ubuntu

Where are you in the Ubuntu universe?

'I hack on Landscape'

'I work on the Ubuntu SSO'

'I'm an Ubuntu One hacker'

'I love Ubuntu and Wordpress'

'I'm a CSS guru'

'I help maintain the forums'

'I write about Ubuntu'

'I work on the design team'

'I work on the Corporate Services team'

'I work on the marketing team'

'I know how to build wiki templates'

'I want to promote Ubuntu in my country'

'I love Django'

'I maintain a loco website'

'I write documentation'

'I build blog templates'

Canonical

Ubuntu community

The Ubuntu web universe
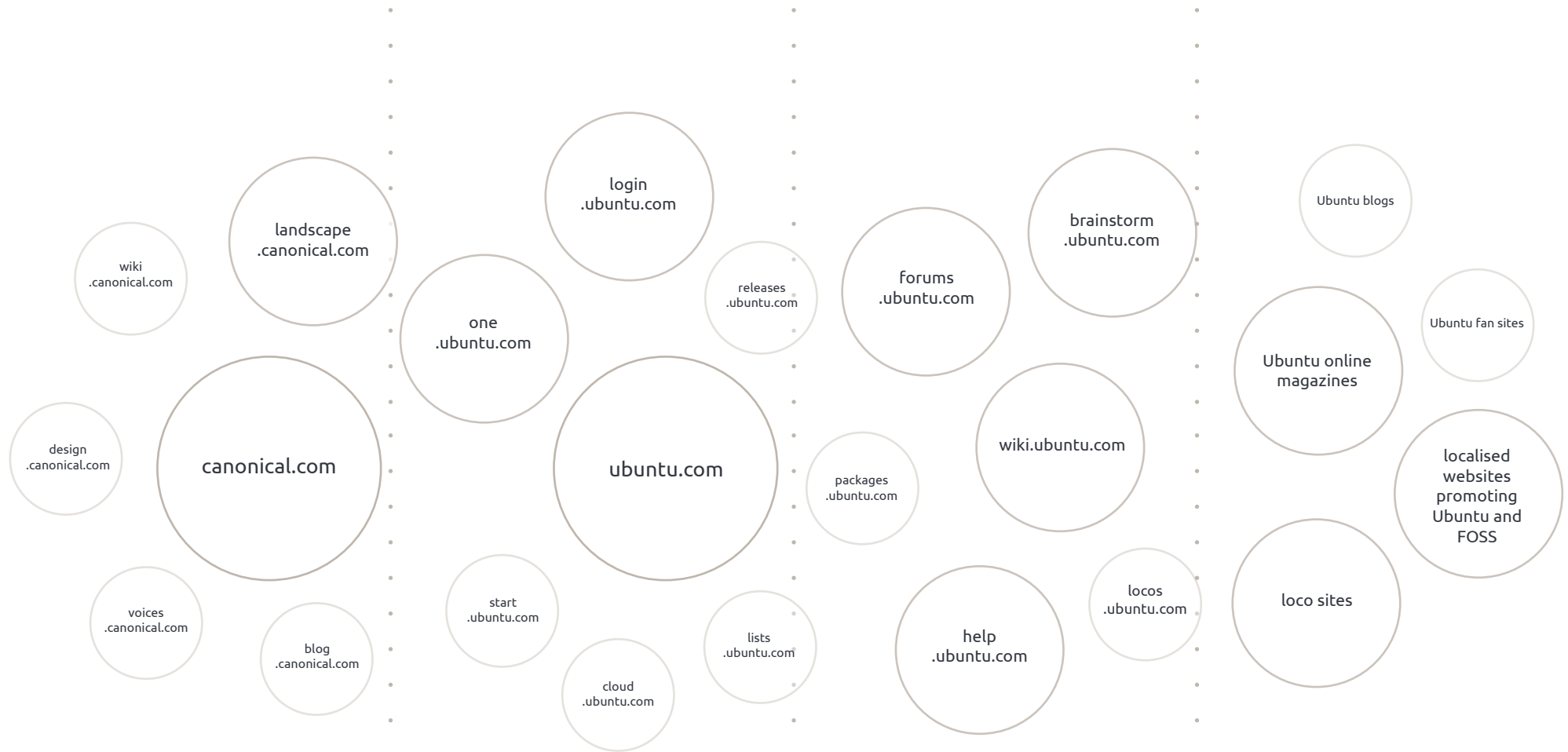
landscape
.canonical.com

wiki
.canonical.com

login
.ubuntu.com

brainstorm
.ubuntu.com

Ubuntu blogs

one
.ubuntu.com

releases
.ubuntu.com

forums
.ubuntu.com

Ubuntu fan sites

Ubuntu online
magazines

design
.canonical.com

canonical.com

ubuntu.com

packages
.ubuntu.com

wiki.ubuntu.com

localised
websites
promoting
Ubuntu and
FOSS

voices
.canonical.com

start
.ubuntu.com

locos
.ubuntu.com

blog
.canonical.com

lists
.ubuntu.com

help
.ubuntu.com

loco sites

cloud
.ubuntu.com

Canonical websites
and web-based services

Ubuntu websites and online services
maintained by Canonical

Websites maintained by the Ubuntu
community, supported by Canonical

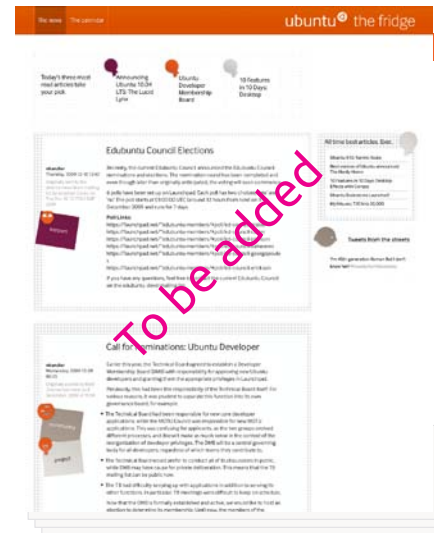Independent Ubuntu-related websites,
blogs, online magazines, etc.

In a diverse universe, it is important to speak a common language
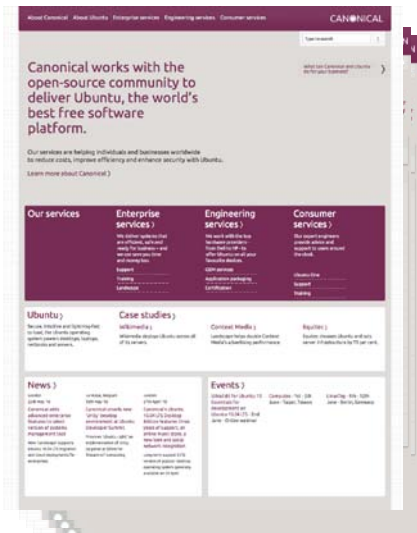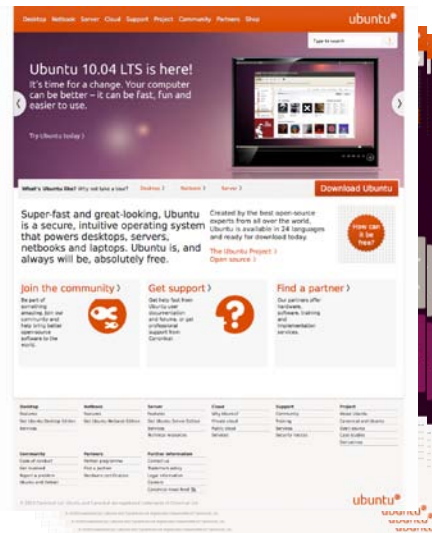
To be added

Canonical websites
and web-based services

Ubuntu websites and online services
maintained by Canonical

Websites maintained by the Ubuntu
community, supported by Canonical

Independent Ubuntu-related websites,
blogs, online magazines, etc.

