



QUARANTÄNE HELDEN

Social App Branding

QuarantineHeroes is a platform that connects people in need or in quarantine with those who are able to help them run errands, deliver groceries, or perform other acts of kindness.

Workfields: Art Direction, Identity & Logo, Platform User Interface Design, Social Media

Task

How to address our two target groups: students and young working professionals who are willing to help, and people - often with pre-existing conditions or around 50+ years old - who need help while they are in quarantine.
Time frame: one day.



Approach

Three factors enable the instant success of the platform and through that of #solidarity.



User Centric Design

An easy-to-use, user-centered design ensures the accessibility of the platform for all target groups.



PR & Social Media

Sharable content and beautiful user stories encourage press engagement and drive growth on social media.

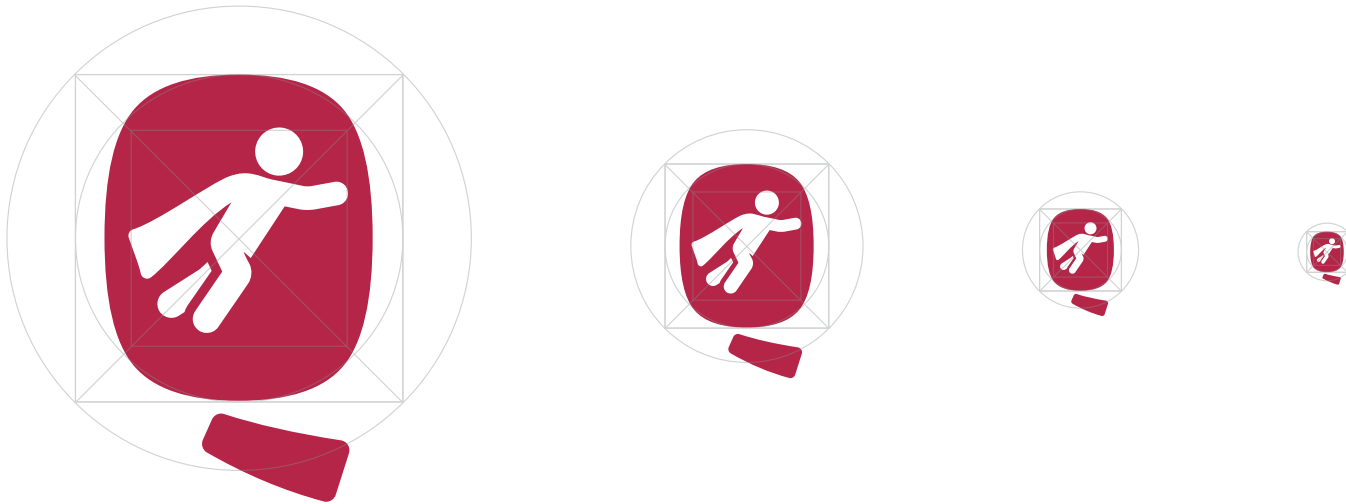


Speed

Timely, yet calculated responses are key to effective crisis management. Time from conception to launch — 24 hours.

Identity

A bold and iconic logo with a clear message gives QuarantineHeroes a memorable and accessible image. Signal colors symbolize ,help' and ,need' and easily guide the user through the platform.



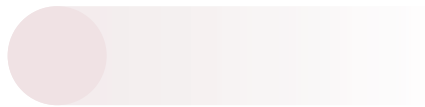
Logo

As simple as a hero in a Q(uarantine). The beautiful outline of the Exo 2 font ,Q' creates a dynamic design.



Color Palette

Signal colors guide the way through the platform and build recognition for social media and PR engagement.



Light Red HEX: #F3E8EA



Deep Red RGB: 182, 34, 62 HEX: #B6223E



Mid Green RGB: 135, 165, 68 HEX: #87A544



Light Green HEX: #EAEFDE



Light Yellow HEX: #F8F4EA

Icons

A visual guide to make user education as easy and appealing as possible. We chose an informative and simple outline style with rounded endings.



