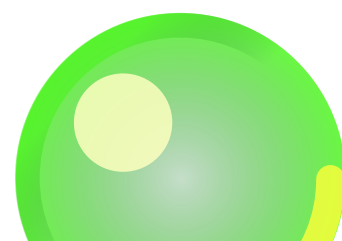
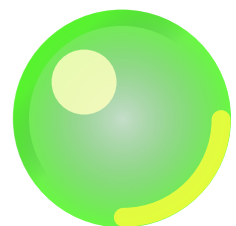
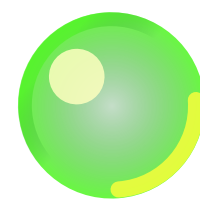
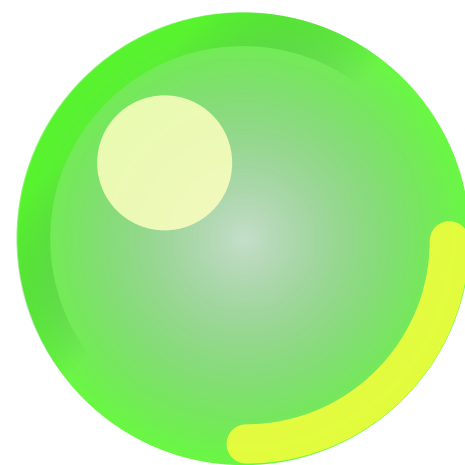
