Dreamedia

Brand Platform & Styling Guide

Brand Platform

Our brand platform makes up our applications image and is the foundation of how our customers think of and associate with our application.

Mission/Vision

It is a freemium model that has a mobile-web experience and a mobile app for both iOS and Android. This type of media [music/movies/books] is a very important part of their lives.

Brand Personality

Uniquely diverse, but somehow always familiar. This creates the need for design to balance that tension.
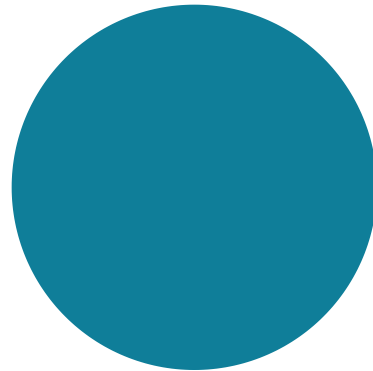
Brand Attributes
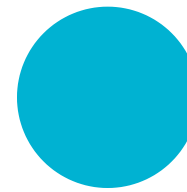
Bold, Smart, and Hip

Colour Palette

Inspiration for this colour palette came from the name Dreamedia. When thinking of the colours which would represent this brand, the sky and clouds came to mind.
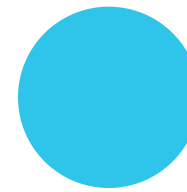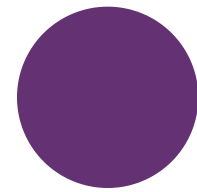
Primary, Secondary, & Accent Colours
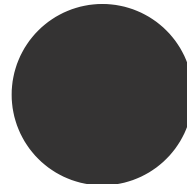
Teal Blue
#0F7E99

Pacific Blue
#00B2D2
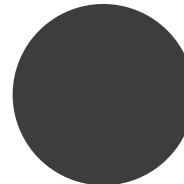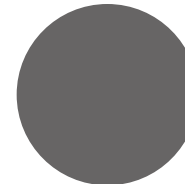
Vivid Sky Blue
#2FC5EB

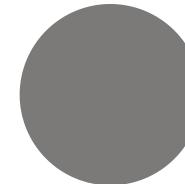Eminence
#643173

Grey Colour

Jet
#343333

Onyx
#3E3D3D

Dim Grey
#525151

Sonic Silver
#7C7979

High Contrast & Low Constrast

When selecting the colour palette for Dreamedia it was important to take into account the different background these colours could be placed on.

Primary & Secondary

Vivid Sky Blue
#2FC5EB

Pacific Blue
#00B2D2

Teal Blue
#0F7E99

Eminence
#643173
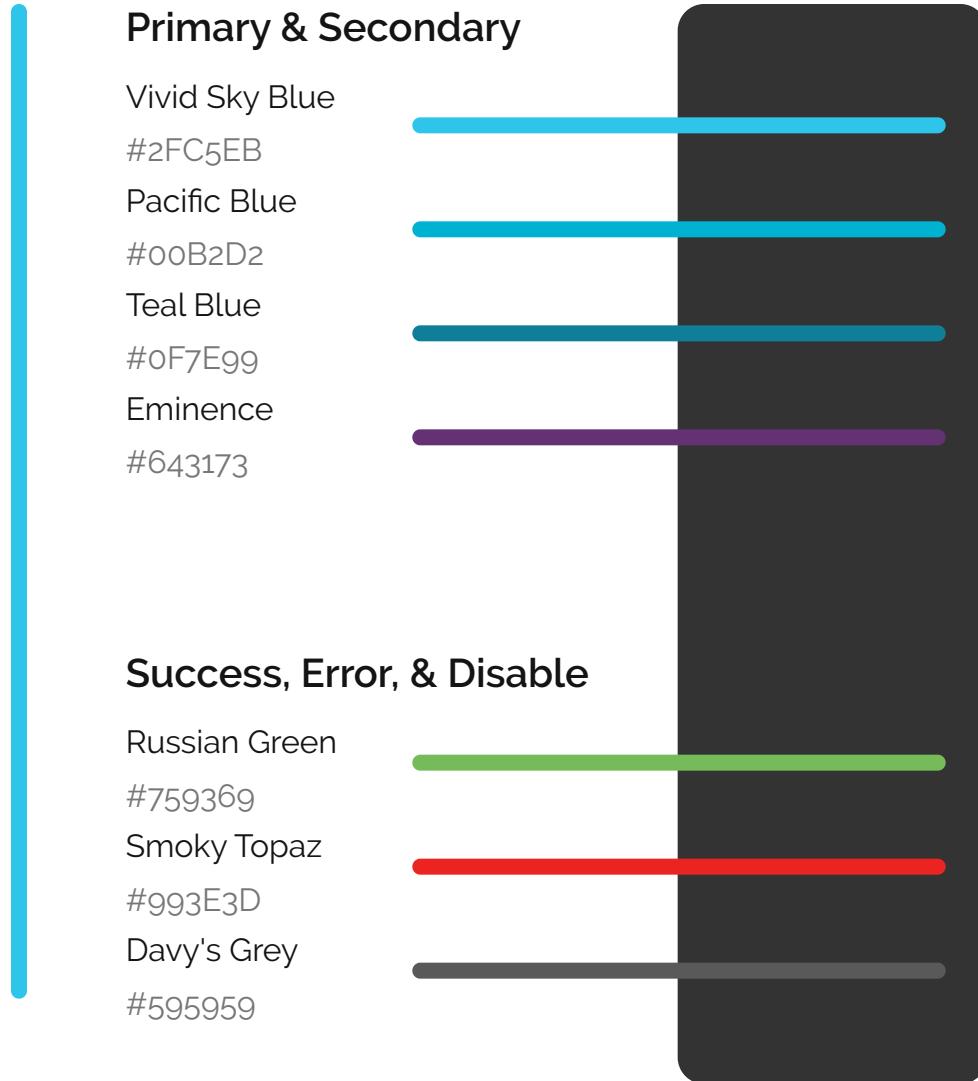
Success, Error, & Disable

