



Logo

This is how the identity of the company will be presented throughout our mobile application



output-onlinepngtools (4).png

The logo displayed is created to capture the users' eyes utilising creativity and adventure. The logo includes details of London transportation and attractions such as the TFL, the London eye and the big ben. The name TLA (Transport London Attractions) was chosen because it had a mixture of each subject that our train tourist app involved. The images below are used to inspire us to create our logo.



image_2021-10-20_200355.png



image_2021-10-20_200416.png

Colours

October Skies Color Combination. We focused on a color palette with minimal color usage, that is, shades of purple and white. This gives the app a monochromatic look thus giving it a calming effect. We chose the color purple because it enhances and complements the theme of our app more than the other colors, such as pink, yellow.



East Side

#9271C2
146, 113, 194

Persian Indigo

#2D1674
45, 22, 116

Pink Lace

#FFF2FF
255, 242, 255

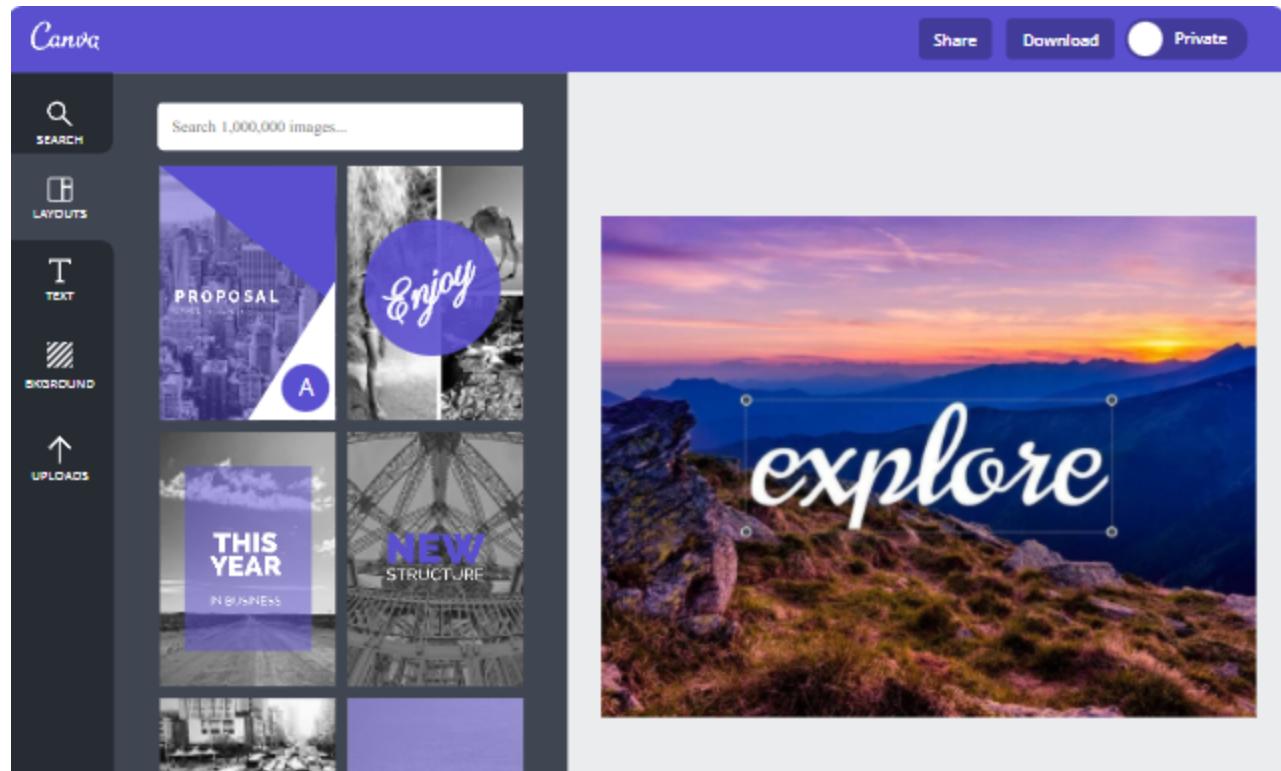
Purple Heart

#703ACF
112, 58, 207

White

#FFFFFF
255, 255, 255

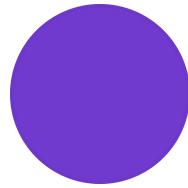
Example where the colours are used



image_2021-10-20_183621.png

Header Styles & Footer Styles

Purple and white colours are used to for the header and footer



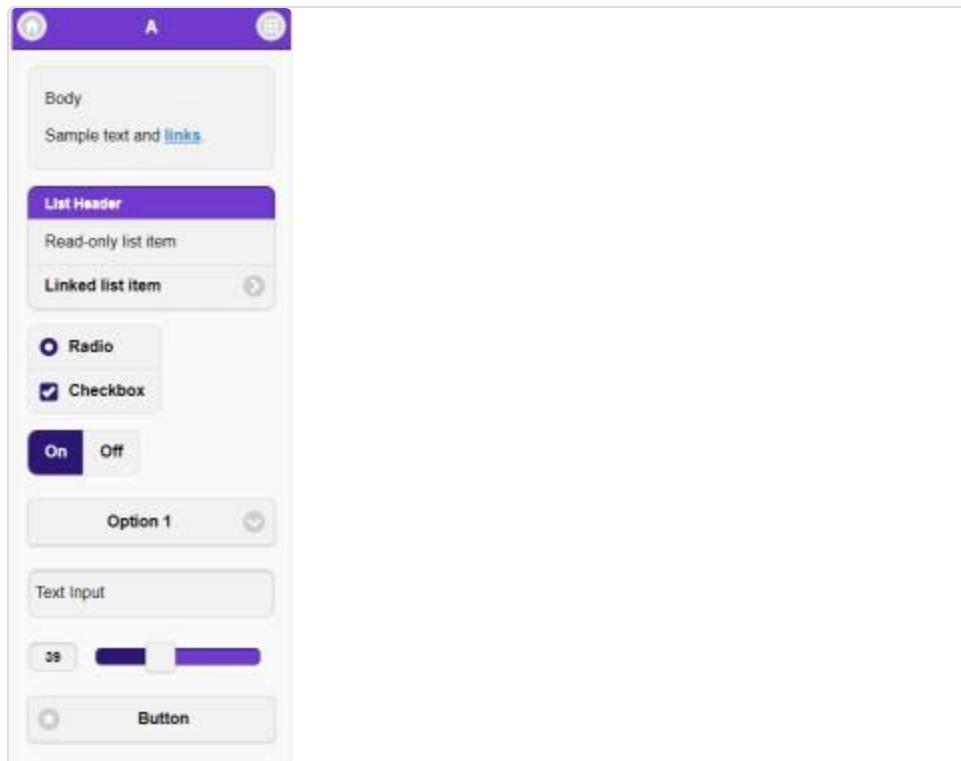
Text

#FFFFFF
255, 255, 255

Background

#703ACF
112, 58, 207

Used Themeroller to apply the colours to headers, footers, buttons, links and body.



unknown.jpg

Color Swatches and their uses

Hexcode	Use
#703ACF	Header/Footer
#FFFFFF	Page background, text on header/footer
#2D1674	Button pressed

Typography

The font listed below all belong to the same family called sans-serif.

