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DrupalCon Nashville 2018

# Maintaining Design Consistency Across Every Channel

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# Randy Oest

## @amazingrando

## Senior Designer

### and Frontend Engineer

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# Decoupled Future

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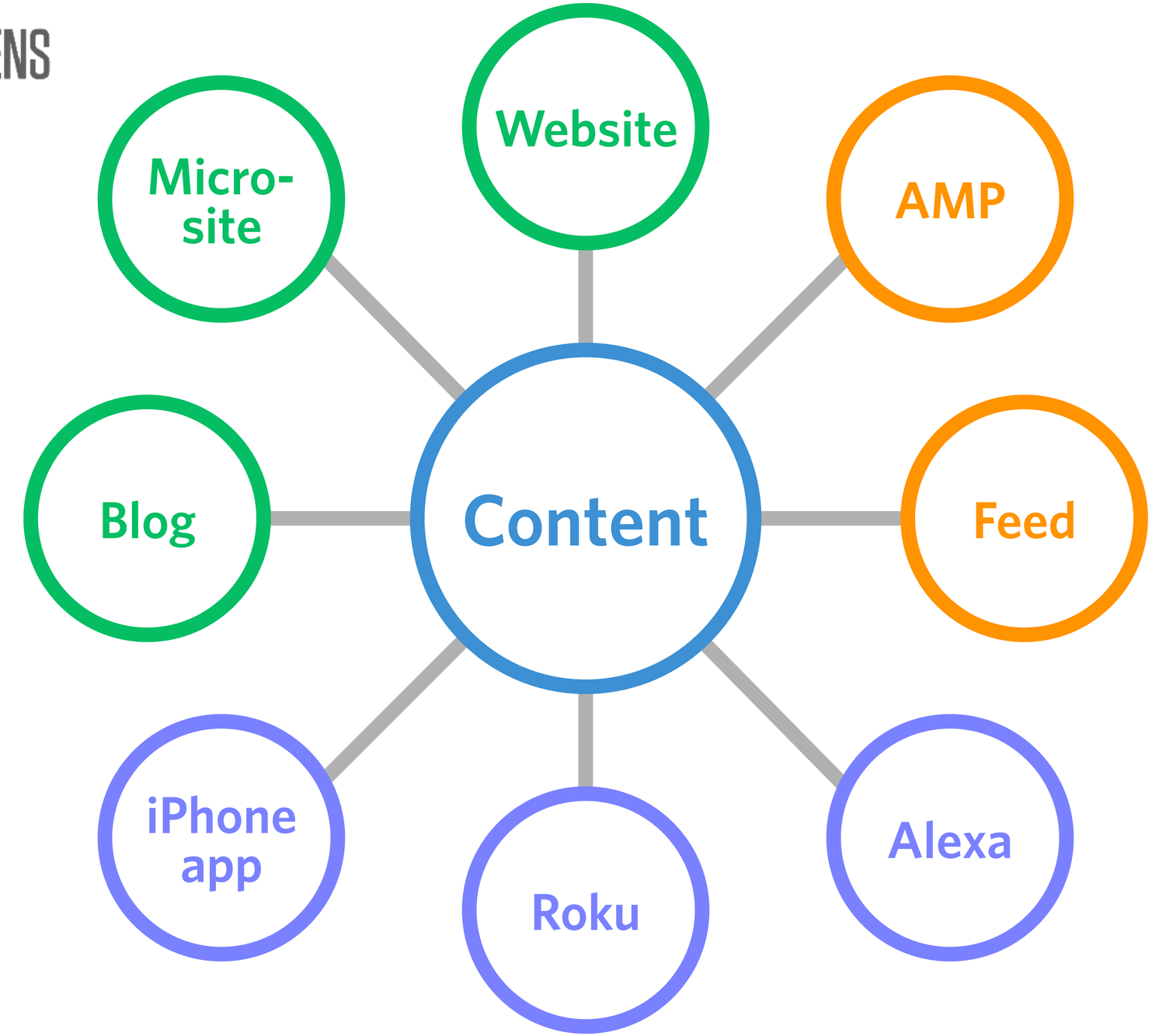

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# How to Maintain Design Consistency Across Every Channel

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# Get Everyone Invested

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# Without Enforcement, Rules are Just Suggestions

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# Value of Consistency

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# Usability & Learnability are Improved when Patterns are Used.

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# Freedom to Focus on the Important Things

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# Onboard Teams Faster

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# Faster Entry into New Markets

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# What Goes Into a Style Guide?

# It is your North Star

# A style guide is a toolbox for creation

**Voice and Tone**

**Code**

**Brand Identity**

**Design Language**

# Branding

Establish guidelines for core assets.

Can include fonts, colors, logos, typography, etc.

## WHAT IS PITT'S LOGO?

A logo is a graphic representation of an organization that identifies the organization in its simplest form. A logo is the primary visual link to the brand, although a logo is only one part of the overall makeup of a brand. A well-designed logo gives the viewer an instantaneous sense of connectivity to the owning organization and, eventually, a familiarization with that organization via corporate identity materials.

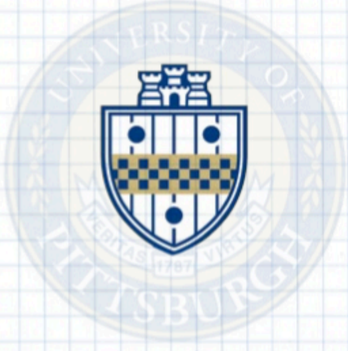
The University of Pittsburgh logo, which is our seal, has evolved dramatically over the past 200 years. Today, the seal/signature combination is a graphic treatment that we see and use every day. The Pitt seal/signature is the official, visual identification that links the world to the Pitt brand.

Pitt's seal has changed over time. How it came to be, how it has changed, and what it means today and moving into the future are

*University name circle*

*Leaf sprigs*

*Latin banner and founding date*



*Shield and crest*

*One-line standard print signature and secondary text (can also use the two-line standard print signature)*

Office of University Communications
**Department of Communications Services**
400 Craig Hall
200 South Craig Street
Pittsburgh, PA 15260

Tel 412-624-4147
Fax 412-624-1021

E-mail info@communications.pitt.edu
Web **communications.pitt.edu**

*Helvetica Neue Bold (Branch Two designation)*

*Helvetica Neue Light (10 point when seal is at 1/2" and proportionally increased as signature is enlarged)*

*Helvetica Neue Bold*

*Two-color identity*

The following are required for two-color or full-color projects:

- Pantone Matching System (PMS) 281 for blue and PMS 4515 gold for print publications and graphics and

- RGB values for Pitt blue are R=28, G=41, B=87 and for Pitt gold are R=205, G=184, B=125 for Web sites and other interactive/online media.
  (Hex codes are as follows: Pitt blue – 1c2957; Pitt gold – cdb87d.)

# Design language

Establish guidelines for UX and visual design across use experiences.

Can include design principles, aesthetics, UX principles, motion, etc.

# LIGHTNING DESIGN SYSTEM

Create the world's best enterprise app experiences.

