



KVERNELAND GROUP

APP DESIGN GUIDELINES

The Future of Farming

DESIGN GUIDELINE

Introduction

Kverneland Group is a leading international company developing, producing and distributing agricultural machinery and services.

Strong focus on innovation allows us to provide a unique and broad product range with high quality. kverneland Group offers an extensive package aimed at the professional farming community, covering the areas of seeding equipment, forage and bale equipment, spreading, spraying and electronic solution for agricultural tractors and machinery.

www.kvernelandgroup.com

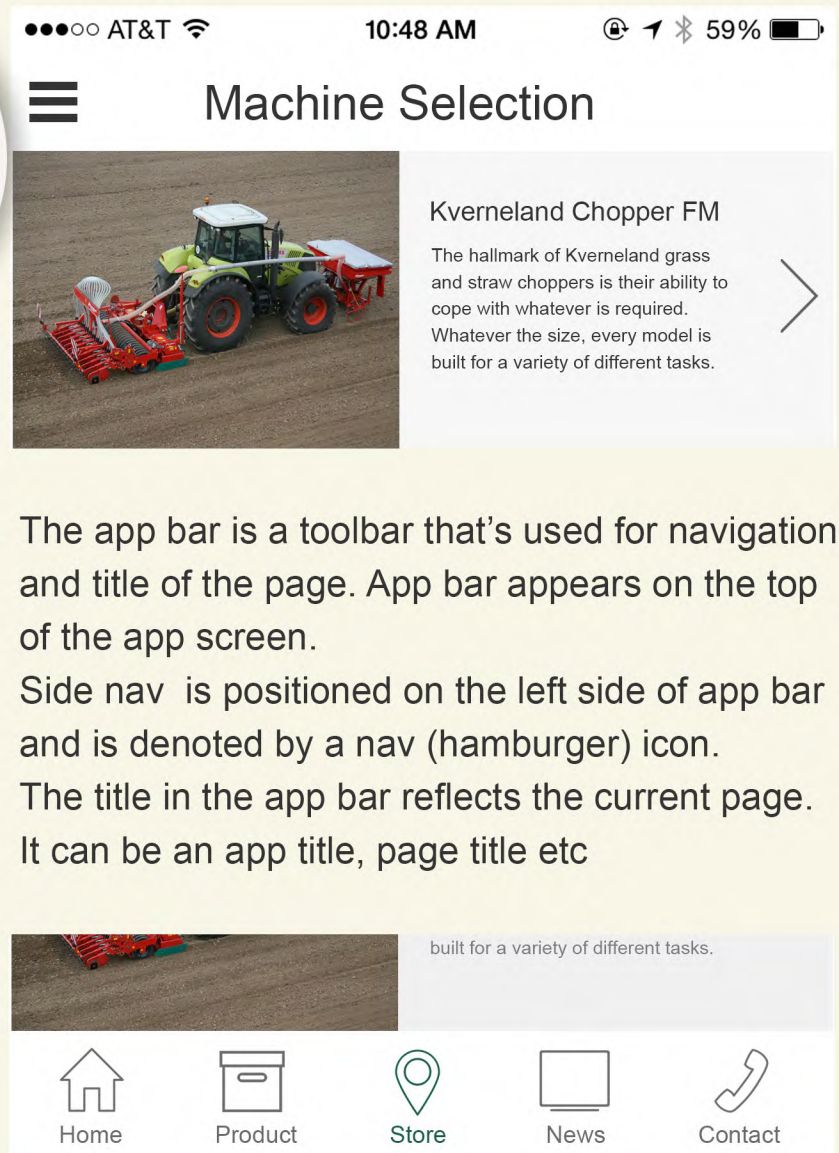


Why use Guidelines

This guideline describes the visual elements of an app that represents Kverneland Group corporate identity. The guideline will be used as a reference to while creating PSD/Final designs for apps for Kverneland Group. The guidelines maintains a consistency of UI among existing and future apps for the company.

The document includes what sort of images, fonts , Forms, call to action button styles, menu styles of an app.

APP & TAB BAR



- The app bar is a toolbar that's used for navigation and title of the page. App bar appears on the top of the app screen.

