

# Evolving the Digital Style Guide

by @AndyPrattDesign

@ArtifactConf  
Providence, RI



# Hi there!

[www.favoritemedium.com](http://www.favoritemedium.com)

@favoritemediums



@AndyPrattDesign



## tomato-glazed meatloaves with brown butter mashed potatoes

yield: serves 6



### glaze

- 4 teaspoons vegetable oil
- 1/4 cup (65 grams) tomato paste
- 2 tablespoons (30 ml) cider vinegar
- 2 teaspoons honey
- 2 teaspoons Worcestershire sauce
- 1 tablespoon Dijon mustard
- 1/4 teaspoon table salt

### meatballs

- 2 slices sandwich bread
- 1 medium onion, finely chopped
- 1 garlic clove, minced
- 1 medium stalk celery, finely chopped
- 1 medium carrot, finely chopped
- Olive oil, for cooking
- 1 teaspoon table salt, plus more for vegetables
- Freshly ground black pepper
- 2 pounds (905 grams) ground beef
- 1 tablespoon tomato paste
- 1 teaspoon smoked paprika
- 1 teaspoon Dijon mustard
- 2 tablespoons (30 ml) Worcestershire sauce

*make glaze* Combine glaze ingredients in a small saucepan, and simmer, whisking constantly, for 2 minutes. Set aside.

*make meatloaves* Preheat your oven to 350 degrees. Tear the bread into chunks and then blend it, in a food processor, into breadcrumbs. Place the breadcrumbs in a large bowl. Add the onion, garlic, celery, and carrot to the food processor, and pulse it until they are finely chopped.

Heat a large skillet over medium heat. Once the skillet is hot, coat the bottom with olive oil, and heat the oil for a minute; add the finely chopped vegetables. Season with salt and pepper, and cook, stirring frequently, until they begin to brown, about 10 to 15 minutes.

the main dish | 10

## tomato-glazed meatloaves with brown butter mashed potatoes (continued)

Add the vegetables to the large bowl with breadcrumbs, then add the remaining ingredients. Stir the ingredients together with a fork. With wet hands, form the mixture into twelve 3-inch meatballs; each will weigh about 4 ounces.

*bake meatloaves* Space meatballs so that they are not touching, in a baking dish. Drizzle or brush each meatball with a teaspoon or so of the tomato glaze you made earlier, and bake until cooked through, about 20 minutes. (An instant-read thermometer inserted into the center of a cooked meatball will register 160 to 165.)

*to serve* Serve with additional glaze on a bed of brown butter mashed potatoes.

*½ cup (120 ml) milk  
¼ cup finely chopped fresh flat-leaf parsley  
2 large eggs*



## brown butter mashed potatoes

\* \* \*

2 pounds (905 grams) Yukon Gold potatoes

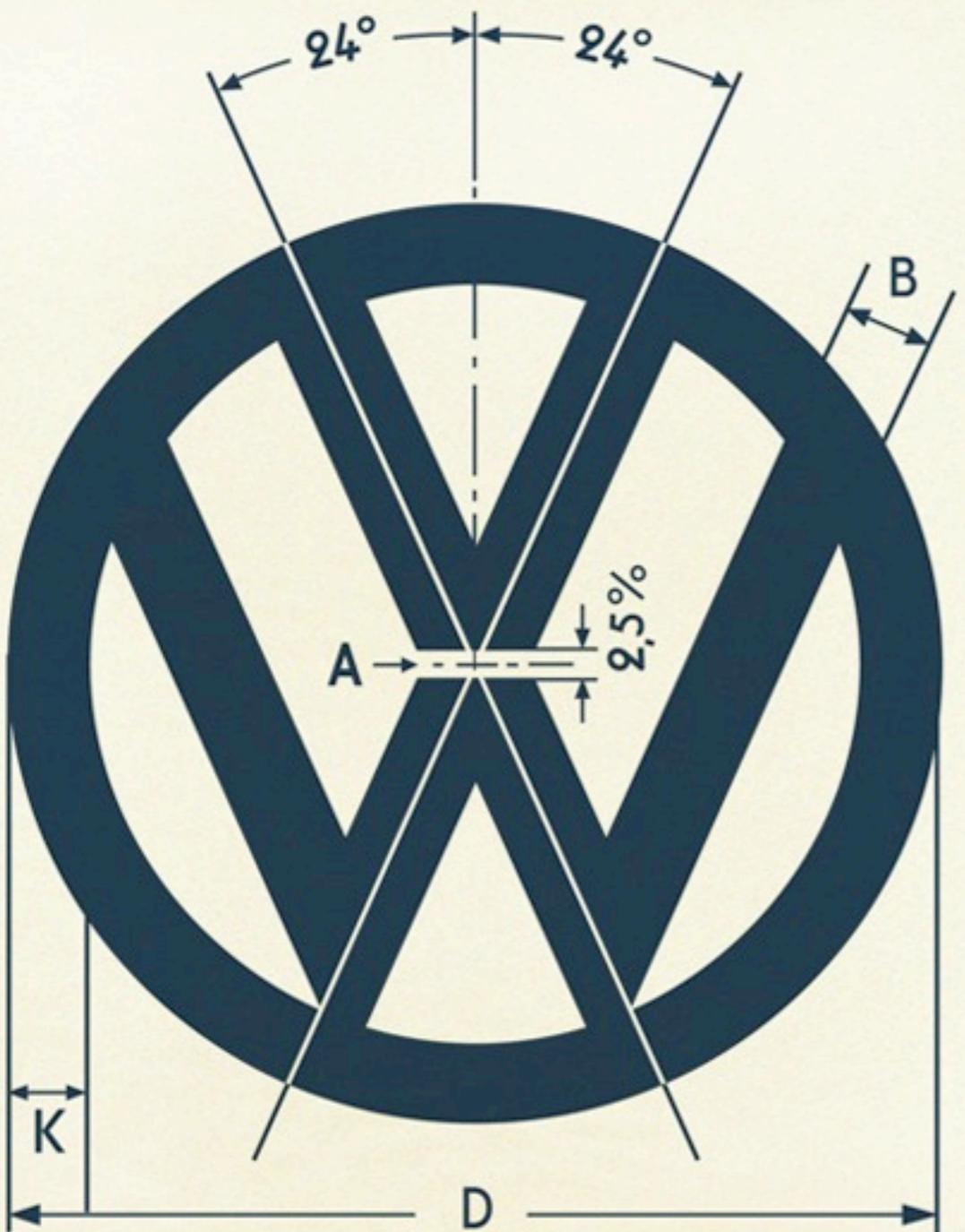
(about 4 cups mashed potatoes, 115 grams or 1 stick)

# What is branding anyway?



“Consistency doesn’t  
mean sameness.”

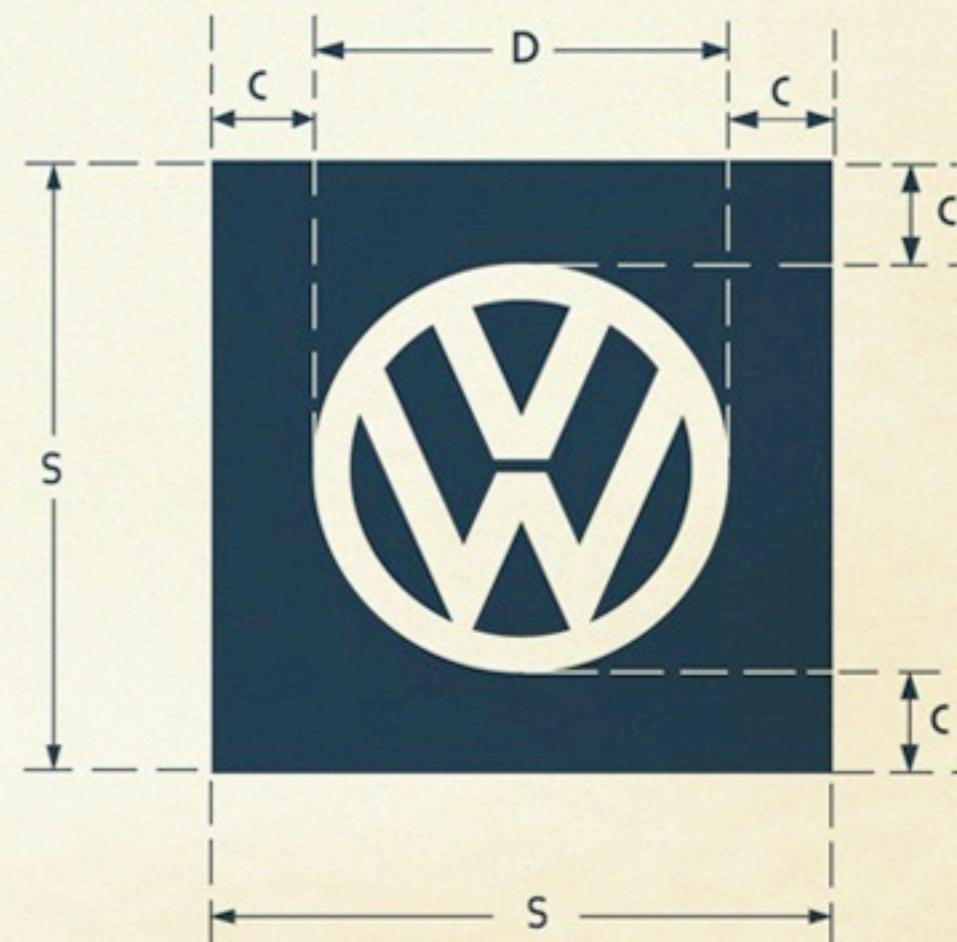
- Rob De Florio,  
Former director of U.S. global advertising, NIKE



110 011

$$S = 150 \% D$$

$$C = 25 \% D$$



Artwork recreated by **imjustcreative**  
Graham Smith

Examples of Sign plate modulation

The following examples show the basic categories of signs. All the text for Identification, Direction and Information signage will appear in black on a white background. Discs will always be colored with white numerals or letters. Directional arrows will be black on a white background.

To avoid visual confusion and clutter only the standard sign plates should be used for each category of sign. Any other device like painting on tiles, walls, light fixtures, etc. is a violation of the standards.



For 23 St & 14 St  
Mon-Fri  
6:50 am to 10:05 am  
3:30 pm to 6:55 pm  
Take any train to 34 St  
Change for

