



LOO

Marketing
Platform

UI<>UX KIT

Brand Identity

Brand

01

Application

02

Logo

03

Colour Palette

06

Mission

We present a vision of the future of washrooms, imagining public washrooms as an immersive platform for advertising – in order to further discussion of the impact of commercialization on privacy and public space.

This kit is applied to washrooms in which our product has been purchased and installed for public use. The visuals will be present during user experience.

Terms that will be used throughout this presentation:

Product Host

restaurant or business partners who have purchased our product and are using it in their washroom

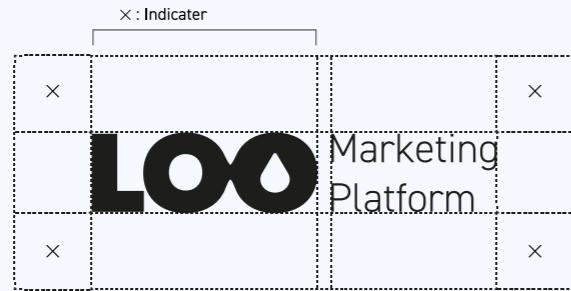
User

user of the washroom,
Source of data

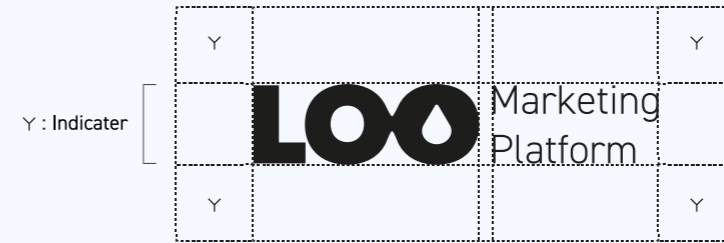
Campaign Partners

Businesses looking to connect to *specific* users

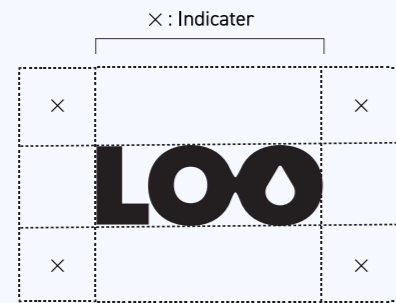
LOO Marketing Platform



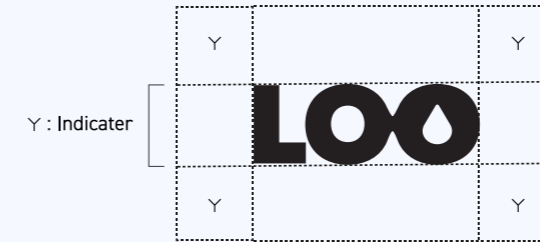
LOO Marketing Platform □ : Minimum Height- 15mm / 20 pixel



