



# Study Together

## Style Guide

### Brand Mood and Language

#### Brand Mood

- Study together is fun, relaxed, and welcoming.
- Students feel supported and connected.
- Students know they can log in and get help when things get hard.

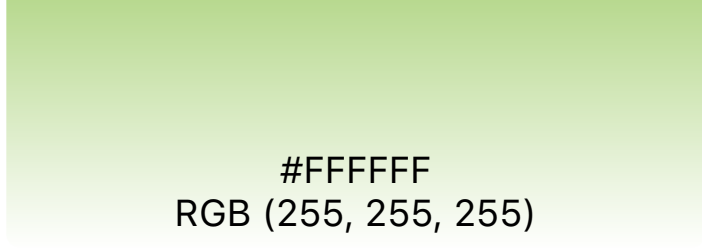
#### Language

- Relatable
- Casual and informal, but not juvenile
- Instructions speak directly to the user: "What excites you?"
- Inclusive and uses plain language to be easily understood

### Color Palette



#### Background: Gradient



### Typography

Fire Sans

Heading 1 | Medium | 36pt

Heading 2 | Bold | 24pt

Heading 3 | Bold | 21pt

Heading 4 | Bold | 18pt

Heading 5 | Regular | 16pt

Body 1 | Regular | 14pt

Body 2 | Regular | 12pt

**Heading 1** is used for the landing/login screen and should be in White #FFFFFF.

**Headings 2-4** are used for hierarchy/emphasis throughout the app and should be in Dark Blue #103649.

**Heading 5** is used for input labels on the login screen and when entering personal information in step 2 of the sign up process. This appears in White #FFFFFF on the login screen and blue #05496E on the input labels.

**Body 1 & 2** are used for body text throughout the app and should be in Blue #05496E.

### Iconography

Image	Name	Meaning
	App Icon	App Icon
	Comment	Comment on a post
	Applaud	Express support of a post
	Share	Share a post
	Picture	Add photo to post/message
	Video	Add video to post/message
	Doc Attachment	Attach document to post/message
	Hamburger	Menu
	Add	Create new message
	Filter	Filter search results/friends list
	Home	Go to home screen/newsreel
	Search	Search for friends/students
	Friends	View friends list
	Settings	Adjust settings
	Messages	View messages
	View/Edit Profile	Edit profile information
	Log Out	Log out of the app
	Alert	Alerts users to updates

Comment, Applaud, Share, Picture, Video, and Doc attachment should be in Blue #05496E.

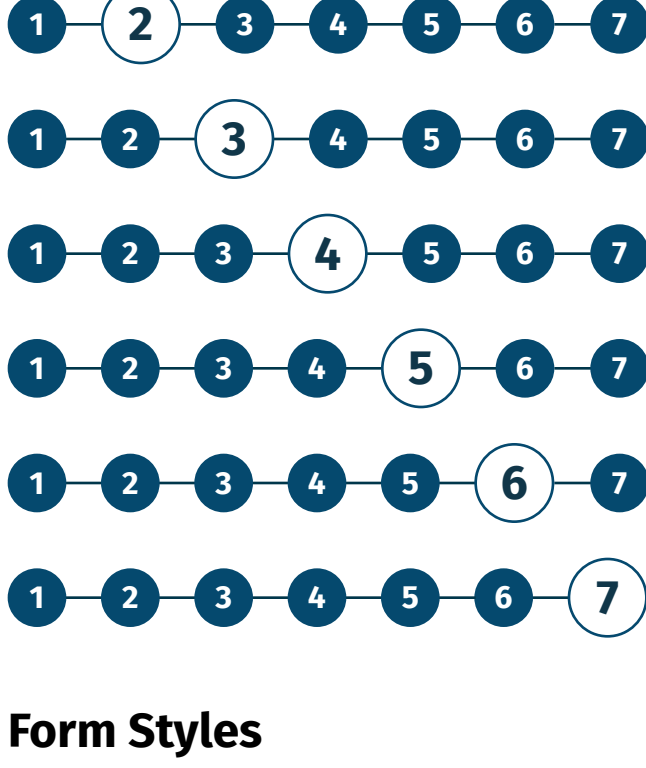
Hamburger, Add, Filter, Home, Search, Friends, Settings, Messages, Edit Profile, and Log out should be in Dark Blue #103649.

