# BECU Digital Pattern Library

digital.becu.org

## Notes

## Purpose

This guide contains an inventory of UI components, design patterns, and brand assets that BECU will utilize in any digital space. This guide works in tandem with the BECU Brand Guide.

## Table of Contents

This document uses an atomic design system. Grayed out elements are in progress and will be released soon.

## Questions?

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**B|E|C|U**

# 03. Color

## CTA Colors

Use CTA colors for buttons, links & other interactive elements.

### Buttons

Links

| White | White | White Storm | White Storm | Obsidian Stone Ocean | White |
| --- | --- | --- | --- | --- | --- |
| **BECU Red** | **Harbor** | **Stone** | **Obsidian** | **Snow** | **Ocean** |
| #D12A2E | #007C89 | #4D5F69 | #192838 | #FFFFFF | #006979 |
| rgb(210,42,46) | rgb(0,124,137) | rgb(77,95,105) | rgb(25,40,56) | rgb(255,255,255) | rgb(0,105,121) |

## Background & Font Colors

Use background & font colors to separate content.

### Backgrounds

Text

| Obsidian Stone | Obsidian Stone Ocean | Obsidian Stone Ocean | Obsidian Stone Ocean | White Storm | White Storm |
| --- | --- | --- | --- | --- | --- |
| **Storm** | **Rain** | **Cloud** | **Snow** | **Obsidian** | **Stone** |
| #D5D7D9 | #EAEBEC | #F4F5F5 | #FFFFFF | #192838 | #4D5F69 |
| rgb(213,215,217) | rgb(234,235,236) | rgb(244,245,245) | rgb(255,255,255) | rgb(25,40,56) | rgb(77,95,105) |

## UI Colors

Use UI colors for alerts, feedback and information.

| **Error Red** | | **Warning Amber** | | **Success Green** | | **Action Blue** | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| #AB111A | | #FFA300 | | #33C677 | | #4470D6 | |
| rgb(171,17,26) | | rgb(255,163,0) | | rgb(51,198,119) | | rgb(68,112,214) | |
| Obsidian Stone Error Red Ocean | **20%** #F5D9DB rgb(245,217,219) | Obsidian Stone Ocean | **20%** #FFECCC rgb(255,236,204) | Obsidian Stone Ocean | **20%** #E0F7EB rgb(224,247,235) | Obsidian Stone | **20%** #D7E4F4 rgb(215,228,244) |

## Light Theme

Use light theme background colors to ensure UI elements meet accessibility standards.

Header
Body
Links

### Light Theme

**Backgrounds**
Card Header Backgrounds: Rain
Background Fill: Snow, Cloud
Stroke: Storm

**UI Elements**
Text Headers: Obsidian
Text (Body): Stone, Obsidian
Buttons: BECU Red, Harbor & Stone
Links - Ocean

Header
Body
Links

### Light Theme

**Backgrounds**
Background Areas - Obsidian, Stone

**UI Elements**
Text Headers - Snow
Text (Body) - Storm
Buttons - BECU Red, Snow Outline
Links - Snow

### Contrast Color

All listed contrast colors pass with a minimum 4.5:1 ratio.

Contrast Color 1
Contrast Color 2

**Color Name**
#HEX_VALUE
rgb(RGB_VALUE)

### Color Swatch Key

Each color swatch includes the HEX value and RGB value for reference. Contrast colors demonstrate proper text and background combinations. If a combination is not present, it does not meet accessibility standards and cannot be used.
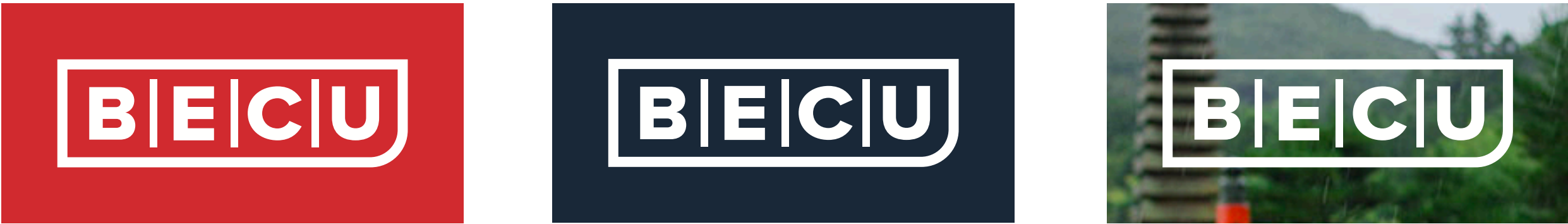
## Primary Logo

