



Echo

Content

Introduction

Colors

Typography

Logo

Buttons & Inputs

Tone of Voice

Animation

Brand Identity Guidelines





Echo

INTRODUCTION

Brand Identity — The Way We See It

Finding the 'lost' was never so easy!

Who we are?

This application that help find people in the nearby vicinity where you are in a crowded street, looking for your child or family member or on a blind date.

USP?

At present their are different finder apps in the market that can be placed in two different categories - location based and/ or items specific. In both of the cases , they help provide direction for finding items that are in far off distances. What happens when people/ objects are in near vicinity? That's where this app specializes - e.g. finding items lost at home or a child hiding in the attic.

Content

Introduction

Colors

Typography

Logo

Buttons & Inputs

Tone of Voice

Animation



Solid Colors

The proper use of color provides visual continuity, supports branding, and aids in communication.

Content

Introduction

Colors

Solid Colors

Gradients

Typography

Logo

Buttons & Inputs

Tone of Voice

Animation

Primary Colors



#FA124E

RGB (250, 17, 79)



#08080D

RGB (8, 8, 13)

Secondary Colors



#FF3A30

RGB (255, 59, 48)



#FF9502

RGB (255, 149, 0)



#02F5EA

RGB (0, 245, 234)



#F2F4FF

RGB (242, 244, 255)



#06DE71

RGB (4, 222, 113)



#2094FA

RGB (32, 148, 250)



#1D1279

RGB (29, 18, 121)



#FFE71F

RGB (255, 230, 32)



Gradients and Opacities

These gradients are to be used in circumstances where content needs to be highlighted. In addition, using light colors achieved with reduced opacity to ensure text legibility and contrast on black background.