Downtown  
& Brooklyn

Broadway Nassau

**To STREET & UPTOWN  
LEXINGTON AVE LINE**

TO EAST SIDE  
AND IRT  
UPSTAIRWAY  
OF LEXINGTON AVE.  
UPTOWN TRAINS  
AT END OF PLATFORM  
DOWNTOWN TRAINS

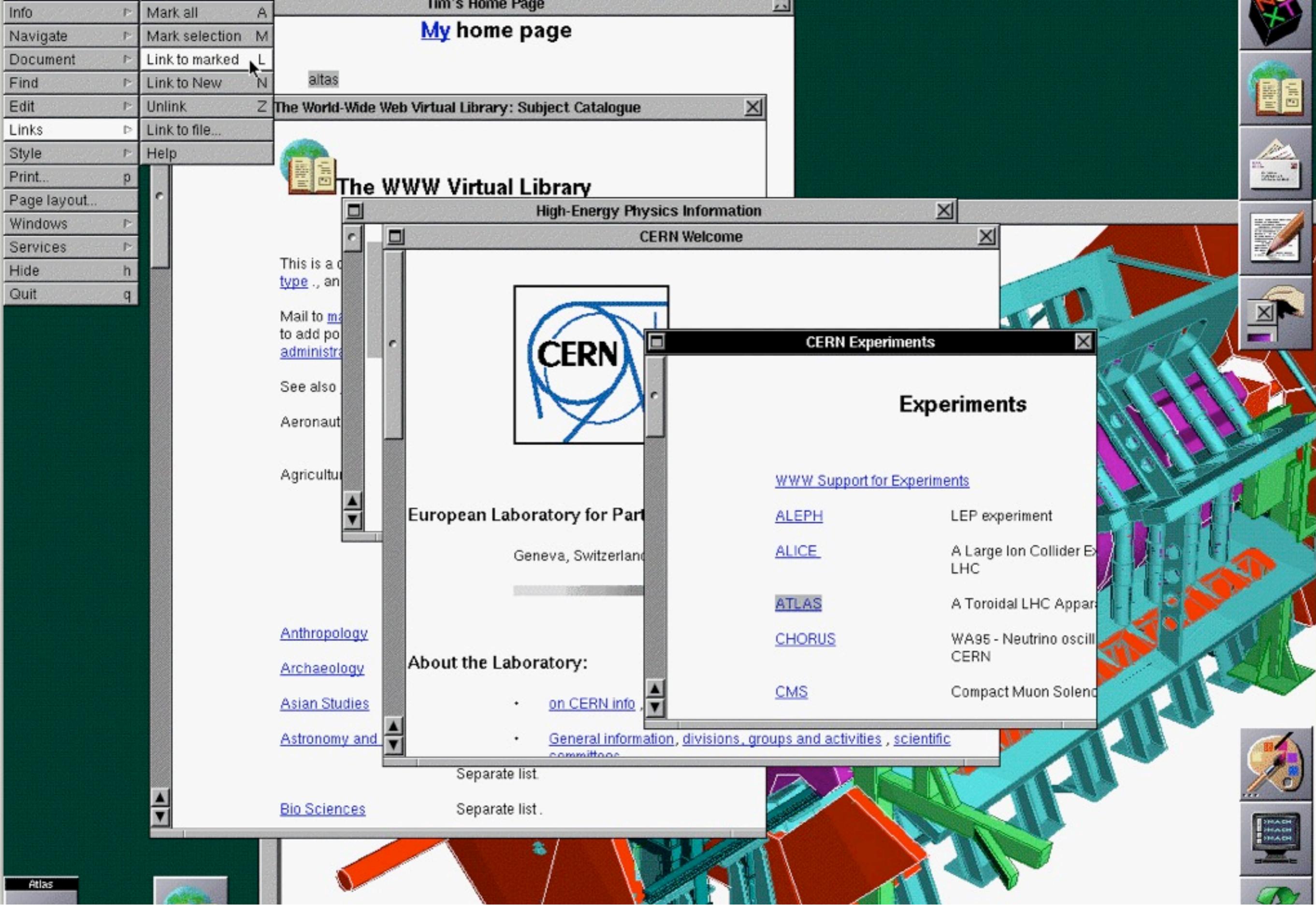
WARNING  
DO NOT LEAN OVER EDGE OF PLATFORM

**ESCALATOR - STREET  
IRT DOWNTOWN**

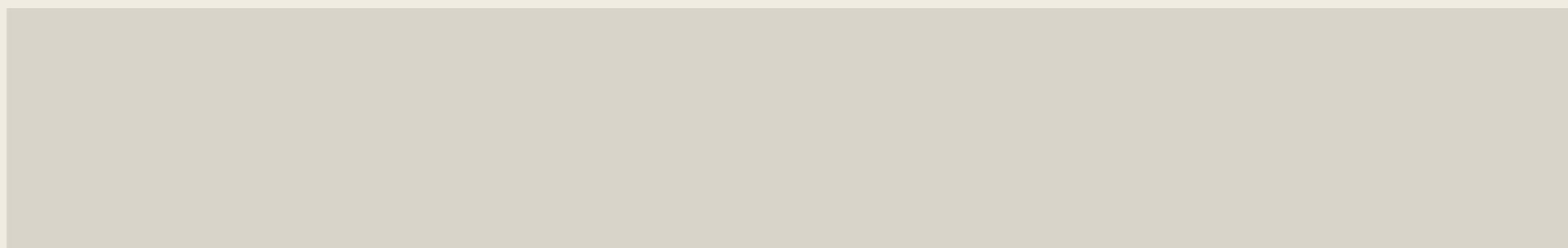
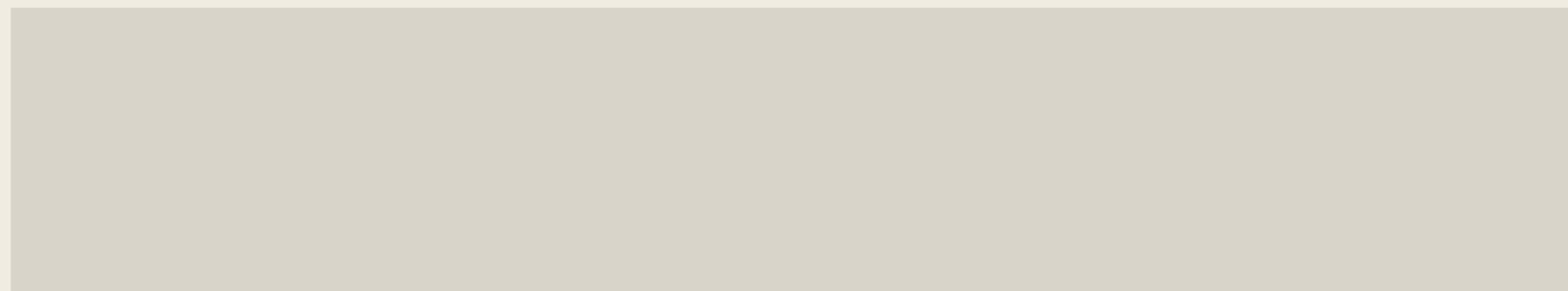
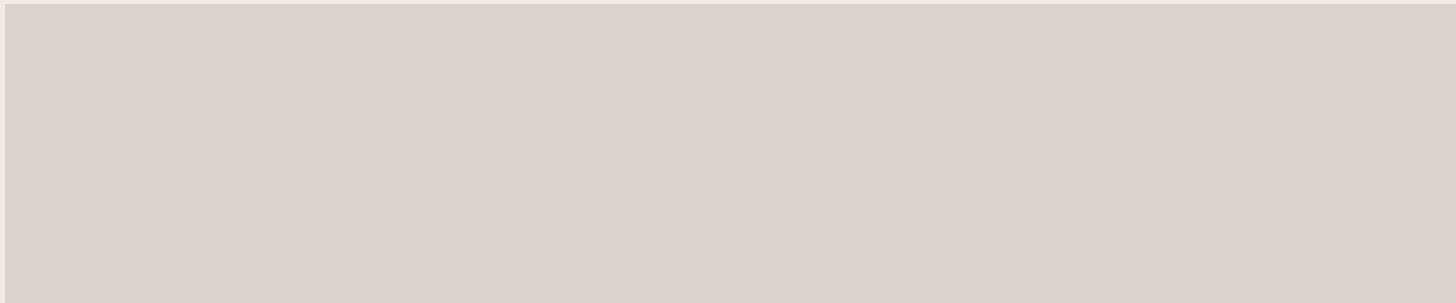
59  
LEX.  
AVE.

59  
LEX.  
AVE.

NO  
Standing



# After the World Wide Web



**Informational Experiences**

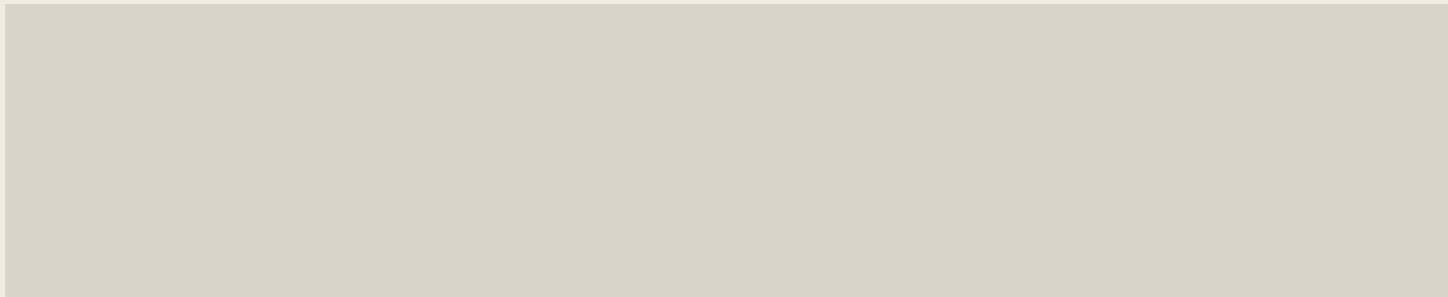
# After the World Wide Web



**Destination Experiences**

**Informational Experiences**

# After the World Wide Web



**Social Destination Experiences**



**Destination Experiences**



**Informational Experiences**

DECEMBER 25, 2006 / JANUARY 1, 2007

www.time.com

# TIME

PERSON OF THE YEAR

# You.



Yes, you.  
You control the Information Age.  
Welcome to your world.

# After the World Wide Web

**System Experiences**

**Social Destination Experiences**

**Destination Experiences**

**Informational Experiences**



Alone, a giant pdf won't  
cut it anymore.

— 1 —

Infuse your audience and  
primary users into the  
style guide.

*Math is easy for everyone but me. And every year it gets harder. I wish my teacher had a rewind button. I guess I'll text a friend later for help.*



**HELLO** Sophia, 11

- 2 -

Make it a tool during the  
process not just a deliverable  
after the fact.

— 3 —

Provide a path for  
consistency across the  
brand's digital eco-system.

# The ingredients:

1. Who we are
2. What we look like
3. What we sound like
4. How we behave

- 1 -

# Who We Are

# Apple's Mission

Apple is committed to bringing the best personal computing experience to students, educators, creative professionals and consumers around the world through its innovative hardware, software and Internet offerings.

# Skype's Mission

Be the fabric of real-time communication on the web.

# Amazon's Mission

Be Earth's most customer centric company; to build a place where people can come to find and discover anything they might want to buy online.

# PepsiCo guiding principles

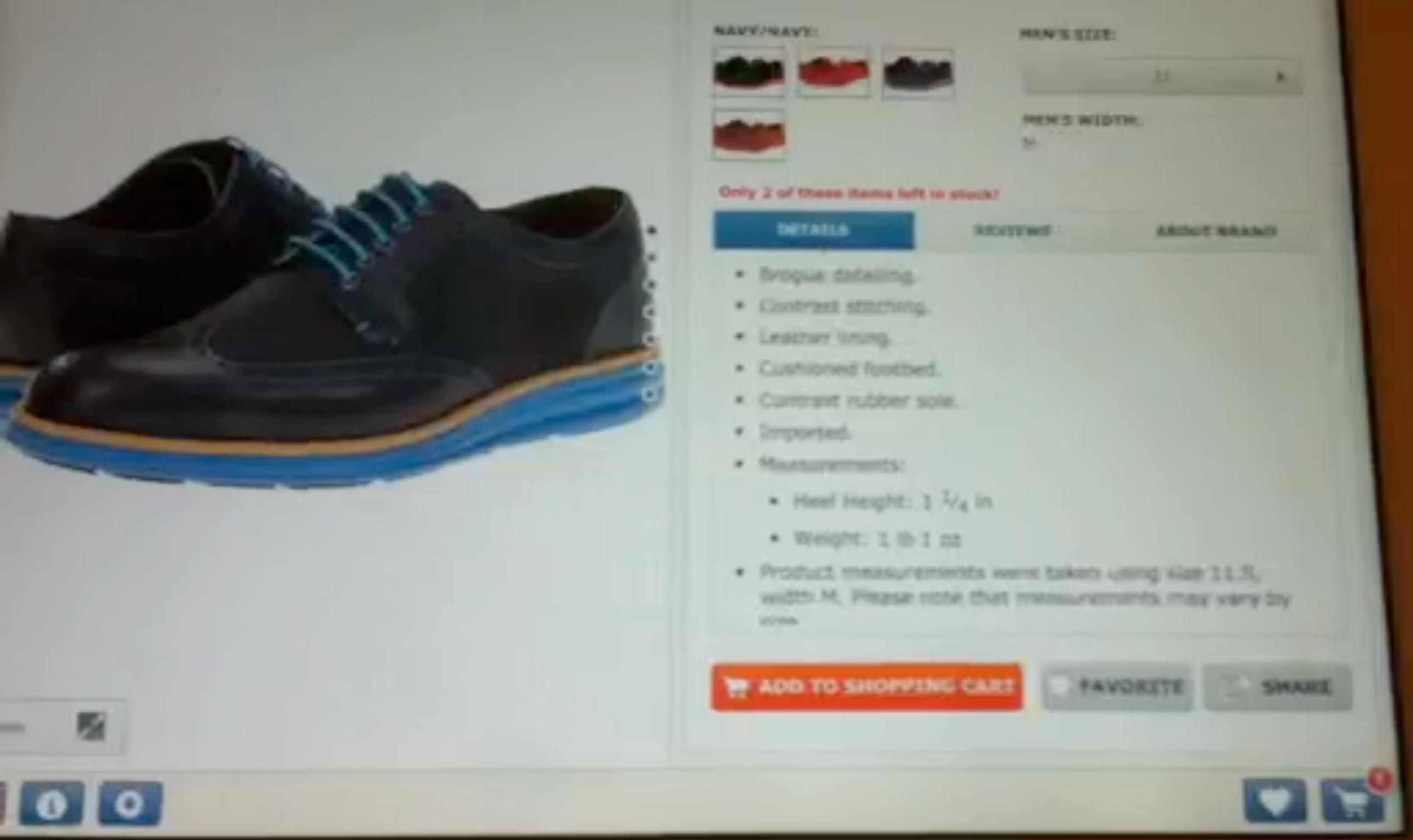
**We uphold our commitment with six guiding principles.**

