



# Logo

## The logo is the main representation of the HHAeXchange brand

The main logo has a horizontal orientation, and should be used for most situations. A stacked orientation is available for when the dimension and material requires it.

### MAIN LOGO (HORIZONTAL ORIENTATION)



### SECONDARY LOGO (STACKED ORIENTATION)



### ICON

The HHAeXchange icon is a secondary mark, and **should NEVER be used alone without other identifying marks, such as the logos or accompanying company name.**



# Logo Usage

## The logo needs to be used with respect

Do not crowd the logo, as it needs room to breath and be given proper focus. A minimum space equal to the size of the letter “e” in the logo needs to be around the logo.



### MONOCHROME LOGOS

Where possible, the full color logos should be used as the default choice. If restrictions, such as single color printing, requires monochrome logos, the logos should be rendered either in white or one of the main colors.



# Logo Don'ts

Do not use the logos and the icon in ways that are not defined as proper use

DO NOT CHANGE LOGO TYPOGRAPHY



DO NOT USE LOGOS IN LOW CONTRAST



DO NOT SKEW THE LOGO IN ANYWAY



DO NOT ALTER THE LOGO COLORS



DO NOT USE ANY PART OF THE LOGO AS A PATTERN



# Typography

## Lato is the standard typeface of HHAeXchange

Inconsistant font usage and too many styles can create clutter in design. Using a typographic scale gives a limited set of type styling that will work well together, and promote readability across different displays.

To promote proper readability, line heights have been determined for each font style. Line wrapping only applies to Body, Subhead 1, Caption, and Title styles. All other styles should exist as single lines, and truncate when need to.

DISPLAY 1	Light 48px, Leading 64px
DISPLAY 2	Light 32px, Leading 40px
HEADLINE (H1)	Regular 24px, Leading 32px
TITLE (H2)	<b>Bold 20px, Leading 24px</b>
SUBHEAD 1 (H3)	Regular 16px, Leading 24px
SUBHEAD 2 (H4)	<b>Bold 16px, Leading 24px</b>
BODY (P)	Regular 14px, Leading 24px
CAPTION (H5)	Regular 12px, Leading 16px
LABEL (H6)	<b>BOLD 11PX, LEADING 16PX, UPPERCASE</b>

# Colors & Contrast (Typography)

## A text color that is too similar to the background color is hard to read

Text with too much contrast can also be hard to read. This is especially true of light-colored text against dark backgrounds.

Text should maintain a minimum contrast ratio of at least **4.5:1** (calculated based on luminance values) for legibility. A ratio of **7:1** is preferred. Check contrast ratio using this: <http://leaverou.github.io/contrast-ratio/>.

### GREY SCALE

Majority of the text should be in grey scale, including black and white.

Choose from the grey scale values below to best contrast from the intended backgrounds.

Display (64%)

Title (56%)

Subhead (72%)

Body (88%)

Caption (56%)

Black text on white background

Display (48%)

Title (88%)

Subhead (72%)

Body (100%)

Caption (100%)

White text on dark background

Small fonts on dark backgrounds will require brighter color or higher weight to achieve the proper contrast.

LABEL (72%)

**Do:** use a lighter grey or thicker font.

Caption (56%)

**Don't:** use too dark of grey or too light of font weight.

### TITLES

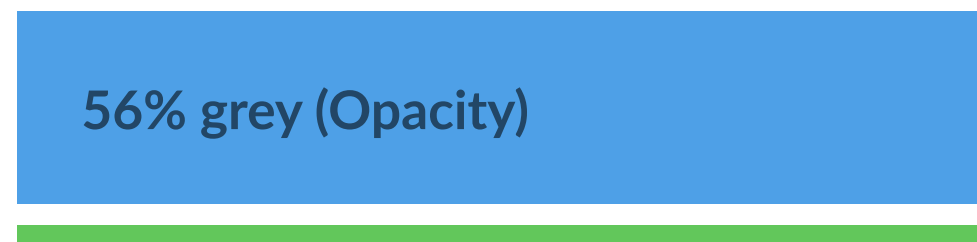
To help indicate hierarchy and differentiate titles from the body text, the main dark blue color can be used to highlight the title.

## Opacity (Typography)

### Greyscale text should be done using opacity

Grey hexcode on text does not create proper contrast on background that are neither black nor white in order to aid in reading. To avoid this issue, use RGBA to color greyscale text using opacity. This applies to both black or white text on images or color fields.

56% grey (Opacity)



**Do:** use alpha values of black to create greys.

56% grey (Solid color)



**Don't:** use solid grey hex codes.

## In-line Link

### In-line links needs to stand out from the text

Links that are in-line need to contrast well from the rest of the text. The links should be the same size as the rest of the text. To help the contrast, the text of the links should be semi-bolded, orange and underlined. This should apply to most links, except for buttons.

