

# Clarity Basics

May 2015 v. 4.1.1



Experience Design Group

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## Accessing Design Assets

We have published all assets in on Box. There is no registration requirement in Box to access the links we have published.

Click here to view and download the assets:

<https://dell.box.com/s/ardvu25rt92r7u3xx6x3sxfjinapept>

# Introducing Clarity Basics

The Clarity Basics guide is meant for product teams within Dell to standardize the look and feel of software applications. This guide will get programs started in the Clarity look and feel, but is by no means exhaustive. It currently covers design for web and desktop applications, and will be iterated at regular intervals. Additional guidance for controls, typical interaction patterns and mobile applications is in-progress.

Please contact [UXdesign@dell.com](mailto:UXdesign@dell.com) for feedback or additional guidance.

# UI Overview

# UI Overview

## Clarity 4 Design Tenets

### Simple. Recognizable. Flexible.

- Allow for appropriate white space
- Thin lines and white space break up space, not containers
- Content is organized based on importance of tasks and user's expectations
- Highest priority information and tasks are surfaced up-front on dashboards or homepages
- Less relevant features are not in the way, but accessible
- Versatile navigation types to support all Dell Software form factors

### Focus on Craftsmanship

- Design on a responsive grid for flexibility
- Focus on strong hierarchy
- Beautiful visual layout across OS & platform
- Clean, scalable controls & templates
- Iconography is designed to scale and still look beautiful individually
- Icons to be used sparingly to enhance design, not overpower space
- Photography to be used in a simple, clean way — text never overlaps photos
- Traditional design philosophies: divide space into thirds / golden ratio / divine proportions

### Sustainable Across Platforms

- UI conventions & architecture are applied across the portfolio
- The Dell customer using one tool or application knows how to use all tools equally
- Leverage familiar UI patterns and concepts consumers & IT pros are familiar with
- Fully-Responsive framework, across OS & platform

# Colors

# Colors

#007DB8

## Blue Primary Branding

Usage: Masthead, Login, Splash, Actions

Clarity 4.0 has an updated color palette, including an update to Dell Blue, which is now #007DB8. This blue should be utilized across GUI's for the masthead, login and splash screens, and across important actions. The remaining colors may be used to fit the individual needs of the product.

## Brand Palette

#C1D82F	#6EA204	#42AEAF	#CCE5F1	#6BACDE	#007DB8	#16609E	#00447C
#F2AF00	#EE6411	#D74324	#CE1126	#B7295A	#6E2585		

## Grayscale Palette

#FFFFFF	#F4F4F4	#EEEEEE	#E4E4E4	#DDDDDD	#CCCCCC	#BBBBBB	#AAAAAA
#888888	#777777	#666666	#555555	#444444	#333333		

[Download layered psd/png palette](#)[Download Illustrator ASE Palette](#)[Download Photoshop ACO Palette](#)

# Fonts

# Fonts

## Primary Font: Museo

Museo Sans for Dell is the primary font for all of our applications. [Download font packages on Box.](#)

Museo Sans 100	H1 Headers, Primary Content
Museo Sans 300	Product Name: Mastead Login, Splash, Body Text
<b>Museo Sans 500</b>	H2, H3 Headers
<b>Museo Sans 700</b>	Use Sparingly

## Secondary Fonts

Native fonts specific to an operating system may be used in a secondary fashion when designing (i.e. body, text, platform-specific controls etc.)

Android	<b>Roboto</b>	Thin, Light, <b>Condensed, Medium, Bold</b>
Windows	Segoe UI	Regular, <b>Bold</b>
Apple / IOS	Helvetica Neue	Thin, Light, Regular, <b>Medium, Bold</b>
Body Text, UI Text, Controls	Trebuchet MS <small>*Fallback fonts Helvetica, Arial</small>	<b>Normal, Bold</b>

# Masthead

# Masthead

## Web-app Masthead and Specifications

[Download PSDs on Box.](#)

The screenshot displays the Clarity Web-app Masthead across three states: Normal, Hover, and Press. Each state is accompanied by a detailed callout diagram showing specific UI elements and their dimensions and styling.

**Normal State Callout:**

- App Icon:** 30x30
- App Title:** Museo Sans 300, 16pt
- Expand Icon:** 13x8
- Search Field:** 30x15
- User Icons:** 12x16 (blue), admin (blue), ? (blue)
- Help Button:** 16x16, #007DB8
- Alert Text:** Museo Sans 500, 14px, 12x16, #4CA8D4
- Background Color:** #007DB8
- Height:** 50px

**Hover State Callout:**

- App Icon:** 30x30
- App Title:** Museo Sans 300, 16pt
- Expand Icon:** 13x8
- Search Field:** 30x15
- User Icons:** 12x16 (blue), admin (blue), ? (blue)
- Help Button:** 16x16, #007DB8
- Alert Text:** Museo Sans 500, 14px, 12x16, #4CA8D4
- Background Color:** #007DB8
- Height:** 50px

**Press State Callout:**

- App Icon:** 30x30
- App Title:** Museo Sans 300, 16pt
- Expand Icon:** 13x8
- Search Field:** 30x15
- User Icons:** 12x16 (blue), admin (blue), ? (blue)
- Help Button:** 16x16, #007DB8
- Alert Text:** Museo Sans 500, 14px, 12x16, #4CA8D4
- Background Color:** #007DB8
- Height:** 50px

**Icons may vary based on program needs.**

# Masthead

## Web-app Masthead Dropdown Patterns

[Download PSDs on Box](#)

The image displays two rows of web-app masthead dropdown patterns. Each row consists of a blue header bar with a user icon and 'admin' text, followed by a dropdown menu and a placeholder box.

**Top Row:**

- Header:** Blue bar with user icon and 'admin' text.
- Dropdown:** 'Events' dropdown is open, showing a list of items with icons for delete, warning, and info. The list contains three items: Admin (12/31/2015 12:59 PM), Jonas Smith (12/31/2015 12:59 PM), and Rodney Serling (12/31/2015 12:59 PM).
- Placeholder:** A large empty rectangular box.

**Bottom Row:**

- Header:** Blue bar with user icon and 'admin' text.
- Annotations:** Styling details for the dropdown:
  - Events: 13pt Museo Sans 300 #333333
  - Icon: 11pt Museo Sans 100 #444444 Leading: 12px
  - Info icon: 12pt Museo Sans 300 #007DB8
  - Logout: 12pt Museo Sans, #333333 Leading: 26px
  - Hover: 195x26, #CCE5F1
  - Stroke: 1px / #CCCCCC
  - Shadow: #000000 / 15% opacity
  - 2px drop / 5px glow
- Placeholder:** A large empty rectangular box.

# Masthead

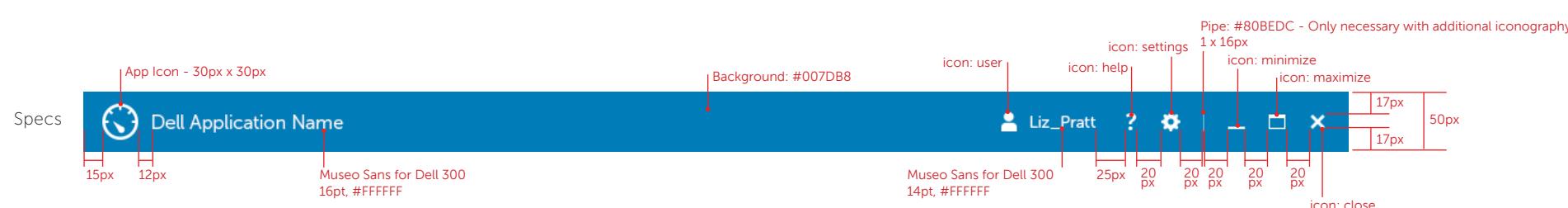
## Desktop-app Masthead and Specs

[Download PSDs on Box.](#)

