



Design System

STYLE GUIDE

UI COMPONENTS

PATTERN LIBRARY

Contents

| | | | |
|----------------------|-----------|------------------------|-----------|
| Style Guide | 3 | Pattern Library | 27 |
| About | 4 | Donation Form | 28 |
| Mission | 5 | Navigation Bar | 29 |
| Tagline | 6 | | |
| Voice | 7 - 8 | | |
| Logos | 9 - 12 | | |
| Color Palette | 13 - 14 | | |
| Typography | 15 - 16 | | |
| Breathing Space | 17 | | |
| Media Applied | 18 | | |
| Graphic Elements | 19 - 20 | | |
| UI Components | 21 | | |
| Buttons | 22 | | |
| Input Fields | 23 | | |
| Menu Drop Downs | 24 | | |
| Carousel Indicators | 25 | | |
| Checkboxes | 25 | | |
| Toolstack | 26 | | |



Style Guide

VISUAL STYLE
EDITORIAL STYLE

About GLO

The Greek Life Olympics (GLO) is a competitive fundraiser hosted by The Backpack Project and The Backpack Project of Athens, a student run nonprofit on campus whose mission is to ease the burden of homelessness in Athens, Georgia.

Greek Life Chapters from the University of Georgia compete as teams to bring in the most donations to support The Backpack Project of Athens in their mission.



TBP is the parent company to TBP of Athens.



TBP of Athens hosts the Greek Life Olympics annually.



UGA Greek Life organizations join GLO and help fundraise to aid TBP of Athens in their mission.



Mission Statement

The mission of the Greek Life Olympics is to actively contribute to the ongoing battle against homelessness in Athens, Georgia.

Through a commitment to education, the creation of opportunities, and healthy competition, we aim to make a lasting impact on the lives of those in need, embodying the principles of compassion, empowerment, and community engagement.



Tagline



**Lighting the way
for a brighter
Athens**

Voice

Brand Voice

GLO aims to raise funds while fostering a sense of empowerment, shared responsibility, and legitimacy among participating teams.

We strive for a professional yet approachable tone, delivering informative content with sincerity and honesty.

Brand Personality

GLO is sincere, fun, and professional. Tone should be authentic and educational.

Examples

- speak directly to the reader: use words like “you” and “your”
- conversational: use contradictions like “you’ll” instead of “you will” and use “Hi name” instead of “Dear sir or madam” for greetings
- gender neutral and age inclusive
- keep it professional: no cursing under any circumstances

Language to Avoid

- Words to avoid: “the homeless”; instead, use “individuals experiencing homelessness”
- Avoid gender specific language
- Don’t be vulgar, petty, or put others down
- No jargon: simplify terms into everyday language whenever possible

Voice

We want GLO's brand voice to be:

- informative but not formal
- professional but not stuffy
- conversational but not overly familiar
- sincere but not gushy
- honest but not blunt

Examples of GLO's Brand Voice

- Donate today to help us in our mission to ease the burden of homelessness in Athens, Georgia.
- As part of GLO's Service Week, we will be delivering fall necessities to clients around Athens, Georgia.
- Every week an event, led entirely by students, is held for volunteers of any age to benefit both the community and their own experiences.
- Founded in 2019, service, engagement, and awareness are all core tenets of The Backpack Project of Athens' mission.

Final Logo

About

GLO's logo effectively conveys the brand's fundraising mission through its curated color palette, featuring blue to inspire trust and yellow to evoke optimism.

Simultaneously, it upholds its association with Greek Life through its playful typography and Greek lettering.



Logo Applied

Logo Usage

The GLO logo not only conveys the brand's nonprofit essence but also encapsulates the brand's narrative of community.

