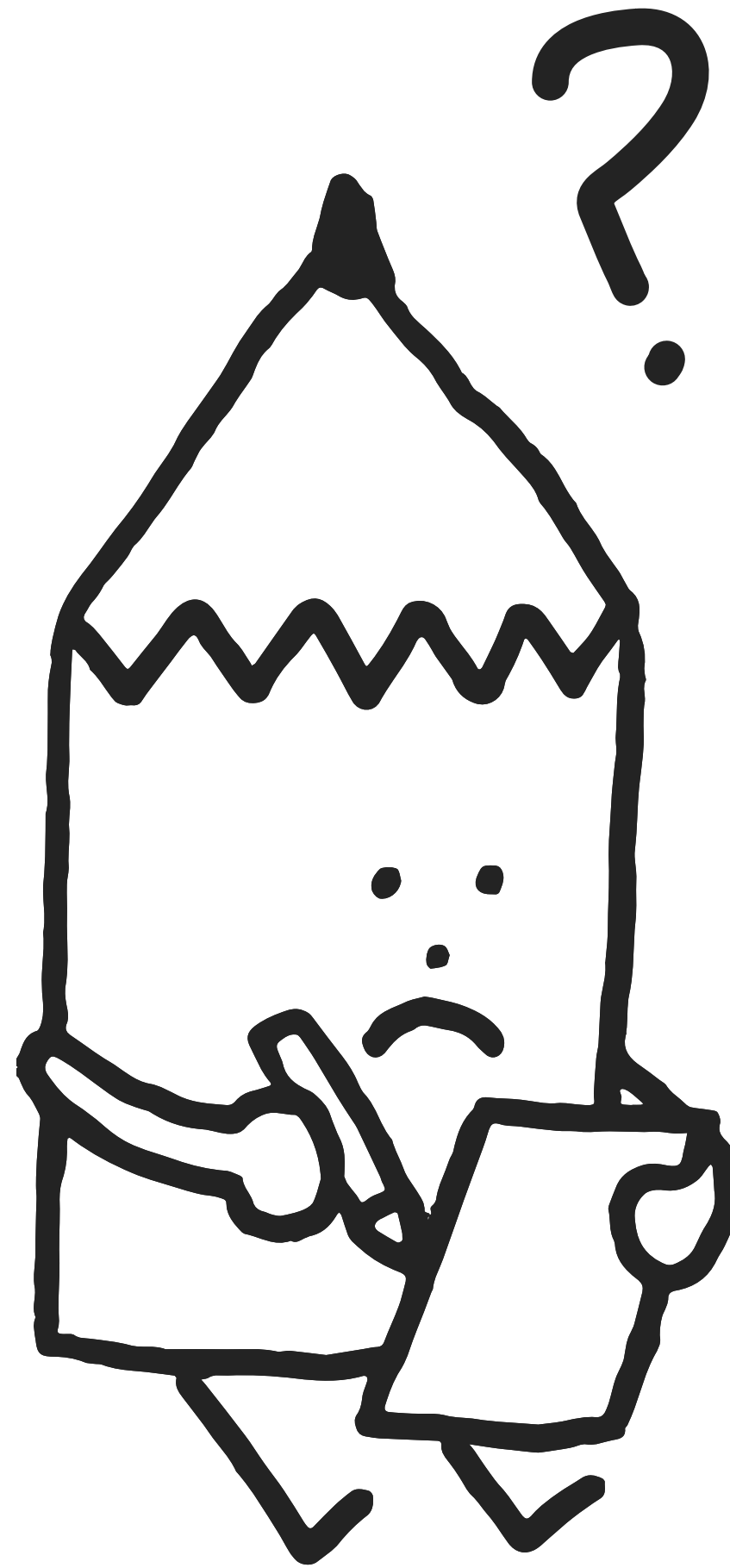




allaprima

Brand Guidelines

Brand



Many people enjoy art, but can't sustain it as a hobby. This could be due to burnout, perfectionism, or lack of time and motivation.

AllaPrima is an app that encourages artists of all skill levels and mediums to make art part of their daily routine through tailored prompts.



The AllaPrima logo is displayed in a black, rounded, sans-serif font on a light beige background. The word 'alla' is followed by 'prima'. The letter 'a' in 'alla' has a pink spiral doodle above it. The letter 'i' in 'prima' has a blue spiral doodle above it. Below the 'a' in 'alla' is a yellow wavy line, and below the 'i' in 'prima' is a green zigzag line.



The AllaPrima logo is displayed in white on a bright pink background. The word 'alla' is followed by 'prima'. The letter 'i' in 'prima' has three short white lines above it, resembling a starburst. Below the 'a' in 'alla' is a white wavy line.



The AllaPrima logo is displayed in white on a black background. The word 'alla' is followed by 'prima'. The letter 'i' in 'prima' has three short white lines above it, resembling a starburst. Below the 'a' in 'alla' is a white zigzag line.

Promotional branding is playful, expressive, and imperfect. The app's philosophy is embracing imperfection so doodles are encouraged on promotional materials.

However, branding within the app is kept more minimal so as not to distract from the user's uploaded artworks. This includes a more selective colour palette and no doodles surrounding the logo.







Logo



allaprima

The logo is a modified version of the typeface Basenji. It is mixed-case, and the double-L mimics cursive. The entire logo is traced to give an imperfect look, reflecting the playful and carefree nature of the brand.



The lowercase 'm' is used as an indication of AllaPrima's logo safety application zone. In digital applications, no additional elements such as text, images, or photos should be included in this zone.

