

# Get Your **(VISUAL)** Style On

ARTIFACT CONFERENCE

# A Game of Riddles

**There is a cabin on the side of a mountain.  
Three people are inside and they are dead.  
How did they die?**



They were killed in a plane crash.

\* airplane cabin

**DMALL.ME/11FSIFO**

**There is an ancient invention still used  
in some parts of the world today that  
allows people to see through walls.  
What is it?**



A photograph of a window with white frames, looking out onto a landscape at sunset. The sky is filled with warm orange and yellow hues, transitioning into darker blues and purples. Below the horizon, rolling green hills are visible, and the foreground shows a field with some low-lying vegetation. The window is set against a dark, leafy background.

Windows.

**DMALL.ME/13DXV1H**

**A woman leaves home and makes three left turns. She returns home again. On the way, she passed two women with masks.  
Who were the two women?**

A dynamic photograph of a softball game. In the foreground, a player from the team "LV" wearing a green and orange uniform is sliding into home plate, kicking up dust. An umpire in a light blue shirt and gray pants is crouching behind her, watching the play. A catcher from the opposing team "SAGEHEN" in a white and blue uniform is positioned behind the plate, wearing a helmet and chest protector. The background shows a chain-link fence and other players on the field.

The umpire and the catcher.

[DMALL.ME/13DXWSM](http://DMALL.ME/13DXWSM)

THE POINT

**Too much abstraction and lack  
of context lead to misdirection.**

# Style Tiles

HIGH LEVEL SNAPSHOT OF THE LOOK AND FEEL OF THE SITE

# Element Collages

A SPECIFIC TYPE OF STYLE TILE THAT  
ALLOWS YOU TO DEFER CERTAIN DESIGN DECISIONS  
UNTIL YOU'RE READY TO TACKLE THEM.

# Style Prototypes

LIKE STYLE TILES, BUT IN THE BROWSER

# Style Tiles

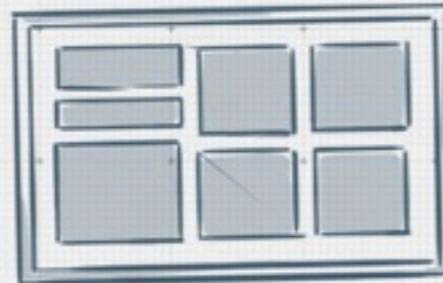
# Style TILES

A Visual Web Design Process *for Clients & the Responsive Web*

## ■ WHAT ARE STYLE TILES? ■

Style Tiles are a design deliverable consisting of fonts, colors and interface elements that communicate the essence of a visual brand for the web.

They help form a common visual language between the designers and the stakeholders and provide a catalyst for discussions around the preferences and goals of the client.



DOWNLOAD TEMPLATE

Style Tiles are similar to the paint chips and fabric swatches an interior designer gets approval on before designing a room. An interior designer doesn't design three different rooms for a client at the first kick-off meeting, so why do Web designers design three different webpage mockups?

Present clients with interface choices without making the investment in multiple photoshop mockups.

## ■ WHEN TO USE STYLE TILES? ■

Style tiles are for when a moodboard is too vague and a comp is too literal. Style tiles establish a direct connection interface elements without defining layout. They work well for clients who have established brands and need them smoothly to the web. Whereas the word "**mood**" is often associated with brand and identity design, the word "**style**" mirror "**cascading stylesheets**" and reinforce that Style Tiles are specific to Web design.

**STYLETIL.ES**

Logo Here

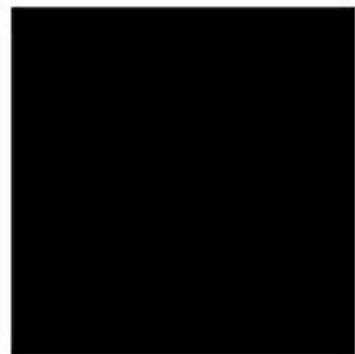
Project Name

Style Tile  
*version:1*

Possible Colors



Textures



## This is an Example of a Header

Font: Name #hexcode

### This is an Example of a Sub Head

Font: Name #hexcode

  Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Name #hexcode

This is an example of a Text link »

This is an example of a Button

Submit Button Example Here

Adjectives

  Lorem

  Ip

**STYLETIL.ES**

  Sit

  Amet

  Magna

# CASE STUDIES

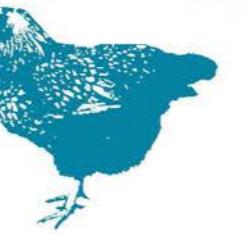
---

**client has a strong, but  
INCONSISTENT  
BRAND**

“ Here's our guidelines.  
We have 25 brand colors  
and 7 typefaces!

# DISTRITO

## FONTS



### POPLAR STD, BLACK

USED ON BEVERAGE MENU. FOR SECTION TITLES. UPPERCASE.

### AGENCY FB, REGULAR

THIS FONT IS USED FOR THE MENU ITEM DESCRIPTIONS (FOOD & BEV)

IT IS ALSO USED FOR THE HEALTH/FOOD SAFETY BLURB AT THE BOTTOM OF THE MENU, BUT  
SKEWED 20 DEGREES.

### AGENCY FB, BOLD

USED ON BEVERAGE MENU FOR DRINKS. UPPERCASE.

### PLAYBILL, REGULAR

Used on drink menu for section titles. UPPERCASE.

### GRUTCHISHADED, REGULAR

Used for section headings.  
UPPERCASE.

### BERNARD MT CONDENSED, REGULAR

USED FOR MENU SECTION HEADINGS, AND ON HH & BRUNCH FOR  
BEVERAGE NAMES AND PRICING. ALSO USED ON DESSERT FOR  
SOME FOOD ITEM DESCRIPTIONS. ALSO USED ON A SKEW. UPPERCASE.

### ARCHIVE TILT, REGULAR

USED FOR MENU SECTION HEADINGS. UPPERCASE.

CINQUENTA MILL METICAIS, REGULAR  
USED ON MENUS FOR SECTION HEADINGS. THIS  
FONT IS SKEWED IN SOME USES. SHOULD BE  
OUTLINED WHEN PRINTING. UPPERCASE.

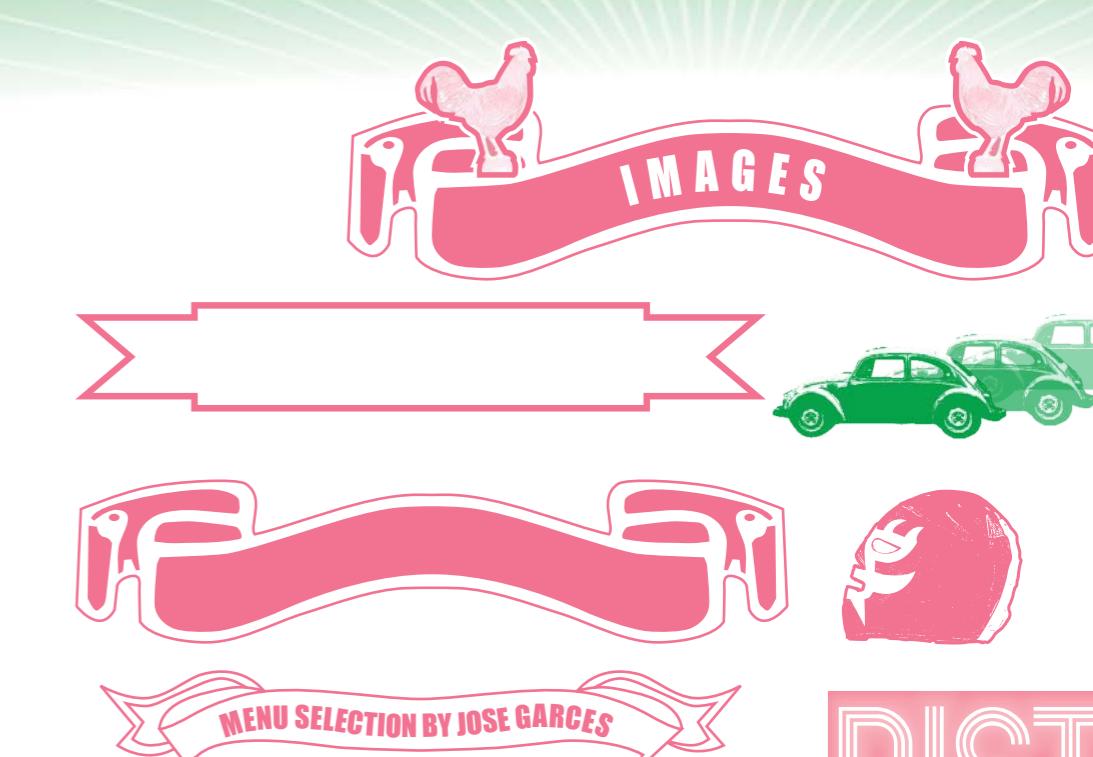
### ARCHIVE LIGHTFACE EXTENDED, REGULAR

This font is used for menu section headings. UPPERCASE.

MESQUITE STD, MEDIUM - USED FOR MENU SECTION HEADINGS. UPPERCASE.

## IMPACT, REGULAR

THIS FONT IS USED FOR MENU ITEM TITLES (FOOD AND  
BEVERAGE), AND SOME SECTION HEADINGS.



DIST



DISTRITO USES A LOT OF IMAGERY IN THEIR MENUS. MOSTLY OF THE FIGHTING R  
WRESTLER FACE, AS WELL AS MANY BANNERS AND BORDERS. HOWEVER,  
CONSISTENT ELEMENT, AS THEY APPEAR IN EACH MEN



PAPER



THE PAPER USED FOR DISTRITO MENU IS COUGAR CREAM COVER (#65) AN

DISTRITO

## FONTS

### POPLAR STD, BLACK

USED ON BEVERAGE MENU. FOR SECTION TITLES. UPPERCASE.

### AGENCY FB, REGULAR

THIS FONT IS USED FOR THE MENU ITEM DESCRIPTIONS (FOOD & BEV)

IT IS ALSO USED FOR THE HEALTH/FOOD SAFETY BLURB AT THE BOTTOM OF THE MENU, BUT  
SKEWED 20 DEGREES.

### AGENCY FB, BOLD

USED ON BEVERAGE MENU FOR DRINKS. UPPERCASE.

### PLAYBILL, REGULAR

Used on drink menu for section titles. UPPERCASE.

GRUTCH SHADDED, REGULAR  
Used on upper

BERNARD MT CENSORED, REGULAR  
USED FOR MENU SECTION HEADINGS, BEVERAGE NAMES AND SOME FOOD ITEM DESCRIPTIONS. ALSO USED ON A SKEW. UPPERCASE.

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# 15

# TYPE FACES!

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PAPER



THE PAPER USED FOR DISTRITO MENU IS COUGAR CREAM COVER (#65) AN

Philadelphia, PA - Scottsdale, AZ - Atlantic City, NJ - Palm Springs, CA

The image is a collage of various scenes. At the top, two golden roosters stand on small pedestals, flanking a central red banner with the word "DISTRITO" in large, white, bold letters. Below the banner, a white ribbon banner contains the words "MODERN MEXICAN". A horizontal menu bar below the banner includes four options: "menu", "tour", "info", and "jose". The background features a large, detailed illustration of a Mexican pyramid with an angel statue on top, set against a city skyline with buildings and church towers. In the foreground, there's a row of green Volkswagen Beetles labeled "TAXI" parked on a street. A black rectangular overlay on the right side contains the white text "A LOT OF PINK". At the bottom, a pink footer bar lists services: "RESERVATIONS ★ PRIVATE DINING ★ RETAIL ★ GRG ★" followed by social media icons for Facebook and Twitter. To the right of these icons is a decorative graphic with the word "NEWSLETTER".

DISTRITO

MODERN MEXICAN

menu tour info jose

A LOT OF PINK

RESERVATIONS ★ PRIVATE DINING ★ RETAIL ★ GRG ★

NEWSLETTER

# DISTRITO

OUR MENUS ★ HOURS & DIRECTIONS ★ ABOUT DISTRITO



 DISTRITO 

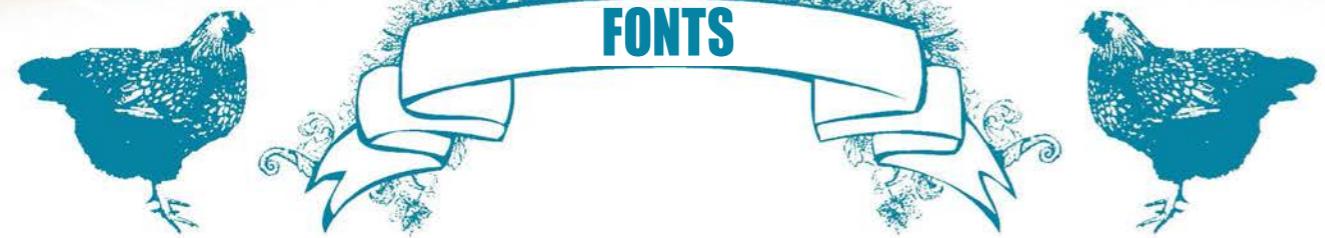
DISTRITO

★ ★ ★ ★ ★ ★ VISIT DISTRITO ★ ★ ★ ★ ★ ★

**Create One  
Style Tile**

# DISTRITO

## FONTS



### POPLAR STD, BLACK

SED ON BEVERAGE MENU. FOR SECTION TITLES. UPPERCASE.

### AGENCY FB, REGULAR

THIS FONT IS USED FOR THE MENU ITEM DESCRIPTIONS (FOOD & BEV)  
IT IS ALSO USED FOR THE HEALTH/FOOD SAFETY BLURB AT THE BOTTOM OF THE MENU, BUT  
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MESQUITE STD, MEDIUM - USED FOR MENU SECTION HEADINGS. UPPERCASE.

## PALSU,REGULAR

USED ON BRUNCH FOR  
COURSE TITLES.



