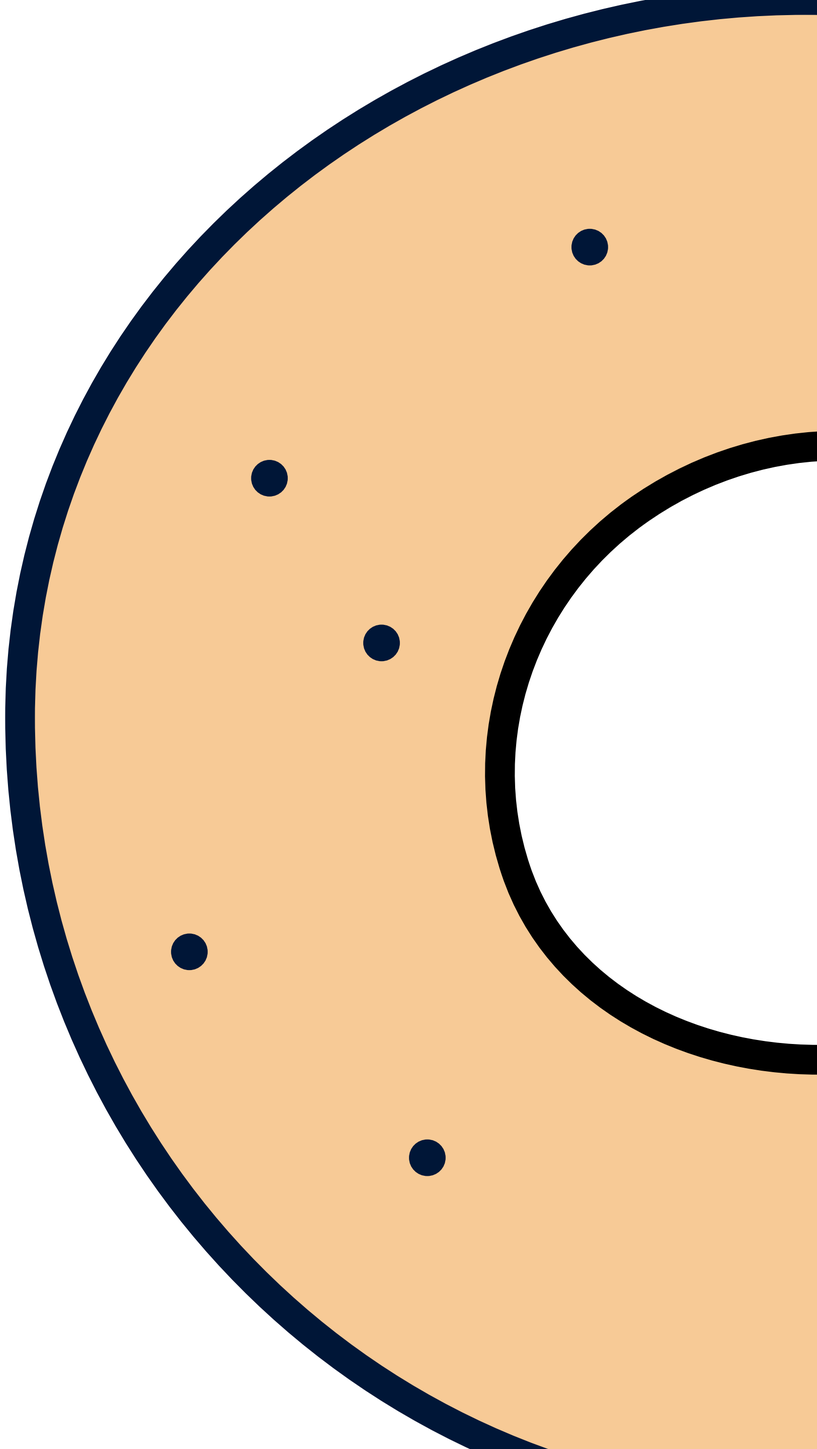
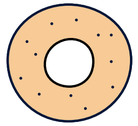
Brand Guidelines

OKAYBAGEL

The best bagel tracker. Period.

Elaine Lumanauw





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Brand positioning

Bright and strong colors

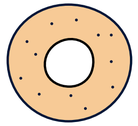
Bold

Rounded corners
friendly language

Friendly

Clean and sleek

Minimal



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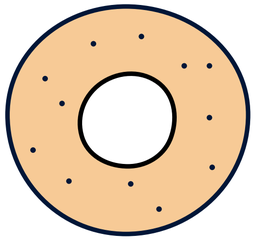
Final logo

The final logo is a simple rendition of a bagel with very playful and doodle-esque colors.

