

TABLE OF CONTENTS

Overview

Introduction

Contact information

Design Principles

Brand Elements

Logo

Style Elements

Grid Layout

Colors

Typography

Iconography

Photography

Illustrations

UI Components

Buttons

Navigation

Form Fields

Cards

Dropdowns

Calendar

Grids

Progress Bar

Availability Bar

Tabs

Resources

OVERVIEW

Introduction

This style guide was prepared for Omnipointment for the intended purpose of delivering UI elements, styling, and layout guides to developers and future UI designers. This style guide also includes how the design language applies to Charter and future tools. If there are any questions, email kristalyu123@gmail.com.

Brand Background

Omnipointment is a platform to help students become great teammates. Every group in your class gets their own team dashboard to handle the biggest challenges students across the country face: finding time for team meetings and getting teammates to contribute.

- Students and instructors receive collaboration reports that:
1. Help instructors intervene in struggling teams before it's too late.
 2. Give students personalized feedback on how to be better teammates.

Brand Attributes

- Professional
- Playful
- Familiar
- Engaging
- Easy to use

Design Principles

These are principles to keep in mind when designing for Omnipointment.



Playful, but polished

We want students to enjoy using Omnipointment as a tool to be successful at school and as a stepping stone to the professional world.

Incorporating bright colors, lighter interface and rounded elements to bring a friendly and fun appeal.



I've done this before

We want our users to avoid taking that extra step learning a new tool because time management is essential.

Using familiar grid patterns and time slots will make it efficient for our users.



On the same page

We want to make group work easier. Organization and clarity will allow teammates to better collaborate and be committed.

Using card layout, negative space and sans serifs will create a consistent hierarchy.

TABLE OF CONTENTS

Overview

Introduction

Contact information

Design Principles

Brand Elements

Logo

Style Elements

Grid Layout

Colors

Typography

Iconography

Photography

Illustrations

UI Components

Buttons

Navigation

Form Fields

Cards

Dropdowns

Calendar

Grids

Progress Bar

Availability Bar

Tabs

Resources

BRAND ELEMENTS

Logo Do's

To establish the branding, these are acceptable ways to use the logo.

Our main logo; use whenever possible.



This is the grayscale logo.



Logo Dont's

The rules below apply to all uses of the logo, on web and print.

DO NOT stretch the logo in any way.



DO NOT put logos on other bright primary colors.

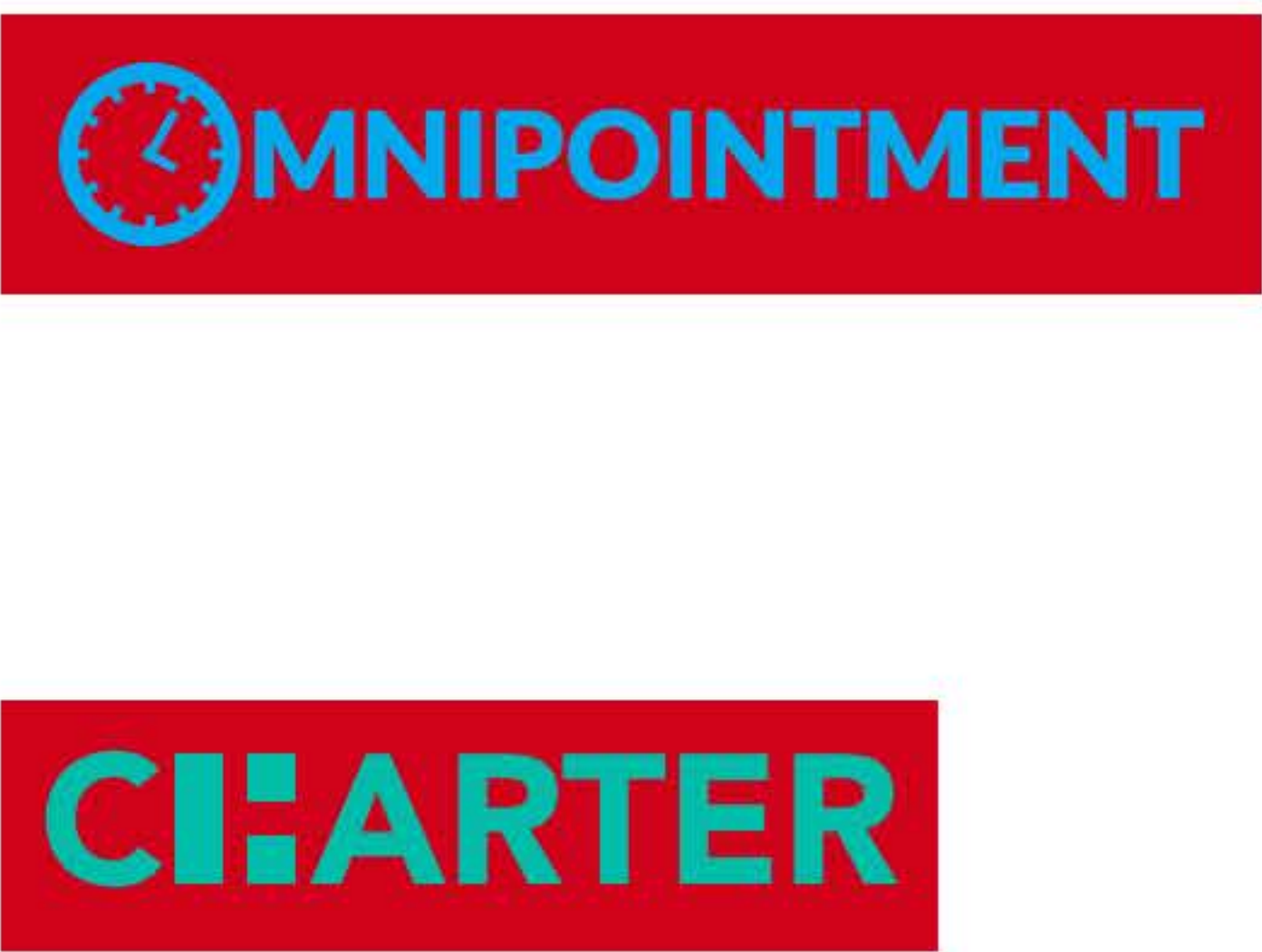


TABLE OF CONTENTS

Overview

Introduction

Contact information

Design Principles

Brand Elements

Logo

Style Elements

Grid Layout

Colors

Typography

Iconography

Photography

Illustrations

UI Components

Buttons

Navigation

Form Fields

Cards

Dropdowns

Calendar

Grids

Progress Bar

Availability Bar

Tabs

Resources

STYLE ELEMENTS

Grid Layout

Desktop design is made out of a 8 column grid based on 1440px width. The setting of the total width is 1440px, offset 0px, gutter width 60px and column width 120px.

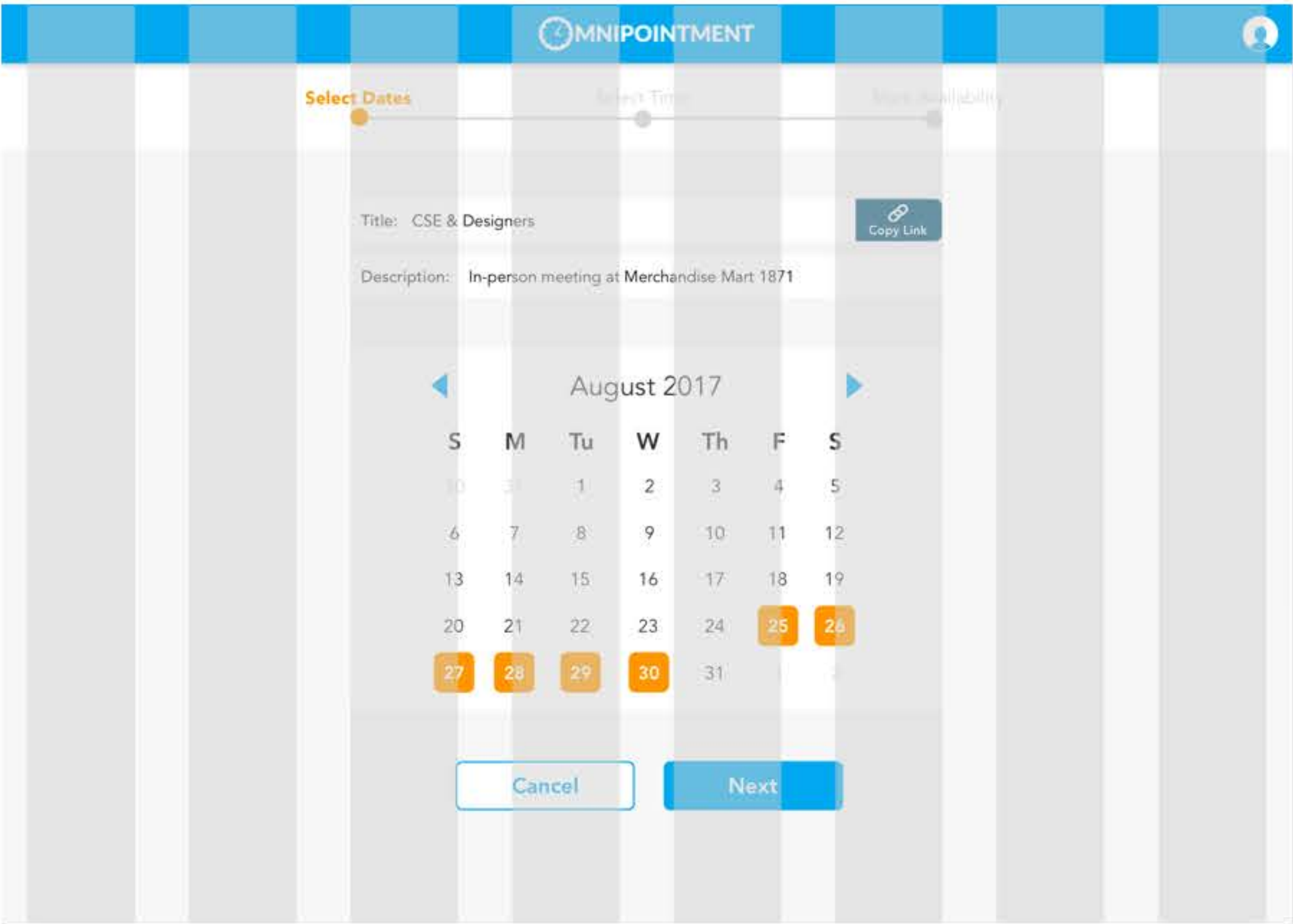
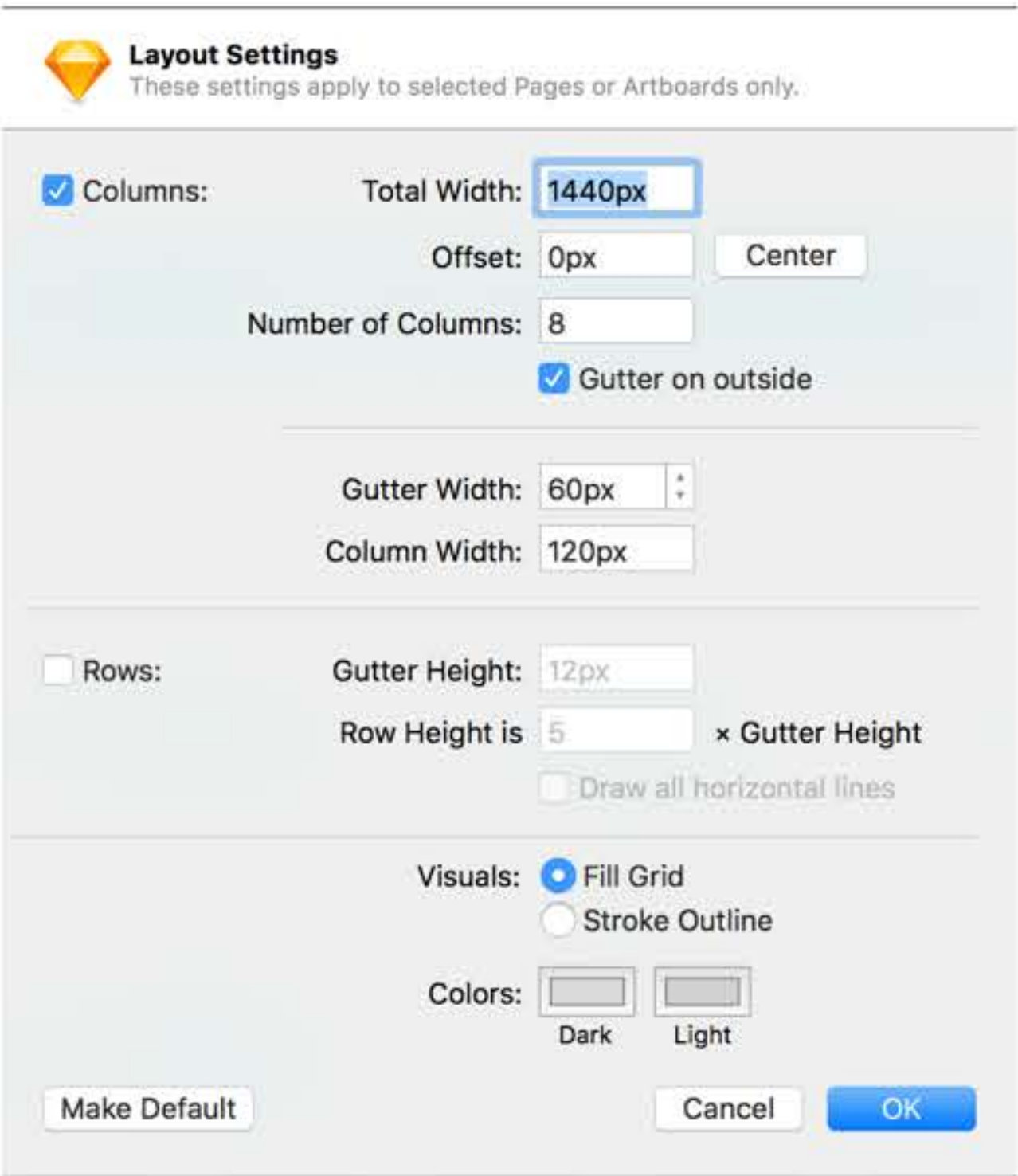