1. Care for our customers, our consumers and the world we live in
2. Sell only products we can be proud of
3. Speak with truth and candor
4. Balance short term and long term
5. Win with diversity and inclusion
6. Respect others and succeed together

# Zappos' 10 Core Values

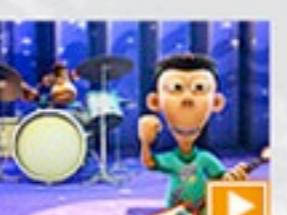
1. Deliver WOW through service
2. Embrace and drive change
3. Create fun and a little weirdness
4. Be adventurous, creative, and open-minded
5. Pursue growth and learning
6. Build open and honest relationships with communication
7. Build positive team and family spirit
8. Do more with less
9. Be passionate and determined
10. Be humble

3. Create fun and a little weirdness



### 3. Create fun and a little weirdness

- pre-school & parents • kids • adults & families • tweens & teens • boys • girls

iCarly Brand Sizzle  
2010Shockwave Sizzle  
2009iCarly Brand Sizzle  
2010Nick Kit Brand Sizzle  
2011

# Audience / User Personas



## kids

### attributes

Nickelodeon's brand attributes describe and differentiate all Nickelodeon content. However they are translated in an age-appropriate manner for each platform's target demographic. For example, content that is "funny" for pre-schoolers on NickJr will be very different than content that is "funny" for teens on TeenNick. In both cases the content reflects the Nickelodeon brand attribute, "funny," but the sense of humor is tailored to fit the target audience.

humorous/funny • authentic • inclusive • smart • contemporary • irreverent • relevant • respectful • playful • diverse • age-appropriate • heart • surprising • connected • empowering • innovative

### CREATIVE GUIDELINES ▲

When it comes to our networks and their programming, Nickelodeon lives by one rule: if it's good for kids, it's good for Nickelodeon. And we take this seriously. Just check out our guidelines for program development and acquisition. They're specific to each network and its content. Because being good for kids is a big responsibility that we live, and program, by!

- **Nick:** Our flagship cable television network, which functions as the gateway to all of our other networks, businesses, and properties. 54% K2-11 (GRPs season-to-date).
- **Nick.com:** The online extension of the Nick network, featuring video, games, chat boards, and more. #1 online kids' channel.
- **Neopets:** A youth-oriented virtual world with a community of over 56 million members worldwide, celebrating ten years online in 2009.

- 2 -

# What We Look Like

### Wordmark

The standard Mozilla wordmark is set in Meta Bold. Please download one of the file formats to the right if you need to use it rather than typing and setting it yourself.

The Mozilla wordmark logo, consisting of the word "mozilla" in a bold, lowercase, sans-serif font.

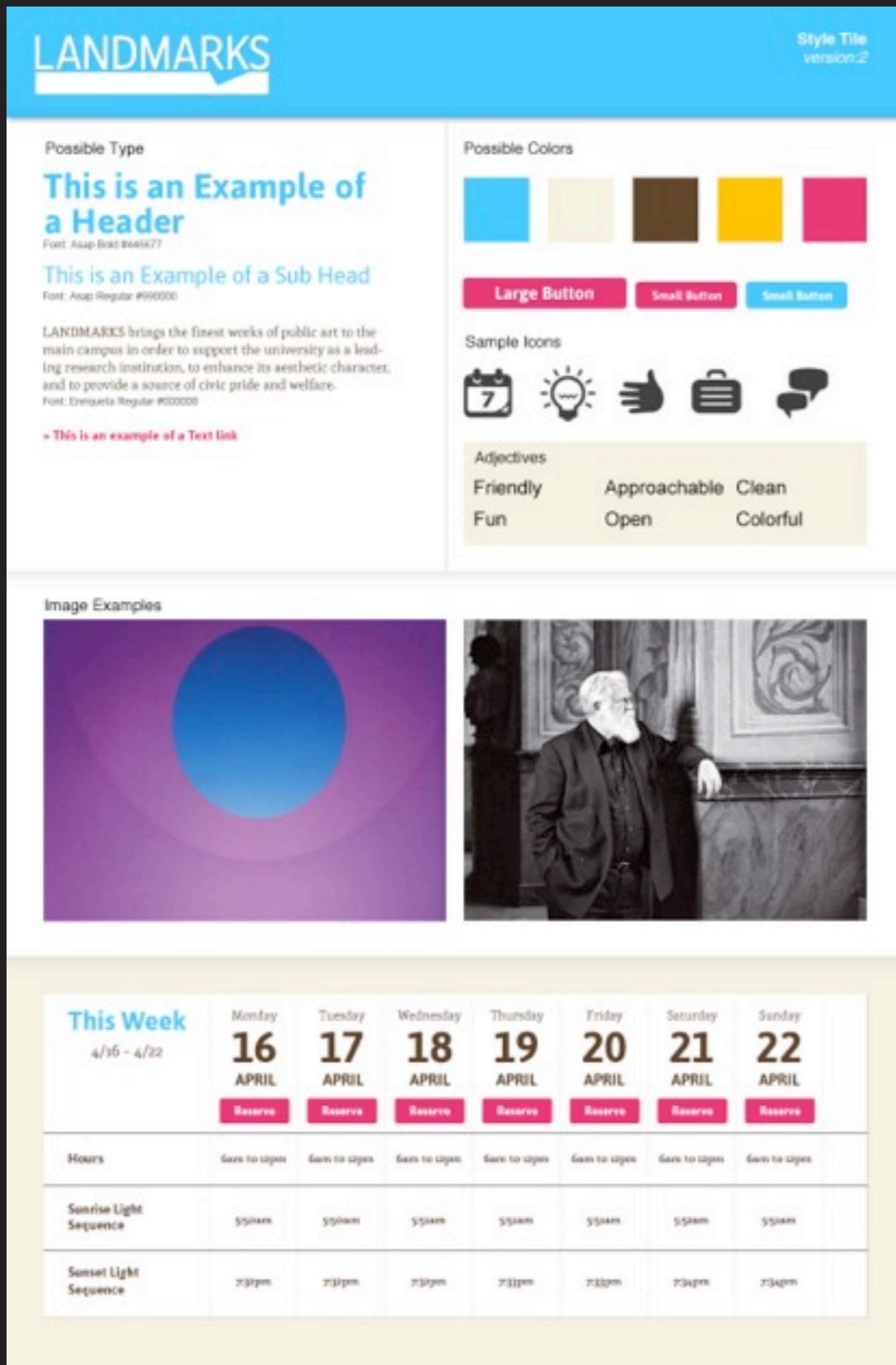
Download

[EPS](#) [JPG \(300dpi\)](#) [PNG](#)

You can use any solid color for the Mozilla wordmark. Which color you choose depends on the color of the supporting design. When in doubt, please use the default charcoal color supplied above.

A red version of the Mozilla wordmark.A blue version of the Mozilla wordmark.A yellow version of the Mozilla wordmark.A pink version of the Mozilla wordmark.A rainbow-colored version of the Mozilla wordmark.

# Style Tiles



1. Logo
2. Typography
3. Colors/Textures
4. Icons
5. Images
6. Buttons
7. Descriptors

# Style Tiles

Style Tile  
version: 1

Possible Type

# This is an Example of a Header

Font: Geogrotesque #000000

## This is an Example of a Sub Head

Font: Geogrotesque #000000

The Student Activity Center building, designed by Overland Partners, is located at the corner of 22nd and Speedway and opened to the public in January 2011. The Skyspace was selected based on input from the students that they desired to have a meditation space in the Activity Center.

Font: Clarendon Text Pro #000000

This is an example of a Text link -

Possible Colors



BUTTON

Sample Icons



Adjectives

Open	Simple	Iconic
Modern	Dynamic	Bold

Image Examples



This Week  
4/16 - 4/22

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<b>16</b> APRIL	<b>17</b> APRIL	<b>18</b> APRIL	<b>19</b> APRIL	<b>20</b> APRIL	<b>21</b> APRIL	<b>22</b> APRIL
RESERVE						

Hours

	8am to 11pm						
Sunrise Light Sequence	8:50am	8:50am	8:51am	8:51am	8:51am	8:51am	8:51am
Sunset Light Sequence	7:30pm	7:32pm	7:33pm	7:33pm	7:33pm	7:34pm	7:34pm

1. Have your client identify a site they see as an inspiration.
2. Work backwards and create a style tile for that site.
3. Before you present your style tiles, present the style tile of their inspiration site so they can imagine how your style tiles will come to life.

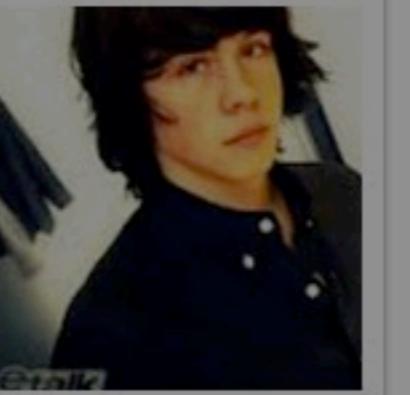
## NEW CONTEST

If you could travel anywhere, where would you go? Enter to win a Kindle Fire!

## "Everybody Talks"

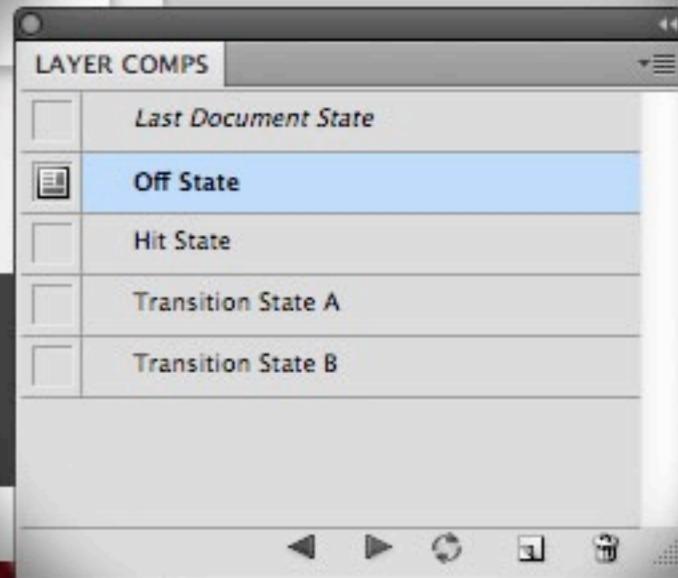
Have you watched our latest music video yet? Well what are you waiting for!