Colour landscape – common language, different accents
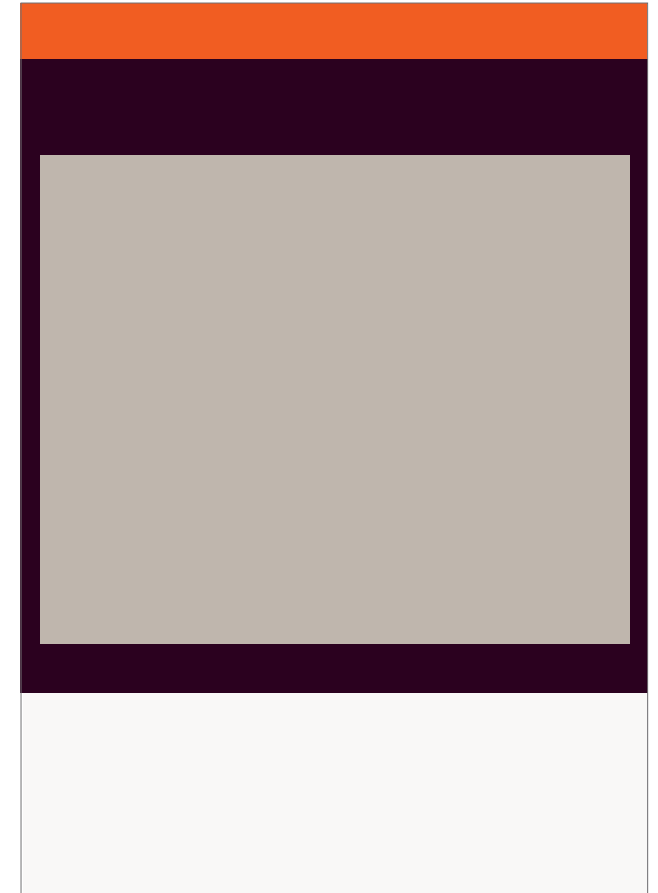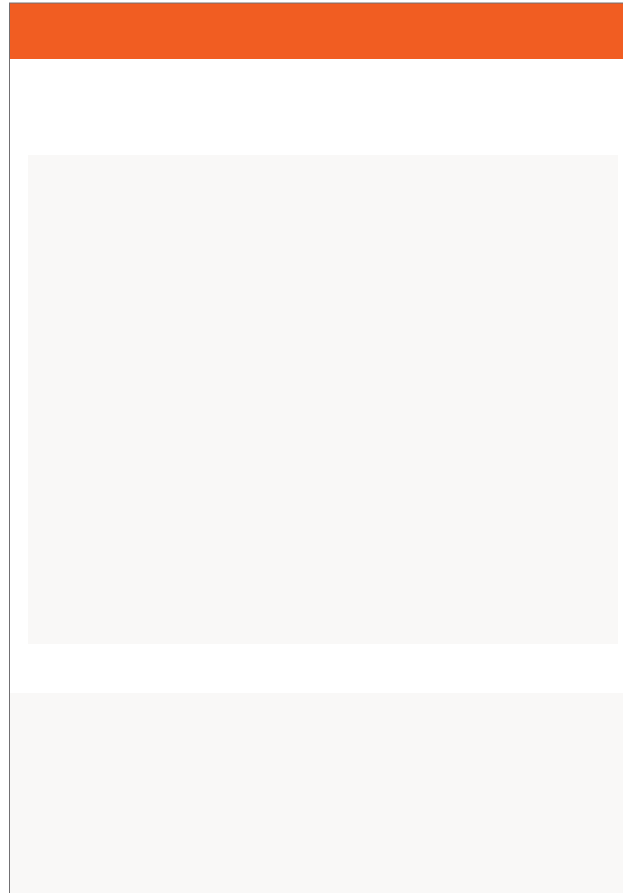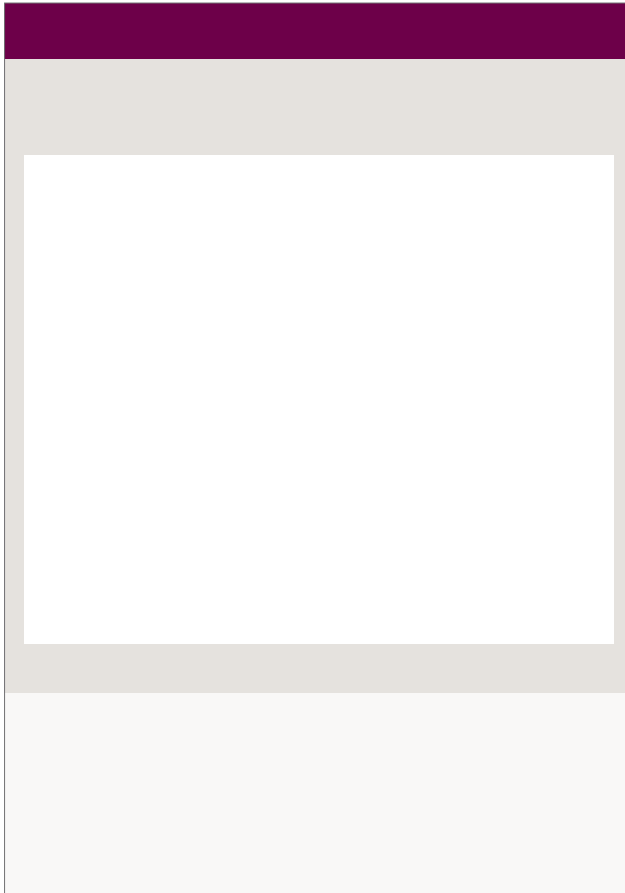
Canonical
Primary colours

Aubergine
HEX #772953

Warm grey 40%
HEX #dfdcd9

Warm grey 10%
HEX #f7f6f5

White
HEX #ffffff

Ubuntu
Primary colours

Orange
HEX #dd4814

Warm grey 10%
HEX #f7f6f5

White
HEX #ffffff

Ubuntu Server and Cloud
Primary colours

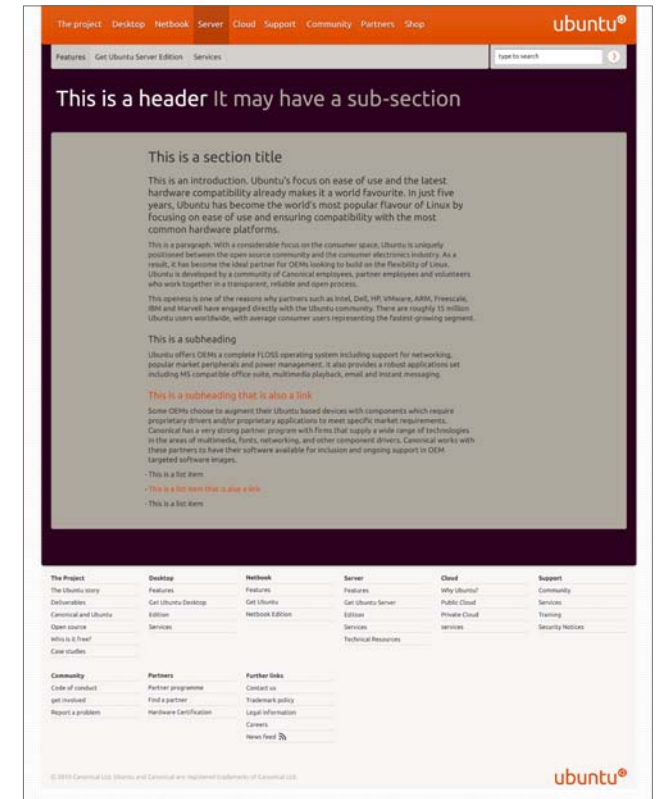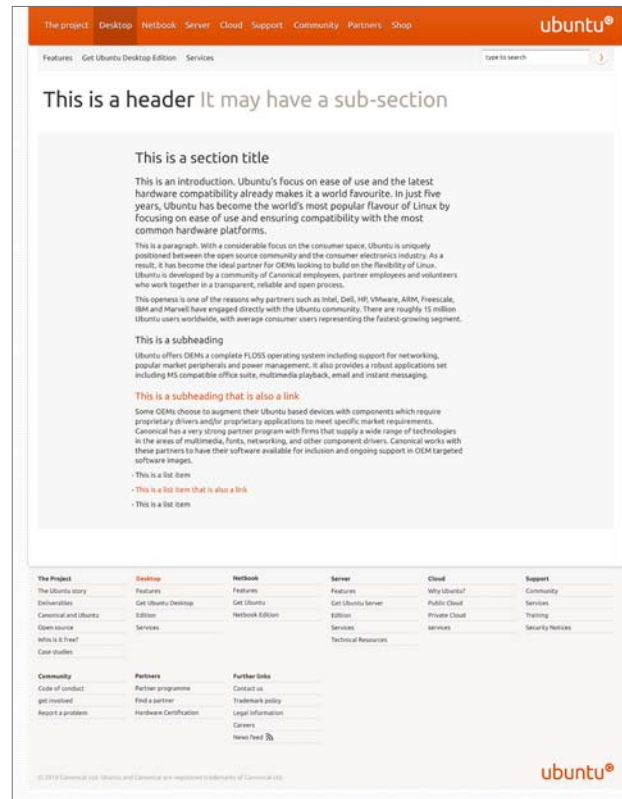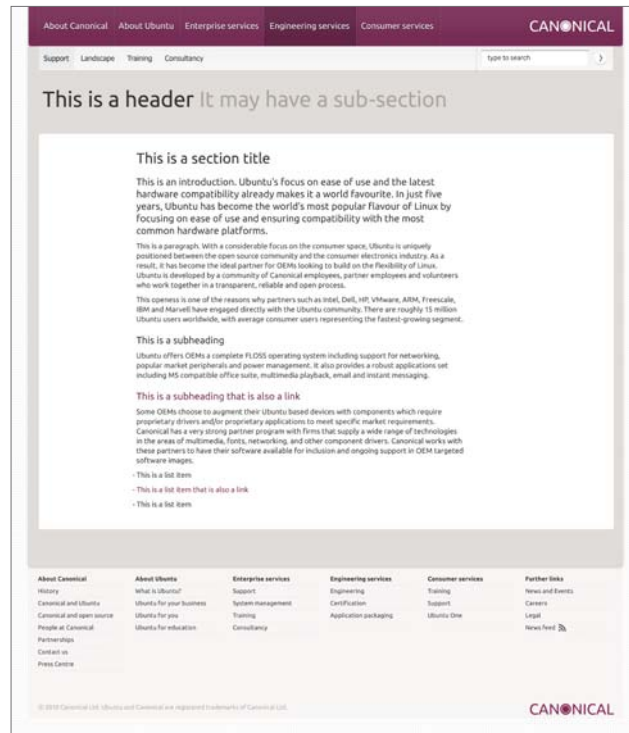Orange
HEX #dd4814

Dark purple
HEX #2c001e

Warm grey*
HEX #aea79f

Warm grey 10%
HEX #f7f6f5

*to be amended

Colour landscape – Canonical and Ubuntu base templates

Canonical

Aubergine is the primary Canonical brand colour. It's confident and opinionated.

Warm grey and white are used as content background colours to bring clarity, honesty and transparency to the design.

Ubuntu

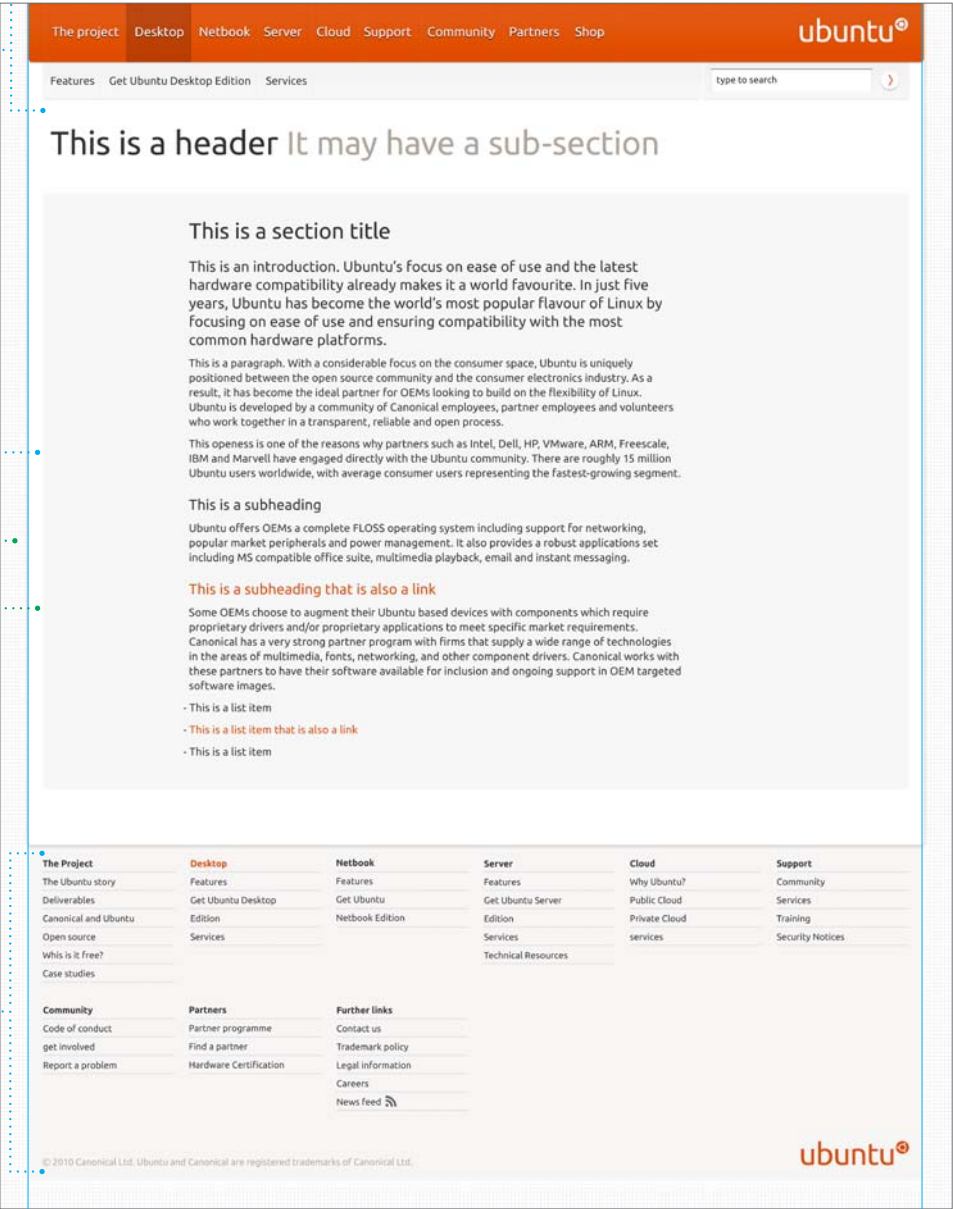Orange is the primary Ubuntu colour. It's lively, crisp and warm.

