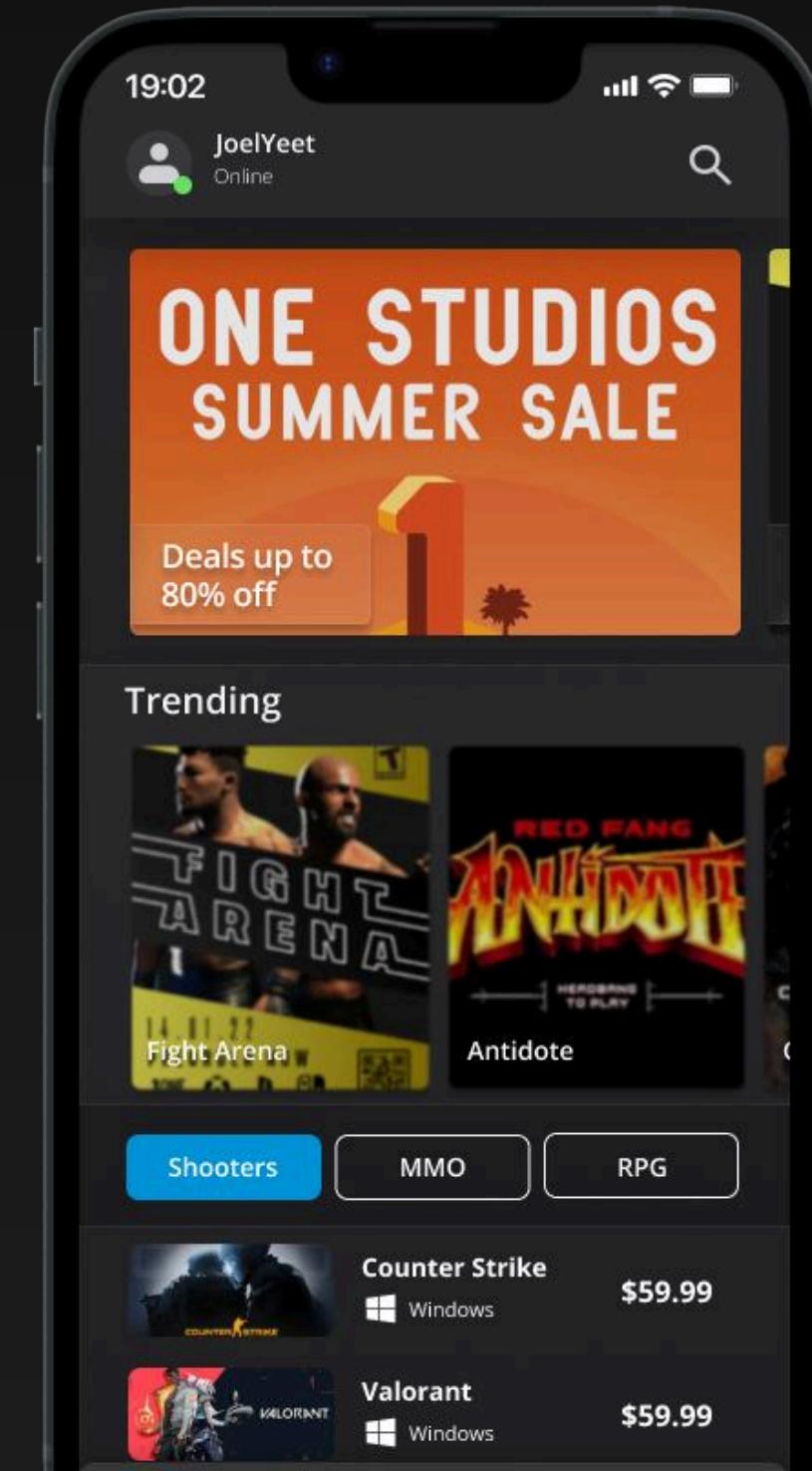


Branding and Style Guide



About — 1

One Championship is a Singaporean combat sports promotion most known for their Mixed Martial Arts and Esports events, over the years, the One brand has since expanded and tapped into various different fields of entertainment, such as journalism and reality television.

Inspired by One Championship's willingness to branch out to different mediums of entertainment, as well as its already established relationship with the world of video games, One Studios represents the hypothetical imagination of a One Championship led venture into the video game development industry.

Utilising design elements from both assignment one and two, this handbook represents an overall design guide with a collection of high fidelity visual mockups for a One Studios mobile application, serving as an integrated marketplace for the sale of video games.

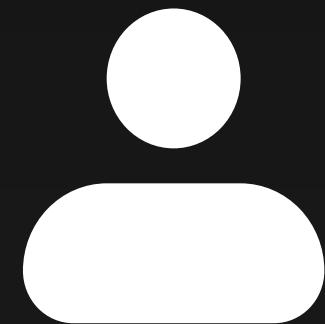
More importantly, this handbook contains a comprehensive collection of guidelines, practices and standards that covers a wide array of elements that collectively contribute to the One Studios brand, voice and overall appearance. By adhering to the set of rules established in this handbook, designers would be capable of creating a product that is consistent with One's identity and narrative, as well as ensure harmony between every design element.

ONE App

A one stop solution to your gaming needs



Marketplace



Community



Statistics

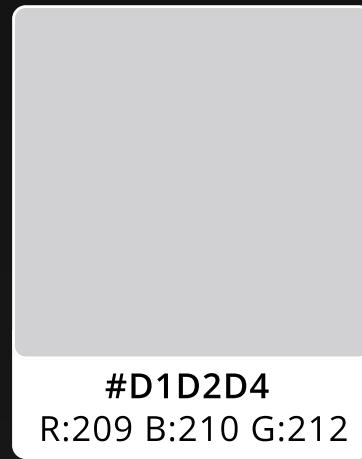
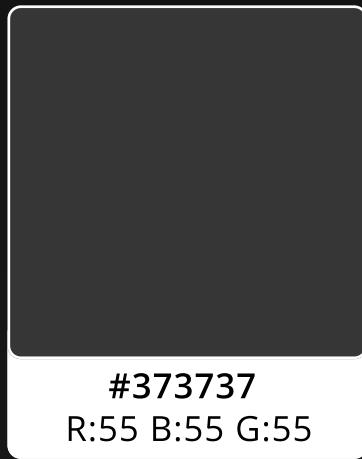
Logo



To reflect and highlight One Studios involvement in the video game industry, the One Studios logo utilizes a gaming joystick, an iconic symbol of video games that is relatable to all generations and demographics. Moreover the overall visual design on the One Studios application is heavily influenced by the design of this logo.

