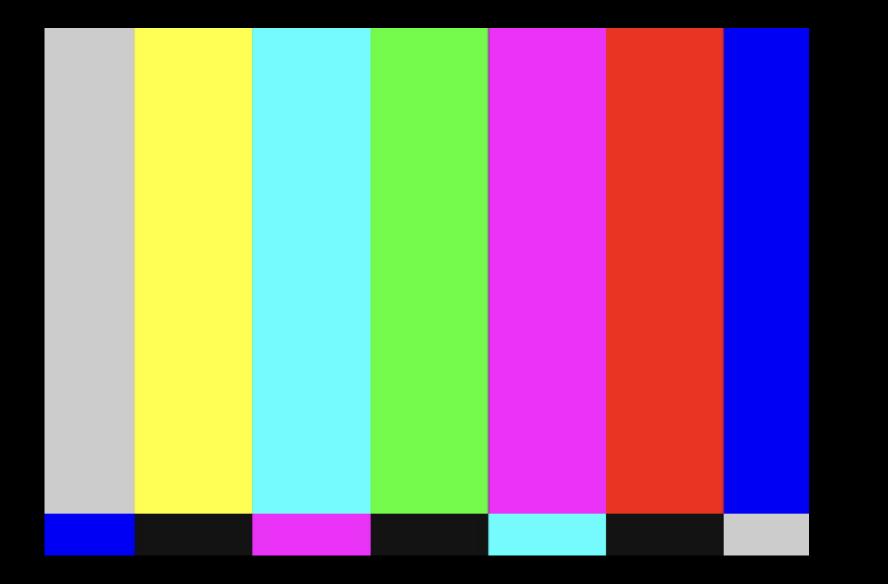
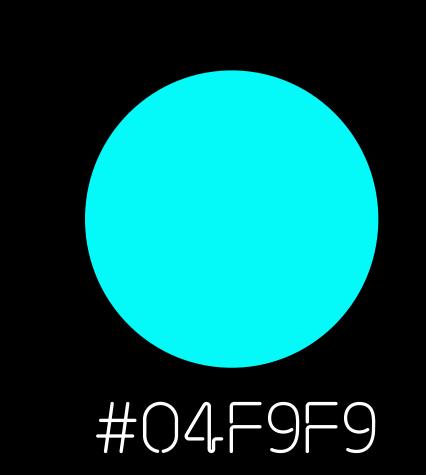


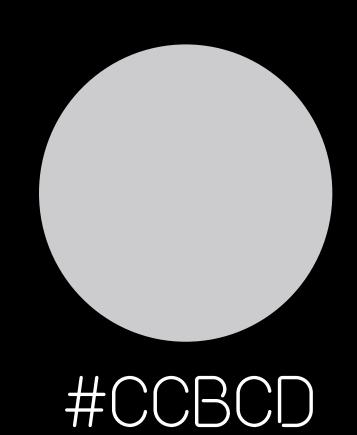
EXPANDED COLOR VARATIONS











News now defies traditionalism with bold, bright splashes of colors that awaken the senses and invigorate the viewing experience. Leaving no room for boring white and black pages.

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

NEON TUBES 2 (LOGO/BREAKING NEWS)

ABCDEFGHIJKLMNOPQRSTUVWXYZ • consistent throughout

- downloaded from dafont.com

Krub will be used to display the vast majority of the text users will see

H1 Font SIZING:

96 px

H2 Font 72 px

H3 Font

spacing 0%

spacing 0%

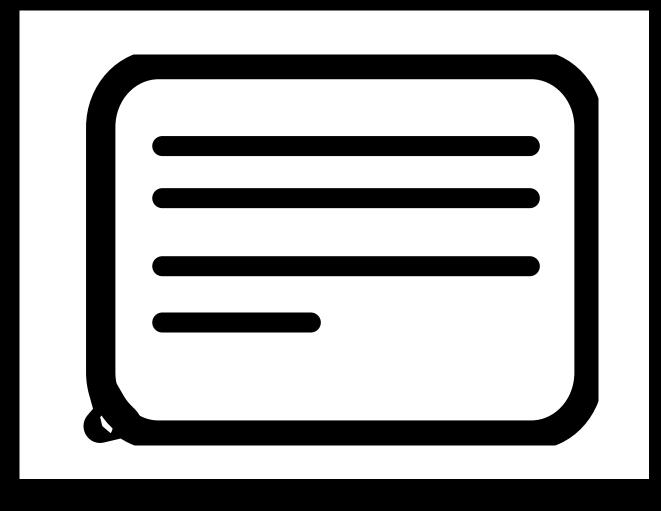
Neon tubes 2 will be used to display major headlines/breaking news, and alerts

SIZING:

