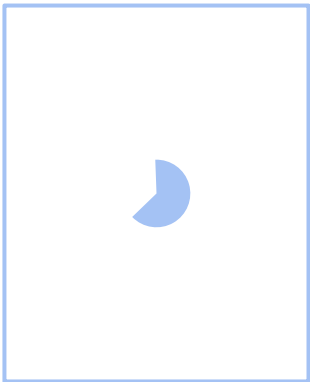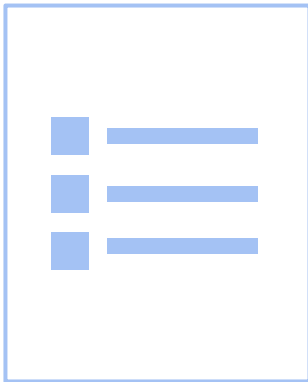# moonbeeps

STYLE GUIDE

MOONBEEPS App Framework

Framework Pieces

Every Moonbeeps App will include the following pieces.
They are built once and do not change per-application.

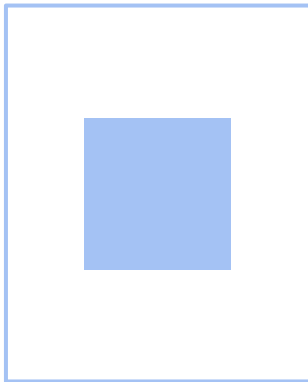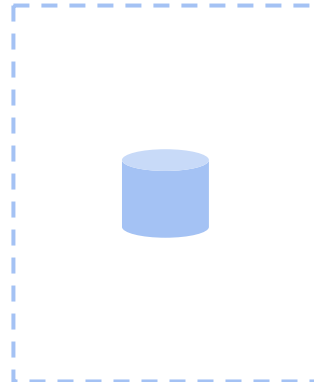| Loading Screens	Settings Page*	Age Gate	Promo Page	Dev Tools
small animated icon, dark and light version, used wherever necessary	audio options, etc, includes ui/buttons that can be reused throughout any app	A math problem must be correctly solved here to proceed to the Promo Page	links to MB apps, press and news	analytics tools, anything that saves dev time on a per-app basis

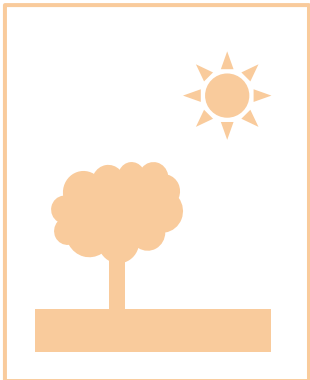* Optional: does not have to be included in app if unnecessary

Per-App Pieces

These pieces are created **uniquely** for every Moonbeeps App.