Content

Introduction

Colors

Solid Colors

Gradients

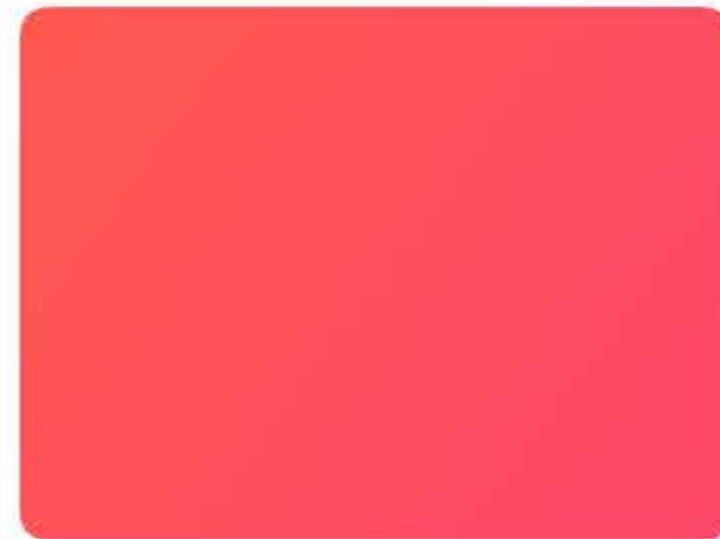
Typography

Logo

Buttons & Inputs

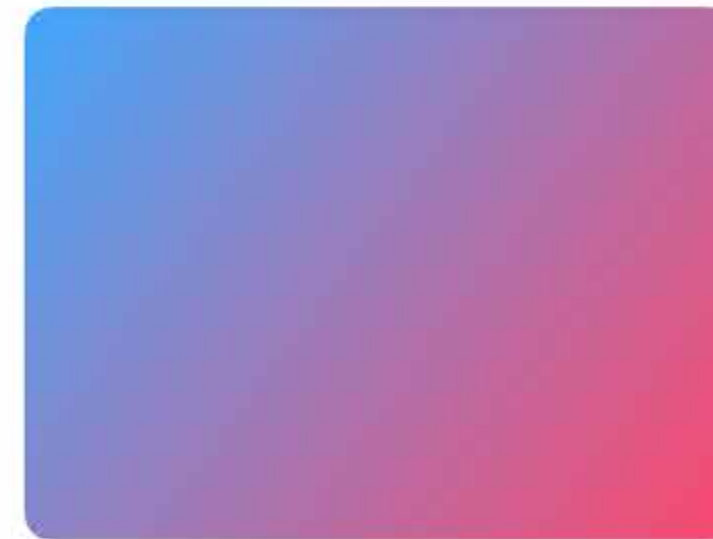
Tone of Voice

Animation



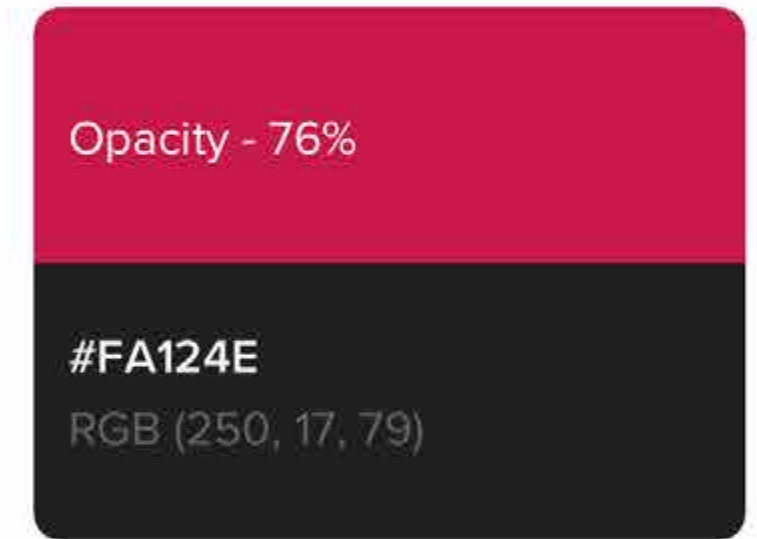
#FF3A30
