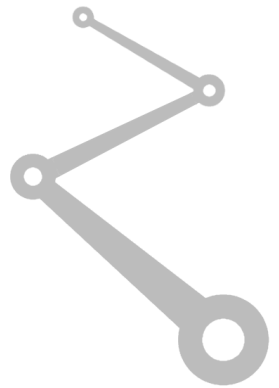


Relocation Assistant

A graphic design overview



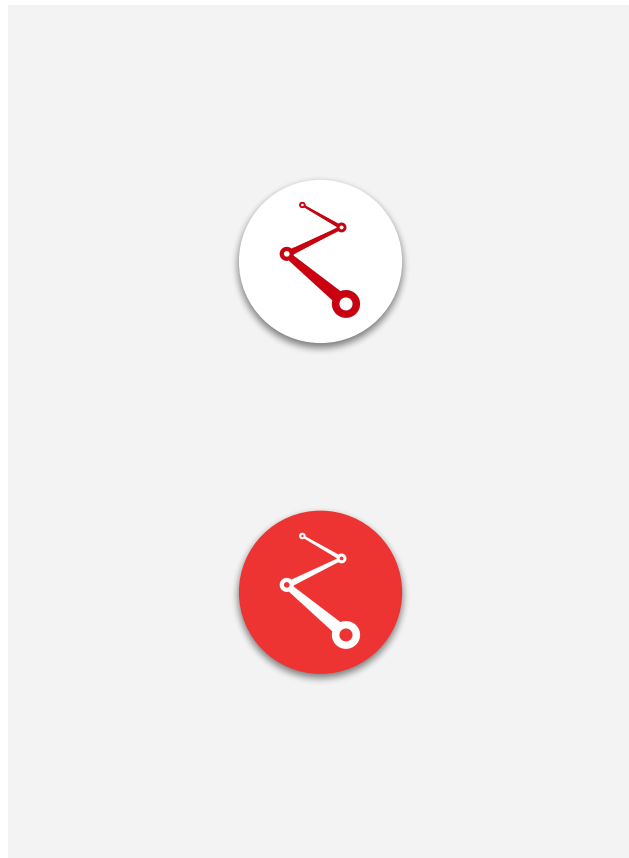
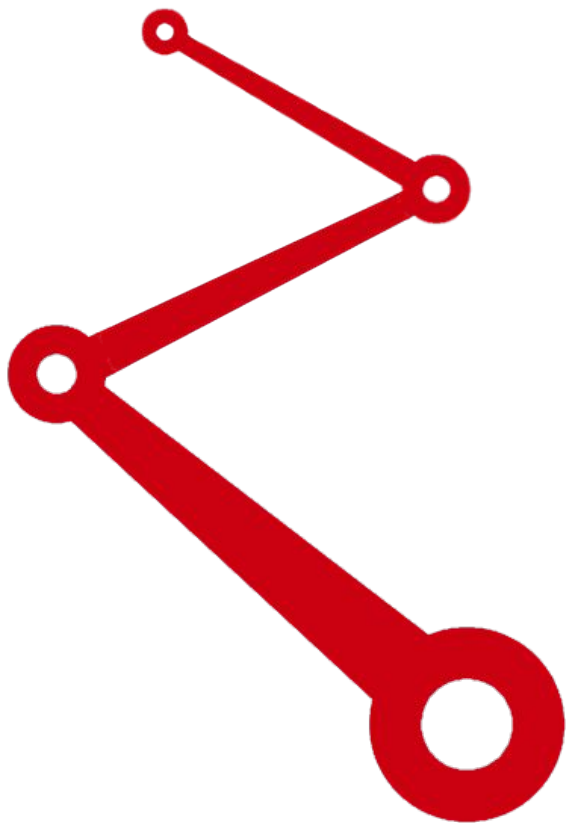
Steven Stewart
Yangcheng Zhang
Luke Smalley
Ethan Brown

Brand Artwork

Logo and Application Icon

Our application is intended to assist individuals who are visiting or moving to a *new location* find places of interest at their destination by *organizing their process* of finding and evaluation those places.

