

Georgia on your Mind

JRMC 7013 | DESIGN SYSTEM



From the New Media Institute at The University of Georgia comes the Georgia On Your Mind podcast, a series that explores the relationship between the state of Georgia and the university that lives within the heart of it.

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Visual Style

Typography

HEADINGS

Cream Cake

60 pt font

Example

LOGO

Cream Cake



SUBHEADINGS

Times San Serif (all caps)

15 pt font

*If the subheading is a name, the Cream Cake font should be used instead and should not be in all caps.

EXAMPLE

Example

BODY TEXT

Times San Serif

14 pt font

Example

BUTTONS AND LINKS

Times San Serif (all caps)

15 pt font

EXAMPLE

Logos

FULL COLOR

The primary logos are full-color with both vertical and horizontal options. The icon is a peach with that incorporates two of our primary colors and the wordmark reads "Georgia On Your Mind" with emphasis on Georgia and Mind.



ICONS

The icons are peaches (to symbolize the state of Georgia) wearing headphones to imply the act of listening to a podcast. The icon on the left incorporates two of our primary colors, orange and green.



WORDMARKS

The logo can be used with our without the icon, as shown here. The wordmark is always solid black but can be shown in a vertical or horizontal format.



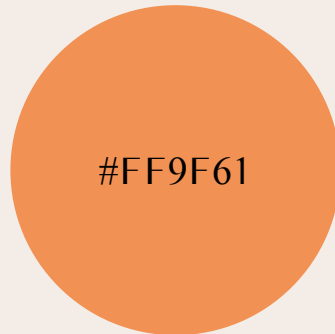
ONE COLOR

All logos, icons, and wordmarks have a black and white option to use when color is not permitted.



Color Palette

PRIMARY



FEELIN' PEACHY
Logo and header text



HEADPHONES
Body text

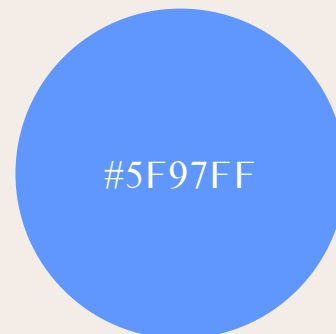
SECONDARY



OKEFENOKEE
Decorative
accent elements



GEORGIA COAST
Large background
elements



SPARK BLUE
Links and buttons

Other Imagery

PHOTOGRAPHY

High-quality, saturated photos that reflect Georgia and/or UGA (landscapes and scenery of Georgia, well-known landmarks of UGA, birds eye view of cities) or depict the behind-the-scenes process of interviews(set-up, candid interaction)

Examples: Reflection of Georgia / UGA

Top Left: Birds eye view of Atlanta, GA

Top Right: Birds eye view of Athens, GA

Middle Left: Landscape of Georgia Mountains

Middle Right: Forsyth Park Fountain in Savannah, GA

Bottom Left: Sanford Stadium at UGA

Bottom Right: The Arch at UGA





Examples: Interview BTS

Top Left: Equipment set-up (before interview)

Top Right: Guest and interviewer interacting together

Bottom Left: Focus on the interviewer only

Bottom Right: Focus on guest only



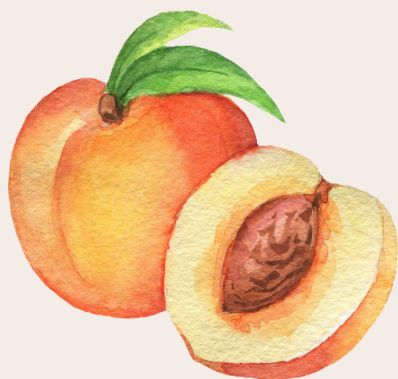
ARTWORK AND ILLUSTRATIONS

Symbols that represent Georgia and/or UGA that are simple, clean, and fairly realistic regardless of whether it is hand-drawn or not. They should be within our chosen color palette or UGA brand colors.

