



# Driveway

## Driveway Application

White label support

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# Introduction

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This document specifies white label customization functionality of Driveway application.

Note: The technical/engineering details will be added after review.

The document will list parameters and how they are applied in the different screens in the different stages of the lifecycle of the application.

## Additional Assets

### **App icons:**

App launch icon with logo

In-app custom icon.

iTunes store icon

GooglePlay store icon

# Design Principles

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## Clarity

Throughout the system, text is legible at every size, icons are precise and lucid, adornments are subtle and appropriate, and a sharpened focus on functionality motivates the design. Negative space, color, fonts, graphics, and interface elements subtly highlight important content and convey interactivity.

## Deference

Fluid motion and a crisp, beautiful interface help people understand and interact with content while never competing with it. Content typically fills the entire screen, while translucency and blurring often hint at more. Minimal use of bezels, gradients, and drop shadows keep the interface light and airy, while ensuring that content is paramount.

## Depth

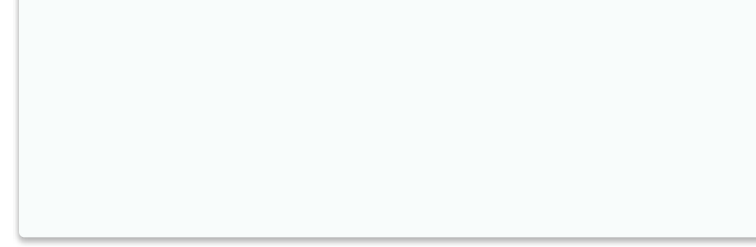
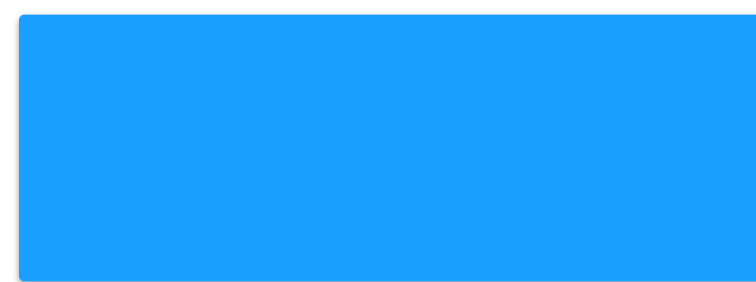
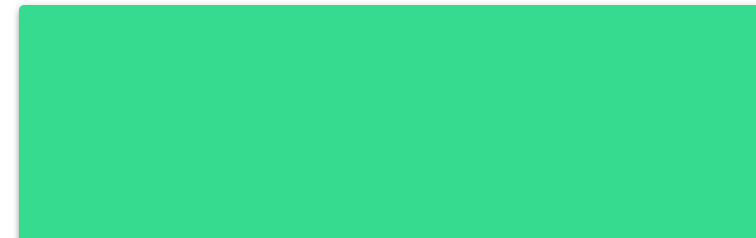
Distinct visual layers and realistic motion convey hierarchy, impart vitality, and facilitate understanding. Touch and discoverability heighten delight and enable access to functionality and additional content without losing context. Transitions provide a sense of depth as you navigate through content.

# Parameters

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The document will list parameters and how they are applied in the different screens in the different stages of the lifecycle of Driveway's application.

## Colors

- Brand Background Color : Type is RGB  HEX# F8FCFB
- Brand Primary Color : Type is RGB  HEX# 1A9FFF
- Brand Secondary Color - Type is RGB  HEX# 37DB90

## Font Colors

- Brand Primary Color : Type is RGB  HEX# 1A9FFF
- Secondary Color - Type is RGB  HEX# 505050

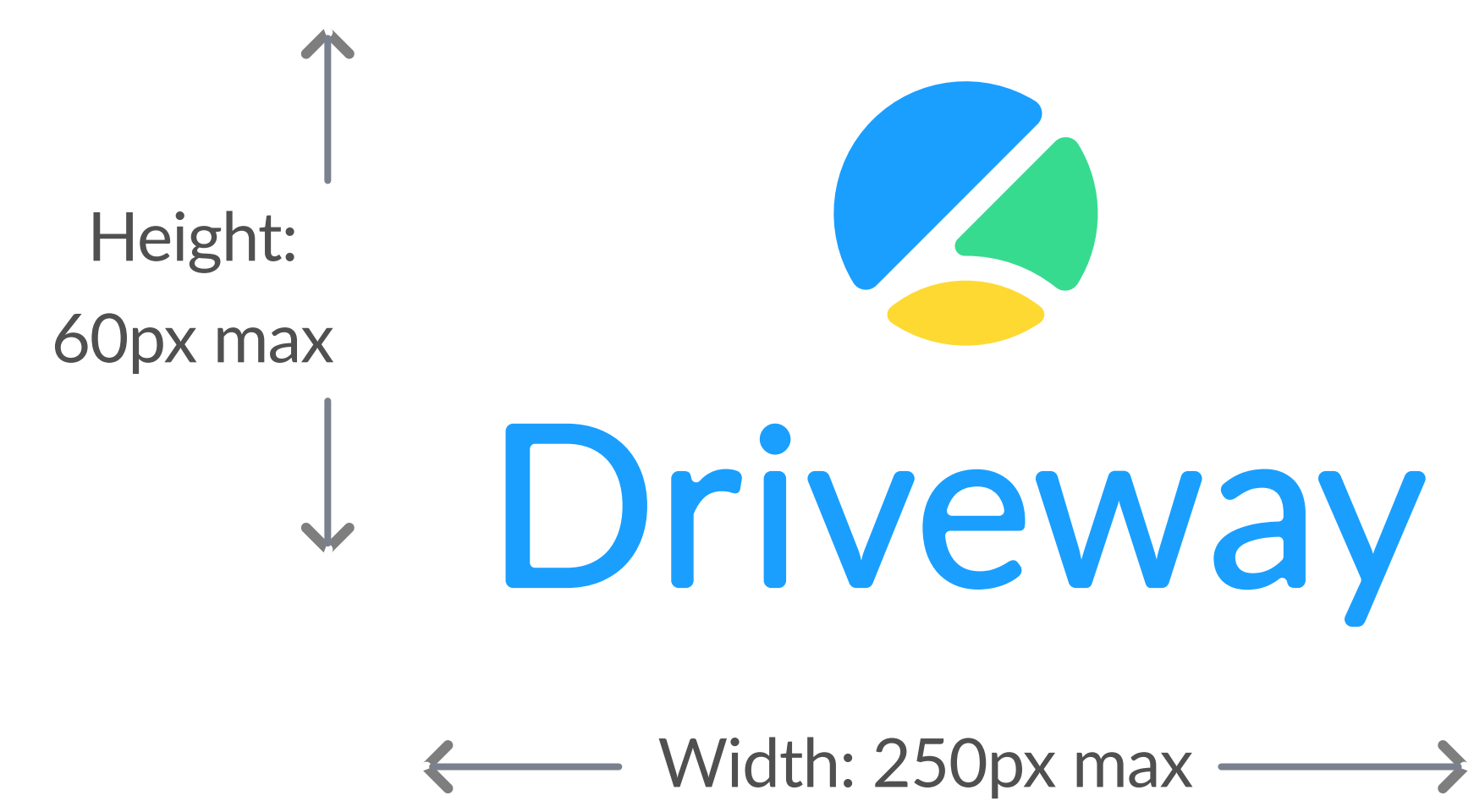
## Icon Colors

- Brand Primary Icon Color : Type is RGB  HEX# 1A9FFF

# Logos

(option 1), according to screens to be used in:

- TitleBarLogo (Horizontal Long, i.e. Symbol AND Word) - Format: PNG



- SymbolAndTextLogo (Horizontal Long, i.e. Symbol AND Word)- Format: PNG





- SplashScreenLogo (can be either TitleBarLogo or MenuLogo) - Format: PNG



## Logos

(option 2), according to size/type + Json defining which Logo goes into which screen.

- SymbolOnlyLogo (Horizontal Short, i.e. Symbol) - Format: PNG



- TextOnlyLogo (Horizontal Short, i.e. Word) - Format: PNG



## Text

- CompanyNameShort - Type Text (not in use) (please clarify from R&D)