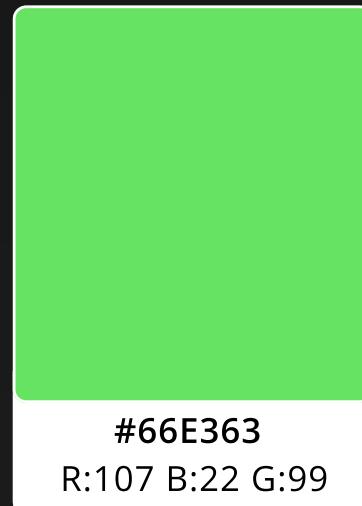
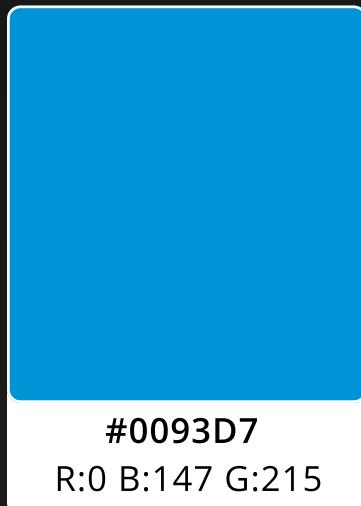
Colour — 2

Main Colours 2.1



In order to remain consistent with One Championship's iconic grey, monochromatic colour scheme, as well as the aforementioned One Studios logo, the One App utilizes a similar grey palette.

Call To Action Colours 2.2



These colours were chosen for their brightness and sharp contrast to the shades of grey that are present in the background.

They are designed to draw attention from the user and are only to be used sparingly, preferably on elements that serve important functions.

Colour Guidelines 2.3

#2A2A2C

Use to distinguish header and navigation bar from background

#2A2A2C

Main background colour, a slight ninety degrees linear gradient may be applied

#D1D2D4

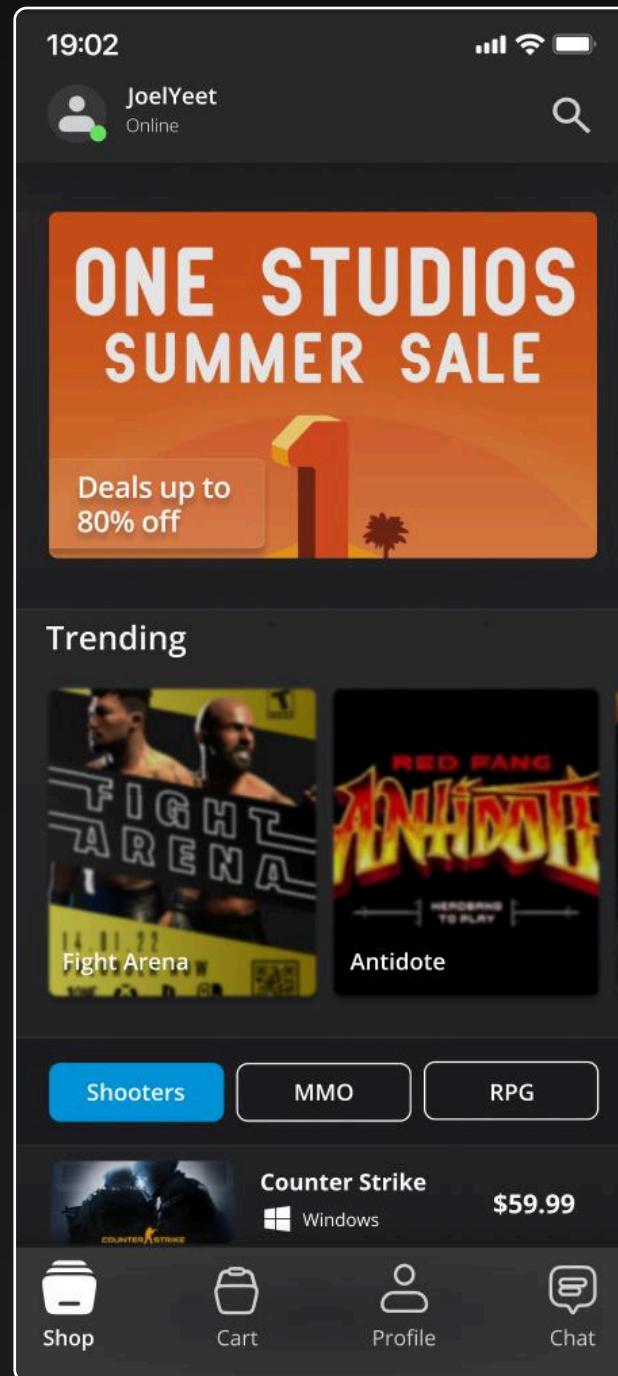
Use to highlight selectable elements

#66E363

Use to highlight important notifications

#0093D7

Use to highlight important selectable elements



Typography

3

Font 3.1

Opens Sans

The quick brown fox jumps over the lazy dog

Open Sans was chosen due to its neutral, clean and modern appearance. It is highly versatile that retains its sleek display in different weights and styles. Furthermore it also extremely readable and optimised for web and mobile design.

Title Weight and Sizes 3.2

Open Sans Semi Bold 32px

Welcome Titles, Page Titles

Open Sans Semi Bold 24px

Card headers, Product Titles

Open Sans Bold 16px

Price, Discounts

Body Weight and Sizes 3.3

Open Sans Light 20px

Unfilled Input Fields

Open Sans Regular 20px

Filled Input Fields, Description Header, Buttons

Open Sans Regular 14px

Description Text

Open Sans Regular 11px

Baby Text, Small Info

Spacing and Pairing 3.4

Ensure appropriate font sizes and line spacing for optimal readability:

