STYLE GUIDE

Tomorrow is just a dream away.

Flushing V8

Objectives

Introduction to the features and goals of Flushing style.

Flushing style has as its main goal the production of clean, elegant content, that transmits sensations of order, purity, indifference and atemporality.

Unlike the natural world, where warm colours like orange or brown are dominant, Flushing uses a much colder colour spectrum. This allows any material using the style to immediately stand out for its contrast.

It is inspired by the neofuturist style of architects like Norman Foster or Santiago Calatrava.

Due to its thin and geometric lines, it becomes a minimalistic visual style, that abstains from getting close to reality, instead forming its own isolated space.

As a conclusion, it can be stated that Flushing does not strive for closeness, integration, or complicity with the user, but simply to transmit information in an efficient manner while keeping distances.

Writing style

This section contains rules and guidelines about language applicable to every type of content.

Capitalization

When and where to use uppercase letters in Flushing style.

As a general rule, uppercase letters should only be used at the beginning of sentences, and on proper nouns like people, brands, products, or services names.

More specifically, the following guidelines should be followed:

- Start titles, headings, paragraphs, buttons, labels, and messages with an uppercase letter.
- Avoid starting sentences with a proper noun that must start with lowercase, such as some brands, products, or services.
- Don't use uppercase letters to express emphasis. Instead, use an adequate emphasis style.
- Don't mix capitalization, unless when part of the name of a brand, product, or service.
- Propagate the capitalization on dash-separated expressions:

All-Uppercase or all-lowercase.

Acronyms

Use of initials and acronyms in text.

In general, acronyms should be written in extended format the first time they appear, like:

The European Aircraft Safety Agency (EASA) is working to improve…

Once defines, they can be written in contracted format in successive apparitions. Whenever possible, avoid the use of acronym tables, indexes or dictionaries on any document following Flushing style.

As an exception to this rule, widely used acronyms, like DVD, USB, or URL can be introduced directly in contracted format.

Avoid using acronyms on titles and headings, whenever possible.

Global content

Good practices to create content that can be used in any linguistic register.

It is generally a good idea to try to ensure that produced content is comprehensible and accessible to many users. To that end, Flushing offers the following recommendations:

- Avoid excessively long paragraphs. That could cause tiredness or disorientation in the reader.
- Similarly, try to organize sequences of paragraphs through the use of the various headings. It is important that documents have a logical structure to facilitate comprehension.
- Whenever possible, it is recommended to omit articles. This makes the content appear more neutral and professional:

Use of capitalization instead of Use of the capitalization.

- When designing text labels or status reports, attempt to omit verbs if possible. This allows such content to be easily consumed by removing unnecessary content:

Access denied instead of Access has been denied.

- Vocabulary should be chosen to be as wide and generic as possible, avoiding local or colloquial terms. This ensures that the content will be accessible to a larger number of users:

State your business instead of Oi, mate! Whaddaya doin'.

- Mind the use of certain words to avoid double meanings.
- Avoid having more than two sentences joined by conjunctions. It is preferable to separate them, even if this causes a repetition of the subject.
- Most words should use the British spelling, except those that would end in -re, like centre or spectre. They will be written in American spelling, in this case center and specter.

Numbers

Information on how to write numeric values.

As a general rule, numbers equal to or lower than ten will be written in textual format, wile larger numbers will use numeric format. However, because of space limitations, or when mandated by the context or content, it is possible to write any number in numeric format.

- When expressing ranges or sets, both ends must be written in the same format:

Between one and four or Between 6 and 12 instead of Between 1 and four or Between six and 12.

- Avoid when possible to start sentences with a number. If it becomes unavoidable, write the number in textual format, even if it is greater than ten.
- Decimal fractions can be separated by commas or periods, and no symbol will be used to separate thousands.

If a number becomes hard to read because of its magnitude, there are two ways to facilitate its comprehension:

- Express part of the magnitude with words: 250 million instead of 250000000.
- Use scientific notation: $250x10^6$ instead of 250000000.