IMAGES



MENU SELECTION BY JOSE GARCES

DIST



DISTRITO USES A LOT OF IMAGERY IN THEIR MENUS. MOSTLY OF THE FIGHTING ROOS

WRESTLER FACE, AS WELL AS MANY BANNERS AND BORDERS. HOWEVER, STA

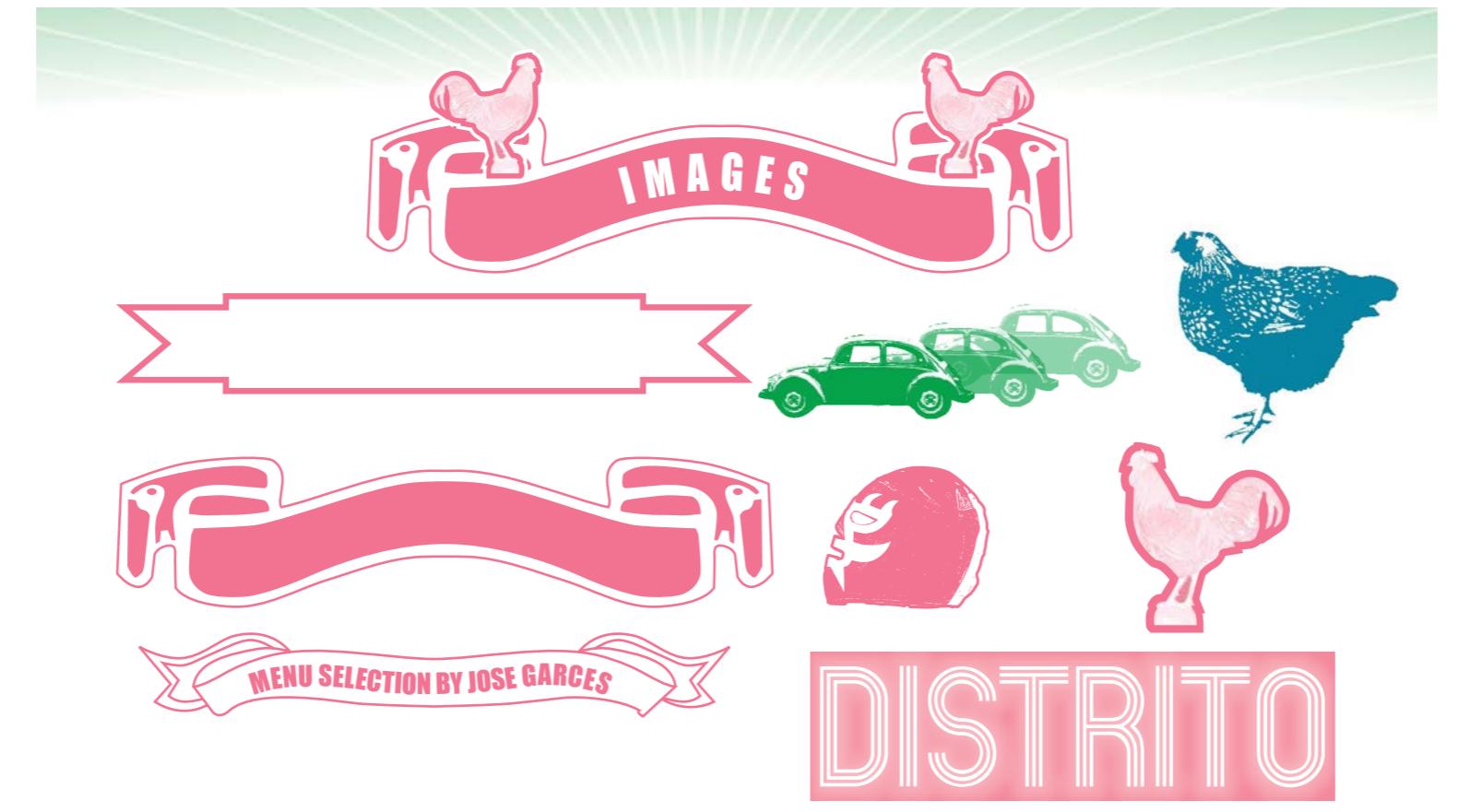
CONSISTENT ELEMENT, AS THEY APPEAR IN EACH MENU.



PAPER



THE PAPER USED FOR DISTRITO MENU IS COUGAR CREAM COVER (#65) AND TH



DISTRITO USES A LOT OF IMAGERY IN THEIR MENUS. MOSTLY OF THE FIGHTING ROOSTERS AND THE MASKED WRESTLER FACE, AS WELL AS MANY BANNERS AND BORDERS. HOWEVER, STARS ARE THE MOST CONSISTENT ELEMENT, AS THEY APPEAR IN EACH MENU.



PAPER



THE PAPER USED FOR DISTRITO MENU IS COUGAR CREAM COVER (#65) AND TEXT (#70/28).

## Modern Mexican

Showcase the food, the ingredients, the drinks. Link to menu.

## The Experience

Something about the space, the atmosphere, the history. Link to "explore".

December 31, 2012 — Our very special four course New Years Eve dinner. Events listing module OR latest tweet module.

## Today's Happy Hour Specials

Time based special promo module

[See all specials and menu items](#)

## Taco Monday

Event promo module

[Book your next event at](#)

**HTML PROTOTYPE**

# Garces Group Re-design: Modules

This is an index of all the modules being delivered as part of the Garces group redesign. You can also view these modules in the context the [Interactive Prototype](#) or the [Requirements Document](#).

- [Food Menu](#)
- [Reservation Widget](#)
- [Location Selection](#)
- [Cross-Promotion](#)
- [News & Press Releases](#)
- [Twitter Feed Integration](#)
- [Facebook Wall Integration](#)
- [Time-based Food Special](#)
- [Content Slider](#)
- Image Content
- Video Content
- Rich Text Content
- HTML Content
- iframe
- Form
- [Event / Latest Tweet](#)
- [Event Calendar](#)
- Map
- [Image Gallery](#)
- [Hours of Operation](#)
- [Hotel Navigation / Alert Bar](#)

**HTML PROTOTYPE**

**1. Define typography**

**2. Define Key Modules**

**3. Define Workhorse Modules**

**4. Define Colors and Smaller components**

body div h5

Buffalo Gal

Regular

1 WEIGHT from FONTS.COM

F

Text Size 118 px

Line Height 167 px

Spacing 0 px Indent/Exdent 0 px

Text Align

Text Transform

Ab AB ab None

Inherit styles from parent i

LUNCH

LUNCH

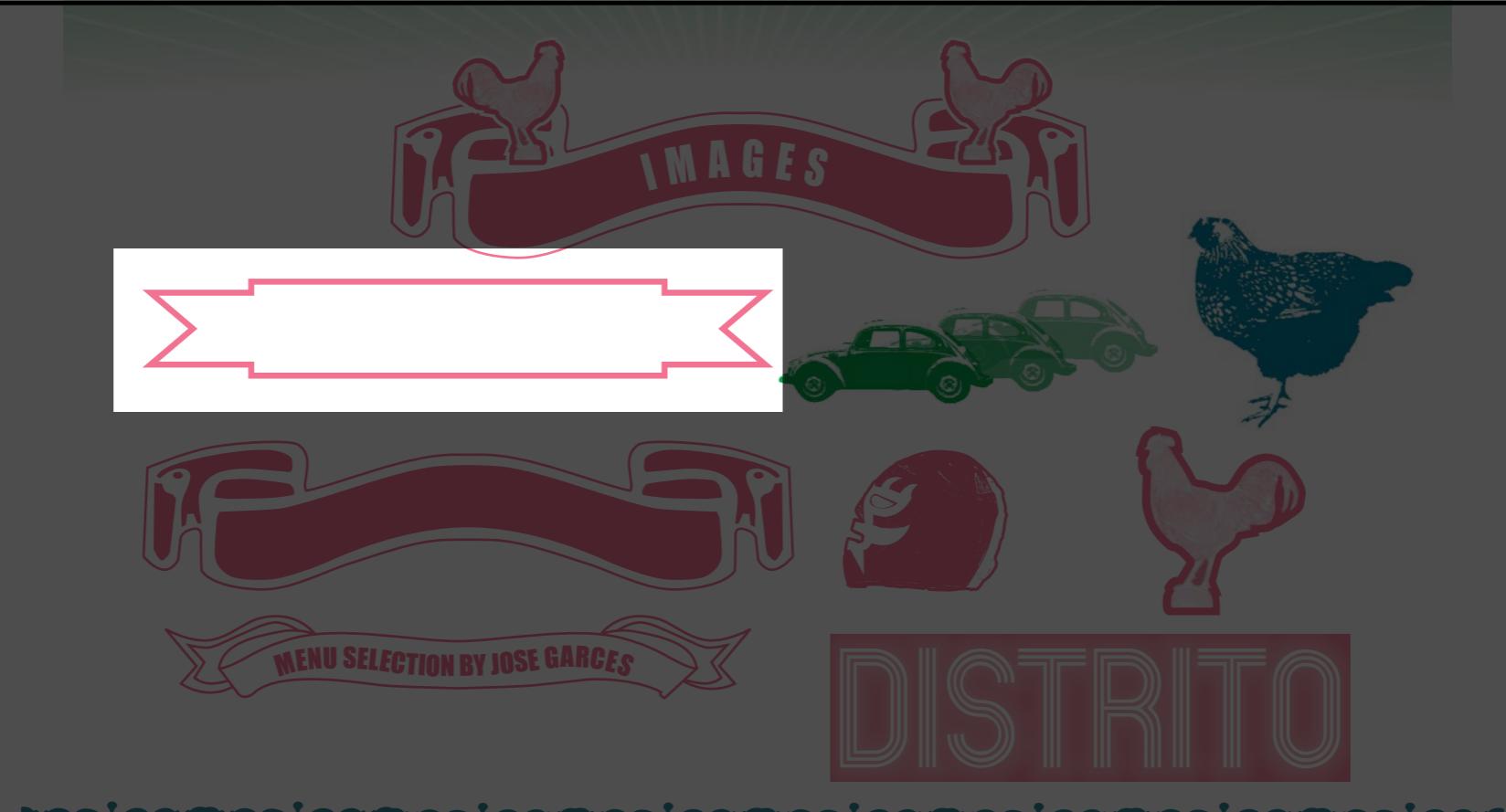
LUNCH

LUNCH

LUNCH

TYPECAST.COM

WITH COTIJA CHEESE, ADD CRAB



MENU SELECTION BY JOSE GARCES

DISTRITO



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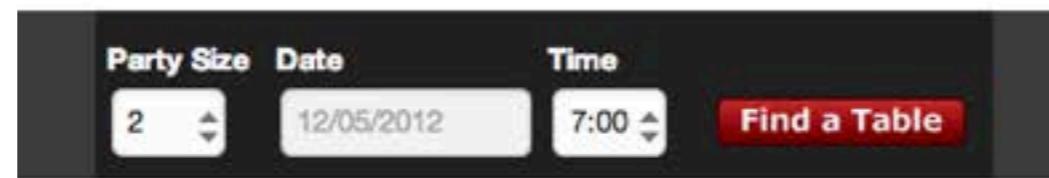
PAPER



THE PAPER USED FOR DISTRITO MENU IS COUGAR CREAM COVER (#65) AND TEXT (#70/28).

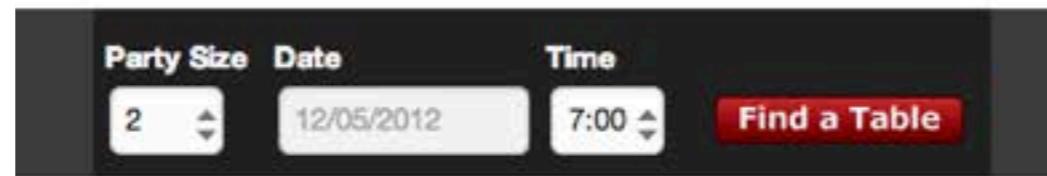
# **PRIMARY BUSINESS GOAL:**

**Get more people to book  
seats using the website**



# PRIMARY BUSINESS GOAL:

Get more people to book  
seats using the website



# DISTRITO

[BOOK A TABLE](#)

Party Size

2 people

Date

12/21/2012

Time

7:30pm

[Find a Table →](#)

# LUNCH

FROM 11AM-1PM TODAY

★ TODAY'S SPECIALS ★



## Cantina Happy Hour

Proin gravida nibh vel velit auctor aliquet.  
Aenean sollicitudin, lorem quis bibendum.

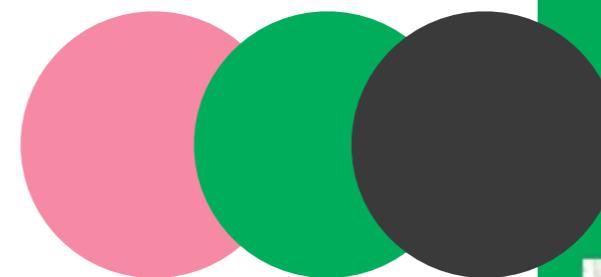
[View All Specials](#)

★ WEEKLY SPECIALS ★



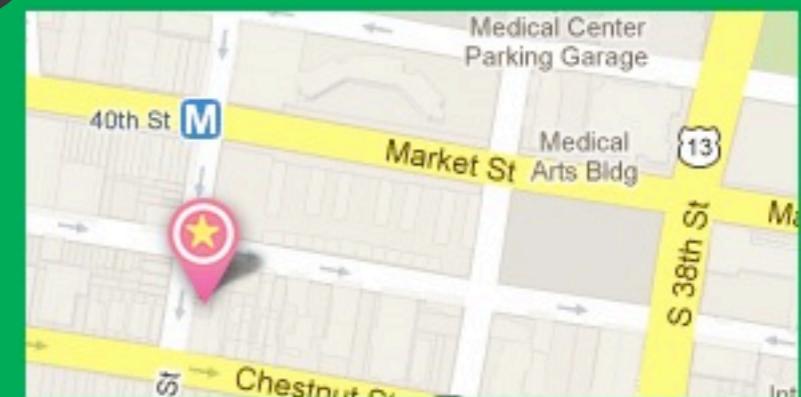
## Kegs & Eggs

Proin gravida nibh vel velit auctor aliquet.  
Aenean sollicitudin, lorem quis bibendum.

[See the Full Menu](#)

## VISIT DISTRITO

📍 You're less than a mile away!



