METAL MONSTERS

KIDS PERIODIC TABLE LEARNING APP

STYLE GUIDE

VOICE AND TONE

WITHIN METAL MONSTERS APP, THE WORDS WE USE MUST BE UNDERSTOOD BY PEOPLE WITHIN OUR 8-10 YEAR OLD TARGET AUDIENCE. FOR THIS REASON OFTEN THE LANGUAGE IS NOT TECHNICALLY CORRECT - SUCH AS STATING 'RUBIDIUM IS AN INGREDIENT IN FIREWORKS' OR THAT 'POTASSIUM IS AN INGREDIENT IN BANANAS'. NEITHER OF THOSE PHRASES ARE SCIENTIFICALLY CORRECT BUT OUR AIM IS TO ENSURE EVERYTHING IS UNDERSTOOD BY EVERY USER WITHIN OUR TARGET AUDIENCE.

WE REFER TO OURSELVES IN THE FIRST PERSON AS IF WE ARE THE MASCOT 'METAL MARV' - BUILDING A CONNECTION WITH THE USER. ALSO IN RELATION TO OUR INFORMATION THAT WE SHARE, WE TRY AND KEEP WORDS TO A MINIMUM. THIS IS DUE TO OUR RESEARCH AND OTHER STUDIES SHOWING KIDS RESPOND BETTER TO CHARACTERS AND PHOTOS AS THEY ARE MORE MEMORABLE. WE UNDERSTAND EVERY CHILD IS DIFFERENT, AND FOR THIS REASON WE ALWAYS ADD LABELS TO ENSURE EVERY PIECE OF INFORMATION IS AS CLEAR AS POSSIBLE.

COLOURS

SEVEN MAIN COLOURS BASED OFF A GENDER NEUTRAL YET BRIGHT
COLOUR PALETTE WITH VARIETY, WHEN IN USE COLOURS SHOULD BE MATCHED
TO GROUP OR TO MONSTER ILLUSTRATIONS.

E69535	FDF073	706F6F	E498BC	B1B6D9	9DC0E4	12A19A
D8592F	F8D249	575656	D85591	8B8BB4	3070B2	028085

METAL MONSTERS

TYPEFACE

FOUR MAIN TYPFACE SIZES COVERING A RANGE OF SITUATIONS, ALL USE TYPEFACE 'LUCKIEST GUY' AS A READABLE YET PLAYFUL CHOICE.
THIS TYPEFACE IS A SUITABLE CHOICE FOR THIS APP DUE TO THE LACK OF WRITTEN INFORMATION AND THE LARGE FOCUS ON ILLUSTRATIONS AND CHARACTERS.

HEADINGS MIXED

TITLES   60PT LUCKIEST GUY

SUBTITLES   40PT LUCKIEST GUY

INFO   30PT LUCKIEST GUY

HEADINGS

DESPITE BEING DIFFERENT LENGTH OF WORDS, I ATTEMPTED TO MATCH THE HEADINGS IN WIDTH TO ADD A SENSE OF CONSISTENCY THROUGHOUT THE APP INTERFACES.