Rotated

allaprima

Stretched

allaprima

Outlined

allaprima

Improper Colour

allaprima

Uniform Height

allaprima

Improperly Sliced

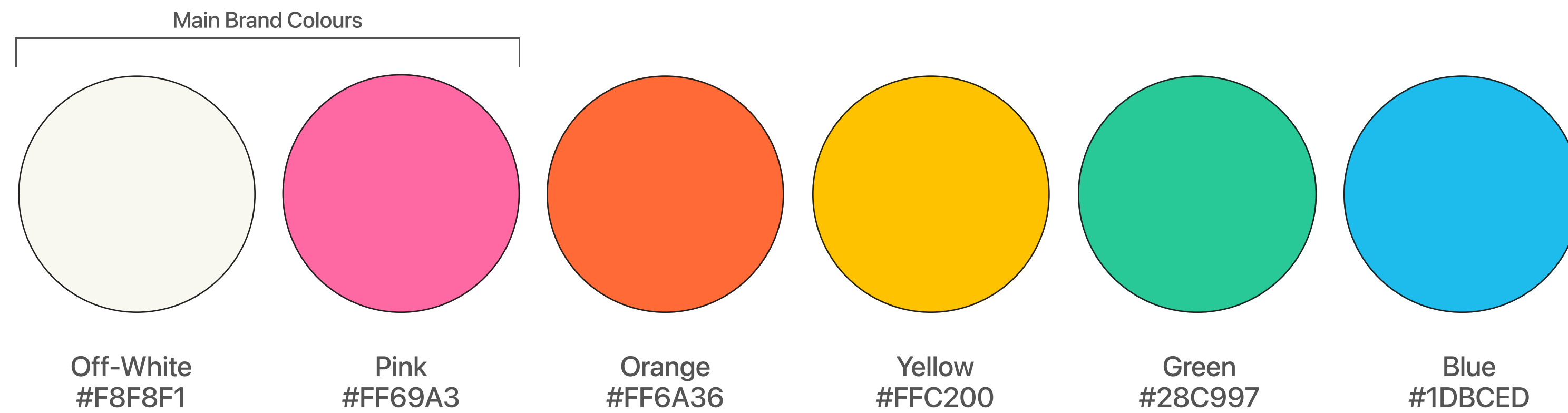
alla
Prima

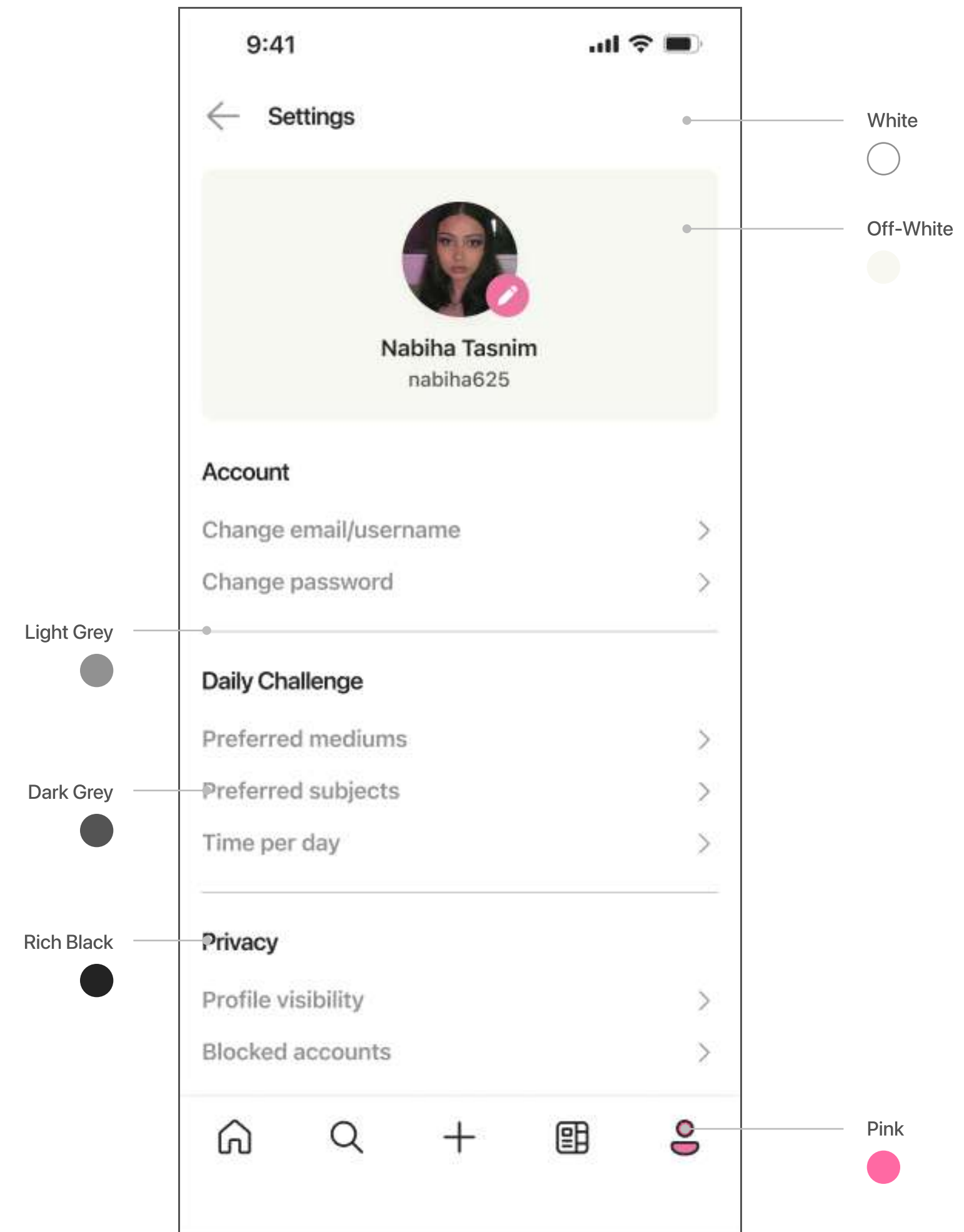
Colours

Grayscale

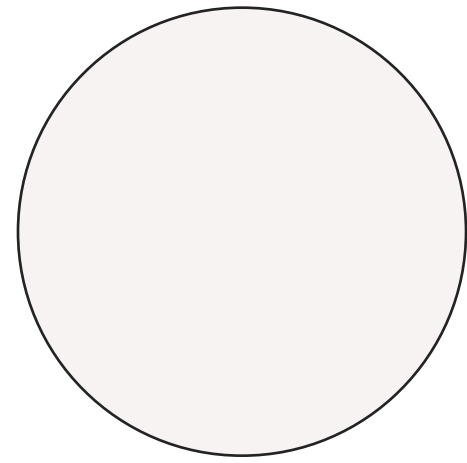


Brand Colours

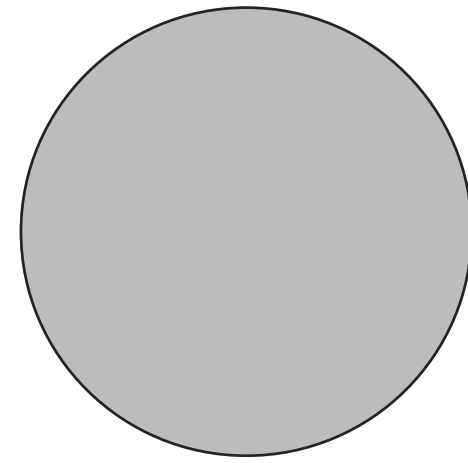




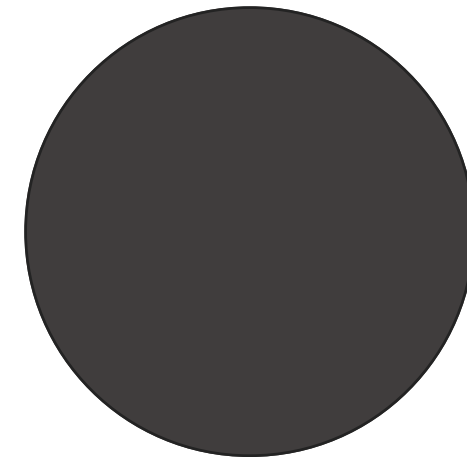
Grayscale



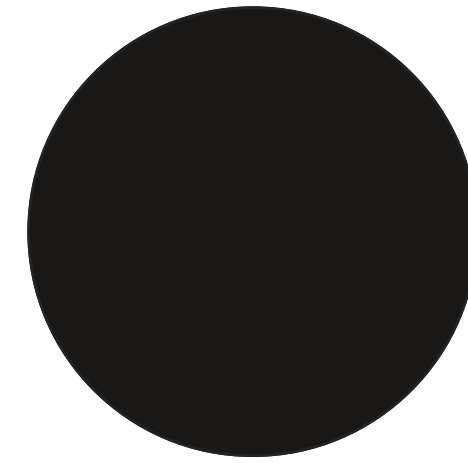
Off-White 2
#F8F3F3



Light Grey
#BCBCBC

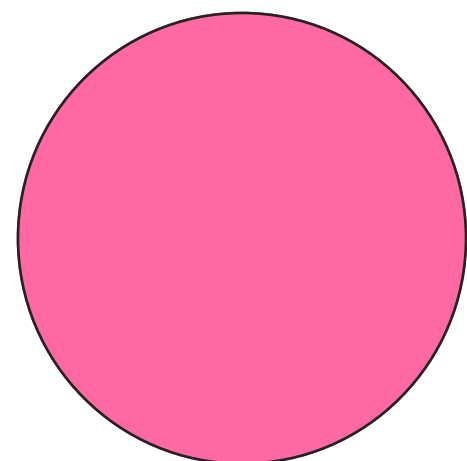


Dark Grey
#403D3D

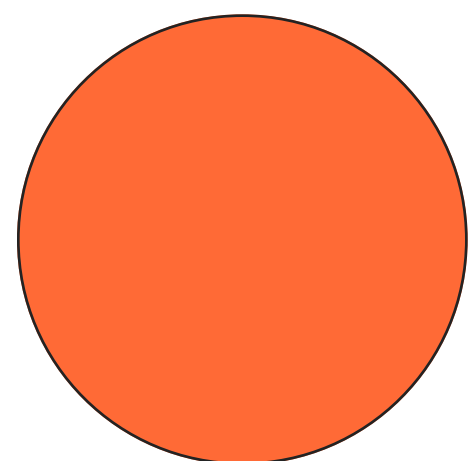


Background
#1A1717

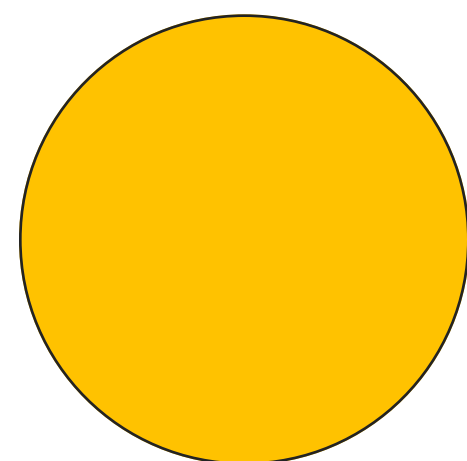
Brand Colours



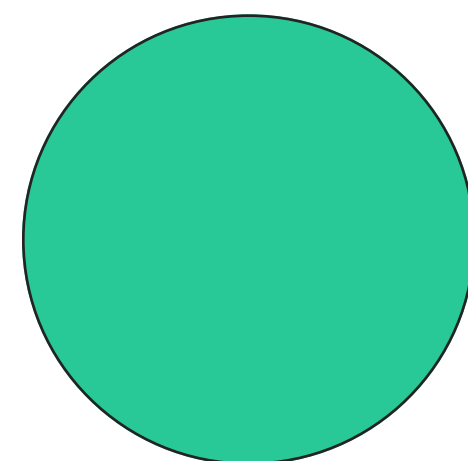
Pink
#FF69A3



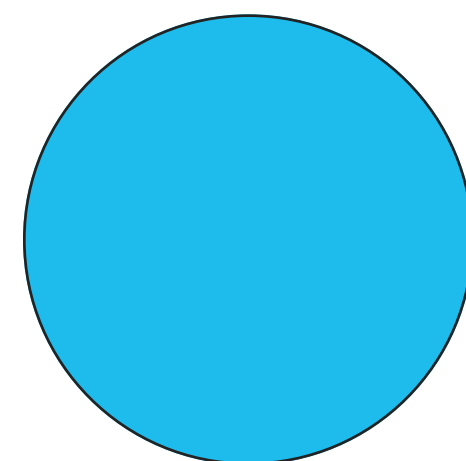
Orange
#FF6A36



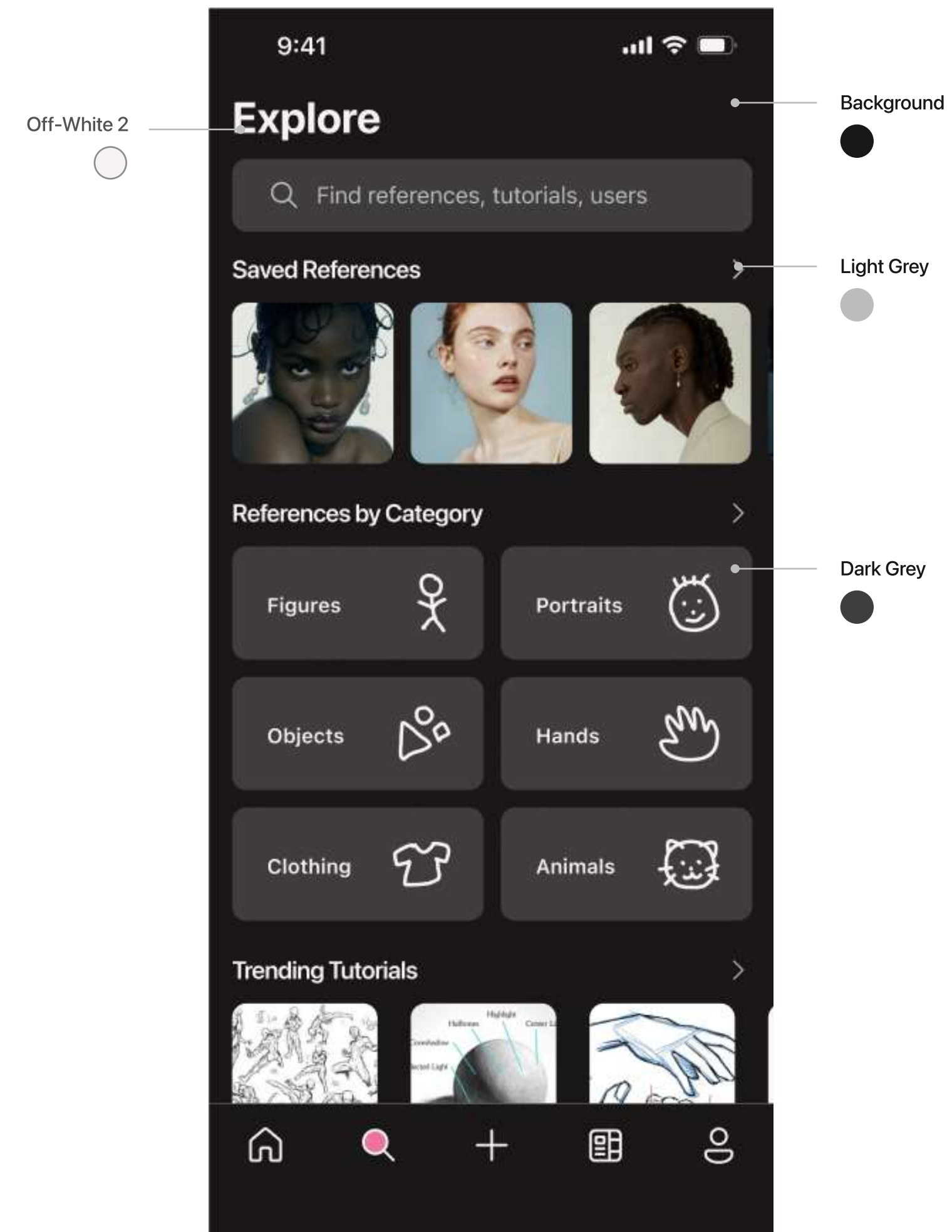
Yellow
#FFC200



Green
#28C997



Blue
#1DBCED

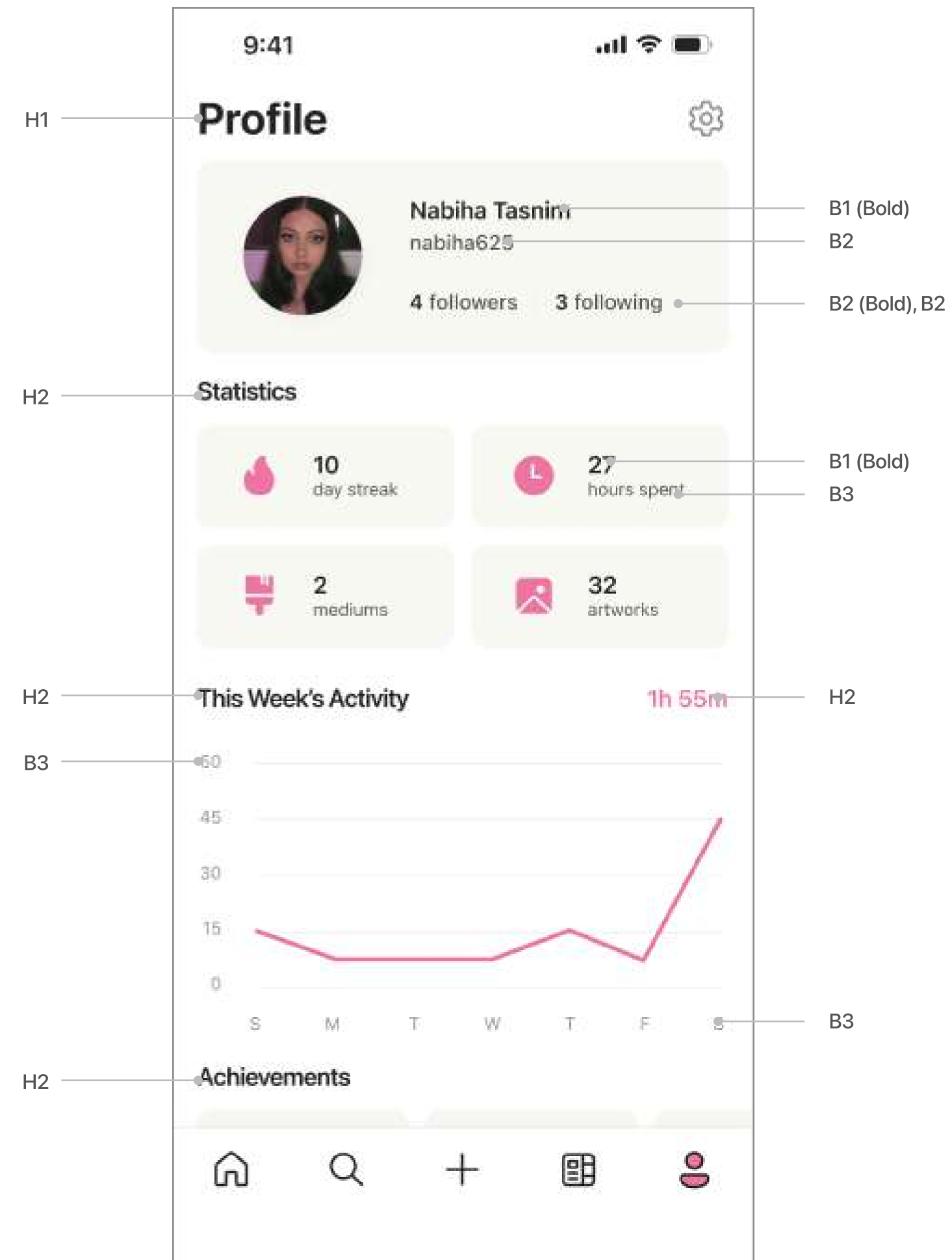


Typography

Font

SF Pro

Name	Size (px)	Weight	Tracking	Use	Example
H1	30	Bold	0%	Heading	Lorem ipsum dolor sit amet, consectetur adipiscing elit.
H2	17	Semibold	-2%	Subheading	Lorem ipsum dolor sit amet, consectetur adipiscing elit.