**3945 Chestnut Street  
Philadelphia, PA 19104**

**(215) 222-1657**

[Looking for one of our other locations?](#)

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**Client has  
A NEW BRAND.**



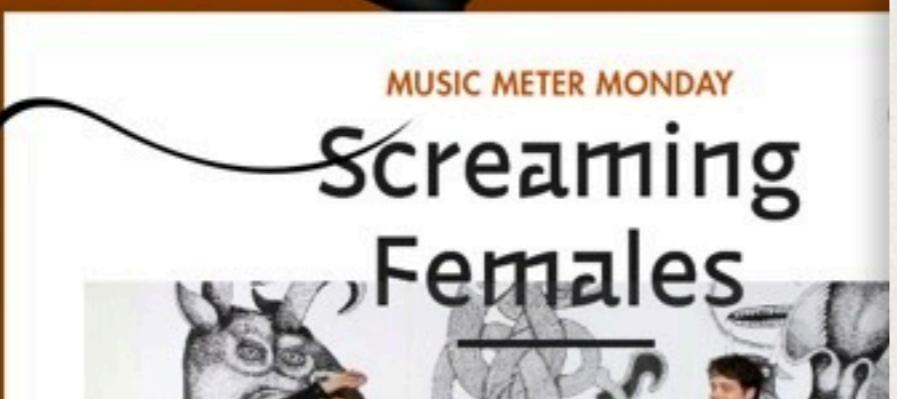
# OMA 3

- Hand-done
- Memphis soul
- Textures
- Summer



FEATURED

## Music Meter Monday: Lost in the Trees



WTF Wednesday: Dale Earnhardt Jr. Jr. Likes Getting Sleazy

POSTED 2 DAYS AGO

## MUSIC METER MONDAYS: SCREAMING FEMALES



O MUSIC AWARDS 3

# FEEDBACK



+



and add more hand-done elements

# MUSIC METER MONDAYS: SCREAMING FEMALES

POSTED 2 DAYS AGO



People seem awfully hung up on the fact that the lead singer of Screaming Females is a woman (a short-statured one at that). It's a state of affairs that gives said lead singer, Marissa Paternoster, pause, as her world is littered with talented women with strong voices and honed shredding skills — attributes she possesses in droves. [MORE...](#)

► Music Meter Monday

► Screaming Females

[Tweet](#) 6   [G+1](#) 1   [Like](#)

mtv (80)

winner (65)

facebook (65)

twitter (45)

MISSISSIPPI

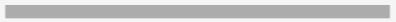


# PROS

- Device-width agnostic
- Modular
- Facilitates conversation about brand with the client
- Quick

# CONS

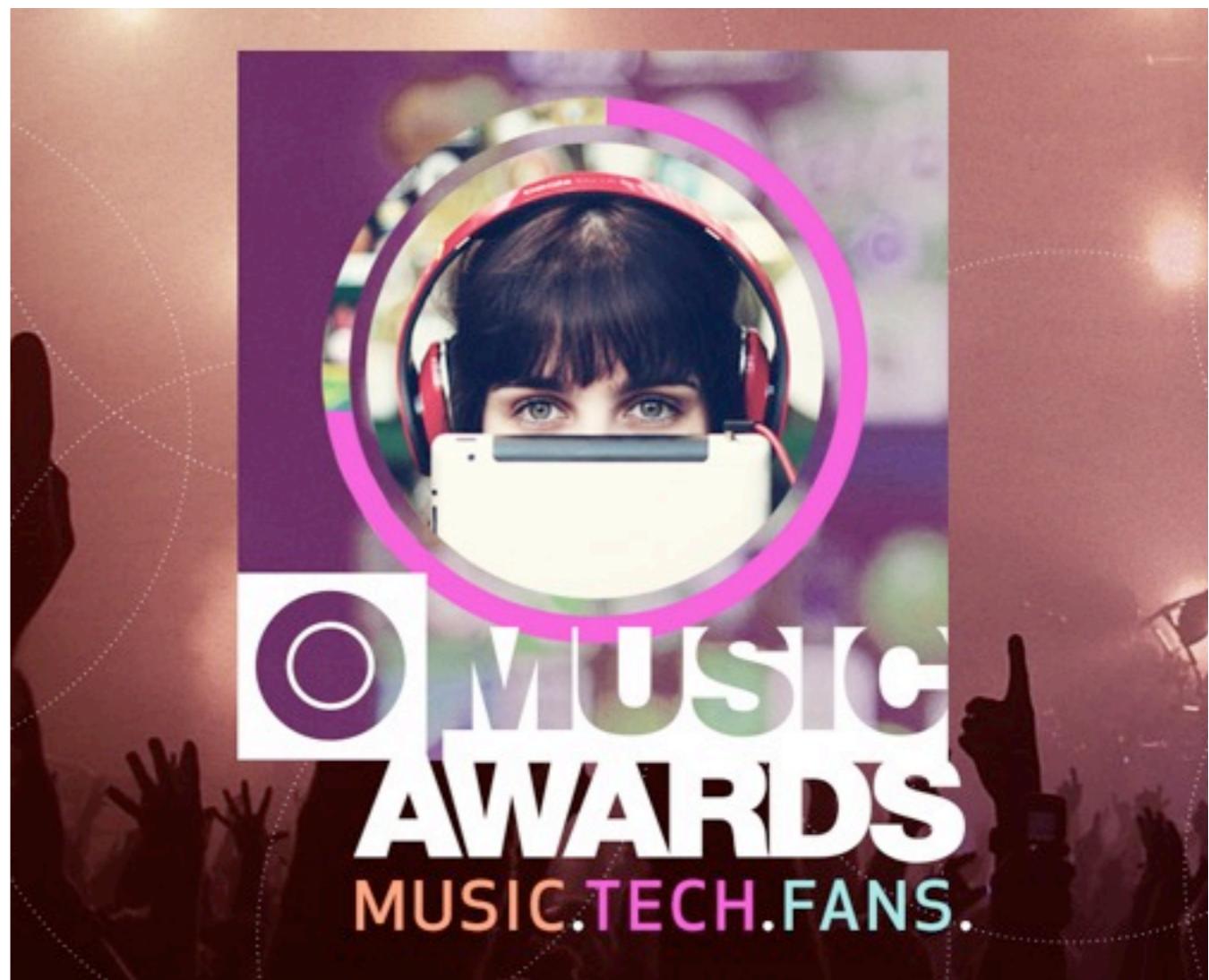
- Out-of-context
- Doesn't capture all of the variety that a system may need
- Can be unrealistic if it doesn't take content and requirements into consideration



# Evolving your **STYLE TILES**

# OMA 4

- Reinforces the core meaning of the O Music Awards: the intersection of fans, music, and technology
- Consider the O or circle as a central design element





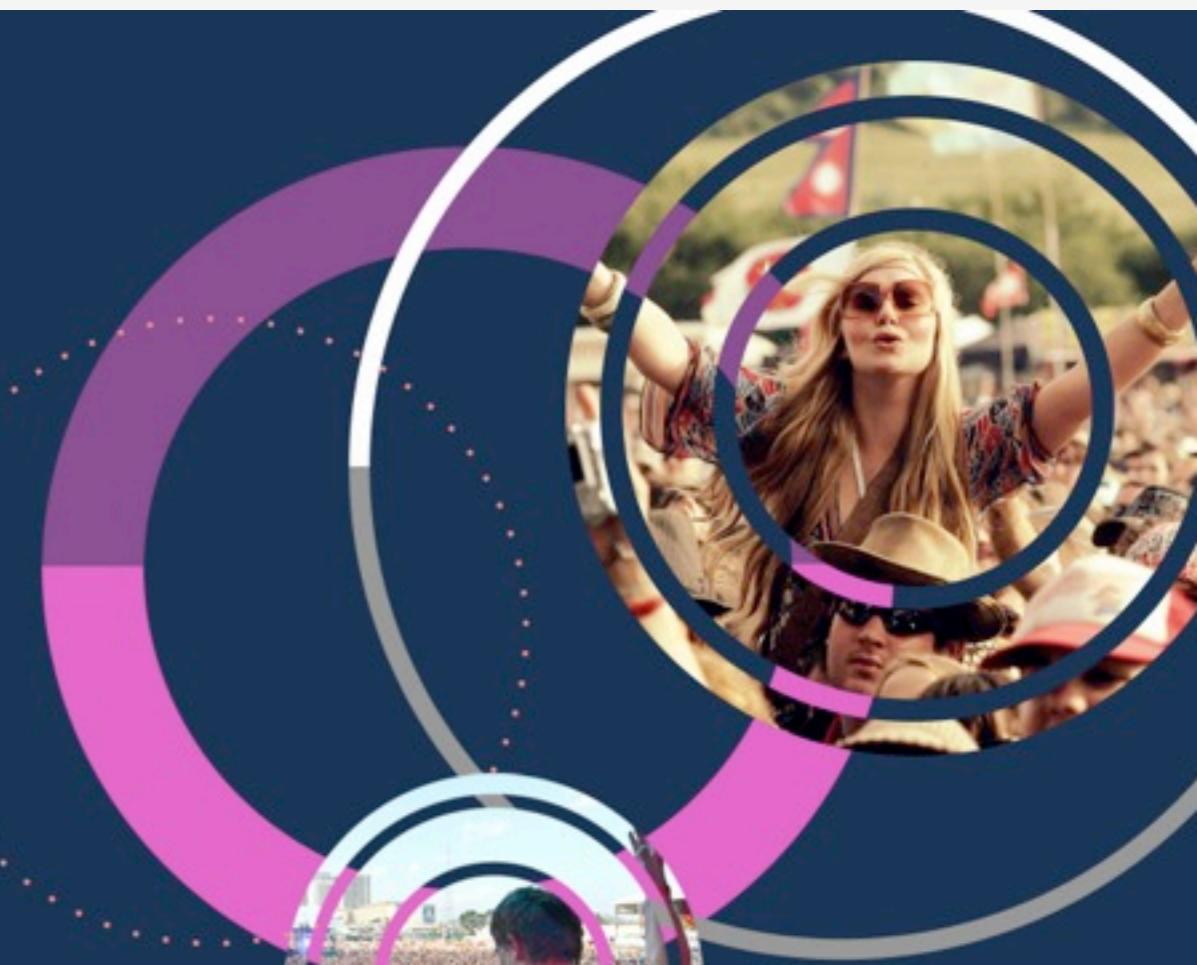
MUSIC.TECH.FANS.

Vote for your favorites!

SAMPLE COLORS:



SAMPLE UI:



**A style tile can be a  
starting point to creating  
a design system.**



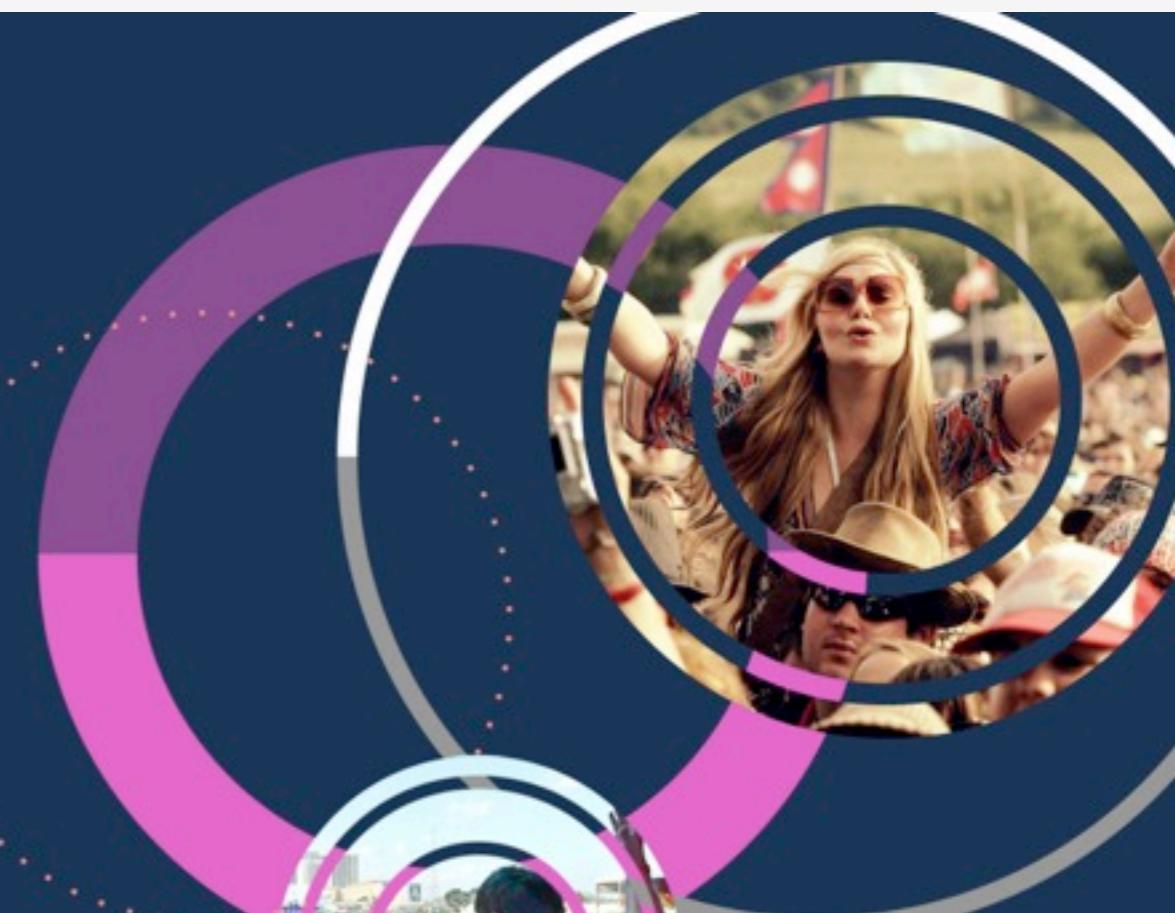
MUSIC.TECH.FANS.

Vote for your favorites!

SAMPLE COLORS:



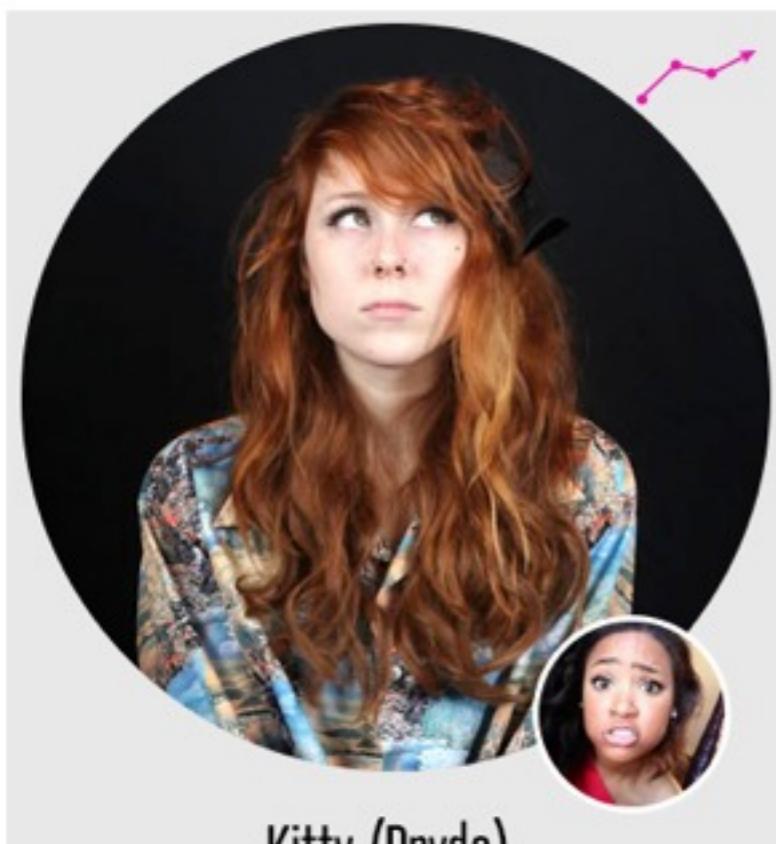
SAMPLE UI:



**Iterate on**

**KEY MODULES**

# ITERATIONS



*Vote!*

MORE INFO



*Vote!*



*Vote!*

MORE INFO

# h1. Live Music Day

Forget about vying for record contracts. These artists recorded their first tracks on their own—maybe even in their bedrooms—and took it straight to the global masses. Lucky for them, they went viral. Vote for your favorite artist who thought big, like internet big.

## H2. THE NOMINEES

Forget about vying for record contracts. These artists recorded their first tracks on their own—maybe even in their bedrooms—and took it straight to the global masses. Lucky for them, they went viral. Vote for your favorite artist who thought big, like internet big.

