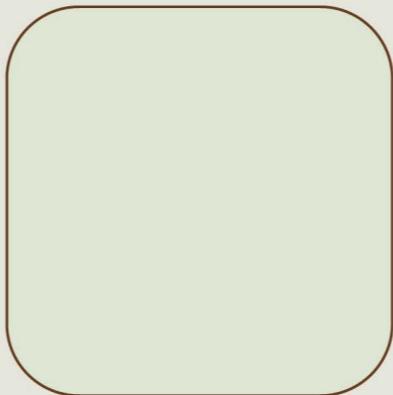
Green
HEX: #808c6c
R:128 G:140 B:108



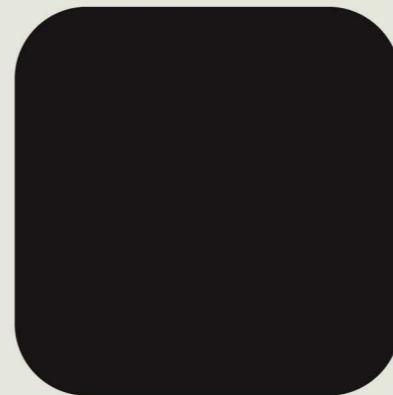
Off White
HEX: #e8e7dd
R:232 G:231 B:221



Brown
HEX: #663d1f
R:102 G:61 B:31



Light Green
HEX: #dee6d2
R:222 G:230 B:210



Black
HEX: #000000
R:0 G:0 B:0

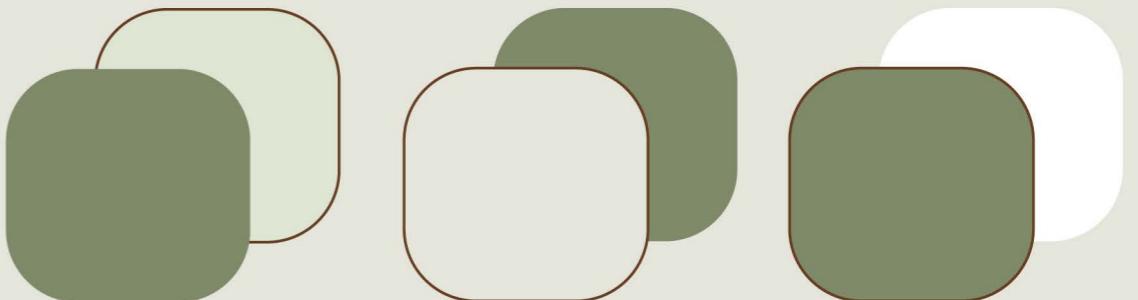


White
HEX: #ffffff
R:255 G:255 B:255

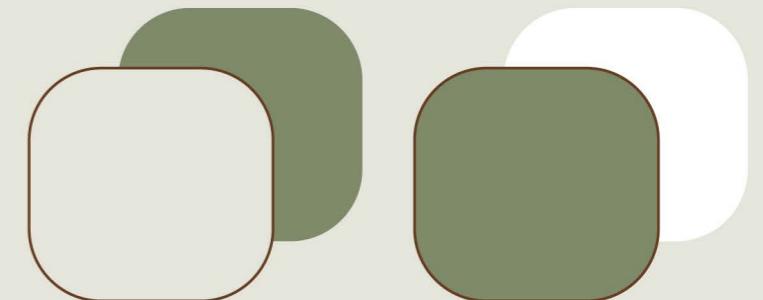
03. Brand Colors

Suggested Color Pairings

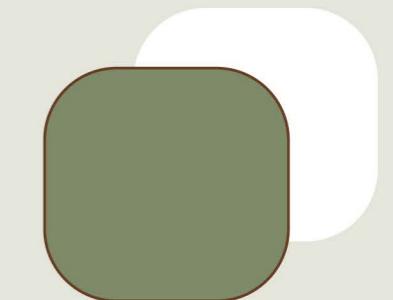
These are color combinations that work well on top of each other and provide enough visual contrast for the viewer.



