



ECHO

Workbench Software and Identify Project

Design Mood Board

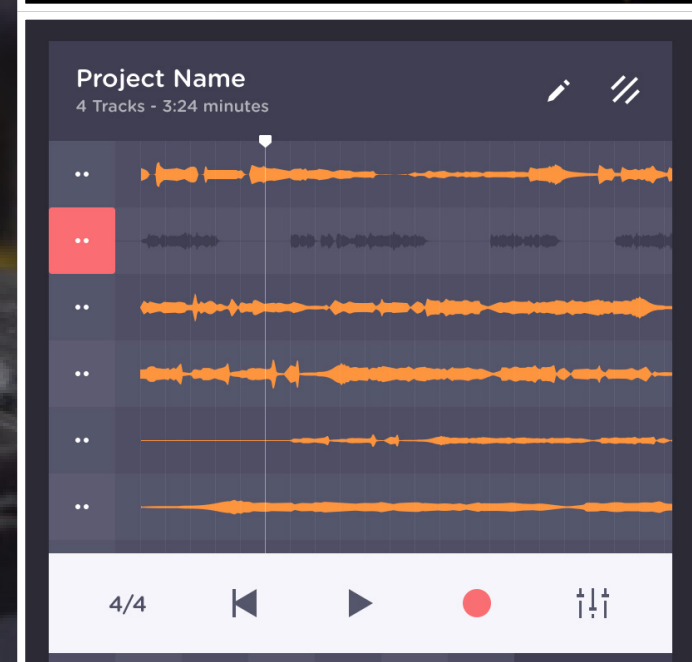
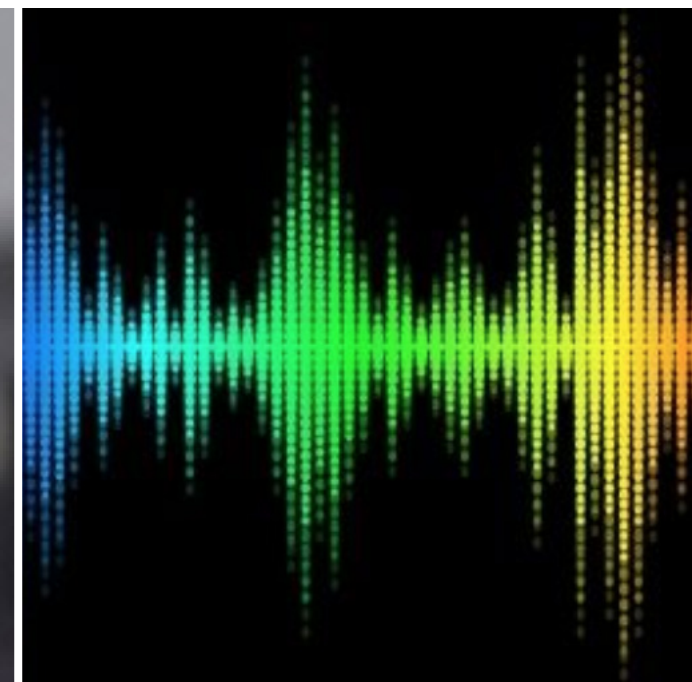
March 13, 2019



ART+LOGIC
SOFTWARE INNOVATION

ECHO

Acoustic Integrity

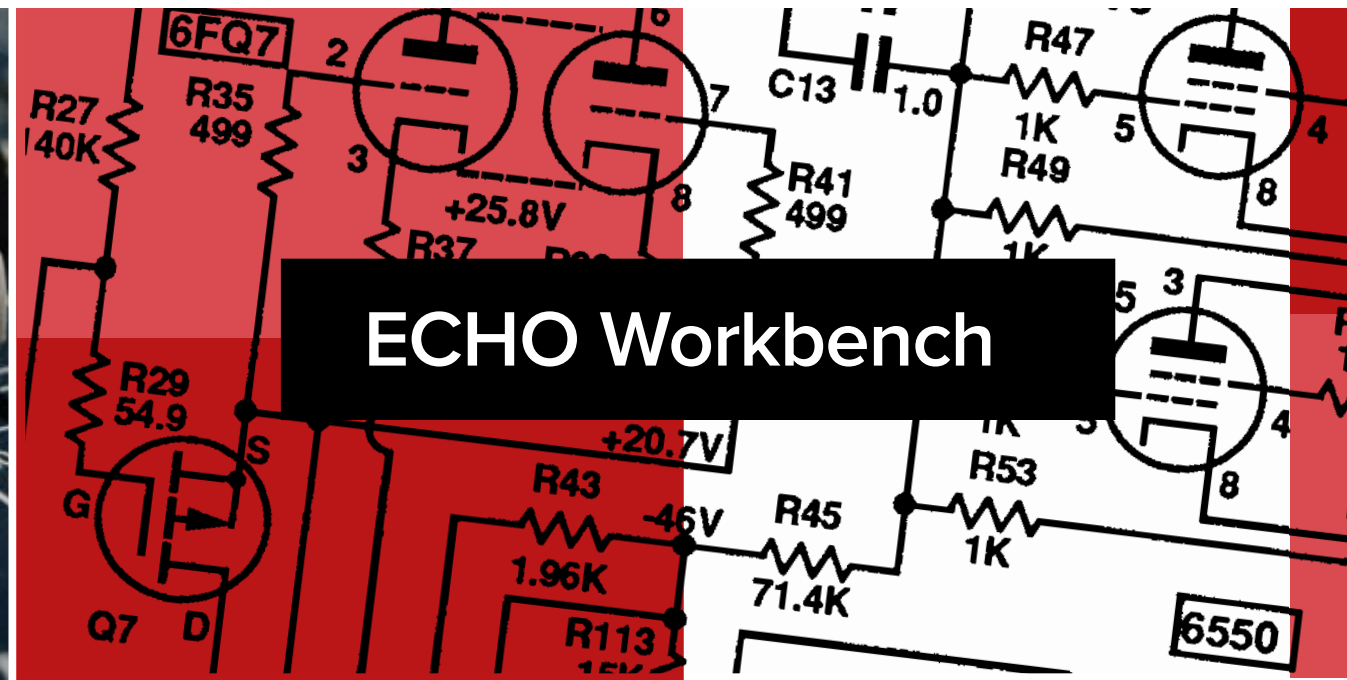


PURPOSE

The intention of this exercise is to both inform and inspire the visual language we'll be creating during this multi-faceted project.

