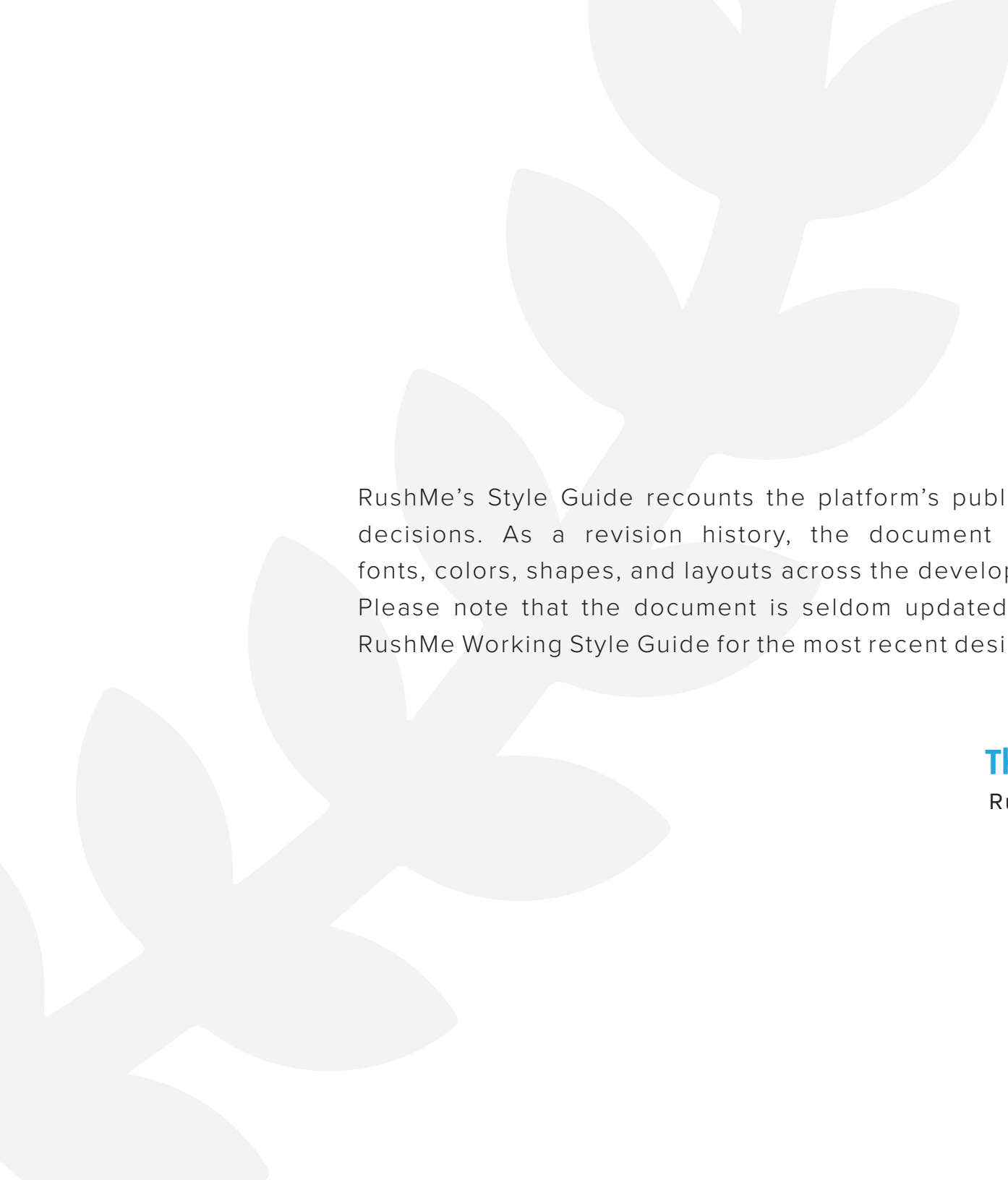


RushMe
OFFICIAL STYLE GUIDE



RushMe's Style Guide recounts the platform's published design decisions. As a revision history, the document standardizes fonts, colors, shapes, and layouts across the development space. Please note that the document is seldom updated; look to the RushMe Working Style Guide for the most recent design decisions.