White and 10% tint of warm grey are used as content background colours for a bright, open feel.

Ubuntu Server and Cloud

Dark purple is the primary colours for Ubuntu Server and Cloud.

Warm grey is used as a supporting background colour.

Basic structure

LAYOUT SPECIFICATION

1 Header area
Consists of primary and secondary navigation. More on the header area on page XX.

2 Content area
This is where the page content is displayed.

3 Footer area
Read more about the footer area on page XX.

GRAPHIC SPECIFICATION

1 Body background
Background-color: #ffffff
Background-image: 4x4px dot pattern using 1px #cecac5 dot

2 Page background
Background-color: #ffffff
Corner radius:
Bottom left, right: 4px
Drop shadow: 4px #bbbbbb

976

The Ubuntu grid system
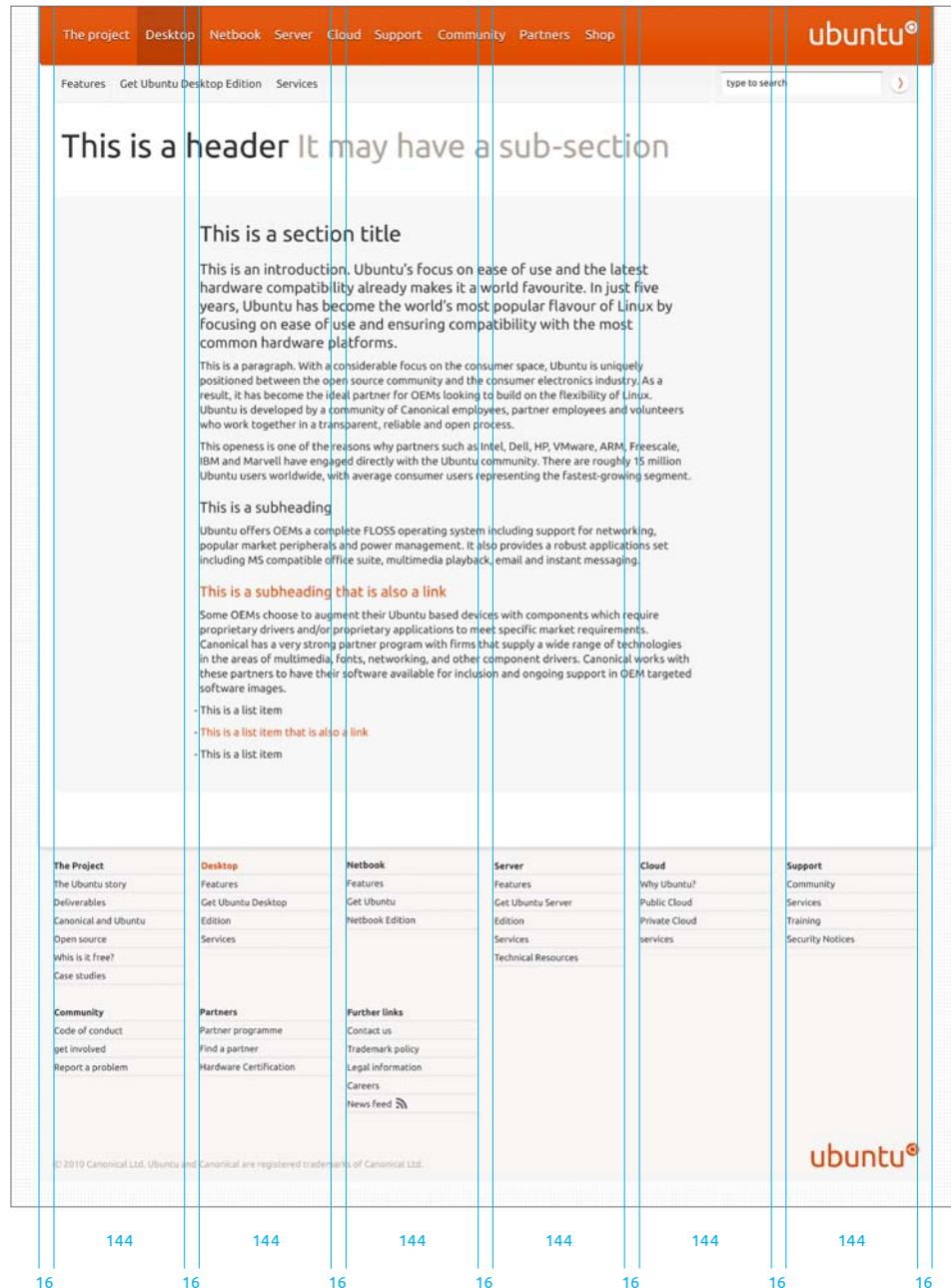
What are grids and why use them?

Grids are very important in web design. They help the designers structure the page visually and are very useful to developers who build templates and stylesheets.
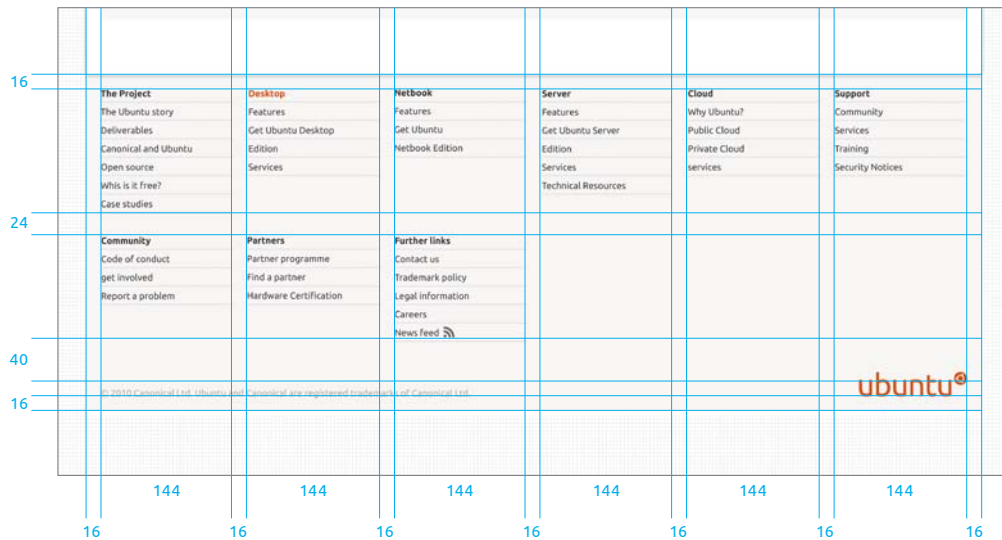
The Ubuntu grid system

All Ubuntu templates are built using the same, 16px-based, 6-column grid. All horizontal and vertical margins and paddings are multiple of 8 and 16px.

Header and footer
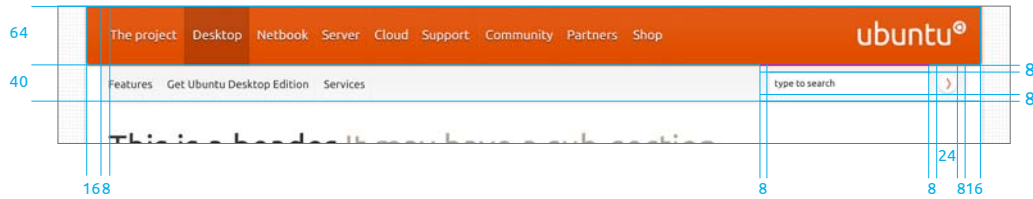
Page header

Ubuntu page header consists of **top-level navigation**, **second-level navigation** (where necessary) and **search box**. Read more about the navigation on page 19.

Footer area

Footer area consists of **footer navigation** and **legal/copyright** info. Footer navigation acts as a sitemap, enhances search engine optimisation and supports the main navigation. Read more about the footer on page 19.

