



Table of Contents

Introduction 01

Brand Story + Name 02

Brand Characteristics + Traits 03

Color Palette 04

Logo + Typography 05

UI Navigation Bar..... 06

UI Tab Bar 07

Site-Map

 Login/Sign Up 08

 Camera/Prompts 09

 The Perch 10

| Twitter Pitch |

Pigeon Perch is a mobile application game combining prompt-driven photography with social networking platforms.

| Elevator Pitch |

Integrating contest-driven photography and real-time GPS data, Pigeon Perch is a game that generates a creative and competitive realm for mobile photographers. Pigeon Perch will post stimulating daily word prompts to the community whereby users can formulate a visual response to that prompt. Daily prompts will be reviewed and voted upon by the Pigeon Perch community and individual winners will be selected by editorial staff following timed deadlines.

Problem.

While photography applications present users with the ability to shoot, manipulate and share their pictures on social networking sites, none of these apps approach mobile photographers with a stimulating solution for conceptual concentration. Furthermore, no application has successfully managed to satisfy a scalable user base's interest to promote and share their photographs in a competitive, game-oriented fashion.

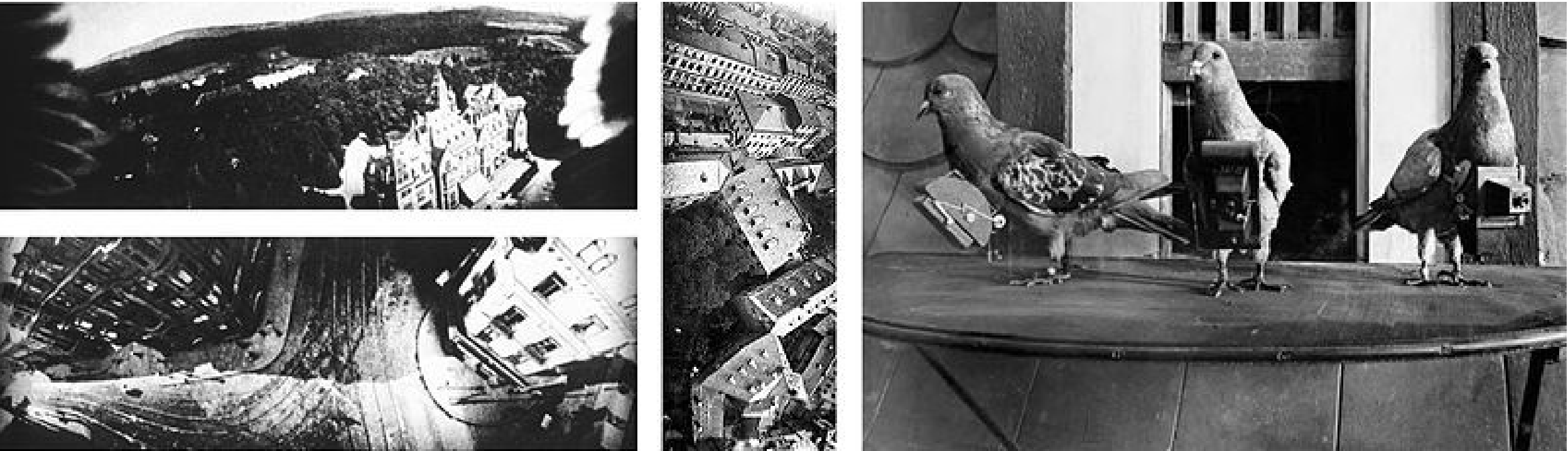
Solution.

Pigeon Perch provides communication between a network of mobile photographers to compete in real-time, topic-focused challenges. These contests are fueled by photographs taken and posted within the confines of a specific deadline. The GPS meta-data, including origin and time, embedded in each photo will give users a way to search pictures using an array of distinct filters including by current location. This will provide new ways for users to visually navigate a given space.

Impact.

Our mission is to provide an exciting experience of shared expression on an integrated social network. In a year Pigeon Perch will increase usability and functionality for users while integrating advertising techniques within the fun experience of shared prompt based competitions. Within five years, Pigeon Perch will proliferate and optimize mobile-media user expression by capitalizing on the increasing quality of media made possible by the ever-expanding capabilities of mobile technology.





War Pigeons | Pigeon Photographers

http://en.wikipedia.org/wiki/Pigeon_photography

http://en.wikipedia.org/wiki/War_pigeon

Why Pigeon?

The choice to use a Pigeon as the icon for our business was rooted primarily in the research we found about the historical usage of Pigeons as photographers, specifically war photographers/spies during WWI and WW2. Because Pigeons have had such an extensive history playing a significant role in the development and experimentation of the photographic medium, we found that it was only fitting to use one as our company logo.

Why Perch?

The usage of “Perch” is meant to convey a sense of unique perspective as it relates to a specific user in our social network and their personal view of the world.

The significance of perch is also to convey a sense of personalization and ownership as it relates to creating an interesting photographic portfolio.

| More |

| Less |

Competition

Expected

Curation

Broad

Control

Fluff

Challenging

Generic

Artistic

Chaotic

Speed

Repetitive

Personal

Abbrassive

Stimulating

Invasive

“

The problem we are solving is inspiration. Some people are inspired to take a picture when their cat is acting cute. That’s fine, that’s for flickr/instagram/facebook. What inspires people the rest of the time? What makes them excited about having a camera 24/7? People pay to take photo classes, one for the instruction and two for the impetus. Consumers will love a free source of inspiration, just look at successful photo contests hosted by Gizmodo and the Smithsonian. Pigeon Perch is making photo contests more accessible.

The best businesses are those that cause one to waste time. We want to be a great place to waste time. What is unique to PigeonPerch are the prompts, inspiration, and curation. Swiping through our photos will be like walking through a gallery, each piece contains more meaning than initially meets the eye . Not only does one open the application to see photographs, they utilize the application to see the unique relationship between thousands of photographs inspired by a common thread .

