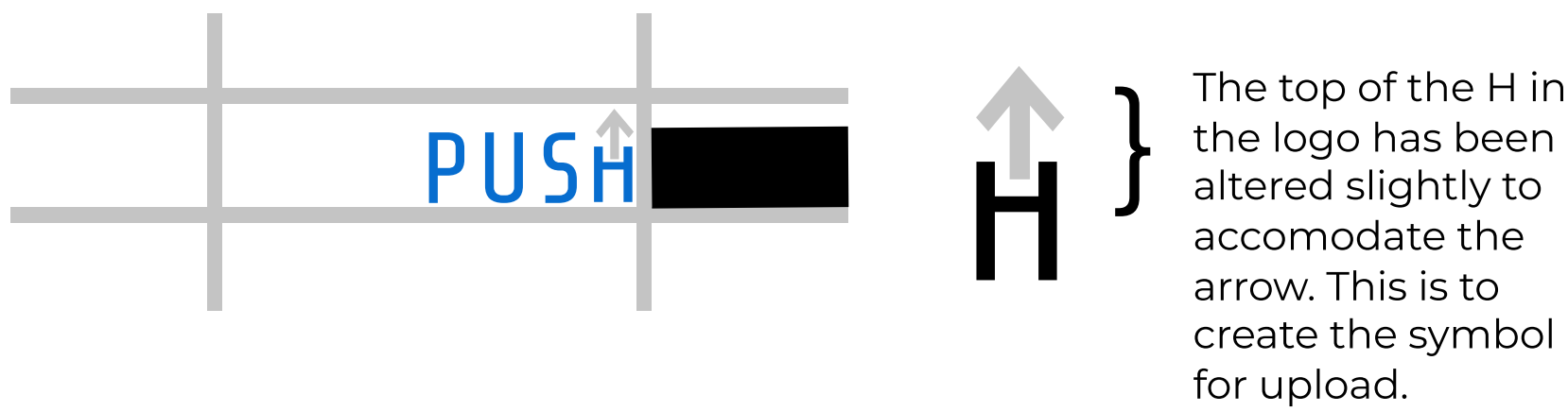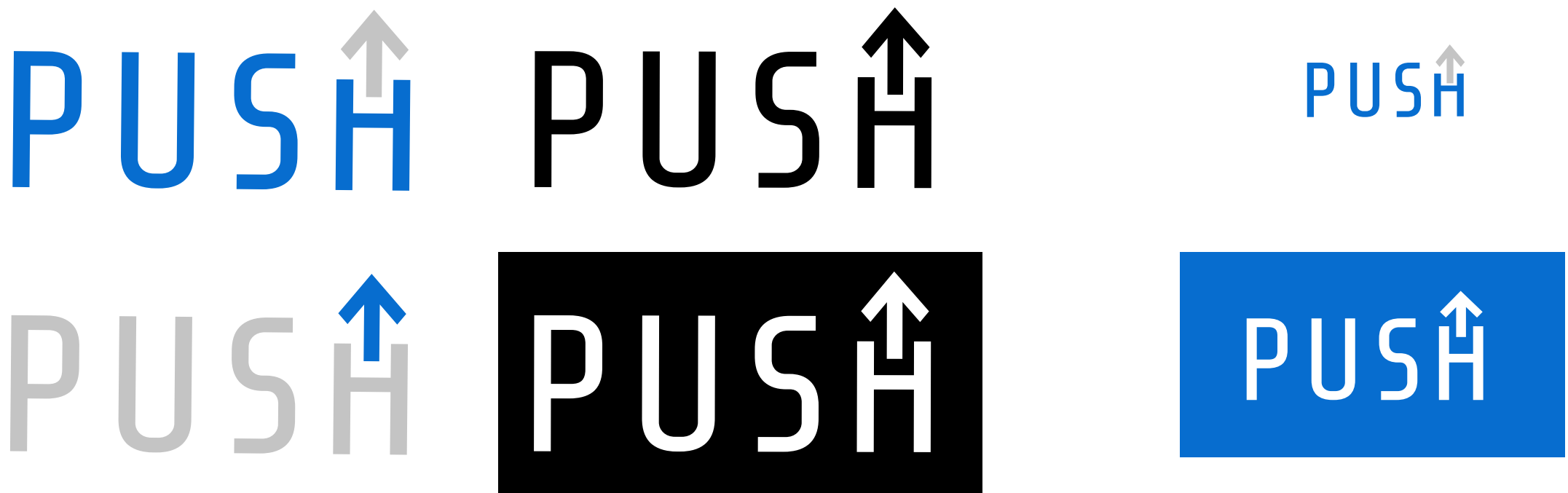# PUSH UI STYLE GUIDE

