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AJE DESIGN LONDON

AJMN CREATIVE

BRANDING



COLOURS

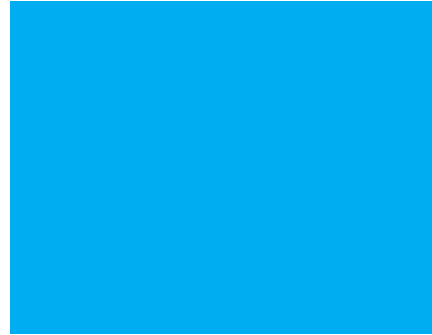


R:60

G:60

B:59

**MAIN BACKGROUND
COLOR**

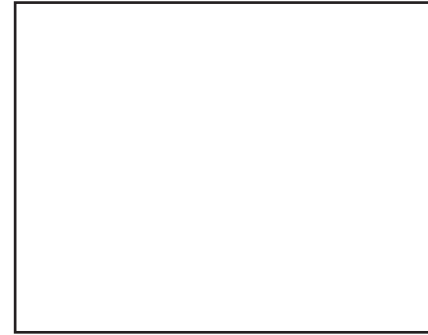


R:0

G:173

B:240

**SKYPE MESSANGER
COLOR**



R:255

G:255

B:255

MAIN TEXT COLOR



R:234

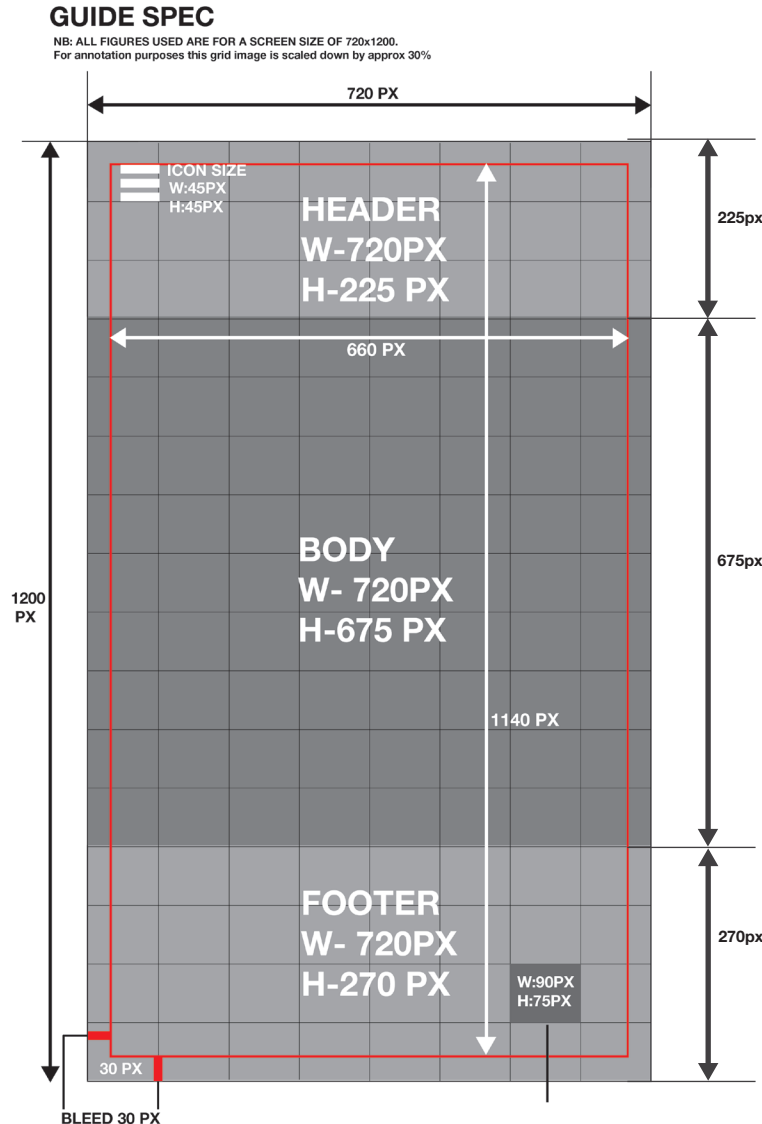
G:83

B:57

**ACCENT COLOR/
BUTTON COLOR**

THE GRID & LAYOUT

THE GRID IS DIVIDED TO THREE SUB CATEGORIES TO ALIGN WITH AND MAXIMISE THE FUNCTIONALITY OF THE APP. IT'S STILL INTERCHANGEABLE.