B1	16	Regular	-2%	Body	Lorem ipsum dolor sit amet, consectetur adipiscing elit.
B1 (Bold)	16	Regular	-3%	Body	Lorem ipsum dolor sit amet, consectetur adipiscing elit.
B2	14	Medium	-1%	Captions, Card Text	Lorem ipsum dolor sit amet, consectetur adipiscing elit.
B2 (Bold)	14	Semibold	0%	Captions, Card Text, Links	Lorem ipsum dolor sit amet, consectetur adipiscing elit.
B3	12	Regular	-1%	Captions, Card Text	Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Button	16	Regular	-2%	Buttons	Lorem ipsum dolor sit amet, consectetur adipiscing elit.



Font

SF Pro

Name	Size (px)	Weight	Tracking	Use	Example
H1	36	Bold	0%	Heading	Lorem ipsum dolor sit amet, consectetur adipiscing elit.
H2	24	Semibold	0%	Subheading	Lorem ipsum dolor sit amet, consectetur adipiscing elit.
B1	20	Regular	-1%	Body	Lorem ipsum dolor sit amet, consectetur adipiscing elit.
B1 (Bold)	20	Bold	-3%	Body	Lorem ipsum dolor sit amet, consectetur adipiscing elit.
B2	18	Regular	-1%	Captions, Card Text	Lorem ipsum dolor sit amet, consectetur adipiscing elit.
B2 (Bold)	18	Medium	0%	Captions, Card Text, Links	Lorem ipsum dolor sit amet, consectetur adipiscing elit.
