



Branding & styleguide

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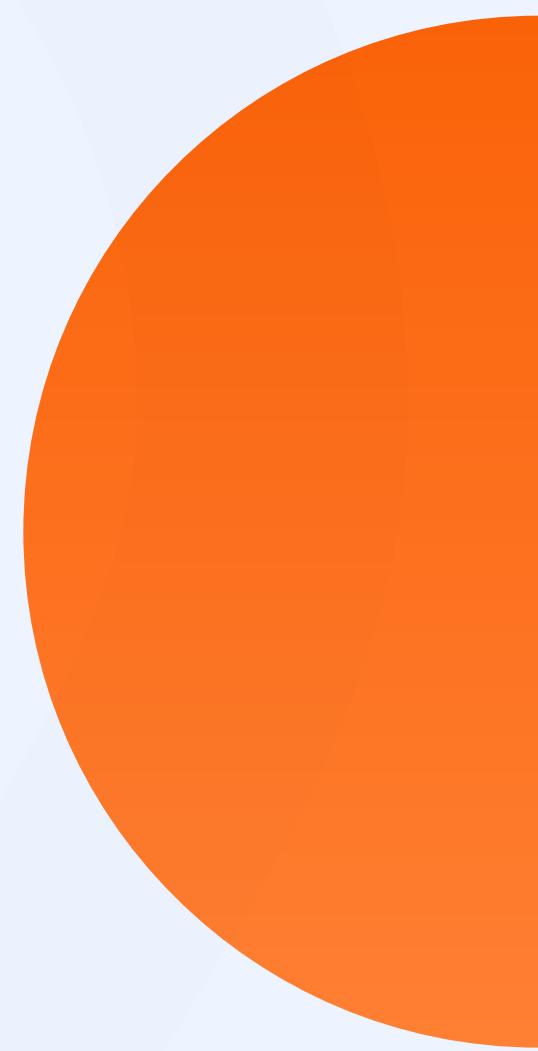
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Story

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.

Origin

Logo

Creation

The soundwaves in our logo aren't just for looks; they symbolize the constant changes and challenges in the world of sound. Each wave represents a step forward in understanding and addressing noise-related issues. It's a visual reminder of our commitment to raising awareness.

On the flip side, the circles are all about unity and connection. They represent how our project brings people together to tackle noise problems collaboratively. The circles also show how our efforts seamlessly integrate into people's lives, making noise awareness an everyday part of the app.

By combining soundwaves and circles, our logo reflects the perfect blend of technology and the human experience of sound. It's not just a logo; it's a visual representation of our mission—a mission to create a harmonious balance between technology and the importance of hearing in our daily lives.







Usage

Logo

Examples

The logo should always represent our brand, which means only the main colors should be used for both the text and the icon (primary color on light backgrounds, and the whiteblue color on dark backgrounds).

When using a background, the priority should always be to have enough contrast with the logo to make sure the logo is properly visible (for example: white logo on a dark background, and using overlays for images with light tones)

Lastly, the format of the logo should be based on the container it is being shown on. Wide containers should have the full logo shown with text, whereas square or small containers should show only the icon.

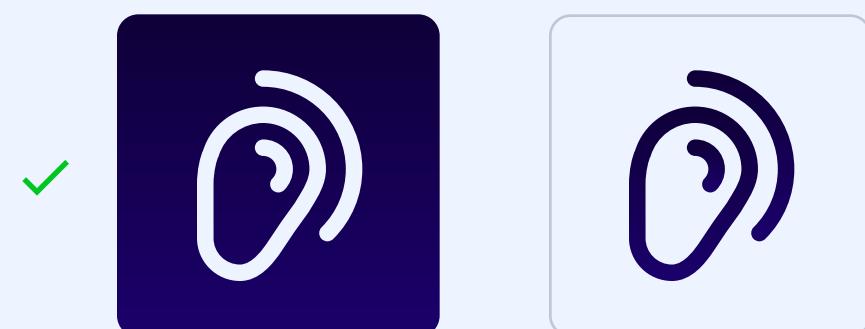
✓ Do's



DO: On dark, wide backgrounds - use light logo with text



DO: On light, wide backgrounds - use dark logo with text



DO: On square backgrounds - use opposite color icon



DO: On images, use a dark overlay to create contrast between the image and the logo

✗ Don'ts



DONT: Use a different color than the primary or secondary color as the background



DONT: Use a different color logo other than the dark or light versions



DONT: Use the full logo (with text) on a square background



DONT: On images, keep the image as is without creating extra contrast

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).

