



# Noise Control

Branding & styleguide

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# Story

## Personality

Our app embodies the persona of a caring coach and vigilant guardian, offering empathetic support to gym teachers. Like a trusted mentor, we guide with understanding and positivity. Our role goes beyond technology; we stand as a shield against hearing damage, providing a positive and innovative ally in the dynamic realm of physical education. Together, we cultivate a space where well-being and fitness harmoniously coexist.

## Education and Awareness

Central to our values is the belief in educating gym teachers about the impact of sound on hearing. We aim to raise awareness and provide education within the app, empowering teachers to make informed decisions about sound exposure.

## User-Centric Approach

We prioritize user experience by designing an app that is user-friendly and intuitive. Our commitment to a user-centric approach ensures that gym teachers can easily navigate and utilize the app's features to manage sound levels effortlessly.

## Safety and Hearing Health

Our paramount value is the safety and well-being of gym teachers and their students' hearing. We are committed to providing tools and resources that prioritize hearing health, promoting a safe auditory environment in fitness and sports settings.





# Noise Control



# Noise Control

## Palette

# Color

## Palette

The color palette consists of a primary royal blue color, and a secondary orange color to compliment it.

The primary royal blue symbolizes safety and trust, because we are dealing with private health data. The secondary orange color gives us a way to create contrast with color and symbolizes fitness and sports.

## Theme

The default theme will be a light theme because it helps us improve visibility and offer a more professional look.

**Secondary / Deep Orange**  
HEX #FA6208  
RGB (250,98,8)

**Primary / Royal Blue**  
HEX #0F0038  
RGB (15,0,56)

**Accent / Orange**  
HEX #FF8034  
RGB (255,128,52)

**Accent / Dark Blue**  
HEX #1B006C  
RGB (27,0,108)

**Whiteblue**  
HEX #EDF3FF  
RGB (237,244,255)

# Color

## Gradients

For more color depth, we use 2 subtle gradients based on the primary and secondary colors and their accents.

These gradients are only meant to be used for decorative elements, backgrounds and shapes, and therefore should not be used for as text colors.

HEX #0F0038  
RGB (15,0,56)

HEX #1B006C  
RGB (27,0,108)

HEX #FA6208  
RGB (250,98,8)

HEX #FF8034  
RGB (255,128,52)

## Usage

# Color

## Do's & Dont's

The primary blue color should be used where possible. The secondary orange color should be used as an accent color, or for decorative elements on a screen that is primarily blue.

The primary and secondary colors should be used to create contrast and compliment each other, therefore they should not be used directly on top of each other (for example: blue background with orange shapes).

Backgrounds should be white (whiteblue) where possible. Colored backgrounds can be used to create separations in designs (for example: a blue or orange background with a white heading at the top of a screen).

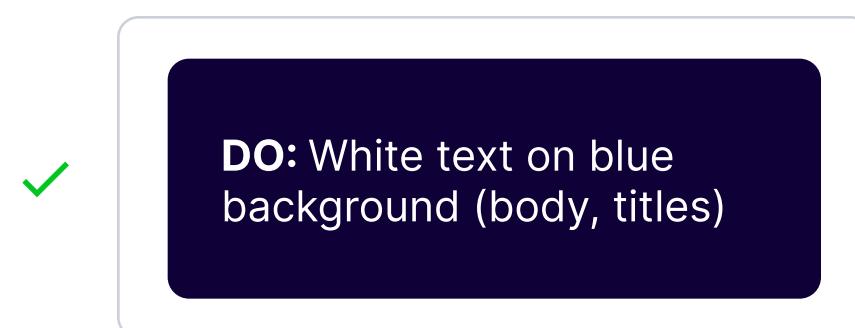
### ✓ Do's



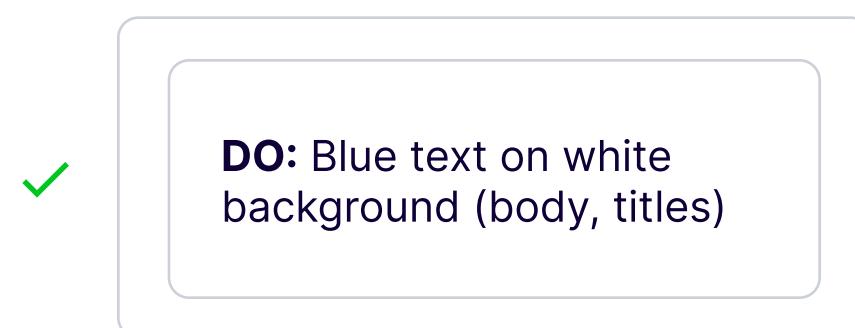
DO: Blue shape on white background



DO: Orange shape on white background



DO: White text on blue background (body, titles)



