

# Jostle style guide

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Typography
Spacing Units
Borders
Buttons
Inputs

## Intro

This guide is for designers and developers. The goal is to maintain consistency across the platform as well as design iterations. A button is a button is a btn.

## Colours

We have 5 base colours that are pulled from the Jostle logo and 5 shades of grey for aiding hierarchy of type and layout with fills and borders. We constrain designs to the 'base palette' and use the 'Extended palette' only to improve hierarchy or augment interaction.

### Base palette



## Typography

We use [Open Sans](#) by Steve Matteson. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms. We use the Regular (400), *Regular Italic* (400), **Bold** (700), and **Bold Italic** (700) weights in our application.

Header 01 32px

Header 06 12px

Header 02 24px

Header 05 14px

Header 03 18px

Header 04 16px

Header 03 18px

# Who worked on this?

Our style guide originated with Grey Vaisius, Justin Alm, and Noel Heaney.



**Grey Vaisius**  
UX Designer



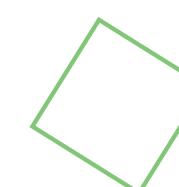
**Justin Alm**  
UX Designer



**Elliot Mah**  
UX Designer

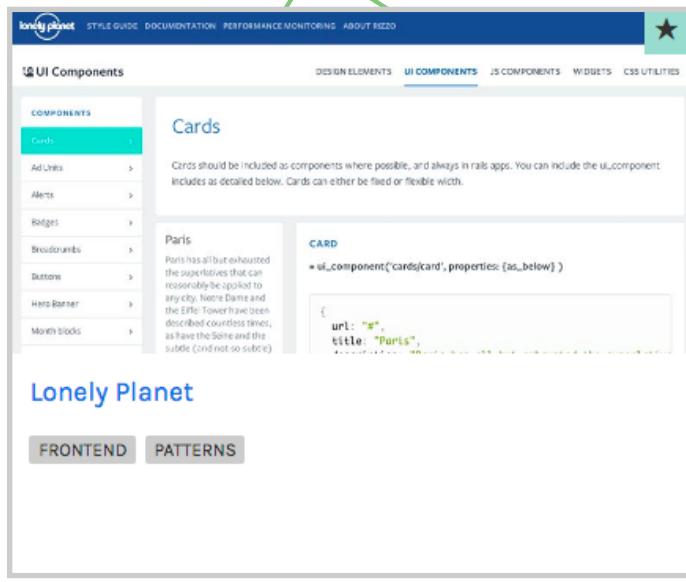
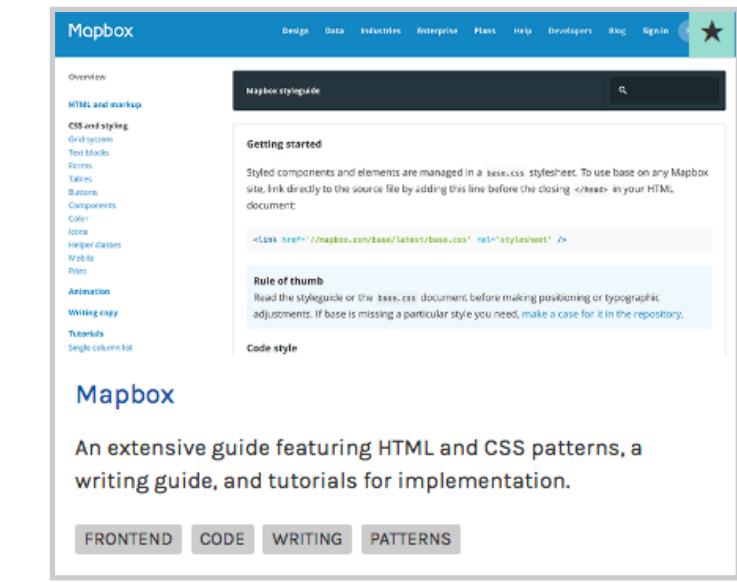
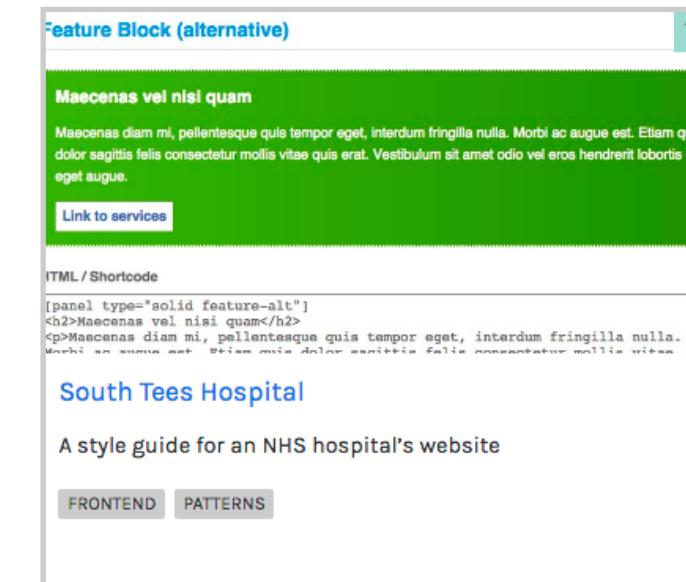
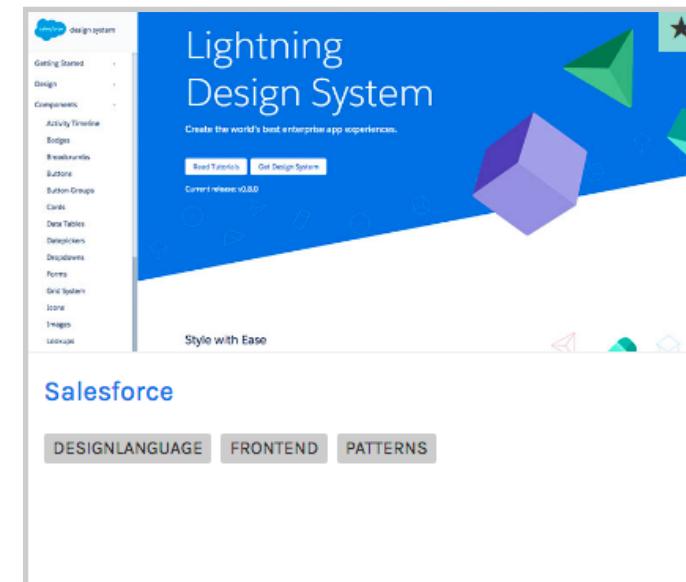
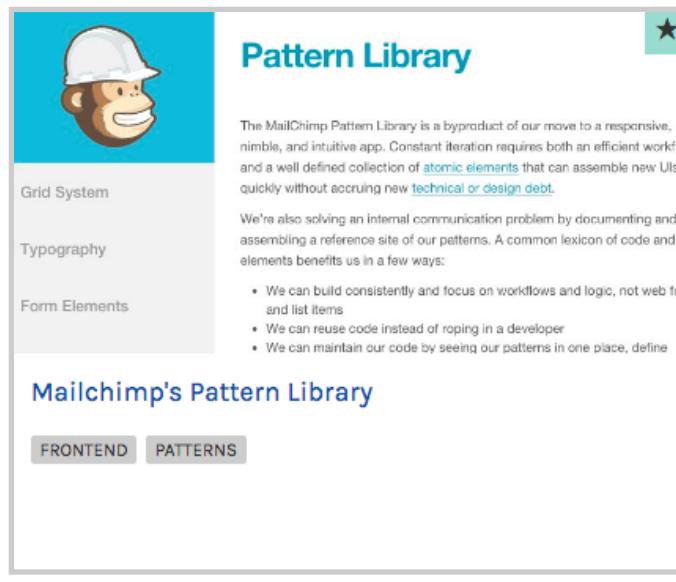
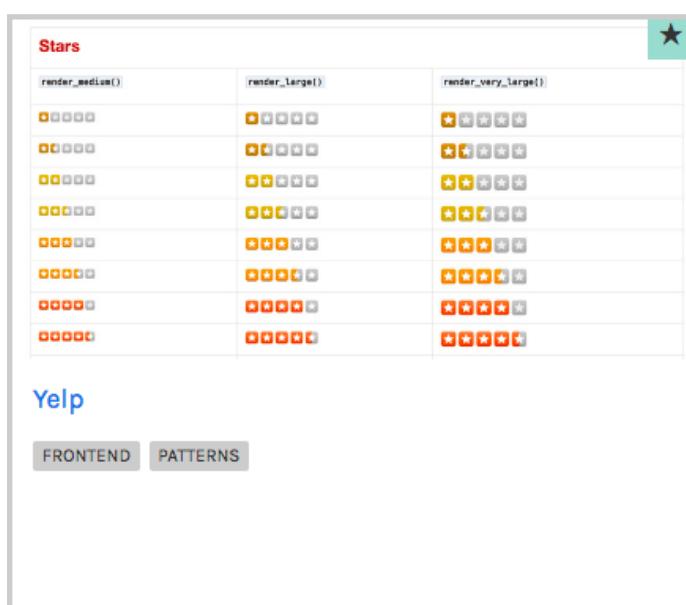
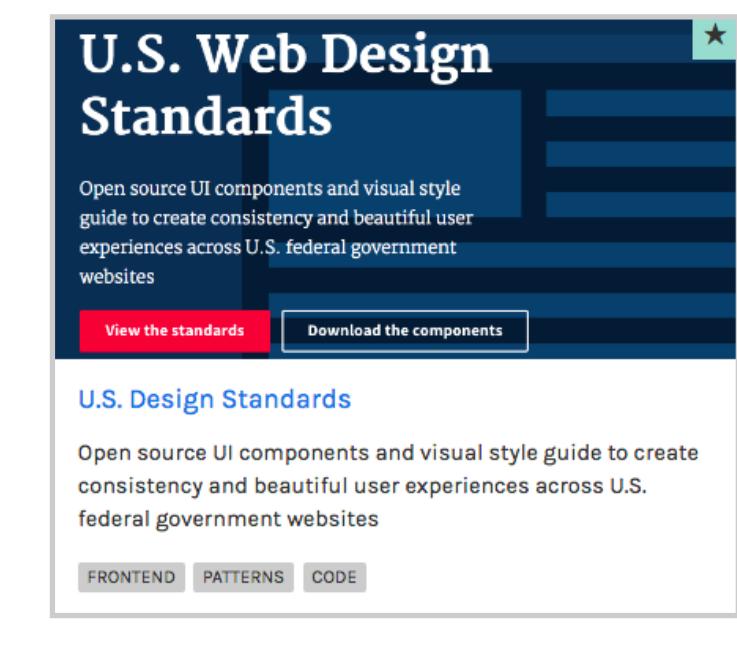
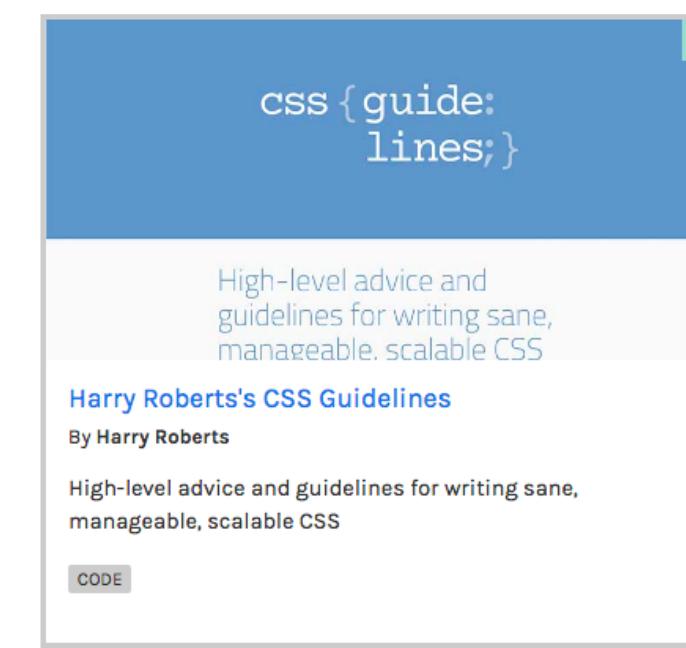
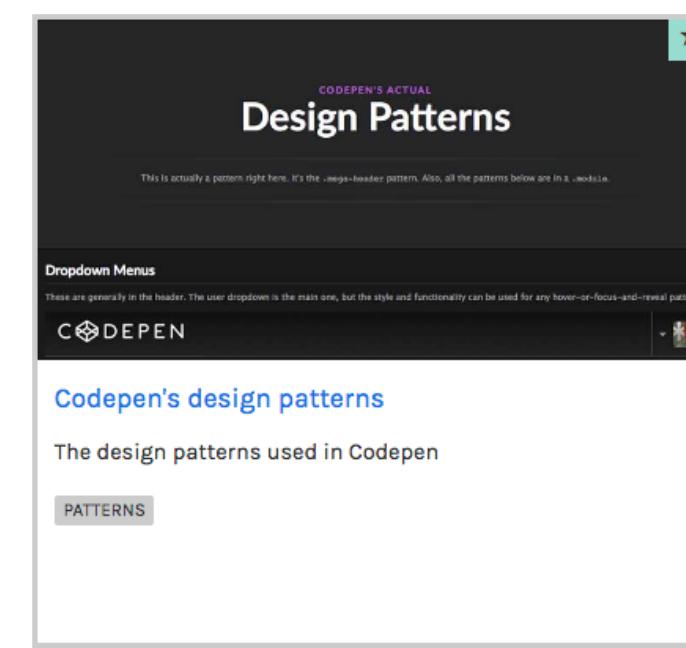
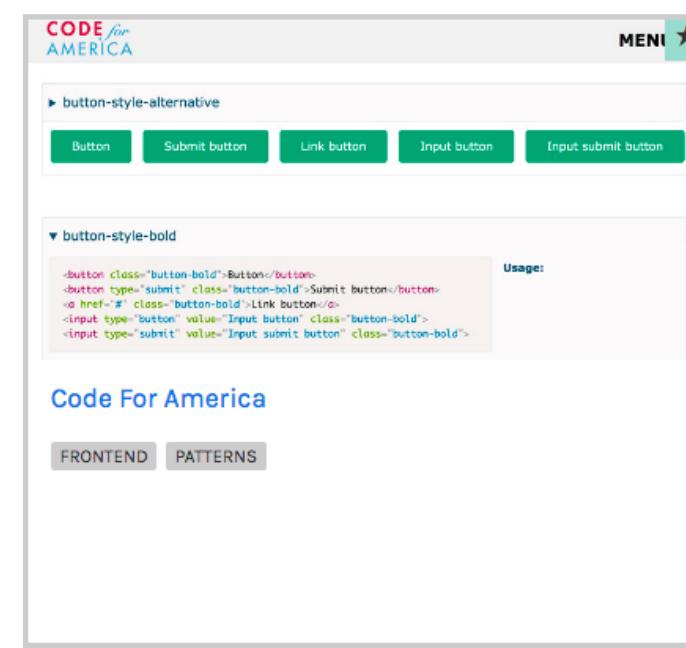
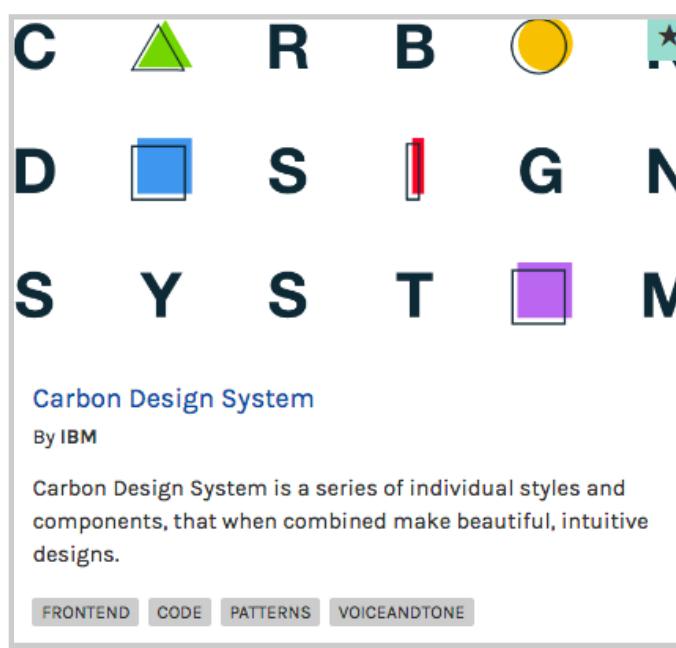


