

SmartPark

# BRAND GUIDELINES

# THE LOGO

# TYPOGRAPHY

# BRAND COLORS

# PHOTOGRAPHY

# ICONOGRAPHY

# Our mission

Combine navigation and parking finding functions together, make users get their destination easier.

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## **Brand Slogan**

*Where your journey begins, and you enjoy silky smooth parking.*

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## **Brand Objectives**

- Fast
- Convenience
- Accurate

## Logo

The logo above is mainly used for mobile app. A large orange 'P' symbolizes parking signage, while the horizontal 'SmartPark' in the middle resembles a street, representing street parking.

The one below is primarily for web. Emphasizing the prominent orange 'P' represents parking. The 'S' and 'K' with arrows above symbolize signage, resembling road markers.





# Typography

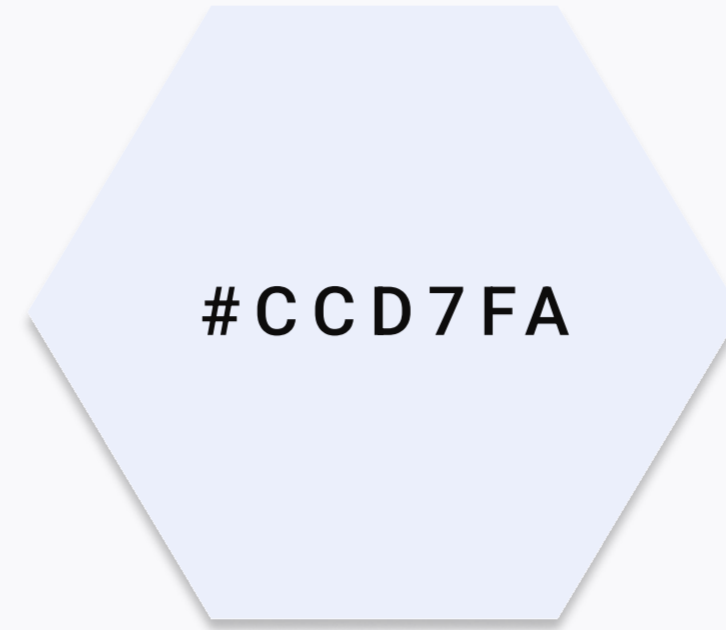
I've chosen Roboto as the primary font for our navigation parking app because it looks formal and fits the app's vibe. Additionally, it offers various font styles to choose from. I've opted for regular, medium, and bold. For instance, headings will use bold, while regular text will use the regular style.

Font  
Roboto

Roboto Regular

**Roboto Medium**

**Roboto Bold**



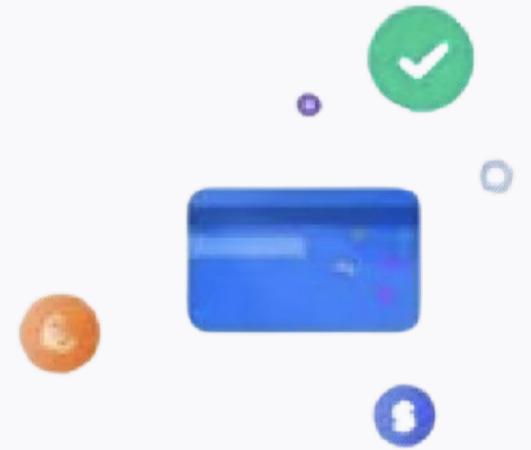
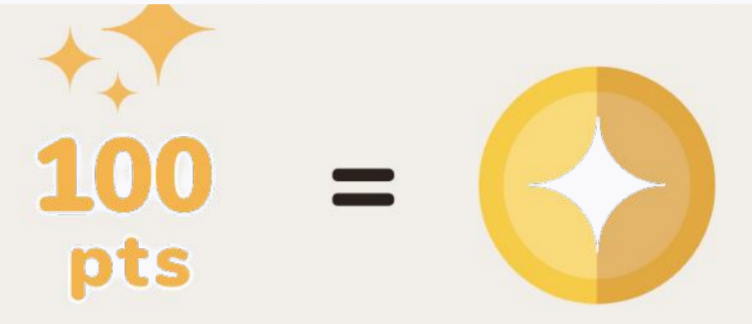
## Brand Colors

SmartPark will use five colors. The primary colors are blue and its contrasting color, orange. Blue represents the city and automobiles, while orange symbolizes parking. Additionally, white, slate blue, and ochre will be used as backgrounds to highlight key elements.