Typography

At QuarantineHeroes we use the power of typography to build personality and recognition throughout all our media and communication material.

Primary

Exo 2

Designed by Natanael Gama

Characters & Symbols

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!@#€%*()

Secondary

Open Sans

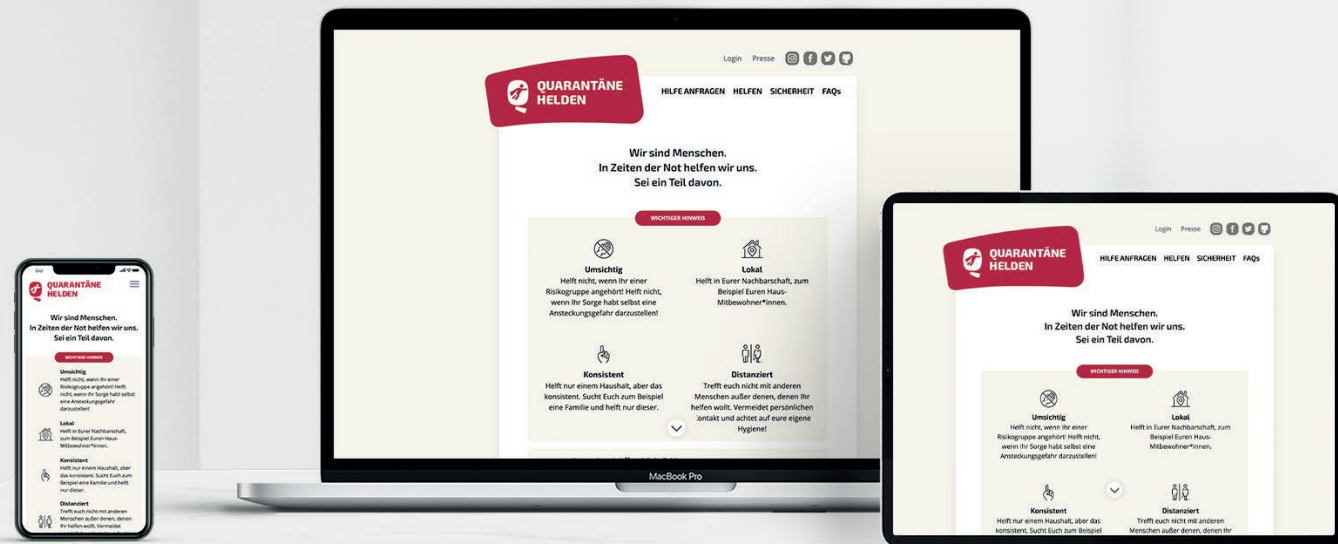
Designed by Steve Matteson

Characters & Symbols

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!@#€%*()

