

# Ryanair

# UI Guidelines

# Our Principles

## Colour Usage

- Focus on simplicity and consistency
- Use subtle grays instead of strong coloured boxes
- Manage white space - it should be used to set the right focus and bring balance to the page but at the same time shouldn't be the dominant colour of an element
- Use the right colour for the right message
- Consider blank space in relation to the screen size

## Elements importance

- Items of the same importance and meaning should be grouped and simplified
- Level examples :
  - **Loud** - (e.g. Photos + Copy + Icon)
  - **Normal** - (e.g. Copy + Icon)
  - **Silent** - (Copy)
- Design for relevant platform and screen size (WIDTH and HEIGHT viewport)

## Photography and Icons

- When possible, use photos to illustrate products (limit number of illustrations)
- Use glyph style icons (non-coloured) to illustrate functional features (i.e. settings, boarding pass, etc)

# Colours

## Gradients

Subtle gradients can be used as an extension and to complement the Ryanair colour palette.

## Global



Ryanair Primary Blue  
**#073590**  
Primary Ryanair Brand elements (Loud)



Ryanair Yellow  
**#F1C933**  
Primary Ryanair Brand elements (Silent)



Light Blue  
**#2091EB**  
Use only for primary actions, i.e. buttons



Primary (non-bold) element  
**#2E2E2E**  
Use mainly for text (i.e. Headers)



Standard importance element  
**#828790**  
Use mainly for text



Low-importance element  
**#D2D6D9**  
Use mainly for text

## Supporting Colours



Merchandising Red  
**#CF2E1D**  
Use mainly for merchandising



Light Blue  
**#2091EB**  
Use for text links and active elements



Success Green  
**#35B510**  
Use as supporting colour for Ryanair Messages



Warning Orange  
**#FFA409**  
Use as supporting colour for Ryanair Messages



White  
**#FFFFFF**  
Use as supporting colour (never dominant).

## Gradients



Ryanair Blue Gradient  
**#073590 - #0D49C0**



Light Blue Gradient  
**#0D49C0 - #2091EB**



Merchandising Red Gradient  
**#A50000 - #CF2E1D**



Ryanair Yellow Gradient  
**#ECB707 - #F1CA0B**

# Colours

## Dos / Don'ts



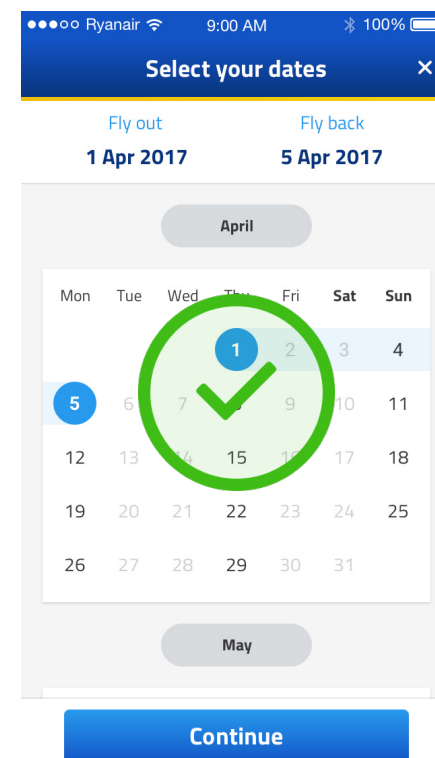
**Don't**

Overuse strong block colours, i.e. to differentiate one section from another.



**Dos**

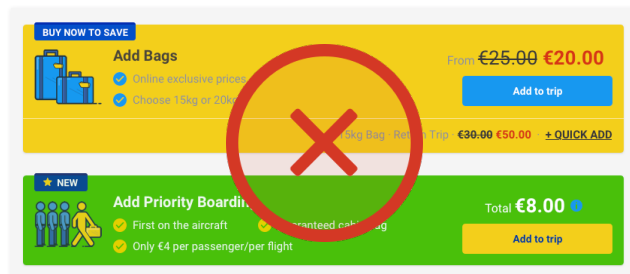
Use toned down, simplified and consistent colours.



# Colours

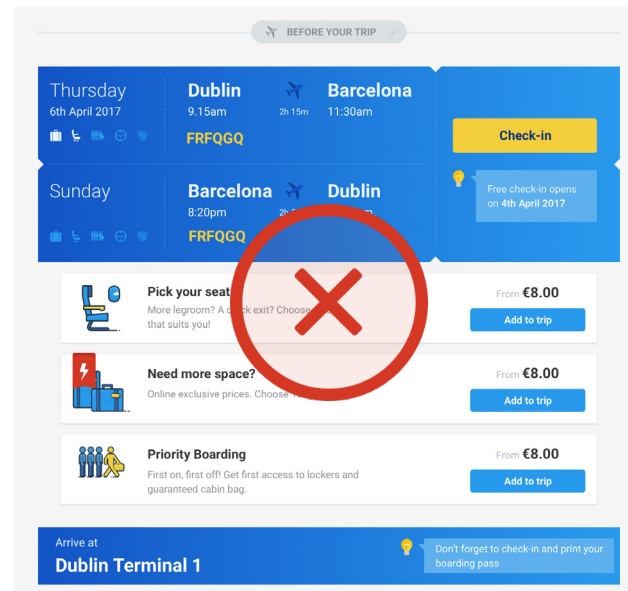
## ⊗ Don't

Create new random gradients / colours for defined elements.



