



Mobile App identify Brief



CORE Ideas

The identity for Where I Go starts with a few key concepts:

Location
Urination / Liquid
Informal / Approachable
Fidgeting / Movement
Balance



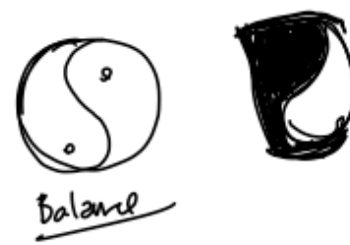
Location



Urination / Liquid



Informal / Approachable



Balance



Fidgeting / Movement



R:108 G:39 B:106
HEX: 4d174d



R:108 G:39 B:106
HEX: 6c276a



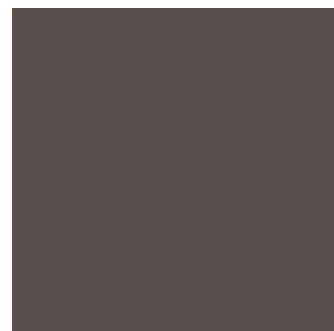
R:255 G:224 B:73
HEX: ffe049



R:255 G:204 B:77
HEX: ffcc4d



R:153 G:140 B:140
HEX: 998c8c



R:87 G:78 B:78
HEX: 574e4e



R:128 G:188 B:255
HEX: 80bcff

BASE Colors

The color palette for **Where I Go** begins with the colors already present in the PLUS consortium logo. It added secondary hues and warm to compliment the existing palette.



WHERE I
go



WHERE I
go

Versatile FORMATS

The app's logo can apart from the accompanying typography, and exist in a variety of different contexts and color schemes.