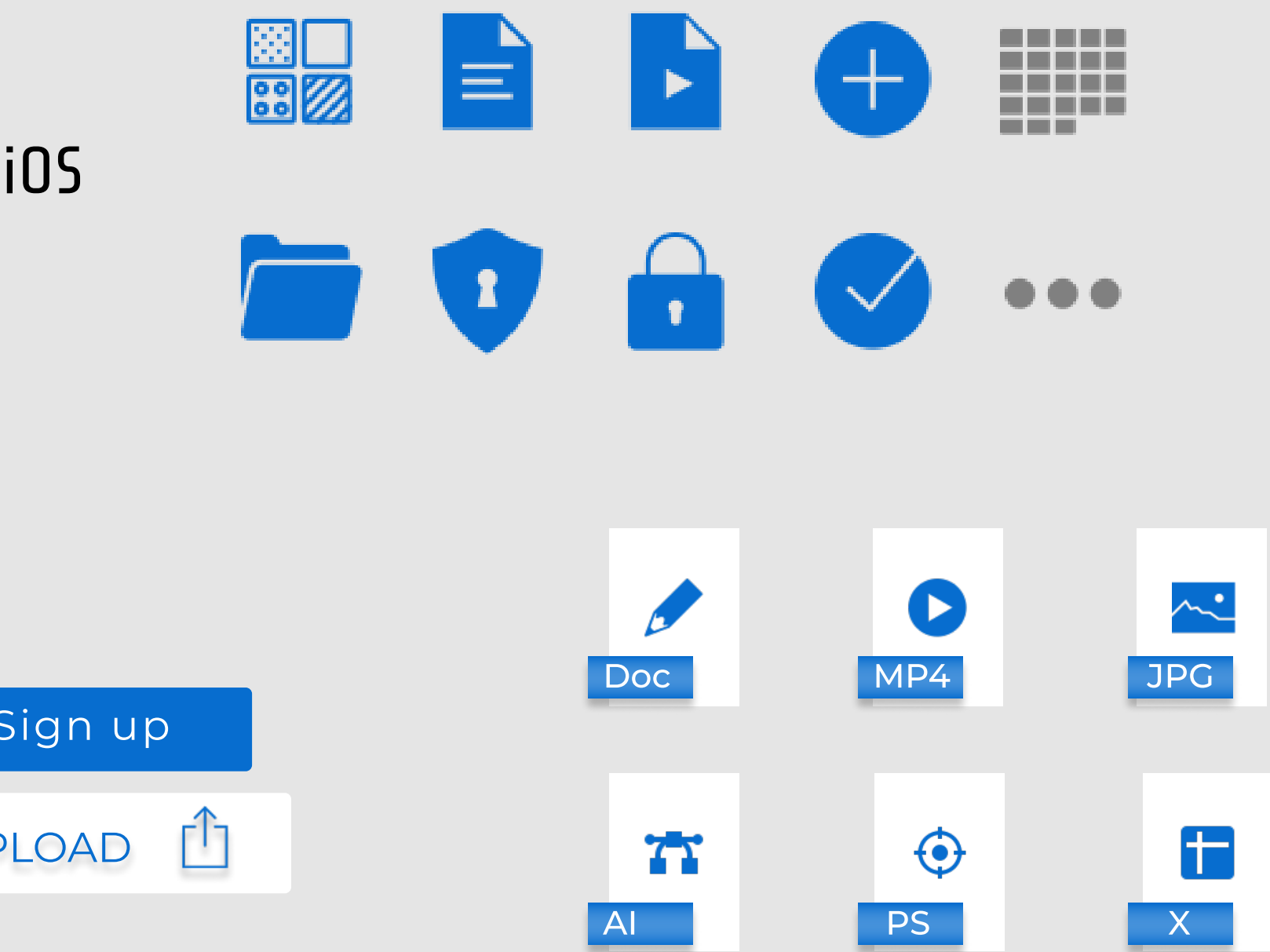## Logo

The PUSH logo is best used in #076DCF Blue and #C4C4C4 Grey. Also and Black , and White hues. The background colors should remain, Black, White, or darker Grey colors, so long as the pairing contrasts. When using the PUSH logo it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone. Clear space is developed from the height of the upload symbol and H combination in the logo and is shown as a black rectangle.

