

# UGA FOR APPLE WATCH



STYLE GUIDE

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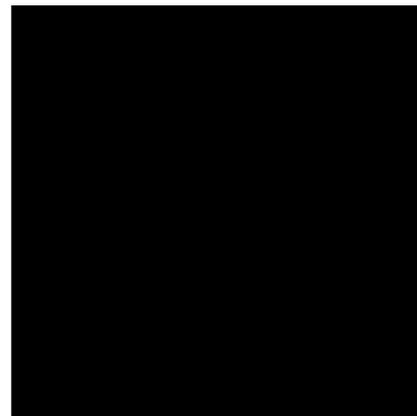
# INTRODUCTION

The Apple Watch application will be shipped with the official University of Georgia app. This product follows all of UGA's posted style material and will represent the university brand.

This product will also utilize Apple's Human Interface Guidelines to ensure best practices.

# COLOR

## Primary Color Palette



Arch Black

RGB: 0/0/0

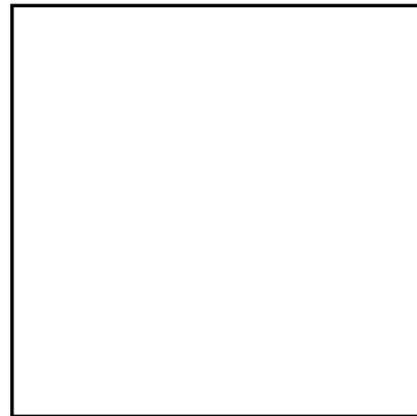
HEX: #000000



Bulldog Red

RGB: 186/12/47

HEX: #BA0C2F



Chapel Bell White

RGB: 255/255/255

HEX: #FFFFFF

## Secondary Color Palette



Hedges

RGB: 183/191/16

HEX: #B7BF10



Lake Herrick

RGB: 0/163/173

HEX: #00A3AD

# TYPOGRAPHY

## TRADE GOTHIC

Trade Gothic is our primary sans-serif family and a workhorse for our communications.

## Merriweather Sans

Merriweather Sans, our secondary sans-serif, performs well at small sizes and in longer-form text.

# LOGOS



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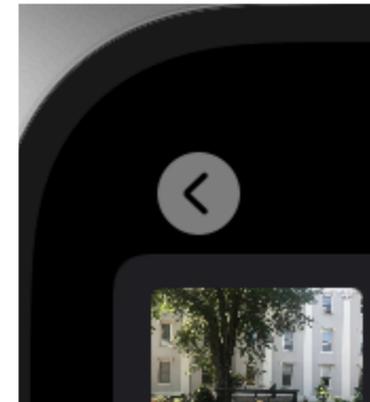
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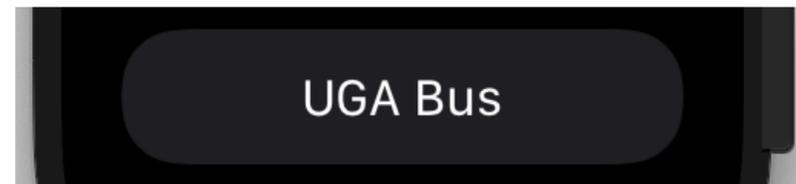
# ICONS



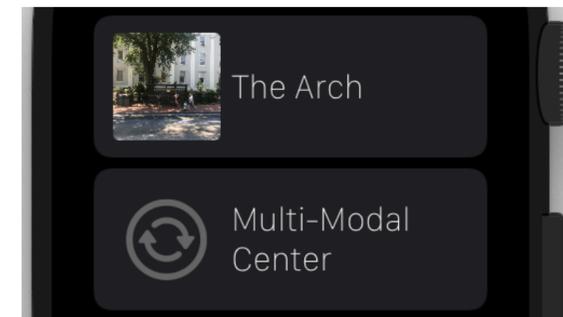
If using any UGA logos, refer to the logo page above. In icon form, just the Arch is acceptable.



The Apple stock back button will be used for navigation in the app.



The button styling will match the following. This is standard formatting for Apple Watch buttons.



Rows will begin by showing a picture or stop ID. Following will be the full title of the stop/route.

A circle icon with the arrows will fill spots with missing images.

