

Evangelizing & Governing Design Systems

March 17, 2016

EVANGELISM

Giving information about a particular set of beliefs with the intention of converting others.



Design system best practices

Brad Frost





DESIGN SYSTEM BEST PRACTICES

Approachable for
all disciplines



Brand

Pattern library

Introduction

Articles

Utilities

Forms

Components

JavaScript

Typography

Grid

Stats

Sass doc

Design



uSwitch is hiring.

How would you like to be contacted?

 Mobile Email

us-form-input--disabled

```
<div class="us-field us-field--blocked">
  <label>Do you have a different billing address?</label>
  <div class="us-field-toggle">
    <label>
      <input checked="checked" class="us-form-input" name="null" type="radio">
      Yes
    </label>
    <label>
      <input class="us-form-input" name="null" type="radio">
      No
    </label>
  </div>
</div>
<div class="us-field us-field--blocked">
  <label>How would you like to be contacted?</label>
  <div class="us-field-toggle">
    <label>
      <input checked="checked" class="us-form-input" name="null" type="checkbox">
      Mobile
    </label>
    <label>
      <input class="us-form-input" name="null" type="checkbox">
      Email
    </label>
  </div>
</div>
```

Patterns

Fields

Input group

Inputs

Radios and checkboxes

Selects

Textarea

Toggle

Validation messages

Colors



Fonts

Primary font: "HelveticaNeue", "Helvetica", "Arial", sans-serif;

Primary font italic: "HelveticaNeue", "Helvetica", "Arial", sans-serif;

Primary font bold: "HelveticaNeue", "Helvetica", "Arial", sans-serif;

Secondary font: Georgia, Times, "Times New Roman", serif;

Secondary font italic: Georgia, Times, "Times New Roman", serif;

Secondary font bold; Georgia, Times, "Times New Roman", serif;

Animations

Fade: Duration: 0.3s Easing: ease-out (Hover to see effect)

demo.patternlab.io/



Pattern Library

Billboards

INTRODUCTION

CORE PATTERNS

Colours

Icons

Interactive states

Microcopy

Typography

ATOMS

Buttons

Divider

Explanation

Form elements

Images & media

Section & content

Tables & lists

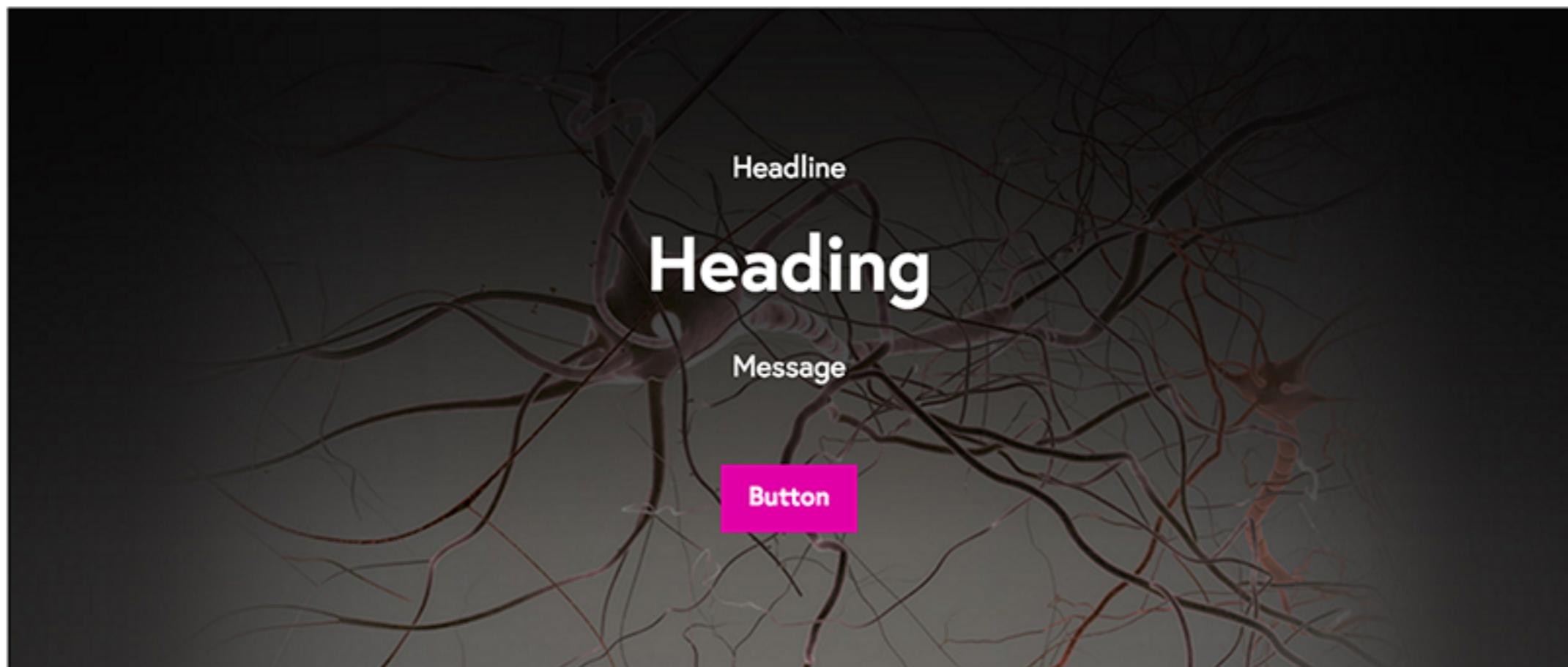
Text styles

Billboards are defined by their use of full-width background imagery and vertically centred content, with equal padding above and below the content. We use billboard organisms to bring our core action to a user's attention.

[See live example](#)

Example

The billboard can be placed anywhere on the page, and should contain a maximum of two buttons.



```
%section.a-section.a-section--inverse.o-billboard
  .a-content.a-content--spacious.o-billboard__content
    .o-billboard__headline
      Headline
    %h2.o-billboard__heading
      Heading
```

futurelearn.com/pattern-library/billboards

1 Containers

2 Layout

3 Modules and Margins

4 Variables

5 Icons

6 Base

7 Buttons

8 Components

9 Navigation

10 Products

10.1 EXPANDER

10.2 SHELF SIDEBAR

10.3 STARS

10.4 PRICE

10.4.1 PRICE FLAIR

10.5 DISPLAY PRICE

10.6 FLAGS

11 Variants

12 Pagination

13 Forms

14 Product Tiles

15 Mixins

Price sizes

On its own, the `.Price` component will inherit the `font-size` of its parent. You can use the following modifiers to increase its relative size:

- `.Price--medium`: 1.125 times larger than parent font size (ie `18px`).
- `.Price--large`: 1.5 times larger than parent font size.
- `.Price--larger`: 2 times larger than parent font size.
- `.Price--largest`: 2.5 times larger than parent font size.