The following pages explore the topics of color, typography, illustration, iconography, and photography.

We're beginning to explore design and set visual expectations. However, nothing is set in stone and always open to reinterpretation.



BEATSYNC

 **Ann Smith**

Explore music

-  Stream
-  Popular
-  Your cues
-  The Most Fresh

Services

-  Get the App
-  Premium
-  Settings

STREAM

Techno House Trance Lounge Downtempo Chillout Bass Ambient
Vocal Hard Deep

Most queued **Today -**

-  **Rikarda**
Oliver Huntemann  2.8k
-  **Madness (Halo Halo re...**
Djuma Soundsystem vs Sha...  1.5k 
-  **Disorbital**
Egyptrixx  849 

Uploaded tracks **Today -**

-  **EXpand**
Plasticman  13
-  **Powers of Ten**
Stephan Bodzin  14 
-  **Rooks Theme**  21

CUE

Now playing 

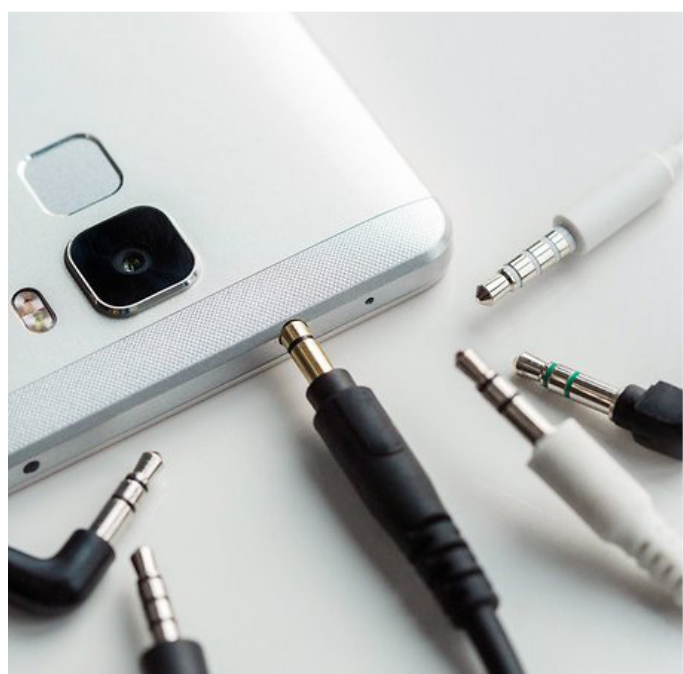


Madness (Halo Halo remix)
Djuma Soundsystem vs Shader o

Queued tracks playlist **189 tracks**

-  **Disorbital**
Egyptrixx
-  **Powers of Ten**
Stephan Bodzin

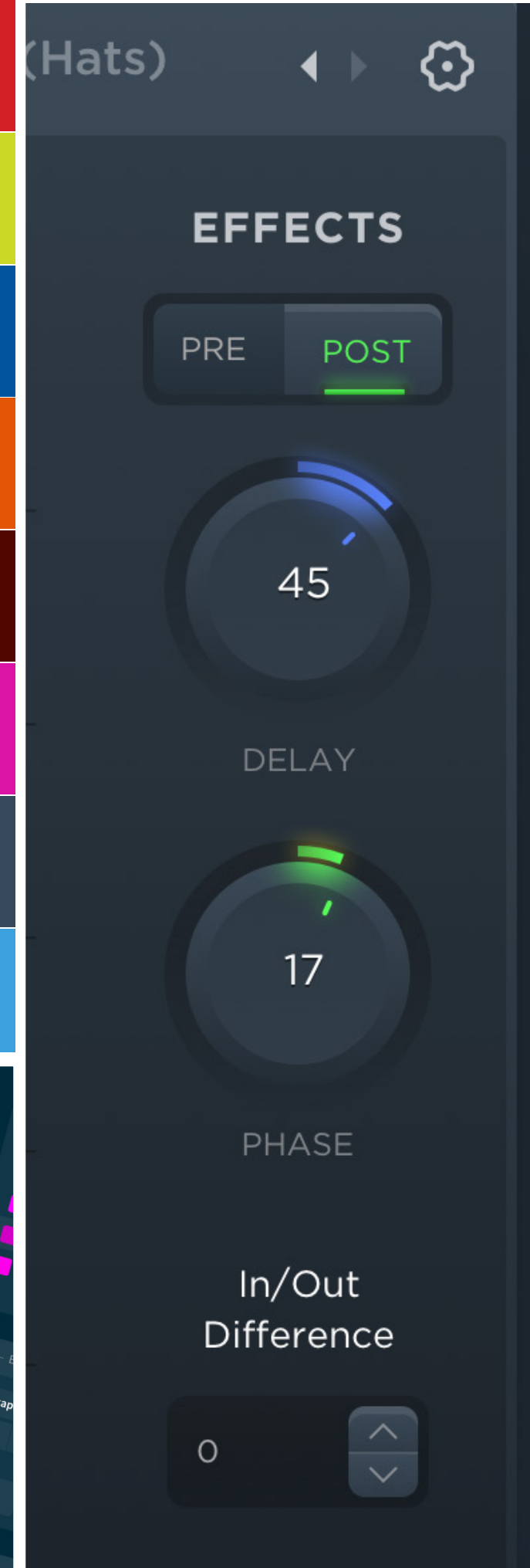
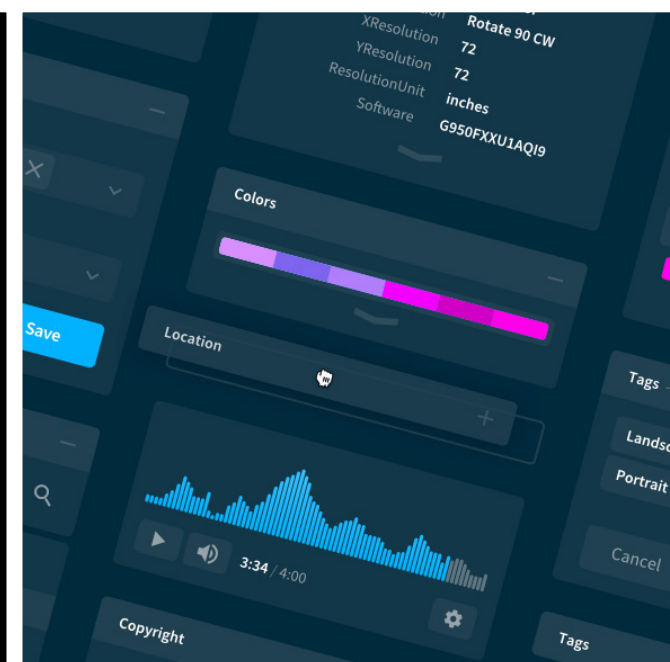
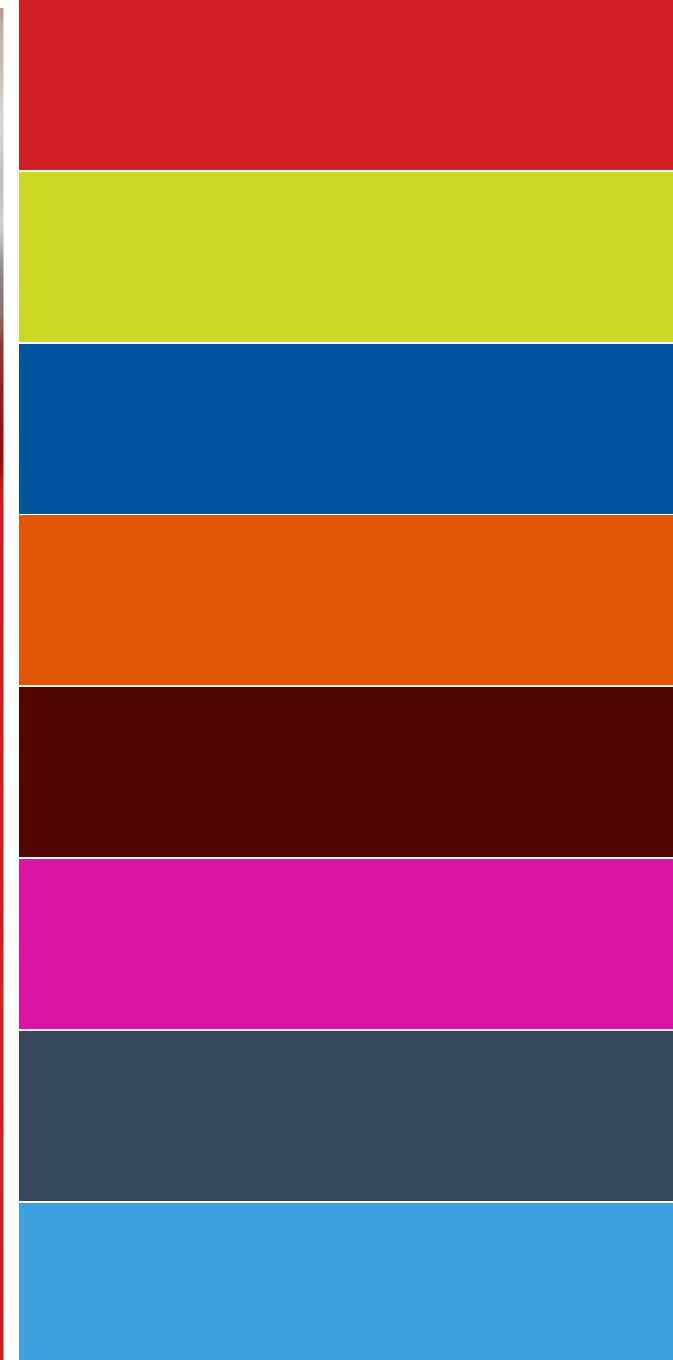


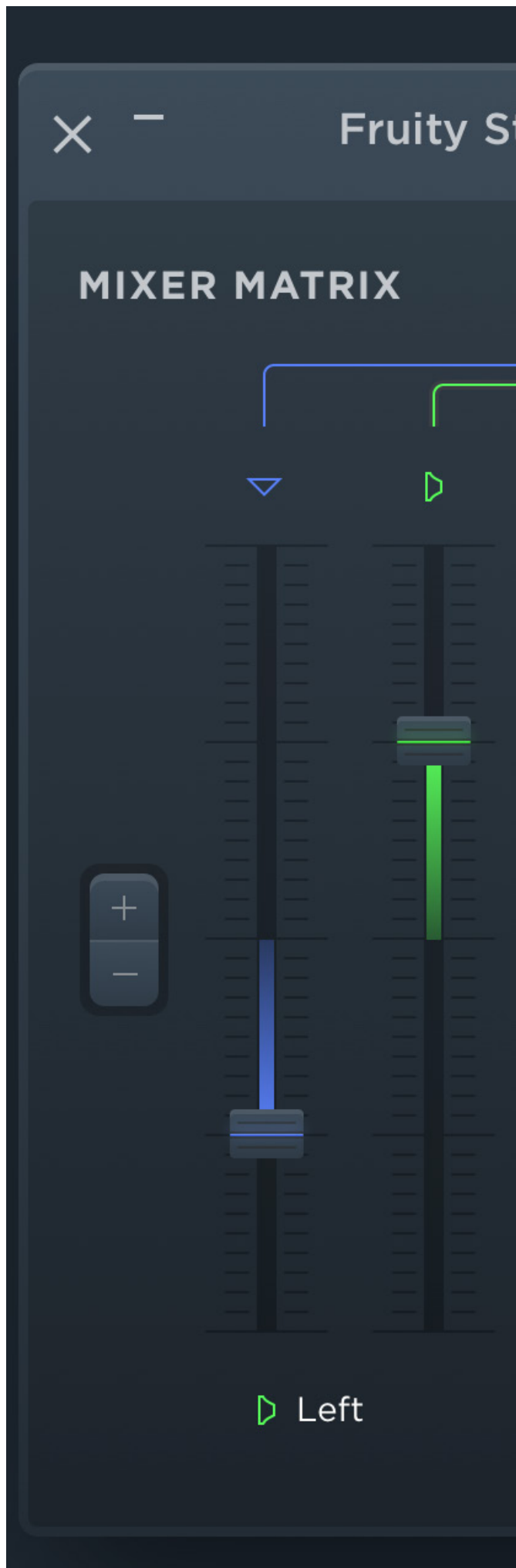


COLOR

Red is primary, and red is Echo's color.
Echo's red in the current logo is our foundation color.

