STYLE **GUIDES**

PRESENTED BY **KEVIN MACK**
@nicetransition

1. DEFINITION
2. CONTENTS
3. TACOS
4. THE LAYERS
5. OWNERSHIP
6. PROCESS
7. PAIN POINTS
8. BENEFITS

OUTLINE

DIGITAL **STYLE GUIDE**

DIGITAL **STYLE GUIDE**

DIGITAL **STYLE GUIDE**

IT'S NOT BOOTSTRAP
BUT A *BOOTSTRAP*

DIGITAL **STYLE GUIDE**

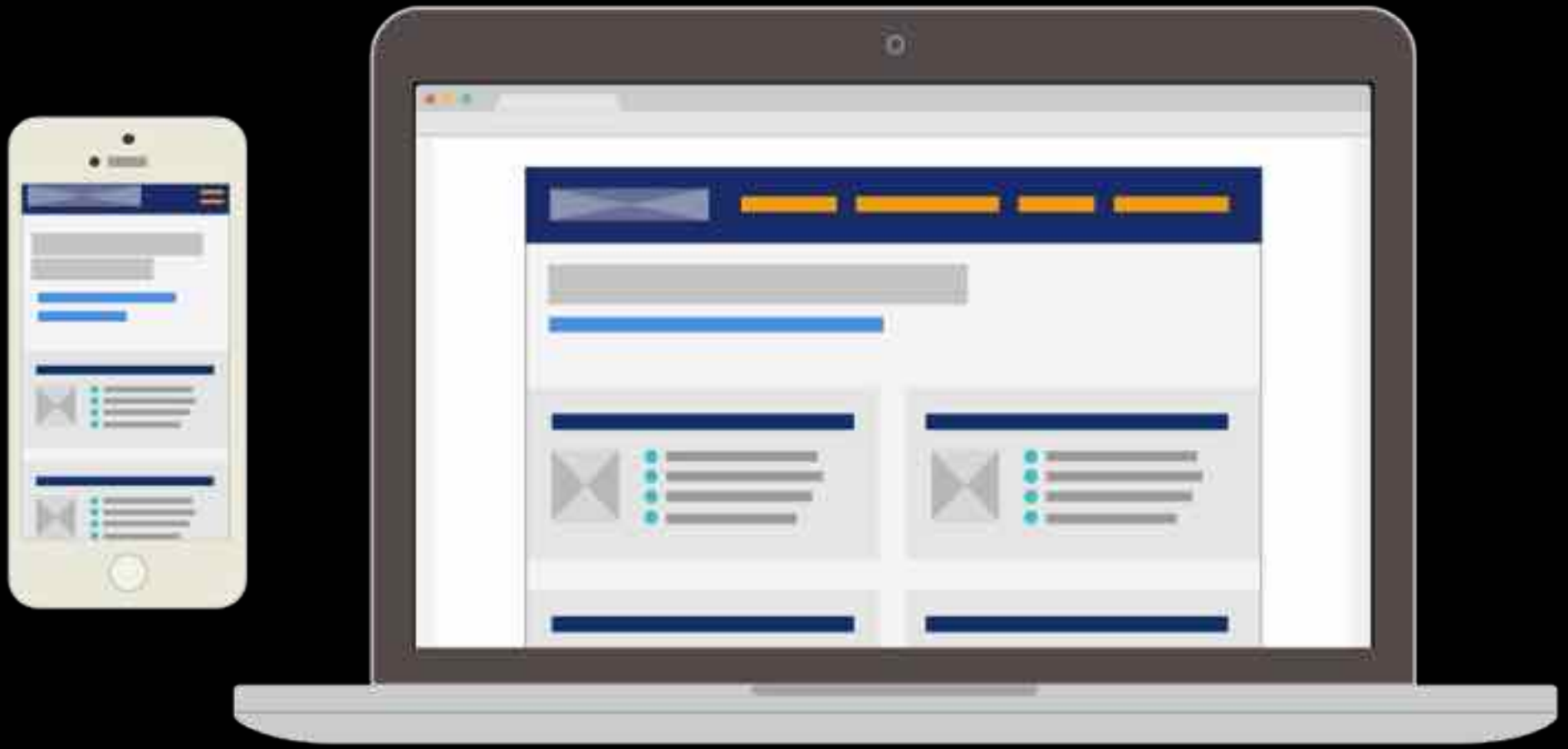
DESIGN PATTERNS
STYLES & MARKUP FOR COMPONENTS
VISUAL REPRESENTATION
ACTUAL CODE
DOCUMENTATION

