SecureAppy

Start

Introduction

Colors

Typography

Our Logo

App Icons

Screen Concepts

Hammock Creative Inc.
hammockcreative.com

Brand Identity Guidelines

Our story and how we stay together

INTRODUCTION

Brand Identity — It starts with an idea

The idea of SecureAppy has an opportunity to disrupt a billion dollar industry and be a major influencer in the digital services market

What?

At it’s core, ShareAccounts is a authentication sharing tool. It allows users to create secure groups to share usernames and passwords to digital services.

How?

We will deliver a simple digital application across all major platforms that has an exceptional user experience

Why?

Our team is always looking for opportunities to create products that can have a positive impact on people’s lives. Digital services run much of our professional and social lives. Giving people the abilitiy to offset the costs of these services and save money seems like a great idea to us.

COLORS

Solid Colors

We want our product to be colorful. We use 4 primary colors and have a collection of secondary colors to support our messaging

Primary Colors

#3340FF
RGB (51, 64, 255)

#3DF1AC
RGB (61, 241, 172)

#154374
RGB (21, 67, 116)

#00CAF2
RGB (202, 242, 100)

Secondary Colors

#EC373C
RGB (236, 55, 60)

#4DAC4A
RGB (77, 172, 74)

#F29132
RGB (242, 145, 50)

#FC4C81
RGB (252, 76, 129)

#0500CB
RGB (5, 0, 203)

#05111F
RGB (5, 17, 31)

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COLORS

Gradients

Our world is filled with gradients and so is our product. These are our favorites

#43E97B #38F9D7

#4FACFE #38F9D7

#3214F2 #32FBFC

#F83600 #F9D423

#EB4B92 #CA76E3

#96E6A1 #D4FC79

TYPOGRAPHY

Typographic Style

Our font families, and supported weights

VARELA ROUNDED FOR HEADINGS

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz123456789!@#$%

Varela Round is based on the well known font Varela. The rounded corners make it perfect for a soft feel and work great at any size. It is suitable for headlines and printed collateral, and maintains its distinct properties amongst other objects. Varela Round is a great font for any website.

NOTO SANS FOR BODY

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz12345
6789!@#$%

When text is rendered by a computer, sometimes there will be characters in the text that can not be displayed, because no font that supports them is available to the computer. When this occurs, small boxes are shown to represent the characters. We call those small boxes “tofu,” and we want to remove tofu from the Web. This is how the Noto font families got their name.

Noto helps to make the web more beautiful across platforms for all languages. Currently, Noto covers over 30 scripts, and will cover all of Unicode in the future. This is the Sans Latin, Greek and Cyrillic family. It has Regular, Bold, Italic and Bold Italic styles and is hinted. It is derived from Droid, and like Droid it has a serif sister family, Noto Serif.

Noto fonts for many other languages are available as web fonts from the Google Web Fonts Early Access page.

Noto fonts are intended to be visually harmonious across multiple languages, with compatible heights and stroke thicknesses. For the currently released Noto fonts see code.google.com/p/noto/

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OUR LOGO

Our Logo

Our logo is is an exploration of of the two words security and sharing. It’s design is meant to be simple, fun and colorful.

SHARING

SECURITY

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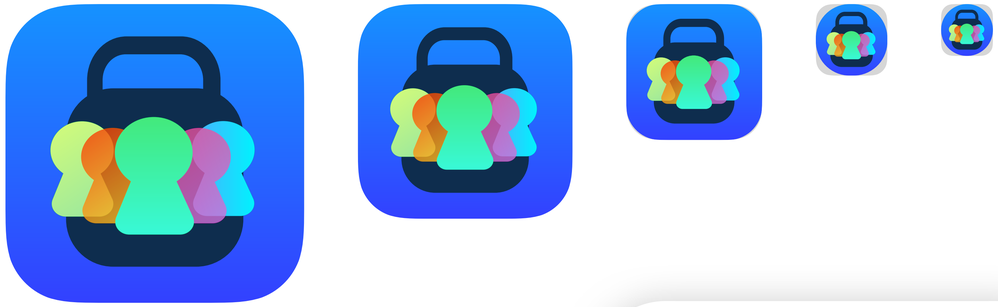
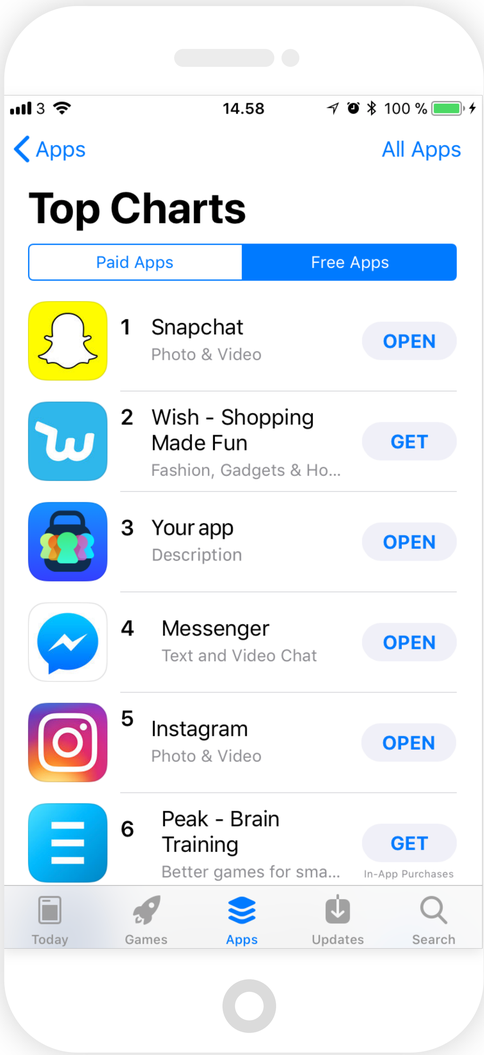
APP ICONS