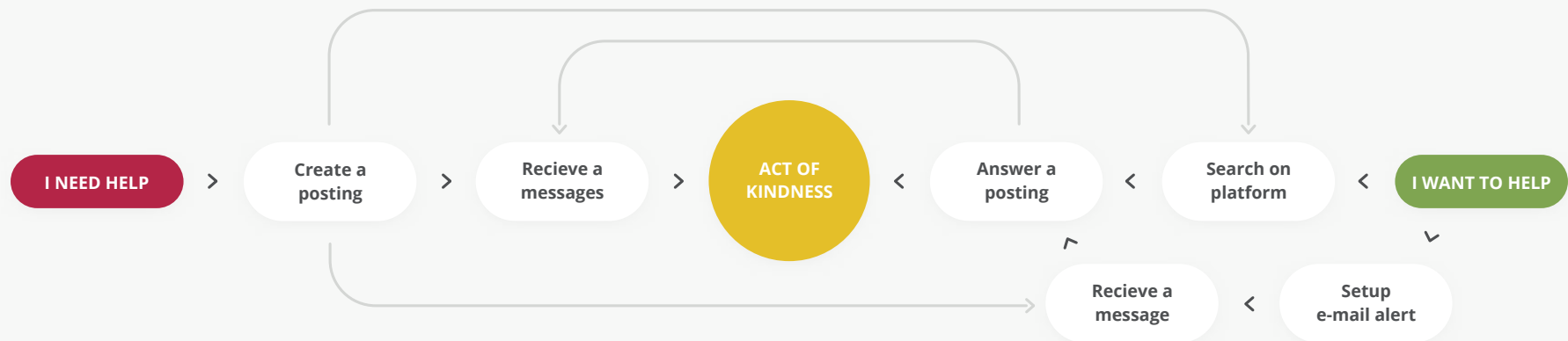
Platform

Versatility is key: The system is built on top of Google's Firebase and uses Github Pages as its hosting system. On the Github repositories all sources of the react-based website and the backend cloud functions are available / open source.



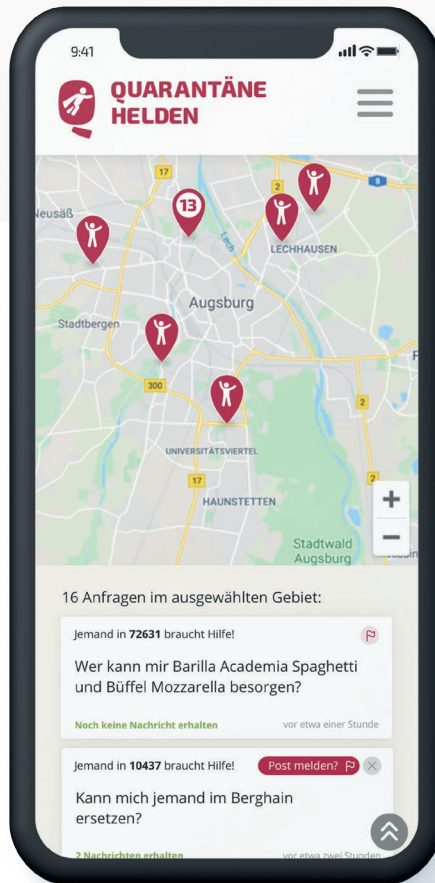
User Flow

Both receiving help and helping, need to be simple. We made it as simple as only two steps.

