

# Jackie Robinson Museum

## STYLE GUIDE



## What is the Jackie Robinson Museum?

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### 42

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The Jackie Robinson Museum is a new museum in New York City that honors the life and legacy of Jack “Jackie” Roosevelt Robinson, the first African American baseball player to play Major League Baseball. The museum consists of a variety of multimedia learning experiences, quotes, and artifacts that serve to educate viewers about the plight of Jackie's experience breaking baseball's color barrier and working for civil rights.

## Primary and Secondary Colors

Jackie Robinson played on the Brooklyn Dodgers for his entire Major League Baseball career. Therefore, the color scheme for the museum website will feature the official team colors of the (now Los Angeles) Dodgers. The Dodgers primary color is blue, and it is famously known as “Dodger Blue” so this will be the primary color used in designing the website. The two secondary colors will be the specific red and gray used by the Dodgers. A darker gray will also be used for text clarity.



**Primary**  
**“Dodger Blue”**  
#005A9C



**Secondary**  
**Red**  
#EF3E42



**Secondary**  
**Gray**  
#BFC0BF



**Secondary (Text)**  
**Dark Gray**  
#6D6E71

## Font

In the face of blatant racism, violence, death threats, and hatred, Jackie kept himself calm and collected. He was humble and resisted his tormenters by showcasing his talent on the baseball field. He showed resilience and strength without being flashy or ostentatious. In an effort to encapsulate his simple approach, only one typeface will be used in the website's design. The typeface Arimo is great in many circumstances just as Jackie was. Arimo is solid, dependable, and clear.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789!@#\$%^&\***

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*

## Buttons and Interactivity

All clickable buttons throughout the website will contain white text on a Dodger Blue background with a white stroke. All clickable text will be Dodger Blue to indicate interactivity. The only exception is the text in the navigation bar which is clickable but white. This was done to maintain readability on the darker hero image backgrounds. Navigation items that are currently in use will be indicated with a secondary red-colored bottom border.

**Normal Button**

**Clickable Text**

**Active Nav Item**

[Home](#)[About Us](#)[Visit](#)

## Jackie Robinson Museum

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[Visit Us](#)

The Jackie Robinson Museum celebrates the continuing legacy of one of the most important Americans of the 20th century. On April 15, 1947, Jackie Robinson took a major step for civil rights, breaking the color barrier in Major League Baseball. Robinson also became a key figure in advancing equal opportunity and first-class citizenship for African-Americans.



The museum will chronicle Robinson's trail-blazing achievements against the backdrop of United States history, from his birth in 1919 to today. Invoking Robinson's role as a champion for social and economic equality, the museum's programming will serve as a catalyst for dialogue on today's social issues.



### Mobile Homepage Wireframe

[Home](#)[About Us](#)[Visit](#)

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## Desktop Homepage Wireframe

[Home](#)[About Us](#)[Visit](#)

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**Mobile  
Homepage  
Layout**



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Celebrate the life of Jackie Robinson and explore his journey on the forefront of the Civil Rights movement.

[Visit Us](#)

