DESIGN SYSTEMS AND PATTERN LIBRARIES AND STYLE GUIDES, OH MY!

@brad_frost

Great news, team.
We got the green light to
redesign the homepage.

That’s great news, boss!

Yeah, the current homepage is super ugly!

Yeah and don’t even ask
about the code quality lol.

Exciting! It will be great to do things right this time.

Yeah we're going to use BEM...

And the visuals will be
clean and flat.

Yeah and we're definitely
looking into React.js

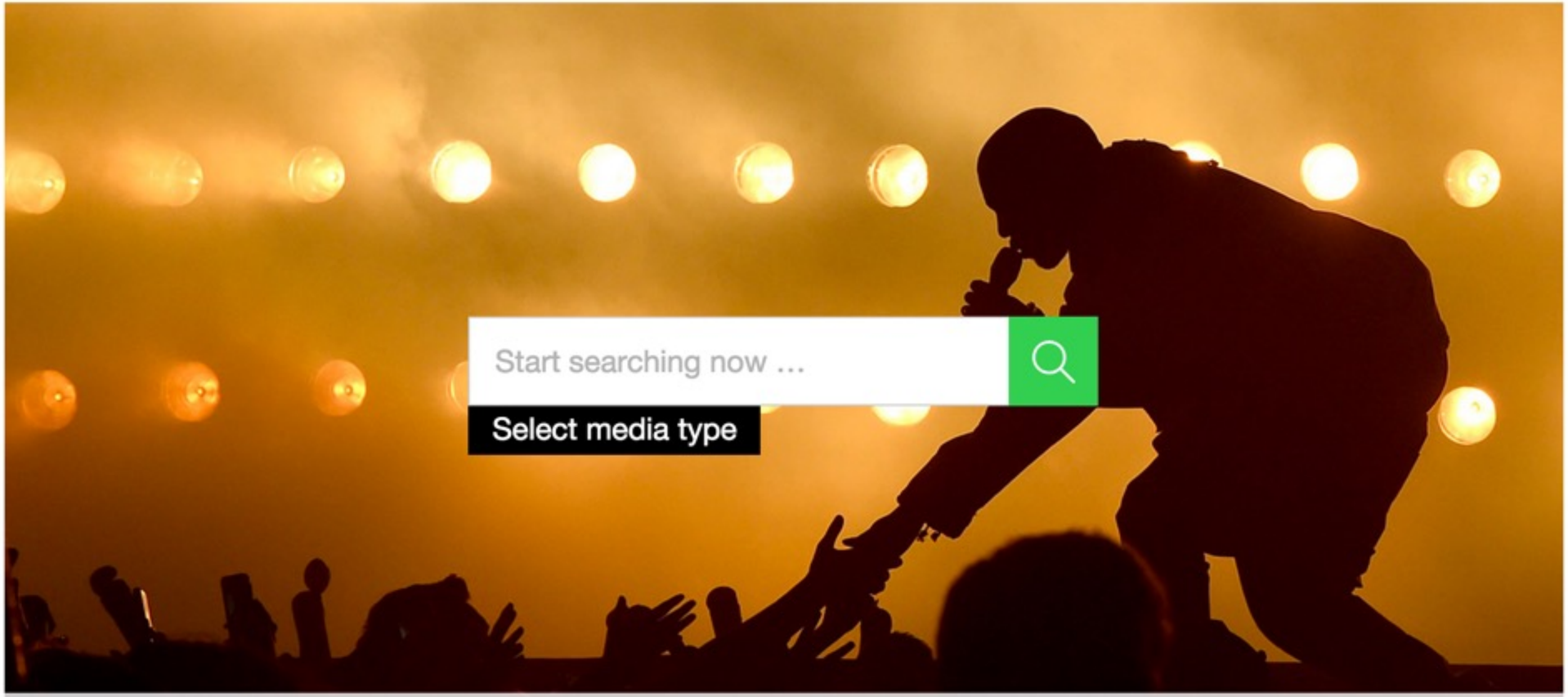
And maybe this will give us
the chance to finally
migrate to a new CMS.

Grunt.

Make it so.

LATHER. RINSE. REPEAT.

gettyimages Creative Editorial Video Music



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RF Creative

goldfish

By: Mark Mawson

Digital Vision

538677475

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studio shot of a gorilla on black background

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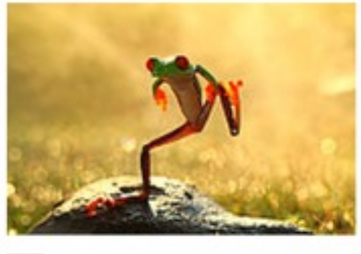
534122141



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Indonesia, Riau Islands, Batam City, Dancing frog

By: shikheigoh@yahoo.com

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Male lion yawning at dusk, Ol Pejeta Conservancy

By: Ian Cumming / Design Pics

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Iceland, eskifjordur, Portrait of Icelandic horse by lake

By: atliegilsson

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Kuh auf der Alm

By: HAGENS WORLD - PHOTOGR...

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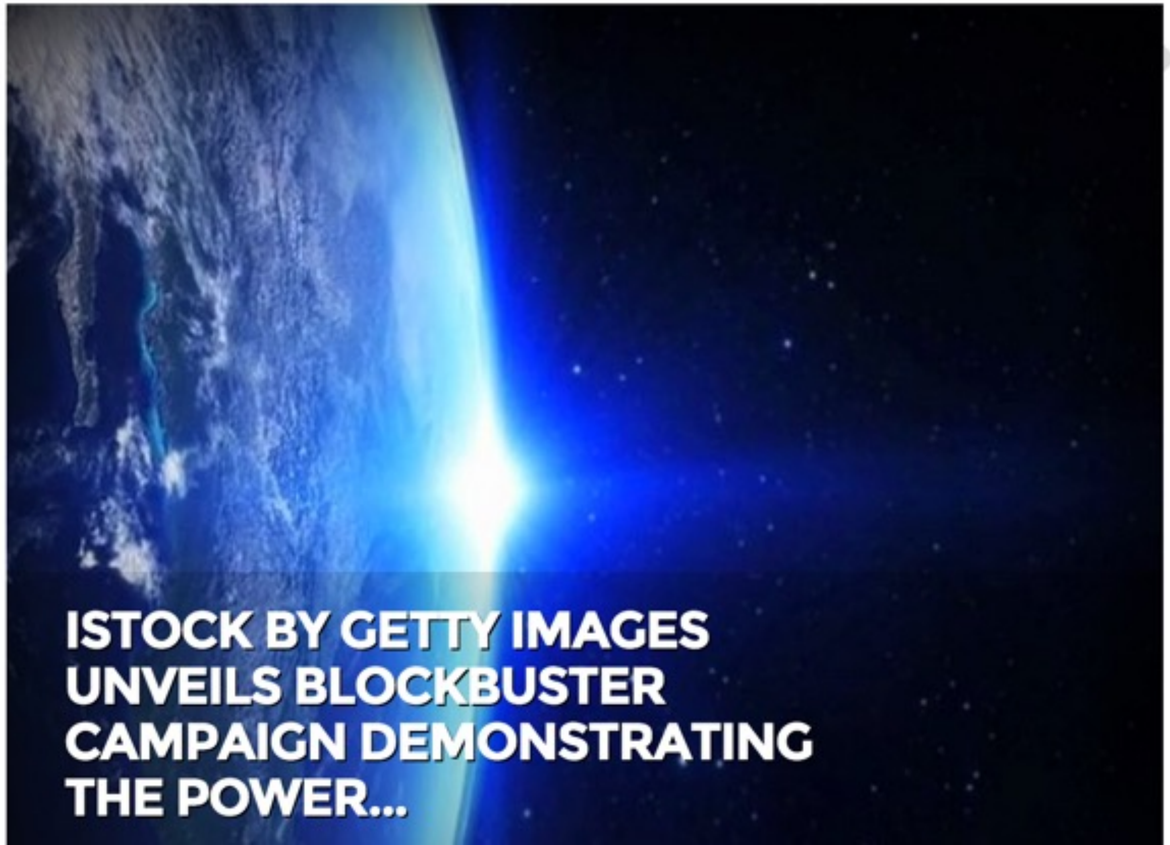

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Recent Awards

Year after year, our photographers and employees receive an increasing number of honors. Below is a sampling of the most recently announced awards. To explore our entire list of award-winning images, use the drop-down menus. To watch a video of recent awards, please click here.

All of our images tell a story, but if you want to hear all of the details, don't miss our podcasts. In each of our podcasts, a Getty Images photographer, filmmaker or editor gives us a look at their world and how it shapes the work we see.

Recent Awards

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International Garden Photographer of the Year's European Garden Photography Award
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71st Pictures of the Year International
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World Press Photo 2014

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(1 of 7)

56718629 Shaul Schwartz/Getty Images

AMONA, WEST BANK - FEBRUARY 01: Israeli settlers stand arm in arm. Israeli riot police February 1, 2006 in the West Bank outpost of Amona. The residents of Amona compose one of eighty-seven unauthorized West Bank settlements, according to the Israeli government. An Israeli High Court ruling has rejected a petition to prevent the demolition of 9 new houses at the settlement but has said the settlers can continue to live in their caravans.

Editor & Publisher Photos of the Year 2006
Multiple Images/Photo Essay, Editorial, Honorable Mention

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461801660, Cameron Spencer

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Topics 35 Posts 114 Last post by Getty Images Paul 3 weeks ago In Problem with water marks

Release Notes

Information about our latest releases and updates. All notifications about new functionality will be placed here.

Topics 6 Posts 6 Last post by Getty Images Matt 2 months ago In Video metadata & filters, batch image ID update and goodbye Betas - April 16, 2015

General

Use this forum if you're unsure where to post your question, or it doesn't seem to fit into any existing category

Topics 4 Posts 12 Last post by Getty Images Paul 1 week ago In Image not available via /v3/images/{id}

News

Notes on what we're up to in the community. Conferences, hackathons, etc.

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- Items selected for purchase: **0**

Subtotal: € 0,00 EUR

Continue with purchase

There are no items in your cart.

Subtotal: € 0,00 EUR

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- Where did "Save for Later" go?
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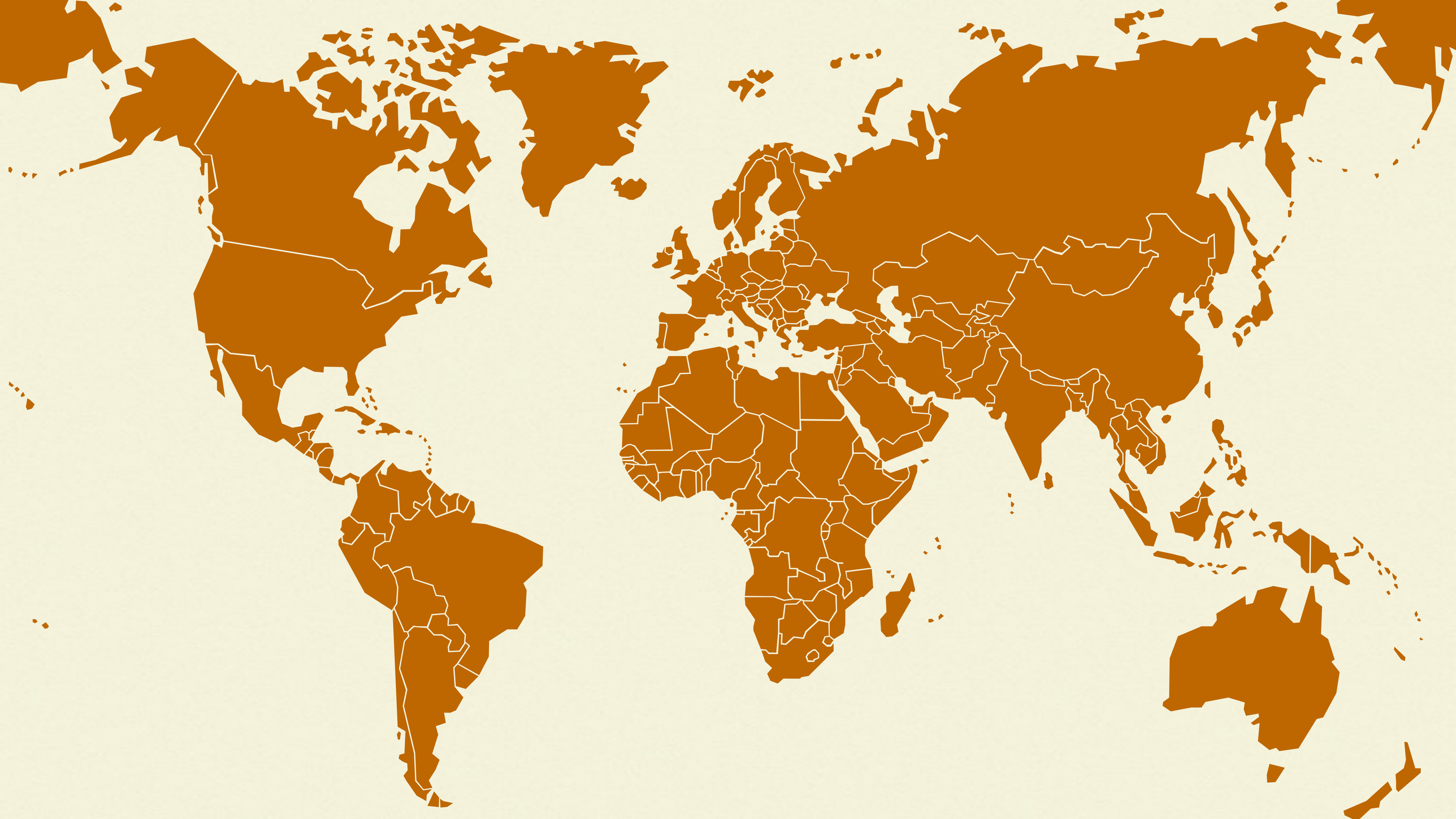

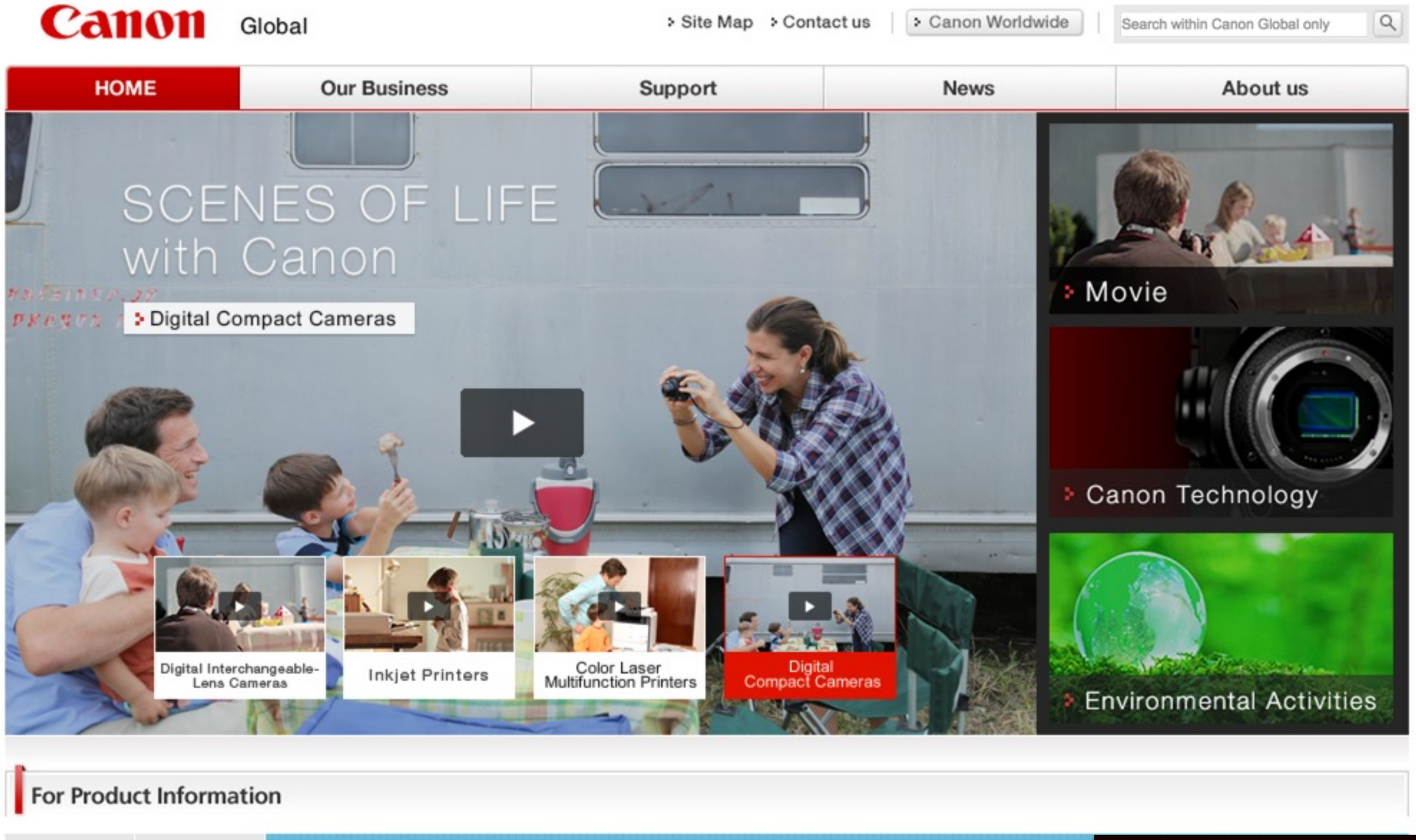
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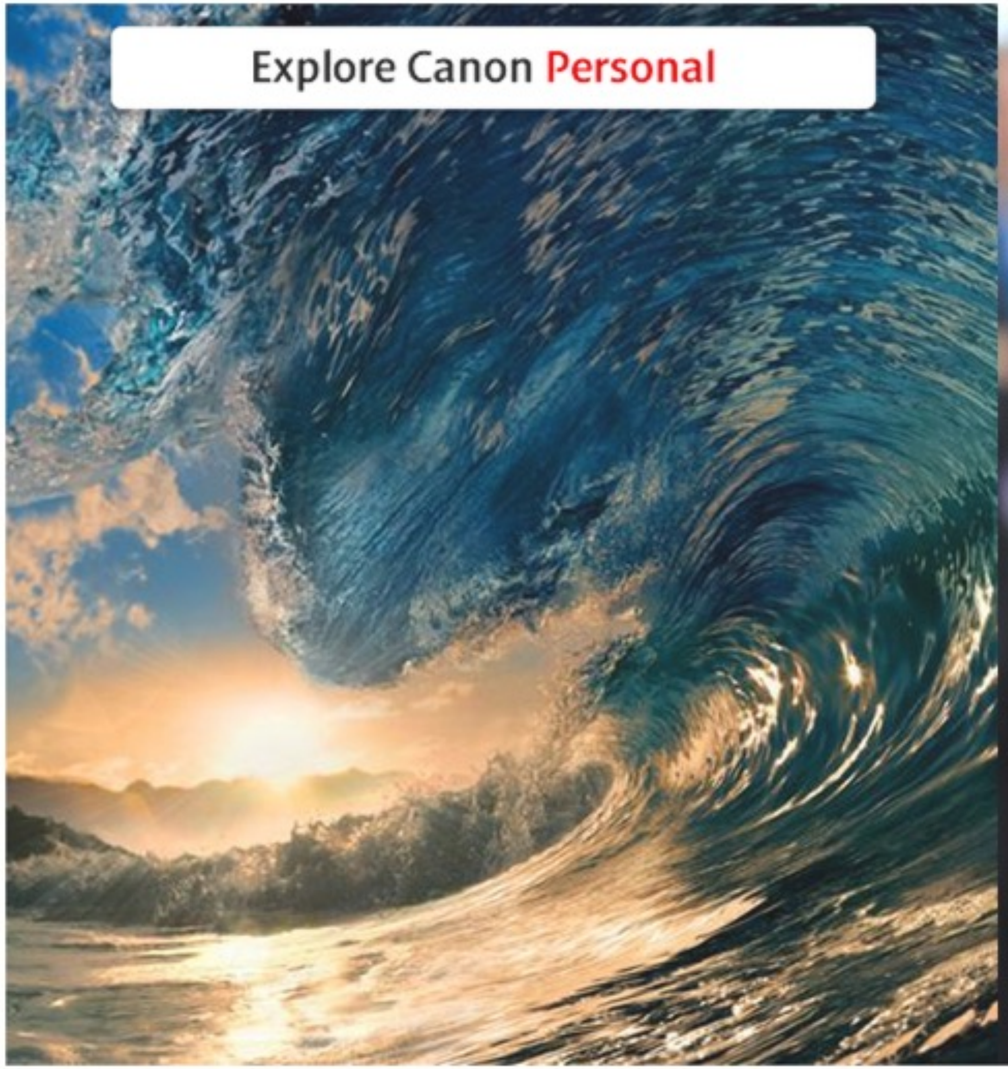

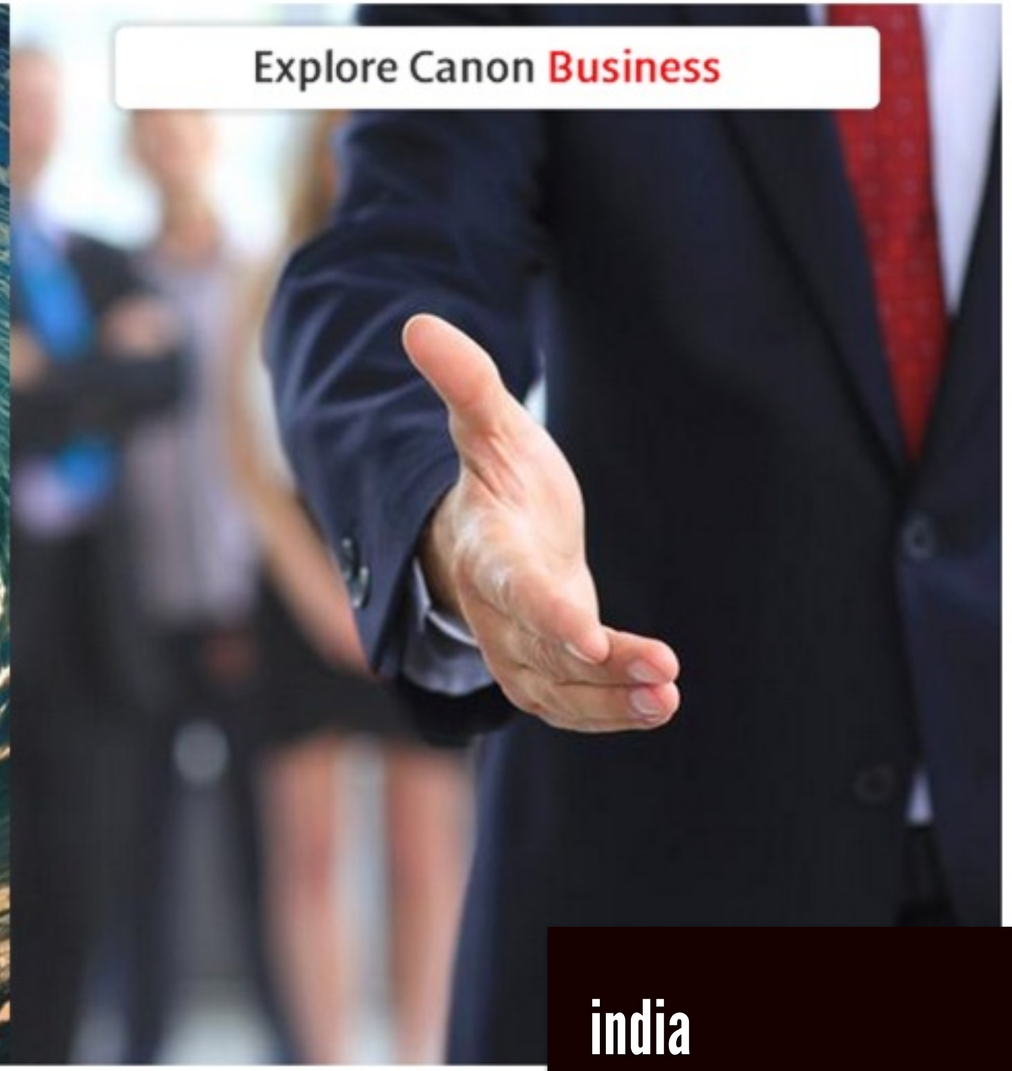

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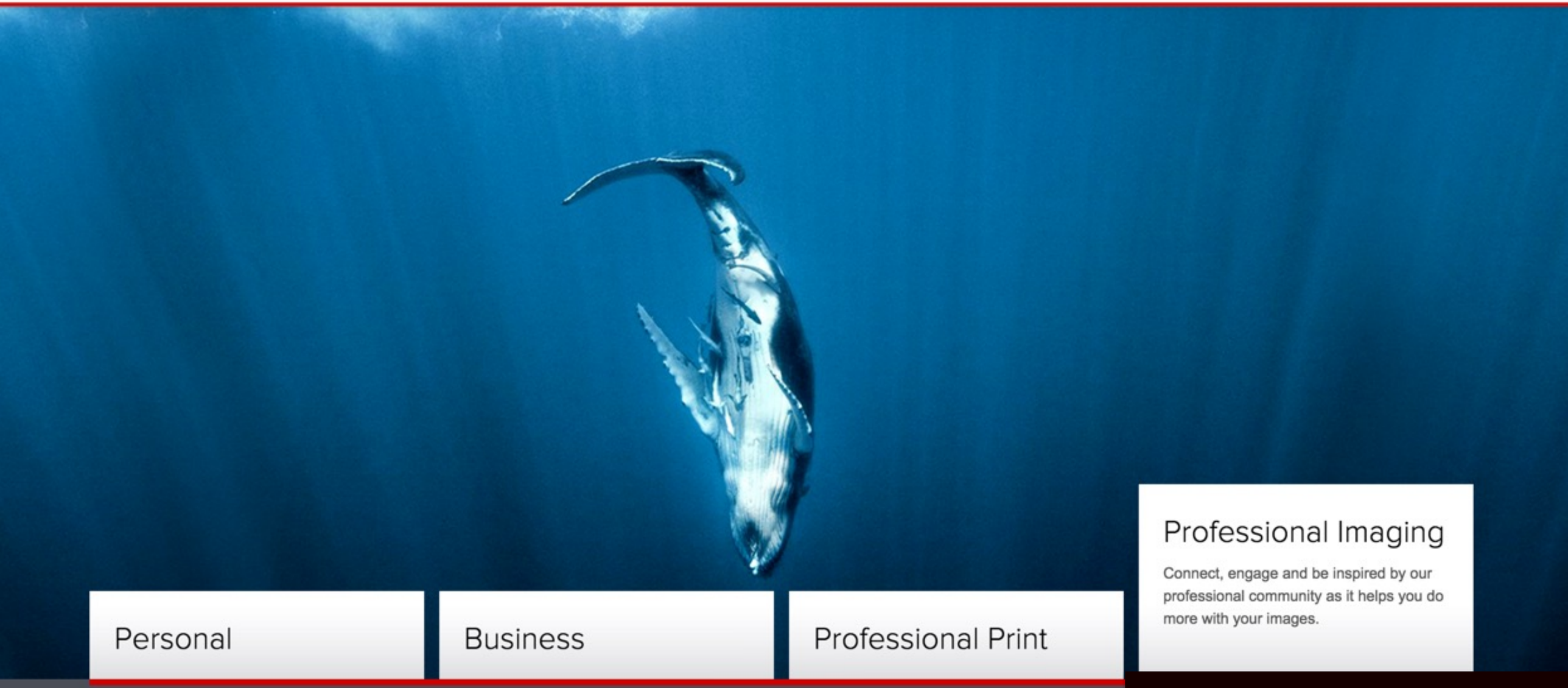

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We always encourage our members to communicate with each other when there's a problem with a transaction. The first step is to contact the member through the Resolution Center and try to resolve the problem.

To start the resolution process, please tell us what your problem is:

I bought an item.
- (•) I haven't received it yet.
- ( ) I received an item that does not match the seller's description.

I sold an item.
- ( ) I haven't received my payment yet.
- ( ) I need to cancel a transaction.

Continue | My problem is not listed here

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- Seller Account
- Donation Account
- Subscriptions
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My Account

Close My Account

The credit card you placed on file has expired. Please update your credit card.

Account Summary

Latest invoice amount (Jan-14-09) :	US $0.00
New Activity applied to the latest invoice noted above:	US $0.00
Amount due as of Jun-03-15:	**US $0.00**
New activity not yet invoiced:	US $0.00
Current Balance:	**US $0.00**

View: All account activity | Fees | Credits | Payments and refunds

Invoices

You don't have any invoices currently.

You can set preferences to download your invoices periodically.

Payment methods for Seller Fees

Automatic payment method - PayPal

Change automatic payment method

Backup payment method - Credit card

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Find Feedback

Enter a User ID or Item Number

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To reply to a comment, click the **Reply** link.