”

More.

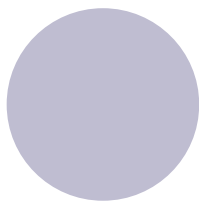
The Pigeon Perch color palette is comprised of colors drawn from the Pigeon itself. The primary pallete consists of a range of purple, blue and grey. The secondary color palette consists of an array of greens and the third palette consists of reds, pinks, yellows and oranges.

Less.

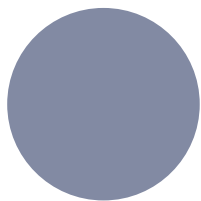
The Pigeon Perch color palette is comprised of colors drawn from the Pigeon itself. The primary pallete consists of a range of purple, blue and grey. The secondary color palette consists of an array of greens and the third palette consists of reds, pinks, yellows and oranges.



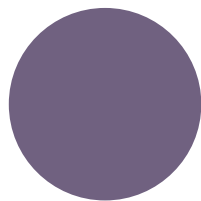
| Primary Color Palette |



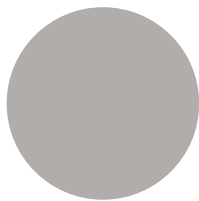
RGB: 191,188,210
CMYK: 24,23,7,0
Web: #BFBCD2



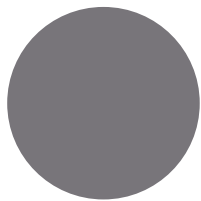
RGB: 130,138,163
CMYK: 53,42,24,1
Web: #828AA3



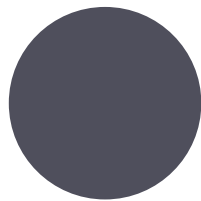
RGB: 112,98,127
CMYK: 61,63,32,9
Web: #70627F



RGB: 175,174,171
CMYK: 33,26,29,0
Web: #AFAEAB

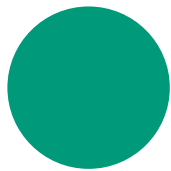


RGB: 119,118,123
CMYK: 55,47,43,10
Web: #77767B

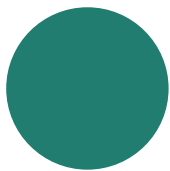


RGB: 78,78,91
CMYK: 69,63,47,30
Web: #4E4E5B

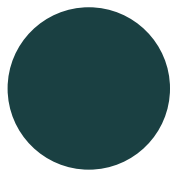
| Secondary Color Palette |



RGB: 0,154,122
CMYK: 83,16,65,2
Web: #009A7A



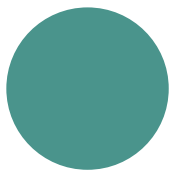
RGB: 34,125,112
CMYK: 84,31,59,12
Web: #227D70



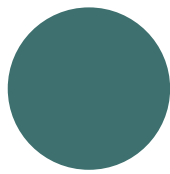
RGB: 25,63,66
CMYK: 87,57,59,48
Web: #193F42



RGB: 75,203,165
CMYK: 63,0,47,0
Web: #4BCBA5



RGB: 74,147,140
CMYK: 72,25,47,3
Web: #4A938C

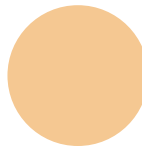


RGB: 62,112,109
CMYK: 77,40,53,17
Web: #3E706D

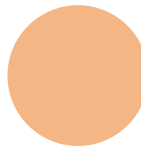
| Tertiary Color Palette |



RGB: 255,125,145
CMYK: 0,65,24,0
Web: #FF7D91



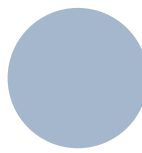
RGB: 207,122,132
CMYK: 17,62,36,0
Web: #CF7A84



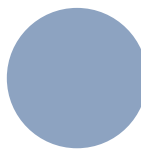
RGB: 170,53,65
CMYK: 24,91,71,14
Web: #AA3541



RGB: 196,146,20
CMYK: 23,41,100,3
Web: #C49214



RGB: 214,117,0
CMYK: 13,62,100,2
Web: #D67500



RGB: 199,96,19
CMYK: 17,72,100,5
Web: #C76013

Pigeon Perch Color Palette Strategy

The Pigeon Perch color palette is comprised of colors drawn from the Pigeon itself. The primary palletete consists of a range of purple, blue and grey. The second-ary color palette consists of an array of greens and the third palette consists of reds, pinks, yellows and oranges.

Color Palette Usage

The primary color palette will be used for the logo type and tyography of the application. The banner will be comprised of a color gradient comprised of the tertiary color palette.

Gotham Light	----- Logo Type Style -----	Pigeon Perch
Gotham Book	----- Primary Type Style -----	Pigeon Perch
<i>Gotham Book Italic</i>		<i>Pigeon Perch</i>
Gotham Medium		Pigeon Perch
Gotham Bold		Pigeon Perch