LITHIUM LUCY

SODIUM SALLY

POTASSIUM PAUL

RUBIDIUM REX

CAESIUM CINDY

FRANCIUM FRED

WORDMARK

SHOULD ONLY BE USED ON MAIN APP HOME PAGE OR AT THE BASE OF MAIN SCREENS AND TO BE LEFT OFF INFORMATION SCREENS TO ALLOW FULL USE OF THE REAL ESTATE ON THE IPAD/TABLET SCREEN.
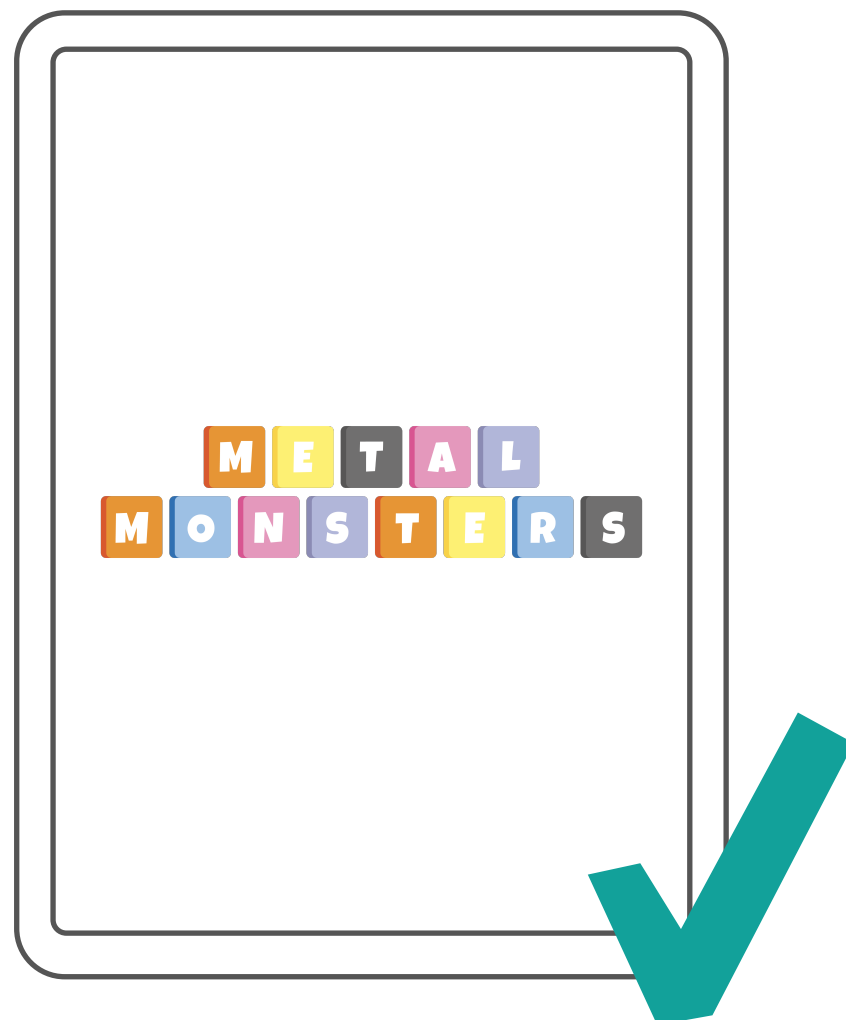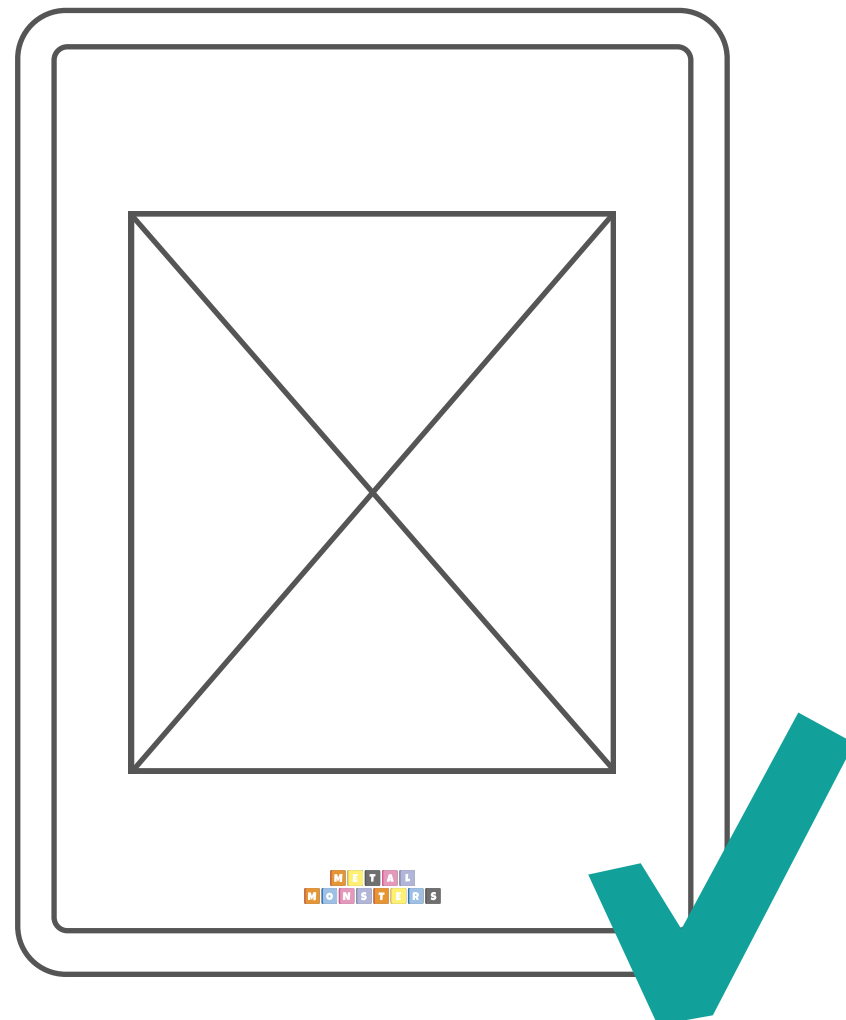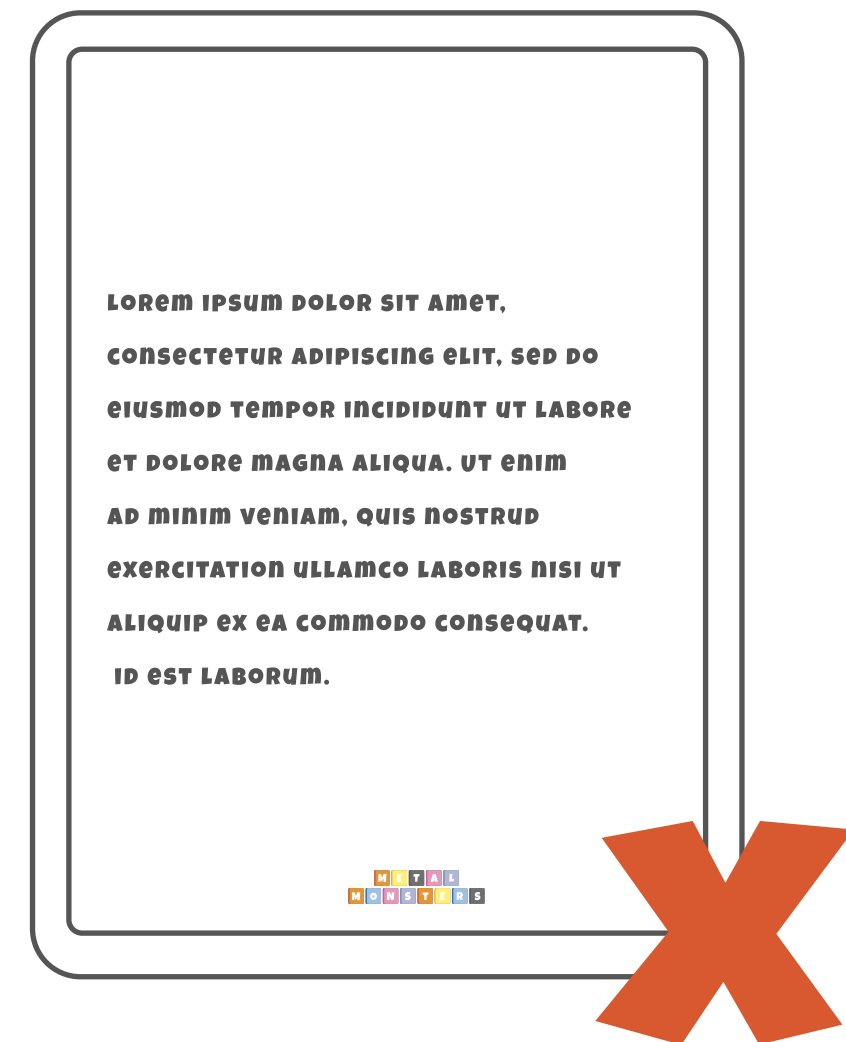
METAL MONSTERS