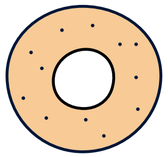
I chose colos that were mimicing the bagel, as well as little dots for the ‘sesame seeds’. Additionally, I used Patrick Hand SC as my font face.

#F7CA96

#001637



OKAYBAGEL



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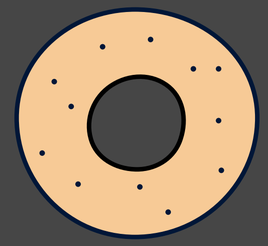

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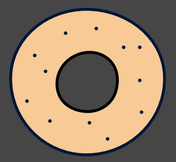

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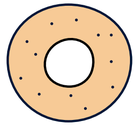

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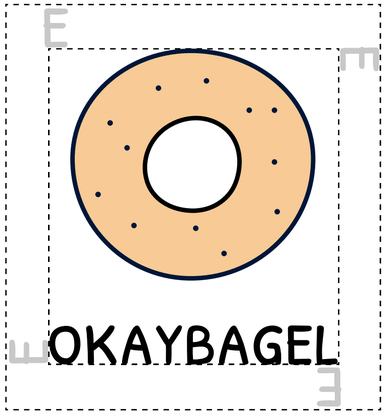
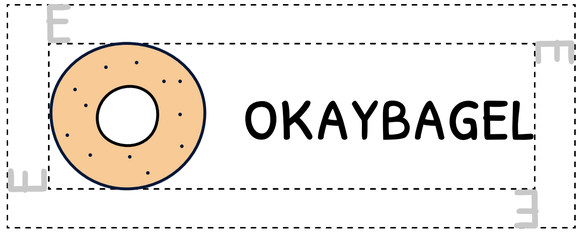
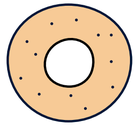
Clear space

To ensure legibility, there must be spacing between logo and text/ other elements. This will avoid overcrowding and ensure legibility.

In this case, the minimum spacing is the height of the E on Okaybagel. Spacing must be maintained as logo is proportionally re-sized.







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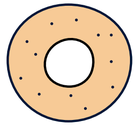
Avatar

This is the avatar that will be shown on your phones.

The example that is on the right is what it would look like on your iPhone.



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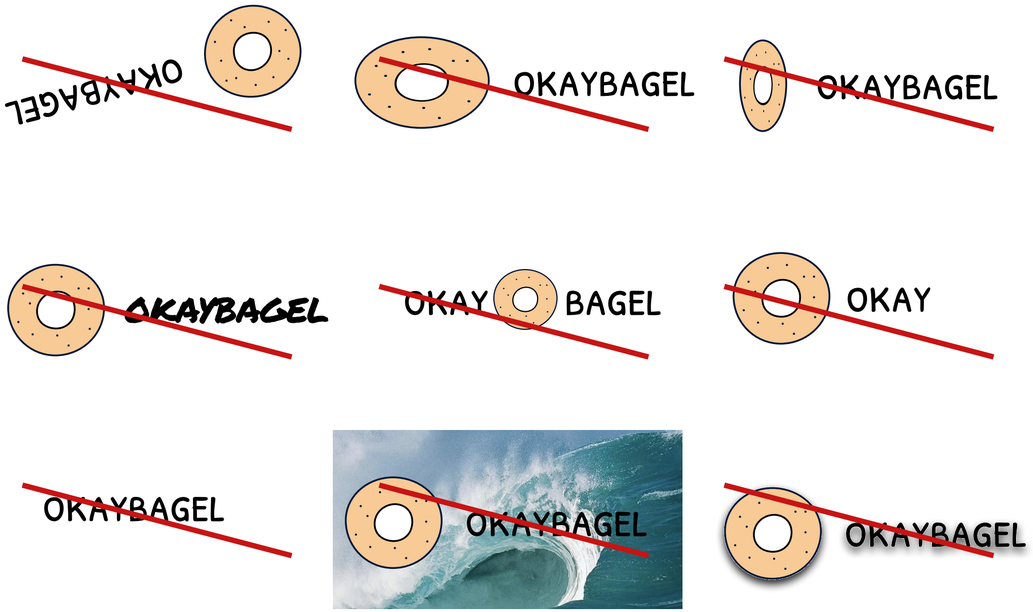
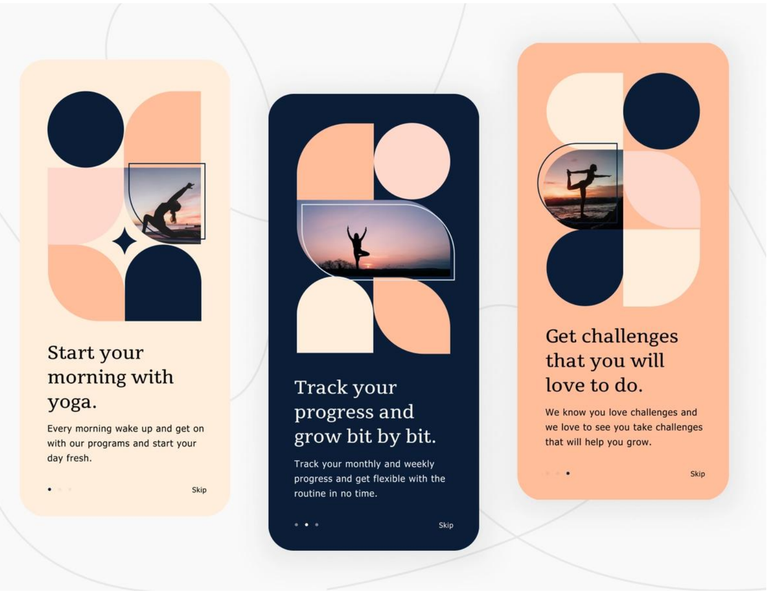
Avoid

