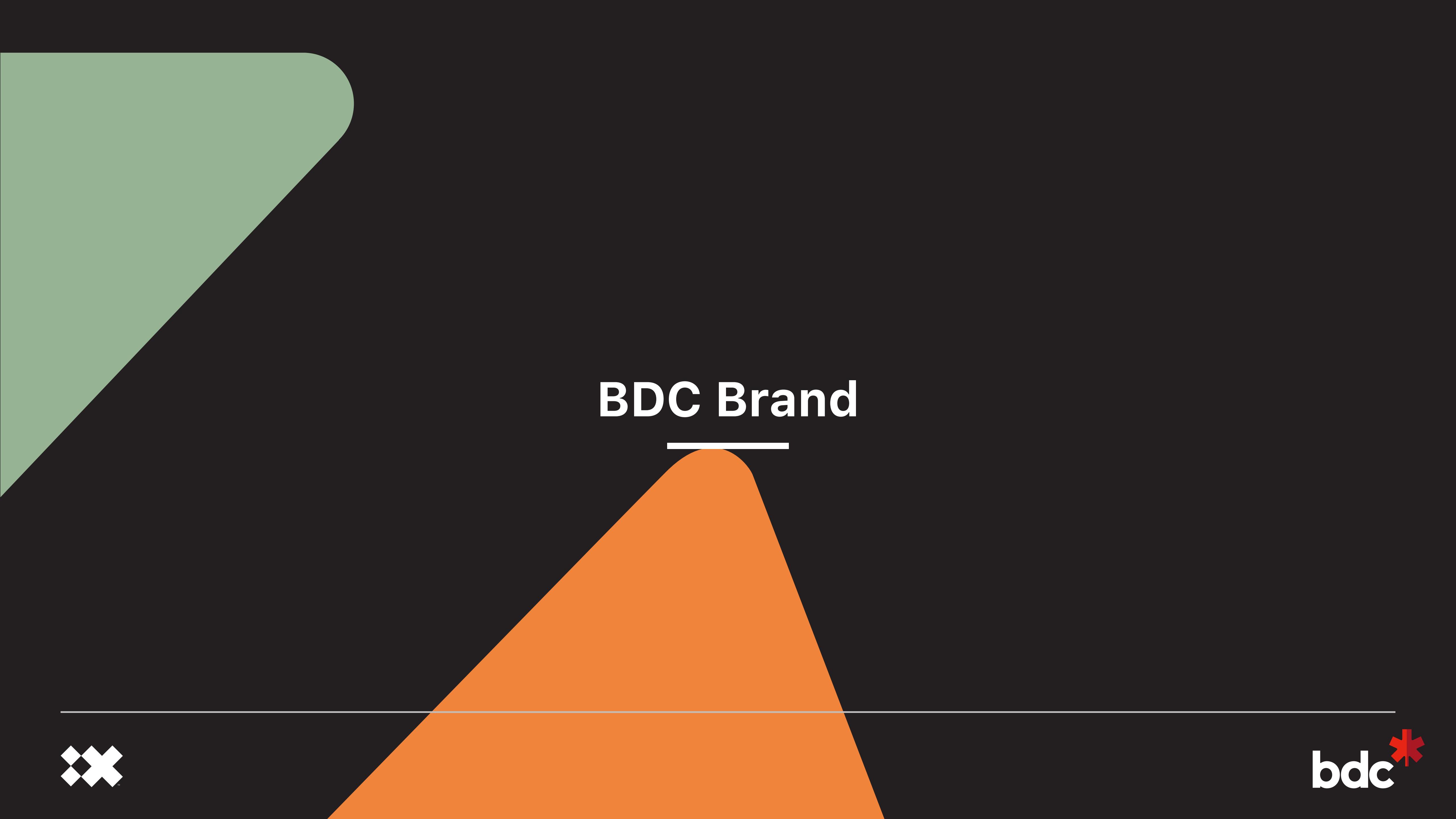


STYLE GUIDE V0.7



AGENDA

1. BDC Brand
2. Colors
3. Imagery
4. Voice & Tone
5. Typography
6. Iconography
7. Motion
8. UI Components
9. Golden Thread
10. Data Visualization



BDC Brand



BDC Brand // Clés de la marque



notre stratégie de marque
reflète ce que les entrepreneurs devraient penser et ressentir au sujet de BDC au fil de leur parcours d'affaires avec nous.

idée maîtresse
Les entrepreneurs excellent dans leur domaine, mais pas forcément en affaires.

clients types
Des entrepreneurs qui s'investissent corps et âme dans leur projet.

Expérience

Nous voulons faire sentir à nos clients que nous privilégions le contact humain, que nous sommes utiles, chaleureux et accessibles, en ligne comme en personne. Les clients sont impressionnés ; ils voient que nous les comprenons et leur donnons les moyens d'agir.

Bénéfices émotionnels

Nous bâtonnons la confiance de nos clients, car nous croyons en eux, de même qu'à leurs projets et à leurs entreprises. Notre savoir-faire et nos connaissances confirment à nos clients qu'ils ont fait le bon choix. Les gens adorent faire affaire avec nous.

Caractère unique

En combinant financement, services conseils et proximité client, nous favorisons les pratiques d'affaires durables et la réussite.

Bénéfices pratiques

Nous pouvons guider les entrepreneurs vers le prochain stade de développement de leur entreprise grâce à des solutions novatrices et flexibles. Nous adoptons une perspective à long terme, fondée sur des principes stables de la finance canadienne. Nous offrons un accompagnement objectif qui dépasse les simples conseils. Nous connaissons le marché canadien mieux que quiconque.

Personnalité

Nous sommes :

- Attentifs
- Flexibles
- Innovateurs
- Collaborateurs

Services

Nous offrons un financement et des services-conseils sur mesure, du début à la fin.

Source: Extracted from the BDC brand book



BDC Brand // App DNA

Philosophy & Principles

* 1.

Clarity

- Simplicity
- Consistency
- Beauty
- Seamless
- Intuitivity
- Minimalism

* 2.

Contextuality

- Relevancy
- Personalized
- Immediacy
- Timeliness
- Modularity

* 3.

Trust

- Recognizable
- Predictability
- Safety
- Empathy



BDC Brand // Mobile Moments

Immediacy

Delivers content when consumers need it most. Immediacy is timeliness but not limited to an exact measure of minutes or hours. Diabetes patients will want warnings of dangerous blood sugar levels immediately, while a patient with high cholesterol has more tolerance for the occasional poor food choice. Consumer product strategy (CPS) professionals often understand the value of immediacy today and incorporate it when real-time data is available.

Simplicity

Removes usability barriers, making mobile invisible to users. Simplicity is driven by good decisions on what content, services, and features make sense in mobile as well as how well experiences are designed. Application designers, for example, use spin wheels rather than keyboards for data entry. Most people who design mobile products today limit content in their efforts to simplify, as this is less expensive than investing in design. Simplicity must be revisited periodically, as new technologies will make existing barriers obsolete.

Source: <https://www.forrester.com/report/Mobile+Moments+Transform+Customer+Experience/-/E-RES113101>

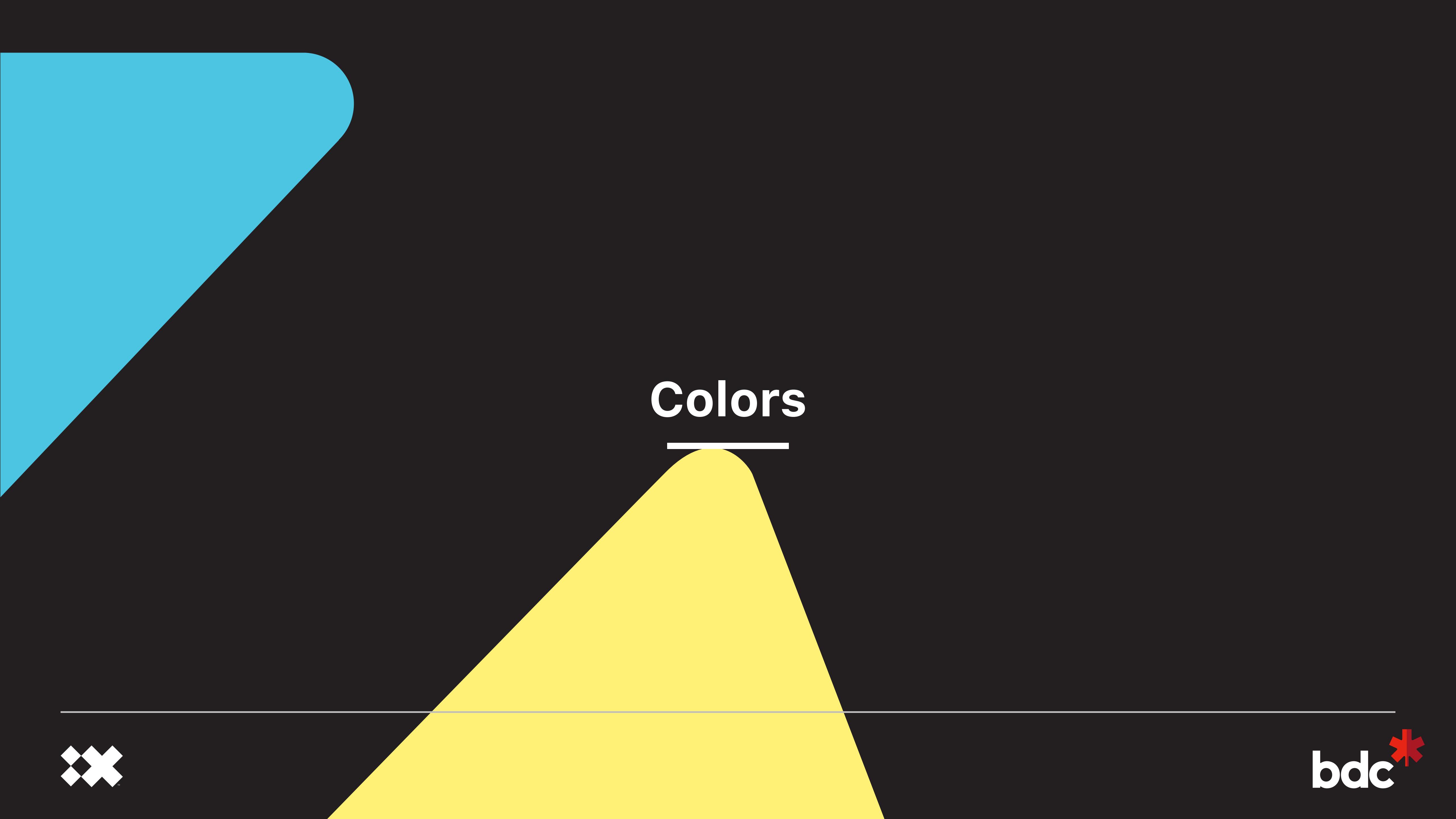
Relevancy

Context makes content relevant to the individual. Mobile phones are personal or intimate devices — unlike PCs, which can be shared. Context involves the use of information about the consumer, such as location, to personalize or tailor experiences to minimize steps and manual entries. Intuit's SnapTax, for example, automatically files the relevant state forms.

A customer's mobile context consists of his:

- **Situation:** the current location, altitude, environmental conditions, and speed the customer is experiencing.
- **Preferences:** the history and personal decisions the customer has shared with you or with his social networks.
- **Attitudes:** the feelings or emotions implied by the customer's actions and logistics.



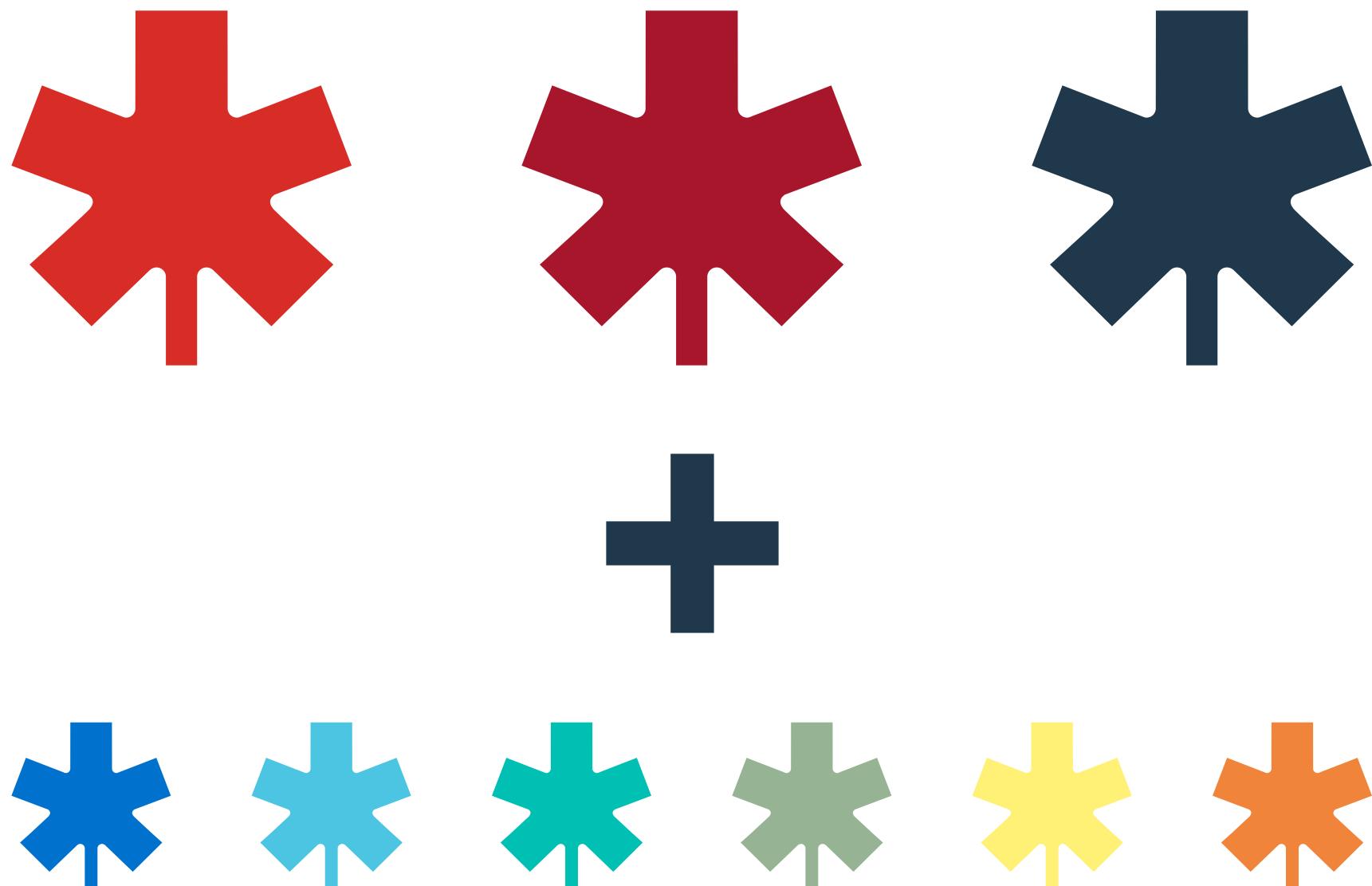


Colors



Colors // BDC Brand Guidelines

**En règle générale,
les couleurs principales
peuvent être combinées
à volonté, mais une seule
couleur secondaire peut
être utilisée à la fois.**



Colorons avec modération

Cette règle vise à éviter que les couleurs secondaires prédominent sur nos couleurs principales, les véritables piliers de notre marque.

