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Colour

Colour is used to convey meaning, affordance and state. As a guideline, greys and white are used to make up the general landscape of a UI, while bolder colours convey a more specific meaning. The traffic light metaphor is universally understood and should be used in the toolkit where the user's attention is required to make a decision.

Semantics for colours

Colour	Semantic value(s)	Usage
	Default	background, text labels, component outline
	Disabled	Disabled components

	Awareness	Focus, selection, interaction
	Stop and take action	Alert, error, stop
	Requires attention	Warning, caution, attention, call to action
	Proceed	Success, go

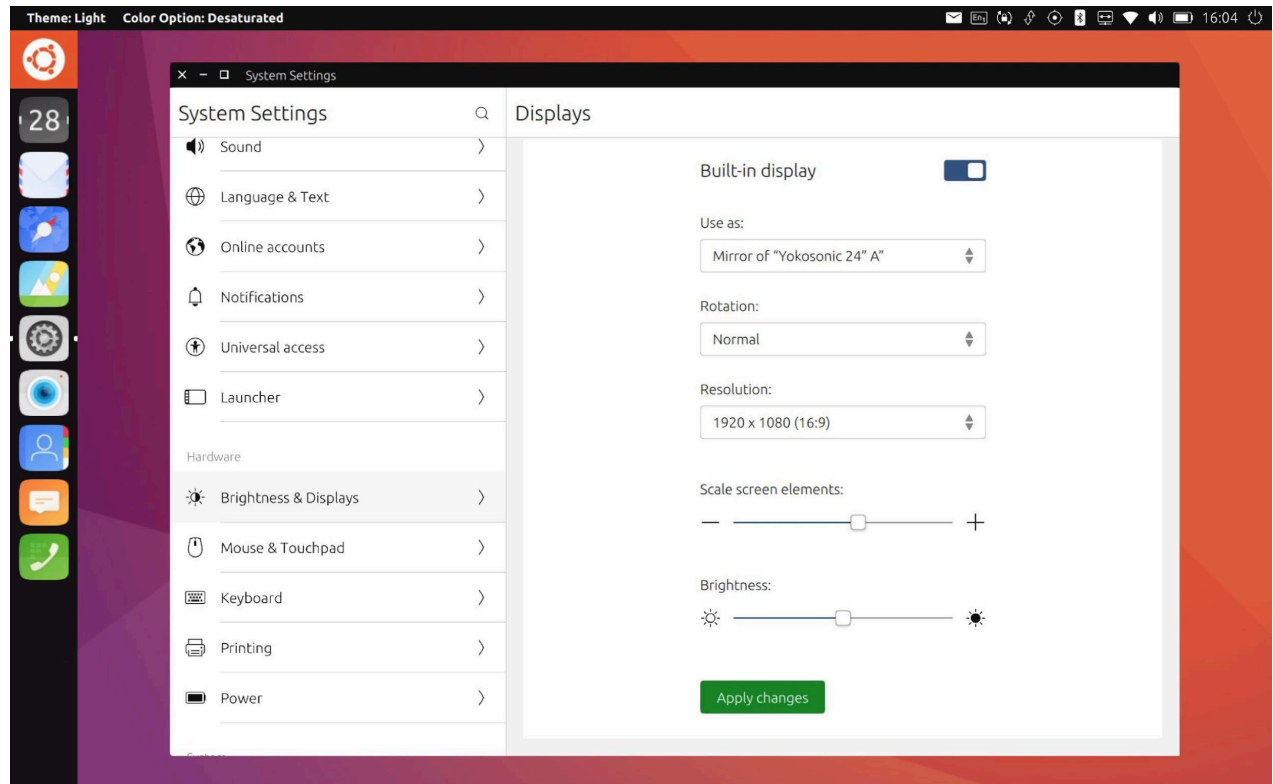
C7162B	E95420	0E8420	335280
H: 353	H: 16	H: 129	H: 216
S: 89	S: 86	S: 89	S: 60
L: 78	L: 91	L: 52	L: 50

