

RECRUITHER

Design System

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Editorial Style



Mission Statement

RecruitHER empowers high school female athletes by showcasing their talent, amplifying their voices, and connecting them with recruiters to level the playing field during recruitment.



Brand Voice

We are bold, confident, and empowering, using language that motivates female athletes to thrive. Our voice is strong, optimistic, and progressive, championing ambition and inclusivity at every turn.

Brand Voice Guidance

Do:

- Use language that inspires confidence and ambition.
- Prioritize inclusivity and empowerment in messaging.
- Keep communication clear, bold, and uplifting.
- Highlight the value and strength of female athletes.
- Maintain a tone that’s approachable yet professional.

Don’t:

- Use jargon or overly complex language.
- Convey uncertainty or lack of inspiration.
- Use negative or discouraging language.
- Overgeneralize or make assumptions about the audience.
- Undervalue opportunities for women in sports.

Tagline

“Championing the Next Generation of Female Athletes”



Visual Style

Typography

RecruitHER's typography uses Opun for headings, Archivo Narrow for subtitles, subheadings, and taglines, and Roboto for body text. This creates a modern, professional feel that aligns with our brand's mission to empower female athletes and connect them with opportunities in the sports industry.

OPUN (H1)

Font Size: 32px – 64px, 80px
Line Height: 53 – 62px
Kerning/Leading: 0.5px, 1px/1.2 – 1.25x

ARCHIVO NARROW (H2, H3)

Font Size: 30 - 36px, 80px
Line Height: 36 - 44px
Kerning/Leading: -0.1px, -0.2px, 0px/1.2 - 1.5x

ROBOTO (Body)

Font Size: 16 - 30px
Line Height: 24px
Kerning/Leading: 0px/1.4 - 1.5x

Typography

Title/Subtitle/Heading/Subheading/ Section Header/Tagline

OPUN is our chosen title font for its clean, modern design that ensures both clarity and impact. It allows our message to stand out while delivering a professional, bold feel that aligns with RecruitHER's brand identity, reflecting the strength and determination of female athletes.

ABCDEFGHIJKLMNOPQRST
UVWXYZ
abcdefghijklmnopqrstuvwx
yz
1234567890

Typography

Body/Quote

Roboto is the body text font for RecruitHER, chosen for its readability and versatile style. It delivers key information with clarity and impact, ensuring a seamless experience across all platforms.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Logos



COMBO MARK

The RecruitHER combo mark is used for full brand recognition on website banners, landing pages, social media profiles, cover images, business cards, presentation headers and footers, and marketing materials - including brochures.

RECRUITHER

WORD MARK

The word mark is used for simplicity or when space constraints require a streamlined representation of the brand on letterhead, presentation titles, email signatures, press releases, articles, and website headers and footers.



PICTORIAL MARK

The pictorial mark is used where the brand is already well-recognized or when space is limited on app icons, favicons, avatars, watermarks, secondary brand elements, merchandise and promo materials including clothing and accessories.



Logo Variations

Twelve example variations are shown, with more possible within these guidelines.

- RecruitHER graphic always contrasts with the letter “R” in the pictorial mark, using colors exclusively from the primary color palette.
- The words “RECRUIT” and “HER” must always be different colors, both chosen from the approved primary color palette.
- The background must contrast with the pictorial, combo, and word marks to ensure accessibility.

Logo Use

- The logo colors may be interchanged based on the background for better contrast. Approved colors include Champion Gold (#fcb300), Victory Navy (#19204e), Empower Red (#df183f), and Spotlight White (#ffffff). For example, on darker backgrounds like Victory Blue, use the Empower Red, Spotlight White, and Champion Gold logo.



- The font must always remain Opun for brand consistency.
-



- The pictorial mark can appear to the left of the wordmark to accomodate smaller spacing but the head of the logo is always above the letter “R’ in RecruitHER.



- Always maintain the original proportions of the logo without stretching or distorting it.

- The words “RECRUIT” and “HER” must always appear in capital letters and are always different, approved palette colors placed on a contrasting background. For example, if “RECRUIT” is Empower Red, “HER” may be Victory Navy on a white background for contrast.

- The head of the logo, the most forward logo “R”, and the word “HER” MUST always remain the same color for consistency.



