

Graphic Chart:

4 septembre 2024

1. LOGOTYPE

The logo uses dynamic, simple colors for clarity and a fun, youthful font to appeal to our target audience.

Here are the different versions of our logotype, to suit all uses :



2. COLORS

Color palet :



Palette choices:

- Primary colors like 3d348b (deep blue) and 7678ed (soft purple) create a sense of trust and calmness, essential for a learning institution.
- Accents like f7b801, f18701, and f35b04 (warm yellows and oranges) add energy and vibrancy, resonating with youth and creativity.
- Black and white: Used for contrast, they ensure readability and professionalism.

	#3d348b
	#7678ed
	#f7b801
	#f18701
	#f35b04
	black
	white

texture and contrast :

Gradients and transparency effects are used with the same colors, to create subtle visual effects, such as overlays and slide backgrounds, without overwhelming the design with too many details or colors.

3. TYPOGRAPHY

Font :

- Fonts (**DM Sans, Lexend**): Both fonts are highly legible and versatile, supporting modern, clean aesthetics for digital interfaces and printed materials.
- Variants (light, regular, bold): Offer flexibility in emphasizing hierarchy and ensuring clarity in all sizes.

For the logo, we used the font **Adigiana toybox**.

DM sans :	Lexend :
DM sans Light aaaaaaaaaAAAAAAAAAAAAA	Lexend Light aaaaaaaAAAAAAAAAAAAA
DM sans Regular aaaaaAAAAAAAAAAAAA	Lexend Light aaaaaaaAAAAAAAAAAAAA
DM sans Bold aaaAaaAAAAAAAAAAAAA	Lexend Light aaaaaaaAAAAAAAAAAAAA

- Line-height (1.6): Improves readability and ensures clean spacing.
- Font sizes (36px for titles, 18px for normal text, 15px for small text): Maintain hierarchy and usability across various screen sizes.

Text visibility:

titles : center













normal text : justify

small text : justify

4. ICONOGRAPHY

Pictograms :

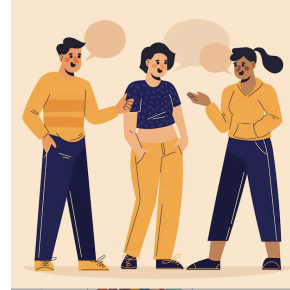
Simplified shapes for categories and actions are intuitive and recognizable. Flat design ensures compatibility with modern UI/UX trends.

General icons	Category icons
- search : 	- sport : 
- best : 	- bank : 
- login : 	- food : 
- publish : 	- nature : 
	- clothes : 
	- health/medicine : 
	- travel : 
	- technologies : 

images :

Minimalist and clean.

High contrast and vibrant photos to match the brand identity.



5. TEXTURES AND PATTERNS

- Rounded shapes: Create a friendly and approachable design.
- Flat design: Ensures simplicity and modern aesthetics, ideal for digital platforms.

6. FORM, BUTTONS AND NAV BARS

Our sections and objects are rather refined and modern with mainly rounded shapes.

Buttons: Rounded corners, padding, and hover effects enhance user experience, ensuring they are visually appealing and functional.

Transitions (e.g., all 0.3s ease): Smooth interactions provide a polished feel.

7. FOOTER / HEADER

Clean and minimalist design: Focus on essential information for headers and footers ensures functionality without visual clutter.

Footer: Include links to contact info, privacy policy and sitemap.

- Use a color gradient background to subtly align with the palette.

Header:

- Include the logo, main navigation links, and search bar.

8. DESIGN

- Bento grid for the different categories of company
- flat design, simple and colorful.