B3	14	Regular	-1%	Graph Labels	Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Button	16	Medium	-2%	Buttons	Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Button

Chrome File Edit View History Bookmarks Profiles Tab Window Help Wed Nov 29 9:48 AM

AllaPrima x +
https://www.allaprima.com

allaprima Home Explore Gallery Upload

H1 Profile

Nabiha Tasnim B1 (Bold)
nabiha625 B2
4 followers | 3 following B1 (Bold)

H2 Statistics **This Week's Activity** 1 h 55m H2

B1 (Bold) 10 day streak
B2 27 hours spent

2 mediums 32 artworks

H2 Achievements H2

B3

Day	Activity
S	15
M	10
T	10
W	10
T	15
F	10
S	45

Iconography

Icons are sourced from Microsoft's Fluent UI System.

Main

Settings

Mobile: 30 x 30
Desktop: 48 x 48



Upload Photo

Mobile: 36 x 36
Desktop: 36 x 36



Edit Name

Mobile: 24 x 24
Desktop: 24 x 24



Edit Profile Picture

Mobile: 16 x 16
Desktop: 30 x 30



Expand

Mobile: 30 x 30
Desktop: 30 x 30



Close/Delete

Mobile: 24 x 24
Desktop: 24 x 24



Main Navigation

Mobile: 30 x 30
Desktop: 30 x 30



Secondary Navigation

Mobile: 20 x 20
Desktop: 30 x 30



Navigation Bar (Mobile)