Prototype

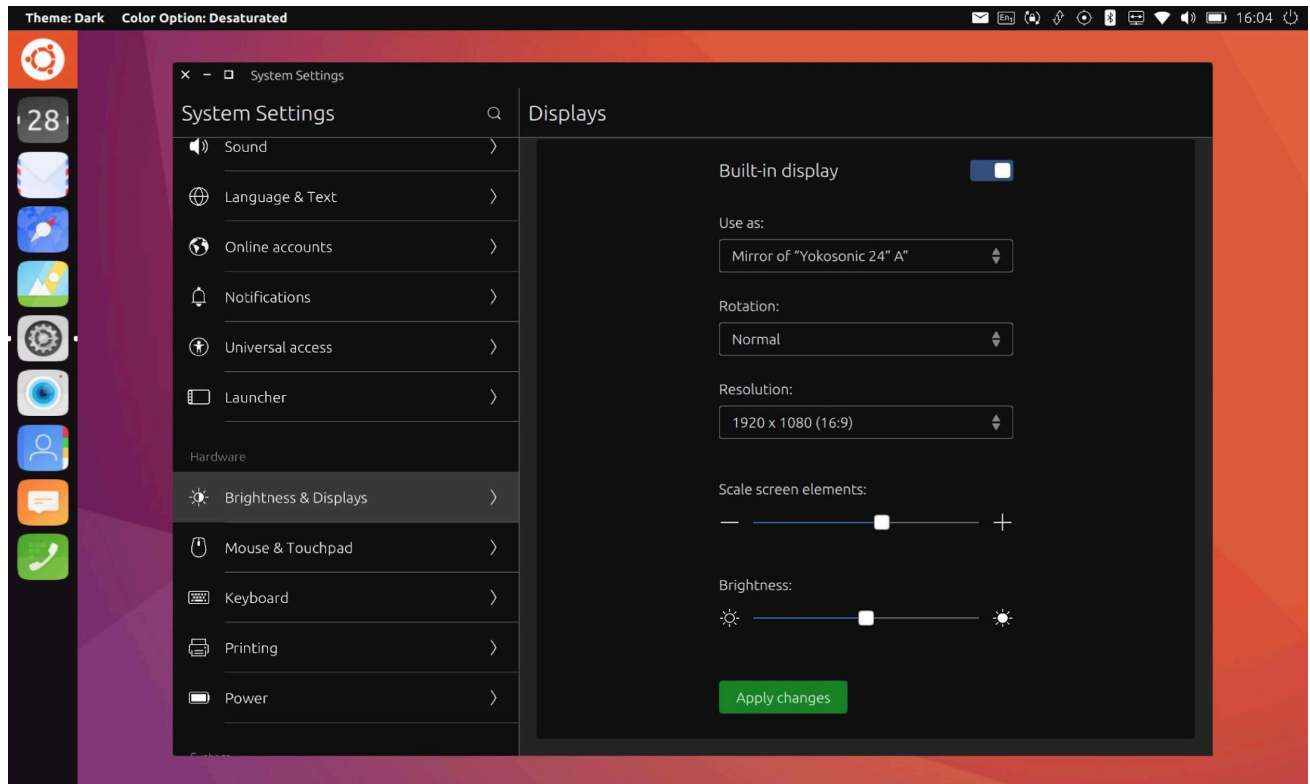
[Colour prototype](#)

