

# 'The Ring' Style Guide

## Overview

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'The Ring' is a dating app that allows users to schedule a short 5 minute meetup via text, call or video after they match.

The aim in scheduling a meeting is to provide a space for efficient communication, reduce the rate of 'ghosting' and to take some of the guesswork out of online dating.

## Logo

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The text in The Ring logo utilizes the Fira Code font and it is enclosed by a ring with clashing symbols at the end. I wanted the logo to have a 'fight night' feel. The font for the text is more rigid and robotic and the ends of the circle meet with sparks. It's also a step or two away from looking like a diamond ring.

Logo in color



Logo in grayscale



The app icon incorporates the 'R' from The Ring logo.  
The favicon is a simpler image of the two clashing sparks.

App Icon (120×120px):



Favicon (32×32px):



# Color

## Color palette

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"The Ring" uses a mostly blue palette. Because scheduling is a main feature of the app, the shades of blue help emphasize that point by bringing a sense of order and calmness. It's designed to give a feeling of trust and reduce anxiety in online-dating.

### Brand



#### Logo

Hex: #8DA9C2

RGB: 141, 169, 194

CMYK: 27, 13, 0, 24

### Text

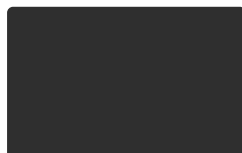


#### Heading

Hex: #797979

RGB: 121, 121, 121

CMYK: 0, 0, 0, 53



#### Body

Hex: #2F2F2F

RGB: 47, 47, 47

CMYK: 0, 0, 0, 82

### Background Colors



#### Status Bar

Hex: #2D5173

RGB: 45, 81, 115

CMYK: 61, 30, 0, 55

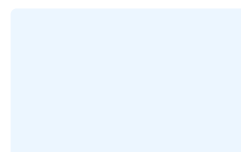


#### Background1

Hex: #8DA9C2

RGB: 141, 169, 194

CMYK: 27, 13, 0, 24



#### Background2

Hex: #ECF6FF

RGB: 236, 246, 255

CMYK: 7, 4, 0, 0

# Typography

## Font family

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'The Ring' app uses two fonts, Fira Cod and Fira Sans.

Fira Code has a rigid robotic feel and is used mostly for headings and data.

Fira Sans is softer with a more playful feel and is used for the personal aspects of the app such as the user texts and answers to the prompts.

### Heading 1

'Fira Code', bold,  
16px, #797979

Fira Code is a monospaced typeface optimized for reading and writing code. It takes less amount of energy to scan and parse the text (and hopefully the user's matches in the app).

### Heading 2

'Fira Code', bold,  
16px, #2F2F2F

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### Body 1

'Fira Sans', normal  
16px, #797979

Fira Sans aims to cover the legibility needs for a large range of handsets varying in screen quality and rendering.

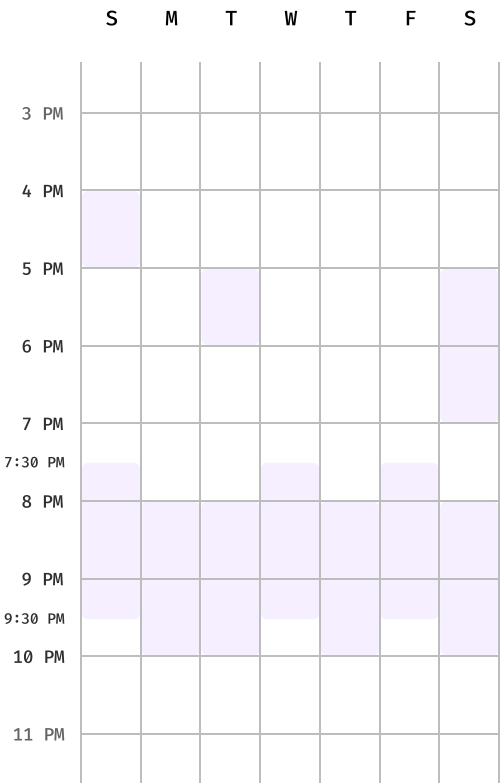
### Body 2

'Fira Sans', normal  
16px, #2F2F2F

# Visual assets

## Calendar

This is the calendar that users will use to indicate which hours they're available.



## Avatar



## Buttons

### Text, Call, Video Buttons



### End Call Button



### Yes/No



### Back/Confirm



### Exit Chat