Pigeon Perch

A word is worth a thousand pictures

Typography

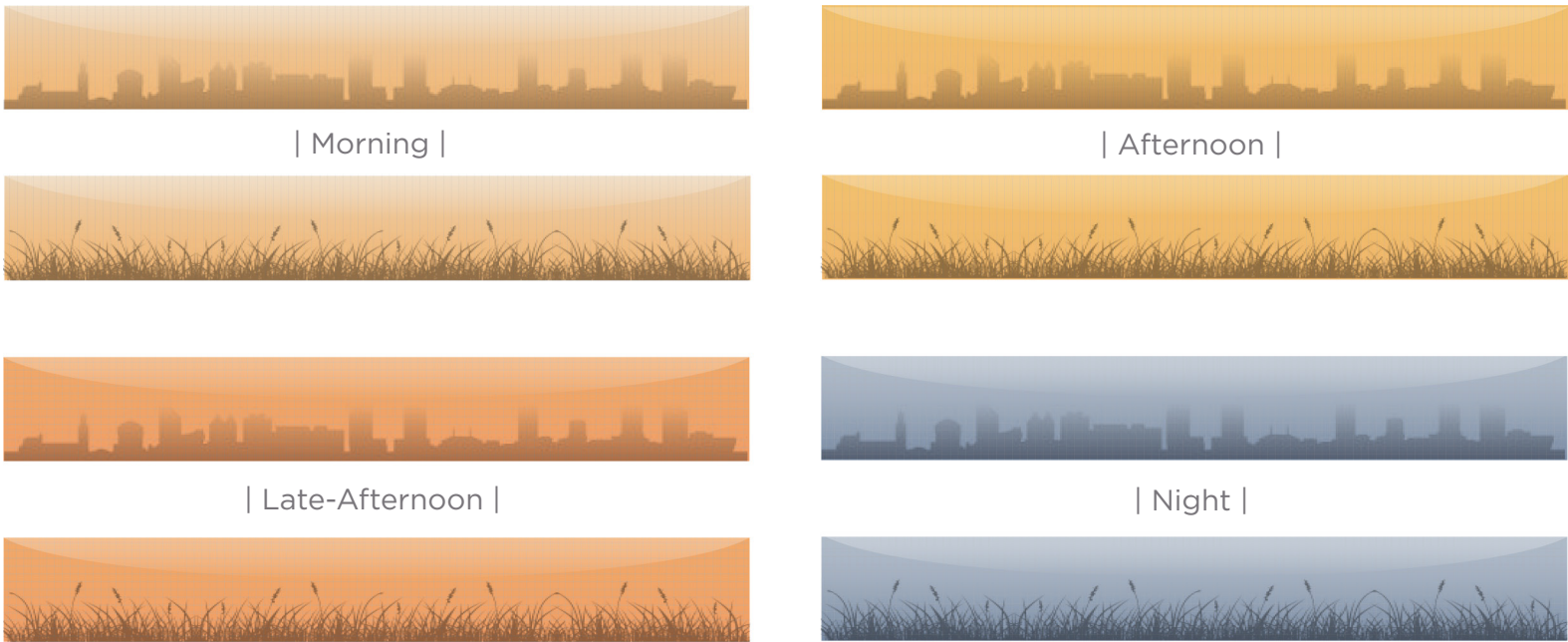
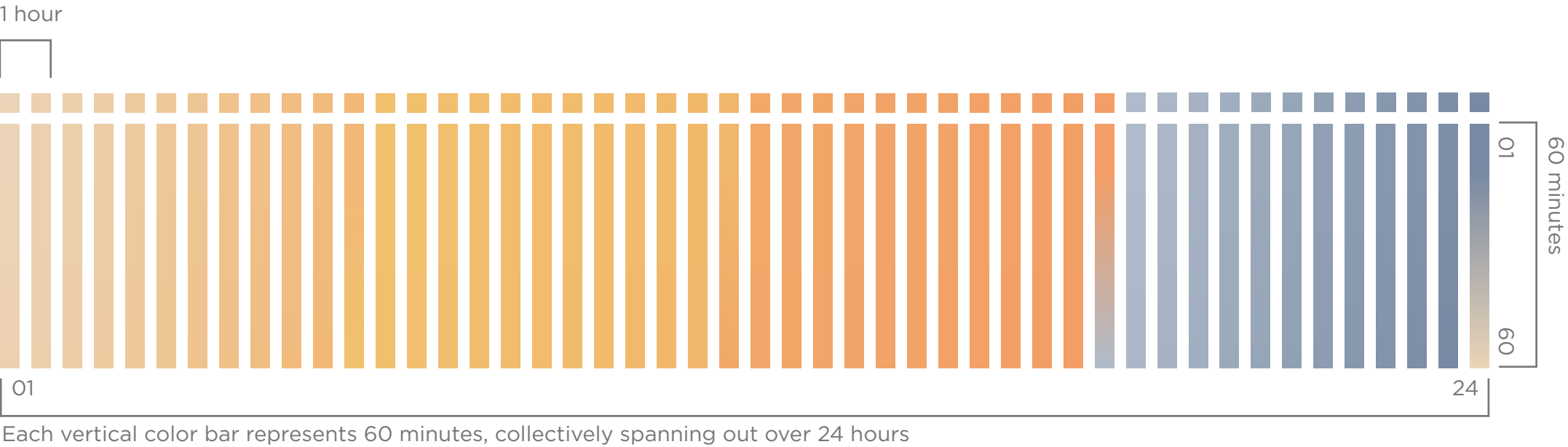
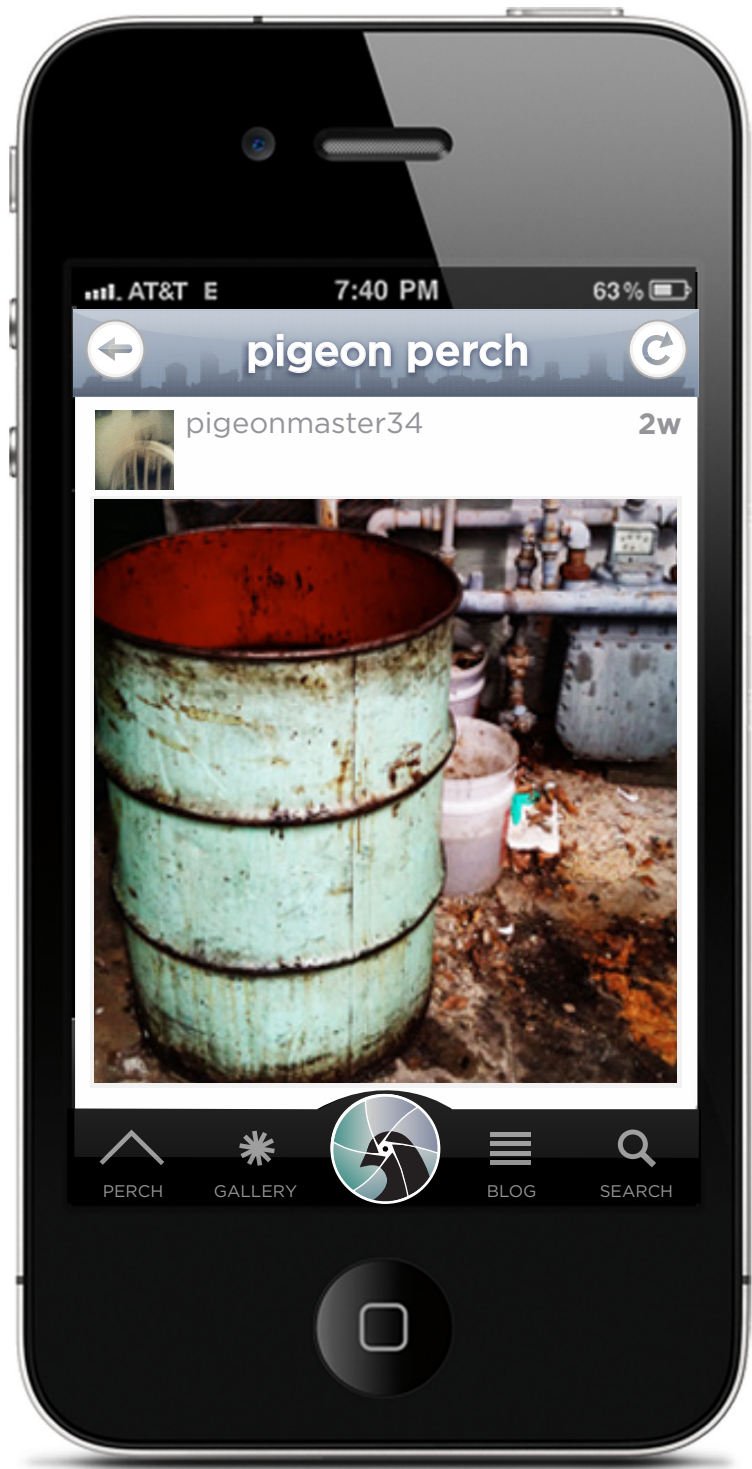
The primary typography will consist of the gotham family typeface. Specifically Gotham Book will be the primary typeface for all text on the website and application. The logo type will utilize Gotham Book and Gotham Light interchangeably.