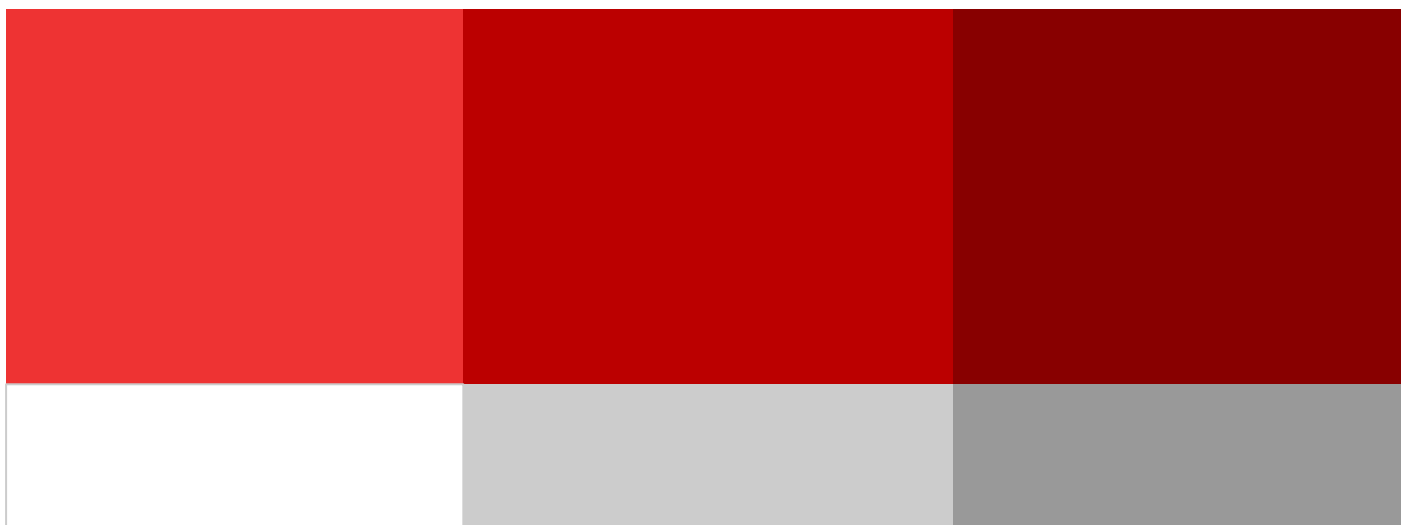
Our branding imagery therefore reflects travel between *marked locations* in addition to illustrating a *defined process* in travelling. We attempt to utilize representations of location similar to those found in most map applications.



Color

Visual Cornerstone

In order for our artwork to convey the familiar concept of a location marker, which are most often colored red or a shade near to red, we use similar coloration for our primary theme. Our red is bright, but dulled to a shade only slightly brighter than a pink or salmon color. We can use darker shades of barely-muted red for secondary and tertiary colors when needed. Whites and greys are utilized where appropriate.



Typeface

Application Font

We have selected the *Varela Round* font as the typeface for our application. A sans-serif with soft corners, this font is distinct but not distracting. It functions extremely well as a UI typeface.

Vv Tt Aa

Let us help you find your new favorite places.