**Noel Heaney**  
UX Designer



# What is a style guide?

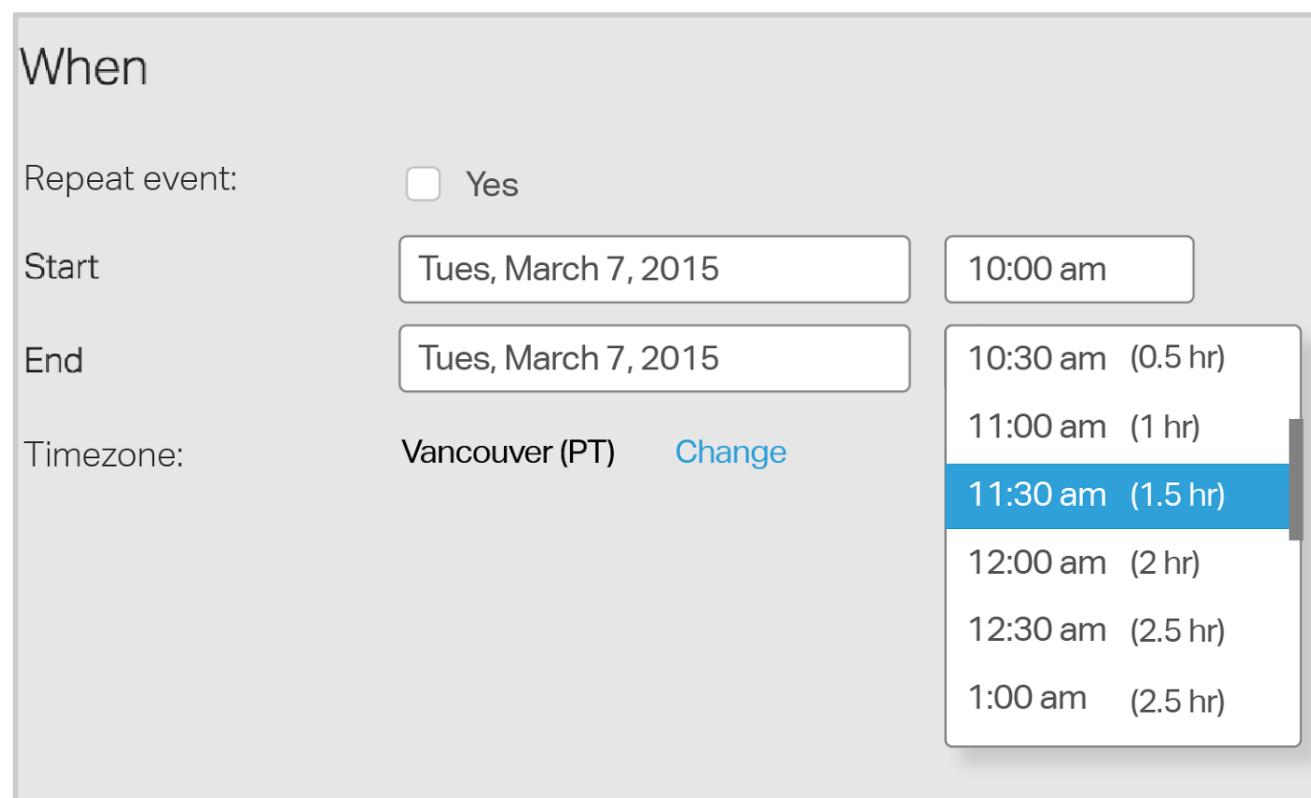
A style guide is the rules and pieces of a system collected and codified in a single place. It's a popular tool for designers and front-end developers.