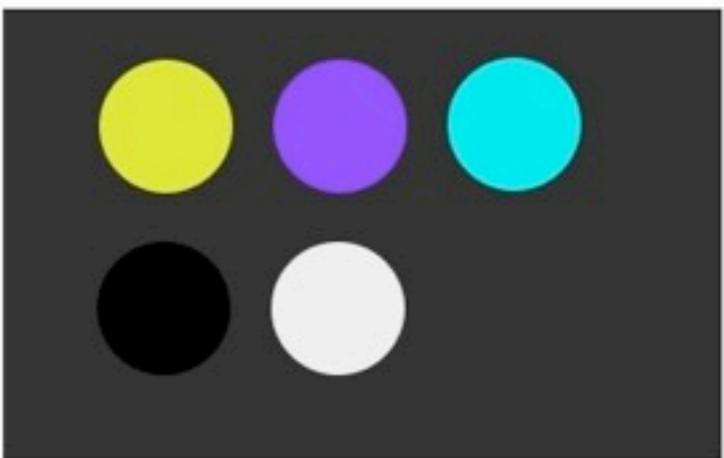
### *h3. The Nominees*

#### *h4. This is a fourth level heading*

**TOP SUPER FANS**

**Vote!**

COPY



**Kitty Pryde**

**Vote!**

**Above all, designers need to  
be nimble.**

# **Visual Inventory & Element Collages**

# Visual Inventory

CONCEPT AND ART DIRECTION.  
START QUICKLY AND AT A HIGH LEVEL

—  
Client Name

# Visual Inventory

Prepared by SuperFriendly Co.

April 15, 2018

*SuperFriendly*

G'nosh is a small company in the UK that makes gourmet dips. On their site, they've used **tactile metaphor** to communicate the richness of their craft. Does the physical aspect of [REDACTED] equipment and subject matter lend itself to this method?

[gnosh.co.uk](http://gnosh.co.uk)



For a scientific organization, it's hard to deny the absolutely brilliant design system that is the **periodic table**. Could a systematic grid that draws inspiration from this metaphor be an effective mechanism for creating a great hierarchy of content for the new site?

[bloomberg.com/company](http://bloomberg.com/company)

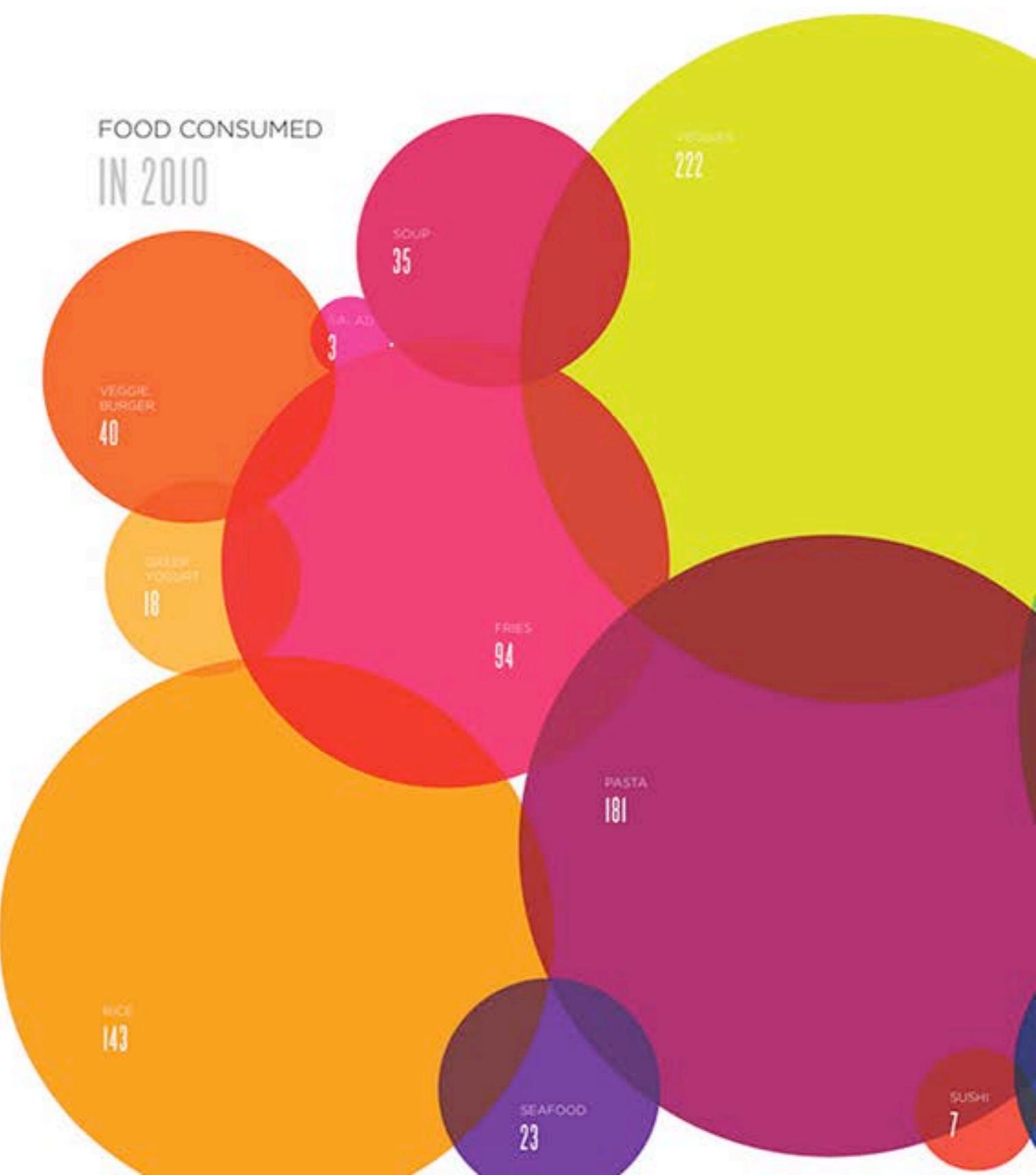
The screenshot shows the Bloomberg website homepage. At the top, there's a navigation bar with the Bloomberg logo, a search icon, and links for 'About' and 'Contact'. Below the header, the date 'FRIDAY MAR 09' is prominently displayed. To the right of the date, a large green button reads 'BLOOMBERG NEWS LAUNCHES DAILY BILLIONAIRES INDEX LEARN MORE >>'. Next to this is a pinkish-red background image featuring several people in what appears to be a modern office or trading floor setting. Overlaid on this image is the text 'BLOOMBERG IS INSIGHT >>>'. In the top right corner, a yellow box says '24 HOUR SUPPORT'. Below the main header, there are several news cards. One card for 'LAW' shows the statistic '434,124 DOCKET UPDATES IN THE LAST 24 HOURS' with a link to 'BLOOMBERG LAW >>'. Another card for 'GOVERNMENT' shows '8M+ GOVERNMENT CONTRACTS TRACKED IN BGOV'. A third card for 'PUBLICATIONS' shows '440 PUBLICATIONS USE BLOOMBERG CONTE...' (partially cut off). At the very bottom of the page, there are links for 'Nasdaq 2988.34 0.60329%', 'Dow 12922 0.10907%', 'S&P 500 1370.87 0.36313%', and 'FTSE 100'.

A dark color scheme with a single accent color can create a very focused palette. This is really useful when there's a need for a strong point of focus, as it can be used to draw attention to an element on the screen very easily.

[mailchimp.com/sometimes-theres-a-man](http://mailchimp.com/sometimes-theres-a-man)



A **white canvas with bright colors** lends itself well to scientific content. The palette hearkens ties to the color spectrum, an idyllic match of science and design.



**Solve your own problems by using  
the successes and failures of others.**



is an independent laboratory and a strategic resource for chemical analysis, physical testing, research & development services, and litigation services.

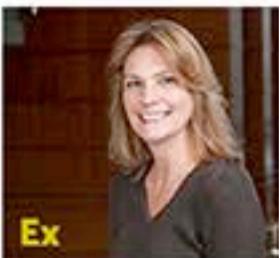


## FEATURED APPLICATION

**Imported Goods Testing**

We'll test your imported goods and raw materials to determine if there is evidence of contamination or other concerns. [LEARN MORE](#)

Ap



Ex

Duis mollis, est non  
commodo luctus, nisi erat  
porttitor ligula, eget lacinia  
odio sem nec elit.

For more info, give us a call.  
[Call Now](#)

Co



Ex



Ex



Ex



Ex

## INDUSTRIES WE SERVE

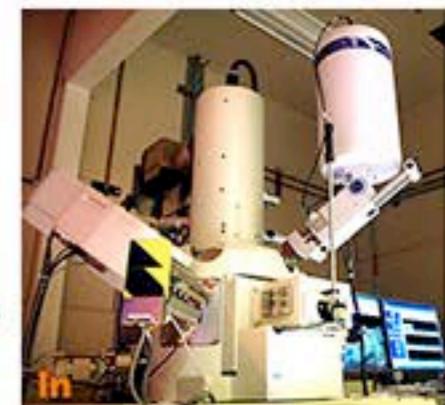
Automotive  
Consumer Product Testing  
Litigation Support  
Medical Devices

•

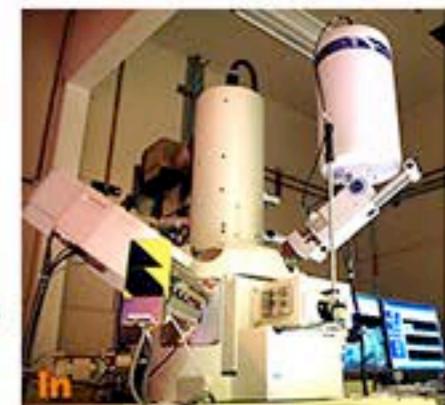
•



Ex



In



In



Applications

Capabilities

Expertise

Industries Served

Quality

Contact

s an independent testing laboratory and a strategic resource for chemical analysis, physical testing, research & development services, and litigation services.

BI



## Portable Plasmas Device Kills Bacteria in Tests

[Read More](#)

QU

## We're committed.

You can count on us for creative, insightful contributions and an open, professional collaboration that adheres to your quality requirements.

[Read More](#)

Ca

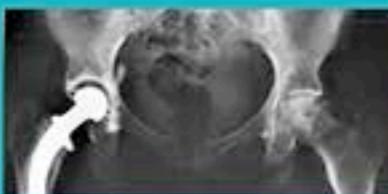


### Melt Flow Index

The melt flow index value allows for direct comparison of materials to each other.

[How we test MFI](#)

Bl



### Metal Hip Implants Could Have New Testing Standards

[Read More](#)

Co

## We're here to help.

Cras mattis consectetur purus at fermentum. Cras justo odio. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum.

[Email Us](#)

or call us at

Ex

### Thermogravimetric Analysis

Continuously monitors the weight of a sample during isothermal or dynamic temperature scans in a range of environments.

[Read More](#)

Ex

### Dynamic Mechanical Analysis

We measure the mechanical properties of materials as a function of time, temperature, and frequency.

[Read More](#)

Ap

### Extractables & Leachables Testing

The extraction or leaching of a sample is often done to analyze the safety of a material that will be implanted in a human patient.

[Read More](#)

IS

## Industries We Serve

Maecenas sed diam eget risus varius blandit sit amet non magna. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras justo odio, dapibus ac facilisis in, egestas quam.

Automotive

Consumer Product Testing

Litigation Support

Medical Devices

Packaging

Pharmaceutical

Plastics, Polymers, Rubber

[Read More](#)

# Element Collages



**RIF.SUPERFRIEND.LY**









Introducing a new, fast, and  
affordable way to get your  
business noticed.

New Businesses  
New Opportunities

Introducing a new, fast, and  
affordable way to get your  
business noticed.

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business noticed.

Introducing a new, fast, and  
affordable way to get your  
business noticed.

## RIF KICKOFF, cont.

- youtube.com/rifweb
- VERIZON FOUNDATION IS FUNDING THIS PROJECT
- MACY'S IS LARGEST SPONSOR
- ZULU - CALLED AT LARIMAR
- NO MORE FUNDING
- REACH OUT AND READ
- SUMMER LEARNING LOSS
- HAVE CONSERVATIVE BUT REALISTIC PLAN
- \$10 MILLION ORG
  - BUILD TO \$15 MILLION BY 2015
- SHAW/CREW BENNETT PSAs
- DAILY PR
- BRIEF TO MOTHER: "START A MOVEMENT"
- PARENTS WITH KIDS 15 AND UNDER ARE TARGET
- AD COUNCIL PARTNERSHIP
- CALL TO ACTION SHOULD BE "TAKE THE PLEDGE"
- test.rif.org
- OLD NAV - AUDIENCE
  - COORDINATORS
  - EDUCATORS
  - PARENTS
  - KIDS
- ORANGE YOU GUARD
- RIF.ORG IS THE FRONT DOOR
  - IS FACEBOOK? IS TWITTER?
- WILDFIRE
  - KIDS IS THE MOST POPULAR SITE
  - QUIC UNIQUES
  - 1M MONTHLY PAGE VIEWS
  - GOOGLE ANALYTICS
- GET INVOLVED - 2<sup>nd</sup> POPULAR
- DONATE - 3<sup>rd</sup> POPULAR
- COORDINATOR LOGIN - NING

- LITERACY RESOURCES CONTENT  
IS SAME AS KIDS  
- BIMONTHLY CALENDAR

• RIF IDENTITY

- FLEXIBILITY

- GOV'R
- PARTNERS
- PARENTS
- TEACHERS
- KIDS

- LONGEVITY

- MAKE YOU FEEL LIKE  
YOU WANT TO BE A PART  
OF IT

- LIKE WORKING A SIGHT

- GOAL, ALIGNMENT, PROGRESSIVE (LIKE RED)

• ★ ELECTRIC ★

- BODY BY BEING INCLUSIVE

- SHAPE  
- BOOK  
- ITEM  
- BUBBLE  
- ETC

- TYPES & ILLUSTRATION  
- HOW YOU USE  
THE BUBBLE

- READING ROCKETS

- OBAMA

- "IT ONLY TAKES \$2.50 TO CREATE"

- "THREE ARE KIDS WITH NO BOOKS."

- "CELEBRATE BOOKS."

- SHOW THE DEMAND

- SPONSORSHIP
- LOGOS
- METRICS

- LITERACY RESOURCES CONTENT IS SAME AS KIDS
- BIMONTHLY CALENDAR

- . RIF IDENTITY

- FLEXIBILITY

- GOV'R

- DONORS

- PARENTS

- TRACTORS

- KIDS

- LONGEVITY

- MAKES YOU FEEL LIKE  
YOU WANT TO BE A PART  
OF IT

- LIKE WORKING A SHIFT

- COOL, MODERN, PROGRESSIVE (LIKE RED)

- ★ ELECTRIC ★

- BODY BY BEING INCLUSIVE

- SHAPE
- BOOK
- TRACTOR
- BUBBLE
- ETC

- TYPES & ILLUSTRATION
- HOW YOU USE  
THE BUBBLE

- READING ROCKETS

- OBAMA

- "IT ONLY TAKES \$2.5K TO CREATE"

- "THREE MORE KIDS WITH NO BOOKS"

- "COLLABORATE BOOKS."

