STYLE GUIDE

Tomorrow is just a dream away.

Objectives

Introduction to the features and goals of Flushing style.

Flushing style has as its main goal the production of clean, elegant content that transmits feelings of order, purity, indifference and atemporality.

Unlike some representations of the future, where the world is made of rust, neon and dark alleys, the future of Flushing is shining, clean, luminous and optimistic.

It is inspired by the neofuturistic style of architects like Zaha Hadid, Norman Foster or Santiago Calatrava.

As a conclusion, it can be stated that Flushing doesn't seek to get close to the user and their present world, but to transport them to a minimalist future from which to offer them information in an efficient and clean way, while trying to inspire them.

Writing style

This section contains rules and guidelines about language applicable to every type of content.

Capitalization

When and where to use uppercase letters in Flushing style.

As a general rule, uppercase letters should only be used at the beginning of sentences, and on proper nouns like people, brands, products, or services names.

- More specifically, the following guidelines should be followed:
- Start titles, headings, paragraphs, buttons, labels, and messages with an uppercase letter.
- Avoid starting sentences with a proper noun that must start with lowercase, such as some brands, products, or services.
- Don't use uppercase letters to express emphasis. Instead, use an adequate emphasis style.
- Don't mix capitalization, unless when part of the name of a brand, product, or service.
- Propagate the capitalization on dash-separated expressions:

All-Uppercase or all-lowercase.

Acronyms

Use of initials and acronyms in text.

In general, acronyms should be written in extended format the first time they appear, like:

The European Aircraft Safety Agency (EASA) is working to improve...

Once defined, they can be written in contracted format in successive apparitions. Whenever possible, avoid the use of acronym tables, indexes or dictionaries on any document following Flushing style.

As an exception to this rule, widely used acronyms, like DVD, USA or similar can be introduced directly in contracted format.

Avoid using acronyms on titles and headings, whenever possible.

Global content

Good practices to create content that can be used in any linguistic register.

It is generally a good idea to try to ensure that produced content is comprehensible and accessible to many users. To that end, Flushing offers the following recommendations:

- Avoid excessively long paragraphs. That could cause tiredness or disorientation in the reader.
- Similarly, try to organize sequences of paragraphs through the use of the various headings. It is important that documents have a logical structure to facilitate comprehension.
- Whenever possible, it is recommended to omit articles. This makes the content appear more neutral and professional:

Use of capitalization instead of Use of the capitalization.

- When designing text labels or status reports, attempt to omit verbs if possible. This allows such content to be easily consumed by removing unnecessary content:

Access denied instead of Access has been denied.

- Vocabulary should be chosen to be as wide and generic as possible, avoiding local or colloquial terms. This ensures that the content will be accessible to a larger number of users:

State your business instead of Oi, mate! Whaddaya doin'.

- Mind the use of certain words to avoid double meanings.
- Avoid in all cases making references to economic, social or political conflicts. While these problems do exist, the goal of Flushing is not to recognize them or assess their merits and defects, but to communicate objective information in a neutral way, steering clear of any sort of compliment or critic.
- Most words should use the British spelling, except those that would end in -re, like centre or spectre. They will be written in American spelling, in this case center and specter.

Numbers

Information on how to write numeric values.

As a general rule, numbers equal to or lower than ten will be written in textual format, while larger numbers will use numeric format. However, because of space limitations, or when mandated by the context or content, it is possible to write any number in numeric format.

- When expressing ranges or sets, both ends must be written in the same format:

One to four or 6 to 12 instead of 1 to four or Six to 12.

- Avoid when possible to start sentences with a number. If it becomes unavoidable, write the number in textual format, even if it is greater than ten.
- Decimal fractions can be separated by commas or periods, and no symbol will be used to separate thousands.

If a number becomes hard to read because of its magnitude, there are two ways to facilitate its comprehension:

- Express part of the magnitude with words:

250 million instead of 250000000.

- Use scientific notation:

250x10^6 instead of 250000000.

Currency

Guidelines when writing currency amounts.

As a general rule, always use currency codes or symbols rather than names:

USD or $ instead of US Dollars; EUR or € instead of Euros.

When writing currency amounts, the number should always appear before the currency code, separated from it by a space:

42 EUR or 42 € instead of EUR42 or € 42.

Currency amounts should never be written in textual format:

8 € instead of eight €.

Dates and times

How to write temporal expressions.

Use the following format on date and time expressions:

- Dates: **dd-mmm-yyyy**. For example:

16-Apr-2151

- Times: **hh:mm** in 24-hour format. For example:

09:45 or 18:30

- Dates and times: previous formats separated by a space.