Do

- use the primary logo when possible
- use the secondary logo for smaller formats (mobile)
- use sufficient color contrast



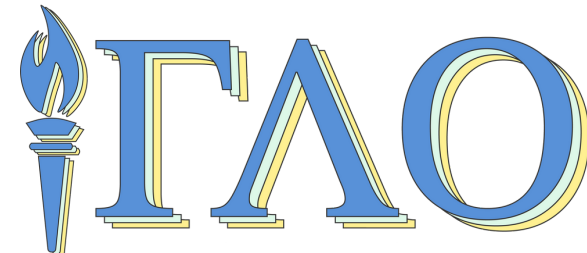
Brandmark



Primary Logo



Secondary Logo



Incorrect Logo Usage

Do Not

- use any aspect of the black and white version with the colored version, and vice versa
- use insufficient color contrast
- use the black and white version on a white background
- warp or distort the logo
- use “greek life olympics” without the Greek lettering

×

greek life olympics

×



×



×



×

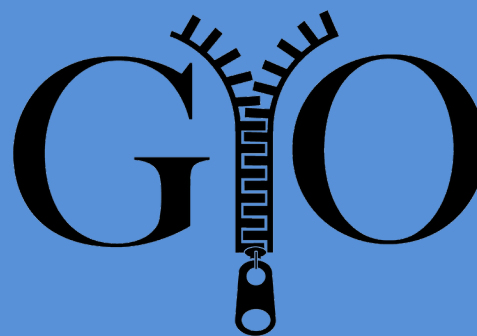
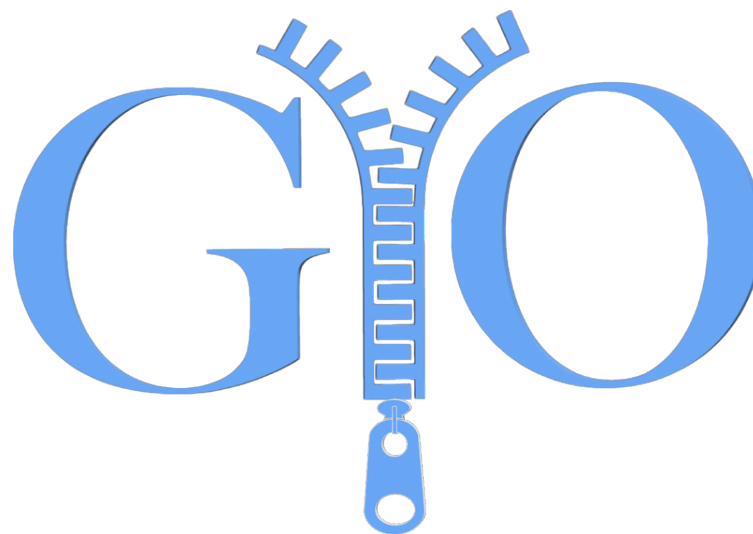


Secondary Logo

About

GLO's logo effectively conveys the brand's fundraising mission through its curated color palette, featuring blue as the primary color to inspire trust.

This logo pulls from The Backpack Project as a whole, showcasing GLO's affiliation with the parent company.



Color Palette

HEX 5891D8
R 88 G 145 B 216
C 50% M 28% Y 0% K 15%

HEX DDF8E8
R 221 G 248 B 232
C 11% M 0% Y 6% K 3%

HEX 005652
R 0 G 86 B 82
C 34% M 0% Y 2% K 66%

HEX FFF091
R 255 G 240 B 145
C 0% M 6% Y 43% K 0%

HEX F0544F
R 240 G 84 B 79
C 0% M 61% Y 63% K 6%

HEX 000000

Chefchaouen Blue

Blue (the color of trust and stability) will be the primary brand color.

Honeydew

Light green (the color of tranquility) is a secondary brand color.

Forest Green

Dark green (the color of growth and learning) is a secondary brand color.

Canary

Light yellow (the color of excitement) is an accent color.

Vermilion

Orange (the color of optimism) is an accent color.

Black

Black is an accent color.

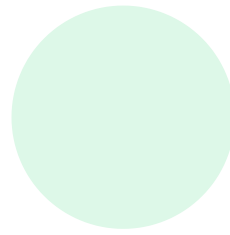
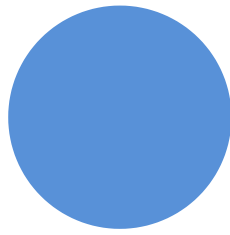
Color Palette

Color Usage

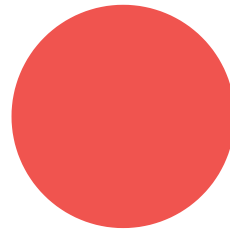
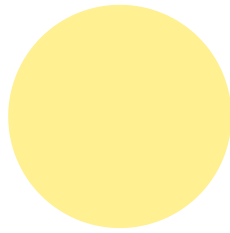
Chefchaouen blue, Honeydew, and Canary are all used in the brand logo. These three colors compliment each other well and can be used throughout the brand's platforms.