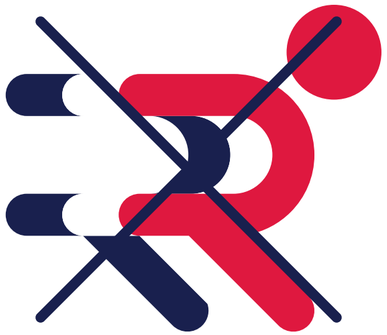
- Provide adequate spacing around the logo to ensure clarity and visibility in any application.

Logo Misuse

- Do not change the font from Opun Bold for any part of the logo.
- Do not make the words “RECRUIT” and “HER” the same color.
- Avoid using colors outside of the approved palette (champion gold - #fcb300, victory navy - #19204e, empower red - #df183f, spotlight white - #ffffff) to maintain brand identity.
- Do not place the logo on backgrounds where it becomes difficult to read (e.g., yellow on a white background or red on a dark red background).
- Avoid rotating, skewing, or altering the original design, proportions, or layout of the logo in any way.







Primary Color Palette

EMPOWER RED

Hex: #df183f

CMYK: 0, 89, 72, 13

RBG: 223, 24, 63

- Used for page number identifier in contents, and alert and notification symbols
- For high visibility to draw attention or highlight critical information

VICTORY NAVY

Hex: #19204e

CMYK: 68, 59, 0, 6

RGB: 25, 32, 79

- Primary text color on Champion Gold & Spotlight White backgrounds
- Used as background color for the navbar, forms, and when strong contrast is key

CHAMPION GOLD

Hex: #fcb300

CMYK: 0, 18, 94, 0

RGB: 252, 179, 0

- Dedicated button color always paired with Victory Navy text, and used as accent
- Used as primary button color and as accent color or separator lines

SPOTLIGHT WHITE

Hex: #ffffff

CMYK: 0, 0, 0, 0

RBG: 255, 255, 255

- Background color and used for text on dark backgrounds
- Clean, neutral background for content or provides text contrast on darker background

Primary Color Palette Guidelines

Accessibility Standards:

- Victory Navy font on Spotlight White background meets standards
- Spotlight White font on Victory Navy background meets standards
- Victory Navy on Champion Gold works well for buttons and headings but avoid use for long text or passages.

ACCESSIBILITY CHART

Element	Background Color	Text Color
Body Text & Headings	Spotlight White	Victory Navy
Header & Footer	Victory Navy	Spotlight White
Buttons	Champion Gold (Glory Green hover)	Victory Navy
Links	Spotlight White	Victory Navy (Glory Green hover)
Alerts	Empower Red	Spotlight White

Secondary Color Palette

LEGACY SILVER
Hex: #a7a8aa
CMYK: 2, 1, 0, 33
RGB: 167, 169, 171

- Used for borders, dividers, or inactive status indicator
- Ideal for backgrounds or muted components

BOLD ORANGE
Hex: #ff8210
CMYK: 0, 49, 94, 0
RGB: 255, 130, 15

- Used for highlight calls to action, such as banners
- Also used to draw attention to specific details

GLORY GREEN
Hex: #9dcd5a
CMYK: 23, 0, 56, 20
RGB: 157, 204, 90

- Button or link hover color
- Can also be used for validation messages or to show success status

POWER BLACK
Hex: #000000
CMYK: 0, 0, 0, 100
RBG: 0, 0, 0

- May be used for primary text if no Victory Navy
- Approved for bold icons if no primary colors are available for use











Imagery – Photography

- RecruitHER’s photos depict young girls and high school female athletes in action, capturing their strength, spirit, and determination.

- Images are youthful, energetic, competitive, and convey a sense of professionalism, showcasing female athletic talent.

- User-generated images must feature individuals in an appropriate and respectful manner that aligns with RecruitHER’s values.



Photography Usage

- **Website:** Highlight high school female athletes in action, showcasing their strength, spirit, and athletic talent.
- **Social Media:** Feature photos to tell compelling stories, promote athletes, and engage the community.
- **Marketing Materials:** Use in flyers, ads, and newsletters to create authentic, relatable connections with the audience.
- **Events:** Display action shots on banners, posters, or presentations to emphasize RecruitHER’s mission and values.



Imagery – Graphics

- RecruitHER’s graphic elements use vibrant, colorful depictions of female athletes in action, adding a dynamic and empowering visual tone.
- Graphics emphasize motion, energy, and the diversity of sports.
- They are modern and engaging, while reinforcing the brand identity.