Responsive price modifiers

Append any of the standard breakpoint abbreviations to these modifiers to apply them at a specific breakpoint. For example:

- `.Price--stylized-m`: Stylize `.Price` starting at `$breakpoint-m`.
- `.Price--large-l`: Make `.Price` 1.5 times larger starting at `$breakpoint-l`.

\$19.95

Was \$25.00

FREE

Loading price...

\$19.95

Was \$25.00

FREEwalmartlabs.github.io/web-style-guide/

The background of the slide features a marbled pattern with large, irregular shapes of gold and teal on a dark, almost black, base. The gold areas have a textured, leaf-like appearance, while the teal areas are more fluid and swirling.

DESIGN SYSTEM BEST PRACTICES

Attractive

[View on GitHub](#)

DRAFT

U.S. Web Design Standards

Open source UI components and visual style guide to create consistency and beautiful user experiences across U.S. federal government websites

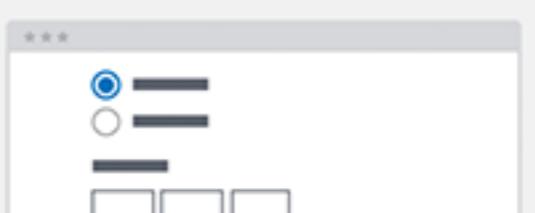
[View the standards](#)[Download the components](#)

Download a zip file with code and assets



Tools for creating beautiful online experiences for the American people

Built and maintained by U.S. Digital Service and 18F designers and developers, this resource follows industry-standard web accessibility guidelines and reuses the best practices of existing style libraries and modern web design. It provides a guide for creating beautiful and easy-to-use online experiences for the American people.



UBER

Moving Riders & Partners



EXPLORE THE
NEW LOOK



brand.uber.com/

The background of the slide features a marbled pattern with swirling gold, teal, and blue colors against a dark, textured background.

DESIGN SYSTEM BEST PRACTICES

Public



Style Guide

Last Updated: May 20, 2014

Inline Block Based Grid Framework

- [How To Use](#)
- [Examples](#)

Float Based Grid Framework

- [How To Use](#)
- [Litmus Test](#)

Regions

- [Borders](#)
- [Keyline](#)
- [Prefix & Suffix](#)
- [Push & Pull](#)
- [Sizes](#)

Blocks

- [Two-Up](#)

starbucks.com/static/reference/styleguide/

Examples

Real life pattern libraries, code standards documents and content style guides

Filters

[Reset All Filters](#)

[Backend](#)

[Branding](#)

[Code](#)

[Design Language](#)

[Frontend](#)

[Jekyll](#)

[Patterns](#)

[Voice And Tone](#)

[Writing](#)

The screenshot shows the 'CODE for AMERICA' style guide patterns section. It features a green header bar with a yellow star icon and a laptop icon. Below the header, there's a 'MENÚ' button. The main content area displays several button styles: 'button-style-alternative' (with four green buttons labeled 'Button', 'Submit button', 'Link button', and 'Input button'), 'button-style-bold' (with four green buttons labeled 'Button', 'Submit button', 'Link button', and 'Input submit button'), and a 'Usage' section showing the HTML code for each. At the bottom, there are two buttons: '# FRONTEND' and '# PATTERNS'.

Code For America

FRONTEND # PATTERNS

The screenshot shows the 'CODEPEN'S ACTUAL Design Patterns' page. It has a black header with a yellow star icon and a laptop icon. The title 'Design Patterns' is centered in white. Below the title, it says 'This is actually a pattern right here. It's the usage-header pattern. Also, all of the patterns below are in a `usage`'. There's a 'Dropdown Menus' section with a description and a 'CODEPEN' logo. At the bottom, there's a '# PATTERNS' button.

CODEPEN'S ACTUAL
Design Patterns

This is actually a pattern right here. It's the usage-header pattern. Also, all of the patterns below are in a `usage`.

Dropdown Menus

These are generally in the header. The user dropdown is the main one, but the style and functionality can be used for any hover-on-focus-and-reveal pattern.

CODEPEN

PATTERNS

The screenshot shows Harry Roberts's CSS Guidelines page. It has a blue header with a yellow star icon and a laptop icon. The title 'css { guide: lines; }' is displayed. Below the title, it says 'High-level advice and guidelines for writing sane, manageable, scalable CSS'. The author's name 'Harry Roberts' and his GitHub handle '# CODE styleguides.io/examples.html' are at the bottom.

css { guide: lines; }

High-level advice and guidelines for writing sane, manageable, scalable CSS

Harry Roberts

CODE
styleguides.io/examples.html



Design System

Getting Started



Design



Components



Voice and Tone



Native



Resources



FAQ



Give Feedback

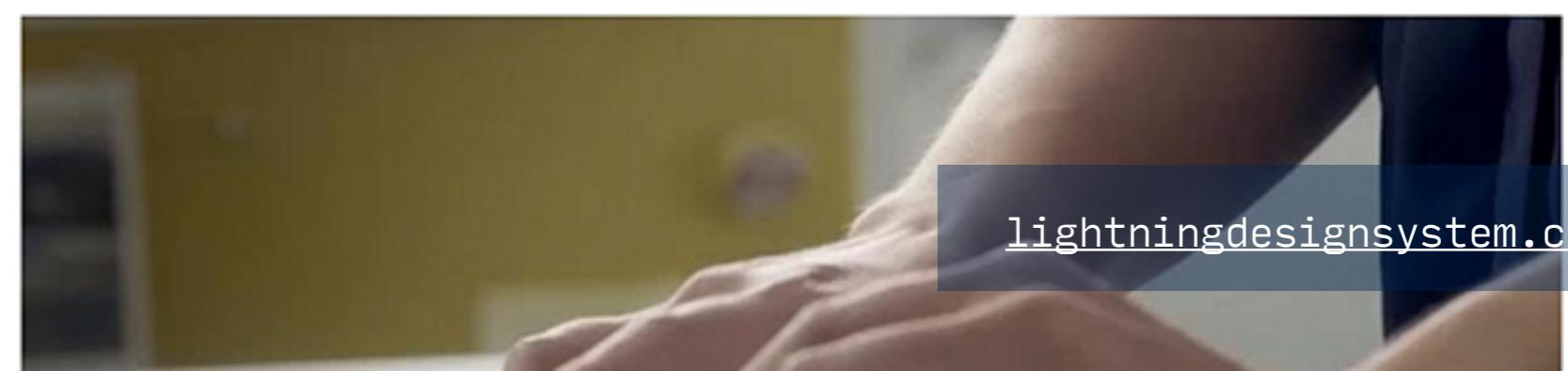
Lightning Design System

Create the world's best enterprise app experiences.

