

Style Guides: Overview and Tools

Let's check out some stylin'
guides and make our own!

Who is a...

Designer?

Developer?

Both?

We've all come across this, right?

Ummm...which button should I use?

Submit

Submit

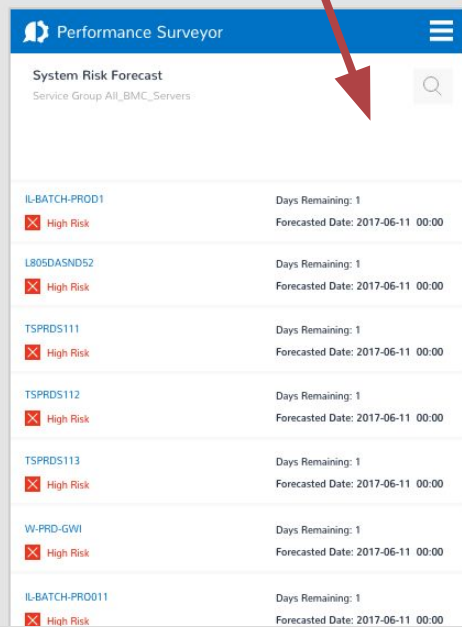
Submit



Submit

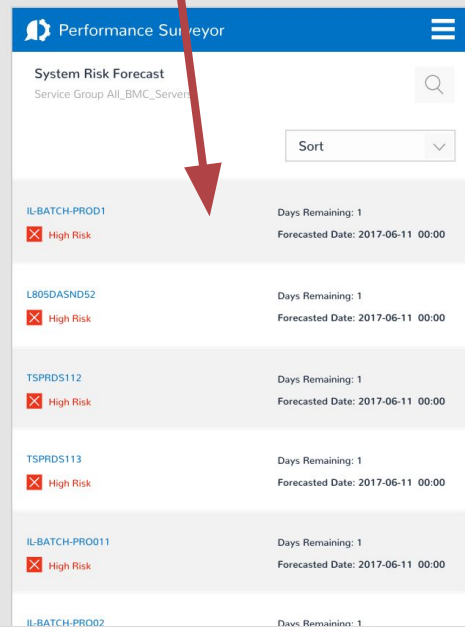
SUBMIT

Why doesn't this have sort functionality?



Performance Surveyor	
System Risk Forecast	
Service Group All_BMC_Servers	
IL-BATCH-PROD1	Days Remaining: 1
High Risk	Forecasted Date: 2017-06-11 00:00
L805DASND52	Days Remaining: 1
High Risk	Forecasted Date: 2017-06-11 00:00
TSPRDS111	Days Remaining: 1
High Risk	Forecasted Date: 2017-06-11 00:00
TSPRDS112	Days Remaining: 1
High Risk	Forecasted Date: 2017-06-11 00:00
TSPRDS113	Days Remaining: 1
High Risk	Forecasted Date: 2017-06-11 00:00
W-PRD-GWI	Days Remaining: 1
High Risk	Forecasted Date: 2017-06-11 00:00
IL-BATCH-PROD11	Days Remaining: 1
High Risk	Forecasted Date: 2017-06-11 00:00

Why is there more padding on this list? Row striping? Which one is "correct"?



Performance Surveyor	
System Risk Forecast	
Service Group All_BMC_Servers	
Sort	
IL-BATCH-PROD1	Days Remaining: 1
High Risk	Forecasted Date: 2017-06-11 00:00
L805DASND52	Days Remaining: 1
High Risk	Forecasted Date: 2017-06-11 00:00
TSPRDS112	Days Remaining: 1
High Risk	Forecasted Date: 2017-06-11 00:00
TSPRDS113	Days Remaining: 1
High Risk	Forecasted Date: 2017-06-11 00:00
IL-BATCH-PROD11	Days Remaining: 1
High Risk	Forecasted Date: 2017-06-11 00:00
IL-BATCH-PROD2	Days Remaining: 1

There is a solution! A style guide!

- All digital elements/components found into one place
- Include well organized examples and documentation of design elements
- Branding information is documented
- And more!

What exactly is a style guide?

What does it do?