Animated Logo

short animated graphic reflecting the theme of this Moonbeeps App
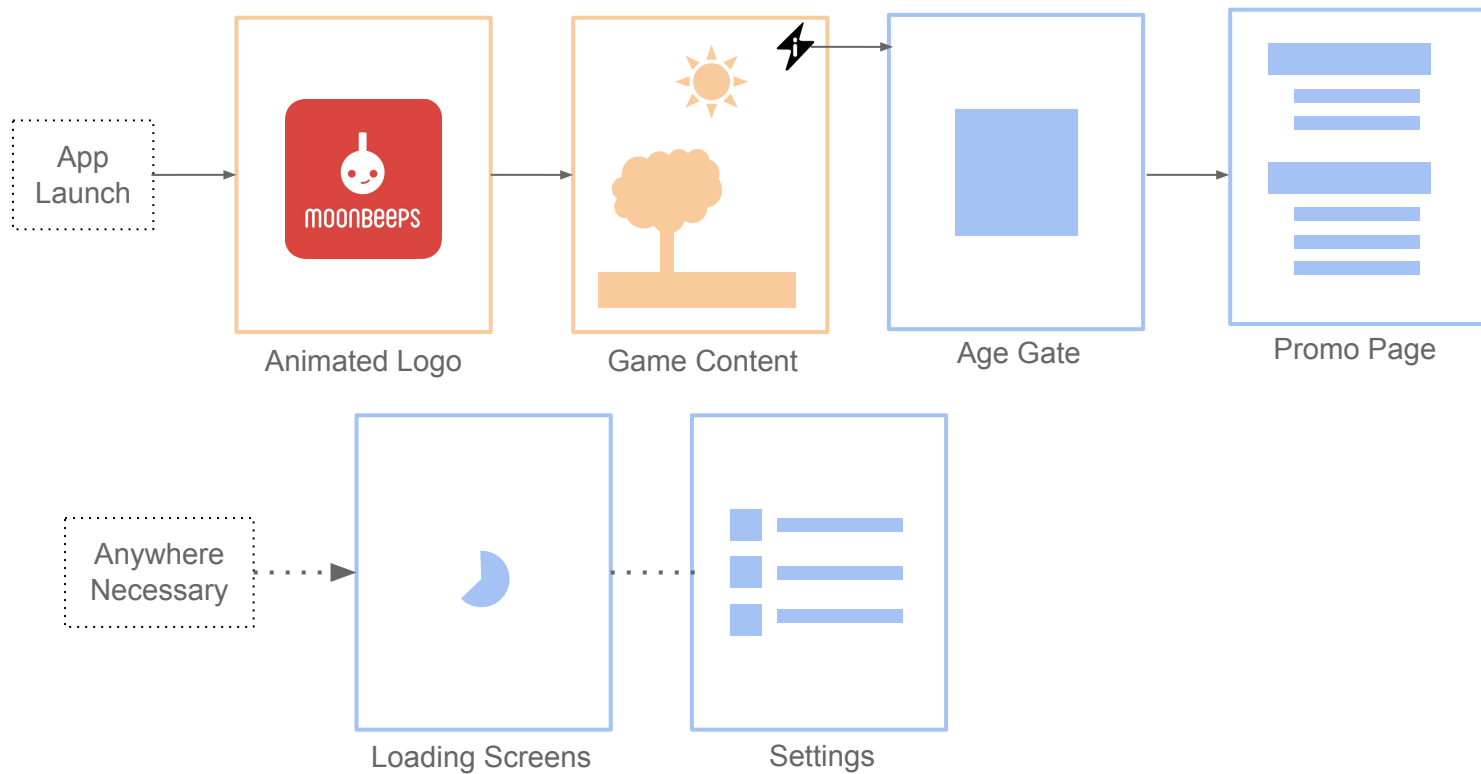
Game Content

the meat of this Moonbeeps App experience

Flow

Each Moonbeeps App will have this general structure

App Launch → Animated Logo → Game Content → Age Gate → Promo Page

Anywhere Necessary ⟶ Loading Screens ⟶ Settings

Tracking

Track clicks on each promo page link (apps)
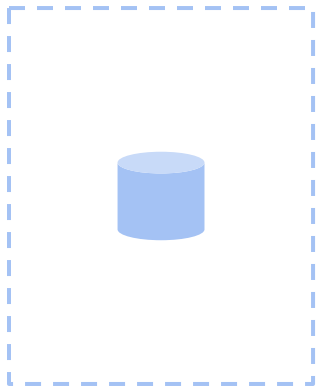
Dev Tools

analytics tools,
anything that saves
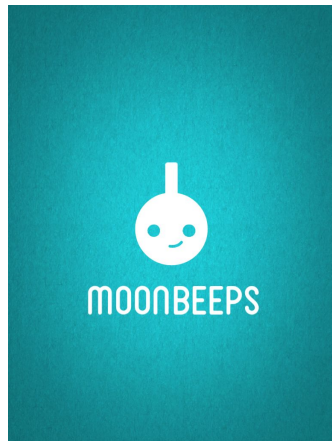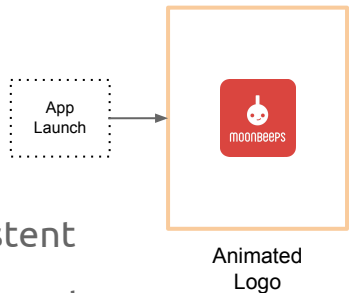dev time on a
per-app basis