- SHOW THE DEMANDS

- SPONSORSHIP

- LOGOS

- METRICS

# "Electric"

- LITERACY RESOURCES CONTENT  
IS SAME AS KIDS

- BIMONTHLY CALENDAR

. RIF IDENTITY

- FLEXIBILITY

- GOV'R

- DONORS

- PARENTS

- TRACTORS

- LITERACY

- MAKE YOU FEEL LIKE  
YOU WANT TO BE A PART  
OF IT

- LIKE WORKING A SHIFT

- COOL, MODERN, PROGRESSIVE (LIKE RED)

- ★ ELECTRIC ★

- COOL BY BEING INCLUSIVE

- SHAPE

- BOOK

- HEART

- BUBBLE

- ETC

- TYPES & ILLUSTRATION

- HOW YOU USE  
THE BUBBLE

- READING ROCKETS

- OBAMA

- "IT ONLY TAKES \$2.5K TO CREATE"

- "THREE MORE KIDS WITH NO BOOKS."

- "COLLAGE BOOKS."

- SHOW THE DEMAND?

- SPONSORSHIP

- LOGOS

# "Shape, book, heart, bubble"

## RIF BRAINSTORM

- MAKE CONTENT ABOUT DONATION
- MAKING CONTENT POPULAR
- "I JUST GAVE 'FERNAND THE BULL' TO 50 KIDS."

- WHO IS THE DONOR?
  - DONATIONS ANALYTICS?

- GARNET ON THE BLOG
- INTERSECTION OF GOOD CONTENT + ACTION
- VISUAL BOOKLISTS

- SISTERFARM
- BOOK DEVIL
- BOOK DATA API
- SOCIAL JUSTICE
- BOOK PEOPLE CELEBRATING / CONNECTING WITH BOOKS.

- PAGES ON SITE TURNED IN BOOKS
- SOMETHING BIGGER THAN YOURSELF. (BE PART OF)
- MOGUL TO EMBED ON SITE



## RIF BRAINSTORM

- MAKE CONTENT ABOUT DONATION
- MAKING CONTENT POPULAR
- "I JUST GAVE 'FERNAND THE BULL' TO 50 KIDS."

- WHO IS THE DONOR?
  - DONATIONS ANALYTICS?

- BOOKS CELEBRATING
- INTERSECTION OF GOOD CONTENT + READING

- VISUAL BOOKLISTS

- SISTERFARM
- BOOK DEVIL

- BOOK DATA API

- SOCIAL JUSTICE

- BOOK PEOPLE CELEBRATING / CONNECTING WITH BOOKS.

- PAGES ON SITE THEMED IN BOOKS
- SOMETHING BIGGER THAN YOURSELF. (BE PART OF)
- MOGUL TO EMBED ON SITE



- SCHOLASTIC AS AN ENEMY
- NAILED SIMPLICITY
- NO LOSING THE WIDE FRAME
- NO BORDER AROUND THE FRAME — CO
- 
- 
- 

From ICSV

## “Turn the page for step 2”

- TURN THE PAGE FOR STEP 2
- VISUAL FEEDBACK SHOULDN'T INTERFERE WITH FORM
- 
- 
-

## New

Name: Untitled-1

OK

Cancel

Save Preset...

Delete Preset...

Preset: Custom

Size:

Width: 2000

Pixels

Height: 2000

Pixels

Resolution: 72

Pixels/Inch

Color Mode: RGB Color

8 bit

Background Contents: White

Image Size:

11.4M

Advanced

Color Profile: Working RGB: sRGB IEC61966-2.1

Pixel Aspect Ratio: Square Pixels

# “Turn the page for step 2”

DONATE

DON ATE

DON ATE

DONATE

Books for kids  
who need them.

DONATE TO RIF

Books for kids  
who need them.

DONATE



Books for kids  
who need them.

\$25

\$50

LEARN  
MORE

# “Visual booklists”

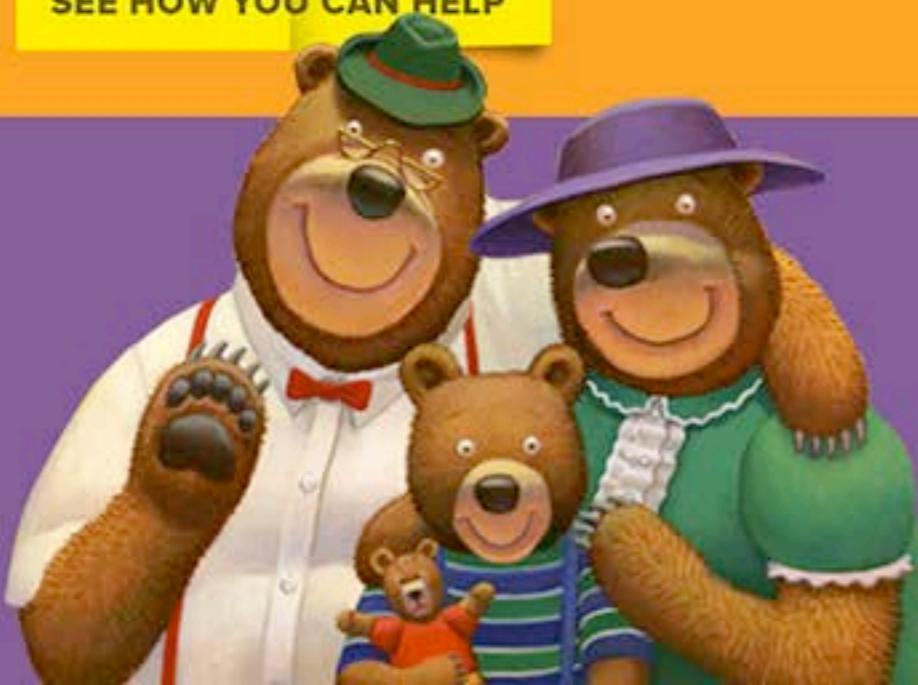


# “Pages... themed in books”

**SHARE THE MAGIC OF  
BOOKS WITH KIDS  
WHO’VE NEVER  
EXPERIENCED IT.**

Curabitur blandit tempus porttitor. Donec sed odio dui. Cras justo odio, dapibus ac facilisis in, egestas eget quam.

[SEE HOW YOU CAN HELP](#)

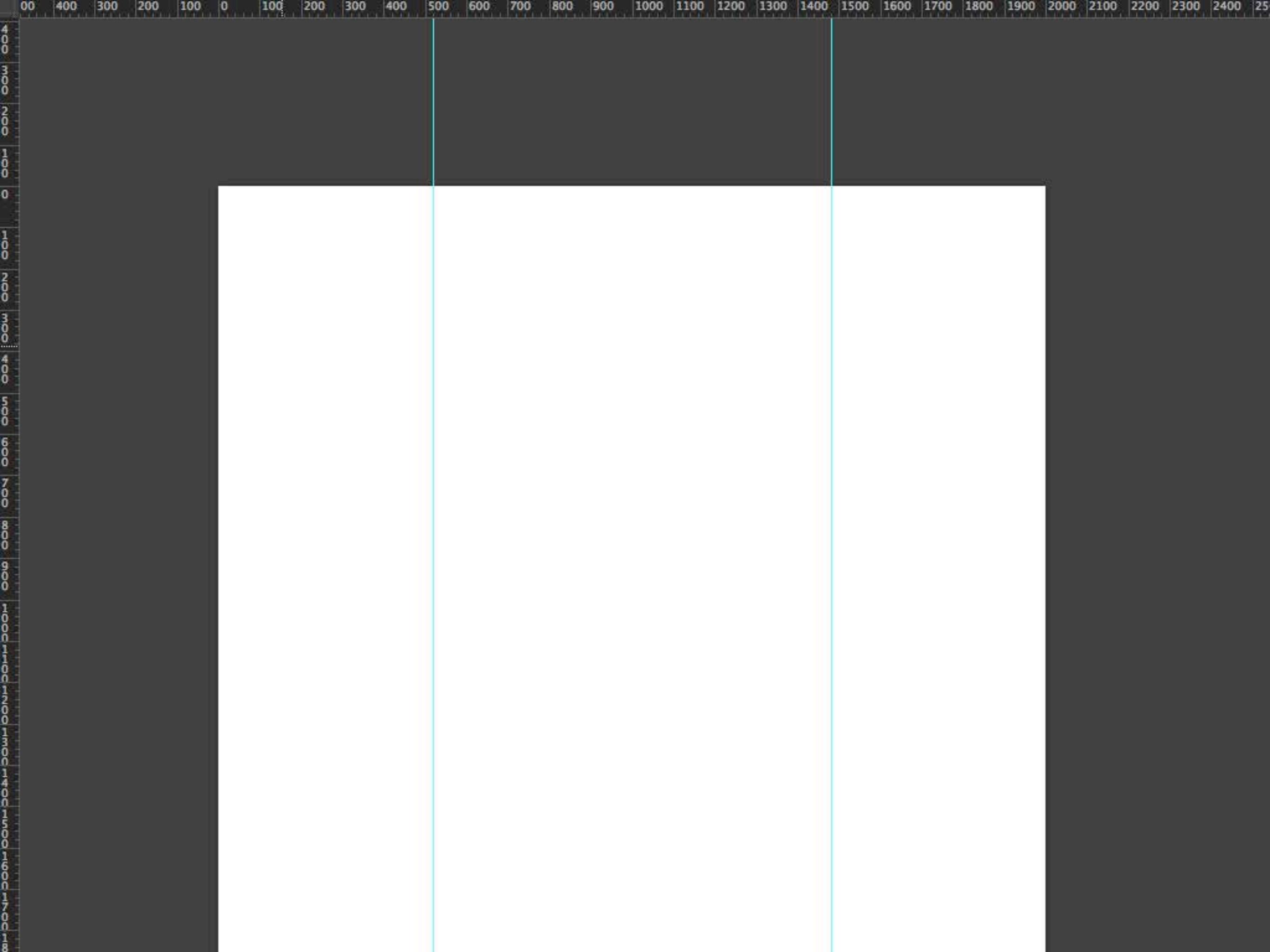


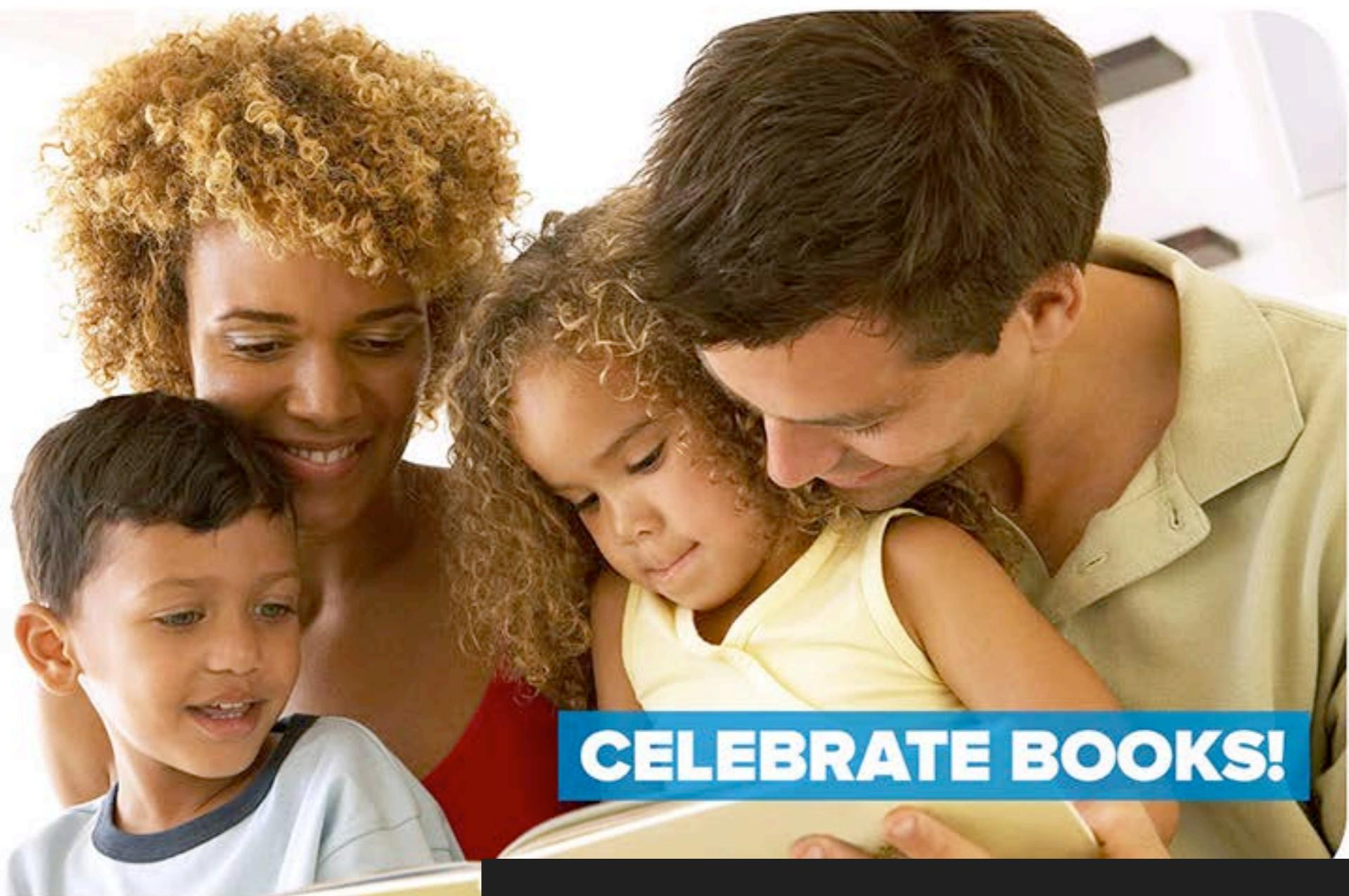
**GIVE A GIFT THAT'S  
JUST RIGHT.**

Curabitur blandit tempus porttitor. Donec sed odio dui. Cras justo odio, dapibus ac facilisis in, egestas eget quam.