LOO Marketing Platform □ : Minimum Height- 15mm / 20 pixel

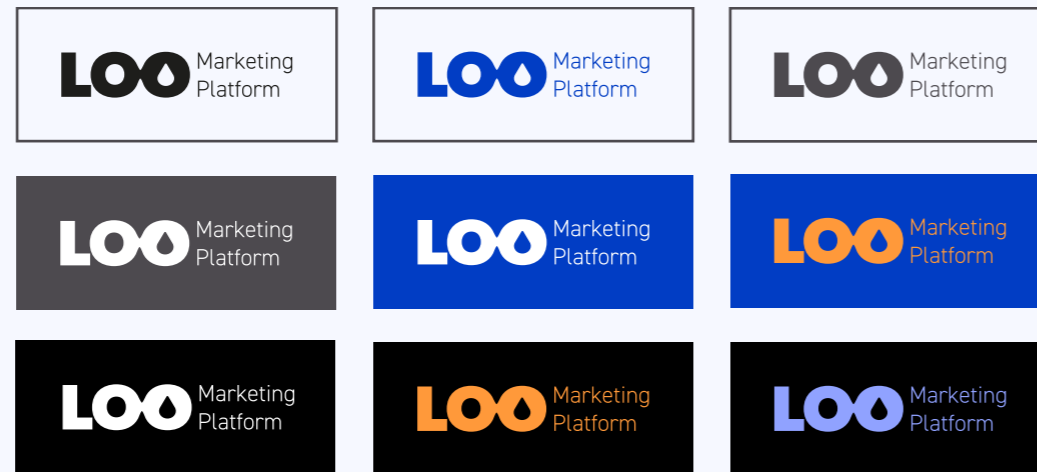


LOO □ : Minimum Height- 15mm / 20 pixel



LOO □ : Minimum Height- 15mm / 20 pixel

Logo

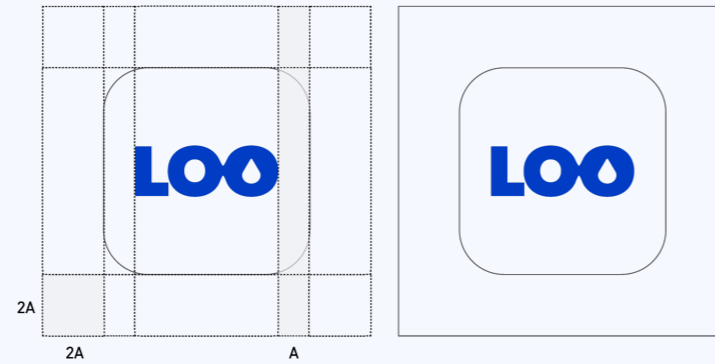


Logo Applications

App Icon



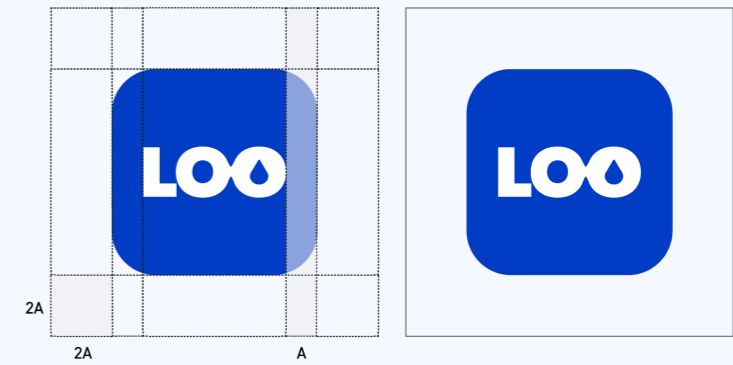
Margin



App Icon



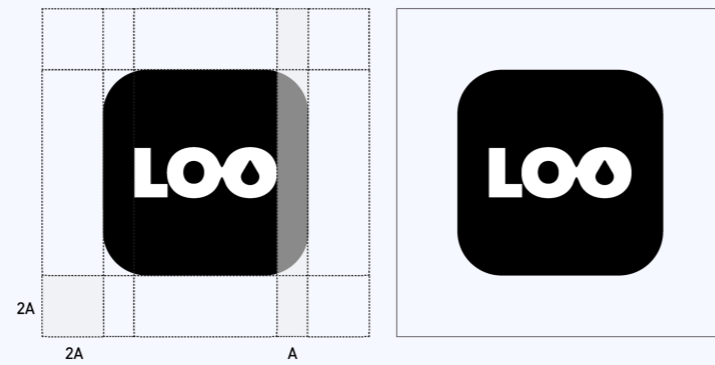
Margin



App Icon



Margin



Background V1

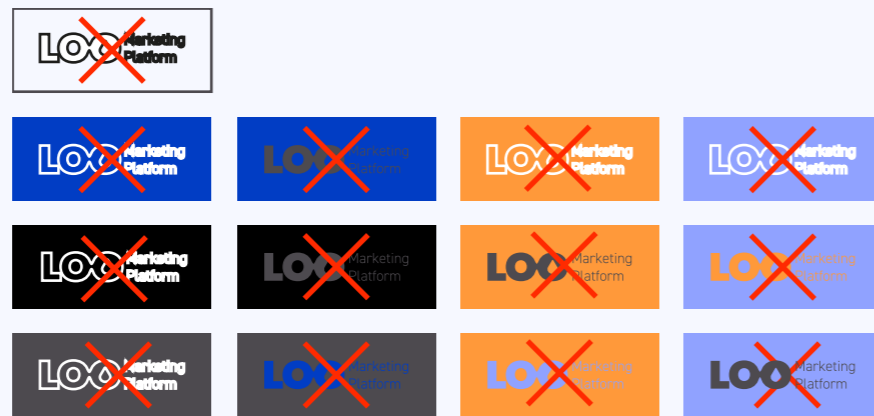


Background V2



Do not: Logomark

Do not resize or change the position of the logomark



Do not: Fonts

Do not use any other font, no matter how close it may be

Correct Notation

Loo Marketing Platform
LOO MARKETING PLATFORM

LOO Loo
MARKETING Marketing
PLATFORM Platform

Incorrect Notation

LOOMARKETINGPLATFORM ✗
Loo marketing platform ✗
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loo marketing platform ✗
LooMarketingPlatform ✗
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LOO Loo
Marketing ✗ MARKETING ✗
Platform PLATFORM