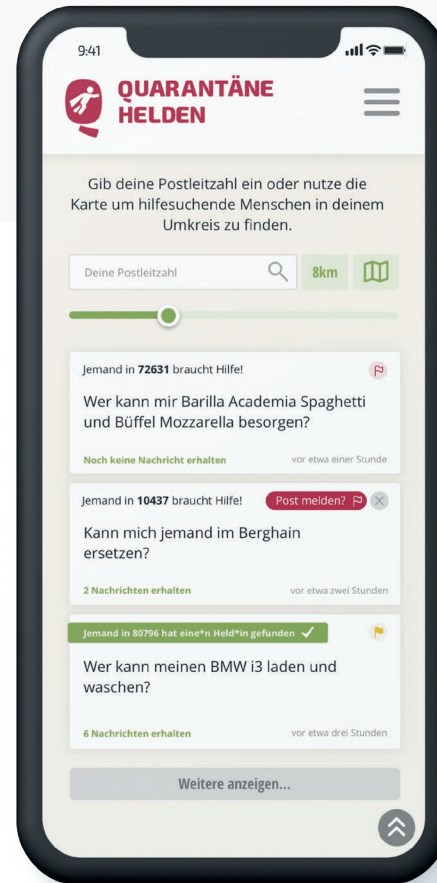


UI Elements

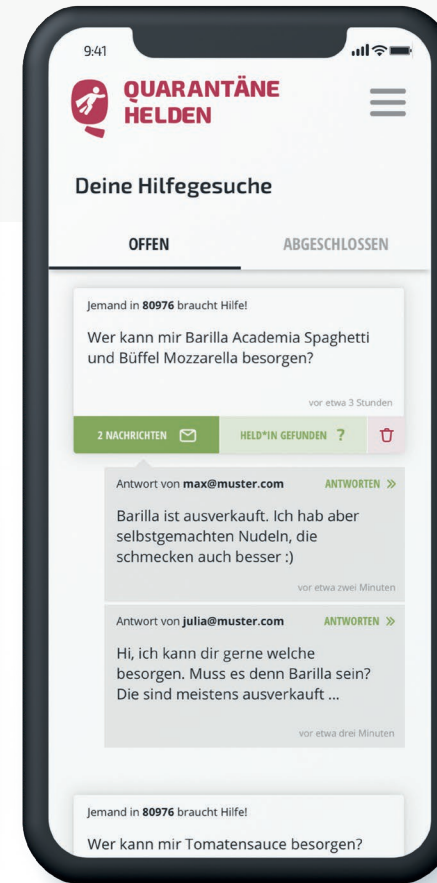
Reduced to the necessary elements and always focused on a clear user guidance.



Map view
Explore your neighborhood.



Search results
Complex functionalities made simple.



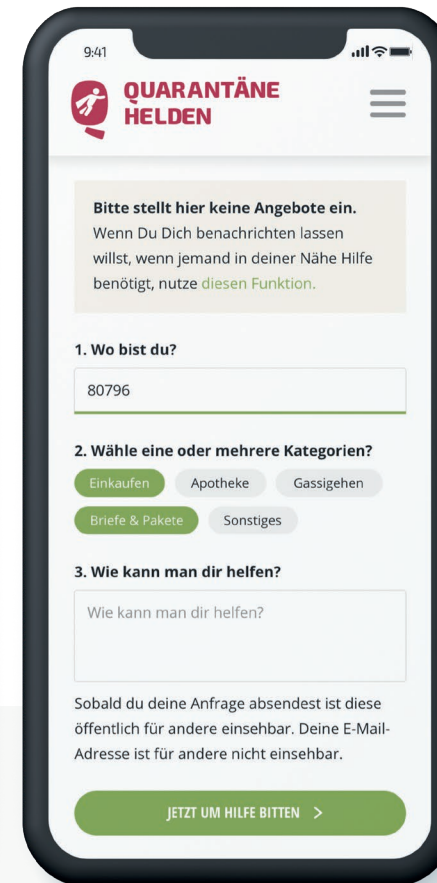
Dashboard
New and completed postings.



User education
Onboarding rules make helping safer.



Error 404
Oops, looks like something went wrong.



Create posting
Location, categories and description.



Hierarchies

Directing the users attention with a three level call-to-action hierarchy.

