

Pone Up

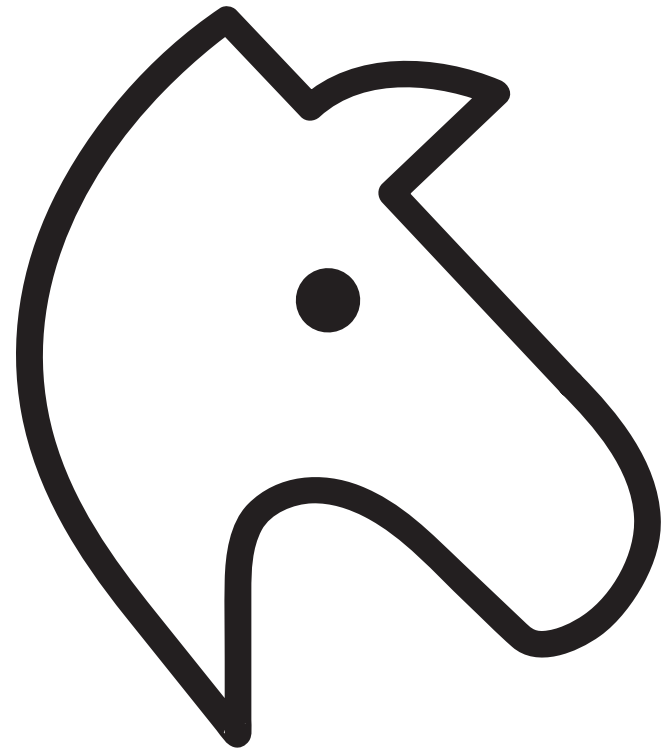
Pone Up is still in its early days but has a clear goal to help people organize their responsibilities and hold both their friends and themselves accountable through a digital medium. How can we leverage the mobile application space to drive accountability? There are plenty of services today focusing on financial management (Square Cash, Paypal, Venmo) and personal tasking (Wunderlist, Basecamp, Habitica), but most of these services result in a series of push notifications, checklists, and clogged inboxes. There is a need for new methods to track and enforce responsibilities and keep friends accountable, while keeping friendships intact.

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The Mark

At the beginning of this project, conversations on accountability and holding oneself responsible formed the basis for the Pone Up mark. An indelible logo playing off the coined phrase “pony up” lend itself nicely to taking a literal approach by representing the animal within the logo itself. Using a single stroke line and a circle, the head of the horse has been abstracted into a bold and prominent symbol.



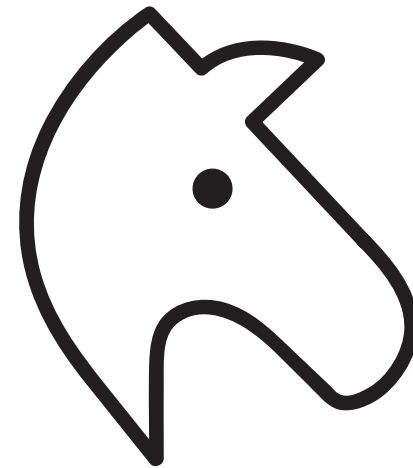
The Mark

The mark works well with a variety of color options (which will be showcased later in this document). It is important that the mark remains legible on both light and dark backgrounds at a variety of sizes. The mark also has strong visual presence without supportive text, acting as the foundation for potential iconography and brand elements that have yet to be developed.



