

ARtifacts

Brand Identity & UI Library
Nikisha Roberts

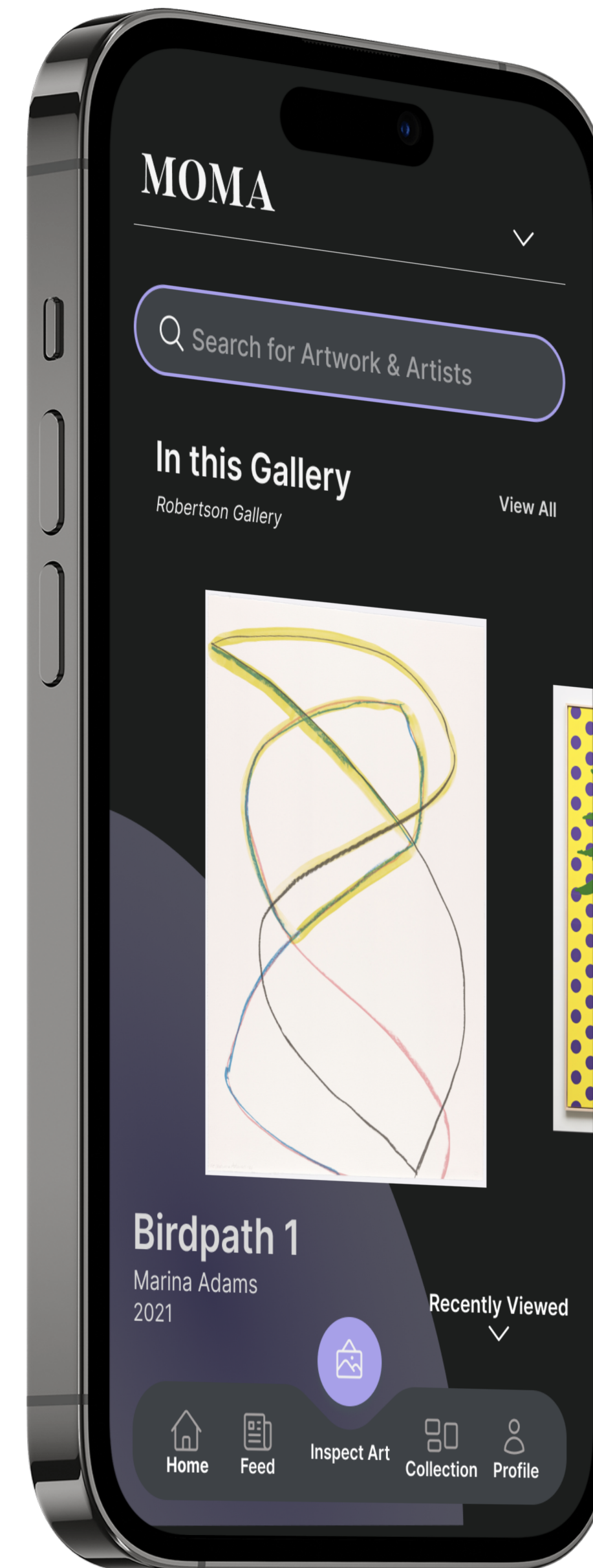


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UI Library

- Atoms
- Molecules
- Organisms
- Templates
- Pages

Brand Identity

Identity Development, Mood Board, Brand Colors, Brand Typography,
Brand Name, Wordmark, and Application Icon

The Brand

As a museum app that opens the door to new information and a new dimension of experiences, these are the adjectives used to represent the feeling of the brand.

Magical

Dreamy

Approachable

Thoughtful

Wanderlust

Friendly

More magical than dull

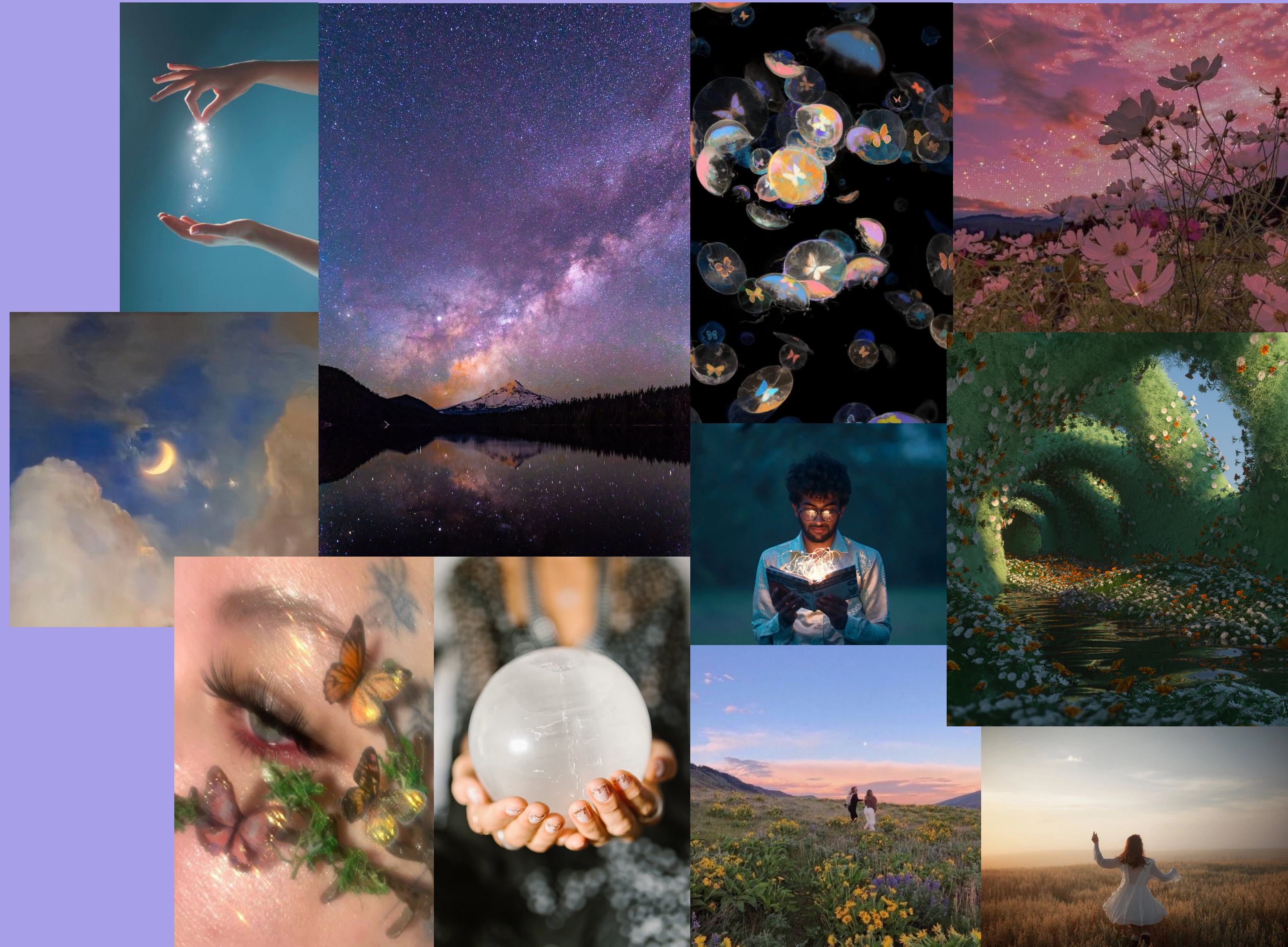
More dreamy than grounded

More approachable than inaccessible

More thoughtful than superficial

More wanderlust than homebody

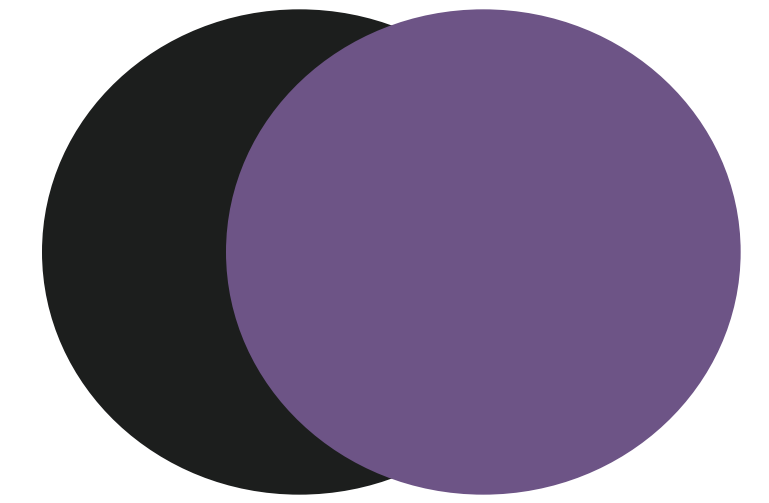
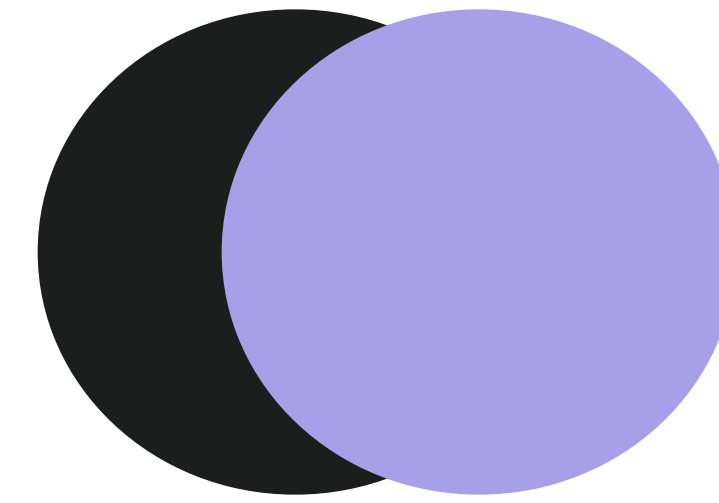
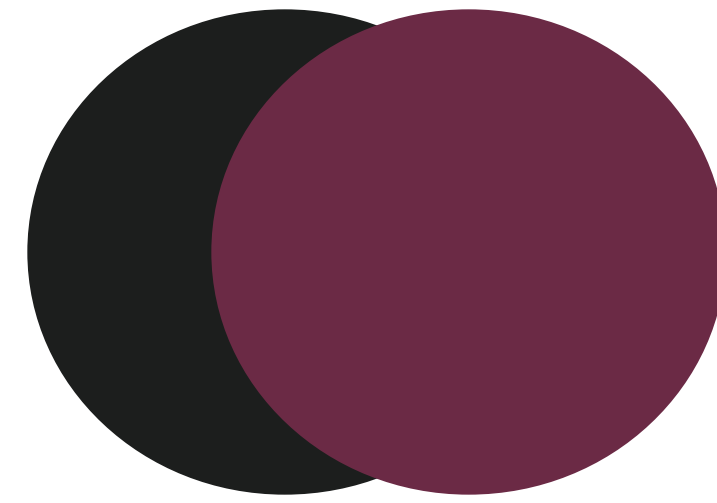
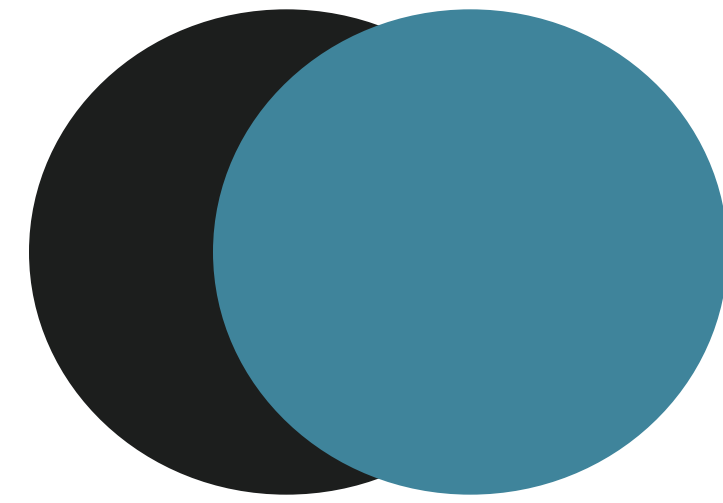
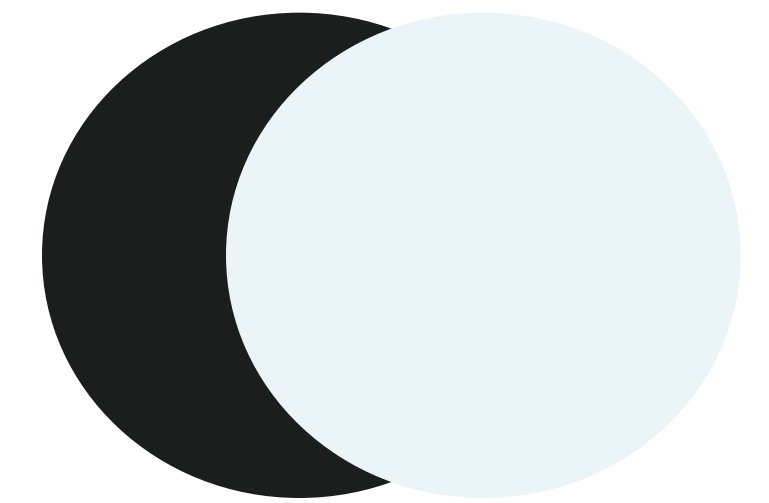
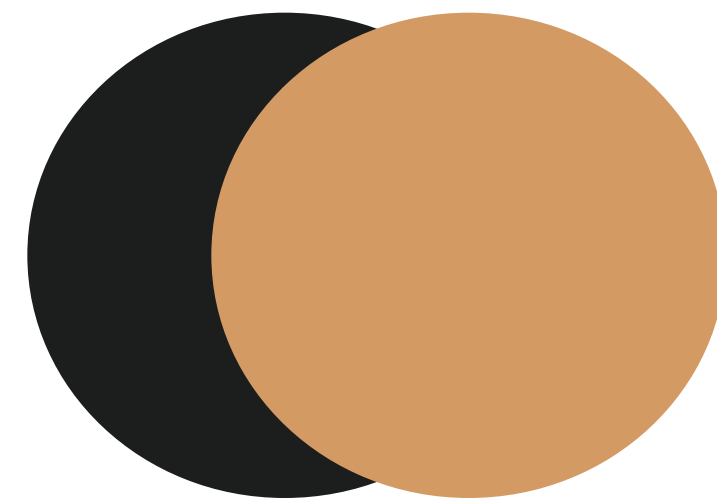
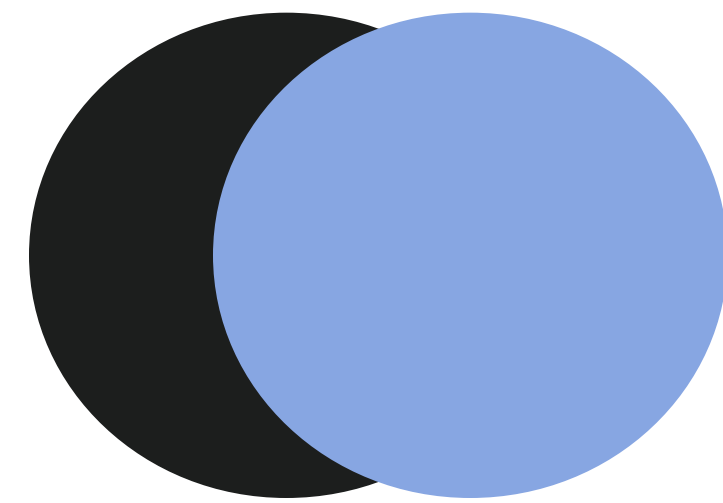
More friendly than snobbish



Moodboard

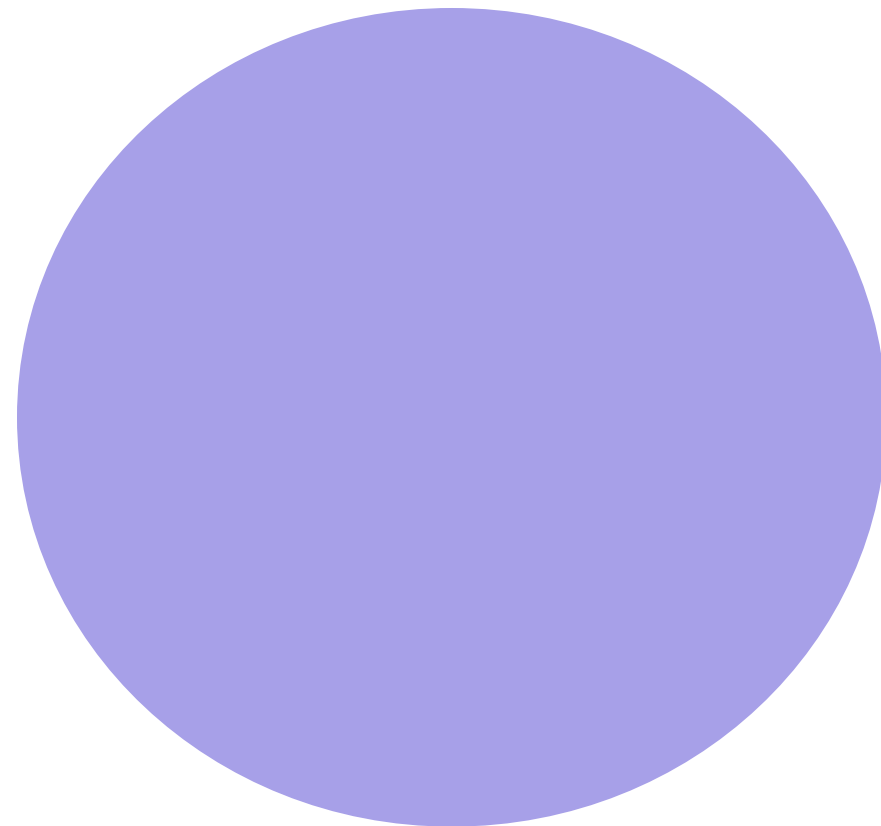
Brand Color Exploration

To explore possible brand colors, some colors were pulled from the mood board and tested against one of the app's primary colors.



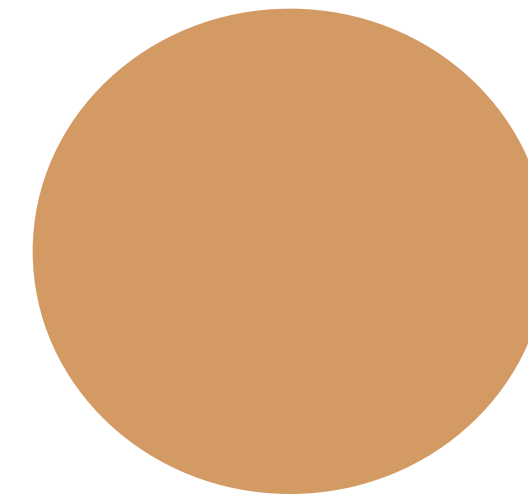
Brand Colors

Primary Color

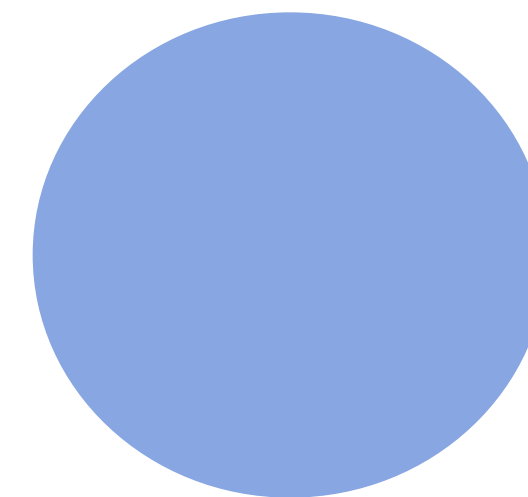


Hex: #A7AOE8
RGB: 167 160 232

Secondary Colors



Hex: #D49A63
RGB: 212 154 99



Hex: #87A6E2
RGB: 135 166 226

Brand Name Generation

In exploring possible brand names for the brand, I wanted the name to remind users of the purpose or function of the app and to remember this is an app to use in the museum.

- 1. ARtifacts**
- 2. ArtInsight**
- 3. ARtGallery**
- 4. GalleryGenie**
- 5. MuseumMate**

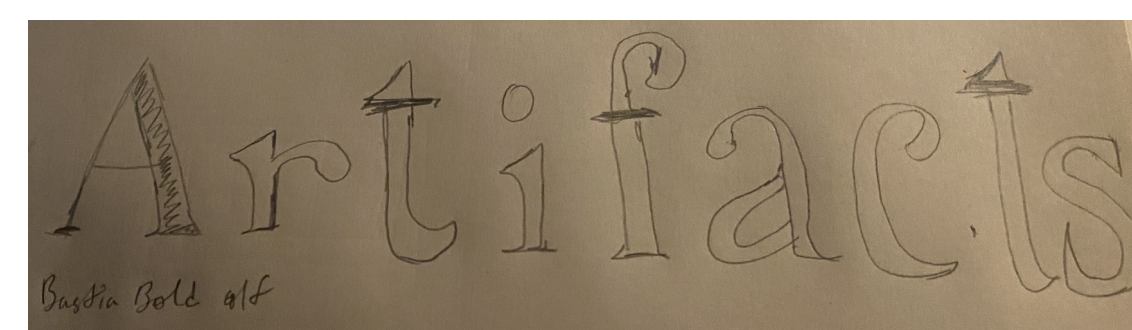
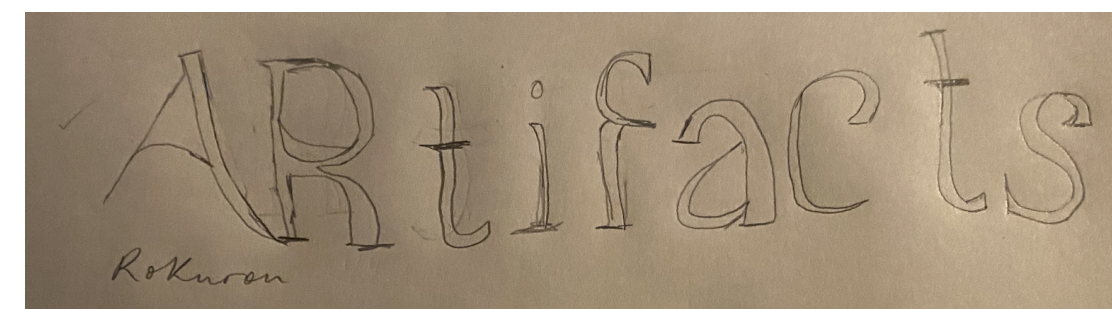
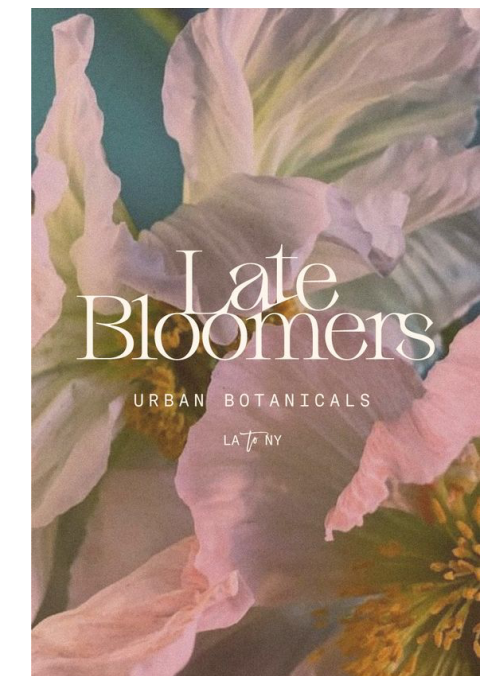
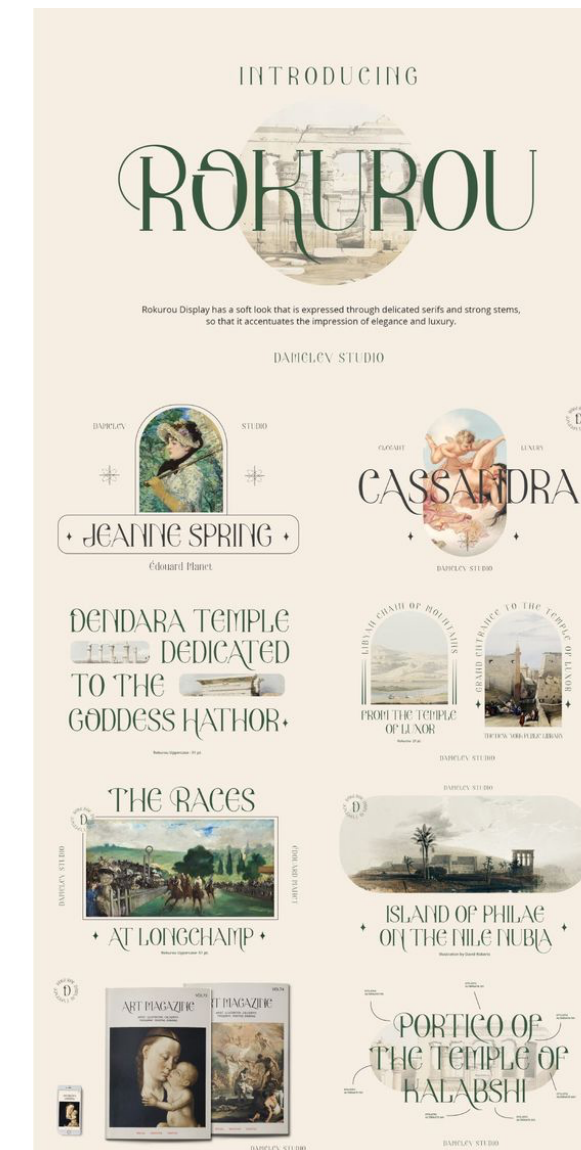
Brand Name Generation

ARtifacts was selected as the brand name as it empathizes one of the features, AR and the word artifact invokes thoughts of history and important objects of the past.

ARtifacts

Brand Typography Exploration

To explore brand typography, I sketched out some ideas and identify inspiration on the internet.



Brand Typography Exploration

ARtifacts

This font was widely liked by reviewers out of the three options as they felt like the font embodies the brand and is accessibility friendly.

ARifacts

Although readable, this font doesn't embody the brand.

ARifacts

This font does embody the magical theme of the brand, but there were accessibility concerns around readability.

Brand Typography

ARtifacts

Bastia – Bold

ABCDEFGHIJKLMN OPQR

STUVWXYZ

abcdefghijklmnopqrstuv

wxyz

0123456789

Wordmark

ARtifacts

ARtifacts

ARtifacts

Application Icon Exploration



Application Icon

This app icon was chosen as it hints at the purpose of the app and uses a familiar painting for recognizability.



Application Icon & Woodmark

ARtifacts

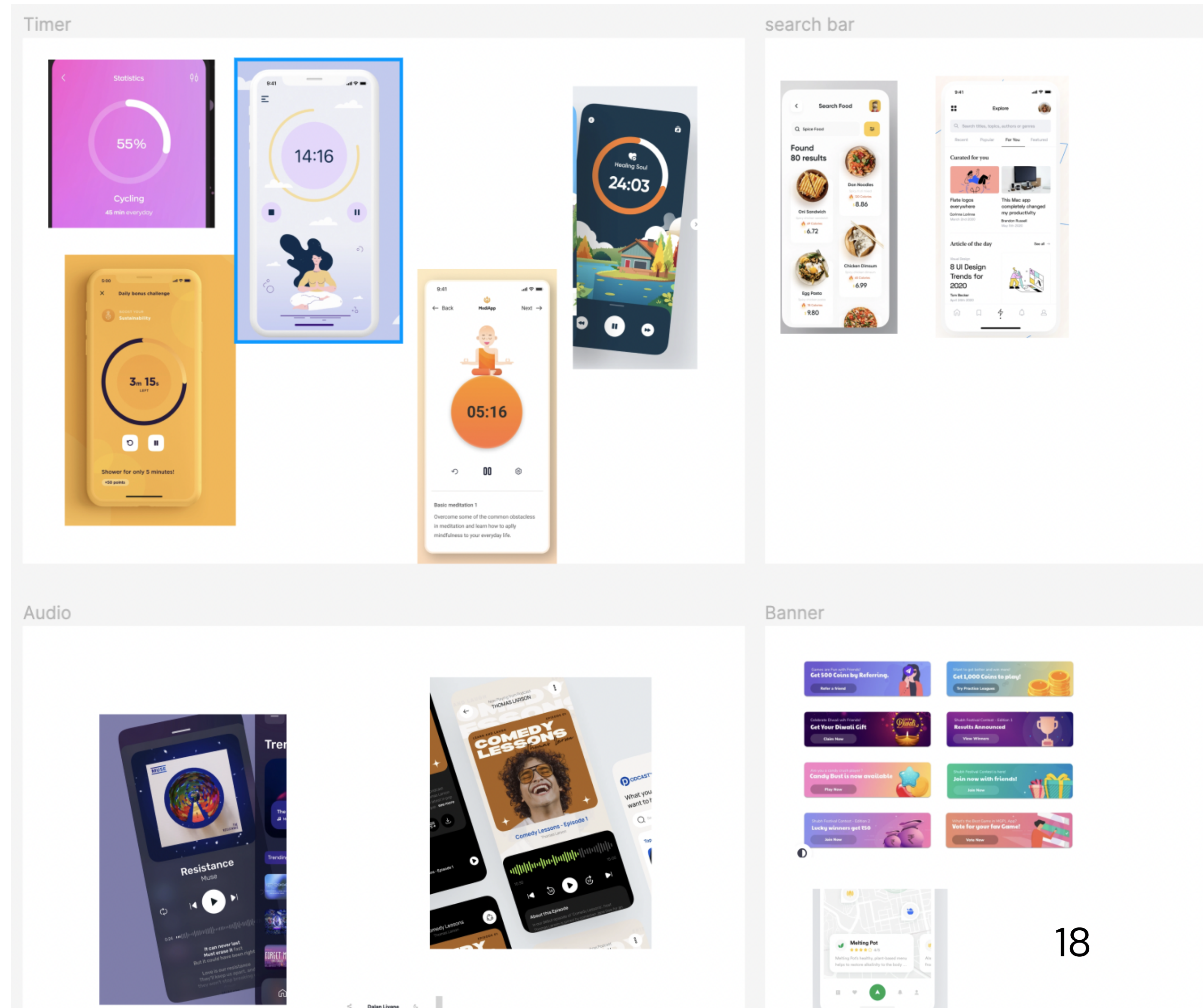


Finalized Prototype

UI Inspiration Board, Final Prototype

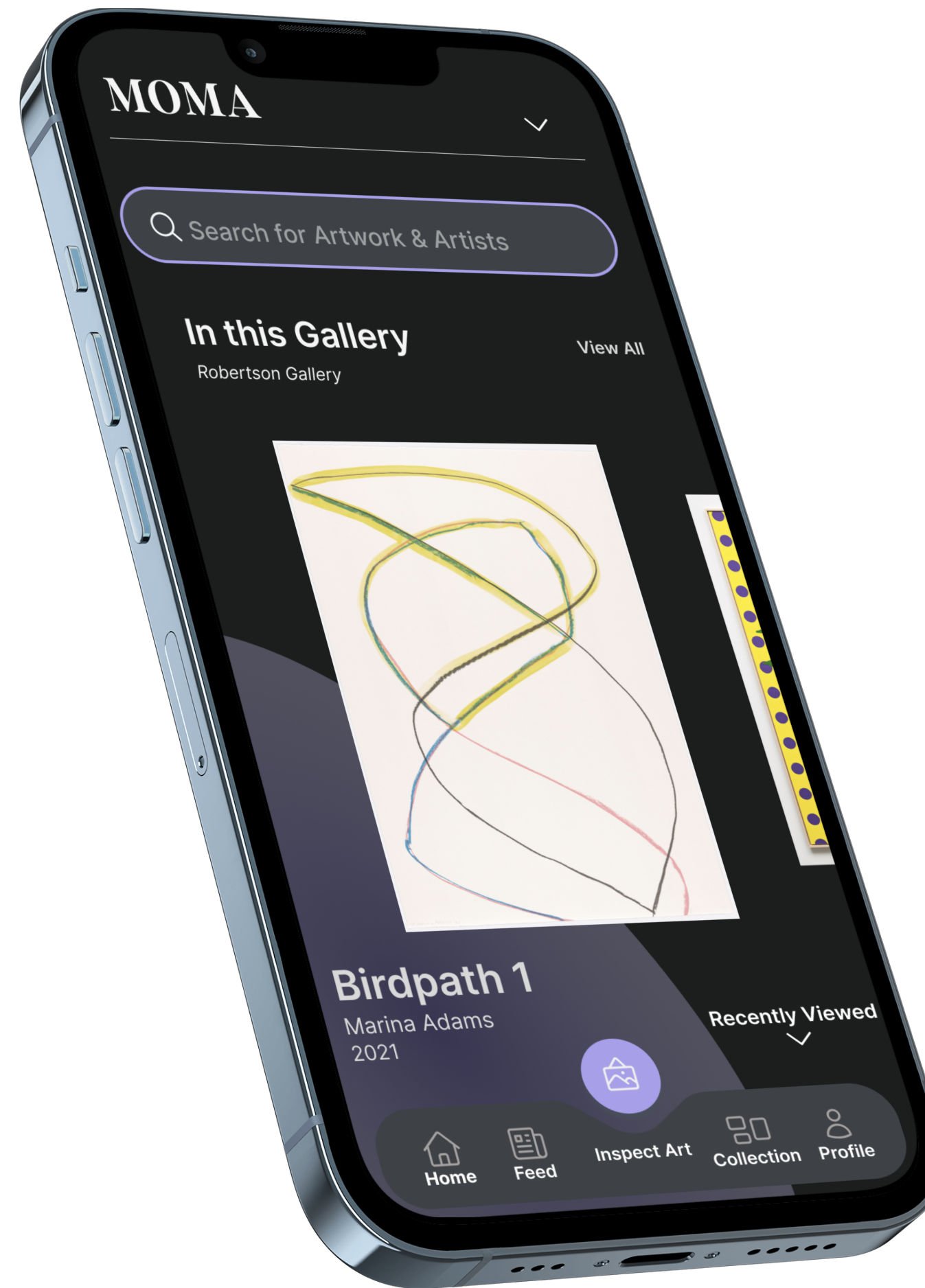
UI Inspiration Board

Click [here](#) to view the UI Inspiration Board



Final Prototype

Click [here](#) to view the final prototype



UI Library

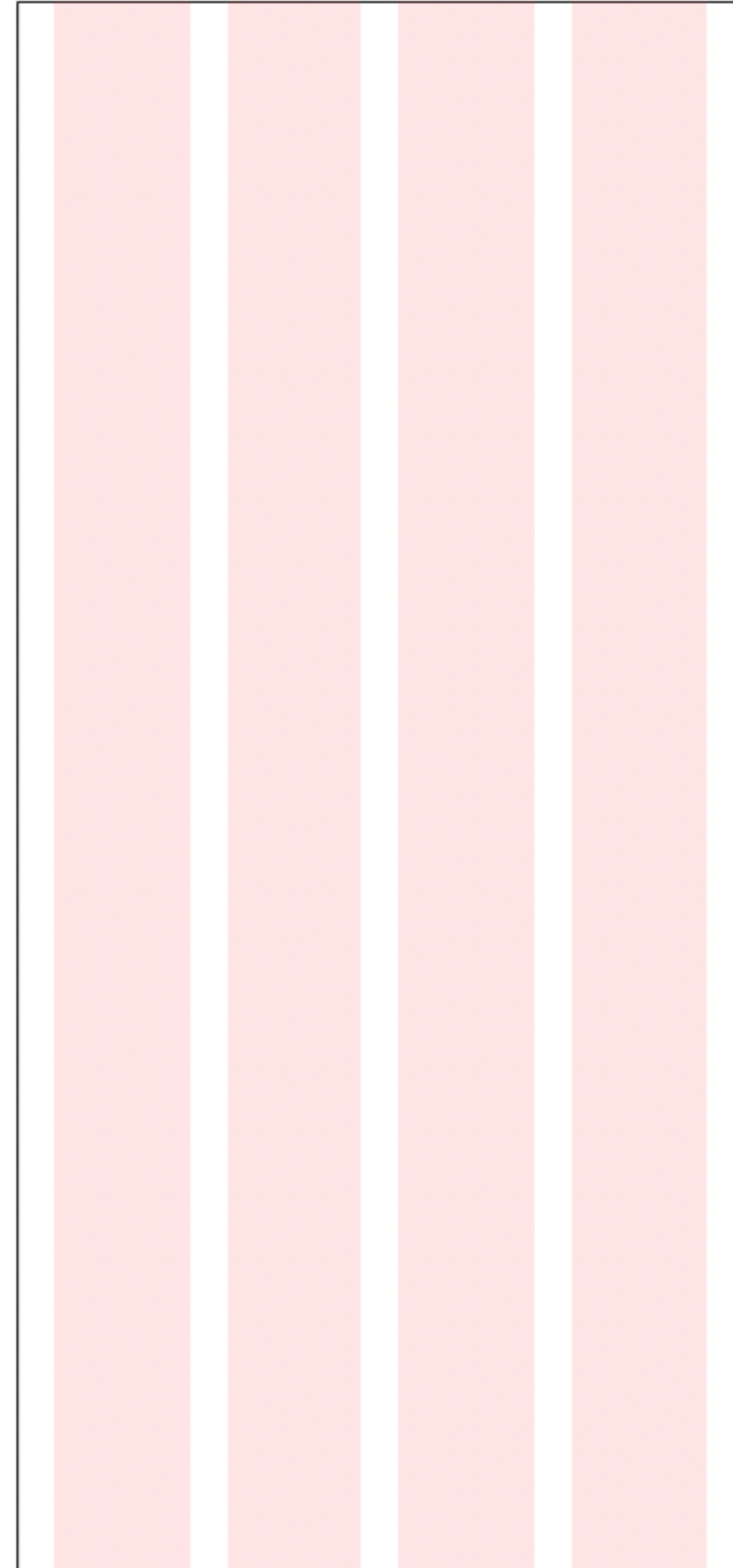
Atoms, Molecules, Organisms, Templates, Pages, Task Flows