I'm thinking the user interface may have a darker background as the foundation. Using a variety of high contrast colors makes it easy to see wave forms, read data, and confirm settings.





TYPOGRAPHY

We're looking at Proxima Nova as the primary typeface for this project. This typeface combines modern type proportions, with a larger x-height for on-screen legibility with a nice geometric appearance.

The typeface performs well in modern websites and applications with it being equally good displaying headings, or long passages of copy. This typeface you're reading is Proxima Nova.

We will introduce a complimentary typeface later in the project.



MAKING CONNECTIONS

Pp

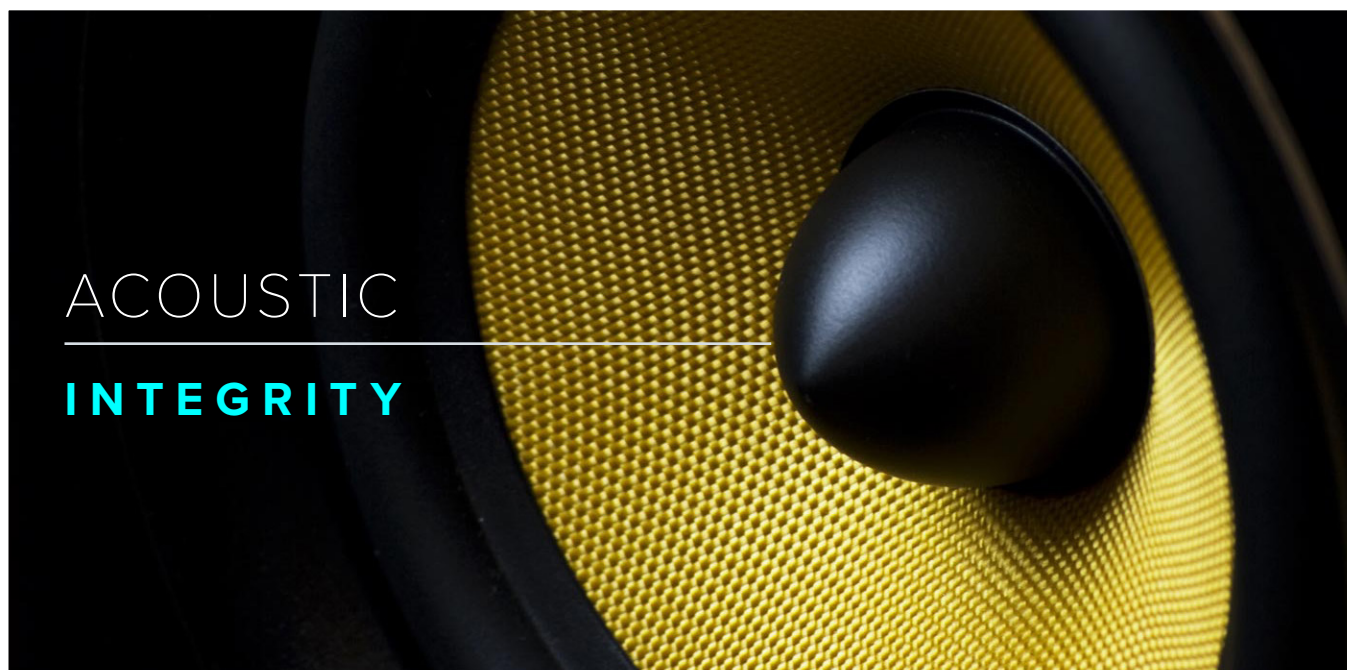
Proxima Nova

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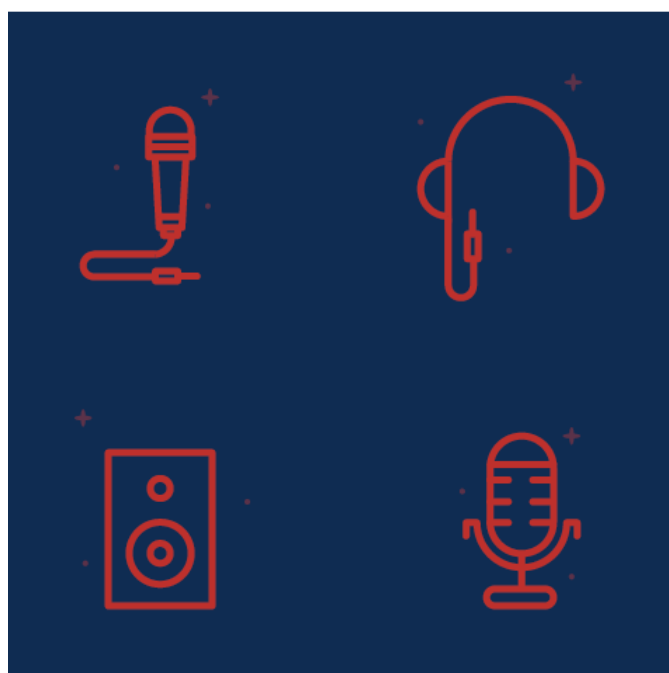
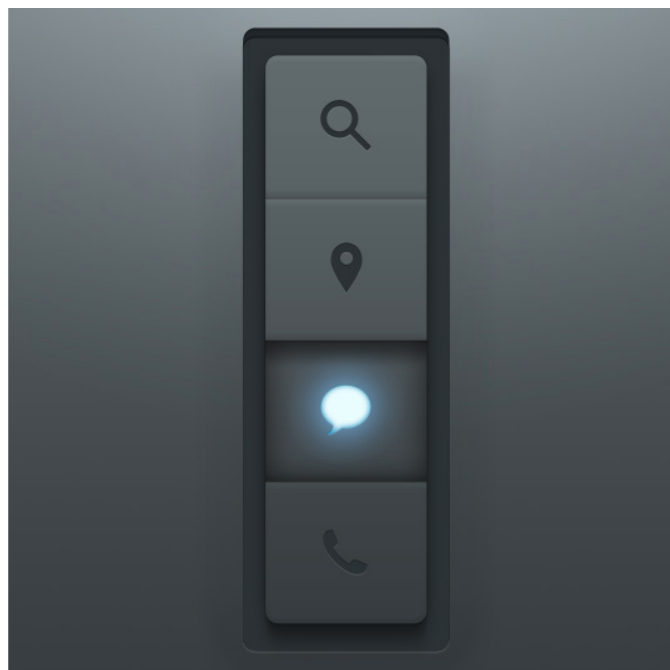
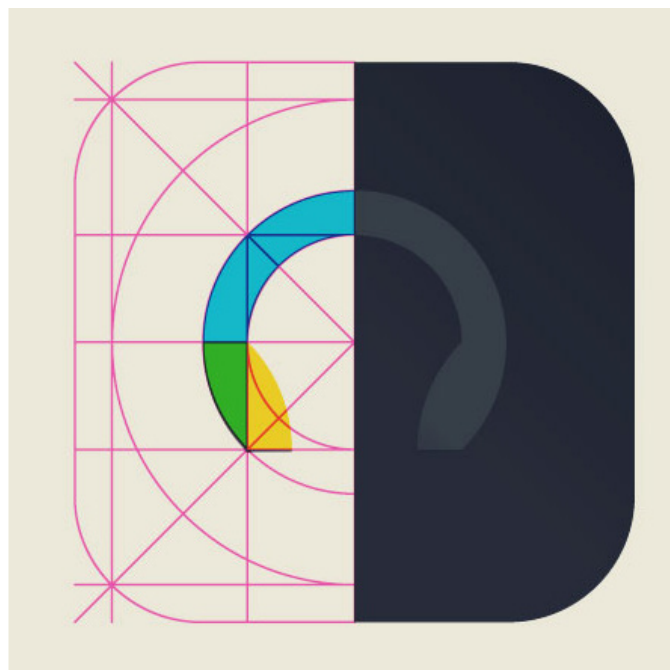
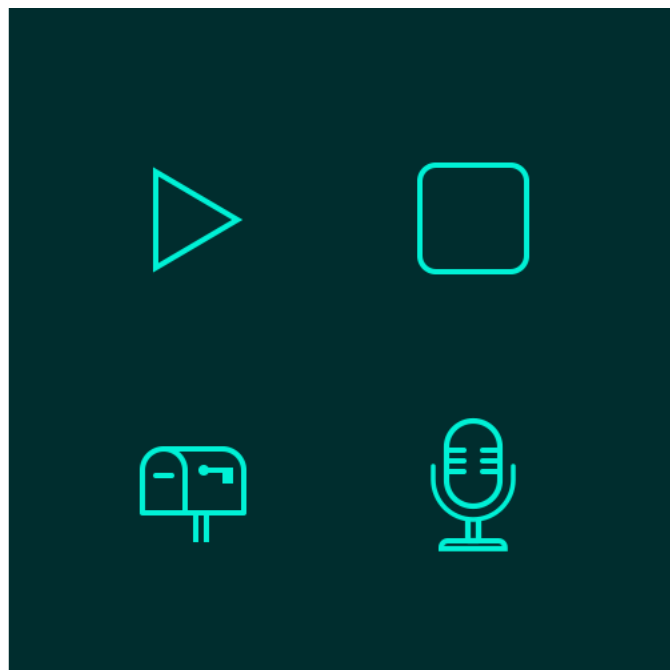
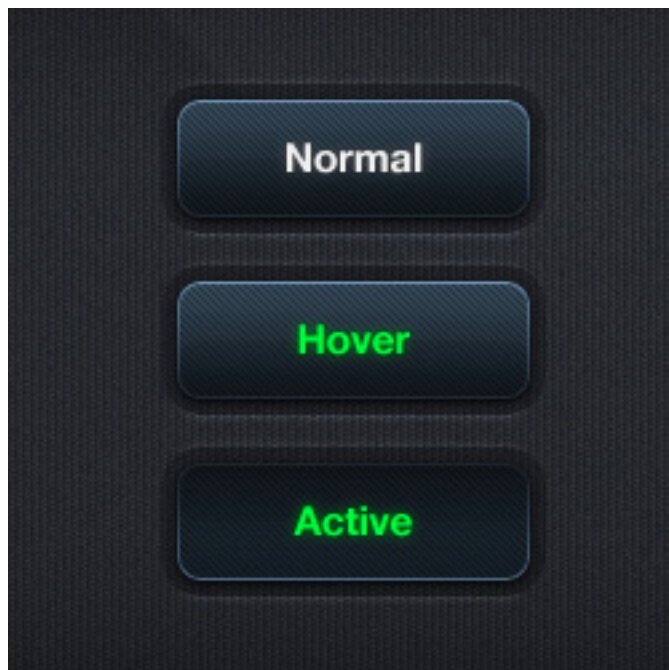
Sphinx of black quartz: judge my vow
Sphinx of black quartz: judge my vow
Sphinx of black quartz: judge my vow
Sphinx of black quartz: judge my vow
Sphinx of black quartz: judge my vow
Sphinx of black quartz: judge my vow