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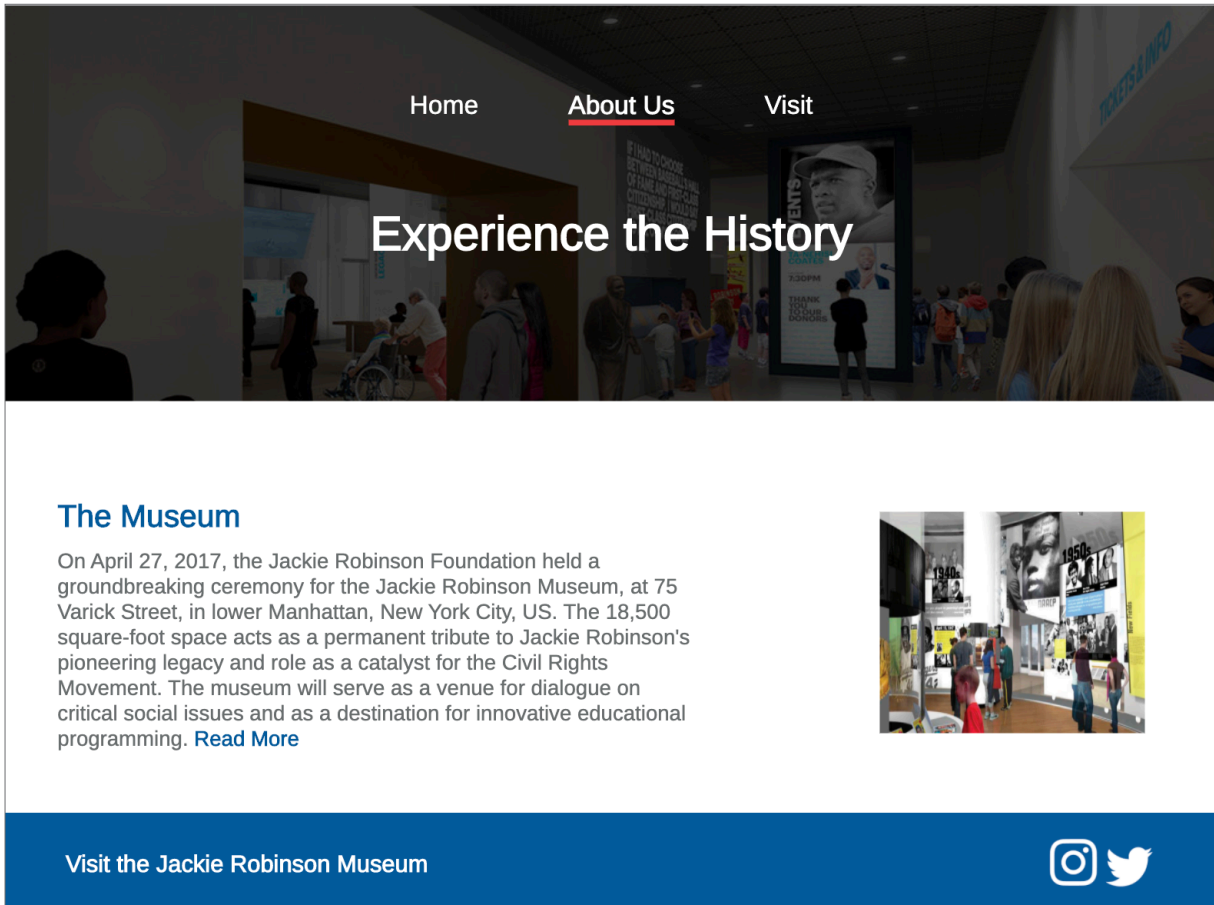
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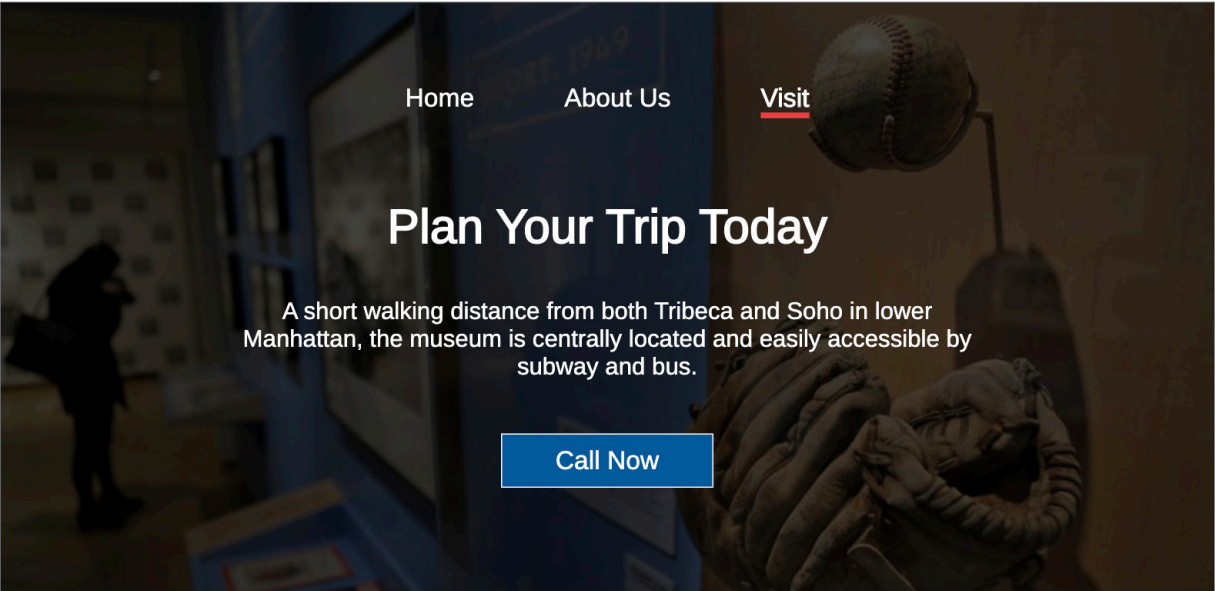
[Visit the Jackie Robinson Museum](#)



## Desktop Homepage Layout



## Desktop About Us Page Layout



# Plan Your Trip Today

A short walking distance from both Tribeca and Soho in lower Manhattan, the museum is centrally located and easily accessible by subway and bus.

Call Now

## Visit Us

We are located at:  
1 Hudson Square  
75 Varick Street, 2nd Floor  
New York, NY 10013-1947

Museum Hours



Desktop Visit Page Layout

## UI Elements and Plan

This site will use four different UI elements: a pop-up ad, an accordion, a “read more” open and close button, and an API that will tell the user the day of the week.

**Pop-up ad:** This ad will tell users arriving on the homepage that the museum is officially open to the public. The user will be able to click on it to acknowledge the message, which will then close the ad.

**Accordion:** The accordion will hold the headline “Museum Hours” and will open and expand a window downward when clicked. The expanded window will display the days and hours the museum is open. The user will be able to open and close the expanded window by clicking on the headline “Museum Hours” or the blue box holding the headline.

**“Read More” button:** The “Read More” button will appear at the end of the first paragraph on the “About Us” page. By clicking this button, the user will make a second paragraph appear under the first. This paragraph will provide additional information to the content offered in the first paragraph. When the user clicks the “Read More” button, the button text will change to “Read less” and will allow the user to hide the additional paragraph and restore the page to its original look.

**API:** The API will be used on the “Visit” page where it will tell the visitor the current day of the week under the “Museum Hours” section of the page. This is so the user will be reminded of what day it is before they look for the hours of the museum, just to make sure they check the right day. The API is sourced from <http://worldtimeapi.org/>.