

## Color

The Odyssey color palette draws on complementary color relationships from sky to evoke the openness, reflection and warmth of odyssey ceremonies.

### Primary



### Secondary



## Typography

We use a mix of serif and sans-serif typography to convey our modern approach to an age-old experience, rooted in warmth of memory and experience.

When layering text over images, pay attention to the value contrast. Headlines, section headers, subsection headers and captions may layer directly over photographs. For subsection or body copy over images, use a blur field between image and type if details of the image conflict with legibility.

# Headline

Kepler Std Display  
Semi-Condensed,  
Odyssey Grey

## Section Header

Roboto, Odyssey  
Sunset

### Subsection Headings

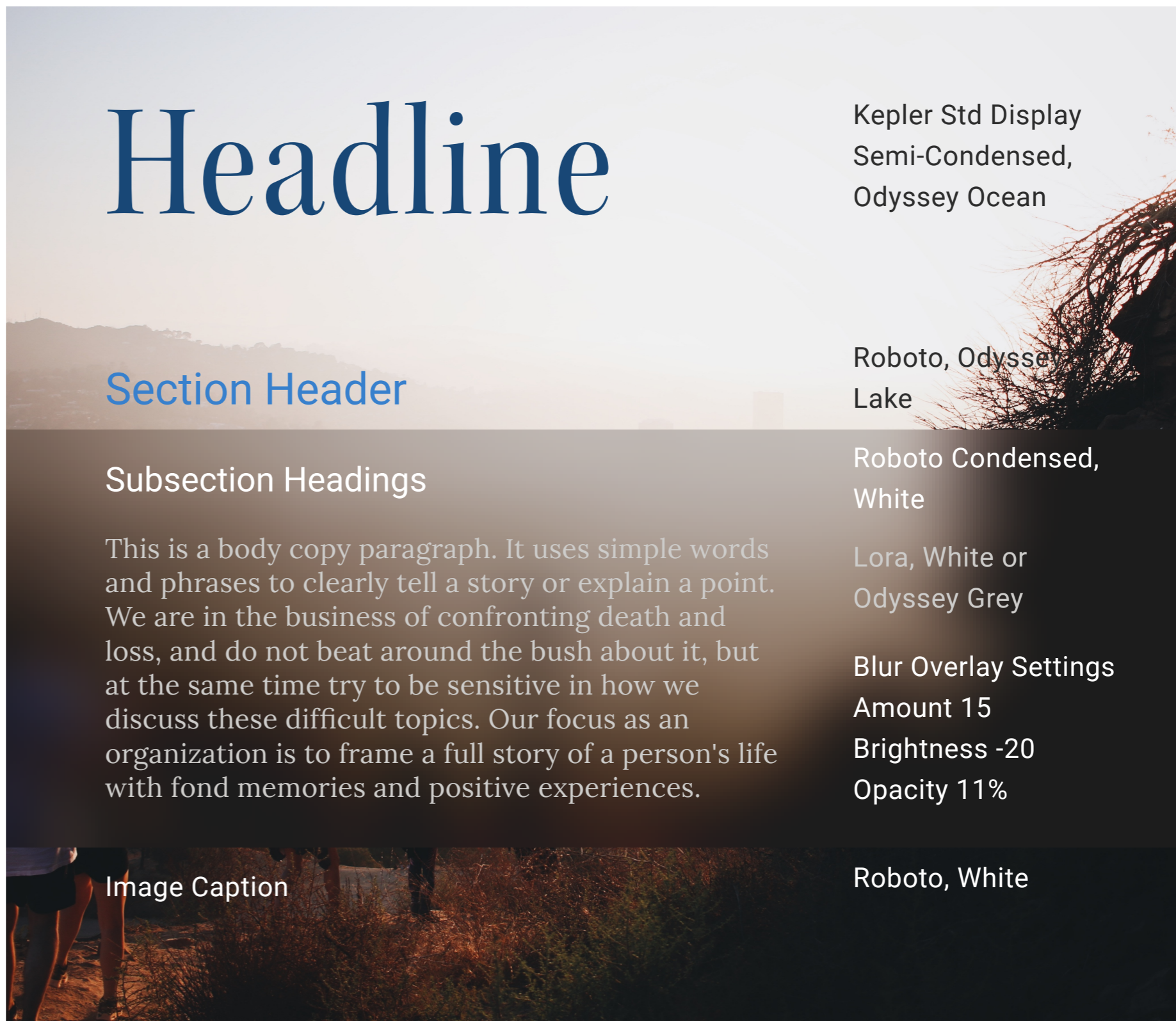
Roboto Condensed,  
Odyssey Black

This is a body copy paragraph. It uses simple words and phrases to clearly tell a story or explain a point. We are in the business of confronting death and loss, and do not beat around the bush about it, but at the same time try to be sensitive in how we discuss these difficult topics. Our focus as an organization is to frame a full story of a person's life with fond memories and positive experiences.

