

A GUIDE TO USING THE GRAPHIC ELEMENTS OF THE INDIGO BRAND.



T H E A P P

INDIGO

MOODBOARD

STYLE TILES

STYLE GUIDE



INDIGO

The concept of Indigo is to deliver a new way of recording your daily activities and events through art. The idea is to empower each individual with smartphones to live, seek and connect with others that wishes to share their adventures. Indigo will be a flexible photo community that's easy for the users to upload their images to a minimalistic grid. This app is best known as a journal for those who desire to keep track of the journeys and adventures. With Indigo any group of people can connect and shared their photos and videos just by accessing their Android, iPhone, Ipad and even other type of smartphone camera. Indigo offers new and unique features that others competitive apps like Instagram and VSCO don't have. The app encouragues users to Live. Seek and Love the wanderlust journeys of members of the Indigo community. A new and majestic experience.

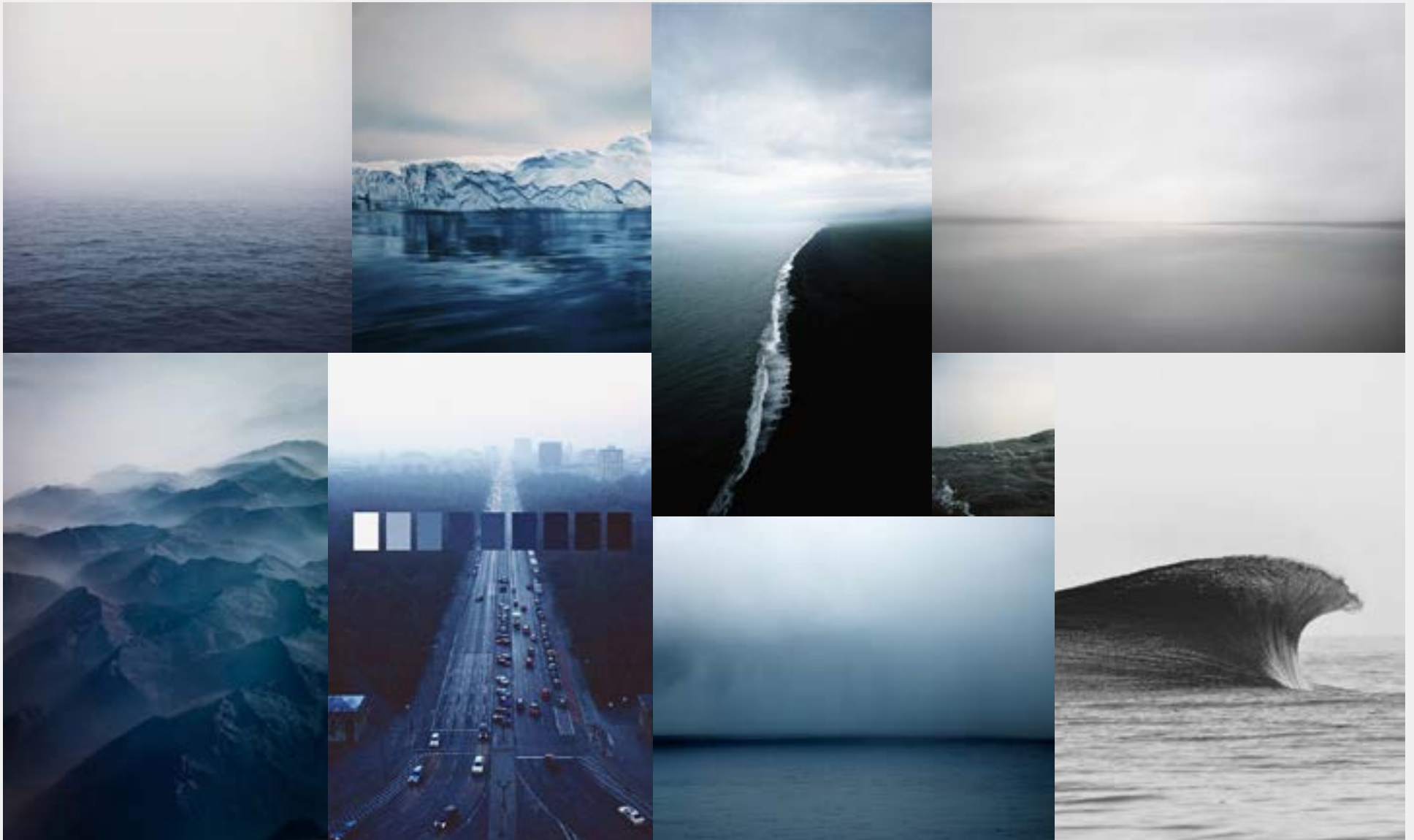
MOODBOARD

INSPIRATION

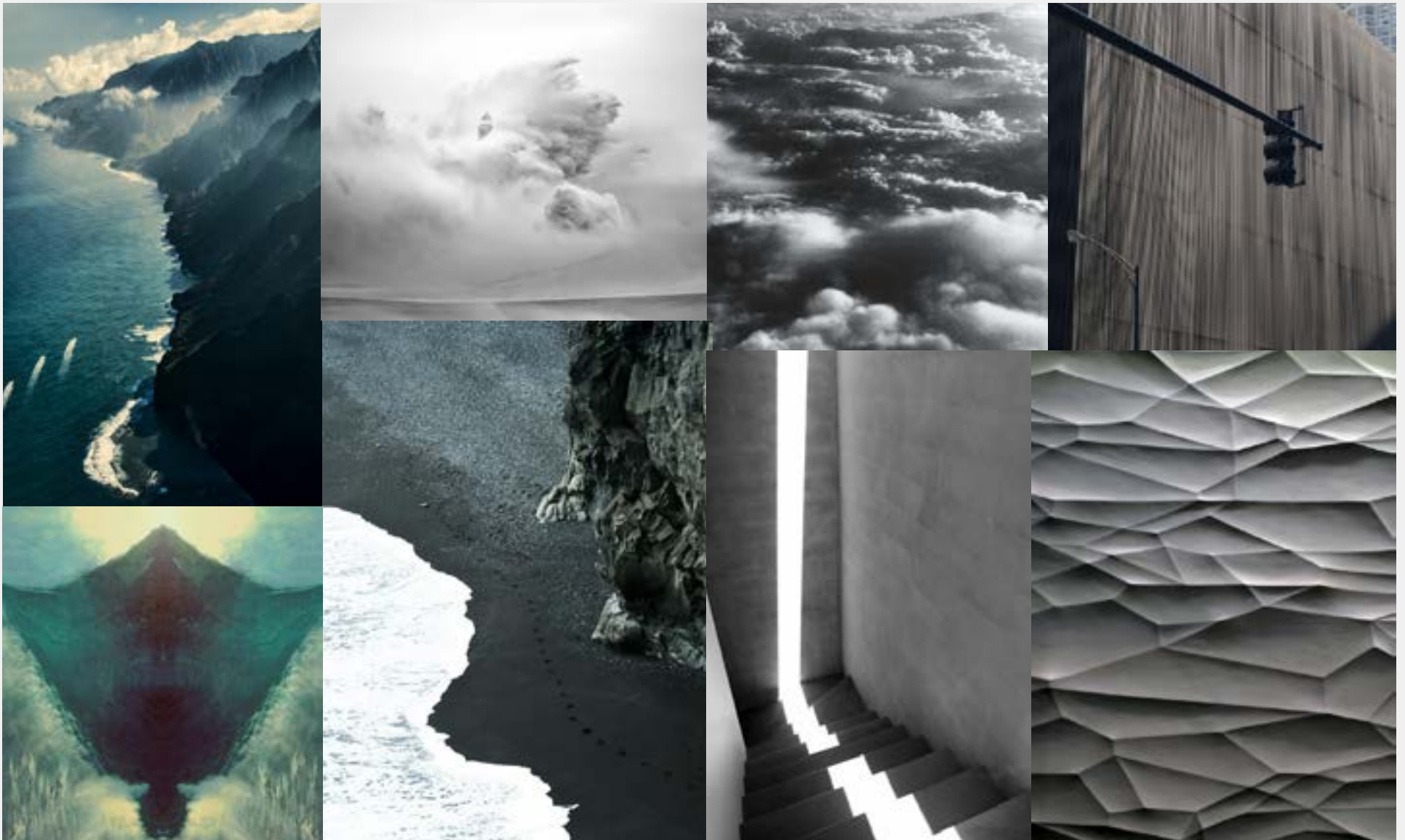
BLACK PEARL

GREY

0.2 MOODBOARD INSPIRATION



0.3 MOODBOARD INSPIRATION



INDIGOAPP

STYLETILES

HEADINGS

BUTTONS

COLOR SCHEME

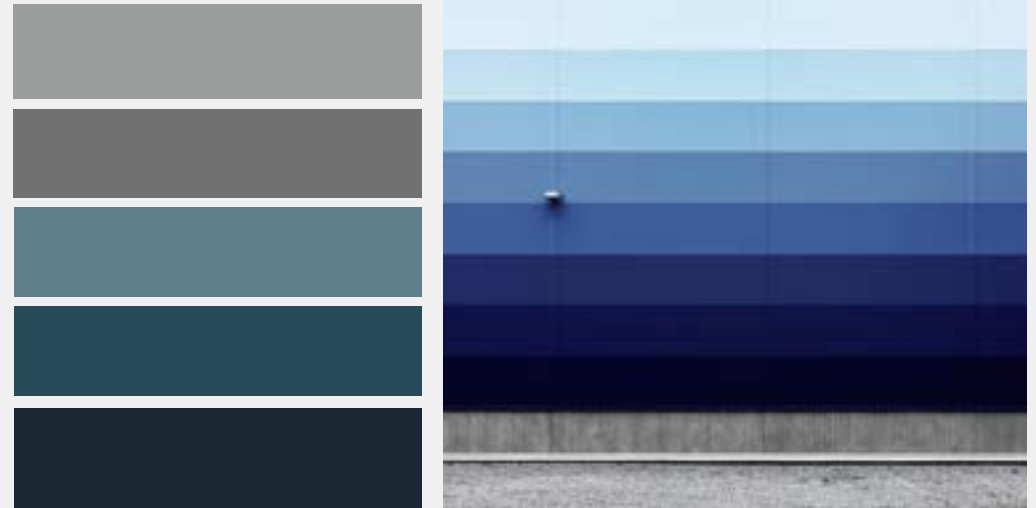
1.0 STYLETILES



Button

ACTIVE BUTTON

DISABLE BUTTON



THIS IS A HEADER

THIS IS AN EXAMPLE OF A SUB HEAD

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker sad. Gnsksklremaining essentiaaining essentian is a changed.

STYLEGUIDE

LOGO DESIGN

TYPOGRAPHY

COLORS

VISUAL

2.0 LOGO SKETCHES



2.1 WORD ONLY LOGO DESIGN

i _ n _ d _ i _ g _ o _

FONT STYLE FUTURA | MEDIUM

i _ n _ d _ i _ g _ o _

FONT SIZE 50

i _ n _ d _ i _ g _ o _

FONT SIZE 65

2.2 COMBINED LOGO DESIGN



INDIGO MASTER LOGO
BLACK PEARL VERSION



INDIGO MASTER LOGO
GREY VERSION

2.3 LOGO COLOR VARIATION



#FFFFFF = WHITE
BLACK FONT



#AFBAC2 = HEATHER
WHITE FONT