General template
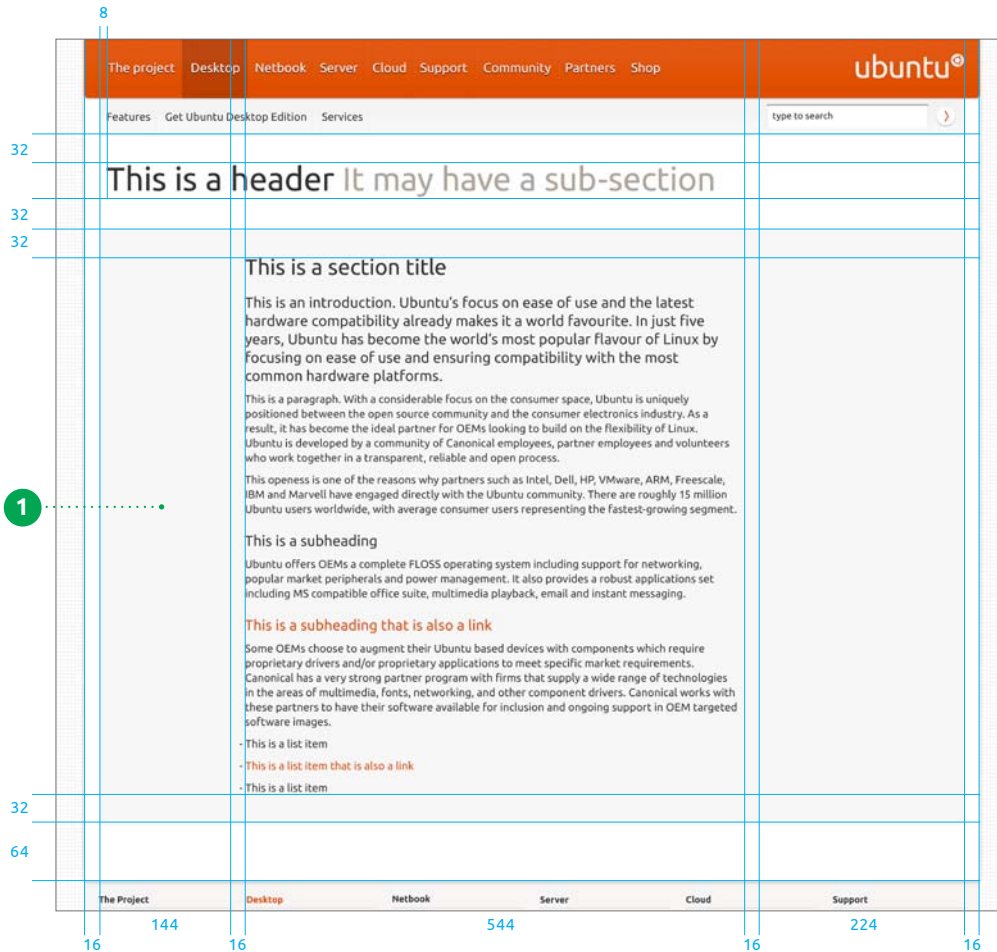
What is general template for?

General template defines the most basic, single-column content page. Please note that the grid is consistently using multiples of 8 and 16px.

The text area stretches across 3.5 columns – white space on the left and right provides the necessary "breathing space" and the measure (length of each line of text) is optimised for legibility.
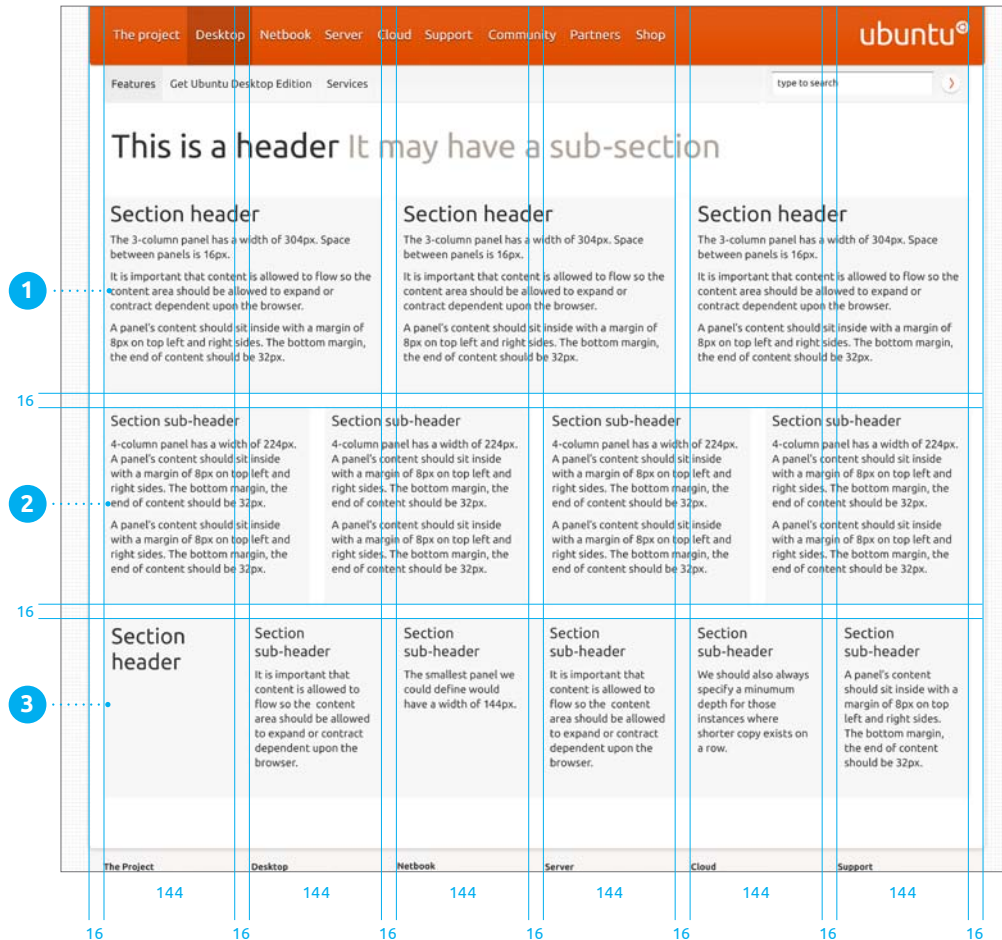
GRAPHIC SPECIFICATION

1 **Content panel**
Background-color: #f7f7f7
Corner radius: 4px

General template with tertiary navigation
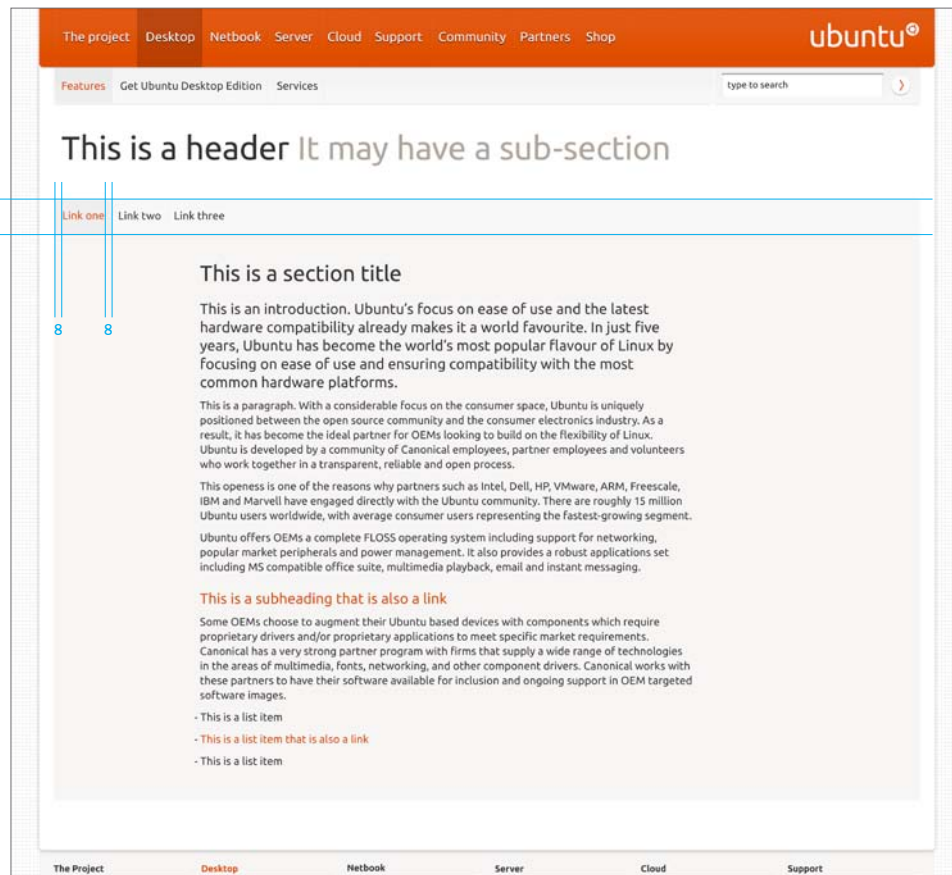
Page using the tertiary navigation inherits all other properties of the standard general template page. Read more about the tertiary navigation on page 19.

Multi-column layouts

How to build multi-column layouts?

Whether you're using 3, 4 or 6 columns, always remember to follow the general grid. Make sure the spacings are consistent and adhere to the globally defined rules.

LAYOUT SPECIFICATION

1 **3-column layout**
This layout uses three separate content panels. Width of each panel is 304px

2 **4-column layout**
This layout uses four separate content panels. Width of each panel is 224px

3 **6-column layout**
This layout uses six columns of text within one content panel. Width of each column is 144px.

Multi-column layouts – example 1

Section header

The 3-column panel has a width of 304px. Space between panels is 16px.

It is important that content is allowed to flow so the content area should be allowed to expand or contract dependent upon the browser.

A panel's content should sit inside with a margin of 8px on top left and right sides. The bottom margin, the end of content should be 32px.

Section header

The 3-column panel has a width of 304px. Space between panels is 16px.

It is important that content is allowed to flow so the content area should be allowed to expand or contract dependent upon the browser.

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Section header

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A panel's content should sit inside with a margin of 8px on top left and right sides. The bottom margin, the end of content should be 32px.

16   304   16   304   16   304   16

Section header

The 3-column panel has a width of 304px. Space between panels is 16px.

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Section header

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Section header

The 3-column panel has a width of 304px. Space between panels is 16px.

It is important that content is allowed to flow so the content area should be allowed to expand or contract dependent upon the browser.

A panel's content should sit inside with a margin of 8px on top left and right sides. The bottom margin, the end of content should be 32px.

8   32   8   8

3-column layout with standard panels

This example depicts typical content panels in a 3-column layout.