685PX X 185PX

OR

270PX X 73PX

EX1

EX2

EX3

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. id est laborum.
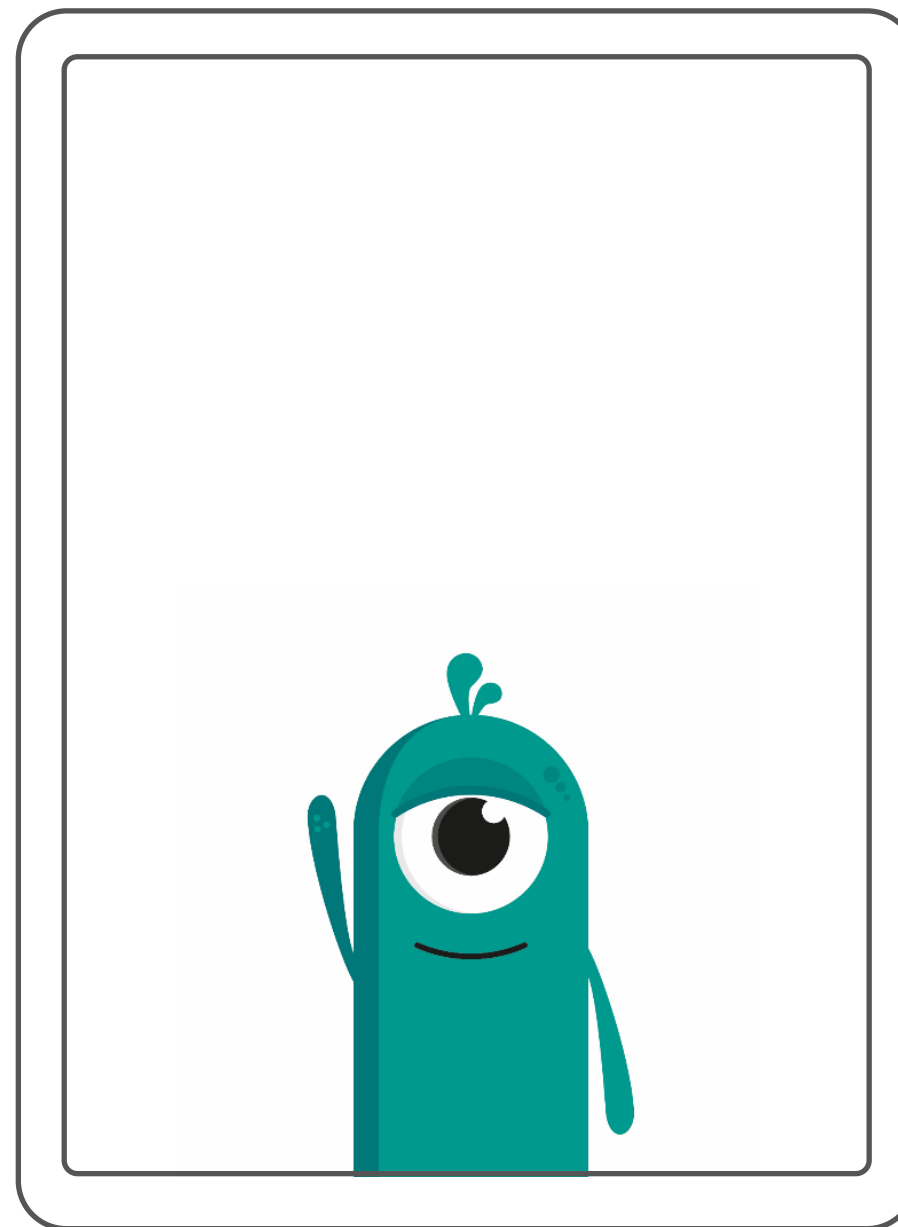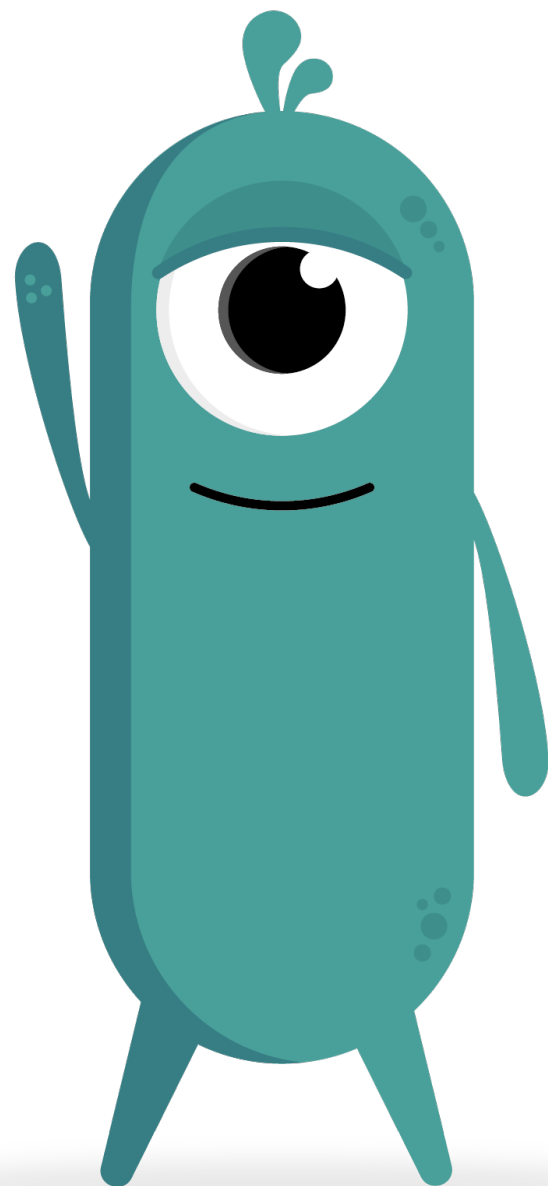
METAL MONSTERS

