



EMBRACE
M A S O N C I T Y

Creative Brief

What is Embrace Mason City?



Embrace Mason City (EMC) is an application developed for the local and tourist environment in Mason City, Iowa. This app encourages tourists to create an itinerary from an easily maneuverable list of things to do throughout Mason City and adjust their daily planner. Equally, EMC is intuitive for locals to explore their city and use the app to customize itineraries they think tourists will enjoy. Essentially, Embrace Mason City is an app built to develop connection between the local community and the thousands of tourists visiting every year.

App Logo

EMBRACE
M A S O N C I T Y

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EMBRACE
M A S O N C I T Y

EMBRACE
M A S O N C I T Y

EMBRACE
M A S O N C I T Y



Logo Variations



App Icon

Android



iOS



App Font

Trade Gothic Extended

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 10

Trade Gothic Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

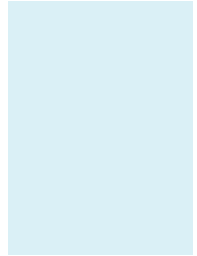
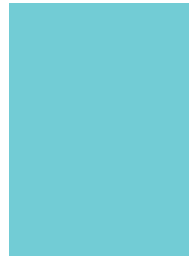
1 2 3 4 5 6 7 8 9 10

Trade Gothic Condensed No. 18

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 10

App Colors



Pantone 135

R: 253 C:1
G: 193 M: 26
B : 80 Y:79
K: 0

#fdc150

Pantone 158C

R:235 C: 3
G:110 M: 70
B: 41 Y: 96
K:0

#eb6e29

Pantone 2728C

R: 25 C: 91
G: 70 M: 79
B: 186 Y: 0
K:0

#1946ba

Pantone 318C

R: 115 C: 51
G: 205 M: 0
B: 214 Y: 17
K:0

#73cdd6

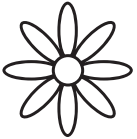
Pantone 656

R: 218 C: 13
G: 240 M: 0
B: 247 Y: 2
K:0

#daf0f7

App Iconography

SPRING



SUMMER



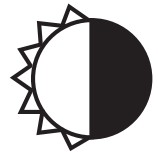
FALL



WINTER



DAY & NIGHT



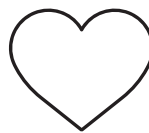
MOOD-RANDOM



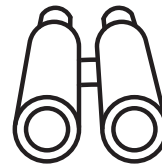
MOOD-BLUE



MOOD-ROMANTIC



MOOD-ADVENTURE



MOOD-SOLO



MOOD-RELAXED



MOOD



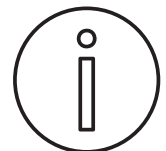
THINGS TO DO



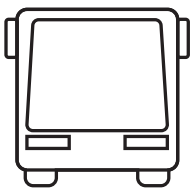
GETTING AROUND



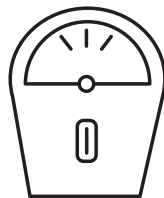
MC INFO



PUBLIC TRANSPORT



PARKING



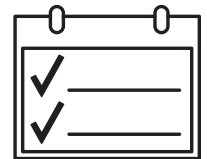
BICYCLE



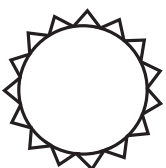
WEATHER



ITINERARY



DAY



NIGHT



NEWS



REVIEW



REPORT A PROBLEM



NATURE



DINING



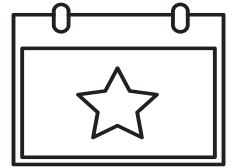
MUSEUM



ON A DIME



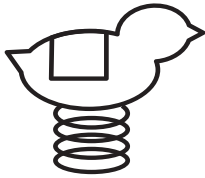
EVENT



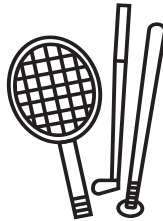
SHOPPING



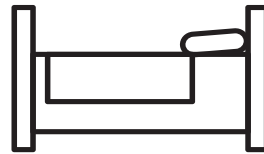
KIDS



RECREATIONL



ODGING

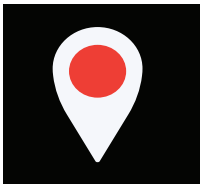


CHECK MARK



APP ICONS - iWATCH

THINGS TO DO



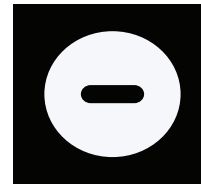
NEWSI



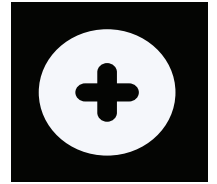
TINERARY



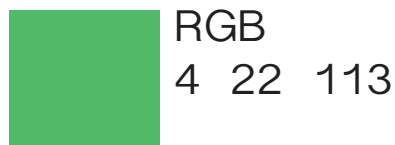
ADD



REMOVE



RGB
255 59 48



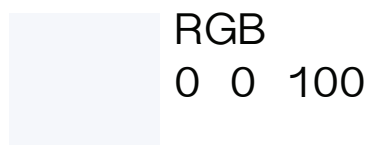
RGB
4 22 113



RGB
35 31 32



RGB
90 200 250



RGB
0 0 100



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Designed by GDVI, 2017