GET STARTED

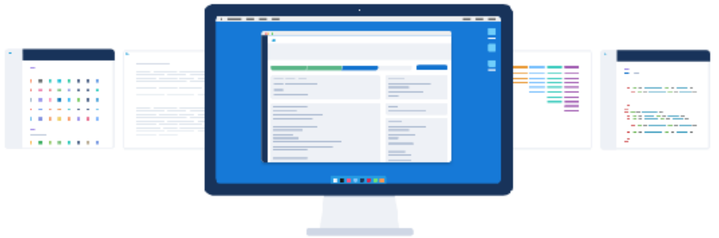
Current release: Spring '18 (SLDS 2.5.2) | Archives

# Design Principles

**We constantly keep these core principles in mind when making design decisions at Salesforce, and we encourage you to adopt them as well.**

## CLARITY

Eliminate ambiguity. Enable people to see, understand, and act with confidence.

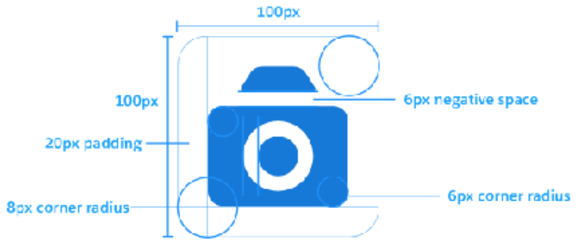


## EFFICIENCY

Streamline and optimize workflows. Intelligently anticipate needs to help people work better, smarter, and faster.

## CONSISTENCY

Create familiarity and strengthen intuition by applying the same




## BEAUTY

Demonstrate respect for people's time and attention through

# Animation Style Guidelines

Animation and kinetic interfaces have cognitive benefits for your users by reducing mental loads, and reducing change blindness. It has the ability to more effectively communicate content hierarchy and spatial relationships than static inter alone. Animation can reinforce your corporate brand and provide a steel thread experience across your platforms, devic form factors. Used responsibly, performant animation also provides accessibility benefits to those with reduced cognitiv abilities.

## TIMING

A “grid of time” creates consistent rhythm. Animation is defined as multiples of a base grid.

## EFFECTS

Attributes are animated over time to create a vocabulary of effects.

## DIMENSION

Utilizing the Z-axis to support spatial organization aids in creating a visual hierarchy we refer to as “atmosphere”.

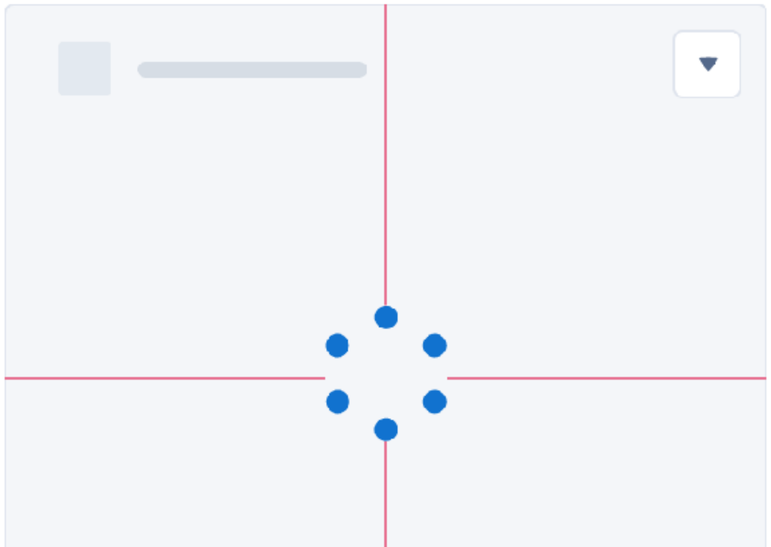
# Loading

Loading indicators help to reassure the user that the system is actively retrieving data.

## Spinners

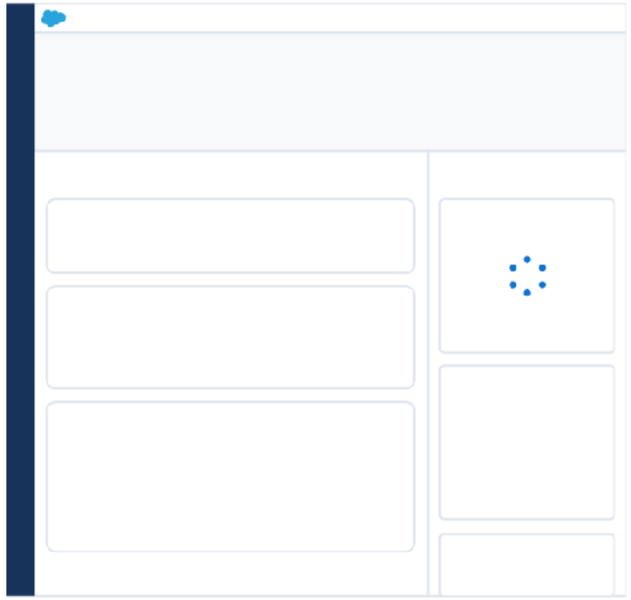
**Show spinners when retrieving data or performing slow computations.**

Spinners are animated SVGs or GIFs. They reduce the use of awkward white screens and blank containers to communicate that the system is working. Use spinners when a component on a page is making an asynchronous update without refreshing the page.

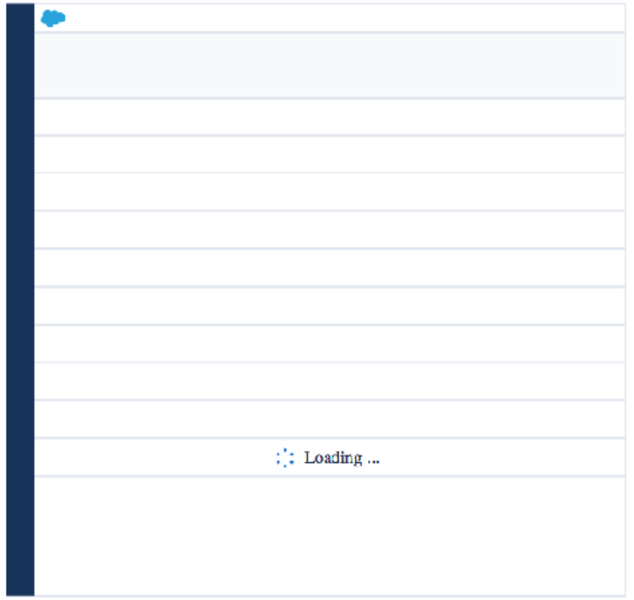


Center the spinner horizontally and vertically within the contain
place spinners directly over text or other visual elements on a p
without first applying a light or dark mask.

