# STYLE GUIDE

Tomorrow is just a dream away.

Flushing V4

# Goals

Description of the character and goals of Flushing style.

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

One of its most characteristic traits is that, besides the accent colours, most other colours are dominant towards blue, which favours a sense of coldness and disconnection from the natural world, where warmer colours like orange or brown are usually dominating.

It is inspired by the neo-futurist style of architects like Norman Foster or Santiago Calatrava.

Specifically, it happens to be a rather minimalistic visual style, somewhat disconnected from the imperfections of reality in order to form its own utopic isolated space.

Certainly, Flushing doesn't strive for closeness or integration, but simply to transmit information in an efficient and neutral way while keeping a safe distance from the user, even when that could be interpreted as haughtiness.

# Writing style

This section contains rules and guidelines that are applicable to every kind of content.

## Capitalization

As a general rule, Flushing style uses uppercase only at the beginning of a sentence, and on proper nouns, including names of people, brands, products and services.

More specifically, the following guidelines should be followed:

- Capitalize the first letter on titles, headers, buttons, labels and messages.
- Avoid starting sentences with the name of a brand, product or service that must be spelled lowercase.
- Don't use uppercase to signify emphasis, but rather use the **emphasis style** appropriate to the content being written.
- Don't mix capitalization (camelCase, PascalCase or ArSeHoLeCaSe) unless it is part of the name of a brand, product or service.
- Propagate the capitalization on dash-separated expressions (All-In-Uppercase or all-in-lowercase).

## Acronyms

In general, acronyms should be spelled on their first apparition, such as:

The European Air Safety Agency (EASA) has as its main goal...

Once properly defined, they can be used normally throughout the rest of the document. Should an acronym appear only once, simply spell it completely, without the need to append its short form between parenthesis.

Widely used acronyms that are easily identifiable (like DVD, USB or URL) don't need to be spelled beforehand.

In general, use of acronyms on titles and headings should be avoided, except for widely used acronyms.

# Global content

General good practices for creating content that can be used on any linguistic register without needing adaptations:

- Avoid excessively long paragraphs.
- Likewise, split content into sections and elements to avoid excessively long series of paragraphs.
- Remove articles whenever possible as long as there is no ambiguity:

Capitalization on headings instead of Capitalization on the headings.

- Remove verbs on labels or status reports:

Access denied instead of Access is denied.

- Avoid informal or colloquial language whenever possible to produce a highly normative content:

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

- Avoid the active voice, unless the subject of the statement is an abstract or inanimate entity, or a conversation is being quoted:

When the button in pressed / By pressing the button instead of When you press the button.

- Mind the use of adjectives to prevent ambiguity or double meanings.
- Try to avoid linking more than two statements with conjunctions. It is preferable to separate them, even if doing so causes a repetition of the subject.
- Words should use the British spelling whenever possible.

# Currency

Rules for expressions including monetary amounts:

- The currency symbol or code is preferred to its name:

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

- The amount should always appear before the currency code or symbol, separated from it by a space.
- Currency amounts should never be written as a word, but as a number:

25 EUR instead of twenty-five EUR.

# Dates and times

Guidelines for the use of temporal expressions:

- As a general rule, the date format will be **dd-mmmm-yyyy**, or **dd-mmm-yyyy** when using the month code:

25–August–2018 o 25–AUG–2018 instead of 25–08–2018 o 08–25–2018.

- Generally, times will be inferred to be in the local time zone of the content's origin. If necessary, time zone will be stated as an offset of **UTC**, **CET** or **CEST**.
- In any case, time will always be expressed in 24 hour format.

# Verb forms

Instructions, orders, or steps to follow will be written using the imperative form of the verbs in question.

For other cases, impersonal indicative forms will be preferably used. Directly addressing the reader or user will be avoided as much as possible.

In case of needing to refer to the own content or its creators, an attempt will be made to use passive or impersonal forms. Should that be unfeasible, the first person plural will be used instead.

