



**rED**CLOUDY

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## ABOUT rEDCLOUDY cALC

This calculator app titled "cALC" is inspired by a design firm company located in Seoul, South Korea called "rEDCLOUDY". They design many different kinds of art, most of their designs being created for stationary use and everyday writing. Their artwork is revolutionary and beautiful which is why I chose to create a calculator that was inspired by their company.

# IPHONE APP COMPONENTS

## EASY-TO-USE INTERFACE

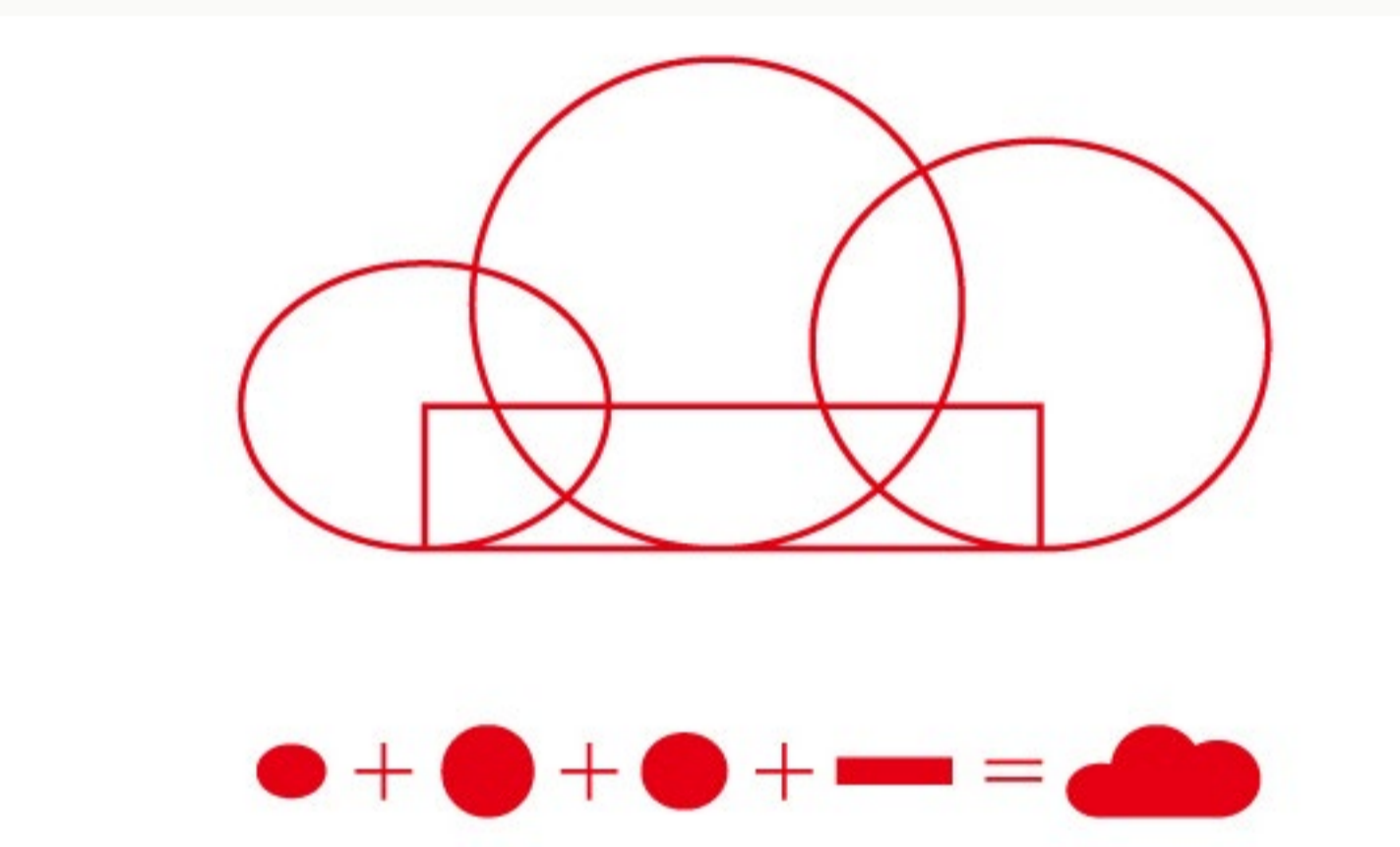
- Simple Navigation on number keys.
- Buttons are easy to reach and navigate.
- Number appear clearly on numbers screen.