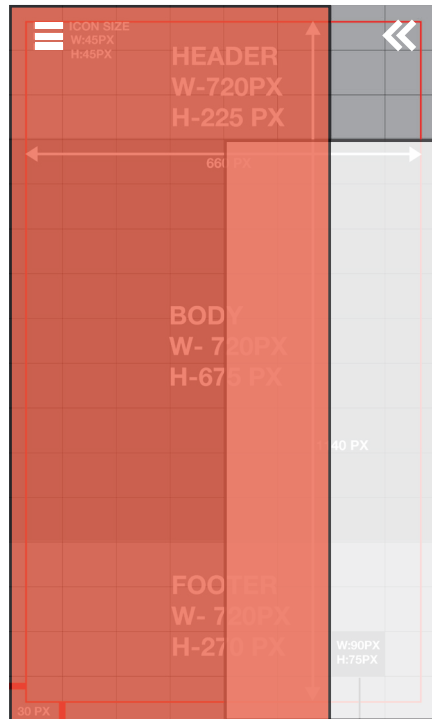


HEADER:
CONTAINS ICONS/
HEADLINES/ IDENTIFIERS

BODY:
THIS IS HOME TO THE MAIN
FUNCTIONALITY OF THE PAGE
FOR E.G. THIS WILL CONTAIN
ALL 'CHAT' ELEMENTS IN LINES
OF INVESTIGATION,
BODY OF NOTEBOOK, ETC.

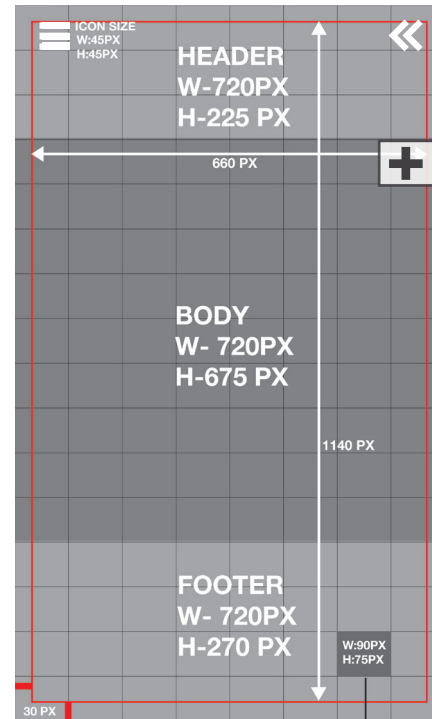
FOOTER:
THIS USUALLY CONTAINS
OPTIONS/ BUTTONS AND WHERE
THE USER INPUTS INFORMATION

THE GRID & LAYOUT



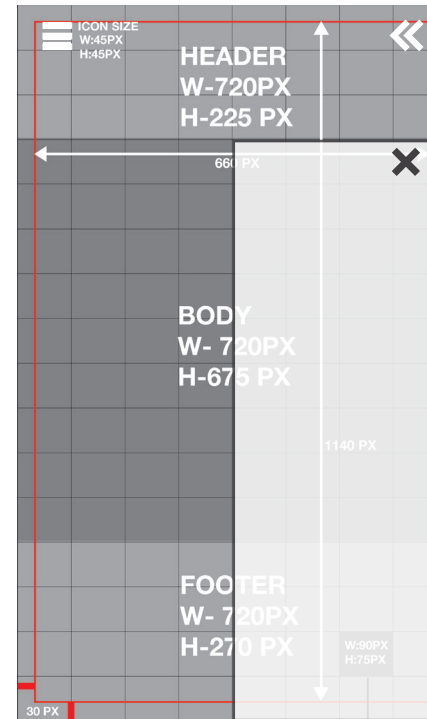
MAIN MENU

3/4 of screen W-540px, H-1200px
 RED (R234 G83 B57)
 Animates from left side of the screen
 from menu icon