404F57 = ATOMIC
WHITE FONT



112128 = BLACK PEARL COLOR
WHITE FONT

2.4 LOGO ICONS



ICON GRID
CIRCLE SHAPE



ICON GRID
SQUARE SHAPE



DESIGN B
HEIGHT: 152dp
WIDTH: 152dp



DESIGN A
HEIGHT: 152dp
WIDTH: 152dp

2.5 LOGO TYPOGRAPHY

WEB FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

FONT : **CANTARELL** STYLE : NORMAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

FONT : **CANTARELL** STYLE : BOLD

DESKTOP FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

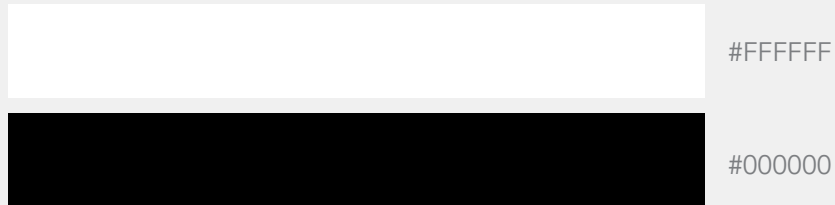
FONT : **FUTURA** STYLE : MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

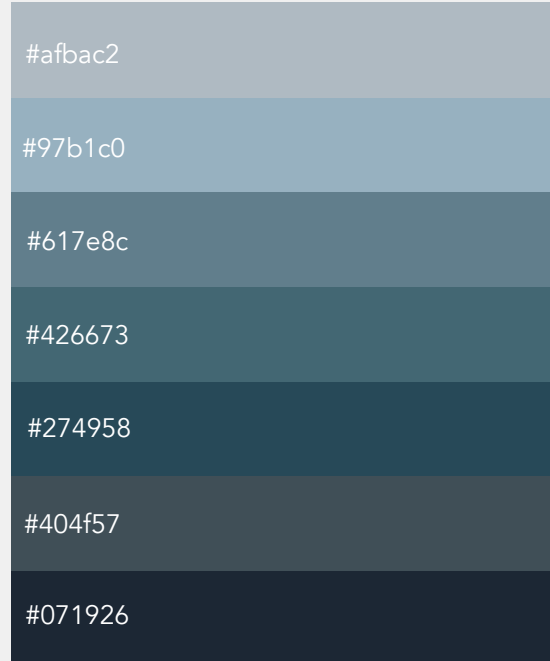
FONT : **AVENIR** STYLE : MEDIUM

2.6 COLOR PALETTE BRAND COLORS

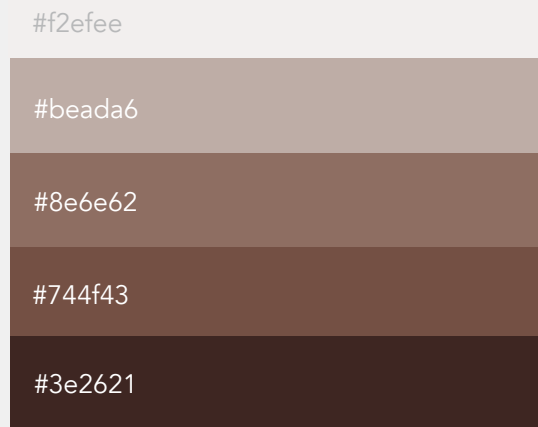
Our color palette present the monochromatic, black & white, full colors or neutral colors. Indigo custom color palette represents the style of the brand and as well as how each color is used on the UI elements.