## Distraction Free Trips/Score Colors

- 81-100% - Color : Type is RGB



HEX# 37DB90

- 65 - 80% - Color : Type is RGB



HEX# 37DB90

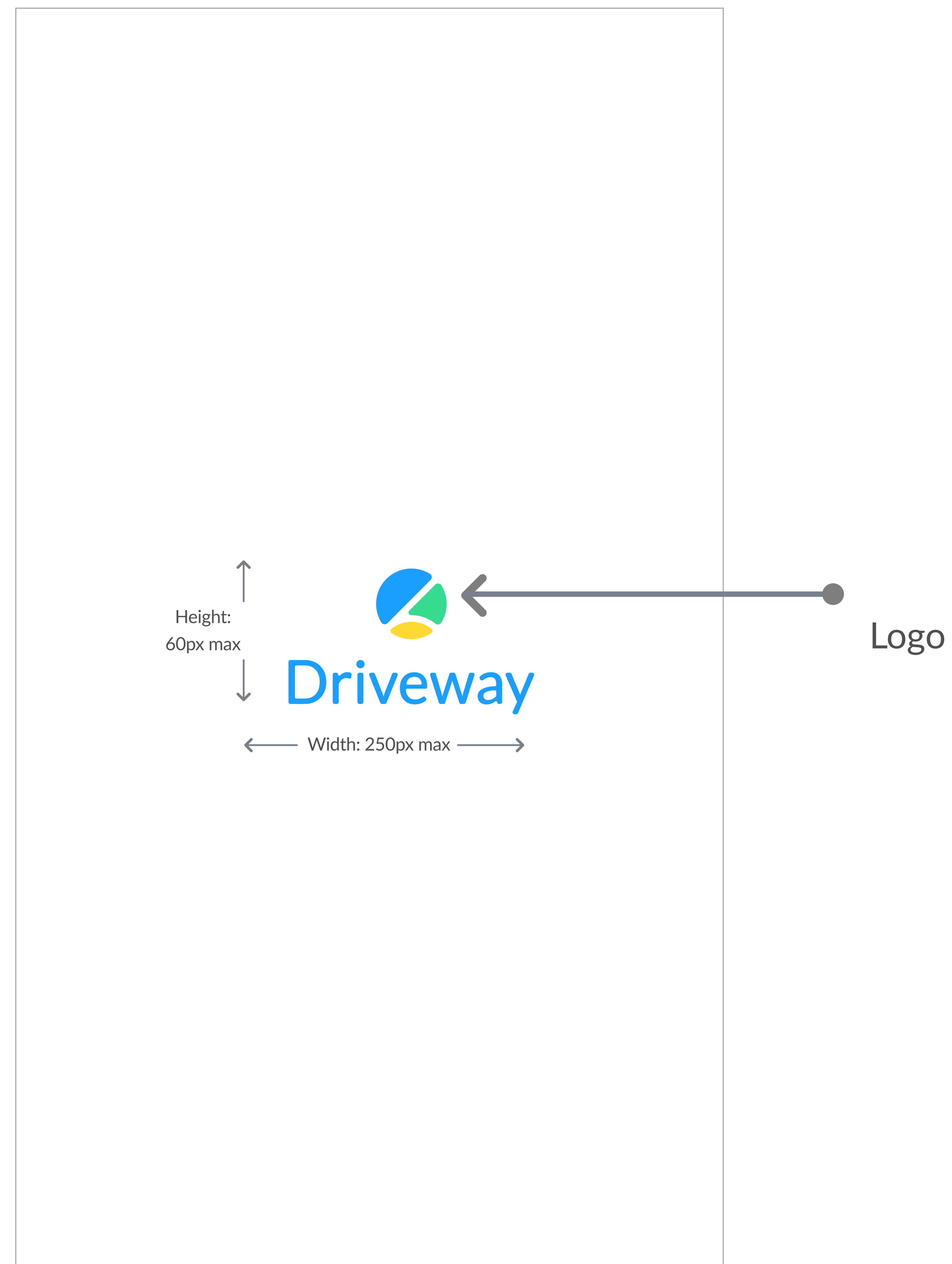
- 0 - 64% - Color : Type is RGB



HEX# 37DB90



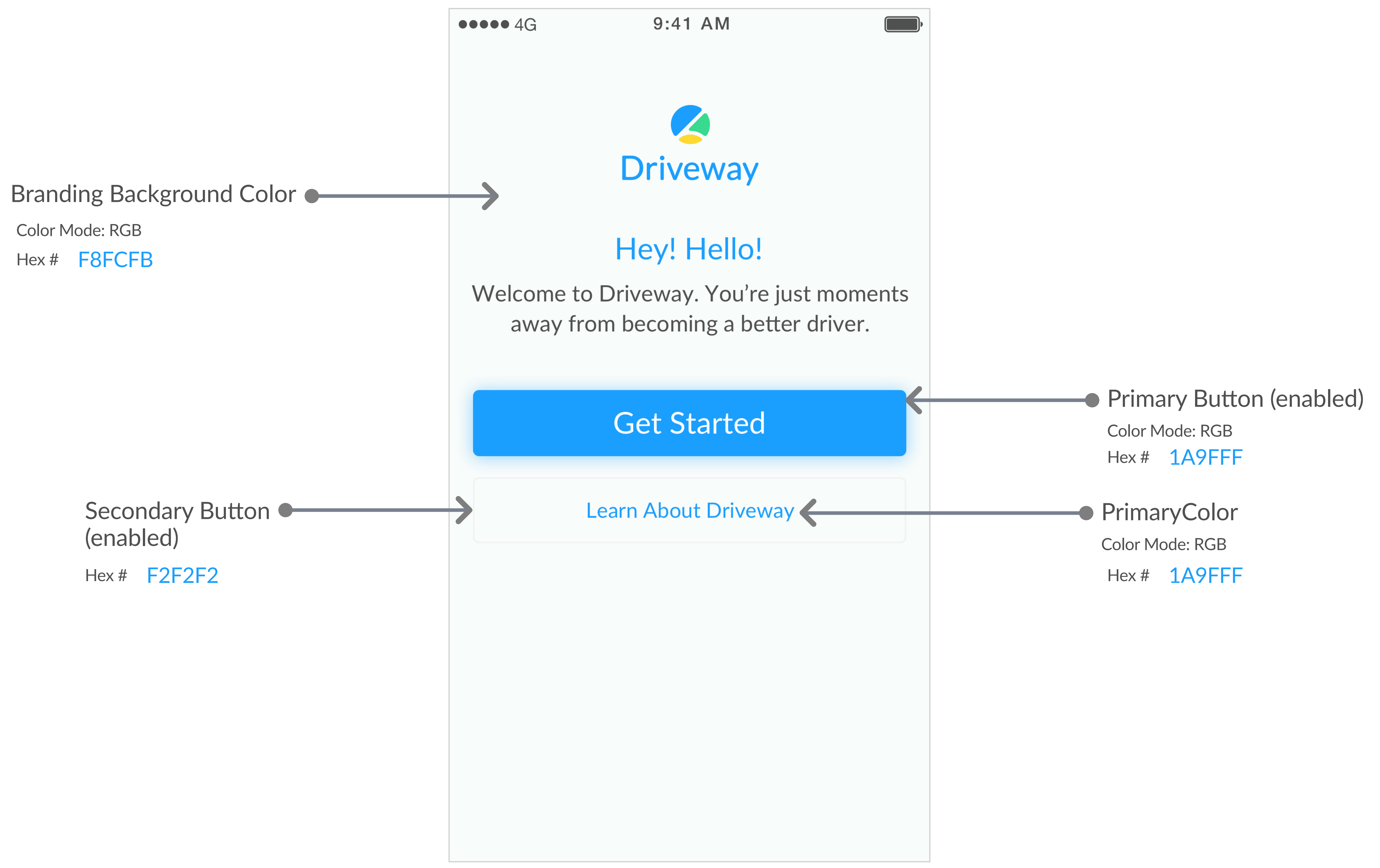
# Launch Screen



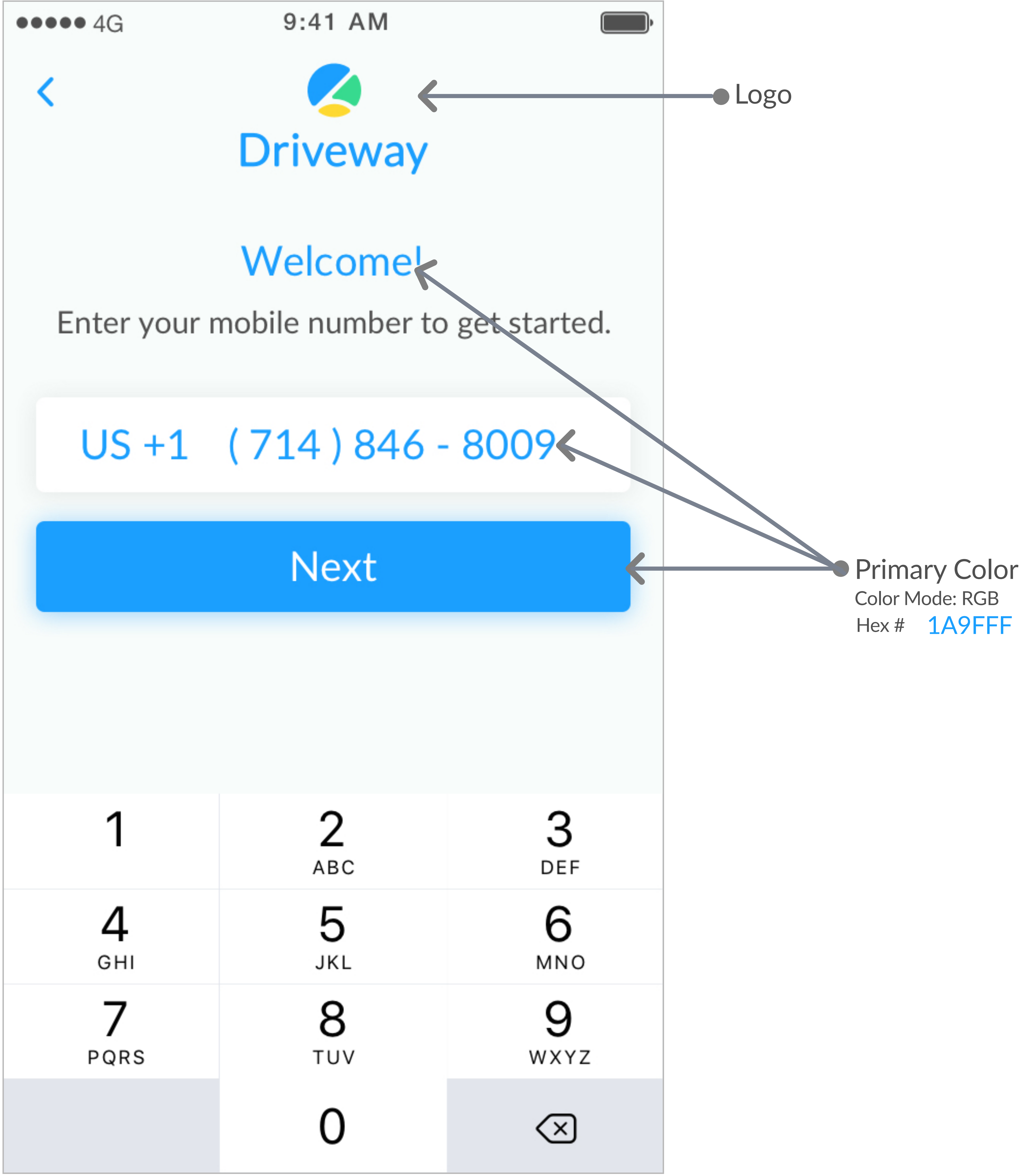
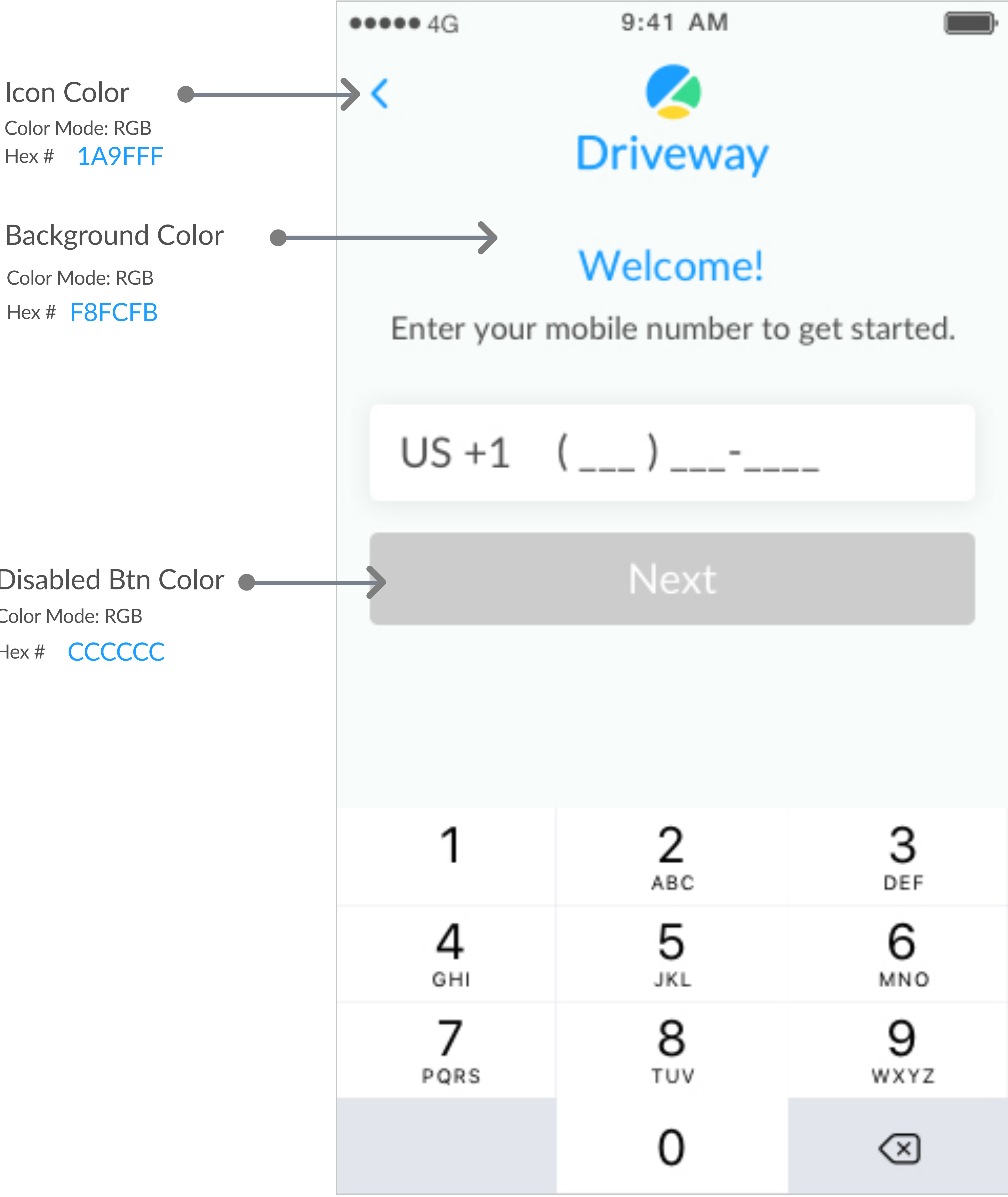
## Notes:

