

snowball 

Design System

Introduction

Our design system help us work together to build a great experience for all of Snowballs users.

Mission/ Goals

As Snowball's official design system, we strive to serve a wide range of designers and developers building the best climate action experience.

The goals of the design system include improving UI consistency and quality, making the design and development process more efficient and focused, establishing a shared vocabulary between designer and developer, and providing clear, discoverable guidance around design and development best practices.

Brand Positioning Statement

Snowball is a website that anyone in the world can use for free, that informs, inspires and enables. That gives people a sense of purpose and a sense of identity in the fight against climate change.

We want to make individual climate action more informed, more connected, more rewarding and more impactful.

Voice and Tone

We are	We are not
- Forward looking and ambitious	- Shouty
- Inviting and welcoming	- Judgemental
- Fresh, clean and optimistic	- Right
- Diverse	- Negative
- Bold	- Traditional
- Creative	- Boring
- Determined	- 'Saving the world'
- Inspiring	- 'Environmentalists'/Tree-huggers
- Informed	- Alienating older users
- Modern	
- Bringing people together	

Accessibility Guidelines

Snowball firmly believes that web and software experiences should be accessible for everyone, regardless of abilities or impairments. We are committed to following and complying with best practices when it comes to accessibility.

We use typefaces and font sizes with high legibility, and strive to include text next to the all icons.

Design Principles

As part of Snowball's effort to create a design system, we have created a set of design principles to guide the work.

Ethics

- Snowball is used by a wide global community. Our visual language should be welcoming and accessible.
- Users trust us with their identity, their photos, their thoughts and conversation. We reciprocate with the utmost honesty and transparency. We are clear and up front about what's happening and why.
- We design for everyone. Accessible design is good design. Everything we build should be as inclusive, legible and readable as possible.

Consistent User Interface

- We want users to be connected so we bring objects to life through good visual design. We care about how our solutions look and feel, Interfaces that are consistent are more predictable, which means that they are easier to learn.
- We make our work pleasant to look at and a delight to interact with.

Empathy for users

- We engage our user audience by understanding their emotions, feelings and aspirations rather than making assumptions on what they want.
- If we don't know what the user needs, we won't build the right thing. We research, analyse data and talk to users. We have empathy for users, and we remember that what they ask for isn't always what they need.

Team work

- We tackle problems together. We listen, we understand and we encourage rather than force solutions. We learn from each other and understand the value of what we are building.
- We test and iterate. We are aware that our solutions are assumptions unless they are tested with real users. We test assumptions, learn and improve our ideas.

Logo

We protect the Snowball logo because it represents who we are. It is important to adhere to the spacing, sizing and colour instructions on this page. The area around the logo should always be free for competing visual element.

The logo can be used on screens or other backgrounds with more than 100px negative space. Do not change the colours of the logo. The colours have been thoughtfully chosen.

A black and white logo should only be used when colour printing is unavailable.

The Snowball logo consists of two circles (forming an eclipse) that represents two snowballs. The golden yellow snowball represents the user and the larger pinky-red snowball represents the community. We wanted to use the snowball as a symbol of gathering momentum, in other words: one individual action can mean a lot when you have many people taking the same individual actions.

The smaller snowball grows when it meets other snowballs (individuals) and grows to a bigger snowball (the community) - we get a snowball effect.

We have used Raleway, a sans-serif font, for high legibility.

Hex: #000000 RGB: 0, 0, 0 CMYK: 0%, 0%, 0%, 100%	Hex: #FAC030 RGB: 250, 192, 48 CMYK: 0%, 23%, 81%, 2%	Hex: #E30749 RGB: 227, 7, 73 CMYK: 0%, 97%, 68%, 11%
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Logo Crimes

To maintain the integrity of the Snowball logo, and to promote consistency of the brand please do not misuse it. Some logo crimes are listed below

Do not

Do not use unapproved colour combinations

Do not

Do not use a drop shadow

Do not

Do not the use logo on top of complex backgrounds



Do not

Do not outline the logo, the balls have a 1px white border. Do not change these border colours



Colours

Our colour palette is built around bold colours, yellow and red. Red represents love, passion and excitement while yellow represents optimism, energy and creativity. We have added teal to attribute balance and compassion. These are all adjectives we want to represents our brand when people think about our brand.