Primary

SEND MESSAGE >

I NEED HELP >

Secondary

LOGIN >

LOGOUT >

Tertiary

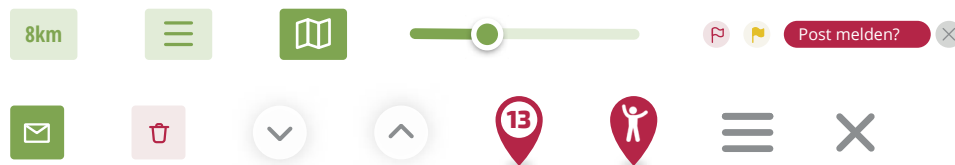
next >

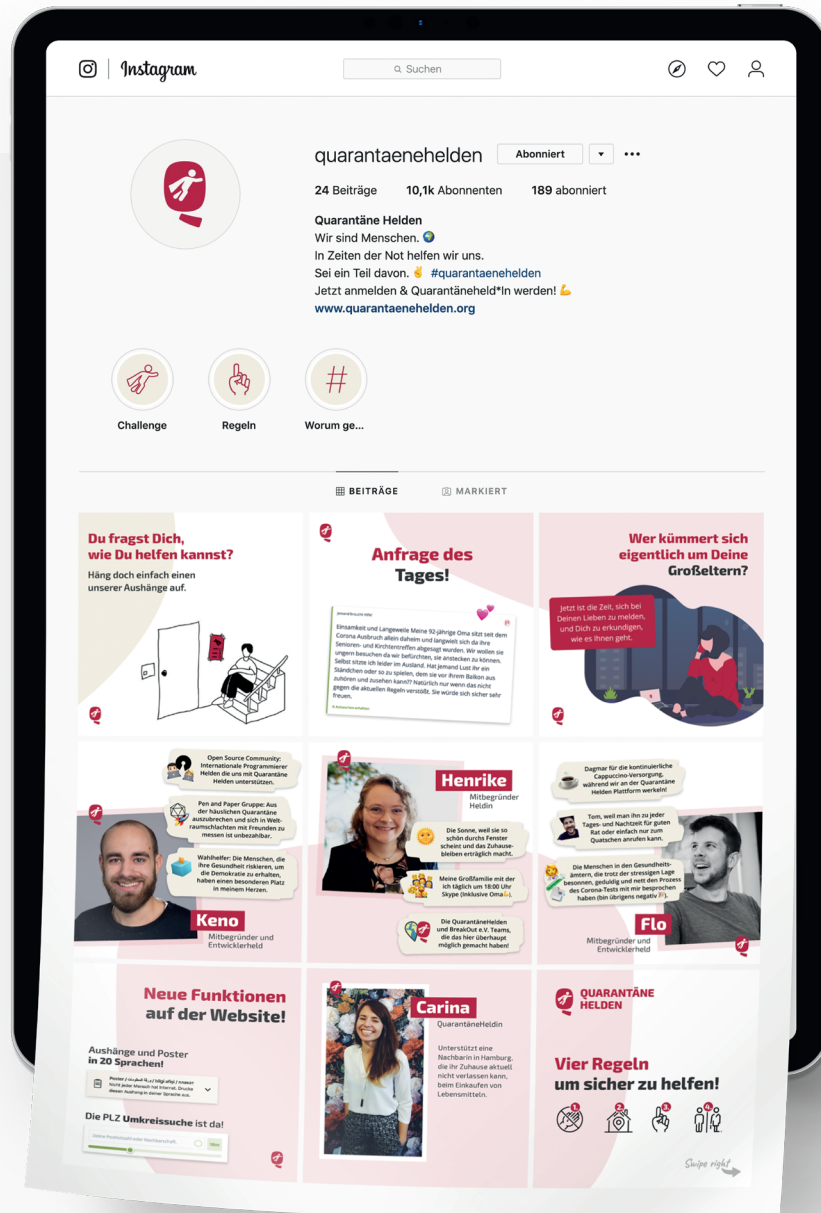
< back

Show more ...

Further UI Elements

Buttons, sliders, navigation, location tags and more.





Social Media

Through informative, sharable, personal and above all heart warming content we grew our instagram from 0 to 10k within only one week.

Sharable

Heart warming postings from the platform and beautifully crafted illustrations turned out to be a great success.

Informative

Social guidelines for helping safely and announcements showcasing new platform functions.

Personal

User success-stories, personal introductions of the three founders, and more.

Press

Given the urgency of the COVID-19 pandemic, and through the hard work of our PR-team we reached a majority of the major newspapers, tv-channels and radio stations in Germany.

BUSINESS
INSIDER



WELT

Süddeutsche Zeitung

VOGUE

COSMOPOLITAN

Aktion
MENSCH



Result

Within one week the QuarantineHeroes platform grew a user base of over 30k, an Instagram following of 10k and a remarkable amount of media attention. Most of all, people in need recieved help through this wave of solidarity.

All of this has been made possible through the voluntary engagement of about 20 friends who happen to be programmers, political strategists, social media specialists, yoga instructors, PR-experts, DJ's, and much more.

100% open source and **100% non-profit**