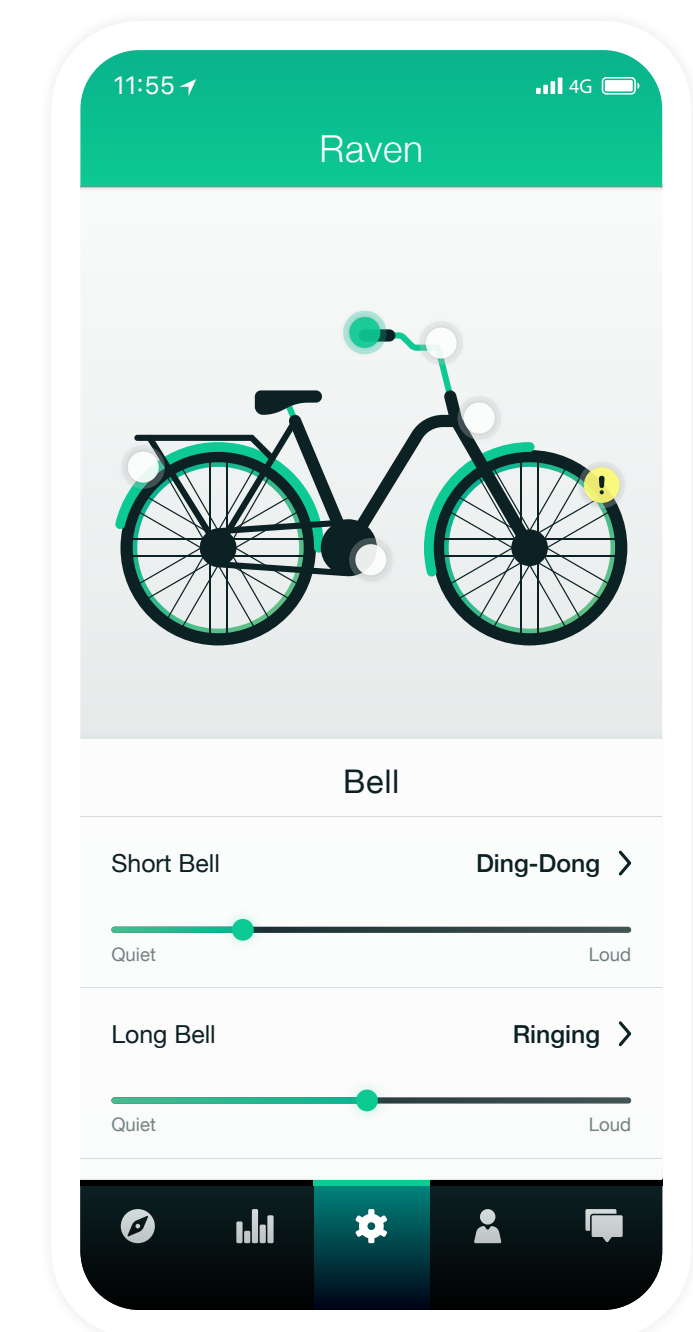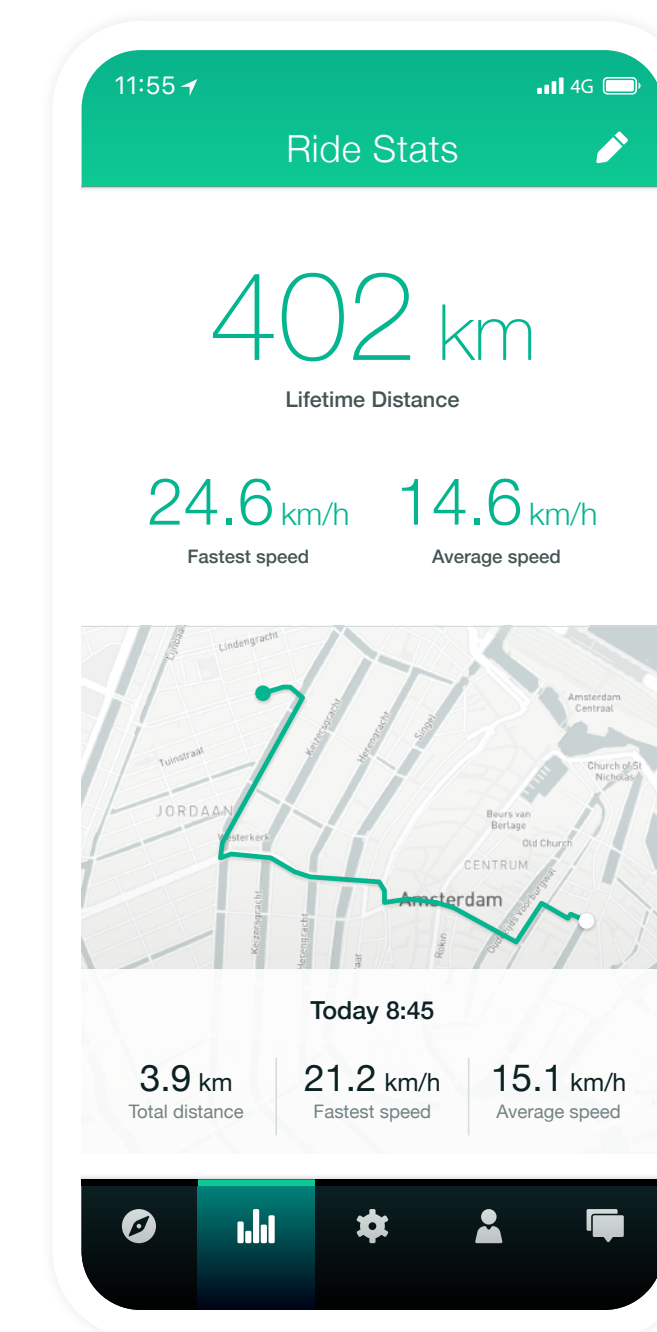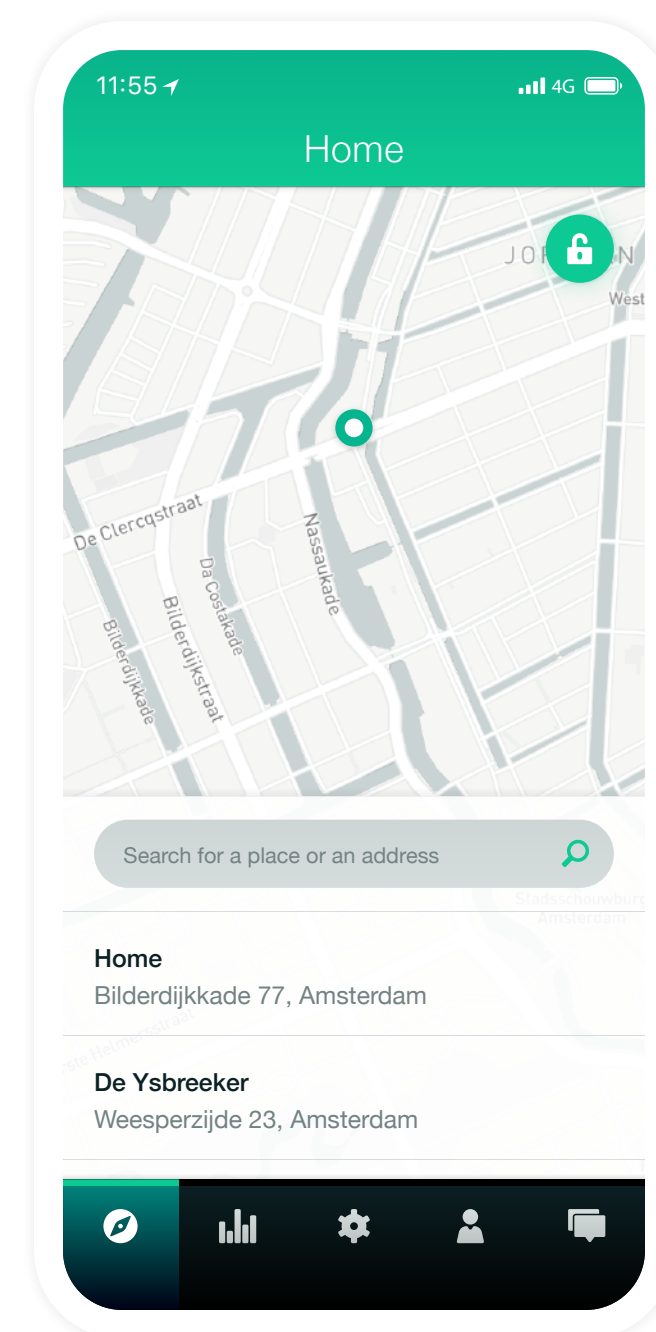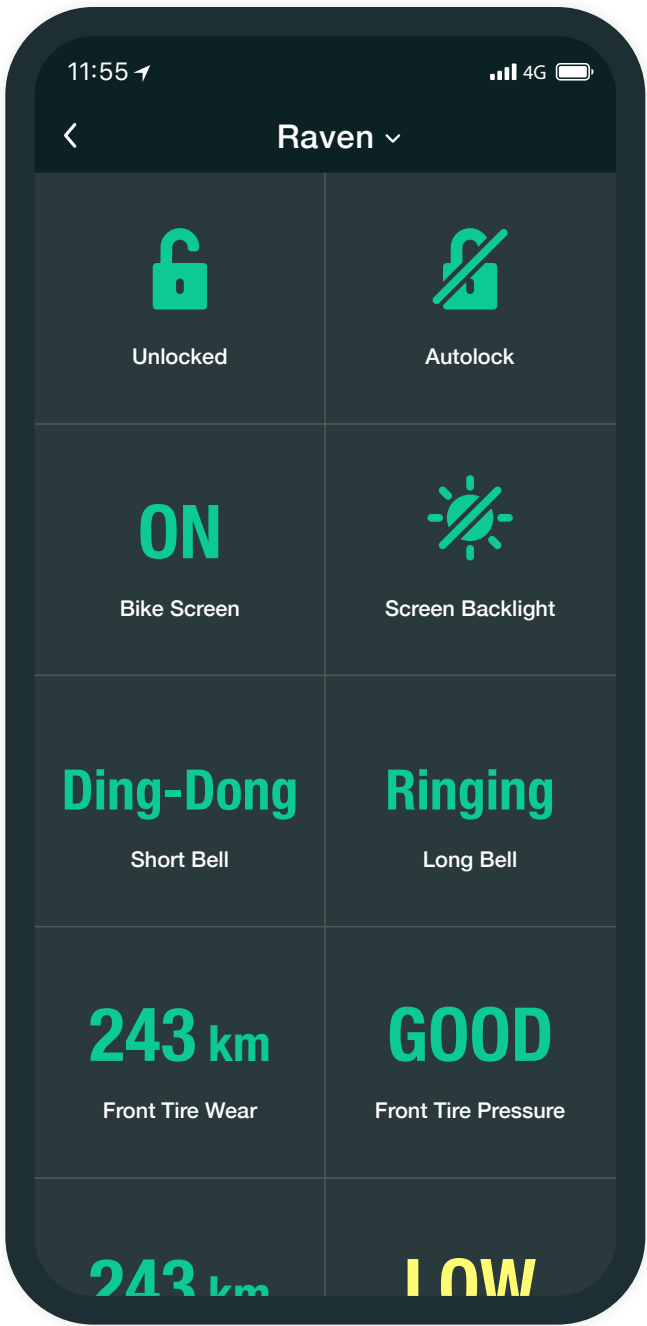