Brand

Hex: #FAC030 RGB: 250, 192, 48 CMYK: 0%, 23%, 81%, 2%	Hex: #E30749 RGB: 227, 7, 73 CMYK: 0%, 97%, 68%, 11%	Hex: #E30749 RGB: 227, 7, 73 CMYK: 0%, 97%, 68%, 11%
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Typography

Typography is the visualisation of our brand's voice and we use it to communicate with our audience in a

Raleway

Raleway is the main font of Snowball, We appreciate its elegance, flexibility, and legality, it is available in many weights, making it versatile for both print and screen.

Font Weight

Use font weights to emphasise or differentiate content hierarchy.

100.000

-100px Bold

Number

Get Green Energy

-50px Bold

H1

Climate Impact

-40px Bold

H2

Log In

-24px Semibold

H3

Flying is carbon intensive. The combustion of jet fuel releases a lot of carbon emissions. Per-passenger, a single long haul flight can generate more emissions than many people in the world produce in an entire year.

-20px Regular

Body text

I accept the [Terms of Use](#) of Snowball's website and community.

-12px Light

Small text

Raleway is part of Google fonts. Google fonts are all licensed for commercial use under the SIL Open Font License, which allows anyone to use them — for personal AND commercial projects — free and clear

Images/Photography

Photography captures the spirit of our brand. It allows us to evoke strong emotions, and visually transport our audiences to far-away locations, as well as capturing realistic representations of people and places.

Our art direction serves two purposes, to inform and inspire. We fulfil these purposes by using a photographic scale that spans from emotional to functional images — allowing us to express complex messages with single photographs for a wide range of subject matters..

TAKING ACTIONS



ACTIONS



Treatment

On our sub action pages we used a circle border to treat our images to imply movements as defined in our brand identity



-Border size 25px

Our images are from unsplash.com, Unsplash grants an irrevocable, nonexclusive, worldwide copyright license to download, copy, modify, distribute, perform, and use photos from Unsplash for free, including for commercial purposes, without permission from or attributing the photographer or Unsplash.

Grid

Grids allow us to quickly add elements to a layout. The grid system helps us align page elements based on sequenced columns and rows. We use a column-based structure to place text, photos and UI elements. It provides guidance for all creative decision-making.

