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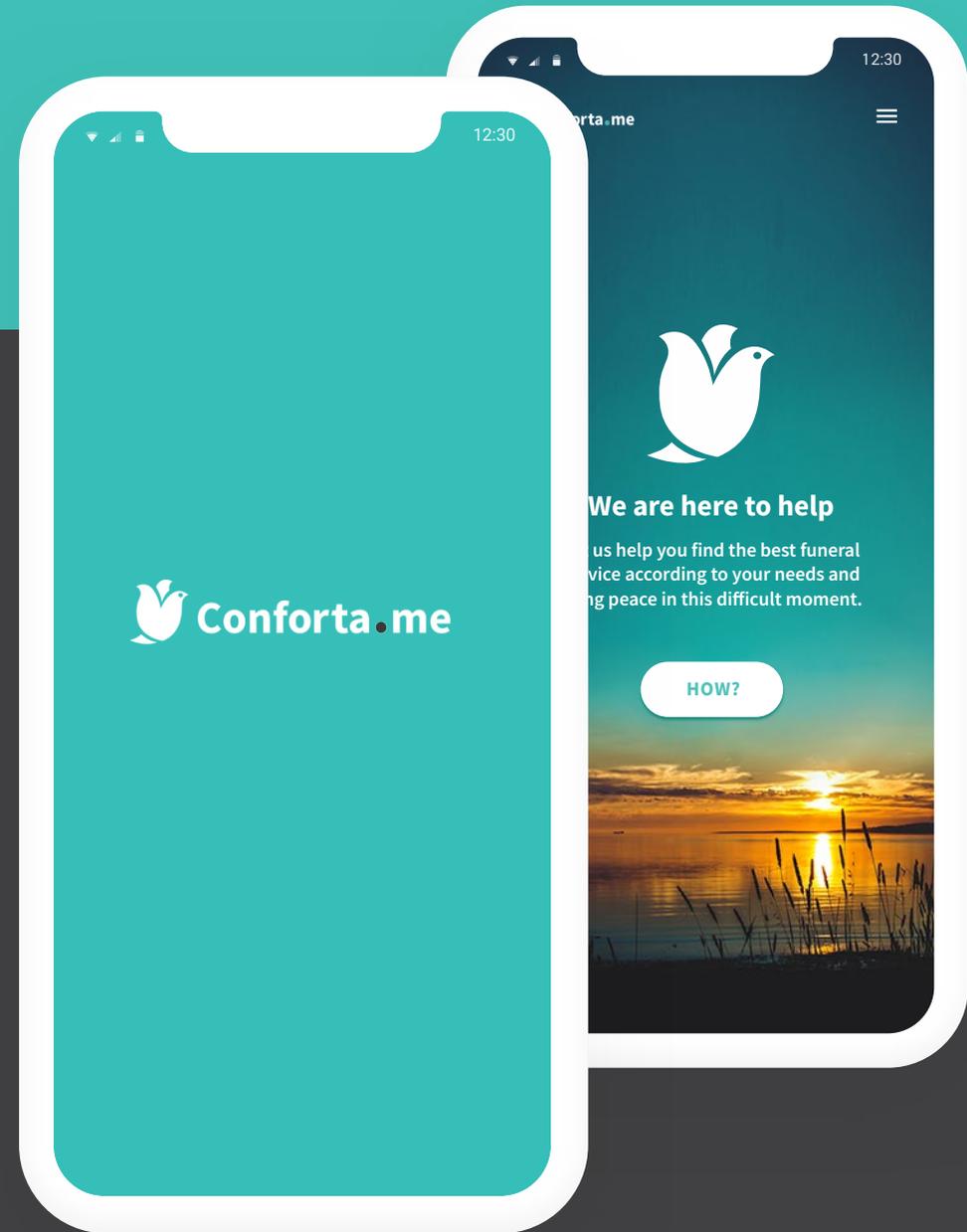
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WHAT'S CONFORTA.ME?

Conforta.me is a web app created to help individuals who lost a beloved person, but has no idea where to start when planning a funeral according to their budget. An *online funeral director* with a list of funeral homes available to provide the service according to geolocation, price and availability.