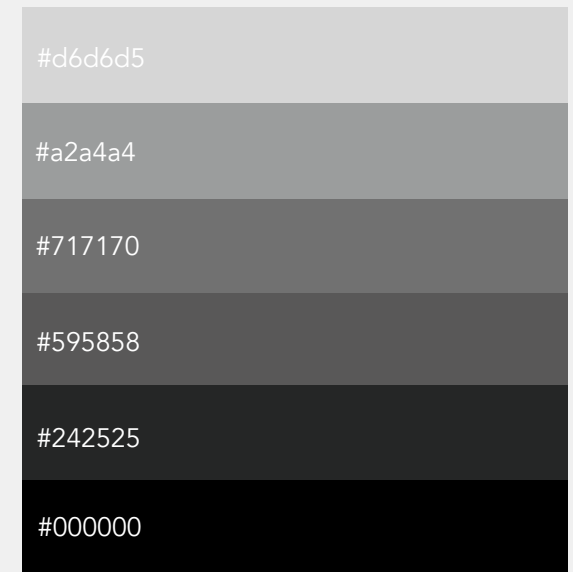
MONOCHROMATIC, BLACK & WHITE



BLUE GREY



BROWN

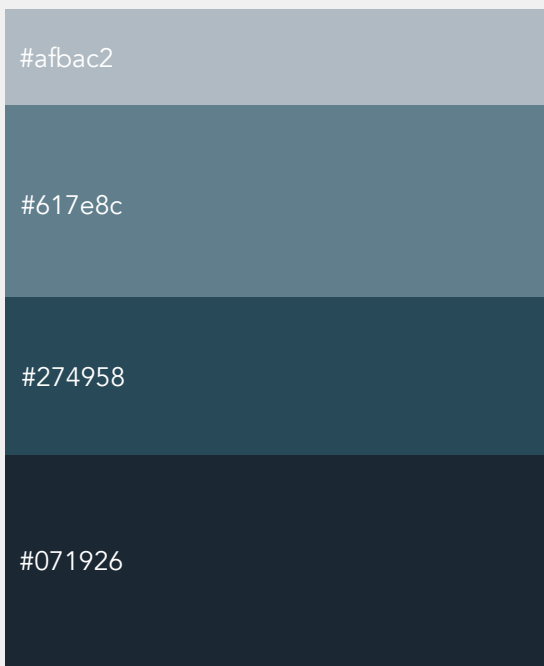


GREY

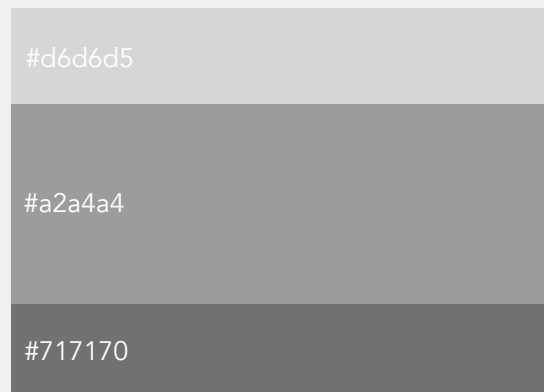
2.7 COLOR SCHEME BRAND COLORS

Our color scheme represent the full colors and neutral colors which will be used through the brand identity design.

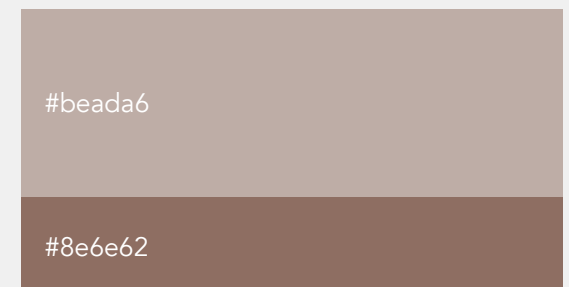
The shades of blue and grey colors are apply as the primary colors. However the color brown indicates the accent colors on the UI elements.



PRIMARY COLOR



SECONDARY COLOR



ACCENT COLOR

2.8 PHOTOGRAPHY VISUAL LANGUAGE