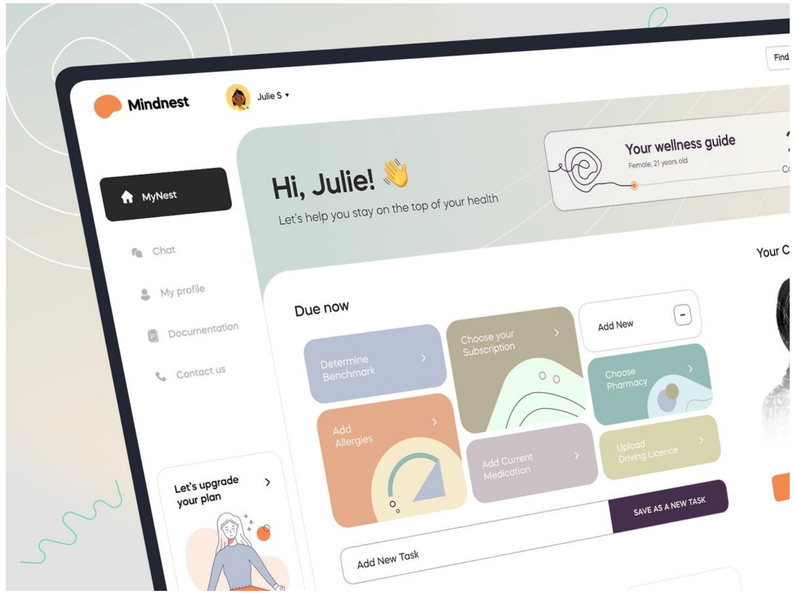
Avoid rotating the logo more than 45 degrees.
Avoid stretching the logo.
Avoid compressing the logo.
Avoid using different fonts.
Avoid altering/rearranging the logo.
Avoid using only half of the text. Otherwise, just use the monogram.
Avoid only using the text.
Avoid using logo on busy backgrounds.
Avoid adding color, shadow, dimensions, effects, gradients to the logo.

