# IRIX Network
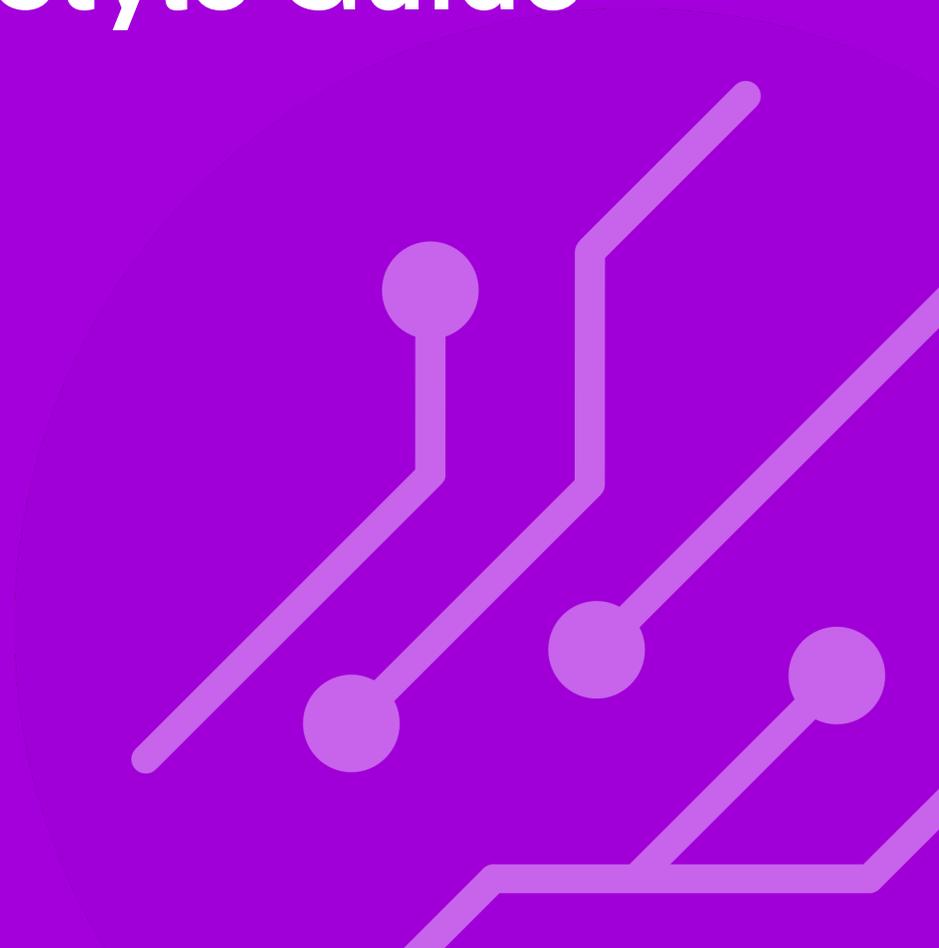# Visual Style Guide

# Preface

I need to start by saying that this isn't a manual for design, and that full implementation is left as an exercise for the reader.

Rather; this is a brief overview and some quick specs for what the IRIX Network branding will be over, ideally, the next several years. With this document, I hope to create a unified design style and aesthetic for years to come.

# Color Palette

| Color Class | Network Purple | Network Orange | Indy | Fuel | Indigo2 | Corp | Tezro |
|---|---|---|---|---|---|---|---|
| 100 | #640083 | #91352A | #094969 | #800720 | #115557 | #974700 | #3E0280 |
| 300 | #8400AF | #C14738 | #0D618B | #AC0B2A | #177373 | #CB5F00 | #5202AC |
| 500 | #A400DB | #F15946 | #1179AD | #D80F34 | #1D918F | #FF7700 | #6602D8 |
| 700 | #B634E3 | #F37B6C | #4193BD | #E03F5C | #4BA7A5 | #FF9334 | #8434E0 |
| 900 | #C868EB | #F59D92 | #71ADCD | #E86F84 | #79BDBB | #FFAF68 | #A266E8 |

Use the 500 class as the default variation of a color, and only use a different variation when needed.

