



The Hunter-Holmes AR Experience

VISUAL DESIGN

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LOGO

JPG

Image has white background.
Use high-res CMYK image for print.

Use low-res RGB image for digital.



PNG

Image has transparent background.
Use high-res CMYK image for print.

Use low-res RGB image for digital.



LOGO

EPS

Use when you need a vector.



App Face



BRAND COLORS



Peaceful Purple

Primary #544fa1

Uses: logo, Lens carousel menu background, headers, title background, app map location markers



Historic Grey

Secondary #646668

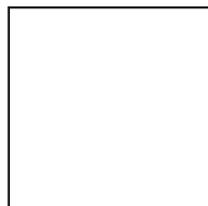
Uses: logo accents, app menu buttons, subheaders, video content, app navigation bars, media button



Arch Black

Tertiary #000000

Uses: body copy, video content



Chapel White

Tertiary #ffffff

Uses: app background, app menu text, app scrolling icons, title text, video content, button text

TYPE

News Cycle

Titles

Bold All Uppercase, 56 pts (print)

Heading

Bold Uppercase + Lowercase, 22 pts (print)

Avenir

Subheading + Buttons

Black Uppercase + Lowercase, 13 pts (print), 15 pts (digital)

Body

Book Uppercase + Lowercase, 13 pts (print), 20 pts (digital)

ICONS



Microphone

This icon will appear in the carousel menu of archives in the lens page. It means the video it leads to will feature interviews. A description of who will be interviewed will appear below the icon in the scrolling menu.



Crowd

This icon will appear in the carousel menu of archives in the lens page. It means the video it leads to will feature a crowd of people and students. A description of what the crowd is running toward or trying to view will appear below the icon in the scrolling menu.



Book

This icon will appear in the carousel menu of archives in the lens page. It means the video it leads to will feature subject matter that relates to classes at UGA. A description of the activity will appear below the icon in the scrolling menu.



Back Button

This icon will appear on the top left corner of each page, so users will can easily return to the homepage.



Check Mark

This icon will appear on the map once users complete going through all the experiences at a location.

DISCUSSION

Fonts

The fonts we chose are clean, serious and modern sans serifs to match the tone of our historic app. They are readable whether they are large or small. News Cycle Bold will be used for the main title and heading font to stand out. The subheading and body are Avenir. The subheading is Avenir Black to create a hierarchy over the body copy, which is Avenir Book.

Colors

Our app is historic and covers topics of respect and a lack of it in the past. Purple is known as a humanistic, formal, intellectual and introspective color. This color fits our app perfectly because our goal is to spread awareness of UGA's history in the community and bring the idea of mutual respect for everyone to the forefront of users' minds. The grey, black and white colors all feel serious and historic, as they resemble the films of the time period. Together, the brand colors evoke a sense of nostalgia, a focus on historical figures and allude to the innovative technology involved in the app.

Logo

The app focuses on Hunter, Holmes and their role at UGA. To portray this visually, the logo incorporates the UGA arch, which is an iconic feature of the university. The arch is also made into 2 H's because Hunter and Holmes are an integral part of UGA's history. The line work is clean and realistic. This logo will give people an idea of what they will learn about while using the app.