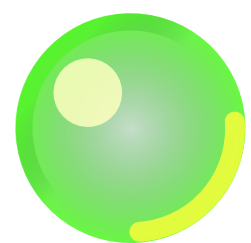
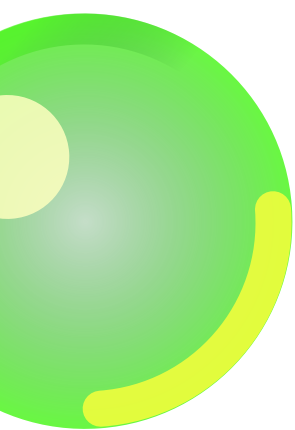
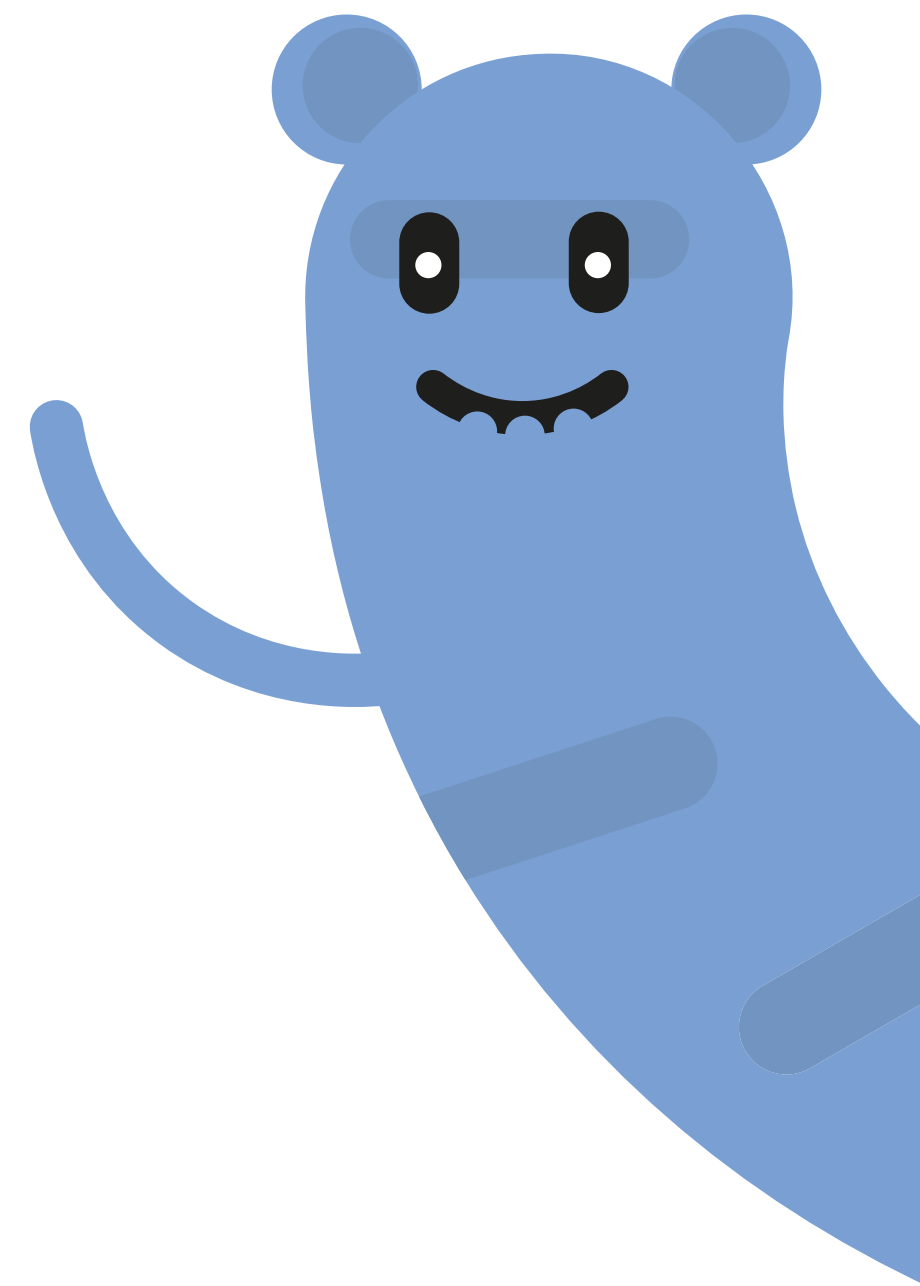