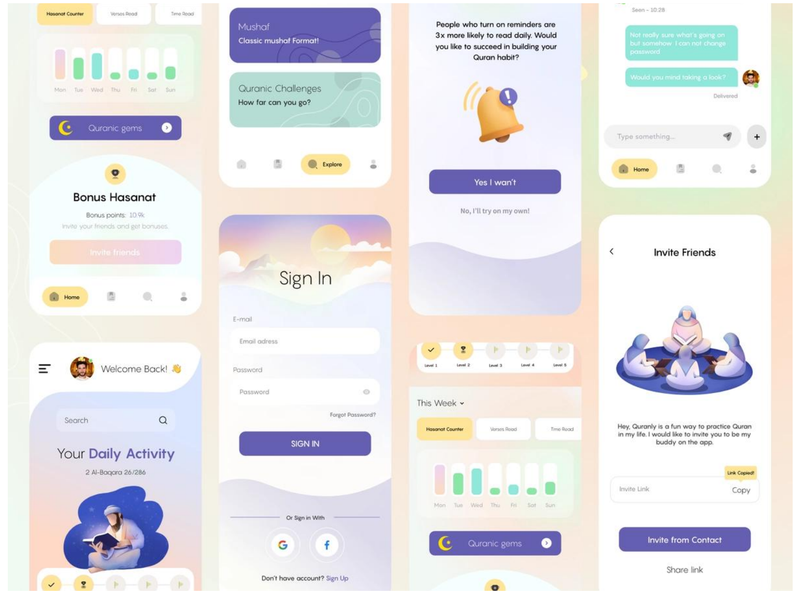


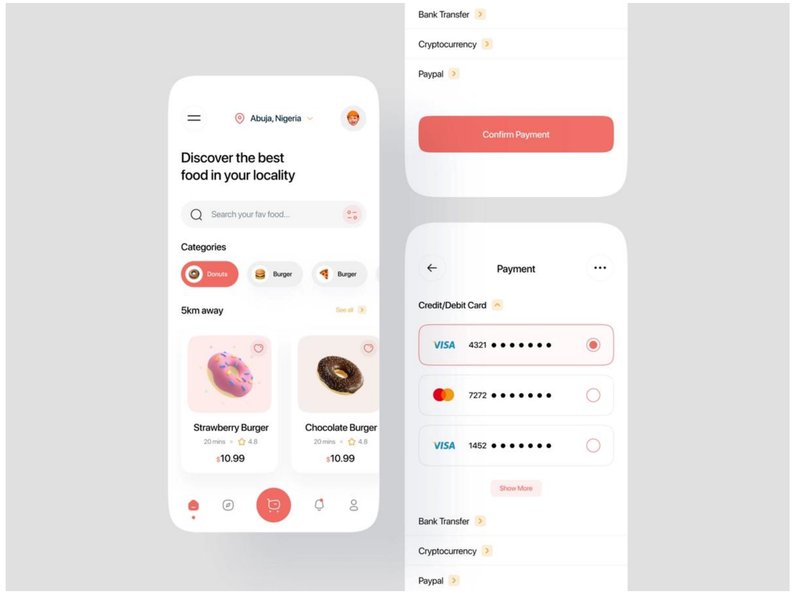
Elaine Lumanauw

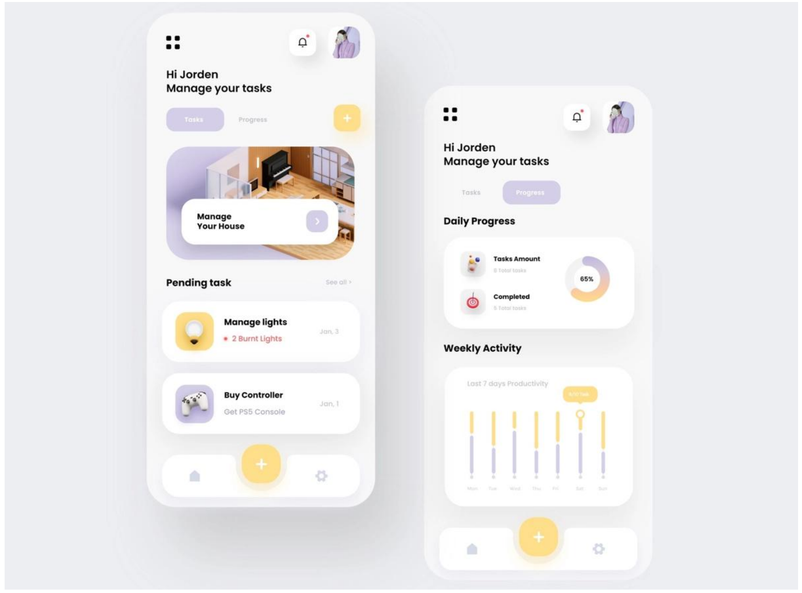
UI Moodboards

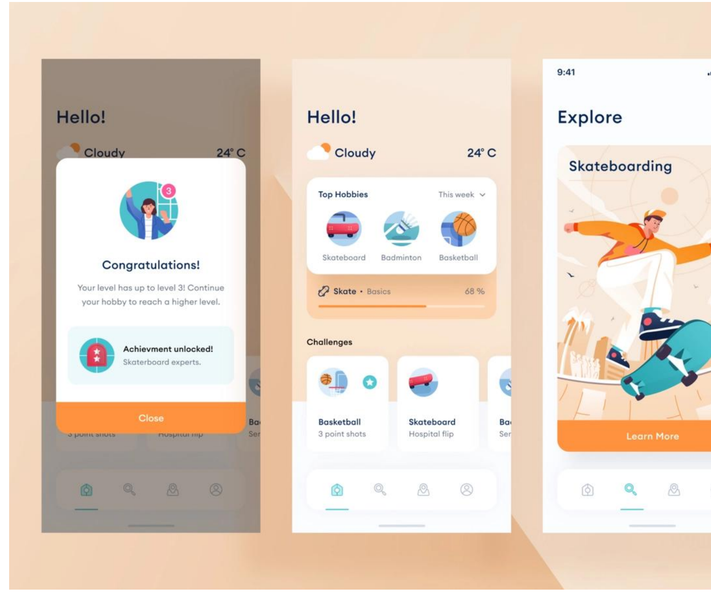


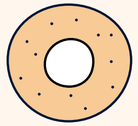












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Color styles

Primary

Ocean
#59C4AF

Light coral
#FFF0E3

Neutral

Black 70
#232931

Black 60
#4F5A66

Black 50
#A5AAB0

Black 40
#EDF0F4

Black 30
#F4F8FC

Black 20
#F8F9FB

White
#FFFFFF

Alert

