Icon and Button Size and Style

All of the icons are from Font Awesome, a collection of icons that are open source and free for commercial use. For more details, please refer to https://fontawesome.com/free
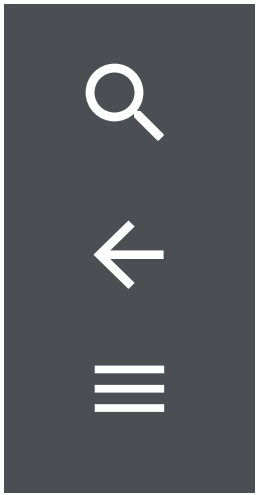
Design Rationale: The icons are used as buttons, also further supported by text labels underneath for complete understanding of its use. The buttons without icons are emphasized with colour (almost like a hyperlink), to make it clear that it can be tapped
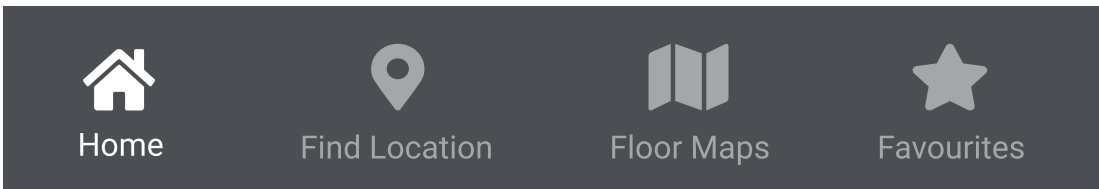
Top App Bar

Search Icon
Font Awesome: "Search"
Size 40, Colour: #FFFFFF

Back Button Icon
Font Awesome: "Arrow-left"
Size 40, Colour: #FFFFFF

Hamburger Menu Icon
Font Awesome: "Bars"
Size 40, Colour: #FFFFFF

Bottom Nav Bar

Home Icon
"Home"
W: 27, H: 23
Colour: #FFFFFF

Find Location Icon
"Map Marker Alt"
W: 20, H: 25
Colour: #FFFFFF

Floor Maps Icon
"Map"
W: 30, H: 25
Colour: #FFFFFF

Favourites Icon
"Star"
W: 28, H: 25
Colour: #FFFFFF

Engaged Colour: #FFFFFF
Disabled: 50% Transparency
Text Font and Size: Roboto, Regular, Size 12

Floor Maps Tab/Screen

Zoom-in Icon
"Search Plus"
W: 50, H: 50
Colour: #858585

Zoom-in Icon
"Search Minus"
W: 50, H: 50
Colour: #858585

Find Location Tab/Screen - Navigation

Start

Start Icon
"Location Arrow"
W: 20, H: 20
Colour: #FFFFFF

Text Label
Roboto, Regular 22
Colour: #FFFFFF

Shape:
W:145, H: 50
Colour: #A12626

Steps

Start Icon
"List"
W: 20, H: 20
Colour: #FFFFFF

Text Label
Roboto, Regular 22
Colour: #FFFFFF

Shape:
W:145, H: 50
Colour: #A12626

Home Tab/Screen - Restaurant Detail

FIND LOCATION
Find Location Icon
W: 30, H: 30
Colour: #A12626

CALL
Find Location Icon
W: 25, H: 25
Colour: #A12626

FAVOURITE
Favourite Icon
W: 25, H: 25
Colour: #A12626

Text Font and Size: Roboto, Medium, Size 11
Colour: #A12626
All Caps

Find Location Tab/Screen - Card

Find Location   Read More

Both buttons:
Roboto, Medium, Size 18
Colour: #A12626

Find Location Tab/Screen - Map

Current Location Icon:
Android Material Design
Colour: #A12626, Size 25
Outer Circle:
Size 55, Colour:#FFFFFF

GO

Start Journey Icon:
Android Material Design
Colour: #FFFFFF, Size 25
Outer Circle:
Size 55, Colour:#A12626
Text:
Roboto, Regular, 13
All Caps

Find Location Tab/Screen - Steps

Direction Icon:
"Long Arrow Alt Up"
Colour: #A12626
W:20, H:40

Direction Icon:
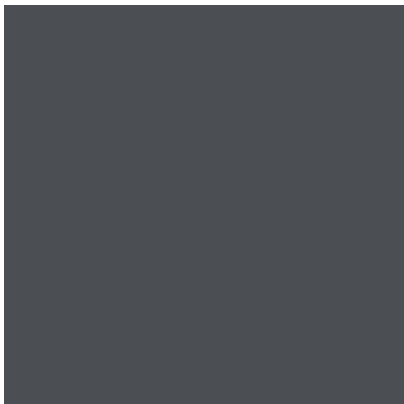"Long Arrow Alt Right"
Colour: #A12626
W:40, H:20

