

aida 

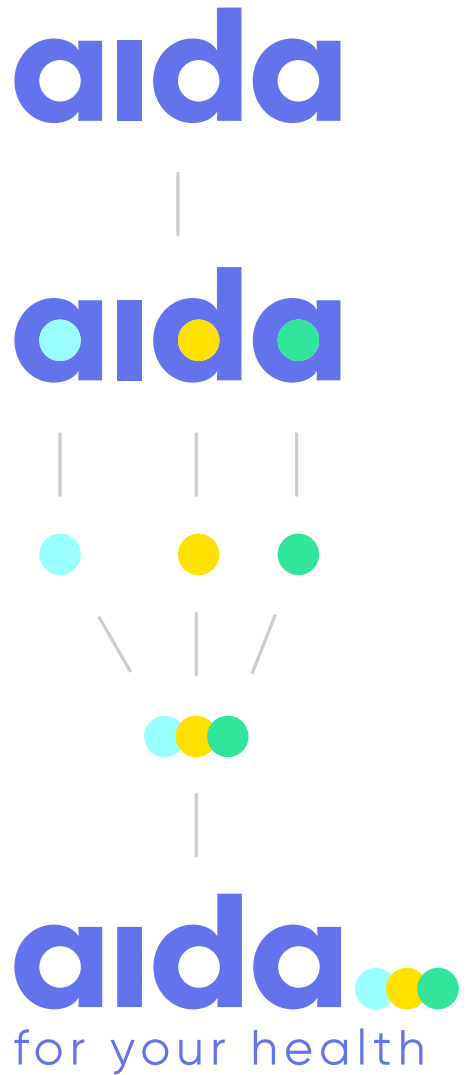
Assistant Intelligent
de Dépistage
des Allophones

Design manual


madhand

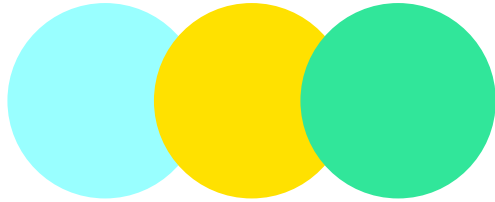
logo 

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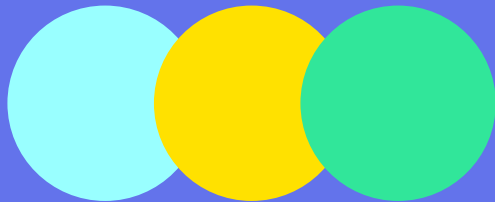
IDEA

Three simple dots. Universal symbol for communication. Establishes connection and trust between patient and a medical professional. Found naturally in the name itself, it represents simplicity and overall appropriateness. Various colors of the dots and their overlapping represents inclusion of different cultures. Ideal for small dimensions and dynamic digital environment.



SYMBOL

Symbol consists of three simple dots from the logo. It can be used separately as a stand-alone graphic element accompanying headlines, texts, symbols or pictures. Position of dots is fixed and symbol should be used only as a whole.





CONFIGURATION #1 WITH TAGLINE

Basic configuration of the logo with tagline. The spatial relationship between the logo, symbol and tagline is fixed.



aida 

aida 

CONFIGURATION #2 WITHOUT TAGLINE

Secondary configuration of the logo without tagline. Used in smaller dimensions, where the tagline could become unlegible.



SHORTCUT

Shortened form of the logo using only the first letter „a“ and three simple dots. Can be used in a confined spaces, or as a stand-alone graphical element wherever the overall visual identity is already well established.

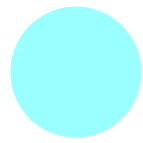
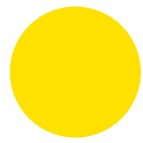
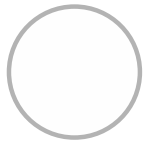




ICON

Icon consists of the two main elements of the logo. Letter „a“ and three simple dots configured vertically. There are two color inversions of the icon.





#FFFFFF

#6373EB

#34447D

#FFE100

#31E69A

#99FFFF



COLOR PALETTE

The palette consists of four basic colors and a white color. Additional enhanced color palette may exist and is used throughout the visual communication and illustrations.



$$M^p = x$$

$$M^d = x/2$$



M^p PRINT MARGIN
 M^d DIGITAL MARGIN

LOGO SAFETY MARGINS

Safety margin is a space around the logo, into which no graphic objects, illustrations, pictures, texts or any other elements should enter. It protects the logo and makes it visible. The margin is fixed and constant.

