IT2Rail

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No: 636078

Information technologies for Shift to rail

D5.2 – Travel Companion Specification

Annex 4: Style Guide

IT2Rail

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No: 636078

1. Foreword ..... p. 4
2. Style guide ..... p. 9
3. UI screens examples ..... p. 13

IT2Rail

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No: 636078

1 - Foreword

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No: 636078

1 - Foreword

What is the purpose of this style guide?

This document aims to design standards applying to the Travel Companion Interface in order to:
- Help consolidating the Travel Companion specifications.
- Enable the interoperability of all partners' work in progress in designing and developing their libraries of functionalities.
- Develop a single underlying system that allows for a unified experience, engaging the user positively.

The general principles depicted here shall more than please the eye. They create hierarchy, meaning, and focus. Deliberate color choices, bright imagery, large-scale typography help to create a graphic interface that immerse the user in the experience.

What is the perimeter of this document?

This style guide is consistent with the design standards for Android 5 – Lollipop.

The design recommendations described here take into account the audit work done on the basis of Hacon's already existing travelling applications.

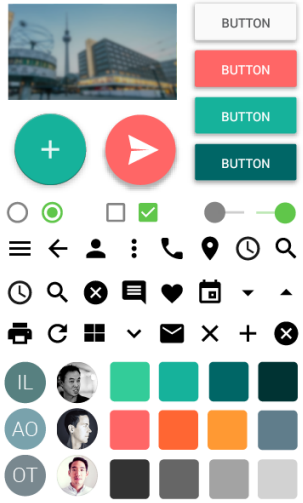
IT2Rail

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No: 636078

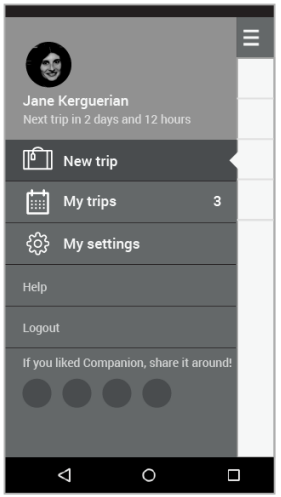
1 - Foreword

How to use this style guide?

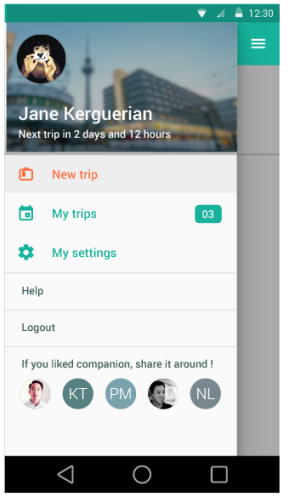
This style guide is meant to be used as a catalogue of general design guiding principles and components exemples to be applied by all partners when designing / developping their libraries of functionalities while bringing the Travel Companion app to life.



COMPONENTS



WIREFRAME



UI SCREEN

The components described in this guide can be combined with wireframes (up to each partners) to design the final UI screens of the TC App.

TO GO FURTHER

Most of these recommendations are based on Google's Material Design guidelines : to go further, you can therefore refer to this guide.

Material design Guide : https://www.google.com/design/spec/material-design/introduction.html

2 – Style guide

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No: 636078

1 – Style guide

COLORS

Design principle

The color palette for the Travel Companion is defined by using a custom palette suited to the IT2R brand.
All colors have been designed to work harmoniously with each other

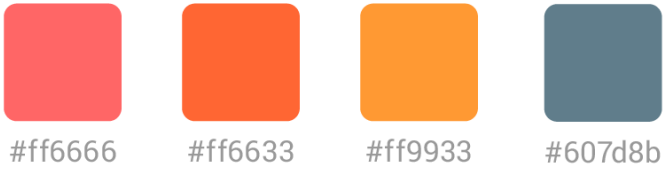
IDENTITY COLORS

The bright green is the most iconic color for the Travel Companion.
It is a strong color signage which embodies modernity and boost the image of the European travel companion.

FUNCTIONAL COLORS

The colour palette comprises primary and accent colours that can be used for specific actions or interactive elements, such as:
- Text fields and cursors
- Progress bars
- Selection controls, buttons, and sliders
- Links.

All colour used should include sufficient contrast between different UI elements.



TEXT COLOR AND OPACITY

Text may be displayed with different degrees of opacity to convey how important certain information is relative to other information. The level of opacity used for text depends on whether your background is darker or lighter.

1 – Style guide

TYPEFACE

The typeface recommended is the ROBOTO, which is the standard typeface on Android.

Roboto has been refined extensively to work across the wider set of supported platforms. It is slightly wider and rounder, giving it greater clarity and making it more optimistic.

Roboto Thin
Roboto Light
Roboto Regular
Roboto Medium
Roboto Bold
Roboto Black

Dark text (#000000)	Opacity
Primary text	87%
Secondary text	54%
Disabled text, hint text, and icons	38%
Dividers	12%

DARK TEXT ON LIGHT BACKGROUNDS

For dark text on light backgrounds, apply the following opacity levels:

- The most important text has an opacity of 87%.
- Secondary text, which is lower in the visual hierarchy, has an opacity of 54%.
- Text hints (like those in text fields and labels) and disabled text have even lower visual prominence with an opacity of 38%.

Roboto Thin
Roboto Light
Roboto Regular
Roboto Medium
Roboto Bold
Roboto Black

Light text (#FFFFFF)	Opacity
Primary text	100%
Secondary text	70%
Disabled text, hint text, and icons	50%
Dividers	12%

WHITE TEXT ON DARK BACKGROUNDS

The table values relay relative levels of importance for white text on dark backgrounds

USE OPACITY INSTEAD OF GREY

Black or white text that is transparent remains legible and vibrant against background color changes. This makes it more flexible than grey text in the same contexts.