SOUND SCAPE



ACOUSTIC INTEGRITY

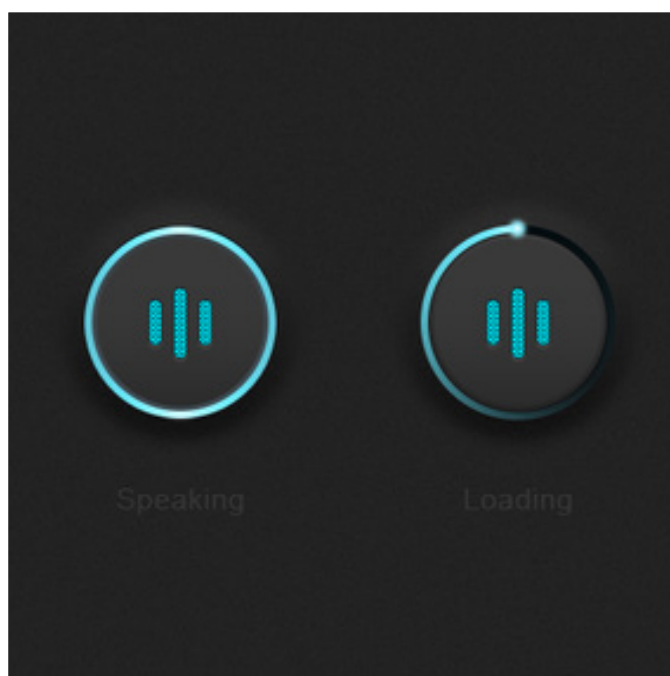
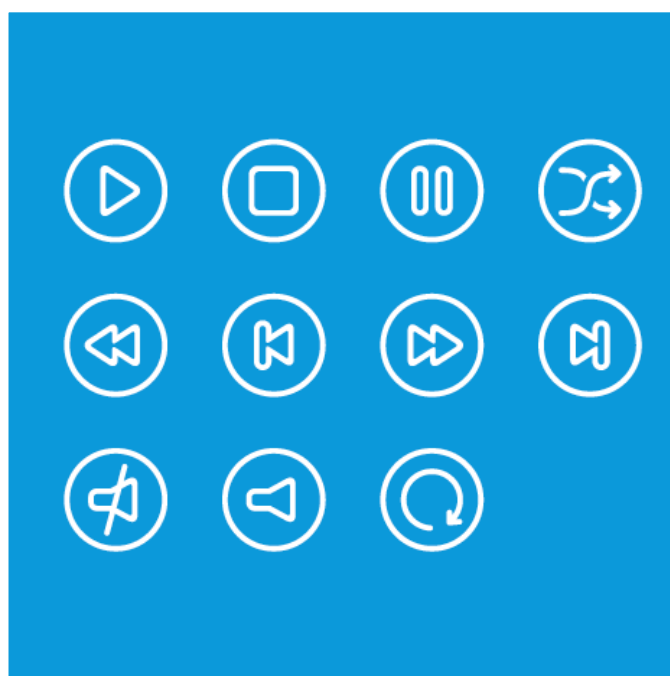
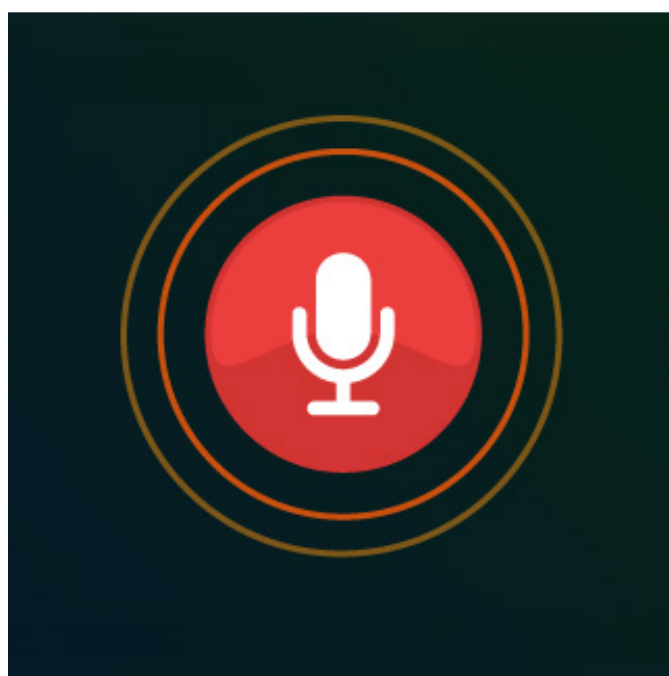
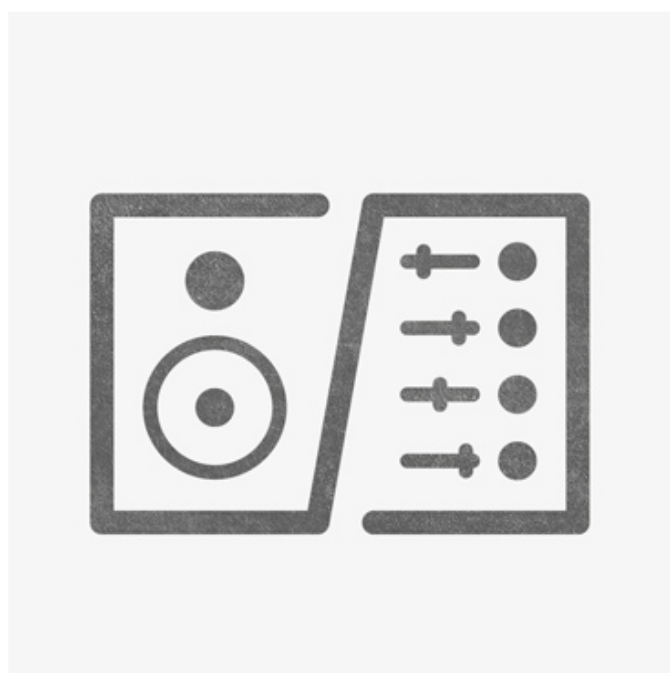
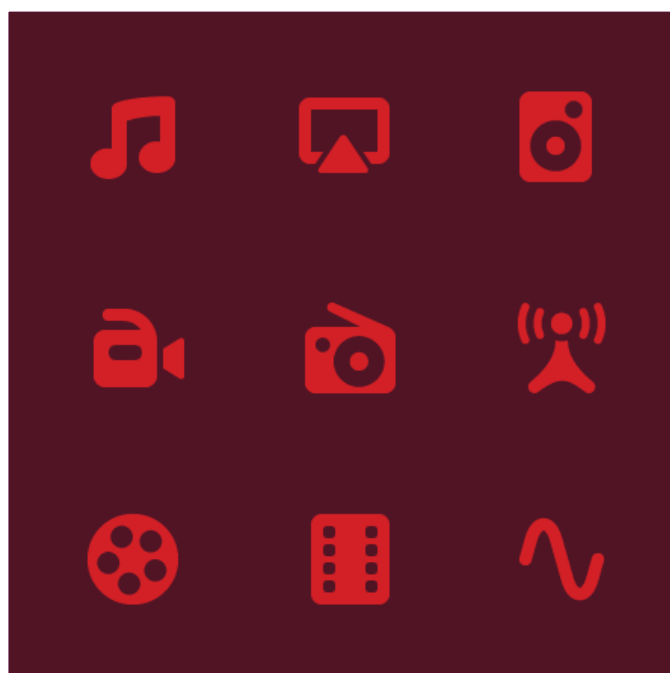