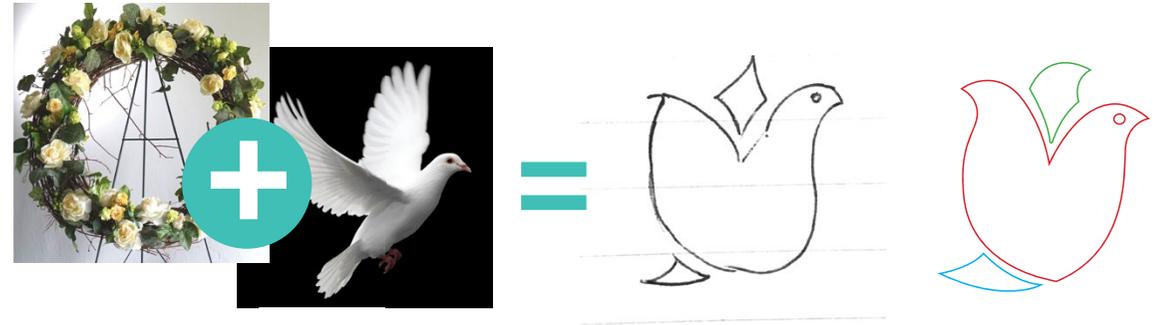
It was created for the discipline of *Advanced Projects* of The Federal University of Pernambuco (Recife, Brazil - UFPE). This advanced module gives the opportunities to both developers, engineers and designers to work on an app or digital service that the team would from start to finish created based on a full Design Thinking methodology. Our group created **Conforta.me** using the Design Thinking approach, applying the Agile principles and finalising each task on pre-determined sprint cycles (SCRUM).

On this document you will see the application of the app brand's, created completely by **Sayonara Bittencourt** (<https://thesayo.com>), the Graphic, UX and UI Designer of the application.



CONCEPT

Conforta.me's app uses not only guided tours to create the sense of comfort and organisation every person needs when planning a funeral (either of someone already deceased or about to pass away). I turned to semiotics to look for *visual signs*. The logotype was created to reflect the symbols most common in different cultures:



The Flower: One of the most common arrangement in funerals, it as also given as condolences gifts. Funerals can be decorated with flowers carrying specific meanings or the favourite flower of the deceased. In this case we took the **roses** as references.

The Dove: A symbol of hope and love in religions such as Judaism and Christianity. It is often used also by media as a form of communicating the message of peace.

After a process of iteration and sketching alternatives, the solution chosen took in consideration the **Gestalt Psychology**: the logo represents both a Flower and a Dove, but it's up to the viewer's perception what they will see first. **The purpose of the app is to bring peace of mind and provide everything a funeral needs in short space of time or in funeral plans.**

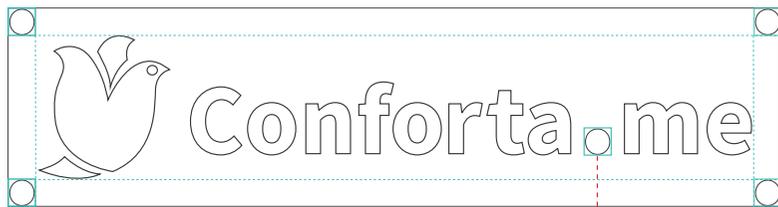


Final logo used in dark backgrounds

Conforta.me

LOGO USAGE

Conforta.me should be first introduced with its full version, and there are options to each application: on white, dark or the brand's green tone background. It is important that the dot separating each word (*Conforta* and *me*) follow the brand colours according to these guidelines. **Use only the alternatives provided on this section.**



Safe margin reference



Minimum Size

Common use on white background



Common use on brand's green background



Common use on dark grey/black background

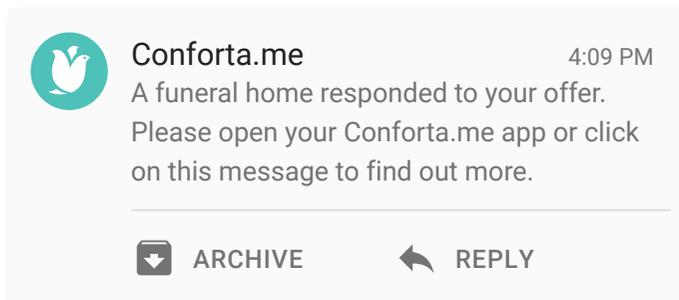


Monochromatic alternative



ICON USAGE

After the visitor is introduced to **Conforta.me**, we are allowed to use the icon alone. Mostly used for the app, it could also be used on secondary pages or toolbars.