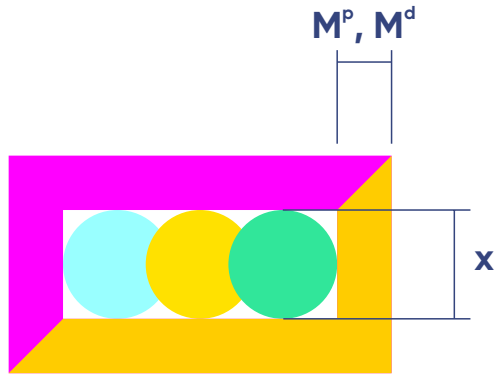
LOGO

PRINT

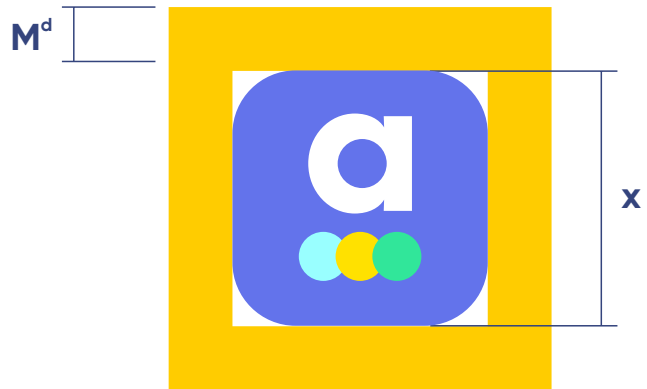
Margin (**M^p**) for print is defined by:
x = height of the „i“ letter. Margin (**M^p**) = **x**

DIGITAL

Margin in digital environment (**M^d**) is defined by:
x = height of the „i“ letter. Margin (**M^d**) = **x/2**



$$M^p, M^d = x/2$$



$$M^d = x/4$$



M^p PRINT



M^d DIGITAL

SYMBOL AND ICON SAFETY MARGINS

SYMBOL

PRINT AND DIGITAL

Margin (M^p, M^d) for print and digital is defined by:
 x = height of the symbol. Margin (M^p, M^d) = $x/2$.

ICON

DIGITAL

Margin (M^d) in digital environment is defined by:
 x = height of the icon. Margin (M^d) = $x/4$



**DISPROPORTIONATE
SCALING**



**CHANGING DEFINED
COLORS**



ROTATING



**CHANGING THE POSITION
OF THE ELEMENTS**



USING SHADOW

FORBIDDEN MODIFICATIONS

It is forbidden to modify the logo by deforming, unproportional scaling, rotating, changing defined colors, changing relative position of the logo elements or adding shadows.

Gilroy

REGULAR

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Outfit

REGULAR

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SEMI BOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TYPEFACE

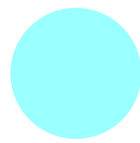
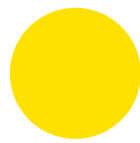
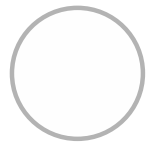
Main typeface used in the identity is **Gilroy** in two weights: Regular, Bold. Gilroy typeface is used in digital applications and prints whenever possible.

Alternative typeface **Outfit** might be used throughout communication outputs if for various reasons Gilroy cannot be used. Outfit is used in two weights: Regular and Semi Bold.

UI elements



- 15 SHAPES, COLORS & BACKGROUNDS
- 16 BUTTONS
- 17 TYPOGRAPHY
- 18 ILLUSTRATIONS
- 19 FAVICON



#FFFFFF

#6373EB

#34447D

#FFE100

#31E69A

#99FFFF

SHAPES, COLORS & BACKGROUNDS

Defined color palette fills, outlines, circles, rounded and organic shapes are the basis for corporate graphic elements. The intent is to create simplistic and non-distractive, yet vibrant and optimistic visual style to capture users attention and enable focus on the content.



GREEN BUTTON



OUTLINE BUTTON



GREEN BUTTON



OUTLINE BUTTON

BUTTONS

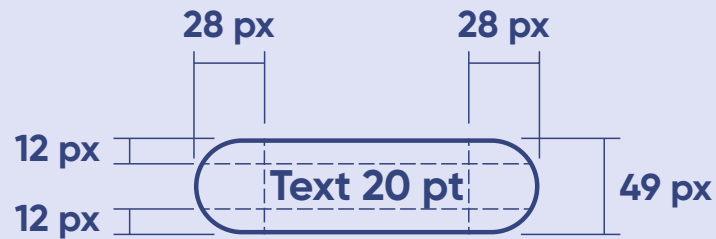
Buttons provide clear and haptic interaction for smooth user flow.