## CLEAN DESIGN

- Creative thinking.
- Buttons change on a tap.
- Minimal design with cloud textures.

## CREATIVE LOGO

- Elegant design which represents their branding.
- Simple and clean app logo.
- Easy to read and understand.



레드는  
 빨간색이 아니다  
 레드는 여가이다  
 레드는 여가이다  
 크리-이드는  
 구름이 아니다  
 크리-이드는  
 구름이다

rED is not red, rED is passion.  
 cLOUD is not cloud, cLOUD is a dream.



꿈을 그리는 구름 — 나는 하늘 위의 구름을 보면서 얼마나 많은 꿈을 그려보았을까?  
 그때 그때마다 형태를 바꾸는 총 8가지의 구름이 각각의 표지마다 재미난 드로잉으로 표현되어 있어요!



미니 사이즈에 무지노트에서 드로잉 북으로 사용하거나 단어장, 비법 일기장으로도 사용 가능한 cloud report note를 활용하길 바랍니다!



비 구름 (a rain cloud)  
 기운 좋게 내리는 비 구름을 담은 노트예요

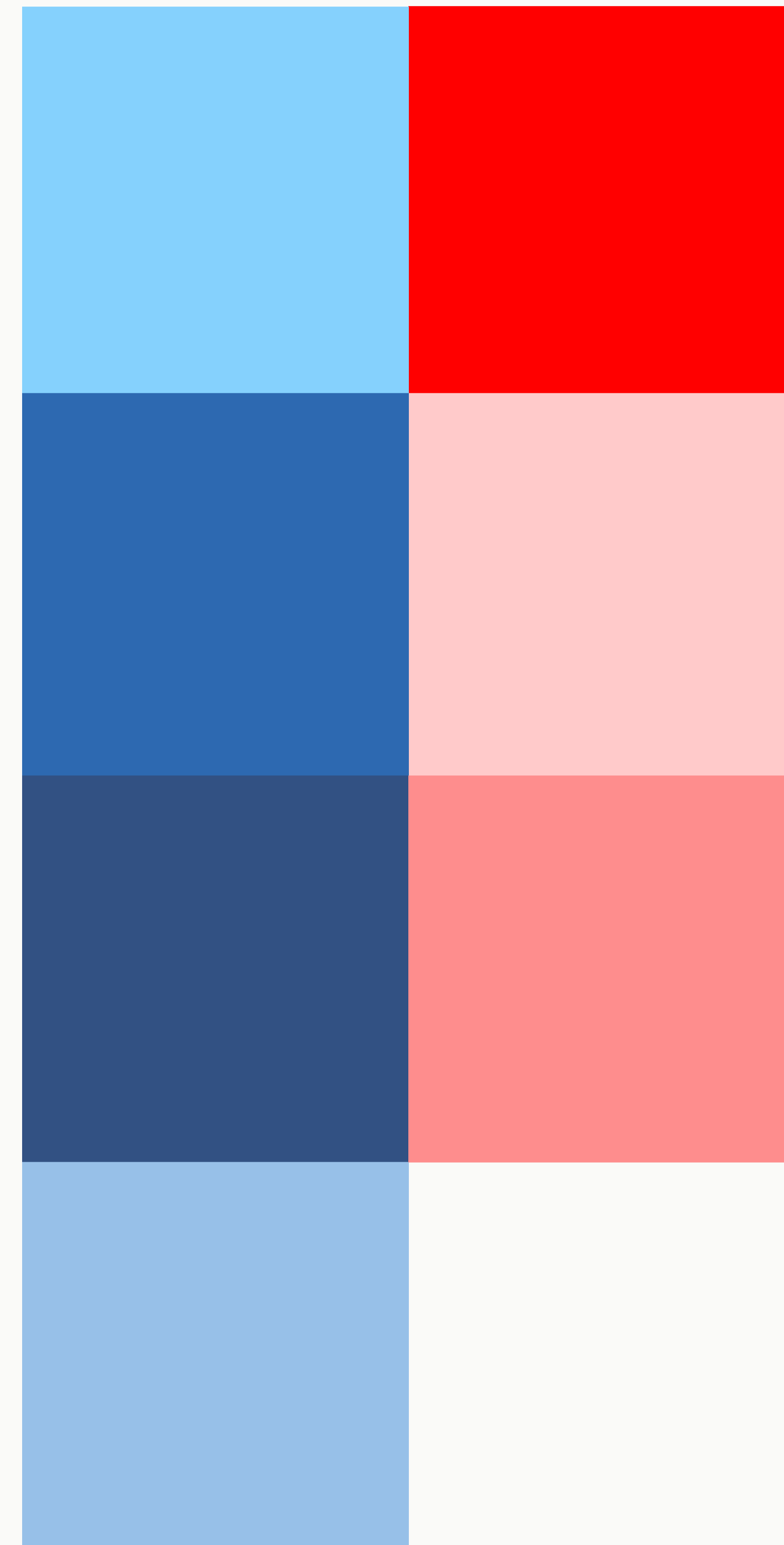
얼음 구름 (an ice crystal cloud)  
 표지에 아름다운 크리스탈 같은 얼음결정이 담겨있는 노트예요