Graphic Imagery Usage

- **Logo:** Use approved graphic image for the pictorial and combo mark taking into consideration RecruitHER's logo guidelines.
- **Presentations:** Enhance slides with colorful, energetic graphics that align with the brand's tone.
- **Marketing Materials:** Use in digital and print campaigns, such as social media graphics, brochures, and posters, to grab attention.
- **Merchandise:** Apply to branded items like apparel, event signage, or promotional giveaways for a bold, modern look.

UI Components

Buttons

The buttons on the RecruitHER website are designed to help athletes and recruiters seamlessly manage profiles, update information, and optimize the recruitment process. With a focus on easy navigation, they allow users to effortlessly save, edit, and access essential features on the site.



Do:

- Use Victory Navy (#19204e) Roboto font on Champion Gold (#fcb300) buttons for consistent branding and visibility.
- For the hover state, use Glory Green (#9dcd5a).
- Use a corner radius of 4px for all buttons.



Don't:

- Avoid using other fonts, colors, or inconsistent styling for buttons, as this can disrupt the uniformity of the design and reduce user experience quality.

Text Fields

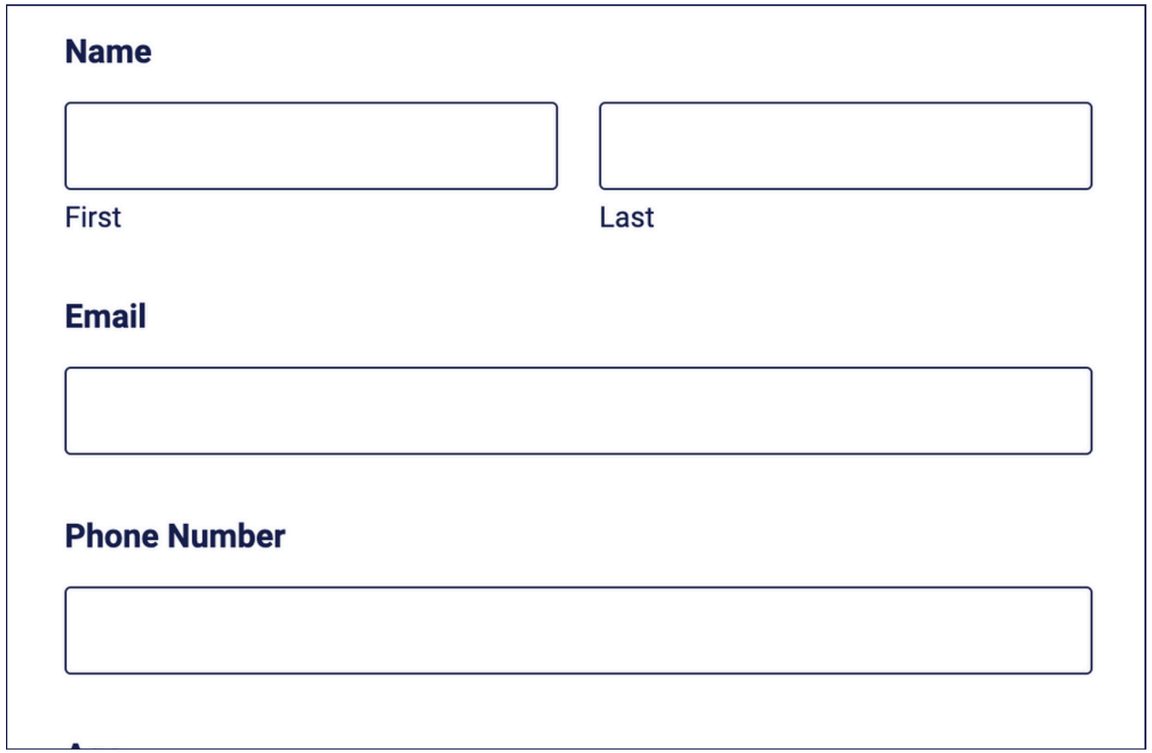
The text fields on the RecruitHER website are designed to collect essential information during profile and account creation. These fields ensure a smooth onboarding process, allowing athletes to easily input and update their details, which will be used to build their profiles and connect them with potential recruiters and coaches.

