

# PomoApp Style Guidelines

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# 2

# Moodboard



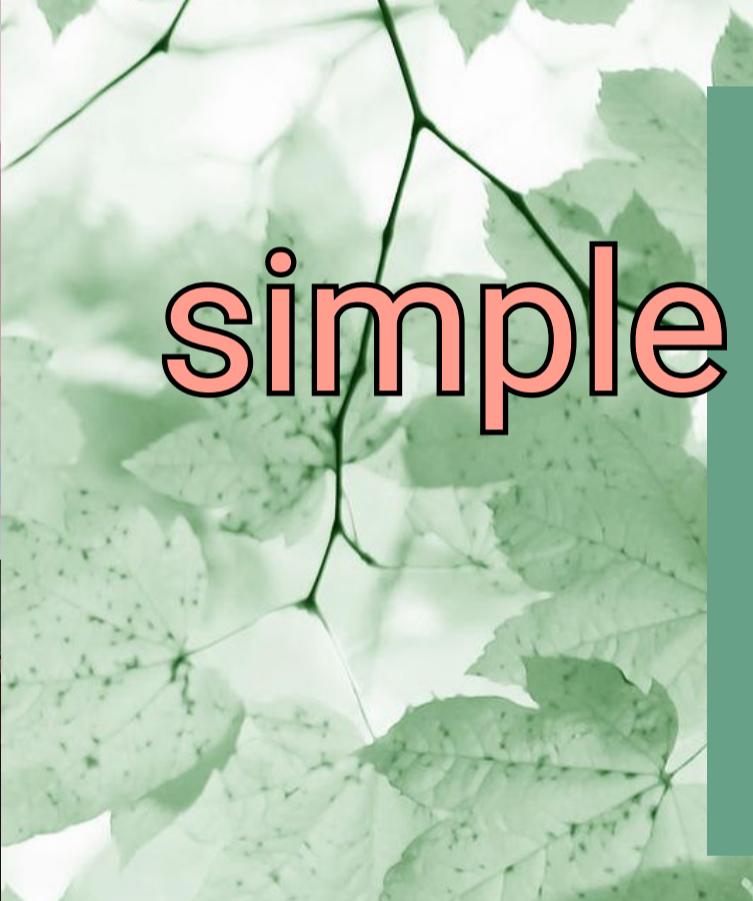