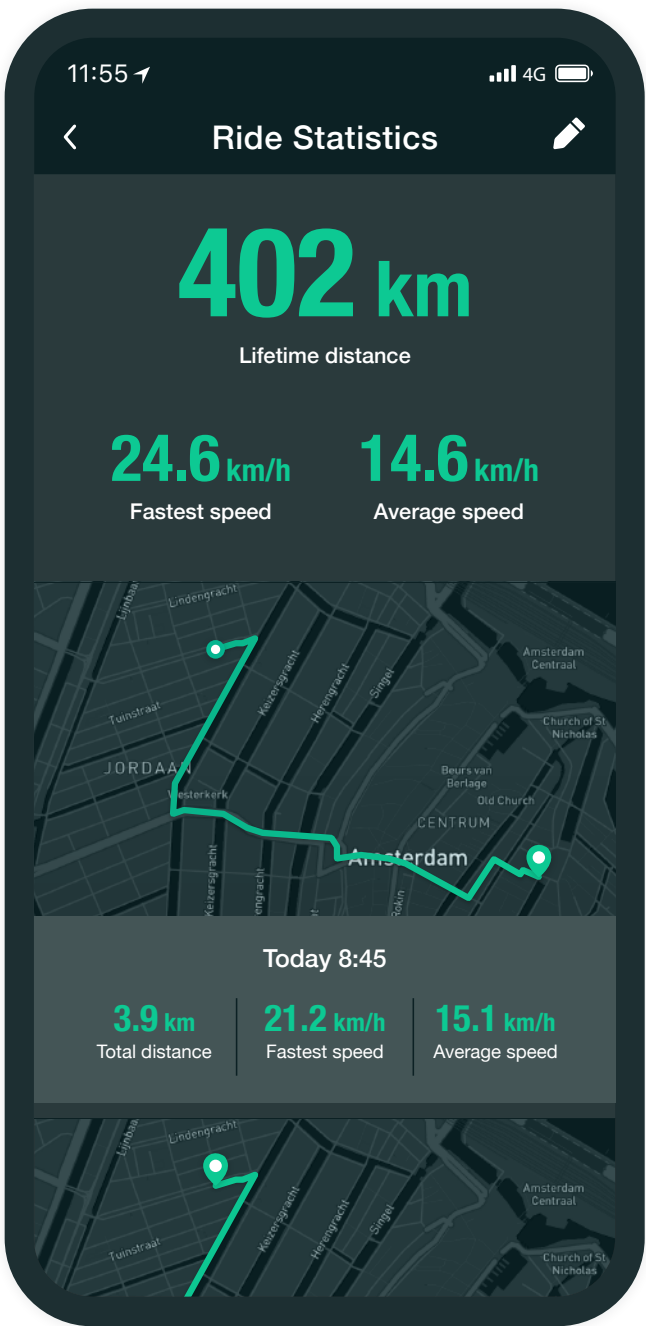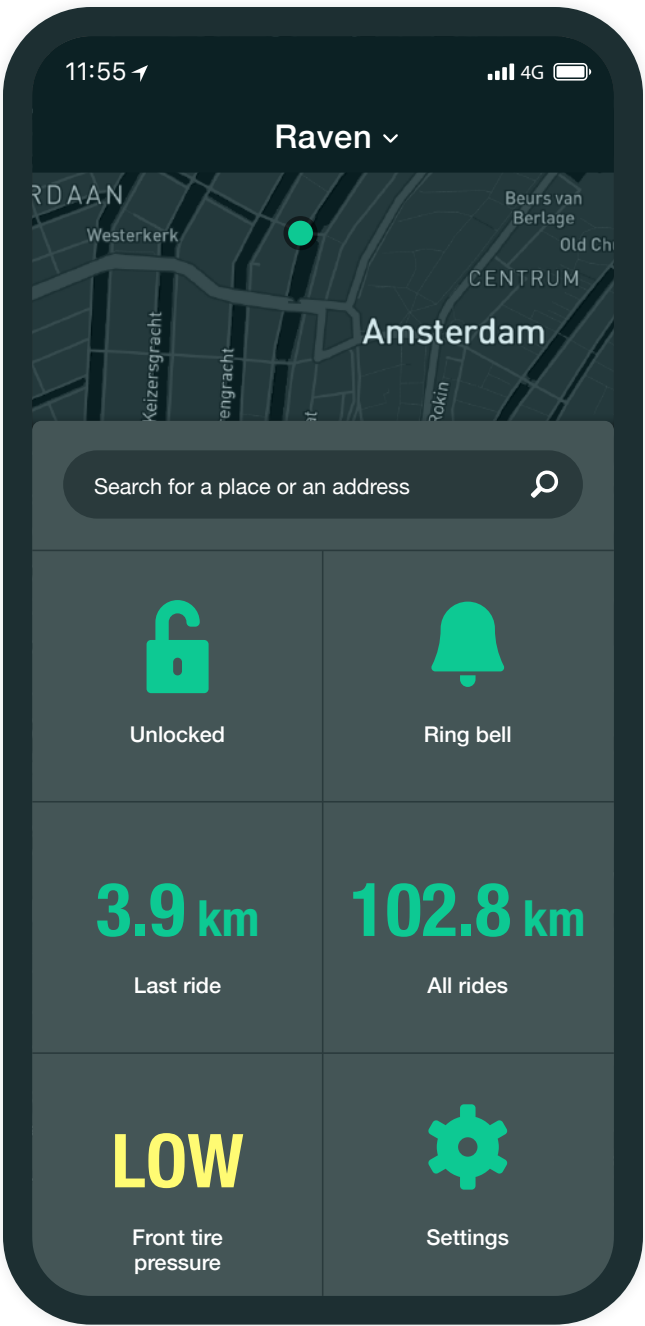CityBike / **Connected Bicycle**

Gestural Design

Fog

Fog uses subtle transparency, soft