Examples: Representation of Georgia

Left: Illustration of peach

Right: Illustration of Atlanta skyline



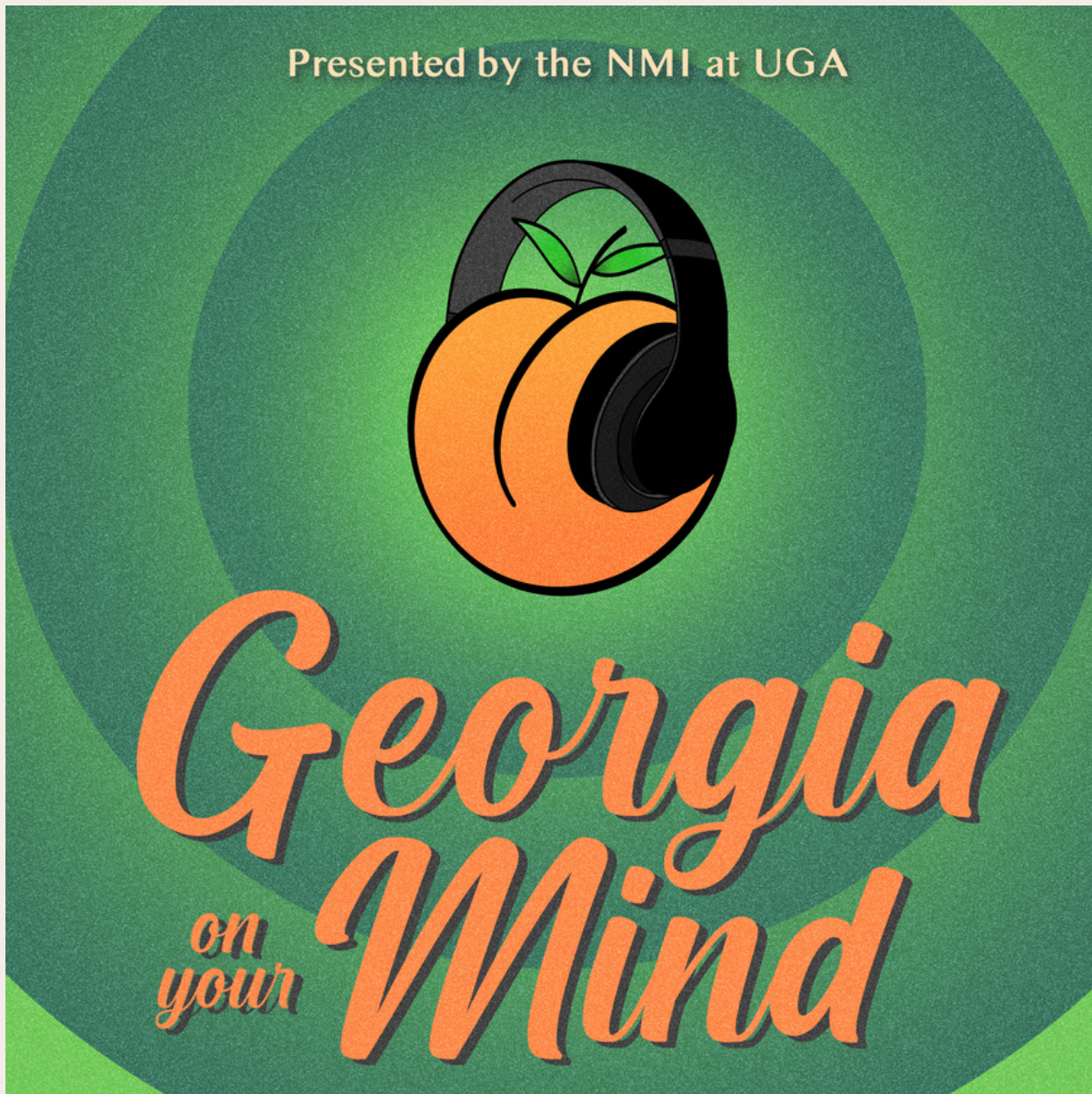
Examples: Representation of UGA

Left: Primary UGA logo

Right: Secondary UGA logo



Cover Art



The cover art for the podcast features our Color Logo front and center with the 2-line wordmark below. Using the "Okefenokee" green as our background and the "Feelin' Peachy" orange for our title, we stay within our brand's color palette. The sound waves emerging from the Logo represents the audio from each episode. The waves uses the "Georgia Coast" dark blue as part of its gradient. Finally, a layer of noise is applied to the cover to convey a traditional radio feel to the overall image.

Examples and Non Examples

AVOID



Changing the colors of the Color Logo



Applying a BW effect to the Color Logo or tinting the BW Logo



Warping or manipulating the Logo or Wordmarks



Putting the Logo or Wordmarks on complex backgrounds or images

DO



Use the orange peach Color Logo or the one-color BW Logo



Use the provided one-color BW Logo



Use the provided Wordmarks



Use solid brand colors or simple gradients as backgrounds

Editorial Style

Mission

We want to defend UGA as a major contributor to the state of Georgia in order to identify areas that the state excels in, increase awareness of the effect that UGA has on them, build relationships with key players from both sides, and bring a fresh perspective to an educational topic.