[SEE HOW YOU CAN HELP](#)

**Turn powerful phrases into visual hooks.**





**CELEBRATE BOOKS!**

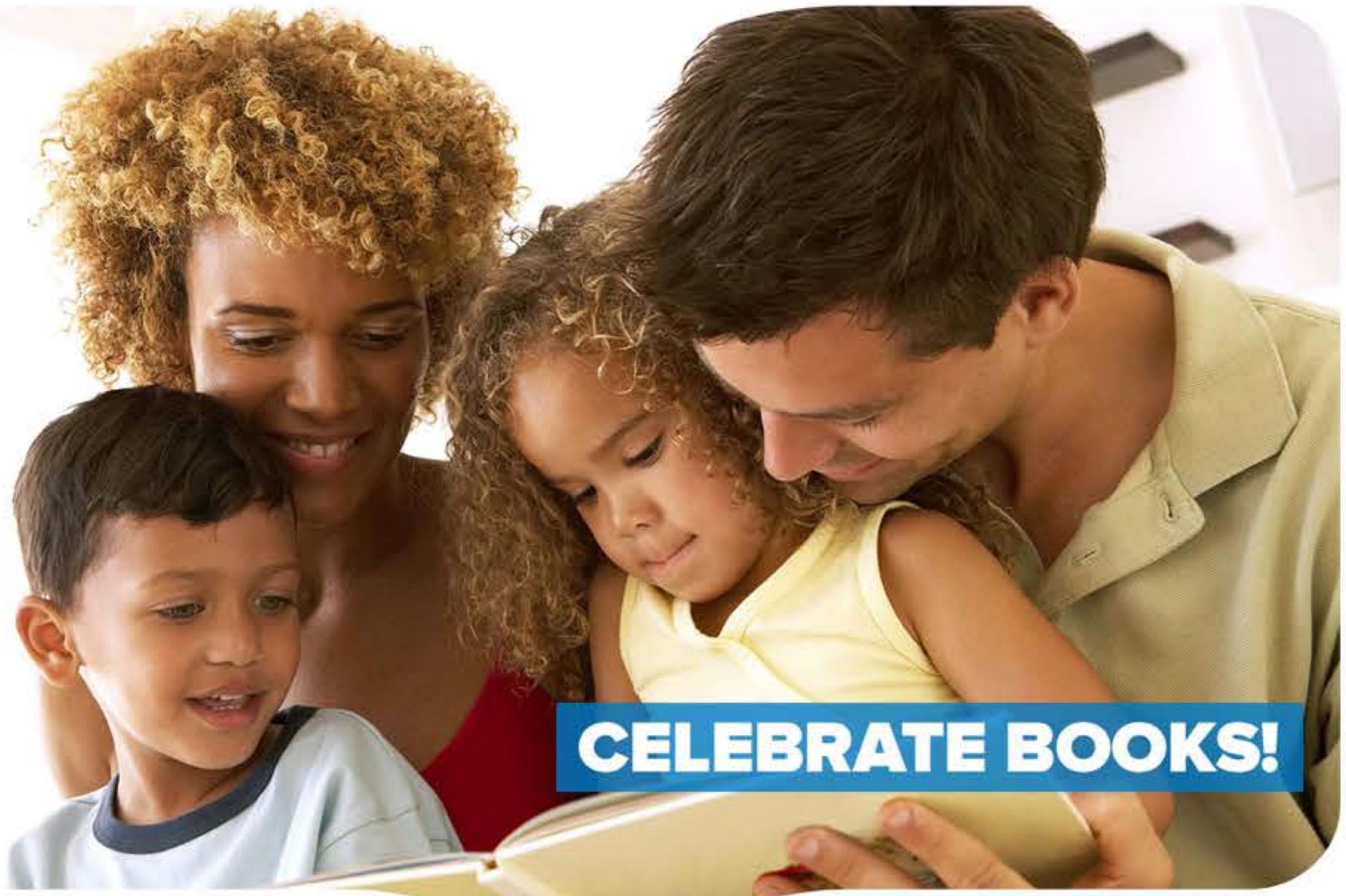
**RIF.SUPERFRIEND.LY/DESIGNS/ROUND2**

DONATE

DONATE

DONATE

DONATE



**CELEBRATE BOOKS!**

DONATE

DONATE

DONATE

DONATE

“

**Obviously this is not a website.  
But I see how it could be.”**

—THE PERFECT CLIENT'S REACTION TO AN ELEMENT COLLAGE



ROONEY

## KashFlow Adds Tradeshift Support After Being Blindsided By News Of Intuit's Strategic Investment In E-Invoicing Startup

ROONEY

This week's news that Tradeshift, the business interactions and e-invoicing platform, has taken a 'multi-million' pound strategic investment from legacy accounting software maker Intuit is bound to have made others in the accounting software space sit up and take notice. One such player is the UK's KashFlow who, in what could be perceived as a feisty move, has announced that it's integrated with...

[Read More](#)

PRELO SLAB

## KashFlow Adds Tradeshift Support After Being Blindsided By News Of

SERAVEK

## KashFlow Adds Tradeshift Support After Being Blindsided By News Of Intuit's Strategic Investment In E-Invoicing Startup

SERAVEK

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ANTENNA CONDENSED

## KashFlow Adds Tradeshift Support After Being Blindsided By News Of Intuit's Strategic Investment In E-Invoicing Startup

FREIGHT TEXT

This week's news that Tradeshift, the business interactions and e-invoicing platform, has taken a 'multi-million' pound strategic investment from legacy accounting software maker Intuit is bound to have made others in the accounting software space sit up and take notice. One such player is the UK's KashFlow who, in what could be perceived as a feisty move, has announced that it's integrated with... [Read More](#)

One such player is the UK's KashFlow who, in what could be perceived as a feisty move, has announced that it's integrated with... [Read More](#)



# Realtime Polling Startup GoPollGo Begins to Show Real Business Potential With “Promoted Polls”



by **Rip Emson**

MOBILE

STARTUPS

FOUNDERS

**TL;DR** **GoPollGo** is sweet. We're a bit worried that developing new features means they'll complicate the thing, but we're also hopeful that their board of investors can successfully steer them away from bloating it.

181

COMMENTS

12

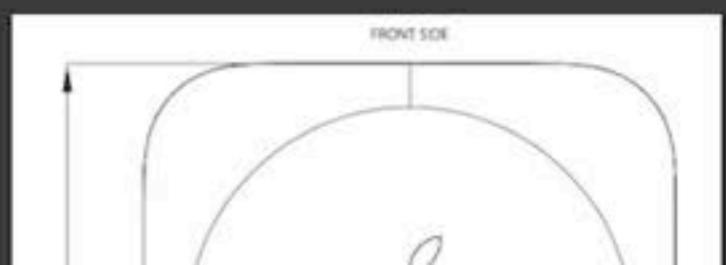
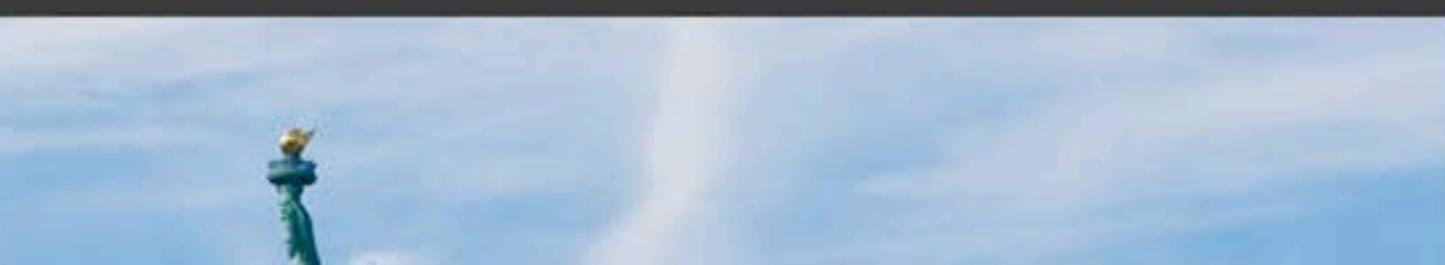
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BREAKING NEWS

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[HEADLINE VIEW](#)[EXPANDED VIEW](#)

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**Zoom Raises \$6M Series A, Launches Version 1.0 Of Its Radically Different Virtual Conferencing Tool**  27

**Volacent’s Web2go Is An Android App That Reads The News To You**  58

**Chinese Government Considering Lifting Decade+ Games Console Ban, Says Report**  987

**59% Of All Android Tablet Usage Comes From The U.S., Where Amazon’s Kindle Fire Leads The Pack**  12

**uBiome Nears \$200,000 on Indiegogo To Crowdsource Data About The Bacteria That Lives Within Us All**  55

**Android + iOS Grabbed  
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Smartphone Shipments In  
Q4 2012 – Android  
“Undisputed Volume  
Leader”, Says Analyst**

1189

**Europe Bets €1BN And 10 Years  
On “Wonder Material” Graphene  
As A Silicon Replacement** 997

**Zoom Raises \$6M Series A,  
Launches Version 1.0 Of Its  
Radically Different Virtual  
Conferencing Tool** 664

**Volacent’s Web2go Is An Android  
App That Reads The News To You**



## Facebook Quietly Tightens Its PayPal Payout Policy, Now Requires Extra ID In Countries Like China, Brazil, India, And Israel

8 hours ago by Gregory Ferenstein



## Pluto Media Nabs \$500K From OpenFeint, Webvan Co-founder & Others To Create An Educational Gaming Platform For Kids

1 hour ago by Rip Emson

network to improve content discovery on their sites. As Christian MacLean told me, being able to connect shoppers with their “body doubles” on BeauCoo could not just improve sales for these sites, but also reduce the number of returns, too.

For the time being, the BeauCoo team remains focused on female shoppers (it uses Facebook Connect to keep out men). The team is considering to allow its female users to invite their significant others to the service at some point in the future. A male-only version of BeauCoo, however, isn’t currently on the roadmap.

PREVIOUS

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8 hours ago



NEXT

Apple debuts 128GB Fourth Generation iPad  
3 hours ago



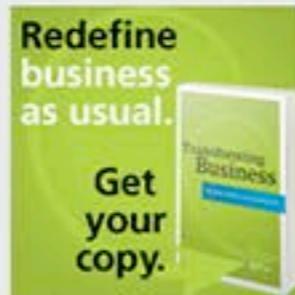
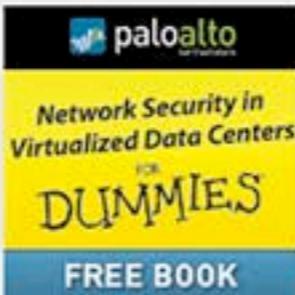
online vendors to tap into BeauCoo and its social network to improve content discovery on their sites. As Christian MacLean told me, being able to connect shoppers with their "body doubles" on BeauCoo could not just improve sales for these sites, but also reduce the number of returns, too.

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Punk'd: VC Style

[ADVERTISE HERE](#)



NEXT ARTICLE

## Engineering The Perfect iPhone Cover At Element Case



by *John Biggs*

MOBILE

STARTUPS

FOUNDERS

A buddy of mine who lives in Shenzhen said that the best tech business to be in – the one that offers the most profit for the least amount of work – is soft goods, meaning cases, bags, and other paraphernalia. Don't tell that to the

[Continue Reading +](#)

# CLEAR/THINKING

*Latest news and opinion from the Clearleft team*



/ 8TH MARCH 2013

By [Paul Lloyd](#)



## Recent thinking

[On pattern portfolios](#)

By [Jon Aizlewood](#)

[Weeknotes #9](#)

By [Jon Aizlewood](#)

## Visual design explorations

Since [Mikey](#) joined the team, the number of designers working at Clearleft has increased significantly. As the team has grown, it's been a challenge to maintain the same level of knowledge sharing and collaboration that happened more spontaneously with a smaller team.

**[CLEARLEFT.COM/THINKS/VISUALDESIGNEXPLORATIONS](#)**

#### COLOUR PALETTE



#004A42



#C1E7DC



#00A091



#00BFCA



#014B5E



#52517D



#FF915E



#FF685E

1

#### Select a treatment



Choose from 123 different treatments, or let our expert doctors help you find the right treatment for your needs.

2

#### Doctors' assessment



Ensuring you get a safe and expert evaluation from one of our team of doctors.

3

#### Get underway



Have the convenience to either get your prescription delivered or pick up from one of our 1,500 local pharmacies.

#### ICONOGRAPHY



## Our most common treatments

Praesent pretium dolor non eros vulputate malesuada. Mauris in urna sit amet libero hendrerit dapibus. Mauris vel nisi tortor. Pellentesque magna erat, mollis ac dignissim ac, pharetra quis velit. Integer dictum bibendum odio et ultrices.

[Sample button](#)

- Sample bulleted list item
- Typical bullet item
- Maybe a list of features
- Or FAQs
- Sample bulleted list item
- Typical bullet item
- Maybe a list of features
- Or FAQs

[Sample button](#)[Sample button](#)[Sample button](#)[Sample button](#)[Sample button](#)



[drbl.in/gXno](http://drbl.in/gXno)



Bernina Sans Condensed Light  
 Bernina Sans Condensed Regular  
 Bernina Sans Condensed Semibold  
 Bernina Sans Condensed Bold  
 Bernina Sans Condensed ExtraBold

Proxima Nova Regular  
*Proxima Nova Regular Italic*  
**Proxima Nova Bold**  
*Proxima Nova Bold Italic*  
**Proxima Nova Black**  
*Proxima Nova Black Italic*

Proxima Nova Extra Condensed Regular  
*Proxima Nova Extra Condensed Regular Italic*  
**Proxima Nova Extra Condensed Bold**  
*Proxima Nova Extra Condensed Bold Italic*  
**Proxima Nova Extra Condensed Black**  
*Proxima Nova Extra Condensed Black Italic*

SPECIAL COVERAGE X1



SPECIAL COVERAGE X1



SPECIAL COVERAGE X2



SPECIAL COVERAGE X2



SPECIAL COVERAGE X3



SPECIAL COVERAGE X3



TABLET BLOG IMAGE &amp; LEAD IMAGE X1



CONTENT DIVIDER TREATMENT X1

CONTENT DIVIDER TREATMENT X2

SELECTOR BAR X1



SELECTOR BAR X2



TABLET TOP NAVIGATION BAR (PLACHOLDER LOGO)



PHONE TOP NAVIGATION BAR (PLACHOLDER LOGO)



GO TO SECTION ①



MAIN LOWER NAVIGATION BUTTON TABS



HEADLINE NAV BAR

Latest | Most Popular



FOOTER TOP POSITION



This Week's Issue

AVB 09.2013

SUBSCRIBE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

FOOTER APP BUTTONS



HEADLINE CAROUSEL AREA X1

Game of Thrones gets season 4  
Lorem ipsum dolor sit amet

HEADLINE CAROUSEL AREA X1

Game of Thrones gets season 4  
Lorem ipsum dolor sit amet

HEADLINE CAROUSEL AREA X2

Miranda Lambert & Blake Shelton  
Lorem ipsum dolor sit amet

HEADLINE CAROUSEL AREA X2

Miranda Lambert & Blake Shelton  
Lorem ipsum dolor sit amet

HEADLINE CAROUSEL AREA X3

Game of Thrones gets season 4  
Lorem ipsum dolor sit amet

HEADLINE CAROUSEL AREA X3

Game of Thrones gets season 4  
Lorem ipsum dolor sit amet

HEADLINES

- Lorem ipsum dolor sit amet, adipiscing elit, sed do eiusmod.
- Lorem ipsum dolor sit amet, adipiscing elit, sed do eiusmod.
- Lorem ipsum dolor sit amet, adipiscing elit, sed do eiusmod.
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SLIDESHOW TRANSITIVE VIEW



