



**AMH**  
Athletic **Mental** Health





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03

# TYPOGRAPHY

Shippori Mincho B1  
Headings / Subheadings

Font Style: Bold

Font Size: 54 px (H1-H2)  
36 px (H3)

ABC 123

Average  
Paragraphs

Font Style: Regular

Font Size: 16 px

ABC 123

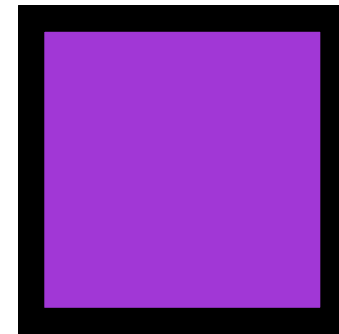
Open Sans - Logo use only

# Colors

## Primary:

HEX: #6499e9

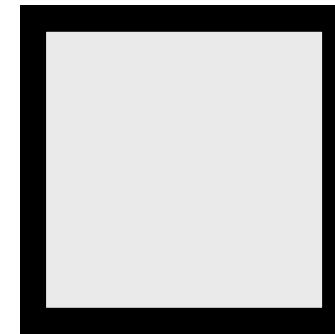
RGB(100, 153, 233)



The Purple appears as the main color of the website. It can be seen on the logo, as well as the subtitles on each page.

HEX: #EAEAEA

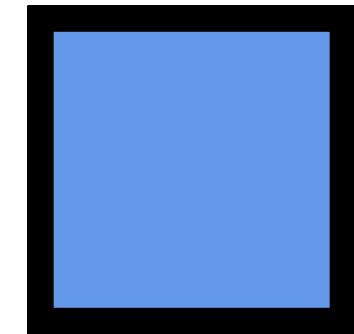
RGB(234, 234, 234)



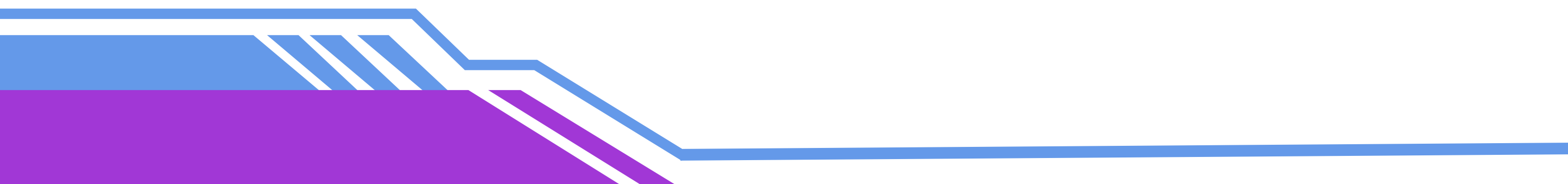
The Plaster Gray appears as the background for the menu bar along with the quotes on the bottom.

HEX: #a136d6

RGB (161, 54, 214)



The cornflower blue only appears on the buttons as they are hovered over.



These primary colors are shown within the overall layout of the Athletic Mental Health Website.

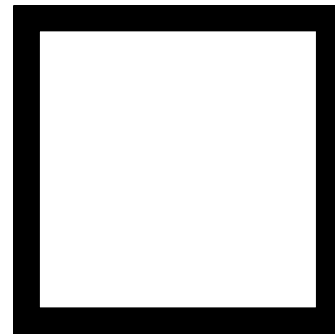
# Colors

## Secondary:

These secondary colors are shown lightly through the website.

HEX: #FFFFFFF

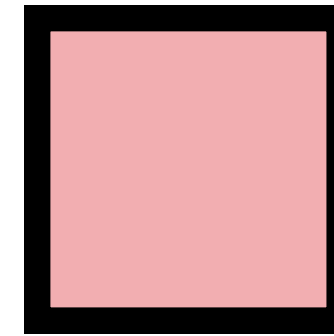
RGB(255, 255, 255)



The white appears as the background of the website.

HEX : #f2aeb1

RGB(242,174,177)



The Light Pink represents the color of the brain at the center of the image on the homepage.

# Logo



**Athletic Mental Health**  
*"Let's Win Together"*

The Athletic Mental Health logo consists of a muscle arm representing strength and athletics. The “M” is highlighted to increase the importance of mental health within the brand

The Word Logo consists of the Athletic Mental Health initials spelled out with the word “Mental” highlighted in purple along with the tagline as the subheading.