Styling and layout of the standard content panel should be used as a base for all other content panels.
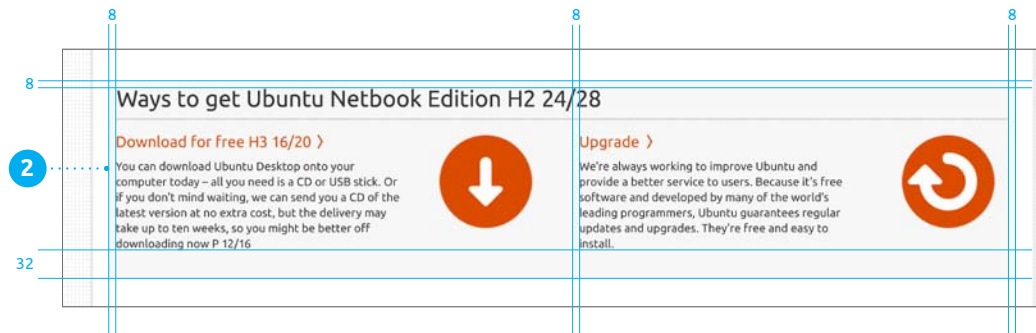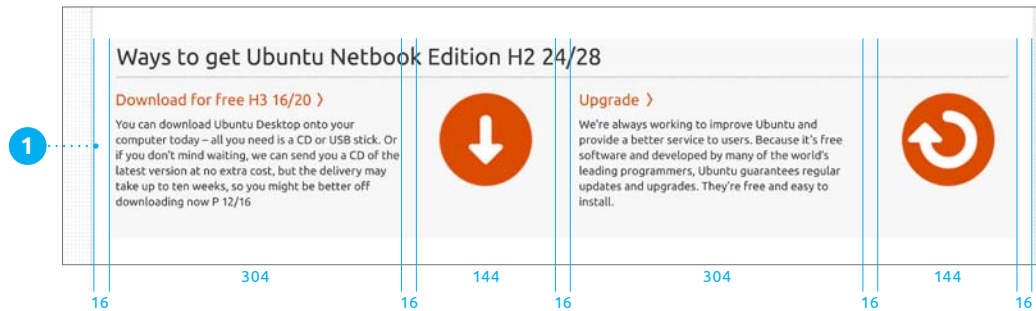
LAYOUT SPECIFICATION

1 Sizes and spacing
Space between panels: 16px
Panel width: 304px

2 Internal padding
Padding top, left, right: 8px
Padding bottom: 32px

GRAPHIC SPECIFICATION

1 Content panel
Background-color: #f7f7f7
Corner radius: 4px

Multi-column layouts – example 2

Content box with two columns

In this example, the content box stretches across the full width of the page and consists of main header, two columns of text with subheadings and two pictograms.

LAYOUT SPECIFICATION

1 Sizes and spacing
Space between columns: 16px
Content column width: 304px
Pictogram column width: 144px

2 Internal padding
Padding top, left: 8px
Padding bottom: 32px

To be reconsidered as an example (possibly too complex)

Typography on the web

Aa

The Ubuntu font family

All Ubuntu websites can now take advantage of the new Ubuntu font family. The Ubuntu fonts have been carefully designed, hinted and kerned to provide the best experience and legibility.

The correct global font definition is:

```
body {
        font-family: 'Ubuntubeta', 'Ubuntu',
        'Bitstream Vera Sans', 'DejaVu Sans',
        Tahoma, sans-serif;
}
```

This definition provides appropriate fallback fonts for older versions of Ubuntu and other major operating systems. It is very important to only use one global definition and to not override it with any local classes.

Typographic scale
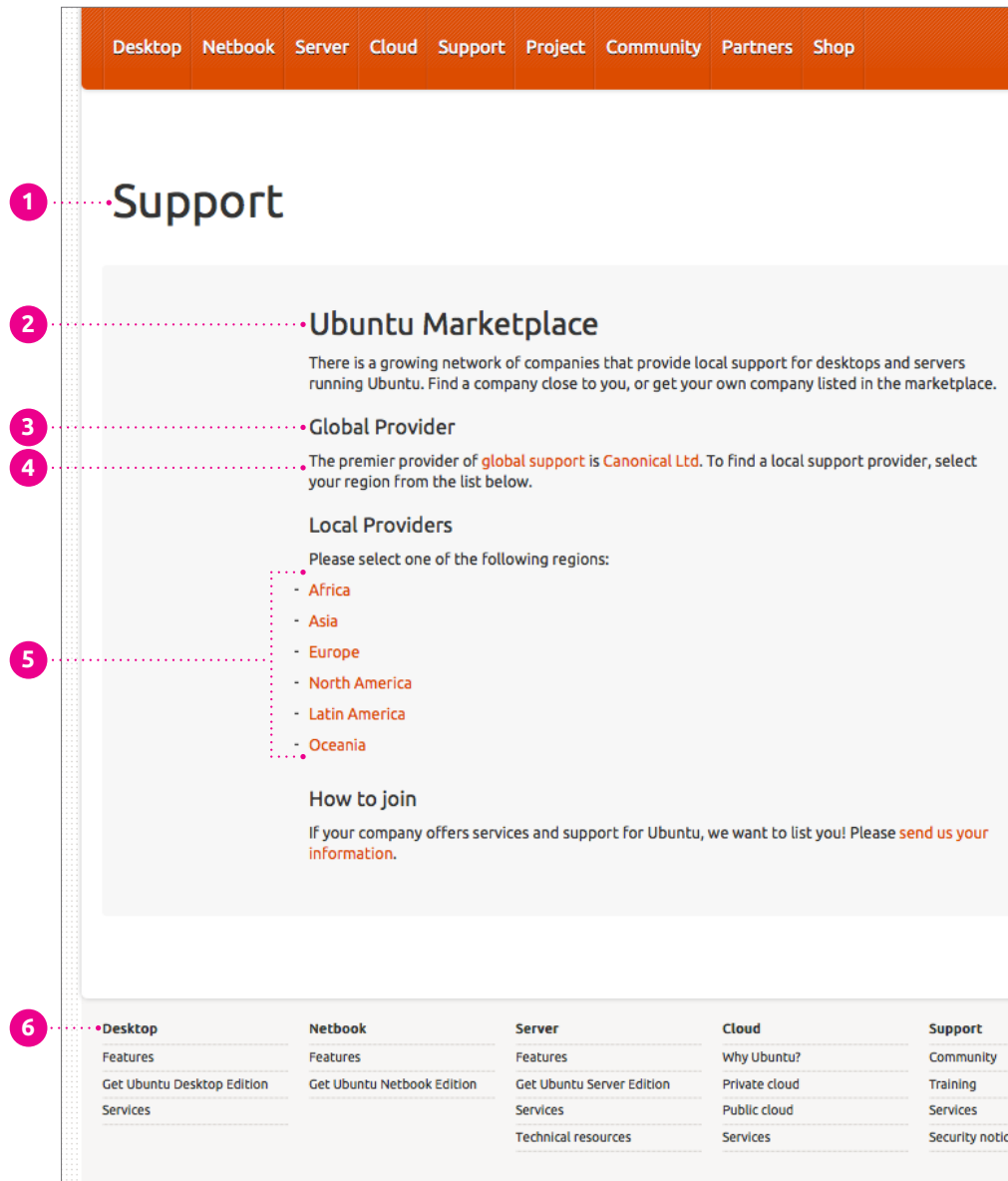
Typographic scale "in action" on a live page

36 24 16 12 10

Typographic scale defines relationships between headers, paragraphs and other typographic elements. It is important to understand those relationships and apply the correct rules.

. . .

1 Header 1
Font-size: 36px
Line-height: 40px

2 Header2
Font-size: 24px
Line-height: 28px

3 Header 3
Font-size: 16px
Line-height: 20px

4 Paragraph
Font-size: 12px
Line-height: 16px

5 List
Font-size: 12px
Line-height: 16px

6 Small text
Font-size: 10px
Line-height: 14px

Typographic styles – Ubuntu
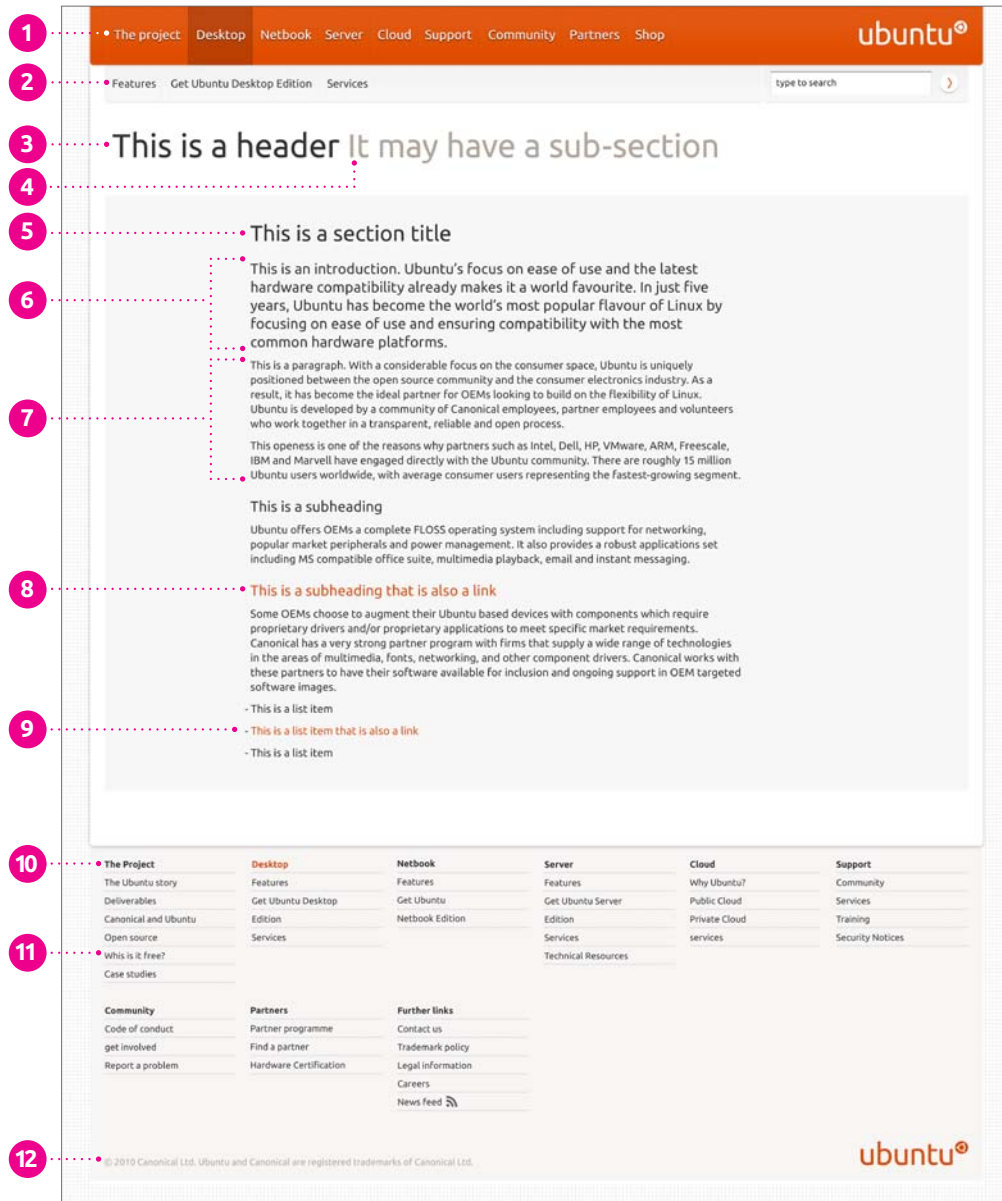
1 **Top-level navigation**
Font-size: 14px
Line-height: 16px
Color: #ffffff

