



Aggie Events Hub Style and Design Guide

By Dream Team Dynamics

Copy Elements

Mission Statement

Our mission is to get to know each other, work together, exercise our skills in User Research, Information Systems Design, and Development, and develop high-quality end-products that meet the project deliverables and user expectations.

Vision

To empower students to engage in meaningful events that align with their values, and enhance their university experience.

Tagline

Your one stop shop for all Aggie Events!

Copy Voice

Tone of Voice Dimensions¹

Funny	Neutral	Serious	Examples
	X		<ul style="list-style-type: none"> • Aggie Events Hub is one such product (we hope) • We are guided by Dr. Scialdone and our knowledge in User Experience and Information Systems Design and Development in this quest
Casual	Neutral	Formal	Examples
X			<ul style="list-style-type: none"> • Say goodbye to endless searching and hello to the hottest events across all campuses • Need more information about the event and can't find it here? We've got you!
Irreverent	Neutral	Respectful	Examples
		X	<ul style="list-style-type: none"> • Discover and register for events that align with your personal and professional goals • You will find the contact information of the organizer or a point of contact who can give you more information
Enthusiastic	Neutral	Matter-of-Fact	Examples
X			<ul style="list-style-type: none"> • This platform is to help you find information about events - what it's about, when, where, who, and even why! • We're pumped to make your Texas A&M event-hunting experience a whole lot easier and more meaningful!

Visual Design Elements

Color Palette

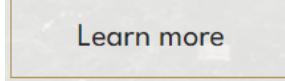
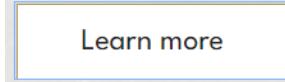
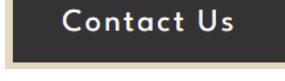
Color and Element	Usage Guidelines	Color and Element	Usage Guidelines
Primary Brand #E4D9BC	Used in the header, footer and some important sections throughout the web application	Subsections #333333	Used as subsections on 'Post Event' & 'Contact' page to create contrast for the Headings and relevant texts
Headings #4E6636	Used for important headings and their backgrounds in the website on the Home & Events page	Descriptions #7CAD81	Used for providing more information/description for the heading on the Home & Events page
Subsections #ffffff	Used plenty of white spaces to create balanced contrast for easy reading		

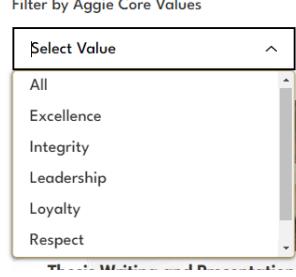
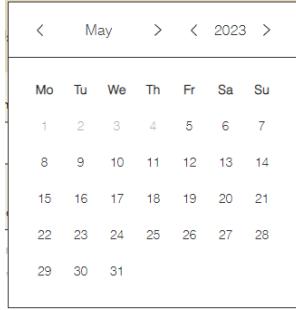
Typography

Element	Color	Font type (and size)	Usage Guidelines
Heading 1	#4E6636	League Spartan Bold 45 Px	Website name
Heading 1*	#333333	League Spartan Bold 42 Px	Specific Event Heading (e.g. Event heading on a page learn more)
Heading 2	#AF9453	League Spartan Extra Bold 30 Px	Welcome subheadings on each page would follow this convention (Such as About us, Contact in beige etc.)
Heading 3	#333333	League Spartan Semi Bold 25 Px	All the headings falling under specific event page would follow this style
Heading 4	#333333	League Spartan Bold 18 Px	Options / Menus on the website pages (for e.g. options under Website name)
Heading 6	#333333	League Spartan Semibold 20 Px	Clickable headings in the footer & form headings across website pages would follow this norm
Paragraph 1	#333333	League Spartan Medium 25 Px	For all (and any in future) descriptions under welcome subheadings
Paragraph 1*	#333333	League Spartan Medium 18 Px	Texts on filter and Event Names on Events page will follow this particular style

Paragraph 2	#333333	League Spartan Regular 16 Px	For any informative / descriptive text under subheadings (except welcome subheading), even on buttons & Forms
-------------	---------	-----------------------------------	---

