



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.

Tagline

One stop shop for all Aggie Events

Copy Voice

Tone of Voice Dimensions¹

Examples of Each Dimension²

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		

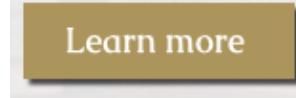
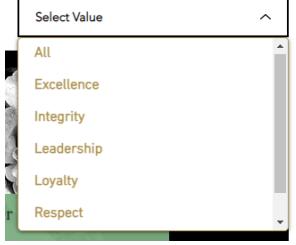
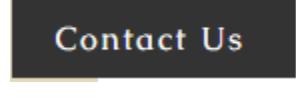
Typography

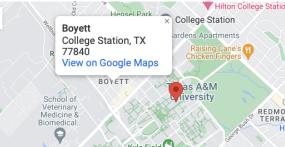
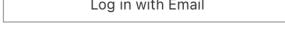
Element ¹	Color ²	Font type (and size) ³	Usage Guidelines ⁴
Header 5	#4E6636	Caudex Bold (36)	Used for application name on top of each page
Heading 1*	#4E6636	Caudex Bold Italic (40)	Used as a heading for the welcome blurb
Paragraph 2*	#333333	Caudex (22)	Used for the paragraph under the welcome blurb
Heading 1*	#FFFFFF	Caudex Bold (35)	Used for headings of Events under 'Events under Glance'
Paragraph 2*	#FFFFFF	Caudex (17)	Used to describe the event details under 'Events at Glance'
Heading 6*	#FFFFFF	Caudex Bold Italic (40)	Used to highlight the Date & Venue of Events under 'Events at Glance'
Heading 6*	#FFFFFF	Caudex (12), Underlined	Used to highlight the aggie core value for events under 'Events at Glance'

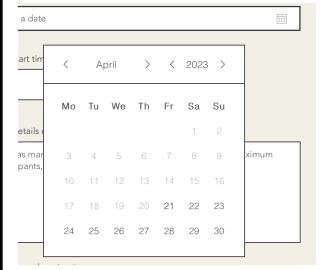
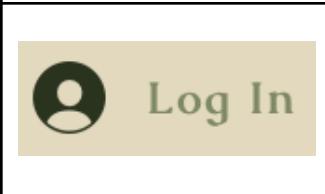
Paragraph 2*	#333333	Caudex (16)	Used in the footer of the website for details under 'Contact Us' and the paragraph under each section of the 'About Us' page
Heading 5*	#FFFFFF	Caudex Bold (30)	Used for 'About Us' & 'Events' page heading
Heading 6	#AF9453	Caudex Bold Italic (22)	Used for the subheading for the 'About Us' page
Heading 4	#AF9453	Caudex Bold (40)	Used as sectional heading on 'About Us' page
Heading 2*	#AF9453	Caudex Bold Italic (25)	Used to quote the purpose statement in 'About Us' Page
Heading 1*	#AF9453	Avenir Light (14)	Used for the dropdown heading & options in 'Events' page
Heading 2*	#333333	Caudex Bold (40)	Used as event headings in 'Events' page
Heading 2*	#333333	Cormorant Garamond Light (16)	Used for event details under event headings of 'Events' page
Heading 1*	#333333	Caudex Bold (16)	Used to describe the aggie value associated with the event

Heading 1*	#FFFFFF	Caudex Bold (56)	Welcome Blurb heading for the 'Post Event' page
Paragraph 2	#FFFFFF	Caudex (16)	Welcome blurb for the Post Event page
Heading 1*	#333333	Avenir Light (14)	Used for texts in forms in 'Post Event' & 'Contact' page
Paragraph 1*	#AF9453	Cuadex (18)	Used for form instructions in
Paragraph 2*	#7CAD81	Futura Light (16)	Publish Event Form Success Message

