

# Dos and Don'ts

# 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)
- More photos than icons

# Colours

## Global



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



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



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 primary actions, i.e. text links and buttons



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

## Working with Ryanair Colour Palette

### ✖ Don't

Tone down usage of high-contrast colours

Why? To design clean easy to scan and read visuals

The screenshot shows a Ryanair website for a trip from DUB to AMS. It features a 'Great value on seats' offer and a 'Deal of the Day' for a Renault Tongo. A large red circle highlights the Renault Tongo listing, which is visually distinct from the other cars shown.

### ✓ Dos

Set clear focus with our primary colours (*please see design guidelines*)

Why? So it's easy to set the right focus when necessary (i.e. Merchandising)

The screenshot shows a Ryanair promotional page for Barcelona. It features a 'Damian, upgrade to PLUS?' offer and a '50% OFF RESERVED SEATS NOW' deal. A large green circle highlights the 50% off offer, making it stand out against the white background.

# Colours

## Working with Ryanair Colour Palette

### ✖ Don't

Don't use high contrast multiple colour blocks for functional elements.  
Why? They take over a lot of our real estate, especially on smaller screens.

Dublin to Barcelona  
Return • 1 Adult • New search Save trip

Flight information  
DUB → BCN  
Sat 13th May 06:15 Sun 21st May 10:20

No seats added Select your seat No bags added Add your bag No car added Book a car No hotel added Book a hotel

Total price: € 283.98 Check out

Pick your seat  
Sit beside friends or family  
Get more leg room with our reserved Priority seats  
Buy option Seats 07D - € 20 Return trip Quick add

50% OFF Add to trip

Annual travel insurance now on sale Add insurance

Medical expenses Personal belongings Ticket refunds Annual multi trip cover available

Add bags Buy NOW TO SAVE from € 27.00 Add to trip

### ✓ Dos

Use Ryanair Primary Blue colour (standard or gradient) for headers. Keep the height as short as possible.

RYANAIR Help Your Trips Damian Credits: 0.00 €128.99 Invite people

Trip Planner: Barcelona 12/05/2017 16/05/2017

Damian, why not upgrade to **PLUS**? Upgrade Total upgrade price per person €76.00

Upgrade to PLUS fare and get all of your travel essentials.

20kg check-in bag + Reserved Seat + Priority Boarding + Check-in 30 days before your trip =

Flights Stay Getting Around Things to do

Add flights, bags and choose your seats From €13.99

1,000's of Hotels, Hostels, B&Bs and Homestays 6 nights from €241.29

Car hire, Parking and Transfers From €15.99

Tickets to your favourite shows in Barcelona From €13.99

Always Getting Better

This is a city that ticks all the boxes no matter what kind of city break you want.

Europa Homestay.com Hotels.com Hotelopia HRS daa SIXT rent a car See all our partners

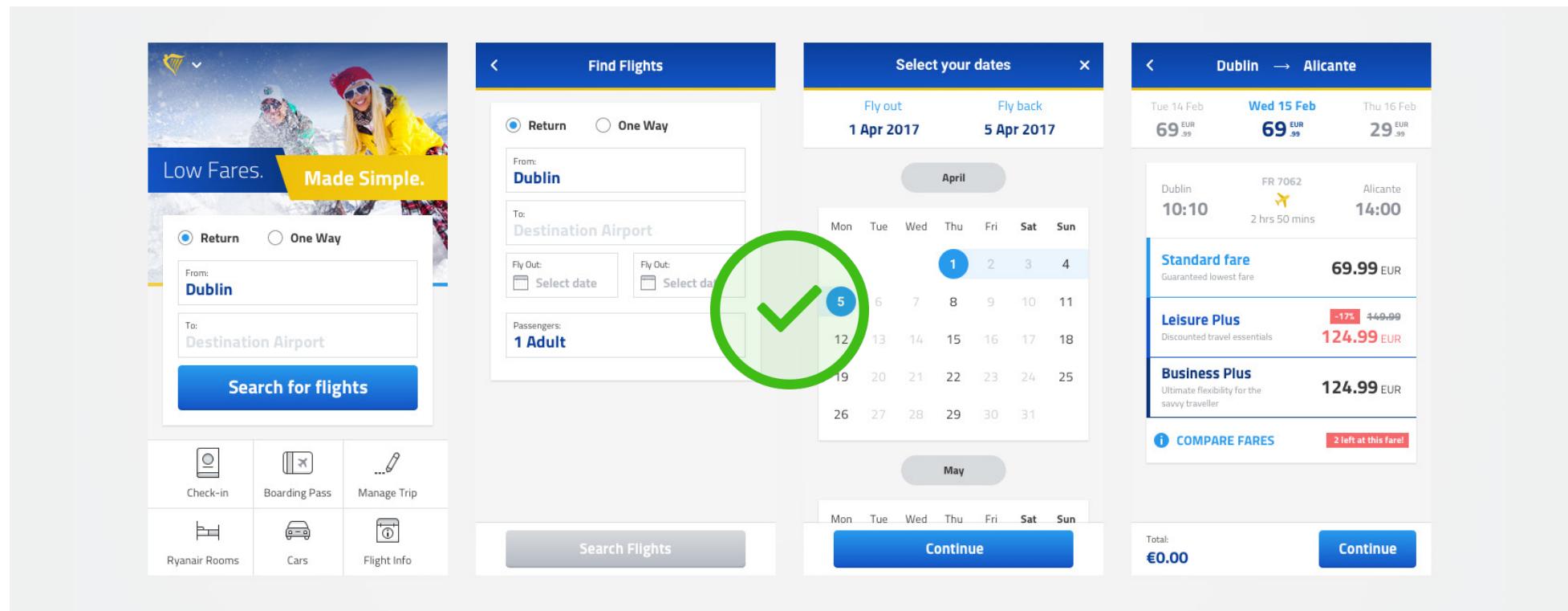
# Colours

## Working with Ryanair Colour Palette

### ✓ Dos

Use colours consistently throughout the flow (static vs. functional colours). Think about your designs at a global level and how they fit into the entire website.

**Why?** Because users remember the details, whether consciously or not. Therefore, being consistent won't only contribute to a great-looking design, but it'll also provide a more familiar experience for users.

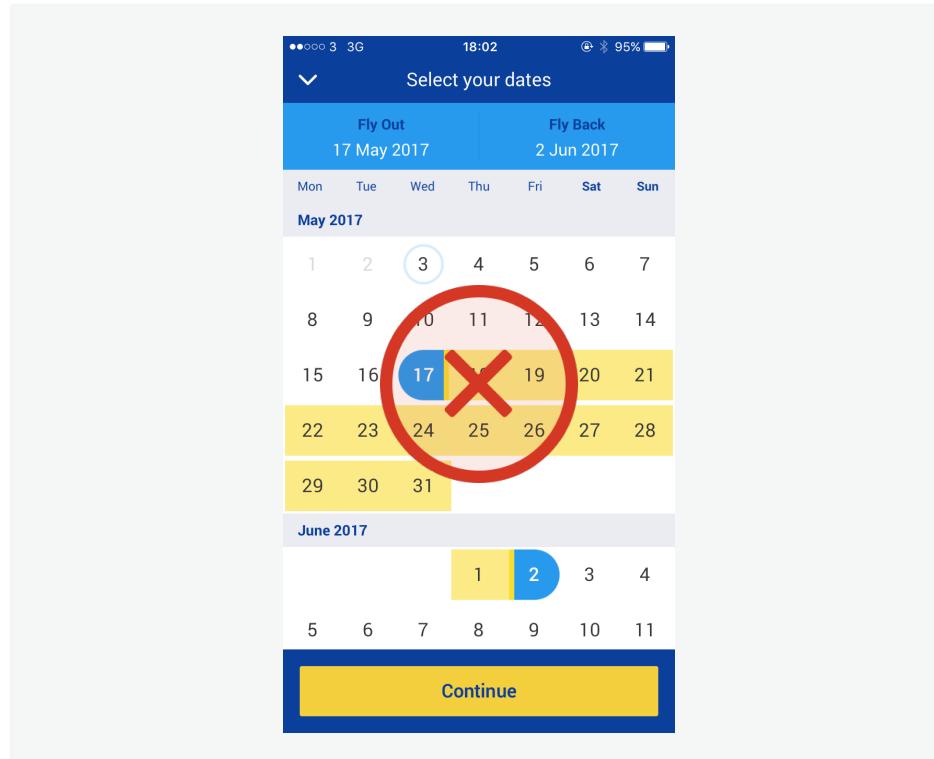


# Colours

## Working with Ryanair Colour Palette

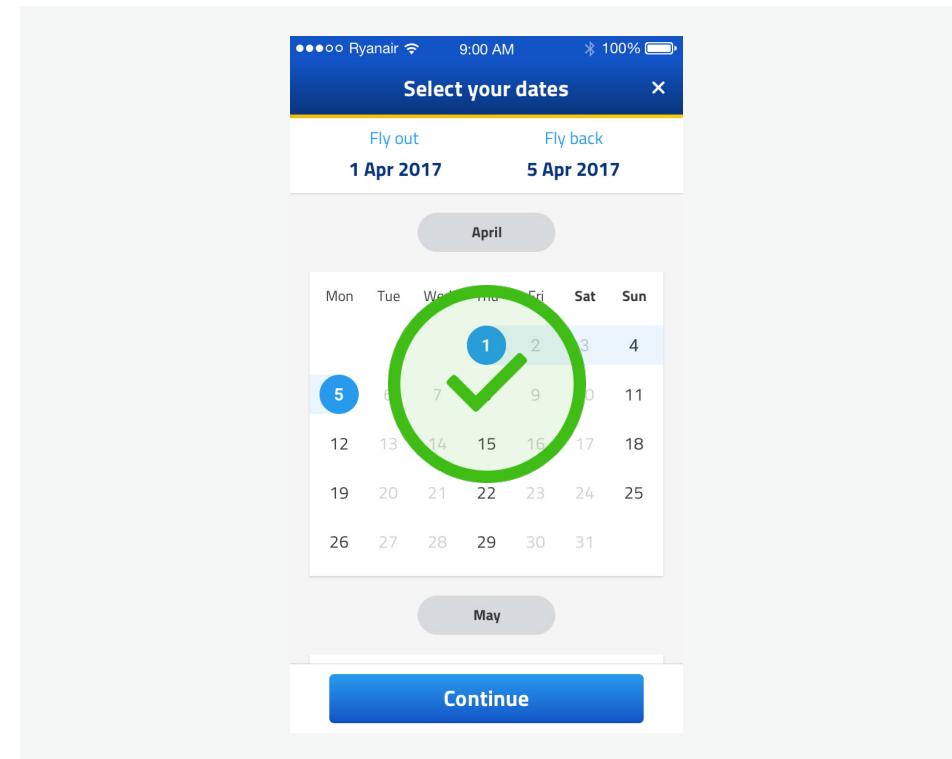
### ✖ Don't

Don't try to make "everything highlighted" by adding multiple colours.  
**Why?** Giving too much focus to too many elements makes the design hard to follow.



### ✓ Dos

Use toned down, simplified and consistent colours.



# Fonts

How to use Ryanair Fonts

## Roboto Font

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

Use Roboto if you are working on 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