TABLE OF CONTENTS

Overview

Introduction

Contact information

Design Principles

Brand Elements

Logo

Style Elements

Grid Layout

Colors

Typography

Iconography

Photography

Illustrations

UI Components

Buttons

Navigation

Form Fields

Cards

Dropdowns

Calendar

Grids

Progress Bar

Availability Bar

Tabs

Resources

STYLE ELEMENTS

Colors

The use of colors is essential to Omnipointment’s brand attributes of being friendly, but polished. It is necessary to use a neutral muted background color to avoid distracting the user. Also, use bright colors as accents to make it feel more fun, friendly, and engaging.

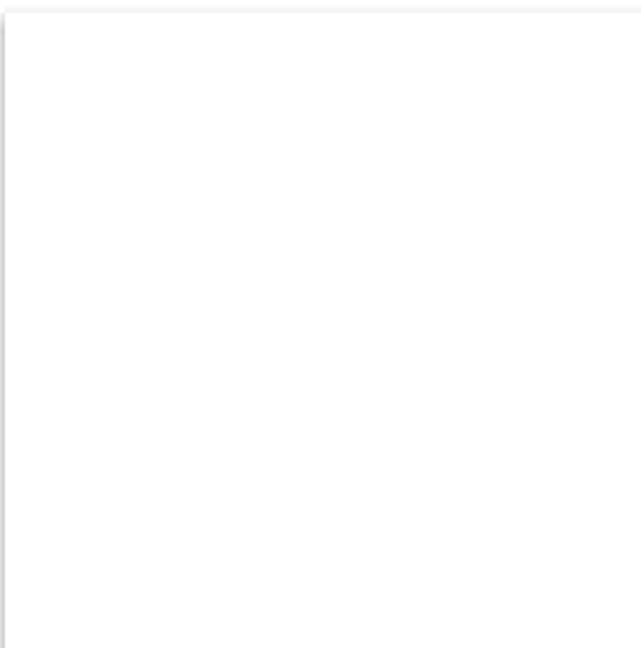
Primary



HEX: 02A9ED
RGB: 2 169 237
CMYK: 69, 6, 0, 0
PATONE: 298C



HEX: FF9400
RGB: 255 148 0
CMYK: 0, 41, 100, 0
PATONE: 137C



HEX: FFFFFFFF
RGB: 255 255 255
CMYK: 0, 0, 0, 0
PATONE: 663C

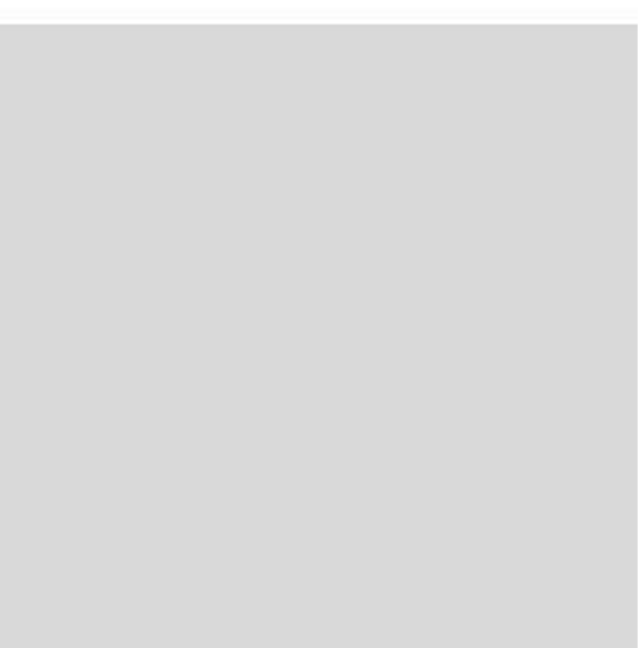


HEX: 000000
RGB: 0 0 0
CMYK: 75, 68, 67, 90
PATONE: Black 6C

Secondary

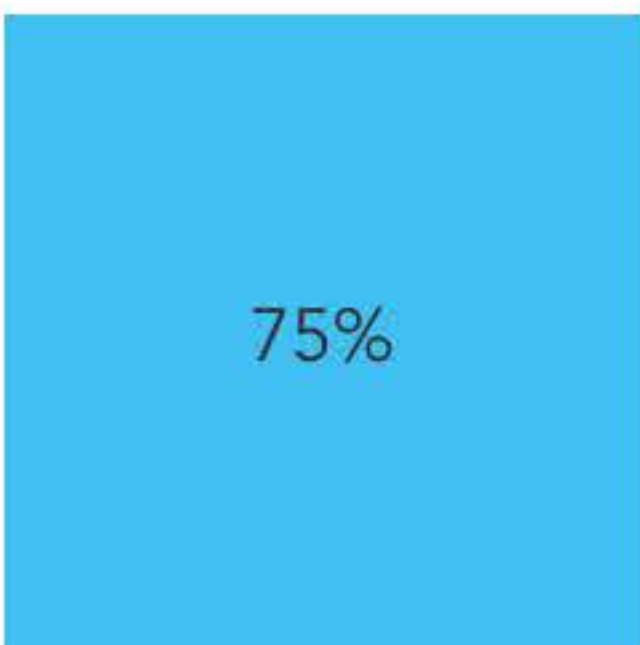


HEX: 005273
RGB: 0 82 115
CMYK: 93, 53, 31, 9
PATONE: 7707C

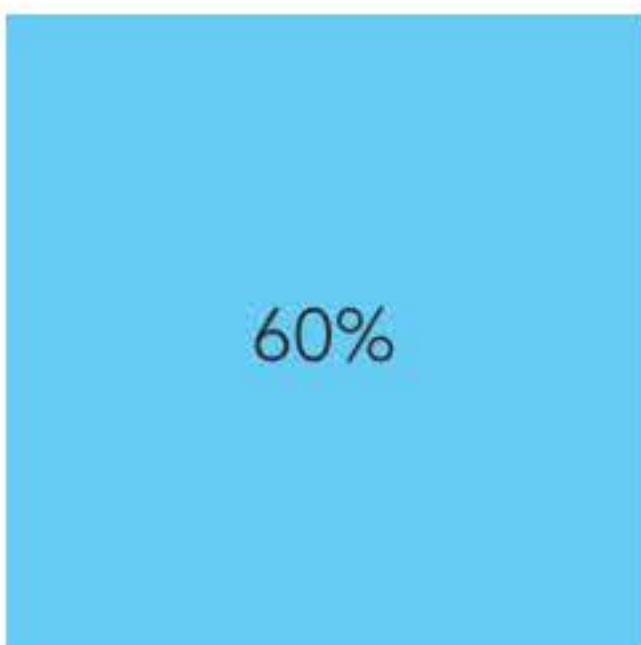


HEX: D8D8D8
RGB: 216 216 216
CMYK: 11, 8, 9, 0
PATONE: Cool gray 1C

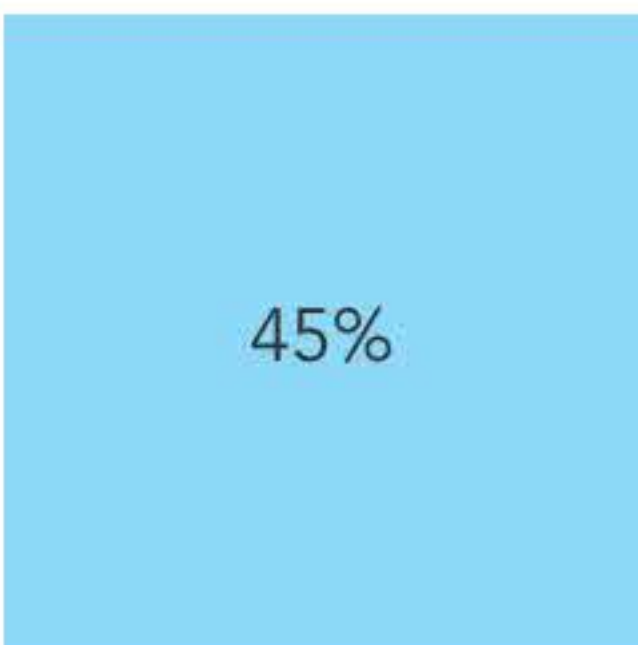
Opacity



75%



60%



45%



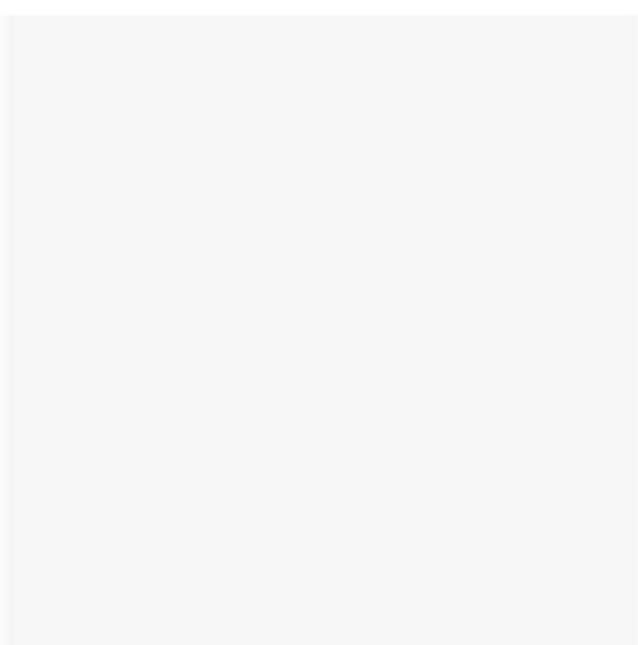
30%



15%

HEX: 02A9ED

Background



HEX: F7F7F7
RGB: 247 247 247
CMYK: 2, 1, 1, 0
PATONE: 663C

TABLE OF CONTENTS

Overview

- Introduction
- Contact information
- Design Principles

Brand Elements

- Logo

Style Elements

- Grid Layout
- Colors
- Typography
- Iconography
- Photography
- Illustrations

UI Components

- Buttons
- Navigation
- Form Fields
- Cards
- Dropdowns
- Calendar
- Grids
- Progress Bar
- Availability Bar
- Tabs

Resources

STYLE ELEMENTS

Colors (CHARTER)

The use of colors in Charter is simliar to Omnipointment. Charter is color coded differently than Omnipointment but they still need to speak the same type of design language.

