Which colours will you use?

‘My colours are a combination of bright hints and moody city tones. Like flower petals on a pavement.’

Base Tones

‘The base tones exist out of two kinds of grey. For backgrounds, I use a light grey. For symbols and details, I used a few shades darker.’

**Concrete Soil**
- C: 4
- M: 35
- Y: 85
- K: 0
- R: 242
- G: 176
- B: 53

**Rained Concrete**
- C: 0
- M: 0
- Y: 5
- K: 94
- R: 45
- G: 45
- B: 43

*Design*
Colour Accents

‘I’ll bring back brightness within the visuals and graphic details. The chosen colour accents are inspired by the flowers most seen in Amsterdam.’

Natures White
C: 8 M: 6 Y: 9 K: 0
R: 237 G: 236 B: 232

Stargazer Lily
C: 0 M: 69 Y: 14 K: 0
R: 237 G: 112 B: 153

Natures Soil
C: 55 M: 72 Y: 73 K: 79
R: 50 G: 30 B: 21

Plant Peduncles
C: 75 M: 42 Y: 100 K: 37
R: 64 G: 91 B: 37

Sunflowers Petals
C: 4 M: 35 Y: 85 K: 0
R: 242 G: 176 B: 53

Flower Stamens
C: 14 M: 71 Y: 95 K: 3
R: 208 G: 96 B: 32
“Like petals on a pavement”, what does that mean for the colour ratio?

‘The colour ratio between the grey base tones and the colourful flower accents is based on an observation made in the city. Where bright flower petals stand out against the grey concrete as if they’re splattered around like paint.’

‘By using colourful and nonchalantly placed spots whose shapes are inspired by flowers and thin flowing lines that symbolise their roots. Creating the same surprising effect those petals have on the urban landscape.’
And how will you be shaped?

‘I’m constructed out of straight lines, just like the city I flourish in. My details are flowing and organically shaped, extracted from the flowers. A static base combined with organic elements symbolises the contrast between the city and its nature.’
Which fonts will you be using?

‘I’ll be using two fonts, one for you and one for me.’

You

“Neuzeit” will be representing your voice as a city citizen. That’s why its appearance is a bit more modern. This font will be used for all your input within the app. Your reviews, your comments, your searches and your profile information.’

Neuzeit S LT Std
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Design
“Miller Text” will be representing my voice as a piece of nature. Which explains the more organic look. It will be used for all the information I’m giving you. The directions, the mainstays and the stories in the application.”
Design
Will our tone of voice remain this way?

‘I prefer to communicate in the form of a dialogue. Which means that I’ll be needing some input from you now and then. A little piece of your mind so I can help you find what you’re looking for.’

So I’ll just keep on asking you questions?

‘After this booklet, once you start using the guide, I’ll be the one asking you questions. Once you know what I’m all about, I’m going to need to know more about you. I’ll be your ‘ahead of all things cool’ friend. Which means our tone of voice will stay informal and light.’
Is there a logo already?

‘Definitely! The “City Flowers” logo exists out of two elements.’

City Flowers

35mm

60mm

City Flowers

7,5mm

60mm

Name

‘This part is written in a serif bold font. The measurement proportions must maintain the same no matter how the logo is scaled.’
Petals

‘These small elements represent the flower petals of the “City Flower” categories featured within the concept. Their position isn’t definite, this is modular as long as they stay within the original logo frame of: 35mmx60mm.’

‘There must always be a minimum ratio of 5mm blank space between the logo and additional texts. However it is allowed to place the logo on top of images as long as this doesn’t affect the readability.’
Any other symbols I should know about?

‘As a matter of fact, yes you do. I’ll show you the symbol legenda and their meaning. These are featured within the application. Designed to make our communication and your user experience flow as smooth as possible.’

Flower Categories

- Fashion Flowers
- Food Flowers
- Art Flowers
- Nature Flowers

Layers

- Logbook Layer
- Petal Trail Layer
- Map Layer

Navigation

- Trace Tool
- Your Location

Design
Profile

- Personal Profile
- Your City Flowers
- Your Spots
- Your Routes
- Your Highlights

Functional

- Drop Down Menu
- Search Tool
- Continue

Social

- Comments
- Instagram Profiles
How will you use images?

‘Images will be cropped in two ways which will be used randomly throughout the guide.’

**Straight**

‘The majority of the images is cropped straight like you’re used to. These straight lines represent the urban base of the concept.’

**Flowing**

‘Some images are cropped slightly different. With sides existing out of flowing lines instead of straight ones. This is an organic expression taken from the flowers.’
‘The placement of the images depends on the content within the guide. Sometimes I’ll spread them over the full width of your screen whilst other times I’ll use smaller images pushed to the side or in a raster. The positioning needs to feel spacious and effortless in both cases.’