Yellow
#FFC526

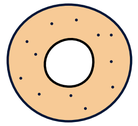
Green
#32D07B

Red
#FF5959

Light Blue
#1DC6FC

Gradient

Ocean
#59C4AF



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Text styles

Heading 1 - Poppins 20 Regular

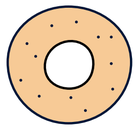
Heading 2 - Poppins 18 Bold

Heading 3 - Poppins 14 Semibold

Heading 4 - Poppins 14 Regular

Body - Poppins 13 Regular

OKAYBAGEL



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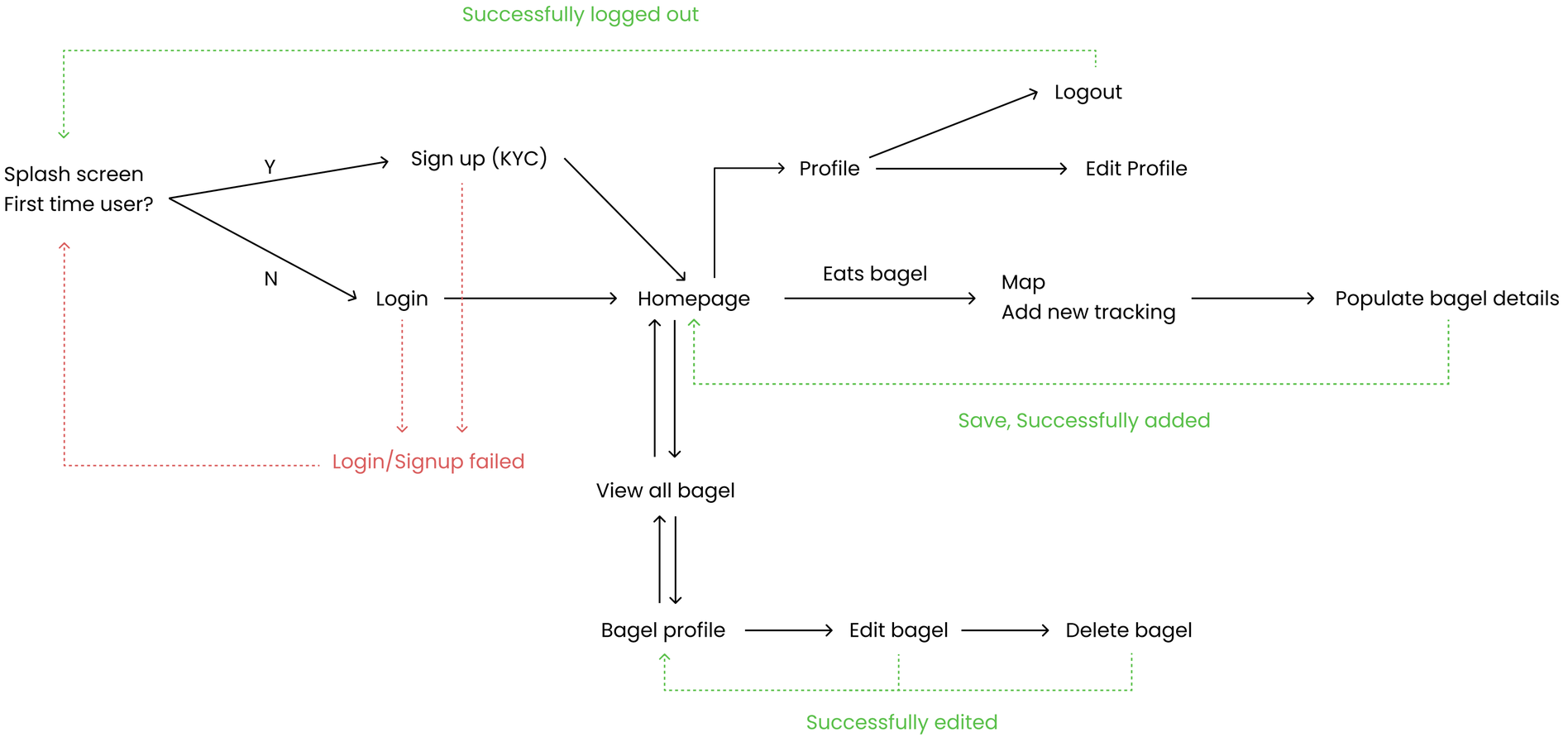