UI Library: Atoms

Grids, Colors, Typography, Icons, Accessibility, Labels, Buttons

Grids

Vertical Grid



Vertical Grid

4 column

Type: Stretch

Width: Auto

Margin: 20 px

Gutter: 20px

Horizontal Grid



Horizontal Grid

1 row

Type: Bottom

Height: 12 px

Offset: 0 px

Gutter: 20px

1 row

Type: Top

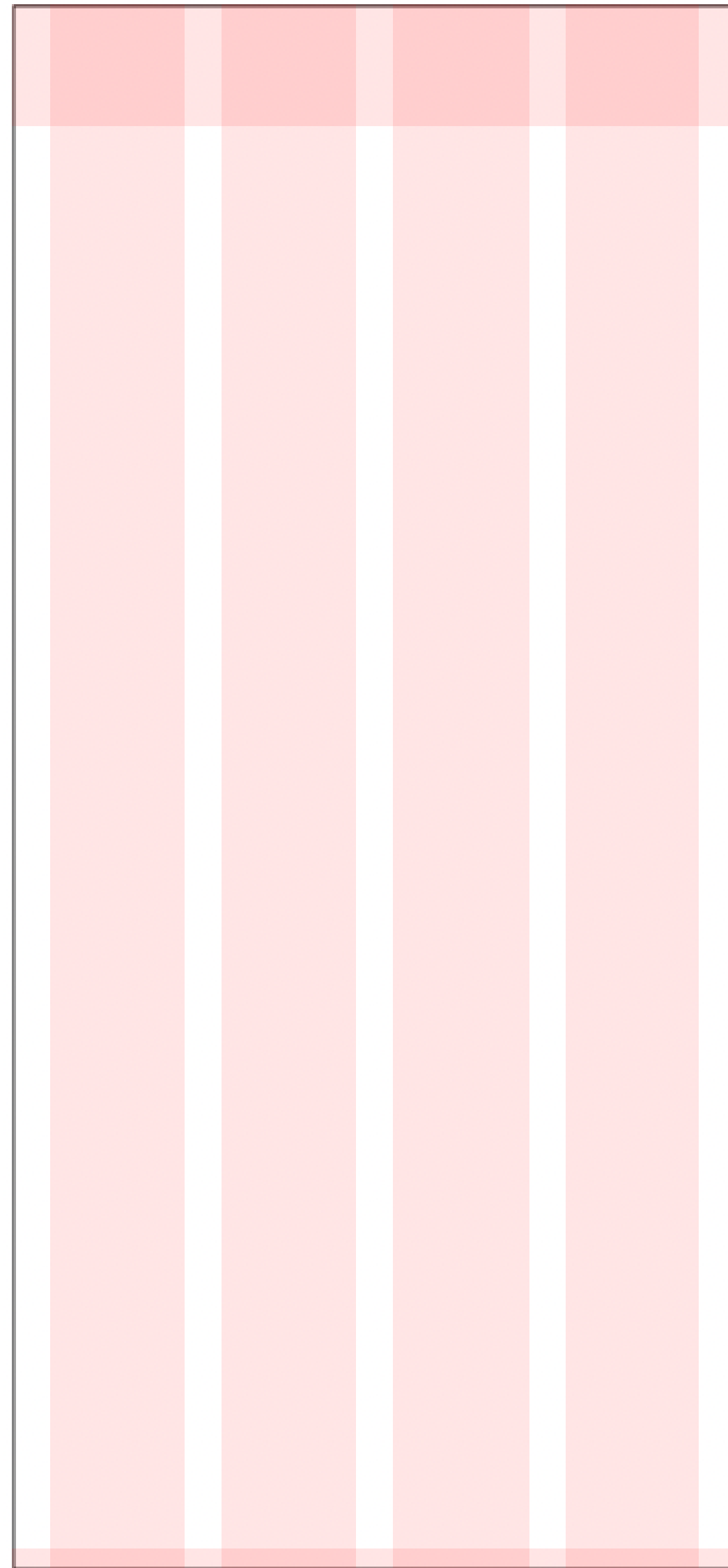
Height: 65 px

Offset: 0 px

Gutter: 20px

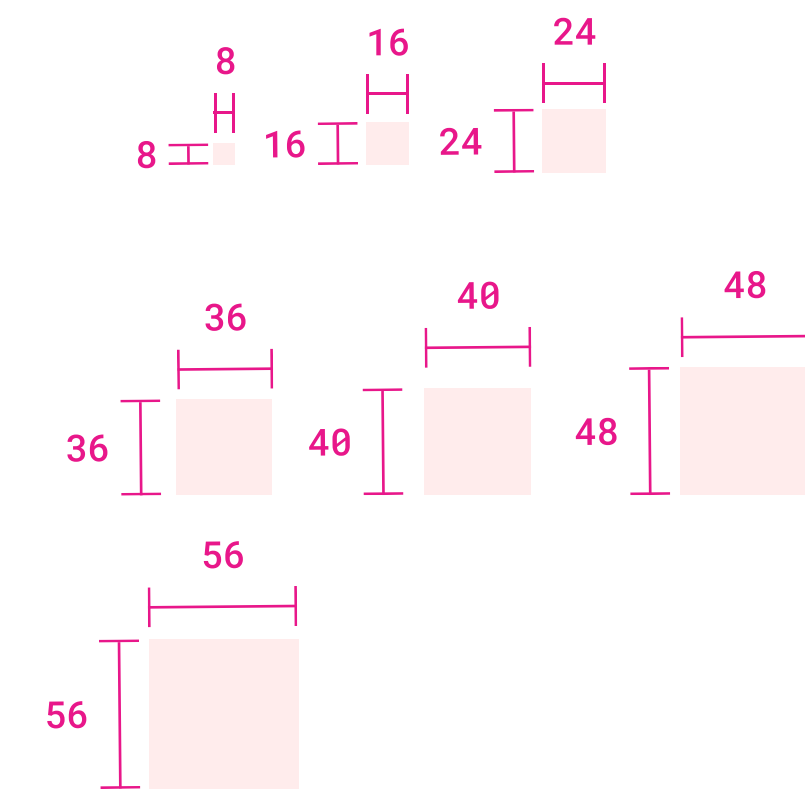
Grids

Horizontal & Vertical Grid



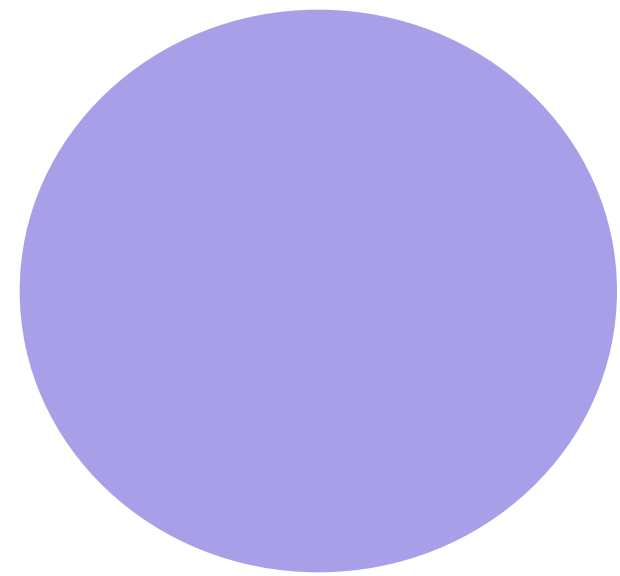
Grid Spacing

An 8 px grid was used to determine the spacing in the screens

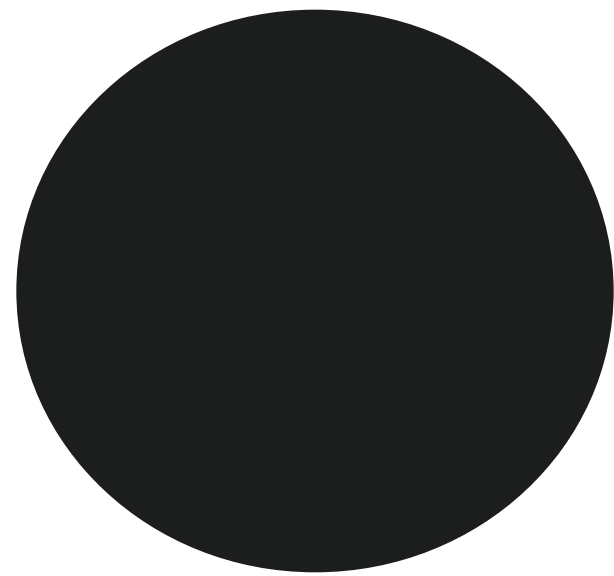


Colors

Primary Colors

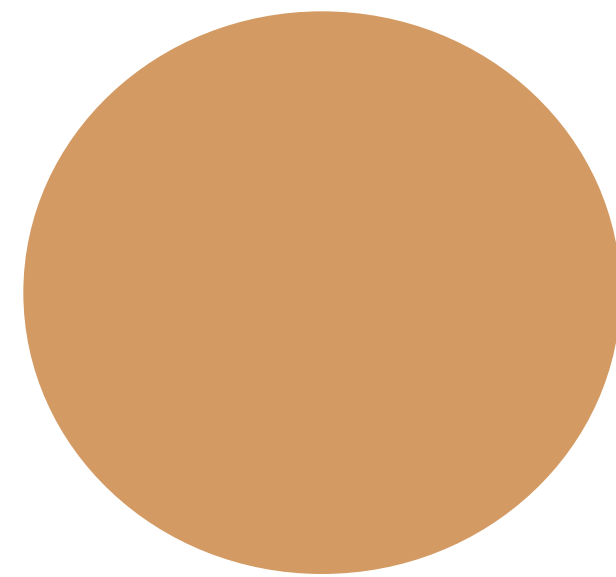


#A7A0E8



#1C1E1D

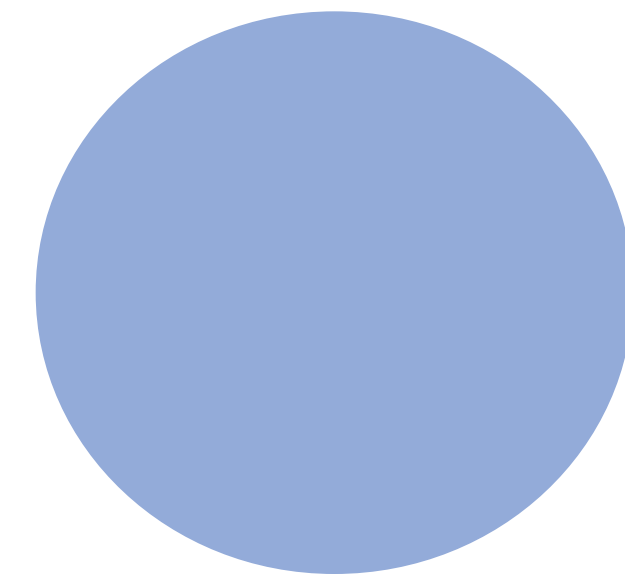
Functional Colors



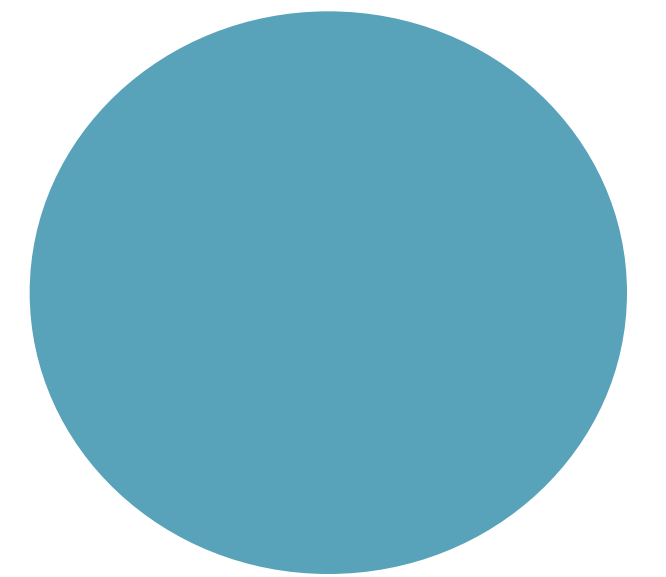
#D49A63



#F5F5F5

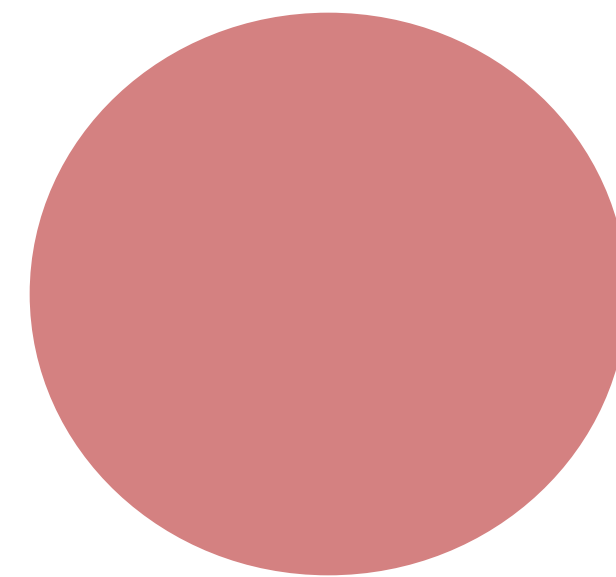


#87A6E2

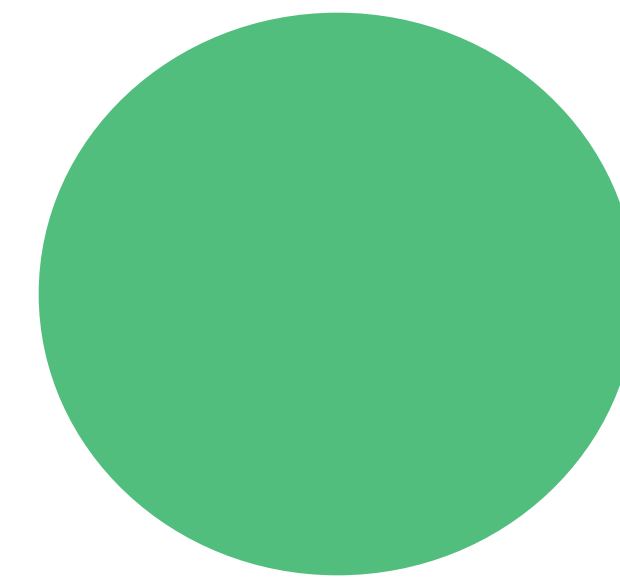


#58A1BA

Error State Colors

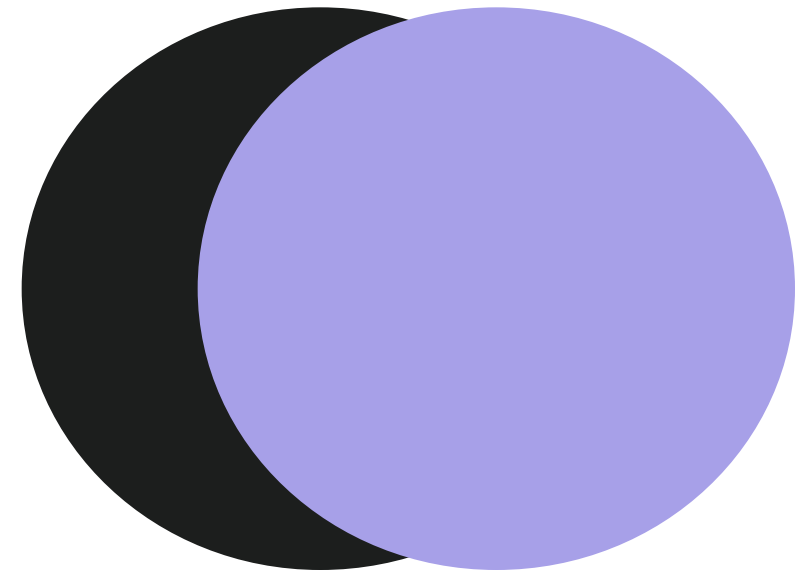


#D48181



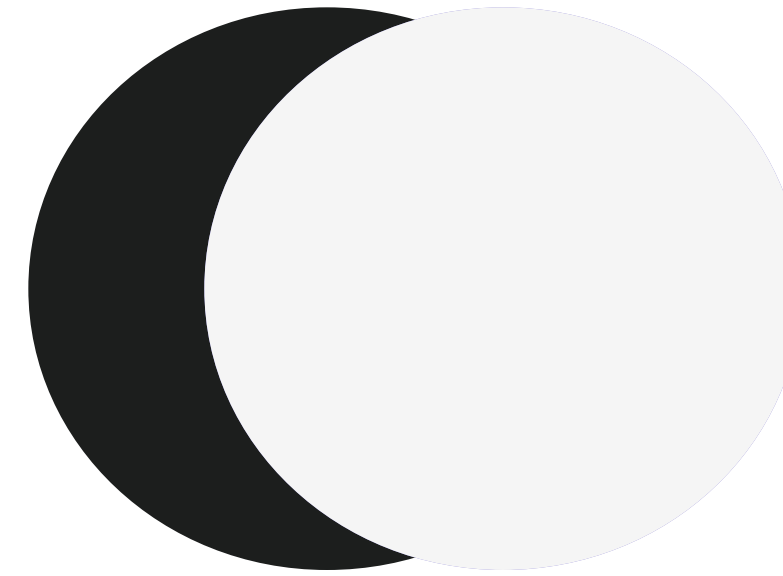
#52BE7E

Color Accessibility



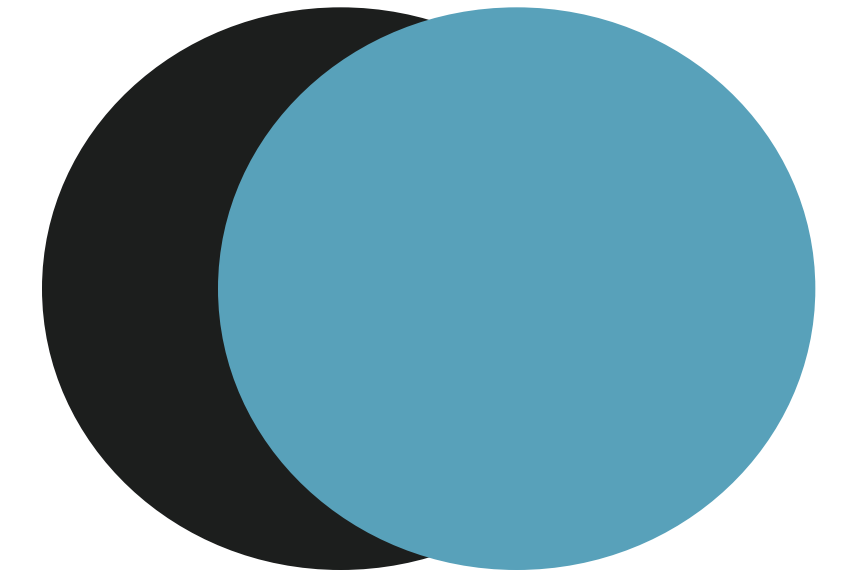
#A7A0E8

Contrast Ratio	7.05 : 1
Normal Text	AA AAA
Large Text	AA AAA
Graphics	AA



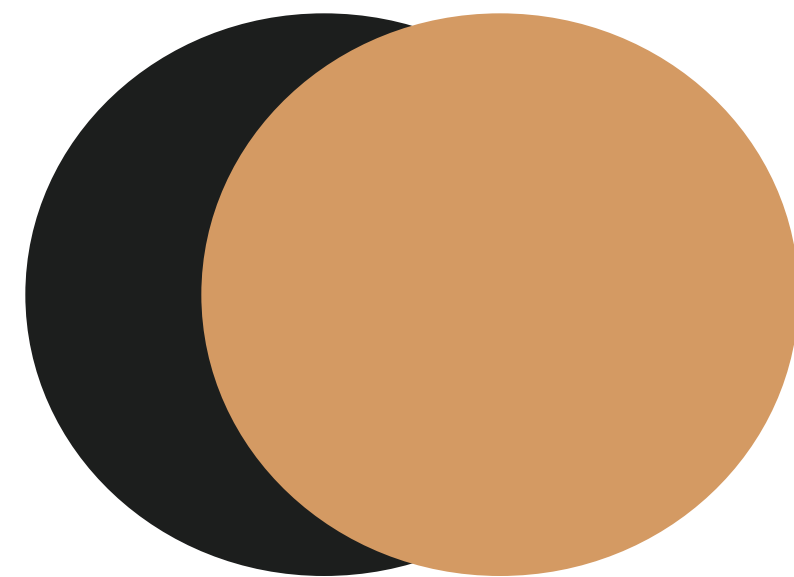
#F5F5F5

Contrast Ratio	15.37 : 1
Normal Text	AA AAA
Large Text	AA AAA
Graphics	AA



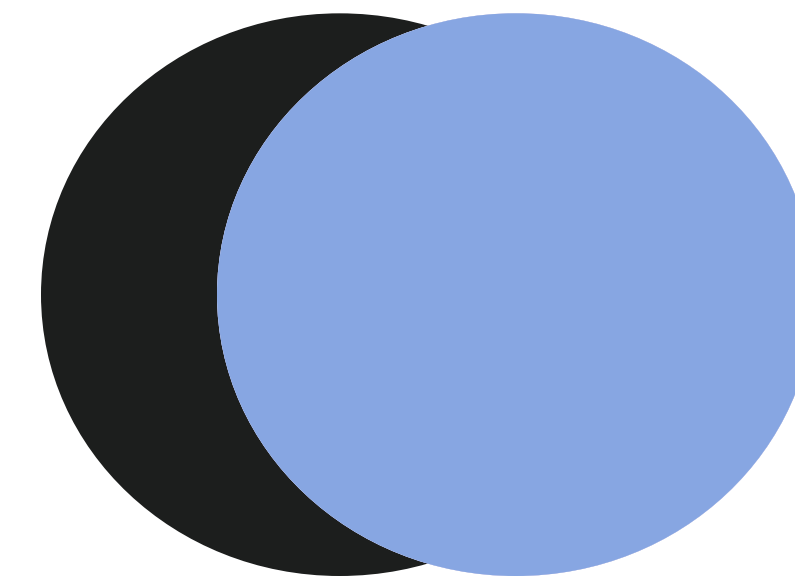
#58A1BA

Contrast Ratio	5.82 : 1
Normal Text	AA FAIL
Large Text	AA AAA
Graphics	AA



#D49A63

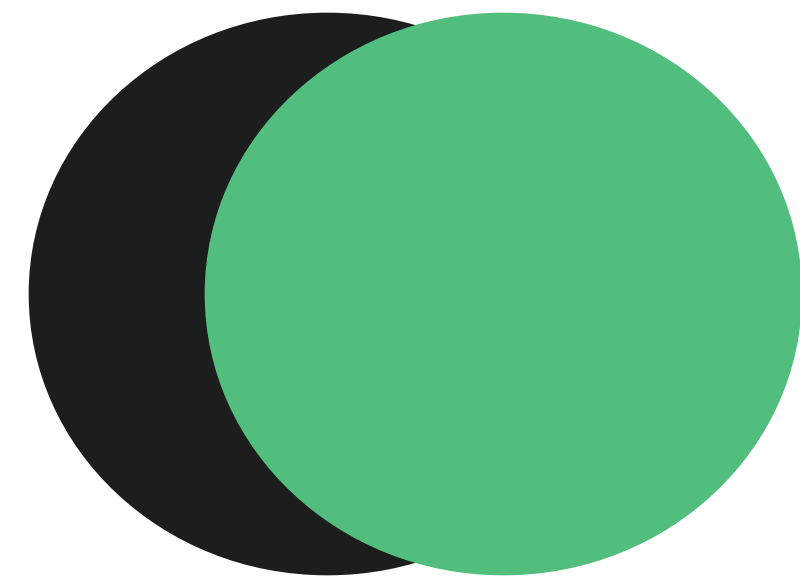
Contrast Ratio	6.86 : 1
Normal Text	AA FAIL
Large Text	AA AAA
Graphics	AA



#87A6E2

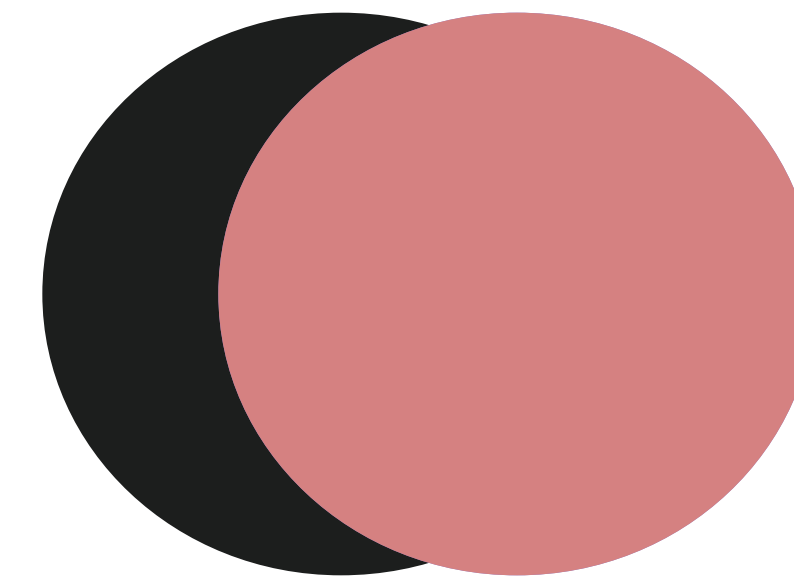
Contrast Ratio	7.23 : 1
Normal Text	AA AAA
Large Text	AA AAA
Graphics	AA

Color Accessibility



#52BE7E

Contrast Ratio	7.2 : 1	
Normal Text	AA	AAA
Large Text	AA	AAA
Graphics	AA	



#D58181

Contrast Ratio	5.81 : 1	
Normal Text	AA	FAIL
Large Text	AA	AAA
Graphics	AA	

Typography

Aa

Inter

Aa

Bastia – Bold

H1

The quick brown fox jumped over the lazy dog

Bastia-Bold, 32 px, Line height 45px

H2

The quick brown fox jumped over the lazy dog

Inter Bold, 28 px, Line height 34 px

H3

The quick brown fox jumped over the lazy dog

Inter Semi-Bold, 24 px, Line height 29 px

H4

The quick brown fox jumped over the lazy dog

Inter Semi-Bold, 20 px, Line height 24 px

Body 1

The quick brown fox jumped over the lazy dog

Inter, 20 px, Line height 24 px

Body 2

The quick brown fox jumped over the lazy dog

Inter, 15 px, Line height 18 px

Body 3

The quick brown fox jumped over the lazy dog

Inter, 13 px, Line height 16 px

Label 1

The quick brown fox jumped over the lazy dog

Inter Medium, 17 px, Line height 21 px

Label 2

The quick brown fox jumped over the lazy dog

Inter Semi-Bold, 14 px, Line height 17 px

Label 3

The quick brown fox jumped over the lazy dog

Inter Semi-Bold, 12 px, Line height 15 px

Tab

The quick brown fox jumped over the lazy dog

Inter Medium, 18 px, Line height 22 px

Button 1

The quick brown fox jumped over the lazy dog

Inter Semi-Bold, 20 px, Line height 24 px

Button 2

The quick brown fox jumped over the lazy dog

Inter Semi-Bold, 12 px, Line height 15 px

Underline Button

The quick brown fox jumped over the lazy dog

Inter Semi-Bold, 16 px, Line height 19 px

Caption

The quick brown fox jumped over the lazy dog

Inter Italic, 12 px, Line height 15 px

Badges

The quick brown fox jumped over the lazy dog

Inter Italic, 16 px, Line height 19 px

Atoms

Icons

Inactive **Active**

Labels

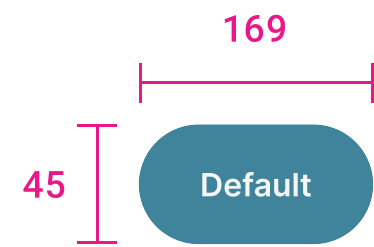
Text Fields

Field Fill Color: #3E4246
Field Stroke: #A7A0E8, 2px
Text Color: #F5F5F5, opacity: 50%
text left align

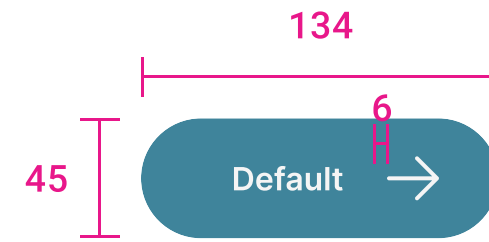
Button Fill Color: #3E4246
Button Fill: Radial
Button Stroke: #A7A0E8, 2px
Number Color: #F5F5F5

Atoms

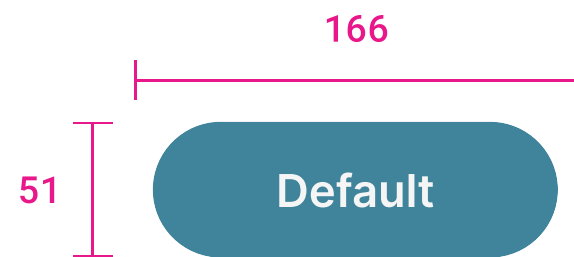
Buttons



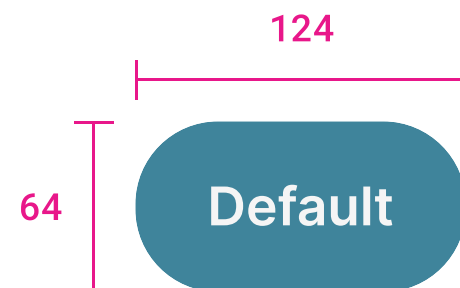
Scalable Button
 Button Top left align
 Text Color: #F5F5F5
 Text Centered align
 Button Color: #3F849B
 Vertical Spacing between text: 10px
 Horizontal Padding: 15px
 Vertical Padding: 23px