Currency

Guidelines when writing currency amounts.

As a general rule, always use currency codes or symbols rather than names:

USD o $ instead of US Dollars; EUR o € instead of Euros.

When writing currency amounts, the number should always appear before the currency code, separated from it by a space:

42 EUR instead of EUR42; 135 $ instead of $ 135.

Currency amounts should never be written in textual format:

8 EUR instead of eight EUR.

Dates and times

How to write temporal expressions.

Use the following format on date and time expressions:

- Dates: dd-mmmm-yyyy. For example: 16-April-2151 or 16-APR-2151.
- Times: hh:mm (in 24 hour format): 09:45 or 18:30.
- Dates and times: dd-mmmm-yyyy hh:mm.

In the absence of additional information, times will be interpreted as part of the time zone local to the source of the content. If indicated explicitly, a commonly used zone should be used, like UTC, CET or CEST.

In any case, avoid writing AM or PM.

Verb forms

Recommendations for the use of verbs.

Siempre que sea posible, deben usarse formas verbales en voz pasiva, salvo en el caso de que se estén citando conversaciones, o que el sujeto de la acción sea una entidad abstracta o inanimada:

Whenever possible, use passive verbal forms, except when quoting conversations or when the subject of the action is an abstract or inanimate entity:

When the button is pressed or By pressing the button instead of When you press the button.

Try to avoid using contractions as long as the content remains legible. In particular, never use can't, and try to replace haven't and isn't with have no and is no.

Other remarks

Information on additional aspects, grammatical or stylistic.

Titles, headings, and buttons should not end with a period. Subtitles, text labels, error messages, and most other forms of content will use periods as mandated by standard grammar rules.

- Always prefer the use of unordered bullet point lists, unless when indicating a sequence of steps that benefits with the use of numbers.
- Bullet point elements inside a list should end with a period if any of them is longer than two words.
- Avoid having a bullet point list as the first element after a heading or subtitle, instead adding a text paragraph to introduce the list or its purpose.
- Bullet point lists should never have more than one or two indentation levels. When needing to display complex information, the use of table is recommended instead.

When writing comma-separated enumerations, include a comma between the last element and the final conjunction:

Red, yellow, and green instead of Red, yellow and green.

To indicate subtractions, negative numbers, dialog quotes, expression separation, and any other accepted use of dashes, use the en dash (–).

It is advisable to abstain from using question and exclamation marks, as they tend to convey feelings of urgency or informality. As an exception, question marks can be used when prompting the user for confirmation.

Lastly, for any accepted use of quotation marks, such as quotes or conversations, single quotes (') will be used, instead of other symbols like double or angle quotes.

Alignment

Information on how to align content

Titles and headings can be left-aligned, center-aligned or stretch to both sides. In any case, all headings must share the same alignment.

The rest of the content, including bullet point lists, will stretch to both sides.

Care must be taken to avoid long spaces from forming between words when using stretched content. To that end, text can be modified with synonyms or similar alterations.

Headings

Remarks on the use and location of headings.

Main headings should start on a new page. Other headings can share a page, as long as their content is related.

A heading can start on a shared page if at least half its contents fit on that page. Otherwise, a page break must be inserted to make the content start on the next page.

Apart from that, headings need no additional spacing before or after, though it is possible to add it for stylistic reasons.

Tables

How to use tables in Flushing style documents.

All tables should incorporate a heading on the first row. Said heading will use an accent colour to draw attention:

Heading	Content	Another value
Element	More content	Table value
Element	More content	Table value
Element	More content	Table value

Headings should be centered oh their cells, independently of how any other element is aligned in the document.

If the first column is also used as a heading, there are two ways to style a table:

- Use an emphasis style:

Heading	Content	Another value
Element	More content	Table value
Element	More content	Table value
Element	More content	Table value

- Colour the cells as with other headings:

Heading	Content	Another value
Element	More content	Table value
Element	More content	Table value
Element	More content	Table value

In both cases cell content will be centered, because it is a heading.

