



# The DPA Helper

District Project Achievement

Design System 2  
Lauren Pike



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# LOGOS



Logos are to be used properly by being placed on accessible colors and not being covered or overlapped with other text, images, or components. Logos should not be distorted in any way.

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## LOGO MISUSE



Do not alter the shape or stretch any logos.



Do not cut off any part of a logo.



The DPA Helper  
District Project Achievement

Do not place any text or imagery over the logo.

# TYPOGRAPHY

## General Guidelines

All typography must follow University of Georgia branding guidelines. These guidelines can be found at <https://brand.uga.edu>. They are also explained below. The DPA Helper does not use Merriweather Sans from the UGA Branding Guide.

## OSWALD

Oswald is our primary sans-serif family and works best for headlines (h1). Oswald is acceptable in all styles (bold, italicized, etc.), but is used in all uppercase letters.

## Merriweather

Merriweather is our serif font family and works best for subheadings (h2 and beyond). Merriweather is acceptable in all styles.

## Georgia

Georgia, our secondary serif, is our font for body copy, documents, and dense text blocks. Georgia is acceptable in all styles.

## Formatting

Leading should be set tight but not too tight. With these typefaces, text generally looks best with leading set slightly looser than the default. Outside of headlines, text should always be tracked slightly tighter than the default setting, and optical kerning should be used when it is available. In general text, links are also underlined for clarity.

# TYPOGRAPHY

## Title & Heading Size Guidelines

All sizing and typography guidelines should follow UGA branding guidelines. However, general guidelines to the font sizes and specifications for The DPA Helper are listed below.

### Headlines/Page Titles

Headlines and titles should be created in size 35 px Oswald font. Headlines and page titles should be used as a Header 1.

### Heading 2

Heading 2 should be created in size 30 px Merriweather font.

### Heading 3

Heading 3 should be created in size 25 px Merriweather font.

### Heading 4

Heading 4 should be created in size 20 px Merriweather font.

### Heading 5

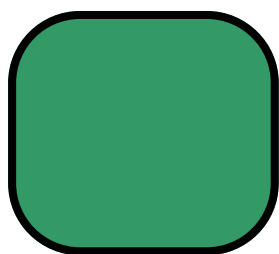
Heading 5 should be created in size 15 px Merriweather font.

# COLOR PALETTE

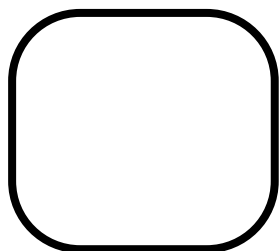
## General Information

The below colors serve as the National 4-H branding guide colors. These must be used in all 4-H related materials and projects. However, UGA branding guide colors may also be used in logos for proper usage.

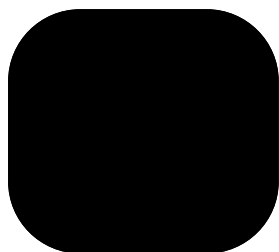
## Primary Colors



**#339966**  
**C100 M0 Y90 K0**  
**R51 G153 B102**



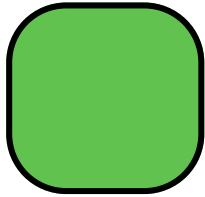
**#ffffff**  
**C0 M0 Y0 K0**  
**R255 G255 B255**



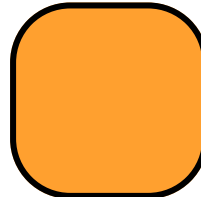
**#000000**  
**C0 M0 Y0 K100**  
**R0 G0 B0**

# COLOR PALETTE

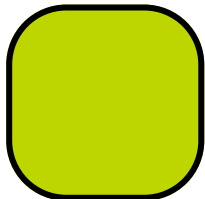
## Secondary Colors



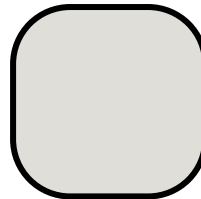
**#61C250**  
**C62 M0 Y78 K0**  
**R97 G194 B80**