### UI Elements

#### Buttons

Primary	Secondary	Tertiary	Social
		<a href="#">Hyperlink</a>	
		<a href="#">Hover</a>	

#### Progress Tracker



The progress tracker is used to display steps in the sign up process. The current step is larger than the others to account for visual accessibility. The current step has a White (#FFFFFF) background with a Dark Blue (#103649) border and a Blue (#05496E) fill. All non-current steps have a Blue (#103649) fill and a White (#FFFFFF) font color.

#### Form Styles

First Name

Last Name

Email Address

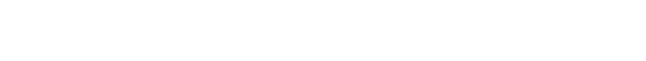
Password

Form styles used to create an account are labeled outside of the box. Examples provided in light gray inside the box where appropriate.

☐ Economics

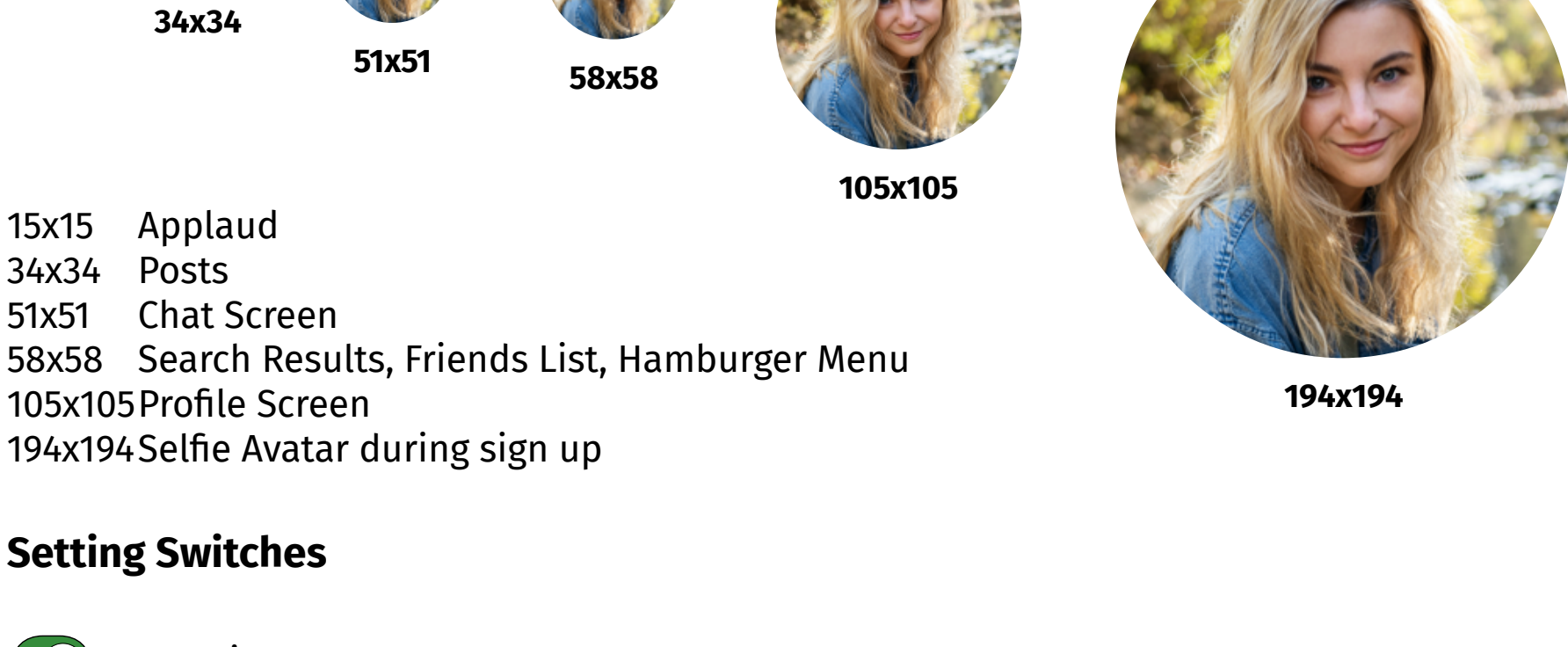
☒ Engineering

Checkbox selections display so that the checkmark is not fully contained within the box. The checkmark is displayed in Dark Blue (#103649).



