

# HEX CODES, FONTS & MORE

## Hex codes(text):

- #ffffff (white)
- #78b7bb (light blue)
- #282732 (darkest gray)
- #484652 (dark gray)
- #888888 (light gray)
- #ff9519 (error)
- #809ba4 (links & h2)

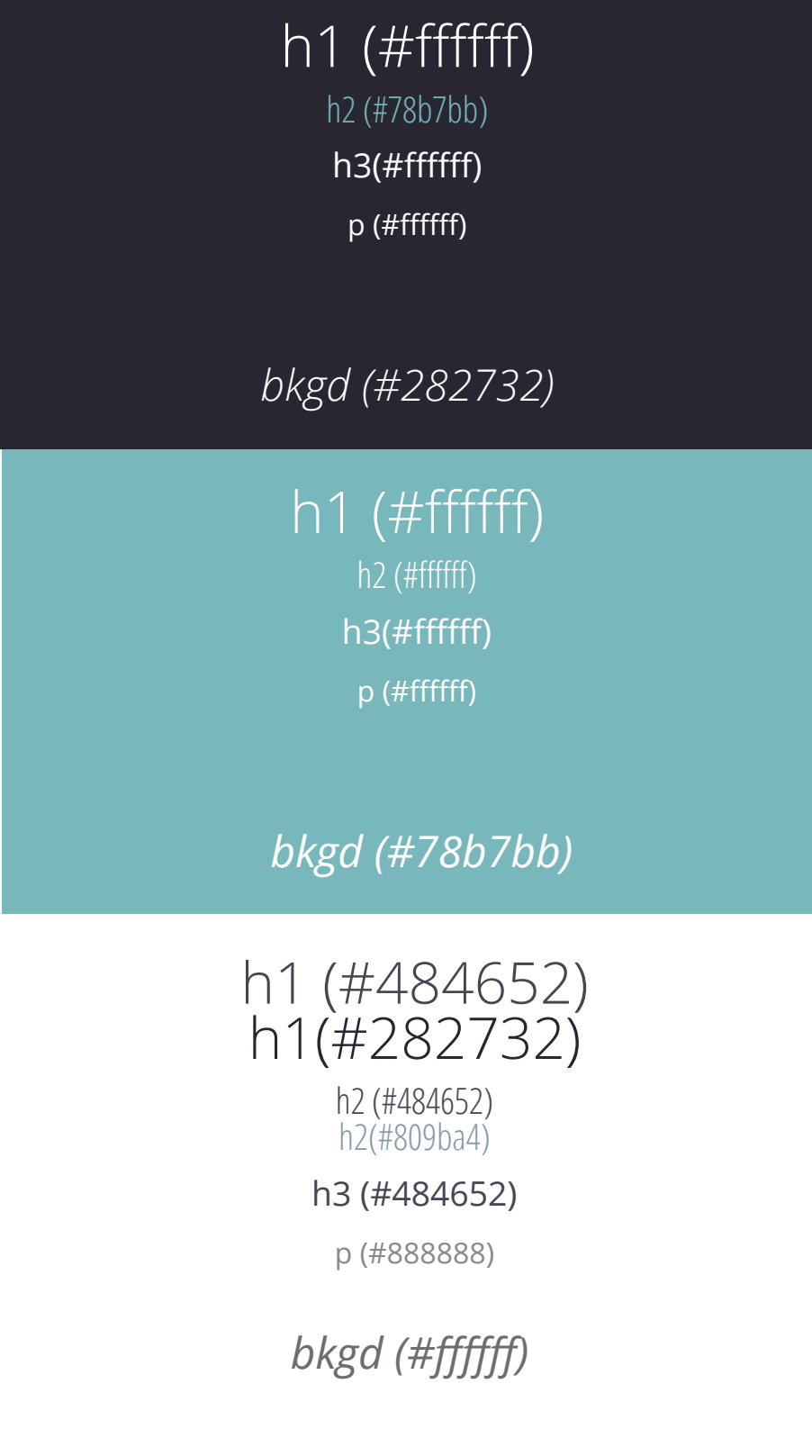
## Hex codes(bkgd):

