SEA ANGELS

STYLE GUIDE
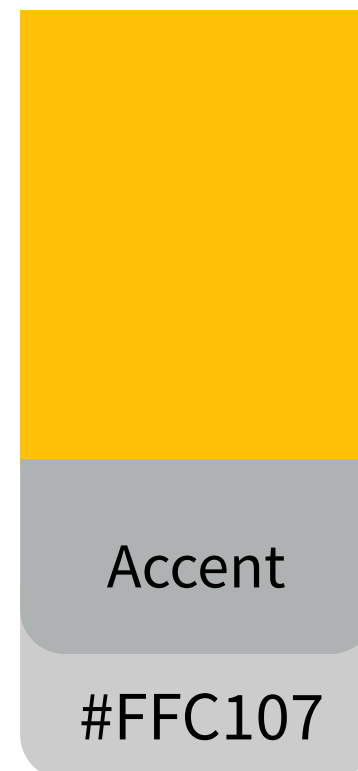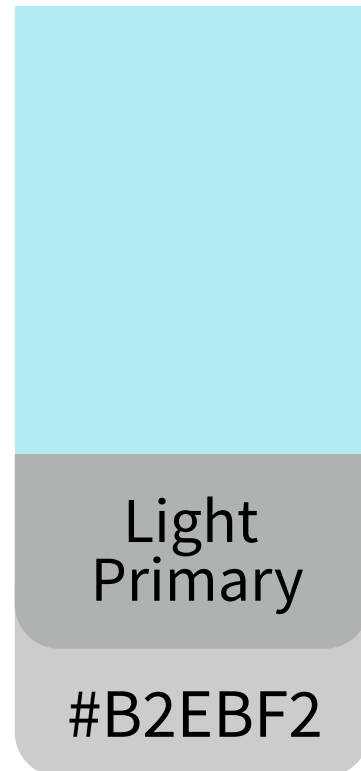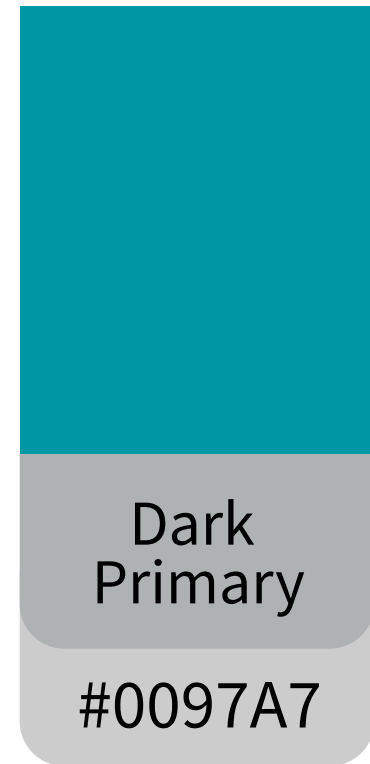
VISUAL DESIGN

MAIN LOGO

GRAYSCALE LOGO

COLOR SCHEME

Dark Primary	Light Primary	Primary	Accent
#0097A7	#B2EBF2	#00BCD4	#FFC107

| Primary Text	Secondary Text	Icons	Divider Color
#212121	#757575	#FFFFFF	#BDBDBD

Specific colors were purposefully chosen in order to set the tone for a beach theme.

Blue was chosen as the accent color both because of its innate association with the ocean/cleanliness and the fact that it is not too intense on the eyes which provides for a reading platform that is favorable to the user.
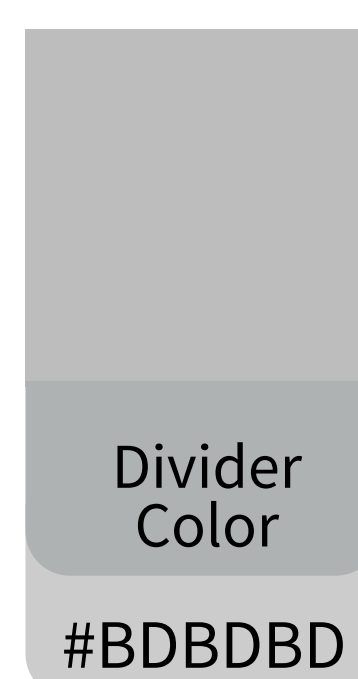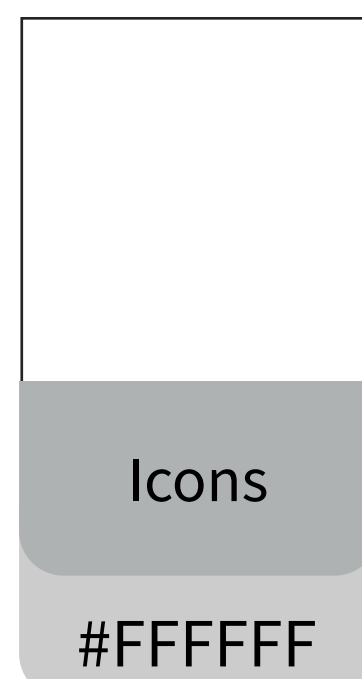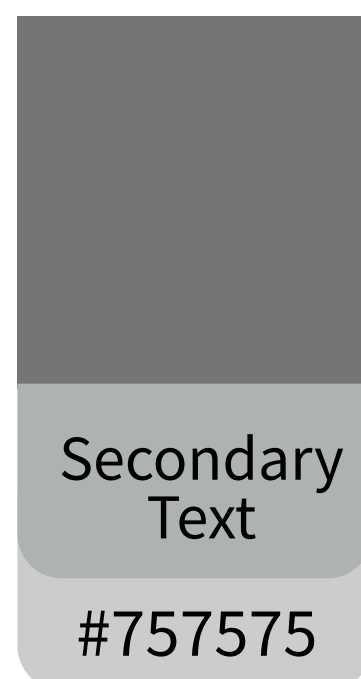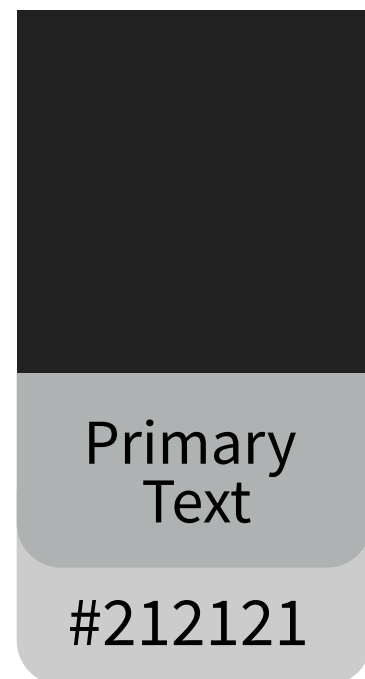
Yellow was chosen as the accent color as it works in conjunction with blue to evoke the tone of sand/the beach in order to further push the tone of the seaside.