LOGO COLORS



USER INTERFACE COLORS



**Quicksand Bold:**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()**

Quicksand Book:

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

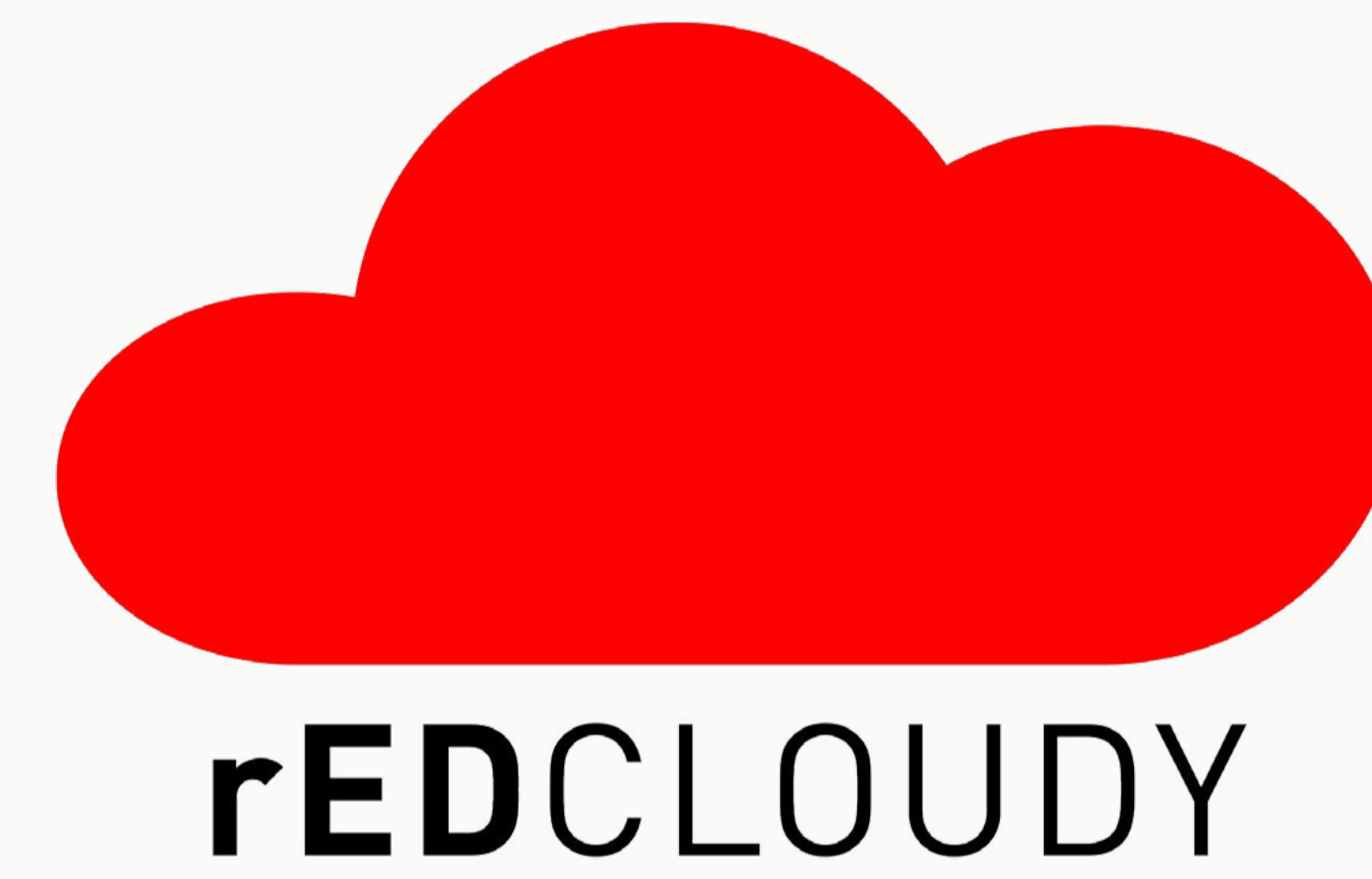
Quicksand Light:

