



THRIVE DESIGN DOCUMENT

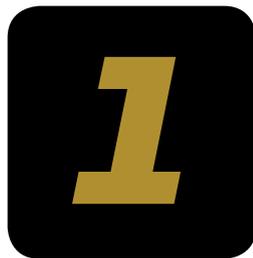
Meagan McSherry, Annie Campbell, Andrew Edwards, Lollie Davis, Ilyusha Belegradek



Logos

THRIVE

THRIVE



2.

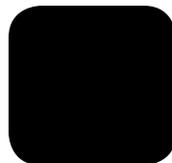
Color Palette

#: af8f30



R: 175 C: 31
G: 143 M: 39
B: 48 Y: 100
K: 5.8

#: 000000



R: 0 C: 0
G: 0 M: 0
B: 0 Y: 0
K: 100

#: 0000ff



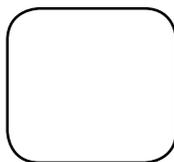
R: 0 C: 88
G: 0 M: 76
B: 255 Y: 0
K: 0

#: 404040



R: 64 C: 68
G: 64 M: 61
B: 64 Y: 60
K: 47

#: FFFFFFFF



R: 255 C: 0
G: 255 M: 0
B: 255 Y: 0
K: 0

#: 687681



R: 104 C: 19
G: 118 M: 9
B: 129 Y: 0
K: 49

#: D3D3D3



R: 211 C: 16
G: 211 M: 12
B: 211 Y: 13
K: 0



Fonts

Logo:

Montserrat, Black Italic 35 pt.

Headers:

Montserrat, Bold 25 pt.

Sub-Headers:

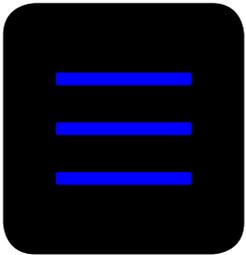
Montserrat, Bold 20 pt.

Body Copy:

Roboto, Light 15 pt.

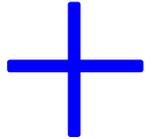
4.

Icons & Buttons



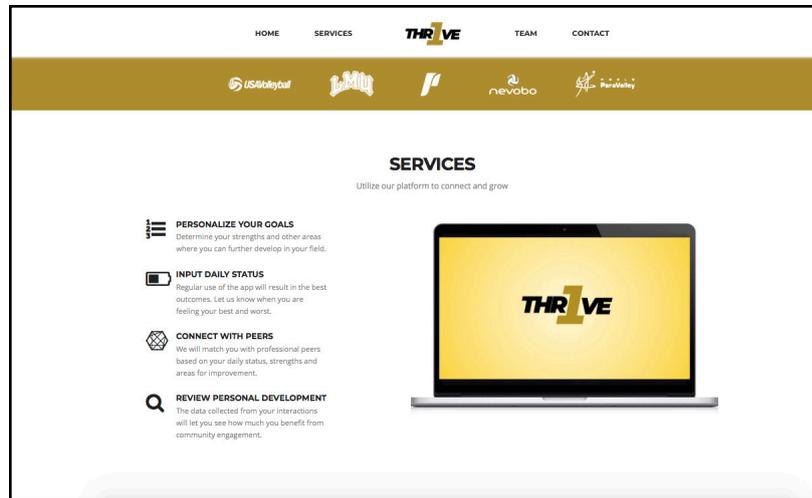
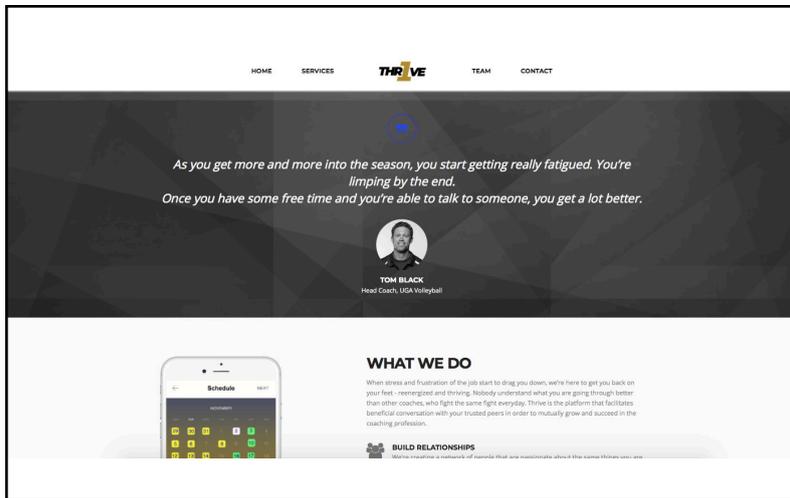
Text Here

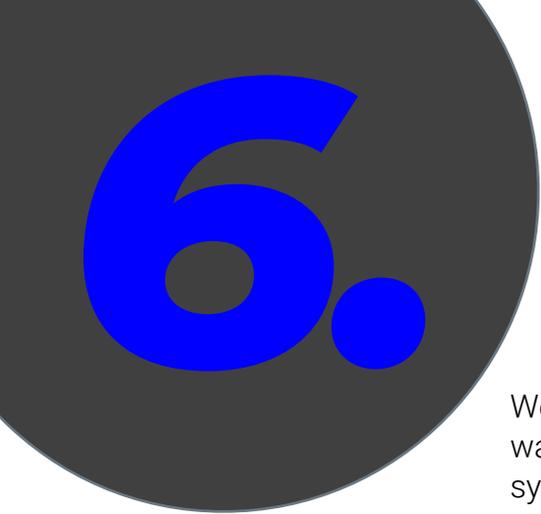
Text Here



5.

Website Design





6.

Rationale

We chose our logo and name for this project simultaneously. Once we knew we wanted to use “thrive” as our name, we decided to change the “i” to a “1” in order to symbolize the meaning behind this app and to make it more unique. We started with a simple black and gold color scheme.

We chose black because it is bold and can be used with pretty much any other colors that we would later decide upon in our palette. The decision to use gold was made based on the idea that gold represents “the best,” or “number one.” We added the royal blue color as an addition to the logo and palette because it too can represent “number one” and is bold enough to stand out in each of our deliverables, even in the simplest ways. The final four colors (light & dark grey, blue-grey, and white) were chosen because they pair well with our previously existing colors and neutralize the overall palette.

Our fonts were chosen through a process of elimination. Our creatives in the group each selected several fonts they believed would work well together, and then we compared them all side by side and selected our final choices. Montserrat is bold and extremely confident, and includes a fairly large family that we were able to pick through. Rotolo is lighter and quieter, so it was chosen as a body copy in support of our logo, headers, & sub-headers.

We created a menu button and text buttons to help users navigate through the app. The design for these buttons is extremely simple & clean so that they can be easily located on each page.