# Logo Misuse

Avoid Changing The Color Under Any Circumstances.



Do Not Remove The Title.



Do Not Overlap the image with the words.



Do Not Rotate The Image Or Logo As A Whole.



# Editorial Style

## Mission:

We aim to empower college student-athletes to prioritize their mental well-being while balancing academics and their sport by offering numerous mental health resources, tips, and support systems.

## Voice:

Educational, Supportive, Loving, and Encouraging.

## Tagline:

“Athletic Mental Health...Let’s Win Together!”



# Imagery



The images revealed throughout the website represent different athletes, peace, comfort, and positivity.

10

# UI Components

## Buttons

Regular Site Buttons: Daily Challenges:

**CLICK HERE**

START CHALLENGE

**CLICK HERE**

START CHALLENGE

**Crisis Hotline**

CRISIS HOTLINE:  
800-715-4225

CRISIS HOTLINE:  
800-715-4225

Athletic Mental Health features square darkish purple buttons with Shippori Mincho B1 Bold font labels with black text. Upon clicking on each button it turns light blue with white text.

Then on the right-hand top corner, there is a crisis hotline button for users to use in an emergency. This button appears light blue with a thick black border and the button turns purple when the user hovers and clicks it.

When the user goes to the About section and heads to the Subpage, “Daily Challenges”, these buttons appear white and black when hovered over and clicked they are blue.

# UI Components

## Navigation Bar

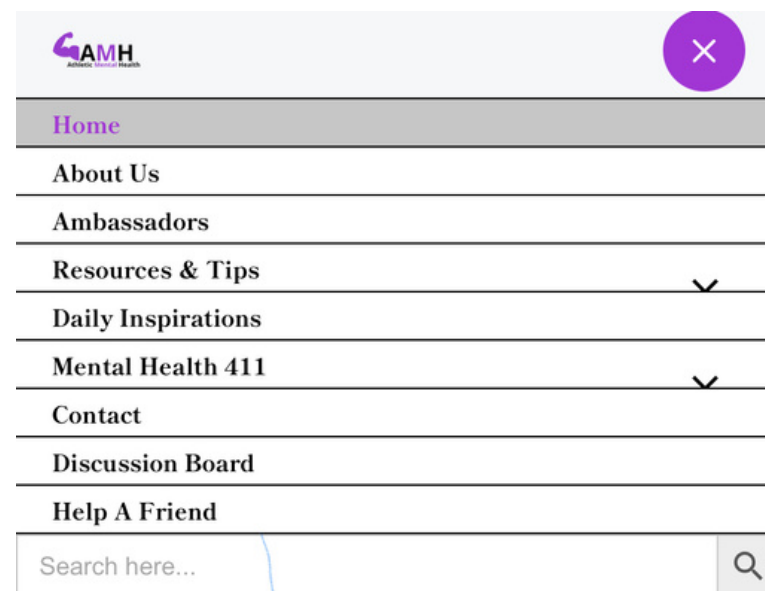
The Horizontal Navigation Bar is placed at the top of the website showcases several pages to which users can navigate.



Home About Us Ambassadors Resources & Tips ▾ Daily Inspirations Mental Health 411 ▾ Contact  
Discussion Board Help A Friend Search here... 🔍

CRISIS HOTLINE:  
800-715-4225


Upon click the text will display in purple with a line over top. There are also several are also subpages.



The Vertical Navigation Bar appears on smaller screens. Upon click the text will display in purple and the tab will become grey.

