

Color

- Brand
- Neutral
- Primary
- Secondary
- Usage Trends
- Color Contrast

Brand Colors



[Download color palette](#)

brandRed	#C02025
grey-9	#343741
white	#FFFFFF

Neutral Colors



[Download color palette](#)

Light UI	Light / Dark	Dark UI
white #FFFFFF	grey-4 #D6D8DD	grey-8 #5A5E6D
grey-1 #F8F9FB	grey-5 #A4AAB4	grey-9 #343741
grey-2 #EEEEFF	grey-6 #A3A9B5	grey-10 #20212B
grey-3 #E6E7EA	grey-7 #888D9A	grey-11 #191A1E

Primary Colors



Note
brandRed-1 and brandRed-2 should never be used on a normal state, but can be used when pressed or disabled.

[Download color palette](#)

Action	Action (Navigation Only)
blue #3B94E3	brandRed #C02025
blue-1 #79C4FF	brandRed-1 #F9594E
blue-2 #0067B1	brandRed-2 #880000

Secondary Colors



To generate your own color set: [Material's Color Tool](#)

Text colors: W B W or B

<input type="radio"/> red #E41B41	<input type="radio"/> #FF5D6C	<input type="radio"/> #AA001B
<input checked="" type="radio"/> orange #F48140	<input type="radio"/> #FFB26E	<input type="radio"/> #BC5211
<input type="radio"/> darkYellow #F3BA41	<input type="radio"/> #FFEC72	<input type="radio"/> #BC8A00
<input checked="" type="radio"/> yellow #F0DE3A	<input type="radio"/> #FFFF70	<input type="radio"/> #BAAD00
<input type="radio"/> lightGreen #8BBA55	<input type="radio"/> #BDED84	<input type="radio"/> #5B8A27
<input type="radio"/> green #21915A	<input type="radio"/> #5AC287	<input type="radio"/> #006230
<input checked="" type="radio"/> teal #43C3B7	<input type="radio"/> #7CF6E9	<input type="radio"/> #009287
<input type="radio"/> purple #7161B4	<input type="radio"/> #A28FE7	<input type="radio"/> #413784
<input type="radio"/> brown #7A5D4B	<input type="radio"/> #AA8A77	<input type="radio"/> #4D3323

Add -1 at the end of a color to get a lighter shade
Add -2 at the end of a color to get a darker shade
Example: red-1 = light red, red-2 = dark red

Usage Trends

● brandRed	Active navigation states	Overview
● orange	Error / warning	▲
● green	Success	✓
● teal	Icon notifications	🔔
● blue	Active components	☑
● purple	Annotations	📌

How to know when to use brandRed versus blue?

Color Contrast

The smaller the text, the higher the contrast ratio needed between the foreground and background.

Small text	Less than 14 pt bold / 18 pt regular	At least 4.5:1
Large text	More than 14 pt bold / 18 pt regular	At least 3:1

Do	Don't												
<table border="1"> <tr> <td>This is small text.</td> <td>grey-8</td> <td>6.5:1</td> </tr> <tr> <td>This is small text.</td> <td>grey-6</td> <td>5.0:1</td> </tr> </table>	This is small text.	grey-8	6.5:1	This is small text.	grey-6	5.0:1	<table border="1"> <tr> <td>This is small text.</td> <td>grey-7</td> <td>3.3:1</td> </tr> <tr> <td>This is small text.</td> <td>grey-7</td> <td>3.6:1</td> </tr> </table>	This is small text.	grey-7	3.3:1	This is small text.	grey-7	3.6:1
This is small text.	grey-8	6.5:1											
This is small text.	grey-6	5.0:1											
This is small text.	grey-7	3.3:1											
This is small text.	grey-7	3.6:1											
<table border="1"> <tr> <td>This is big text.</td> <td>grey-7</td> <td>3.3:1</td> </tr> <tr> <td>This is big text.</td> <td>grey-7</td> <td>3.6:1</td> </tr> </table>	This is big text.	grey-7	3.3:1	This is big text.	grey-7	3.6:1	<table border="1"> <tr> <td>This is big text.</td> <td>grey-6</td> <td>2.4:1</td> </tr> <tr> <td>This is big text.</td> <td>grey-8</td> <td>1.8:1</td> </tr> </table>	This is big text.	grey-6	2.4:1	This is big text.	grey-8	1.8:1
This is big text.	grey-7	3.3:1											
This is big text.	grey-7	3.6:1											
This is big text.	grey-6	2.4:1											
This is big text.	grey-8	1.8:1											