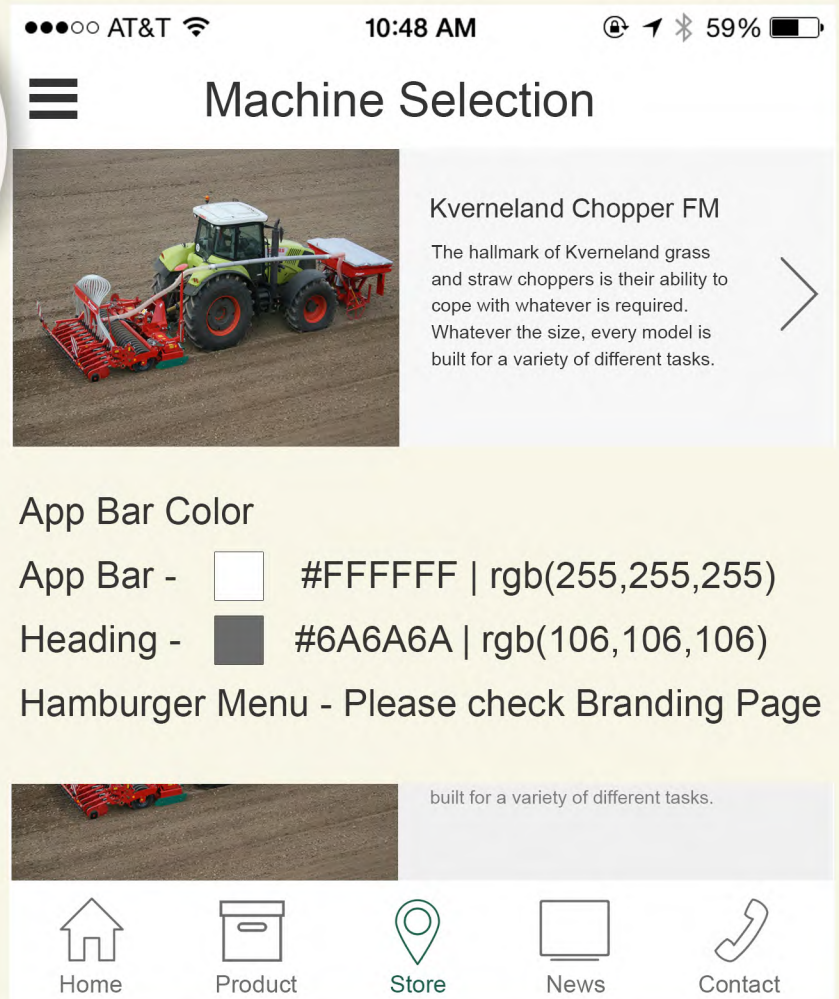
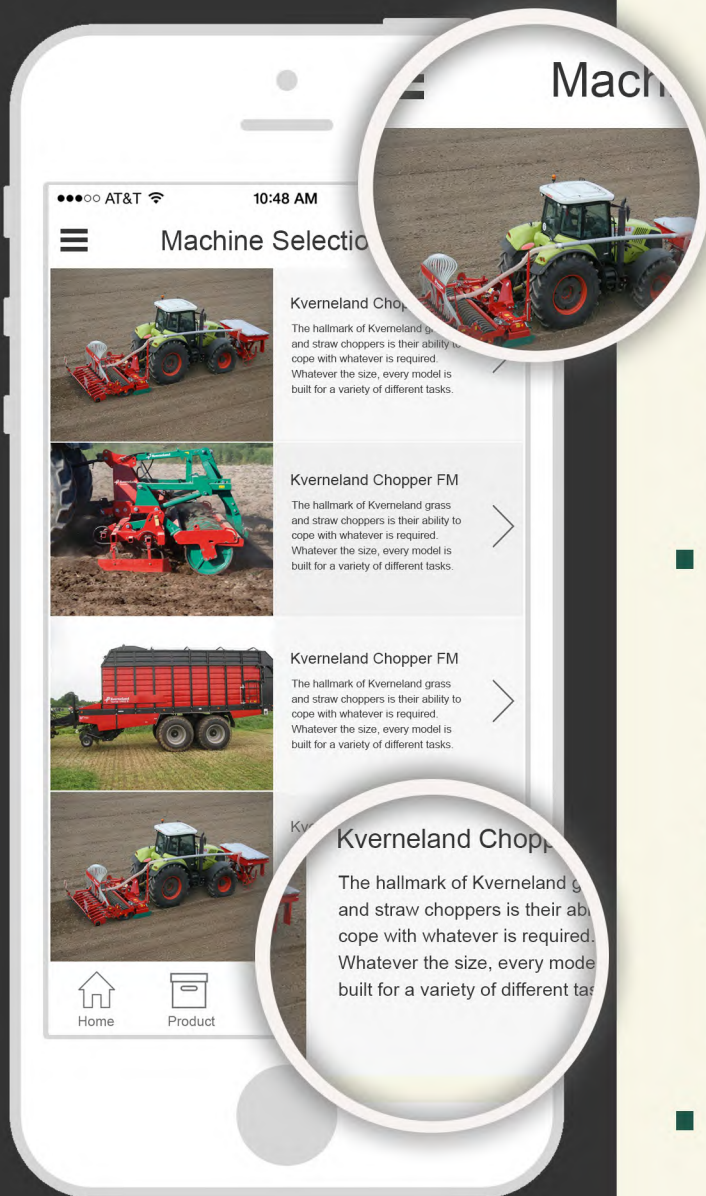
Side nav is positioned on the left side of app bar and is denoted by a nav (hamburger) icon.

