bubble

ZACH BALTER, DIANE HA, STEPHEN RAMIREZ, LEONARD GOMEZ, ALYSSA TRINH, LAURA TUCK

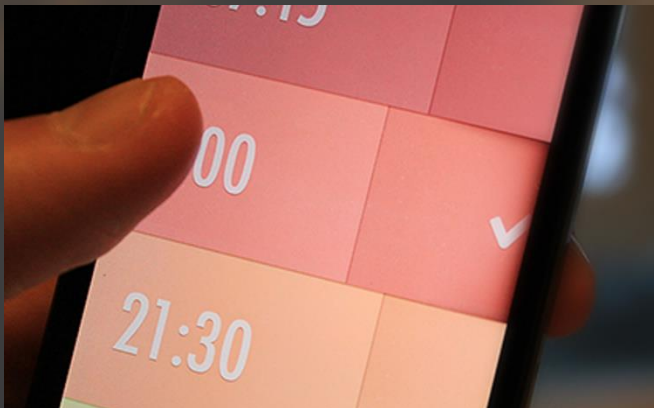# Logo Design

bubble

Flat, simple design

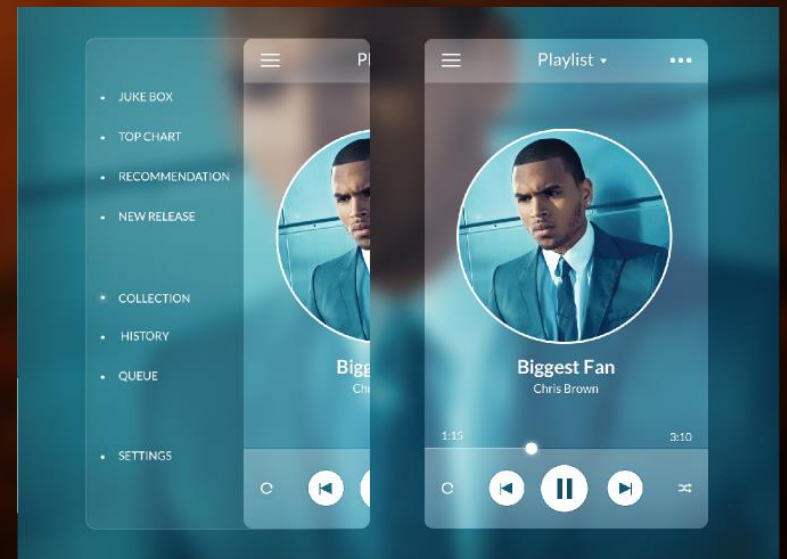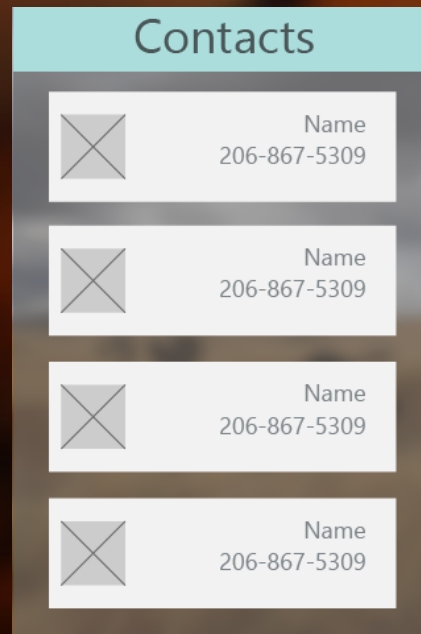Incorporates unique imagery

Inspired by Depth and Transparency

Our style focuses on creating a sense of depth and movement on a flat screen. Things that are in the background are not in focus whereas whatever is currently in use is.
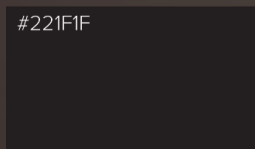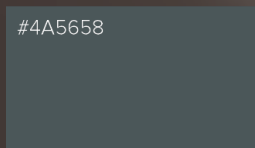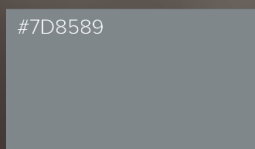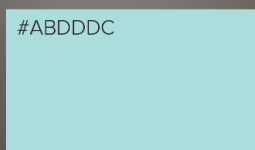

We use opaque sections combined with a blurring effect to create this focus. The use of drop shadows works to continue creating a sense of depth throughout all elements of the design.

Changing Backgrounds

An app developer can pick the background image for any page and any function. If no background image is specified by the app, it defaults to an image that the user chooses

Contacts

Name
206-867-5309

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- JUKE BOX
- TOP CHART
- RECOMMENDATION
- NEW RELEASE

- COLLECTION
- HISTORY
- QUEUE

- SETTINGS

Playlist ▾

Biggest Fan
Chris Brown

1:15   3:10

Color Palette

#FFFFFF

#ABDDDC

#7D8589

#4A5658

#221F1F
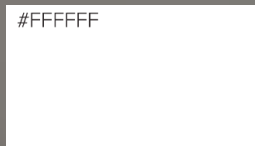
Captures the spirit of a bubble while maintaining a mature, classic flow

Empty Space

Minimal content on the screen creates a feeling of greater space and openness for the user

Proxima Nova Regular

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz

"Combines modern proportions with a geometric appearance... one of the most popular web fonts, in use on thousands of websites around the world."

– Mark Simonson

Name	Type	Description
PhoneFontSizeSmall	Double	18.667
PhoneFontSizeNormal	Double	20
PhoneFontSizeMedium	Double	22.667
PhoneFontSizeMediumLarge	Double	25.333
PhoneFontSizeLarge	Double	32
PhoneFontSizeExtraLarge	Double	42.667
PhoneFontSizeExtraExtraLarge	Double	72
PhoneFontSizeHuge	Double	186.667

- 7 weights: Thin, Light, Regular, Semibold, Bold, Extrabold, and Black.
- 3 widths: Normal, Condensed, and Extra Condensed.
- Extended language support for most Latin-based Western and Central European languages and Vietnamese, as well as Greek and Cyrillic.
- Extended currency support.
- Automatic arbitrary fractions.

Extra Bold Headlines

I'm sexy and I know it. When I'm at the mall, security just can't fight them off and when I'm at the beach, I'm in a Speedo trying to tan my cheeks (what?).

A LIGHT TOUCH

When I walk in the spot (yeah) this is what I see. Everybody stops and they staring at me.

Semi-Bold & Beautiful

When I walk in the spot (yeah) this is what I see. Everybody stops and they staring at me.

READABILITY BEST PRACTICES

Readability best practices

Readability best practices

Readability best practices

Readability best practices

Image Guidelines

- Background blurred with radius of 20
- Black overlay with transparency of 60
- App icons have diameter of 0.3"
- Icons in Lumos style

Buttons

BUTTON

text button

✉ icon button

✉ icon button

BUTTON

text button

✉ icon button

✉ icon button

Icons

Checked Unchecked Close Add Minus

Notification 2 Digit Max digit Info

1 23 224 i