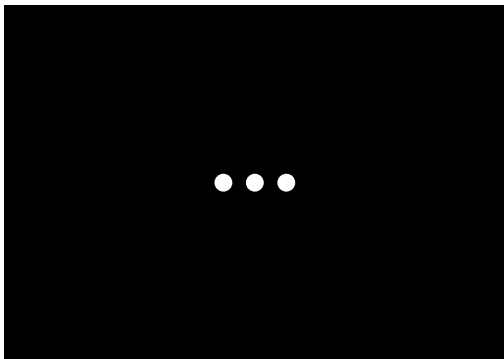**MOONBEEPS** Framework Style Guide

Intro Animation

- Unique to each app

- Logo should be centered, white on color background, size should be consistent

- Construction paper texture and vignette should always be used on background

- Orientation (portrait vs landscape) should match orientation used in each app.

App Launch → Animated Logo

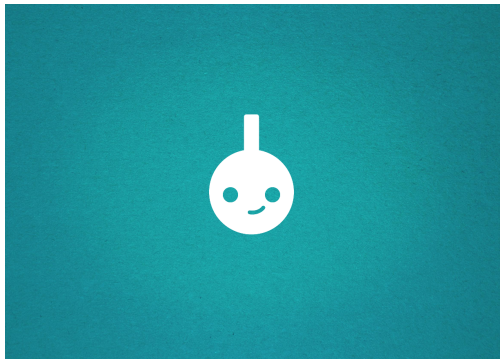# UI- Loading Screen
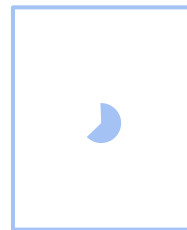
- Current:
- Suggested:

- Use paper texture over color from approved color palette
- Frame animation of Moonbeep logo rotating

Game Content- Default Screen

Promo Page Link

- Located on the rest/menu screen (if screen exists, if not, located on game screen)

