

Style Guides in Web Design

Best Practices

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AGENDA

1. What is a Style Guide
2. Case for Style Guides
3. How to create Style Guides

WHAT IS A STYLE GUIDE

1. Defines design standards for an organization
2. Containers for institutional knowledge
3. Components are not limited to Typography, Color, Code
 - Other examples: Editorial, Accessibility
4. Consists “Legos” that fit together to form templates

WHAT IS A STYLE GUIDE

1. Consistent visual language to facilitate collaboration
2. Shared Vocabulary for an organization
 - What is an Isotope?
 - What do you mean by sentence-style capitalization?
 - How do I create a sidebar widget?
 - What is a call to action button?
3. Describes How To's, Do's and Don'ts

Examples

Brand Story

Visual Identity ▶

Language ▼

Voice and Tone

Partner Assets ▶

Brand Assets

Contact

Voice Principles

Warm & Welcoming

Everyone appreciates being recognized as an individual. From the first point of contact, we make our audience feel welcome, unique, and part of the family.

Supporting Characteristics: Human, personal, encouraging, genuine, respectful

How To:

LEAD THE WAY

Like a welcoming host, orient your audience by being gracious and direct, not pushy. In addition to telling them what you want them to do, also share the why and the way, so they may feel guided, supported, and confident.

BE FRIENDLY, NOT BEST FRIENDS

Relationships take time to develop; speak to your audience with authentic warmth and gregariousness, not false intimacy.

USE FAMILIAR LANGUAGE

Our audience isn't necessarily technical, so use language that is simple yet smart, relevant, clear, and conversational.

SPEAK FROM THE PERSPECTIVE OF YOUR AUDIENCE

What motivates your audience's interest in your message? How much familiarity do they have to what you're speaking about? What is their context? Take your cues from your audience and meet them where they are.

BE MEMORABLE

Leave an impression. Bring to life the dining experience—after all, that's what we're all about.

☰ Design Patterns

Patterns are a simple, reusable solution to a design problem.

FILTER: All **Web** App



Accordion

An Accordion is a simple way of showing, hiding and breaking down content.

📅 v1 🕒 13 Jul 2016



Cards

Cards allow you to quickly preview and share content, without the need to leave the page you're on.

📅 Updates 🕒 2 Jun 2016



Carousel

A carousel is a great way to view lots of content in a limited amount of vertical space.

📅 Updates 🕒 13 Oct 2016



Overview

Visual Design

Interaction Frameworks

Layouts

Navigation

Content & Data

Communication

Forms & Controls

Discovery

Voice and Tone

Logo Kit for Developers

The Harmony Design System

Intuit employees, please go here: design.quickbooks.com



Harmony is a living design system that unites Intuit's small business products, brand and marketing experiences across devices and ecosystem. Here is where you'll find guidance, information and resources for creating delightful experiences.

CASE FOR STYLE GUIDES

1. Provide a memorable user experience
2. Savings of time and resources
 - Instead of designing a widget for the 15th time, it's already done.
3. Tested and proven solutions to design problems

SIGN ON



Maximize Cash Flow

Raise Capital

Mitigate Risk

Go International

Learn More >

Sign on to PINACLE® >

What is PNC Purchase Payback

How PNC Purchase Payback Works

Get Connected >

GET RATES

▶ Enroll Mobile Device

Get Started >>

Sign On

Next Step

Learn More >>

Add Reminder

Search Transactions

Export All

Print Spend

Print Reserve

Check Rates >

Savings History

Customize Your Pig

Add

Sign On ▶

Continue

Search >

Go

CLEAR

SUBMIT

Apply Now >

+ Add transaction

Show Bars

GO >

▶ Rate Virtual Wallet

Sign On >

▶ Share Your Story

Set Payday

Try Again

Sign Up for V.me

Learn More >

Learn More >>



Grid System

Typography

Form Elements

Navigation

Tables

Lists

Slats

Stats/Data

Form Elements

Buttons

Select

Inputs

Field help

Checkboxes & Radios

Buttons

Example

Standard

Primary Action

Send Now

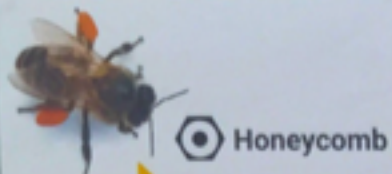
Stop This Delivery

HOW TO CREATE STYLE GUIDES

1. Involving various teams in the organization
2. Name the project
3. War rooms and Design Week



Design System Week



Honeycomb Progress

FEEDBACK: #HONEYCOMB

Honeycomb week 24 - 28 Aug.
Get involved and help us launch Redgate's new design language and framework. #honeycomb

- Fly into Camelids live and #honeycomb channel
- Buzz around the Airsum progress boards
- Swarm to Nathan Curtis' talk on Tues Aug 26th at 14:30 in the SQL Servery
- Collect real honeycomb, honey bear and mead throughout the week

SQL MONITOR

Redgate, better, better, working

SUB-BRANDS

Honeycomb buttons, progress, see SQL!

Honeycomb buttons, progress, see SQL!

Honeycomb Progress

Design language

Warroom Feedback



LOVE!

This is how we should feel



NOPE!

This is NOT how we should feel



OPP

An idea for improvement

MOVING FORWARD

1. How do we document our institutional knowledge and design language?
2. How do we provide a delightful UX?
3. How can a shared vocabulary help us?
4. Desired by our stakeholders?

AEI INTERFACE INVENTORY

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THANK YOU!

Questions