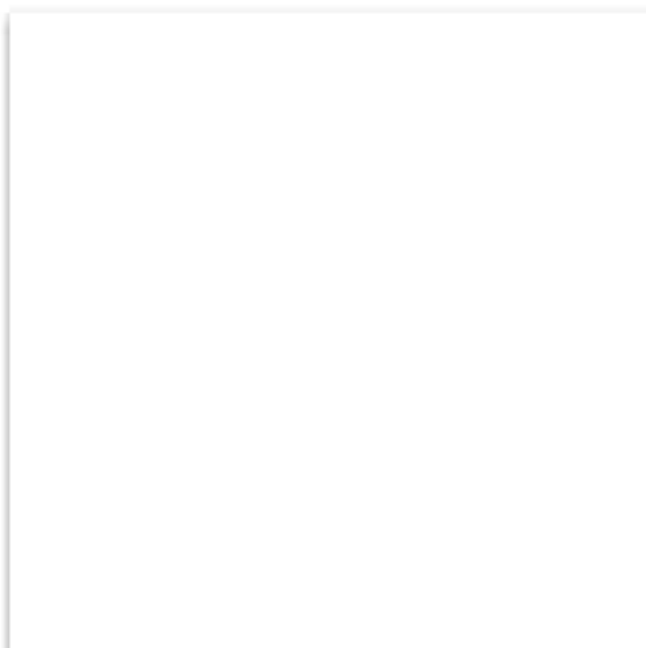
Primary



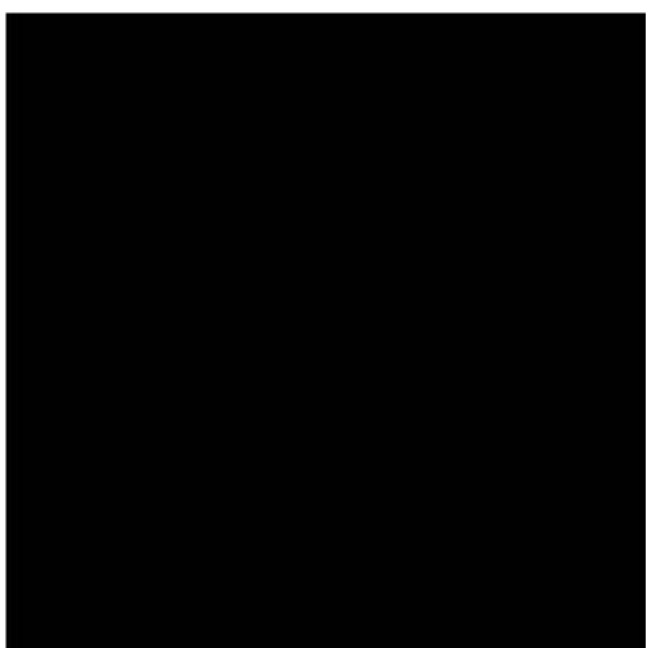
HEX: 03BDAA
RGB: 3 189 17
CMYK: 71, 0, 37, 0
PATONE: 3255C



HEX: FF9400
RGB: 255 148 0
CMYK: 0, 41, 100, 0
PATONE: 137C



HEX: FFFFFFFF
RGB: 255 255 255
CMYK: 0, 0, 0, 0
PATONE: 663C

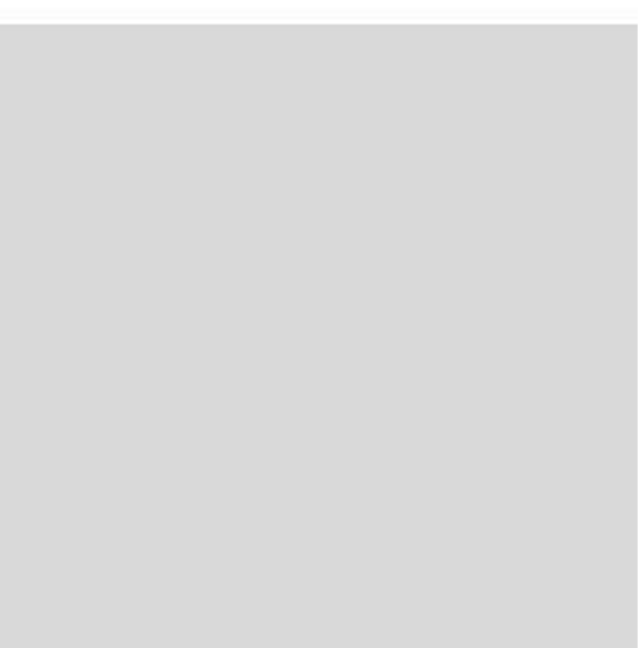


HEX: 000000
RGB: 0 0 0
CMYK: 75, 68, 67, 90
PATONE: Black 6C

Secondary

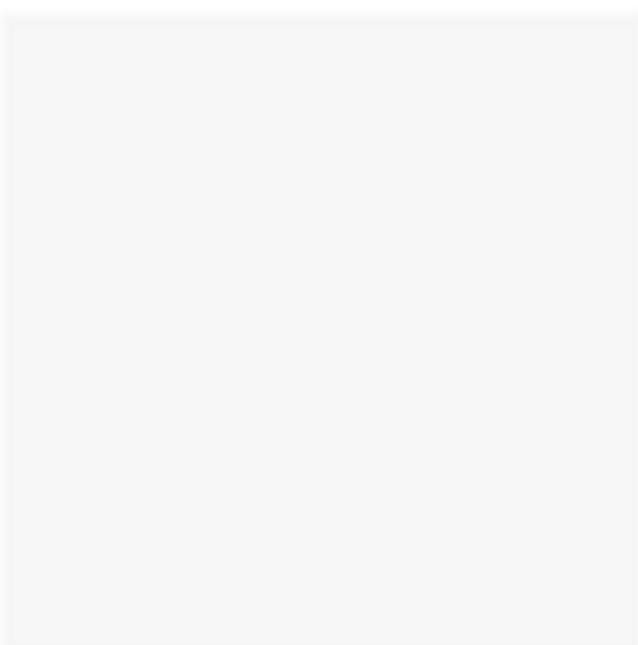


HEX: 005273
RGB: 0 82 115
CMYK: 93, 53, 31, 9
PATONE: 7707C



HEX: D8D8D8
RGB: 216 216 216
CMYK: 11, 8, 9, 0
PATONE: Cool gray 1C

Background



HEX: F7F7F7
RGB: 247 247 247
CMYK: 2, 1, 1, 0
PATONE: 663C

TABLE OF CONTENTS

Overview

Introduction

Contact information

Design Principles

Brand Elements

Logo

Style Elements

Grid Layout

Colors

Typography

Iconography

Photography

Illustrations

UI Components

Buttons

Navigation

Form Fields

Cards

Dropdowns

Calendar

Grids

Progress Bar

Availability Bar

Tabs

Resources

STYLE ELEMENTS

Typography

Typography play an essential part in the design because it helps users digest content and accoomplish work. Use typography to establish a clear visual hierarchy, maximize legibility and entice an approachable feel.

This can be accomplished with the typeface Avenir that is used in different font size and weights as a header, sub-header, and body.

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 Avenir- Book	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 Avenir- Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 Avenir- Heavy	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 Avenir- Black

H1 CSE & Designers

Avenir Heavy 38px
This is used as the Title on the top left corner.

Team CSE & Designers

Avenir Heavy 22px
This is used in the creating a new meeting process page.

Team One Stop

Avenir Book 26px
This is used as the title on the cards on the dashboard.

In-person meeting at Merchandise Mart 1871

Avenir Book 18px
This is used in the form field.

TABLE OF CONTENTS

Overview

Introduction

Contact information

Design Principles

Brand Elements

Logo

Style Elements

Grid Layout

Colors

Typography

Iconography

Photography

Illustrations

UI Components

Buttons

Navigation

Form Fields

Cards

Dropdowns

Calendar

Grids

Progress Bar

Availability Bar

Tabs

Resources

STYLE ELEMENTS

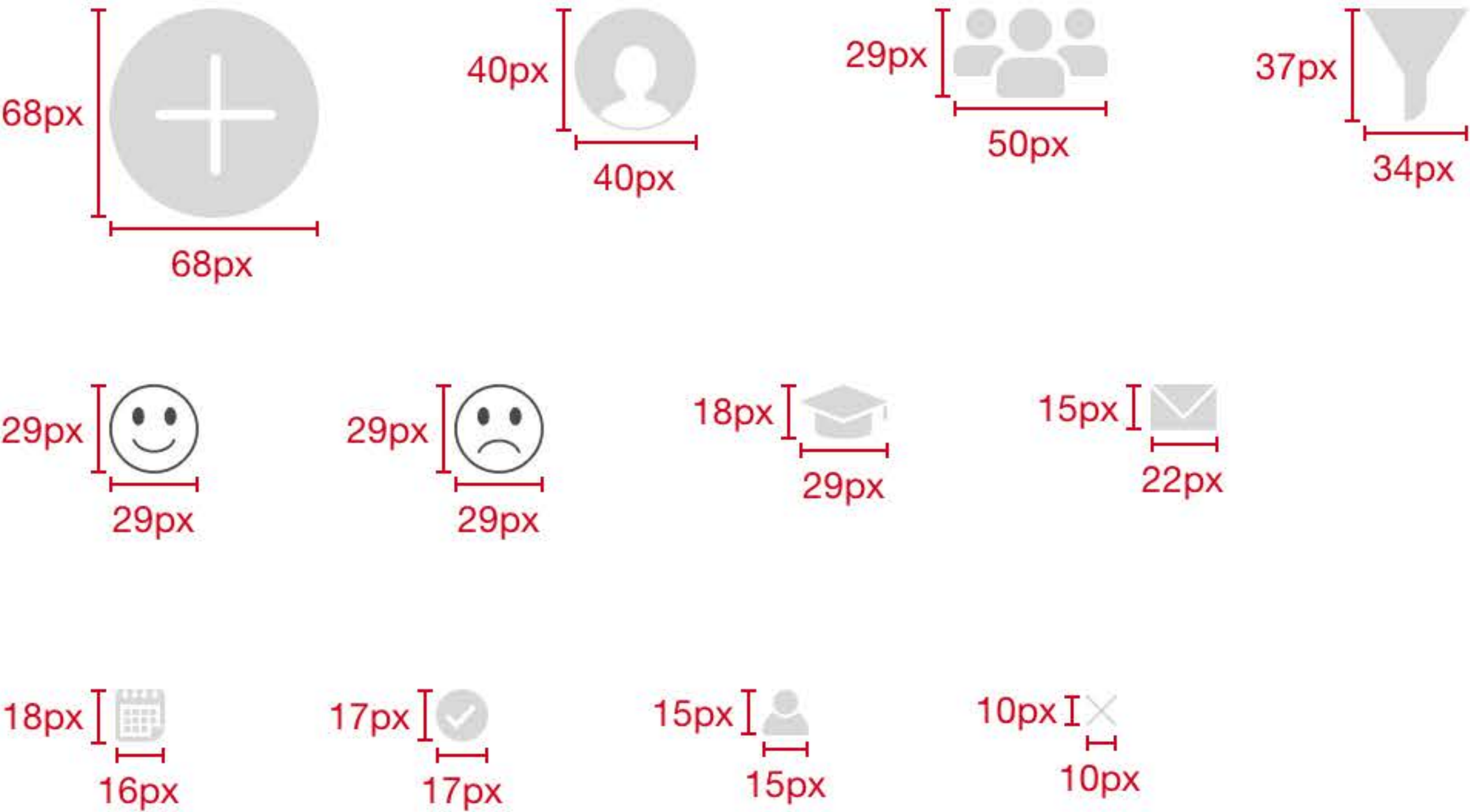
Iconography

Icons sizes are to scale to allow for easier viewing of size representation in this guide. Icon colors may be any brand color that allows for maximum contrast and legibility. Any of these icons may be used in Omnipointment, Charter, or any other upcoming tools of this suite.

Below are icons that are used in the color: White



Other icons that can vary in size and color.



These are the appropriate iconography sizes for a responsive mobile.

Below are icons that are used in the color: White



Other icons that can vary in size and color.



TABLE OF CONTENTS

Overview

Introduction

Contact information

Design Principles

Brand Elements

Logo

Style Elements

Grid Layout

Colors

Typography

Iconography

Photography

Illustrations

UI Components

Buttons

Navigation

Form Fields

Cards

Dropdowns

Calendar

Grids

Progress Bar

Availability Bar

Tabs

Resources

STYLE ELEMENTS

Photography

Do not use stock or posed photography. Usage of these images give the users a sense of fakeness.

DO NOT use these type of photography.



TABLE OF CONTENTS

Overview

Introduction

Contact information

Design Principles

Brand Elements

Logo

Style Elements

Grid Layout

Colors

Typography

Iconography

Photography

Illustrations

UI Components

Buttons

Navigation

Form Fields

Cards

Dropdowns

Calendar

Grids

Progress Bar

Availability Bar

Tabs

Resources

STYLE ELEMENTS

Illustrations

Usage of an illustration when there are no meetings created will draw the user's attention to create a new meeting. Also preferably illustrations without showing too much facial expressions will help users to not feel a certain way because humans are naturally fixed to facial recognition first.

Use illustrations like the image below; however, DO NOT use this specific illustration if you do not have permission from google.



Proper usage of illustration is shown below.

