Simplistika
Mercode Design Guidelines

This document states all rules you should obey while
- ‣ Contributing or referring to Mercode and/or its projects
- ‣ Using Simplistika CSS Framework

For Decury, refer to **Decury Brand Identity Guidelines**.

This guideline is divided to 5 main sections. These sections are *Colors*, *Typography, UI/Document Elements, Logo Usage* and *Light Theme*

Colors

Mercode products' default theme is Dark and this section is for designing for Dark theme. For Light theme, refer to *Light Theme* section in the last page.

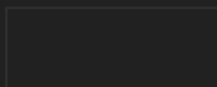### Brand Color:
Ex. Used in headers and buttons

#FF4D0D
255, 77, 13

Background Color:
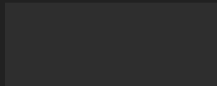Ex. Used in app and document backgrounds

#212121
33, 33, 33

Secondary Color:
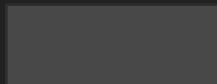Ex. Used in card backgrounds and search bars

#2E2E2E
196, 196, 196

Third Color:
Ex. Used as focused color of the secondary color

#484848
72, 72, 72

Fourth Color:
Ex. Used in search results' cards

#666666
102, 102, 102

Brand Gradient:
Ex. Used in meros-welcome app's header

#FF1D11
255, 29, 17

#FFA206
255, 162, 6

↗
45°

Use plain white (#FFFFFF) for main texts over the Background Color and all texts over the Brand Color and the Brand Gradient.

Typography

Mercode uses Raleway font in all applicable places including Decury.

Raleway Regular
Raleway Regular
Raleway Regular
Raleway Regular
Raleway Regular
Raleway Regular

Use Regular weight in buttons and paragraphs.

Use Regular or Medium weight in headers.

Use Semi-Bold in links and underline them. Underline color should be the same color as text.

For important phrases such as "<u>Do not</u>", usage of underline and Medium font weight is allowed.

Raleway uses Open Font License. For legal information about this font's usage, refer to <u>this website</u>.

UI/Document Elements

Headers

For headers, use plain white (#FFFFFF) for text and Brand Color (#FF4D0D) for the underline. The header underline is added manually as rectangles/ lines in documents and as border-bottom in HTML. The Brand Color underline is only required in the biggest headers but its usage in other headers is also suggested unless the page looks crowded.

Buttons

Buttons have 2px borders in Brand Color (#FF4D0D). As shown right, a hover effect that fills the button with Brand Color is suggested but not required.

Button — Small button

📖 Introduction — Medium Button

📖 Introduction — Medium Button (Hovered)

Logo Usage

Mercode and MerOS logos can be downloaded from <u>here</u>. <u>Do not</u> change the colors of the logo and use the one that has the most contrast with the background. The "Mercure" logo (the one without the Mercode writing) can only be used when referring to Mercode, not MerOS.
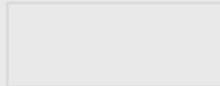
Light Theme

Light Theme has some advantages over Dark Theme such as being easier to read in sunny weather and Mercode suggests that every app should support Light Theme as well. The Brand Color (#FF4D0D) and the Brand Gradient are the same as dark mode, but the following colors are different.

Background Color:
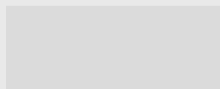Ex. Used in app and document backgrounds

#e9e9e9
233, 233, 233

Secondary Color:
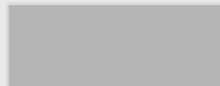Ex. Used in card backgrounds and search bars

#dbdbdb
219, 219, 219

Third Color:
Ex. Used as focused color of the secondary color

#b4b4b4
180, 180, 180

Fourth Color:
Ex. Used in search results' cards

#a1a1a1
161, 161, 161

Use plain black (#000000) for main texts over the Light Theme Background Color.

Texts over the Brand Color and the Brand Gradient should be plain white (#FFFFFF) as Dark Mode.