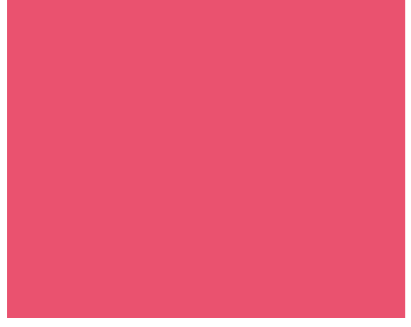


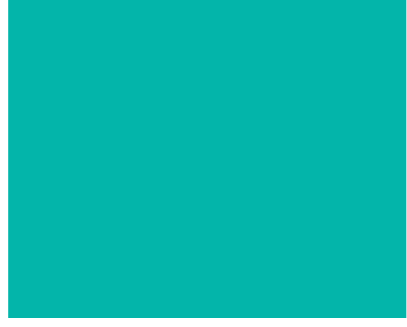
Mobile App: Timelines

“A mobile app for Android and iOS that makes it easy to track and analyze time-based events for any purpose. As main feature, data can be tracked in infinite timelines.”

Colors:



#EA526F
primary



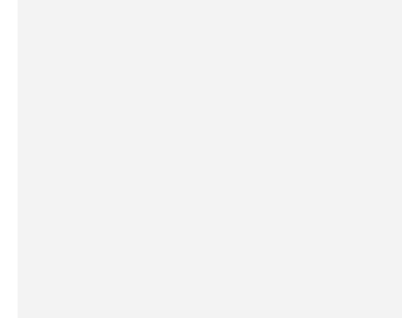
#03B5AA
secondary



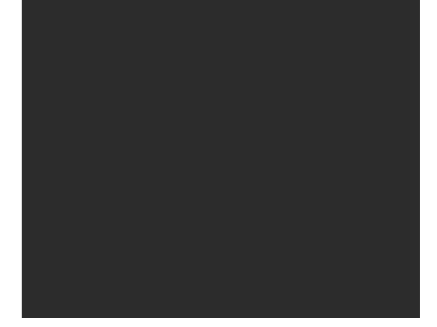
#004166
background



#003554
surface



#F3F3F3
text light



#2C2C2C
text dark

Corporate Identity:

- helpfull and efficient
- friendly, playful and fun to use
- not too complicated
- open for any use case (private and professional)

Design Guidelines:

- flat and clean design
- friendly but not comic style
- rounded, flows, waves
- recognize the flow of time
- clean, sans-serif font (Helvetica, Lato, ...)

Logo Requirements:

- icon and text “Timelines”
- icon is related to time, timelines, the flow of time, ...
- icon can be used without text (e.g. as app icon)
- icon in small size (e.g. app icon) has to be identifiable

Screenshots:

These screenshots do not represent a final version of the app but show the general features, colors and style.

