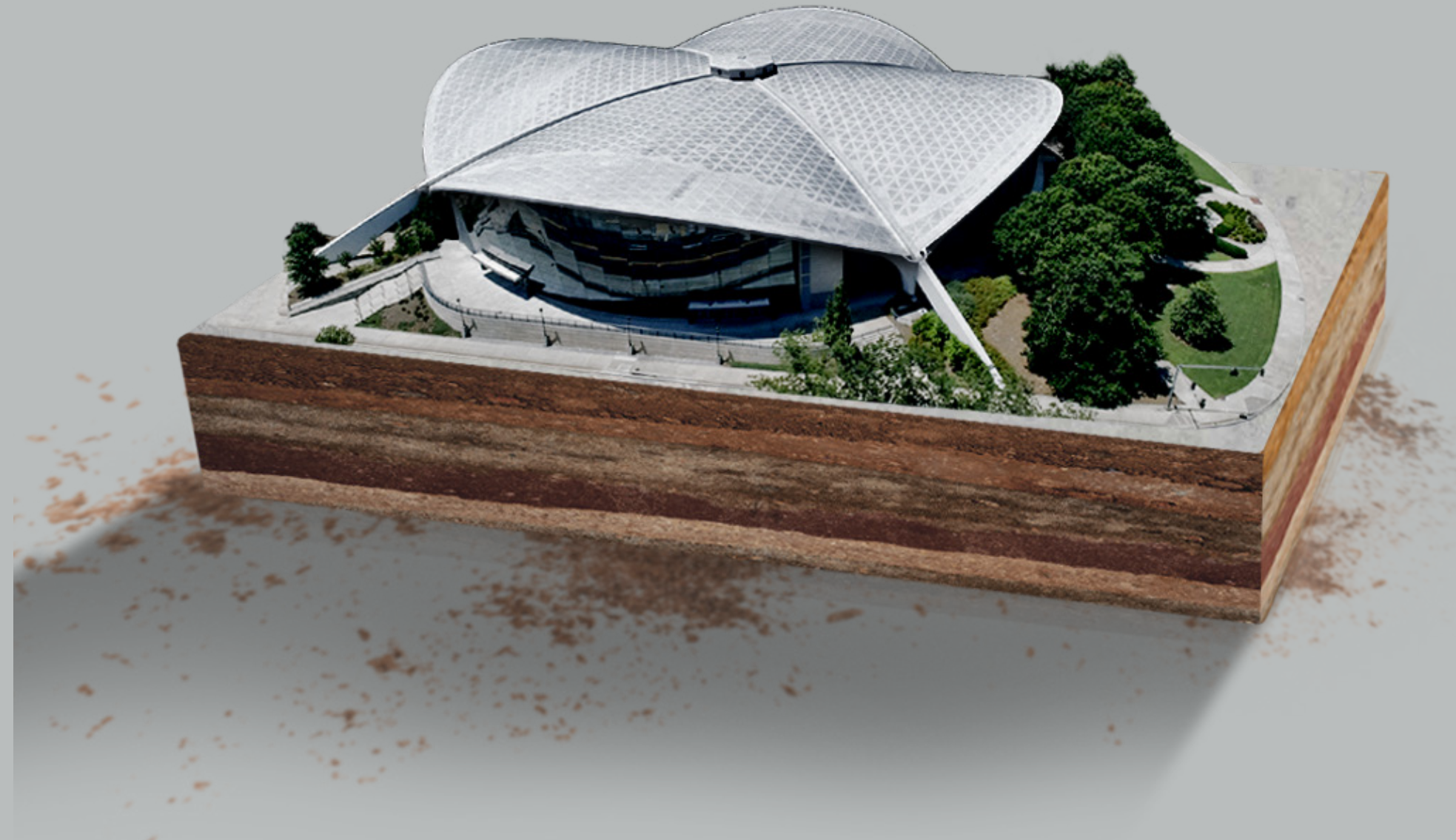


**GEORGIA GYMNASTICS RECRUITING SITE**



# DESIGN SYSTEM



**VISUAL STYLE**

**EDITORIAL STYLE**

**GLORY GLORY GO DAWGS**

ABCDEFGHIJKLMNO P Q  
RSTUVWXYZ

abcdefghijklmnopqr  
stuvwxyz

Compressed

Ultra Light *Italic*  
Thin *Italic*  
Light *Italic*  
Regular *Italic*  
Medium *Italic*  
Bold *Italic*  
Black *Italic*