Logo - Main

4

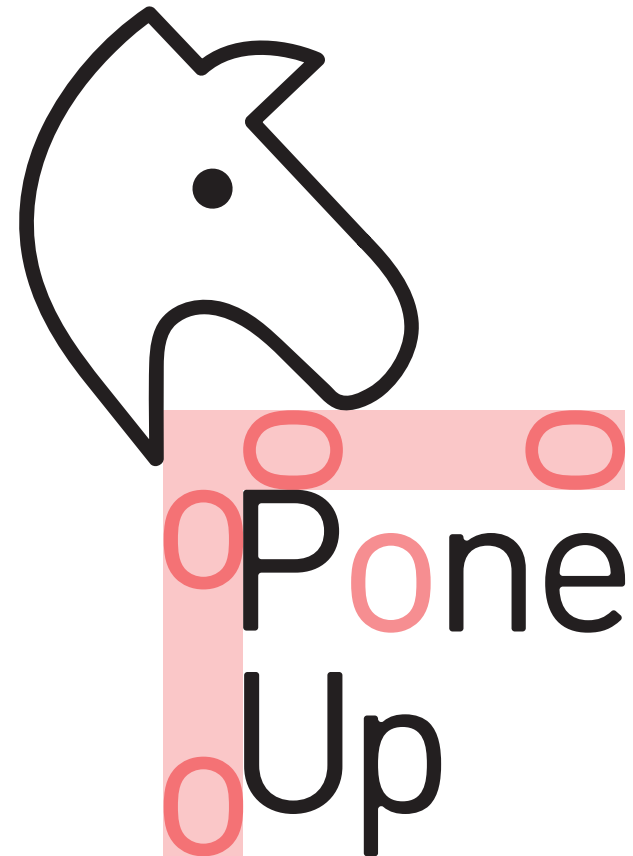


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Up

Logo - Main

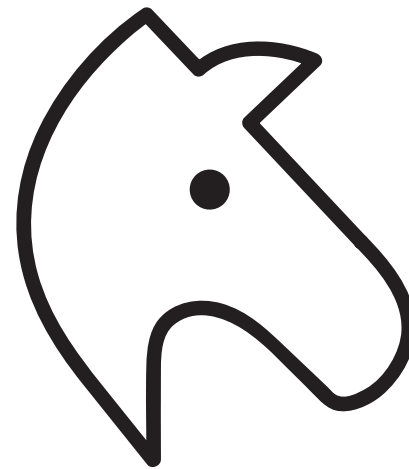
5

The primary format for the logo is as shown here. The mark should rest adjacent to the text in the upper left-hand corner. As shown, the lowercase "o" within "Pone Up" acts as a guide which dictates the correct spacing between the mark and typography. This spacing rule involving the "o" is applicable to all four variations of the logo in their own specific formats.



Logo - Skew

6

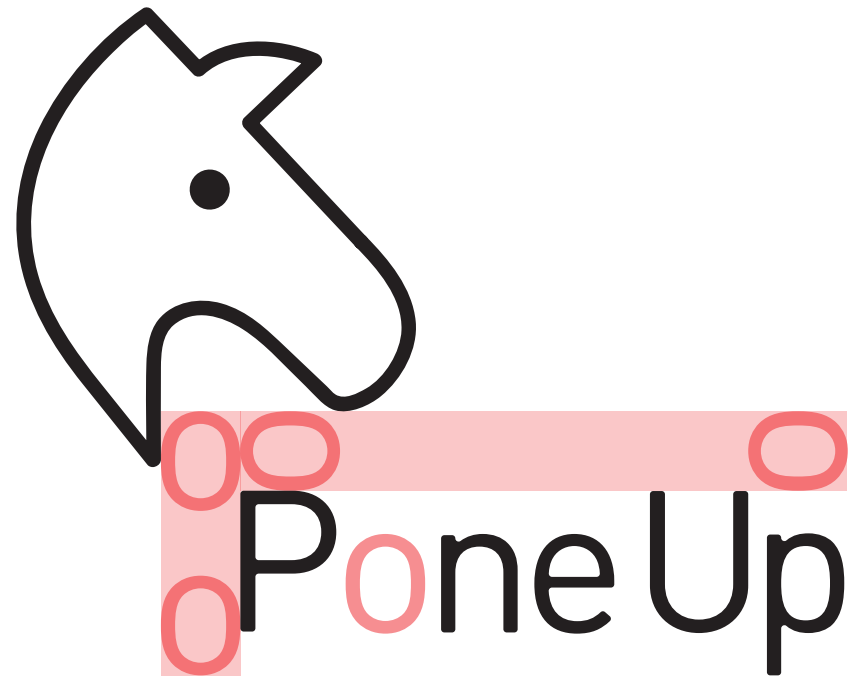


PoneUp

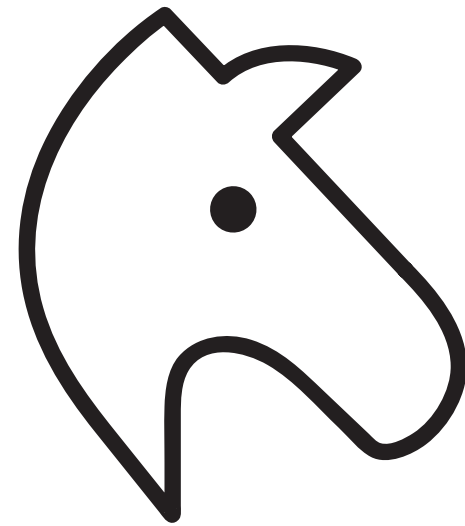
Logo - Skew

7

The second go-to option for the logo is a slightly more horizontal format, whereas the only change is "Pone Up's" typography has been set to a single line, rather than two rows. This option is ideal for spaces that offer more horizontal space than the previous vertical format.