SplashScreenLogo/TitleBarLogo is shown, that can be customized. Mobile team needs to verify feasibility. If not possible, maybe we show nothing. If TitleBarLogo can be used, then we used it, otherwise we will add the SplashScreenLogo. MainTintColor is applied.

# Welcome Screen



# Onboarding Screens



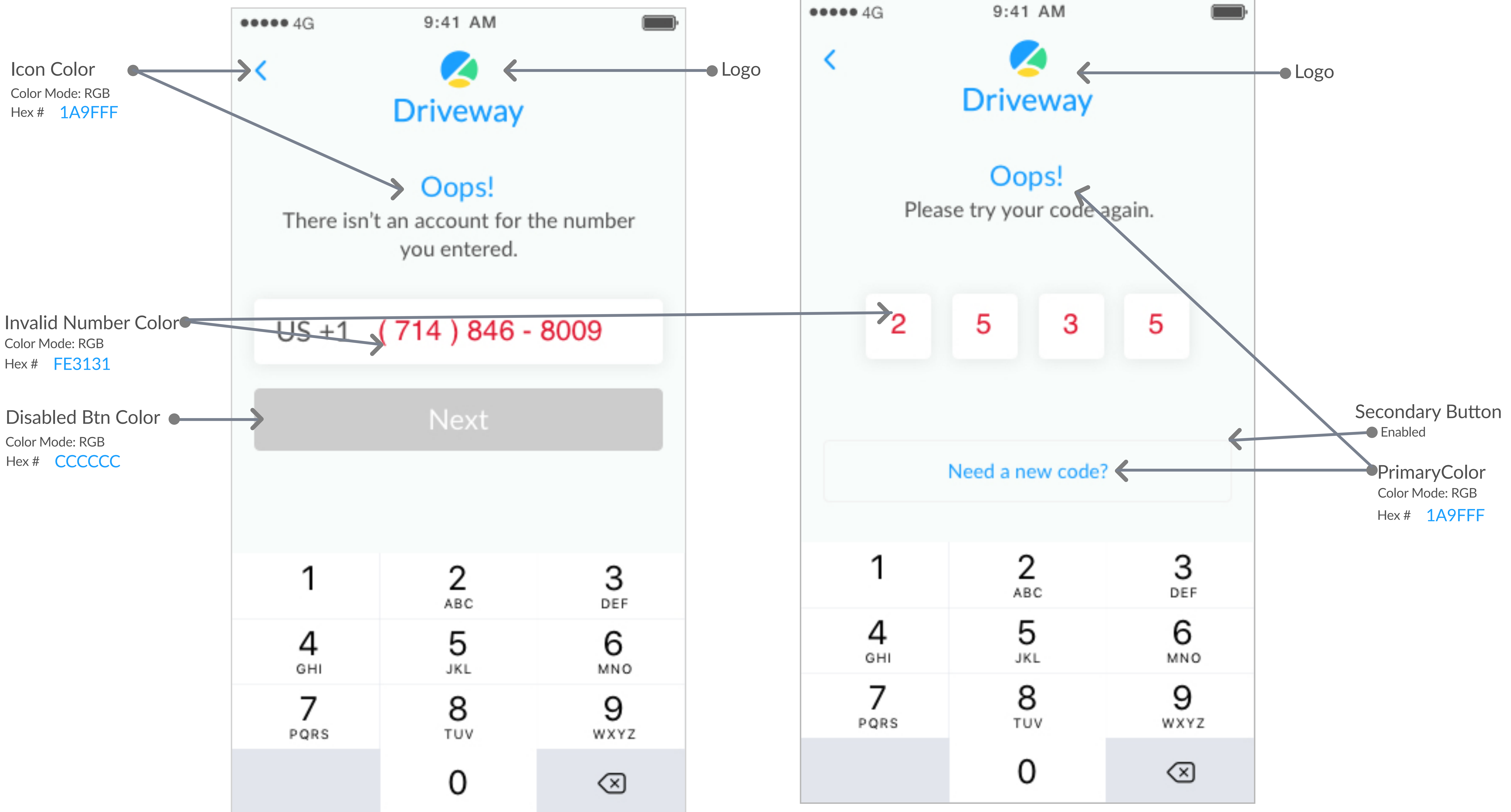
Notes:

Screen Functional Purpose:

- The field is masked so that the option to tap Next is only enabled when a 10-digit number is entered
- “Don’t Have an Account” navigates back to 1.0 Intro page which has some copy about the app and program
- Tapping Next sends the number entered to the server.
- Additional Onboarding screens will follow the same branding guide as this screen.



# Onboarding Screens - Alerts



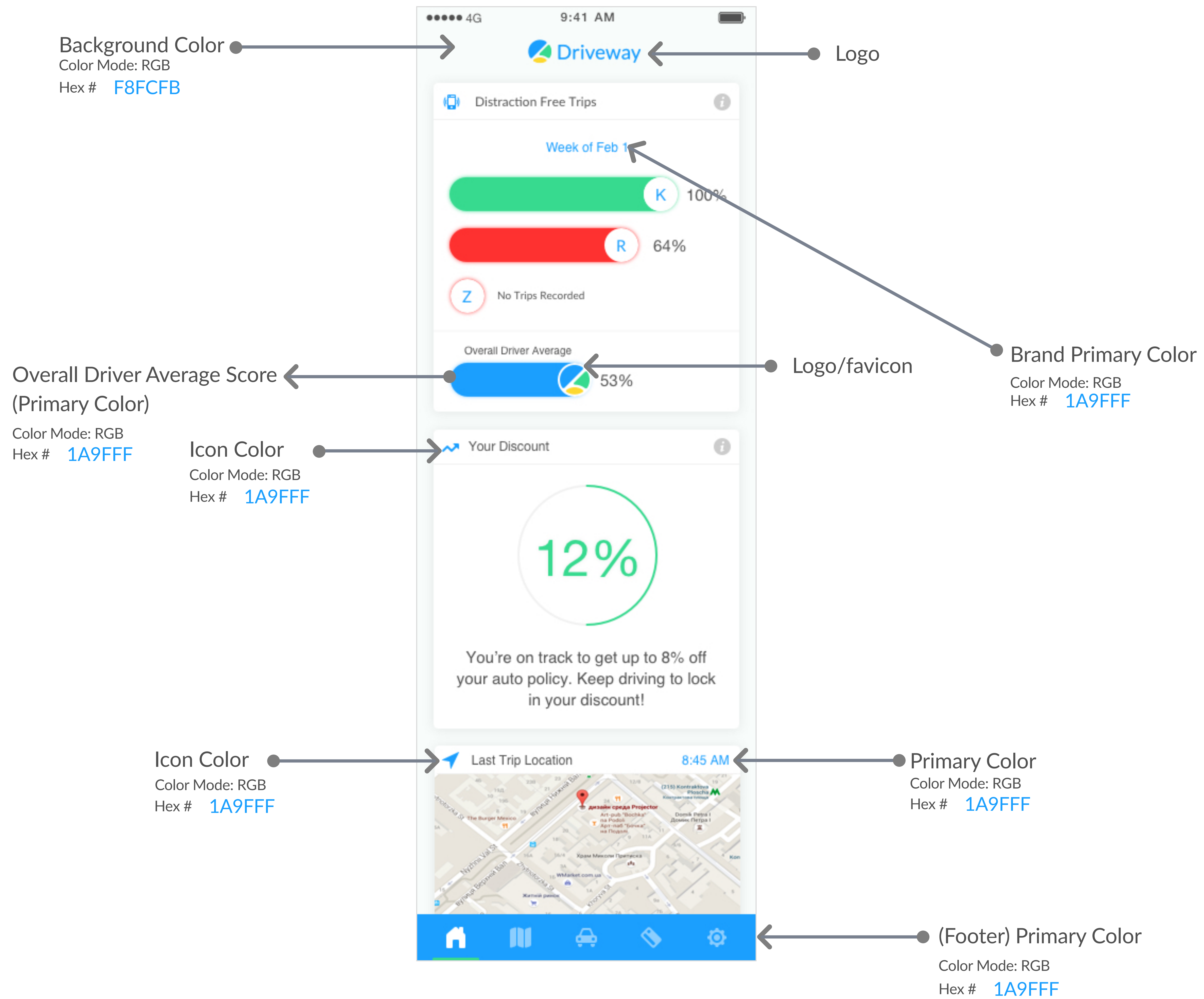
Notes:

## Screen Functional Purpose

- The field is masked so that the option to tap Next is only enabled when a 10-digit number is entered
- “Don’t Have an Account” navigates back to 1.0 Intro page which has some copy about the app and program
- Tapping Next sends the number entered to the server.
- Additional Onboarding screens will follow the same branding guide as this screen.