MASCOT

METAL MARV WAS DESIGNED TO HELP THE KIDS MOVE THROUGH THE APP AND MAKE THE APP MORE MEMORABLE FOR THE KIDS. METAL MARV SHPOULD BE USED ON THE HOME SCREEN, ANY HELP SCREENS AND MENU SCREENS THROUGHOUT THE WHOLE APP. HE ALSO WILL BE USED FOR THE APP ICON ON THE IPAD/TABLET HOME SCREEN.

Metal Monsters
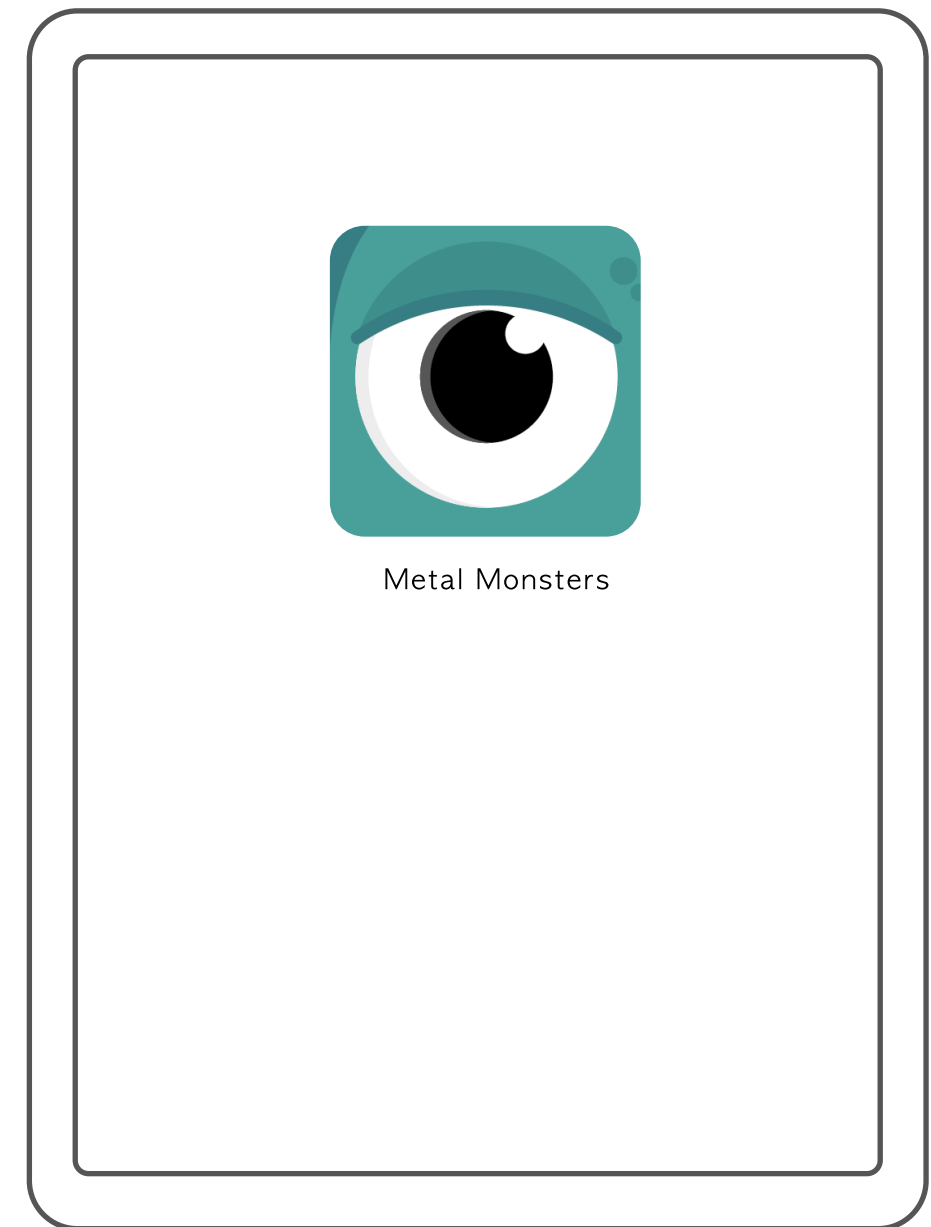
BUTTONS

SHOULD BE COLOUR MATCHED TO COLOUR SCHEME WITHIN EACH SCREEN, BE ANIMATED IN THE PROTOTYPE TO CHANGE