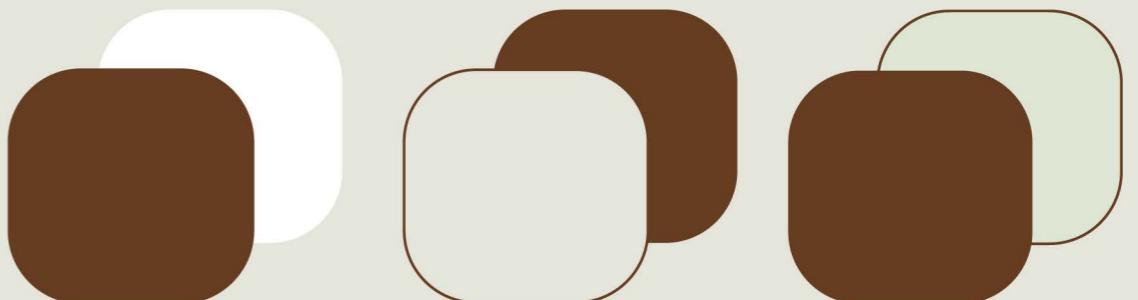
Green + Light Green



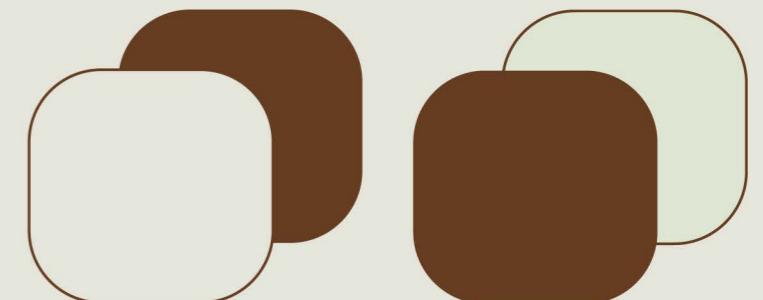
Off White + Green



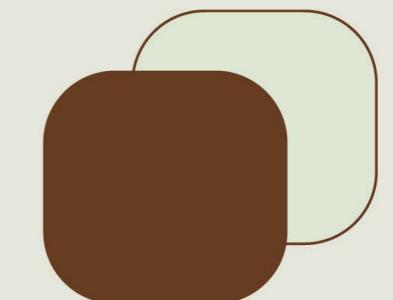
Green + White



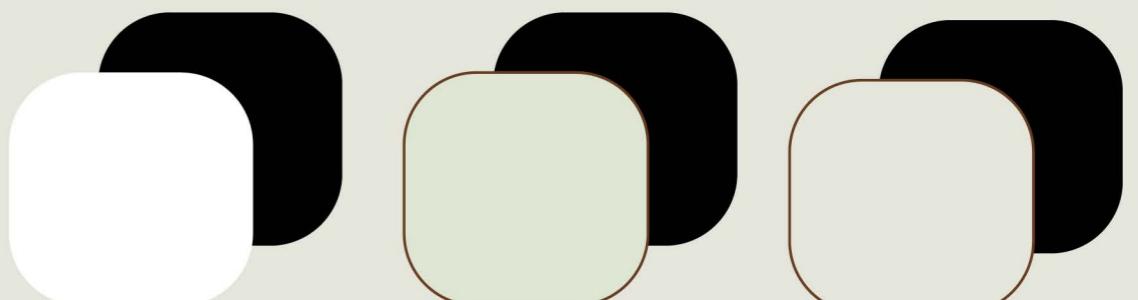
Brown + White



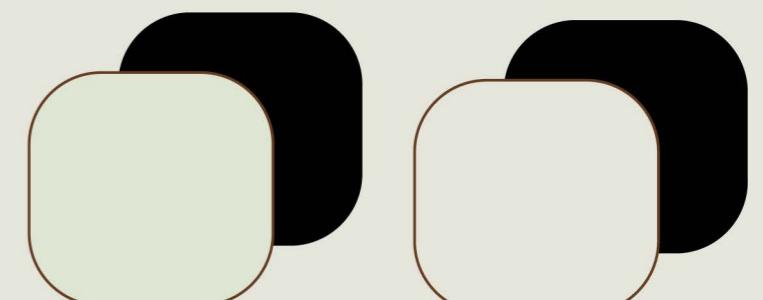
Off White + Brown



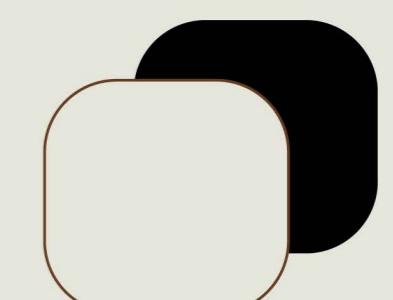
Brown + Light Green



White + Black



Light Green + Black



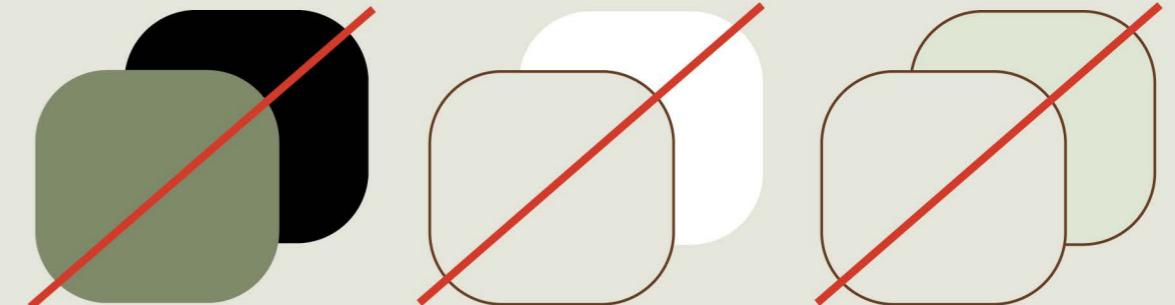
Off White + Black

03. Brand Colors

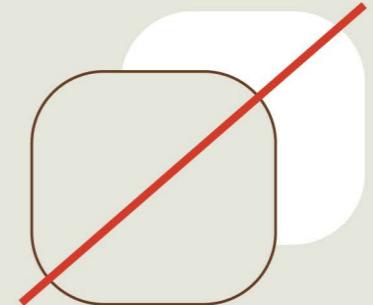
Color Pairings To Avoid

These are color combinations do not create enough contrast when laid on top of each other.

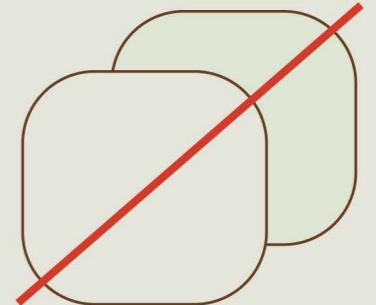
If used in text, it would be incredibly hard for a reader to decipher.



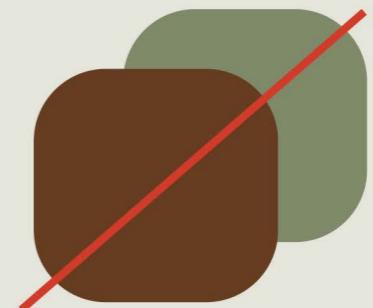
This combination is too difficult to read.



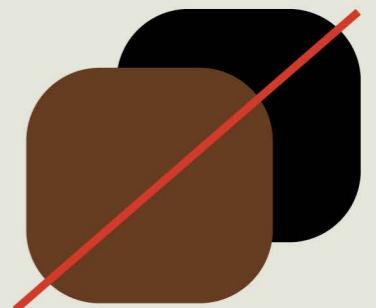
These colors are too similar and don't create enough contrast.



These colors are too similar and don't create enough contrast.



This combination is too difficult to read.



This combination is too difficult to read.

04 . Typography

04.Typography

Typefaces

TouchStone typography consists of one font family, Inter, to keep a consistent and legible interface.

Primary Typeface: Inter Bold

Our primary typeface is Inter Bold. It is a variable font crafted and designed for computer screens. Inter has a tall x-height to aid in readability.

Secondary Typeface: Inter Medium

Our secondary typeface, Inter Medium, falls within the same font family. Carrying similar characteristics and facilitating easy legibility.

Inter Bold

Primary Typeface: Inter Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Secondary Typeface: Inter Medium

04.Typography

Typestyles

Typefaces consist of headlines styles & a paragraph style.

Headlines

We always use Inter Bold for headline style, as it is our primary typeface.

Paragraphs

We always use Inter Medium for our paragraph style to achieve best legibility. This applies to all supporting text and labels.

TouchStone

Ultra Headline / Inter Bold / Example: 50 pt

Braille Learning App

Primary Headline / Inter Bold / Example: 32 pt

Alphabet

Secondary Headline / Inter Bold / Example: 20 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Paragraph Text / Inter Medium / Example: 12 pt

05 . Brand In Use

05. Brand In Use

Key Feature

The key component of TouchStone is the integration of Google AI. The way AI is used is through this search bar located on almost every single page throughout the application.

Search

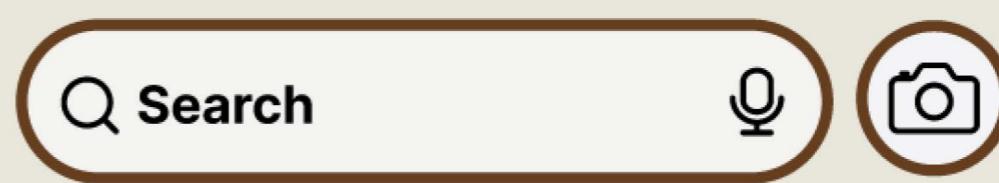
Allows users to look up any letter or word and receive the Braille equivalent.