The title in the app bar reflects the current page. It can be an app title, page title etc

- We use the tab bar in cases where user needs quick access to certain menu items, the standard is 4 but we can increase upto 5, any menu above 5 can be placed in the hamburger menu.

Tab bar covers 50% of the whole screen, it consists of icons and text (menu titles). For color details please check the next pages.

APP & TAB BAR



■ App Bar Color

App Bar - ☐ #FFFFFF | rgb(255,255,255)

Heading - ☐ #6A6A6A | rgb(106,106,106)

Hamburger Menu - Please check Branding Page

■ Tab Bar

Tab Bar - ☐ #FFFFFF | rgb(255,255,255)

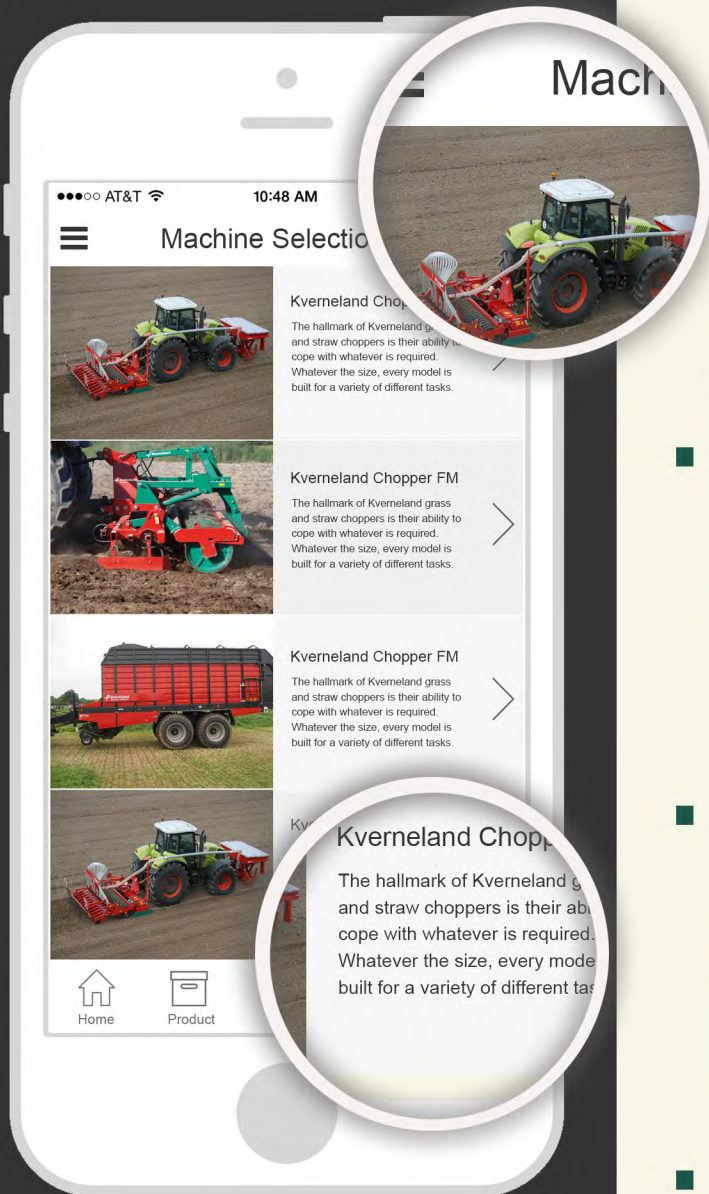
Non Active mode Icons and Text -

☐ #6A6A6A | rgb(106,106,106)

Active mode Icons and Text - Please check Branding Page

BRANDING

Branding is the most important aspect of the application, the only changes based on the brands are listed below.



Machine Selection

Hamburger Menu -  #3F3F3F | rgb(63,63,63)

■ For Kverneland

Active mode Icons and Text -



#006633 | rgb(0,110,80)



Home



Product



Store



News



Contact

■ For Kverneland Group

Active mode Icons and Text -



#999900 | rgb(160,170,0)



Home



Product



Store



News



Contact

■ For Vicon

Active mode Icons and Text -



#FF0000 | rgb(255,0,10)



