

ATHENS ERA

DESIGN
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SYSTEM
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SYSTEM

Prepared For:

UGA New Media
Institute

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Editorial Style

Mission

Art is a part of culture, identity, and life. Athens, Georgia has always been full of life with incredible aspiring artists, however, there is a missing link between the public and an easily accessible avenue for exploring and purchasing local art. Athens Era aims to act as that link.

Voice

We are friendly and inviting. Our voice attracts all people from the local community and beyond who share a diverse background and come together for the shared love and passion for art. We are supportive and energizing. We shed light to local artists in a fun and sophisticated way, highlighting their talents and respecting their work.

Tagline

Enter the **Athens Era** and be immersed with culture.

Logos

The logo should not only represent a brand, but it should also convey a brand's voice. The Athens Era logo conveys a clean and sleek appearance with a nod to a symbol that truly represents the community that Athens Era aims to serve. The Athens Era logo system offers a collection of full-color standard and alternative logos. Each logo style also possesses a black-and-white alternative.

Standard

The standard, full-color is presented in two variations. The first logo is displayed with Brownish-Red text and a Bisque arch. The second logo displays the inverse combination. Full-color logos are to be used against a pre-approved background colors.



Alternative

The alternative version is used in situations in which space prevents the utilization of the standard version. The alternative is offered in the same color variations as the standard logo.



One Color

Both the standard and alternative versions of the logo are available in black in situations where custom colors are not permitted or accessible.



Logo Do's & Don'ts



Do not stretch or alter the proportions of the standard, alternative, or one-color fonts.



Do not alter the placement of or reposition any text within the standard logo.



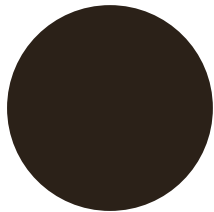
Do not position a full-color standard or alternative logo on a color that is not pre-approved as background color.



The standard logo should not be utilized if the type is no longer legible. Instead, the alternative logo should be used.

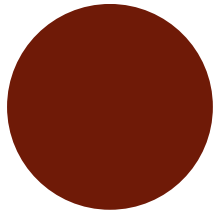
Colors

The color palette is built from combining Athen's culture with the sophistication associated with an art gallery. We wanted to keep the Georgia red and black but in a more neutral tone to bring feelings of home and support. The art displayed should be the center of attention, not the site.



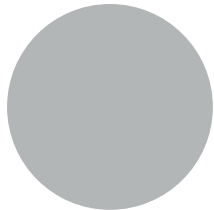
Hex: #2B2118
CMYK: 0, 23, 44, 83
RGB: 43, 33, 24

Primary Color - Bisque
Used for: Text Color
Conveys: sophistication, structure



Hex: #6F1A07
CMYK: 0, 2, 8, 3
RGB: 111, 26, 7

Secondary Color - Brownish Red
Used for: Navigation, buttons
Conveys: home, local, support



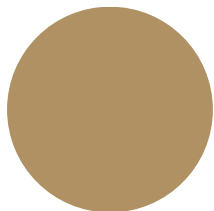
Hex: #B3B6B7
CMYK: 2, 1, 0, 28
RGB: 179, 182, 183

Accent Color - Warm Grey
Used for: buttons, backgrounds
Conveys: balance and neutrality in comparison to the vibrant art displayed



Hex: #F7F3E3
CMYK: 0, 77, 94, 56
RGB: 247, 243, 227

Accent Color - Cosmic Latte
Used for: backgrounds, shapes
Conveys: sophistication, elegance