Contractions in verbal forms will be avoided as long as the content remains relatively fluent. In particular, **doesn't** is acceptable, **can't** should never be used, and **haven't / isn't** will be replaced with **have no / is no** whenever possible.

# Numbers

As a general rule, numbers lower than 10 will be spelled. However, for space reasons, those numbers can be written in numerical form as well.

In ranges or enumerations, all elements will be written in numerical form if any of them requires it:

Between 8 and 12 instead of Between eight and 12.

Generally, statements should not start with a number. If necessary, it will be spelled, even if it's greater than nine.

Decimal numbers will be separated with either a comma ',' or a period '.'. No periods will be used to separate thousands. To ease the reading of large numbers, it is acceptable to separate thousands with spaces, though not recommended.

# Other punctuation

In the absence of specific regulations, general grammatical rules are to be followed.

- Generally, titles, headings, and buttons should not end with a period. Other statements will use it according to grammatical rules.
- Inside bullet lists, elements will end with a period if any of them is a statement longer than three words.
- Besides, they should only use the square bullet symbol. More than one level of indentation is discouraged.
- Comma-separated lists will have a comma before the final conjunction:

<span style="color:green">Red, yellow, and green</span> instead of <span style="color:red">Red, yellow and green</span>.

- To indicate substraction, negative numbers, dialogs, separate expressions and any other legal use of dashes, an **en dash** will be used '–'.
- Exclamation and question marks will be avoided whenever possible, as they tend to confer urgency or colloquiality.
- Paragraphs immediately before an example or a bulleted list should end in a colon ':' to act as an introduction.
- When separating expressions with slashes, a space will be added on each side of the slash:

<span style="color:green">Expression / expression</span> instead of <span style="color:red">expression/expression</span>.

# Alignment

Titles and headings can be left-aligned, center-aligned or justified on both sides, depending on the desired format. However, they must all share the same alignment.

The rest of the content will be justified on both sides, including bullet lists.

When using justification on both sides, an attempt will be made to reduce excessive spacing between words, by modifying the text with synonyms or other expressions that are deemed necessary.

# Colours

This section unifies all references to tonalities and intensities of colour, without regard to where they will be used.

The current version of Flushing style offers four accent colours, besides the bluish grey used in titles and content. From the base tone for each colour, a light and a dark variant is created, to facilitate contrast. From the base tone and either the light or the dark tone there are two intermediate tones:

| Blue | Red | Gold | Green | Grey |
|---|---|---|---|---|
| Blue 1<br>#306CC2<br>RGB 48 108 194 | Red 1<br>#F24747<br>RGB 242 71 71 | Gold 1<br>#FCE330<br>RGB 252 227 48 | Green 1<br>#50B050<br>RGB 80 176 80 | Grey 1<br>#889098<br>RGB 136 144 156 |
| Blue 2<br>#205CB2<br>RGB 32 92 178 | Red 2<br>#DA2F2F<br>RGB 218 47 47 | Gold 2<br>#FCD320<br>RGB 252 211 32 | Green 2<br>#40A040<br>RGB 64 160 64 | Grey 2<br>#788088<br>RGB 120 128 136 |
| Blue 3<br>#104CA2<br>RGB 16 76 162 | Red 3<br>#C21818<br>RGB 194 24 24 | Gold 3<br>#FCC310<br>RGB 252 195 16 | Green 3<br>#309030<br>RGB 48 144 48 | Grey 3<br>#687078<br>RGB 104 112 120 |
| Blue 4<br>#003C92<br>RGB 0 60 146 | Red 4<br>#AA0000<br>RGB 170 0 0 | Gold 4<br>#ECB300<br>RGB 236 179 0 | Green 4<br>#208020<br>RGB 32 128 32 | Grey 4<br>#586068<br>RGB 88 96 104 |
| Blue 5<br>#002C82<br>RGB 0 44 130 | Red 5<br>#9A0000<br>RGB 154 0 0 | Gold 5<br>#DCA300<br>RGB 220 163 0 | Green 5<br>#107010<br>RGB 16 112 16 | Grey 5<br>#485058<br>RGB 72 80 88 |
| Blue 6<br>#001C72<br>RGB 0 28 114 | Red 6<br>#8A0000<br>RGB 138 0 0 | Gold 6<br>#CC9300<br>RGB 204 147 0 | Green 6<br>#006000<br>RGB 0 96 0 | Grey 6<br>#384048<br>RGB 56 64 72 |
| Blue 7<br>#000C62<br>RGB 0 12 98 | Red 7<br>#7A0000<br>RGB 122 0 0 | Gold 7<br>#BC8300<br>RGB 188 131 0 | Green 7<br>#005000<br>RGB 0 80 0 | Grey 7<br>#283038<br>RGB 40 48 56 |