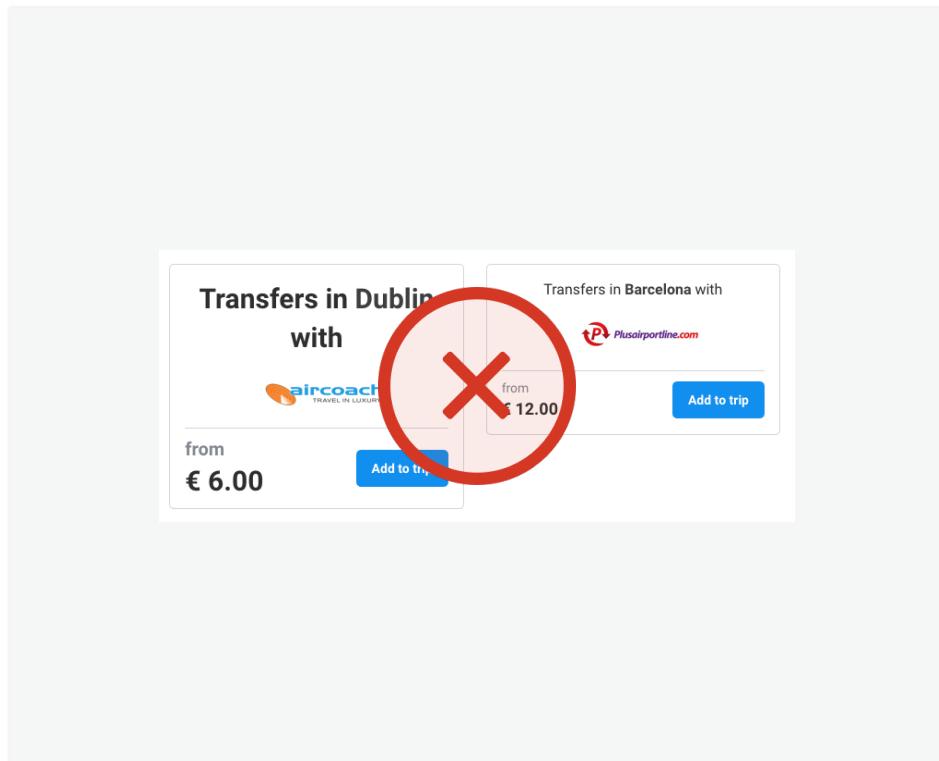
***Bold Italic***

# Fonts

## How to use Ryanair Fonts

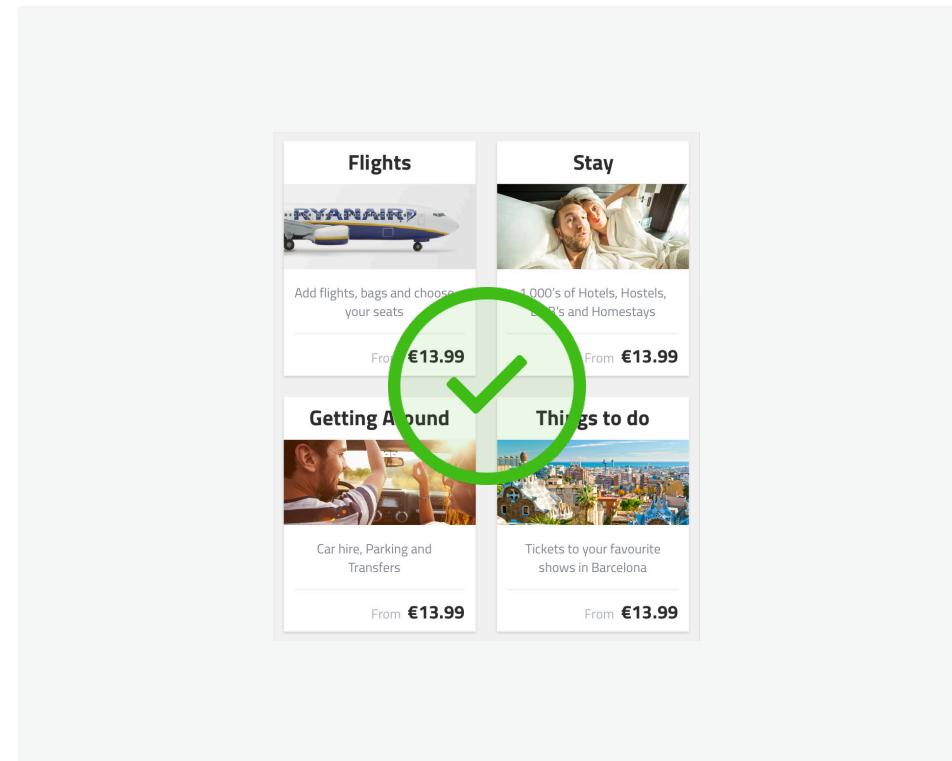
### ✖ Don't

Mix font weights and sizes for equal UI elements



### ✓ Dos

Keep font sizes and weights consistent.



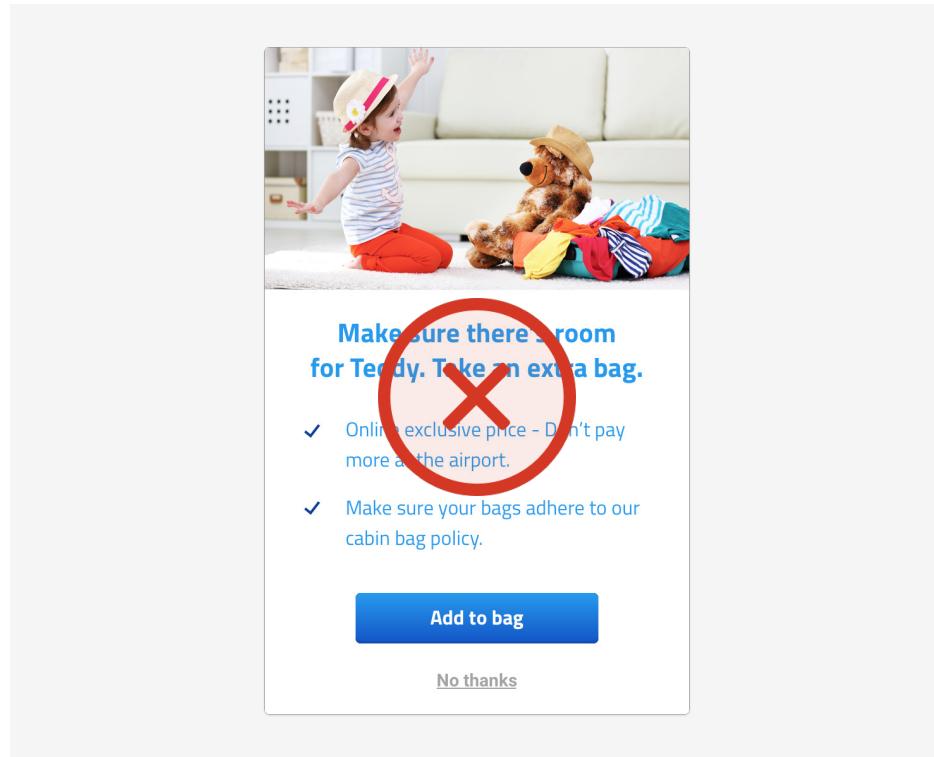
# Fonts

## How to use Ryanair Fonts

### ✖ Don't

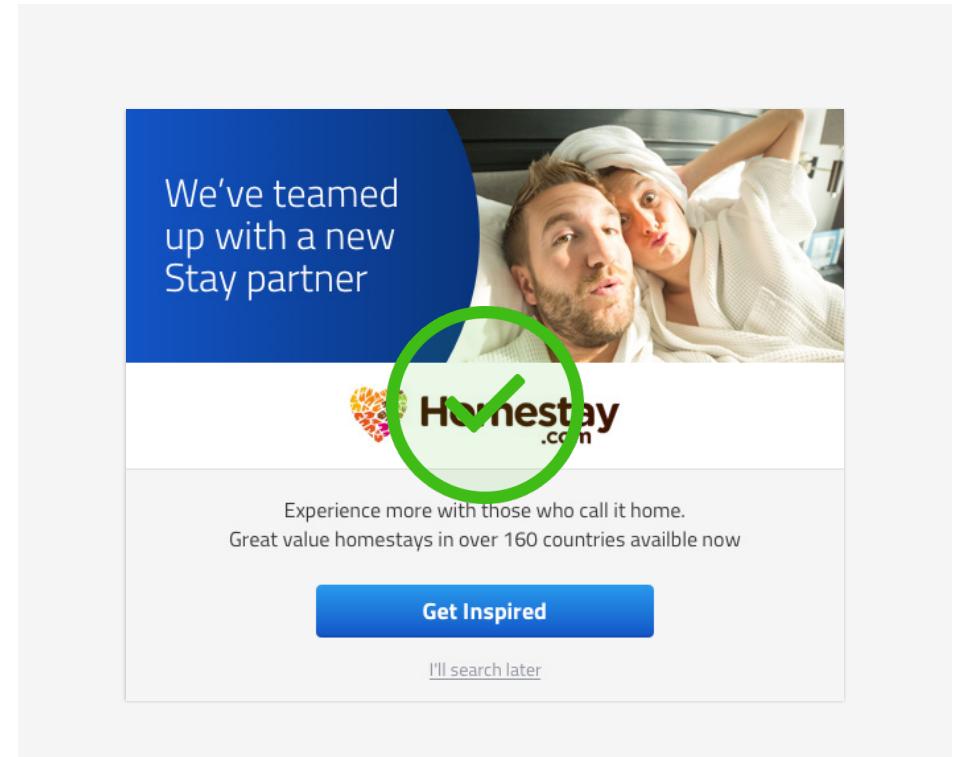
Don't use functional font colour for static text.

**Why?** To make the right association between colours and functions (i.e. blue is link text)



### ✓ Dos

Follow our Colour Guidelines for different text types.

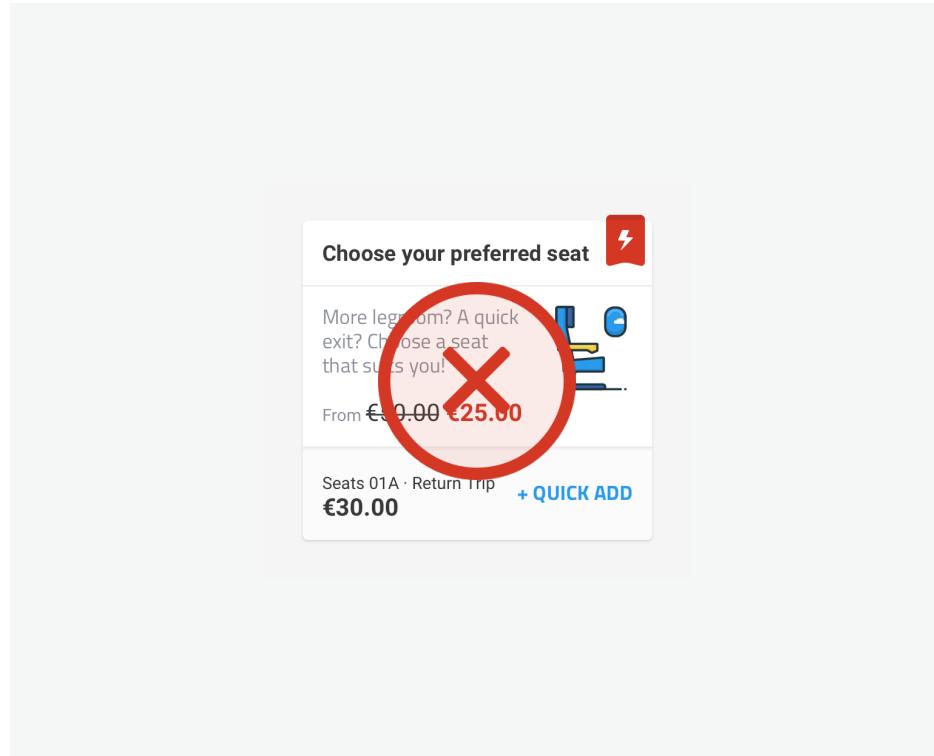


# Fonts

## How to use Ryanair Fonts

### ✖ Don't

Don't mix two different font families (Roboto and Titillium) in one project.



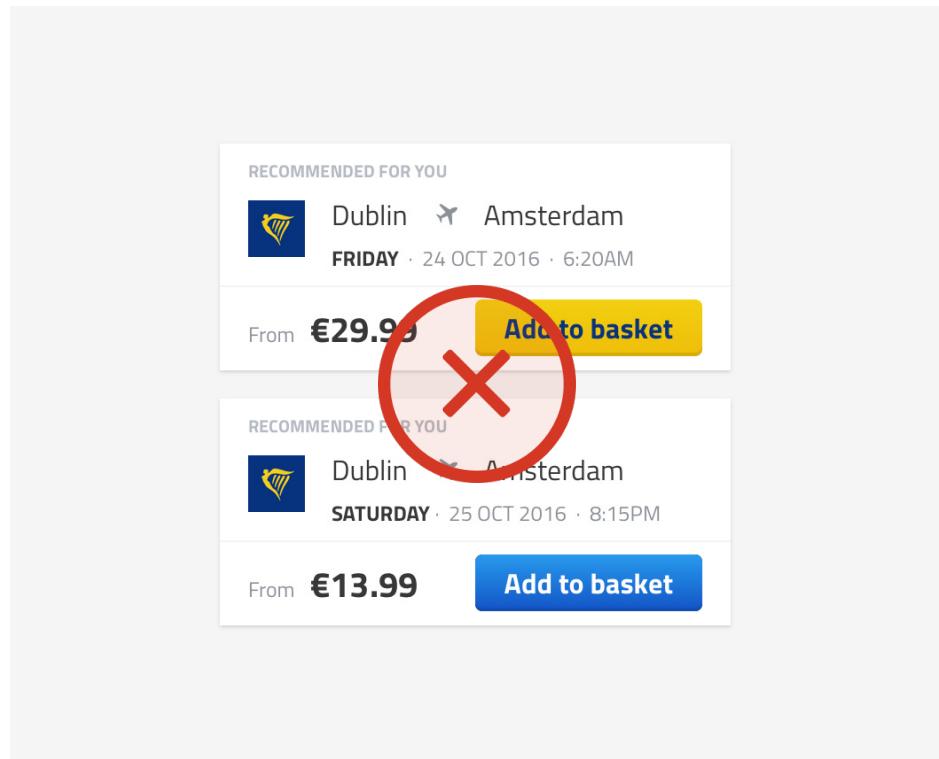
# UI Elements

## Global UI rules

### ✖ Don't

Don't mix button styles within the same or similar elements.