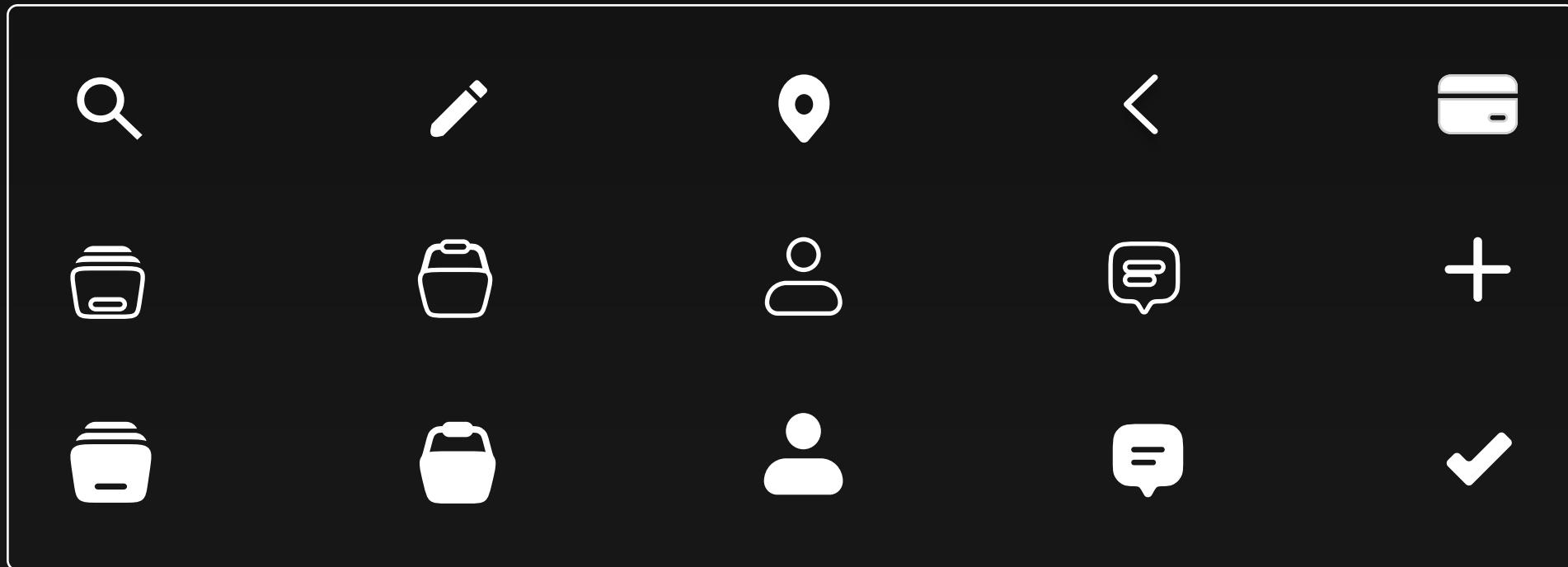
Letter Spacing : 3%

Vertical Spacing 0%

Current mockups only include Open Sans as the sole base font. Should there be a need for any additional fonts, a similar looking Sans-Serif font should be used, to ensure the maintenance of visual harmony.

Iconography

4



Iconography Guidelines 4.1

To ensure visual harmony, ensure any additional icons should have rounded angles. Icons that are used to represent selectable elements such as buttons are to have two different variations, one filled with a solid colour and another with a 1px stroke, this is to serve as a visual indicator of whether the element has been selected by the user.

UI elements

5

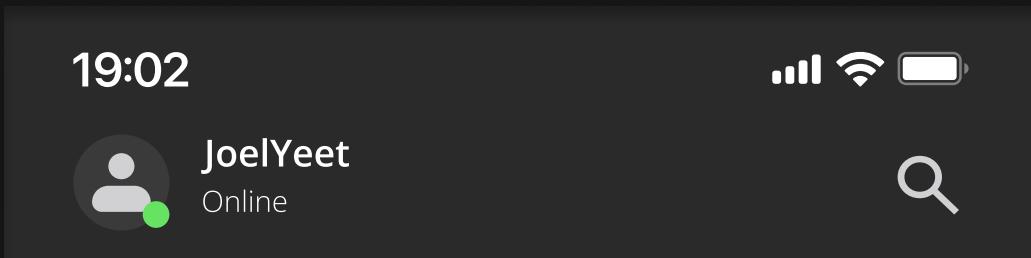
Navigation Bar 5.1



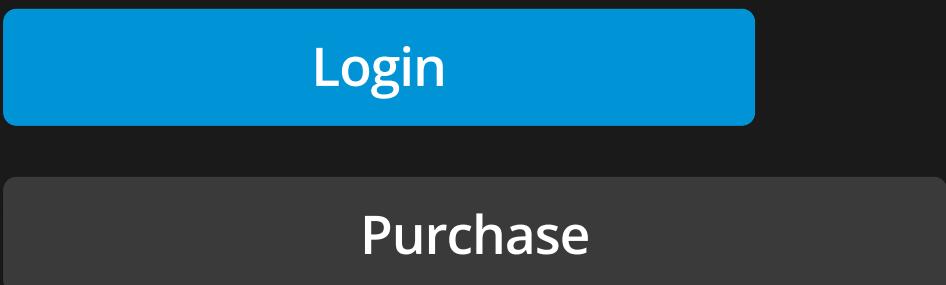
Input Fields 5.4

A rectangular input field with a thin black border and rounded corners, containing the placeholder text "Enter Card Number".

Profile Header 5.2



Buttons 5.3



Drop Down 5.5

Visa ending 1234

▼

A rectangular dropdown menu with a dark background. It contains the text "Visa ending 1234" and a downward-pointing chevron icon on the right side.

Visa ending 1234

^

Add new card

A rectangular dropdown menu with a dark background. It contains the text "Visa ending 1234" at the top, followed by a upward-pointing chevron icon, and the text "Add new card" below it.

Product Cards 5.6



Fight Arena \$39.99

 Windows [Remove](#)



RPG2 \$59.99

 Windows [Remove](#)



Pandakitori \$59.99

 Windows [Remove](#)

Payment Selection 5.7



Fight Arena

\$39.99

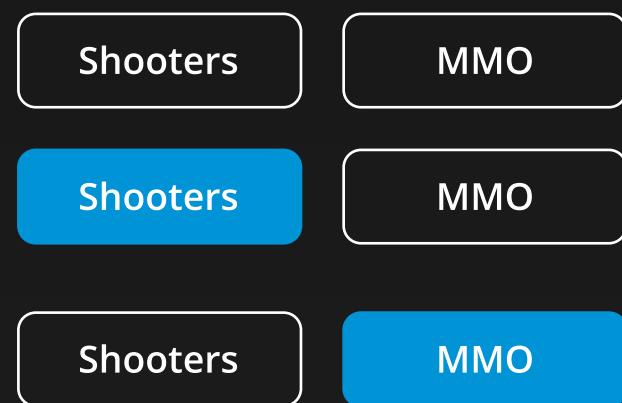
"Fight Arena" is an adrenaline-fueled MMA (Mixed Martial Arts) game that plunges players into the electrifying world of competitive combat.

 Windows [Add to Cart](#)

[Buy](#)

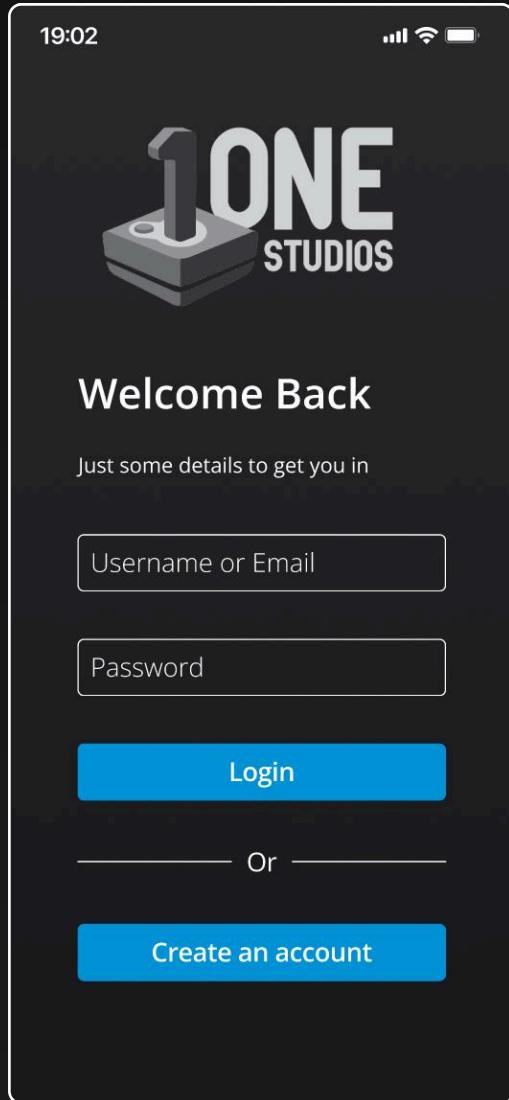
[Fighting](#) [Multiplayer](#)

