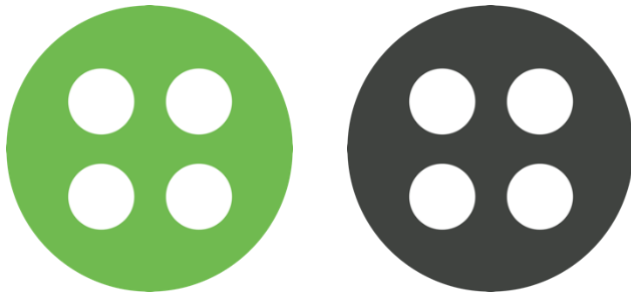# Style Guide – onme

Primary Logo

This is the primary logo that will be used to represent the onme brand. Our goal was to create a simple logo that would be readable at a small size that well represented our app's purpose. The 'o' in onme was designed to look like a button you'd see on a piece of clothing and was colored green to make it stand out. We used the Somatic font for the remaining letters of the logo because of its round edges.
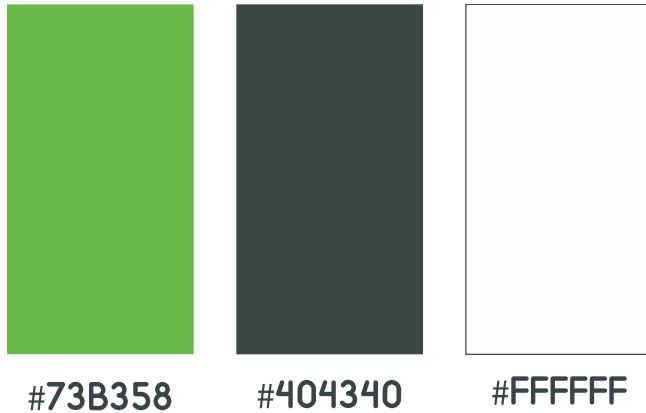
Secondary Logos

These secondary logos will be used for marketing, branding, or other media purposes when the primary logo is not used.

App Icon

This version of the logo will be used as the app's icon. Making the button white and the background green helped the app stand out against other apps on a phone's home screen.

Color Scheme

#73B358   #404340   #FFFFFF

We chose to limit our onme's color scheme to 3 main colors to keep the user's focus on the app's tools and purpose. We wanted 1 main color to stand out and represent the brand, a darker color that could be used more frequently, and a background color. The green will be used as the app's identifying color as an accent color throughout the app. The dark gray color will be the most used color throughout the app. It will be used for most of the text, icons, and other key elements. The white color will be used as the background color of the app's screens and the neutral color that brings the green and dark gray together.

Fonts

Poppins

Poppins

h1 *1.5em/24px*	# Lorem ipsum dolor sit amet
h2 *0.875em/14px*	## Lorem ipsum dolor sit amet, consectetur adipiscing elit
p *0.75em/11px*	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Somatic

Somatic

h1 *1.5em/24px*	# Lorem ipsum dolor sit amet
h2 *0.875em/14px*	## Lorem ipsum dolor sit amet, consectetur adipiscing elit

Roboto

Roboto

h1 *1.5em/24px*	# Lorem ipsum dolor sit amet
h2 *0.875em/14px*	## Lorem ipsum dolor sit amet, consectetur adipiscing elit
p *0.75em/11px*	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

The Poppins and Roboto font will be most frequently used throughout the app. We chose these fonts because they are simple, readable at a small size, and complement each other well. The Somatic font was used in the primary logo and will be used for text within the app that must stand out.
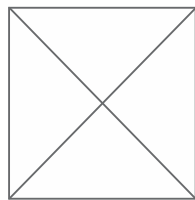
UI Elements

Text Field

Date Picker

| Month ⌄ | Day ⌄ | Year ⌄ |

Slinder

Check Boxes

☐ Unchecked

☑ Checked

Toggle

Image Carousel

Buttons

Button

Button

Button

Button

These are the designs of the simple and easy to use IU elements that the user will interact with while using the app.

Iconography

These icons will be used throughout the app to represent various actions. They are simple, widely understood shapes that will make it easy for the user to navigate and use our app.