# The Atoms Family

## Style Guide

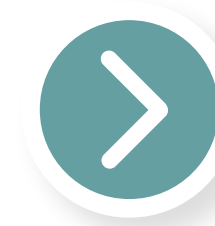


# VISUAL IMAGERY

## LOGO



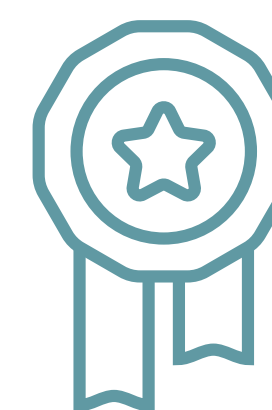
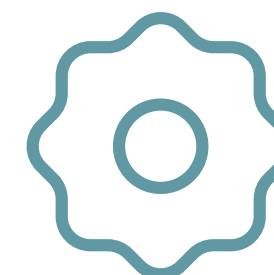
## BUTTONS



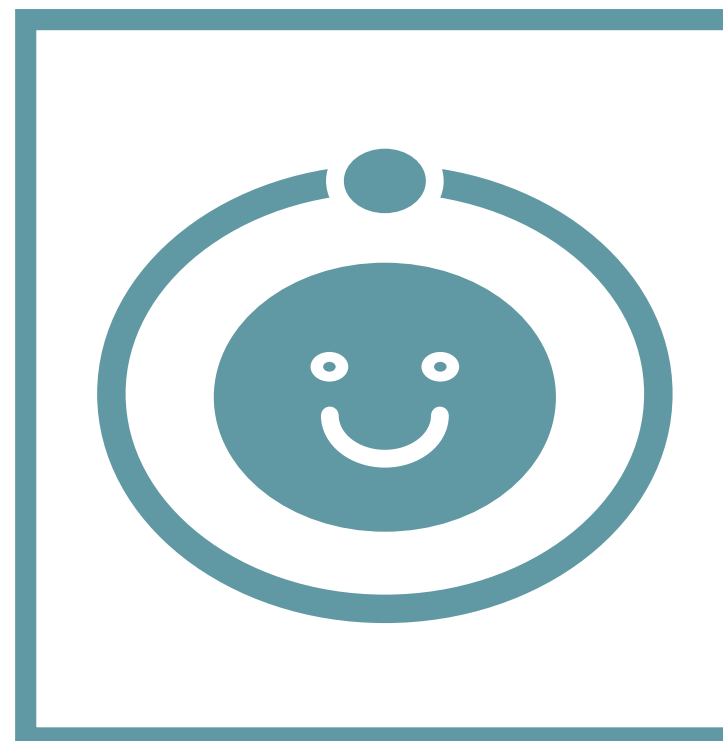
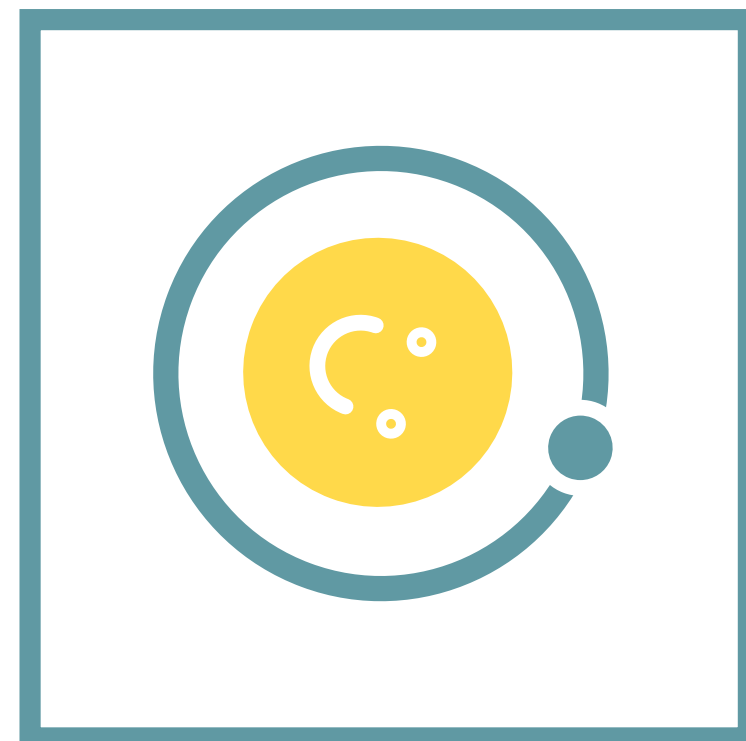
## WORDMARK



## ICONOGRAPHY



# DO'S & DONT'S



The logo should not be discolored in any inappropriate manner, nor should it be rotated beyond recognition. Additionally, the logo should remain even proportions and in no case should be distorted.

# COLOUR

Turquoise is used for the face of the brand, securing a sense of safety, and remaining neutral to both genders.

## Main-turquoise

HEX#: 6099A3  
RGB: 96 153 163

Bright red is used to draw attention to an element on the screen and contrast against the white.