Logo

The Pigeon Perch logo consists of a Pigeon face intertwined with a camera aperture. The focal point is on the Pigeon's eye to insinuate the importance of perspective in the utilization of the Pigeon Perch mobile application.

Tag Line

"A word is worth a thousand pictures" is the tag line of the Pigeon Perch mobile application. Upon launch PP will replace "a thousand" with the total number of photos submitted by the PP community. This number will exist on the Pigeon Perch website as well as be displayed on the landing page before a user logs in.



Header

The header is a fusion of the city scape and the PP color palette. The title “[Pigeon Perch]” is enclosed in brackets as a reference to the bracketed words used to help pronounce a word that always accompany a given word in a dictionary. Unlike other mobile applications our header will change colors over the course

of the day. After 24 hours the color will transition back to the very first color. The changes in color will happen gradually.

In addition to continuous color change, the city scape in the background of the header will vary depending

on a given users current location and time of day. For example if a user is utilizing PP in San Francisco, a city scape will appear. Adversly, if a user is utilizing PP 25 mi outside of a given cities limits, the user will see a rural landscape in the background. The color gradient will change over the course of the day as is displayed.



The Perch is a users homepage. It is where all photographs taken by a user are stored as well as where one can find the followers/following.

Gallery is where a user can navigate popular photos, editors choice and any other contest driven categories.

Camera/Prompt tab is where a user can select a prompt and take a picture that is that users best interpretation of that prompt.

Blog is where users can read about articles relating to photography, mobile applications as well as view guest editors selections.

Search is where a user can navigate photos in PP by current location, as well as search and suggest word prompts.



