

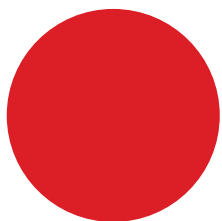
RONALD McDONALD HOUSE CHARITIES OF ANN ARBOR MOBILE APPLICATION

ARTBOARD:

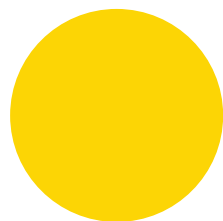
iPhone 6 Plus
1242px x 2208 px

COLOR SCHEME:

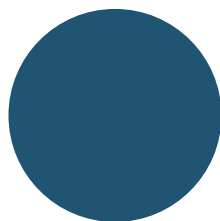
Triad color scheme



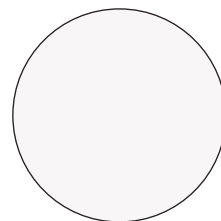
R: 219
G: 16
B: 32



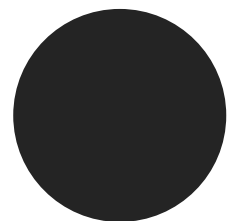
R: 255
G: 215
B: 0



R: 32
G: 86
B: 114



R: 249
G: 245
B: 245



R: 38
G: 38
B: 38

TYPOGRAPHY:

PLANTAGENET CHEROKEE REGULAR

HEADER 1 (135 PT)

Header 2 (80 pt)

Header 3 (52 pt)

Body 1 (63 pt)

Captions (45 pt)

