

The Style Guide

rek
REKREATE

&



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Brand

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reKreate

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Introduction

reKreate A/S and monTree app were created in order to fulfill people's drive for simplifying their daily chores while helping the environment.

We are putting our best efforts to make grocery shopping as easy as possible and eliminate the market's huge waste that are receipts.

The idea is to give people more freedom to manage their own resources like money, time and healthy environment, so they can live the lives they always wanted to instead of being constantly preoccupied with little, bothersome responsibilities. Let's enjoy life simply!

Values



Innovation



A simpler daily life



Sustainability

Purpose

We are simplifying people's life. The dream of our users enjoying everyday without any unpleasant responsibilities is what fuels reKreate brand. We believe in clear intentions and reliability and therefore these principles guide our actions.

By monTree app we present the possibility to break the daily routine, reorganize one's life and live it to the fullest.

Essence

More quality time for your loved ones.

The gratification of doing good for our environment.

Simplicity as the key to happiness.

“We’re doing it for you”

Our goal is to make your daily chores simple as that, because saving a tree is that simple.

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reKreate

reKreate A/S is a digital agency focused on the environment and simplifying the future. We are sending a bold and important message on how changing the things in the present can significantly improve the future. The first part of our name, «re», plays with rethinking, recycling and recreating as we stand for exactly these values. Our clean, bold and typographic logo expresses all of the above.

Logos on both, light and dark background.

rek
REKREATE

reKreate
rethink the future

rek
REKREATE

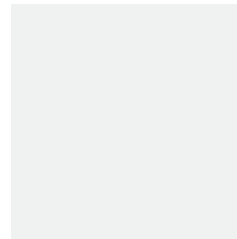
reKreate
rethink the future

Colors

We used the neutral colors to create a sense of simplicity and harmony. Likewise it gives a contrasting element for the background.



RGB
148 150 152
#949698



RGB
239 2939 239
#efefef

Typography

We chose montserrat as our main typeface for our brand. It creates a good readability across all devices. This typeface has also a round, soft and natural look which stays in touch with the tone of our company.

Montserrat regular

A B C D E F G H I J K L M N O P R S T U V W X Y Z
a b c d e f g h i j k l m n o p r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

For the website we also decide to use Montserrat as our main typeface.

In order of achieving the best readability we are using a font size of 13 points for laptop and 18 points for phones for the bodytext. For the headers and buttons a bigger font size will be used, so it catches the eye. For the bodytext we are using grey color, which brings a more down to earth vibe and a little less contrast compared to the white background.



reKreate

rethink the future



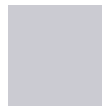
Website

Colors

We used monochromatic colors for both the green and the neutral colors to create a sense of simplicity and harmony. Likewise it gives a contrasting element for the background.



RGB
148 150 152
#949698



RGB
204 204 211
#ccccd3



RGB
184 184 156
#b8b99c



RGB
127 143 75
#7f8f4b

Prototypes

For our website, we used both paper sketches and high-fidelity XD prototypes.