DIGITAL **STYLE GUIDE**

INCLUDES ALL SORTS OF
MODIFIED VERSIONS AND VARIANTS

INCLUDING DIFFERENT CONTEXT
AND FOCUS ON RWD

DIGITAL **STYLE GUIDE**

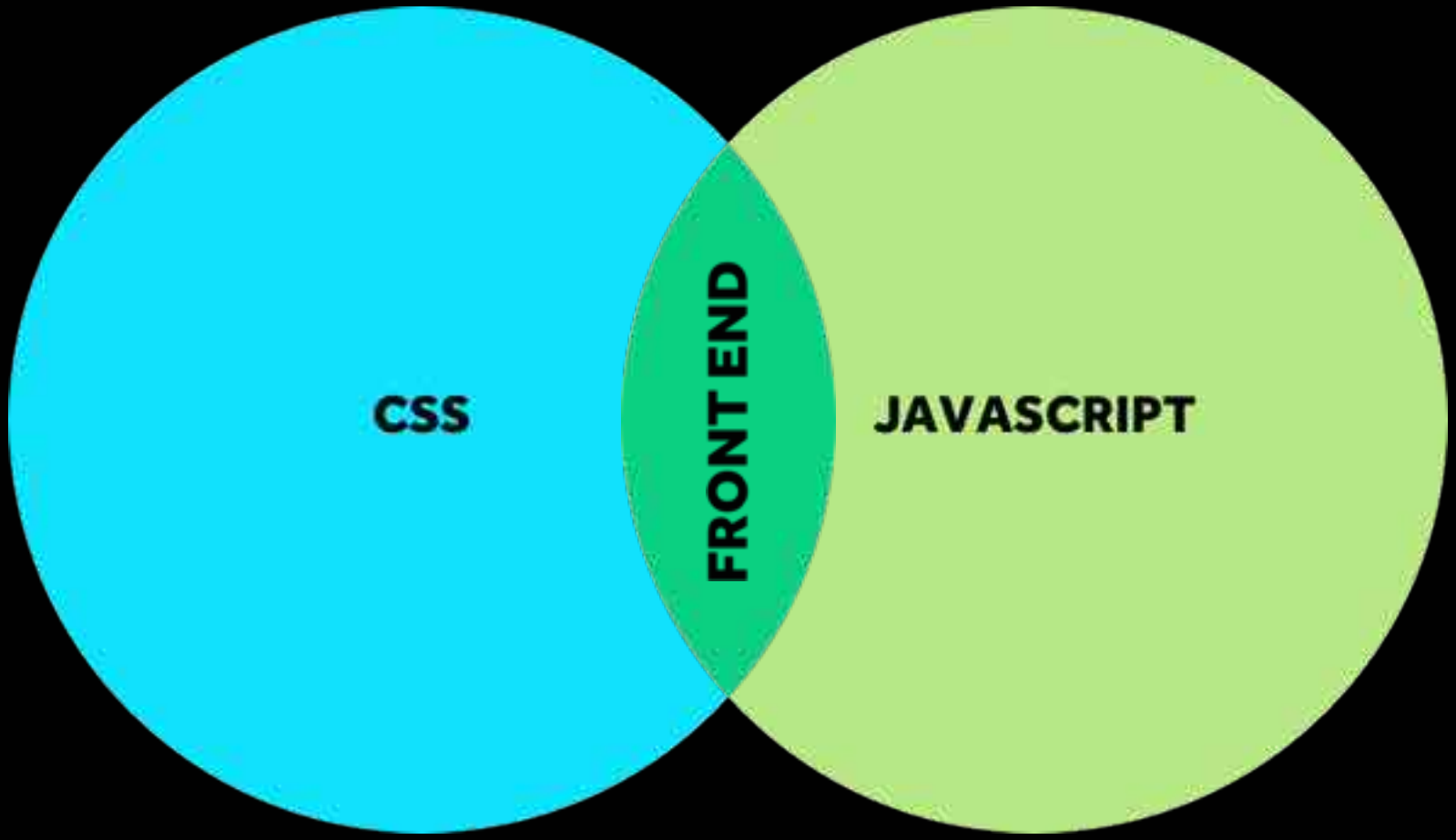


DIGITAL **STYLE GUIDE**

SCALABLE, MAINTAINABLE AND FLEXIBLE

DIGITAL **STYLE GUIDE**

CRACK IT **OPEN**



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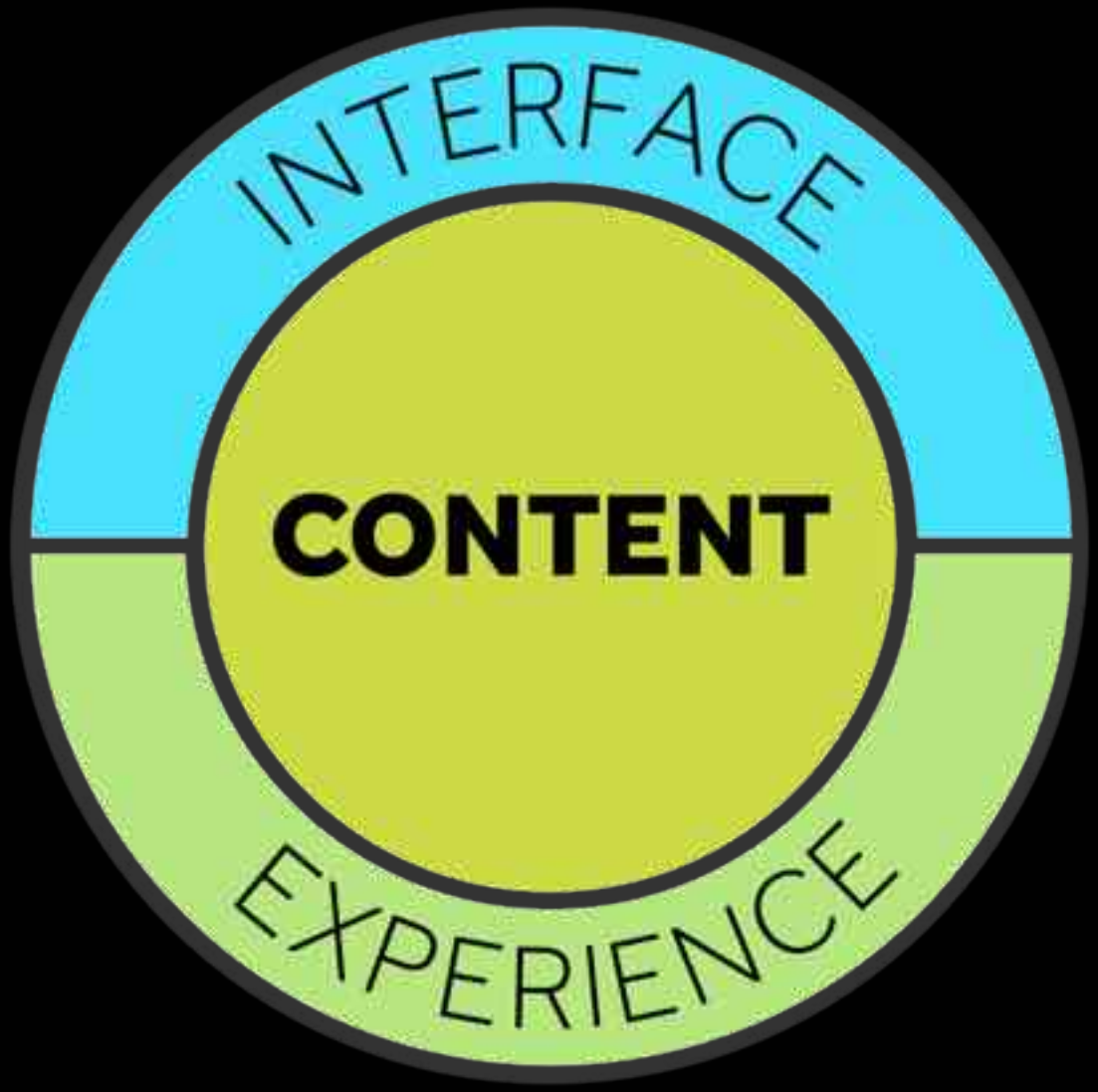

CRACK IT **OPEN**

BRANDING
TYPOGRAPHY
CALL-TO-ACTIONS
MEDIA TREATMENTS
FORM
LIST ITEMS
STRUCTURAL
NAVIGATIONAL
UTILITY / HELPERS
FRONT-END UI ARCHITECTURE