Styleguide definition

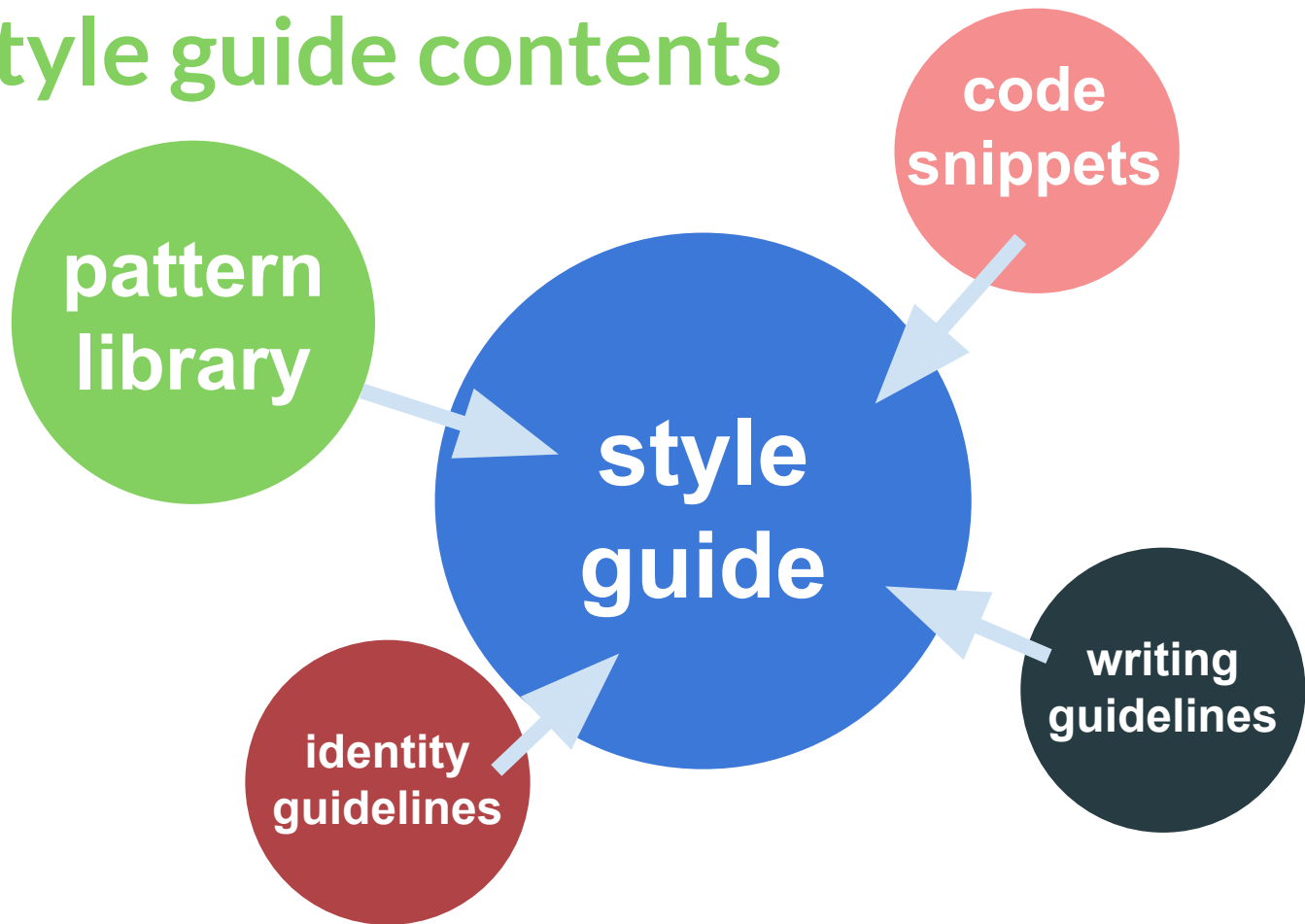
A style guide is documentation that contains instructions for working with a specific brand and provides guidelines to be followed when working on a website or application.

A styleguide does the following:

- Serves as a collection that includes the design of modules and other design elements
- The pieces the team can grab to build the product
- Takes the guess work out of what visual elements should look like
- Keeps designers happy

**What should be
included in a
style guide?**

Style guide contents



Branding is not a just design thing...