# Home Screen



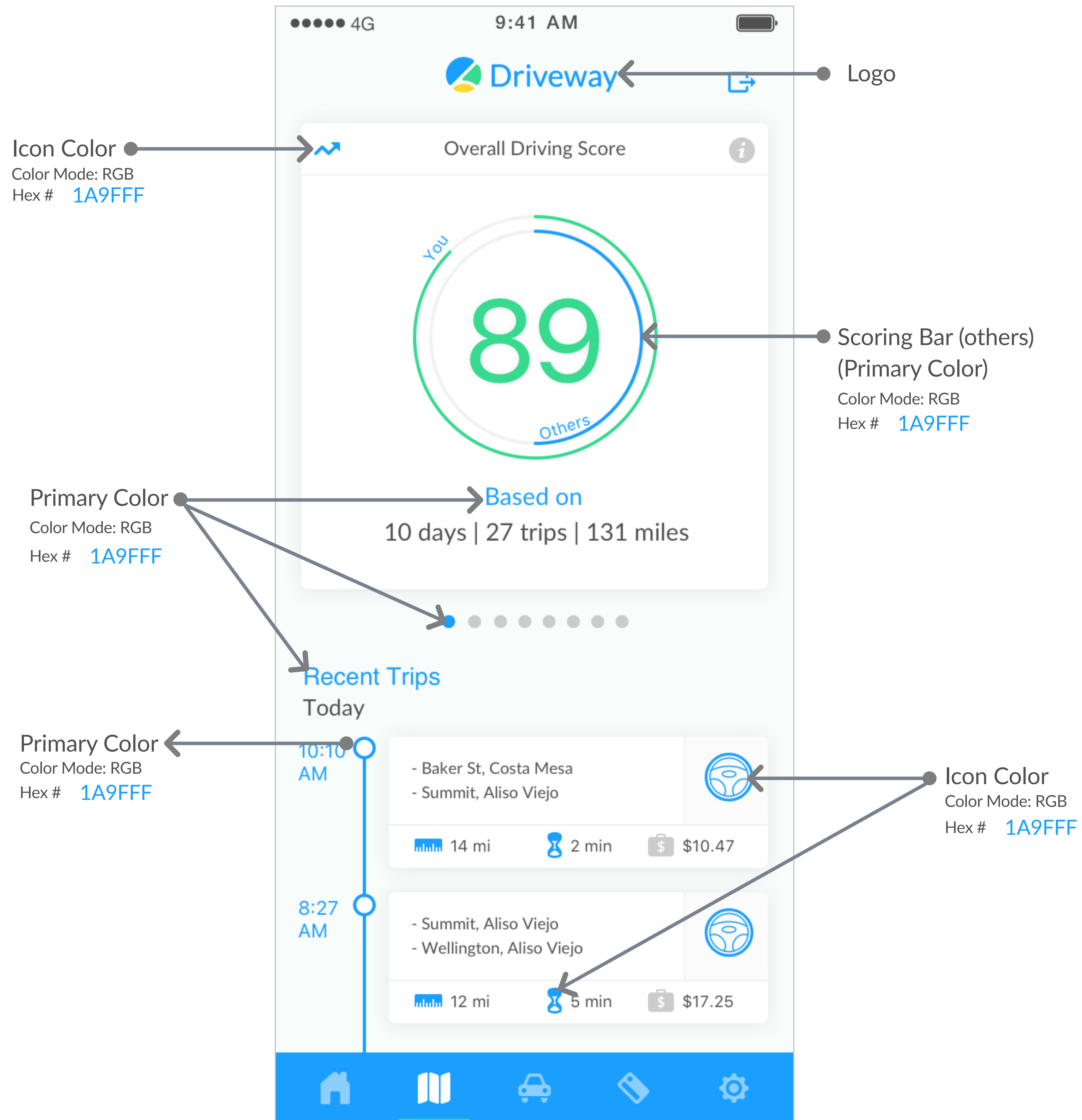
Notes:

## Screen Functional Purpose

- For the Driveway-branded app, members of the household appear on the leaderboard based on their % score (using the same scale and colors used for driving scores on the trips screen). These colors are not changeable.
- The “Overall Driver Average” is represented by the brand primary color.