CRACK IT **OPEN**

BRANDING
TYPOGRAPHY
CALL-TO-ACTIONS
MEDIA TREATMENTS
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LIST ITEMS
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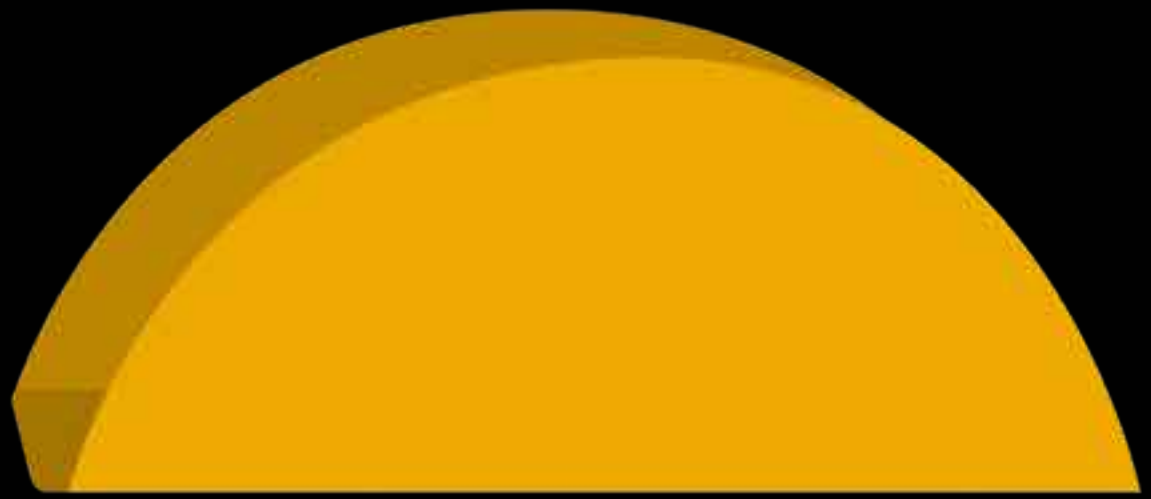
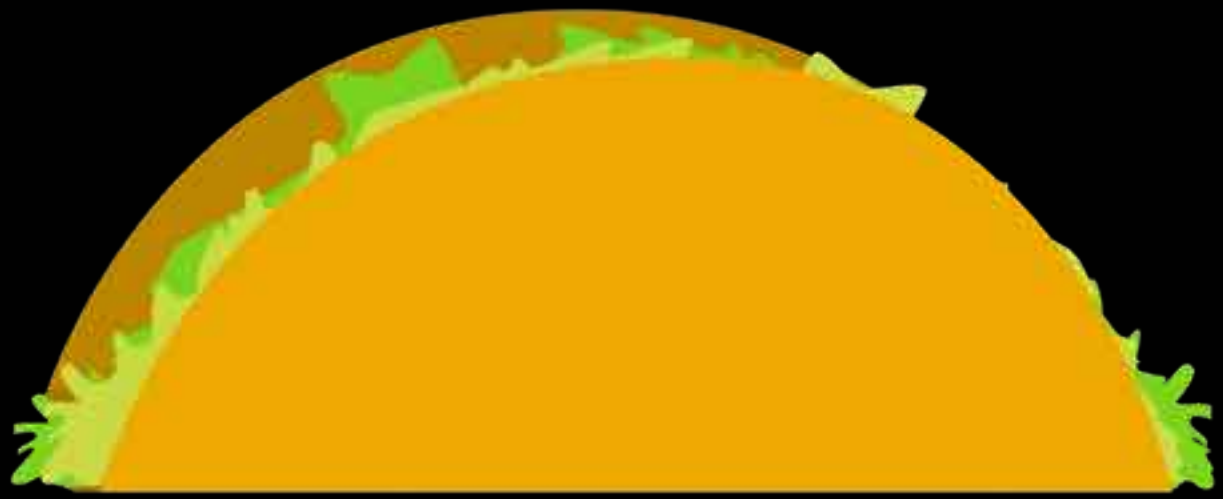
FRONT-END UI ARCHITECTURE