### Standard



### Standard with additional controls / user

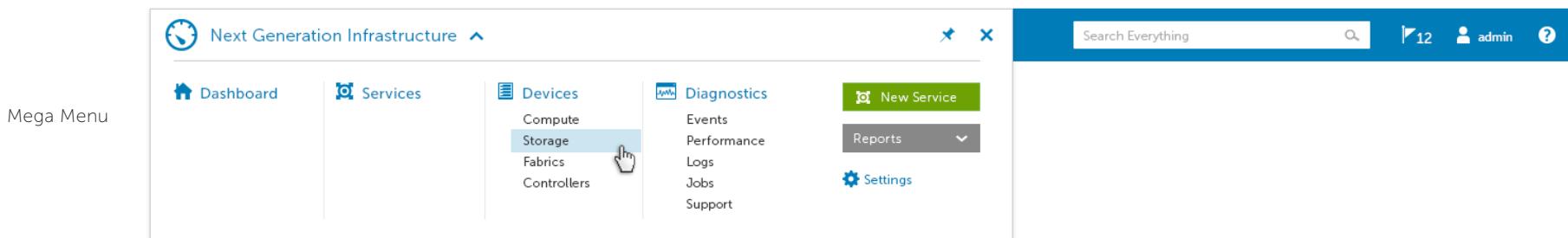


# Navigation

# Navigation

## Navigation Types

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# Navigation

## Top Navigation

[Download PSDs on Box.](#)

The image displays three versions of a top navigation bar for a system named "Next Generation Infrastructure".

- Normal:** Shows a standard horizontal navigation bar with links: Dashboard, Services, Devices (with a dropdown arrow), Diagnostics, Reports, and New Service. On the far right are icons for user count (12), admin, and help.
- Dropdown:** Shows the same navigation bar, but the "Devices" link is highlighted with a blue background and a cursor icon is positioned over the dropdown arrow. The "Settings" icon on the far right is also highlighted.
- Hover:** Shows the "Devices" link being held over by a cursor, which triggers a vertical dropdown menu. The menu items are: Compute, Storage, Fabrics, and Controllers. The "Storage" item is highlighted with a blue background and a cursor icon is positioned over it.

# Navigation

## Top Navigation Specifications

[Download PSDs on Box.](#)

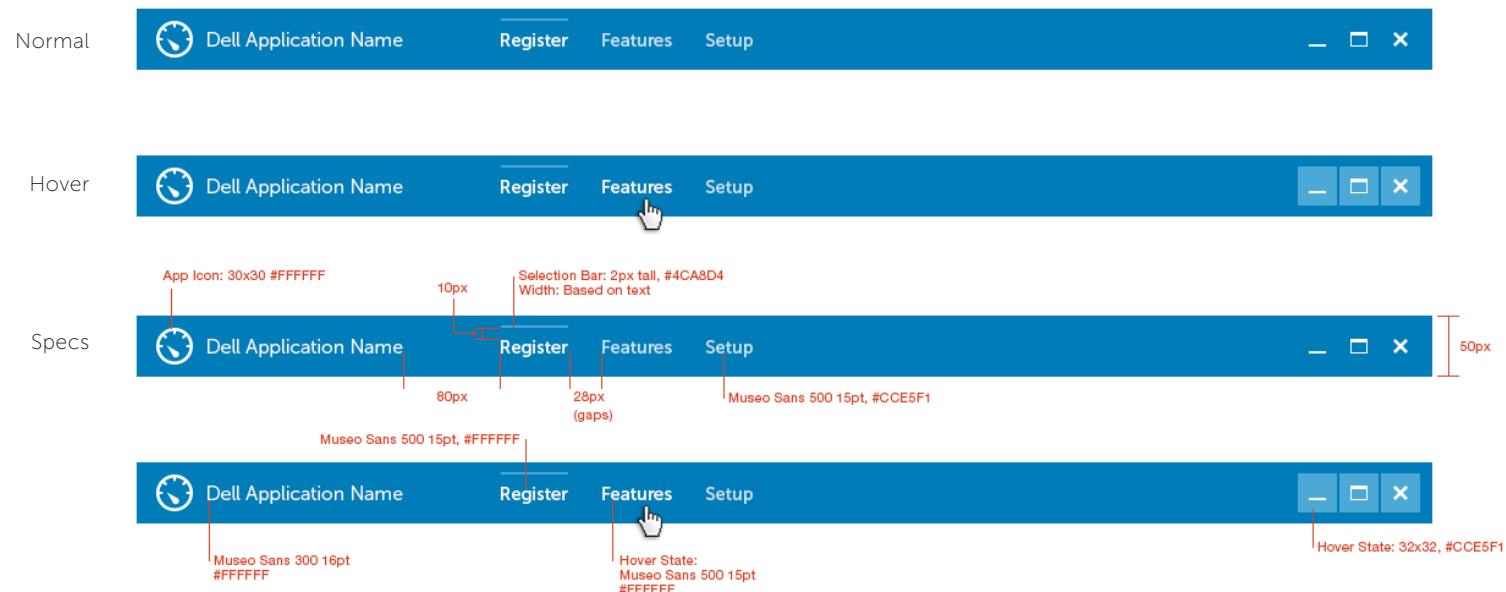
The image displays three versions of a top navigation bar for 'Next Generation Infrastructure'. Each version includes a header bar with a logo, search, user info, and a settings icon. Below the header are five main menu items: Dashboard, Services, Devices, Diagnostics, Reports, and New Service. The 'Devices' item has a dropdown arrow icon and a chevron icon. The 'Settings' icon has a gear icon.

- Normal:** Shows standard button states. A red box highlights the 'Devices' dropdown area with the text 'Hairline: 1px, #EEEEEE'. Another red box highlights the gap between the 'Devices' and 'Diagnostics' buttons with the text '30px (gaps)'. A third red box highlights the 'Chevron' icon with the text 'Chevron: 11x6'. A fourth red box highlights the 'New Service' button with the text '33px'.
- Dropdown:** Shows the 'Devices' menu open. A red box highlights the 'Devices' button with the text 'Icon: 12x12 #007db8' and 'Museo Sans 300 14pt, #007db8'. A red box highlights the dropdown arrow with the text 'Hover State: 103x33, #CCE5F1'. A red box highlights the 'Settings' icon with the text 'Hover State: 72x26, #CCE5F1'.
- Hover:** Shows the 'Devices' menu open with a mouse cursor hovering over the 'Storage' option. A red box highlights the 'Devices' button with the text 'Museo Sans 300 14pt, #007db8'. A red box highlights the 'Storage' option in the dropdown with the text 'Museo Sans 300 12pt, #007db8'.

# Navigation

## Top Inline Navigation and Specifications

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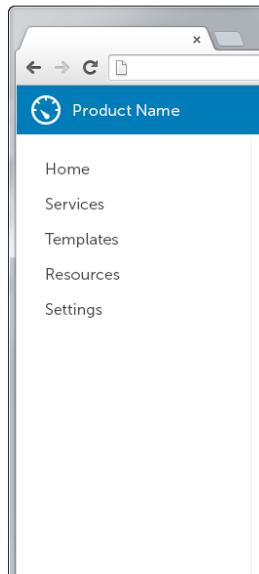


# Navigation

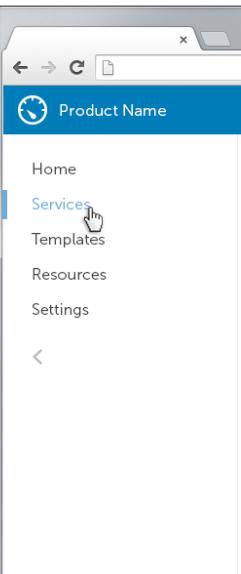
## Left Navigation

[Download PSDs on Box.](#)