ICONS

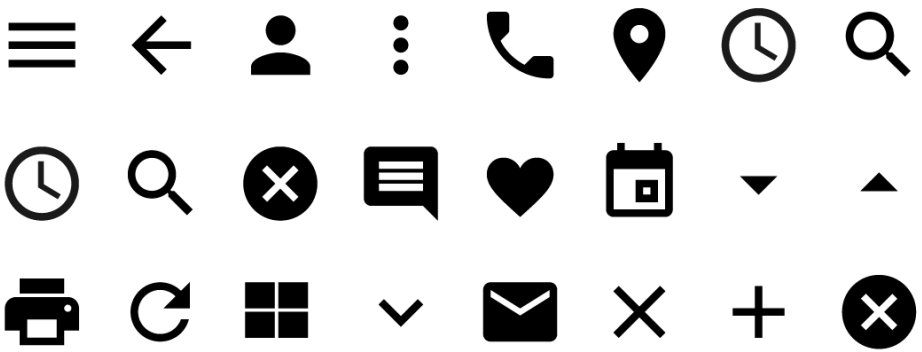
Design principle

Shapes are bold and geometric. Symmetry and consistency of shapes give the icons a unique quality, while keeping them simple and bold.

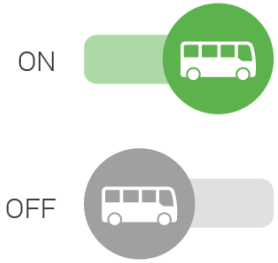
SYSTEM ICONS

A system icon, or UI icon, symbolizes a command, file, device, or directory. System icons are also used to represent common actions like trash, print, and save.

The design of system icons is simple and modern.
Each icon is reduced to its minimal form, with every idea edited to its essence. The designs ensure readability and clarity even at small sizes.



TRANSPORTS ICONS



ICONS

Design principle

Shapes are bold and geometric. Symmetry and consistency of shapes give the icons a unique quality, while keeping them simple and bold.

SECTION ICONS

A section icon symbolizes a specific section (access to tickets, weather or currency exchange etc)

The design of section icons is simple and friendly.
Each icon is a simple illustration, More funny than system icons.

AVATAR

Pictures or initials

#578080 #79a2ac #79888f

1 – Style guide

IMAGERY

—

Design principle

Imagery is more than decoration. It’s a powerful tool to help you communicate and differentiate the app.
When using illustration and photography to enhance the user experience, choose images that express personal relevance, information, and delight.

STAY AWAY FROM STOCK IMAGES

Use specific imagery to express a distinctive voice and strive for images that represent genuine stories. Stock images can feel inauthentic.

- Colors pictures VERSUS black and white pictures
- Bright, clear, legible images VERSUS images without any contrast or dark images
- Simple compositions VERSUS overloaded compositions
- Light blurred to create depth of field and detach human subjects VERSUS steady pictures

TRANSPORTATION AND TRAVEL THEMAS

Favor the following topics for imagery:
- Wide-spaces and equipment that evoke the world of European Travel.
- Out-door and indoor environment.
- Modern, clean, comforting and living environments.
- Travellers interacting with their environment in a positive way.

PHOTOGRAPHIC PROCESSES

Favor the following techniques for pictures:
- Smooth light for conforting feeling
- Light blur to create a feeling of mobility and dynamism

1 – Style guide

WRITING

Design principle

Clear, accurate and concise text makes interfaces more usable and builds trust. Strive to write text that is understandable by anyone, anywhere, regardless of their culture or language.

Text in your UI should complement your visual UI: intuitive, efficient, casual, and trustworthy.

BE USER CENTRED

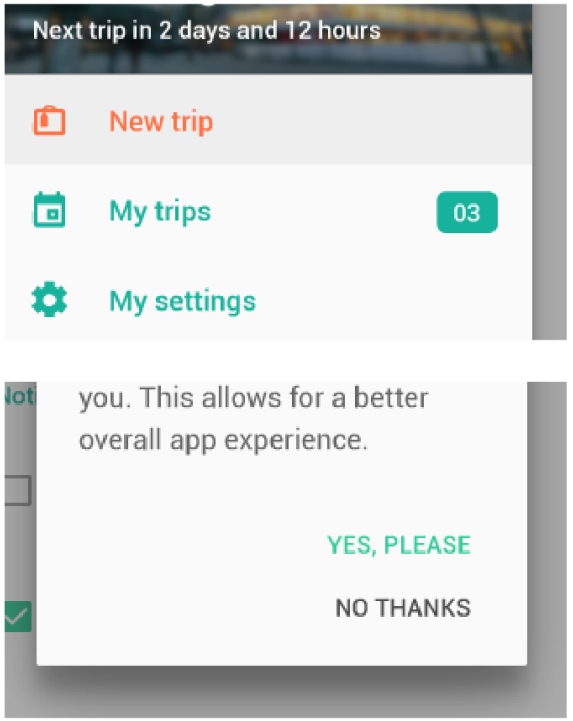
Be friendly, respectful, and focus on the user. Always keep his needs in mind when designing the application.

BE CONCISE

The best UI text is written in small, scannable segments to assist in navigation and discovery. Keep your sentences and phrases short, with as few concepts as possible.

WRITE SIMPLY AND DIRECTLY

Use simple, direct language that is easy for users to understand.
Favor simple words that everyone knows and avoid technical terms.



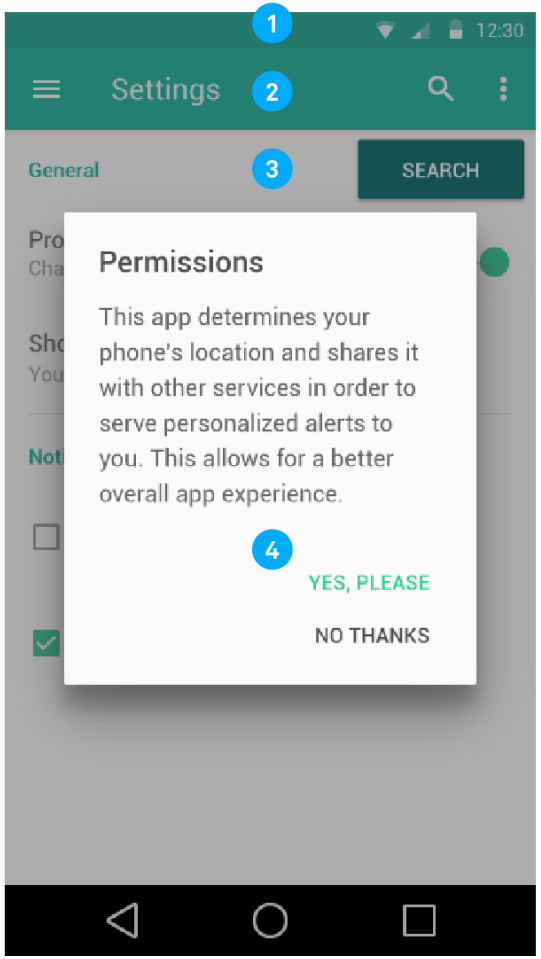
TO GO FURTHER
In addition to these guidelines, be sure to consult guidelines for specific UI elements, such as: Errors, Dialogs, Settings, Data formats…