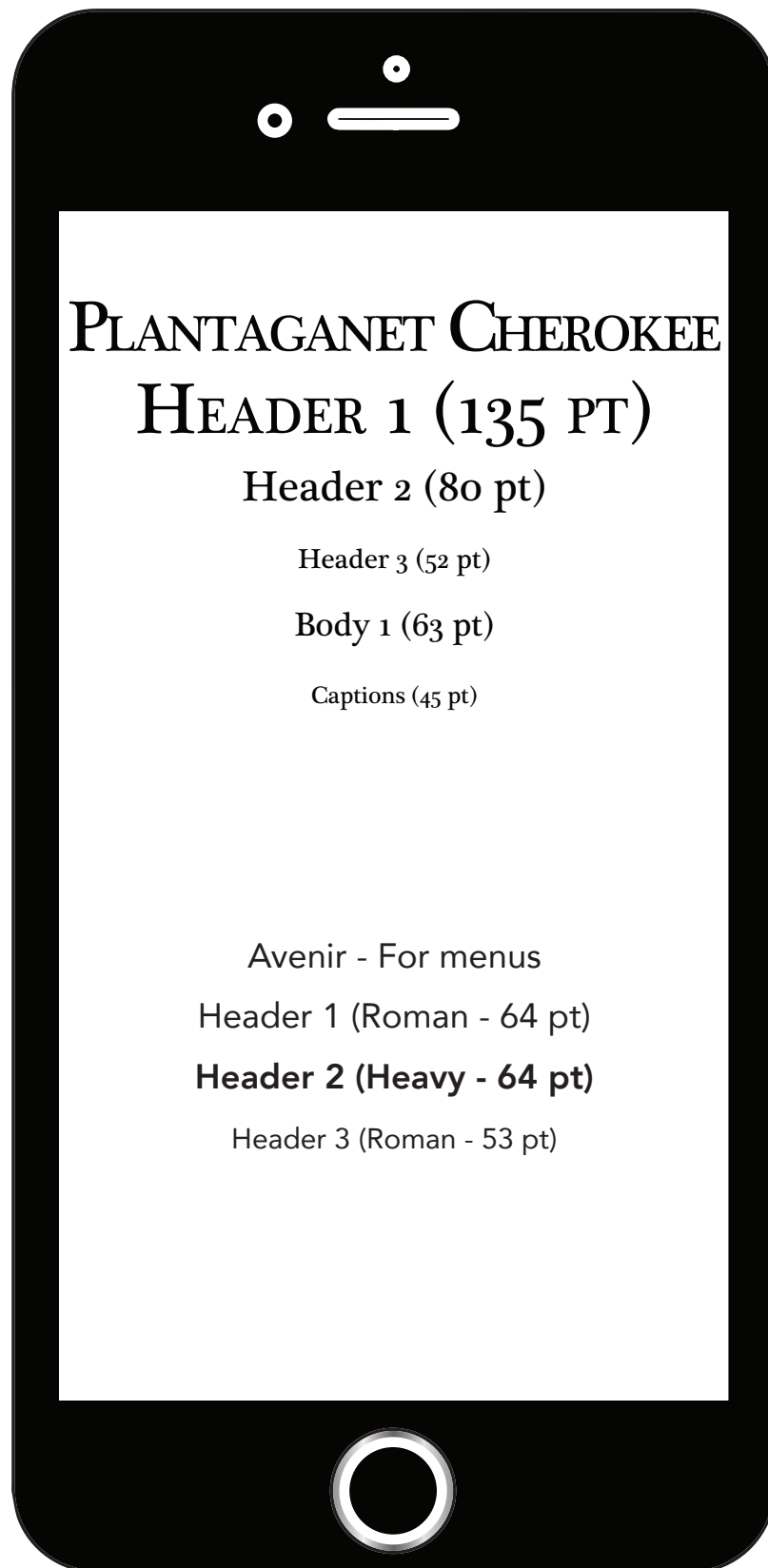
Avenir

Header 1 (Roman - 64 pt)

Header 2 (Heavy - 64 pt)

Header 3 (Roman - 53 pt)

TYPOGRAPHY (CONT.):



*Not actual size

ELEMENTS:

- Banner that lives at the top of the screen at all times. Contains menu button and logo.
- Slide-out app navigation menu
- Drop-down description boxes
- Semi-transparent donation button lives in the bottom right of the screen at all times while navigating app menus.
- Input text boxes where the user can type in their messages to donors, or review their stay.
- Links out to the RMH Ann Arbor website (in the family stories page).
- Donation page can be linked with PayPal.

SELECTED ICONS:



RMHC
ANN ARBOR



(via rmhc.org)



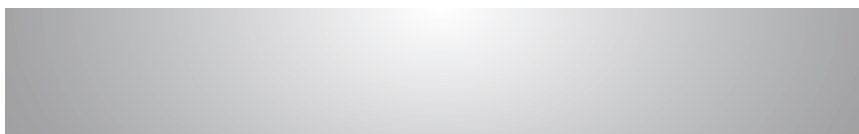
(via rmhc.org)



(via rmhc.org)



(via paypal.com)



SELECTED IMAGES:

Parking (<https://goo.gl/GXOgK3>)



Moon (Ethan Jannott)



RMH House Photo (<https://goo.gl/qkJMzC>)



Family Stories Banner (<https://goo.gl/96A71U>)



Communication (<https://goo.gl/2HKsS8>)



Cardiovascular Center (<https://goo.gl/FKPhmg>)



SELECTED IMAGES (CONT.):