PPL On Now 



LOG IN

JOIN NOW!



## Heading 2

color: #3d3d3d;  
font-size: 34px;

## HEADING 2 <STRONG>

Default Usage (center-align)

like the Join page  
Proxima Nova Bold  
color: #b5c427;  
font-size: 28px;

## HEADING 2

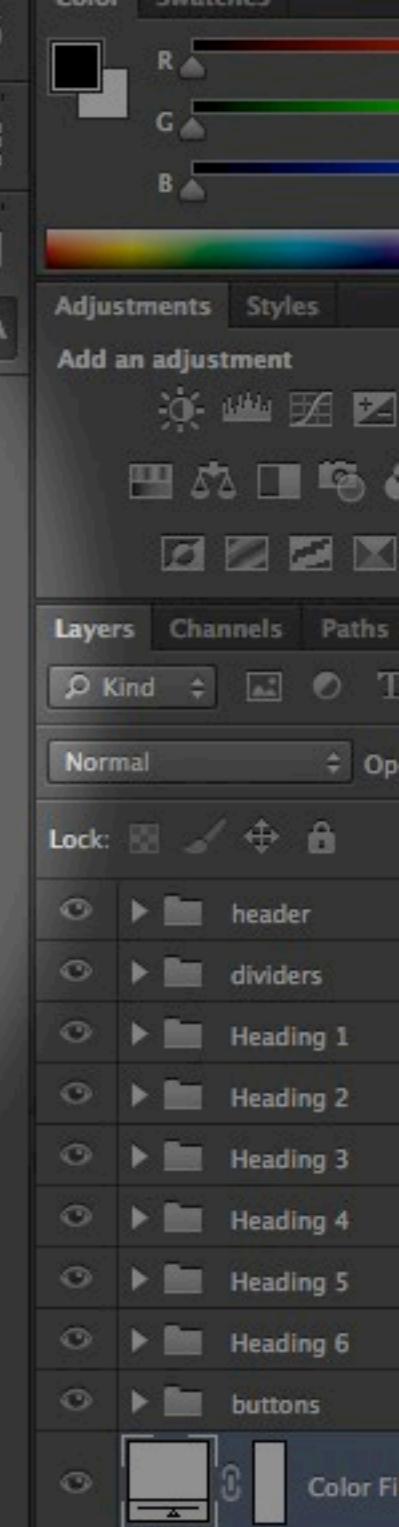
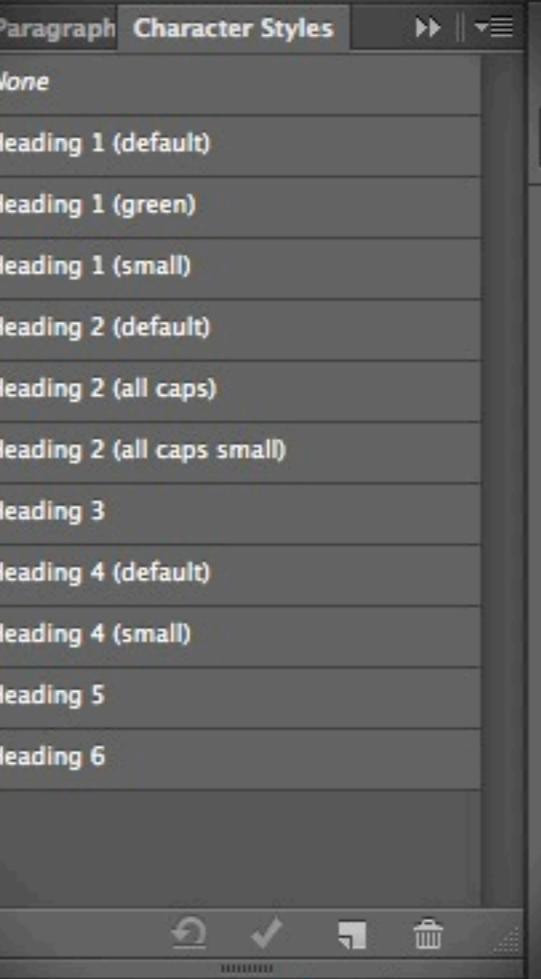
Used on the Homepage

Proxima Nova Bold  
color: #666666; (#1e1e1e fo  
font-size: 22px;

## Heading 3

Default Usage

Proxima Nova Bold  
color: #333333;  
font-size: 22px;



# Front End Style Guides & UX Pattern Libraries

## What are they?

Front end style guides are created at the beginning of the development process to ensure consistent CSS styles, UI elements and patterns.

# Front End Style Guides & UX Pattern Libraries

What do we need them?

1. Creates consistent and uniform code

# Front End Style Guides & UX Pattern Libraries

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2. Creates efficiency by reusing UI elements and patterns

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3. Avoids redoing work a team member may have already done

# Front End Style Guides & UX Pattern Libraries

What do we need them?

1. Creates consistent and uniform code
2. Creates efficiency by reusing UI elements and patterns
3. Avoids redoing work a team member may have already done
4. Becomes an onramp for new team members

[Overview](#)[Styling & CSS](#)[Markup & Templates](#)[Behavior & JavaScript](#)[Ruby](#)[Words](#)

#### 0. Overview

[1. Buttons](#)[2. Forms](#)[3. Source Code](#)[4. Text Styling](#)[5. Listings](#)[6. Boxed Groups](#)[7. Icons](#)[8. Navigation](#)[9. Behavior](#)[10. Discussion](#)[11. Colors](#)[12. Animations](#)[13. Select Menu](#)[14. Blank slate](#)

# CSS Styleguide

Welcome to the GitHub CSS Styleguide. It's pretty rad. Before reading this, you should have a general understanding for **specificity**, the **SCSS** syntax, and **KSS** documentation..

While we port our styles over to SCSS with KSS documentation, please make sure to upgrade an entire element's CSS at once. Do not mix small amounts of SCSS in with plain CSS. Do your future self a favor.

If you're visiting from the internet, feel free to learn from our style. This is a guide we use for our own apps internally at GitHub. We encourage you to set up one that works for your own team.

## Coding Style

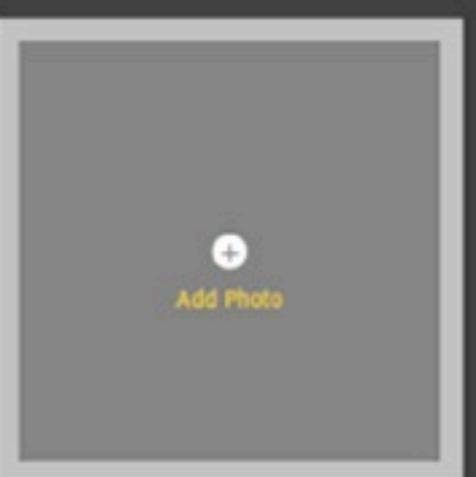
- Use soft-tabs with a two space indent.
- Put spaces after `:` in property declarations.
- Put spaces before `{` in rule declarations.
- Use hex color codes `#000` unless using rgba.
- Use `//` for comment blocks (instead of `/* */`).
- Document styles with **KSS**.

[300 x 81 - adainitiative.org](#)



Case Commons' mission is to transform public sector human services through user-centered design & technology.

## Jeffrey Williams

[Actions](#)[Forms](#)[+ NEW NOTE](#)[Identity & Contact](#)[Addresses](#)[Education](#)[Health Info](#)[Family Network](#)[Employment & Finances](#)[Background Checks](#)[Licensing Training](#)Recorded on **January 1, 2011****IDENTITY AND CONTACT**[Edit](#)Name **Jeffrey Williams**Gender **Male**Birthday **7/16/2002 (Birth Certificate)**Living Arrangements **Single parent, father only (As of 11/1/2012, for [Williams Family assessment](#))**[▶ See more](#)**ADDRESSES**[Edit](#)Current **Unknown****EDUCATION**[Edit](#)**QUICK INFORMATION**

Born Jul 16, 2002 (10 years old)

Male

**Assessments**

- [Williams Family](#) (victim)

**Cases**

Does not belong to any cases.

**Eligibility Files****Resources**

Does not have any resources.

**Profile ID Numbers**

- MaGiK ID Number  
1222591



## Getting Started!

The pattern library contains the UI building blocks of Casebook. It is divided into sections that reflect the categories of components we use:

### Sections

[Base CSS](#) — colors, typography, links, borders

[Messages](#) — warnings, tooltips, indicator icons

[Lists](#) — unordered, ordered, and definition lists

[Tables](#) — data only tables

[Forms](#) — fieldsets, inputs, buttons, indicators

[Layout](#) — cards, card components, navigation, search

[Javascript](#) — file uploads, autocompleters, expandables, dialogs

### When Should I Add a Pattern

If you can't find an existing pattern in the library to implement a feature, revisit the design to see if it can be adjusted to use one. Otherwise, break the feature into atomic components and add each component as a pattern. For example, if you create a card with a formatted list and a styled fieldset, add the list and fieldset as distinct patterns.

### Deprecated Patterns

Some of the groups have a deprecated section. These are patterns that exist in the app but should be avoided in favor of a newer pattern, or refactored when possible.

Indicators

Fieldsets

Basic Inputs

Trendy Inputs

Buttons

Behavior

Quiz

Deprecated

## Forms

### Indicators

#### Required Indicator Legend

Use at the top of forms where not all form fields are required.

[show mode](#) [edit mode](#)

EXAMPLE

#### CARD TITLE

\* Indicates required fields when submitting: [Fake Name](#) Assessment

```
= render_card "Card Title" do
  %legend.required
    Indicates required fields when submitting:
    = link_to "Fake Name"
      Assessment
```

### Required Indicator for Radio Buttons

Use when not all form fields are required.

[show mode](#) [edit mode](#)

EXAMPLE

#### CARD TITLE

Simple Form Field With Label \*

- Yes
- No

```
= render_card "Card Title" do
  = form_for(@object, url: "") do |f|
    = f.input :style_guide_object_type, as: "radio_buttons", required: true, label: "Simple Form Field With Label *
```



## A 21st Century Tool for Families

Case Commons' mission is to transform public sector human services through user-centered design & technology. We're pursuing this vision through the development of Casebook - the first collaborative, family-centered case management system for child welfare, enabling workers serving the most vulnerable families and children to be more effective and efficient via new web-based software tools.

[Read more.](#)

## Making the Casebook Choice

Investing in a new family information and case management system is among the most important decisions a state or local agency can make. It will determine the effectiveness of caseworkers. It will influence the attractiveness of your agency to a new and younger workforce. It will affect the quality of decision-making. Most important, it will help to improve results for vulnerable children and families.

[Learn more about working with Case Commons.](#)

## A New Conversation

Casebook is a model for how to close the growing technology gap between government and the rest of society, and Case Commons is leading a conversation about how new government information technology innovation can change our lives for the better every day.

[Read about our efforts to foster a 21st century culture of technology in government.](#)

## Technology Changing Lives

Casebook is a proven technology that is already changing lives around the country.

[Find out where and how Casebook is making a difference.](#)

- 3 -

# What We Sound Like

**WE ARE  
MACMILLAN.  
CANCER SUPPORT**

# BE.MACMILLAN

## Our tone of voice & guiding principles

These four principles were developed to help you to write clear, sparkling copy that expresses our passion for supporting people affected by cancer.

**1. Personal**

**3. Straightforward**

**2. Inspiring**

**4. Active**

## Infusing Your Users

BE.MACMILLAN

[Home](#)[Make your own](#)[Order information](#)[Order merchandise](#)[About our brand](#)[Help](#)

Go

[Home](#) > [About our brand](#) > [How we talk](#) > Putting people at the heart of our work >[What our brand is about](#) >[Quick guide to our Identity](#) >[How we look](#) >[How we talk](#) >

Our tone of voice

Putting people at the heart of our work

Our style

Plain English

The legal bits

Getting more help

[Our fact sheets](#) >

## Putting people at the heart of our work

### Positive but realistic

Positive. Realistic. Honest. These are the words to keep in mind when you're writing about cancer.