External Tools

- Do a color contrast check [Snook's Color Contrast Check](#)
- See what the site looks like to those who are color blind [Toptal Color Blind Filter](#)
- Get the hex code of any color on a website [ColorZilla \(Chrome Extension\)](#)

Typography

- INTRO
 - Design
 - Engineering
- STYLE
 - Color
 - Layout
 - Typography**
 - Iconography
 - Dimensionality
- COMPONENTS
 - Buttons
 - Breadcrumbs
 - Cards
 - Chips
 - Dropdowns
 - File Selectors
 - Input Fields
 - lists
 - Maps
 - Notifications
 - Sliders
 - Tabs
 - Tables
 - Toggles
- RESOURCES
 - Downloads
 - Product Examples
 - Naming
 - Links

- Intro
- Web
- Mobile
- Rules
- Spacing
- Color Contrast
- Line Length
- Text Opacity

Intro

Principles

Talk about our users and how it's difficult to use our app in direct sunlight + why our users' age group makes accessibility important.

When Colfax is not available for use, default to Helvetica.

[Download Colfax.otf](#)

Aa Colfax Regular	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
Aa Colfax Medium	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Web



[Download Colfax.otf](#)

Heading

Heading 1	font-size: 28px; font-weight: 700;	h1	28px Medium
Heading 2	font-size: 22px; font-weight: 700;	h2	22px Medium
Heading 3	font-size: 18px; font-weight: 700;	h3	18px Medium
Heading 4	font-size: 14px; font-weight: 700;	h4	14px Medium
Heading 5	font-size: 12px; font-weight: 700;	h5	12px Medium

Body

Body 1	font-size: 14px; font-weight: 500;	p	14px Regular
Body 2	font-size: 12px; font-weight: 500;	p	12px Regular

Mobile



[Download Colfax.otf](#)

Heading

Heading 1	font-size: 28px; font-weight: 700;	h1	36px Medium
Heading 2	font-size: 22px; font-weight: 700;	h2	28px Medium
Heading 3	font-size: 18px; font-weight: 700;	h3	22px Medium
Heading 4	font-size: 14px; font-weight: 700;	h4	18px Medium

Body

Body 1	font-size: 22px; font-weight: 500;	p	22px Regular
Body 2	font-size: 18px; font-weight: 500;	p	18px Regular

Rules



Note

These are default rules, but exceptions can be made based on the designer's professional judgment.

Do

Heading 1
Heading 2

Do use Regular for body text. Do use Regular for body text. Do use Regular for body text. Do use Regular for body text. Do use Regular for body text. Do use Regular for body text.

Don't

Heading 1

Heading 2

Don't use Medium for body text. Don't use Medium for body text. Don't use Medium for body text. Don't use Medium for body text. Don't use Medium for body text.

- | | | | |
|----------|---|----------|--|
| 1 | Do use Colfax Medium on header text | 1 | Don't use bold instead of Medium (it's different) |
| 2 | Do make headers larger or equal to body text size | 2 | Don't make headers smaller than the body text size |
| 3 | Do use Colfax Regular on body text | 3 | Don't use Colfax Medium on body text |

Line Height

Space within inline text



Yy line height	<pre>p { line-height: 1.5; } h1, h2, h3, h4, h5 { line-height: 1.25; }</pre>
-----------------------	--

Color Contrast



Dark text on light background.	grey-9	11.9:1
Light text on dark background.	grey-4	8.3:1

- Only use the neutral color palette for text [Neutral colors](#)
- The preferred color contrast ratio is 7:1 [Color Contrast](#)

Line Length

Long lines:

Large bodies of text

Short lines:

Image captions, quotes, short description, asides

Why

If the line is too long, readers lose focus on text. If the line is too short, sentences becomes truncated, making it difficult to comprehend.