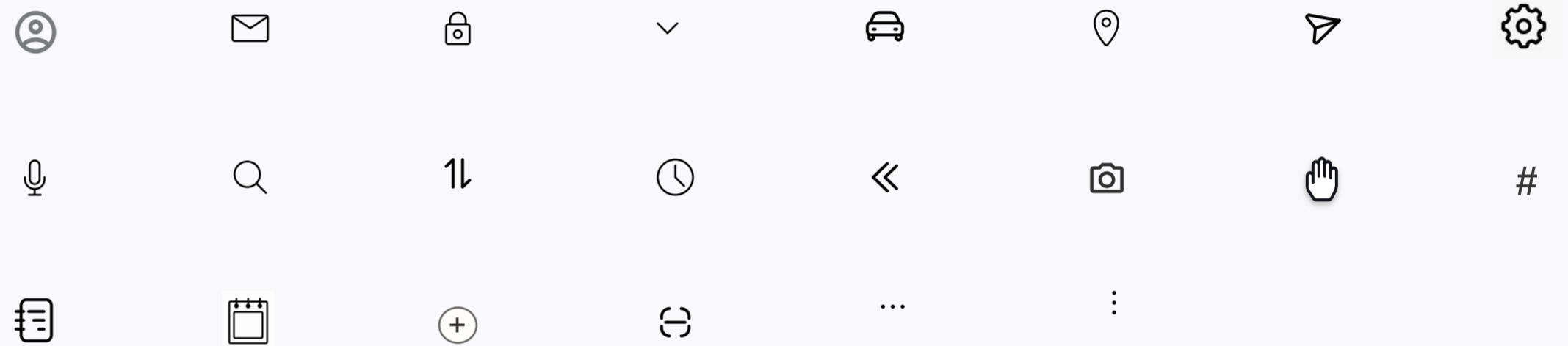
# Photography

These images will be added to the SmartPark app to enhance visual appeal. Additionally, their styles are similar, allowing for better integration with the app.



# Iconography

These 22 icons will be used in the SmartPark app. Their designs are simple, which helps users understand their corresponding functions.