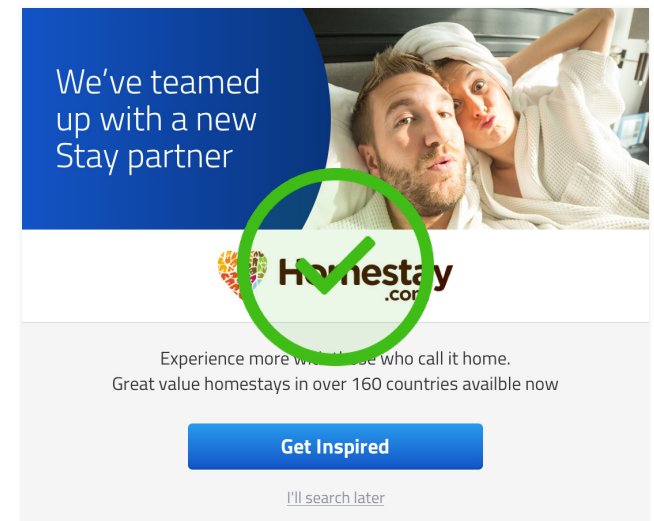
## ⊗ Don't

Do not use Light Blue in block form.



## ✓ Dos

Streamline our palette of colours to focus on the brand and user action.



# Merchandising

[Download Assets](#)


Templates are available in our Sketch file repository (Ryanair\_UI\_Guidelines.sketch). Contact UI Team for the latest version.

## Visual Levels

### Silent Offer

Use when an offer doesn't need significant attention or when this offer collides with another offer that is more important.


Getting Around



**EXCLUSIVE RATES FOR RYANAIR**

Car hire, Parking and Transfers


---

 Car Hire from  
~~€15.99~~ **€13.99**

### Normal Offer

Use for standard promotions.

Stay




**-10%**

On selected hotels in Barcelona

**LOWEST PRICES!**

Hotels, Hostels, B&B's

---

 4 nights from  
~~€120.00~~ **€99.99**

### Loud Offer

Use for promotions of the highest visual importance.

Stay


**Sale**

Up to 40% off on hotels in Barcelona

**GUARANTEED GREAT DEALS**

Hotels, Hostels, B&B's

---

 4 nights from  
~~€120.00~~ **€99.99**

# Merchandising

## Supporting tag message

Supporting tags are designed to work with different messages.  
**The only restriction is to keep it one line.**

## Supporting Tags

### Sale elements

Use as supporting tags for Sale and Price related messages.