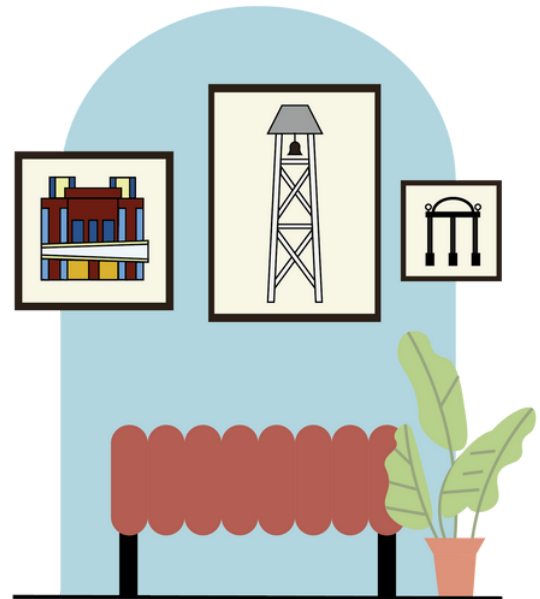
Hex: #AF9164
CMYK: 0, 17, 43, 31
RGB: 175, 145, 100

Accent Color - Camel
Used for: details, ratings
Conveys: generosity, compassion

Imagery

Art

- The art pieces will be displayed in various rectangular shapes that form together like a "Pinterest board"
- Art galleries are formed with the connected grids in a geometric feel
- Uploaded images from artists may be formatted into various rectangular shapes to their liking



Banners

- Banners and heading images will be wide, high-resolution images, mostly displaying community images
- Local people of diverse backgrounds should be shown to connect with all viewers
- Banners will be cropped in large rectangular shape of approx. 300 x 500px

Profiles

- Artist profiles will be highlighted with arch shapes behind them, framing their pictures
- The arch will be slightly larger than the image, by 5px to give the images a nice frame

Typography

Our design uses Poppins (headers), Poppins Extra Bold (sub headers), and Glacial Indifference (body text). These fonts are sleek, yet elementary. They are sophisticated, yet simple. They are not outlandish or extreme. They aim to bring feelings of a clean aesthetic and put together interfaces.

Poppins - Abc

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Header 1

80pt

5pt Spacing

Poppins Extra Bold - Abc

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Header 2

42 pt

5pt Spacing

Glacial Indifference - Abc

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Body

16 pt

5pt Spacing

Use

- Poppins: Used for page headers(home page), titles of large sections
- Poppins Extra Bold:Used for second headings to separate smaller sections, such as Artist Profiles on the profile page
- Glacial Indifference: Used for all body text below all headers

Component Library

Buttons

Buttons allow the user to navigate the Athens Era site. Buttons will appear in the standard Brownish Red in most uses. The Warm Grey option should be utilized in more formal situations such as in forms. The inactive states of each button utilize the same color text as their borders. The active Warm Grey button includes Bisque text, while the Brownish Red button includes Cosmic Latte text.

Inactive



Active



Notifications

The notification badge should be presented in Brownish Red with a Cosmic Latte border. The interior text should also be placed in Cosmic Latte. The badge should appear in the upper-lefthand corner of icon in which it is modifying. The badge appears in its active state until all notifications have been read at which point the badge disappears.



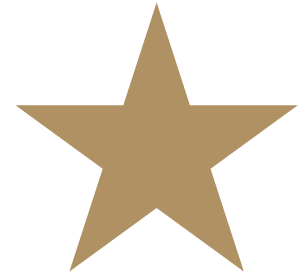
Stars

The stars icon is presented as a way to rate the user's experience with an artist and their satisfaction level with a piece of art. The inactive state is presented with a Camel border before a rating is made. The active state has no border but an entirely Camel filling. It corresponds to a user's rating of a given interaction.

Inactive



Active



Messages

The message icon should be presented as a filled shape in the Camel color. When the message icon is activated and visited, the icon should be distinguished with a Bisque border to display its state and the user's current location on the site.

Inactive



Active



Input Field

Input Fields are to be used in situations where the user must input specific information such as forms and search inquiries. The inactive state is presented with a Warm Grey border and filler text that specifies the content that should be entered. The active state presents the same border but alters the text to the Bisque color so that the user may differentiate the text they typed over the filler text.