RGB (255, 59, 48)

#FA274E
RGB (250, 17, 79)



#F2C314
RGB (242, 195, 20)

#FA274E
RGB (250, 17, 79)



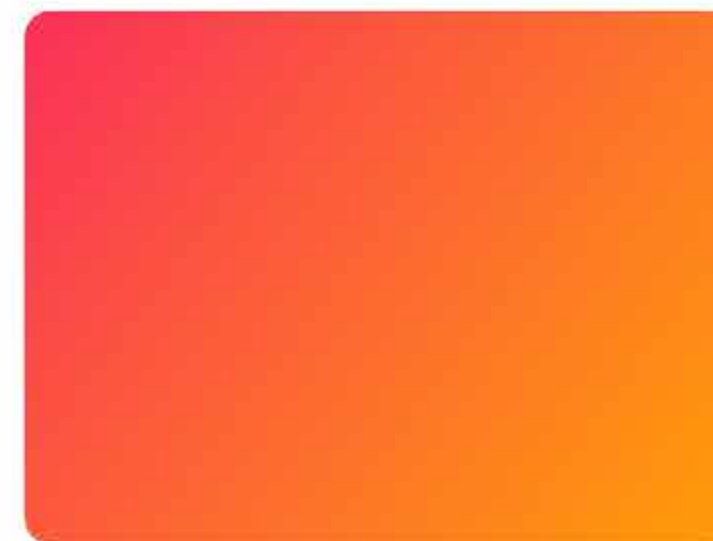
Opacity - 76%

#FA124E
RGB (250, 17, 79)



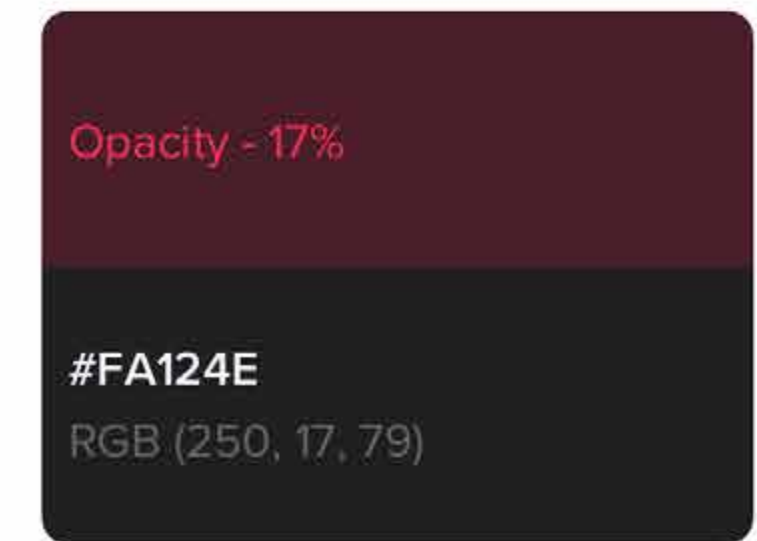
#FA274E
RGB (250, 17, 79)

