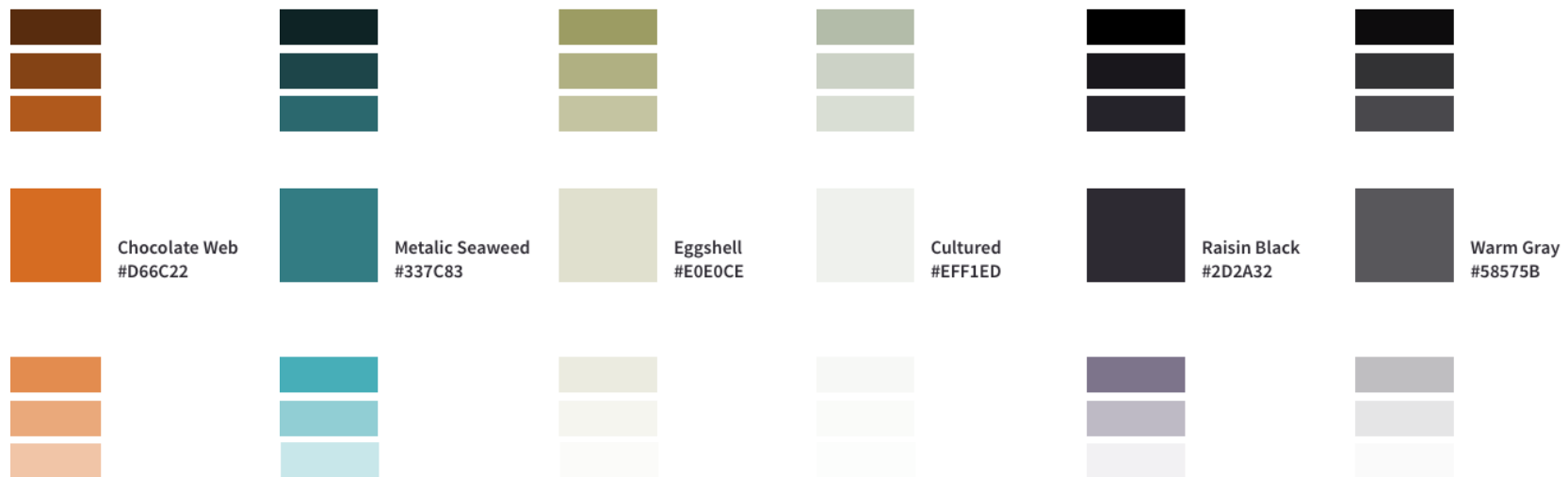# Setting the visual design direction– an MVP design system

Color

The ArtistConnect brand is about social communication, creativity and determination to push past the obstacles of an inherently difficult profession– elements all represented by orange, the primary color in the AC palette. The secondary teal color is easier on the eyes and provides a complimentary balance to help calm and center our users as they engage with their community and find their way through the challenges of the artist's life. I also included a couple lighter neutrals and a dark (almost black) violet that would serve as the primary text color.

Chocolate Web	Metalic Seaweed	Eggshell	Cultured	Raisin Black	Warm Gray
#D66C22	#337C83	#E0E0CE	#EFF1ED	#2D2A32	#58575B

Moodboard

Staying largely within the palette chosen I gathered imagery to further get the creative juices flowing:

Logo

Welcoming the communication of artists to each other, the speech bubbles double as art on a wall. This graphic will later serve as the mark on all users' main feed. The contrast in type: neat cursive as the "Artist's" stroke against the steady strong "connection" another.

Type

Next, I chose Source Sans Pro as AstistConnect's primary typeface. A clean, open, and clear san serif, it offers multiple weights for differing levels of emphasis when needed. It's just friendly enough to welcome a users' engagement, while also being refined enough for the perceptive artists' eye. As a minimally used accent typeface, I also chose Blooms to use as mock artist signatures– a playful touch users could add to posts with imagery.

H1

Type something

SourceSansPro- Light / 1.953em / 31.25px / #2D2A32

H2

Type something

SourceSansPro- Light / 1.563em / 25px / #2D2A32

H3

Type something

SourceSansPro- Semibold / 1.25em / 20px / #2D2A32

Body Semibold

Type something

SourceSansPro- Semibold / 1em / 16px / #2D2A32

Body

Type something

SourceSansPro- Regular / 1em / 16px / #2D2A32

Links

Type something

SourceSansPro- Regular / 0.8em / 12.8px / #2D2A32

Active links

Type something

SourceSansPro- Semibold / 0.8em / 12.8px / #2D2A32

Time Posted

Type something

SourceSansPro- Semibold / 0.8em / 12.8px / #2D2A32

Tapback text

Type something

SourceSansPro- Semibold / 0.64em / 10.24px / #2D2A32

Signatures- Dark

Type something

Liza Text Pro- Regular / 16px / #2D2A32

Signatures- Light

Type something

Liza Text Pro- Regular / 16px / #EBEBE0

Layout

Throughout my research I found the vast majority of artists to be very active on the major social media platforms, especially Instagram (11 of the 12 artists I spoke with in depth). As established in discovery, and of no surprise to anyone, the artist's life often requires hustle and the ability to juggle between doing what you love and makings ends meet. Artists are busy. So, I wanted to give them something familiar enough to easily navigate, while also catering to their specific career-based challenges.