SUB MENU TAP

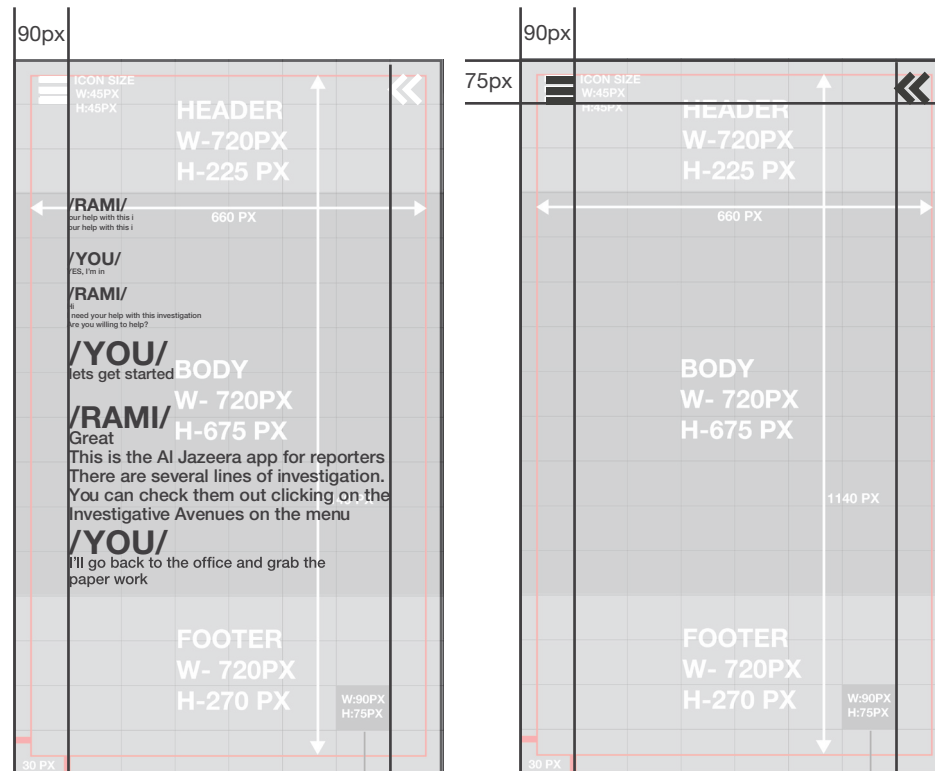
W-105px, H-75px
 WHITE, OPACITY 90%
 Placed on right side of the screen,
 from 225px downwards.



SUB MENU

1/2 of screen W-360px, H-975px
 WHITE, OPACITY 90%
 Animates from right side of the screen
 from plus tap, 225px downwards.

THE GRID & LAYOUT



TEXT SAFE

90px from left and right sides

MAIN ICON LOCATON

Main icons snapped to line located 90px from left and right sides and sits on line 75px from top.

TYPOGRAPHY

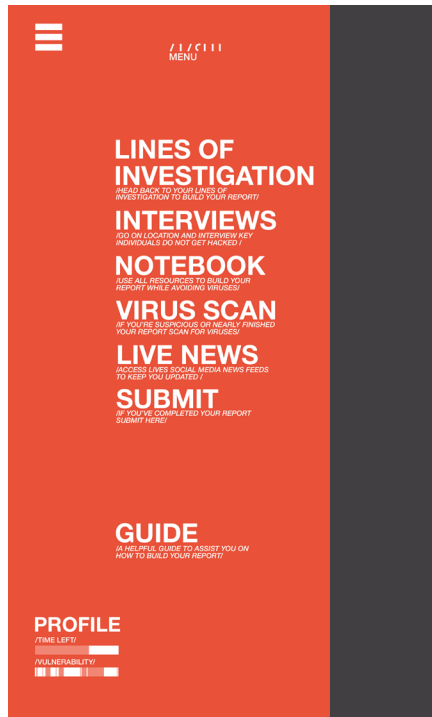
PRIMARY - Helvetica Neue LT Pro **BOLD**