Thank you!

RushMe Design

Logo Usage



RushMe's logo should have two main color pairs: white/blue and white/dark gray. The logo cannot be any other color than white, dark gray, or blue. The logo should never be placed on colors other than white, blue, or dark gray. The background and logo should be consistent with the color pair chosen.

On color public facing collateral, the color pair should always be white/blue. When grayscale, opt for the white/dark gray pair. For debugging mode, particularly on iOS, the white/dark gray palette is allowed for use. When the logo is dark gray or blue, transparency is permitted.



Colors



Primary Blue

#25a7df
R37 / G167 / B223
C71 / M17 / Y0 / K0



Mid Blue

#2087cb
R37 / G135 / B200
C79 / M38 / Y0 / K0



Dark Blue

#184377
R24 / G67 / B119
C100 / M81 / Y27 / K12



Red Accent

#eb2e28
R235 / G46 / B40
C1 / M96 / Y95 / K0



Dark Gray

#131415
R19 / G20 / B21
C74 / M67 / Y65 / K81



Mid Gray

#8e8d8d
R142 / G141 / B141
C47 / M39 / Y39 / K3

Fonts

Heading 1

FUTURA PT MEDIUM 25 TRACKING

Used in “Primary / Highlight” cards. Designates large amounts of screen space to a particular cause enclosed in a container on top of the main level.

Heading 2

FUTURA PT MEDIUM 25 TRACKING

Used in “Secondary” cards. Creates a section to separate parts of the screen.

Heading 3

PROXIMA NOVA SEMIBOLD 50 TRACKING

Used to actually convey content, like event names, instead of labelling.

Accent Heading 1

FUTURA PT LIGHT OBLIQUE 100 TRACKING

Displays more information about a section or content; red to call attention to certain info, like the time of an event.

ACCENT HEADING 2

FUTURA PT LIGHT OBLIQUE 100 TRACKING

Used to convey a small piece of information like what organization is holding an event.

Additional Info

PROXIMA NOVA BOLD ITALIC 75 TRACKING

There to label a button to see more information about a card. Takes the user to another screen.

IMAGE LABELS

PROXIMA NOVA BOLD 100 TRACKING

Used to label picture cards. Usually white, all caps.

Body Text

PROXIMA NOVA REGULAR 75 TRACKING

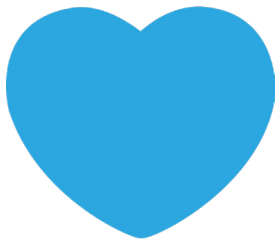
The text style of the body content in the application. Used for descriptions and larger bodies of text.

