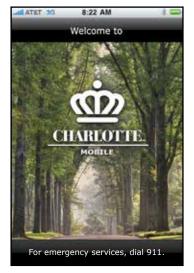
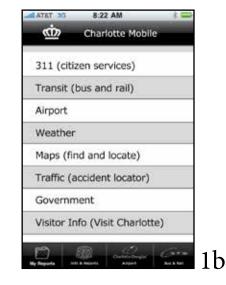
## Mobile App Brand Concepts











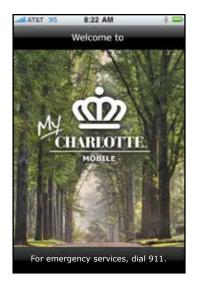
Welcome to
My Charlotte
Mobile

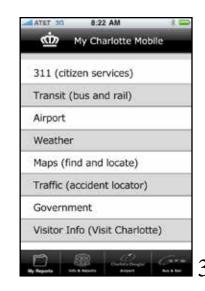
For emergency services, dial 911.

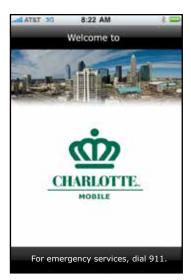
8:22 AM



1a





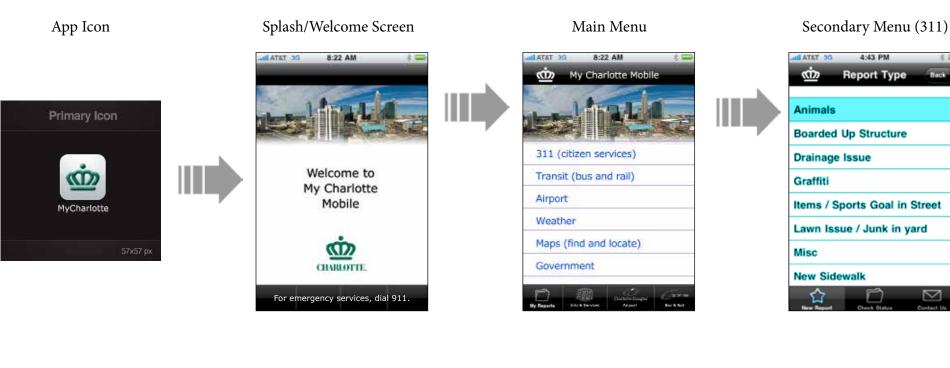


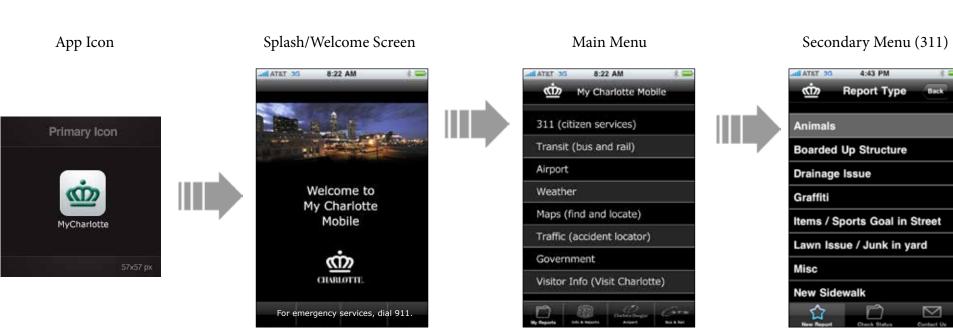


4a

2a

## Mobile App Branding – Sample Screen Click/Progression (MyCharlotte)





## Mobile App Branding – Sample Screen Click/Progression (Charlotte Mobile)

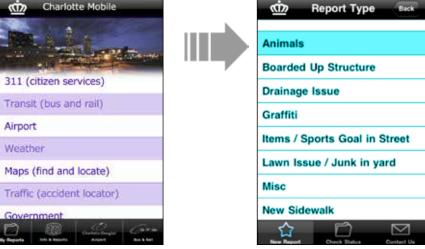




For emergency services, dial 911.

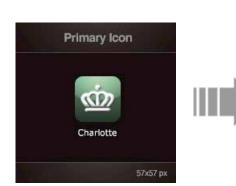
Charlotte

57x57 px



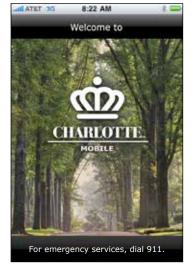
Secondary Menu (311)

## Mobile App Branding – Sample Screen Click/Progression

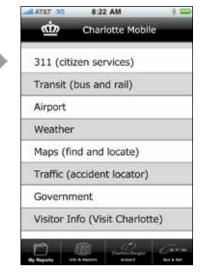


App Icon





Main Menu



Secondary Menu (311)



App Icon



Splash/Welcome Screen



Main Menu



Secondary Menu (311)

