BeachFinder Style Tile

LOGO

BeachFinder

Colors

Turquoise-

Symbolizes adventure and inspiration; associated with clear tropical waters.

Deep Blue -

Symbolizes peace, relaxation, and serenity; mirrors the oceans soothing nature.

Orange -

Symbolizes warmth and connection; evokes a sense comfort and togetherness.

Waves & Heart Combined

Symbolizes a deep emotional connection to the ocean. It conveys themes of:

Love for the Ocean

A passion for the sea, whether for relaxation, adventure, or conservation.

Emotional Renewal

The wave represents the rhythm and flow of nature; the heart represents inner peace and rejuvenation.

Harmony with Nature

Balancing human emotion with the power and beauty of the natural world.

Environmental Stewardship

Caring for and protecting the beaches and oceans we cherish.

BeachFinder

Wave + Heart Logo & Font

Together the represent the balance between **personal passion for the beach** and a **streamlined, user-friendly experience** for those who value the ocean as a place of inspiration, relaxation, and adventure.

It speaks to a community that treasures the beauty and spirit of beach life while embracing modern tools to enhance their connection to it.

Font

Montserrat Semi Bold

The font is like a well-designed boardwalk by the beach - clean, structured, and inviting.

Modernity

Clean, geometric design reflects contemporary aesthetics and digital-first design principles.

Clarity

Straightforward and highly legible forms, conveys simplicity and accessibility.

Urban Inspiration

Inspired by the signage of Buenos Aires, evokes a connection to culture, creativity, and a dynamic life.

Trustworthiness

The balanced and structured appearance conveys reliability and confidence.

BeachFinder

BeachFinder

BeachFinder Style Tile

Colors

Brand Colors

There are 5 colors that contribute to the brand identity: Deep Blue, Ocean Blue, Turquoise, Sandstone, and Sunshine.
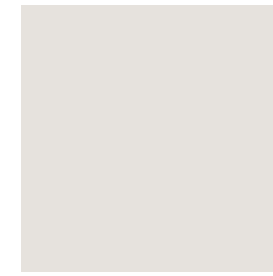
Deep Blue
043B66

Ocean Blue
0077BE

Sandstone
D2B48C

Sand
E7E3DE

Turquoise
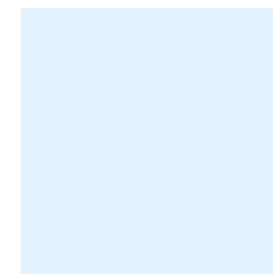17B4B4

Sunshine
FFD700

Body Text
0A283F

Neutral 1
2A5475

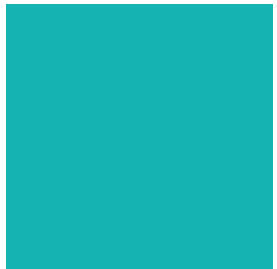**Neutral 2**
C3D5E3

Neutral 3
E3F3FF

Deep Blue -

Symbolizes Convenience (trust, dependability) and Inspiration (depth, reflection), mirroring the depths of the ocean, encouraging both calm focus and thoughtful clarity.

Ocean Blue -

Symbolizes tranquility and calm (peace, relaxation, and serenity), inspired by the soothing nature of the sea, which helps people feel at ease.

Turquoise -

Represents Adventure (energy, exploration) and Inspiration (clarity, creativity) due to its association w/ clear tropical waters and feelings of discovery.

Sandstone -

Symbolizes Relaxation (calm, warmth) and Connection (natural, grounding) evoking a sense of comfort & togetherness inspired by the color of soft sandy beaches.

Sunshine -

Symbolizes Relaxation (calm, warmth) and Connection (natural, grounding) evoking a sense of comfort & togetherness.

headline 1

headline 2

headline 3

headline 4

headline 5

headline 6

BeachFinder Style Tile

Typography

Heading Font & Sizes

H1

H2

H3

H4

H5

H6

Semi Bold
64 pt

Bold
24 pt

Medium
24 pt

Medium
18 pt

Regular
16 pt

Light
16 pt

Typography

Poppins is my main font

Special Headlines - 20 pt

Special Headlines

Quotes - Lt Italic 20 pt

"Testimonials or quotes."

Body Text Font & Size

Regular 16 pt

Lorem ipsum dolor sit amet consectetur. Augue malesuada pharetra pellentesque non. Viverra ultricies tortor elit eget. Vitae enim fermentum interdum pellentesque vel aliquam. Et arcu tristique fames bibendum ullamcorper habitasse integer arcu venenatis.

Poppins

Geometric, clean sans-serif font that's balanced design gives it a friendly yet professional feel, suitable for both functional and playful digital interfaces

1. **Modern Simplicity:** Represents efficiency, clarity, and minimalism, which are essential for modern, easy-to-use apps, aligning with saving users time and providing simple, straightforward experiences.

2. **Approachability & Friendliness:** Signals friendliness, trust, and warmth, which helps our brand connect with users emotionally. It invites users in rather than intimidating them.

3. **Versatility & Accessibility:** Represents flexibility and adaptability, reflecting our brands goal to meet the diverse needs of our users, tying into our app's goal of providing personalized beach experiences.

4. **Clean, Bold Confidence:** Projects confidence, reliability, and modernity, reassuring users that they're using a trustworthy, forward-thinking platform.

Poppins

Poppins symbolizes **modern simplicity, friendliness, & confidence**. It also reflects values like **efficiency, connection, and inspiration**. Its clean, versatile design is perfect for users who want to feel in control and save time, providing a clear path to their goals