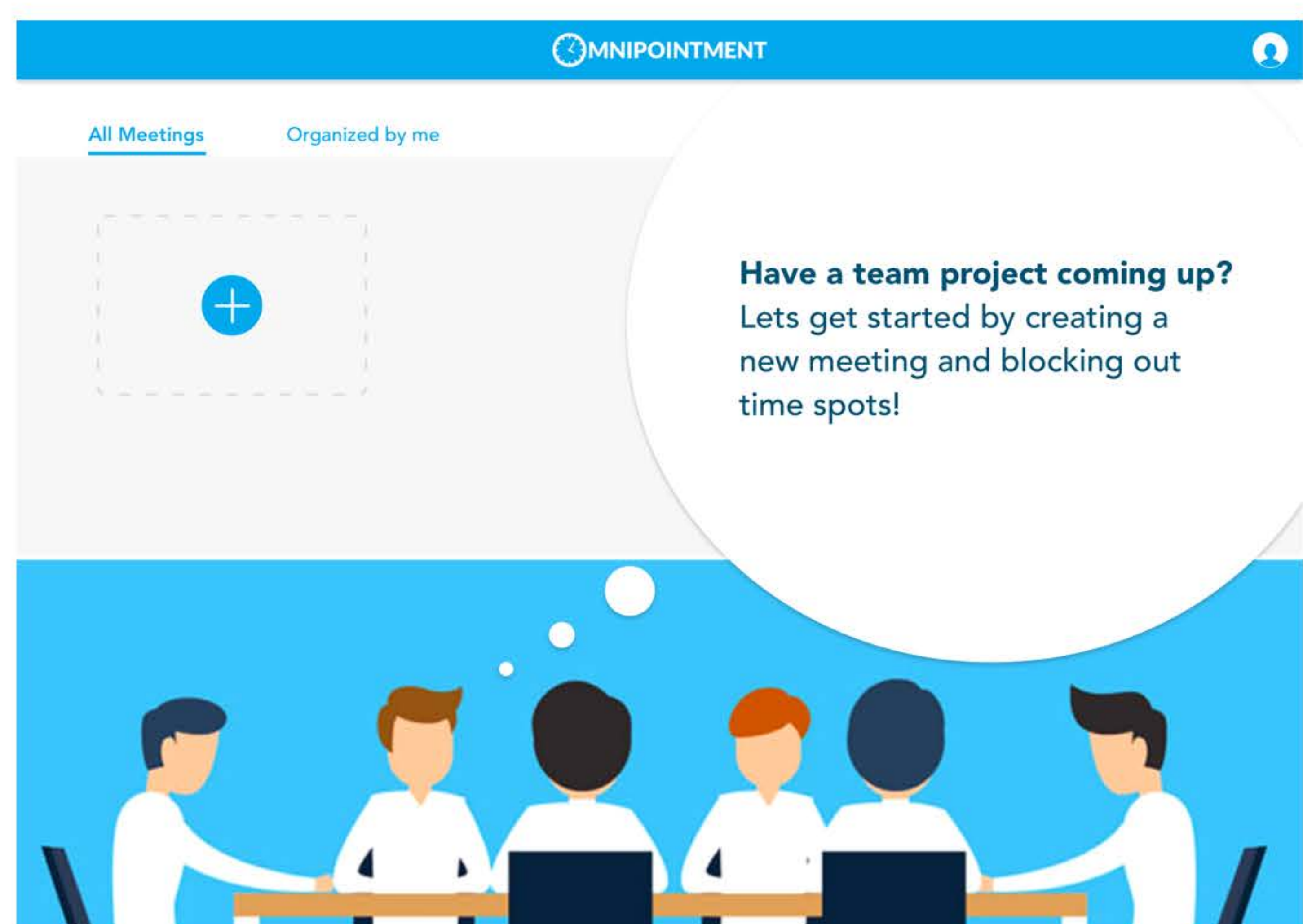


TABLE OF CONTENTS

Overview

- Introduction
- Contact information
- Design Principles

Brand Elements

- Logo

Style Elements

- Grid Layout
- Colors
- Typography
- Iconography
- Photography
- Illustrations

UI Components

Buttons

Navigation

Form Fields

Cards

Dropdowns

Calendar

Grids

Progress Bar

Availability Bar

Tabs

Resources

UI Components

Buttons (Web)

There are different types of buttons used in Omnipointment and they are either solid filled or outlined. Sizing and style of Charter should be the same but can be tweaked a little according to the web layout. Do not use gradients for buttons.

These are the buttons on Omnipointment Dashboard Webpage.



Background: #02A9ED
Border radius: Bottom left 8px
Font-family: Avenir Medium
Font-size: 16px
Color: #FFFFFF



Background: #02A9ED
Border radius: Bottom right 8px
Font-family: Avenir Medium
Font-size: 16px
Color: #FFFFFF

These are the primary buttons.

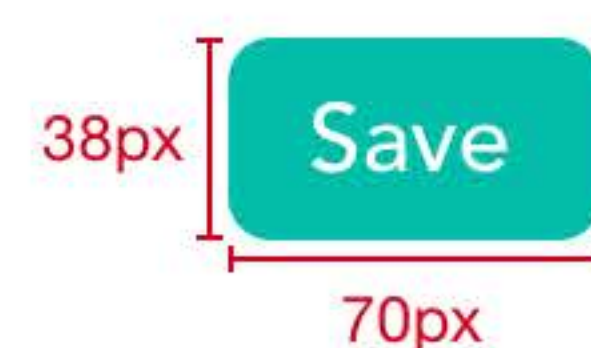


Background: #FFFFFF
Border Thickness: 2px
Border radius: 8px
Font-family: Avenir Heavy
Font-size: 29px
Color: #02A9ED



Background: #02A9ED
Border radius: 8px
Font-family: Avenir Heavy
Font-size: 24px
Color: #FFFFFF

These are examples of secondary buttons.



Below is the create a new meeting button.

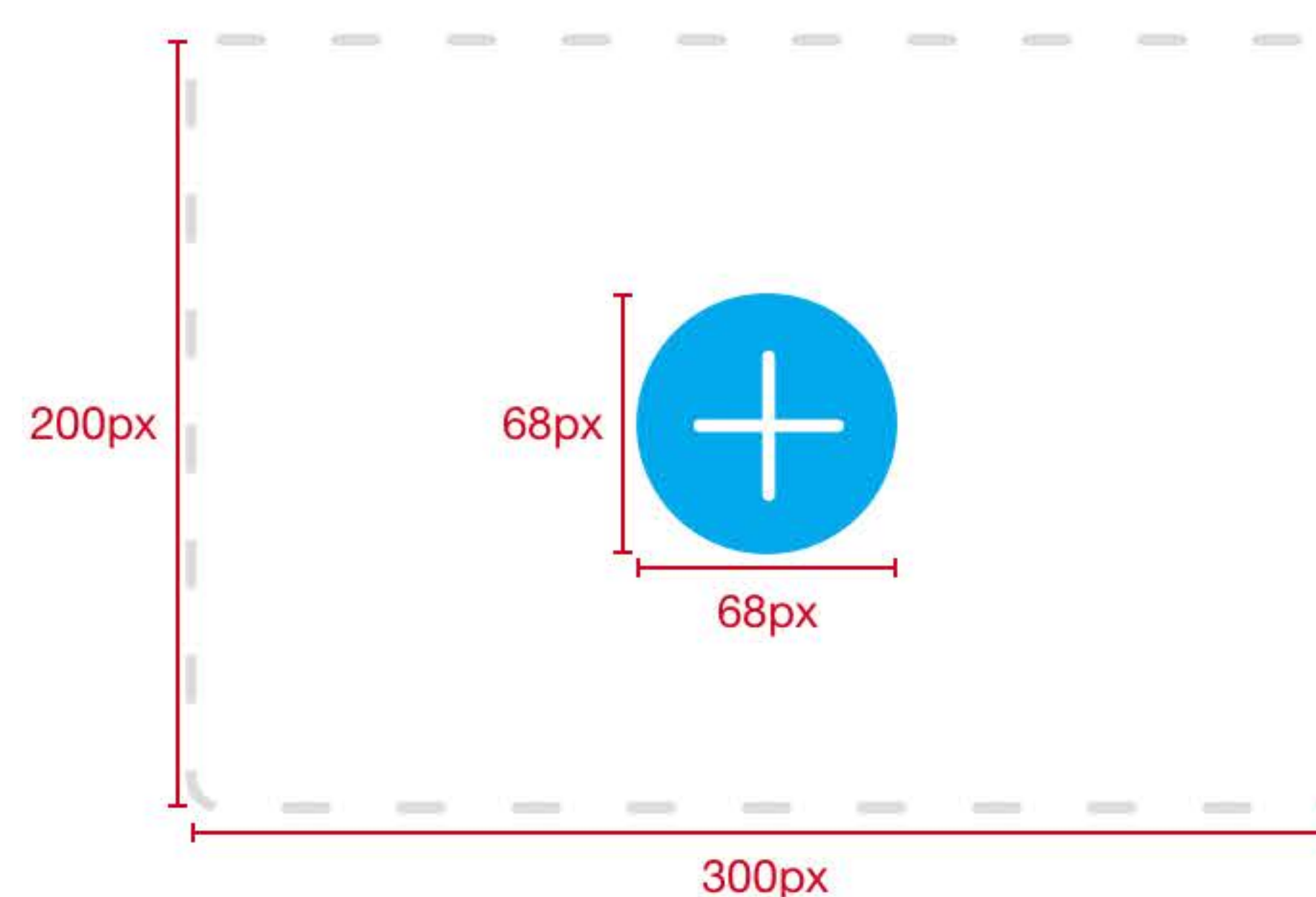


TABLE OF CONTENTS

Overview

- Introduction
- Contact information
- Design Principles

Brand Elements

- Logo

Style Elements

- Grid Layout
- Colors
- Typography
- Iconography
- Photography
- Illustrations

UI Components

Buttons

- Navigation
- Form Fields
- Cards
- Dropdowns
- Calendar
- Grids
- Progress Bar
- Availability Bar
- Tabs

Resources

UI Components

Buttons (Mobile)

There are different types of buttons used in Omnipointment and they are either solid filled or outlined. Sizing and style of Charter should be the same but can be tweaked a little according to the web layout. Do not use gradients for buttons.

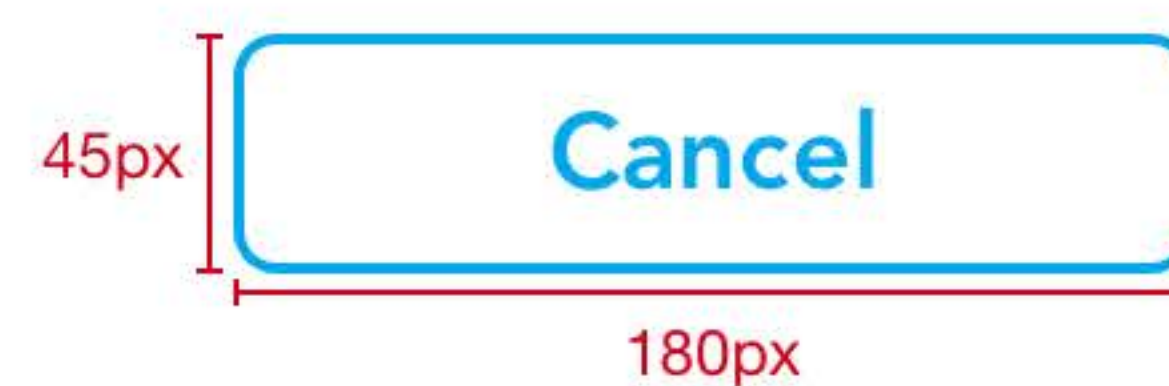
These are the buttons on Omnipointment Dashboard Mobile.



Background: #02A9ED
Border radius: Bottom left 8px
Font-family: Avenir Medium
Font-size: 16px
Color: #FFFFFF



Background: #02A9ED
Border radius: Bottom right 8px
Font-family: Avenir Medium
Font-size: 16px
Color: #FFFFFF



Background: #FFFFFF
Border Thickness: 2px
Border radius: 8px
Font-family: Avenir Heavy
Font-size: 20px
Color: #02A9ED



Background: #02A9ED
Border radius: 8px
Font-family: Avenir Heavy
Font-size: 20px
Color: #FFFFFF

Below is the create a new meeting button in Mobile.



