STYLE GUIDE

Tomorrow is just a dream away.

Flushing V3

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, every other colour is 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's 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's preferable to separate them, even if it causes a repetition of the subject.
- Words should use the British spelling when 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, though dd-mmm-yyyy is accepted 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, GMT, 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.

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 a comma ','. No dots will be used to separate thousands. To ease the reading of large numbers, it's 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.

Alignment

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

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

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's 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 isn't 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's 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 and fonts

Emphasis and panels can use several colours (called **accent colours**), and it's not required for them all to share the same colour, if that happens to be thematically appropiate:

Blue: #003C92	Red: #AA0000	Gold: #ECB300	Green: #208020	Grey: #788088
RGB 0 60 146	RGB 170 0 0	RGB 236 179 0	RGB 32 128 32	RGB 120 128 136

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

Light theme

- **Document title**: Muli Light; size 30; RGB 40, 48, 56
- **Section title**: Muli Light; size 25; RGB 40, 48, 56
- **Element title**: Muli Light; size 21; RGB 40, 48, 56
- **Detail title**: Muli Light; size 18; RGB 40, 48, 56
- **Subtitles**: Selawik Regular; size 12; RGB 120, 128, 136
- **Normal text**: Selawik Semilight; size 12; RGB 120, 128, 136
- **Subtitle emphasis**: Selawik Regular bold; size 12; accent colour.
- **Text emphasis**: Selawik Semilight bold; size 12; accent colour.
- **Document background**: RGB 247, 251, 255
- **Panel heading and text**: RGB 247, 251, 255
- **Panel background**: Accent colour.

Dark theme

- **Document title**: Muli Light; size 30; RGB 247, 251, 255
- **Section title**: Muli Light; size 25; RGB 247, 251, 255
- **Element title**: Muli Light; size 21; RGB 247, 251, 255
- **Detail title**: Muli Light; size 18; RGB 247, 251, 255
- **Subtitle**: Selawik Regular; size 12; RGB 120, 128, 136
- **Normal text**: Selawik Semilight; size 12; RGB 120, 128, 136
- **Subtitle emphasis**: Selawik Regular bold; size 12; accent colour.
- **Text emphasis**: Selawik Semilight bold; tamaño 12; accent colour.
- **Document background**: RGB 40, 48, 56
- **Panel heading and text**: RGB 247, 251, 255
- **Panel background**: Accent colour.

Other remarks

A single document can never combine light and dark themes.

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.

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

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:

Encabezado	Encabezado	Otro valor
Contenido de la tabla	Más contenido	Valor de la tabla
Contenido de la tabla	Este contenido es muy largo y ocupa dos filas.	Valor de la tabla
Contenido de la tabla	Más contenido	Valor de la tabla

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 the title colour for table content:

Encabezado	Encabezado	Otro valor
Contenido de la tabla	Más contenido	Valor de la tabla
Contenido de la tabla	Este contenido es muy largo y ocupa dos filas.	Valor de la tabla
Contenido de la tabla	Más contenido	Valor de la tabla

Cell background can be coloured with a variation on the heading accent colour to ease data reading.

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 themes

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:
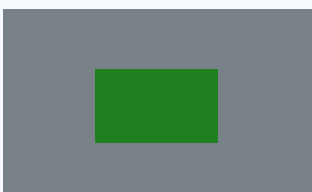
Good, shares three borders with the window.

Acceptable, shares two borders with the window.

Incorrect, only shares one border with the window.

Good, it's 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.

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