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

VERSION 1



VERSION 2



VERSION 3



VERSION 4





VERSION 1



VERSION 2



VERSION 3



VERSION 4



VERSION 5



VERSION 6



VERSION 7



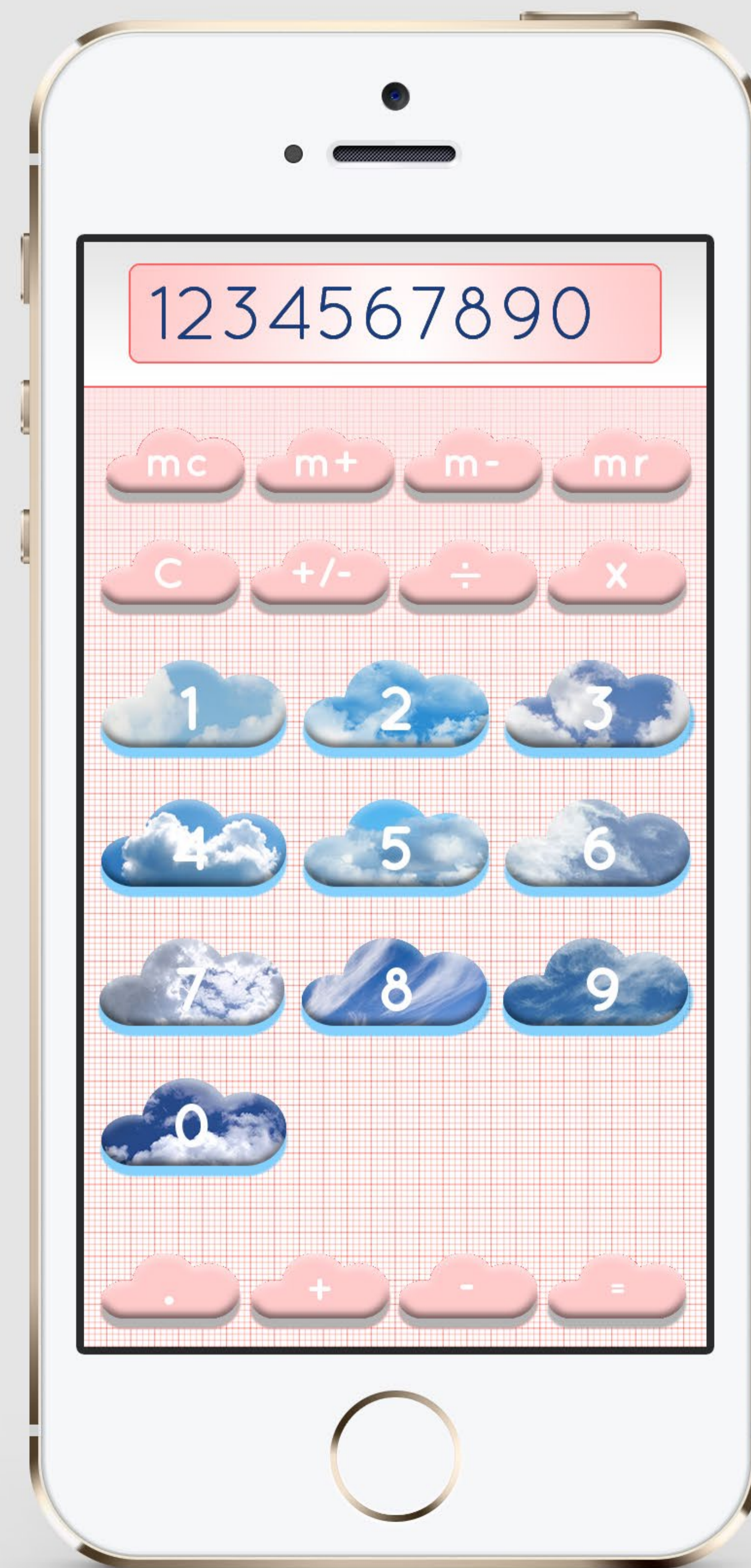
VERSION 8

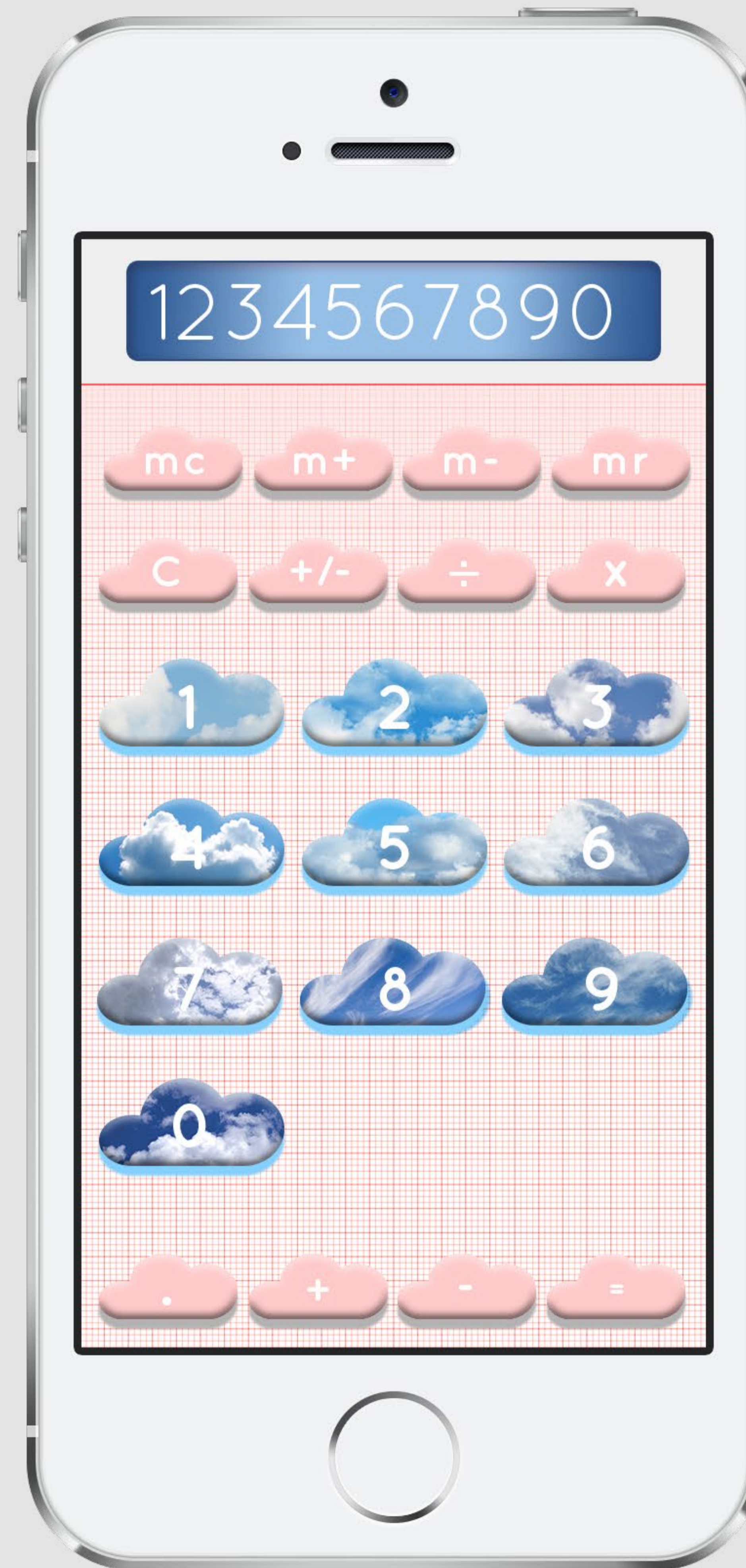