CRACK IT **OPEN**

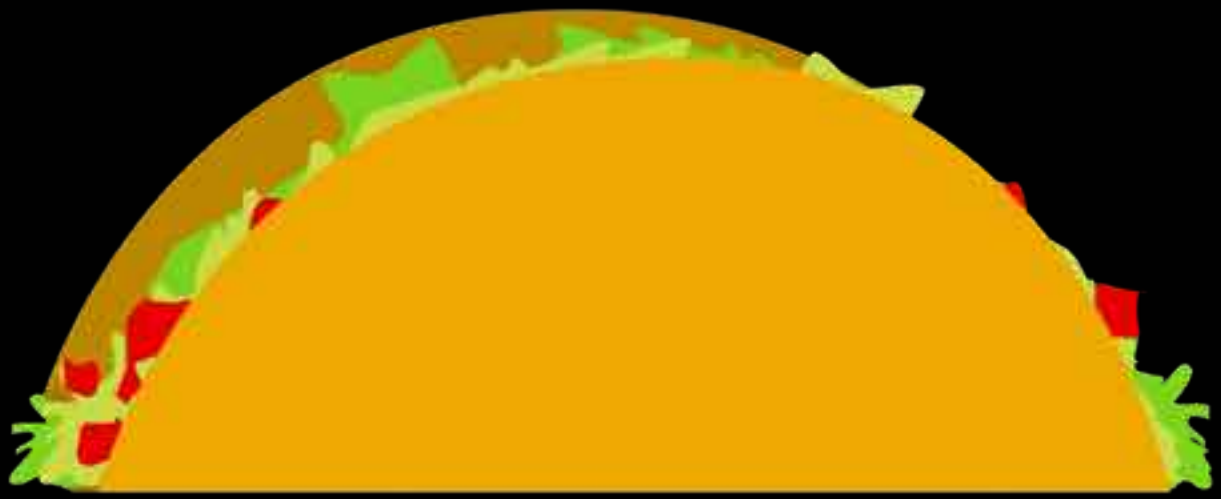
STYLE GUIDE **TACO**



STYLE GUIDE **TACO**



STYLE GUIDE **TACO**



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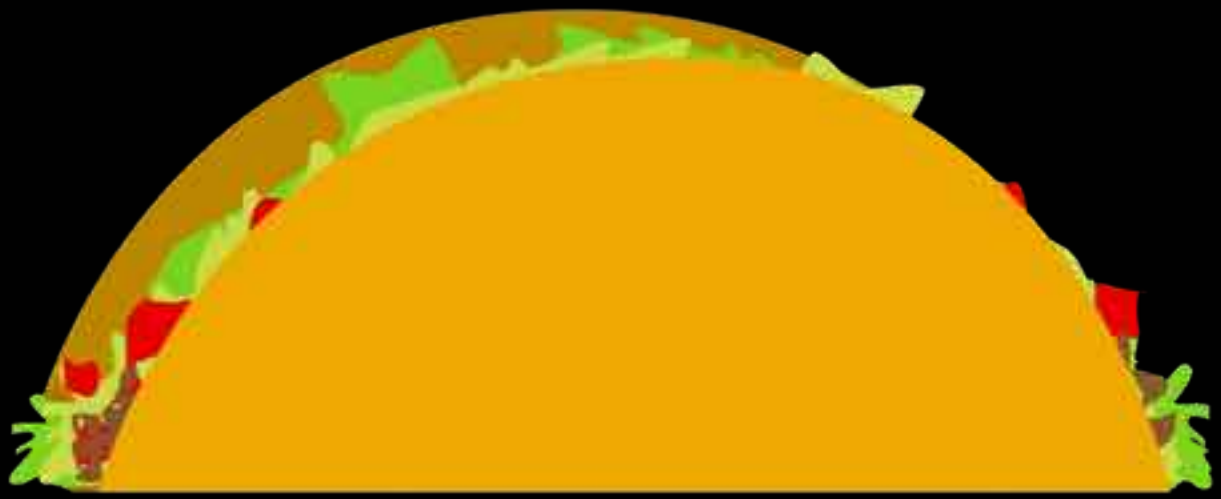

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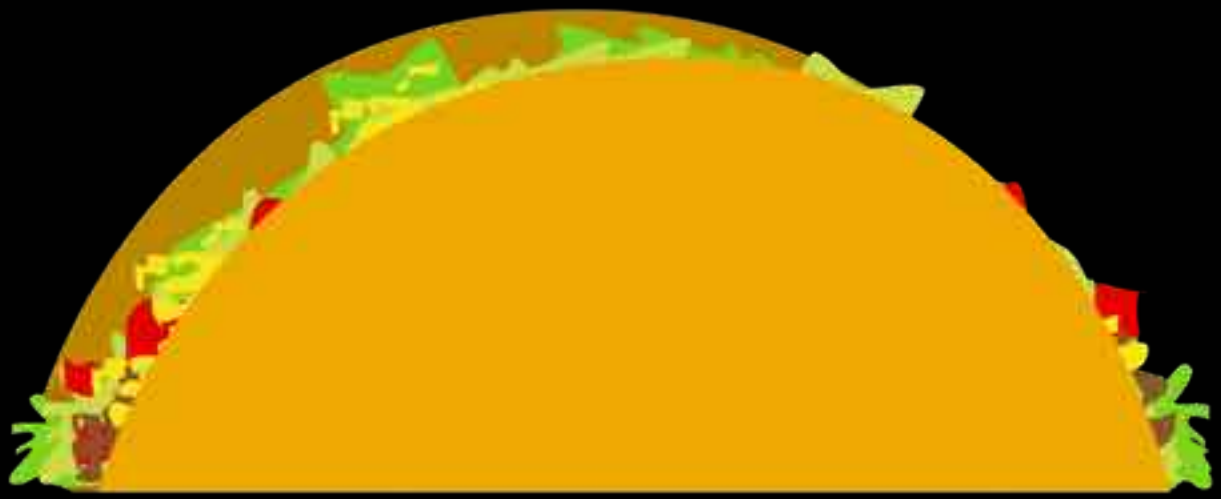

STYLE GUIDE **TACO**

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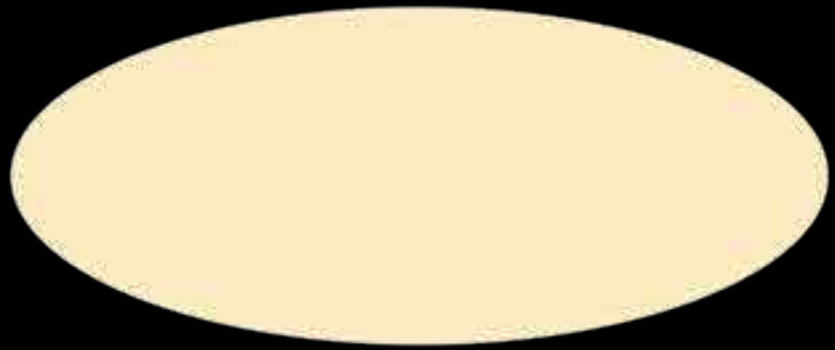

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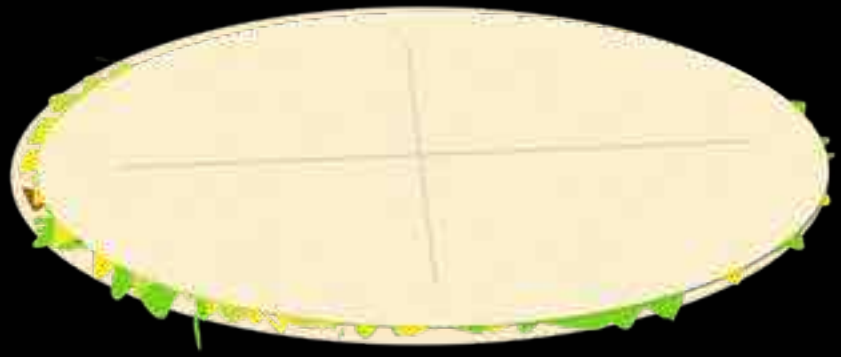

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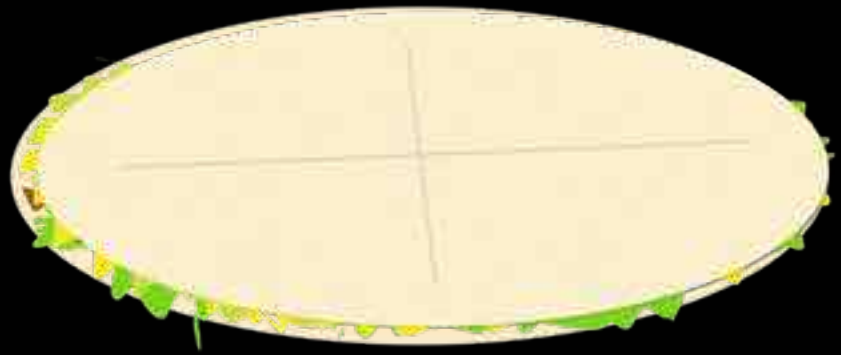


