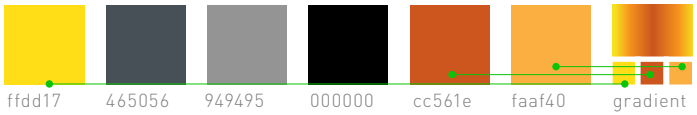
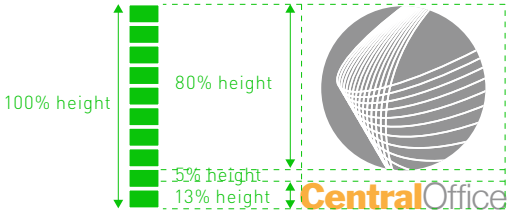
Color Palette



Typography

Franklin Gothic No. 2 Roman
Helvetica Neue Light
Din Pro Light
Tracking -20 (both)



Logo Usage

The horizontal (above) and stacked (left) logos are the only permitted versions on white. The following page shows one additional logo treatment created internally using Photoshop "Hard Light" layer effects.

Icons/Text

Rounded edges and tab shapes will identify CO branding on all visual elements, including icons (rt), along with proprietary communication waves. Product titling will follow logo typography.

Paragraph Headline (Franklin 10.9 pt)

Body text: Din Pro Light, flush left, rag right. 7 pt on 11 pt line spacing. Entering filler text to illustrate paragraph look. Entering filler text to illustrate paragraph look. Entering filler text to illustrate paragraph look. Entering filler text to

(Din Pro 7/11 pt)

Branding

Tab shapes seen in use with communication waves, and white (knock-out) treatment of product icons on darker backgrounds.

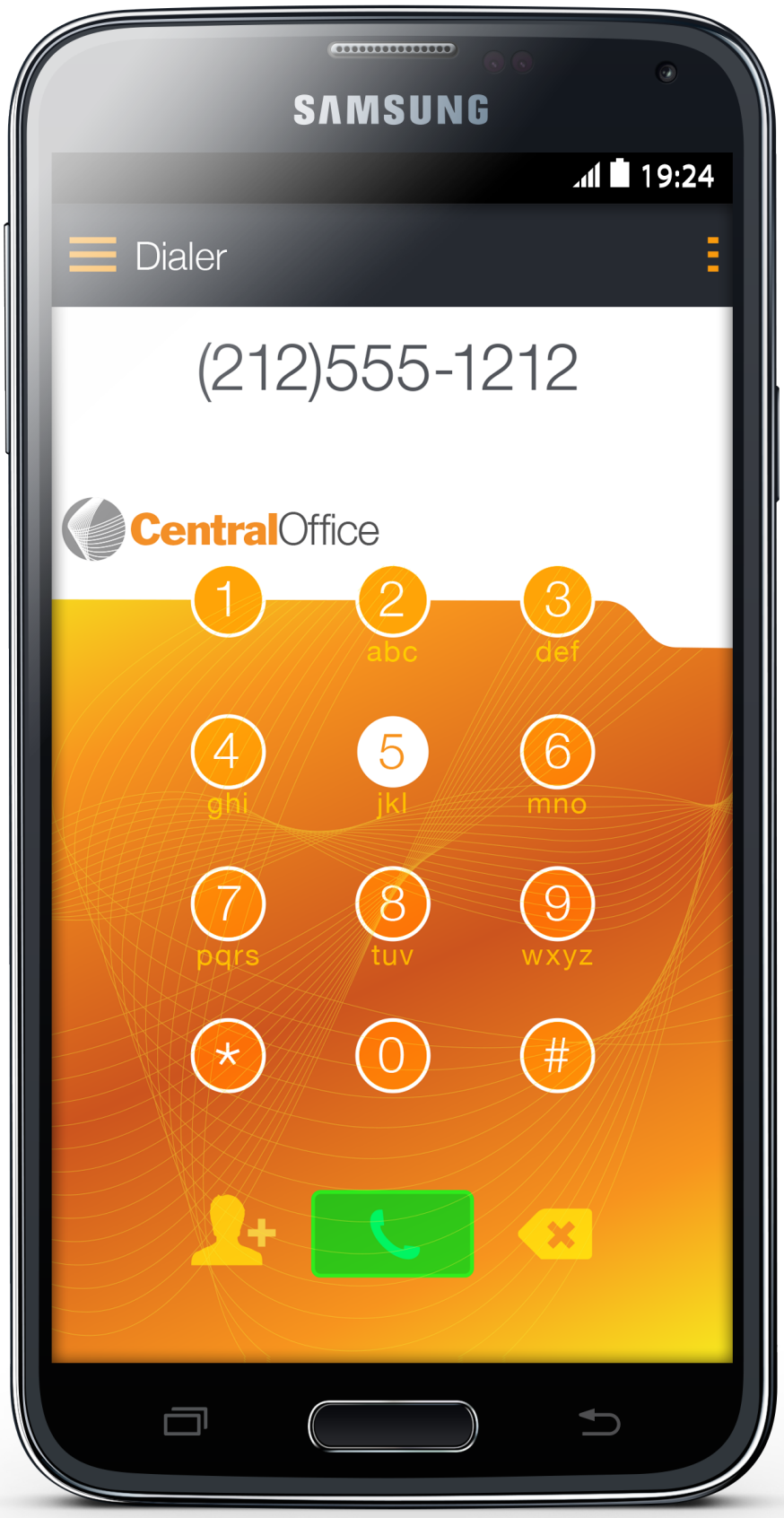
Letter-sized Documents: Logo top/center

As app screens are developed by NYDesign alone, no style guides ae required.

Normal button state

Pressed button state

App store icon

CentralOffice

XT-030 | CENTRAL OFFICE BRANDING/APP DESIGN: UPDATED 4/26/15