

SLACK API

VISUAL DESIGN DOCUMENT

TEAM API

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LOGO



Our logo incorporates both our API,
MarkMe, as well as Slack's logo. We chose
a checkmark because it represents being
present and "checked in." Our Branding
and Marketing Director designed a variety
of logos and as a team we decided which
would be suit our product.



LOGO







FONTS

AGRANDIR NARROW Agrandir Narrow

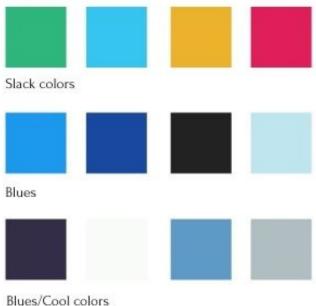
AGRANDIR NARROW Agrandir Narrow

We will be using the font Agrandir Narrow in both regular and bold. We have also chosen to use it on our website to be cohesive across platforms. The font is both modern as well as professional. All caps will be used for the logo and a mix of caps and lowercase fon the website.



COLOR SCHEME

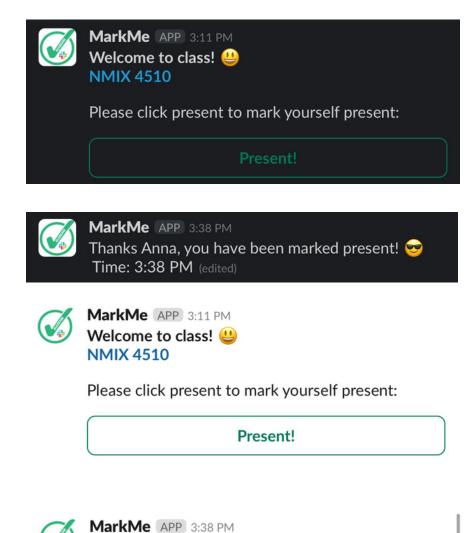
Color schemes:



We chose our color scheme for MarkMe to be consistent with Slack's. The green in our logo is used in Slack's logo as well. In addition, the color green is happy, feel good color which translates to the theme of being present and on time. If we were to use other, darker colors, it would not have communicated the same simple idea.



VISUAL EXAMPLE



This is a display example for both light and dark mode in the Slack channel.

Thanks Anna, you have been marked present!

Time: 3:38 PM (edited)