IOS

167 120 76 40 29





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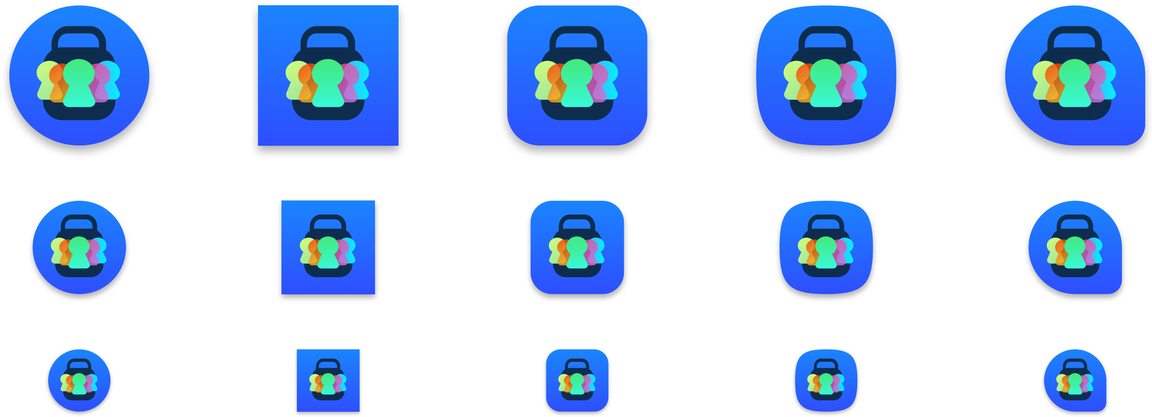
APP ICONS

