



 **steelseries**

App Standards 11.8

color palette



Colors

The Steel Series color palette consists of a foundation of five Primary colors, four secondary colors and nine Highlight colors. These colors were chosen based on the colors gleaned from the website and printed materials.

Shading with gradients, creating highlight and shadows by changing value, and minor changes of saturation have also been used, some of which will be defined later in this doc.

Primary



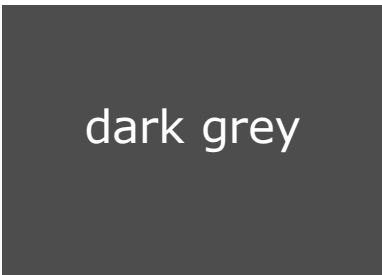
#ff5200

(Used for positive actions)



#a5a7aa

(Used for all text)



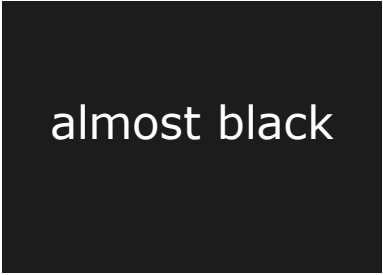
#4d4d4d

(Used for frames, tool tips & disabled fonts)



#2d2d2d

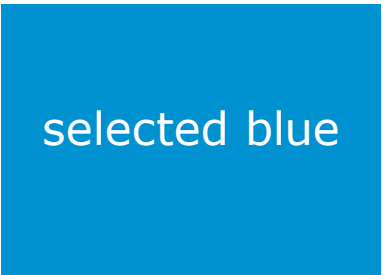
(Used for side panel)



#1c1c1c

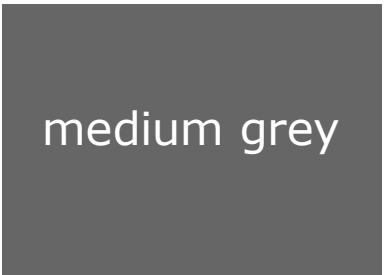
(Used for title bar)

Secondary



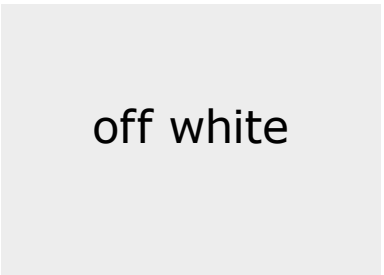
#0091d1

(Used for selected items)



#666666

(Used for input fields)



#ededed

(Used for pop up text)



#ffffff

(Used for selected text, button text and input field text)

Colors

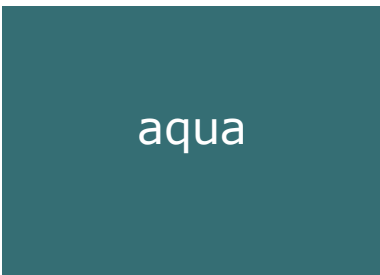
Highlight colors are used primarily for the advanced actions, creating a visual cue for complex categorization. These colors were chosen based on the need for a monochromatic color scale that conveyed similar yet different user actions.

Highlight



blue

#2f4f88



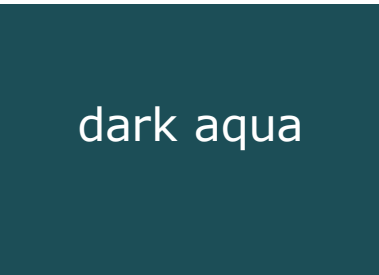
aqua

#356e74



light blue

#2a7199



dark aqua

#1c4e57



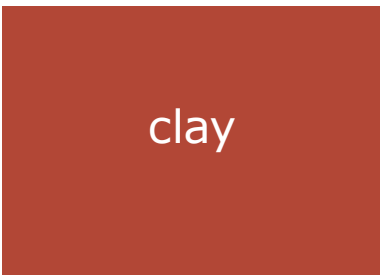
green

#2b683a



maroon

#782e39



clay

#b24736



slate

#50648c



plum

#6f3969

Gradients

The SteelSeries Gradient styles consist of three styles and four variants of those styles which illustrate how they appear when engaged in standard interactions.

