

Color

Primary - Indigo
(headers, toolbars, titles
chips, secondary buttons)



#303F9F | 500



#C5CAE9 | 100

Secondary - Teal
(data analytics, key info,
primary buttons)



#009688 | 500



#80CBC4 | 200



Icons

Use icons from Google Material
Icon collection
(<https://www.google.com/design/icons/>)

Greyscale



#000000

87%

54%

26%

12%

Typography

LATO

Google web font

Thin - Antidote the best web app for medication search

Light - Antidote the best web app for medication search

Regular - Antidote the best web app for medication search

Bold - Antidote the best web app for medication search

Heavy - Antidote the best web app for medication search

To complement our voice and tone we added photography to showcase the use case, and connect with our potential user demographic



Color

Primary - Light Blue
(headers, toolbars, titles
chips, secondary buttons)



#303F9F | 500



#0277bd | 800

Secondary - Amber
(data analytics, key info,
primary buttons)



#B2DFDB | 500



#FFE0B2 | 100

Accent
(data analytics, key info)



#5e35b1 | 500



#80CBC4 | 200

Icons

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#000000



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Voice**Personal, Honest and Sharing**

The Antidote Community cares about you.

Become a member and share your own experiences when you review FDA approved medications!

Tone**Casual, Modern, Youthful and Vibrant**

We match people with the best information for them.

OpenFDA data and crowd sourced reviews provides better insight into product success

Language**Simple, Fun, Delightful**

Become an Antidote Community Member.

Read and review medications, coverage, and see the numbers translated into real life success.

Purpose**Engage, Retention**

Registered Members can opt in to be notified