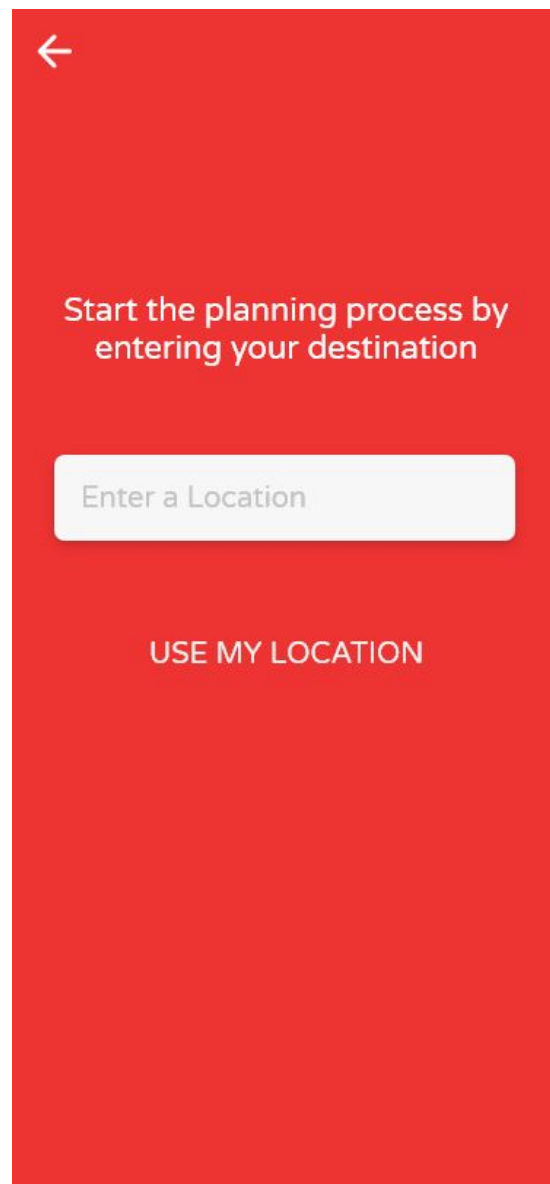
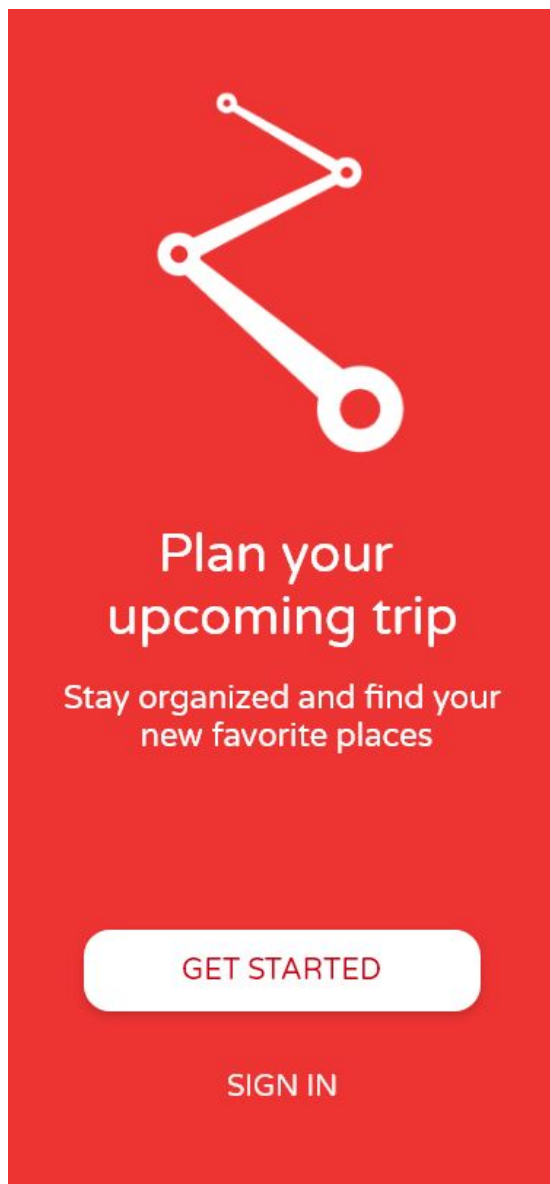
Plan your trip.

Pick your destination.

