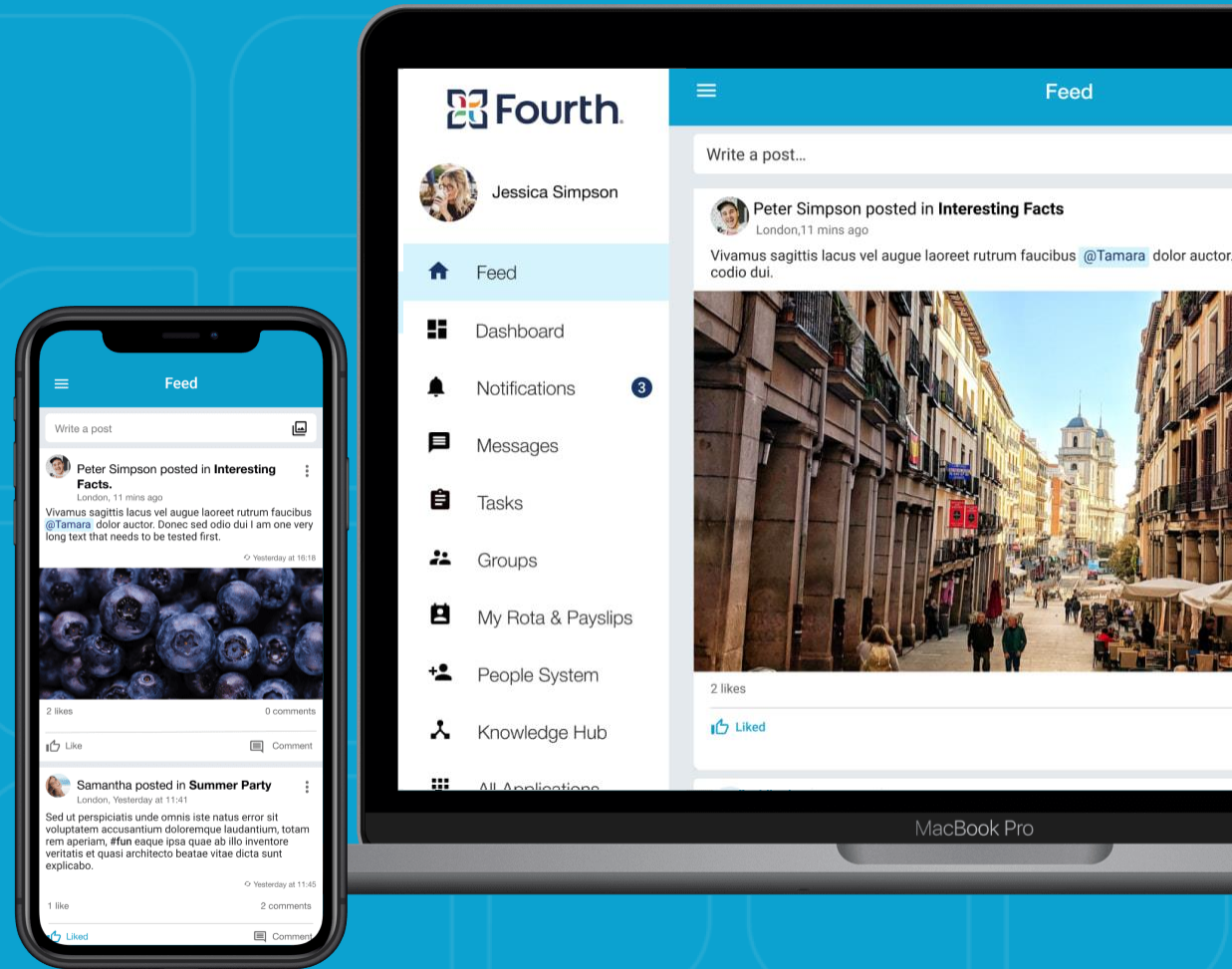# Upcoming Branding Changes

Fourth

Overview

- Accessibility & Contrast
- Logo & Colour usage
- Brandable components
- Non-brandable components
- Examples