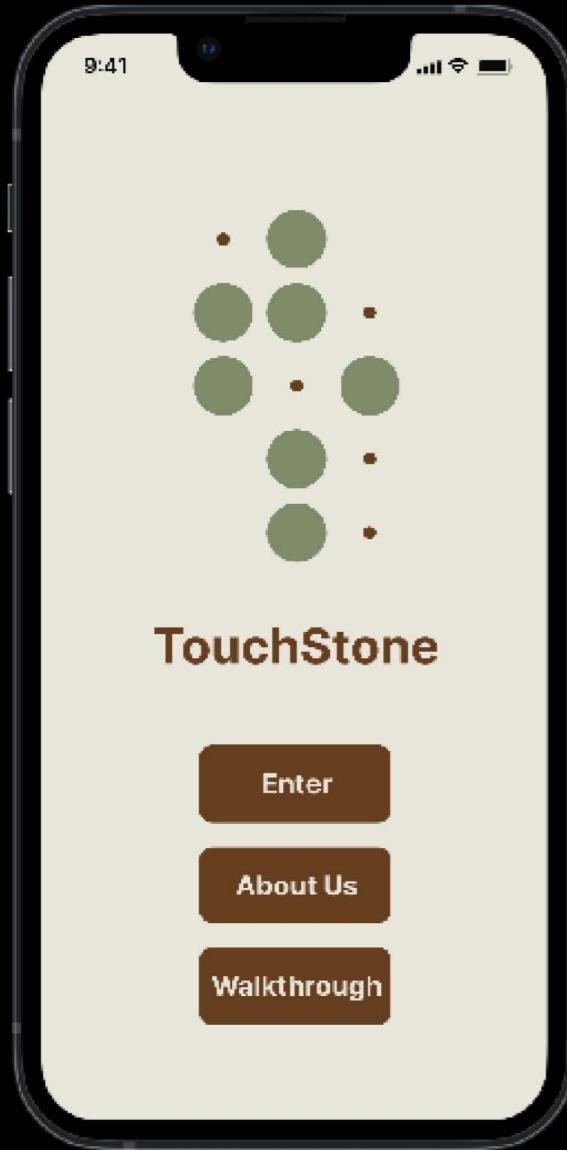
Microphone

Allows users to speak into their phones and receive Braille translations for their speech.

Camera

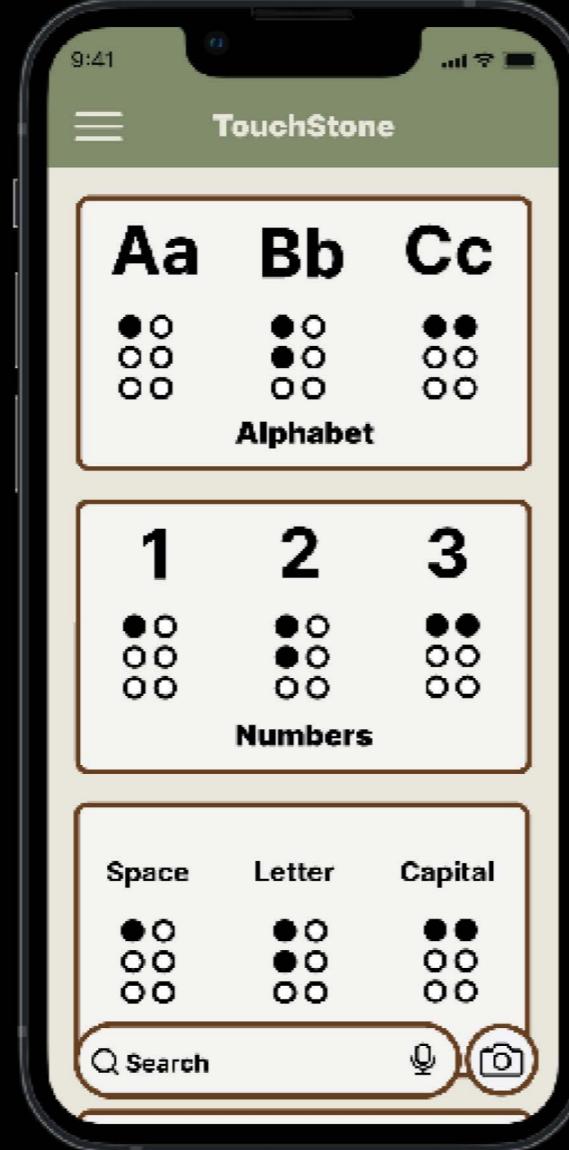
Allows users to take a picture of an object and receive the Braille characters for that item.





Landing Page

Gives users access to enter the app, find out more about the functionality and meaning behind the app.



Homepage

This is the main page of the app. It houses all the pages and functions: learning material, quizzes, hamburger menu, search bar, etc.

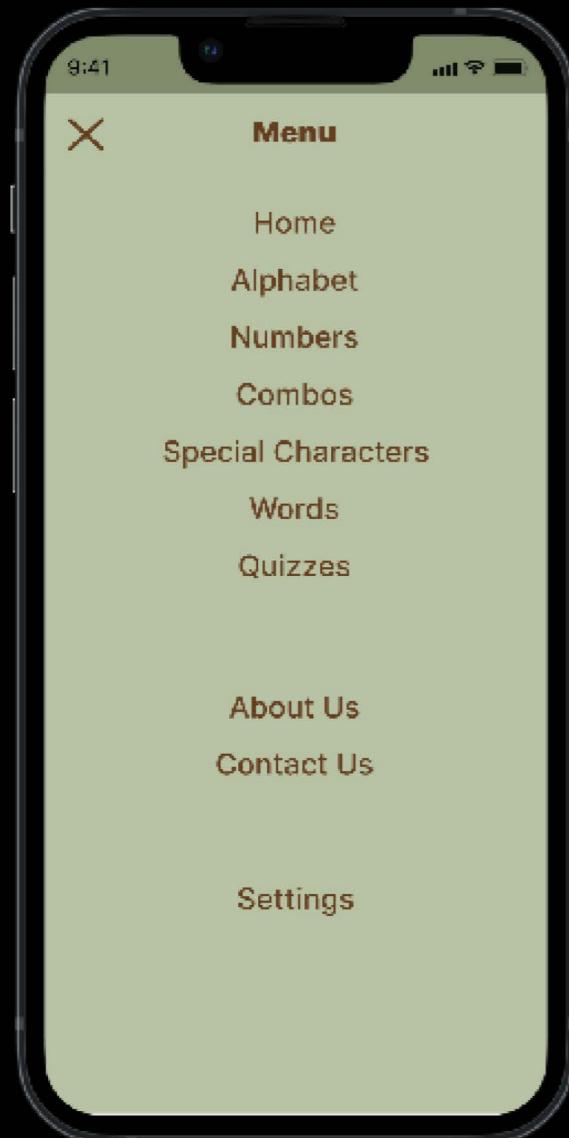


About Us

This gives an overview about the motivations behind the app and the people who worked on it.



Team member information is showcased through a carousel. This will house names and links to sites such as LinkedIn, GitHub, personal portfolios and so forth.



