

# Evolving the Digital Style Guide



# Hi there!

@AndyPrattDesign



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



## 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
- 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

the main dish | [see full recipe](#)

## 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.

*1/2 cup (120 ml) milk  
1/4 cup finely chopped fresh flat-leaf parsley  
2 large eggs*



## brown butter mashed potatoes

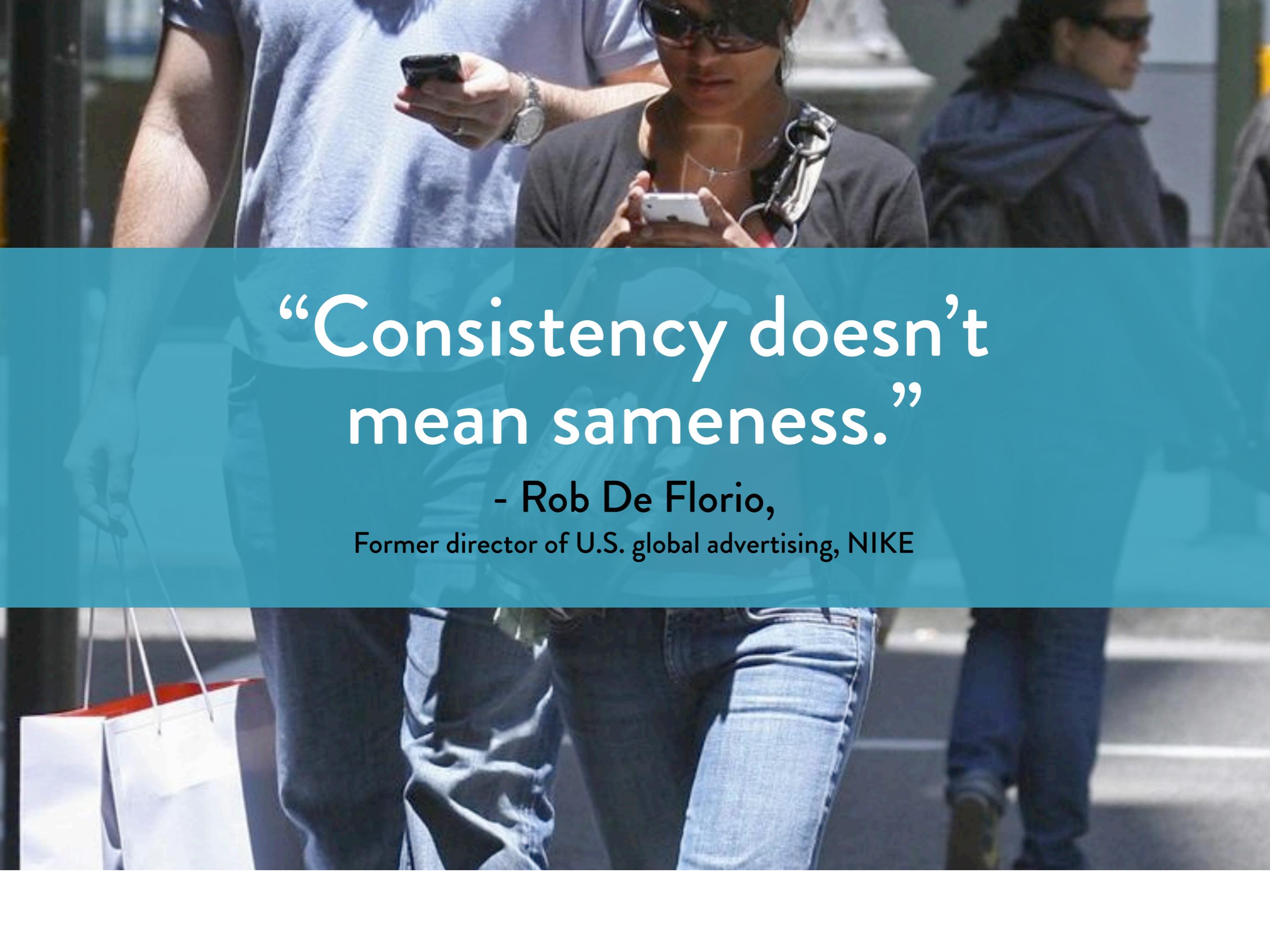
\* \* \*

2 pounds (905 grams) Yukon Gold potatoes

(about 1 1/2 cups, 115 g, or 1 stick)

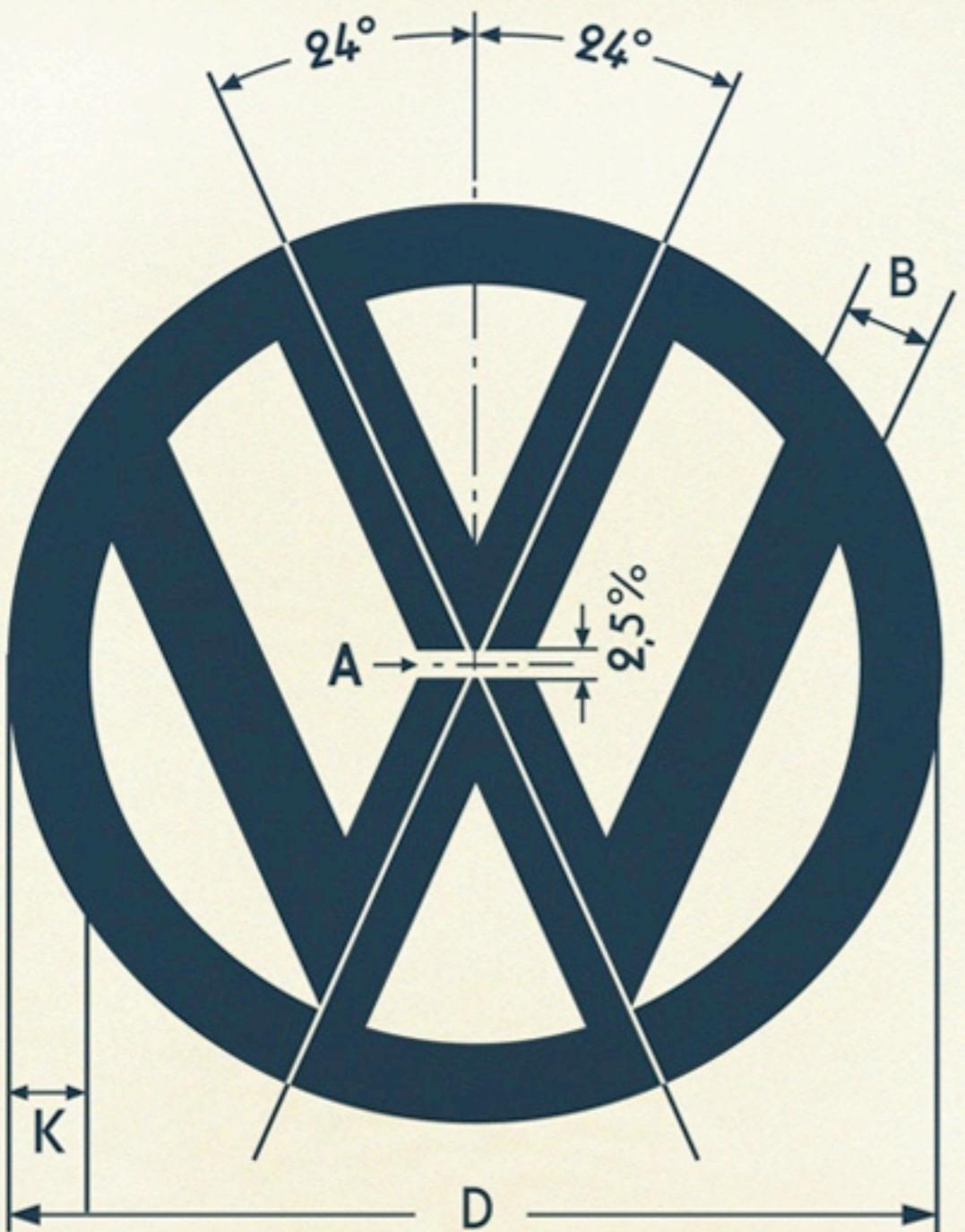
# What is branding anyway?

**A promise used to create consistency of experience in the eyes, minds and hearts of the user and consumer.**



“Consistency doesn’t  
mean sameness.”

