



# Spot App

## Brand Style Guideline

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# **APPLICATION OVERVIEW**

# 1 Application Overview

Spot App is a deepfake technology detection application that operates in the background to detect and notify the user of the presence of deepfake technology. Spot app also features modules that allow users to become educated on how to detect deepfake technology on their own.

Spot App works in connection with facebook to notify users of false media present on their newsfeed. Users can also chose to not connect with facebook and instead use the internal scan/upload feature present within the app.





# DESIGN ELEMENTS

## 2.1 SPOT BOT

The official mascot of the Spot App Brand is Spot Bot. Spot Bot is a tiny, orange, cat-like robot that lives inside the Spot application. Spot is curious, funny, and is often “spotted” being mischievous. Spot’s job is to search through videos and photos online to determine if they use deepfake technology! Spot Bot loves to educate users on the dangers of deepfakes to make sure everyone can have the most fun and safe time online as possible!

Spot is recognizable and is to be used consistently throughout the Spot application and all promotional material.

3/4 SIDE VIEW



FRONT VIEW



## 2.2 APPLICATION LOGO

The Spot Mobile Application logo is cute and professional giving users an interest and desire to download and use the application. The quality in the design leaves users with trust that the application is dependable and well made.

This logo can be molded to fit circular and solid square shapes to be used as social media profile photos as needed.



## 2.3 PRIMARY FONT

The Spot App Brand primary font family is Jeko. This modern sans serif font is available in Bold and regular. This font is friendly, legible and gives a fun, futuristic appeal which gives Spot App a Sci-Fi feel.

The Jeko font family should be used consistently throughout the Spot Application and all promotional material.

### JEKO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

### JEKO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789



## 2.4 PRIMARY COLOURS

The Spot App Brand primary colours are shown below. The colour palette is bold, bright and appealing to all age groups. The consistent use of these colours are meant to create a sense of connectedness through the Spot App visual vocabulary.

The primary colours should be used consistently throughout the Spot Application and all promotional material.

**#FF8300**  
151 C  
R252G128B0  
C0M61Y100K0

**#FF5F00**  
Bright Orange C  
R255G95B0  
C0Y77M100K0

**#0047BA**  
2728 C  
R0G71B186  
C96Y78M0K0

**#FF5F00**  
7479 C  
R0G206B124  
C70Y0M72K0

**#DCE3EB**  
656 C  
R220G2276B235  
C12Y7M3K0

**#000000**  
BLACK  
R0G0B0  
C75Y68M67K90