- top right corner position

- Consistent icon design

Game Content

HIDE & SEEK
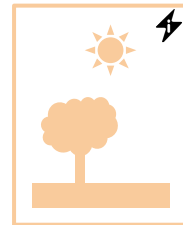
Iconography-Size

Engineering Reference

- Height is how tall the icon should be on 2048x1536 iPad

- Icons should scale globally to fit other resolutions and aspect ratios

200px

125px

335px
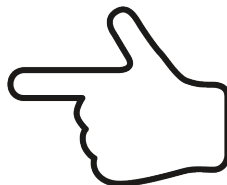
Iconography- Lines & Stroke

Art Reference

- All future icons designed should conform to the stroke rules

12px stroke

10px stroke

30px dash
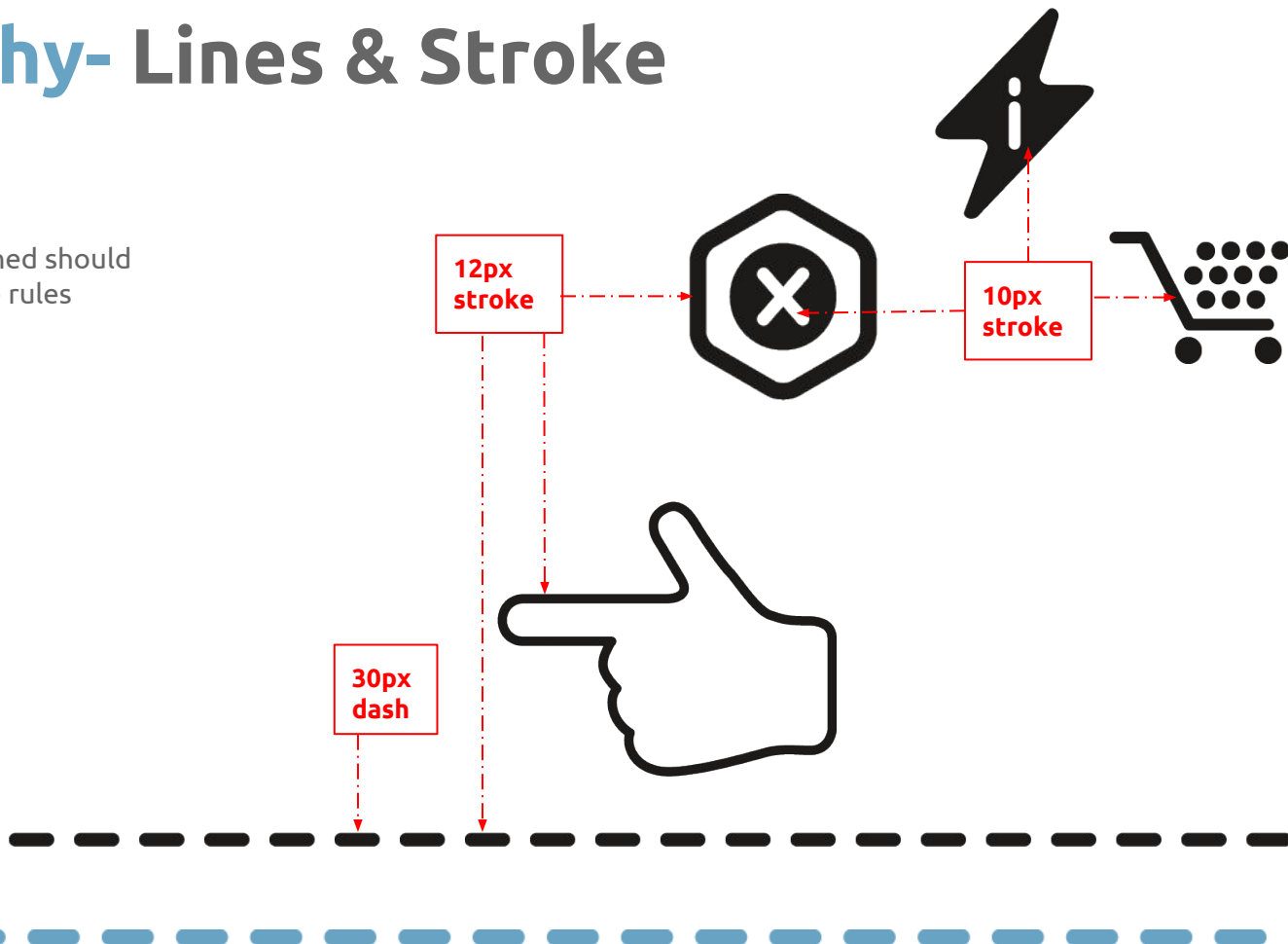
UI- Stitching

- Stitching appears on edge of banner elements

- Monochromatic light stitch on dark background

22 px

HOWDY!

Moonbeeps is a new series of apps from Moonbot Studios with a focus on play and exploration for kids of all ages.That's why we created beautifully simple apps called Moonbeeps like this one.

Iconography

A

- All icons 50% opacity flat white

- All icons 100% opacity flat white

B
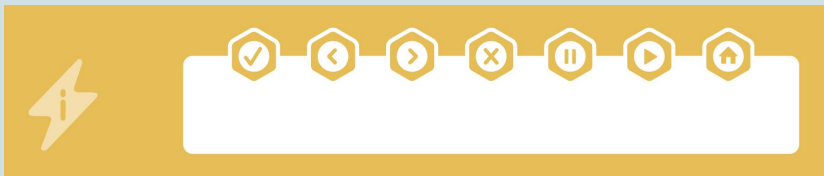
- Top level navigation icons 50% opacity flat white