Lora, Odyssey Black

### Image Caption

Roboto, Odyssey Black



# Headline

Kepler Std Display  
Semi-Condensed,  
Odyssey Ocean

## Section Header

Roboto, Odyssey  
Lake

### Subsection Headings

Roboto Condensed,  
White

This is a body copy paragraph. It uses simple words and phrases to clearly tell a story or explain a point. We are in the business of confronting death and loss, and do not beat around the bush about it, but at the same time try to be sensitive in how we discuss these difficult topics. Our focus as an organization is to frame a full story of a person's life with fond memories and positive experiences.

Lora, White or  
Odyssey Grey

Blur Overlay Settings  
Amount 15  
Brightness -20  
Opacity 11%

### Image Caption

Roboto, White

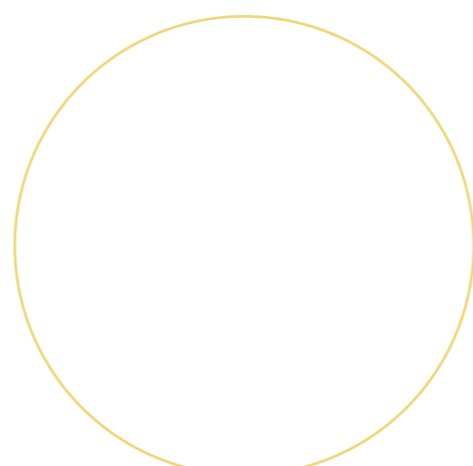
## Photography

Because of our emphasis on the personal and unique nature of memory and story, photography plays an important role in the visual expression of Odyssey Memorials. Ideal photography direction depicts PNW scenery or people in natural settings, and convey a sense of authentic connection, journey, openness, comfort and warmth. When possible, images should be full bleed. Images can also be cropped in circles.

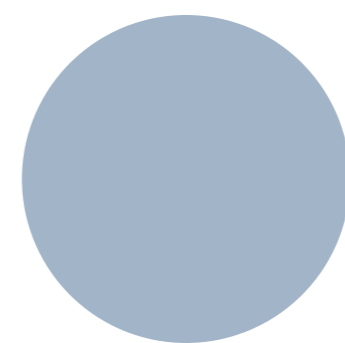


## Visual Elements

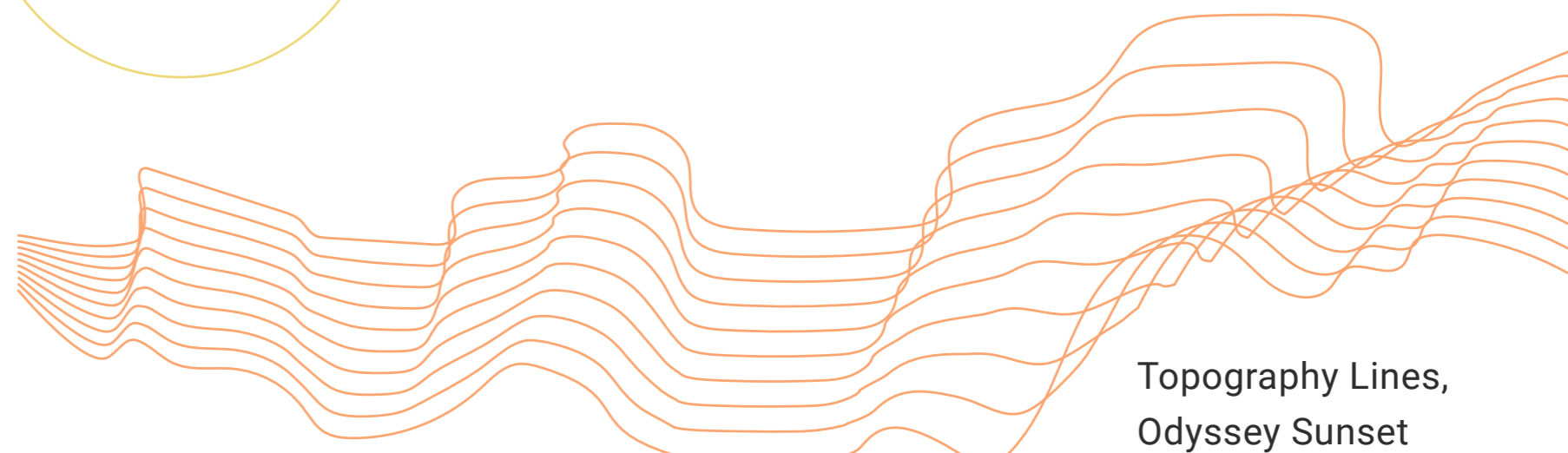
We frequently use circles to convey a sense of unity and calm. The Topographic line element is used to evoke a range of experience and activity. Circular strokes may be used under text, while filled circles and topography lines are used in layering with photographs.