STYLE GUIDE **TACO**

REUSE
COMBINE
CREATE

STYLE GUIDE **TACO**

STYLE GUIDE **LAYERS**

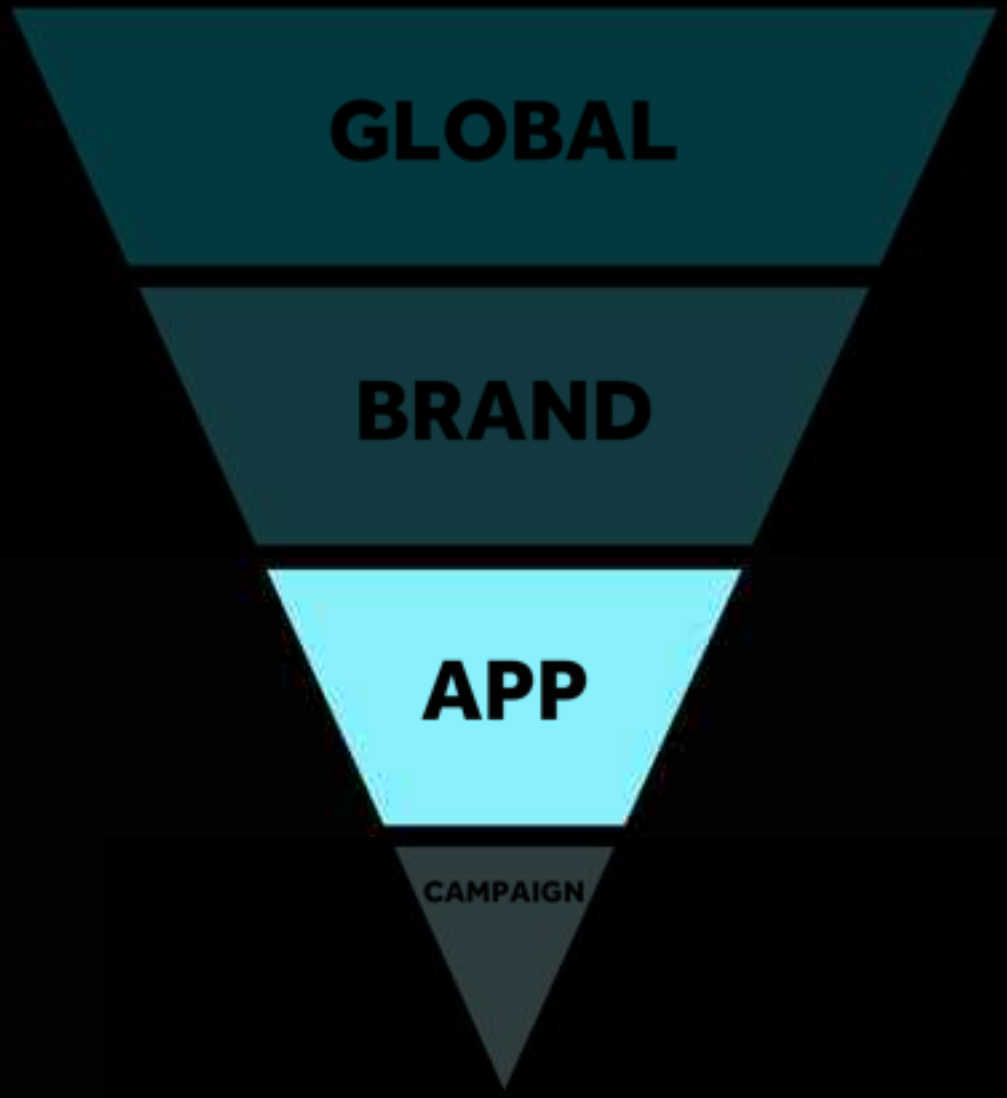
GLOBAL
BRAND
APP
CAMPAIGN

CORE COMPONENTS

DOM & CSS

CORE STYLES & SPECIFIC COMPONENTS

EXTENDING DOM & CSS



UNIQUE COMPONENTS

EXTENDING AND CREATING DOM & CSS