Long Lines

60 characters is the maximum length allowed for long lines of body text.

40 characters is the minimum length for long text.

Short Lines

40 characters is the max length for short lines.

15 characters is min.

Text Opacity



Light	Primary	grey-9	Dark	Primary	white
	Secondary	grey-8		Secondary	grey-5
	Disabled/Hint	grey-7		Disabled/Hint	grey-6



INTRO

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STYLE

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- Dimensionality

COMPONENTS

- Buttons
- Breadcrumbs
- Cards
- Chips
- Dropdowns
- File Selectors
- Input Fields
- lists
- Maps
- Notifications
- Sliders
- Tabs
- Tables
- Toggles

RESOURCES

- Downloads
- Product Examples
- Naming
- Links

Layout

- Intro
- Spacing
- Cards

Intro

Principles

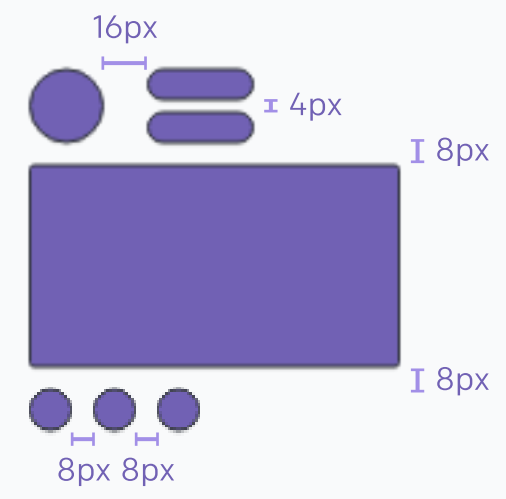
Engineers at Airware use **Material UI Flexboxes** for frontend layout in our codebase, which is different from the traditional **Bootstrap Grid System**.

Why

Flexboxes act more like components than a grid. It is more flexible for web products that function as an app rather than a single-page scrolling website.

[Refer to Material UI](#)

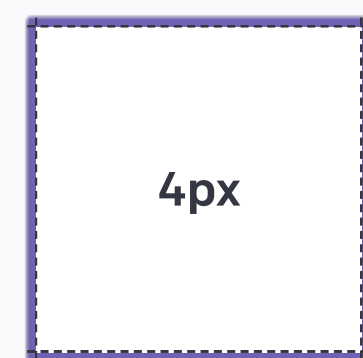
Design for Flexboxes



Spacing

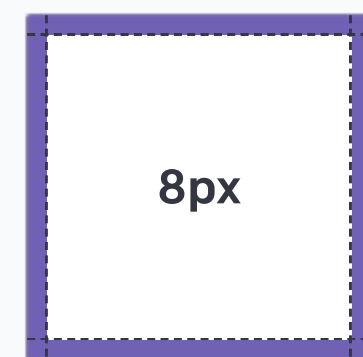


Extra Small



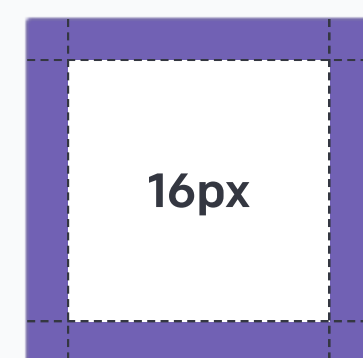
```
<div class="margin-xs"></div>
<div class="padding-xs"></div>
```

Small



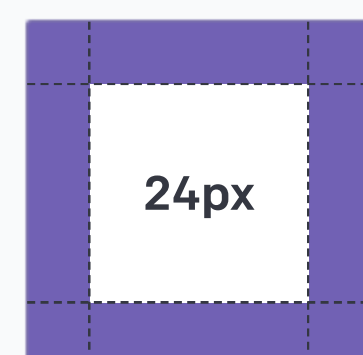
```
<div class="margin-sm"></div>
<div class="padding-sm"></div>
```

Medium



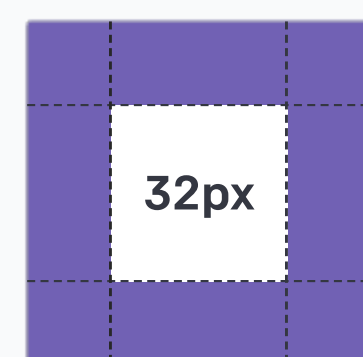
```
<div class="margin-md"></div>
<div class="padding-md"></div>
```