There are many advantages when using fonts from the sans-serif family for example, it easy for user to read on all devices as they use less swirls and loops of serifs fonts, which makes it look more simple and elegant. Furthermore, the font is good for headers and titles as well as body text and it wont matter what size it would be as it would be still clear.

Font used for the heading

Bebas Neue WEB

AA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890[,:?!\$&*]

Bebas Neue
Weight: 400
Style: normal

Usage

HTML

```
1 <link href="https://fonts.googleapis.com/css?family=Bebas+Neue" rel="stylesheet" type="text/css">
```

CSS

```
1 font-family: "Bebas Neue", sans-serif;
```

Font used for the sub-header

Aa

ABCDEFGHIJKLMNPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890(.,,:?!\$&*)

Roboto
 Weight: 400
 Style: normal

Usage

HTML

```
1 <link href="https://fonts.googleapis.com/css?family=Roboto" rel="stylesheet" type="text/css">
```

CSS

```
1 font-family: "Roboto", sans-serif;
```

Font used for body text

Aa

ABCDEFGHIJKLMNPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890(.,,:?!\$&*)

Open Sans
 Weight: 300
 Style: normal

Aa

ABCDEFGHIJKLMNPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890(.,,:?!\$&*)

Open Sans
 Weight: 300
 Style: italic

Usage

HTML

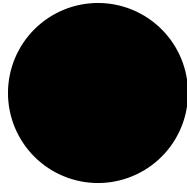
```
1 <link href="https://fonts.googleapis.com/css?family=Open+Sans" rel="stylesheet" type="text/css">
```

CSS

```
1 font-family: "Open Sans", sans-serif;
```

Text Colours

All fonts that will be used will be in black to keep the consistency throughout the whole mobile web application but if the background is purple we will apply the colour white to show contrast between them. The reason why we are using all black is because it will help people with any visual impairment but not blind to read the text better. Moreover, the black text will always have a pure white background to show high contrast between the colours for accessibility.



