Department of Industry Design System

CTAs and links

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**Status** Complete

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# Buttons

## Overview

Buttons guide users to take action on content. They begin with verbs to clearly describe the meaning of the action. Our design system includes 2 button styles.

1. Primary button
2. Text button

# Primary button

## Overview

This button style gives prominence to featured content and important user actions.

## Elements

* Button container
* Label

## Variations

None.

## Behaviours

See the foundations section for behaviours and states.

## Recommendations

Add content strategy guidelines and editorial rules here.

# Text button

## Overview

Text buttons are used on their own, such as on cards, to help users navigate to content within the site or to external sites. They are a less prominent way to indicate multiple and repeated calls to action so as not to clutter the user interface.

## Elements

* Label
* Arrow (optional)
* Underline (selected)

## Variations

The text button uses a small arrow when linking internally within the site. When linked to an external webpage, the arrow is replaced with an external link icon.

Text buttons are white when used on shaded background entity cards.

## Behaviours

Text buttons are typically left aligned within cards and “read more” containers. They are typically right aligned within sections of content, such as the “Find all” text button under the featured card container.

## Recommendations

Add content strategy guidelines and editorial rules here.

# Link

## Overview

Links are used in body copy and help users to move from one page to another. Buttons perform actions, whereas links help users to navigate through content on the site.

## Elements

* Body copy (magenta)
* Underline (hover / selected)

## Variations

None.

## Behaviours

See the foundations section for behaviours and states.

## Recommendations

Add content strategy guidelines and editorial rules here.

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