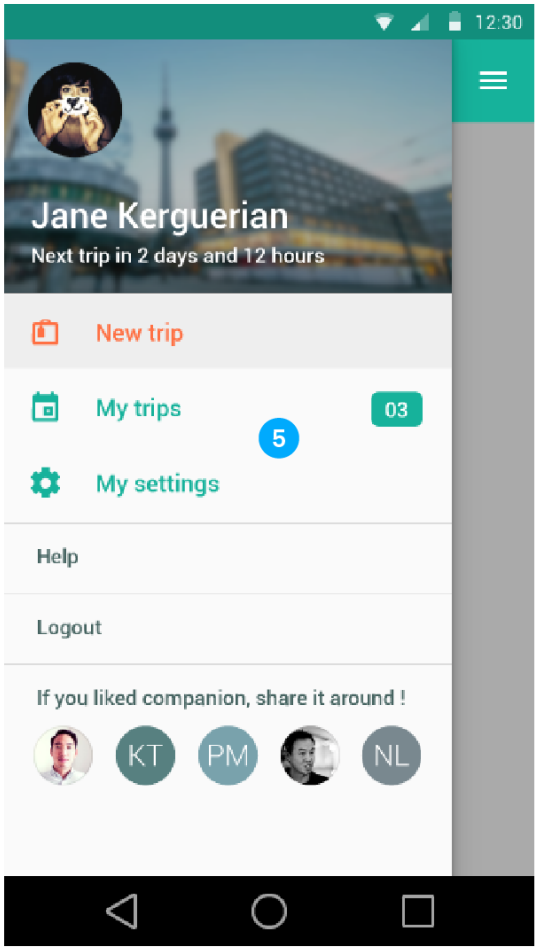
1 – Style guide

ZONING

Here is the App main structure:

1. Status bar
2. App bar
3. Background
4. Cards/Dialogs
5. Menu



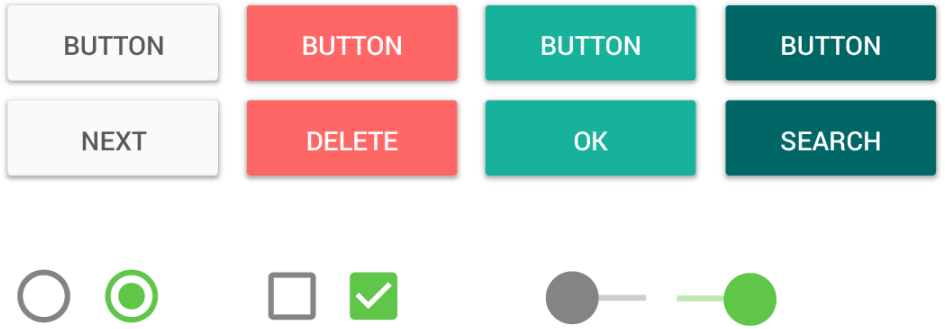


1 – Style guide

DIALOGS 1/2

Dialogs contain text and UI controls focused on a specific task. They inform users about critical information, require users to make decisions, or involve multiple tasks.

RAISED BUTTONS

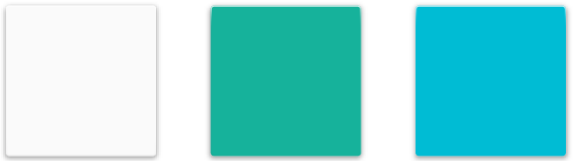


DIALOGS

- Dark Dialog (Strechable .9 patch)
- Light Dialog (Strechable .9 patch)

CARDS

- Light Dialog (Strechable .9 patch)
- Color Dialog (Strechable .9 patch)



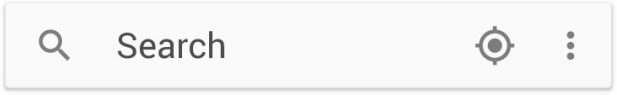
DIALOGS 2/2

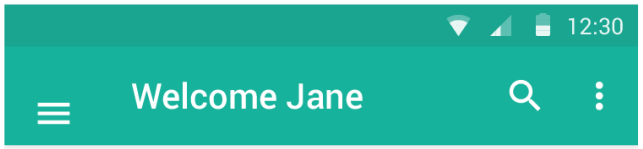
—

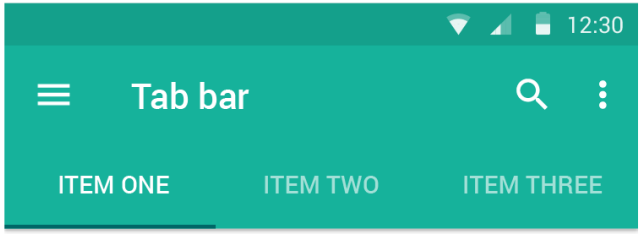
Dialogs contain text and UI controls focused on a specific task. They inform users about critical information, require users to make decisions, or involve multiple tasks.