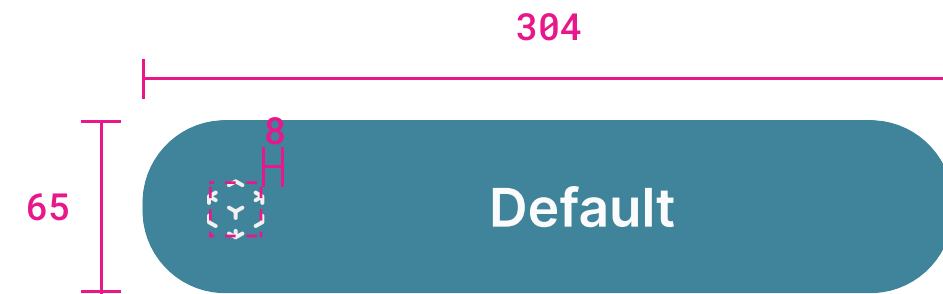
Scalable Button
 Button Top left align
 Text Color: #F5F5F5
 Text Centered align
 Button Color: #3F849B
 Icon Color: #F5F5F5
 Vertical Spacing between text: 10px
 Horizontal Padding: 15px
 Vertical Padding: 23px



Scalable Button
 Button Top left align
 Text Color: #F5F5F5
 Text Centered align
 Button Color: #3F849B
 Vertical Spacing between text: 10px
 Horizontal Padding: 15px
 Vertical Padding: 46px

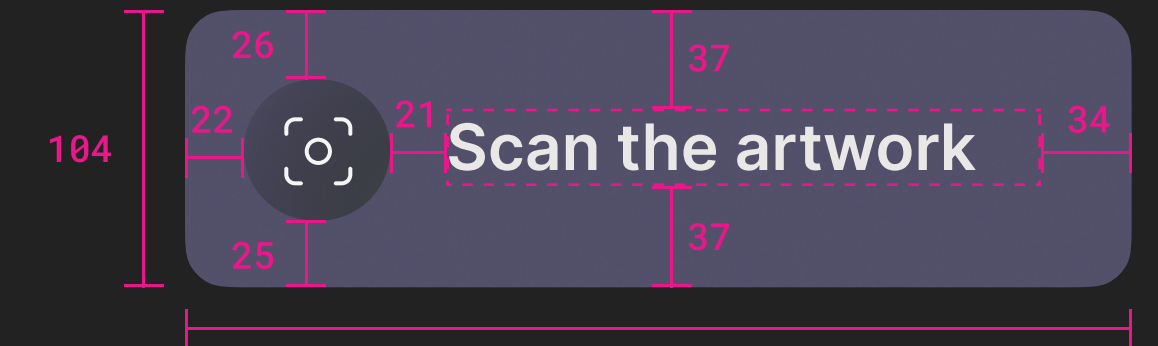


Scalable Button
 Button Top left align
 Text Color: #F5F5F5
 Text Centered align
 Button Color: #3F849B
 Vertical Spacing between text: 10px
 Horizontal Padding: 20px
 Vertical Padding: 27px



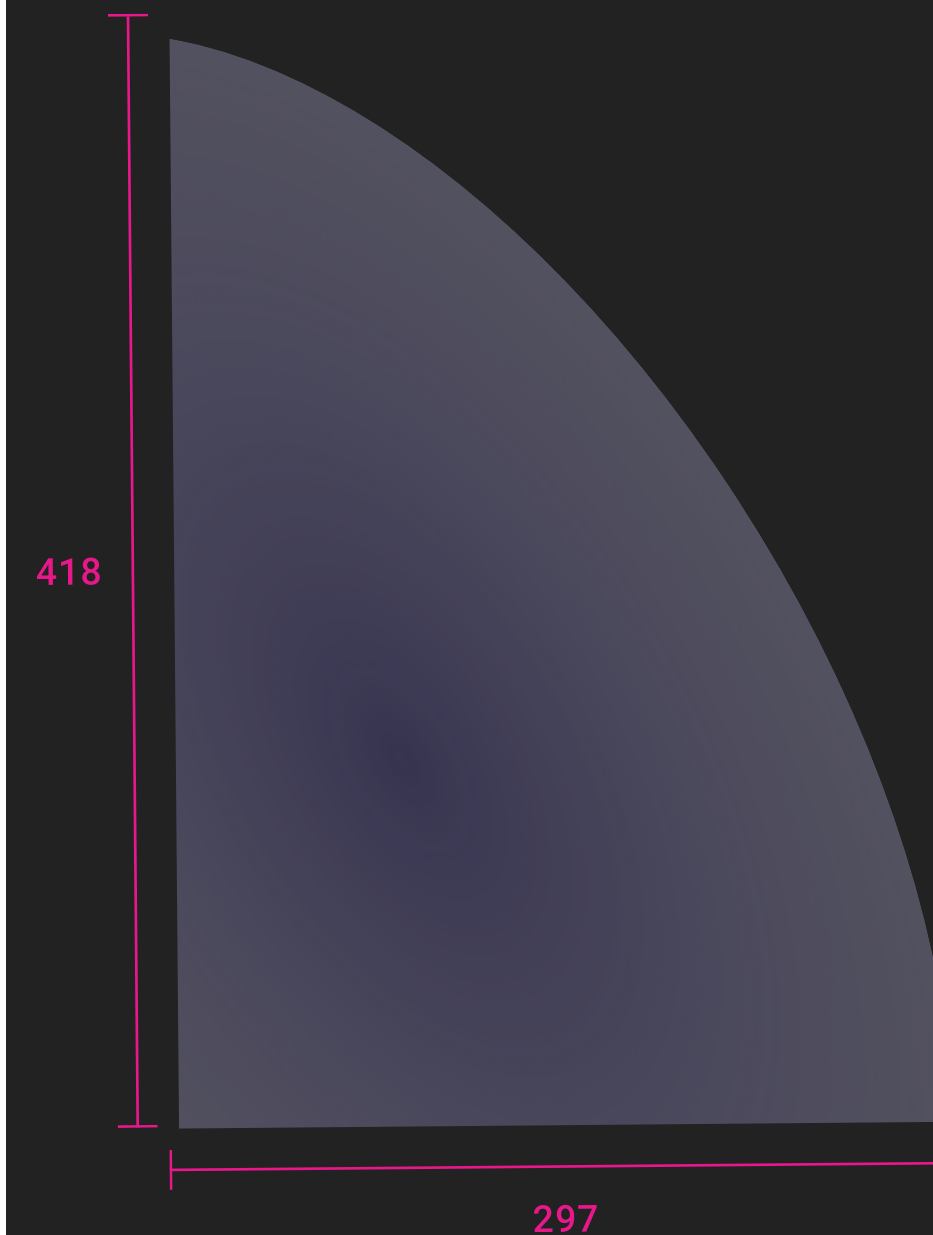
Scalable Button
 Button Top left align
 Text Color: #F5F5F5
 Text Centered align
 Button Color: #3F849B
 Icon Color: #F5F5F5
 Vertical Spacing between text: 10px
 Horizontal Padding: 20px
 Vertical Padding: 27px

Art Input Selection

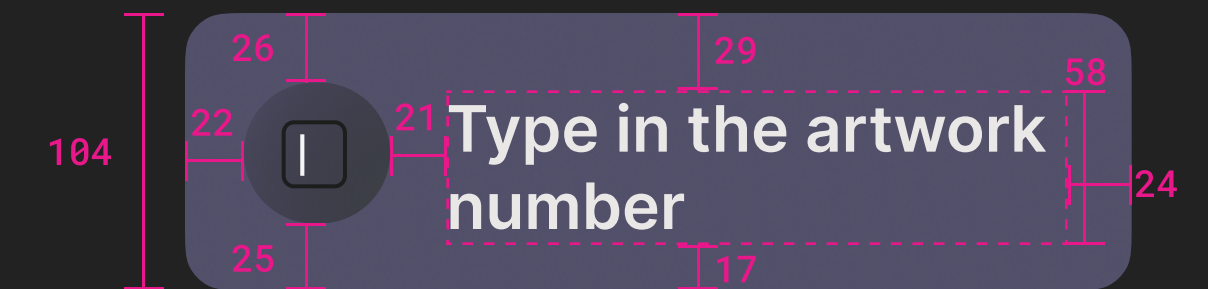


Container Color: #A7A0E8
 Container Opacity: 37%
 Text: Left aligned
 Circle Color: #3E4246
 Circle Fill: Radial
 Icon Color: #F5F5F5

Homepage Asset



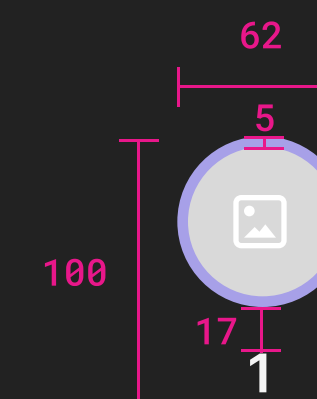
Color: # 383551
 Radial Fill
 Left aligned



Container Color: #A7A0E8
 Container Opacity: 37%
 Text: Left aligned
 Circle Color: #3E4246
 Circle Fill: Radial
 Icon Color (box): #1C1E1D
 Icon Color (line): #F5F5F5

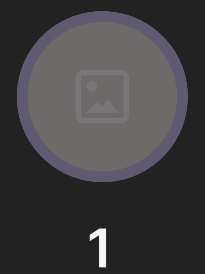
Hidden Detail Bubbles

Default



Border Color: #A7A0E8

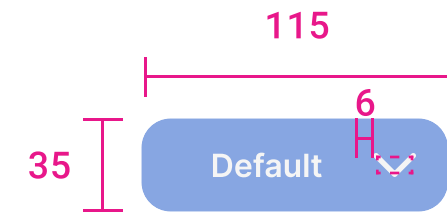
Viewed



Color: # 423E3E
 Opacity: 71%

Atoms

Audio Description Button

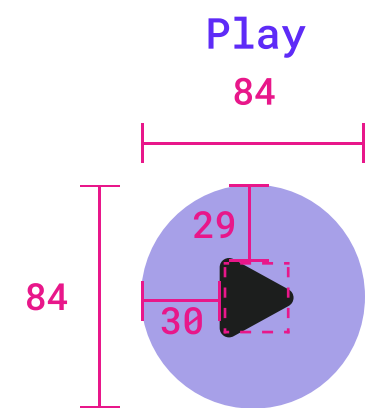


Button Color: #87A6E2
Text Color: #F5F5F5
Icon Color: #F5F5F5
Vertical Padding: 13 px
Horizontal Padding: 10px

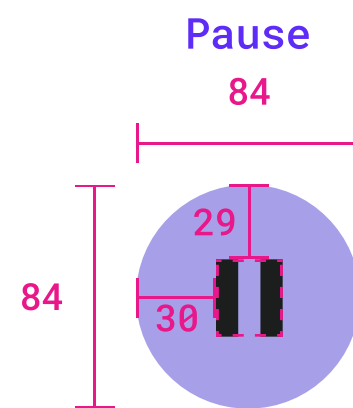


Button Color: #D49A63
Text Color: #F5F5F5
Icon Color: #F5F5F5
Vertical Padding: 13 px
Horizontal Padding: 10px

Audio Play/Pause Button

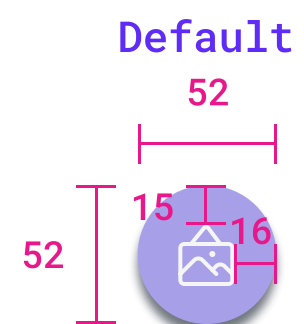


Button Color: #A7A0E8
Icon Color: #1C1E1D

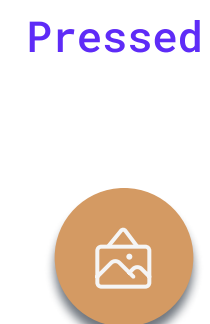


Button Color: #A7A0E8
Icon Color: #1C1E1D

Inspect Art Button



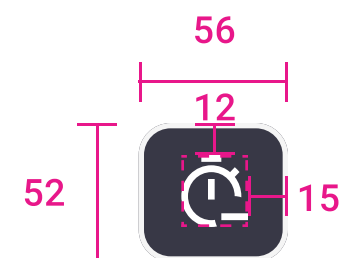
Button Color: #A7A0E8
Icon Color: #F5F5F5



Button Color: #D49A63
Icon Color: #F5F5F5

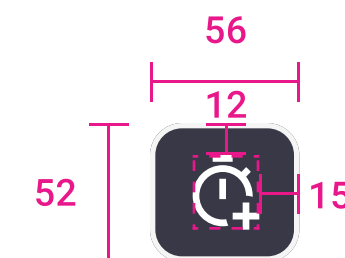
Add/Minus Time on Timer

Minus Time



Button Color: #383846
Button Stroke: #F5F5F5, 2px
Icon Color: #F5F5F5

Add Time



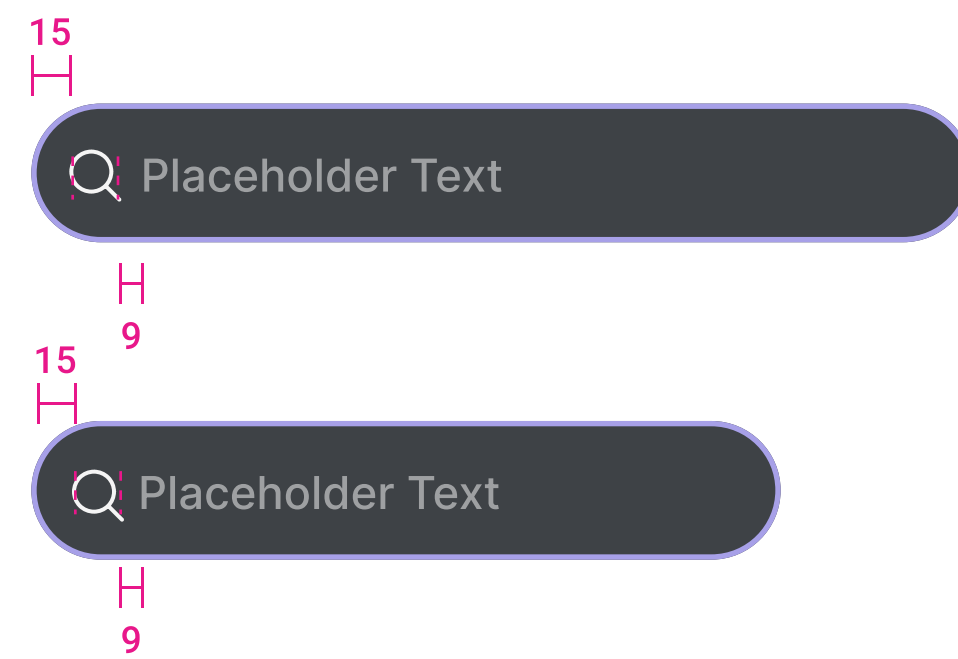
Button Color: #383846
Button Stroke: #F5F5F5, 2px
Icon Color: #F5F5F5

UI Library: Molecules

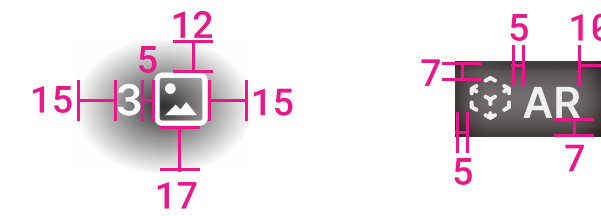
Search bar, Badges, Timer, Notifications

Molecules

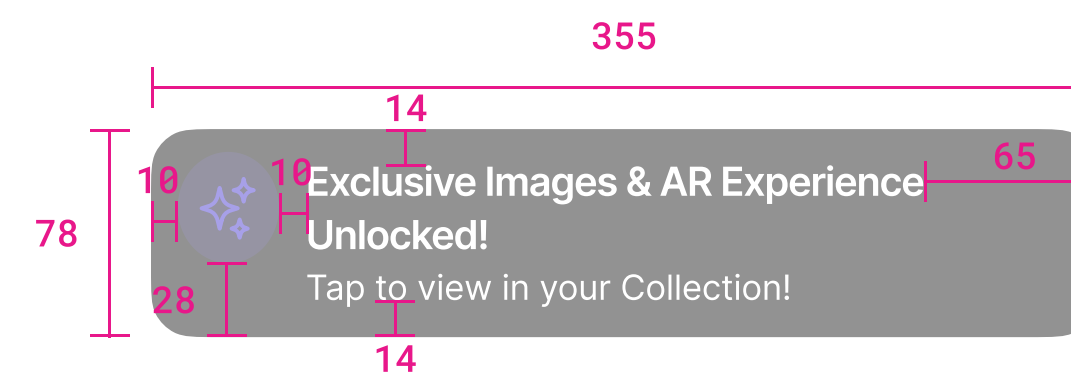
Search Bar



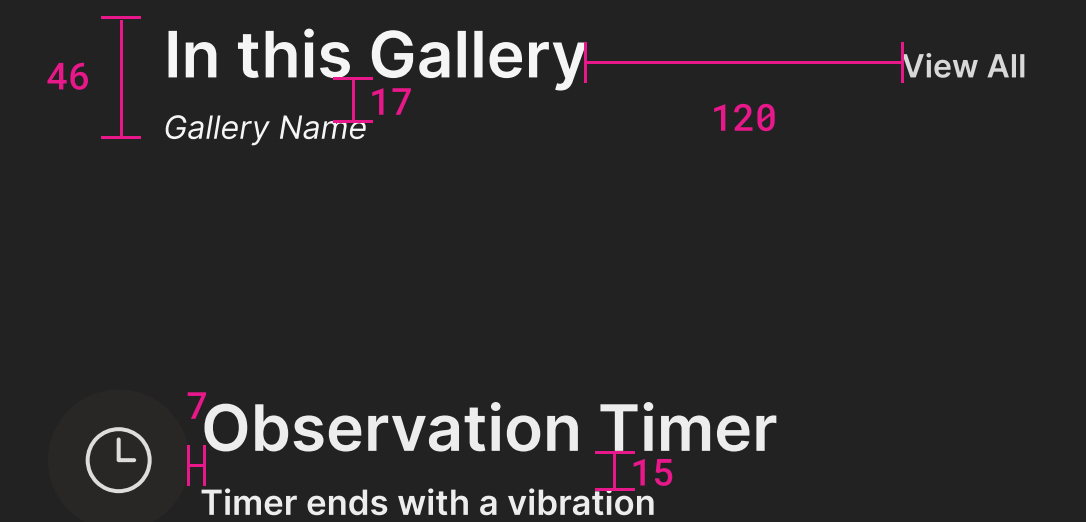
Badges



Notification

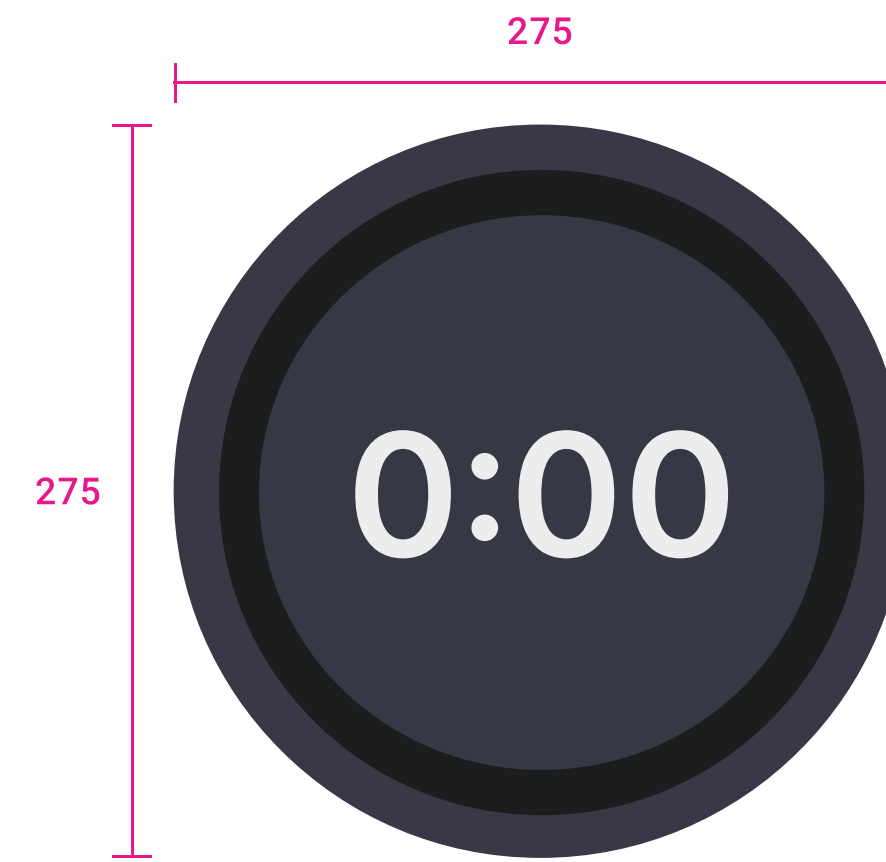
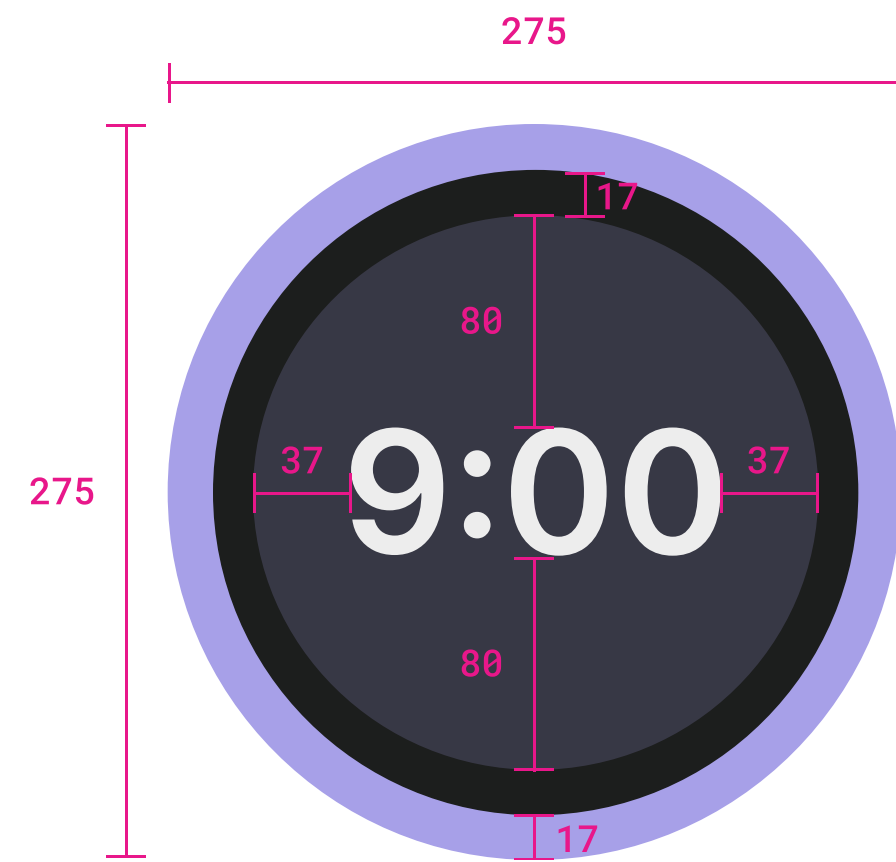