2 **Second-level navigation**
Font-size: 12px
Line-height: 16px
Color: #333333

3 **Header 1**
Font-size: 36px
Line-height: 40px
Font-weight: normal
Color: #333333
Margin: 0

4 **Header 1: sub-section**
Font-size: inherit
Line-height: inherit
Font-weight: inherit
Color: #aea79f

5 **Header 2**
Font-size: 24px
Line-height: 28px
Font-weight: normal
Color: #333333
Margin-top: 16px
Margin-bottom: 8px

6 **Header 3**
Font-size: 16px
Line-height: 20px
Font-weight: normal
Color: #333333
Margin-top: 16px
Margin-bottom: 8px

7 **Paragraph**
Font-size: 12px
Line-height: 16px
Color: #333333
Margin-bottom: 8px

8 **Link**
Color: #dd4814

9 **List item**
Color: #333333
List-style-position: outside
Margin-bottom: 8px
Bullet style: en dash (–)

10 **Footer menu: top-level item**
Font-size: 10px
Line-height: 14px
Font-weight: bold
Color: #333333

11 **Footer menu item**
Font-size: 10px
Line-height: 14px
Color: #333333

12 **Copyright footnote**
Font-size: 10px
Line-height: 14px
Color: #aea79f

Typographic styles – Ubuntu server and cloud

1 Header 1
Color: #ffffff

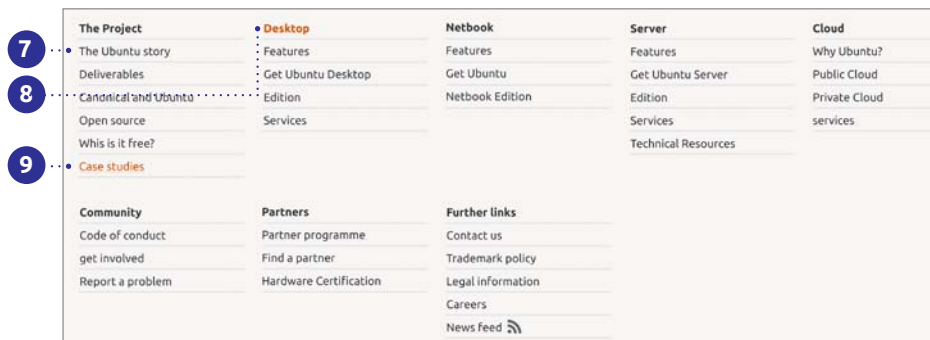All other properties are inherited
from the main Ubuntu template
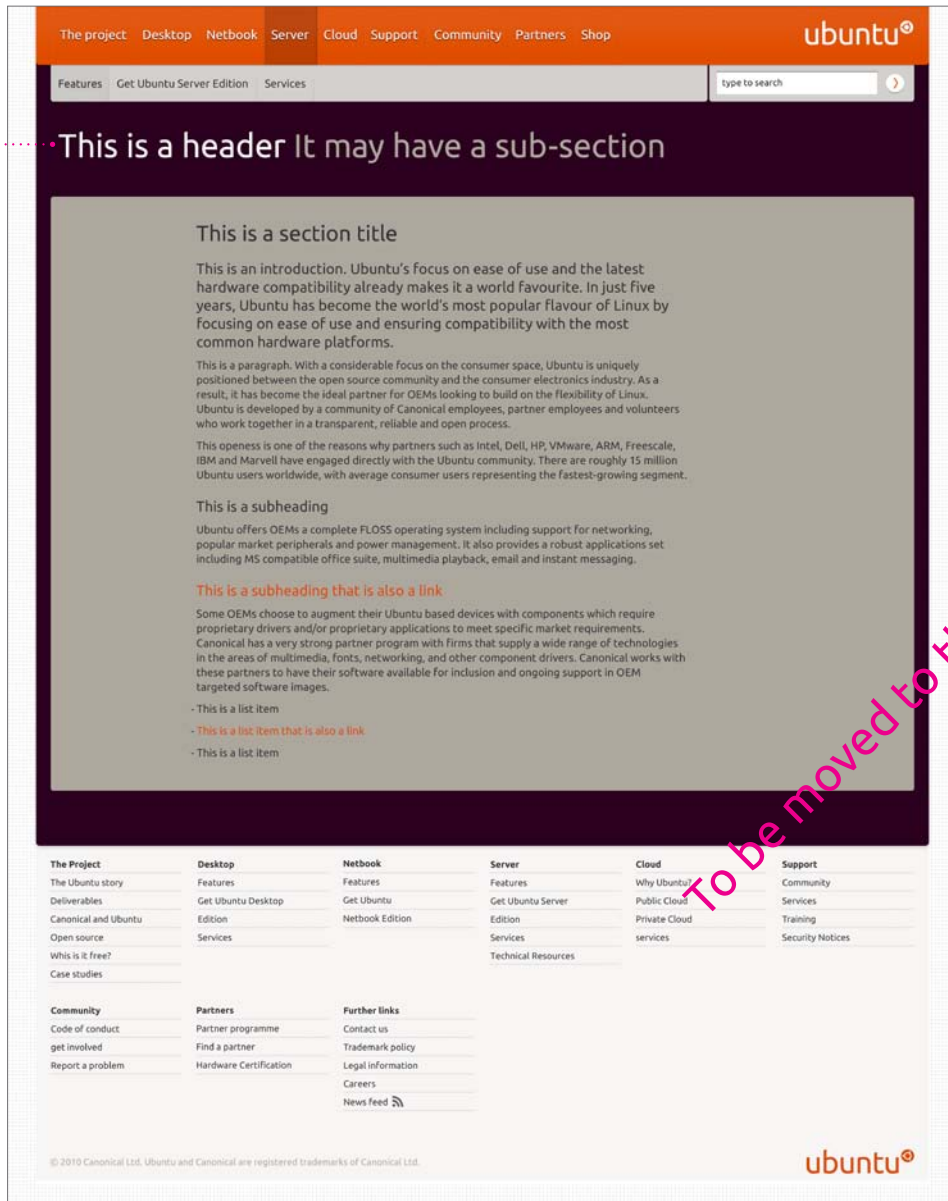
Navigation
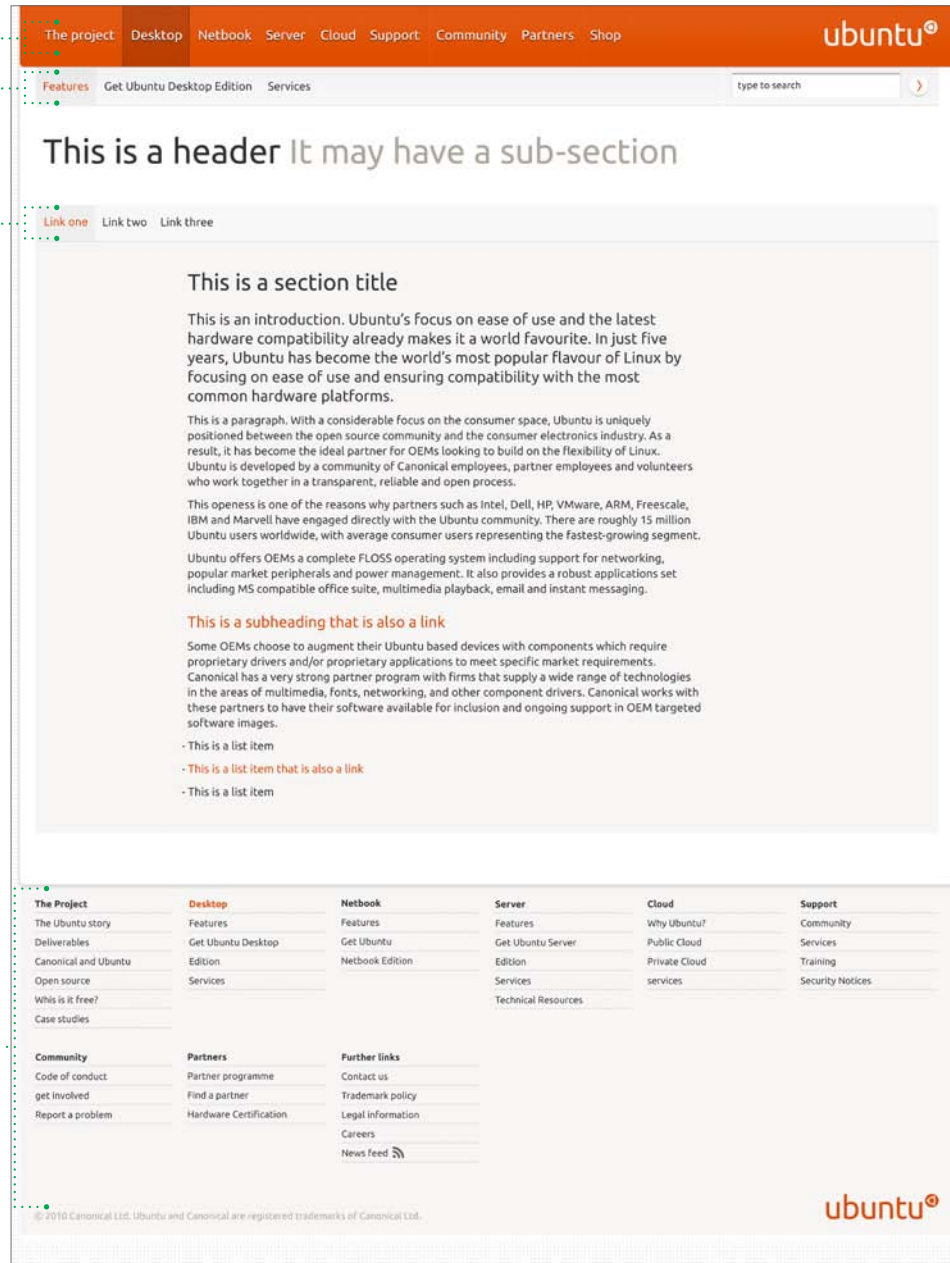
GRAPHIC SPECIFICATION