Condensed

Ultra Light *Italic*  
Thin *Italic*  
Light *Italic*  
Regular *Italic*  
Medium *Italic*  
Bold *Italic*  
Black *Italic*

Expanded

Ultra Light *Italic*  
Thin *Italic*  
Light *Italic*  
Regular *Italic*  
Medium *Italic*  
Bold *Italic*  
Black *Italic*

Expanded

Ultra Light *Italic*  
Thin *Italic*  
Light *Italic*  
Regular *Italic*  
Medium *Italic*  
Bold *Italic*  
Black *Italic*

*Billions*

# TYPOGRAPHY



Each of the three font families were chosen intentionally with a purpose.

**Morganite** is the font that will be used for headers and titles. Morganite has a modern look but carries a certain strength with it. It is also extremely narrow which helps fit into designs and into different spaces.

**Gt America** is a font used by the entire athletic department at Georgia. It is strong and most importantly has a ton of options in weight. It has a clean yet powerful look. Gt America will be used for subheadings and body

text and will often be used with increased tracking.

**Billions** is a script font that will be used sparingly. It implies a certain beauty and grace that is unique to the sport of gymnastics. Billions will usually be larger than Gt America and smaller than morganite. It is important that the tracking is never adjusted with this font or it will lose its cursive and elegant feel.

# LOGOS

The first two logos were designed specifically for this project and will be used by the Gymnastics program exclusively. The “Power G Logo” is of course not designed for this project. All logos are vector. All logos are designed to be used within the color palette of this project. All logos are not to be stretched cropped or otherwise edited.

THIS LOGO IS SPECIFIC TO THE GYMNASTICS SITE ONLY. IT FEATURES TWO COLOR OPTIONS. THE ARCH IS A NOD TO STEGEMAN COLISEUM. THE FIGURE LEAPING IN THE MIDDLE IS A GYMNAST.

THE GLORY GLORY STATE LOCKUP IS A LOGO THAT IS USED JUST FOR GYMNASTICS. YOU WILL SEE THIS LOGO ON MERCHANDISE, SOCIAL MEDIA AND OF COURSE THE WEBSITE.

The “Power G” logo is the official Logo of Georgia Athletics. It can be used in the following ways. It is very important that it is never cut off, stretched or otherwise manipulated.



Georgia Gyndog site logo

Glory Glory state lockup

Power G

Red

Dark Grey

Silver

# COLOR PALETTE

The color palette is consistent to the color palette for UGA athletics. It is important that this sight is on brand and works with the color palette of the GymDogs social and marketing material. The only slight adjustment was to the silver. The silver was made lighter to contrast better with the dark gray and to be more friendly for web..

For the website, dark gray is actually the primary color. With red and silver being the secondary colors.



#CC0000



#222222



#B9BDBD

Don't Cut the Logo Off

Don't stretch the logo

Don't Use the logos to create

# UNACCEPTABLE USES

## GEORGIA GYMDOGS SITE LOGO

This logo should be used on the website only. It should be removed from large bodies of text and given space to breath.

DO NOT cut this logo off and do not stretch it. Do not play with the colors.

## GLORY GLORY STATE LOCKUP

This logo should be used as a footer or as marginal. It is strictly a secondary logo.

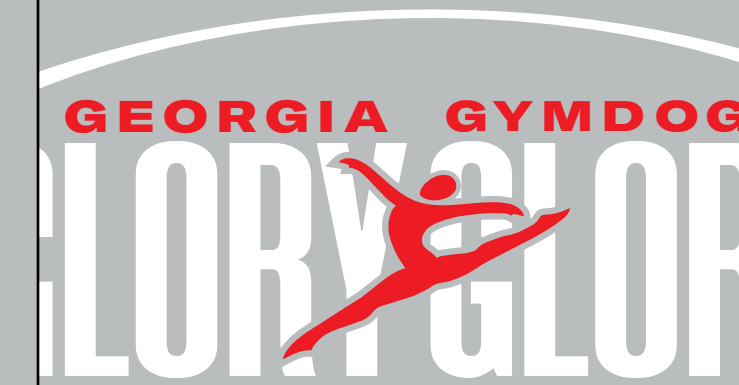
Do not stretch this logo. Do not alter the state or G in anyway. Do not condense this logo.