MAIN ELEMENTS

- Action Bar
- Search Bar
- Floating Action Button







TO GO FURTHER

In addition to these guidelines, be sure to consult Google's accessibility and usability principles: Types, Navigation, Guidance and feedback, Readability…

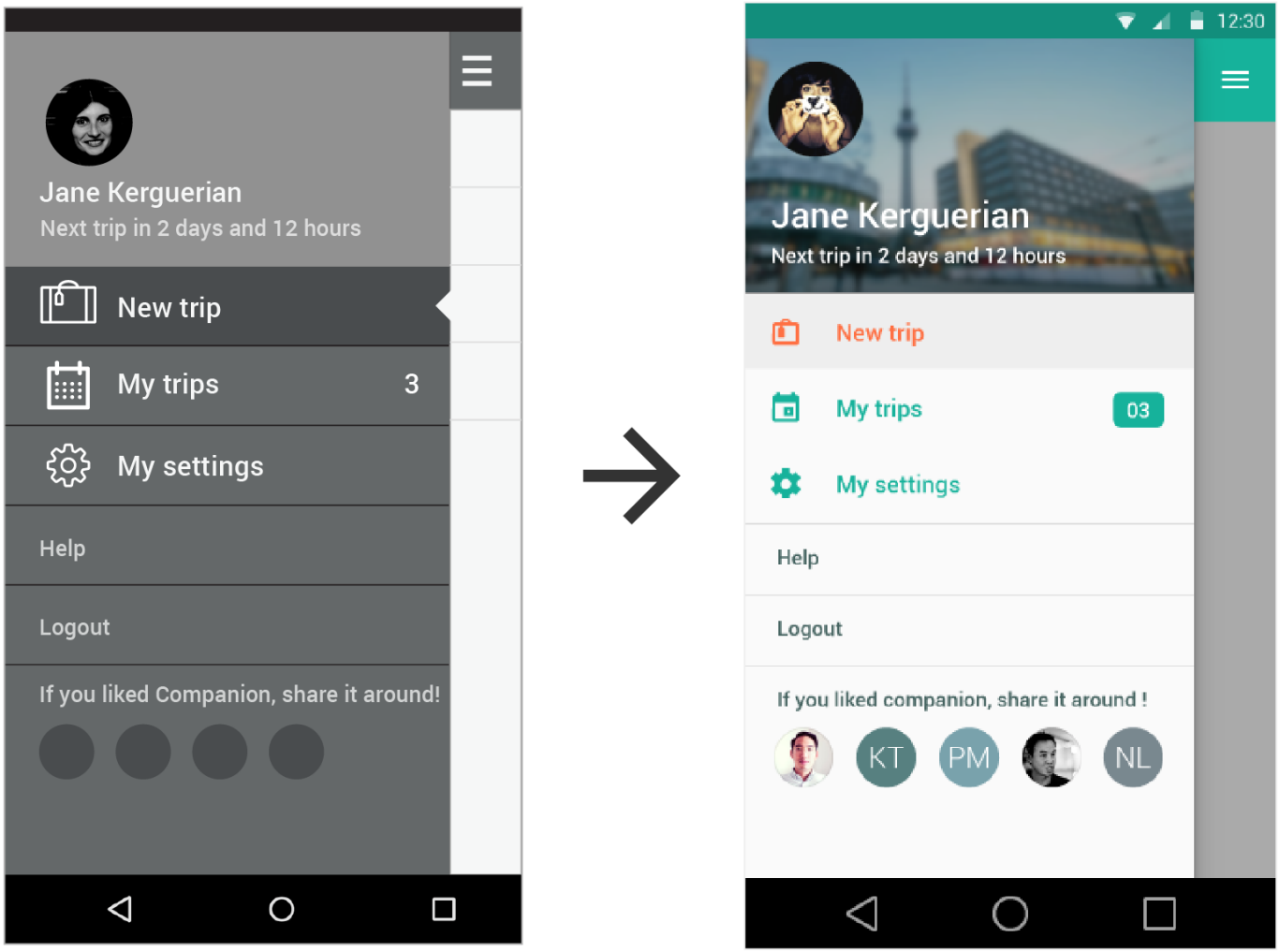
3 - UI screens examples