- Secondary icons 100% opacity flat white
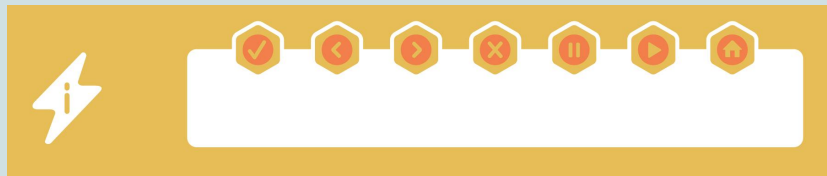
- Top level navigation icons 100% opacity flat white

- Secondary icons have a color fill #F27F4B

UI- Age Gate

Default Appearance
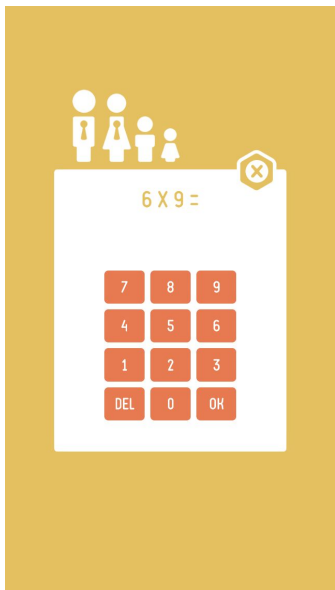
Active Appearance
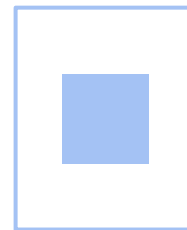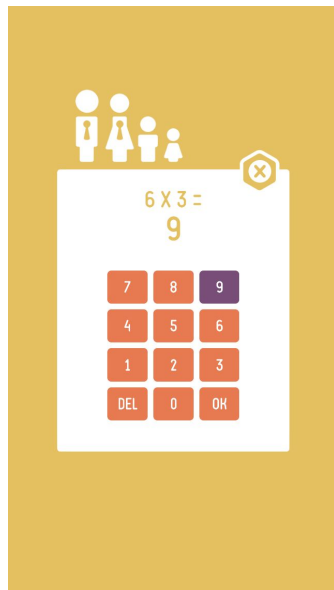
Age Gate

Color Reference:

#784D77   #F27F4B

UI- Age Gate Layout

- Note: Different layout used in horizontal vs. vertical orientation
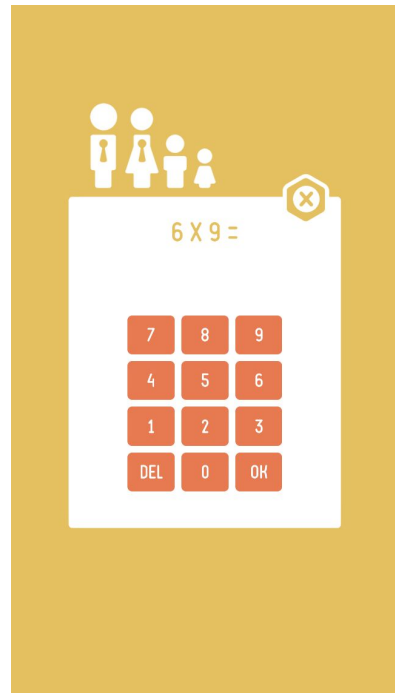
UI- Menu Elements
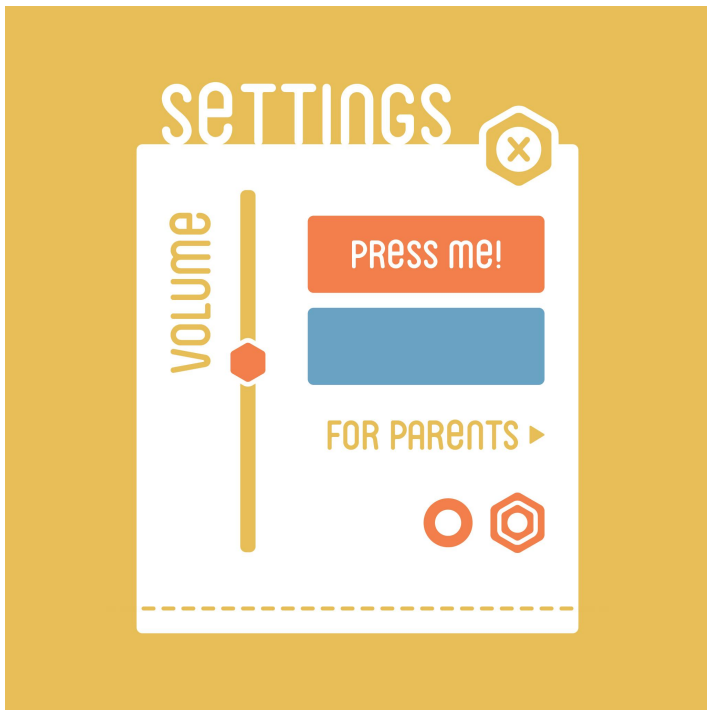
Art Reference

