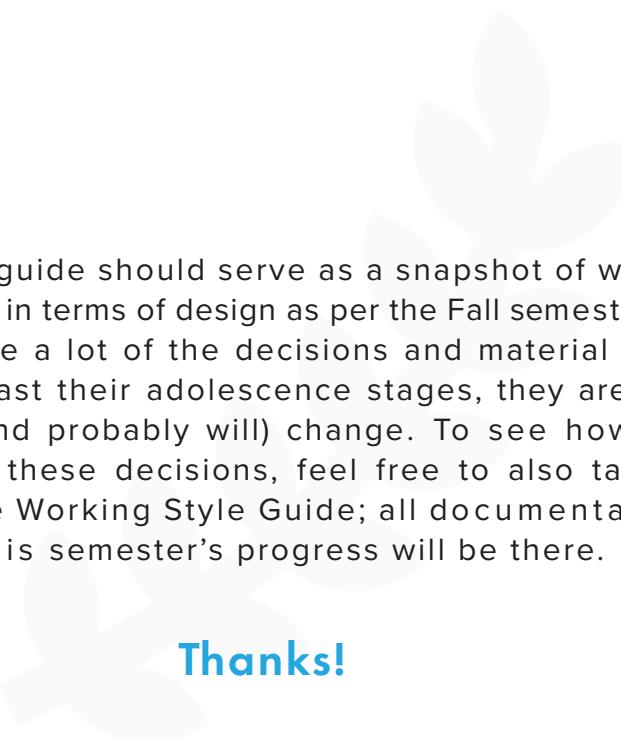


RushMe Style Guide



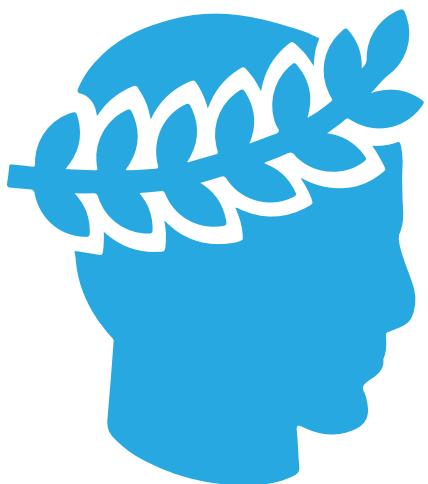
This style guide should serve as a snapshot of where the team is in terms of design as per the Fall semester of 2018. While a lot of the decisions and material here are well past their adolescence stages, they are still subject (and probably will) change. To see how we arrived at these decisions, feel free to also take a look at the Working Style Guide; all documentation of this semester's progress will be there.

Thanks!

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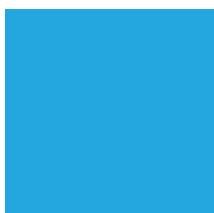
Logo



ALTERNATIVES



Primary Colors



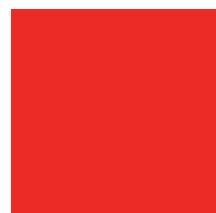
#25a7df
Primary Blue



#082c45
Dark Blue



#ced5e0
Neutral Grey



#eb2e27
Red Accent

BLUE VARIATIONS



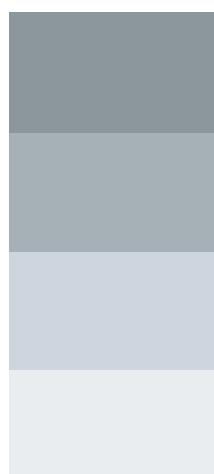
#082c45
Dark Blue

#1a4276
Mid Blue

#25a7df
Primary Blue

#8accec
Light Blue

GREY VARIATIONS



#8a959d
Dark Grey

#a6b1b8
Mid Grey

#ced5e0
Neutral Grey

#e7ebcd
Light Grey

Primary Heading

FUTURA PT MEDIUM 117 PT 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.

Secondary Heading

FUTURA PT MEDIUM 86 PT 25 TRACKING

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

Tertiary Heading

PROXIMA NOVA SEMI 40 PT 50 TRACKING

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

Accent Heading 1

FUTURA PT LIGHT OBLIQUE 26 PT 100 TRACKING

Displays more information about a section or content; it’s red to make the user pay attention to certain info, like the time of an event.