1 Top-level nav
Background-color: #dd4814
Background-image: striped pattern
Corner radius:
Bottom left, bottom right: 4px
Drop-shadow: 4px #bbbbbb

2 Second-level nav
Background-color: #f7f7f7
Corner radius:
Bottom left, bottom right: 4px
Drop-shadow: 4px #bbbbbb

3 Third-level nav
Background-color: #f7f7f7
Corner radius:
Top left, Top right: 4px

4 Footer nav
Background-color: #f7f7f7
Corner radius:
Bottom left, bottom right: 4px

Navigation

1 The project Desktop Netbook Server Cloud Support Community Partners Shop

2 Features   Get Ubuntu Desktop Edition   Services

3 Features   Get Ubuntu Desktop Edition   Services

4

5 Link one   Link two   Link three

6

The Project	Desktop	Netbook	Server	Cloud
7 The Ubuntu story	Features	Features	Features	Why Ubuntu?
Deliverables	Get Ubuntu Desktop	Get Ubuntu	Get Ubuntu Server	Public Cloud
8 Canonical and Ubuntu	Edition	Netbook Edition	Edition	Private Cloud
Open source	Services		Services	services
Whis is it free?			Technical Resources	
9 Case studies				

Community	Partners	Further links
Code of conduct	Partner programme	Contact us
get involved	Find a partner	Trademark policy
Report a problem	Hardware Certification	Legal information
		Careers
		News feed

INTERACTION SPECIFICATION

1 Top-level nav – default state
This state indicates that the mouse is outside and the section is not being viewed

2 Top-level nav – hover/active state
This state indicates that the mouse is over and/or the section is currently being viewed

Background-color: #b83a10

3 Second-level nav – hover/active state
Background-image: striped pattern
Color: #dd4814

4 Second-level nav – default state

5 Third-level nav – hover/active state
Background-image: striped pattern
Color: #dd4814

6 Third-level nav – default state

7 Footer nav – default state

8 Footer nav – active state
Color: #dd4814

9 Footer nav – hover state
Color: #dd4814
Text-decoration: underline

Web forms – layout

Example form

About you   * signifies a required field

First name *

xxx123   ❌ You must enter a valid first name

Last name *

Email *

Phone number

Is your application in a personal capacity or on behalf of a business? *

○ Personal   ● Business

Company name *

Address

State/Province

Country *

Please select...

What information are you interested in? *

☐ Ubuntu courses in your country
☐ The Ubuntu Academy Programme
☐ Other

Please provide as much information as possible below:

Would like to receive information from us from time to time relating to Ubuntu training?

☐ Yes

Data collected from this survey will be handled in accordance with the Canonical privacy policy

Submit

8   286   16   224   8

8
8
1
8
16
2
32
3
32
32
32
8

LAYOUT SPECIFICATION

1 Internal padding
Padding: 8px

2 Space between fieldsets
Padding: 16px

3 Space between field groups
Padding: 32px

21

Web forms – styling

GRAPHIC SPECIFICATION

1 Fieldset title
Background-color: #aea79f

2 Fieldset background
Background-color: #dfdcd9

3 Input field
Border: 1px solid #ccc1c1
Background-color: white
Width: 286px
Height: 20px

INTERACTION SPECIFICATION

1 Input with error
Border: 2px solid #dd4814
Color: #dd4814

2 Error message
Background-image: Error icon
Font-size: 12px
Color: #dd4814

3 Focused input
Border: 2px solid #dd4814
Color: #333333

TYPE SPECIFICATION

1 Supporting text
Font-size: 12px
Line-height: 16px
Color: #ffffff
Asterisk color: #dd4814

2 Fieldset title
Font-size: 16px
Line-height: 16px
Font-weight: normal
Color: #ffffff
Padding-top: 8px
Padding-bottom: 8px

3 Text input/select fields
Font-size: 12px
Color: #333333

4 Label
Font-size: 12px
Color: #333333
Margin-bottom: 4px
Asterisk color: #dd4814

5 Legal/small text
Font-size: 10px
Line-height: 14px
Color: #333333

Buttons – layout and styling

1 Download Ubuntu

1 Download Ubuntu **3** 10 · x · 10
2 8 · x · 8
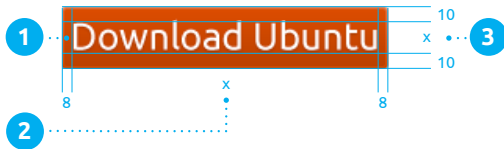
1 Download Ubuntu
1

2 Show me how
2

1 Primary buttons
These buttons should be used for primary actions only (ie. triggering a download, submitting a form). There should be only one primary button on one page.

LAYOUT SPECIFICATION

1 Internal padding
Left, right: 8px
Top, bottom: 10px

2 Button width
Dependent on the amount of text

3 Button height
Dependent on the size of text (see next page)

GRAPHIC SPECIFICATION

1 Base styling
Corner radius: 4px
Background-color: #dd4814
Background-image: orange gradient

TYPE SPECIFICATION

1 Button text
Color: #ffffff
Font-size: see next page
Line-height: see next page
Text drop shadow: 1px y-offset, 20% opacity black

2 Secondary buttons
These buttons should be used for supporting actions (ie. displaying help information, cancelling an action). Multiple secondary buttons per page can be used.

GRAPHIC SPECIFICATION

2 Base styling
Background-color: #aea79f
Background-image: grey gradient

All other properties are inherited from the primary button styles.

Background images should be supplied as sprites, covering default, hover and active states (see next page).

Buttons – states and sizes

A **B** **C**

Download Ubuntu Download Ubuntu Download Ubuntu **1**

Show me how Show me how Show me how **2**

Show me how Show me how Show me how **3**

Show me how Show me how Show me how **4**

INTERACTION SPECIFICATION

1 Primary buttons – large
These buttons should be used for primary actions only (ie. triggering a download on a home page). There should be only one primary button on one page.

2 Secondary buttons – large
These buttons offer high visibility and should be used for important supporting actions. Multiple buttons per page can be used.

3 Primary buttons – small
These buttons should be used for primary actions on secondary pages (ie. submitting a form). There should be only one primary button on one page.

4 Secondary buttons – small
These buttons should be used for supporting actions. Multiple buttons per page can be used.

GRAPHIC SPECIFICATION

A Default state
As defined on a previous page

B Hover state
Background colours:
Primary buttons: #b83a0f
Secondary buttons: #dd4814

C Active (mouse down) state
Primary & secondary: #962d0c

TYPE SPECIFICATION

Text colours:
Default, hover: #ffffff
Active: #aea79f

Font size/line height:
Large: 24px/28px
Small: 16px/20px

Links and calls to action

1 Andalusia deploys 220,000 Ubuntu desktops in schools throughout the region ⟩

The Andalusian Regional Government, Spain, wanted to improve access to IT in schools throughout the region. It asked IT services company infrastructure to connect 2,000 schools in Andalusia. Isotrol implemented 220,000 Ubuntu-based workstations in more than 2,000 schools throughout the region. Now, technology plays an integral role in delivering a more dynamic learning experience in schools across Andalusia. Teachers and students can share information quickly and easily, while each school receives dedicated support from a centralised support service.

2 Read the full story or Download the PDF

3

4 Why Ubuntu? ⟩

5 Ubuntu is the fastest route to a reliable cloud for your business: it is the only distribution which includes all the components you need to build a cloud straight away.

Private cloud ⟩

Private clouds give you the power of cloud computing in your own IT infrastructure. So you get the benefits of cloud computing behind the security of your firewall. Deploy workloads and have them running immediately. Grow or shrink computing capacity to meet your application's needs.

Public cl

Amazon's E
(EC2) allow
virtual syst
without inv
Amazon EC
Ubuntu Ent
modularity,
range of ap
performanc

INTERACTION SPECIFICATION

1 Section header/call to action
Color: #dd4814
Background-image: orange arrow

2 Standard link – hover state
Color: #dd4814
Text-decoration: underline

3 Standard link
Color: #dd4814
Text-decoration: none

4 Section header – server and cloud
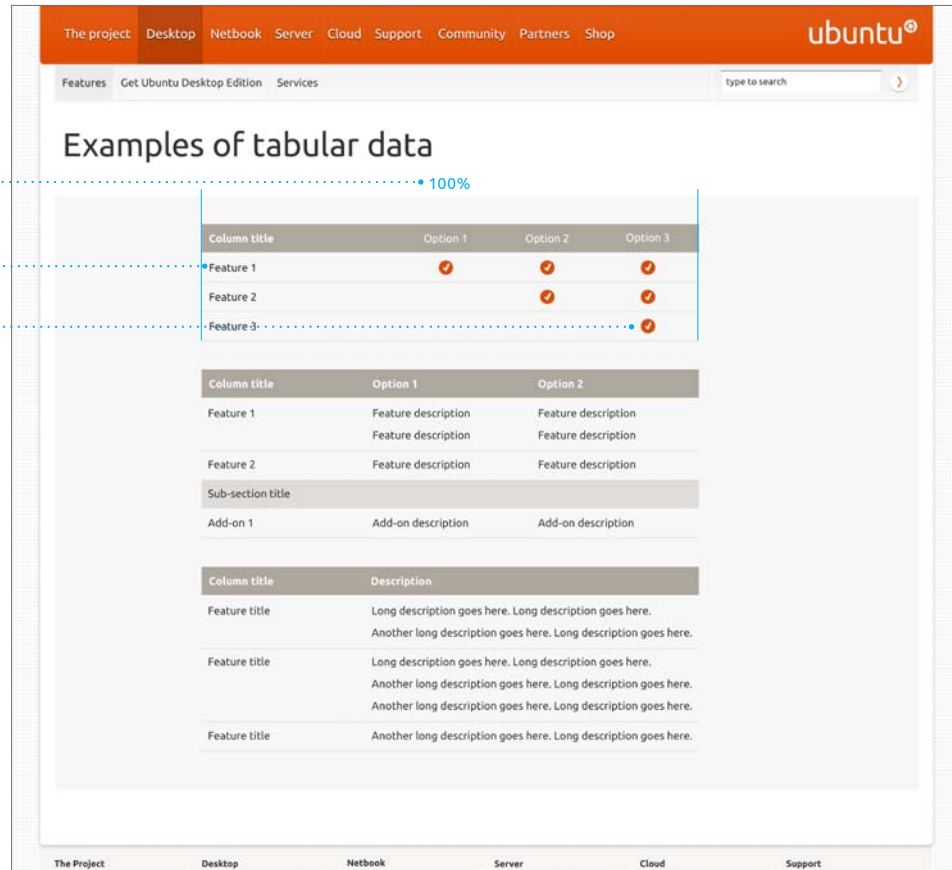Color: #ffffff
Background-image: white arrow

5 Section header – server and cloud – hover state
Color: #ffffff
Background-image: white arrow
Text-decoration: underline

25

Tables – layout

1 Table width
Width: 100%
Table should use the whole
width of the content area.

2 Text alignment
Text-align: left
All text within table cells
should be left-aligned. The only
exception being point 3)

3 Icon positioning
If a table cell contains only an
icon, the icon should be centred.
If the whole column contains
icons only, the header text of
that column can be centred, too.