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No: 636078

1 – Style guide

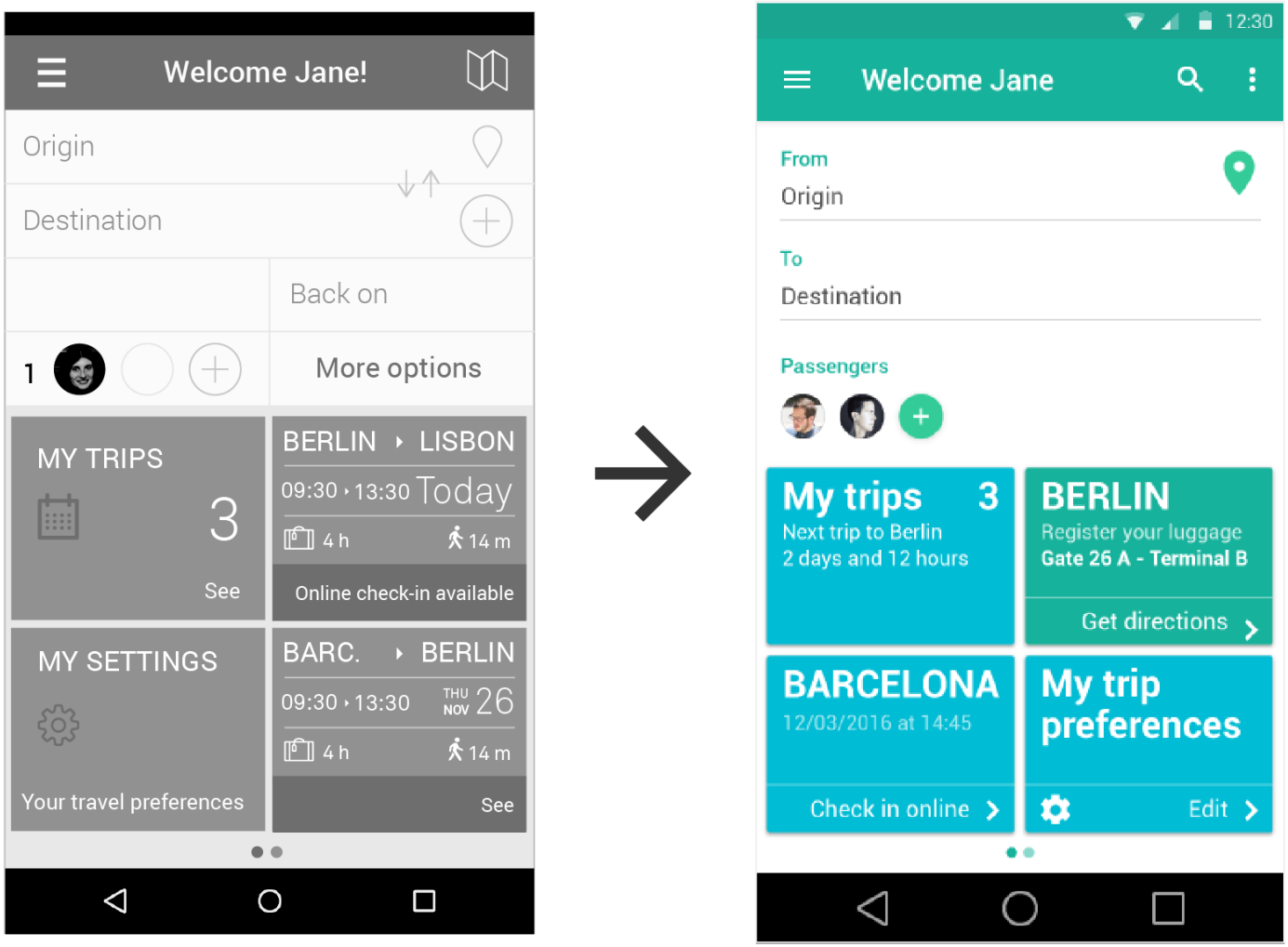
UI Screens examples 1/7

Menu



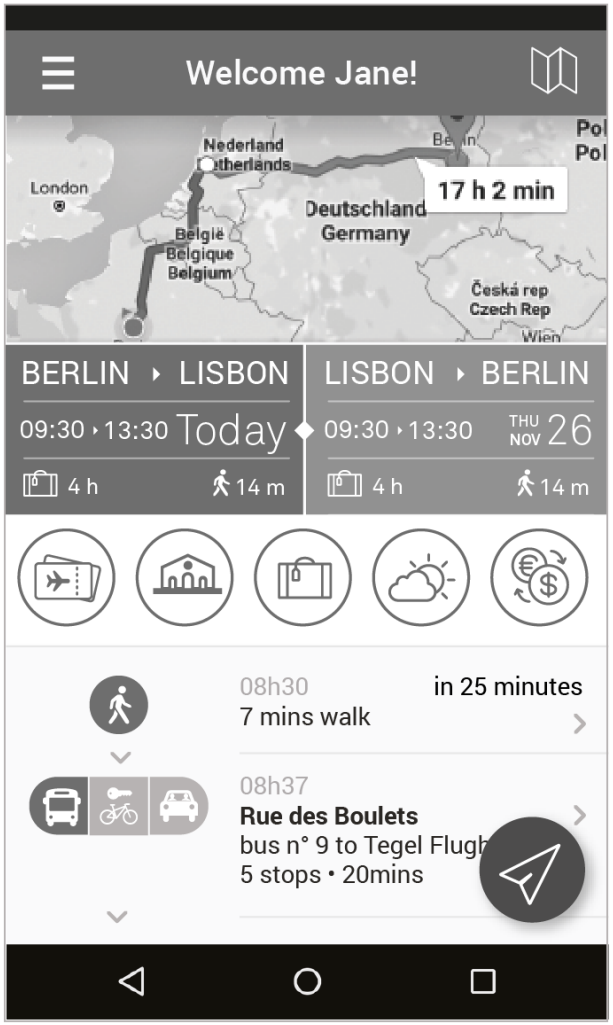
UI Screens examples 2/7

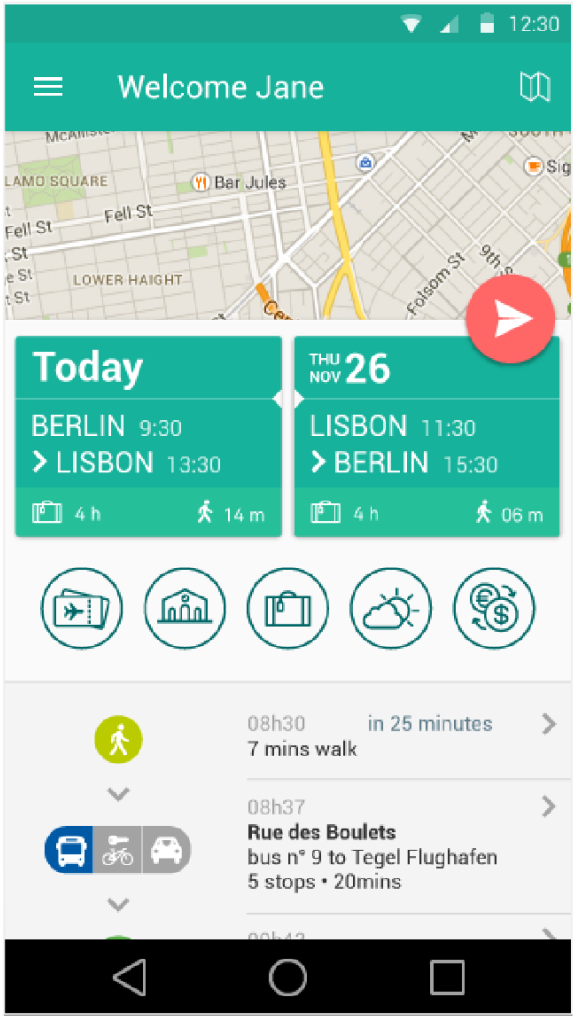
Homepage 01



UI Screens examples 3/7

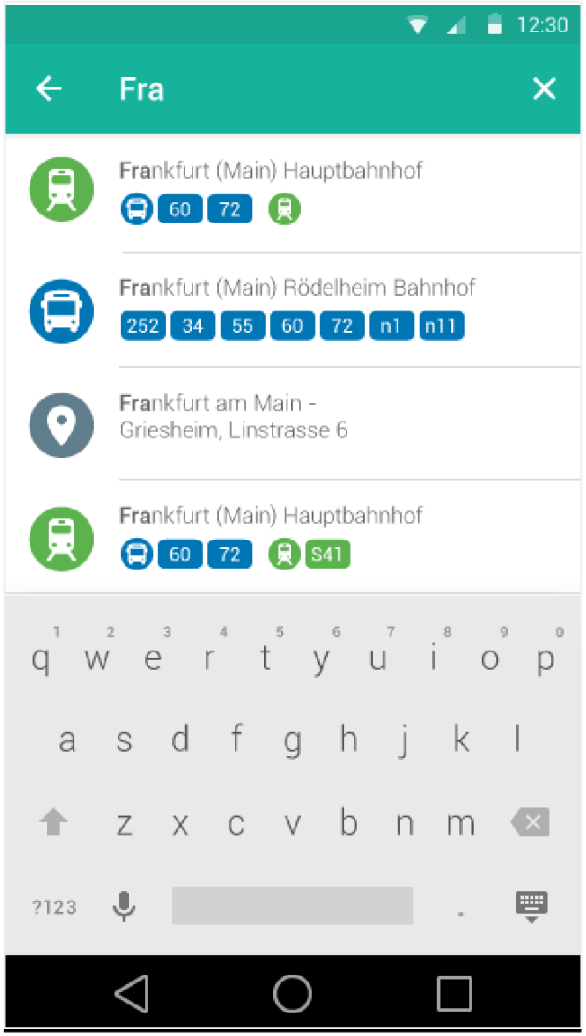