COLOUR WHILE PRESSING TO DARKER TONE WITHIN COLOUR SCHEME. STYLE SHOULD BE SIMILAR TO ELEMENTS TO KEEP CONSISTENT DESIGN THROUGHOUT. TEXT USED SHOULD BE 'LUCKIEST GUY' AND SHOULD BE CENTRE ALIGNED ON EACH BUTTON. ALLOW ADEQUATE SPACE AROUND BUTTONS SO AS TO NOT MAKE INTERFACES CLUTTERED.
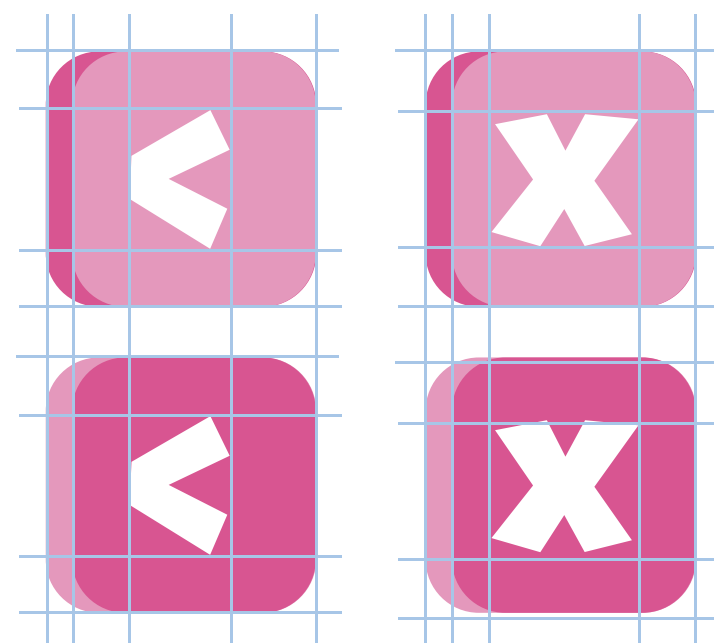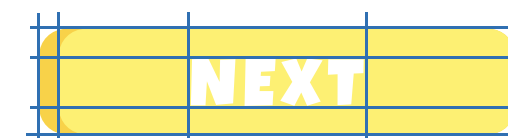
100PX X 100PX   RADIUS 20
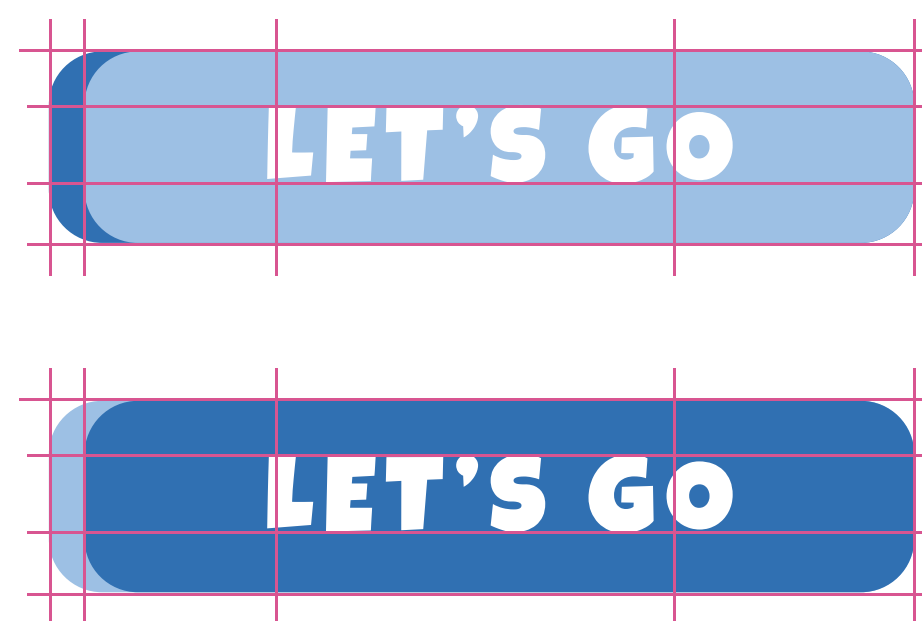
320PX X 80PX   RADIUS 20