Email Address

support@athensera.com

Arch

The Arch icon should be utilized in the same manner as a 'home' icon. In situations where the space does not allow, such as in a navigation bar, the icon will allow the users to return from their present screen back to the landing screen. They are presented in both Brownish Red and Bisque.



Breadcrumbs

Breadcrumbs will allow the user to better understand their current location on the site and what steps they took to get there. Two breadcrumbs exist to represent different processes. The first breadcrumb, appearing in Brownish Red with Cosmic Latte text is depicted in formal processes such as transactions. The second breadcrumb, appearing in Cosmic Latte with Brownish Red text and Camel arrows, represents the primary navigation breadcrumb process. It is made to appear less distracting but just accessible.



Pattern Library

Forms

The form should be utilized in instances of communication between buyer and seller or user and support. The form should be populated with an adequate amount of input fields matching the required information. Until the required fields have been filled, the submit button should be in its inactive state. Background elements, such as shapes, should be an approved brand color. In the instance of a background, the text field should not be transparent. Instead, they should possess a solid white (#FFFFFF) background. The form should have a clear and concise title and labels. It should not contain any unnecessary information in order to maintain a clean and simple appearance. Input fields should not be altered by means of transparency, background color, border width, and border color.

Form Title

Label

Filler Text

Filler Text

Label

Filler Text

Label

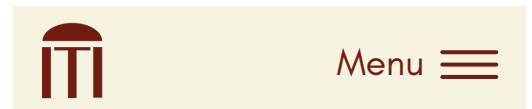
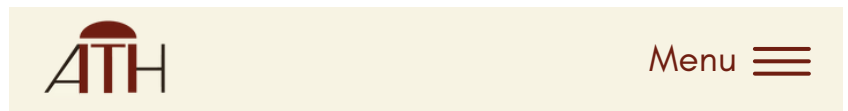
Filler Text