Vermilion is used as the shadow color for any white text. This contrast nicely with the white and brings attention to the message.

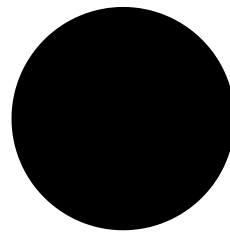
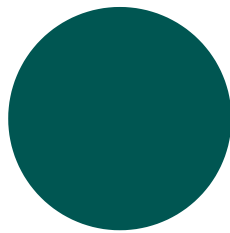
Black is used as a border color and the primary text color.



*Use generously throughout, either together or with an accent color - never use honeydew on a white background without an additional color.



*Use when drawing attention or as a decorative color.



*Use sparingly and only on a white background.

Typography

Primary

Aa

Gliker (Semibold)

ABCDEFGHIJKLM

abcdefghijklmopq

rz 0123456789

Secondary

Aa

Public Sans (Regular)

ABCDEFGHIJKLM

abcdefghijklmopqrs

0123456789

Logo Script

Aa

Hello (Regular)

ABCDEFGHIJKLM

abcdefghijklmopqrs

0123456789

Typography Applied

The GLO logo conveys the brand's nonprofit essence and encapsulates the brand's narrative of community.

**H1
20 Pt
0/1.3**

The GLO logo conveys the brand's nonprofit essence and encapsulates the brand's narrative of community.

**H2
16 Pt
0/1.3**

The GLO logo conveys the brand's nonprofit essence and encapsulates the brand's narrative of community.

H3
13 Pt
0/1.3

The GLO logo conveys the brand's nonprofit essence and encapsulates the brand's narrative of community.

Body
10 Pt
0/1.3

Save Area

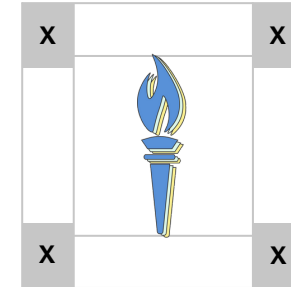
Sizing

The minimum logo size provides the smallest possible reduction in which the logo is still easy to read. In exceptional circumstances, smaller sizes may be necessary. In such cases, legibility should always be your top priority.



CLEAR SPACE

The minimum clear space is denoted as x. Try to maximize clear space whenever possible. Always scale the logo proportionally.

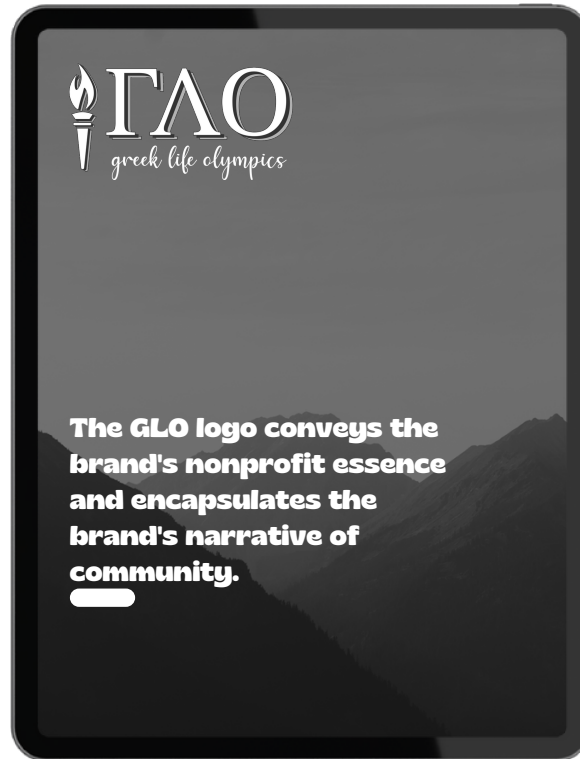


Media Applied

Social Media Applied

The primary full color logo should be used whenever possible.

