

UCF Mobile Downtown Style Guide

LOGO



The Tab is the primary identity mark of representation for UCF. Best used independently such as a logo within the header or footer

IMAGES

The images of choice will be in direct relation with the Downtown campus. This will provide users with a visual concept of the school and sense of its atmosphere.

All licensed images will be provided from UCF themselves via the 'UCF Tandem' vault.



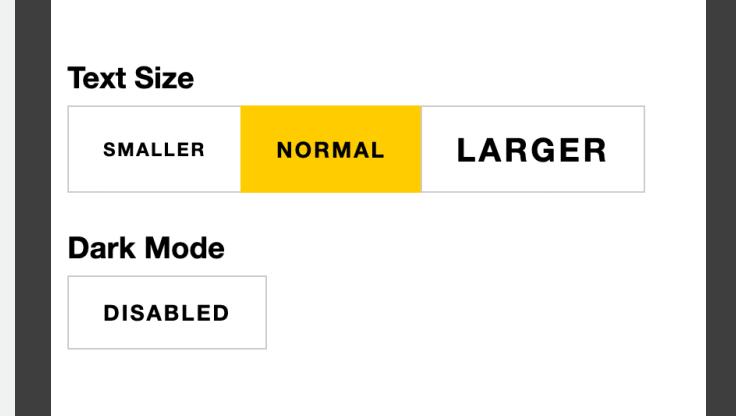
COLORS



The staple color palette of UCF.

ACCESSIBILITY

- We prioritized making sure we had some great accessibility features for the application.
- We first kept the text size feature that is in the current application but updated it to give a visual representation to what the text size will look like.
- Next we implemented a dark mode for users to toggle to help reduce eye strain.



NOTIFICATIONS



Stylization of notifications via their individual page and homepage



UCF Mobile Downtown Style Guide

WRITING STYLE

Overall style should employ consistent punctuation, terminology, abbreviations, and any other elements. The tone will be on brand with UCF's feel of bold, youthful, modern, entrepreneurial, and energetic. The attention of the user should be caught with clear, concise, and compelling content that is on brand.

TYPOGRAPHY

Gotham

Gotham is the typeface that will be used for all headings throughout the site. Size may vary as needed

Helvetica Neue

Helvetica Neue will be used as body text within sections and paragraphs.

Arial

Arial will be used as the alternative text in case the other fonts do not work properly on the user's web browser.

HEADINGS

h1. Bootstrap heading

Semibold 2.5rem (40px)

h2. Bootstrap heading

Semibold 2rem (32px)

h3. Bootstrap heading

Semibold 1.75rem (28px)

h4. Bootstrap heading

Semibold 1.5rem (24px)

Headings will be used throughout the app to show emphasis on sections along with helping to structure the design of the page.

- *Heading 1 — Section Header text.*
- *Heading 2, 3, & 4 — Subheader text when placed under a larger header.*

SECTION STYLING

An example of how a section would be styled using a header, lead text, normal text, subheader, list, and a button.

HEADER EXAMPLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent fringilla ultricies sagittis. Aenean ut nisl luctus, volutpat tellus nec, condimentum nulla. Ut in quam sit amet quam rutrum posuere a at nisl.

Quisque id lacus turpis. Praesent tortor nulla, molestie non libero a, ornare interdum ligula. Duis ultrices mollis finibus. Duis sit amet tellus est. Sed at malesuada nisl, non placerat libero. Phasellus vitae nisl mollis ligula vehicula tempus in vel libero. Donec quis magna dapibus ligula sagittis placerat vel eget turpis. Nullam tempus posuere libero quis lacinia. Curabitur euismod lectus a nisl efficitur, non pretium risus ornare. Interdum et malesuada fames ac ante ipsum primis in faucibus. Fusce id justo arcu. In diam magna, luctus vitae posuere at, venenatis quis leo.

Subheader

In aliquam massa nibh. Vivamus vitae sodales massa, et condimentum risus. Praesent hendrerit ante vitae aliquam ullamcorper. Cras mauris nunc, mattis et vulputate ac, lobortis eu ex. Quisque suscipit sollicitudin mollis. Vivamus bibendum est enim, at convallis ex viverra sed. Nulla facilisi. Aenean nec libero laoreet, lacinia odio id, venenatis lacus.

- *Phasellus iaculis neque*
- *Purus sodales ultricies*
- *Vestibulum laoreet porttitor sem*
- *Ac tristique libero volutpat at*

BUTTON EXAMPLE

UCF Mobile Downtown Style Guide

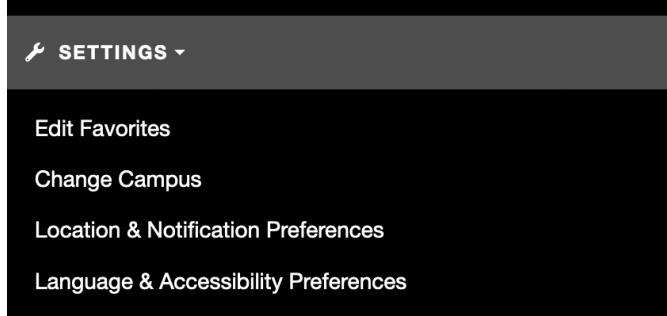
FRAMEWORK

We will be utilizing UCF's Athena Framework to develop our UCF Downtown Mobile application. Utilizing this framework will allow us to keep consistent with the UCF Brand design language as this framework is designed as a complete substitution for bootstrap with conforming to the UCF Brand guidelines in mind.

ATHENA FRAMEWORK

UCF'S WEB BRAND TOOLKIT

ATHENA DROPSHADNS



The Athena framework has a very useful dropdown component that we took advantage of. This component allows us to organize our hamburger menu for a very clean and easy to use user experience when navigating.

ATHENA LIST GROUPS

Grades	
Class	Grade
DIG3024	89/100 (B+)
DIG3175	93/100 (A)
DIG4104C	92/100 (A)
DIG4630	84/100 (B-)

Quick Links

- myUCF >
- Webcourses >
- Knights Email >
- Library >
- Course Search >
- Student Services >

ATHENA UI ELEMENTS

PRIMARY

SECONDARY

A.

The main buttons used as part of UCF's interface. Will be used for links that redirect the user to pages containing more information about a section.



B.

Simple arrow chevrons that are used as indications of 'previous' and 'next' page navigation.



C.

Social media icons that will link to all of UCF's official accounts. Will be located in the app's footer

FONT AWESOME ICONS

We utilized an extensive library of icons from Font Awesome. These icons allow us to give great visual representation to many of our applications pages via their navigation element.