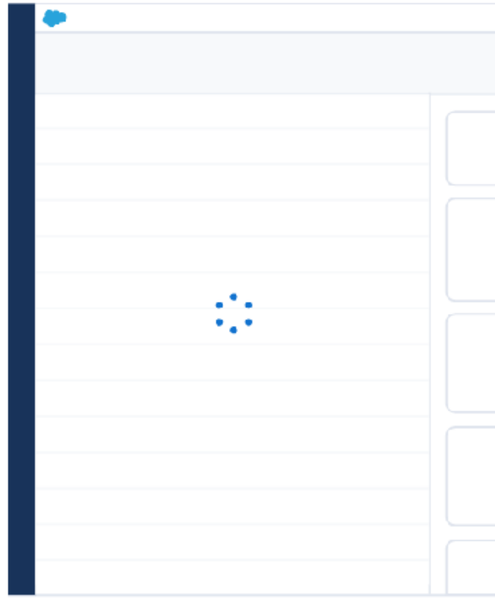
Example Spinner Loading Process:



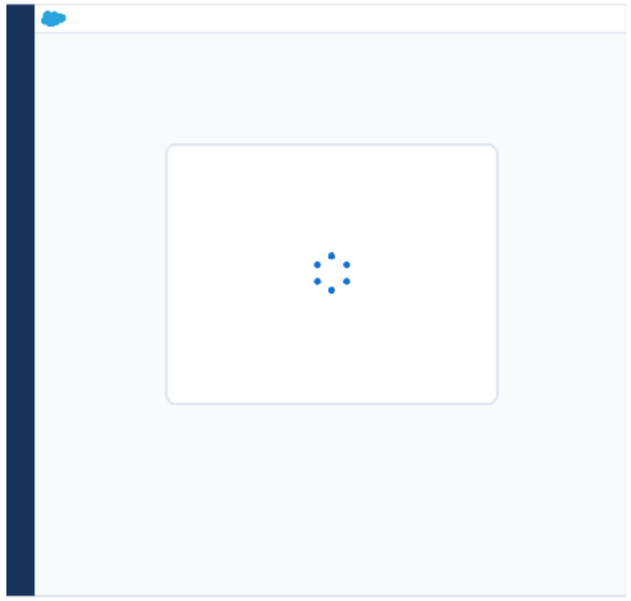
Card Loading



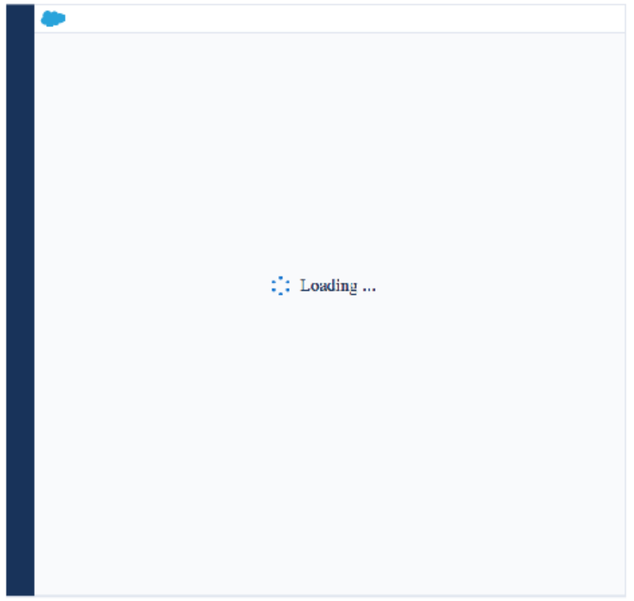

Lazy Loading



List Loading



Modal Loading




Full Screen Loading

salesforce

Search

Getting Started

Platforms

Guidelines

Accessibility

Components

Utilities

Design Tokens

- Version 2.1.4 (Winter '17)
- Version 2.0.3 (Summer '16)
- Version 1.0.5 (Spring '16)
- Version 0.12.2

## Sketch UI Kit

A Sketch file of common design patterns.

Download the Sketch UI Kit

## Lightning Design System Unmanaged Package

**The unmanaged package has been deprecated.**

The Lightning Design System CSS is now automatically included for Lightning Compone
Experience and Salesforce S1 mobile application, as well as when extending the SLDS t
standalone Lightning Application (my.app), in LC4VF, or in a component that will be us

carbon-design-system / carbon-design-kit

Watch 60 Star 516 Fork 49

Code Issues 7 Pull requests 0 Projects 0 Wiki Insights

Branch: master ▾ carbon-design-kit / Carbon Design Kit - 8.1.0 /

Create new file Find file History

tay-aitken updates — Latest commit e0159cb on Feb 22

| | | |
|---|---|---|
| .. | | |
| Carbon Design Kit.sketch | updates | 2 months ago |
| Carbon Palettes.zip | Moved sketch file 8.0.0 to previous-release folder, added in the new ... | 2 months ago |
| sketch-palettes-plugin.zip | Moved sketch file 8.0.0 to previous-release folder, added in the new ... | 2 months ago |

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# Voice and tone

Establish an editorial voice and appropriate tone

Can include marketing copy, documentation, articles, alerts, legal, etc.

# Voice & Tone

## CONTENT TYPES


- Success Message
- App Copy
- Company Newsletter
- Blog
- App Copy 2
- Public Site
- Video Tutorial
- Guide
- Twitter, Facebook
- Knowledge Base
- Guide 2
- Blog 2
- Create Account Form
- Public Site 2
- Press Release


Before you write for MailChimp, it's important to think about our readers. Though our voice doesn't change much, our tone adapts to our users' feelings. This guide will show you how that works.

Get Started

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& Tone

## CONTENT TYPES


- Success Message
- App Copy
- Company Newsletter
- Blog
- App Copy 2
- Public Site
- Video Tutorial
- Guide
- Twitter, Facebook
- Knowledge Base
- Guide 2
- Blog 2
- Create Account Form
- Public Site 2
- Press Release
- Public Site 3


# SUCCESS MESSAGE

**USER**

Finished this week's campaign!
Now I can enjoy the weekend.

**USER'S FEELINGS**

- Relief
- Pride
- Joy
- Anticipation

**TIPS**

- ✓ Pat these users on the back for getting a campaign out the door.
- ✓ They're probably feeling happy and relieved—use casual language that encourages those feelings.
- ✓ Feel free to be funny.

**MAILCHIMP**

Fine piece of work!
You deserve a raise.

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## CONTENT TYPES

- Success Message
- App Copy
- Company Newsletter
- Blog
- App Copy 2
- Public Site
- Video Tutorial
- Guide
- Twitter, Facebook
- Knowledge Base
- Guide 2
- Blog 2
- Create Account Form
- Public Site 2
- Press Release
- Public Site 3
- Legal Content
- App Copy 3

# FAILURE MESSAGE

**USER**

What went wrong? I really need to get this campaign out.