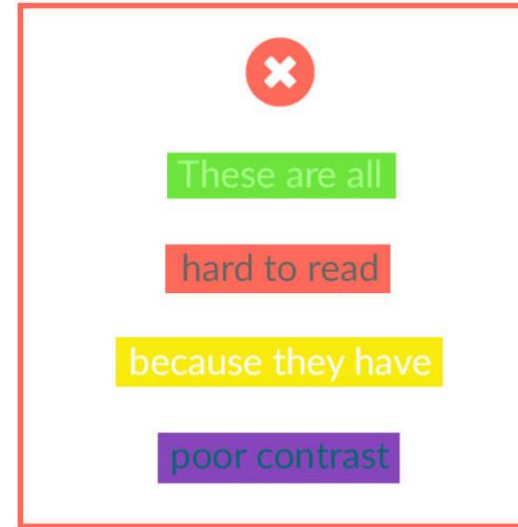*For the purpose of this presentation we will look at the Fourth app branding.
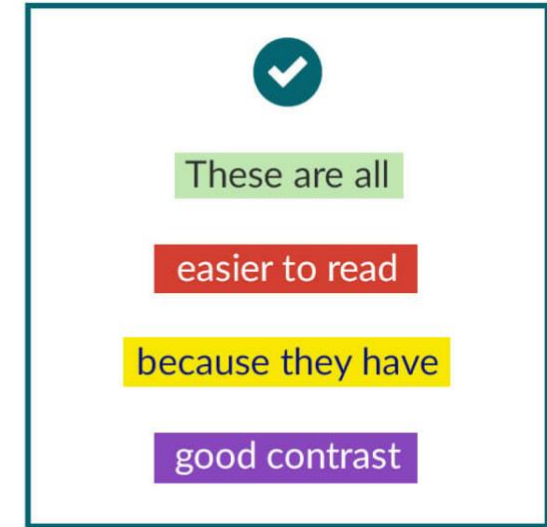
Accessibility & Contrast

Before choosing and applying colours you need to make sure they meet WCAG (Web Content Accessibility Standards). This tool can help you:

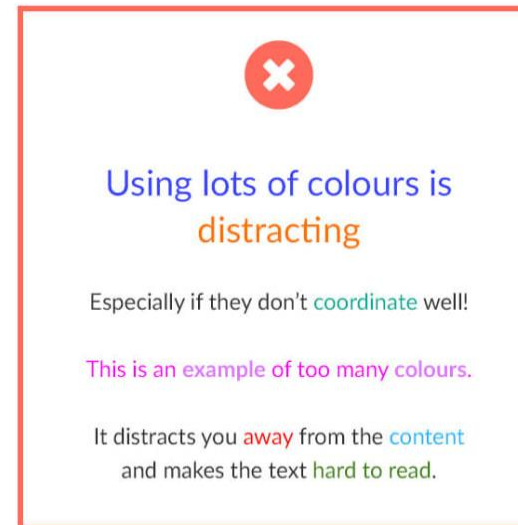https://webaim.org/resources/contrastchecker/

Ensuring a high contrast ratio for your product design can make it easier for visually impaired and colour blind users to read and interact with the contents of your product.
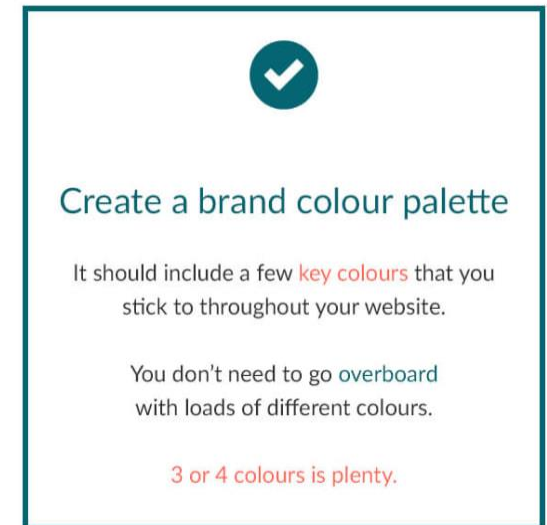
These are all
hard to read
because they have
poor contrast

These are all
easier to read
because they have
good contrast

Using lots of colours is distracting

Especially if they don't coordinate well!

This is an example of too many colours.

It distracts you away from the content and makes the text hard to read.

Create a brand colour palette

It should include a few key colours that you stick to throughout your website.

You don't need to go overboard with loads of different colours.

3 or 4 colours is plenty.