Home

Mobile: 30 x 30



Explore

Mobile: 30 x 30



Add

Mobile: 30 x 30



Gallery

Mobile: 30 x 30



Profile

Mobile: 30 x 30



Profile Statistics

Streak

Mobile: 32 x 32
Desktop: 40 x 40



Time

Mobile: 32 x 32
Desktop: 40 x 40



Mediums

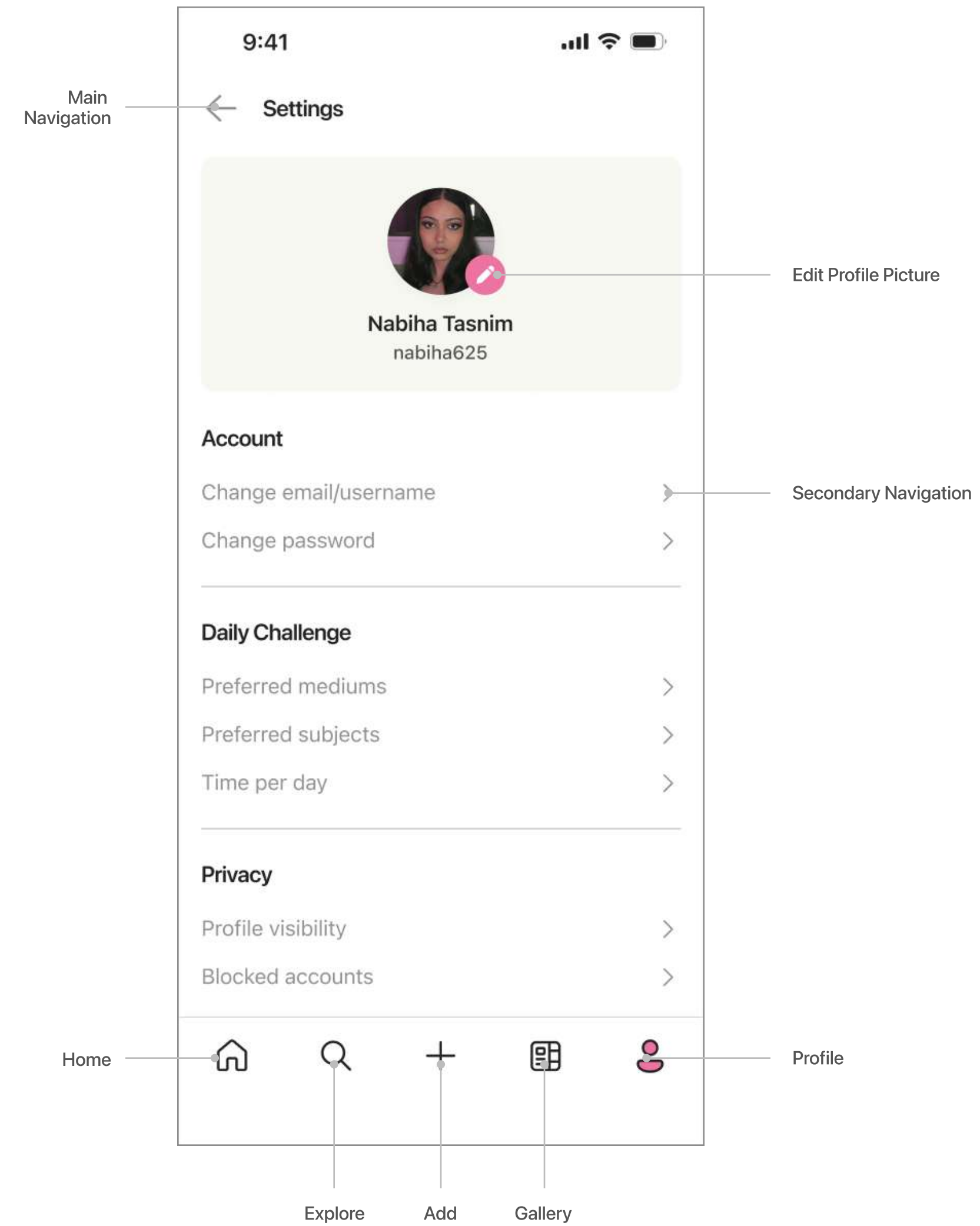
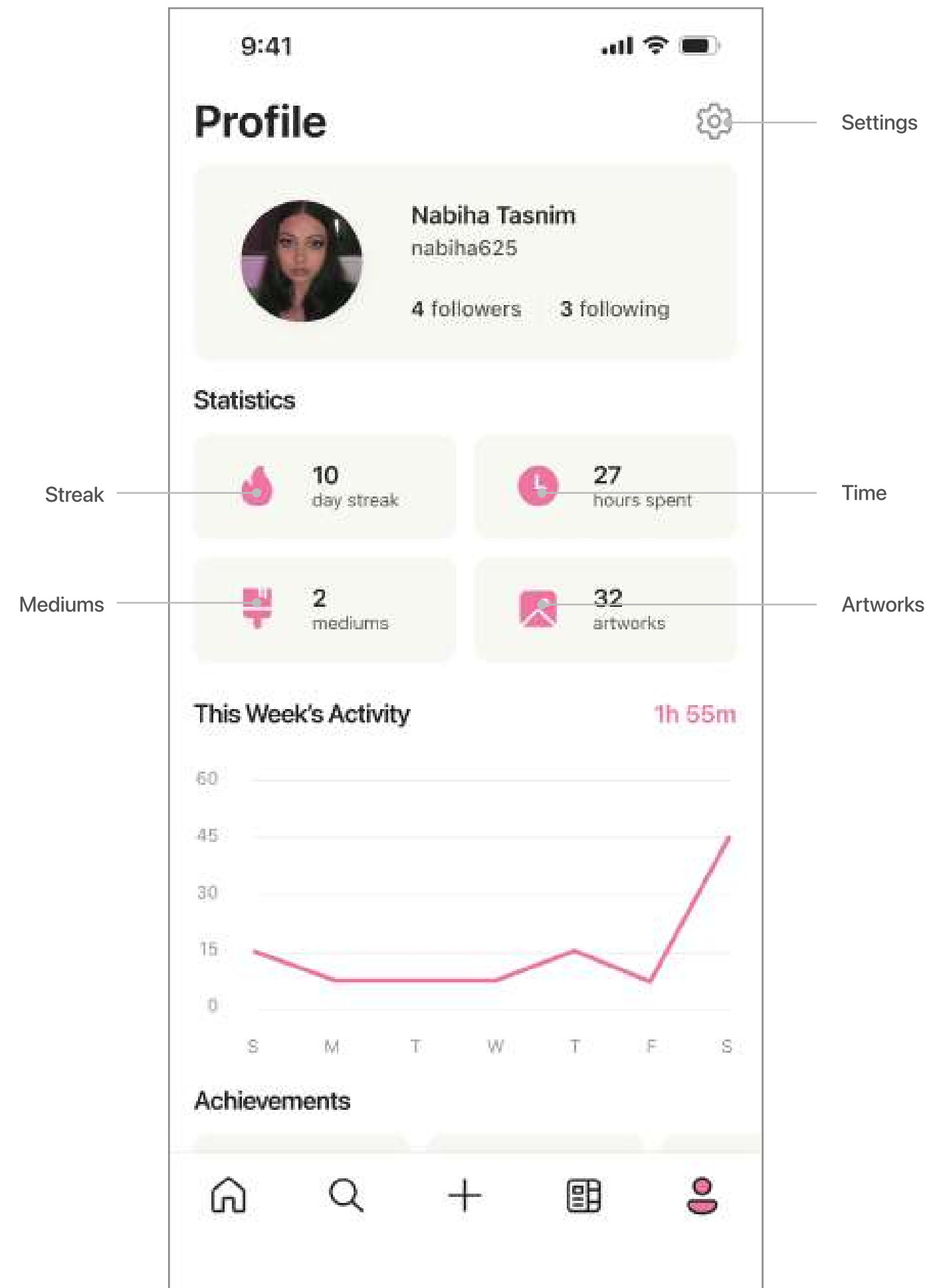
Mobile: 32 x 32
Desktop: 40 x 40