productive



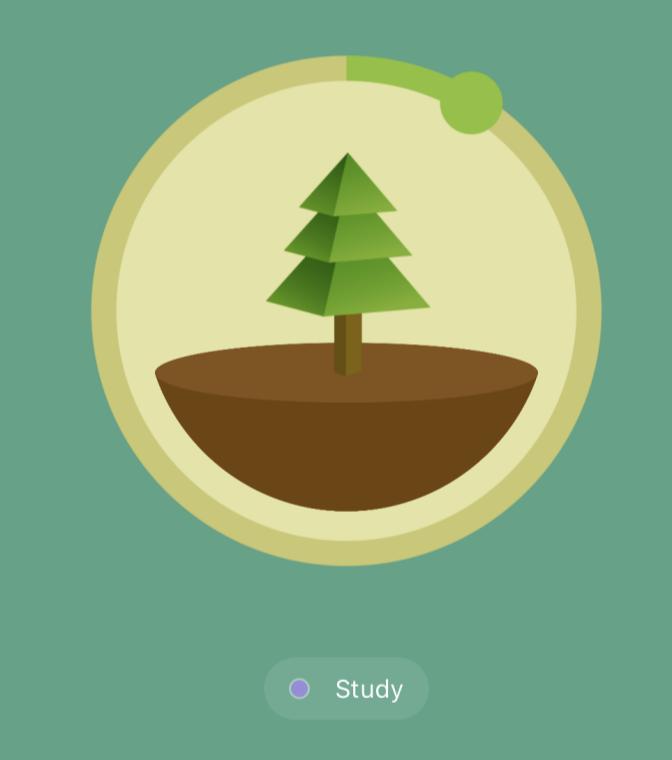
calm



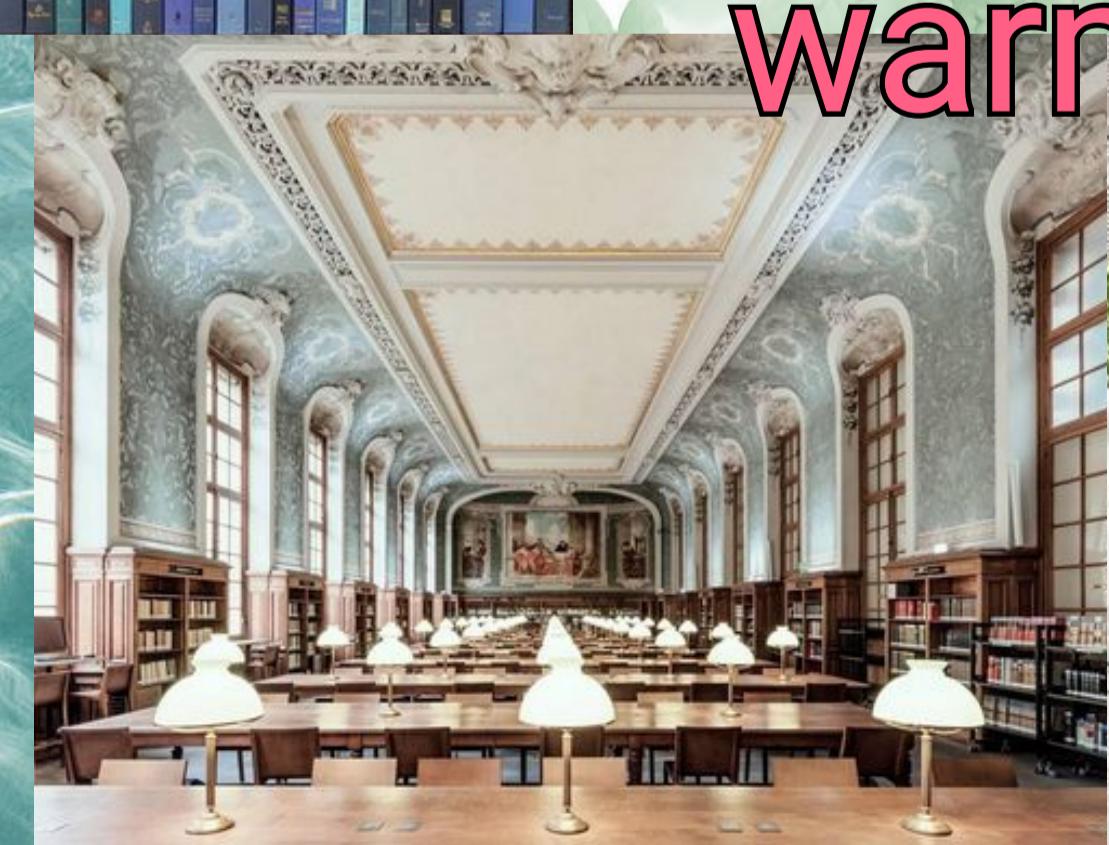
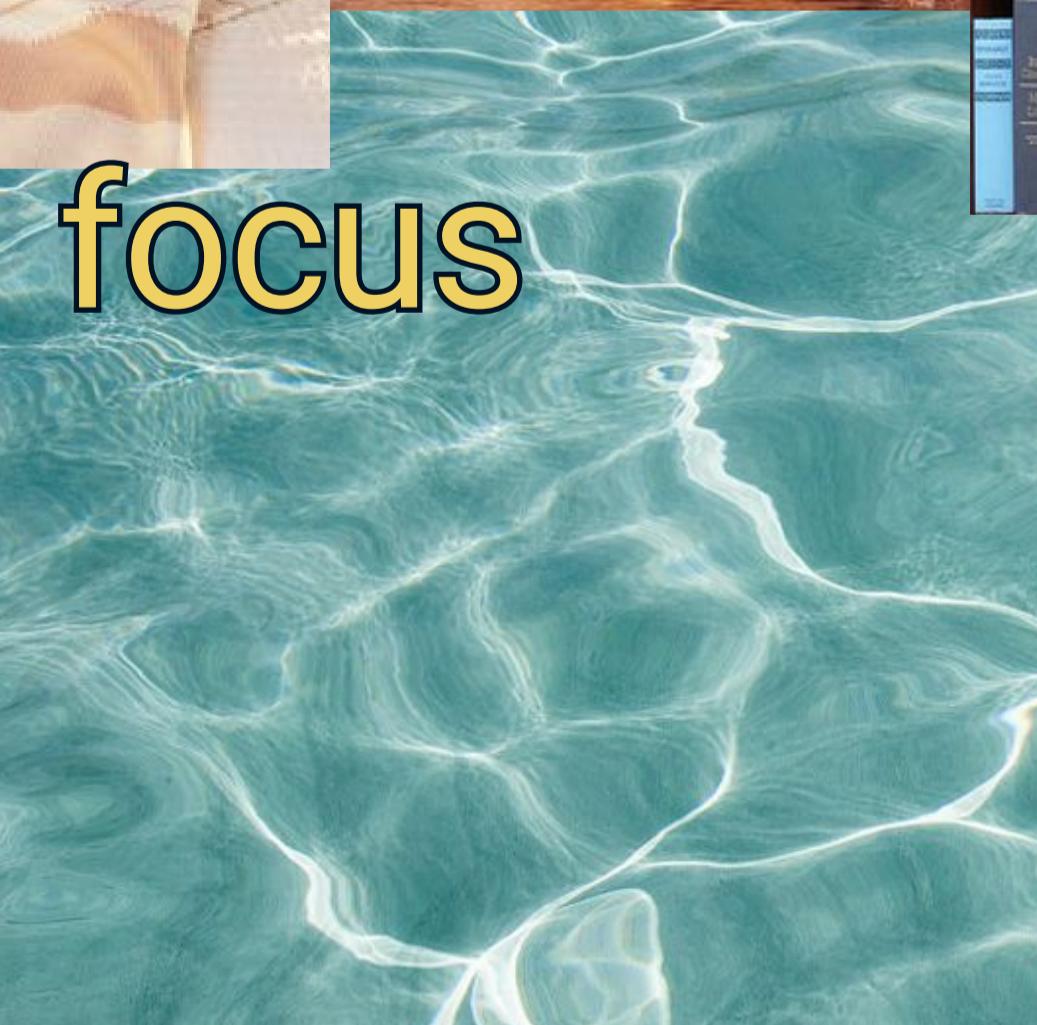
comfort