Black

#000000

0, 0, 0

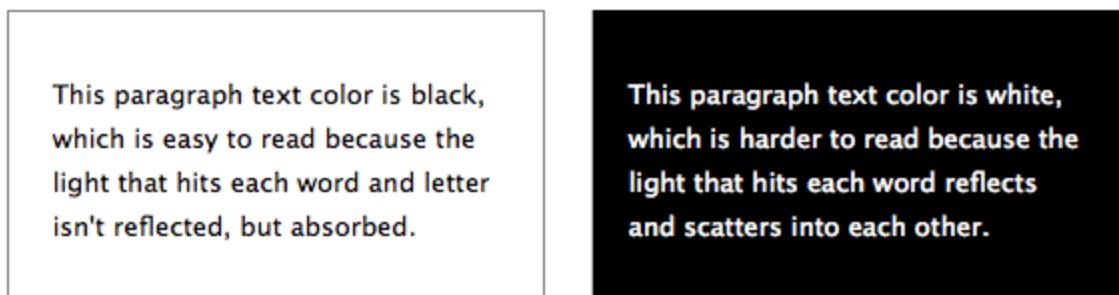


White

#FFFFFF

255, 255, 255

The image below is an example of why black text with a white background will be used.



image_2021-10-20_190037.png

Icons

The icons below are ideas used to portray our visualised branded mobile app.

These icons have been handpicked to suit the specific visual requirements needed to allow users to understand aspects of the application. For example, the "icon heart" is a familiar icon used when a user likes a piece of content such as a page about an attraction.

**Icon Web Font**

for use in websites and apps



icon-aboveground-rail

Character: \e81c



icon-location

Character: \e810



icon-rss

Character: \e811



icon-amex

Character: \f326



icon-mastercard

Character: \f329



icon-search

Character: \e803



icon-bookmark

Character: \e80a



icon-menu

Character: \e802



icon-shop

Character: \e817



icon-bookmark-empty

Character: \e80b



icon-minus-circle

Character: \e815



icon-shop-1

Character: \e835



icon-calendar

Character: \e81b



icon-money

Character: \e819



icon-star

Character: \e808



icon-cancel

Character: \e813



icon-ok

Character: \e812



icon-star-empty

Character: \e807



icon-cog

Character: \e80d



icon-pencil

Character: \e81f



icon-trash

Character: \e80c



icon-credit-card

Character: \e820



icon-plus

Character: \e804



icon-trash-1

Character: \f1f8



icon-diamond

Character: \e816



icon-plus-circle

Character: \e814



icon-trash-empty

Character: \e81e



icon-discover

Character: \f327



icon-food

Character: \e818



icon-gmail

Character: \e809



icon-heart

Character: \e80e



icon-heart-empty

Character: \e80f

icon-qrcode

Character: \e81d



icon-rail

Character: \e82e



icon-right-open

Character: \e805



icon-right-open-big

Character: \e806

icon-visa

Character: \f328



icon-wallet

Character: \e81a



icon-zoom-in

Character: \e800



icon-zoom-out

Character: \e801

Imagery

The images here display different types of image sizing our app will have. The images picked will be related to the theme of the app, therefore, correlating with the brand of the logo.

The images have sizes that are adjusted to the users' device therefore, the images still maintain their quality.