15 feedback received by ienjoyhotsoup from buyers and sellers(0 mutually withdrawn) Page 1 of 1

Comment	From		Date	Item #	Action
Quick response and fast payment. Perfect! THANKS!!	Seller	fastlanewireless (109853)	Jan-09-12	380401165277	Reply
Thank you for an easy, pleasant transaction. Excellent buyer. A++++++.	Seller	ecellupgrade (5854)	Jan-04-12	270885311473	Reply
Great buyer, prompt pay, thank you for your business! AAAAAA+++++++	Seller	american2828 (1146)	Nov-14-11	110768106929	Reply
ღ๐ฮ้ร๐ღ...Outstanding...ღ๐ฮ้ร๐ღ...eBayer...ღ๐ฮ้ร๐ღ...Thank you!	Seller	jeromeoutlet (1673)	Jul-07-11	220746798097	Reply
Quick response and fast payment. Perfect! THANKS!!	Seller	fuelpumpfactory (12494)	May-02-10	400063218346	Reply
Thank you for an easy, pleasant transaction. Excellent buyer. A++++++.	Seller	*freeshipping* (private)	Apr-06-09	260381056649	Reply
Good Ebayer! A+++	Seller	lightweightbackpacker (10621)	Mar-26-09	330317317081	Reply
fast payment,good custmer,like do more business with.	Seller	phaphagold (9721)	Jun-16-07	270108658142	Reply
Thanks for the order!	Seller	polarbear_maine (3710)	Oct-01-06	12678731108	Reply
Excellent transaction, thanks!!	Seller	catindrum (3187)	Mar-12-06	7381095395	Reply

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Return Date: mm/dd/yyyy Time: Anytime

Adults: 1 Children

Offer Code (optional):

Cabin: Economy

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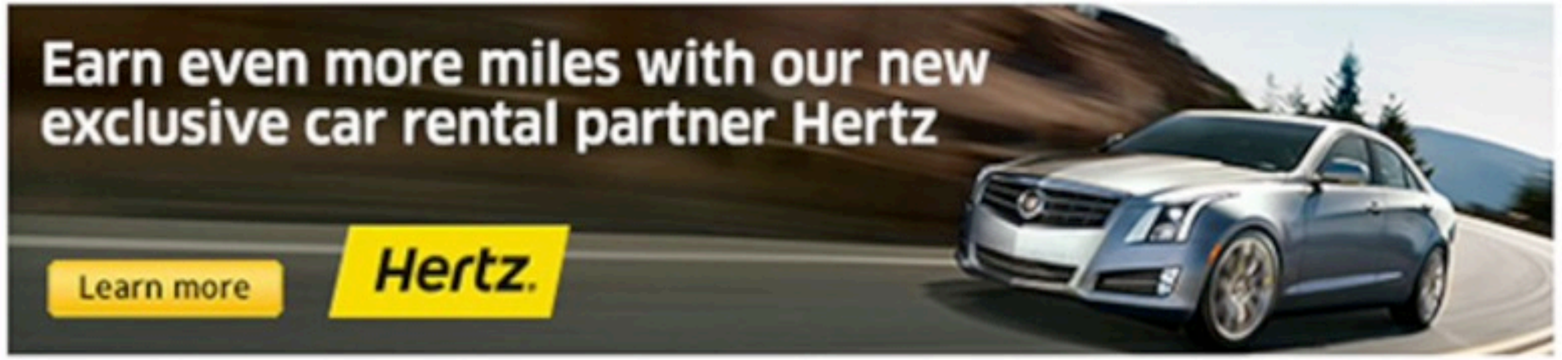
Price Schedule Award Travel

Nonstop Flights Only



Latest News and Offers

- Changed bag rules and optional services
- 2015 MileagePlus program
- Important notices
- RewardsPlus from United and Marriott

Print Boarding Pass | Check Flight Status

Confirmation or MileagePlus Number: Go

More Check-in options

Check-in is available within 24 hours of departure

Change or View Reservations See More

Find a Reservation by Confirmation Number

Reservation Type: Flight Car

Confirmation: Last Name:

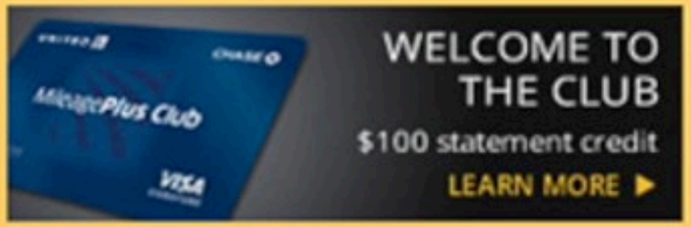
MileagePlus Sign In

MileagePlus number: PIN/Password:

Remember Me Forgot PIN?

Sign In

Not a member? Join Now



Learn More

Search

More Check-in options

See More

Learn more

Shop now

Learn More

Search

Book now >

Book now >

LEARN MORE

Go

PIZZA PIZZA PIZZA
PIZZA
PIZZA

We don’t have time for cohesion and continuity!

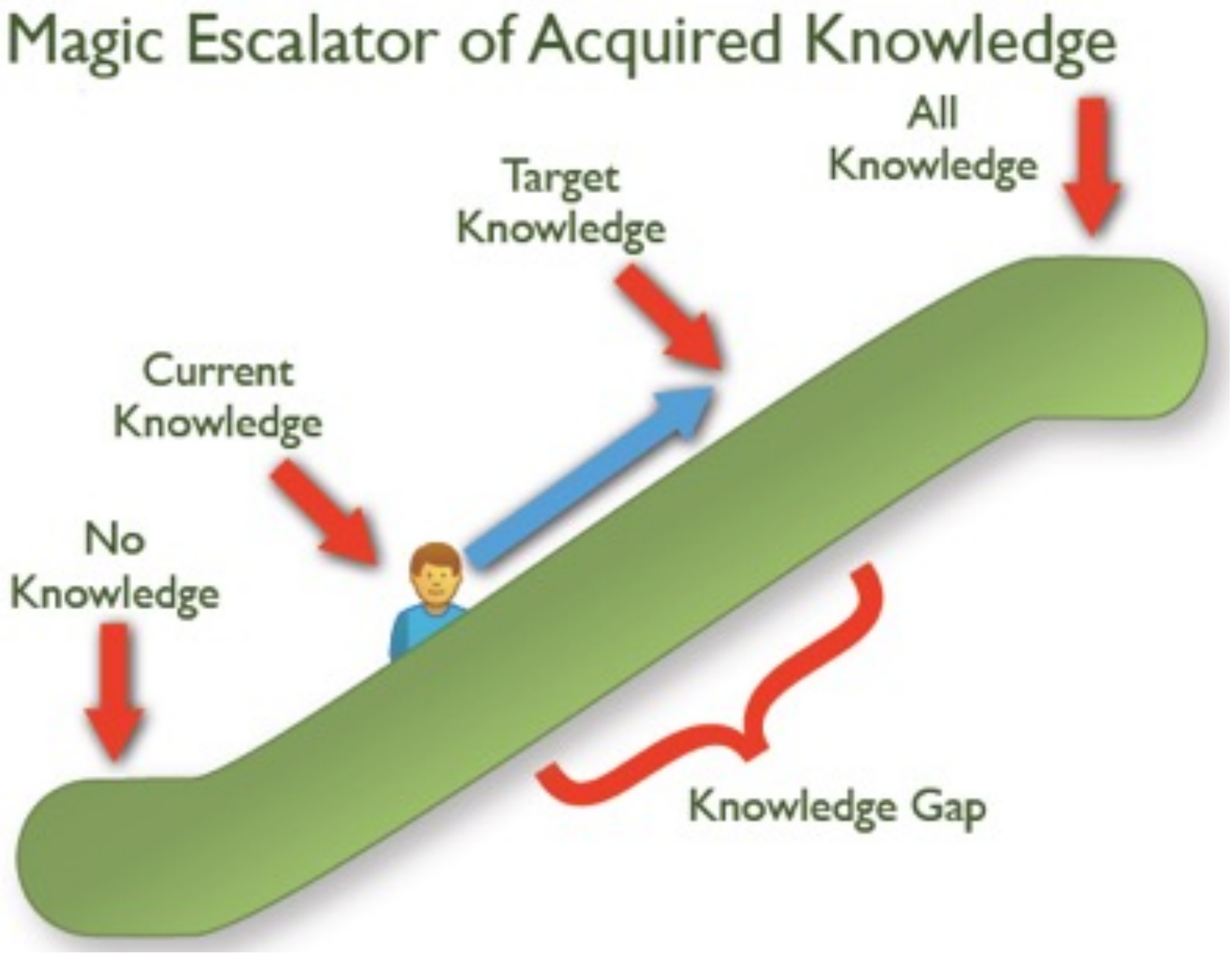
We're too busy
DISRUPTING!
Pizza
Pizza

ONE BRAND

PRODUCTS SERVICES FUNCTIONALITY
FEATURES CONTENT MEDIUMS FORMA
COUNTRIES MORE CUSTOMERS
LANGUAGES PEOPLE USER
BROWSERS DEVICES ENVIRONMENTS
SCREENSIZES FORMFACTORS CONTEX

TEARING UP THE PAGE

STRATEGY



https://www.uie.com/articles/magic_escalator/

https://twitter.com/lukew/status/517331490099576832

PROCESS

~~AGILE~~

http://cognition.happycog.com/article/diy-process

We want to be more agile; we're embracing change, continuing improvement, being as flexible as possible, and adapting as we see fit. The thing is, we won't ever truly be Agile, as the Manifesto states. That's okay, as long as we say what we will be.

-Brett Harned

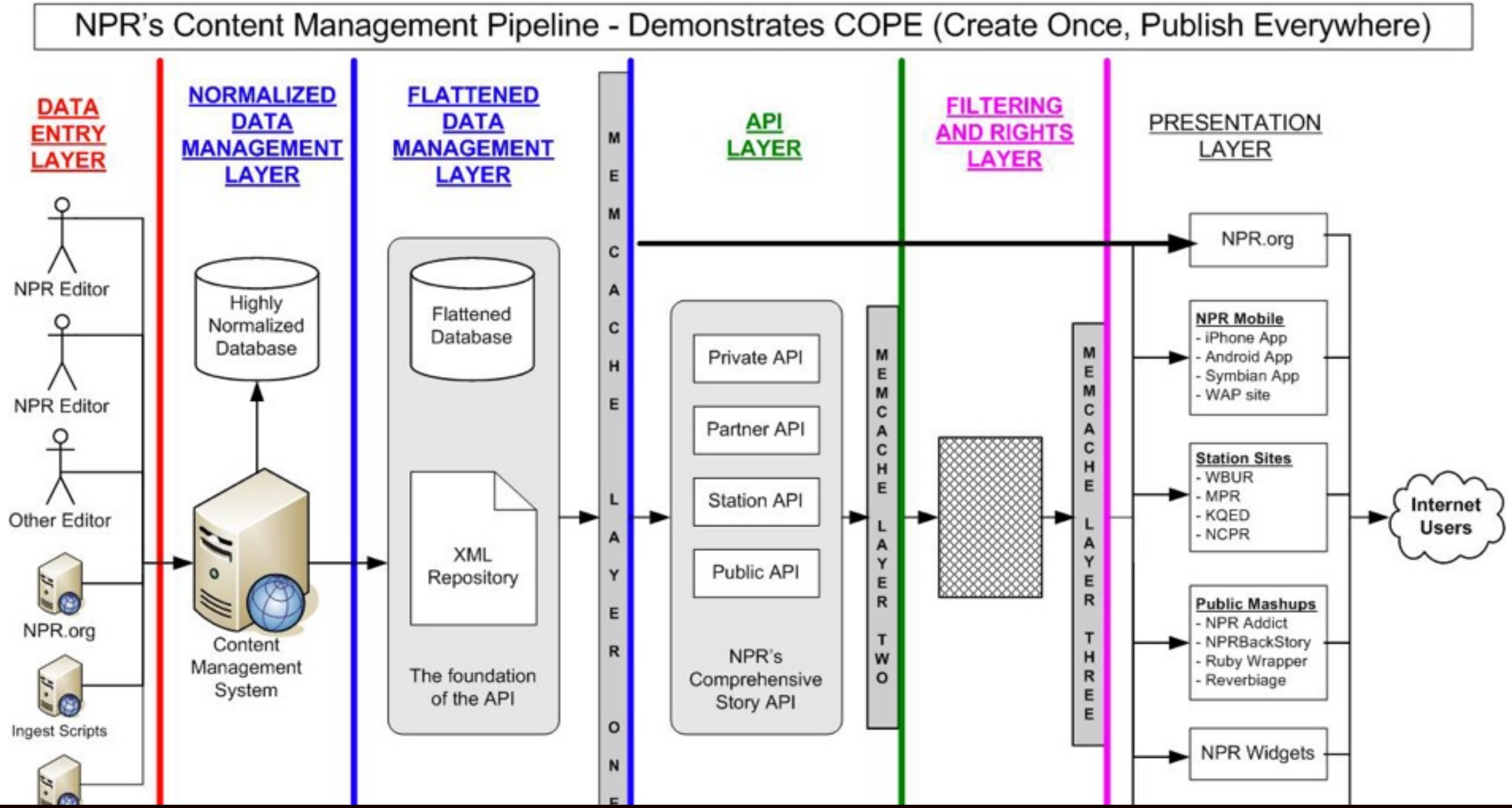
http://cognition.happycog.com/article/diy-process

CONTENT

We are going to have better content management and content publishing tools. We are going to have ways to take well-structured content, well-designed chunks of content that we can restructure and publish and display in a way that's going to be right for the appropriate platform.

-Karen McGrane

http://karenmcgrane.com/2012/09/04/adapting-ourselves-to-adaptive-content-video-slides-and-transcript-oh-my/



http://www.programmableweb.com/news/cope-create-once-publish-everywhere/2009/10/13

CODE

WIKIPEDIA
The Free Encyclopedia

Main page
Contents
Featured content
Current events
Random article
Donate to Wikipedia
Wikipedia store

Interaction
Help
About Wikipedia
Community portal
Recent changes
Contact page

Tools
What links here
Related changes
Upload file
Special pages
Permanent link
Page information
Wikidata item
Cite this page

Print/export
Create a book
Download as PDF
Printable version

Object-oriented programming

From Wikipedia, the free encyclopedia

"Object-oriented" redirects here. For other meanings of object-oriented, see Object-orientation.

"Object-oriented programming language" redirects here. For a list of object-oriented programming languages, see List of object-oriented programming languages.

Object-oriented programming (**OOP**) is a programming paradigm based on the concept of "objects", which are data structures that contain data, in the form of fields, often known as *attributes;* and code, in the form of procedures, often known as *methods.* A distinguishing feature of objects is that an object's procedures can access and often modify the data fields of the object with which they are associated (objects have a notion of "this" or "self"). In OO programming, computer programs are designed by making them out of objects that interact with one another.[1][2] There is significant diversity in object-oriented programming, but most popular languages are class-based, meaning that objects are instances of classes, which typically also determines their type.

Many of the most widely used programming languages are multi-paradigm programming languages that support object-oriented programming to a greater or lesser degree, typically in combination with imperative, procedural programming. Significant object-oriented languages include Python, C++, Objective-C, Smalltalk, Delphi, Java, Swift, C#, Perl, Ruby and PHP.

Contents [hide]

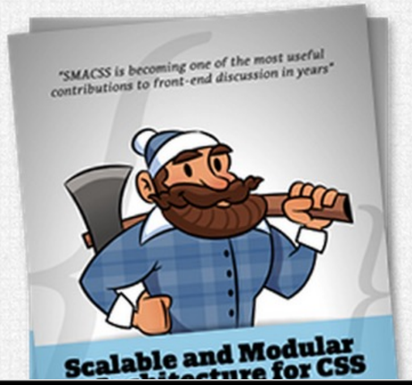
1 Features
- 1.1 Shared with non-OOP predecessor languages
- 1.2 Objects and classes
- 1.3 Dynamic dispatch/message passing
- 1.4 Encapsulation
- 1.5 Composition, inheritance, and delegation
- 1.6 Polymorphism
- 1.7 Open recursion

Programming paradigms

- Action
- Agent-oriented
- Array-oriented
- Automata-based
- Concurrent computing
  - Relativistic programming
- Data-driven
- Declarative (contrast: Imperative)
  - Constraint
    - Constraint logic
      - Concurrent constraint logic
  - Dataflow
    - Flow-based
    - Cell-oriented (spreadsheets)
    - Reactive
  - Functional
    - Functional logic
    - Purely functional
  - Logic
    - Abductive logic
    - Answer set
    - Concurrent logic

Scalable and Modular Architecture for CSS

A flexible guide to developing sites small and large.



"SMACSS is becoming one of the most useful contributions to front-end discussions in years" *

I've been analyzing my process (and the process of those around me) and figuring out how best to structure code for projects on a larger scale. What I've found is a process that works equally well for sites small and large.

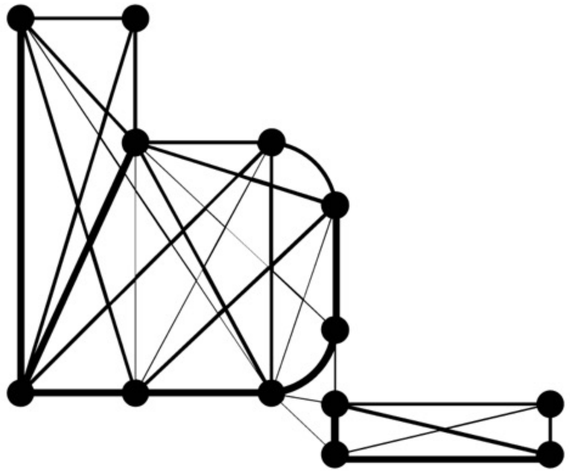
Learn how to structure your CSS to allow for flexibility and maintainability as your project and your team grows.

Forum RU

css { guide: lines; }

High-level advice and guidelines for writing sane, manageable, scalable CSS

Yandex



BEM

Object-Oriented CSS

Hosted

Play with these in Firebug to learn the basics.

Template
Grids
Module

Welcome, Velocity Conference participar

All the resources you need to get started are linked from the left nav
Exercises one and two can be completed in Firebug if you are comfo
finished file at the beginning of Exercise 3.

VISUAL DESIGN

Entertainment WEEKLY

STYLE TILE / VERSION:1

ENTERTAINMENT WEEKLY

Group 1

Group 2

Group 3

Group 4

Accent

Accent

Textures

SUBMIT BUTTON EXAMPLE

SUBMIT BUTTON EXAMPLE

BLOG TITLE

Font: Caponi = Chunk or Jubilat, color variable typekit

HEADER EXAMPLE

Font: Retina compressed bold = Bernina Condensed bold #000 typekit

This is an Example of a *Head*

Font: Retina compressed semibold = Bernina Condensed semibold #000 typekit

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 .

Font: Arial #333333

EYEBROW

This is an Example of a *Touty Headline*

This is an example of a Text link » THIS IS AN EXAMPLE OF A TEXT LINK »

Thought Cloud

Big & Bold

MODERN EW

Stylish EW

Current EW

SERIOUS EW

Poppy Pops of Color

Classic EW

PLAYFUL FUN

RETRO EW GRAPHIX

USE ONLY AS BORDER, NOT AS UNDERLINE

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 #1

SPECIAL COVERAGE #1

SPECIAL COVERAGE #2

SPECIAL COVERAGE #2

SPECIAL COVERAGE #3

SPECIAL COVERAGE #3

TABLET BLOG IMAGE & LEAD IMAGE SIZE

CONTENT DIVIDER TREATMENT #1

CONTENT DIVIDER TREATMENT #2

SELECTOR BAR #1

SELECTOR BAR #2

TABLET TOP NAVIGATION BAR (PLACEHOLDER LOGO)

Entertainment

IPHONE TOP NAVIGATION BAR (PLACEHOLDER LOGO)

Entertainment

Search EW.com

GO TO BUTTON/BAR

GO TO STYLE SECTION

GO TO STYLE SECTION

MAIN LOWER NAVIGATION BUVTTON TABS

TV +
MOVIES +
MUSIC +

FOOTER SIGN UP

Get Entertainment news alerts from EW.com

your email address

SIGN ME UP

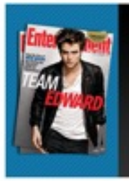
HEADLINE NAV BAR

Latest | Most Popular | PopWatch

FOOTER SOCIAL BUTTONS

facebook

FOOTER TOP PORTION



This Week's Issue

April 5th, 2013

SUBSCRIBE

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

FOOTER APP BUTTONS

Google play | Available on the App Store

HEADLINE/CAROUSEL AREA #1

Game of Thrones gets season 4
Lorem ipsum dolor sit amet

HEADLINE/CAROUSEL AREA #1

Game of Thrones gets season 4
Lorem ipsum dolor sit amet

HEADLINE/CAROUSEL AREA #2

Miranda Lambert & Blake Shelton
Lorem ipsum dolor sit amet

HEADLINE/CAROUSEL AREA #2

Miranda Lambert & Blake Shelton
Lorem ipsum dolor sit amet

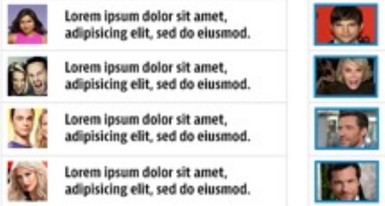
HEADLINE/CAROUSEL AREA #3

Game of Thrones gets season 4
Lorem ipsum dolor sit amet

HEADLINE/CAROUSEL AREA #3

Game of Thrones gets season 4
Lorem ipsum dolor sit amet

HEADLINES



Lorem ipsum dolor sit amet, adipisicing elit, sed do eiusmod.
Lorem ipsum dolor sit amet, adipisicing elit, sed do eiusmod.
Lorem ipsum dolor sit amet, adipisicing elit, sed do eiusmod.
Lorem ipsum dolor sit amet, adipisicing elit, sed do eiusmod.

HEADLINES

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Lorem ipsum dolor sit amet, adipisicing elit, sed do eiusmod.
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THUMBNAIL RAIL OPENED

SLIDESHOW 1A MAIN SCREEN

New Season of Mad Men is the best yet, critics say.
Latest Headlines - Today 2:47 PM

SLIDESHOW 1B MAIN SCREEN

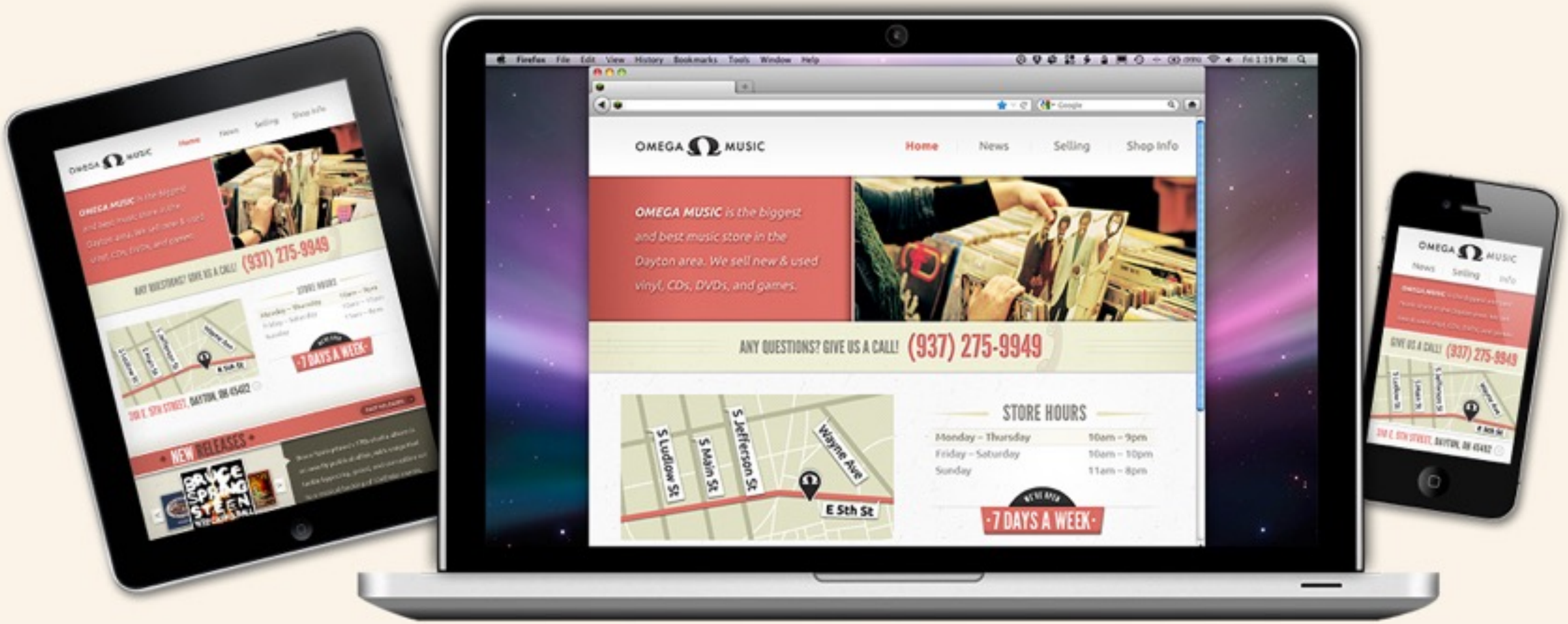
New Season of Mad Men is the best yet, critics say.
Latest Headlines - Today 2:47 PM

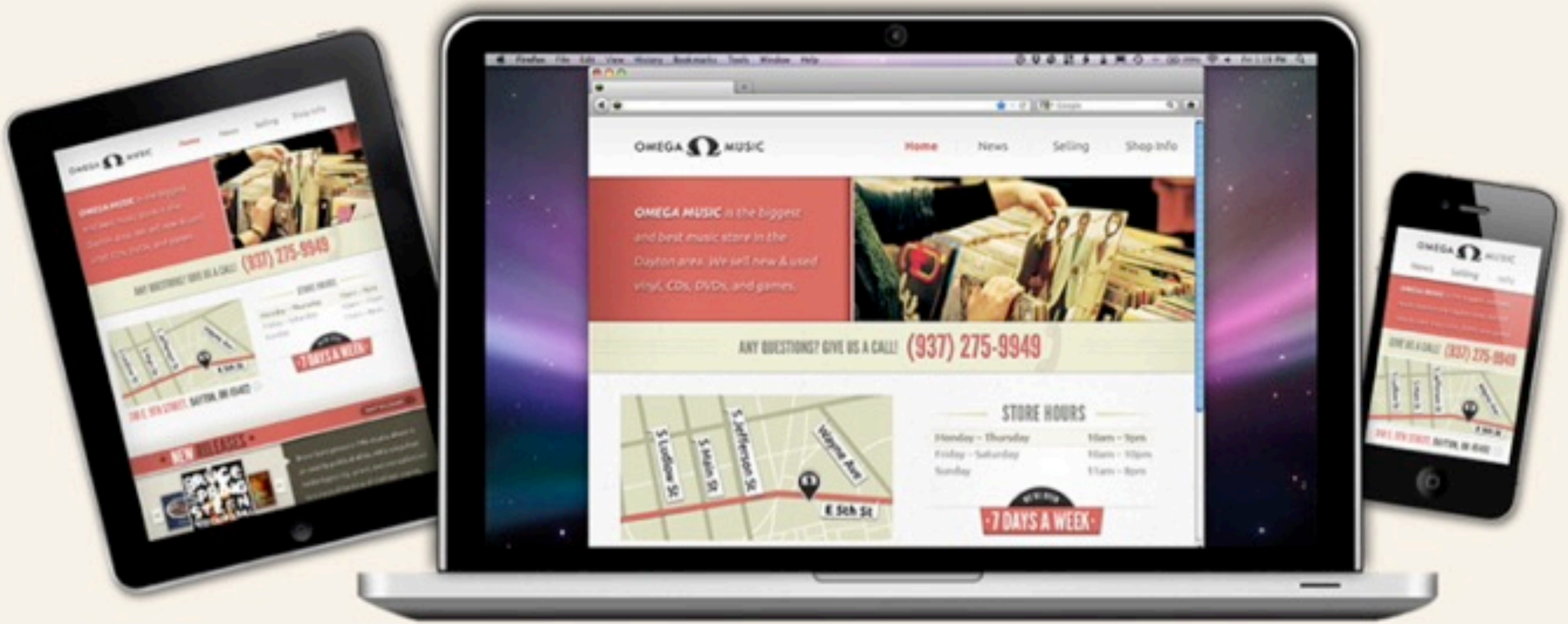
SLIDESHOW OPENED / THUMBNAIL RAIL CLOSED

Lorem ipsum dolor sit amet, adipisicing elit, sed do eiusmod. Lorem ipsum dolor sit amet, adipisicing elit, sed do eiusmod. Lorem ipsum dolor sit amet, adipisicing elit, sed do eiusmod. Lorem ipsum dolor sit amet, adipisicing elit, sed do eiusmod. Lorem ipsum dolor sit amet, adipisicing elit, sed do

SLIDESHOW TAPPED/ACTIVE VIEW

UI DESIGN

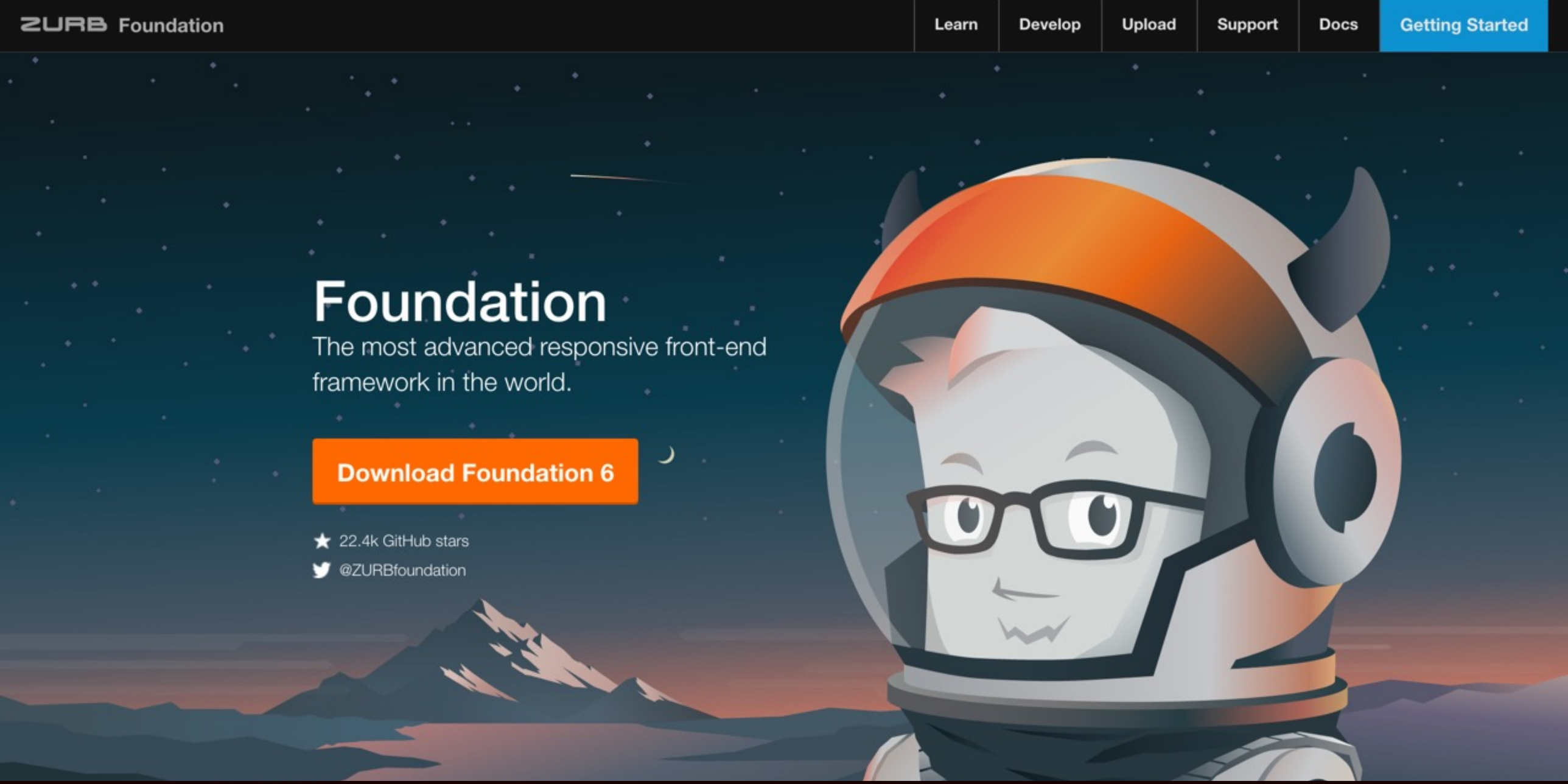

OMEGA MUSIC
Home
News
Selling
Shop Info
OMEGA MUSIC is the biggest and best music store in the Dayton area. We sell new & used vinyl, CDs, DVDs, and games.
ANY QUESTIONS? GIVE US A CALL! (937) 275-9949
S Ludlow St
S Main St
S Jefferson St
Wayne Ave
E 5th St
STORE HOURS
Monday – Thursday 10am – 9pm
Friday – Saturday 10am – 10pm
Sunday 11am – 8pm
WE'RE OPEN
7 DAYS A WEEK


OMEGA MUSIC
Home
News
Selling
Shop Info
OMEGA MUSIC is the biggest and best music store in the Dayton area. We sell new & used vinyl, CDs, DVDs, and games.
ANY QUESTIONS? GIVE US A CALL! (937) 275-9949
S. Ludlow St.
S. Main St.
S. Jefferson St.
Valgene Ave.
E 5th St.
STORE HOURS
Monday - Thursday
Friday - Saturday
Sunday
7 DAYS A WEEK

We're not designing pages, we're designing systems of components.