Example

Light theme



Dark theme

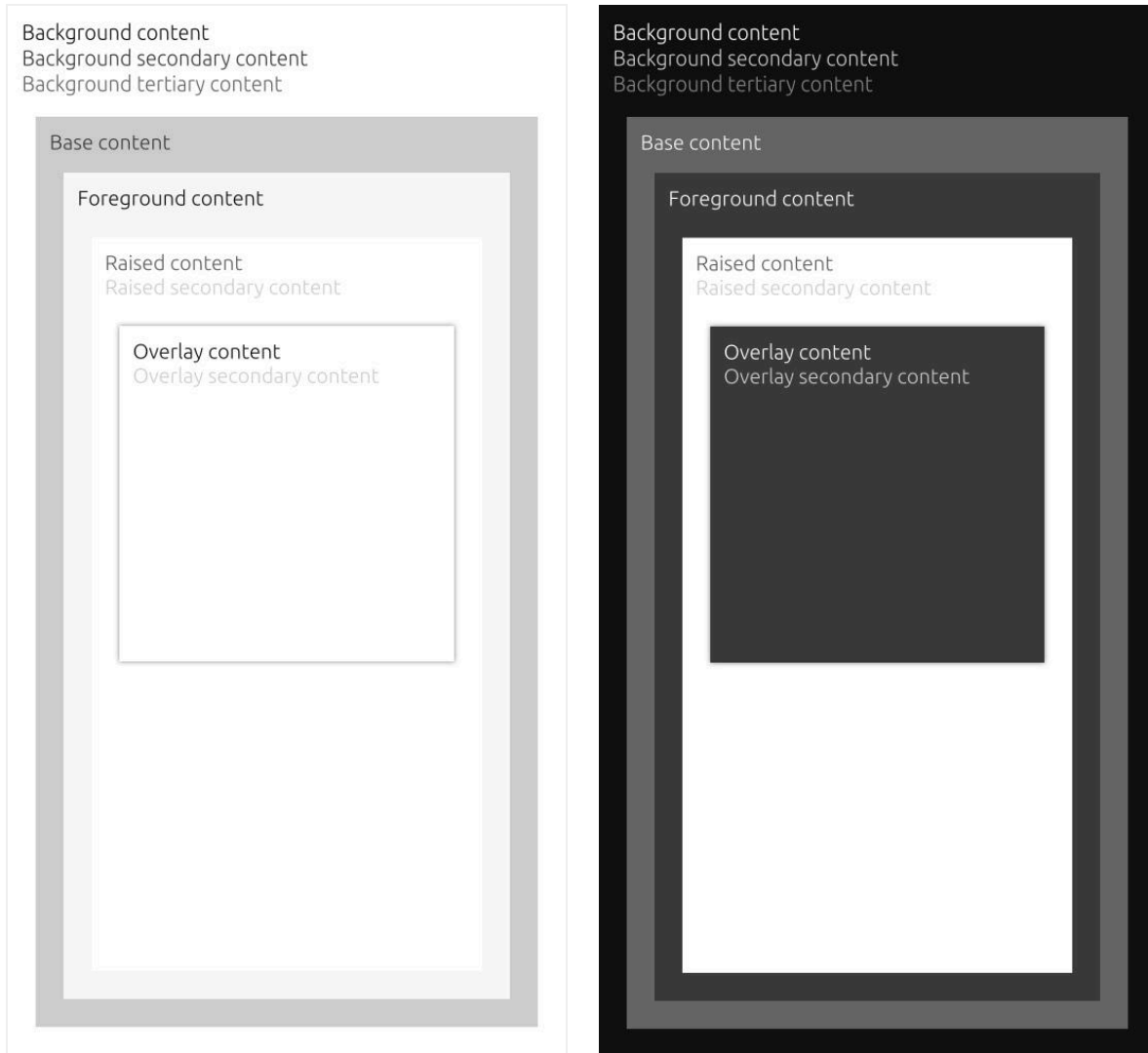


Ubuntu palette

Colour name	Colour values	Colour example
Black	#000000	
Jet	#111111	
Inkstone	#3b3b3b	
Slate	#5d5d5d	
Graphite	#666666	
Ash	#888888	
Silk	#cdcdcd	

Porcelain	#f7f7f7	
White	ffffff	
Blue	#335280	
Green	#0E8420	
Red	#C7162B	
Yellow	#F99B0F	
Orange	#E95420	

The colour palette is a system which helps developers create a theme. For the SDK, the palette is used to create a light and dark theme, and specific colours from the set are mapped to certain components, states, backgrounds and text. You can find a table of how colours are mapped to the UI [in this spreadsheet](#).



Shadows

Our shadows are based on light source from above and where a component sits on the surface of the layer.

In the surface

This shadow is used when component lies within the UI and can be found on buttons.

Values:

- **Colour:** #000000

Standard

- **Alpha:** 15
- **X:** 0
- **Y:** 2
- **Blur:** 0

Below the surface

The inner shadow is the inverse of the “In” shadow and can be used on components that have a pressed state, such as a pressed button.

Values:

- **Colour:** #000000
- **Alpha:** 15
- **X:** 0
- **Y:** -2
- **Blur:** 0

Pressed

On the surface

The “On” shadow is used when the component lies on the surface on the UI. It’s used for app icons, scope cards, switch thumbs and slider thumbs.

Values:

- **Colour:** #000000
- **Alpha:** 25
- **X:** 0
- **Y:** 2
- **Blur:** 5



Above

When the component lies above the surface and need more definition, we use the “Above” shadow . It can be found on menus, popovers, tooltips and dialogs.

Values:

- **Colour:** #000000
- **Alpha:** 20
- **X:** 0
- **Y:** 2
- **Blur:** 25

Cut ⌘X

Copy ⌘C

Paste ⌘V

Rename

Select all

Forward

Share

 Send to messenger

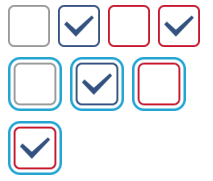
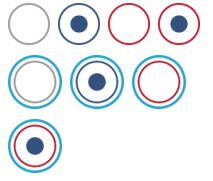
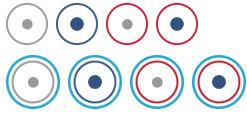
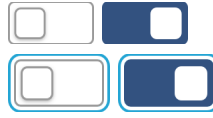
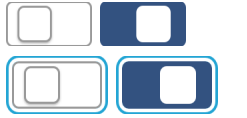
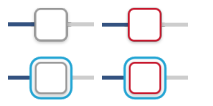
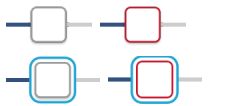
Nested option ➤

Animation

Animation should be used to indicate interaction. How we animate something depends on four main factors:

- Distance — if something has further to travel, it should move faster
- Speed of interaction — slower if there's long to wait, or faster to get out of people's way
- Occlusion —
- Family resemblance — similar elements should be animated in similar ways.