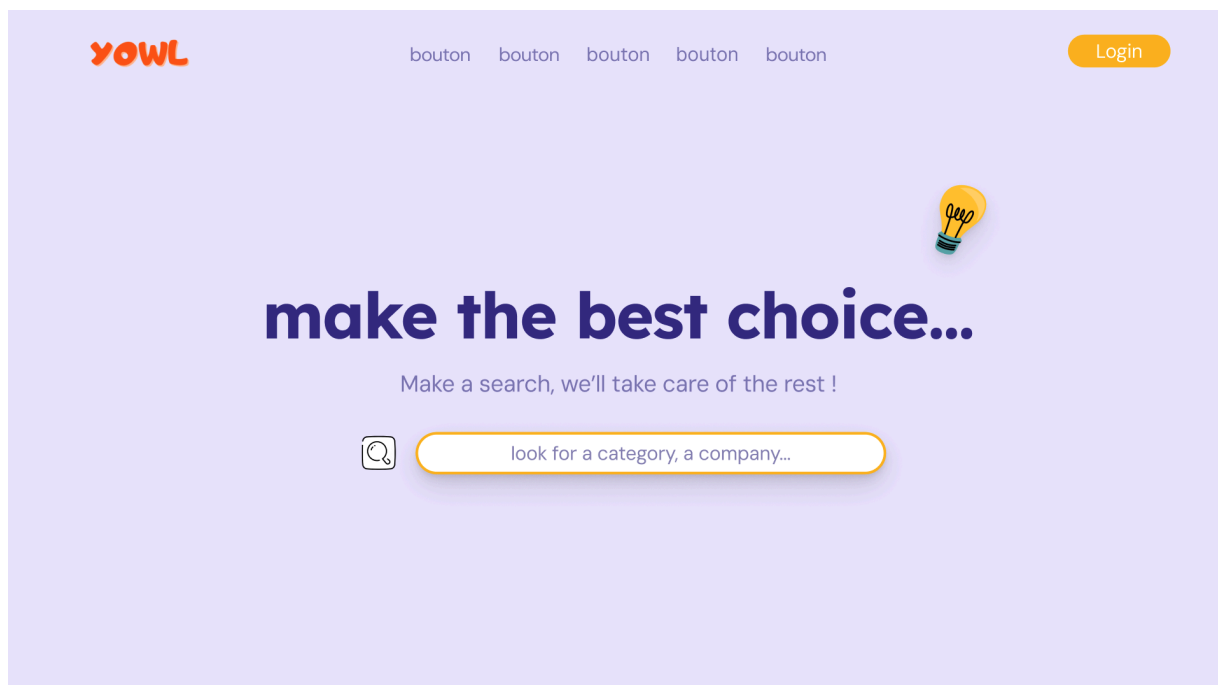
9. MOODBOARD

YOWL

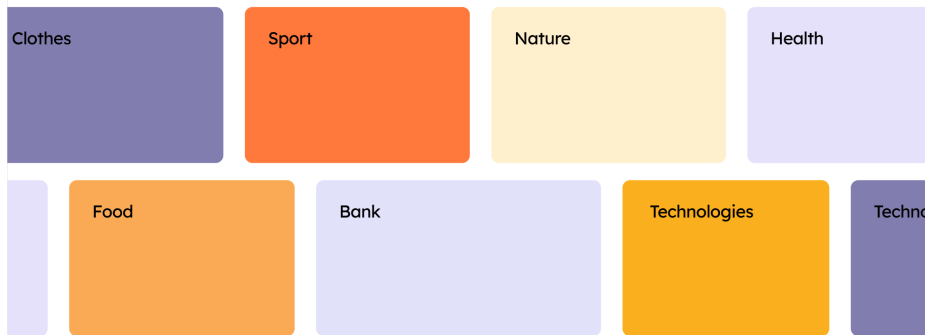
Yowl is a website with lexend as font family and a variety of colors and icons that can be seen on this moodboard. The font family for the logo is adigiana toybox and legend for the rest of the text. The titles should always be centered and the rest of the text justified as it is here. This document is a moodboard that serve as an example of the design choices that were made (font size, family and space; colors and palettes; icons and images and spacing).



10. MOCKUPS

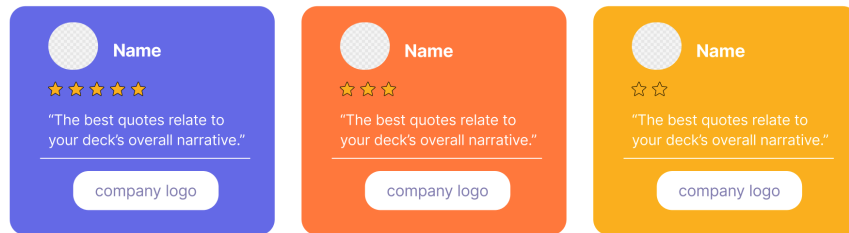


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What is YOWL ?


Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna. Nunc viverra imperdiet enim.

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YOWL

bouton bouton bouton bouton bouton

Login




Company name

★★★★★ Bad/good

sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa.

Create a review



Badges

Review 1

Review 2

Review 3

YOWL

About us

blabla

blabla

blabla

Help

blabla

blabla

Contact us

Your e-mail

Message

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Login

E-mail

Password

reset password

Connexion

Or register...

Create an account

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Register

Name

Surname

E-mail

Password

Confirm password

Sign-in

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Login



Modify

Use name

E-mail

Password

Logout

Review historic

7

Reviews

4

Likes

Create a review