Genre Tag Selection 5.8

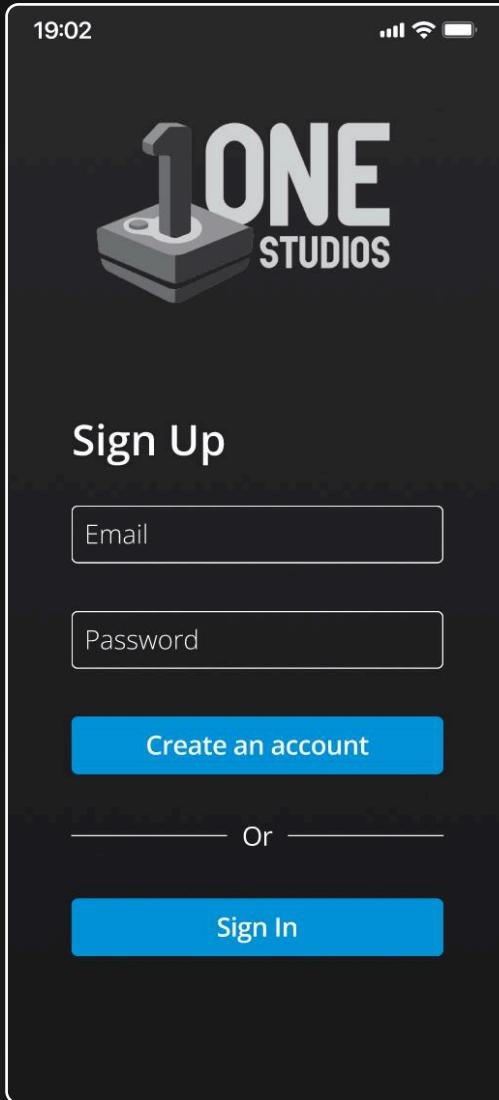


Mockups

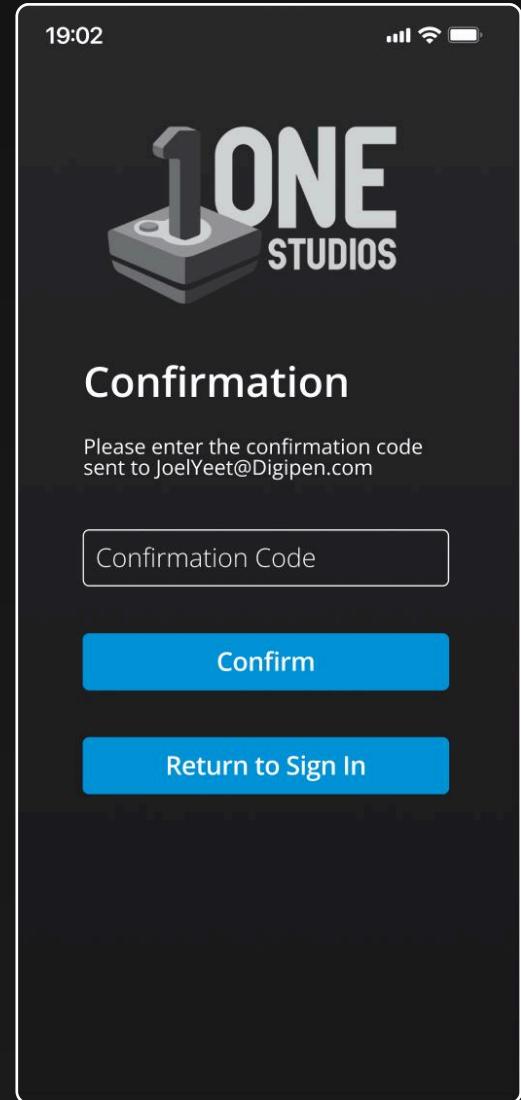
Login 6.1



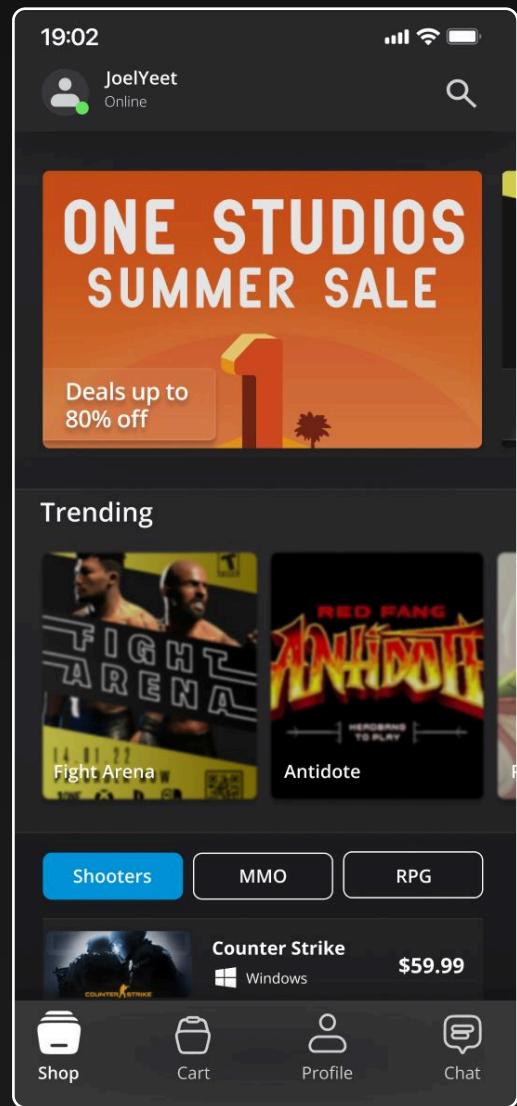
Sign Up 6.2



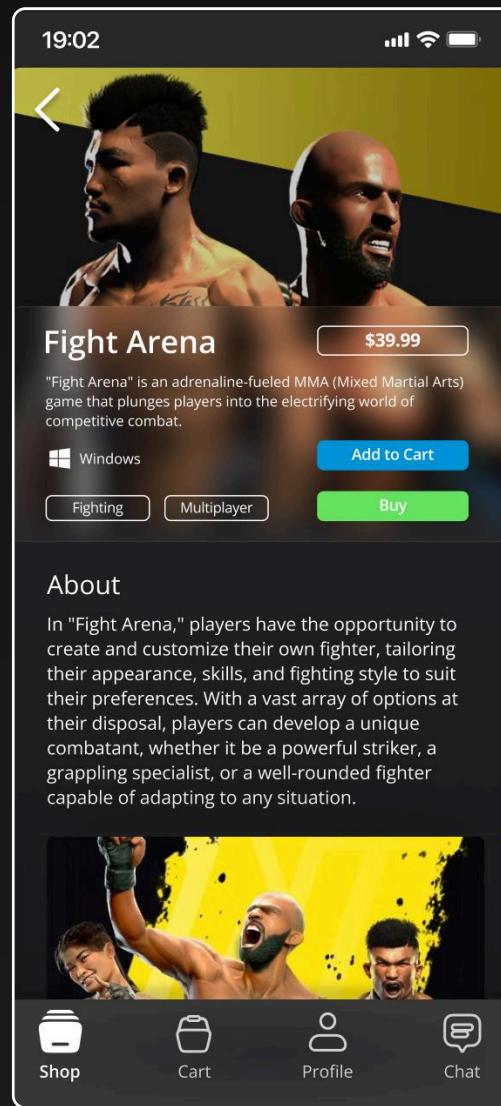
Confirmation 6.3



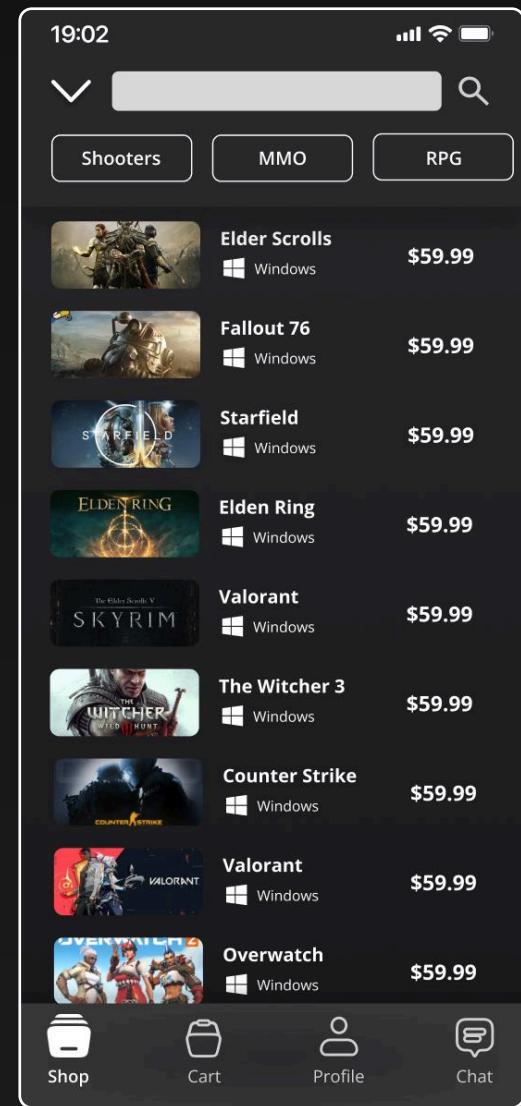
Shop 6.4



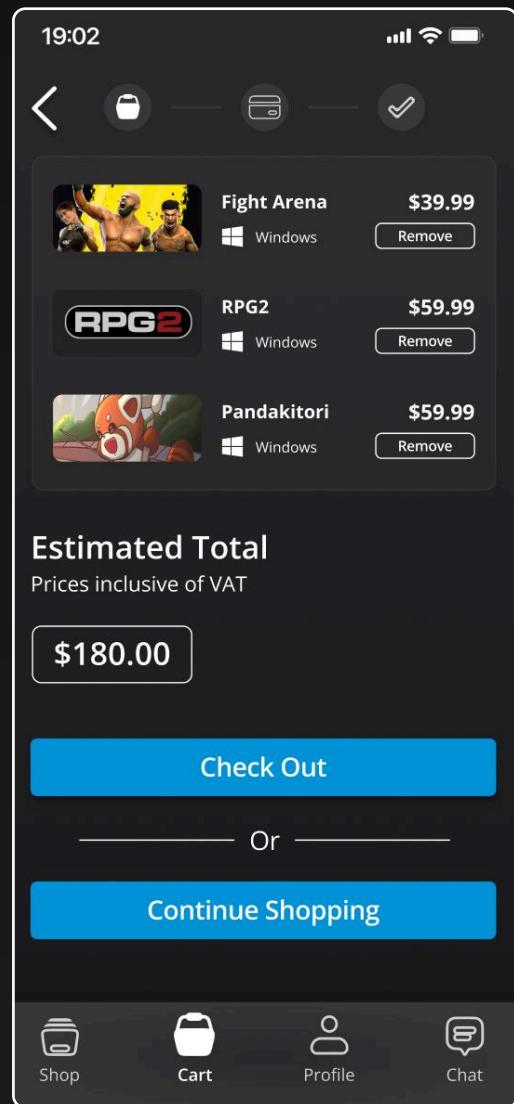
Product Page 6.5



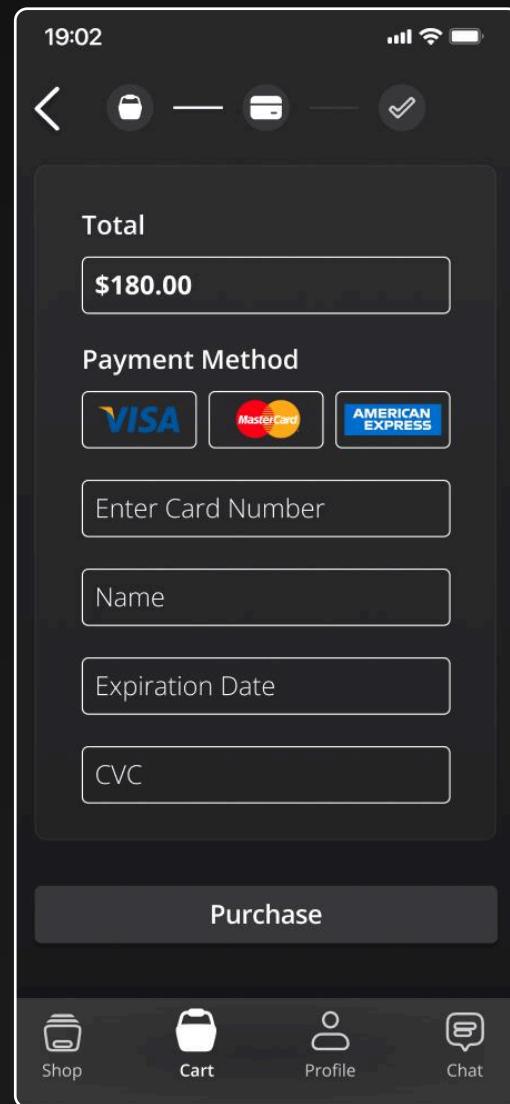
Product Search 6.6



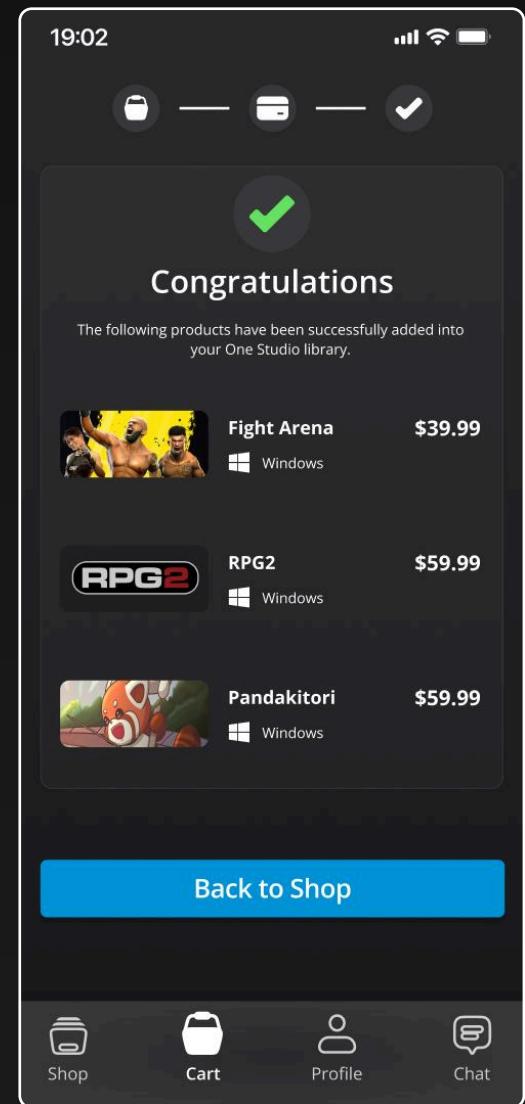