DO: Blue text on white background (body, titles)



DO: Orange text on white background (links)

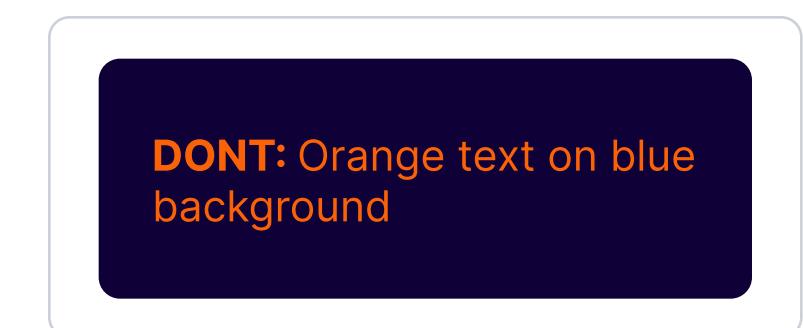
### ✗ Dont's



DONT: Blue shape on orange background



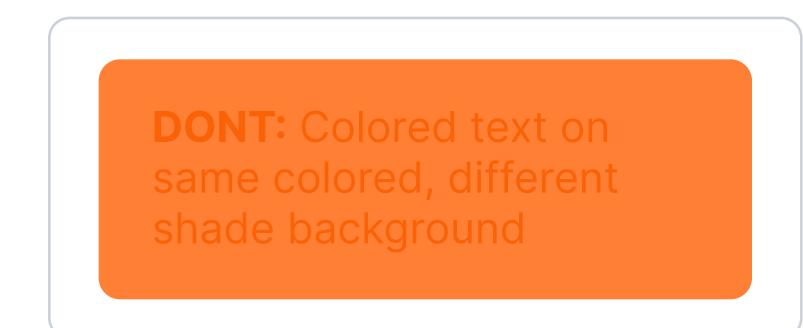
DONT: Orange shape on blue background



DONT: Orange text on blue background



DONT: Blue text on orange background



DONT: Colored text on same colored, different shade background

Font showcase

# Typography

## “Inter”

We chose 'Inter' font for our app because it strikes the right balance between style and readability. It fits our audience's preferences and creates a consistent, pleasant user experience tailored to our app's goals.

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890

**Lorem ipsum dolor sit amet.**

**H1** 36pt Inter **ExtraBold**

**Lorem ipsum dolor sit amet.**

**H2** 24pt Inter **Bold**

Lorem ipsum dolor sit amet.

**H3** 18pt Inter **SemiBold**

Lorem ipsum dolor sit amet.

**Body** 16pt Inter Regular

Lorem ipsum dolor sit amet.

**Muted** 16pt Inter Regular

Lorem ipsum link

**Link** 16pt Inter Regular

# Typography

## General Do's & Dont's

When using components or typography assets when designing, the main focus should be to maintain the correct element sizes, weights, colors and margins.

Not using correct font weights can lead to confused users by making something look more or less important than it actually is.

Maintaining these styles across designs helps build a familiar feeling for the end-user by being able to recognize similar components, which allows for information to be processed more easily.

### Do's

## Heading 1

## Heading 2

### Heading 3

Body text

Muted text

**DO:** Use predetermined font weights and sizes for elements

## Heading 1

24

Body text lorem ipsum dolor sit amet. Body text lorem ipsum dolor sit amet.

12  
Link

**DO:** Use logical elements in a top-to-bottom lay-out and maintain margins

## Heading 2

Body text lorem ipsum dolor sit amet.

## Heading 3

Body text lorem ipsum dolor sit amet. Body text lorem ipsum.

**DO:** Add text between headings if more than one is necessary

### Dont's

## Heading 1

## Heading 2

### Heading 3

Body text

Muted text

**DONT:** Change font weights or sizes for predetermined elements

## Heading 1

Body text lorem ipsum dolor sit amet. Body text lorem ipsum dolor sit amet.  
Link

**DONT:** Decrease margins between elements

## Heading 1

## Heading 2

Body text lorem ipsum dolor sit amet. Body text lorem ipsum dolor sit amet.

**DONT:** Incorrectly stack element types (for example: 2 headings)

# Typography

## Margin Do's & Dont's

Maintaining margins is essential to build robust lay-outs and create a well spaced out design.