gradients, and light to create hierarchy among elements. Color highlights navigation and action elements. Typography is clean with an abundance of negative space.
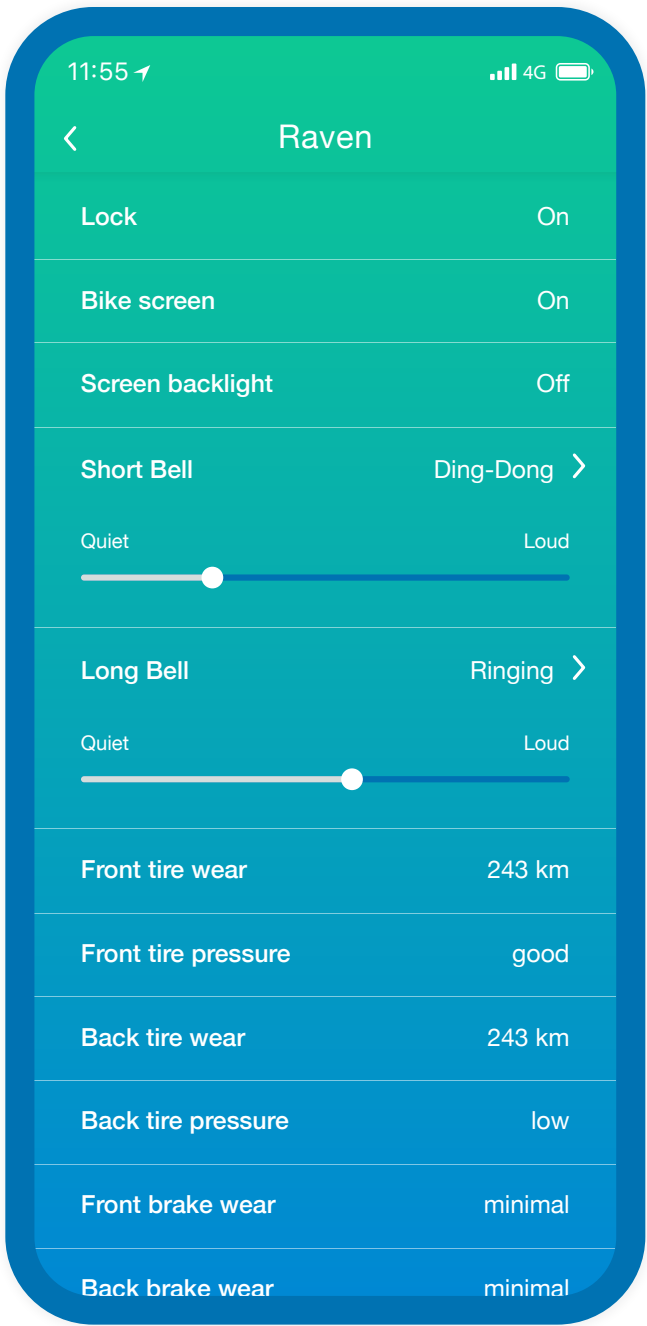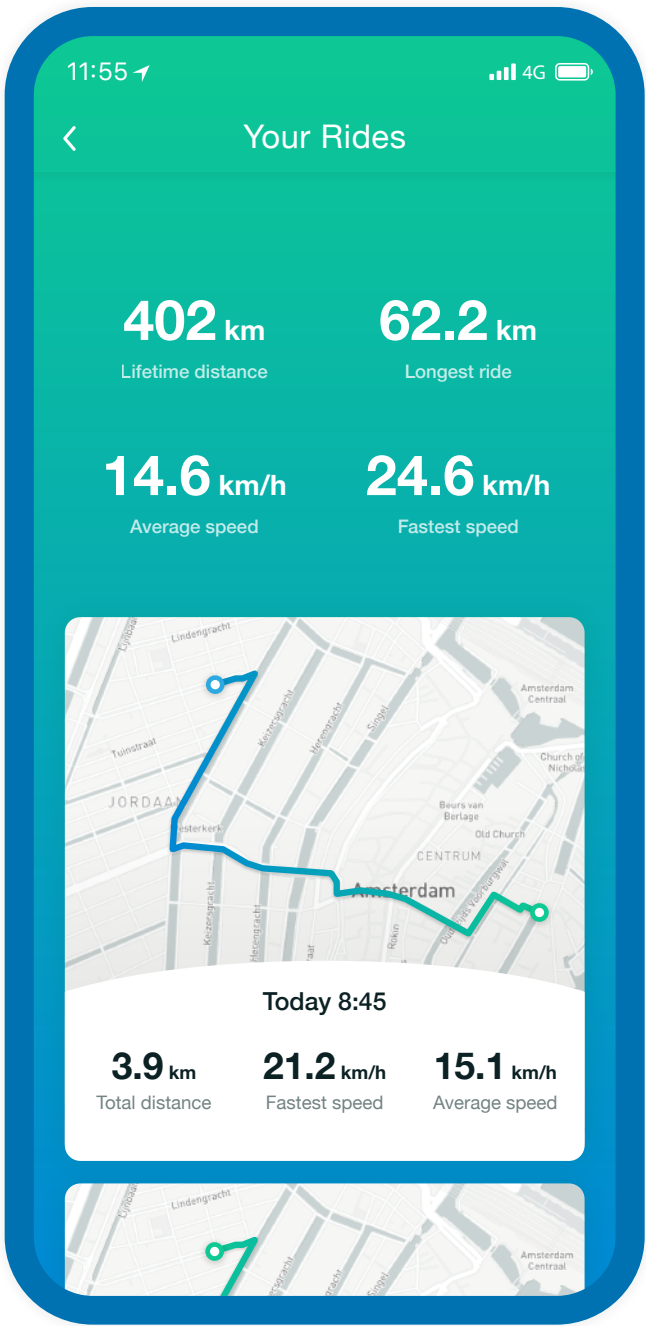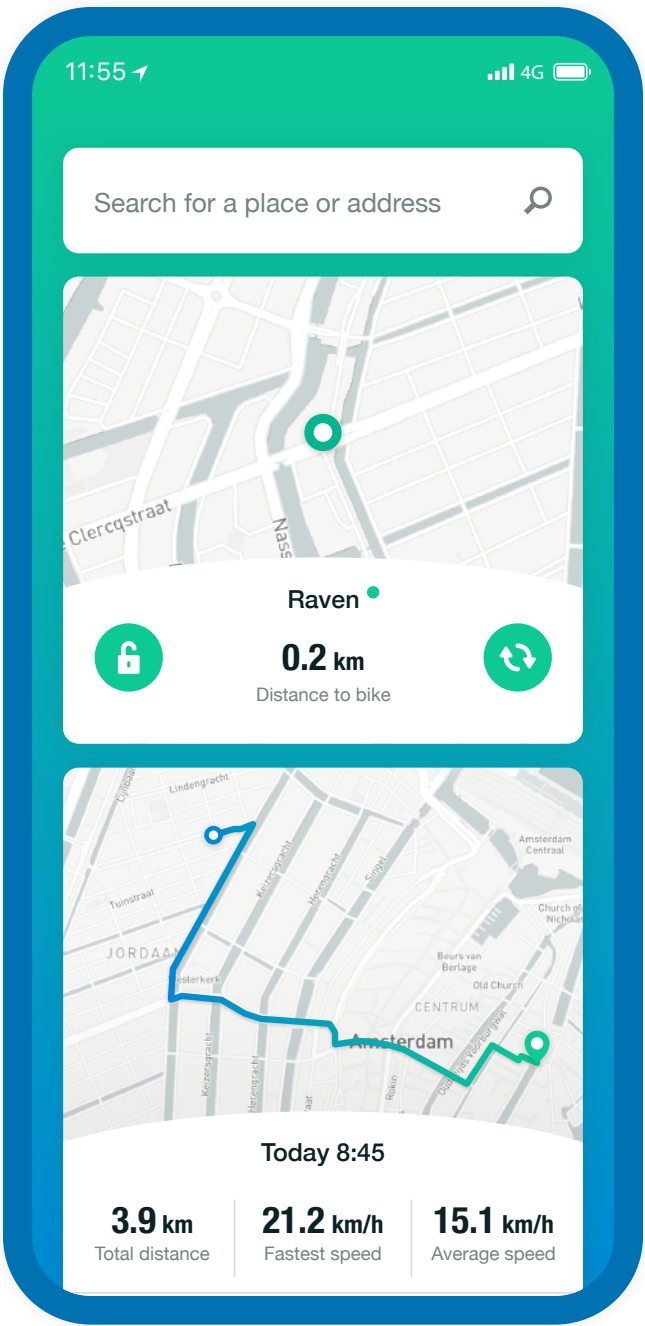
Thunder

Thunder uses a strong grid of tiles