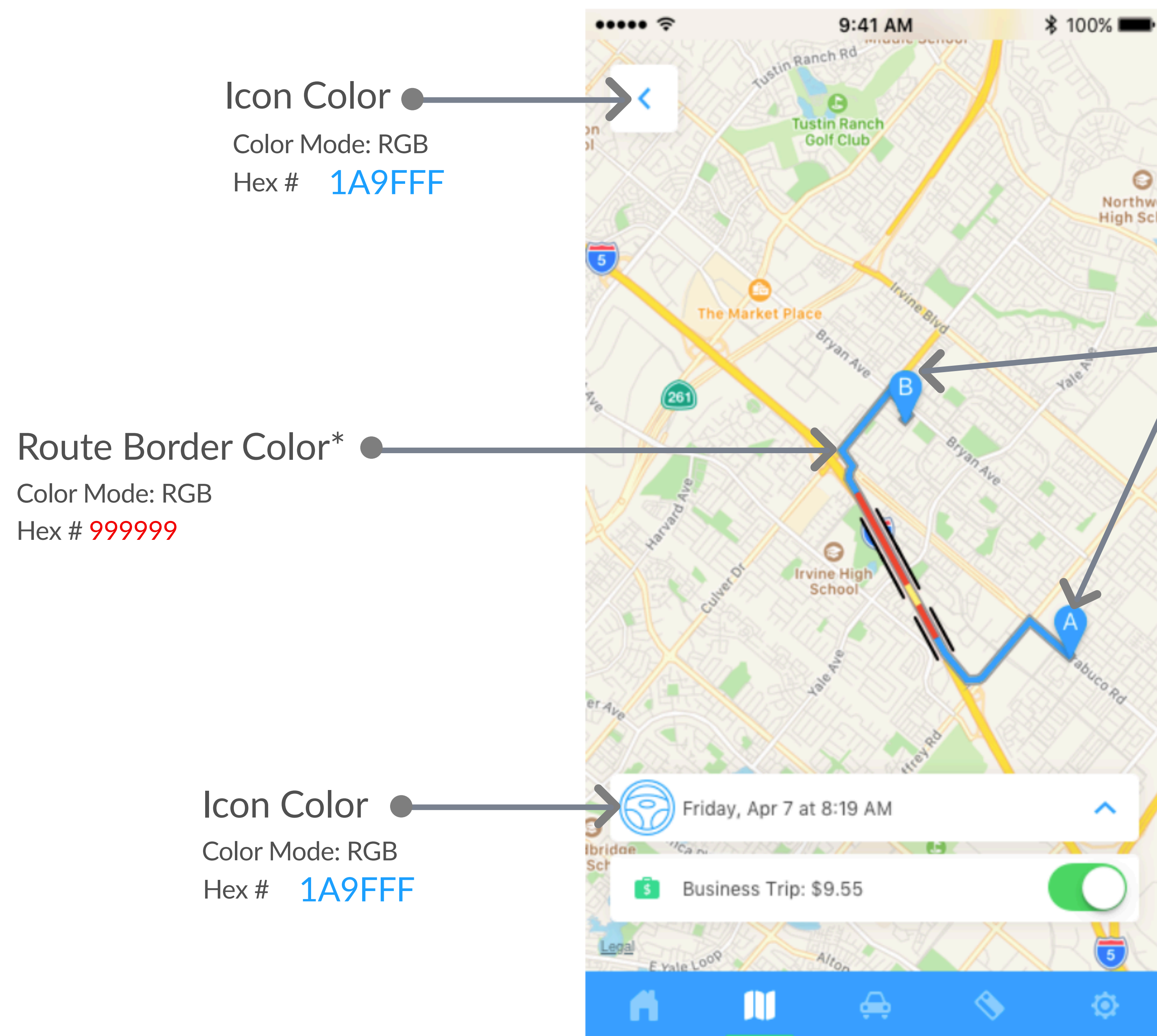
# Trips Screen



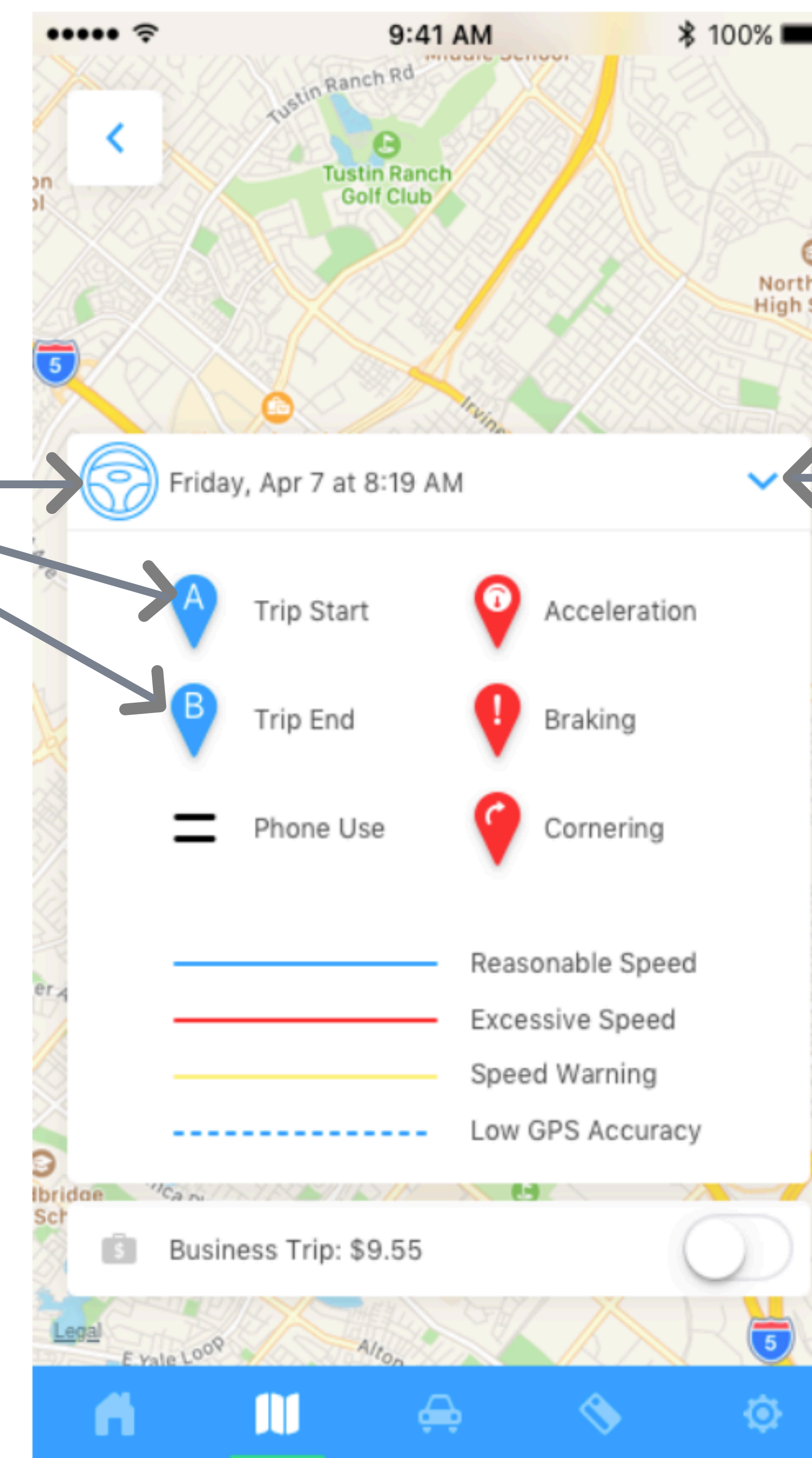


## Route Details

## Route Details (Floating Legend Bar)



Primary Color  
Color Mode: RGB  
Hex # 1A9FFF

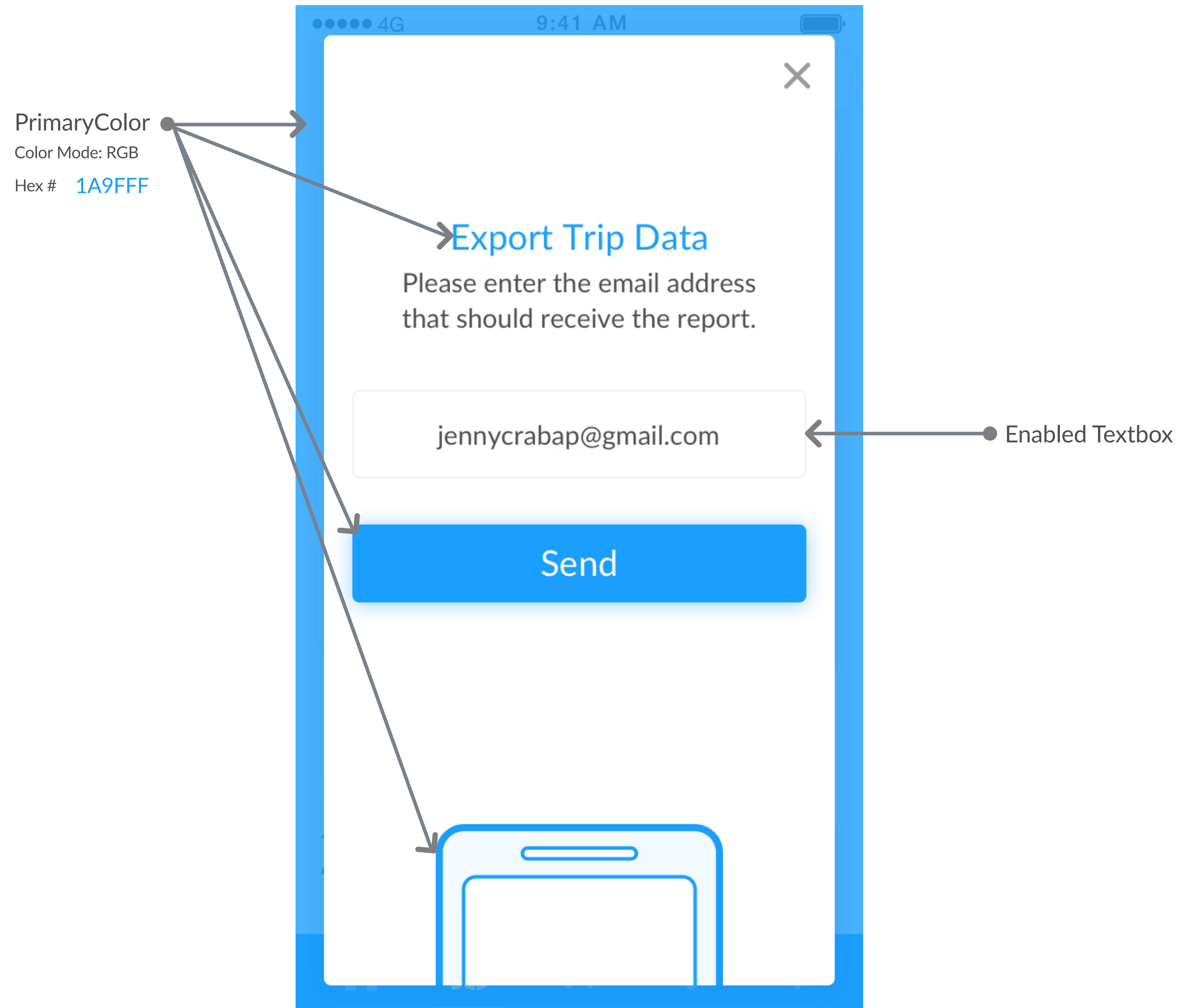


### Notes:

toggling a business trip on/off should toggle the button and flag the trip on the server appropriately, so that when a user exports the trips, the business trips are marked accordingly.  
 - The route border color\* on the route should be #999999 instead of black.



# Export Trip Data

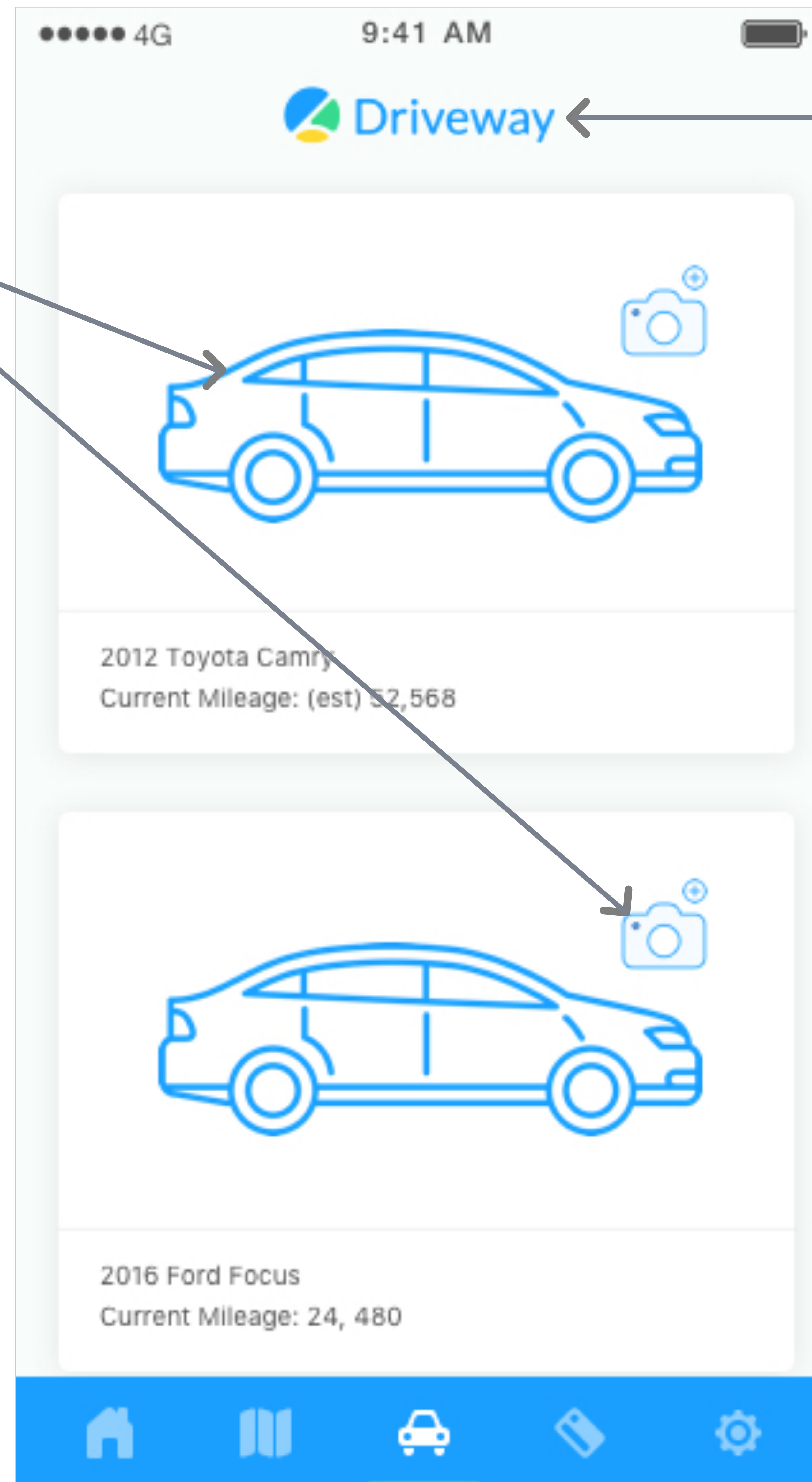


Export Trip Data

In order to make tracking business trips useful, the user needs a way to export all of the data so that they can tally their miles and share with their accountant.

