Evolving the Digital Style Guide

@AndyPrattDesign

Hi there!

@AndyPrattDesign
www.funnygarbage.com

May 13, 2013

tomato-glazed meatloaves with brown butter mashed potatoes

I'm a sucker for a good meatball. Something happens when you mix otherwise one-dimensional ground meats up with fresh breadcrumbs, herbs, seasonings, and bits of extra ingredients—and that thing is that I will swat your fork away to get at them first. However, it had always been my belief that I held no such adoration for meatloaf. I cleared my throat, stepped up on my invisible soapbox, and pronounced as much on my website one day. And one by one, readers gently whispered to me in the comments, "Deb, you do realize that meatloaf is like one giant meatball?"

Well, no. No, I had not. From that point on, it became my personal mission to retract my hasty remarks by finding meatloaf nirvana, especially once I realized that meatloaves were like meatballs with *even more flavor.* My version is busy with everything—a fine mirepoix, garlic, smoked paprika, piercing Dijon mustard, steak sauce, and a tangy tomato glaze—but I still couldn't get past the typical loglike meatloaf shape. So I decided not to. These little meatloaves masquerading as big meatballs fool nobody except maybe the meatloafphobic.

* * *

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.

yield: serves 6

glaze

4 teaspoons vegetable oil
¼ cup (65 grams) tomato paste
2 tablespoons (30 ml) cider vinegar
2 teaspoons honey
2 teaspoons Worcestershire sauce
1 tablespoon Dijon mustard
¼ 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

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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.

brown butter mashed potatoes

* * *

2 pounds (905 grams) Yukon Gold potatoes

½ cup (120 ml) milk

¼ cup finely chopped fresh flat-leaf parsley

2 large eggs

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What is branding anyway?

ÒConsistency doesnÕt mean sameness.Ó

- 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

http://imjustcreative.com/

http://thestandardsmanual.com/

@AndyPrattDesign

http://info.cern.ch/

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.
00:00/20:06
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(
cut it anymore.

– 1 –

Infuse your audience and primary users into the style guide.

– 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.

http://drdianehamilton.wordpress.com/2011/01/13/top-10-company-mission-statements-in-2011/

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

http://www.pepsico.com/Company/PepsiCo-Values-and-Philosophy.html

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

http://www.zapposinsights.com/culture-book

3. Create fun and a little weirdness

3. Create fun and a little weirdness

Zappos iPad app

Audience / User Personas

Courtesy on Nickelodeon

– 2 –

What We Look Like

Mozilla branding

Brand Identity Components

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.

mozilla

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.

mozilla mozilla mozilla

mozilla mozilla

http://www.mozilla.org/en-US/styleguide/

Style Tiles

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

Style Tiles

This Week 4/16 - 4/22	Monday 16 APRIL Reserve	Tuesday 17 APRIL Reserve	Wednesday 18 APRIL Reserve	Thursday 19 APRIL Reserve	Friday 20 APRIL Reserve	Saturday 21 APRIL Reserve	Sunday 22 APRIL Reserve
Hours	6am to 12pm	6am to 12pm	6am to 12pm	6am to 12pm	6am to 12pm	6am to 12pm	6am to 12pm
Sunrise Light Sequence	5:50am	5:50am	5:51am	5:51am	5:51am	5:52am	5:51am
Sunset Light Sequence	7:32pm	7:32pm	7:32pm	7:33pm	7:33pm	7:34pm	7:34pm

Tackle something that is specific to that project

Style Tiles

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.

Style Tiles

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!

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

Heading 2

Default Usage (center-alig
like the Join page)
Proxima Nova Bold
color: #b5c427;
font-size: 28px;

HEADING 2 <STRONG>

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

Special Cases

HEADING 2

Used on the Product Deta
Proxima Nova Bold
color: #3d3d3d;
font-size: 14px;
text-transform: uppercase;

Heading 3

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

http://www.clockwork.net/

Live Style Guides & UX Pattern Libraries

What are they?