SUBMIT

Navigation Bar

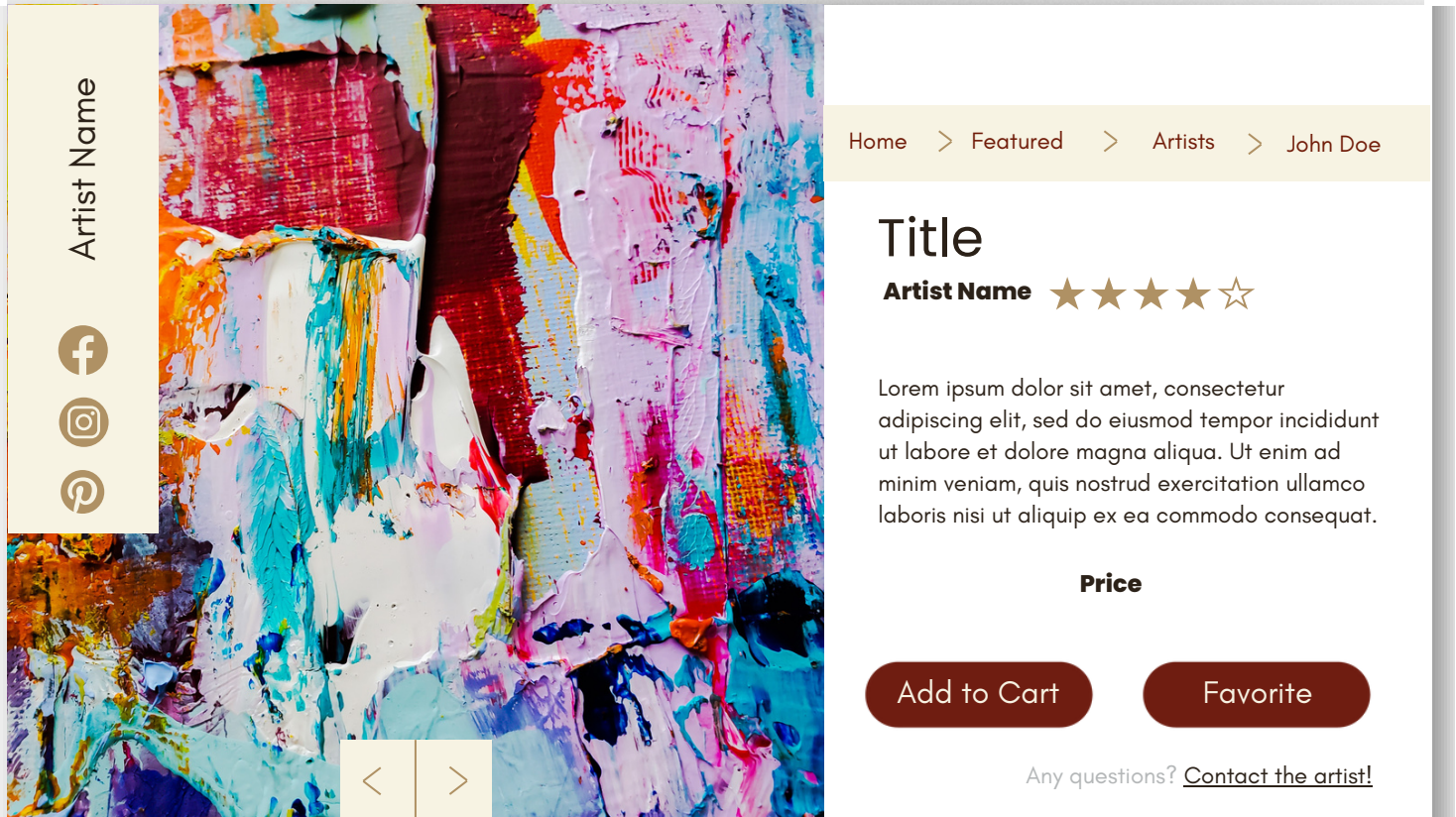


The Athens Era navigation bar is presented with a Cosmic Latte background. In the large screen version (1008px and larger), the standard full-color logo is placed in the center of the navigation bar with navigation items equally spaced on either side. The far right side of the navigation bar also hosts a set of three icons. The first icon directs users to their messages. The second icon directs users to their shopping cart. The third icon directs users to their profile. In the medium screen version (641px to 1007px), the background is displayed in Cosmic Latte. The alternative full-color logo is presented on the left side on the navigation bar. A labeled hamburger menu in Brownish Red is set to the right. The smaller screen version (smaller than 640px) displays a Cosmic Latte background and is presented with the Arch icon on the left side and labeled hamburger menu on the right side.



Using a different variation of the logo is not permitted on any screen size. Labels for navigation items should only be present for the large screen version. Icons should only be presented in Camel and be no taller than the label typeface.

Preview Card



The preview card should contain product images that do not exceed the dimensions of the sample frame. In the top left of the frame, the artist's name and available social media links should be present. The name is to be typed in Bisque. The social media icons should be in displayed in Camel and inside a circular frame. The breadcrumbs should represent the primary navigation style. The typographical hierarchy should be obeyed when structuring content within the card.

The standard Brownish Red buttons should be presented in their active form. They should never be presented with any variations. The contact link below the buttons should be flush right with margins of the card. Text before the link should be displayed in Warm Grey. The text containing the link should be displayed in Bisque and underlined.

Tool Stack



Figma

Used for: Prototype

Including: ideation, brainstorming, project planning



Adobe XD

Used for: Prototype

Including: website design, layout, storytelling



Adobe Illustrator

Used for: Design

Including: Logo, UI components for site navigation and branding



Wordpress

Used for: Develop

Including: Building the website, front-end interface design



WooCommerce

Used for: Develop

Including: E-Commerce development for the back-end activity