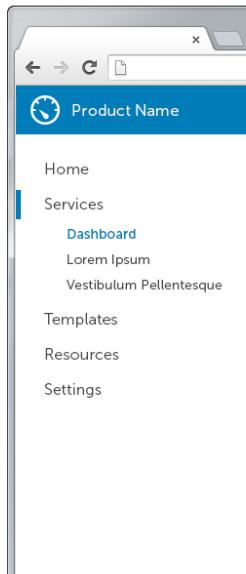
Normal



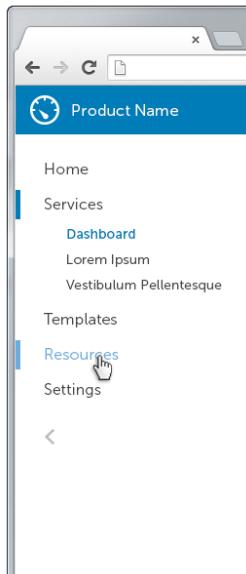
Hover



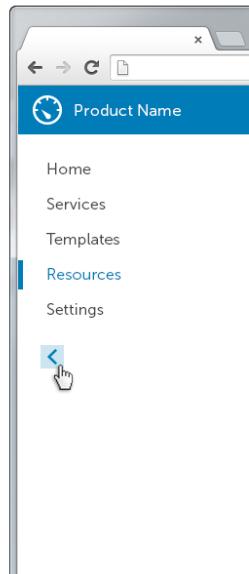
Select/Expand



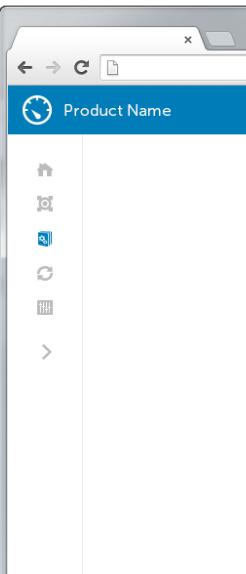
Select/Hover



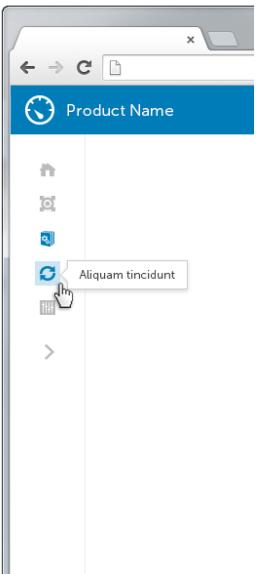
Select



Collapse



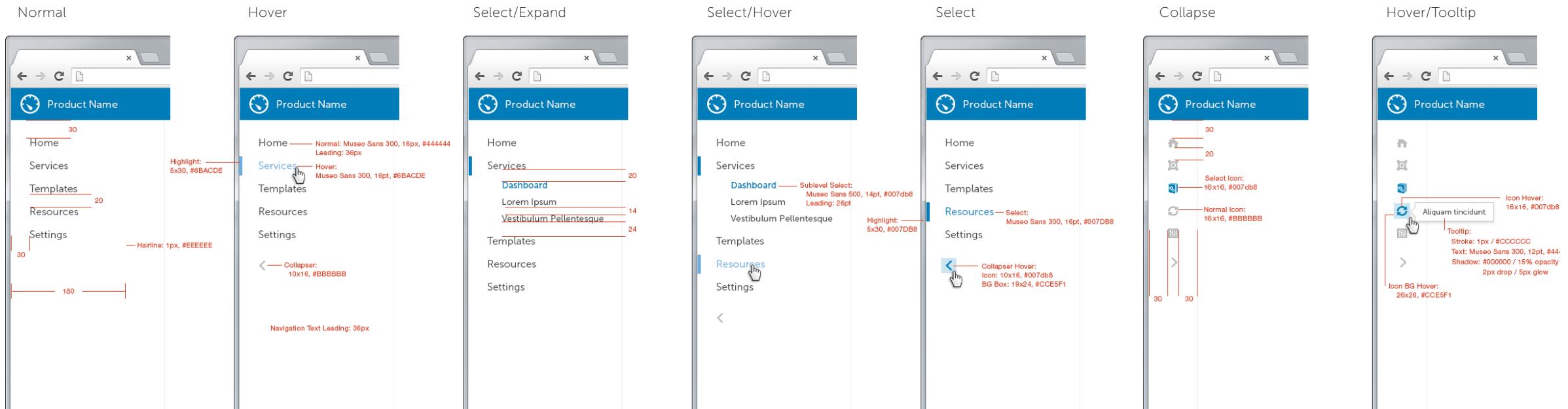
Hover/Tooltip



# Navigation

## Left Navigation Specifications

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# Navigation

## Mega Menu

[Download PSDs on Box.](#)

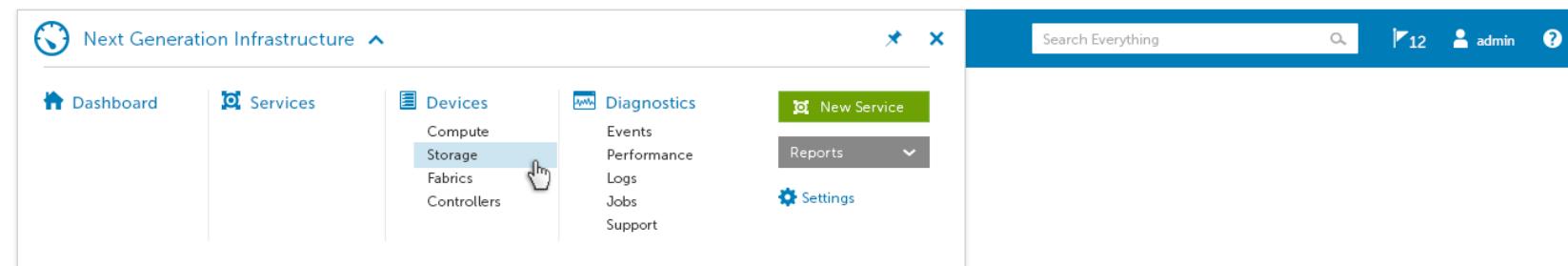
Normal



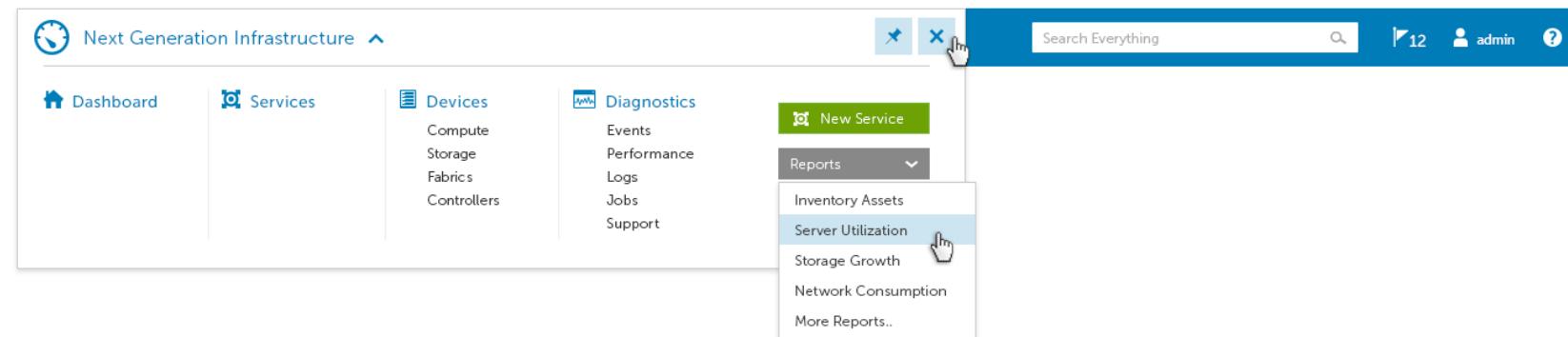
Mega Menu Hover



Mega Menu Expand



Mega Menu Dropdown



# Navigation

## Mega Menu Specifications

[Download PSDs on Box](#).