Slide Out Menu

Gives users a condensed view of the items within the app, alongside having access to the about us page, a potential contact page, and settings.

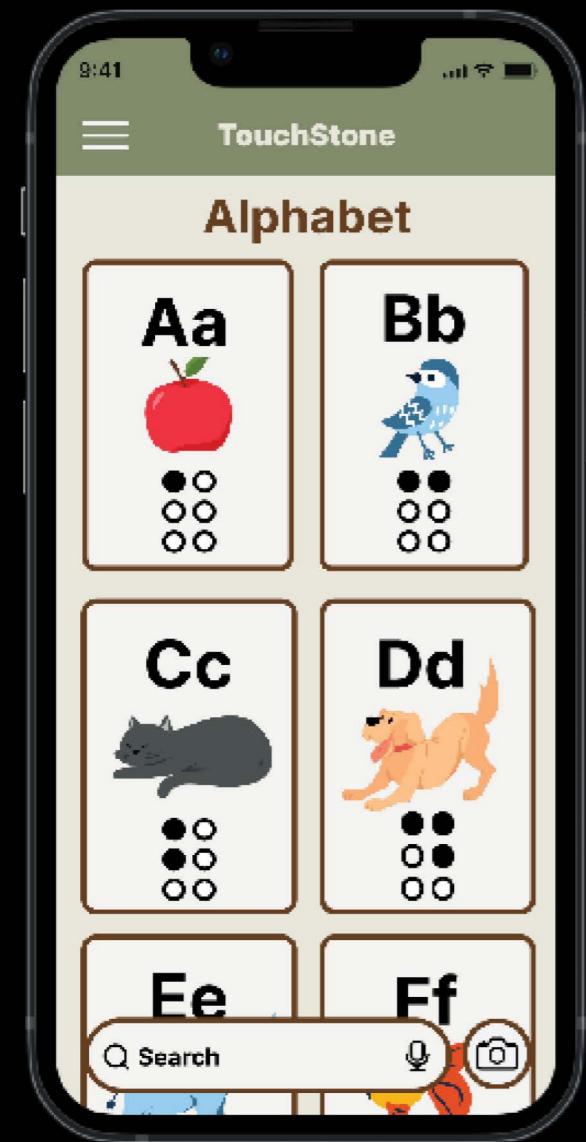


Select Font Size

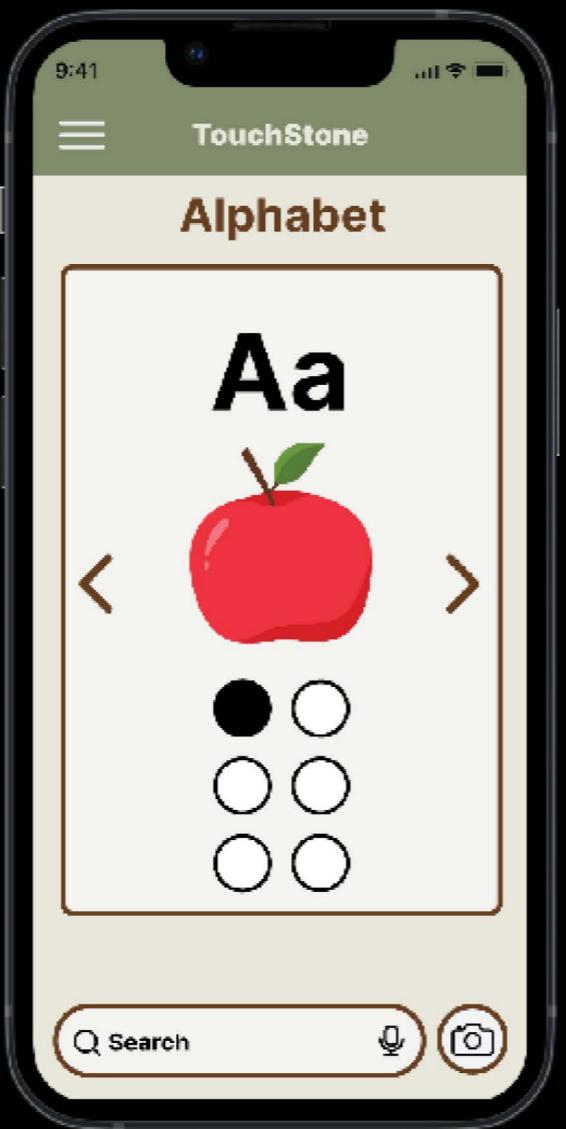
Aa Aa Aa

Settings & Accessibility

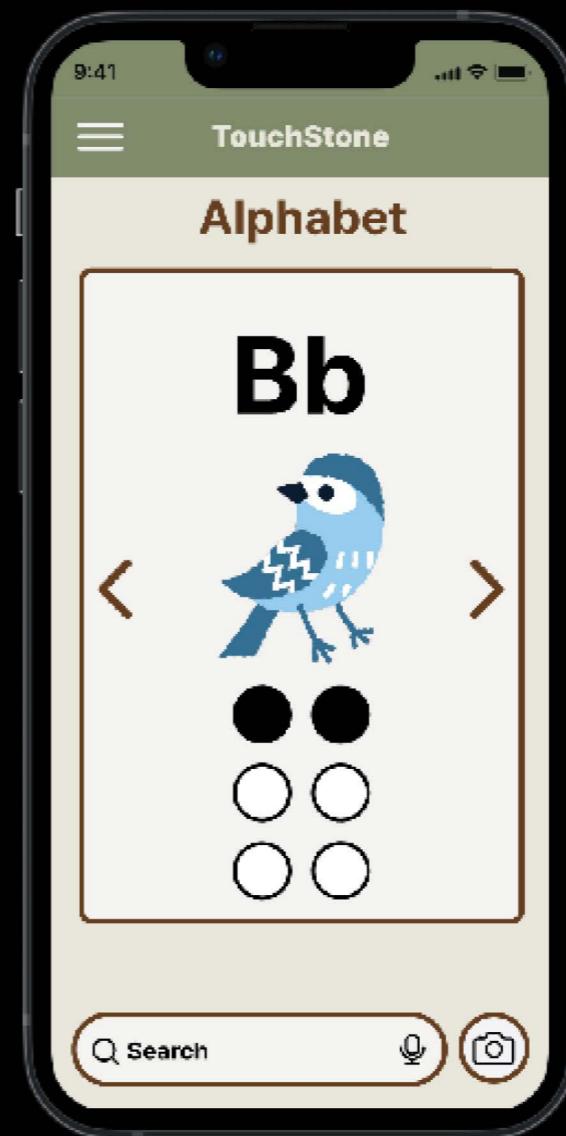
As an app focused on accessibility, we want to give users the ability to customize their experience. The app would allow for vibrations and sounds to be adjusted, alongside font size.