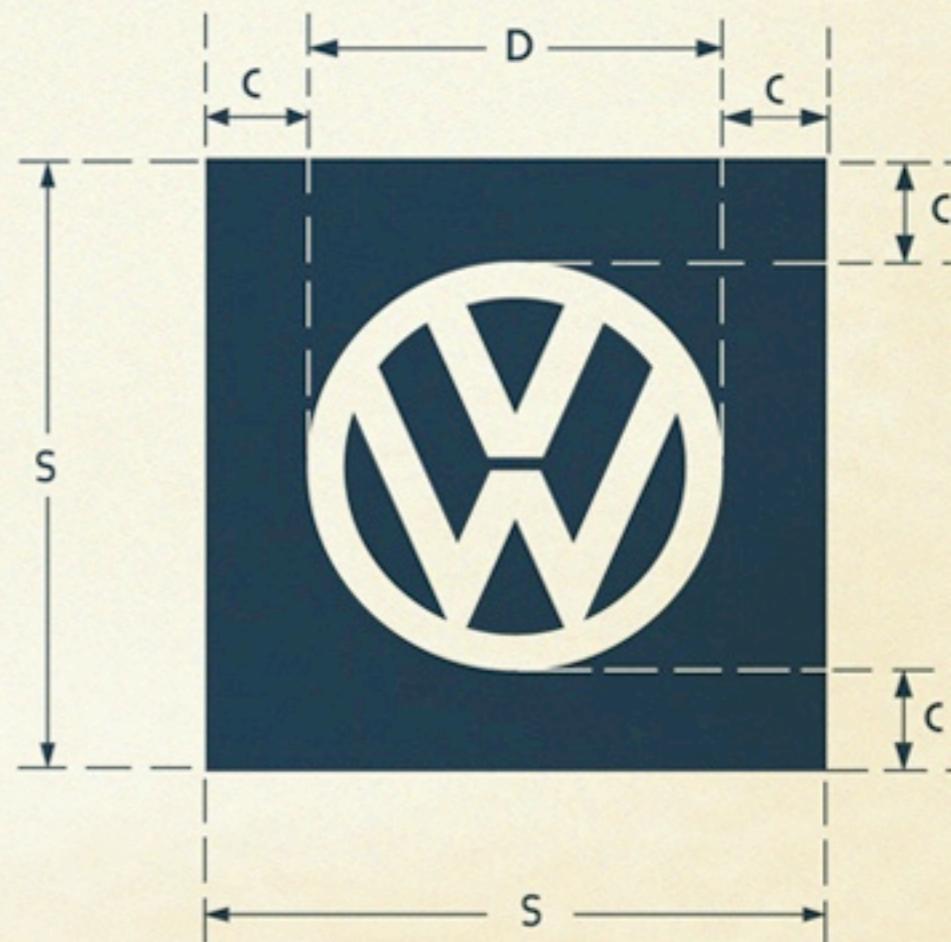
- Rob De Florio,  
Former director of U.S. global advertising, NIKE



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  
UPSTAIRWAY  
AT FAR END OF PLATFORM  
DOWNTOWN TRAINS

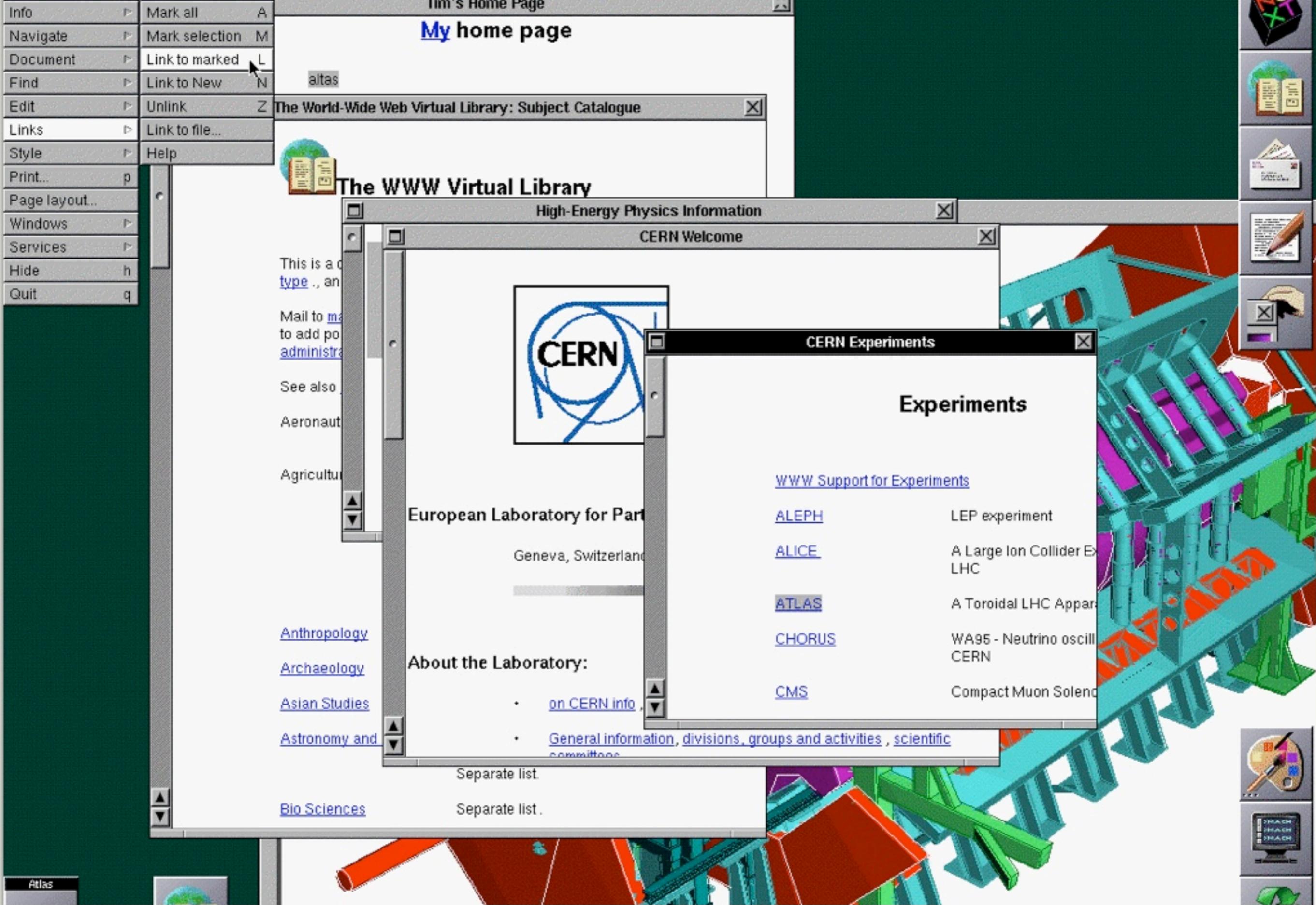
WARNING  
DO NOT LEAN OVER EDGE OF PLATFORM

**ESCALATOR - STREET  
IRT DOWNTOWN**

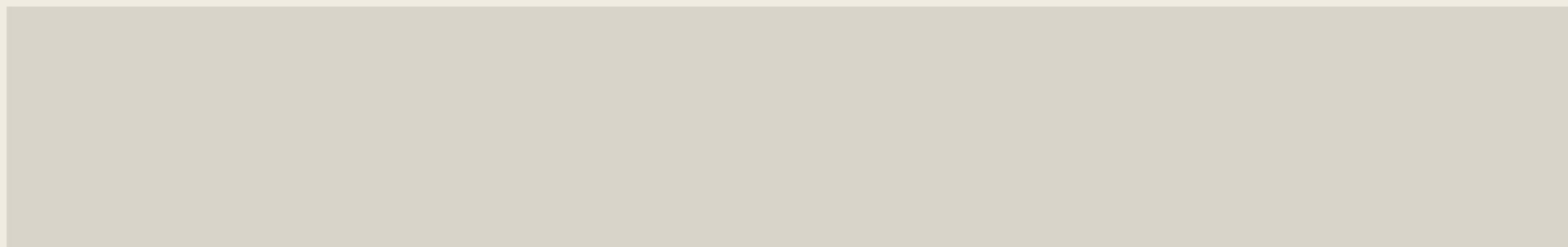
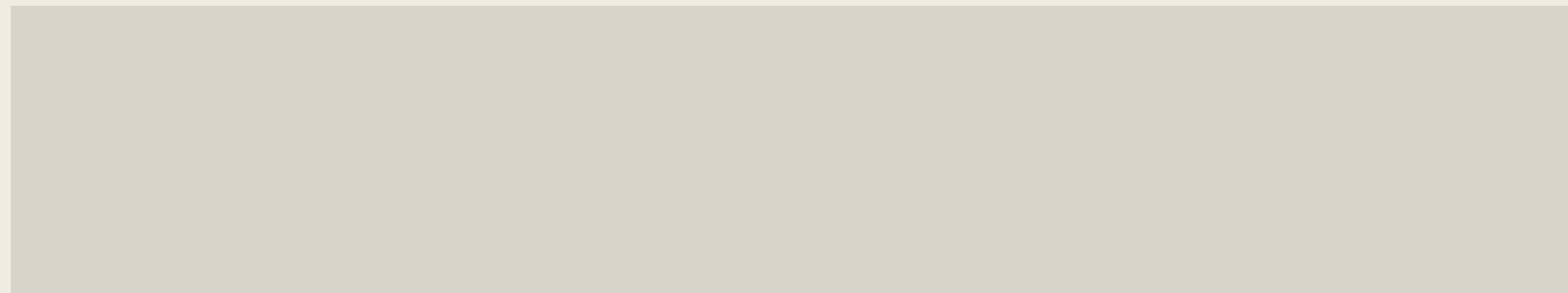
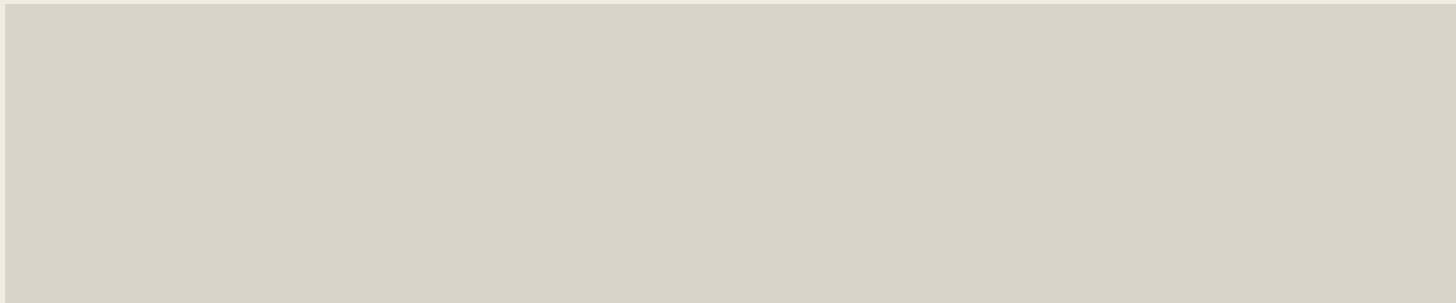
59  
LEX.  
AVE.

