With the help and recommendations of the Oconee River Land Trust, our team has put together a fully usable visual design document. With Tallassee Park users in mind, our visual elements have a minimalist and earthy feel students, teachers, and community members can connect with. Our goal is to keep our assets, simple, clean, and true to the brand.

VISUAL DESIGN DOCUMENT

TALLASSEE PARK

NMIX 4510

KRITI LODH Hollie Mitchell Chris Martinez

JACK TOWERY

LUCIA VEREEN

PALETTE

This color palette forms the basis of our brand identity. We chose these closers to create a simple and earthy feel for our print materials, presentations, and applications. The palette encompasses the main colors people encounter in nature, thus giving users a feel of Tallassee Park at the touch of their fingers. We made sure to have a nice contrast in colors, with deeper tones such as Black Magic, Kombu Green, and Baja Blue, alongside our neutral colors Volkswagen Kalahari Beige, Tea Leaves, and Quarter Powder Blue.

PANTONE 19-3911 TCX C 69 Y 69 M 61 K 68 R 43 G 36 B 40 HEX 2B2428 BLACK MAGIC	PANTONE 5743 C C 70 Y 51 M 95 K 58 R 49 G 60 B 26 HEX 313C1A Kombu Green	PANTONE 19-4121 TCX C 82 Y 61 M 52 K 39 R 46 G 69 B 79 HEX 2E454F Baja blue
Body & title text	Banners & buttons	Disclaimer bar
PANTONE 16-0613 TPG C 36 Y 30 M 48 K 01 R 168 G 163 B 137 HEX A8A389 Volkswagen Kalahari Beige	PANTONE 4178 C C 37 Y 23 M 37 K 00 R 166 G 176 B 161 Hex A6B0A1 Tea Leaves	PANTONE 14-4504 TCX C 25 Y 16 M 16 K 00 R 191 G 198 B 201 HEX BFC6C9 QUARTER POWDER BLUE
Progress bar	Category items	Login & information

Tallassee Park

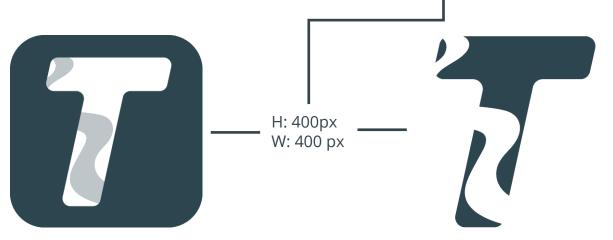
H: 200px W: 1400 px

LOGO

White logos are for use on dark-colored backgrounds.



Tallassee Park's logo is representative of both the brand and the app. Our vision behind the logo is to illustrate the Oconee River that is one of the park's landmarks. We created various forms of the logo that will be utilized for different purposes, as listed.



Dark logos are for use on white backgrounds only.

LOGO

Tallassee Park

H: 200px W: 1400 px

ABCDEFGHI JKLMNOPQR STUVWXYZ

Bebas Neue

ABCDEFGHIJKLM NOPQRSTUVWXYZ

Bitter Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Open Sans

TYPOGRAPHY

We chose fonts that will stick to the crisp and minimal feel of the brand and product we have created alongside the Oconee River Land Trust. These fonts help make our product look both professional and engaging.

LOG IN



Map Layers
Park Information
Explore Page
Activities Page
Expand Options

[PAGE TITLE BAR]

[Activity Information]

Activity #1

《大学》

[Category Item]





BUTTONS













Flora
Fauna

R
Earth Science
The Big Picture
Progress

[ACTIVITY

[Athens-Clarke County

government disclaimer]

[CAT.]

TITLE]

Fauna #: Subheader

Fauna #2

GRAPHIC ELEMENTS

[PROGRESS BAR]

TALLASSEE PARK NMIX 4510 KRITI LODH HOLLIE MITCHELL CHRIS MARTINEZ JACK TOWERY LUCIA VEREEN

VISUAL DESIGN DOCUMENT