#1D1279
RGB (29, 18, 121)



#FA274E
RGB (250, 17, 79)

FF3A30
RGB (255, 149, 0)



Opacity - 17%

#FA124E
RGB (250, 17, 79)



Typographic Style

Legible, clear and unobstructive

Content

Introduction

Colors

Typography

Logo

Buttons & Inputs

Tone of Voice

Animation

SF COMPACT TEXT

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZ
z123456789!@#\$\$%

The SF Compact font is the system font on Apple Watch. There are two variants of this font: SF Compact Text and SF Compact Display. It was vital to stick to these fonts since clarity and readability are the most crucial components of a small wearable device app. Based on Apple guidelines SF Compact Text was applied for labels whose text was 19 points or smaller. and SF Compact Display for labels whose text was 20 points or larger.

SF COMPACT DISPLAY

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz123
456789!@#\$\$%

Instead of focussing on using variety of font following guidelines were followed to allow good user experience:

- Size fonts to be legible since often the users often view content while walking or running.
- Emphasizing the most important information by using - font weight, size, and color
- lastly not using thin weights at small sizes.



Echo

RESPONSIVE - BRANDMARK AND WORDMARK LOGO

Logo

Echo waves, reaching in and out to locate, through and energetic.

Content

Introduction

Colors

Typography

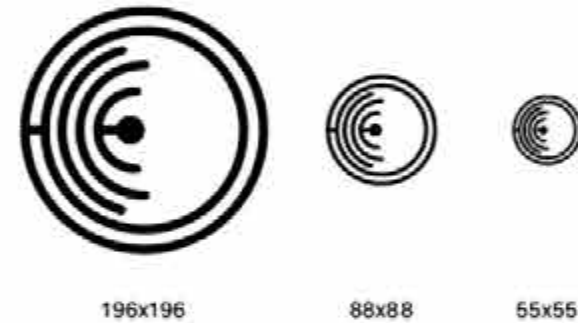
Logo

Buttons & Inputs

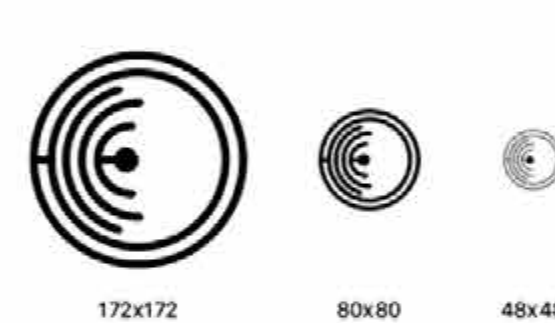
Tone of Voice

Animation

42 MM APPLE WATCH ICON



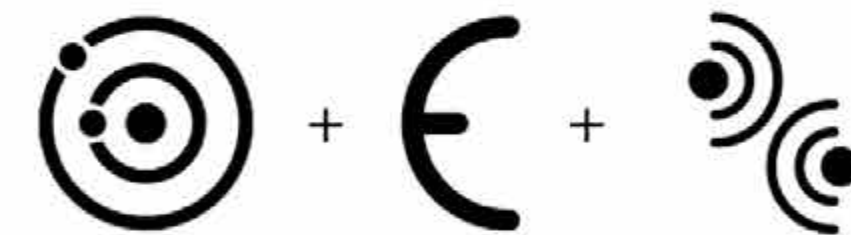
38MM APPLE WATCH ICON



MOBILE VERSION



SUMMATIONS OF IDEAS



WEBSITE VERSION



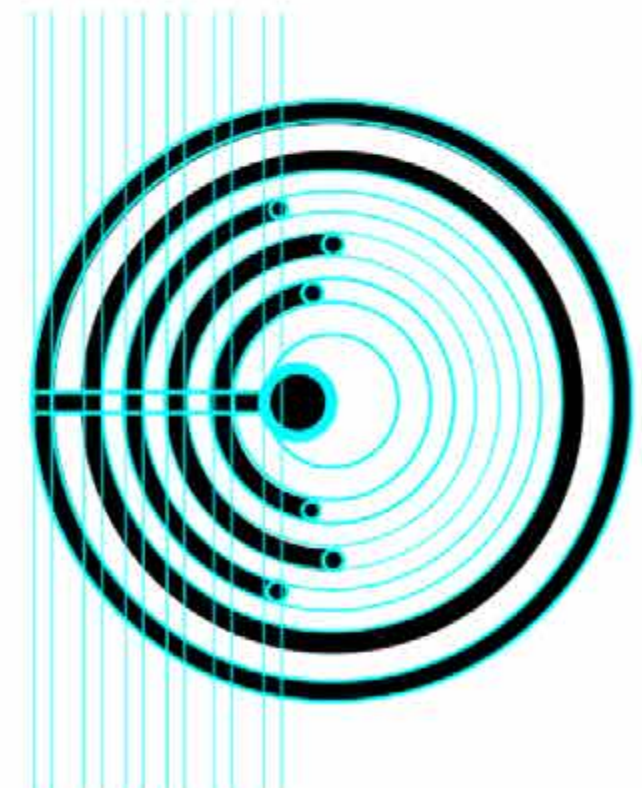
LOGO ELEMENTS THAT CAN BE USED



COLORLED VERSION



LOGO CREATION





Echo

BUTTONS & INPUTS

UI elements

Buttons, icons, header and basic input fields.