Home



Product



Store

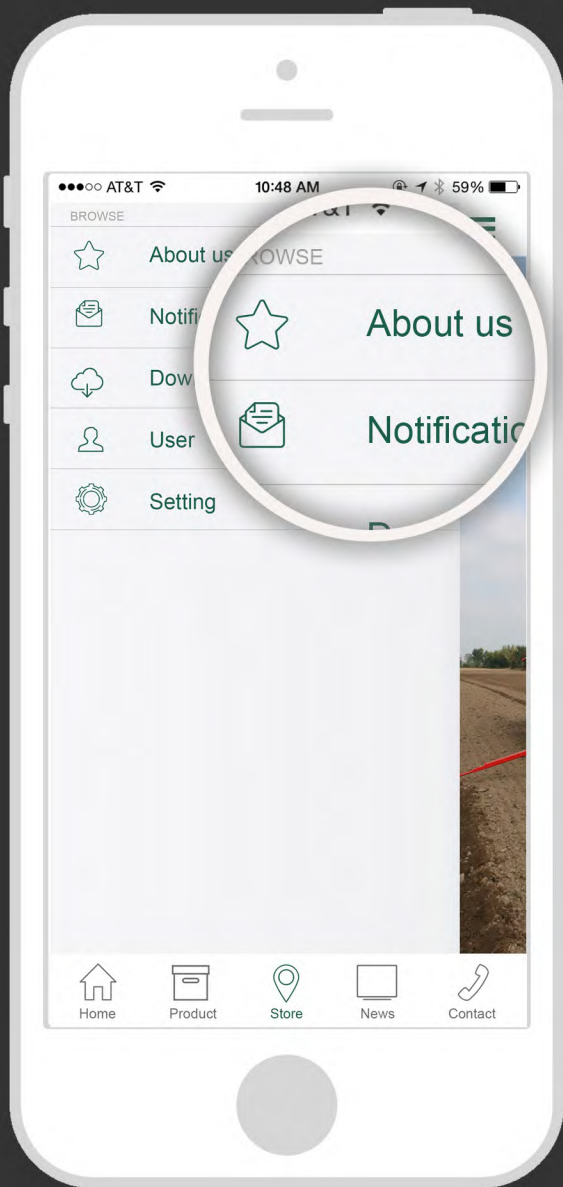


News



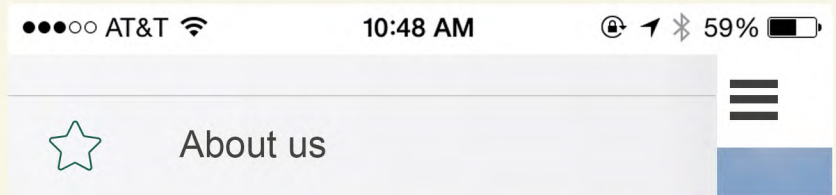
Contact

HAMBURGER MENU



Hamburger menu and its changes based on the brands are listed below.

■ For Kverneland

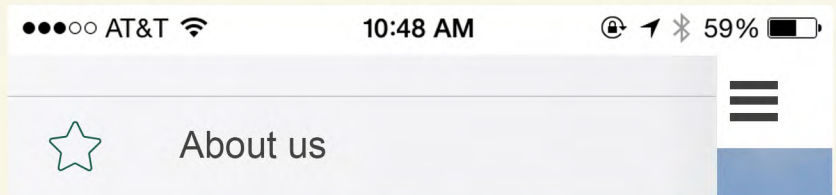


Hamburger Menu - ■ #3F3F3F | rgb(63,63,63)

Active mode Icons and Text -

■ #006633 | rgb(0,110,80)

■ For Kverneland Group

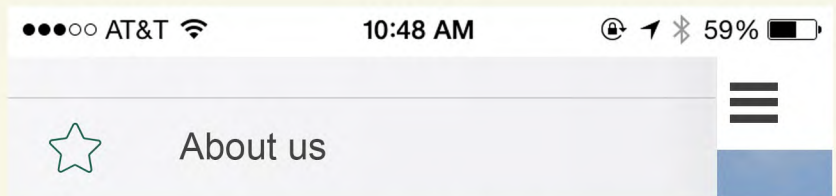


Hamburger Menu - ■ #3F3F3F | rgb(63,63,63)

Active mode Icons and Text -

■ #999900 | rgb(160,170,0)

