

Grovo

Product Design Style Guide

Last updated: May 01, 2018

CATALOG

OVERVIEW

- Purpose
 - Principles
- Grid System
- Colors
- Typography
- Icons
- Logo
- Writing

STYLE

- Buttons
- Tags
- Content blocks
- Form elements
- Tables
- Cards
- Progress indicators
- Navigation
- Modals
- Alerts
- Tooltips
- Popovers
- Data visualization

COMPONENTS

- Interactions
- Loading
- Animation
- Alerts

MOTION

- Lesson builder
- Admin form
- Integrations page
- Page with table
- Complete cards

TEMPLATES

OVERVIEW

Purpose

This document serves as a style guide and reference for product design at Grovo. This is a unified design system that will continually expand and reshape while we are growing our product. This common visual language allows for better product development cycles and also aims to create an intuitive and consistent user experience.

Principles

1. Clarity

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

2. Efficiency

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

3. Consistency

Create familiarity and strengthen intuition by applying the same solution to the same problem.

4. Beauty.

Demonstrate respect for people's time and attention through thoughtful and elegant craftsmanship.

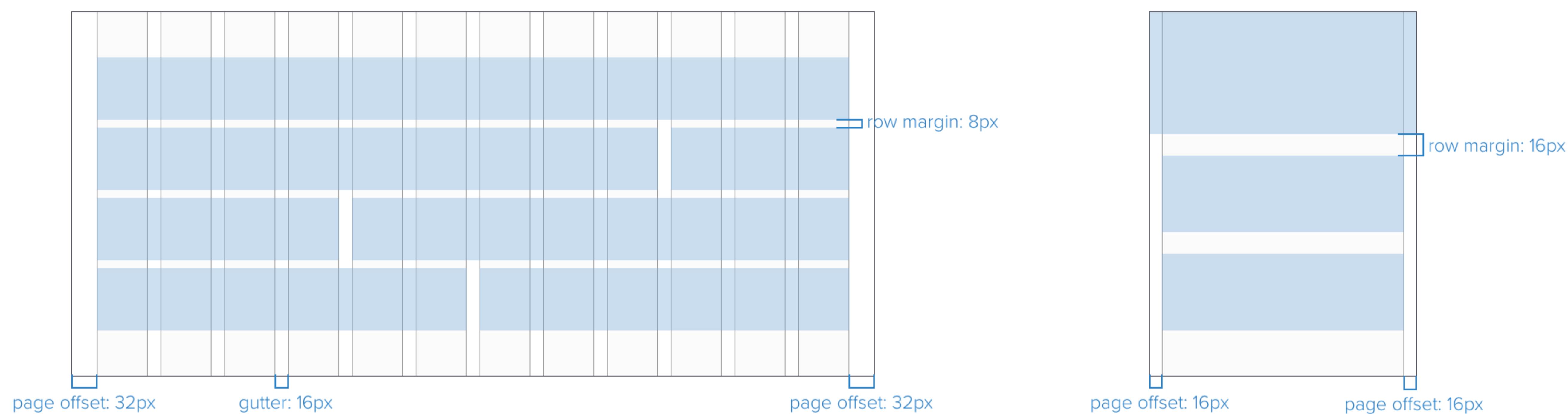
GRID SYSTEM

12-column grid

We are using a 12-column responsive grid system.

Desktop design: Columns have 16px gutter on the left and right sides, rows have 8px margin on top and bottom.

Mobile design: Most elements take 12 columns (full width of the screen), rows have 16px margin on top and bottom.



Page offset

Page offset helps to add breathing space for our design.

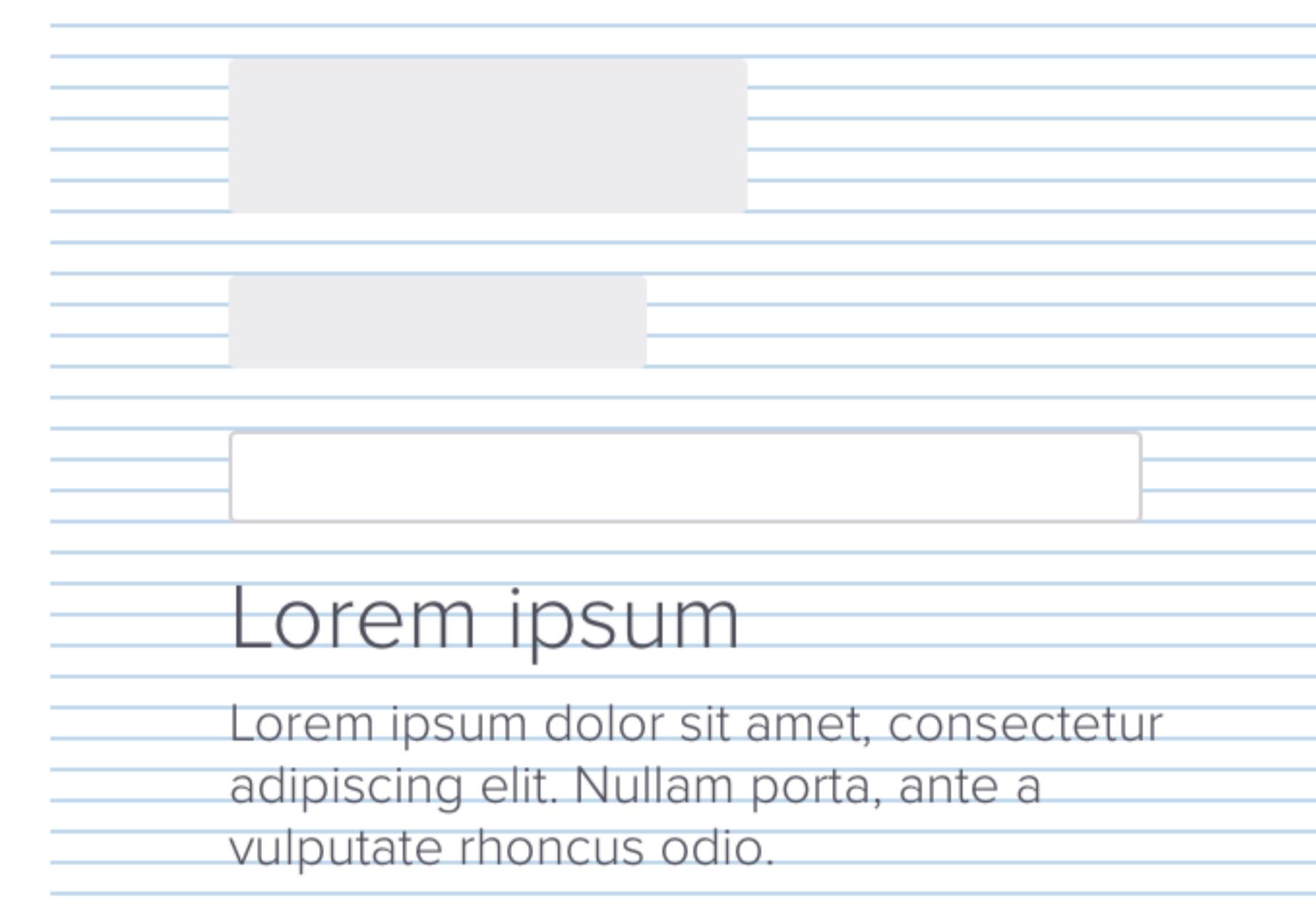
Desktop design: we have 32px page offset on left and right sides (except hero image).

Mobile design: we have 16px page offset on left and right sides (except hero image).

8-point grid

We use soft 8-point grid system, which means size of elements and space between elements should be increments of 8, but we also have exceptions, e.g. 36px-height inputs, etc. We should try to minimize size or spacing that are not multiples of 8.

Below are examples about how elements aligned to 8pt grid:

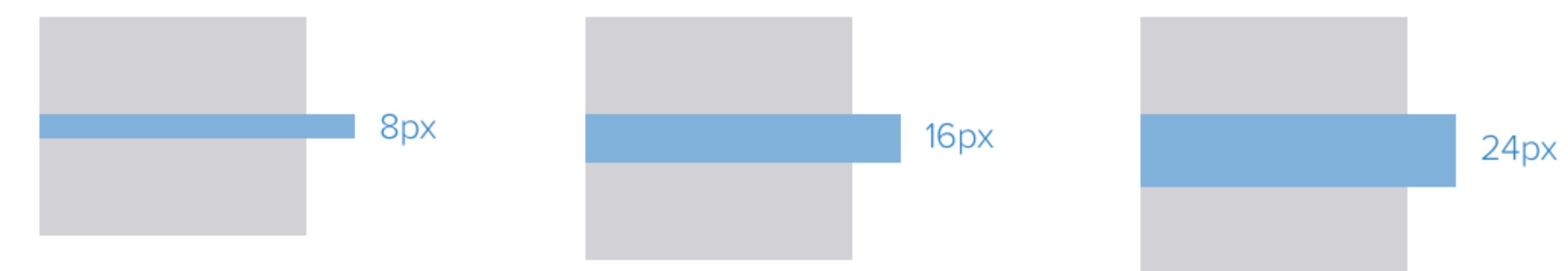


Spacing

Spacing (margin or padding) separates elements from each other and creates sub-hierarchies.

Following the 8-point grid, margin between elements and padding within elements are always multiples of 8.

Suggested spacings:



More about 8-point grid: <https://builttoadapt.io/intro-to-the-8-point-grid-system-d2573cde8632>

COLORS

**PRIMARY****#80B2DB**

Common use:

For elements that should call the most attention from users, e.g. primary buttons, tags, and selected tabs.

**PRIMARY TEXT - DARK****#50505D (GRAY 700)**

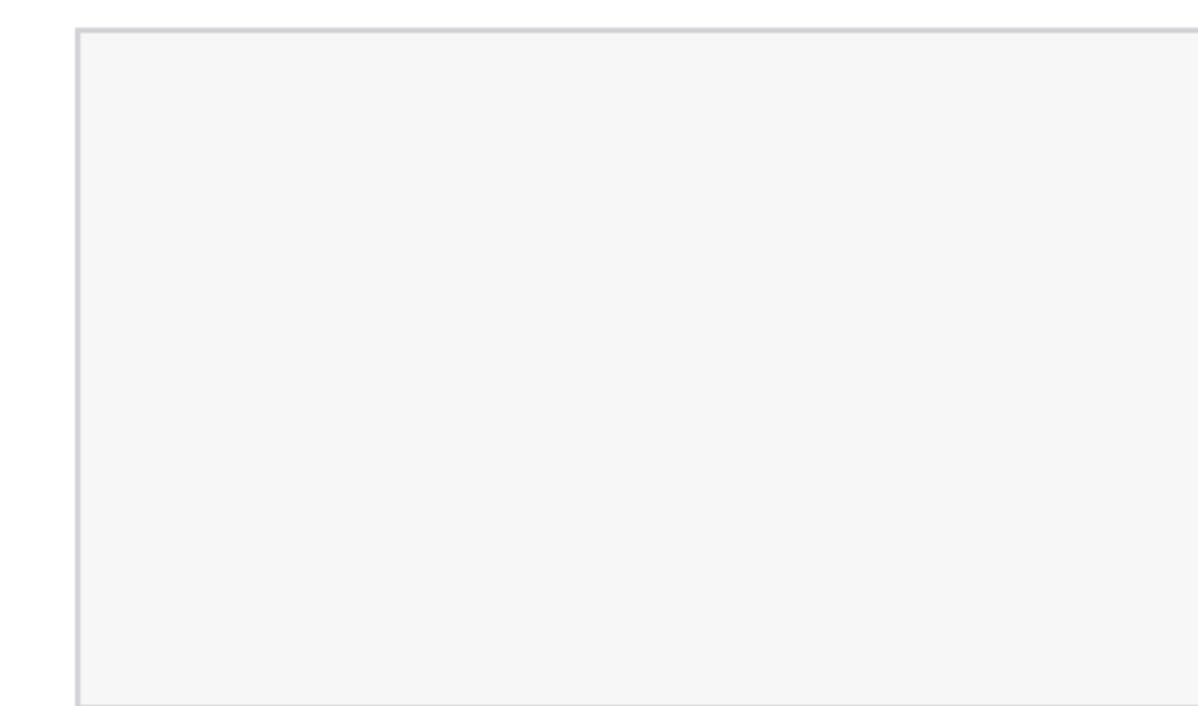
Common use:

Default color for text, e.g. body copy, page title; Side-nav background (admin). We don't use pure black (#000000).

**PRIMARY TEXT- LIGHT****#B0AFB5 (GRAY 400)**

Common use:

Default color for light text, e.g. supportive information, tooltip triggers.

**SECONDARY****#F7F7F7 (GRAY 100)**

Common use:

Background color for top navigation bar. Background color for highlighted areas, e.g. modal header, table header, etc.

**GROVO BLUE****#2C80C4**

Common use:

Links.

**SUCCESS GREEN****#80CAAD**

Common use:

On/off toggle, success alerts, success states.

**ERROR RED****#F17F77**

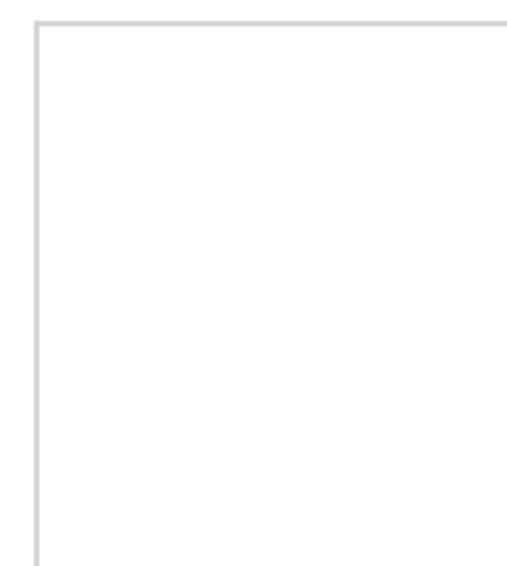
Common use:

Error alerts, error states.

**WARN YELLOW****#FFEEAA2**

Common use:

warning alerts, warning states.

**WHITE****#FFFFFF**

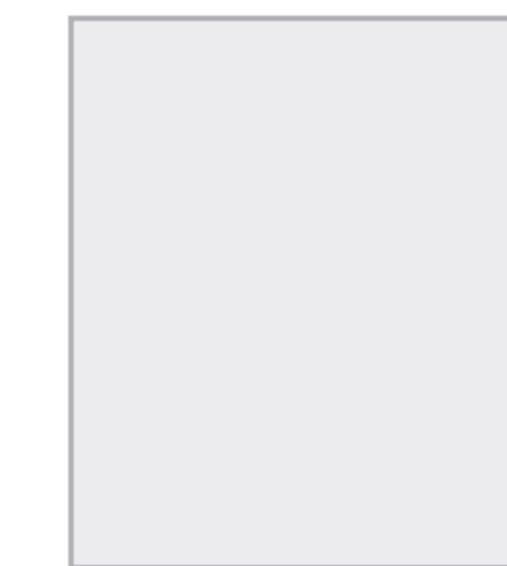
Common use:

Default color for text against dark background.

**GRAY 100****#F7F7F7**

Common use:

Background for top nav and highlighted areas.

**GRAY 200****#ECECEE**

Common use:

Background for secondary buttons.

**GRAY 300****#D2D2D6**

Common use:

Default color for divider lines and input border, etc.

**GRAY 400****#B0AFB5**

Common use:

Default color for light text and icon against light background.