If it's necessary to mention death, don't shy away from it. Acknowledge the fear, pain and confusion that people can feel when diagnosed with cancer – but never use language that would be likely to add to that fear. Always try to explain what Macmillan and other organisations offer to help improve the situation.

### Put people first

Our work is primarily about **people**, not a disease.

When we're writing about Macmillan we need to demonstrate how we always put people affected by cancer at the very heart of our work. We listen to what people want and need, and do what we can to meet those needs.

We almost always talk about 'people living with cancer' rather than 'patients' (unless we're talking about a hospital situation, for example). Avoid describing people with cancer as having things 'done to them' – passive recipients of care and support. Instead demonstrate how people with cancer make choices, and work with others involved in their care.

Never use language that suggests people are 'victims' or phrases like 'battling cancer'.

And never pigeon-hole people – don't define groups of people by one characteristic such as disability, age, race, colour, religion or sexual orientation.

**Appropriate**

People with cancer

**Inappropriate**

Cancer patients

## Introduction

Hello and welcome to Macmillan's style guide. We've developed it with love and care so anyone writing on behalf of the organisation can do so in a consistent and effective way. You see, whether we spell adviser with an E or an O may seem fairly trivial, but, in fact, if we really want our communications to be trusted and seen as authoritative, they need to be consistent at all times.

The way we talk (or write) is a key part of Macmillan's personality. Our 'voice' is an important tool for helping people understand who we are and what we do. It helps them to trust us, and inspires them to join us. That's why we need to be consistent in everything we do.

Please use this guide regularly when creating your communications – it really is important.

### Can't find what you're looking for?

We've tried to make this guide as easy to use as possible. So any references in italics, for example *see measurement*, refer to other entries in the style guide.

Remember there's also our boilerplate copy and you can visit the [How We Talk](#) section on [be.mac](#) where you'll also find our punctuation guide.

A lot of the style points we use in our style guide are based on the ones listed in *The Guardian* newspaper's style guide. This means that if you can't find a point covered in this guide, your first port of call should be [guardian.co.uk/styleguide](#). And for the correct spelling of words, always use the *Oxford English Dictionary*.

If you still have any questions after that please get in touch with our style guide guardian, Danny, at [dwright@macmillan.org.uk](mailto:dwright@macmillan.org.uk)

PS We use 'adviser' not 'advisor', by the way. But I'm sure you knew that.

The Copywriting team

## A

**a or an?** – use 'an' before a silent H: an hour, an heir, an honourable man honest woman; a hero, a hotel, a historian. With abbreviations, guide your pronunciation: eg, an LSE student

**A&E** – use accident and emergency in the first instance and then shorten

**abbreviations and acronyms** – where possible we try not to use abbreviations acronyms – they are clunky and make things more difficult to read

However, when we do use them we do not use full points in abbreviations spaces between initials: eg, ie, 4am, Dr Jones, Mrs Royle, NB, PS, US, mp Smith, etc.

Use all capitals if an abbreviation is pronounced as the individual letters: U GP, CNS, BBC, VAT etc.

If it is an acronym (pronounced as a word) but has not entered the language as an everyday word, eg LASER, EMNE, OSNI, NICE, CHAPS etc, still use all caps.

However, if the acronym is considered to have entered the language as an everyday word, use initial capital for organisations and lower case for common terms: Nato, awol and, more recently, asbo, pin number and sim card.

When using an abbreviated term or acronym that a reader may not immediately recognise, spell it out for its first reference and put the abbreviation or acronym in brackets, eg the clinical nurse specialist (CNS), Mobile Macmillan Cancer Information Centre (MMCIC). You can then use the abbreviated term or acronym thereafter.

Always use common sense: it's not necessary to spell out well-known ones EU, UN, CIA, FBI, CD, Nasa, etc.

## LEGAL CONTENT



### USER

I need to make sure  
MailChimp isn't going to  
steal my content before I  
send a campaign.

### USER'S FEELINGS

**Apprehension**  
**Confusion**  
**Vigilance**

### TIPS

### MAILCHIMP

Voice & Tone Samples

- 4 -

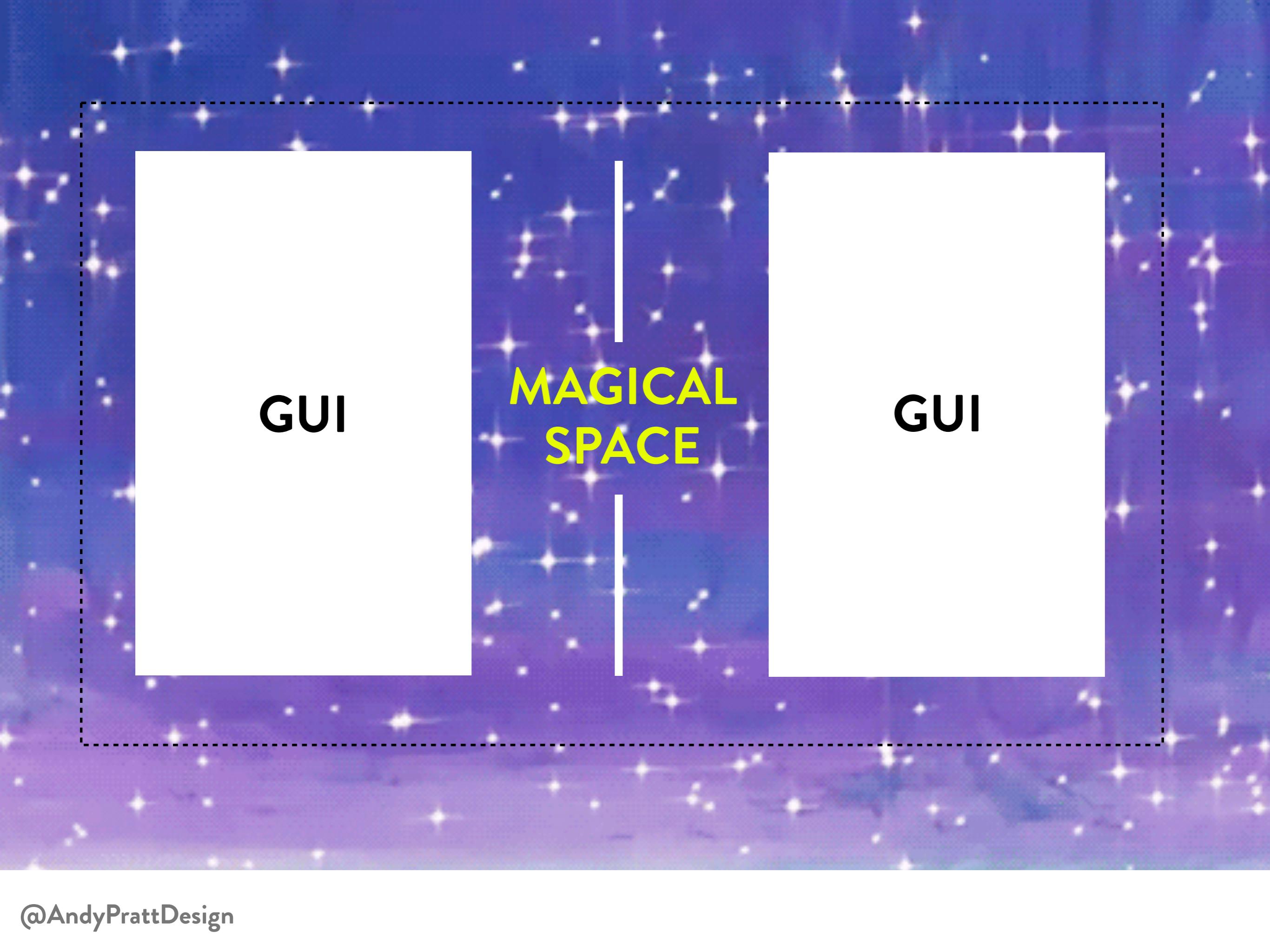
# How We Behave



**GUI**



**GUI**



**GUI**

**MAGICAL  
SPACE**

**GUI**

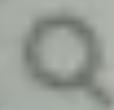
@AndyPrattDesign

iPad

Exchange

Inbox

Edit



Search inbox

From:

**Andrew Pratt**

6:35 PM

Nick's amazing mission poem!

I know the Nick Mission, and so do you: Be  
first choice for kids in all you do. The top ent...

To: S

Brandi

October

**Andrew Pratt**

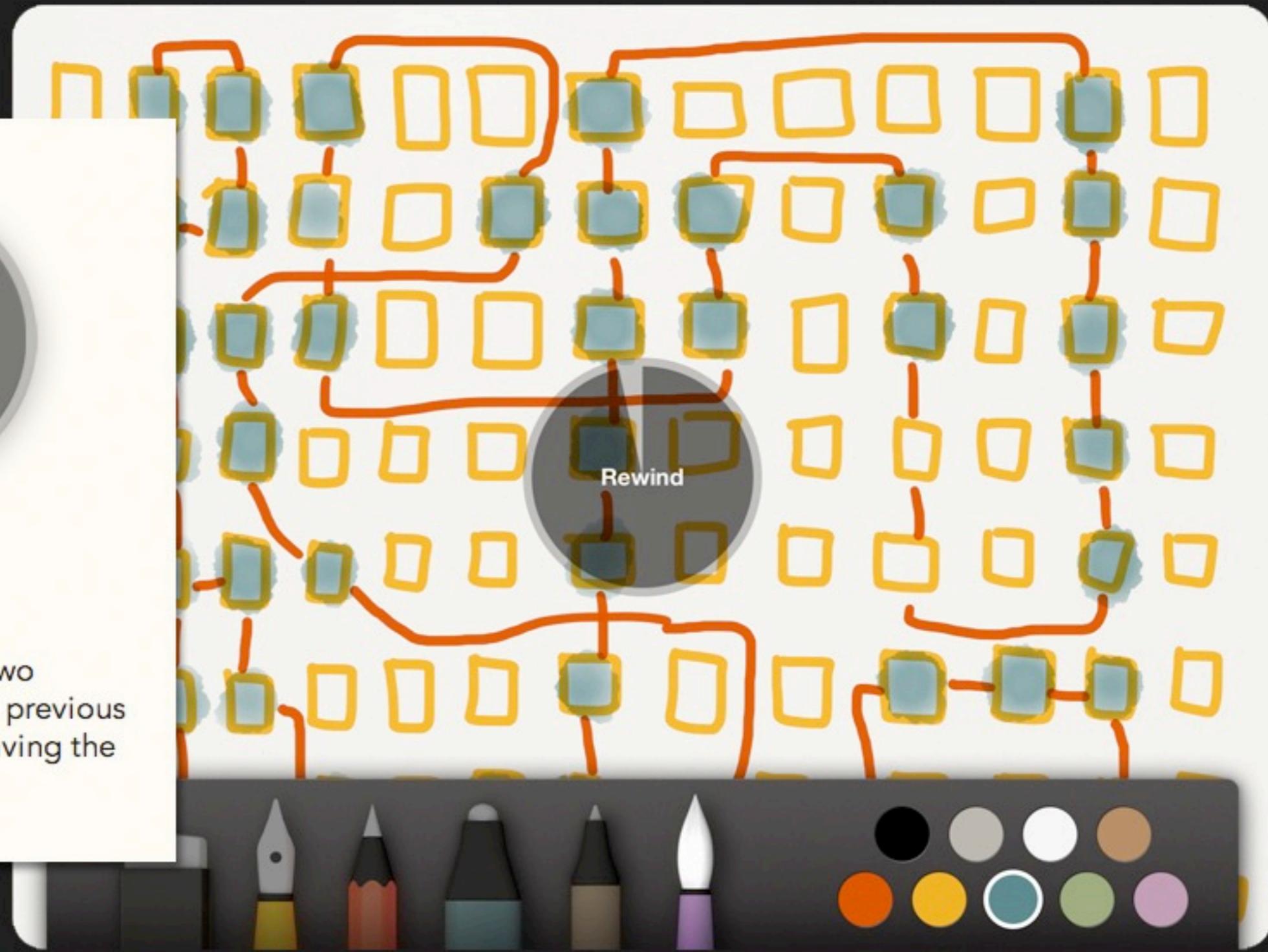
6:28 PM

Brands are not just about what they lo...