Use the secondary logo on smaller platforms (mobile)



Imagery

Image Usage

For our imagery, we are using photos taken by The Backpack Project team at various events and fundraising activities.

We want images that convey the philanthropic nature of GLO while also being fun and lively. Use images as often as necessary.



Graphic Elements

Elements Usage

Use brand icons and patterns when there is no image to use. Use sparingly and on a white background. Do not use for anything urgent or serious.

Color used should provide sufficient contrast. If not using one offered here, make sure the element remains fun and simple.

Outreach Icons



Connection Icons



Donations Icons



Brand Icons

These are GLO's line-drawing icons. They are familiar, uncomplicated, and friendly. Preferably, always reproduce on a white background.

Groovy Patterns



Gradient Backgrounds



Primary Pattern

These are GLO's patterns and gradients. They are bright, eye-catching, and friendly. These should be used sparingly.



UI Components

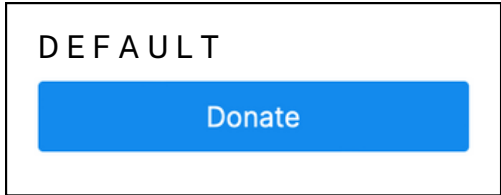
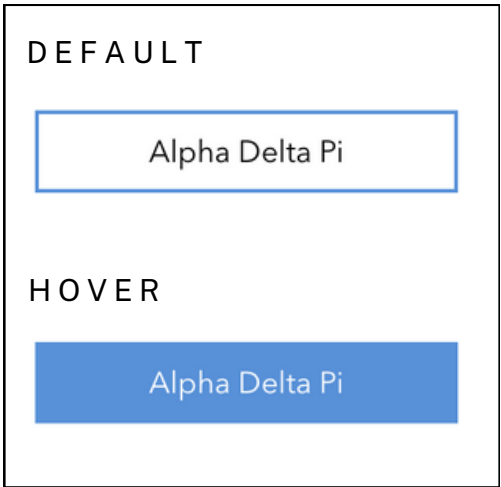
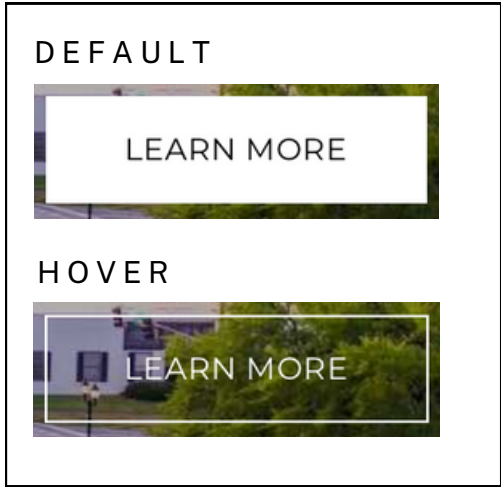
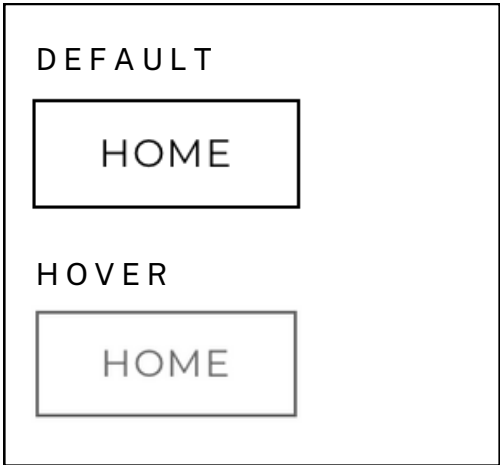
FIVE UI COMPONENTS
TOOLSTACK

Buttons

Buttons should be used as a call to action and should link to other pages or the donation form. Several variations of colors and hover effects may be used as long as there is consistency in each section.

Buttons on the “Home” and “Volunteer” pages should be black and white.

Buttons on the “Donate” page should always be a shade of Chefchaouen Blue and white.