Homepage 02

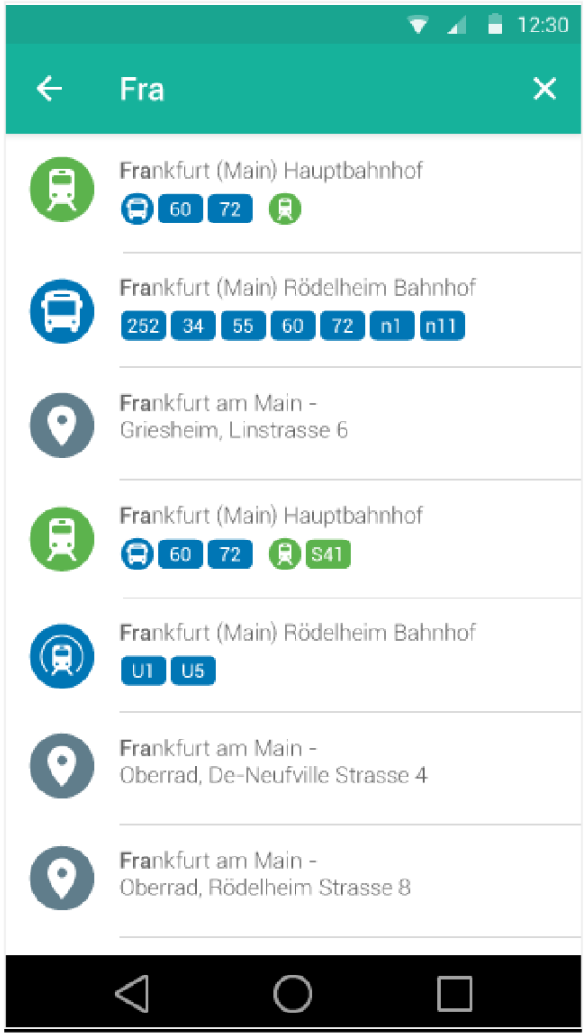




UI Screens examples 4/7

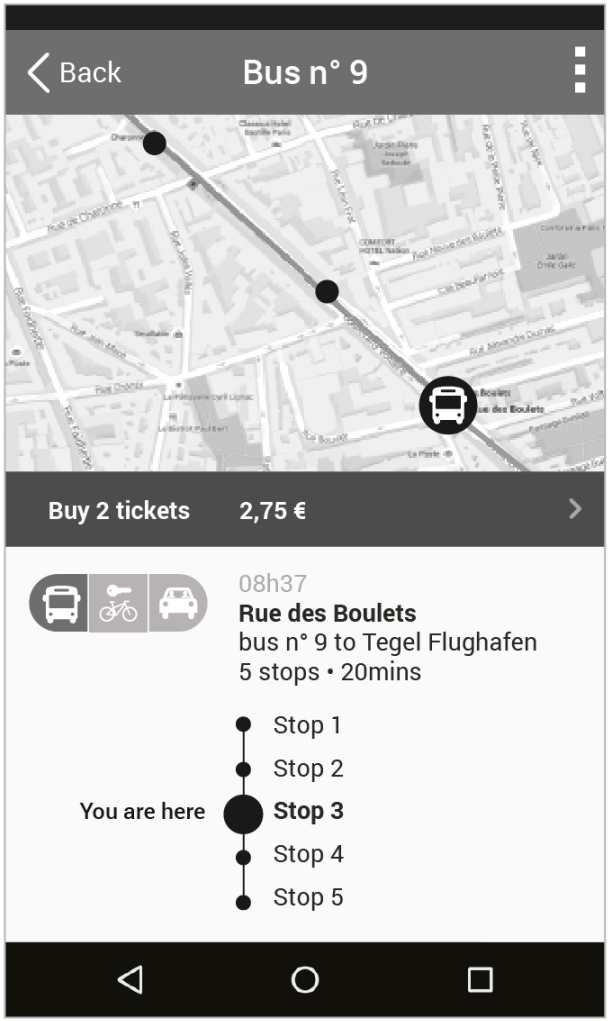
Search list

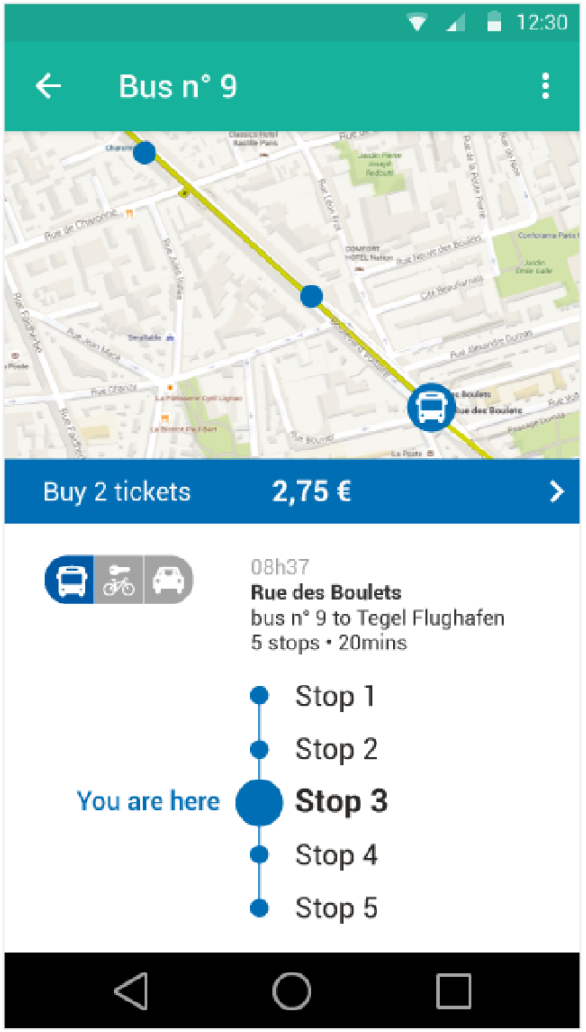




UI Screens examples 5/7

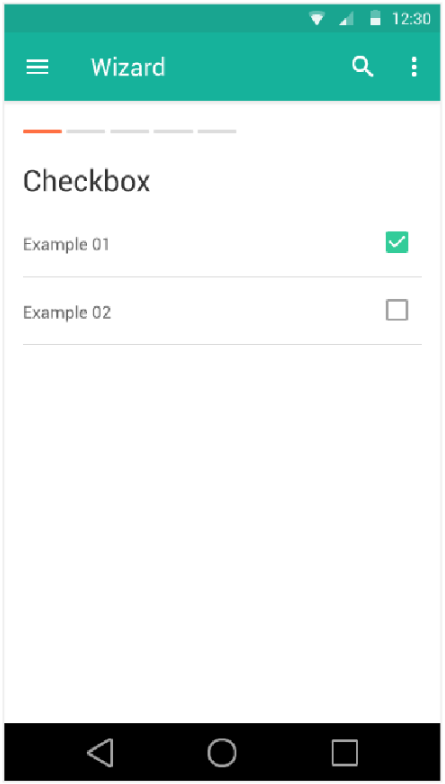
My trip

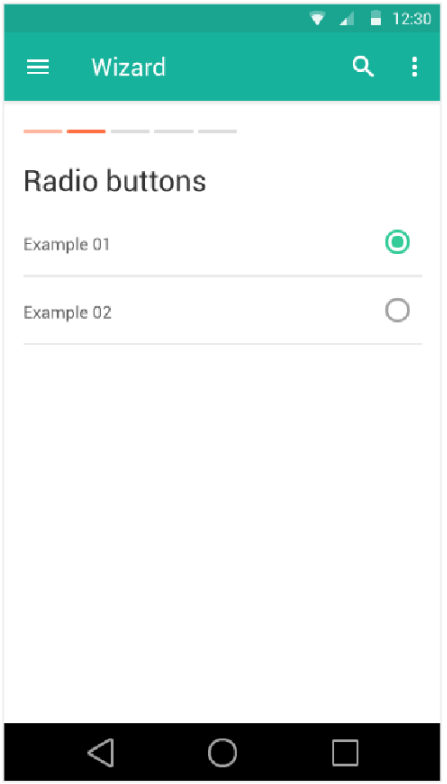


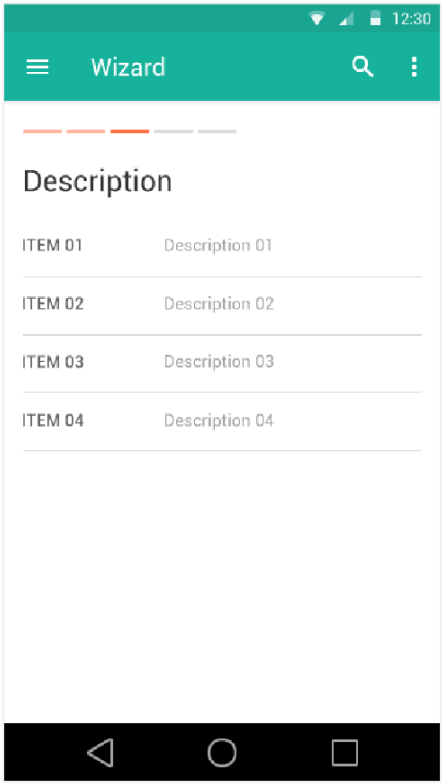