H1 Font 96 px

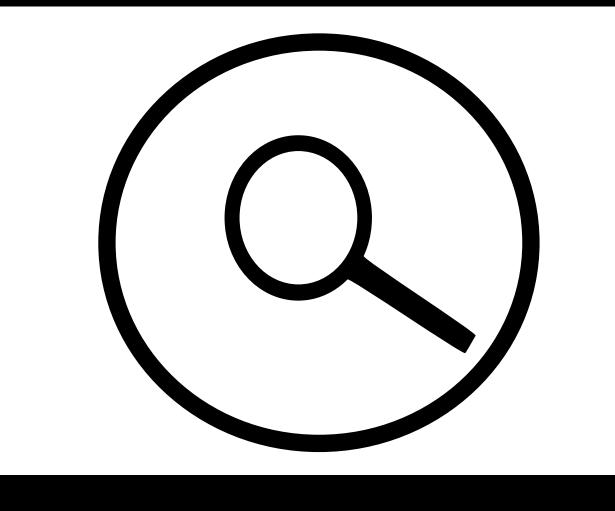
H2 Font 72 px

H3 Font



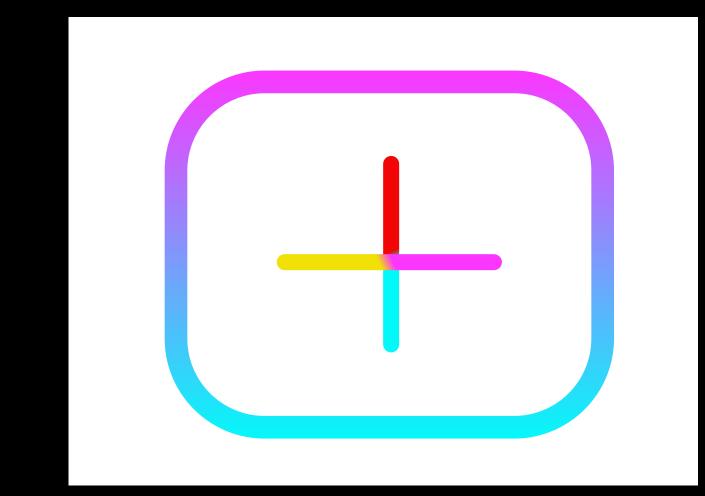


directs users to messages with other users



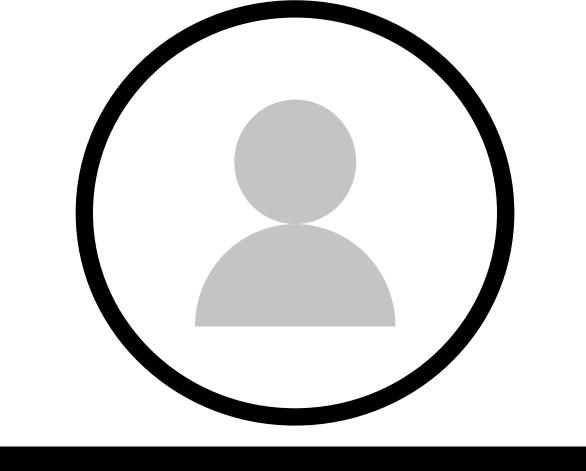
Search:

allows users to discover new content they may be interested in



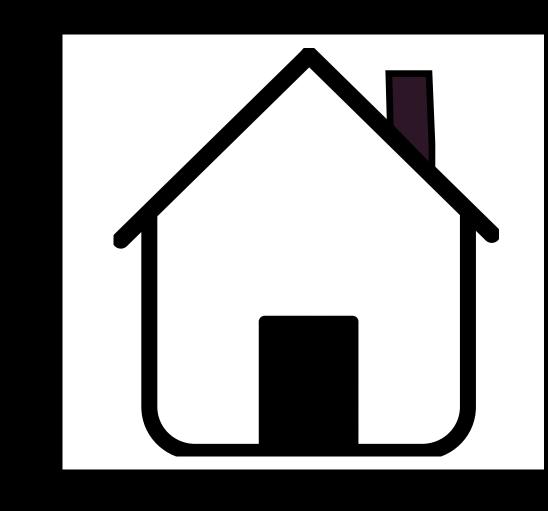
Create:

serves as the "studio" if the app - creates news content to post on your feed



Me:

directs user to their profile - view



Home:

directs users to home page with content based on their preferences





Designed to be an homage of where broadcast was, and where it is going to be the app icon is meant to come off as an industry disruptor.

Inspired by a neon sign, the News Now primary logo rejects the conventional look of big name media and embraces a more modern take



UNACCEPTABLE USES

AMOID

News Now

Avoid using white logos

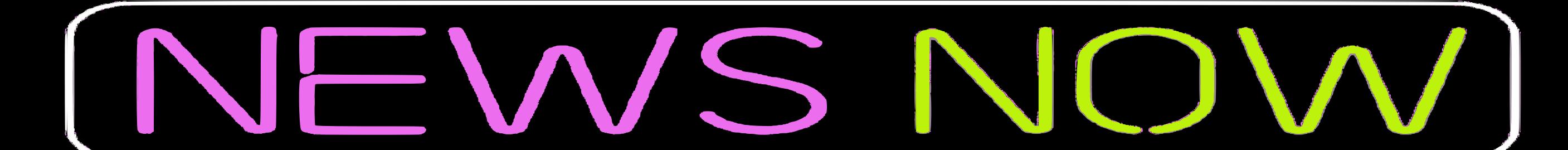
NEWS NOW

Avoid using two of the same colors for the text

NEWS NOW

Avoid using colors not designated in the color palette/extended palette range





Avoid using rotating the logo

Avoid distorting the logo

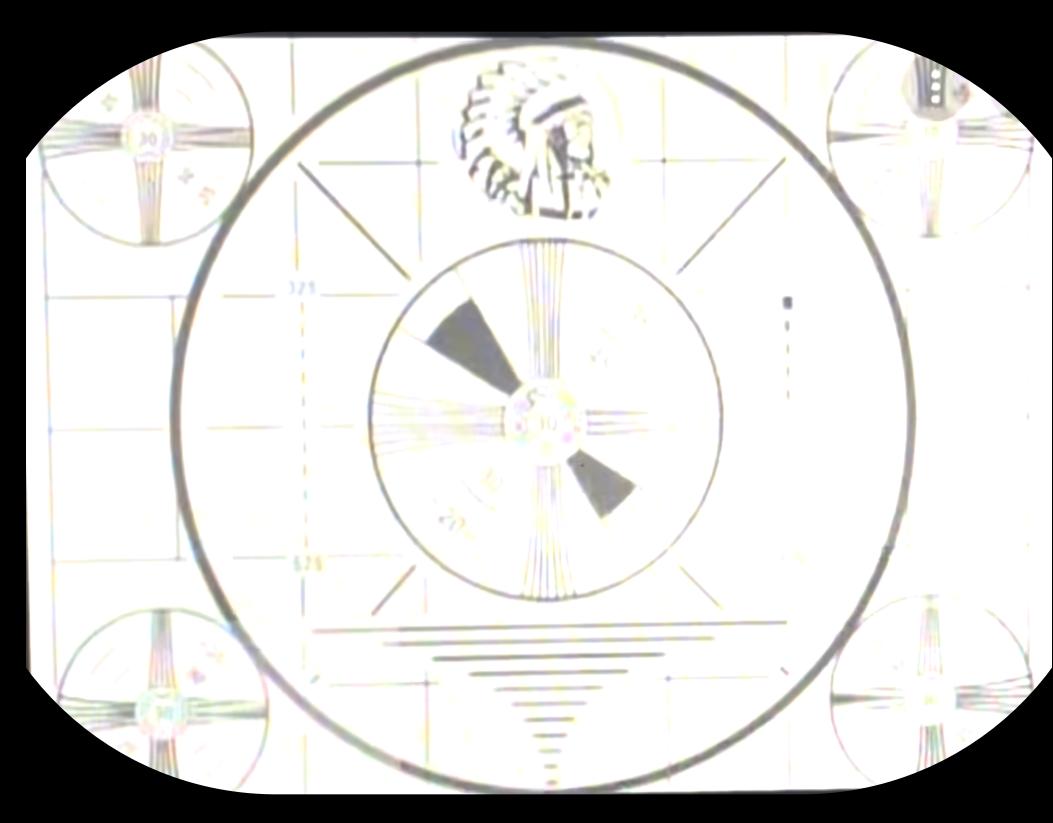


Avoid placing the logo in a shape or container



Avoid political affiliations





When launching the app viewers will be greeted by a screen similar to this one as their content loads. The logo will display, and once the content is finished a static will appear and lauch the viewer to their home feed.

will have some element of gifs that add visual interest.

