
PEABODY AWARDS APP

VISUAL DESIGN DOCUMENT

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LOGOS

CMYK



PEABODY



PEABODY

RGB



PEABODY



PEABODY

COLORS



tuxedo black

CMYK: 70/67/65/74
RBG: 35/32/32
#232020

Uses: menu background,
header background



grady gray

CMYK: 70/67/65/74
RBG: 35/32/32
#232020
(80% Opacity)

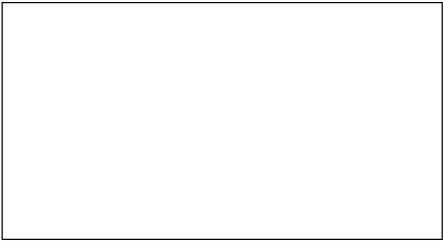
Uses: app background, menu
text elements



trophy gold

CMYK: 37/38/72/7
RBG: 161/142/93
#a18e5d

Uses: page titles, logos,
favorites icon



pearl white

CMYK: 0/0/0/0
RBG: 255/255/255
#ffffff

Uses: body text elements;
titles of series, articles, and
videos

Fonts

OXYGEN

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

BOLD CAPS used for titles of pages, series, articles, and on the menu.

REGULAR CAPS used for “WATCH” next to icon.

Regular Lowercase used for subtitles.

LATO

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

Regular Lowercase used for all body text.

Arquitectura

Only used in the logos supplied by the Peabody Media Center.

Sizes:

Titles on Menu: 34 pt.

Subtitles: 30 pt.

Body: 24 pt.

ICONS

menu icon

The menu icon in our “trophy gold” color is used for navigation on the app. It is located on the upper left-hand corner of every screen.



watch icon

This icon is to be in white on the app. It sits in the lower right-hand corner of the logos of videos that can be watched through the app.



favorites icon

The favorites icon is to be used on the screens with the description of award-winners. It is in “trophy gold.” When an item has not been added to the user’s favorites, it has a transparent center, but when an item has been added to a user’s favorites, it has a gold center.



stationary menu icon

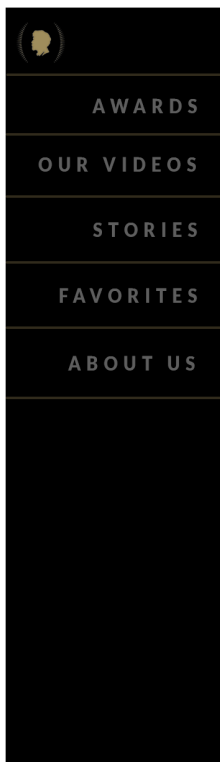
This icon is to be located in the top left-hand corner of the hamburger menu. It is in “trophy gold,” and consists of the head of the Peabody logo.



back icon / arrow to view



The back button icon is used on pages where users would be able to go to the page that they were just at. It will be used on any page that is not directly linked to the hamburger menu. The arrow to view icon is the same as the back button, but is flipped horizontally, with the arrow pointing to the right.



hamburger menu

The hamburger menu can be seen once the user clicks on the hamburger menu icon. It slides out from the left and provides links to all the major screens on the Peabody app. The menu is in black, while the text is in grey; these color choices will create a simplistic look for the user, and they will also allow the Peabody logo in the upper left hand corner of the menu to stand out. Although the previous Peabody app utilized tabs at the bottom of the screen to categorize pages, we ultimately decided to integrate a hamburger menu instead in order to allow Peabody to easily add more content to the menu, if needed. The sections currently on the menu are “Awards,” “Our Videos,” “Stories,” “Favorites,” and “About Us.” The white space under “About Us” allows for other content to be added in the future.

DISCUSSION

LOGOS

Because we are working with an already established client, many of our design elements come from the branding that Peabody has already done. The logos found on the application are the same ones that can be found on the website. This is to ensure that users know the correlation between the website and the app. For the app, we decided to use the simplest form of their logo in order to add to the professionalism of the app.

COLORS

Our color palette for the Peabody App was greatly influenced by the existing brand colors for Peabody. We also wanted to keep the colors very simple and professional-looking since the Peabody Awards are what some people consider to be the greatest honor received. Because of this, we chose a simple black and a gray to be our primary colors for the app. Our secondary colors include a gold color taken from the Peabody logo and a simple white.

FONTS

Because we wanted to keep our app very professional-looking and modern, we decided to mainly use a sans-serif font called "Oxygen." The titles in the app use the bold version of this font in all caps, and the regular versions of the font are used for one of the buttons that the user can click on to watch one of the award-winners. This font is a free Google font, so it is easily accessible for the coding of our app and for any additional branding that Peabody decides to implement. The second font that we used in the creation of the Peabody app is called "Lato." We used this font for all the body text found in the app. "Lato" is also a free Google font, making it easily accessible for branding purposes. It is also listed on Google Fonts as one that pairs well with "Oxygen," one of our other fonts. We used "Lato" for all of the body text elements. The last font that we used in the app is called "Arquitectura." This font is used in the Peabody Media Center logos that were already designed by Peabody.

ICONS

The icons on our app are greatly influenced by the professional design that we want the Peabody App to communicate. Because of this, we added a simple hamburger menu icon in gold that will be featured in the upper-left corner of the app. The next icon is an icon for users to click on when wanting to watch an award-winner. This icon features a simple play sign with a circle around it. The favorites icon will be utilized on each description page, indicating that the user can add an item to his or her favorites. When something has been added to favorites, the gold star will no longer be just an outline; it will be completely filled in. The stationary menu icon is a version of the Peabody logo that we chose to include on our hamburger menu. The back icon and arrow to view icons are both made of a simple arrow with a circle around it. This communicates effectively the purpose of this icon in a simple and aesthetically-pleasing way. Our hamburger menu is an important design aspect of our app because it replaces the previous group's tabs that were located on the bottom of the app pages. We believe that the hamburger menu will allow for a more simplistic user experience for the Peabody app.