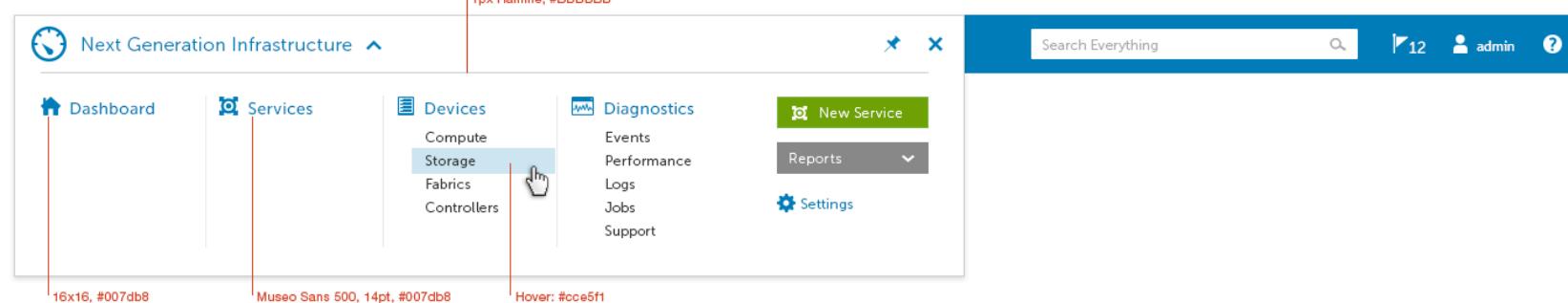
Normal



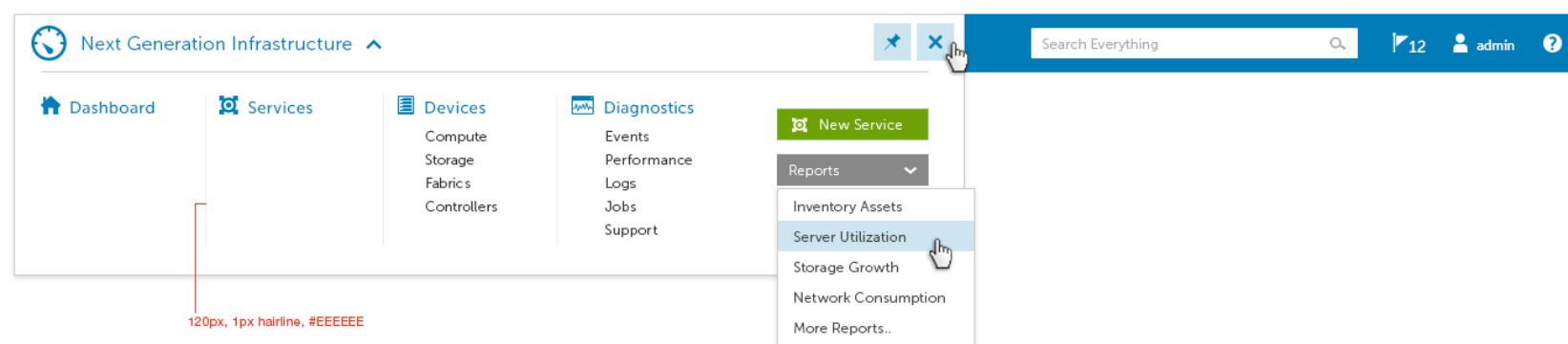
Mega Menu Hover



Mega Menu Expand



Mega Menu Dropdown

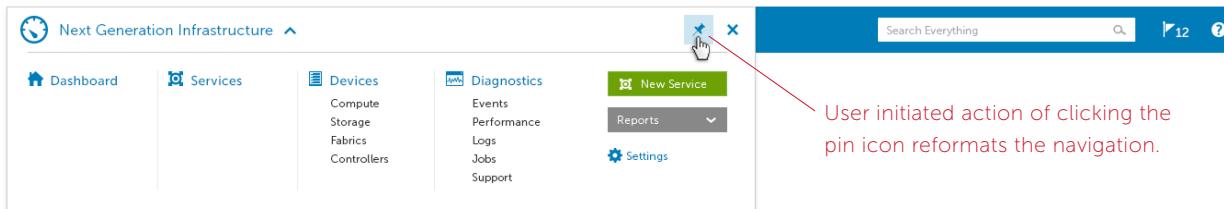


# Navigation

## Mega Menu Pinning

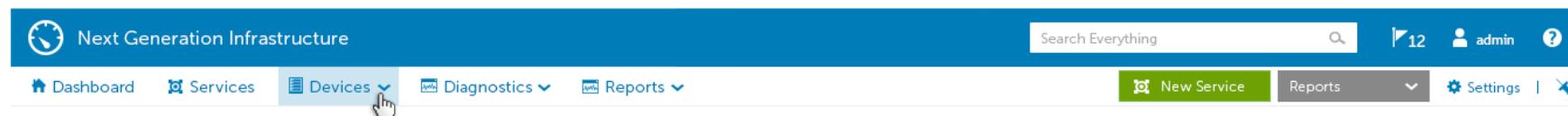
[Download PSDs on Box.](#)

Mega Menu Pin Action

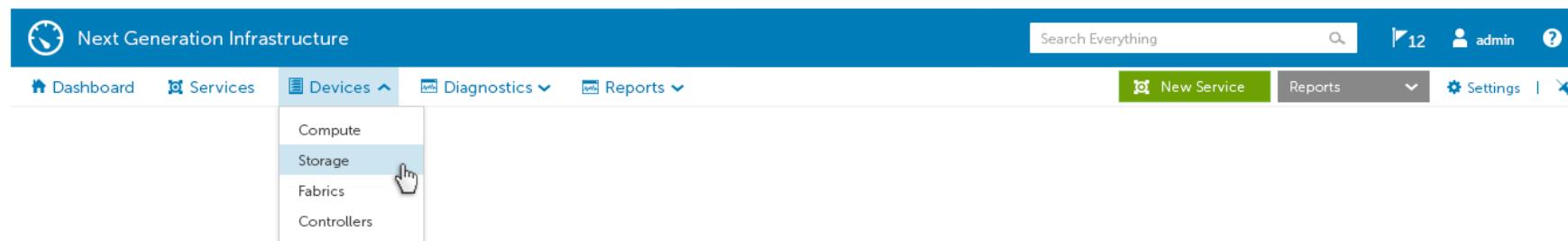


User initiated action of clicking the pin icon reformats the navigation.

Skinny Menu Pinned



Skinny Menu Pinned/Expand



Skinny Menu Actions/Hover

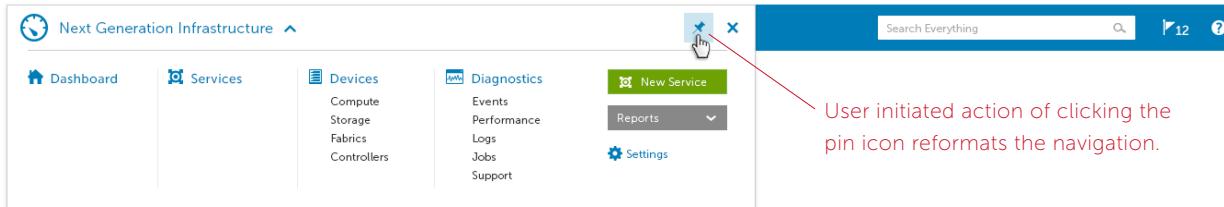


# Navigation

## Mega Menu Pinning Specifications

[Download PSDs on Box.](#)