### Product and Informational elements

Use as supporting tags for Product Recommendation and Informational messages

## Strong Tags

**LOWEST PRICES!**

**RECOMMENDED!**

## Basic Tags

**LOWEST PRICES!**

**BEST PRICE GUARANTEED**

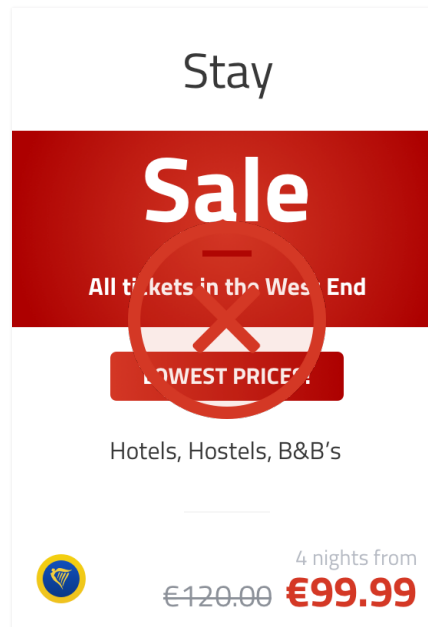
# Merchandising

## Dos / Don'ts



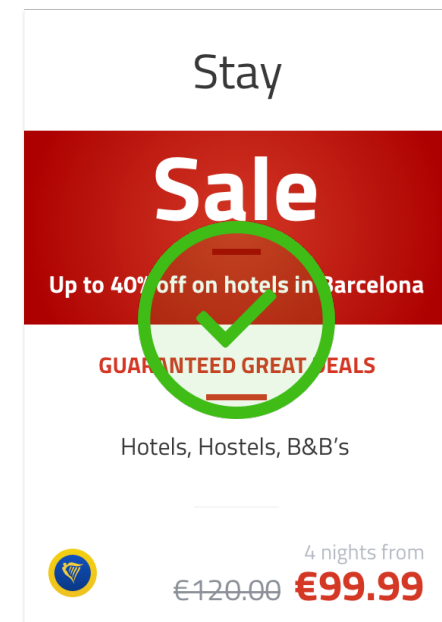
**Don't**

Use Strong Supporting Tag together with Loud Visual



**Dos**

Use Basic Supporting Tag together with Loud Visual





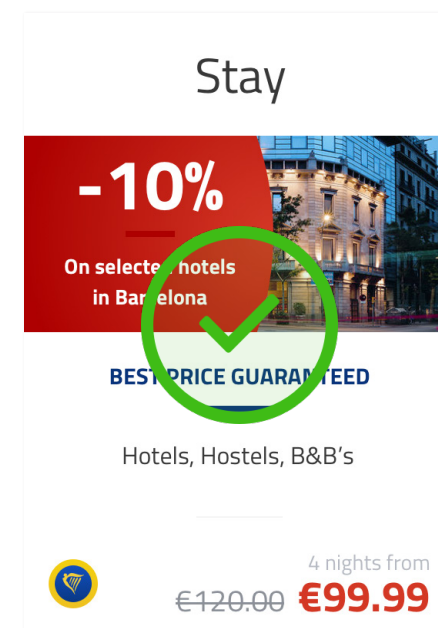
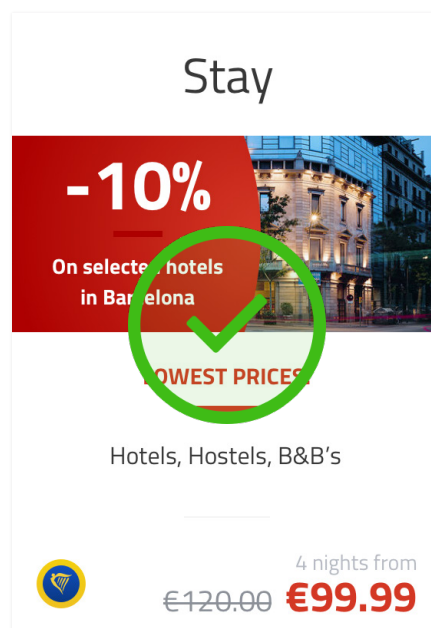
# Merchandising

## Dos / Don'ts



**Dos**

If needed, mix Supporting Tag types with hero offer element.

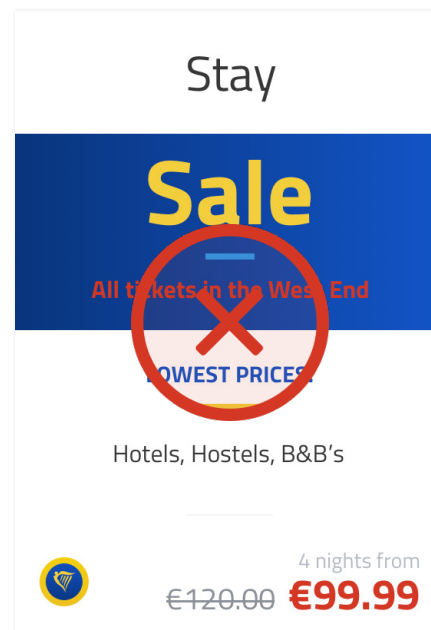


# Merchandising

## Dos / Don'ts

### ⊗ Don't

Change Merchandising colour palette. Red and white are Ryanair Merchandising colours.



# Ads and Messaging

## Why colour schemes?

We use colour schemes to set the tone of the message.  
Even though other Ryanair colours are allowed, the dominant colour should reflect the message category.

## What is Ryanair Ads and Messaging and how we use it?

Ryanair Ads and Messaging is a set of web and mobile on-site blocks serve users with four types of messages. These can be divided into:

### New Features



#### Ryanair Blue Colour Scheme

Global Colour or Gradient

Generic Product Introduction  
On-boarding  
New Feature

### Value Proposition



#### Ryanair Yellow Colour Scheme

Global Colour or Gradient

Travel Credit  
Cashback

### Informational



#### Pale/Bright Colour Scheme

Global Colour or Gradient

Airport Info  
Action Feedback  
Errors  
Alerts  
Urgency  
Product State  
Functional Info

### Merchandising



#### Merchandising Red Colour Scheme

Global Colour or Gradient

Up sell  
Cross sell  
Generic Sale & Promotions  
Hook Merchandising

# Ads and Messaging

## Supporting Colours - Informational Messages

Some messages may require supporting colours (i.e. **Informational Messages**). These should be used in addition to the message colour scheme.





















### With or without background

Informational messages can be served with or without the block container. In both cases they should be supported by an icon.

### Regular and Bold message font

To give more prominence to a message, use bold font weight.

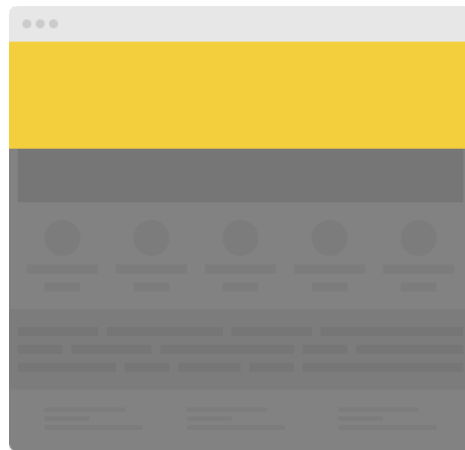
## Informational Messages

 <b>SUCCESS!</b> This is a success message!	 <b>WARNING!</b> This is a warning message!	 <b>ERROR!</b> This is a error message!	 <b>INFORMATION!</b> This is an information message!
 This is a success message	 This is a warning message	 This is an error message	 This is an information message
 Border and icon colour <b>#35B510</b>	 Border and icon colour <b>#FFA409</b>	 Border and icon colour <b>#CF2E1D</b>	 Border and icon colour <b>#2091EB</b>
 Background Colour <b>#35B510 (10% opacity)</b>	 Background Colour <b>#FFA409 (10% opacity)</b>	 Background Colour <b>#CF2E1D (10% opacity)</b>	 Background Colour <b>#2091EB (10% opacity)</b>
 Text colour <b>#1D7703</b>	 Text colour <b>#A56A05</b>	 Text colour <b>#CF2E1D</b>	 Text colour <b>#073590</b>