**B|E|C|U**

= 32px

64px

Example: This logo is 64px high so the clearspace is 32px.

**Minimum clearspace:**
50% of the logo height in pixels or a "B" space.

## Reversed Logo

**B|E|C|U**   **B|E|C|U**   **B|E|C|U**

The reversed logo can be used over solid background colors (BECU Red or Obsidian), or even images if contrast is sufficient behind the entire logo to allow for legibility. Tools such as https://www.brandwood.com/a11y/ can be used to check.

## Black Horizontal Logo

**B|E|C|U**

When creating digital documents (ex. PDF), the logo may be in black.

## Minimum Logo Size

**B|E|C|U**   = 16px

**Minimum size:** 16 pixel height
Anything below this size will lose clarity and readability.

## Icon

**B**   = 16px

**B**   = 16px
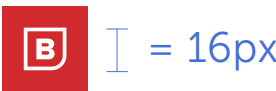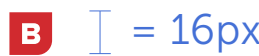
**Icon Minimum Size:** 16x16 pixels. Primary icon is recommended for favicon. Reverse icon is recommended for social media and apps. It is important to be consistent in all networks

# 05. Type
Foundations / Type

## Font Definitions

**Developer Font Stack**

Museo Sans 300, Arial Regular, sans-serif
Museo Sans 500, Arial Regular, sans-serif
**Museo Sans 700, Arial Bold, sans-serif**

**Text Alignment**

Most text is left-aligned but center or right alignment can be used if it makes content easier to understand.

**Baseline Grid**

All text should align to the baseline grid of 4px when placed on the page.

## Responsive Sizes

| Label | Desktop (>992px) | | | | Tablet (768px-991px) | | | | Mobile (<767px) | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Headline 1 - Obsidian** | **32px** | 3.2rem | 44lh | MS700 | **28px** | 2.8rem | 36lh | MS700 | **24px** | 2.4rem | 32lh | MS700 |
| **Headline 2 - Obsidian** | **28px** | 2.8rem | 36lh | MS700 | **24px** | 2.4rem | 32lh | MS700 | **20px** | 2rem | 28lh | MS700 |
| **Headline 3 - Obsidian** | **20px** | 2rem | 28lh | MS700 | | | | | | | | |
| Intro Text - Stone | 20px | 2rem | 28lh | MS300 | | | | | | | | |
| Body Text - Stone | 16px | 1.6rem | 20lh | MS300 | | | | | | | | |
| Small Text - Stone | 12px | 1.2rem | 16lh | MS300 | | | | | | | | |

## Font Hierarchy

It is important to maintain a strong hierarchy for all communications. Page structure is important for not just aesthetics, but accessibility as well. This ensures clarity and consistency.