Source: Extracted from the BDC brand book

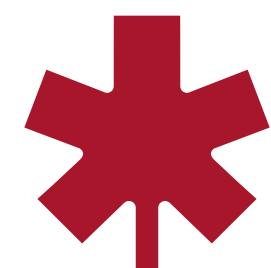
Faites le calcul

Seuls trois types de combinaisons sont possibles:

- une couleur primaire et une couleur secondaire,
- deux couleurs principales et une couleur secondaire,
- trois couleurs principales et une couleur secondaire.

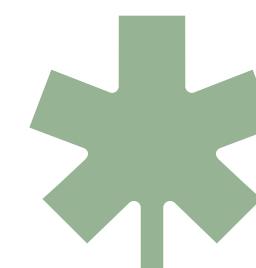


Colors // BDC Brand Colors Palette



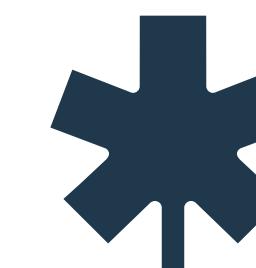
Rouge

HEX: #A8162C
RGB: 168, 22, 44



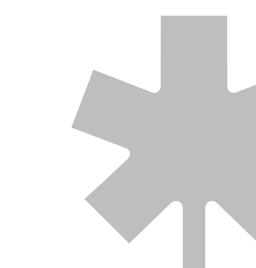
Vert

HEX: #A8162C
RGB: 168, 22, 44



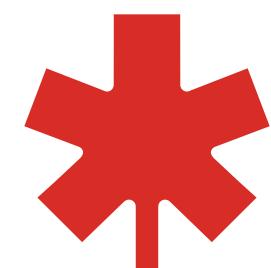
Bleu foncé

HEX: #A8162C
RGB: 168, 22, 44



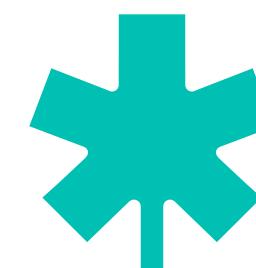
Gris

HEX: #A8162C
RGB: 168, 22, 44



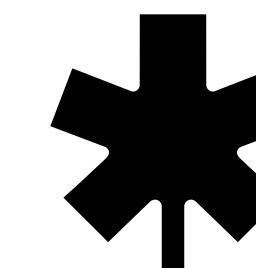
Rouge Clair

HEX: #D82C26
RGB: 216, 44, 38



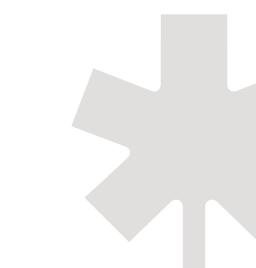
Turquoise

HEX: #D82C26
RGB: 216, 44, 38



Noir

HEX: #D82C26
RGB: 216, 44, 38



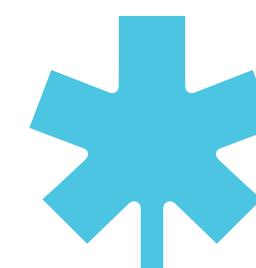
Gris Clair

HEX: #D82C26
RGB: 216, 44, 38



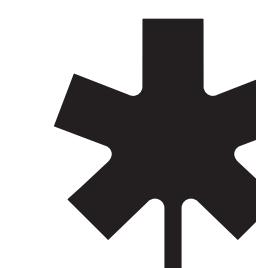
Orange

HEX: #F0843A
RGB: 240, 132, 128



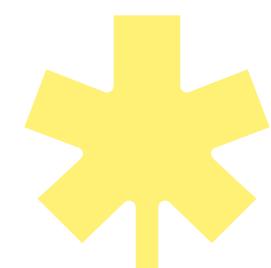
Bleu clair

HEX: #F0843A
RGB: 240, 132, 128



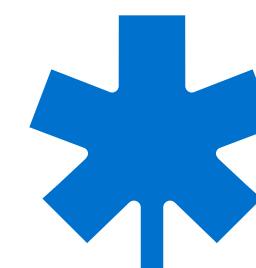
Gris foncé

HEX: #F0843A
RGB: 240, 132, 128



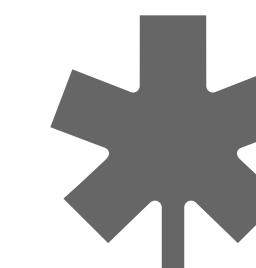
Jaune

HEX: #FFF076
RGB: 240, 118, 100



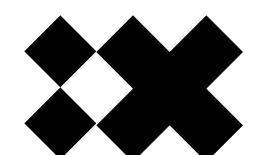
Bleu

HEX: #FFF076
RGB: 240, 118, 100



Gris Moyen

HEX: #FFF076
RGB: 240, 118, 100



Colors // UI Guidelines

Color is a great way to...

- Impart vitality
- Provide visual continuity
- Communicate status information
- Give feedback in response to user actions
- Help people visualize data

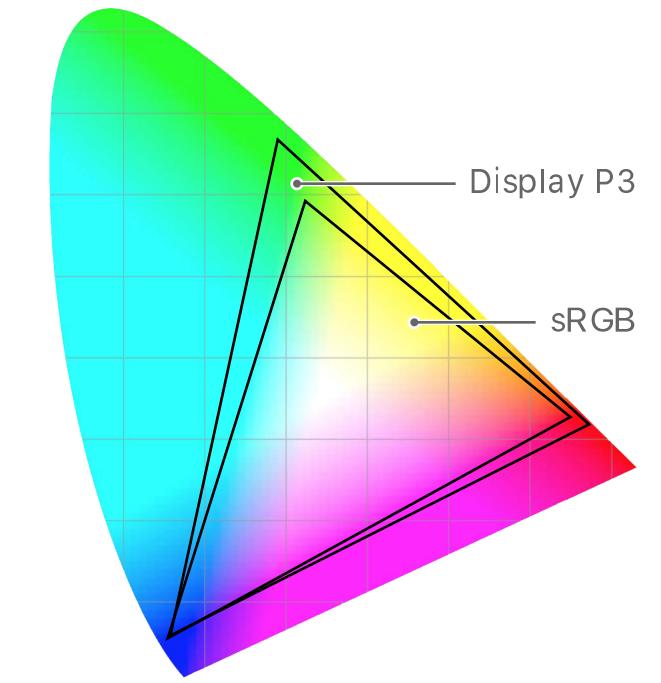
When using color, we need to...

- Use color judiciously for communication
- Use complementary colors throughout our app
- Choose a limited color palette that coordinates with our brand
- Choose a key color to indicate interactivity
- Avoid using the same color for interactive and noninteractive elements

Source: <https://developer.apple.com/design/human-interface-guidelines/>

Color Management

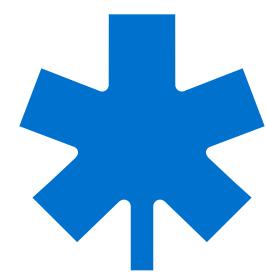
- Apply color profiles to our images
- Use wide color to enhance the visual experience on compatible displays
 - Provide color space-specific image and color variations when needed.



Colors // UI Accessibility

Based on the WCAG 2.0 guidelines for contrast accessibility

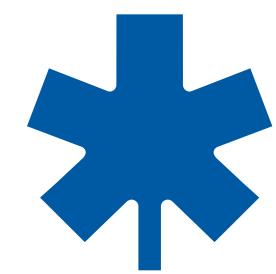
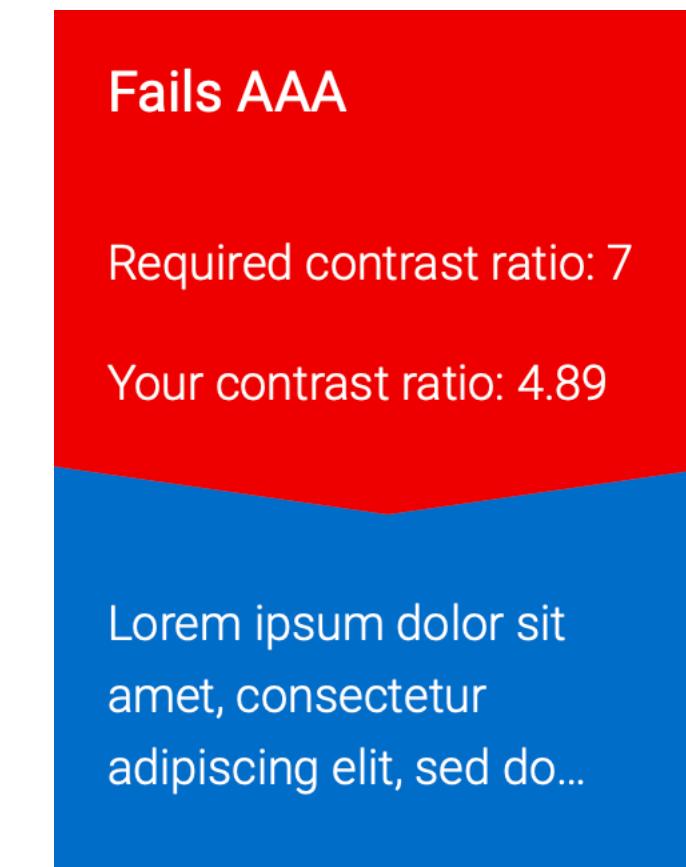
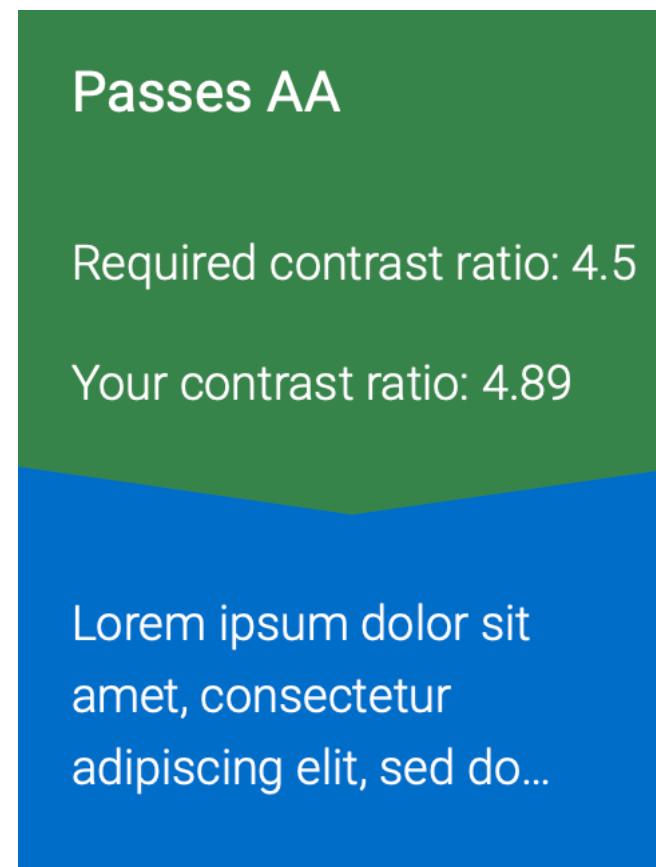
To pass the AA, the required contrast ratio must be 4.5 and 7 for the AAA. All background colors defined are above depending on the text color (varies between #FFFFFF for white and #000000 for black).