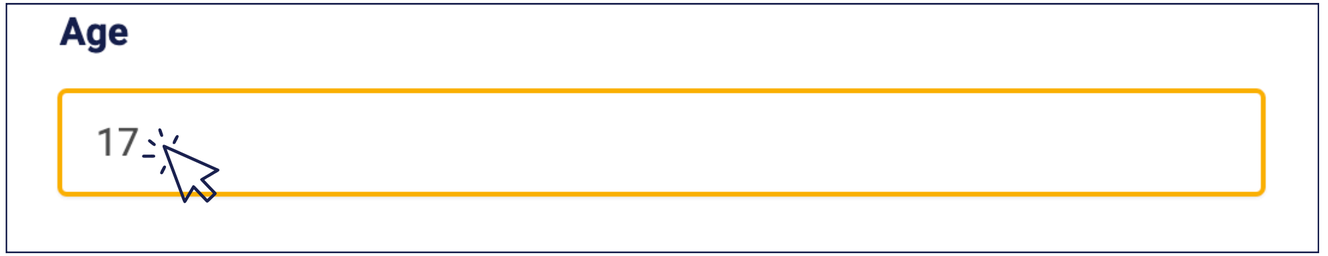
Do:

- Use Victory Navy outlines (#19204e) on white backgrounds
- When clicking on a text field, the outline color should be Champion Gold (#fcb300).

Don't:

- Avoid using inconsistent fonts, sizes, or spacing in text fields





Nav Bar



The RecruitHER navigation bar offers quick, easy access to key sections like Athlete Profiles, Events, Direct Messages, and Contact Information. Positioned at the top of each page, it uses bold text and icons, following the brand's colors for a clean, professional, and athletic look.

Do:

- Keep the navigation bar consistent across all pages for a seamless experience.
- Use clear, concise labels to make navigation intuitive.
- Include hover effects for visual feedback during interaction.
- Implement a mobile-friendly, collapsible menu for smaller devices.

Don't:

- Avoid overcrowding the navigation bar with too many links, as it overwhelms users.
- Don't use inconsistent fonts or styles, as it disrupts design uniformity.

Alert Symbols

The small, red dot icons on the RecruitHER website indicate new notifications or messages. The red color is associated with urgency, which is used to signal that there is something important that requires the user's attention. This symbol is used to increase user response and encourage the user to engage with the content.



Do:

- Placement for the icons are consistent throughout the website.
- Ensure the icon is clickable and directs users to the relevant notifications or messages.

Don't:

- Avoid using unapproved, different icon designs or styles on different parts of the site.

Tabs

The tabs component is used to organize and navigate between different sections of an athlete’s information. This component ensures a clean and structured interface, allowing users to seamlessly switch between details such as personal information, seasonal stats, and events.



Do:

- Ensure that the current active tab is styled with a Spotlight White background and contrasting text (Victory Navy)
- Add a Glory Green hover effect for inactive tabs to provide visual feedback and interactivity.

Don’t:

- Avoid cramming excessive tabs into the interface -- Group related content where possible.
- Avoid vague labels that confuse users.
- Avoid tabs that are too tightly spaced for smaller devices.

Dropdown Tabs

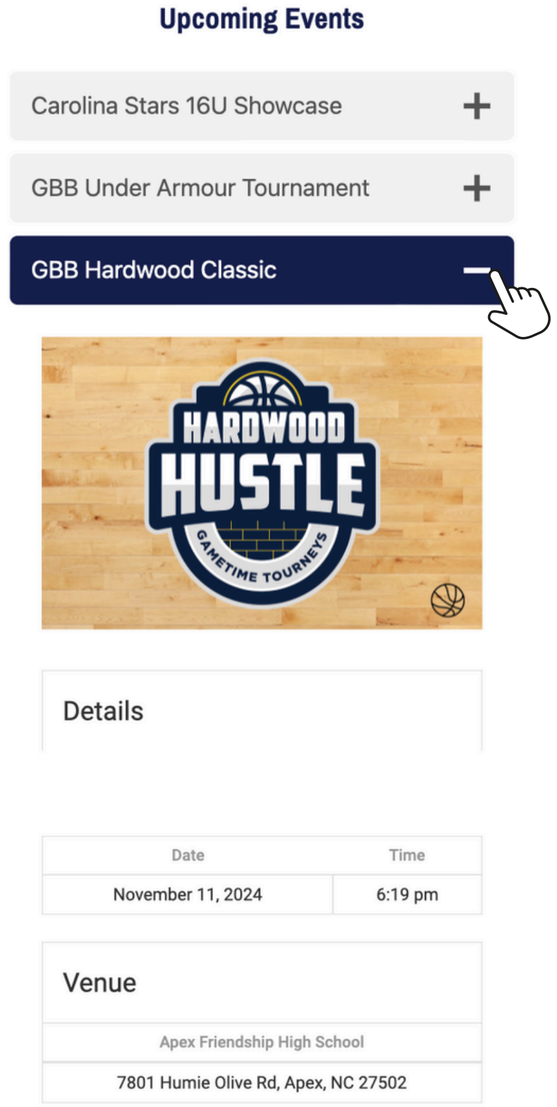
The dropdown tabs are used to effectively display upcoming events in a streamlined and user-friendly manner. This allows users to toggle between minimized and maximized states, offering a quick overview of event details.

