

NARTWHAL



VISUAL IDENTITY GUIDE

CONTENTS

ABOUT NARTWHAL	4
ABOUT THIS GUIDE	5
LOGO FORMATS	6
COLOR PALETTE.....	7
TYPEFACES	8
TYPEFACES	9
BRAND SCREENS.....	11
SCALING.....	12
APPLICATION PAGES.....	13

ABOUT NARTWHAL

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Nartwhal is a search and discovery engine for art exhibits. Nartwhal helps people of all backgrounds discover art exhibits based on their preferred location and customizable art categories.

ABOUT THIS GUIDE

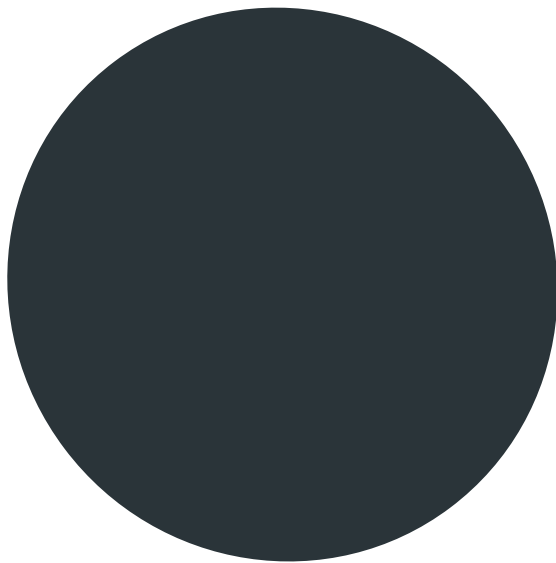
This visual design identity guide is the Nartwhal brand for all web-enabled devices and print media.