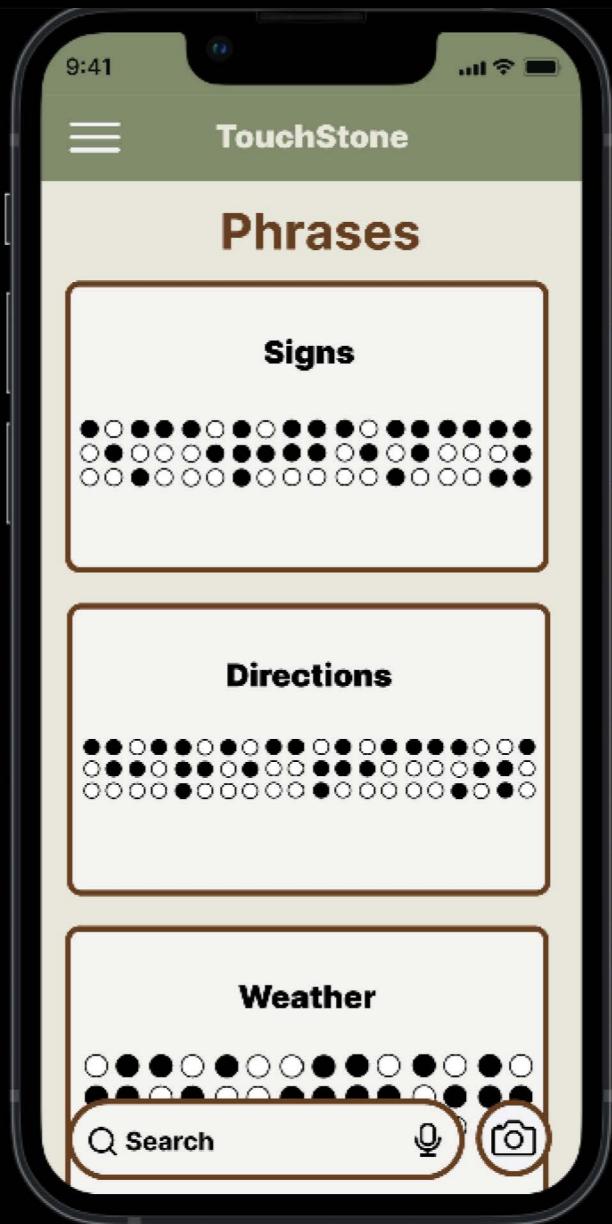
Alphabet Directory
Holds all the alphabet cards, each one is clickable and expandable.



Cards
Each card houses an image to represent the letter and its corresponding braille. Users are able to click through all the cards from this view.

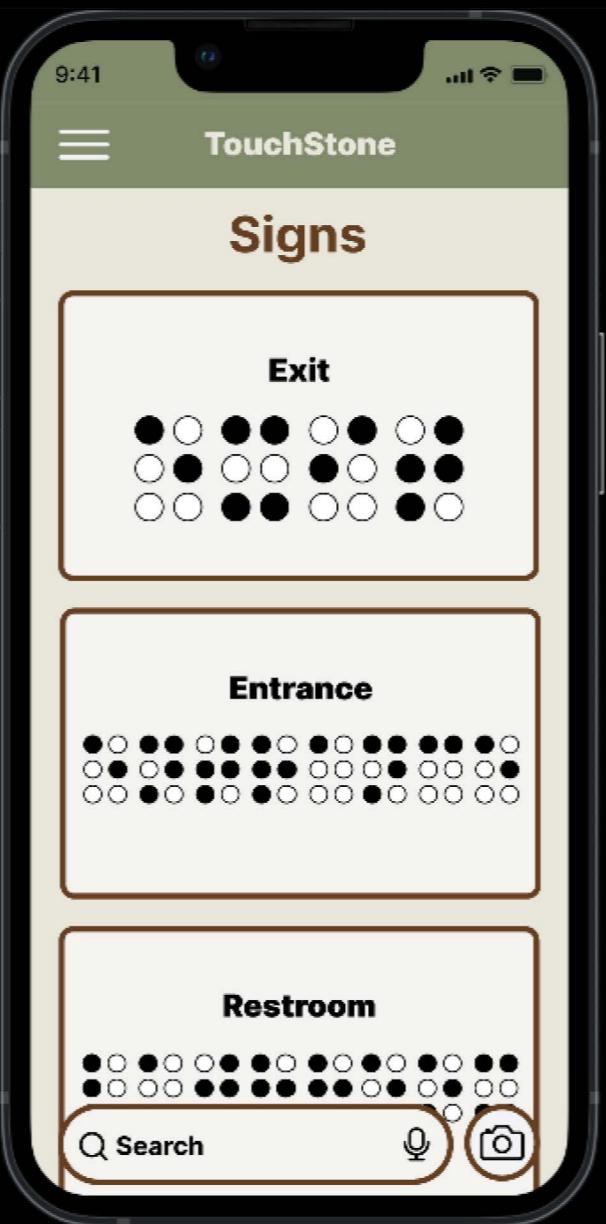


Numbers, Combos, and Special Characters pages all follow the same design.



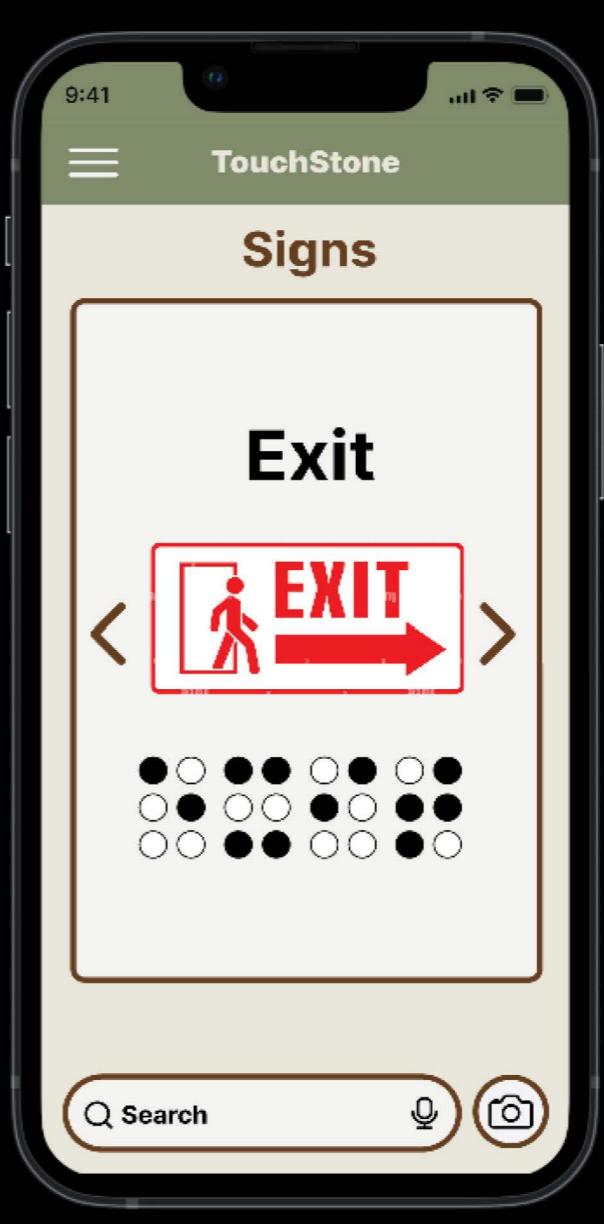
Phrases Directory

Holds all the categories of words.