- Header text sits on edge of content box

- Text can be rotated 90 deg vertical

- Buttons have 20px corner radius

UI- Promo Page
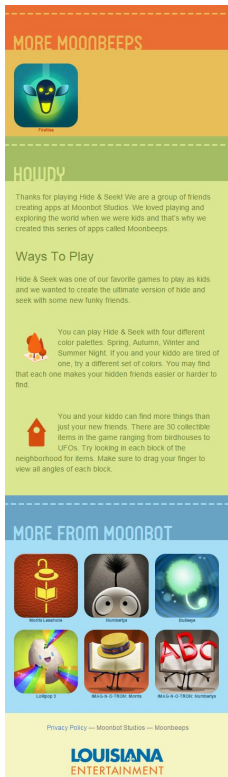
- links to our other apps

- Howdy message

- Privacy Policy Link

- Copyright

- LED logo must appear on this page to comply with tax credit law

Promo
Page

UI- Perforce Assets

For global assets, see this Perforce directory: **//moonbeeps/main/globalAssets**

- UI Icons: //moonbeeps/main/globalAssets/icons/

- Sfx:

- Logos: //moonbeeps/main/globalAssets/logos/

MOONBEEPS General Branding Guidelines

Logo

Recommended clear space:
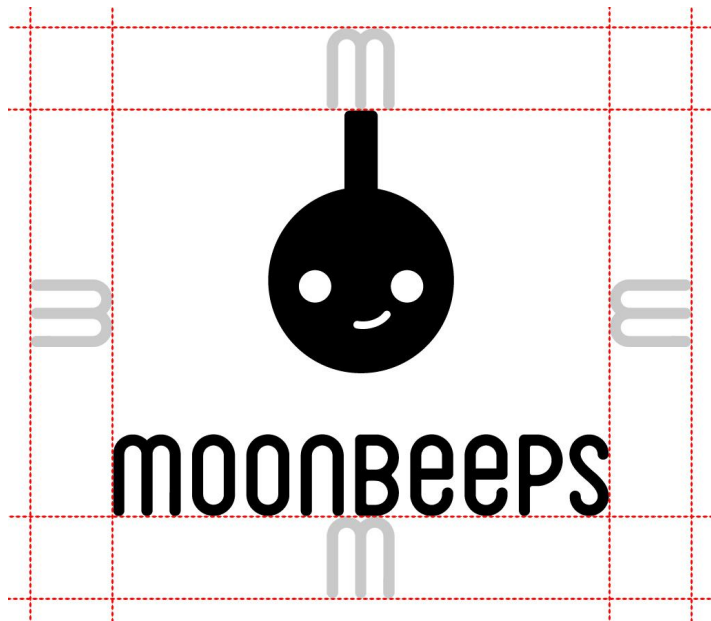
Logo

- The icon can be shown in combination with the wordmark or stand alone