Fourth

Colour Usage

The new palette will consist of 3 colours:

- Primary (a darker colour)

- Secondary (a lighter colour)

- Tertiary (a shade of the secondary colour)

Tertiary Colour

To create the tertiary colour you can use this online tint and shade generator, where you can paste the Secondary colour and use a 90% scaled lighter version of that colour.

For example, a secondary color is #D10A0A
Paste this in the box (see below) and select **Make tints and shades**
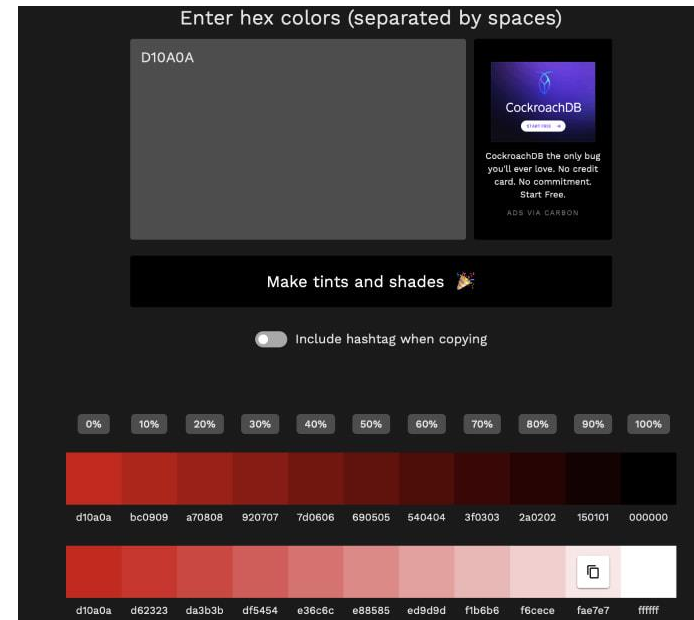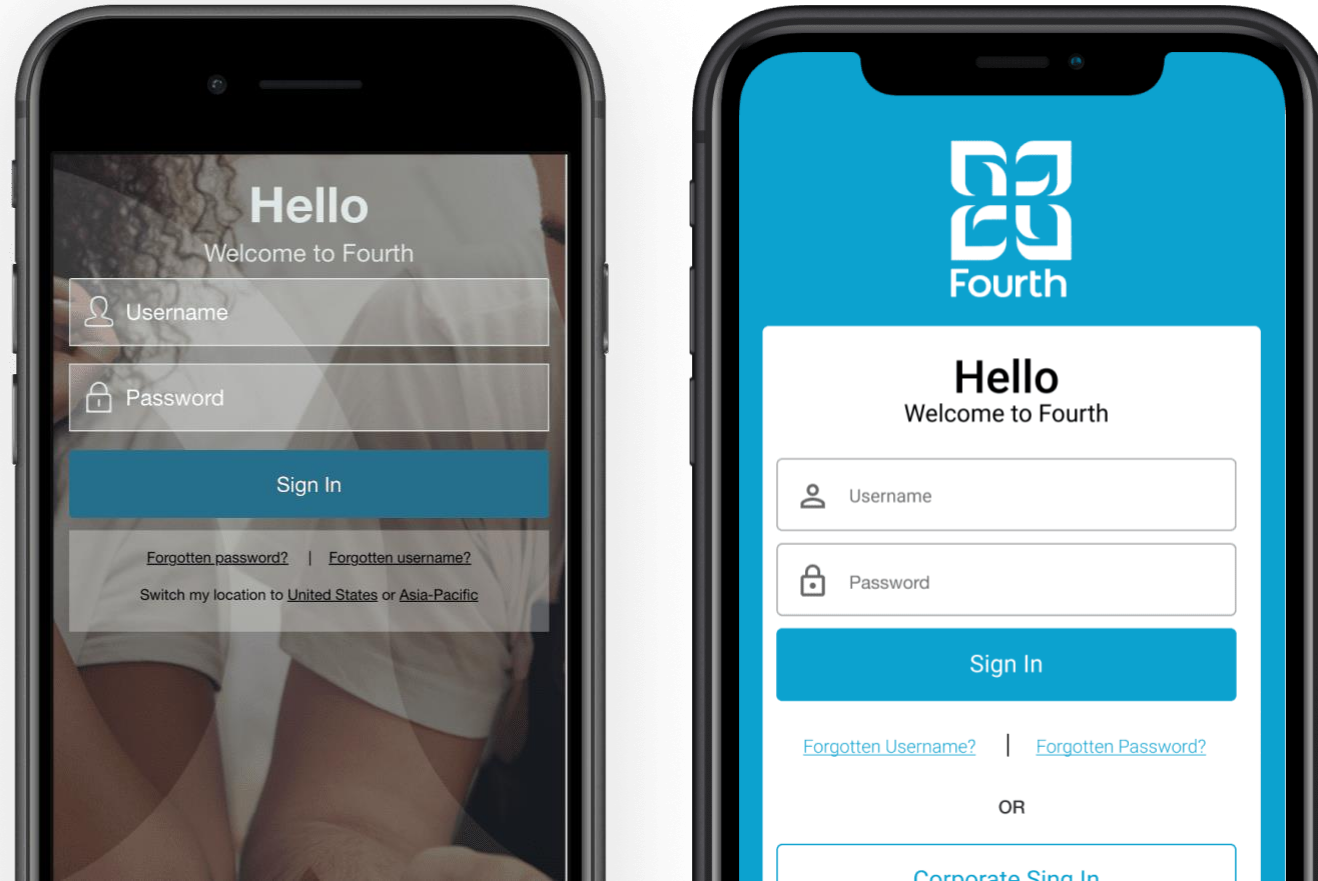Then copy the 90% lighter version, which will be the Tertiary colour