Voice

CLEAR - We want to combine our interviews in a way that tells a very clear story about how UGA is a major contributor to the area of success we are referring to.

CONCISE - Based on our user research, members of our target audience prefer podcast episodes to be around 30 minutes. To fit within this time frame, we need to be concise with what we say.

ENTHUSIASTIC - Since the purpose of our topic is to educate people, we could easily bore the audience if not done carefully. We plan to employ an enthusiastic tone throughout the episode to keep listeners engaged.

Tagline

Georgia On Your Mind: Paving the Peach State

Audio Identity

"Live in the Moment" by WEARETHEGOOD ft. Scootie Wop

[intro music] From the New Media Institute at The University of Georgia, hello and welcome to the Georgia On Your Mind podcast, a series that explores the relationship between the state of Georgia and the university that lives within the heart of it. [outro music]

UI Components

Buttons



Buttons on the website should have the background color "Spark Blue" with white subheading text overlaying it. The button should have a black drop shadow appear when a cursor hovers over it.

Audio Players



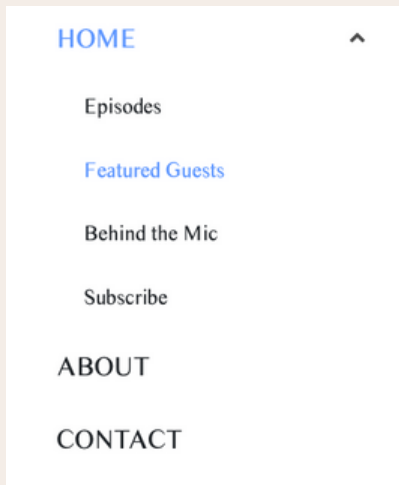
Audio players should have the background color "Headphones" with white elements overlaying it. The progress bar should have a gray background with a white overlay showing the length into the audio file of what is being currently played. It should only be used to play episode audio, and should only be found within each episode UI grouping or featured at the heading of the website.

Featured Guests



Each featured guest should have their own profile photo with square dimensions. The photo should have an overlay in the color "Feelin' Peachy" with 80% transparency appear when a cursor hovers over it. Within that overlay, their name should appear as subheading text, followed by their title and company in body text.

Menus



Menus should follow the structure of our website. Individual pages have their own position within the menu, and sections for each page should be included in dropdown menus below each individual menu item. The main menu items should follow subheading text guidelines while sub-items should follow body text guidelines. The current page on the website should be shown in the color "Spark Blue" to indicate the user's current position within the site, and any other menu item should turn "Spark Blue" when a cursor hovers over it.

Team Members



Erin Riney
PROJECT MANAGER |
HOST | PRODUCER

Erin is an Emerging Media Masters Student who studied Advertising during undergrad at UGA.

As part of the Spark Team, Erin is responsible for planning and organizing the resources needed for the Georgia On Your Mind podcast, as well as hosting and producing the final episodes. When she is not podcasting, Erin enjoys working towards her reading challenge on Goodreads, trying a recipe she found on TikTok, or watching reality TV.

[in](#) [@](#)

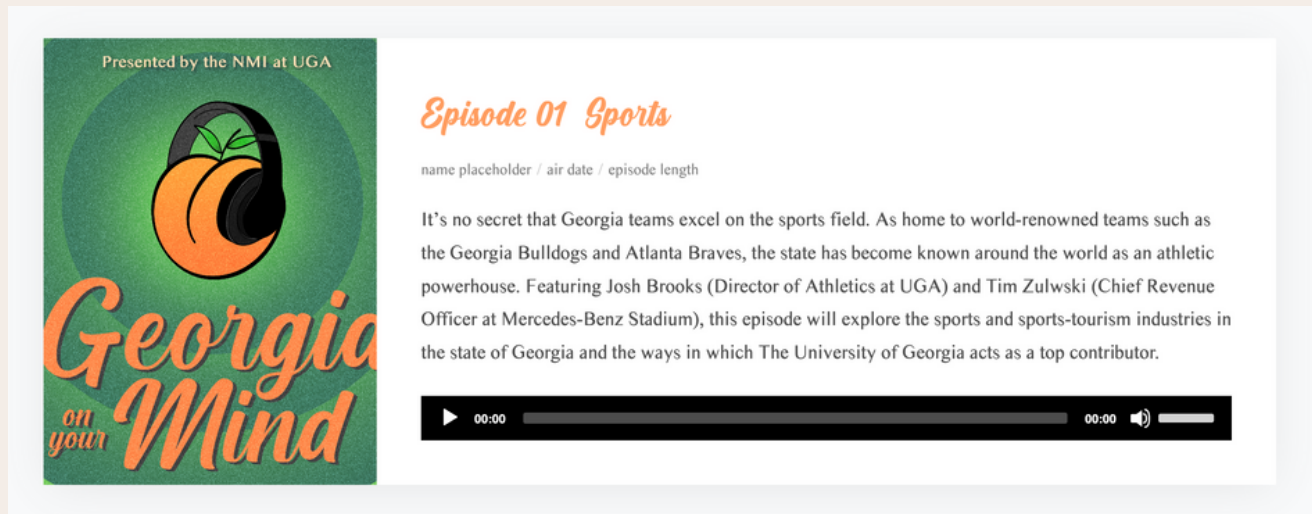
Team member components should include a circular profile photo, followed by their name and their title(s) as subheadings, then their bio in body text.