**Why?** Because it breaks the visual consistency and makes the button function difficult to understand.



### ✓ Dos

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

**Why?** It's much easier to scan with the functional aspect still maintained.

Car hire in Amsterdam

Car Model	Rental Company	Rating	Price	Action
Fiat 500L or similar	Budget	Excellent 9.2 /10	€ 25.44/day Total € 203.48	<a href="#">View details</a>
Fiat 500 or similar	SIXT	Excellent 8.5 /10	€ 26.99/day Total € 215.98	<a href="#">View details</a>
Renault Twingo or similar	Europcar	Excellent 8.5 /10	€ 26.99/day Total € 215.98	<a href="#">View details</a>
Volkswagen Polo or similar	Europcar	Excellent 8.5 /10	€ 27.88/day Total € 223.01	<a href="#">View details</a>
Peugeot 208 or similar	Europcar	Excellent 8.5 /10	€ 27.88/day Total € 223.01	<a href="#">View details</a>
Volkswagen Polo or similar	SIXT	Excellent 8.5 /10	€ 30.41/day Total € 243.25	<a href="#">View details</a>

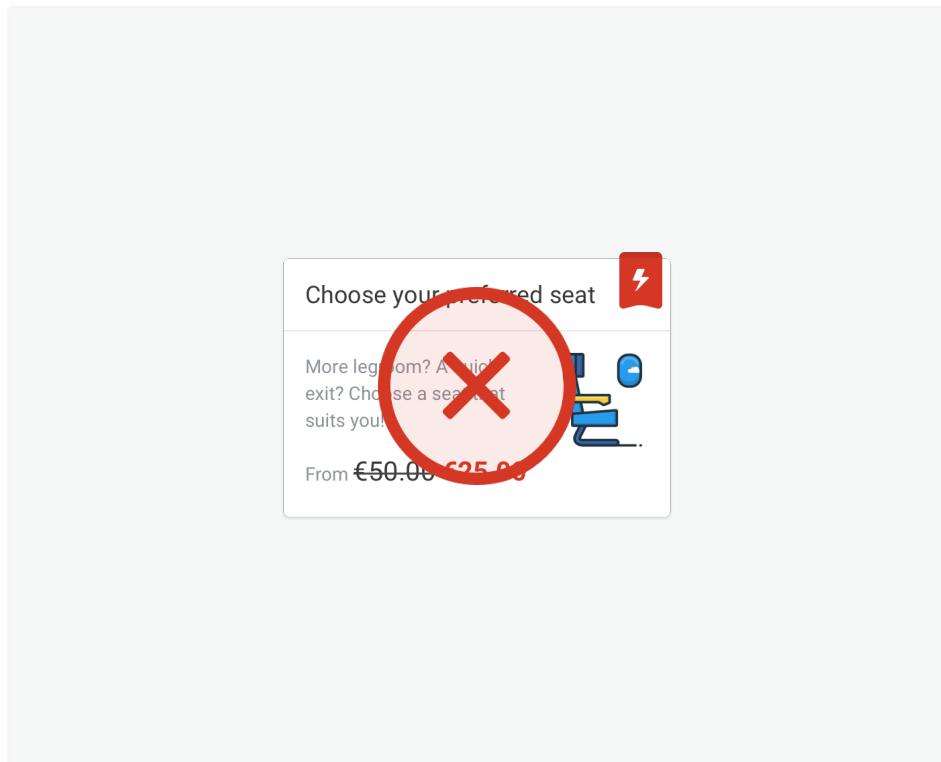
[View all cars](#)

# UI Elements

## Global UI rules

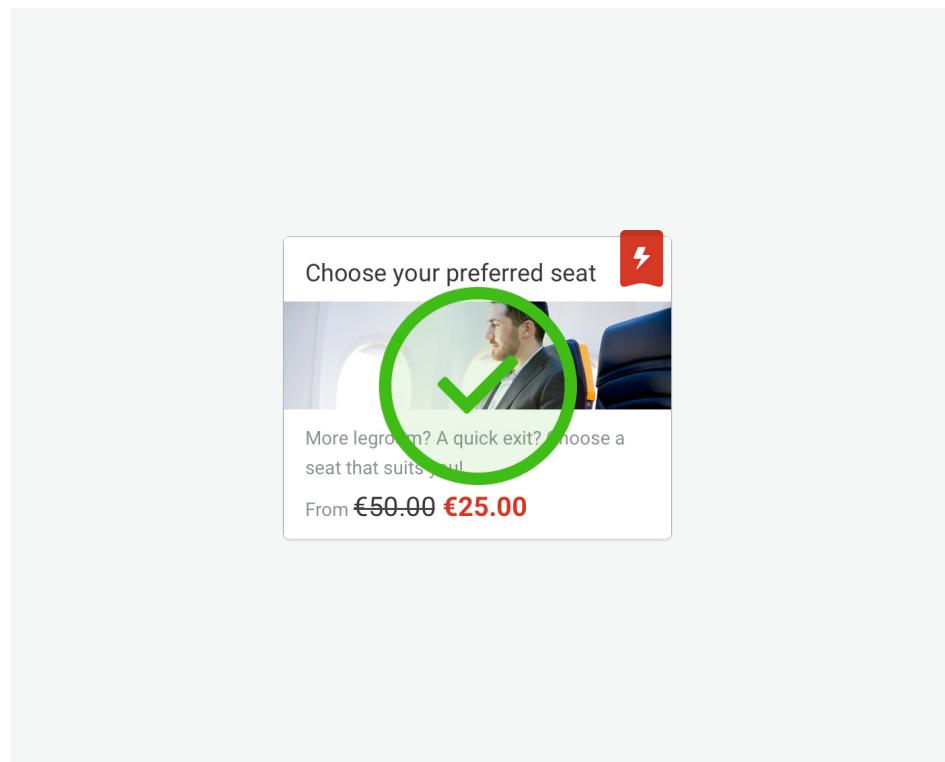
### ✖ Don't

Aim to move away from using product illustrations



### ✓ Dos

Instead, replace it with our brand photographs.



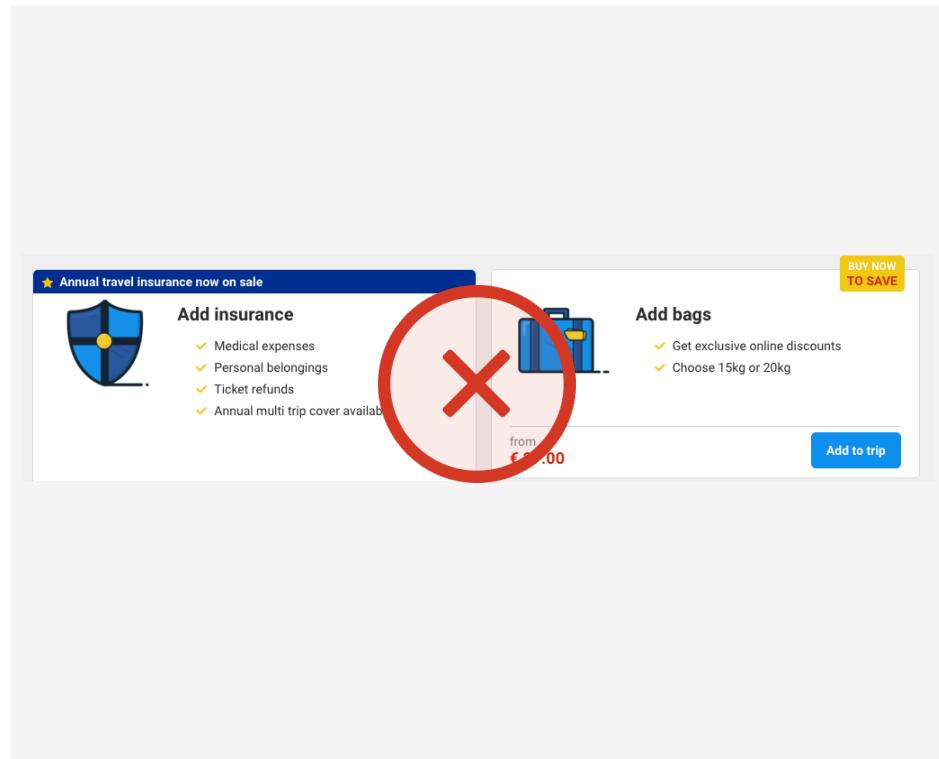
# UI Elements

## Global UI rules

### ✖ Don't

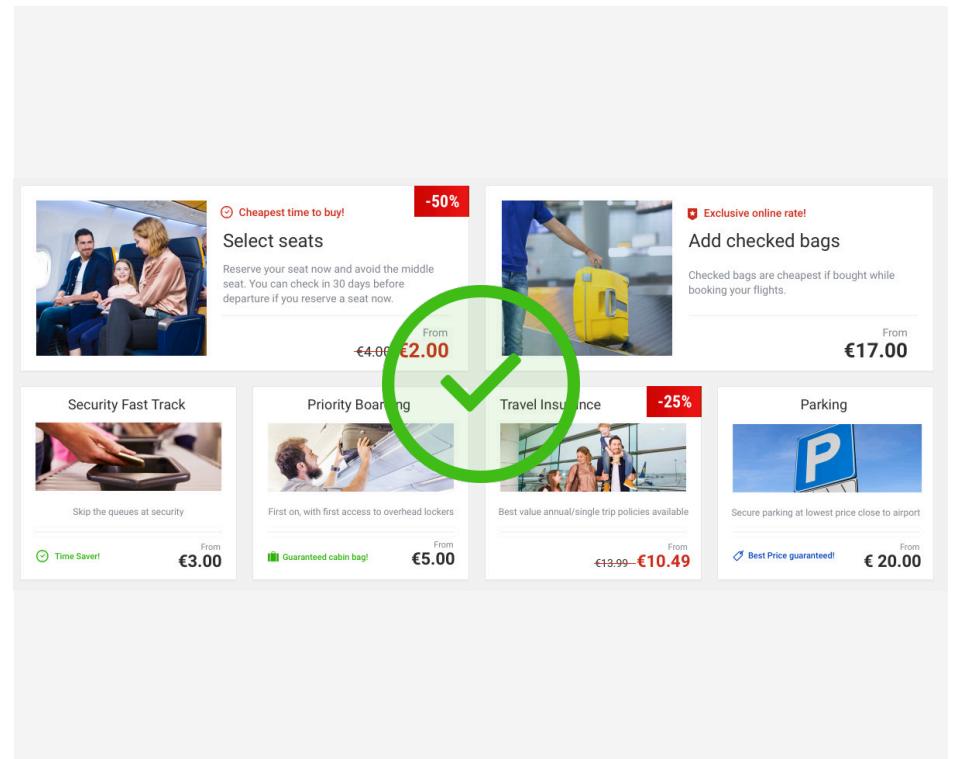
Don't leave excessive white space around UI elements (i.e. products cards).

**Why?** it makes the elements look unfinished or/and poorly designed.



### ✓ Dos

Utilize available white space and the content. Set visual balance to avoid empty white space.



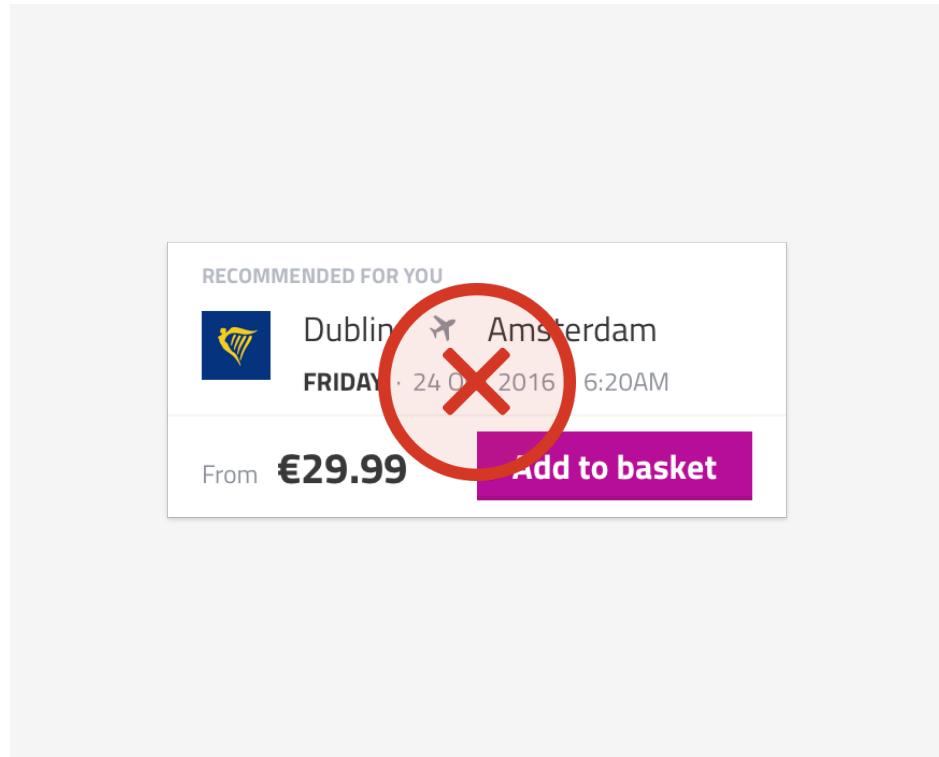
# UI Elements

## Global UI rules

### ✖ Don't

Don't create new styles for buttons just to fit one scenario.