■ For Vicion

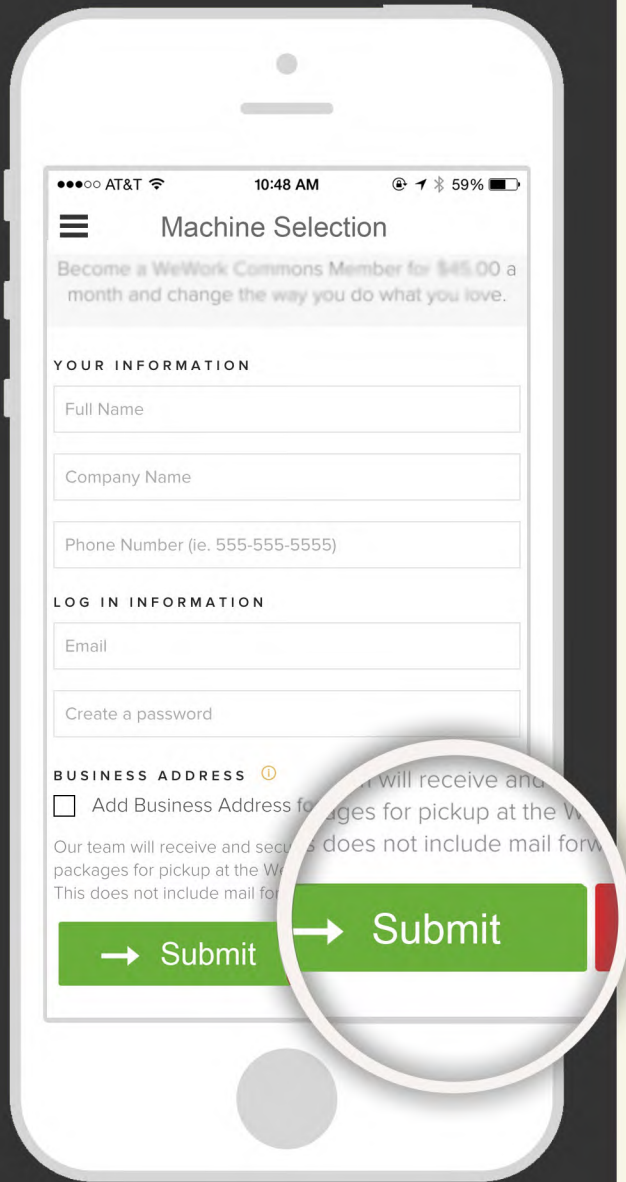


Hamburger Menu - ■ #3F3F3F | rgb(63,63,63)

Active mode Icons and Text -

■ #FF0000 | rgb(255,0,10)

BUTTONS & LINKS



We use two types of standard buttons:

- **Raised Button (Call to Action) :**
Typical rectangular material button that is lifted and color change when pressed. Each button will have an icon associated with it, mostly the button will accompany another button as well. Few buttons that are commonly used.

To update data on Database

✓ Confirm

→ Submit

Normal Mode - # 6aaf3a | rgb(106, 175, 58)

Pressed Mode - #3b8408 | rgb(59, 132, 8)

To Reset or Cancel

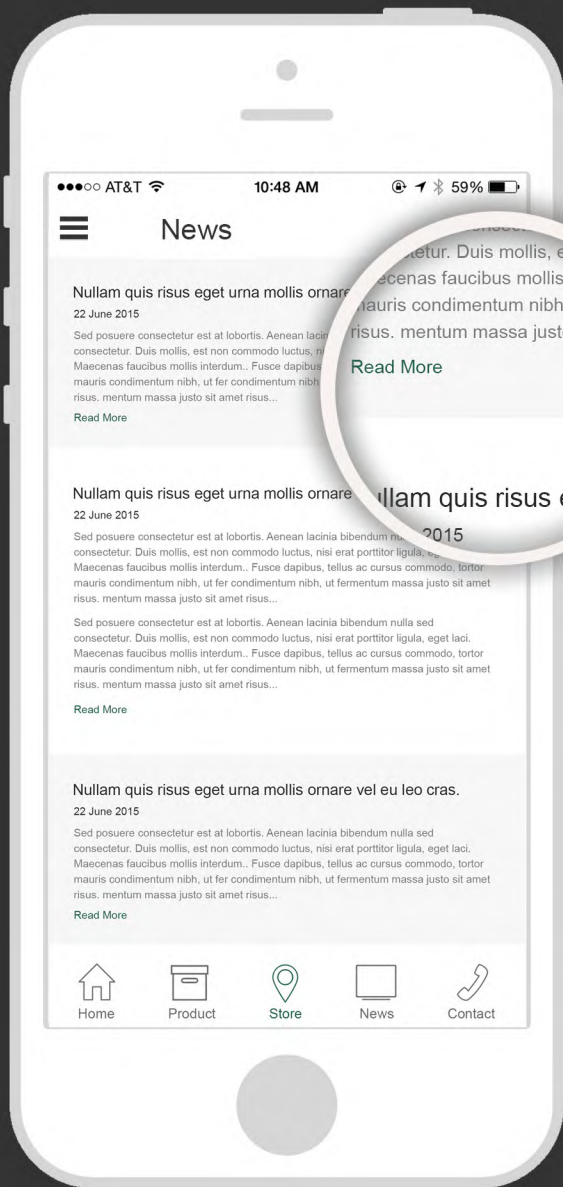
↺ Reset

✕ Cancel

Normal Mode - # c43233 | rgb(196, 50, 51)

Pressed Mode - #3b8408 | rgb(163, 24, 25)

BUTTONS & LINKS



We use two types of standard buttons:

■ Link (button) :

These types of links will just be text, used mostly to link any inner page. The first Alphabet will always be capital and the rest smaller.