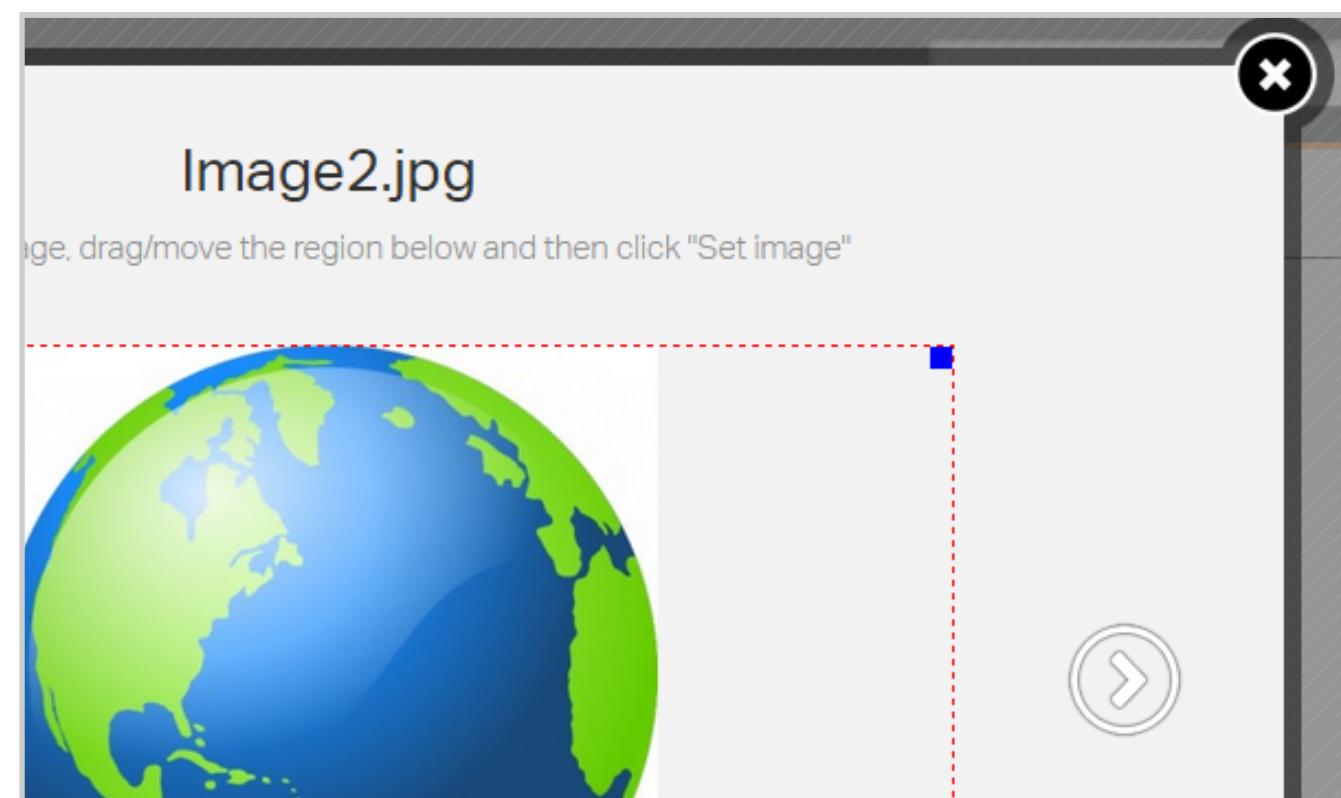
The many style guides you can see on [styleguides.io](http://styleguides.io)

# Why did we create it?

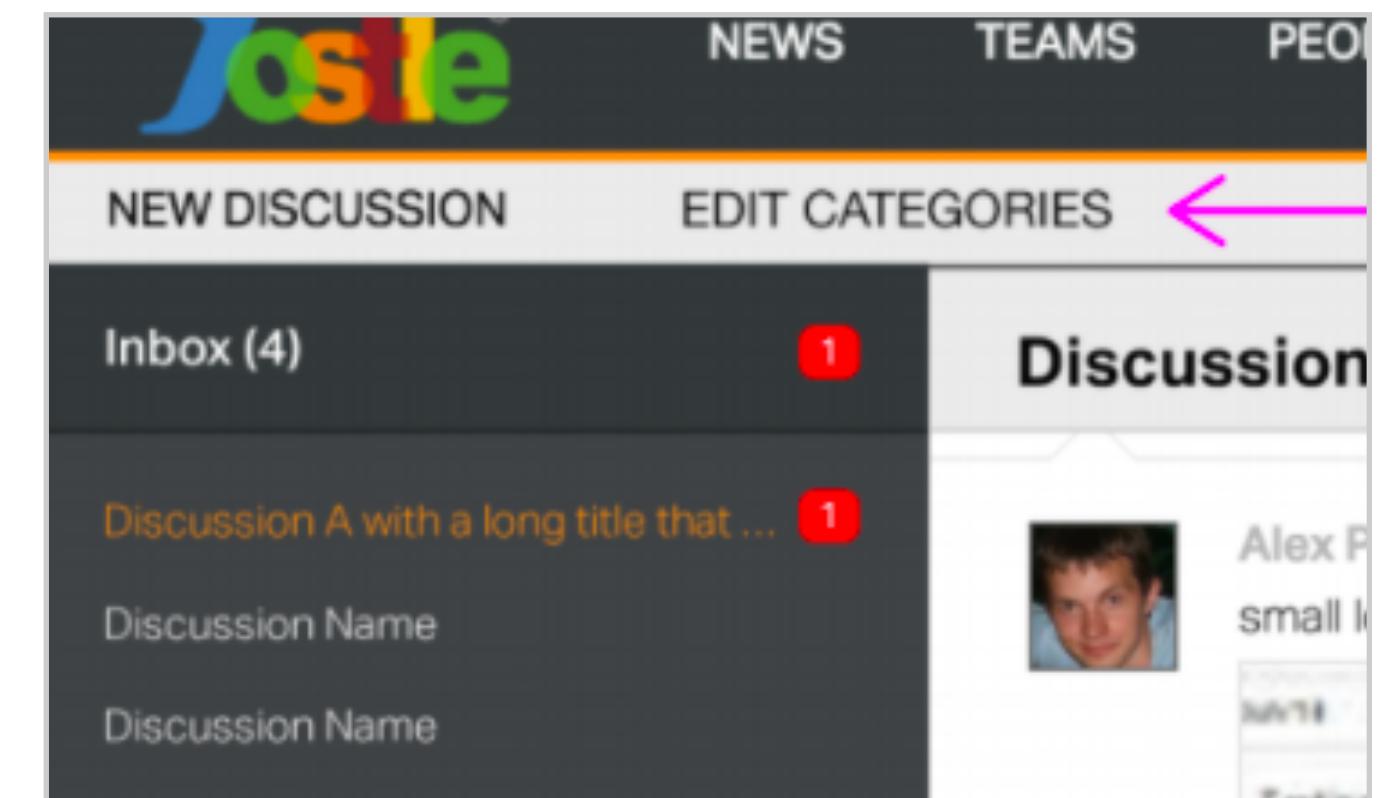
We needed to have an easy way to replicate and assemble consistent design deliverables. We needed rules to measure a design's success or failure.