Direction Icon:
"Long Arrow Alt Left"
Colour: #A12626
W:40, H:20

Colour Palette

The colour palette is based on the National Gallery's existing website. Please refer to the website: https://www.nationalgallery.org.uk/

Design Rationale: To keep the branding consistent and cohesive, the colour palette of the app reflects the website's palette.
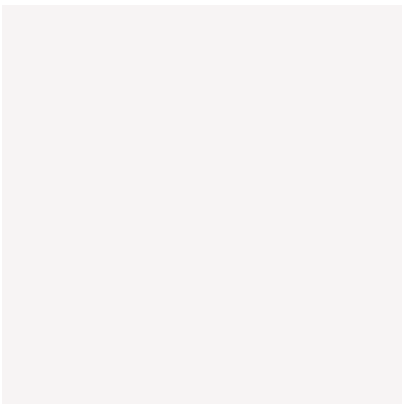
Hex #4B4E53
RGB (75,78,83)

Hex #858585
RGB (133,133,133)

Hex #515151
RGB (81,81,81)

Hex #F7F4F4
RGB (247,244,244)

Hex #A12626
RGB (161,38,38)

Font Size, Style and Logo Guidelines

Typeset all text, labels, titles and paragraph text in Roboto and in black (unless otherwise indicated), with the exception of the logo, which will be in Baskerville Old Face.

Design Rationale: Only one font is used - in order to keep reading text easy. Roboto was picked since it is a sans sarif font, and thus is easier to read on digital screens.The only other font used is the brand's logo, which reflects the british, old-style, elegance that is similar to the National Gallery's logo.

App Bar

Top Navbar Title
Roboto, Medium 24/26

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut ac neque non odio rutrum pulvinar. Nulla tellus metus, pellentesque in lacus

Home Tab/Screen

Card Title
Roboto, Medium 20/22
Colour: #FFFFFF

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut ac neque non odio rutrum pulvinar. Nulla tellus metus, pellentesque in lacus

List Item Subtitle - Info
Roboto, Regular 17/19
Colour: #858585

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut ac neque non odio rutrum pulvinar. Nulla tellus metus, pellentesque in lacus

List Item Subtitle - Location
Roboto, Regular 15/17
Colour: #515151

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut ac neque non odio rutrum pulvinar. Nulla tellus metus, pellentesque in lacus

Restaurant Detail Screen Title
Roboto, Medium 24/26

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut ac neque non odio rutrum pulvinar. Nulla tellus metus, pellentesque in lacus

Restaurant Detail Screen Details
Roboto, Regular 20/22

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut ac neque non odio rutrum pulvinar. Nulla tellus metus, pellentesque in lacus

Restaurant Detail Screen Description
Roboto, Regular 21/23

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut ac neque non odio rutrum pulvinar. Nulla tellus metus, pellentesque in lacus

Find Location Tab/Screen

Card Title
Roboto, Medium 20/22

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut ac neque non odio rutrum pulvinar. Nulla tellus metus, pellentesque in lacus

Card Subtitle - Theme
Roboto, Regular 14/16
All Caps

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADISPISCING ELIT. UT AC NEQUE NON ODIO RUTRUM PULVINAR. NULLA TELLUS METUS, PELLENTESQUE IN LACUS

Card Subtitle - Artists
Roboto, Italic 16/18

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut ac neque non odio rutrum pulvinar. Nulla tellus metus, pellentesque in lacus

Steps Screen Title
Roboto, Medium 24/26
Colour: #A12626
All Caps

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADISPISCING ELIT. UT AC NEQUE NON ODIO RUTRUM PULVINAR. NULLA TELLUS METUS, PELLENTESQUE IN LACUS

Steps Screen Step Description
Roboto, Regular 20/22

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut ac neque non odio rutrum pulvinar. Nulla tellus metus, pellentesque in lacus

Watch Screens

Current Room Info Screen - Artists
Roboto, Bold 14/16
Colour: #FFFFFF

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut ac neque non odio rutrum pulvinar. Nulla tellus metus, pellentesque in lacus

Current Room Info Screen - Artists
Roboto, Regular 12/14
Colour: #FFFFFF

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut ac neque non odio rutrum pulvinar. Nulla tellus metus, pellentesque in lacus

Search Screen - Steps
Roboto, Regular 12/14
Colour: #FFFFFF

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut ac neque non odio rutrum pulvinar. Nulla tellus metus, pellentesque in lacus

Search Screen - Result
Roboto, Regular 12/14
Colour: #4B4E53

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut ac neque non odio rutrum pulvinar. Nulla tellus metus, pellentesque in lacus

Logo Design

Baskerville Old Face
Font size 45 for "The"
Font size 80 for "National Gallery"

The
National
Gallery