# UI Components

## Discussion

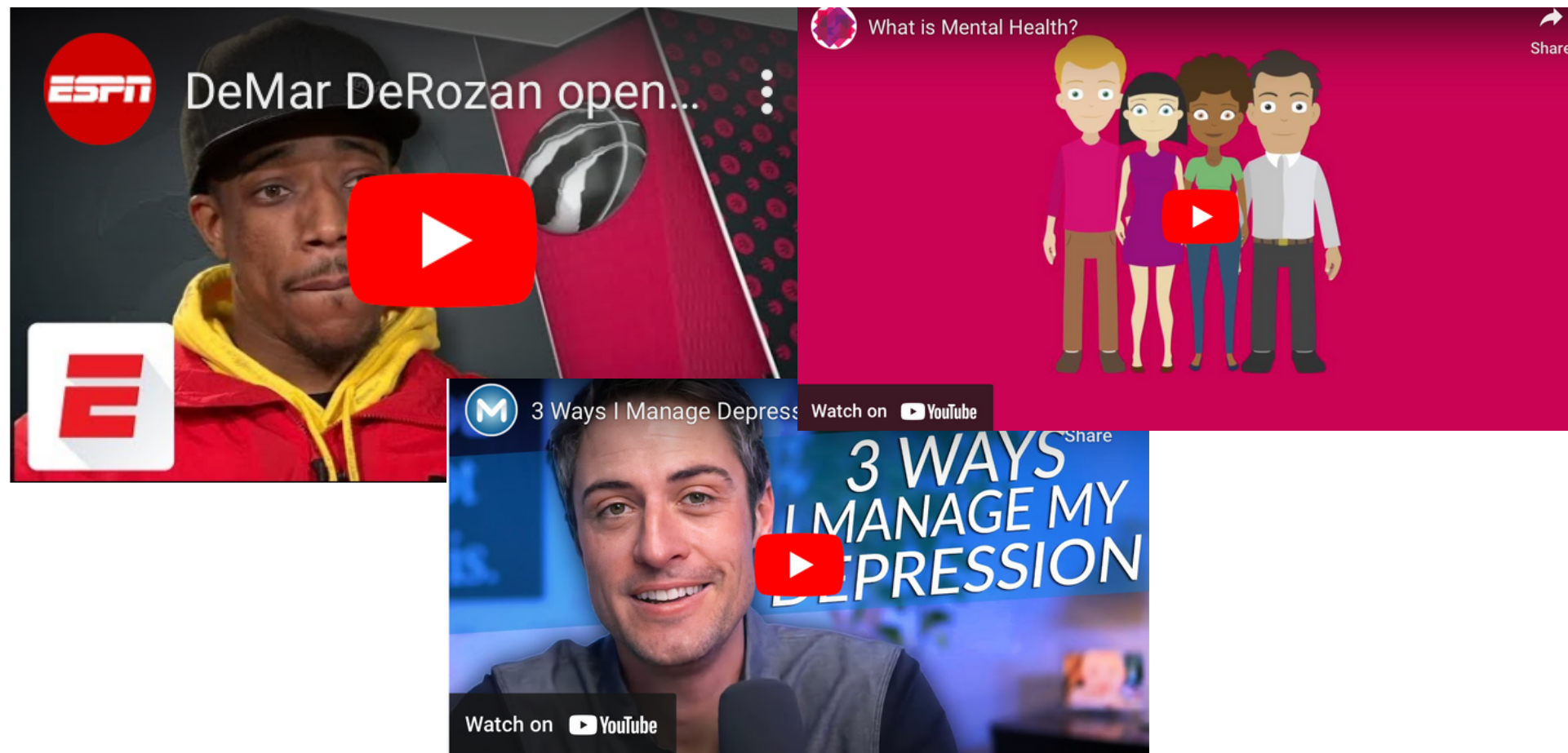
Forum	Topics	Posts	Last Post
<b>Advice</b> Drop some great advice	6	6	1 month, 1 week ago  Nicholas Dewayne Coney
<b>Mental Health Importance</b> This is a discussion about the importance of mental health	0	0	No Topics
<b>Student Athlete Unite</b> Connect and Network with other Student Athletes	0	0	No Topics
<b>Weekly Chronicles</b> Drop your biggest highlights for the week	0	0	No Topics

Individuals can navigate to this page through the navigation bar under “Discussions”. This section of the website is used for networking and support purposes. Users are allowed to respond to each other and produce their comments.

To use this section the user can select which topic (coated in purple) they decide to respond to and share their thoughts to. The discussion is displayed in a blog-type layout with a grey outline and the main discussion topics are highlighted in purple Average Regular font writing.

# UI Components

## Videos



There are multiple videos on the Athletic Mental Health website. The videos are within the “Testimonials,” “Mental Health 411”, and “Mental Guidance.”

