

A stylized illustration of a bird's head and upper body. The bird has a large, round, yellow face with a prominent black eye and a small black beak. It has a thick, dark black neck and a dark, textured body. The style is minimalist and graphic.

# Outside

Wild animal tracker

Taylor Zhang

# Brand Identity

Citizen scientist? Avid hunter? Just wild wildlife? Outside is a wildlife tracker lets you add your animals to an interactive map.



#108E82



#108E82



#0F0FOE

# Color & Text Style

The primary and secondary colors are from the illustrations.



#108E82   #108E82   #D8F48D



#0F0FOE   #BDBDBD   #fff

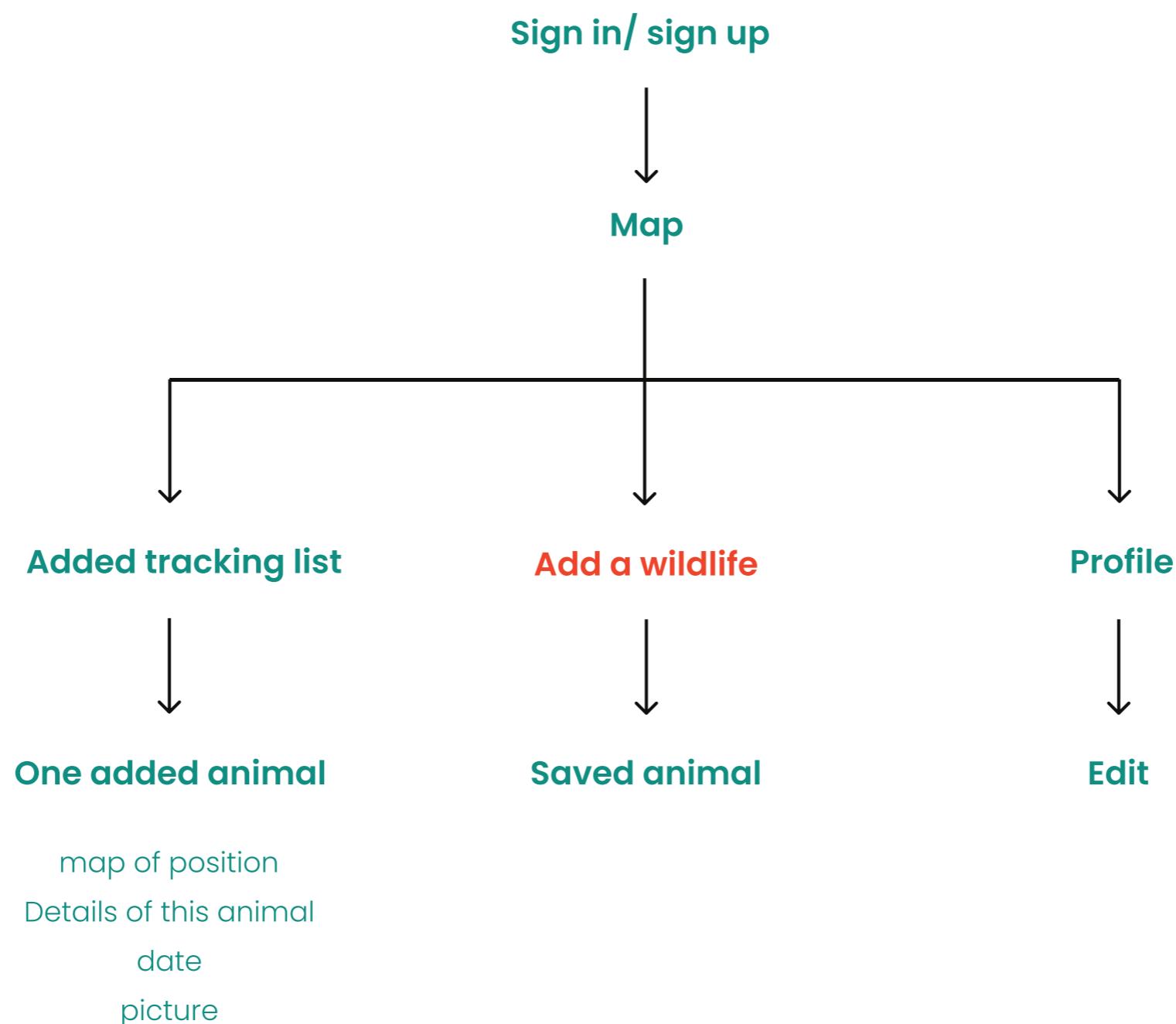
**H1 – Poppins 20 Semi-Bold**

**H2 – Poppins 16 Semi-Bold**

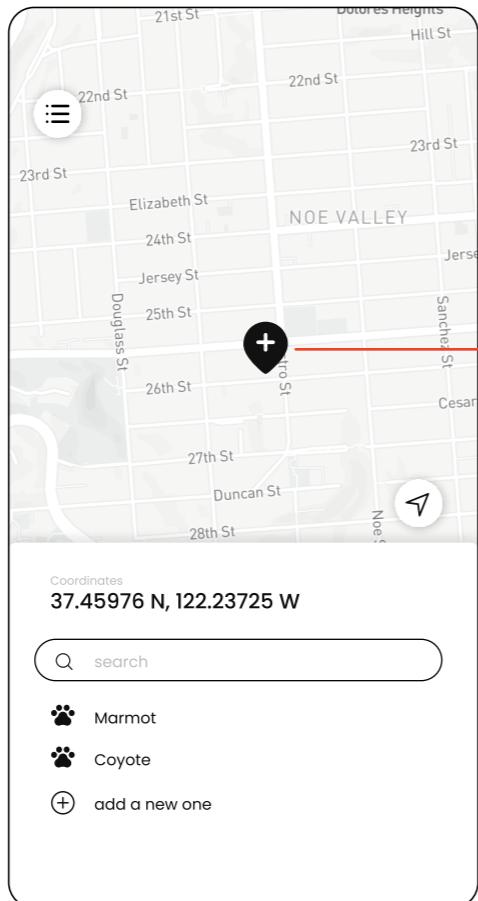
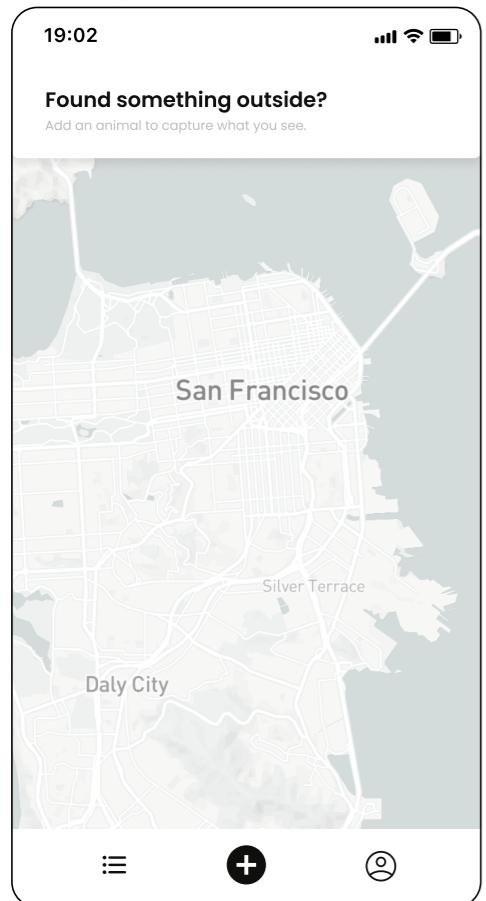
H3 – Poppins 10 Medium