**GRAY 500****#7B7B85**

Common use:

**GRAY 600****#5E5E6A**

Common use:

**GRAY 700****#50505D**

Common use:

TYPOGRAPHY

Proxima Nova

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
~ ! @ # \$ % ^ & * () _ +

Font-weight

We have Light/300, Regular/400, and Semibold/500.
Default font weight is Light/300.
To call certain phrases out, we use Regular/400 or Semibold/600.
For all types of buttons, the font-weight is Semibold/600.

Aa	Aa	Aa
Light 300	Regular 400	Semibold 600

Font-size

For body content, the font-sizes that we use most often are: 12px, 14px, 16px, 20px, and 26px.

Font-style

We use different font-color, font-size, and font-weight to convey visual design and information hierarchy.
Below are the font styles that we use most often:

H1 Page title: Browse library

H1 Page title | Light, #50505D, 26px | Common use: Page title. There is only 1 page title in each page.

H1 Page title italic: What's Microlearning

H1 Page title italic | Light italic, #50505D, 26px
Common use: Displaying anything the user has titled or named within page title, e.g. lesson name, group name, user attributes, etc. This is the only case where we use italic font.

H2 Section title: Filter by tag

H2 Section title | Light, #50505D, 20px
Common use: Section title. There could be multiple section titles in each page.

H3 Modal title: Create a new lesson

H3 Modal title | Light, #50505D, 16px | Common use: Modal title. Title of a content block.

P Body copy: Manage your organization's library by featuring lessons.
P Body copy | Light, #50505D, 14px | Common use: Body copy.

P Body copy light: What would you like to learn?.
P Body copy light | Light, #50505D, 14px | Common use: Light body copy. Input placeholder.

P Body copy bold: Support Your Team Through Change.

P Body copy bold | Regular, #50505D, 14px | Common use: Lesson/track title on lesson/track cards. Body body bold, to emphasize certain words.

P Body copy small: Sync user information in real time via API and webhooks.
P body copy small | Light, #50505D, 12px | Common use: Smaller body copy, usually used for hints, instructions, or explanation.

TABLE HEADER: REPORTS LIBRARY

Table header | Regular, #50505D, 12px, UPPERCASE | Common use: Table header.

supportive info: 0/3 lessons completed
Supportive info | Light, #B0AFB5, 12px | Common use: Supportive info, meta-data on lesson/track cards

LESSON COMPLETE

Complete card title | Semibold, #50505D, 48px, UPPERCASE | Common use: Complete card title.

YOU MIGHT ALSO LIKE

Complete card subtitle | Semibold, #B0AFB5, 24px, UPPERCASE | Common use: Complete card subtitle.

SIDE NAV HEADER: REPORTS LIBRARY

Side nav first | Regular, #FFFFFF, 12px, UPPERCASE, letter-spacing 2 | Common use: First level items in side nav.

Side nav secondary: Reports Library
Side nav secondary | Light, #FFFFFF, 14px | Common use: Second level items in side nav.

Welcome to Grovo!

Title over img | Light, #FFFFFF, 60px | Common use: Lesson/track/campaign title over image.

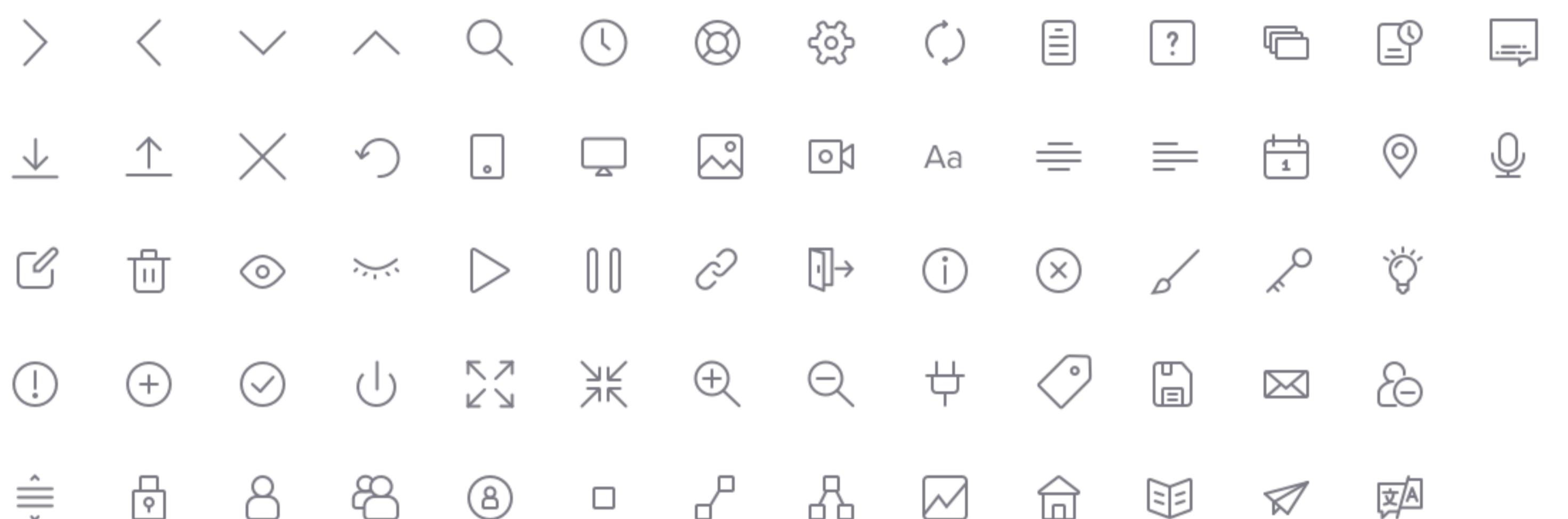
ICONOGRAPHY

We use line icons to represent common tasks and types of content and to add more flavor to our visual design.

Usually we put an icon alongside a text label as a supportive visual representation of the text.

Default color for icons is #B0AFB5 (Gray 400).

Below is our current icon set:



When using an icon together with a text label:

- 1) icon and text label should be vertically centered;
- 2) there is 8px spacing between icon and text label;
- 3) icon color should be slightly lighter than the text label.

Examples of using icons with text labels:



LOGO

Full logo (over white bkg)



Condensed logo (over white bkg)



Full logo (over dark bkg)



Condensed logo (over dark bkg)

Incorrect uses



in any other color



partially visible



not enough clear space around the logo

WRITING

Voice and tone

All words and actions throughout the platform should reinforce the engaging tone we use in our content.

Use active voice whenever possible. Keep sentences short and start them off with action words (if the context makes sense).

Text items that are related, grouped together, or in a list, should agree. This means they should match tone, part of speech, tense, and plural/singular. As much as possible, they should be similar character lengths.

Grammar

Sentence case (capitalizing only the first word of a sentence) should be used all the time. Titles, links, input field lable, and each item in a dropdown list or breadcrumbs, should be in sentence case, with its first word capitalized.

For example:

[See all assignment](#)

[Standard reports](#) > [Request report](#)

Additional attributes

Avoid ALL CAPS except where the material spec requires them, such as buttons and table headers, proper nouns and, acronyms (including proprietary terms).

Title case should only be used when reprinting a title of a lesson, track, or other item that are titled by users.

BUTTONS

Primary buttons

Primary button is used to call users' attention or action. In most cases, there is only one primary button on each page. We never place two primary buttons side by side.

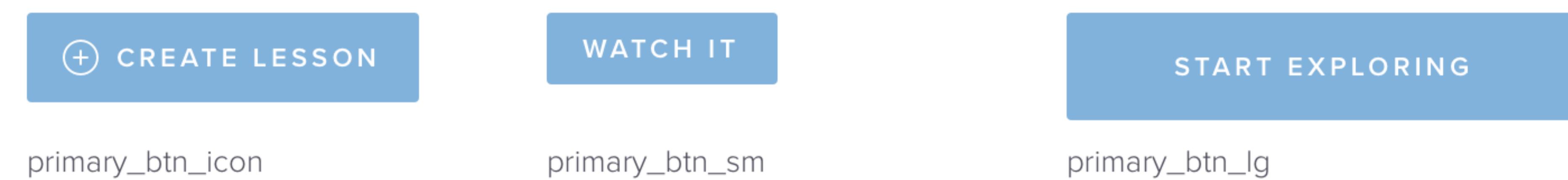
To better represent the meaning of the button, sometimes we add a

All solid buttons have fixed padding: 8px 16px, and fixed height: 40px. The width of a button is decided by the content within it.

Disabled primary buttons are not clickable, and they have a 50% opacity.

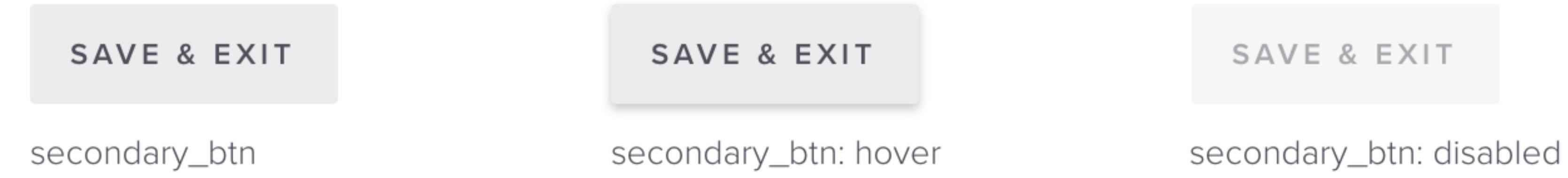


We also have large primary button and small primary button



Secondary buttons

Secondary button is used to call less urgent attention. We have the same treatment for hover and disabled states of secondary button.



Floating buttons

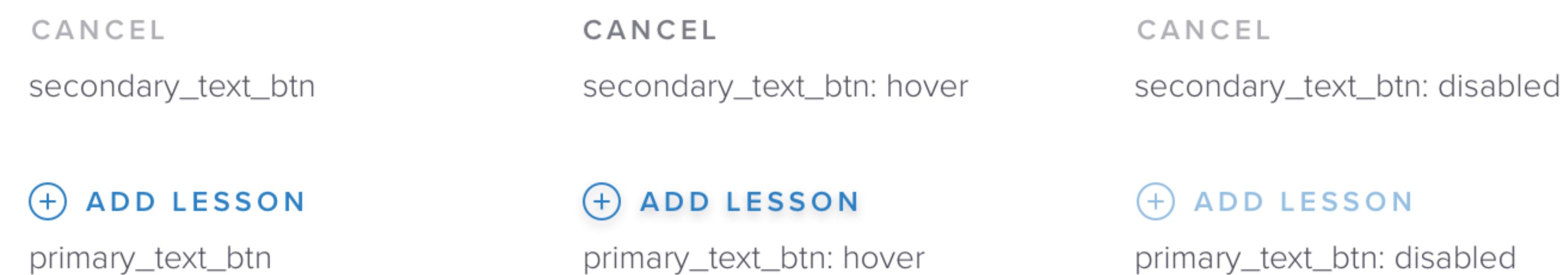
Floating button is usually placed over an image background.

Background color for most floating elements is #50505D (Gray 700), 60% opacity.



Text buttons

Text button is usually placed on the side of a primary button or secondary button. Sometimes we add icon to text button.



Links

Link usually brings user to another page or opens a modal. The font-size of link is not only limited to 14px, we adjust the font-size based on context.

[Preview](#)
link

[Preview](#)
link: hover

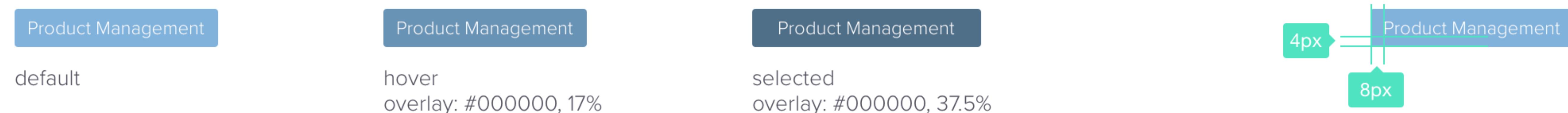
[Preview](#)
link: disabled

TAGS

Tags (filter)

Tags (in filter by tags section) has three states: default, hover, and selected.

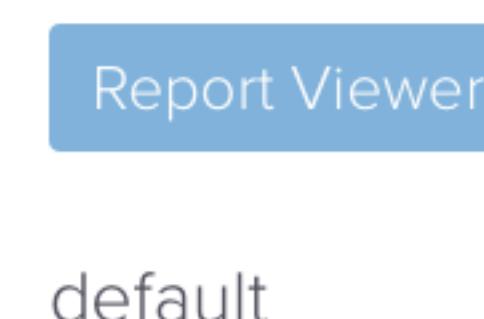
We added overlay to the tag to show hover and selected states.



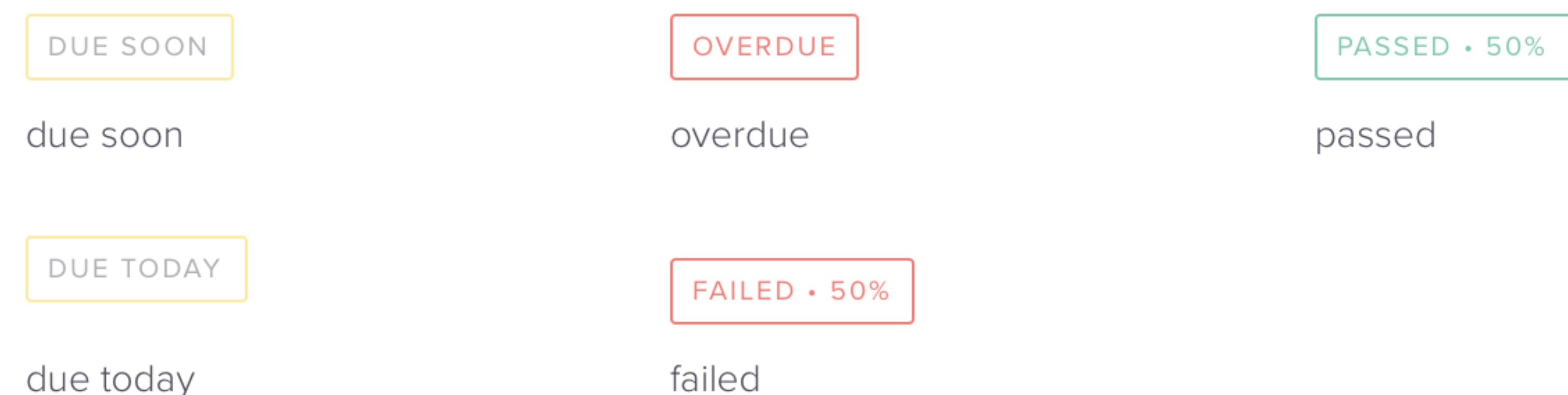
Tags (within inputs, removable)



Tags (within inputs)



Tags (assignment status)