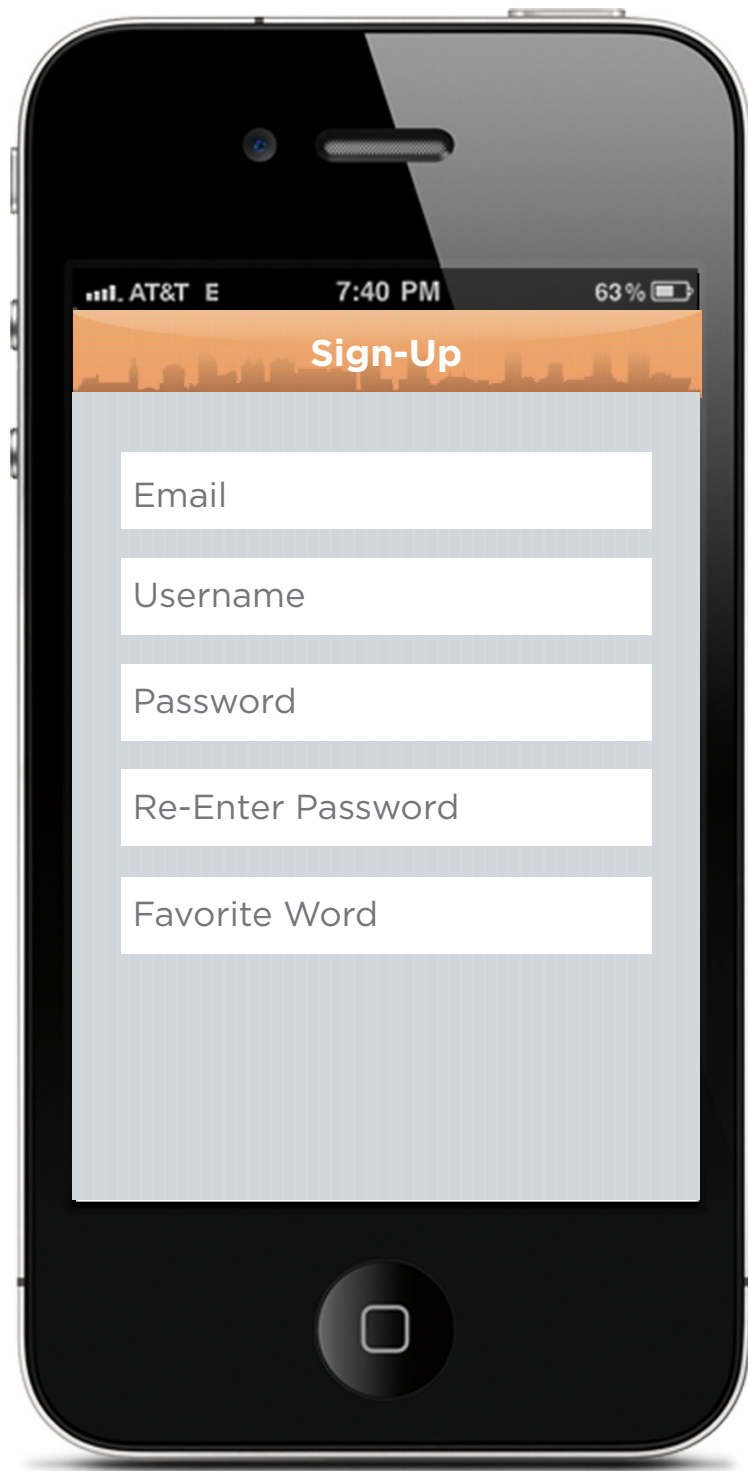
Menu

The menu consists of five categories: Perch, Gallery, Camera, Blog and Search. The Perch or Profile is where a user can view all the photographs he or she has taken. Gallery will consist of Editors Choice, popular and any other relevant categories relating to popular photos taken.



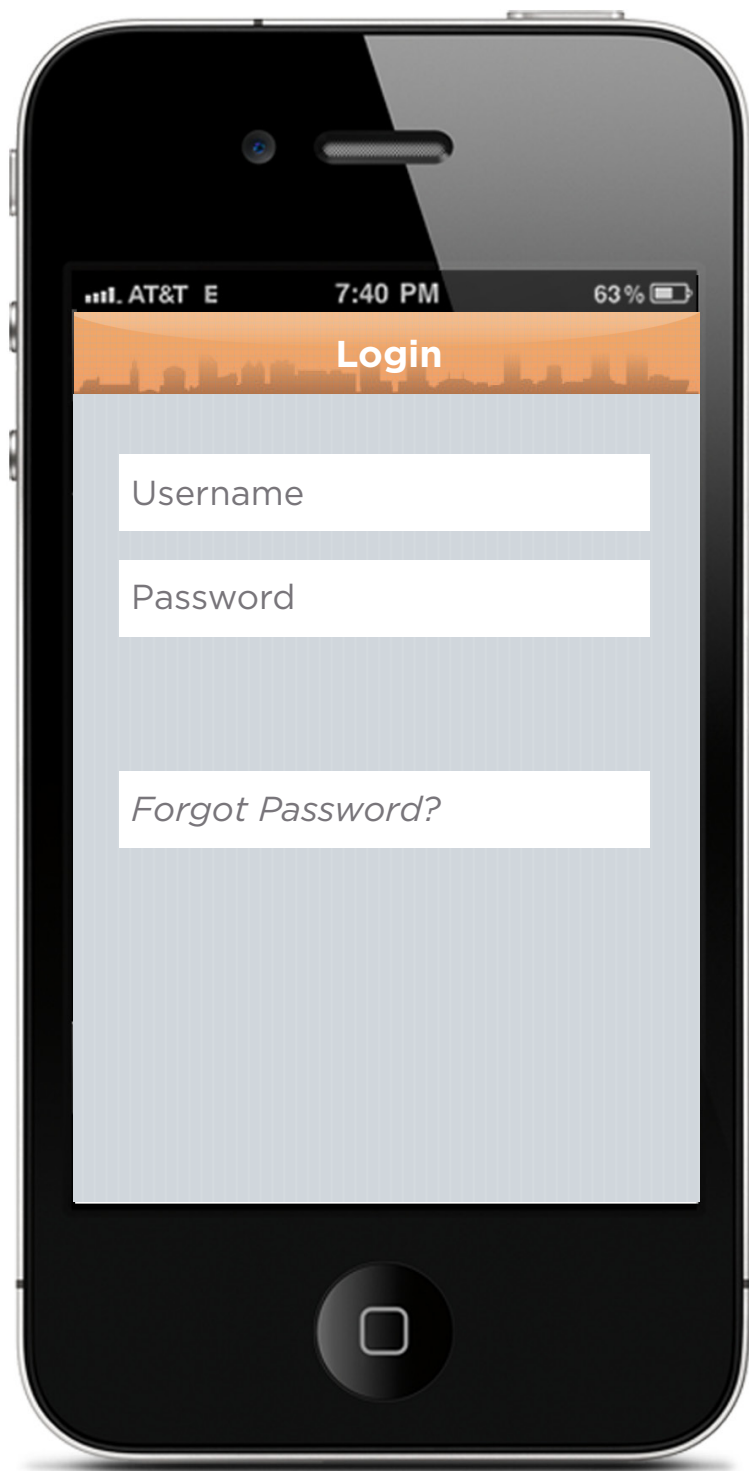
Landing Page

The first page a visitor sees when they download and open the Pigeon Perch application is the landing page where they are offered two options: “Login” and “Sign Up”. The aesthetical layout of the landing page will be simple and clean displaying the logo type, title and the relevant top banner (according to the time of day).