59  
LEX.  
AVE.

NO  
Standing



# After the World Wide Web



**Informational Experiences**

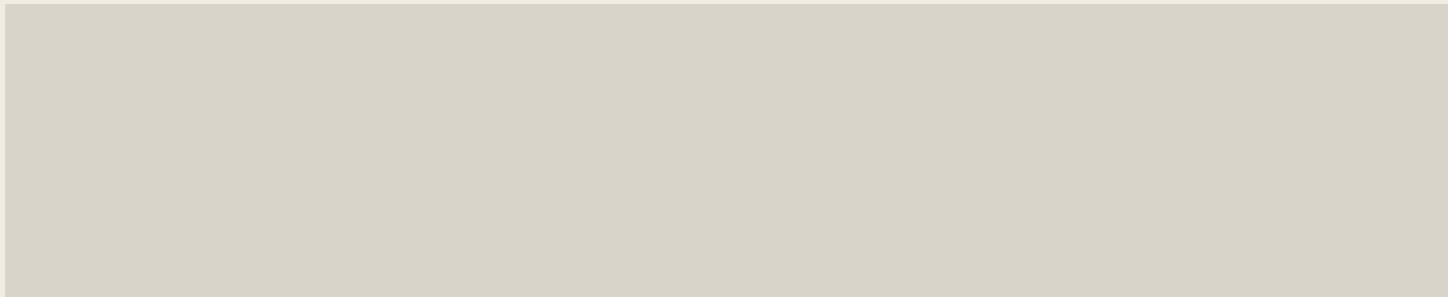
# After the World Wide Web



**Destination Experiences**

**Informational Experiences**

# After the World Wide Web



**Social Destination Experiences**



**Destination Experiences**



**Informational Experiences**

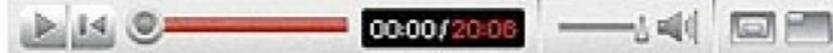
DECEMBER 25, 2006 / JANUARY 1, 2007

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**

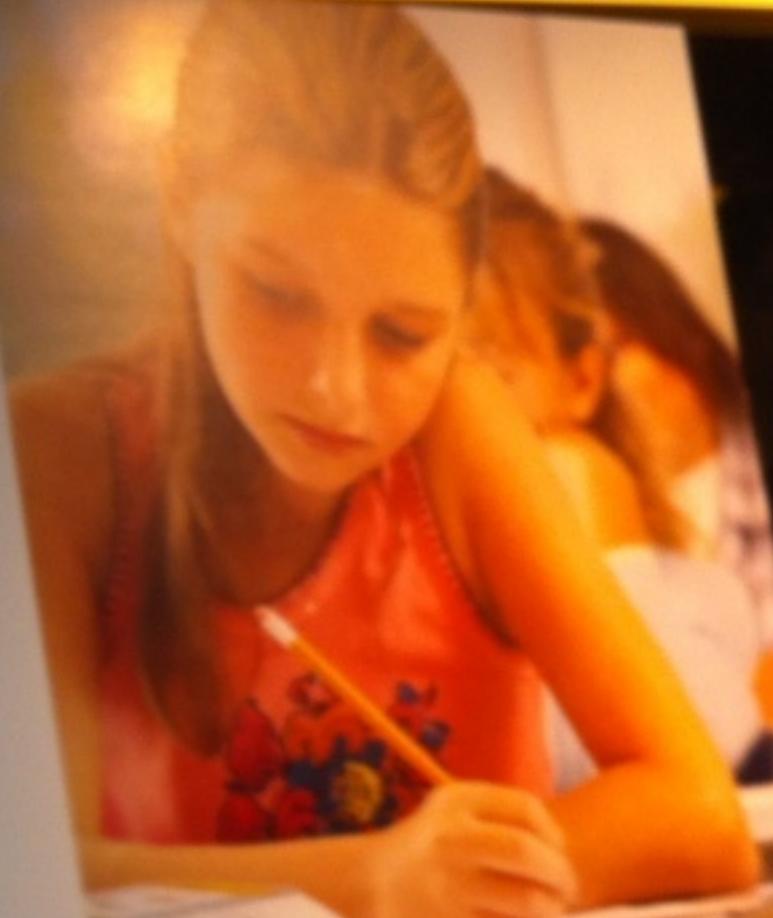


Alone, a giant pdf won't  
cut it anymore.

— 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 -

**Make it about collaboration  
not documentation**

The screenshot shows a wireframe design for a brand campaign page. The top navigation bar includes icons for back, forward, search, and other controls, along with a ruler at the top right indicating a width of 1150 pixels. The main content area features a large header section with the text "IMAGINE WHAT WE CAN DO". Below this is a section titled "Meet Our Customers" containing two large, dark gray placeholder boxes. To the right of these are two "Customer Logo" sections, each with a "View Story" button. A sidebar on the left contains a "Grid" panel with settings for columns (12), gutters (2.4%), and opacity (1). Other panels include "Layout" (Size 100%, Min/Max 0px none), "Margin" (0px auto), "Padding" (0px), and "Float" (none).

IMAGINE  
WHAT WE CAN DO

Meet Our Customers

Customer Logo

Customer Logo

View Story

View Story

Grid

Columns 12

Gutters 2.4%

Opacity 1

Layout

Styling

Size 100%

Min / Max 0px none

Margin 0px auto

Padding 0px

Float none

Page Container

# RED PEN ↗

Effing fast feedback.



Chuck in  
your design

# Interactive Wireframe (Sample Project)

[Screens](#)[Activity](#)[Comments](#)[Assets](#)[Options ▾](#)[LiveShare ⚡](#)[Share ➔](#)

All Screens 26 ▾



Search screens



Upload Screens

This wireframe shows the login interface for the Textify app. It features a large input field for 'Phone Number' and a password field for 'Password'. Below these are 'Forgot Password?' and 'Create Account' links. A 'Log In To Textify' button is at the bottom. A note below the fields says 'Sign up here - it only takes 30 seconds.' A 'How to Textify?' link is also present.

Login

This wireframe shows a 'Recent First Time' screen. It displays a recent conversation with the phone number '(212) 555-1234'. The message content is partially visible: 'First time using Textify? Start your first conversation by sending out a...'. Navigation links for 'Recent Conversation', 'All Conversations', 'Post', and 'Change Password' are at the bottom.

Recent First Time

This wireframe shows a 'Recent First Time' screen. It displays a recent conversation with the phone number '(212) 555-1234'. The message content is partially visible: 'First time using Textify? Start your first conversation by sending out a...'. Navigation links for 'Recent Conversation', 'All Conversations', 'Post', and 'Change Password' are at the bottom.

Recent First Time

This wireframe shows a 'Recent' screen. It displays a recent conversation with the phone number '(212) 555-1234'. The message content is partially visible: 'Recent Conversation', 'All Conversations', 'Post', and 'Change Password' are at the bottom.

Recent

This wireframe shows a 'Login Forgot Password' screen. It features a large input field for 'Phone Number' and a 'Send Me My Password' button. A note below the field says 'Sign up here - it only takes 30 seconds.' A 'How to Textify?' link is also present.

Login Forgot Password

This wireframe shows a 'Login Sign Up Confirmation' screen. It displays a confirmation message: 'You're almost there! In a few seconds, you'll have your very own Textify account.' A 'Textify' logo is at the top.