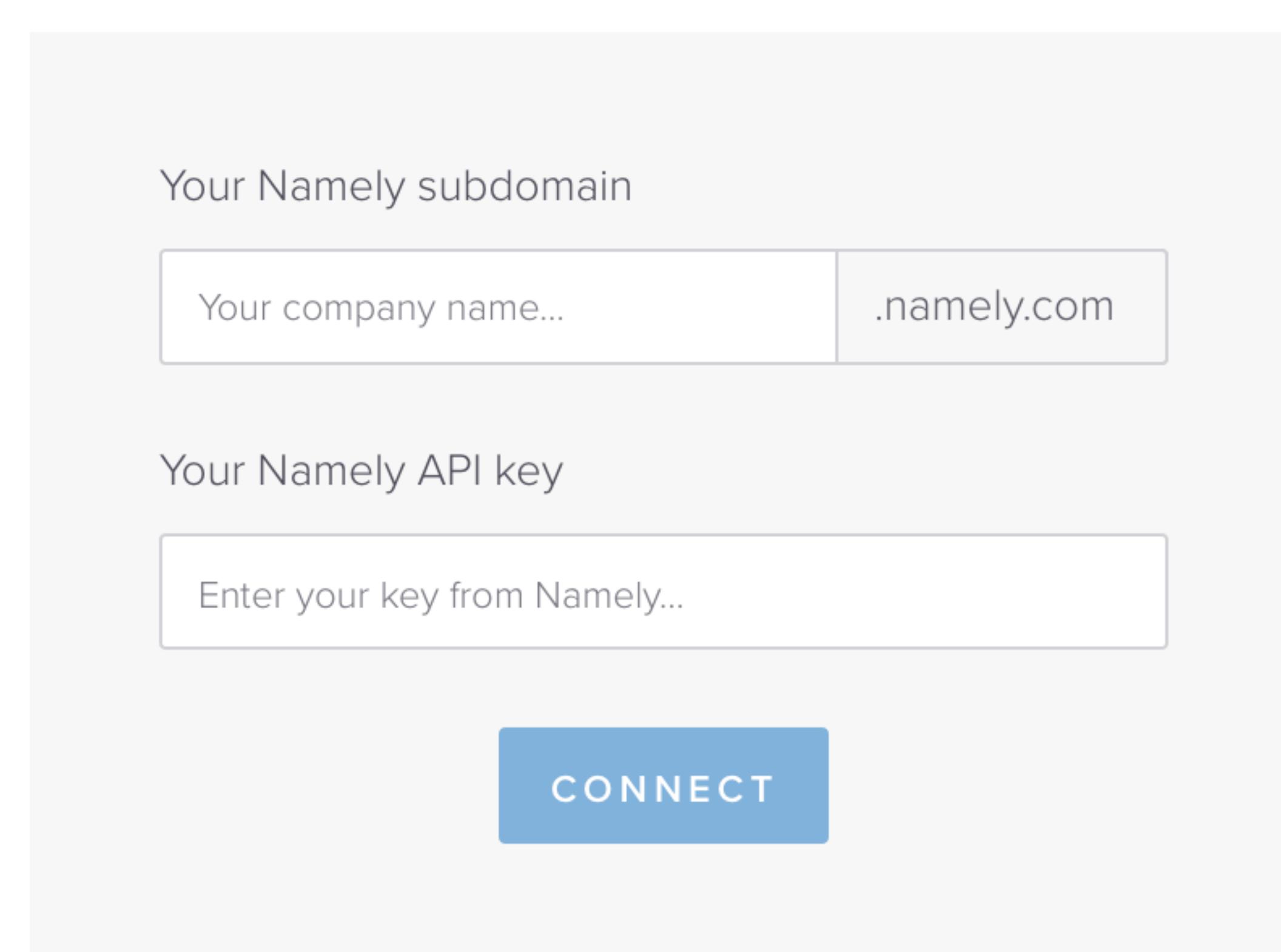
BLOCKS

We use divider or borders to separate content blocks and create hierarchy.

The default color for dividers and content block borders is #D2D2D6. Default thickness of lines and dividers is 1px.

Sometimes content blocks are nested, e.g. a gray block is nested within a white block.

Gray block no border



Your Namely subdomain

Your Namely API key

Enter your key from Namely...

CONNECT

White block w/ border

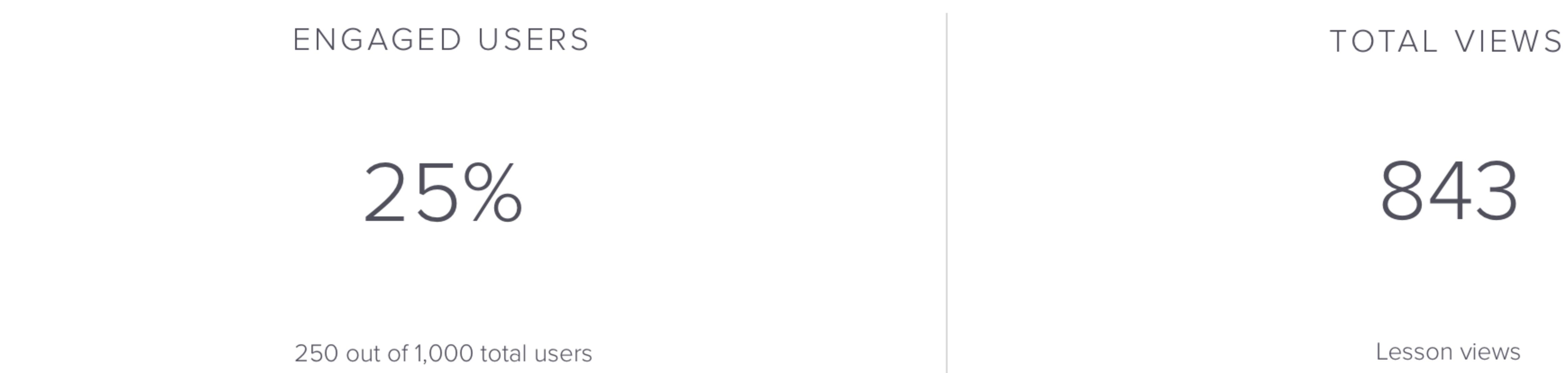
Administrator

Allows users to access the Admin feature set.

Include:

<p><input checked="" type="checkbox"/> Users & groups</p> <p>Can view, add, edit, and remove all users and groups</p>	<p><input type="checkbox"/> Content manager</p> <p>Can set the featured lessons and manage the lesson blacklist</p>
<p><input type="checkbox"/> Roles & access</p> <p>Can create and edit roles and assign them to all users and groups</p>	<p><input checked="" type="checkbox"/> Tag manager</p> <p>Can edit and manage all tags for the entire organization</p>
<p><input checked="" type="checkbox"/> Branding</p> <p>Can control branding of the platform for the entire organization</p>	<p><input checked="" type="checkbox"/> Integrations</p> <p>Can set up and edit integrations for the entire organization</p>

Dividers / Lines



Draggable blocks

Within a group of draggable blocks, we highlight the block that is on hover to let the users know they can drag and reorder this group of blocks.



1. TSI + Grovo: What learning should look like

4 questions

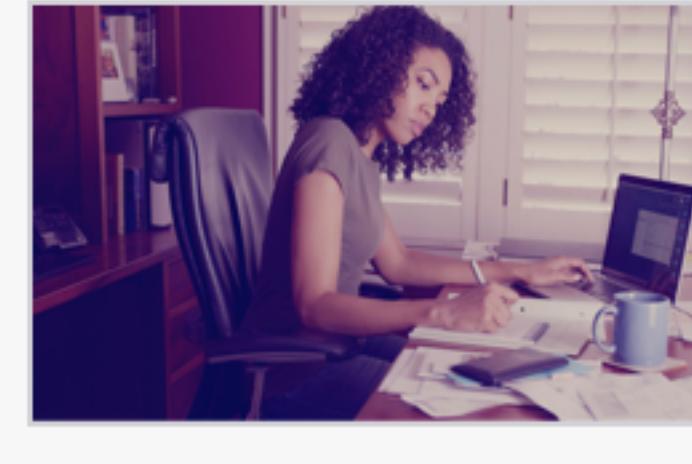
2 mins Preview Remove



2. Morris Communications and their Sweet Beta Experience

2 questions

1 min Preview Remove



3. What to Do When Someone Interrupts Your Deep Work

1 questions

4 min Preview Remove

FORM ELEMENTS

Search

search: default

search: focus-hover/typing

search_sm: default

search_sm: focus-hover/typing

So far, we only use the small search bar in top nav.

Checkbox

 Make this a required field checkbox Make this a required field checkbox: checked

Radio button

 Email user a link. radio_btn Define a temporary password. radio_btn: selected

On/Off toggle



Toggle: on



Toggle: off



Toggle: on (disabled)



Toggle: off (disabled)

Input

Attribute name

input w/ placeholder

API key

input: disabled 2

Some disabled inputs look the same as regular inputs, but the users will not be able to edit it.

Attribute name

input: filled

API name ⓘ

input w/ tooltip

Attribute name

input: focus

Attribute name

input w/ hint

Due date

input w/ icon

No spaces or uppercase characters.

Inherited Roles ⓘ

input: disabled

Attribute name

input: error

Throw out error message here.

Dropdown

Attribute

dropdown: collapsed

Attribute

dropdown: open

States

Top skills

We have dropdown with auto-complete to avoid very long dropdown list and help use easily find what they are looking for.

Direct Roles (optional)

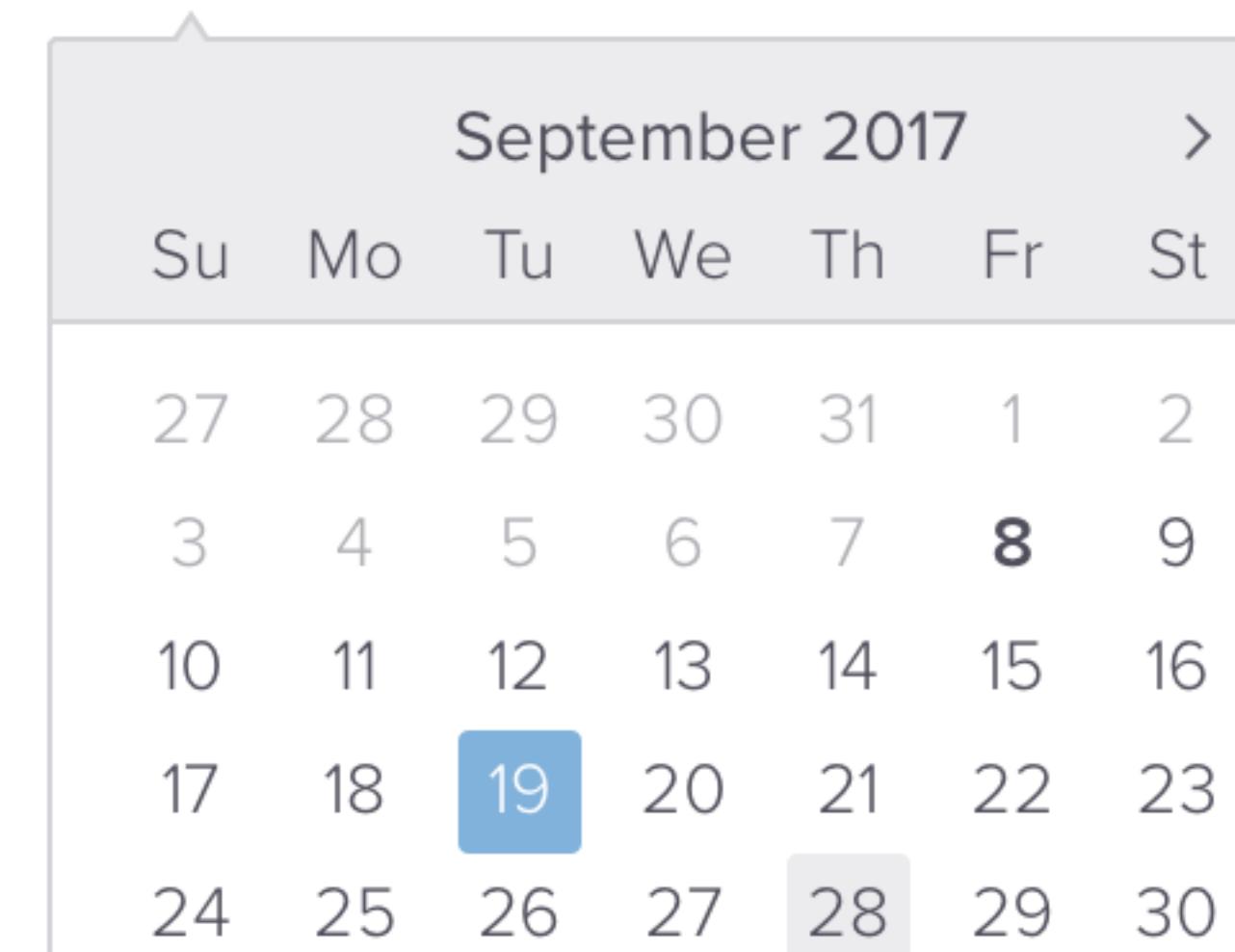
auto-complete: collapsed

Direct Roles (optional)

auto-complete: expanded

Date picker

Due date



TABLES

We use tables to list lessons, tracks, campaigns, users, and etc. Different tables have different columns based on use cases. But all tables have the same header style, padding, line height, and pagination.

Here are 2 examples of tables:

5 learners						
ASSIGNED TO ▾	PROGRESS	COMPLETION STATUS ▾	COMPLETED ON	ATTEMPT NO.	QUESTIONS CORRECT	ASSESSMENT SCORE
Matt Convente	9/9 lessons	✓ Completed	1/13/17	3	10/10	Passed - 100%
Matt DuLeone	9/9 lessons	✓ Completed	1/13/17	1	9/10	Passed - 90%
Megan Tong	9/9 lessons	✓ Completed	1/13/17	1	2/10	Failed - 20%
Pete Rosal	9/9 lessons	⌚ Completed late	2/20/17	2	8/10	Passed - 80%
Rachel Sunday (Overdue)	2/9 lessons	—	—	—	—	—

100 | 500 per page

◀ Page 1 of 1 ▶

3 tracks			
STATUS ▾	TITLE ▾	LAST UPDATED ▾	ACTIONS
Published	GALAXY: Track contains galaxy lesson	1/13/17	Edit Duplicate Delete
Published	GALAXY: Teach something interpersonal	1/13/17	Edit Duplicate Delete
Published	Microlearning School: Write for Microlearning	1/13/17	Edit Duplicate Delete

100 | 500 per page

◀ Page 1 of 1 ▶

Empty state

When there is no content in a table, we usually put a call to action button (e.g. create lesson) to motivate users to add new entries to the empty table.

0 lessons			
You haven't created any lessons yet. It's very easy to create a lesson in Grovo.			
CREATE LESSON			

Status of content

Not every item in the table has the same status. Sometimes there are pending items, newly added items, etc. We use different ways to highlight items with special status.

Here are 2 examples:

3 tracks			
STATUS ▾	TITLE ▾	LAST UPDATED ▾	ACTIONS
Published	GALAXY: Track contains galaxy lesson	1/13/17	Edit Duplicate Delete
Published	GALAXY: Teach something interpersonal	1/13/17	Edit Duplicate Delete
Published	Microlearning School: Write for Microlearning	1/13/17	Edit Duplicate Delete

100 | 500 per page

◀ Page 1 of 1 ▶

4 learners

● ▾	FIRST NAME ▾	LAST NAME ▾	EMPLOYEE ID ▾	EMAIL ▾	DEPARTMENT ▾
	Jonathan	Nonon	jnonon	jnonon@grovo.com	Engineering
●	Claire	Chen	cchen	cchen@grovo.com	Engineering
	Megan	Tong	mtong	mtong@grovo.com	Engineering
	Pete	Rosal	prosal	prosal@grovo.com	Engineering

100 | 500 per page

◀ Page 1 of 1 ▶

PROGRESS

We use multiple progress indicators to show the users where they are and how much they have done. We have different progress indicators for different contexts.