TABLE OF CONTENTS

Overview

- Introduction
- Contact information
- Design Principles

Brand Elements

- Logo

Style Elements

- Grid Layout
- Colors
- Typography
- Iconography
- Photography
- Illustrations

UI Components

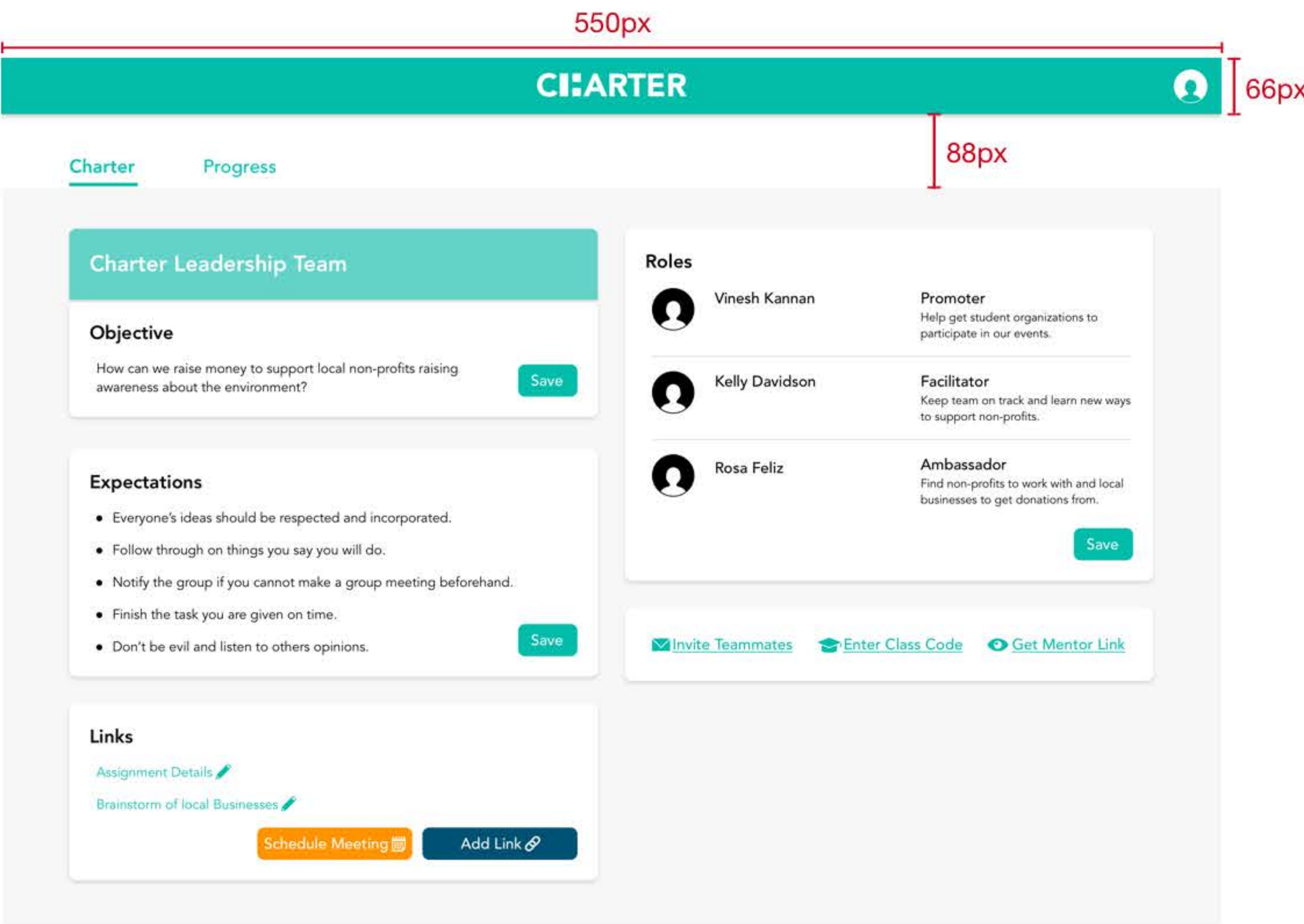
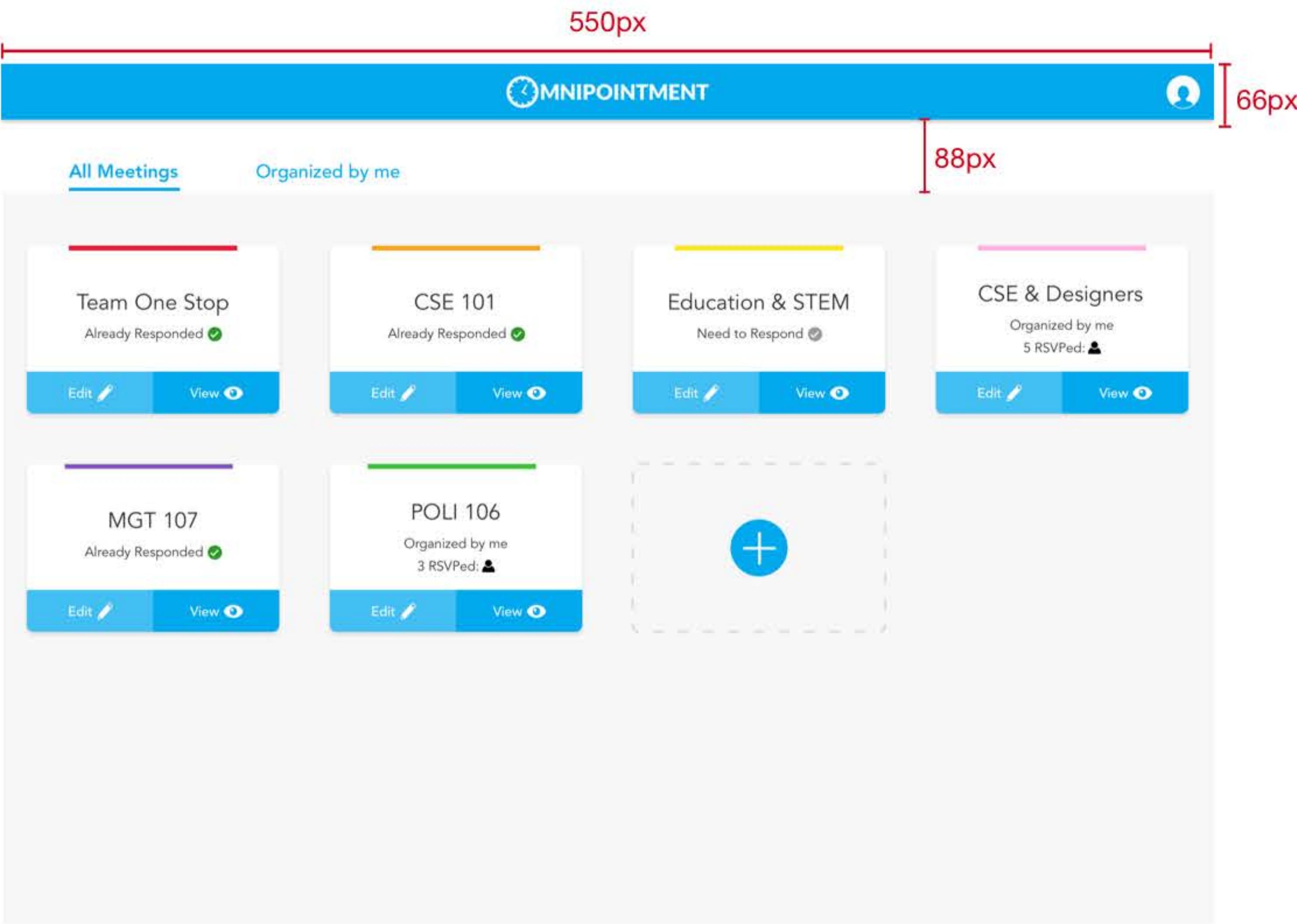
- Buttons
- Navigation
- Form Fields
- Cards
- Dropdowns
- Calendar
- Grids
- Progress Bar
- Availability Bar
- Tabs

Resources

UI Components

Navigation

The Navigation bar should be the same throughout Omnipointment, Charter, and any other upcoming tools of this suite.



Below is sizing for mobile navigation.



TABLE OF CONTENTS

Overview

- Introduction
- Contact information
- Design Principles

Brand Elements

- Logo

Style Elements

- Grid Layout
- Colors
- Typography
- Iconography
- Photography
- Illustrations

UI Components

- Buttons
- Navigation
- Form Fields
- Cards
- Dropdowns
- Calendar
- Grids
- Progress Bar
- Availability Bar
- Tabs

Resources

UI Components

Form Fields

The form fields should have consistent spacing. There should be sample text in light gray when the form is inactive. The radius of all corners of the forms is 8px.

Below is the active and inactive state.

Title: Untitled Meeting

Copy Link

Description: Write a short description here

Title: CSE & Designers

Copy Link

Description: In-person meeting at Merchandise Mart 1871

Checkboxes

Below is the active and inactive state for checkboxes.