-Stephen Hay

http://bradfrost.com/blog/mobile/bdconf-stephen-hay-presents-responsive-design-workflow/



http://foundation.zurb.com/

Bootstrap Getting started CSS Components JavaScript Customize Expo Blog

B

Bootstrap is the most popular HTML, CSS, and JS framework for developing responsive, mobile first projects on the web.

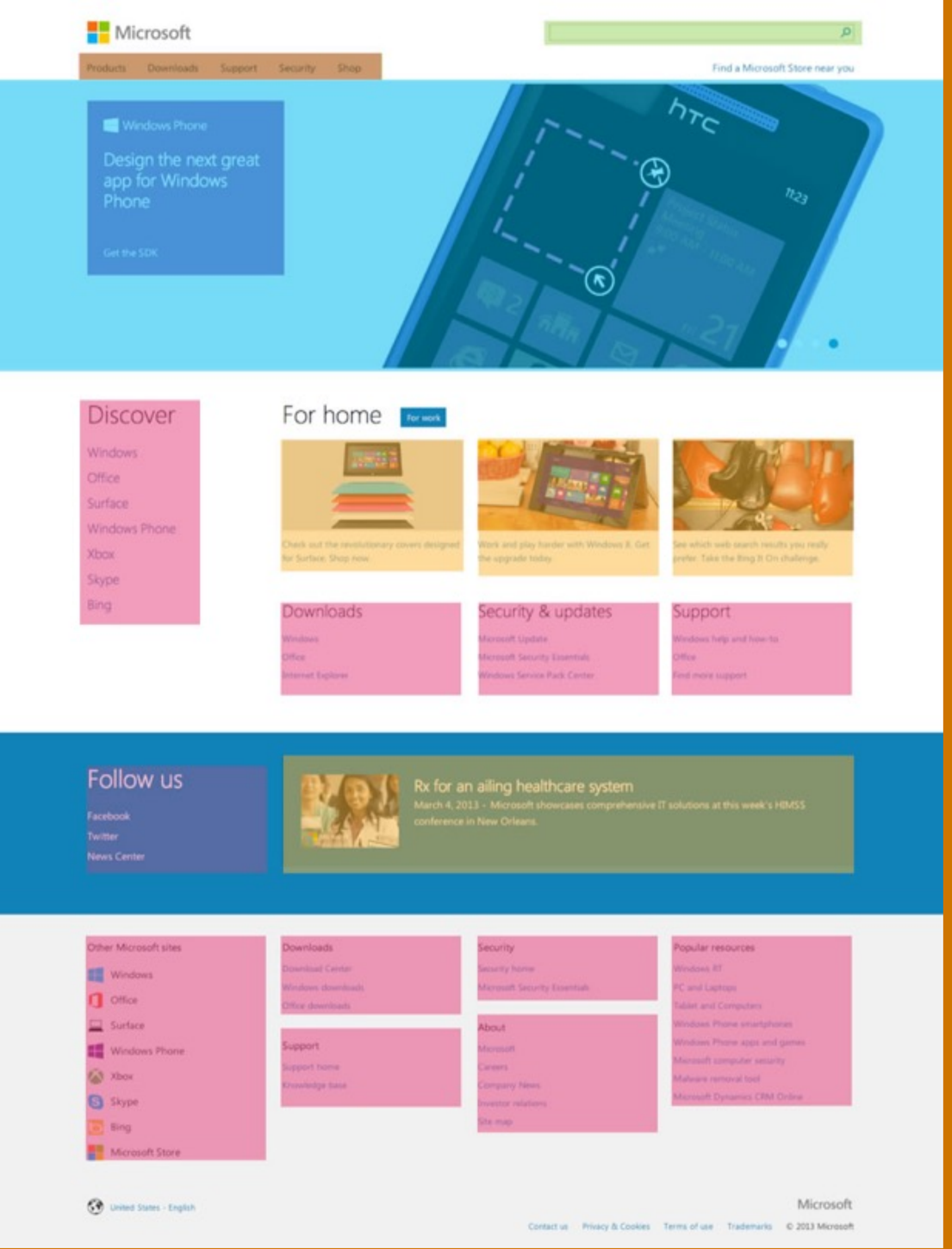
Download Bootstrap

getbootstrap.com

THESE THINGS ARE GREAT, BUT...

FRAMEWORK POTENTIAL PITFALLS

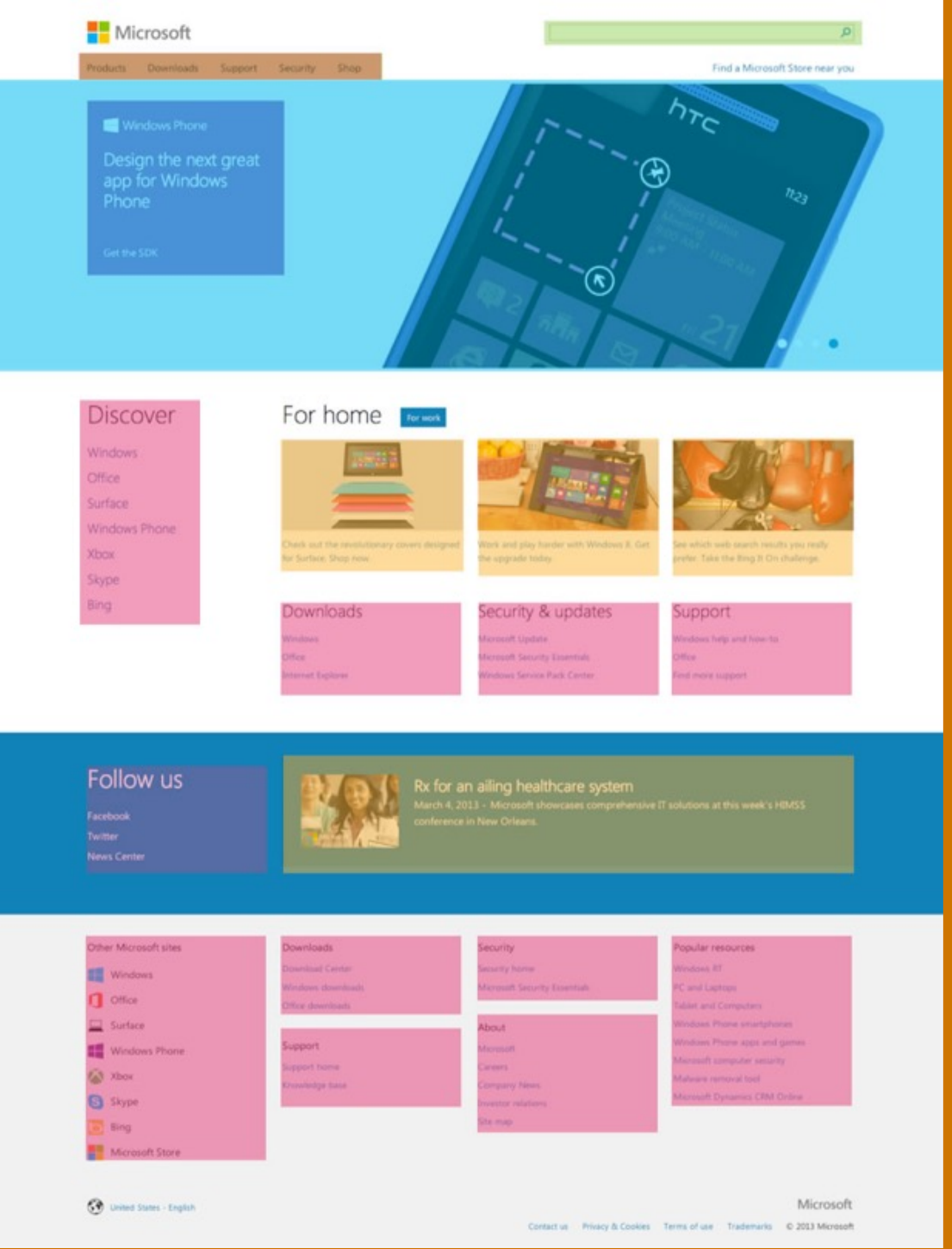
- One-size-fits-all
- Lookalike issues
- Potential for bloat/unneeded stuff
- Might not do everything you need
- Compatibility with existing sites
- Subscribe to someone else’s structure, naming, style



Tiny Bootstraps, for every client.

-Dave Rupert

http://daverupert.com/2013/04/responsive-deliverables/



Responsive deliverables should look a lot like fully-functioning Twitter Bootstrap-style systems custom tailored for your clients' needs.

-Dave Rupert

http://daverupert.com/2013/04/responsive-deliverables/

STYLE GUIDES

writing

pattern libraries

code

voice and tone

design language

brand identity

writing

pattern libraries

code

voice and tone

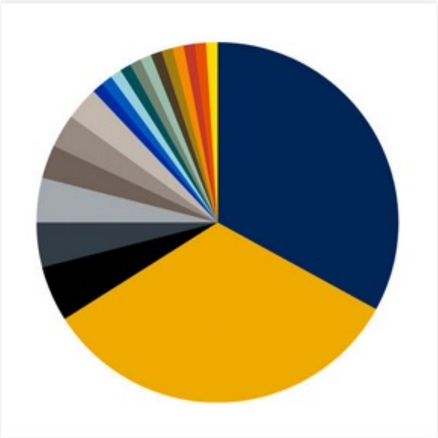
design language

brand identity

http://cargocollective.com/mcalkins/Walmart-brand-book-design

The Flying WV
Download

Flying WV + Signature
Download



Color Palette
View

Patterns
View Guidelines | Download

Fonts
View Guidelines

Photos
Download Photos

Wordmarks
Download

Website Theme
Download Theme

brand.wvu.edu

Logotype Usage

Our logotype may appear in four colors only: black, white, gold and blue.

This ensures that our logo remain timeless, and is always recognized as the West Virginia University logo.

Using the logo in a one color format is common, but only WVU's blue or white is acceptable. Do not use our logo in all gold, or any other color.

Only the Flying WV should appear in old gold. The logo signature should not.

Two-color lockup
Download

One-color lockup
Download

Clear Space

Maintaining ample clear space around the logo ensure that it remains legible, and doesn't get lost within the composition.

Photos, text and graphic elements should never be placed within the pictured clear space.

Use the width of the capital "W" as a measuring tool for proper clearance.

Sizing

There is no maximum size limit, but use discretion when sizing the logo.

Never reproduce the logo at widths smaller than 1.5 inches.

Logotype Misuses

Because our logotype appears across an endless range of communications, we've compiled a list of improper applications.

Adhering to these simple rules will continue to ensure that our logotype is recognizable to all audiences.

Do not substitute another typeface for West Virginia University.

Do not use the signature without the Flying WV.

Do not add type or graphic elements to the logotype.

Do not change the scale of the elements in the logotype.

University Seal

The University seal is used in a very formal context, such as on a diploma or for Commencement materials, or by the WVU President's Office. It is also used as a watermark on official WVU letterhead. Please use the University logomark or logotype as an identifier instead.

Affiliate Logos

Three affiliated organizations use their own logos: the WVU Foundation, the WVU Alumni Association and the Mountaineer Parents Club. These logos should be used only as shown here, and only in gold and blue, or, for the Alumni Association and Foundation logotypes only, in a single solid color. The Mountaineer Parents Club logomark may be screened in a single color. The Foundation and Alumni Association logotypes may also appear in white (reversed).

Tagline

Our official tagline is *Mountaineers go first*. However, the phrase Let's go can be used in specific instances, and for particular audiences. The information below will help you know when to employ which.

Do not use the phrase *Go first* independent from *Mountaineers*.It should always be the full statement, *Mountaineers go first,*and should be set in Helvetica Neue Condensed Black as it is here.

Voice

Identity

Logo
Sub Brands
Other Marks
Tagline
Email Signature

Graphic Language

Mountaineers Go First

Use in communications aimed at a broader audience who may be unfamiliar with the Mountaineer brand. Audiences include out-of-state prospects, businesses and potential employers, government leaders and policy makers.

In most cases, Mountaineers go first should be locked up with WVU logo; however, employing the tag as a headline is acceptable for approved communications.

MOUNTAINEERS
GO FIRST.™

Fonts

View Guidelines

The Flying WV with Signature

The Flying WV

Sub Brands

Color Palette

Pattern

Fonts

Photo Gallery

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

Helvetica Neue Light

Helvetica Neue Light Oblique

Helvetica Neue Regular

Helvetica Neue Oblique

Helvetica Neue Bold

Helvetica Neue Bold Oblique

Helvetica

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
0123456789

Iowan Old Style Roman

Iowan Old Style Italic

Iowan Old Style Bold

Iowan Old Style Bold Italic

Iowan Old Style Black

Iowan Old Style Black Italic

Iowan Old Style

Color Palette

View Guidelines

The Flying WV with Signature

The Flying WV

Sub Brands

Color Palette

Pattern

Fonts

Photo Gallery

Primary Palette

PMS 295 C

CMYK 100, 69, 8, 54
RGB 0, 40, 85
WEB #002855

PMS 124 C

CMYK 0, 30, 100, 5
RGB 234, 170, 0
WEB #EAAA00

Neutral Palette

BRAND AI

Pricing Sign in

BUILD A CONNECTED DESIGN SYSTEM

Tools and integrations to keep your design system easy to maintain and use

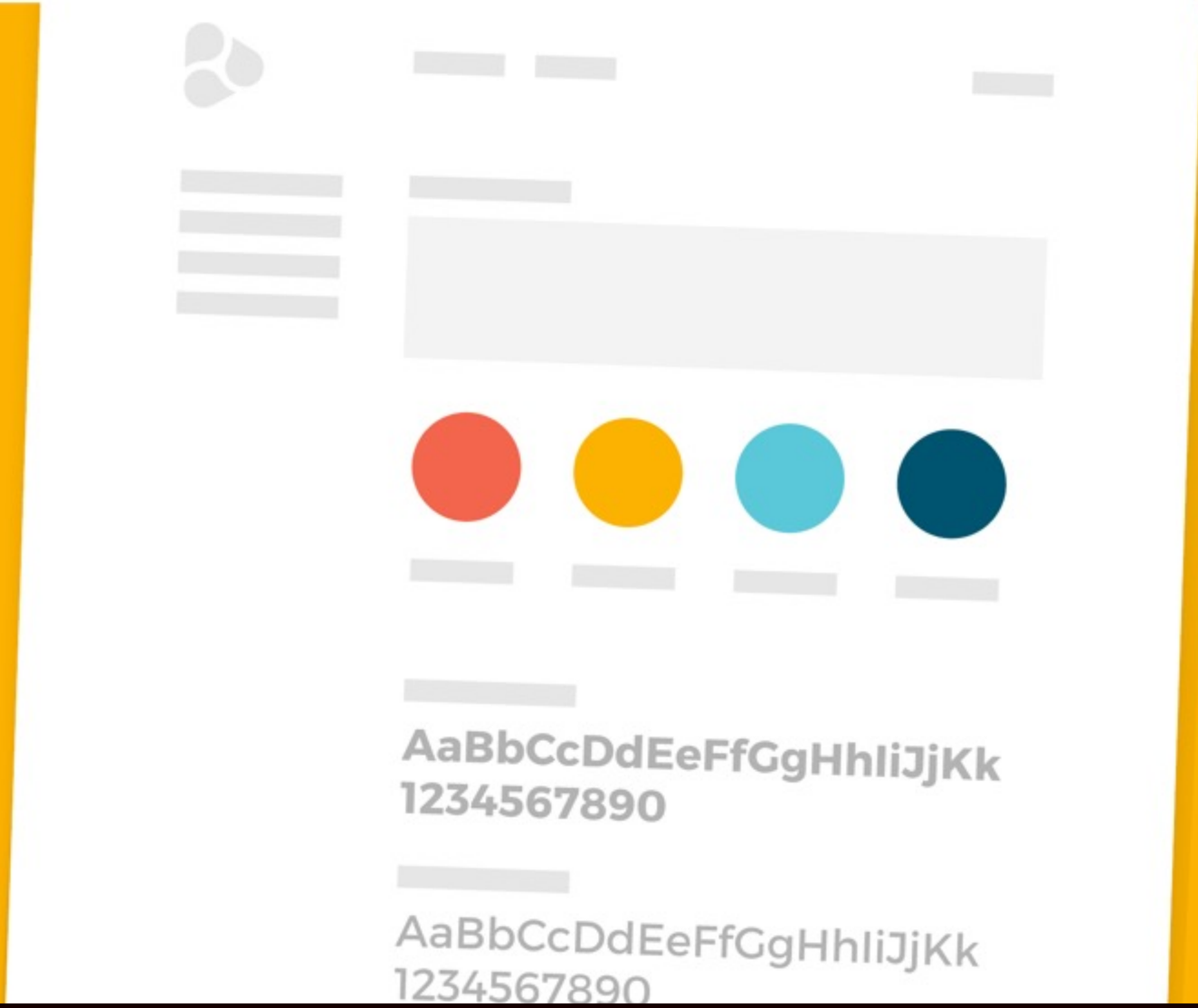
Get Started for Free

What customers say

https://brand.ai/

Frontify

SIGN UP LOGIN MENU



Logos & Images

Upload and manage image files as easy as you would expect. Add captions, organize them in grids. Even PSD files are supported.

Color Palettes

Add your colors, grouped into color palettes. Your color swatch will be automatically generated and is ready to import into the Adobe products.

Typography + Web Fonts

Easily add fonts from popular cloud providers like Google Web Fonts and Typekit or even upload your self-hosted fonts.

https://frontify.com/

BRAND STYLE GUIDES

- **Purpose:** establish guidelines for using core brand assets
- **Audience:** the entire organization, vendors and anyone making use of brand assets
- **Can include:** Logos, typography, color palette, file templates, assets, downloads, etc

writing

pattern libraries

code

voice and tone

design language

brand identity

writing

pattern libraries

code

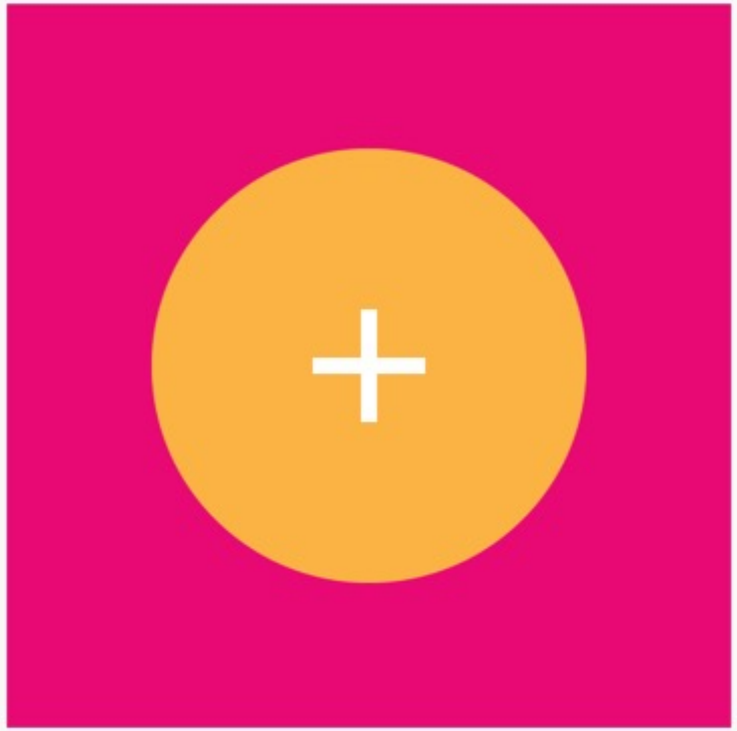
voice and tone

design language

brand identity

Material is the metaphor

A material metaphor is the unifying theory of a rationalized space and a system of motion. The material is grounded in tactile reality, inspired by the study of paper and ink, yet technologically advanced and open to imagination and magic.



Bold, graphic, intentional

The foundational elements of print-based design—typography, grids, space, scale, color, and use of imagery—guide visual treatments. These elements do far more than please the eye. They create hierarchy, meaning, and focus. Deliberate color

Motion provides meaning

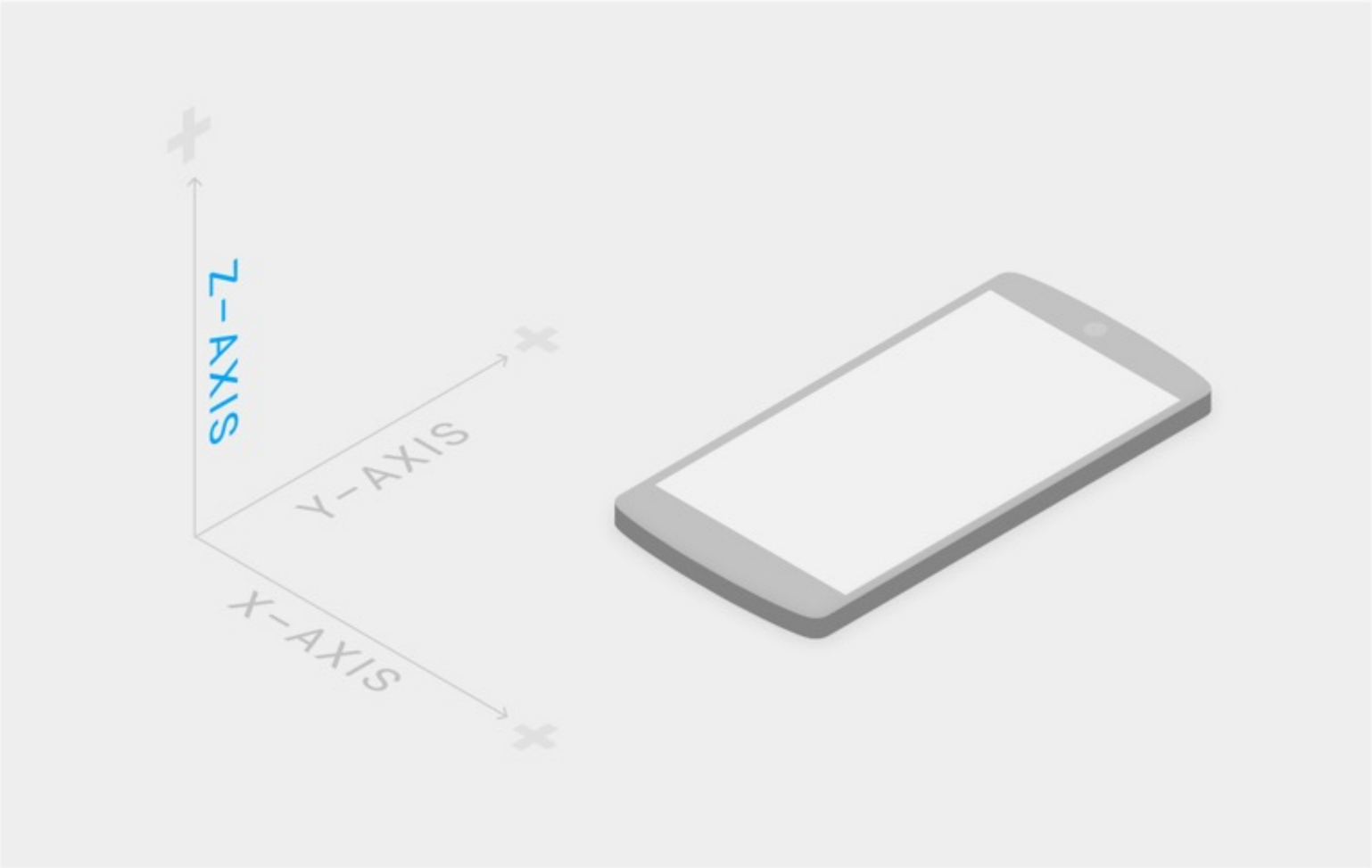
Motion respects and reinforces the user as the prime mover. Primary user actions are inflection points that initiate motion, transforming the whole design.

https://www.google.com/design/spec/material-design/

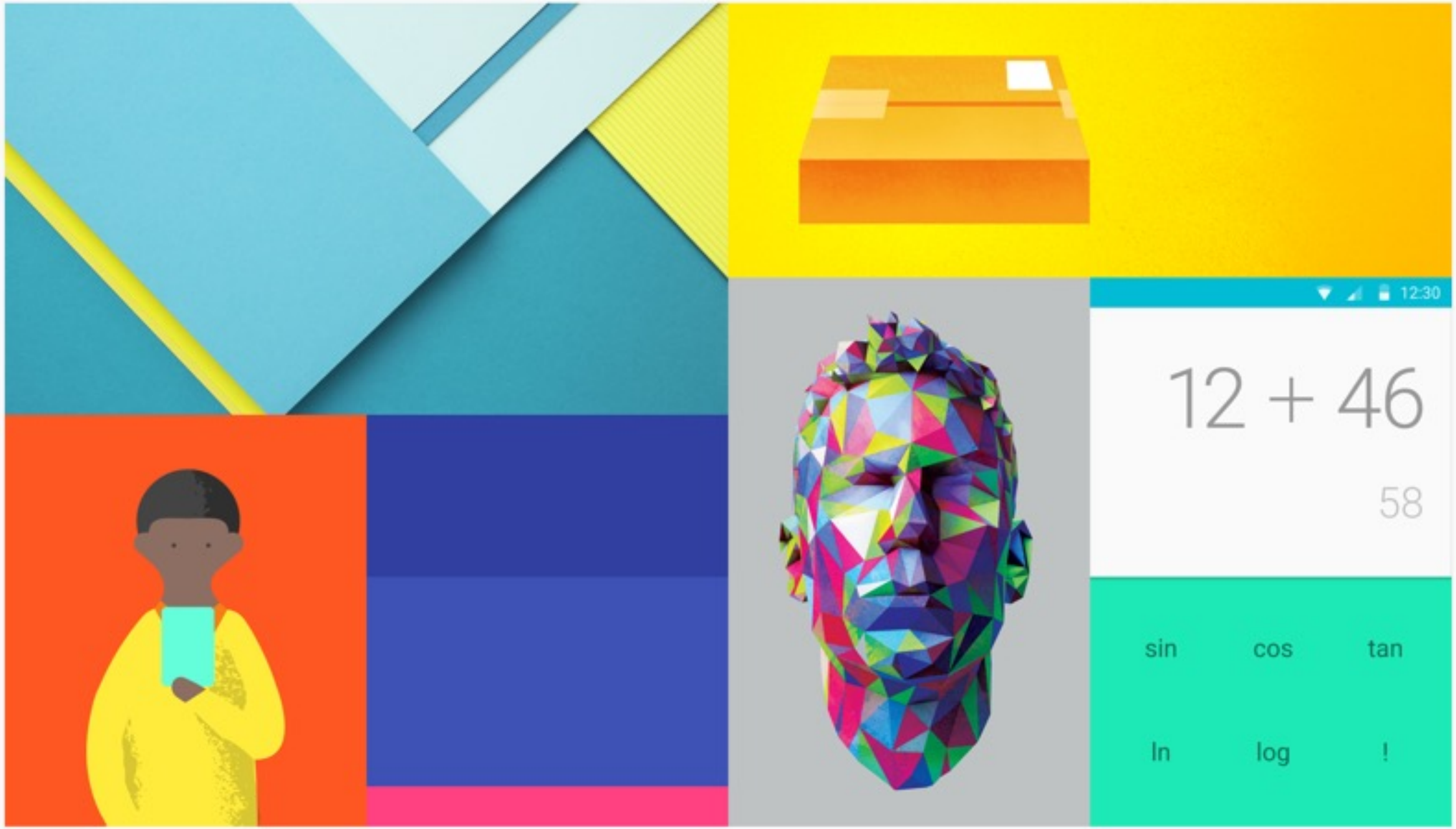
3D world

The material environment is a 3D space, which means all objects have x, y, and z dimensions. The z-axis is perpendicularly aligned to the plane of the display, with the positive z-axis extending towards the viewer. Every sheet of material occupies a single position along the z-axis and has a standard 1dp thickness.