Columns: 12

Gutter width: 20px

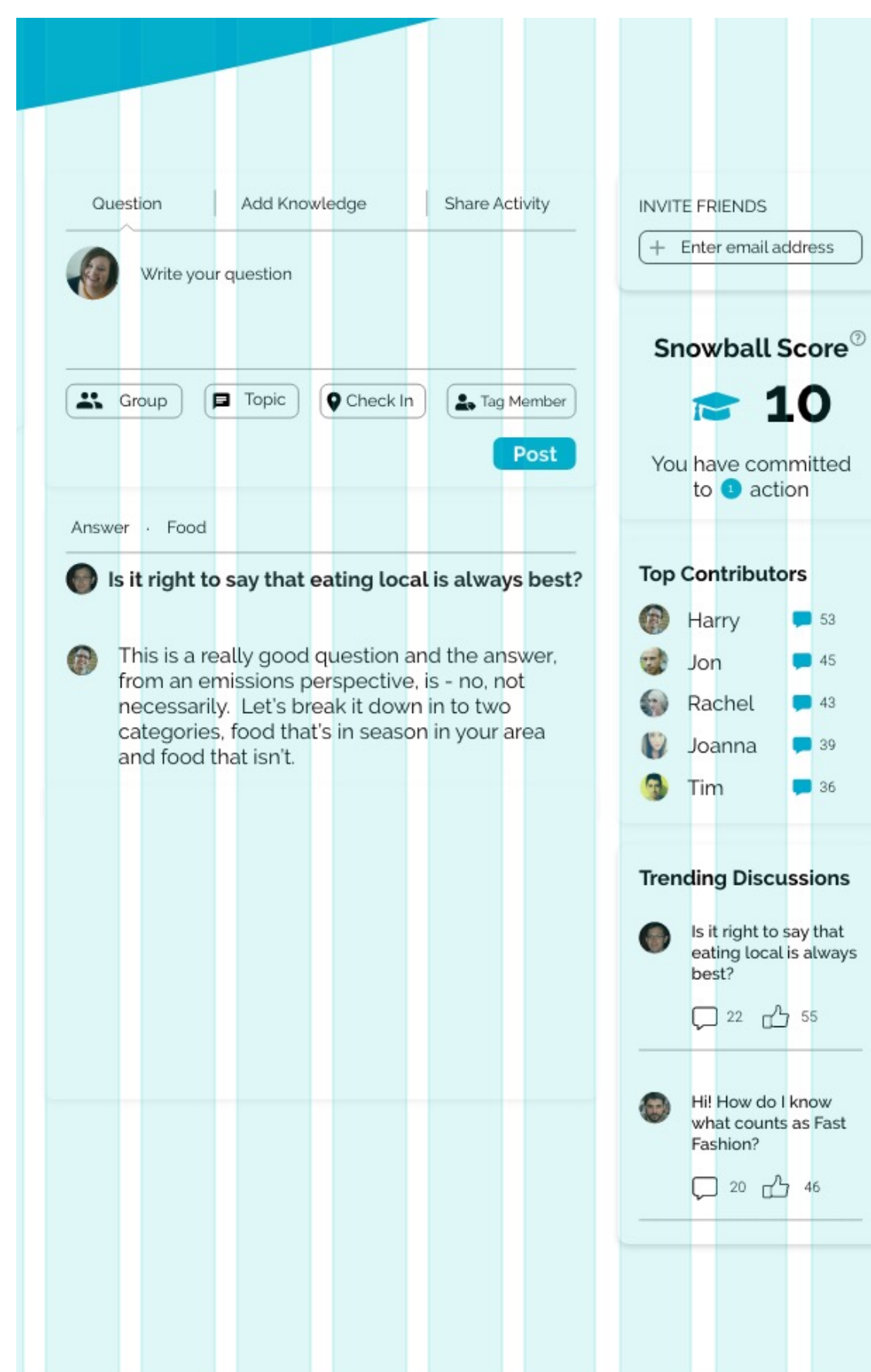
Column width: 71px

Left/ right margins: 147

In our grid system we apply a centre-aligned 12-column adaptive layout to the content. You can apply a fixed-width or a fluid grid layout.

Gutter spacing

The gutters in between columns have a fixed width of 20px.