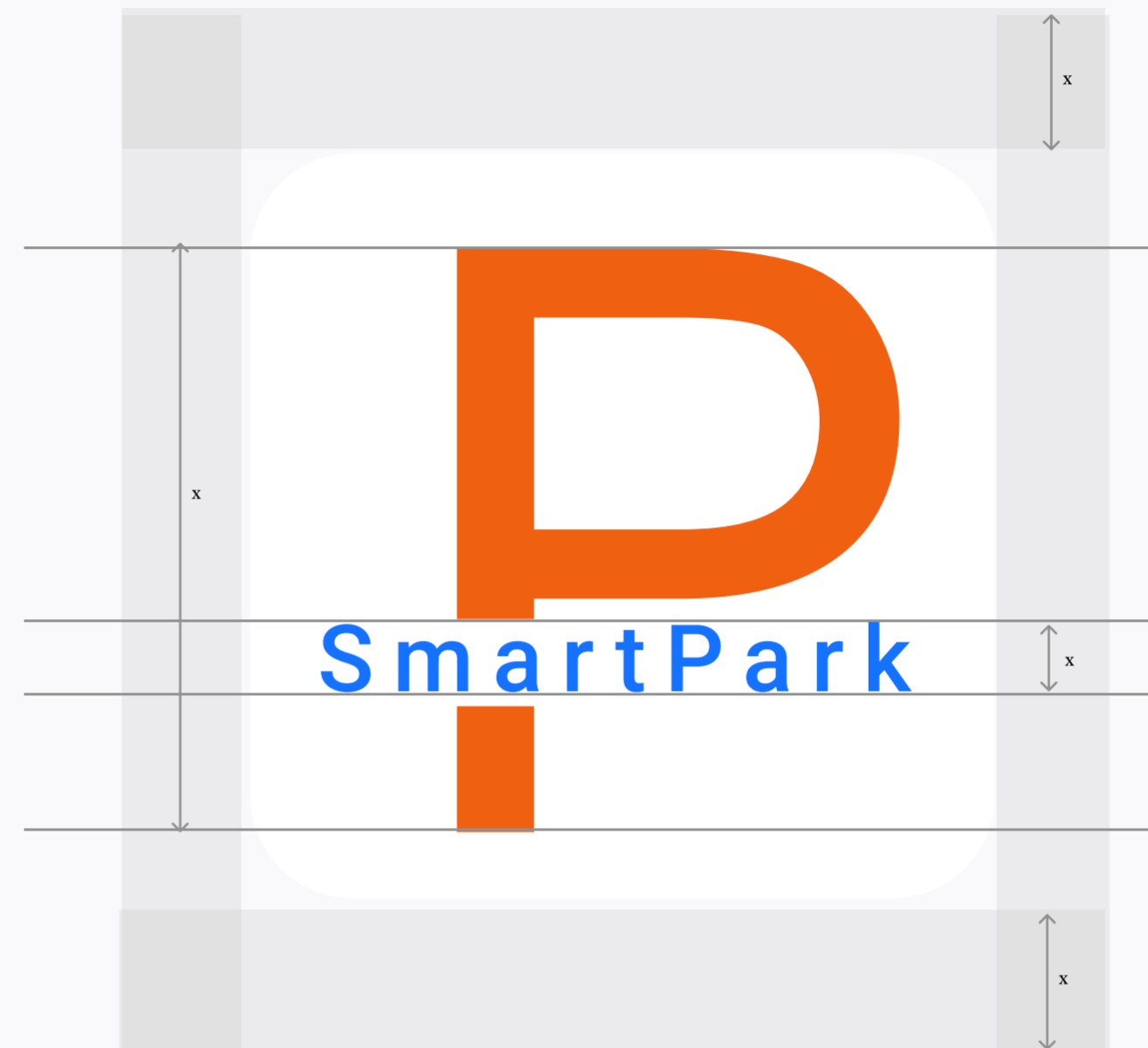


# Content

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## Logo Usage

If the logo is going to be used next to other graphic elements, make sure there is enough space around it to let it breathe. The white space around the logo allows it to maximize its impact and visibility.







Log In or Sign Up with

email or phone number

or





# Create Your Account



Username



Email



Password



Confirm Password

**Sign Up**

Already have an account?

[Login](#)



Want Login Easier?



Face ID

**Set Up**

**Skip**



## How to Set Up Face ID

First, position your face in the camera frame. Then move your head in a circle to show all the angles of your face.

[Get Started](#)

[Cancel](#)



