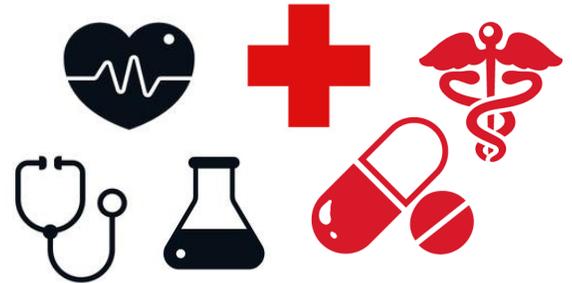# VIRTUAL MINDSET

VISUAL DESIGN DOCUMENT

TEAM MEMBERS

Claire CIcero, Jocelyn James, Chris Mckenney,
Addison Powers, Michelle Whetsell

VIRTUAL MINDSET- ARNATOMY

INSPIRATION

Much of our design inspiration and color scheme came from commonly used medical logos, icons, and signage.

The Red cross, Salvation Army, and other health-related organization served as preexisting examples.

TYPOGRPAHY

HEADERS: LEAGUE GOTHIC 24X

SUB HEADERS: MONTSERRAT SEMI BOLD 16X

CONTENT: MONTSERRAT 14X

CONTENT: MONTSERRAT 14X

COLOR PALETTE

#000000
Jet Black

#bb2613
Georgia Red

#dd3019
Crimson Red

#ffe476
Goldenrod

#f4f4f4
Off White

ICONOGRAPHY

MAGNIFYING GLASS
When clicked, the screen does to model mode, and the user is able to zoom in and out on the model being displayed

QUESTION MARK
When clicked, a search bar pulls up allowing with the keyboard, allowing the user to ask questions pertaining to the app
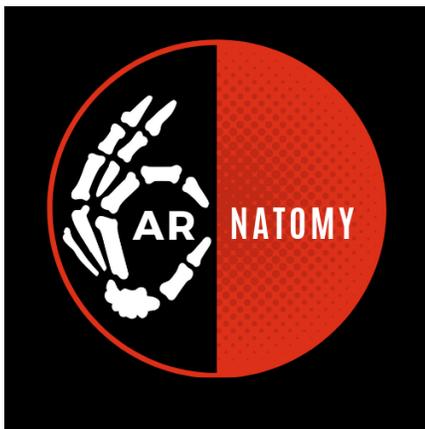
INFORMATION BAR
When clicked, a side bar shows the headers to new pages, which the user can then pull up to learn more information about the app
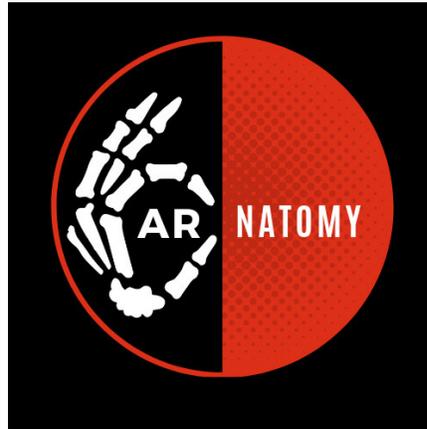
EVOLUTION OF THE LOGO

The development of our logo design followed our goal to create a personalized educational app for high school and college students . We took the fun, recognizable "okay" emoji and made it a skeleton hand, then applied our established color scheme and typography. We used high contrast color blocking to make a striking and easily-to-read design.

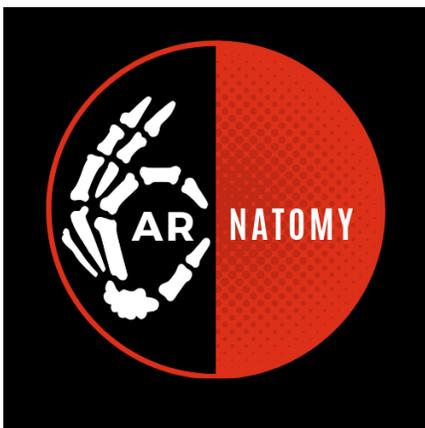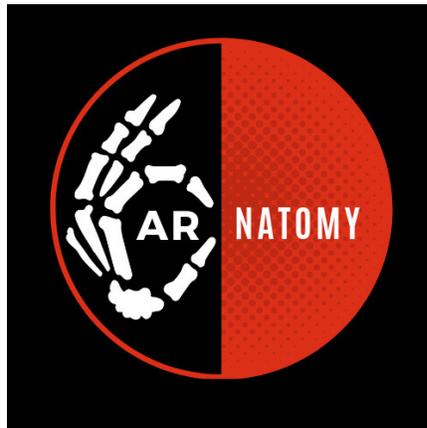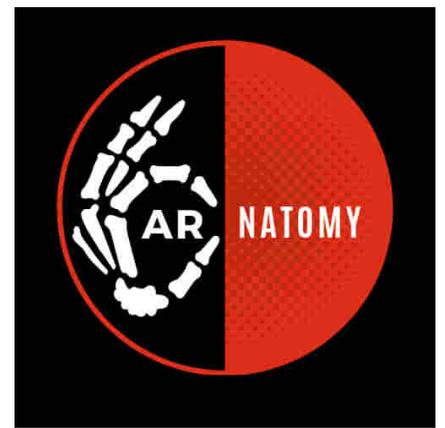# LOGO RESOLUTION

.png high resolution

.jpeg high resolution

.jpeg low resolution

.png low resolution

.ai high resolution

.ai low resolution

LAYOUT

The wireframe we will be using for the actual layout is called iBlocks. It's very simple, sleek, and easy to edit and style. It's default design partners will with our established aesthetics.

iBlocks - Free iOS Wireframe Kit

Designed by Kishore for Project365.Design!

menu

signup

text paragraph