ACCENT HEADING 2

FUTURA PT LIGHT OBLIQUE 26 PT 100 TRACKING

Similar to the first heading, this heading is there to convey a small amount of needed information like what fraternity is holding an event.

Additional Info

PROXIMA NOVA BOLD ITALIC 30 PT 75 TRACKING

There to label a button for more information on a card that’s displaying only some bits. Takes the user to another screen.

PICTURE CARD LABELS

PROXIMA NOVA BOLD 70 PT 100 TRACKING

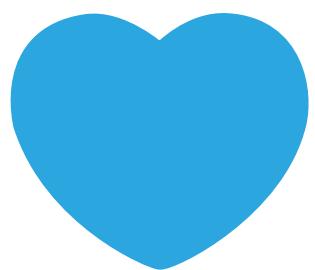
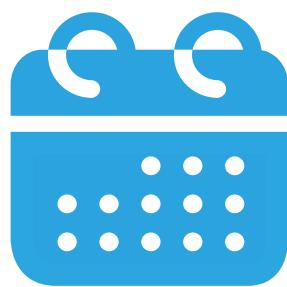
Used to label picture cards (like fraternities). Usually white, all caps.

Main Body Text

PROXIMA NOVA REGULAR 16 PT 75 TRACKING

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

Current Iconography



Current Master Screen

9:41 AM

Today
NOV
16

6:00 pm ALPHA CHI RHO
Poker Night +

6:00 pm DELTA TAU DELTA
Volleyball Tourney +

7:00 pm PHI MUD DELTA
Bonfire +

7:30 pm ALPHA CHI RHO
Game Night +

7+ MORE >

Calendars

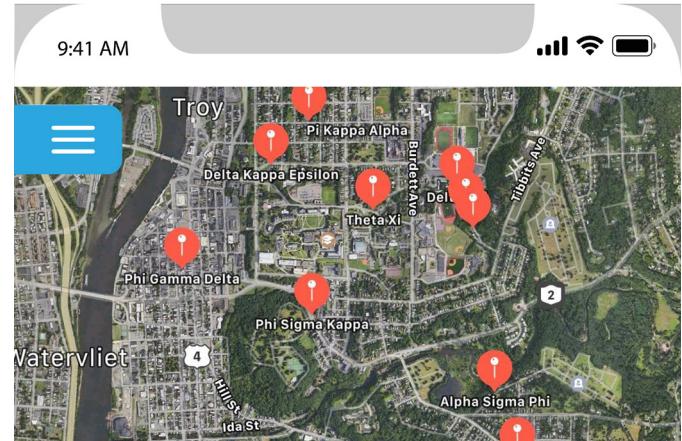
RUSH FIJI
FALL 2018

Acacia Fraternity
October 2018

Psi Upsilon: a Co-ed Fraternity

Fraternities With Events

Green Island
Troy
Pi Kappa Alpha
Delta Kappa Epsilon



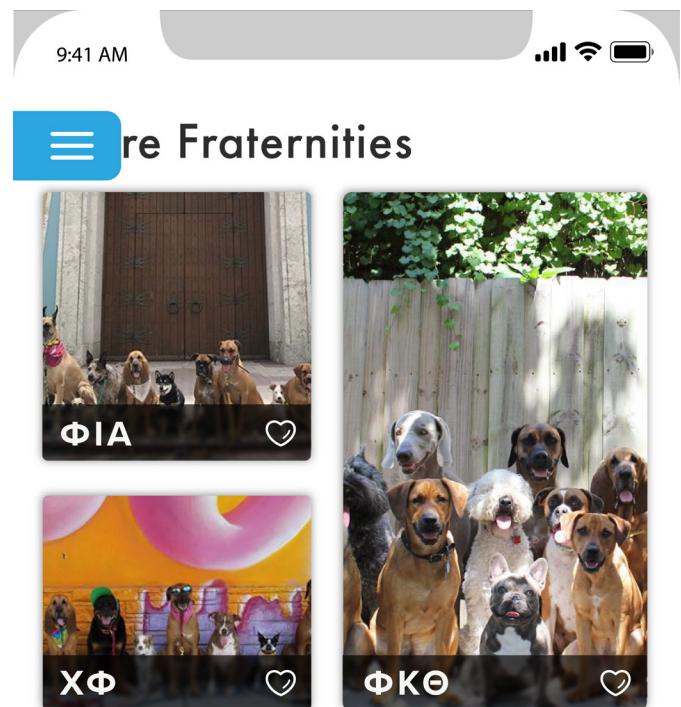
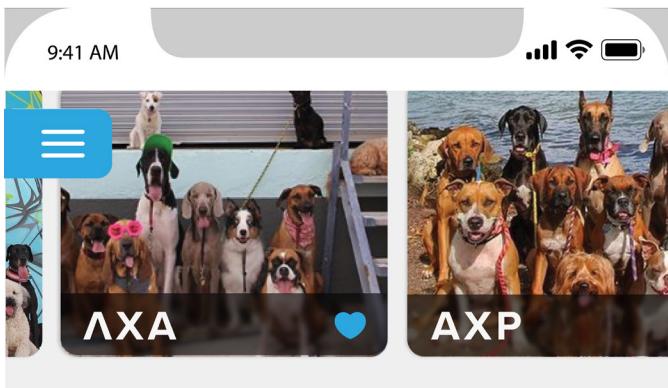
Favorites