Logo usage

- Login page - Instead of image as a background we recommend you have a solid background colour (primary). This will ensure that the login form is readable and accessible.

  Placing the logo on top of the login form will make it more prominent. The logo must be in .svg format.

Fourth

Logo usage

- Currently the logo is placed in the header of some of the pages and this makes it difficult to tell which page the user is on. Moving the Logo to the side navigation will ensure it is big and visible enough. The page name will be added in the header.
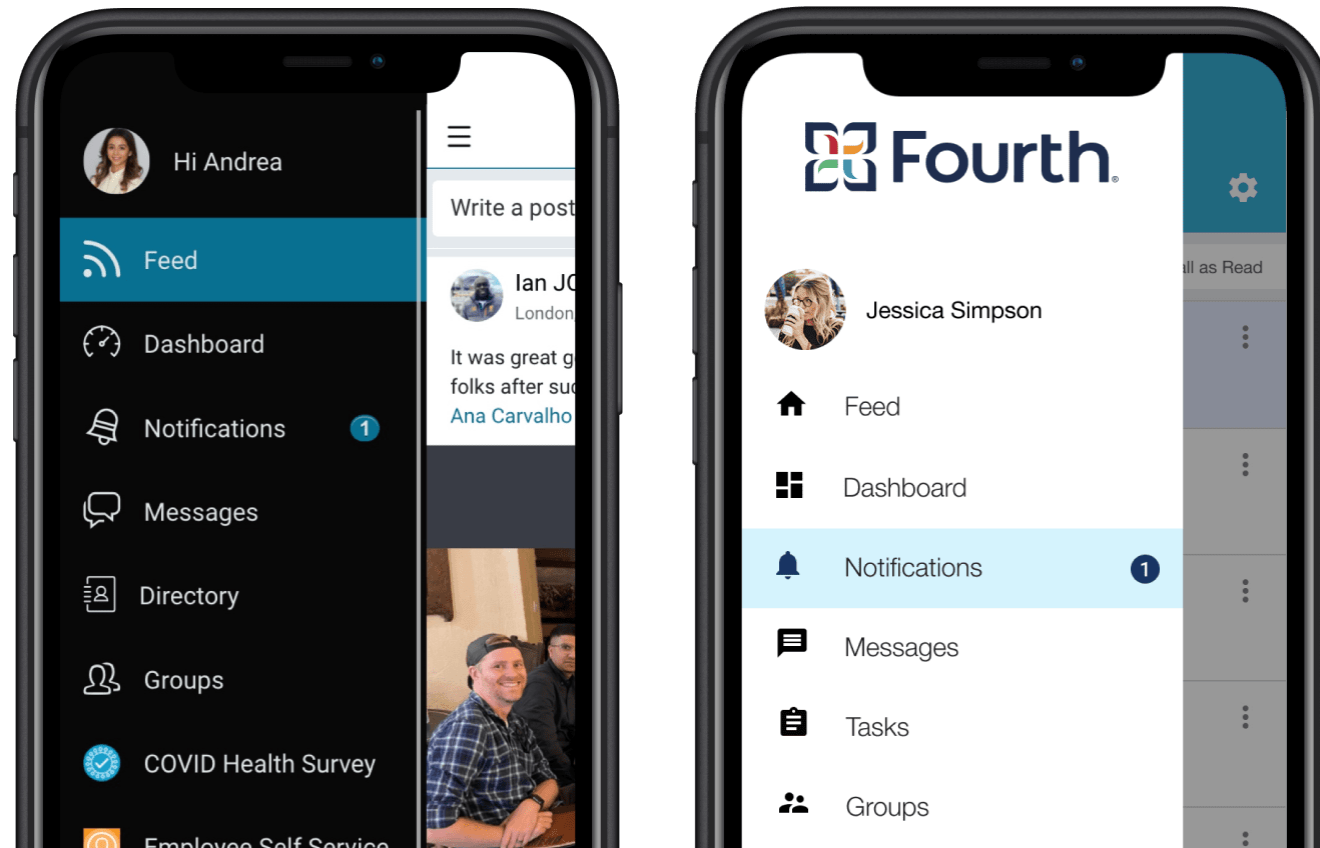
Brandable Components