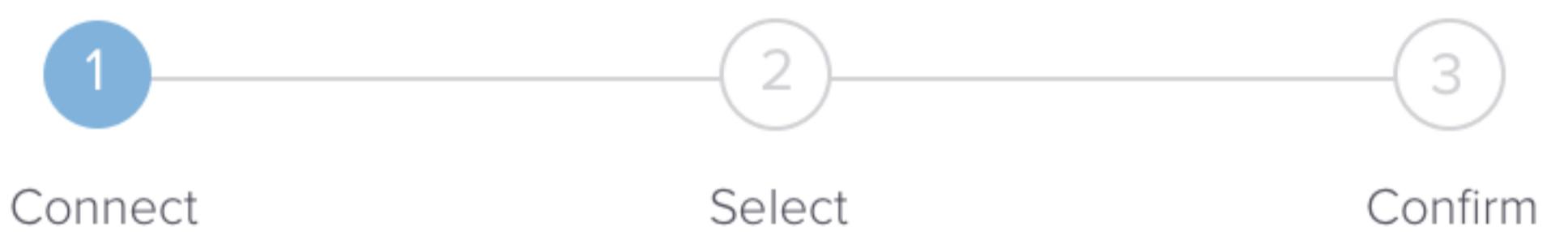
Progress bar in lesson player



Progress bar on assignment card



Wizard

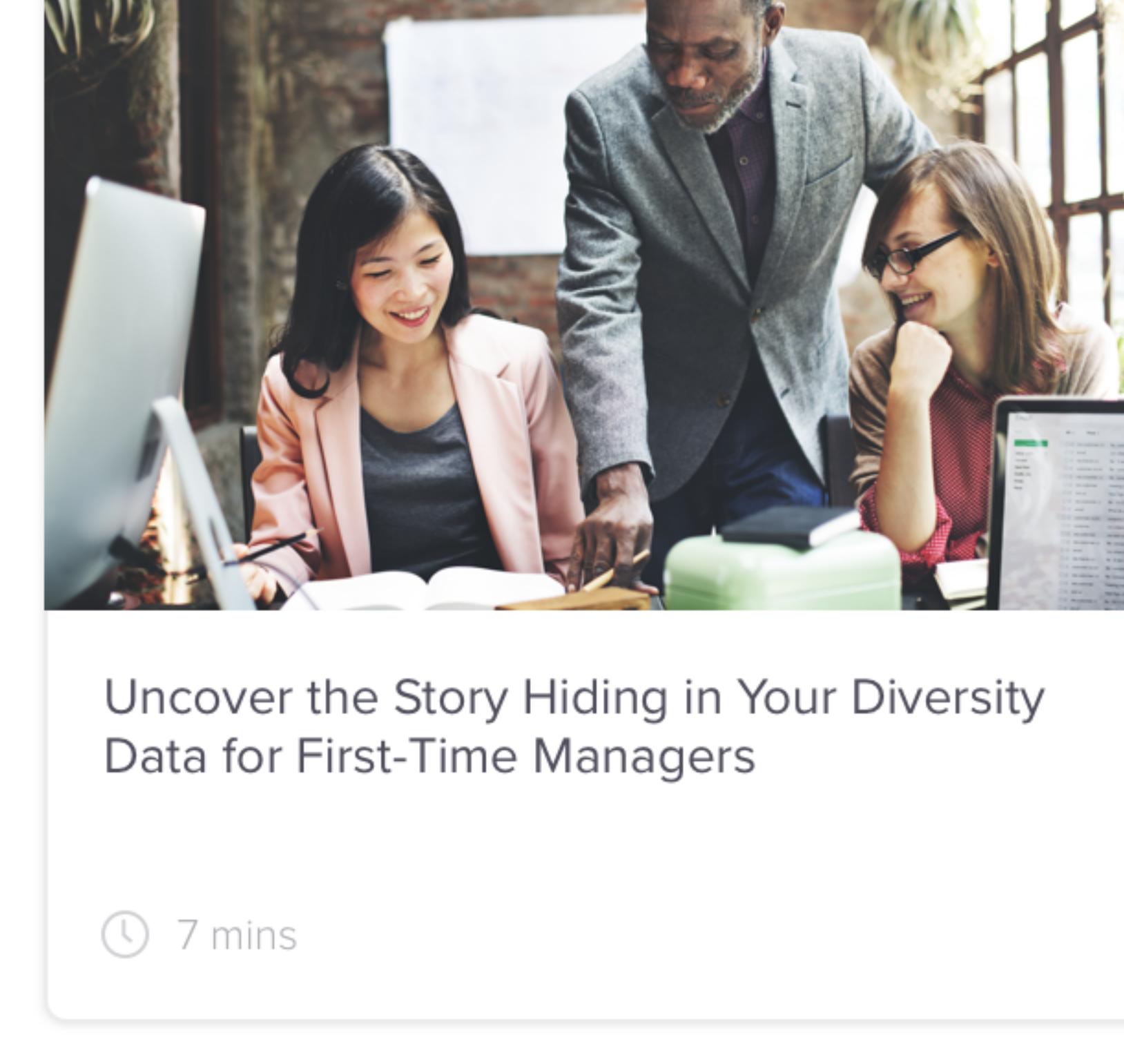


CARDS

We use a card UI to represent our lessons, tracks and assignments. Cards have a drop shadow and fixed dimensions.

Lesson cards for browsing

On lesson cards, titles only display two lines of text and then cut off to show an ellipsis. Meta data always goes at the bottom of the card.



Uncover the Story Hiding in Your Diversity Data for First-Time Managers

⌚ 7 mins

Lesson card



Uncover the Story Hiding in Your Diversity Data for First-Time Managers

⌚ 7 mins

Lesson card: hover



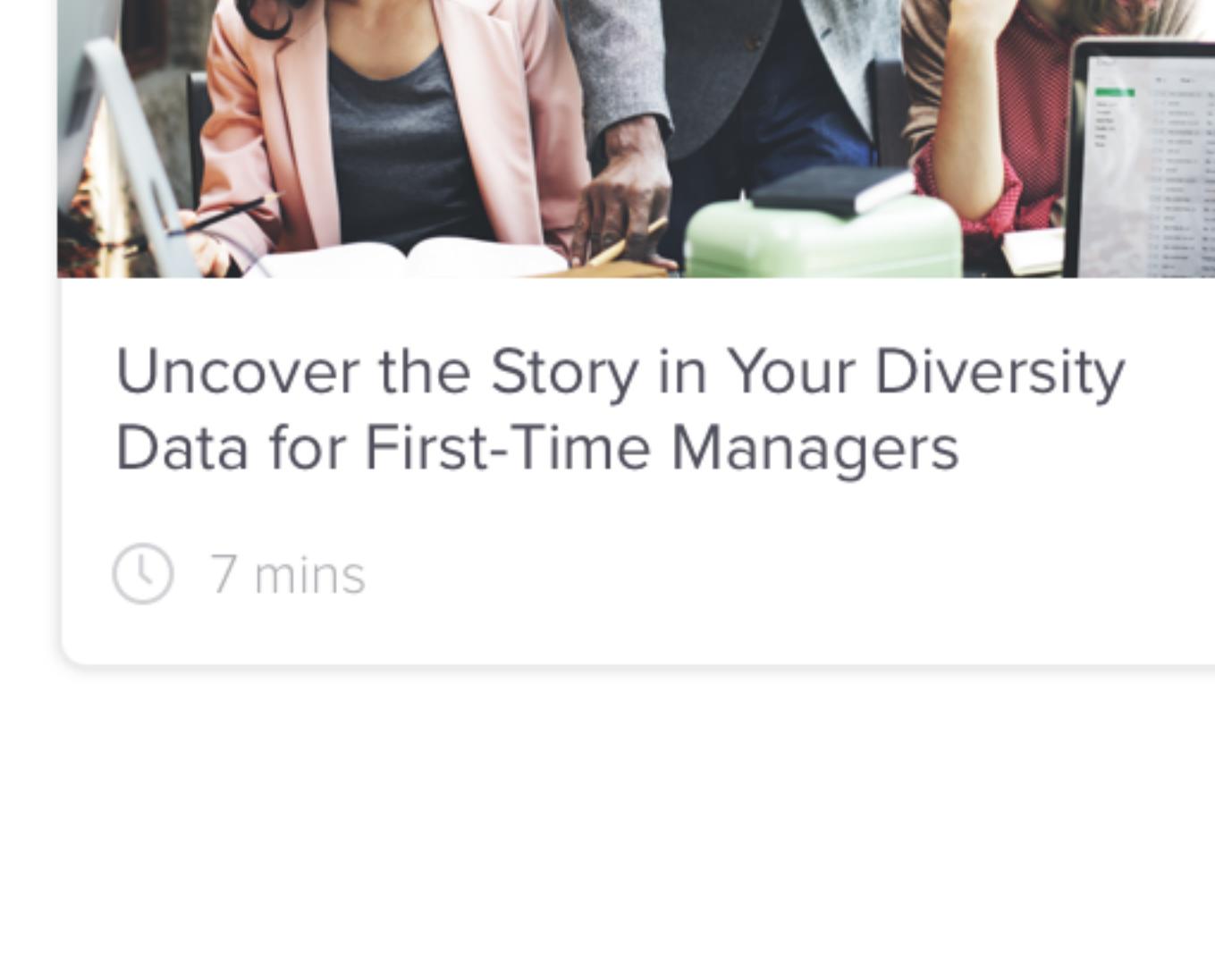
Uncover the Story Hiding in Your Diversity Data for First-Time Managers If This is a l ...

⌚ 7 mins

Lesson card: hover

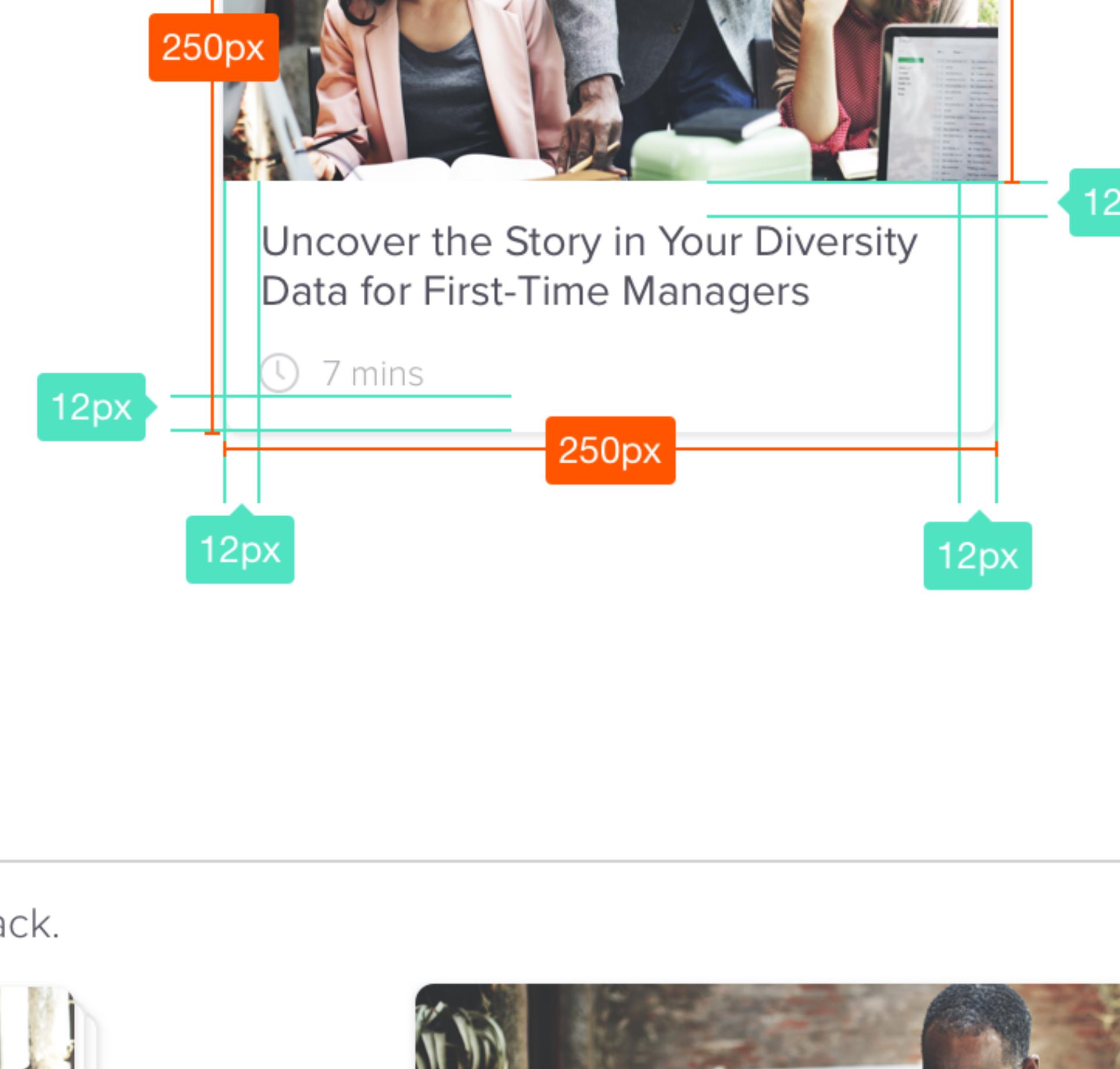
shadow:
-1px 0 2px 0, #000000, 5%
1px 1px 2px 0, #000000, 5%

We also have small lesson cards, which are being used on the assignment complete cards and user assignment detail page.