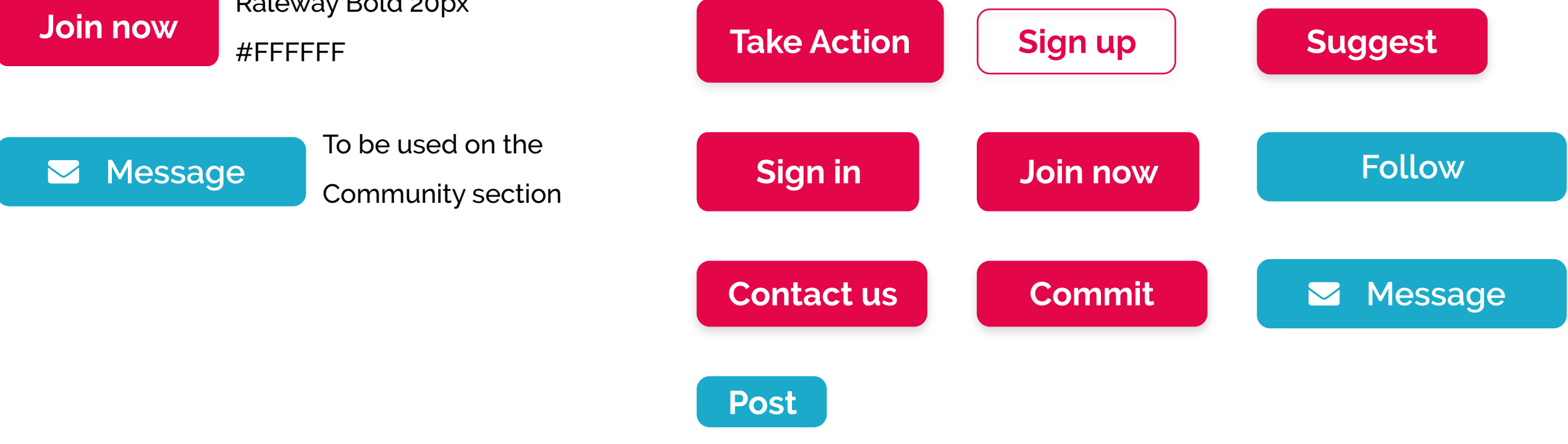


UI Components and Iconography

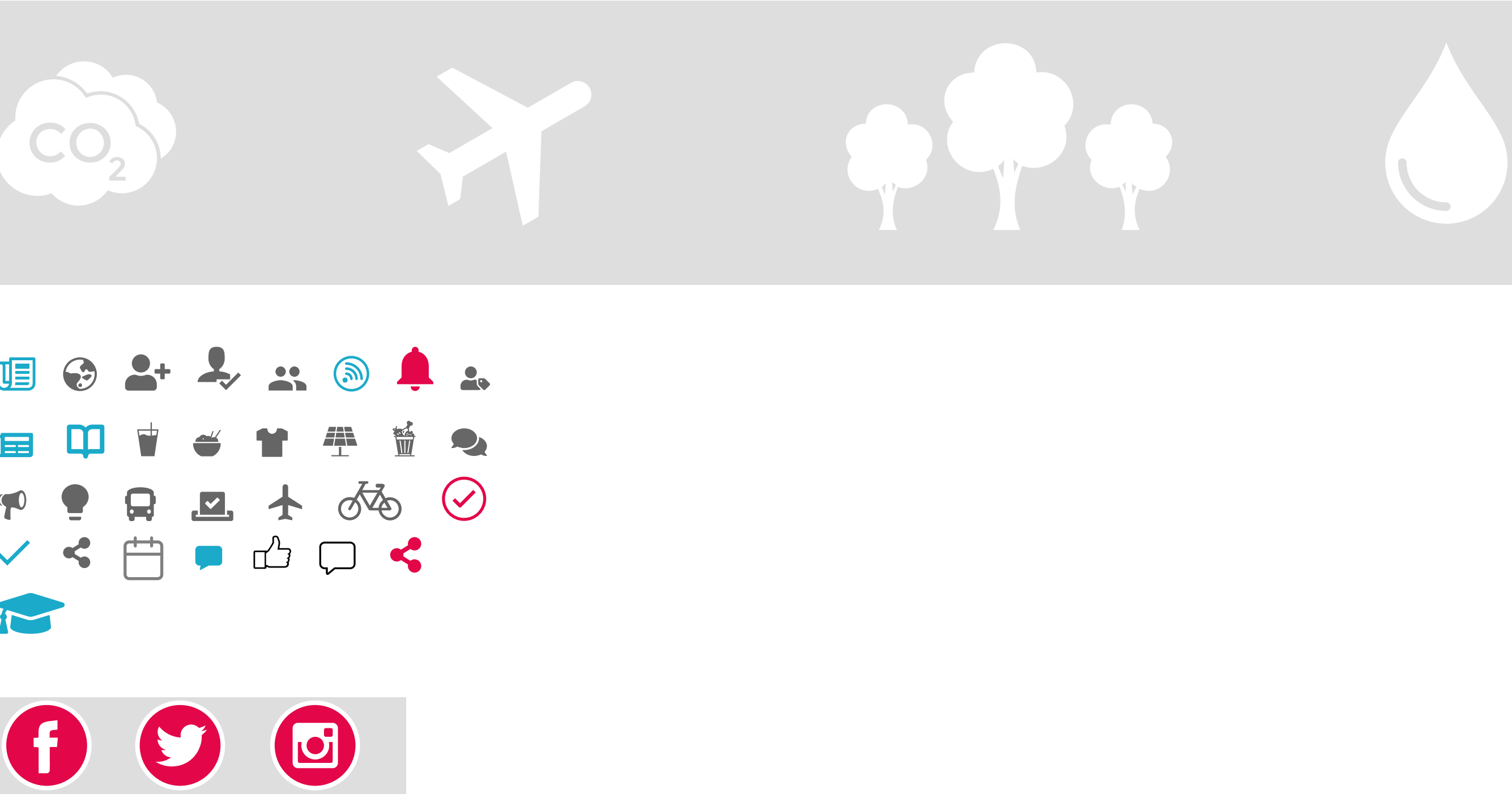
Icons should add meaning, not decorate. Detail in elements should be minimal.
We use accent colours to draw attention to important interactive areas, such as CTA buttons.

Buttons

Write short and clear CTAs that motivate people to act (for example: Take Action or Sign Up). Tell your users exactly what you want them to do, using active language.