Some other details to keep in mind:

- Between the end of a table and the next paragraph or heading there will be a blank line.
- In a table with both a row and a column of headings, it is possible to leave the top left cell blank, if content is still clear.
- Tables should have no caption. Their content should be comprehensible by itself.

Themes and colours

This section is the unified reference for all colour tone, intensity, and combination.

Flushing style has two main themes, a light and a dark one. These themes represent the reference visual style for Flushing.

Europa theme

This theme is recommended for documents and other formats with a large amount of text.

Documents using Europa theme are easy to read and appropriate for a prolongued exposure from the user.

Below is a reference of the main colours:

Background	Titles and headings	Subtitles and text
Artemisia White #F0F5FF RGB 240, 245, 255	Styx Grey #283038 RGB 40, 48, 56	Acheron Grey #505866 RGB 80, 88, 102

Europa theme is compatible with the following accent colours:

Kronos Blue #003C92 RGB 0, 60, 146	Hesperides Red #BA1000 RGB 186, 16, 0	Atlas Green #208020 RGB 32, 128, 32
Perseus Blue #0D88BA RGB 13, 136, 186	Helios Gold #DCA300 RGB 220, 163, 0	Maia Green #65A303 RGB 101, 163, 3

Terminus theme

This theme is more appropriate for websites and software elements.

Terminus theme is an inverse alternative to Europa, useful for applications and other software products, as it generates modern and differentiated looks.

Below is a reference of the main colours:

Background	Titles and headings	Subtitles and text
Styx Grey #283038 RGB 40, 48, 56	Hercules Grey #DCE1EB RGB 220, 225, 235	Artemisia White #F0F5FF RGB 240, 245, 255

Terminus theme is compatible with the following accent colours:

Apollo Blue #306CC2 RGB 48, 108, 194	Mars Red #EA4015 RGB 234, 64, 21	Aventine Green #359540 RGB 53, 149, 64
Neptune Blue #2DA8CA RGB 45, 168, 202	Sol Gold #ECB310 RGB 236, 179, 16	Vesta Green #85C308 RGB 133, 195, 8

Documentation, websites and manuals

section deals with content where written text is dominant, regardless of format or intention.

Document structure

Information about heading levels and related details.

Most documents are organized by a hierarchical list of headings:

Document

Format: Muli ExtraLight, size 32.

Root element. Will only be present if the document has no cover. Otherwise, it is replaced by it.

If it appears, it must have a subtitle.

Subtitle

Format: Selawik, size 13.

Describes the content or purpose of the text corresponding to the header which it appears under. It must be a brief text, no more than three lines long.

Content table

Format: Normal text.

If the document has a cover, content table will be located in the following page, as its only element. Otherwise, it will appear below the document subtitle.

Chapter

Format: Muli ExtraLight, size 29.

A document normally contains one or more chapters. However, especially short documents can omit chapters and directly contain sections.

If chapters are present, they must have a subtitle.

Section

Format: Muli ExtraLight, size 26.

Each chapter contains one or more sections. All sections must have a subtitle..

Element

Format: Muli ExtraLight, size 23.

Each section can contain zero or more elements.

Elements can be used to organized related content. As such, a subtitle is not mandatory, but it could appear.

Detail

Format: Muli ExtraLight, size 20.

Sections or elements can contain zero or more details. Important note: A section can only contain elements or detail, but never a combination of both. Of course, a section can contain elements which contain details themselves.

Details can be used as headings for examples, or to separate deeply related content. For this reason, details don't use subtitles.

Emphasis

Format: Bold, emphasis colour.

Emphasis can appear on subtitles or main content, but never on titles and headings. Its purpose is to draw attention to an important concept.

It shouldn't contain more than six consecutive words, nor be present in more than a third of the text content.

Panels

Panels can be used to hold secondary information, such as clarifications, extensive examples, or the content table.

A panel will use one of the emphasis colours as background, and the background colour as text colour.

Panels should stretch across the entire page width, without external margin. However, their internal margin will be aligned with that of the document.

As heading, a panel can use either an **element** or a **detail**, depending on its relative importance.