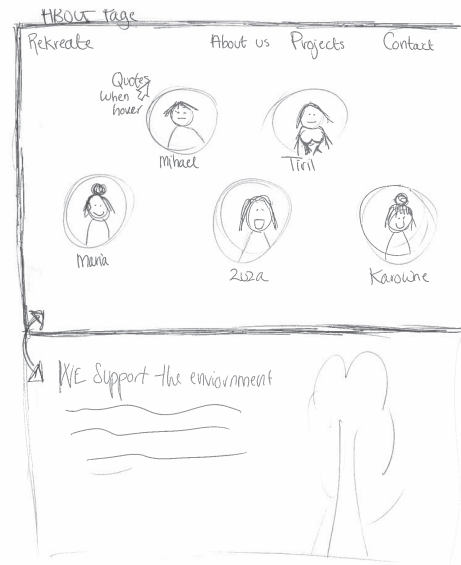
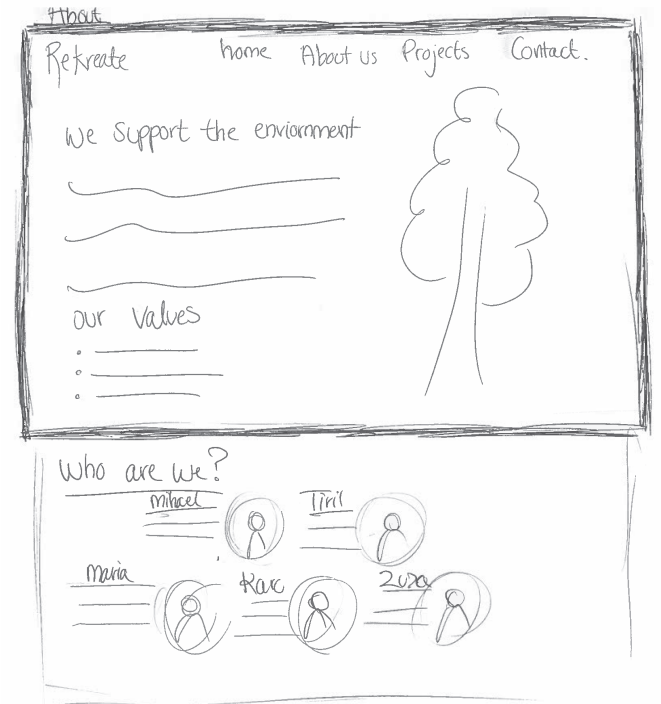
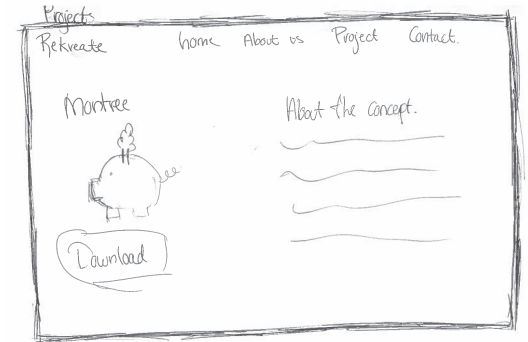
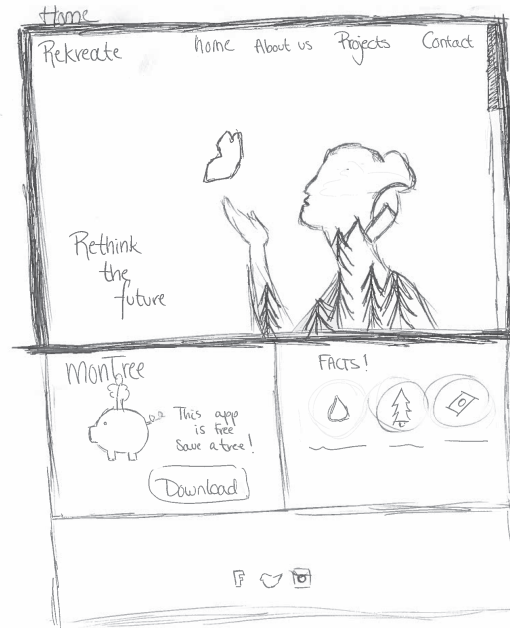
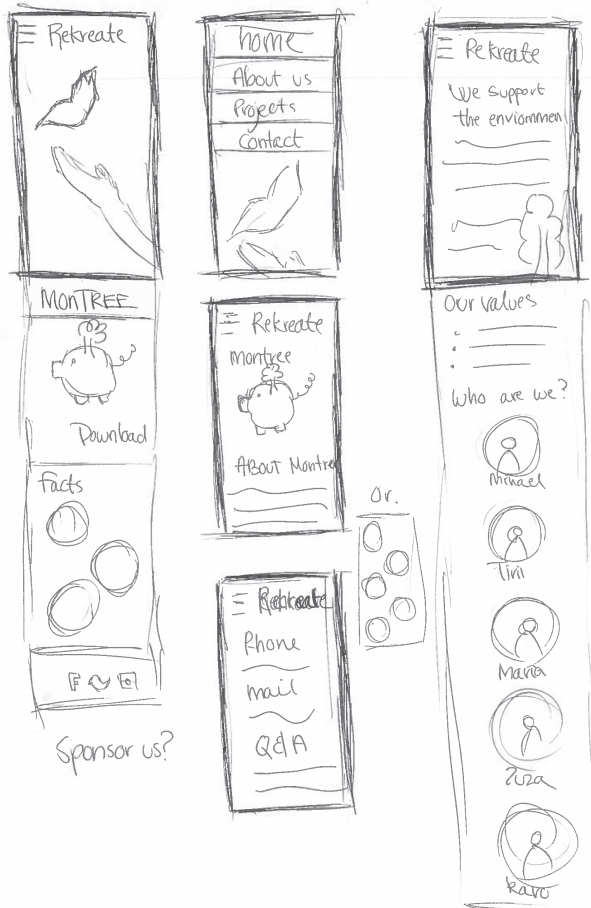
XD prototype mobile version of website:

<https://xd.adobe.com/view/c6d303ed7-ffb4-a4a-abb-4f12121a966a0>

XD prototype desktop version of website:

<https://xd.adobe.com/view/925b068f51-ac4-c4a915-a142-ef53efe21>

Sketches



Zsaz:
Maria:
Michael:
Tini:
Karoline:



monTree

monTree

MonTree is an app which gives the user a general track over their expenses for grocery shopping. This app collects your receipts in one place, making sure you have a better everyday overview. With the app you do not need the physical receipt, in hope of creating a more sustainable environment with less paper waste.



Seeing as monTree focuses on saving money through budgets and keeping track of your expenses, we kind of see our app as a digital piggybank. At the same time, our company's main focus is to utilize the technology available to reduce environmental damage. MonTree does this by sending receipts digitally instead of them being printed on paper and most likely just thrown out or lost. Therefore we designed a logo that shows a piggybank with a tree growing out of it, as a metaphor that as you save money - you also save the environment.

Description of logo

Logo is combination between leaf, which is a symbol for the environment and a piggybank, one of the most powerful symbols for savings and probably first association with the money, banks and budget that comes to our minds.

The logo is visible. Can easily be applied to different products and devices. It is unique and not to be confused with other companies. Simple, yet detailed. Very memorable due to its message, and also highly descriptive. It is playful and unpretentious. Fashionable, but not timeless. Well-made logo, and it looks trustworthy.



Placement

Logotype should always be placed under the trademark. If that is not possible then logotype should be placed on the right side of the trademark.



placement under
the trademark



if placement of
logotype is not possible
under the trademark
logotype should be
placed in center on the
right

Minimum size

Minimum size for the logotype is 9 pt.
While for trademark is 17 mm x 15 mm.



smallest logo example

Secondary logos

For use on light (white, light grey) backgrounds.



Logo in black and white. For use only when color version is not possible to use.

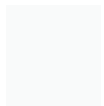


Colors

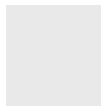
Here are explained main colors that should be used when working with reKreate and monTree logos. Text colour should always be #f7f8f8 if it is on the dark background and if it is on the light (white, light grey) background #494948# should be used.

Logo colors

We used monochromatic colors for both the green and the neutral colors to create a sense of simplicity and harmony. Likewise it gives a contrasting element for the background.



RGB
247 248 249
#f7f8f8



RGB
231 231 231
#e7e6e6



RGB
137 163 86
#88a356



RGB
119 146 61
#76923d



RGB
73 73 73
#494948

App colors

Gradient should be always consider for color of symbols



RGB
212 236 232
#d3ece8



RGB
122 205 202
#79ccc9



RGB
157 214 197
#9dd6c5



RGB
107 172 216
#6bacd7



RGB
106 197 172
#6ac5ab



RGB
60 170 164
#3ca9a3



RGB
102 153 153
#669999

Location
100%

RGB
109 196 151
#6dc497

Location
0%

ANGLE
0

Typography

For the app we chose the font Montserrat. The font is sans serif which gives a better readability for the longer texts. Due to its softness and general design we define it as a reading typography.