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

GitHub

Live Style Guides and UX Pattern Librari

Github

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 × 81 - adainitiative.org

https://github.com/styleguide

Live 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

case commons

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

http://casecommons.org/

Dashboard | My Work | Notifications 2 | Resources & Lists | Settings | Sign Out | Help

Search All Types Go

Jeffrey Williams

Actions Forms + NEW NOTE

- Identity & Contact
- Addresses
- Education
- Health Info
- Family Network
- Employment & Finances
- Background Checks
- Licensing Training

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

http://casecommons.org/

pattern library

undercase

patterns and styles for Casebook

Getting Started! | Base CSS | Messages | Lists | Tables | Forms | Layout | Javascript | Back to Casebook

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.

http://casecommons.org/

- 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 Wit
```

http://casecommons.org/

RubyGems Guides

Learn how RubyGems works, and how to make your own.

What is a gem?

Unpack the mystery behind what's in a RubyGem.

Make your own gem

Start with an idea, end with a distributable package of Ruby code.

Publishing your gem

Start with an idea, end with a distributable package of Ruby code.

Patterns

Common gem packaging patterns and recommendations for building yours.

Specification Reference

Learn about the data in each gem package and how you can configure it.

http://guides.rubygems.org/

case commons

About Casebook Team Press Jobs Contact

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.

http://casecommons.org/

– 3 –

What We Sound Like

WE ARE MACMILLAN. CANCER SUPPORT

http://www.macmillan.org.uk/

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
2. Inspiring
3. Straightforward
4. Active

http://be.macmillan.org.uk/

Infusing Your Users

Macmillan | be.Macmillan | Community

Login or Create account | Help?

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	Inappropriate
People with cancer	cancer victims/sufferers

http://be.macmillan.org.uk/

House Style

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**

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 abbrevi 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, m 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 langua everyday word, eg LASER, EMNE, OSNI, NICE, CHAPS etc, still use all c

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

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

Always use common sense: it's not necessary to spell out well-known one 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.

TIPS

USER'S FEELINGS

Apprehension

Confusion

Vigilance

MAILCHIMP

Voice & Tone Samples

– 4 –

How We Behave

GUI

GUI

GUI
MAGICAL SPACE
GUI

@AndyPrattDesign

Paper iPad App

Social Plugins
- Like Button
- Send Button
- Follow Button
- Comments
- Activity Feed
- Recommendations Box
- Recommendations Bar
- Like Box
- Login Button
- Registration
- Facepile

Facebook Login
Open Graph
Facebook APIs
Games
Payments
App Center
Promote Your App
iOS
Android
JavaScript
PHP

Like Box

The Like Box is a social plugin that enables Facebook Page owners to attract and gain Likes from their own website. The Like Box enables users to:

- See how many users already like this Page, and which of their friends like it too
- Read recent posts from the Page
- Like the Page with one click, without needing to visit the Page

The minimum supported plugin width is 292px.

> After July 2013 migration , Like box will require an absolute URL in the 'href' parameter.

Facebook Page URL (?)
http://www.facebook.com/platform

Width (?)
292

Height (?)

Show Faces (?)
☑ Show Faces

Color Scheme (?)
light

Stream (?)

Find us on Facebook

Facebook Developers
Like

Facebook Developers
Couldn't attend Mobile DevCon? No problem. A bunch of sessions have been recorded and are now available: http://bit.ly/14SG69C

Check out this session for example on how we built Facebook for iOS by Adam, an engineer on the core iOS team at

https://developers.facebook.com/docs/reference/plugins/like-box/

12 basic principles of animation

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

http://en.wikipedia.org/wiki/12_basic_principles_of_animation

Low Fidelity Behavior Gallery

Low Fidelity Behavior Gallery

Low Fidelity Behavior Gallery

Low Fidelity Behavior Gallery

Low Fidelity Behavior Gallery

http://www.unheap.com/

Low Fidelity Behavior Gallery

Courtesy of the talk you just saw by Dan Mall, Ben Callahan and Yesenia Perez-Cruz

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;
}
```

https://github.com/styleguide

Behavior Gallery

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

Behavior Gallery

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

Where does it all live?

Macmillan | be.Macmillan | Community | Login or Create account | Help?

WE ARE MACMILLAN. CANCER SUPPORT

BE.MACMILLAN

Home | Make your own | Order information | Order merchandise | About our brand | Help | Go

Home > About our brand >

- 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.

http://be.macmillan.org.uk/

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

Download GEL Mobile Styleguide

Download GEL Mobile Pattern

Download GEL Mobile Carousel

Interaction

Accordion

Carousel

Navigation

http://www.bbc.co.uk/gel

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

GRATITUDE

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

Messaging Made Personal Again.

Ad via The Deck

http://alistapart.com/about/style-guide

ARTICLES COLUMNS BLOG TOPICS

A LIST APART

Style Guide

Contents

- General notes
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  - Inline CSS
  - Lists
  - Linking
  - Alt-attribute text
  - Title-attribute text

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.

About ›

Authors ›

GRATITUDE

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

Messaging Made Personal Again.

Ad via The Deck

http://alistapart.com/about/style-guide

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

www.iceber.gs

ICEBER.GS
Andy Pratt
HELP
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, Clockwork, Big Spaceship, Funny Garbage, Artifact

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