Uncover the Story in Your Diversity Data for First-Time Managers

⌚ 7 mins

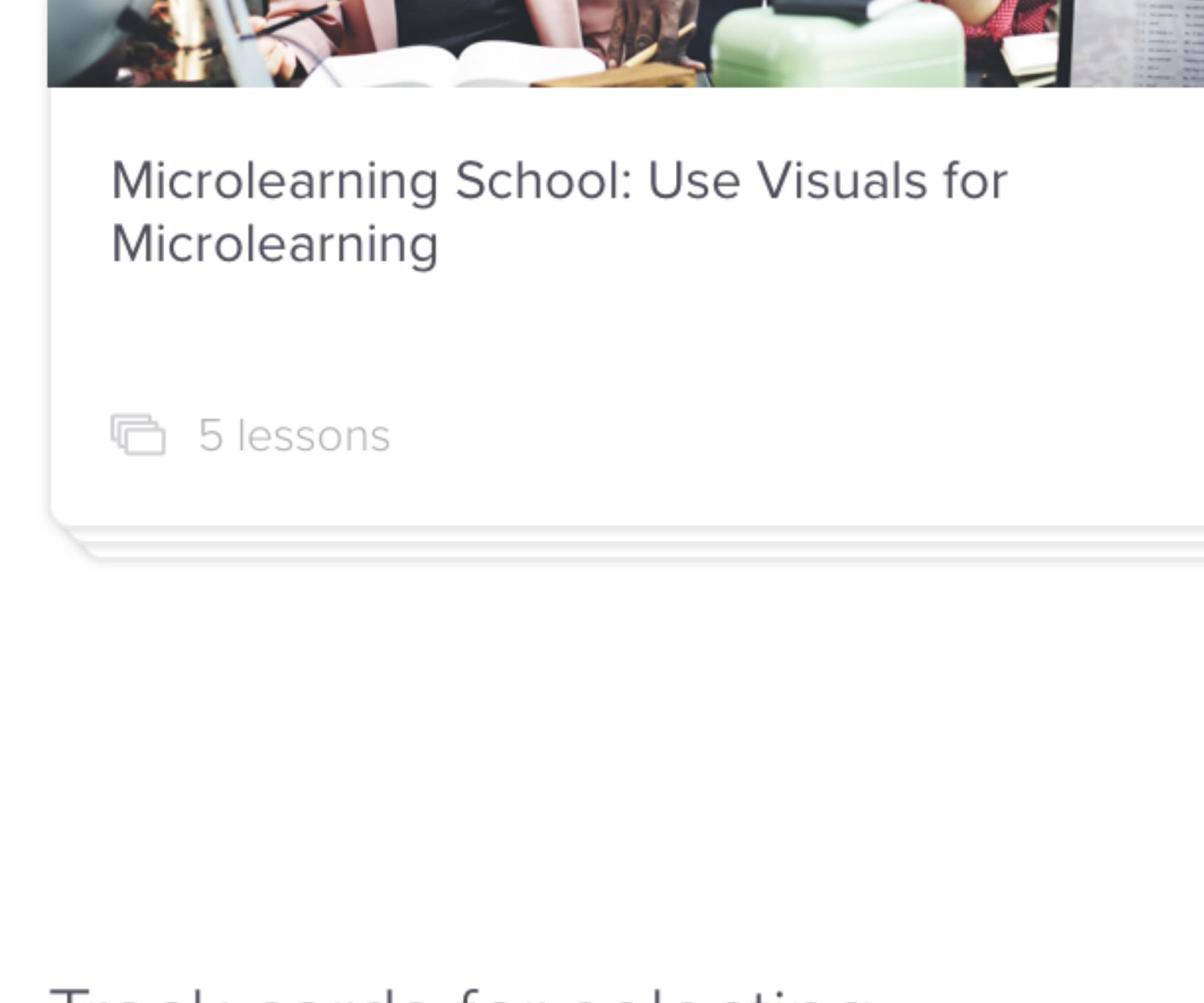


Uncover the Story in Your Diversity Data for First-Time Managers

⌚ 7 mins

Track cards for browsing

We use a stack of 3 lesson cards to show a track.