Do:

- Use concise labels for tabs to ensure users understand the content.
- Maintain consistency by aligning styles with the overall design system.

Don’t:

- Avoid overloading tabs with too much information.
- Ensure the dropdown works across all devices, browsers, and screen sizes.



Notification Symbols

The notification symbol on the RecruitHER website, which is represented by the **bell icon**, is used to notify our users of profile activity and pertinent information. This includes profile visits, social media mentions, featured gallery activity, and any other relevant updates related to the user's profile. Clicking on the notification icon reveals a dropdown list of the notifications, helping users stay informed about the activity regarding their account.



Do:

- Make sure notifications update in real time to keep users informed.
- Include actionable options by allowing users to take action directly from notifications, such as marking them as read.

Don't:

- Steer clear of icons that are not approved or easily recognizable.
- Avoid requiring multiple clicks or steps. Keep the process straightforward.
- Ensure notifications don't cover important content or navigation elements.

Toolstack

Design:

Prototyping:

Development software:

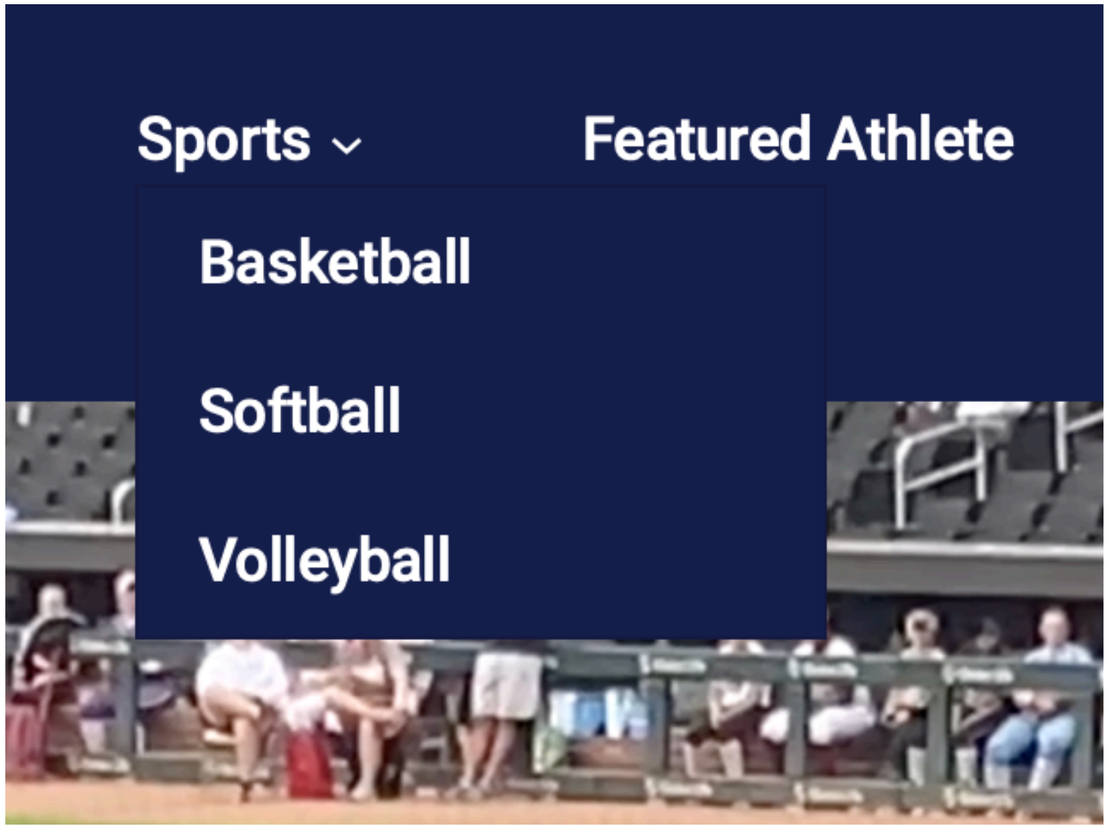
Pattern Library

Vertical Dropdown Menu

The vertical dropdown menu allows users to quickly, easily navigate to different pages of the RecruitHER website.

