FieldRepo™

Build Relations. Grow Business.

UI Brand Guidelines

0   Contents

0.1 Theme Details

F1 theme is inspired by an international Racing competition followed by people from all over the world which enable plethora of application. F1 theme represents the globalization consist of an international competitors and people, Grand Prix, every race, every track, every team and every driver. They show the data and updates of previous and upcoming races, as well as weather and condition updates.

F1 themes that are perfect for symbolization of an application like FieldRepo. In this application we have colors like black and gray, with a dash of Alizarin red, Golden yellow, Pelorous and accents that creates an impression of trust and strength, which is supported by the design of the page.

It 's not only looks great, but it also helps us to achieve our business goals. Black is a powerful and sleek color that is used to make luxury products. When white is the dominant color, it creates the desired appearance of simplicity, class and professionalism for a high standard agency.

0.2   THE LOGO

Exclusion Zone

Make sure that text or other design elements do not encroach upon the logo. The marked space should always be given to let the logo 'breathe', free from distraction.

Speed Representation.

In the primary logo format a minimum size must be adhered to so that legibilty is retained. The speed representation on Repo should be visible always.

0.3 TYPOGRAPHY

01 Two font-face styles are used for the application.

Typeface Family

1. Roboto
2. Ticking Timebomb BB

02 The Roboto family consists of 12 typeface widths: Roboto Regular is the main font face of our applications.

1. Roboto Thin	2. Roboto Thin Italic
3. Roboto Light	4. Roboto Light Italic
3. Roboto Regular	4. Roboto Italic
5. Roboto Medium	6. Roboto Medium Italic
5. Roboto Medium	6. Roboto Medium Italic
7. Roboto Bold	8. Roboto Bold Italic
9. Roboto Black	10. Roboto Black Italic

03 The primary typeface is [Roboto Regular] with a secondary [Roboto Bold] to complement the primary font.

These have been carefully selected to best represent the brand image, and must be used to retain consistency - especially within the content.

Replacing fonts with alternatives should not be done under any circumstances.

The Header Text- Font Size 24px

The Header Text - Font Size 16px

The Header Text - Font Size 14px

The Content Text - Font Size 13px

The Content Text- Font Size 12pxt

04 Counter text Font-Family & Font-Size - Ticking Timebomb BB - Font Size 30px   22

05 Counter text font-family - Ticking Timebomb BB   22
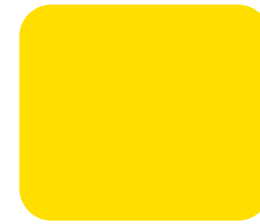
0.3.1   COLOR PALETTE

Core Colours
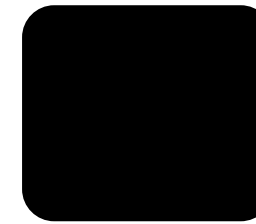
CMYK - 0, 0.88, 0.85, 0.07

RGB - 237, 28, 36

Hex - #ed1c24

CMYK - 0, 0.13, 1, 0

RGB - 255, 222, 0

Hex - #ffde00

CMYK - 0.00, 0.00, 0.00, 1.00

RGB - 0, 0, 0

Hex - #000000

CMYK - 0.17, 0.13, 0, 0.73

RGB - 57, 60, 69

Hex - #393c45

CMYK - 0.77, 0.14, 0, 0.25

RGB - 43, 164, 190

Hex - #2ba4be

Extended Colours

CMYK - 0.03, 0.02, 0.00, 0.42

RGB - 143, 144, 147
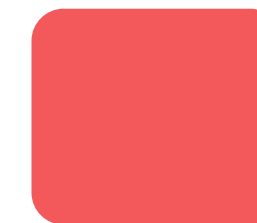
Hex - #8f9093

CMYK - 0, 0, 0, 0.16

RGB - 215, 215, 215

Hex - #d7d7d7

CMYK - 0, 0.22, 0.54, 0

RGB - 255, 200, 117

Hex - #ffc875

CMYK - 0.17, 0.13, 0, 0.73

RGB - 57, 60, 69

Hex - #393c45
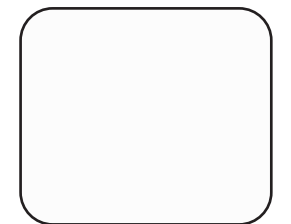
CMYK - 0, 0, 0, 0

RGB - 255, 255, 255)