Artworks

Mobile: 32 x 32
Desktop: 40 x 40

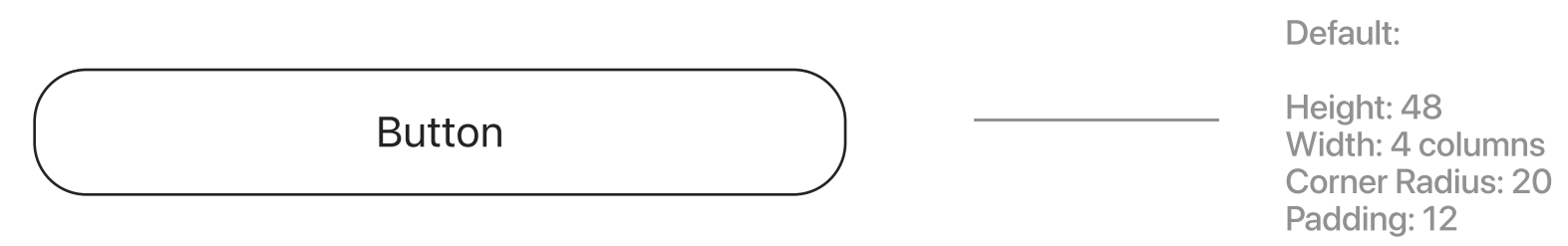




Mobile



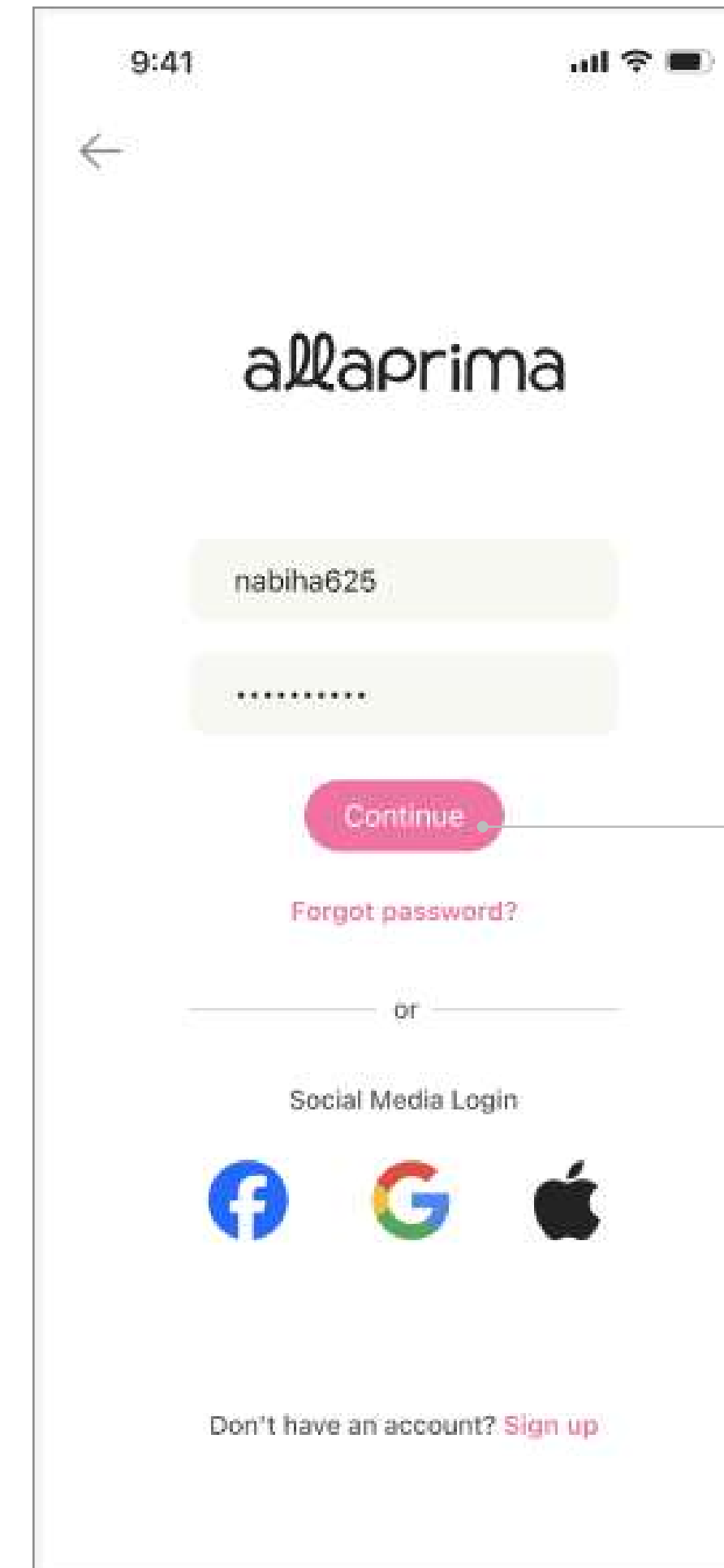
Desktop





Call to Action, 4 columns wide

Default, 4 columns wide

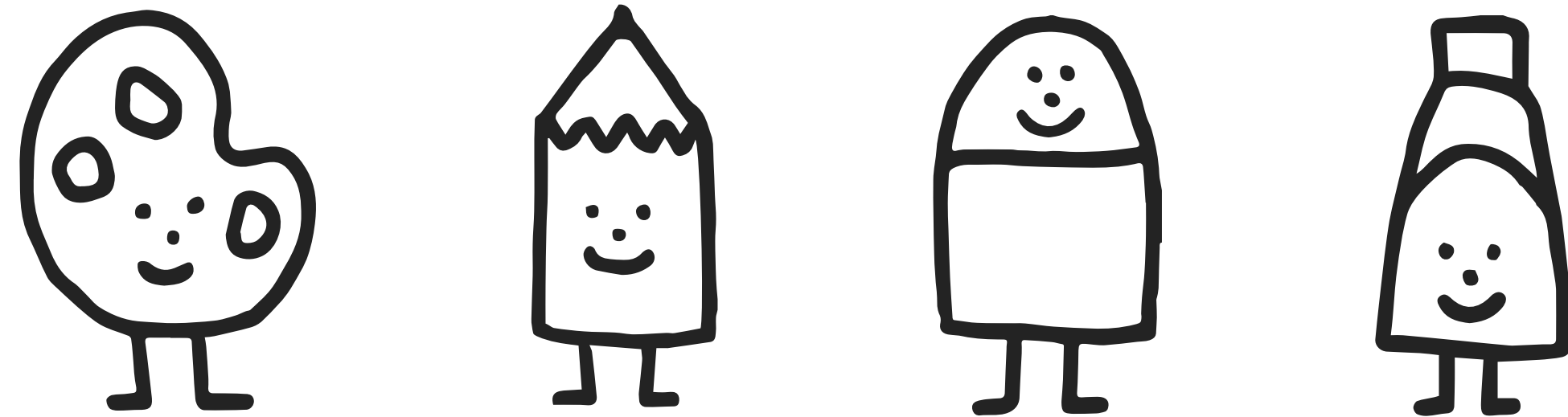


Completed, 2 columns wide

Illustrations

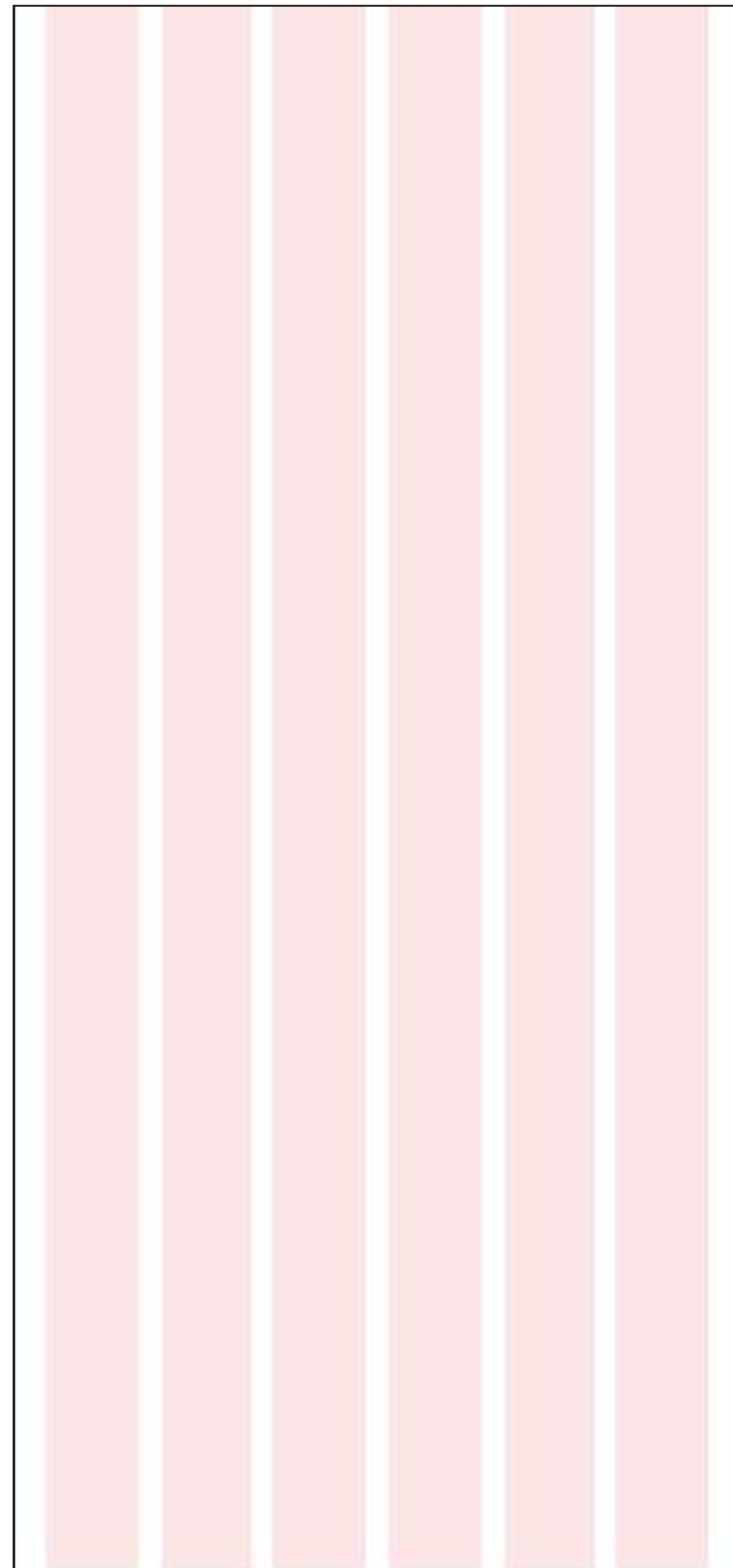


Illustration style is primitive and messy, like doodles. All of them should be hand-drawn so they retain imperfections.