100PX X 450PX   RADIUS 20

180PX X 40PX   RADIUS 10

ILLUSTRATIONS AND LABELS

ILLUSTRATION STYLE SHOULD BE CLEAR AND CHILDLIKE. THEY ARE THE MAIN FORM OF LEARNING OF THE FUNFACTS SO SHOULD REFLECT THESE AS BEST AS POSSIBLE AND BE MEMORABLE. EACH MONSTER SHOULD BE KEPT IN ORIGINAL COLOUR AND BE ILLUSTRATED IN DIFFERENT RELEVANT SITUATIONS. EACH ILLUSTRATION SHOULD HAVE MATCHING LABEL BELOW.

FACT LABEL

FACT LABEL

FACT LABEL

SYMBOLS

THE SYMBOLS ARE THE FIRST COMPONENT ON THE INFORMAATION SCREENS. THEY NEED TO BE EASILY READ AND MATCH THE REST OF THE APP. SYMBOLS ARE THE ONLY OCCASION IN WHICH USING SMALL CASE LETTERS IS ACCEPTABLE. EACH SYMBOL SHOULD BE CENTRED WITHIN THE SQUARE, EACH SQUARE SHOULD BE COLOUR MATCHED TO THE RELEVANT MONSTER. IN THE PERIODIC TABLE INTERFACE, USE SAME STYLE FOR LAYOUT BUT USE COLOUR TO DIFFERENTIATE GROUPS.
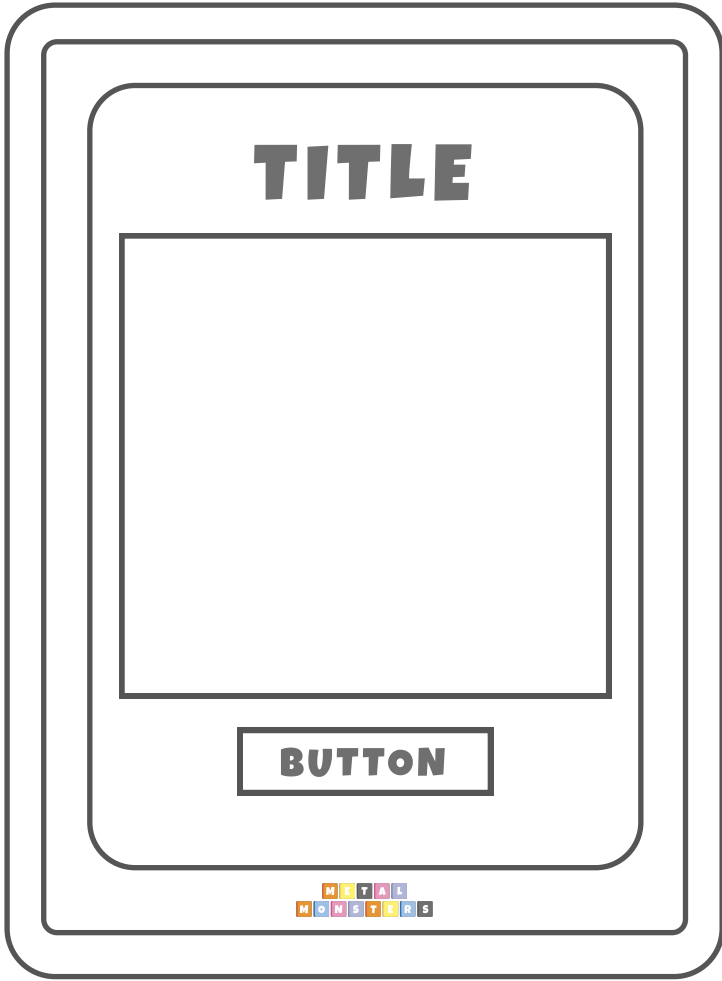