Screen Titles



Molecules

Timer

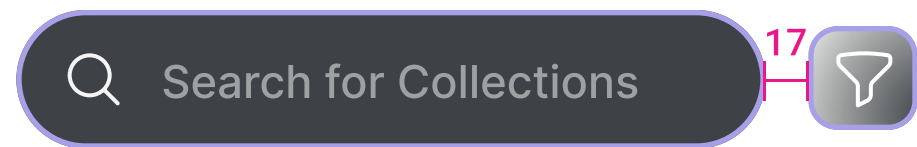


UI Library: Organisms

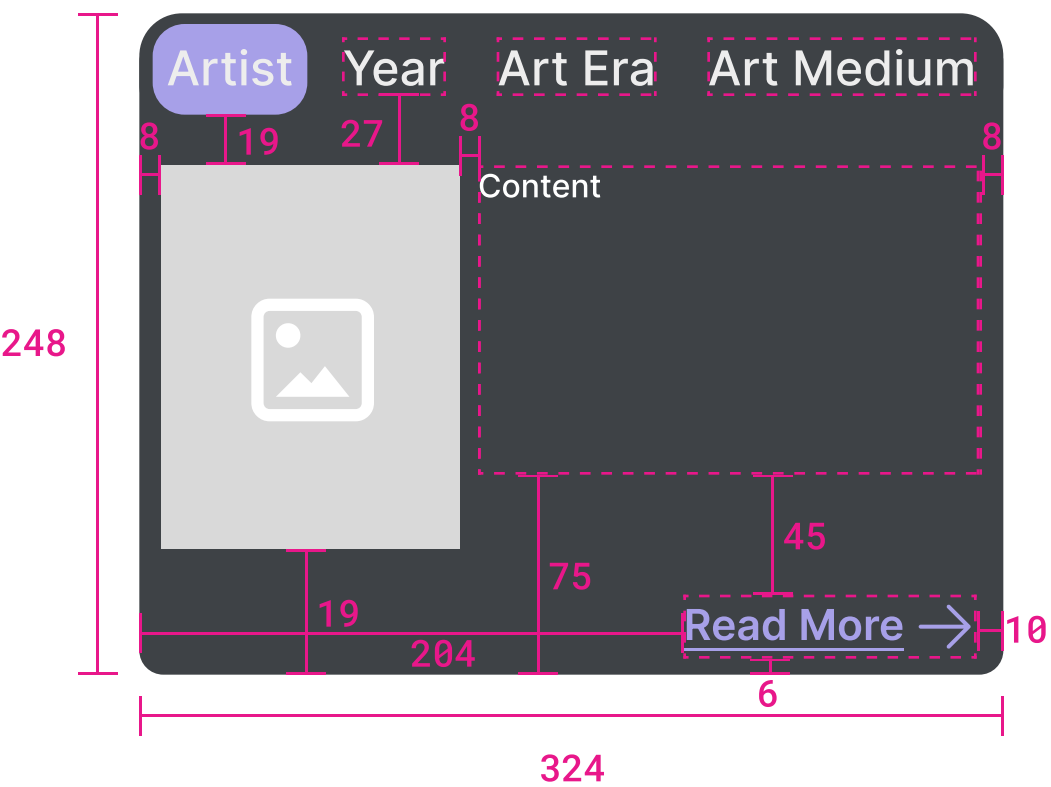
Modals, Cards, Search Bar, Navigation

Organisms

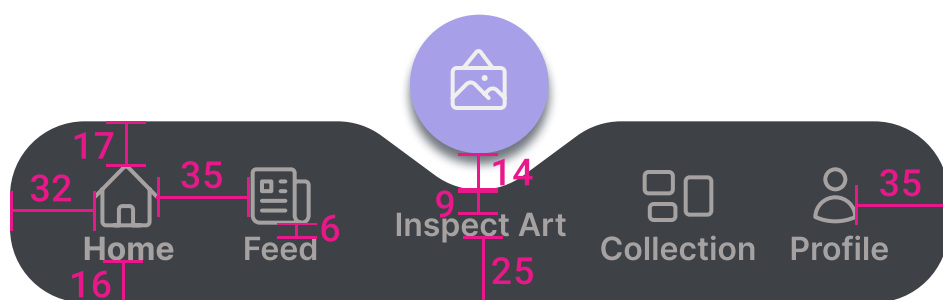
Search Bar



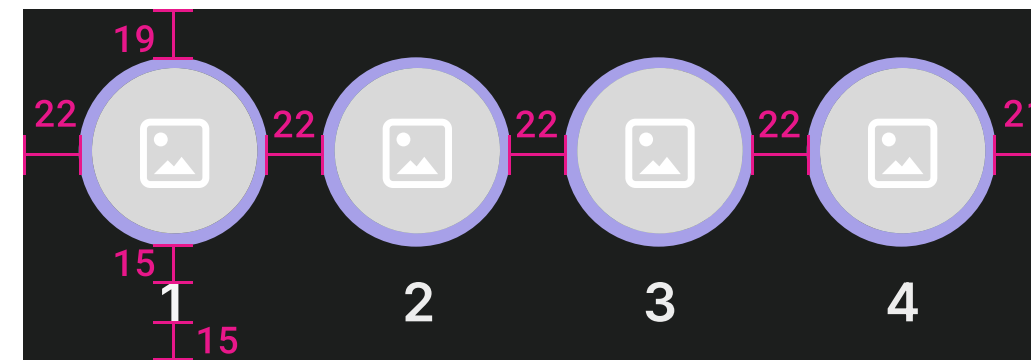
Artwork Information Modal



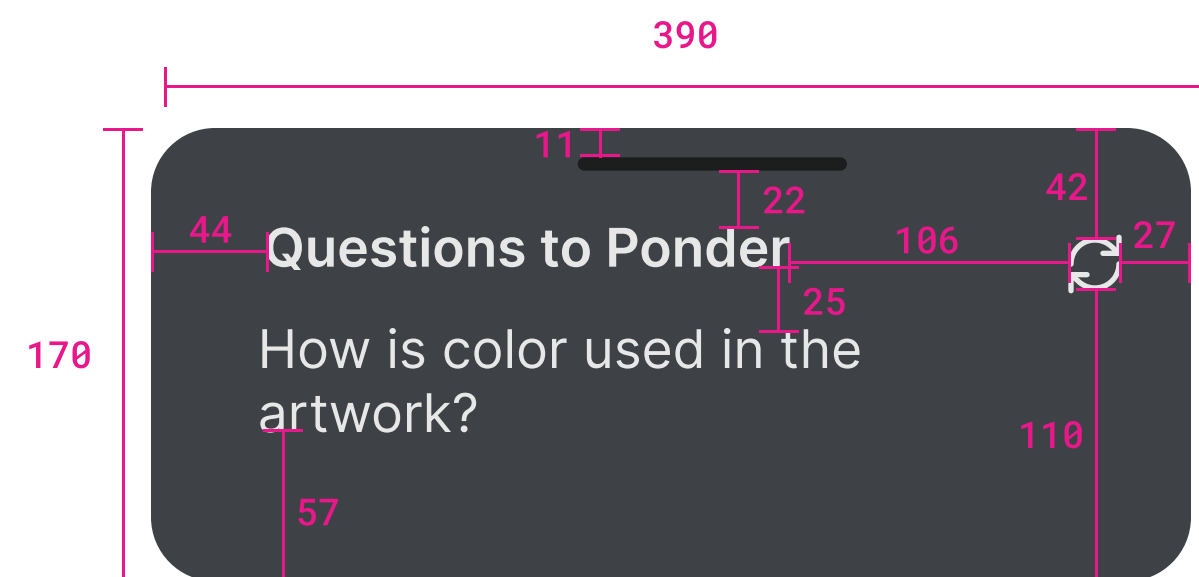
Navigation Bar



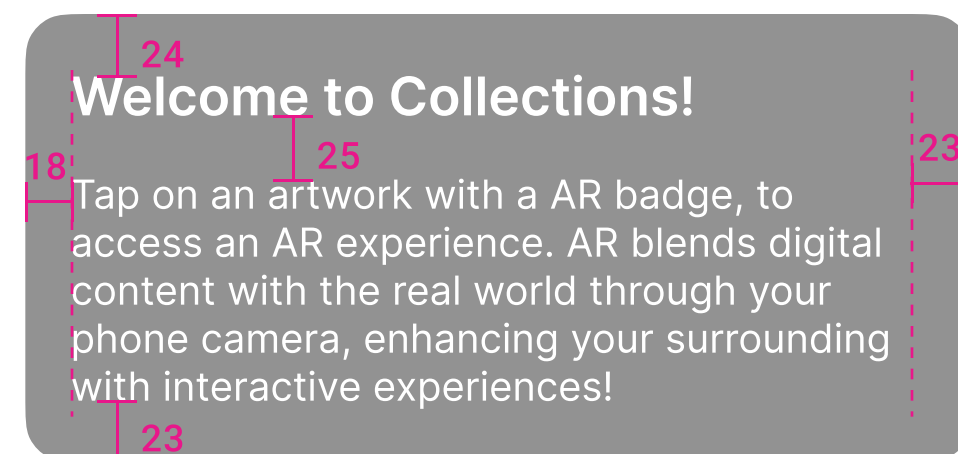
Hidden Details Bubbles



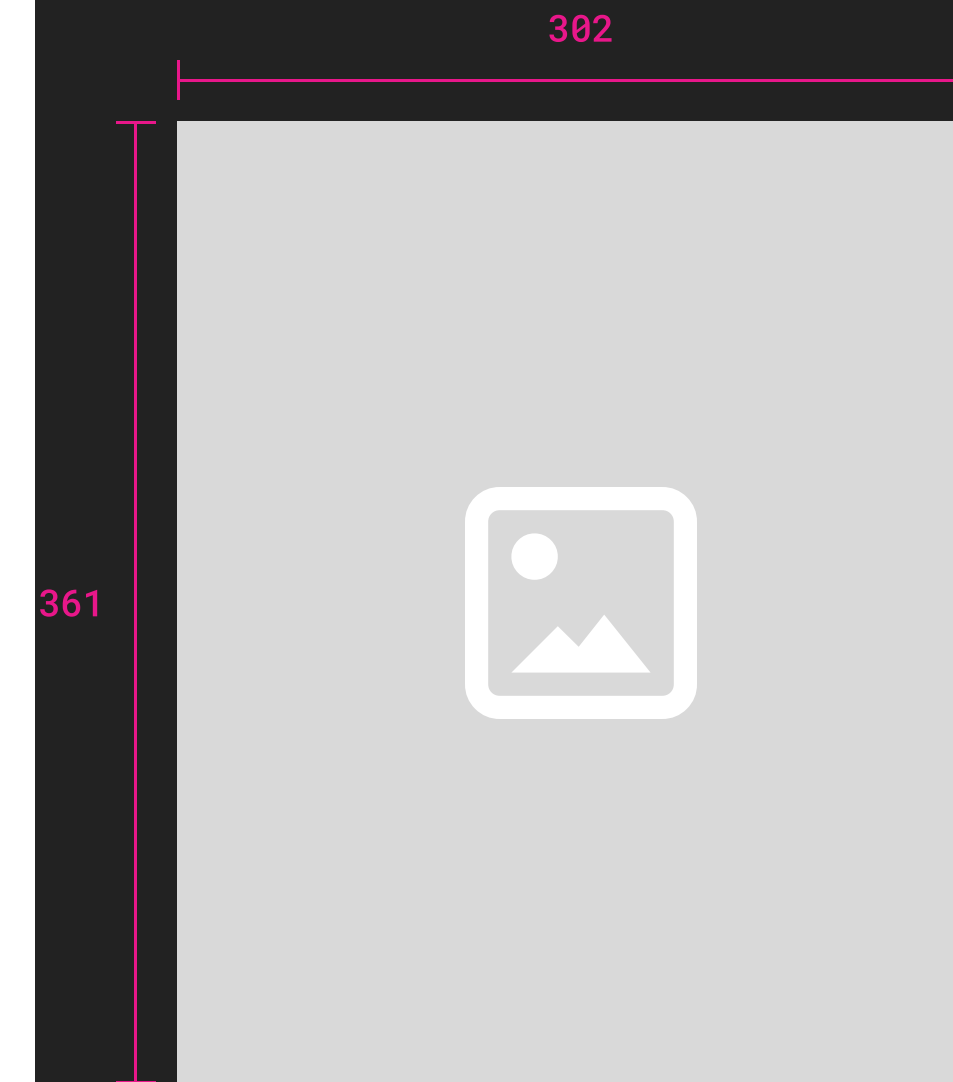
Questions to Ponder Modal



Intro to Collections Popup



Cards



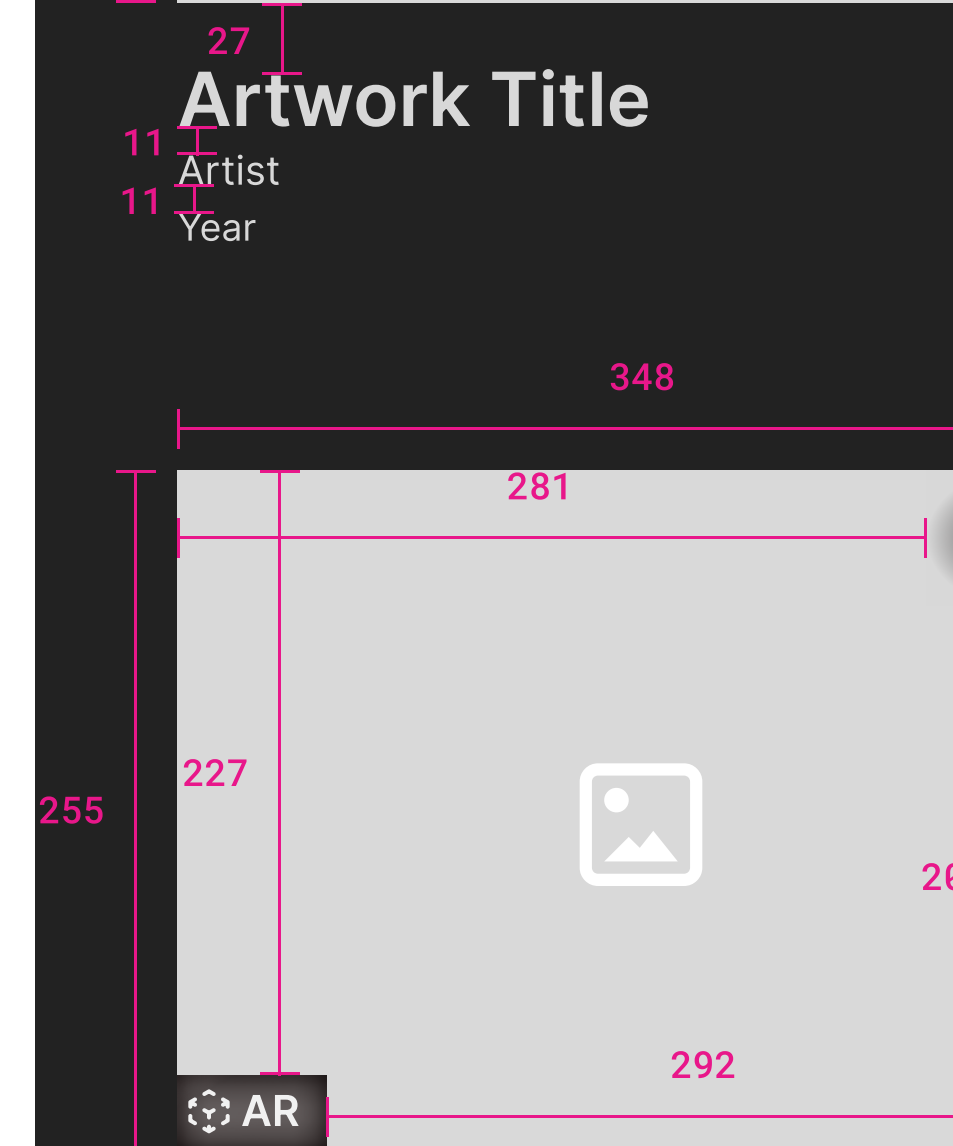
Artwork Title

Artist
Year

Museum Selection

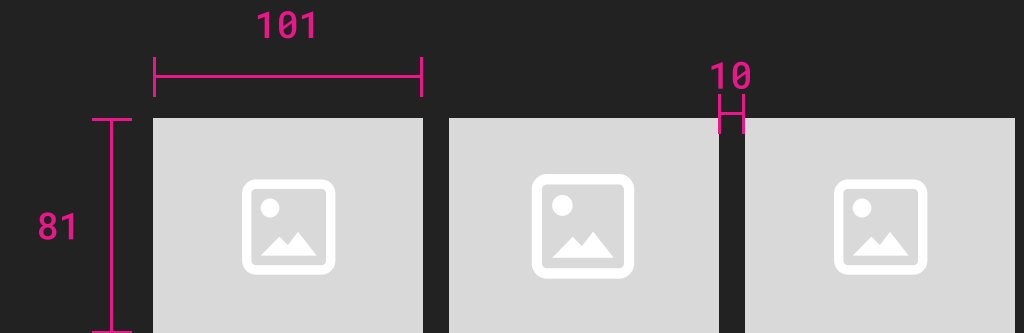
Museum Name

18px padding on the left, 67px padding on the right, 20px padding on the bottom.



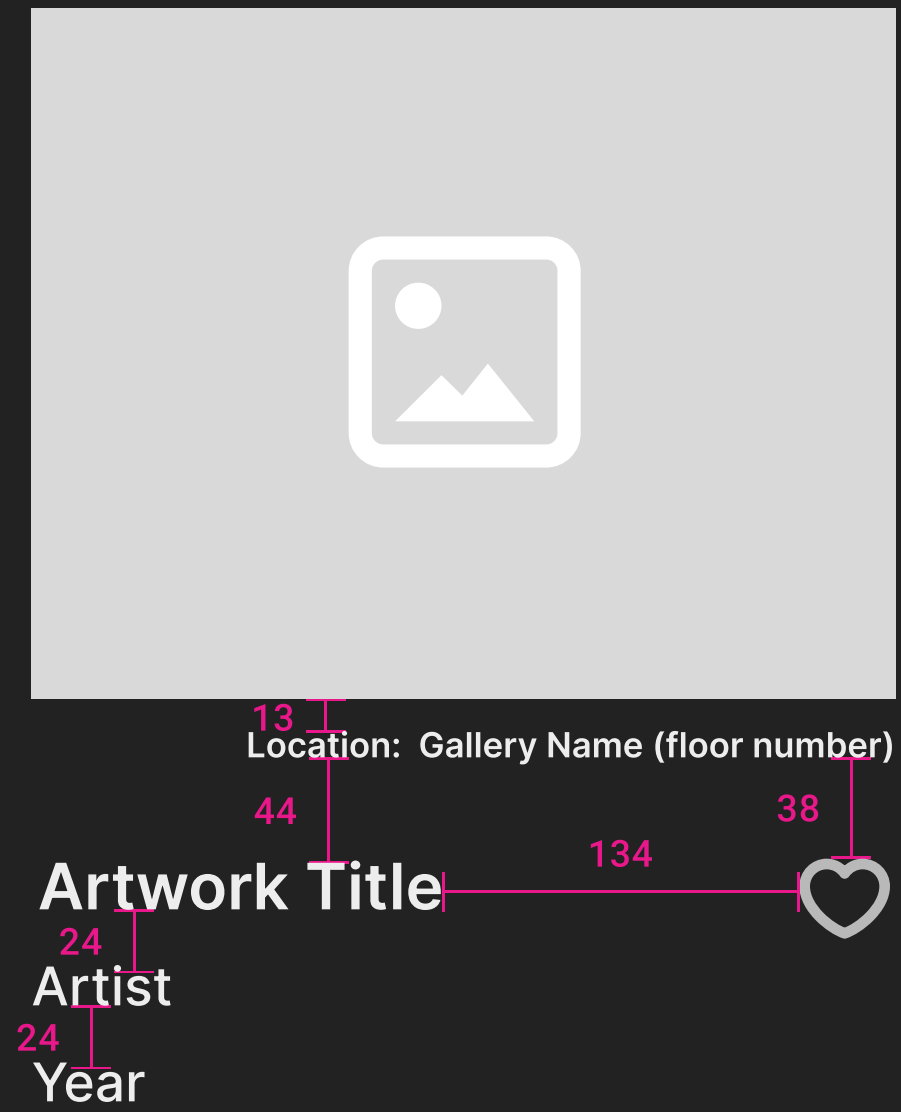
Artwork Title

Artist
Year



Organisms

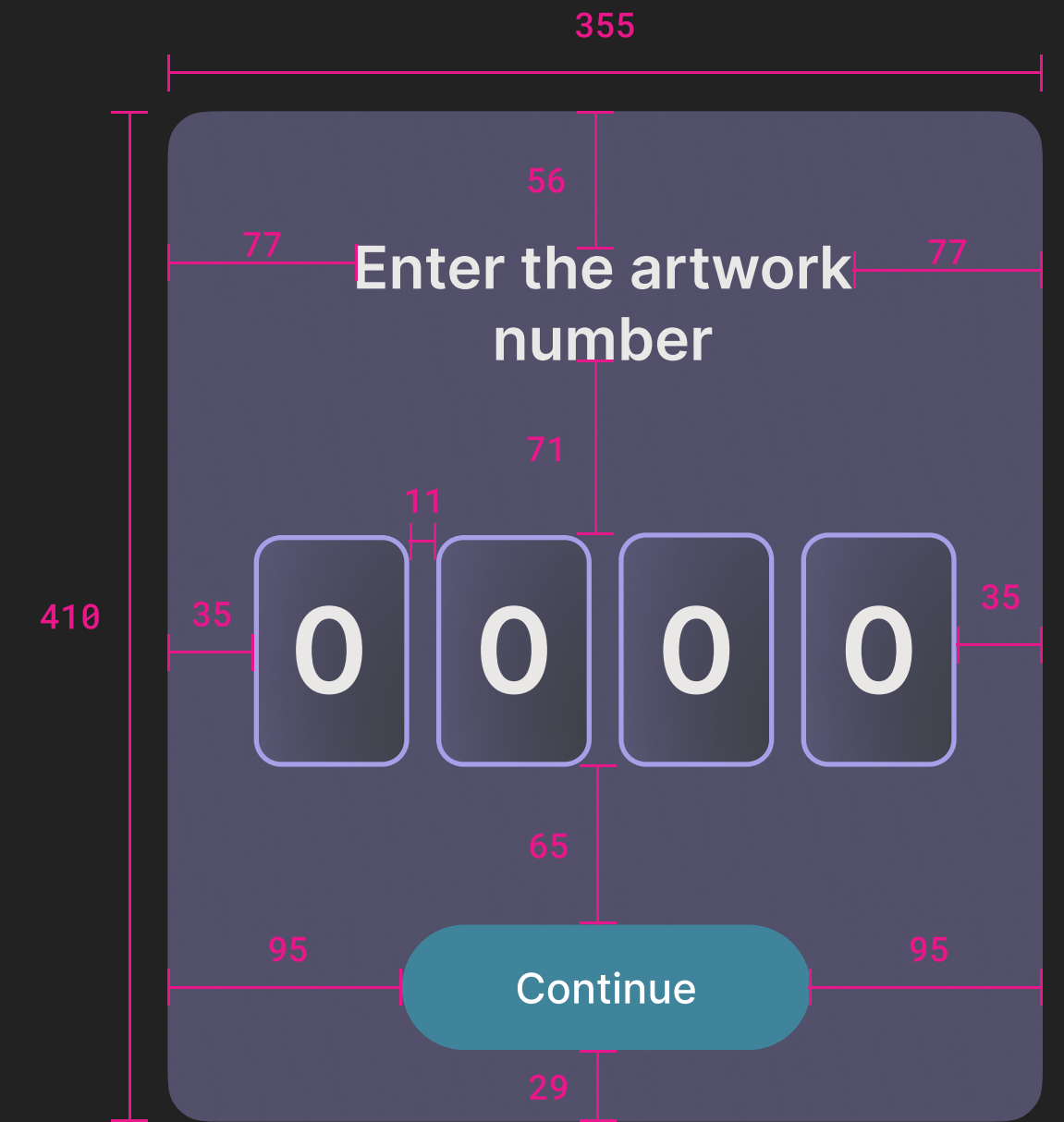
Cards



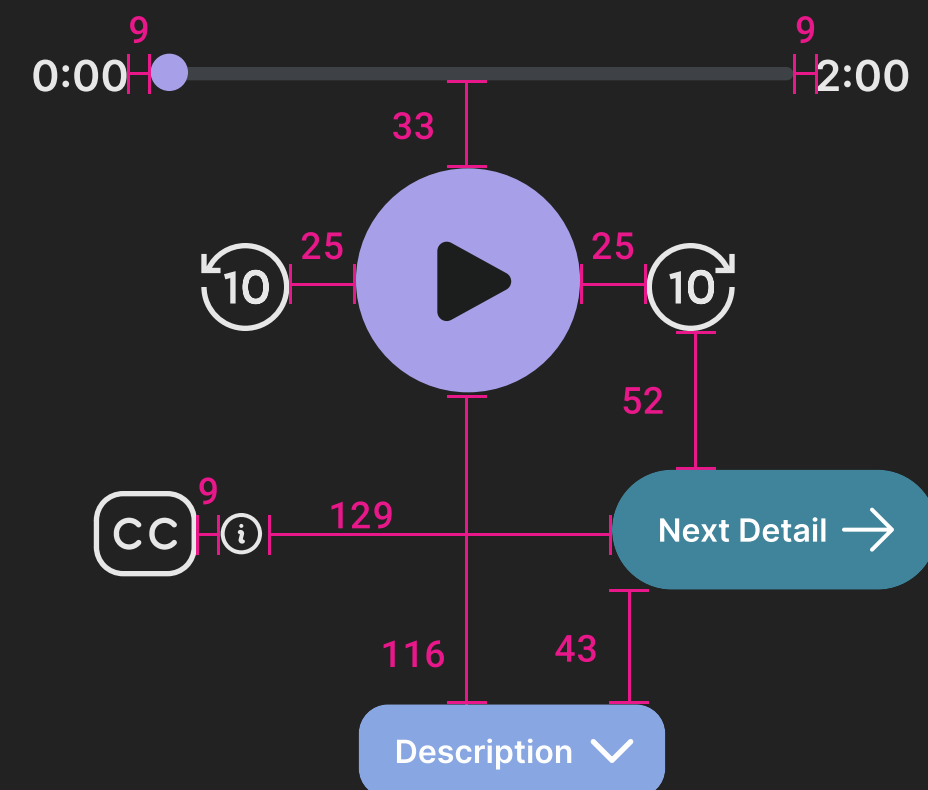
Timer Player



Artwork Number Input Modal



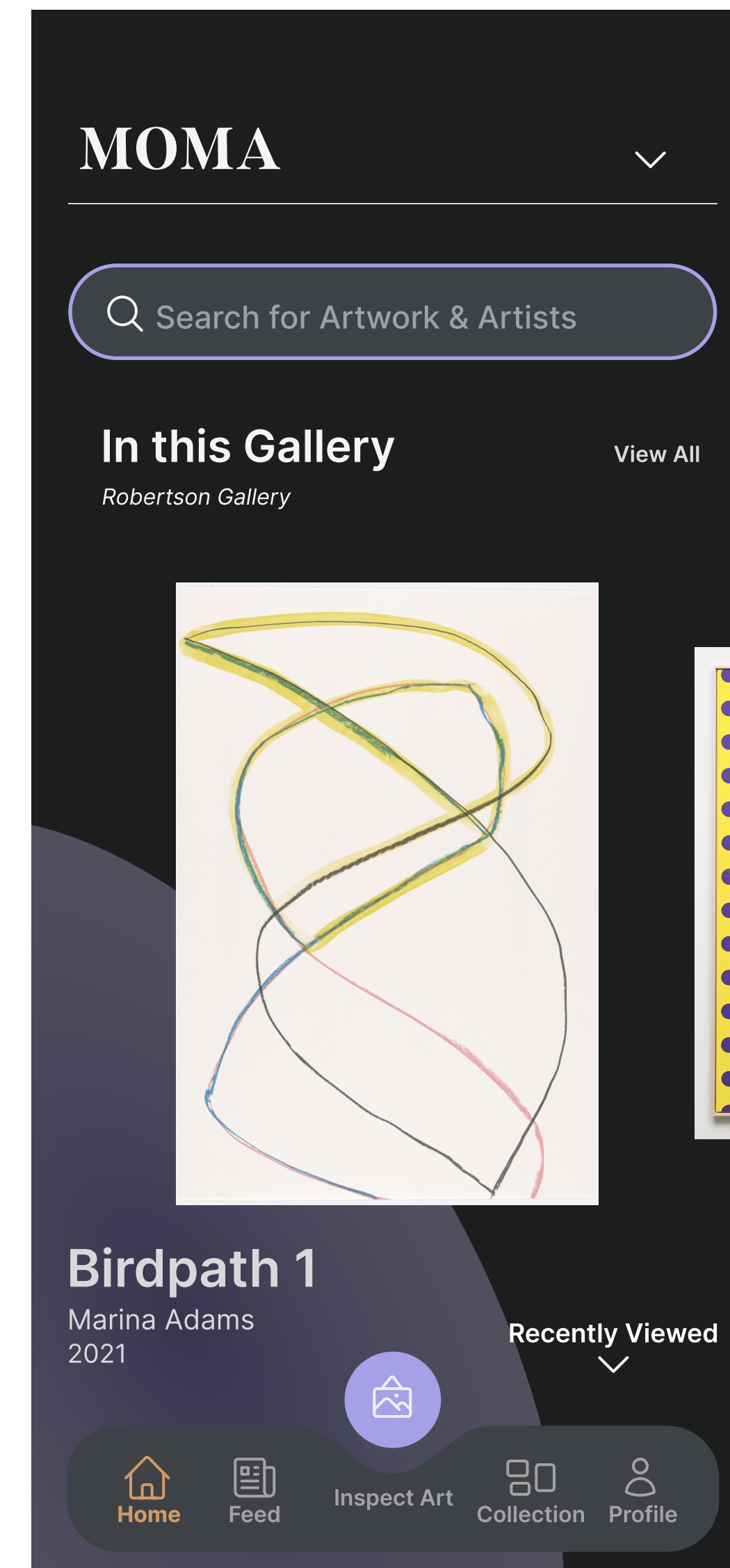
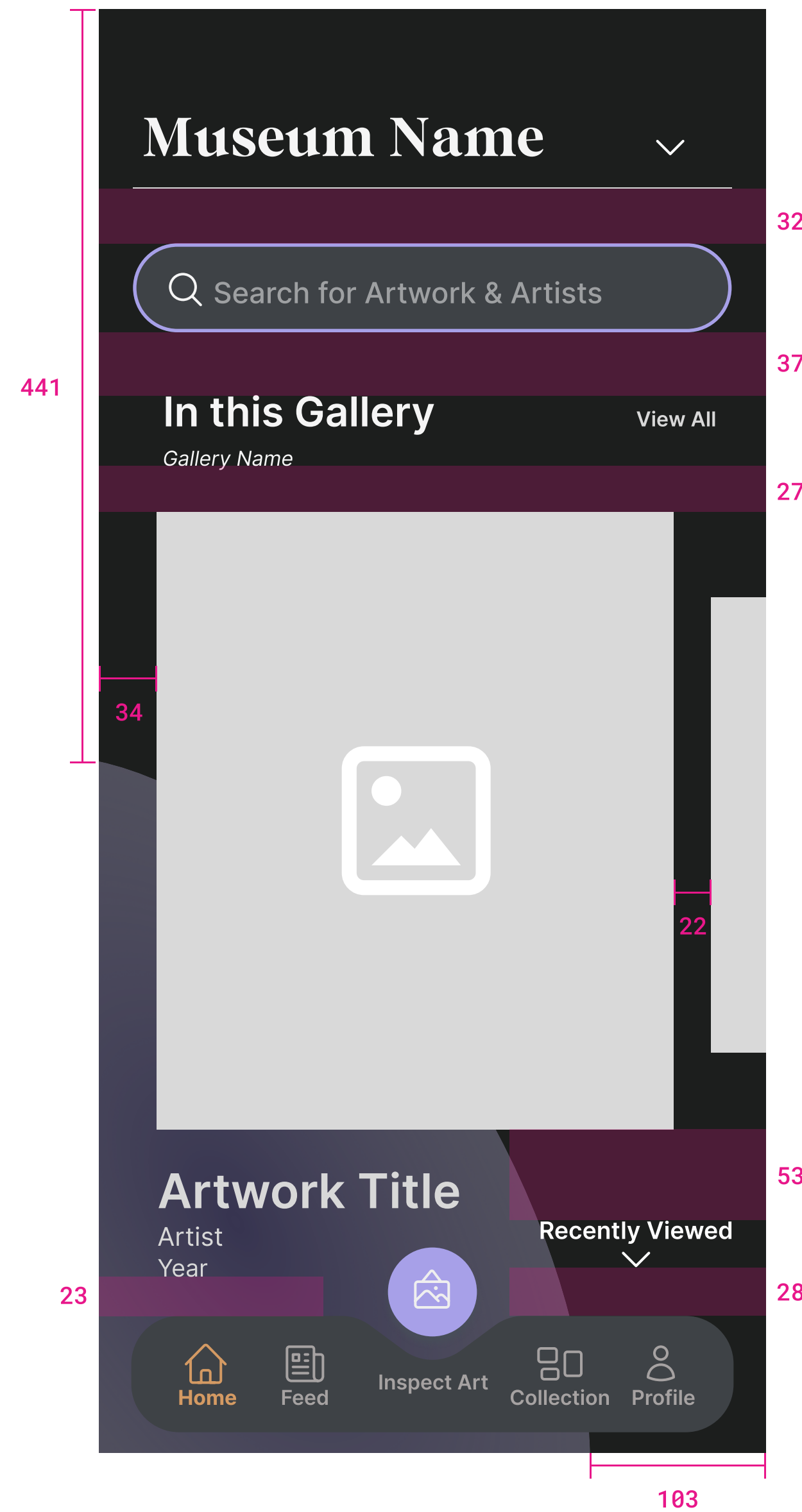
Audio Guide Player



UI Library: Templates

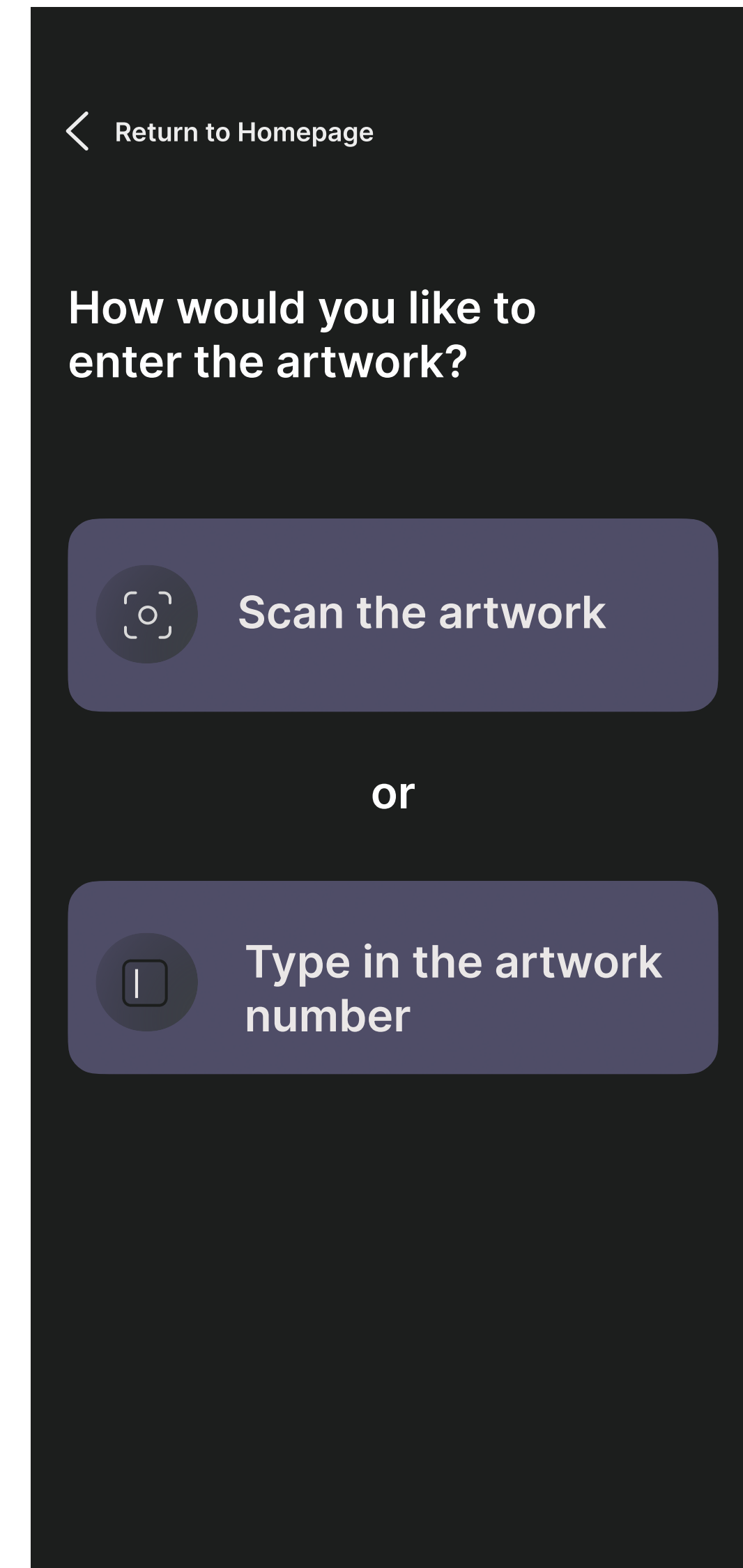
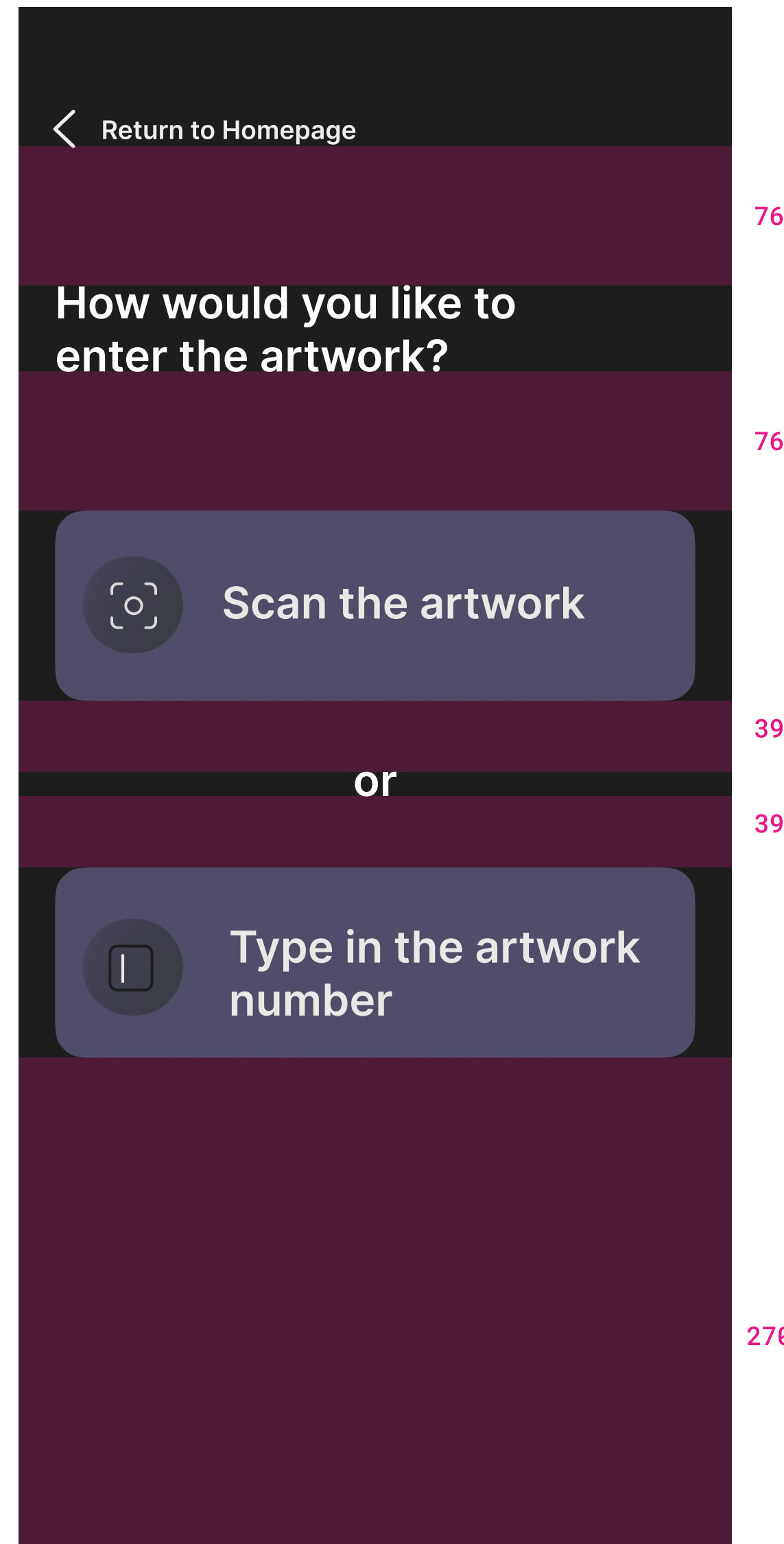
Templates