Login Sign Up Confirmation

This wireframe shows a 'Login Sign Up' screen. It features a large input field for 'Phone Number' and a 'Create My Account' button. A note below the field says 'In a few seconds, you'll have your very own Textify account.' A 'Textify' logo is at the top.

Login Sign Up

This wireframe shows a 'Recent What Is This Number...' screen. It displays a recent conversation with the phone number '(212) 555-1234'. The message content is partially visible: 'Recent Conversation', 'All Conversations', 'Post', and 'Change Password' are at the bottom.

Recent What Is This Number...

— 4 —

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

What kind of brand are you?

**House of Brands or  
Branded House?**

# House of Brands (Pluralistic Architecture)

Defined by a series of consumer products each with their own names, life-cycles and personalities. The corporate identity of the parent is separate from the brands and is often in invisible or inconsequential.

Example:



CLAIROL®



# Branded House (Monolithic Architecture)

Defined by a strong master brand. Customers make choices based on brand loyalty. Features and benefits often matter less than the brand promise and personality. Maximizes marketing efficiency and awareness among stakeholders, consumers and users.

Example:



Generator Systems



GE  
Appliances



GE  
Lighting



GE Healthcare



- 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.

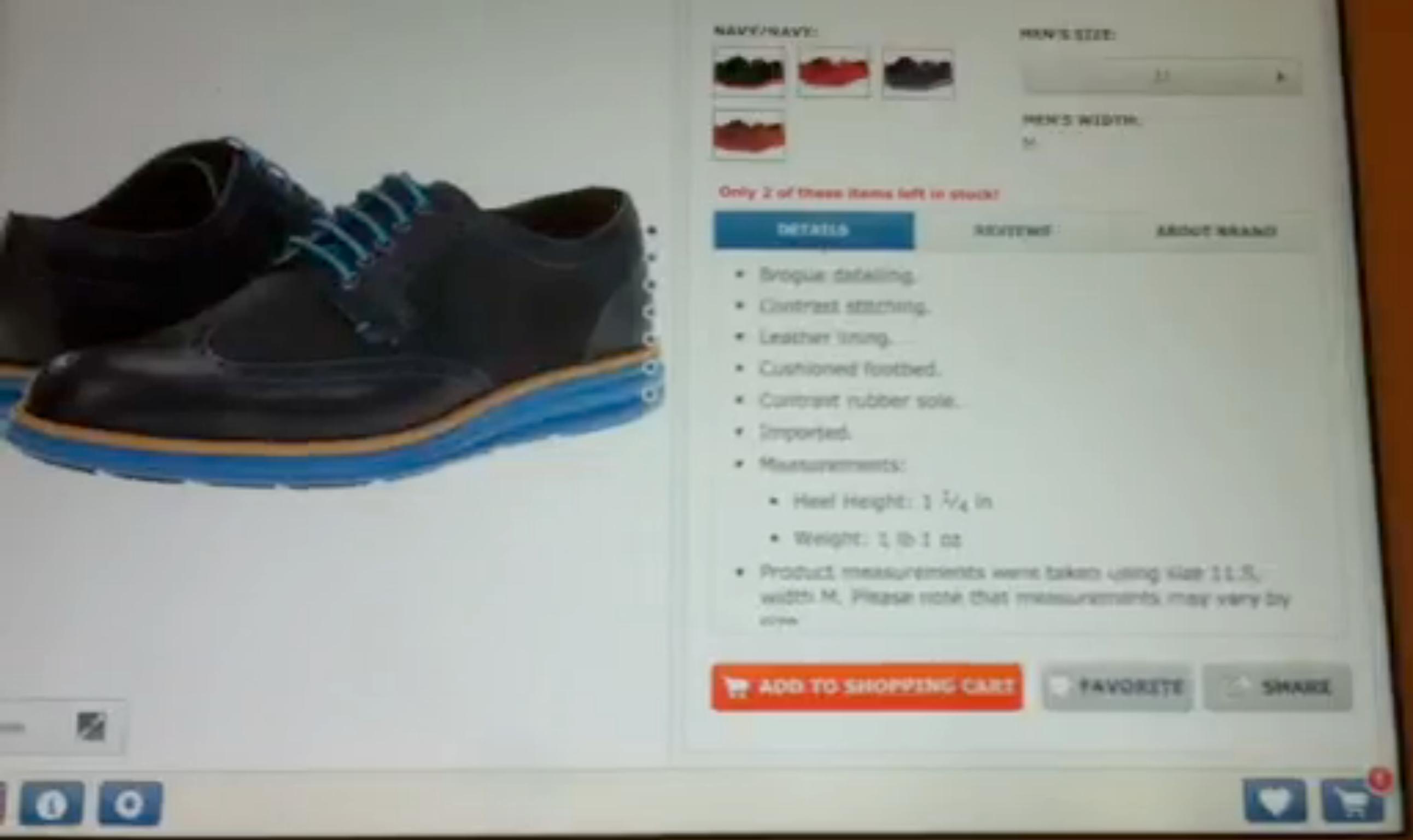
# PepsiCo guiding principles

**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



8

## Who we are designing for

Bacon ipsum dolor sit amet rump bacon turkey beef ribs tongue pork loin beef salami  
bacon ipsum dolor sit amet rump bacon turkey beef ribs tongue pork loin beef salami  
bacon ipsum dolor sit amet rump bacon turkey beef ribs tongue pork loin beef salami  
bacon ipsum dolor sit amet rump bacon turkey beef ribs tongue pork loin beef salami

9

## User Groups

Bacon ipsum dolor sit amet rump bacon turkey beef ribs tongue pork loin beef salami  
bacon ipsum dolor sit amet rump bacon turkey beef ribs tongue pork loin beef salami  
bacon ipsum dolor sit amet rump bacon turkey beef ribs tongue pork loin beef salami

- 1 Primary user group
- 2 Secondary user group
- 3 Tertiary user group

Other user types

- TSD
- TSD
- TSD
- TSD
- TSD

10

## Personas

## Lucy / Title



"I have great relationships with my customers. They know, love, and trust me as much as me as their representative. When I need to represent new offerings from Triumph Learning, it can be difficult to explain the features that differentiate our offerings."

Role: TSD  
Industry: TSD  
Industry: TSD  
Industry: TSD

Skills: TSD  
Skills: TSD  
Skills: TSD

Interests: TSD

11

## Sample scenarios

Bacon ipsum dolor sit amet rump bacon turkey beef ribs tongue pork loin beef salami  
bacon ipsum dolor sit amet rump bacon turkey beef ribs tongue pork loin beef salami  
bacon ipsum dolor sit amet rump bacon turkey beef ribs tongue pork loin beef salami  
bacon ipsum dolor sit amet rump bacon turkey beef ribs tongue pork loin beef salami

12

## Your Competition

Bacon ipsum dolor sit amet rump bacon turkey beef ribs tongue pork loin beef salami  
bacon ipsum dolor sit amet rump bacon turkey beef ribs tongue pork loin beef salami  
bacon ipsum dolor sit amet rump bacon turkey beef ribs tongue pork loin beef salami  
bacon ipsum dolor sit amet rump bacon turkey beef ribs tongue pork loin beef salami

# Table of Contents

*"Make the logo bigger. Seriously, that is all I want"*

- Sooyoung Park, Kitten Herder

- Introduction
- Key learnings
- Audience definition
- Sample personas
- Sample information architecture
- Sample wireframes
- Design and brand inspiration
- Core Values
- Audience needs
- Inspiration
- Technical Requirements



Click to add notes

# Elements of the Product Brief

Project Goals

**Audience Definition**

Success Metrics

**Sample Personas**

Sample User Scenarios

Design and Brand Inspiration

**Core Values**

**Guiding Principles**

Competitor Landscape

Technical Requirements

Product Roadmap

- 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

LANDMARKS

Style Tile  
version:2

Possible Type

**This is an Example of a Header**  
Font: Asap Bold #446677

**This is an Example of a Sub Head**  
Font: Asap Regular #990000

LANDMARKS brings the finest works of public art to the main campus in order to support the university as a leading research institution, to enhance its aesthetic character, and to provide a source of civic pride and welfare.  
Font: Enriqueta Regular #000000

» This is an example of a Text link

Possible Colors

Large Button   Small Button   Small Button

Sample Icons

Adjectives

Friendly	Approachable	Clean
Fun	Open	Colorful

Image Examples

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

# Components Guide

Button Style 1:

**LOG IN**

**ENTER NOW!**

Button Style 2:

**ENTER NOW!**

Button Style 3:

 WE'RE FRIENDS

 BE MY FRIEND

Drop-Down Menu Style 1:

When's Your Birthday? 

Drop-Down Menu Style 2:

RULES OF PLAY 

Pagination style 1:



Button Style 4:

**DELETE**

**UNDO**

Button Style 5:

**ENTER NOW!**

Button Style 6:

**ONLINE**

Button Style 7:



Button Style 8:



Button Style 9:



Slider Style 1:



Check Box Style 1:



Text Form Style 1:



Member Name

Text Form Style 2:



Password

Text Form Style 3:

Let voters know why YOUR entry is so unique!  
Be sure to tell why you should win —and add some personality to it!