# Add a Vehicle



## Vehicle Details



BRAND



MAKE



MODEL



SERIES



LICENSE PLATE

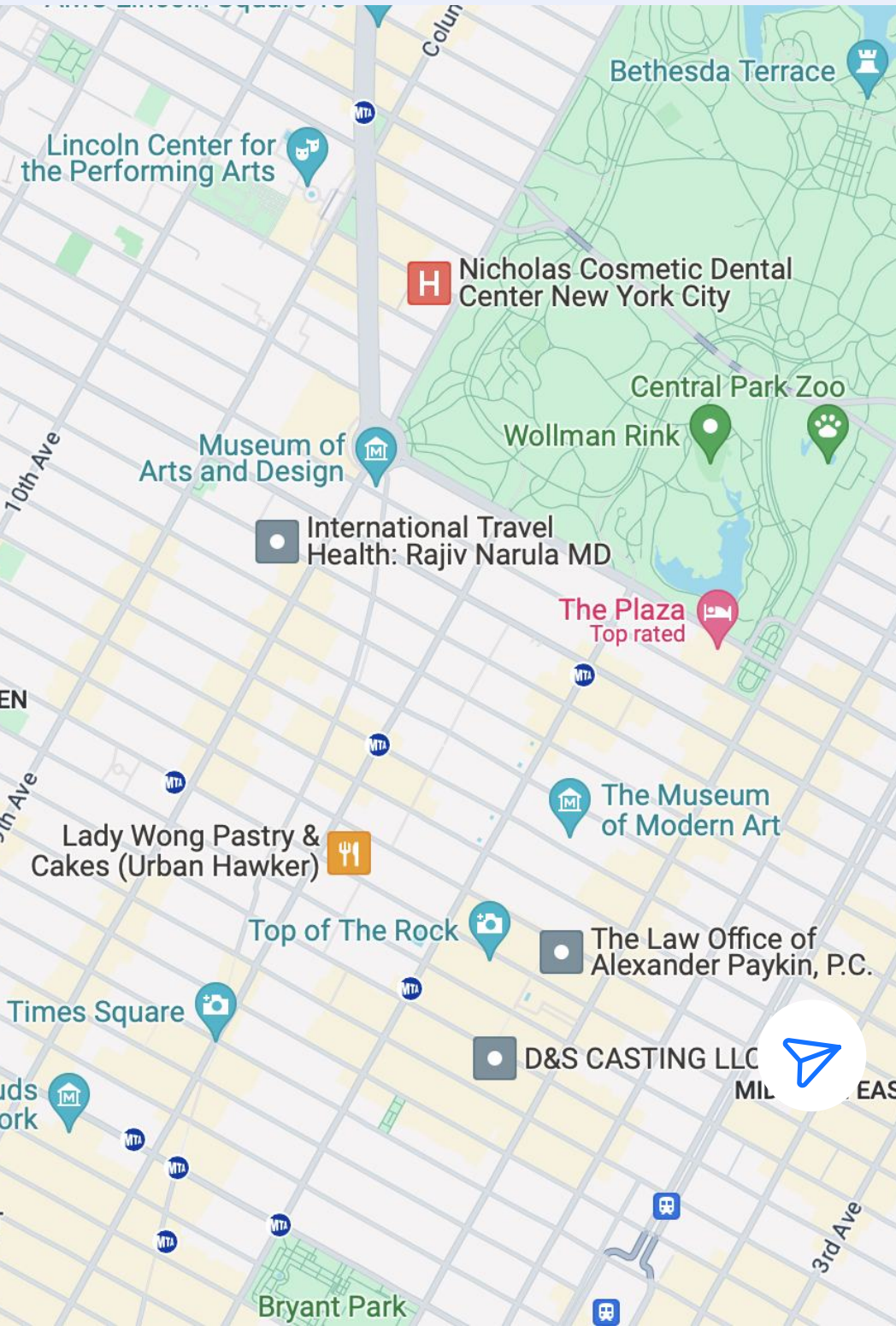


YEAR

Add Vehicle



Vehicle xxxxxx