UI Screens examples 6/7

Wizard components

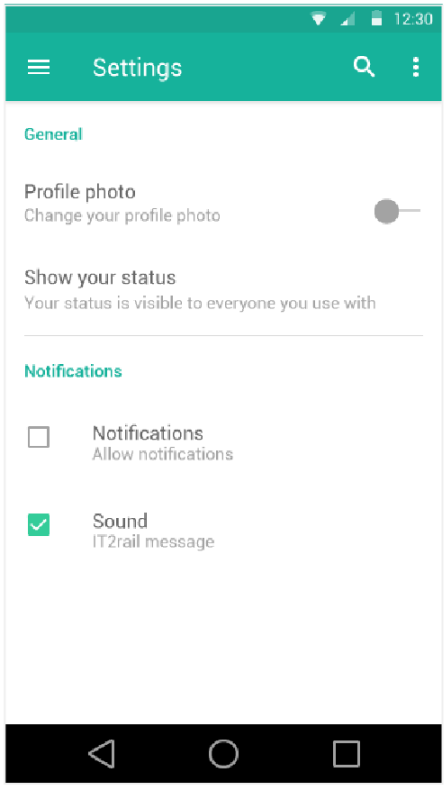


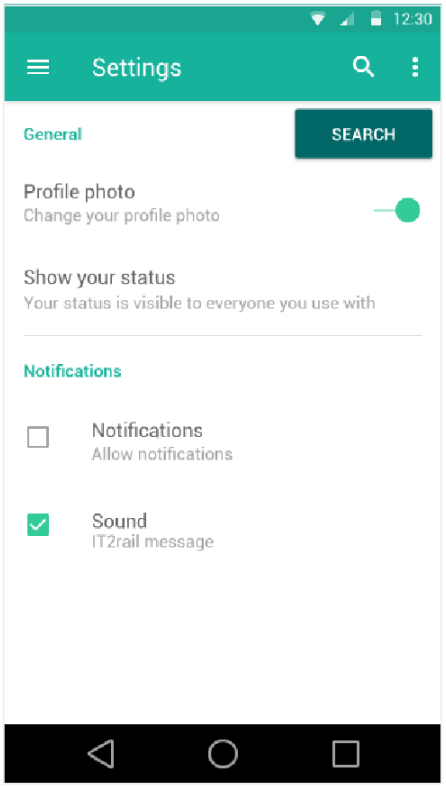


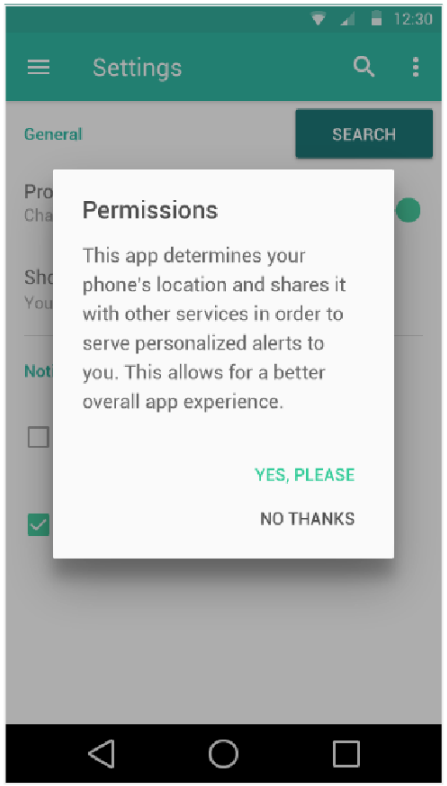


UI Screens examples 7/7

Settings components







IT2Rail

Digital

Multimodal

Ticketing

Tracking

Connectivity

Innovation

Open Interfaces

