



01 COLOR SCHEME

MAIN COLORS

#0C5B50	#FF5A3C	#F8CE00
Primary	Accent	Additional

02 TYPOGRAPHY

HEADER FONT

M Plus Rounded1c

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#\$\$%^&*()_+<>

BODY FONT

Roboto

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#\$\$%^&*()_+<>

FONT STYLE

Discover Maple Tour Header Style
M Plus Rounded1c - ExtraBold

Weekly Festival Sub Header Style
M Plus Rounded1c - ExtraBold

Join our expert sugar-maker on a one-hour journey beneath the iconic maple leaves of the “off-season” sugar bush and discover the modern world of maple syrup production. Body Style
Roboto - Regular

03 IMAGE SAMPLE



justGO: Stylesheet Written Reflection

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The justGO app is a service allowing seniors to organize and participate in ad-hoc carpool groups to events in their community, from group grocery trips to dances to bingo games. Seniors increasingly face social isolation, especially as they find it more difficult to drive, and this is a major factor causing them to leave their homes and enter retirement homes or condos instead. Our app will allow seniors to maintain their independence by giving them a way to stay physically, socially and mentally active despite not being able to drive.

Our app is designed to be clear and bold, from the name to the colour scheme. When we were deciding on a name, we discarded names with abstract or fanciful associations that would have been difficult for seniors to pronounce or remember. We also wanted to avoid names that suggested old age or infirmity. We chose “justGO” because it is easy to remember, say and spell, and it clearly indicates the purpose of the app. “Go” is a strong verb that carries a feeling of initiative and self-reliance without being complex.

Although our brand colors are green, orange and yellow, the app’s screens will use black text on a white background for readability. Green was chosen as our primary color for its association with the outdoors, youth and vitality. Orange and yellow are our accent and additional colors because of their fun and energetic feeling. In a sense, however, all three of these colors will be “accent colors” compared to the dominant black on white.

Typographically, we chose the font Roboto because of legibility. It’s easier to read the characters in sans serif fonts. Roboto is a modern font that is familiar on Android devices, and according to Forbes, it combines the best aspects of well-known sans serif fonts such as Helvetica and Arial. The header font is also sans serif, but we chose a font that is more lively and friendly-feeling for the headers, shifting the priority somewhat from legibility, because they will be displayed in larger type anyway. Each screen will be simple and designed to display one task or process at a time whenever possible.

The logo is starkly outlined green, designed to be easily recognizable and not too busy. It still incorporates details like the palm tree extending from the bus, and the sun in the background, to bring in the feeling of travel and fun. A bus shows that the app is for rides, but these elements distinguish the app from public transit and traffic apps. However, even if the user is unable to make out the details at a small scale, the distinctive outline of the bus is clear.