Read more

Changes in Links based on the brands are listed below.

■ For Kverneland

Nullam quis risus eget urna mollis ornare vel eu leo cras.

22 June 2015

Sed posuere consectetur est at lobortis. Aenean lacinia bibendum nulla sed consectetur. Duis mollis, est non commodo luctus

Read More

Active mode Icons and Text -

■ #006633 | rgb(0,110,80)

■ For Kverneland Group

Nullam quis risus eget urna mollis ornare vel eu leo cras.

22 June 2015

Sed posuere consectetur est at lobortis. Aenean lacinia bibendum nulla sed consectetur. Duis mollis, est non commodo luctus

Read More

Active mode Icons and Text -

■ #999900 | rgb(160,170,0)

■ For Vicon

Nullam quis risus eget urna mollis ornare vel eu leo cras.

22 June 2015

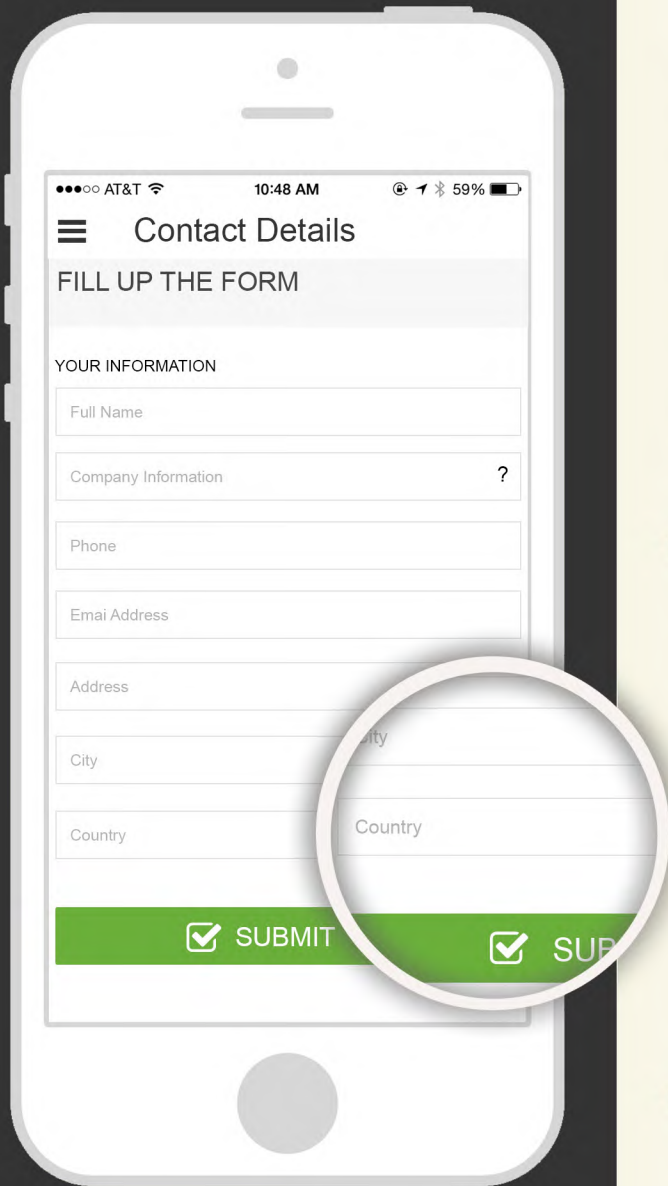
Sed posuere consectetur est at lobortis. Aenean lacinia bibendum nulla sed consectetur. Duis mollis, est non commodo luctus

Read More

Active mode Icons and Text -

■ #FF0000 | rgb(255,0,10)