Wireframes / Onboarding

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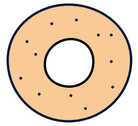

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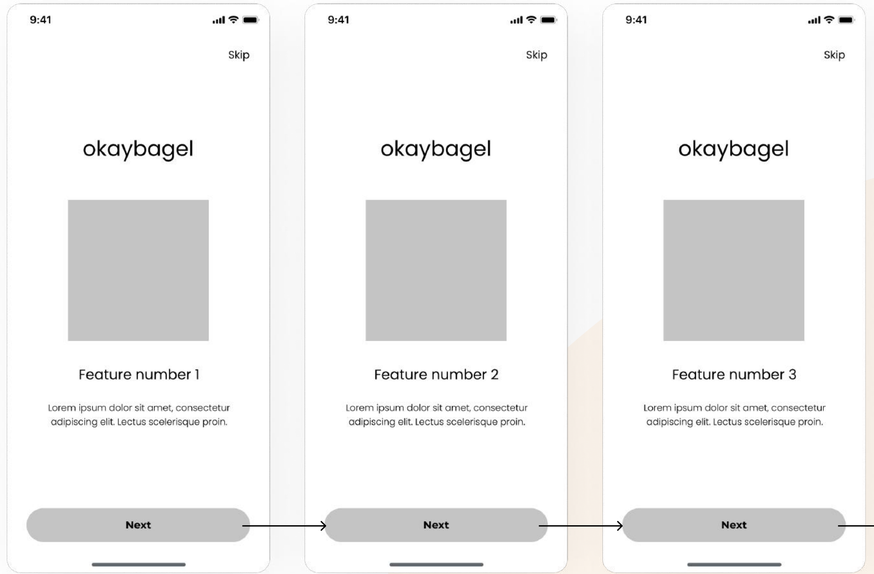
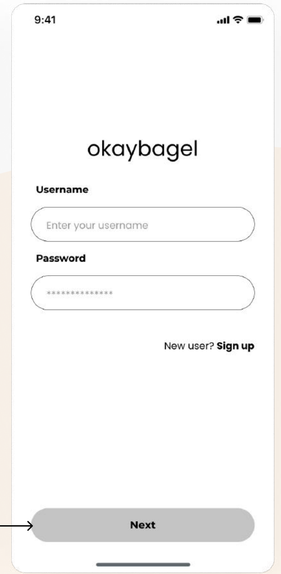
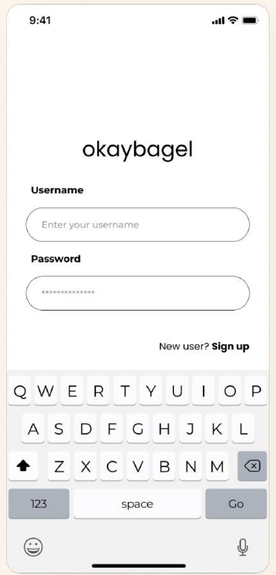
Splash screens



Login page





Wireframes / Sign up

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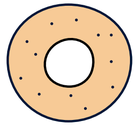

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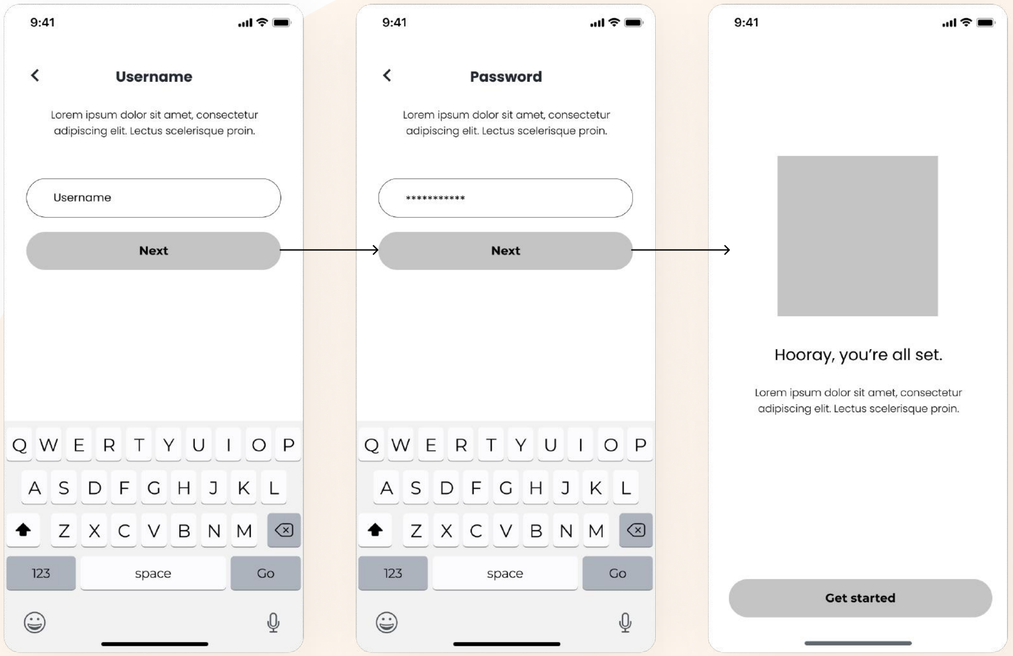
Sign up process