## Icon Font

### Use material icon font for easy implementation

Material icon font should be used at 24px. The icon should render with proper spacing and size. Type out the name of the icon (<https://material.io/icons/>) with the material font selected. **Use all small caps.** If there is a space in the name ("shopping cart"), use the underscore instead ("shopping\_cart").



# Colors

Colors are used to both express and differentiate among different types of information

## PRIMARY COLORS

The primary colors should be used majority of the time to help highlight important items/sections.

CMYK (96, 80, 24, 0)  
#284F88

CMYK (0, 64, 100, 0)  
#F47b20

## SECONDARY COLORS

Secondary colors should rarely be used, and should never be more than **5%** of the visual area, and **should NEVER be used to indicate items of importance, such as links, buttons, or titles.**

CMYK (64, 40, 0, 0)  
#628AC7

CMYK (100, 40, 0, 80)  
#002447

CMYK (64, 0, 32, 0)  
#4CC1BB

## NEUTRAL COLORS

Neutrals are mostly used as the backdrop, such as main background colors and majority of the body.

#1F1F1F  
RGBA (0,0,0,.88)

#474747  
RGBA (0,0,0,.72)

#858585  
RGBA (0,0,0,.56)

#D6D6D6  
RGBA (0,0,0,.16)

#F5F5F5  
RGBA (0,0,0,.04)

#FFFFFF  
RGBA (255,255,255,1)

#E0E0E0  
RGBA (255,255,255,.88)

#B8B8B8  
RGBA (255,255,255,.72)

#A3A3A3  
RGBA (255,255,255,.64)

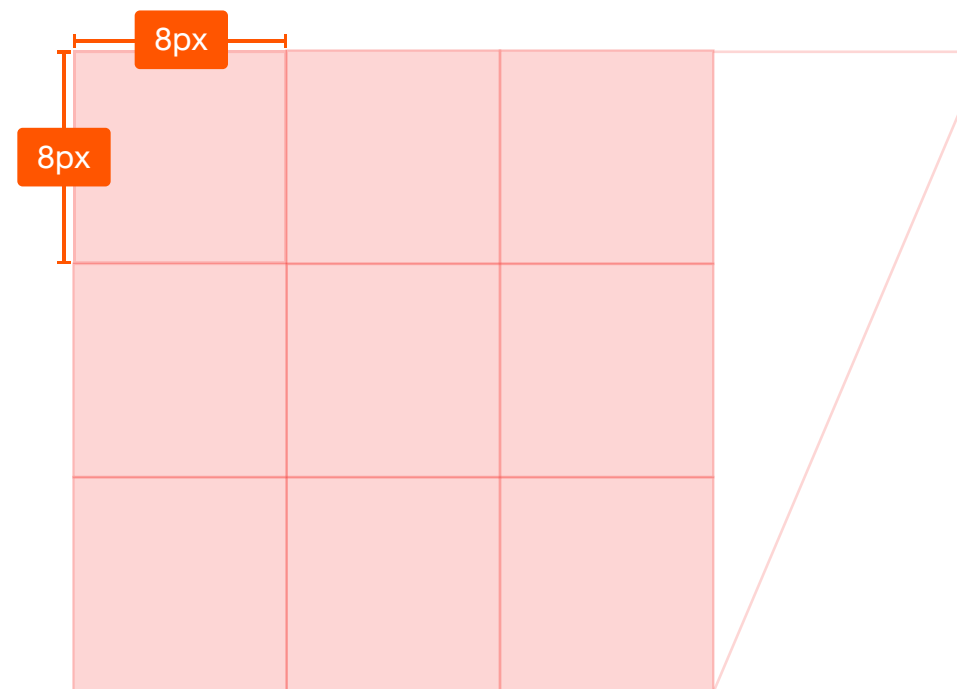
#7A7A7A  
RGBA (255,255,255,.48)