Microlearning School: Use Visuals for Microlearning

⌚ 5 lessons

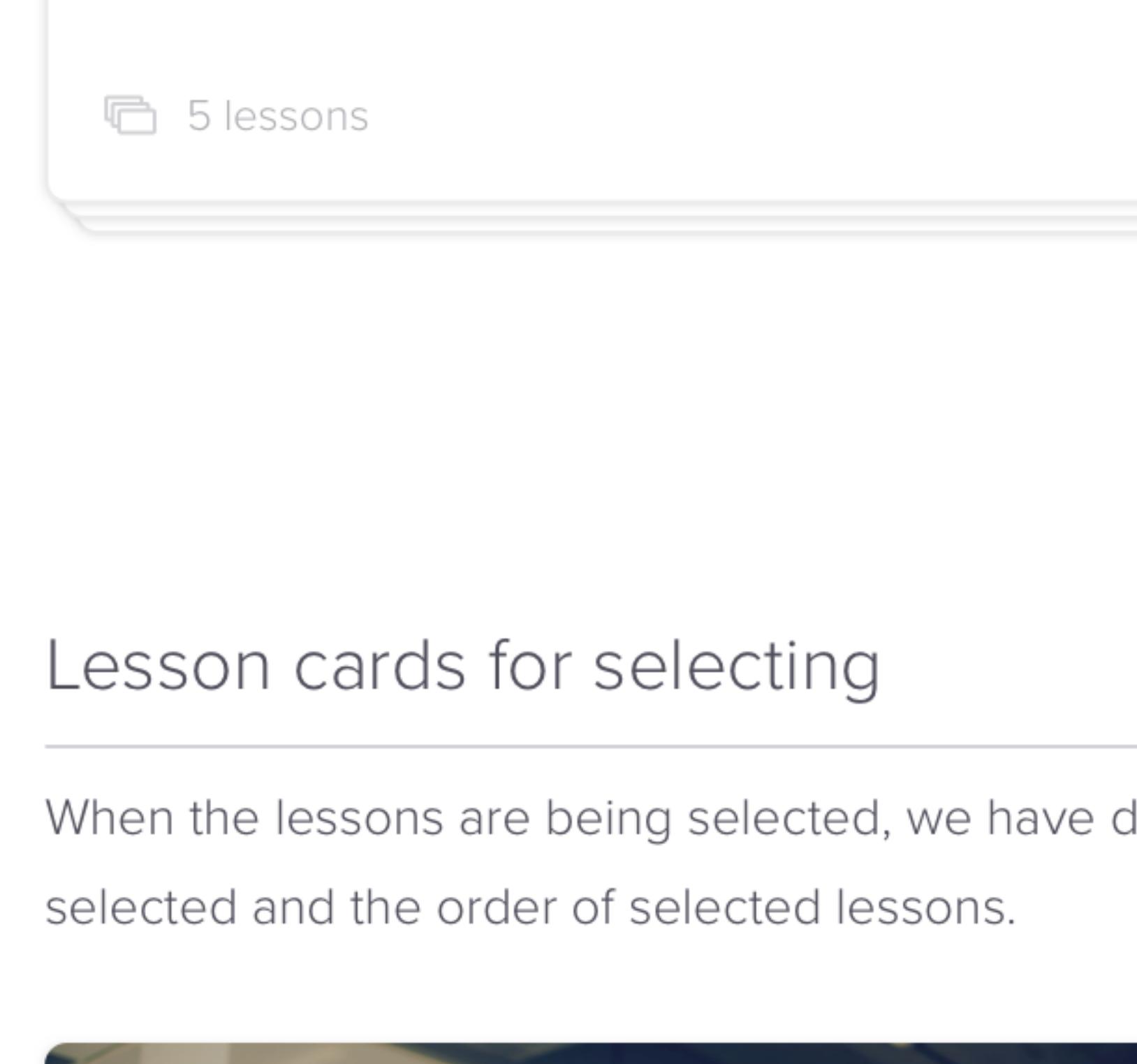


Microlearning School: Use Visuals for Microlearning

⌚ 5 lessons

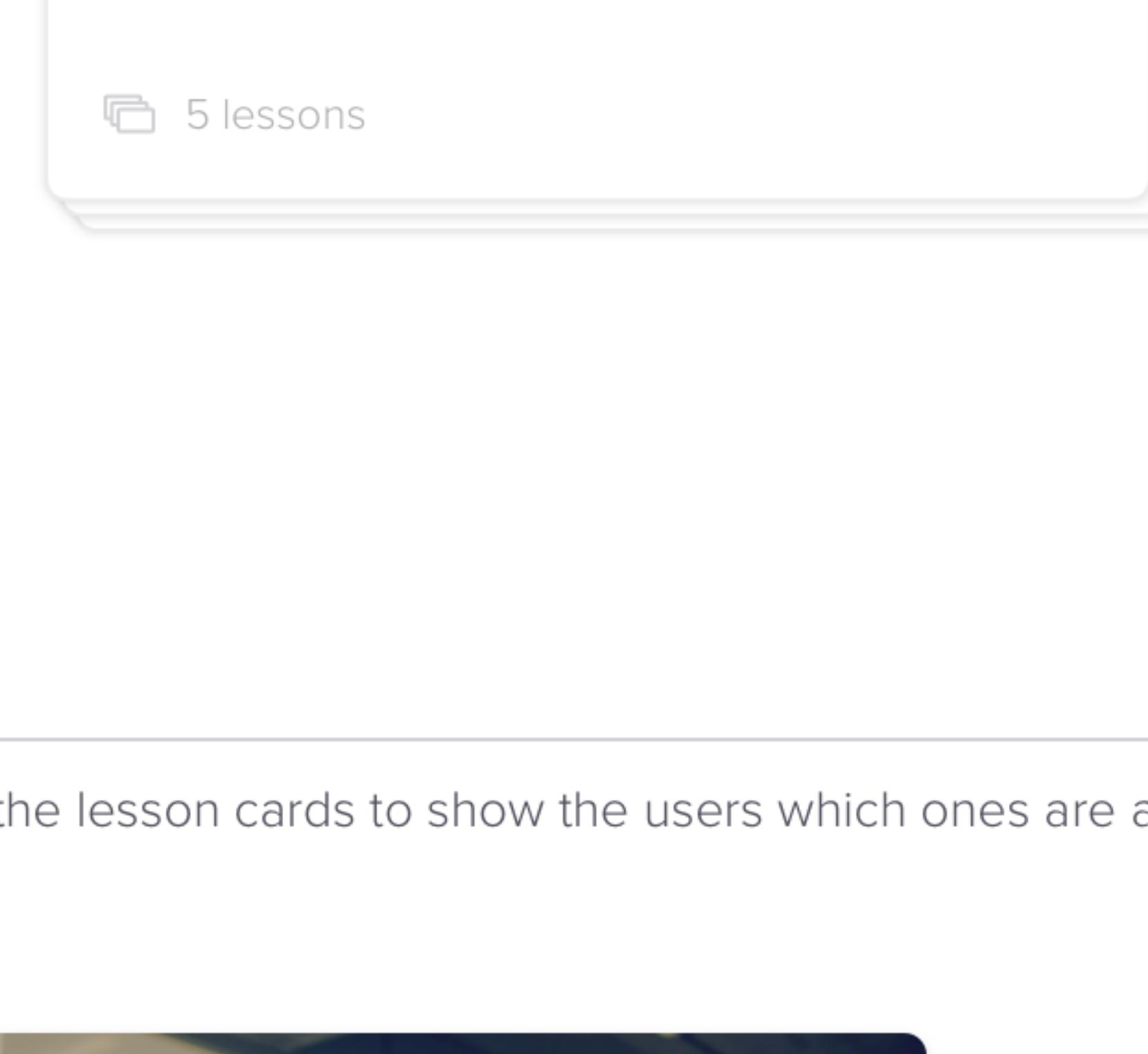
4px

Track cards for selecting



Microlearning School: Use Visuals for Microlearning

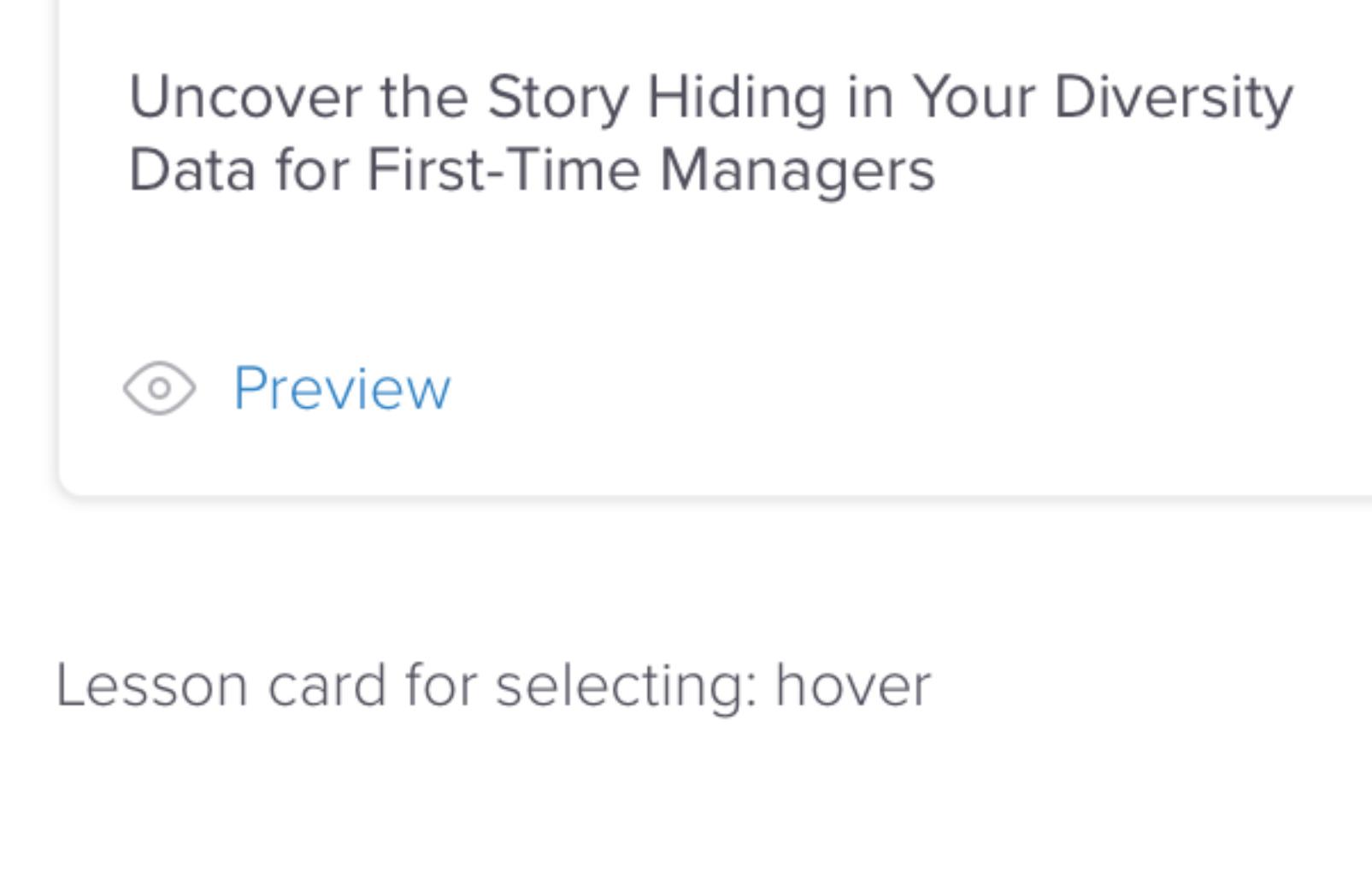
⌚ 5 lessons



Microlearning School: Use Visuals for Microlearning

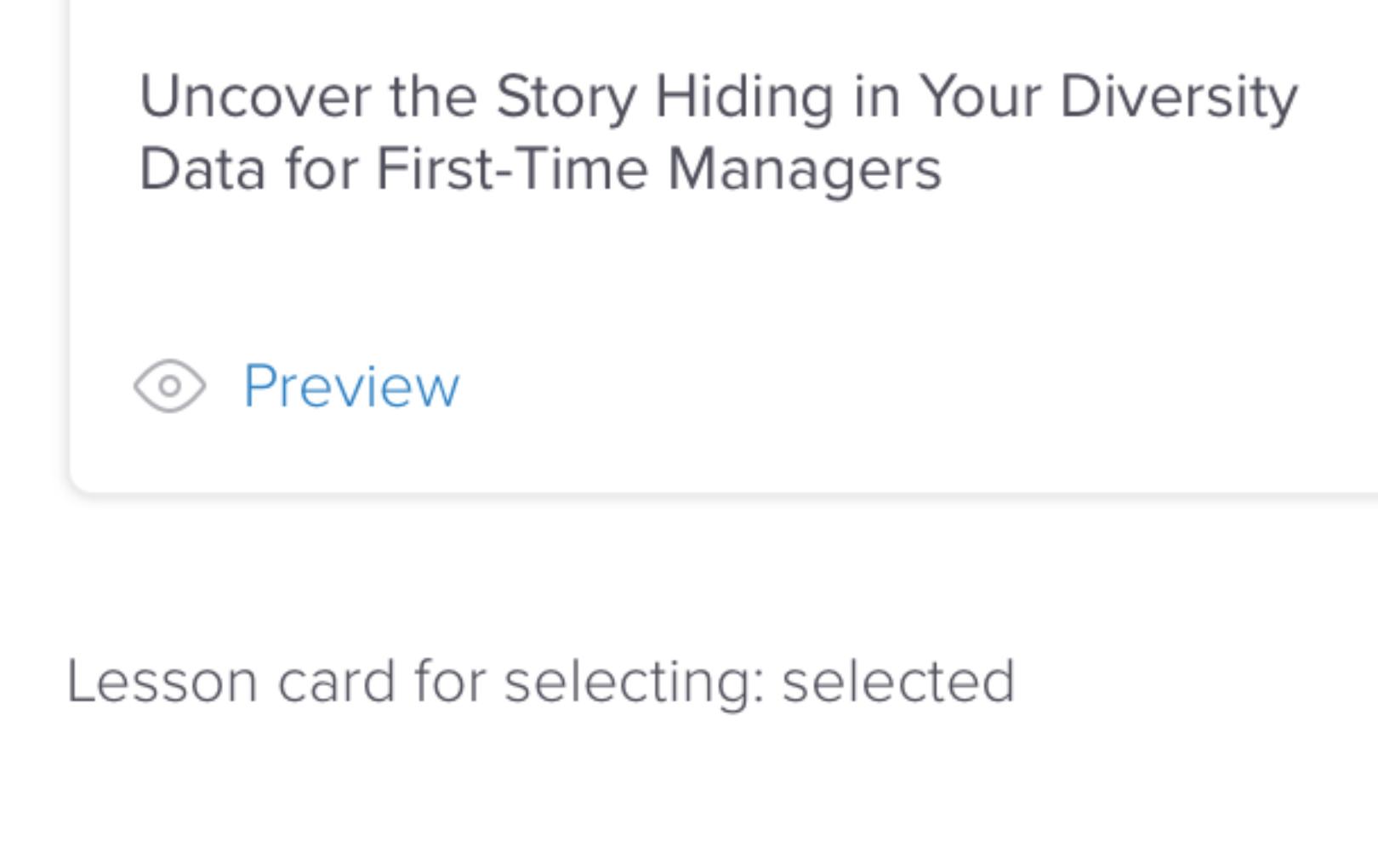
⌚ 5 lessons

Lesson cards for selecting



Uncover the Story Hiding in Your Diversity Data for First-Time Managers

⌚ Preview



Microlearning School: Use Visuals for Microlearning

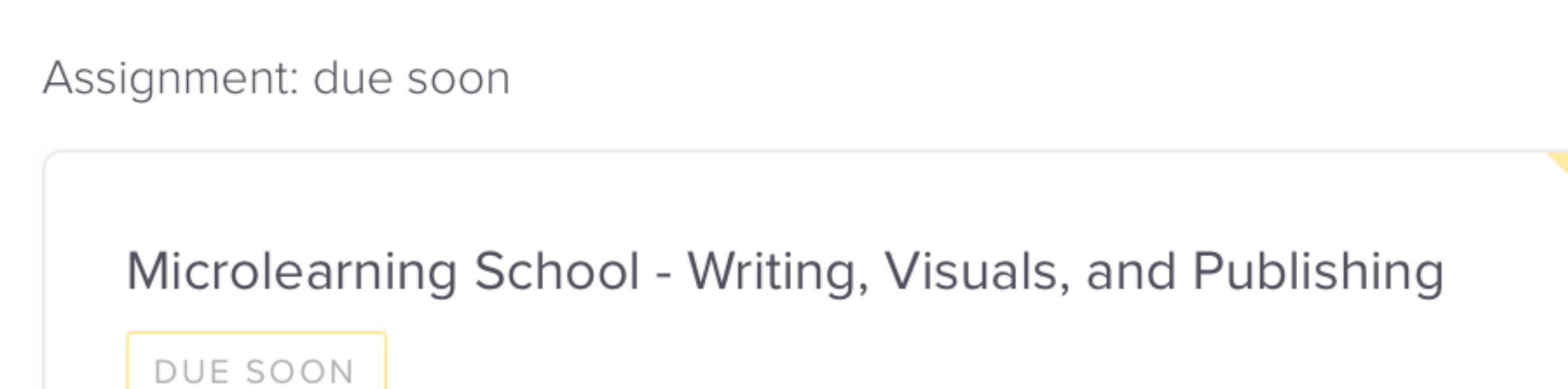
⌚ 5 lessons

Lesson card for selecting: hover

Lesson card for selecting: selected

Assignment cards

Assignment: not started

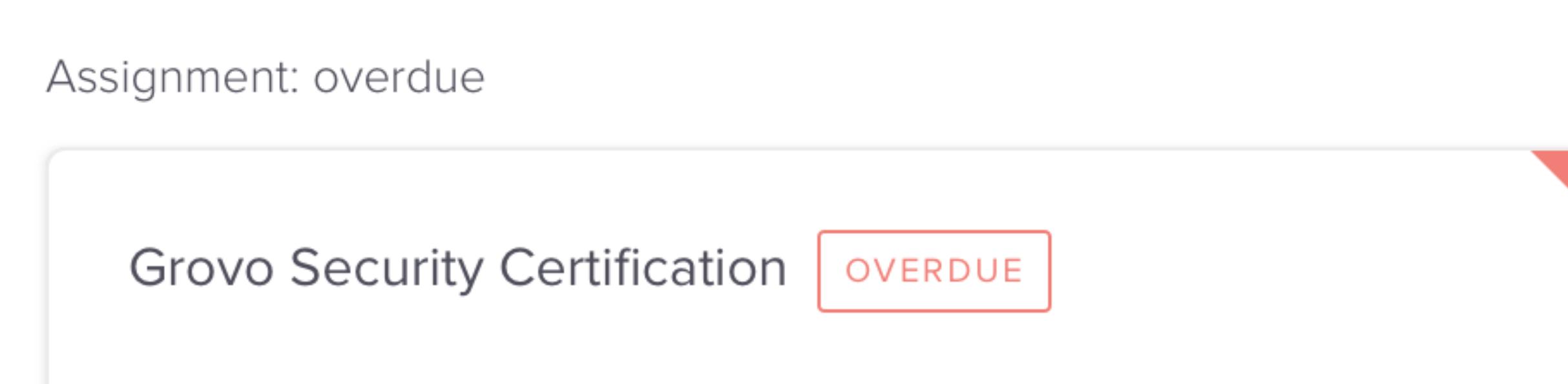


Collaborate with Different Personality Types

⌚ 0/4 lessons complete

START

Assignment: started

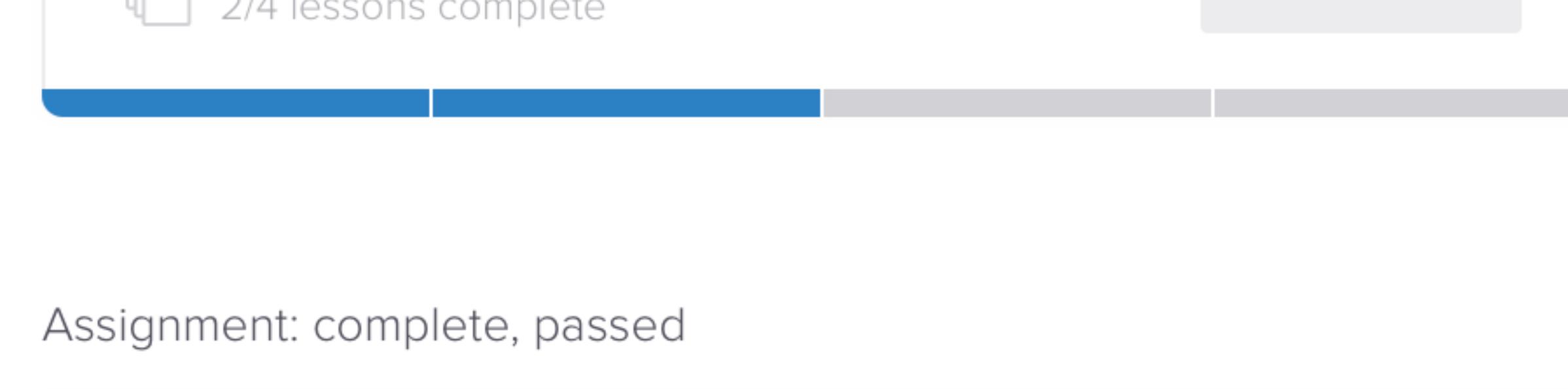


Collaborate with Different Personality Types

⌚ 1/4 lessons complete

RESUME

Assignment: due soon



Microlearning School - Writing, Visuals, and Publishing

DUE SOON

⌚ 2/4 lessons complete

RESUME

Assignment: overdue

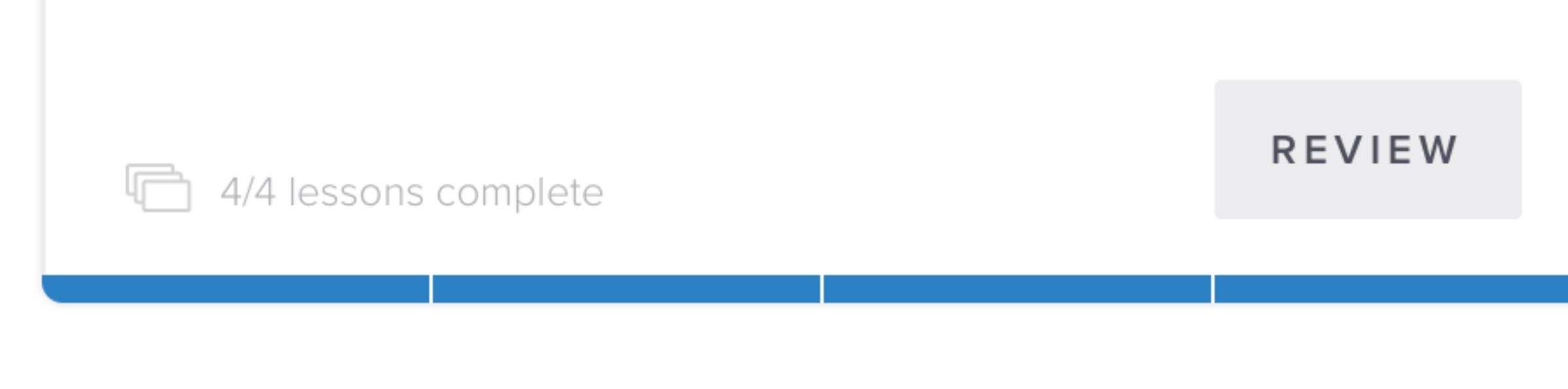


Grovo Security Certification

OVERDUE

⌚ 1/4 lessons complete

Assignment: complete, passed



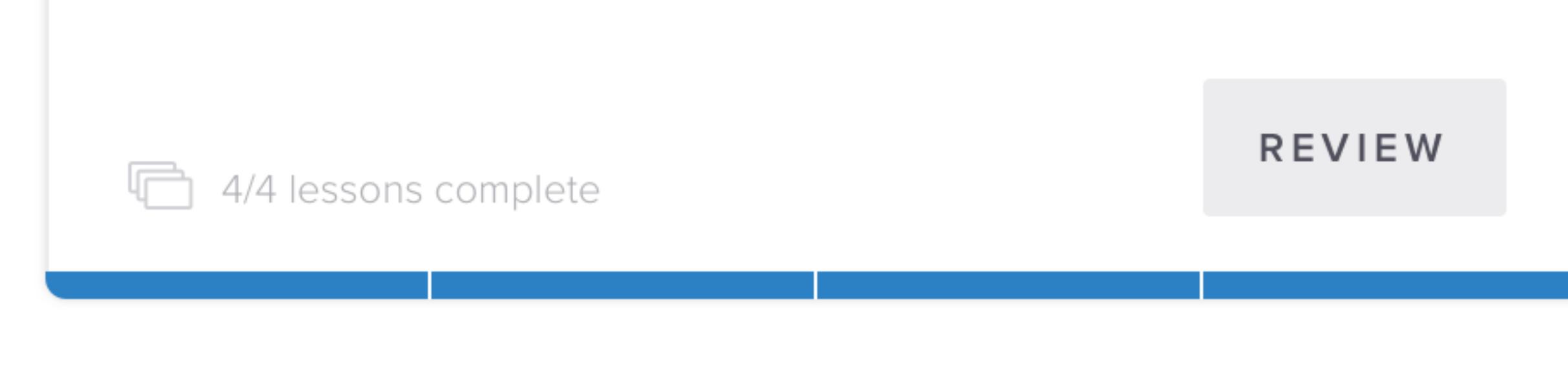
Digital Marketing 101

PASSED • 50%

⌚ 4/4 lessons complete

REVIEW

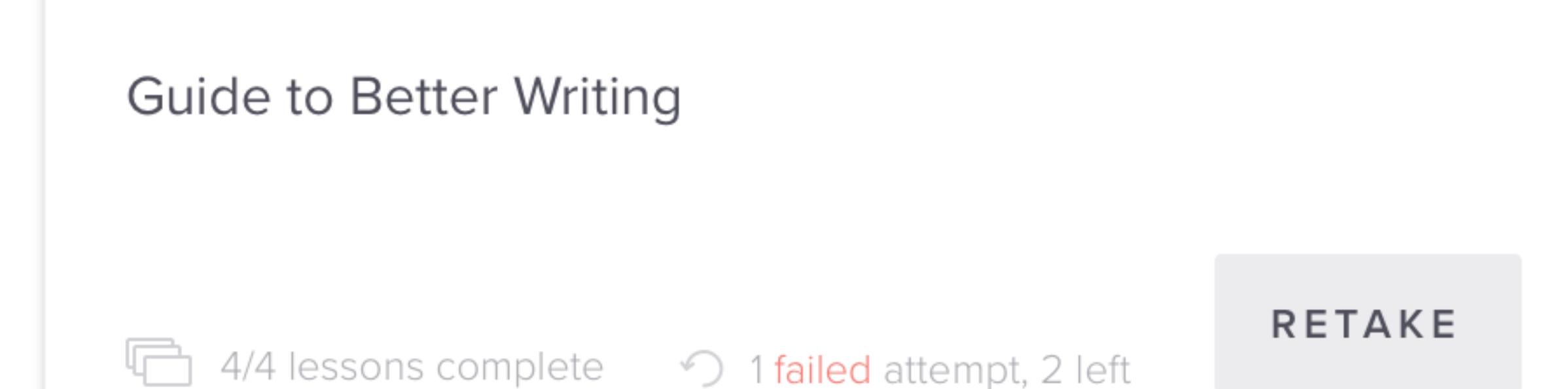
Assignment: complete



First-time manager in New York

REVIEW

Assignment: complete, failed, more attempts



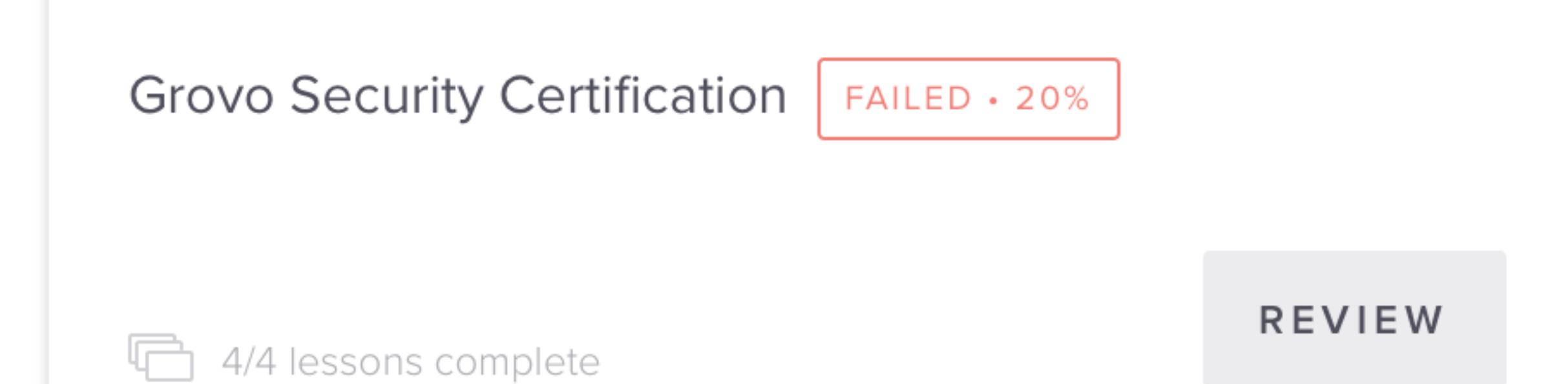
Guide to Better Writing

⌚ 4/4 lessons complete

⌚ 1 failed attempt, 2 left

RETAKE

Assignment: complete, failed



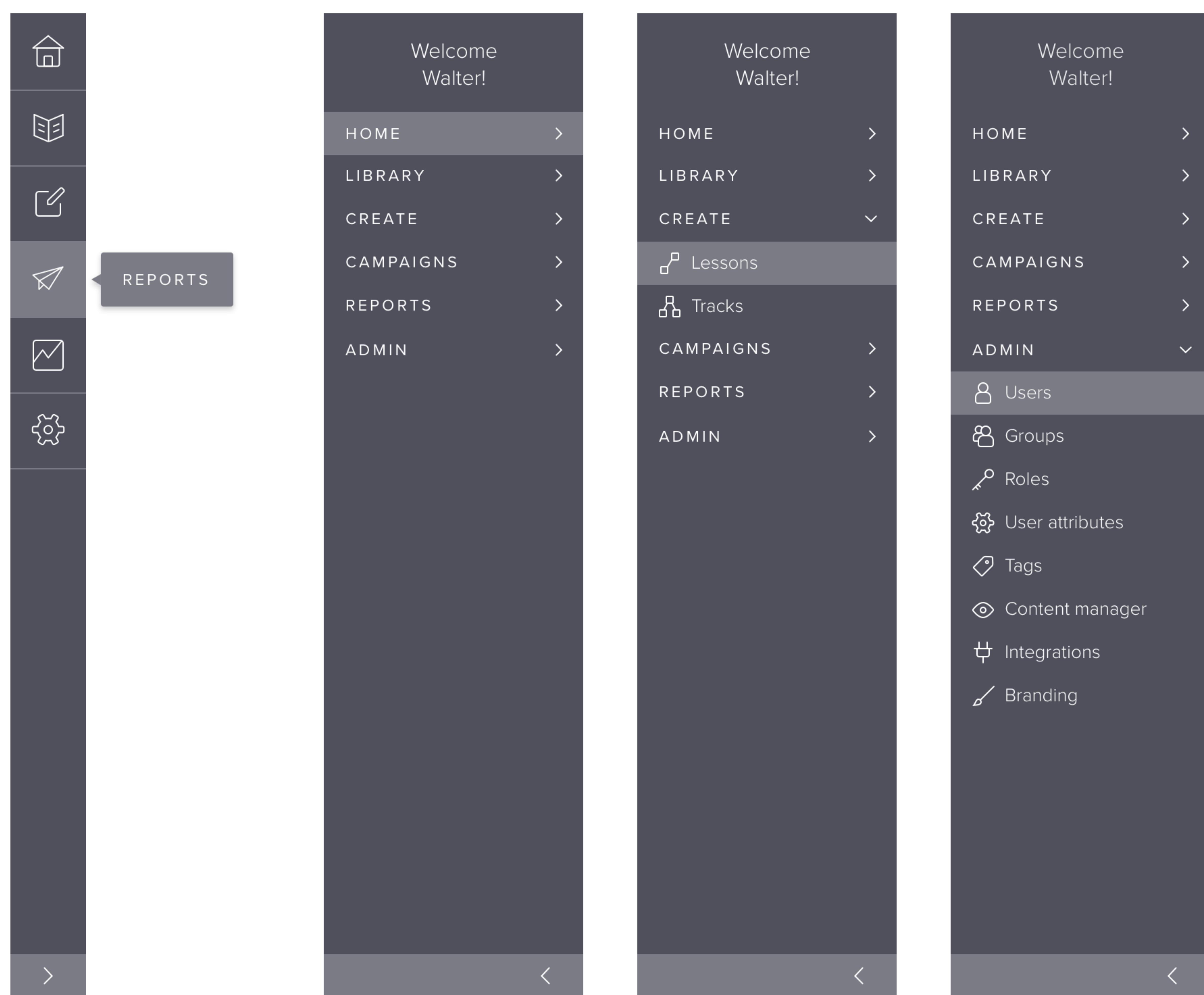
Grovo Security Certification

FAILED • 20%

REVIEW

NAVIGATIONS

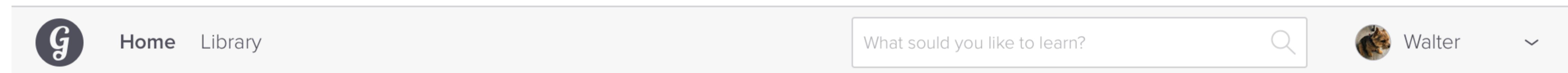
Side nav (Admin only)



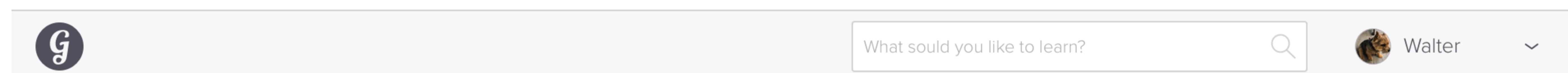
Top nav (user)

Top nav has fixed height 48px and takes the full width of the screen. Background color is #F7F7F7 (Gray 100).

Top nav looks slightly different in user view and admin view.



Top nav (admin)



Tabs

We use tabs to switch between two different categories of content



Breadcrumb

Roles > Edit role
Standard reports > Request report

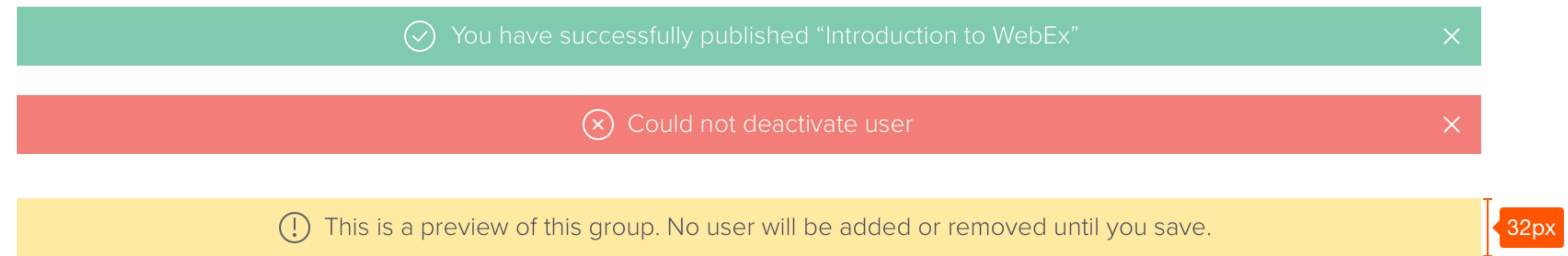
ALERTS

Top alerts

Top alerts take the full width of the screen and have fixed height, 32px.

Content of a top alert is always centered.

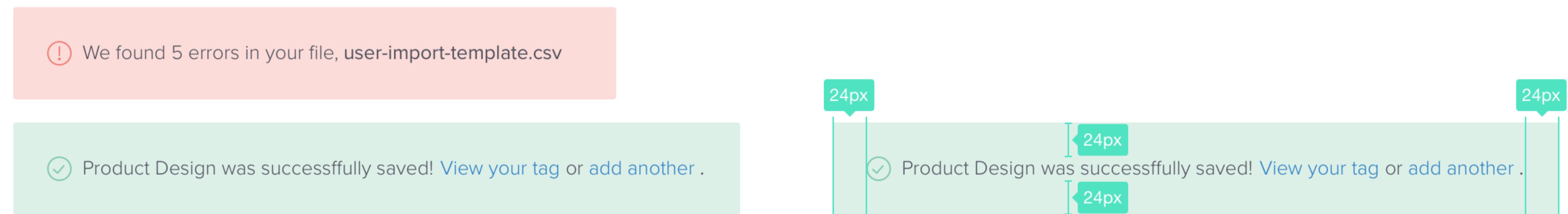