- It must be understood, embraced and fulfilled by your entire organization
- Important for culture
- Unified vocabulary, so everyone is on the same page

Identity Guidelines

Logo Usage

To keep the integrity of the identity, logo should have a margin of spacing around the perimeter. That way the logo is set apart from other elements.

There should be at least .25" of clear space around the logo.



There should be at least .125" of clear space around the logo. The logo should be centered in the green container, both horizontally and vertically. The green container should always be horizontal; not square or vertical when the full logo with tagline is used.



There should be at least .25" of clear space around the logo. The logo should be centered in the green container, both horizontally and vertically. The green container should always be horizontal; not square or vertical when the full logo without tagline is used.

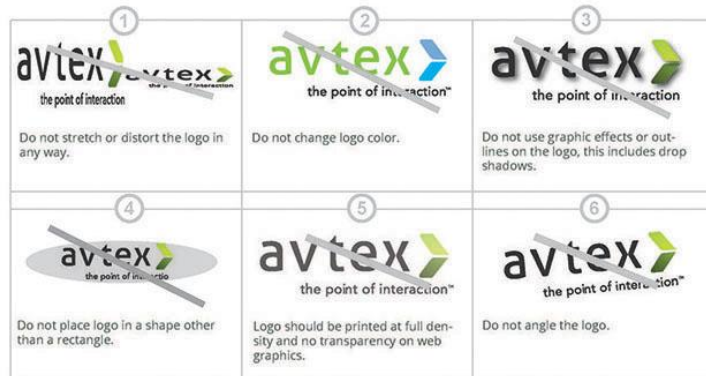


6

Logo Usage - Incorrect

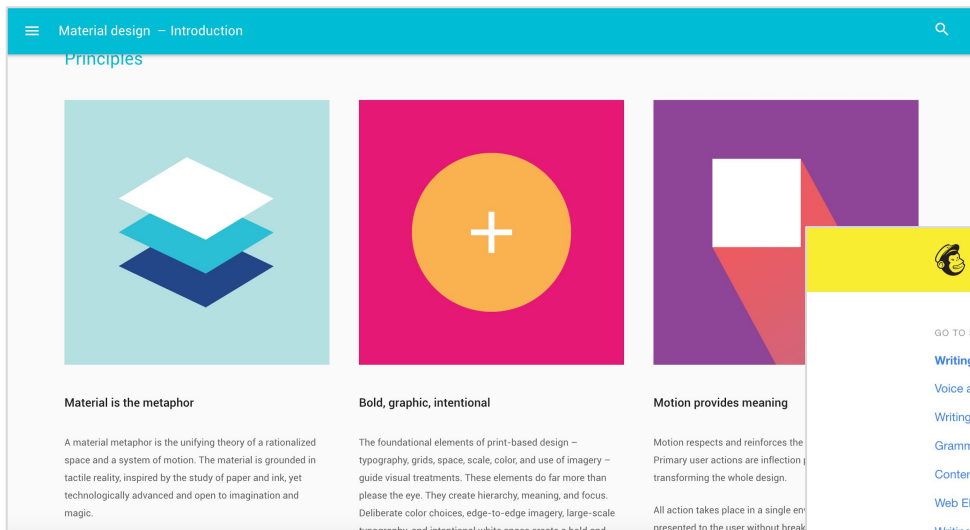
The integrity of the logo must be respected at all times. Don't stretch, distort, condense, add effects or otherwise alter or manipulate it. If the logo is modified, it diminishes its impact.

Please follow these guidelines:



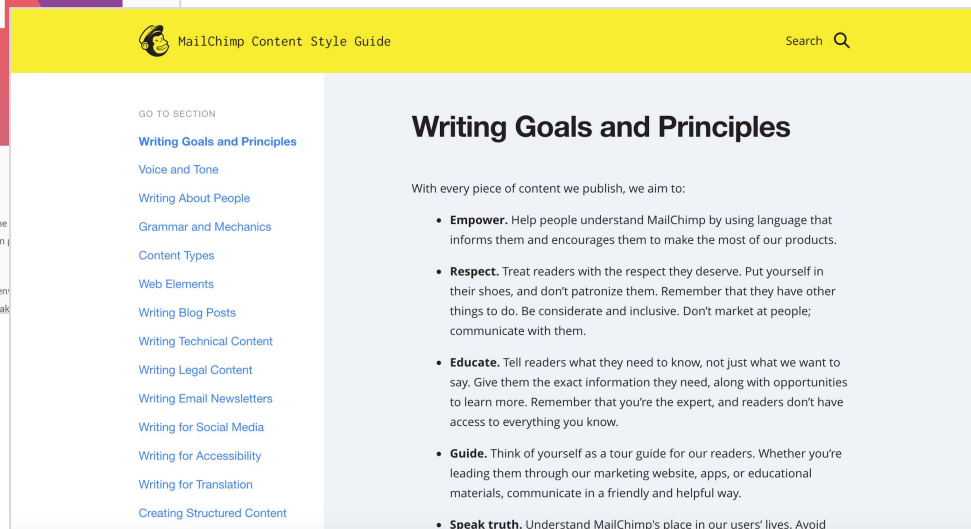
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Writing and animation guidelines



Google Material Design

MailChimp



Writing Goals and Principles

With every piece of content we publish, we aim to:

- **Empower.** Help people understand MailChimp by using language that informs them and encourages them to make the most of our products.
- **Respect.** Treat readers with the respect they deserve. Put yourself in their shoes, and don't patronize them. Remember that they have other things to do. Be considerate and inclusive. Don't market at people; communicate with them.
- **Educate.** Tell readers what they need to know, not just what we want to say. Give them the exact information they need, along with opportunities to learn more. Remember that you're the expert, and readers don't have access to everything you know.
- **Guide.** Think of yourself as a tour guide for our readers. Whether you're leading them through our marketing website, apps, or educational materials, communicate in a friendly and helpful way.
- **Speak truth.** Understand MailChimp's place in our users' lives. Avoid

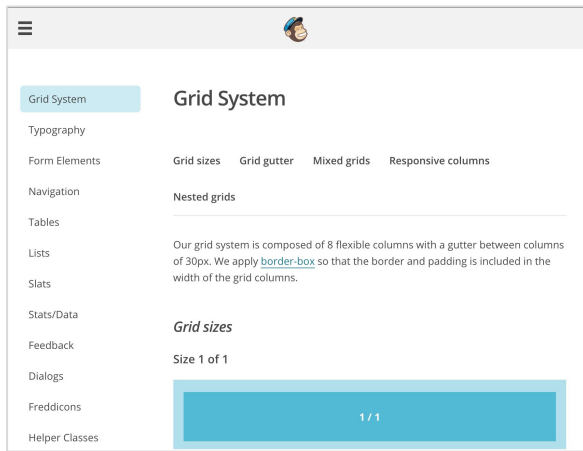
Build style guide according to your needs

- Make sure key elements are covered
- Style guide can be as simple or as detailed as you want
- Anything is better than nothing

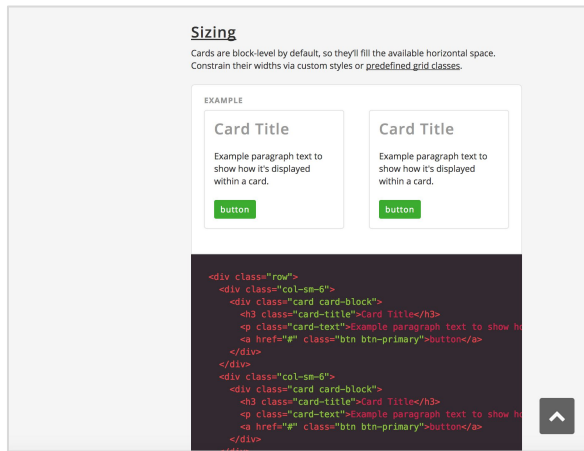
Pattern library in style guide

- Color palettes with HEX values (SASS variables too!)
- Typography and hierarchy
- Images and icons
- Link, navigation, and form styles