Word List

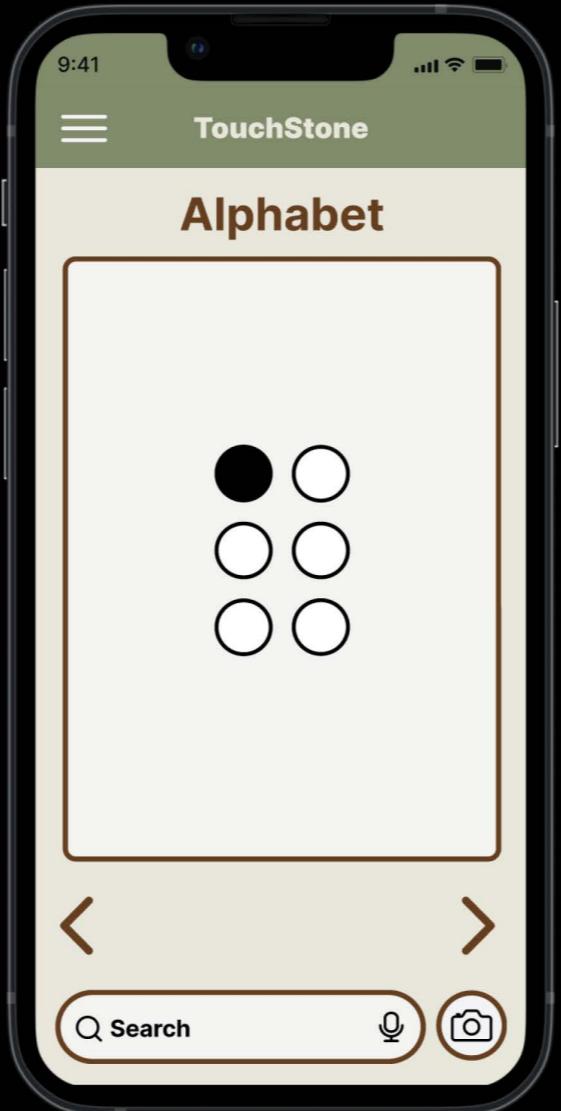
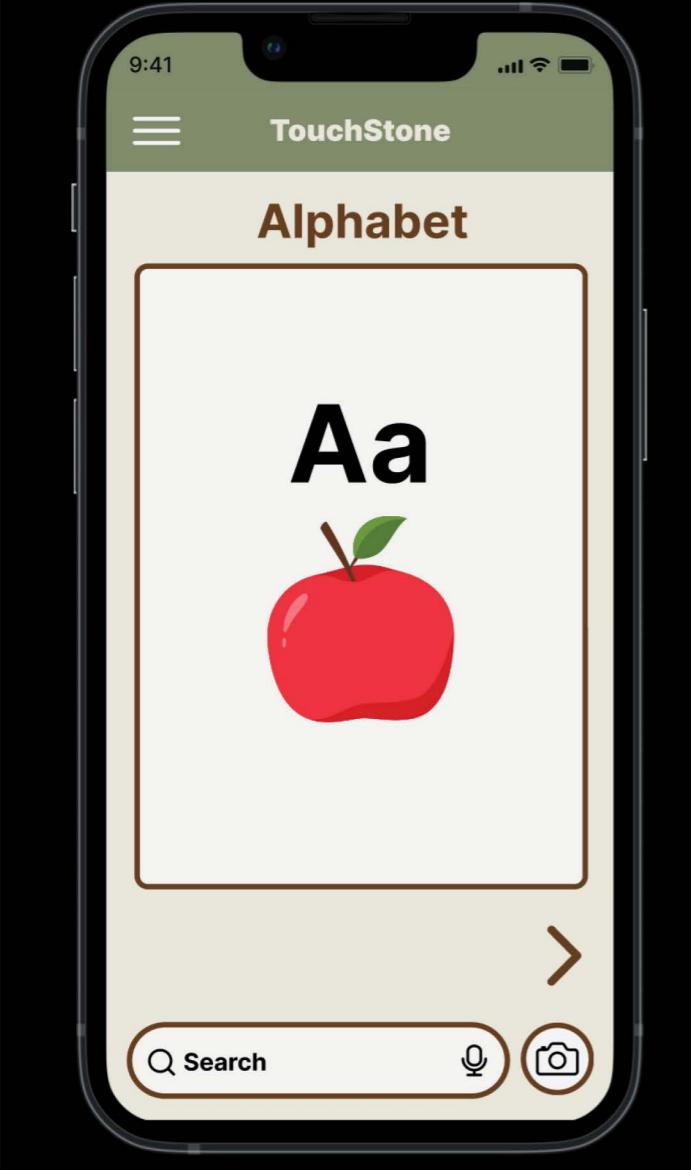
Holds all the cards within the overarching category. Each one is clickable and expandable.



Cards

Each card houses an image to represent the word and its corresponding braille. Users are able to click through all the cards from this view.