Recommended Usage: E-mail and push notifications

Common use on brand's green background



Common use on white background



Monochromatic alternative



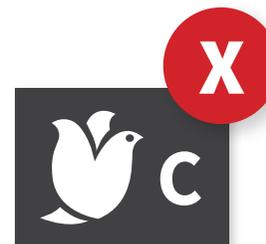
Common use on dark grey/black background



DON'TS

The following examples demonstrate what to avoid when using **Conforta.me**'s full logotype or icon.

- **Do not** use the dot on the same colour as the rest of the logotype
- **Do not** use full black as the dove colour on the white background version. Use medium-grey to keep tones of white, the colour that represents peace.
- **Do not** alter the logo's proportions or brand colours.
- **Do not** use the icon with initial letter of the brand or any other reductive form of brand's name.
- **Do not** alter space between icon and name of brand.



COLOURS

The colours chosen to represent **Conforta.me's** brand are a product of colour psychology research.

Teal represents serenity, balance, emotional control and mental clarity. On a scale between blue and green, Teal also represents hope.

White represents peace, being also the colour of the Dove.

Dark Grey is the chosen color to use as a negative space background, enhancing the colours white and teal.

Medium Grey is the alternative colour for monochromatic reasons. **Do not use full black**, especially on the Dove icon that needs to keep the white balance when mixed with black.

TEAL

#41bf7

C: 67, M:0, Y:35, K:0

R: 65, G:191, B: 183

WHITE

#ffffff

C: 0, M:0, Y:0, K:0

R: 255, G:255, B: 255

DARK GREY

#383838

C: 0, M:0, Y:0, K:90

R: 65, G:64, B: 66

MEDIUM GREY

#8a8c8e

C: 0, M:0, Y:0, K:55

R: 138, G:140, B: 142

TYPOGRAPHY

The typography chosen to represent **Conforta.me's** brand is the Google **Source Sans Pro** Font. This sans-serif family has been chosen to represent the digital era of new services.

The **bold** variant has been chosen for better readability since we consider accessibility a crucial part of any product and it gives impact to the brand. It's also used for titles and body text enhancement.

The regular variant is used for body content and subtitles. Its italic version can also be used for text enhancement and Image Descriptions, etc.

Source Sans Pro Bold (logotype and titles)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@.,()[]{}\\|!?"'^`"€\$#%