Content

Introduction

Colors

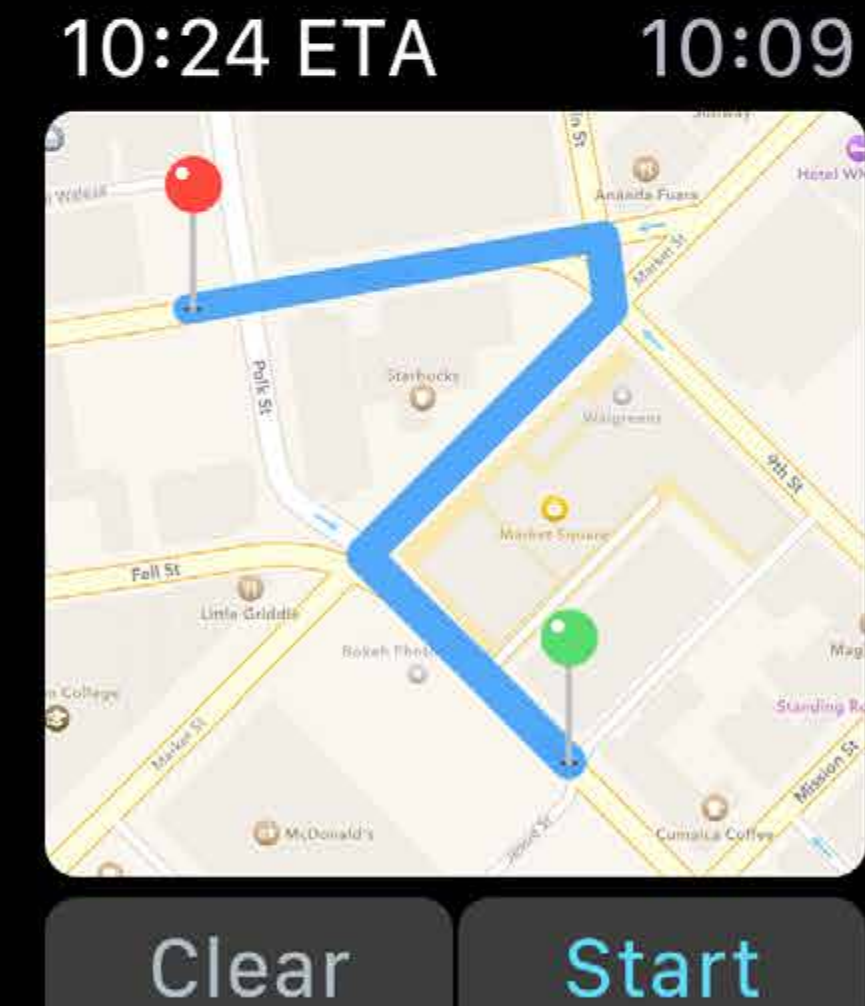
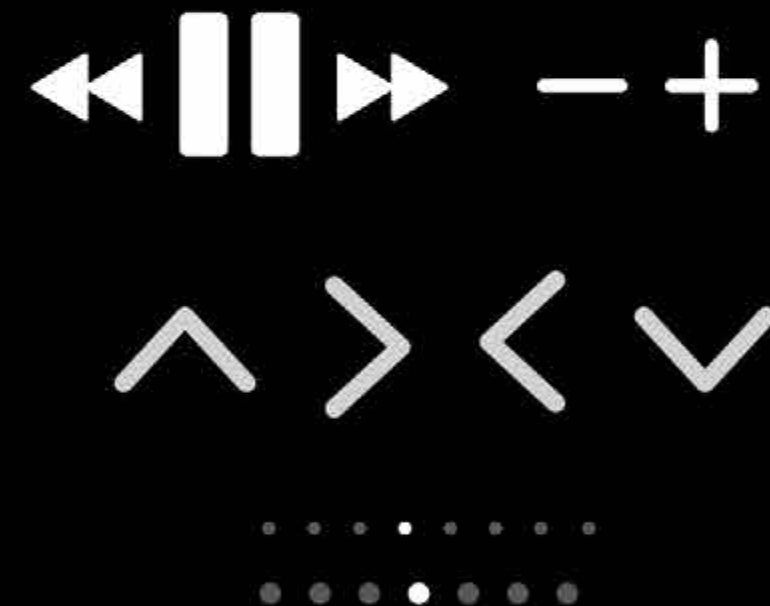
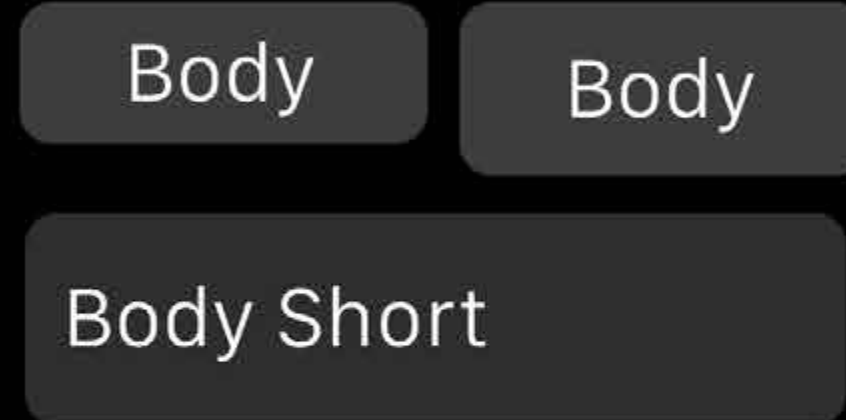
Typography

Logo

Buttons & Inputs

Tone of Voice

Animation



Lunch with Ben
Tuesday, Sep 9





Echo

tone of voice

The Way We Communicate

Personality speaks volumes

Fast and Accurate

App represents fast, modern and accurate technology that never fails you - whether it's to find your elderly mom and simply to locate your phone hidden under your couch.

Friendly and Fun

We're your friends. We do the weightlifting to keep things fun and friendly at your end.

Simple

We hate jargon. Our communication is clear, effortless and blissful.

Content

Introduction

Colors

Typography

Logo

Buttons & Inputs

Tone of Voice

Animation



Echo

ANIMATION

Enhance User Experience

Integrating animations into UI in order to win over customers

Content

Introduction

Colors

Typography

logo

Buttons & Inputs

Tone of Voice

Animation