**Why?** Because it breaks the visual consistency and makes the button function difficult to understand.



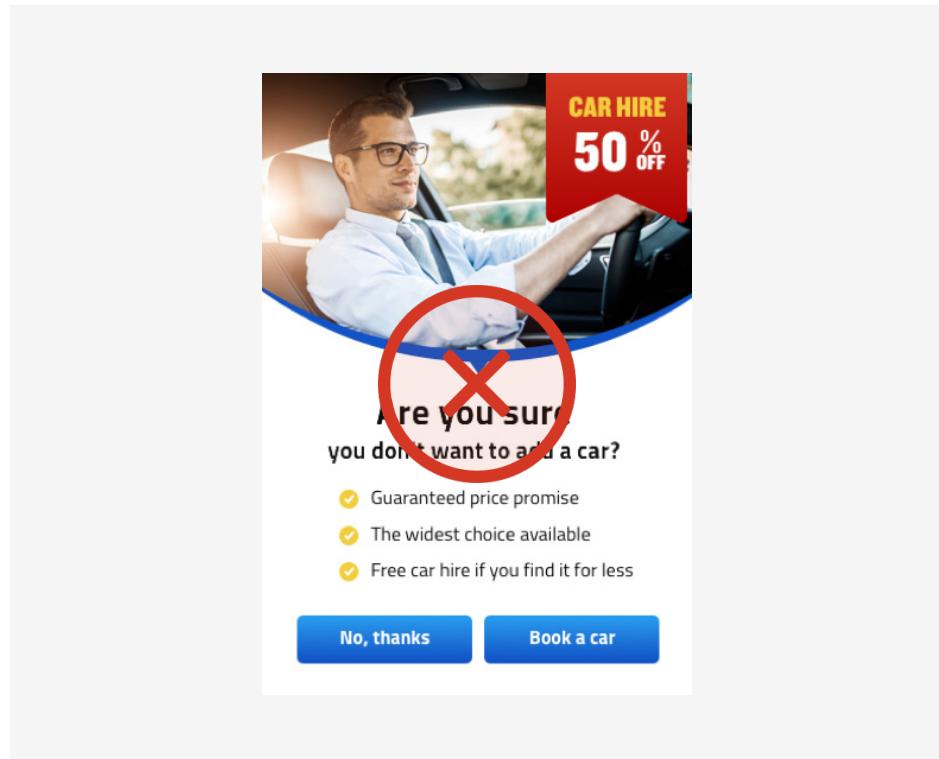
# UI Elements

## Pop-ups

### ✖ Don't

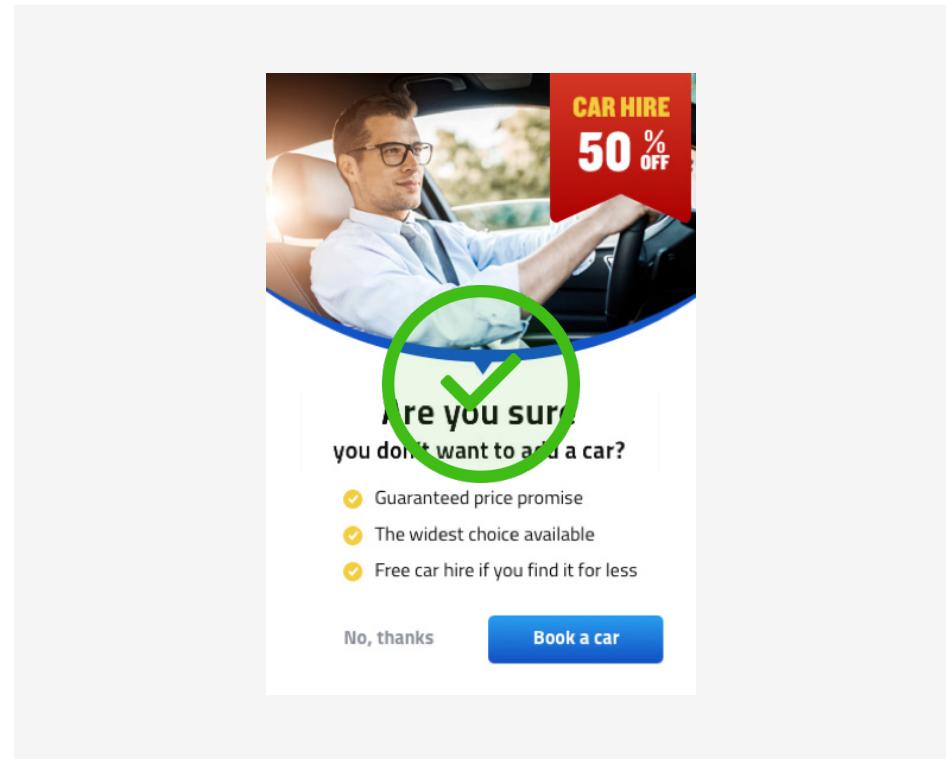
When two actions are expected (primary and secondary), don't use the same CTA style.

**Why?** It makes it difficult to choose the required action.



### ✓ Dos

Indicate the preferred action with the primary CTA.

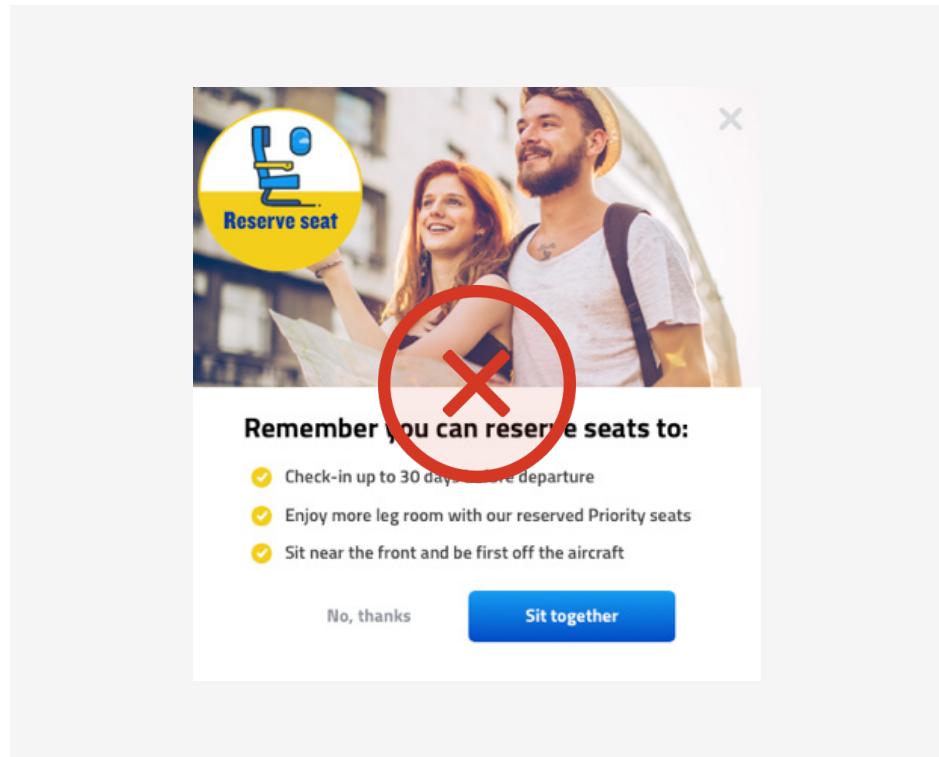


# UI Elements

## Pop-ups

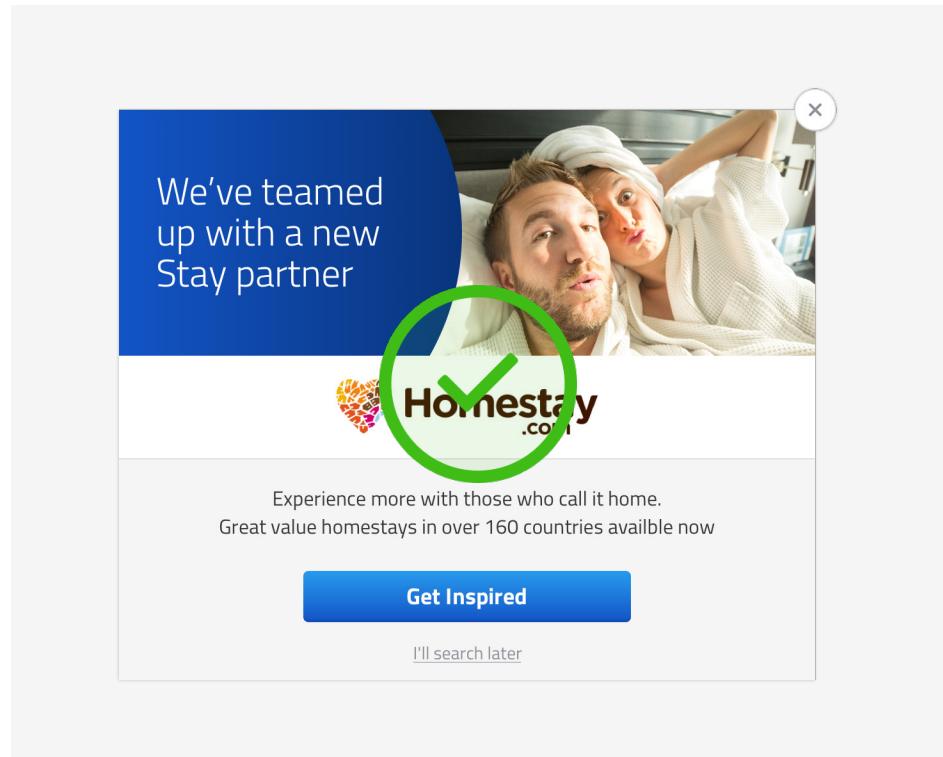
### ✖ Don't

Don't make the Close Button difficult to find.



### ✓ Dos

Follow the standards and place it visibly in the top/right corner

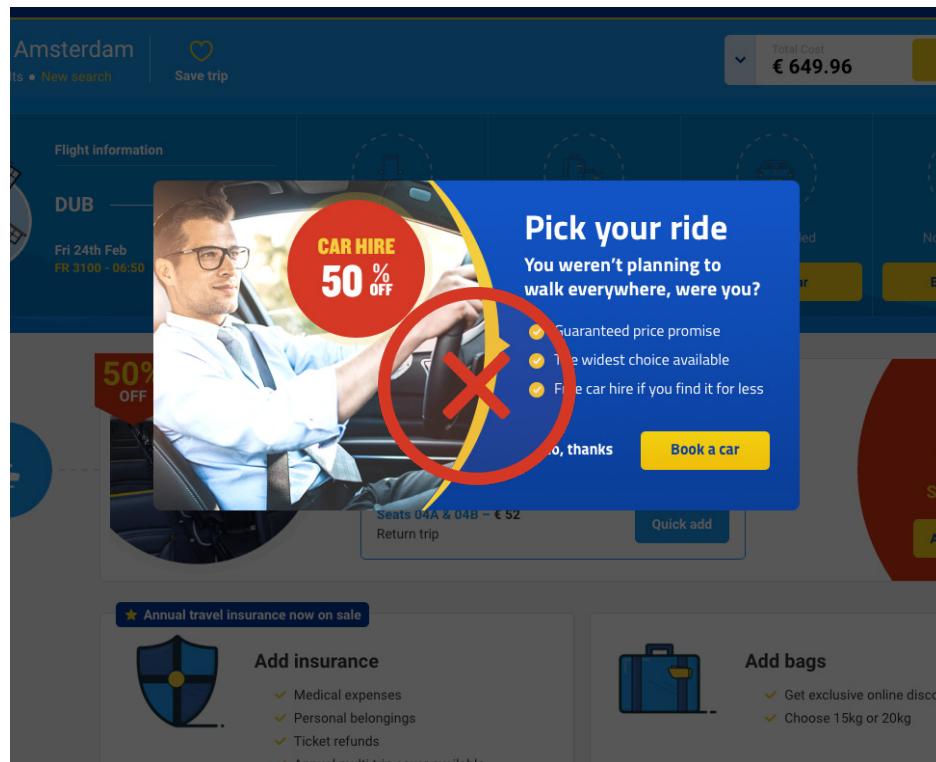


# UI Elements

## Pop-ups

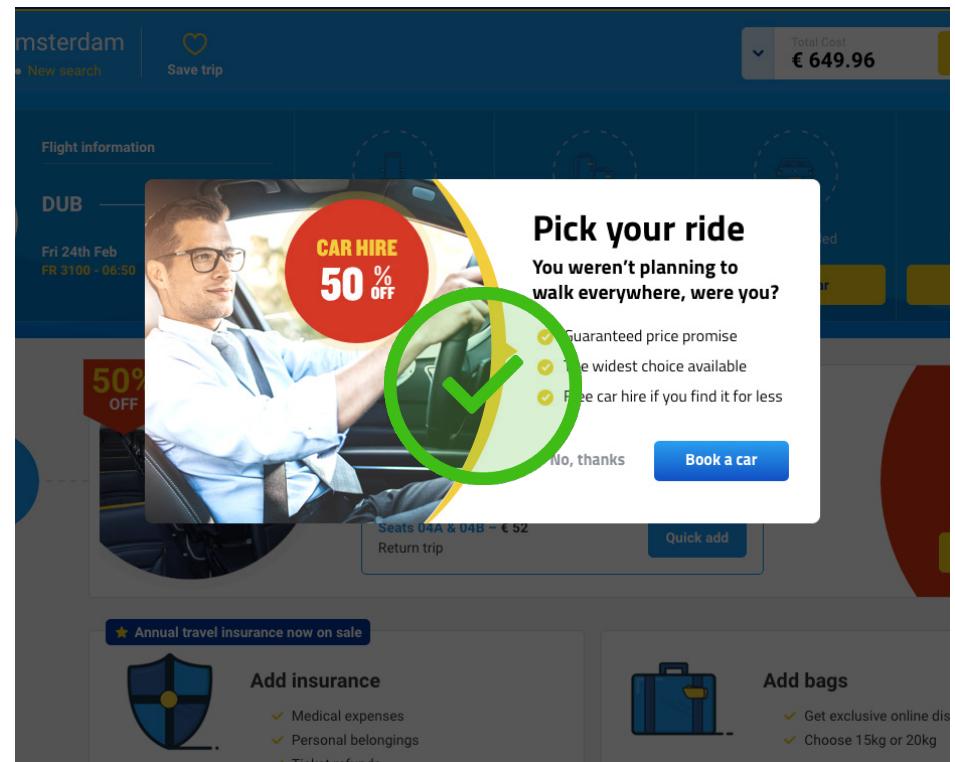
### ✖ Don't

Make sure the contrast between overlay and background is strong enough.