# Baseline grid

## An underlying baseline grid keeps elements consistent across the site

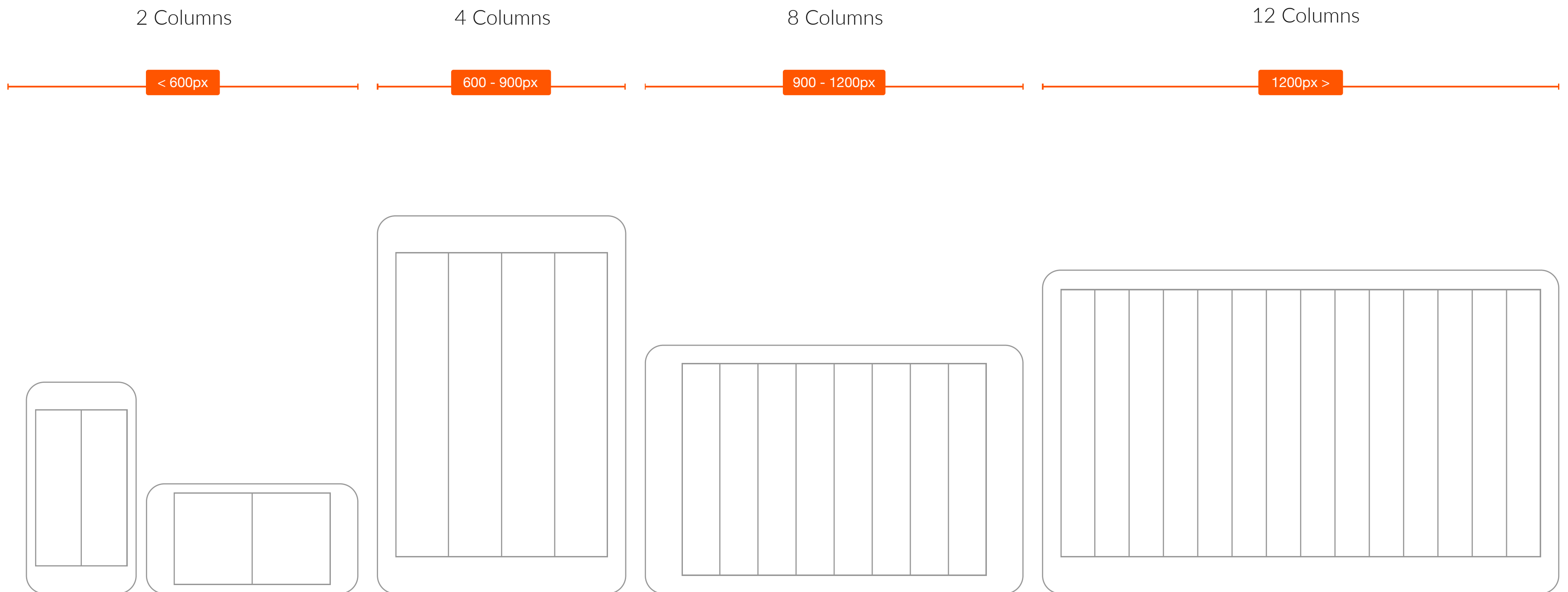
A grid of 8 X 8px squares is used to align individual elements, determine their size, and give proper spacing around them.



# Breakpoints

The layout of the page needs to be responsive to ensure the most optimal display of content on different devices

Responsiveness is achieved through both break points and flexible columns. Break points are used to define number of columns for various screen sizes.