Input Fields

Input fields should be used for donation purposes only. Specifications should align with the Donor Box plugin. When fields are filled out, titles should move up and turn blue.

| DEFAULT | FILLED |
|---|------------------------------------|
| <input type="text" value="\$ Custom Amount"/> | <input type="text" value="\$ 10"/> |

| DEFAULT | FILLED |
|--|--|
| <input type="text" value="First Name"/> <input type="text" value="Last Name"/> | <input type="text" value="Jane"/> <input type="text" value="Doe"/> |
| <input type="text" value="Email"/> | <input type="text" value="janedoe@gmail.com"/> |

| DEFAULT | FILLED |
|---|---|
| <input type="text" value="Card Number"/>  | <input type="text" value="5555 5555 5555 4444"/>  |
| <input type="text" value="Expiration MM / YY"/> <input type="text" value="CVC Code"/>  | <input type="text" value="10 / 24"/> <input type="text" value="123"/>  |

Menu Drop Downs

The drop down menu should have a default team selected based on which team page the user chose to donate from.

All team names should be available to select in the drop down menu.

DEFAULT

Team

Alpha Delta Pi



SELECTED

Alpha Chi Omega

✓ Alpha Delta Pi

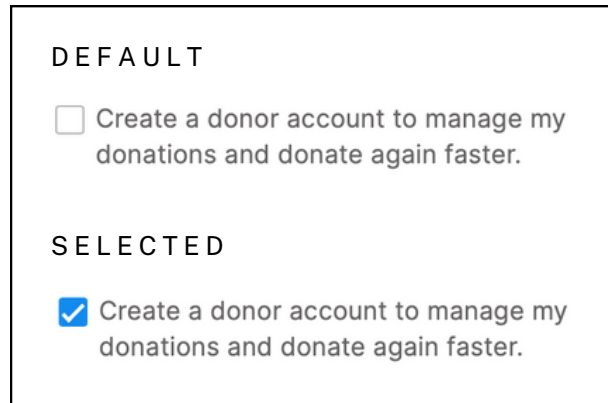
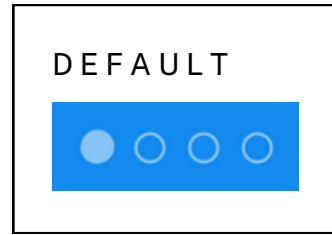


Carousel Indicators

Carousel indicators should be used to navigate between donation pages. They should fill with white when they are clicked to indicate which page the user is on.

Checkboxes

Checkboxes should be used to give users options during the donation process. Checkboxes should turn blue when selected and a white check mark should appear.



Toolstack

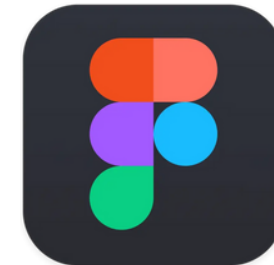
DESIGN

Adobe Illustrator was used for logo design.



PROTOTYPING

Figma was used for creating and testing a prototype of the website.



DEVELOPMENT

Weebly is being used for building all website pages as well as incorporating plug ins.





Pattern Library

**NAVIGATION BAR
DONATION FORM**

Donation Form

Do:

- Use exclusively for collecting monetary donations for the Greek Life Olympics.
- Ensure every input field is mandatory before allowing form submission.
- Preselect the appropriate team based on the context or user preference.

Don't:

- Center-align the form.
- Reorder the content of the donation - maintain the provided sequence for usability.
- Modify the form by means of transparency, width, or color. Stick to the designated design to ensure brand consistency.

GREEK LIFE OLYMPICS

Select/Input Donation Amount & Select Team

Choose amount

\$ 10 \$ 50 \$ 100

\$ Custom Amount

Team
Alpha Delta Pi

Write us a comment

Next →

Powered by Donorbox

Input Personal Information

Information

First Name Last Name

Email

Next →

Powered by Donorbox

Input Payment Method

Payment

CARD

Card Number

Expiration MM / YY CVC Code

Create a donor account to manage my donations and donate again faster.

Donate \$10 One-time

Powered by Donorbox

Navigation Bar

Do:

- Use the text navigation bar consistently across all branding materials.
- Use a hamburger menu for collapsible responsive versions.

Don't:

- Center-align the navigation title.
- Insert menu items in the center or left side of the navigation bar.
- Alter the background color, text color, or font style of the navigation bar.
- Use the Greek Life Olympics logo in the navigation bar.





GLOUGA.COM