



appapp Brand Design Guidelines 2

Colors

#ffffff
hsl(0, 0%, 100%)

#464646
hsl(198, 100%, 58%)

#c3ff2a
hsl(77, 100%, 58%)

#ff2a6a
hsl(342, 100%, 58%)

#2abfff
hsl(198, 100%, 58%)

#121212
hsl(198, 100%, 58%)

#008fcc
hsl(198, 100%, 40%)

The colors were picked to be vibrant and having enough contrast against white #ffffff and black #121212. White being the standard background color and black not being pure black, to mitigate the ghosting on OLED screens while looking like pure black. An extra blue was made available for larger amounts of text as to keep the contrast high enough for to pass WCAG 2.1 for smaler amounts of text.

Font

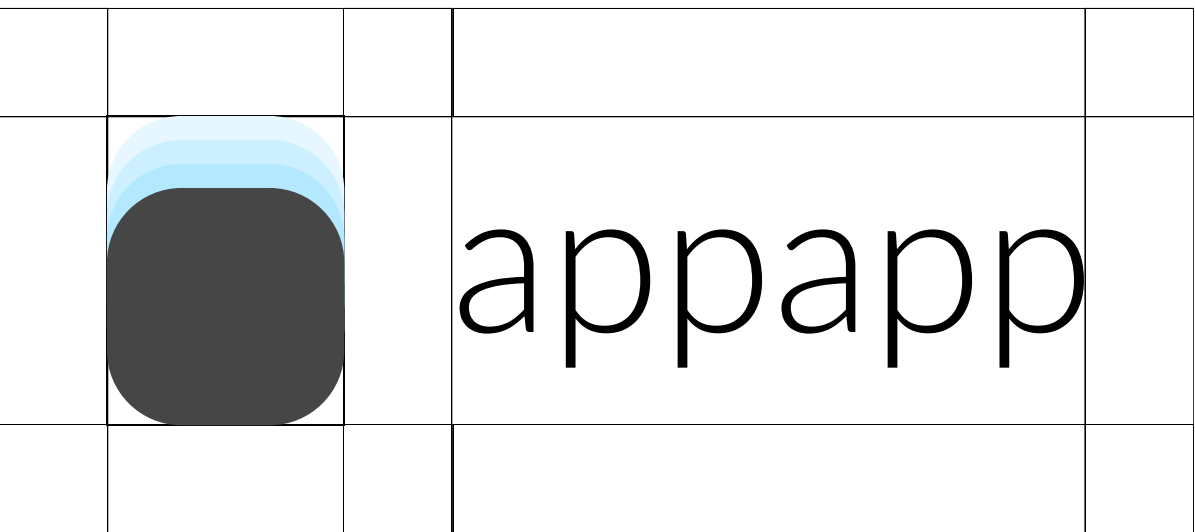
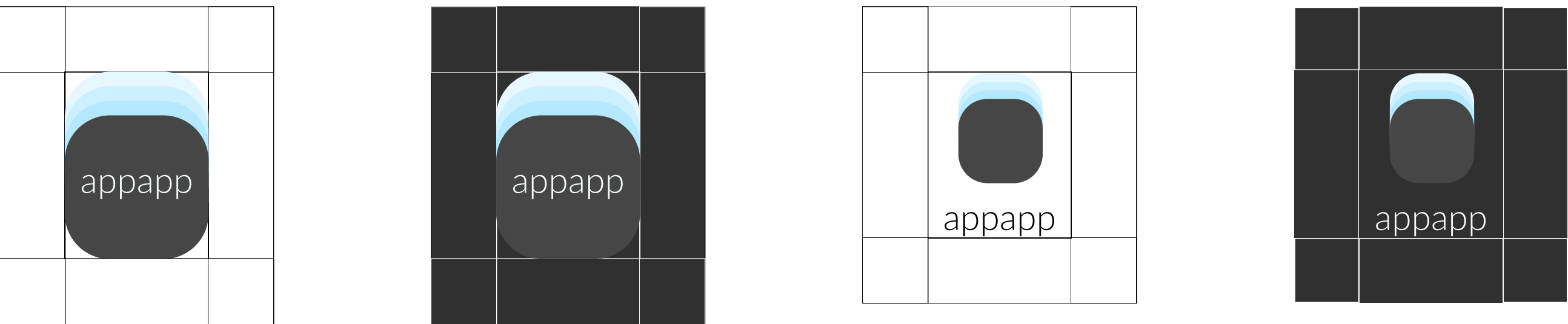
Small text
Font: Lato
Weight: Medium

large text
Font: Lato
Weight: Light

Site Purpose

The site is for the appapp's app dea, an app for creating 3D objects on the iPhone. On the side there will be images of the app, companies using the app, a page about appapp, and a list of other apps created by appapp. The target audience is people that need to quickly get an 3D object based on an existing object without having to create it from scratch.

Icon



Star