[Get the Design System](#)

Star

Current release: [1.0.0](#)



“When I saw Salesforce’s style guide I thought it was beautiful and it’s why I wanted to join this team.”

—JINA BOLTON

The background of the slide features a marbled pattern with swirling gold, teal, and blue colors against a dark, textured background.

DESIGN SYSTEM BEST PRACTICES

Agnostic



CONTENT & DISPLAY PATTERNS

Most of SuperFriendly's work over the last few years has been with organizations that need specific help with crafting design systems that enable them to extend the work long after we've handed off initial work. It's not uncommon to receive initial inquiries containing sentences like these:

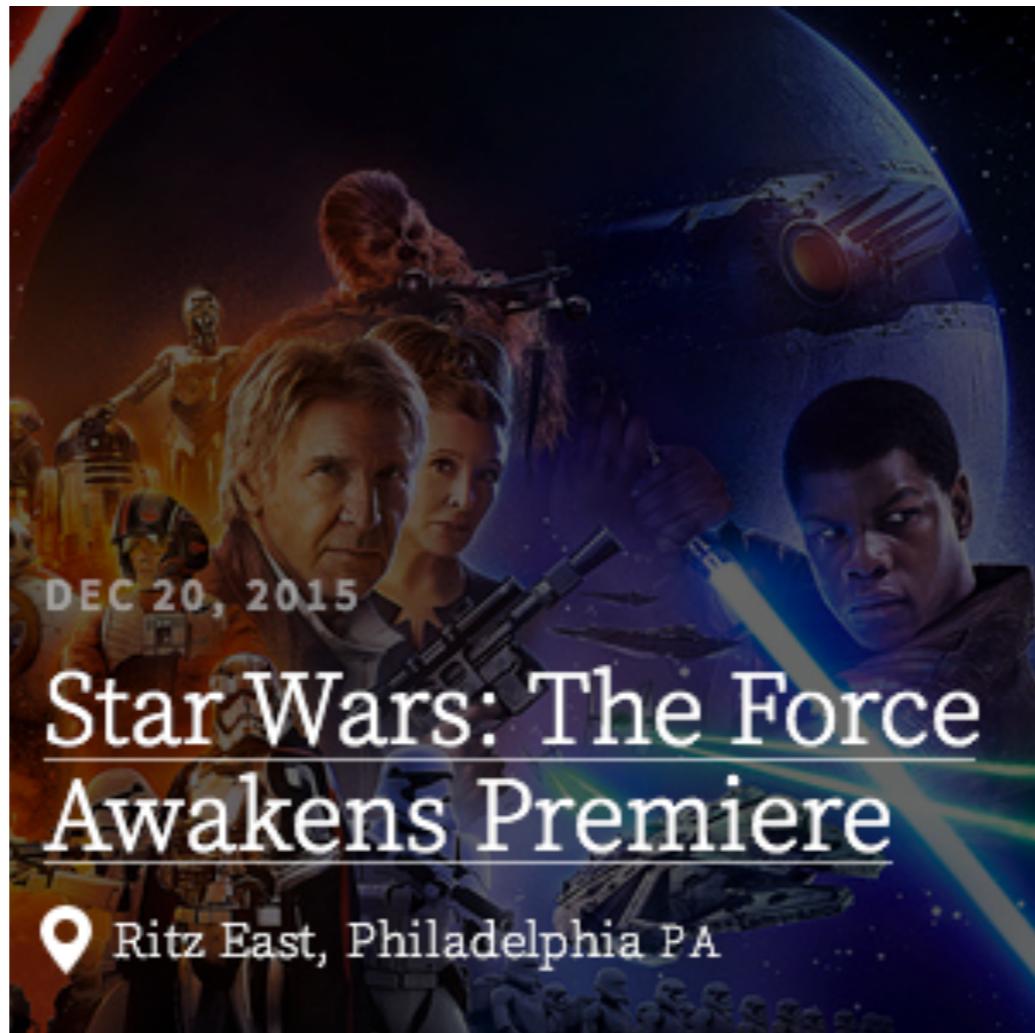


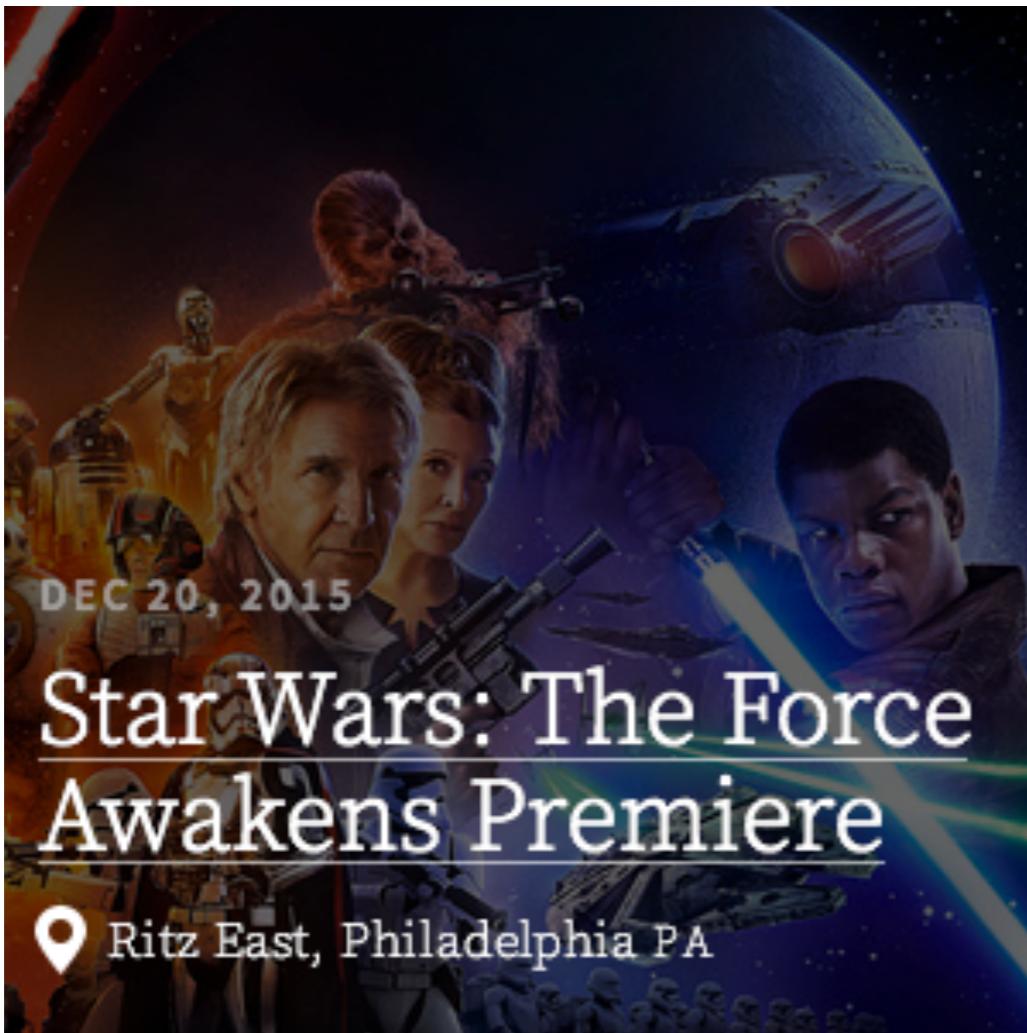
We are looking for a partner to help us evolve the design language that will guide future UI design of our internal-facing web applications.

We're looking for help in re-writing our visual style in a way that makes it extremely modular. We're not interested in abandoning our original design but want users to see this as an evolution.

danielmall.com/articles/content-display-patterns/

We're aiming for a core design system that's consistent across our whole family





Star Wars: The Force Awakens Premiere

📍 Ritz East, Philadelphia PA



Jar Jar Binks: Ultimate Sith Lord?

Far from being simply the bumbling idiot, Jar Jar is in fact a highly skilled force user.



DEC 20, 2015

Star Wars: Awakens P



Ritz East, Philadel

DATE 20, 2015

Title cras mattis consectetur purus

Description aenean lacinia bibendum
nulla sed consectetur cum sociis.

KS:
ith Lord?

ly the bumbling idiot,
ghly skilled force user.



Nicole Sullivan Going to Ocean Beach with Cloverific. Beautiful day! Feeling better! WOOT!

 2 hours ago via Twitter  · Comment · Like · @stubbornella on Twitter



Write a comment...



Nicole Sullivan It was so gorgeous. Amazing. I think I'll go again tomorrow if the weather holds. :)

a few seconds ago · Delete

 Raj Shekhar and Ambar Pansari like this.