Hex - #FFFFFF

0.3.1   UI ICONS
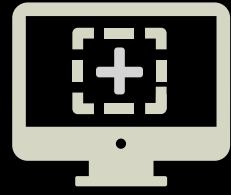
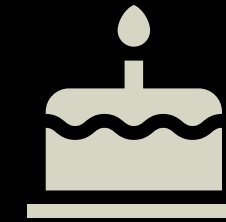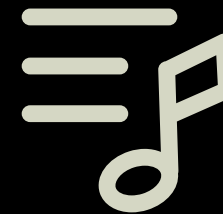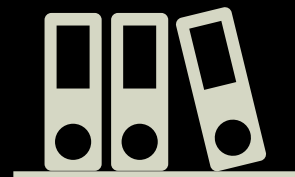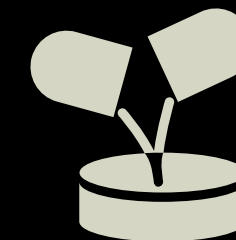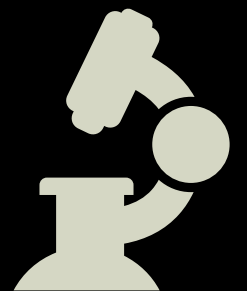|			
Total Appointments	Completed Appointments	Missed AppointmentS	Priority Appointments
Cancel Appointment	Map Points	Blank Customer	Position
Mobile	Email	Birth Date	Time Format
Address	Playlist	Doctor Campaign	Medicine Campaign
New Research Campaign	Heart Disease	Medicine Campaign	Innovation Campaign
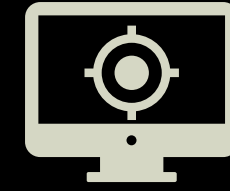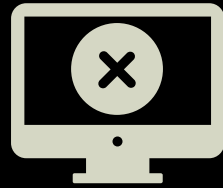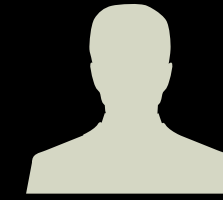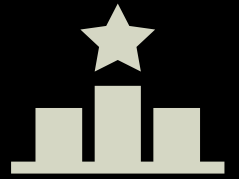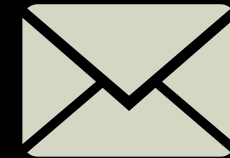
0.3.1   UI ICONS

Gifts/Sample

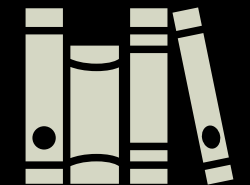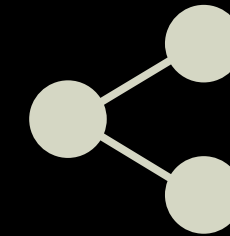Completed Appointments
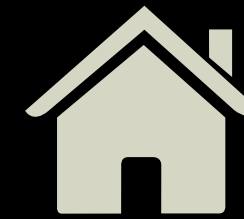
Home

Customers
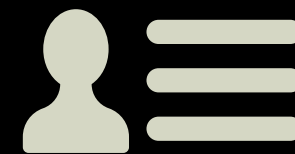
Language

IST Map Points

Activity

Library

E-Learning
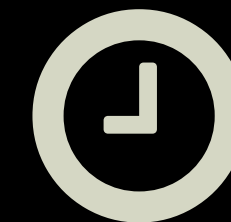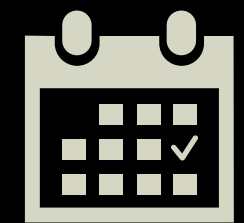
News & Feeds
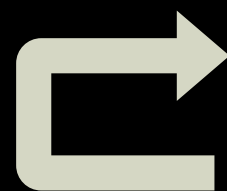
Share

Doctor

Specialist

MSLID

Time

Last Visit

Re-Visit

Order

Product Sample

Innovation Campaign