Stroke, Odyssey  
Sunlight



Fill, Odyssey Ocean,  
40% Opacity



Topography Lines,  
Odyssey Sunset



## Links

This style is used to indicate a link to a page or resource where the primary user activity will be reading or absorbing information.

This is a Link

[This is a Link](#) on Hover

## Buttons & CTAs

This style is used to indicate a link to a page or resource where the user will be asked for input or to perform a task.

Primary

Button

Hover

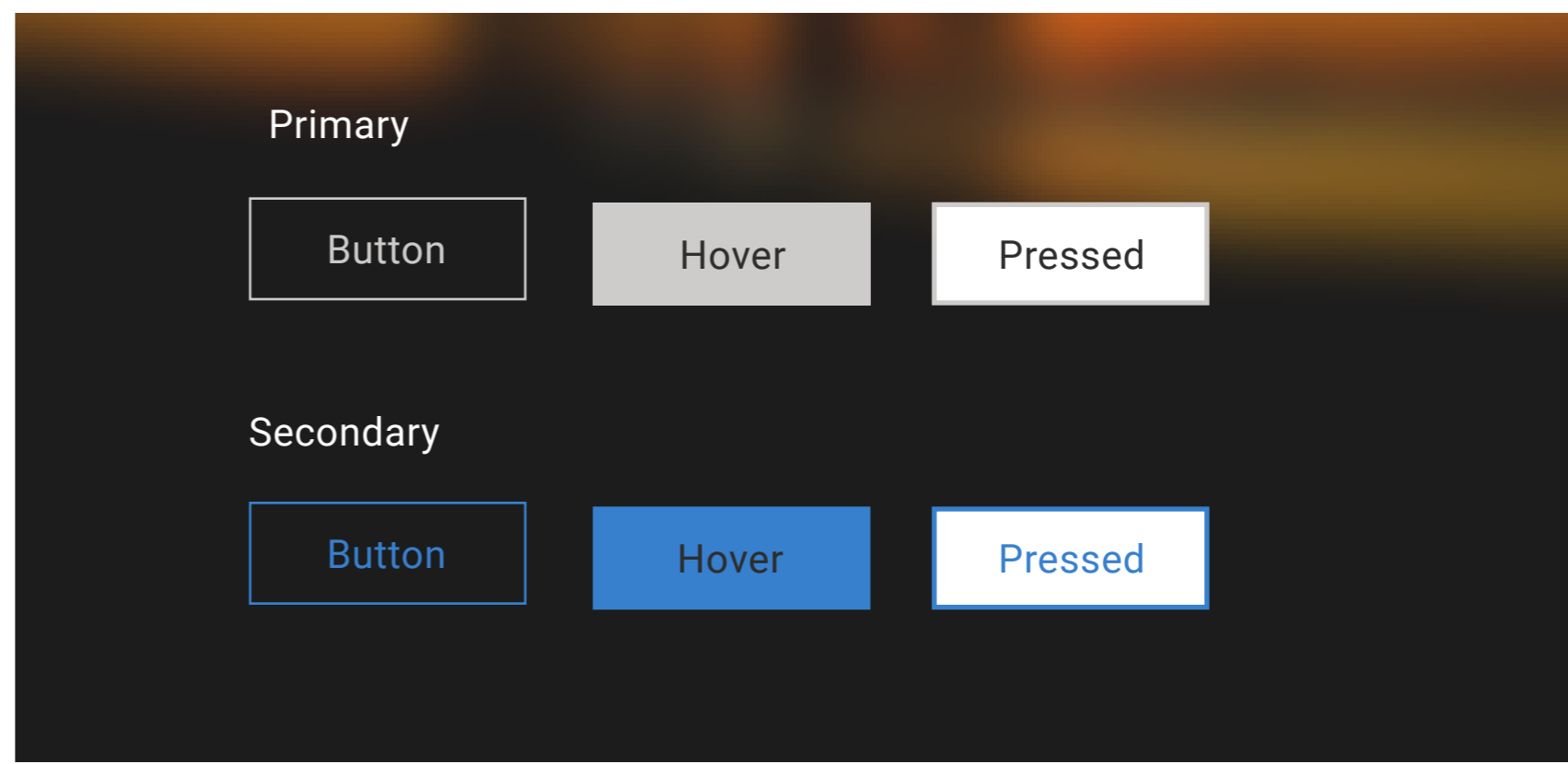
Pressed

Secondary

Button

Hover

Pressed



< Back

Continue >

This style of button with directional indicator is used to convey direction through a sequence of many actions.

