

Sharrow Branding Documentation

Logo Design

The Sharrow logo combines the concepts of "share" and "arrow" into a single, memorable icon. The design represents the core function of the application - sharing content through a directional arrow metaphor.

Color Palette

- **Warm Orange (#FF9800):** Represents energy, enthusiasm, and the act of sharing
- **Carmine Red (#C62828):** Symbolizes action, urgency, and importance
- **Blue (#2196F3):** Represents technology, trust, and connectivity
- **White (#FFFFFF):** Provides contrast and clarity

Logo Variations

1. **Full Logo:** Contains the arrow icon with abstract share elements
2. **Icon Only:** Simplified arrow icon for app icons and small spaces
3. **Monochrome:** Single-color version for use on different backgrounds

Design Principles

- **Simplicity:** Clean, recognizable shapes that work at any size
- **Scalability:** Maintains clarity from app icons to large displays
- **Versatility:** Works on both light and dark backgrounds
- **Meaningful:** Clearly represents the sharing functionality

Android Icon Assets

The app icon is provided in multiple resolutions to support all Android devices:

- **mdpi:** 48x48 px
- **hdpi:** 72x72 px
- **xhdpi:** 96x96 px
- **xxhdpi:** 144x144 px
- **xxxhdpi:** 192x192 px

Adaptive Icons

Android 8.0+ supports adaptive icons with separate background and foreground layers:

- **Background:** Solid orange circle (#FF9800)
- **Foreground:** White arrow icon with orange and red elements

Usage Guidelines

- Always maintain adequate clear space around the logo
- Do not distort or alter the logo proportions

- Use the monochrome version when the full color logo is not suitable
- Ensure proper contrast when placing on different backgrounds

File Formats

- SVG (Scalable Vector Graphics) - Primary format
- PNG (Portable Network Graphics) - Raster format for web
- JPEG (Joint Photographic Experts Group) - For print materials

Splash Screen

The splash screen features the Sharrow logo with the app name, using appropriate colors for both light and dark themes:

- **Light Theme:** Orange background (#FF9800)
- **Dark Theme:** Darker orange background (#F57C00)

Brand Colors

The brand uses a consistent color palette throughout the application:

- Primary: Warm Orange (#FF9800)
- Secondary: Carmine Red (#C62828)
- Accent: Blue (#2196F3)
- Neutral: White (FFFFFF) and Black (000000)

These colors are defined in the app's `colors.xml` file and used consistently across all themes.