Body – Poppins 12 Regular

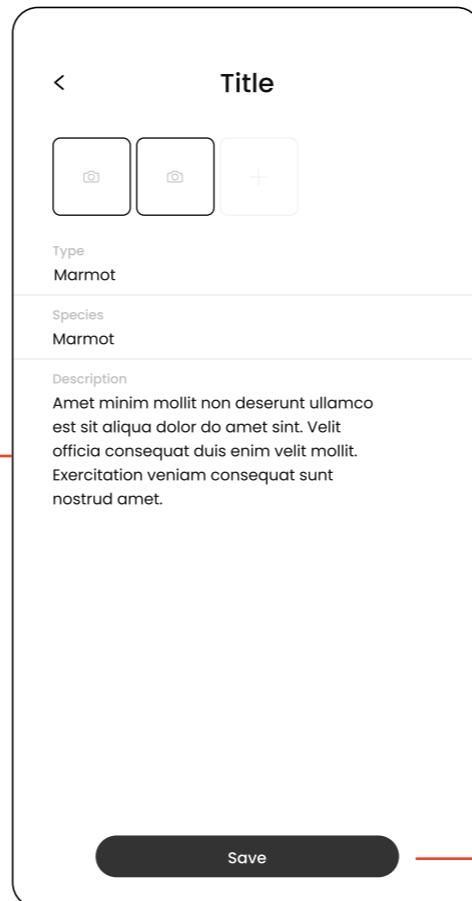
# Site-map



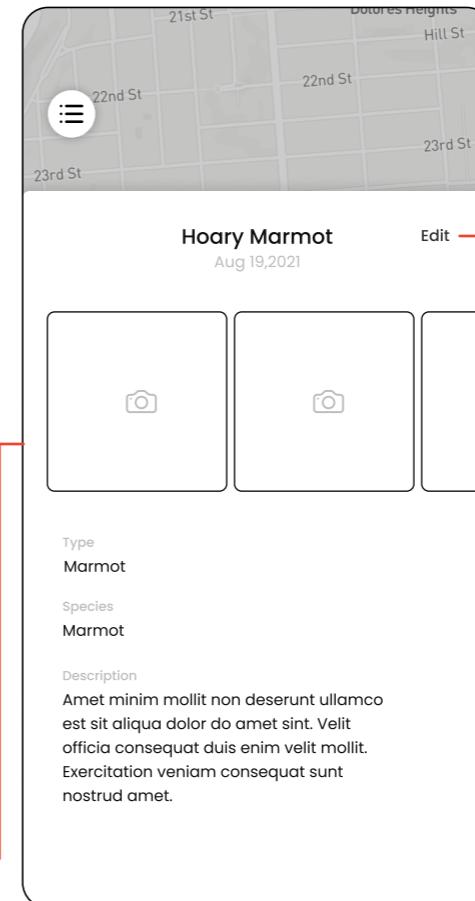
# Wireframes



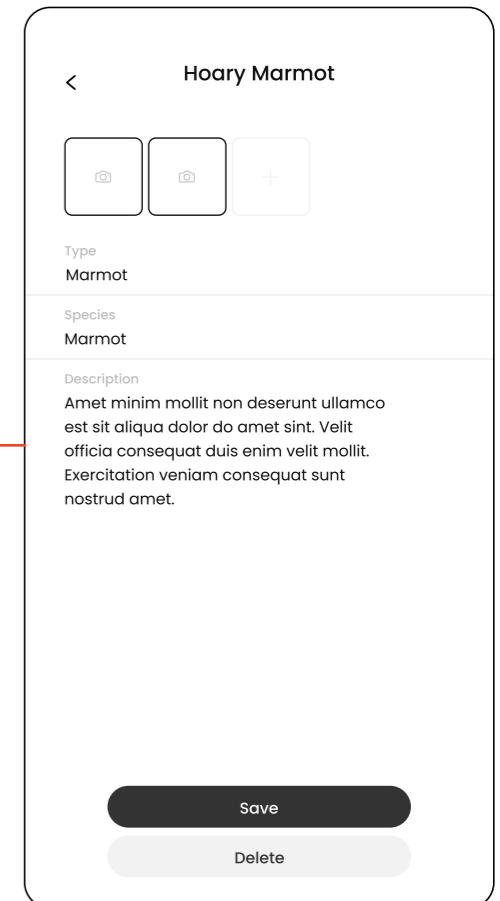
Drop a pin to start adding  
a new wildlife.