Logo - Vertical

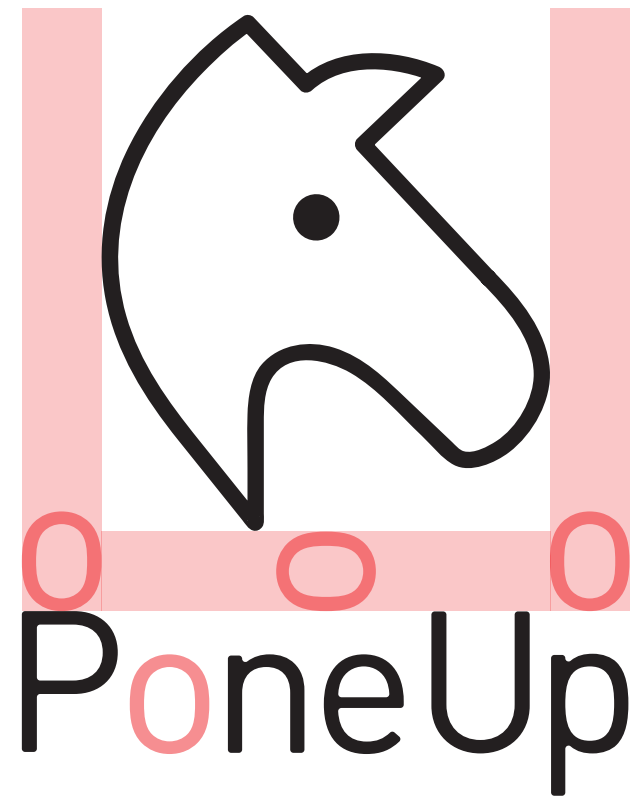


PoneUp

Logo - Vertical

9

The third format for the logo consists of a center-aligned composition, best suited for very tight spaces. The “o” is still used as the unit of measurement between the mark and typography, with its width providing a gap between the mark and text. Moreover, that unit of measurement dictates the margins on both sides of the lockup.



Logo - Horizontal

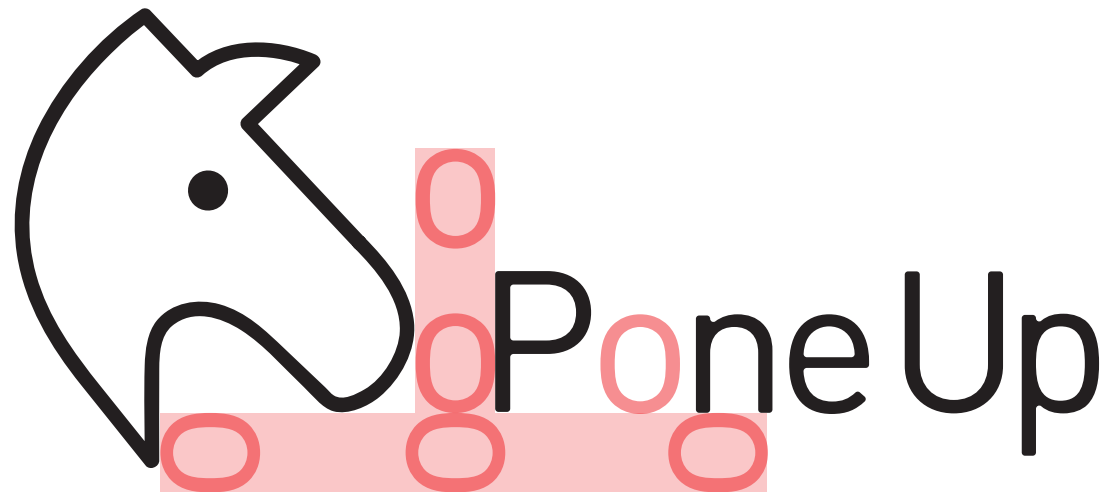
10



Logo - Horizontal

11

The final logo layout is presented as a standard horizontal format. Having the most length of the four variations, this option is best used when vertical space is a concern, and is ideal for page headers. The “o” offers a horizontal space between the mark and typography, as well as defining a vertical gap between the baselines.



Typography - DIN Pro

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For the typography system, DIN Pro was selected and modified slightly to provide a solution for the “Pone Up” type for the logo itself. This font can also be extended to the entire brand, as it is suitable for both print and web use, designed specifically for that purpose. Originally designed by Albert-Jan Pool in 1995, the typeface still appears modern today. The entire FF DIN family can be easily licensed or purchased through FontShop.

Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

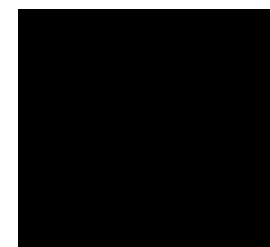
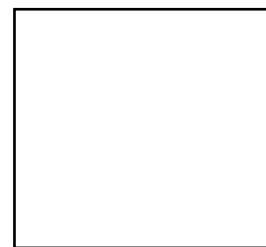
Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Color - Main

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Aside from pure white and 100 percent black, a four-color palette consisting of green, blue, red, and gray has been established for the Pone Up brand. All work well on white and black, and any of the four options can be selected depending on what is most legible given the background color. These details may be further refined as the brand is further developed.



C:0 M:0 Y:0 K:0

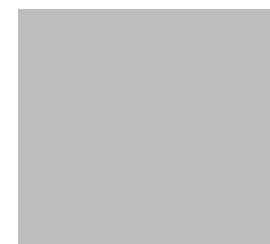
C:100 M:100 Y:100 K:100

R:255 G:255 B:255

R:192 G:191 B:191

#FFFFFF

#BCBEC0



CMYK:

C:45 M:0 Y:95 K:0

C:70 M:1 Y:12 K:0

C:0 M:100 Y:60 K:10

C:25 M:20 Y:20 K:0

RGB:

R:153 G:202 B:69

R:5 G:188 B:218

R:215 G:18 B:73

R:192 G:191 B:191

#HEX:

#99CA45












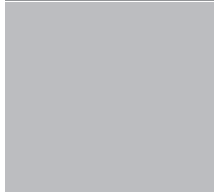
#05BCDA

#D71249

#C0BFBF

Color - Hues

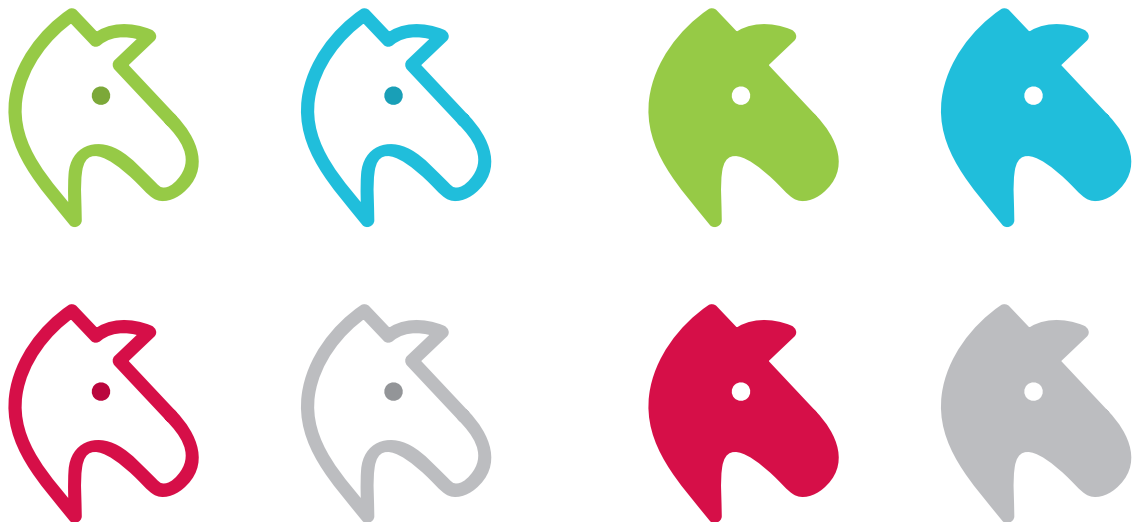
15

1:				
2:				
3:				
CMYK:	1: C: 45 M: 0 Y: 94 K: 20 2: C: 45 M: 0 Y: 94 K: 10 3: C: 45 M: 0 Y: 95 K: 0	C: 70 M: 1 Y: 12 K: 20 C: 70 M: 1 Y: 12 K: 10 C: 70 M: 1 Y: 12 K: 0	C: 0 M: 100 Y: 60 K: 25 C: 0 M: 100 Y: 60 K: 15 C: 0 M: 100 Y: 60 K: 10	C: 0 M: 0 Y: 0 K: 70 C: 0 M: 0 Y: 0 K: 50 C: 0 M: 0 Y: 0 K: 30
RGB:	R: 125 G: 168 B: 58 R: 139 G: 184 B: 64 R: 153 G: 202 B: 69	R: 9 G: 158 B: 183 R: 17 G: 173 B: 200 R: 5 G: 188 B: 218	R: 186 G: 9 B: 62 R: 206 G: 15 B: 70 R: 215 G: 18 B: 73	R: 109 G: 110 B: 113 R: 147 G: 149 B: 152 R: 188 G: 190 B: 192
#HEX:	#7DA83A #8BB840 #99CA45	#099EB7 #11ADC8 #05BCDA	#BA093E #CE0F46 #D71249	#6D6E71 #939598 #BCBEC0

