



With the help and recommendations of the Oconee River Land Trust, our team has put together a fully usable visual design document. With Tallassee Park users in mind, our visual elements have a minimalist and earthy feel students, teachers, and community members can connect with. Our goal is to keep our assets, simple, clean, and true to the brand.



VISUAL DESIGN DOCUMENT

TALLASSEE PARK

NMIX 4510

KRITI LODH
HOLLIE MITCHELL
CHRIS MARTINEZ

JACK TOWERY
LUCIA VEREEN

PALETTE

This color palette forms the basis of our brand identity. We chose these colors to create a simple and earthy feel for our print materials, presentations, and applications. The palette encompasses the main colors people encounter in nature, thus giving users a feel of Tallassee Park at the touch of their fingers. We made sure to have a nice contrast in colors, with deeper tones such as Black Magic, Kombu Green, and Baja Blue, alongside our neutral colors Volkswagen Kalahari Beige, Tea Leaves, and Quarter Powder Blue.

PANTONE 19-3911 TCX
C 69 Y 69 M 61 K 68
R 43 G 36 B 40
HEX 2B2428

BLACK MAGIC

Body & title text

PANTONE 5743 C
C 70 Y 51 M 95 K 58
R 49 G 60 B 26
HEX 313C1A

KOMBU GREEN

Banners & buttons

PANTONE 19-4121 TCX
C 82 Y 61 M 52 K 39
R 46 G 69 B 79
HEX 2E454F

BAJA BLUE

Disclaimer bar

PANTONE 16-0613 TPG
C 36 Y 30 M 48 K 01
R 168 G 163 B 137
HEX A8A389

**VOLKSWAGEN KALAHARI
BEIGE**

Progress bar

PANTONE 4178 C
C 37 Y 23 M 37 K 00
R 166 G 176 B 161
HEX A6B0A1

TEA LEAVES

Category items

PANTONE 14-4504 TCX
C 25 Y 16 M 16 K 00
R 191 G 198 B 201
HEX BFC6C9

QUARTER POWDER BLUE

Login & information

Tallassee Park

H: 200px
W: 1400 px

LOGO

White logos are for use on dark-colored backgrounds.



Tallassee Park's logo is representative of both the brand and the app. Our vision behind the logo is to illustrate the Oconee River that is one of the park's landmarks. We created various forms of the logo that will be utilized for different purposes, as listed.



H: 400px
W: 400 px



Dark logos are for use on white backgrounds only.

LOGO

Tallassee Park

H: 200px
W: 1400 px

**ABCDEFGHI
JKLMNOPQR
STUVWXYZ**

Bebas Neue

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

Bitter Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Open Sans

TYPOGRAPHY

We chose fonts that will stick to the crisp and minimal feel of the brand and product we have created alongside the Oconee River Land Trust. These fonts help make our product look both professional and engaging.



LOG IN



Map Layers
Park Information
Explore Page
Activities Page
Expand Options

L



BUTTONS



R

Flora
Fauna
Earth Science
The Big Picture
Progress

[PAGE TITLE BAR]

[Activity Information]

Activity #1
For kids

[Athens-Clarke County
government disclaimer]

[Category Item]

[ACTIVITY
TITLE]

[CAT.]



[PROGRESS BAR]

Fauna #2
Subheader

GRAPHIC ELEMENTS

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