Large



```
<div class="margin-lg"></div>
<div class="padding-lg"></div>
```

Extra Large

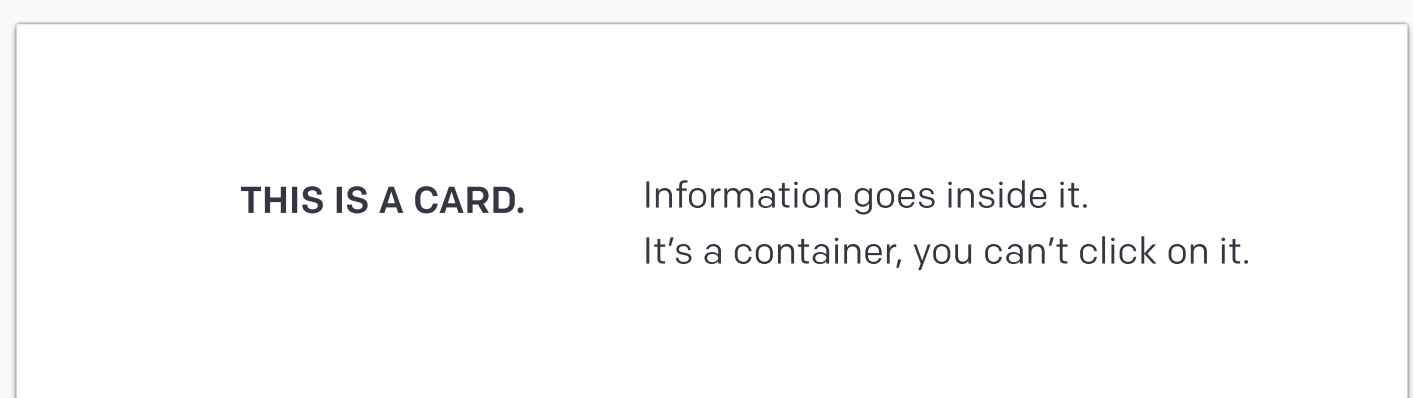


```
<div class="margin-xl"></div>
<div class="padding-xl"></div>
```

Cards (Containers)



Refer to [Cards \(Components\)](#) for a different use of cards



```
color: white;
box-shadow: 0px 1px 2px rgba(0, 0, 0, 0.35); // X: 0, Y: 1, B: 2, black 35%
```



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COMPONENTS

Buttons

- Cards
- Inputs
- Lists
- Navigation
- Notifications
- Selections
- Tables

Buttons

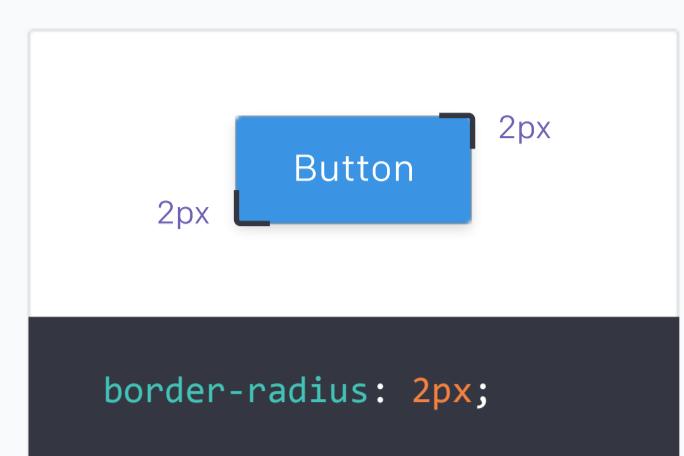
- Intro
- Sizing
- Default Buttons
- Ghost Buttons
- Text Buttons

Intro



[Download component sheet](#)