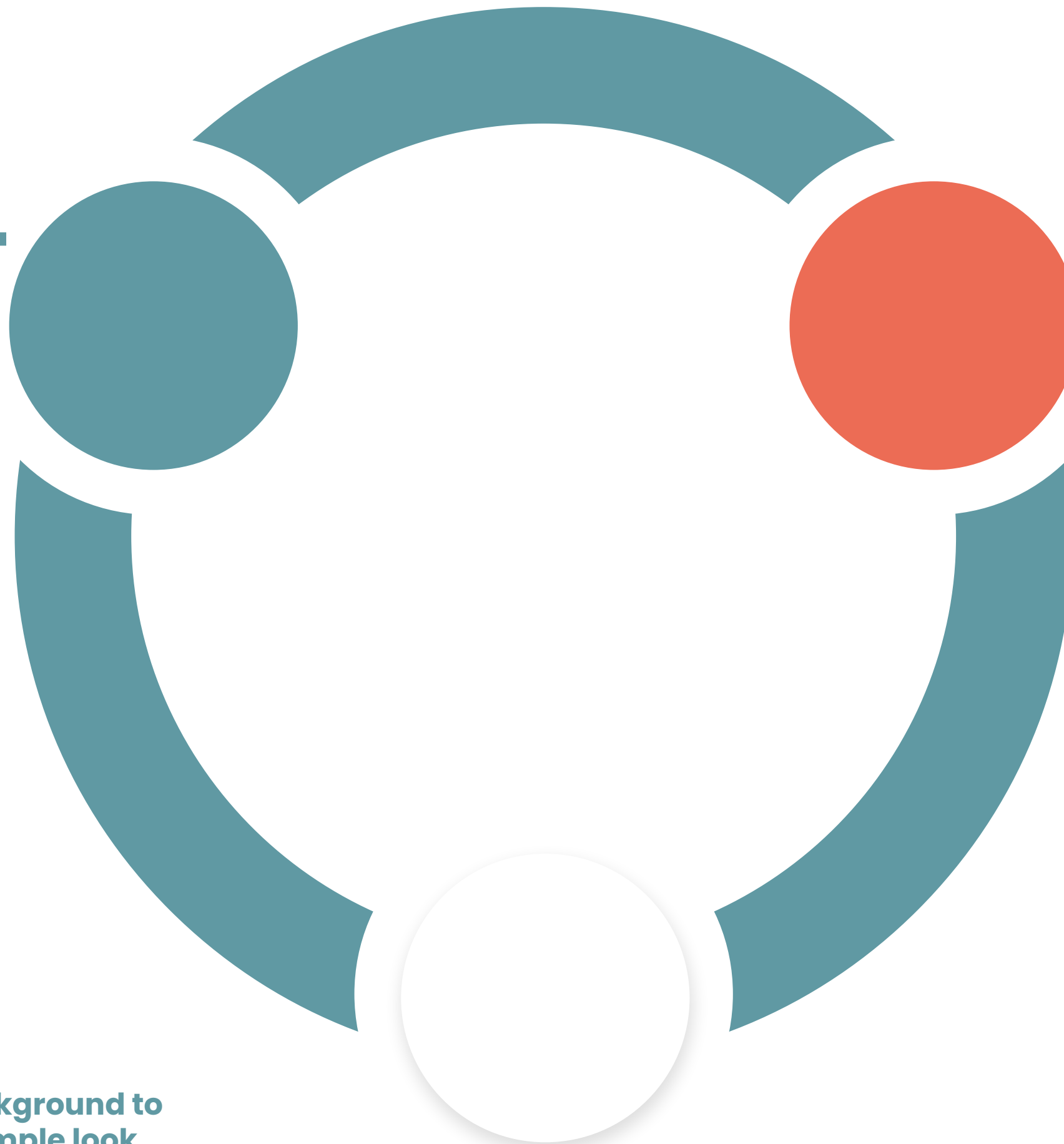
## main-red

HEX#: EC6C55  
RGB: 236 108 85

White is used in the background to create a modern and simple look.

## background-white

HEX#: FFFFFFFF  
RGB: 255 255 255



# TYPOGRAPHY

DOMUS TILTING

AB

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
YZ123456789

HEADING

THE ATOMS FAMILY **B**

TITLE

THE ATOMS FAMILY **B**

SUBTITLE

THE ATOMS FAMILY **M**

BODY

THE ATOMS FAMILY **R**

Domus tilting is an all-capital soft sans serif font. The typeface has been incorporated into my design as the minimalistic, yet bubbly rounded appearance creates a fun learning experience in the app.

Alternative fonts used:

**Hobeaux**

# The Atom Family Style Guide

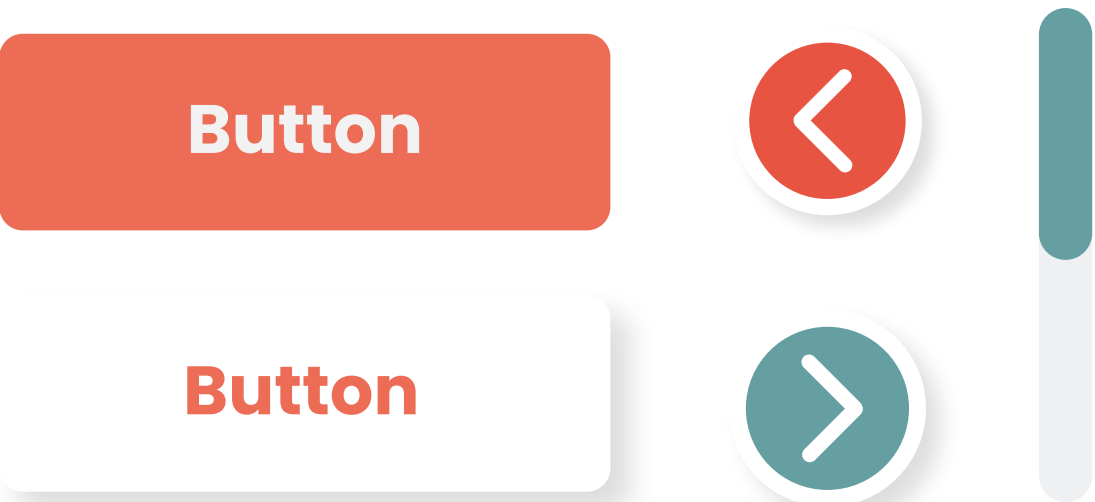
## Logo & Wordmark



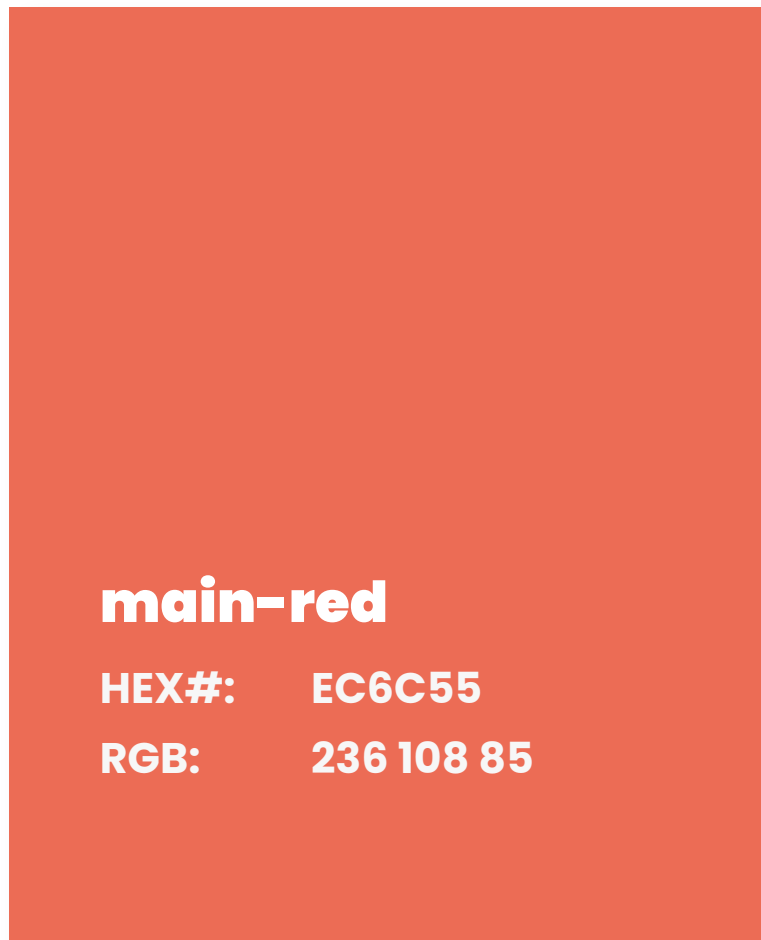