Primary action gradients:

Normal

#ff5200 to #cd3400

Hover

#f05d18 to #f0491d

Down

#cd3400 to #ff5200

Disabled

transparent

Secondary/default button gradients:

Normal

#404040 to #2d2d2d

Hover

#535353 to #434343

Down/Active

#2d2d2d to #404040

Disabled

transparent

typography



Verdana Regular

Verdana was chosen because it was a system font that was easily readable for body copy.

Use Verdana Regular for body copy, checkboxes, input fields and dropdowns.

Use sentence case on all occasions where this font is used.

Always use in sentence case like this.

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Verdana Bold

Use Verdana Bold for headings.

Use in all caps on all occasions where this font is used.

ALWAYS USE IN ALL CAPS LIKE THIS.

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Helvetica Neue Condensed Bold

Helvetica Neue was chosen because it was widely used in printed materials.
Use Helvetica Neue for accent fonts.
Use in all caps on all occasions where this font is used.

ALWAYS USE IN ALL CAPS LIKE THIS.

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Helvetica Neue Bold

Helvetica Neue was chosen because it was widely used in printed materials.
Use Helvetica Neue for buttons.
Use in all caps on all occasions where this font is used.

ALWAYS USE IN ALL CAPS LIKE THIS.

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Frucade Small

Frucade Small was chosen because it was a font that looked crisp at a very tiny size.
Use Frucase small for widget labels. Only use for numbers.