BDC Brand / Blue

HEX: #D82C26

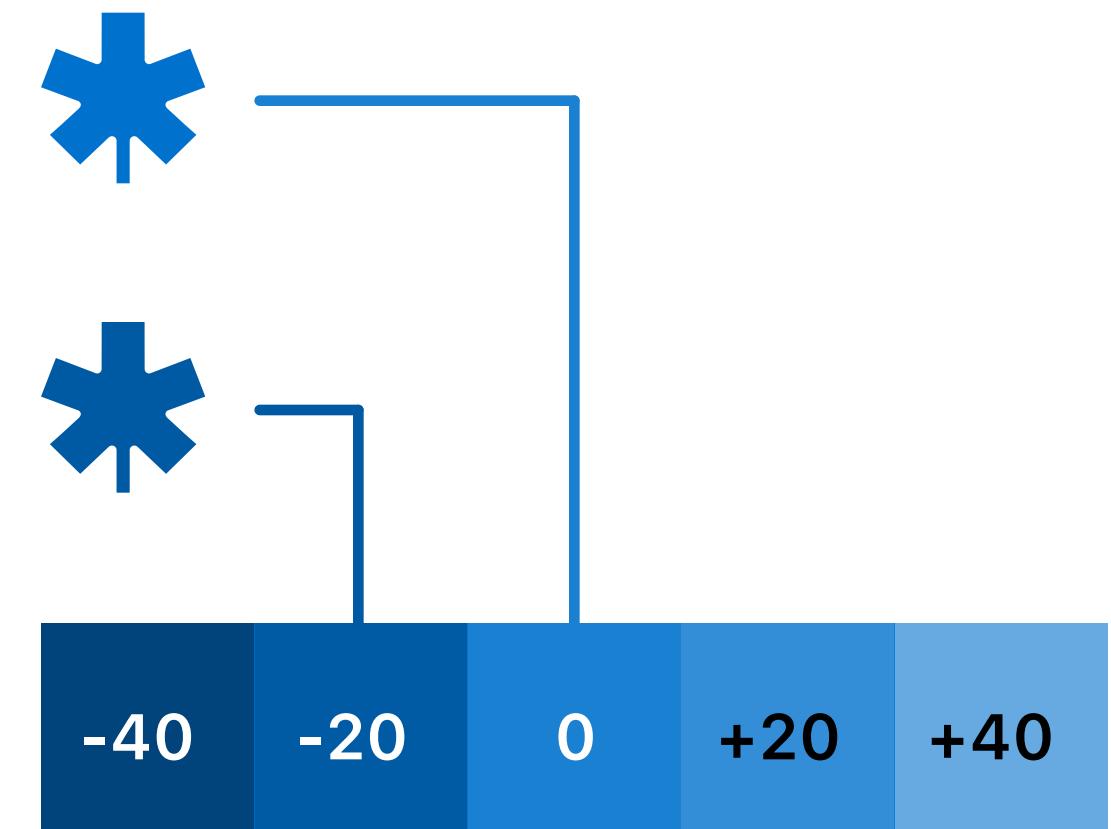
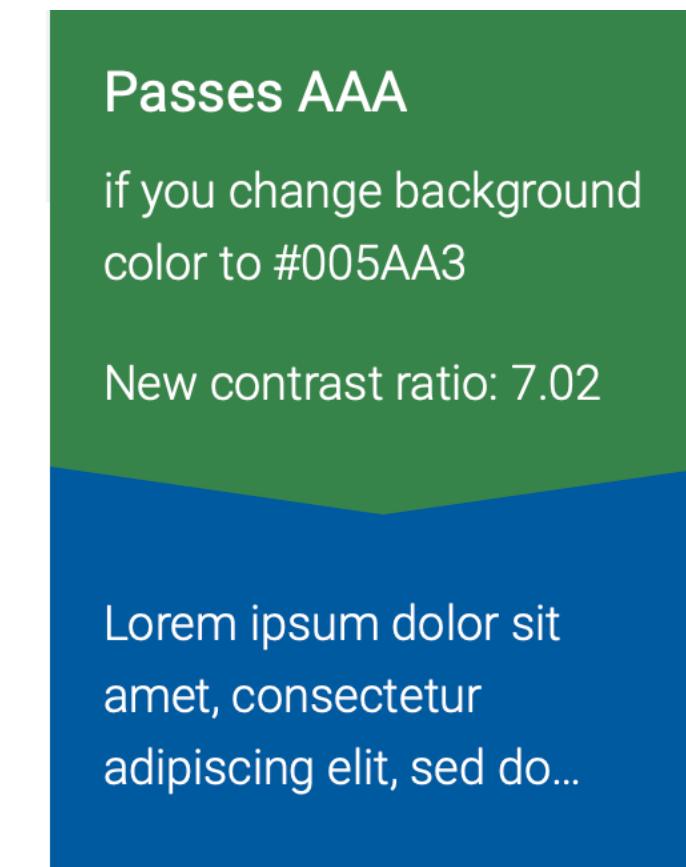
RGB: 216, 44, 38



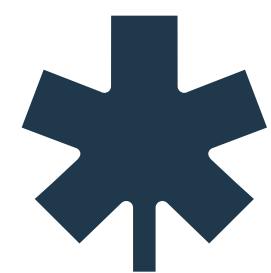
BDC UI / Primary

HEX: #005AA3

RGB: 0, 90, 163



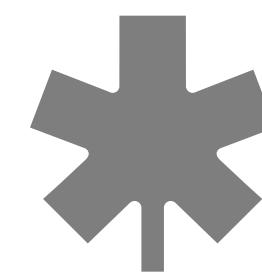
Colors // Mobile UI Colors Palette



Primary Dark

HEX: #A8162C

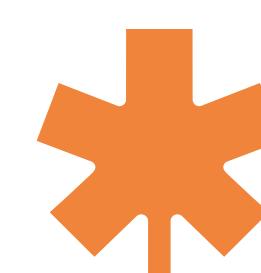
RGB: 168, 22, 44



Secondary Dark

HEX: #A8162C

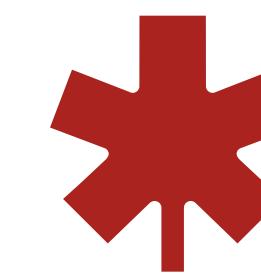
RGB: 168, 22, 44



Attention

HEX: #D82C26

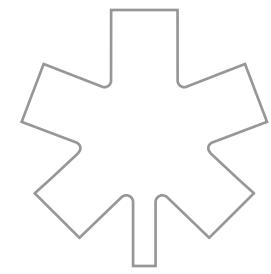
RGB: 216, 44, 38



Negative

HEX: #AB231E

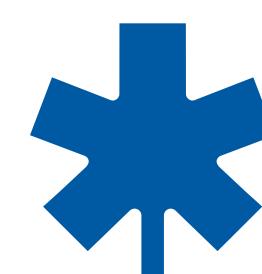
RGB: 171, 35, 30



Primary Light

HEX: #FFFFFF

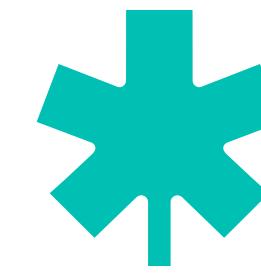
RGB: 168, 22, 44



CTA

HEX: #005AA3

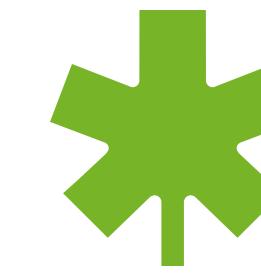
RGB: 0, 91, 165



Suggestion

HEX: #A8162C

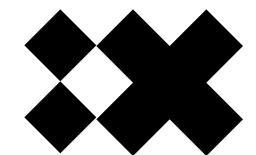
RGB: 168, 22, 44



Positive

HEX: #78B428

RGB: 168, 22, 44



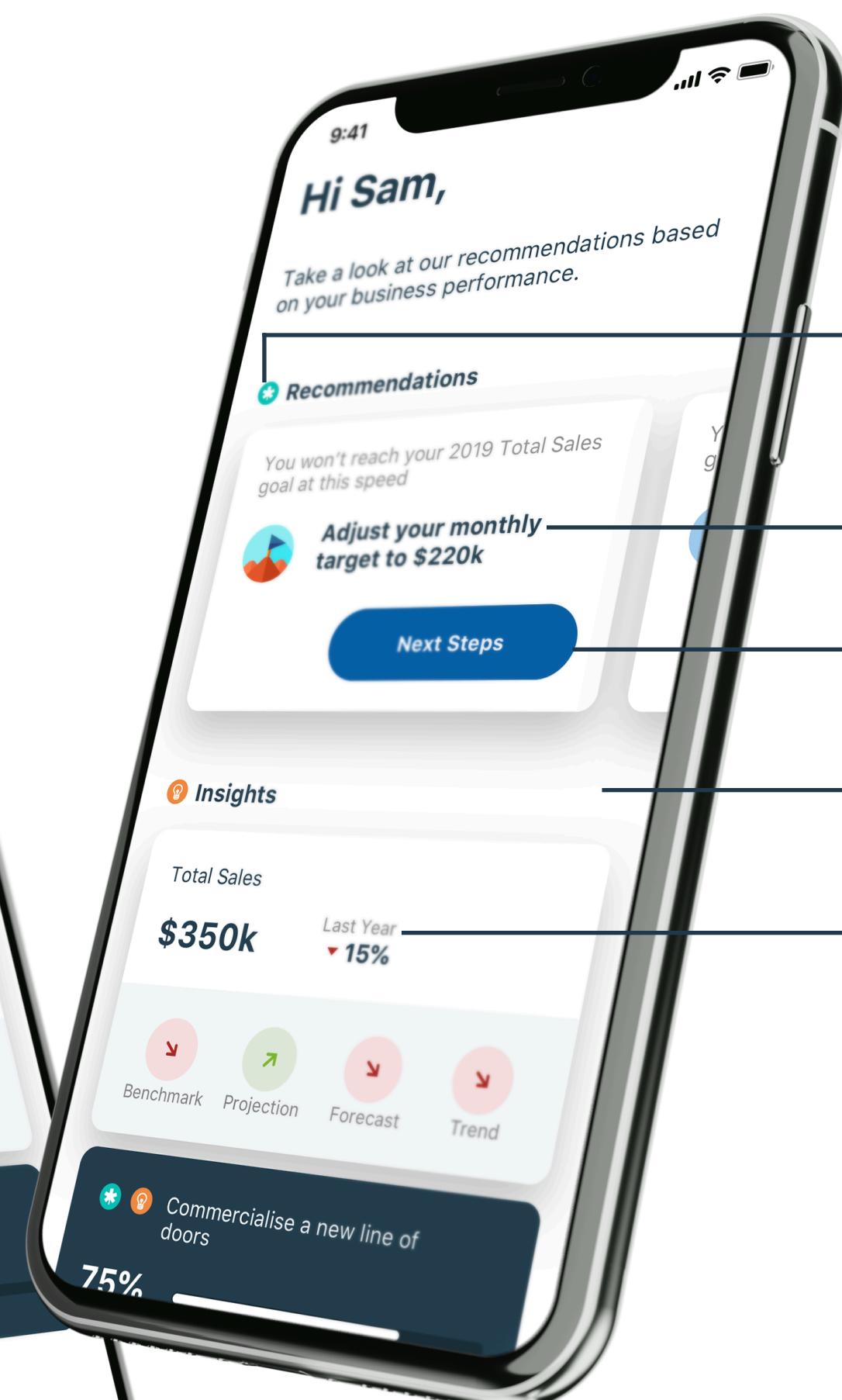
Colors // In Context

* Attention

* Negative

* Positive

* Primary Dark



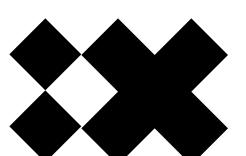
Recommendation *

Primary Dark *

CTA *

Primary Light *

Secondary Dark *



bdc*

Imagery



Imagery // Guidelines

Imagerie

L'imagerie que nous avons choisie exprime la relation étroite que nous entretenons avec nos clients et notre compréhension équilibrée de la complémentarité entre les gens et leur milieu de travail.

Les entrepreneurs

- En couleurs
- De vraies personnes
- Les sujets nous regardent (ou pas), fiers et confiants. Les photos mettent en scène un individu ou un petit groupe d'individus.
- La personne est au centre de l'image, ce qui attire l'attention sur elle, et non sur son environnement



Leur travail

- En noir et blanc
- Sans relief : pas de distance entre l'objectif et l'environnement de travail
- Texture et détails en saillie
- La prise de vue surélevée donne au spectateur l'impression de faire partie de l'action

Source: Extracted from the BDC brand book



Imagery // Mood Board Part.1

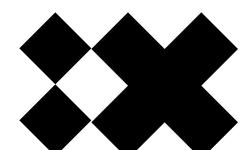
"An arrangement of images, materials, pieces of text, etc. intended to evoke or project a particular style or concept."



bdc* Rounded Corners *

Iconography & Typography

Along with a smart use of colors & imagery to subtly convey the brand's philosophy.

A dark blue rectangular card with rounded corners. In the top right corner, it says "Rounded Corners *" with a small white circle containing a black asterisk icon. The word "bdc*" is in white. Below that is the heading "Iconography & Typography". Underneath the heading is the text "Along with a smart use of colors & imagery to subtly convey the brand's philosophy.". At the bottom, there are two images: a portrait of a smiling man wearing a white chef's hat and a close-up of a textured, layered material.

Imagery // Mood Board Part.2

NOT FUN AND NEW, *FUTURISTIC* AND NOW.

Mobility *Motion*

Personality ;)

bold

White Space

Simple
Clear

Joyful

Trustworthy

Not *old* and **bold**.
Not complicated.



Voice & Tone



Voice & Tone // Guidelines

Nous sommes

- terre-à-terre
- dynamique et faciles d'approche
- optimistes
- perspicaces et brillants
- inspirants et motivants
- simples
- surprenants
- authentiques

Donner le ton

Bien que BDC offre des services de financement et des servicesconseils, son succès à long terme dépend de la qualité des relations que chacun de nous établira avec les clients. Vous pouvez voir ci-dessus quelques mots qui décrivent le ton et la forme de nos communications, internes et externes.

Nous ne sommes pas

- moralisateurs
- élitistes
- monotones et statiques
- pessimistes et critiques
- prévisibles et « au premier degré »
- éparpillés
- compliqués
- cliché
- trop conservateurs

Remarque importante

Notez que dans toutes nos communications, BDC doit être écrit en majuscules, plutôt qu'en minuscules comme dans notre logo.

Source: Extracted from the BDC brand book



Typography



Typography // UI Font Family

San Francisco

This feature-rich, custom typeface offers the control and flexibility to optimally display text at a variety of sizes, in many different languages, across multiple interfaces.

San Francisco (SF) is the system typeface in iOS. The fonts of this typeface are optimized to give your text unmatched legibility, clarity, and consistency.