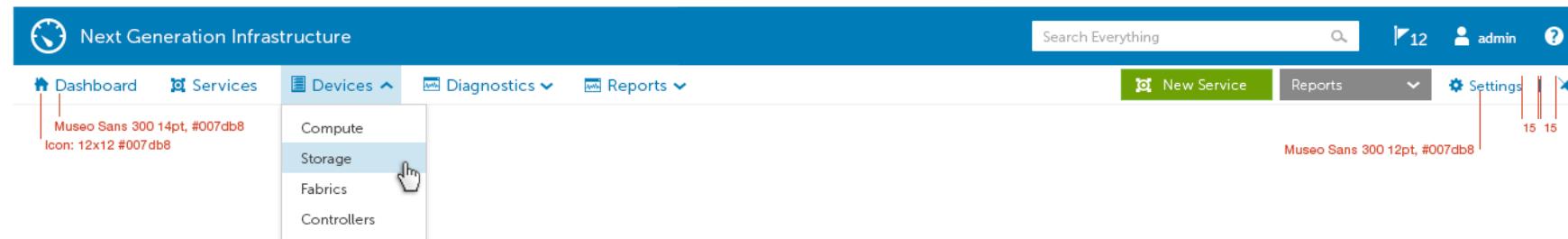
Mega Menu Pin Action



Skinny Menu Pinned



Skinny Menu Pinned/Expand



Skinny Menu Actions/Hover



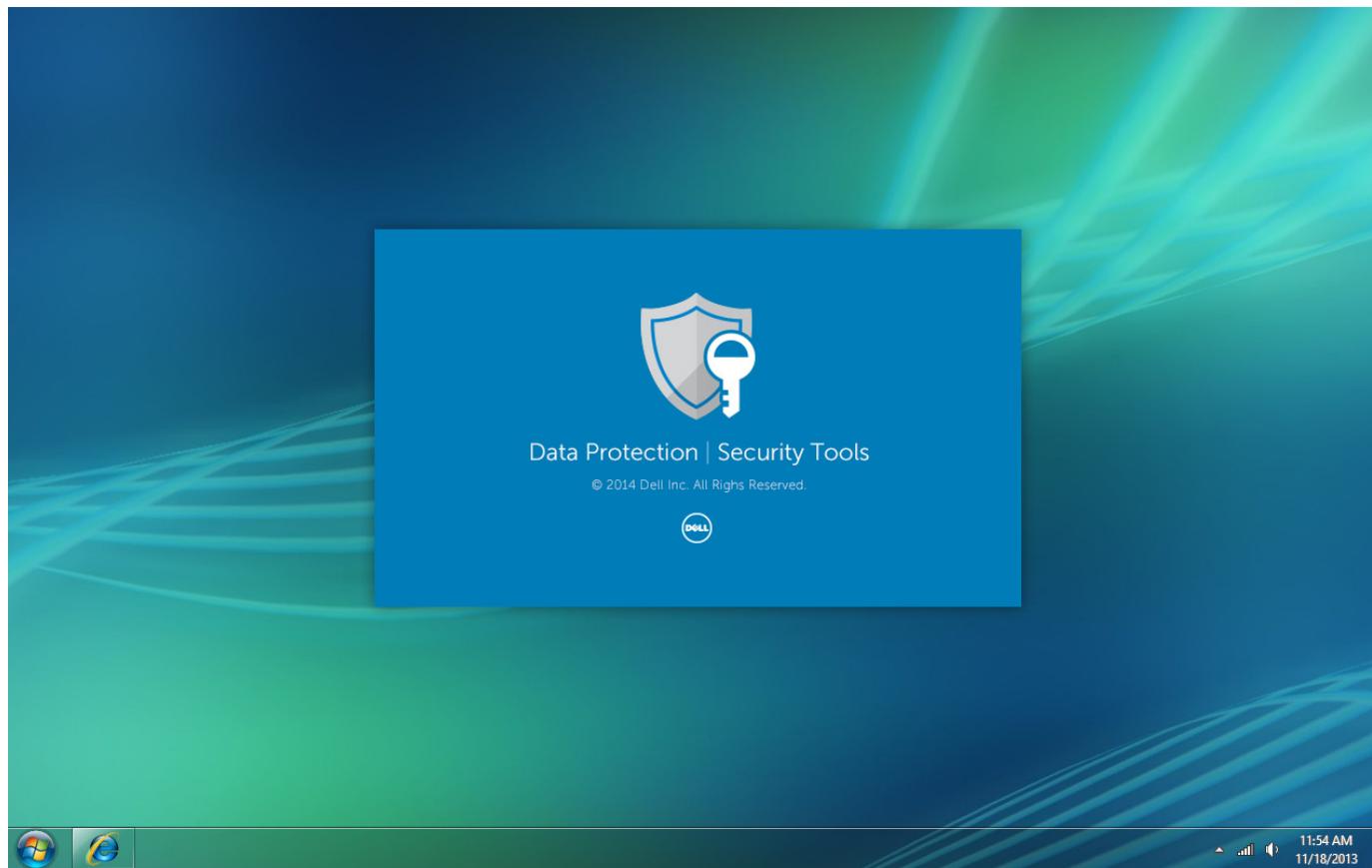
# Splash Screen

# Splash Screen

## Splash Screen Variations

[Download PSDs on Box.](#)

