

COLOR PALETTE

The goal was to create a palette that would reflect the nature of driving. Colors ranging from asphalt to trees to the sky and accented with the colors of road signs.



#2884CD



#2A2F32



#A28C7F



#F8F67D



#41AD49



#D2232A

TYPEFACES & FONTS

Since the text will mostly be focused on an app, I chose a san-serif/san-serif pair since they are more readable on screens. I paired Roboto with Nunito so the adjustments across devices would be minor. Roboto has a very standard shape to make it recognizable, while Nunito has a slightly more rounded feature to soften the edges and give it a more organic feel. Just like the balance of roads (hard) and nature (soft).

H1 **Roboto Bold 20 pt.**

H2 **Roboto Regular 14 pt.**

BODY Nunito Regular 11pt

LINK [Nunito Bold 11pt](#)

BUTTON STYLES

Utilizing brand and traffic light colors, buttons are defined by what they do as well as the labels.



ICONS

Leveraged Flaticon.com for the styles of icons.