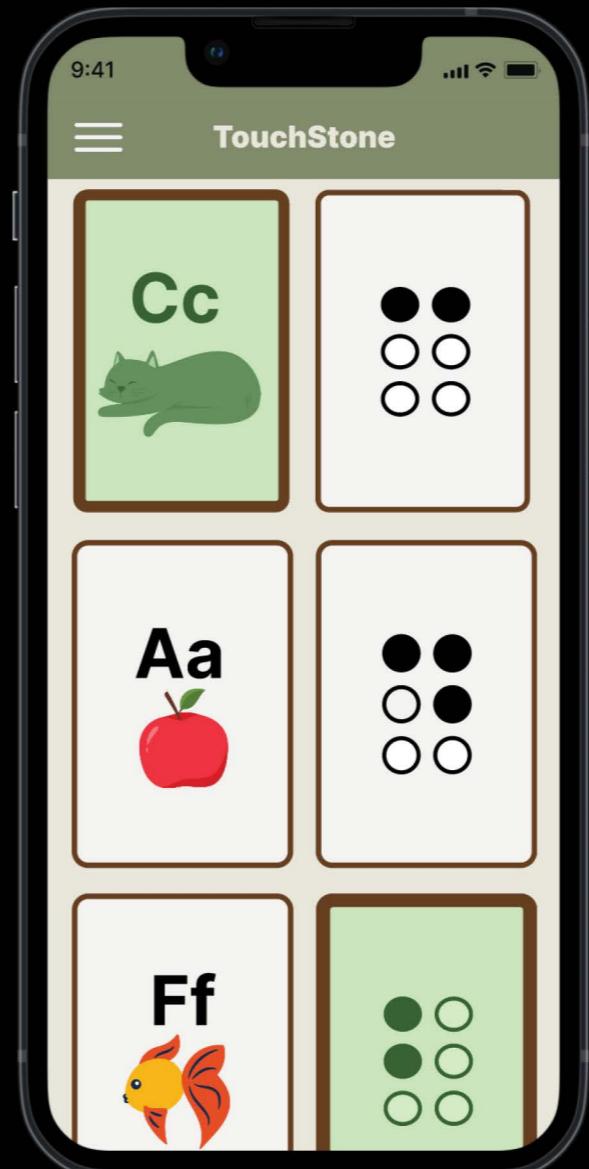
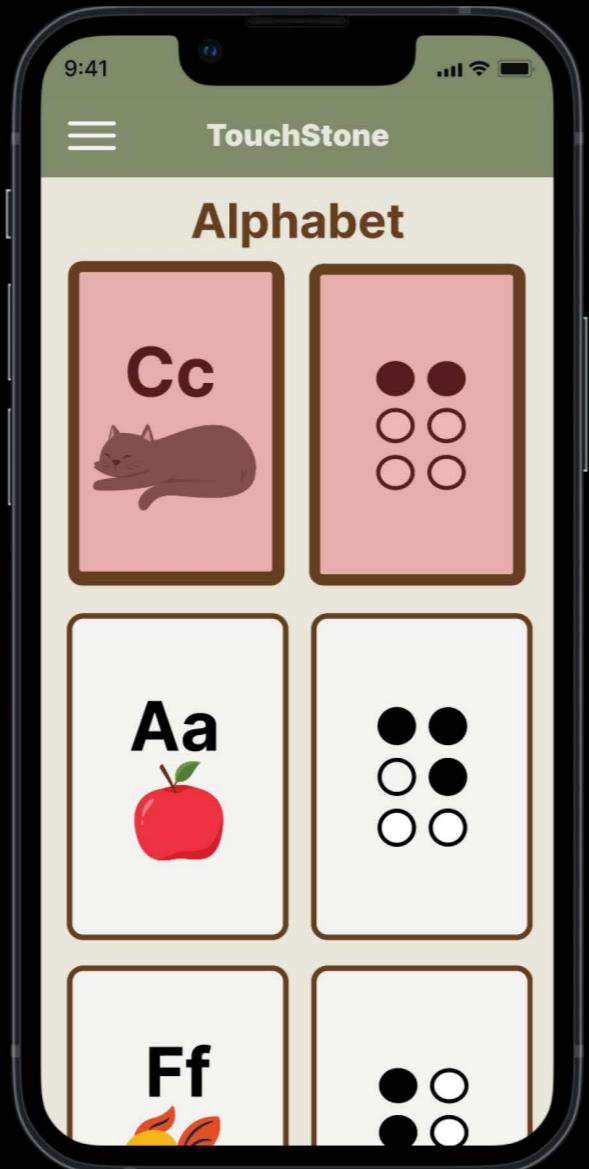
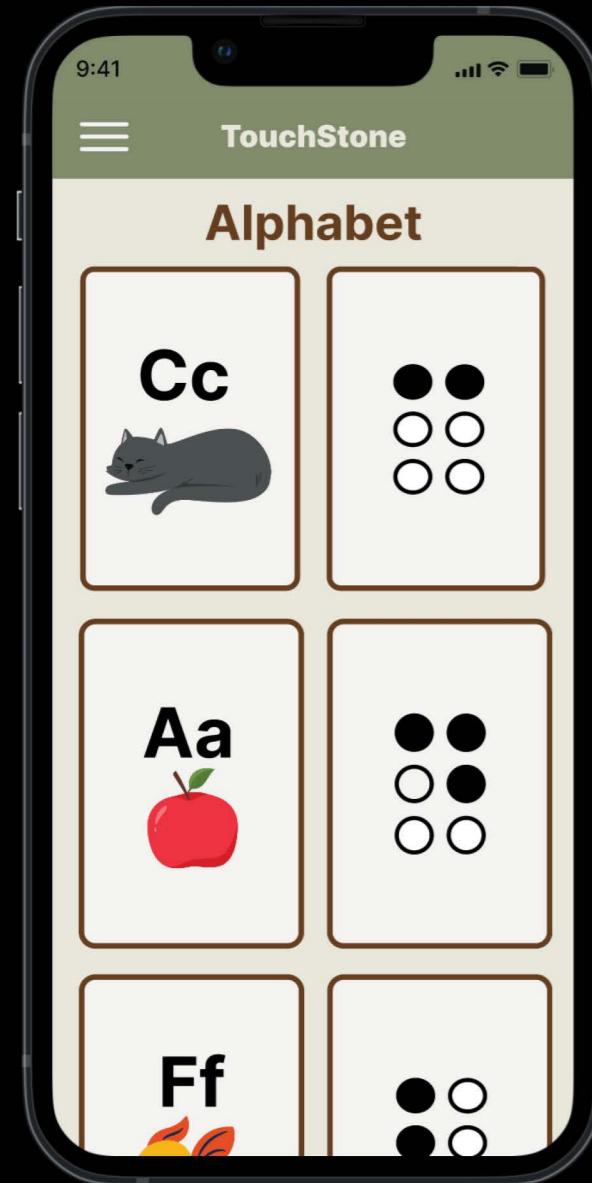
Phrases also follows a similar concept. What differentiates it from the other cards is that it has two directors. One for the main categories and then another for the individual words within it.



Flash Cards

Each card houses an image to represent the character and its corresponding braille on the other side. Users are able to click on each card and flip it over to reveal the opposite side.

Developers will give this a card flipping animation.