Blue Background

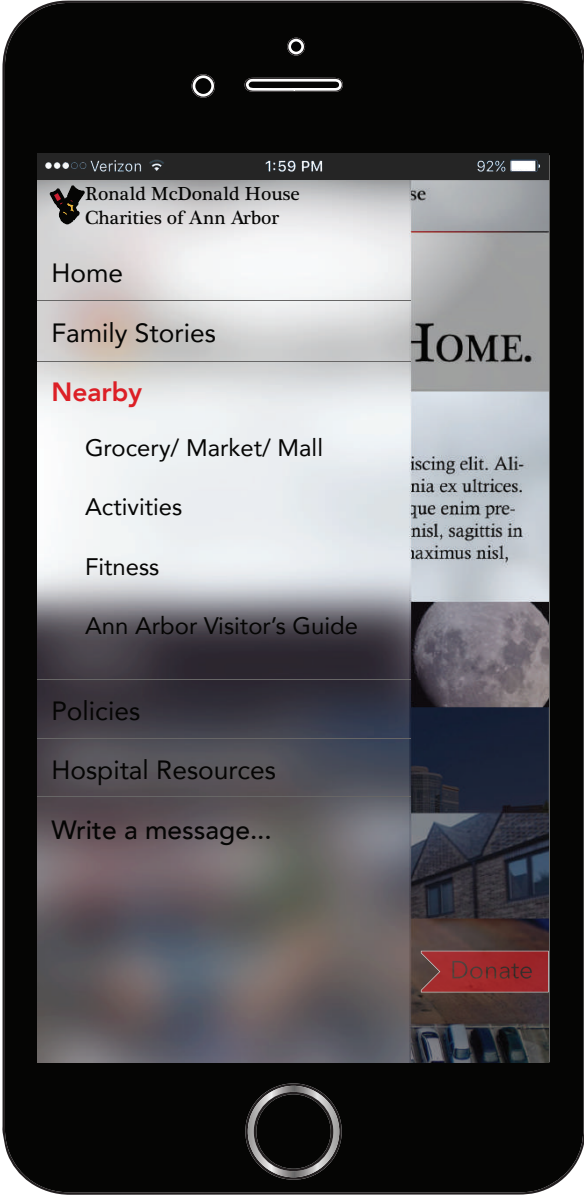


Grey Background



RENDERINGS:

100% zoom



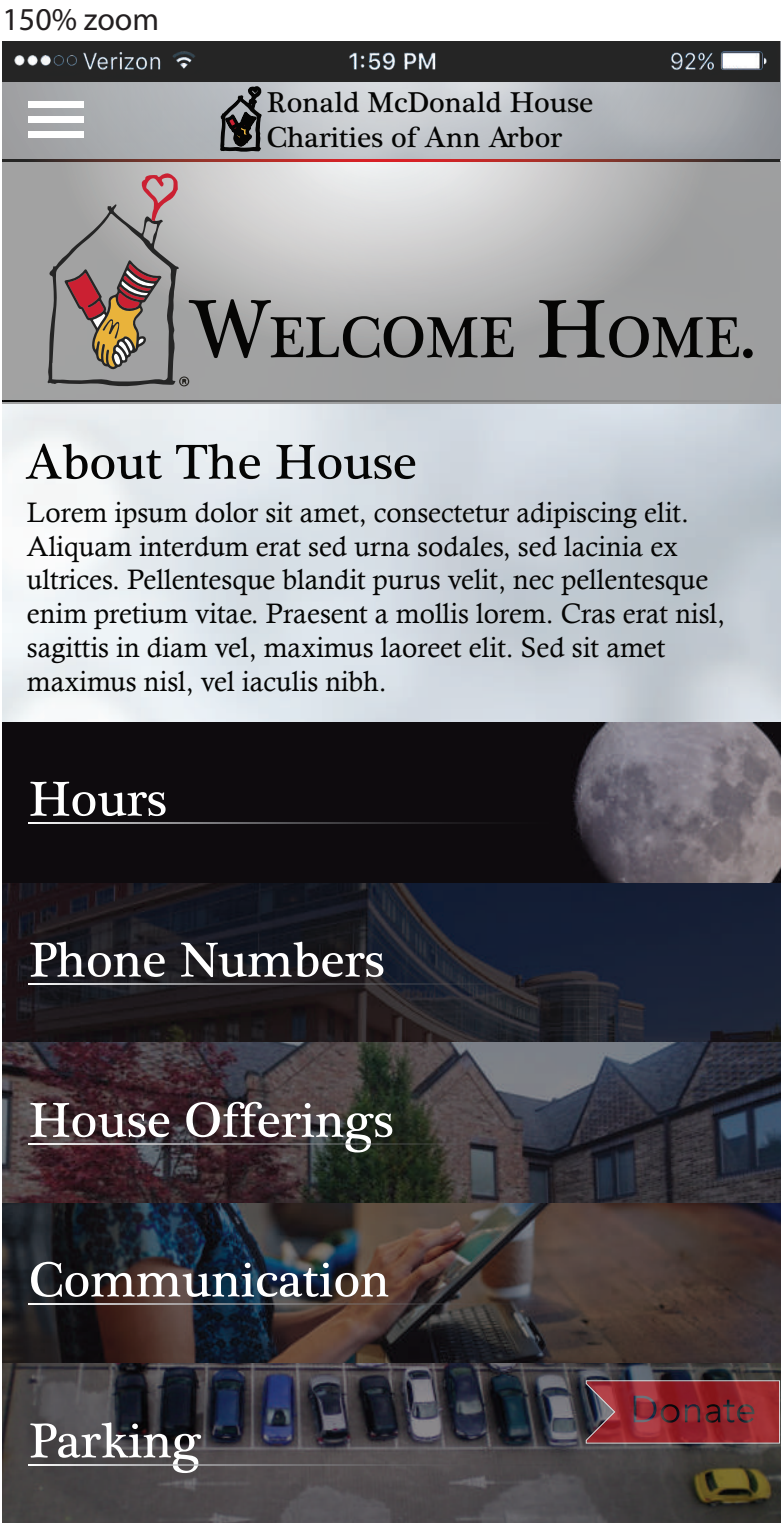
APP ICON:



OPENING SCREEN:



HOME SCREEN:



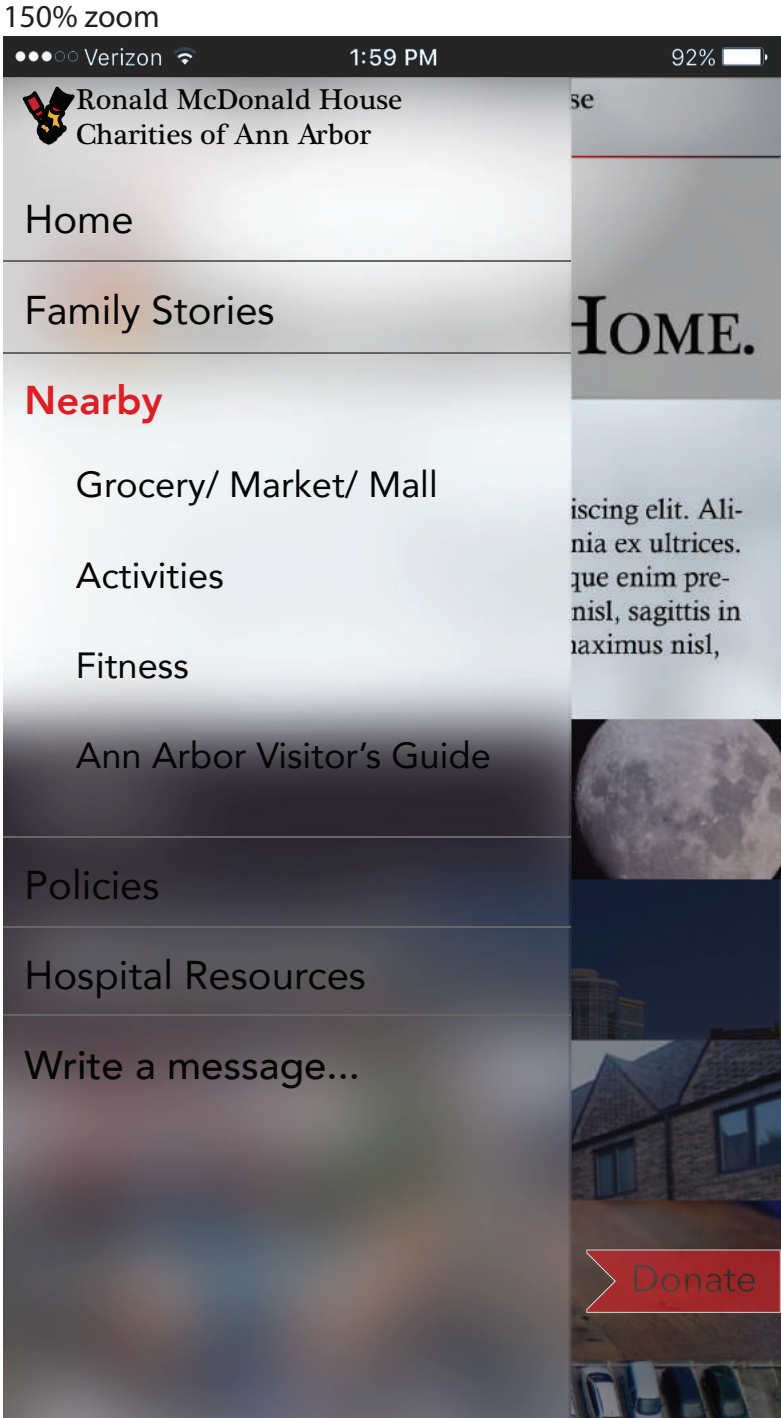
150% zoom

HOME SCREEN (OPEN TABS):