Styling



Sizing

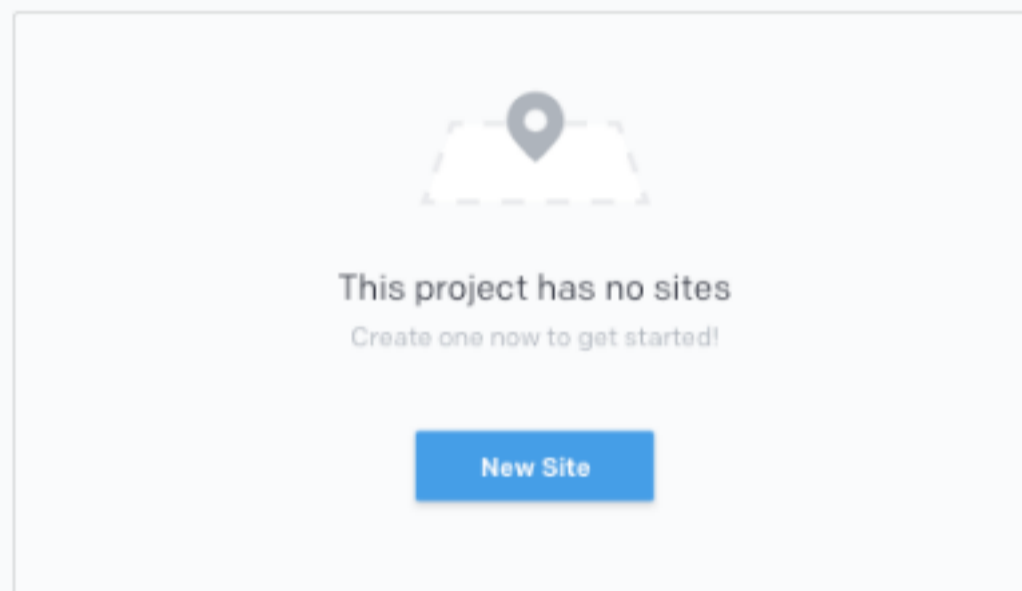


Small	Medium	Large
<pre>.sm-btn { height: 40px; font-size: 14px; padding: auto 16px; }</pre>	<pre>.md-btn { height: 60px; font-size: 22px; padding: auto 24px; }</pre>	<pre>.lg-btn { height: 90px; font-size: 28px; padding: auto 36px; }</pre>

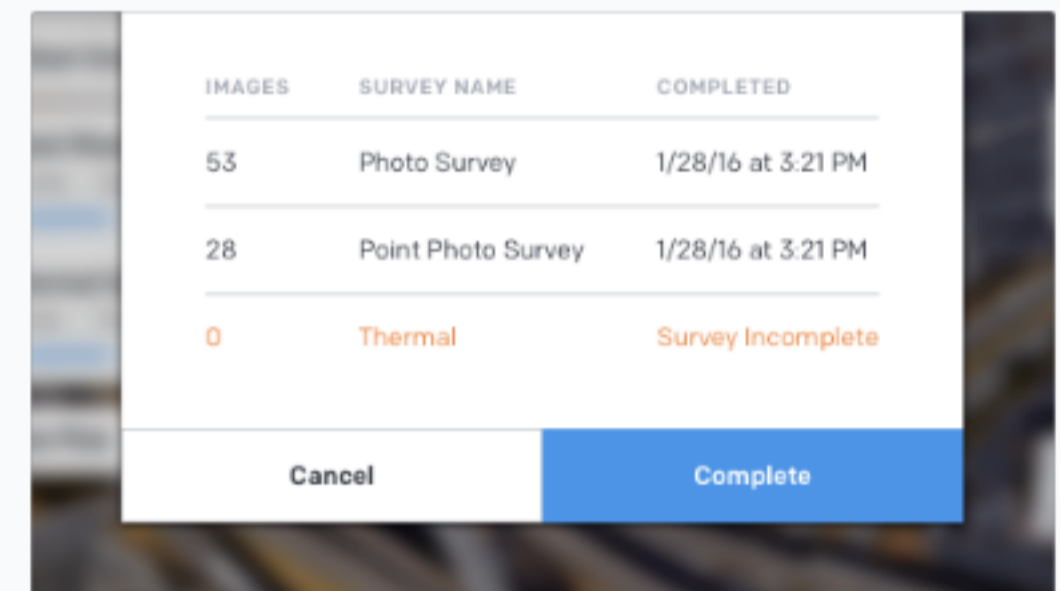
Principles

- 1 Medium or large buttons with Colfax Medium are often used for mobile.
- 2 **Single buttons** or important CTAs could use more horizontal padding.
- 3 **Buttons within components** often take the shape of its parent container.
- 4 Use your professional judgement if default button size options look too big or small. Just make sure to follow the **8px grid**.