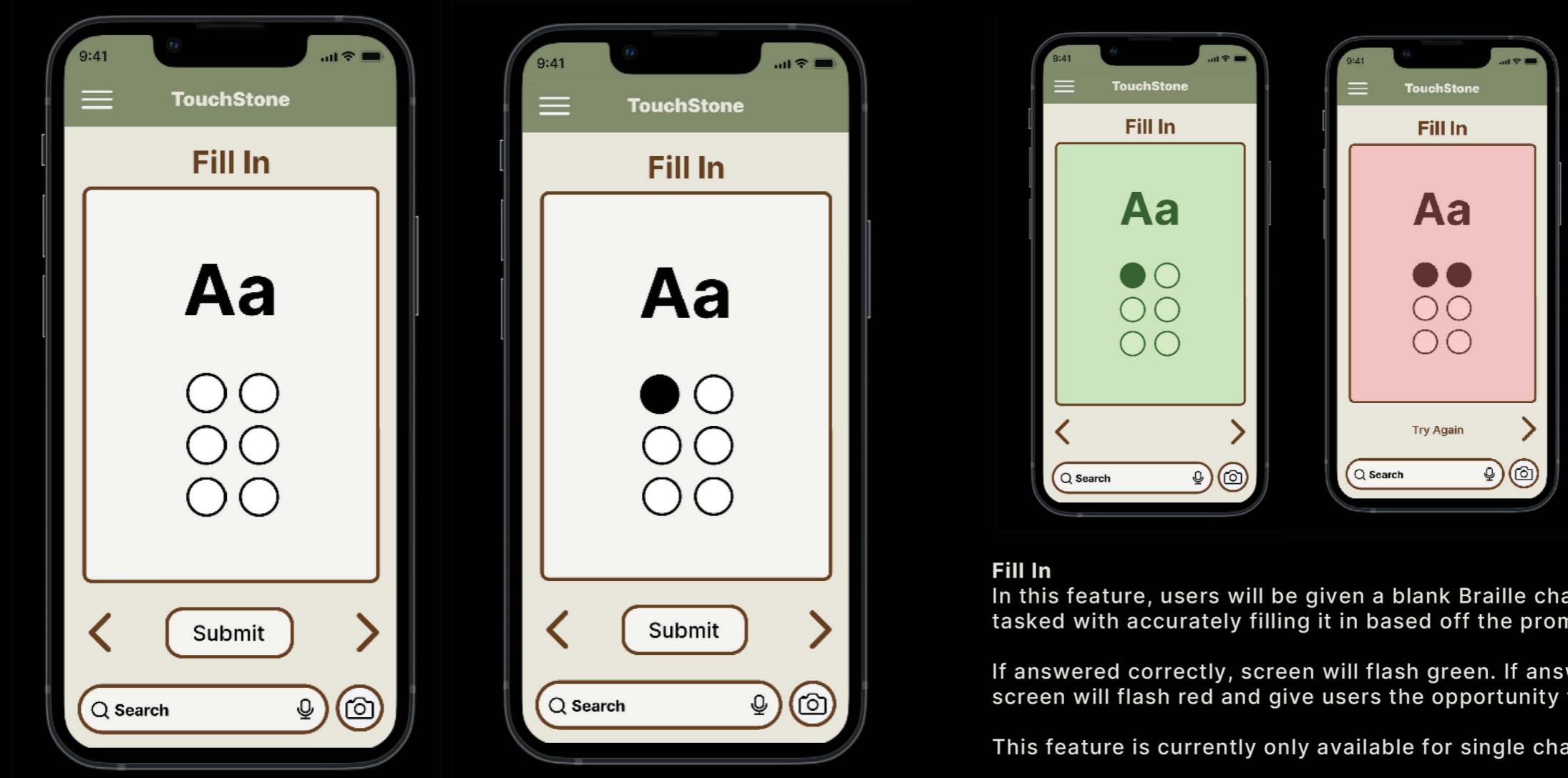


Matching

The cards will be randomized to showcase one the english letter and another with the braille.

When the user matches them incorrectly, the screen will flash red.

When the user matches them correctly, the screen will flash green and the correct pair will disappear.

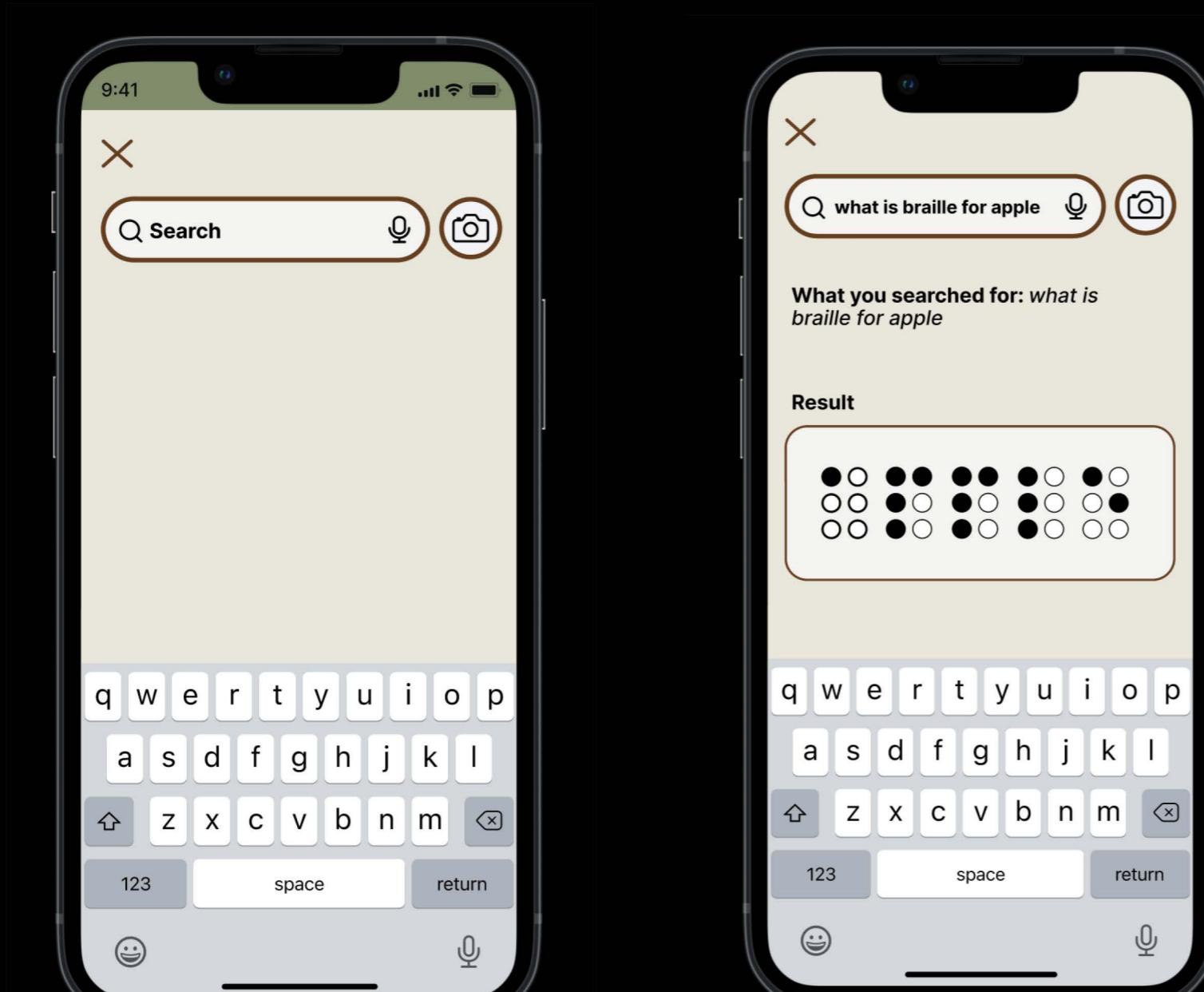


Fill In

In this feature, users will be given a blank Braille character and are tasked with accurately filling it in based off the prompt given.

If answered correctly, screen will flash green. If answered incorrectly, screen will flash red and give users the opportunity to try again.

This feature is currently only available for single character Braille.



Search Bar

This is the first integration of AI. Users will be able to search for a word or letter and be given the corresponding braille for that search.



Camera Feature

Allows users to take a picture of an object and receive the Braille characters for that item.



Microphone Feature
Allows users to speak into their phones and receive Braille translations for their speech.