Developed Iconography

Large 100x100



Calendar



Favorited



Map



Search



Organization



Unfavorited

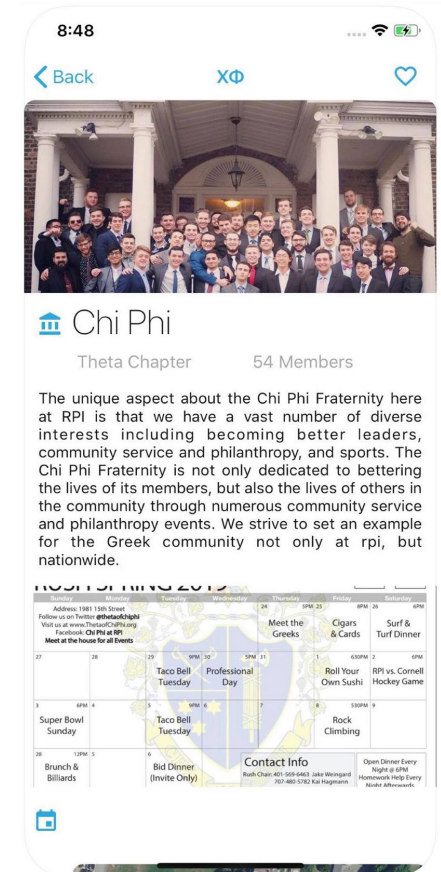
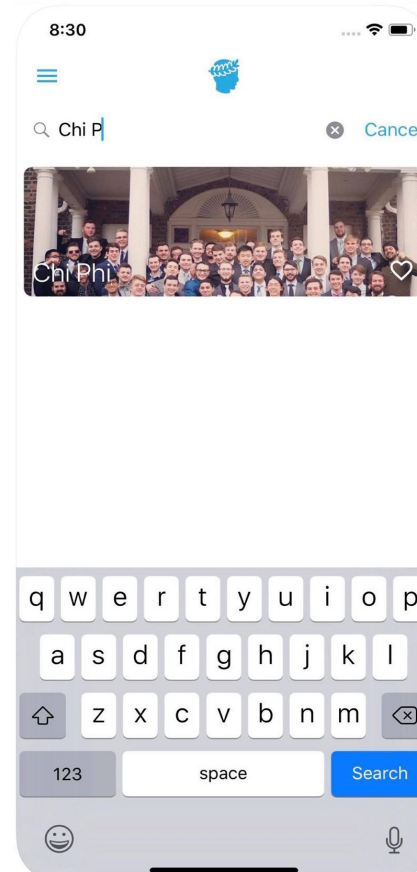
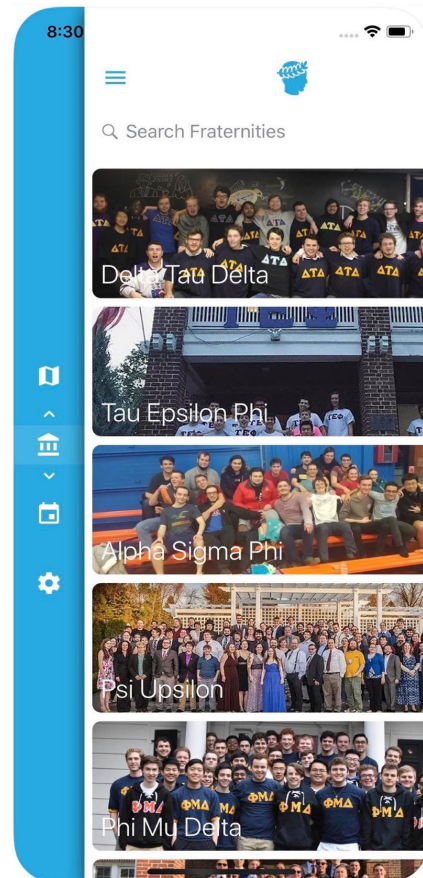
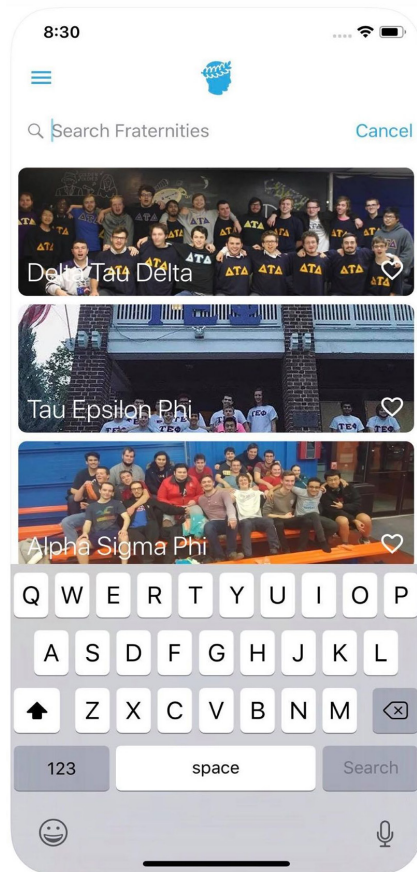
Medium 50x50