# Headline 1, 2 & 3 Here
Intro Text Here

**Bolded Body Copy**
Use the Stone color at 700 weight to highlight information in body copy or to call out a paragraph heading.
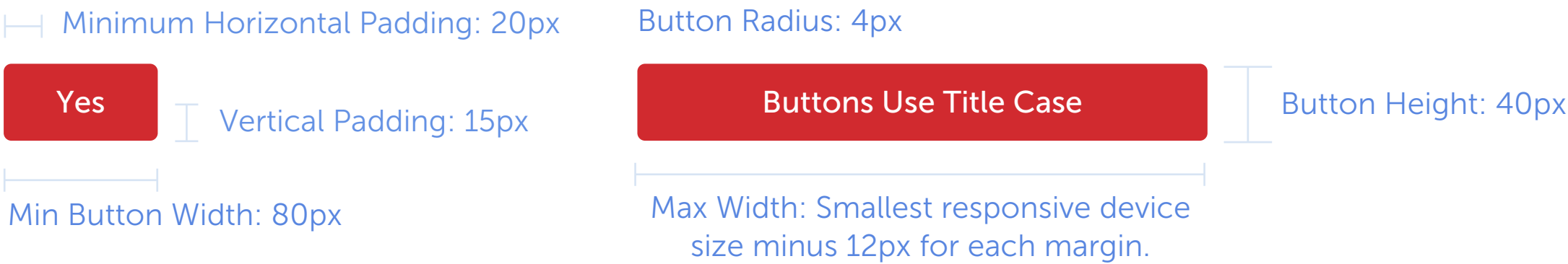
Small Text (legal or sub information) can be included here.

4px      Text line height and spacing is calculated based on the grid.

# 07. Buttons

Atoms / Buttons

## Button Specs

Minimum Horizontal Padding: 20px

Button Radius: 4px

| Yes |
|-----|

Vertical Padding: 15px

| Buttons Use Title Case |
|------------------------|

Button Height: 40px

Min Button Width: 80px

Max Width: Smallest responsive device size minus 12px for each margin.