Aa

Aa

Aa

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,:;?!\$&*)

SF Pro Text
Style: Regular

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,:;?!\$&*)

SF Pro Text
Style: Semibold

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,:;?!\$&*)

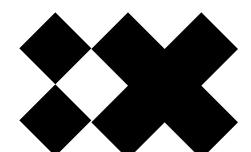
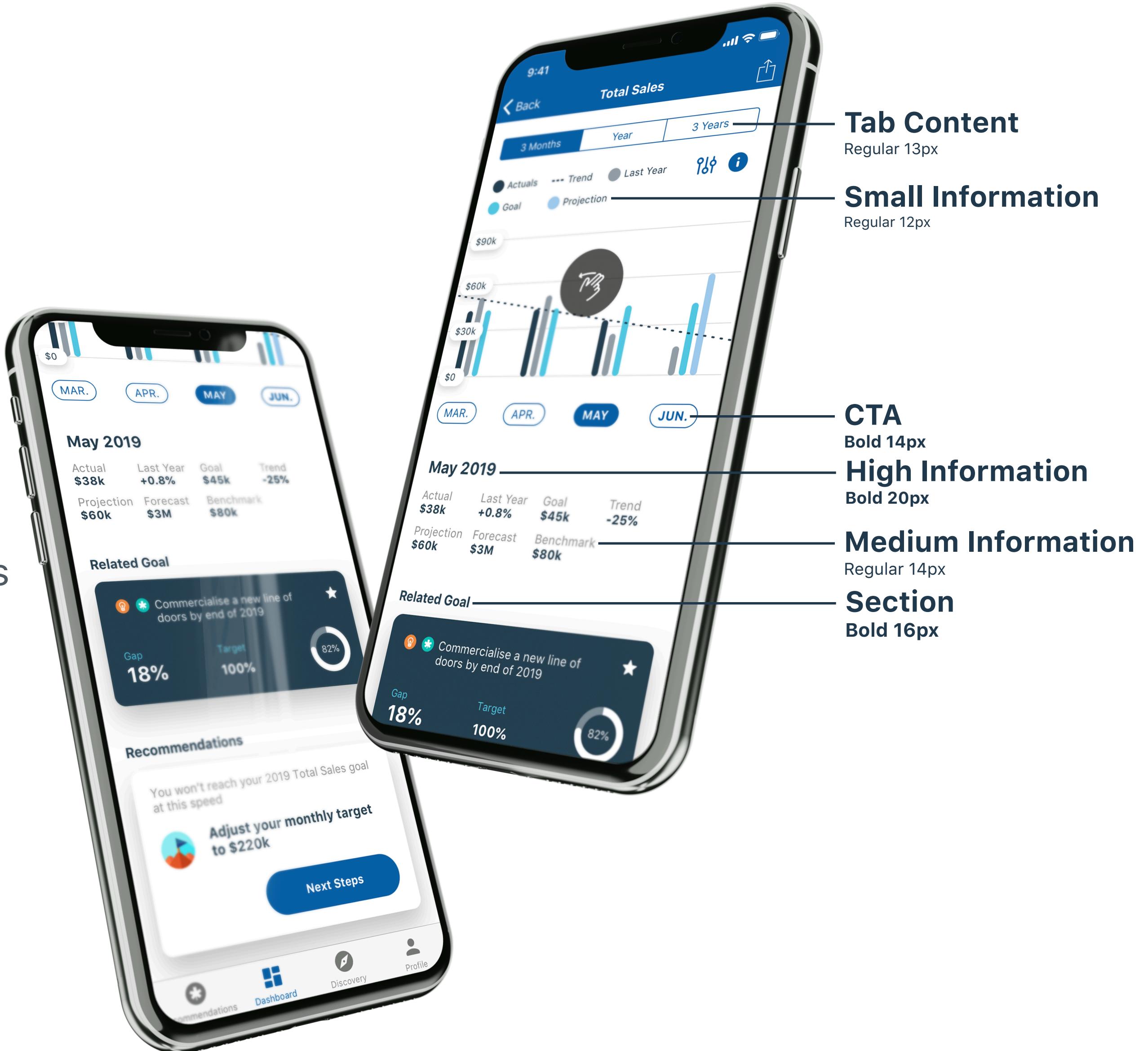
SF Pro Text
Style: Bold



Typography // In Context

Guidelines

- Emphasize important information
- If possible, use a single typeface
- Use built-in text styles whenever possible
- Make sure custom fonts are legible
- Implement accessibility features for custom fonts
- Prioritize content when responding to text-size changes
- Use the correct font variant in interface mockups



Iconography



Iconography // Guidelines

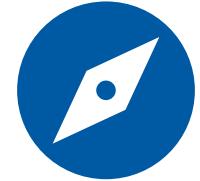
Main Navigation Icons



Recommendations



Dashboard



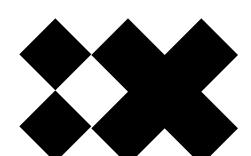
Discovery



Profile

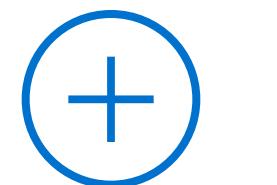
Guidelines

- Thick lines
- Round borders
- Outlines
- Simple yet recognizable at a glance
- iOS Native-inspired whenever possible

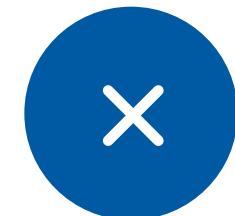


Iconography // Exploration

Other Icons



Add



Delete



Untrack



Share



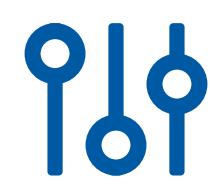
Info



Insights



Recommendations



Filter



History

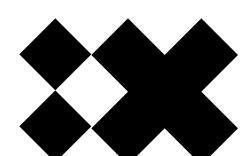


Save



Bookmark

The BDC Marketing team is currently building a library of consistent icons for the entire brand, including web & mobile-ready icons (with adjustments for sizes below 10px as well, including the line thickness and so on...). These explorations are placeholders and suggestions to add to the library for the Entrepreneur app.



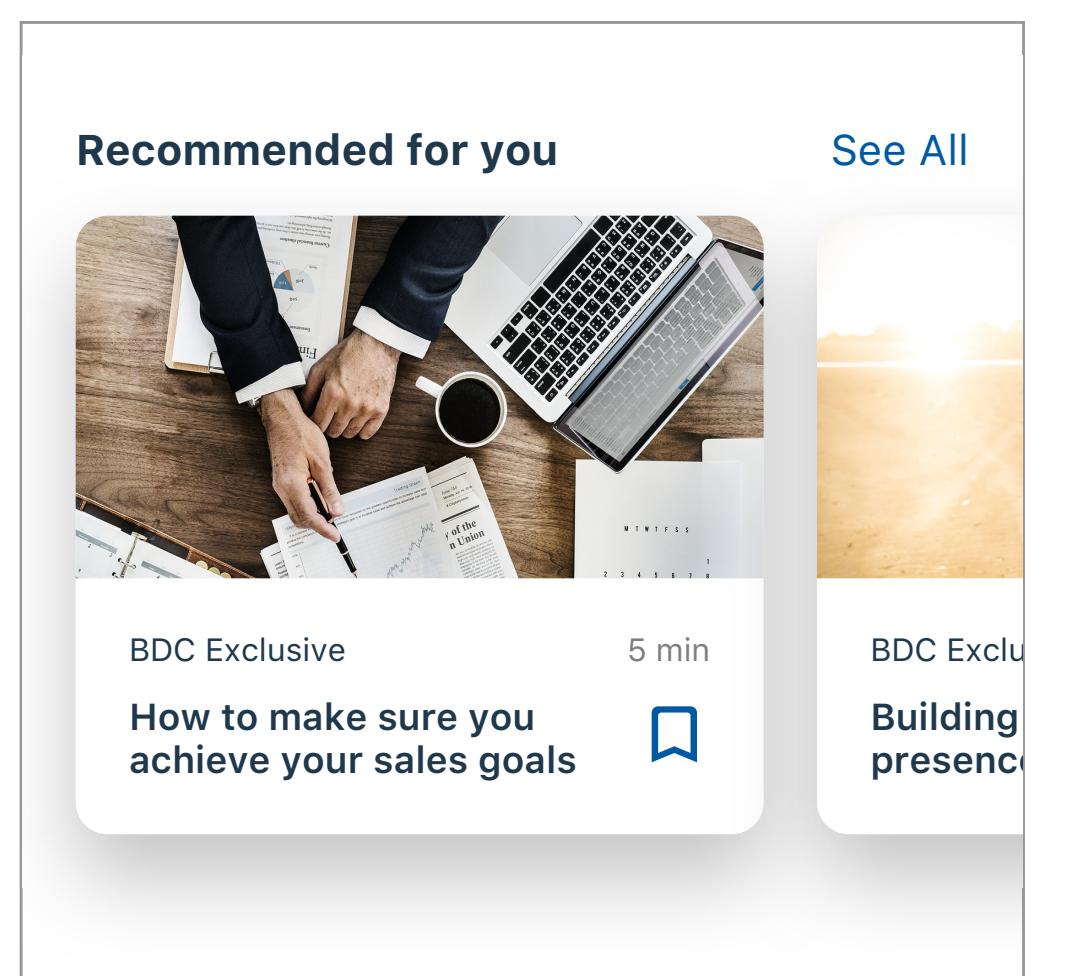
UI Components



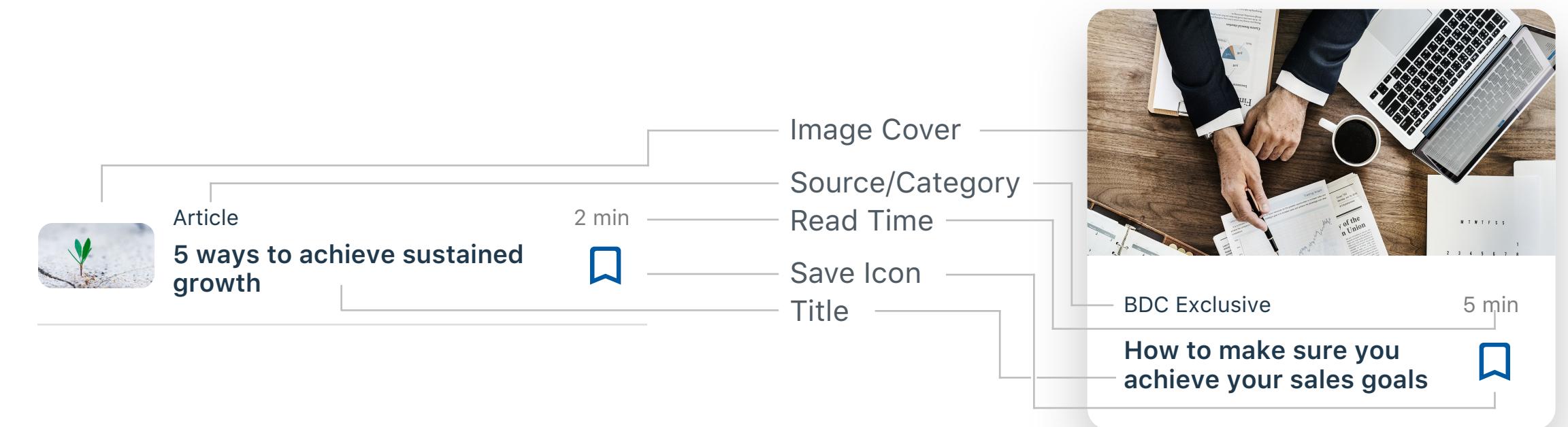
UI Components Anatomy

Articles

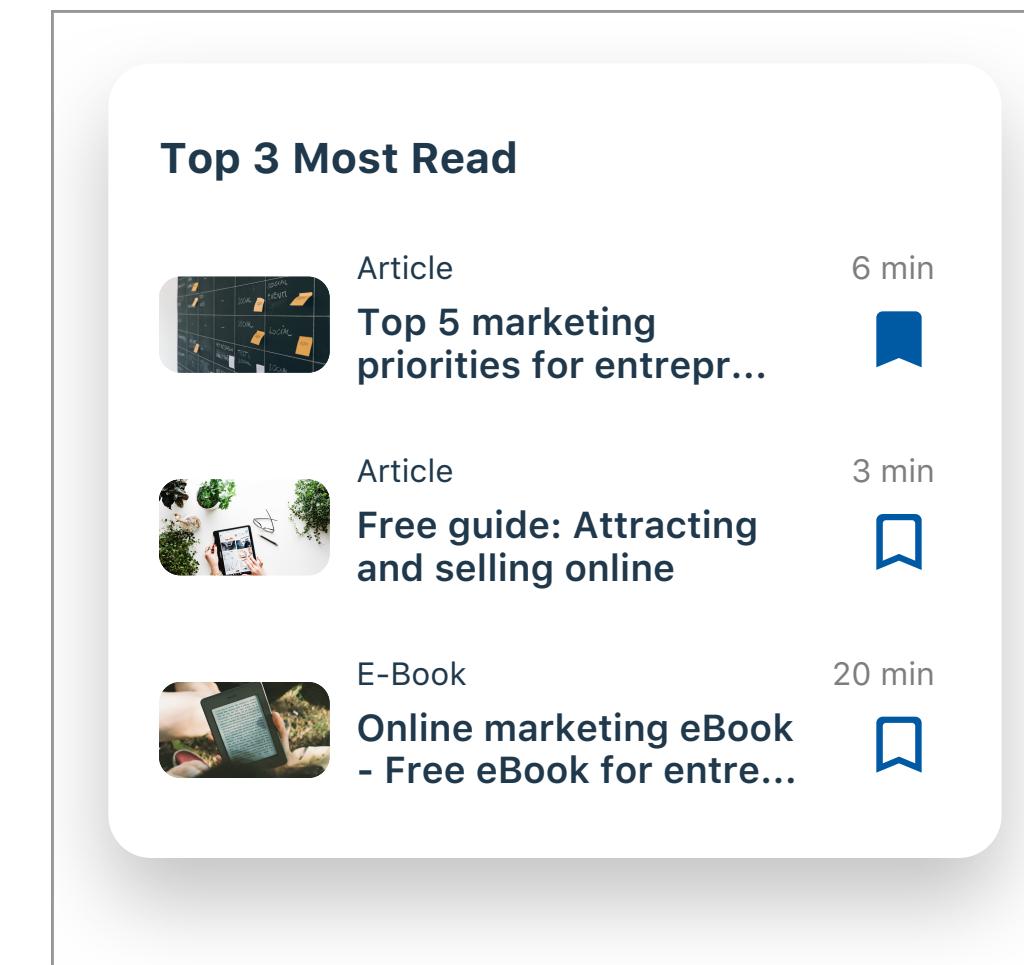
There are 2 ways to visualize an article in the app:



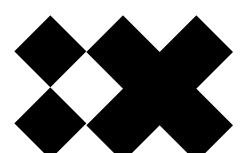
- The articles are scrollable horizontally (no limit defined at this stage)
- More emphasis on the imagery
- Same interactions as everywhere (save, read more)
- Bigger visibility in the discovery page
- Same content as everywhere (source, time, title)