Text Form Style 4:

Retype your password

Text Form Style 5:

Enter email address

Enter email address

Enter email address

Text Form Style 6:



# 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 blah blah blah.

Reference Yesenia's example!



# Pattern Library

## Grid System

[Grid sizes](#)[Grid gutter](#)[Mixed grids](#)[Responsive columns](#)[Grid example](#)[Grid System](#)[Typography](#)[Form Elements](#)[Navigation](#)[Tables](#)[Lists](#)[Slats](#)[Stats/Data](#)

Our grid system is composed of 8 flexible columns with a gutter between columns of 30px. We apply [border-box](#) so that the included in the width of the grid columns.

### Grid Sizes

#### Size 1 of 1

1 / 1

#### Size 1 of 2

1 / 2

1 / 2

#### Size 1 of 3

# 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 x 81 - adainitiative.org](#)

# 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

**– TIP –**

**Identify the owner of the  
style guide / pattern library**

- 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

Battling cancer

## 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

Voice & Tone Samples

### MAILCHIMP

- 4 -

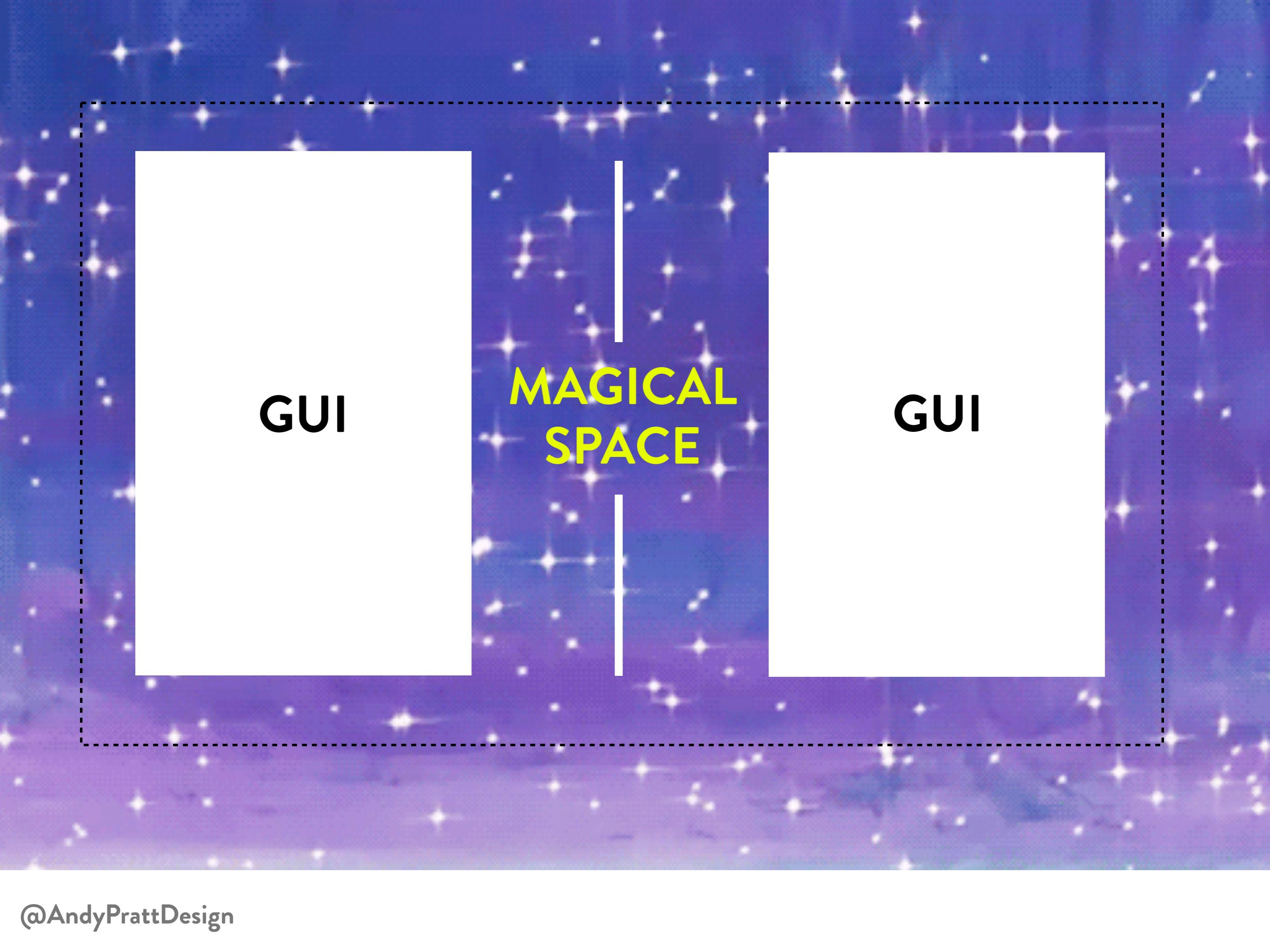
# How We Behave



**GUI**



**GUI**



**GUI**

**MAGICAL  
SPACE**

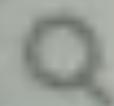
**GUI**

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...

# 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

# 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



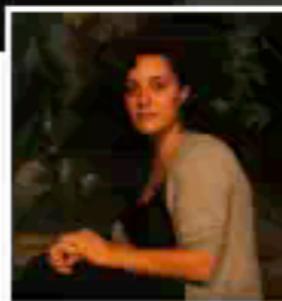
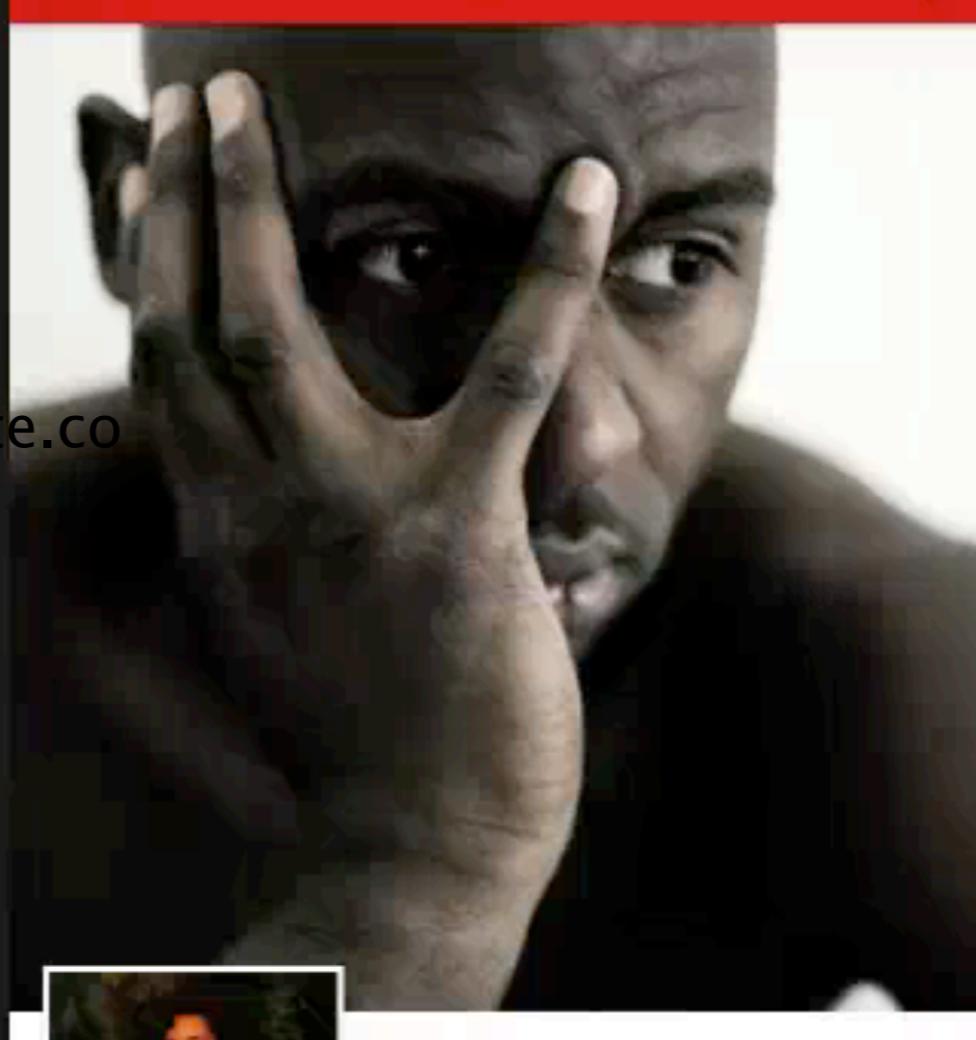
## PHQ4