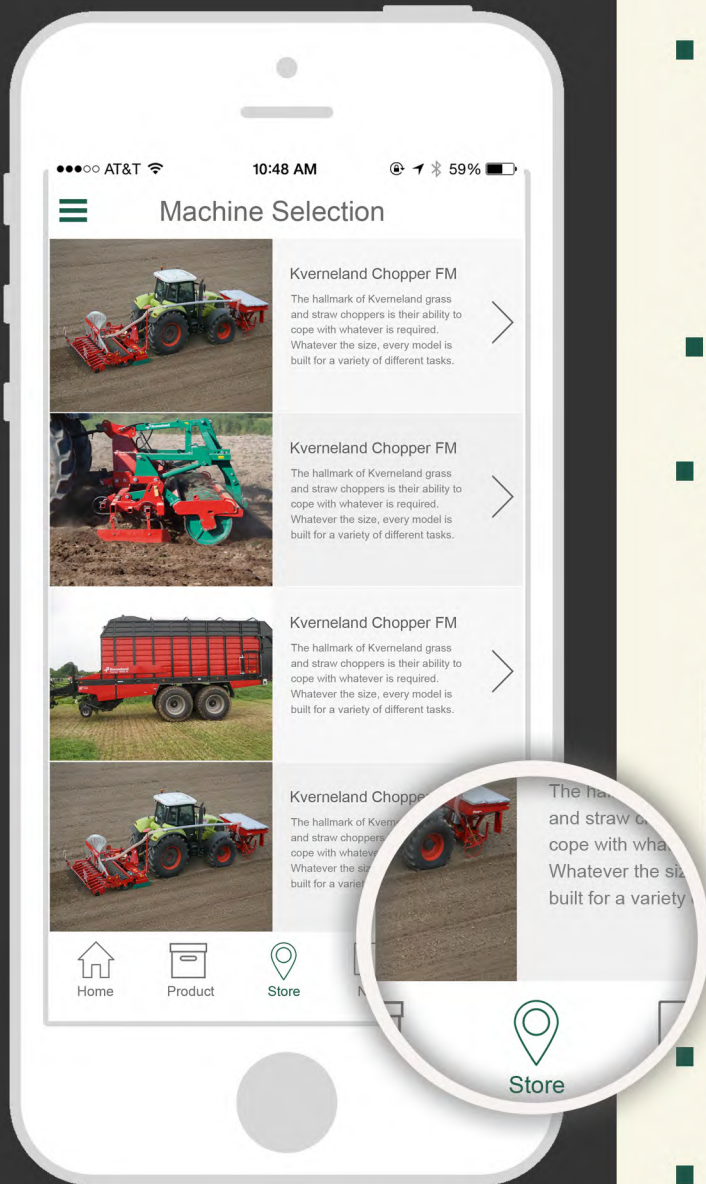
APP FORMS



We Design a Single-column layout form for our app keeping in mind about how we want the user to fill out the form and the effects panning/scrolling might have on the experience.

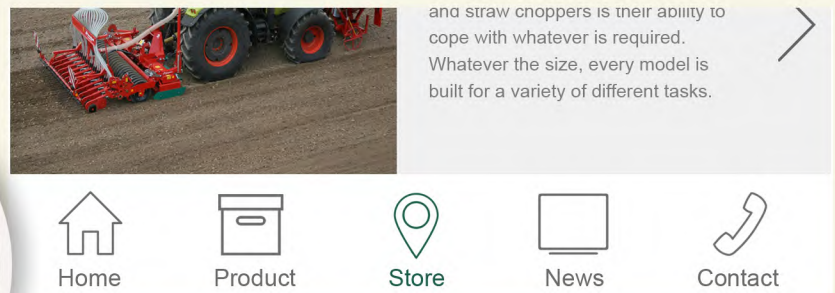
- The forms we use in apps are designed in Single-column layout, so that users can fill out the form in a specific order spanning multiple pages. The app is resized to tall, narrow layout.
- Place labels above controls. Use the same style of label placement for all controls in a form. The label can easily be implied or construed after the data has been entered in the input field (since hint text disappears after data is entered).
- Control place holder are of rectangle size with rounded corner of 3ps and stroke of #e2e2e2 and size of 2px.
- We use a raised button, typically rectangular material button that lifts and displays ink reaction on press.

APP ICON

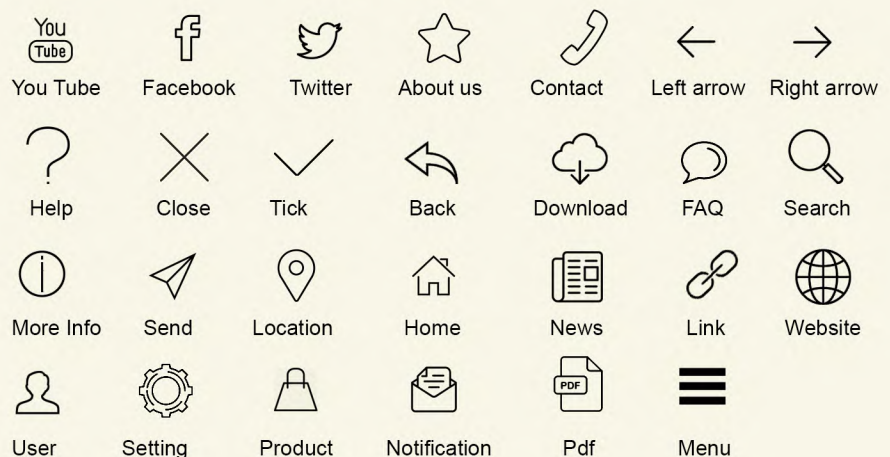


All icons must first and foremost communicate meaning in a graphical user interface. Icons are, by definition, a visual representation of an object, action, or idea.