Homepage



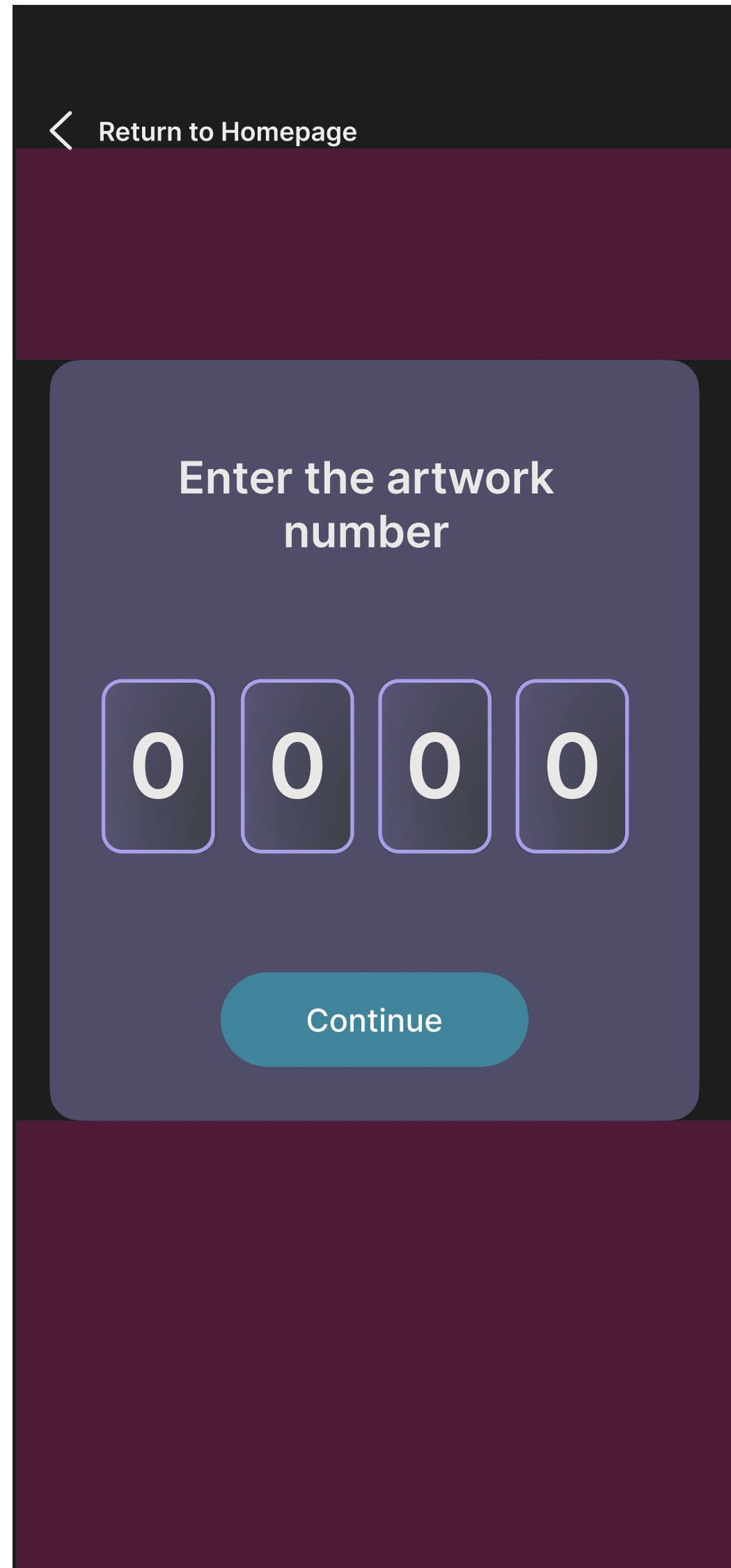
Templates

Art Inspection Selection



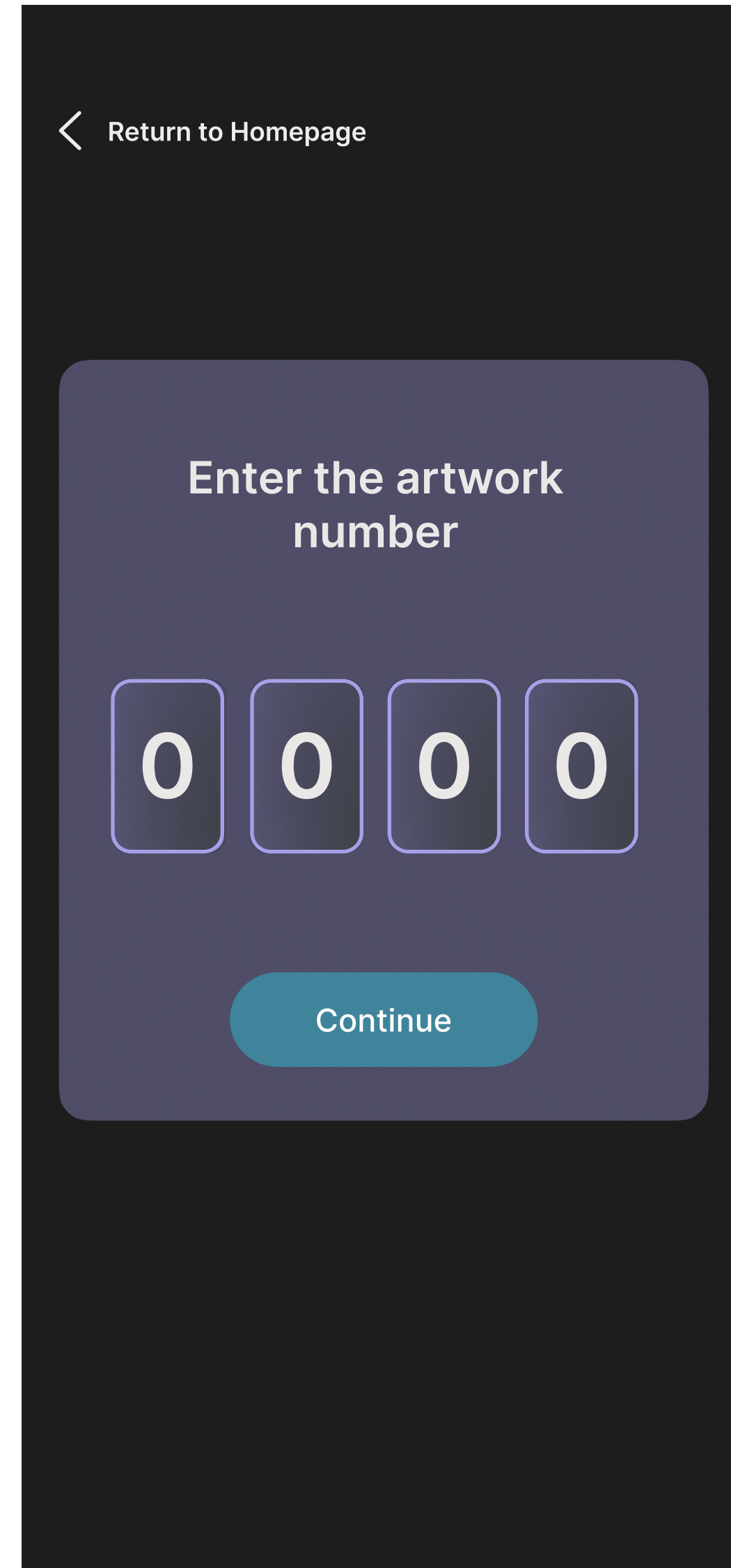
Templates

Art Number Input



114

243



Templates

Scan with Camera

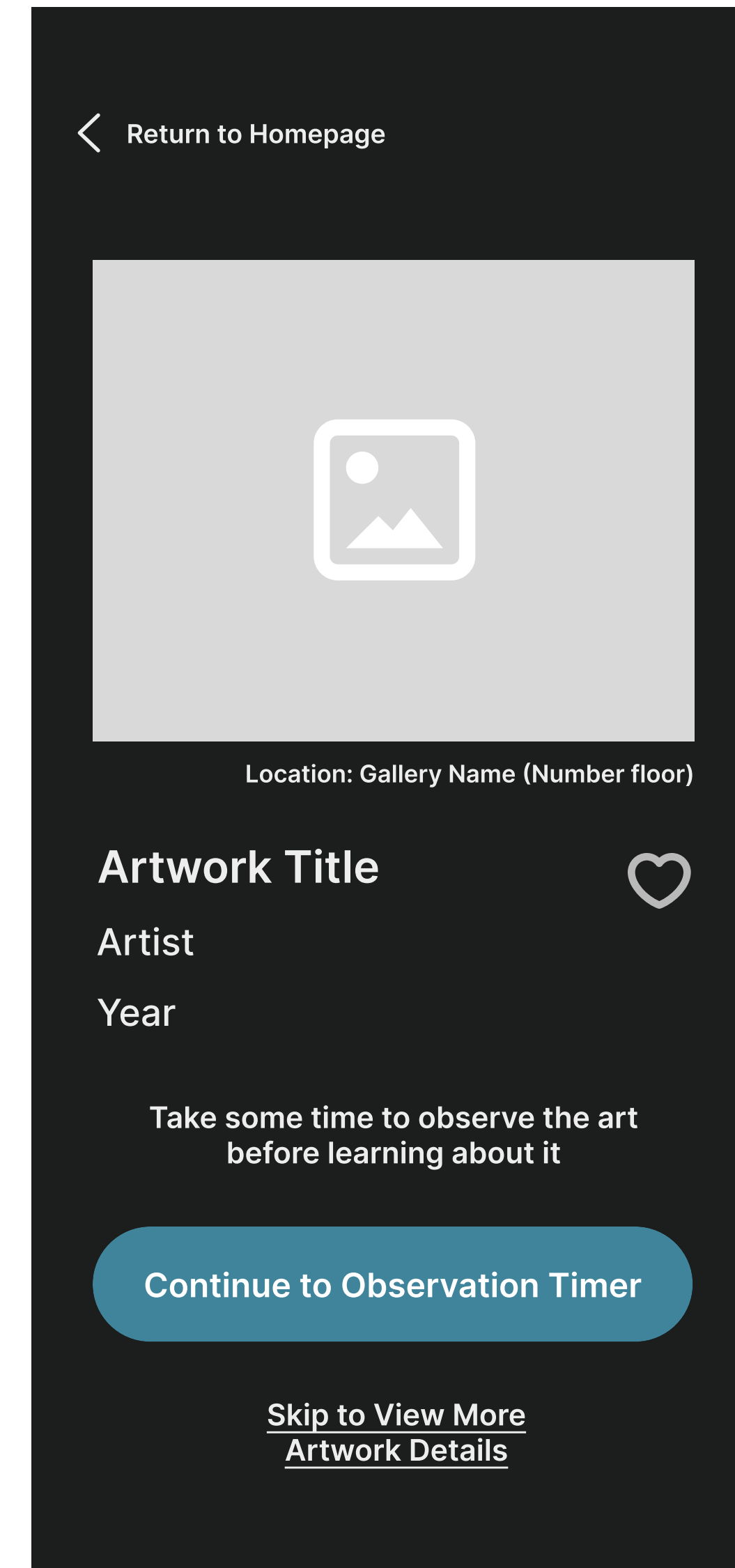
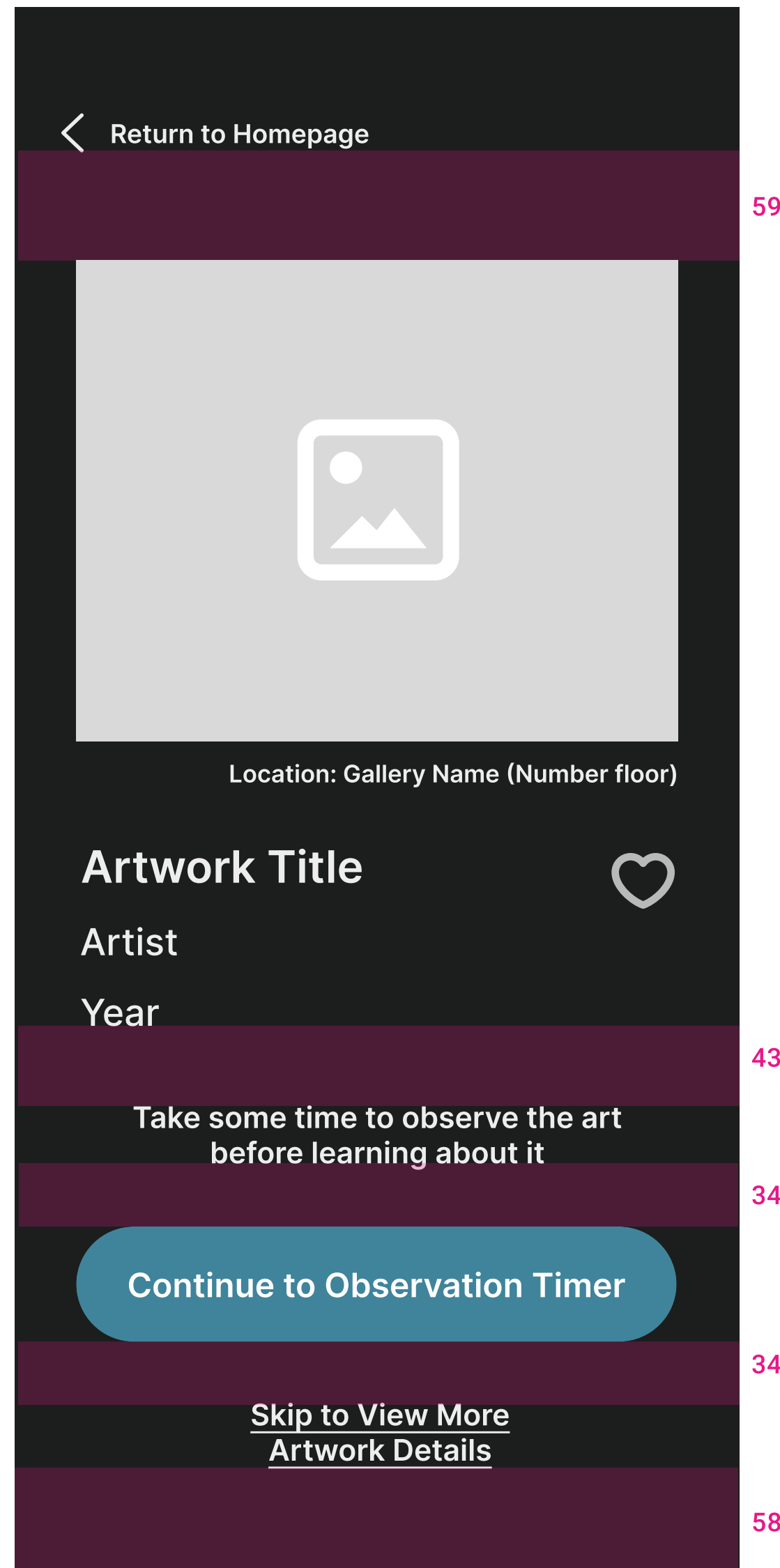


601



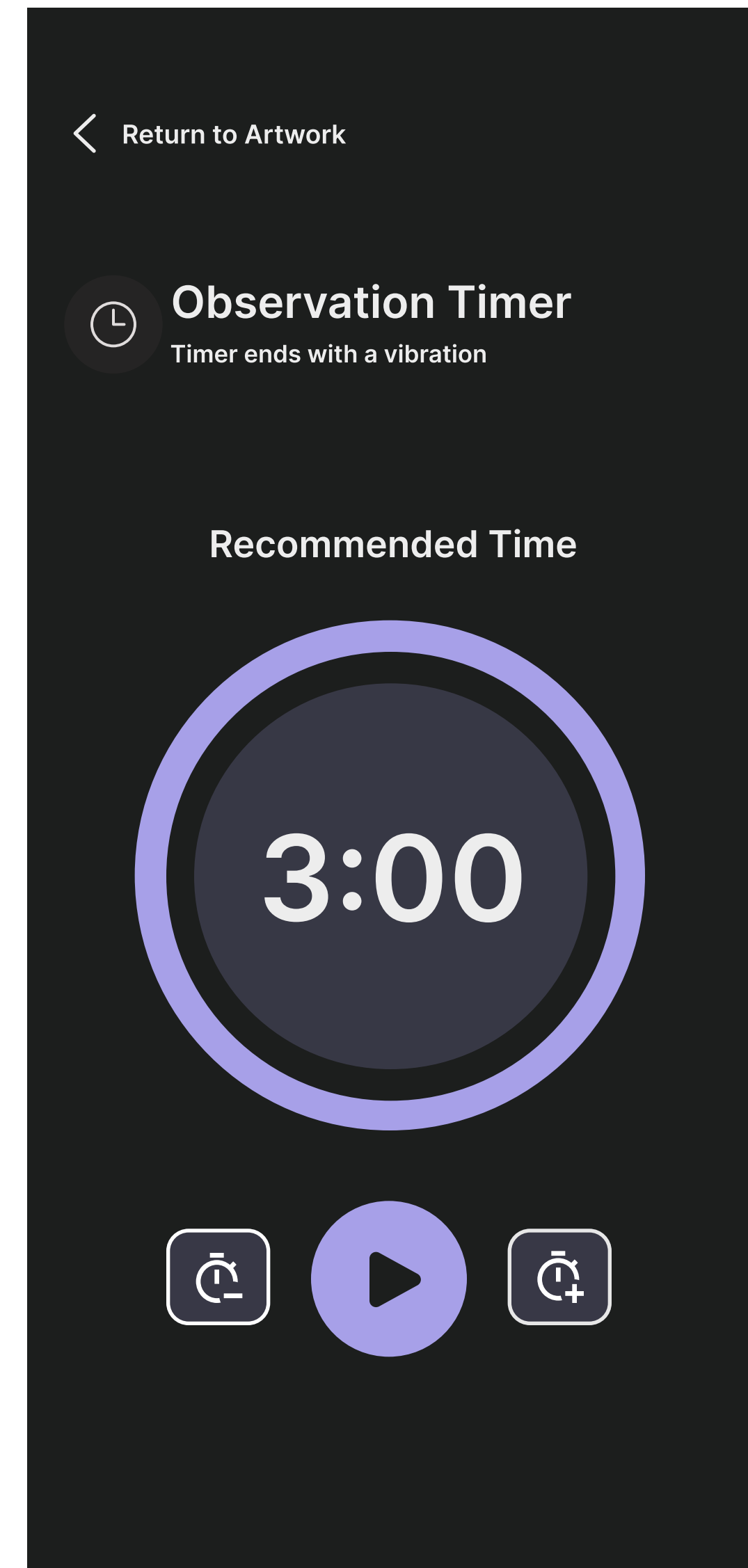
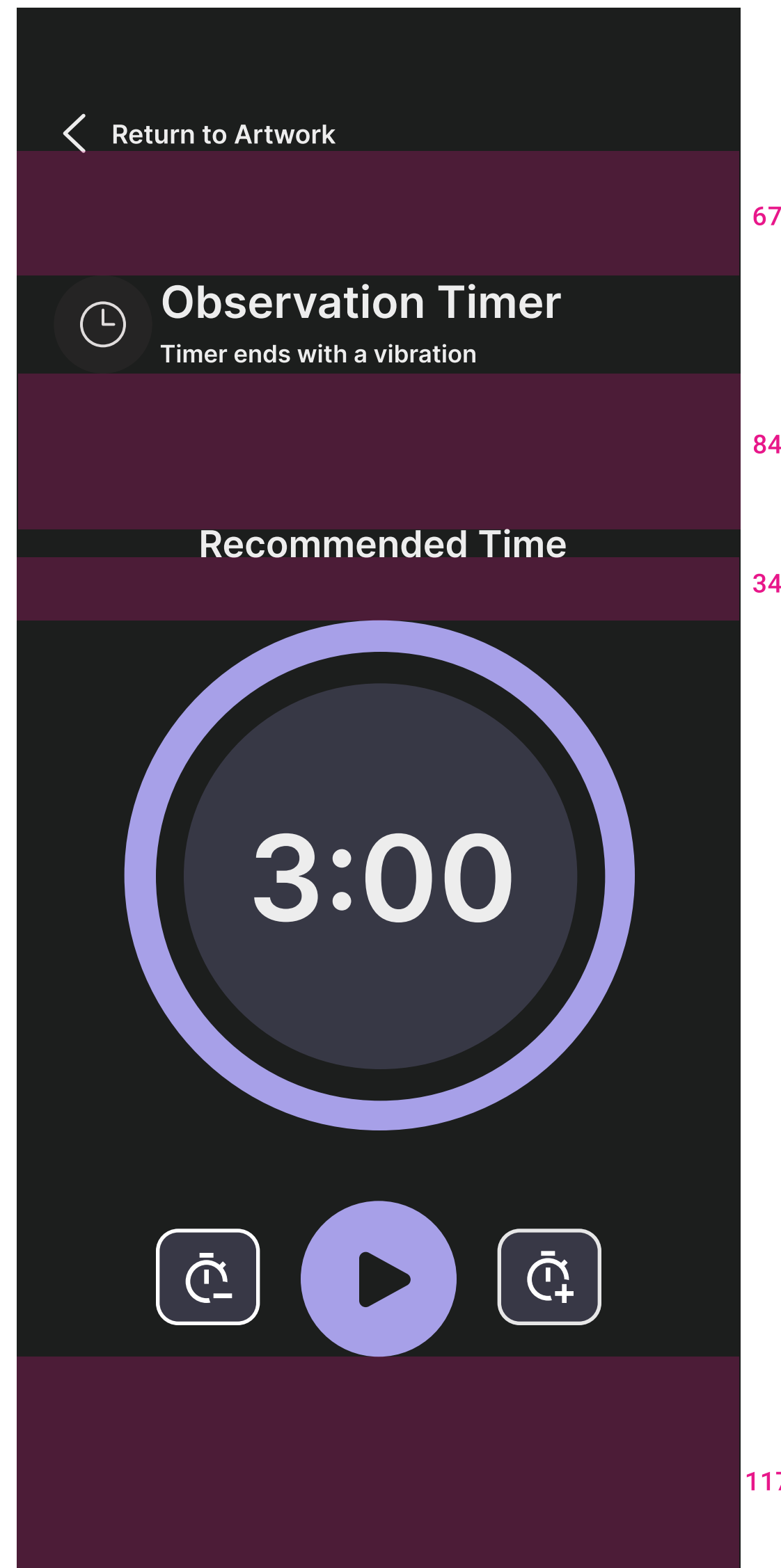
Templates

Artwork Found Screen



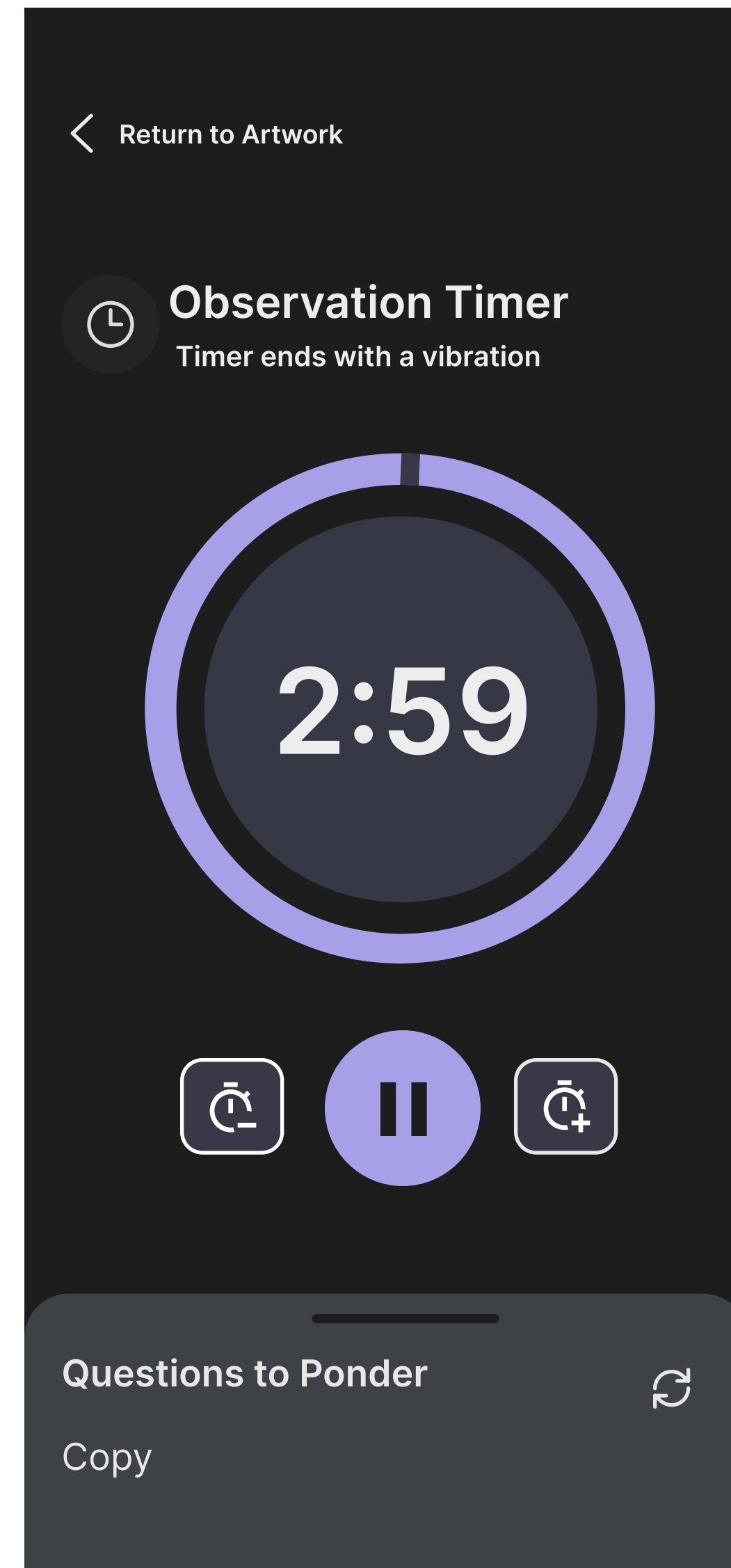
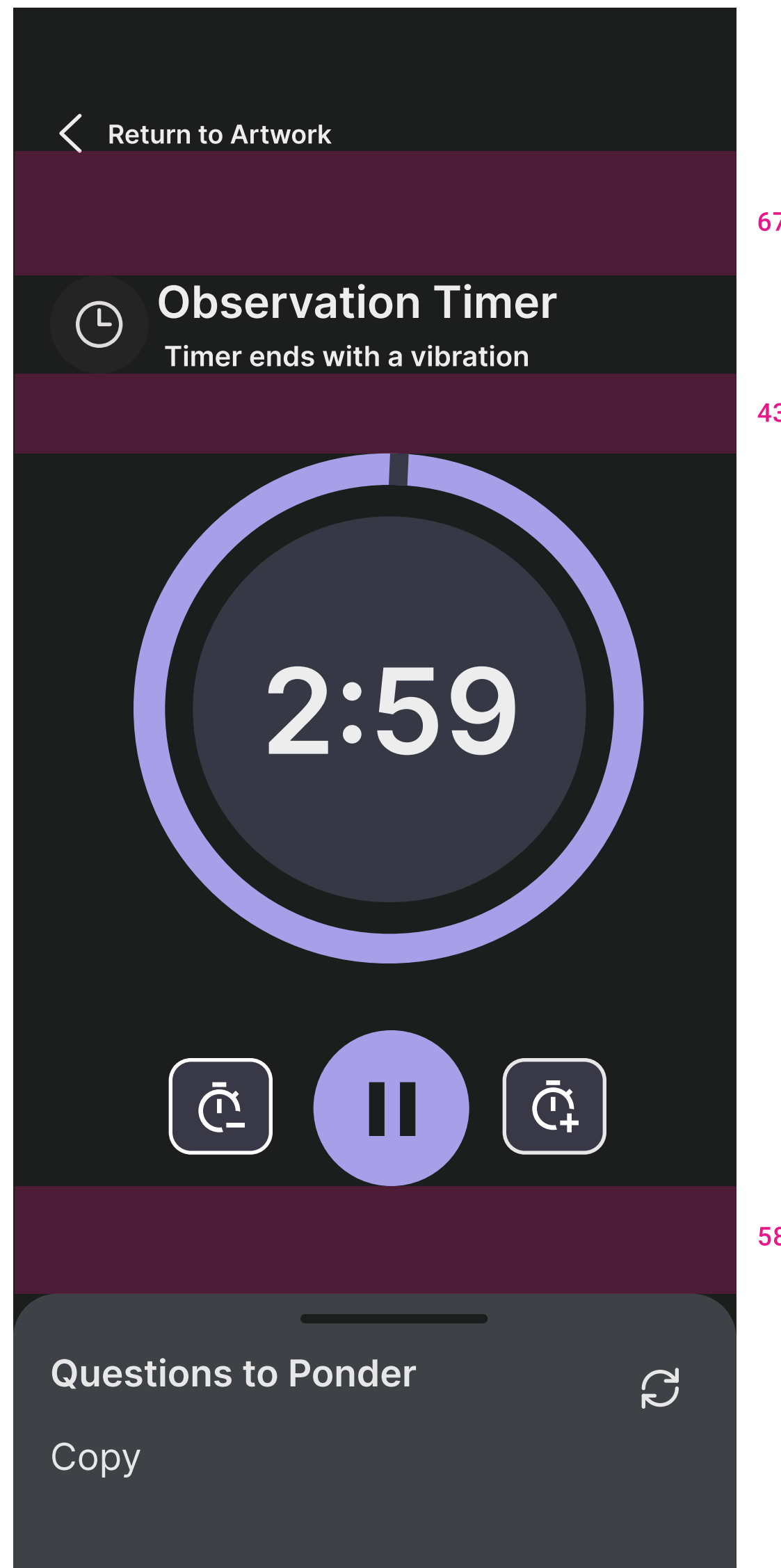
Templates

Observation Timer



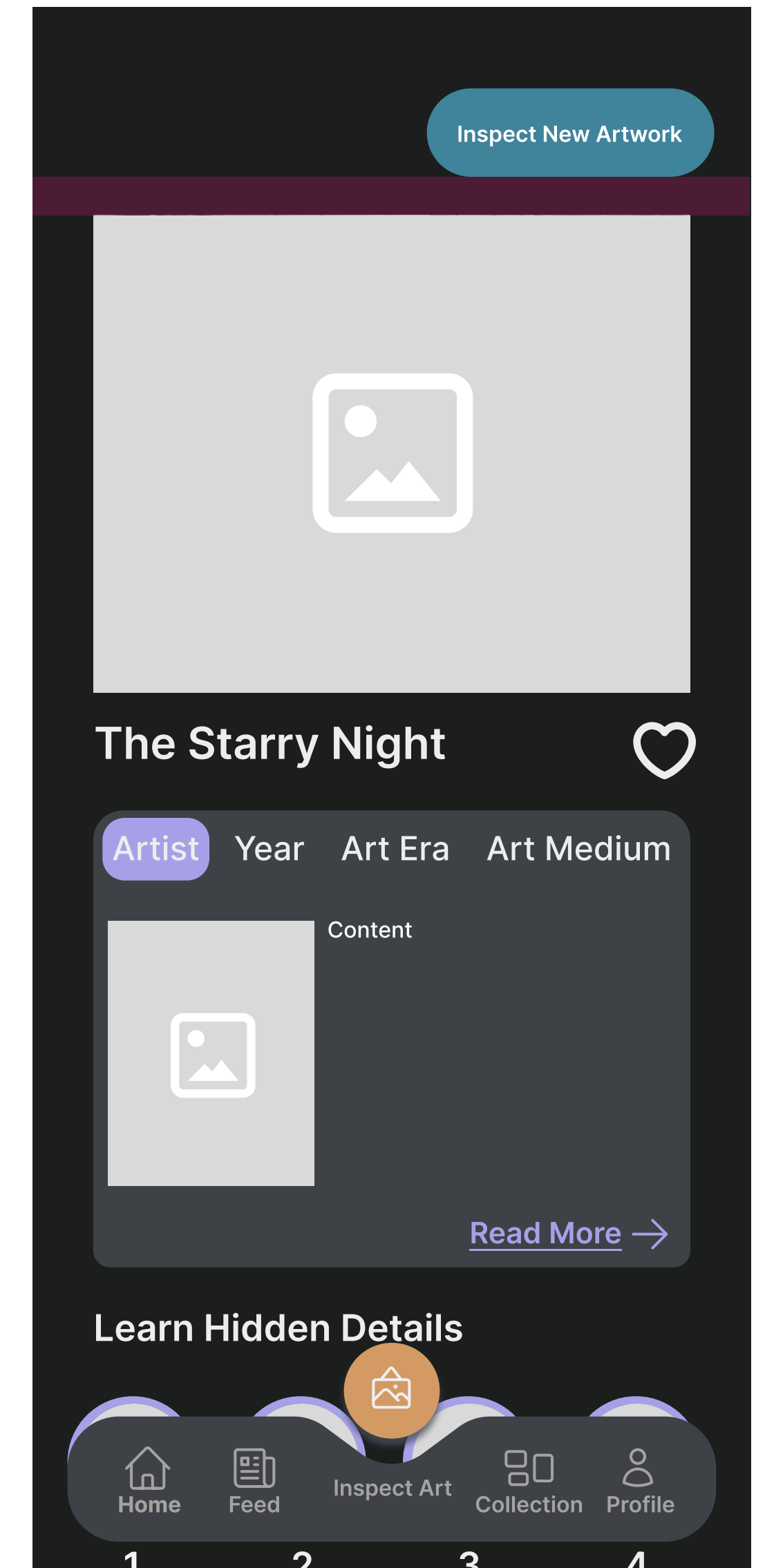
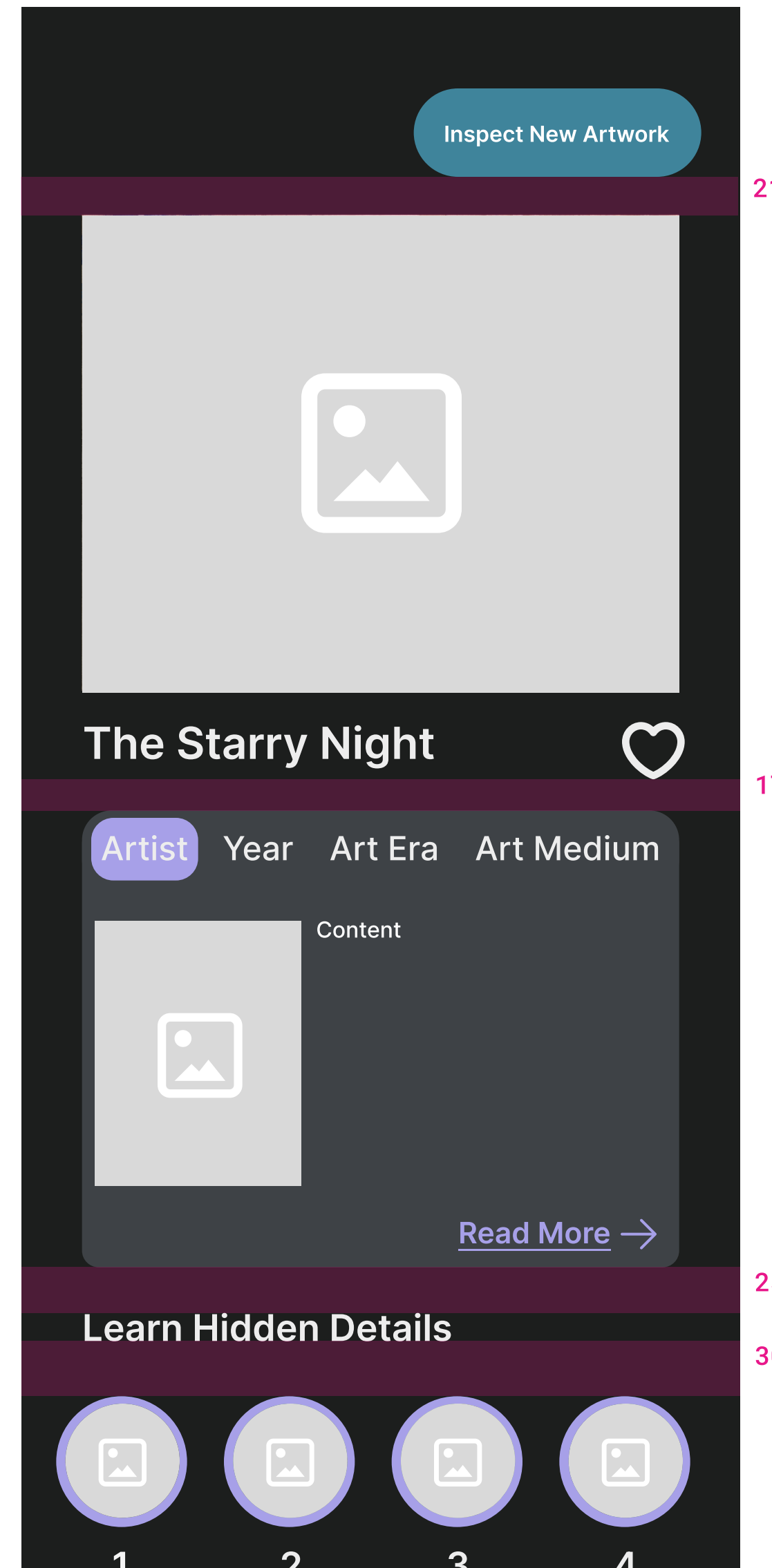
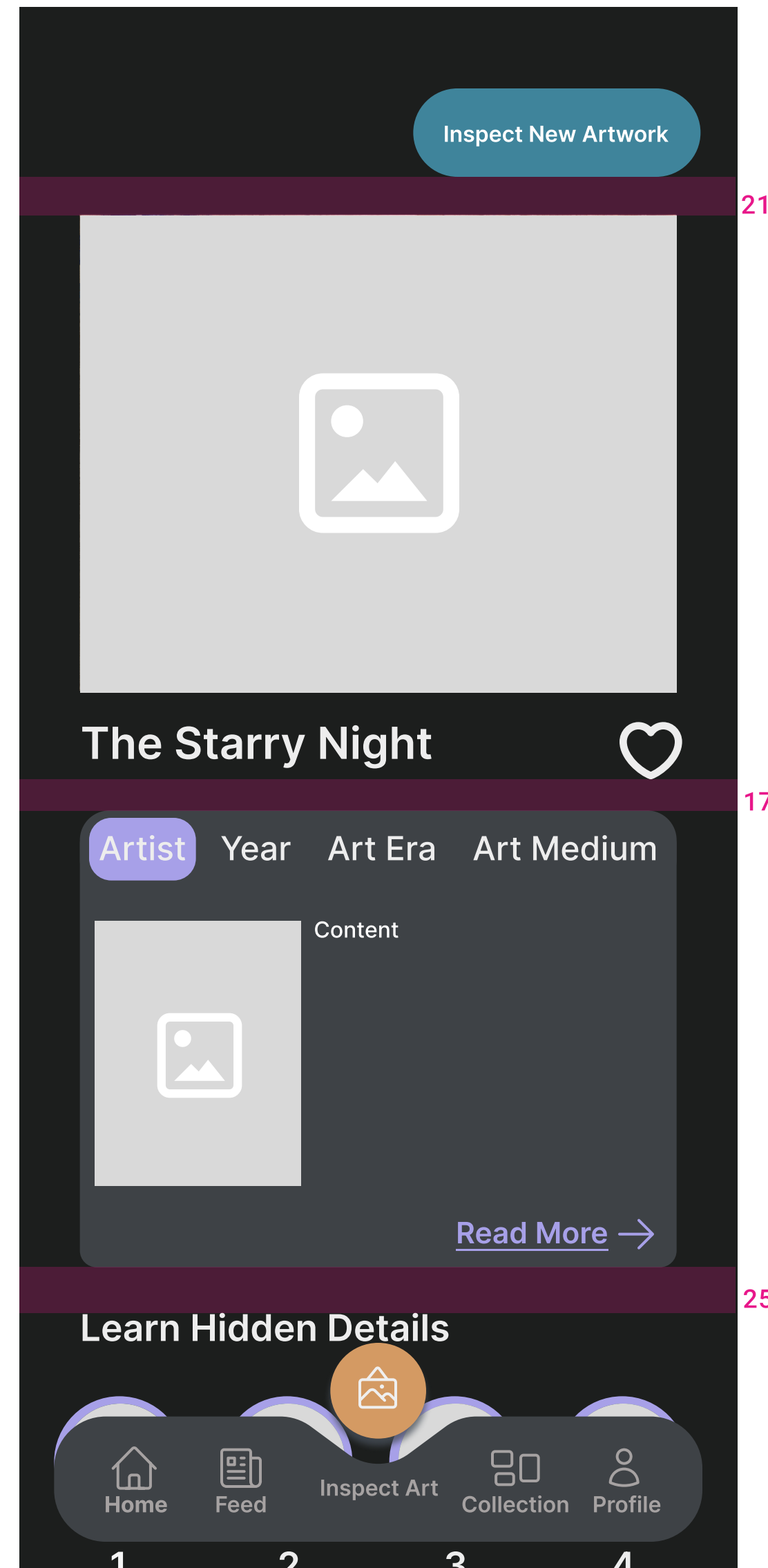
Templates

