

eFFEKTIO

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Modern

Ease

Inspiring

Practicality

Trusted

Logical Thinking

Approachable

Simple

Excitement

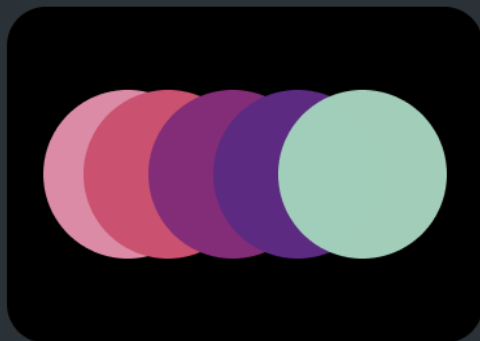
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for headlines

Roboto Semi-Bold

An elegant, modern,
sans-serif display
webfont.

Meet EFFEKTIO.

**The mobile-first
community
communication and
casual
organising platform**

for text

Roboto Medium

A variable font crafted & designed for computer screens, with focus on high legibility of small-to-medium sized text on computer screens.

webfont.

We are building the Effektio App with Flutter, Material with a Rust core (through FFI and webassembly for web) connecting the matrix infrastructure running synapse and various bridges. The features are built as matrix-native types right into our multiplatform Rust-SDK based on the rust-matrix-sdk.

Typography - Roboto

Typefaces

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Style guide

Ag H1 - A • 18/20

Ag H2 - A • 16/Auto

Ag H3 - A - subject • 15/20

Ag Body Text - A • 10/15

Ag H4 - A - subtitles • 10/15

Ag H5 - A - Big Word • 20/25

Ag H6 - A - legal • 10/auto

Why Roboto?

STRONG

TRUSTWORTHY

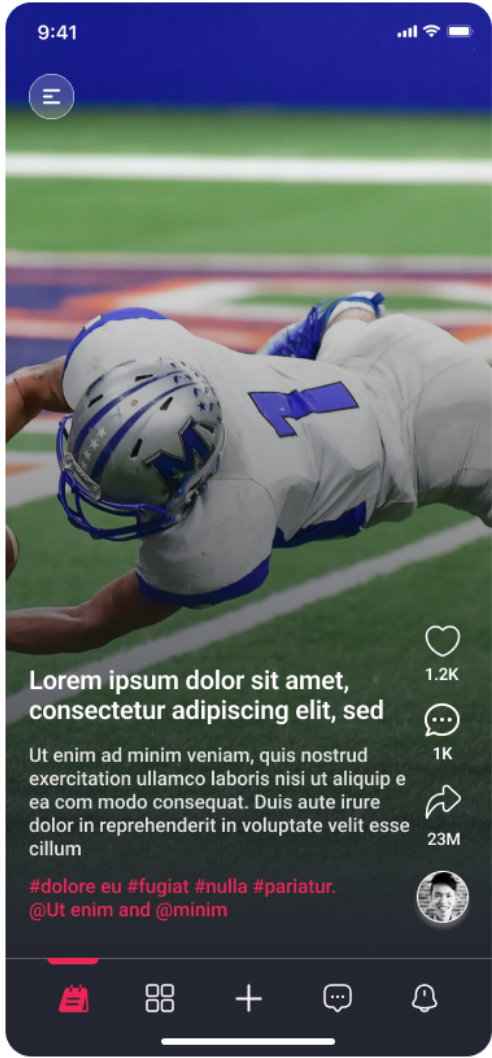
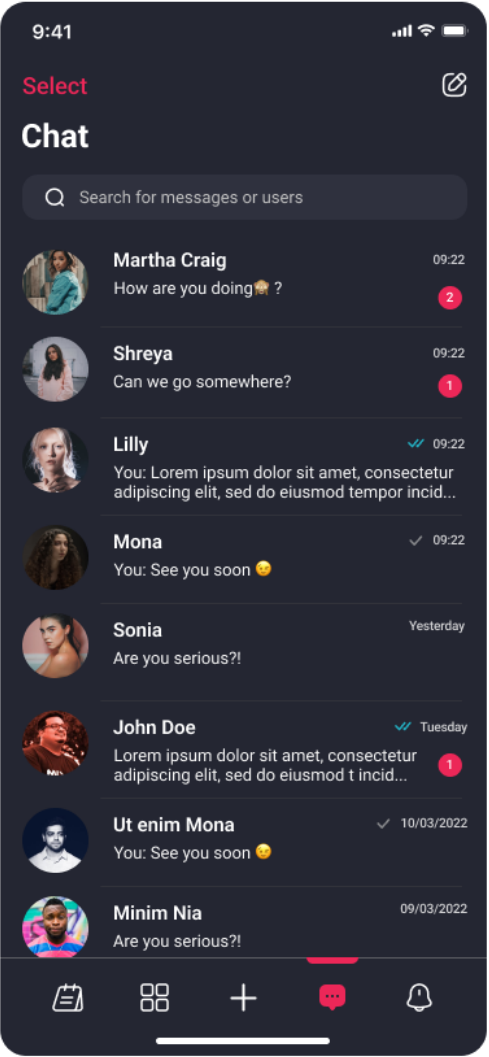
VERSATILE

CONTEMPORARY

MODERN

RELIABLE

Graphic Style



Color Guide



Main Color
#EC2758



Main Color 2
#23AFC2



Background Color
#979797



Secondary Color
#333540



Secondary Color 2
#2F313E



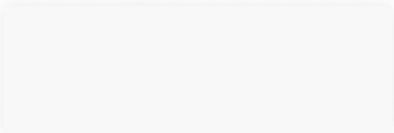
Divider
#4A4A4A



Text Color 1
#FFFFFF



Text Color 2
#FEFEFE



Text Color 3
#F8F8F8



Text Color 4
#C2C1C0

Thank You