



## Planup

PlanUp is a mobile app to help students in their homework planning. This app makes planning easy because the student only has to write their task it's the app that finds the best moment to work on it. We want to give PlanUp an image of something easy and clear to use.

## Logo

There are two logos for PlanUp. The more use is the smaller one that takes the letters «P» and «U». The U is behind the P and aligned with the central bar of the P. It is also finished by an arrow. Both letters have a 4pt white outline.



The second logo lets us read the entire name of the app. We kept the two letters with their outlines and added the others with the typography Heebo extra bold.



## Use of the logo

The logo should be used with the color blue (#284ED7) for the P and yellow (#FFB800) for the U. The outline allows the use of this logo on a white or black background. If the background is colored it's possible to use the black and white logo. But this should be exceptional.

### Principal use



### Secondary



### Variations



## Typography

For the complete version of the logo and the app, we use the font Heebo. This font is easy to read. We choose a sans serif font that makes the text easier to read on a screen and more modern.

Heebo Regular

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  
0 1 2 3 4 5 6 7 8 9

Heebo Extra Bold

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  
0 1 2 3 4 5 6 7 8 9

## Colors

PlanUp uses 4 principal colors that are close to the primary colors. These 4 colors will be used for the map part. Blue is the main color in the app because it is a color that is bringing calm, intelligence and confidence. It will be used to encourage the user to click. The red and the yellow are also used to select the priority of a task.

### Color code



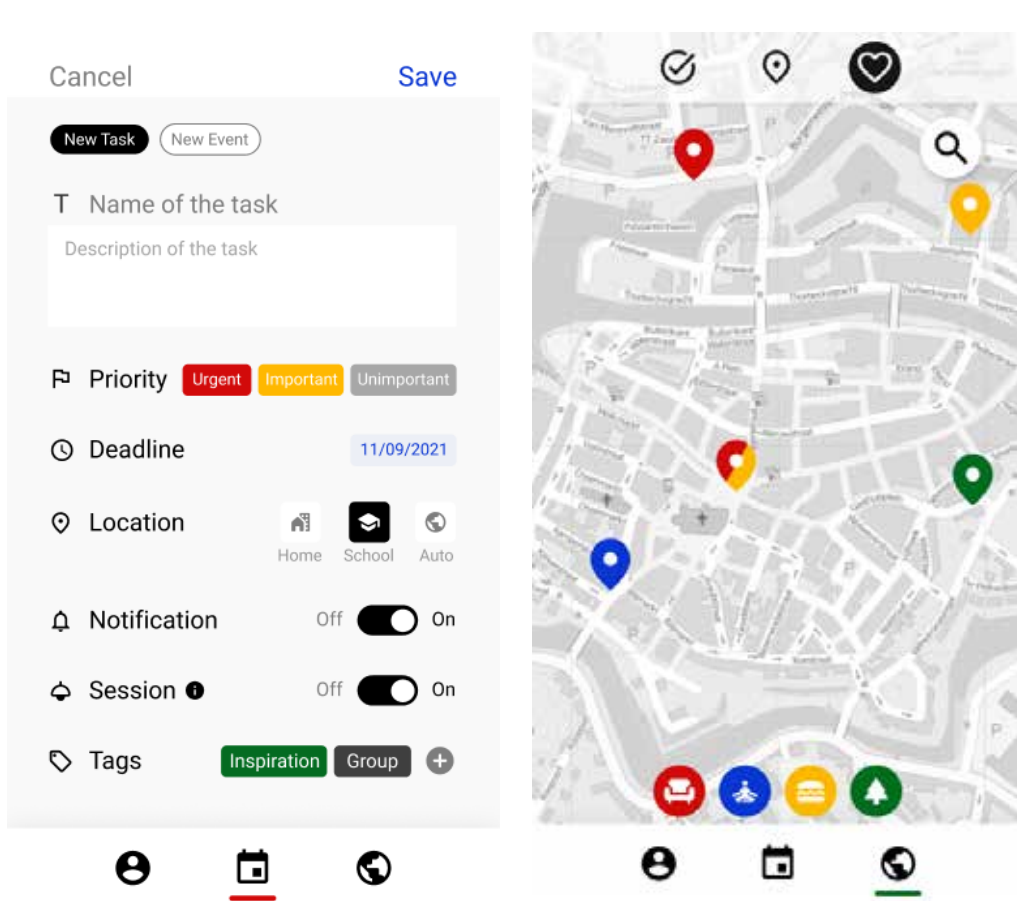
#284ED7

#FFB800

#D20A0A

#006E1F

## Example in the app



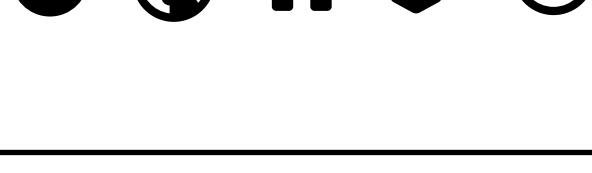
## Icons

All the icons of the app come from Google Fonts. This site offers free licensed icons. The good point with these icons is that you are sure they have all the same graphism.

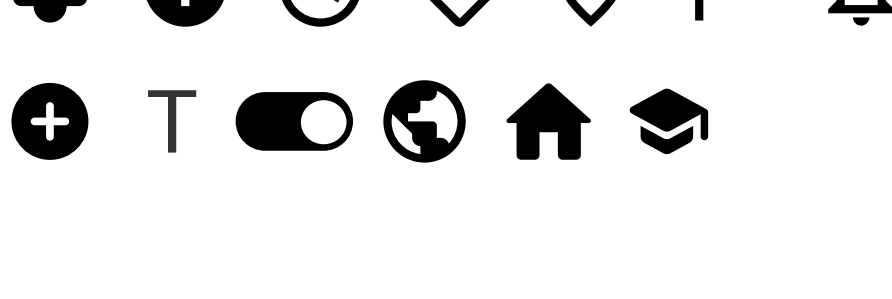
### Tab bar



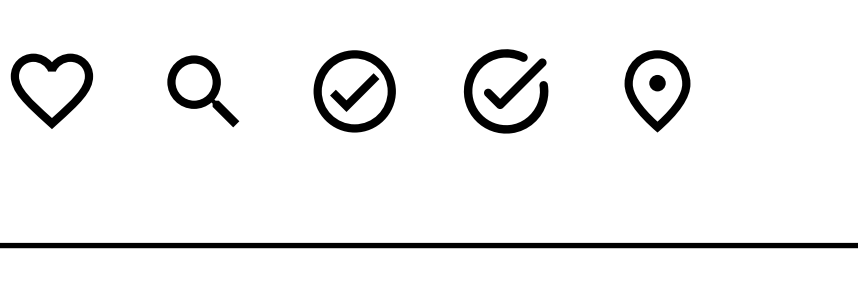
### Planning page



### Edit / Create Task



### Map page



### Profil page