ΛΧΑ
AXP

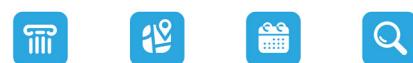
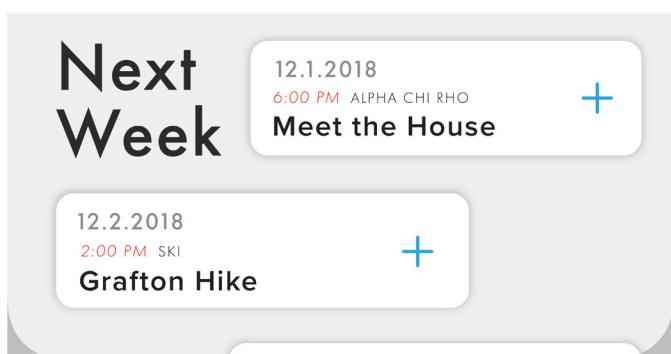
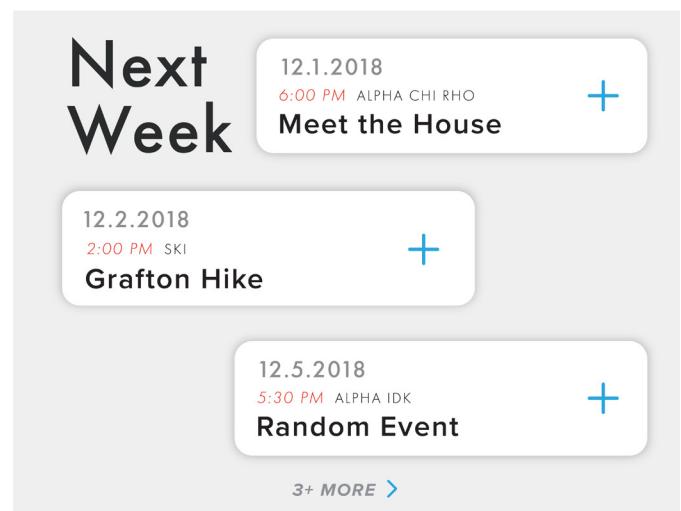
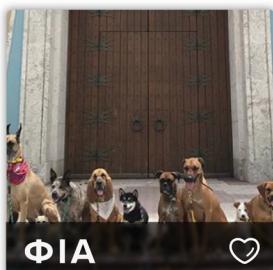
More Fraternities

ΦΙΑ

Current Master Screen



More Fraternities



06

Layering System in Master Screen



5 Base

The lowest layer of the screen is of course the blank, white, full screen background. All content is above this.

4 Secondary Headings

Above the base are the Secondary headings that divide up the content that is not in a container. Although above the base, the text does not have any shadow. *(In the diagram there is shadow to show dimension.)*

3 “Free” Content

The next layer is the “free” content; this means the background of these sections is the base, and the content as a whole is not enclosed in another layer. If the content itself has images in containers, there will be a shadow underneath them to increase contrast from the base and suggest materiality. If the content is a full width image, there is no shadow.

2 Primary Card

Rather than content having no structure, the Primary card sits above the previous layers so that there is some variety in content. The card provides a container for its content, and since it's a full width artifact, it has no shadow.

1 Card Content

The top layer consists of the content of a Primary card. While the text doesn't have shadow, the containers that can go in this layer do. The containers are also white to increase visibility and provide some cohesion.