## POWER G

This one should be mostly avoided on the website since it is not the primary logo of the site.

Should never be used to spell something else. All the other rules apply as well. This is the logo to be most careful with.

DON'T CUT THE  
LOGO OFF



DON'T STRETCH  
THE LOGO



DON'T USE THE  
LOGO TO CREATE  
ANOTHER WORD



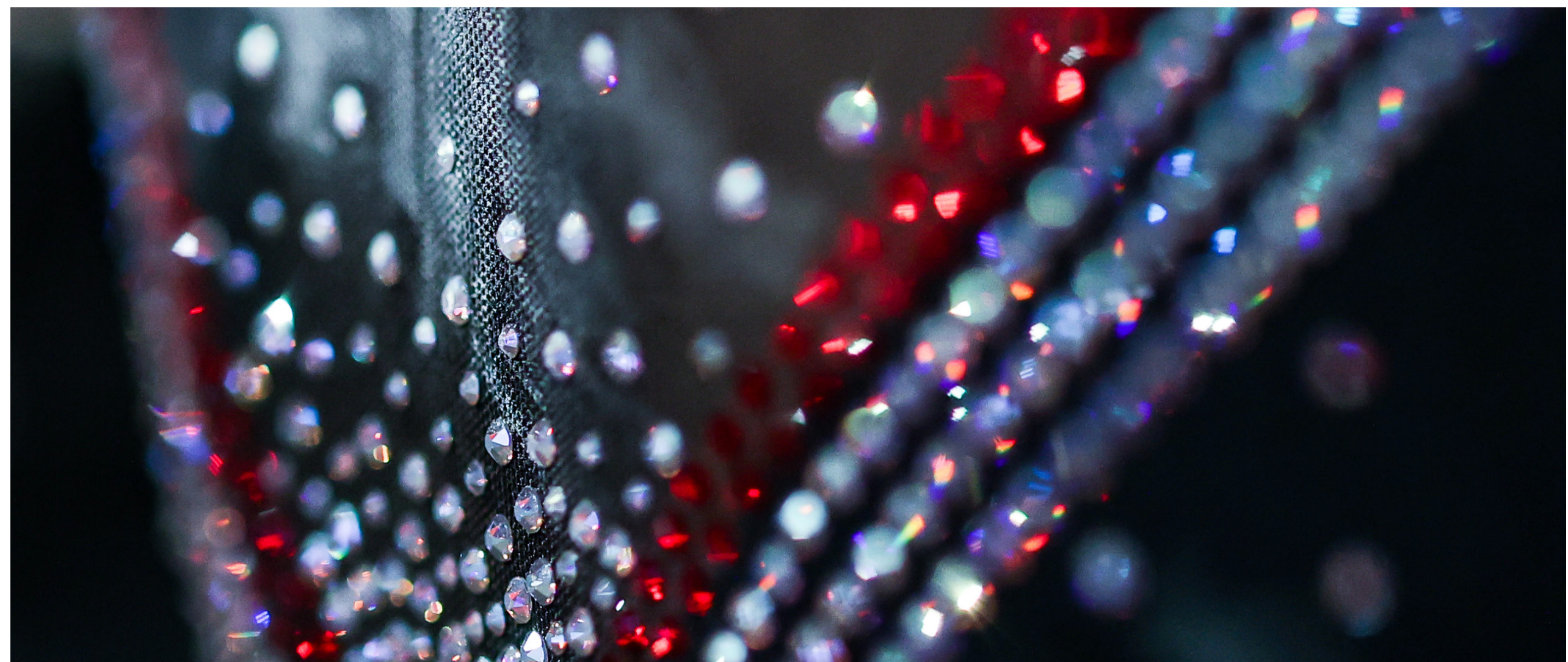
DON'T PUT THE  
LOGO ON A COL-  
OR THAT IS NOT  
IN THE PALETTE





# OTHER IMAGERY

The photos on the website are picked very intentionally. These photos should represent the things that make Georgia Gymnastics unique. These photos should show the closeness and family atmosphere of the team. These photos should show the energy of Gymnastics meets (full stands and excited fans). Finally these images should be detail oriented. Showing that the little things matter.