### REWIND™

We love mistakes. Use two fingers to Rewind to any previous point in time without leaving the flow.



# 12 basic principles of animation

**The Illusion of Life: Disney Animation**  
**By Ollie Johnston and Frank Thomas**

Anticipation

Staging

Straight ahead action & pose to pose

Follow through & overlapping action

Slow in and slow out

Squash and Stretch

Arcs

Secondary action

Timing

Exaggeration

Solid drawing

Appeal

# Low Fidelity Behavior Gallery

# Low Fidelity Behavior Gallery



@AndyPrattDesign

# Detailed Activity

TIME

VISITOR

04/28 07:52:52 PM

24.193.55.109

04/28 07:52:33 PM

24.193.55.109

04/28 07:53:12 PM

24.193.55.109

04/28 07:52:40 PM

24.193.55.109

04/28 07:53:00 PM

24.193.55.109

## PHQ4

Posted: September 30th, 2013

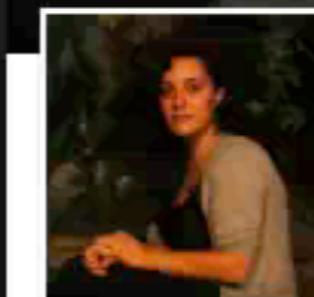


## PHQ4

Posted: September 30th, 2013

••••• Verizon 2:34 PM 2:35 PM 50% 51%

## PHOTOGRAPHERS



Tamara ABDUL HADI

Irak

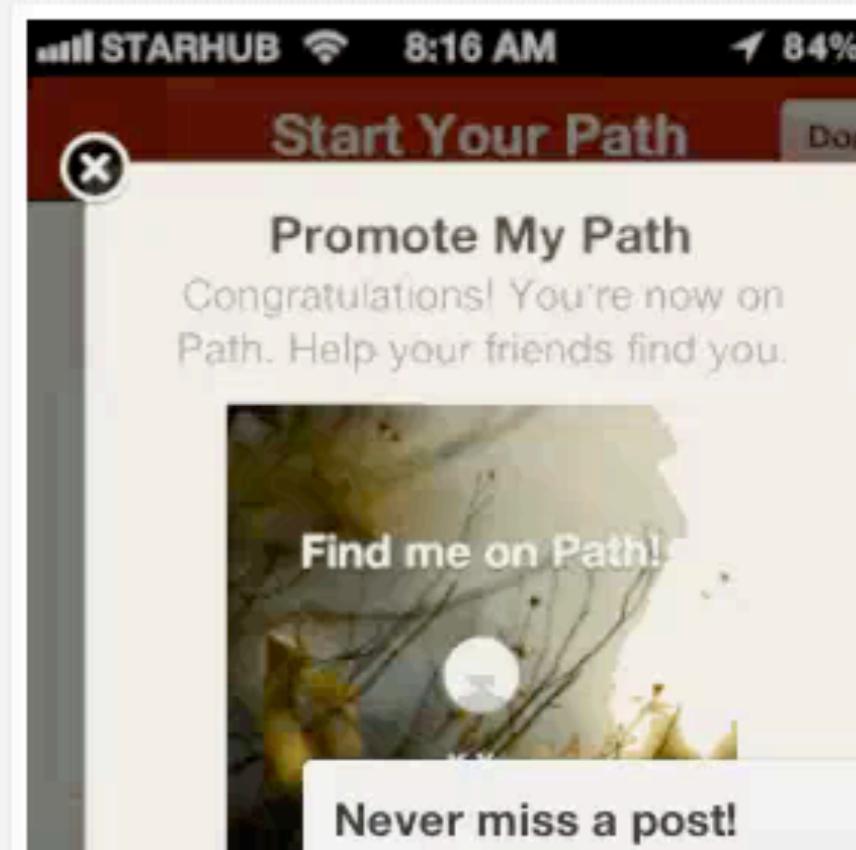
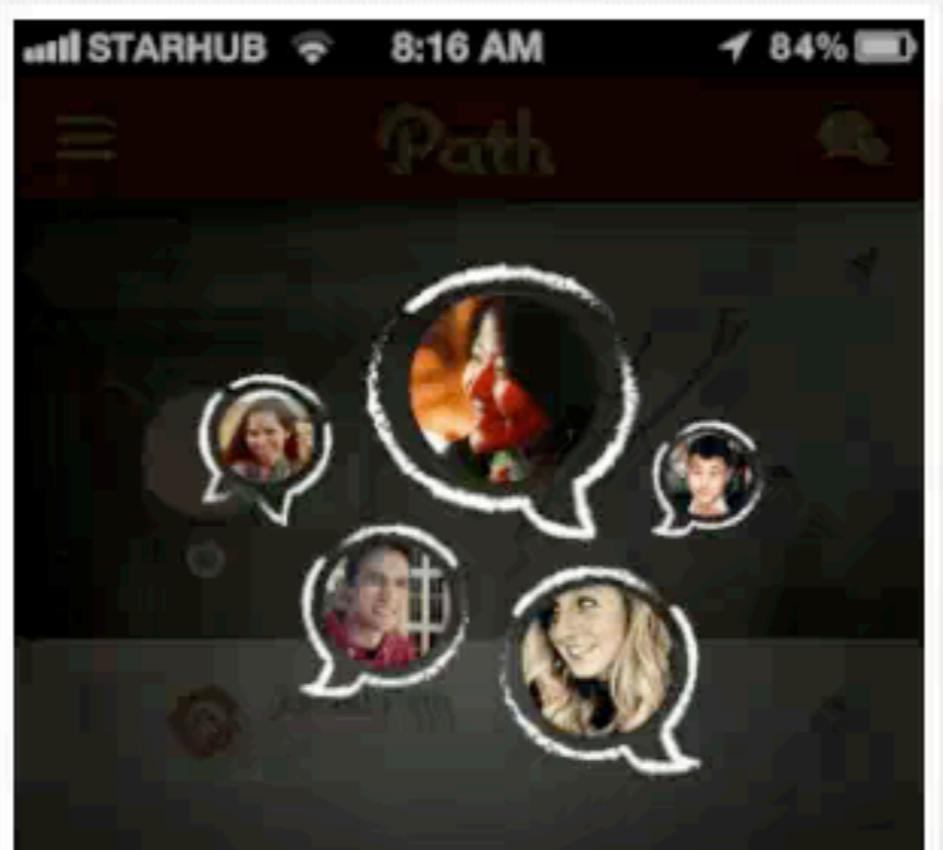
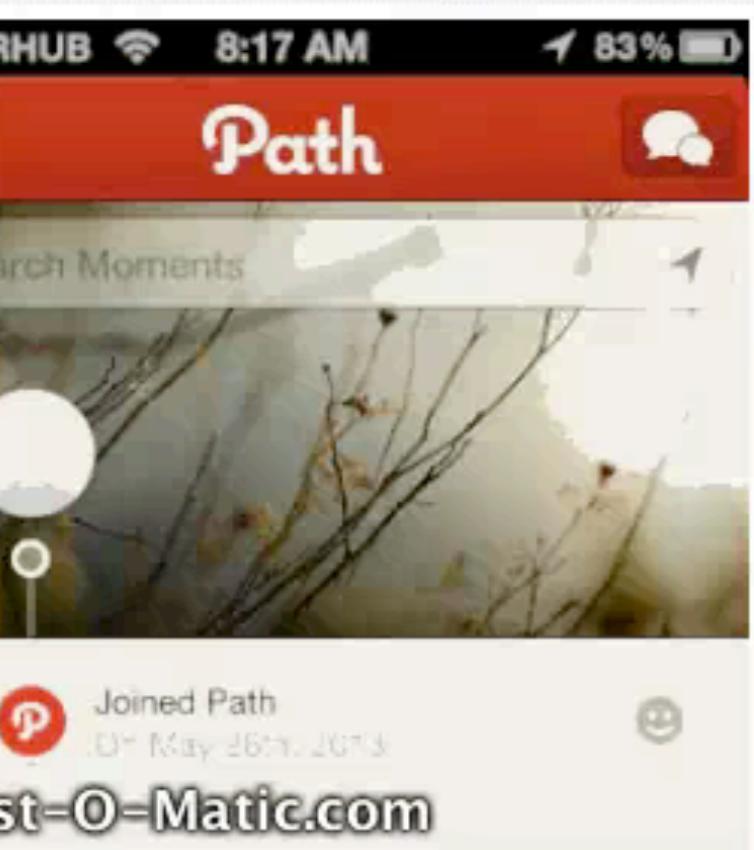
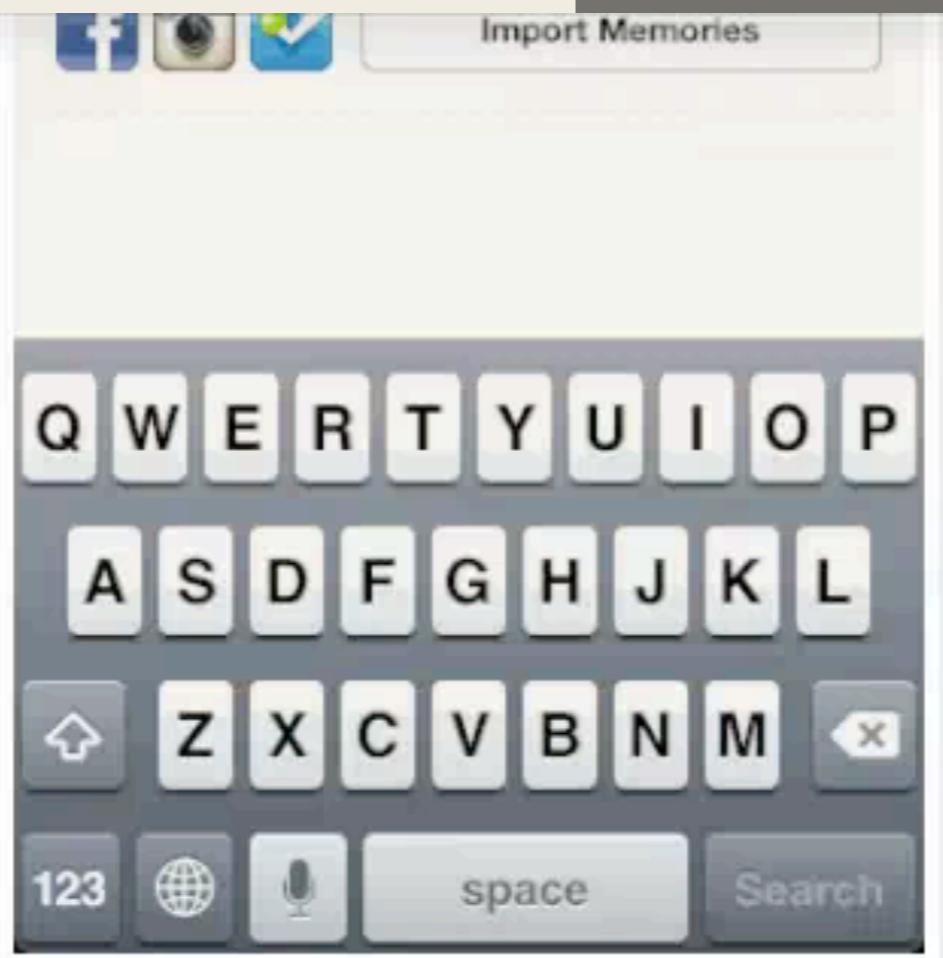
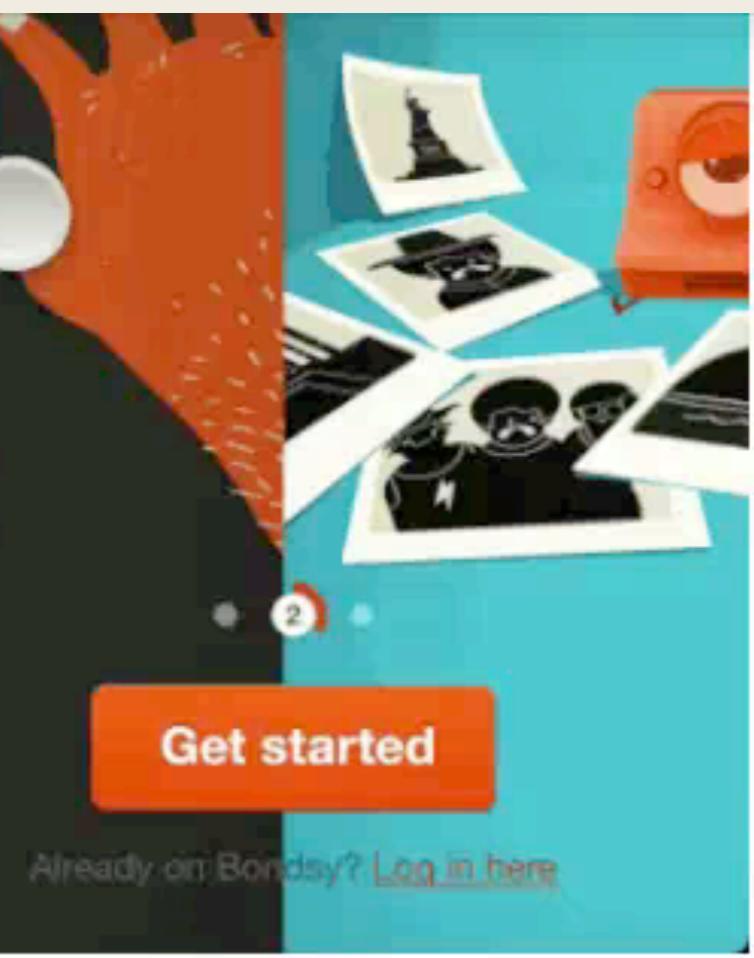
## PHQ4