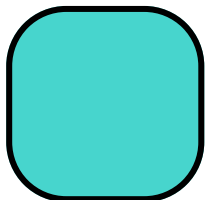
**#FFA02F**  
**C0 M45 Y95 K0**  
**R255 G160 B47**



**#BED600**  
**C28 M0 Y92 K0**  
**R190 G214 B0**

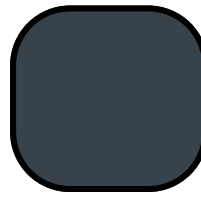


**#E0DED8**  
**C2 M3 Y4 K5**  
**R224 G222 B216**

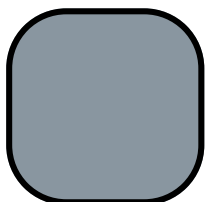


**#47D5CD**  
**C54 M0 Y24 K0**  
**R71 G213 B205**

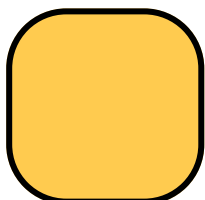
Body



**#37424A**  
**C67 M45 Y27 K70**  
**R55 G66 B74**



**#8996A0**  
**C33 M14 Y11 K31**  
**R137 G150 B160**

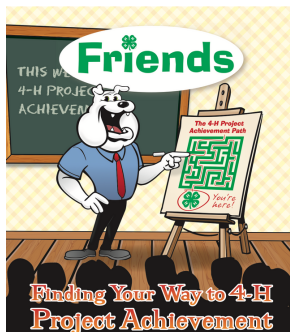


**#FFCB4F**  
**C0 M17 Y68 K0**  
**R255 G203 B79**

# IMAGERY

## Imagery Guidelines

Images depicting 4-H youth and events will be used as page headers and button images for corresponding activities, social media, and marketing. Images should be positive and exciting. Additionally, images/PDFs of supplemental materials/Friends Books may be used for informational purposes.





# EDITORIAL STYLE

## Mission

Helping 4-H families to create well formatted, engaging, and successful materials for District Project Achievement.

## Voice

The voice of The DPA Helper is professional, engaging, youth friendly, educational, community minded, and family friendly.

## Tagline

The District Project Achievement Helper—there when you need it.

## Abbreviations

Georgia 4-H uses many abbreviations in the organization. To internal members, alumni, and volunteers, these abbreviations make things quicker and easier to understand. Because this project is targeted at internal members (youth who are already in 4-H) the following abbreviations are used.

DPA - District Project Achievement

Jr. 4-H'er - Junior 4-H Member (7-12 grade)

Sr. 4-H'er - Senior 4-H Member (9-12 grade)

Cloverleaf 4-H'er - Cloverleaf 4-H Member (4-6 grade)

# COMPONENT LIBRARY

## Navigation Image



Outline Guidelines



Friends Book



Example Projects

## Description

The Navigation Image is a component created to be reused on multiple pages of The DPA Helper to help users easily navigate to the different features on the site with visual images.

## Attributes

The image in the component should always be circular, with bold and underlined Georgia font directly below stating what the component is linked to. This is typically used in threes, but the amount of components can vary.

## State

The image should be 250px in width and height. Font can be any color, but preferred is black. Font must be size 16px below the image and links should be underlined.

## Uses

Component should look exactly like the image to the right. Nothing should be placed over the component and it should only be used for major functions of the site.

# COMPONENT LIBRARY

## In Page Button



### Description

The In Page Button is a component created to be reused on multiple pages of The DPA Helper to help users easily submit information and navigate from input to output pages.

### Attributes

The shape of the button should always be a rounded corner rectangle. The background color and text color should be primary colors from the color palette. Buttons can vary in size and specific color based on need. Text should always be Georgia font.

### State

The default should be 125px in width and 24px in height. Font should be white, Georgia, size 16 px.

### Uses

Component should look similar to the image above. Nothing should be placed over the component and it should only be used for major functions of the site (submitting forms, links, etc.)

# COMPONENT LIBRARY

## Input Form

First Name

Last Name

Grade

School Name

County Name

## Description

The Input Form is a component created to be reused on multiple pages of The DPA Helper to help users easily submit information.