Noel's design pre style guide



Grey's design pre style guide

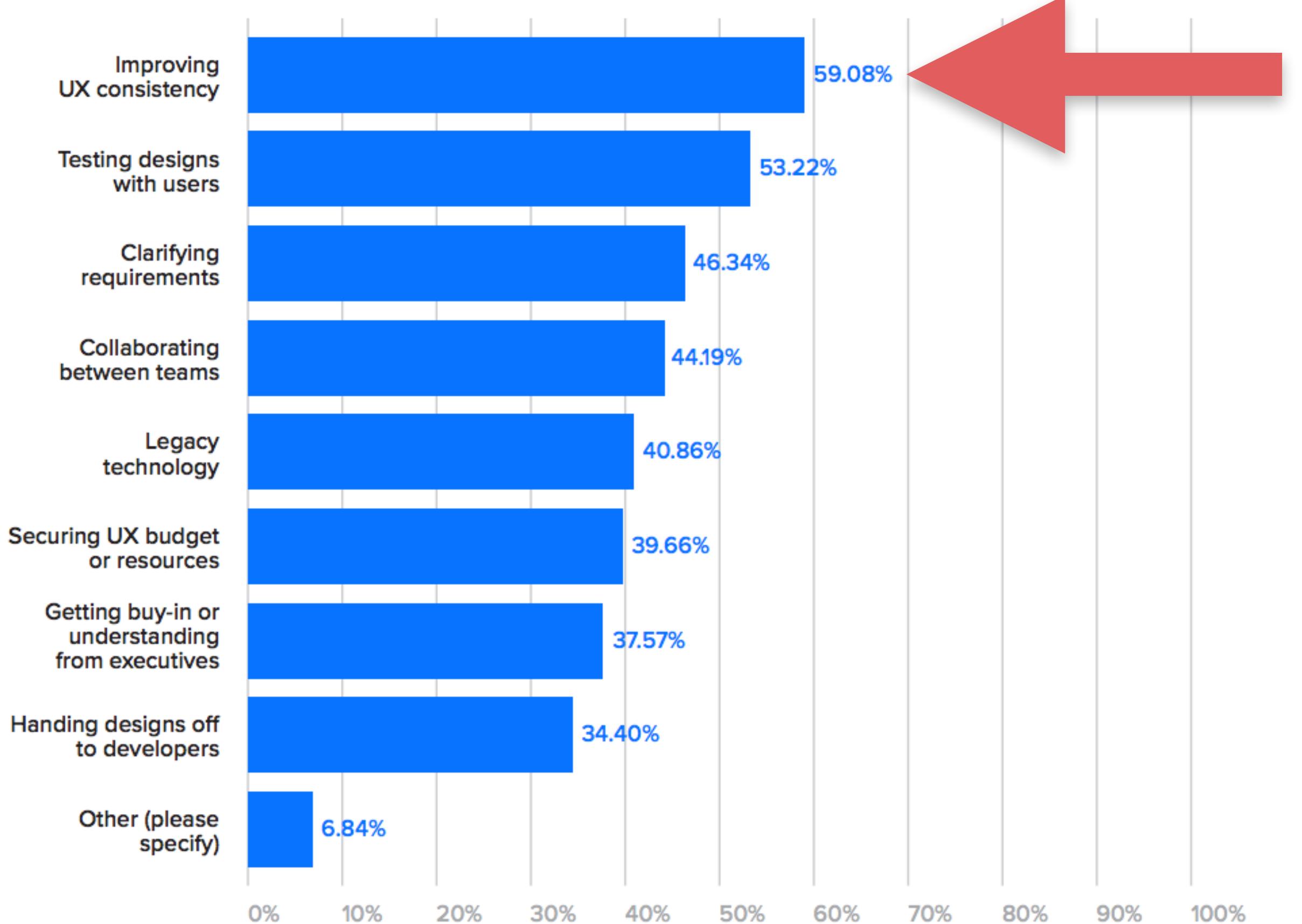


Justin's design pre style guide

# Jostle designers are not alone...

What challenges do you currently face in your UX process?

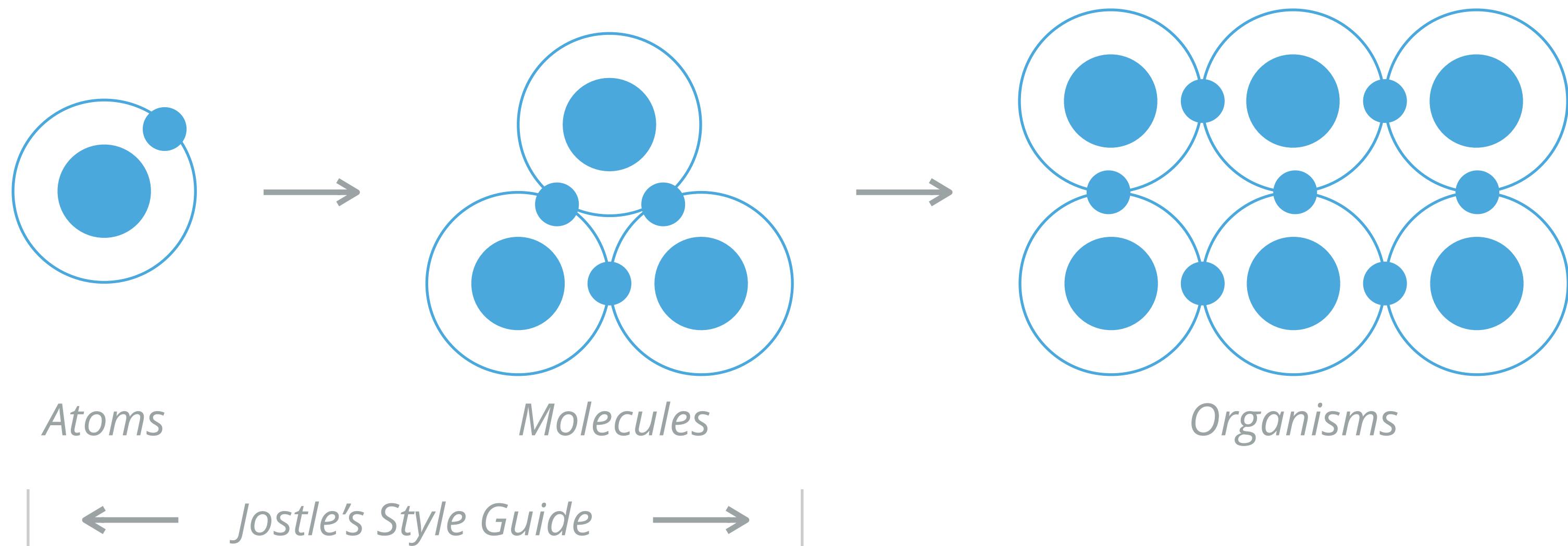
Answered: 3,157 Skipped: 0



The most important thing for the majority of “enterprise SaaS” designers

# What is our methodology?

We use a naming convention and methodology inspired by [Brad Frosts' Atomic design](#) – an extensible approach, allowing us to stop at this small set of building blocks (atoms) or logically expand to modules (molecules) and further into layouts (organisms) if we so required.