1234567890

Typography **Helvetica Neue Condensed Bold**

H1: LARGE HEADER 30 px

H2: MEDIUM HEADER 26 px

H4: LIST HEADER 14 px

Typography **Verdana bold**

H3: SUB HEADER 14 px

H5: BTN/SELECTED TEXT 12 px

Typography **Verdana Regular**

T1: Text in Pop Ups 12 px

T2: Standard Body Text 9 px

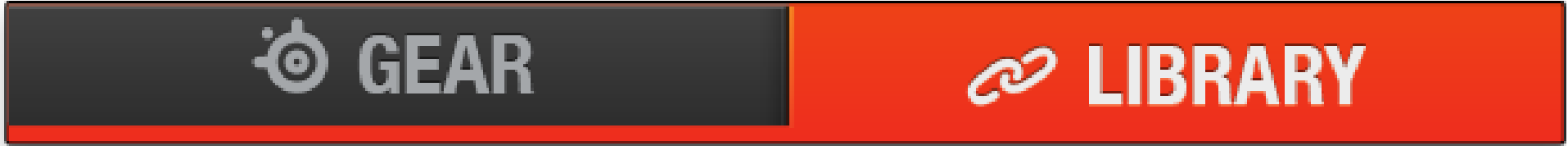
T3: PIXEL FONTS 8 px

Typography **Helvetica Neue Bold**

Text in Buttons 11 px

elements





Tabs Variable x 33px



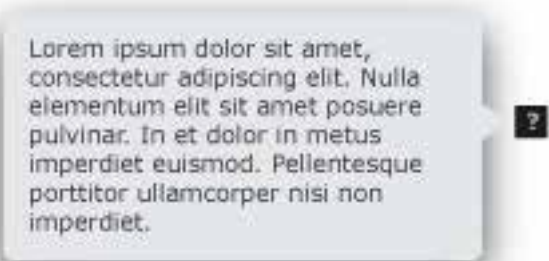
Device Cards Min. width of 580px x 80px



Input Fields
Variable x 22px



Buttons Min. width of
68px x 24px



Tooltip
Variable size

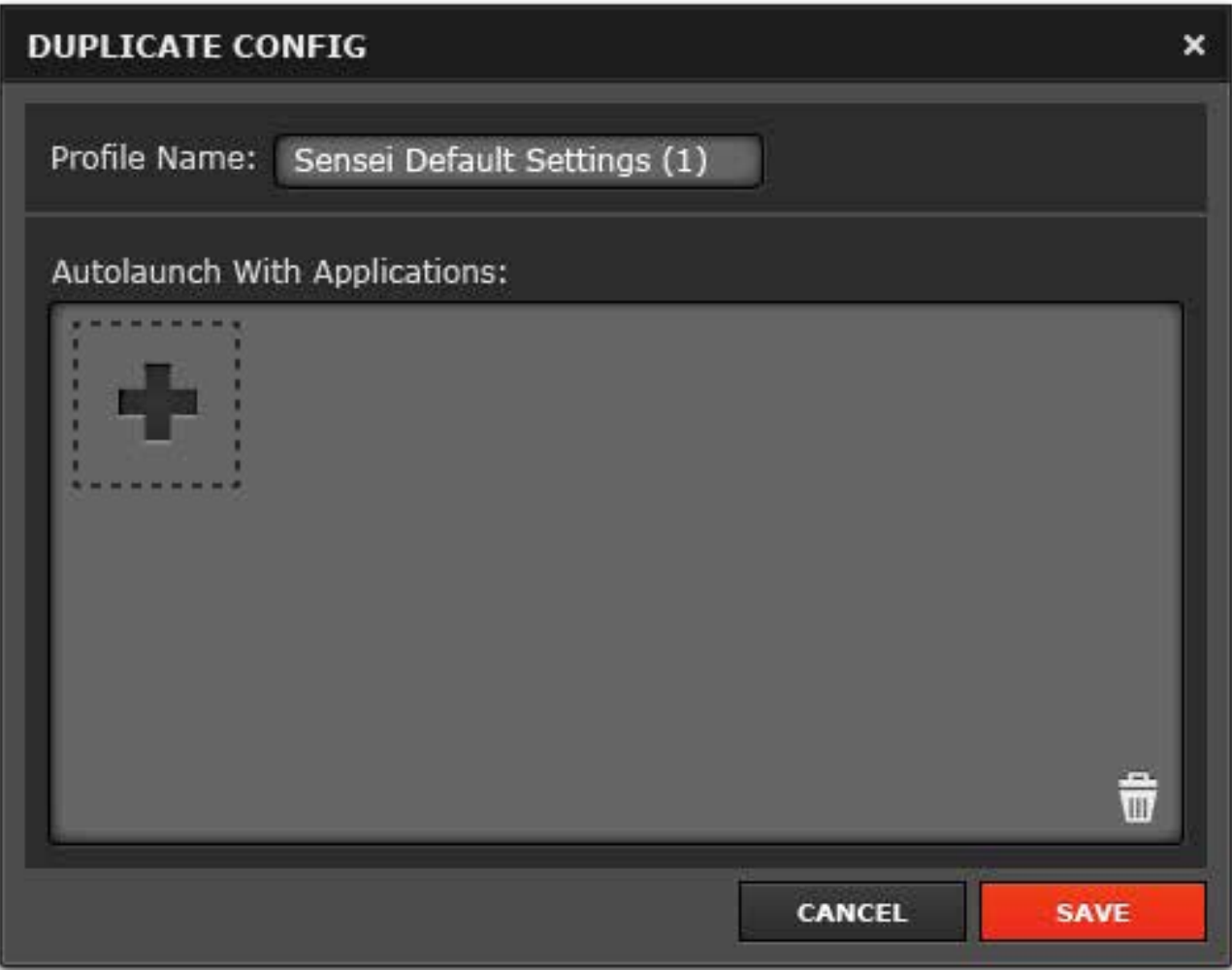


Confirmation Pop Ups Variable Size
Drop Shadow/Inner Border

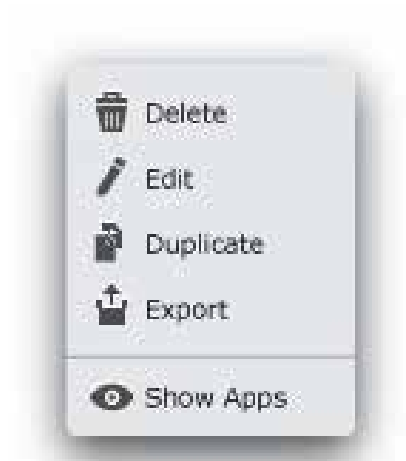
inset 0px 0px 1px 1px rgba(255, 255, 255, 0.1)
0px 6px 8px 0px rgba(0, 0, 0, 0.5)



Config Panel 200px x Variable



Scroll Bars
8px x Variable

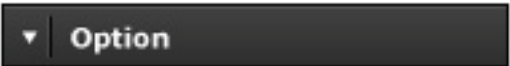


R. Click Menu Min. width 101px x Variable
Drop Shadow 0px 6px 8px 0px rgba(0, 0, 0, 0.5)

Interactive Pop Ups Variable Size
Drop Shadow/Inner Border
inset 0px 0px 1px 1px rgba(255, 255, 255, .1)
0px 6px 8px 0px rgba(0, 0, 0, 0.5)



Color Picker
388px x 256px



Dropdown Menu
Variable width x 24px



Widgets 230px x Variable



Library Application
200px x 162px



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