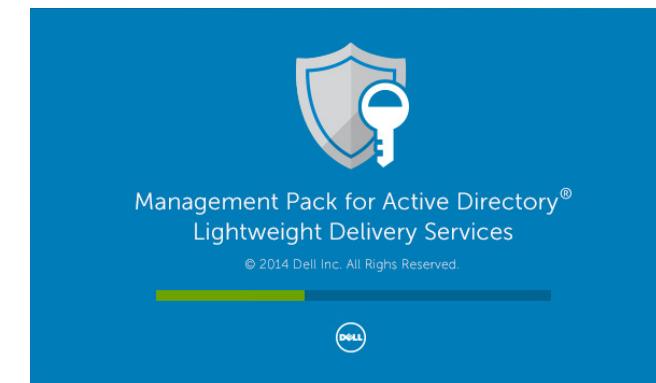
Desktop one-line splash screen



Desktop two-line splash screen



Desktop two-line loading screen

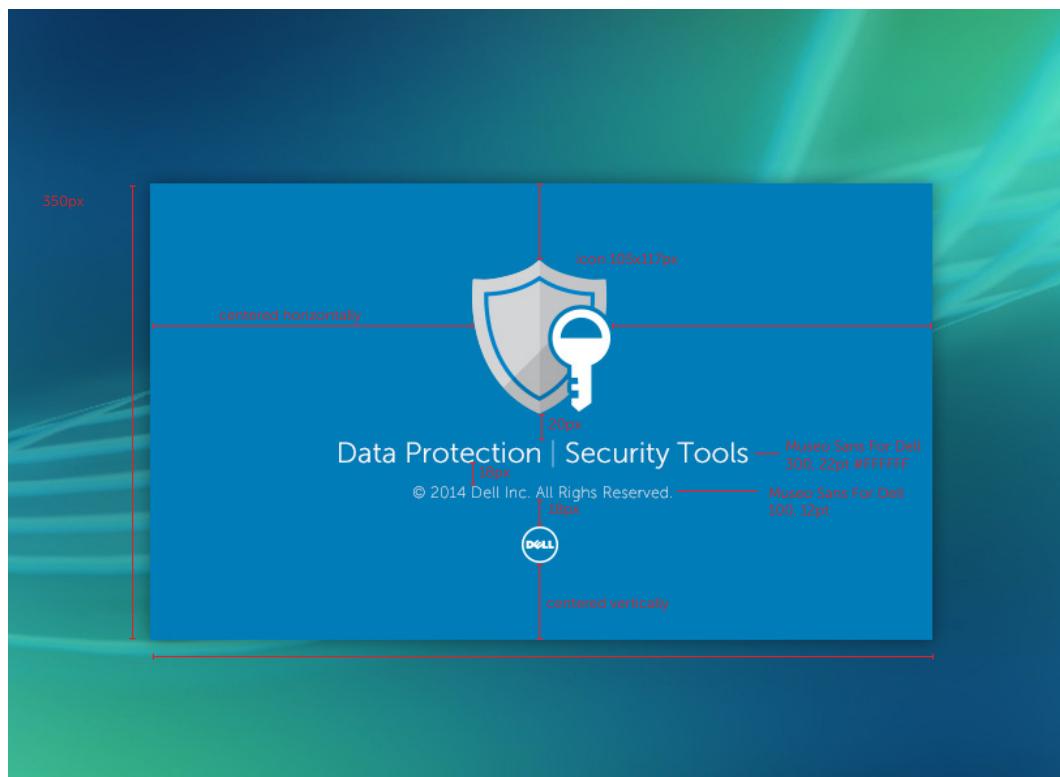


# Splash Screen

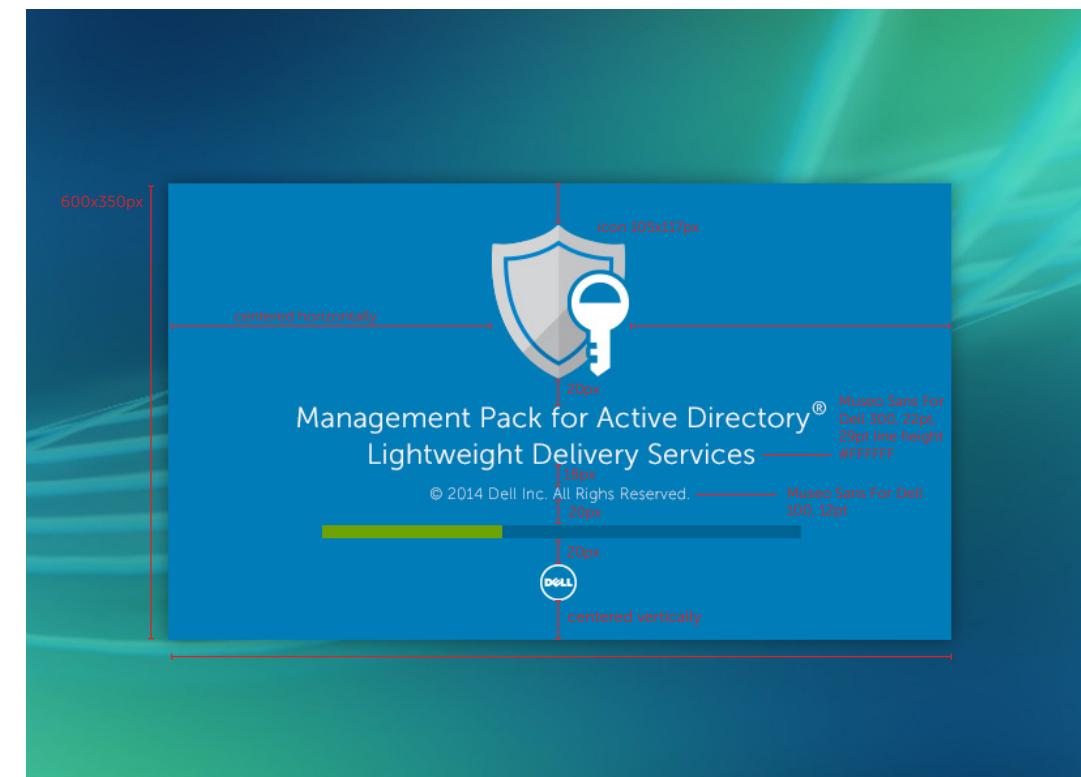
## Splash Screen Specifications

[Download PSDs on Box.](#)

Desktop one-line splash screen with app icon specifications



Desktop one-line loader screen with app icon specifications



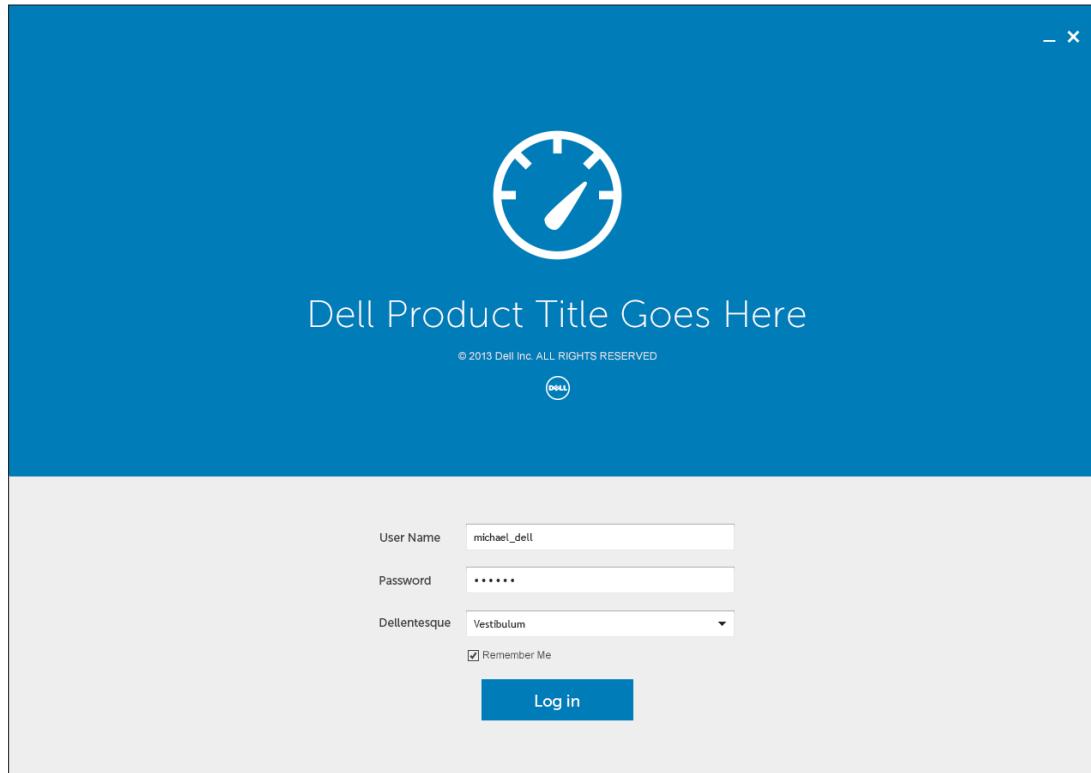
# Login Screen

# Login Screen

## Login Screen Desktop

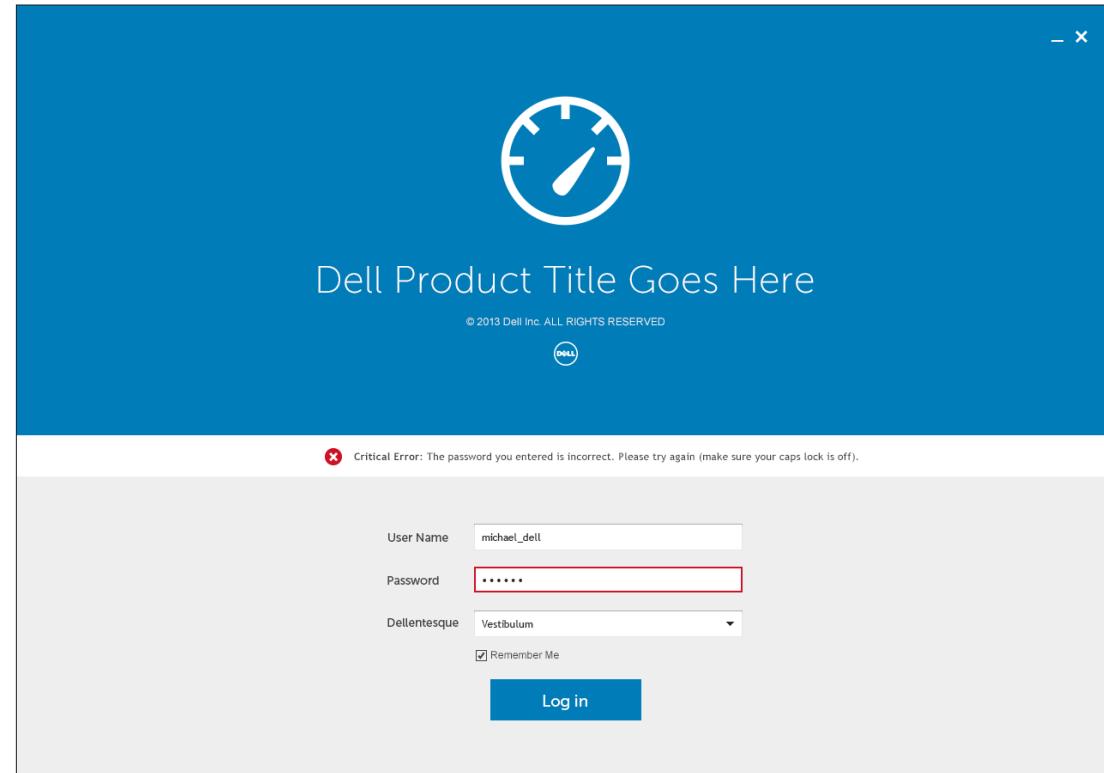
[Download PSDs on Box.](#)

Desktop one-line login screen with three form fields.