**USER'S FEELINGS**

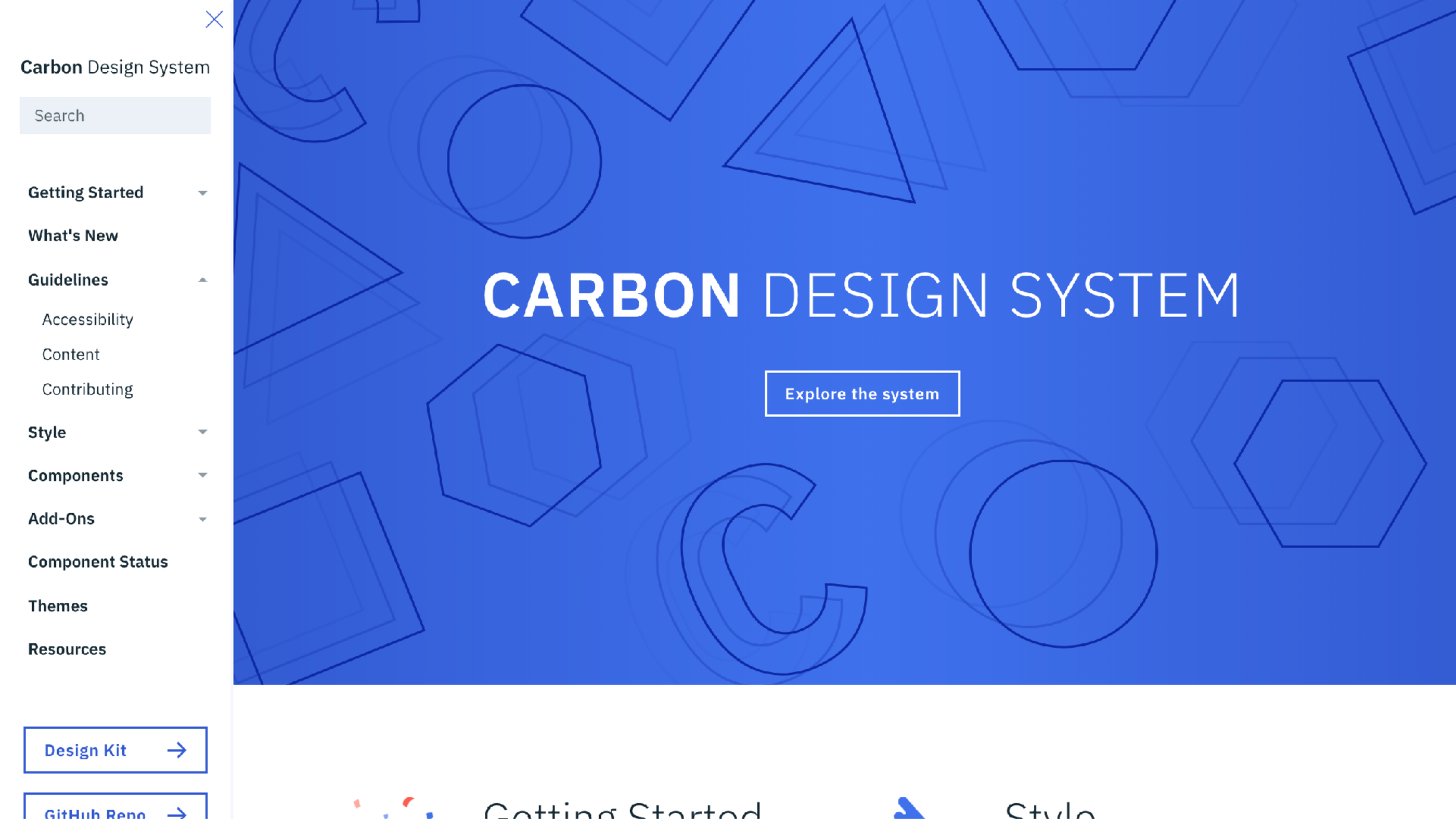
- Confusion
- Stress
- Anger

**TIPS**

- ✓ Offer a solution or next step.
- ✓ Be straightforward. Explain what's going on right away.
- ✓ Be calm. Don't use exclamation points or alarming words like "alert" or "immediately."
- ✓ Be serious. Don't joke around with people who are frustrated.

**MAILCHIMP**

We're experiencing a problem at one of our data centers. Our engineers are on the case, and will have things back to normal shortly.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Contributing
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Add-Ons
Component Status
Themes
Resources
Design Kit
GitHub Repo
CARBON DESIGN SYSTEM
Explore the system
Getting Started
Style

Guidelines

# Content

General Guidelines Glossary

## Voice & Tone

Using the appropriate voice and tone allows us to better connect and resonate with our users. Gone are the days when our users perceive their content experience as complex, distant, or disjointed. We've evolved and we now endorse a style that should feel like a conversation between friends – personal, relatable, clear, helpful, and engaging. Conversational style does not mean sloppy writing. It means creating content in a clear, concise way that anyone can understand. It means genuinely connecting with our users.

What is the difference between voice and tone? Simply put, we have the same voice all the time, but our tone often changes. Consider this: You have one voice, but you most likely use a certain tone when you are having coffee with friends and a different tone when you are meeting with your boss.

**Voice** is the foundation for communicating IBM Cloud products and

## Do use active voice

To convey a more natural tone, use active voice. People tend to speak in active voice unless they have a reason not to. For example, a good reason to use passive voice is to avoid sounding judgmental or blaming the user. Consider how a statement like, “You entered the wrong value,” which is active voice, might not be a well received error message.

✔ **Active voice**

"In the Limits window, specify the minimum and maximum values."

✘ **Passive voice**

"The Limits window is used to specify the minimum and maximum values."

## Do use second person

Engage your readers by using second person **(you, your)**. First person **(I, we, our)** focuses on the writer rather than the audience. People are interested in what they can do and how your story applies to their lives. One exception to this is in the case of possessive adjectives in the UI. You can use first person in headings or labels that are very specific to the user or customer data, for example “My Account” or “My Usage.” In explanatory text for the heading or label, switch to second person, for example *“Your usage is calculated from the 1st day of the month.”*

# Common Actions

### Add

Adds an existing object to a list, container, or system (for example, adding a document to a folder).

Combine Add with the object (for example, Add user, Add space, Add role, or Add privileges). Contrast with Insert and New.

### Apply

Saves changes without closing the dialog. These properties often affect subsequent system behavior.

Use instead of Save Changes. Contrast with Save and Save As.

### Approve

Indicates the user agrees. In a business process, typically initiates the next step.

See Reject.