These are the only accent colours that should be used. However, as a reference some alternative colours are referenced below.

Though their use is inadvisable, it is preferred to use the following tones if necessary.

| Orange 1 #F9BF4D RGB 249 191 77 | Cyan 1 #3DC8EA RGB 61 200 234 | Purple 1 #A166C2 RGB 161 102 194 | Lime 1 #A5E343 RGB 165 227 67 |
|---|---|---|---|
| Orange 2 #F9AF3D RGB 249 175 61 | Cyan 2 #2DB8DA RGB 45 184 218 | Purple 2 #9156B2 RGB 145 86 178 | Lime 2 #95D333 RGB 149 211 51 |
| Orange 3 #F99F2D RGB 249 159 45 | Cyan 3 #1DA8CA RGB 29 168 202 | Purple 3 #8146A2 RGB 129 70 162 | Lime 3 #85C323 RGB 133 195 35 |
| Orange 4 #F98F1D RGB 249 143 29 | Cyan 4 #0D98BA RGB 13 152 186 | Purple 4 #713692 RGB 113 54 146 | Lime 4 #75B313 RGB 117 179 19 |
| Orange 5 #E97F0D RGB 233 127 13 | Cyan 5 #0D88AA RGB 13 136 170 | Purple 5 #612682 RGB 97 38 130 | Lime 5 #65A303 RGB 101 163 3 |
| Orange 6 #D96F0D RGB 217 111 13 | Cyan 6 #0D789A RGB 13 120 154 | Purple 6 #511672 RGB 81 22 114 | Lime 6 #559303 RGB 85 147 3 |
| Orange 7 #C95F0D RGB 201 95 13 | Cyan 7 #0D688A RGB 13 104 138 | Purple 7 #410662 RGB 65 6 98 | Lime 7 #458303 RGB 69 131 3 |

Beyond the normal accent colours, there is also a table for off-white colours:

| Mars 1 #FFFAFA RGB 255 250 250 | Mint 1 #FAFFFA RGB 250 255 250 | Future 1 #FAFCFF RGB 250 252 255 | Lavender 1 #FFFAFF RGB 255 250 255 | Ivory 1 #FFFFFA RGB 255 255 250 |
|---|---|---|---|---|
| Mars 4 #FAF0F0 RGB 250 240 240 | Mint 4 #F0FAF0 RGB 240 250 240 | Future 4 #F0F5FA RGB 240 245 250 | Lavender 4 #FAF0FA RGB 250 240 250 | Ivory 4 #FAFAF0 RGB 250 250 240 |
| Mars 7 #F0E6E6 RGB 240 230 230 | Mint 7 #E6F0E6 RGB 230 240 230 | Future 7 #E6EBF0 RGB 230 235 240 | Lavender 7 #F0E6F0 RGB 240 230 240 | Ivory 7 #F0F0E6 RGB 240 240 230 |

As a general rule, light or dark text will be used over these colours depending on the degree of visibility obtained.

