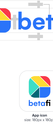
Brand Elements

Betafi Logo

Betafi Logo
Brand Personality: Trustworthy, Dependable and Simplicity.

The preferred approach is to use the entire brandmark and wordmark logo together in the Betafi colours.

Clearspace Exceptions
The amount of clearspace surrounding clearspace with the Betafi logo depends on the type of communication and use.



App Icon
min 180px x 180px

Favicon
min 16px x 16px

Website Nav Bar
min 128px x 32px

Brand Elements

Betafi Logo

Size and Exclusions

- Do not distort the logo
- Do not put the logo against backgrounds that do not provide contrast with the orange/red colors
- Do not stretch drop shadows to the logo
- Do not change letter spacing of the logo
- Do not replace the original solid color with the outline
- Do not add any kind of gradient to the logo or use any other color that isn't one of the color palette.

Brand Elements

Betafi Colours

Colors palette consists of deep cobalt, which is for calm, trust and intelligence. Red is associated with trust and dependability.

White presents minimalism and simplicity which is what our service is about.

Yellow represents our positive and hopeful intention for our company and our customers. Our company is committed to a solution to the current problems that we have identified.

Primary Colours

- **Blue** #3D4AF8 — Brand colour, Header, CTA buttons
- **White** #FFFFFF — Main app / web BG colour

Secondary Colours

- **Red** #FF3F8A — Accent colour, Error indication
- **Yellow** #FEC815 — Accent colour, Logo colour
- **Turquoise** #3DDDCA — Accent colour, Logo colour
- **Dark Teal** #1C5E7E — Accent colour, Logo colour

UI Grays

- **Dark Gray** #1A1A2D — Used for text on light background
- **Black** #000000 — Used for supplementary text
- **Gray** #949898 — Used for cue texts
- **Beige** #F8F4E3 — Used as alternative background

Brand Elements

Typography

Gilroy

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

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- bold
- regular
- medium
- numbers
- special characters
- paragraph

Brand Elements

Typography

Desktop Font in use

Example H1 Headline

Example H2 Headline

Example H3 Headline

Example H4 Headline

This is a paragraph preview. It is a long established fact that a reader will be distracted by the readable amount of a page when looking at its layout.

Example S
This will be used for subtext.

H1	Font size: 56px Line spacing: 70px	Font size: 40px Character spacing: 0px	Semibold
H2	Font size: 36px Line spacing: 45px	Font size: 32px Character spacing: 0px	Bold
H3	Font size: 28px Line spacing: 35px	Font size: 24px Character spacing: 0px	Semibold
H4	Font size: 18px Line spacing: 22px	Font size: 16px Character spacing: 0px	Semibold
P	Font size: 16px Line spacing: 20px	Font size: 14px Character spacing: 0px	Regular
S	Font size: 14px Line spacing: 18px	Font size: 12px Character spacing: 0px	Light

Brand Elements

Typography

Mobile Font in use

Example H1 Headline

Example H2 Headline

Example H3 Headline

Example H4 Headline

This is a paragraph preview. It is a long established fact that a reader will be distracted by the readable amount of a page when looking at its layout.

H1	Font size: 36px Line spacing: 45px	Font size: 32px Character spacing: 0px	Semibold
H2	Font size: 28px Line spacing: 35px	Font size: 24px Character spacing: 0px	Bold
H3	Font size: 24px Line spacing: 30px	Font size: 20px Character spacing: 0px	Semibold
H4	Font size: 18px Line spacing: 22px	Font size: 16px Character spacing: 0px	Semibold
P	Font size: 16px Line spacing: 20px	Font size: 14px Character spacing: 0px	Regular

Brand Elements

Iconography

Icons and their usage principles were designed to communicate quickly and effectively across all touchpoints (from website to mobile app). Our icons default uses fixed size for a cleaner look and feel.

Icon
Icons are advised to be at a minimum size of 20px x 20px.

Icon container
To accommodate for touch targets, each icon container is advised to be a minimum size of 48px x 48px.

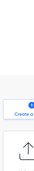
Icon & Container
Sample of icon and container holding it.

Components

Buttons

Buttons allow users to take actions with a single click/tap.

1. Text button (on website homepage)
2. Primary Button (Active)
3. Primary Button (Inactive)
4. Secondary button (Active state default uses fixed icon for a cleaner look and feel
5. Checked radio button
7. Unchecked radio button



Components

Progress Bar

Inform users of the system status and pre-emptively prepare them for the upcoming steps. Provide a clear overview of the actions required from them.

1. Completed task
2. Current activity
3. Future activity

Components

Cards

Cards display options to users in a prominent and easy-to-read manner. Cards provide the ability to click and select various options.

1. Homepage card (Active)
2. Homepage card (Disabled)
3. Session creation cards
4. Session detail card (Processing)
5. Session detail card (Completed)

Components

Web Nav Panel

The side panel displays menu options for users to navigate through the various functions of the site.

1. Betafi Logo
2. Project
3. Sessions
4. Feedback
5. Sign Out

Sample components

Long Input Fields

1. Sample text field
2. Sample error text field
3. Empty dropdown field
4. Filled dropdown field
5. Dropdown menu

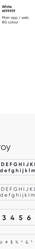
Sample components

Short Input Fields

1. Sample text field
2. Sample error text field
3. Empty dropdown field
4. Filled dropdown field
5. Sample text field with icon
6. Dropdown menu

Components

Dropdown

Dropdown menu provide user with a quick overview of options available and allow users to easily select from a list of available items.

1. Prompt
2. Prompt selected
3. Primary disabled
4. Menu
5. Menu
6. Selected