Observation Timer (started)



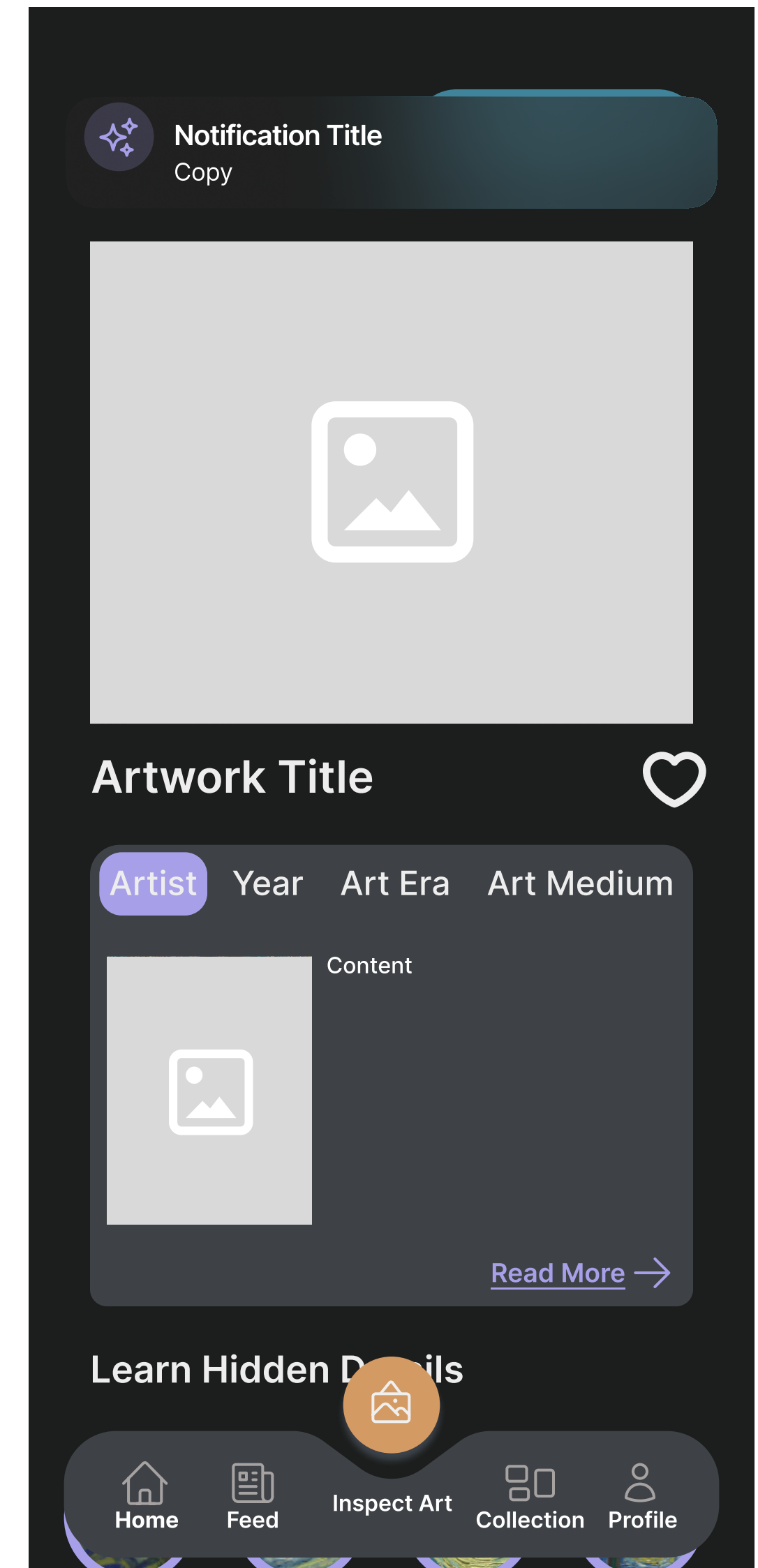
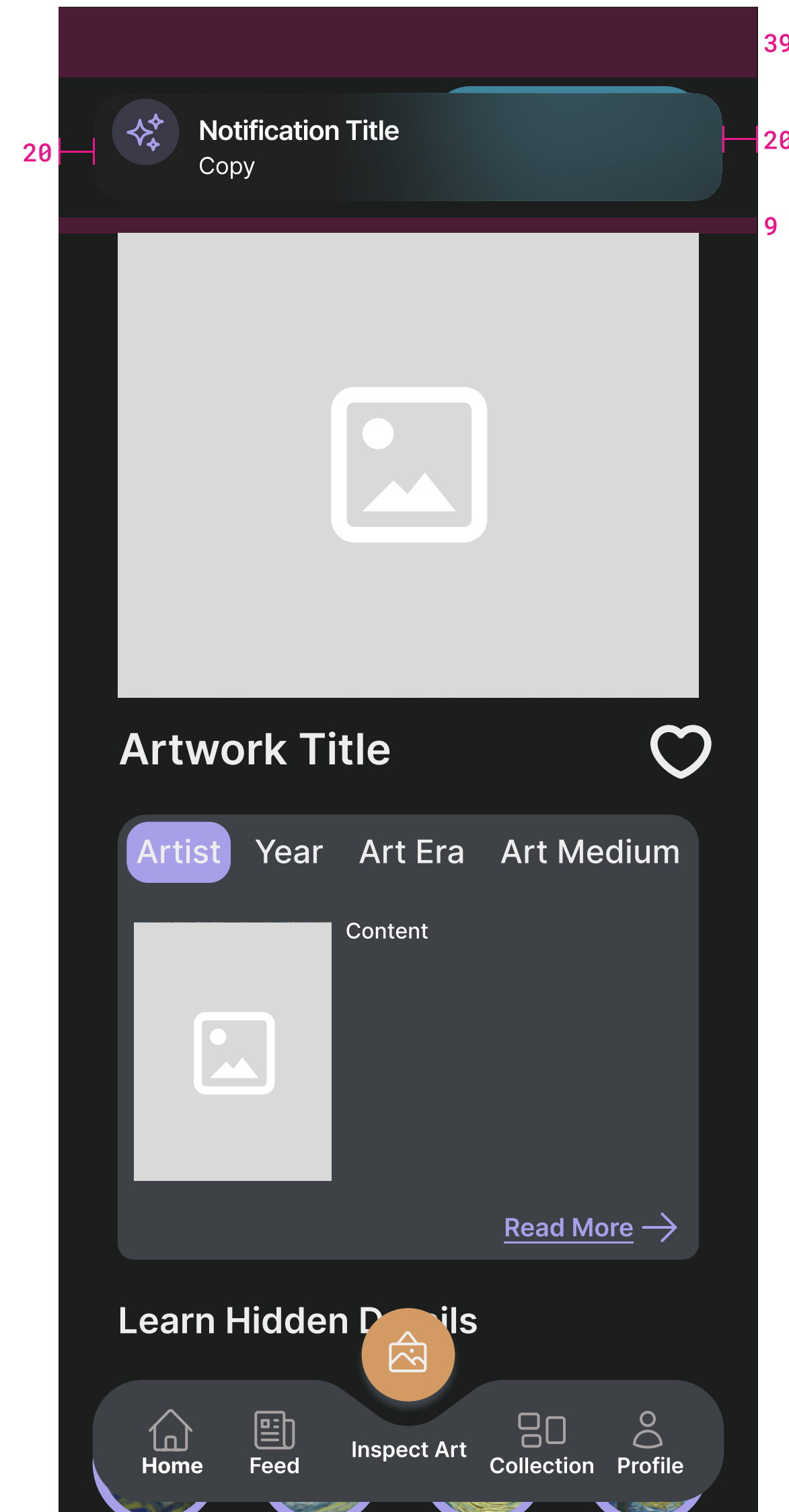
Templates

Artwork Information



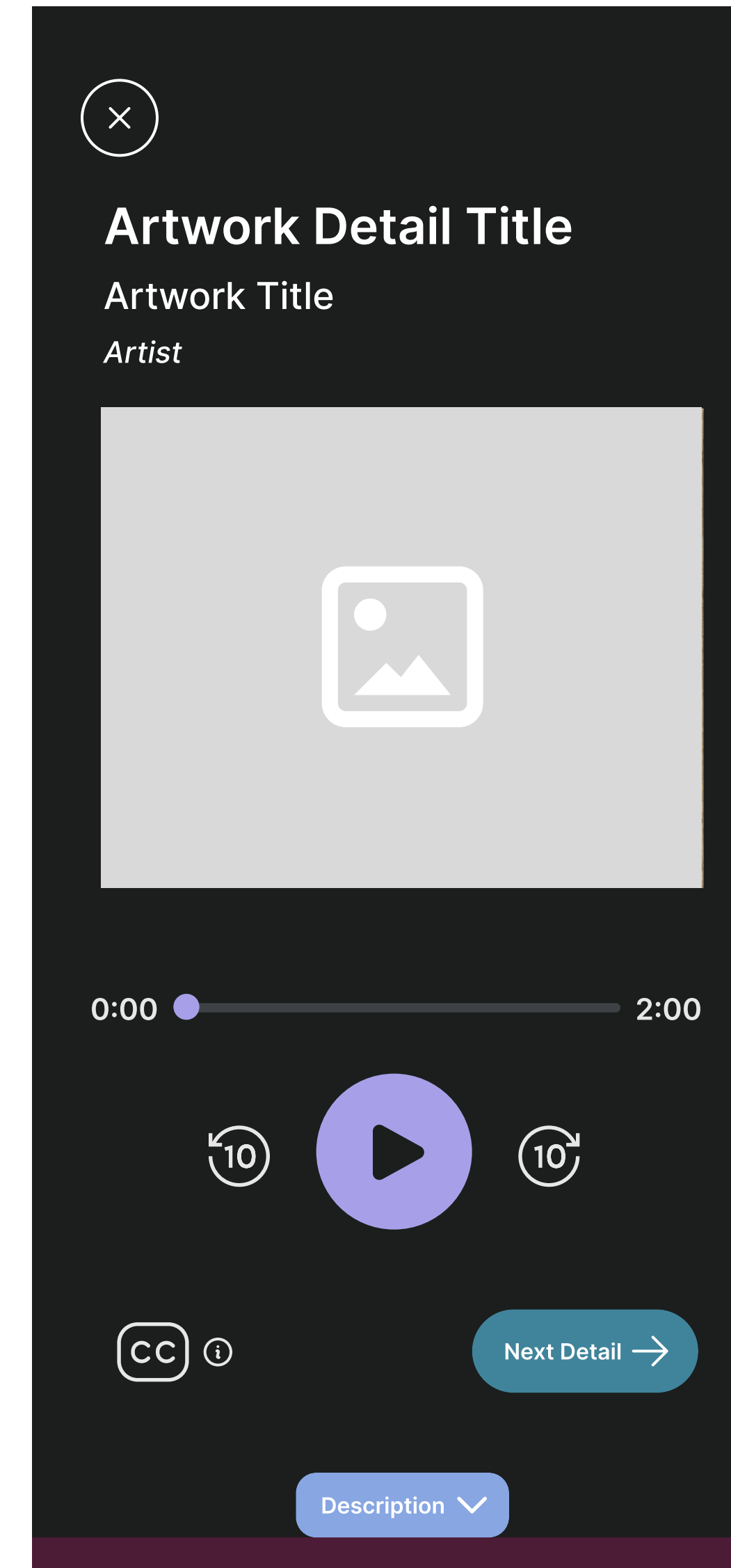
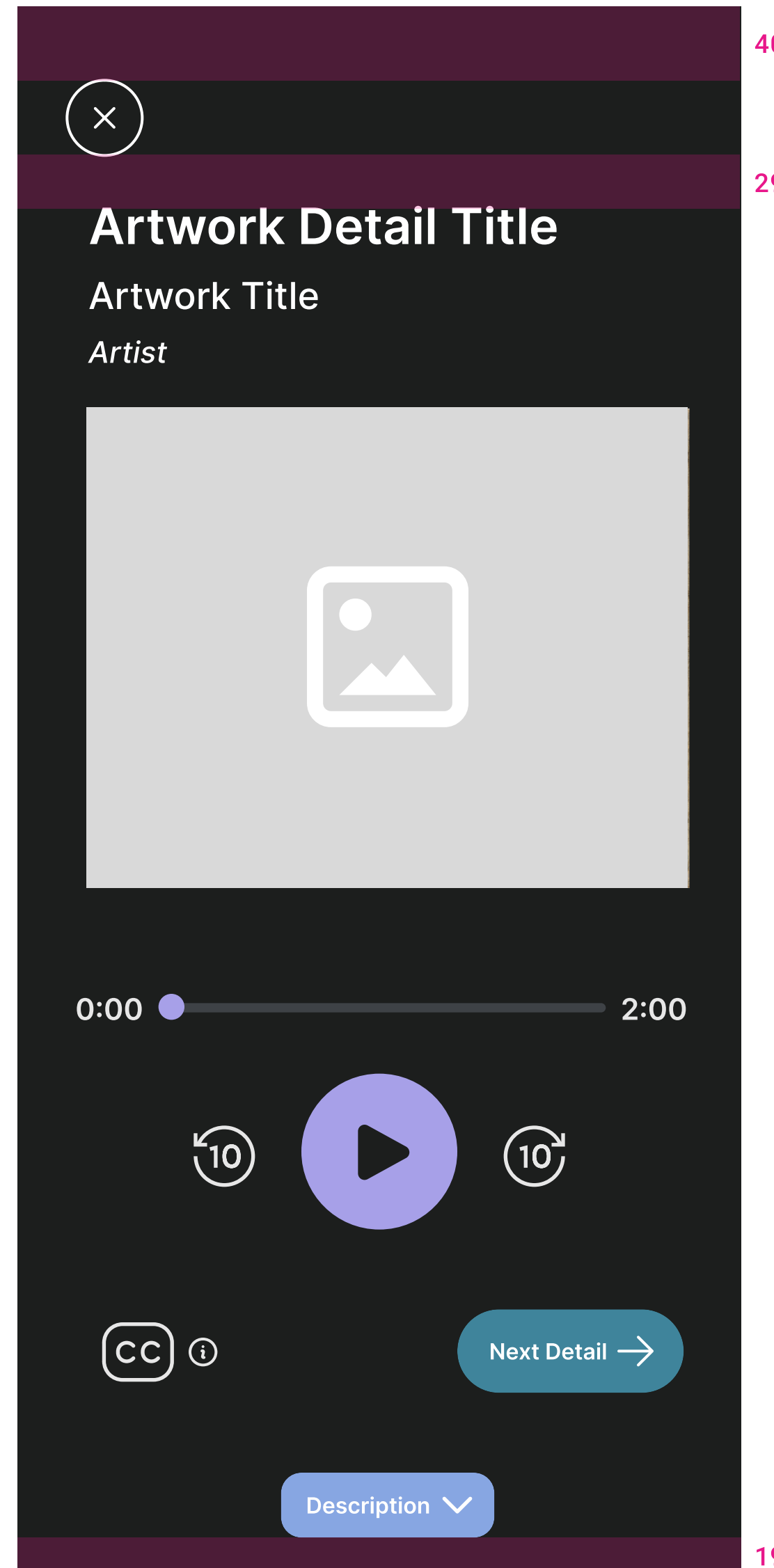
Templates

Artwork Information (notification)



Templates

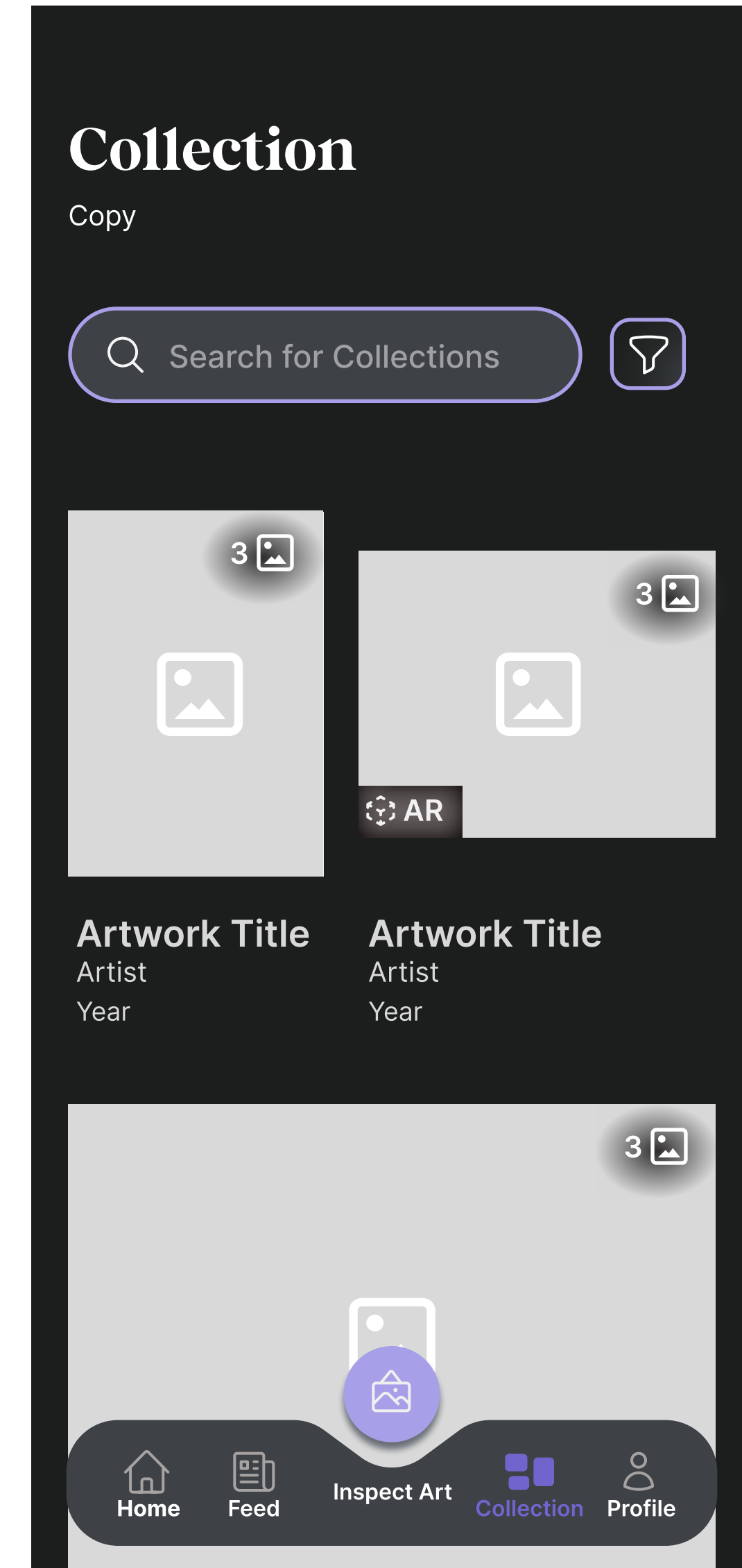
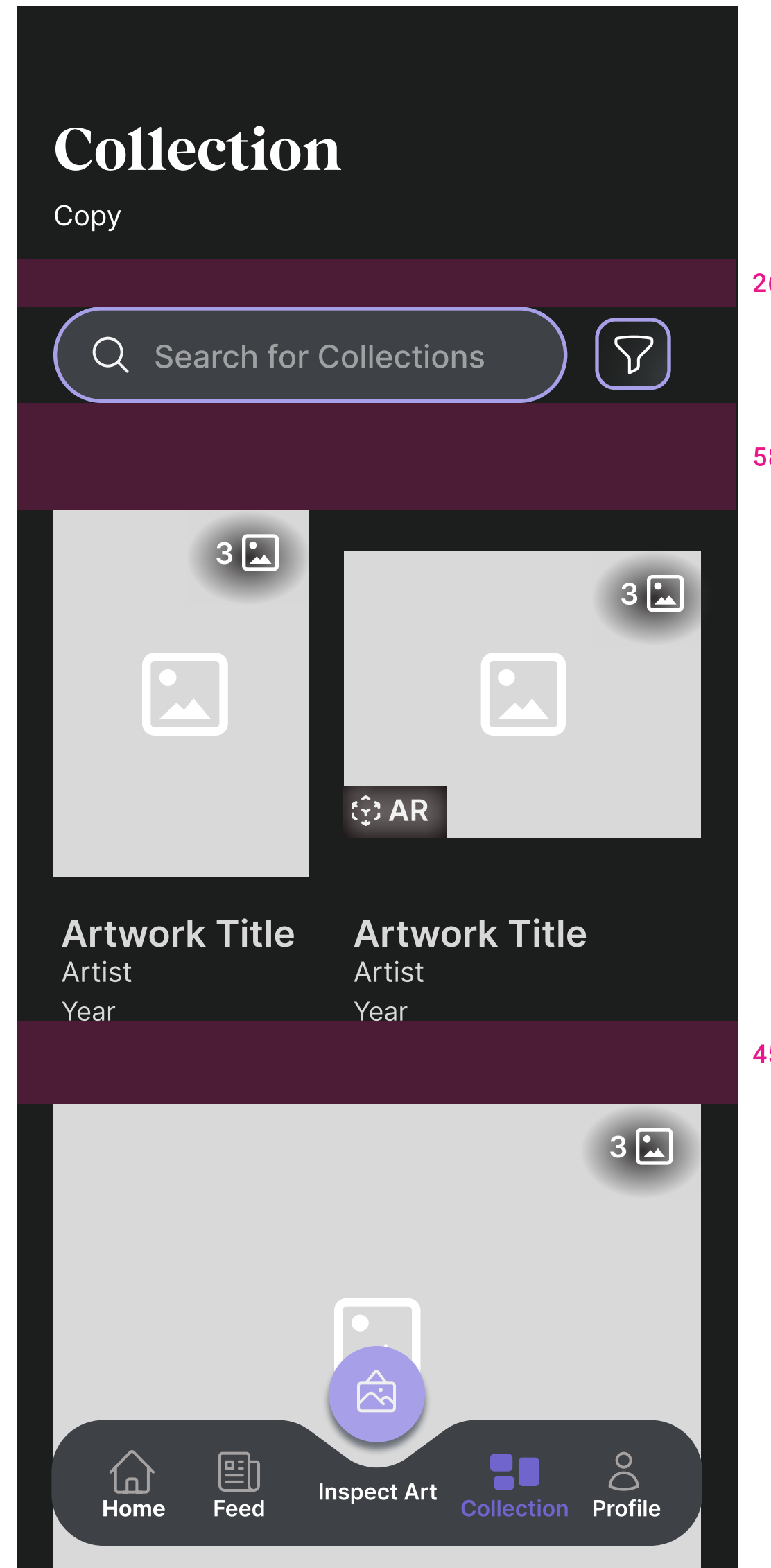
Artwork Hidden Detail Page



Templates

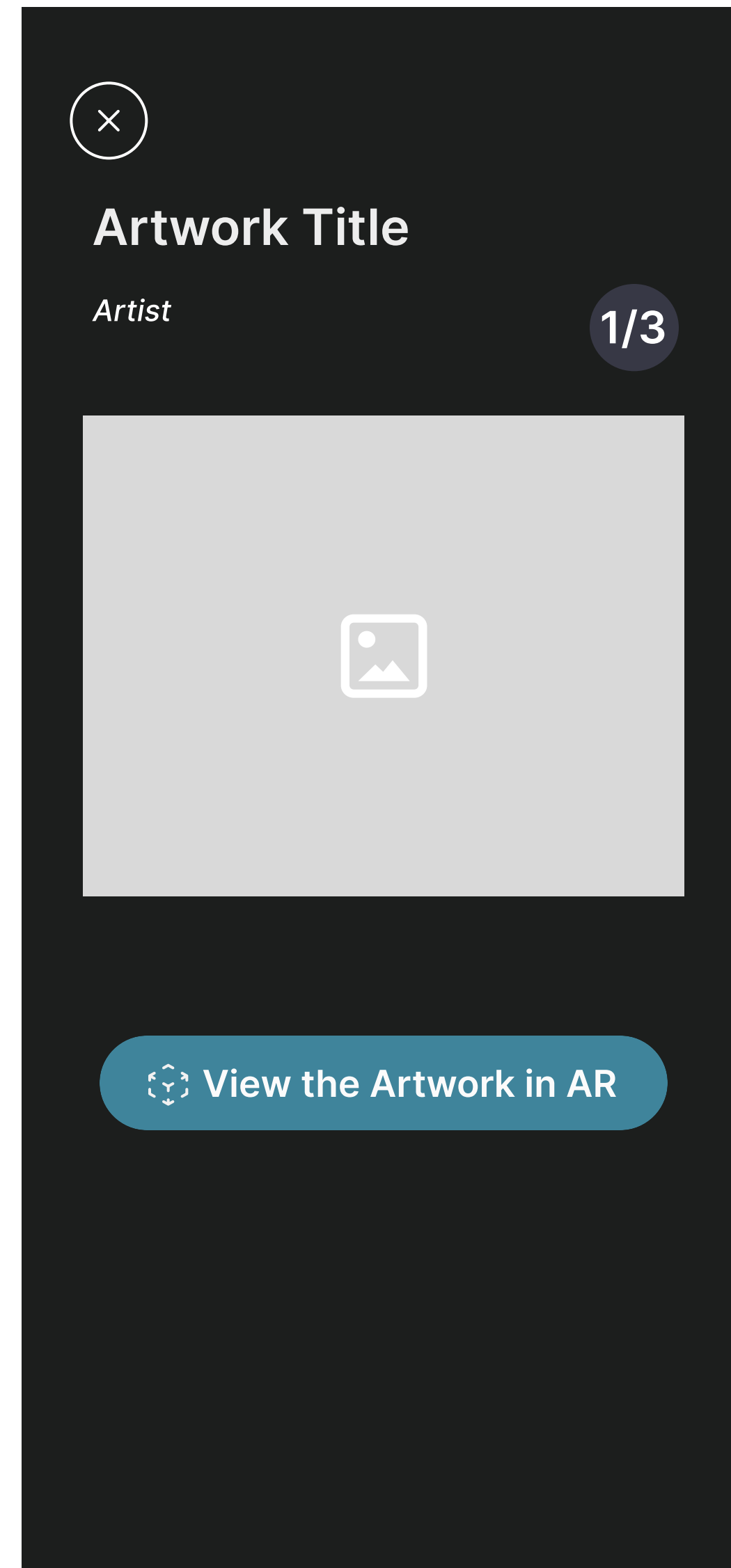
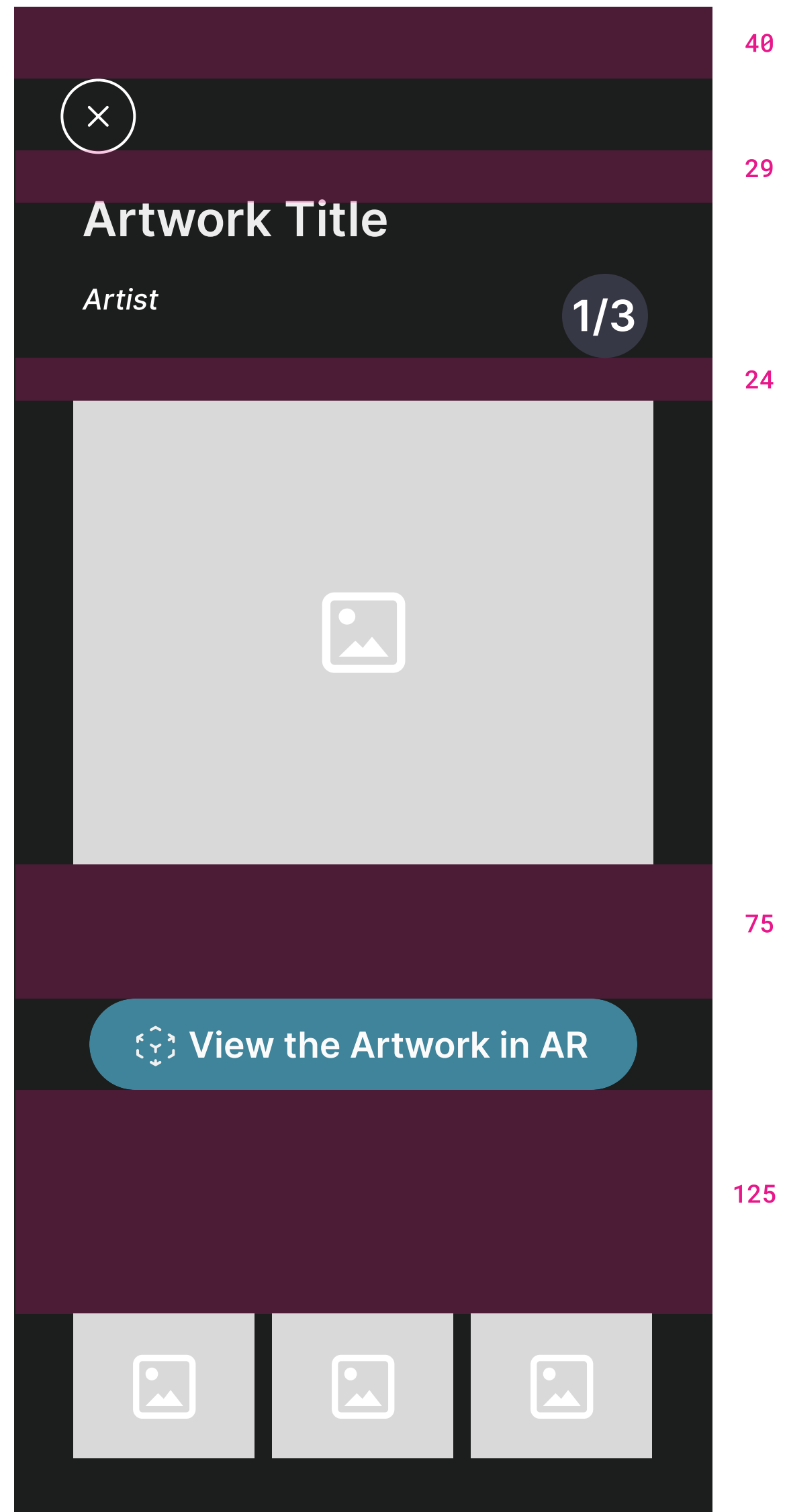
Collection page