A screenshot of a desktop application window titled "Dell Product Title Goes Here". The window has a blue header bar with a clock icon and the text "Dell Product Title Goes Here". Below the header is a copyright notice: "© 2013 Dell Inc. ALL RIGHTS RESERVED" and the Dell logo. The main content area contains three form fields: "User Name" with value "michael\_dell", "Password" with value "\*\*\*\*\*", and "Dellentesque" with value "Vestibulum". There is a checked checkbox for "Remember Me" and a blue "Log in" button at the bottom.

Desktop one-line login screen with error message.



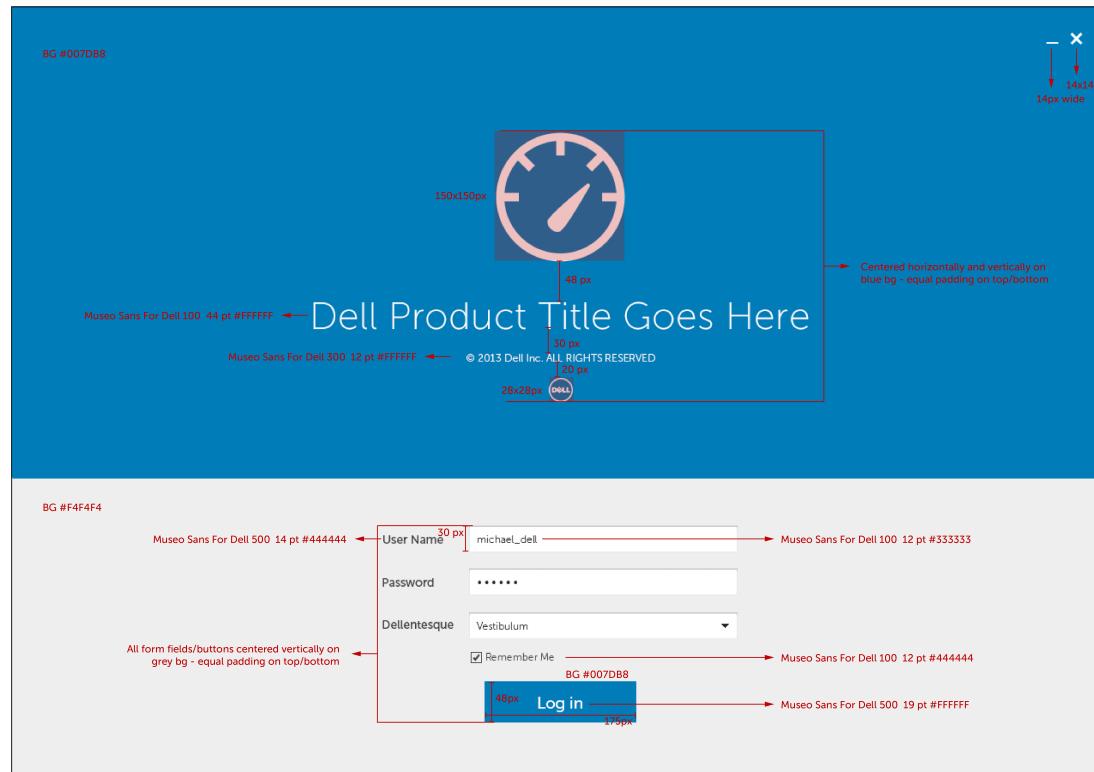
A screenshot of a desktop application window titled "Dell Product Title Goes Here". The window has a blue header bar with a clock icon and the text "Dell Product Title Goes Here". Below the header is a copyright notice: "© 2013 Dell Inc. ALL RIGHTS RESERVED" and the Dell logo. A red error message box is displayed, containing a red exclamation mark and the text "Critical Error: The password you entered is incorrect. Please try again (make sure your caps lock is off.)". The main content area contains three form fields: "User Name" with value "michael\_dell", "Password" with value "\*\*\*\*\*" (highlighted in red), and "Dellentesque" with value "Vestibulum". There is a checked checkbox for "Remember Me" and a blue "Log in" button at the bottom.

# Login Screen

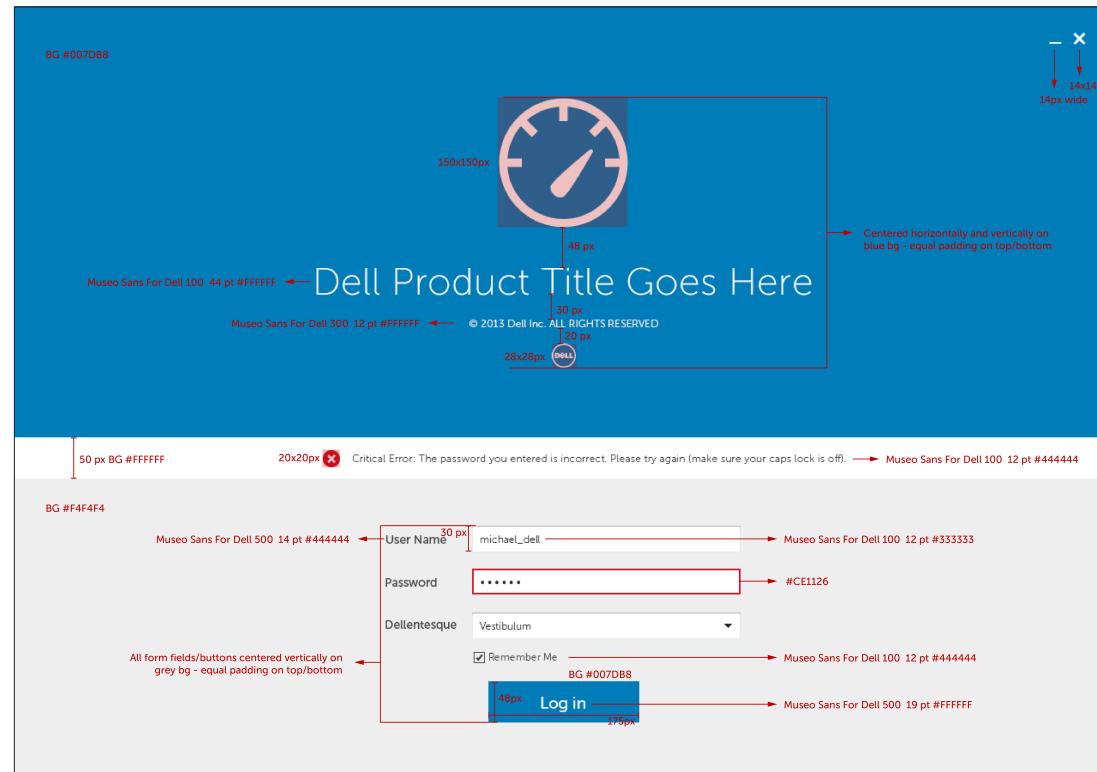
## Login Screen Specifications

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Desktop one-line login screen with three form fields specifications.



Desktop one-line login screen with error message specifications.

