Franklyn

Design Guidelines

Design Guidelines

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.
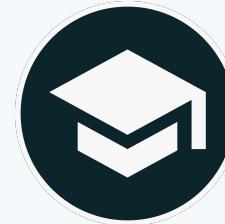
Logo

The Logo shows a white graduation cap on a dark teal blue background. The Logo is always white on a dark teal blue or a pure black background as a monochrome version of the logo. 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%)

PRIMÄRES LOGO

LOGO AUF DUNKLEM HINTERGRUND

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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.
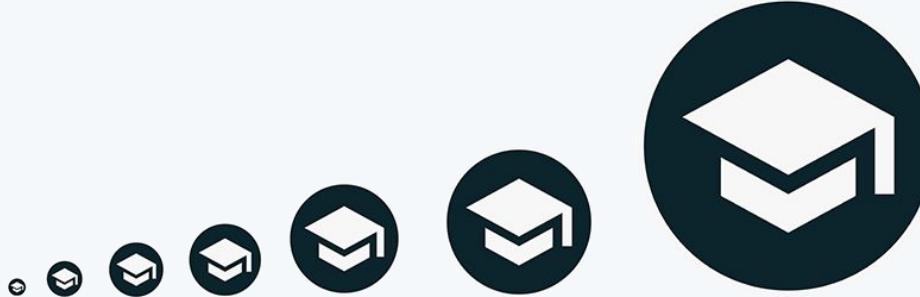
Digital Minimum: 32 pixels

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.

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

Primary Colours

This section establishes the official brand color palette, which must be used across all external and internal communications to ensure visual consistency and communicate our brand's personality.

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

Nyla
hsl(245, 55%, 55%)

Bleu de France
hsl(210, 84%, 55%)

Secondary colours

This section defines the secondary, supporting colors used to complement the primary palette. These colors are strategically deployed in user interfaces (UI) and data visualization to create balance, hierarchy, and visual interest without overpowering the main brand elements.

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

Functional colours

This section defines the mandatory functional color palette. These colors are used exclusively to communicate system states, user feedback, and status notifications. Strict adherence to their meaning is required to avoid confusing the user.

hsl(145, 55%, 45%)
Success

hsl(0, 78%, 55%)
Error

hsl(200, 85%, 45%)
Info

hsl(40, 90%, 55%)
Warning

Alerts

This section defines the mandatory functional color palette. These colors are used exclusively to communicate system states, user feedback, and status notifications. Strict adherence to their meaning is required to avoid confusing the user.
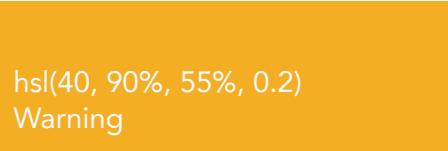
hsla(145, 55%, 45%, 0.2)
Success

hsl(0, 78%, 55%, 0.2)
Error

hsl(200, 85%, 45%, 0.2)
Info

hsl(40, 90%, 55%, 0.2)
Warning

Grayscale

This section defines our comprehensive neutral palette, which underpins the entire user interface and all documentation. Grays are not merely background colors; they are essential for establishing content hierarchy, contrast, and visual breathing room.

Text Primary	S. Border	Border	Background
Light Mode hsl(225, 15%, 15%)	70%	30%	10%
Dark Mode hsl(0%, 0%, 98%)	70%	30%	10%

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.

Sole Sans Extended

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

Headers

This section defines the mandatory typographic hierarchy used for all headlines and headers (H1 through H6) across all digital and print platforms. Consistent header usage is crucial for readability, accessibility, and visual hierarchy.

Primary Font: All headings (H1, H2, H3, etc.) must use the font Libre Franklin.

Weight Usage:

H1 (Page Title): Use Libre Franklin Bold or SemiBold at the largest defined size.

H2 (Section Heading): Use Libre Franklin SemiBold at a medium-large size.

H3-H6 (Sub-Headings): Use Libre Franklin Medium or Regular at smaller sizes.

Case: Headers should primarily use Sentence Case

Body Text

This section establishes the mandatory standards for all body copy, paragraph text, and long-form content. High readability is paramount; therefore, strict adherence to these rules is required for both print and digital applications.

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) or 10pt (print) to maintain optimal readability.
- Line Height: Line spacing (leading) must be set between 1.5 and 1.6 times the font size to prevent text blocks from appearing dense or difficult to scan.

Beispielanwendung

This section demonstrates the correct application of the established typographic rules (Libre Franklin for text, Sole Sans Extended for logo) in typical content layouts. Adhering to these examples ensures consistency and preserves the intended visual hierarchy.

consectetur adipiscing elit

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do **eiusmod tempor** incidunt ut labore et magna aliqua.

Yes

consecteturincididunt

Yes

incididunt
consectetur
ipsum

Yes

Beispielanwendungen

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

consectetur adipiscing elit

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et magna aliqua.

consectetur incididunt

incididunt
consectetur
ipsum

No
Don't swap header with body

No
Don't use color combinations that are to similar

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