Instructions:

- Use brand colors for the background and approved fonts to maintain consistency.
- Select clear, legible fonts that match the main navigation bar.
- Upon hovering over the "Sports" section, display a list of options (e.g., Basketball, Softball, Volleyball).
- Ensure the dropdown closes when the user clicks outside of it or selects an option.

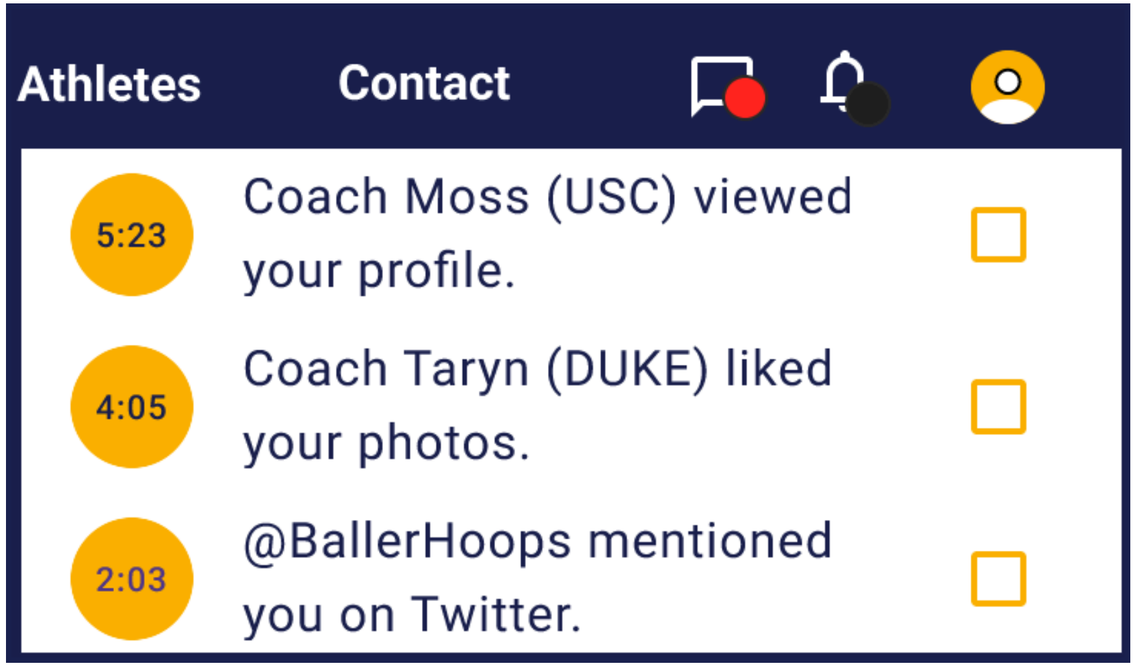


Uses:
Acceptable: Clear, labeled categories for easy navigation

Unacceptable: Overcrowding or inconsistent styling

Notifications List

The notifications dropdown list provides users a quick view of important updates, messages, and activities related to their profiles on the RecruitHER website.



Instructions:

- Notification list appears when user selects the notification icon.
- Use brand font and colors for consistency.
- Include a timestamp next to each notification.
- Allow users to click on notifications to view details or navigate to relevant sections.
- Include a "Mark as Read" option to help users manage their notifications.