2. An element in a list



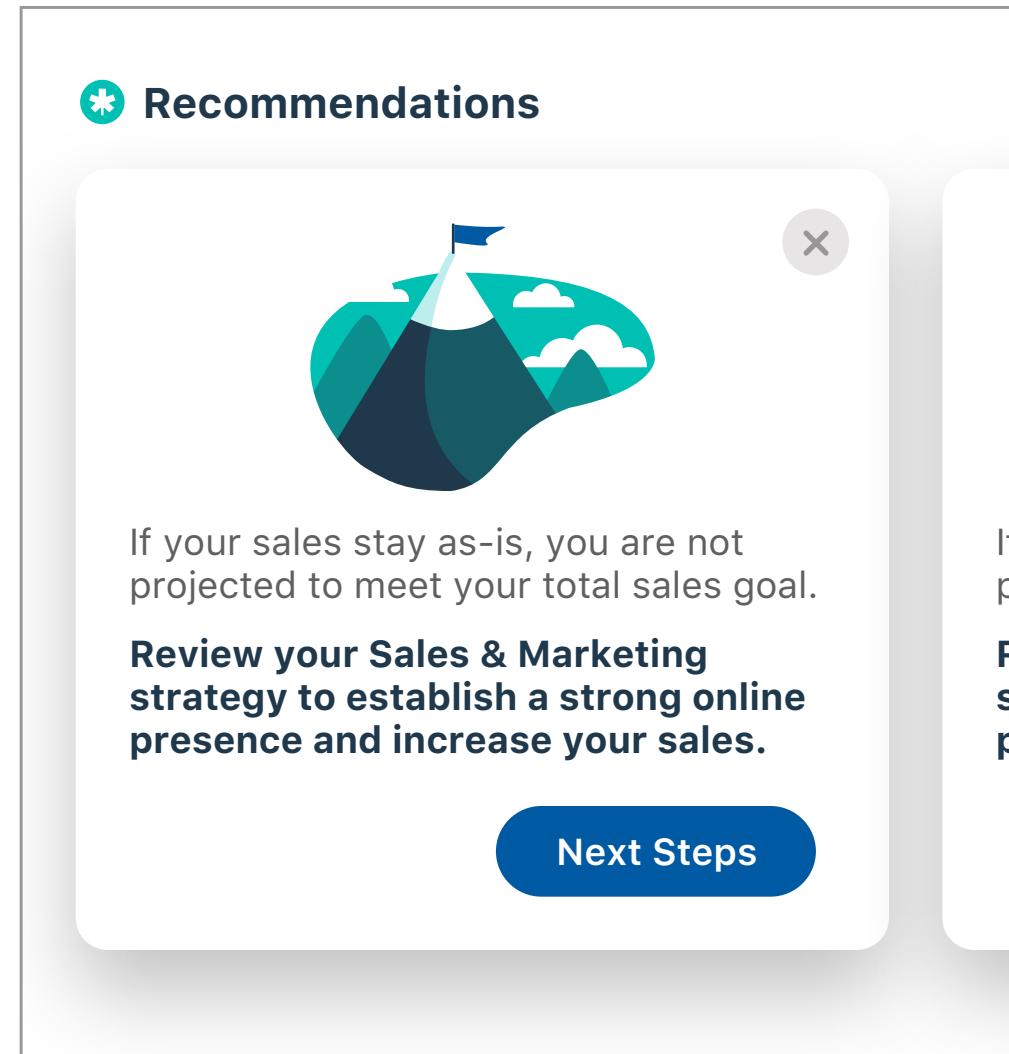
- Limited to 3 articles in the list maximum.
- Less emphasis on the imagery
- Same interactions as everywhere (save, read more)
- Smaller visibility in the discovery page
- Same content as everywhere (source, time, title)



UI Components Anatomy

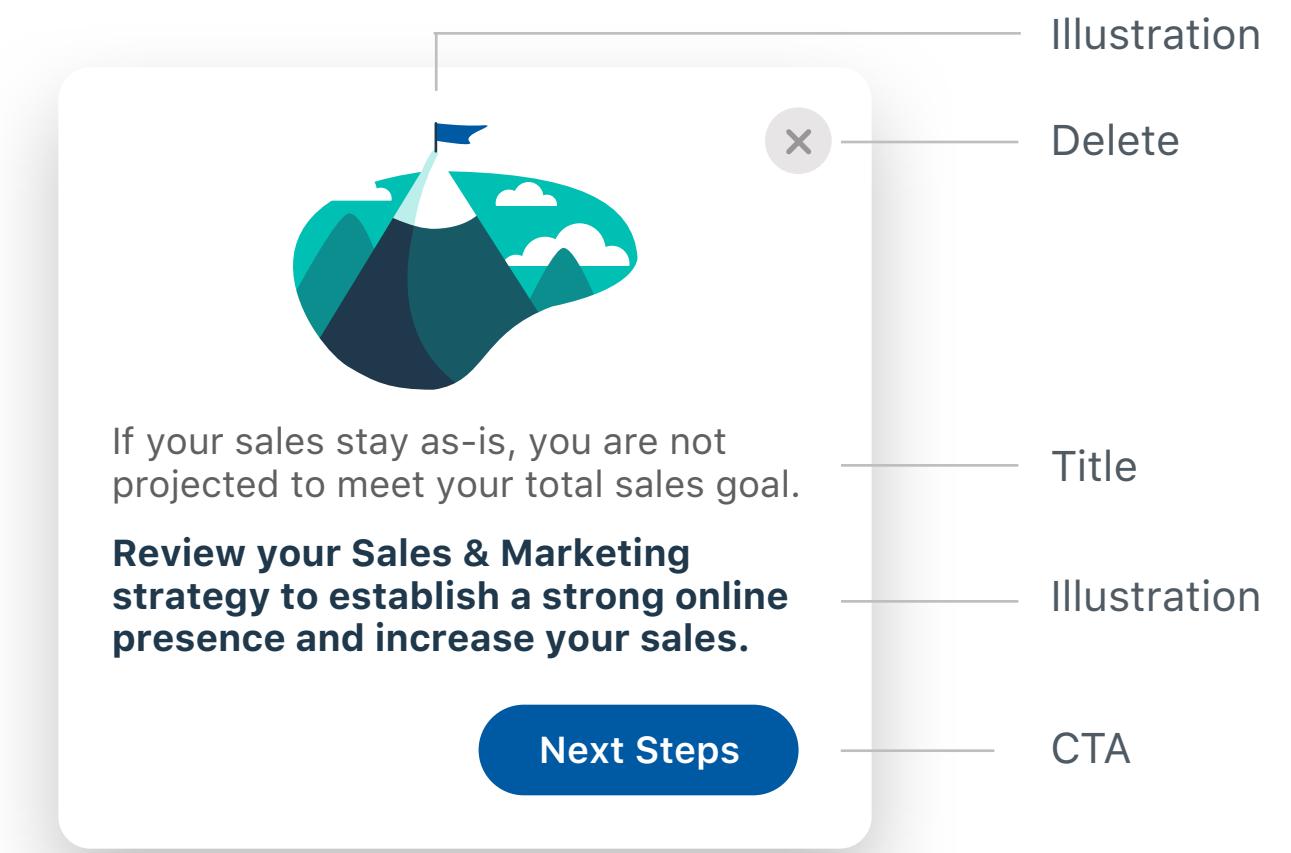
Recommendations

Carousel from the Home page



- The recommendations are scrollable horizontally (no limit defined at this stage)
- They can be deleted thanks to the cross icon at the top right of each card
- The user can tap anywhere on the card (besides the cross icon) to access the recommendation details page
- A recommendation is composed of an illustration depending on its type (KPI-based or Goal-based), a title, a description, and a "Next Steps" CTA.

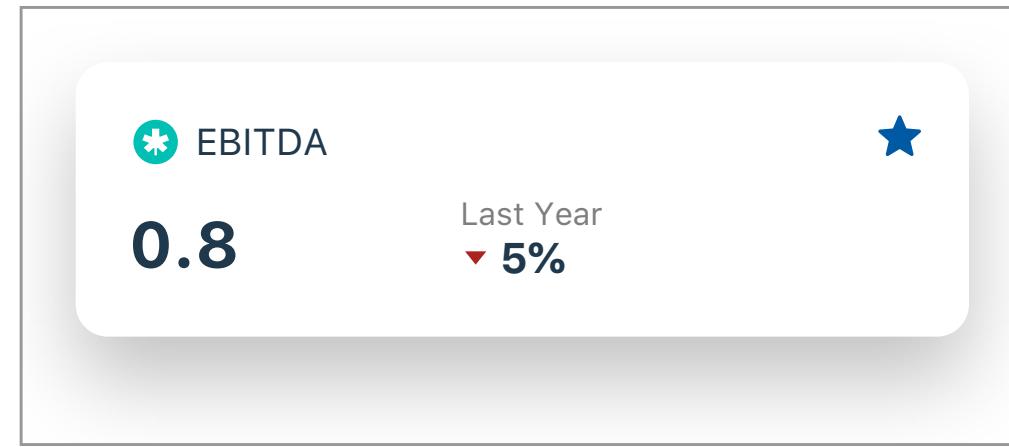
Breakdown



UI Components Anatomy

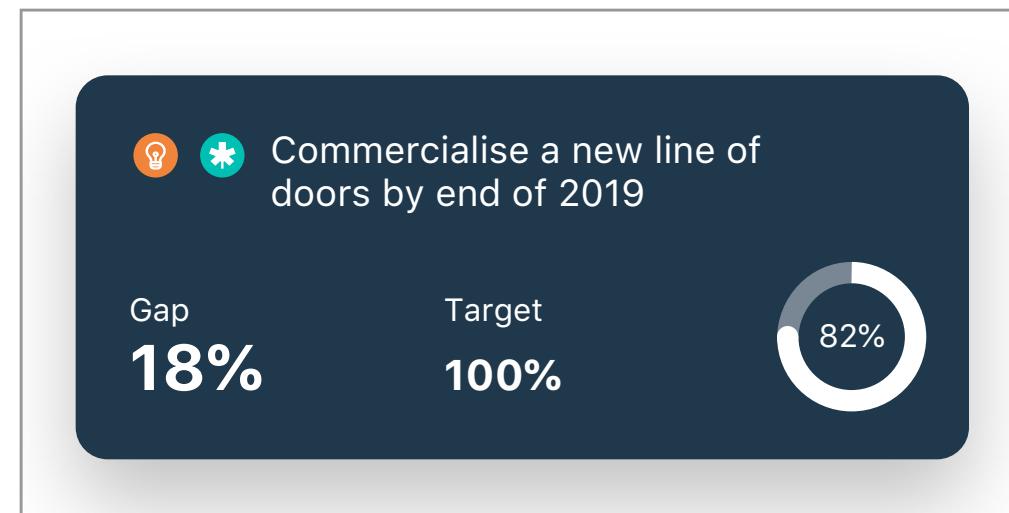
Goals & KPI cards from the Dashboard

1. KPI



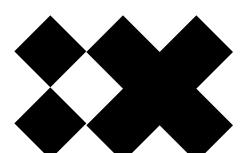
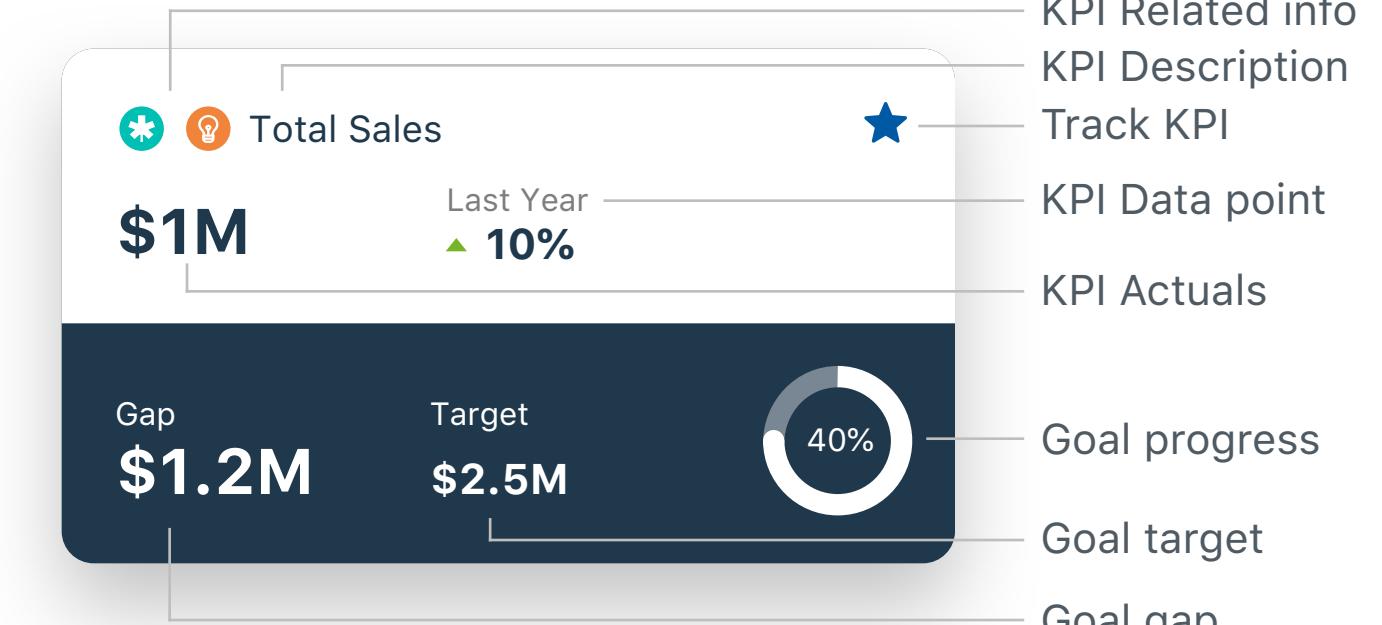
- The KPIs can be tracked
- They can be ordered at the user's will
- The user can tap anywhere on the card (besides the star icon) to access the KPI details page with the graph and more info
- If the KPI has related recommendations or insights, it will show with the badges at the top left.
- If the KPI has a related goal, the 2 cards will merge together