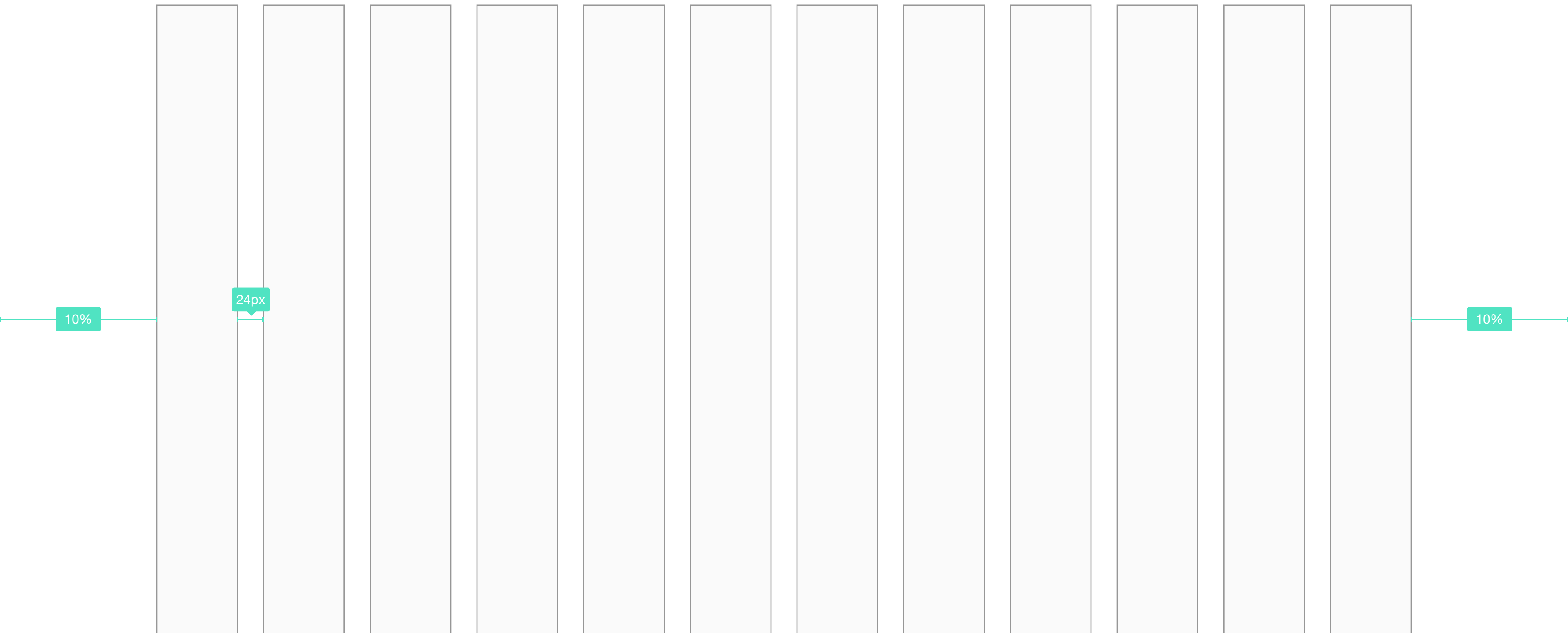


# Columns (Desktop)

**Columns define the underlying structure of a page, and is based on a set of flexible columns**

On the desktop, the main body occupies 80% of the screen and has 10% margin on each side.

The main body is divided into 12 columns, and are separated by 24px gutters in between. Each column's width should be flexible based on the width of the browser.

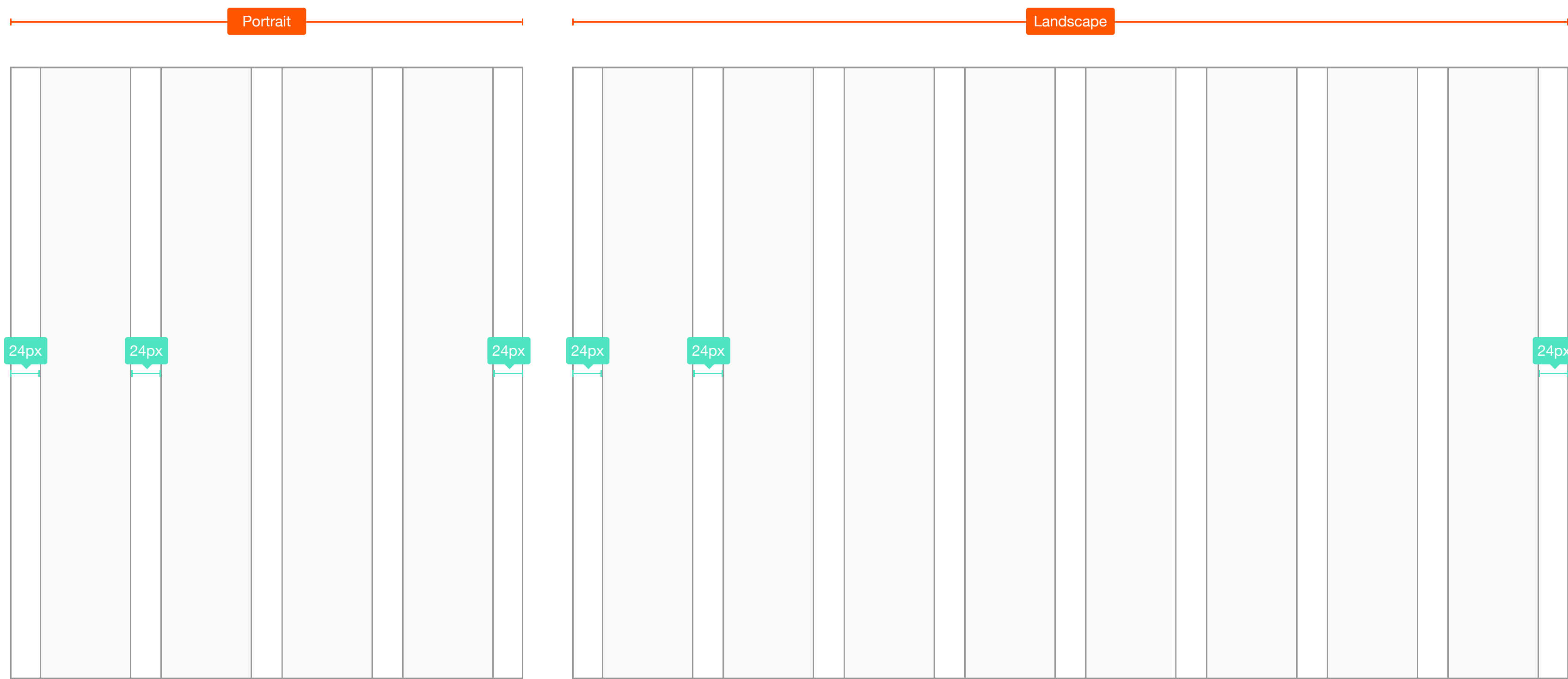


# Columns (Tablet)

## Tablets have two orientations, and require defining two different sets of columns

Portrait orientation for the tablet requires 4 columns, while the landscape requires 8 columns.