Wireframes / Homepage
Flow: Add a bagel

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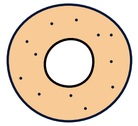

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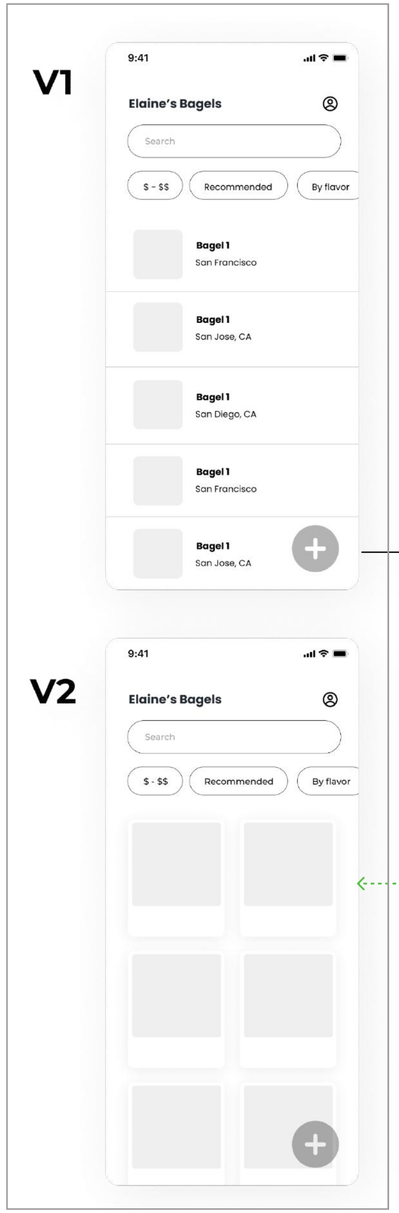

Wireframes / Edit user

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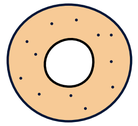

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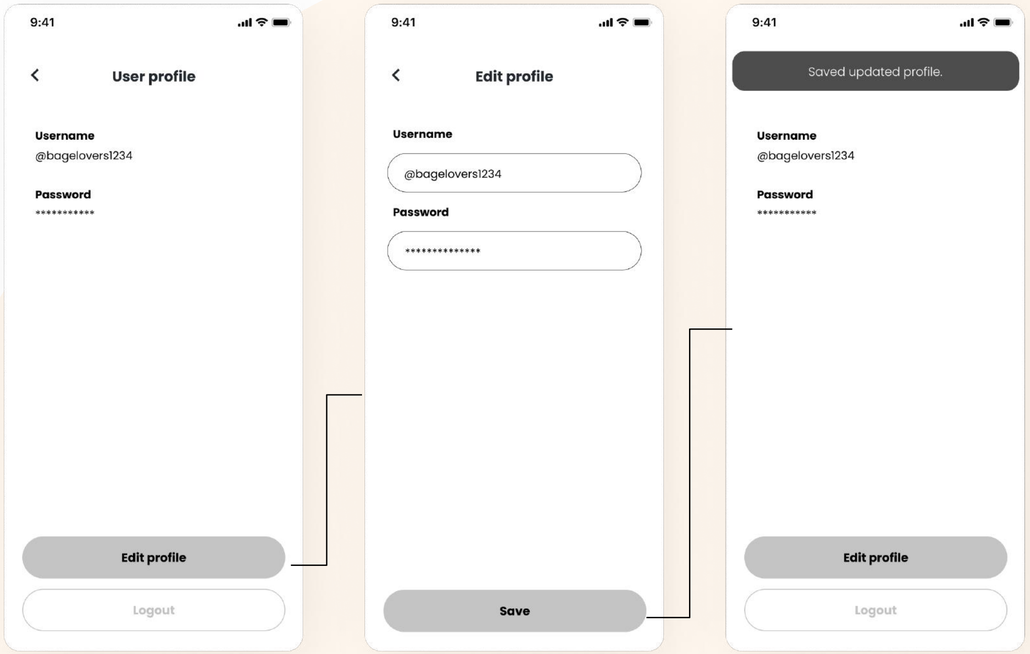