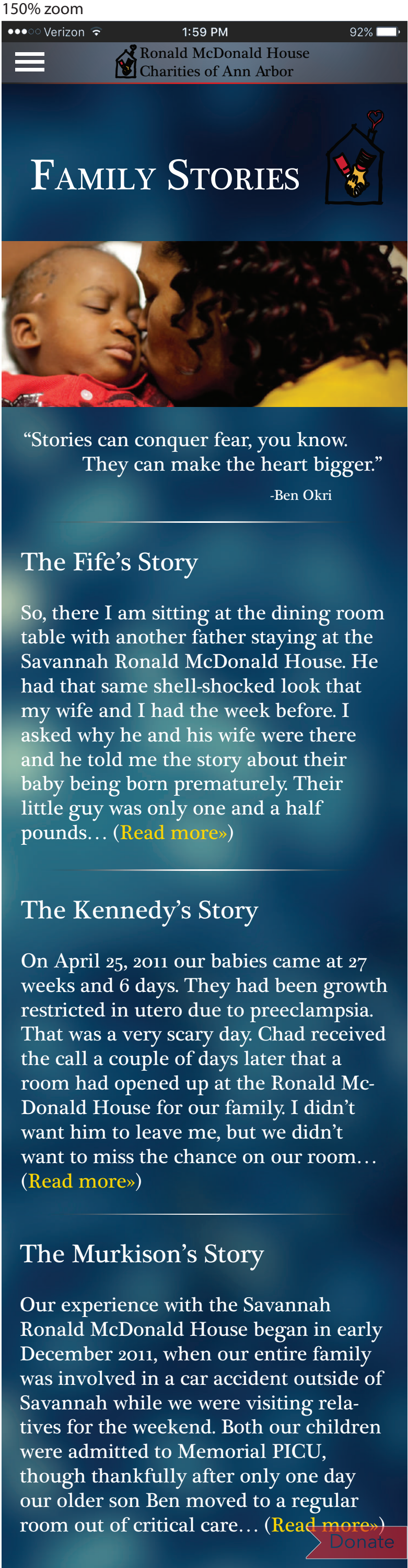


Parking

NAVIGATION INTERFACE:



FAMILY STORIES:



(Photo, quote, and stories sampled from RMHC - Coastal Empire site)

LEAVE A MESSAGE:

150% zoom

Verizon1:59 PM92%

Ronald McDonald HouseCharities of Ann Arbor

YOUR WORDS MEAN
A LOT TO US.

Here, you can leave us a note about
your stay or thank our donors.

We would love to hear about your stay.

Name:

Message:

Send


DONATE PAGE:

125% zoom

Verizon1:59 PM92%

Ronald McDonald HouseCharities of Ann Arbor

WE APPRECIATE ANY
AND ALL DONATIONS.



Give a Hand®

Lorem ipsum dolor sit amet,
consectetur adipiscing elit. In a
lobortis magna, nec fringilla eros.
Quisque id metus vitae nisl sodales
luctus. Donec nec mi posuere,
porttitor metus iaculis, rhoncus enim.

Please accept my gift for:

☐ night(s) x \$125/night = \$

(It costs approximately \$150 per night to house a family)


OR

☐ \$50 ☐ \$100 ☐ \$200

☐ \$300 ☐ \$500 ☐ \$1000

☐ Other amount: \$

Please charge my/our:

☐ Visa ☐  PayPal (Login required)

☐ Mastercard

☐ American Express

Card Number:

SSN:

Donation made by:

Name:

Address:

City:

State: Zip:

Phone:

Email:

Leave a message with your donation:

Send