# Vehicle's List

PrimaryColor  
Color Mode: RGB  
Hex # 1A9FFF



Logo

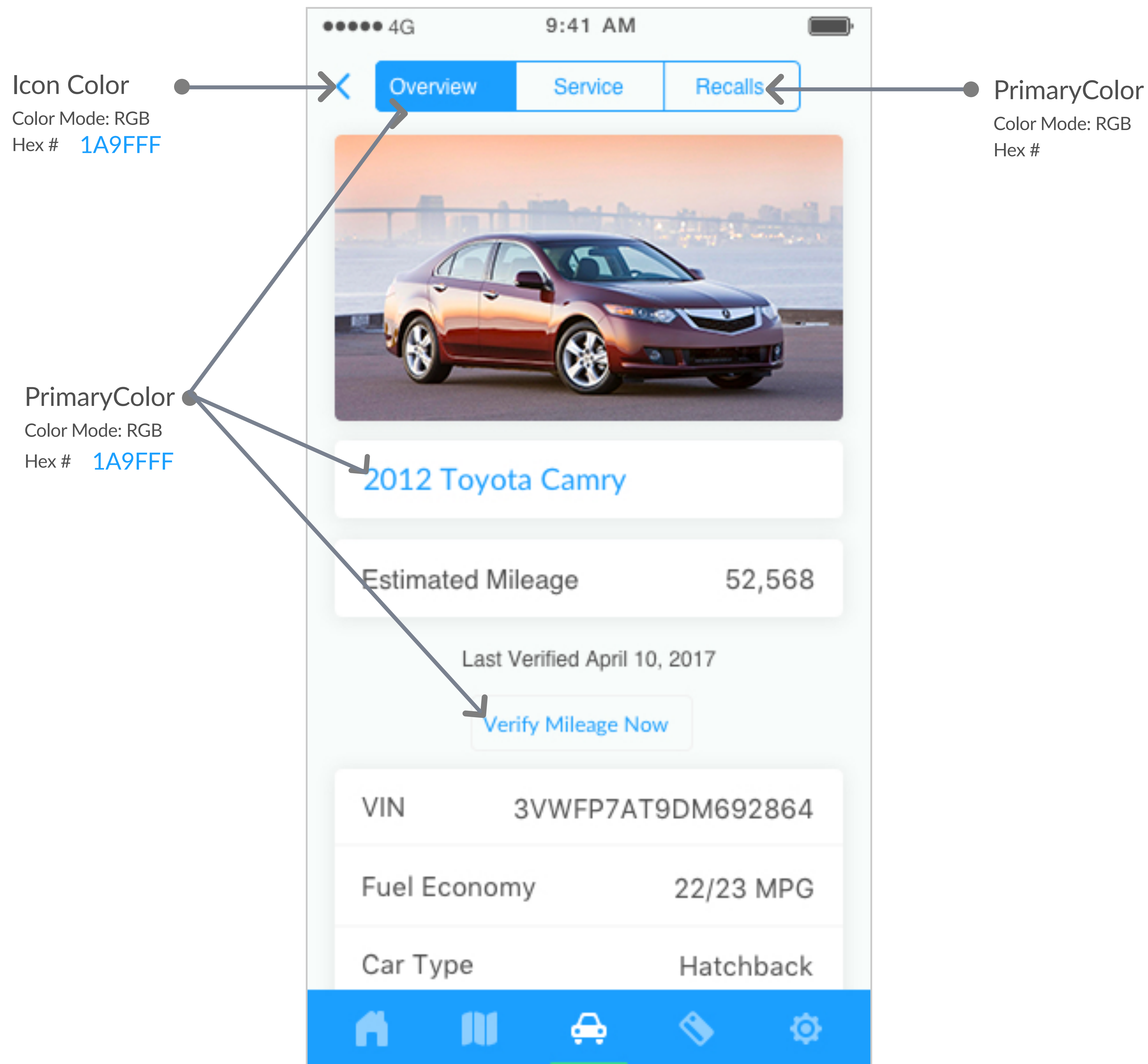
There is no strict requirement for the logo image size, as anything you'll upload will be resized to fit in the native app menu bar on iOS and Android. For optimal results we recommend to use a PNG image file with **60px height** and no more than **250px width**.

Vehicle Page

To start, we will pull the stock image for the car, until the user has a chance to upload a photo



# Digital Glovebox



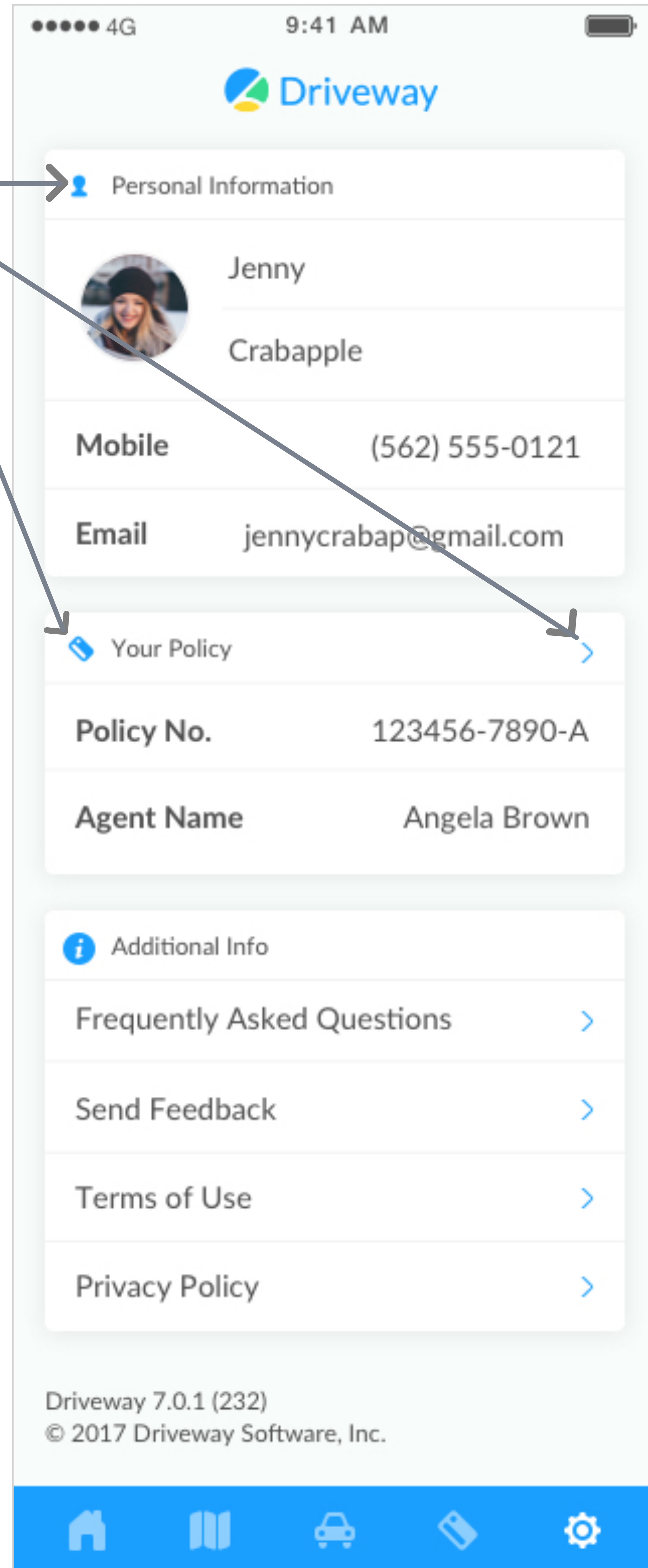
## Screen Functional Purpose

Allow the user to see more information about a specific car in the list.



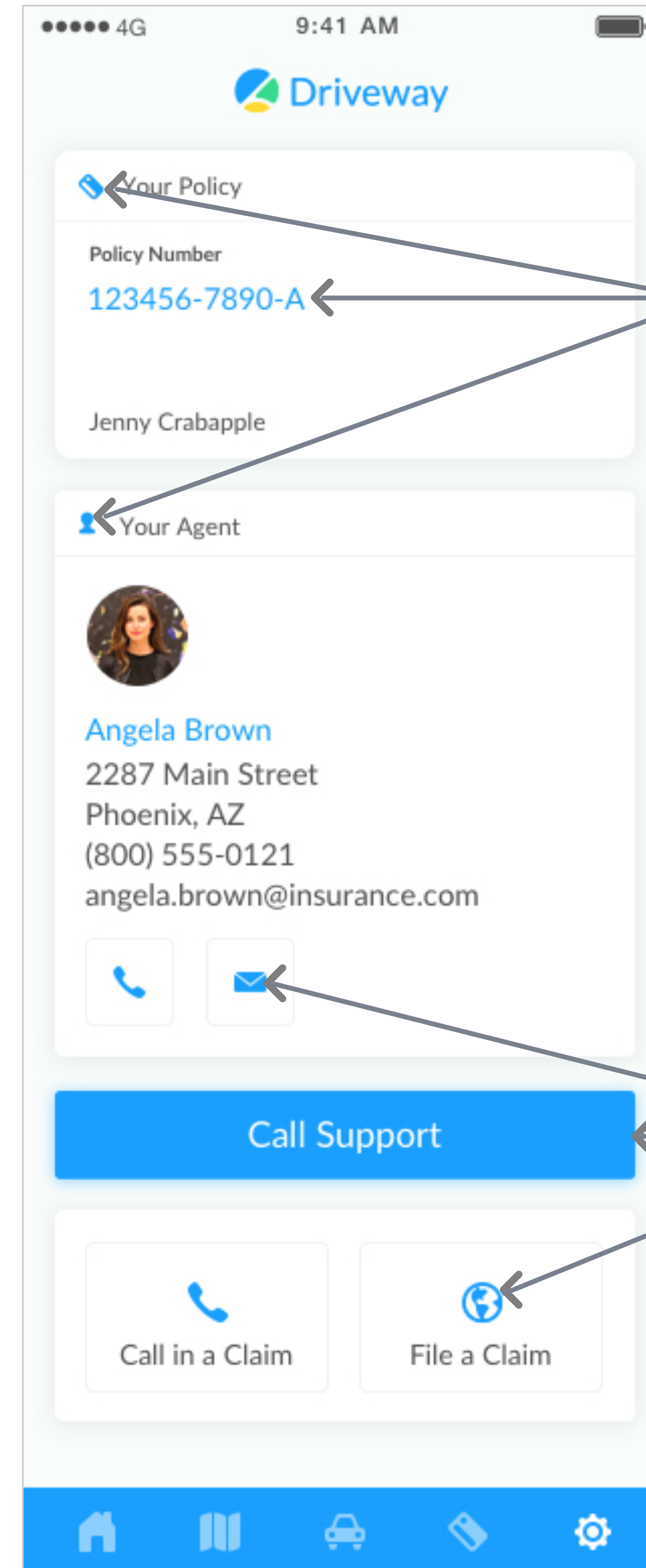
# Settings

Icon Color  
Color Mode: RGB  
Hex # 1A9FFF



## Screen Functional Purpose

Name, mobile number, and email address will not be editable in the app. This info comes directly from Insurance carrier.



