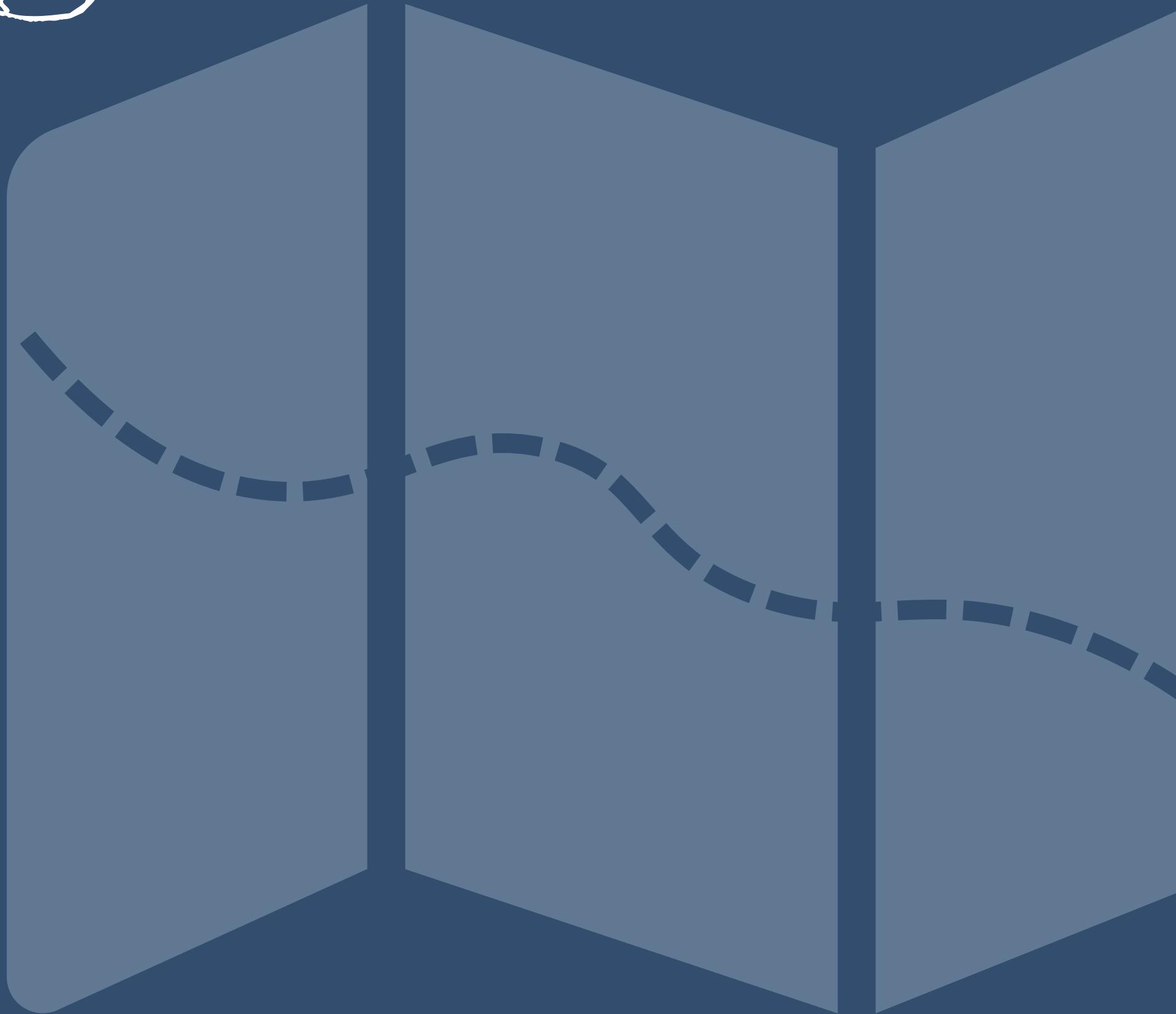


# Scavenger

## HOW WE DESIGN



# 01 LOGO

## DOs

- Keep logo one colour
- Acceptable colours: #FFFFFF, #F08A71, #324D6E

## DON'Ts

- Use colours outside of the brand palette
- Rotate logo
- Place logo over images/elements



scavengr



scavengr



scavengr



scavengr



scavengr



# 02 VOICE

## UPBEAT & ENCOURAGING

When writing for Scavengr you should maintain an upbeat and encouraging tone at all times.