GREEN BUTTONS

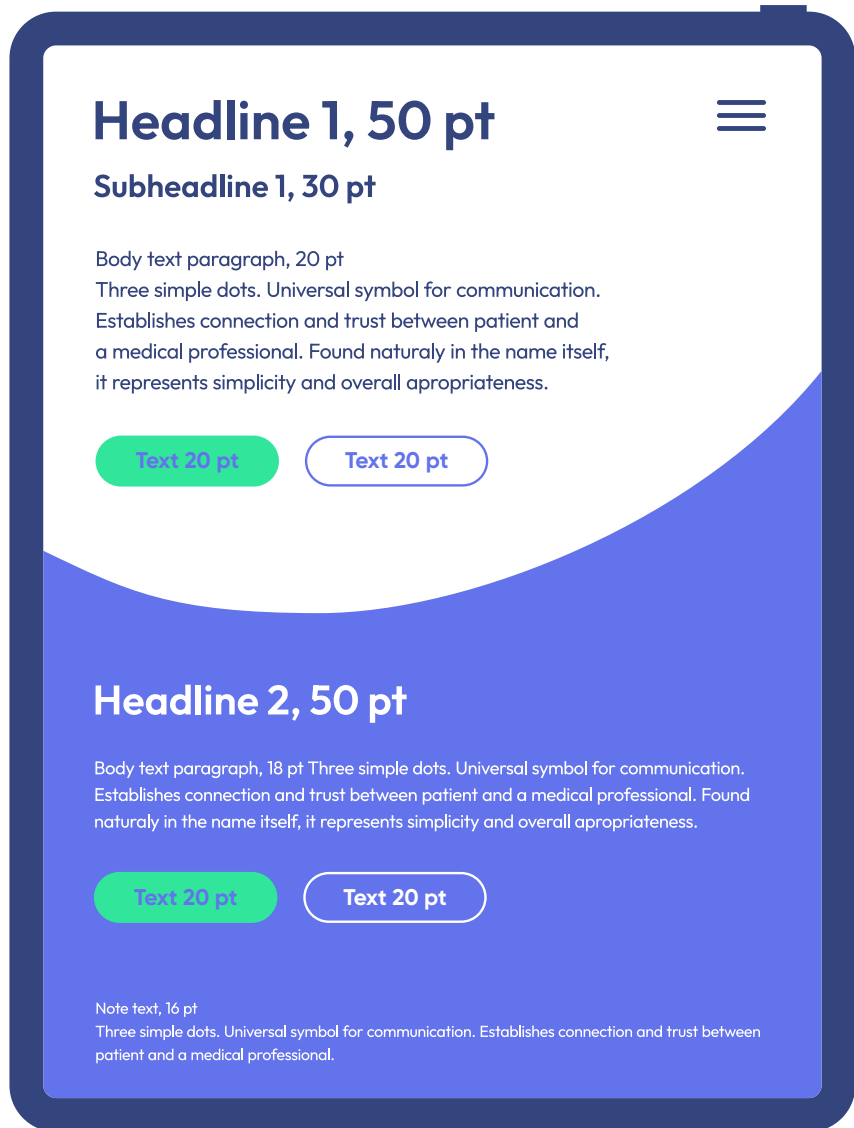
These buttons are used for main interactions, confirmations and moving forward through user flow.

OUTLINE BUTTONS

These buttons are used for accessing additional content or further reading.



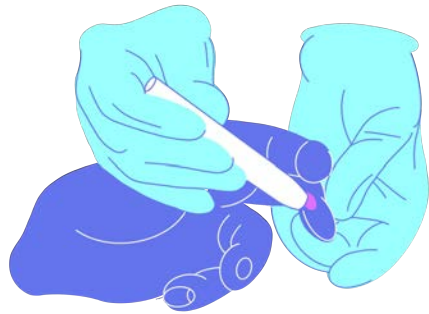
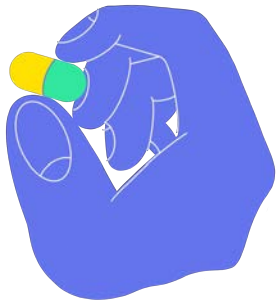
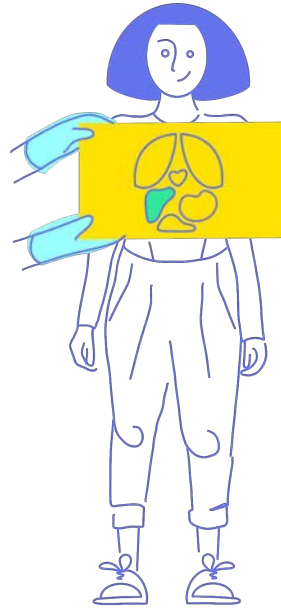
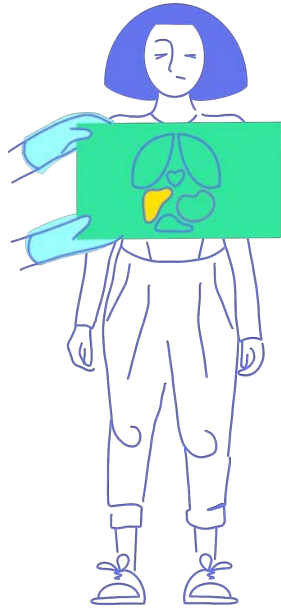
ANATOMY OF THE BUTTON