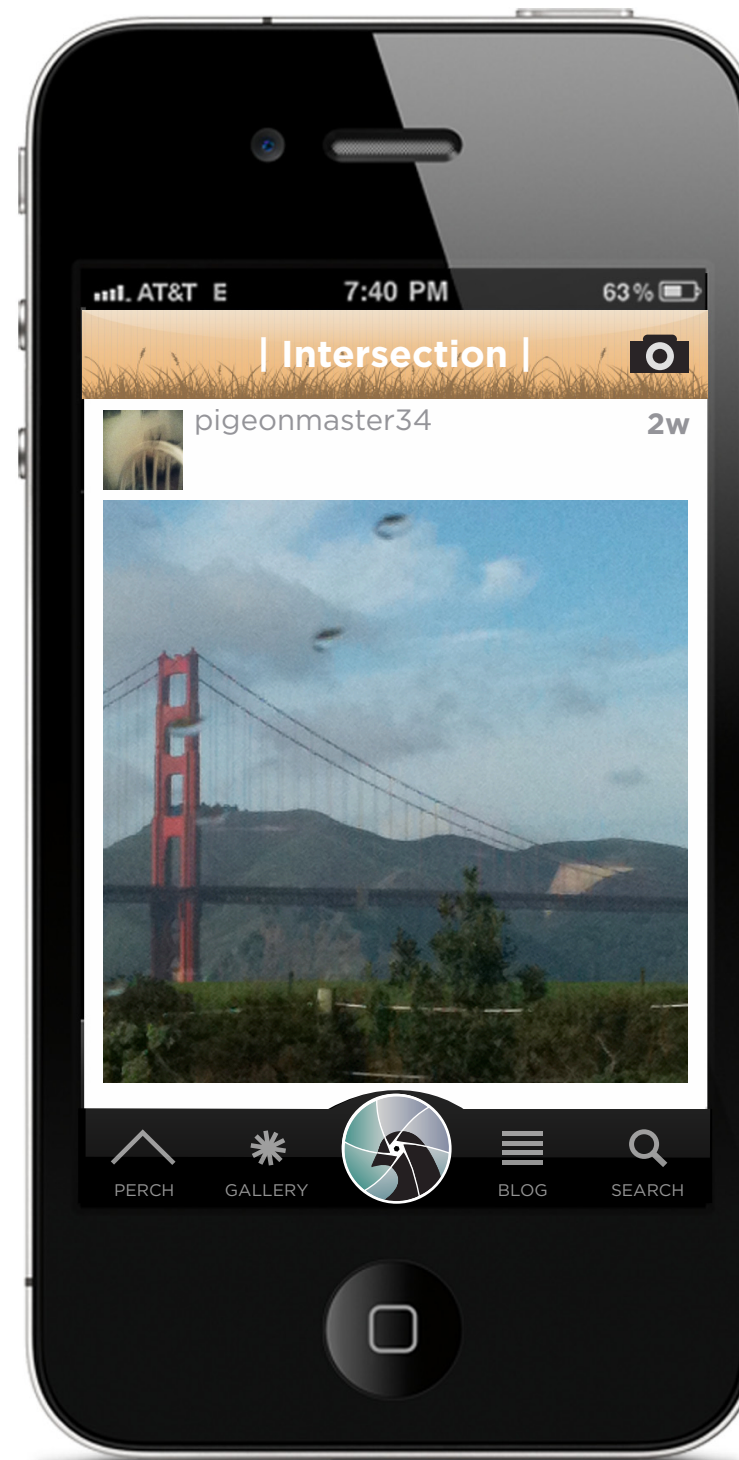
Sign Up

When a user is first signing up they are presented with five categories they are required to fill out. Once a user has successfully logged in they will be presented with a “Find Friends” page which will include face-book, twitter, contact list and a basic search function of users in the Pigeon Perch community.



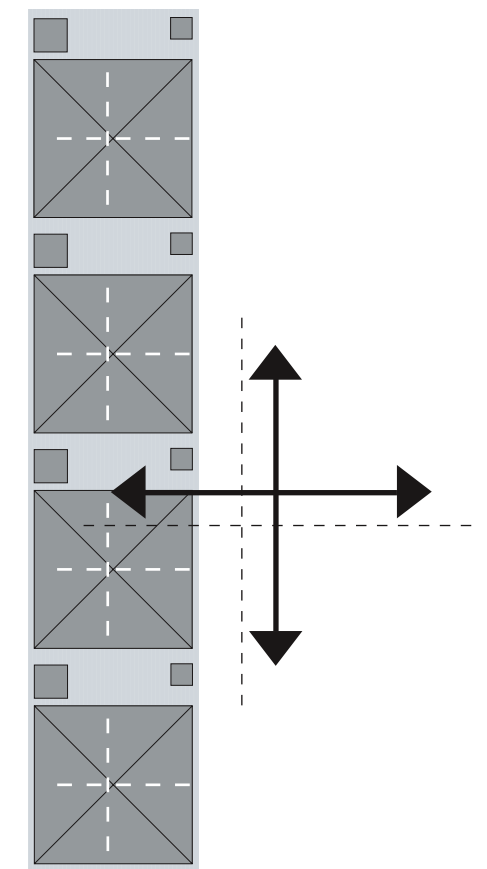
Login

When a user has already signed up for Pigeon Perch and is solely logging into the app. Once a user has successfully signed up or logged in they are taken immediatly to the Camera/Prompt tab to begin shooting.



XY Navigation:

To consolidate data and make navigating photos easier and not heavily vertical, we intend to place all of users responses to a single prompt on the X axis and each response to a different prompt on the Y axis.