PrimaryColor  
Color Mode: RGB  
Hex #

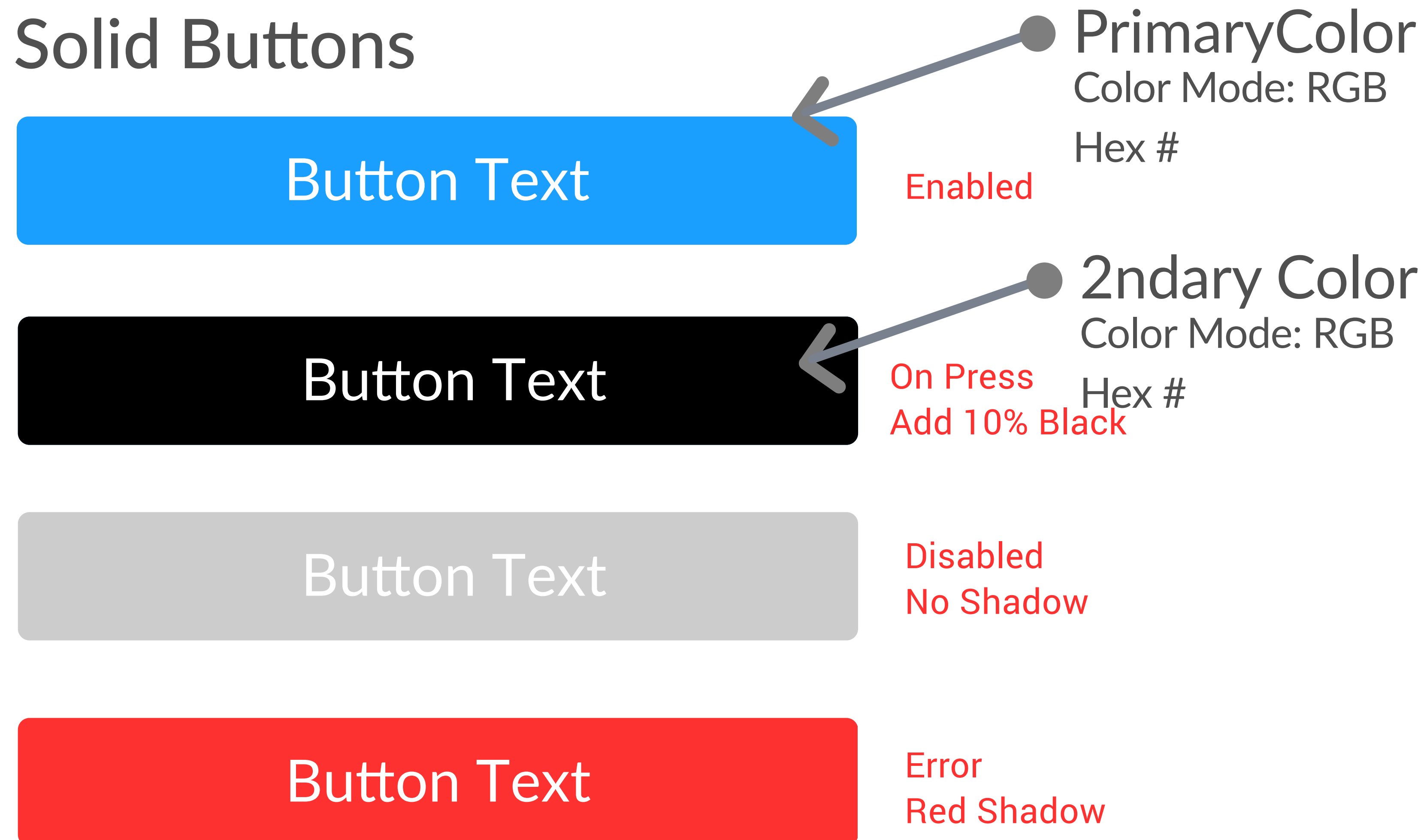
PrimaryColor  
Color Mode: RGB  
Hex #

## Screen Functional Purpose

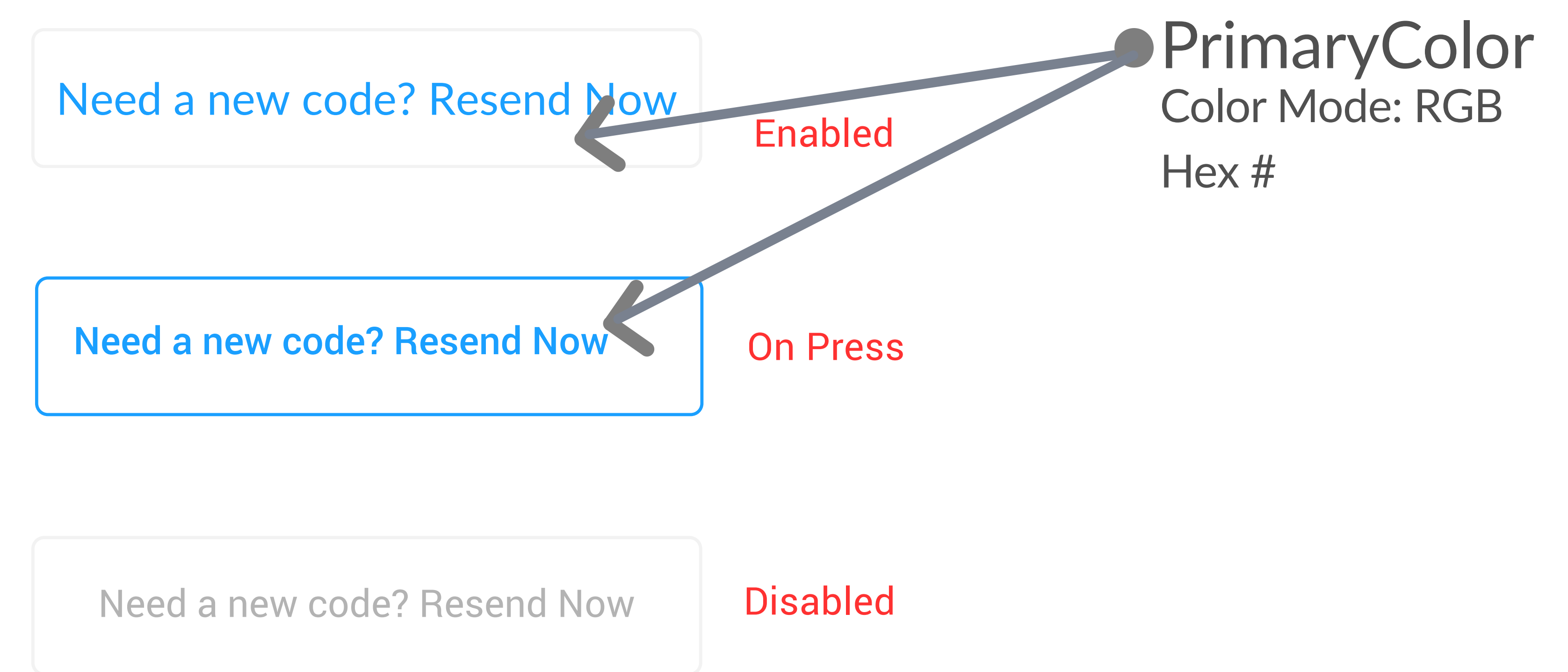
When tapping on "Your Policy" Nav arrow in the previous screen, user's policy detailed information will be displayed.