We utilize icon, X button or neither of them based on different use cases.



Alert messages

Alert message have 24px padding but don't have a fixed size.

The size is decided by the content within it.



Icon alerts

We also use large icons to show error, success and other statuses. The alert is part of the content block and notifies users of status changes.

GROVO API View instructions	Automate provisioning of new users and user updates from your HRIS and other systems through Grovo's API. Error 7 hours ago - Details
---	---

SAML View instructions Edit settings	Create a service-provider initiated link to Grovo via any SAML 2.0 SSO. Connected Last sync 6 hours ago
--	---

MODALS

Modals

Modals are always vertically and horizontally centered in the screen.

Modals have fixed width. Minimum (and also default) width is 600px. We also use large (width: 800px) or extra-large (width: 1120px) modals when we need to display a large amount of content.

Height of modals is not fixed and decided by the content within them.

The next 2 pages are examples of default and extra-large modals.

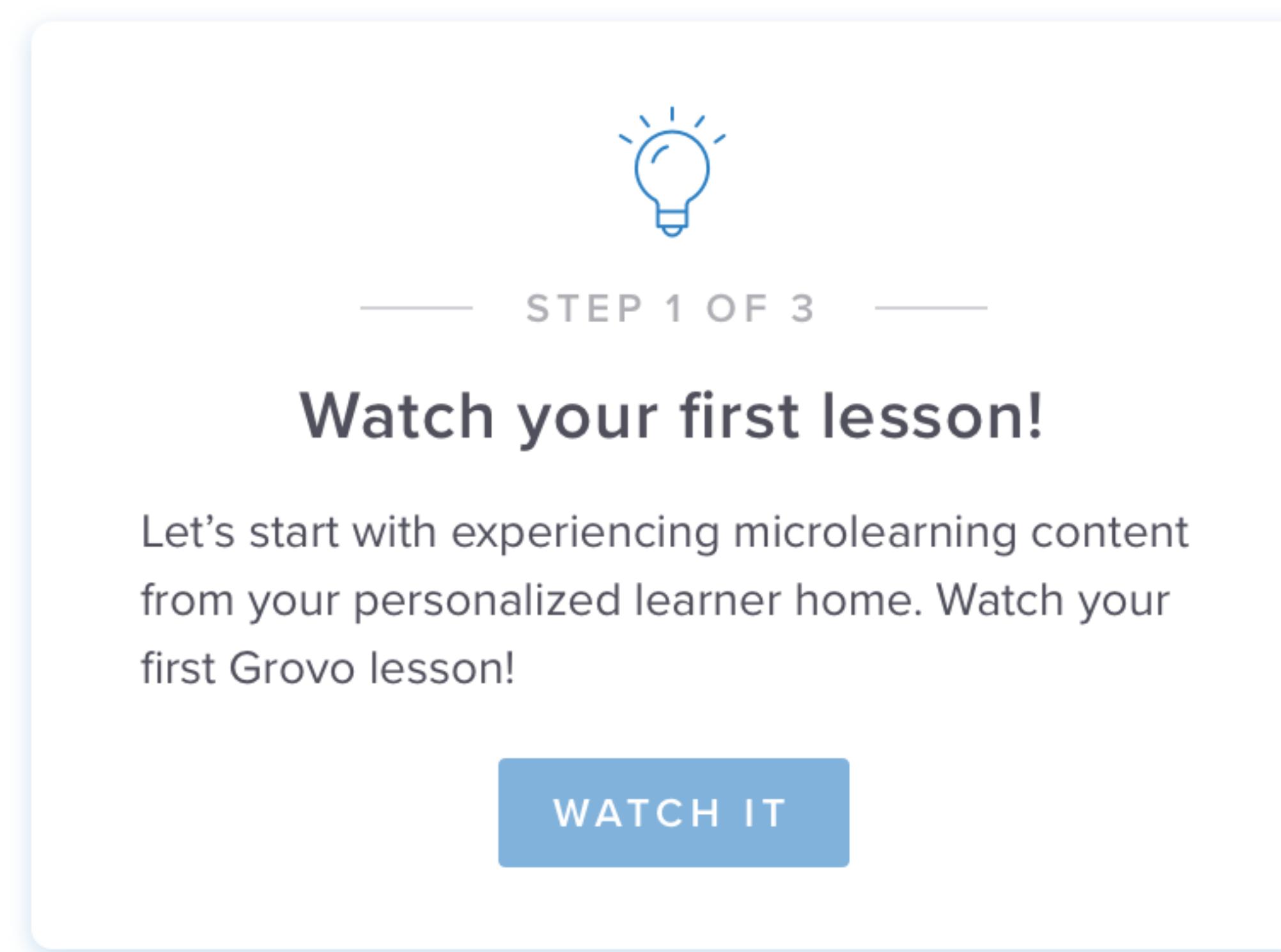
Explore modals

Modals in Explore Grovo are different from regular modals.

Explore modals serve as prompts of a guided tour, users have to take the action on Explore modals and cannot dismiss them.

Explore modals has fly-in animation when they appear on the page and shakes when the users try to ignore them.

Here is an example of Explore modal:



shadow: 0px 2px 7px 0px, grovo-blue, 40%
padding: 24px 32px
border-radius: 6px



Welcome
Walter!

What would you like to learn?



Walter



Users > Edit user

Edit user: Chris Acquaviva

DEACTIVATE CHRIS ACQUAVIVA

HOME

LIBRARY

CREATE

CAMPAIGNS

REPORTS

ADMIN

Users

Groups

Roles

User attributes

Tags

Content manager

Integrations

Branding

Basic information

Delete Group



First Name

Chris

Are you sure you want to delete "New York Office"?

- This group will be deleted for your entire organization
- All historical assignments to this group will remain assigned to these users

CANCEL

DELETE GROUP

Additional attributes

2017 Compliance Training

City

09/28/2017

48px

Modal with default width (600px)



Remote

32px

You will be creating a copy of "This is a SCORM"

Change password

Name the copy

Copy of This is a SCORM

32px

CANCEL SAVE

24px

Reset this user's password

Define a temporary password

You must notify this user of

Email user a link.

User will receive an email from Grovo with a link to set their own password.

SAVE

CANCEL



Welcome
Walter!

What should you like to learn?