## Attributes

Forms may vary in the number, size, and type of input fields. Text can vary in color, but must be Georgia, size 16 px to describe the input fields.

## State

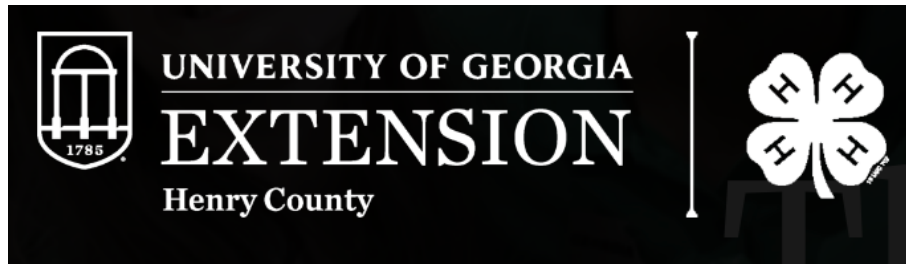
The default form should have black, Georgia, size 16 px text with white input fields with a 1 px grey/black outline.

## Uses

Component should look similar to the image above. Nothing should be placed over the component and it should only be used for users to input information.

# COMPONENT LIBRARY

## Home Button



### Description

The Home Button is a component created to be reused on multiple pages of The DPA Helper to help users easily navigate back to the home page.

### Attributes

The shape of the component should always be a rectangle. The Henry County 4-H button is the only text/image to be used for the home button. It should appear clearly on top of each screen used, however the version of the logo may vary for color accessibility .

### State

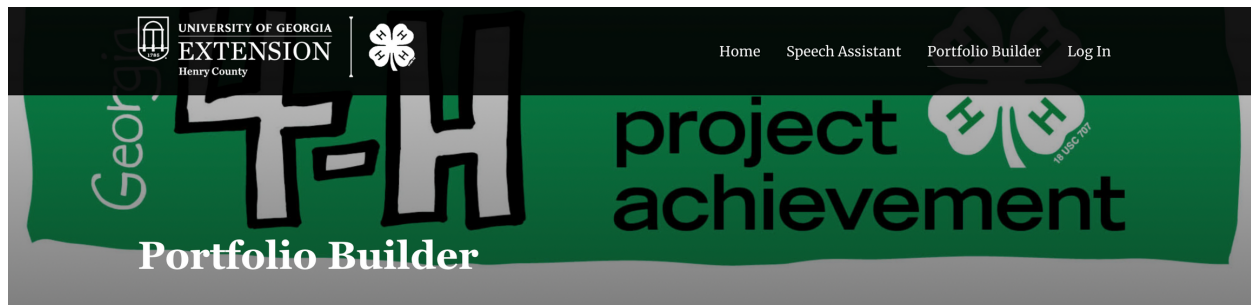
The component should be 70px in height on a standard computer screen. The logo should be easily readable and follow color accessibility. Ideal state for the button is the white logo on a black background.

### Uses

Component should look similar to the image tabove. Nothing should be placed over the component. Component should only be used as a home button on the site.

# COMPONENT LIBRARY

## Introductory Banner



### Description

The Introductory Banner is a component consisting of an image and page title created to be reused at the top of multiple pages of The DPA Helper to create unity throughout the site. The banner image was created by Georgia 4-H for District Project Achievement related materials.

### Attributes

The banner should be located at the top of each page. The navigation bar may block portions of the banner image if needed. Title font color may change to meet color accessibility needs.

### State

The banner should stretch across the entire top of the pagewith no borders. The title of the page should be listed in Oswald, size 36px font.

### Uses

Component should look similar to the image above and be located at the top of each page. This helps to remind users of the overall purpose of the website.

# TOOL STACK

## Design Software



## Prototyping Software



## Development Software



## TABLESOME

# PATTERN LIBRARY

## Title Bar & Navigation



The title bar and navigation button setup will remain constant throughout the website to create consistency and ease of use for the user. Multiple UI elements will be used for navigation. Title Bar will be located at the top of each page.

## Footer



The footer setup will remain constant throughout the website to create consistency and ease of use for the user. The footer contains basic information about copyright and a way to contact the Henry County 4-H office if needed.