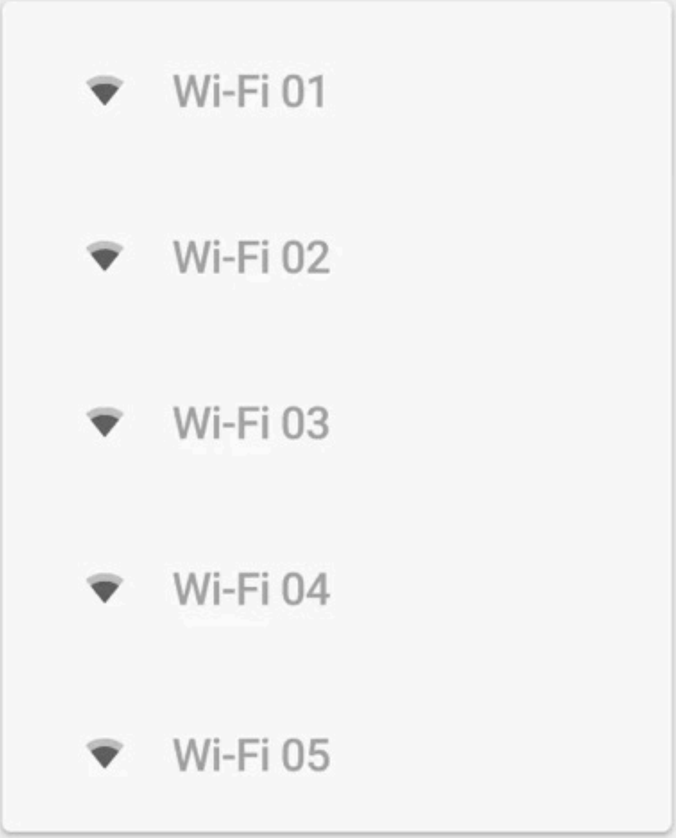
On the web, the z-axis is used for layering and not for perspective. The 3D world is emulated by manipulating the y-axis.

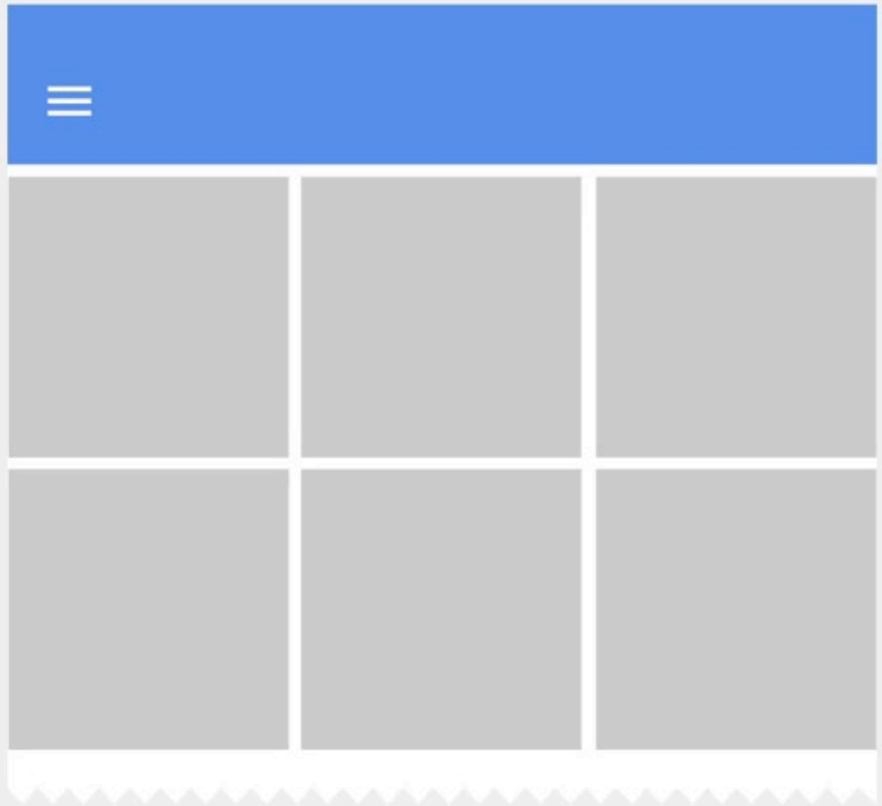


3D space with x, y, and z axes



Color in material design is inspired by bold hues juxtaposed with muted


Wi-Fi 01
Wi-Fi 02
Wi-Fi 03
Wi-Fi 04
Wi-Fi 05



DESIGN LANGUAGE GUIDELINES

- **Purpose:** establish a design language for cohesive user experience across a suite of products and services
- **Audience:** anyone creating user experiences for the organization, mostly designers
- **Can include:** design principles, brand overlap, aesthetics, ux principles, motion, etc

writing

pattern libraries

code

voice and tone

design language

brand identity

writing

pattern libraries

code

voice and tone

design language

brand identity

Voice & Tone

CONTENT TYPES

- Success Message
- App Copy
- Company Newsletter
- Blog
- App Copy 2
- Public Site
- Video Tutorial
- Guide
- Twitter, Facebook
- Knowledge Base
- Guide 2
- Blog 2
- Create Account Form

Before you write for MailChimp, it's important to think about our readers. Though our voice doesn't change much, our tone adapts to our users' feelings. This guide will show you how that works.

Get Started

© 2015 The Rocket Science Group

voiceandtone.com

CONTENT TYPES

Success Message
App Copy
Company Newsletter
Blog
App Copy 2
Public Site
Video Tutorial
Guide
Twitter, Facebook
Knowledge Base
Guide 2
Blog 2
Create Account Form
Public Site 2
Press Release
Public Site 3
Legal Content

SUCCESS MESSAGE

USER

Finished this week's campaign! Now I can enjoy the weekend.

USER'S FEELINGS

Relief
Pride
Joy
Anticipation

TIPS

- ✓ Pat these users on the back for getting a campaign out the door.
- ✓ They're probably feeling happy and relieved—use casual language that encourages those feelings.
- ✓ Feel free to be funny.

MAILCHIMP

Fine piece of work! You deserve a raise.

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CONTENT TYPES

- Success Message
- App Copy
- Company Newsletter
- Blog
- App Copy 2
- Public Site
- Video Tutorial
- Guide
- Twitter, Facebook
- Knowledge Base
- Guide 2
- Blog 2
- Create Account Form
- Public Site 2
- Press Release
- Public Site 3
- Legal Content

COMPLIANCE ALERT

USER

Oh no! I hope I don't get fired.

USER'S FEELINGS

- Confusion
- Stress
- Anger
- Helplessness
- Fear

TIPS

- ✓ Be straightforward. People who are upset want to know what's going on right away.
- ✓ Be calm. Don't use exclamation points or alarming words like "alert" or "immediately."
- ✓ Be serious. Don't joke around with frustrated people.

MAILCHIMP

We had to suspend your account with the username OHNO100, due to an unusually high unsubscribe rate on a campaign.

GO TO SECTION

Writing Goals and Principles

Voice and Tone

Writing About People

Grammar and Mechanics

Content Types

Web Elements

Writing Blog Posts

Writing Technical Content

Writing Legal Content

Writing Email Newsletters

Writing for Social Media

Welcome to the MailChimp Content Style Guide

This style guide was created for MailChimp employees, but we hope it's helpful for other content and communications teams too.

If you work at MailChimp

This is our company style guide. It helps us write clear and consistent content across teams and channels. Please use it as a reference when you're writing for MailChimp.

VOICE AND TONE GUIDELINES

- **Purpose:** establish and encourage a cohesive, appropriate tone across the entire user experience
- **Audience:** content creators and editors, anyone writing copy for the brand
- **Can include:** interface copy, marketing, documentation, blog posts, legal, alerts, etc

writing

pattern libraries

code

voice and tone

design language

brand identity

writing

pattern libraries

code

voice and tone

design language

brand identity

Style Guide

Intro | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W

The first requirement of *The Economist* is that it should be readily understandable. Clarity of writing usually follows clarity of thought. So think what you want to say, then say it as simply as possible. Keep in mind George Orwell's six elementary rules ("Politics and the English Language", 1946):

1. Never use a Metaphor, simile or other figure of speech which you are used to seeing in print.
2. Never use a long word where a short one will do (see Short words).
3. If it is possible to cut out a word, always cut it out (see Unnecessary words).
4. Never use the Passive where you can use the active.
5. Never use a foreign phrase, a scientific word or a Jargon word if you can think of an everyday English equivalent.
6. Break any of these rules sooner than say anything outright barbarous (see Iconoclasm).

Advertisement

http://www.economist.com/styleguide/

STANDARD COMMA

YOU KNOW BOB, SUE AND GREG?
THEY CAME TO MY HOUSE.

OXFORD COMMA
YOU KNOW BOB, SUE, AND GREG?
THEY CAME TO MY HOUSE.

WALKEN COMMA
YOU KNOW, BOB, SUE, AND GREG,
THEY CAME, TO MY HOUSE?

WRITING FOR THE WEB

Best practices

The way users **read on the web** is different from the way they read printed pages. For most people, **reading onscreen** is tiring for the eyes, and **25 per cent slower,** so users **scan** the page until they find information relevant to their search and then they read.

Create scannable pages by using:

- highlighted keywords
- meaningful sub-headings (rather than "clever" ones)
- bulleted lists
- one idea per paragraph
- inverted pyramid style (start with the conclusion)
- lean text (short paragraphs, short sentences, short words)

Get to the goods

The web is a **user-driven** medium. People want to **complete a task,** and do it quickly. If a website is difficult to navigate or read, they'll leave.

- **Focus on the user,** not on yourself. Users are self-absorbed and task-focused. Make sure they can complete their task, quickly and easily.

Web Style Guide
The Brand Online
Images, Graphics and Tables
Editorial Style Guide
Writing for the Web
- Reading and Scanning Behaviors
- Tone/Voice
- Titles and Headings
- Optimizing Page Content
- Hyperlinks and PDFs
- Meta Tags and SEO
- Fundamentals of Usability

Integrating Social Media
How Students Use the Web
Accessibility
CQ Training Blog
Complete Services Information (myDal)

http://www.dal.ca/webteam/web_style_guide/writing_for_the_web.html

WRITING STYLE GUIDES

- **Purpose:** establish and encourage a cohesive writing style across all properties
- **Audience:** content creators and editors, anyone writing copy for the brand
- **Can include:** grammar, proper content structure, general writing best practices

writing

pattern libraries

code

voice and tone

design language

brand identity

writing

pattern libraries

code

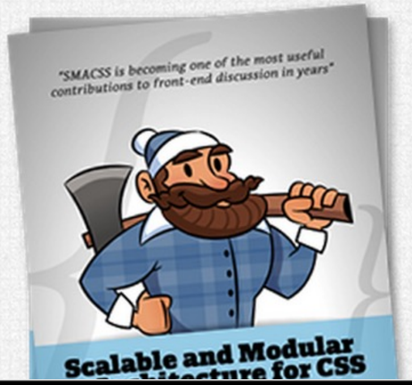
voice and tone

design language

brand identity

Scalable and Modular Architecture for CSS

A flexible guide to developing sites small and large.



"SMACSS is becoming one of the most useful contributions to front-end discussions in years" *

I've been analyzing my process (and the process of those around me) and figuring out how best to structure code for projects on a larger scale. What I've found is a process that works equally well for sites small and large.

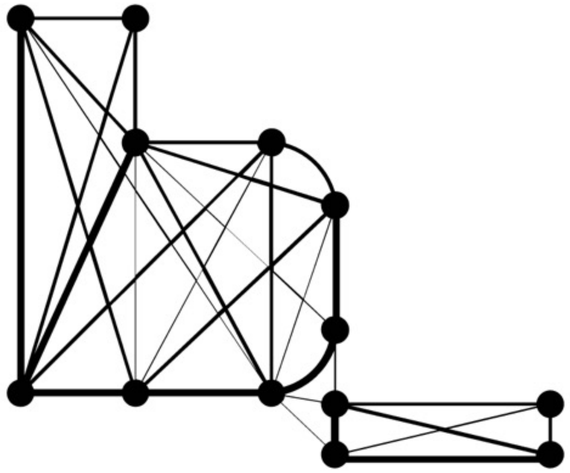
Learn how to structure your CSS to allow for flexibility and maintainability as your project and your team grows.

Forum RU

css { guide: lines; }

High-level advice and guidelines for writing sane, manageable, scalable CSS

Yandex



BEM

Object-Oriented CSS

Hosted

Play with these in Firebug to learn the basics.

Template
Grids
Module

Welcome, Velocity Conference participar

All the resources you need to get started are linked from the left nav
Exercises one and two can be completed in Firebug if you are comfo
finished file at the beginning of Exercise 3.

CSS SYNTAX GUIDELINES

```
.thisishowwedoit {

}
```

CSS SYNTAX GUIDELINES

```
.this-is-how-we-do-it {

}
```

CSS SYNTAX GUIDELINES

```
.thisIsHowWeDoIt {

}
```

CSS SYNTAX GUIDELINES

```
.this__is__how__we__do--it {

}
```

CSS SYNTAX GUIDELINES

```
.- -...- - ..- - —— .. . ..—— — {

}
```

Search GitHub

Explore Gist Blog Help

bradfrost

Styleguide

Overview | Primer (HTML & CSS) | JavaScript | Ruby | Mobile

It's dangerous to go alone. Take this!

Welcome to the internal GitHub styleguide, the best resource for folks interested in writing code for GitHub. We have a living **CSS styleguide**, **JavaScript styleguide**, some recommendations on how to write **Ruby code**, and more.

Internet friends: this is the guide we use for developing our own apps internally at GitHub. We encourage you to set up one that works for your own team. Feel free to peruse.

https://github.com/styleguide

Frontend Guidelines Questionnaire

A one-page questionnaire to help your team establish effective frontend guidelines, so that you can write consistent & cohesive code together.

HTML

HTML Principles

- **What are some general principles your team should follow when writing HTML?** *(for example, authoring semantic HTML5 markup, accessibility, etc. See these resources for inspiration)*

HTML Tools

- **Are you using an HTML preprocessor** *(such as HAML, Jade, etc)*?
- **Are you using a templating engine** *(such as Mustache, Handlebars, etc)*?
- **Does your backend architecture influence the frontend markup in any way** (for example, WordPress will add `wp-paginate` to a class in your markup)? If so, can you highlight these conventions?

HTML Style

- **Spaces or Tabs?**
- **What does HTML commenting look like?**

https://github.com/bradfrost/frontend-guidelines-questionnaire

CODE STYLE GUIDES

- **Purpose:** establish code standards for teams to write more cohesive, efficient, and maintainable code
- **Audience:** front-end developers, back-end developers, 3rd party developers, summer interns, developers developers developers
- **Can include:** development principles, HTML structure guidelines, CSS architecture, syntax, best practices, JS style and best practices, backend language syntax and best practices

writing

pattern libraries

code

voice and tone

design language

brand identity

writing

pattern libraries

code

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design language

brand identity

9 Navigation

9.1 Persistent Subnavigation

About this item | Reviews | Accessories | Other info

CODE </>

9.2 Persistent Back to Top

CODE </>

9.3 Breadcrumb

All Departments › Apparel › Women › Dresses › Sundress

.BREADCRUMB-LIST-MINI

All Departments › Apparel › Women › Dresses › Sundress

http://walmartlabs.github.io/web-style-guide

7 Buttons

7.1 Standard Buttons

Button | Link | Disabled Button | Disabled Link

.BTN-INVERSE

Button | Link | Disabled Button | Disabled Link

.BTN-PRIMARY

Button | Link | Disabled Button | Disabled Link

.BTN-COMPACT

Button | Link | Disabled Button | Disabled Link

.BTN-MINI

Button | Link | Disabled Button | Disabled Link

.BTN-LARGE

Button | Link | Disabled Button | Disabled Link

.BTN-BLOCK

8.3 Dropdowns

Options

.DROPDOWN-ALT

Options

.DROPDOWN-DARK

Options

.DROPDOWN-WIDE

Options

.DROPDOWN-ALT.DROPDOWN-WIDE

Options

.DROPDOWN-DARK.DROPDOWN-WIDE

Options

.DROPDOWN-FULL

Options

.DROPDOWN-LINK

Options

CODE </>

.wmicon-cart
.wmicon-gift
.wmicon-card
.wmicon-help
.wmicon-zoom-out
.wmicon-grid
.wmicon-package
.wmicon-print
.wmicon-twitter
.wmicon-facebook
.wmicon-google-plus
.wmicon-vudu
.wmicon-mobile
.wmicon-add-to-list
.wmicon-add
.wmicon-list
.wmicon-pin
.wmicon-search
.wmicon-zoom
.wmicon-menu
.wmicon-lock
.wmicon-truck
.wmicon-mail
.wmicon-pinterest
.wmicon-youtube
.wmicon-instagram
.wmicon-vudu-alt
.wmicon-add-to-cart
.wmicon-store
.wmicon-weekly-ad

14 Product Tiles

14.1 Brick

Farberware 15pc Forged Cutlery Set

Quantity 1

$29.97

CODE </>

14.2 Tile

Deprecated: This component is deprecated. Do not use it in old or new projects. Pages using it may break at any time.

10.2 Shelf Sidebar

Brands

- [x] Alexis Taylor
- [x] Bella Bird
- [x] Miss Tina
- [x] Stitch

Price

Colors

CODE </>

10.3 Stars

★★★½☆ (123)

PATTERN LIBRARIES

- **Purpose:** establish and maintain an effective interface design system to create consistent UIs, speed up production, and create a watering hole for the team
- **Audience:** anyone touching the project: designers, developers, project managers, product owners, etc
- **Can include:** global elements, typography, image types, lists, navigation, blocks, media, animations, literally anything you include in a UI

writing

pattern libraries

code

voice and tone

design language

brand identity

writing

pattern libraries

code

voice and tone

design language

brand identity

MAKING DESIGN SYSTEMS HAPPEN

$ELL IT.

BENEFITS OF PATTERN LIBRARIES

- **Promotes UI consistency & cohesion** = more conversions & $$$$$

Consistency is one of the most powerful usability principles: when things always behave the same, users don't have to worry about what will happen. Instead, they know what will happen based on earlier experience.

-Jakob Nielson

http://www.nngroup.com/articles/top-10-mistakes-web-design/

BENEFITS OF PATTERN LIBRARIES

- **Promotes UI consistency & cohesion** = more conversions & $$$$$
- **Faster production** = roll out more features & iterations faster than ever

MailChimp Status

All Clear
less than a minute ago

Status History →

App

What datacenter am I using? →

US1 is Good 3 minutes ago	**100%** Uptime today	**100%** Uptime last 7 days	**99.98%** Uptime last 30 days	Full Report →
US2 is Good 5 minutes ago	**100%** Uptime today	**100%** Uptime last 7 days	**100%** Uptime last 30 days	Full Report →
US3 is Good 6 minutes ago	**100%** Uptime today	**100%** Uptime last 7 days	**100%** Uptime last 30 days	Full Report →

[The status page] is one of those pages that not a lot of people will see. We call them the dark corners. But we just copied and pasted a pattern, changed a few things, and in twenty minutes we had built a system that was responsive; it looked great on mobile and it was nice to look at.

-Federico Holgado

http://styleguides.io/podcast/federico-holgado/

By having a pattern you could actually use that's already 95% of the way there, it brings up the quality of everything so those dark corners actually aren't so dark any more.

-Federico Holgado

http://styleguides.io/podcast/federico-holgado/

Dave Rupert
@davatron5000

Following

Pssst... having a style guide means I took a really rough new feature prototype into production ready design in under 1hr...

RETWEETS
49

LIKES
116

10:33 AM - 10 Jun 2016

49 116

BENEFITS OF PATTERN LIBRARIES

- **Promotes UI consistency & cohesion** = more conversions & $$$$$
- **Faster production** = roll out more features & iterations faster than ever
- **Shared vocabulary** = more time collaborating & less time in meetings

BENEFITS OF PATTERN LIBRARIES

- **Promotes UI consistency & cohesion** = more conversions & $$$$$
- **Faster production** = roll out more features & iterations faster than ever
- **Shared vocabulary** = more time collaborating & less time in meetings
- **Easier to test** = more responsive, performant, and accessible experiences

Pattern libraries make what you change in production a lot more easy to manage over the long term; you're able to debug things more effectively. You have a view into how your code looks across a site versus having various artifacts show up across hundreds of pages.

-Lincoln Mongillo

http://styleguides.io/podcast/lincoln-mongillo/

BENEFITS OF PATTERN LIBRARIES

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- **Useful reference** = an essential resource and hub for best practices

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- **Easier to test** = more responsive, performant, and accessible experiences
- **Useful reference** = an essential resource and hub for best practices
- **Future-friendly foundation** = modify, extend, & improve upon over time

SHOW, DON’T TELL.

CSS Stats

Tweet GitHub

Parse CSS

URI

URL, Domain, or Direct CSS Link

Go

View Stats for Popular Sites and Frameworks

http://cssstats.com

Facebook

194 KB

2,482
Rules

3,236
Selectors

5,973
Declarations

102
Properties

Total Declarations

Font Size	Font	Width	Height	Color	Background Color
152	43	491	424	224	160

40 Unique Colors

Aa Aa Aa Aa Aa

Header Type

Font Size: 75px

Font-Base: Cape

Font-Size: 16px

Line-Height:

11 Unique Font Families

'helvetica neue',helvetica, arial, 'lucida grande', sans-serif

'Freight Sans Bold','lucida grande',tahoma,verdana,arial,sans-serif

'Freight Sans', 'lucida grande',tahoma,verdana,arial,sans -serif

'lucida grande',tahoma,verdana,arial,sans-serif

Arial, sans-serif

Lucida Grande, sans-serif

Segoe UI, sans-serif

Tahoma, sans-serif

Trebuchet MS, sans-serif

Verdana, sans-serif

helvetica, arial, 'lucida grande', sans-serif

INTERFACE INVENTORY

Many are familiar with the concept of a content inventory. Content audits are usually performed in the early stages of a website redesign process to take stock of all a site's content. It's a tedious process involving spreadsheets and caffeine, but the hard work pays off. You end up all your content laid out on the table, which gives you a new perspective on what your content is and how to tackle it.

Enter the interface inventory.

An interface inventory is similar to a content inventory, only instead of sifting through and categorizing content, you're

http://bradfrostweb.com/blog/post/interface-inventory

Sheets | Charts | SmartArt Graphics | WordArt

American Institute for Psychoanalysis - aipnyc.org | Final Deliverable

	Page ID Number	Level 1 Page Title	Level 2 Page Title	Level 3 Page Title	Level 4 Page Title	Level 5 Page Title	Current URL	Format	Content Type	Last Updated	3rd Party Content	NOTES
3		FILL COLOR KEY:			TEXT COLOR KEY:							
4		Blue Fill: distinct page			Black Text: Page level content, or links that aren't in the left nav.							
5		Rose Fill: form			Green Text: Cross link (represented elsewhere on spreadsheet or on site							
6		Purple Fill: outside link			Red Text: outstanding questions							
12	1.0	The Institute										create new "institute" folder/path
13	1.1		About The Institute				http://aipnyc.org/aboutus.html					rename to "About Us" for consistenc
14	1.2.0		History				http://aipnyc.org/history.html					
15	1.2.1			Karen Honey Biography			http://aipnyc.org/institute/biography.html					
16	1.2.2			biography.pdf			http://aipnyc.org/biography.pdf	pdf				
17	1.2.3			Karen Horney: A Bibliography of Writings By Bernard J.Paris			http://aipnyc.org/institute/bibliography.html					
18	1.2.4			bibliography.pdf			http://aipnyc.org/bibliography.pdf	pdf				
19	1.3		Mission				http://aipnyc.org/mission.html					
20	1.4		Participatory Organization				http://aipnyc.org/po.html					
21	1.5.0		Ethics Code				http://aipnyc.org/ethics.html					
22	1.5.1			Ethics Code			http://aipnyc.org/ethics2.html					
23	1.5.2			Statement of Ethical Principles			http://aipnyc.org/ethics.pdf	pdf				
24	1.6		Friends of AIP				http://aipnyc.org/friends.html					
25	1.7		What is psychoanalysis?				http://aipnyc.org/therapist/psychoanalysis.html					move to under "Find a Therapist"
26	1.8.0		What does a psychoanalyst do?				http://aipnyc.org/therapist/do.html					move to under "Find a Therapist"
27	1.8.1			Is psychoanalysis right for you?			http://aipnyc.org/therapist/foryou.html					move to under "Find a Therapist"
28	2.0	Training										create new "training" folder/path
29	2.1		Introduction				http://aipnyc.org/introduction.html					
30	2.2.0.0		Certificate Program in Psychoanalysis				http://aipnyc.org/analysis.html					
31	2.2.1.0			Four-year curriculum			http://aipnyc.org/fouryear.html					
32	2.2.1.1				AIP Training Program in Psychoanalysis		http://aipnyc.org/training-analysis.html					
33	2.2.1.2				AIP Training Program in Pscyhoanalysis		http://aipnyc.org/training.analysis.pdf	pdf				
34	2.2.2.0			Supervised Clinical Work			http://aipnyc.org/supervised.html					
35	2.2.2.1				Supervised Clinical Work		http://aipnyc.org/supervised2.html					
36	2.2.2.2				AIP Supervised Clinical Work		http://aipnyc.org/supervised.pdf	pdf				
37	2.2.3			Personal Analysis			http://aipnyc.org/personal.html					
38	2.3.0		Certificate Program in Psychodynamic Psychoanalysis				http://aipnyc.org/dynamic.html					
39	2.3.1			Two-year curriculum			http://aipnyc.org/twoyear.html					
40	2.3.1.1				Training Program in Psychodynamic Psychoth		http://aipnyc.org/dyanmiccourses.html					
41	2.3.1.2				Courses		http://aipnyc.org/courses.dynamic.pdf	pdf				broken link
42	2.3.2			Individual and group supervision			http://aipnyc.org/supervised.html					
43	2.3.3			Personal Psychotherapy			http://aipnyc.org/personal2.html					
44	2.4.0		How to Apply				http://aipnyc.org/apply.html					
45	2.4.1			application.pdf			http://aipnyc.org/application.pdf	pdf				
46	3.0	Find a Therapist										create new "therapist" folder/path
47	3.1.0		Find a Seasoned Clinician				http://aipnyc.org/therapist/find.html					
48	3.1.1			Clinician Form			http://www.aipreferral.org/newconsult.html	webform				
49	3.1.2			Clinician Link							http://www.	link directly to: http://www.aipreferral
50	3.2.0		Low-Cost Referrals and Treatment				http://aipnyc.org/therapist/lowcost.html					
51	3.2.1			Form				webform				
52	3.2.2			Treatment Link							http://www.	link directly to: http://www.aipreferral
53	4.0	Special Offerings										rename to "Resources"; create new
60	5.0	Events										create new events" folder/path
74		Current Students					http://www.aipnyc.org/students/login.html					Delete - does not work
75	6.0	ABOUT US					http://aipnyc.org/about.html					Should be the same as /institute/abo
76	7.0	SITEMAP					http://aipnyc.org/sitemap.html					Many errors - incorrect & broken link
77	8.0.0	LINKS					http://aipnyc.org/links.html					

Content Inventory | Final Deliverable

Learn More

Search

More Check-in options

See More

Learn more

Shop now

Learn More

Search

Book now >

Book now >

LEARN MORE

Go

1

ROUND UP THE TROOPS

2

PREPARE TO SCREENSHOT

Interface Inventory Template

brad@bradfrost.com

File Edit View Insert Slide Format Arrange Tools Table Help Last edit was ...