### ✓ Dos

Make sure the contrast between overlay and background is strong enough.

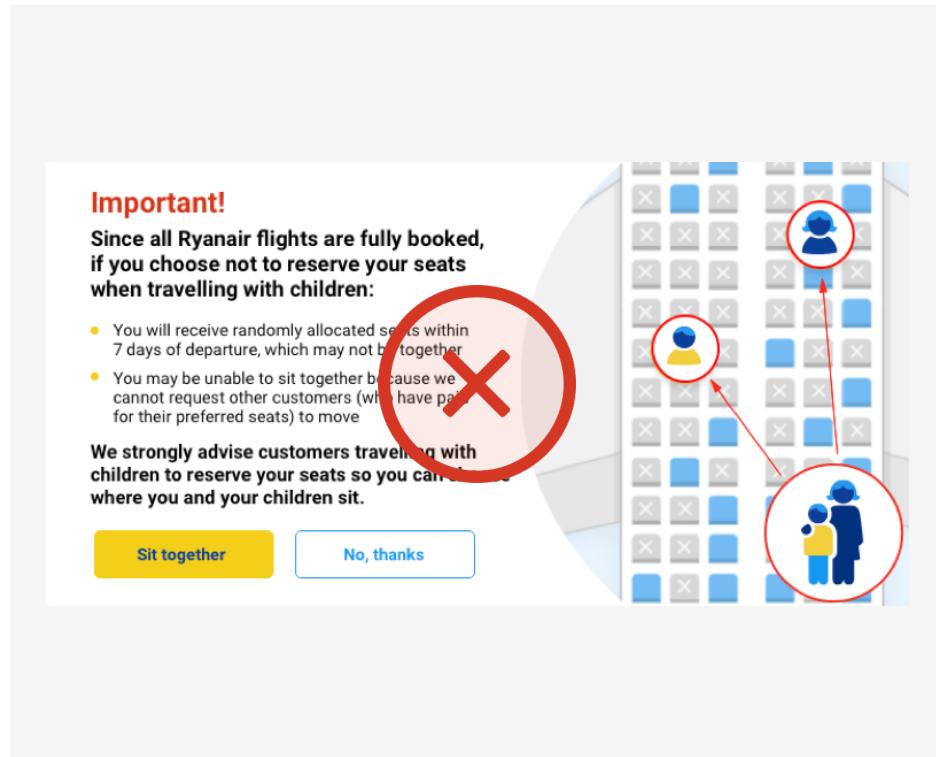


# UI Elements

## Pop-ups

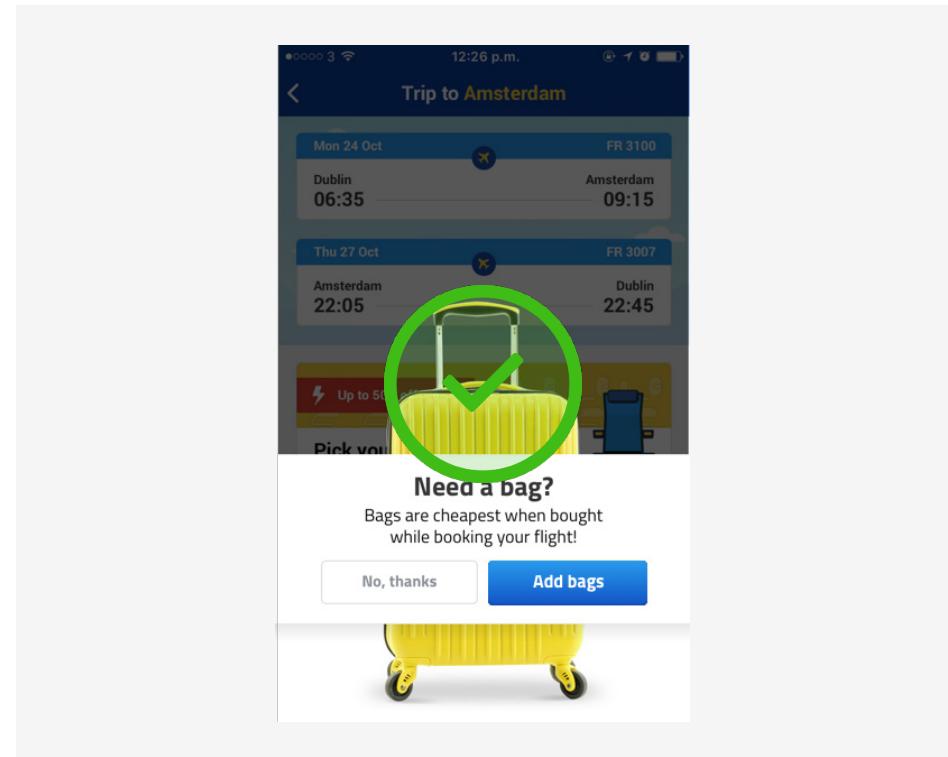
### ✗ Don't

Too much information makes it difficult to get the message across.



### ✓ Dos

Keep pop-up simple and easy to read.

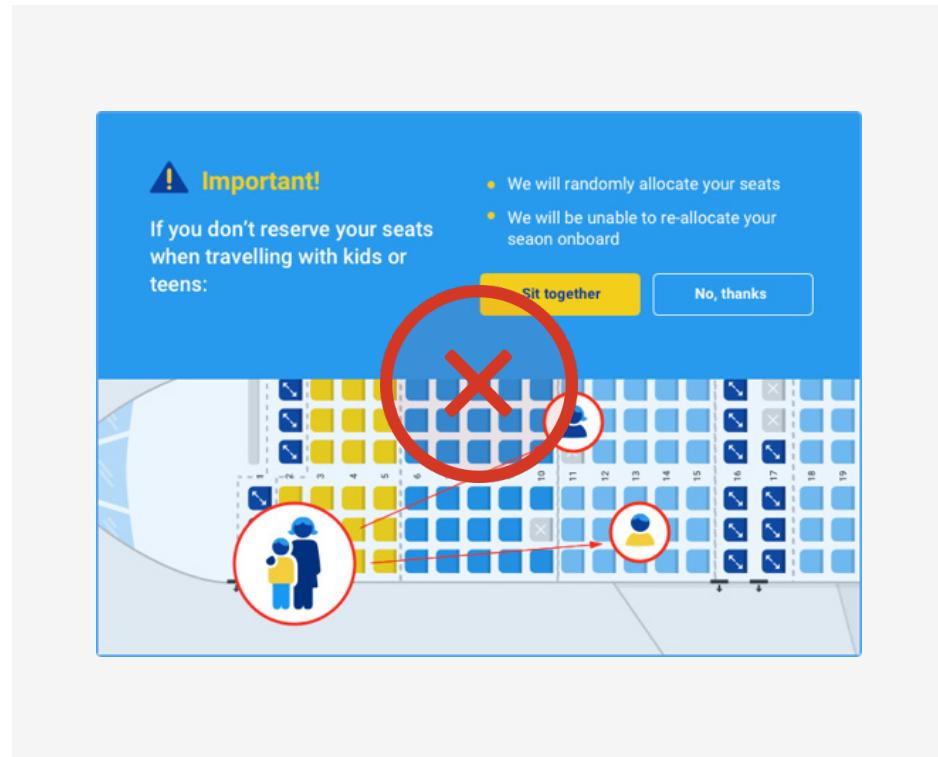


# UI Elements

## Pop-ups

### ✖ Don't

Colours that blend too much make the layout difficult to understand.