It is also possible to use the lightest text over the darkest background, as well as the darkest text over the lightest background:

| Blue 1 text over Blue 7 background. | Blue 7 text over Blue 1 background. |
|---|---|

# Documents, websites and manuals

This section refers to content that is mostly written text, without regard to the intention of it.

## Document hierarchy

Documents are organized as a hierarchy, with each heading having a different style that will be explained further on:

- **Document**: Root element. May not appear if replaced by a cover.
  - **Document subtitle**: Describes the contents of the document in a generic way or gives an idea of its contents.
- **Content table**: May appear below the document or after the cover. If present, it must be inside a panel (see below). If appearing after the cover, it will be the only element on its page, and will be vertically centered on it.
- **Section**: A document contains one or more sections. Can be exceptionally omitted if the document contains a single section and it is redundant to describe it explicitly.
  - **Section subtitle**: Describes the contents of the section. There must be a subtitle for each section, though it can contain a pun if it eases the reading flow of the content.
- **Element**: A section contains one or more elements. If the section was omitted for being the only one, elements will go directly below the document. Note that elements don't have subtitles, as they should be sufficiently short to not warrant help being understood.
- **Detail**: An element can contain details, but their use is not mandatory. Like elements, details don't have subtitles.
- **Emphasis**: The emphasis style may appear in subtitles or general content, but not in titles or headings. Its purpose is to draw attention to an important concept. They shouldn't contain more than four words, nor appear on more than 20% of the corresponding text block.
- **Panels**: Can be used to highlight a large block of text when the use of emphasis would be excessive, as well as to contain warnings, advice or the document content table. Panels extend from side to side of the page without external margin. However, their internal content will have the same margins as the rest of the document.

# Colours, fonts, and remarks

For main content, Flushing provides both a light and a dark theme. Font face, size and colour is specified as follows:

## Light theme

- **Document title**: Muli Light; size 30; Grey 7
- **Section title**: Muli Light; size 25; Grey 7
- **Element title**: Muli Light; size 21; Grey 7
- **Detail title**: Muli Light; size 18; Grey 7
- **Subtitles**: Selawik Regular; size 12; Grey 2
- **Normal text**: Selawik Semilight; size 12; Grey 1
- **Subtitle emphasis**: Selawik Regular bold; size 12; Accent 4.
- **Text emphasis**: Selawik Semilight bold; size 12; Accent 4.
- **Document background**: Future 4
- **Panel heading and text**: Future 4
- **Panel background**: Accent 4.

## Dark theme

- **Document title**: Muli Light; size 30; Future 4
- **Section title**: Muli Light; size 25; Future 4
- **Element title**: Muli Light; size 21; Future 4
- **Detail title**: Muli Light; size 18; RGB Future 4
- **Subtitle**: Selawik Regular; size 12; Grey 2
- **Normal text**: Selawik Semilight; size 12; Grey 1
- **Subtitle emphasis**: Selawik Regular bold; size 12; Accent 2.
- **Text emphasis**: Selawik Semilight bold; size 12; Accent 1.
- **Document background**: Grey 7
- **Panel heading and text**: Future 4
- **Panel background**: Accent 4.

## Other remarks

A single document must never combine light and dark themes, even in panels.

Besides, each accent colour has certain associations that make it useful to indicate different circumstances:

- **Blue**: General text, content tables, information or advice.
- **Red**: Danger, counter-examples, impossibilities, emergency situations.
- **Gold**: Warnings, limitations, potentially unstable situations.
- **Green**: Examples, especially safe or stable situations.
- **Grey**: Clear ambiguity, act as a makeshift heading.

- **Orange**: Contrast elements in blue, substitute of red to ease its intensity, substitute of gold to improve visibility.
- **Cyan**: Link blue and green, substitute of green to ease its intensity.
- **Purple**: No defined meaning.
- **Lime**: Ling gold and green, substitute of gold to improve visibility, substitute of green to ease its intensity.