THUMBNAIL RAIL OPENED



**“It’s like giving your client a peek at all those hidden layers.”**

—PAUL LLOYD: SENIOR VISUAL DESIGNER, CLEARLEFT

*The*  
Win Without Pitching  
Manifesto



Blair Enns

**We will replace presentations  
with conversations**



**We must move away from the place where the client sits with arms crossed in the role of judge, and we take to the stage with song and dance in the role of auditioning talent. While both parties find the showmanship of our craft titillating, the practitioner's is a stronger place than that of the performer. It is this practitioner's position from which we must strive to operate. Practitioners do not present. Stars do not audition.”**

—BLAIR ENNS, DMALL.ME/13EVWRWD

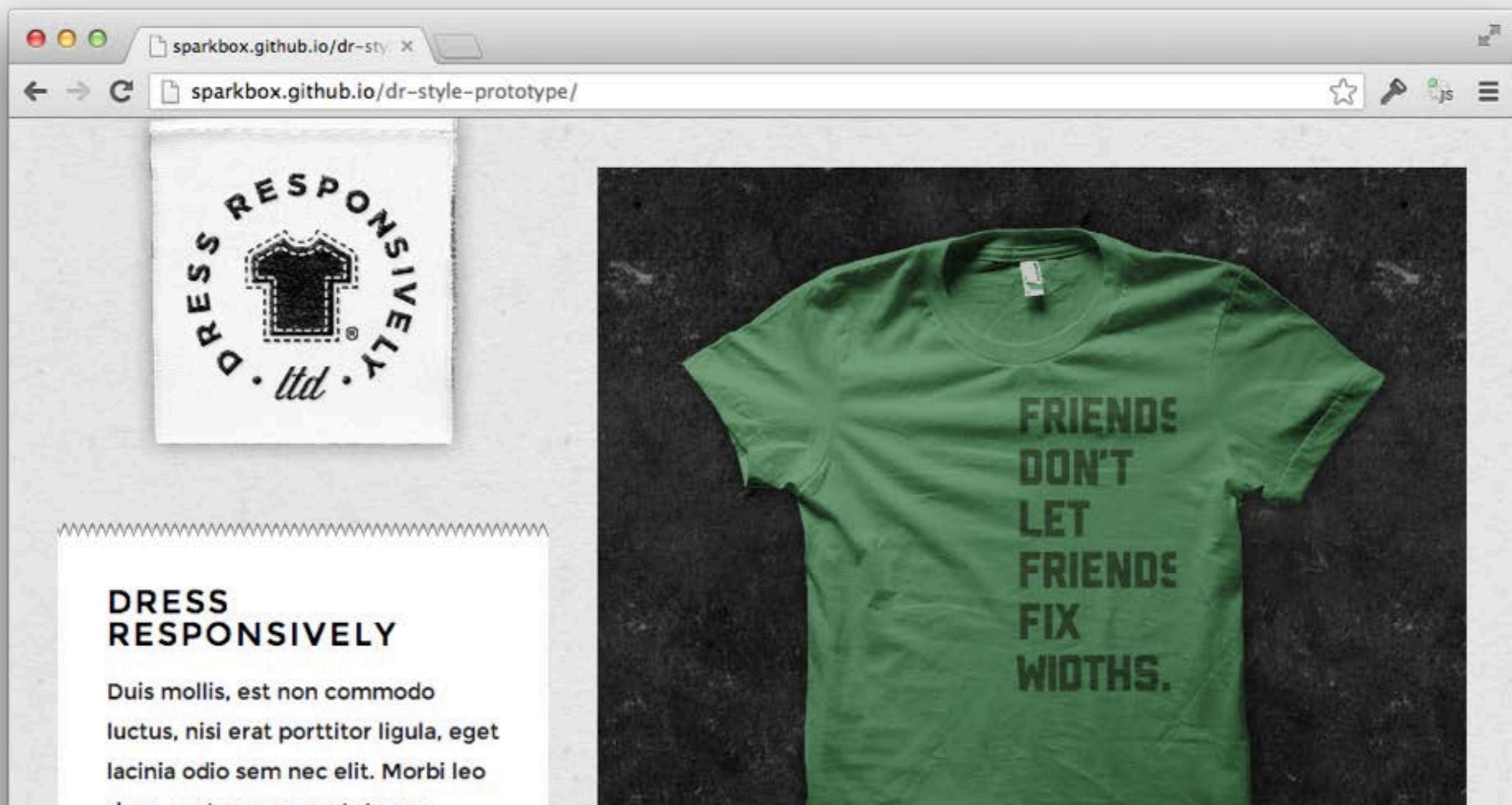
# Style Prototypes

# Style Prototypes are...

- like Style Tiles, but in the browser
- coded in HTML & CSS
- reviewed by clients in their browser of preference
- able to show accurate web type
- able to show accurate web color
- able to show interaction

# Dress Responsively

[HTTP://SPARKBOX.GITHUB.COM/DR-STYLE-PROTOTYPE/](http://sparkbox.github.com/dr-style-prototype/)



# Sparkbox v1

[HTTP://SPARKBOX.GITHUB.IO/STYLE-PROTOTYPE/](http://sparkbox.github.io/style-prototype/)

The screenshot shows a web browser window with the URL `sparkbox.github.io/style-prototype/` in the address bar. The page itself has a black header with the word "SPARKBOX" in white, sans-serif capital letters. Below the header, there's a white content area. On the left, a box contains the text "Hey There" followed by a block of placeholder Latin text (Lorem ipsum). To the right of this text area are three distinct visual elements: a vertical stack of three colored squares (teal, orange, black), a white computer monitor icon on a black background, and a cartoon illustration of a man juggling four objects (a basketball, a laptop, a football, and a vinyl record) against an orange background.

Hey There

Duis mollis, est non commodo luctus,  
nisi erat porttitor ligula, eget lacinia odio  
sem nec elit. Morbi leo risus, porta ac  
consectetur ac, vestibulum at eros.  
Lorem ipsum dolor sit amet, consectetur  
adipiscing elit. Aenean eu leo quam.  
Pellentesque ornare sem lacinia quam  
venenatis vestibulum. Etiam porta sem  
malesuada magna mollis euismod.  
Maecenas sed diam eget risus varius  
blandit sit amet non.

SPARKBOX

# Sparkbox v2

[HTTP://BUILDING.SEESPARKBOX.COM/STYLE-PROTOTYPE/](http://BUILDING.SEESPARKBOX.COM/STYLE-PROTOTYPE/)

A screenshot of a web browser window displaying the Sparkbox v2 prototype website. The browser has a light gray header bar with standard OS X window controls (red, yellow, green) and a title bar showing the URL "building.seesparkbox.com". Below the title bar is a toolbar with icons for back, forward, search, and other browser functions. The main content area features a black header bar with a teal sidebar on the left containing a stylized logo. The main text area contains a large, bold, dark teal heading and a smaller, lighter teal subtitle. Below the heading is a paragraph of placeholder text.

**SPARKBOX**

**Serious About a Web Built Right**  
**(without taking ourselves too seriously)**

Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Etiam porta sem malesuada magna mollis euismod. Maecenas sed diam eget risus varius blandit sit amet non.

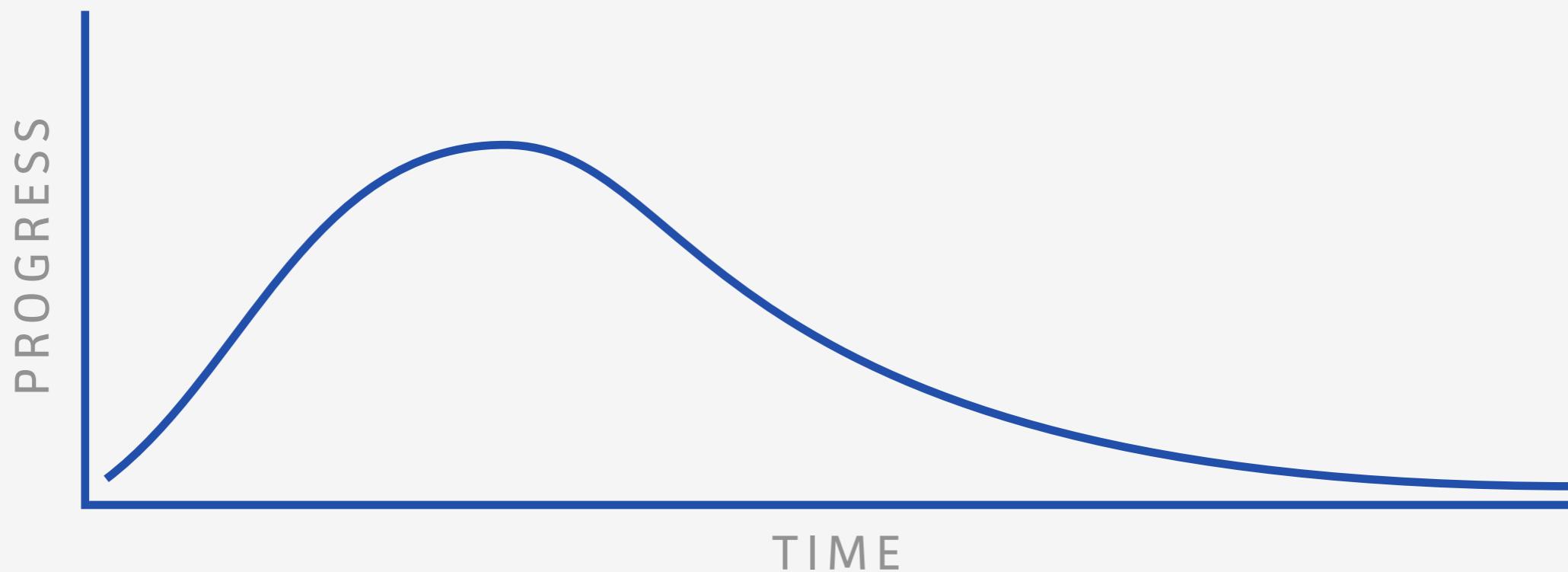
# Style Prototypes: The Good

- set customer expectations early
- easy and fast to build and modify
- evolve into pattern libraries
- eventually, the same HTML (think, “CSS Zen Garden”)

# Style Prototypes: The Bad

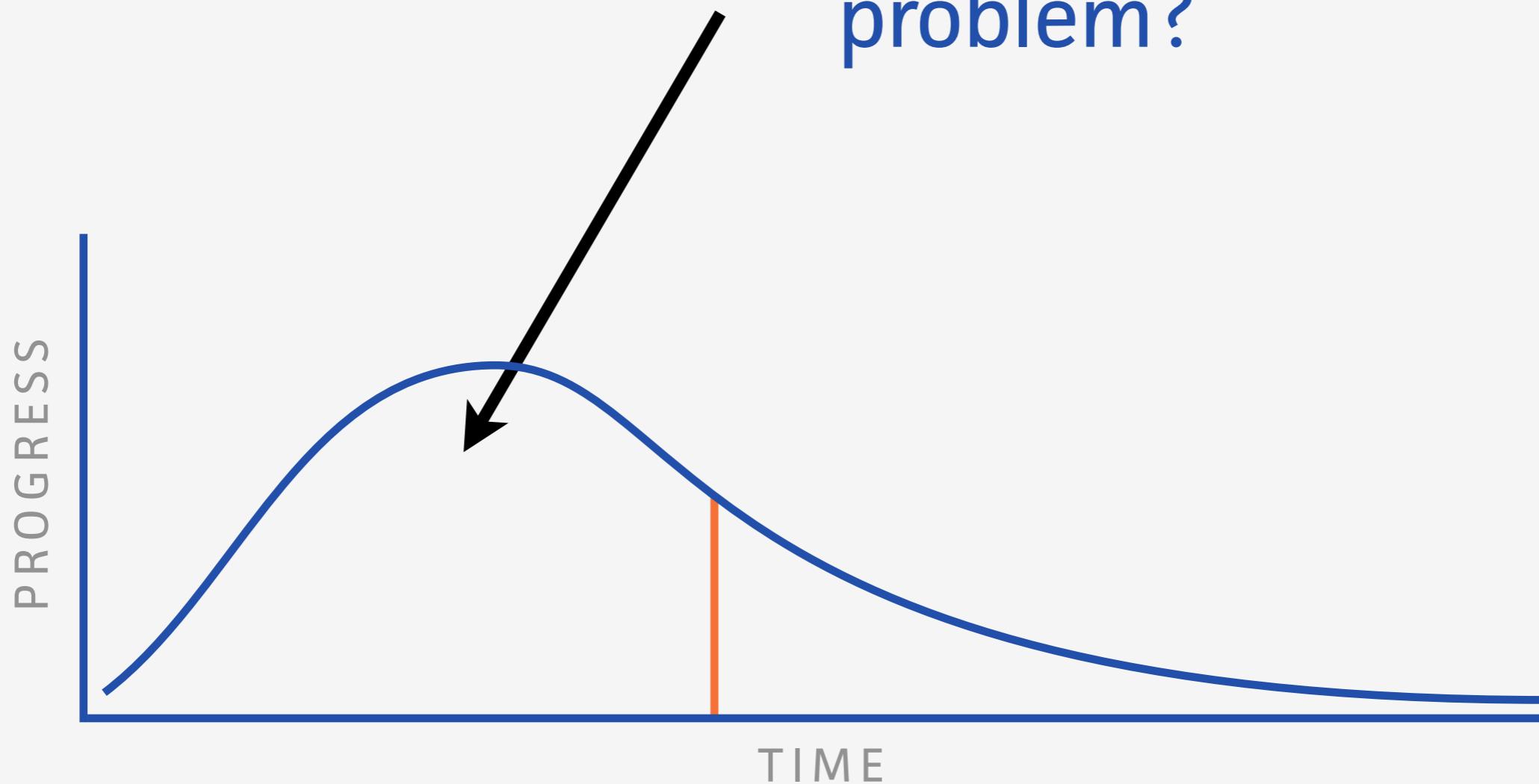
- can be difficult if your designer doesn't code
- can't look too much like a real site
- may not know design direction until we experiment
- not enough on their own