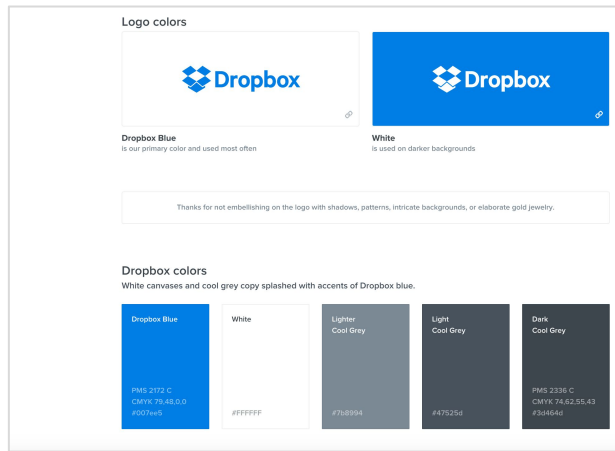
Style guide Examples



Mailchimp



CenturyLink



Dropbox

Why does my team need a style guide?

Who wants to use this?

Why is a style guide needed?

- Create a consistent UI
- Ensure user gets branded experience
- Improved team efficiency (faster development and shipping!)
- Helps with new hires or those who find themselves needing to get up to speed quickly

Who wants to use the style guide?

- Designers
- Developers
- QA
- Project managers
- Product owner
- Content creators (technical writers, content marketing, etc.)

Style guide tips

It takes commitment to build and maintain

- No perfect time to start one
- Established sites/applications
- Often requires commitment from multiple teams

Take it “piece by piece”

- It may seem intimidating at first
- Start with the most important elements first
- Create list of components
- Changes can be made; it’s a “living” styleguide which evolves!

Include often overlooked styles

- Normal input field state
- Focused input field state
- Label styles
- Form placeholder text
- User active text
- User entered text
- Submit button
- Error/validation messages
- Check box styles

Promote benefits of having a style guide

- Rapid prototyping!
- Unified brand, brings different disciplines together
- In project planning stages designers/developers can provide rough “sketches” as deliverable in planning stages
- Components are designed, we do not have to worry about pixel perfect designs each time ideas are present

Creating a style guide

Options to create a style guide

- Basic page using HTML/CSS
- KSS
- DocumentCss
- StyleDocco

Basic HTML page option

- Simple setup - an HTML/CSS file is all you need (JS file may also be needed)
- Easy to link to your CSS stylesheet and you are up and running
- If application/website is built, style guide can link to that so you do not have to maintain two files

KSS Styleguide

KSS automates the creation of a living styleguide to document and visualize different states of UI elements defined in your CSS.

Steps to create styleguide:

1. KSS uses NPM, make sure it is installed
 - a. `npm -v` to see version
2. Install using `npm install --save-dev kss`
3. Open the folder and look for kss

Install starter theme

Michelangelo Styleguide

- 0 Introduction
- 1 Settings
- 2 Tools
- 3 Generic
- 4 Base
- 5 Objects
- 6 Components
- 7 Scopes
- 8 Trumps

Make your life easier with styleguides

Whaaaaat, styleguides?

Styleguides can be seen as a roadmap for developers and designers to maintain consistency on their code and UI. Some styleguides are built in static HTML, but this is difficult to maintain. A better solution would be a living styleguide, which is auto-generated from the comments in your codebase.

But why?

During the project lifetime, different developers encounter the codebase. Without an overview of the current foundation of the project, the code could get messy very quickly. With a styleguide you will have consistency, which is easier to maintain. Consistent code keeps the codebase structured and small, this gives the performance a boost. You will have faster build times, because you can refer to the styleguide for the exact styles to use. Besides the usefulness for designers and developers, it could also be helpful for project managers and third parties. You create a common language.

Convincing, when do we begin?

The best time to start creating your styleguide is at the beginning of a project. This can also be seen as Style Guide Driven Development (SGDD). You develop the components first, document them in a style guide, and connect the pieces afterwards like a puzzle. This will eventually shape the UI. From there it is important to maintain the styleguide when the UI gets an update.