In the absence of additional information, times will be interpreted as part of the time zone local to the source of the content. If indicated explicitly, a commonly used zone should be used, like **UTC**, **CET** or **CEST**:

16-Apr-2151 09:45 UTC+1

Verb forms

Recommendations for the use of verbs.

Whenever possible, use passive verbal forms, except when quoting conversations or when the subject of the action is an abstract or inanimate entity.

Try to avoid using contractions as long as the content remains legible. In particular, never use **can't**, and try to replace **haven't** and **isn't** with **have no** and **is no**.

Other remarks

Information on additional aspects, grammatical or stylistic.

Titles, headings, and buttons should not end with a period. Subtitles, text labels, error messages, and most other forms of content will use periods as mandated by standard grammar rules.

- Always prefer the use of unordered bullet point lists, unless when indicating a sequence of steps that benefits with the use of numbers.
- Bullet point elements inside a list should end with a period if any of them is longer than two words.
- Avoid having a bullet point list as the first element after a heading or subtitle, instead adding a text paragraph to introduce the list or its purpose.
- Bullet point lists should never have more than one or two indentation levels. When needing to display complex information, the use of table is recommended instead.

When writing comma-separated enumerations, the comma between the last element and the final conjunction is optional:

Red, yellow, and green or Red, yellow and green.

To indicate subtractions, negative numbers, dialog quotes, expression separation, and any other accepted use of dashes, use the **en dash** (–).

It is advisable to abstain from using question and exclamation marks, as they tend to convey feelings of urgency or informality. As an exception, question marks can be used when prompting the user for confirmation.

Lastly, for any accepted use of quotation marks, such as quotes or conversations, single quotes (') will be used, instead of other symbols like double or angle quotes.

Alignment

Information on how to align content.

Titles and headings can be left-aligned or center-aligned. In any case, all headings must share the same alignment.

The rest of the content, including bullet point lists, will stretch to both sides.

Care must be taken to avoid long spaces from forming between words when using stretched content. To that end, text can be modified with synonyms or similar alterations.

Headings

Remarks on the use and location of headings.

Level 1 headings should start on a new page. Subsequent headings can share a page.

A heading can start on a shared page if at least half its contents fit on that page. Otherwise, a page break must be inserted to make the content start on the next page.

Apart from that, headings need no additional spacing before or after, though it is possible to add it for stylistic reasons.

Tables

How to use tables in Flushing style documents.

All tables should incorporate a heading on the first row. Said heading will use an accent colour to draw attention:

Heading	Content	Another value
Element	More content	Table value
Element	More content	Table value
Element	More content	Table value

Headings should be centered oh their cells, independently of how any other element is aligned in the document.

If the first column is also used as a heading, there are two ways to style a table:

- Use an emphasis style:

Heading	Content	Another value
Element	More content	Table value
Element	More content	Table value
Element	More content	Table value

- Colour the cells as with other headings:

Heading	Content	Another value
Element	More content	Table value
Element	More content	Table value
Element	More content	Table value

In both cases cell content will be centered, because it is a heading.

Some other details to keep in mind:

- Between the end of a table and the next paragraph or heading there will be a blank line.
- In a table with both a row and a column of headings, it is possible to leave the top left cell blank, if content is still clear.
- Tables should have no caption. Their content should be comprehensible by itself.

Themes and colours

This section is the unified reference for all colour tone, intensity, and combination.

Flushing style has two main themes, a light and a dark one. These themes represent the reference visual style for Flushing.

Europa Theme

This theme is recommended for documents and other formats with a large amount of text.

Documents using Europa theme are easy to read and appropriate for a prolongued exposure from the user.

Below is a reference of the main colours:

Background	Titles and headings	Subtitles and text
Artemisia White #F0F5FF RGB 240, 245, 255	Styx Grey #283038 RGB 40, 48, 56	Acheron Grey #505866 RGB 80, 88, 102

Europa theme is compatible with the following accent colours:

Kronos Blue	Hesperides Red	Atlas Green
#003C92 RGB 0, 60, 146	#BA1000 RGB 186, 16, 0	#208020 RGB 32, 128, 32
Perseus Blue #0D88BA RGB 13, 136, 186	Helios Gold #DCA300 RGB 220, 163, 0	Maia Green #65A303 RGB 101, 163, 3

Terminus theme

This theme is more appropriate for websites and software elements.

Terminus theme is an inverse alternative to Europa, useful for applications and other software products, as it generates modern and differentiated looks.