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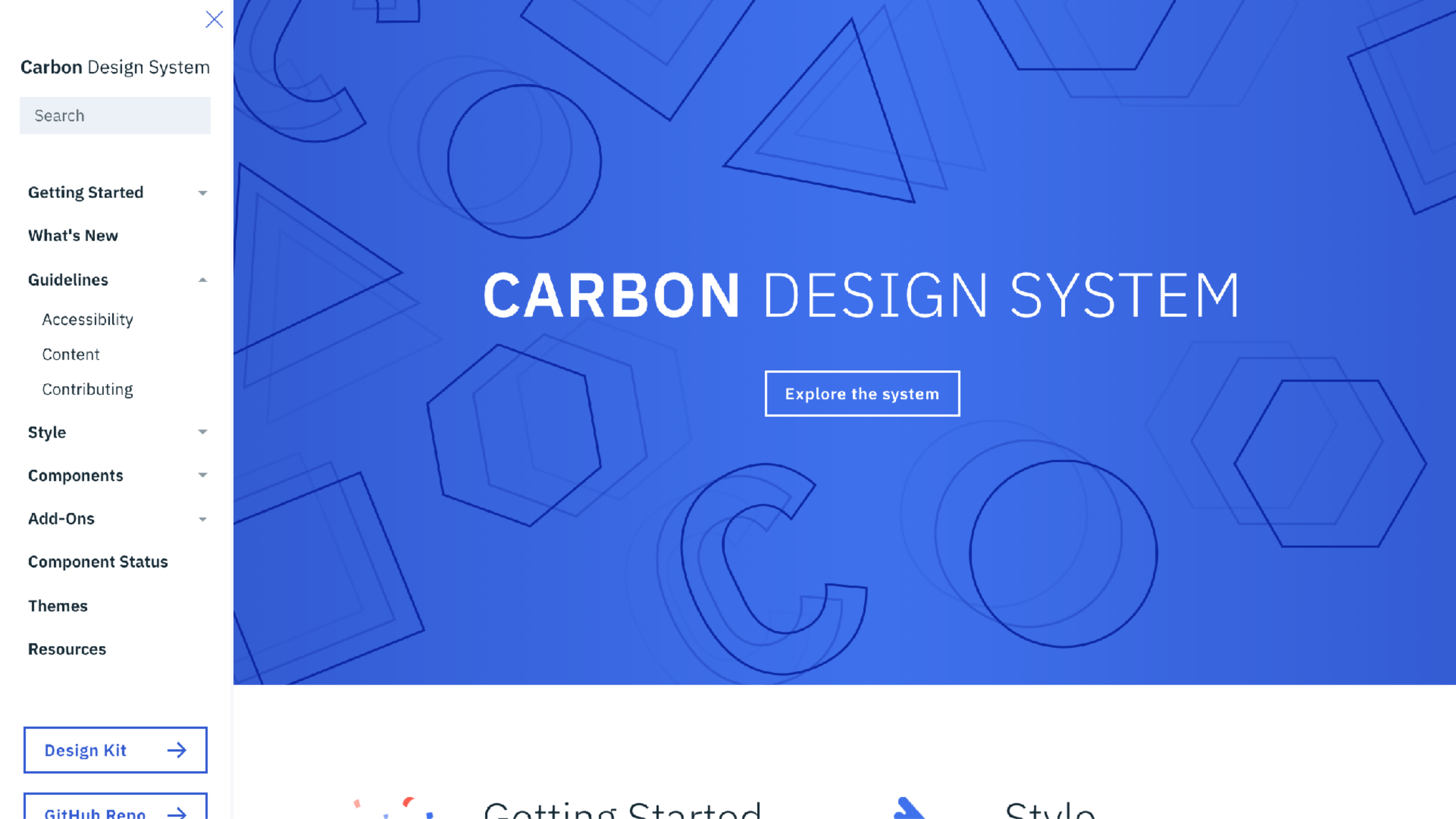
# Code

Establish coding style for the team.

Can include development principles, code architecture, etc.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Style
Components
Add-Ons
Component Status
Themes
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GitHub Repo
CARBON DESIGN SYSTEM
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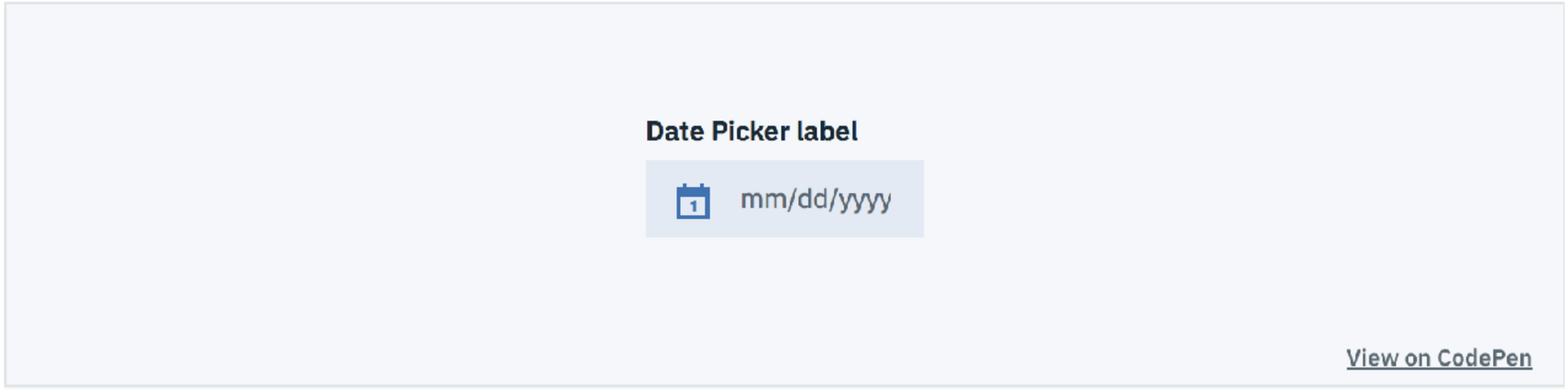
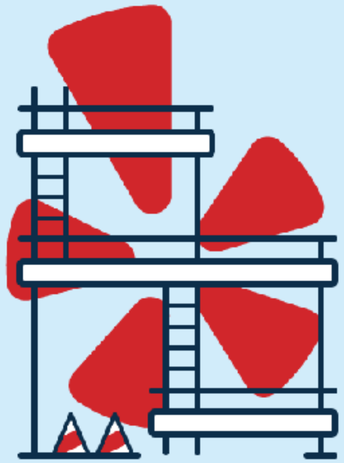
Style

# Single date picker




```
<!-- Basic with calendar -->
<div class="bx--form-item">
  <div data-date-picker data-date-picker-type="single" class="bx--date-picker bx--date-pic
    <div class="bx--date-picker-container">
      <label for="date-picker-3" class="bx--label">Date Picker label</label>
      <svg data-date-picker-icon class="bx--date-picker__icon" width="17" height="19" viewl
        <path d="M12 0h2v2.7h-2zM3 0h2v2.7H3z" />
        <path d="M0 2v17h17V2H0zm15 15H2V7h13v10z" />
        <path d="M9.9 15H8.6v-3.9H7.1v-.9c.9 0 1.7-.3 1.8-1.2h1v6z" />
      </svg>
      <input type="text" id="date-picker-3" class="bx--date-picker__input" pattern="\d{1,2
        data-date-picker-input />
      <div class="bx--form-requirement">
        Invalid date format.
      </div>
    </div>
  </div>
</div>
```

Show less code



# Yelp Styleguide

The styleguide is a resource for designers, product managers, and developers, providing a common language around Yelp's UI patterns. We use it to maintain modular front-end code and visual consistency across the web app. Learn about why and how we made the styleguide over on the Engineering Blog.