# Design Progress vs Time



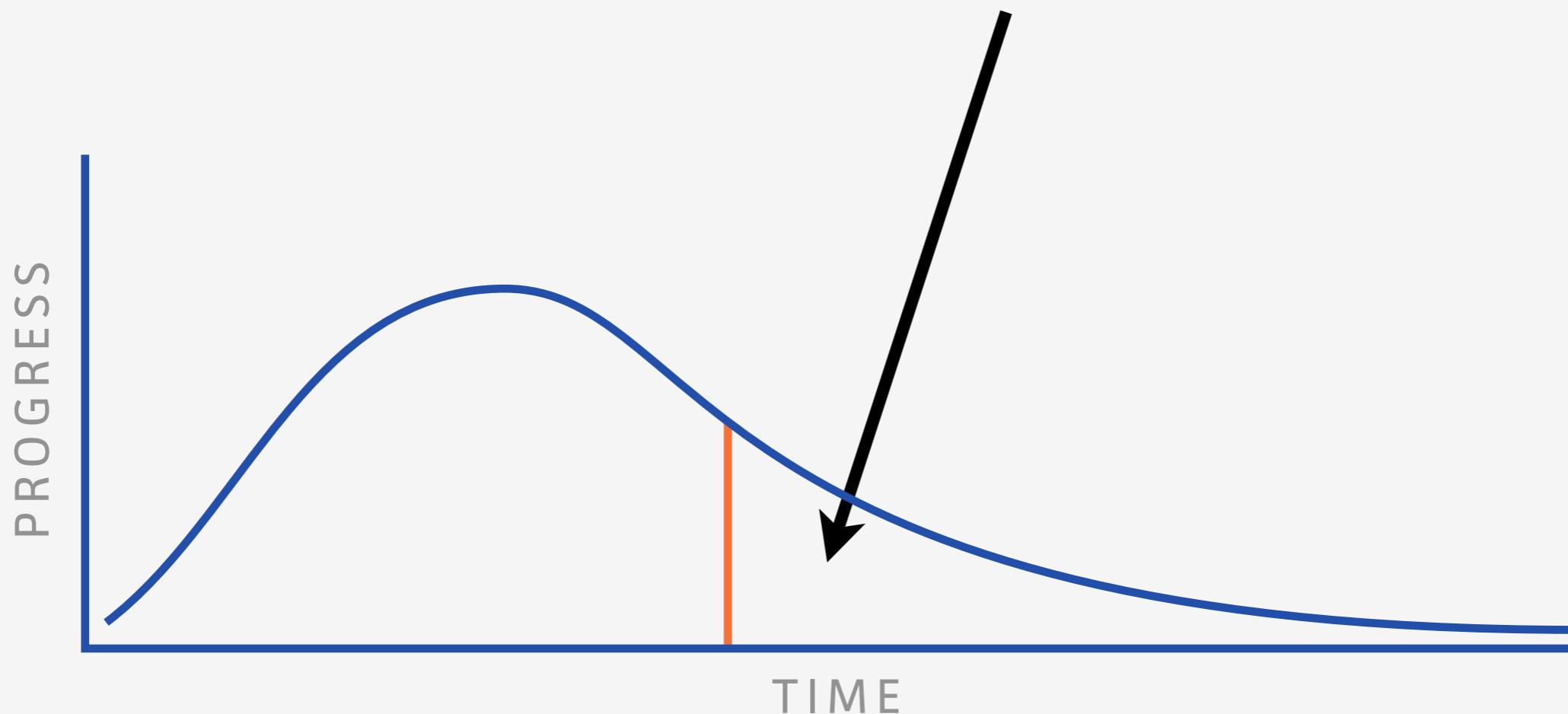
# Design Progress vs Time

How am I going to solve this problem?



# Design Progress vs Time

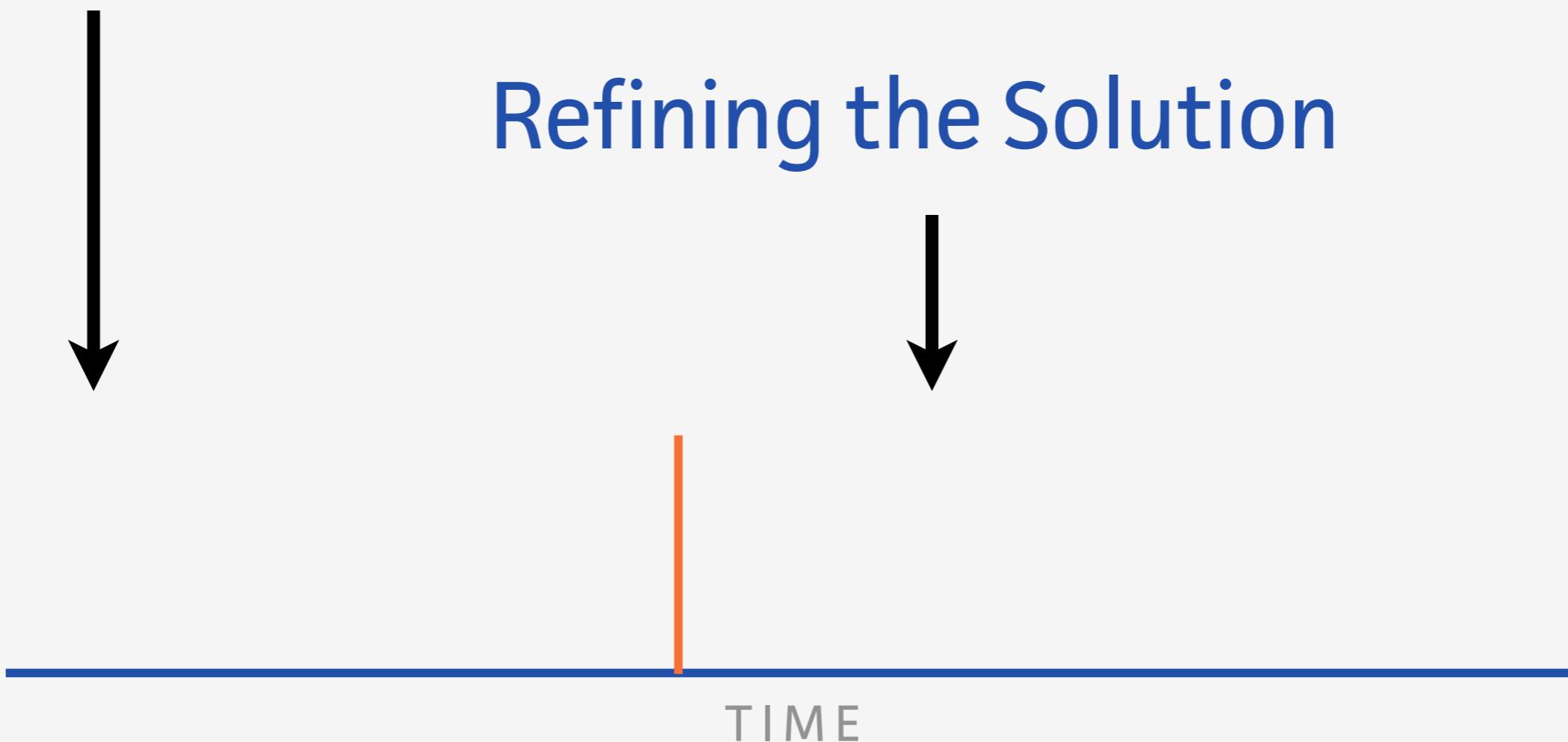
I'm going to spend 3 weeks  
refining this thing...



# Two Design Activities

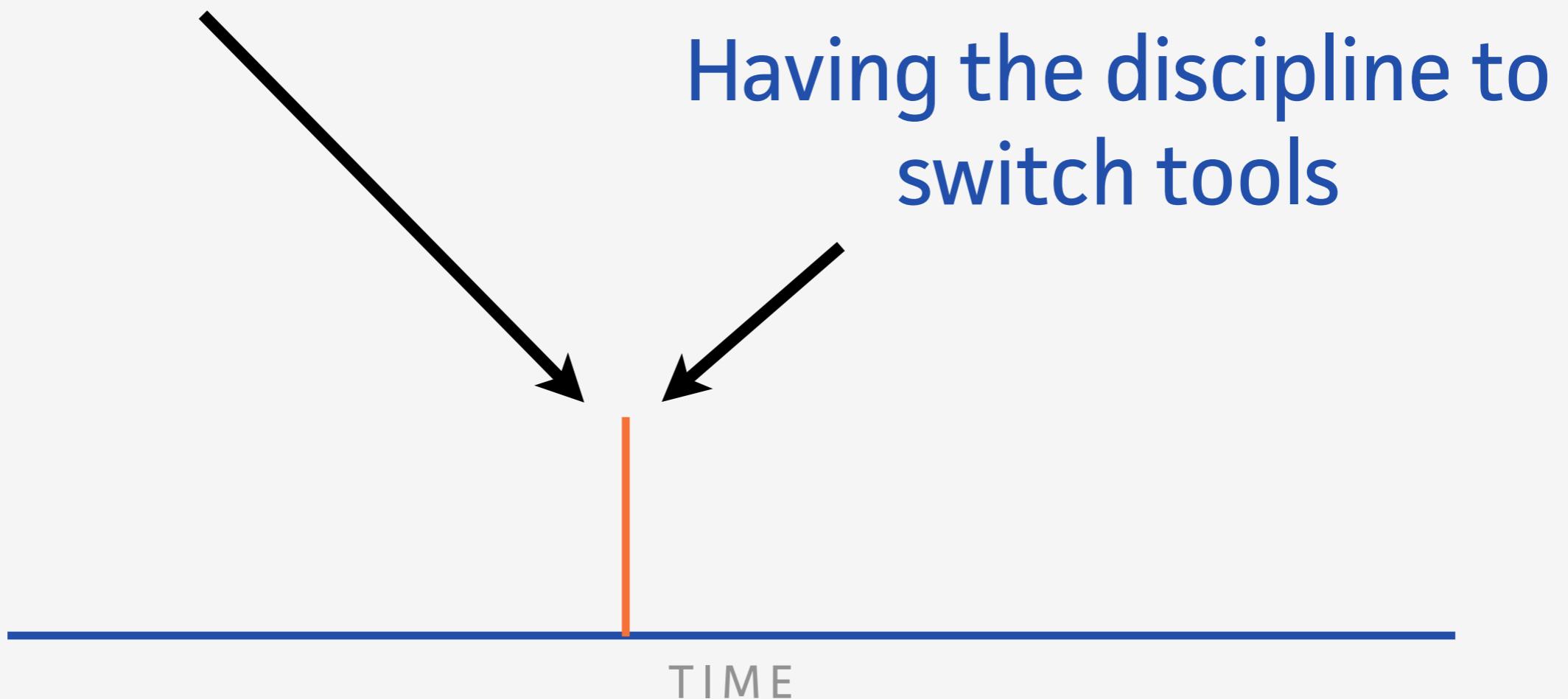
Solving the Problem

Refining the Solution



# Timing and Discipline

Recognizing when we  
reach this point



# Vote

STYLE TILES? ELEMENT COLLAGES? STYLE PROTOTYPES?

# The Final Riddle

# MILES DAVIS

COLUMBIA

UNIVERSAL MUSIC GROUP



Lp

## Kind of Blue

with Julian "Cannonball" Adderley

Paul Chambers

James Cobb

John Coltrane

Bill Evans

Wynton Kelly

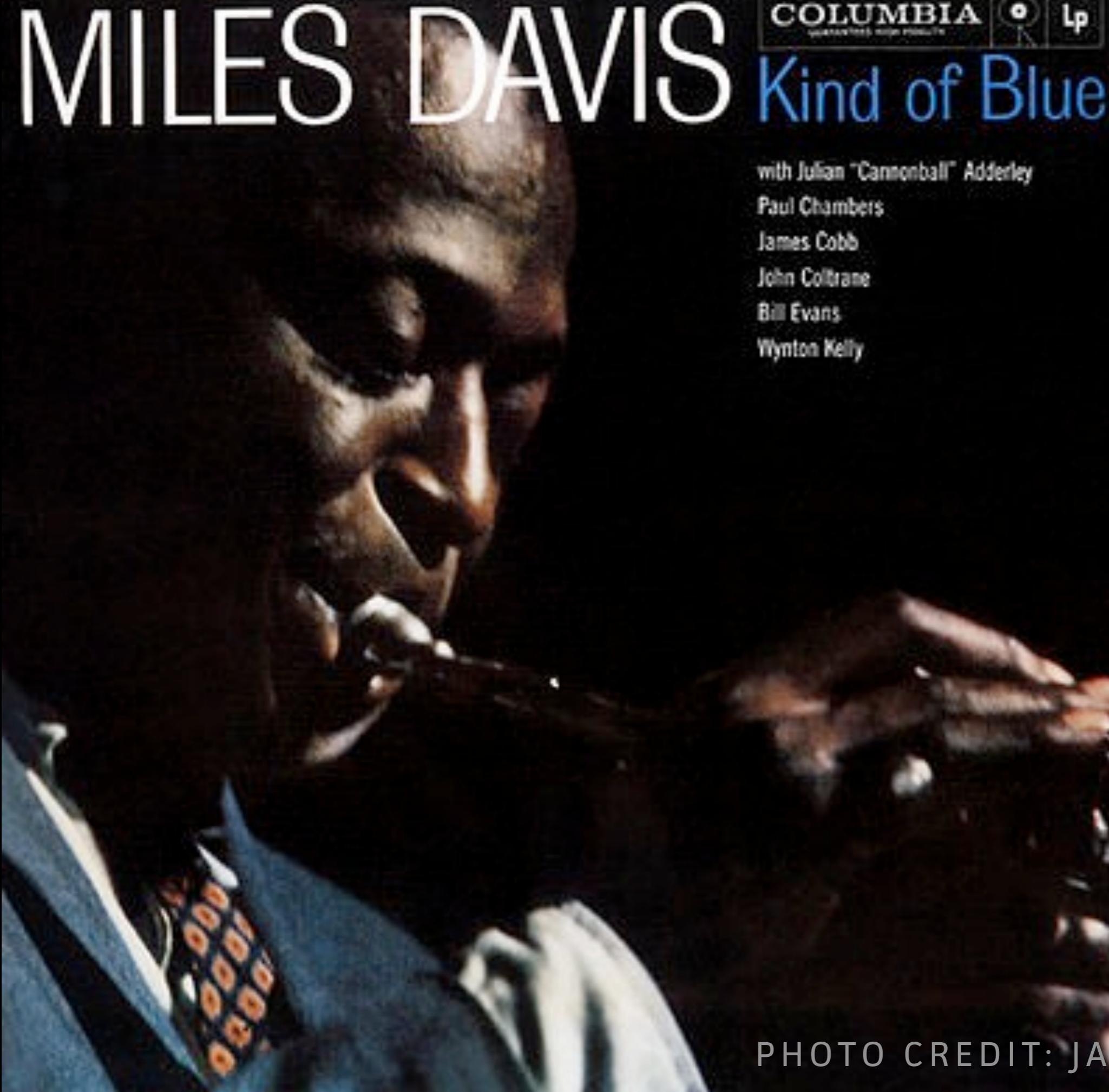


PHOTO CREDIT: JAY MAISEL



**Group improvisation is a challenge. Aside from the weighty technical problem of collective coherent thinking, there is the very human, even social need for sympathy from all members to bend for the common result.**

—BILL EVANS

# Group Improvisation

**Yesenia Perez-Cruz**  
**@yeseniaa**

**THANK YOU!**

**Dan Mall**  
**@danielmall**

**Ben Callahan**  
**@bencallahan**