Below is a reference of the main colours:

Background	Titles and headings	Subtitles and text
Styx Grey #283038 RGB 40, 48, 56	Hercules Grey #DCE1EB RGB 220, 225, 235	Artemisia White #F0F5FF RGB 240, 245, 255

Terminus theme is compatible with the following accent colours:

Apollo Blue #306CC2 RGB 48, 108, 194	Mars Red #EA3510 RGB 234, 53, 16	Aventine Green #359540 RGB 53, 149, 64
Neptune Blue #2DA8CA RGB 45, 168, 202	Sol Gold #ECB310 RGB 236, 179, 16	Vesta Green #85C308 RGB 133, 195, 8

Documents and headings

This section explains the hierarchy of main elements inside a document.

Title 1

Format: Muli Extra Light, size 25.

Main element, introducing all content sections inside a document.

It must be followed by a subtitle giving information about the content or purpose of the section.

Title 2

Format: Muli Extra Light, size 20

Sections can be divided into elements. A section can contain between zero and an undefined number of elements.

Similarly, elements must be followed by a subtitle.

Title 3

Format: Muli Extra Light, size 16

Elements can contain an indeterminate number of details.

Unlike sections and elements, details are smaller groupings, explaining individual concepts.

Details have no subtitles, as their content should be understandable without needing an excerpt.

Subtitle

Format: Selawik, size 13

Describes the content or purpose of a section or element.

It must be a brief text, no more than three lines long.

Normal text

Format: Selawik Semilight, size 12

The main content of the document.

Emphasis

Format: Bold, accent colour.

Emphasis can appear on subtitles or main content, but never on titles and headings. Its purpose is to draw attention to an important concept.

It shouldn't contain more than six consecutive words, nor be present in more than a third of the text content.

Content table

Format: Normal text

If the document has a cover, the content table will appear as the only element of the next page. Otherwise, it will appear below the subtitle of the first section.

Panels

Panels are a special container for additional information.

They can be used to hold secondary information, such as clarifications, extensive examples or other kinds of text that must be separate from the main content flow.

Panels will use one of the emphasis colours as background, and Artemisia White as text colour.

Panels should stretch across the entire page width, without external margin. However, their internal margin will be aligned with that of the document.

Panel example

Panels can use a title 2 or 3, depending on how much importance is given to their content.

Make sure not to overuse panels, as their high contrast can provoke visual fatigue on the reader.

Images and figures

Information on how to include images in a document.

Sometimes an image is worth a thousand words, and it becomes necessary to embed graphs, photos, diagrams, and other elements.

- Images can be aligned in any way, depending on their context.
- They shouldn't have contours, borders, or separators between them and the rest of the content.
- Avoid using captions. Images should be able to be understood through the context which they appear in.
- Similarly, figure indexes or reference tables are inadvisable. Images should be user to add value to the text, not as a main element worthy of search.

Documents for printing

Important information if a Flushing style document is to be printed.

Whenever possible, a document written in Flushing style should maintain colour tonality when being transferred to a physical form, be it by printing or reproduction.

However, for unofficial uses, and to improve efficiency, it is possible to make certain alterations in the colours:

- Convert page background to pure white (#FFFFFF).
- Convert all emphasis colours to pure black (#000000).

Regardless of those adjustments, all digital copies of a Flushing style document must use the real colours.

In particular, it is highly discouraged to reproduce a Flushing style document on recycled or newspaper paper, or any other material with grey, orange or beige colour, as these surfaces will induce a loss of visual purity and elegance.

Applications and software

This section deals with any piece of software that has to use Flushing style, regardless of its purpose or platform.

The main concept of Flushing style when applied to software is to obtain the most geometrical and symmetrical look possible. To that end, rounded or spherical elements, as well as curvy or wavy lines are to be avoided as much as possible. Instead, perpendicular corners and rectangular elements will be used.

Command bars

How to organize controls in a software product.

Most apps use buttons or control instruments inside toolbars or similar structures. According to Flushing style, these structures should be organized like this:

- All independent pages or windows must have a single command bar.
- The command bar will be attached to one side of the page or window.
- The command bar will use the entire length of the side it is anchored on.
- Each control element will be a button with an icon and a text label.
- There shouldn't be more than six buttons in any page or windows. If the functionality is more complex, it can either be divided into separate pages or windows, or shown contextually through dialog boxes.
- The command bar should leave space for elements mandated by the operating system or execution frame, like title bar buttons.

Visual experience

General information about visuals and looks for apps.

In general, titles and headings should use the heading font face, while text, buttons, and messages use the main text font face.

However, if the target platform has as one of its style guidelines a restriction on the amount of font faces used, the main text font face can be used exclusively, making sure to respect size and colour.

In addition, try to avoid large elements with bright colours that could disturb users when in low luminosity conditions.