EDITORIAL STYLE

MSSION

To transform the way we tell the news.

- conversational but not too casual
- informative but not too overbearing
- cool but not alienating
- plainspoken
- eccentric
- lighthearted and positive

Real stories, real fun.

ABOUT THE AUDIENCE:

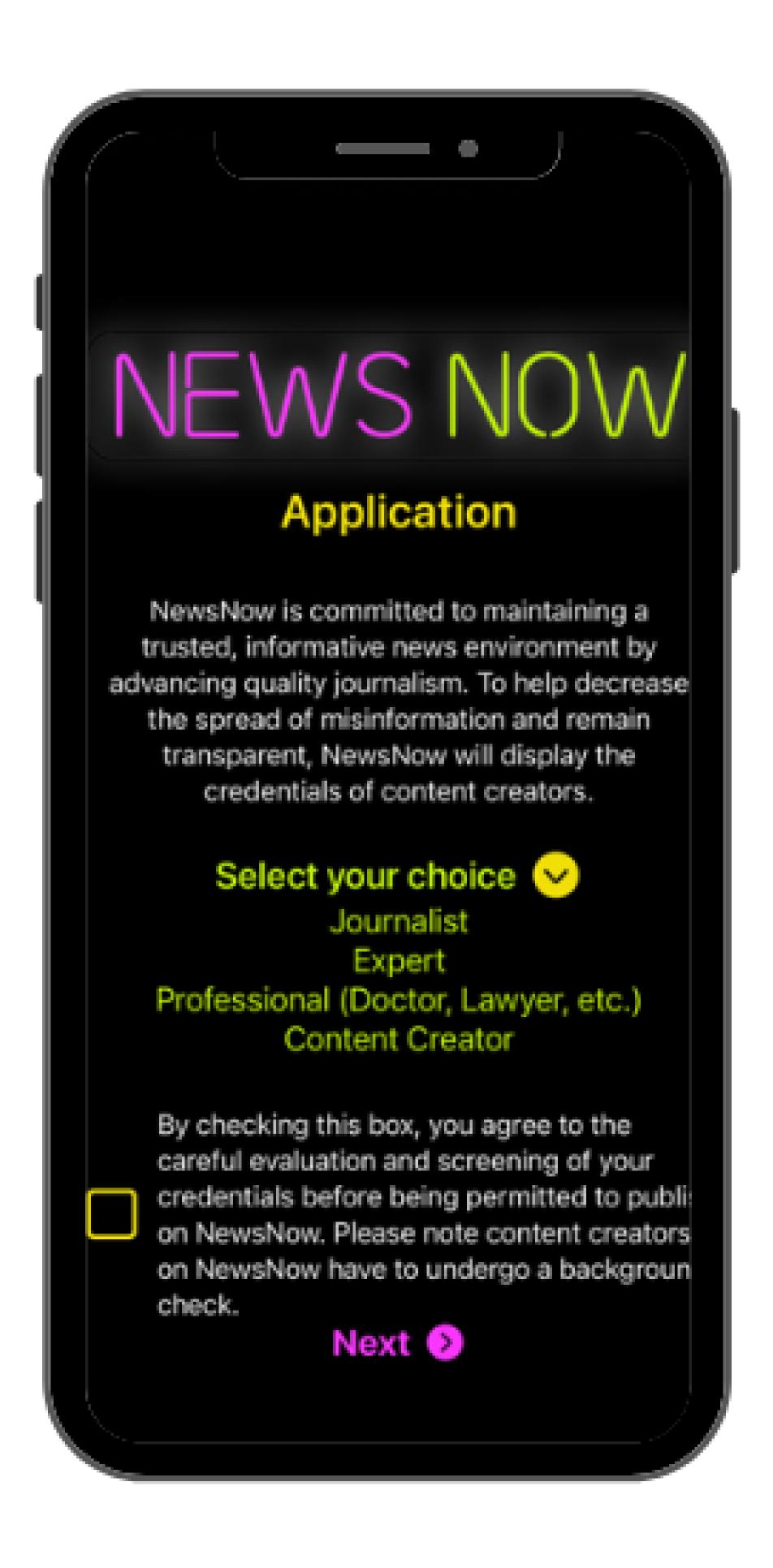
- Change embracers
- Younger (Gen Z/ Millenials)
- Busy
- Tech savy
- Visually driven
- Disinterested in news negativity/ sensationalism