Present Comments Share

Background... Layout Theme... Transition...

1 Interface Inventory

2 Global

3 Navigation

4 Image Types

5 Icons

Interface Inventory

More info about interface inventories

http://bit.ly/interfaceinventory

3

SCREENSHOT EXERCISE

INTERFACE INVENTORY CATEGORIES

- Global
- Image types
- Icons
- Navigation
- Forms
- Buttons
- Interactive Components
- Media
- Headings
- Blocks
- Lists
- 3rd party stuff
- Advertising
- Messaging
- Animation
- Colors

SIGN ON

GO

Maximize Cash Flow

Raise Capital

Mitigate Risk

Go International

Learn More ›

Sign on to PINACLE® ▸

What is PNC Purchase Payback

How PNC Purchase Payback Works

Get Connected ▸

GET RATES

Enroll Mobile Device

Get Started »

Sign On

Next Step

Learn More »

Add Reminder

Search Transactions

Export All

Print Spend

Print Reserve

Check Rates ›

Savings History

Customize Your Pig

Add

Sign On ▶

Apply Now ›

Continue

Search ▸

Go

CLEAR

SUBMIT

Rate Virtual Wallet

Share Your Story

Sign On ›

+ Add transaction

Show Bars

GO ▸

Set Payday

Try Again

Sign Up for V.me

Learn More ›

Learn More »

User ID:

GO

User ID: SIGN ON

Amount:

Date:

mm/dd/yyyy

Primary Telephone Number:

Secondary Telephone Number:

Fax Number:

Loan Amount

Refinance

Purchase

Password: Forgot Password?

Monthly Housing Payment

$

Mother's Maiden Name

Search Address

by Address or Zip Code

Address

City State

Zip Code

Select Service

From: Select an Account

To: Select an Account

Account: Select an account

Subject: Select a Subject

Date: 02/28/2013

Attachments:* Choose File No file chosen

Choose File No file chosen

*Size limit of 8 MB per message

Housing Status

Message:

Employed Retired Unemployed

Branches

- Coin Counter
- Safe Deposit Boxes
- Handicapped Access
- Supermarket Branches

ATMs

- Stamps
- Talking ATMs
- Personalized ATMs

I would like to add a Co-Applicant for this credit card.

4

PRESENT FINDINGS

http://www.pointswestav.com/wp-content/uploads/2011/04/Projector-meeting.jpg

5

REGROUP & NEXT STEPS

INTERFACE INVENTORY

- Documents your interface design patterns
- Points out inconsistencies
- Helps get buy-in from organization
- Establishes scope of work
- Plants the seeds of a shared vocabulary
- Lays the groundwork for a future pattern library

AND IF THE BOSS STILL SAYS NO,
DO IT ANYWAYS.

IN ORDER TO MAKE THE WHOLE,
YOU NEED TO MAKE THE PARTS.

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www.multiscsreen-ux-design.com (Wolfram Nagel / SETU GmbH)

special thanks to Wolfram Nagel, SETU GmbH

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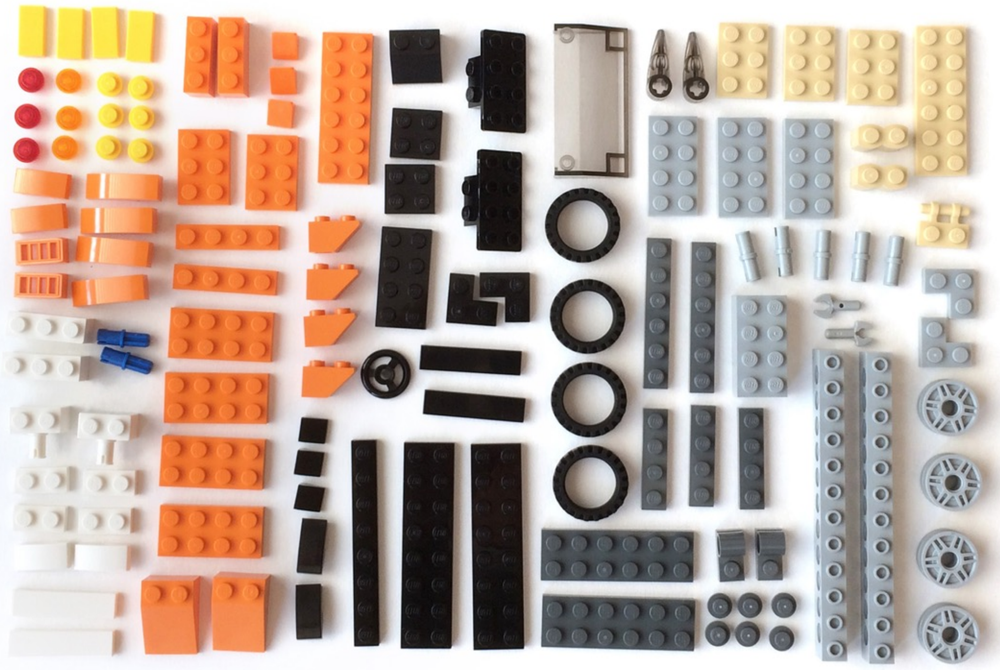

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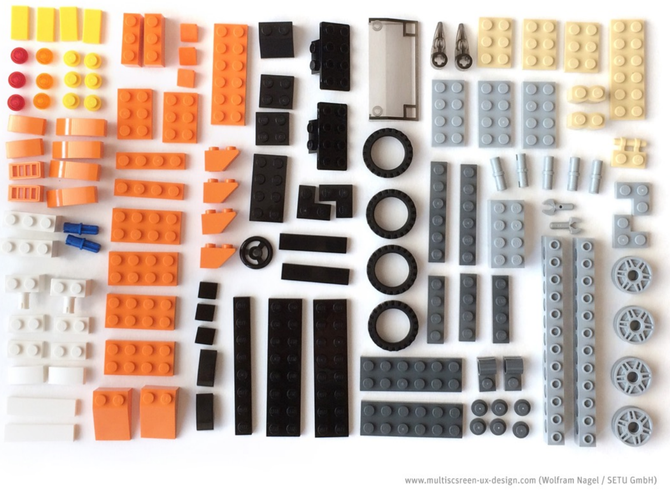

www.multiscsreen-ux-design.com (Wolfram Nagel / SETU GmbH)

ATOMIC DESIGN

ATOMS
MOLECULES
ORGANISMS
TEMPLATES
PAGES

ATOMS
MOLECULES
ORGANISMS
TEMPLATES
PAGES

SEARCH THE SITE

LABEL

ENTER KEYWORD

INPUT

SEARCH

BUTTON

ATOMS
MOLECULES
ORGANISMS
TEMPLATES
PAGES

SEARCH THE SITE

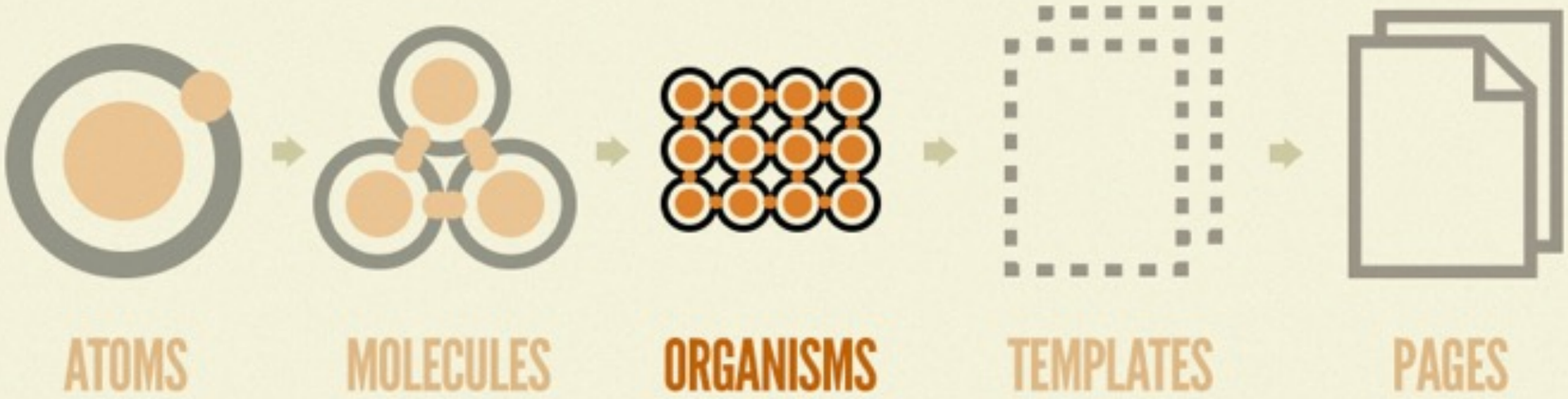
ENTER KEYWORD

SEARCH

SEARCH THE SITE

ENTER KEYWORD

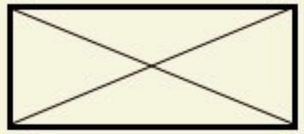
SEARCH


ATOMS
MOLECULES
ORGANISMS
TEMPLATES
PAGES

SEARCH THE SITE

ENTER KEYWORD

SEARCH



Home About Blog Contact

SEARCH THE SITE

ENTER KEYWORD SEARCH

Home Mail Answers Groups Flickr Tumblr Games Live Screen Mobile More Upgrade to the new Firefox »

YAHOO! Search Web My Yahoo Sign In Mail

OLD NAVY BANANA REPUBLIC ATHLETA FREE RETURNS ON ALL ORDERS DETAILS Sign In Your Account

Search Facebook Brad Home 2

The New York Times TRY TIMES PREMIER brad_frost

Search Tumblr

Medium HOME TOP STORIES BOOKMARKS Search Medium Write a story 15

Google brad@bradfrost.com

Home Notifications Messages Discover Search Twitter Tweet

Etsy Search for items or shops Search Browse Register Sign In Cart

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Carnegie Mellon University SEARCH

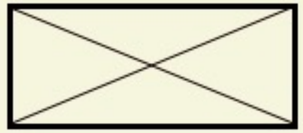
Mesh sweater top
$39.95
Now $31.96

Sweater tank top
$49.95
Now $39.96

Mesh sweater
$59.95
Now $41.96

Shadow-stripe sweater
$39.95
Now $27.96

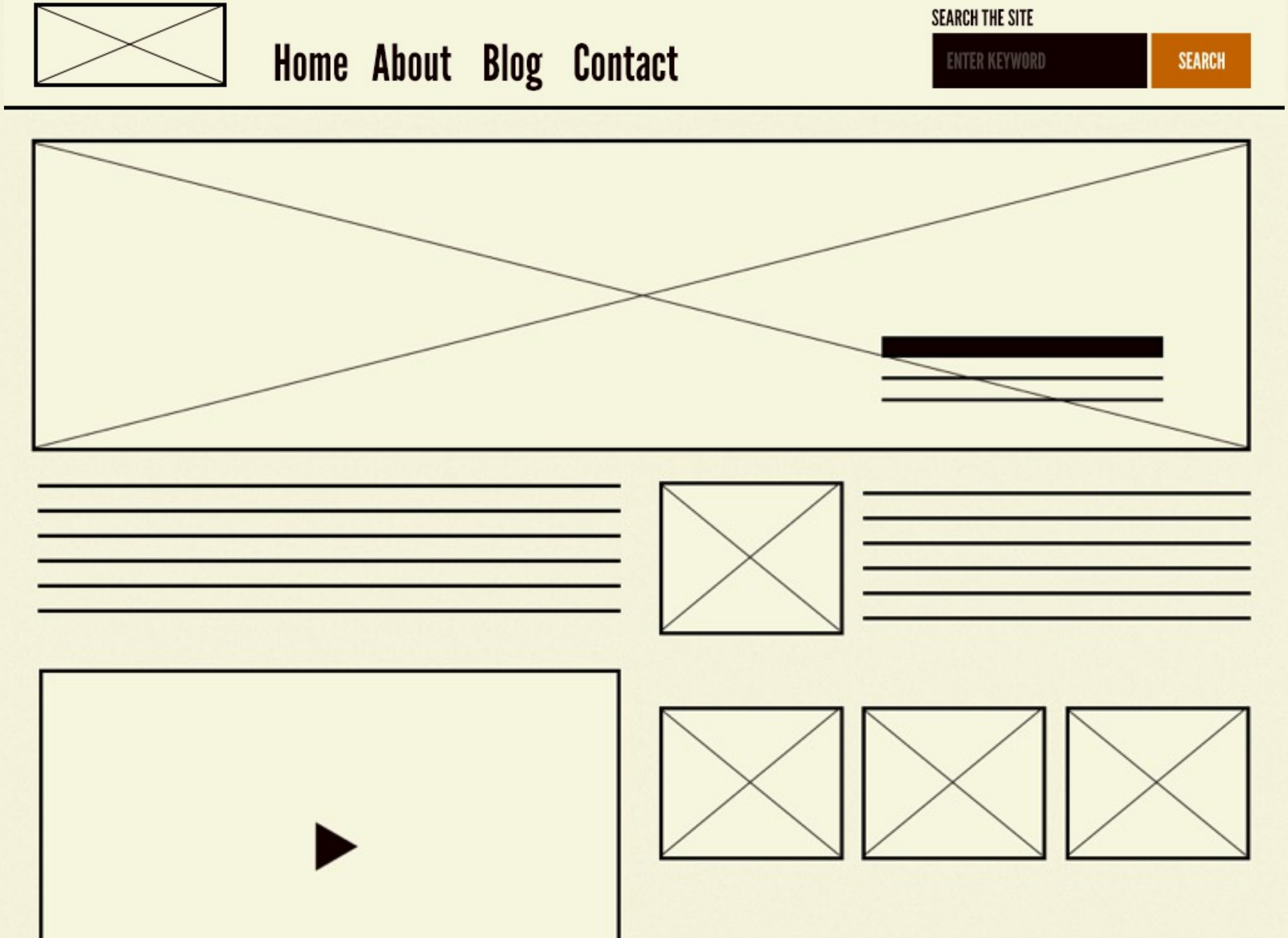
ATOMS
MOLECULES
ORGANISMS
TEMPLATES
PAGES



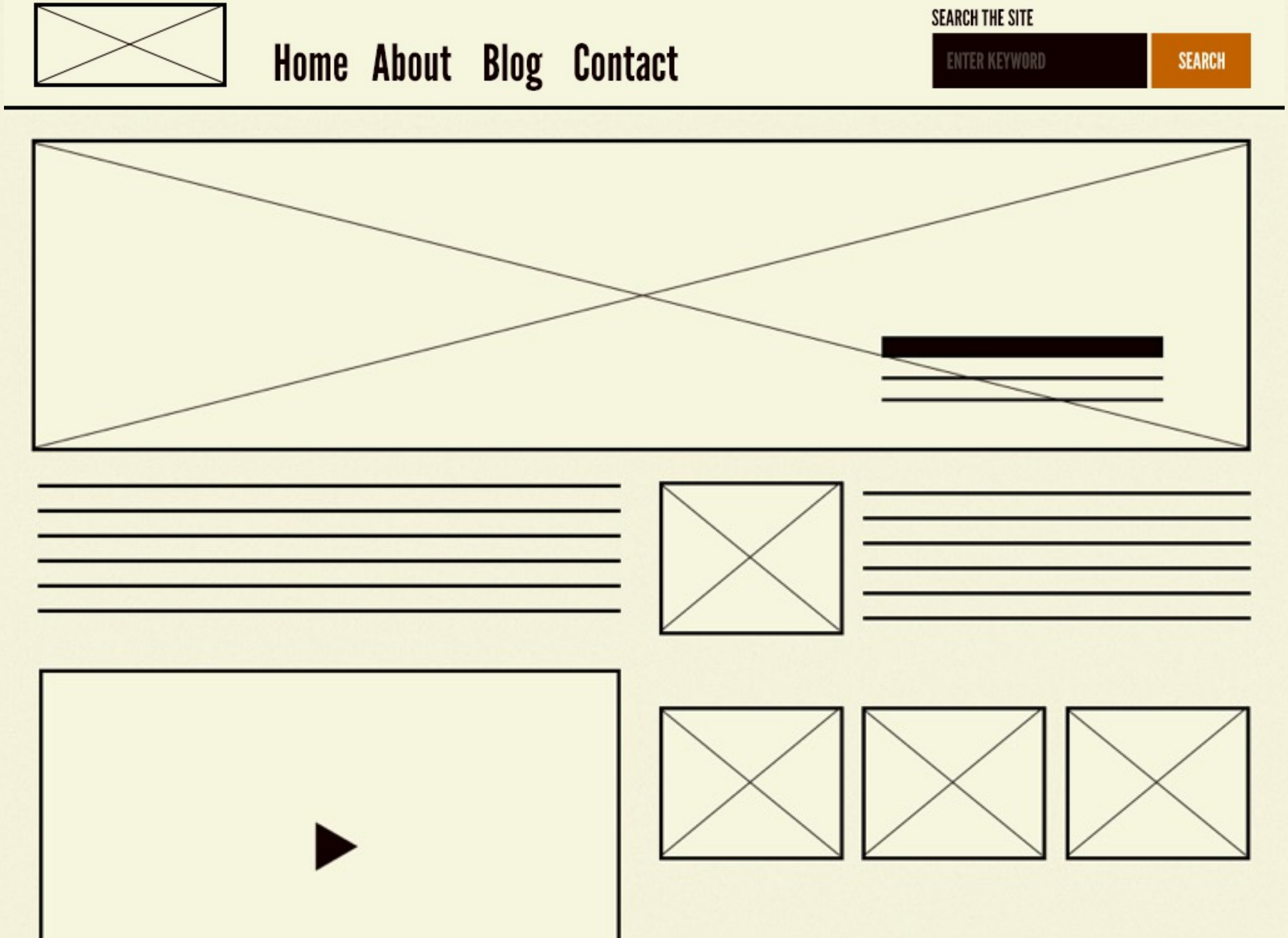
Home About Blog Contact

SEARCH THE SITE

ENTER KEYWORD SEARCH


Home
About
Blog
Contact
SEARCH THE SITE
ENTER KEYWORD
SEARCH

ATOMS
MOLECULES
ORGANISMS
TEMPLATES
PAGES


Home
About
Blog
Contact
SEARCH THE SITE
ENTER KEYWORD
SEARCH

Home About Blog Contact

SEARCH THE SITE

ENTER KEYWORD SEARCH

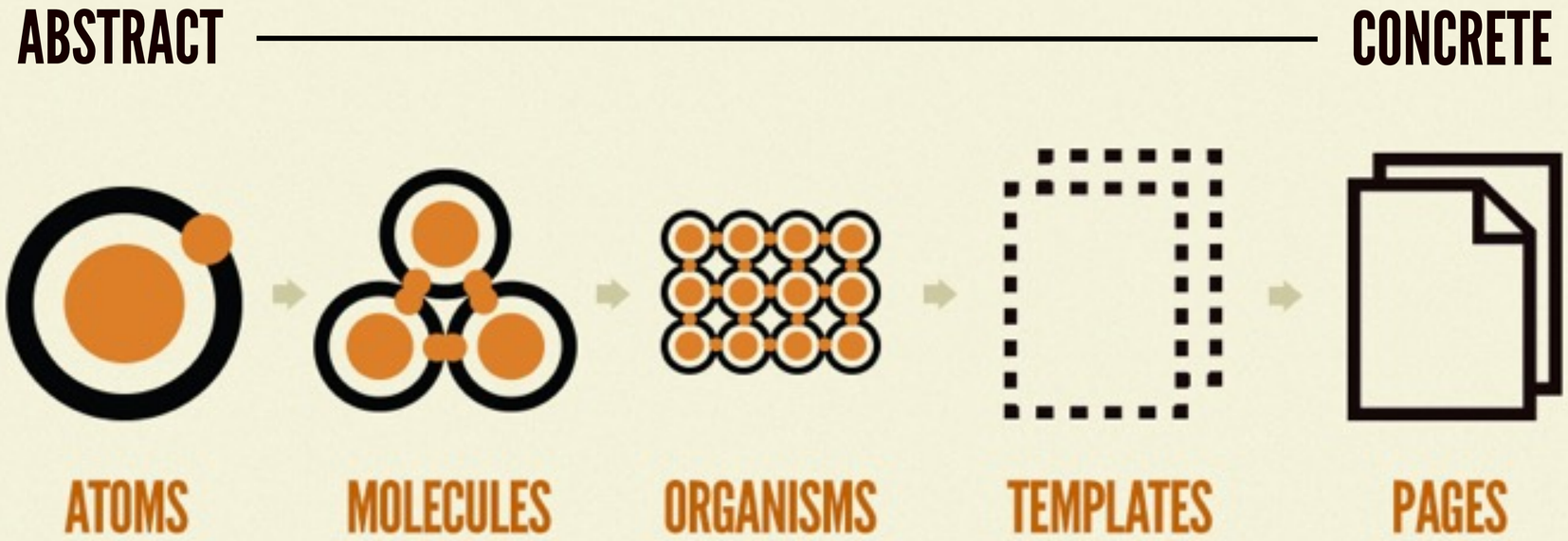
Home About Blog Contact

SEARCH THE SITE

ENTER KEYWORD SEARCH

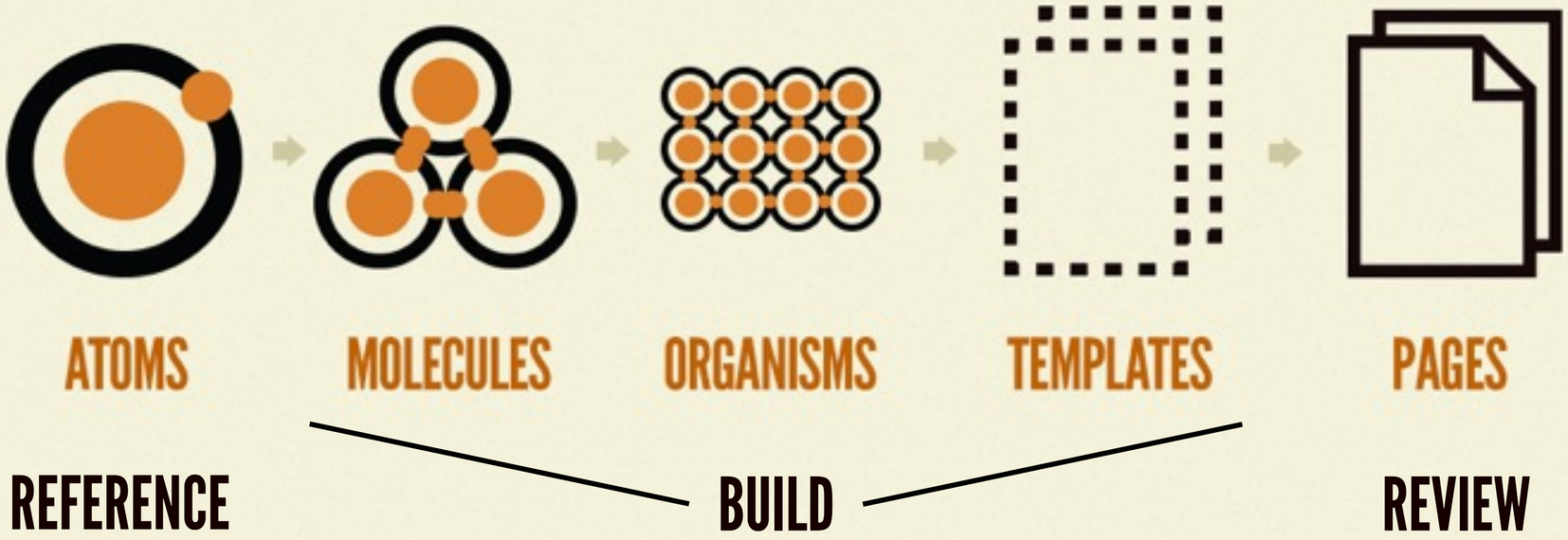
Alert: due to inclement weather, the ski lifts and lodge areas will be closed between 9AM-7PM on Monday, January 23rd, 2018

ATOMS
MOLECULES
ORGANISMS
TEMPLATES
PAGES


ABSTRACT
CONCRETE
ATOMS
MOLECULES
ORGANISMS
TEMPLATES
PAGES

ABSTRACT — CONCRETE

CREATORS — CLIENTS


ATOMS
MOLECULES
ORGANISMS
TEMPLATES
PAGES
REFERENCE
BUILD
REVIEW

ATOMS
PHOTO
XXXXXX likes
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MOLECULES
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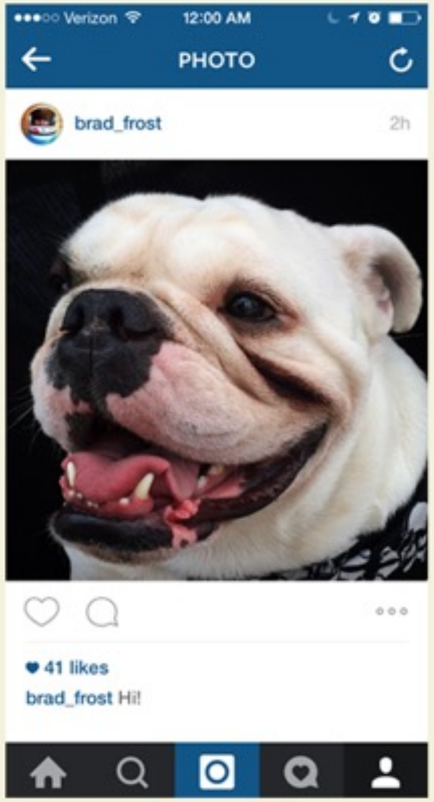
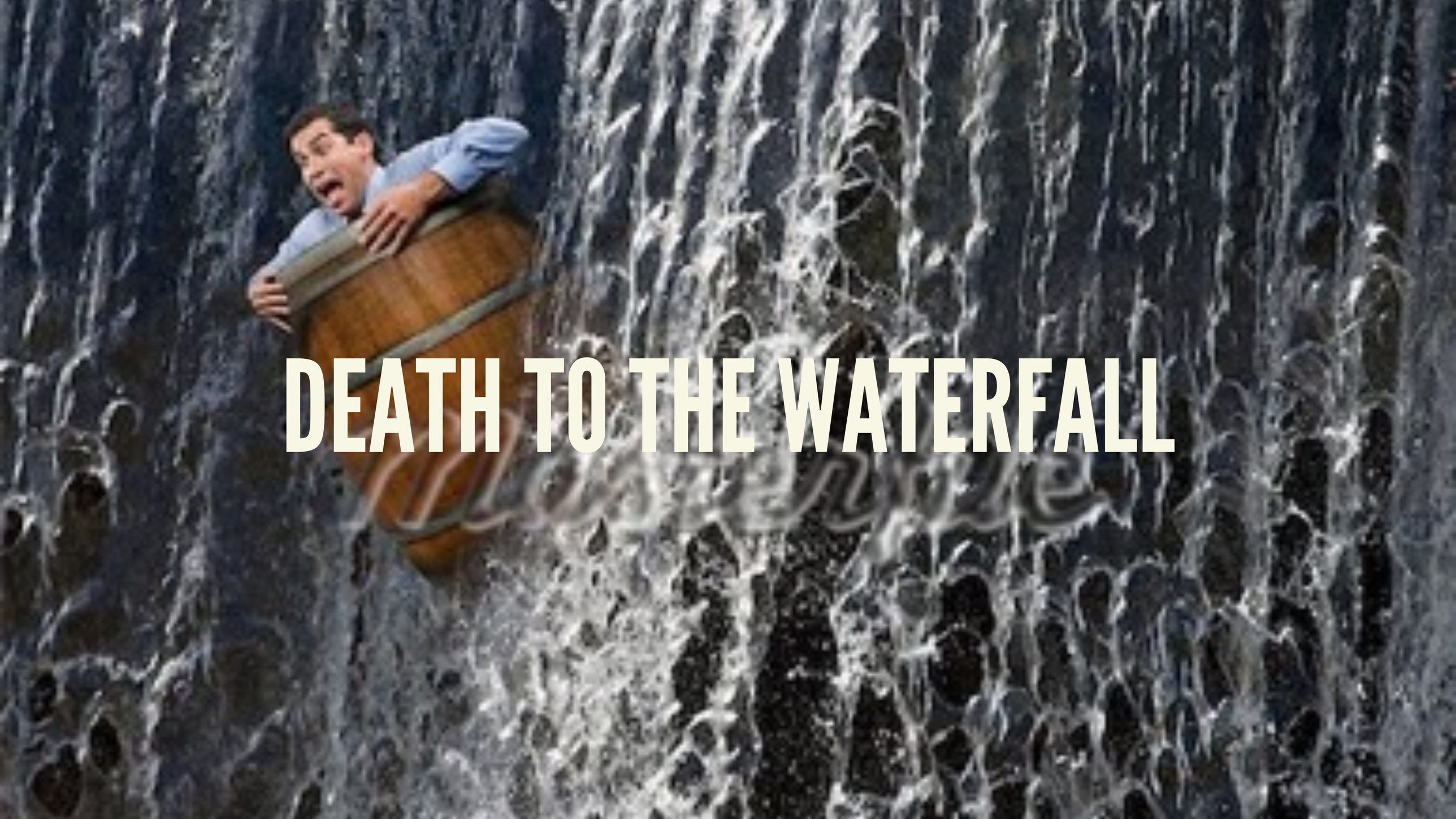

PAGES
Verizon
12:00 AM
PHOTO
brad_frost
2h
41 likes
brad_frost Hi!

https://medium.com/ge-design/ges-predix-design-system-8236d47b0891

ATOMIC DESIGN IS A HELPFUL MENTAL MODEL, NOT RIGID DOGMA.


