STYLE GUIDE

Tomorrow is just a dream away.

Flushing V6

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:

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

- 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:

Expression / expression instead of expression/expression.

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

These are the main accent colours. Besides these, some alternative colours are provided below.

However, they should be used with caution, as they don't necessarily represent the preferred colour range for Flushing style:

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. |

Colour themes

To increase customization, or as part of a graphic identity, it is possible to combine the previous tones into colour themes.

Each theme defines four tones, that will be used on different parts of the interface as explained below.

Theme name	Base	Emphasis	Text	Alt Text
Default light	Future 4	Accent 4	Grey 1	Future 4
Default dark	Grey 7	Accent 4	Grey 1	Future 4
Happy and Glorious	Blue 4	Red 4	Future 4	Future 4
Utopia Planitia	Red 4	Orange 4	Mars 4	Red 4
El Escorial	Red 4	Ivory 4	Gold 4	Red 4
Lemon Cake	Orange 4	Future 4	Grey 7	Grey 7
Laniakea	Green 4	Cyan 4	Mint 4	Mint 4
Viridian	Green 7	Lime 4	Mint 4	Mint 4
Costa del Sol	Cyan 4	Gold 4	Ivory 4	Ivory 4
High seas	Blue 4	Blue 1	Future 4	Future 4
Avant Gardens	Blue 4	Future 4	Future 4	Gold 4
Green and pleasant	Mint 4	Green 4	Grey 7	Grey 7
Silver wings	Grey 1	Future 4	Gold 4	Red 4
Esmerelda	Purple 4	Cyan 4	Gold 4	Future 4
Dreadnought	Future 4	Grey 1	Grey 7	Grey 7
Steel city	Grey 4	Orange 4	Future 4	Future 4

If expressing colour preferences for individual users or graphic identities is not needed, it is preferable to use one of the default themes (light or dark), that result in the characteristic look of Flushing style.

Documentation, web pages 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.
  - o **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.
- **Chapter**: A document normally contains one or more chapters. However, they can be omitted if the content is tightly related.
  - o **Chapter subtitle**: Describes the content of the chapter. There must be a subtitle for each chapter.
- **Section**: A chapter contains one or more sections. If chapters are omitted, sections will appear directly below the document.
  - o **Section subtitle**: Describes the contents of the section. Can be omitted if they don't offer any useful information.
- **Element**: A section contains one or more elements. 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.

Sizes, fonts, and remarks

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

- **Document title**: Muli Light; size 32; Text colour.
- **Chapter title**: Muli Light; size 28; Text colour.
- **Section title**: Muli Light; size 24; Text colour.
- **Element title**: Muli Light; size 20; Text colour.
- **Detail title**: Muli Light; size 16; Text colour.
- **Subtitles**: Selawik Regular; size 13; Text colour.
- **Normal text**: Selawik Semilight; size 12; Text colour.
- **Subtitle emphasis**: Selawik Regular bold; size 13; Emphasis colour.
- **Text emphasis**: Selawik Semilight bold; size 12; Emphasis colour.
- **Document background**: Base colour.
- **Panel heading and text**: Alt Text colout.
- **Panel background**: Emphasis colour.

Other remarks

A single document must never combine more than one colour theme.

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**: Long processes, or processes that require interaction with external elements.
- **Cyan**: Specify formats or patterns, references to norms and standards.
- **Purple**: Aggressive processes that may cause problems or require a special care.
- **Lime**: Transparent processes that cause no side effects.

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**) and the text colour to **Grey 4** 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, as it may diminish the intended elegance and purity appearance.

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, apps 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.

Command bars

Most applications organize their buttons in toolbars or similar structures. According to Flushing style, said structures should be organized as follows:

- Each independent window or page should show a single command bar.
- The command bar should be anchored to one of the short sides of the screen (left or right for landscape, top or bottom for portrait).
- The command bar will use the entire length of the side it is anchored on.
- Each command element will be a square button containing an icon and a text label.
- There should be no more than six buttons on each window or page. If the functionality is more complex, splitting it different windows or pages is preferred.
- If the application format includes buttons on the title bar (such as Windows apps), the command bar should move down to leave space for those buttons. The rest of the title bar should be invisible and be occupied by content.

