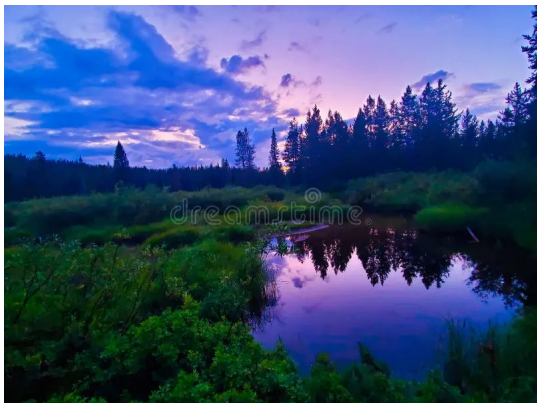


# Colors Used



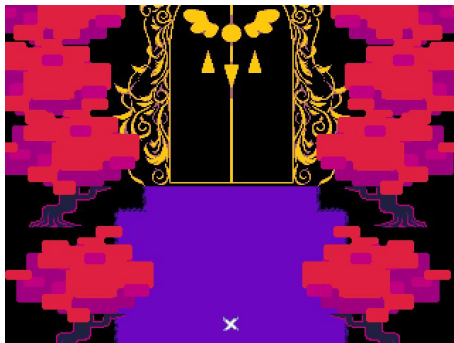
Cool colors in nature (northern lights, lake on a cloudy day)



**Cool colors (blue, green, and purple) evoke feelings of calmness and tranquility; useful for the main color palette of the app (users should be relaxed!)**

**Range between warm and cold colors evokes a sense of mystery and uniqueness that I rarely see in everyday life; can make the app feel more “special”**

Deltarune's field location using a blend of purples and reds

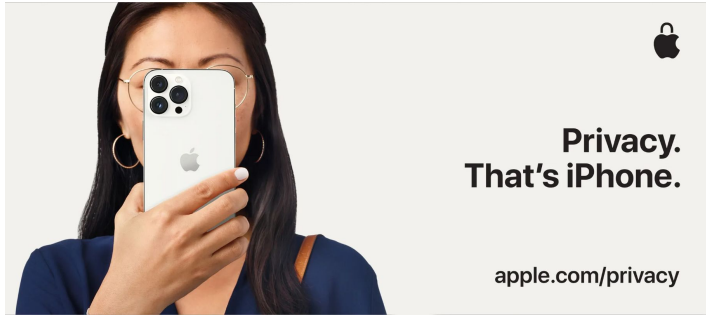


**Warmer colors like reds can evoke a sense of urgency and danger**



Surreal image of trees in autumn with a purple to red filter

# Typography

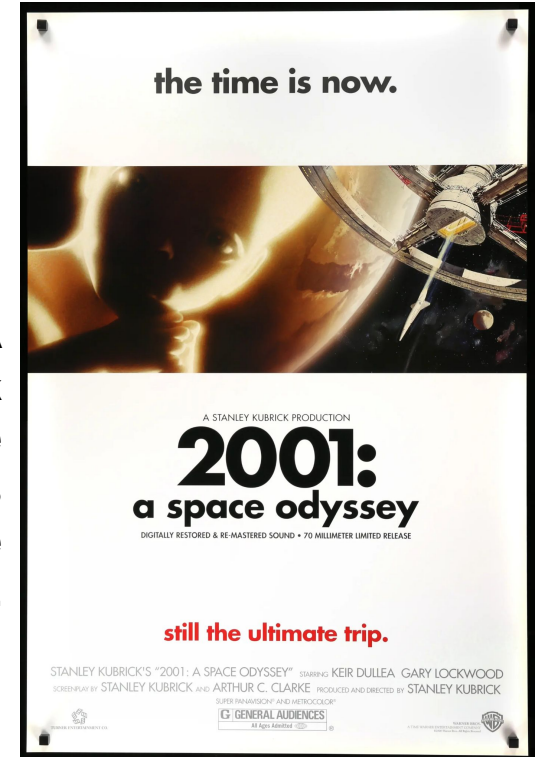


Apple's font is used everywhere, including their products and advertisements, and is designed to be flexible, casual, and easy to read.

Bolded text is used, with lots of spacing between the title and other text. Your eyes naturally move to the heading after the depicted person, when you first view this advertisement.

The font used by 2001: A Space Odyssey has thick bolded characters close together, giving spaces between words more emphasis.

Despite being created a very long time ago, the font is still used everywhere, and still looks sleek and modern, thanks to its use of well-defined shapes like circles and squares, making it seem almost machine-like.



# Synthesis

## Colors:

I can use the cool color palette with gradients for each color (green, blue, purple) as the main color scheme for my app, giving it a relaxing vibe that is more inviting to stressed students using Taskmate.

I can use the blend between cool and warm colors (purple to red range) in smaller areas of the app, such as in the friend list and messaging components in the app.

## Typography:

I decided to use the Futura font (in the 2001 poster) for my app, because I think its bolded characters and unique spacing between characters and words makes the text easier to read and it helps give the app an “out-of-this-world” feeling without straying too far from standard legibility.