DEATH TO THE WATERFALL

INFORMATION ARCHITECTURE

VISUAL DESIGN

DEVELOPMENT

brad frost

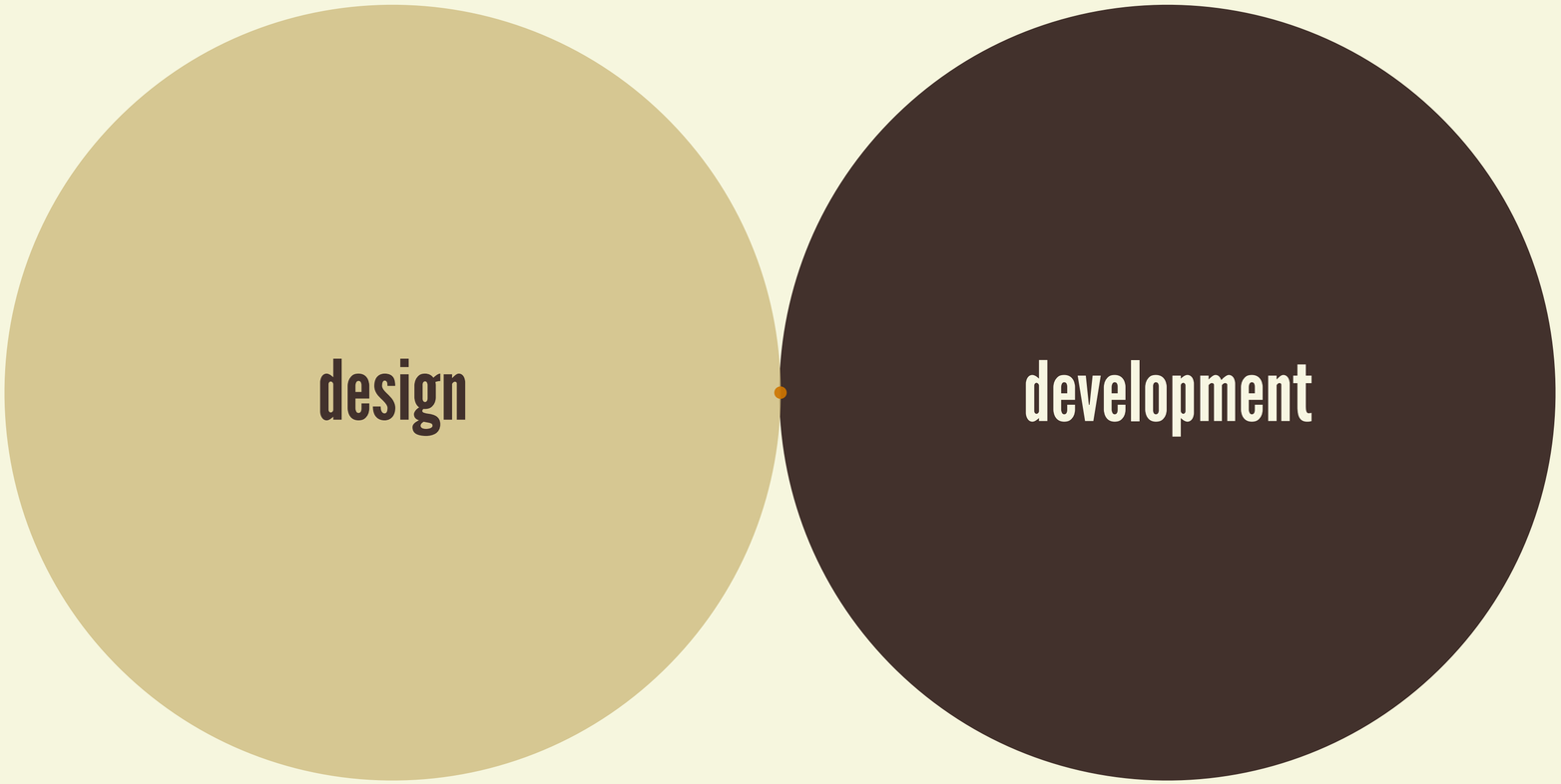
web blog speaking contact

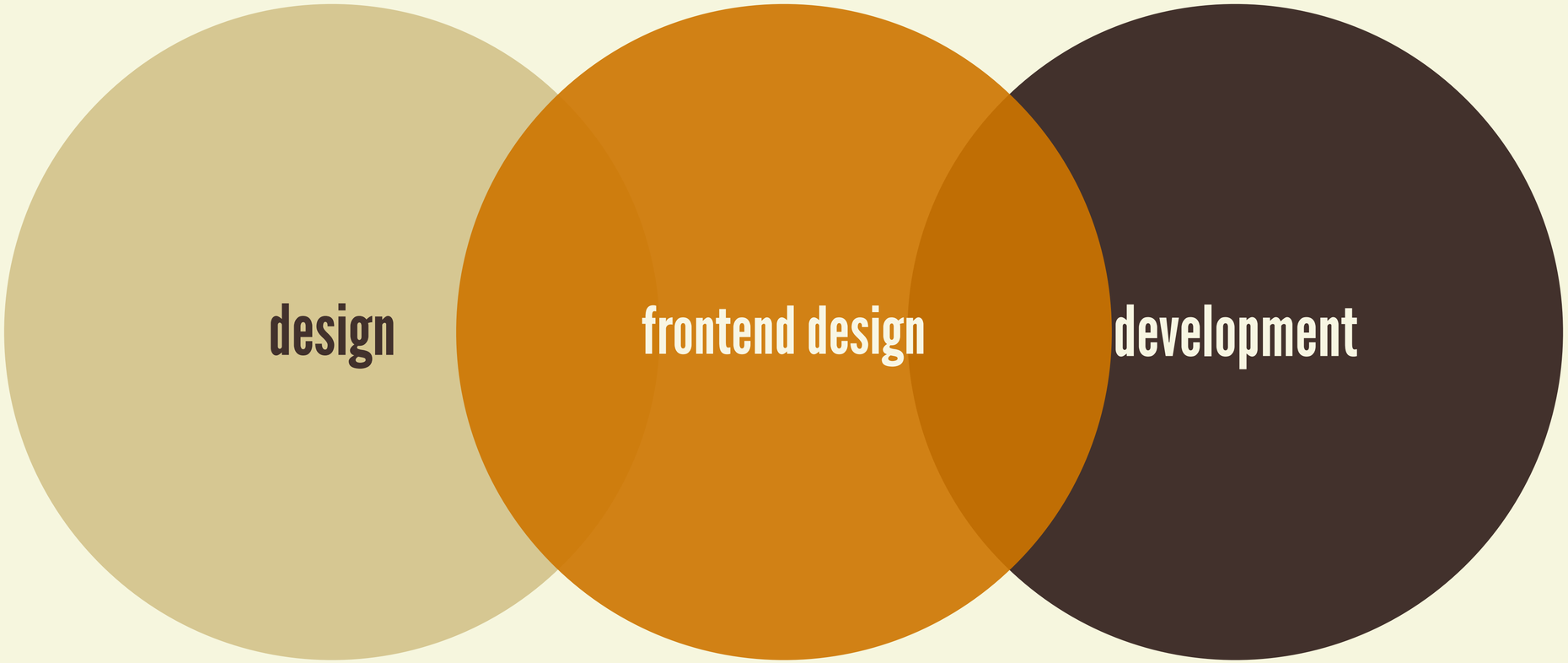
DEVELOPMENT IS DESIGN

I recently received this email from a startup:

> *We're a startup in San Francisco looking to launch a 5-page website this October. We would deliver all wireframes, web content, and design PSDs. We just need a front-end pro to develop the site. While the site is straightforward, we do have high dev*

http://bradfrost.com/blog/post/development-is-design/


design
development


design
frontend design
development

INFORMATION ARCHITECTURE

VISUAL DESIGN

DEVELOPMENT

INFORMATION ARCHITECTURE

VISUAL DESIGN

DEVELOPMENT

INFORMATION ARCHITECTURE

VISUAL DESIGN

DEVELOPMENT

ESTABLISH DIRECTION

File Edit View Insert Format Data Tools Add-ons Help Last edit was made 6 days ago by Adam McClean

Node 2 includes individual conditions (e.g. Conditions > Diabetes), so let's design a Diabetes landing page as an example.

	A	B	C	D
1	Node 2 includes individual conditions (e.g. Conditions > Diabetes), so let's design a Diabetes landing page as an example.			http://diabetes.about.com
2				
3	**Organism**	**Molecule**	**Description**	**Example content**
4	Header			
5		Logo		
6		Navigation		
7		Search		
8	Topic trends		For pages inside a condition section, this toolbar will display popular tags/entities for the condition topic. Small screens: Consider this "nice to have" content, so we might consider not displaying it all on small screens. That said, options to try for small screens: swipeable toolbar up against header; bottom-of-content section instead of top of page; tuck into hamburger menu Wider screens: Toolbar right up against header; more/plus to reveal all. Probably sticky at top of page; swaps to new topics when new content cycles in below Adventure Nav™.	Diabetes topics: insulin | weight loss | healthy eating | pregnancy | nutrition
9	Leaderboard		Not displayed on screens smaller than ~728 (size of leaderboard)	
10	Breadcrumbs		For narrow screens, show one or two closest categories. Consider a control to reveal additional levels.	
11	Taxonomy header			
12		Headline		
13		Header image?	Optional. Currently isn't one, but there are less than 50 conditions, so manageable to create them if we like that design direction.	
14	Introduction	Text	Copy blurb that introduces the content/category.	"Millions of Americans have type 2 diabetes or are at great risk of developing the condition. In this category, you'll learn about the risk factors, signs that you
15	Featured area			
16		Hero item	Top feature on the story. Image and headline.	Condition center: http://conditions.about.com/cc/type2diabetes
17		Sidekick	Secondary to hero. Image and headline.	Tout for a subcategory: Diabetes basics
18		Sidekick	Secondary to hero. Image and headline.	Tout for an article: http://diabetes.about.com/od/weightlossobesity/fl/6-Ways-to-Use-Meal-Replacements-for-Weight-Loss.htm
19	Sub-taxonomy		"Node 3" categories, the subcategories for Diabetes. This could be simple links, but perhaps more compelling to treat them as image/headline touts/cards. Anticipate a fair amount of similar subcategory organization across categories, so likely to have a lot of reuse/repetition from condition to condition. So it may not be terribly heavy lifting to get images for all these subcategories. (Currently, there are no such images in use.)	Diabetes Basics Signs and Symptoms Managing Your Diabetes Medication and Insulin Nutrition and Weight Loss Children and Diabetes Young Adults and Diabetes Seniors and Diabetes Pregnancy and Diabetes Let's include a billboard in the mix, too.
20	Billboard			
21	Newsletter signup	Multi-topic		
22	Taxonomy child docs		Collection of featured/latest links to articles (let's see how it feels; 8-10 of them?), followed by a view more to load the same again in place; include a billboard in the mix for each block.	
23		Article tout	Image, headline, description text (no byline or timestamp)	
24		Billboard		

	Organism	Molecule	Description	Example content
4	Header			
5		Logo		
6		Navigation		
7		Search		
8	Topic trends		For pages inside a condition section, this toolbar will display popular tags/entities for the condition topic. Small screens: Consider this "nice to have" content, so we might consider not displaying it all on small screens. That said, options to try for small screens: swipeable toolbar up against header; bottom-of-content section instead of top of page; tuck into hamburger menu Wider screens: Toolbar right up against header; more/plus to reveal all. Probably sticky at top of page; swaps to new topics when new content cycles in below Adventure Nav™.	Diabetes topics: insulin
9	Leaderboard		Not displayed on screens smaller than ~728 (size of leaderboard)	
10	Breadcrumbs		For narrow screens, show one or two closest categories. Consider a control to reveal additional levels.	
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14	Introduction	Text	Copy blurb that introduces the content/category.	"Millions of Americans
15	Featured area			
16		Hero item	Top feature on the story. Image and headline.	Condition center: http://
17		Sidekick	Secondary to hero. Image and headline.	Tout for a subcategory:
18		Sidekick	Secondary to hero. Image and headline.	Tout for an article: http:
	Sub-taxonomy		"Node 3" categories, the subcategories for Diabetes. This could be simple links, but perhaps more compelling to treat them as image/headline touts/cards. Anticipate a fair	Diabetes Basics Signs and Symptoms

	Organism	Molecule	Description	Example content
4	Header			
5		Logo		
6		Navigation		
7		Search		
8	Topic trends		For pages inside a condition section, this toolbar will display popular tags/entities for the condition topic. Small screens: Consider this "nice to have" content, so we might consider not displaying it all on small screens. That said, options to try for small screens: swipeable toolbar up against header; bottom-of-content section instead of top of page; tuck into hamburger menu Wider screens: Toolbar right up against header; more/plus to reveal all. Probably sticky at top of page; swaps to new topics when new content cycles in below Adventure Nav™.	Diabetes topics: insulin
9	Leaderboard		Not displayed on screens smaller than ~728 (size of leaderboard)	
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Entertainment WEEKLY

STYLE TILE / VERSION:1

ENTERTAINMENT WEEKLY

Group 1

Group 2

Group 3

Group 4

Accent

Accent

Textures

SUBMIT BUTTON EXAMPLE

SUBMIT BUTTON EXAMPLE

BLOG TITLE

Font: Caponi = Chunk or Jubilat, color variable typekit

HEADER EXAMPLE

Font: Retina compressed bold = Bernina Condensed bold #000 typekit

This is an Example of a *Head*

Font: Retina compressed semibold = Bernina Condensed semibold #000 typekit

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Font: Arial #333333

EYEBROW

This is an Example of a *Touty Headline*

This is an example of a Text link » THIS IS AN EXAMPLE OF A TEXT LINK »

Thought Cloud

Big & Bold

MODERN EW

Stylish EW

Current EW

SERIOUS EW

Poppy Pops of Color

Classic EW

PLAYFUL FUN

RETRO EW GRAPHIX

USE ONLY AS BORDER, NOT AS UNDERLINE

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 #1

SPECIAL COVERAGE #1

SPECIAL COVERAGE #2

SPECIAL COVERAGE #2

SPECIAL COVERAGE #3

SPECIAL COVERAGE #3

TABLET BLOG IMAGE & LEAD IMAGE SIZE

CONTENT DIVIDER TREATMENT #1

CONTENT DIVIDER TREATMENT #2

SELECTOR BAR #1

SELECTOR BAR #2

TABLET TOP NAVIGATION BAR (PLACEHOLDER LOGO)

Entertainment

IPHONE TOP NAVIGATION BAR (PLACEHOLDER LOGO)

Entertainment

Search EW.com

GO TO BUTTON/BAR

GO TO STYLE SECTION

GO TO STYLE SECTION

MAIN LOWER NAVIGATION BUVTTON TABS

TV +
MOVIES +
MUSIC +

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Get Entertainment news alerts from EW.com

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SIGN ME UP

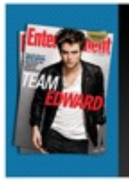
HEADLINE NAV BAR

Latest | Most Popular | PopWatch

FOOTER SOCIAL BUTTONS

facebook

FOOTER TOP PORTION



This Week's Issue

April 5th, 2013

SUBSCRIBE

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FOOTER APP BUTTONS

Google play | Available on the App Store

HEADLINE/CAROUSEL AREA #1

Game of Thrones gets season 4
Lorem ipsum dolor sit amet

HEADLINE/CAROUSEL AREA #1

Game of Thrones gets season 4
Lorem ipsum dolor sit amet

HEADLINE/CAROUSEL AREA #2

Miranda Lambert & Blake Shelton
Lorem ipsum dolor sit amet

HEADLINE/CAROUSEL AREA #2

Miranda Lambert & Blake Shelton
Lorem ipsum dolor sit amet

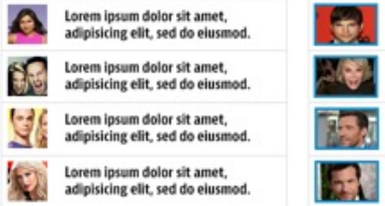
HEADLINE/CAROUSEL AREA #3

Game of Thrones gets season 4
Lorem ipsum dolor sit amet

HEADLINE/CAROUSEL AREA #3

Game of Thrones gets season 4
Lorem ipsum dolor sit amet

HEADLINES



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HEADLINES

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THUMBNAIL RAIL OPENED

SLIDESHOW 1A MAIN SCREEN

New Season of Mad Men is the best yet, critics say.
Latest Headlines - Today 2:47 PM

SLIDESHOW 1B MAIN SCREEN

New Season of Mad Men is the best yet, critics say.
Latest Headlines - Today 2:47 PM

SLIDESHOW OPENED / THUMBNAIL RAIL CLOSED

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SLIDESHOW TAPPED/ACTIVE VIEW

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

3

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...

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4

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

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8

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

by Justin Timberlake

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View on Github

http://patternlab.io

ATOMS
MOLECULES
ORGANISMS
TEMPLATES
PAGES

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Logic-less templates.

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Works great with TextMate, Vim, Emacs, and Coda.

The Manual: mustache(5) and mustache(1)

Lorem ipsum dolor sit (37 characters)

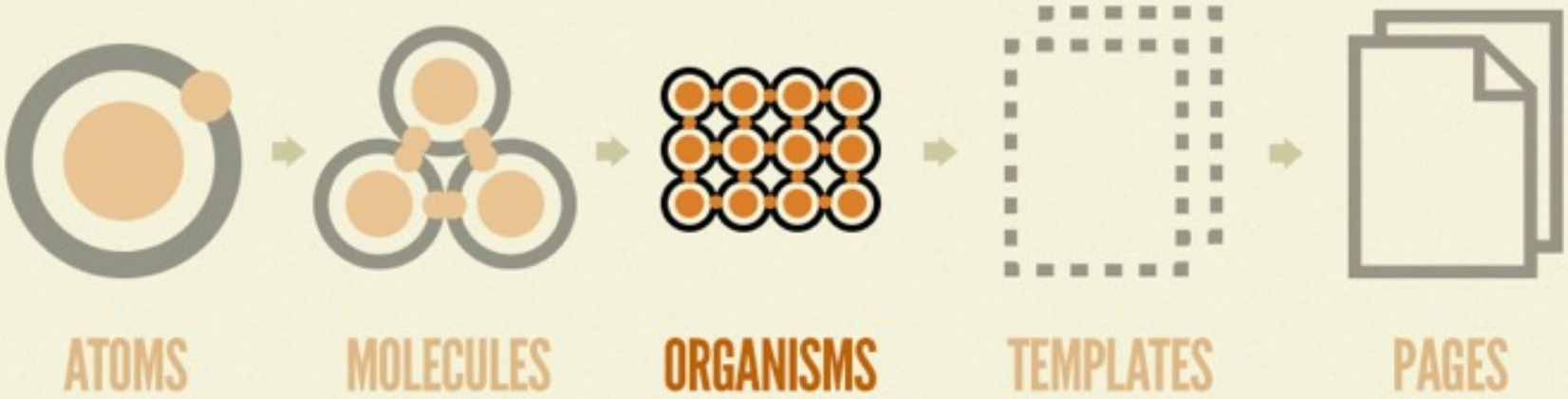
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

MOLECULE GUTS

```
<div class="block block-post">
  <a href="{{ url }}">
    <div class="b-img">
      {{> atoms-thumb }}
    </div>
    <h3 class="b-title">{{ headline }}</h3>
    <p class="b-excerpt">{{ excerpt }}</p>
  </a>
</div>
```

BASIC INCLUDE

```
{{> molecules-block-post }}
```


ATOMS
MOLECULES
ORGANISMS
TEMPLATES
PAGES

Time Inc.

CONTACT

ABOUT BRANDS EXPERIENCES BUSINESSES ADVERTISE INVEST CAREERS

ORGANISM GUTS

```
<header class="header" role="banner">
  {{> atoms-logo }}
  {{> molecules-primary-nav }}
  {{> molecules-search }}
</header>
```

INCLUDE THE HEADER

```
{{> organisms-header }}
```

ATOMS
MOLECULES
ORGANISMS
TEMPLATES
PAGES

1250x703

LOREM IPSUM

EYEBROW

LOREM IPSUM DOLOR SIT (37 CHARACTERS)

TIME INC. CONTENT REACHES 4 BILLION DEVICES EVERY 36 SECONDS

830x525

EYEBROW

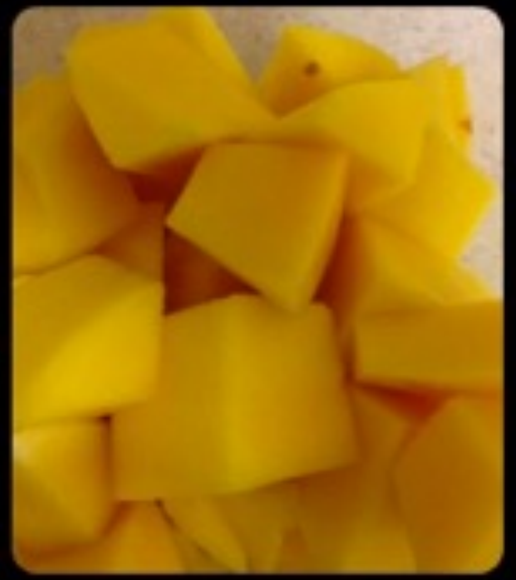
LOREM IPSUM DOLOR SIT (37 CHARACTERS)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

CALL TO ACTION ›

TEMPLATE GUTS

```
{{> organisms-header }}
<main role="main">
 {{# hero }}
 {{> molecules-hero-video }}
 {{/ hero }}
 <section>
   {{# experience }}
   {{> organisms-story-feature }}
   {{/ experience }}
 </section>
 <section>
   {{# factoid-advertising }}
   {{> organisms-factoid }}
   {{/ factoid-advertising }}
 </section>
 <section>
```



Hero Title

This is the hero description that is a summary of what this page is about.

See Also

300×200

This is the article title

This is the article title which needs to be between 20 & 70 characters

View Article Sources -

A paragraph (from the Greek paragraphos, "to write beside" or "written beside") is a self-contained unit of a discourse in writing dealing with a particular point or idea. A paragraph consists of one or more sentences. Though not required by the syntax of any language, paragraphs are usually an expected part of formal writing, used to organize longer prose.

Share Pin Email

UP NEXT

This is the short article title

This is the article title which needs to be between 20 & 70 characters

144×144

This is the article title which needs to be between 20 & 70 characters

144×144

This is the article title which needs to be between 20 & 70 characters

144×144

This is the article title which needs to be between 20 & 70 characters

144×144

This is the article title which needs to be between 20 & 70 characters

300x172

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. More

This is the article title which needs to be between 20 & 70 characters

300x172

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. More

This is the article title which needs to be between 20 & 70 characters

300x172

This is the article title which needs to be between 20 & 70 characters

300x172

Category Label

Category Label

Category Label

MORE TOPICS

ROLL UP OUR SLEEVES

720x90

News Shows Events Twitter Facebook Google+ Youtube LinkedIn

Search TechCr Search

Announcement This is where an announcement for an event like a live-streaming event will live.

Enterprise Posted 2 hours ago by Kim-Mei Cutler

Vimessa Deadpooled, Founders Launch User Retention Service, Userfox, With $700K From Y Combinator, 500 Startups & More

Y Combinator-backed Vimessa launched in late 2011 with a free video voicemail app for the iPhone that allowed users to send high-def video messages to any cell number or email address. The idea was to make video messaging work on any mobile device or desktop. But, despite the early buzz around the product, rules are rules: 90 percent of startups fail.
Read More

Enterprise Posted 2 hours ago by Kim-Mei Cutler

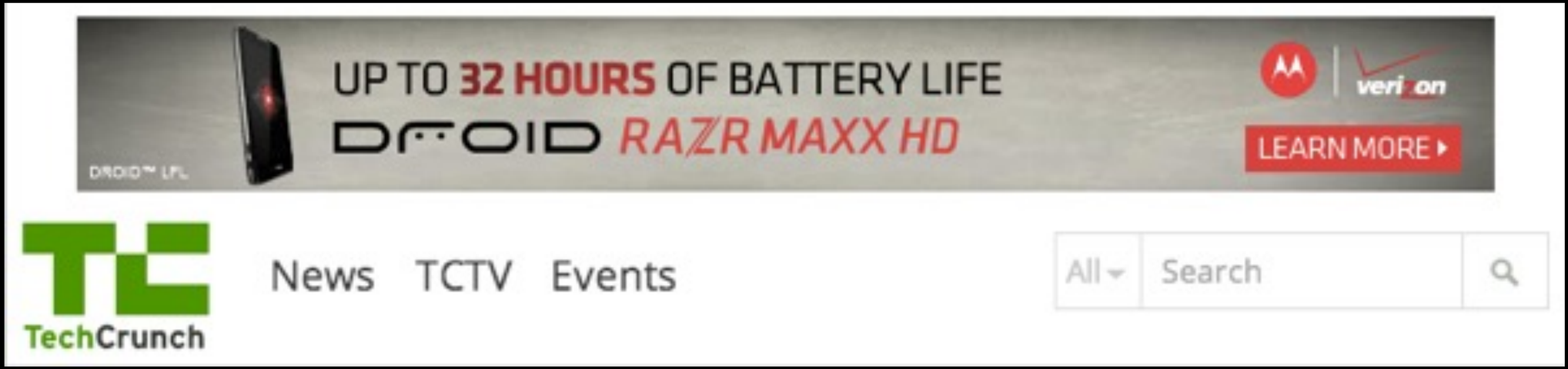
Vimessa Deadpooled, Founders Launch User Retention Service, Userfox, With $700K From Y Combinator, 500 Startups & More

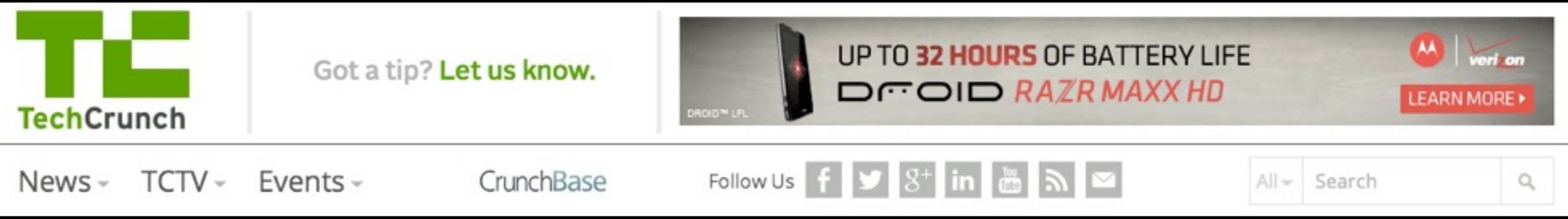
News Shows Events Crunchbase Follow Us

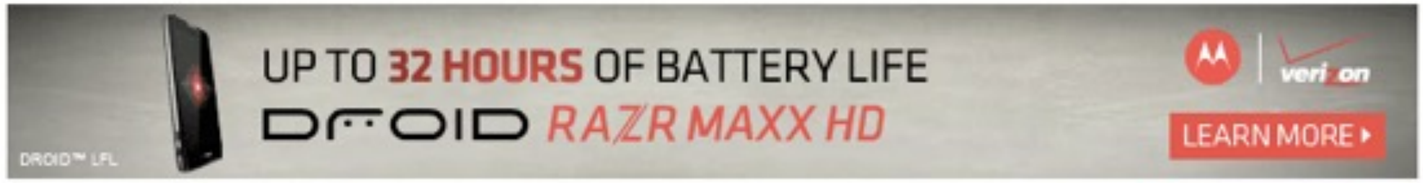
News Shows Events Crunchbase Follow Us

News Shows Events Crunchbase Follow Us Search

720x90
News
TV Shows
Events
Crunchbase
Search TechCrunch
All


UP TO 32 HOURS OF BATTERY LIFE
DROID RAZR MAXX HD
DROID™ LFL
LEARN MORE
TechCrunch
News
TCTV
Events
All
Search


TechCrunch
Got a tip? Let us know.
UP TO 32 HOURS OF BATTERY LIFE
DROID RAZR MAXX HD
DROID™ LFL
LEARN MORE
News
TCTV
Events
CrunchBase
Follow Us
All
Search



Eric Eldon

Co-editor

Eric Eldon is the Co-Editor of TechCrunch.

He was previously the co-founder and editor of Inside Network, where he managed publications including Inside Facebook, Inside Social Games and Inside Mobile Apps.