UPATTERN LIBRARY



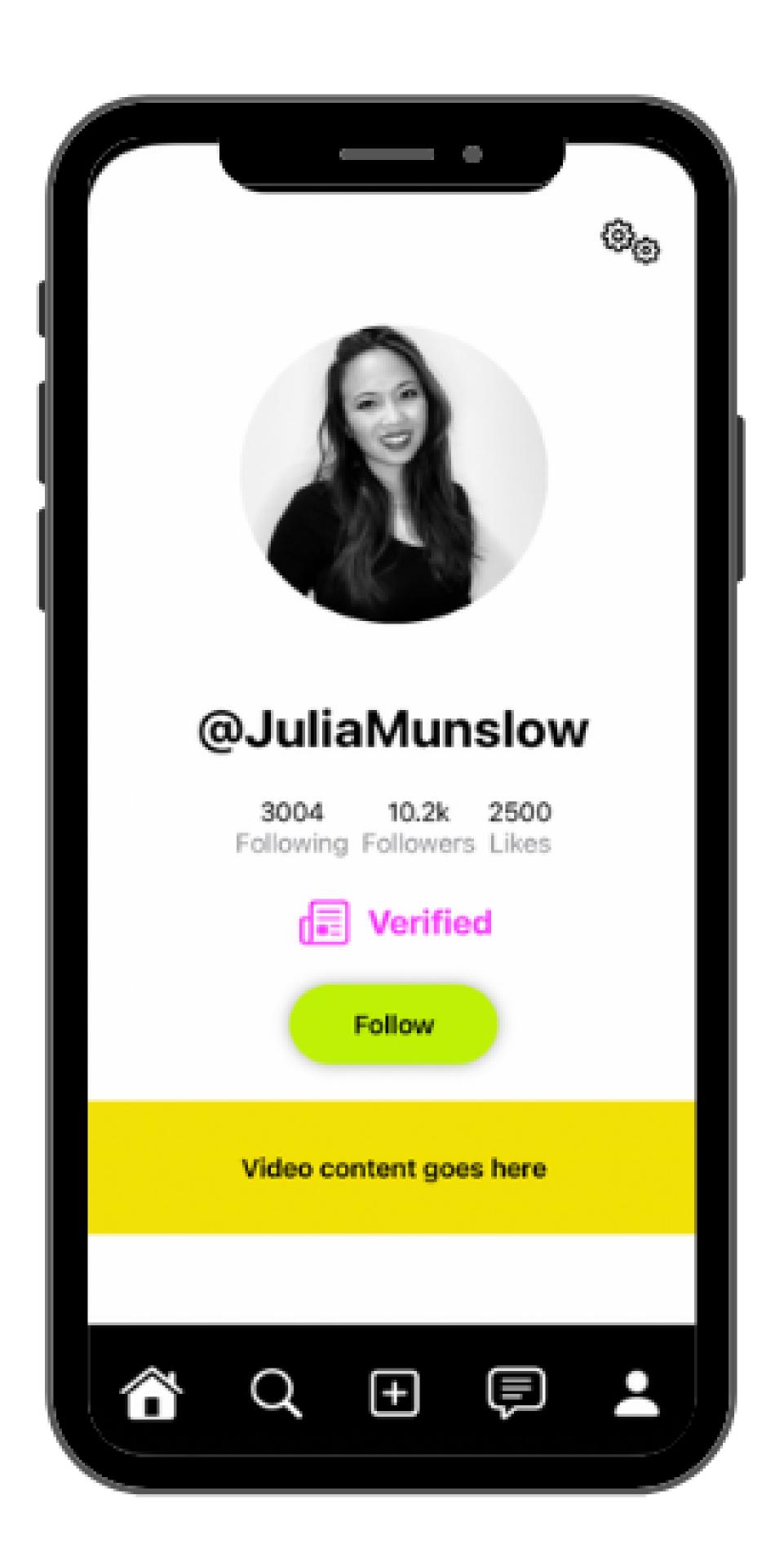
APP LOADING SCREEN:

- NewsNow logo
- Subtitle with tagline
- Uses: Anywhere, but mainly for Home loading screen
- Unacceptable Uses: On any colored background besides black



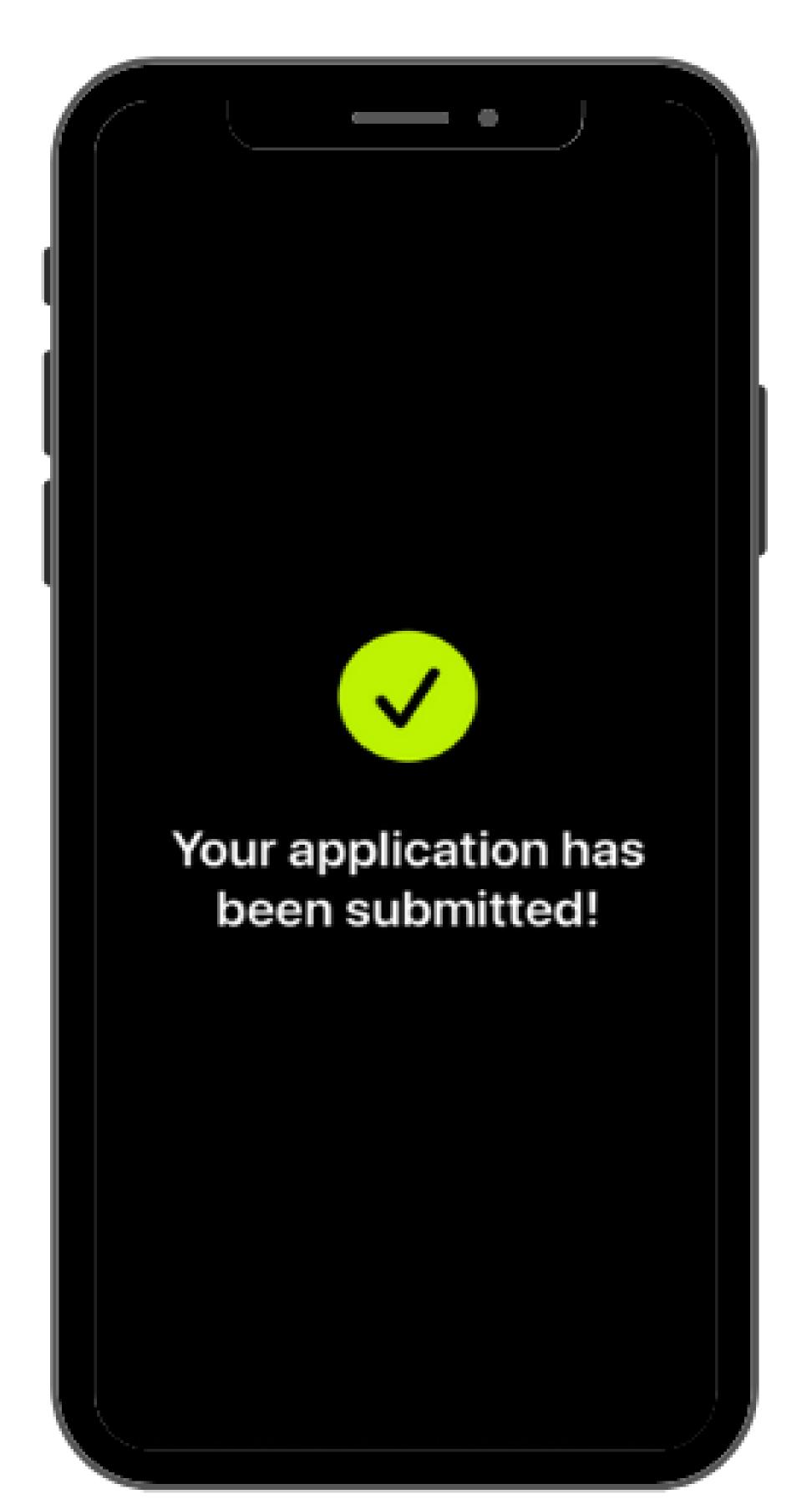
APPLICATION:

- NewsNow logo
- Subtitle
- Description
- Subtitle
- Arrow icon
- Description
- Blank box icon
- Description
- Next button + arrow icon
- **Uses:** Any forms regarding NewsNow
- Unacceptable Uses: On a white background



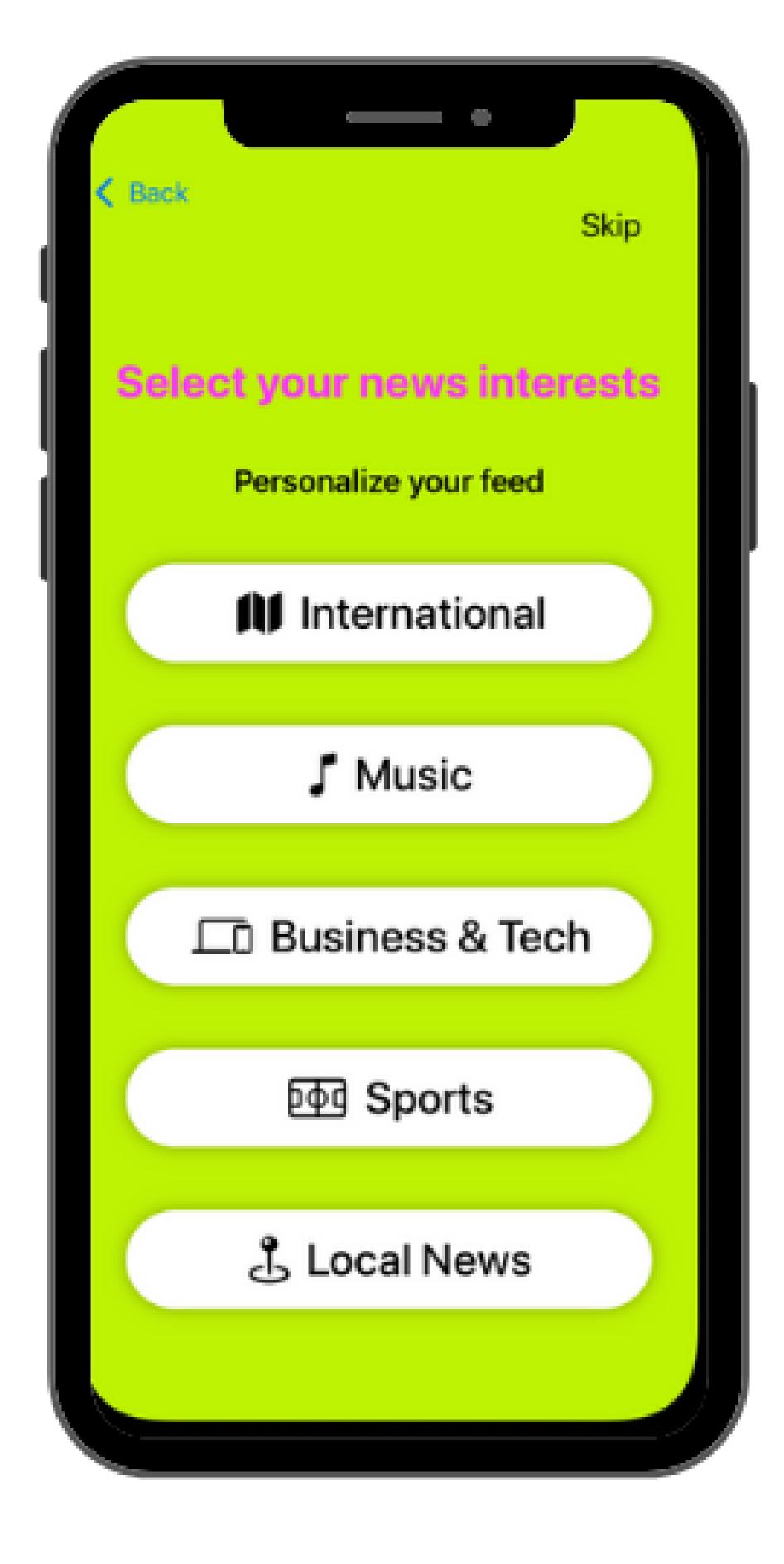
PROFILE PAGE:

- Settings/gear icon
- User photo
- Username title
- Following, followers + likes count
- Newspaper icon + NewsNow Verified text
- Follow button
- Video content
- Navigation bar with icons
- Uses: For user's profile and verified profile