Detail Oriented

Packed Stands

Tight-knit

Mission Statement

Tagline

Brand voice

# EDITORIAL STYLE

## MISSION STATEMENT

To ease the Georgia Gymnastics recruiting process for both prospective student athletes and coaches.

## TAGLINE

“Glory Glory Go Dawgs”

The beginning to the Georgia Fight song, Glory Glory has become the well known rally cry for UGA Gymnastics fans.

## Brand voice

The Brand voice is professional and exciting. The goal is to write in a way that attracts student athletes to the program. Because of this, we want to be cutting edge and relevant.

The brand voice is inspiring and serious but not intimidating. The brand voice is confident but not cocky. The brand voice is approachable but not goofy.

# COMPONENT LIBRARY

## PAGE PREVIEWS

Page Previews will advertise the other pages that the site has to offer. It will feature a thick box with morganite black titles. The box will either feature a number on it or a photo behind it. These will also have a faint diagonal line pattern applied to the highlights of the design. These designs will function as buttons that link directly to the different pages.

## BUTTONS

Buttons are used sparingly to incite user action. Buttons are red to contrast with the dark gray background. This catches the users eye in a subtle way.





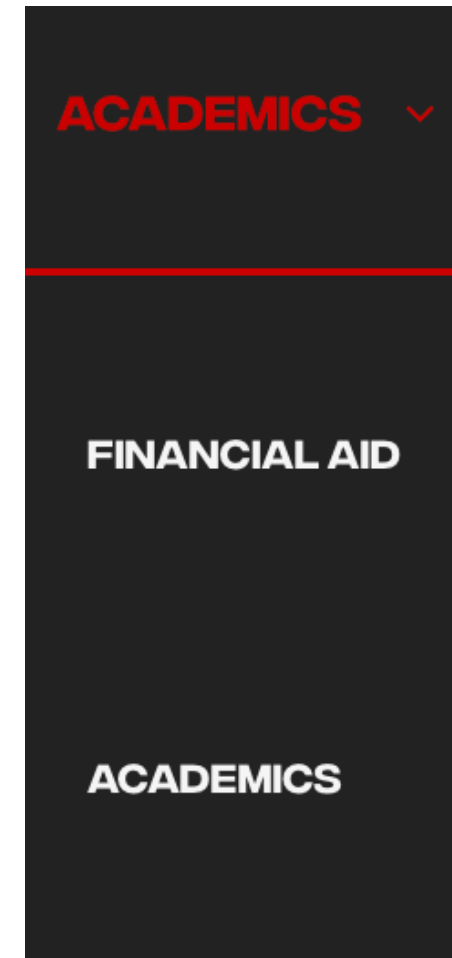
Menus

Testimonials

# COMPONENT LIBRARY

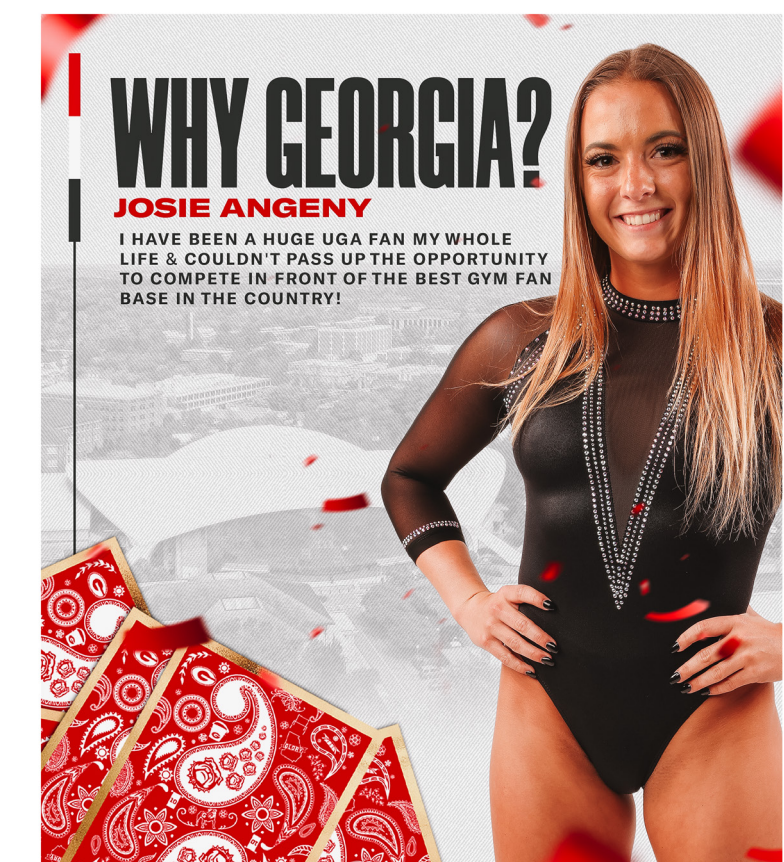
## MENUS

Drop-down menus should have a simple and clean look. An arrow indicates that the navigation has a drop-down menu and the menu itself is white with red hover to stand out against darker photos and a dark gray background.