London



Inside virgin Atlantic train



Big Ben



Euston Train station

Large frame



Small Frames



1



2



3



4



5



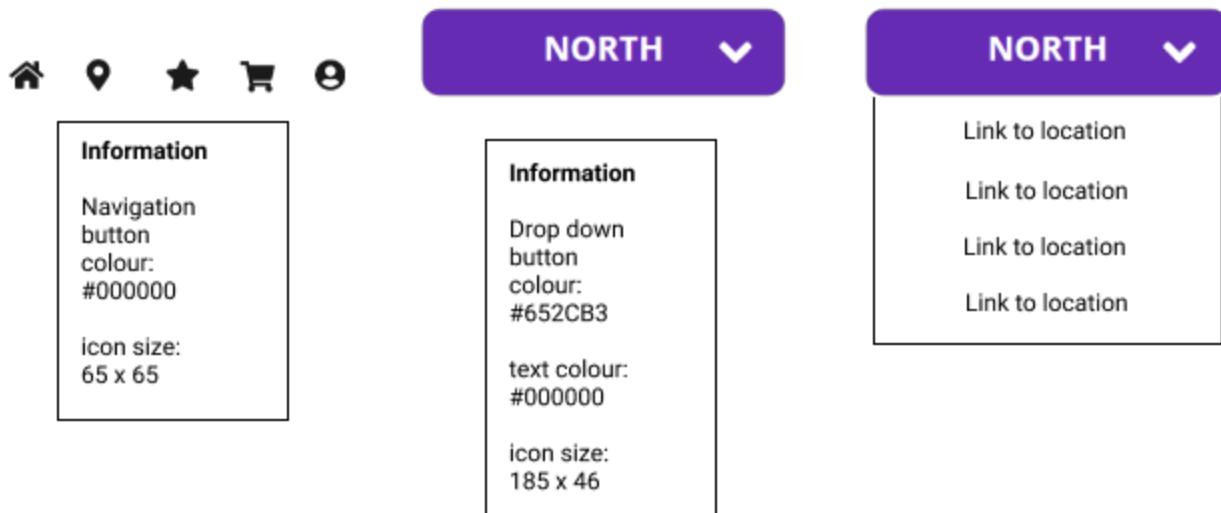
6

The small pics are all W: 426 px H: 320 px

The big pic is W: 873 px H: 647 px

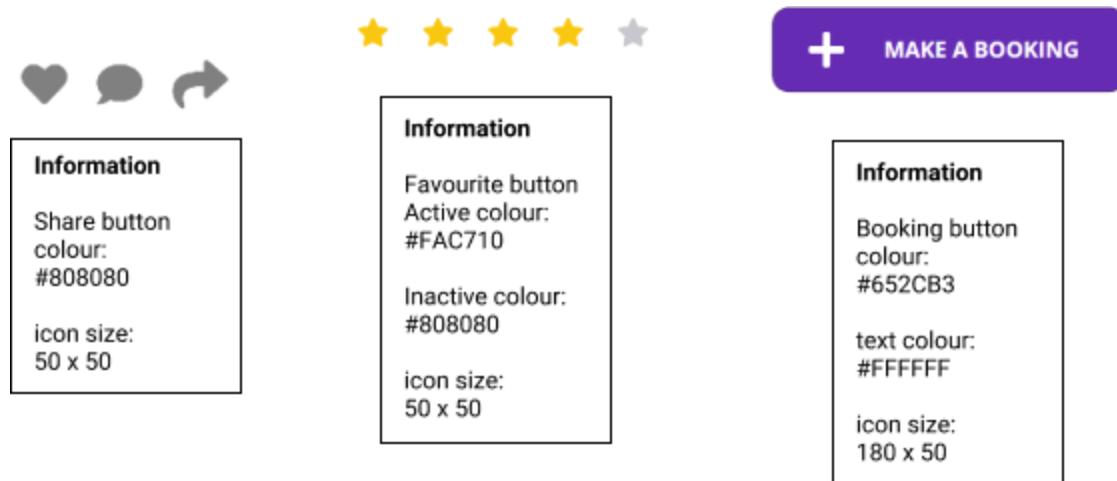
UI elements

Navigation and drop down buttons



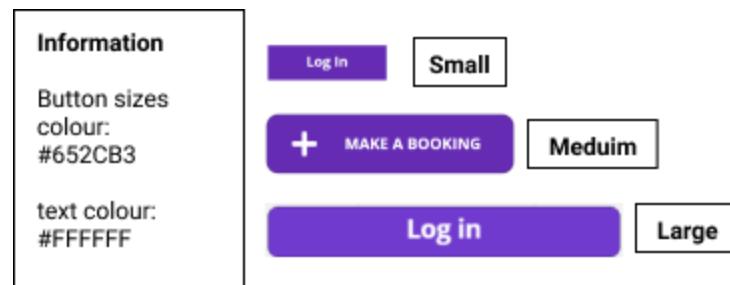
image_2021-11-11_001518.png

Interactive buttons



image_2021-11-11_001618.png

Button sizes

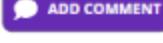


image_2021-11-11_001702.png

Forms

Add comment

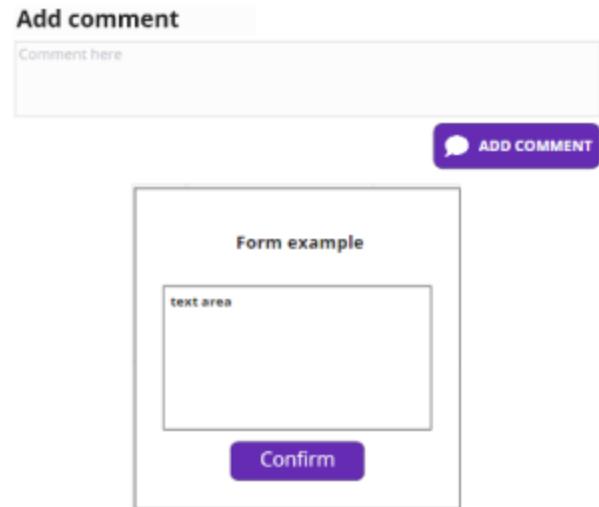
Comment here

 ADD COMMENT

Form example

text area

 Confirm



image_2021-11-11_002251.png