TYPOGRAPHY

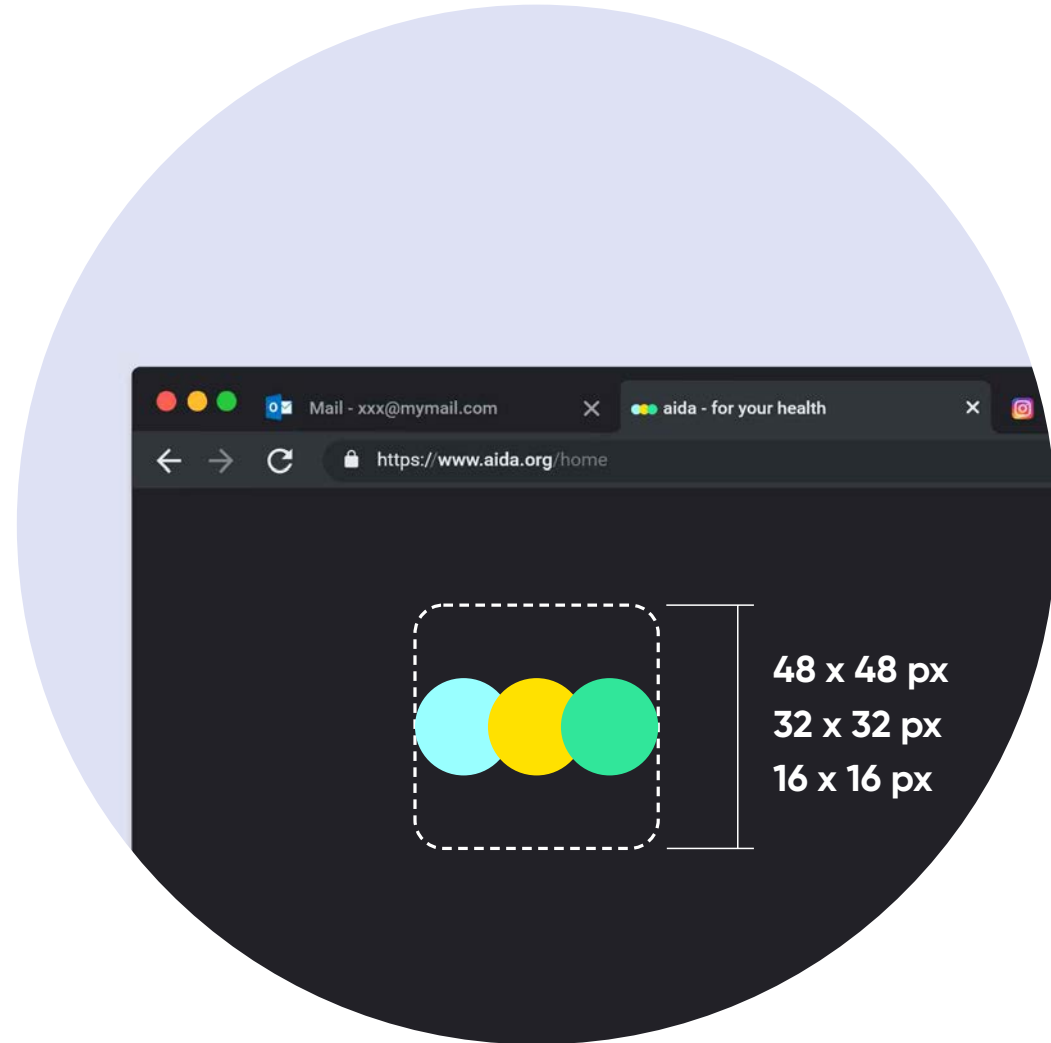
Main typeface used in the app environment is Outfit in two weights: Regular and Semi Bold.

Illustration here shows the use of the font in headlines, subheadlines, body texts, notes and buttons.



ILLUSTRATIONS

Illustrations here demonstrate the typography and a visual style of accompanying picture material found in the appended library.



FAVICON

Favicon is the symbol of three simple dots.