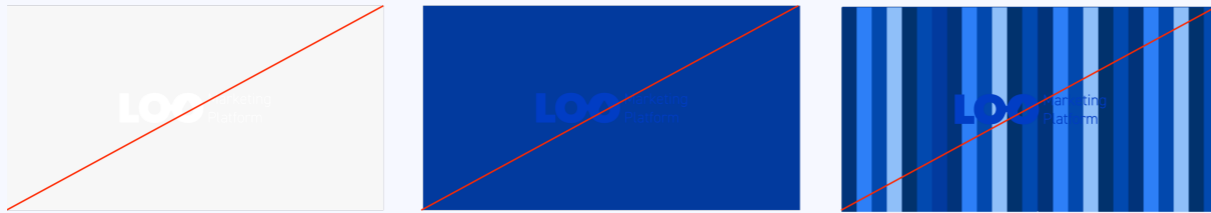
LOO Loo
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Platform PLATFORM

LOO Loo
MARKETING ✗ Marketing ✗
Platform PLATFORM

Do not: Sizing

Do not squish or distort the logo. Any resizing must be done in proportions

Background Donts



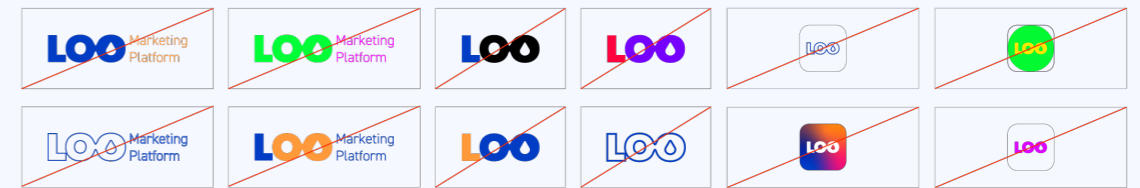
Shape Donts



Do not: Colour

Do not change the colours even if they look similar. Use the colours specified in these guidelines

Colour Donts



Colour Palette

Text



Pure White
#FFFFFF



Twilight
#4D4A4F



Black
#000000

Palette



Blue
#013DC4



Periwinkle
#90A2FF



Tangerine
#FF993A

XR Guidelines

Typeface

07

Advertisement

08

IBM Plex Sans

Light AaBbCcDdEeGgNn 1234567890
Regular AaBbCcDdEeGgNn 1234567890
Medium AaBbCcDdEeGgNn 1234567890
Semi Bold AaBbCcDdEeGgNn 1234567890
Bold AaBbCcDdEeGgNn 1234567890

Headline

Description

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Semper vel proin purus ac amet. Etiam pellentesque malesuada vestibulum quis aenean maecenas blandit.

**H1 50pt
Bold**

**H2 36pt
Semi Bold**

Text1 20 pt
Regular

Text2 16 pt
Regular

Content

- Shorten text: use imagery whenever possible
- Use Motion
- Use Calls to Action (CTA)
- Engage users in more than one dimension

Interaction

- Campaigns that include interactive elements are more effective
- Multiple modes of interaction are encouraged (eg. Gesture, Voice)
- Interactions that require the users to move around the space are discouraged
- Avoid entering User's personal space during key moments

Delivery

- Take advantage of brand safety controls
- Explore our Delivery Format option, and choose the ones
- Choose the ad format that fits your campaign

XR Guidelines

XR Guidelines

XR Guidelines: Advertisers

Creating engaging and comfortable user experience

- Use as much screen space as possible to avoid visual clutter
- Design realistic 3D assets
- Audio and haptics are preferred to enhance experience
- Display only text information that people need to experience the app/feature
- If 2D controls display(s) are required, avoid blocking the main scene
- Illustrate instructions, rather than only spelling out in text.
- Consider setting minimum and maximum sizes for all virtual objects

XR Guideline: User Integrity

- Images or screens can not be distorted or warped, must be flat
- Visuals should be an appropriate size for viewing in XR (real space)
- Prevent user fatigue and be mindful of people's safety by reducing large movements and prolonged usage by considering placing objects at a distance

XR Guideline: User Interaction

- Do not manipulate the user into interacting with the product
- Minimal user interaction, avoid mental strain and fatigue
- Aligning with existing interaction paradigms where possible will help people understand how to use the AR experience quickly
- Provide firm but friendly reminders for users to be mindful of their environment.

Notes: remember this is in an existing washroom and we do not want to interfere with relationships between the Product Host and the User