The top of the H in the logo has been altered slightly to accomodate the arrow. This is to create the symbol for upload.

Icon & Buttons

The icons and buttons are a combination of custom and iOS iconography. The arrows tip measures w:100, h: 57.8, it's shaft is w: 23 h: 81.54. The rectangular buttons vary in size when compared to the dashboard and all other buttons. The dashboard is the largest of it's kind. All of the buttoms have the same subtle corner radius of 3. The document icons were created with two rectangle shapes, text and iOS icons as well.
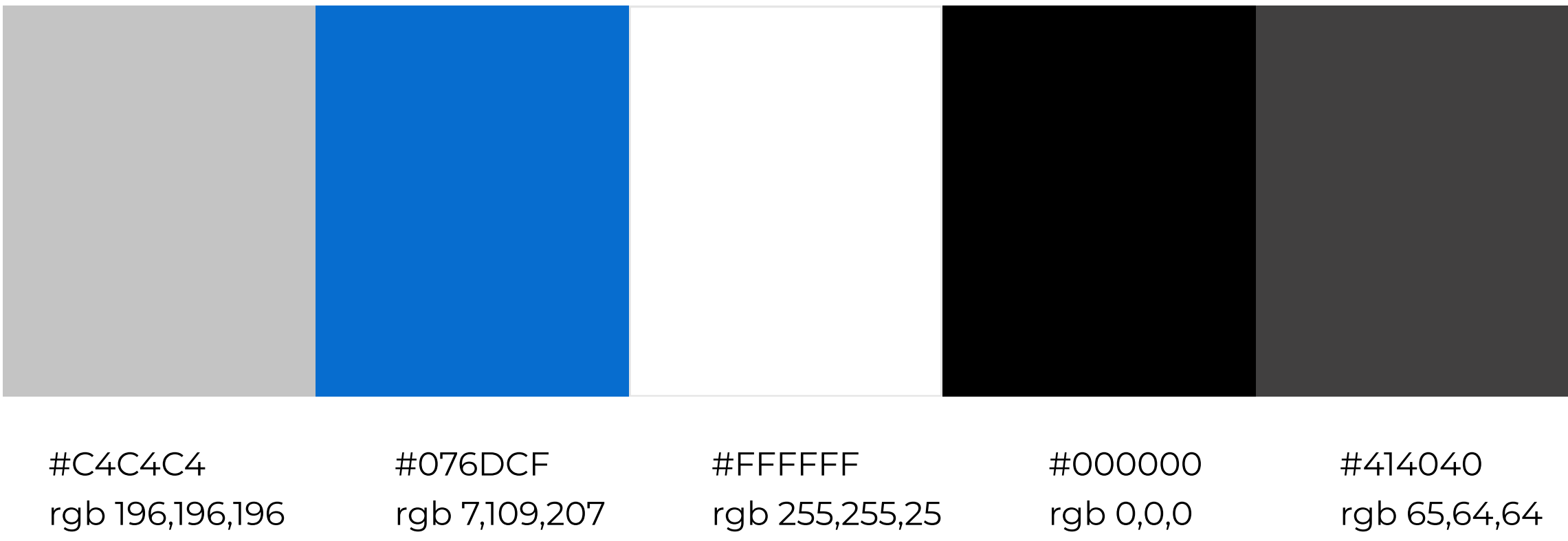
iOS

Custom icons

Sign up

UPLOAD

Doc

MP4

JPG

AI

PS

X

Color Palette

The color palette for PUSH was combined from the inspiration of the sky and the purpose that apps like Cloud Storages provide. The custom arrow   in the PUSH logo can be used in different colors other than the original black and white so long as the colors are from the PUSH color palette. The arrow is the only part of the PUSH logo that can be altered with any of the colors from the palette.

| #C4C4C4 rgb 196,196,196 | #076DCF rgb 7,109,207 | #FFFFFF rgb 255,255,25 | #000000 rgb 0,0,0 | #414040 rgb 65,64,64 |

Typography

The primary typface used for PUSH is Share Tech is a sans serif typeface which will be used for Headlines only. The secondary typface is Montserrat regular which should be used for body text, at least 20px and captions no smaller than 16px for the best readability.

Aa
Share Tech
Regular

Aa
Montserrat
Regular

Share Tech
AaBbCcDd
1234567890

Montserrat
AaBbCcDd
1234567890

Heading 1

Heading 2

Body Text
Regular 20px

Caption
Regular 18px