**Patterns**

Typography

Color

Layout utilities

Links

# Typography

## Header Level 1

30px/36px

### Header Level 2

21px/27px

Patterns

Typography

Color

Layout utilities

Links

Buttons

Containers

Forms

Navigation

Interactive

Yelp Objects

Marketing components

Utilities

Full width components


Built using yelp_styleguide v72.2.0

# Interactive

## Tooltip

Toggle Source Code | Link

Tooltips can be added to links in order to provide more detail on hover.

Edit

```
<a class="chiclet-link show-tooltip">
    Edit
    <span class="tooltip-wrapper">
        <span class="tooltip">A little more detail now</span>
    </span>
</a>
```

`.tooltip-wrapper--right`

Right

`.tooltip-wrapper--left-edge`

Left Edge

## Hovercard

Toggle Source Code | Link

Hovercard enables you to display related information with the hovered label or link.

# Android

Use our Android integration to style your native Android applications to be consistent with the Salesforce Lightning Design System.

The **Salesforce Lightning Design System Android Static Library** includes:

- Compiled Design Tokens
- The Salesforce Sans Font
- The Salesforce Lightning Design System Icons

## Manual Setup

The library is offered as a Bintray repository that can be pulled into any project easily via the Gradle build. See the Bintray **here.**

### Pull in the library

# iOS

Use our iOS integration to style your native iOS applications to be consistent with the Salesforce Lightning Design System.

The **Salesforce Lightning Design System iOS Static Library** includes:

- Compiled Design Tokens
- The Salesforce Sans Font
- The Salesforce Lightning Design System Icons
- Helper Classes

While we encourage a holistic integration of the entire design system, you are free to include as many or as few of the following modules as you need in your app. Each module will import a small subset of design tokens or icons.

## Simple Install

# Windows Phone

MS XAML configuration files for the Salesforce Lightning Design System.

The **Salesforce Lightning Design System Windows Phone Static Library** includes:

- Compiled Design Tokens
- The Salesforce Sans Font
- The Salesforce Lightning Design System Icons
- Helper Classes

While we encourage a holistic integration of the entire design system, you are free to include as many or as few of the following modules as you need in your app. Each module will import a small subset of design tokens or icons.

## Simple Install

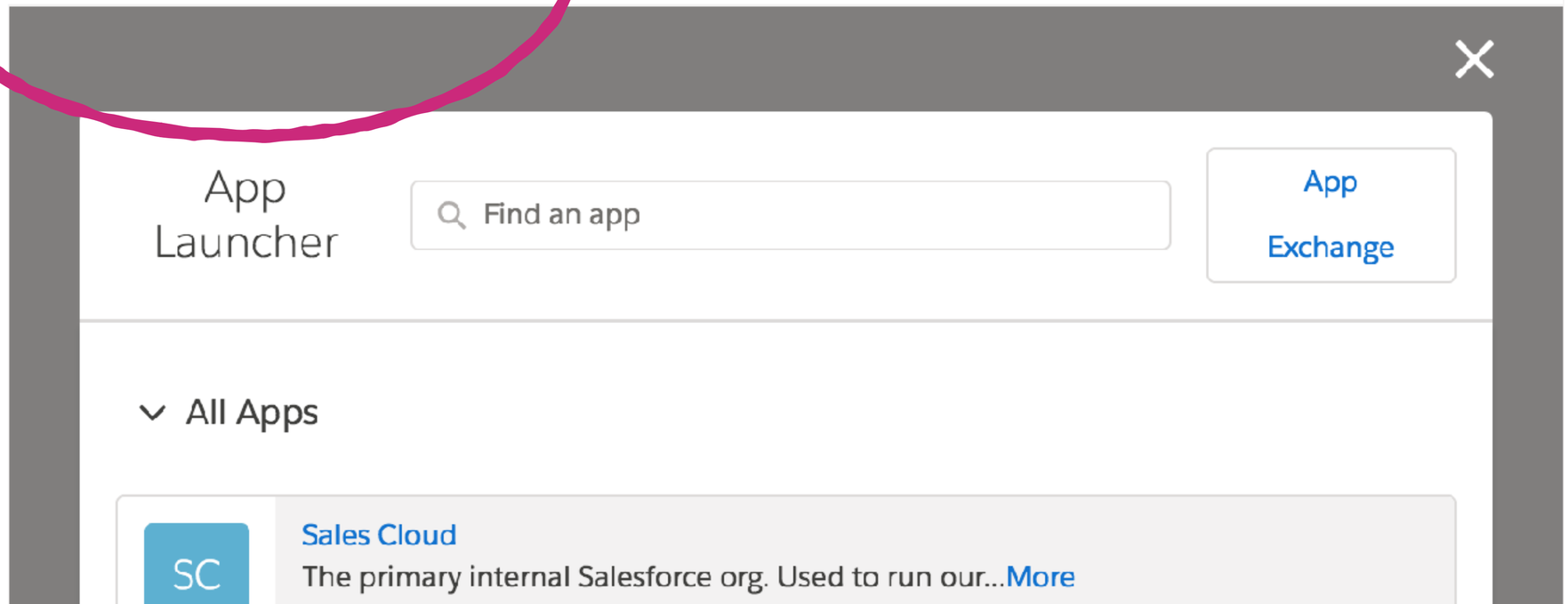
# How to Keep the Style Guide Updated

You need to have procedures in place so that the team knows when to create new things and remove old ones.

# App Launcher

The App Launcher allows the user to quickly access all the apps and functionality with their organization.

BASE PROTOTYPE: IN PROGRESS



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# Stop making "Style Guide" a four-letter word

# Going stale

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# Handcuffs

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# How do you make a style guide?

# Audit your assets

# Find your voice

# Define your brand standards

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# Build and document your toolkit