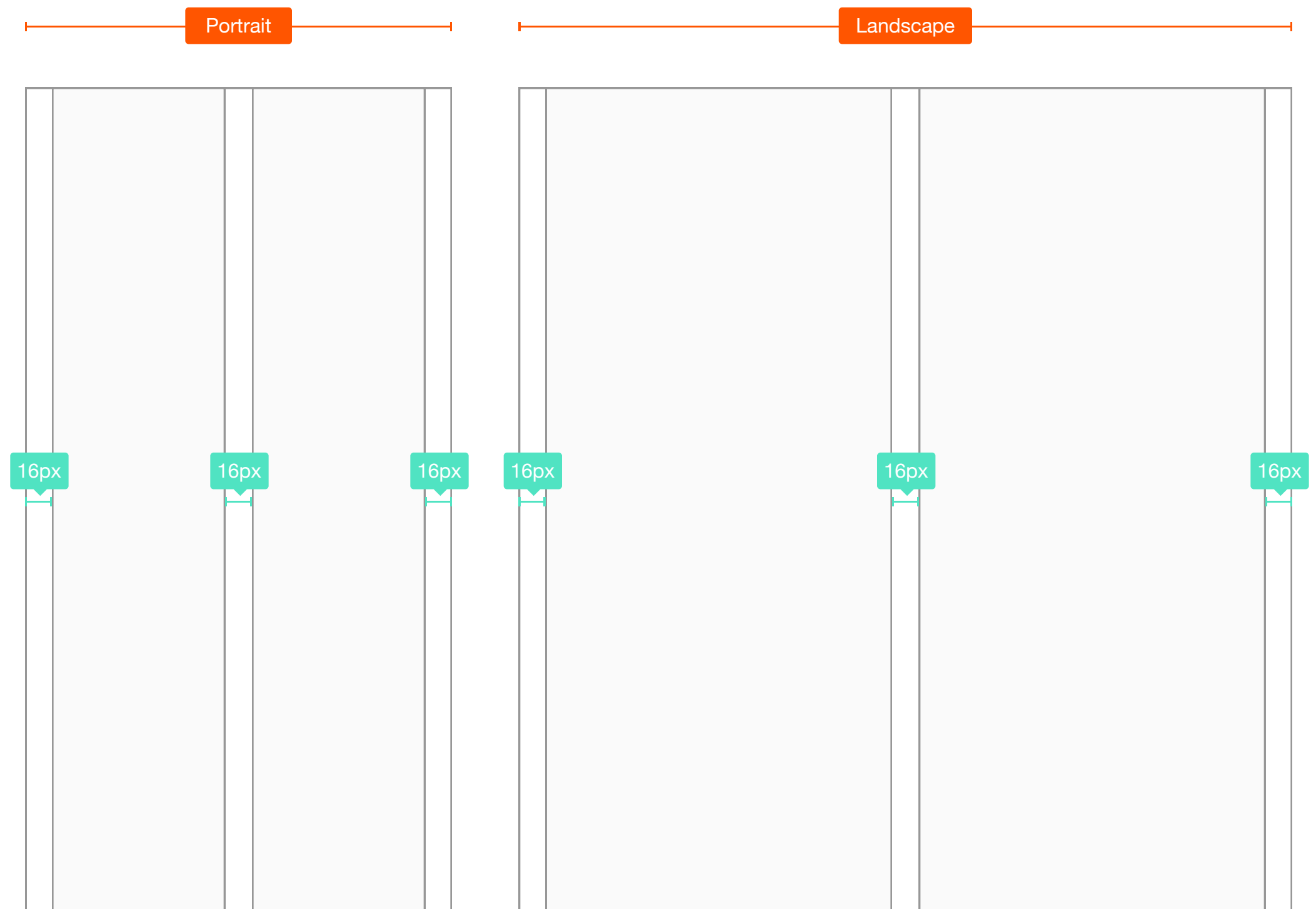
For both orientations, there are 24px margins on the left and right side of the main body, and 24px of gutters between each column. Column width should be flexible based on the browser window.



# Columns (Phone)

## The layout for phones should have two columns for both orientations

The columns are separated by 16px gutters in between, and have the same gutter to the left and right of the column structure. Each column's width should be flexible based on the width of the browser.



# Buttons

## Buttons communicate the action or behavior that will occur when the user clicks them

Buttons should trigger an reaction on click. They may contain text, imagery, or both. Call to action and Ghost buttons are the most commonly used types. Additional button type include Dropdown Buttons.

Dropdown buttons display multiple selections.

### CALL TO ACTION BUTTONS

Call to action buttons are rectangular-shaped buttons with a solid colored background, mainly orange, and white text. These should only be used for the top level hierarchy of actions.

Primary Button

### GHOST BUTTONS

Ghost buttons attracts less attention than call to action buttons. These should be used for actions that are not the top priority, and/or when there are multiple buttons that have the same level of priority.