Posted: September 30th, 2013

••••• Verizon 2:34 PM 50%

••••• Verizon 2:35 PM 51%

## PHOTOGRAPHERS



Tamara ABDUL HADI

Irak

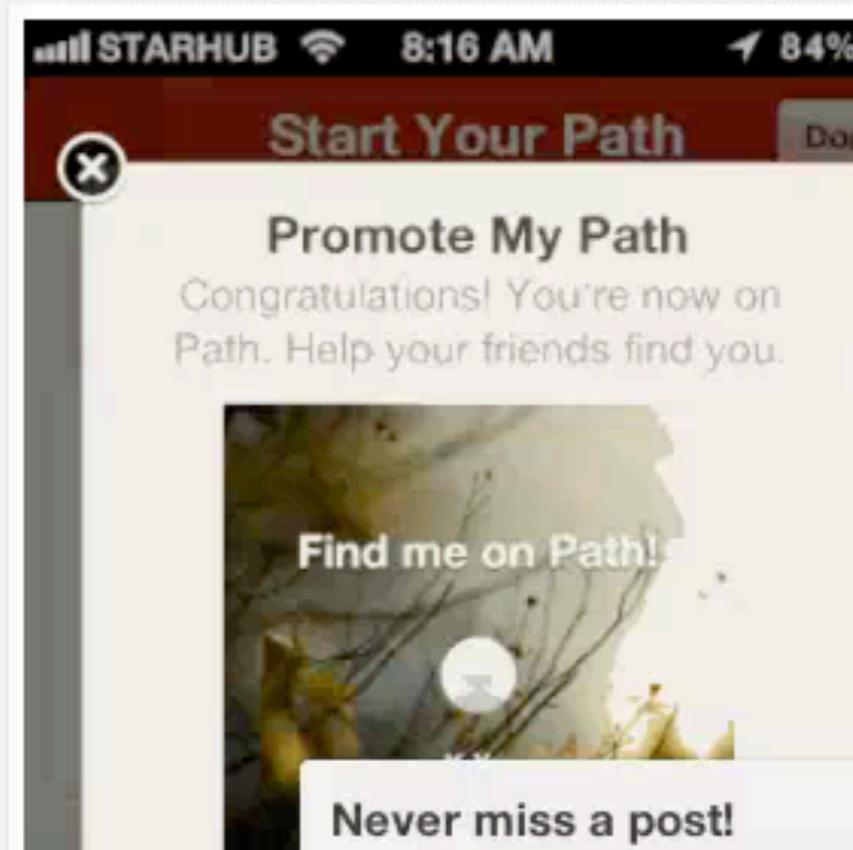
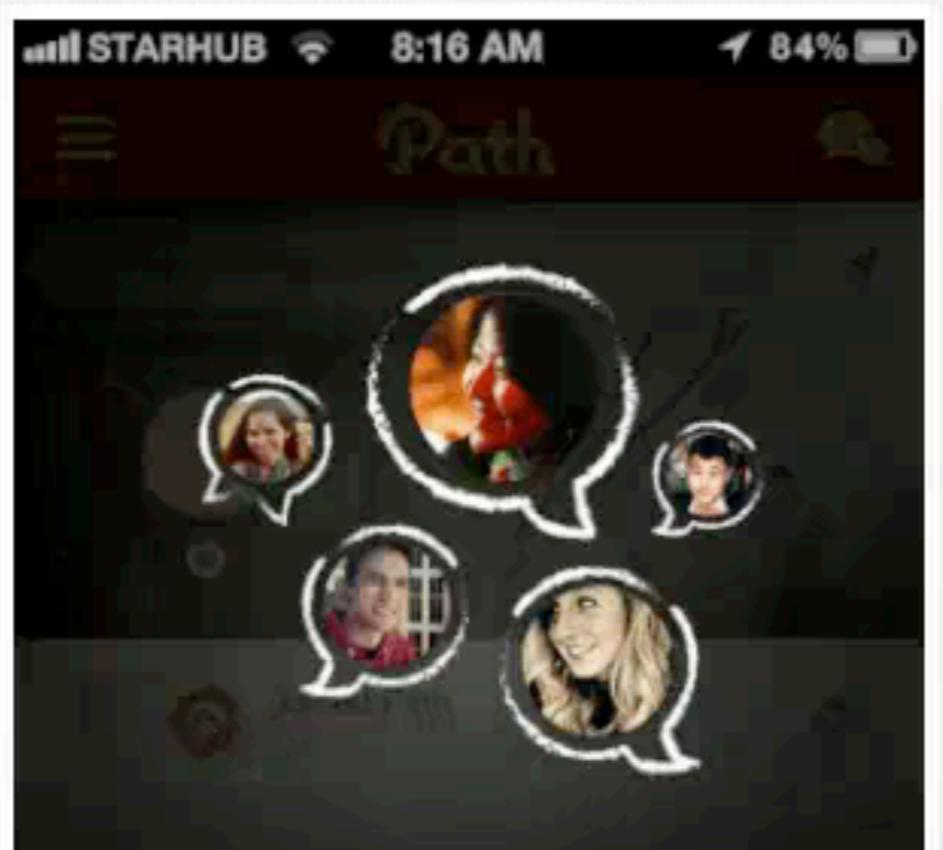
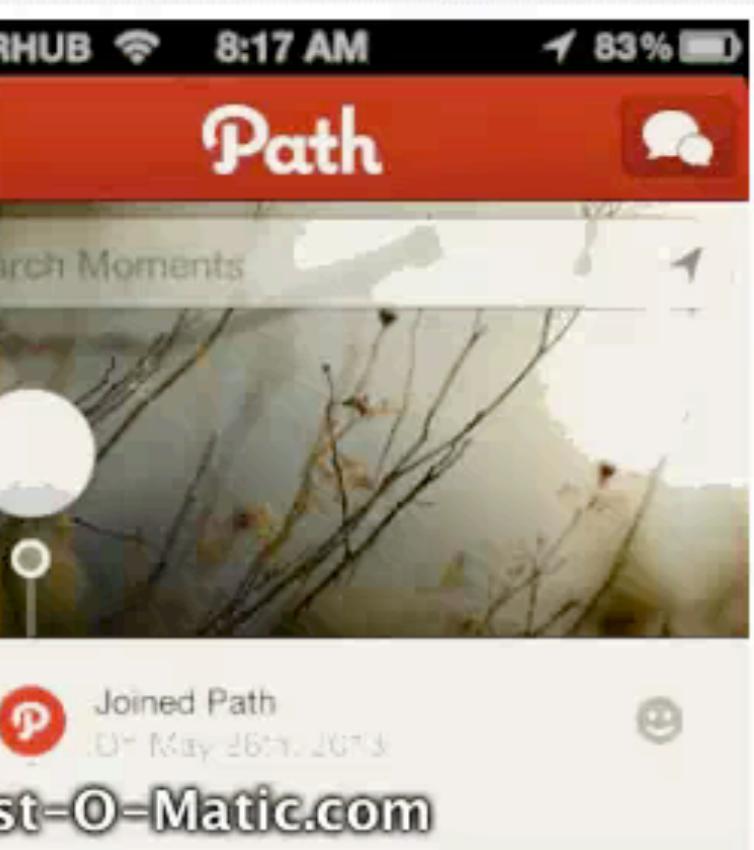
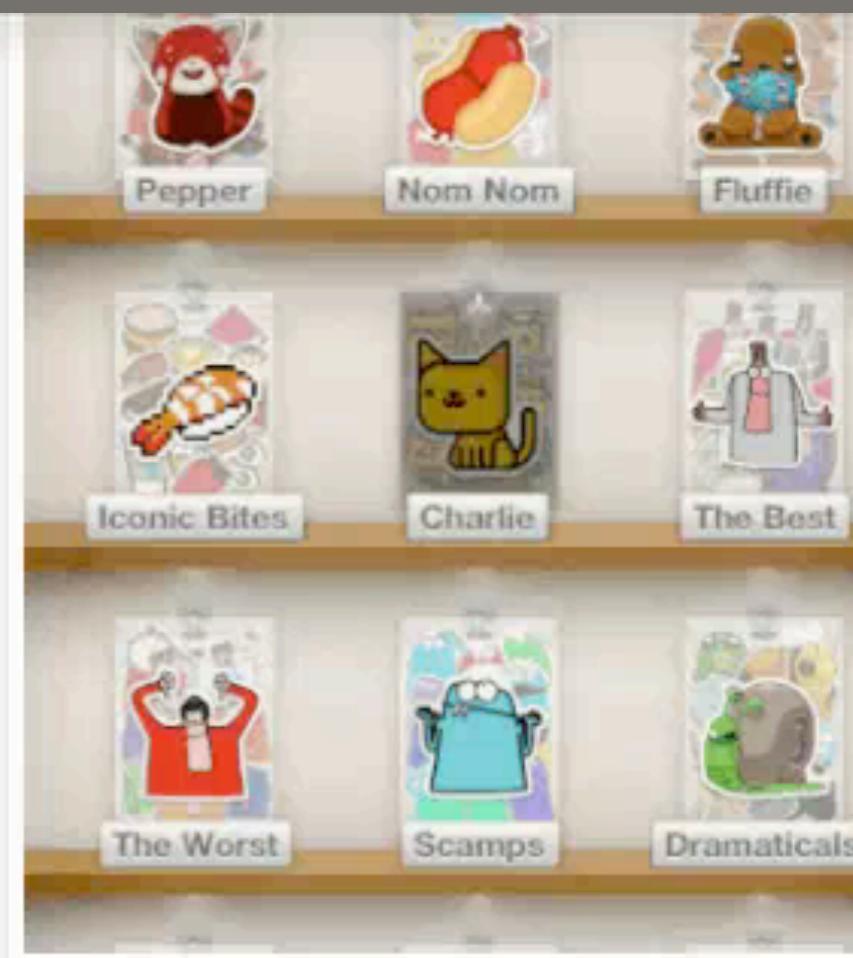
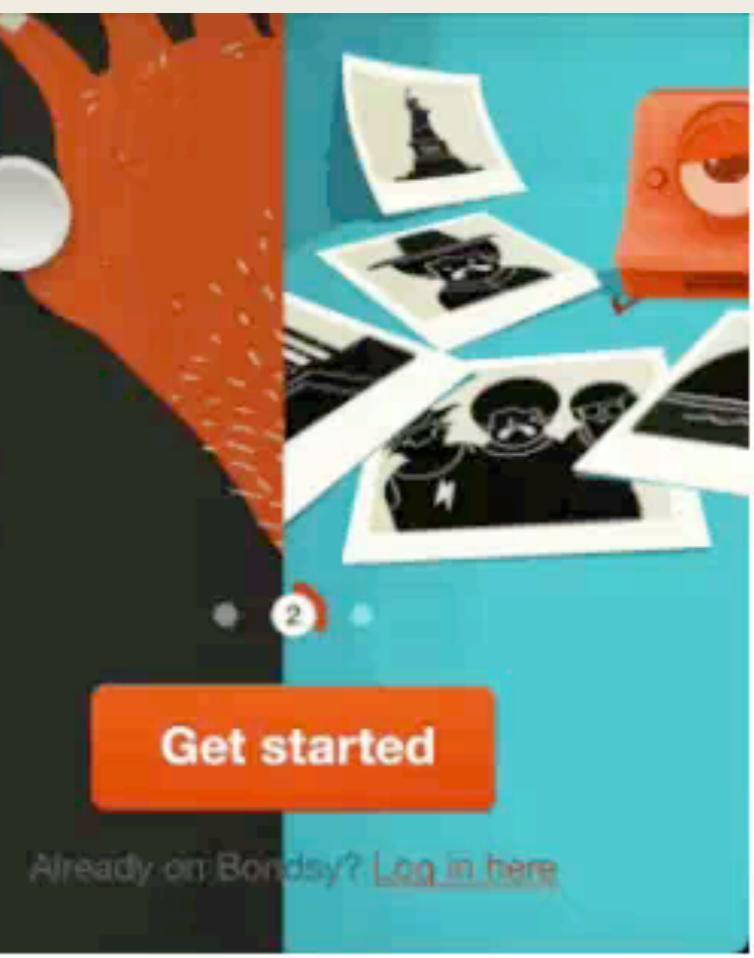
## PHQ4