Posted: September 30th, 2013

••••• Verizon 2:38 PM

## TOURS

PARCOURS  
ENFANT



# Low Fidelity Behavior Gallery

## UNHEAP

A tidy repository of  
jQuery plugins

Get the feed

Follow us on Twitter

Share Unheap

## PACKERY

### PACKERY

A bin packing layout that makes crazy & clever layouts a real thing

👤 @metafizzyco

= Layout

Search table

### FILTERTABLE

Adds a search filter to tables.

👤 @kamakalolii

= Tables & Graphs

## ENGAGE

### ENGAGE

Displays a toolbar when a user finishes reading an article with call to actions

⋮

👤 @posabsolute

= Feedback, Social & RSS

## STEPHAN

### STEPHAN TALKING

Provides an easy way to make your webpage talk

= Audio & Video, Miscellaneous



### UNSLIDER

A fluid, flexible, fantastically minimal slider

👤 @fabbrikk

= Sliders & Carousels

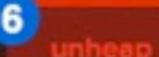
## Full Content

### FULL CONTENT

For fullscreen single-page websites.  
With url hash & animated scrolling

👤 @zehf

= Layout



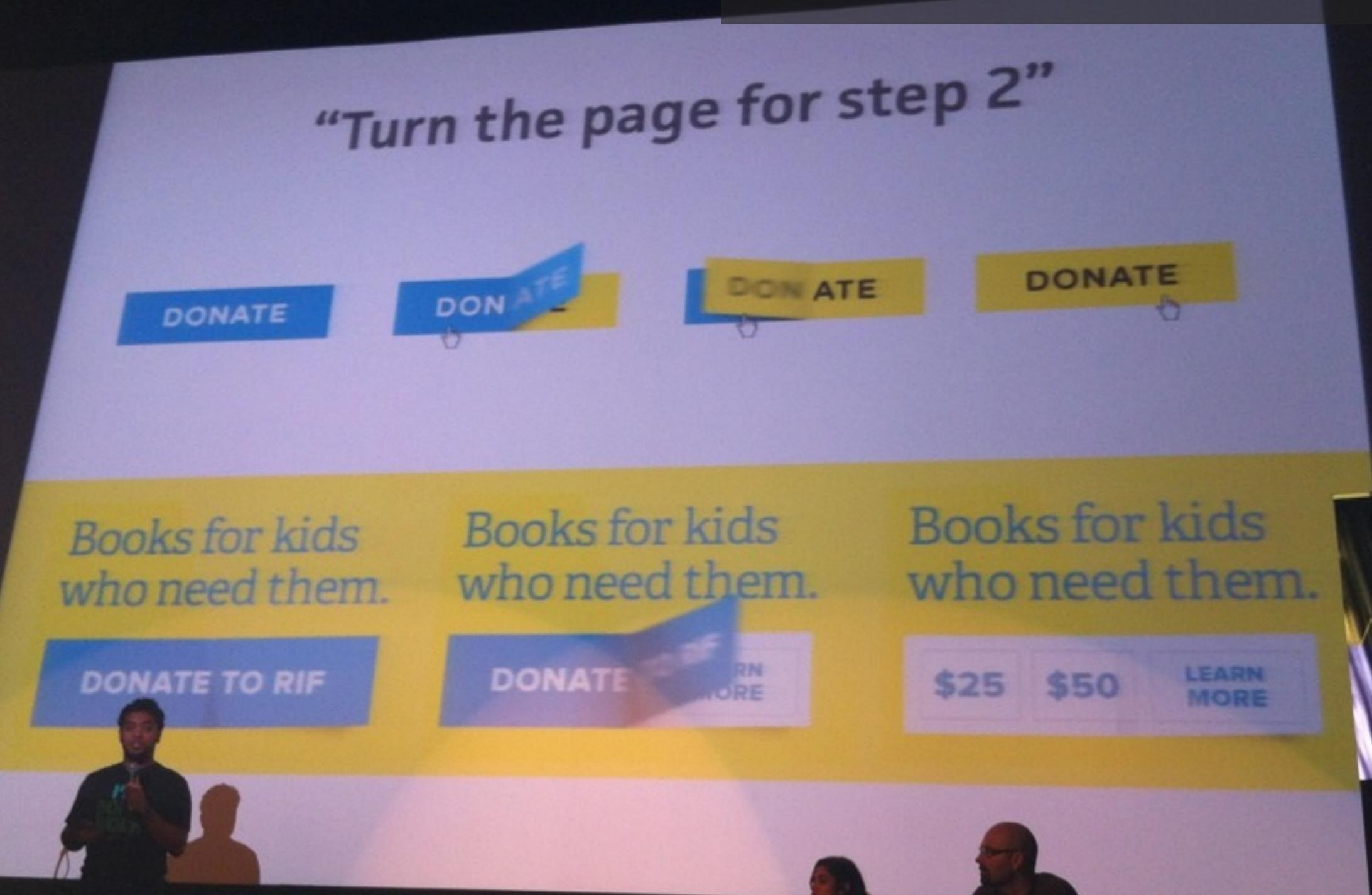
### TINYCON

Lets you manipulate and add alert bubbles to the favicon.

👤 @tommoor

= Feedback, Miscellaneous

# Low Fidelity Behavior Gallery



0. Overview

1. Buttons

2. Forms

3. Source Code

4. Text Styling

5. Listings

6. Boxed Groups

7. Icons

8. Navigation

9. Behavior

10. Discussion

11. Colors

**12. Animations**

13. Select Menu

## 12.1 FADE

Click to fade away

```
<style>
.example-fade {
  display: none;
  opacity: 0;
  -webkit-transition: opacity 1s linear;
}
.example-fade.in {
  display: block;
  opacity: 1;
}
</style>
<div class="example-fade in js-example-transition js-transitionable">
  Click to fade away
</div>
```

## 12.2 COLLAPSE

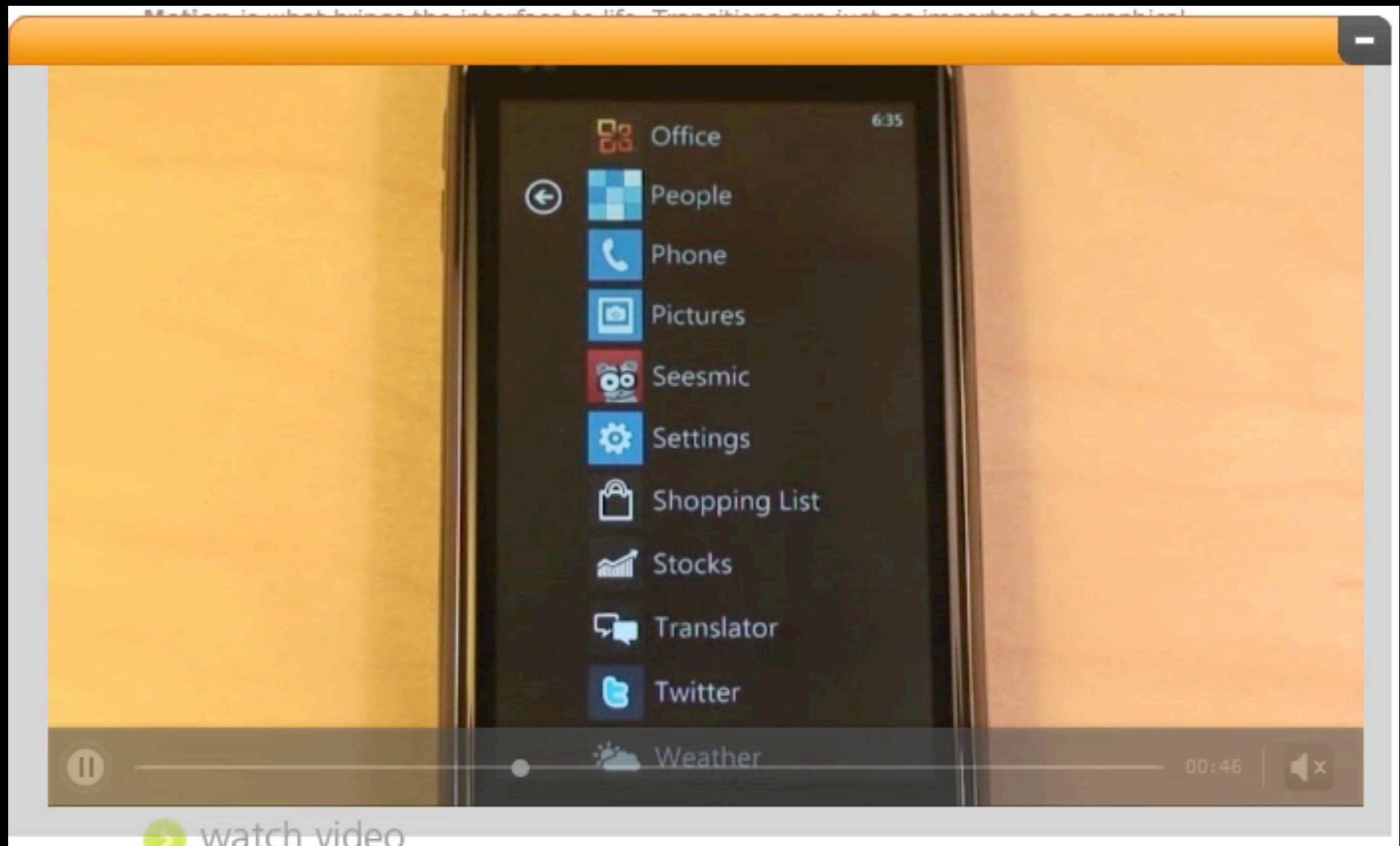
Click to collapse away

```
<style>
.example-collapse {
  display: none;
  position: relative;
  height: 0;
  overflow: hidden;
  -webkit-transition: height 1s ease;
}
.example-collapse.in {
  display: block;
  height: auto;
}
```

# Behavior Gallery

<http://www.microsoft.com/design/toolbox/tutorials/windows-phone-7/metro/>

# Behavior Gallery



watch video

A medium shot of a man with short brown hair, wearing a red t-shirt. He is looking directly at the camera with a serious expression and is pointing his right index finger straight at the viewer.