Primary A - #0C9ECA

- All headers
- Primary, secondary buttons
- Links, Mentions, Likes
- Radio buttons, checkboxes
- Informational toast message
- Informational dialog, pop-ups, modals
- Calendar heading and date picker
- Progress bars
- Menu items
- Selection controls
- Tabs
- Input fields

Secondary B - #173463

- Navigation Notification Counter
- Icons in navigation when tab is selected
- @ Mentions

Fourth.

Brandable Components Primary A - ▉ #0C9ECA

All Headers, Top Bars

← **Title** 🔍 +

← **Title**
subtitle 🔍

Cancel **Create a Post** Post

Menu Items, Selection Controls, Drop-downs

☑ item ☐ selection control

☑ item ☐ selection control

item ⊟ selection control

◑ selection control ○ selection control

○ selection control ⦿ selection control

○ selection control ○ selection control

item
item
item
item
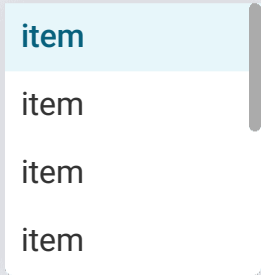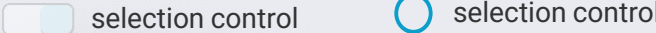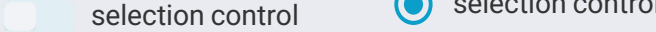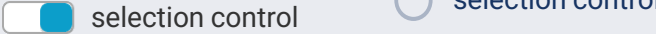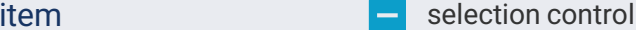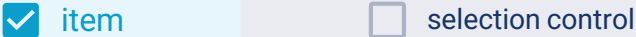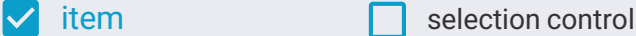
Primary, Secondary Buttons, Chips

Default

Button

Button

Button

Unselected

✓ Selected chip

Filter ✕

Fourth.

Brandable Components Primary A - ▊ #0C9ECA

Links

This is a text link

Informational Toast Message

ⓘ Informational Toast

ⓘ Informational Toast ✕

ⓘ Informational Toast RETRY

Informational Dialog, Pop-ups, Modals, Input Fields

MODAL BUTTON

MODAL BUTTON

Placeholder

Placeholder

Label*

Placeholder

Label*

Placeholder

Fourth.

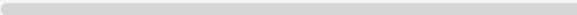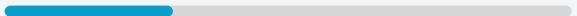# Brandable Components Primary A - ▇ #0C9ECA

Calendar Heading and Date Picker

‹ January2020 ›

MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	18	20	21
22	23	24	25	26	27	28
29	30	31	0	0	0	0
0	0	0	0	0	0	0

Tabs, Badge, Progress Bar

To Do 00	To Do

BADGE

0% ▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬

25% ▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬

50% ▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬

Row Selection

LONDON
Joe Smith
Waitress ✓

Fourth

Brandable Components Secondary B - ⬛ #173463 and Tertiary ⬜ #E7F6FA

Jessica has liked your post
1 hour ago ⍰

🔔 Notifications   1

@Name

👍 Liked

Fourth.