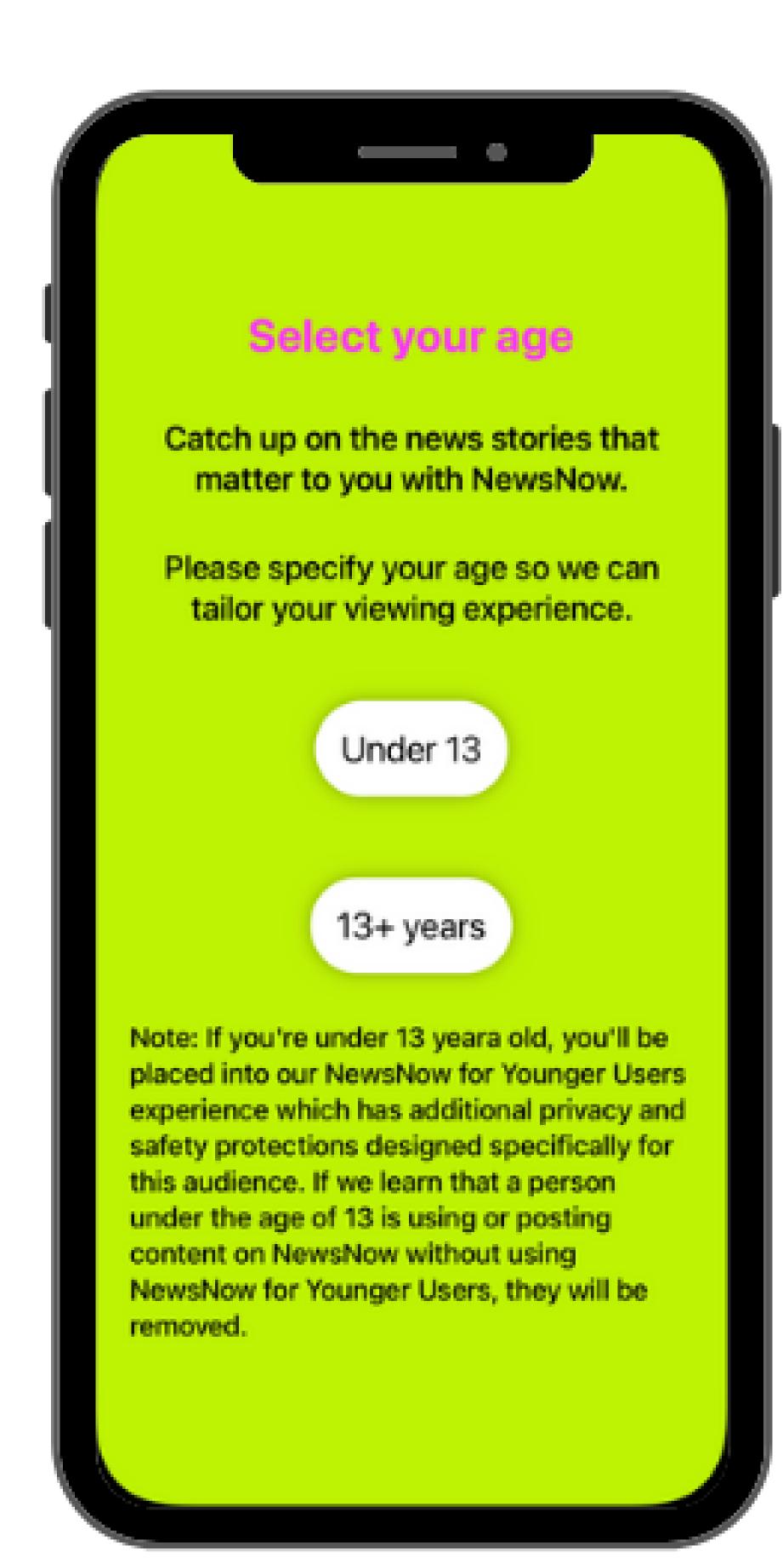
CONFIRMATION FOR APPLICATION:

- Checkmark icon
- Subtitle text
- Uses: Only regarding submissions
- Unacceptable Uses: On a white background



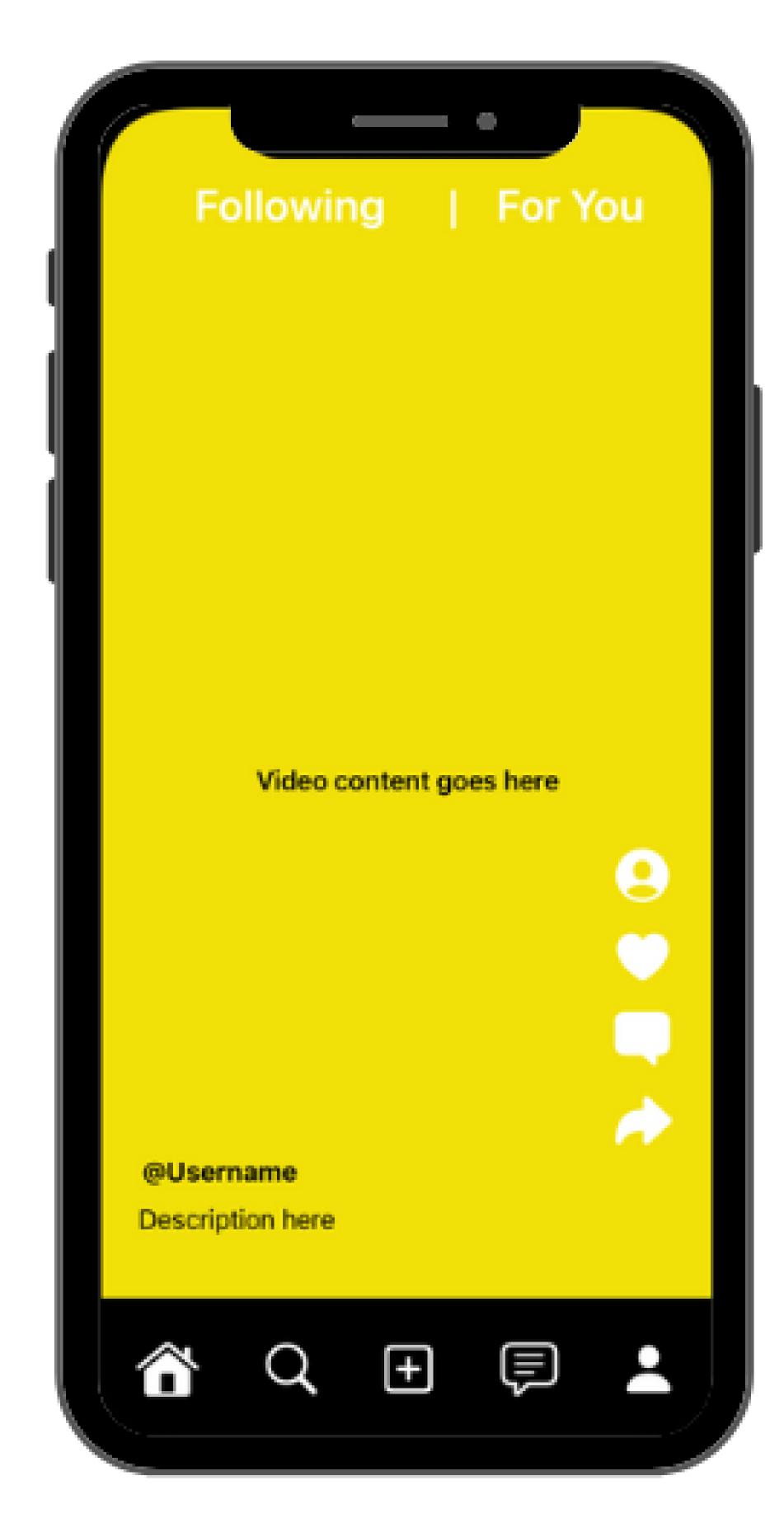
INTERESTS PAGE:

- Skip button
- Title
- Subtitle
- Buttons w/ icons + subtitles
- **Uses:** Pop up pages for users, mainly used for the Interests and Preference page
- Unacceptable Uses: On a white background



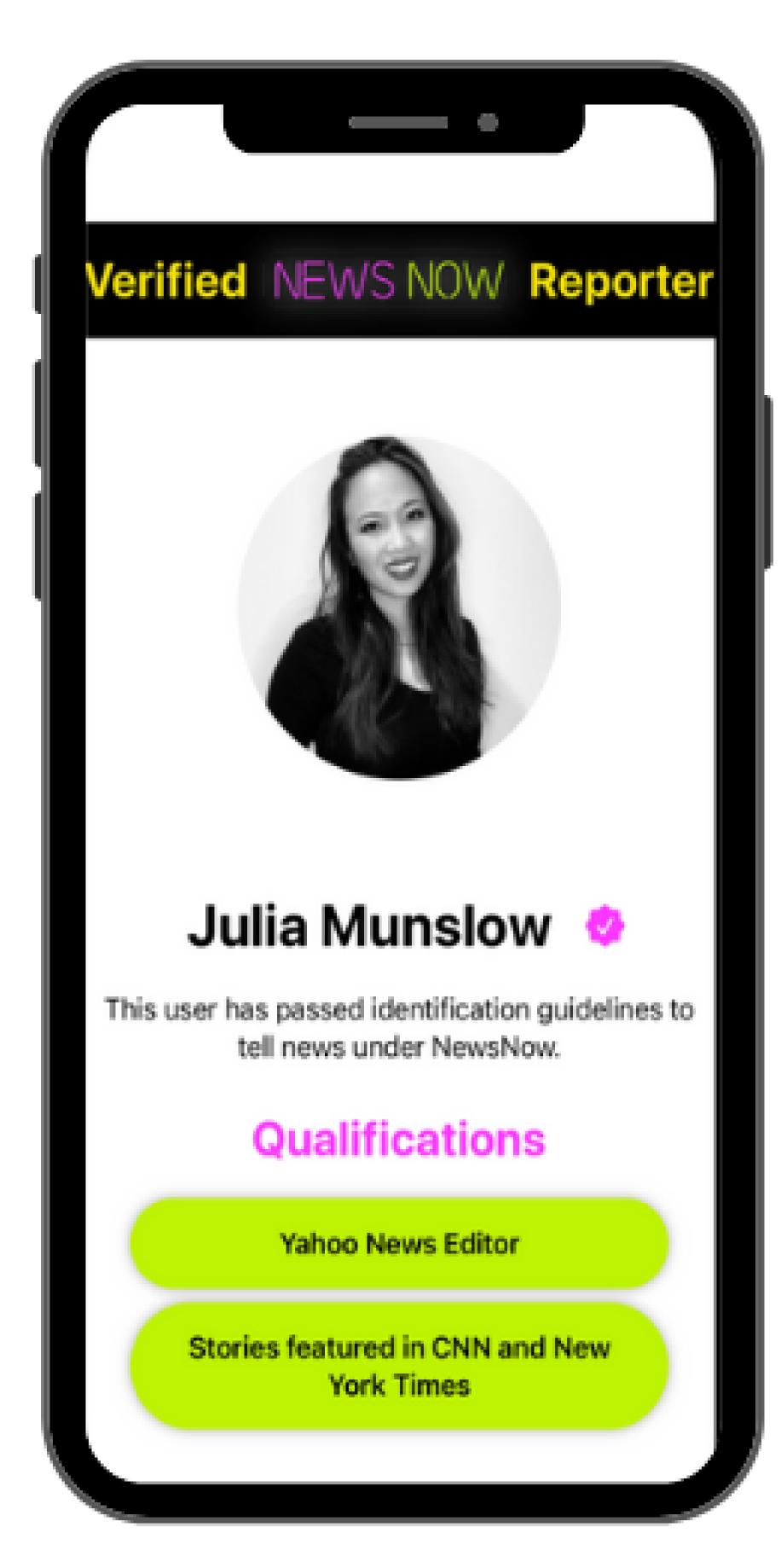
AGE PREFERENCE PAGE:

- Title
- Subtitle
- Description
- Buttons
- Description
- **Uses:** Pop up pages for users, mainly used for the Interests and Preference page
- Unacceptable Uses: On a white or black background



NEWSNOW FEED:

- Title Buttons
- Scrollable video content
- Profile icon
- Like icon
- Comment icon
- Share icon
- Username title
- Description (optional)
- Navigation bar with icons
- Uses: Only for the Feed's page

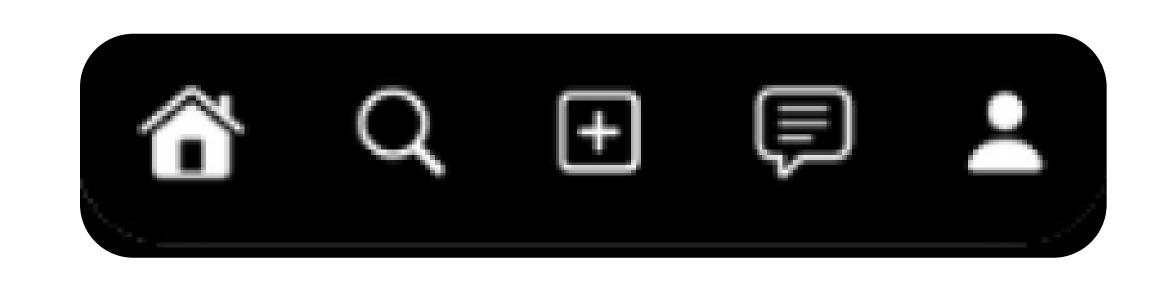


VERIFIED NEWSNOW PROFILE:

- NewsNow Verified Banner
- Username title
- Verified icon
- Description
- Subtitle
- Rounded buttons
- Uses: For user's verified profile only