Just because you can  
doesn't mean you should

Where does it  
all live?

[What our brand is about >](#)[Quick guide to our Identity >](#)[How we look >](#)[How we talk >](#)[Our fact sheets >](#)

# OUR BRAND

made simple

See the updated **How we look** section with everything you need to know about our new design guidelines.

As well as new ways of writing we have updated our visual style. This includes a new style of photographic silhouettes, a different 'snap shot' photographic style, a secondary colour palette, a new approach to how we use Headline font and an information graphics style.



## Our brand in action



## Our latest ad campaign

This poster is part of our latest campaign to raise awareness of how we can help. We always aim to communicate in a clear, direct, confident way.

# GEL

Global  
Experience  
Language

[Home](#) | [Philosophy](#) | [Web](#) | [TV](#) | [Mobile](#) | [Tablet](#) | [Accessibility](#)

[Device Considerations](#)

[Foundations](#)

[Building Blocks](#)

[Mobile Patterns](#)

## Carousel

The carousel enables the user to scroll through a group of images. On feature phones, carousels should be replaced with a series of promo images and links.

Portrait



### Top Stories



Praesent vel turpis  
purus ac mi



[Download GEL Mobile Styleguide](#)

[Download GEL Mobile Pattern](#)



[Download GEL Mobile Carousel](#)

### Interaction



[Accordion](#)

[Carousel](#)

[Navigation](#)





## Style Guide

### Contents

- General notes
  - Concise articles with snappy intros
  - Keep your readers in mind
  - On metaphor
  - Clarity first
- Images
- Author bios and photos
- House style
  - Articles titles, headlines, and subheads
  - Inline element casing
  - Using code
  - Inline function and method references
  - Inline CSS
  - Lists
  - Linking
  - Alt-attribute text
  - Title-attribute text

[About ›](#)[Authors ›](#)[Masthead ›](#)[Contribute ›](#)[Style Guide ›](#)[Contact ›](#)[Permissions & Copyright ›](#)[RSS Sponsorships ›](#)

### GRATITUDE

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Messaging Made Personal  
Again.

Ad via The Deck



## Style Guide

### Contents

- General notes

- Color
- Keyboard navigation
- Orientation
- Class names

- Images
- Author bios
- House style

- Article titles, headings, and subtitles
- Inline element casing
- Using code
- Inline function and method references
- Inline CSS
- Lists
- Linking
- Alt-attribute text
- Title-attribute text

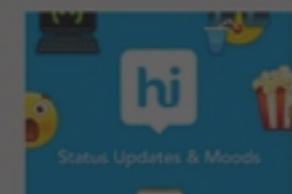
[About ›](#)[Authors ›](#)

### KEEP YOUR READERS IN MIND

Experienced web professionals read *ALA*. If you dumb down your article, you will offend these readers. But our readers come from many backgrounds—a reader who knows all 317 CSS workarounds might not necessarily have heard of Edward Tufte—so take time to define your terms and provide pertinent background information, if only as a link.

### GRATITUDE

Thanks to our RSS feed sponsor Igloo Software—a content platform you'll actually like.



Messaging Made Personal Again.

Ad via The Deck



Pattern Lab is a collection of tools to help create  
and maintain atomic design systems.

ATOMS +

MOLECULES +

ORGANISMS +

TEMPLATES +

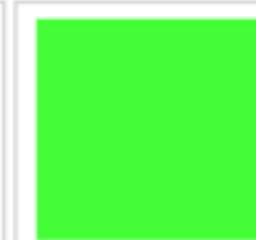
PAGES +

ALL

### Colors



#ff0000



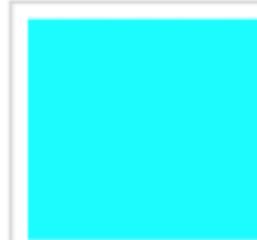
#00ff00



#0000ff



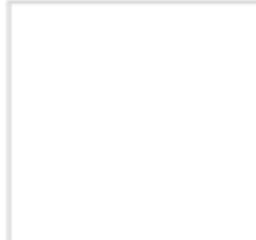
#ffff00



#00ffff



#ff00ff



#ffffff



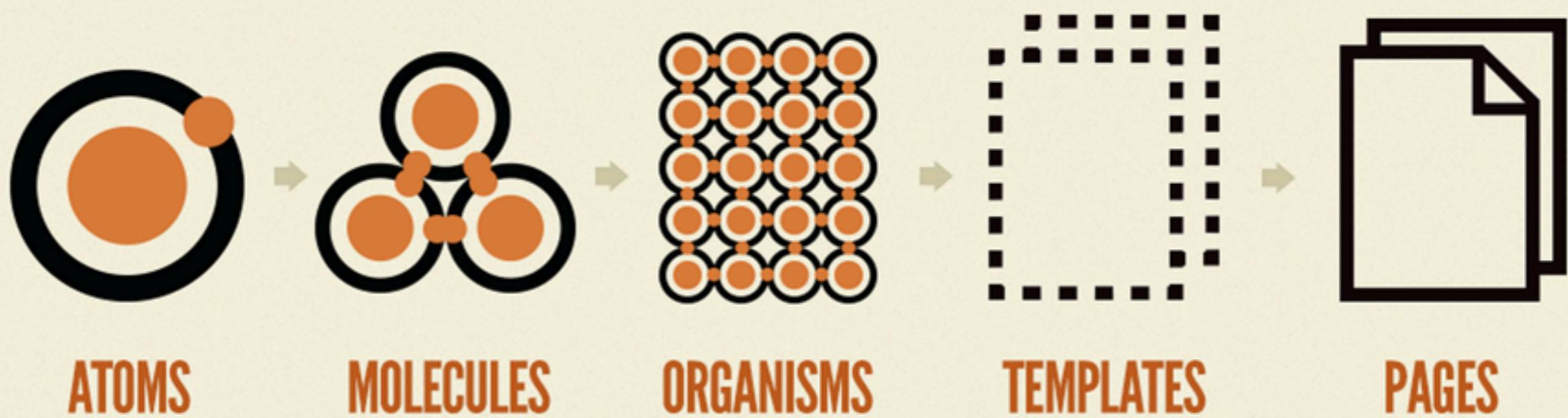
#808080

### Fonts

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

# What is Atomic Design

Atomic design is methodology for creating design systems. There are five distinct levels in atomic design:



# atoms

Atoms are the basic building blocks of matter. Applied to web interfaces, atoms are our HTML tags, such as a form label, an input or a button.

SEARCH THE SITE

LABEL

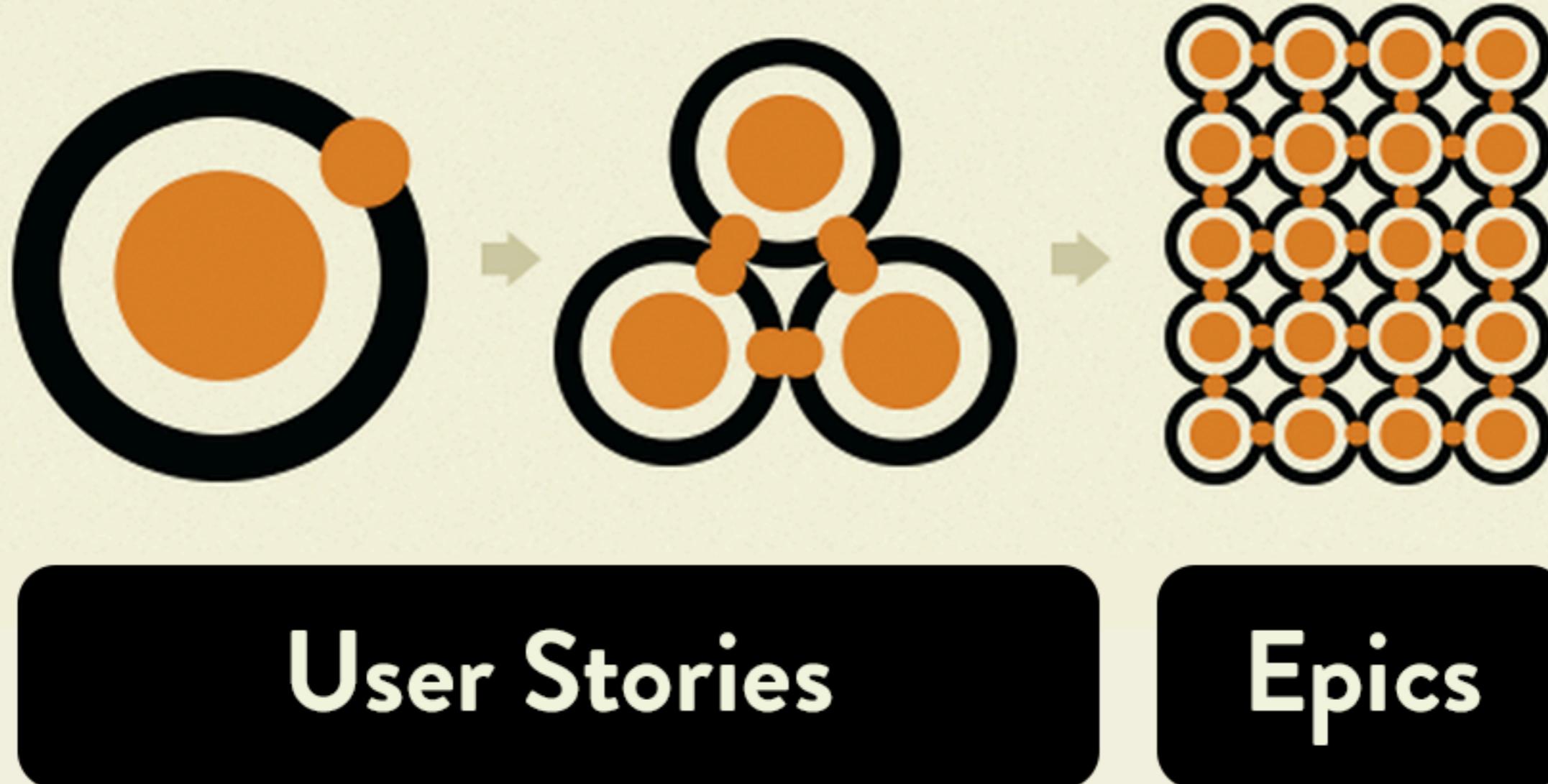
ENTER KEYWORD

INPUT

SEARCH

BUTTON

# Align user stories and epics with atoms, molecules and organisms





## Visual organization for creative minds

The perfect place in the cloud for your daily research, projects and online inspiration.

Collect and organize websites, pictures, text, notes, files. Enjoy your research again!

[REQUEST AN INVITE](#)[LOG IN](#)

**Style Guide Sample**

13 Icedrops



New Note



Upload File



Filter



Search

Sort By: Name

**Welcome**

Write note here...

**1. Welcome**

2 Icedrops

**Mission Statement****2. Who We Are - Overview**

2 Icedrops

**Style Guide****3. What We Look Like - ...**

3 Icedrops

**Overview**

Write note here...

**4. What We Sound Like**

2 Icedrops

**5. How We Behave**

4 Icedrops

# Conclusion



@AndyPrattDesign

# Thank You!

*Special Thanks:  
Pivotal Labs, Case Commons, Nickelodeon,  
Favorite Medium, Artifact*

**( Yes - My wife cooked the meatloaf again so I could take  
a ridiculous picture to end the presentation. )**