Connect back to gov at top and througout

* **Design System** – the complete set of design standards, documentation, and principles along with the toolkit (UI patterns and code components) to achieve those standards.
* **Pattern Library** – A subclass in the design system, this is the set of design patterns for use across a company.
* **Style guide** – Another subclass in the design system, this static documentation describes the design system itself: how products should look and feel, use cases for UI patterns, correct typographic scales, etc.

About this style guide

User experience, content design and editorial together

New guidance covers topics that will help government content meet the needs of people:

* with low literacy
* from culturally and linguistically diverse backgrounds
* with disability.

## **Welcome to Indeed, today**

To better support job seekers and employers, we’re updating our identity and transforming the look and feel of our brand experience.

From the ground up, we’ve crafted a system that adds meaning to every moment people spend with us. Our illustration style celebrates diversity in all shapes and forms. Our color palettes guide the people we serve and strategically highlight important moments. Each of our new designs embodies our values.

Together, they make it easier for us to help all people of all skills get jobs—all over the world.

Inspired by our logo’s arc and letterforms, our shape language embodies the optimism and variety in every job and candidate search. Shapes show up in illustrations, motion, and anywhere they compliment our other designs.

* Open – Transparent – inclusive (this may be incorporated into everything. Not sure how to flesh out transparency, invite engagement) this is your site you are part of the xxx
* Interconnected – findability – accessible (tiles, nav, filters, brand interwoven)
* ? Relevancy – curation –hubs,  topics, sub-topics filtering info, allowing users to go deeper (enhance experience, prempt
* Word that’s visual related – Rich, visual, depth, less flat

Must-know info interwoven with xxxxx.

Informed and something like global citizens, smarter, better connected to things that should concern them. Complete tasks, explore, engage. Task focused behaviour and discovery behaviour .

* User-centric – Insert heuristic here, accessible for all – not only screen readers – find that talk UX content Australia – visual

**Transparency**

Simple to understand

Ministers, brands, accessible

Aid scanning for must-know. Go deeper if they like, enough info up front

Tables: easily consume info

**Interconnectedness** between agencies, communicate that through content

Two-way conversation, Invite engagement

Filters, related, search, menu differences, different ways of approaching info in ways users want

### Linking standard content in the site’s navigation menus

There will be instances where we manually link *(curate) standard* content to appear under related topics via the main mega-menu or the ‘in-this-section’ menus (which will appear under each topic/brand).

This will improve integration/linkages between the content to reduce siloing.

User-centric

Users, no matter what lens (IA principle of knowing the problem and knowing destination or solution.

Something about findable, discovery, empowered?

Easy access: Provide contextual information and a link to related pages for more information. (might also fit under findable)

Departmentally owned content featured on external websites. For example, in the context of program delivery, like related news section for example.

Sole purpose of directing users to the other website to complete tasks. This approach enables us to continue representing the work of the department on industry.gov.au for transparency purposes, while also removing unnecessary duplicative information for our users.

Check this page: This approach also provides the option for us to remove the ‘Manufacturing funding’ page altogether, and instead replace it with a link to pre-filtered (tagged) content in the ‘Initiatives and services’ section.

Link to gov: <https://www.stylemanual.gov.au/writing-and-designing-content/findable-content/how-people-find-information>

**Curation**

Aid users to quickly get across info, related, topic of interest.

(can this be own section and principle?)

**Parking lot**

**Color**

Our colors reflect the many ways we showcase our brand. A rich range of tones and contrast lets us build for accessibility and tell a distinctive brand story. >>>> Not about us, about australian citizens

**Our palettes**

A full suite of colors covers all of the different ways Indeed shows up.

Functional and expressive palettes (how we show up)

**Typography**

​​We have two typefaces for two distinct purposes. Visually balanced and universal across languages, Noto Sans is a natural fit for our product. In contrast, Indeed Sans embodies the voice of Indeed and plays a main role in our branding and marketing moments.

More inspo: ​​<https://indeed.design/brand/typography>

**Navigation**<https://www.stylemanual.gov.au/writing-and-designing-content/findable-content/how-people-find-information>