 2 hours ago via Twitter  · Comment · Like · @stubbornella on Twitter



**Cut average CSS bytes
per page by 19%**

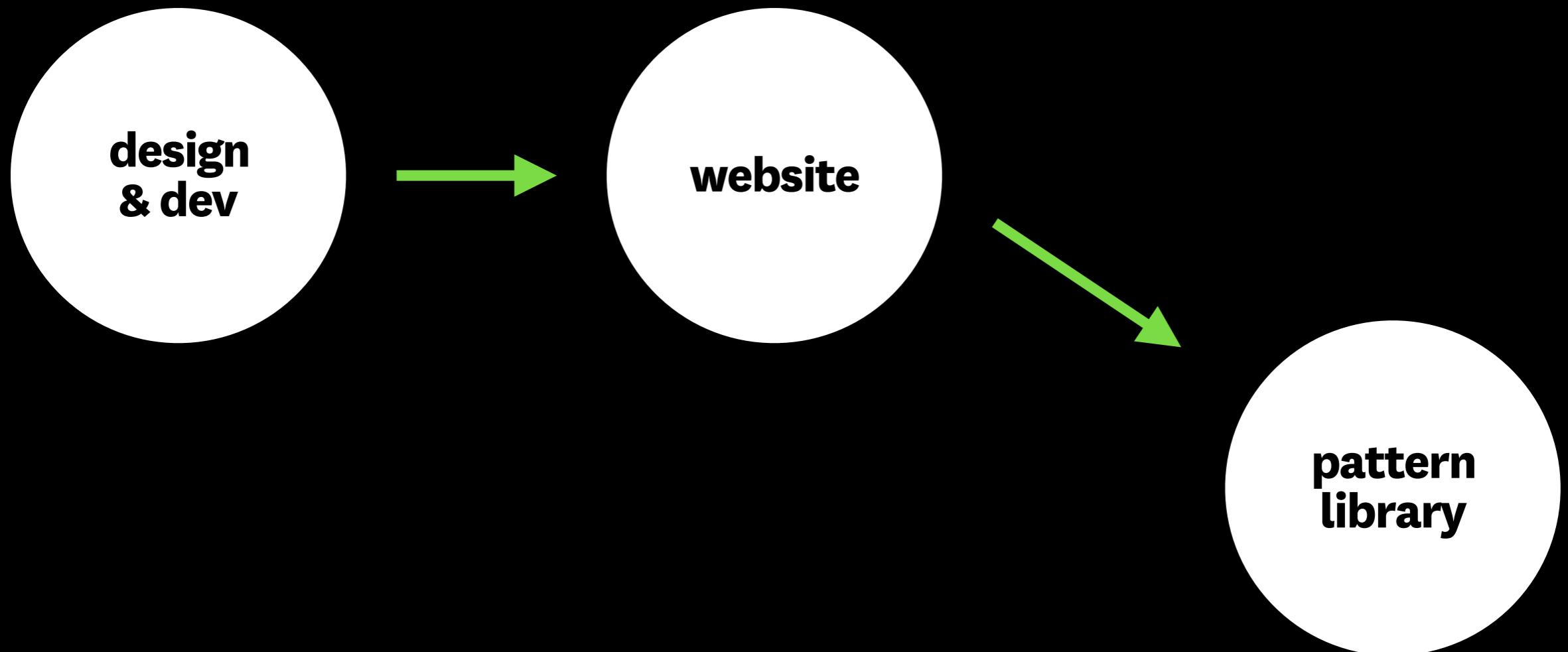


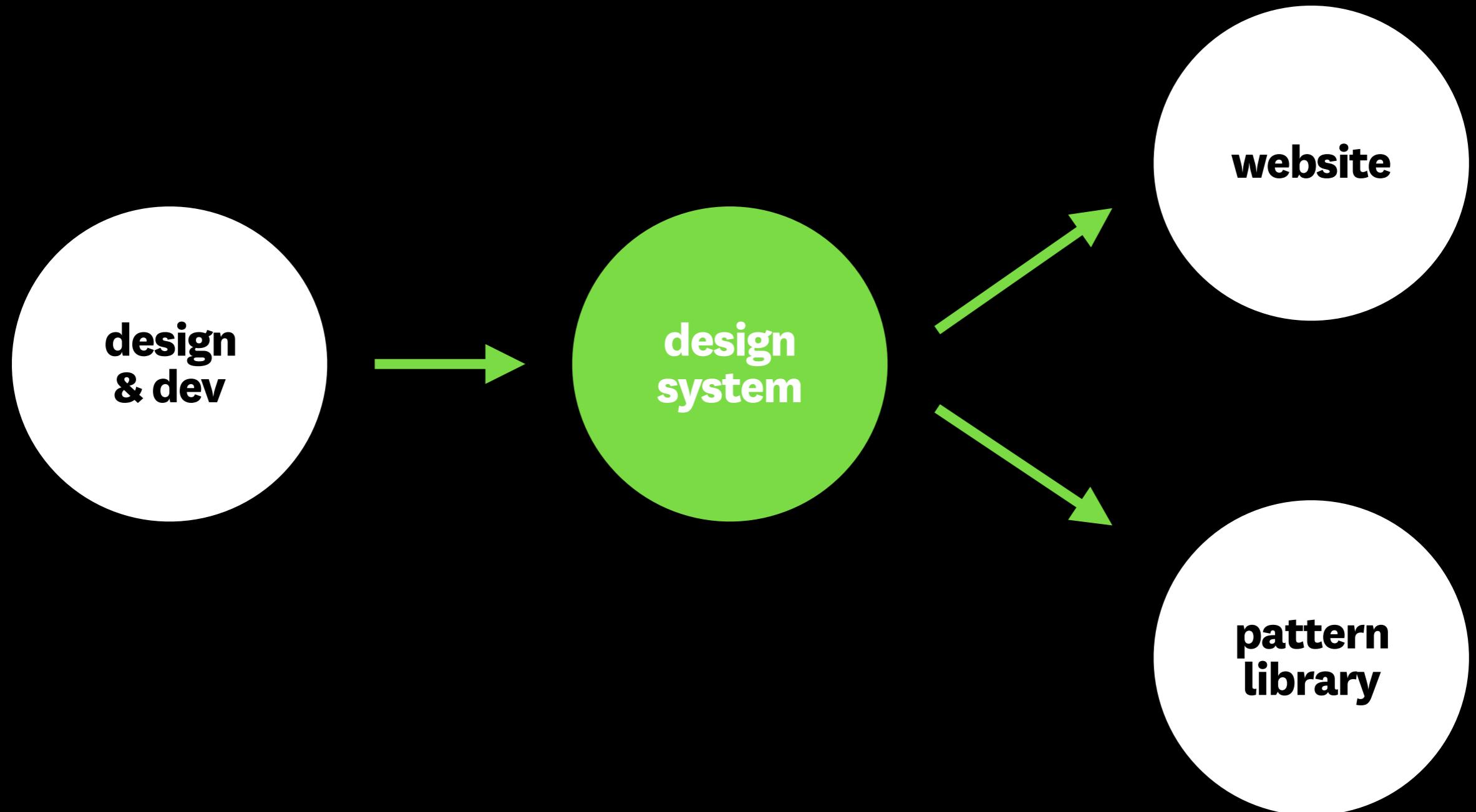
**Cut average HTML bytes
per page by 44%.**

The background of the slide features a marbled pattern with swirling gold, teal, and blue colors against a dark, textured background.

DESIGN SYSTEM BEST PRACTICES

Maintainable





COMPONENTS

[Cards >](#)[Ad Units >](#)[Alerts >](#)[Badges >](#)[Breadcrumbs >](#)[Buttons >](#)[Hero Banner >](#)[Month blocks >](#)[Preloader >](#)[Page Title >](#)[Pagination >](#)[Picture >](#)[POI List >](#)[POI Maps >](#)[Price Label >](#)

POI Maps

Simple Google Maps integration for static and dynamic maps. The maps are responsive by default.

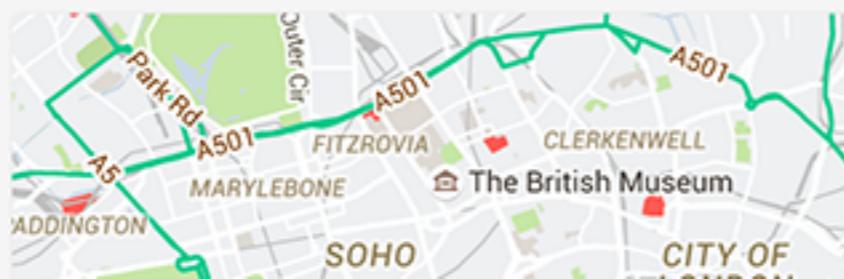
The width, height and scale properties are optional but the defaults for each are shown below.



Static map

```
= ui_component('poi_maps/static', properties: {as_below})
```

```
{  
  alt: "A map showing the centre of London",  
  width: 320,  
  height: 240,  
  latitude: 51.5073,  
  longitude: -0.1277  
}
```