# Merchandising

## Ryanair Merchandising

### 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

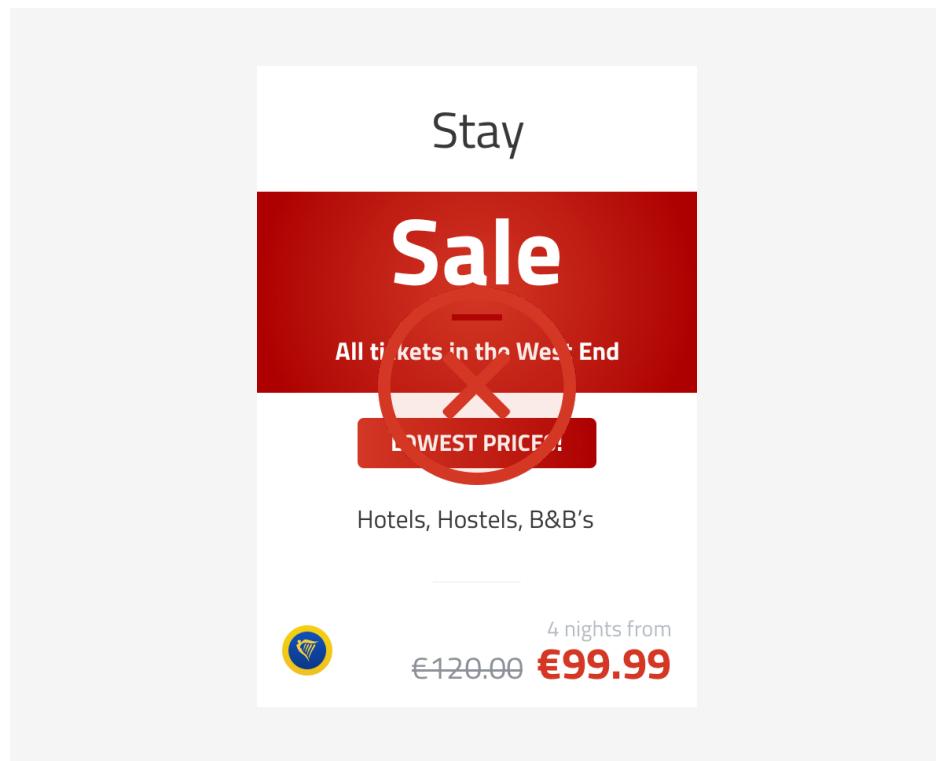
 4 nights from **€120.00** **€99.99**

# Merchandising

## Ryanair Merchandising

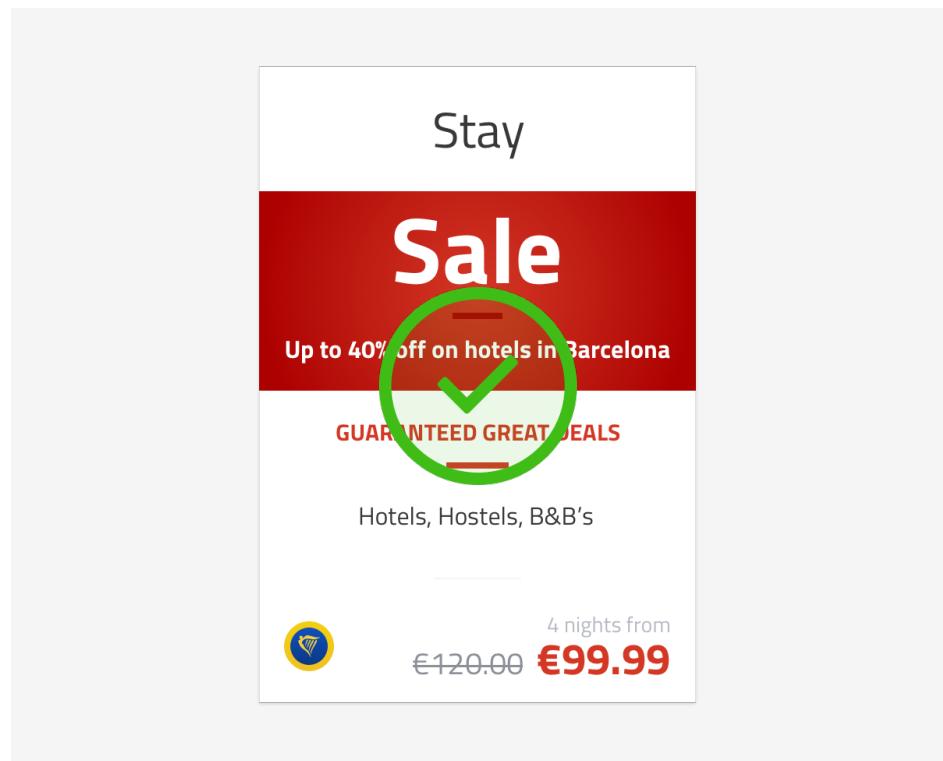
### ✖ Don't

Use Strong Supporting Tag together with Loud Visual



### ✓ Dos

Use Basic Supporting Tag together with Loud Visual

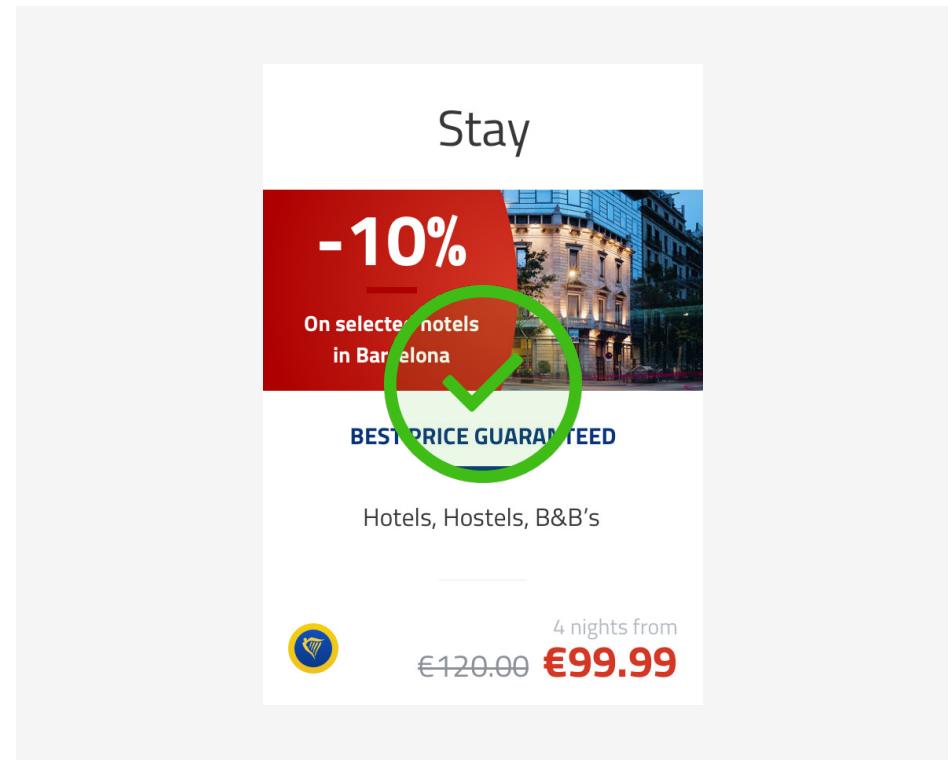
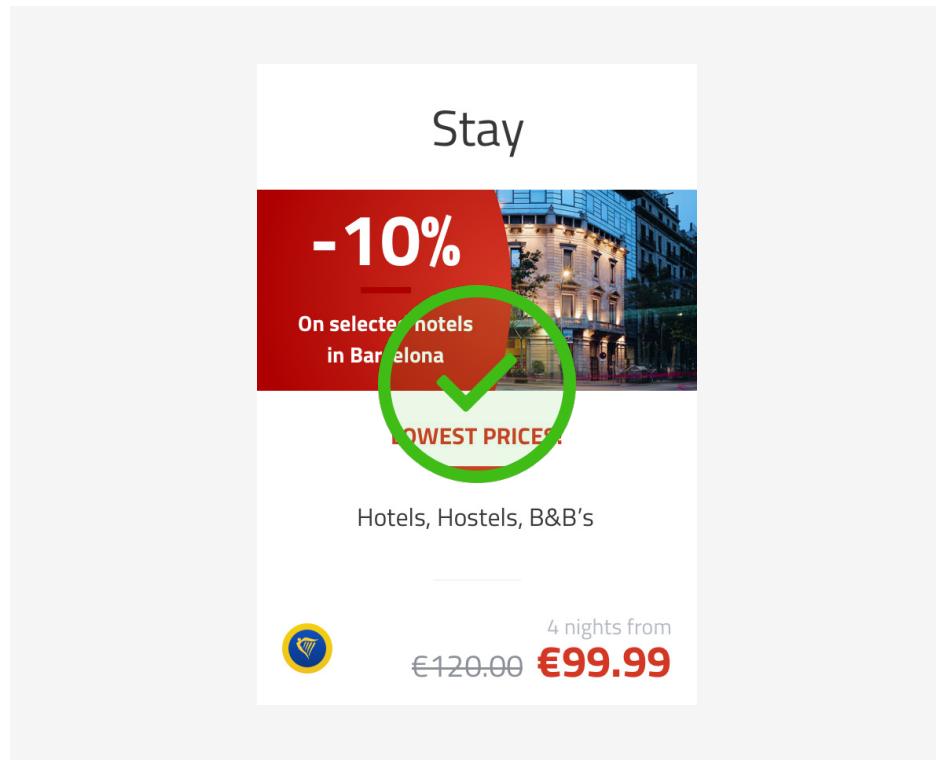


# Merchandising

## Ryanair Merchandising

### ✓ Dos

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

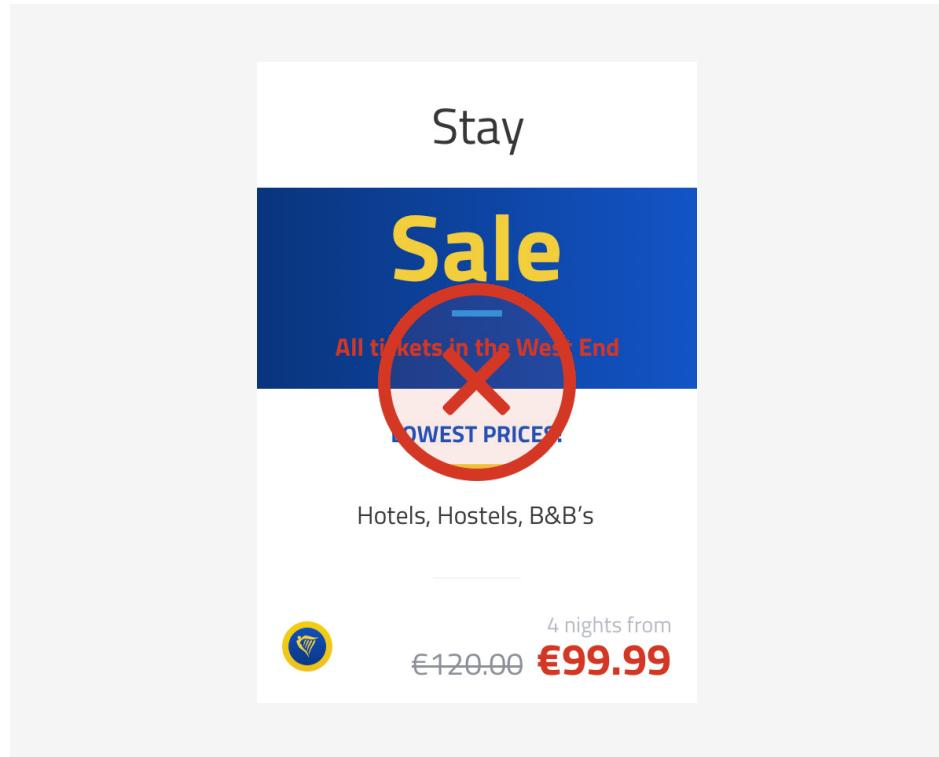


# Merchandising

## Ryanair Merchandising

### ✖ Don't

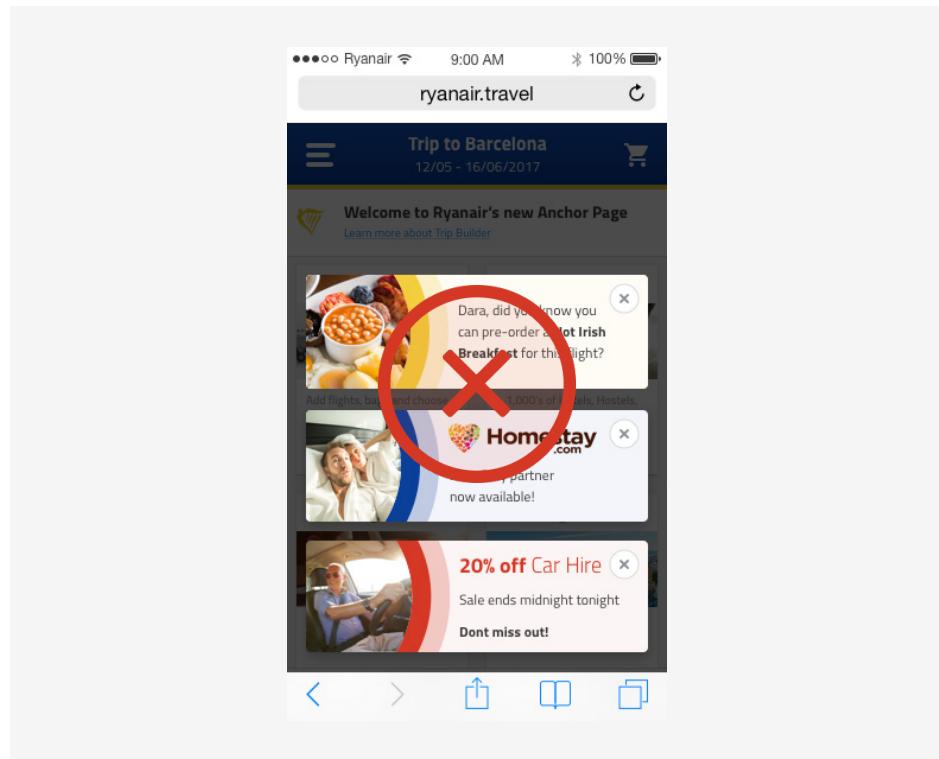
Change Merchandising colour palette. Red and white are Ryanair Merchandising colours.



# Messaging

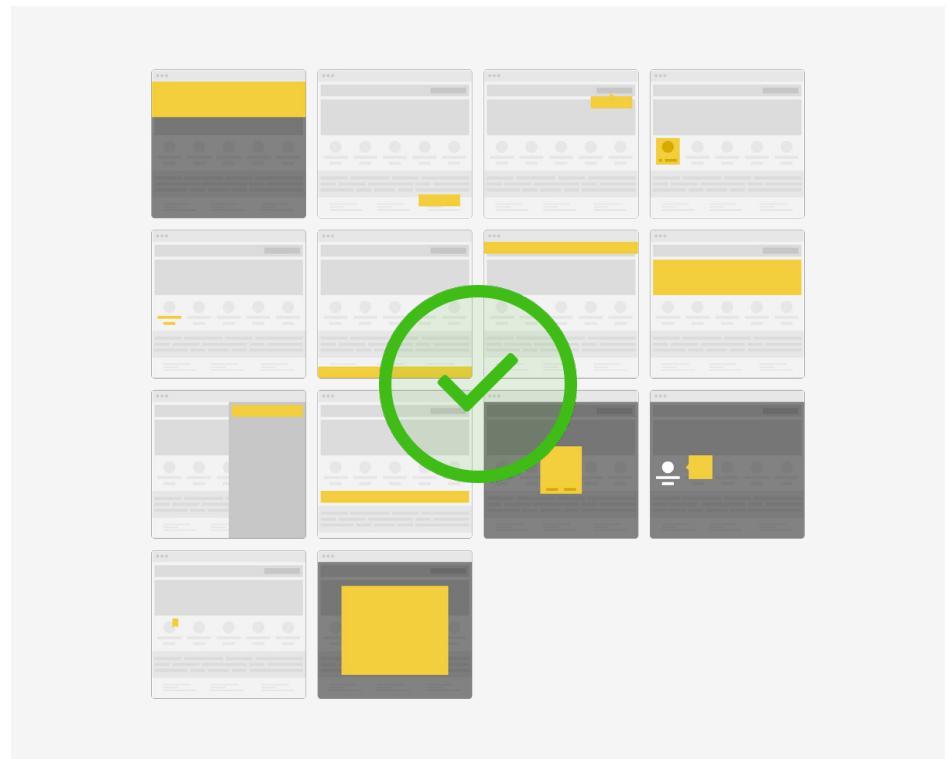
## ✖ Don't

Avoid displaying too many messages at the same time.



## ✓ Dos

Follow our messaging placement guidelines.



# Trade

## Email

### ✖ Don't

Do not create email sections outside cards. The main exception from that rule are typical banners.