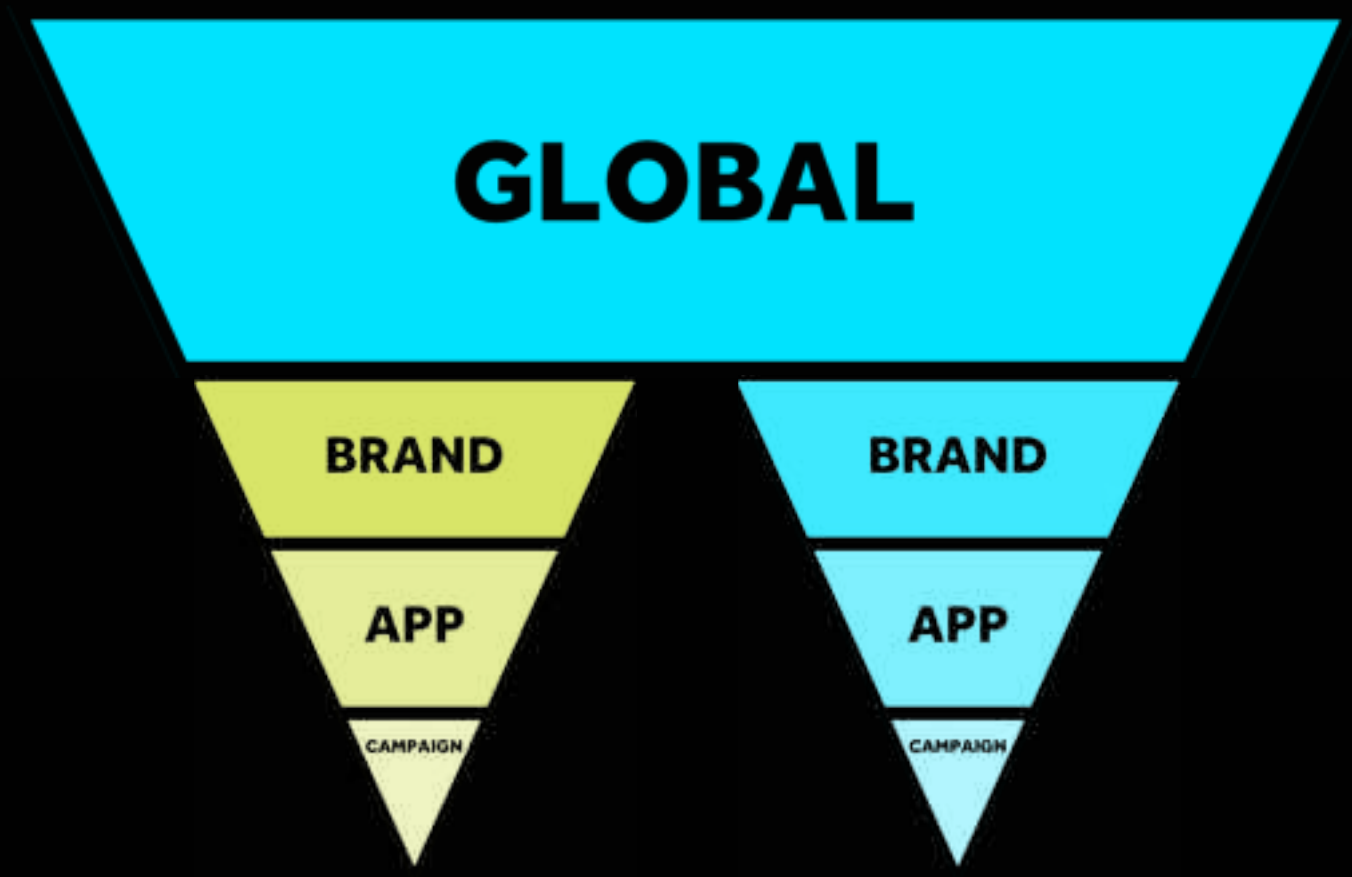
ONE-OFFS

"NEW" DOM & CSS

GLOBAL
BRAND
APP
CAMPAIGN

GLOBAL
BRAND
APP
CAMPAIGN

GLOBAL
BRAND
APP
CAMPAIGN


GLOBAL
BRAND
APP
CAMPAIGN
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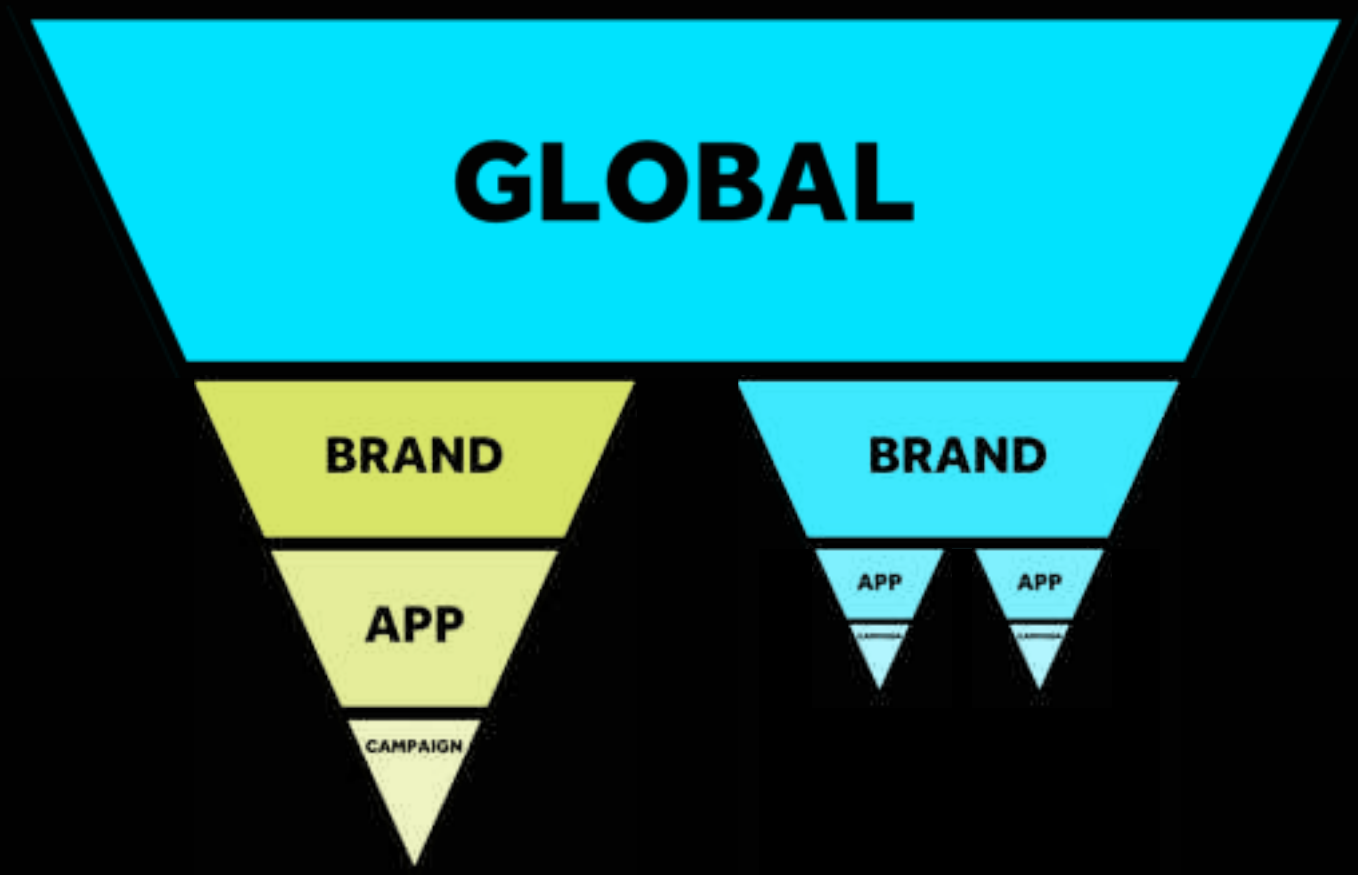
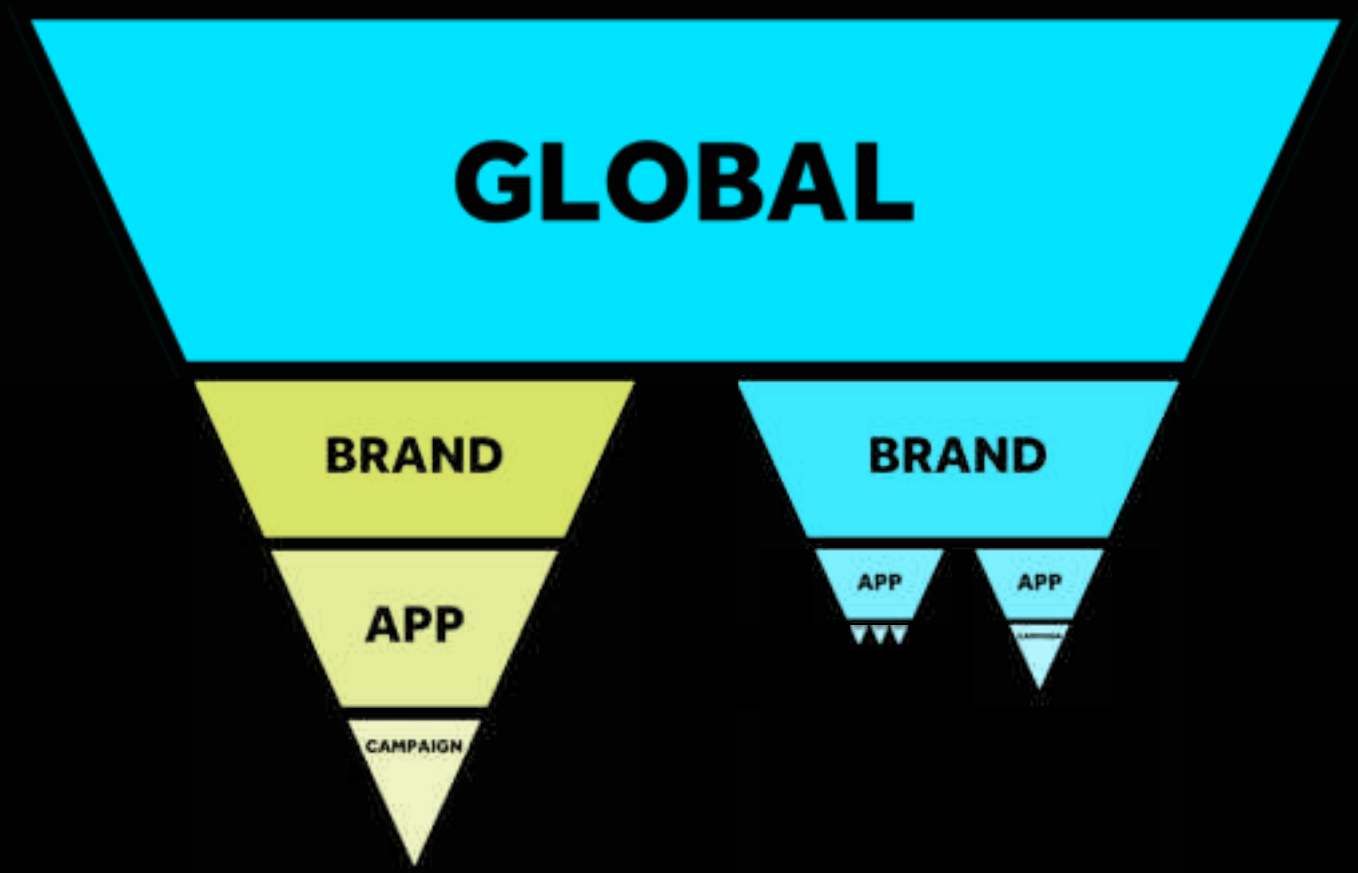