If you're already in the middle of a project it's wise to start off with an interface inventory. [An interface inventory is](#)

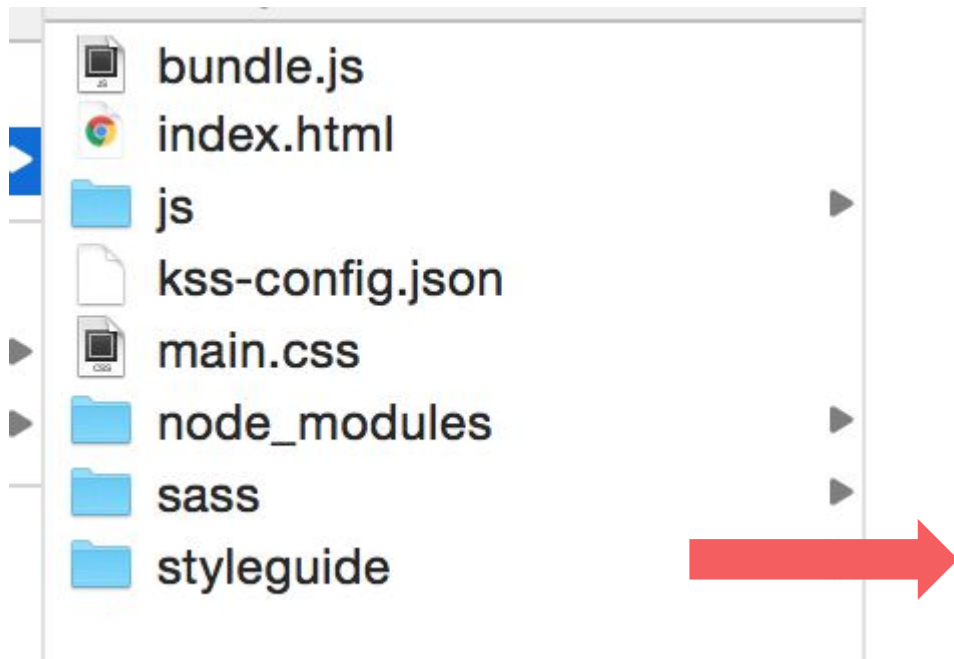
```
npm install --save-dev kss michelangelo
```

Create configuration file

In the main directory, create a kss-config.json file (not in kss bundle):

```
{
  "title": "Test Styleguide",
  "source": "sass/",
  "destination": "styleguide/",
  "builder":
"node_modules/michelangelo/kss_styleguide/custom-template/",
  "css": [
    "../main.css"
  ],
  "js" : [
    "../bundle.js"
  ]
}
```

Make new project files in main directory



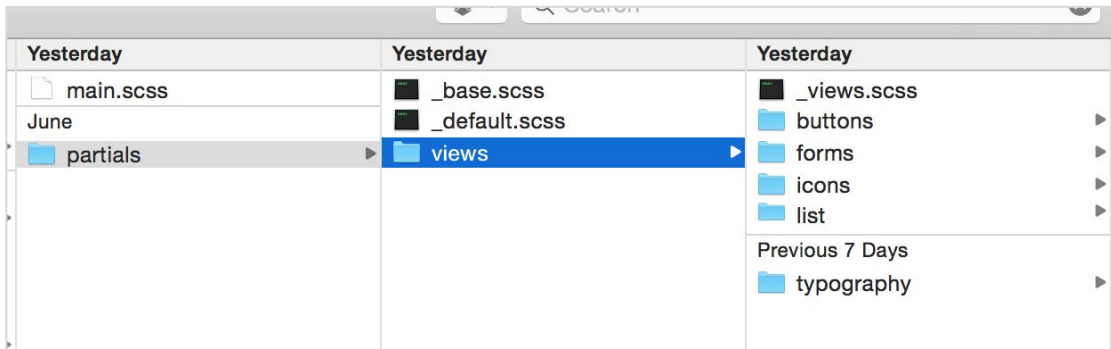
The `index.html` file in `/styleguide` is what you will open in the browser to see your style guide.

Gulp was used to compile SASS to CSS

- Show SASS directory
- Gulp sass to compile
- Comments to create style guide elements will go in the sass folder

Partials keep things organized:

Compiles to CSS which is used to show style guide elements.



See the style guide additions and changes

```
./node_modules/.bin/kss --config kss-config.json
```

- You can access it based on the destination path you gave it.
- In this example, we have a static site and I compiled it in `/styleguide`, so that's the url I will use to find it.
- Open the `index.html` file in the `/styleguide` folder