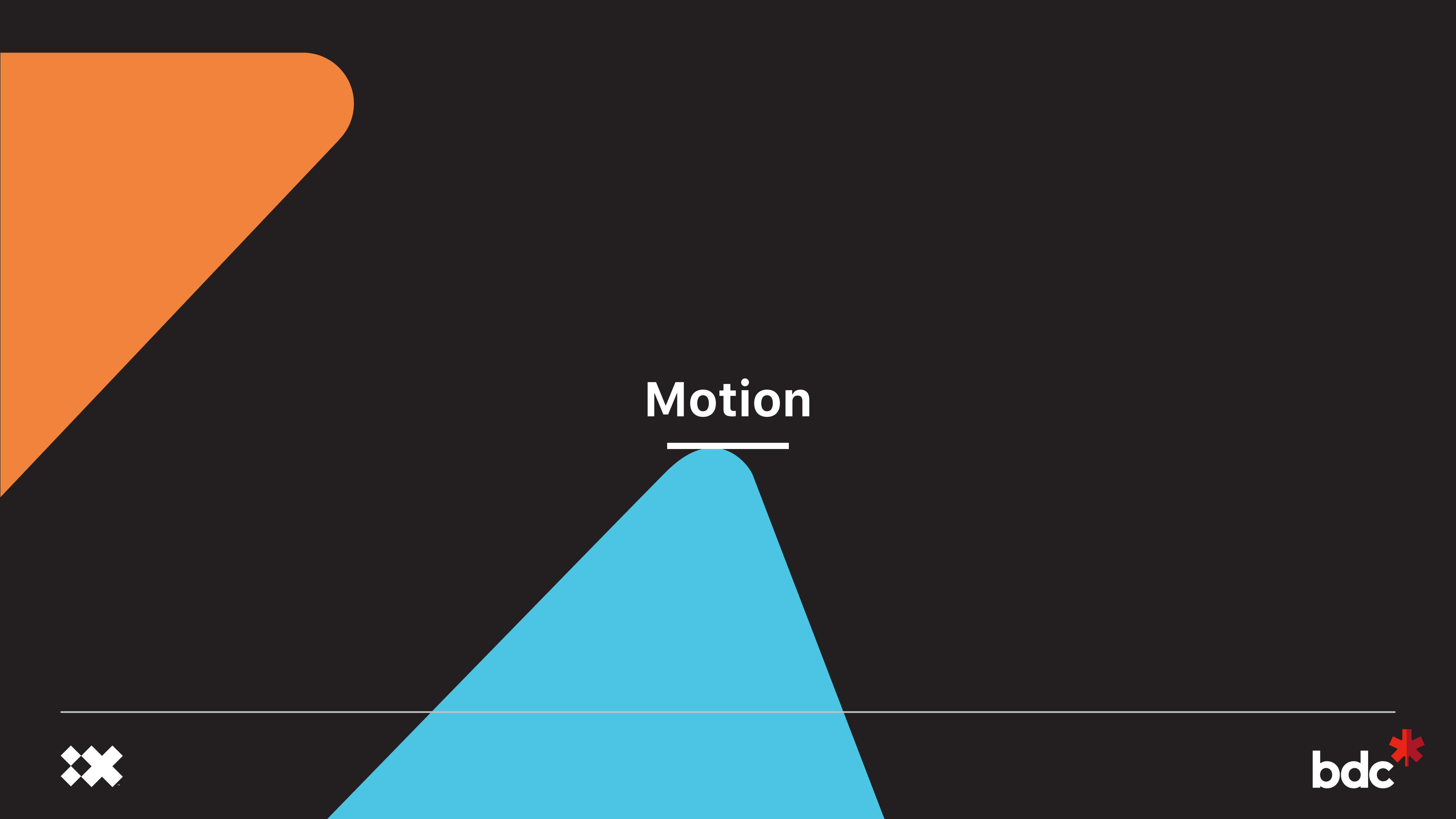
2. Goal



- The Goals are always tracked
- They can be ordered at the user's will
- The user can tap anywhere on the card to access the Goal details page with more info
- If the Goal has related recommendations or insights, it will show with the badges at the top left.

Breakdown





Motion



Motion // Guidelines

Why using motion?

Motion is a powerful tool in designing and building communication and user experience. It can bring your work to life, guide users through complex experiences, and help move forward—from here to there, now to next, start to finish—and make progress.

Style

IBM Design System recognizes different moments in user's experience, and offers two styles of motion—productive motion, and expressive motion. The motion curves are designed to reflect the philosophical duality of Man and Machine.

Easing

Strictly linear movement appears unnatural to the human eye. Elements on the screen speed up quickly and slow down smoothly, obeying the physics of a light-weight material. “Easing curves” describe the precise amount of accelerations in motion. We commonly use one of these three types of easing.

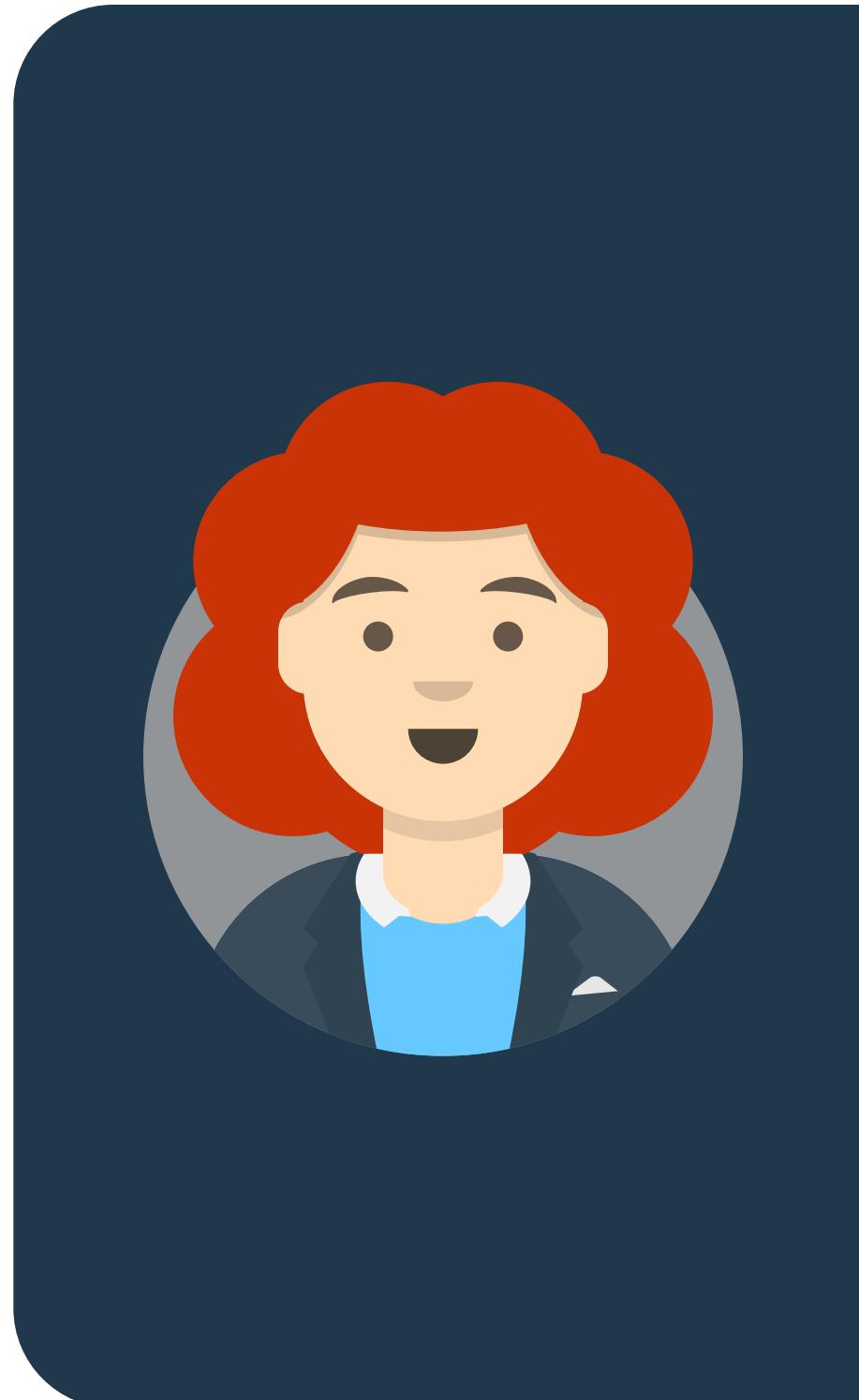
Source from the IBM Design Language: <https://www.ibm.com/design/language/elements/motion>



Golden Thread



Golden Thread // Context



Sam, our analytical entrepreneur

Sam is an entrepreneur specialized in the door and hardware industry. She has currently 14 employees and she seeks to grow her business while constantly improving the stability of her operations. She relies a lot more on data than on intuitions to take decisions. Her main activities are to manage the business operations and assess the business efficiency and performance. Sam has currently one equipment loan and one real-estate loan with BDC.

1st experience with the app

She has been introduced to the app at a networking event 3 months ago. She was curious to see how BDC could offer relevant and personalized recommendations for her business. After downloading the app, she went through the on-boarding and connected her accounting system to the app. Since then, she has been using the app on a weekly basis since.

Hi Sam,

We have 3 new recommendations related to your business performance.

Recommendations

If your sales stay as-is, you are not projected to meet your total sales goal.
Review your Sales & Marketing strategy to establish a strong online presence and increase your sales.

Insights

EBITDA Margin

Forecast	Last Year
▼ 33%	▼ 14.8%

Inventory Turnover

Forecast	Last Year
▼ 29%	▼ 21%

Milestone
Prototype Approval
2 months ahead

Ask for help

Amélie Gauthier
Account Manager

Home Dashboard Discovery Profile

Golden Thread // Home

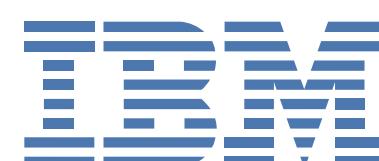
Get personalized recommendations

She receives a notification saying that she has new recommendations available. She opens the app and see that there are 3 recommendations waiting for her.

She reads the first one saying that if her sales stay as-is, she is not projected to meet her goal. She should review her Sales & Marketing strategy to establish a strong online presence and increase her sales. The recommendation spikes her interest so she clicks on it to get more details.

On this screen, she can also:

- Receive explanations on how the recommendations and the insights are defined.



Golden Thread // Recommendation Details

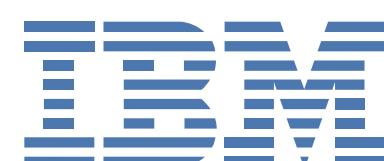
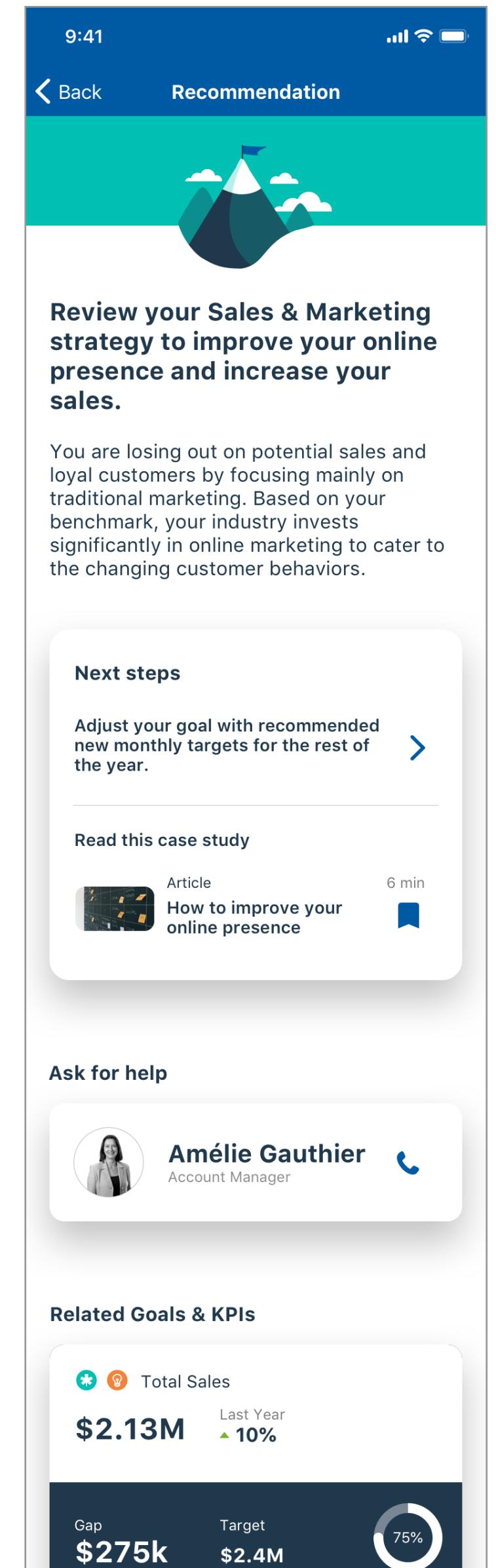
Receive suggested next-best actions

She gets more details on why BDC is making this recommendation and she is suggested the next best actions to take. It convinces her to investigate further.

After reading the suggested article, she understands how improving her online presence will help her to achieve her goal. It feels personalised and tailored for her as it answers her current business needs. She decides to follow the second recommended action and adjusts her goal with the BDC suggested monthly targets.

On this screen, she can also:

- Get help from her account manager
- Share her recommendation
- Dismiss a recommendation



Hi Sam,

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Recommendations

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Insights

EBITDA Margin

Forecast **33%** Last Year **14.8%**

Inventory Turnover

Forecast **29%** Last Year **21%**

Milestone

Prototype Approval **2 months ahead**

Ask for help

Amélie Gauthier Account Manager

Home **Dashboard** **Discovery** **Profile**

Golden Thread // Home

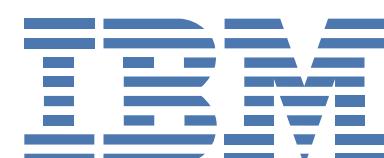
View my business critical insights

She goes back to the home page and scrolls down to look at the insight section. She is presented with a list of significant deviations on her business KPIs and goals.

She understands that she can dig deeper on each by answering a few questions which will generate more recommendations. She clicks on the insight related to the EBITDA Margin.

On this screen, she can also:

- Drill down into the KPI details
- Dismiss an insight
- Get help from her account manager



Golden Thread // Information Prompt

Go from insight to recommendation by answering a few questions

The questions are introduced as pre-filled statements which Sam just need to edit with her own data. She does it and clicks on « Get my recommendation »

On this screen, she can also:

- Get help from her account manager

BDL Story

In the meantime, Sam's account manager (Joe), receives a notification on his dashboard, informing him that Sam just received a new recommendation. He takes a quick look and decides to plan a mid-year follow up with her to discuss how BDC can support her.