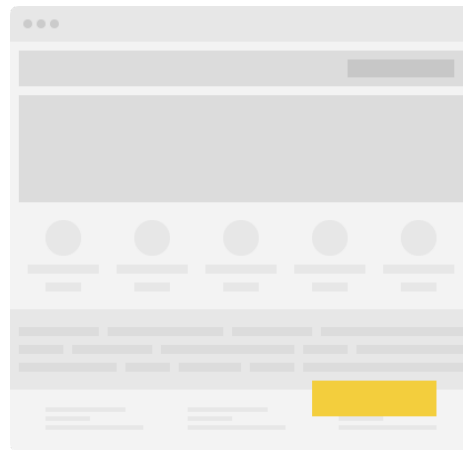
# Ads and Messaging

## Types of Ads and Messages (Desktop)

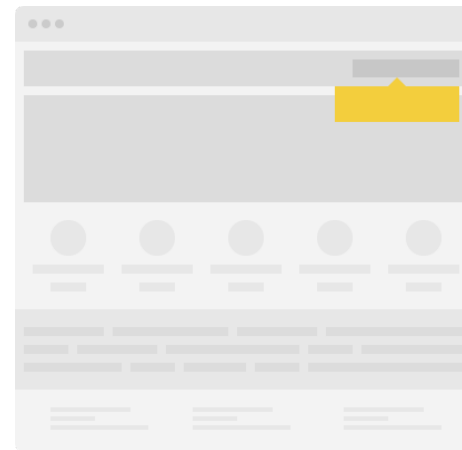
How Ryanair Ads and Messages can be positioned.