☐ Check please

☒ Checked

☐ Check please

☒ Checked

TABLE OF CONTENTS

Overview

Introduction

Contact information

Design Principles

Brand Elements

Logo

Style Elements

Grid Layout

Colors

Typography

Iconography

Photography

Illustrations

UI Components

Buttons

Navigation

Form Fields

Cards

Dropdowns

Calendar

Grids

Progress Bar

Availability Bar

Tabs

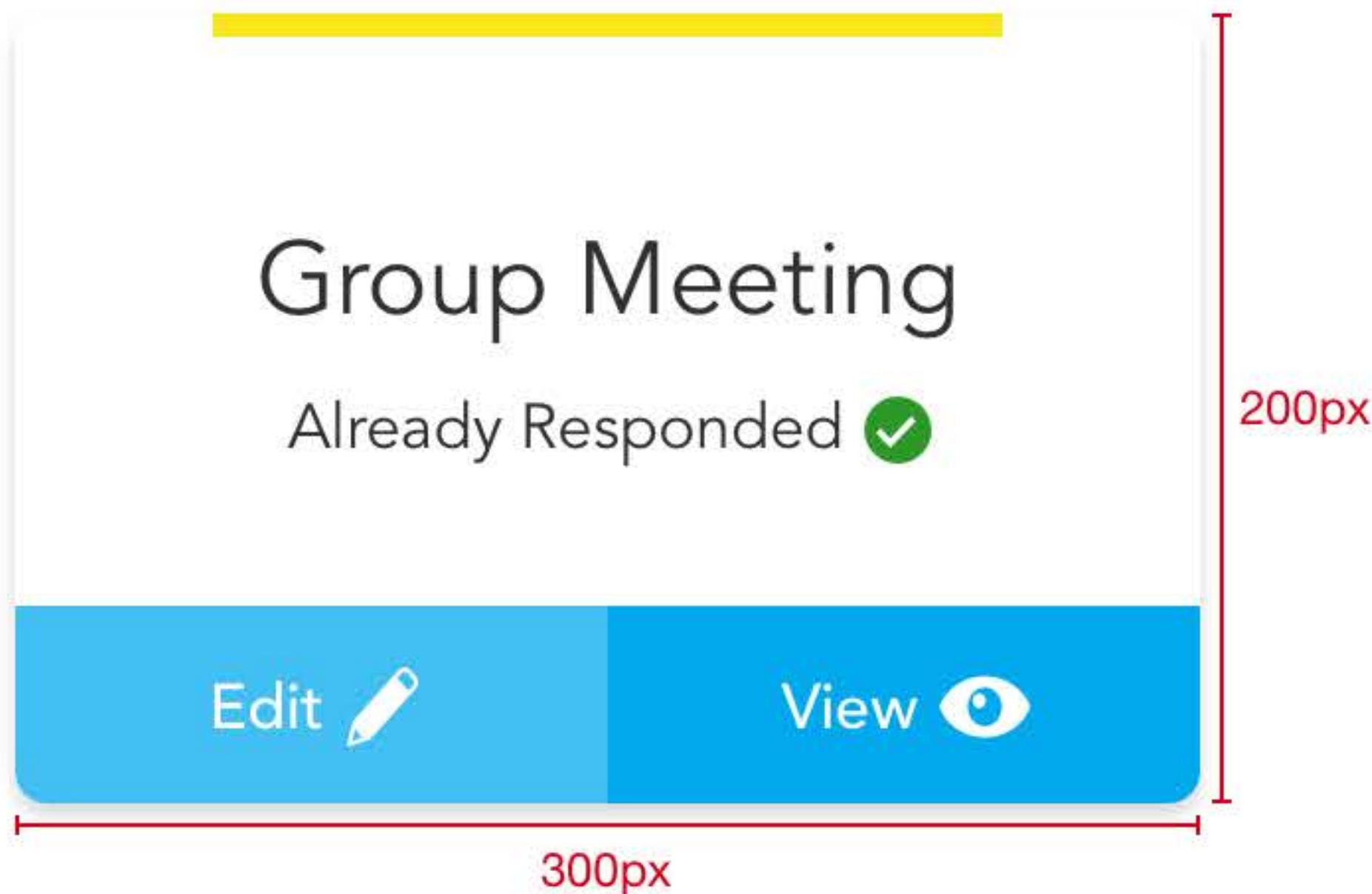
Resources

UI Components

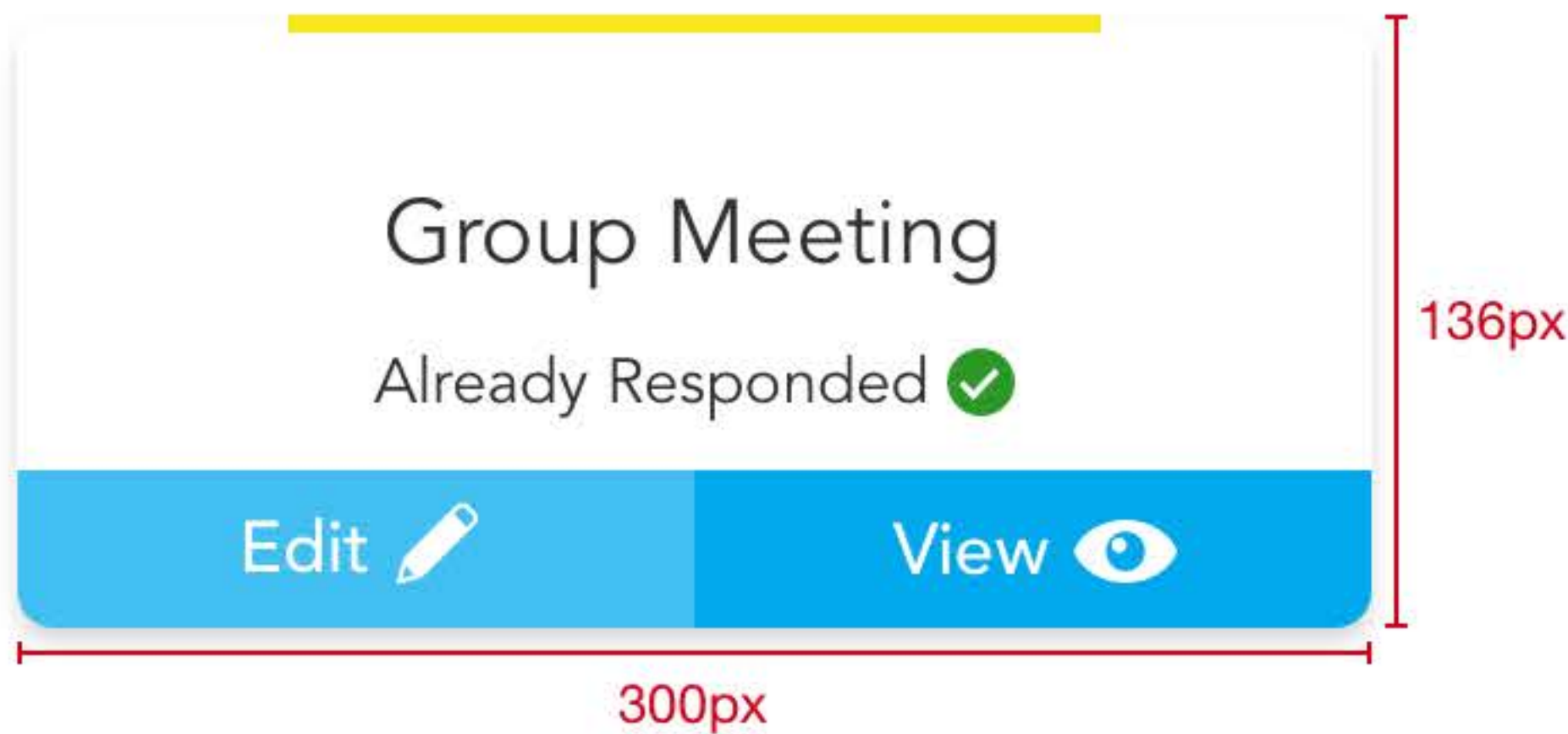
Cards

The cards should have the same treatment throughout Omnipointment, Charter, and any other upcoming tools of this suite. The size of the cards can vary from page to page. If the cards are white on a light background, use dropshadows to make the card pop out.

The cards are in the color white #FFFFFF with a dropshadow in the color light gray #D8D8D8



Below is sizing for mobile cards.



Here is an example of Charter cards.

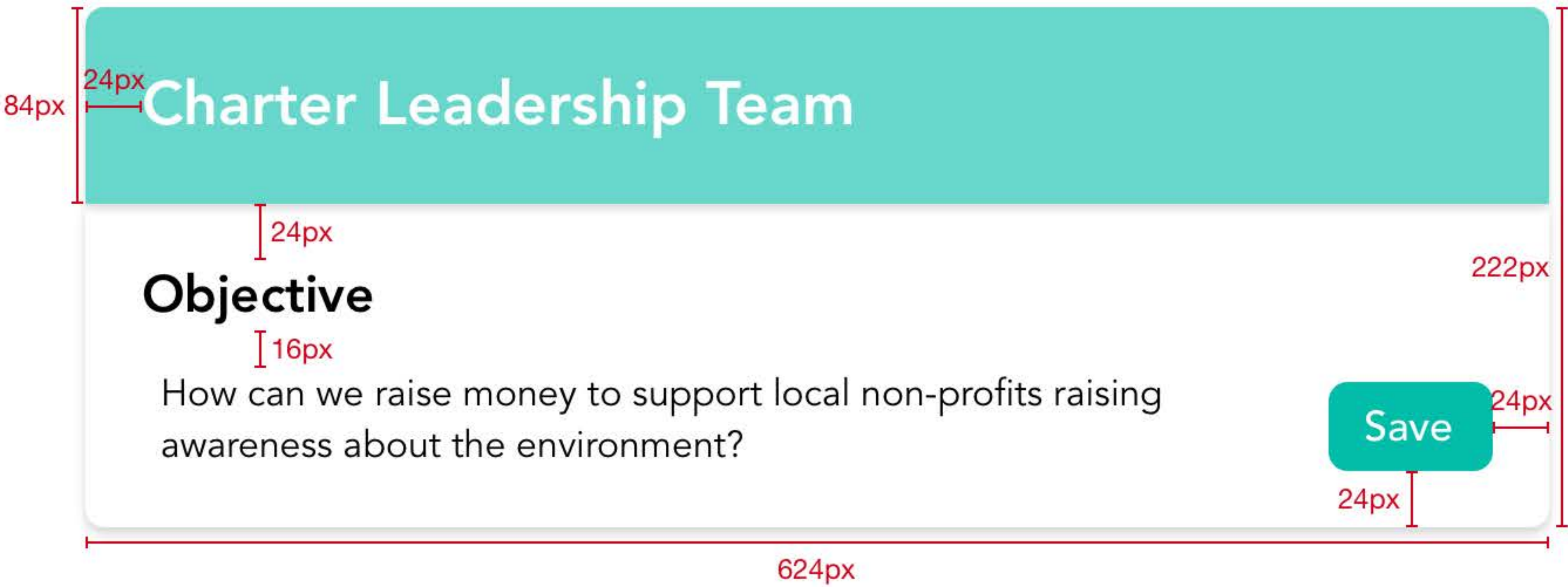


TABLE OF CONTENTS

Overview

- Introduction
- Contact information
- Design Principles

Brand Elements

- Logo

Style Elements

- Grid Layout
- Colors
- Typography
- Iconography
- Photography
- Illustrations

UI Components

- Buttons
- Navigation
- Form Fields
- Cards
- Dropdowns
- Calendar
- Grids
- Progress Bar
- Availability Bar
- Tabs

Resources

UI Components

Dropdowns

The dropdowns should have the same treatment throughout Omnipointment, Charter, and any other upcoming tools of this suite. However the sizing of the cards can vary depending on the content. Use dropshadows to make the card pop out.

The background is white #FFFFFF with a dropshadow in the color light gray #D8D8D8

