

Parkd styleguide

BASE BRAND GUIDELINES

The logo



PARKD

With a typographic base set in DIN Condensed, the Parkd logo instantly portrays a strong, authoritative feel. With no nonsense typography like this, that feeling of simplicity and efficiency also comes across well.

The type is contained within two borders, subtly referencing aspects of the app's theme — roads and parking spots.

Varying uses



The logo can be set in white when placed on a darker background.

Brand/UI colours



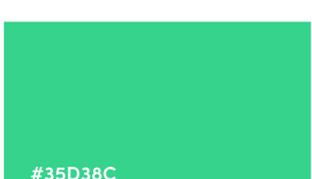
The main Parkd blue. Used for key titles, call-to-action buttons, and high priority section backgrounds.



Used for backgrounds (often for a more formal/business feel), and subtitles.



Used for soft tint backgrounds.



The main Parkd green. Used for positive call-to-action buttons, links, backgrounds.



Used for soft tint backgrounds.



The default text colour.

Type and UI elements for web

The title above demos the standard H1 style, set in bold weight at size 50px. High priority titles often look best in blue, but the default text colour is also fine. All type on the web is set in Sofia Pro (available on Typekit), utilising thin, regular, medium, and bold weights. Basic body copy is set at regular weight, 18px.

Although the title above is the default H1 style, sometimes a major headline may be required, for a particularly high priority section. These are set in bold, at 66px, which looks like...

Mega headline style

This is an emphasised paragraph style, ideal for pairing with big headlines, or highlighting a paragraph above/within a large block of text. It uses a font size of 22px, at regular weight.

H2 headline

Set in bold, at 36px.

If any links are included in the copy, the call-to-action shade of green should be used, like [this example link](#) here.

H3 title style

Set in bold, at 26px.

H4 title style

Set in bold, at 21px.

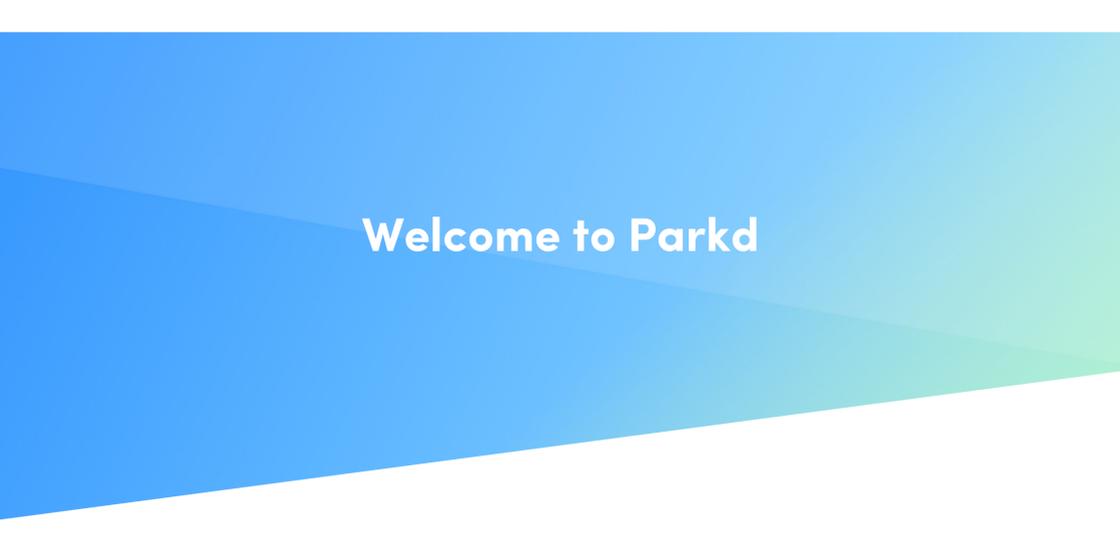
COMPLIMENTARY TITLE

A bit of a break from the norm, these titles are used when they don't really require a reader's full focus, but still lead the topic of a particular section. Set in all caps, at the default font size of 18px. Also a lighter font colour of #9B9B9B.

Art direction style

The Parkd blue has been used to create a gradient, that mixes well with green tinting. Used alongside a diagonal cut-away style, this sort of background is perfect for containing high priority content, big headlines, etc.

The base gradient uses the standard Parkd blue from the top left, moving to a lighter #8FDDBF at bottom right. The reflection cover is created by overlaying a layer of white at 10% opacity. Finally, add a gradient layer with the Parkd green at bottom right, fading to transparent. Fade to an opacity that suits the panel you're creating (e.g. more fade if text on top, etc)



Welcome to Parkd

Diagonals and curves

This effect hints at a general theme and feel we want to consistently show across Parkd's design elements. Utilise the cut away diagonal, but also circular edges (like below) when visually it feels appealing and balanced.