This is an example panel

Similarly to tables, panels have a blank line before and after.

Make sure not to overuse panels, as their high contrast can provoke visual fatigue on the reader.

Images and figures

Information on how to include images in a document.

Sometimes an image is worth a thousand words, and it becomes necessary to embed graphs, photos, diagrams, and other elements.

- Images can be aligned in any way, depending on their context.
- They shouldn't have contours, borders, or separators between them and the rest of the content.
- Avoid using captions. Images should be able to be understood through the context which they appear in.
- Similarly, figure indexes or reference tables are inadvisable. Images should be user to add value to the text, not as a main element worthy of search.

Documents for printing

Important information if a Flushing style document is to be printed.

Whenever possible, a document written in Flushing style should maintain colour tonality when being transferred to a physical form, be it by printing or reproduction.

However, for unofficial uses, and to improve efficiency, it is possible to make certain alterations in the colours:

- Convert page background to pure white (#FFFFFF).
- Convert all emphasis colours to pure black (#000000).

Regardless of those adjustments, all digital copies of a Flushing style document must use the real colours.

In particular, it is highly discouraged to reproduce a Flushing style document on recycled or newspaper paper, or any other material with grey, orange or beige colour, as these surfaces will induce a loss of visual purity and elegance.

Apps and software

This section deals with any piece of software that has to use Flushing style, regardless of its purpose or platform.

The main concept of Flushing style when applied to software is to obtain the most geometrical and symmetrical look possible. To that end, rounded or spherical elements, as well as curvy or wavy lines are to be avoided as much as possible. Instead, perpendicular corners and rectangular elements will be used.

Command bars

How to organize controls in a software product.

Most apps use buttons or control instruments inside toolbars or similar structures. According to Flushing style, these structures should be organized like this:

- All independent pages or windows must have a single command bar.
- The command bar will be attached to one side of the page or window.
- The command bar will use the entire length of the side it is anchored on.
- Each control element will be a button with an icon and a text label.
- There shouldn't be more than six buttons in any page or windows. If the functionality is more complex, it can either be divided into separate pages or windows, or shown contextually through dialog boxes.
- The command bar should leave space for elements mandated by the operating system or execution frame, like title bar buttons.

Pages, dialogs, and navigation

Information about app structure.

Most apps and software use more than one content page or window. Navigation between those pages is usually hierarchical in nature.

When developing Flushing style apps, try to keep the following ideas in mind:

- If page A offers navigation to page B, page B should allow to go back, unless it is working on a disruptive process that must be completed to avoid leaving the system in an inconsistent state.
- If possible, design a specific mechanism for going back, without depending on OS or frame-specific methods.
- The depth of the navigation tree shouldn't exceed three or four levels. Deeper apps could use some kind of quick access system.
- In general, given a navigation branch A -> B -> C, no exterior page should link to B or C, but instead start from A. This allows the user to form a better idea of the navigation structure.

As for the visual structure of pages, the idea is for each one to offer a complete set of functionalities. As such, navigation should completely replace one page with another.

However, dialog boxes don't replace pages, but depend on them to make sense. In this case, follow these guidelines:

- Dialog boxes should appear on the center of the window.
- Interaction with other elements should be disabled until the dialog box is closed.
- This circumstance should be indicated visually, like obscuring other elements or making the dialog box blink when ignored.
- A dialog box can use an accent colour as a background, to draw attention to its modal nature.

Visual experience

General information about visuals and looks for apps.

In general, titles and headings should use the heading font face, while text, buttons, and messages use the main text font face.

However, if the target platform has as one of its style guidelines a restriction on the amount of font faces used, the main text font face can be used exclusively, making sure to respect size and colour.

As an alternative to the contextual meaning of emphasis colours, an app can unify all emphasis elements to the same colour, to provide a more stable user experience.

Although apps can use any colour theme, it is recommended to use dark themes, unless the intended use or destination benefit from the contrary.

In addition, try to avoid large elements with bright colours that could disturb users when in low luminosity conditions.