Welcome Views

The First-time User Experience

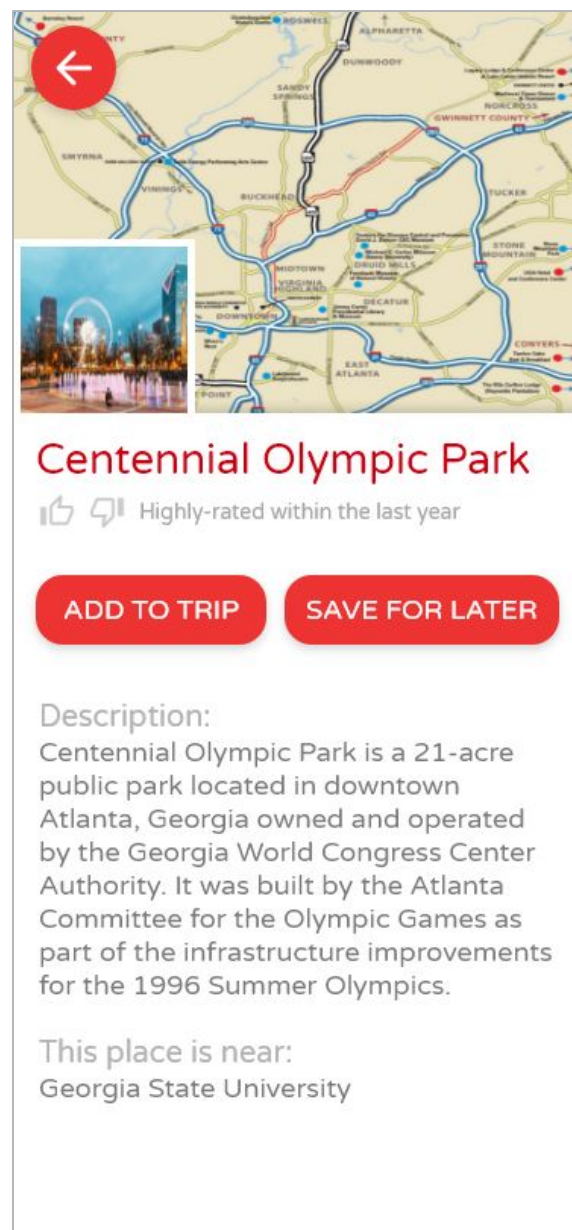
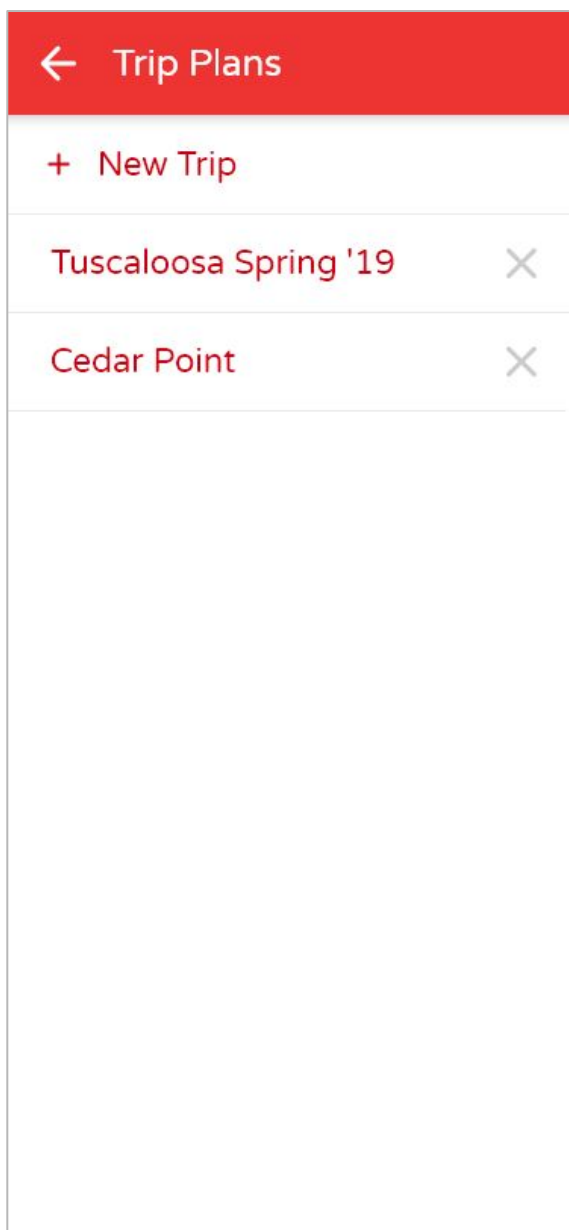
The first time that a user opens the application, they will be guided through the step-by-step process of creating their first trip plan. Our first-open walkthrough consists of views with white text on a primary theme-colored background. Calls to action stand out well in this format.



Primary Views

The Returning User Experience

After initial setup, the navigational and informational views that compose the application are designed with red interactive elements and red or grey text on a white background.



Error Views

For when things go wrong

We utilize popup modal dialogs within a view to handle error states within a given view. Dialog boxes follow the dark-on-light theme of information views, regardless of whether it appears on a welcome view or primary view.