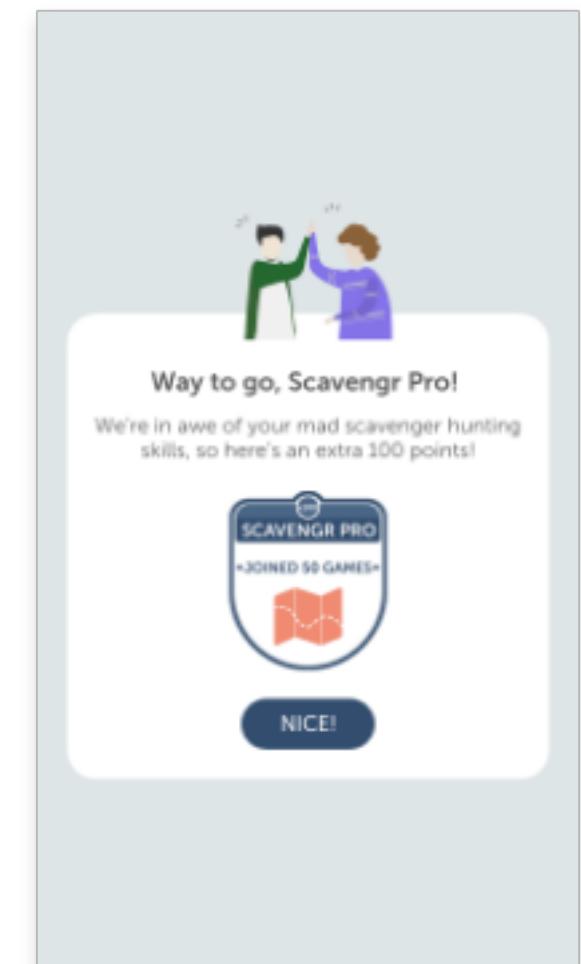
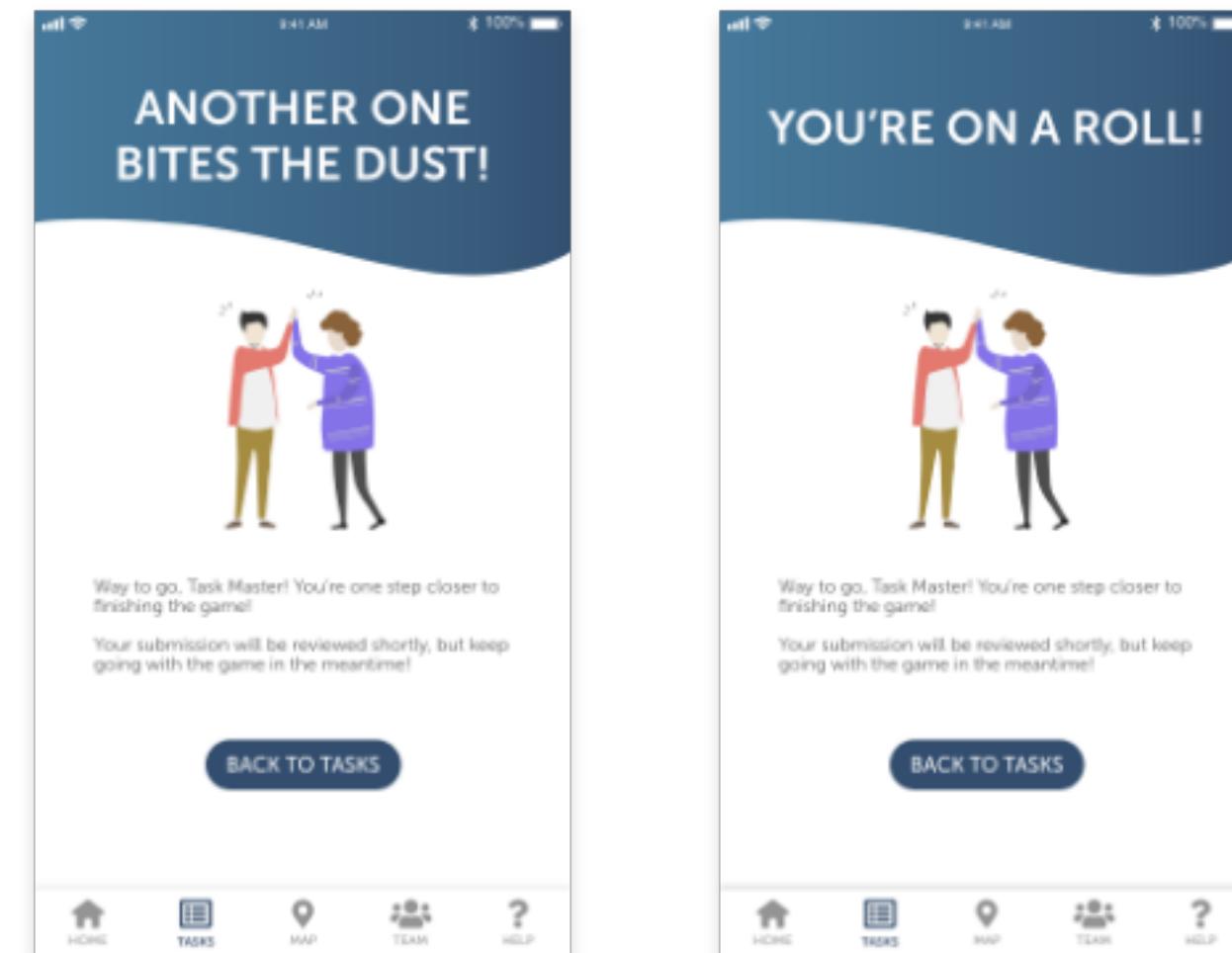
Our users will primarily be young and familiar with all sorts of games, but our voice should still be inclusive for other demographics.