Non-Brandable Components

The following components are not brandable as they have a meaning: **Red** for error, **Amber** for warning and **Green** for success. The font is also non-brandable.

Error, Success, Warning States in Modals, Toasts, Forms, Input Fields

⊘ Error

✓ Success

⚠ Warning

⊘ Error

✓ Success

⚠ Warning

Modal Title

modal copy

MODAL BUTTON

MODAL BUTTON

MODAL BUTTON

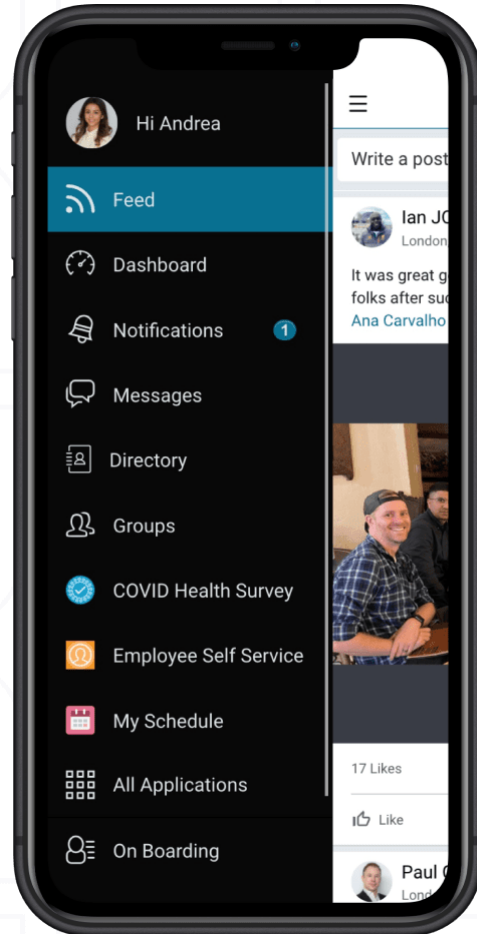**MODAL BUTTON**

MODAL BUTTON

Placeholder

Label*

Placeholder

The font

Fourth.

Fourth app Before and After

Hello
Welcome to Fourth

Username

Password

Sign In

Forgotten password? | Forgotten username?

Switch my location to United States or Asia-Pacific

fourth.com
connected. engaged. productive.
Cookie Policy

Hello
Welcome to Fourth

Username

Password

Sign In

Forgotten Username? | Forgotten Password?