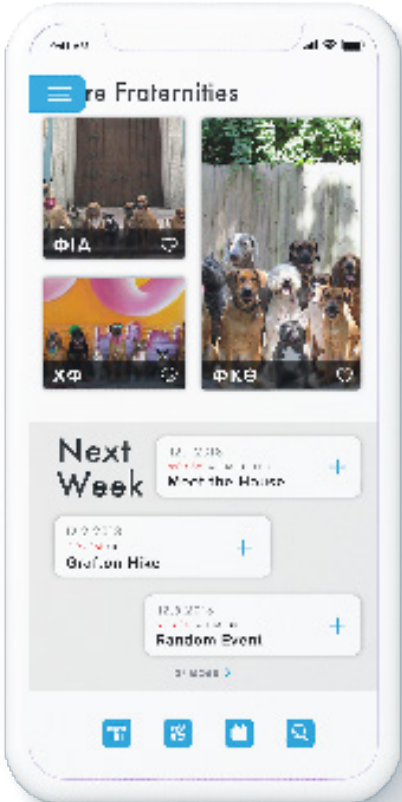
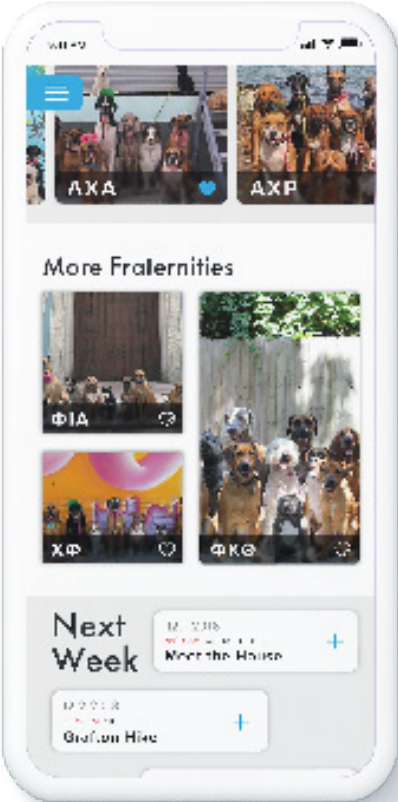
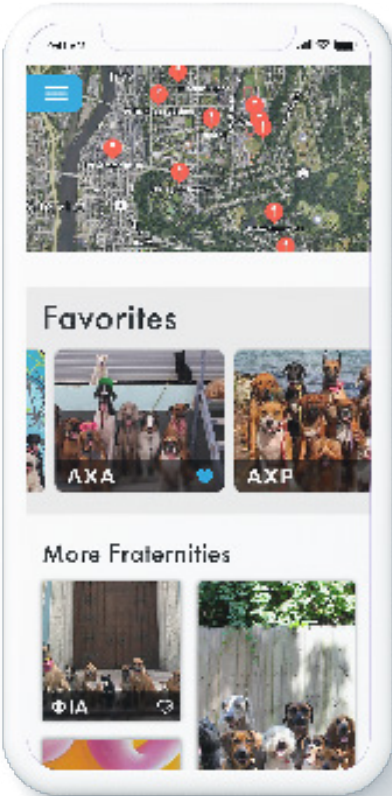
Small 20x20



Current iOS Screens




Redesigned iOS Mocks







Desktop Mocks

IFC



Jane D. ▾

Fraternities







STATUS	NAME	CODE	# OF EVENTS	RUSH COMMITTEE	DETAILS	ADD EVENT
PUBLISHED	Acacia	ACA	21	First Last		
	Rensselaer Society of Engineers	RSE	24	First Last		