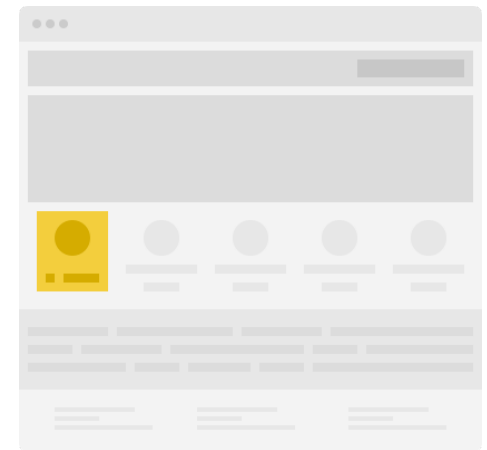
**Overlay (Partial)**



**Toast**



**Tooltips**

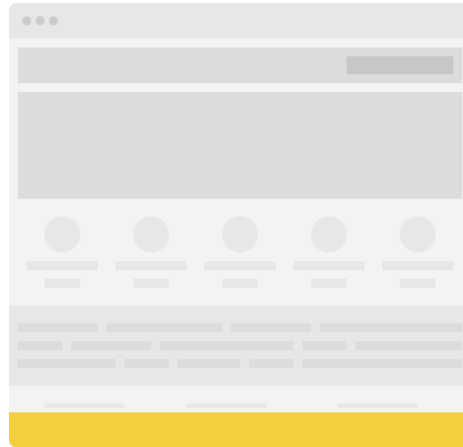


**Inline (Block)**

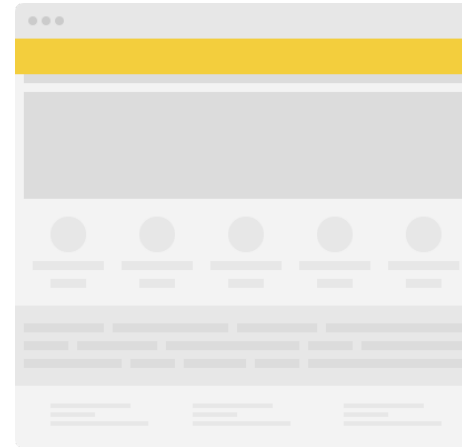
# Ads and Messaging



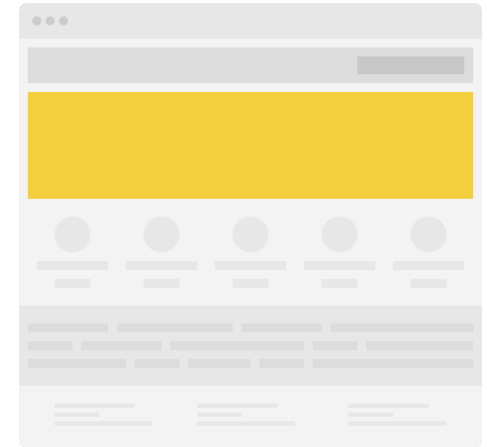
**Inline (Text)**



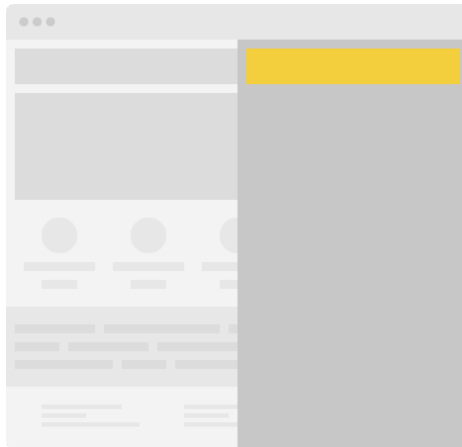
**Bottom Slide (Sticky)**



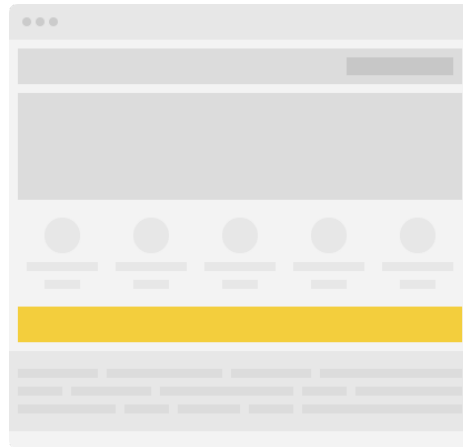
**Top Slide (Sticky)**



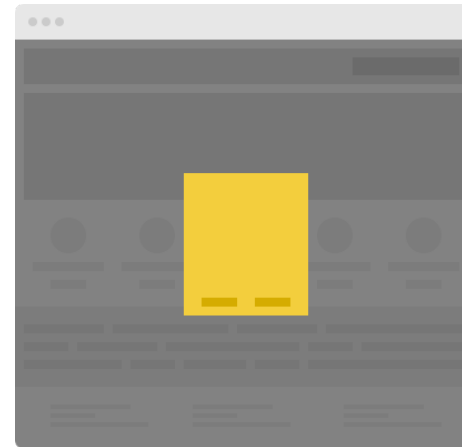
**Hero Banner**



**Drawer Top (Sticky)**



**In-flow Banner**

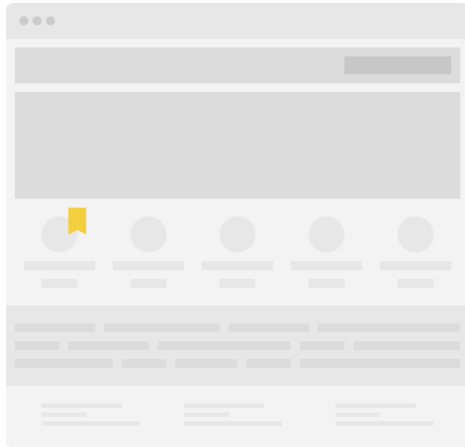


**Modal**

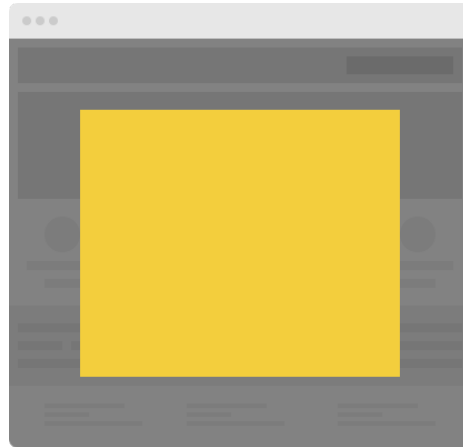


**Coachmark**

# Ads and Messaging



**Tags**



**Takeover**

# Buttons and links

## Why consistency is so important

Because users remember the details, whether consciously or not. For example, users will associate a particular element's shape as the "button." Therefore, being consistent won't only contribute to a great-looking design, but it'll also provide a more familiar experience for users.

## Keep it consistent

Use this styleguide to ensure and maintain consistency throughout your interface buttons and links, so the user will be able to identify and recognize all action elements naturally.

## Button Types

### Primary Action - Blue

Use as a Primary Action button for top level Product actions.

### Primary Action - Yellow

Use **when Primary Blue can not be used** (i.e. on blue backgrounds) and for user flow actions (i.e. Check-in)

### Secondary Action

Use as a Secondary Action element accompanying a Primary Button

#### Flat



Light Blue



Ryanair Yellow

Action

Standard importance element

#### Gradient

When appropriate, you can use gradient buttons (i.e. new projects). Make sure they fit within the design and are consistent with other CTAs



Light Blue Gradient + Bottom Shadow



Ryanair Yellow Gradient + Bottom Shadow

Action

Standard importance element

#### Text Links

Action

Action

Action



# Buttons and links

## Basics



### Corner Radius

Non Retina - 2px

Retina - 4px

@3x - 6px



### Button Shadow (Optional)

#000000 10% Opacity

Non Retina - 2px

Retina - 4px

@3x - 6px



### Min height and width

[Action](#) / [Action](#)

[Action](#) / [Action](#)

### Underline Text Link

Use underline if the text link requires more prominence or blends visually with surrounding text.

### Standard Text Link

Use for standard call-to-actions where button isn't required and the text prominence doesn't need to be highlighted.

# Buttons and links

[Download Assets](#)

Templates are available in our Sketch file repository (Ryanair\_UI\_Guidelines.sketch). Contact UI Team for the latest version.

## Flat Buttons

### Primary Action - Blue

Use as a Primary Action Button for top level Product interactions.

### Primary Action - Yellow

Use **when Primary Blue can not be used** (i.e. on coloured backgrounds) and for user flow actions (i.e. Check-in)

### Secondary Action

Use as a Secondary Action Element accompanying a Primary Button

Default

Action

Action

Action

Hover

Action

Action

Action

Pressed\*

\*Including Mobile

Action

Action

Action

# Buttons and links

[Download Assets](#)

Templates are available in our Sketch file repository (Ryanair\_UI\_Guidelines.sketch). Contact UI Team for the latest version.

## Gradient Buttons

### Primary Action - Blue

Use as a Primary Action Button for top level Product interactions.

### Primary Action - Yellow

Use **when Primary Blue can not be used** (i.e. on coloured backgrounds) and for user flow actions (i.e. Check-in)

### Secondary Action

Use as a Secondary Action Element accompanying a Primary Button

Default



Action

Hover



Action

Pressed\*

\*Including Mobile



**Action**

# Buttons and links

## How to use

These variations can be used against all button types. For button groups on your page, only choose one type of variation, do not mix them.

## Button Variations

### Primary Action - Blue

Use as a Primary Action Button for top level Product interactions.

### Primary Action - Yellow

Use **when Primary Blue can not be used** (i.e. on coloured backgrounds) and for user flow actions (i.e. Check-in)

### Secondary Action

Use as a Secondary Action Element accompanying a Primary Button

Text only

Action

Action

Action

Icon only



Text + Icon

 Action

 Action

 Action

# Buttons and links

## How to use

These variations can be used against all button types. For button groups on your page, only choose one type of variation, do not mix them.