Potential final screens

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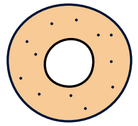

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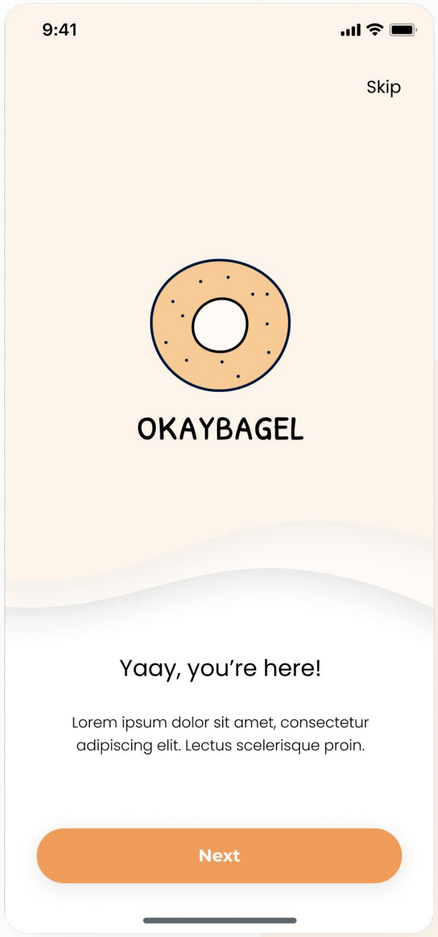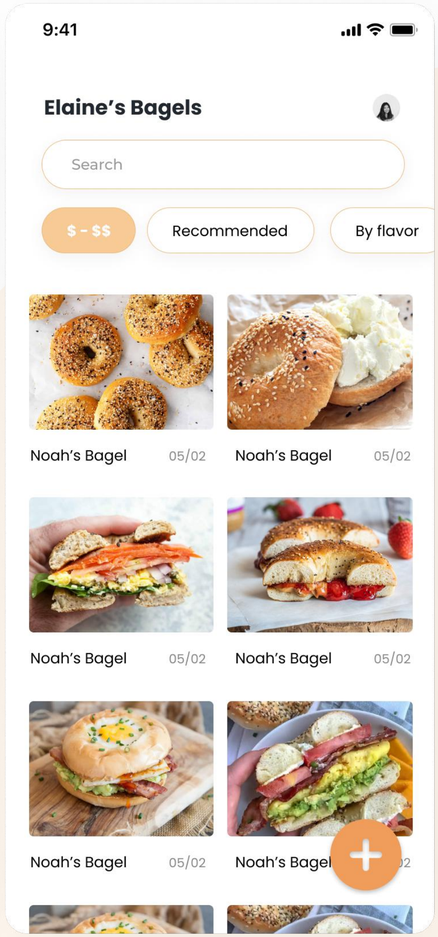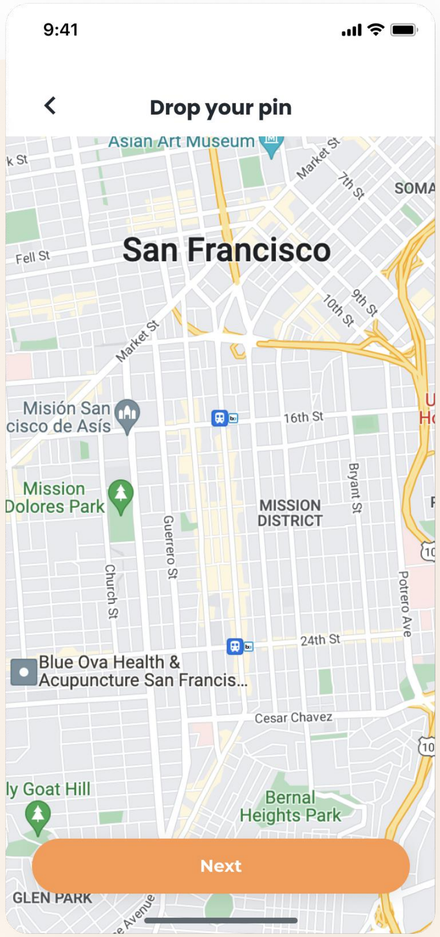
Wireframes