**Important information for your flight**  
Book and manage your family trip with us

Bags Seats Priority boarding Travel insurance Security fast track

**Your itinerary**

To Barcelona	FR 3101	To Dublin	FR 3232
06:05 DUB	09:00 BCN	12:05 BCN	16:00 DUB
03/03/2017	03/03/2017	12/03/2017	15/03/2017
Dublin T1	Barcelona T1	Dublin T1	Barcelona T1

**Receipt**  
Total paid via Visa ending in XXXX **€198.23**

[Share your trip](#) [See full itinerary](#)

### ✓ Dos

Use cards to create recognizable main email sections. All email sections should be wrapped by cards unless they create a logic group requiring heading outside of them. Keep margins between cards.

**Important information for your flight**  
Book and manage your family trip with us

Bags Seats Priority boarding Travel insurance Security fast track

**Your itinerary**

To Barcelona	FR 3101	To Dublin	FR 3232
06:05 DUB	09:00 BCN	12:05 BCN	16:00 DUB
03/03/2017	03/03/2017	12/03/2017	15/03/2017
Dublin T1	Barcelona T1	Dublin T1	Barcelona T1

**Receipt**  
Total paid via Visa ending in XXXX **€198.23**

[Share your trip](#) [See full itinerary](#)

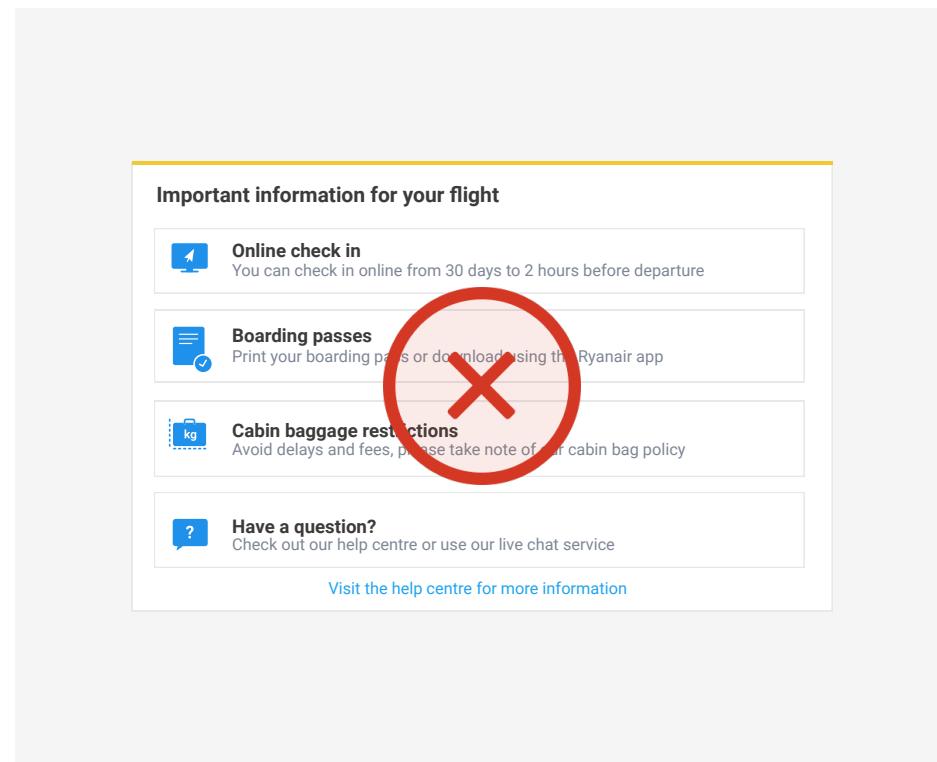
# Trade

## Email

### ✖ Don't

Do not create inner bordered subsections.

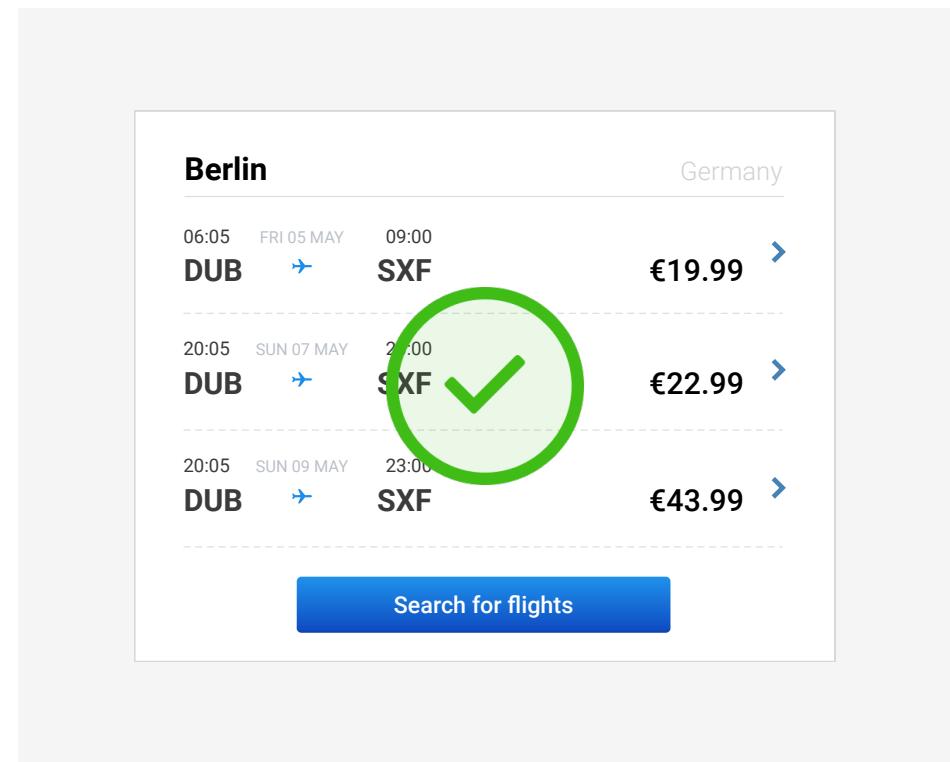
**WHY:** In some circumstances they could look like nested cards. We want to avoid not needed visual complexity as well.



### ✓ Dos

Use gentle grey lines and dashed lines and create cards subsections.

**WHY:** To control visual hierarchy and keep the card less "busy" even when there is complex card content.



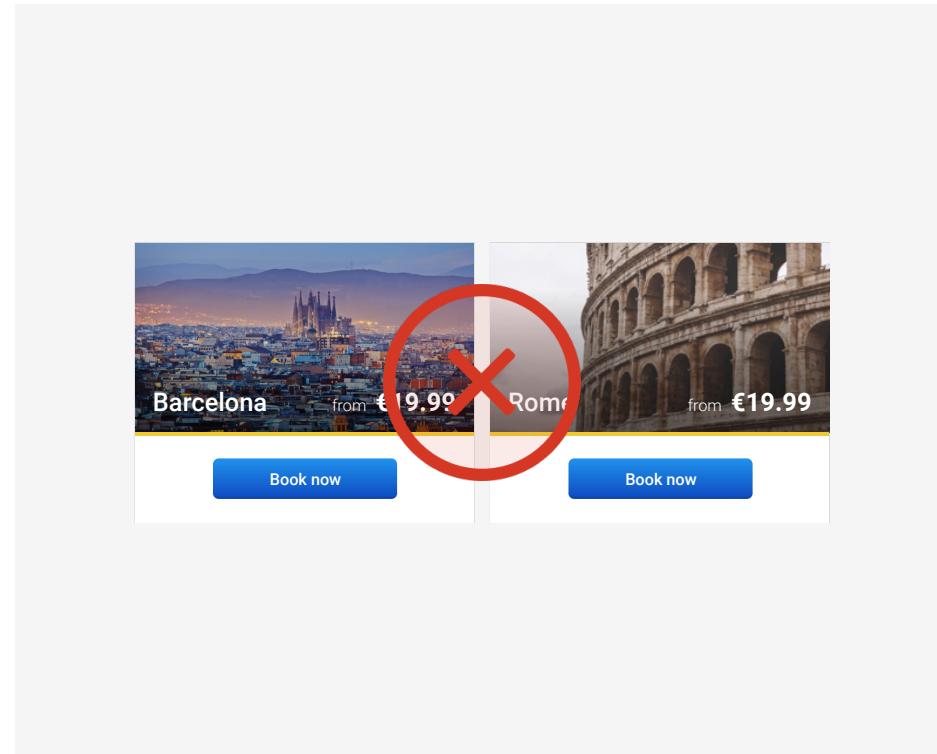
# Trade

## Email

### ✖ Don't

Do not put copy over the card photos.

**WHY:** to keep very good control over contrast between font and background in all possible cases, irrespective of the photo colors and photo complexity. We want to be sure that the copy reaches always a very good standard of readability.



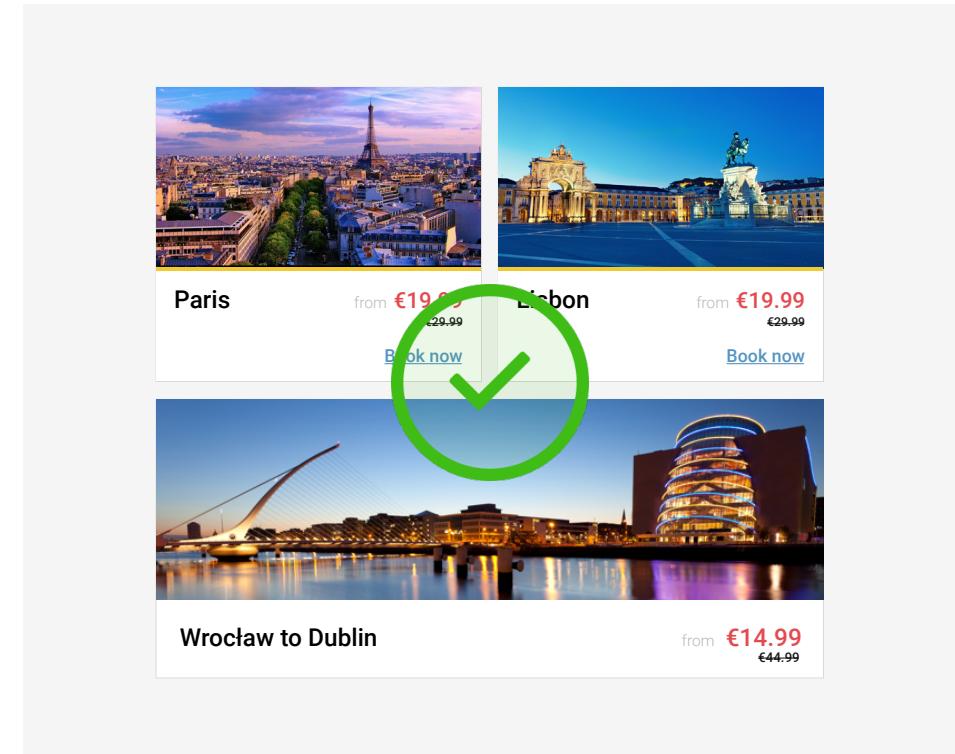
### ✓ Dos

Add photos or other creative graphics to cards.

**WHY:** to make interesting focal points and create visually appealing associations with the main card message.

Separate copy from the image.

**WHY:** To keep the consistency across all possible card types and be sure that email clients display copy correctly.



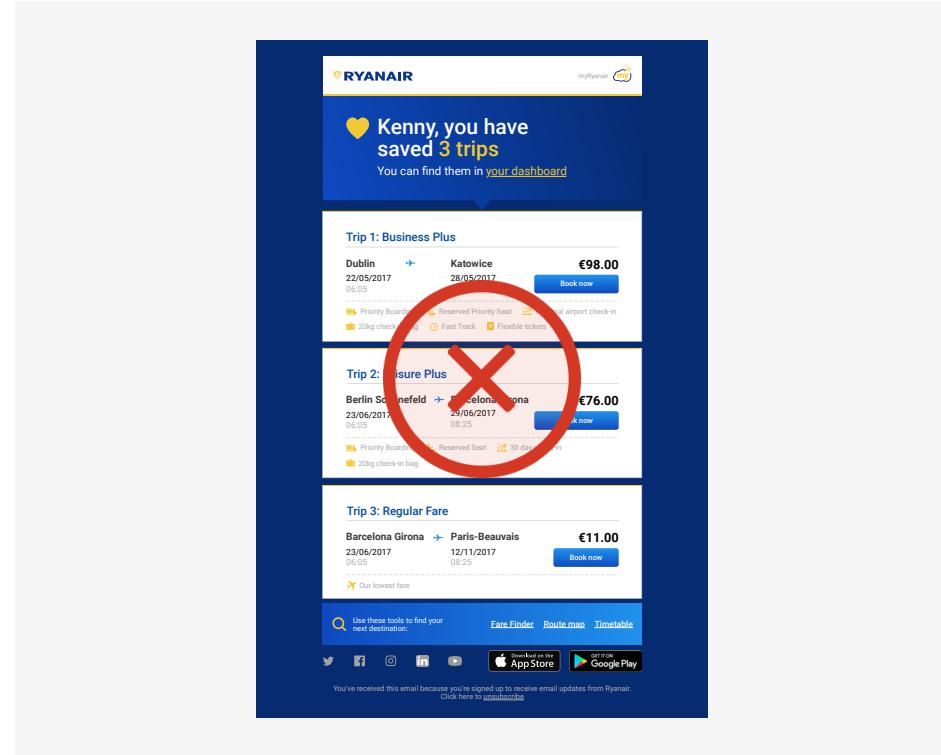
# Trade

## Email

### ✖ Don't

Do not change main email body background colour.