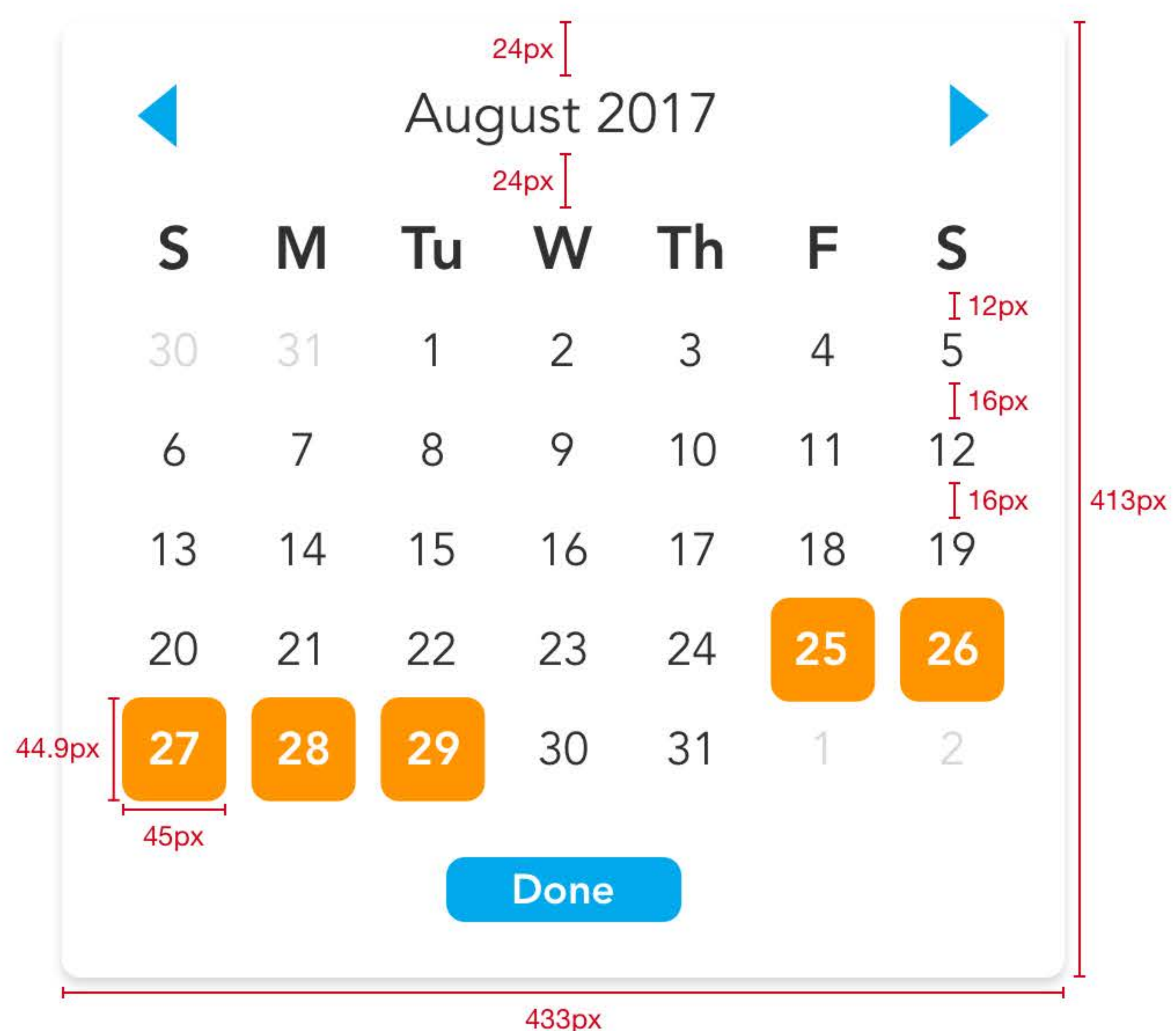
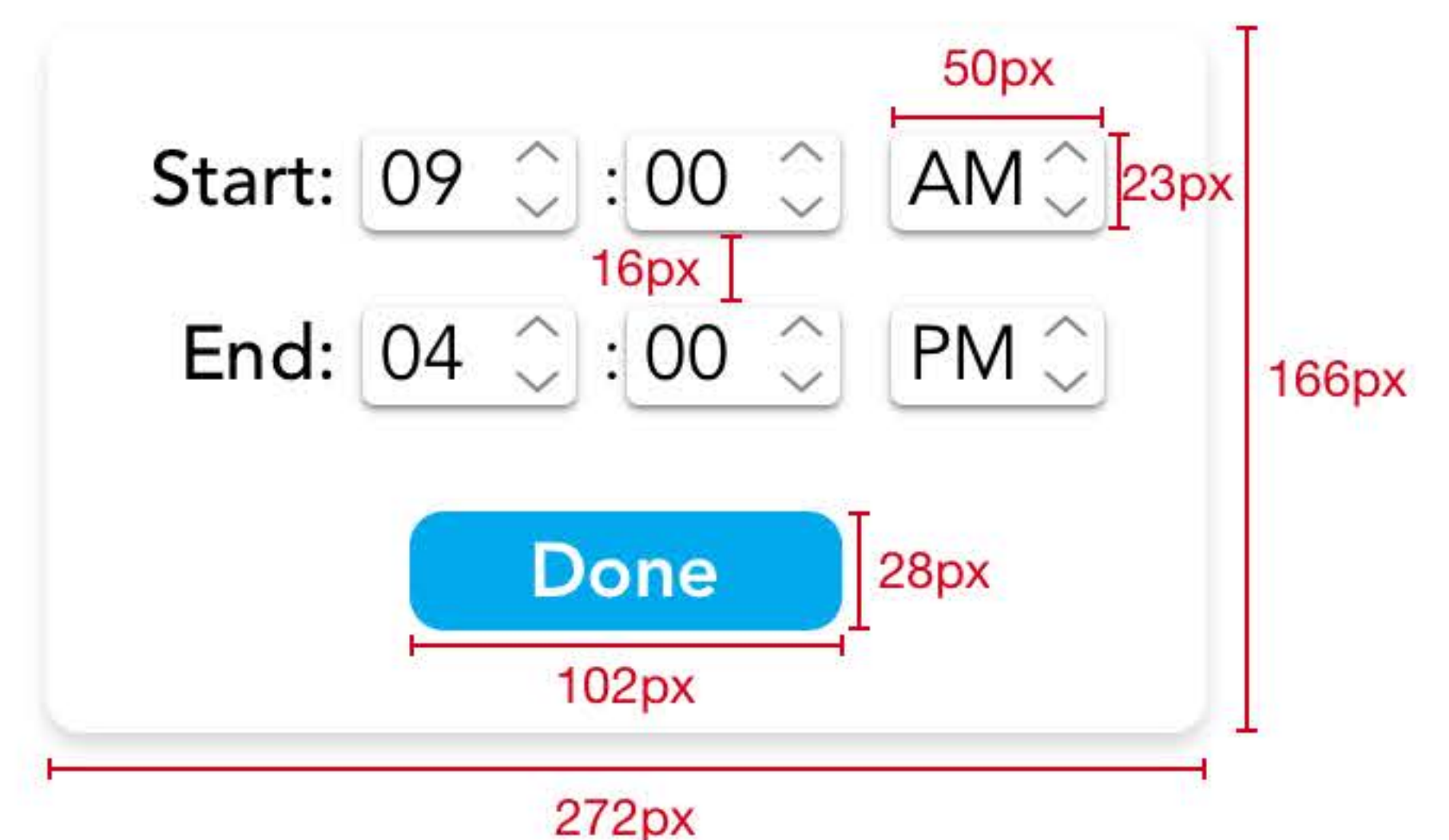
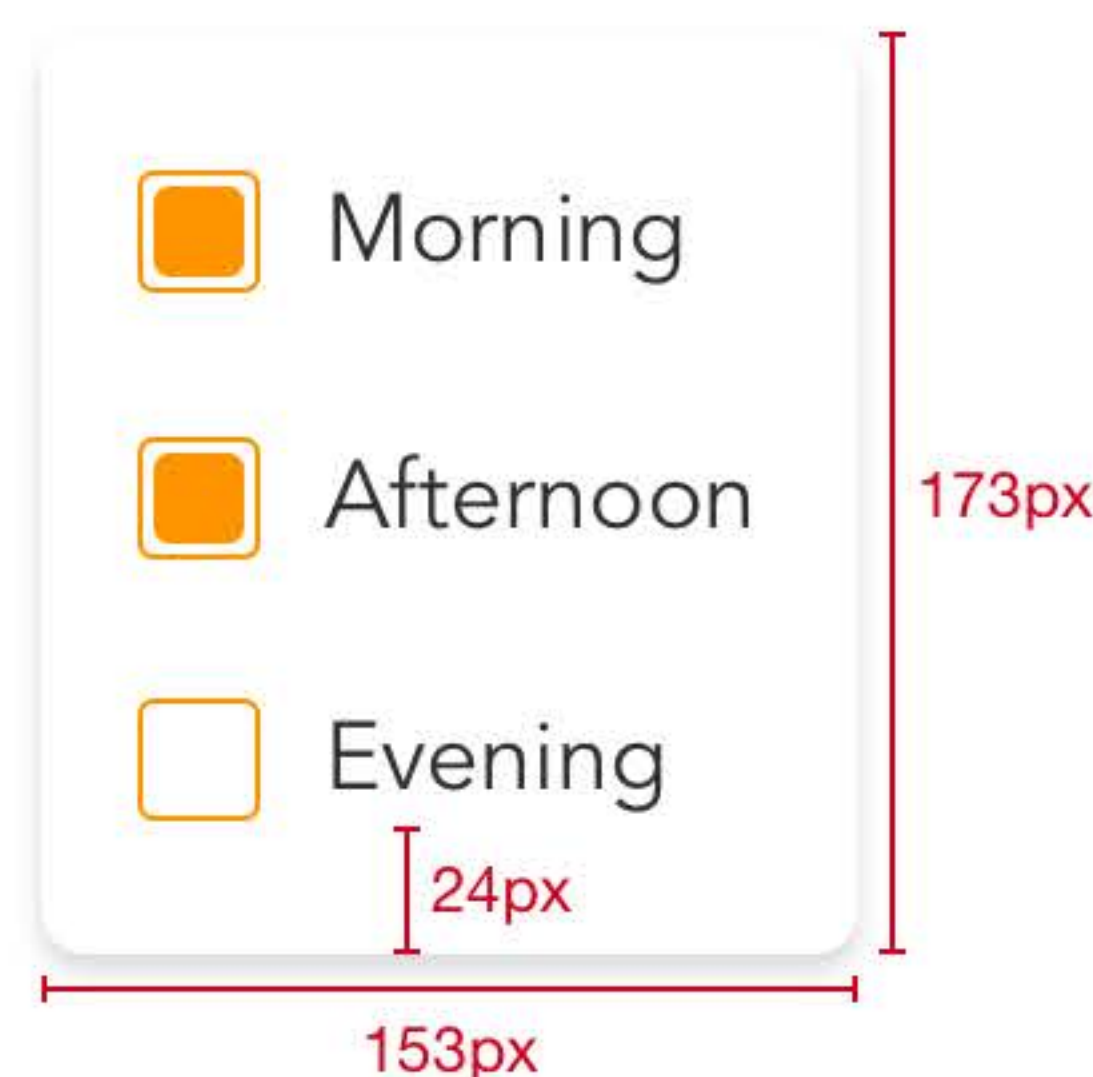
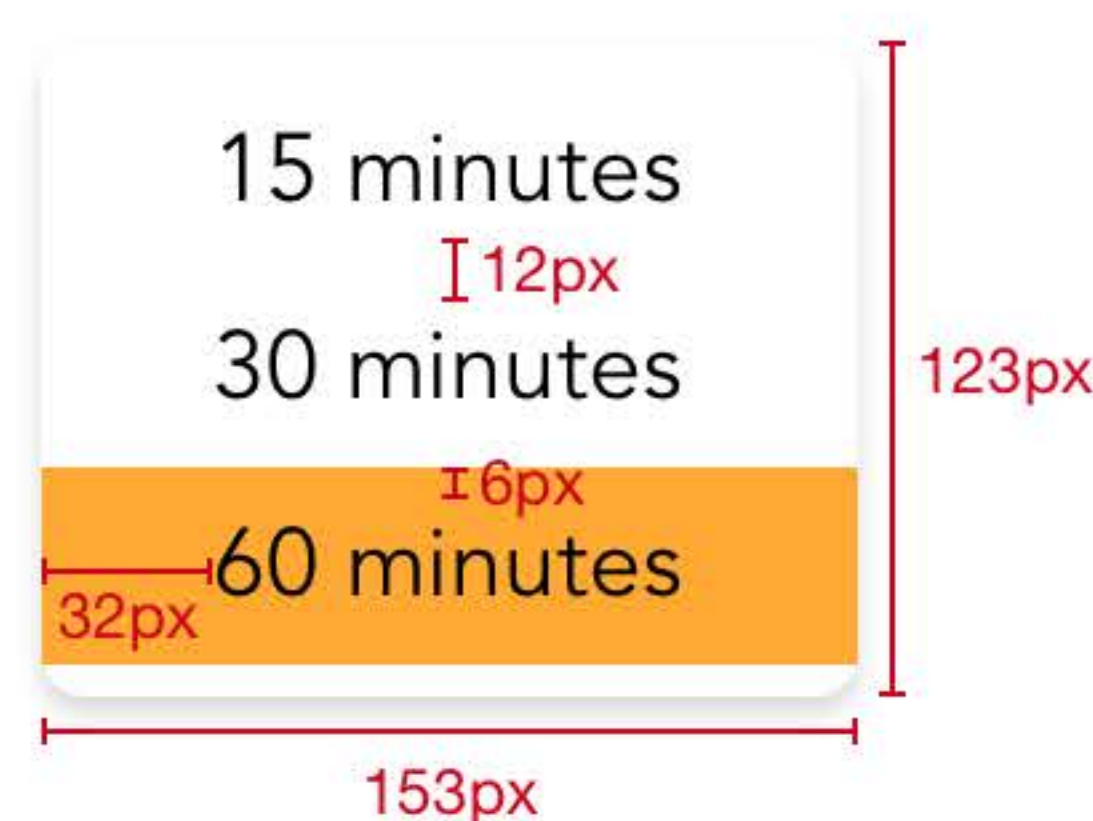


TABLE OF CONTENTS

Overview

- Introduction
- Contact information
- Design Principles

Brand Elements

- Logo

Style Elements

- Grid Layout
- Colors
- Typography
- Iconography
- Photography
- Illustrations

UI Components

- Buttons
- Navigation
- Form Fields
- Cards
- Dropdowns
- Calendar
- Grids
- Progress Bar
- Availability Bar
- Tabs

Resources

UI Components

Calendar

The calendar should have plenty of negative space between text so that it does not overwhelm the users. The calendar should be center-aligned within the card. Selected active dates should be in the color orange #FF9400.

The days of the week should be Avenir Heavy 26px.
Numbers are Avenir Book 20px.

For the selected dates, the font is Avenir Heavy 20px in color white #FFFFFF

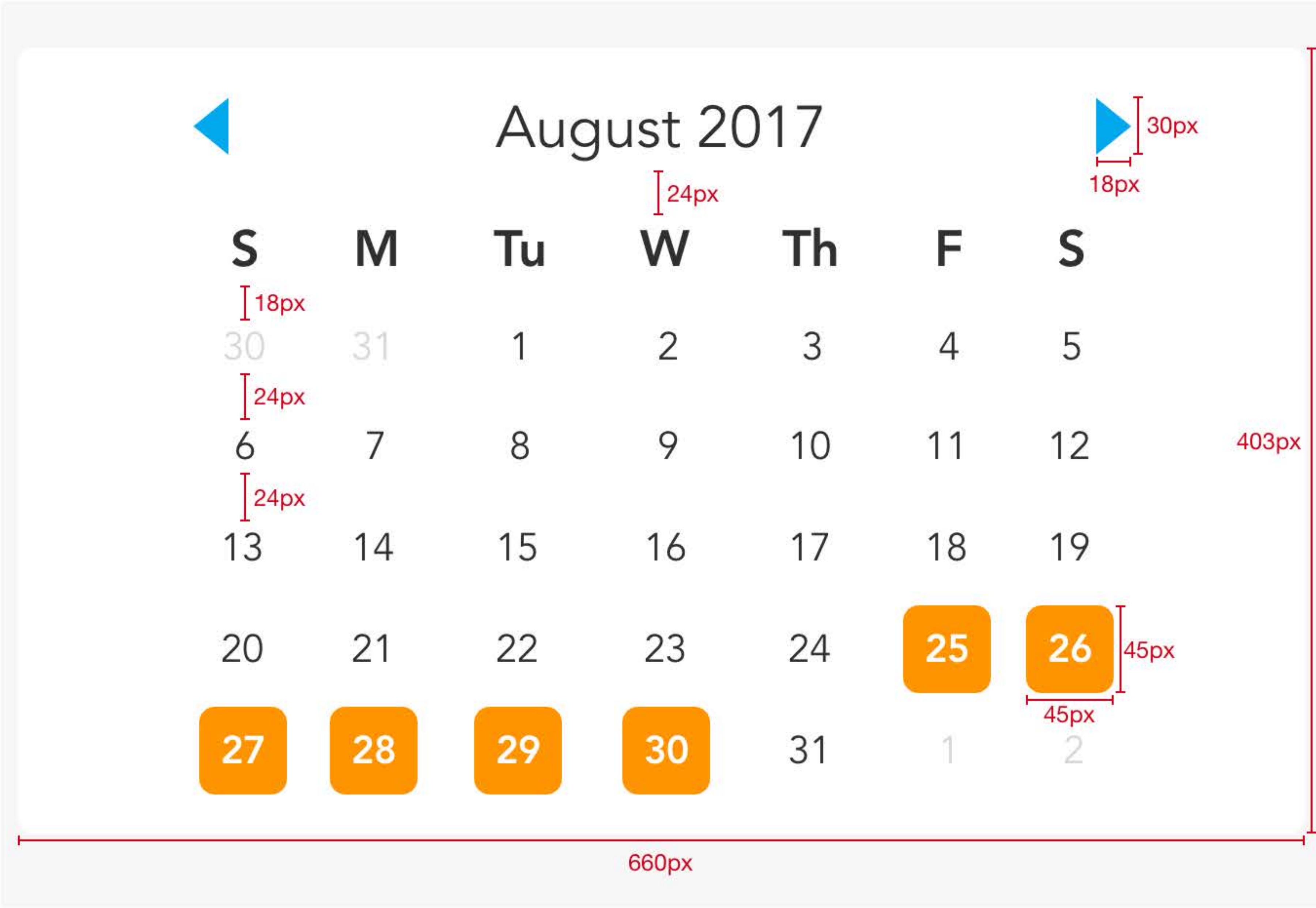


TABLE OF CONTENTS

Overview

Introduction

Contact information

Design Principles

Brand Elements

Logo

Style Elements

Grid Layout

Colors

Typography

Iconography

Photography

Illustrations

UI Components

Buttons

Navigation

Form Fields

Cards

Dropdowns

Calendar

Grids

Progress Bar

Availability Bar

Tabs

Resources

UI Components

Grids

The size of the grid will vary depending on how many days are selected. However, each box is 85px by 40px with a radius of 3px.