Interactive UI Elements*

Icon/Graphic ¹	Usage Guideline/Description ²	Icon/Graphic ¹	Usage Guideline/Description ²
Buttons/ Menus / Interactive Item		Buttons/ Menus / Interactive Item	
	When you hover over, it flips the color scheme with the button area becoming white & 'Learn More' beige. Size of the button remains unchanged. Once the user clicks on it, It takes them to the 'About us' page.		Drop-down menu with arrow clearly pointing down on the right side. User can click anywhere on this item [not just the down arrow] to expand.
	When you hover over, the color of the button area turns light beige. Size of the button remains unchanged. Once the user clicks on it, It takes them to the specific event page.		When the down arrow is clicked, it morphs into an up arrow sign. Users can click the up arrow sign to reverse animation. All available choices for expanded menu should be viewable on screen.
	When you hover over, it flips the color scheme with the button area becoming white & 'Contact Us' black. Size of the button remains unchanged. Once the user clicks on it, It takes them to the 'Contact' page.		This button can be found on 'Post Event' & 'Contact' pages to submit the forms after filing the relevant information. It flips the color scheme when the button hovered or clicked.

	<p>This is an option/menu bar which when hovered over, the color of the button changes to light beige while the text & size of the button remains unchanged. It takes the user to the respective pages on the website.</p>		<p>When you hover over, the color remains unchanged. Size of the button remains unchanged. Once the user clicks on it, It takes them to the Aggie Core Values section of the 'About us' page.</p>
	<p>The RSVP button, when clicked takes the user to the respective events page and lets them login to make the reservation</p>		<p>Interactive map on each event page to map user & event venue locations.</p>
	<p>Color & Size of button remains unchanged when hovered over. Take the user to Google sign up once clicked.</p>		<p>Color & Size of button remains unchanged when hovered over. Takes the user to sign up once clicked.</p>
	<p>Color & Size of button remains unchanged when hovered over. Once clicked, it takes the user to Google Login page to choose from user accounts to log in.</p>		<p>Color & Size of button remains unchanged when hovered over. Takes the user to the Login page once clicked.</p>
	<p>Button which becomes active after the user has successfully entered the information and cleared captcha. Used for signing up the users.</p>		<p>Lets the user log into the web site after entering the correct credentials. Size & color of the button remains unchanged when hovered or clicked.</p>

	<p>When you click on the calendar icon in the 'Start date' and 'End date' option in the form on the post event page, the calendar pops up to select the date with arrows to change the month & year.</p>	AGGIE EVENTS HUB	<p>When you hover over, the color & size remains unchanged. It takes the user to the home page once clicked.</p>
<p>Reason *</p> <p>Choose an option</p>	<p>Drop-down menu with arrow clearly pointing down on the right side. Users can click anywhere on this item [not just the down arrow] to expand.</p>	<p>Reason *</p> <p>Choose an option</p> <ul style="list-style-type: none"> Technical issues Modify event details Cancel event Others 	<p>When the down arrow is clicked, it morphs into an up arrow sign. Users can click the up arrow sign to reverse animation. All available choices for the expanded menu should be viewable on screen.</p>
	<p>Log in button on top right of the website turns light green when hovered over and takes the user to the sign up or log in page when clicked.</p>		

Static UI Elements*

Icon/Graphic ¹	Usage Guideline/Description ²	Icon/Graphic ¹	Usage Guideline/Description ²
Buttons/ Menus / Interactive Item		Buttons/ Menus / Interactive Item	
	In the left section of the 'Contact' page, there's a static TAMU icon.		The Quote icons on the 'About Us' page are static elements

Photographs (if applicable)

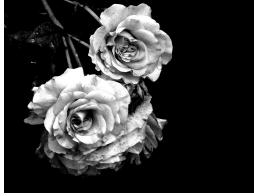
Image ¹	Description and Source ²
	Used for the purpose statement https://www.facebook.com/tamu/
	Our team picture clicked during Diorama in-class Activity
	Used on the About Us page for 'Find all aggie events here' https://www.facebook.com/tamu/
	Used on the About Us page for 'Here's where you sign up...' 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



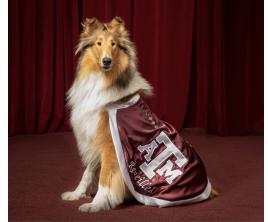
Wix Media for Events Page



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/>



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<https://www.facebook.com/tamu/>



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<https://www.facebook.com/tamu/>