Before that, he spent a couple years covering technology and finance at VentureBeat, a leading Silicon Valley publication where he was the first employee.

300x250

While Inside Network sold to WebMediaBrands for $14 million in May of 2011, Eric also had a failed startup a few years ago. Called WriteWith, it offered online writing collaboration software.

Eric attended Stanford University and graduated with a degree in international relations in 2005. He reported and edited news for The Stanford Daily student newspaper, and ran its business for a year term.

Disclosure: I own a significant number of shares in WebMediaBrands, and an insignificant number of shares in AOL. I'm also an investor in Afton Field Farm, a natural meat ranch.

Follow Eric Here:

Posts of Eric

The Microsoft Surface Pro Proves That The PC Is Back

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International

Product Guides

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Subscribe to CrunchDaily

Hero Title

This is the hero description that is a summary of what this page is about.

Type 2 Diabetes

A chronic condition that affects the way the body processes blood sugar (glucose).

Share Pin Email

Type 2 Diabetes

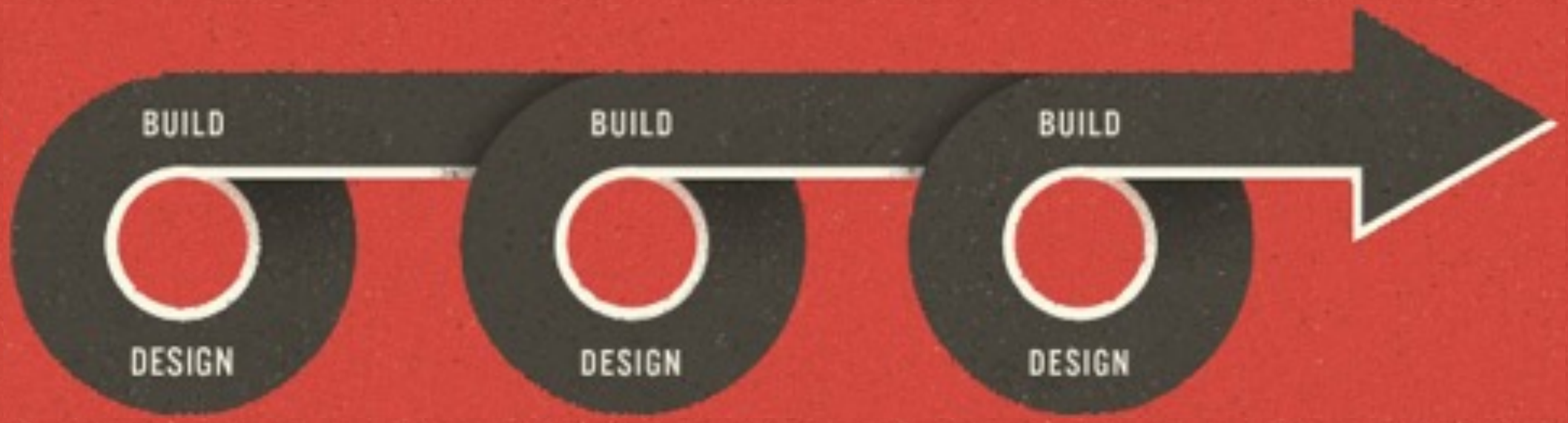
A chronic condition that affects the way the body processes blood sugar (glucose).

Share Pin Email

Type 2 Diabetes

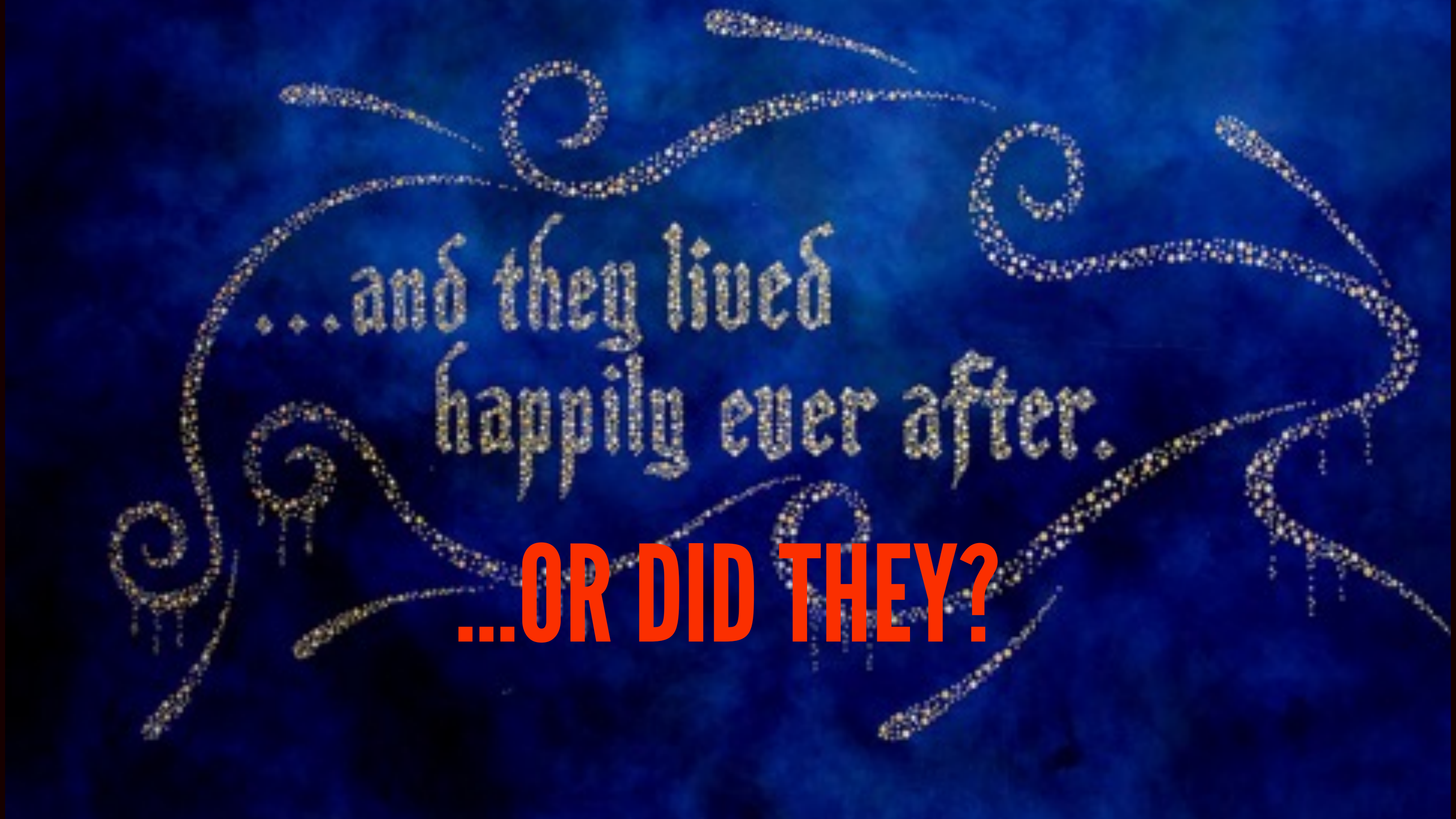
From diagnosis to diet to treatment, here's what you need to get type 2 diabetes under control, including recipes and lifestyle tips.

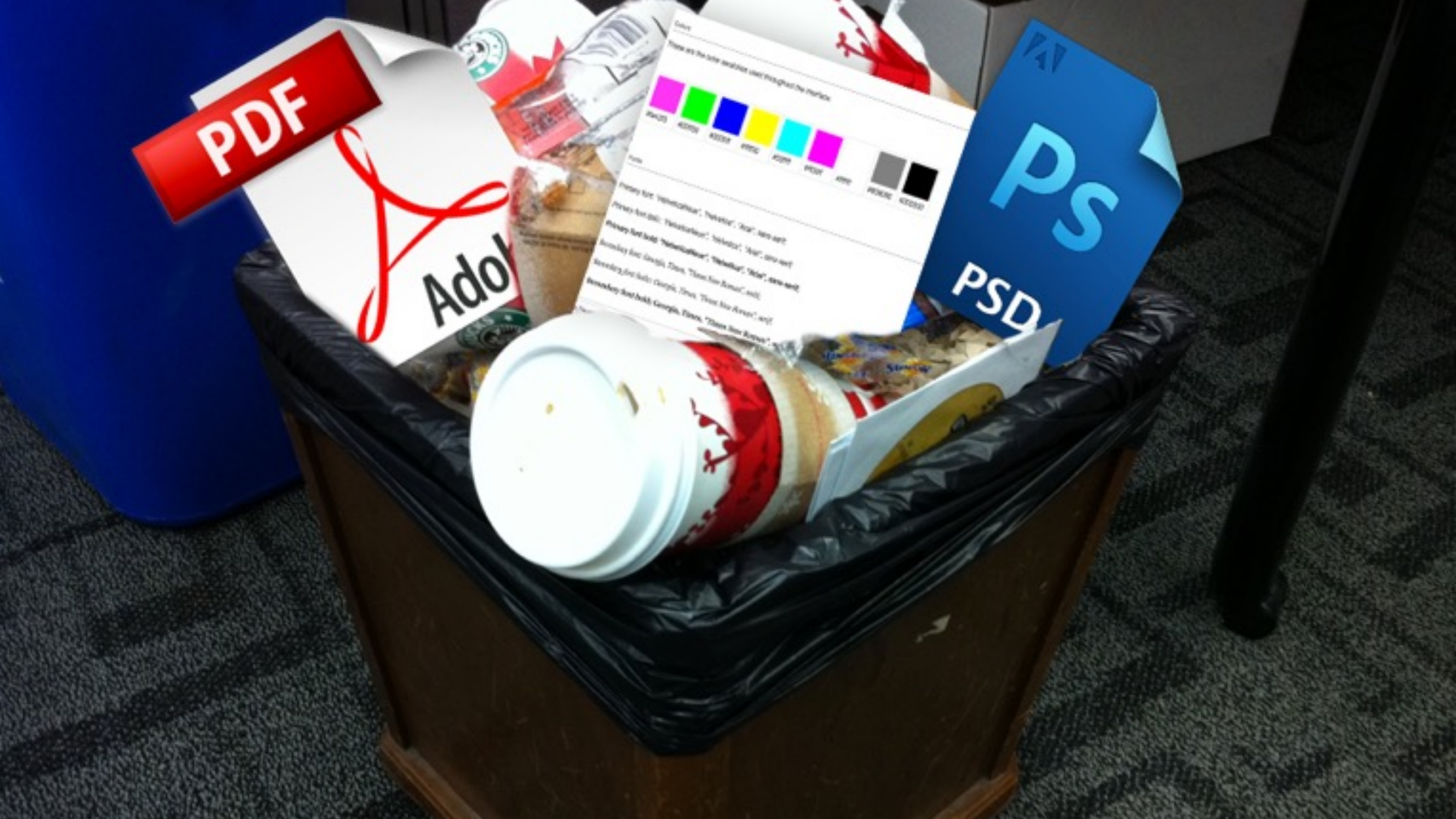
Share Pin Email



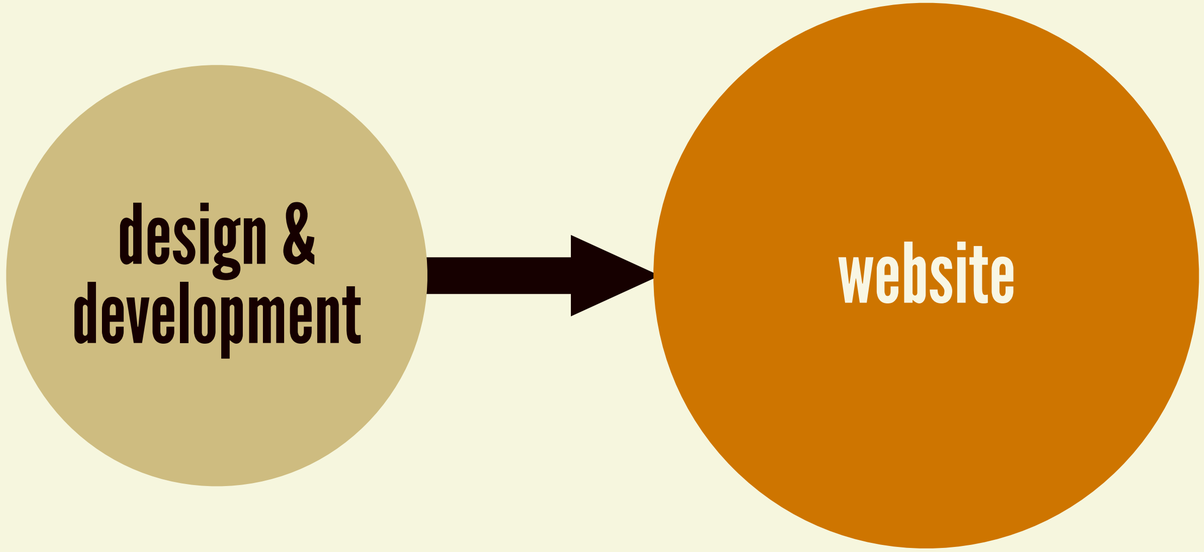
http://trentwalton.com/2011/07/14/content-choreography/

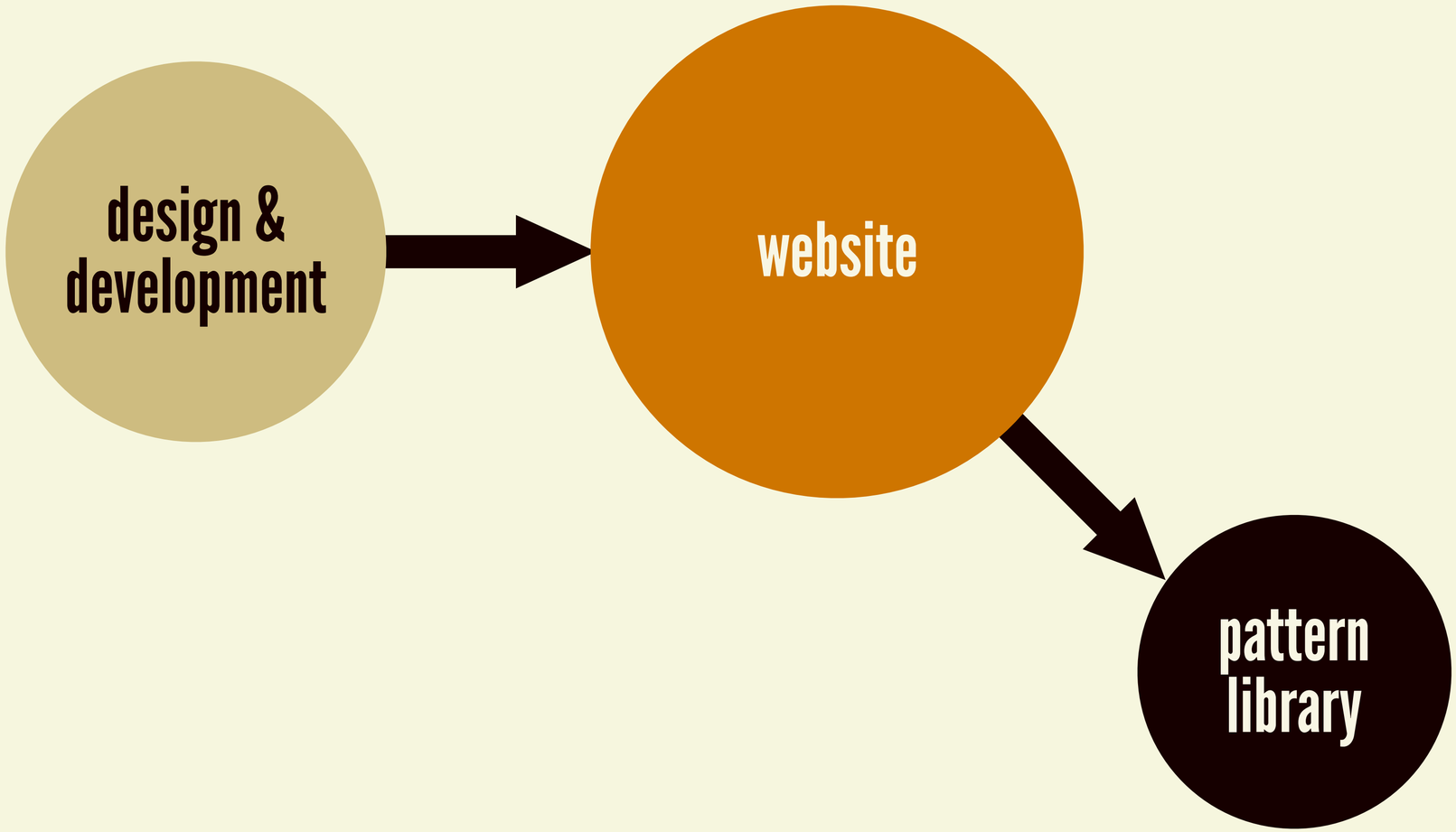
...and they lived
happily ever after.

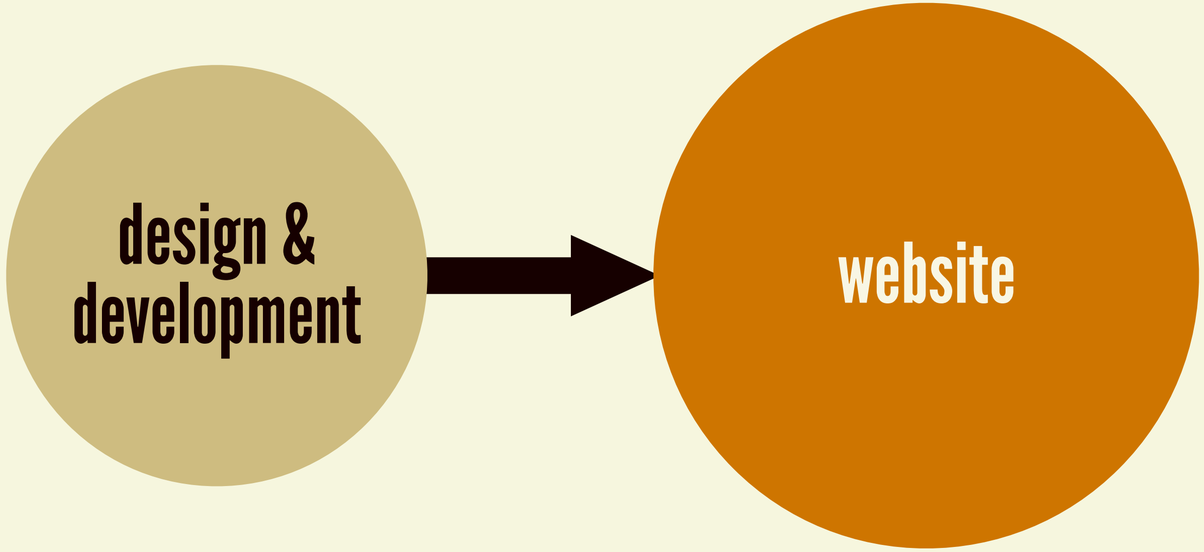

...and they lived
happily ever after.
...OR DID THEY?


PDF
Ps
PSD

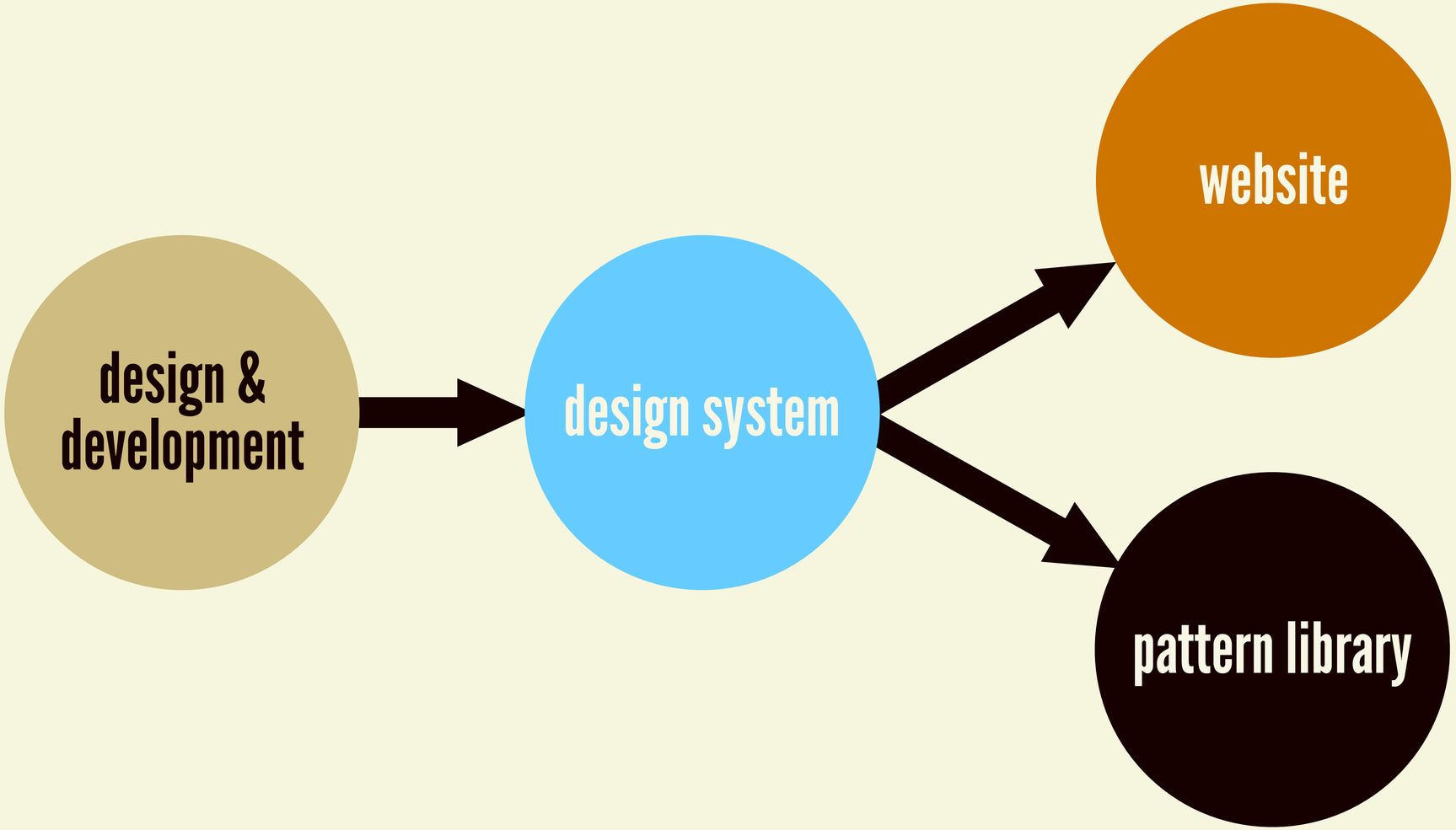
design & development


design &
development
website


design &
development
website
pattern
library


design &
development
website

design & development


design &
development
design system
website
pattern library

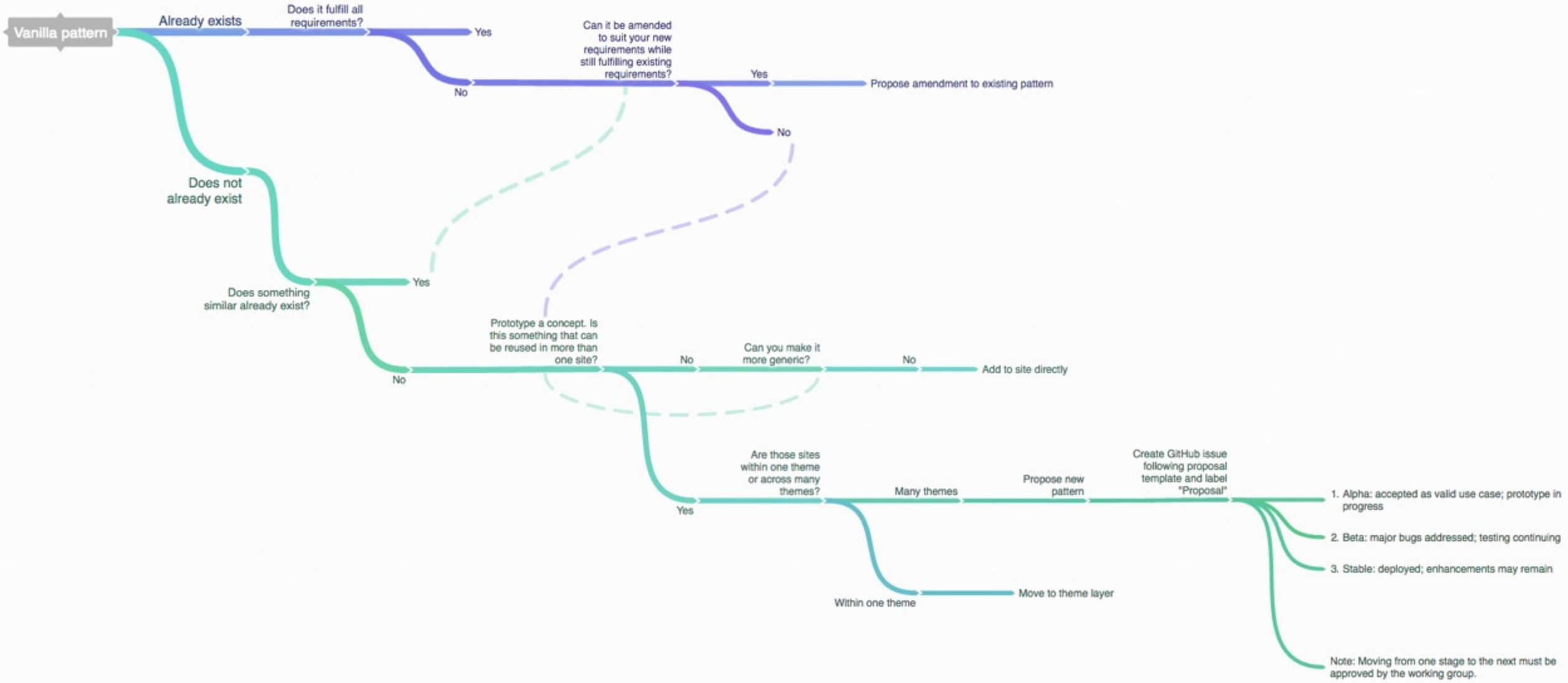
A style guide is an artifact of design process.
A design system is a living, funded product with a roadmap & backlog, serving an ecosystem.
-Nathan Curtis

https://twitter.com/nathanacurtis/status/656829204235972608

MAKE IT ADAPTABLE

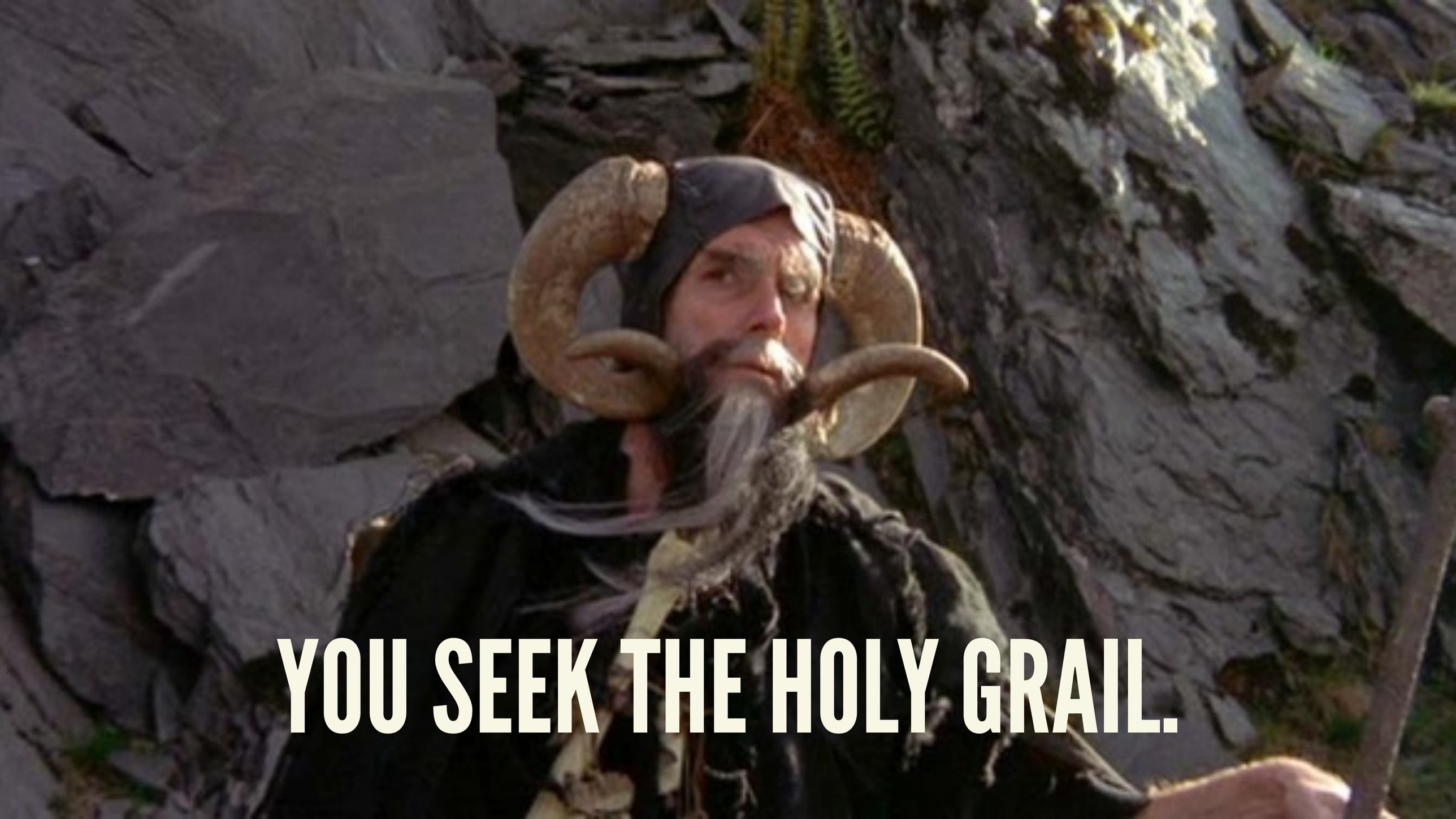
SET IT
AND FORGET IT
made on imgur

Milwaukee
12V Lithium-Ion Sub-Compact Drill/Driver
$149.00
RYOBI
18V Cordless Impact Wrench
LITHIUM-ION
LED Light



http://design.canonical.com/2016/07/getting-vanilla-ready-for-v1-the-roadmap/

MAKE IT MAINTAINABLE


YOU SEEK THE HOLY GRAIL.

lonely planet STYLE GUIDE DOCUMENTATION PERFORMANCE MONITORING ABOUT RIZZO

UI Compone...