	F 8/25	Sa 8/26	Su 8/27	M 8/28	Tu 8/30	W 8/31
9:00am						
10:00am						
11:00am						
12:00pm						
1:00pm						
2:00pm						
3:00pm						
4:00pm						

TABLE OF CONTENTS

Overview

Introduction

Contact information

Design Principles

Brand Elements

Logo

Style Elements

Grid Layout

Colors

Typography

Iconography

Photography

Illustrations

UI Components

Buttons

Navigation

Form Fields

Cards

Dropdowns

Calendar

Grids

[Progress Bar](#)

[Availability Bar](#)

Tabs

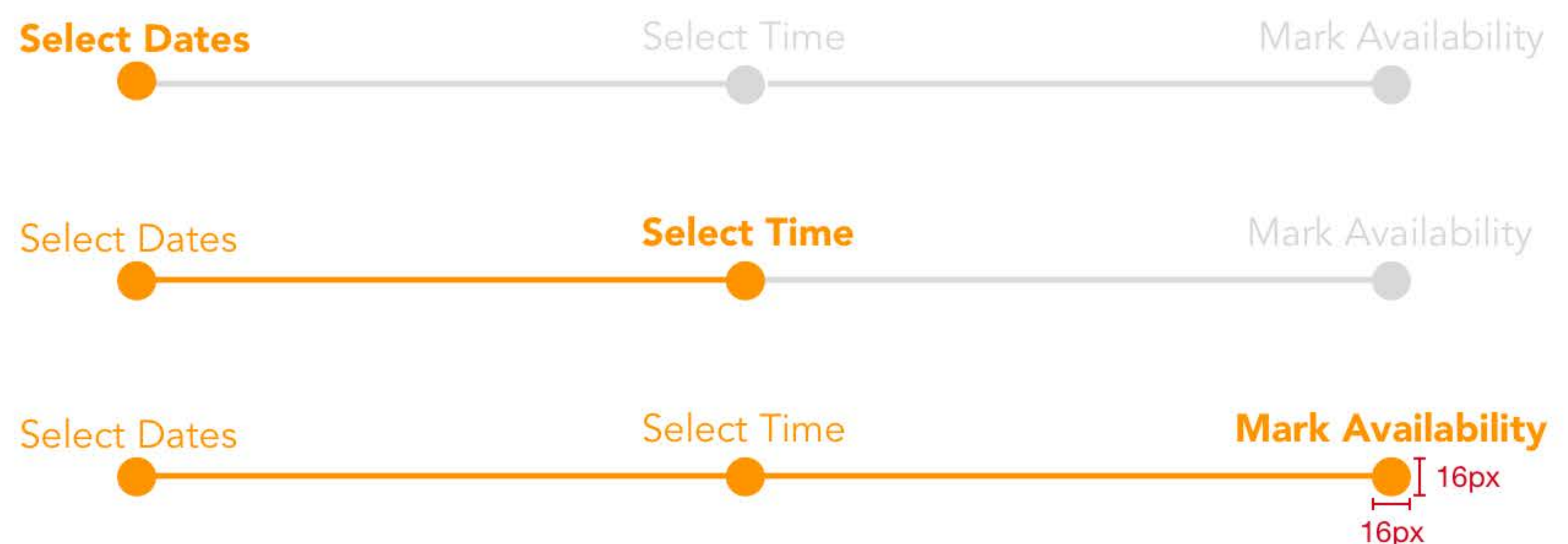
Resources

UI Components

Progress Bar

The progress bar is an important element because it shows the user where they are on a page and how many steps it takes to create a new meeting. After the user clicks on create a new meeting, this progress bar is shown at the top of the page and centered.

Pages that needs to be complete are in Avenir Book in size 16px in the color light gray #D8D8D8. When the page is active use Avenir Black 16px in the color orange #FF9400. The completed pages should be in the color orange #FF9400 with the font Avenir Book in size 16px.



Availability Bar

The availability bar should give the user's positive reinforcement when selected more available time slots. This will make the users want to fill out more time slots. A fun and rewarding microinteraction should be used in this section.

The radius on all corners is 8px. Filling of the availability is a gradient of #FF9400 (one is 60% opacity and the other is full opacity).

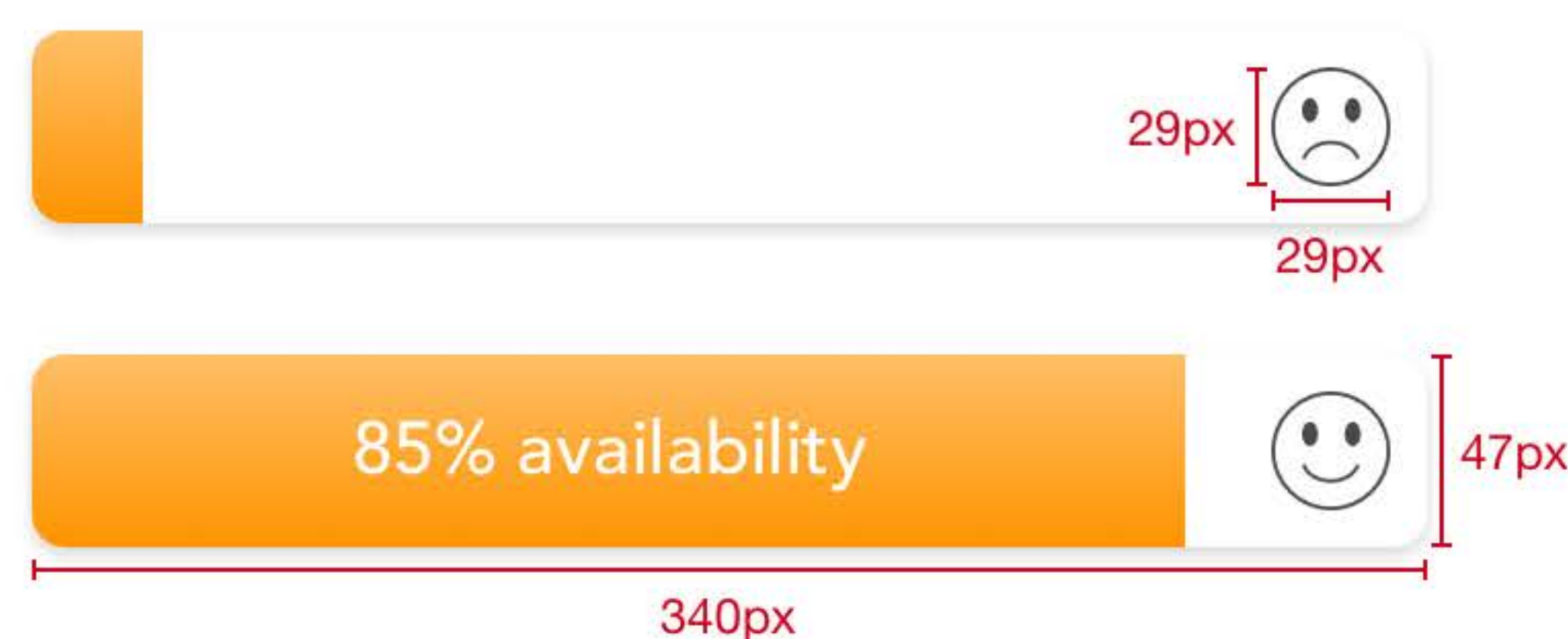


TABLE OF CONTENTS

Overview

- Introduction
- Contact information
- Design Principles

Brand Elements

- Logo

Style Elements

- Grid Layout
- Colors
- Typography
- Iconography
- Photography
- Illustrations

UI Components

- Buttons
- Navigation
- Form Fields
- Cards
- Dropdowns
- Calendar
- Grids
- Progress Bar
- Availability Bar

Tabs

Resources

UI Components

Tabs

The tabs are used when sorting information. The sizing can vary from page to page but the style should be consistent in Omnipointment and Charter.

Dropshadows are used in color: D8D8D8

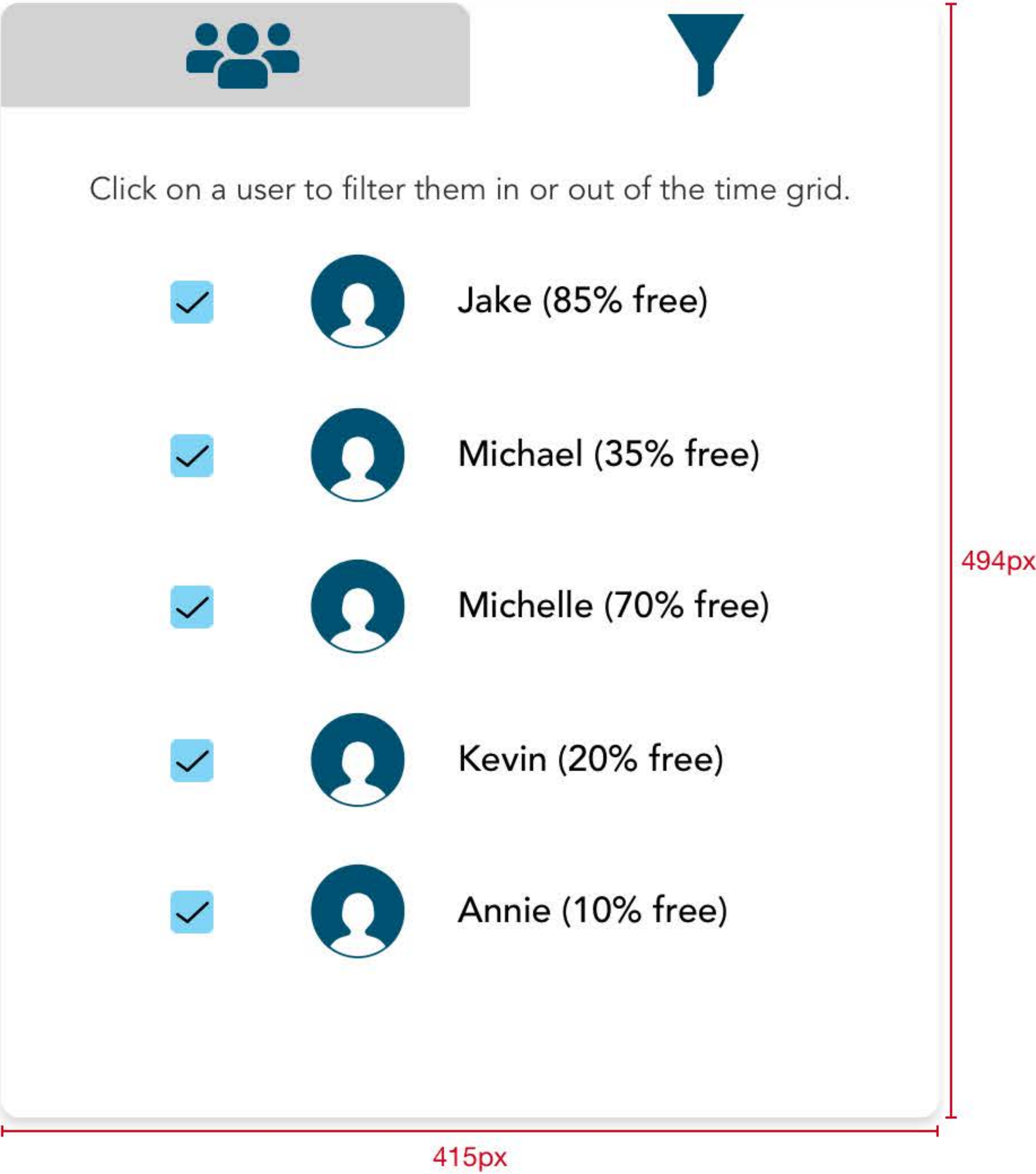


TABLE OF CONTENTS

Overview

- Introduction
- Contact information
- Design Principles

Brand Elements

- Logo

Style Elements

- Grid Layout
- Colors
- Typography
- Iconography
- Photography
- Illustrations

UI Components

- Buttons
- Navigation
- Form Fields
- Cards
- Dropdowns
- Calendar
- Grids
- Progress Bar
- Availability Bar
- Tabs

Resources

RESOURCES

Iconography

<https://thenounproject.com/>

Illustrations

https://www.google.com/search?rlz=1C5CHFA_enUS691US694&biw=1590&bih=820&tbm=isch&sa=1&q=team+collaboration+illustration&oq=team+collaboration+illustration&gs_l=psy-ab.3...18301.21115.0.21256.14.13.0.0.0.0.153.1098.2j8.10.0....0...1.1.64.psy-ab..5.1.108...0i67k1j0i7i30k1j0i5i30k1.4X578LFX2jk