to organize both information and action elements. Pops of color guide the eye to action. Bold typography balances with iconography to create a glanceable interface.
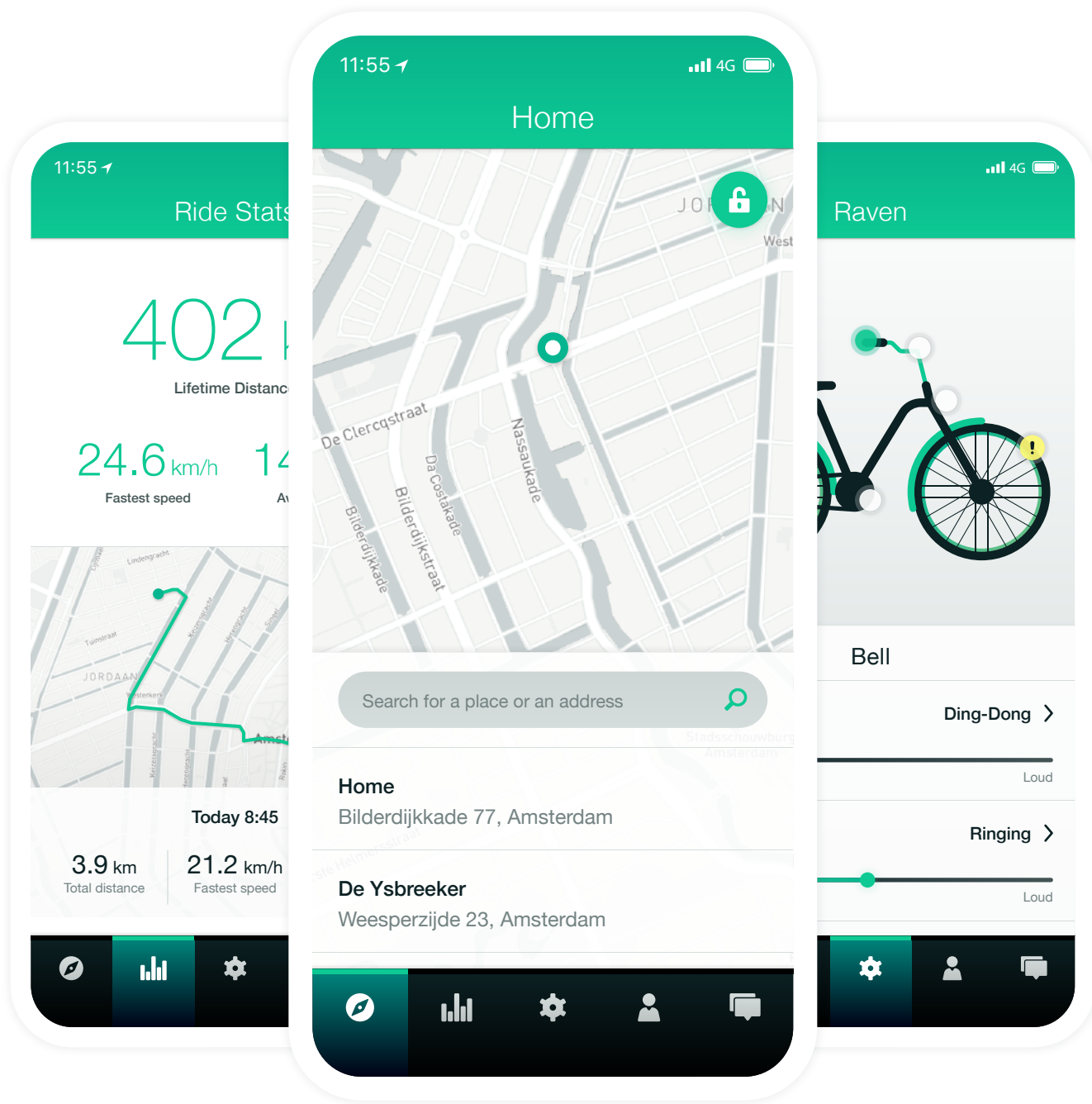
Rain

Discrete containers with curves and rounded corners float atop an ambient gradient. Color ties the foreground to the