**ABCDEFGHIJKL
MNOPQRSTUVWXYZ
XYZ#0123456789**

SECONDARY - Helvetica Neue LT Pro **MEDIUM**

**ABCDEFGHIJKL
MNOPQRSTUVWXYZ
XYZ#0123456789**

TYPOGRAPHY

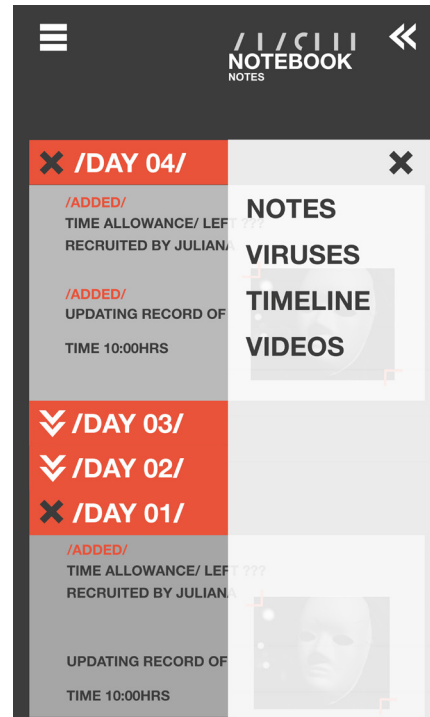


MAIN MENU TEXT

Helvetica Neue LT Pro
75 BOLD 44PT
WHITE, UPPERCASE
Distance between lines 44PT

SMALL TEXT

Helvetica Neue LT Pro
66 MEDIUM ITALIC 12PT
WHITE, UPPERCASE
Distance between lines 11PT



SUB MENU TEXT

Helvetica Neue LT Pro
75 BOLD 44PT
GREY (R60; G60; B59) UPPERCASE
Distance between lines 44PT

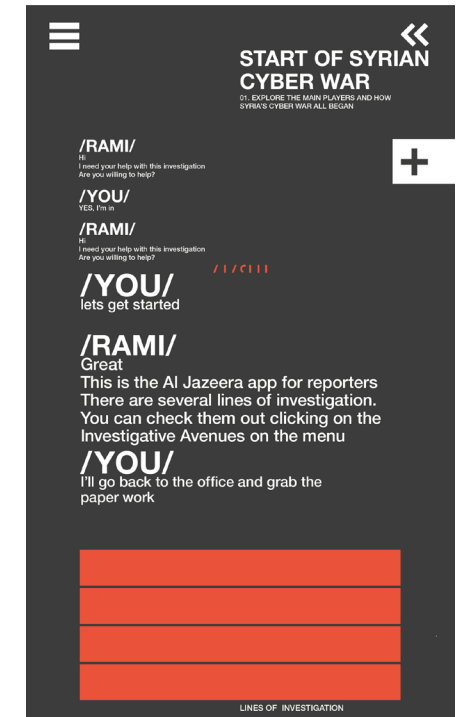


LINES OF INVESTIGATION TEXT

Helvetica Neue LT Pro
75 BOLD 58PT
WHITE, UPPERCASE
Distance between lines 54PT

SMALL TEXT

Helvetica Neue LT Pro
65 MEDIUM 10PT
WHITE, UPPERCASE
Distance between lines 11PT



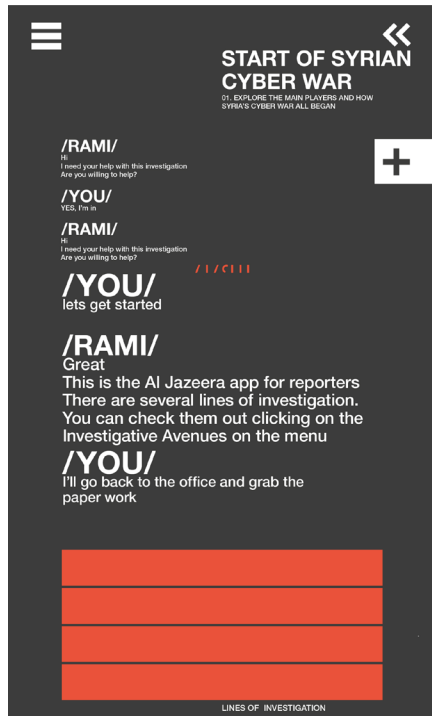
CHAT MESSENGER TEXT

Helvetica Neue LT Pro
65 MEDIUM 28PT
WHITE, lowercase
Distance between lines 30PT

TITLE /NAME TEXT

Helvetica Neue LT Pro
75 MEDIUM 48PT
WHITE, UPPERCASE
Distance between lines 30PT