## Input Fields

These styles should be used for form fields where the user is prompted for input.

Checkboxes



Radio Buttons



Dropdowns

Select

Select  
Sunset  
Ocean  
Cirrus

Checkboxes



Radio Buttons



Dropdowns

Select

Select  
Sunset  
Ocean  
Cirrus

Text Entry

Hint text

User Input Text

Text Entry

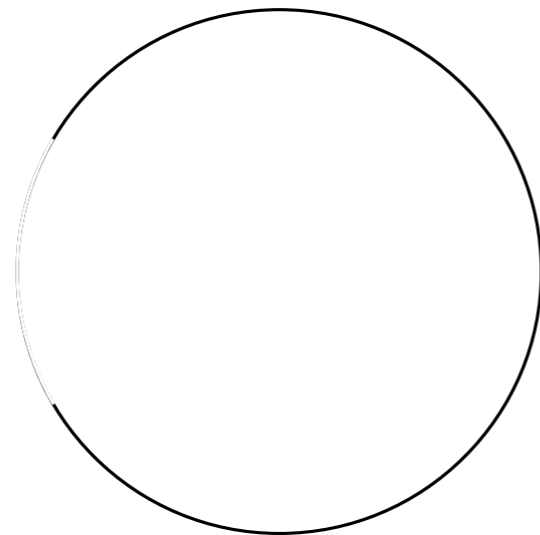
Hint text

User Input Text

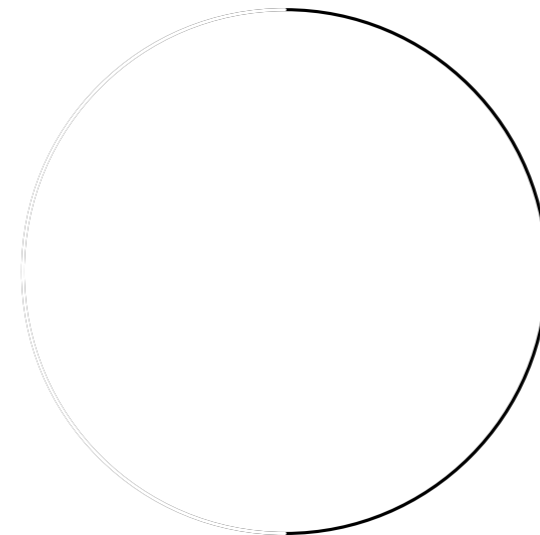
## Progress Indicators

Circular progress indicators are used to focus the user on a particular task flow, and create a sense of completion, calm and satisfaction.

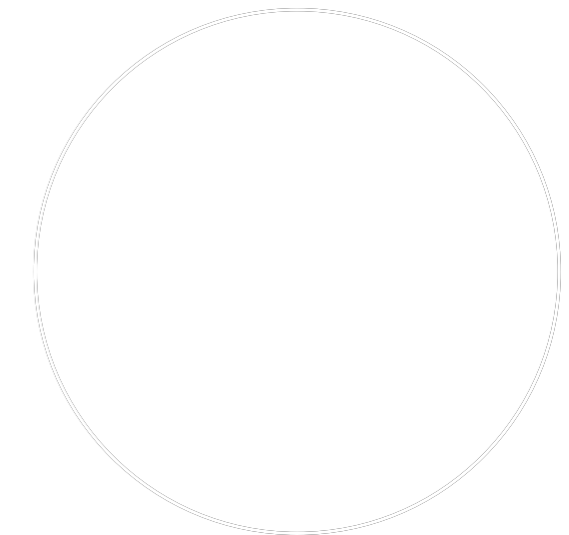
Starting



Halfway



Complete



A horizontal progress bar may be used when circular progress indicator is not appropriate.

Horizontal (showing partial progress)



## Other Elements

If a design calls for an element or pattern that is not established in the library, please reference Google's Material Design guidelines for an appropriate element.

Icons



Switches and other UI Elements