OR

Corporate Sing In

Switch my location to United States or Asia-pacific

fourth.com
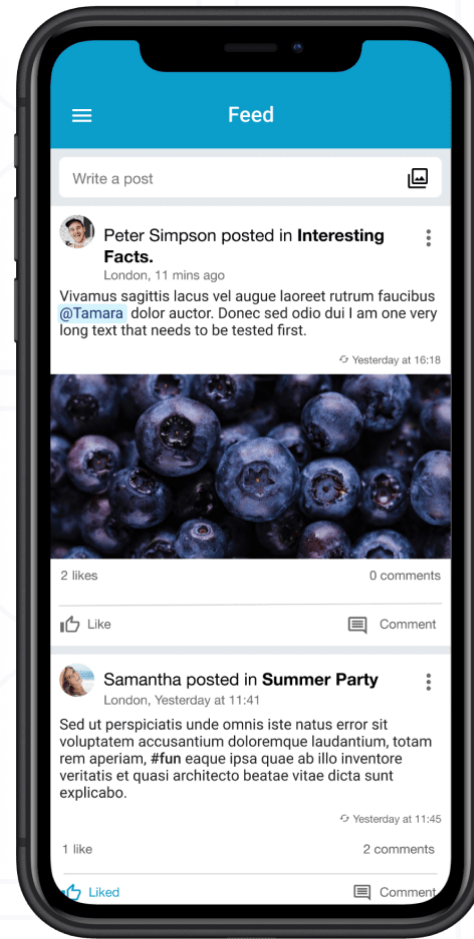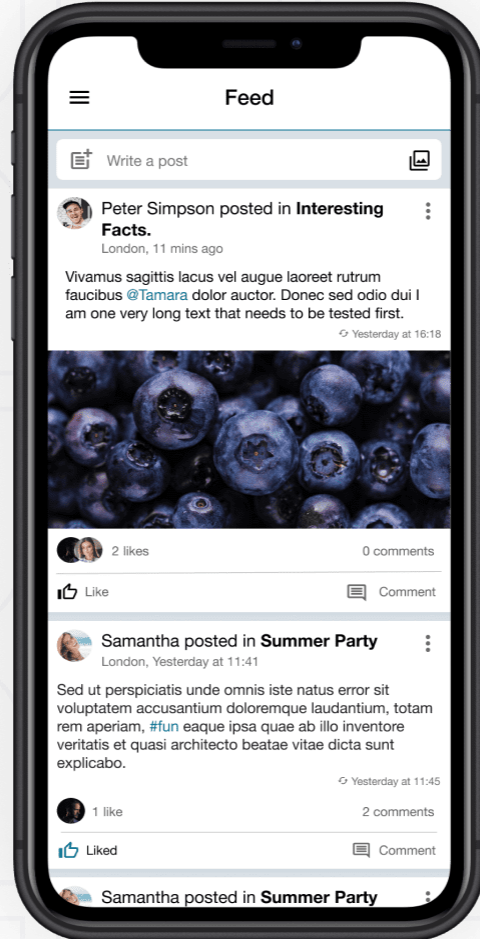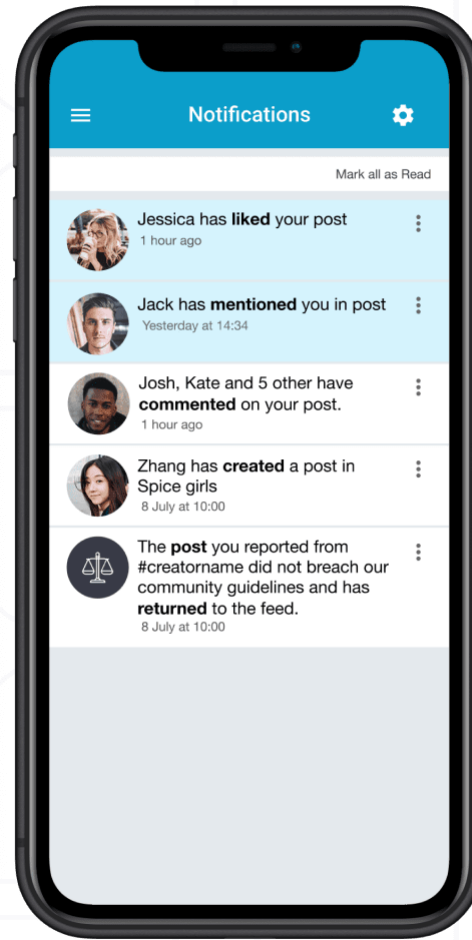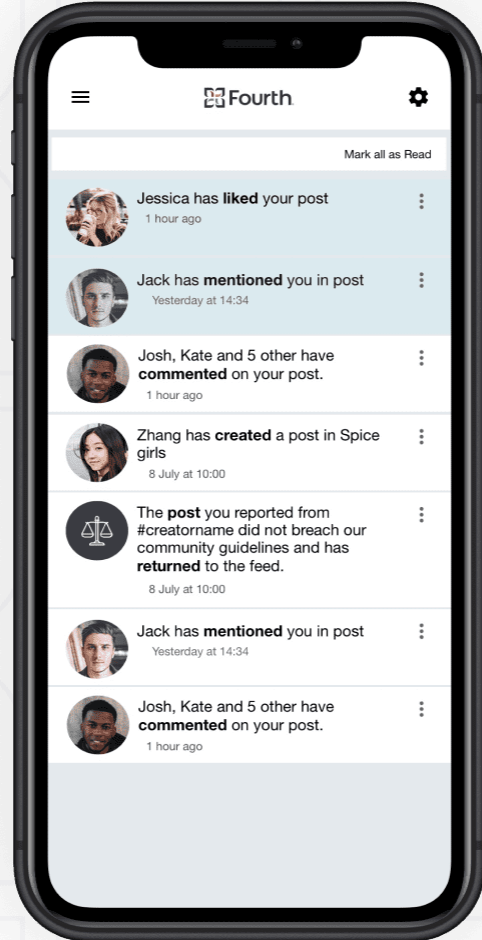connected. engaged. productive
Cookie Policy

Fourth.

Fourth app Before and After

Fourth app Before and After

Fourth app Before and After

Fourth app Before and After