Design Elements | UI Components | JS Components | Widgets | CSS Utilities

COMPONENTS

- Cards
- Ad Units
- Alerts
- Badges
- Breadcrumbs
- Buttons
- Hero Banner
- Month blocks
- Preloader
- Page Title
- Pagination

Alerts

Congratulations! You are now logged in.

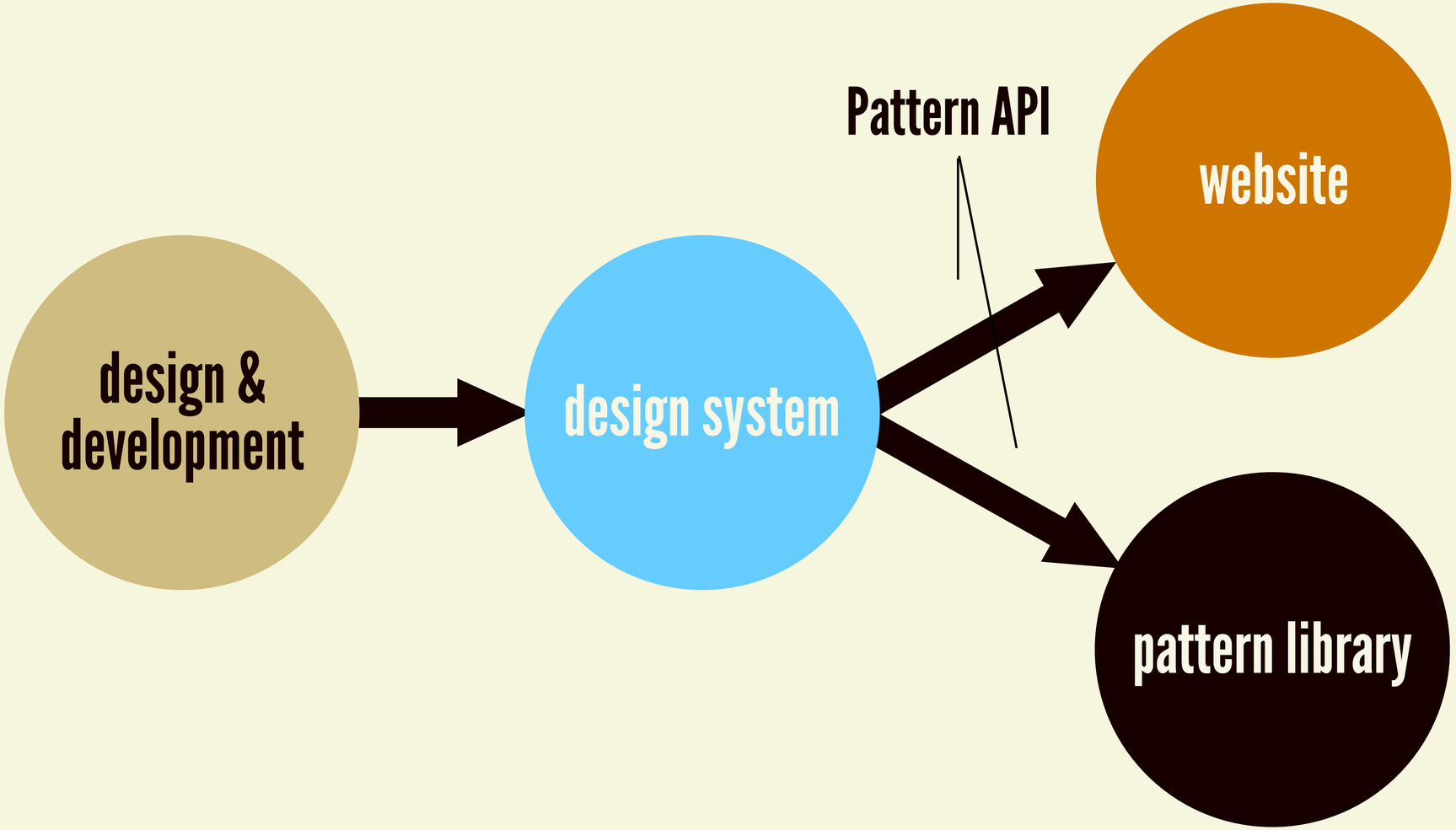
= ui_component('alert', properties: **{as_below}**)

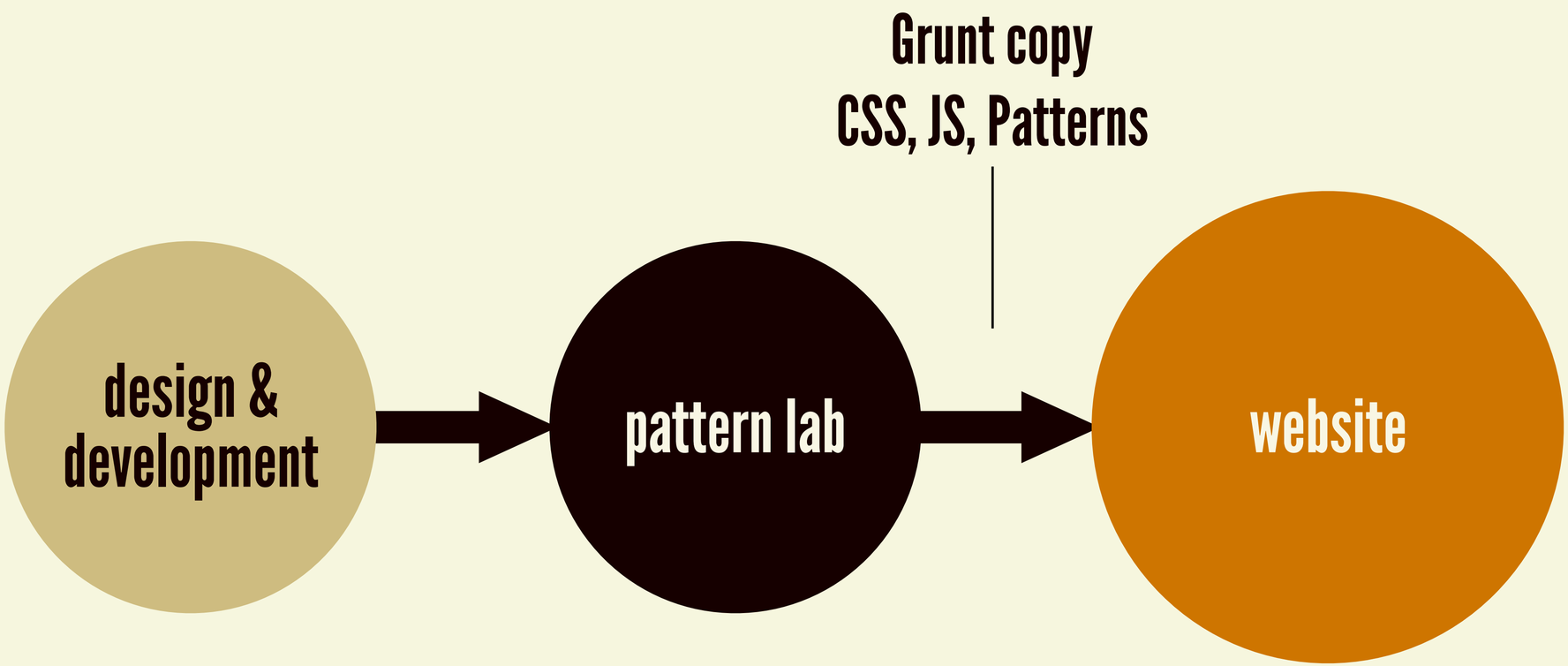
```
{
  type: "success",
  title: "Congratulations!",
  message: "You are now logged in."
}
```

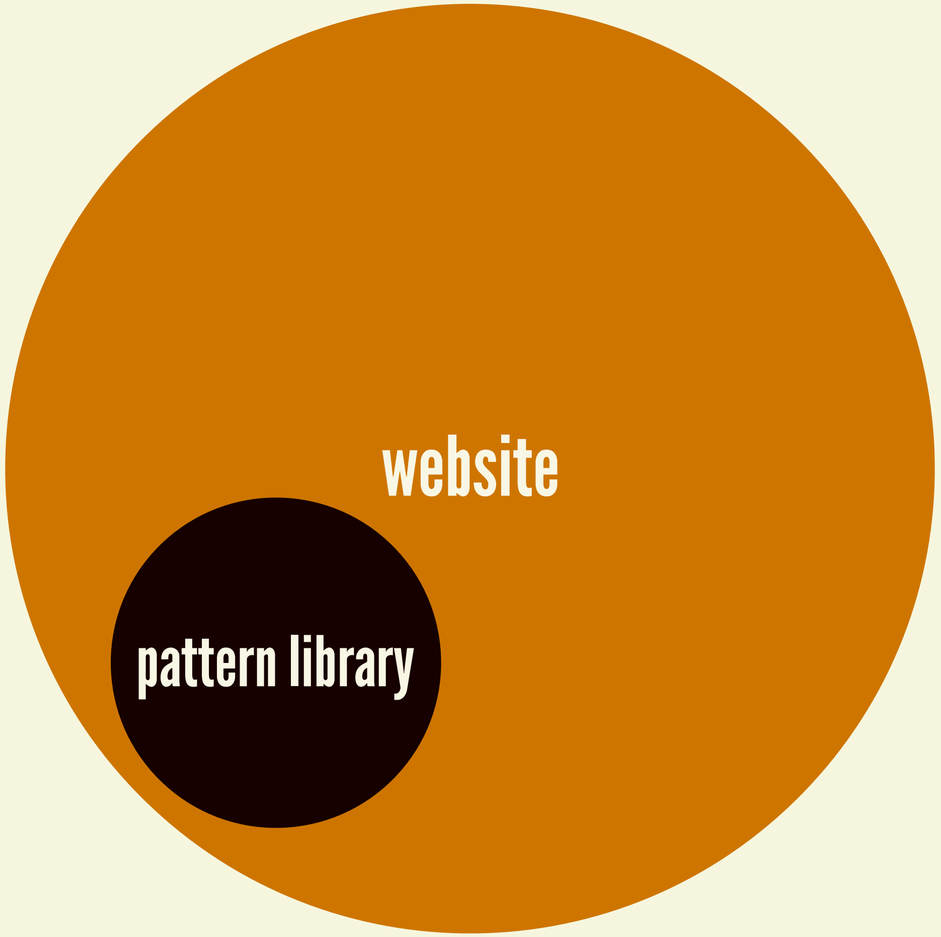
http://rizzo.lonelyplanet.com/

= ui_component('alert', properties: **{as_below}**)

```
{
  type: "success",
  title: "Congratulations!",
  message: "You are now logged in."
}
```


Pattern API
website
design &
development
design system
pattern library


Grunt copy
CSS, JS, Patterns
design & development
pattern lab
website


website
pattern library

Pattern Lab: Taking Our Workflow from a Linear to Parallel Process

Posted March 1, 2016 by Evan Lovely in Front-end Development

Pattern Lab is many wonderful things: a style guide, a component inventory, a prototyping system, and the embodiment of a design philosophy, all wrapped inside a fundamentally simple tool – a static site generator. It has greatly improved Phase2's approach to how we build, theme, and design websites. Let's talk about what Pattern Lab is, how we use it in our process by integrating it into the theme of a CMS like Drupal or WordPress, and the resulting change in our development workflow from linear to parallel.

What is Pattern Lab?

Pattern Lab allows us to easily create modular pieces of HTML for styling &

Featured Post

YOUR FRONTEND METHODOLOGY IS ALL OF THEM: ATOMIC DESIGN & PATTERN LAB

Posted February 4, 2014 by Christopher Bloom in Design, Front-end Development

https://www.phase2technology.com/blog/pattern-lab-taking-our-workflow-from-a-linear-to-parallel-process/

MAKE IT CROSS-DISCIPLINARY

uStyle v1.4.1

Brand

Pattern library

Introduction

Articles

Utilities

Forms

Components

JavaScript

Typography

Grid

Stats

Sass doc

Design

uSwitch is hiring.

EXAMPLE

Email | kWh

Email | kWh

.us-input-group--disabled

Email

kWh

.us-input-group--blocked

```
<div class="us-input-group us-margin-bottom">
  <span class="us-input-group__box"><span class="us-icon--small  us-icon--inputgrey us-icon--envelop
  <input class="us-form-input" type="text" id="email" placeholder="Email" />
</div>
<div class="us-input-group us-margin-bottom">
  <input class="us-form-input" type="text" id="kwh" />
  <span class="us-input-group__box">kWh</span>
</div>
```

Patterns

- Fields
- Input group
- Inputs
- Radios and checkboxes
- Selects
- Textarea
- Toggle
- Validation messages

ustyle.guide/pattern-library/forms.html

Gift Cards | Registry | Lists | Weekly Ads | Store Finder | Track Order | Savings Catcher | Help

Walmart

All | Search

Hello. Sign In
My Account

All Departments

My Local Store | Value of the Day | Tips & Ideas

FREE SHIPPING on orders of $50 or more

- Savings Center
- Electronics & Office
- Movies, Music & Books
- Home, Furniture & Patio
- Home Improvement
- Clothing, Shoes & Jewelry
- Baby & Kids
- Toys & Video Games
- Food, Household & Pets
- Pharmacy, Health & Beauty
- Sports, Fitness & Outdoors
- Auto & Tires
- Photo & Gifts
- Crafts & Party Supplies
- See All Departments

Unlimited shipping PILOT Just $50/year. Join Waitlist

ENTERTAIN GUESTS
this summer for less
Patio & Garden

Advertisement

Toshiba Satin Gold 11.6"e; Satellite Radius 11 2-in-1 Laptop PC with Intel
$269.00 Add to Cart

Dell Inspiron 20 3000 i3043-1250BLK All-in-One Computer - Intel Celeron
$329.00 Add to Cart

.walmart.com/cp/5428

MAKE IT APPROACHABLE

View on GitHub

DRAFT

U.S. Web Design Standards

Open source UI components and visual style guide to create consistency and beautiful user experiences across U.S. federal government websites

View the standards

Download the components

Download a zip file with code and assets

Tools for creating beautiful online experiences for the American people

Built and maintained by U.S. Digital Service and 18F designers and

https://playbook.cio.gov/designstandards/

Getting started

Visual style

Grid

Buttons

Labels

Tables

Alerts

Accordions

Form controls

Form templates

Search bar

Side navigation

Footers

Getting started

The Draft U.S. Web Design Standards are designed to set a new bar for simplicity and consistency across government services, while providing you with plug-and-play design and code.

Learn more about why designing consistent digital services matters in our blog post introducing the standards.

For developers

The UI components are built on a solid **HTML** foundation, progressively enhanced to provide core experiences across browsers. All users get critical information and experiences. New browsers get the prettiest experiences, while older browsers get less pretty, but usable ones. If JavaScript fails, users will still get a robust HTML foundation.

CSS architecture

MAKE IT VISIBLE

Style Guide

Last Updated: **May 20, 2014**

Inline Block Based Grid Framework

- How To Use
- Examples

Float Based Grid Framework

- How To Use
- Litmus Test

Regions

- Borders
- Keyline
- Prefix & Suffix
- Push & Pull

http://www.starbucks.com/static/reference/styleguide/

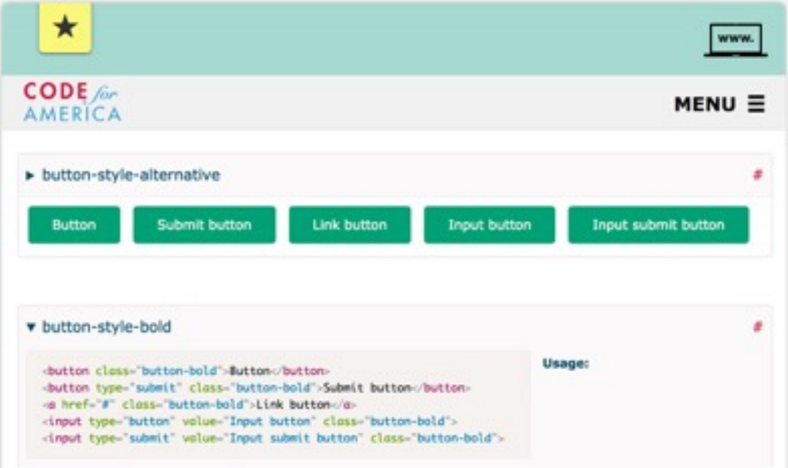
Examples

Real life pattern libraries, code standards documents and content style guides

Filters

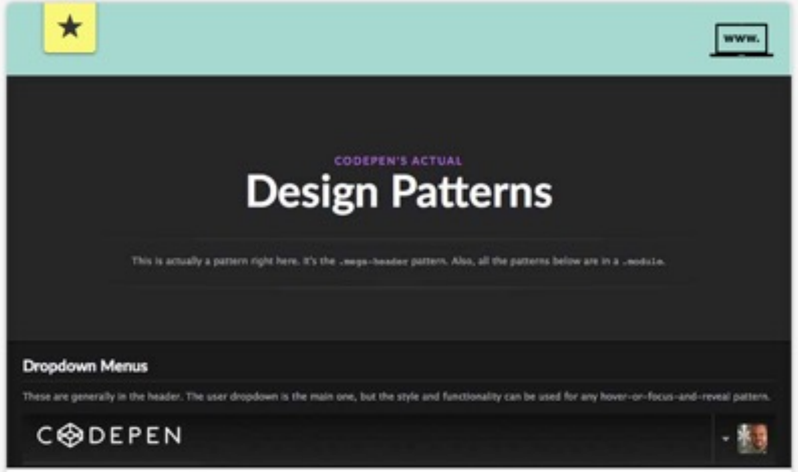
Reset All Filters

Backend Branding Code Design Language Frontend Jekyll Patterns Voice And Tone Writing



Code For America

FRONTEND # PATTERNS



Codepen's design patterns

The design patterns used in Codepen

Harry Roberts's CSS Guidelines

High-level advice and guidelines for writing sane, manageable, scalable CSS

styleguides.io/examples.html

Recruitment

When I saw Salesforce’s style guide I thought it was beautiful and it's why I wanted to join this team.

-Jina Bolton

salesforce design system

- Getting Started
- Design
- Components
- Voice and Tone
- Native
- Resources
- FAQ
- Give Feedback

Lightning Design System

Create the world's best enterprise app experiences.

Read Tutorials | Get the Design System

Current release: 0.10.1

http://www.lightningdesignsystem.com/

MAKE IT AGNOSTIC

WARNING: NAMING THINGS IS REALLY FREAKING HARD.

https://www.flickr.com/photos/131260238@N08/

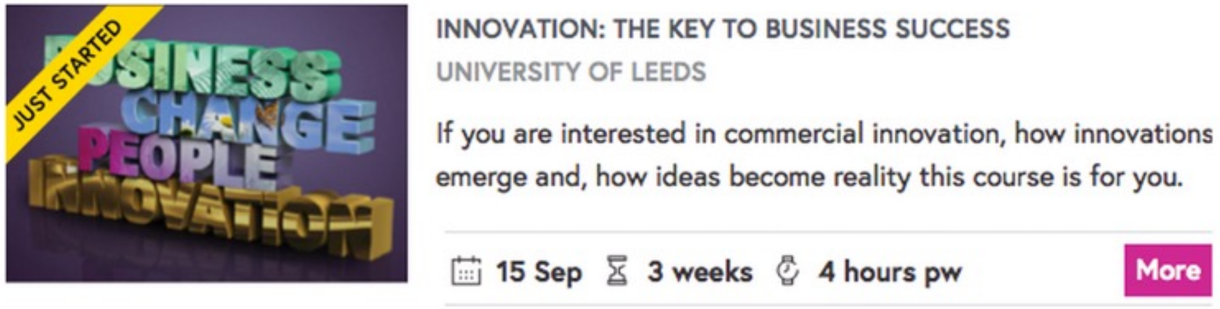
Course blocks

Course blocks are small blocks of information about specific courses that appear on All Courses and My Courses index pages. The information displayed in a course block and its visual structure varies slightly, depending on where it appears.

Course block on Courses page

On the Courses page the blocks display key information about the course, such as description, duration, hours per week required, and availability of certificates.

Example



List Group

Dapibus ac facilisis in

Morbi leo risus

Porta ac consectetur ac

Vestibulum at eros

Feature Block

Maecenas vel nisi quam

Maecenas diam mi, pellentesque quis tempor eget, interdum fringilla nulla. Morbi ac augue est. Etiam quis dolor sagittis felis consectetur mollis vitae quis erat. Vestibulum sit amet odio vel eros hendrerit lobortis et eget augue.

Link to services

Dialogs

We use modals and dialogs for a variety of different purposes throughout the app including for

Example

Sho

```
1  <p
2
   jit/form/Button" type="button" data-dojo-prop
   s="onClick:function(){exampleModal.show();}">
   Show Modal </button>
3  </p>
4  <div data-dojo-type="dijit/Dialog" data-dojo-i
   d="exampleModal" title="Sample Modal">
```

Modals in the app are defined

modal_id is used to bind the b

show/hide the modal.

We use modals and dialogs for a variety of different purposes throughout the app inclu

Example

Sho

```
1  <p
2
   jit/form/Button" type="button" data-dojo-prop
   s="onClick:function(){exampleModal.show();}">
   Show Modal </button>
3  </p>
```

Modals in the app are
modal_id is used to b
show/hide the modal

MAKE IT CONTEXTUAL

ATOMS ▾ MOLECULES ▾ ORGANISMS ▾ TEMPLATES ▾ PAGES ▾ ALL SIZE 852PX / 53.25EM S M L FULL RAND DISCO

1:1
600x600

Lorem ipsum dolor sit (37 characters)

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

1st Button | 2nd Button | 3rd Button

Molecules > Blocks

Media Block

The media block is based on Nicole Sullivan's popular media object pattern. It contains a media element — typically an image — on the left with a headline and text on the right. It is a versatile pattern that contain content such as blog posts, user information, and other content types.

---

*The **Media Block** pattern contains the following patterns: atoms-square molecules-button-bar*

*The **Media Block** pattern is included in the following patterns: organisms-media-block-list*

MUSTACHE | HTML

```
<a href="{{ url }}" class="c-media-block {{ styleModifier }}"

  <div class="c-media-block__media">
    {{> atoms-square }}
  </div><!-- end c-media-block__media -->

  <div class="c-media-block__body">
    <h2 class="c-media-block__headline">{{ headline.short }}<
    <p class="c-media-block__desc">{{ excerpt.medium }}</p>
    {{> molecules-button-bar}}
  </div><!-- end c-media-block__body -->

</a><!-- end c-media-block -->
```

MAKE IT LAST

What's new

What's new

The February 2016 release of the material design spec includes the following significant content updates:

- Expanded guidance on customizing your app's color palette, with more examples
- Color specs for dialog errors, text selection, and text field labels
- Sticker sheets now include text field colors, month and time pickers, and bottom toolbars (for Photoshop, Illustrator, and Sketch)

http://www.google.com/design/spec/whats-new/whats-new.html

Marriott Digital Standards - Jan 2015 updates

to Marriott

Feb 4

Hi everyone,

As of today, we have 399 individuals accessing the Marriott Digital Standards. Thank you for your continued interest, support and advocacy. Every question, suggestion and comment help us improve the guidelines so the collective work from all teams can mount to cohesive digital experiences for our guests.

What's New and Revised

Marriottdigital.com User Agreement – If you have not already done so, please take a moment to review and agree to terms the next time you sign in.

Brand and Hotel Brands

- Updated Courtyard button colors in the prototypes and guidelines to have increased contrast (important for web accessibility)
- Added reference link to MDAM on Marriott Brand overview.

Core Visual Style

Whenever someone makes a pull request, it sends a notification to our #Design slack channel, announcing to the team that there is a proposal change and feedback is required.

-Micah Sivitz, Shyp

https://medium.com/shyp-design/managing-style-guides-at-shyp-c217116c8126

https://flic.kr/p/5YnE4z

Atomic Design ~~is~~ will be a book by Brad Frost.

preorder the book

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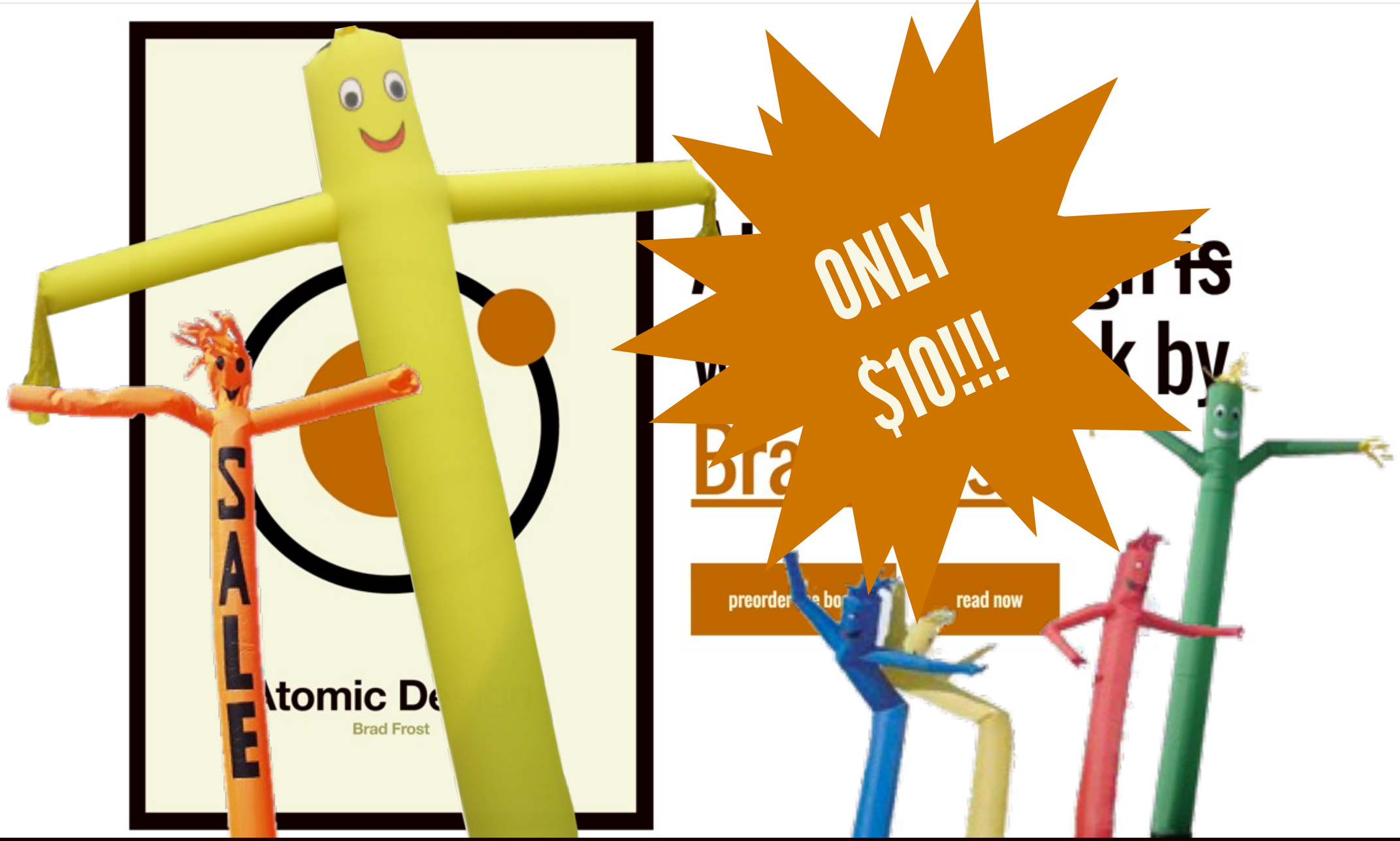

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THANKS!
@brad_frost