

# CYNO

## STYLE GUIDE

### COLOR PALETTE

<b>NETWORK</b> #6F87A6	<b>LOYALTY</b> #4D5D73	<b>INTEGRITY</b> #FFFFFF	<b>CHAMBER</b> #5D5B60	<b>TRUST</b> #F2E8E6	<b>PROSPERITY</b> #7FBC5F
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### TYPOGRAPHY

Big Caslon Medium | Header 1 | Size 22 | Kerning 1.0-3.0 | Chamber

Big Caslon Medium | Header 2 | Size 20 | Kerning 1.0-3.0 | Chamber | Semibold

Myriad Pro | Header 3 | Size 16 | Kerning 1.0-3.0 | Chamber | Semibold

Myriad Pro | Body | Size 10-14 | Kerning 1.0-3.0 | Chamber

Big Caslon | Caption | Size 10 | Kerning 1.0-3.0 | Integrity | Chamber

### LOGOS + APP ICONS

#### PRIMARY LOGO



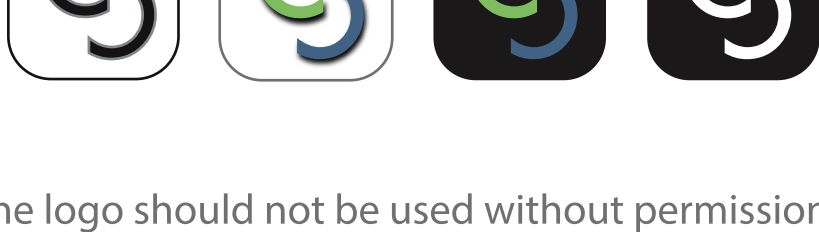
#### COUNTY SPECIFIC LOGO



#### SECONDARY LOGO

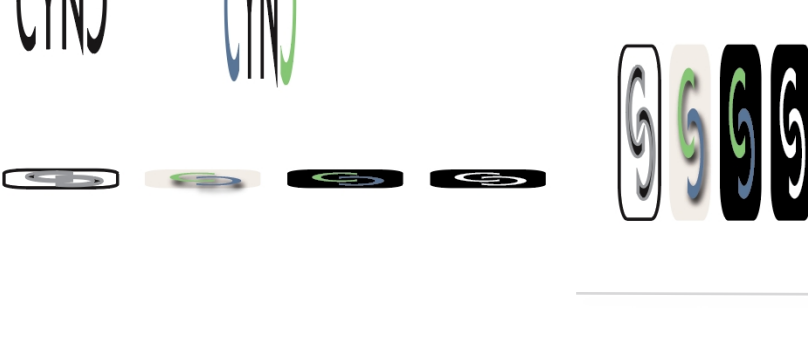


#### APP ICON



The logo should not be used without permission from Cync unless it is for editorial purposes.

#### HOW THIS LOGO SHOULD NOT BE USED



### MISSION

The Mission of Cync is to strengthen rural communities through bridging Chamber of Commerce Organizations to residents within the county by providing an iOS App that exists to share information and bring businesses, organizations, and people together.

### TAG LINE

*Strengthening Chamber Organizations through digital solutions that cync community residents with local happenings and resources.*

### BRAND VOICE

The Cync voice is innovative, community-minded, and welcoming while remaining professional.

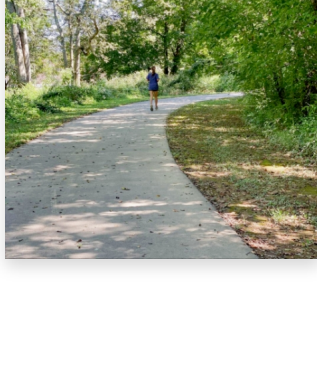
### AUDIENCE

The Cync audience is targeted at rural Chamber of Commerce Organizations and by extension has a secondary audience of county residents as end users. Cync will serve to facilitate the goals of the local Chamber by sharing information to the community on a readily accessible App platform, Ultimately serving the broader purpose of increasing community involvement and thereby stimulating economic growth and involvement at an increased cadance.

### IMAGES



Images | Locations, People & Food. Drop shadow | x\_0 | y\_3 | b\_6



**Photo Editing**  
 Exposure 1.29  
 Contrast -18  
 Highlights 3  
 Shadows +29  
 Whites +79  
 Blacks -79

### STYLE ELEMENTS

Header Box Frame  
 Drop shadow  
 x\_0 | y\_3 | b\_3  
 Opacity: 50%

Line - can be used to communicate a separation between categories.  
 x\_0 | y\_3 | b\_3  
 Opacity : 50%

Angled nav arrow - used for all nav links within app. [see image in component library]  
 x\_0 | y\_3 | b\_3

Accordion to organize Events by month - used for all nav links within app. [insert accordion style elements here ]  
 x\_0 | y\_3 | b\_3

**IMAGES FOR LISTS + MAPS**  
 Standard Editing (see above)  
 Clip Shape: circle  
 Overlay  
 [ circle().stroke(Color.white, linewidth:4)  
 Shadow (radius:7)  
 frame(height:200)



### HEADER + FOOTER BAR

### HEADER + FOOTER BAR

### HEADER + FOOTER BAR

Use any of these options to incorporate headers + footer branding.  
 Use only one color per image, post, document, or software.  
 x\_0 | y\_3 | b\_3

\*note the shadow may need to be adjusted for smaller screens. Use x\_0 | y\_1 | b\_2 as an alternate.

# DESIGN TO DEVELOPMENT TOOLSTACK

PLAN +  
COLLAB












DESIGN +  
PROTOTYPE



TECH  
STACK



# COMPONENT LIBRARY

COMPONENT NAME	Hotspot	Button	Alert	Contact Us Form	MAP	CALENDER	Rate Feature	Go Local	About
DESCRIPTION	communicates a popular location	To submit forms And other navigational Purposes as descried during Product development.	Alert the user when new events are added to the calendar	Contact form for users to connect with a chamber rep who can help.	A navigational map that will direct the user to the intended location.	A Calendar feature that will give the user the option to add the event in their calendar.	1 to 5 stars	Designed to boost community involvement as it highlights local restaurants, venues, caterers, and more!	informs the user about Gordon county by linking to the Chamber website, and also has a contact form if the user has any follow up questions or wants to get in contact with the Chamber.
ATTRIBUTES	Pops to Show the User	Color: BG- Network. Text : Big Calson Regular, white, size 22pt.	Color: BG- Network. Icon -white Icon: belle	Color: light gray #BFBEBE Size : 10pt Type: Minion Pro Regular Name, Contact, & Message field.	Map to link to Location coordinates	Links to users Phone Calendar	Allows the user to rate a location	Utensils to symbolize local restaurants	Information icon
STATE	Interactive	Grayed out if unclick-able.	Motion. Vibrate.	Placeholder text.	Interactive	Interactive	Interactive	Interactive	Interactive
IMAGE									

# PATTERN LIBRARY

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	COMPONENT	ELEMENT	FUNCTIONALITY
CAROUSEL	Image + Header + Sub-header + Text Field	Title + Subtitle + Description.	The carousel pattern for Cynic acts as a category container to find desired information. Pulled info from list, support for image, some may contain the map feature. Navigation to more details.
FORM	Multiple Text fields	Name + Contact + Message.	User input. Make direct contact to inquire about various aspects of the events and happenings in the app.
LISTS	Text + Image + Nav link	Name + Image	List of items pulled from a db + Navigation to more info.
MAP	Map + Text Fields + Image	Image + Title + Description.	Interactive map feature linking the user to the intended location.