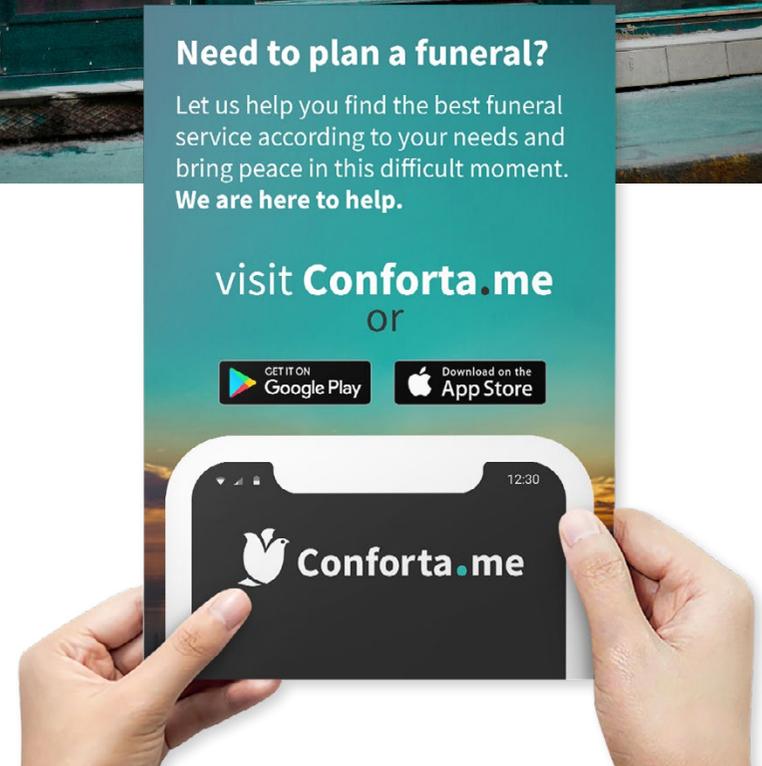
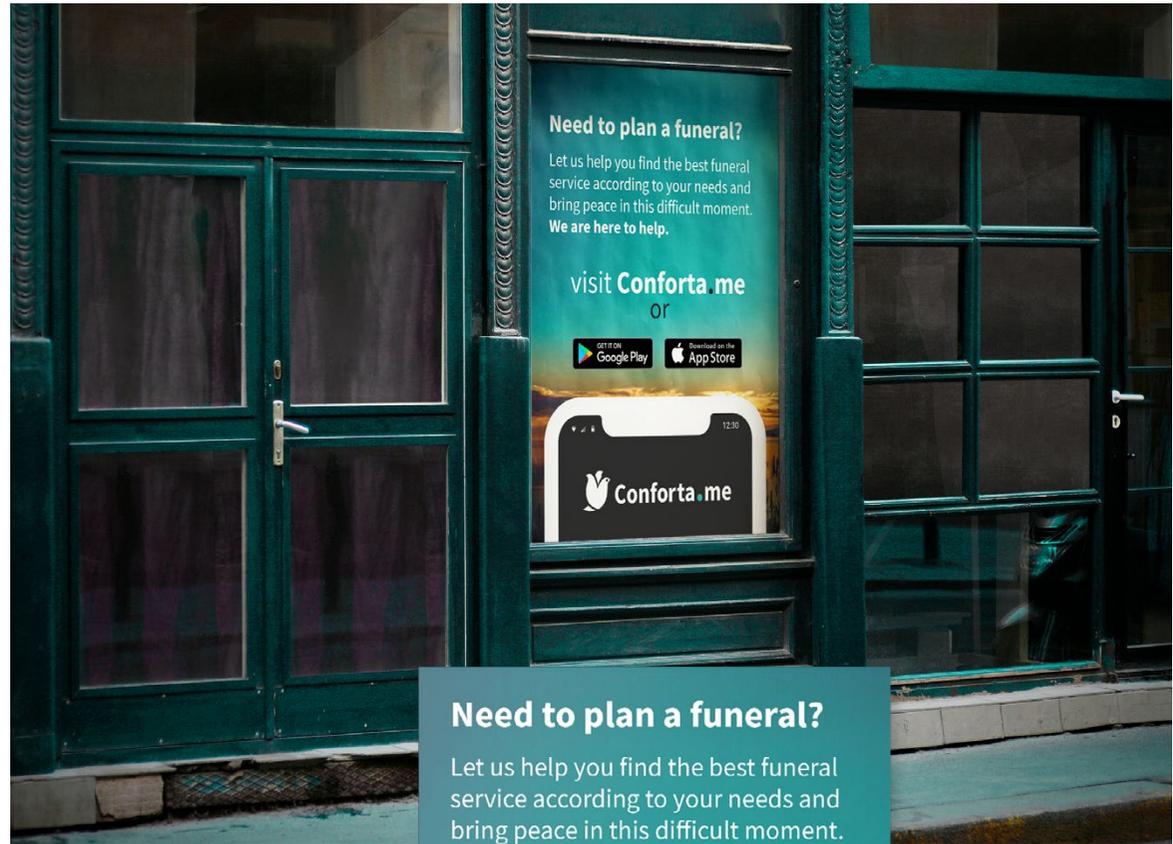
Source Sans Pro Regular (body and subtitles)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@.,()[]{}\\|!?"'^`"€\$#%

Source Sans Pro Regular Italic (descriptions)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@.,()[]{}\\|!?"'^`"€\$#%

EXAMPLES OF USAGE



THANK YOU!

Conforta.me's Brand Identity Guidelines and Interface were designed entirely by Sayonara Bittencourt. Would you like to find our more about this project, such as upcoming Web App Case Study? Stay tuned on Sayonara's website:

WWW.THESAYO.COM



THE SAYO
CREATIVE DESIGN



Conforta.me