

## **Corporate Design (CD) for CUBcompass**

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### **Introduction**

The corporate design of CUBcompass is designed to provide a consistent, engaging, and user-friendly experience for students navigating life at Constructor University. Our design emphasizes clarity, accessibility, and a welcoming atmosphere.

### **Logo**

The CUBcompass logo serves as the visual identity of the platform. It should always be displayed prominently at the top of the webpage. The logo is designed with a modern aesthetic, featuring clean lines and a color palette that reflects the university's branding.

### **Logo Usage Guidelines:**

- The logo should not be altered or distorted.
- Maintain adequate whitespace around the logo to ensure visibility.
- Use the logo in its original color scheme; do not modify the colors.

### **Color Palette**

The CUBcompass color palette consists of the following colors:

- **Primary Color:** #08046a (Dark Blue)
- **Secondary Color:** #007BFF (Bright Blue)
- **Background Color:** #f5f5f5 (Light Gray)
- **Text Color:** #333333 (Dark Gray)
- **Accent Color:** #ffffff (White)

### **Color Usage Guidelines:**

- Use primary colors for headings and buttons.
- Background color should be consistent across all pages to maintain uniformity.
- Ensure sufficient contrast between text and background for readability.

### **Typography**

CUBcompass uses a combination of web-safe fonts for readability and aesthetic appeal. The following fonts are used:

- **Headings:** 'Poppins', sans-serif (Font weight: Bold)
- **Body Text:** 'Arial', sans-serif (Font weight: Regular)
- **Quotes/Callouts:** 'Roboto', sans-serif (Font weight: Italic)

### **Typography Guidelines:**

- Headings should be clear and distinct, using larger font sizes.
- Maintain consistent line spacing for body text to enhance readability.
- Use italics for quotes or important notes to emphasize key information.

### **Layout and Structure**

The layout of CUBcompass is designed for simplicity and ease of navigation. Key features include:

- **Header:** Contains the logo, navigation menu, and search bar.
- **Main Content Area:** Features welcome messages, important announcements, and common questions.
- **Footer:** Includes contact information, social media links, and copyright details.

### **Layout Guidelines:**

- Use a grid system to maintain alignment and structure.

- Ensure that all buttons and interactive elements are easily accessible and clearly labeled.
- Maintain a clean and organized layout to prevent visual clutter.

### **Interactive Elements**

CUBcompass includes interactive elements such as buttons, dropdown menus, and accordions to enhance user engagement.

#### **Button Style:**

- Background Color: #007BFF
- Text Color: #ffffff
- Hover Effect: Background color changes to #0056b3 with a shadow effect.

#### **Accordion Style:**

- Active Item Background: #0056b3
- Content Background: #ffffff
- Text Color: #555555

### **Conclusion**

The corporate design of CUBcompass aims to create a cohesive and engaging user experience for students. By adhering to these guidelines, we ensure that the platform remains visually appealing, accessible, and functional, supporting students in their academic journey at Constructor University.