**NOTE: Only use the "Network" colors for official network-wide branding.**

# Spacing

The aesthetic that I have developed for IRIX Network has an intricate but simple spacing system. It revolves around a "block size" system. Basically, we have a primary "block size" that defines every other size of padding, etc. The main block size for the IRIX Network branding is 60.6pt. To derive the sizing, you divide by 2 every level down. For example, the navigation bar would be 60.6pt tall, and as wide as the display. Text in the header is 30.3pt. The next step down (the main content body) would have 30.3pt padding around all the content in it. Repeat.

*For simplicity & practicality, buttons and controls have 15.15pt padding.*

# Typography

In this style, typography is a bit more than just what font to use. Menu items are italic, and currently selected menu items are set in bold. Body links have an underline, and selected text flips the text color and the background color. The brand name is set in HK Grotesk, meanwhile everything else is set in Fira Sans. Network-related brand names (e.g. IRIXOne) should always be set in one weight: bold. Header text is slightly but noticeably larger than other vertical menu items. HK Grotesk was chosen because of it's charm and friendliness, meanwhile Fira Sans looks similar to the font SiliconGraphics used later on in it's lifespan.
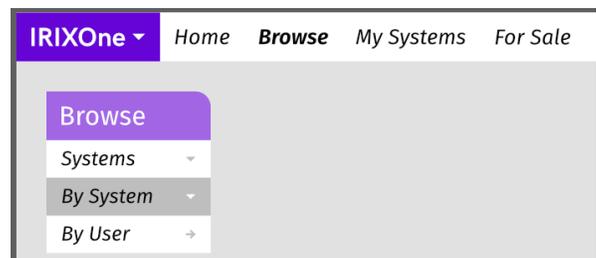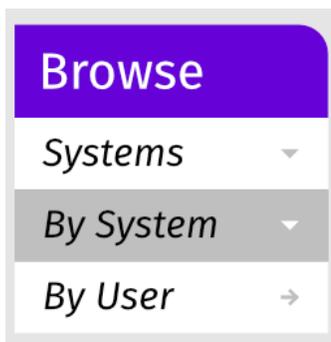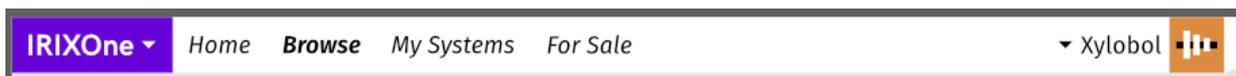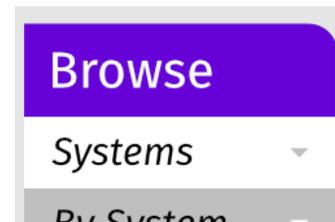
# When to use color

Color should only be used as a way to denote brand, a section, or an action. Two colors should be chosen for any given service or app. One of the two colors is used for branding and actions, meanwhile the other is used as section headings and to grab attention. Look at this guide, for example. The main brand/action color is used once in the branding page, and Network Orange is being used as the attention and section color.

# Miscellaneous

Curves should be used sparingly: Only curve the top right or bottom right of a header on either the absolute top or bottom of the menu at an 18.7pt radius. Pad around the curve.

**Browse**

Systems

*By System*

IRIXOne ▾   Home   **Browse**   *My Systems*   *For Sale*    ▾ Xylobol

**Browse**

Systems ▾

By System ▾

By User →

All vertical menus should have a pinstriped effect to create distinction between menu items.

Notice the altering icons on the inner right of the menu items.

Animations should be used rarely. When they are used, all and any animations should occur in half a second. Anything involved with the action should be animated.