Profile photos should include a clear image of the team member's face and upper torso wearing professional attire with a blurred or solid background.

Each team member's bio should include a description of their previous studies at UGA, their current role on the team, and what they enjoy doing in their free time. This bio should be followed by three icons in "Spark Blue" that link to three different things: their portfolio website, their LinkedIn, and their Instagram.

Pattern Library

Episode Grouping



Each episode grouping should include an image on the left-hand side (the image in the picture above is a placeholder) that represents the theme of the episode.

To the right, there should be a heading following the format: "Episode [Number in Double Digits]: [Episode Topic]". The heading should be in the color "Feelin' Peachy" except when hovered over, when it should be in the color "Spark Blue" to indicate that it is a link to the episodes' individual page on the website.

Below this, there should be a subheading in the following format: "[Names of Guests] / [Air Date] / [Episode Length]", and below that a description of the episode in body text and an audio player component.

The audio component should only ever play the episode in its entirety.

There should be a drop shadow on the entire grouping within the website.

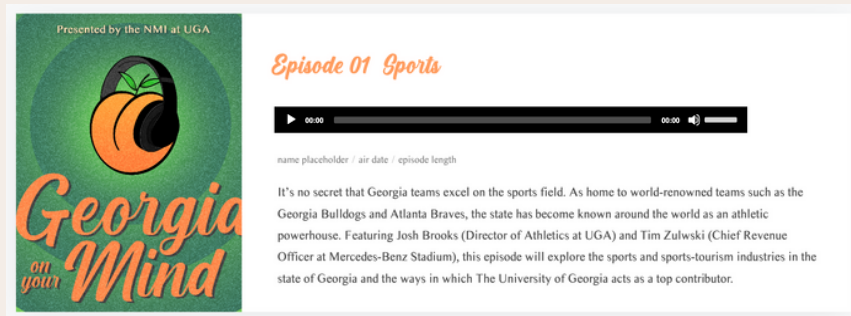
The episodes should be stacked vertically on the website's homepage, descending from the first episode to the most recent episode.



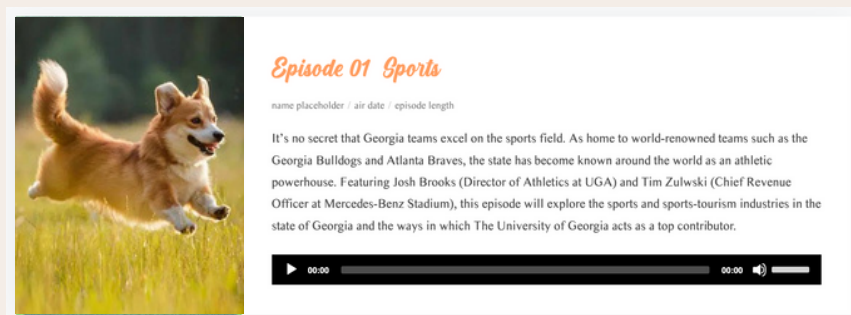
The order of this content should not be changed and it should not be rearranged into other vertical or horizontal arrangements. The only exception to this is shown to the left, which is the correct formatting for mobile use.

The colors of each component should not be changed, and the image used should not be irrelevant or misleading.

AVOID



Reordering content



Using irrelevant images

Team Members Grouping



Erin Riney

PROJECT MANAGER |
HOST | PRODUCER

Erin is an Emerging Media Masters Student who studied Advertising during undergrad at UGA.

As part of the Spark Team, Erin is responsible for planning and organizing the resources needed for the Georgia On Your Mind podcast, as well as hosting and producing the final episodes. When she is not podcasting, Erin enjoys working towards her reading challenge on Goodreads, trying a recipe she found on TikTok, or watching reality TV.