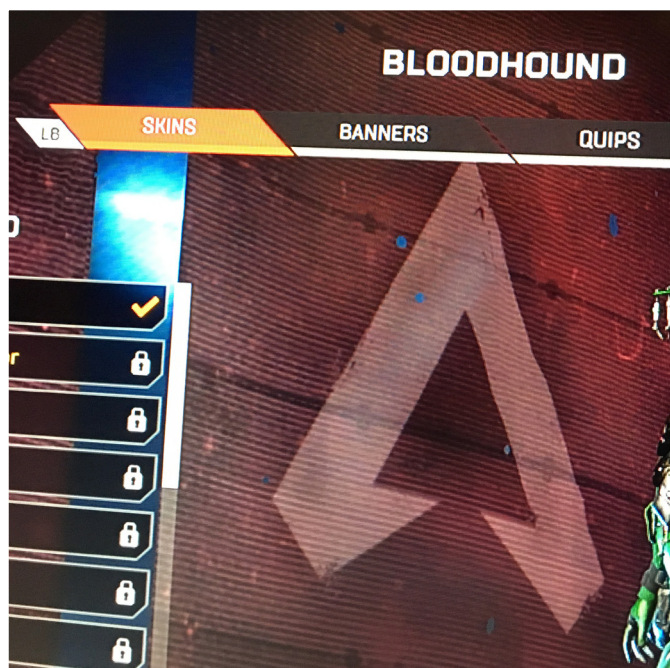
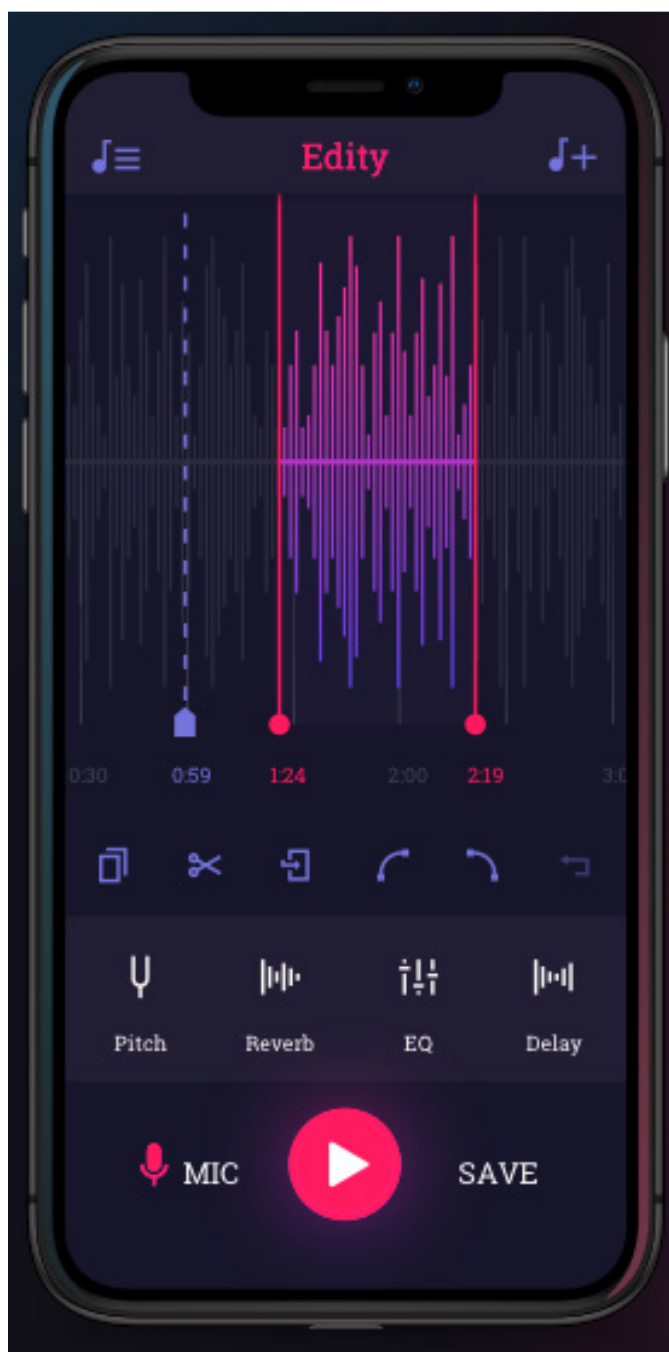
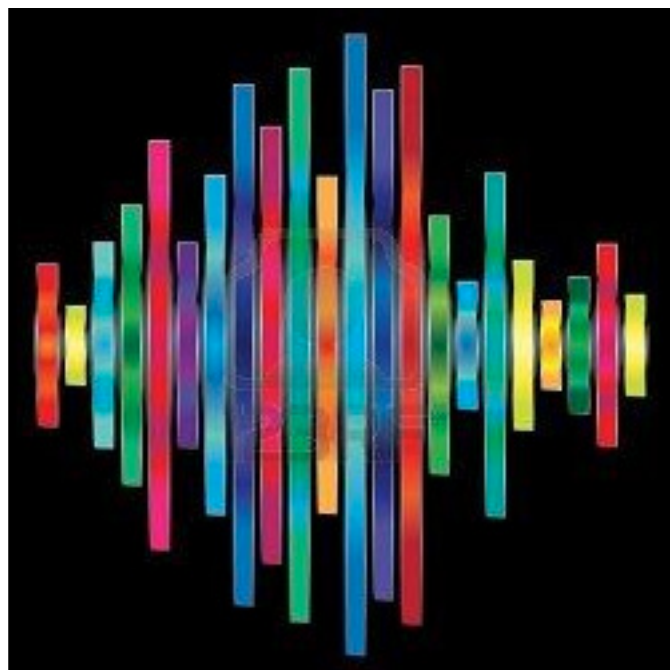
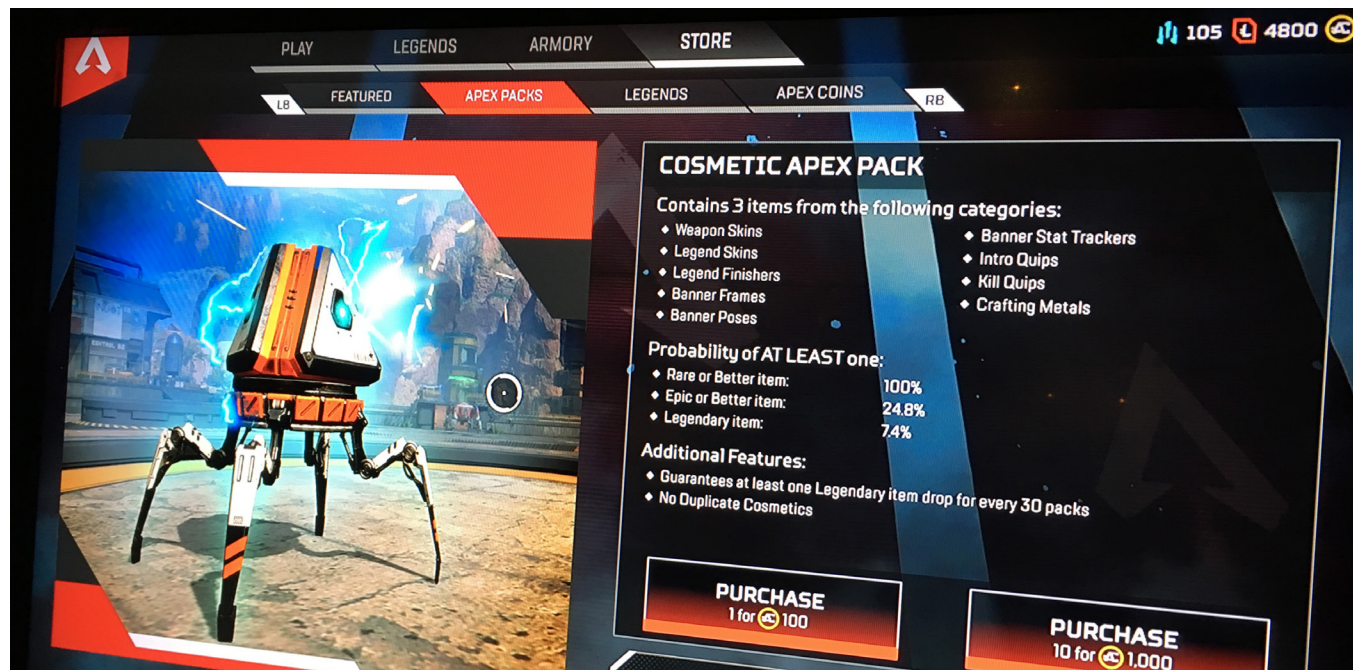
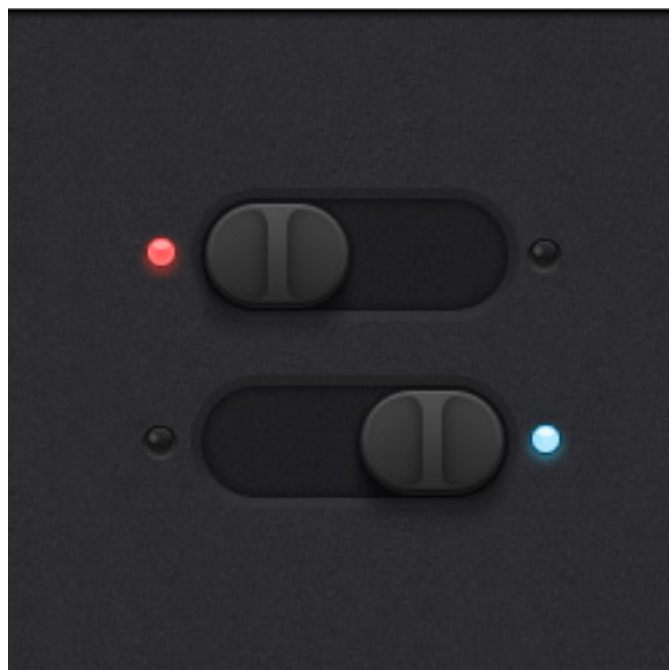
ICONOGRAPHY & ILLUSTRATION