- When used in combination, the wordmark should be centered beneath the icon
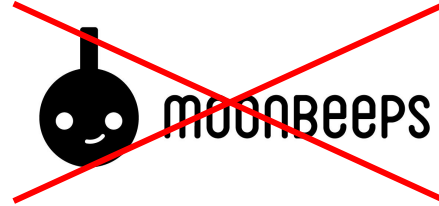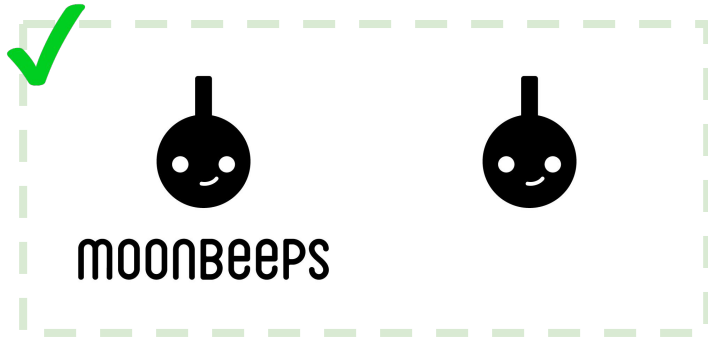
Logo

- The size relationship between the icon and wordmark should be consistent with the master file

- The space between the icon and wordmark should be consistent with the master file

✓

MOONBEEPS

MOONBEEPS

MOONBEEPS

MOONBEEPS
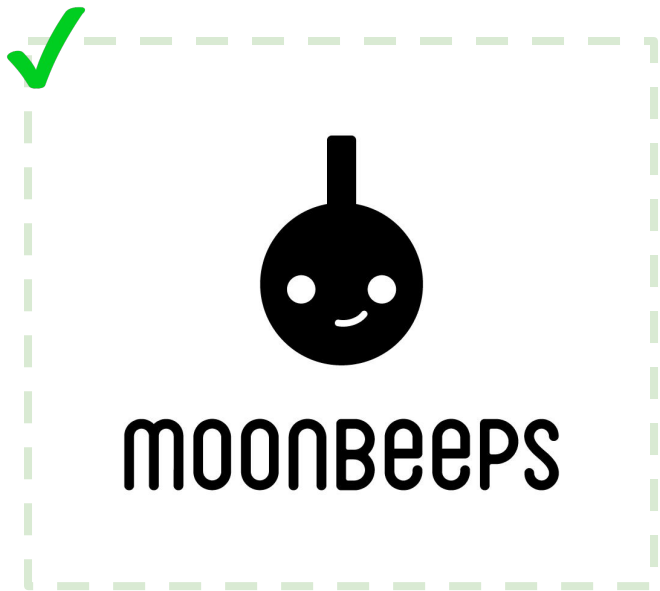
MOONBEEPS

Logo

Logo should always appear white on color background, or color on white background.

App Icon

- Moonbeeps icon should appear consistently across all Moonbeeps app icons

- Moonbeeps icon should be the same size and position in each app icon

- Elements unique to each Moonbeeps App should be integrated in the design for each app icon