# Buttons & Fields

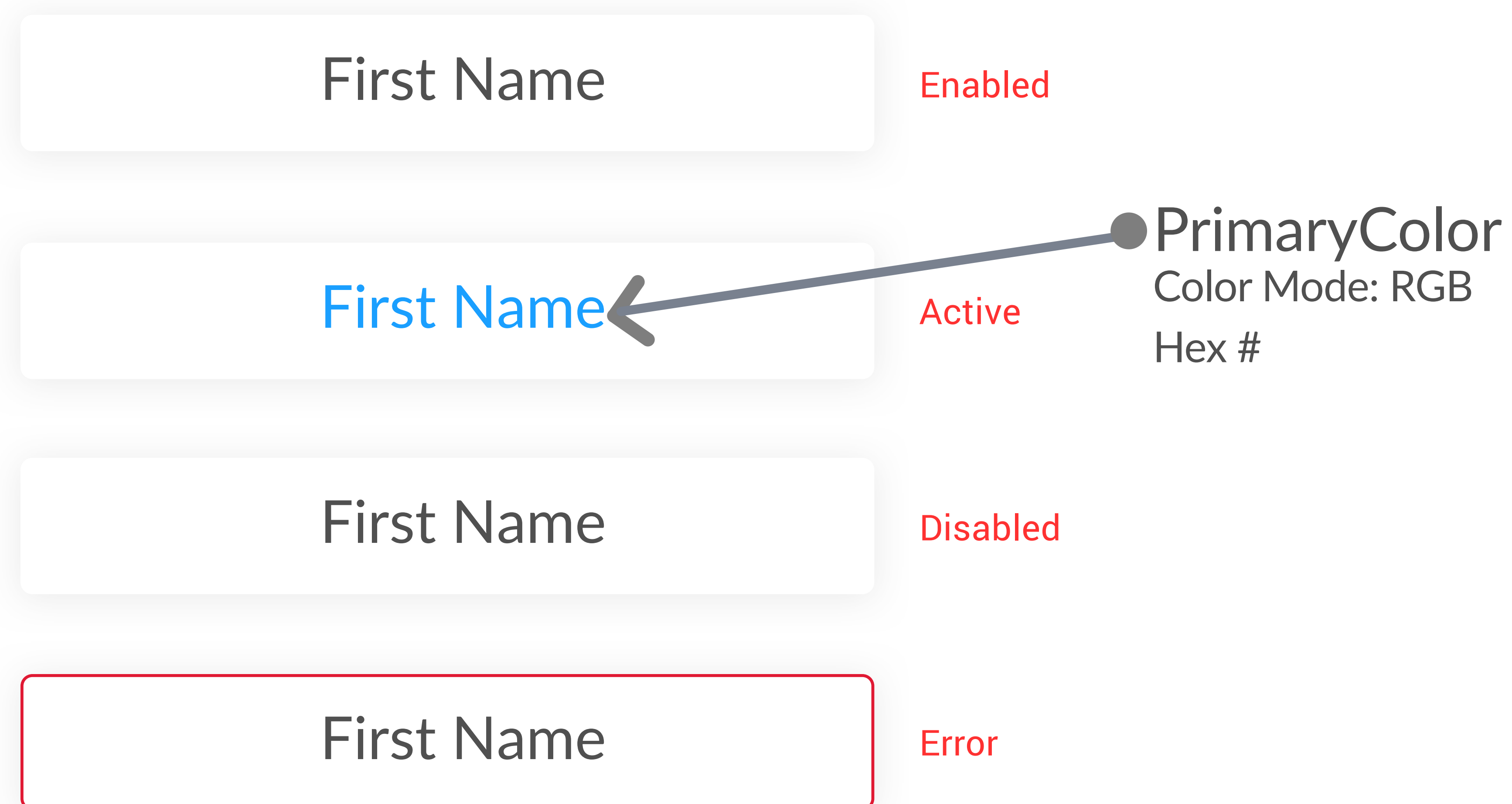
## Solid Buttons



## Secondary Buttons

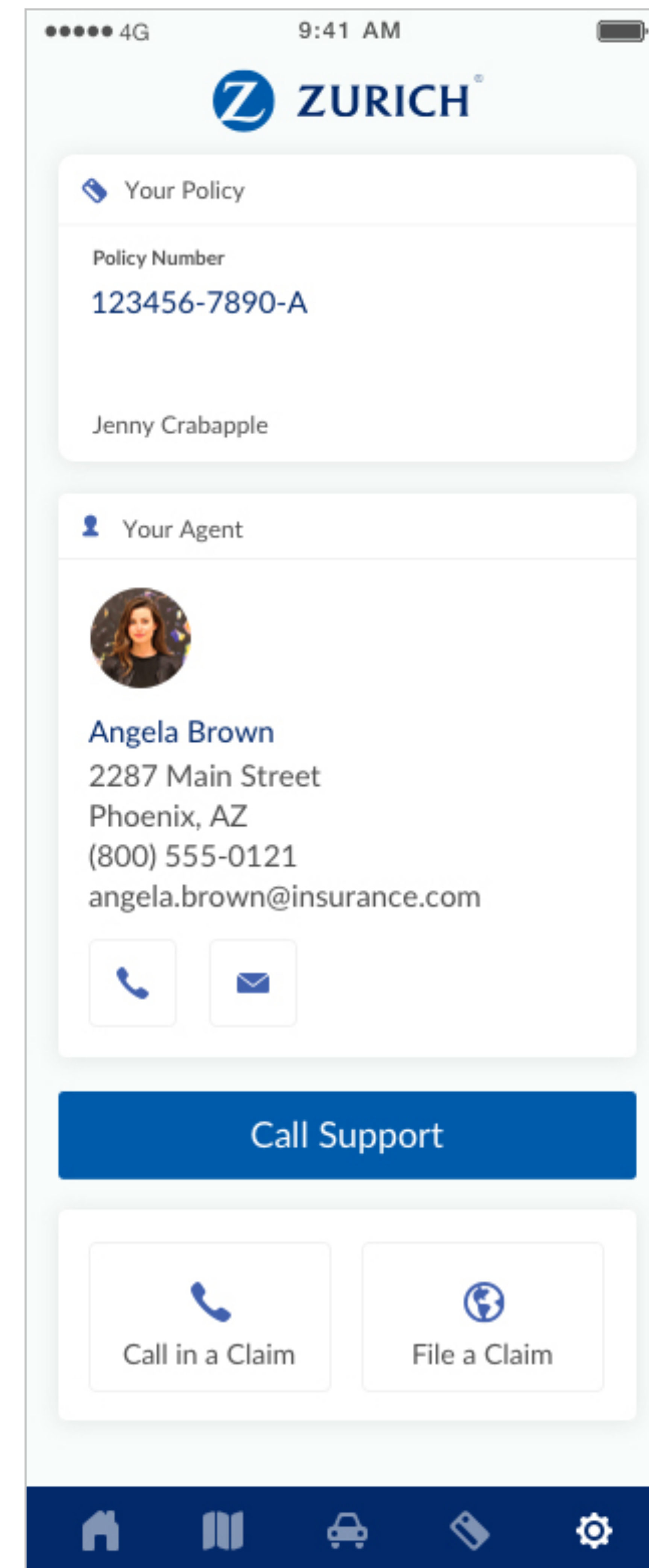
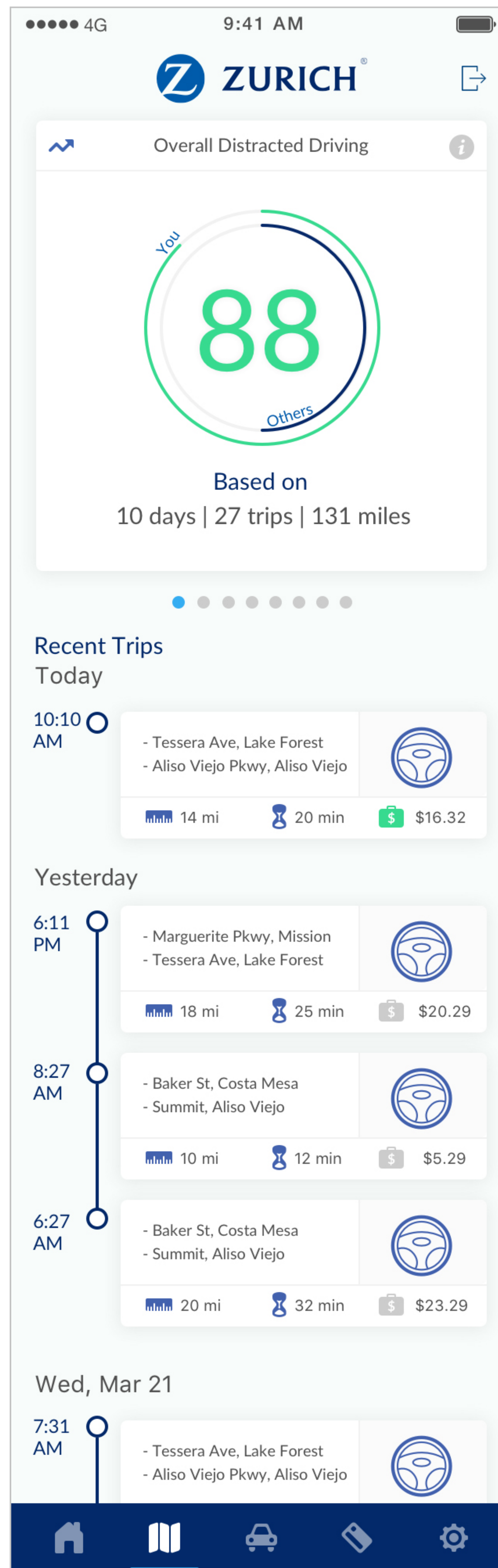
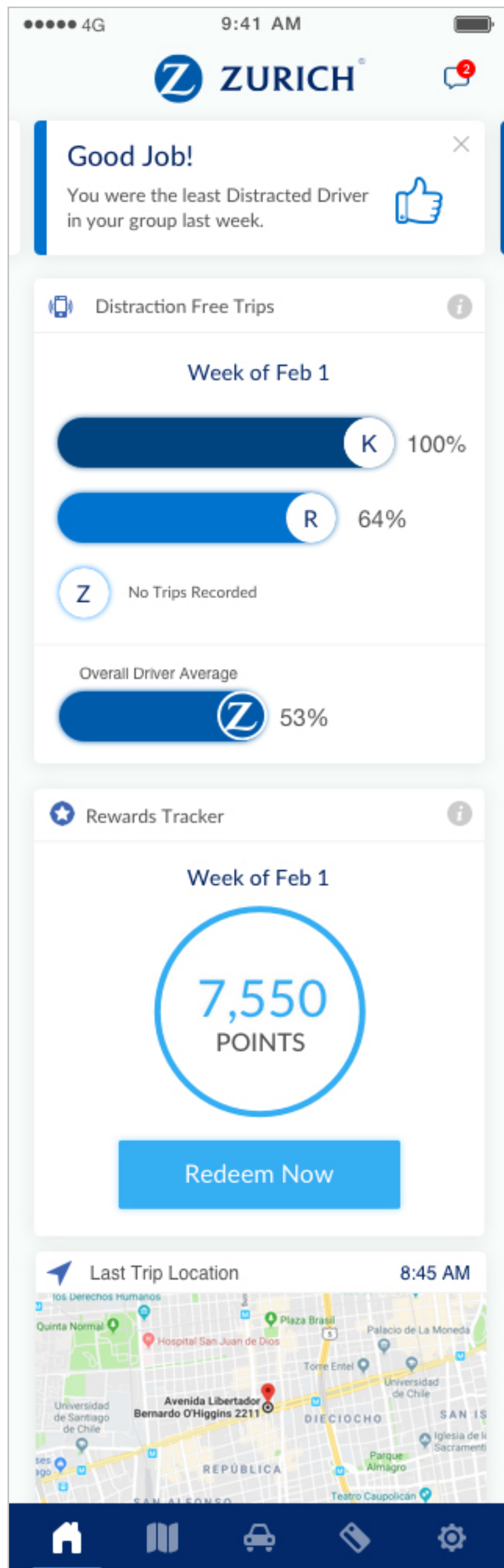


## Fields





# Examples - Zurich







Driveway