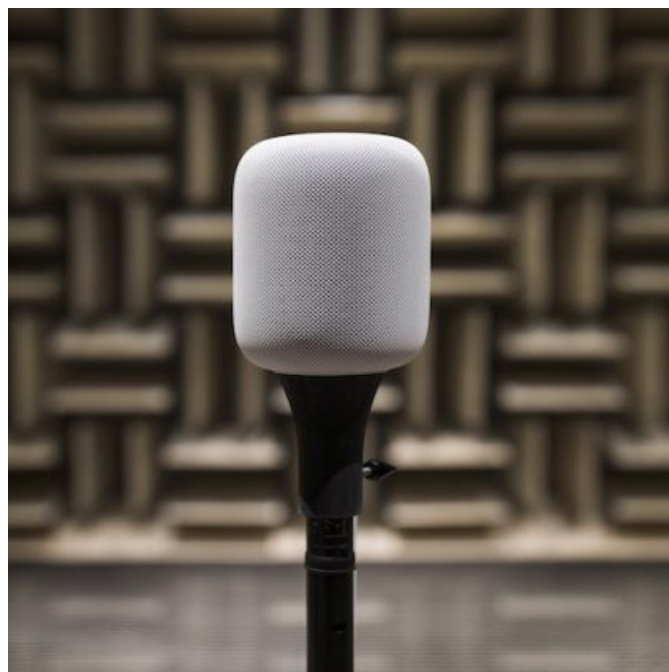
Iconography can take on different forms and illustrative styles.

We will need icons to communicate a wide variety of information sometimes with very little space available.

It's important that the icons are easy to see, clear and unambiguous. They may take on hover or active states when users interact with some of them.







PHOTOGRAPHY

We might consider using a product shot in some fashion within the software.

However, the photographic style will evolve over the course of the entire project.

Imagery may focus on the product “in the field” showing the product being used as it would be in real life—audio testing, and on real world application. And we should consider what is being tested? Images of consumer electronics; phones, headphones, speakers, etc. will all be excellent to use.