- Color palette for each app icon should be consistent with the unique palette of each app, as well as the global UI palette
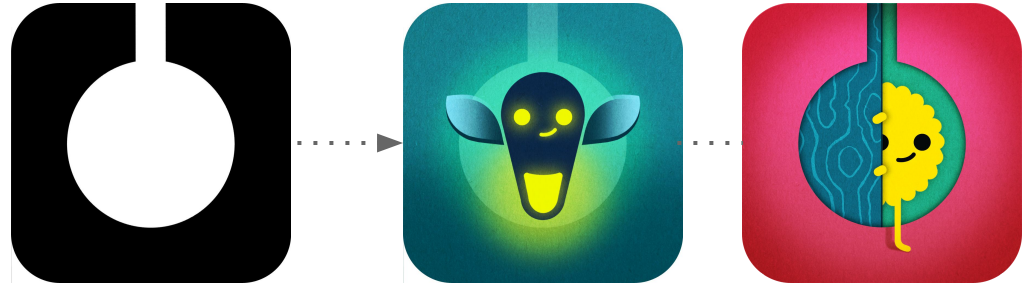
Color
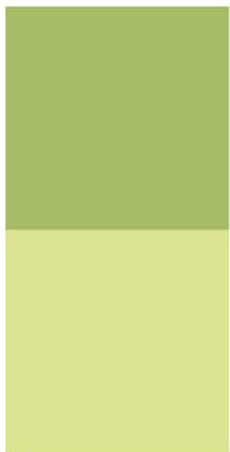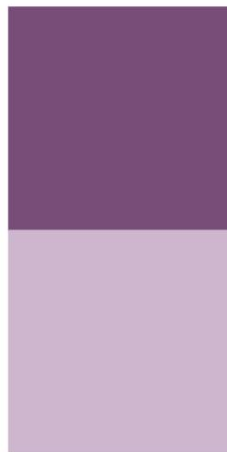
#A4BD64	#69A2C3	#F27F4B	#E6BD56	#D8463E	#784D77	#35455C
#DAE58F	#A5DDF4	#F9C9B3	#F9EAAF	#F9B9B9	#CDB6CE	#A0B7D8

Color

Suggested menu color combinations:

HOWDY!

Moonbeeps is a new series of apps from Moonbot Studios with a focus on play and exploration for kids of all ages.That's why we created beautifully simple apps called Moonbeeps like this one.

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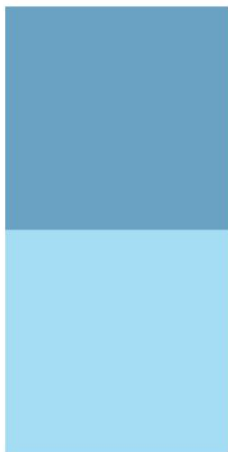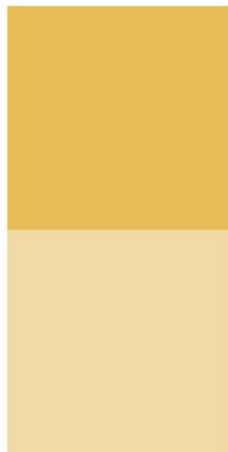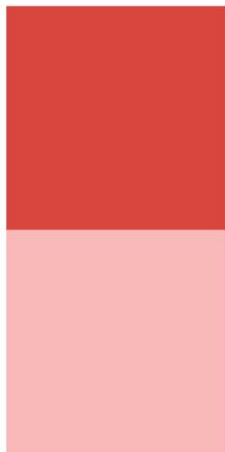
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Typography

- Moonbeeps font should be used for all headers and text within the app

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!@#$%^&*()_-+={}[]\|:;"",<.>/?

MOONBEEPS User Experience Design Guidelines

UX For Kids

- **Kids expect immediate response to input**

  - event should be triggered upon touch, not upon release

  - audio and visual event

- **Tap is the most intuitive gesture**

- **Clear indicators for touchable elements**

- **Incorrect or invalid tap should trigger audio and visual feedback**

- [**Reference**](#)

Gestures

- Tap is the preferred gesture

- If swipe is used:

    - Tap should also trigger the functionality

    - a clear UI prompt should be present

- Try to avoid pinch/spread for zooming

- Support partial completion for drag and drop, tap and drag

Interactive Elements

- 150x150 minimum button size is optimal for children 7-9

- buttons, game objects should be visually distinct (e.g., color, line weight, art style) from the rest of the screen.

- Similar concepts and functions should look similar and be grouped together

- Children more easily grasp horizontal scrolling than vertical scrolling

Navigation

Layout

- Navigation icons are best positioned at top corners of screen

Screenflow

- No hierarchies deeper than 2 levels

Prompts

- Highlight interactive items using a consistent visual language across Moonbeeps apps

- When indicating where to touch, use the hand icon and highlight the button

- Use animation to indicate gesture

- Use icons, avoid words

Prompts

- Clarify prompt rules (icons animate, art highlights)

Audio

- background music in menu screens should be different from music in the game