## Button Variations

### Primary Action - Blue

Use as a Primary Action Button for top level Product interactions.

### Primary Action - Yellow

Use **when Primary Blue can not be used** (i.e. on coloured backgrounds) and for user flow actions (i.e. Check-in)

### Secondary Action

Use as a Secondary Action Element accompanying a Primary Button

Text only

Action

Action

Action

Icon only



Text + Icon

 Action

 Action

 Action

# Buttons and links

⚠ Only when Primary Buttons don't work

These buttons should be only used when Primary Buttons set does not fit within the design

## Alternative buttons

### Merchandising Red

Optional usaged on Merchandising Red colour backgrounds.



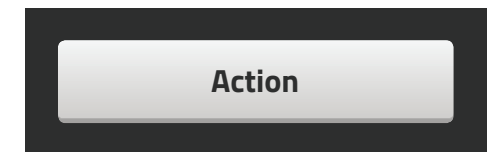
### Ryanair Blue

Optional usaged on Ryanair Blue colour backgrounds.



### Template

On any other backgrounds



#### Gradient

#FFFFFF - #Background (10% Opacity)

#### Font

#Background

#### Button Shadow (Optional)

#000000 10% Opacity

Non Retina - 2px

Retina - 4px

@3x - 6px

# Buttons and links

## Dos / Don'ts



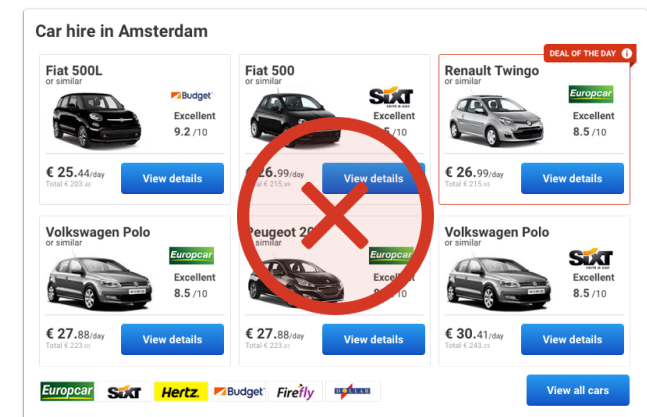
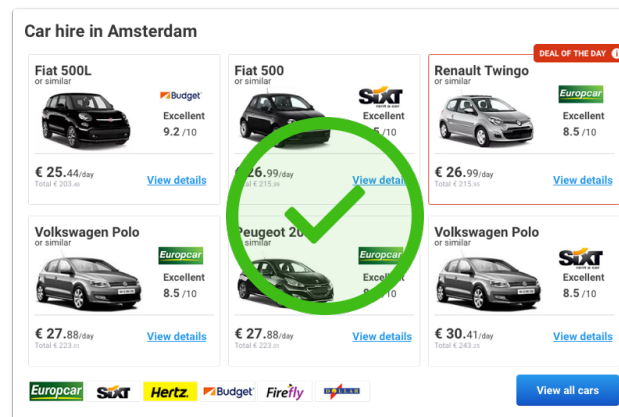
**Dos**

Keep the focus right! Use text links when space is limited and multiple Call-to-action required.



**Don't**

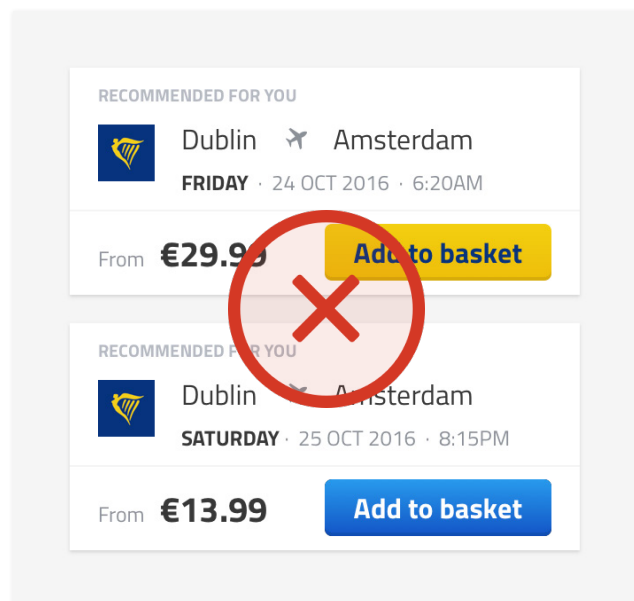
Use multiple buttons in limited spaces and button groups.



# Buttons and links

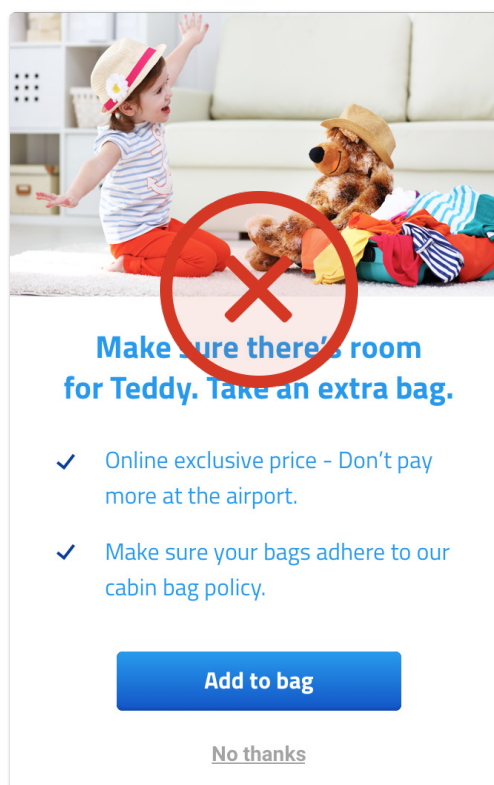
## ⊗ Don't

Mix button styles for the same type of action. Follow the guidelines.



