

Canopy Reading

Athelas, 48 pt

Logo



The icon uses a bright green to make a leaf, with a darker green for its stem. Binge readers were the primary persona that was designed for in the development stage, they generally read most on holiday or in comfortable places.

The concept of a tropical tree was to portray this experience in the app. This also references the fruit of knowledge, and books' own origin from trees.

Brand Style



App Colors



Canopy uses a gradient between a dark green and sierra red. Finding a color to represent books is difficult because books tend to evoke a darker atmosphere around them and app designs today tend to focus on bright colors. This gradient helps add a earthy atmosphere to the app.

Most of the participants who prototyped the app stated they enjoyed the darker colors, it helped with legibility and gave the app more earthy colors that reminded them of books.

Icon Colors



An app's icon representation must be eye catching to the general public, and the icon itself should be simple and easily recognizable. The earthy gradient is not a particularly engaging color and would be easily ignored by someone looking for an app.

In line with the metaphors around the name of the app, the leaf represent's the books lineage. A leaf in bright green attracts the eye with a dark green stem to help with the recognition of the leaf. The dark purple background emphasizes the leaf.

The purple and green are also used as notifications when there are unread messages or notes.