

TYPOGRAPHY

Montserrat:

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

Montserrat was designed by Julieta Ulanovsky. It is described as a Modern Sans Serif

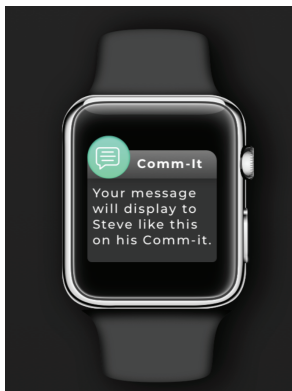
Core design elements:



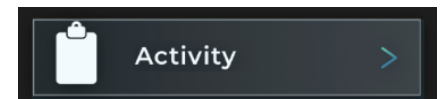
Curved graph must always be displayed.



Cards and call to action buttons must be curved. Upholding the contour bias.

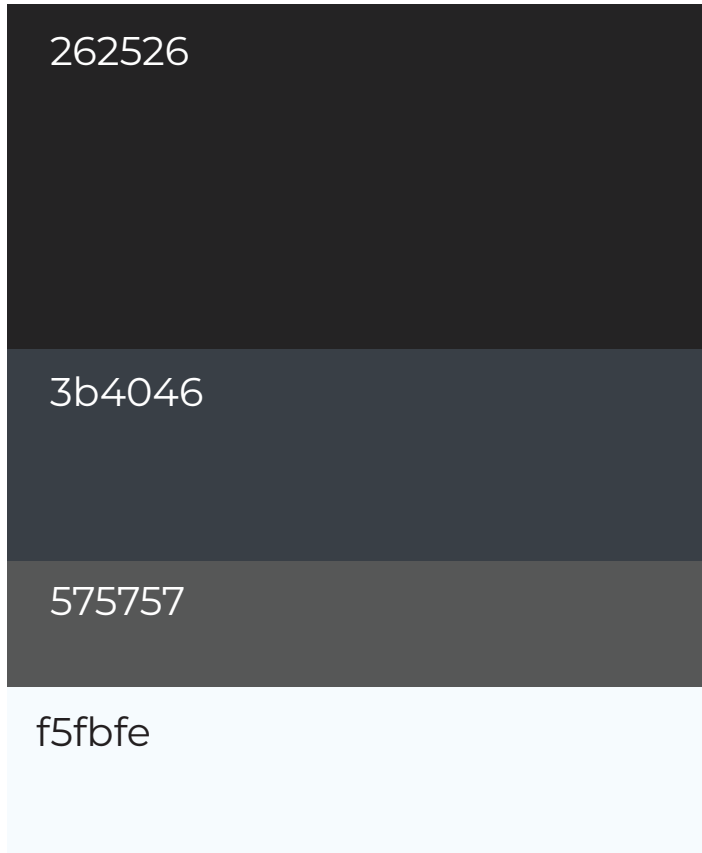


The phone display must always show the iwatch display



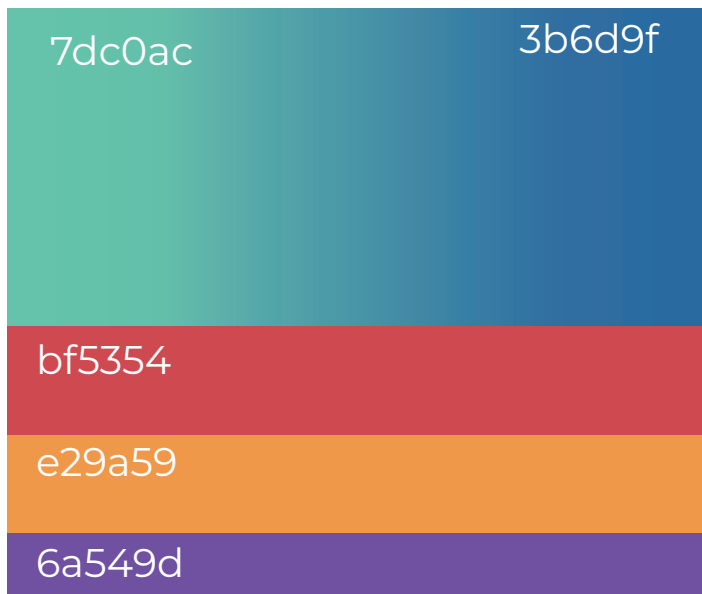
Application features - activity and goals. Must not be curved. Lack of aesthetic consistency can improve navigation.

Colour pallete



Backgrounds and foregrounds - the dark tones display is inspired by googles material design. (Google, n.d.), the place of tone upholds their colour principle of legibility

Typeography - Our font colour is white due to our background and foregrounds being dark toned.



Distinguishable UI elements - All call to action features and elements uphold our gradient, goals have red as time, and organge as money, purple is used for activity. All aims to assosicate colour with the catergory of information thus implementing googles principle of expression and hierachy. (Google, n.d.)



Confirmation colour (Google, n.d.)

LOGO



COMIT

ICONOGRAPHY