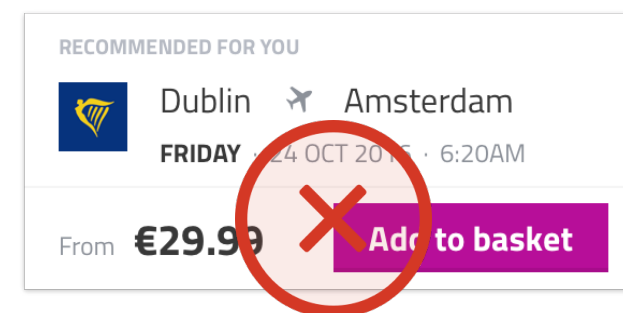
## ⊗ Don't

Use link colours for non-interactive text.



## ⊗ Don't

Create new styles of buttons just to fit one scenario.





# Buttons and links



**Do**

When style required, use solid colour buttons instead of gradients.



**Don't**

Change gradient direction for buttons.



# Typography

## ⊗ Don't mix typefaces

A good rule of thumb is to put your best hitter fourth in the batting order.

## Roboto vs. Titillium font

Use this styleguide to ensure and maintain consistency throughout your interface buttons and links, so the user will be able to identify and recognize all action elements naturally.

### Roboto Font

<https://fonts.google.com/specimen/Roboto>

Use Roboto if you are working on **live projects** that already use this font.

Thin

*Thin Italic*

Regular

*Regular Italic*

**Bold**

***Bold Italic***

### Titillium Web

<https://fonts.google.com/specimen/Titillium+Web>

Titillium should be only used for new or stand-alone projects where any other font hasn't been used.

Extra-Light

*Extra-Light Italic*

Regular

*Regular Italic*

**Bold**

***Bold Italic***

# Typography

## Desktop

Headline 1 is Titillium Regular at 32px

Headline 2 is Titillium Regular/**Bold** at 24px

Headline 3 is Titillium Regular/**Bold** at 18px

Body 1 text is Titillium Regular/**Bold** at 16px

Body 2 text is Titillium Regular/**Bold** at 14px

Small text is Titillium Regular/**Bold** at 12px

Small captions and labels are Titillium Regular/**Bold** at 10px

## Mobile

Headline 1 is Titillium Regular at 32px

Headline 2 is Titillium Regular/**Bold** at 22px

Headline 3 is Titillium Regular/**Bold** at 16px

Body 1 text is Titillium Regular/**Bold** at 12px

Body 1 text is Titillium Regular/**Bold** at 10px

Small text is Titillium Regular/**Bold** at 8px

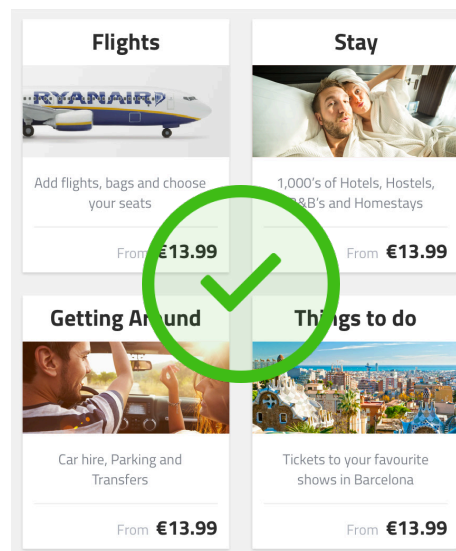
# Typography

## Dos / Don'ts



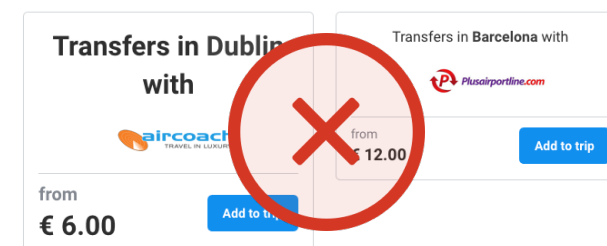
### Dos

Keep font sizes and weights consistent.



### Don't

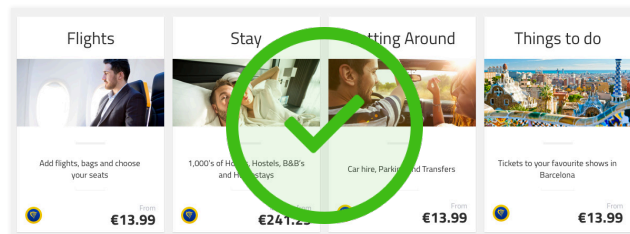
Mix font weights and sizes for equal UI elements