Li   Na   K

Rb   Cs   Fr
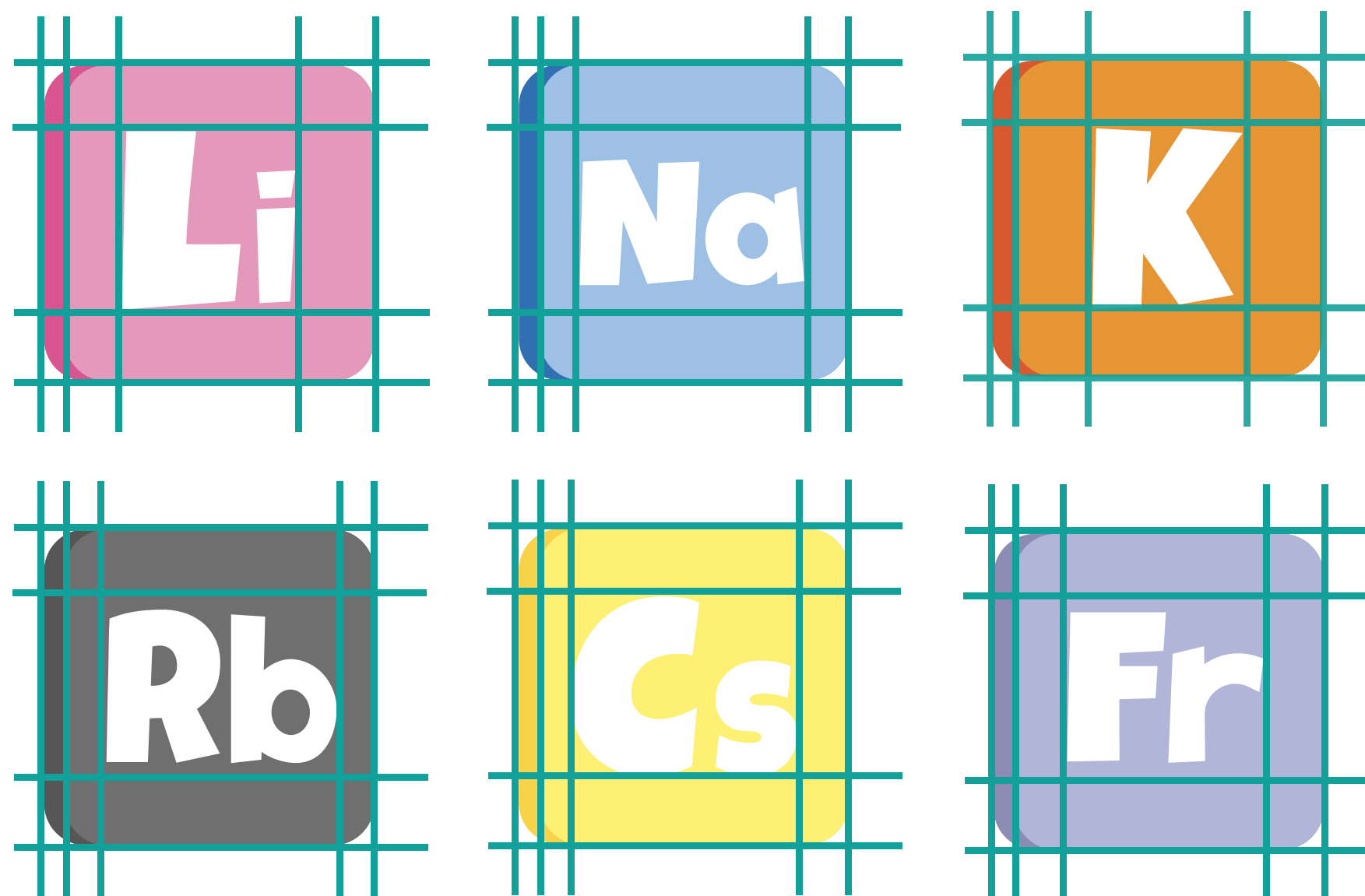
440PX X 440PX   RADIUS 30

LAYOUT

THE SAME LAYOUT SHOULD BE CONSISTENT ACROSS ALL ELEMENT SELECTION AND INFORMATION PAGES. THE CARD THEME IS A COMMON WAY FOR CHILDREN TO LEARN WITH PAPER BASED LEARNING MATERIALS SO THIS FORMAT MUST BE CONTINUED THROUGHOUT THE APP. OUR LAYOUT CREATES AN INFORMATION HIERARCHY SO WE ENSURE KIDS READ THE IMPORTANT INFORMATION FIRST.

INFORMATION INTERFACES

SUBTITLE

SYMBOL

ATOMIC NUMBER
ATOMIC WEIGHT

FUN FACTS

FACT ILLUSTRATION

LABEL

FACT ILLUSTRATION

LABEL

BUTTON

SELECTION INTERFACES

TITLE

BUTTON

METAL MONSTERS