To view videos, such as Demar DeRozan, the user can navigate to the Resources and Tips section on the top navigation bar, where the subpage “Testimonials” will be presented, which provides the user with several testimonial videos from celebrity athletes.

As for the Mental Health 411 section, the user can simply click on the title within the menu bar, which only provides one video explaining Mental Health.

The Mental Guidance subpage is underneath “Mental Health 411”. This section allows us to guide the user through struggles, emotions, and experiences. Within each section, Athletic Mental Health provides a strong foundation for the user to understand what they're going through.

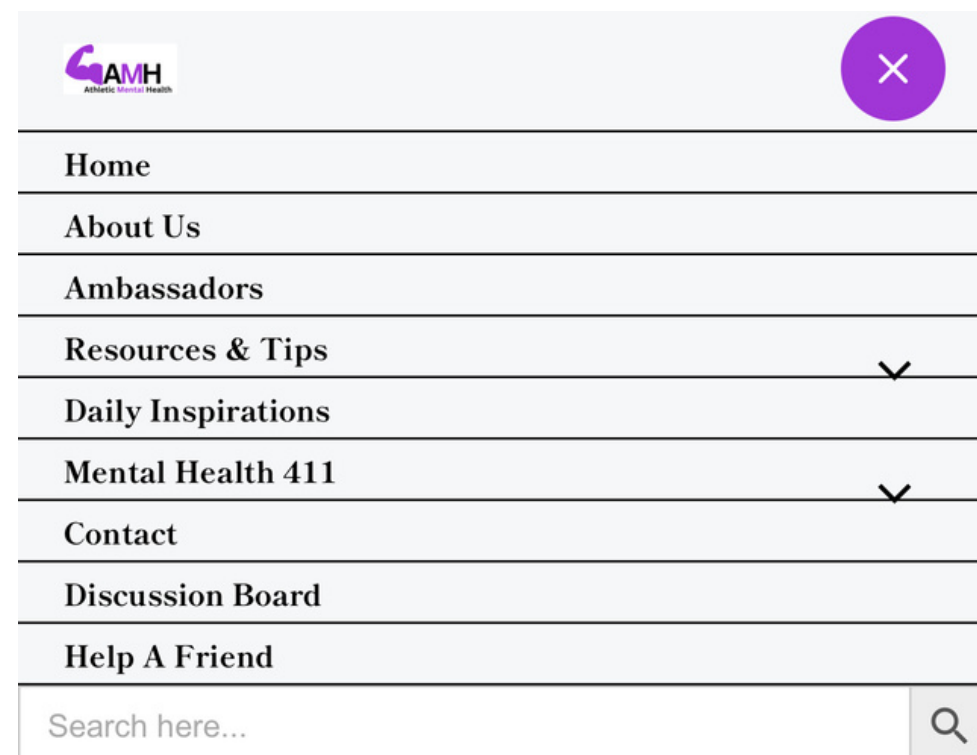
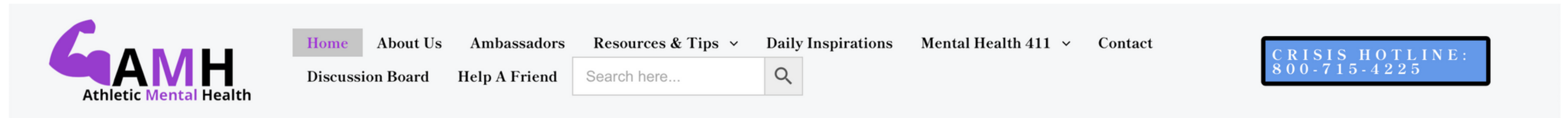
# UI Components

## Icons



The Social Media Icons are found within the “Ambassadors” section. These will make it easier for users to connect with the ambassadors more personally. To get to this portion, the user can use the Navigation Bar. To become an Ambassador, users must register by clicking on the button listed on the page, and afterward, Athletic Mental will receive an email and be able to add the individual to the page.

# Pattern Layout



The Navigation Bar Is Easily Accessible And Features Remain The Same Throughout The Website.

DO's: Navigation Has To Be Horizontal When Displayed On Larger Screens. Then Vertical When Displayed On Smaller Screens.

DON'T: Do Not Change The Background Color As It Will Become Difficult For Users To Read.

# Toolstack



Development Software



Prototyping and Logo Design



Graphic Designs and Presentation