U COMPONENT LIBRARY

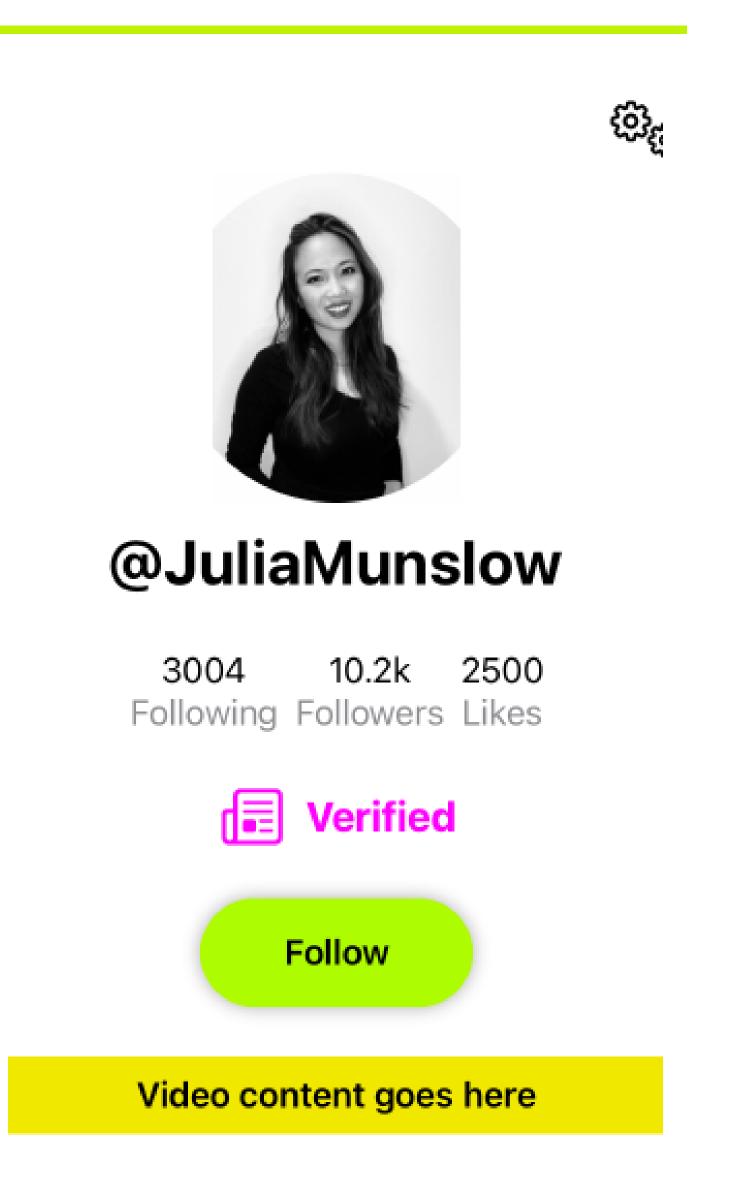
NAVIGATION BAR



CONTENT PUBLICATION PAGE

create

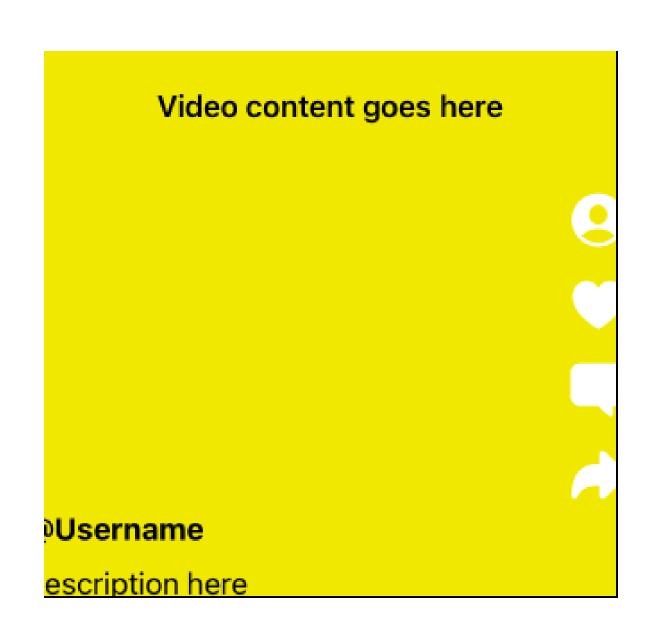
USER/PROFILE VIEW



LOG0



NEWS FEED PAGE



- **Description:** Serves as a constant in the app for users to return to anytime they need to route to a different side of the app
- Attributes: navigation options consist of home page, search, content publication view, messages and profile view
- State: static, constant
- **How to Use:** located at the bottom of the app's interface, the navigation bar is ready to use anytime, anywhere when you want to check out a new aspect of our app
- Description: serves as the creation page of the app, where users can keep others informed by sharing their News Now
- Attributes: user has the option to record, edit, save or post content created in this view
- State: default, uniform state for all users to record content
- **How to Use:** self-explanatory and similar to other social media platforms, the publication page should be used to record and post news content
- **Description:** serves as location for users to view their own profile and the profile of others, when accessed through the search feature
- **Attributes:** user profile view includes the settings icon, user photo and title, follower/following information, verification symbol, follow button option for other users, posted content feed
- State: changing based on user information (followings/followers/posts)
- **How to Use**: accessed through the navigation bar at anytime, allows users to verify the journalist behind any content they see, so that they know the information is valid and verified
- **Description:** serves as the image associated with the app, dispersed throughout the app, giving users consistent branding and ideally meant for long-term brand recognition
- Attributes: bright, vivacious colors that break the mold, signifying our modern approach to news journalism, mirrored through the bold colors in our logo
- State: constant, non-changing
- How to Use: unacceptable uses detailed in our style guide
- **Description:** serves as area of the app that houses all posted content from users you follow and your own posts
- Attributes: once enough content is posted, the feed page will generate content from other users you follow and allow you to view the journalist's profile for verification, repost, like or comment on content
- State: changing based on new content published
- **How to Use:** accessed through navigation bar, when user routes to their "home" page

TOOL STACK: SOFTWARE USED

• DESIGN: Figma

• PROTOTYPING: Figma

• DEVELOPMENT: SwiftUI / XCode