LOGO FORMATS

LOGO FORMATS



COLOR PALETTE



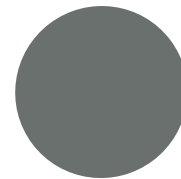
GUNMETAL

#2A3439



CULTURED

#F4F4F4



NICKEL

#6A706E



**GOLD
METALLIC**

#D4AF36



**METALLIC
SUNBURST**

#9C7C38

TYPEFACES

TYPEFACES

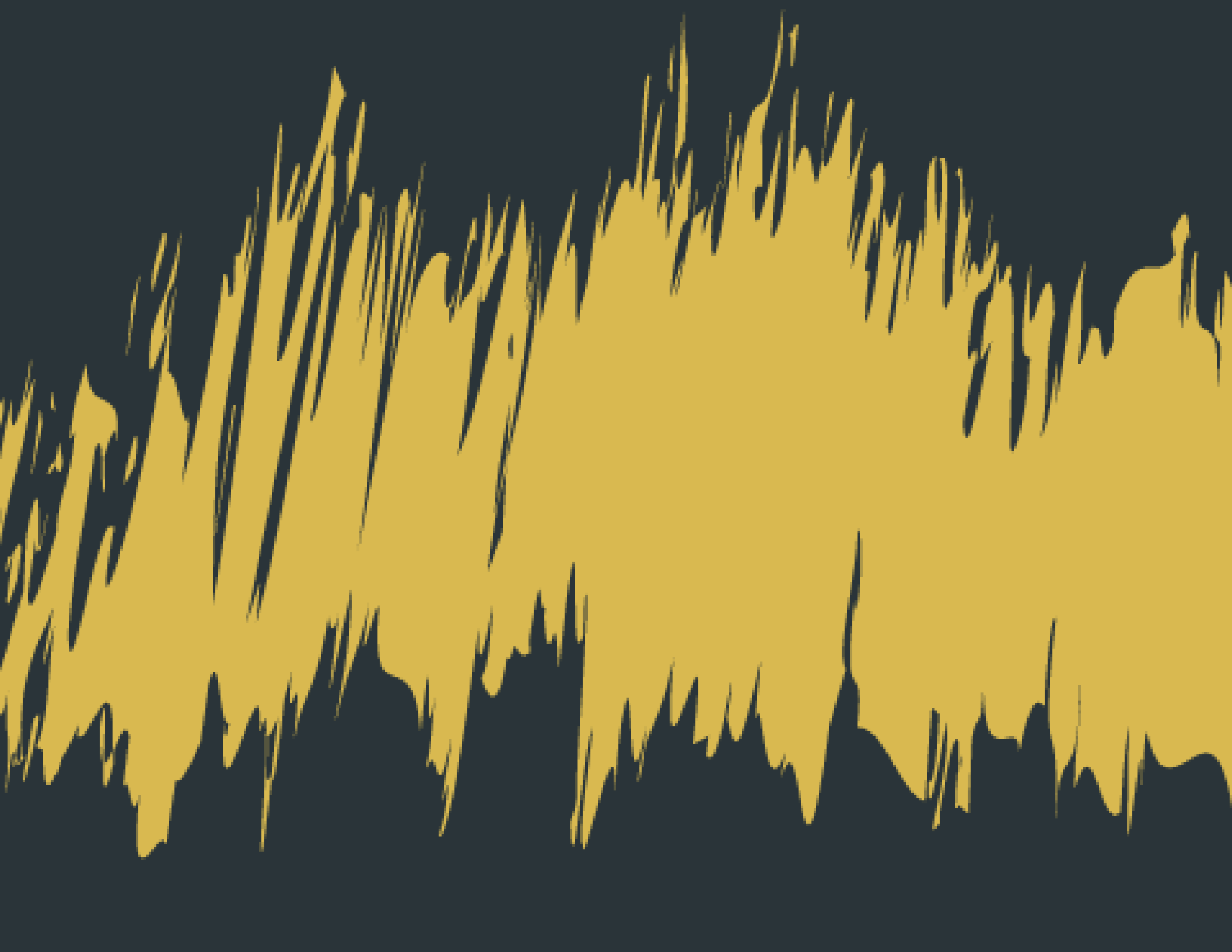
Typeface Heading Style: Great Vibes

nartwhal

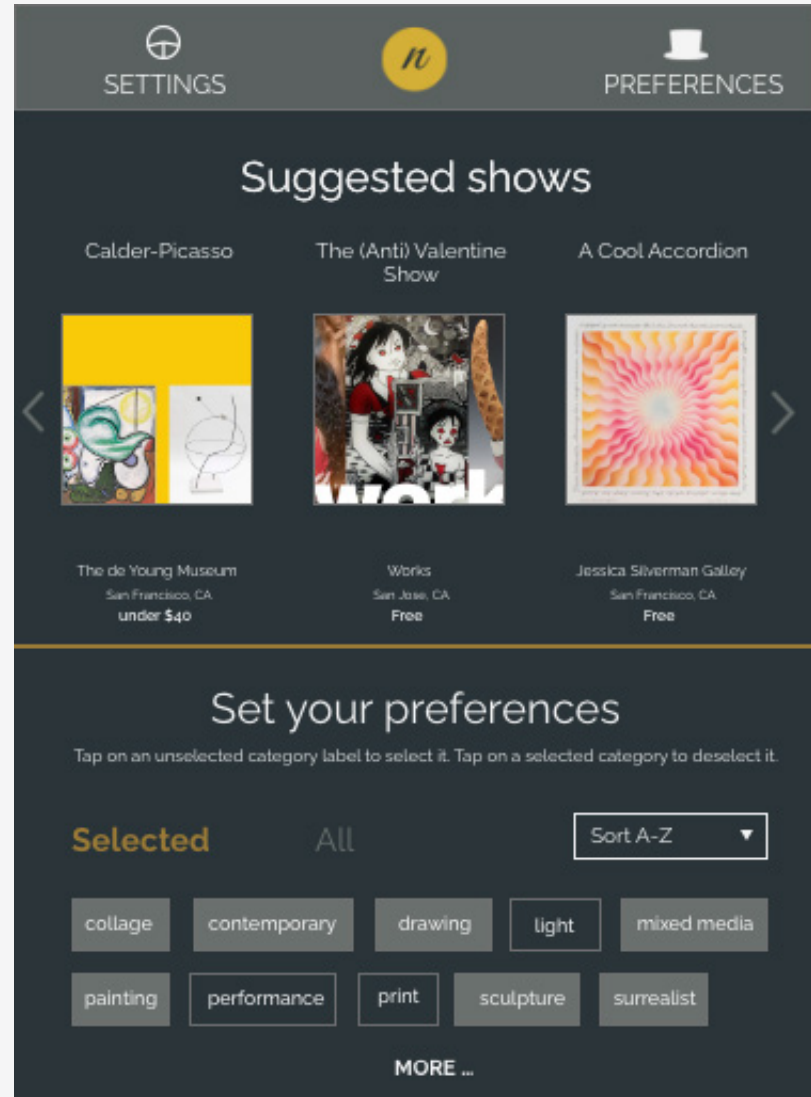
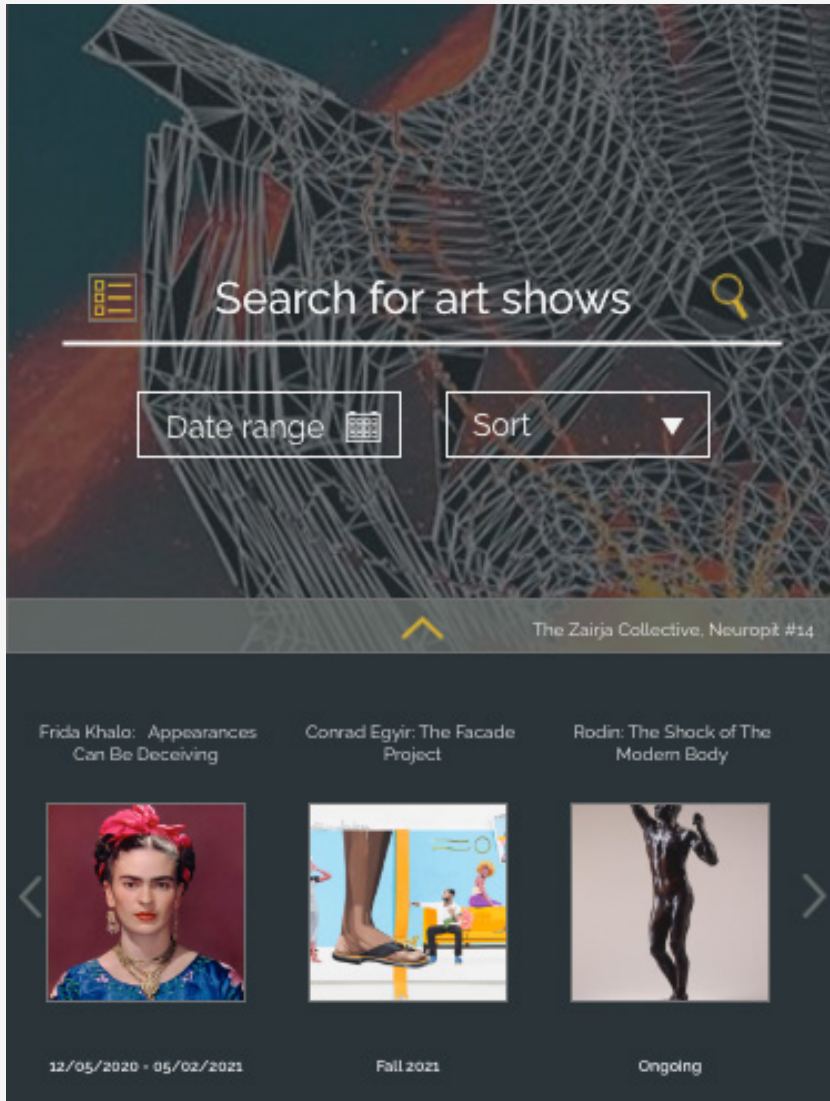
TYPEFACES