9:41

Back EBITDA Margin

Forecast
▼ 15%

Last Year
▼ 8%

Understand your EBITDA Margin data by filling out this self-assessment

I measure the financial impact of my non-quality including rework and waste every month

I review my contracts with my suppliers every 6 months

I perform preventive maintenance every 2 months

Get my recommendation

Golden Thread // Dashboard

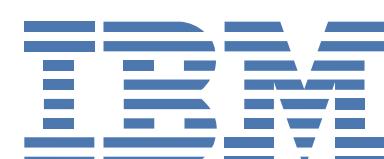
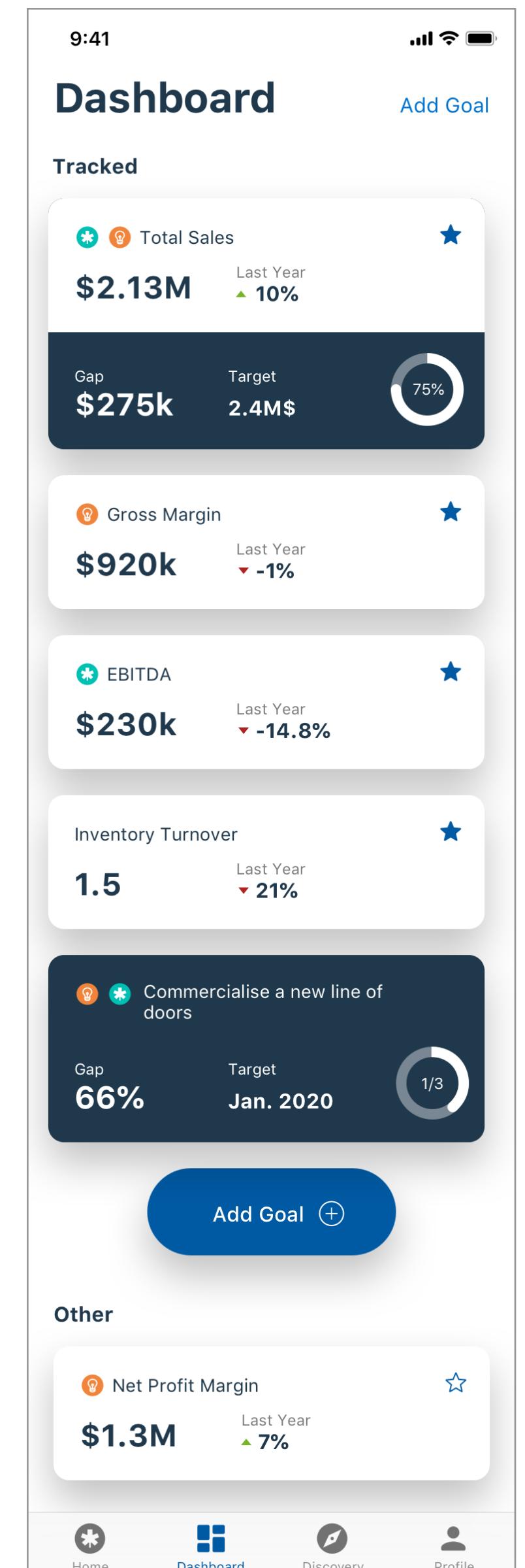
Visualize a snapshot of my goals and KPIs

Sam, wants to get an overview of her business health at a glance so she clicks on the dashboard tab.

She gets a quick overview of the performance of her tracked KPIs and goals. She notices that her inventory turnover ratio is not performing well compared to last year so she clicks on it to get more details.

On this screen, she can also:

- Customize her view
- See recommendation or insight icons on KPIs or goals
- Create a new goal



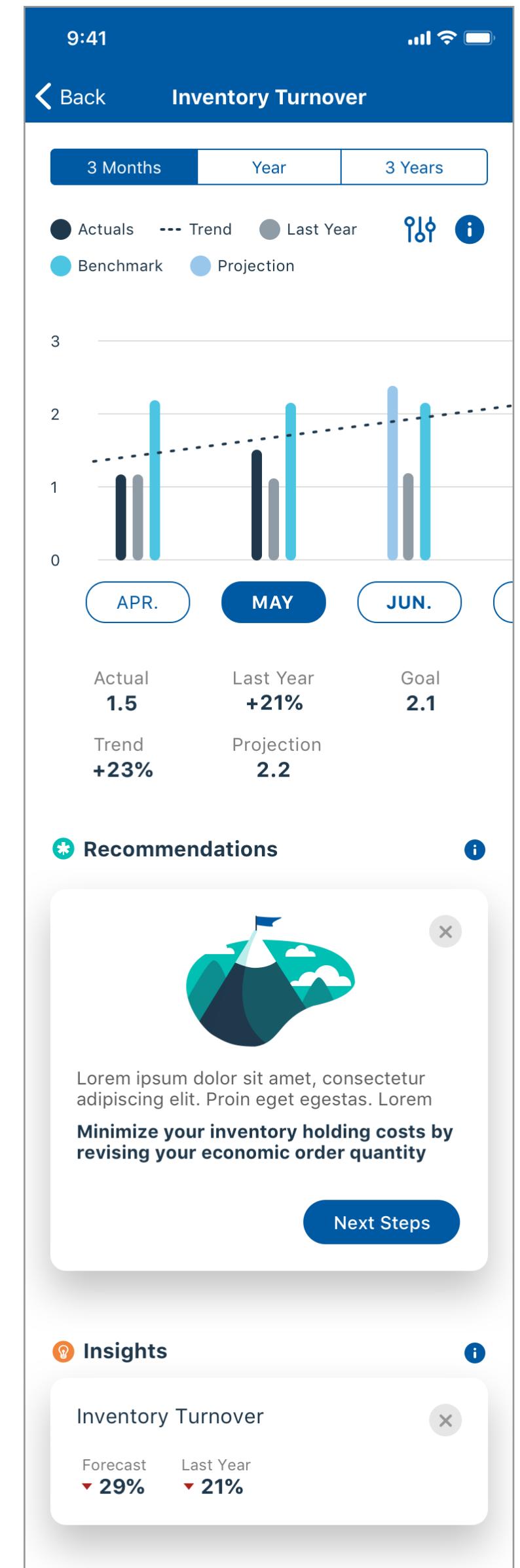
Golden Thread // KPI Details

Analyze my KPIs with my related goals & recommendations

Sam wants to better understand why she is not performing as good as last year and how it has evolved over the last few months. She compares her performance over time with different data points such as her estimates and the BDC projection. She sees that the market performance has decreased throughout the year so she is curious to read the recommendations at the bottom of the page.

On this screen, she can also:

- See Pop-up definition for each KPIs
- See icons to identify the BDC KPIs
- Share her KPI



Golden Thread // Goal Details

Track my goals with milestones

She goes back to her dashboard and click on her goal to “Commercialise a new line of doors” to track the progress .

She sees that she is two months ahead on her first milestone and click on the related insight to get suggestions on next steps.

On this screen, she can also:

- Add a milestone

BDL Story

When Joe finally meets Sam, they talk about her new sales and marketing strategy as well as her progress on her goals. She confirms the need of a critical piece of equipment and ask for financing. Joe was able to predict her request and had prepared the required information prior to the meeting.



Discovery

The screenshot shows the 'Discovery' tab interface. At the top, there are tabs for 'All', 'Saved', and 'History'. Below this, the 'Recommended for you' section displays a card for an article titled 'How to make sure you achieve your sales goals' (5 min). Further down, there are sections for 'Popular in your industry' (with cards for growth strategies and SEO), 'Top 3 Most Read' (with cards for marketing priorities, online guides, and eBooks), and 'Get inspired' (with icons for Home, Dashboard, Discovery, and Profile).

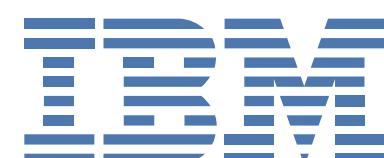
Golden Thread // Discovery

Consume tailored content

Finally, Sam goes to the discovery tab as she wants to better understand what can impact her operational efficiency. She drill down into the different articles, videos and e-book which are showcased to her. She is particularly interested into the "Recommended for you" and "Popular in your industry" sections.

On this screen, she can also:

- Add a specific article in her favourite list, using bookmarks
- See her history



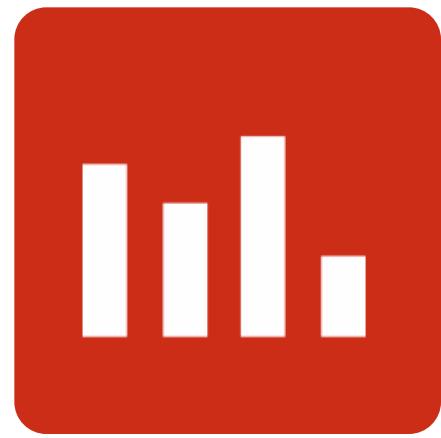
Data Visualization



Data Visualization // Guidelines

Chart Models

Depending on the KPI or the user's intent, different chart models can be used.



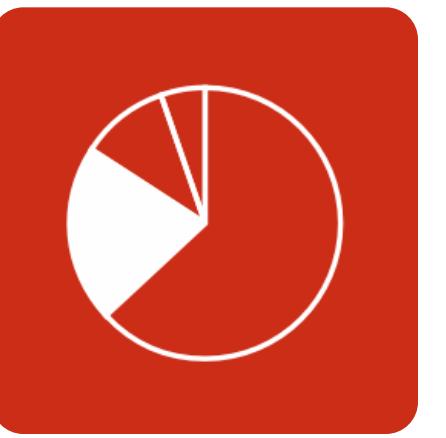
Barchart



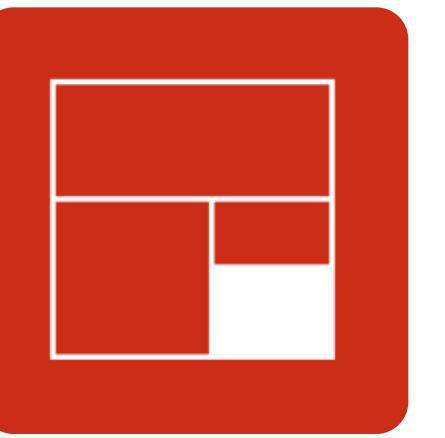
Linechart



Stacked
barchart



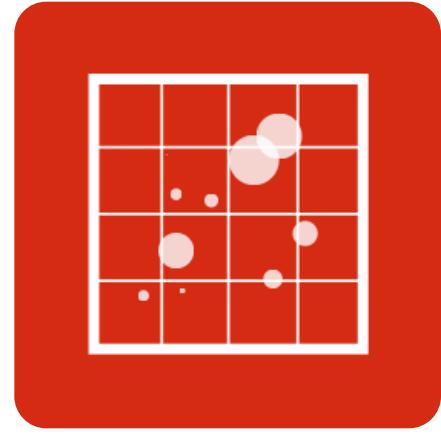
Piechart



Treemap



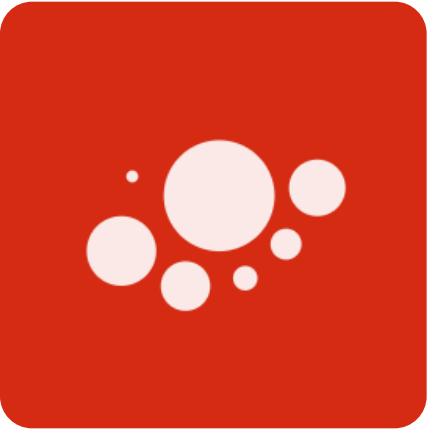
Map



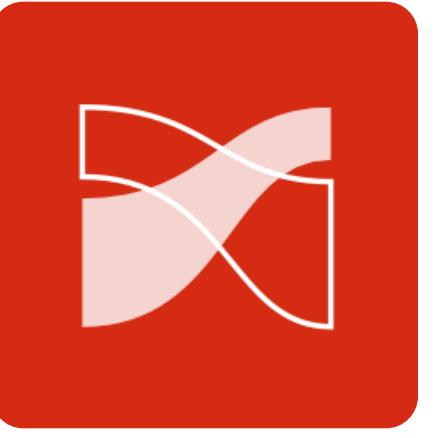
Scatterplot



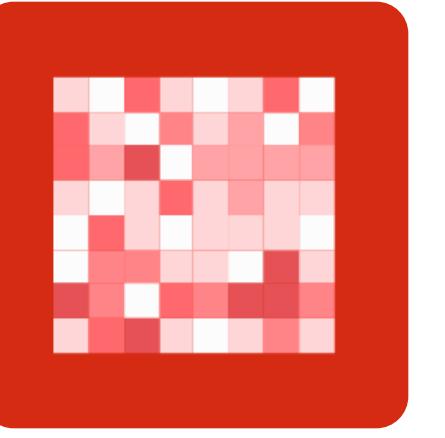
Network



Bubblechart



Flows



Heatmap



Radar



Data Visualization // Guidelines



Bar Chart

Rectangular bars with lengths proportional to the values they represent. Bar graphs should be used to compare different values that are hierarchically equivalent.