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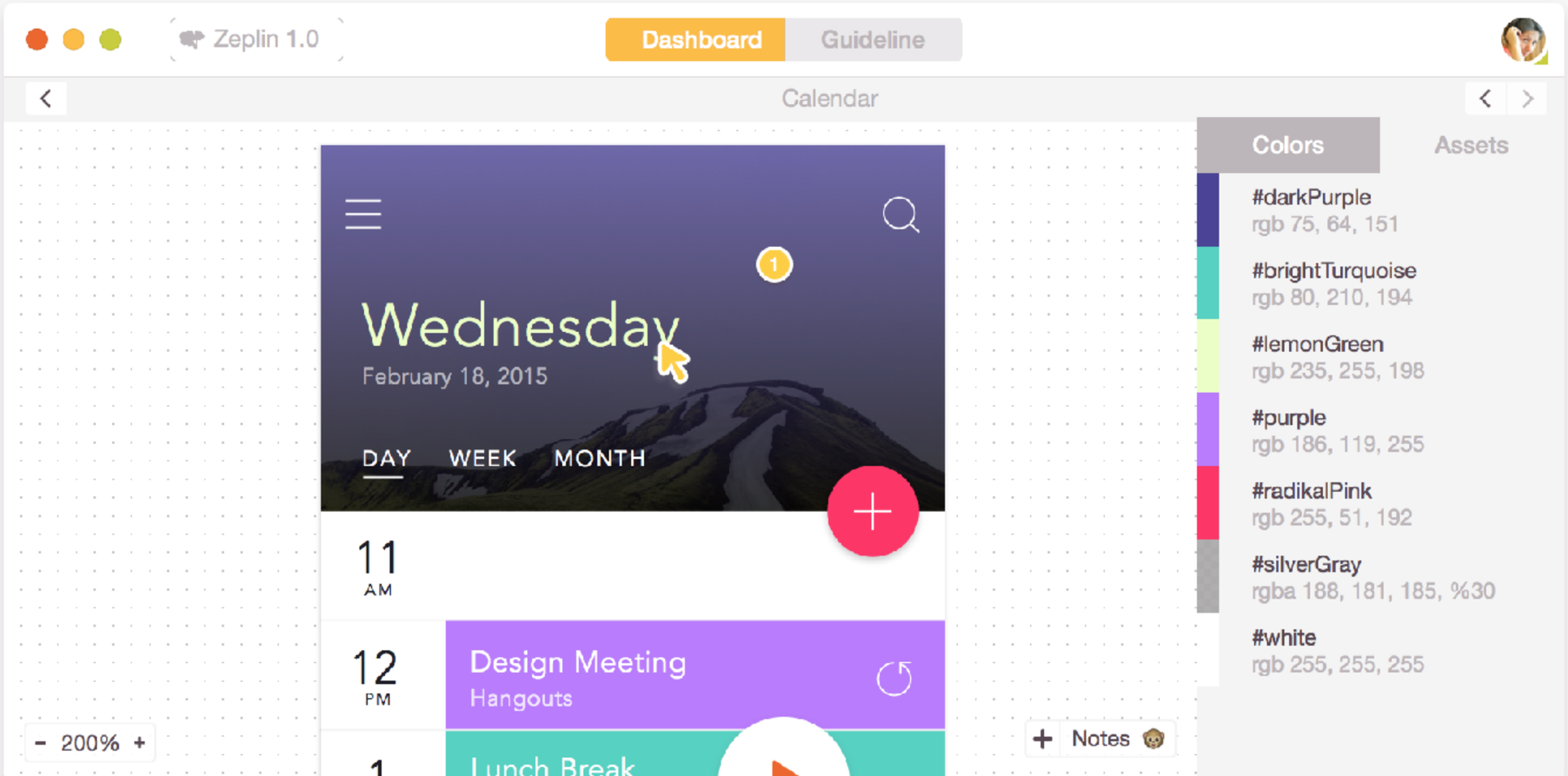
# How do you communicate this?

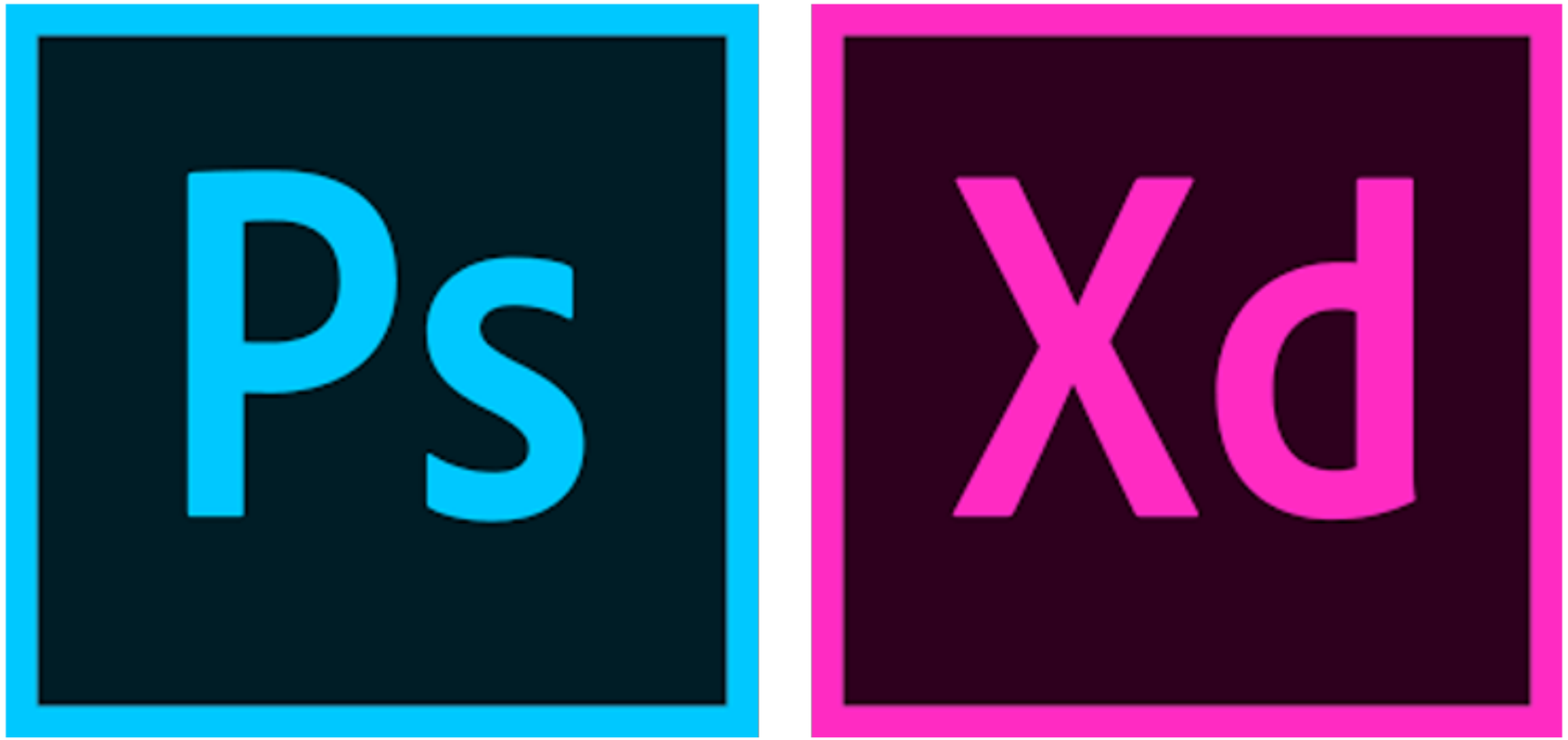
# There are a lot of apps and services to facilitate this