Animations and states for toggle components

	Disabled	Enabled	Hovered	Activated	Animated
Checkbox			= Enabled		
Radio button			= Enabled		
Switch			= Enabled		
Slider			= Enabled		

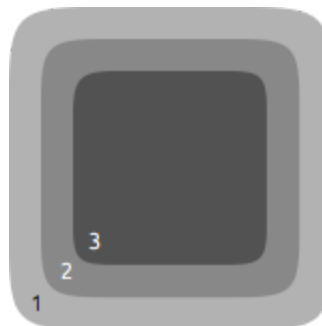
Ubuntu shape

The Ubuntu shape is a customized corner radius that gives a component the Ubuntu look. . The larger the radius, the more branded a component looks, so the large radius is used sparingly. The smaller radius is more subtle, therefore is present in more widgets and buttons. There are three sizes of corner radius for the Ubuntu shape, small, medium and large. Each radius is specified below.

Radius overview

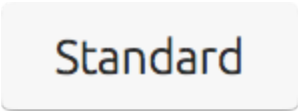
The ubuntu shape comes with 3 different radius sizes. Please use the correct version for the context.

1. Large radius
2. Medium radius
3. Small radius



Large radius	
The large radius is used when a more prominent brand presence is desired. Usage: • Avatars • Speech bubbles	

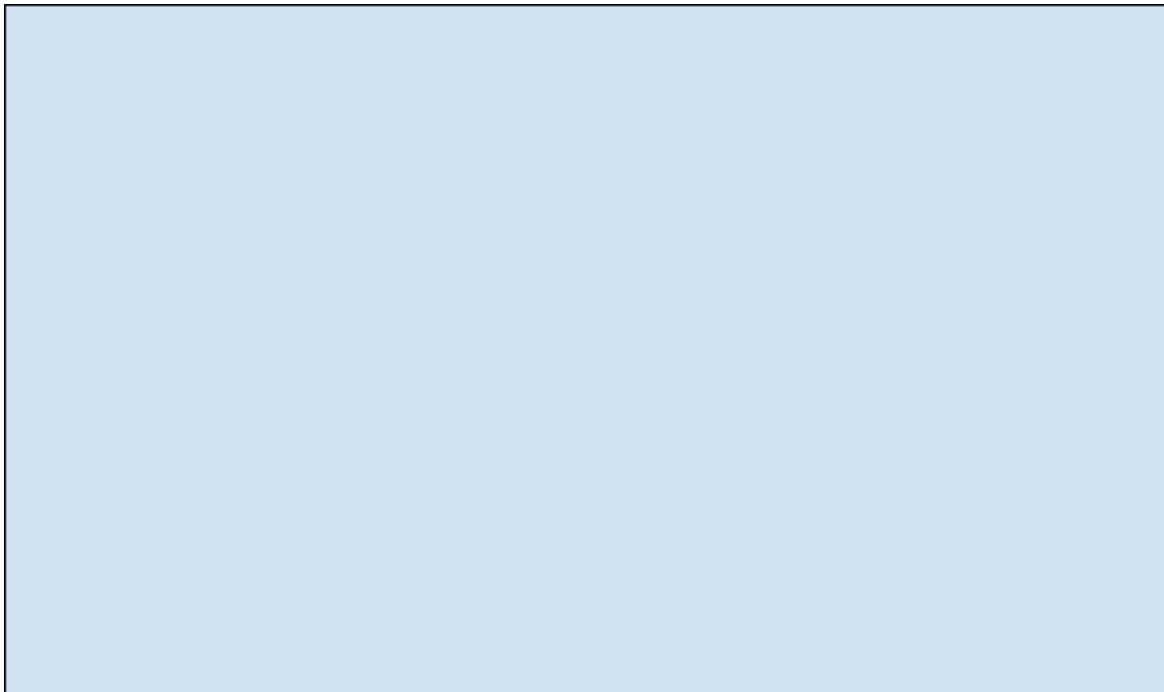
Medium radius	
Usage: • Scope cards panel • Keyboard buttons	

Small Radius	
Usage: • Buttons • SDK widgets	

- Tabs

Text labels

Text labels are used inside layout components, such as headers and tabs; and inside controls, such as buttons, checkboxes, and date pickers. App developers should also be able to use a **standalone label**, for example to save repeating text in following controls, or a **caption** to provide more explanation for a control.