GLOBAL
BRAND
APP
CAMPAIGN
BRAND
APP
APP


GLOBAL
BRAND
APP
CAMPAIGN
BRAND
APP
APP

```
<button class="c-button
               c-button--default
               c-button--primary">
    Lorem ipsum
</button>
```

GLOBAL

```
<button class="c-button
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    Lorem ipsum
</button>
```

```
*, *:before, *:after {
  box-sizing: border-box;
}

.c-button {
  font-size: 1rem;
  display: inline-block;
  cursor: pointer;
  text-decoration: none;
}

.c-button--default {
  padding: 0.625rem 1.25rem;
  outline: none;
}
```

GLOBAL

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BRAND

LOREM IPSUM

```
.c-button {
  font-family: Effra;
  border: none;
}

.c-button--default {
  font-weight: bold;
  text-transform: uppercase;
}

.c-button--primary {
  color: #000;
  background-color: #11E3FC;
}
```

GLOBAL

Lorem ipsum

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}
```

BRAND

Lorem Ipsum

```
.c-button {
  font-family: Open Sans Condensed;
  border: none;
}

.c-button--default {
  font-weight: 100;
  text-transform: capitalize;
  border: .125rem solid;
  border-radius: .188rem;
}

.c-button--primary {
  color: #FFF;
  background-color: #F47D20;
}
```

STYLE GUIDE **OWNERSHIP**

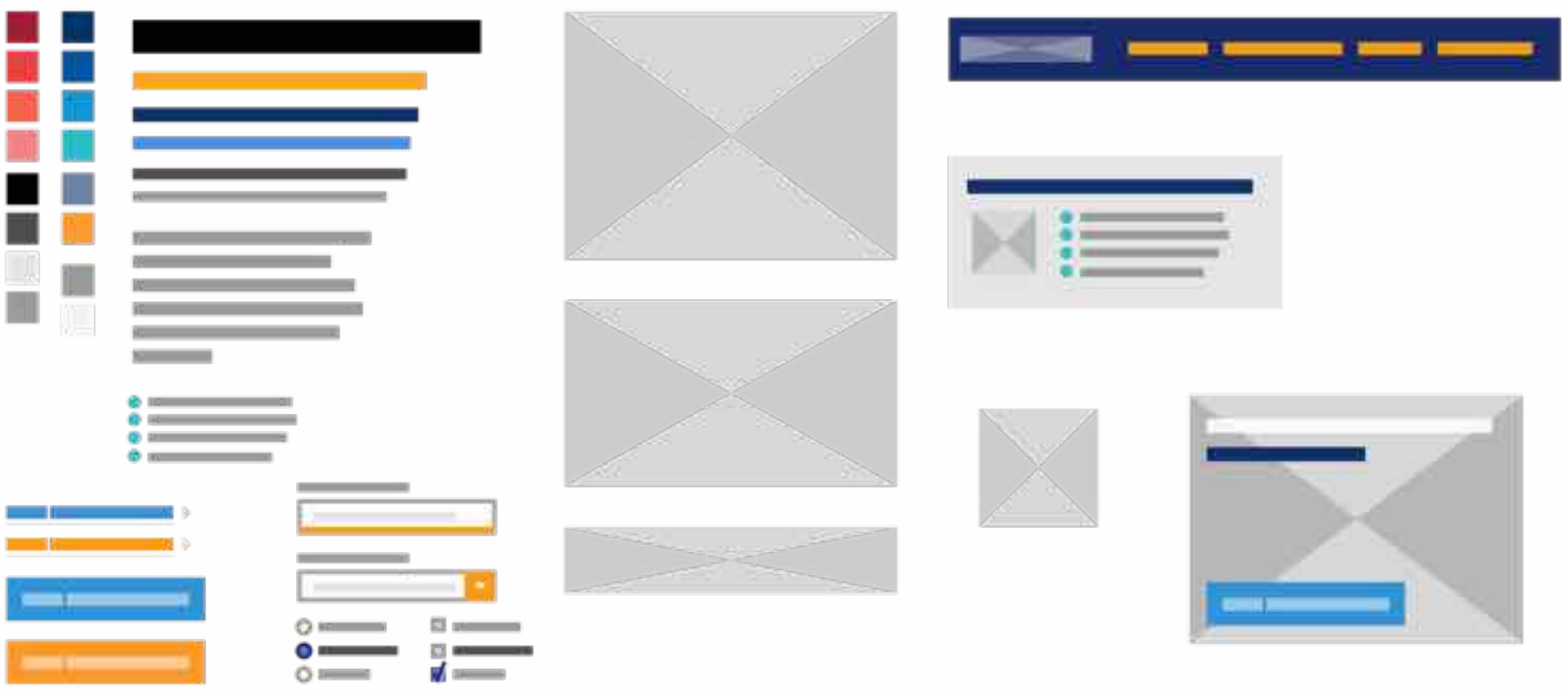
IT
MARKETING
USER EXPERIENCE
QUALITY ASSURANCE
BUSINESS

STYLE GUIDE **OWNERSHIP**

THE **CREATION**

BRAND STRATEGY
USER RESEARCH
INDEX COMPONENTS
STYLE TILES
ELEMENT COLLAGE
STRESS TESTS
CONTEXTS
TEST

STYLE GUIDE **CREATION**



STYLE GUIDE **CREATION**

codepen.io/kevinmack18

Color Naming Convention

This doesn't seem like much, but I hope it changes the way you think about selecting and using colors for design and building an interface.

Through years of building and designing interfaces, there is a common pattern that I have noticed with colors for the web. In addition, each brand that I have worked with usually has a primary and a secondary color (and, at times, a tertiary) in their brand color palette. From there, interfaces typically bring in those brand colors and have a series of other common colors across the interface.

Within my process one of the first things I do is to identify the color pallete with the following: Primary, Secondary, (Tertiary,) Dark, Light, Accent. Then, indentify variations of these colors with their own "dark", "light" and "accent" version.

For example, **"Primary"**: "Primary Dark", "Primary Light", and "Primary Accent".