Russian Green
#759369

Smoky Topaz
#993E3D

Davy's Grey
#595959

Typography

The typography chosen for Dreamedia is a well known font and an industry standard font. Roboto is a legible font due to its sharp designs and high contrast.

Font Family

Roboto

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

Header and Body

This is the Title Size & Weight 30px, Bold

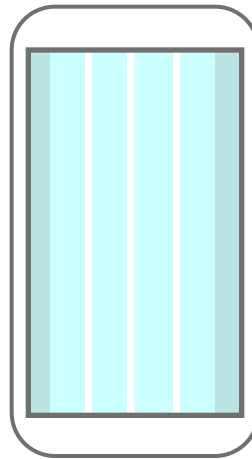## This is the Header Size & Weight 24px, Medium

This is the Body size and weight, 13px, Regular

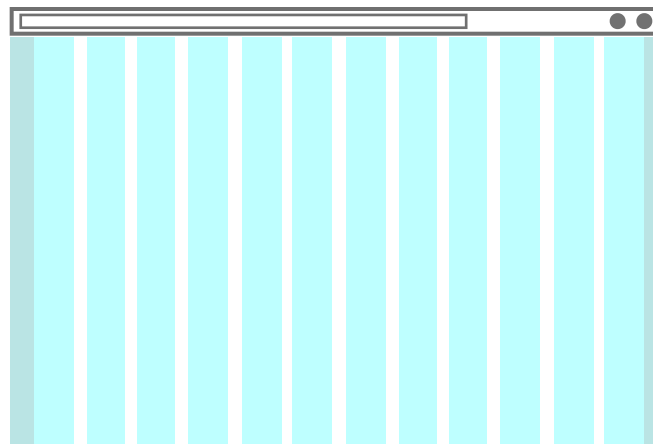**This is the Error and Success Message size and weight, 10px, Medium**

Grid

For Dreamedia app to have organised content a grid was set up to keep objects align.

Mobile Device

4 Column
12px Gutter

Desktop

12 Column
20px Gutter

Icons

The icons were sources from the site uistore.design.com from Fabrx Design.

Navigation

Media

Other

UI Elements

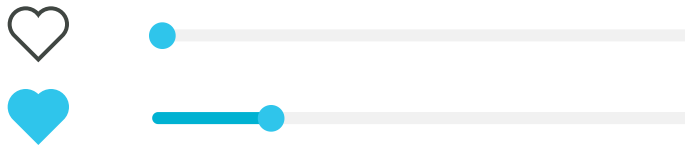The UI elements were sourced from the site uistore.design.com from Fabrx Design

Buttons

Button   Button   ⬤▬   Gym Ⓧ

Tapped

Button   Button   ▬⬤

Media

♡ ▬▬▬▬▬▬▬▬▬▬

♥ ▬▬▬▬▬▬▬▬▬▬

Navigation

⌂   🔍   ☰

⌂   🔍   ☰