The Mark - Color

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Each mark works well either as an outline or filled, and both have been showcased in order to establish their visual strength. The outlined format should take precedence, but the filled version will be ideal for atop busy backgrounds. As the product develops a final decision can be met, but for the time being either option is suitable.



Logo - Color

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Mobile Icon

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Mobile Icon

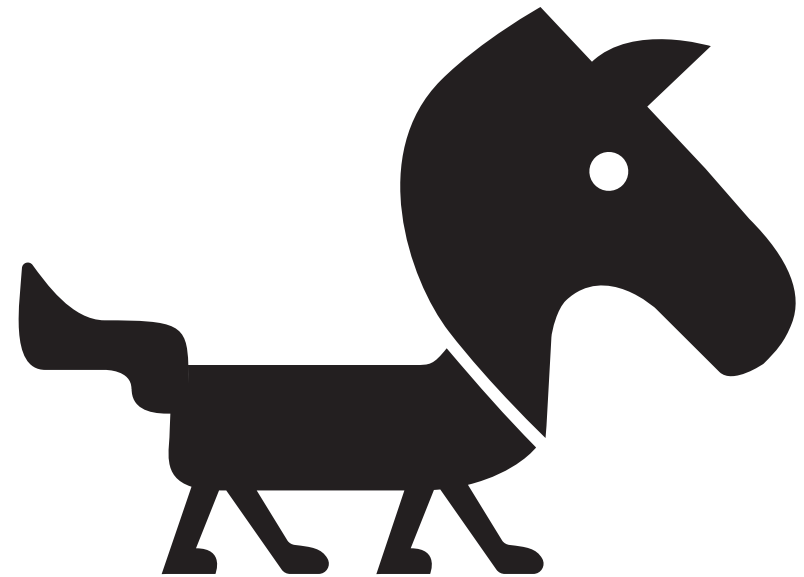
19

Using a simple white outline on a colored tile gives the Pone Up logo prominence, even when considering the small size of the mark.

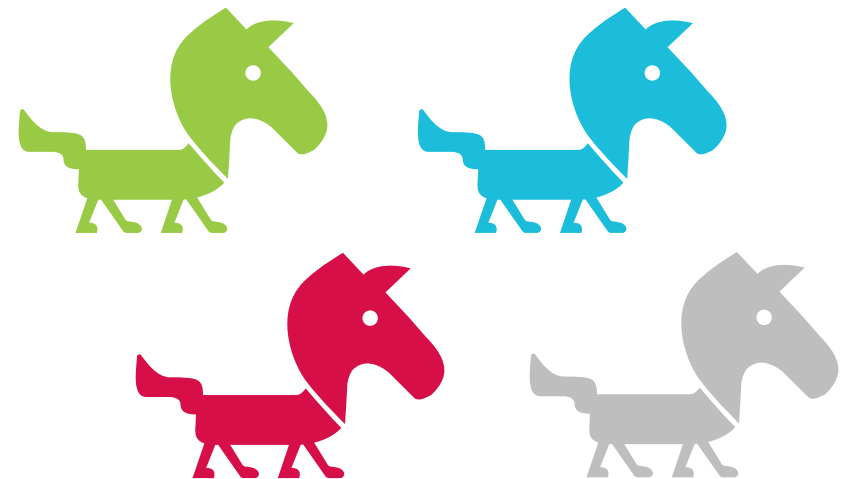


Pony Icon

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In addition to the logo, an illustration was also developed to usher future graphic work. Illustrative elements could lend themselves to further brand materials when developed between print and web media. The logo itself was stylized to further emphasize the brand aesthetic in additional graphic elements.



Next Steps

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Moving forward, it's been discussed that Fluid UI will be used for prototyping the early stages of Pone Up. Please use this guide for brand reference when developing color and typographic solutions when applicable.



Fin

This project was a collaborative effort between Christina Weisner and Kurt Texter. At the beginning, the direction was headed in a more abstract visual route, shying away from direct connections to the brand name. Pushing those studies into more literal executions resulted in a bold and easily recognizable profile, stylizing the pony's likeness into a concise and prominent mark.