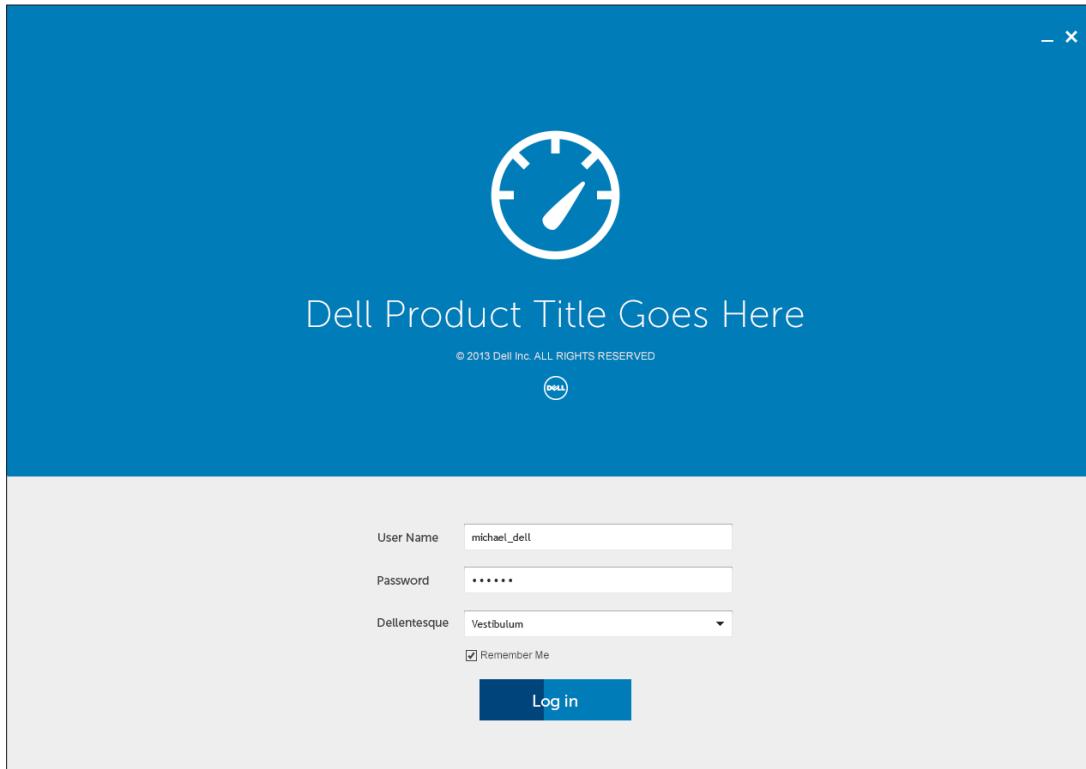


# Login Screen

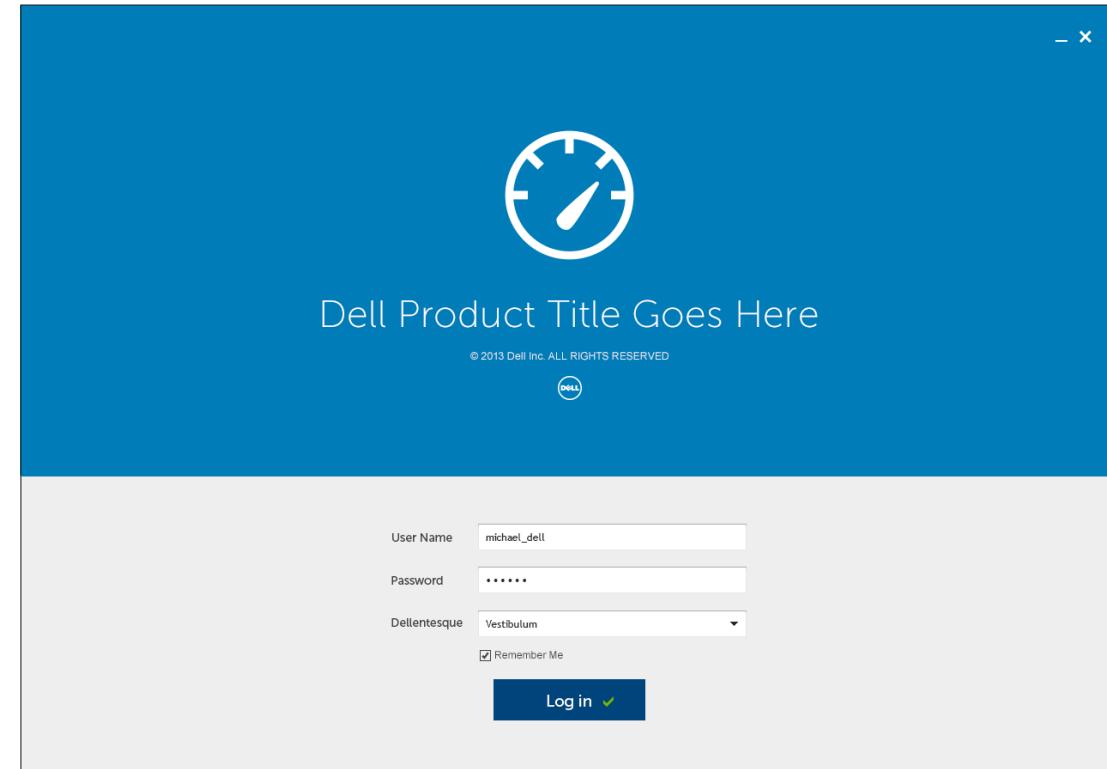
## Login Screen with Loading Bar

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Desktop one-line login screen with loader.



Desktop one-line login screen with loading complete.

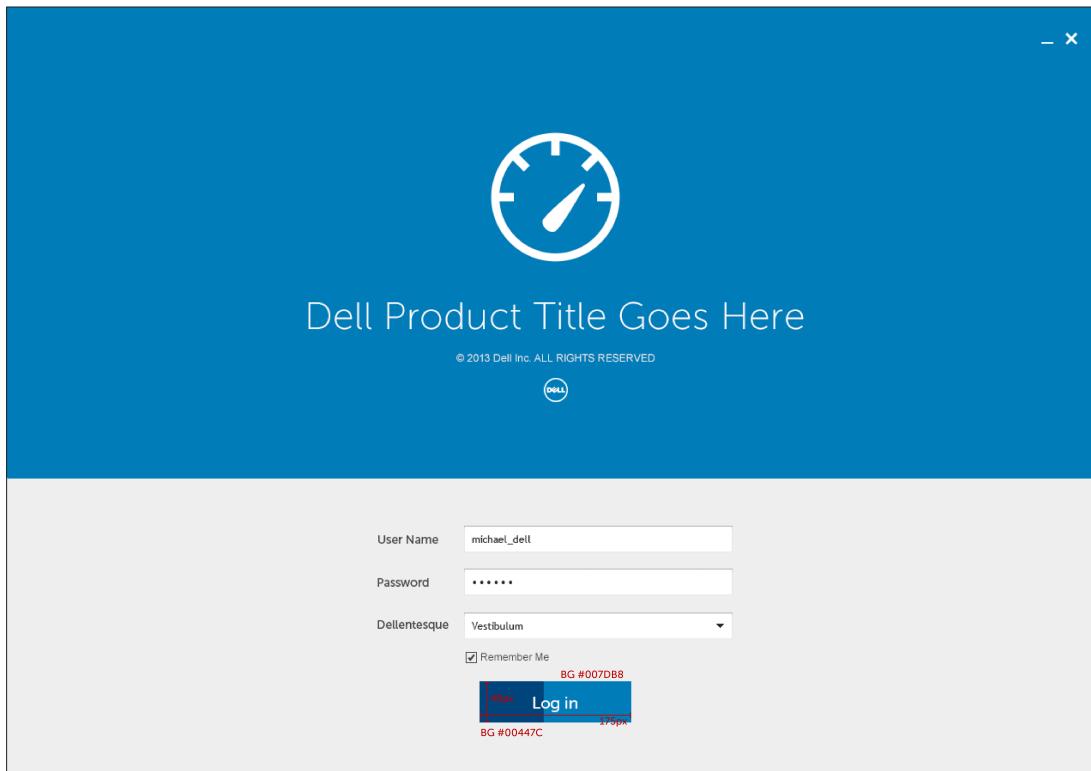


# Login Screen

## Login Screen with Loading Bar Specifications

[Download PSDs on Box.](#)

Desktop one-line login screen with loader specifications` .



Desktop one-line login screen with loading complete specifications.