Iconography



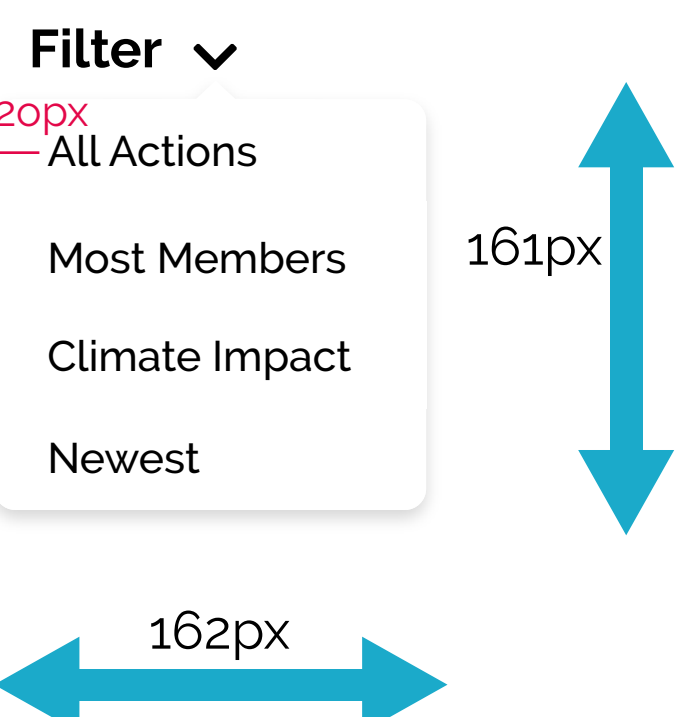
Our Icons are from Adobe XD plugin "Icons 4 Designs" these icons are open source, and GPL friendly. You can use it for commercial projects, open source projects, or really almost whatever you want.

We also used icons from Nounprojects.com. All icons are available to download for free. Some are licensed under Creative Commons Attribution (CC BY) and they are free to use, as long as the member properly credits the artists in their work. If a member doesn't want to give credit, they can pay to use the icon license either through pre-paid credit, a NounPro subscription or through a single \$2.99 purchase.