When writing for screens in the live game play mode, keep the user's feelings in mind - keep the copy short and encouraging.

When writing for all other screens, portray a feeling of excitement - our users are looking for new experiences!



Use various titles for pages that repeat a lot, such as the confirmation page after submitting a task



# 03 COLOURS

## THEME COLOURS

- #324D6E: used for buttons, accents headers
- #F08A71: used for icon buttons, secondary focus elements

## TEXT COLOURS

- #575757: primary colour for text, used on all light backgrounds
- #FFFFFF: used for dark backgrounds, category titles over photos
- #F08A71: used for linked text
- #949494: text in menu bar

## THEME COLOURS



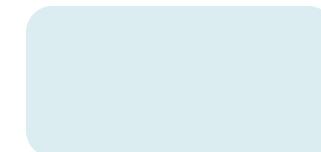
#324D6E

RGB (50, 77, 110)



#F08A71

RGB (240, 138, 113)



#DBEDF1

RGB (219, 237, 241)



#487FA1

#324D6E



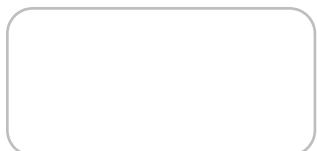
#ED9D8A

#F08A71

## TEXT



#575757



#FFFFFF



#F08A71



#949494

## ALERTS



#77D3AF

SUCCESS



#FFCC85

WARNING



#EA4343

ERROR

# 04 TYPOGRAPHY

## DOs

- Use Museo Sans
- Keep accessibility in mind and choose a text colour that has a high contrast with background
- Use specification in table for all standard copy elements

## DON'Ts

- Use fonts other than Museo
- Use colours other than #FFFFFF, #575757, #949494, #F08A71 (linked text)
- Rotate text

# Museo Sans

STYLE	WEIGHT	POINT	COLOUR	USE
Title	700	36pt	#FFFFFF	Onboarding, Success page
Subtitle	500	20pt	#FFFFFF	Game categories
H1	700	20pt	#FFFFFF #575757	Content header
H2	700	16pt	#575757	Secondary content, Task names
H3	500	15pt	#FFFFFF #575757	Nav bar
Body Bold	500	14pt	#575757	Game Card Titles
Body	300	12pt	#575757	Content body
Callout	500	16pt	#FFFFFF	Buttons
Callout Small	500	10pt	#949494	Menu Bar

# 05 ASSETS

## ICONS

- Keep icon one colour
- Icons used near each other should be the same height
- Acceptable colours: any of the above text or alert colours

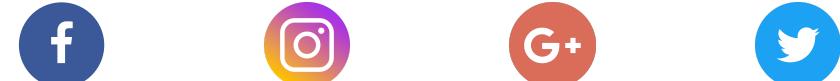
## GLOBAL ICONS



## SOCIAL MEDIA

- Social media icons should always be circular
- Always use the brand's colours logo
- All icons should be links, avoid using a brand icon without linking it to an action

## SOCIAL MEDIA



## GRAPHICS

- When drawing new characters, maintain the same style as current examples
- Be inclusive with characters
- When creating new milestone rewards, use the same badge format.

## GRAPHICS



# 06 BUTTONS

## DOs

- Pill shaped
- #324D6E background with #FFFFFF text
- Leave 26pt padding on long buttons
- Disabled buttons have #FFFFFF overlay at 23% opacity

## DON'Ts

- Use different colours
- Leave edges with partially rounded corners
- Mix up confirmation buttons.

Affirmative to always be the chosen action

Negative to always be the cancel option



DEFAULT



LONG - 26PT PADDING



DISABLED



Affirmative, continue with action



DEFAULT



DEFAULT



Affirmative, continue with action