background. Simple typography puts legibility above style.
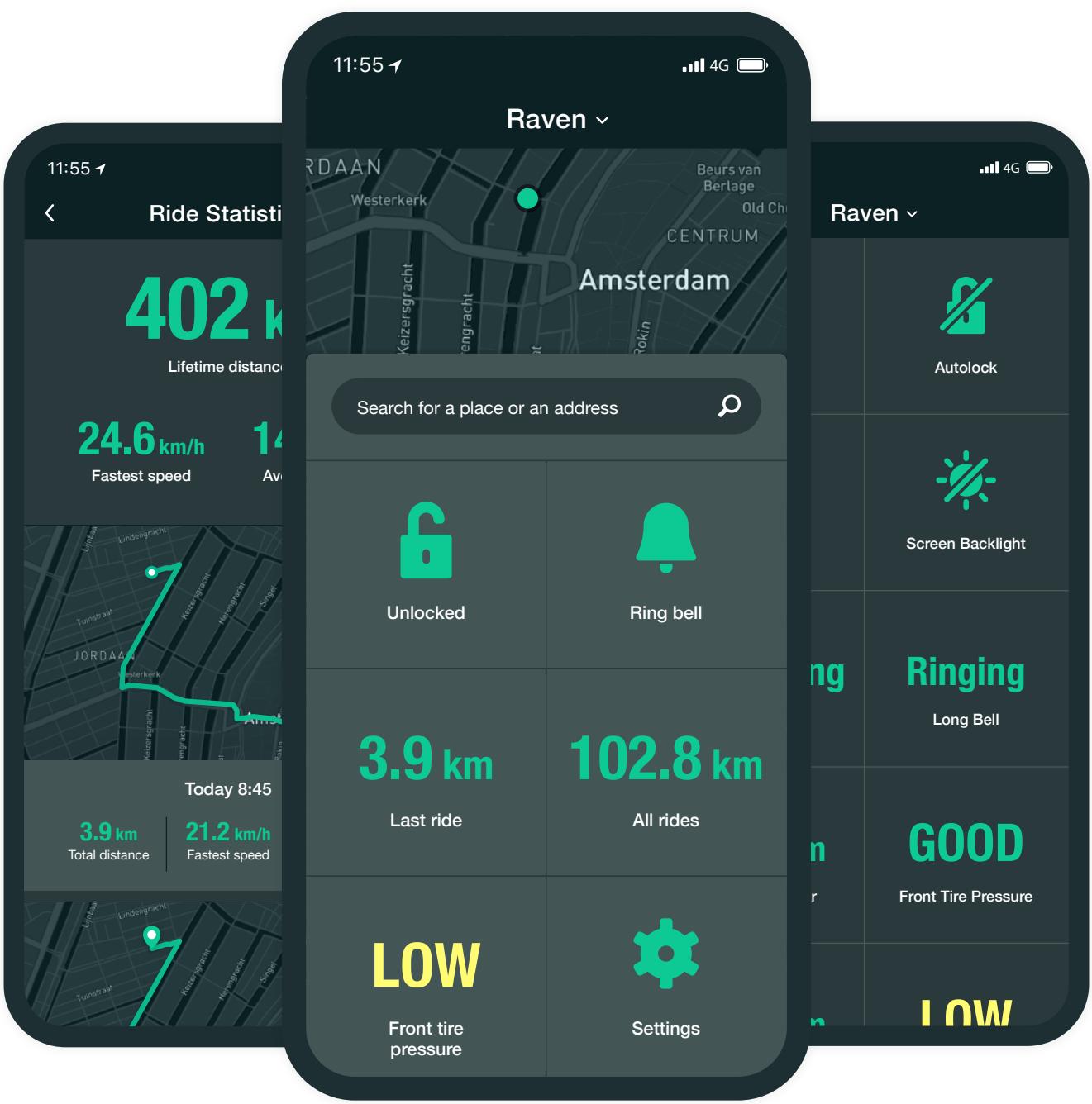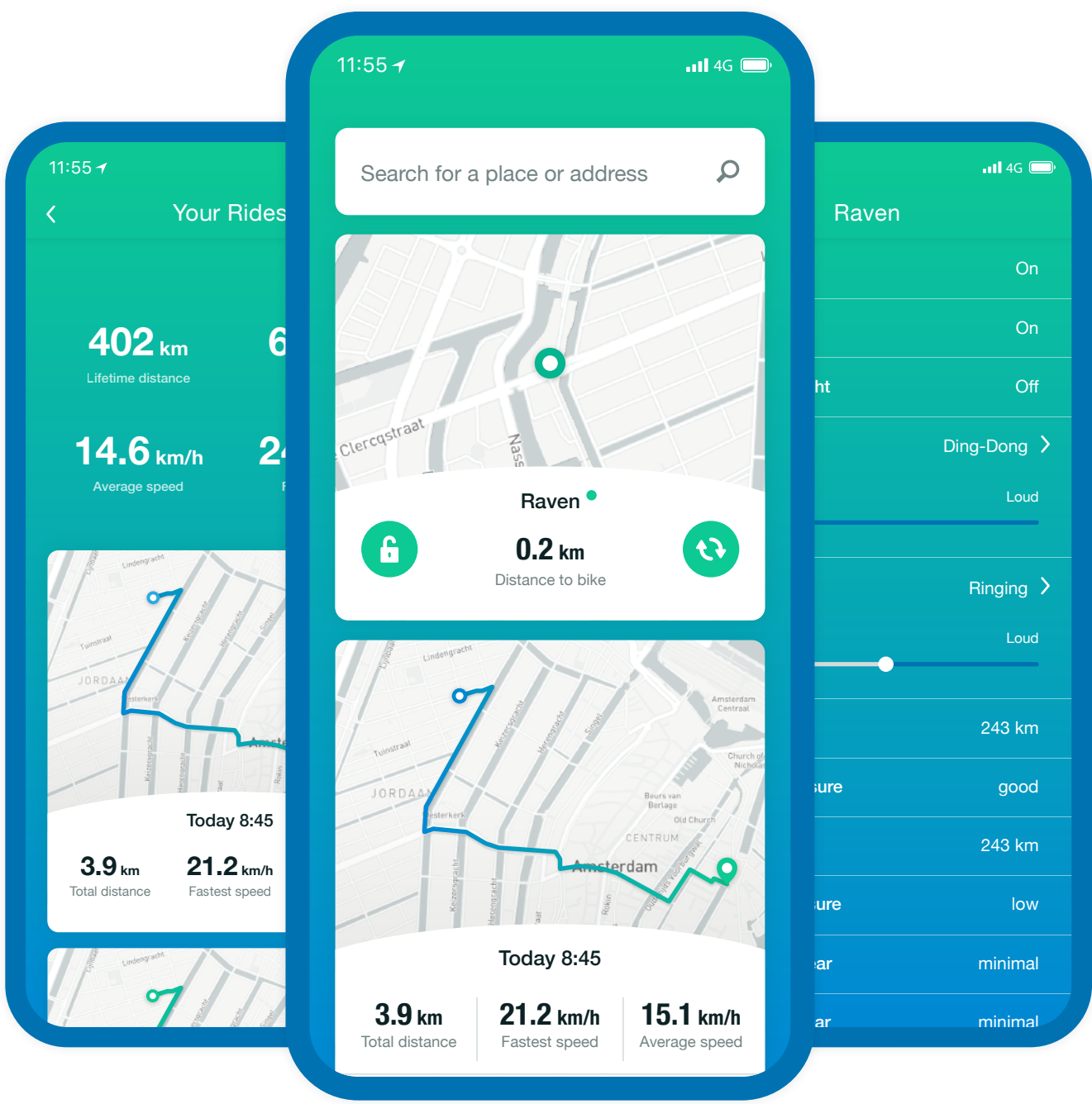
Overview

Fog

subtle and soft
color to highlight place
clean typography

Thunder

strong grid
pops of color
bold typoography

Rain

rounded shapes
color in background
functional typography