Web of Transportation

Shopping

Real time

Door to Door

Travel Companion

Seamless Travel

One-stop Shop

Business Analytics

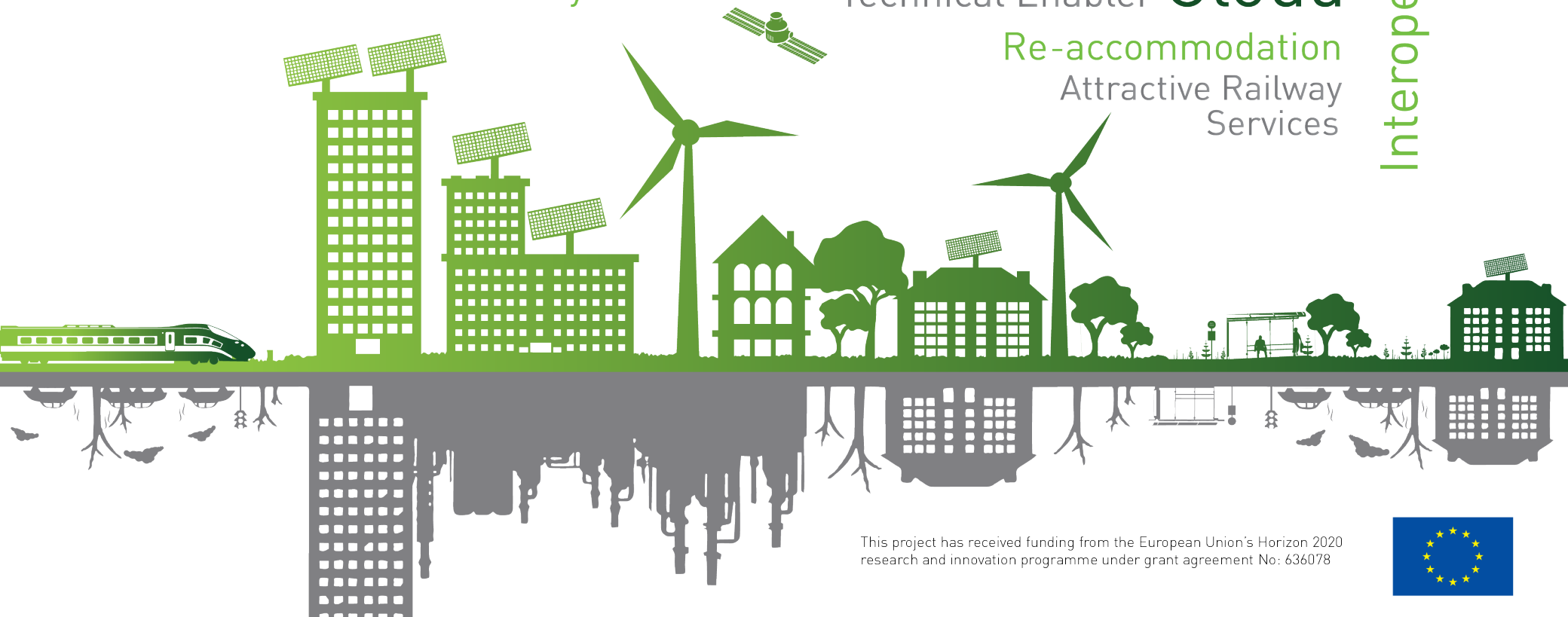
Technical Enabler

Cloud

Re-accommodation

Attractive Railway Services

Interoperability



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No: 636078