Identifying these colors as a "first step" in your design/development process creates the guidelines for consistency interface and prevents "designer error"/"developer error". These colors should be referrenced and used throughout and you'll discover that working within these bounds saves you time while making design decisions.

Colors should be used as background, font, accents, etc. When using a color a background, I would recommend making a "contrast color" which is a color that does not compete with the background and can make your text legible (pass WCAG 2.0 contrast ratio success criteria).

It's been tested and it works by being flexibility to meet all my project's demands.

STYLE GUIDE **CREATION**

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It's been tested and it works by being flexibility to meet all my project's demands.

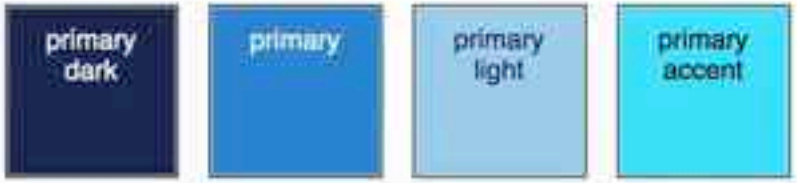
- **Dark** - Darkest color in your palette

STYLE GUIDE **CREATION**

codepen.io/kevinmack18

- **Dark** - Darkest color in your palette
- **Light** - Lightest color in your palette
- **Accent** - Highlight/Accent color to emphasize a part of the interface

- **Dark** - Dark color in the pallette
- **Dark Dark** - Darkest color in the palette
- **Dark Light** - Lighter version of your dark color
- **Dark Accent** - Brighter/Highlighted version of your dark color



- **Primary** - Main color in your palette
- **Primary Dark** - Darker version of your main color
- **Primary Light** - Lighter version of your main color
- **Primary Accent** - Brighter/Highlighted version of your primary color

STYLE GUIDE **CREATION**

STYLE GUIDE **CREATION**

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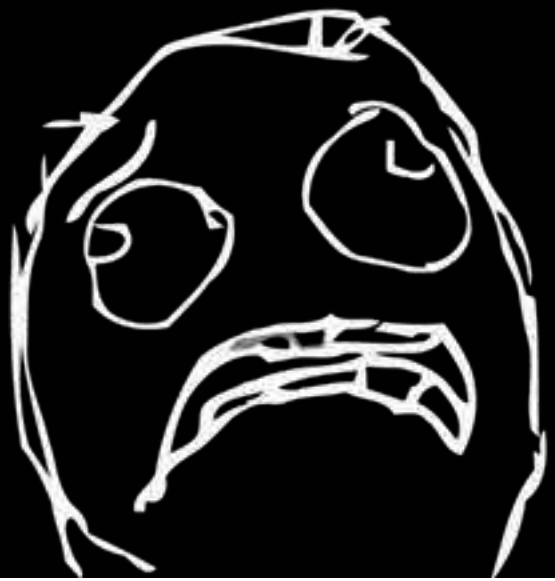
STYLE GUIDE **CREATION**

CAN'T SOLVE **IT ALL**



POLITICS
TAKES A LOT OF EFFORT
COMPLEX METHODOLOGIES
PLATFORM AGNOSTIC
REQUIRES UPDATES

CAN'T SOLVE **IT ALL**

8 BENEFITS

1

IMPROVE COLLABORATION WITH DEVELOPMENT TEAM

8 **BENEFITS**

2

REDUCTION IN DEVELOPMENT EFFORTS

3

INCREASE SPEED TO MARKET

8 **BENEFITS**

4

ALIGNMENT OF QUALITY CODE

5

FOCUS ON EXPERIENCE THAN BUILDING AN INTERFACE

8 **BENEFITS**

6

ITERATE IN BROWSER

8 **BENEFITS**

7

FLEXIBILITY FOR EVER-CHANGING/EVOLVING BRAND

8 **BENEFITS**

8

CONSISTENCY!

A GOOD **STYLE GUIDE**

SUPPORT FOR MULTIPLE PLATFORMS

A GOOD **STYLE GUIDE**

DETAILED DOCUMENTATION

A GOOD **STYLE GUIDE**

DOESN'T COMPETE

A GOOD **STYLE GUIDE**

EASY TO USE / UNDERSTAND

A GOOD **STYLE GUIDE**

THANK **YOU**

~ @nicetransition ~