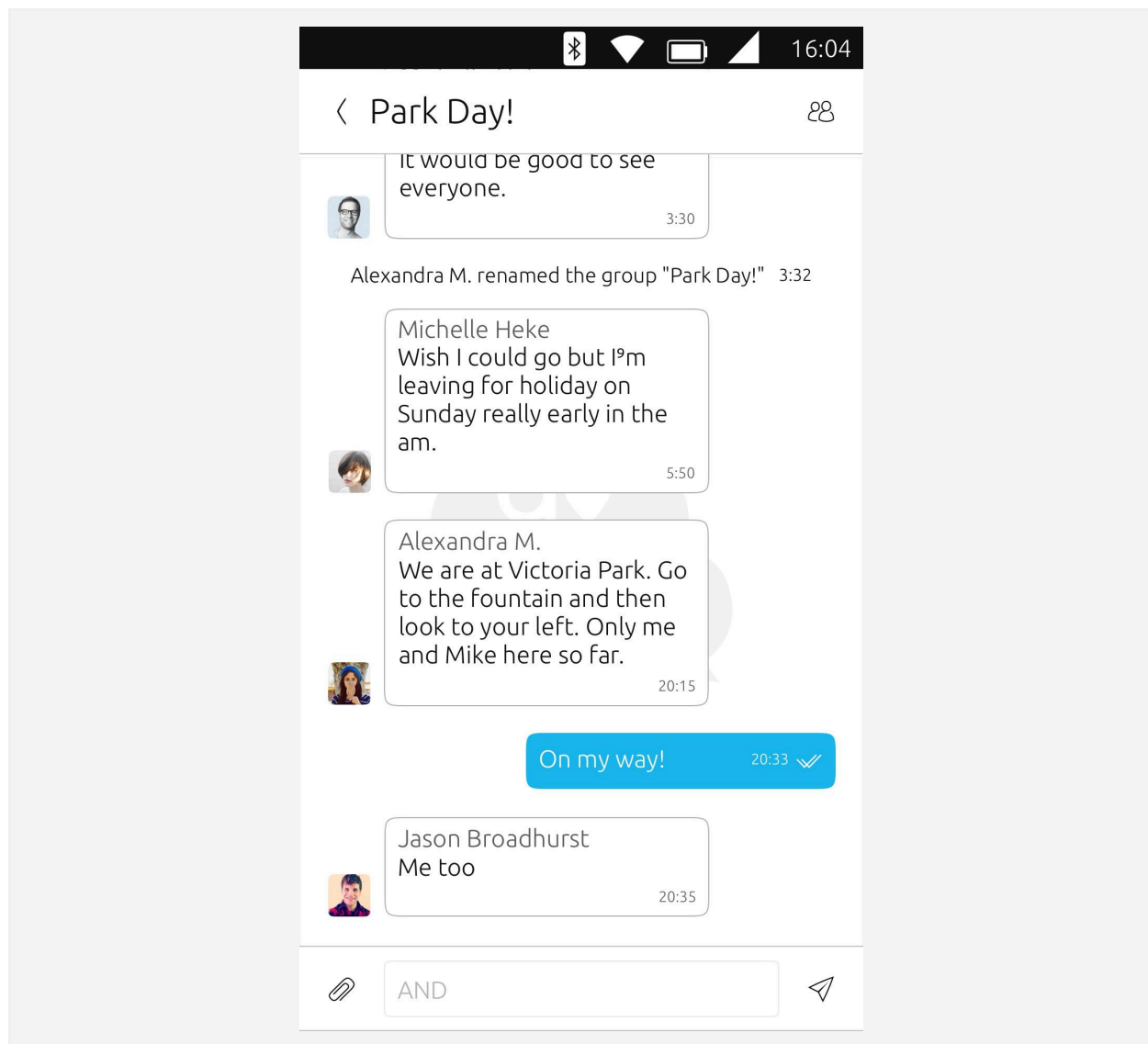


[before and after of Today scope]

Visual style

Text labels should come in 6 predefined sizes:

- x-x-small
- x-small
- small
- medium (default)
- med-X
- large
- X-large



We recommend using **large** size for titles, **medium** for body text and **x-small** for a caption.

Behaviour

By default, a label should not be interactive.

If a standalone label is longer than the allocated width, by default it should wrap to multiple lines. If an app developer sets it to ellipsize instead, it should ellipsize in the middle (because the start and end are more likely to be salient).