Ghost buttons can either be greyscale or colored.

Ghost Button

Ghost Button

### DROPDOWN BUTTONS

Dropdown buttons reveals a dropdown menu when clicked. These are used for when there are multiples of similar actions a user can choose from. They are similar to Ghost buttons, but has a dropdown icon indicate there are more options.

Dropdown Button



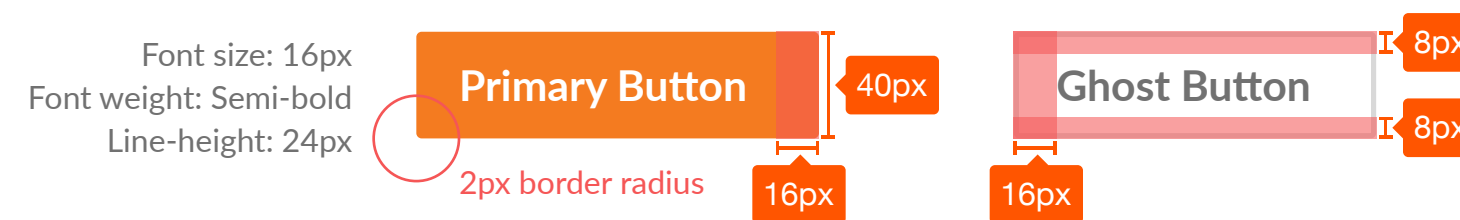
# Buttons (Specs)

## All buttons should have font styled as Subhead 2 (H4)

Buttons have a height of 40 px, with a border radius of 2px.

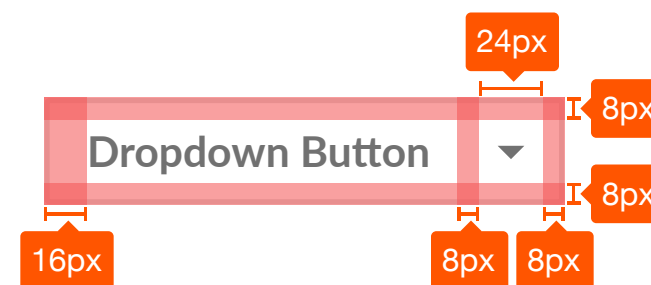
Ghost buttons have a 2px border with box-sizing: border-box.

CTA and ghost buttons have 16px left and right paddings, and 8px top and bottom paddings



### DROPDOWN BUTTONS

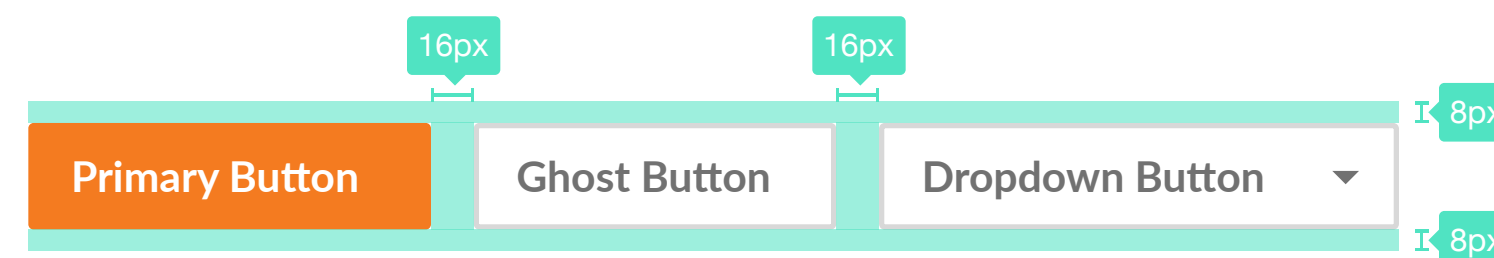
Dropdown buttons are not dropdown fields, as they do not have keyboard input. Because they bring down a menu, their spacing are slightly different from other ghost buttons.



### SPACING

It is important to have enough spacing around the buttons so they are not over crowded and are easily visible for the user to find.

There should be 16px margin to the left and right of the buttons, and 8px margin to the top and bottom of the button.



# Button States

(Light BG)

Buttons at different states are defined Differently.