Montserrat regular

A B C D E F G H I J K L M N O P R S T U V W X Y Z
a b c d e f g h i j k l m n o p r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Montserrat light

A B C D E F G H I J K L M N O P R S T U V W X Y Z
a b c d e f g h i j k l m n o p r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

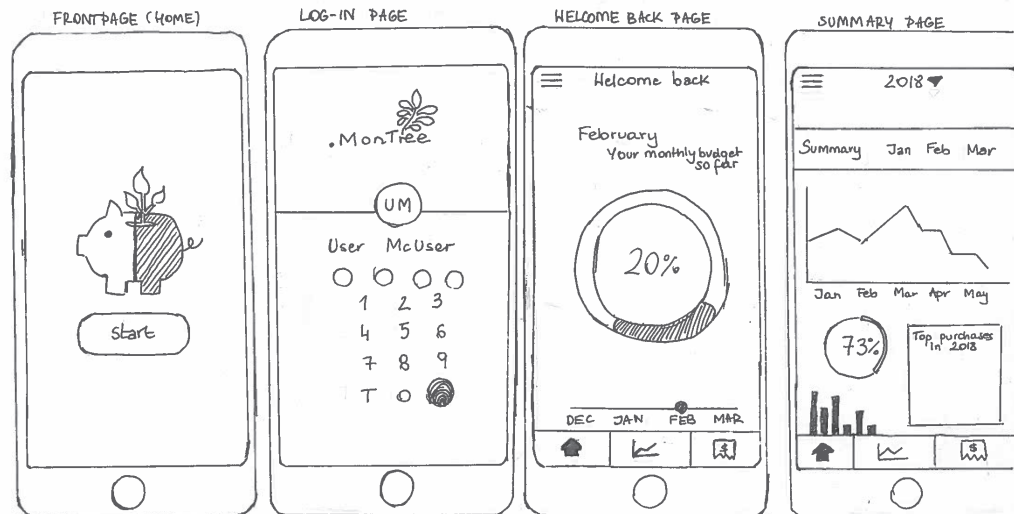
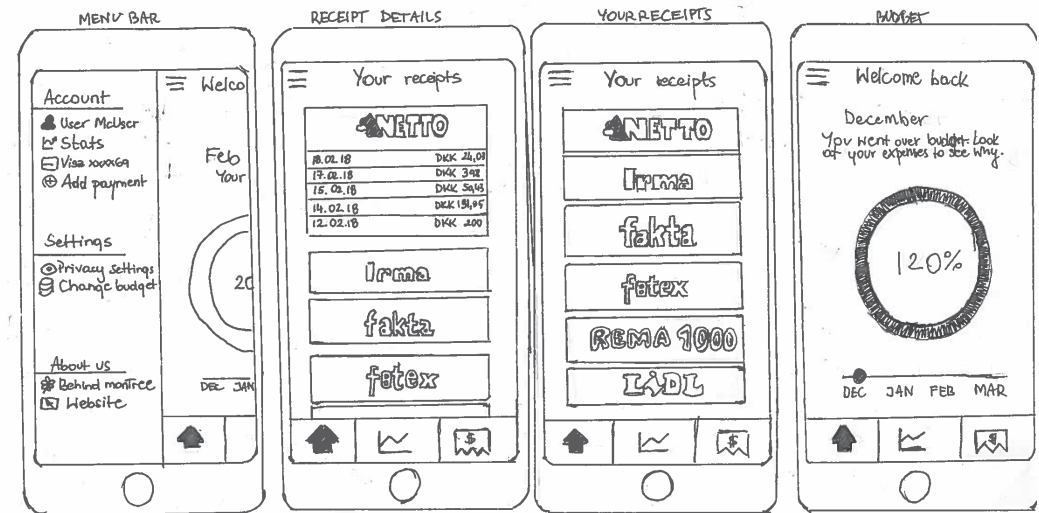
Montserrat medium

A B C D E F G H I J K L M N O P R S T U V W X Y Z
a b c d e f g h i j k l m n o p r s t u v w x y z
1 2 3 4 5 6 7 8 9 0