FESTIVO

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1234567890

Atziluth Script

abcdefghijklm

nopqrstuvwxyz

1234567890

Franklin Gothic

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

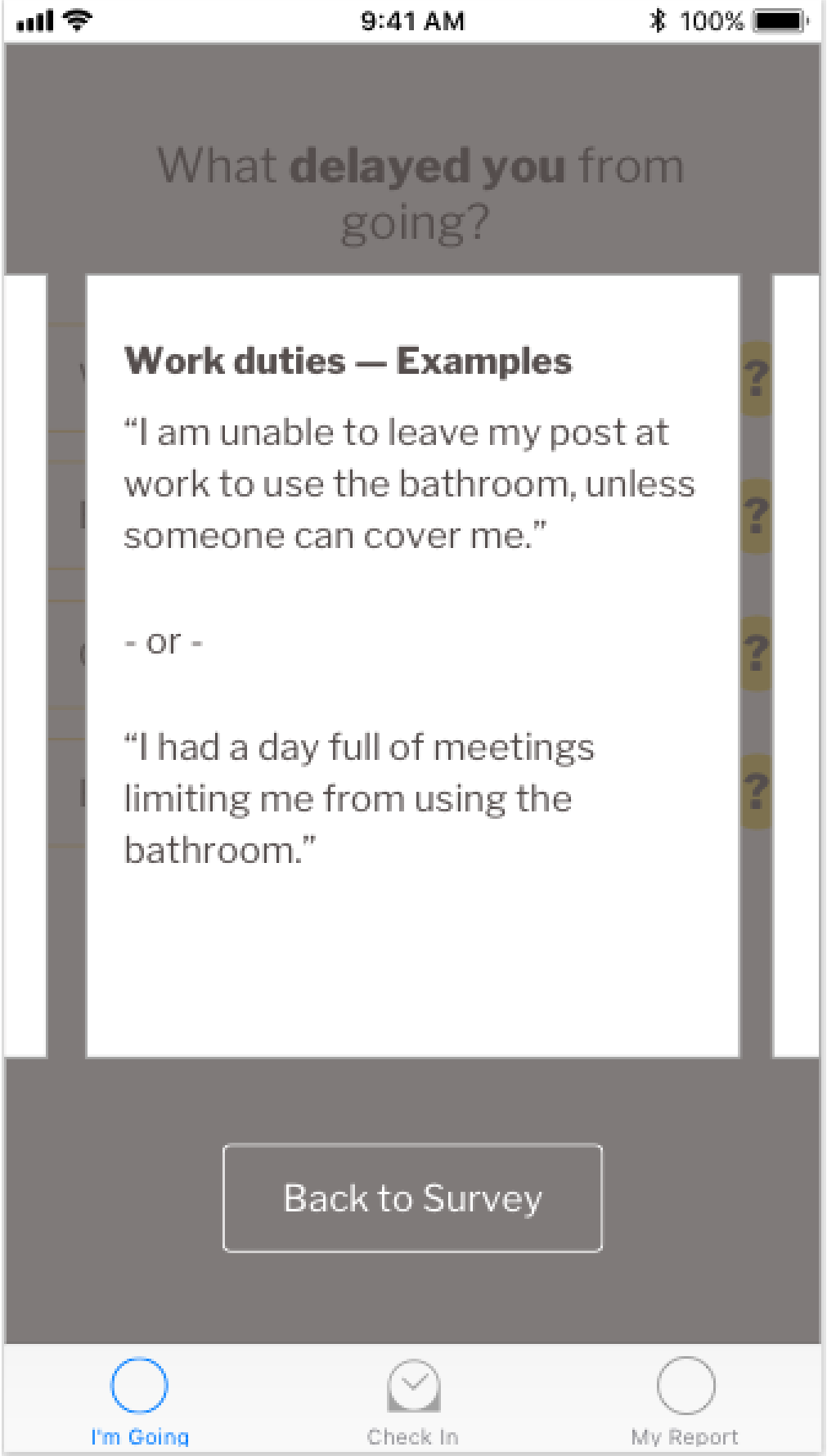
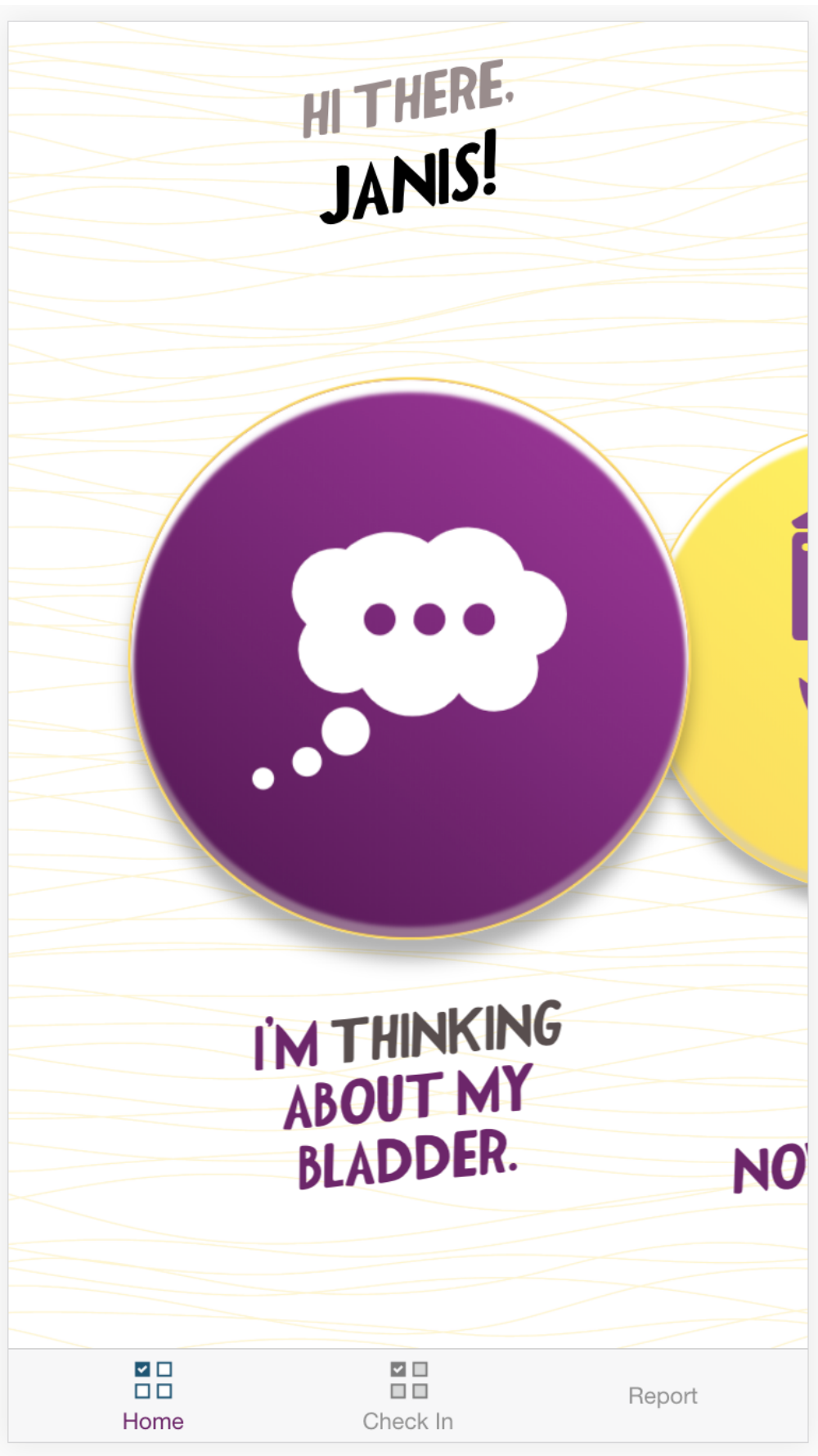
1234567890

Regular, Thin and **Extra Bold**

CASUAL & reliable

The display types of Festivo and Atziluth Script are paired with Franklin Gothic, a timeless sans serif that conveys stability and trustworthiness.

These faces, along with our choice of language and layout, give the app a sense of humor and informality while other portions are clear and easy to read.



*screenshots not final