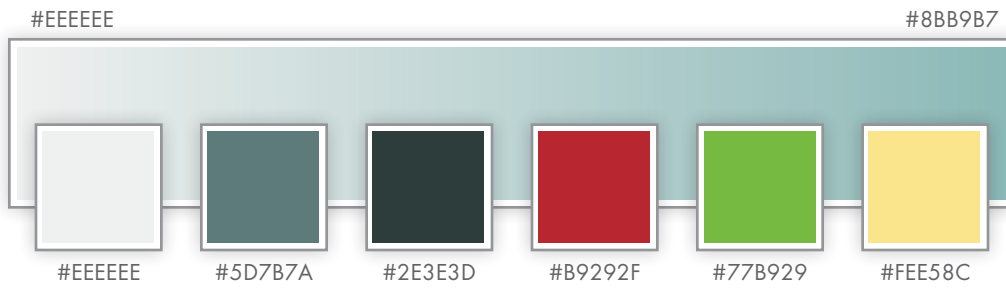


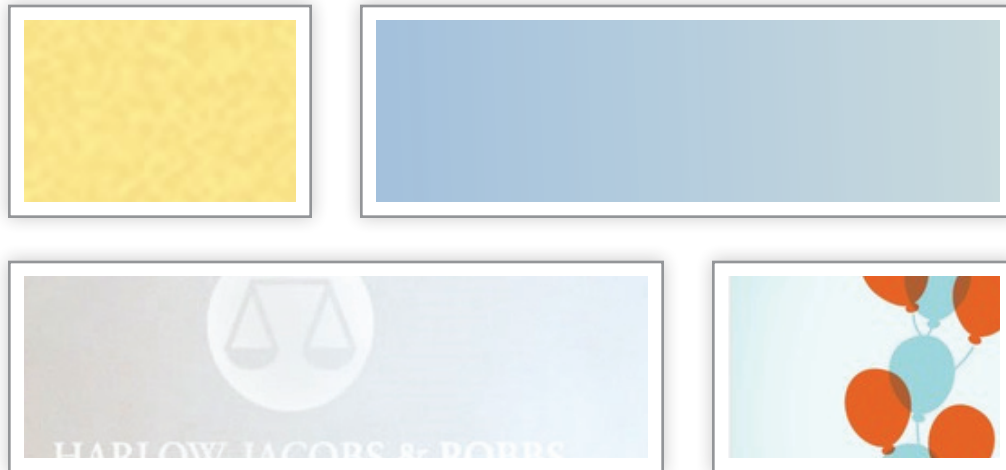
The Goal: Simple, trusted, and powered by communities. Quality Assured.

Sample Color Palette



The color palette is based around a light, muted gray-blue scale for a simple, flexible and welcoming feel, then accented with the iconic primary colors of red, yellow, and green for bold and instantly-recognizable interface controls.

Sample Textures & Styles



The textures are soft and organic, smooth paper and gentle lighting. These should fade into the background and allow company-specific logos and a focus on the content and controls of the tool itself. Accent colors are simple, primary and solid - reminiscent of watermarks or stamps.

Sample Imagery



The brand identity also remains simple, uncluttered, and iconic. Based on circles (gears? spokes? stamps?) and clean, modern typography. Solid colors, monochrome with a possible accent, and the sense of professional assurance offered by a watermark or seal.