Cart 6.7



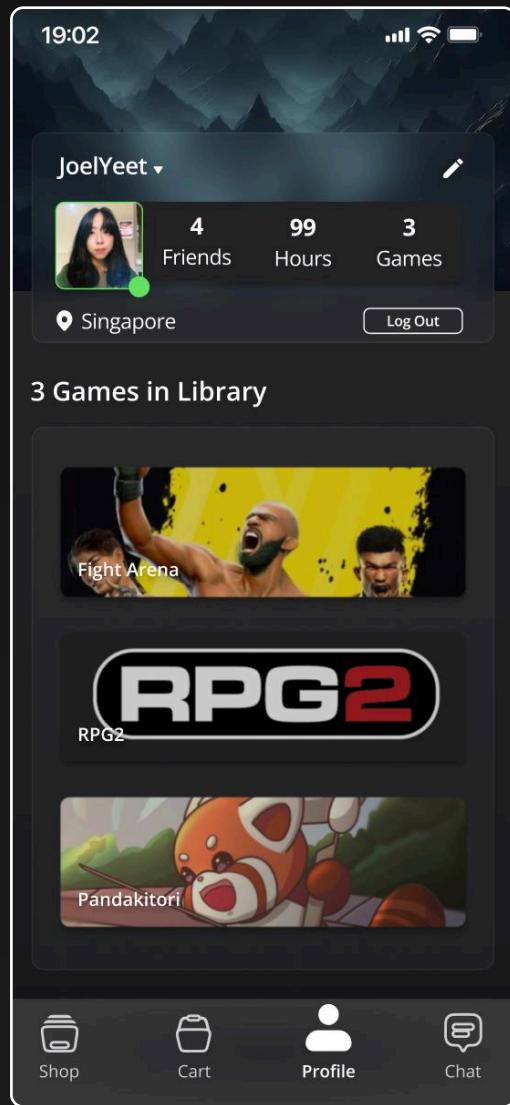
Payment 6.8



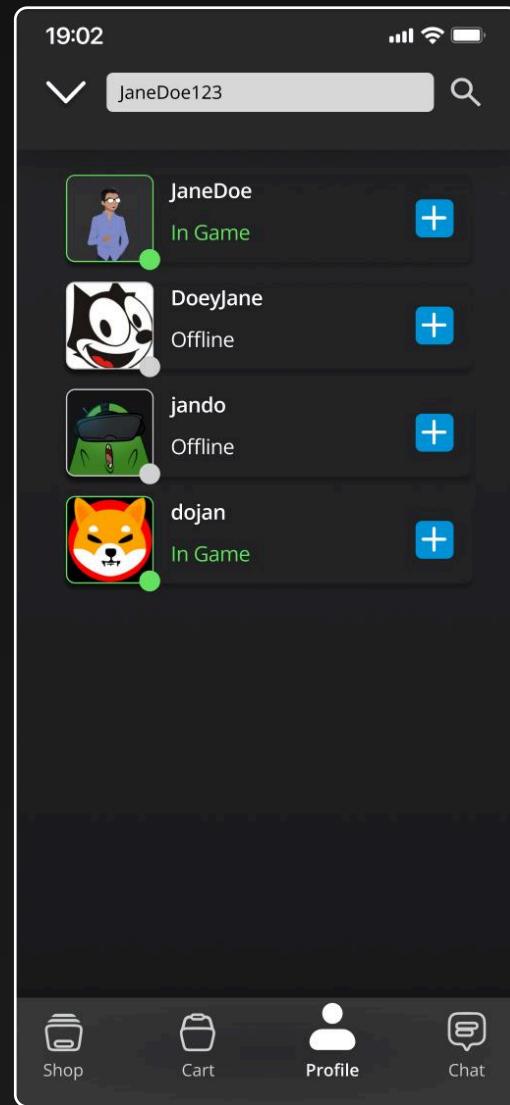
Payment Confirmation 6.9



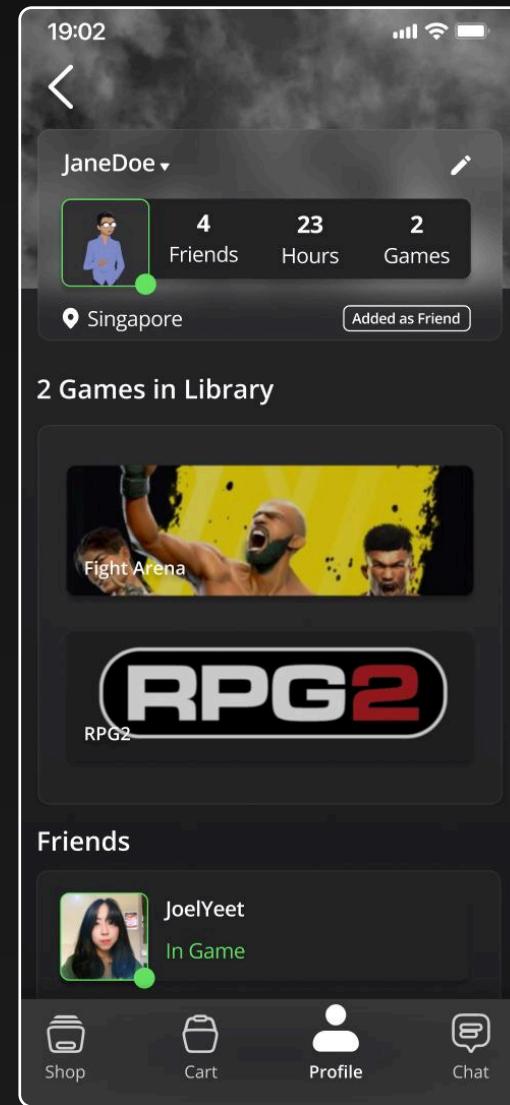
Profile 6.10



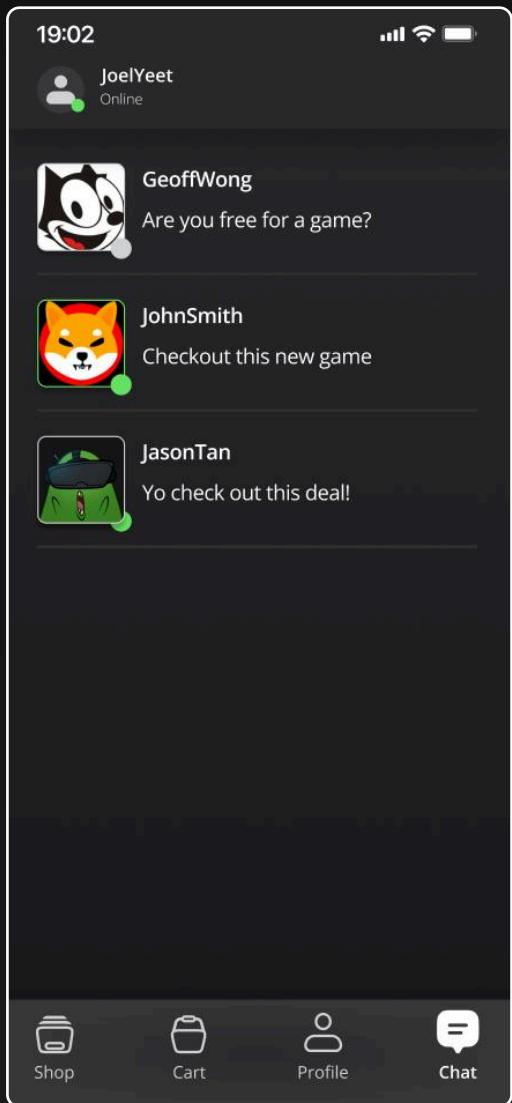
Friends Search 6.11



Friends Profile 6.12



Messages 6.13



Chat 6.14



Animations — 7

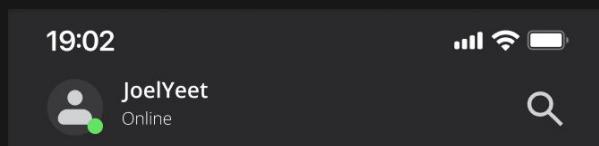
Profile Header and Navigation Bar 7.1

