

Logo

The new logo for the Birds of Østfold is based on Norway's national bird - the White Throated Dipper, or Foskall.



Main logo with text



Favicon / anonymous
profile image



Small logo to be used on dark
backgrounds

Color palette

The chosen colour palette is meant to reflect the lush nature of the Østfold countryside. The teal hinting at both iridescent bird feathers and the deep lakes of water scattered throughout the area. Lush green represents the fields and wide open grasslands. Darker colours inspired by the national bird of Norway - 'Foskall'



Block colours should be used.
No gradients.

Primary shade colour

HEX: #173540
RGB: (23, 53, 64)

HEX: #1C5E5E
RGB: (28, 94, 94)

Primary colour

HEX: #DEF3F3
RGB: (224, 243, 243)

Primary highlight colour

HEX: #84B026
RGB: (132, 167, 38)

Secondary colour

HEX: #F0F6E2
RGB: (240, 246, 226)

Secondary highlight colour

HEX: #252422
RGB: (37, 36, 34)

Dark font colour

HEX: #635142
RGB: (99, 81, 66)

Tertiary colour

HEX: #89858B
RGB: (137, 133, 139)

Placeholder colour

Typography

The Comfortaa typeface is used for headings. It is both sleek and rounded, inspired once again by Norway's national bird. Open Sans has been chosen for main blocks of text. It has excellent legibility on web, mobile and print alike.

Heading 1

2.5rem / 40px - Bold

Heading 2

1.75rem / 28px - Bold

Heading 3

1.25rem / 20px - Bold

Paragraph

1.125rem / 18px - Regular

Label

0.875rem / 14px - Light

#635142

Headings font - Sans serif- Comfortaa

A B C D E F G H I J K L M N O P Q 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 q r s t u
v w x y z

Text font - Sans serif - Open Sans

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

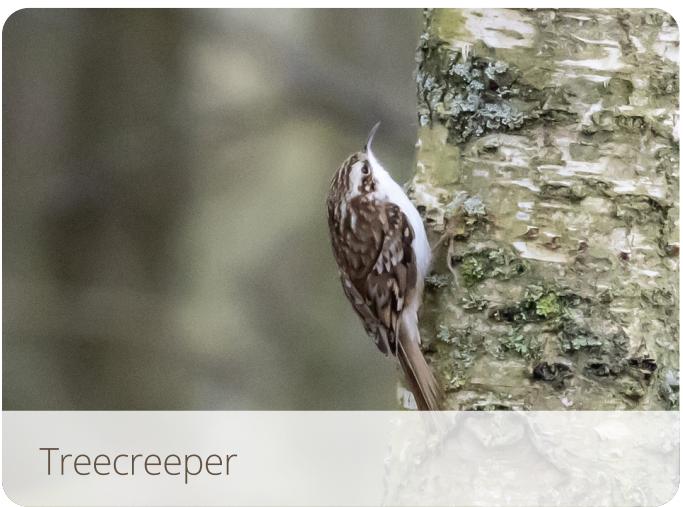
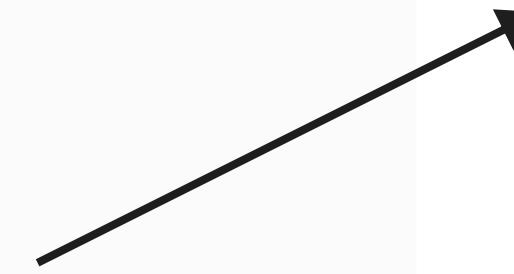
a b c d e f g h i j k l m n o p q r s t u v w x y z

Images

Images will be photographs. Should have a border radius of 10px. No visible border.

Pictures of birds must include a caption of the species on hover.

Simple illustrations may be used.



Interactive Elements

Hover effects are to be simple and clean, with solid lines and no blur effects.

Dropdown menu in navigation has a wide shadow.



The screenshot shows the 'Birds of Østfold' mobile application interface. At the top left is the app logo with a bird icon and the text 'Birds of Østfold'. At the top right are three tabs: 'Sightings' with a downward arrow, 'Events', and 'My name' with a user icon. Below these are three menu items with icons: 'Sightings Map' (location pin), 'Add sighting' (plus sign), and 'My sightings' (binoculars). The main content area features a large image of a Treecreeper bird on a tree trunk, with the caption 'Treecreeper' below it. To the right of the image is a descriptive text block: 'Navigation menu items active and hover states give a dark background. Dropdown menu indicated with a downwards pointing arrow. Menu items have icons in the dropdown to help users quickly navigate.' Below this text are two rows of button examples. The top row shows a 'Primary Button' in three states: 'Default state' (solid black), 'Hover state - animated expanding shadow' (light blue outline), and 'Active state' (dark teal). The bottom row shows a 'Secondary Button' in three states: 'Default state' (outline), 'Hover state - animated expanding shadow' (outline with shadow), and 'Active state' (outline).

Birds of
Østfold

Sightings ▾ Events My name

Sightings Map

Add sighting

My sightings

Treecreeper

Image with on hover caption

Navigation menu items active and hover states give a dark background.
Dropdown menu indicated with a downwards pointing arrow.
Menu items have icons in the dropdown to help users quickly navigate.

Primary Button → Primary Button → Primary Button

Default state Hover state - animated expanding shadow Active state

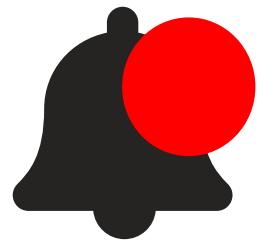
Secondary Button → Secondary Button → Secondary Button

Default state Hover state - animated expanding shadow Active state

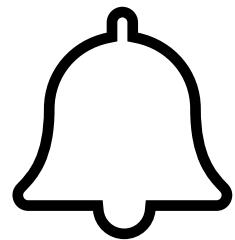
Icons

Icons are simple shapes, either one block colour or outlined is permitted.

Red is used for the notification bell as this conforms to the expected standard. Red is not to be used else where on the site - except form error messages.



With notifications



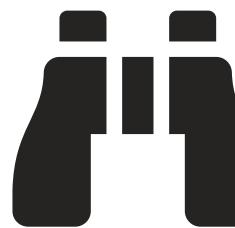
Without notifications



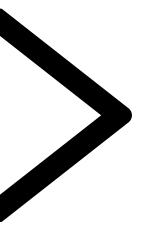
Profile icon



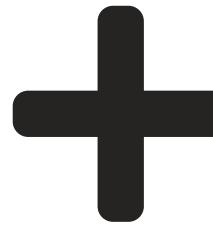
Map pin



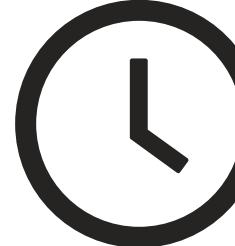
Binoculars



Arrow



Plus



Recent



Menu

Forms

Forms are clear and the layout is simple. All inputs should have the same width.

Inputs should have descriptive labels.

Error messages are red to clearly indicate the problem to users.



Label

Placeholder text

Species

Mute swan - *Cygnus olor*

Date & Time

22 / 08 / 22 10:34:00

Location

A map of Southern Norway, showing the coastline and major cities. Labeled locations include Moss, Fredrikstad, Sarpsborg, Skien, and many smaller towns along the way.

Submit

Label

Placeholder text

Error message

Text input with error

Public Members only

Switch to select between 2 options

Label

Placeholder text

Text area

Label

Upload +

Upload images