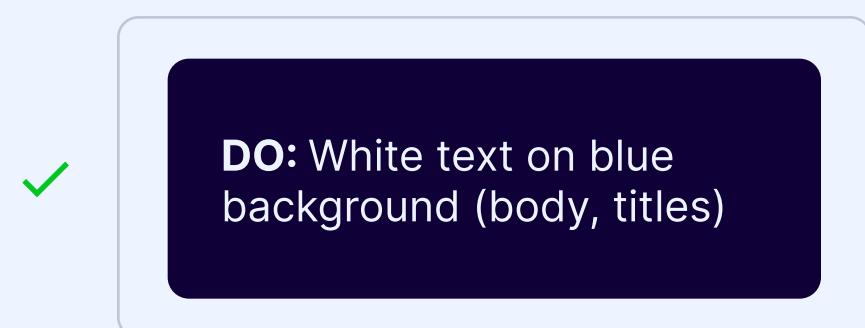
✓ Do's



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



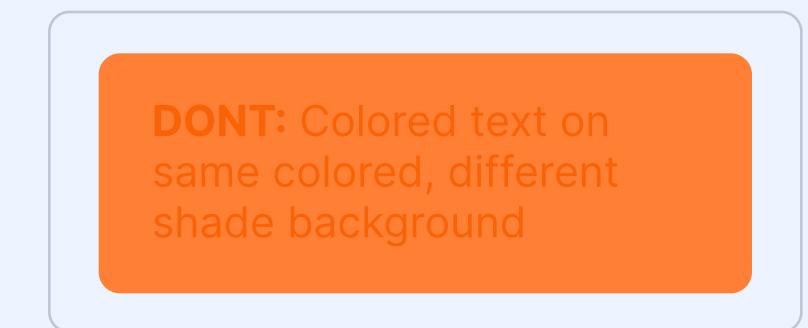
DONT: Orange shape on blue background



DONT: Orange text on blue background



DONT: Blue text on orange background



DONT: Colored text on same colored, different shade background

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

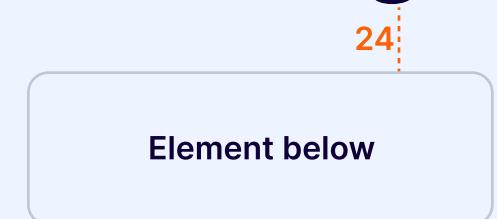
Maintaining margins is essential to build robust lay-outs and create a well spaced out design.

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

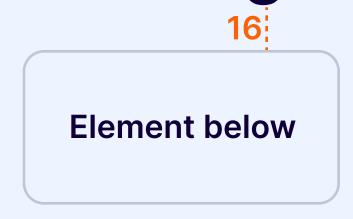
Baseline

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.

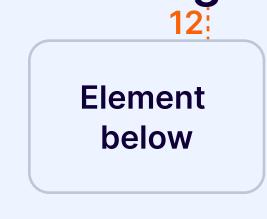
Heading 1



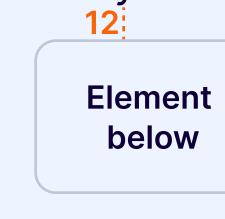
Heading 2



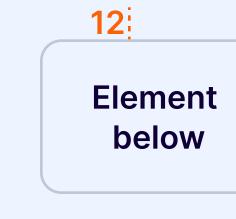
Heading 3



Body text

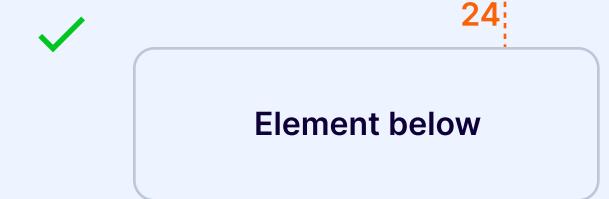


Muted text



✓ 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>