- Each of the icons used must be eye catching, meaningful and represent the action it is intend for. Icons are typically sized large enough to be easily touched in a finger-operated UI and must be visually pleasing.
- Icons used must be non filling line icon set. Each of these icons are either created or provided.
- Most of the icons are provided with text labels to overcome ambiguity. Icons in the app bar, tab bar, menus and button are provided with label text.



- Every pages should have a meaningful icon beside its title to represent it's idea.
- Menu at the top left of App bar should use 3-line universal hamburger icon.



PHOTOGRAPHY



Images are very important to convey your standards and quality to users. Whether it appears as full bleed or cropped, it should be clear and convey the message (if used to represent something).

- Whenever possible, look for photography that incorporate a strong perspective or vanishing point that will add depth to a scene.



- Colors within photography should be natural, but saturated. The overall look of image should be vibrant and rich.



- Use transparency when text are layed over images.



PHOTOGRAPHY



"A picture is worth a thousand words"

Good images add more quality to the overall UI, please try and use images that are rich but also smaller file size so that the loading time does not increase.

- Use photography that communicate to users of app.



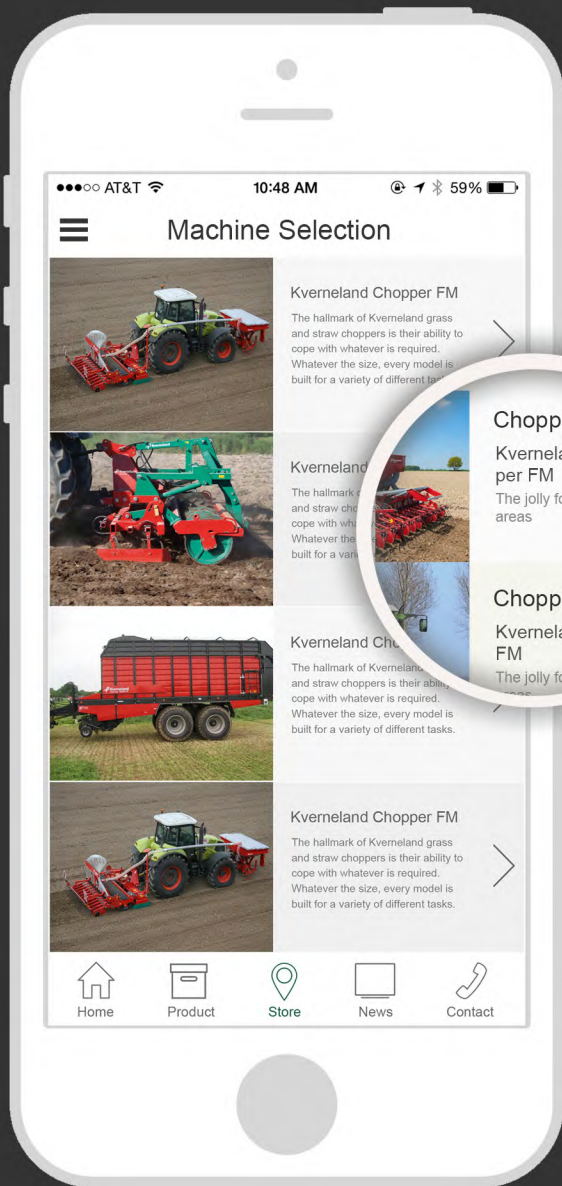
Use distinctive, ownable images unique to company



- Avoid using blur images

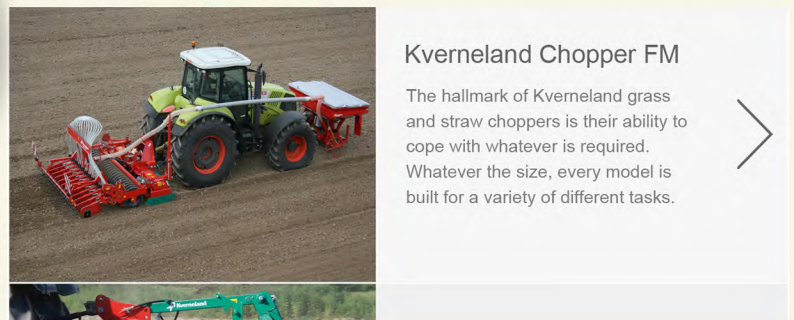


LISTING PAGE



- Listing page or product listing page are used to display array of data (product). They are stacked vertically from top to bottom, swipe of finger allows us to move across each listing.

Each list consists of image positioned to the left and related text on right hand side, which usually consist of heading, description and a button(right icon) for the action.



- Each listing is seperated by light and dark alternative list.
Starting with light alternative with color code # fbfbfb
and the next alternative with dark verison with color code # f6f6ee

- Contact page
Contact page will have a location map at the top covering 40% of the screen.
Contact address of the organization.
If any contact name is listed, please try to show the image of the contact or default image in a circular area, with the image being on the left and the name of the contact to the right like (Image) Name of the person.