

Corporate Design

October 2020

1 Our Goal

The goal of our design was to make a simple, readily understandable and user friendly interface. Common design elements shared by various websites and immediately recognized by users are used to achieve this.

2 Key Elements

2.1 Logo



The logo in our website aims to give a clear idea of its functionalities to the users. We aim to provide a platform where users can report items that they have lost or found. Users are able to view such items as needed. The action is reflected by the logo design.

2.2 Fonts/Icons



With self-explanatory icons and readable fonts, we provide an easy-to-use environment. The three examples shown signify some aspects of our service. Mainly that you can "search, locate and inquire to the people in the community."

2.3 Colors

Following the trend of most websites, bright colors are avoided for a better reading experience. We instead opted for a grayscale pallet, with a mild gradient in the background.

2.4 Homepage

The Homepage is a portal to the website that can be accessed by users after they login using their campusnet email, with minimal details about the purpose of the website using the assets described earlier.

The imprint page is accessible by going to the "About" page in the Homepage.