Transitions between screens that have posses the profile header and navigation bar with those that do not should follow the appropriate animation.

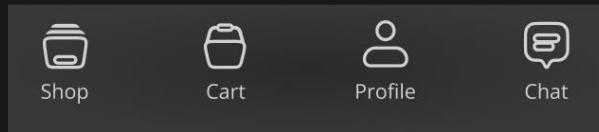
The profile header and navigation bar should slide in out and out from the top and bottom of the screen respectively.

Example

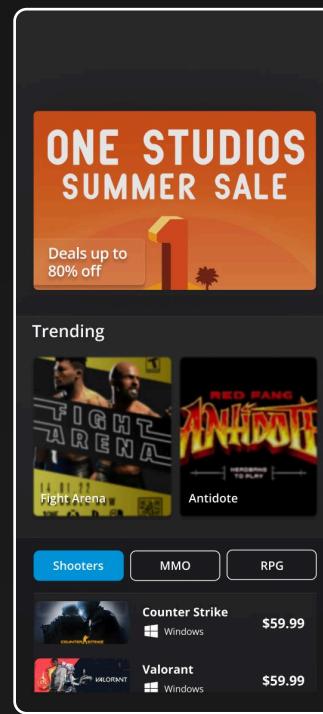
Profile Header



Navigation Bar

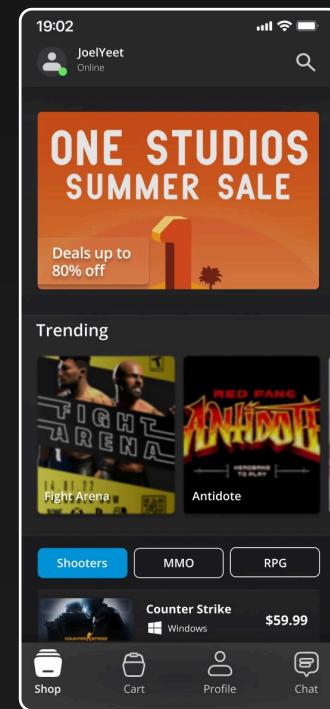


Login



Slide down →

Shop



Slide Up →

Transitions

8

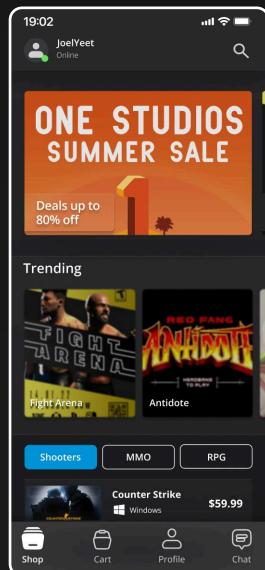
Push Left 8.1

As a general rule of thumb, the push left animation should be used when the users transitions in the positive direction of a user flow, such as Shop -> Product -> Cart.

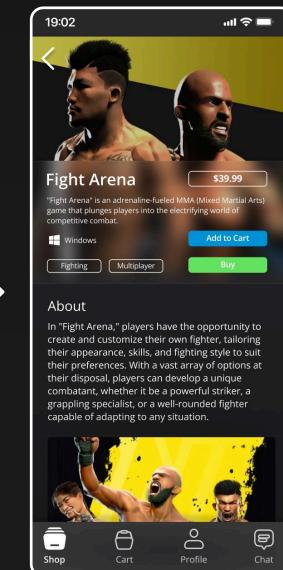
Additionally, transitioning between pages using the navigation bar also utilizes the push left animation, but only if the page being transitioned towards is located to the right of the current selected icon on the navigation bar.