Sketch

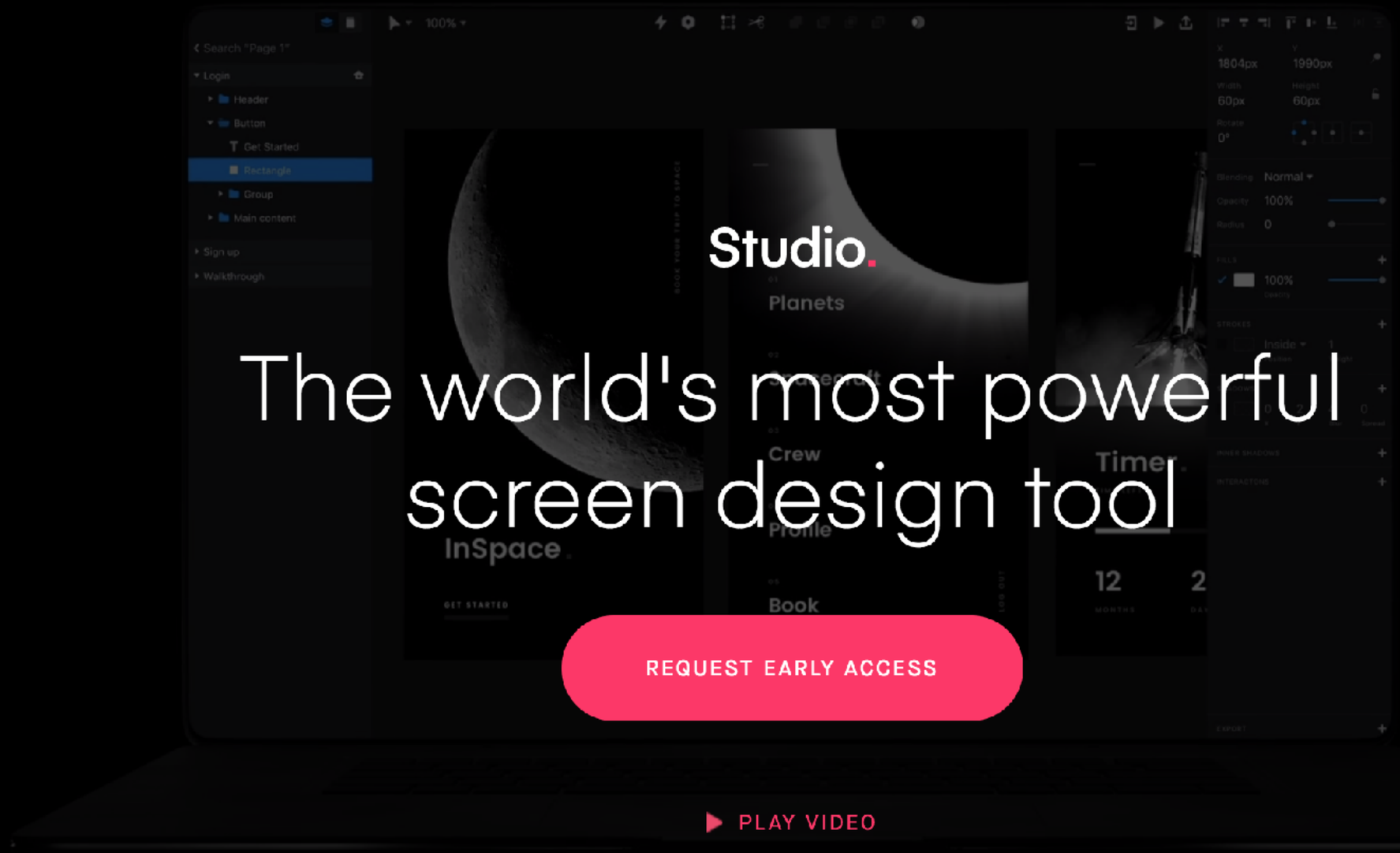
# Build pixel perfect apps in peace

Design hand-off has never been easier. Generate styleguides and resources, automatically.




Ps
Xd

The Studio early access rollout continues! We're inviting new users every week—check here for the latest updates.




PLAY VIDEO

Fb

Tw

Ln

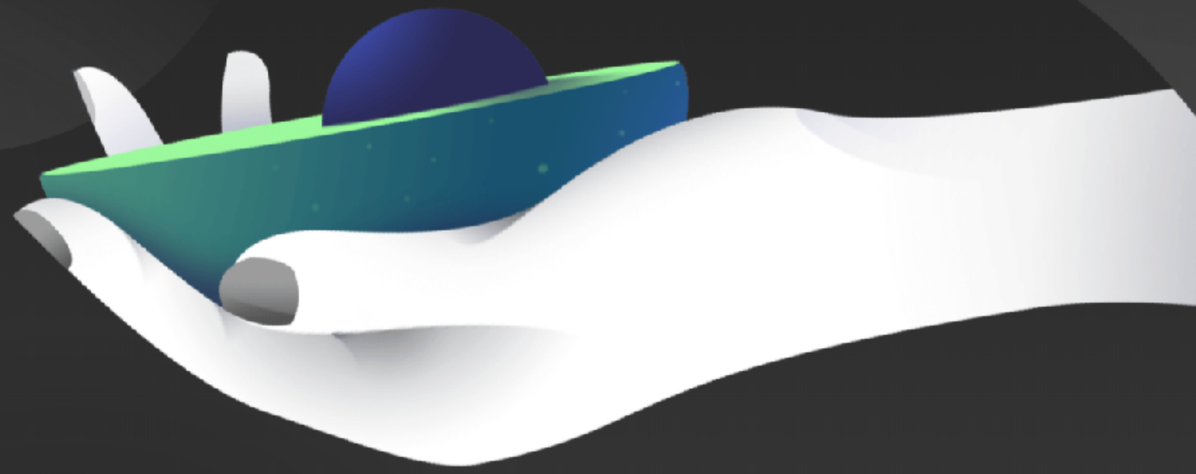
avocode

LOG IN

REQUEST ACCESS

COMING EARLY 2018

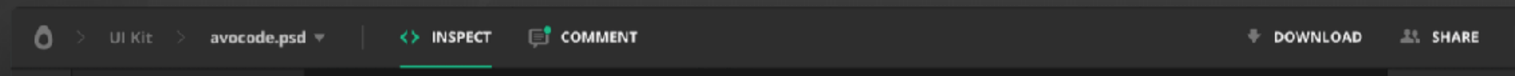
# Design hand-off. Solved.



Meet Avocode 3.0 — The world's most powerful inspect tool that can open any design format on any OS.

REQUEST EARLY ACCESS

COMPATIBLE WITH:



# airbnb / react-sketchapp

Watch 420 Star 11,330 Fork 573



render React components to Sketch http://airbnb.io/react-sketchapp/

react-sketchapp react sketch sketch-plugin react-renderer

494 commits 14 branches 37 releases 44 contributors MIT

Branch: master New pull request Find file Clone or download

Shnibl and jongold Updated year (#267) Latest commit dc3741f 18 days ago

| | | |
|---|---|---|
| .github | Create ISSUE_TEMPLATE.md | a year ago |
| __tests__ | Fix #255 page not supporting properties (#256) | 28 days ago |
| docs | Add link to Svg in Table of Contents (#261) | 2 months ago |
| examples | Typescript documentation (#208) | 2 months ago |
| flow-typed | add SVG support (#204) | 4 months ago |
| src | Fix #255 page not supporting properties (#256) | 28 days ago |
| template | update to skpm@1.0 (#203) | 4 months ago |
| .babelrc | Squashin all the commits | a year ago |

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# You'll have to decide what works for you.

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# Questions?

## I love talking about this stuff.

# What did you think?

Locate this session at the DrupalCon Nashville website:
http://nashville2018.drupal.org/schedule

Take the Survey!
https://www.surveymonkey.com/r/nashiville