

Logo

The Ticked Off logo shown below must be used in the header of all printed outputs and user interfaces. This will ensure one cohesive and consistent system is developed.



TickedOff_Logo.png

Fonts

Heading font: Arial Rounded MT Bold
Body font: Verdana

Colours

The following colour swatches have been sampled from the Ticked Off logo. For branding reasons, it is essential that you focus mainly on these colours for all major elements of the system you are developing.



Blue:	R: 0	G: 87	B: 172	#0057AC
Green:	R: 0	G: 178	B: 45	#00B22D
Red:	R: 140	G: 35	B: 0	#8C2300
White:	R: 255	G: 255	B: 255	#FFFFFF

Theme

To ensure consistency between applications and documents, a Microsoft Office Theme can be created for Ticked Off and applied to each part of the system.

Professionalism

Professionalism has been identified as a key quality for Ticked Off's image as a respected business. This means ensuring that all parts of the system are clean, consistent, visually appealing, and free of spelling and grammatical errors. User interfaces and printed outputs must be easy to read and easy to understand.

Headers and Footers

For consistency, all parts of the system must have the same header and footer where appropriate. The header must include the Ticked Off logo and any other relevant information. The footer must include the page number (in "x of y" format) and the filename of the current file. Both must automatically update.

Layout

All printed outputs and user interfaces must use a header. All printed outputs must use a footer showing page numbering and the current date.

Ensure the entire system makes good use of alignment and whitespace. Also ensure that elements are logically grouped together where need be to make the system easier-to-use for users.


Sample interface

Please refer to the sample interface (on the next page) for the following aspects:

- Colours
- Layout of elements
- Alignment of elements
- Appropriate use of whitespace
- Logical grouping of elements
- Formatting of
 - o Title text
 - o Body text
 - o Inputs
- Layout and formatting of navigation (for forms)
- Use of header image (Ticked Off logo)
- All other design factors

Although this concept drawing is specifically of a form, the same design considerations must apply to all interfaces you develop for this system. Interfaces are defined as being any point that the end user comes in contact with the finished system, including forms, reports, letters, etc.

A sample interface



Ticked Off!

Maintain Bookings

Search for a booking:

Pet:

Vet:

Date/Time:

Symptoms:

Treatments:

Notes: