



Franklyn

Design Guidelines

Design Guidelines

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Mission

Franklyn empowers educators with intelligent, non-invasive monitoring tools that guarantee academic integrity on PC-based tests, allowing teachers to confidently control the boundaries between essential internet access and prohibited AI-driven cheating.

Logo

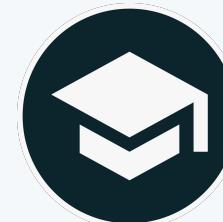
The Logo shows a white graduation cap on a dark teal blue background, around the background color there is a white Circle defining the shape of the logo. The only allowed color variation for the logo is a black background color instead of dark teal blue. The logo is used on the primary site and as a smaller variation as a favicon on the website. The logo will never be used with only the graduation cap. The clear space for using text next to the logo need to be always 25% of the diameter of the logo.

White: hsl(0, 0%, 97%)

Dark Teal Blue: hsl(195, 57%, 11%)

Black: hsl(0, 0%, 0%)

PRIMARY LOGO



PRIMARY LOGO ON BLACK BACKGROUND



Logo scalability

This section establishes the mandatory rules for the scaling and sizing of the logo to ensure visual integrity and maximum legibility across all mediums, particularly at smaller sizes.

Minimum Size:

Legibility Threshold: The logo must never be displayed below a size where the graduation cap symbol or the surrounding circle becomes indistinct.

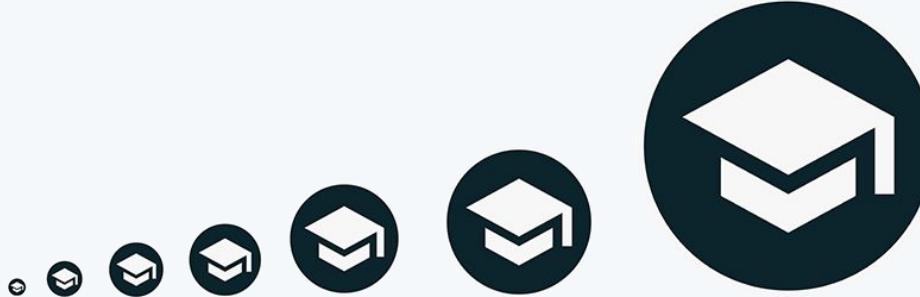
Digital Minimum: 32 pixels

Favicon Minimum: 16x16 pixels

Scaling Rules

Proportional Scaling: The logo must always be scaled proportionally. Distorting, stretching, or squashing the logo to fit a space is strictly prohibited.

Clear Space: When scaling, the defined 25% Clear Space must be maintained around the logo at all sizes to prevent clutter from surrounding elements



Logo-Elements

LOGO-TEXT



The full horizontal version is the cornerstone of our corporate branding and must be used on all main platforms where space permits (e.g., website headers, print materials, formal documents). The text "FRANKLYN" is rendered in our corporate typeface Sole Sans Extended in capital letters. The spacing between the symbol and the text is fixed and must never be altered, adhering strictly to the established 25% clear space rule.

LOGO-SYMBOL



The symbol is our iconic visual representation, embodying our core mission of knowledge and education. It should only be used in highly restricted digital environments or as a user interface (UI) element where the full logo placement is not feasible (e.g., social media avatars, app icons). The symbol must always retain the circular container as per brand guidelines; the graduation cap alone is never to be used.

Usage of Logo



Yes

Only Logo + Text



Yes

Logo on blue background



Yes

Logo for Application.

**FRANKLYN**

No

Text can never be under
the logo

No

Do not distort the logo



No

Logo + Text in a different
color

No

Don't use prototype
logos

Color Overview

Firefly
hsl(195, 57%, 11%)
Logo Background

Java Beach
hsl(185, 72%, 45%)
Primary Color

Earth Blue
hsl(265, 65%, 55%)
Secondary 1

Nyla
hsl(245, 55%, 55%)
Secondary 2

Fuchsia (Xona)
hsl(265, 55%, 55%)
Accent 1

Bleu de France
hsl(210, 85%, 55%)
Accent 2

Primary Colours

Java Beach
hsl(185, 72%, 45%)
Primary

Firefly
hsl(195, 57%, 11%)
Logo Background

Java Beach:

Role: Primary Action Color.

Use Case: Main Call-to-Action (CTA) buttons and primary navigation highlights.

Dark Teal Blue:

Role: Core Brand Identity & Logo Background.

Use Case: Used for the primary logo container and main website header backgrounds.

Secondary Colours

Earth Blue
hsl(210, 65%, 45%)
Secondary 1

Nyla
hsl(245, 55%, 55%)
Secondary 2

Earth Blue & Nyla:

Role: Supporting UI Elements.

Use Case: Secondary buttons, cards, and data visualization to create hierarchy without overpowering primary colors.



Accent Colours

Fuchsia (Xona)
hsl(265, 55%, 55%)
Accent 1

Bleu de France
hsl(210, 85%, 55%)
Accent 2

Fuchsia (Xona) & Bleu de France:

Role: Interaction & Emphasis.

Use Case: Used for hover states, progress bars, or specific UI callouts.

 Attention: 2 Students have lost connection to the stream.

Classroom: IT-101

Monitoring is active. All student browsers are currently locked to the whitelist.

[View network latency report →](#)

Grayscale

This section defines our comprehensive neutral palette.

Light Mode hsl(225, 15%, 15%) Text Primary	70% hsl(210, 10%, 50%) Strong Border and Dividers	30% hsl(210, 10%, 88%) Borders and Dividers	10% hsl(210, 17%, 98%) Backgrounds
Dark Mode hsl(0%, 0%, 98%) Text Primary	70% hsl(215, 10%, 55%) Strong Border and Dividers	30% hsl(215, 15%, 22%) Borders and Dividers	10% hsl(215, 22%, 11%) Backgrounds

Typography

This section defines the official typefaces for the FRANKLYN brand, establishing clear rules for their application in digital, print, and branding contexts. We utilize a dual-font strategy to balance unique branding with high readability.

Libre Franklin

Purpose: Used for all body copy, UI elements, headers (H1-H6), and general application text.

Example:

The brown fox jumps over the lazy dog

Sole Sans Extended

Purpose: Reserved exclusively for the "FRANKLYN" text within the Logo-Text

Example:

The brown fox jumps over the lazy dog

Headers

This section defines the mandatory typographic hierarchy used for all headlines and headers (H1 through H6) across all digital and print platforms.

Element	Weight	Size (px)	Ratio to Body
H1: Page Title	Bold / SemiBold	42px	~2.6:1
H2: Section Heading	SemiBold	32px	2:1
H3: Sub-Heading	Medium	24px	1.5:1
H4–H6: Sub-Heading	Regular	20px	1.25:1
Body Text	Regular	16px	1:1

Macro Typography

Line Height (Leading): Must be set between 1.5 and 1.6 times the font size for all body text to prevent dense blocks.

Header to Body Spacing: The space after a header should be 50% of its font size.

Paragraph to Paragraph Spacing: Use a margin-bottom equal to the full body font size (16px).

Section Spacing: Use larger gaps (e.g., 48px–64px) between an end-of-paragraph and the next H2 header.

Visual Example of Headers

HEADING 1 - 42PX (2.6:1)

The quick brown fox jumps over the lazy dog.

This is a lead paragraph following an H1. Notice the breathing room between the title and this text block. The spacing helps the user distinguish the start of a new major topic.

HEADING 2 - 32PX (2:1)

The quick brown fox jumps over the lazy dog.

This is a standard paragraph following an H2. The margin below the header is exactly 16px, which is 50% of the header's own font size, creating a tight but clear association.

This is a second paragraph. It is separated from the one above by 16px (100% of the body font size), establishing a consistent vertical rhythm.

HEADING 3 - 24PX (1.5:1)

The quick brown fox jumps over the lazy dog.

A sub-heading example. The 1.5x ratio provides enough contrast from the body text to be easily scannable as a subsection indicator.

HEADING 4 - 20PX (1.25:1)

The quick brown fox jumps over the lazy dog.

Smaller sub-headings or labels use the 20px size. It is only slightly larger than body text but remains distinct due to its placement and the white space surrounding it.

Body Text

This section establishes the mandatory standards for all body copy, paragraph text, and long-form content.

Mandatory Body Text Font

- Primary Font: All body copy must use Libre Franklin.
- Default Weight: The standard weight for all primary text is Libre Franklin Regular.
- Emphasis: For strong emphasis within a paragraph (important data points), Libre Franklin Bold may be used sparingly.

Spacing

- Size: The minimum acceptable font size for body text is 16px (digital).
- Line Height: Line spacing must be set between 1.5 and 1.6 times the font size to prevent text blocks from appearing dense

Correct Usage of typographic rules

This section demonstrates the correct application of the established typographic rules in typical content layouts.



Project Description

Franklyn is a project that is meant to assist by streaming current activities to the teachers screen during tests and exams.



Franklyn is watching you

Yes

Correct Usage of strong Emphasis

Yes

Correct Usage of Headers and Spacing rules

Wrong Usage of typographic rules

This section demonstrates the wrong application of the established typographic rules in typical content layouts.



Project Description

Franklyn is a project that is meant to assist by streaming current activities to the teachers screen during tests and exams.

No

Don't swap header with body



Franklyn is watching you

No

Don't use color combinations that are too similar



Documentation
Franklyn
Libre

No

Don't use fonts that aren't in the guidelines

Iconography

This section defines the mandatory library, style, and color rules for all user interface (UI) icons used throughout the FRANKLYN application and website. This ensures consistency and clarity for all functional elements. The Bootstrap Icon Library will be mandatory