Example

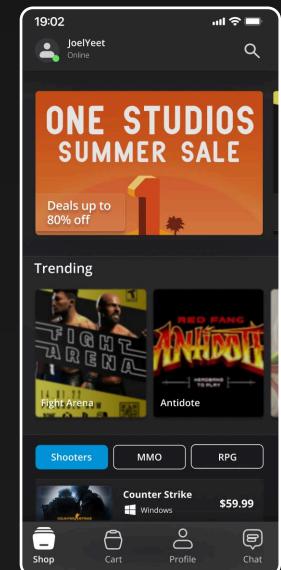
Shop



Product

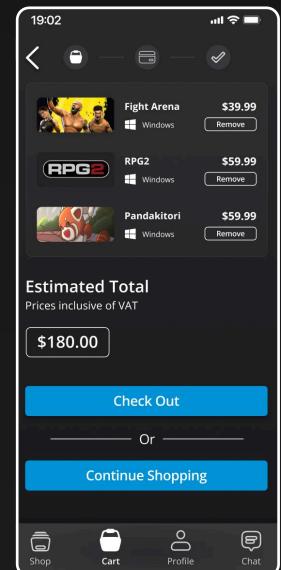


Shop



Push Left

Cart



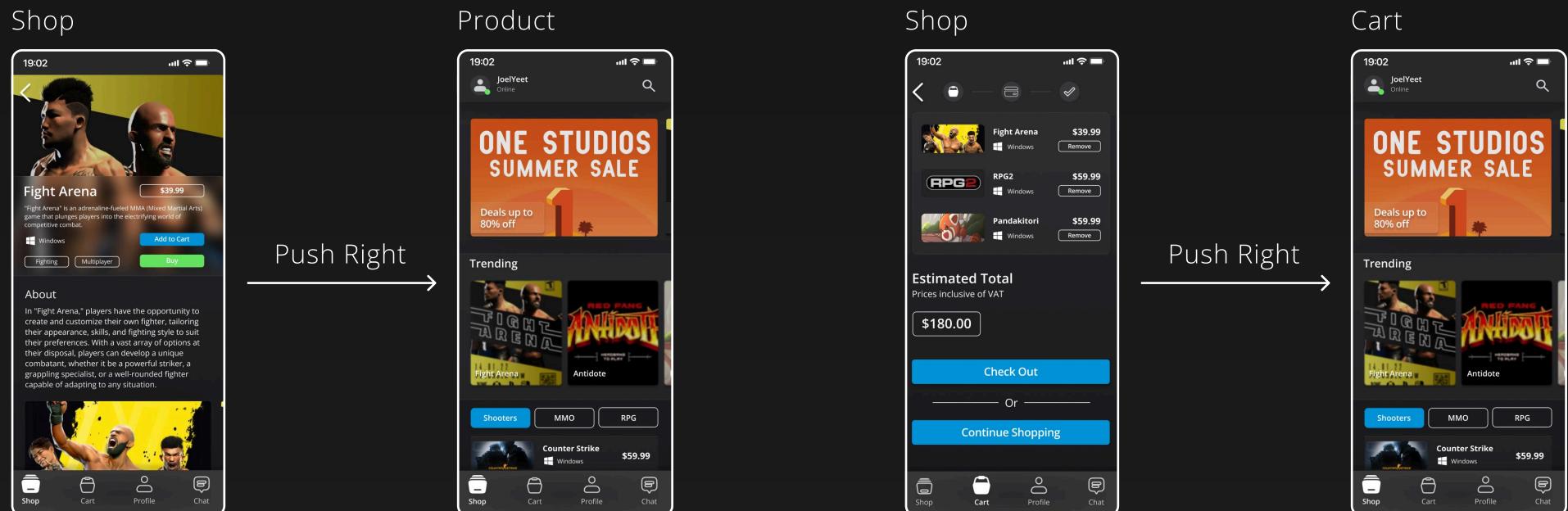
Push Left

Push Right 8.2

The inverse is true for push right animations. It is only used when the user transitions in the negative direction of a user flow, such as using the back button to return to the previous page.

Additionally, transitioning between pages using the navigation bar also utilizes the push right animation, but only if the page being transitioned towards is located to the left of the current selected icon on the navigation bar.

Example

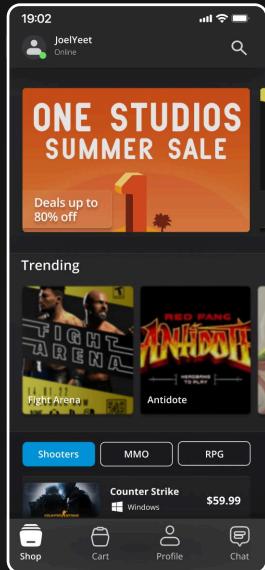


Push Up and Down 8.3

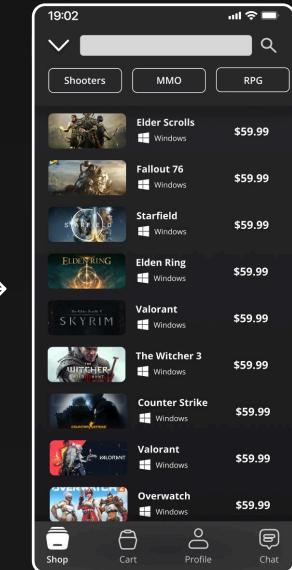
Push up and down animations are used specifically for search functions.

Example

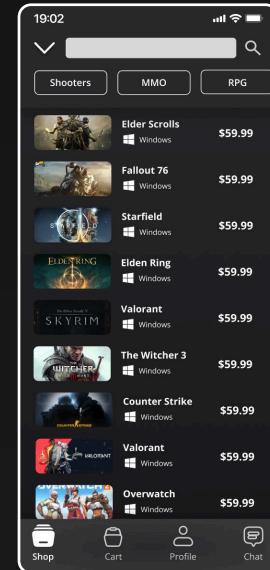
Shop



Product



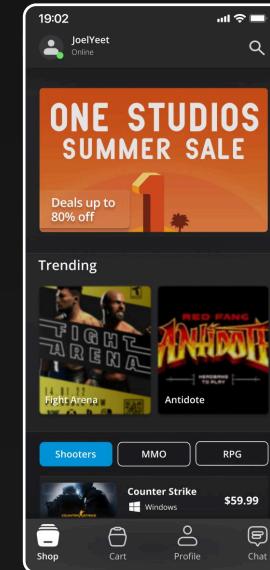
Shop



Push Up

Push Down

Cart



Interactions

9

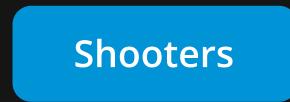
The fill and stroke of certain elements changes based on certain user actions and interactions.

Genre Tags 9.1

Unselected



Selected



Payment Selection 9.2

Unselected

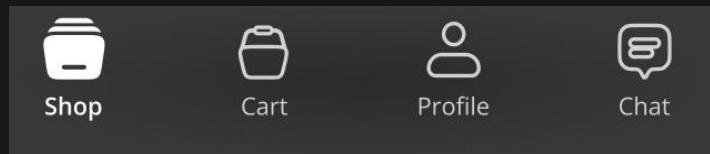


Selected

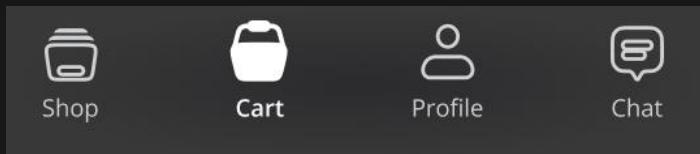


Navigation Bar 9.3

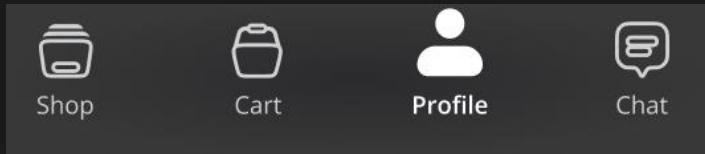
Shop Selected



Cart Selected



Profile Selected



Chat Selected