Static map

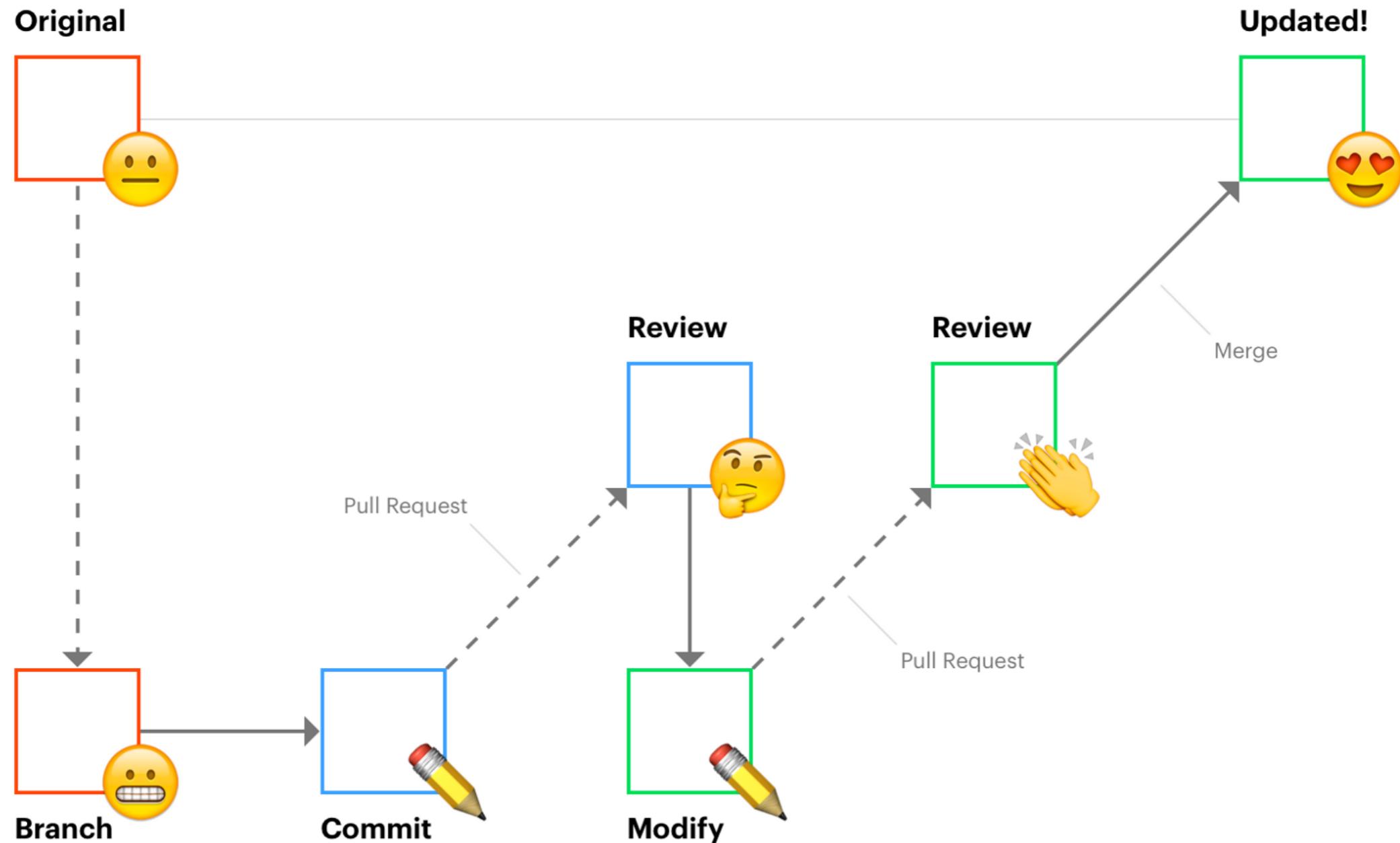
```
= ui_component('poi_maps/static', properties: {as_below})
```

rizzo.lonelyplanet.com/



DESIGN SYSTEM BEST PRACTICES

Part of the workflow



“Whenever someone makes a pull request, it sends a notification to our #Design slack channel, announcing to the team that there’s a proposal change and feedback is required.”

—MICAH SIVITZ, **Shyp**

The background of the slide features a marbled pattern with swirling, organic shapes in shades of blue, teal, gold, and brown. The left side of the slide has a lighter, more textured appearance, while the right side transitions into a darker, solid black area where the text is placed.

DESIGN SYSTEM BEST PRACTICES

Always growing



WordPress / WordPress

[Watch](#) 1,149[Star](#) 7,107[Fork](#) 3,644[Code](#)[Pull requests 0](#)[Pulse](#)[Graphs](#)

WordPress, Git-ified. Synced via SVN every 15 minutes, including branches and tags! This repository is just a mirror of the WordPress subversion repository. Please do not send pull requests. Submit patches to <http://core.trac.wordpress.org/> instead. <http://wordpress.org/>

33,808 commits

26 branches

152 releases

31 contributors

Branch: master

[New pull request](#)[New file](#)[Upload files](#)[Find file](#)

SSH

git@github.com:WordPress/Wor

[Download ZIP](#)

ocean90	Build Tools: Rename the `precommit:core` task to `precommit:base` for...	...	Latest commit 703d5bd 7 days ago
wp-admin	Build Tools: Update grunt-rtlcss ~1.6.0 → ~2.0.1.	7 days ago	
wp-content	Twenty Fifteen: Simplify `twentyfifteen_the_custom_logo()`.	7 days ago	
wp-includes	Build Tools: Rename the `precommit:core` task to `precommit:base` for...	7 days ago	
index.php	Don't rely on include_path to include files.	3 years ago	
license.txt	Clarify Copyright year	12 days ago	
readme.html	Bump readme.html to 4.5.	3 months ago	
wp-activate.php	Networks and sites: Replace "blog" usage with "site" in docs.	2 months ago	
wp-blog-header.php	Docs: Add documentation to wp-blog-header.php.	3 months ago	
wp-comments-post.php	Comments: Add a back link to `wp_die()` comment form submission error...	2 months ago	
wp-config-sample.php	The `wp-config-sample.php` file is deliberately CRLF to recognise the...	3 months ago	
wp-cron.php	Fix inline documentation syntax in `wp_xmlrpc_server`.	10 months ago	github.com/WordPress/WordPress
wp-links-opml.php	Move upgrader_process_complete for core to its proper place in Core_U...	2 years ago	

John Blackbourn

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Search ...

TAGS

Add-on AJAX BasicAuth Bookmark

Bookmarklet CodeCompliance

Command Developers

Contributors by Version

Version 3.0 has so far seen the highest number of individual contributors. The latest version – [3.4](#) – comes in second with 187. I thought I might see a steady increase with each version, but this is not the case, and we'll see why below.

Also shown is the number of Trac tickets closed with each version. There's a noticeable reduction in the number of tickets closed since version 3.0 which closed over 1,200 tickets, with recent releases closing fewer than half that number. This correlates nicely with the recent drive to clearly define the scope of each release. We can probably all agree that [Jane Wells](#) is to thank for playing a big part in keeping WordPress releases on schedule recently.