Keeping the colors and the font choice casual was done purposefully in order to appeal to a young, active audience, which is the main demographic of the Sea Angels.

TYPOGRAPHY

LEIXO
Logo/Branding

Lato Bold
Heading

Source Sans Pro
Content Text

Heading Example

Paragraph text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero. Sed cursus ante dapibus diam. Sed nisi. Nulla quis sem at nibh ele-

A lean, yet casual bold sans serif font improves the legibility of the company name and modernizes the brand.

CUSTOM UX ELEMENTS

The jumbotron carousel on the landing page utilizes vibrant imagery in order to giver users a visual representation of the Sea Angels goals.
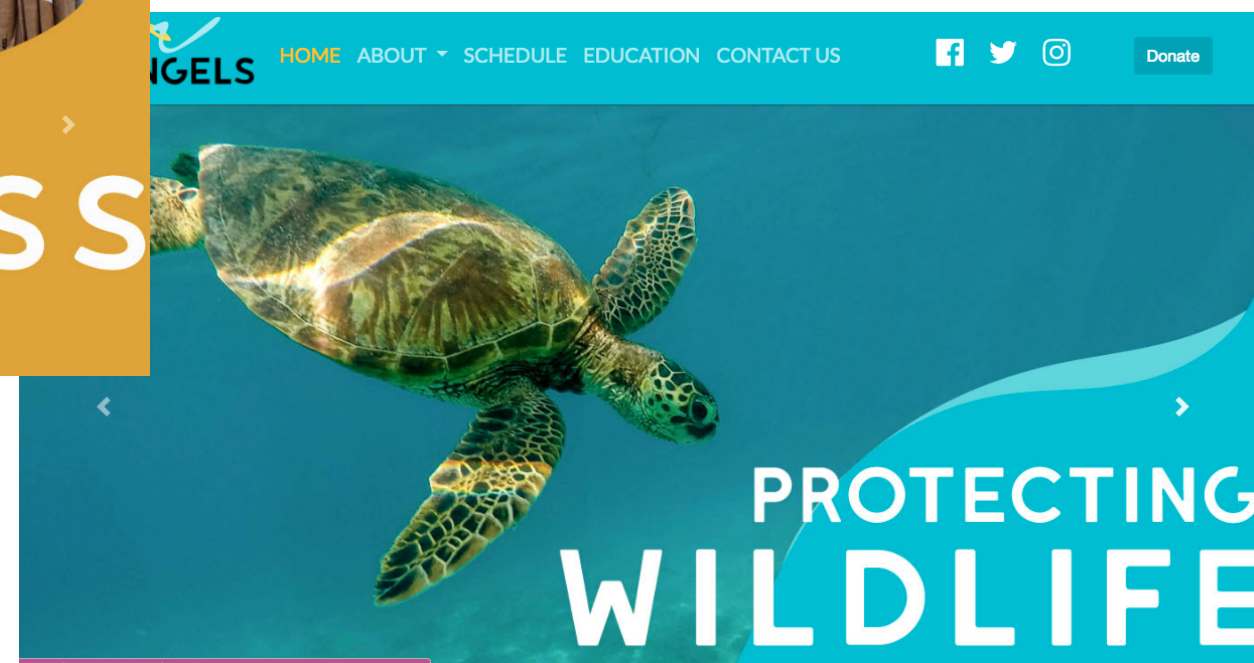
CUSTOM UX ELEMENTS

A custom wave footer was also created as a custom
visual brand asset in a conscious effort to maintain a fun, casual design.
This appeals to the Sea Angels
demographic of younger teens seeking volunteer work.