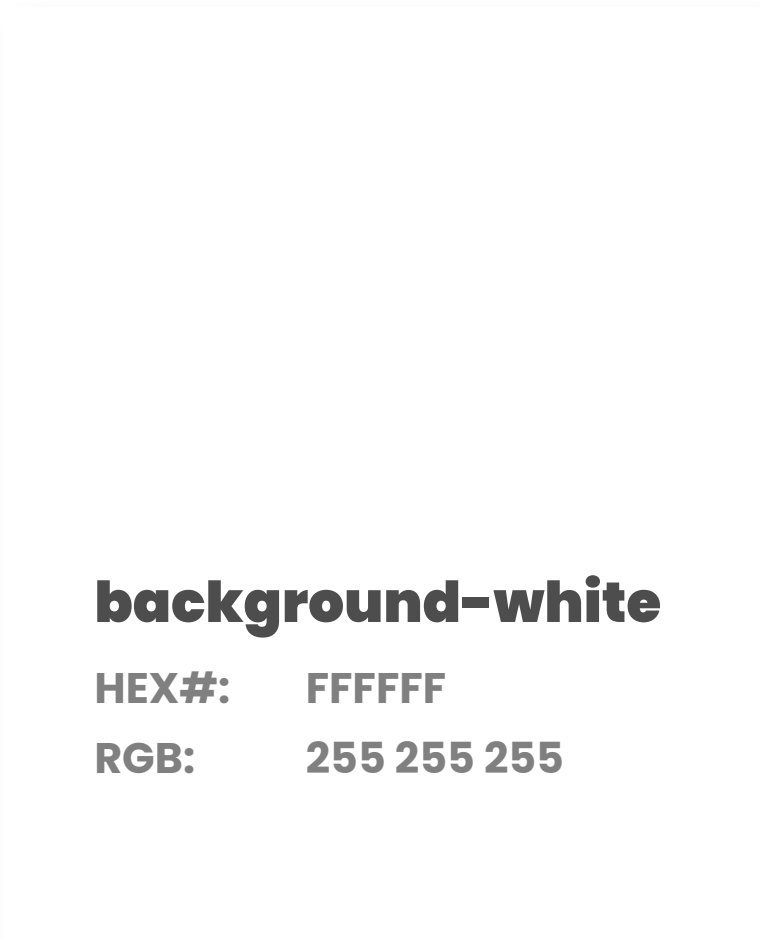
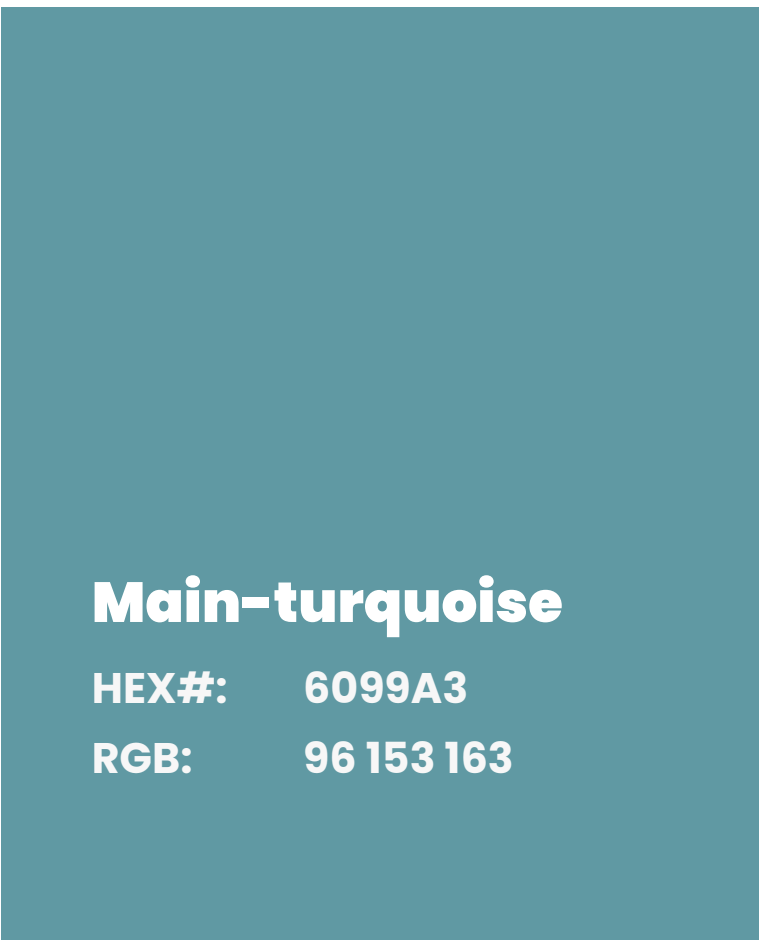
## Iconography



## Buttons



## Colour Palette



## Typography