Add details page

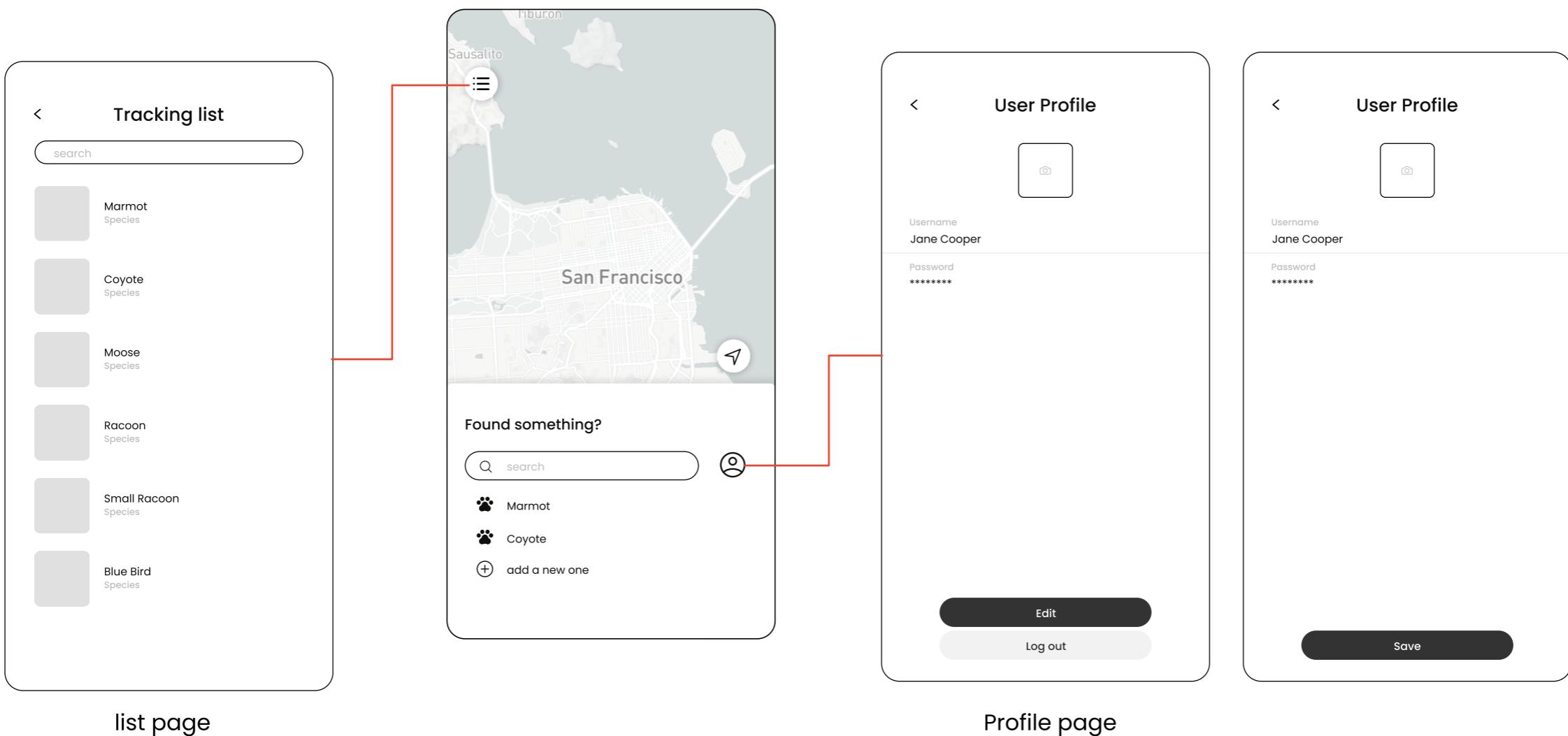


saved page



edit page

# Wireframes



# Final Design