There are four mascots: a palette, pencil, eraser, and paint tube. These are used in illustrations for achievements, daily challenges, and other supporting material.

Layout



50

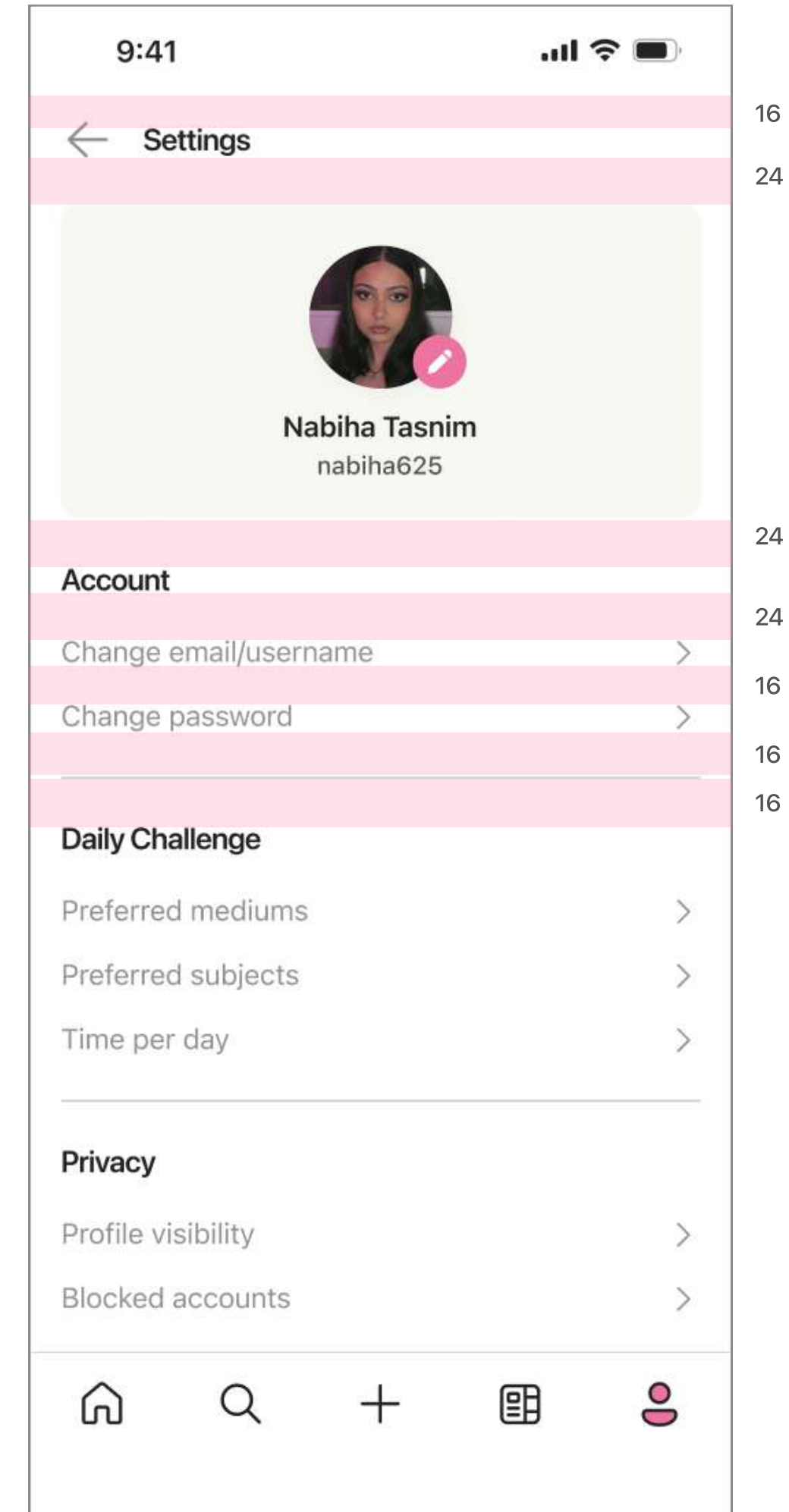
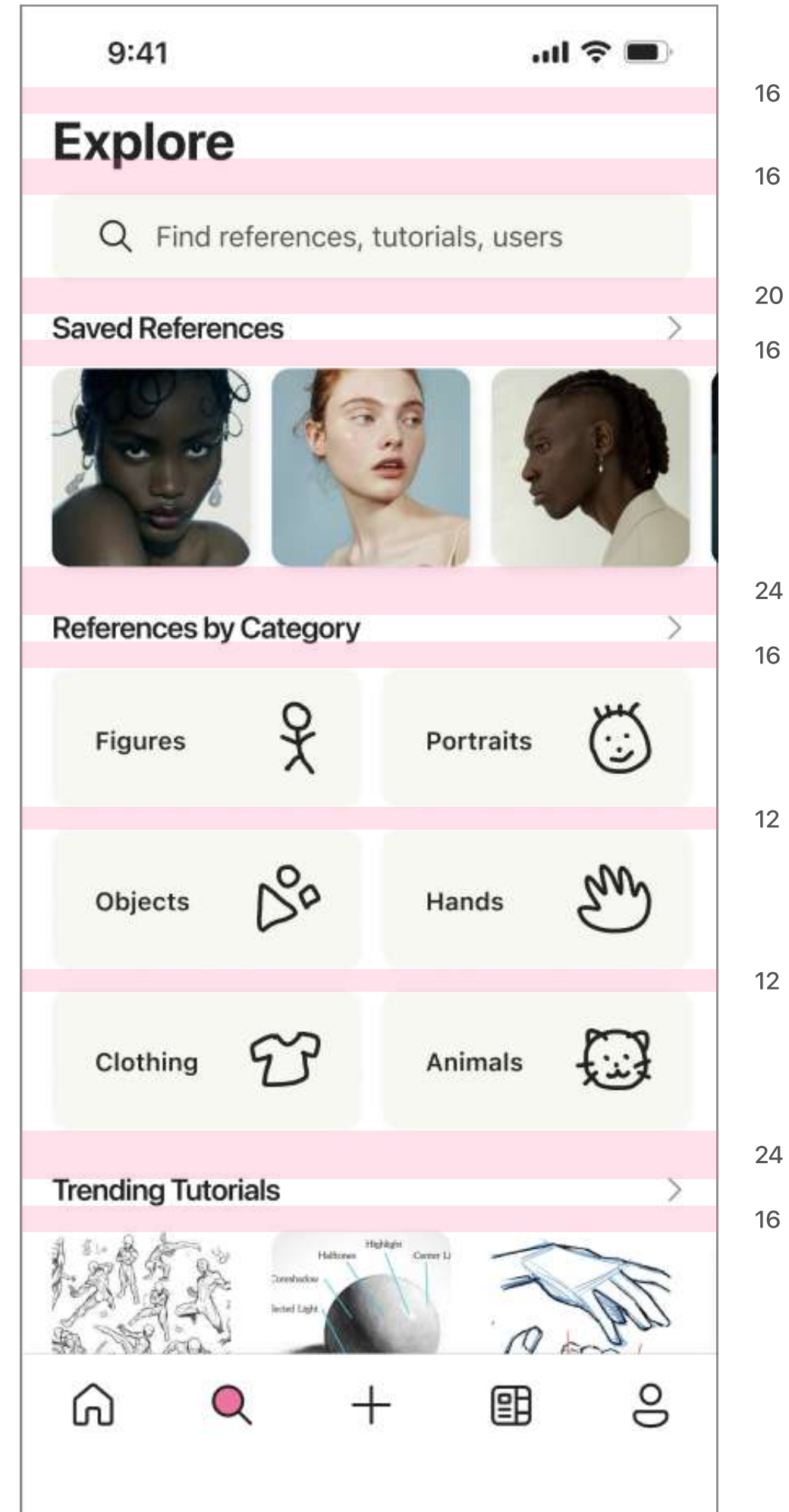
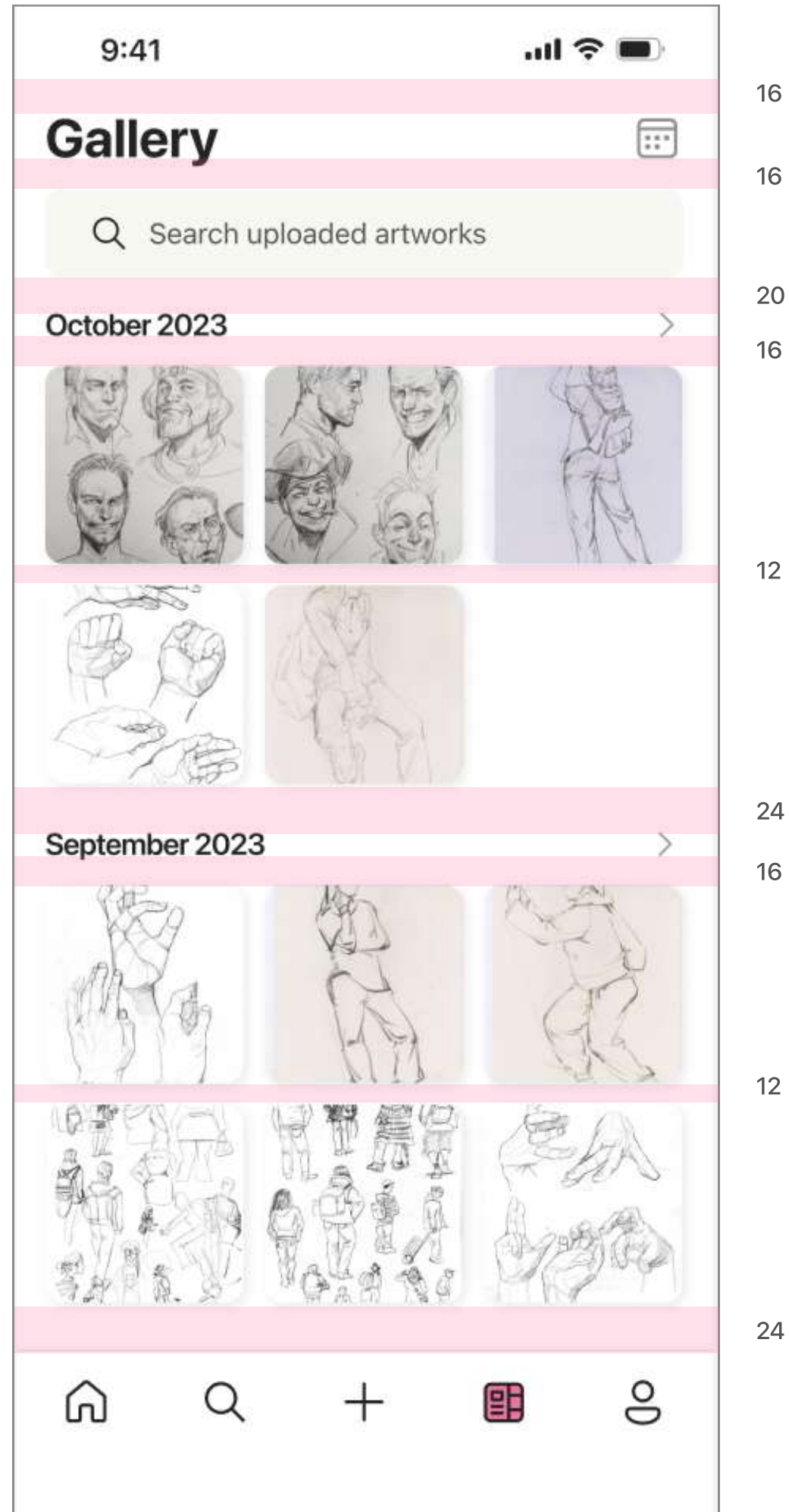
12