Interactive UI Elements

Icon/Graphic ¹	Usage Guideline/Description ²	Icon/Graphic ¹	Usage Guideline/Description ²
Buttons		Buttons	
	All primary buttons on the website should be of the color HEX code: #AF9453 and font should be paragraph 2 theme. These buttons are placed for prominent user actions such as learning more about the event, RSVPs, and submitting a form. These button are clickable across the website		There are two secondary buttons on the website. This button is used to indicate less important action when compared to more significant one such as CTA. This button should have no color and to give a clickable perspective to the user, a border should be used for the color . And should have interaction when the user hovers. The typography remains same as the primary buttons
	When the user hovers over the primary button or the pointer is on the edge of the button the color of the button fades to lighter shade of: #CABA95. Rest the font color and size remains the same		For the first type of secondary button . When the user hovers the button the color changes to white (#FFFFFF). Again, typography remains the same.
	The call-to-action button has the same typography and color scheme as the primary button . The hover state also remains the same with exact HEX codes. The only difference is that the CTA button should be used only in the homepage and with an icon of > which is to indicate that it will take the user to the next step of what the website intends to do.		The second type of secondary button should be only used in the footer section. It has a significantly bold color of black always catches the eye of the user to get in contact. The typography remains the same for the button as the primary button.

Aggie Events Hub	The site name of the website should always be clickable across the pages. Although there should be no change to the state when the user hovers the webpage name.		When the user hovers the second type of the secondary button , the color changes to contrast with the initial state of white.
	All collapsed menus on the website are indicated with a downward arrow with white background and black border. The user can click anywhere on the menu to see the options.		The open state of the menu is indicated with an upward arrow. The menu has a #AF9453 border to keep it cohesive. The items can be scrollable in the menu based on the length of the menu.
Log In	The login link on the top header is more of a text based button without any borders. The color of text is #4E6636.		The hover state of the login link changes to a faded color of the #4E6636 to indicate to the user that this is clickable
	All input sections on the website should have a header of what it is expected from the user. And in some cases such as email id inputs, a placeholder text is provided to assist users in formats.		The calendar should be consistent with any other calendar inputs across websites over the internet. When the user selects a particular date on the pane, everything else should be grayed out and the selected date should pop up with black.



The **logo** should be placed on the top left corner of the website. The logo is clickable and it takes the user to the homepage of the website.



Writing Workshop
Thu 12, 10:00 AM - 11:00 AM CDT
College Studios, 400 Samm St, College Station,
TX 77842, USA

Big Event
Wed May 24

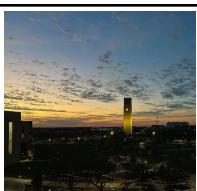
Learn More

The images on the homepages at the "**Events at glance**" section should always be interactive. When the user hovers over the image - the event picture should disappear and move upwards to show the location details of the events.

Static UI Elements

Icon/Graphic ¹	Usage Guideline/Description ²
Buttons/ Menus / Interactive Item	
	The Quote icons on the 'About Us' page are static elements used to identify different sections on the About us page.

Photographs (if applicable)

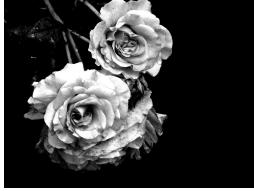
Image ¹	Description and Source ²
	Used for the purpose statement https://www.facebook.com/tamu/
	Our team picture
	Used on the About Us page for 'Find all aggie events here' https://www.facebook.com/tamu/
	Used on the About Us page for 'Here's where you sign up...' section' https://www.facebook.com/tamu/
	Used on the About Us page for 'Why Trust Us' https://www.facebook.com/tamu/

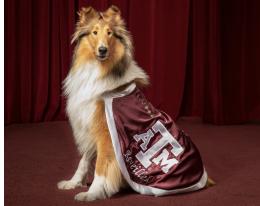
	Used for the Mission statement https://www.facebook.com/tamu/
	Used on the homepage for the background of the Welcome message https://www.facebook.com/tamu/

Additional Notes/Comments

Event Photographs

These images will potentially change over time.

Image	Description and source
	Wix Media for Events Page
	Wix Media for Events Page
	Wix Media for Events Page

	Wix Media for Events Page
	Texas A&M University Facebook Page (For Events Page) https://www.facebook.com/tamu/
	Wix Media for Events Page
	Texas A&M University Facebook Page (For Events Page) https://www.facebook.com/tamu/
	Wix Media for Events Page

	Wix Media for Events Page
	Texas A&M University Facebook Page (For Events at Glance on Homepage) https://www.facebook.com/tamu/
	Texas A&M University Facebook Page (For Events at Glance on Homepage) https://www.facebook.com/tamu/
	Texas A&M University Facebook Page (For Events at Glance on Homepage) https://www.facebook.com/tamu/