## CTA BUTTONS

Default	Hover	Active	Focus	Disabled
<div>Primary Button</div>	<div>Primary Button</div>	<div>Primary Button</div>	<div>Primary Button</div>	<div>Primary Button</div>
Font color: rgba(255,255,255,1) BG: #F47B20	Font color: rgba(255,255,255,1) BG: #F48532	Font color: rgba(255,255,255,1) BG: #DF701D	Font color: rgba(255,255,255,1) BG: #F48532	Font: rgba(0,0,0,0.24) BG: rgba(0,0,0,0.08)

## GREY GHOST BUTTONS

Default	Hover	Active	Focus	Disabled
<div>Ghost Button</div>	<div>Ghost Button</div>	<div>Ghost Button</div>	<div>Ghost Button</div>	<div>Ghost Button</div>
Font color: rgba(0,0,0,0.56) Border color: rgba(0,0,0,0.08)	Font color: #F47B20 Border color: #F47B20	Font color: #F47B20 Border color: #F47B20	Font color: #F47B20 Border color: #F47B20	Font color: rgba(0,0,0,0.24) Border color: rgba(0,0,0,0.08)

## COLOR GHOST BUTTONS

Default	Hover	Active	Focus	Disabled
<div>Ghost Button</div>	<div>Ghost Button</div>	<div>Ghost Button</div>	<div>Ghost Button</div>	<div>Ghost Button</div>
Font color: #F47B20 Border color: #F47B20	Font color: rgba(255,255,255,1) BG color: #F47B20	Font color: rgba(255,255,255,1) BG color: #F47B20	Font color: rgba(255,255,255,1) BG color: #F47B20	Font color: rgba(0,0,0,0.24) Border color: rgba(0,0,0,0.08)

## DROPDOWN BUTTONS

Default	Hover	Active	Focus	Disabled
<div>Dropdown ▼</div>	<div>Dropdown ▼</div>	<div>Dropdown ▲<div>Item one Item two Item three</div></div>	<div>Dropdown ▼</div>	<div>Dropdown ▼</div>
Font color: rgba(0,0,0,0.56) Border color: rgba(0,0,0,0.08)	Font color: rgba(0,0,0,0.56) Border color: #F47B20	Font color: rgba(255,255,255,1) BG color: #F47B20	Font color: rgba(0,0,0,0.56) Border color: #F47B20	Font color: rgba(0,0,0,0.24) Border color: rgba(0,0,0,0.08)



# Button States (Dark BG)

On darker backgrounds, the buttons need different color schemes.

## CTA BUTTONS

Default

Primary Button

Font color: rgba(255,255,255,1)  
BG: #F47B20

Hover

Primary Button

Font color: rgba(255,255,255,1)  
BG: #F48532

Active

Primary Button

Font color: rgba(255,255,255,1)  
BG: #DF701D

Focus

Primary Button

Font color: rgba(255,255,255,1)  
BG: #F48532

Disabled

Primary Button

Font: rgba(255,255,255,0.24)  
BG: rgba(255,255,255,0.08)

## GREY GHOST BUTTONS

Default

Ghost Button

Font color: rgba(0,0,0,0.72)  
Border color: rgba(0,0,0,0.56)

Hover

Ghost Button

Font color: rgba(255,255,255,1)  
Border color: rgba(0,0,0,0.56)

Active

Ghost Button

Font color: rgba(255,255,255,1)  
Border color: rgba(0,0,0,0.56)

Focus

Ghost Button

Font color: rgba(255,255,255,1)  
Border color: rgba(0,0,0,0.56)

Disabled

Ghost Button

Font: rgba(255,255,255,0.24)  
BG: rgba(255,255,255,0.08)

## COLOR GHOST BUTTONS

Default

Ghost Button

Font color: #F47B20  
Border color: #F47B20

Hover

Ghost Button

Font color: rgba(255,255,255,1)  
BG color: #F47B20

Active

Ghost Button

Font color: rgba(255,255,255,1)  
BG color: #F47B20

Focus

Ghost Button

Font color: rgba(255,255,255,1)  
BG color: #F47B20

Disabled

Ghost Button

Font: rgba(255,255,255,0.24)  
BG: rgba(255,255,255,0.08)

## DROPDOWN BUTTONS

Default

Dropdown ▼

Font color: rgba(0,0,0,0.72)  
Border color: rgba(0,0,0,0.56)

Hover

Dropdown ▼

Font color: rgba(255,255,255,1)  
Border color: rgba(0,0,0,0.56)

Active

Dropdown ▲

Item one

Item two

Item three

Font color: rgba(255,255,255,1)  
BG color: #F47B20

Focus

Dropdown ▼

Font color: rgba(255,255,255,1)  
Border color: rgba(0,0,0,0.56)

Disabled

Dropdown ▼

Font: rgba(255,255,255,0.24)  
BG: rgba(255,255,255,0.08)

# Menu

## A dropdown menu displays a list of choices

Dropdown menus appear upon interaction with a button, action, or other controls. It contains at least two choices, with one choice per line.

Menu items may be disabled if not applicable to a certain context. Contextual menus dynamically change their available menu items based on the current state of the app.