Posted: September 30th, 2013

••••• Verizon 2:38 PM

## TOURS

PARCOURS  
ENFANT





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with people.

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interactions daily by  
Josh Davey.

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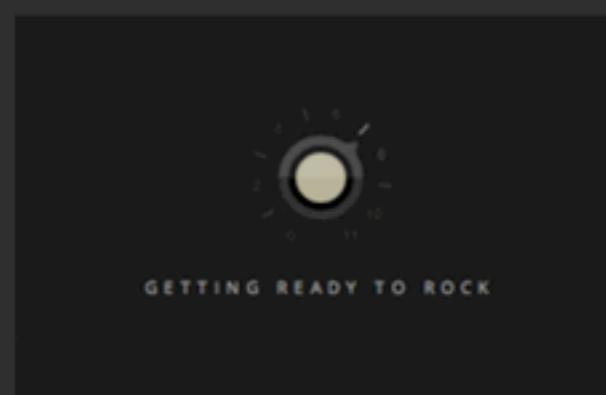
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ui navigation menu social  
css play loader text box  
concept search subtle ux  
mobile rollover animation  
future product map type  
scrolling behaviour design  
error share rollover button

Archive

RSS

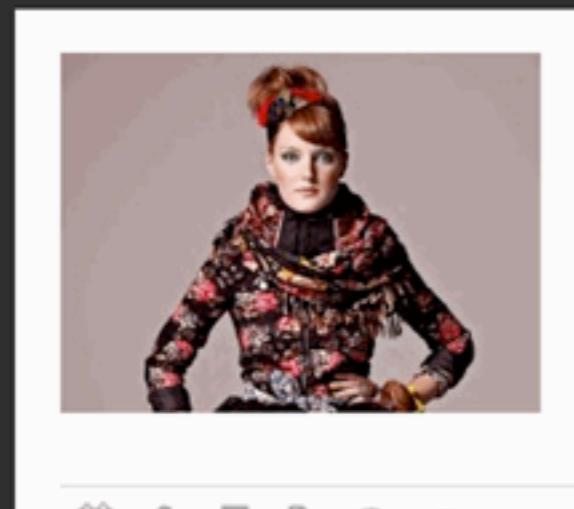


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GETTING READY TO ROCK

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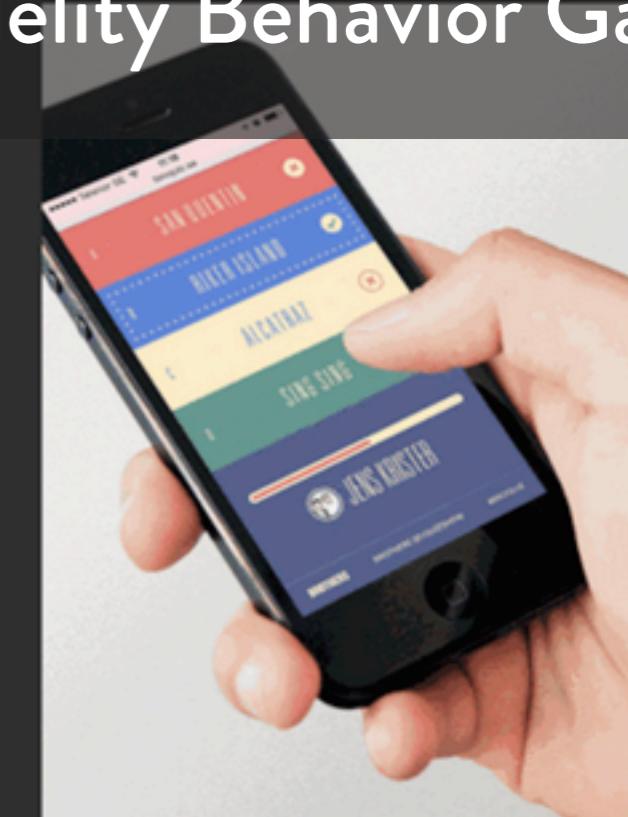


SELECT COLOR

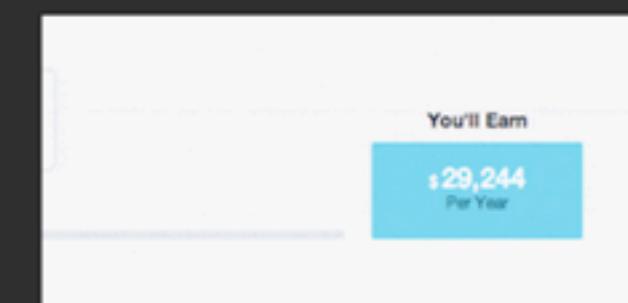


MODEL: WE0105\_09A

# Low Fidelity Behavior Gallery



◀ weareyours.com ❤ 18 Notes ⚡ Permalink



◀ campaignmonitor.com ❤ 13 Notes ⚡ Permalink



◀ bitcoincs.com



◀ vtcreative.fr

# Low Fidelity Behavior Gallery

**UNHEAP**  
A tidy repository of  
jQuery plugins

---

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[Share Unheap](#)