# Typography

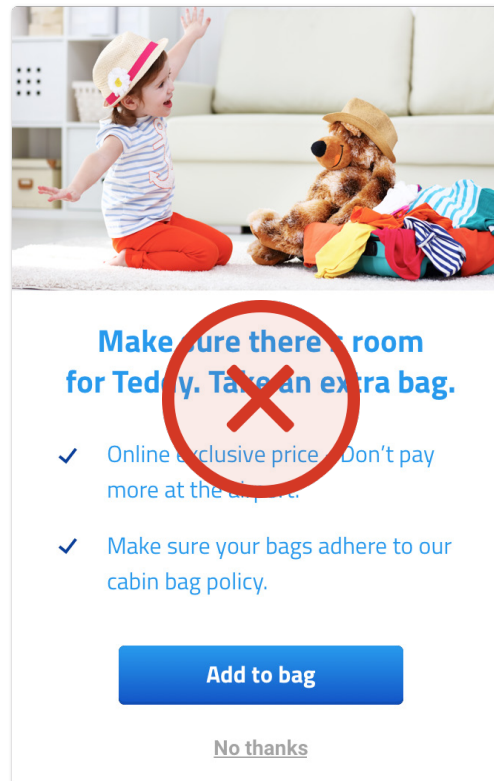
## ✓ Dos

Use fonts consistently.



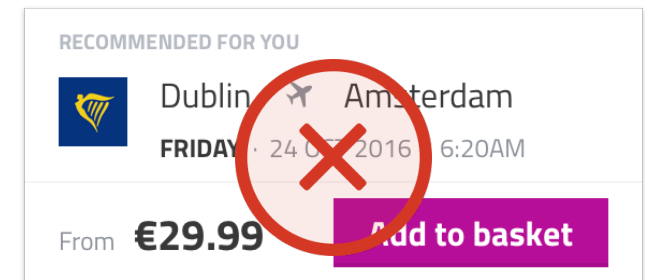
## ✗ Don't

Use link colours for non-interactive text.



## ✗ Don't

Create new styles of buttons just to fit one scenario.



# Grid

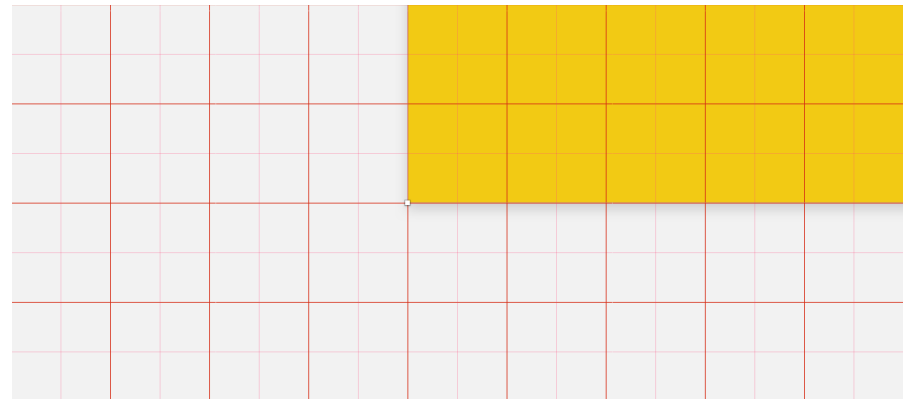
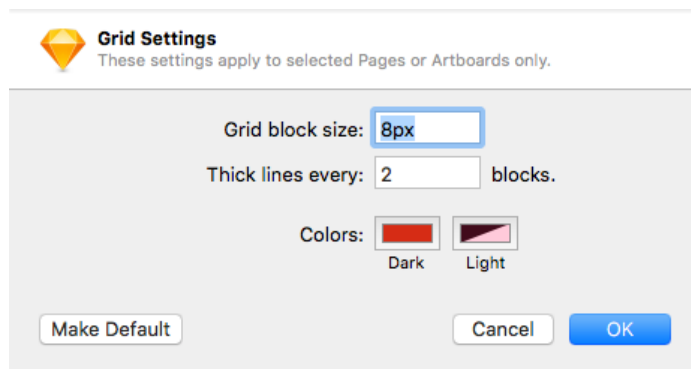
## Why 8pts grid?

For example devices that have a 1.5x resolution will have a hard time cleanly rendering an odd number. Scaling 5px by 1.5x will result in a half pixel offset.

## 8-Point Grid System

The majority of popular screen sizes are divisible by 8 which makes for an easy fit. Scaling by increments of 8 offers a good amount of options without overloading you with variables like a 6 point system, or limiting you like a 10 point system.

## Sketch Settings

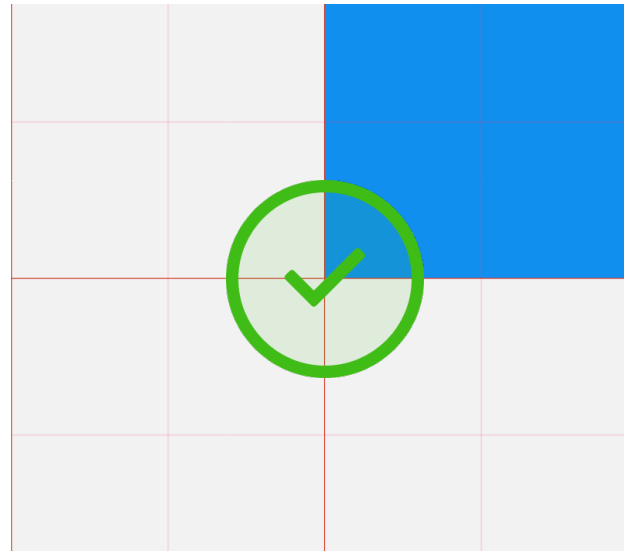


# Grid

## Dos / Don'ts

### ✓ Dos

When possible, align your objects to the grid guides.



### ✗ Don't

Never use half pixels when aligning objects. It makes design look blurry. Make sure you have Pixel fitting turned on (Sketch).