Tables – styling
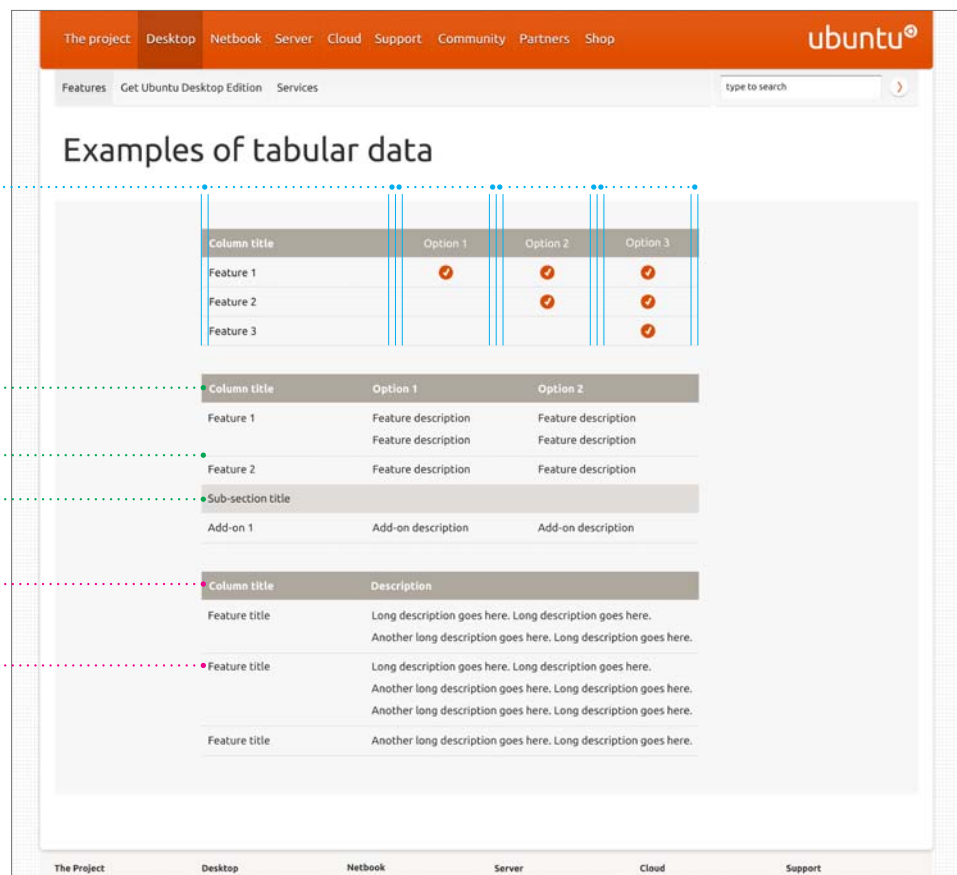
LAYOUT SPECIFICATION

**1** Horizontal spacing
Padding-left: 8px
Padding-right: 8px

GRAPHIC SPECIFICATION

1 Table header
Background-color: #aea79f

2 Separator line
1px dotted #cccccc

3 Table sub-section header
Background-color: #dfdcd9

TYPE SPECIFICATION

1 Header text
Font-size: 12px
Line-height: 16px
Colour: #ffffff
Font-weight: bold
Padding-top: 4px
Padding-bottom: 4px

2 Body text
Font-size: 12px
Line-height: 16px
Colour: #333333
Padding-top: 4px
Padding-bottom: 4px

Screenshots
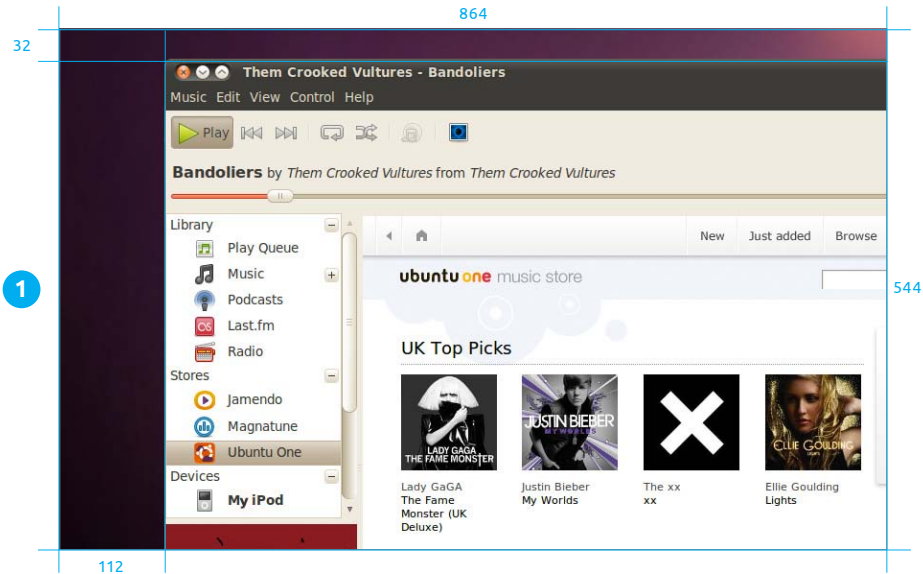
LAYOUT SPECIFICATION

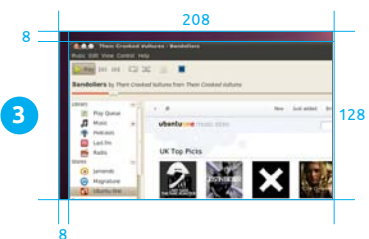**1** Large screenshot
To be used in the overlay-style slideshows.

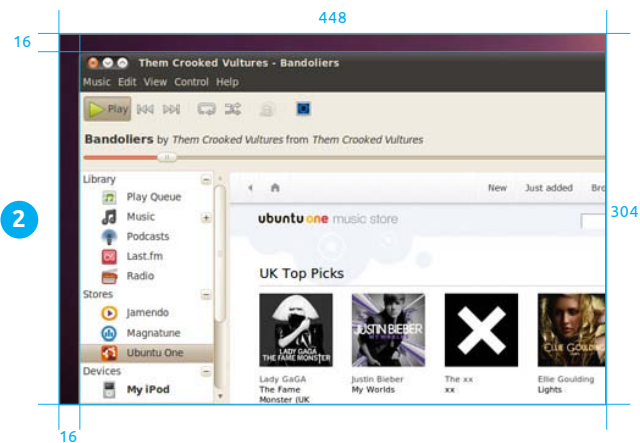Image scale: 100%
Size: 864x544px

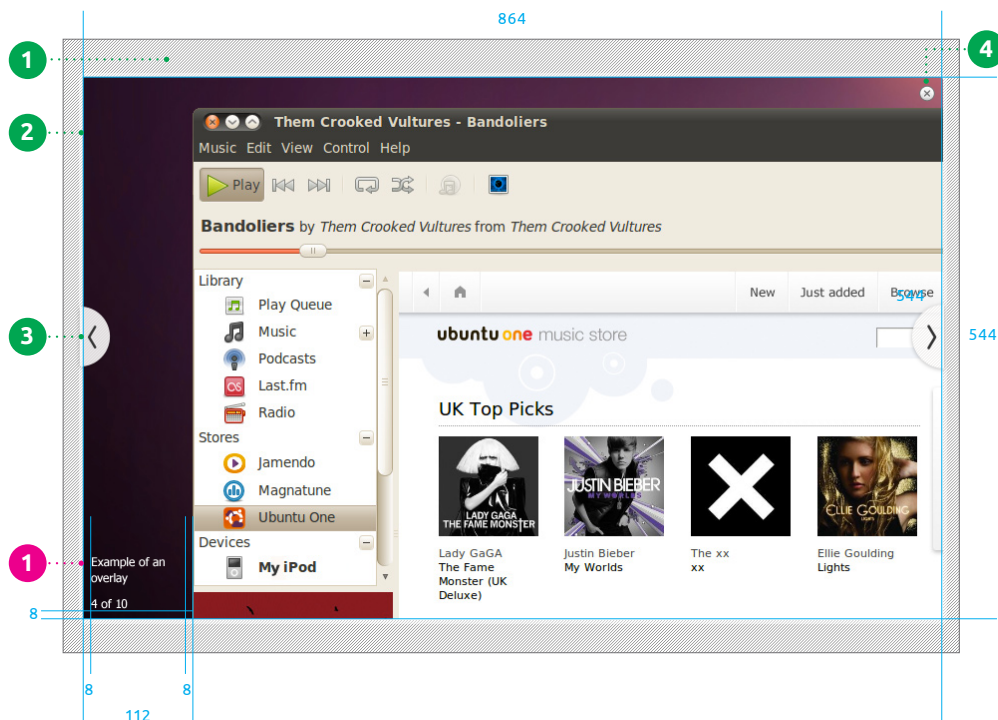**2** Medium screenshot
To be used within the page content.

Image scale: 66%
Size: 448x304px

3 Small screenshot
To be used in the content snippets.

Image scale: 33%
Size: 208x128px

Overlays

Example of an
overlay

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When to use overlays?

Overlays can be used whenever the information they contain has a strong contextual link to the information already present on the page and is extending this information.

Image enlargement or slideshow are examples of correct use of overlays.

GRAPHIC SPECIFICATION

1 Overlay background
Diagonal, 1px-wide, 50%-opacity black stripes on an 80%-opacity white background

2 Border
4px-thick, 50%-opacity white
4px corner radius

3 Back/forward button (where appropriate)
Positioned vertically in the middle of the overlay box

4 Close button
Positioned 8px from the top and right edges of the overlay box

TYPE SPECIFICATION

1 Image description and page count
Positioned 8px from the left and bottom edges of the overlay box

Text should be defined as paragraph with inherited global settings.

Color: #ffffff