# What are the benefits from using our style guide?

- A single clear point of reference to trace back to
- Many people independently building things that are variations within a theme
- Easily identify and discuss inconsistencies
- A more consistent experience throughout our increasingly complex product
- Faster iteration
- Shipping better product and better UX

# What is included?

The guide started as a set of extremely basic building blocks:

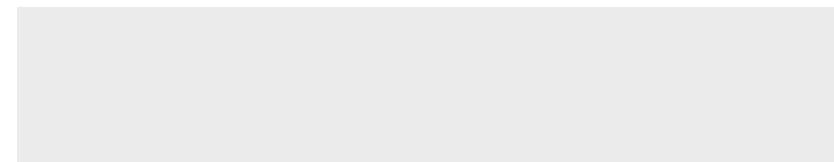
- A set of colours
- A defined & flexible typographic hierarchy
- Spacing units (padding and margins)
- A few practical use elements (form elements, borders, buttons, etc.)

# Colours



# Colours

We have 5 base colours that are pulled from the Jostle logo and 5 shades of grey for aiding hierarchy of type and layout with fills and borders. Design is constrained to '01' colours and we use '02' colours only to improve hierarchy or augment interaction.



grey01 #ebebeb



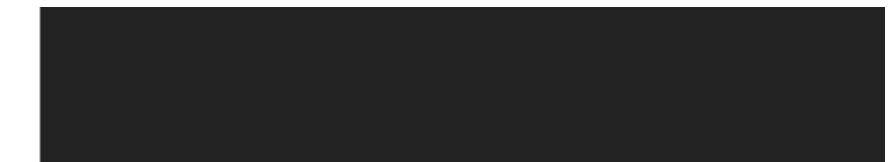
grey02 #cccccc



grey03 #9ba3a5



grey04 #5f6668



grey05 #232323



yellow01 #ffd417



orange01 #f79b28



red01 #e25d5d



green01 #82c678



blue01 #4ba8dc



yellow02 #ffb002



orange02 #ef5e06



red02 #c82121



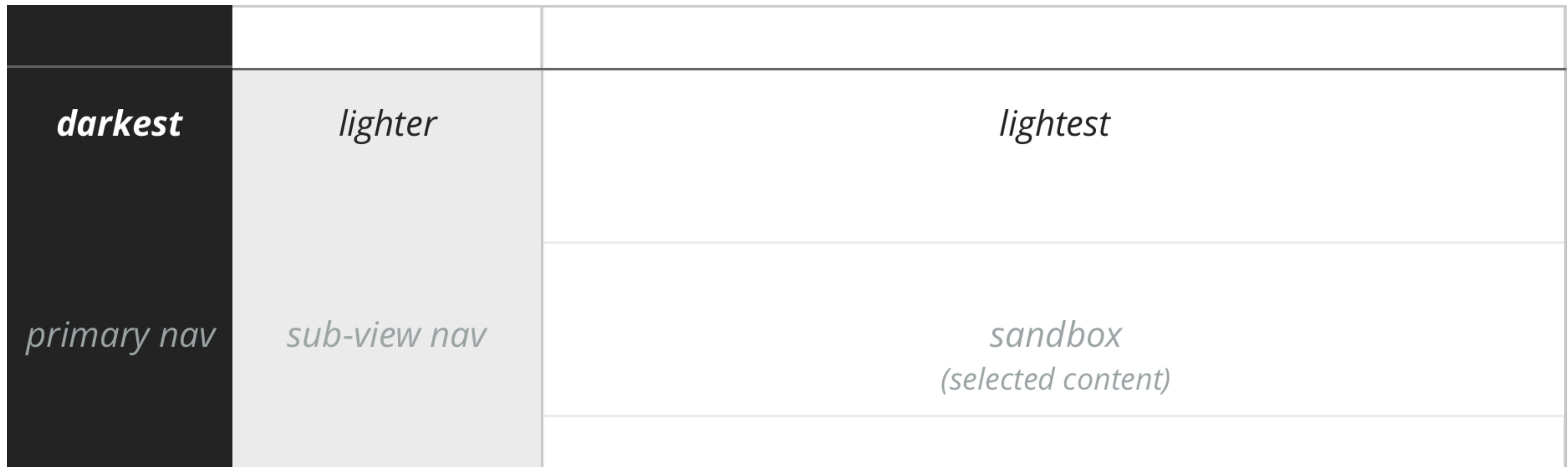
green02 #429938



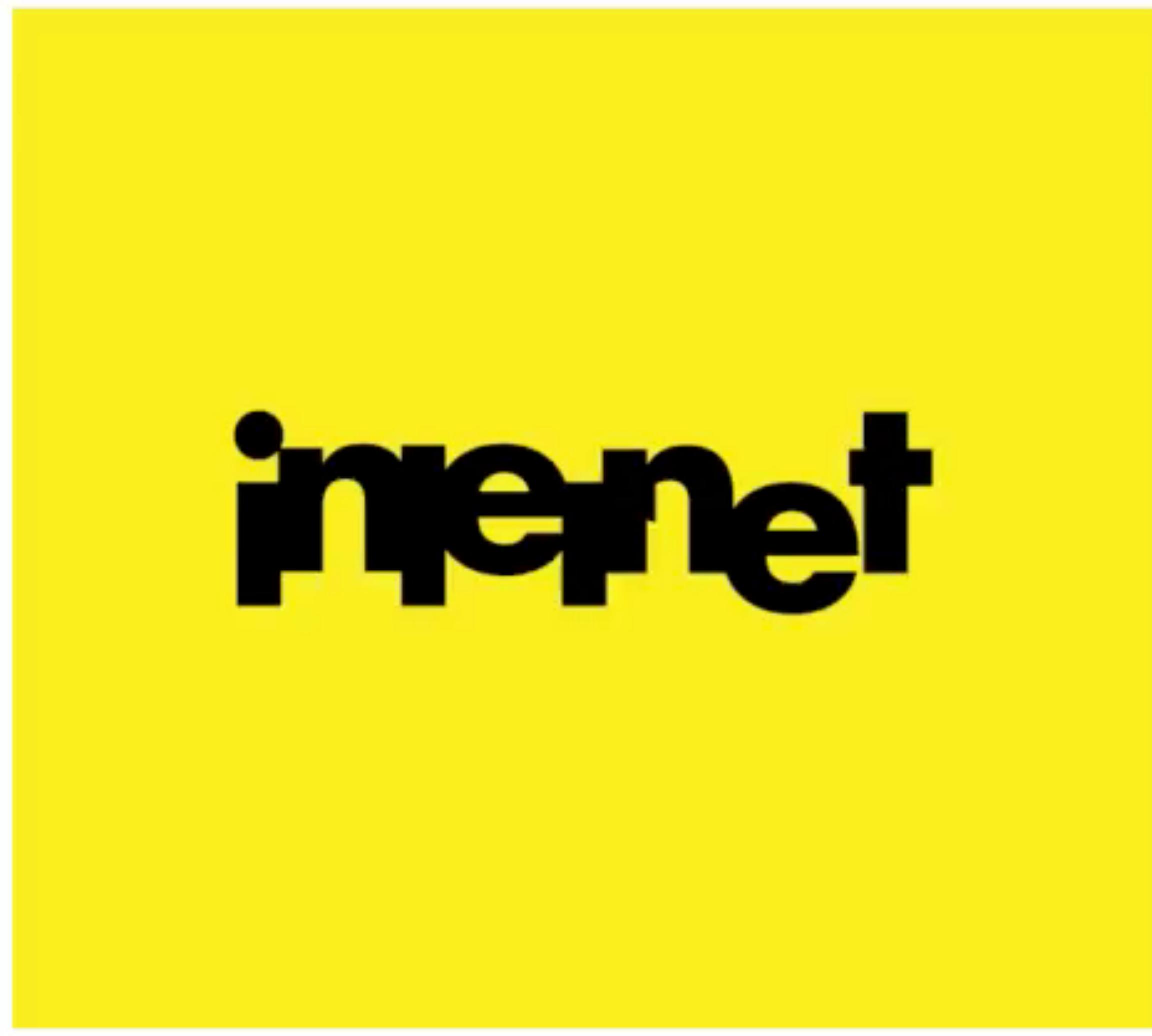
blue02 #166ebd

# Greys aid view hierarchy

We use our palette of greys to bring focus within a Primary View. The view hierarchy moves from left to right and dark to light.



# Typography



internet