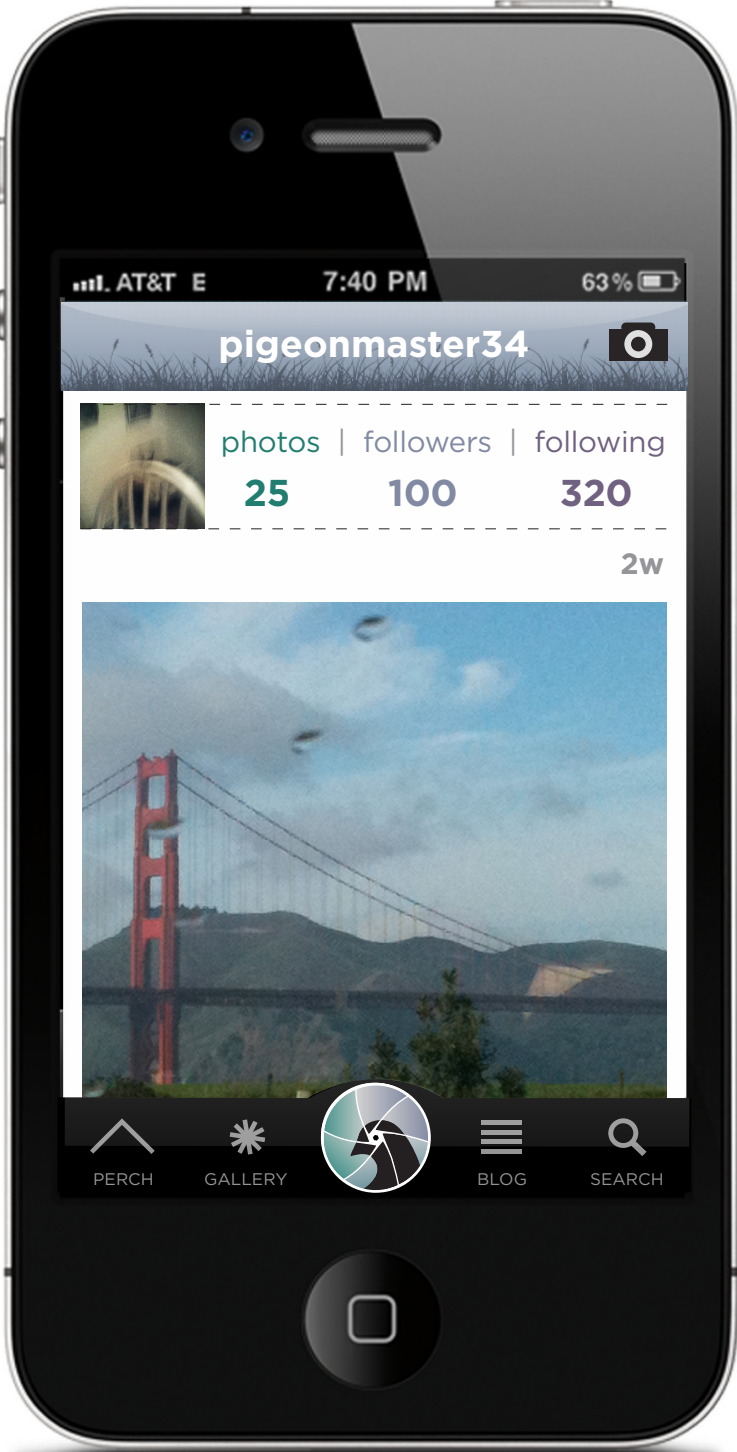
Camera/Prompts

When the camera tab is selected a user chooses a prompt to proceed to taking a picture. Before selecting a prompt a user can view a given prompts gallery. We want to approach the view finder from a unique angle and thus provided a fully opaque square which is the users frame, within a greater frame that is the

built in cameras frame. In addition, we will provide the definition of each one word prompt. On-click of the prompt word at the header the screen will turn over and the definition of the prompt will be visible in multiple languages for the user to see, understand, and interpret.