TYPOGRAPHY



OPTION BUTTON/ CHAT MESSENGER TEXT

Helvetica Neue LT Pro

75 BOLD ??PT

WHITE, lowercase

Distance between lines??PT

ICONS & SCREEN FURNITURE



MAIN MENU ICON

H 45px W 45px
WHITE

PLUS TAP SUB MENU ICON

H 48px W 48px
GREY

CROSS ICON

H 47px W 47px
GREY

BACK ICON

H 51px W 56px

NOTIFICATION ICON

H ??px W ??px

VIRUS ICON

H ??px W ??px

TIME MEASURE ICON

H ??px W ??px

**VUNERABILITY
MEASURE ICON**

H ??px W ??px

IMAGES & VIDEO

IMAGES TREATED BLACK AND
WHITE

IMAGE ICONS

FRAMES

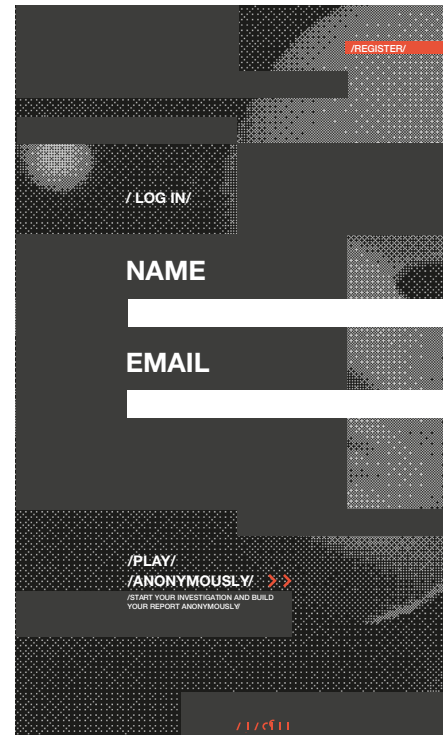
FRAMES/ INTRO



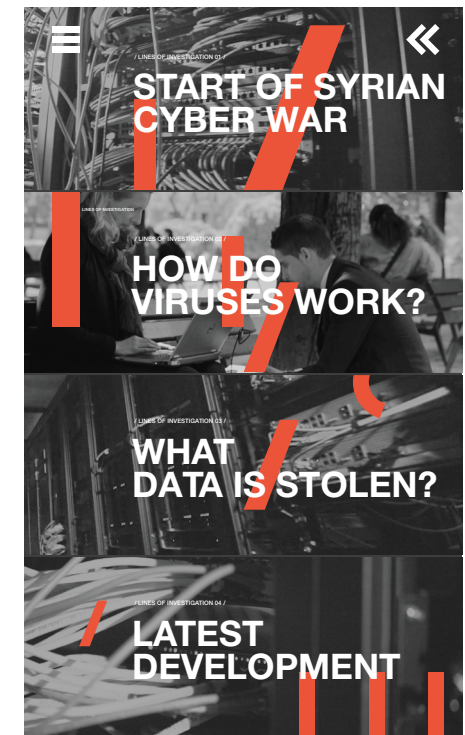
LOGO, INTRO VIDEO



LOGO, INTRO VIDEO

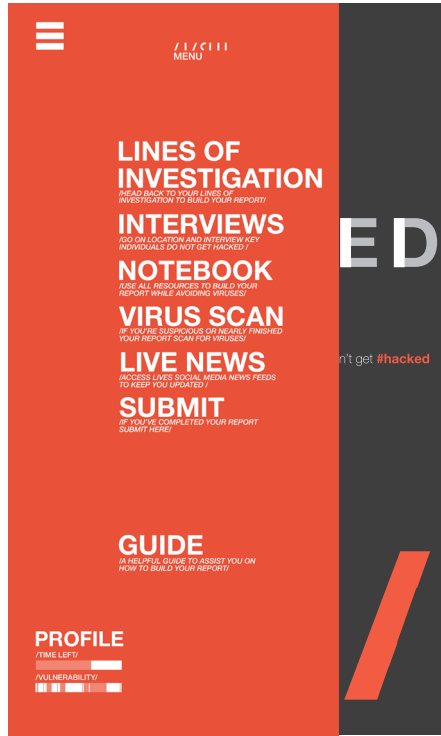


LOGIN

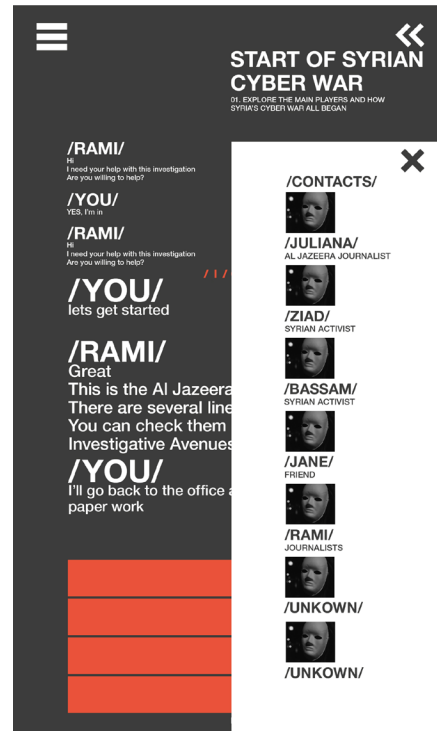


QUEST FRAME

FRAMES/ MENU

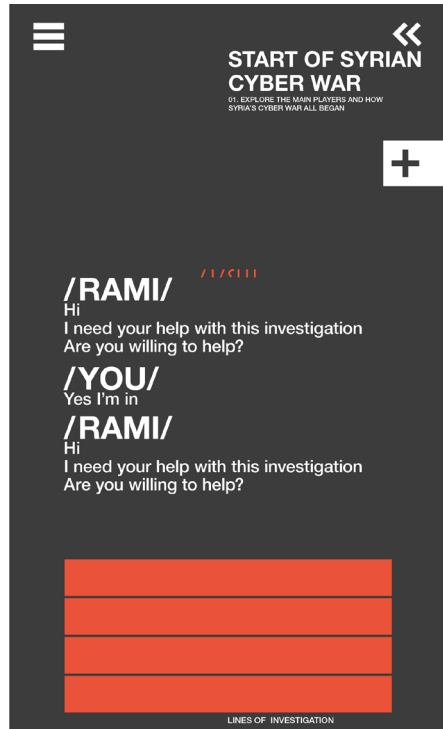


MAIN MENU

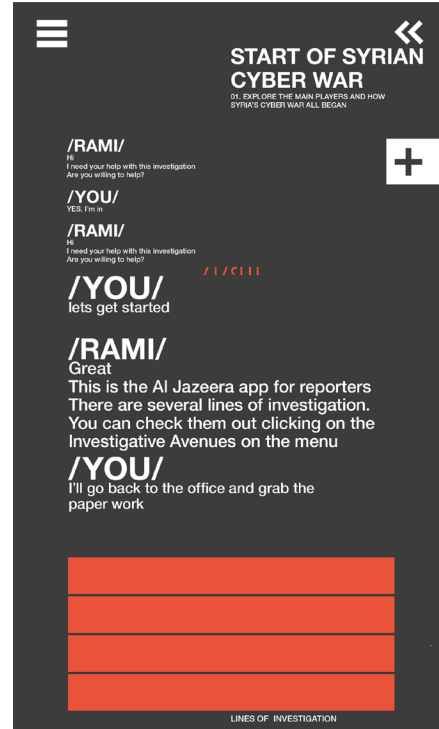


SUB TAB MENU

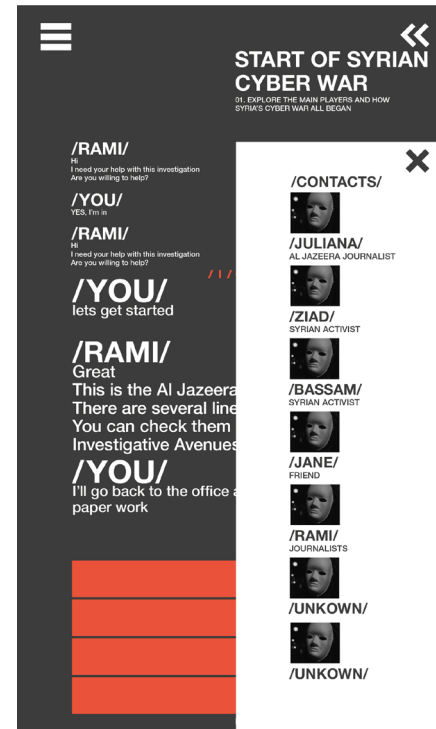
FRAMES/ CHAT/ TAB MENU



CHAT



CHAT
PREVIOUS MESSAGES SCROLL
UPWARDS AND SCALE DOWN.



SUB MENU OVER CHAT