Top navigation is comprised of a hamburger menu on the left, a filter icon to the right (when appropriate to the content) and a field to type into (when appropriate) which does not have a border.

#### Avatars



15x15 Applaud  
34x34 Posts  
51x51 Chat Screen  
58x58 Search Results, Friends List, Hamburger Menu  
105x105 Profile Screen  
194x194 Selfie Avatar during sign up

#### Setting Switches

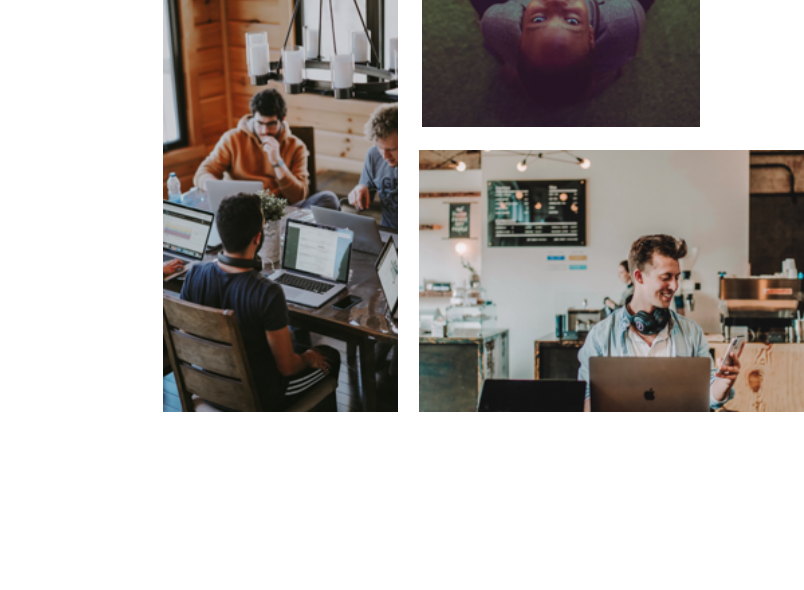
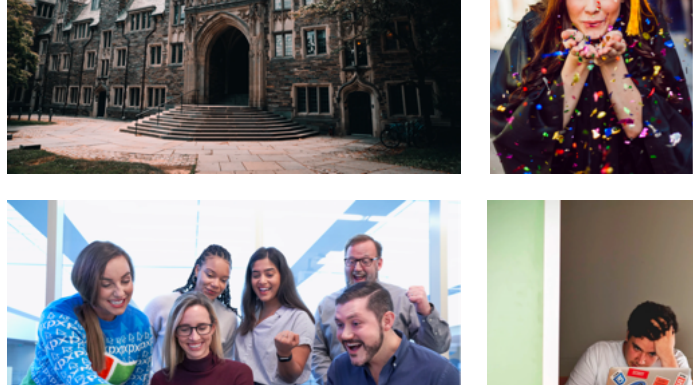
☒ Setting On

☐ Setting Off

### Imagery

#### Appropriate

- Fun, Relaxed, Welcoming
- Positive Energy
- People helping each other
- Technology / Using Technology
- School-related, Books, Notebooks, etc.
- Diversity



#### Inappropriate

- Stressed Students
- Generic, Posed Pictures
- Random School Photos

### Grid



Total Width: 335px  
Offset: 20px  
Columns: 12  
Gutter Width: 5px  
Column Width: 23px