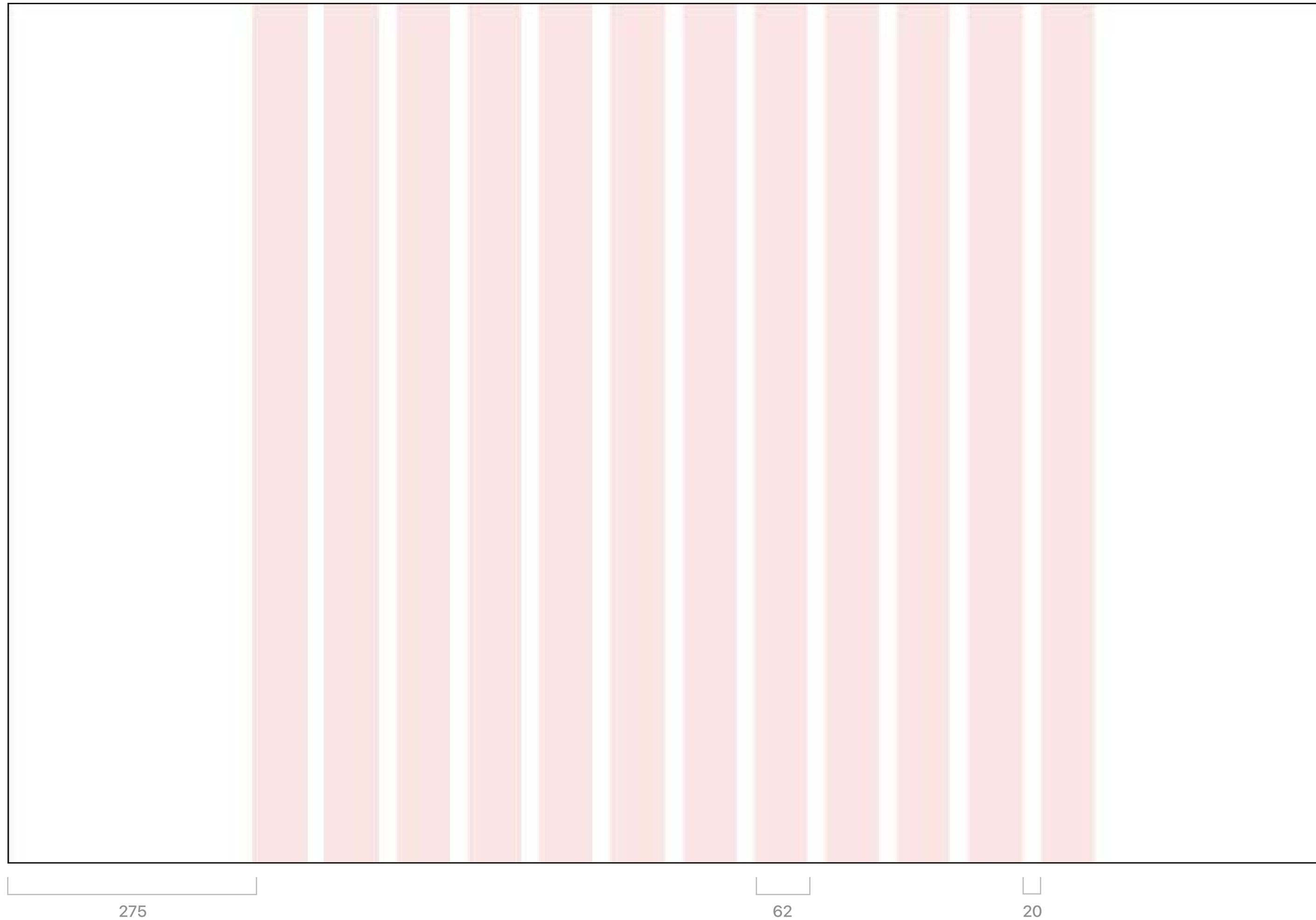
16

iPhone 13
380 x 844 px

Columns: 6
Margins: 16px
Gutters: 12px

All vertical spacing should be divisible by 4.





Macbook Pro 14"
1512 x 982 px

Columns: 12
Margins: 275px
Gutters: 20px

All vertical spacing
should be divisible by 4.