Bailey Pelletier

CREATIVE DIRECTOR |
INTERVIEWER | PRODUCER

Bailey is an Emerging Media Masters Student who studied Entertainment & Media Studies during undergrad at UGA.

As part of the Spark Team, Bailey is responsible for executing the creative vision of the Georgia On Your Mind podcast, as well as interviewing the guests and producing the final episodes. When he is not podcasting, Bailey enjoys filming and editing videos, watching Netflix documentaries, or playing a round of disc golf.



Berkeley Chandler

UX/UI EXPERT |
INTERVIEWER | PRODUCER

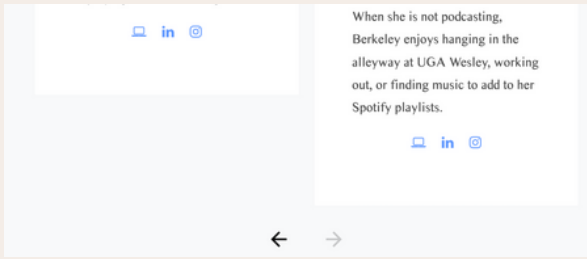
Berkeley is an Emerging Media Masters Student who studied Psychology and Business during undergrad at UGA.

As part of the Spark Team, Berkeley is responsible for ensuring that each aspect of the Georgia On Your Mind podcast is usable, enjoyable, and accessible to everyone, as well as interviewing the guests and producing the final episodes. When she is not podcasting, Berkeley enjoys hanging in the alleyway at UGA Wesley, working out, or finding music to add to her Spotify playlists.



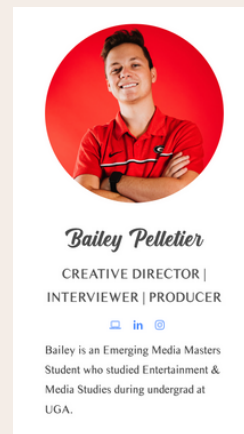
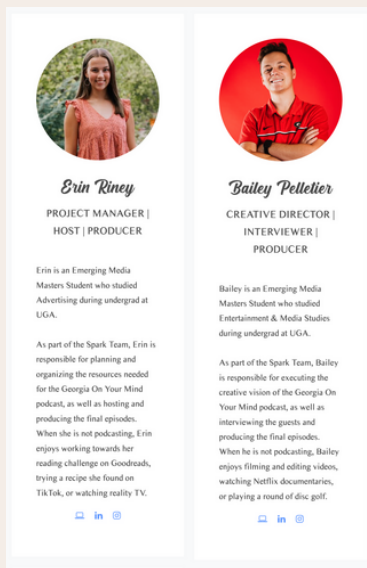
The "Team Members" section of the website should be set up as an Nx1 grid of Team Member UI components, where N is the number of total team members on the project (currently three; next year another capstone team will add theirs).

The names, job titles, and descriptions should all be aligned with each other vertically. Link icons should always be presented in the color "Spark Blue" with everything else in the color "Headphones".

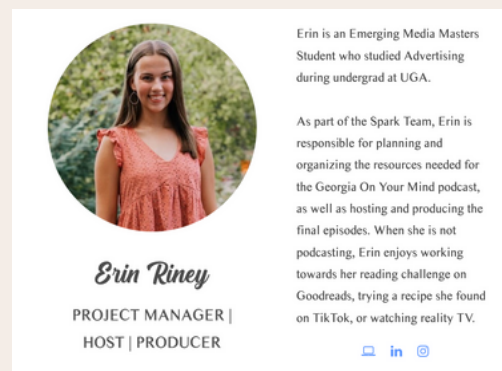
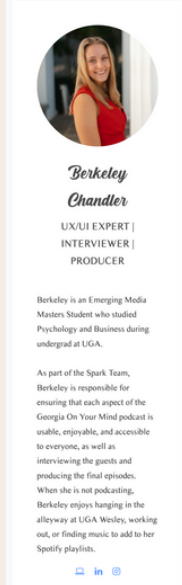


In narrow windows or on mobile, the grouping should be set up so that there is always only one row. Arrows should be placed below so that users can scroll through each team member column as a carousel.

AVOID



Reordering content vertically



Restructuring content horizontally

Creating multiple rows

Tool Stack



ADOBE AUDITION
For audio recording and editing



DESCRIPT
For automatic transcription of interviews



ADOBE CREATIVE CLOUD
For designing/editing artwork, graphics, photos, and video for website, social, and other promotional content



CANVA
For formatting PDF and presentations



HTML/CSS/JS/BOOTSTRAP
For front-end development of website



ANCHOR JAM
For hosting podcast on RSS feeds



Georgia
on your *Mind*