**PACKERY**

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

@metafizzyco  
= Layout

**FILTERTABLE**  
Adds a search filter to tables.

@kamakalolii  
= Tables & Graphs

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

@posabsolute  
= Feedback, Social & RSS

[...  
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

**STEPHAN**

**STEPHAN TALKING**  
Provides an easy way to make your webpage talk

@[STEPHAN TALKING](#)  
= Audio & Video, Miscellaneous

# 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

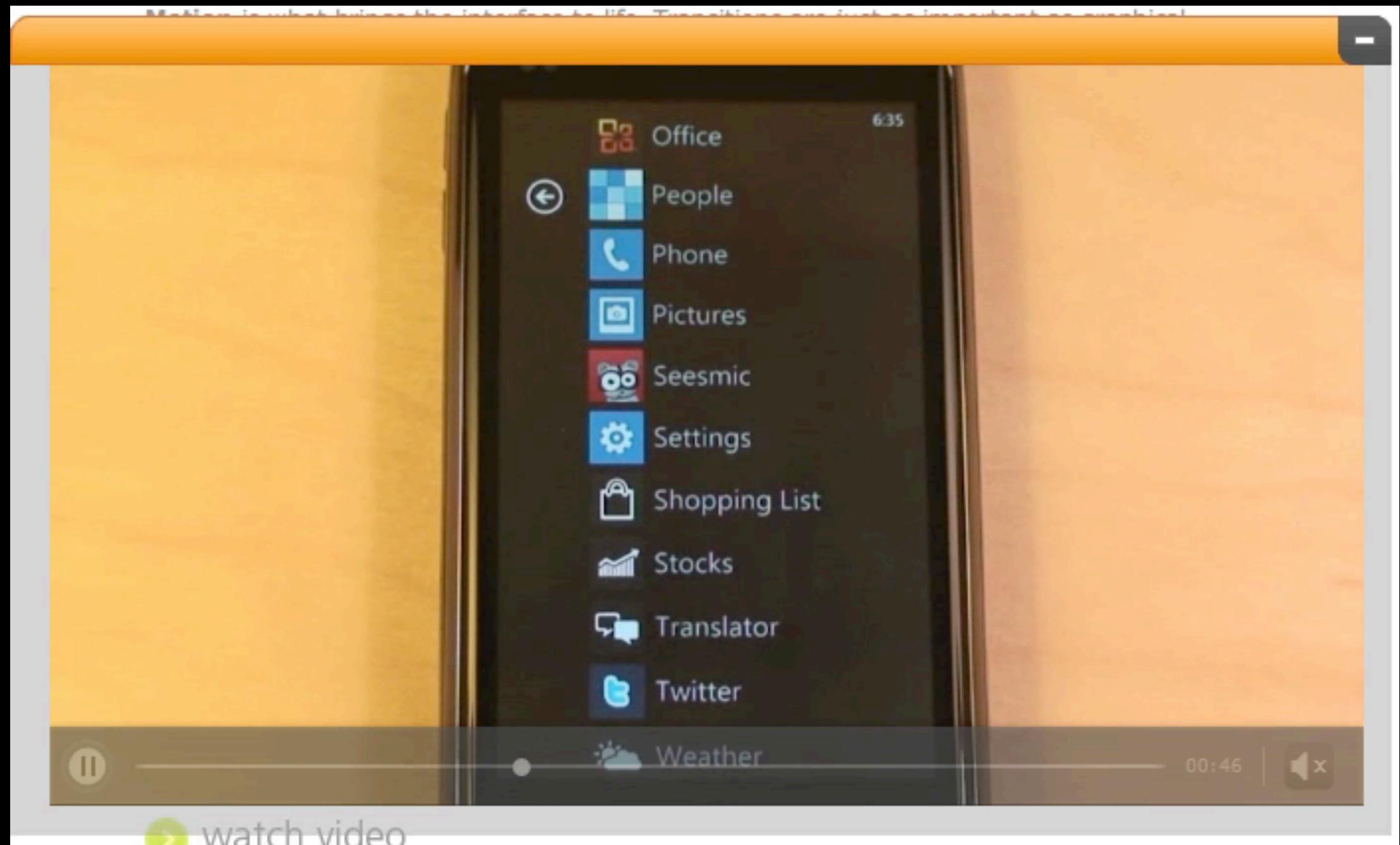
```
<style>
.example-fade {
  display: none;
  opacity: 0;
  -webkit-transition: opacity 1s linear;
}
.example-fade.in {
  display: block;
  opacity: 1;
}
</style>
<div class="example-fade in js-example-transition js-transitionable">
  Click to fade away
</div>
```

## 12.2 COLLAPSE

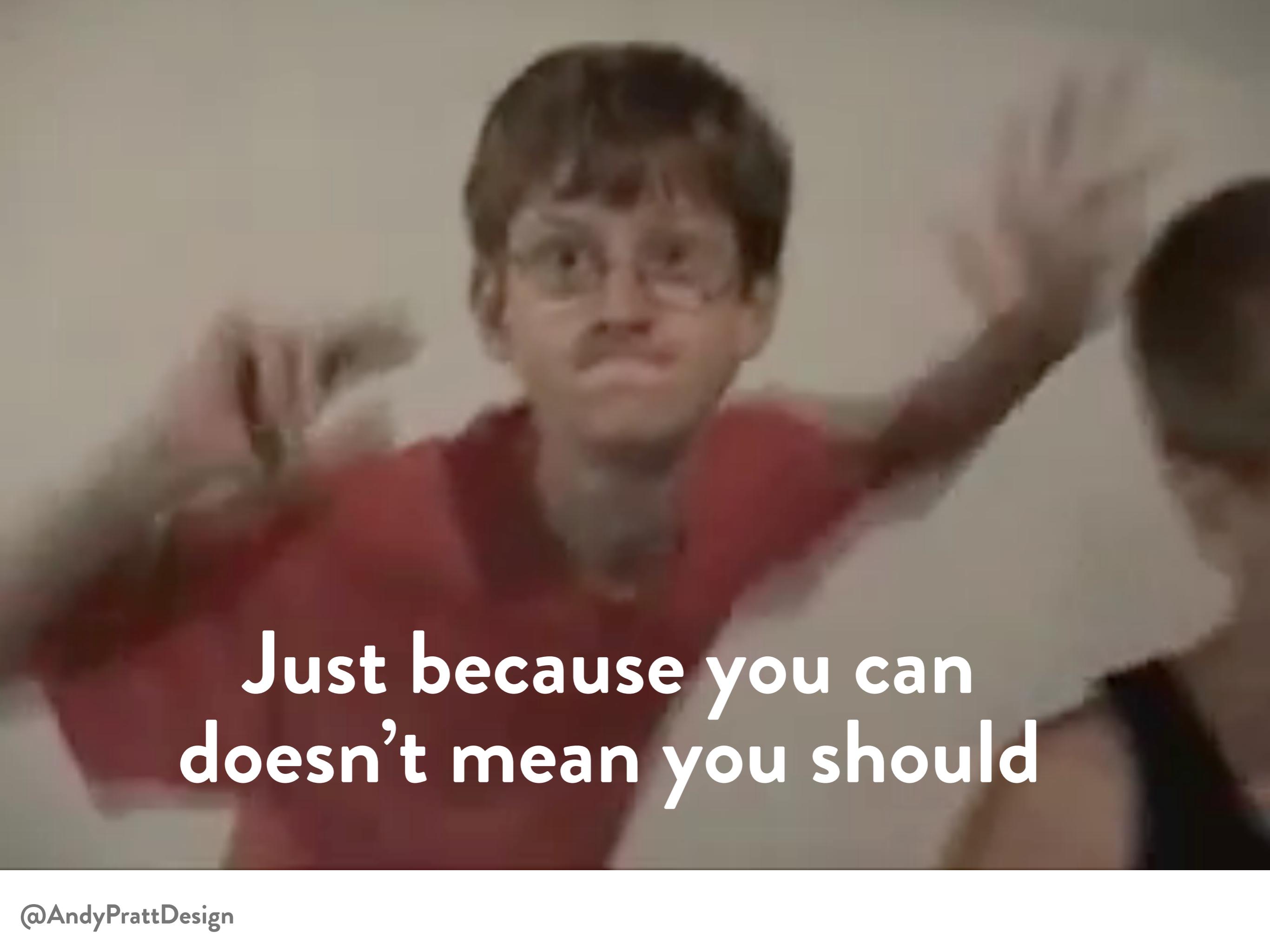
Click to collapse away

```
<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



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](#)

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[Download GEL Mobile Carousel](#)

### Interaction



[Accordion](#)

[Carousel](#)

[Navigation](#)





## Style Guide

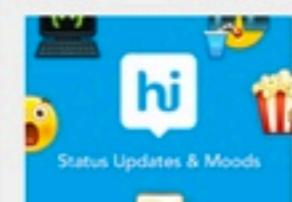
### Contents

- [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](#)

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## Style Guide

### Contents

- General notes

- Color
- Keyboard navigation
- Orientation
- Class names

- Images

- Author bios

- House style

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

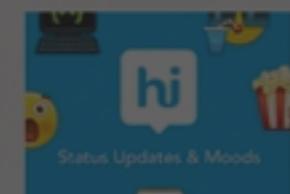
[About ›](#)[Authors ›](#)

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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;



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Style Guide Sample

13 Icedrops



New Note



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**Welcome**

Write note here...

**1. Welcome**

2 Icedrops

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

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

3 Icedrops

**Overview**

Write note here...

**4. What We Sound Like**

2 Icedrops

**12 basic principles of animation****5. How We Behave**

4 Icedrops

# Conclusion



@AndyPrattDesign

# Thank You!

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