However, colours can be used for other purposes while following corporate or local rules or supporting visual identities.

## Documents for printing

Whenever possible, if a document written in Flushing style is to be transferred to a physical form by printing or reproduction, colours (including page background) should have their tonalities respected.

As a matter of efficiency, it is acceptable to convert off-white colours to pure white (#FFFFFF) before printing. Digital copies of the document, however, should use the proper tones.

In particular, it is highly discouraged, and should be avoided if at all possible, to print or reproduce a document written in Flushing style on newspaper or recycled paper, or any other material with a greyish or beige tint.

## Tables

It is advisable the tables use a heading on the first row. In this case, said row will be highlighted on one of the accent colours:

| Heading | Heading | Other value |
|---|---|---|
| Cell content | More content | Cell content |
| Cell content | This content is quite long and occupies two rows. | Cell content |
| Cell content | More content | Cell content |

To facilitate reading of long tables, row background can be change between Future 4 and Future 1, or between Future 4 and other tone 4 off-white colour.

Content of the cells can be left or centre aligned, even if the rest of the document uses a different alignment, if this is necessary to represent data correctly. Beyond that, all content, including the heading should be vertically aligned at the centre.

If a higher contrast is desired, it is acceptable to use Grey 4 for table content:

| Heading | Heading | Other value |
|---|---|---|
| Cell content | More content | Cell content |
| Cell content | This content is quite long and occupies two rows. | Cell content |
| Cell content | More content | Cell content |

Cell borders must be in the same colour as the heading, or one of the tone 4 accent colours if the table has no coloured heading.

In cases of tables with dual heading, both the heading row and column will have the same background colour. In this case, cell borders in the heading column will be in Future 4 colour, unlike other borders.

The shared cell between the heading row and column should have no text within, and act only as a pivot.

| | Heading | Other value |
|---|---|---|
| Row heading | More content | Cell content |
| Row heading | This content is quite large and occupies two rows. | Cell content |
| Row heading | More content | Cell content |

# Programs, applications and software

This section handles those pieces of software the follow Flushing style, regardless of their purpose or platform.

The main idea of Flushing style in software is to create the most symmetrical and geometrical look possible. Thus, the use of curved or round elements will be avoided when possible, preferring instead rectangular elements with perpendicular corners.

## Colours, fonts, and remarks

In general, all programs and software pieces will use the dark theme, unless they are destined to be used by the general public and will be installed in an environment that makes light theme preferable.

In case of having to use panels, toolbars or dialog boxes, they should appear centered on screen, or alternatively over one of the borders of the window, sharing at least two, but preferably three borders with it:
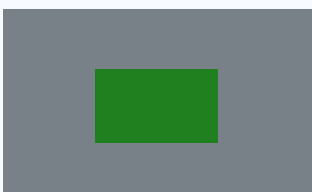
**Good**, shares three borders with the window.

**Acceptable**, shares two borders with the window.

**Incorrect**, only shares one border with the window.

**Good**, it is centered on screen.

## Other remarks

As for the choice of font face, the following rules will be followed:

- Elements indicating sections, status or headings: **Muli**
- Help text, heading for options the user can interact with: **Selawik**

Likewise, accent colours, unless chosen as complement for a corporate image, have their own meanings:

- **Blue**: Titles, headings, borders, non-critical information.
- **Red**: Errors, deactivated or disabled elements.
- **Gold**: Main options, important information, warnings.
- **Green**: Final action, activated or enabled elements.
- **Grey**: Version numbers, error codes, debugging.
- **Orange**: Options that could take time to finish, interaction with external elements, options that ask for confirmation.
- **Cyan**: Substitute of green in dark theme, secondary options of blue elements.
- **Purple**: No defined meaning.
- **Lime**: Substitute of green in light theme, immediate options that cause no side effects.

The rest of the text, like descriptions, list elements or dialog boxes, will be in the colour corresponding to normal text.