Version	Contributors	Tickets Closed
3.4	183	592
3.3	179	587
3.2	132	409
3.1	173	840
3.0	210	1217
2.9	145	501

johnblackbourn.com/a-history-of-wordpress-contributors

Version Involvement

DESIGN SYSTEM BEST PRACTICES

**Approachable for
all disciplines**

Attractive

Public

Agnostic

Maintainable

Part of the workflow

Always growing



Governing a design system



Nathan Curtis



PUBLISHED IN
EightShapes LLC



Search Medium

11



Nathan Curtis

Sep 17, 2015 · 10 min read

Recommended by Alisha Ramos, Brent Hardinge,
and 92 others

Team Models for Scaling a Design System

Evolving Past Overlords to Centralize or Federate Design Decision-Making Across Platforms

medium.com/eightshapes-llc/team-models-for-scaling-a-design-system-2cf9d03be6a0#.hwvd0314q



94



1



Nathan Curtis

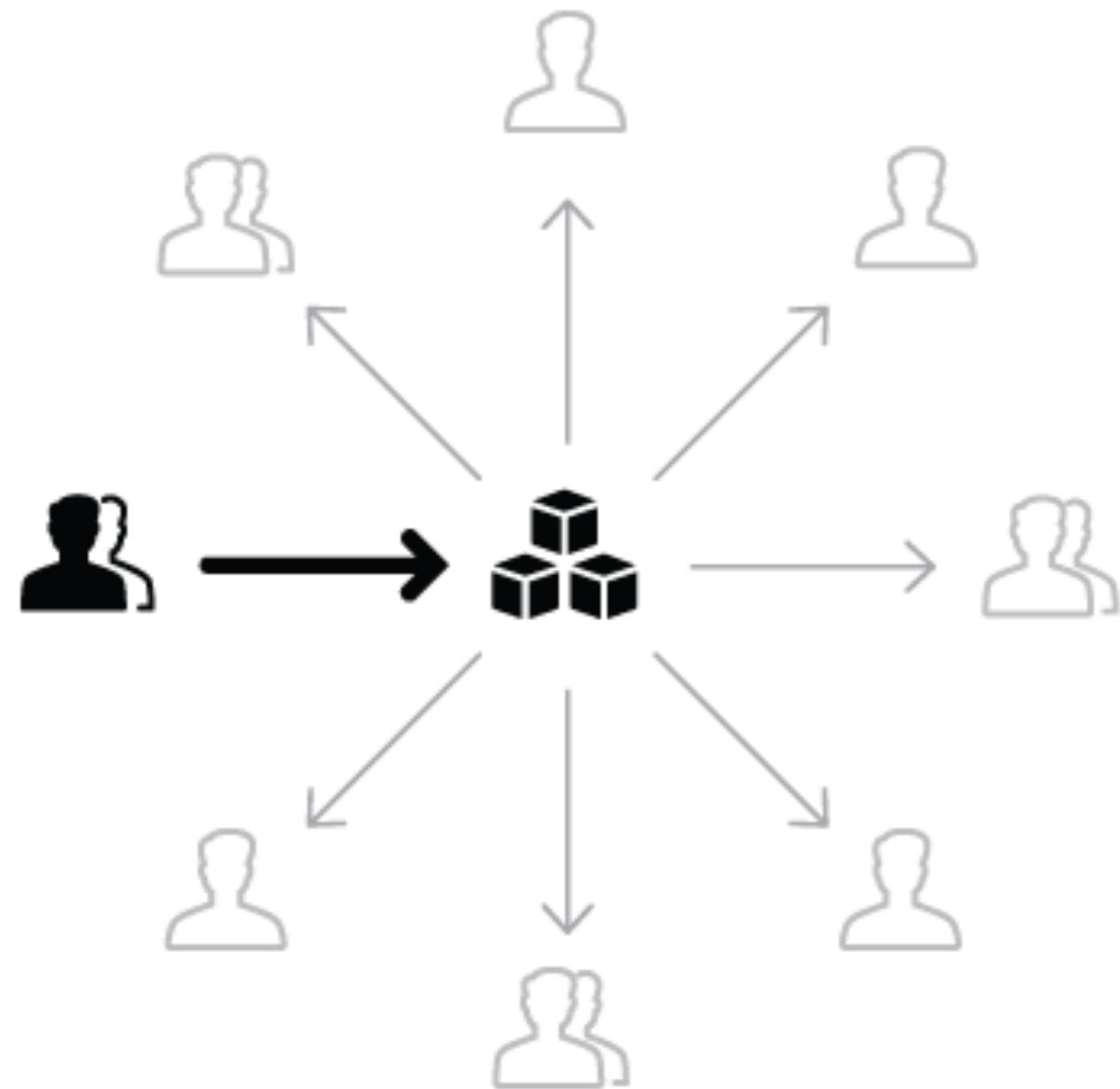
APPROACH #1

The overlord



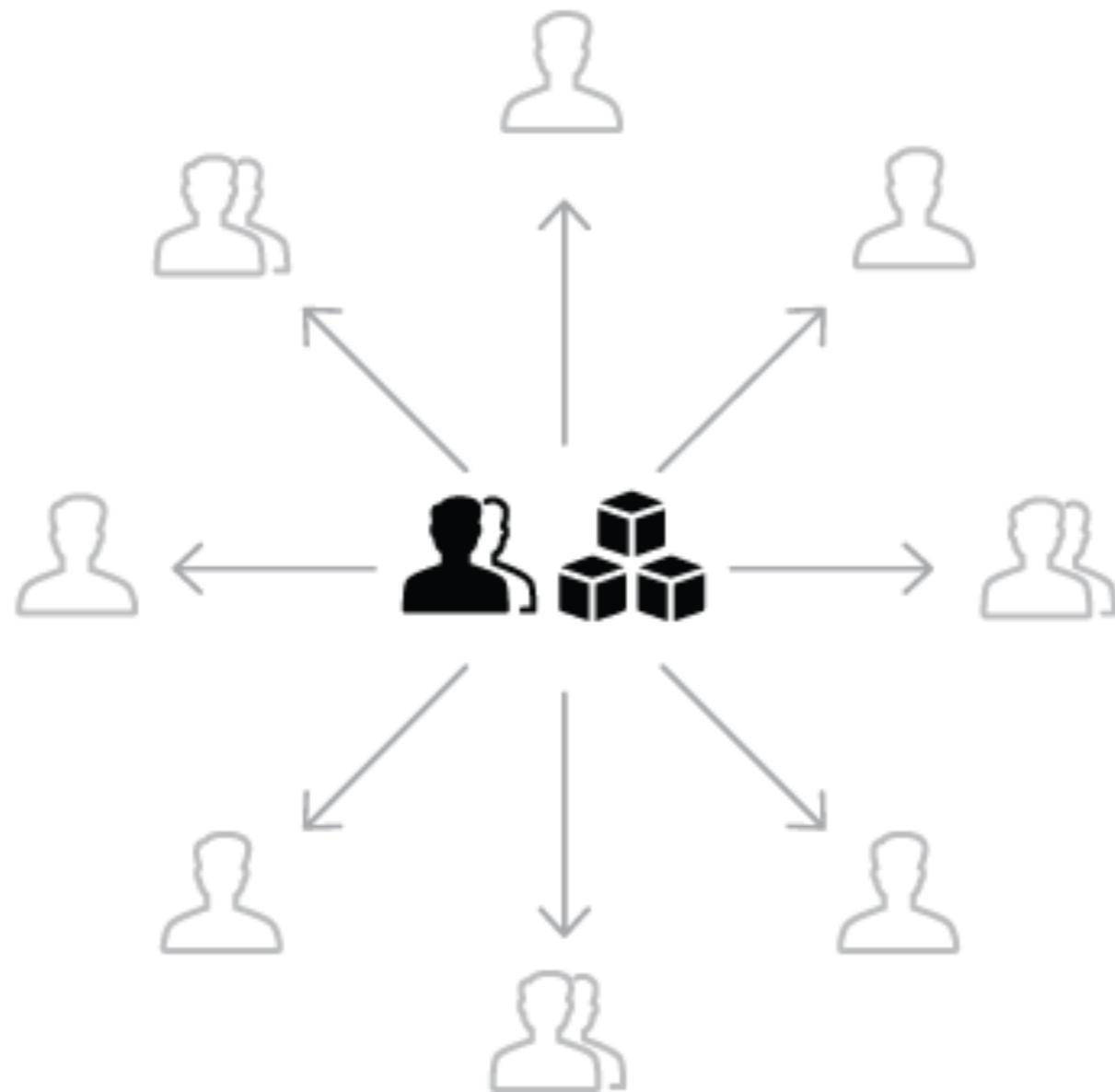
APPROACH #2

Solitary team



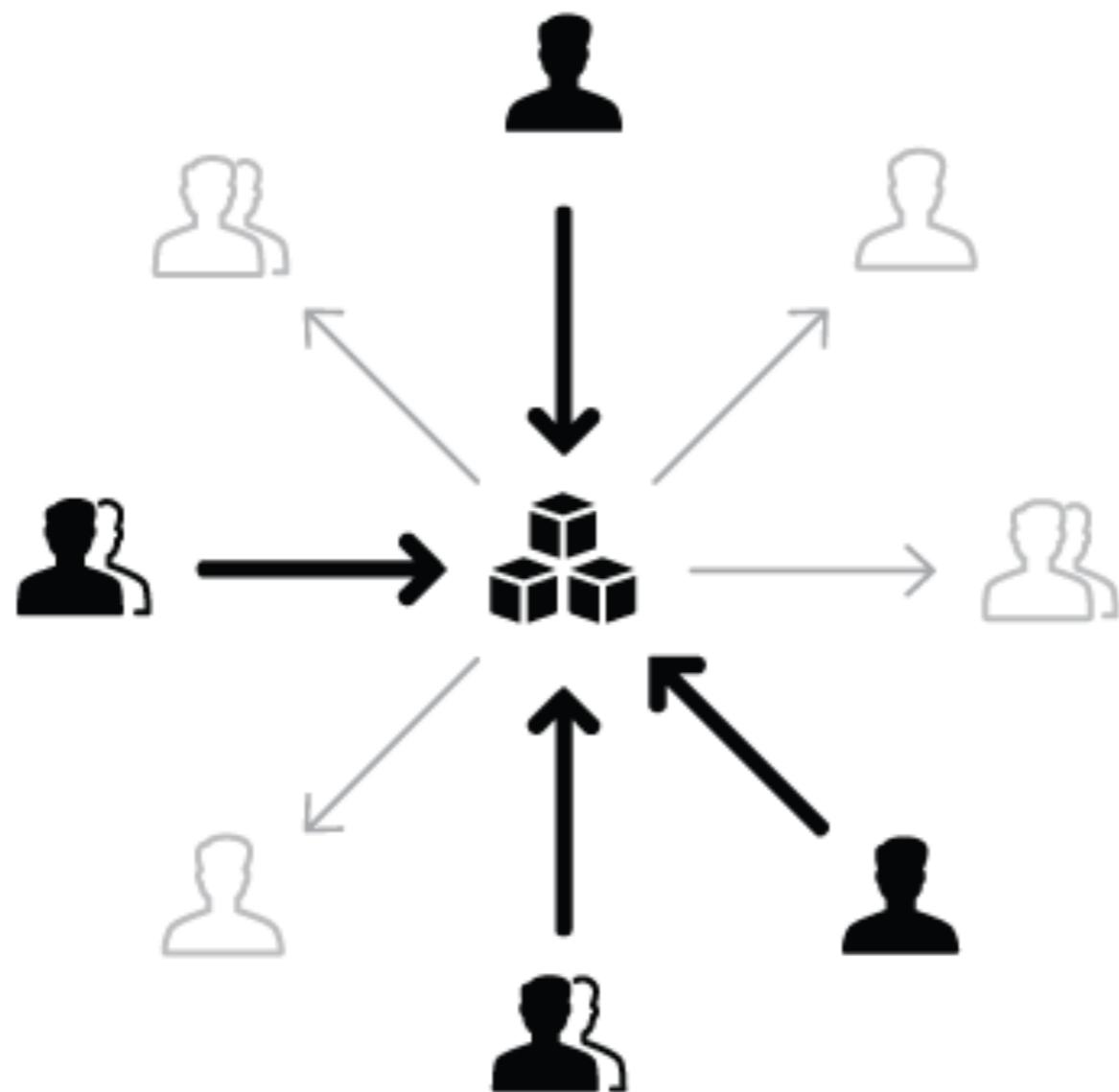
APPROACH #3

Centralized team



APPROACH #4

Federated team



APPROACH #4

Federated team