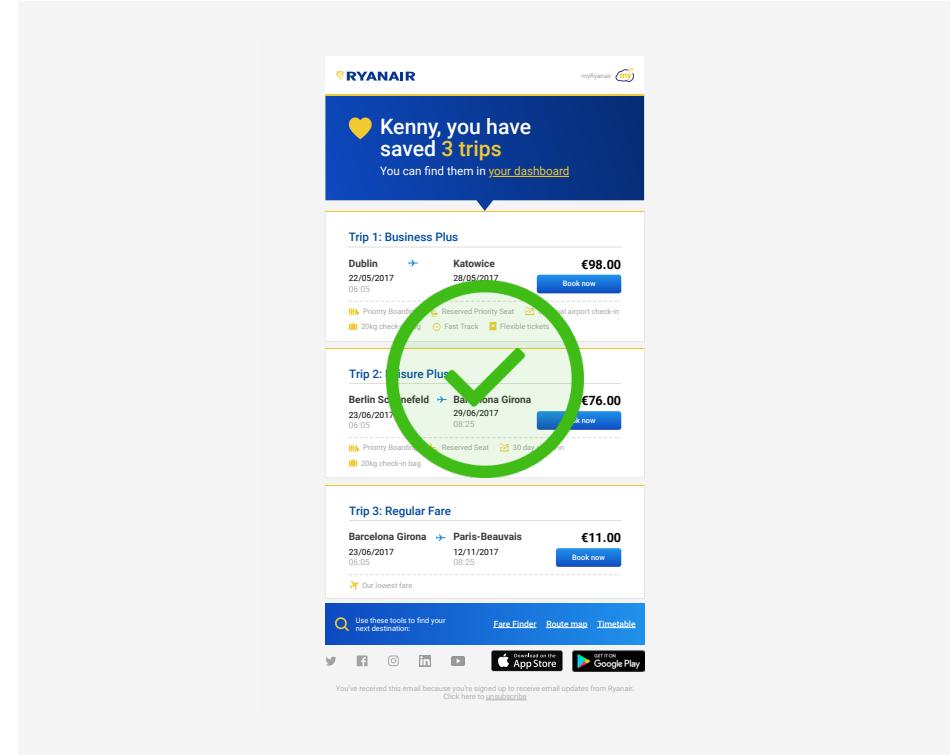
**WHY:** To avoid visual competition between main focal point areas and email background color.



### ✓ Dos

Use ultra light grey as a main email body background colour.

**WHY:** To highlight cards and margins between them.



# Trade

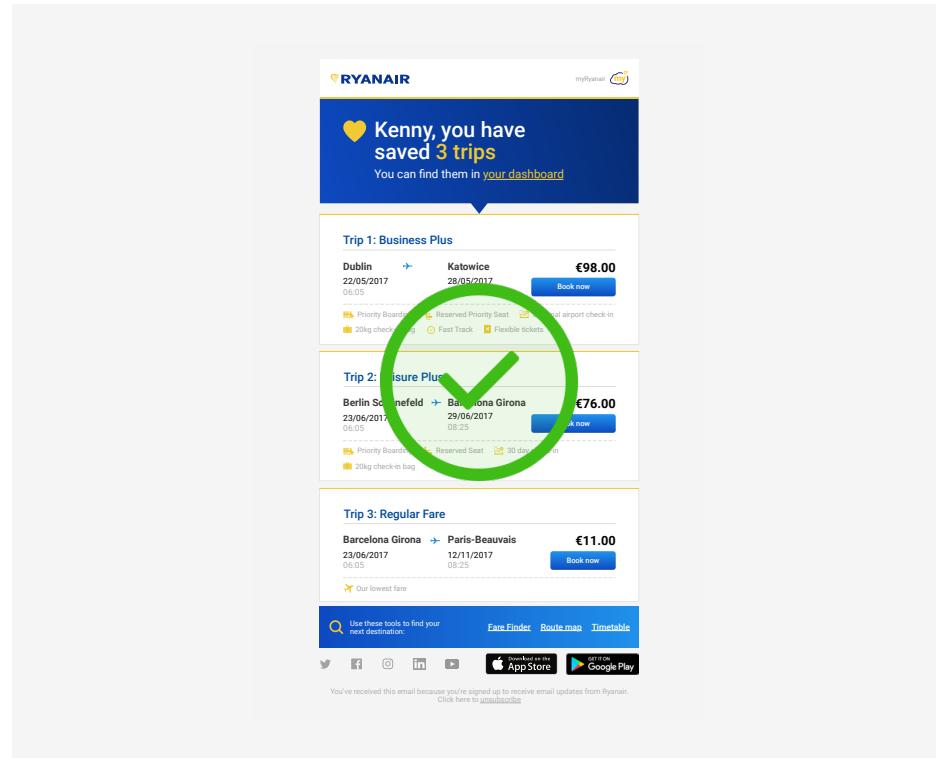
## Email

### ✓ Dos

Use Ryanair Blue Gradient as a background.

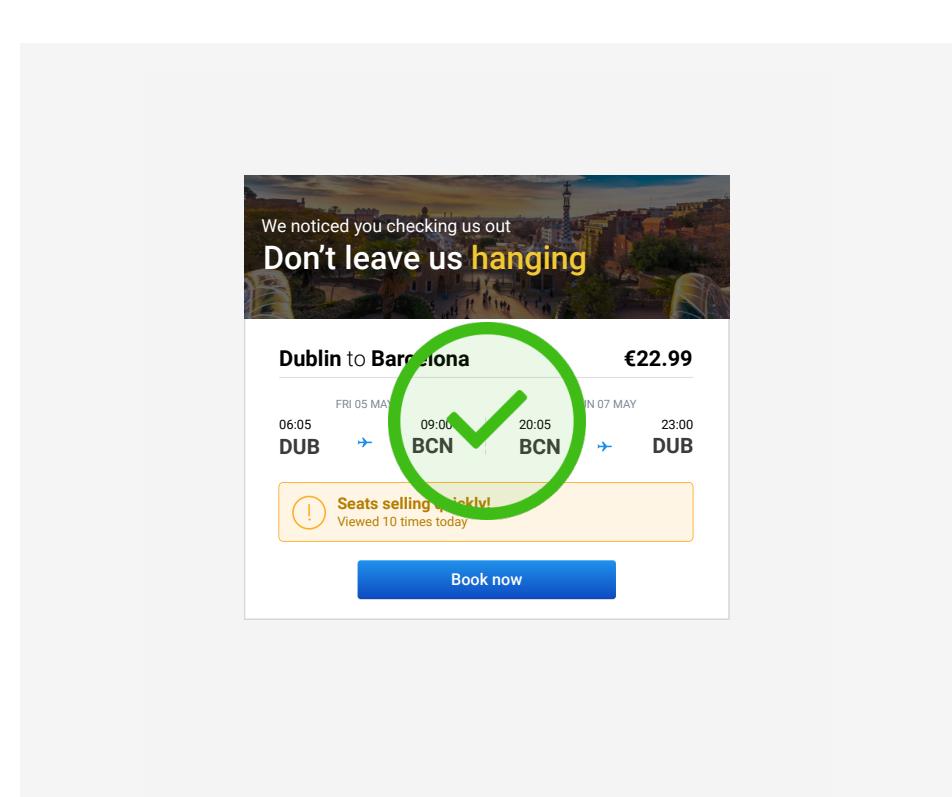
Use large white typography for the main message and yellow to highlight critical words.

WHY: To create one, strong focal point.



### ✓ Dos

Use photos for background and overlays to keep good contrast between copy and photo.



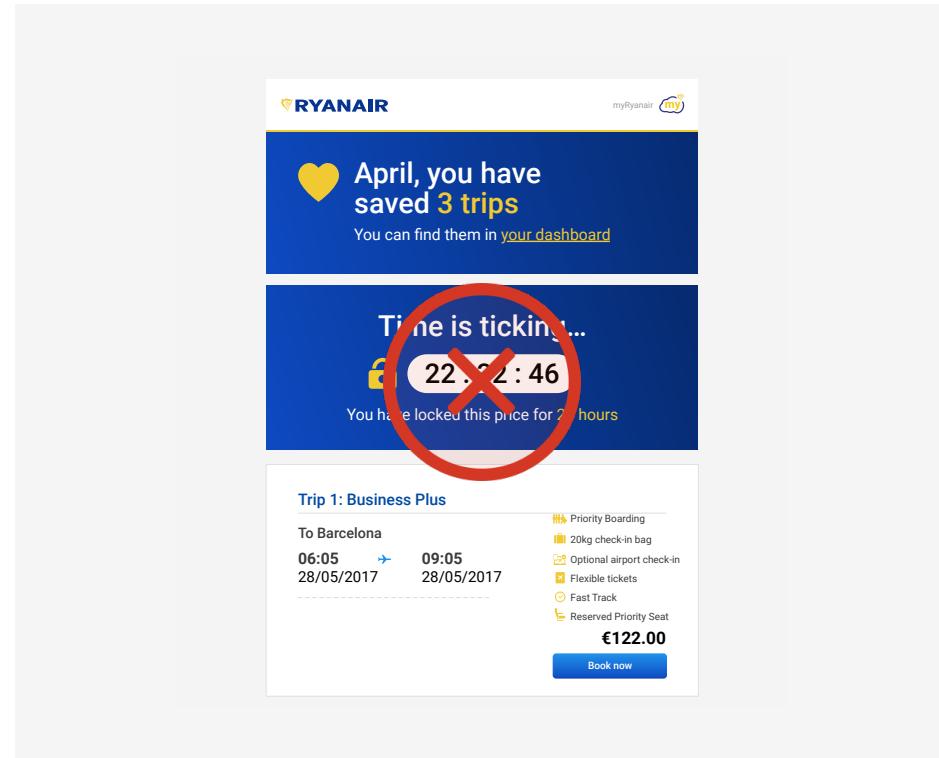
# Trade

## Email

### ✖ Don't

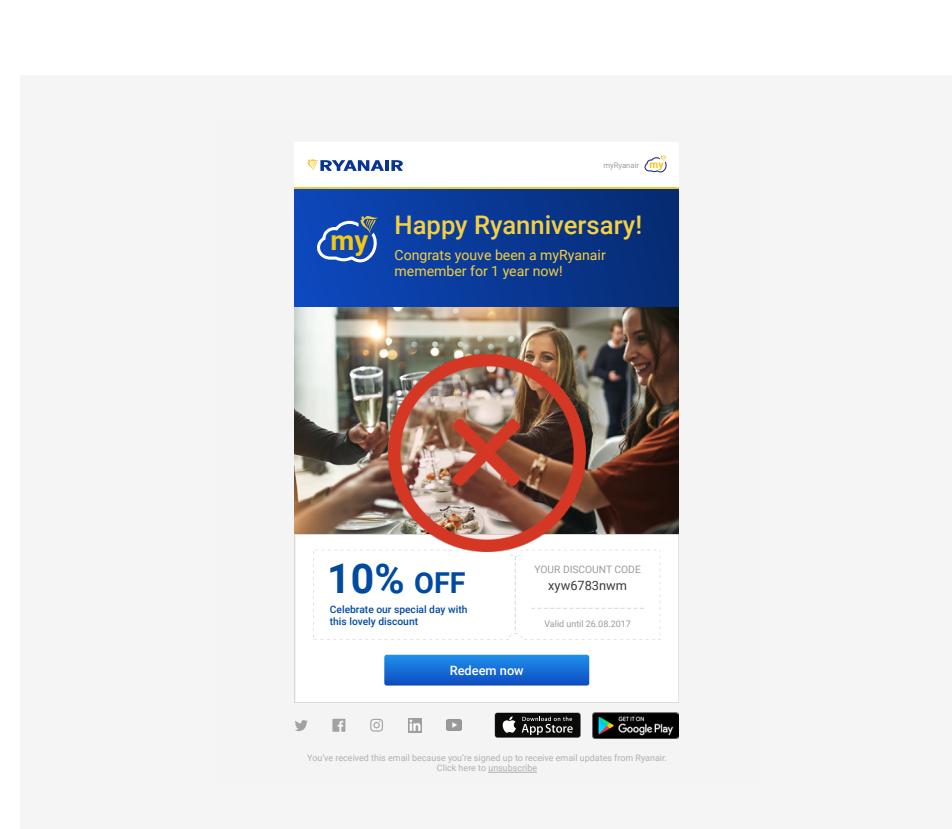
Do not overuse banners, especially when they are positioned one by one.

WHY: To avoid friction and over-complexed look and feel.



### ✖ Don't

Do not overuse yellow color for fonts as it is reserved mainly for highlighting critical wording.



# 3rd Party iFrames

## 3rd Party iFrames

### ✖ Don't

Make sure 3rd party iframes follow our guidelines and match the website content.