Home



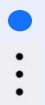
Booking



History



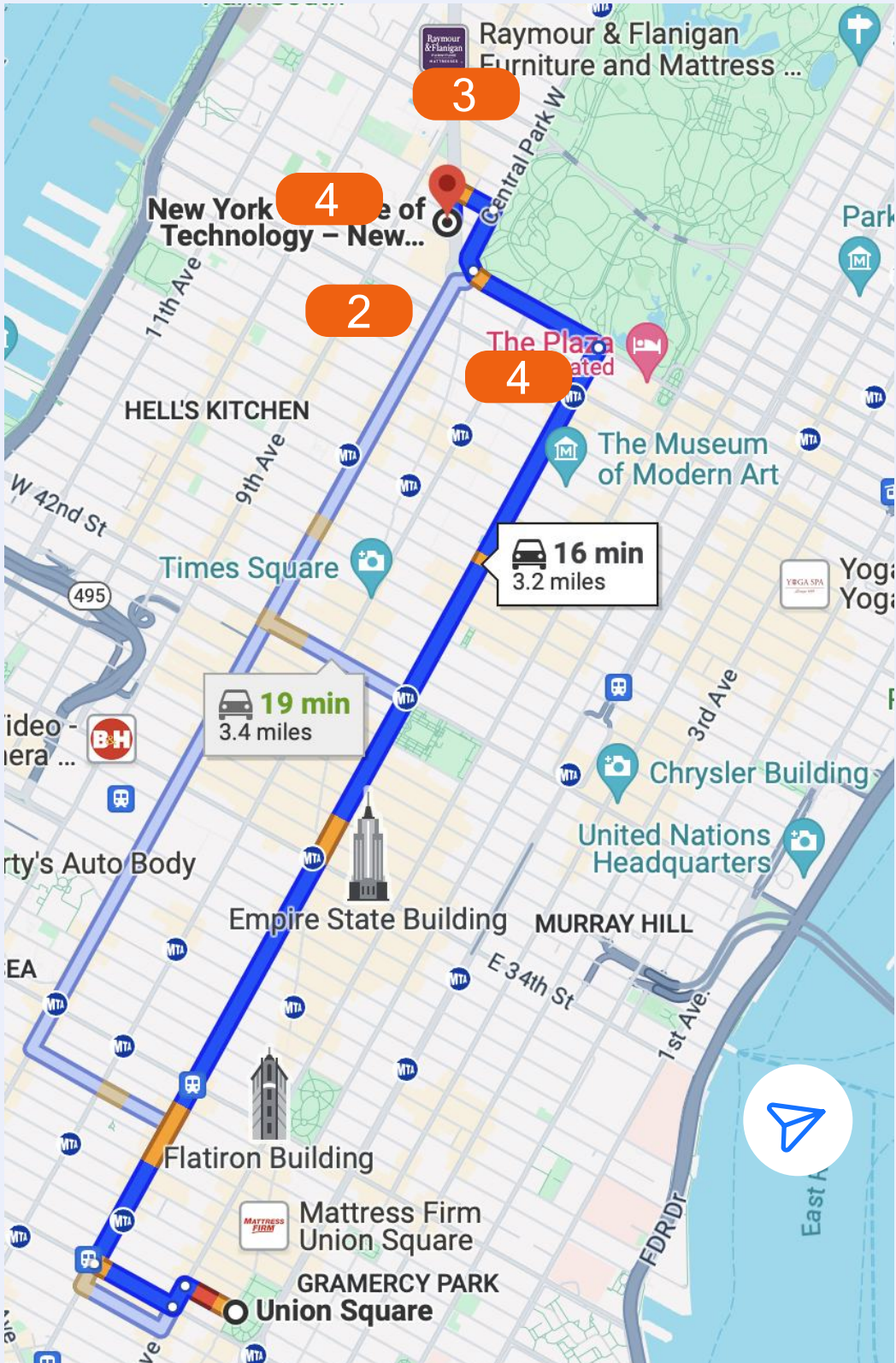
Account



Your Location



Destination



16 mins (3.2miles)