# Typography

Header 01 32px

Header 06 12px

Header 02 24px

Header 05 14px

Header 03 18px

Header 04 16px

Header 04 16px

Header 02 24px

Header 05 14px

Header 06 12px

Header 01 32px

## Paragraphs 14px / 22 (1.625)

We use [Open Sans](#) by [@Steve Matteson](#). It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms. We use the Regular (400), *Regular Italic* (400), **Bold** (700), and ***Bold Italic*** (700) weights in our application.

## Long form paragraphs 16px / 26 (1.625)

We use [Open Sans](#) by [@Steve Matteson](#). It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms. We use the Regul...

# Spacing units



# Spacing units

We use larger spacing units to delineate sections of content or controls. Smaller spacing units are used to space the elements that make up each section of content (organism) or cluster of controls (molecule).

x-small *8px*

small *16px*

medium *24px*

large *32px*

x-large *40px*

# Borders



# Borders

We try to build hierarchy within a view without borders but they can be used to delineate content blocks and sets of actions. Most borders have a border-width of 1px. Our Fat light border is 5px wide.

Dark border *1px solid #5f6668*

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Medium border *1px solid #ccc*

---

Light border *1px solid #ebebeb*

---

Fat light border *5px solid #ebebeb*

---

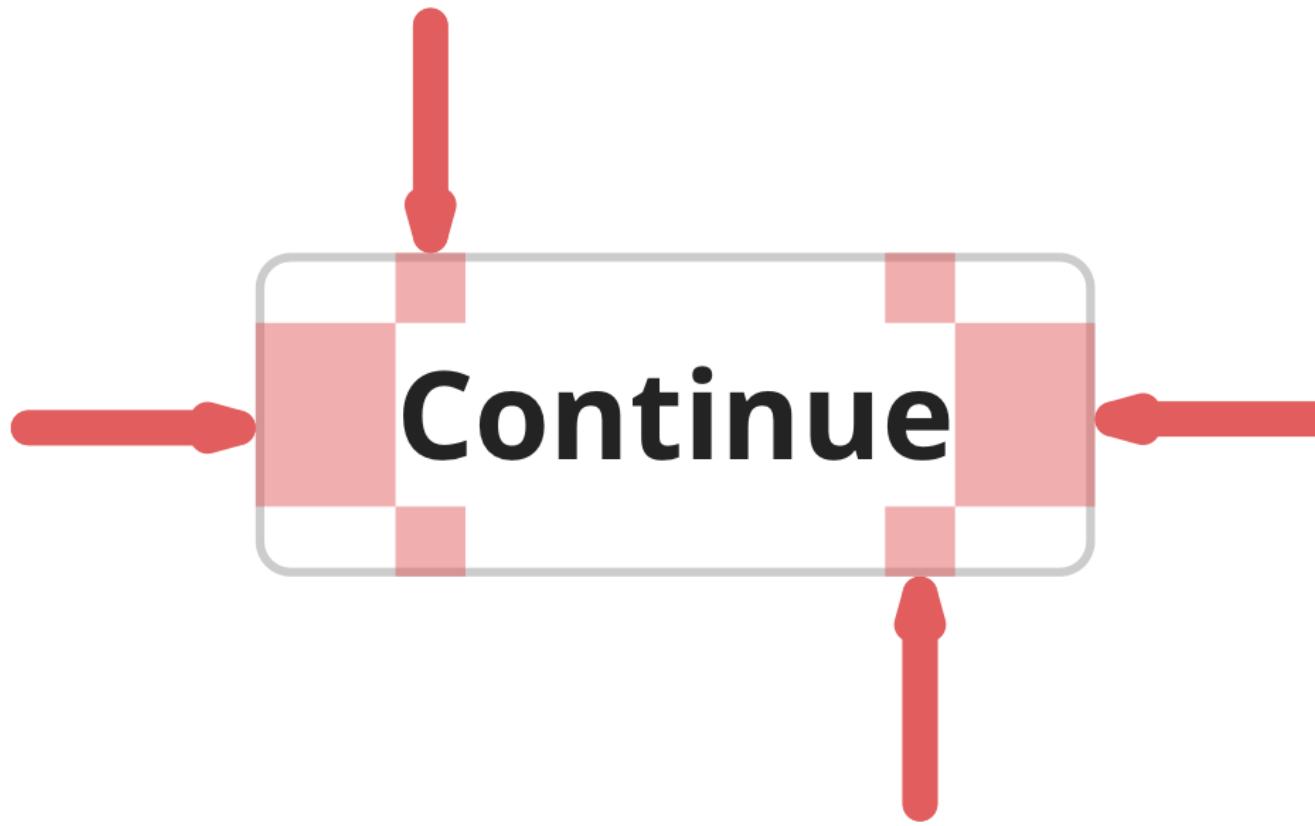
# Buttons



# Buttons

We size button and input elements by the font-size, line-height, and padding of text within a given button.