Masonry Cards



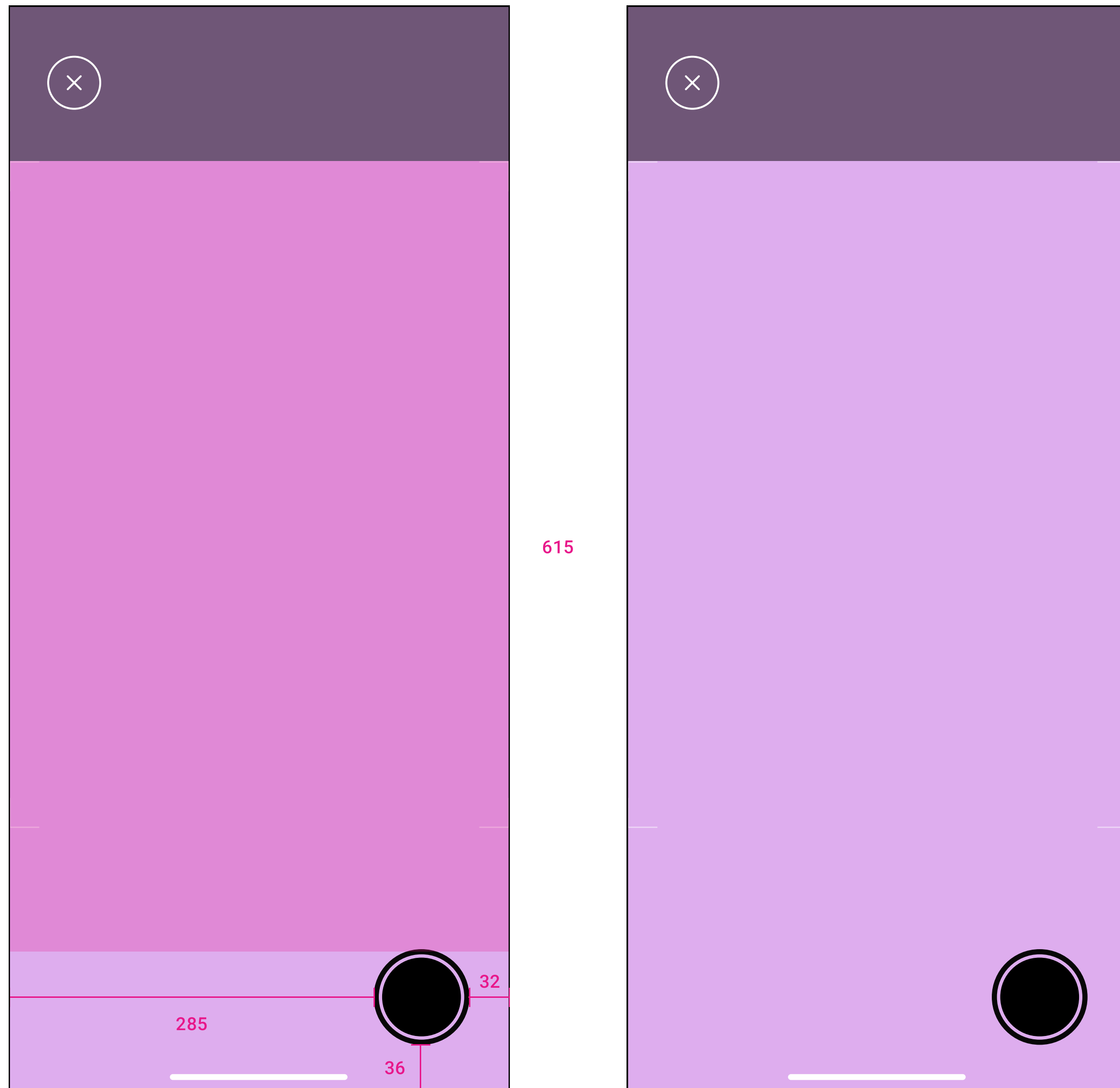
Templates

Liked Artwork Images & AR



Templates

AR Camera

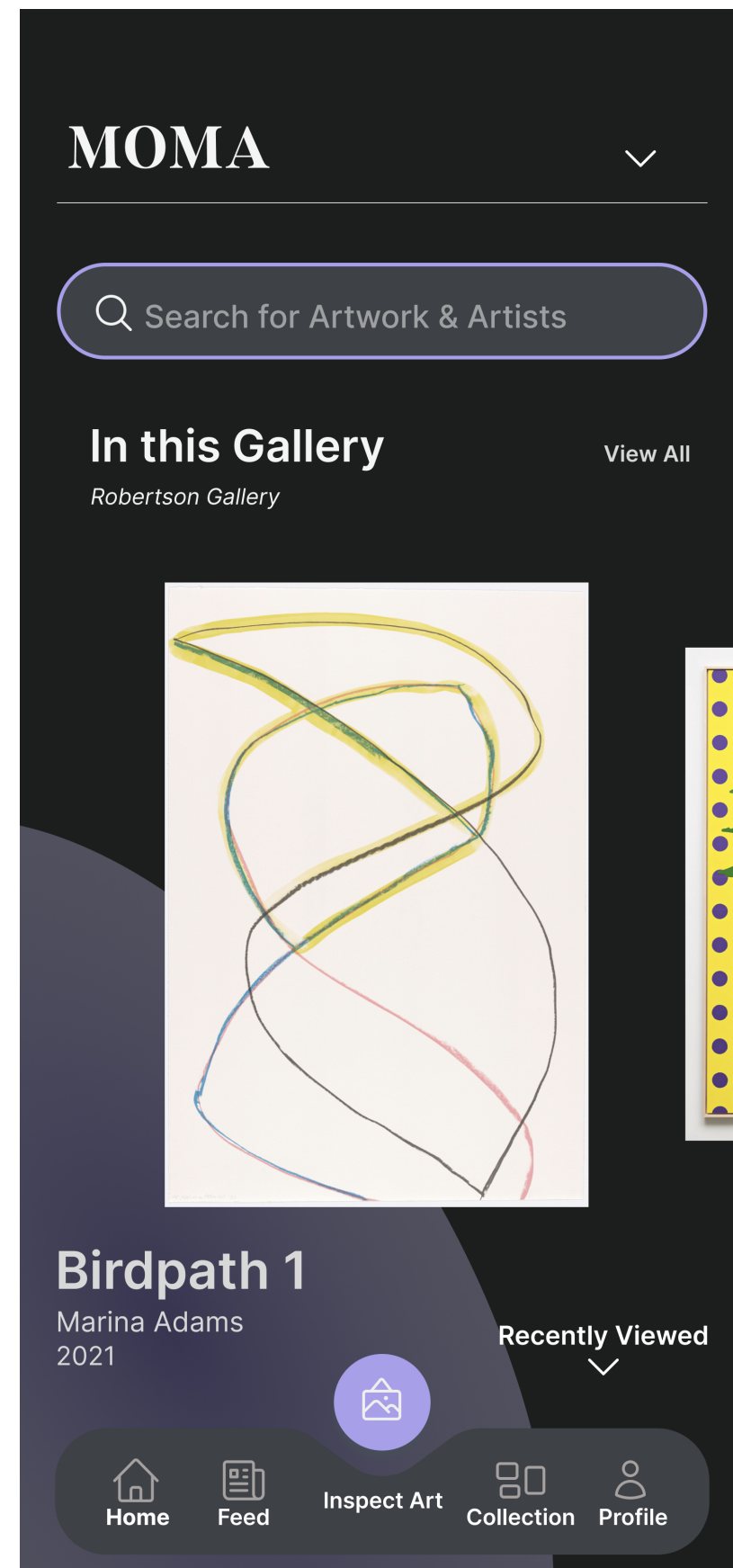


UI Library: Pages

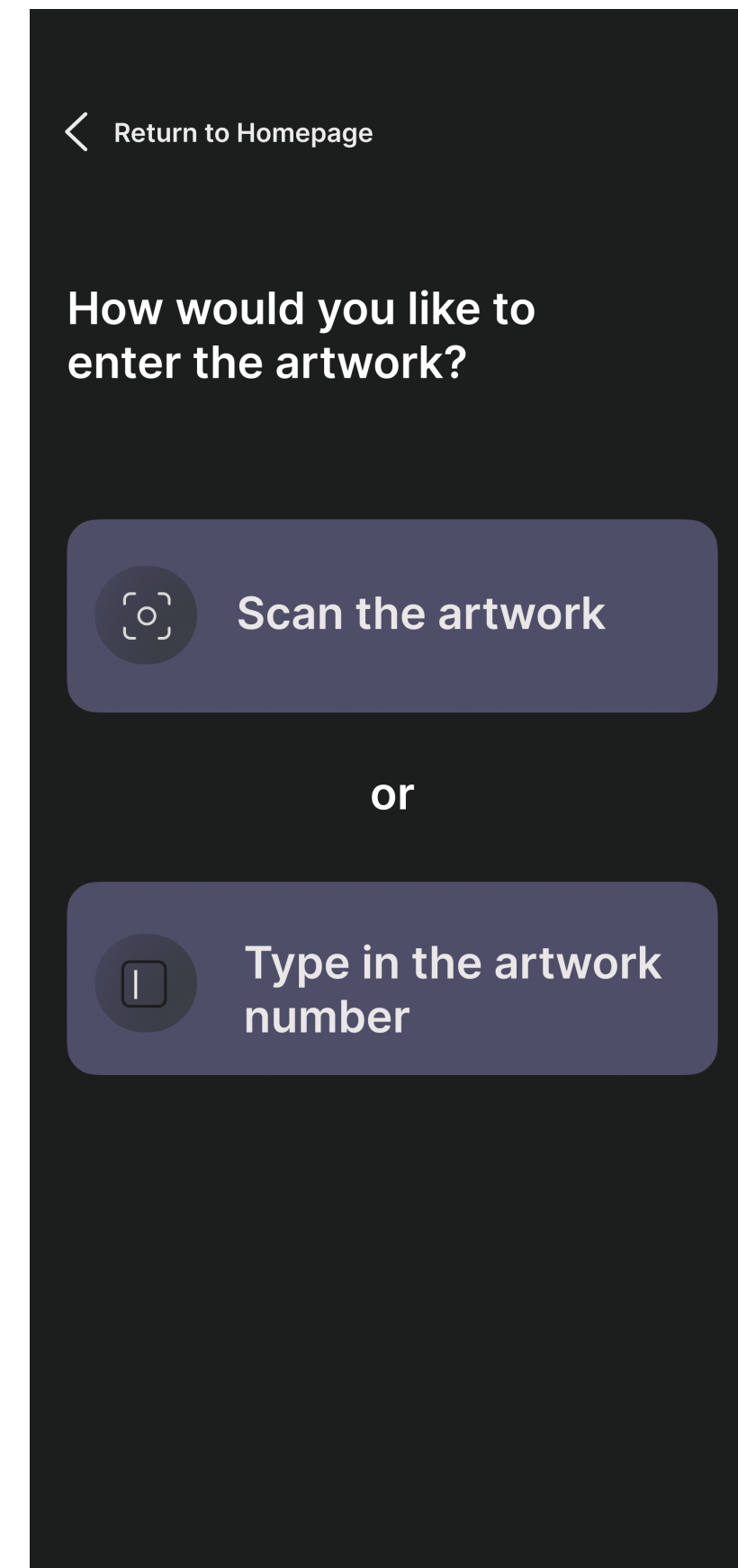
Pages

Flow 1#

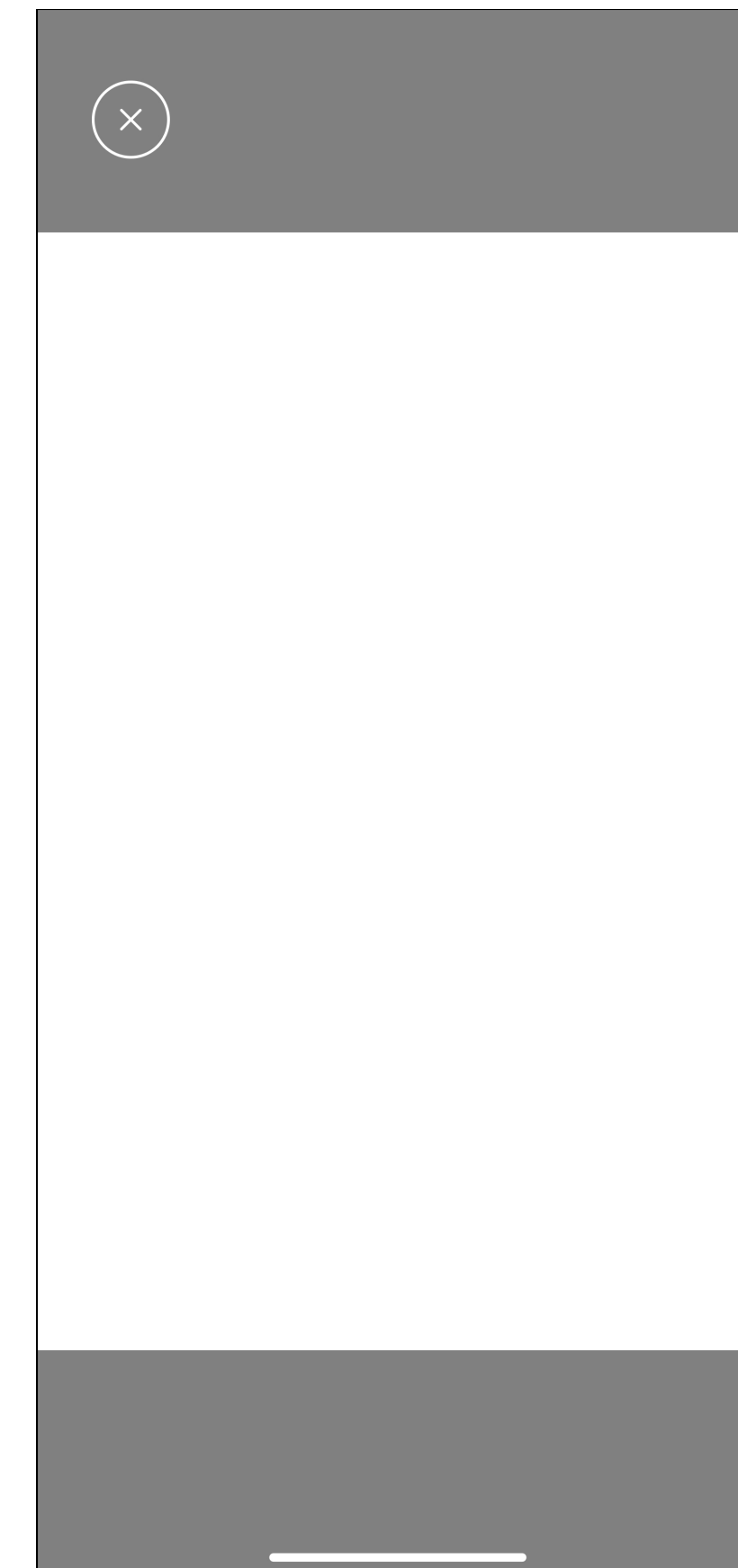
Homepage



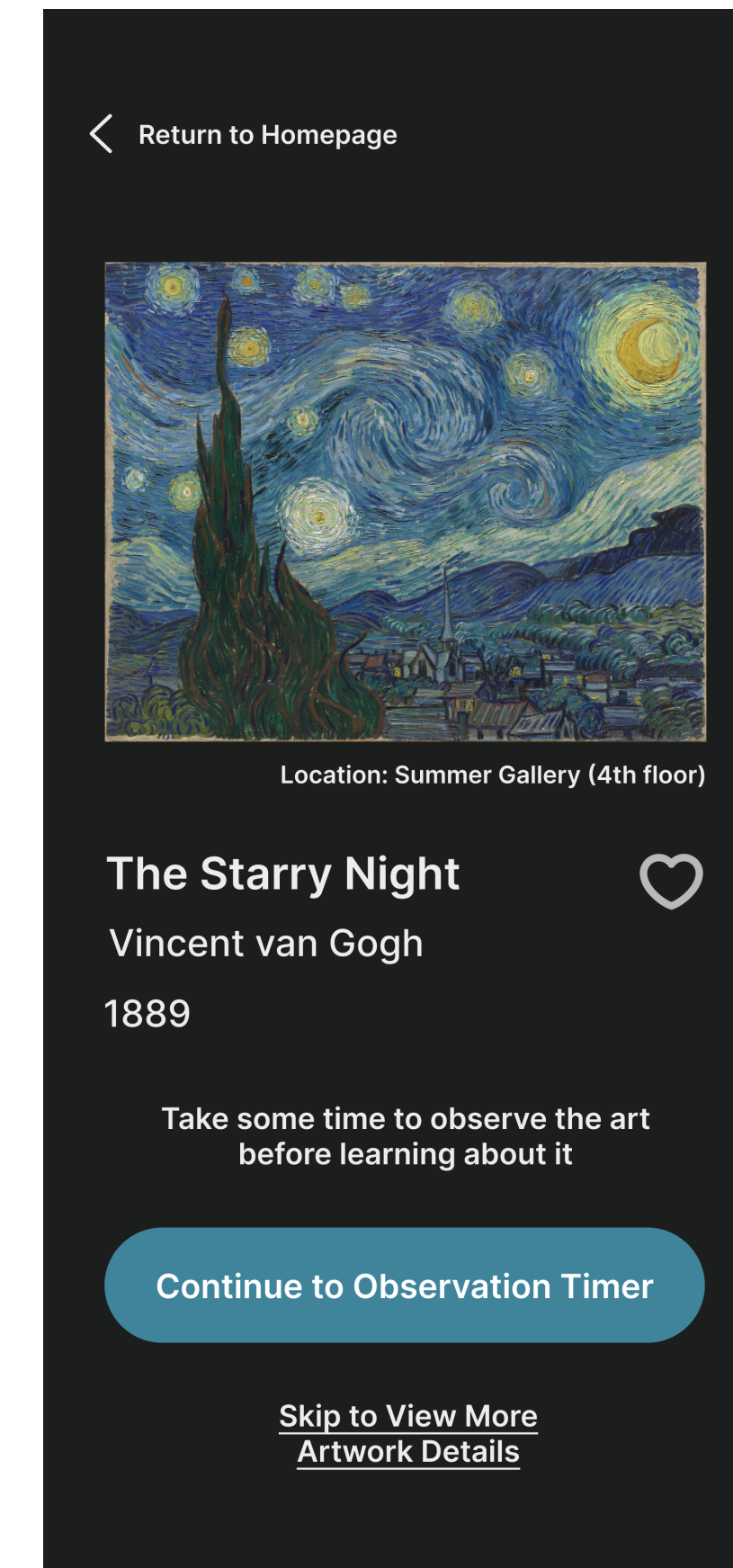
Art Inspection Selection



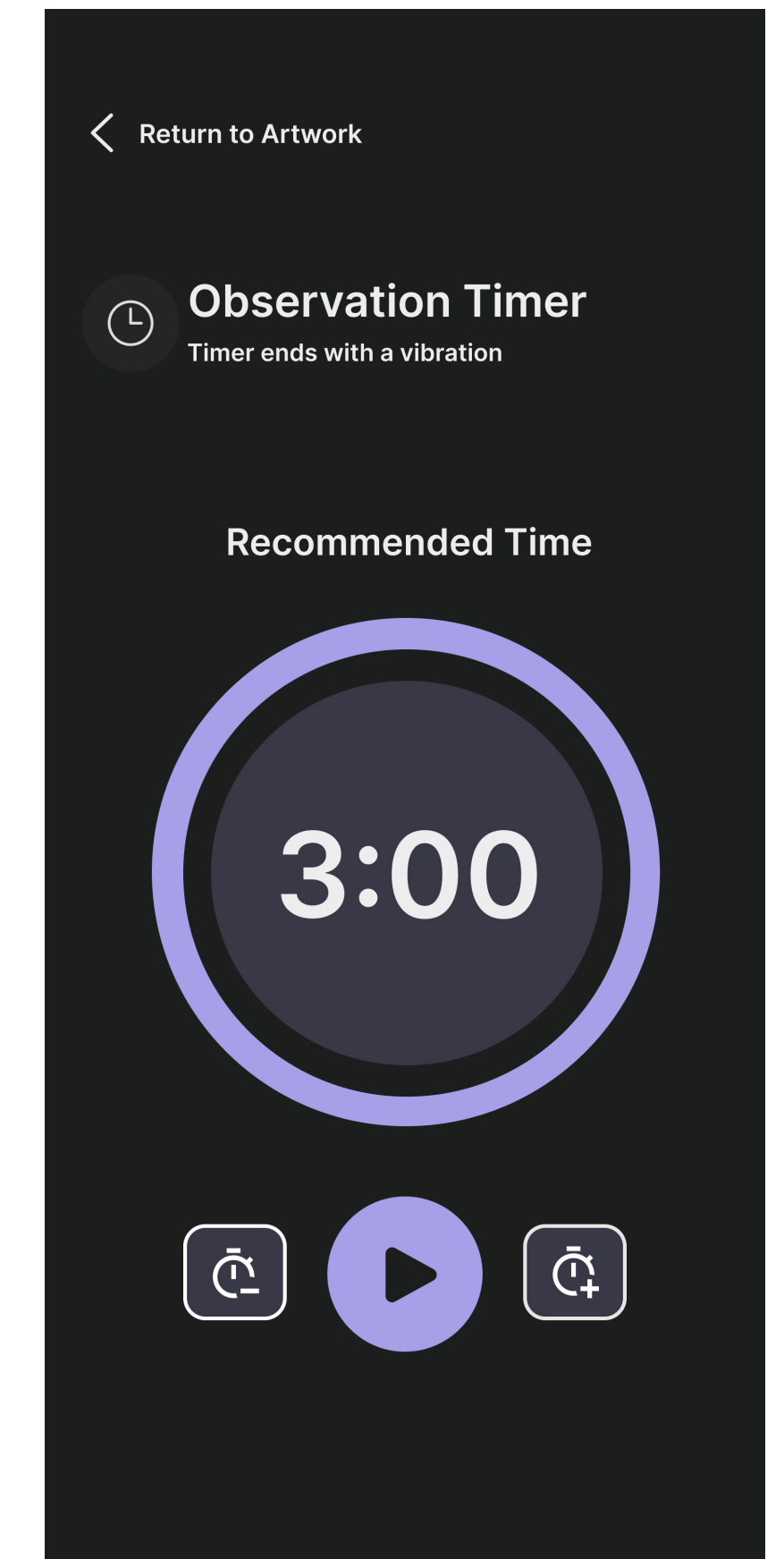
Scan with Camera



Artwork Found Screen



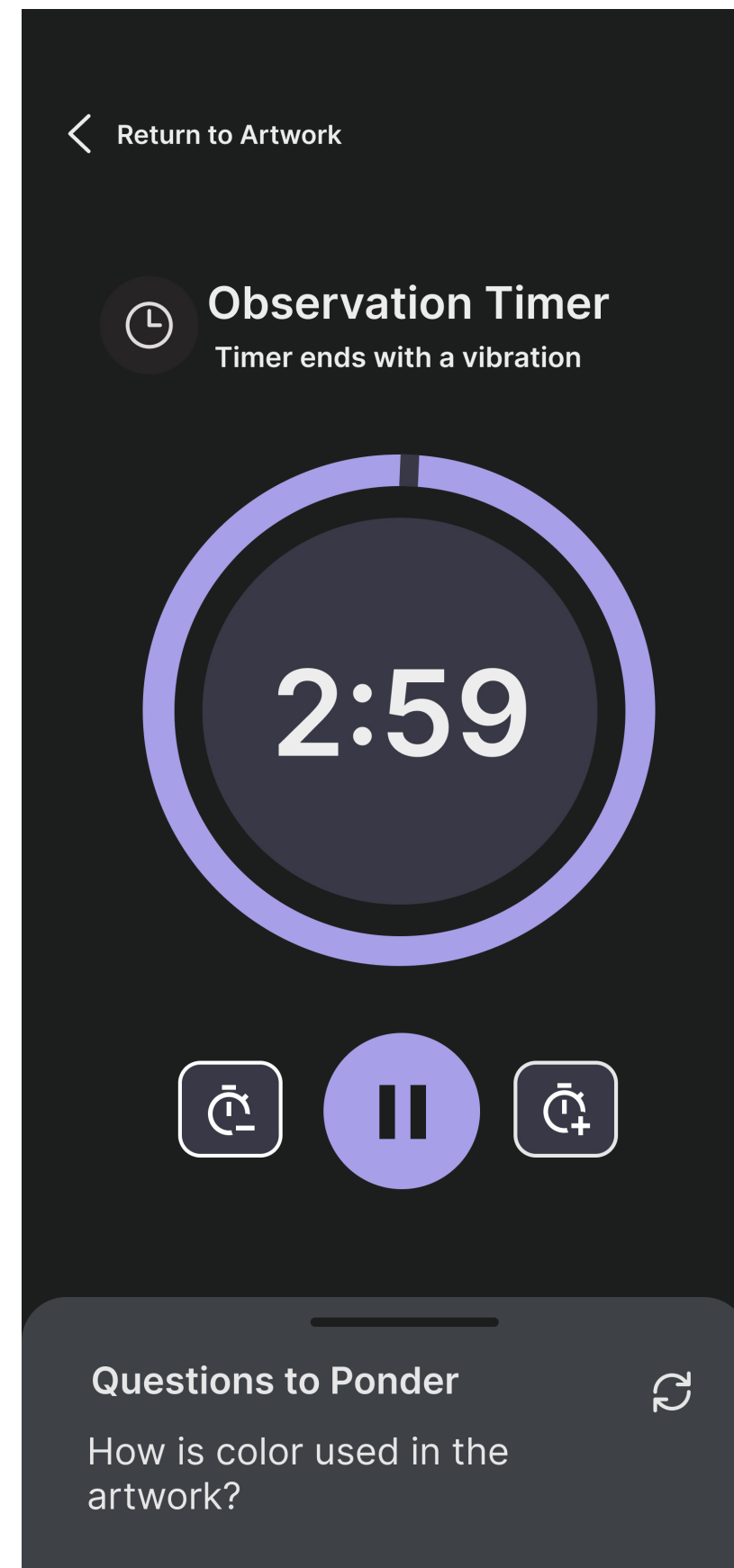
Observation Timer



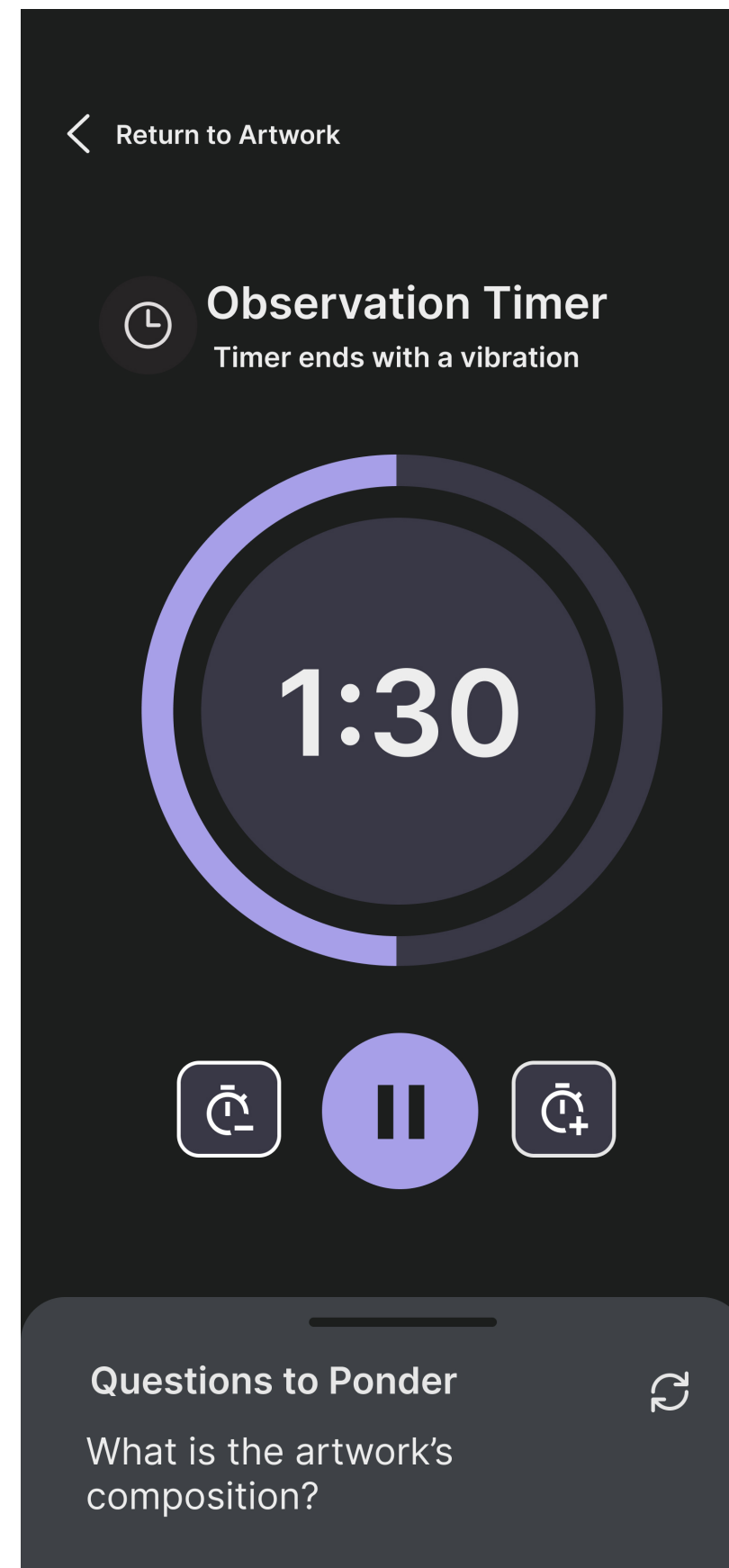
Pages

Flow 1#

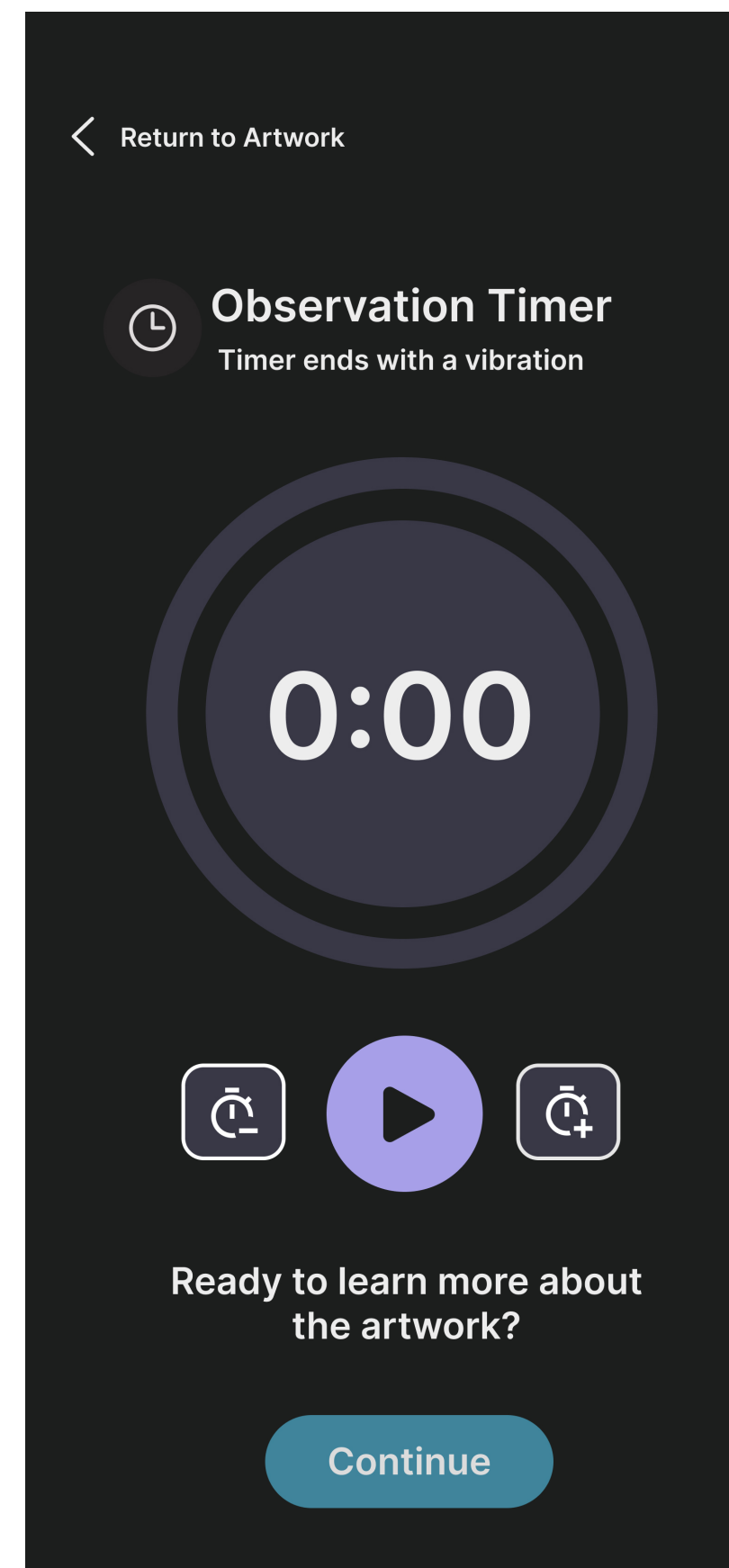
Observation Timer
(started)