Walter

Lessons

CREATE LESSON

HOME

LIBRARY

CREATE

Lessons

Tracks

CAMPAIGNS

REPORTS

ADMIN

Built by me 7

Built by Nike 398

Built by Grovo 2381

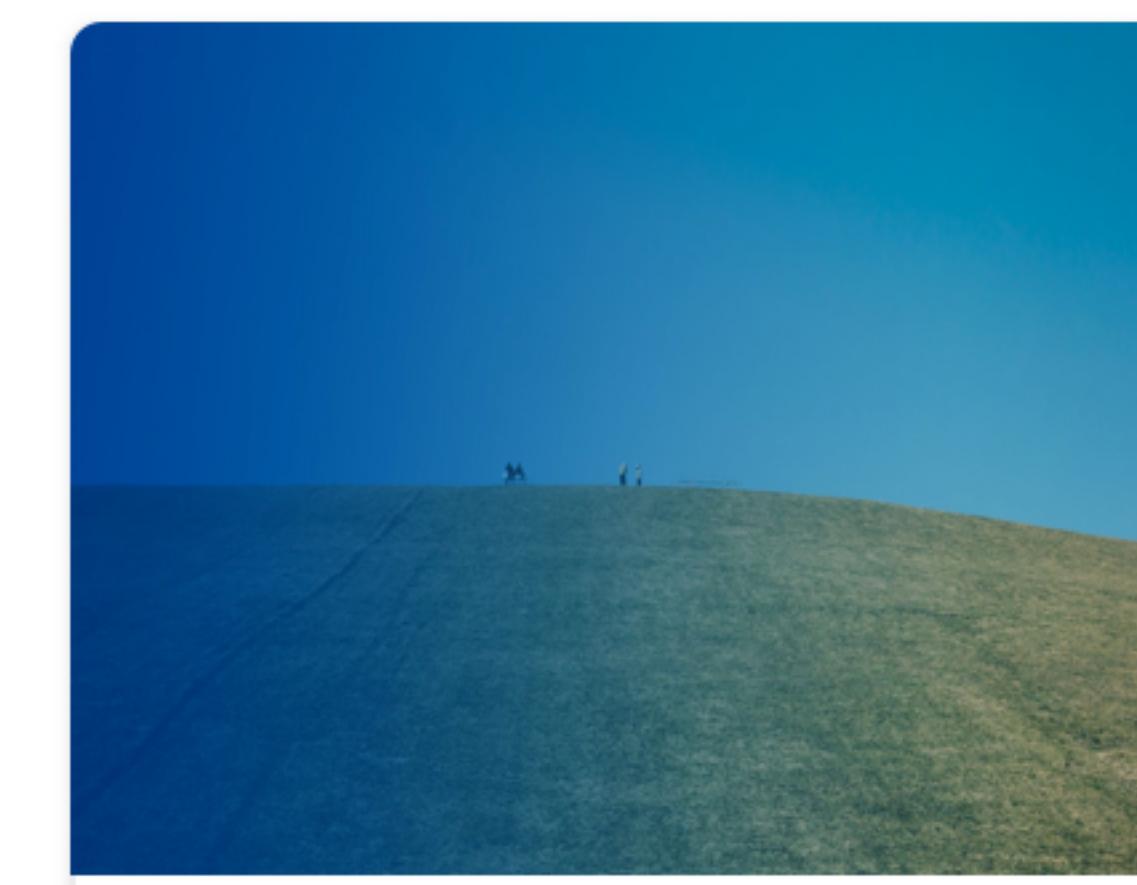
Create a new lesson



— START FROM SCRATCH —



BLANK LESSON



EXPLAIN A CONCEPT



TEACH A SKILL

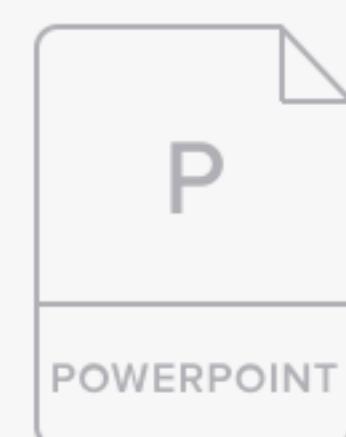


INTRODUCE A TOPIC

— START WITH AN OUTLINE —



S
SCORM



P
POWERPOINT

Drag and drop your file

Or [browse for your file](#)

— IMPORT YOUR OWN CONTENT —

- [Create](#) [Delete](#)

TOOLTIPS

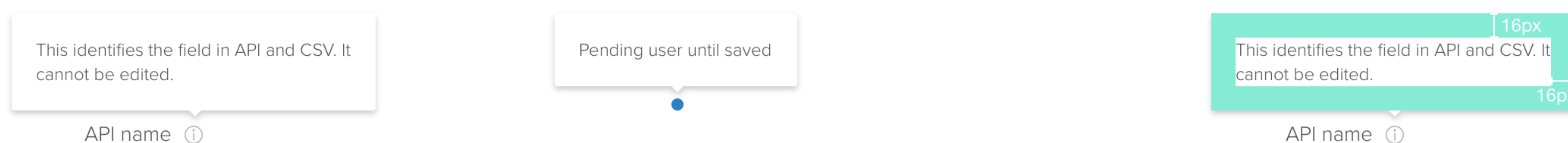
Tooltips provide helpful hints or simple instructions for the users when it is needed. Tooltips appear when the user hovers over, focuses on, or clicks an element. Content of a tooltip should always be simple and clear.

Tooltips with an actual sentence in it has minimum width: 240px. Tooltips with only few words doesn't have a minimum width, and its width fits the content within it.

White tooltips

White tooltips have white (#FFFFFF) background and shadow: 0 2px 4px 0, #5050D, 30%.

The padding of tooltips is not fixed, it depends on the content and size. Suggested padding: 16px.

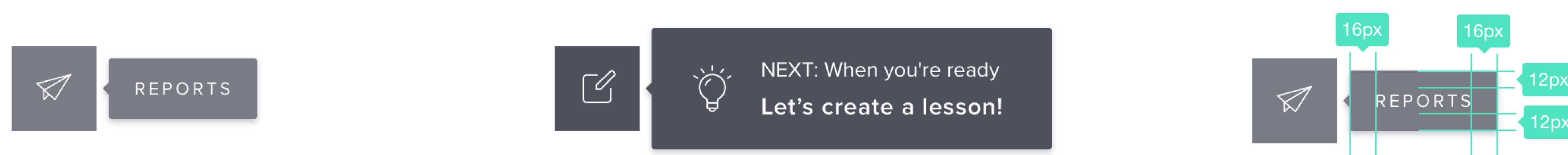


Dark tooltips

Dark tooltips are mostly being used for side nav.

The background color of the tooltip should match the button in side nav.

Suggested padding: 16px.



POPOVERS

Popovers have the similar appearance as tooltips. But popovers are triggered by clicking and there is an action that can be taken in the popover. Action within a popover should always be simple and clear.

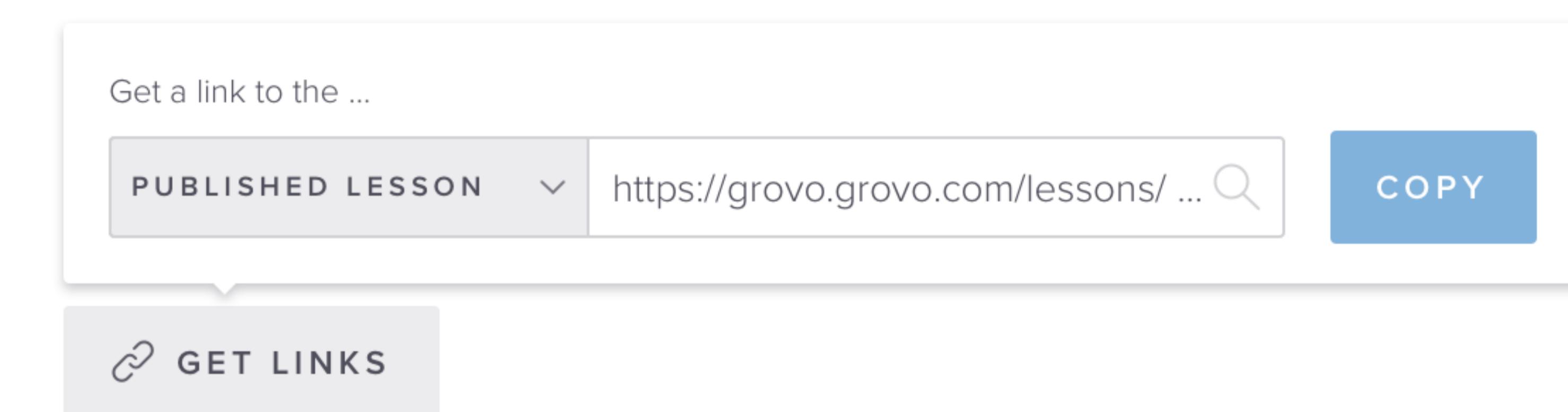
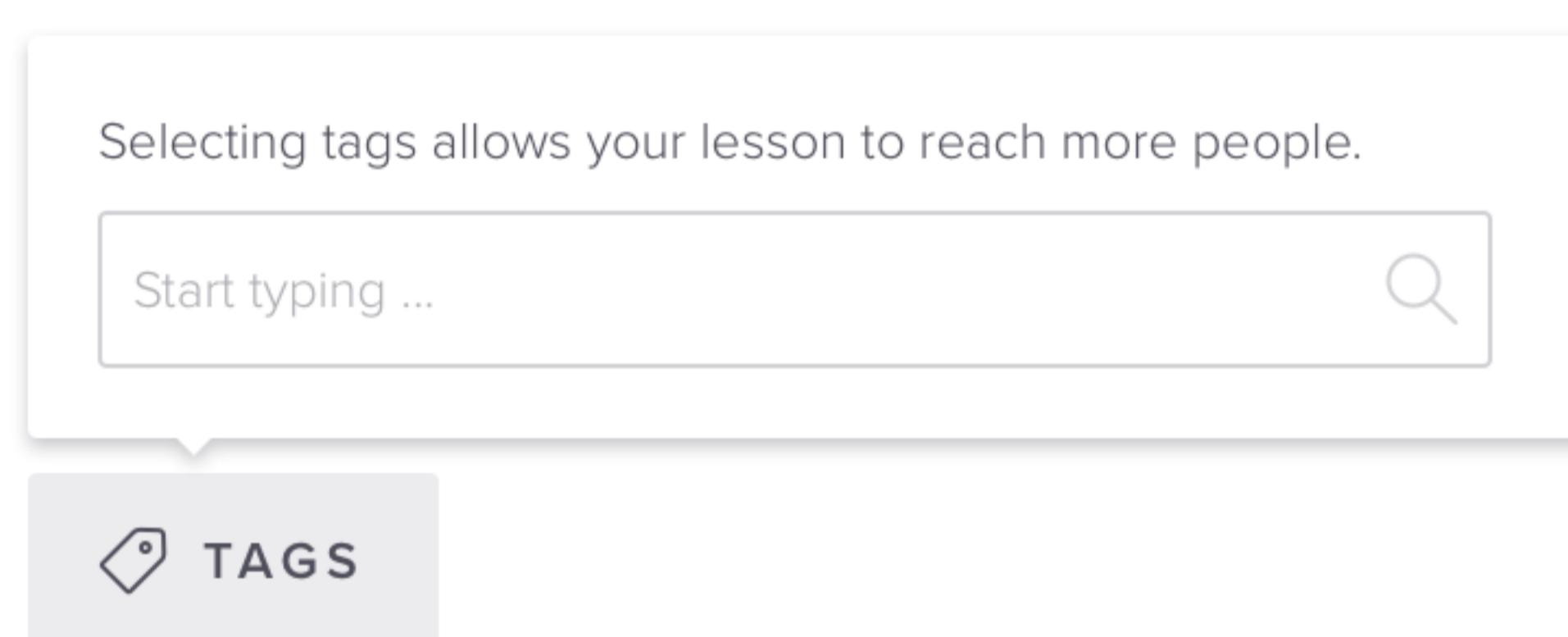
Popovers has similar style as white tooltips:

minimum width: 240px;

padding: 16px;

shadow: 0 2px 4px 0, #5050D, 30%.

Below are a few examples:



DATA VISUALIZATION

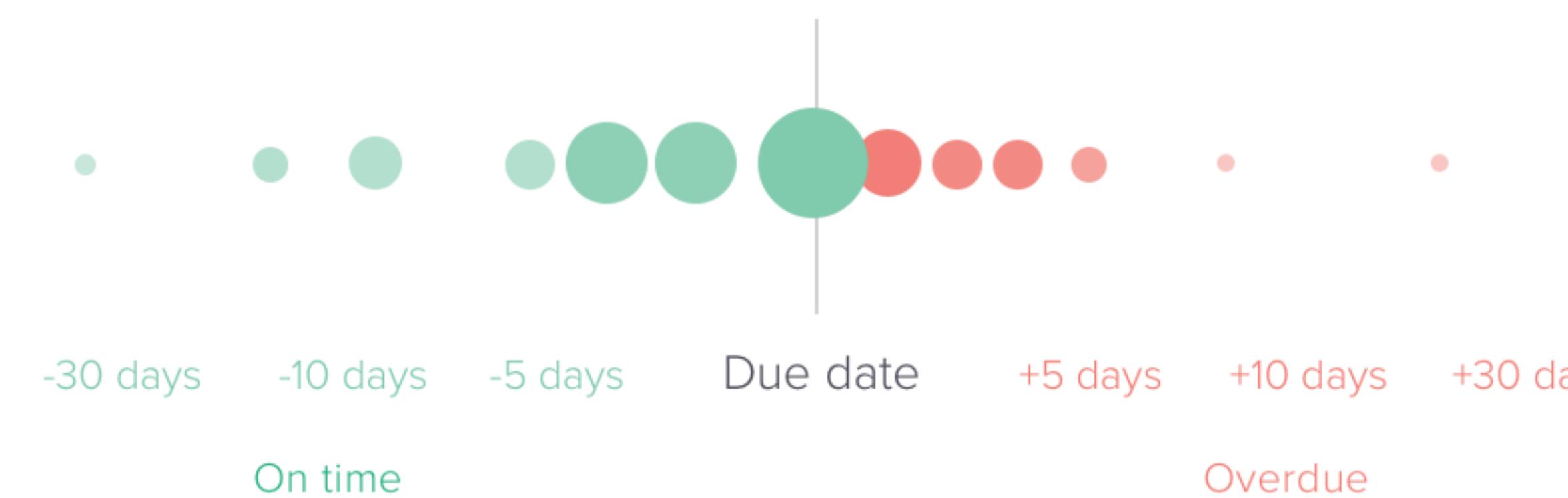
To more clearly and efficiently communicate to our users, we use present their learning progress, assignment consumption and etc by using visual objects (e.g. colors, dots, bars).

Here are a few examples:



COMPLETION DISTRIBUTION

by due date



MOTIONS

This section only lists the motions we have.

Please check out our living style guide to see the demo of each motion.

Interactions

We use interactions to prompt users to take an action or to give an instant response.

1. Pulse

e.g. A pulsing button tells users what is the next action.

2. Shake

e.g. When users click outside a card, the card shakes and drives users to focus on the card.

Loading

We use loading animations to tell users that the system is processing their request.

1. three dots

common use: When the entire page is loading.

2. three bars

common use: Mostly for buttons, e.g. login button

Animation

We use animations to draw users' attention or show status changes.

1. fly-in & fly-out animation

e.g. in Explore Grovo, cards fly in and out

2. count-down animation

3. checkmark animation

e.g. on lesson complete card

Alerts

Most of the time, alerts slide in from the top.

e.g. top alerts for success, error or warning, alerts for quiz card in lesson player

Grovo