



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



MarkMe.jpg



MarkMe.png



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 for the website.



COLOR SCHEME

Color schemes:



Slack colors



Blues




Blues/Cool colors

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

 **MarkMe** APP 3:11 PM
Welcome to class! 😊
NMIX 4510

Please click present to mark yourself present:


[Present!](#)

 **MarkMe** APP 3:38 PM
Thanks Anna, you have been marked present! 😎
Time: 3:38 PM (edited)

 **MarkMe** APP 3:11 PM
Welcome to class! 😊
NMIX 4510

Please click present to mark yourself present:

[Present!](#)

 **MarkMe** APP 3:38 PM
Thanks Anna, you have been marked present! 😎
Time: 3:38 PM (edited)

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