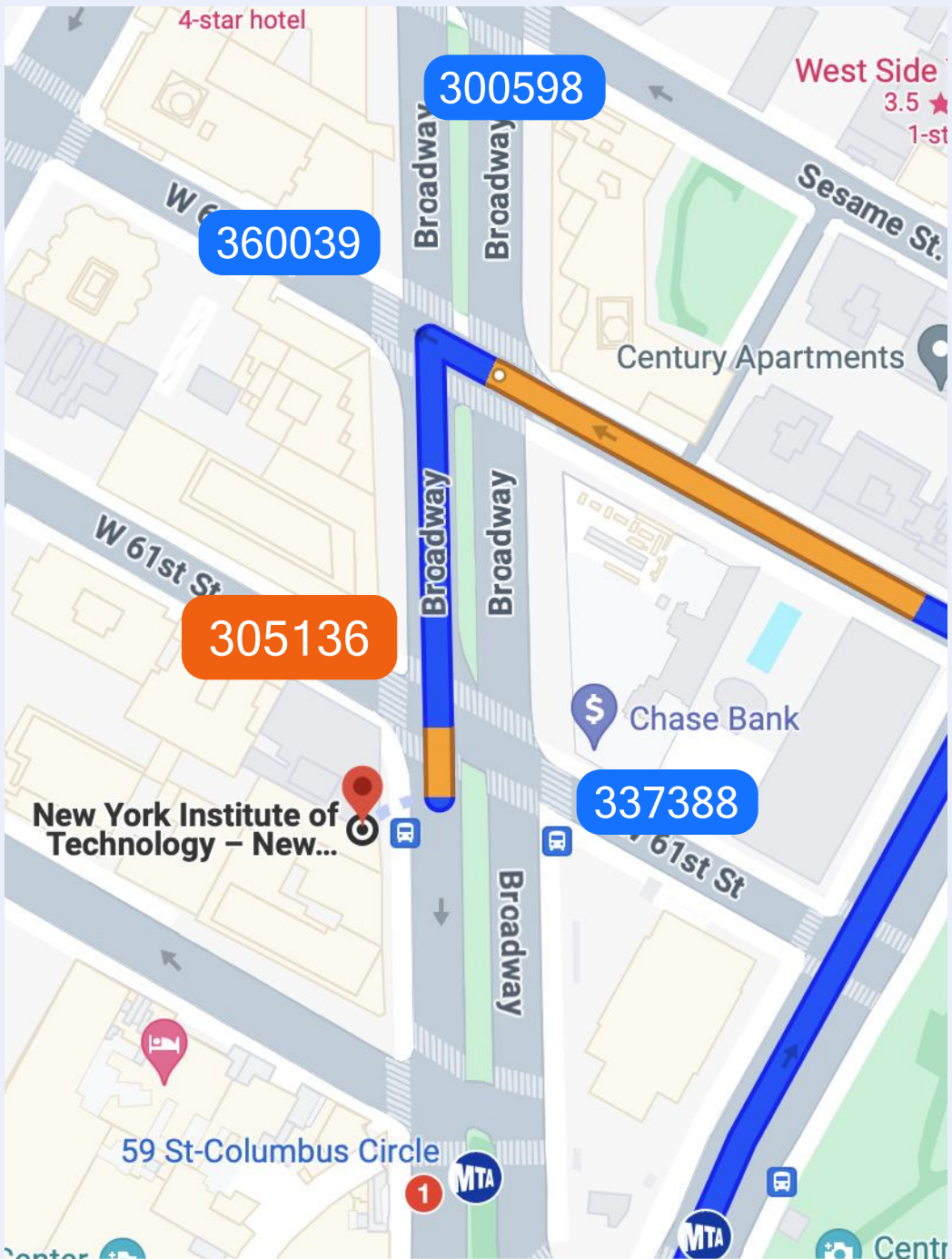
Select Parking



Your Location



Destination



300598

360039

305136

337388

# 305136

\$1.50

80 W 61st St.

Available Time: 11:28am

Available Lots: 2

Add to Option

# « Street Parking Options



**No.1** # 305136 **\$1.50**

80 W 61st St.

Available Time: 11:28am

Available Lots: 2

**No.2** # 360039 **\$1.50**

80 W 62st St.

Available Time: 11:30am

Available Lots: 3



**No.3** # 337388 **\$1.50**

81 W 61st St.

Available Time: 11:29am

Available Lots: 2

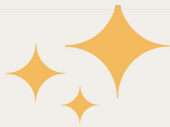
**Let's Go**



**Congrats You  
MADE It !**



**Get FREE Points**



**100  
pts**

**=**



**Check In**



**5 Points  
Collected**



**Check Points  
In Your Account**



**Start Payment**

## Add Parking Info.

Start Time



End Time



## Add Credit Card



Holder Name

XXXXXXXXXX



Card Number

1234-5678-9011



Expiry Date

10/26

CVV

\*\*\*

Save Card Details

Confirm and Pay



Vehicle Plate

Edit



Parking Address

## Date & Time



Feb. 25

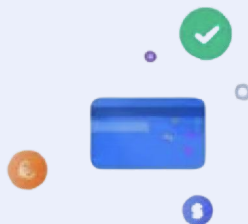
From: 12:00pm

To: 2:00pm

Duration: 2 hrs

Price: \$3.00

## Card Info.



Name on Card: xxxxxxxxxxxx

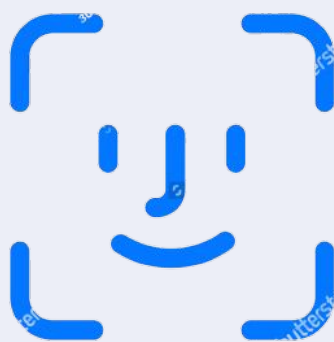
Card Number: 1234-5678-9011

Expiry Date: 10/26

CVV \*\*\*

**Save to Booking**





Face ID

**Welcome  
Back !**



**Get FREE Points**

  
**100**  
pts

**=**



**Check Out**

5 Points  
Collected



Check Points  
In Your Account



Back to Homepage