Events

Tuesday, October 18, 2019 < >

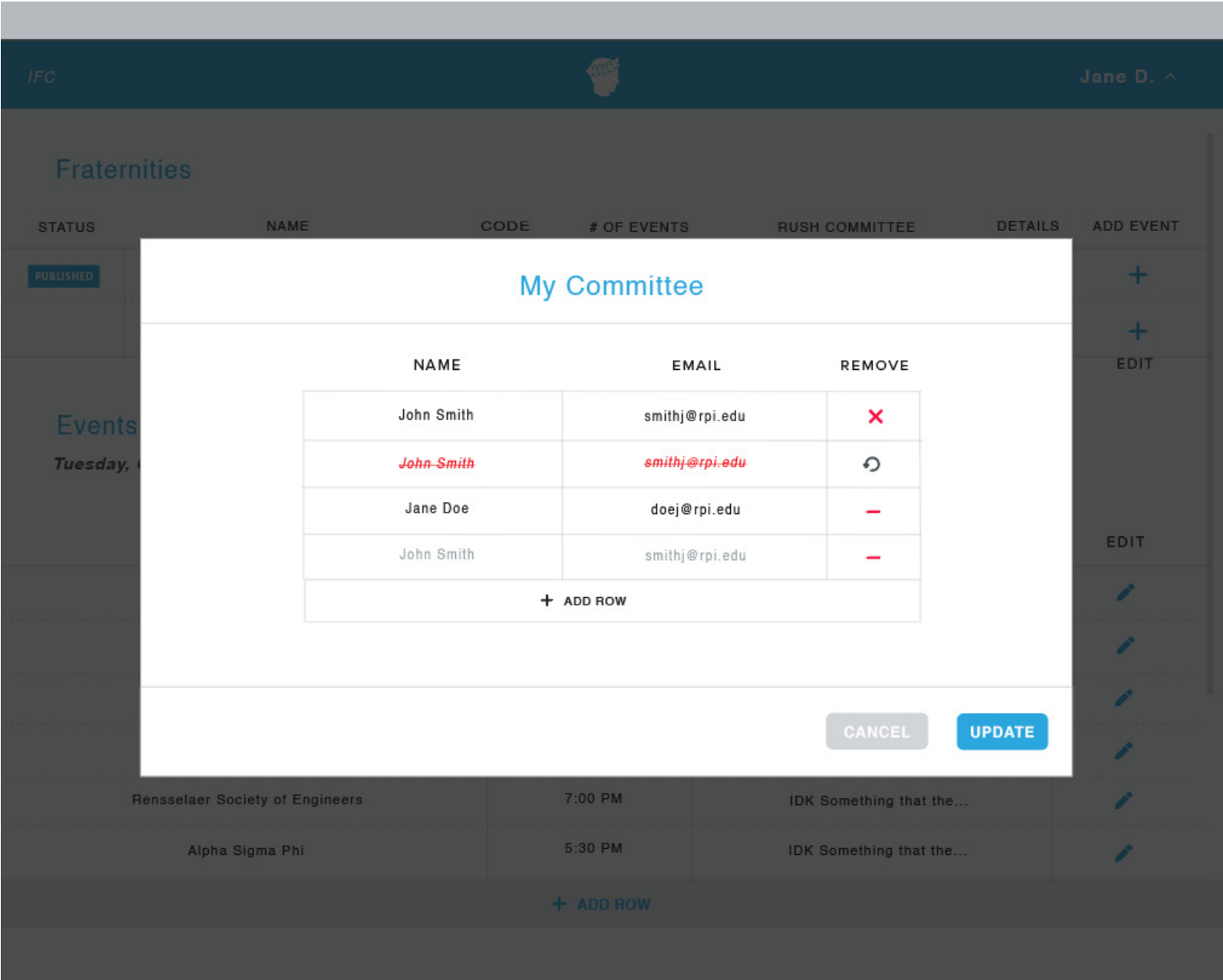
● DATE

○ FRATERNITY

FRATERNITY	TIME	TITLE	EDIT
Acacia	5:00 PM	IDK Something that the...	
Zoo	5:30 PM	IDK Something that the...	
Alpha Chi Rho	6:00 PM	IDK Something that the...	
Phi Mud	6:00 PM	IDK Something that the...	
Rensselaer Society of Engineers	7:00 PM	IDK Something that the...	
Alpha Sigma Phi	5:30 PM	IDK Something that the...	

+ ADD ROW


Desktop Mocks



09



Desktop Mocks

Rensselaer Society of Engineers



Jane D. ▾

Events

Week of 10/18/2018 - 10/25/2018 < >


Sunday

+ ADD EVENT

TIME	TITLE	LAST EDITED	EDIT
12:00 PM	IDK, something that frats do	5 hours ago	
5:30 PM	IDK, something that frats do	Yesterday	

Monday

+ ADD EVENT

TIME	TITLE	LAST EDITED	EDIT
4:00 PM	IDK, something that frats do	5 hours ago	

Tuesday

+ ADD EVENT

Wednesday

+ ADD EVENT

TIME	TITLE	LAST EDITED	EDIT
6:00 PM	IDK, something that frats do	Monday	