Typeface Body Style: Raleway

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



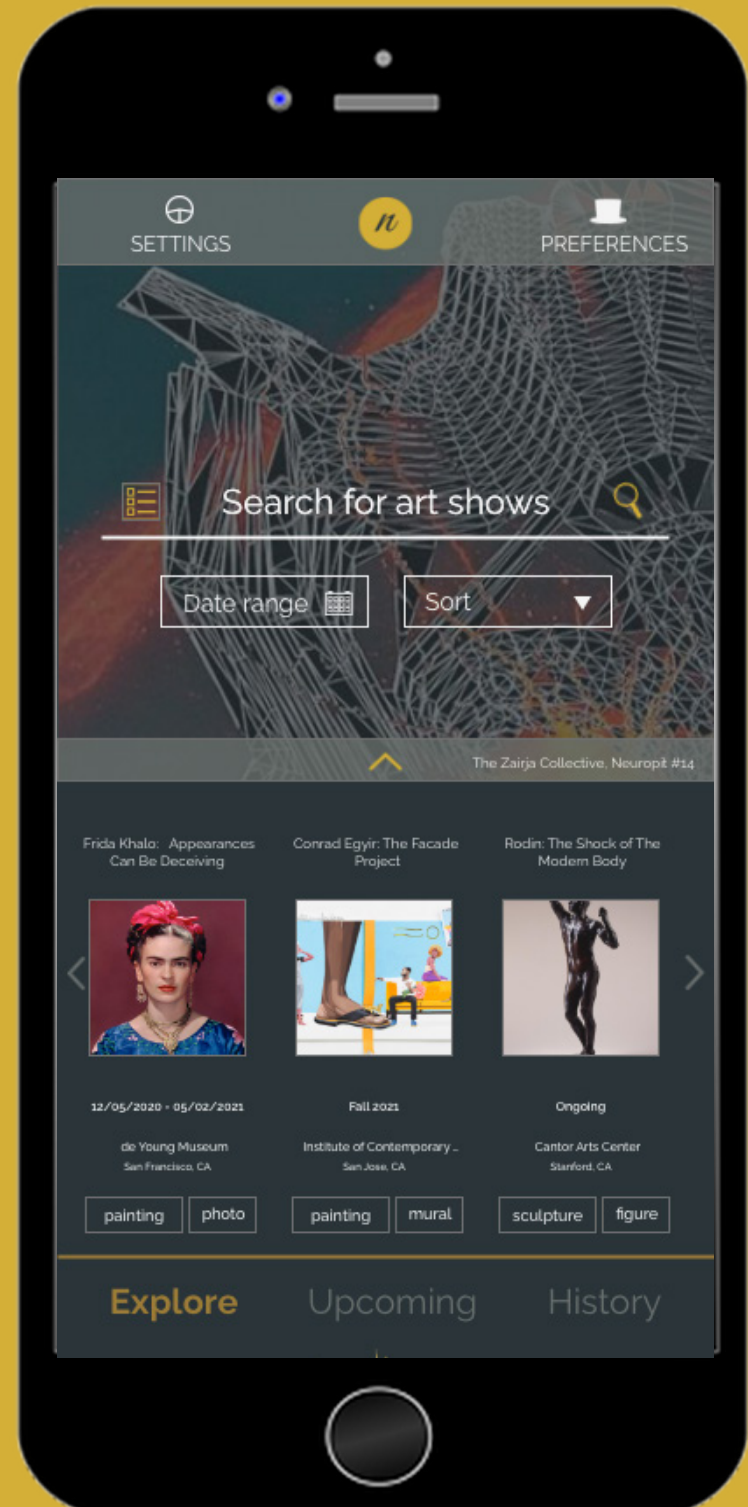
BRAND SCREENS



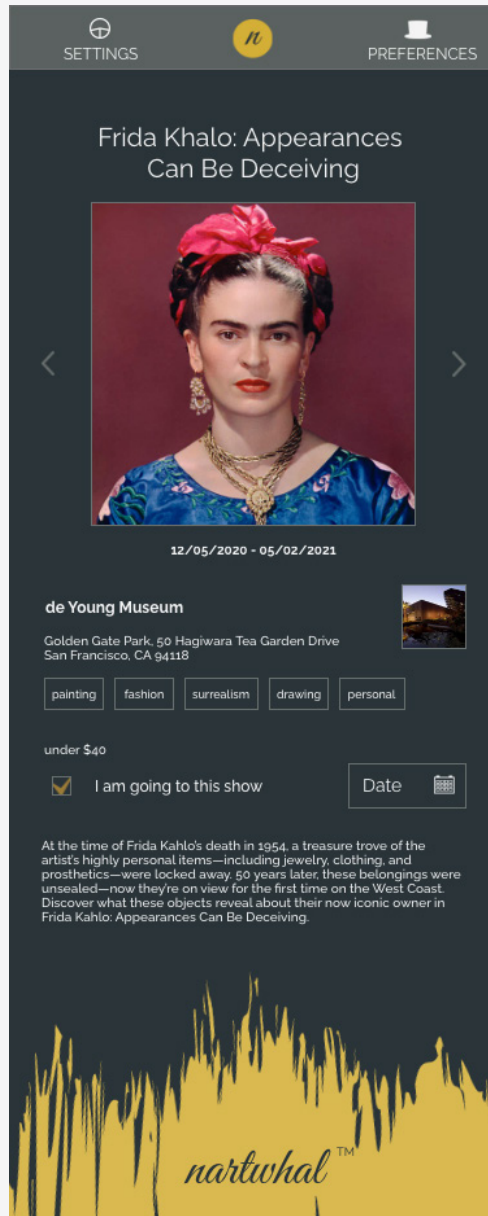
BRAND SCREENS

SCALING

Nartwhal is designed for mobile phones, tablets, dekstops and all web-enabled devices.



APPLICATION PAGES



Nartwhal splash screens consists of a motion graphic of a narwhal going in a circle around the title.

Nartwhal home page consists of the search interface for current, future and past art shows, with a horizontal carousel of shows.

Nartwhal settings page consists of personal profile, such as name and location, and application notification settings.

Nartwhal preferences page consists of customizable art categories, which drive the suggestion engine.

Nartwhal details page consists of art show details such as address, dates, and links to buy tickets.