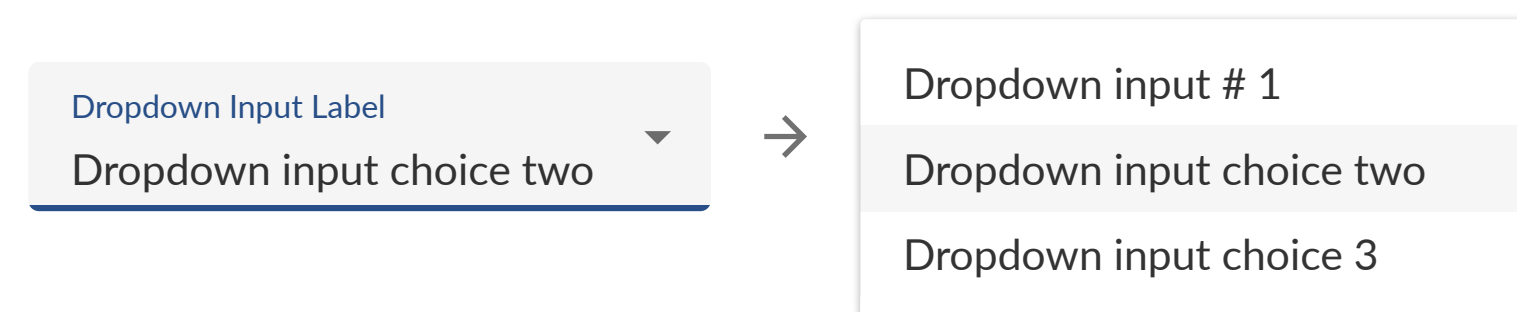
**Menus should not be used as a primary method for navigation.**

### POSITIONING

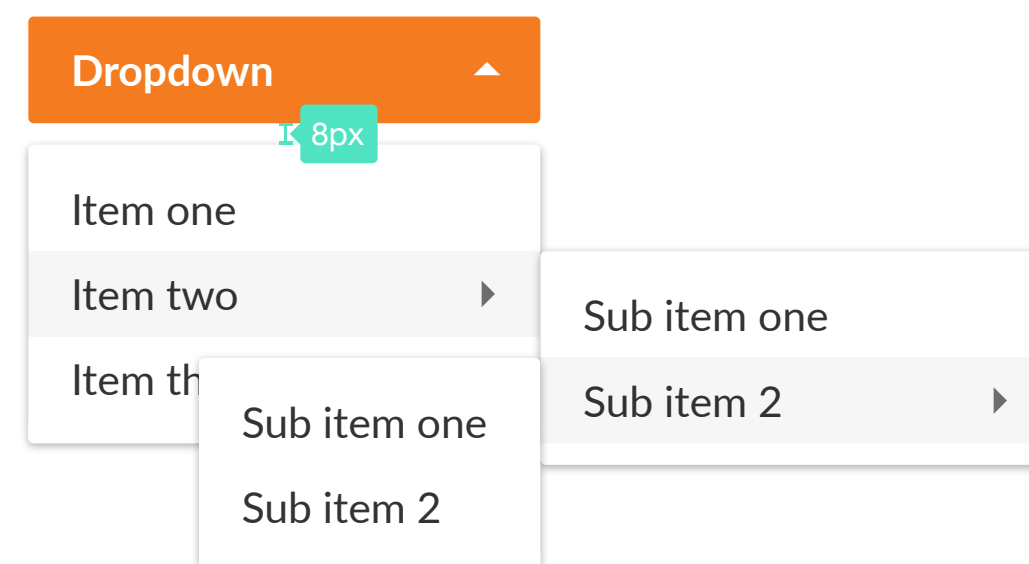
A menu is a temporary piece of interface that appears upon interaction with a button, action, pointer, input field, or other controls.

When the menu originates from an input field, the menu should overlay the field.

**The menu should NOT display a duplicate the option that was selected.**



When the menu originates from other elements, such as a button, it should appear 8px below the element.



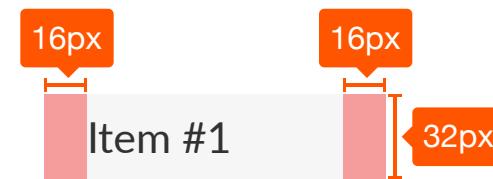
Cascading sub-menu items should appear as a layer above the origin menu, ideally to the right side, if there is enough room to the edge of the view port.

# Menu (Specs)

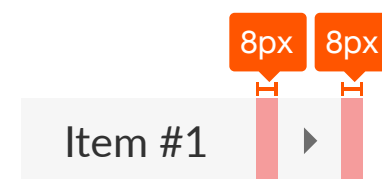
## A dropdown menu displays a list of choices

### MENU ITEMS

Each menu item has a height of 32px, with a left and right padding of 16px.



If there is an icon on the right side, there needs to be 8px padding to the left and right of the icon.



### MENU

The menu has a top and bottom padding of 8px, and a border radius of 2px.

The menu is on a higher level and needs box-shadow: 0px, 1px, 3px, 0px rgba(0, 0, 0, 0.32).

The width of the menu should be multiples of 64px to allow breathing room for the texts.