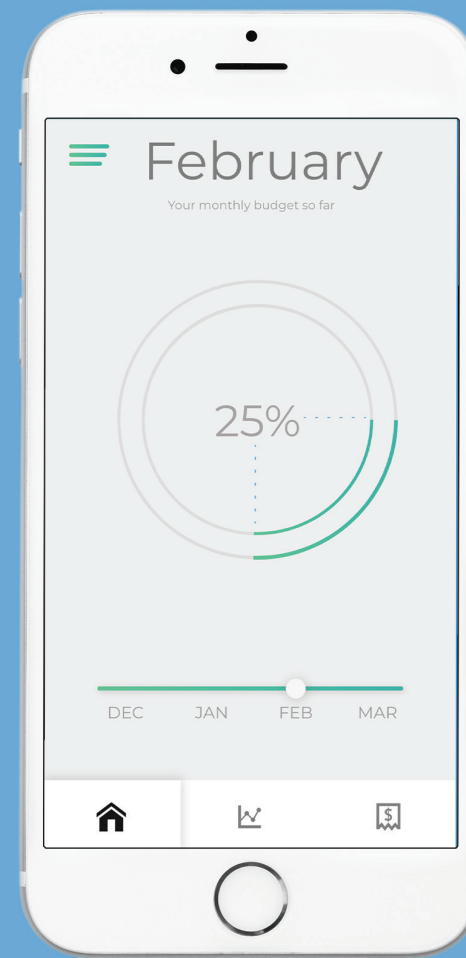
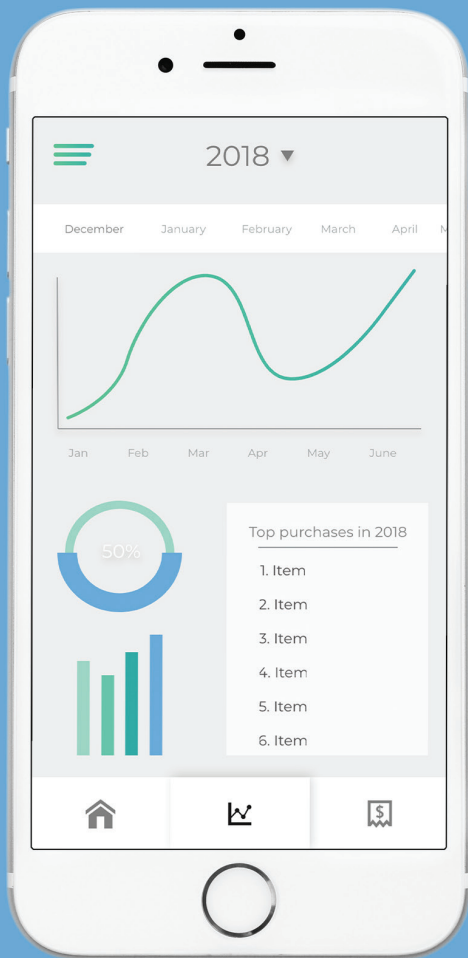
Prototyping app

Sketching our app was first step to the further prototyping and designing.



XD link for app prototype:

<https://xd.adobe.com/view/886f4cda-a43-822ca-b60e3-cd96b0796b0>



Test

5 sec testing

What can you use this app for?

- One of the users couldn't identify correctly the purpose of the monTree app. It was mistakenly taken for an app that is supposed to keep you of the smartphone. She paid attention to the piggy bank.
- Rest of the users knew right away that the app is helping to manage your budget.

What did you like most about the design?

- The users were divided about their favourite part of the design.
- One pointed out that the colors are calming, but happy at the same time. Another one commented that the tree on top of the piggy bank is a useful addition, suggesting the green initiative. She also associated it with a saying "money doesn't grow on trees" connected with saving up.

What did you like least about the design?

- Majority of the users couldn't point any elements of the design that was not in their liking, however one user didn't like it all. It made her confused at the beginning so she couldn't identify the purpose of the app correctly.