simple



focus



warm



# 3

# Typography

Roboto - Roboto Mono  
H1

25 : 00  
0123

# Typography

We have chosen Roboto as our main header font (primarily the Timer itself) for its accessibility and simple look. To pair with this, we selected Raleway as our secondary font, used primarily for buttons, labels, secondary headers, and text (including different styles for each variation). Raleway not only pairs well with Roboto, but also has the sans-serif, productive look we were going for in our app.

Raleway - Light, Medium, Regular  
H2, H3, H4, H5, P

Labels and Secondary Text

Pop-up titles

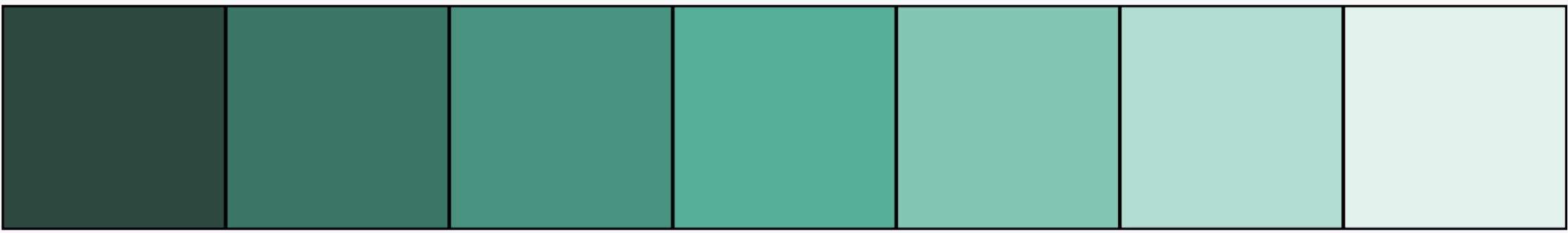
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# 4 Colors

# Brand Colors

After deliberating on various color palette implementations of our moodboard, we settled on a soft green-blue monochromatic palette. From our research on color theory, we found that green aligns most with security, concentration, and relaxation, and blue - with mindfulness and productivity. Because our app is intended to seem minimal and non-intrusive, we also found that having a single primary color and neutral colors would give us a solid range of colors without being too distracting to users. These universal concepts are what drove much of our user-centered design.

## Primary



## Neutral

