

BLUES



Primary Light Blue
#4F99C4 rgb(79,153,196)

Tappable text, interactive element



Medium Blue
#357092 rgb(53,112,146)

Button press state,



Primary Dark Blue
#1B475F rgb(27,71,95)

Main text color, Line 1 text in cells, Main Button color, Cell separators (@50%)



Deep Blue
#142733 rgb(20,39,51)

Dark Text



Light-Blue
#F5F8FA rgb(245,248,250)

App Background, Generic background to separate from white



Secondary Light Blue
#EDF4F7 rgb(237,244,247)

Tappable area, interactive area

NEUTRALS



Dark Grey
#5E5E5E rgb(94,94,94)

Secondary text color, line2 text in text rows, section header color



Medium Grey
#9B9B9B rgb(155,155,155)

Greyed out buttons, greyed out text



Light Grey
#CCC rgb(204,204,204)

Division lines

SECONDARY COLORS



Light Yellow/Gold
#FEC232 rgb(254,194,50)

Primary web Call-to-Action, Action required, Warning,



Dark Gold
#DB9507 rgb(219,149,7)

Text associated with CTAs or warnings, accent text



Light Teal
#4ECDC4 rgb(87,205,196)

Purchase buttons, Actions to do with money, accent colour



Dark Teal
#009B92 rgb(0,155,146)

Text associated with purchases, accent text



Light Red/Pink
#CE686B rgb(206,104,107)

Error, alert or danger, accent colour



Dark (Wine) Red
#6C292E rgb(108,41,46)

Error, alert or danger, accent colour



Purple/Lavender
#8781BD rgb(135,129,189)

Accent colour (use sparingly)

TYPOGRAPHY

Web/Marketing

AaBbCcDdEeFf

Brandon Grotesque

HEADLINES USE MEDIUM/BOLD CAPS

For Body text, use Light/Regular/Medium

AaBb

Museo

Use Museo 300 & 500 sparingly for **emphasis text**.

AaBbCcDdEeFf

Lato

Use this font for secondary text, or when Brandon Grotesque is not available

~~AaBb~~

~~Futura Light~~

~~Don't use this font in print. The KnowRoaming & Reach/Me logos use this font.~~

iOS When designing @2x, double the font sizes

17pt Helvetica Neue, Regular 17pt Helvetica Neue, Light

14pt Helvetica Neue, Regular 14pt Helvetica Neue, Light

11pt Helvetica Neue, Regular 11pt Helvetica Neue, Light

32pt Helvetica Neue, Thin

21pt Helvetica Neue, Thin

Android

24pt, Roboto, Light

16pt Roboto, Regular

14pt, Roboto, Regular

20pt, Roboto, Regular

16pt, Roboto, Medium

12pt, Roboto, Regular

LOGO



reach**me**



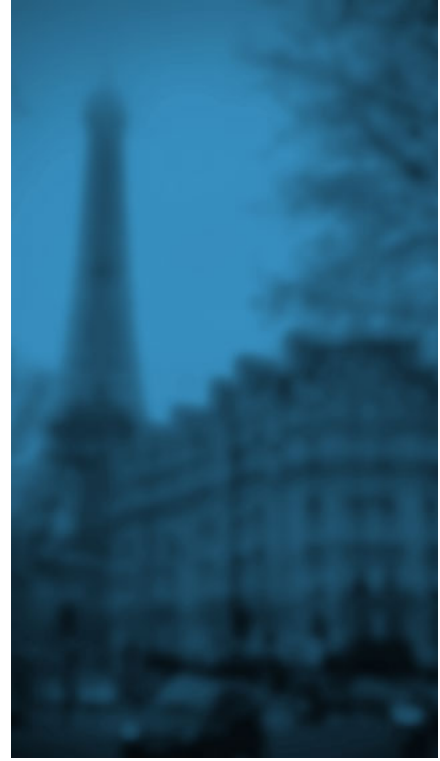
reach**me**



APP BACKGROUNDS

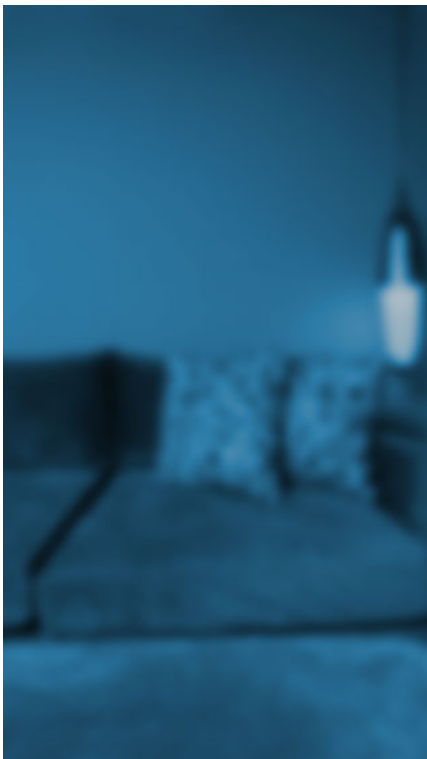


At Home
phase

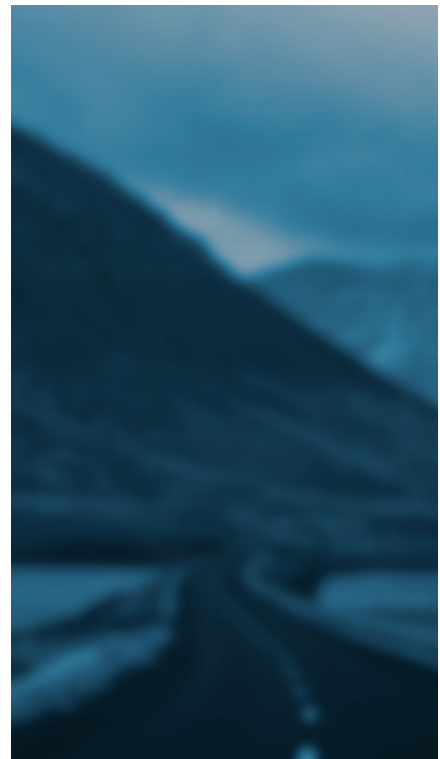


Abroad
phase

* future releases will have
multiple images for Abroad



Back Home
phase



Roaming at Home
phase

Original files: [Google Drive > Design Resources > Stock images](#)

Processed files: [Dropbox > knowroaming apps > General > Backgrounds](#)

UI BUTTON SAMPLES