**Font Specifications**
Height: 16px
Weight: MS 500
Color: Snow or Obsidian
Title Casing

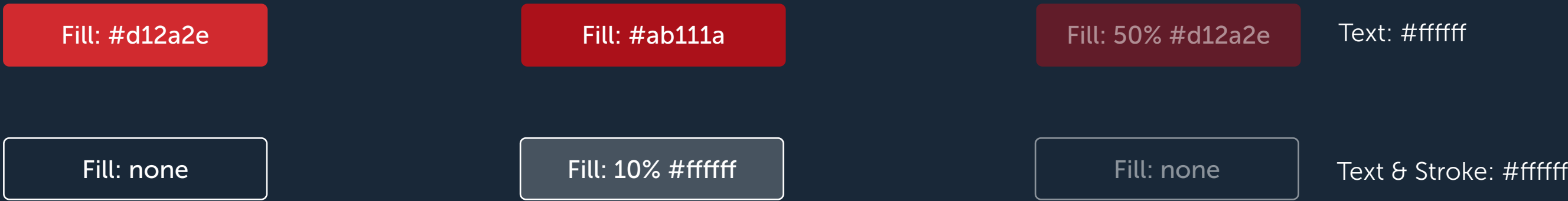| | Inactive | Hover / Focus | Disabled |
|---|---|---|---|
| **Key Action Button**<br>Use sparingly for main/primary CTAs. | Fill: #d12a2e    Text: #ffffff | Fill: #ab111a | Fill: 50% #d12a2e |
| **Primary Button**<br>Use for majority of actions. | Fill: #007c89    Text: #ffffff | Fill: #006979 | Fill: 50% #007c89 |
| **Secondary Button**<br>Use rarely for secondary actions. | Fill: #4d5f69    Text: #ffffff | Fill: #192838 | Fill: 50% #4d5f69 |
| **Support Button**<br>Use when an additional CTA is needed. | Fill: none    Text & 1px Stroke: #192838 | Fill: 10% #192838 | Fill: none |
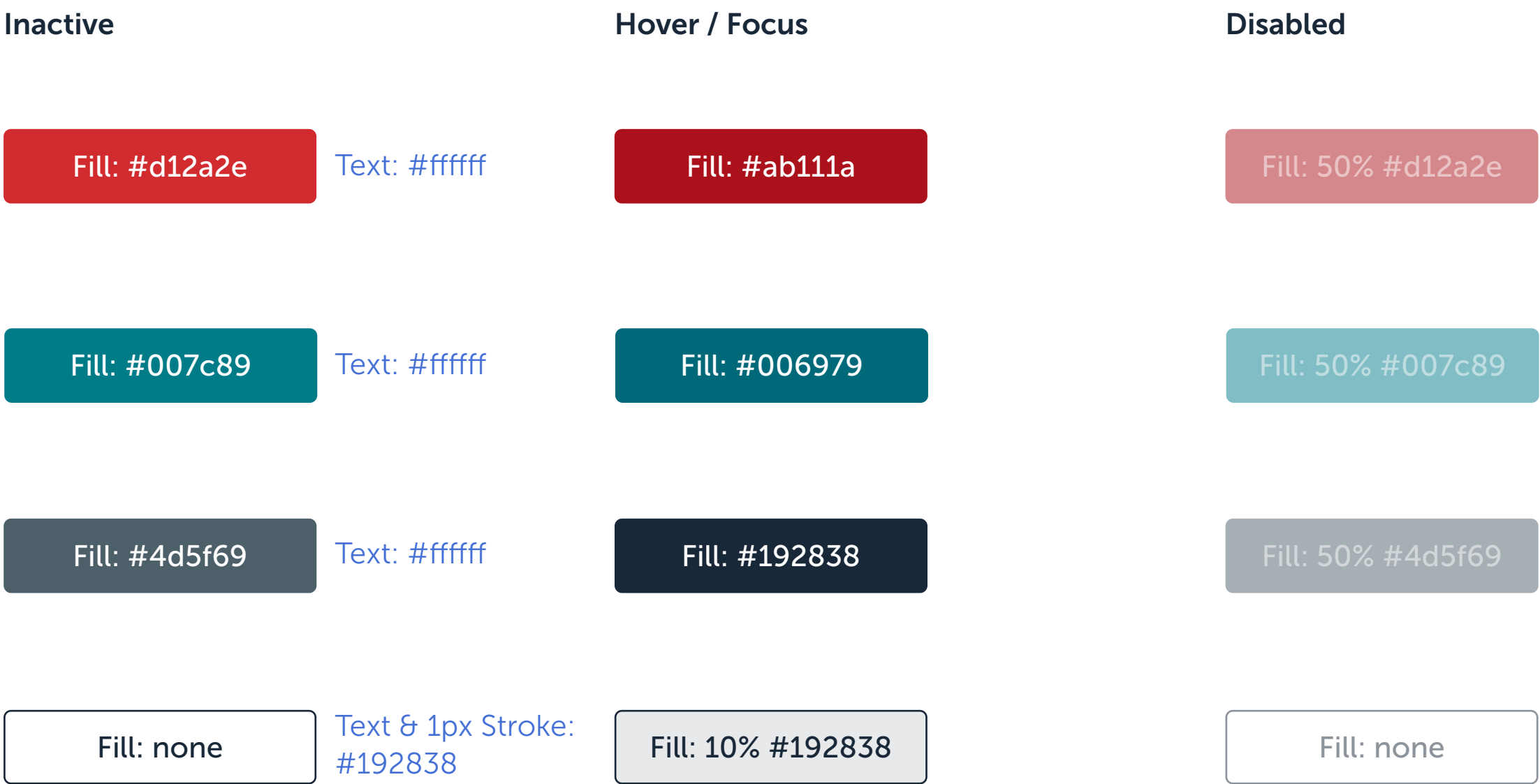
**Light Background Buttons**
Key action, primary, secondary & support buttons are used on light backgrounds. Light backgrounds are Snow, Cloud, Rain, or Storm.

| | | | |
|---|---|---|---|
| **Dark Key Action Button** | Fill: #d12a2e | Fill: #ab111a | Fill: 50% #d12a2e    Text: #ffffff |
| **Dark Support Button** | Fill: none | Fill: 10% #ffffff | Fill: none    Text & Stroke: #ffffff |

**Dark Background Buttons**
Dark key action & dark support buttons are used on dark backgrounds. Dark backgrounds are Obsidian or Stone.

## Button Pairings

Hierarchy used when multiple links are present.

| Text hyperlink | Support Button | Primary Button |
|---|---|---|

24px between elements

**Button Pairings**
Use text hyperlink and the outline button with a key action, primary, or secondary buttons.