Windows, dialogs and navigation

Most software and applications use more than one window or content page. Navigation between those pages usually forms a hierarchical structure shaped as a tree.

When developing Flushing style apps, the following notes should be taken into consideration:

- If a window A offers navigation to a window B, window B should allow to go back, unless the process it started is disruptive or has to be completed to avoid leaving the system in an inconsistent state.
- The depth of the navigation tree should be at most three or four levels. If it goes deeper than that, it may be convenient to add a button to take the user back to the starting page.
- In general, given a navigation structure of the form A -> B -> C, no link outside of that structure should lead to pages B or C, but start at A instead. This will help the user make a mental schema of the navigation structure.

As for the visual representation of the pages, the main idea is that every page offers a complete functionality. As such, navigating from one page to another should replace the entire interface. Meaning:
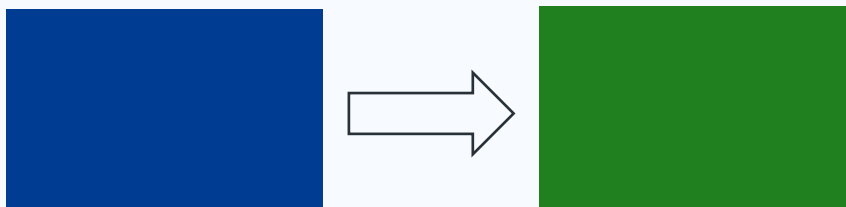
Correct, the entire window is replaced when navigating between pages.
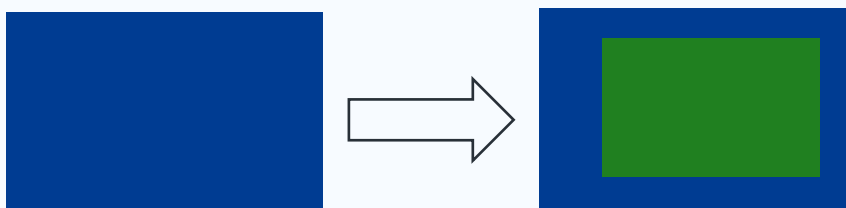
Incorrect, the first window is still visible behind the second.

As an exception to the complete replacing, some windows may need at some point to display temporary information or require additional data from the user. Normally, that data or information is directly related to the content being shown, and it should appear alongside it.

In this case, content dialogs can be used. Content dialogs should follow these rules:

- They should always appear at the centre of a window, regardless of which element originated them.
- Interactions with the rest of the interface should be disabled until the content dialog is closed.
- Ideally, a visual aid, such as darkening other elements, will help convey that interactions are disabled.
- Content dialogs may use one of the accent colours as their background, to draw attention to their modal status.

Content dialogs should be able to show all necessary information at one, and not occupy more that 50% of the available space (except on devices with smaller screens). Otherwise, a separate page is preferable.

Colours and fonts

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**

As an exception, if the platform the app is being developed on includes among its style guidelines the use of a single font face, **Selawik** will be used on all elements.

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

- **Blue**: Non-critical information, general options.
- **Red**: Errors, options that cancel or close.
- **Gold**: Options that alter status, important information, warnings.
- **Green**: Final action, activated or enabled elements.
- **Grey**: Deactivated or disabled options, help information.
- **Orange**: Options that could take time to finish, interaction with external elements, options that ask for confirmation.
- **Cyan**: Data verification or validation options that don't modify the underlying state of the system.
- **Purple**: Reboots, resets or other aggressive options that can result in data loss.
- **Lime**: Immediate options that cause no side effects.

Alternatively, the application can use a single accent colour on all its options.

In general, the meaning of accent colours in software and applications is more of a guideline than an actual rule and will need to be adapted to each particular case.

Specifically, a command bar with several buttons in different colours may end up being more confusing than one whose buttons use the same colour.

Although application can use any colour theme, dark themes are preferred, unless the intended use or destination of the app implies otherwise. Besides, large elements in aggressive light colours should be avoided as to not disturb users in low light intensity situations.