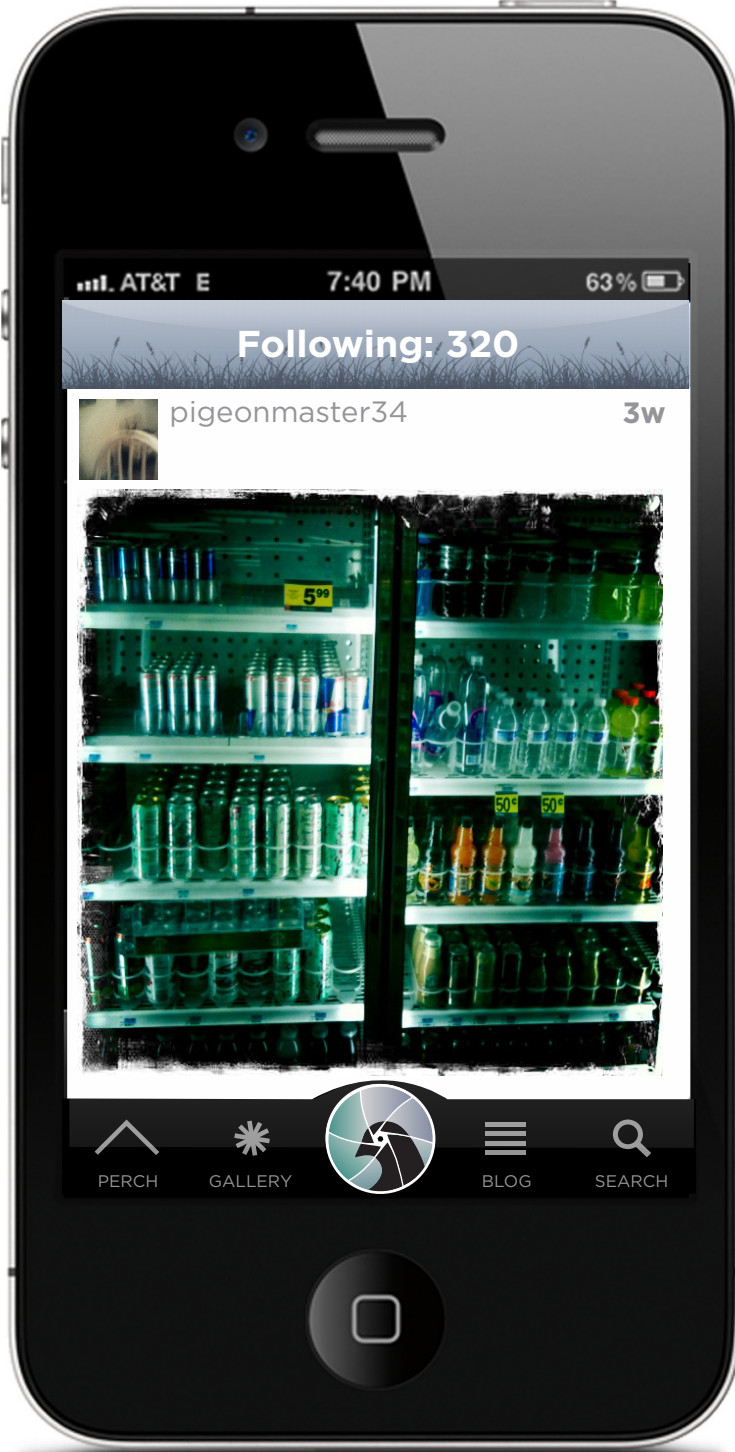
Prompt Gallery

Prompt Gallery will display every image taken in sequential order, submitted to a specific prompt. Incorporation of XY navigation will enable users to better navigate photographs in a given gallery by consolidating all photos taken by an individual user for a given prompt within the X coordinate.

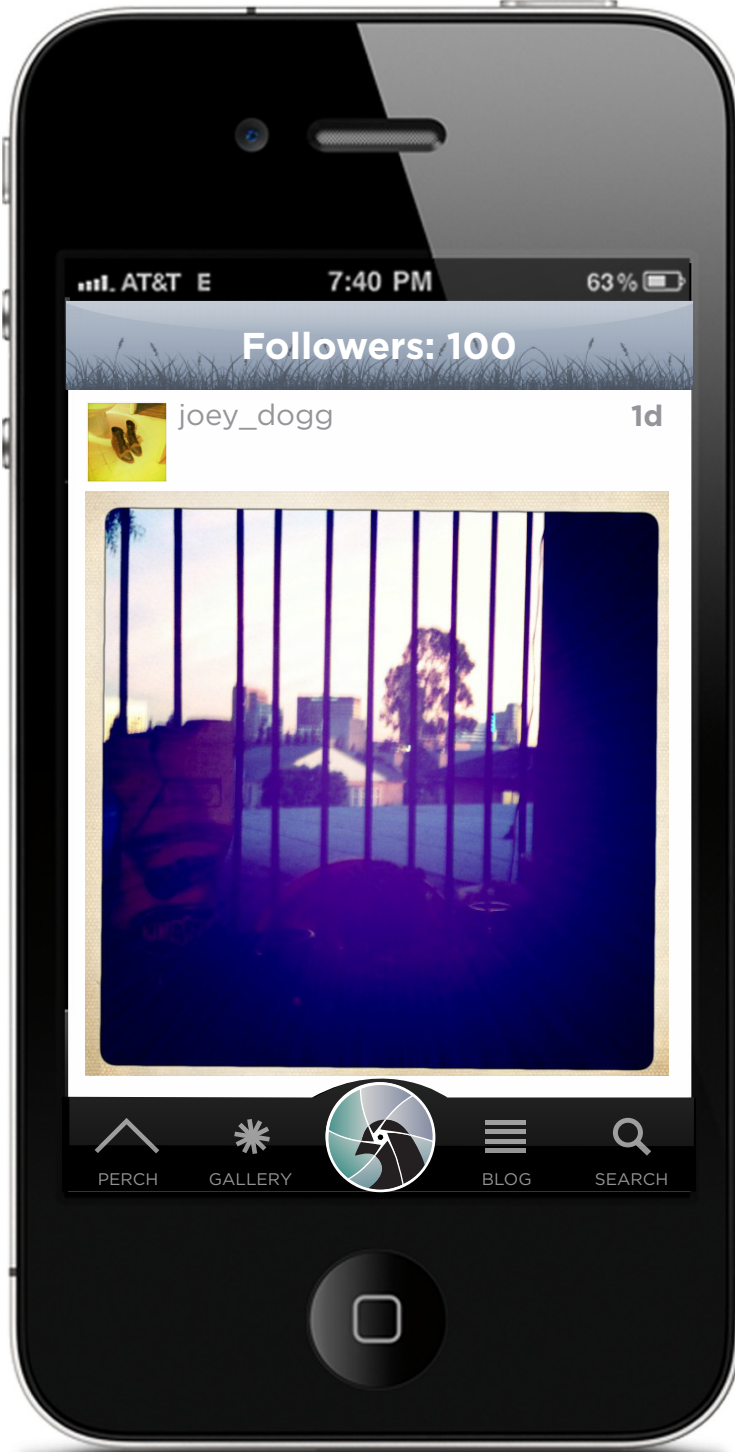


Followers/Following

The followers and following tabs with the perch will have an identical layout to other tabs in that it will feed based on follwer/following user bases most recent activity. For example a user who is an extremely consistent user of PP will have a much higher likely hood of floating to the top and being seen by others



in their respective followers pages. As was mentioned before the followers/following tabs will have XY navigation as well. This system will not only promote ac-tive use of the program in order to acquire views, it will also promote users to reach out and like other users in order to be seen by an ever larger audience.



Perch

The perch is where a user stores all of their photos as well as can view their followers and following tabs. While the perch tab initially only shows ones own photos, it is easy to navigate to see friends photos in followers/following tabs as well.