Android

Android Adaptive Icon



Android Legacy Icon

Google Play

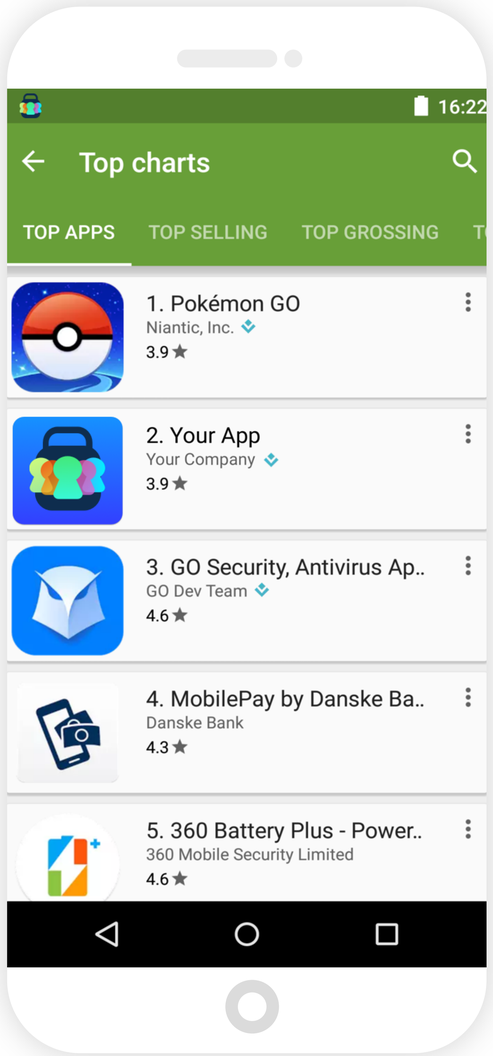
XXXHDPI

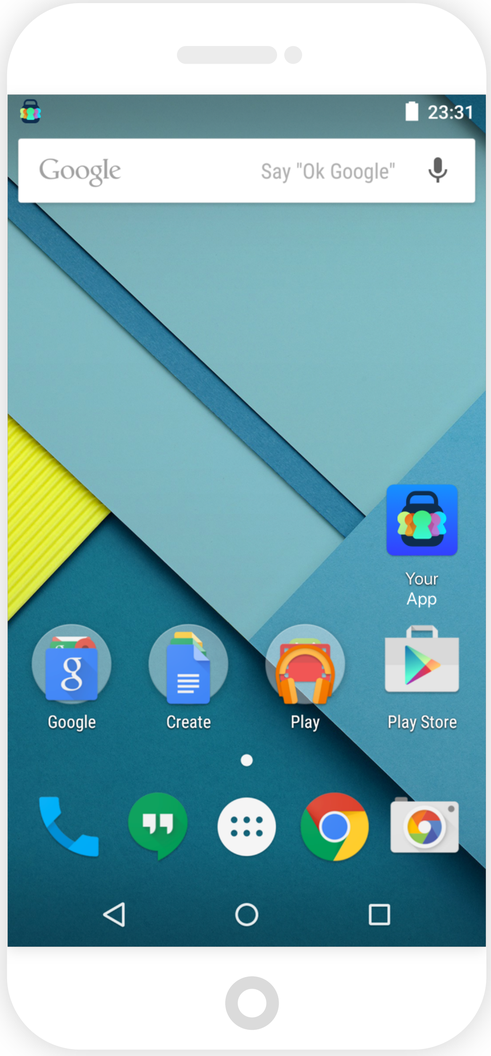
XXHDPI

XHDPI

HDPI

MDPI





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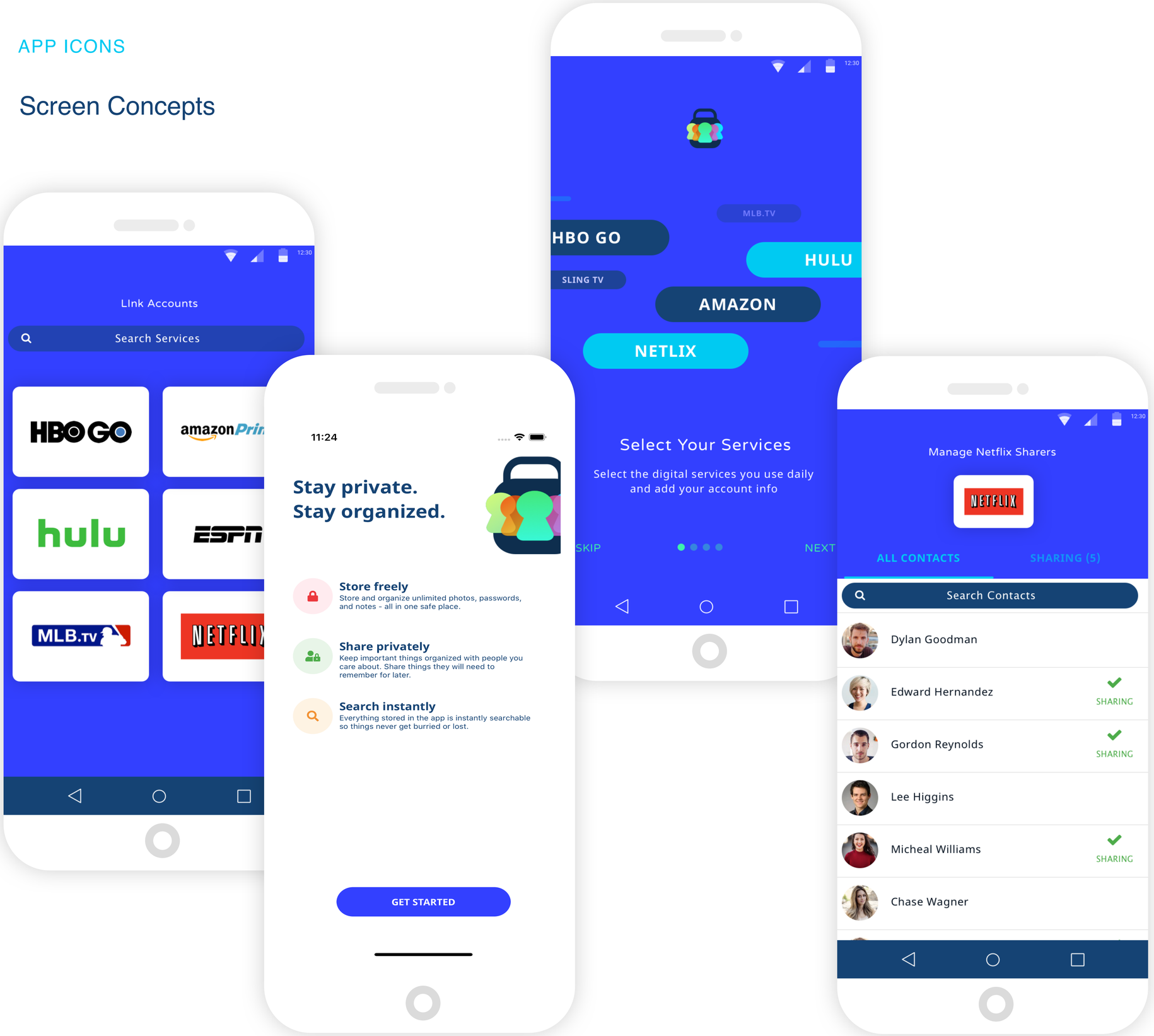
Screen Concepts