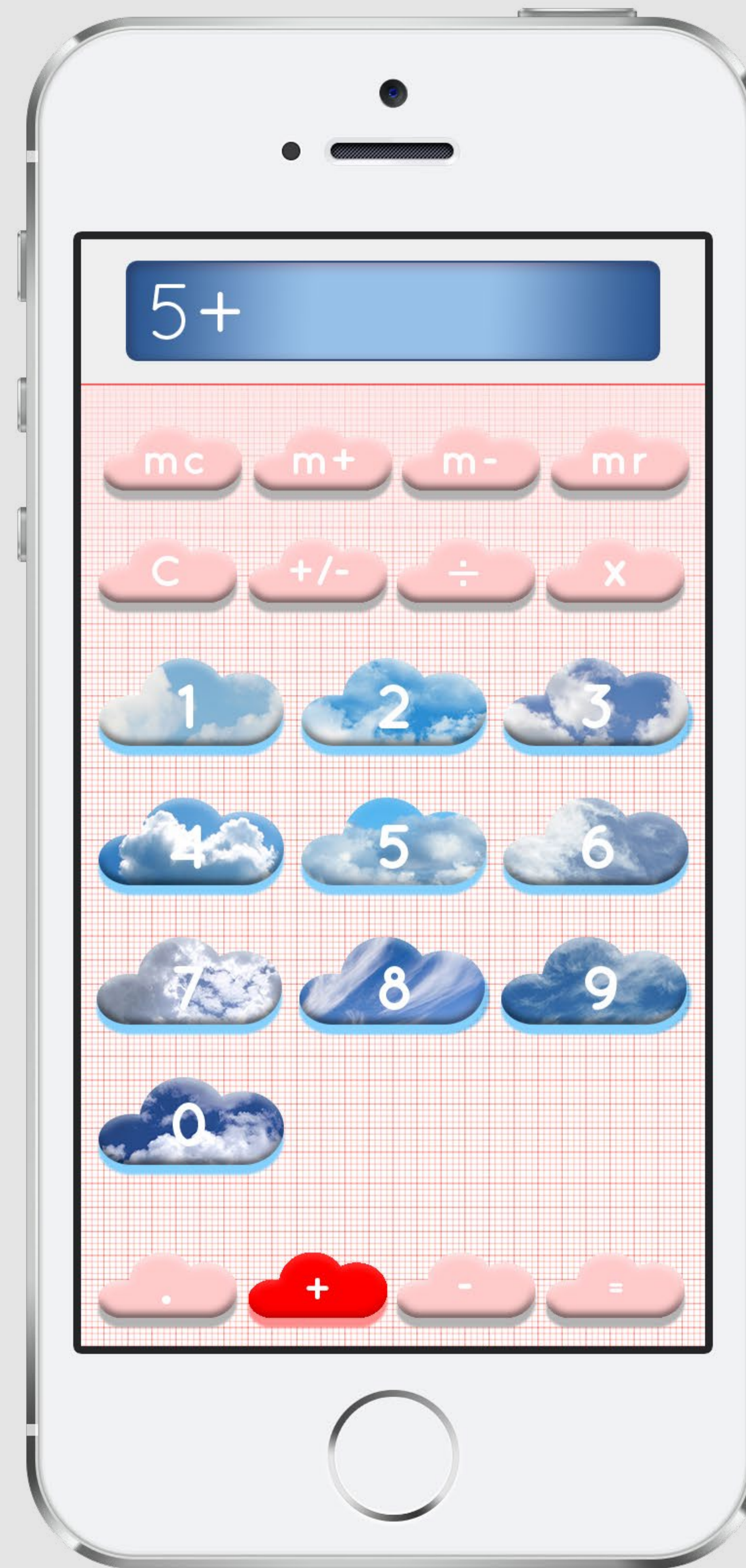


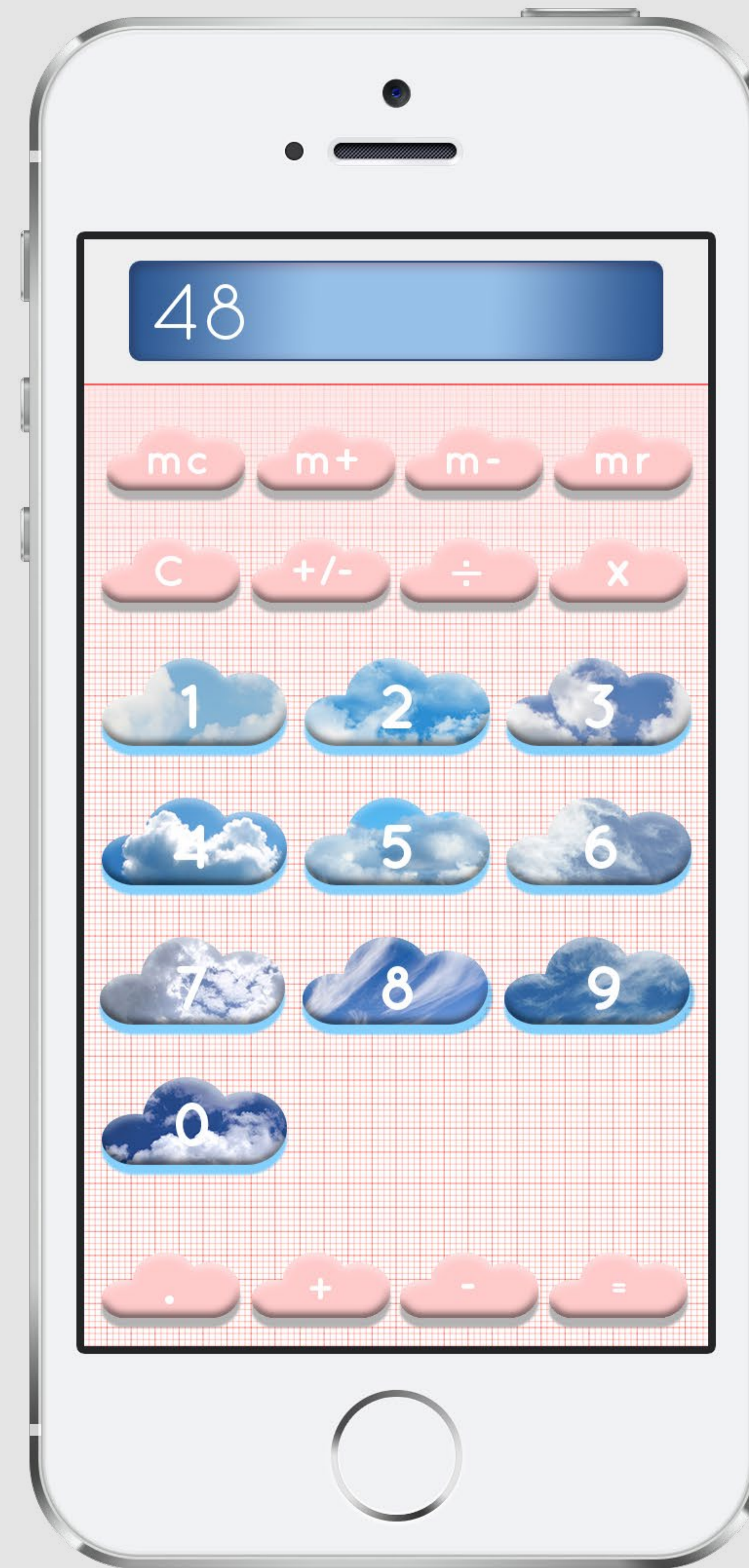