Navigation

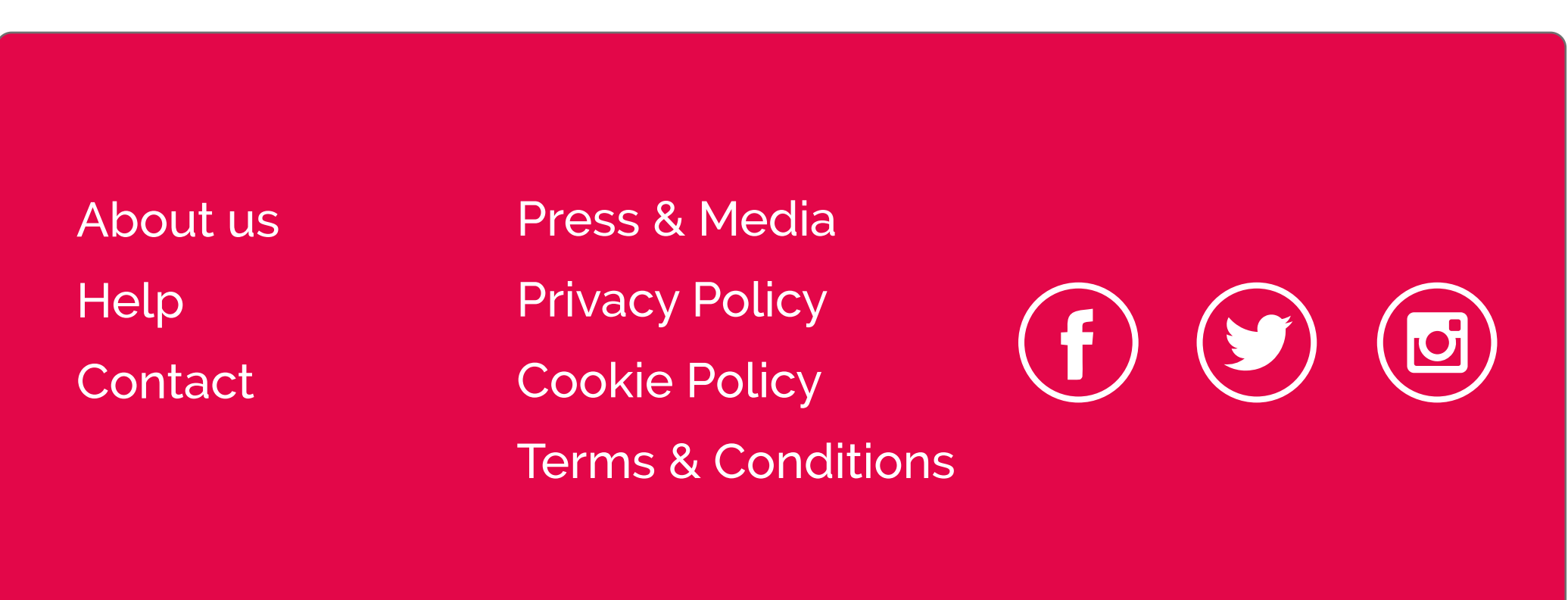


Dropdown



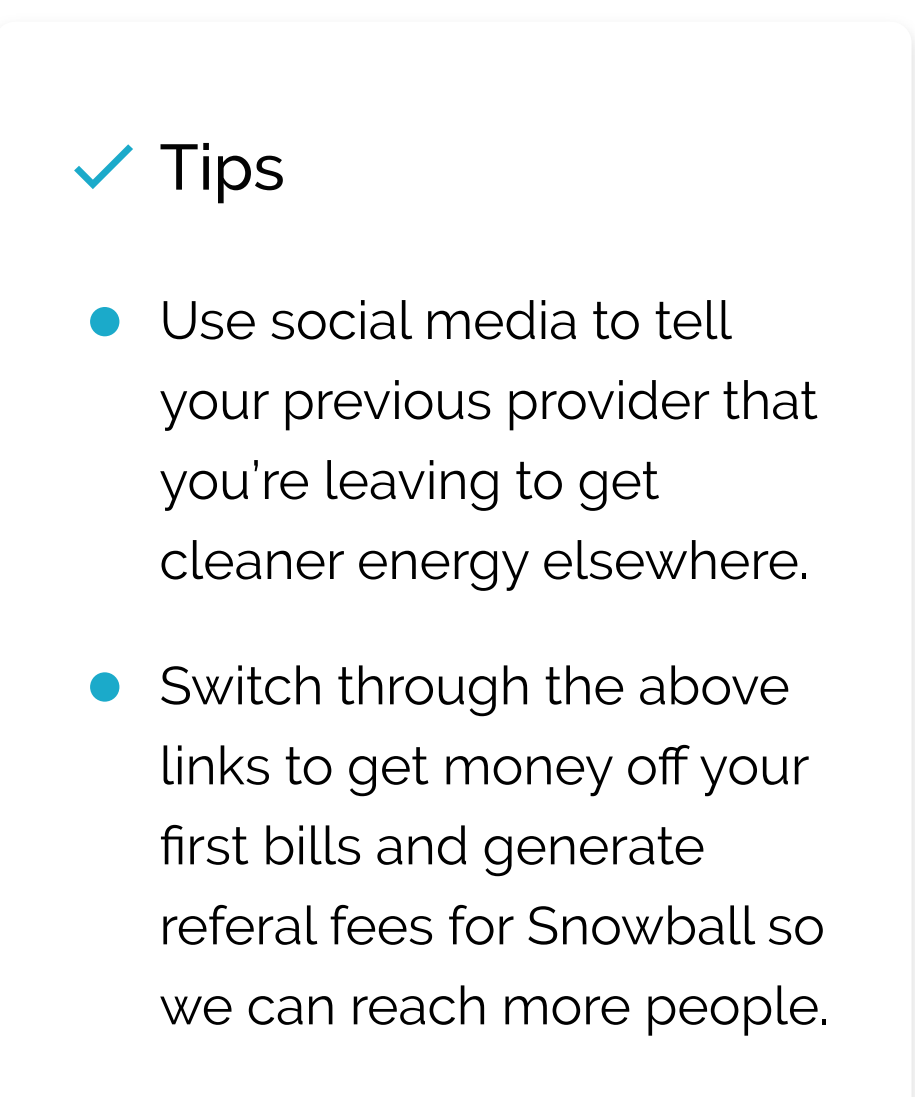
Links

Our links stand out from the text because of the red colour (#E30749) and underlined text. Where there is a background colour other than white, the text link should be in white (#FFFFFF).