Single Buttons



Buttons in Components



Default Buttons



```
class="btn blue-btn"
```

```
class="btn white-btn"
```

Primary Secondary



```
background-color: blue;
color: white;
```

```
background-color: white;
color: grey-9;
```

```
box-shadow: 0px 2px 4px rgba(0, 0, 0, 0.15); // X: 0, Y: 2, B: 4, black 15%
```

Hover



```
box-shadow: 0px 3px 6px rgba(0, 0, 0, 0.35); // X: 0, Y: 3, B: 6, black 35%
```

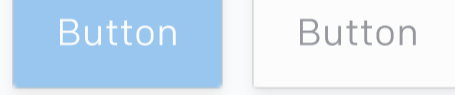
Active



```
background-color: blue-2;
```

```
background-color: grey-2;
```

Disabled



```
opacity: 0.5;
```

Focus



```
outline: 1px solid blue;
outline-offset: 1px;
```

```
border: 1px solid blue;
```

Ghost Buttons



```
<button class="btn ghost-btn"></button>
```

Normal



```
background-color: transparent;
color: blue; // #3B94E3
border: 1px solid blue; // #3B94E3
```

Hover



```
background: rgba(59, 148, 227, 0.1); // #3B94E3 or blue 10%
```

Active



```
color: blue-2; // #0067B1
border: 1px solid blue-2; // #0067B1
```

Disabled



```
opacity: 0.5;
```

Focus



```
outline: 1px solid blue-2; // #0067B1
outline-offset: 1px;
```

Text Buttons



```
<button class="btn text-btn"></button>
```

Normal



```
background-color: transparent;
color: grey-9; // #343741
border: none;
```

Hover



```
color: blue; // #3B94E3
```

Active



```
color: blue-2; // #0067B1
```

Disabled



```
opacity: 0.5;
```

Focus



```
border: 1px solid blue; // #3B94E3
```



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- Selections
- Tables

Inputs

- Text Fields
- States
- Statuses
- Special Cases
- Search

Text Fields



[Download component sheet](#)

Resting Label	Label		8px
Floating Label	Label	Somethin	8px
			8px

```
<input class="input input-default" type="text">
```

States



[Download component sheet](#)

Normal	Label	
Hover	Label	
Active / Focus	Label	
Typing	Label	Somethin
Disabled	Label	

Statuses



[Download component sheet](#)

Success	Label	Something totally valid!	20 x 16		8px
----------------	-------	--------------------------	---------	--	-----

```
<input class="input input-default success" type="text">
```

Warning	Label	Something invalid	20 x 24		8px
----------------	-------	-------------------	---------	--	-----

```
<input class="input input-default warning" type="text">
```

Special Cases

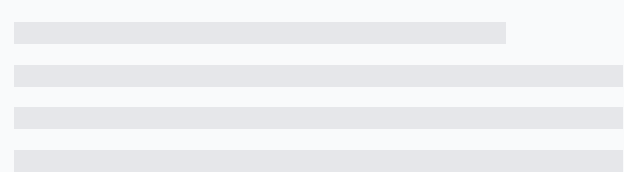


* **Number input** is typically displayed as a scroll selection in mobile designs

[Download component sheet](#)

Word Count	Label	Somethin	4/100		8px				
Number Input*	Height	10	meters	8px	-	Height	10	+	8px

Search



Behavior

Inputs longer than 352px will cause the search field to scroll rightwards and the search results to be truncated using an ellipsis (...)

Note

A different search behavior for [Lists](#)

8px		40px
	343 S	
	343 Sunny Way Tempe, AZ 85202	
	343 Sansome St San Francisco, CA 94105	48px
	343 Sacramento St San Francisco, CA 94110	
	352px	



Cards

Lists