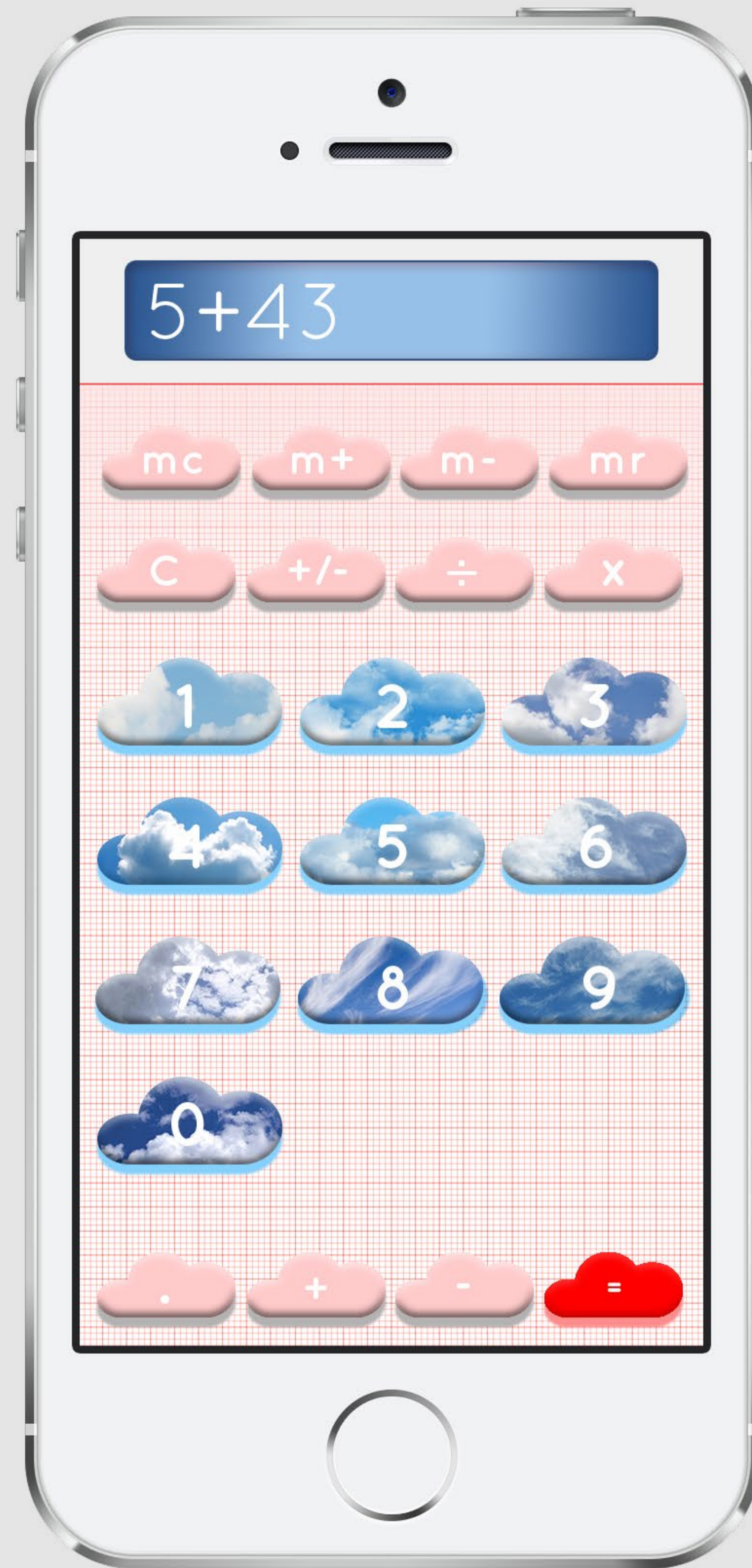


FROM - VERSION 7













THANK YOU