The goal here is to ensure that all elements are given enough space to breathe, while also only taking up what they need.

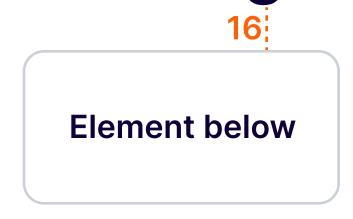
## Baseline

In this case, we will be using the margin to the element below as a baseline. For non-typography elements, this margin will be dynamic based on their purpose.

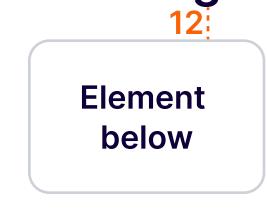
## Heading 1



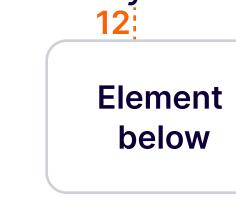
## Heading 2



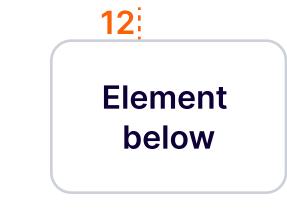
## Heading 3



## Body text

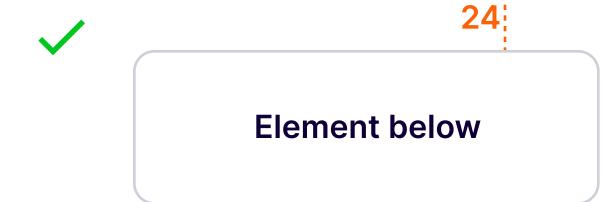


## Muted text



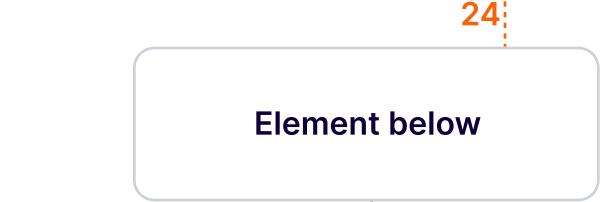
## ✓ Do's

## Heading 1

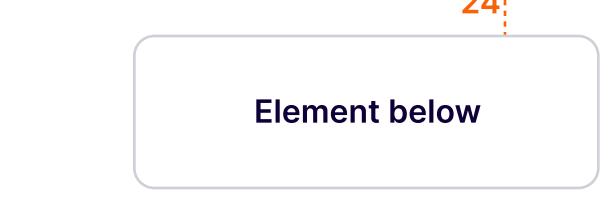


**DO:** Maintain baseline margins for typography elements

## Heading 1



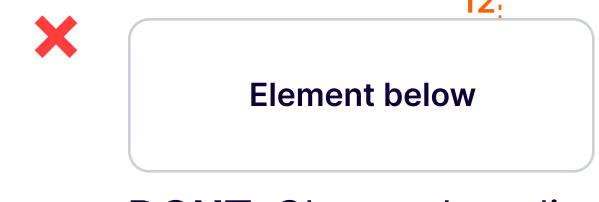
## Heading 1



**DO:** Double the baseline margin if stacking elements of the same type, (for example: 24 becomes 48 in between elements of the same type)

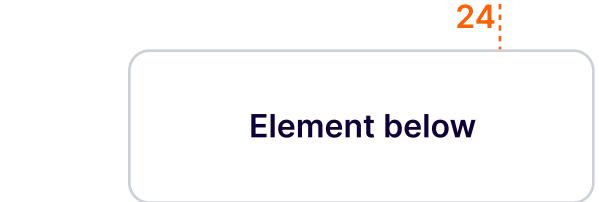
## ✗ Don't's

## Heading 1



**DONT:** Change baseline margins

## Heading 1



## Heading 1



**DONT:** Forget double baseline margin between elements

# Icons

## Google Material Design

In crafting our app's visual identity, we have deliberately chosen to embrace Material Design Icons, aligning with our commitment to delivering a seamless and visually appealing experience for our Android user community.

Material Design is an open-source and accessible icon library. It's not only used to enhance the aesthetic appeal of our interface, but also contribute to a cohesive and intuitive user experience. Aligned with Google's design principles, these icons provide a familiar and consistent visual language for Android users, promoting ease of use and instant recognition.

By using Material Design Icons, we not only ensure a modern and sophisticated appearance but also demonstrate our dedication to inclusivity and user-friendly design.

Material Design Icons can be found on: <https://fonts.google.com/icons>