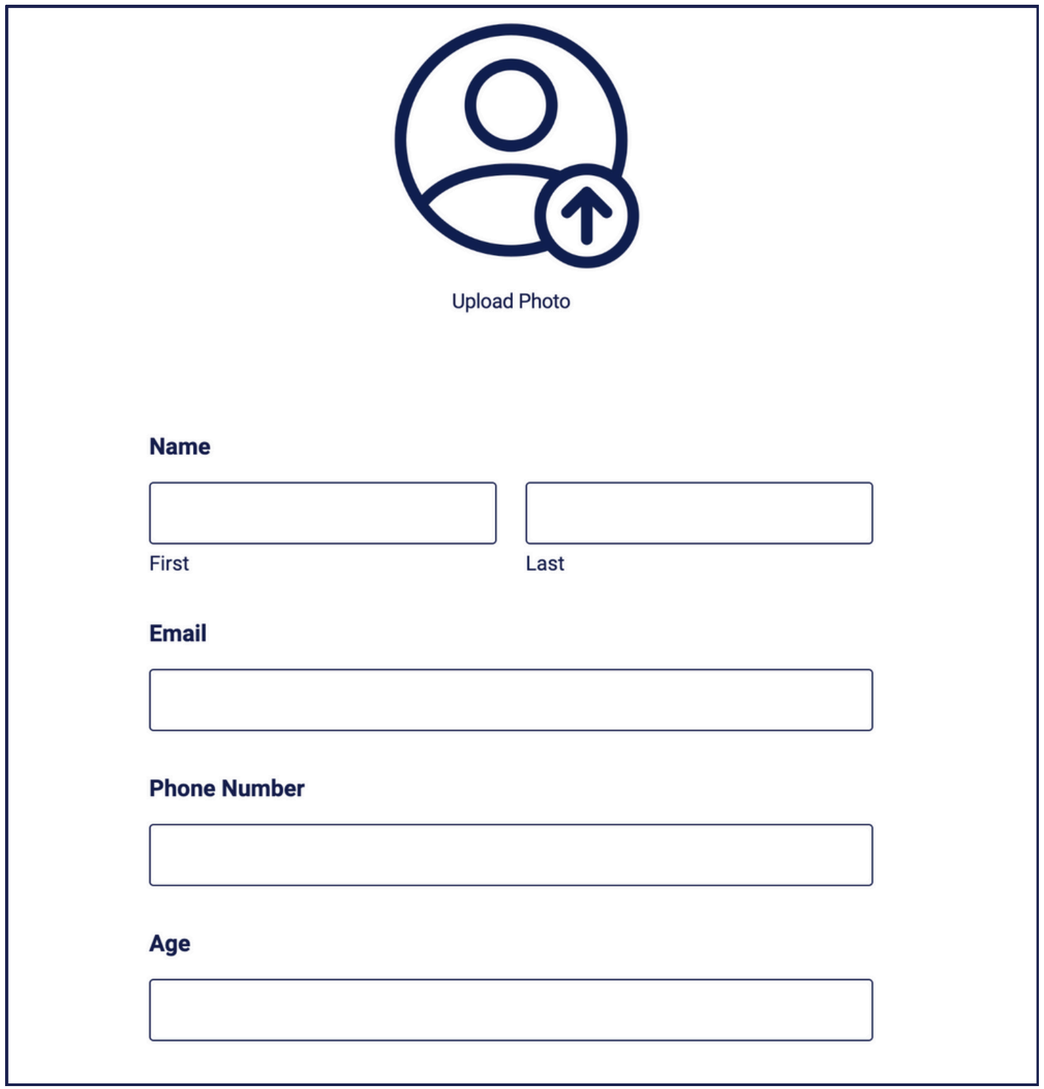
Uses:

Acceptable:

- New messages from coaches or recruiters
- Alerts for upcoming events or deadlines
- Updates on profile views by recruiters
- Confirmation of submitted applications or profile updates

Unacceptable:

- Irrelevant notifications unrelated to user interests or activities
- Notifications with sensitive information lacking context or security (e.g., account access alerts)
- Alerts promoting unrelated content or advertisements (e.g., product promotions)



Account Registration

The account registration form allows users to create a personalized portfolio of their athletic experience.

Instructions:

- Design a user-friendly entry section with clear labels.
- Define formatting guidelines with provided examples for data entry.
- Incorporate brand text and colors for consistency.

Uses:

Acceptable: Concise guidance with required formatting

Unacceptable: Must not deviate from the approved form.

Featured Athlete Page

The Featured Athlete page is used to showcase exceptional athletes, offering them a space to enhance their brand, share their unique stories, and inspire their peers.

Instructions:

- Use the RecruitHER primary color palette throughout the page to create a cohesive look.
- Divide the page into clearly defined sections with consistent headers to guide users through the content.
- Use brand colors and fonts consistently throughout the page.
- Include well-composed and relevant images.
- Maintain block layout.
- Images and video collage images are customizable.

Uses:

Acceptable: Clear sections with a logical flow

Unacceptable: Cluttered layout that overwhelms the user





RECRUITHER

https://gorecruither.com