Lists

Our lists should always look clean, light and open, as in the examples below



What's the plan?

- ✓ Grow a community of founding members and learn from them - continually improving the platform so it's as effective and exciting as it can be.
- ✓ Use volunteers and local ambassadors (please let us know if you'd like to be one!) to find new members all round the world - motivating people to take action on climate change and to
- ✓ Once the community is big enough - run additional, targeted campaigns, every month or two, to encourage action in companies and governments around the world.

Cards

Cards bring look and usability into our design.
Cards make it easier to create a single aesthetic across multiple devices. It helps us create a consistent experience regardless of devices or screen size.

We use two different sizes on our cards:
344x478
344x354

344x478



Image: 344px



Image: 359px

344x354

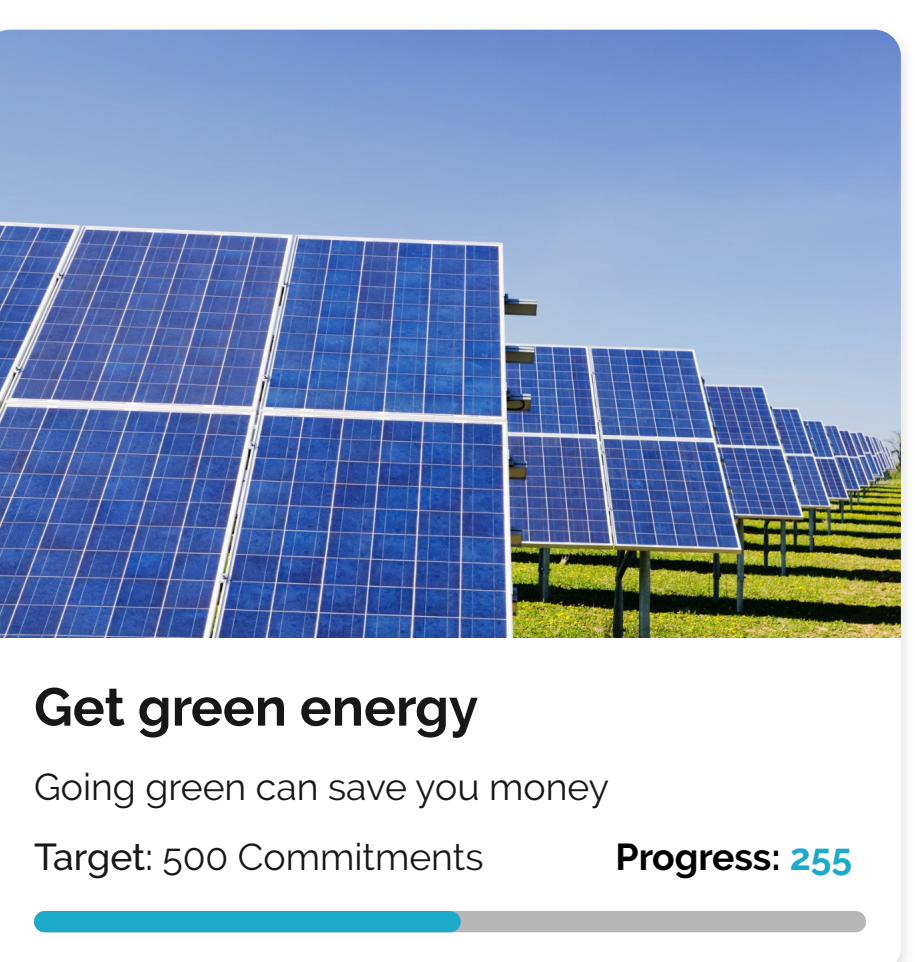


Image: 344px

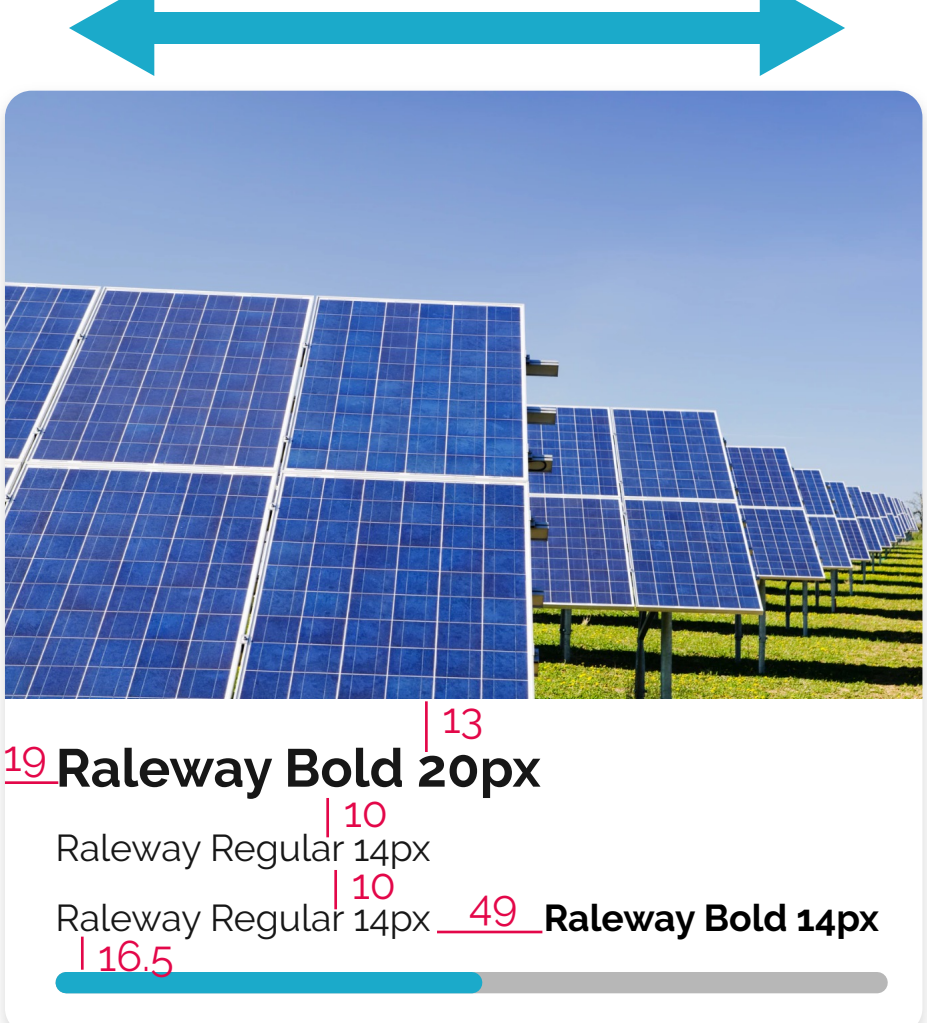


Image: 229px

Forms

Our forms should be easy and intuitive to fill in. We don't ask for more information than absolutely necessary. We don't bore the user with forms.

Log In

Sign in

[Forgot your password?](#)

- Text input size 526px / 53xpx

Don't have an account? [Register](#)


Text Input

Text input lets users enter details about themselves or other info. We always want to be honest about why we ask the user to share their info with us. We strive to make it as easy as possible for the user to understand where and what he/ she should write.

Join

Already have an account? [Login](#)

Nationality



- ☐ I accept the [Terms of Use](#) of Snowball's website and community.
- ☐ I would like to be sign up to the mailing list to keep track on how Snowball grows in the future. I'll be able to unsubscribe at any time and can learn more about Snowball's [Privacy Policy](#).

- Raleway light 12px

Join now

Written Specifications

Spaces feel clean, light and open. They draw people in, bring them together, and help them focus on what they're trying to achieve.

Spacing

We want to let the text «breath» and therefore use 35 line distance between each line.

Padding

Padding is the space around the content and between the border. We always start 138px inside the artboard to make sure that the user can see all our content.

Margins

Margin is the space on the outside of the border and determines the proximity to other elements. We have no set rules for the margin space, but we want to remind the designer that our website should to feel clean, light and open.

Sizing

Icon sizes:	Avatar sizes:
24x29	91x91
26x22	51x51
24x22	
18x14	

Do's and don'ts

Do's

- Calls to action on buttons and links should start with a strong verb that describes the action a person will take when they click.
- Always prioritise the most important information and task — don't make people dig to find what they care about.
- Break down complicated tasks into steps that help people focus on one thing at a time.

Don'ts

- Use confusing terms or jargon