

Broadbent Park Navigator



ICONOGRAPHY

ICONS COLOR SCHEME

For the app's iconography, we selected the color scheme of #DE6900 and white #ffffff, guided by WCAG AA standards to ensure optimal contrast and legibility. The deep, vivid orange provides a strong visual foundation, ensuring icons

catch the user's eye, while the stark white symbols offer a high-contrast palette that is accessible to individuals with visual impairments. This choice aligns with accessibility guidelines, which recommend a contrast ratio of at least

4.5:1 for normal text. The selected colors not only stand out aesthetically against a range of backgrounds but also facilitate universal usability, embodying our commitment to inclusive design.

Buttons Backgrounds

Hex #DE6900	LCH 58,78,58
RGB (222,105,0)	LAB 58,41,66
RGB Percentages(87%,41%,0%)	LUV 58,98,52
HSL(28,100%,44%)	XYZ 35,26,3
HSV(28,100%,87%)	Closest Tailwind color: orange-800

Buttons Inner Symbols

Hex #FFFFFF	LCH 100,0,0
RGB (255,255,255)	LAB 100,0,0
RGB Percentages(100%,100%,100%)	LUV 100,0,0
HSL(0,0%,100%)	XYZ 95,100,109
HSV(0,0%,100%)	Closest Tailwind color: white

ICONS -SET ONE

In our project, we meticulously curated a set of 19 principal icons, embracing a minimalist aesthetic to ensure clarity and intuitive interaction within our app. These icons, including essential functionalities such as play, replay, information, points of interest, pause, AR experience, back, SOS, among others, are designed with a keen eye for user accessibility and visual harmony. By choosing a vibrant orange back-

ground paired with crisp white symbols, we not only adhered to a visually appealing palette but also meticulously considered the contrast ratio, achieving a 3:41 rate. This choice ensures optimal visibility and readability across a wide range of lighting conditions and for users with varying visual capabilities. Our decision to go minimalistic is rooted in the belief that simplicity can convey clear messages and

foster an effortless user experience. This documentation outlines our design philosophy, showcasing the thoughtful integration of form, function, and accessibility in our iconography, making navigation within the app both intuitive and engaging.



ICONS -SET TWO

In our project, we developed a second set of 6 indicative icons, meticulously designed to enhance the park's navigational experience. Adopting a minimalist style, these icons represent various park amenities, such as benches, family areas, the bridge, and parking lots, ensuring visitors can effortlessly locate and enjoy these facilities. Contrary to the

primary set, these icons feature a clean white background with the symbols depicted in a striking orange hue. This color inversion not only maintains the visual consistency of our design language but also differentiates these icons as indicators for specific park areas. By employing a minimalistic approach, we emphasize clarity and ease of understanding,

making it straightforward for users to navigate the physical space of the park. This carefully considered design strategy enhances the overall user experience, marrying the aesthetic simplicity with functional precision to guide visitors through Ed Broadbent Park's diverse amenities.



CONCERT



FAMILY



BENCH



BRIDGE



PARKING LOT



DIVERSITY

ICONS - SET THREE

Our third set of icons, distinctively crafted for Ed Broadbent Park's key points of interest, marks a vibrant departure in our visual language to enhance contrast against the map's palette. Comprising icons for the Every Child Matters Garden, Garden of Human Rights, the amphitheater, fishing area, and the bridge entrance, this set introduces a lively

color scheme of purple, yellow, and pink. These choices were deliberate, aiming to draw visitors' eyes to these significant landmarks, ensuring they stand out amidst the map's colors. By selecting such vivid hues, we not only increase visibility but also imbue each icon with a unique character that reflects the essence of the location it represents. This care-

ful consideration in color and design underscores our commitment to creating an intuitive and engaging navigational experience, allowing users to easily identify and explore the park's diverse attractions.



AMPHITHEATER

#FFCD41



BRIDGE ENTRANCE

#55C1C1



FISHING AREA

#56B7ED



GARDEN OF
HUMAN RIGHTS

#AD00FF



EVERY CHILD
MATTERS GARDEN

#FF85FA