Think aloud test

What do you think will happen if you click the button in the bottom right corner?

All of the users had an understanding of the button in the bottom right corner. They pointed correctly in the app and guess it would show them their own receipts.

Find your receipts from yesterday in the app.

In general, the users found the receipts easy. One pointed out that it is a bit confusing to find a specific receipt. The user said it was easy to find the amount of money that was spent the day before, but the specific receipt was not accessible. She suggested that if more details are not accessible then it shouldn't be named 'expenses' instead of 'receipts', however this feature is supposed to be available in the finished version of an app in the contrary to the prototype.

What navigation options do you have?

The navigation is clear and good to manage around in.

Is there something in the app you don't understand?

When the users found themselves on the detailed expenses page, they didn't quite understand all of its features like the analyses part. The highlighted information on top of the page saying that it is dedicated to the month's summary confused on of the users.

General comments to the app

The colors of the app were perceived as calming and genuinely fitted for this purpose. They all loved the idea of the overall showing on the right side in the detailed expenses page. The idea of being able to make your own budget was appreciated, because you have the power to decide it yourself.

The users didn't get what the box with top purchases in 2018 was with. If it was an overview over the stores they are using the most or the items the bought the most. They didn't know if they wanted to know the product the bought the most. They liked the option of adding a payment manually, so it goes to your budget if you example have withdrawn money.

The design of the app

The design is simple and has a smooth design.

Home site with the graphs - one said it didn't make that the circle started from the bottom and went against the clock. All users commented that they liked the colored versions of the sides more, it gave a bit more life to the app.

Think aloud test

Improvements/suggestions for the app

Instead of sorting the receipts by the store, they should be sorted by the latest receipt.

Maybe it should be possible to see your history over your earlier budgets, then it is possible to compare your budget to your old one and plan better.

The “stats” button in the burger menu doesn’t seem necessary, it is already in the middle of the app, it seems like double work.

Expert review: Cognitive walkthrough

Montree app prototype

Find out how you can see the progress in your monthly budget

We chose to make this the first page the user sees when they open the app and enter their passcode, so that the user can easily keep track of their progress during the month. The user does not need to click anything to see the percentage of their budget that they have spent (the diagram also changes colors based on how well you are doing towards your budget). If the user wants to go back to this page after clicking something else, it is easily recognized for the user that it is the first of the three shortcuts on the bottom of the screen.

Find out how you can see your detailed expenses from december 2017

To see detailed expenses the user will hopefully recognize the icon of the second shortcut, which pictures a graph. One thing that may be confusing after the user clicks this is that it does not say “detailed expenses” anywhere on this page. It shows a graph, a diagram and your top 10 purchases of the year (summary) - but does not explain in words exactly what the page is about. However, once the user wants to go back to one specific month, it is clear where they can change the year and month.

How can the payment card be changed?

Seeing as none of the three shortcuts of the app has anything to do with settings, it is quite clear to the user that they need to click the burger menu in the top left corner for further information. The first thing mentioned in the menu is about the account (name, card used, stats, etc.). Seeing as we made it an own option to add payment, the user will know that they can use more than one payment option, and also where they can easily change that information in the case of an expired/lost card.



reKreate website prototype (web version)

Find out what the main focus of the company is, and what they are creating

We placed information about what the company is about and also information about the Montree app in several places to avoid confusion. The first place the user will look is the index page of the website, and if they scroll down they will see advertisement for the app, and also environmental facts that tells the user something about the company's focus. The user might also click about us and projects; which contains more detailed information about the company itself and the reasoning behind creating MonTree.

Find out how you can download the app from the website

The user only needs to scroll on the index page of the website to see a clear download button for the app. If the user does not scroll, it would make sense to click the "projects" link in the navigation, seeing as the app is a project of the company. However, there may be confusion for the user if they should click "about us", since the "projects" option does not name the app.

Find out how the company can be contacted

Our goal was to have all the important information on the index page, and therefore the main contact options are in the footer of the website (instagram, facebook, twitter). However, there may be confusion that there is no phone number or e-mail in the