



WhiteStar Communications

Style Guide

Goals and Overview



This style guide is applicable to all WhiteStar apps including Society, WhiteStar Chat, KeyP and StarDrop. In general, refer to this document for the purposes of designing marketing or sales material for any WhiteStar applications, products or services. If you have questions on an exact topic, please contact Will Moon at WhiteStar Communications (wvmoon@whitestar.io) for clarification.

All marketing and sales material generated by the marketing and sales team should be cleared by the head of sales prior to release to a customer.

In general, WhiteStar marketing and graphic design should be used to make the user feel a sense of security and trust in WhiteStar's products, and also convey a clean, futuristic style. Always present marketing materials in a clear and concise way, erring on the ethos of "less is more". Keep in mind, some of your audience may not fully understand English, or be visually impaired, so iconography and imagery can help overcome some of these functional barriers and more effectively communicate your intent as a marketer.

In general graphics, iconography and imagery is more effective than block text at conveying the emotion of a message. Where possible, use images to show rather than words to tell - remember, a picture truly is worth a thousand words.

WhiteStar's color pallet consists of primarily **blue, white, grey and black, with interspersions of purple, green, orange and red for accent colors**. Exact hex codes will be defined below.



WhiteStar Colors



For text boxes, corners should be rounded, and it's highly recommended that you use a border, especially in **WhiteStar Blue** (#466FF4). For a dark background, text boxes should be **WS Dark Grey** (#1A1A1A) with **Pure White** text (FFFFFF). You may use **WhiteStar Blue** on dark text boxes. For light text boxes, use a **pure white** box with the inversion of colors - **dark grey** or **WhiteStar Blue** text.

WhiteStar also has a shade of **dark blue**, which is useful in certain circumstances when one wishes to create a gradient from **WS Blue** to **WS Dark Blue**, or when accenting against other colors. **WS Dark Blue** is hex code #19295D.

WS Red should be used to connote negative emotion, warnings, danger or other potentially harmful things to a user. WhiteStar uses a particular red that's almost pink or coral color, the hex for which is #F44336. Do not use red for any other purpose other than connoting danger or a negative emotion. You may use warning icons in red, but in general no other icons should be colored red.

WhiteStar uses green in certain circumstances, typically associated with concepts that involve correctness or affirmation. **WhiteStar Green** is hex code #46F472. As with red, green should be used extremely sparingly, and is not a main color used in the WhiteStar color pallet. Think of green as being a positive color, where red is a negative color.

WhiteStar Purple is used in very specific use cases as a substitute for WhiteStar Blue, where it visually makes sense to distinguish between different iconography and there are multiple icons on the screen. **WS Purple** is hex code #9746F4.

Always use dark grey instead of black. **WS Dark Grey** is #1A1A1A, and is almost black, but is not nearly as visually harsh as black is. WhiteStar sometimes uses a **Medium Grey** for highlights on a dark background (#454950). Additionally, neutral color icons can be colored **WS Icon Grey** (#7B7B7B).

Fonts and Typography

WhiteStar uses a proprietary font called Space Colony for accenting, but most block text is displayed in Helvetica Neue, with bolding for emphatics.

When laying out marketing material, always remember you need to use proper contrast when using text on a background. If you're unsure of the color scheme you're using, use Stark (<https://www.getstark.co>) to look at your contrast and make sure that the text and colors you're using are legible. **Illegible text looks bad, and reads worse.**

Space Colony Example

Use Space Colony or Helvetica Neue for titles, headers and accenting.

Shadows and Elevation



In general, WhiteStar's design language is **flat**. WhiteStar never uses inner shadows. Drop shadows are used in some circumstances in order to make text boxes stand out against a background, but in general drop shadows should be used with a very diffused shadow effect (high diffusion or blur setting with a small amount of spread) to make them subtle. Never apply a shadow to an individual piece of text or icon, only apply shadows to text boxes for the explicit purpose of allowing them to stand out from a background.

You may find it helpful to use a WS Blue colored shadow for effect when standing out from a dark background. This calls a lot of attention to a text box on a dark background. That said, only use this technique for the purposes of a callout or emphasis. Keep in mind, this kind of extremely aggressive coloring technique will draw the eye immediately to an object. While that may be your objective in certain circumstances, it's also undesirable in others.

Color Examples



WS Dark Blue	19295D
WS Purple 9746F4	WS Orange FF9237
WS Green 46F472	WS Red F44336
WS Blue 466FF4	
WS Dark Grey	1A1A1A
WS Medium Grey	454950
WS Icon Grey	7B7B7B
Pure White	FFFFFF

Examples

Do's and Don't's

Light mode

Here's an example of how to use dark callout boxes on a light background. Notice both dark boxes and blue colored boxes with light text both have excellent contrast with easy to read, legible text.



Modular Design Concept

Designing graphical user elements to fit consistently on screen with modular elements.



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When using a light callout, box, you may either use a bordered callout box, or a callout box with drop shadows to indicate elevation. Notice the diffusion of the drop shadow. The shadow is not given an offset, thus it diffuses easily from all sides, giving a nice elevation to callout the textbox from the background.



Modular Design Concept

Designing graphical user elements to fit consistently on screen with modular elements.

Dark mode



You may find that putting Pure White on a WhiteStar Blue callout looks really good on Dark Grey or WS Dark Blue. Depending on what you're doing, you may want to use this theme.

With dark mode, you'll need to invert your text color to Pure White, in addition to the textbox callout color.

Don'ts

Example

Don't use colors other than white or dark grey on a blue background.

Example

Always make sure that callout boxes are being used to provide more contrast with the text on them

Example

Don't use pure white callout boxes on a dark background.

Gradients

As previously mentioned, WhiteStar's general design style is flat, meaning there is no 3D look given to icons, text boxes or fonts. That said, for backgrounds gradients can sometimes add visual interest to the information on the screen.

Gradients should remain subtle, however, and move only from one color to a darker or lighter form **of the same color, for example going from WS Blue to WS Dark Blue.**

Do not use gradients to move from one color to a completely different color. The only exception to this is moving between neutral colors like dark grey, medium grey and white to WS Blue.

Don'ts



Only use subtle gradients, in the same color spectrum



Don't use a gradient on top of another gradient background

Graphical Elements with shadows for elevation

Despite the fact that WhiteStar's design language is mostly flat, on occasion you might find it necessary to call out an image or icon using a drop shadow. Here's an example of that, using a diffused drop shadow with no offset to create the illusion of elevation

Please use only WhiteStar graphics and images when constructing sales and design materials. If you need to have a graphic used, please contact the WhiteStar Design team at media@whitestar.io



WhiteStar maintains a proprietary icon pack for most icons used in applications. Please refer back to the WhiteStar Icon Dictionary for a full repository of WhiteStar Icons.