## APPLE FUNDAMENTALS

Target a single feature or task

Enable quick interactions

Design and build for independence

Make your app interface highly glanceable

# APP SPECIFICS

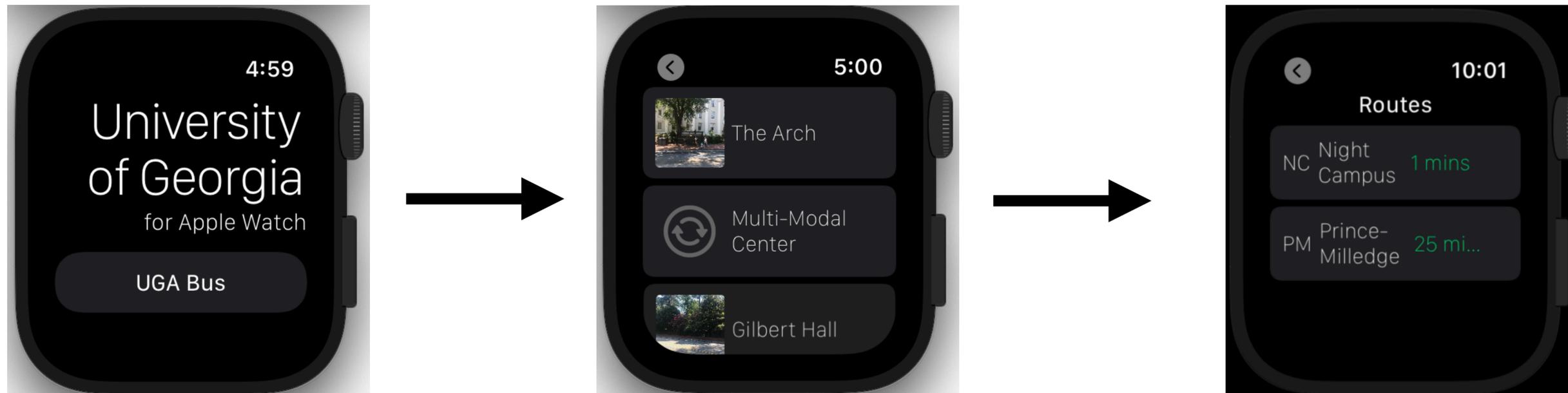
Target a single feature or task



When users open the app they are presented with a button which takes them in one click to what they want. For this version that is the UGA Bus.

# APP SPECIFICS

## Enable quick interactions



Users navigate from screen to screen all in a single tap. Since there are only 3 total screens, all of the information can be gathered in as few as 2 taps.

## APP SPECIFICS

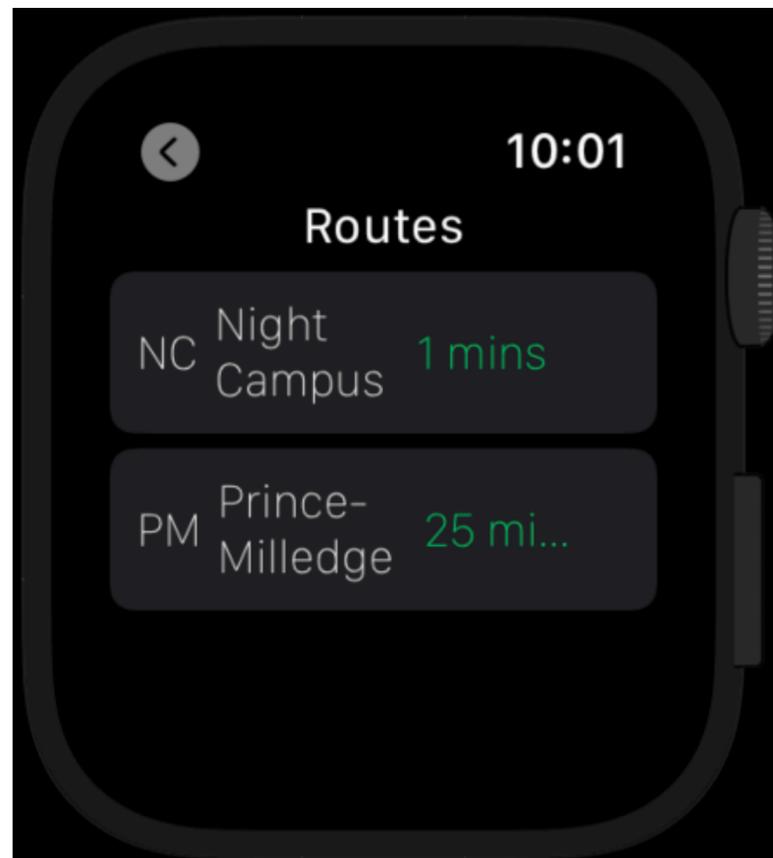
Design and build for independence



This app does not require the use of the iOS UGA app to work. Using just a wireless connection, users can receive updated information on the watch.

# APP SPECIFICS

Make your app interface highly glanceable



Getting from screen to screen takes seconds, and viewing bus route information is easy and fast for users.

You can reference more of UGA's Brand Style Guide  
at [brand.uga.edu](https://brand.uga.edu).

Apple human interface guidelines are available at  
[developer.apple.com/design/human-interface-guidelines/](https://developer.apple.com/design/human-interface-guidelines/).



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