



**DESIGN DOCUMENT FOR:**

# **Migrate**

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# LOGO

We wanted our logo to stand out on a phone screen. We wanted something that has dimension, color, and embodied the functionality of our app. The globe represents the migration of animals while the rainbow reflects togetherness and unity since the app objective is citizens coming together to help science.



# FONTS

The fonts we chose are clean, modern, and playful. They are easy to read and appealing to the eye. In addition, they are easy to access for free download since they are all Google fonts. The simplicity of Lato balances the playfulness of Fredoka One.

## **HEADING: Fredoka One**

**"Lorem ipsum dolor sit amet,  
consectetur adipiscing elit, sed  
do eiusmod tempor incididunt ut  
labore et dolore magna aliqua."**

## **SUBHEADING: *Lato Bold***

***"Lorem ipsum dolor sit amet,  
consectetur adipiscing elit, sed do  
eiusmod tempor incididunt ut labore  
et dolore magna aliqua."***

## **BODY: Lato**

"Lorem ipsum dolor sit amet,  
consectetur adipiscing elit, sed do  
eiusmod tempor incididunt ut  
labore et dolore magna aliqua."

# COLORS

With animals having all the colors of the rainbow, we wanted our color palette to reflect the diversity of animals and species. We wanted punchy colors that capture the attention of viewers that worked cohesively together. Together, they are warm, welcoming, and encourage activity.



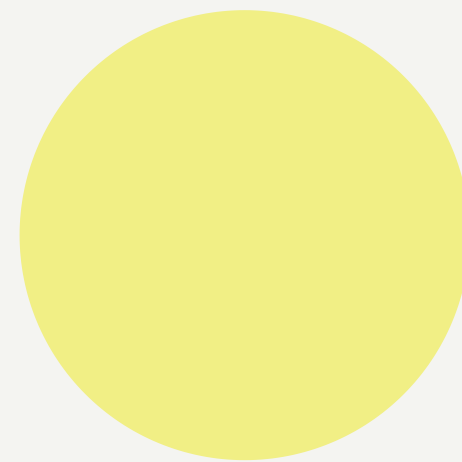
**HEX #2DB9C8**

C 77 R 45  
M 8 G 185  
Y 0 B 200  
K 22



**HEX #77BB36**

C 36 R 119  
M 0 G 187  
Y 71 B 54  
K 27



**HEX #F1EF85**

C 0 R 241  
M 1 G 239  
Y 45 B 133  
K 5



**HEX #EDA426**

C 0 R 237  
M 31 G 164  
Y 84 B 38  
K 7



**HEX #EE831E**

C 0 R 238  
M 45 G 131  
Y 87 B 30  
K 7



**HEX #F36B24**

C 0 R 243  
M 56 G 107  
Y 85 B 36  
K 5