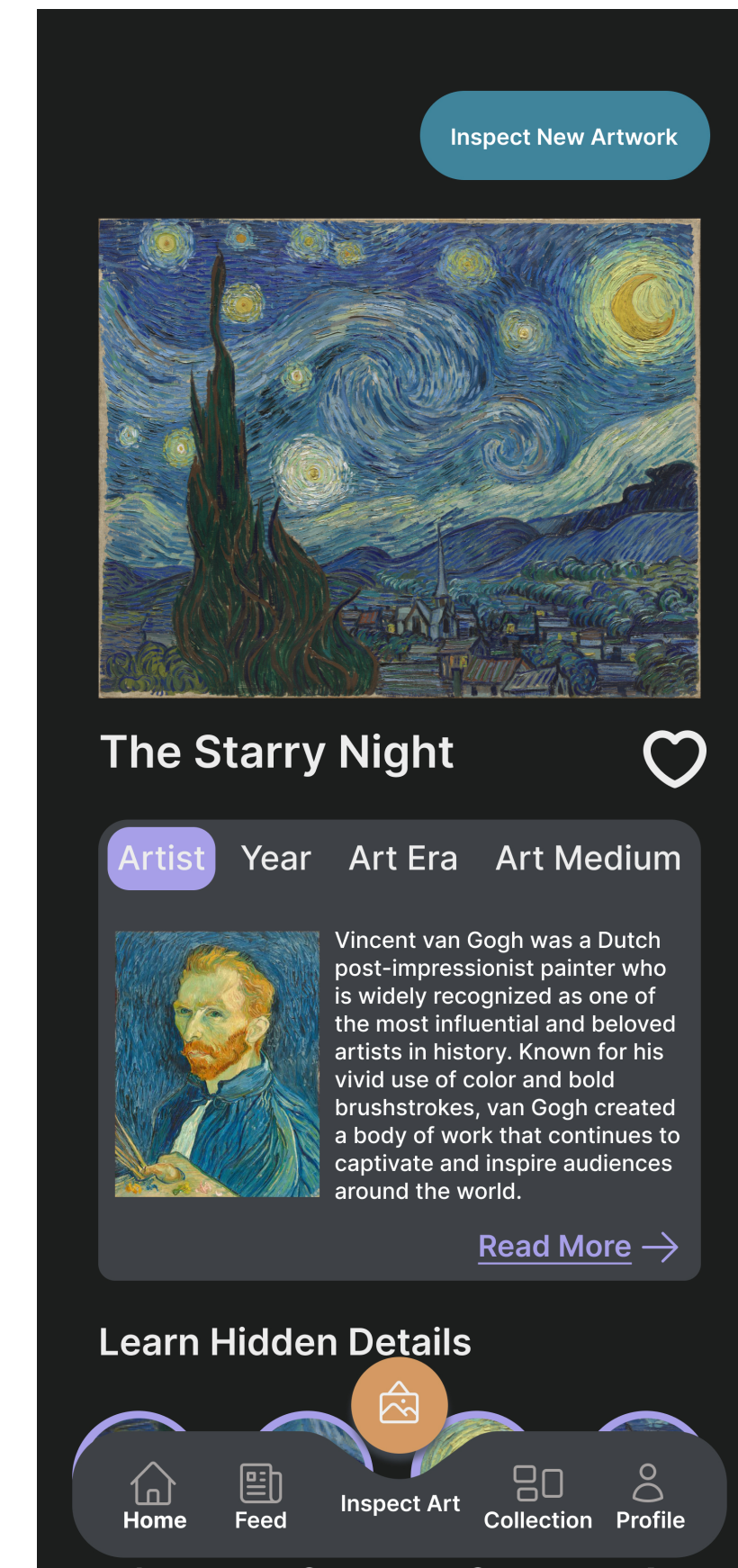
Observation Timer
(question refresh)



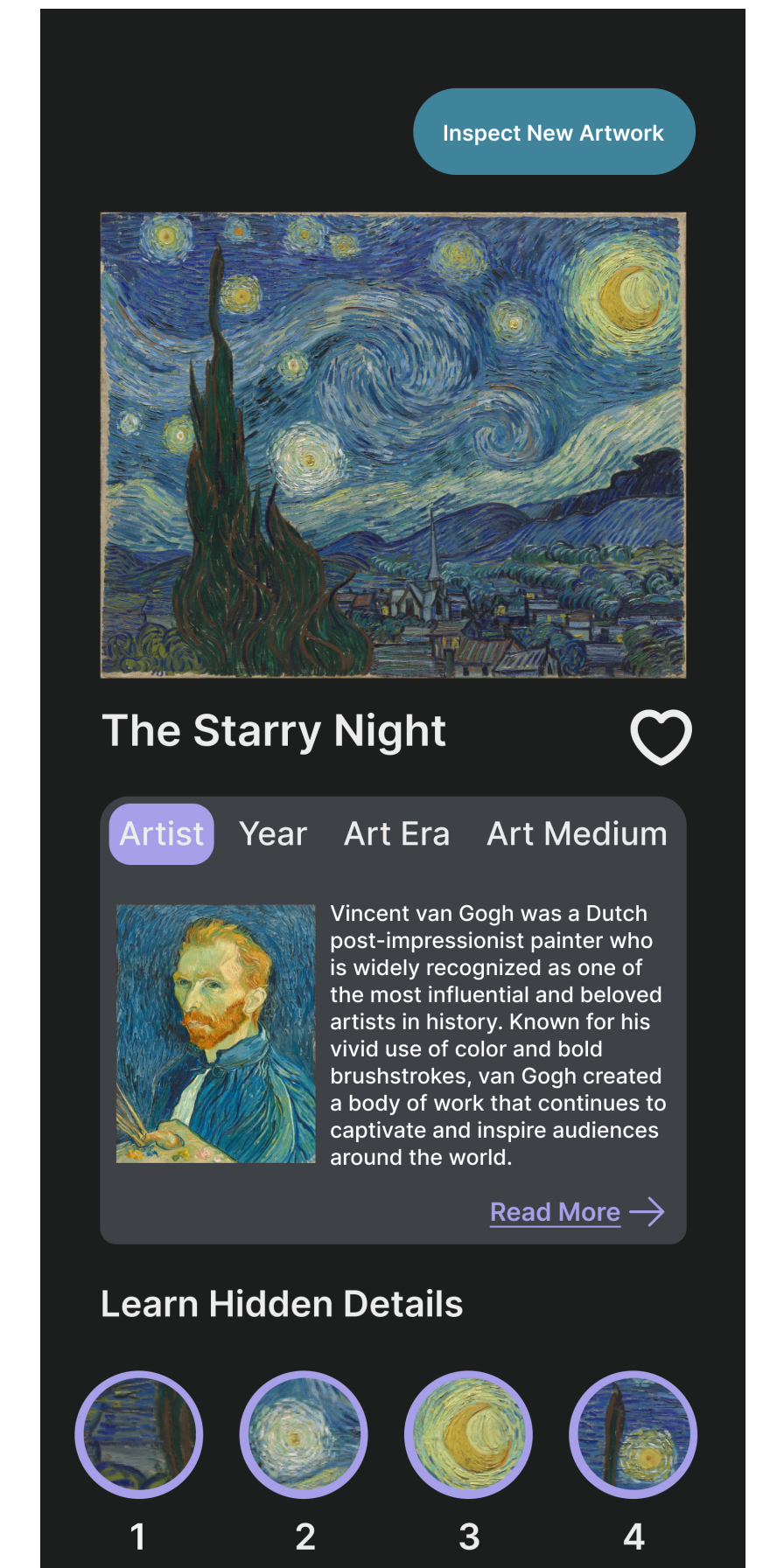
Observation Timer
(timer end)



Artwork Information



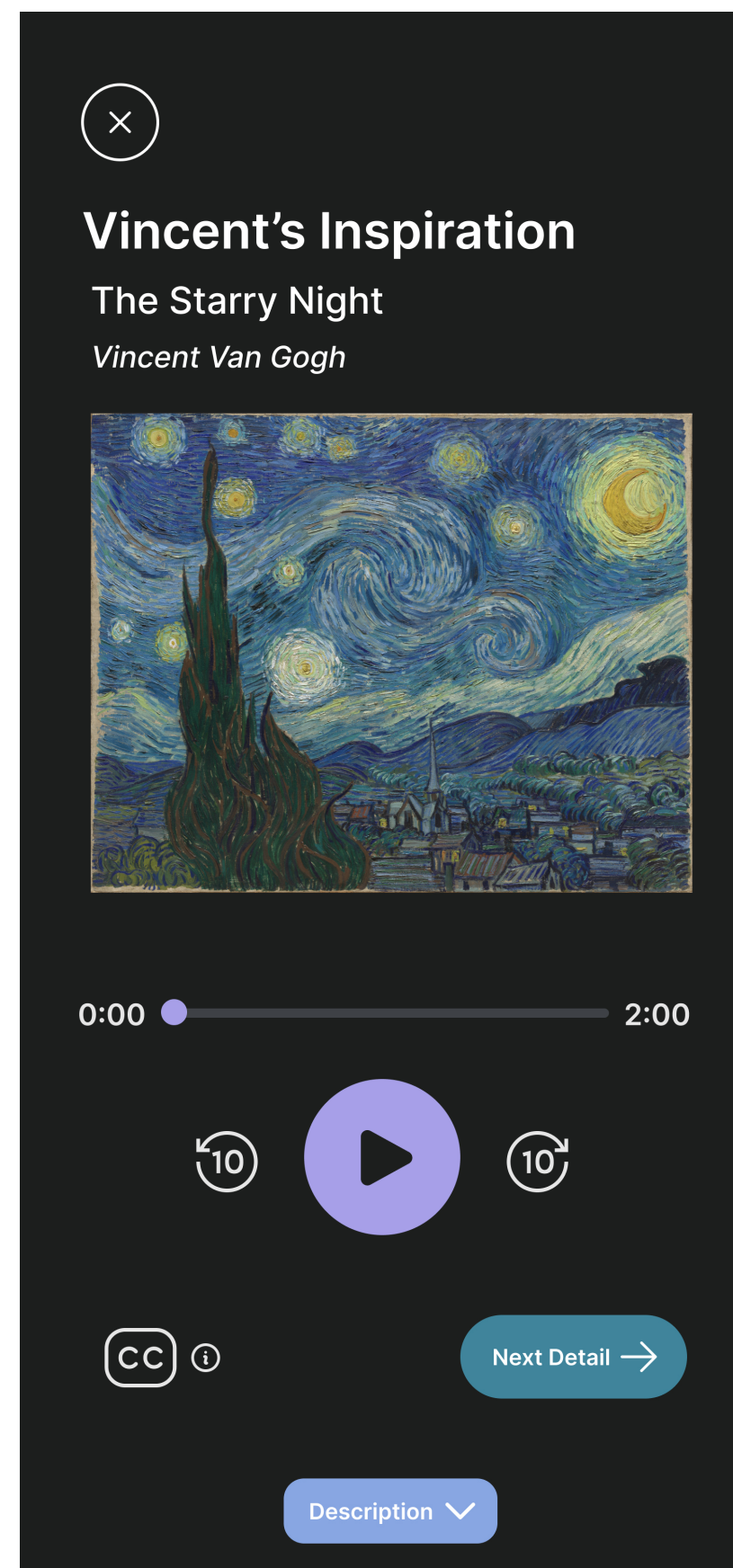
Artwork Information
(Without the navigation bar)



Pages

Flow 1#

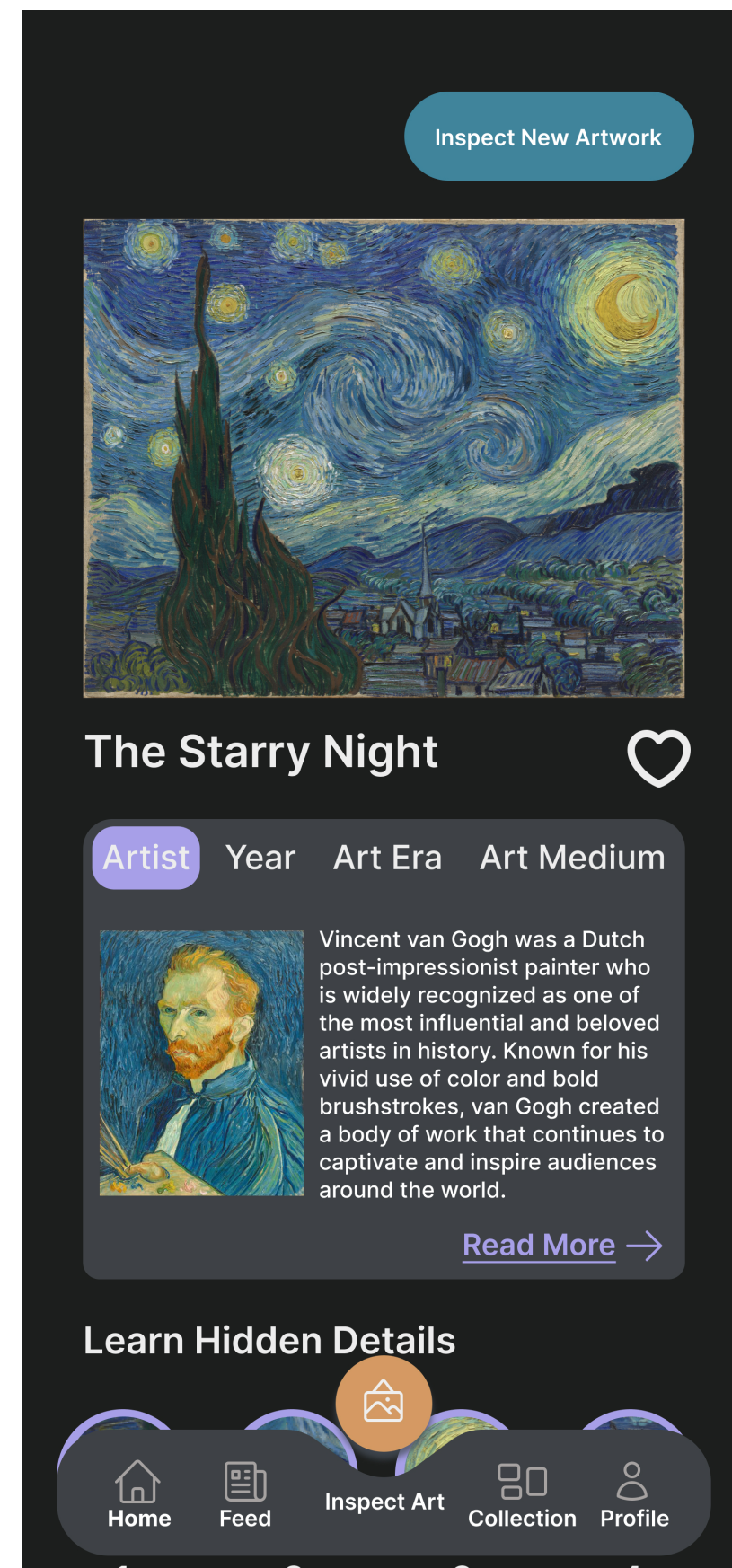
Artwork Hidden Detail Page



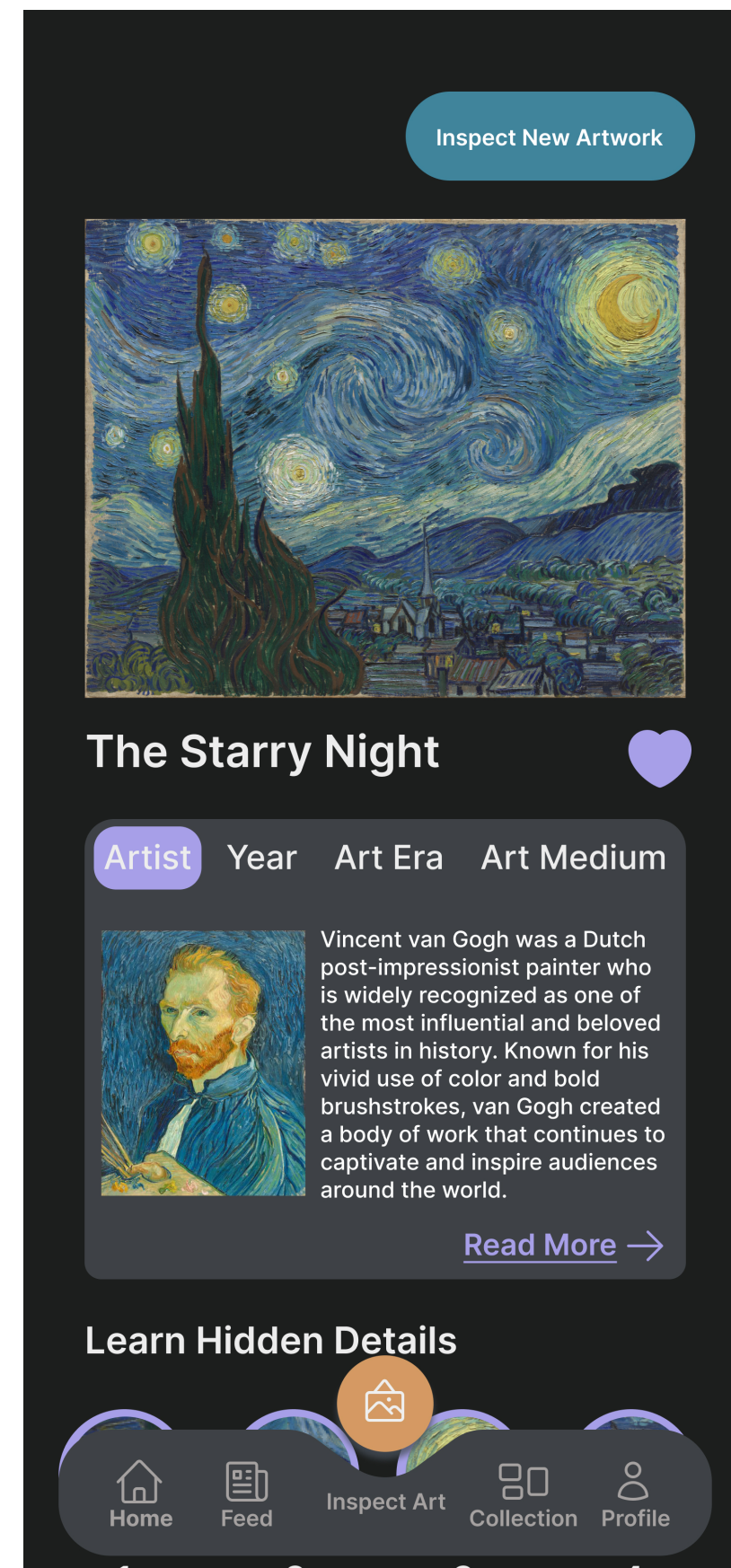
Pages

Flow 2#

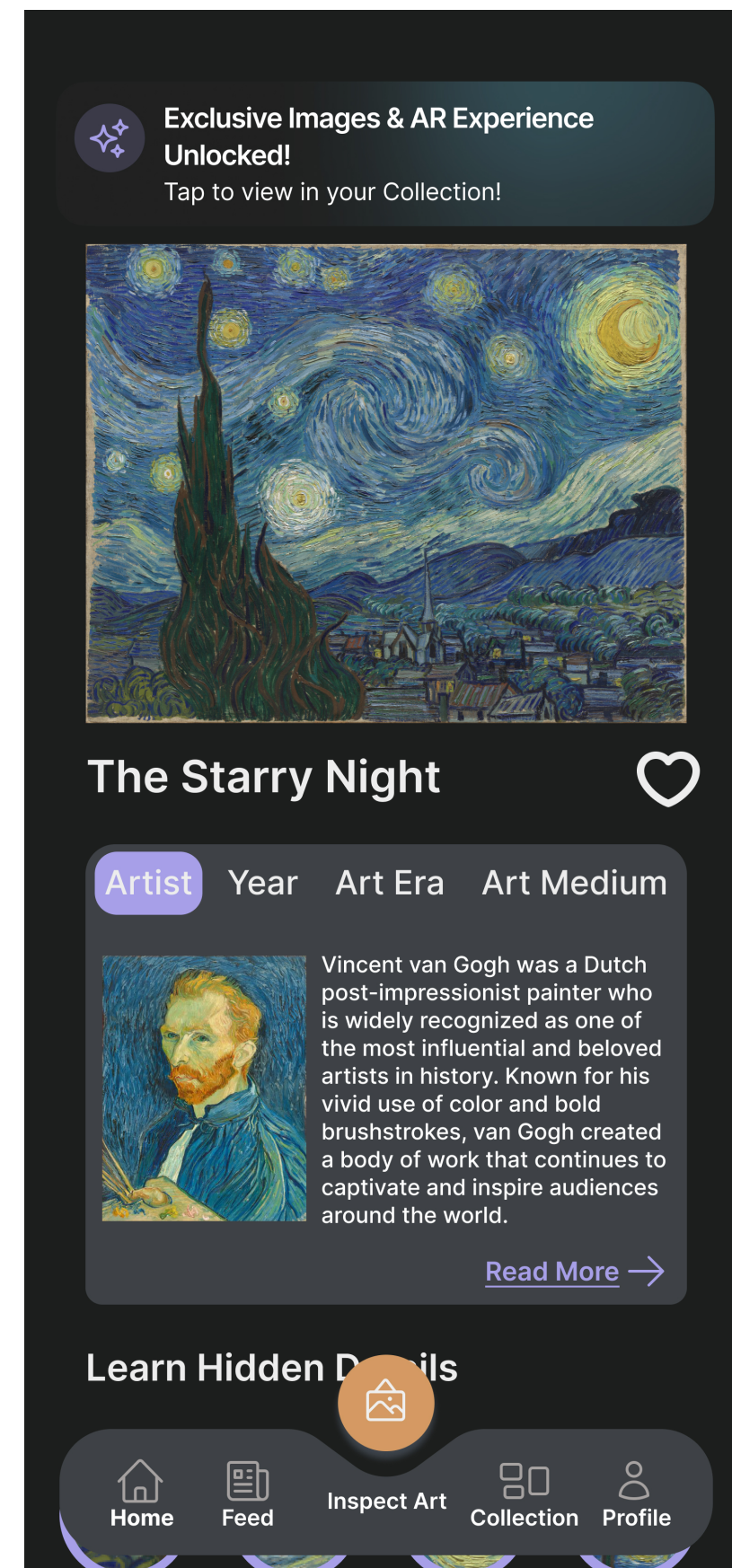
Artwork Information



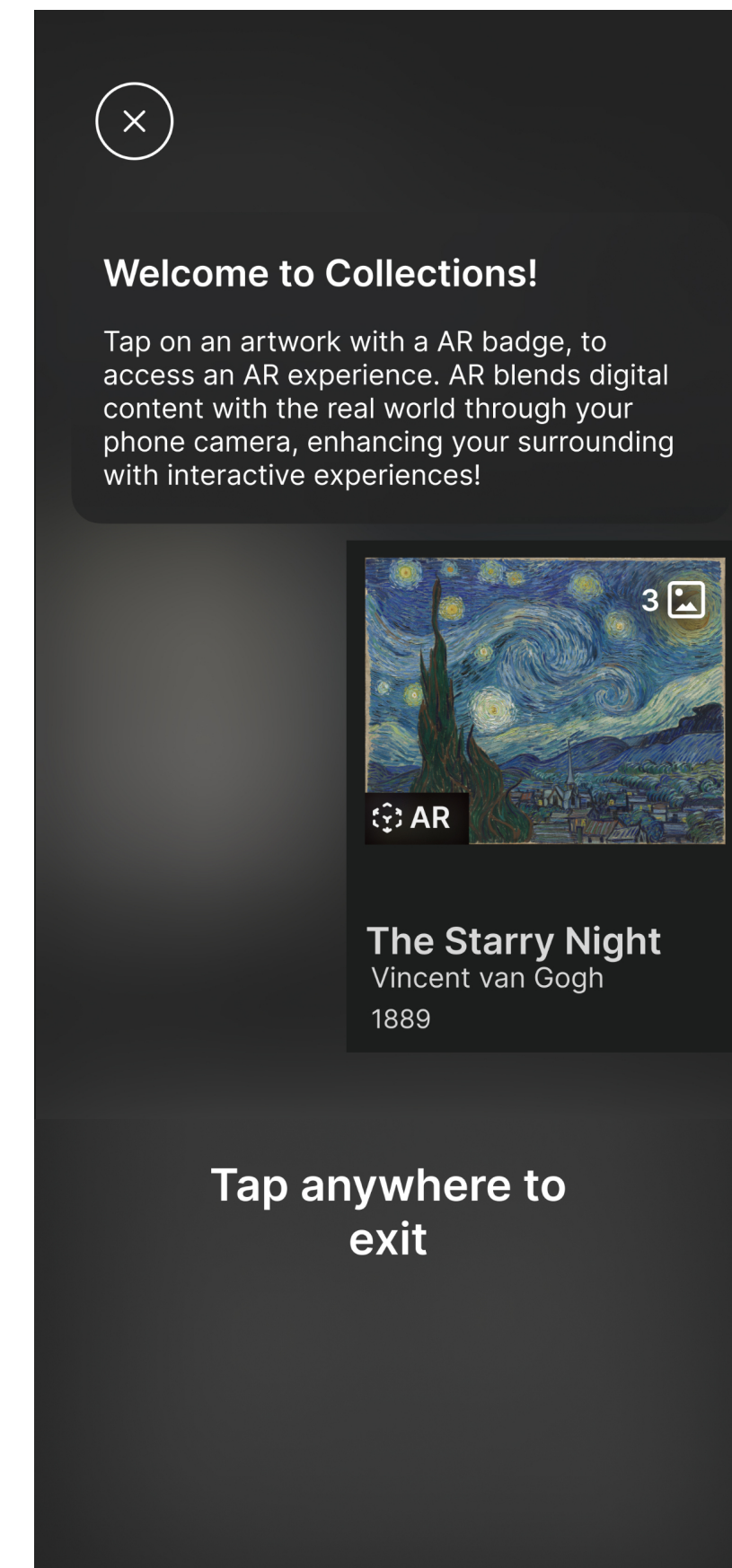
Artwork Information (liked artwork)



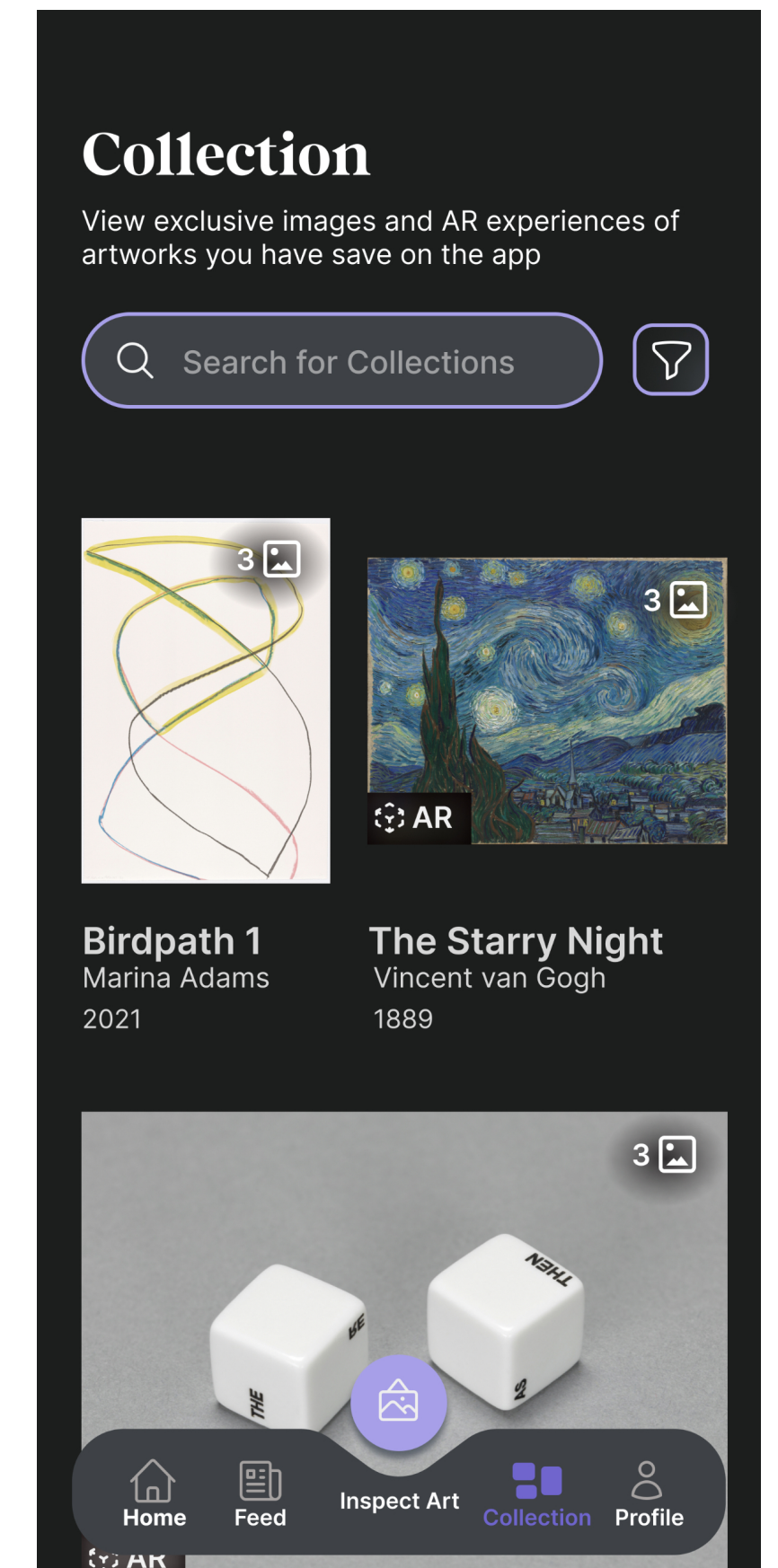
Artwork Information (notification)



Collection page (intro overlay)



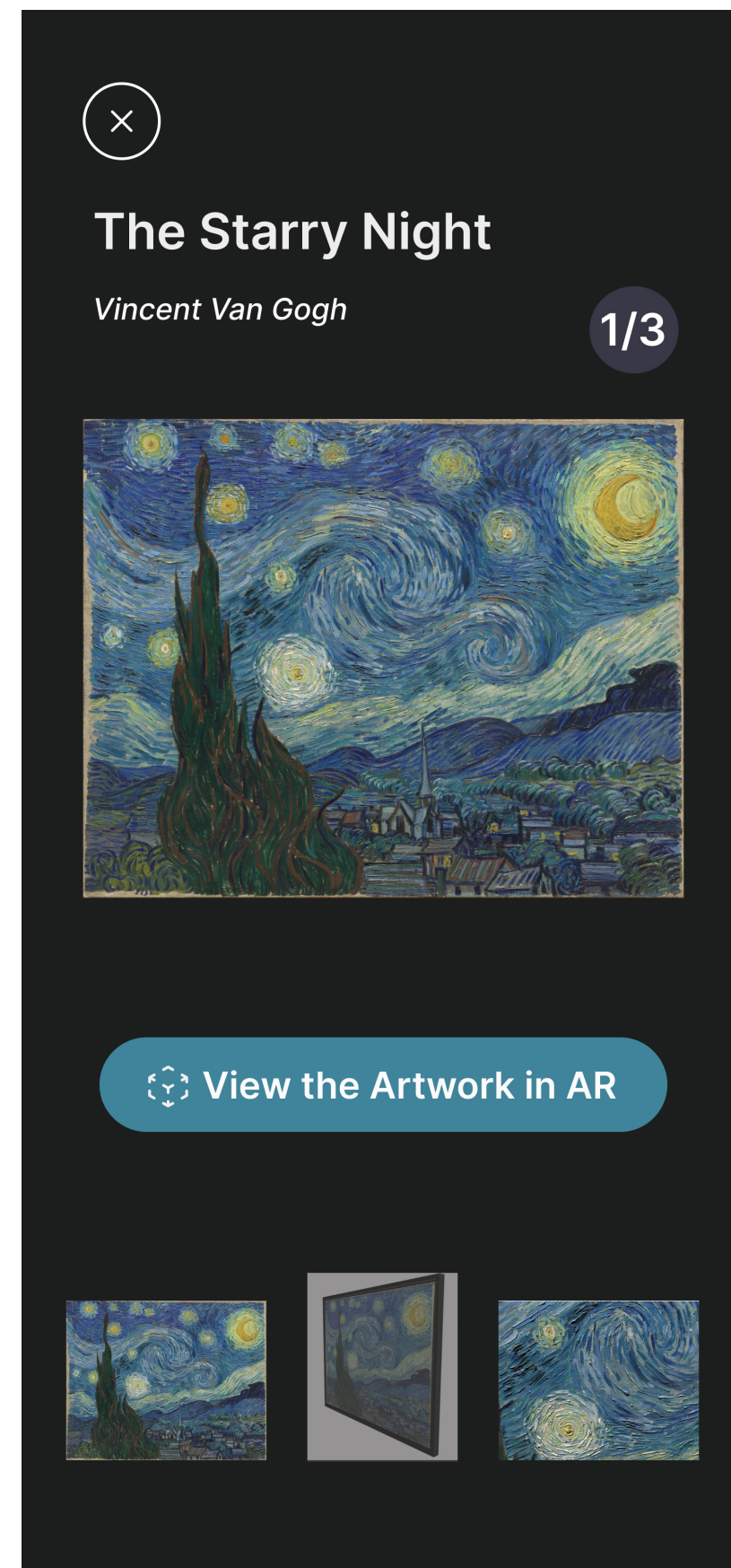
Collection page



Pages

Flow 2#

Liked Artwork Images & AR



AR Camera

