

Final Draft - Style Guide

Team: Alpha Beta Hci

Members: Tim Cockerham, Jeremy Huff, Jeff Mayhall, Ryan Mobley, Jacob Palisch

# Aggie Aid Style Guide

By Alpha Beta Hci


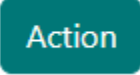





## Color Palette

Color	Element	Description
<b>#500000</b>	Primary 1	This Aggie maroon will be the dominant color used. It should be used for wide sections of color such as headers and footers. This is done to set the tone for the interface and make it evident that the application is closely related to Aggie culture and values.
<b>#FFFFFF</b>	Primary 2	A pure white is used in conjunction with the Aggie maroon. This color will be used primarily for backgrounds. This is also a common color for A&M material and contributes to the Aggie theme that will be present.
<b>#F6F6F6</b>	Secondary 1	This is our secondary color used for backgrounds. It provides high contrast between the Aggie maroon, yet is a neutral and pleasing tone. It should never be used to a greater extent than either primary color.
<b>#D6D3C4</b>	Secondary 2	This is our secondary color used as a toned-down alternative to our primary maroon and white pair. It's close to the color of the main uniform that the Corp of Cadets wear and will contribute to the Aggie theme but be used in areas of the interface that are for secondary functions or sub-sections of a page.
<b>#707070</b>	Neutral 1	This light gray is a neutral option that can be used in backgrounds. This can be used for borders, backgrounds, and dividing lines.
<b>#3e3e3e</b>	Neutral 2	This darker gray is a neutral option that can be used in backgrounds. This can be used for borders, backgrounds, and dividing lines.
<b>#141414</b>	Black	This almost-black color is used in our icons, fonts and for any element that should appear black. We have selected it so that the darkest visual elements will contrast a bit less with pure white (Primary 2).
<b>#FCE300</b>	Accent 1	This bright color can be used to accent, but should not have heavy use. Yellow is chosen to call attention to sections with disclaimers or warnings but is a slightly subtle hue of yellow that fits well with Maroon and does not create a sense of alarm for the user.
<b>#732F2F</b>	Accent 2	This more muted color can be used to accent, but should not have heavy use.
<b>#007777</b>	Call-to-Action	The call-to-action color is a soothing and safe color, chosen to encourage users to feel comfortable registering for events. It is on the opposite side of the color wheel from maroon, making it a strong call to action color.
<b>#198754</b>	Success	This color will be used to indicate success, building on western culture's normal understanding of green. It is important that this color not be the only indication of success, but only a corroborating indicator.
<b>#DC3545</b>	Danger	This color will be used to indicate danger, building on western culture's normal understanding of red. It is important that this color not be the only indication of danger, but only a corroborating indicator.

# Typography

Font type (and size)	Color	Element	Description
<b>Arial   Helvetica</b>  1.375rem + 1.5vw	#141414 #FFFFFF #500000	Titles or Main Header (H1)	Ubiquitous Sans Serif sized for use in titles and top-level headings. Expresses the main idea.
<b>Arial   Helvetica</b>  1.325rem + .9vw	#141414 #FFFFFF #500000	Second Level Header (H2)	Ubiquitous Sans Serif, subheaders used for classification and section separation.
<b>Arial   Helvetica</b>  1.3rem + .6vw	#141414 #FFFFFF #500000	Third Level Header (H3)	Ubiquitous Sans Serif, used in tertiary subsection.
<b>Arial   Helvetica</b>  1.275rem + .3vw	#141414 #FFFFFF #500000 #198754 #DC3545 #FCE300	Fourth Level Header (H4)	Ubiquitous Sans Serif, Further subsection division of H3 sections.
<b>Arial   Helvetica</b>  1rem	#141414 #FFFFFF #500000 #198754 #DC3545 #FCE300	Paragraph Text (P)	Ubiquitous Sans Serif, used for the bulk of text on the page, when the paragraph is relatively short.
<b>Crimson Pro</b>  1rem	#141414 #FFFFFF #500000 #198754 #DC3545 #FCE300	Paragraph Text (P)	Lightly Serif, used for very large blocks of text where lengthy reading is needed.

## Icons and Other Graphical Elements

Icon/Graphic	Description	Source
	This is the logo for Aggie Aid. The design was selected from several icons which we created using both AI assistance and traditional methods. The heart made of hands shaking each other is consistent with the iconography which we have selected for our styling to spotlight the Aggie value of Selfless Service with our group's mission.	AI Logo Generation was used for the design, and then our team recreated the design using vector graphics.
	This is an example of a button that can be found on Aggie Aid. It is styled with rounded corners and is our call-to-action color. It is on the opposite side from maroon on the color wheel, making it a strong choice.	We created this button based on the buttons found in the Twitter Bootstrap Framework.
	This information icon is an affordance that lets a user know that they can hover over this icon to receive help on our sign-up page.	<a href="#">Twitter Bootstrap Icons</a>
	This magnifying glass icon is an affordance that lets a user know that the textbox next to the icon can be used to conduct a search	<a href="#">Twitter Bootstrap Icons</a>
	This icon showing people is an affordance that lets a user know that the number being depicted is about people. We use this on our event information to let a user know how many people have signed up for an event	<a href="#">Twitter Bootstrap Icons</a>
	This clock icon is an affordance that lets a user know that the information nearby this icon is in regards to a certain time of day. In this context, the clock icon is to let a user more easily locate when an event starts and ends.	<a href="#">Feather Icons</a>
	This icon is an affordance that lets a user know they can upload an attachment or file. This is useful for the Event Creation page if an organizer wants to provide an image for their event.	<a href="#">Twitter Bootstrap Icons</a>

## Additional Notes/Comments

This style guide is intended to be a living document that is adapted and changed to fit the stylistic requirements of Aggie Aid as they are revealed through design and implementation while keeping the focus on delivering an interface that encourages feelings of Aggie pride, values, and community, while also instilling a sense of assurance and comfort.

As such, the style guide will maintain a color scheme and style that reflects familiar Texas A&M colors and styling, and will intentionally avoid colors and elements that may be perceived as harsh or alarming. Many, but not all, of the colors have been sourced from Texas A&M's Web Branding guidelines (Texas A&M University, 2022). Our brand's primary color is Aggie Maroon. This is a calculated decision that we hope will elicit Aggie Pride and will allow our users to engage with their Aggie Core Values. In addition to the Aggie style guide, we have also based some of our color theming on Twitter Bootstrap's theming schema (Twitter, 2022).

Attributes of the style guide will be expanded during development to emphasize simple and focused interfaces allowing users to quickly identify and complete their tasks across all common platforms using intentional design cues for common actions, notifications, and confirmation elements, providing a reliable and consistent user experience.