## TESTIMONIALS

Student athlete testimonials are a huge part of the website. These testimonials feature an athlete, their name and the traditional brand elements for UGA Gymnastics. The testimonials rotate between white and dark gray.



# COMPONENT LIBRARY

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## QUOTES

Like testimonials, quotes are essential to capturing the feel of the team. Understanding the feel and culture of the team proved to be very important to the prospective student athletes who were surveyed. These quotes feature the text in white so it is most readable as well as large red quotation marks that give away immediately that it is in fact a quote.

**A POWERHOUSE IN ACADEMICS, THE UNIVERSITY OF GEORGIA OFFERS A TOP-RATED HONOR'S COLLEGE, HANDS-ON LEARNING OPPORTUNITIES, AND SMALL CLASS SIZES TO GIVE OUR STUDENTS THEIR BEST CHANCE OF SUCCESS, BOTH ON THE FLOOR AND IN THE CLASSROOM.**

Title Bar

Navigation

Home Page Menu

# PATTERN LIBRARY

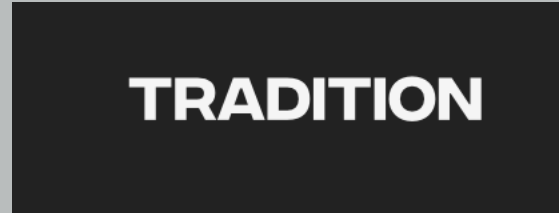
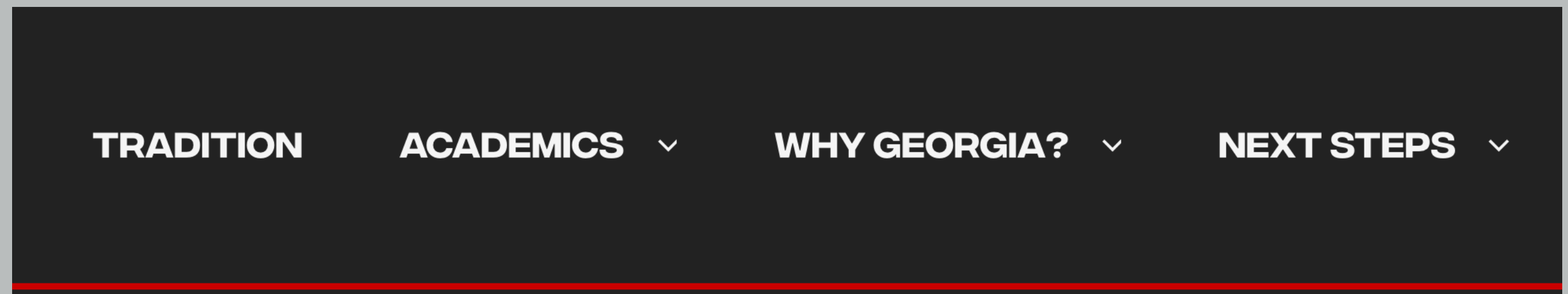
## TITLE BAR

The title bar is simply the sites logo on a dark gray background with a red underline. This is presented in the same way on every page of the site. This helps the site keep a consistent look and feel.



## NAVIGATION

The navigation bar will be the same for each page and will have arrows to indicate drop-down menus. It will be white with red and bolded hover features.



Design

Prototype

Develop

# TOOL STACK

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## DESIGN



## PROTOTYPE



## DEVELOPMENT