For our buttons we use “font-size: 14px; line-height: 22px; font-weight: 700; padding: 8px 16px;”.



# Buttons

We have 3 classes of buttons: Neutral, Confirm, and Destructive. Hover and active/focus states for each class step 1 colour darker in the palette. Box-shadow is applied for tab highlighting.

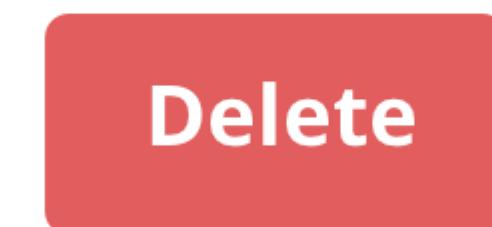
*Neutral*



*Confirm*



*Destructive*



*Disabled*



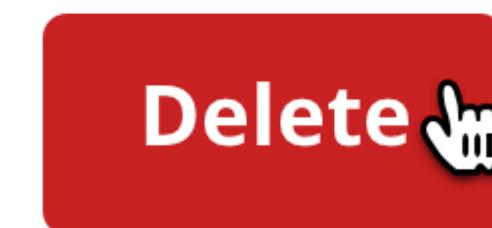
*Neutral hover*



*Confirm hover*



*Destructive hover*



*Disabled hover*



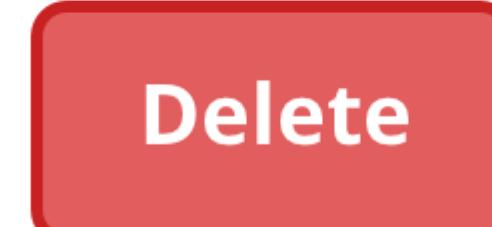
*Neutral active/focus*



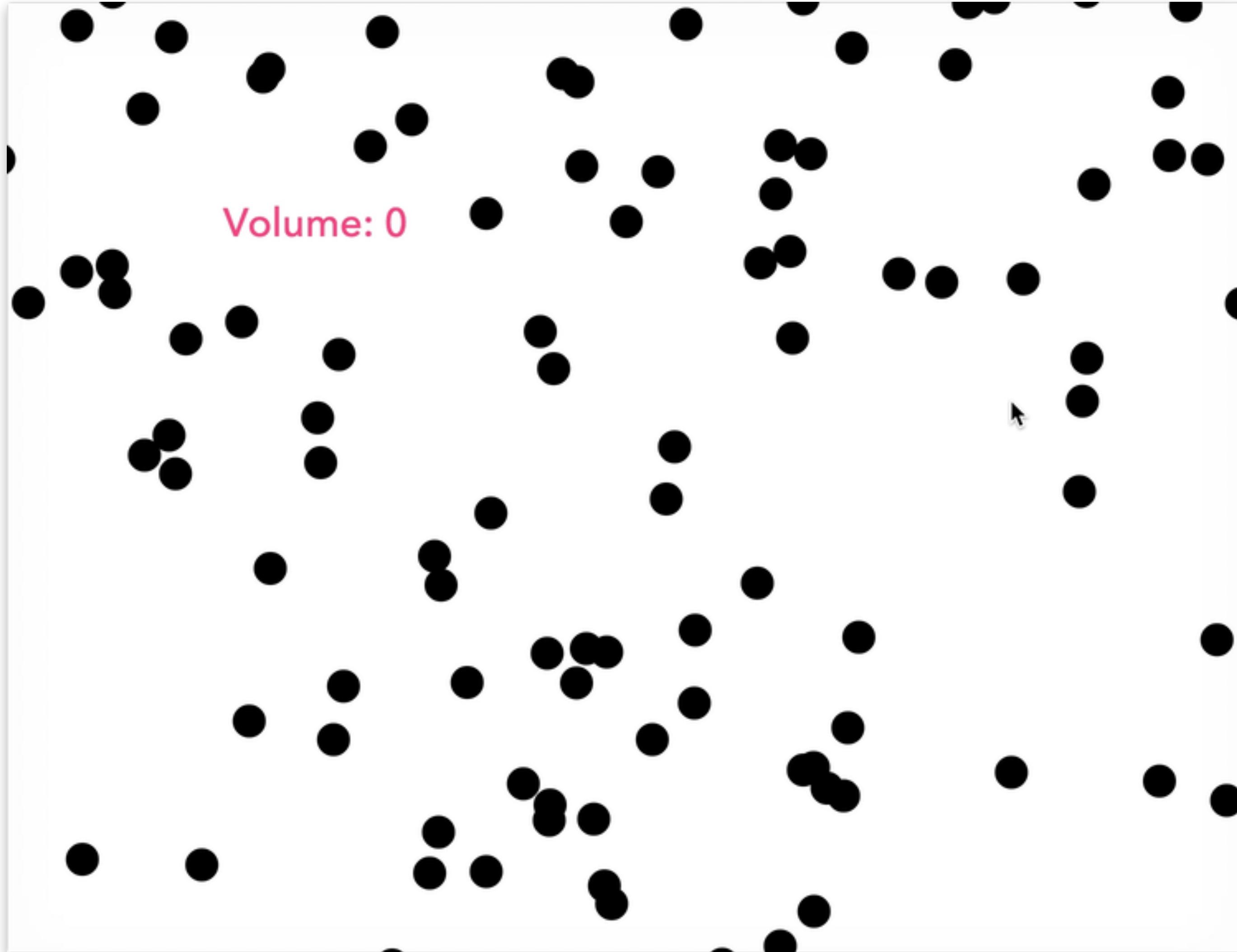
*Confirm active/focus*



*Destructive active/focus*



# Inputs



# Inputs

Like buttons, inputs are proportionally sized, have a solid, 1px, grey02 (#ccc) border, and a border-radius of 4px. Labels appear top-left in bold 14px font.

Placeholders are grey03 (#9ba3a5).

*Default*

**Email address**

40

*Disabled*

**Email address**

40

*Focused text/email/search/pswd*

**Email address**

40

*Focused date picker/select*

**Date**

40  

2017 Jul

S	M	T	W	T	F	S
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

# Why are “components” not included in the style guide?

We have not included components at the moment for these reasons:

- A detailed component library does not guarantee polished user experience
- Too much detailed explanation is required to describe organisms (See LIBRARY!)
- If not fully integrated, higher likelihood components will become require maintenance
- Des & Dev should work together to define components to ensure adoption, effective implementation, and share the maintenance

# Concluding thoughts

This style guide is not a set of rules for us to go back  
and fix everything that was broken in one sprint.



# Questions?