- #ffffff(white)
- #78b7bb (light blue)
- #282732 (darkest gray)
- #e7a844 (button)

## Fonts:

- h1 - Open Sans (300)
- h2 - Open Sans Condensed
- h3 - Open Sans (weight: 500)
- p - Open Sans (weight: 500)
- p - Open Sans (weight: 700)**

## Fonts and Background treatments



How to build a great web application.  
Every project is different, but your methodology shouldn't be. Let's look at a typical approach.

3

img\_explodedPhone.png

icon\_projectReq.png

Project requirements & expectations.

Think about your vision and objectives. You know what you want; you just need to know what it will take to make it a reality.  
Talk about your project and get a realistic idea of the best route for your budget, timeline, and goals.

2

UX, interaction design & architecture.

It's important to make sure the smallest detail of your application is practical and intuitive. This user-centric approach is important not only for the design of this app, but also for creating your service oriented architecture (SOA) on the backend. Rapid prototyping and wireframing uncovers any potential pitfalls so you won't have to deal with them later.

img\_uxDesign.png

3

Visual Design.

A perfectly functioning app is ok, but it's not awesome. Whether your app is for consumers or B2B, people prefer to use intuitive, aesthetically pleasing interfaces. Make sure your designs capture the user's attention before something else does.

More importantly, though, a design needs to look great on any screen. For now that means a phone, tablet, or computer. But tomorrow, a watch? car? fridge? It's important to make your application both beautiful and future-proof.

img\_sailsLayout.png

3 Gradient given in a separate file

Frontend development.

We're in the midst of a Web 2.x renaissance, and the number of choices in emerging technologies can be overwhelming. Deep knowledge of the browser is essential, but it's not sufficient. Having an informed background on what works and what doesn't can be the difference between success and failure.

We've spent countless hours beating our heads against desktop and mobile browsers. Sometimes this sucks. Hardware-accelerated, responsive experiences don't come easy, but over the years, we've gotten more and more efficient at tricking browsers into living up to our designs.

Here is our favorite front-end stack – what's yours?

- ✓ HTML5
- ✓ Backbone.js
- ✓ SASS/LESS
- ✓ JavaScript

img\_frontendDev.png

Backend development.

Backend development is a pain, but it shouldn't have to be. Using the open-source framework Sails.js helps simplify things, because you'll write both the front and back in the same language. And since it's Node.js, you won't have to worry about scalability as your user base grows.

Node.js, Grails, Rails, Java, Cake, PHP... why are there so many ways to do the same thing? Regardless of your language/framework of choice, the principles are the same. We've worked with all sorts of technologies, but we've gotten really good at one thing in particular: real-world Node.js apps.

Mike developed Sails.js so that we'd have a way to build enterprise Node.js apps from start to finish. We used the framework for over a year without anyone noticing its existence. And while we've had lots of fun seeing it gain popularity, our priorities are the same: efficient, practical development.

img\_backendDev.png

4

4 NOTE: this color hasn't been used before:

hex code is: #f1f2f2

icon\_test.png

Test, iterate, more testing and launch

When an app is built, the work isn't done yet. Quality assurance is the final step toward a production release. We've learned the hard way to thoroughly review every aspect of our software before we ship. Then we do it again.

This is how we work from start to finish, but sometimes our clients have already started a project. Sometimes folks only need help on the backside, and sometimes they already have designs they're in love with.

No matter where you're at, we hop in and work with your team at whichever point makes sense.

icon\_superhero.png

5

5 NOTE: this color hasn't been used before:

hex code is: #463f60

Need help? Get in touch.

Let's talk about your project! Have an existing team? No problem. We position your team to succeed when we hand over the torch.

What can we help you out with?

John Q. Rabbit

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555 666 7777

What's your budget?

Tell us a bit about your project...

GET IN TOUCH