I'm going to use this model when I want to:

explore in time

compare

show correlations

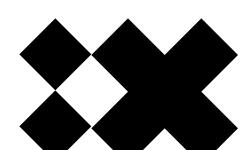
I'm going to use this model when I have this kind of data set:

time-based-data

categorized data

Not recommended for:

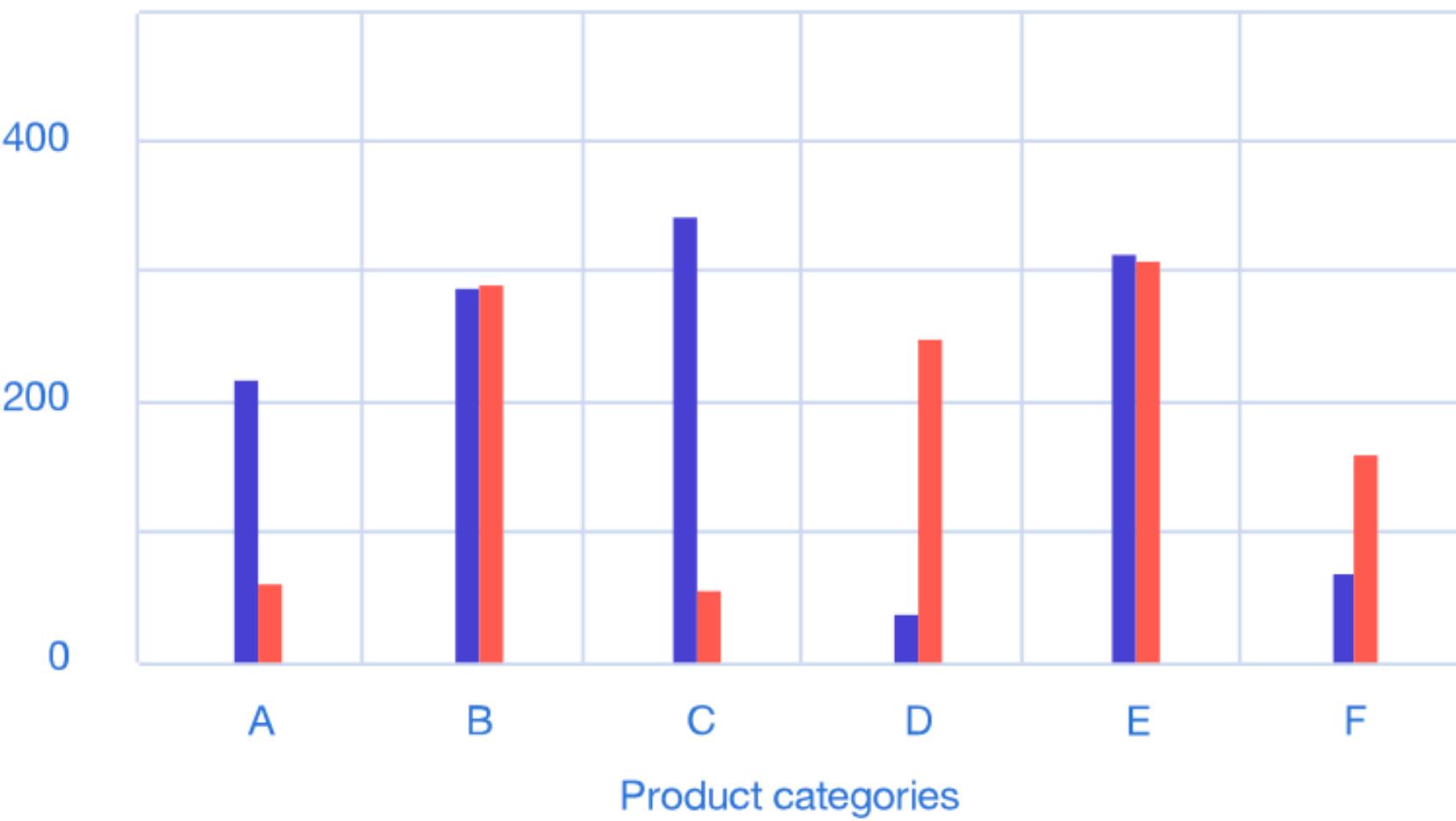
Never use to compare values with different units or hierarchy.



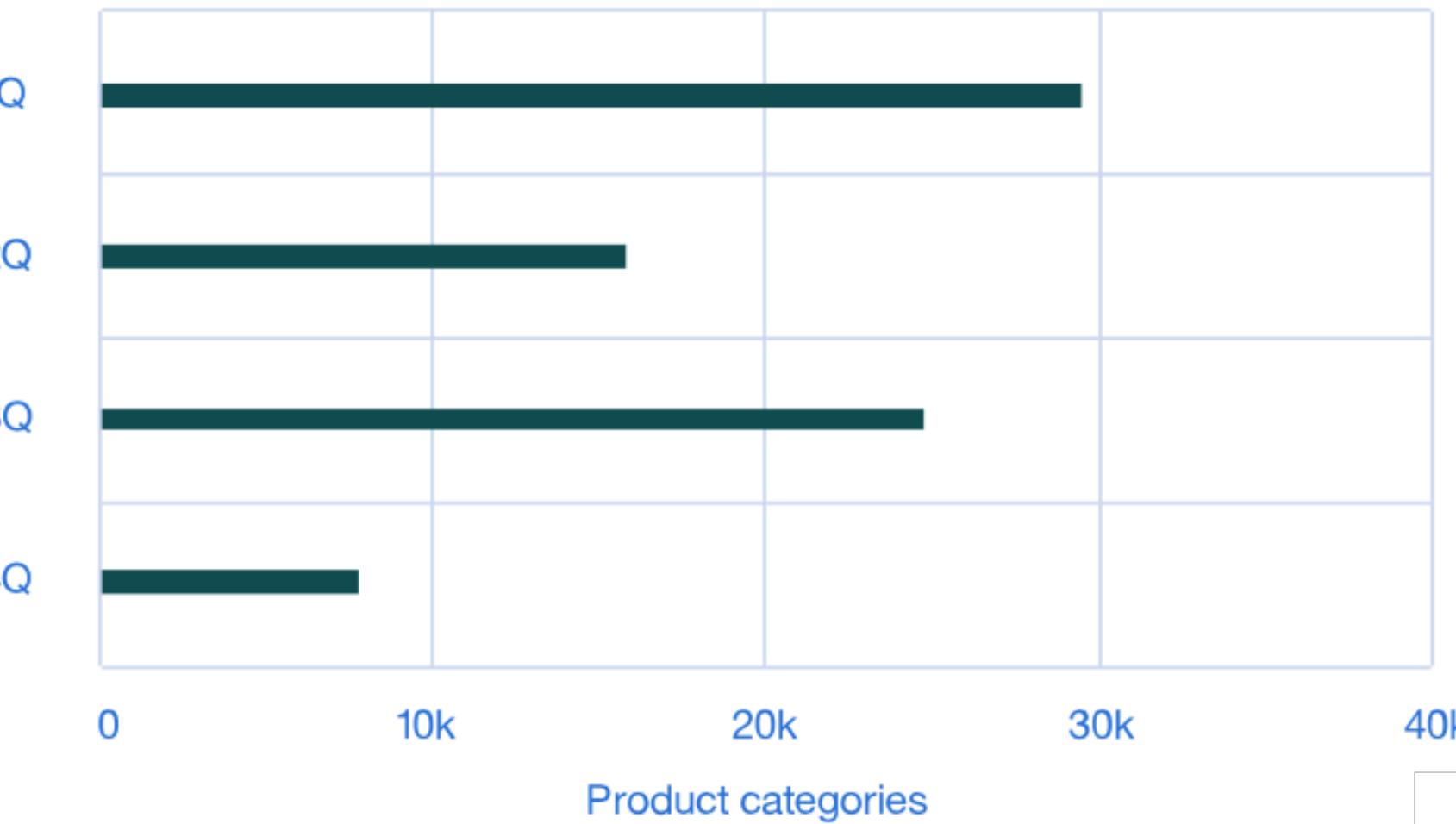
Data Visualization // Guidelines

Line Chart Examples

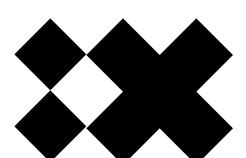
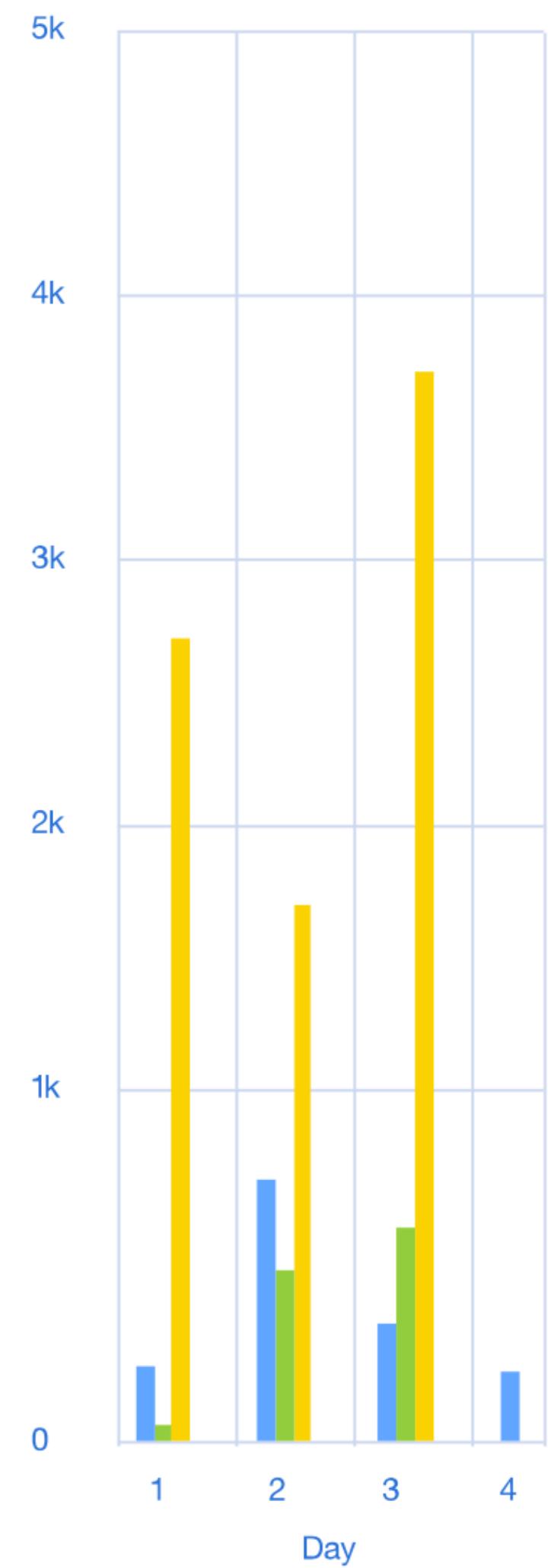
Costs / Revenues



Products comparison



April's scores



Data Visualization // Guidelines



Line Chart

This graph model displays information as a series of data points connected by straight line segments. Line graphs are used to track changes over short and long periods of time. When smaller changes exist, it's better to use line graphs than bar graphs. Line graphs can also be used to compare changes over the same period of time for more than one group.

I'm going to use this model when I want to:

explore in time

compare

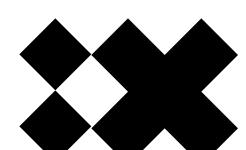
show correlations

I'm going to use this model when I have this kind of data set:

time-based-data

Not recommended for:

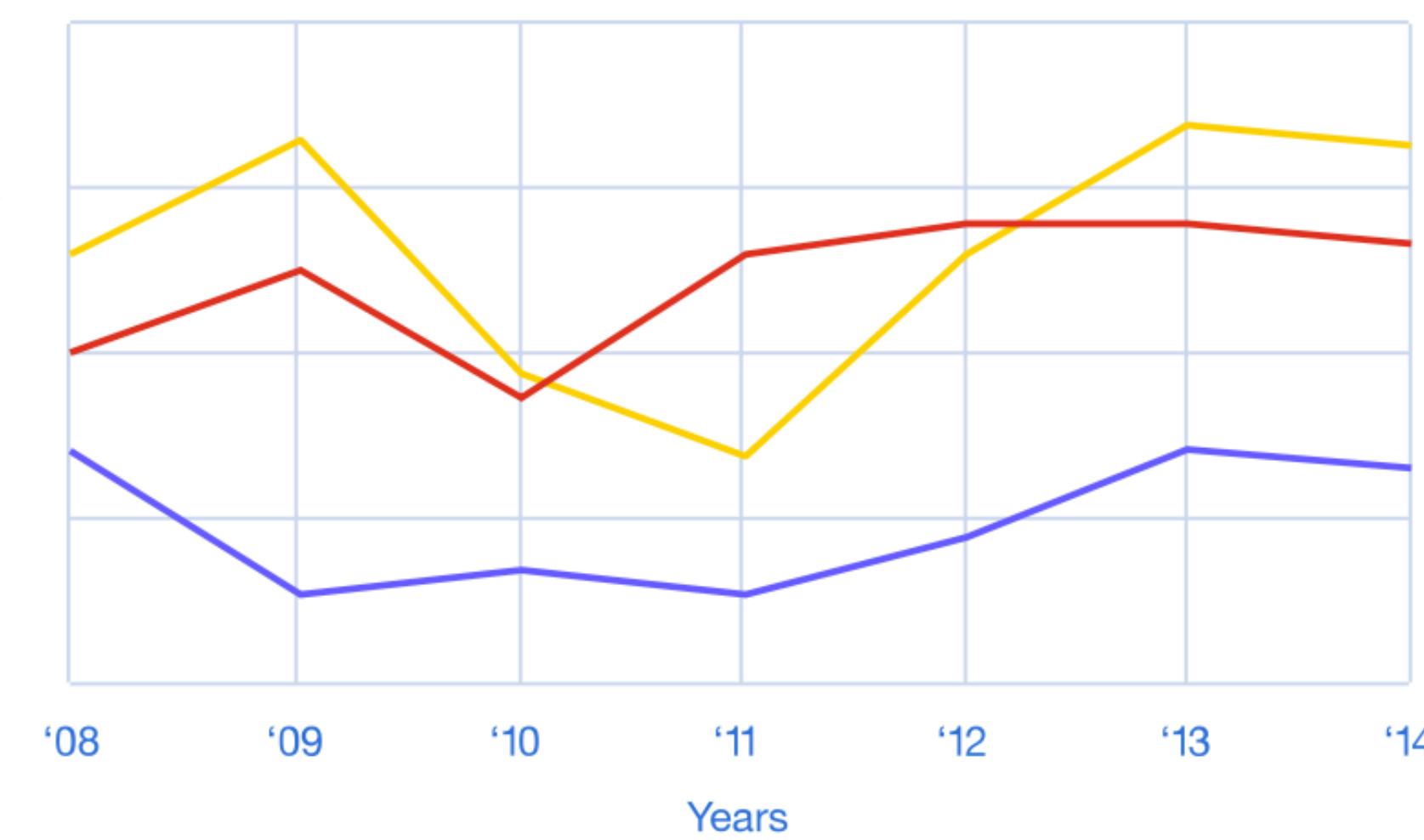
Avoid if not comparing values over time, as it might create confusion. Select a bar graph in this case.



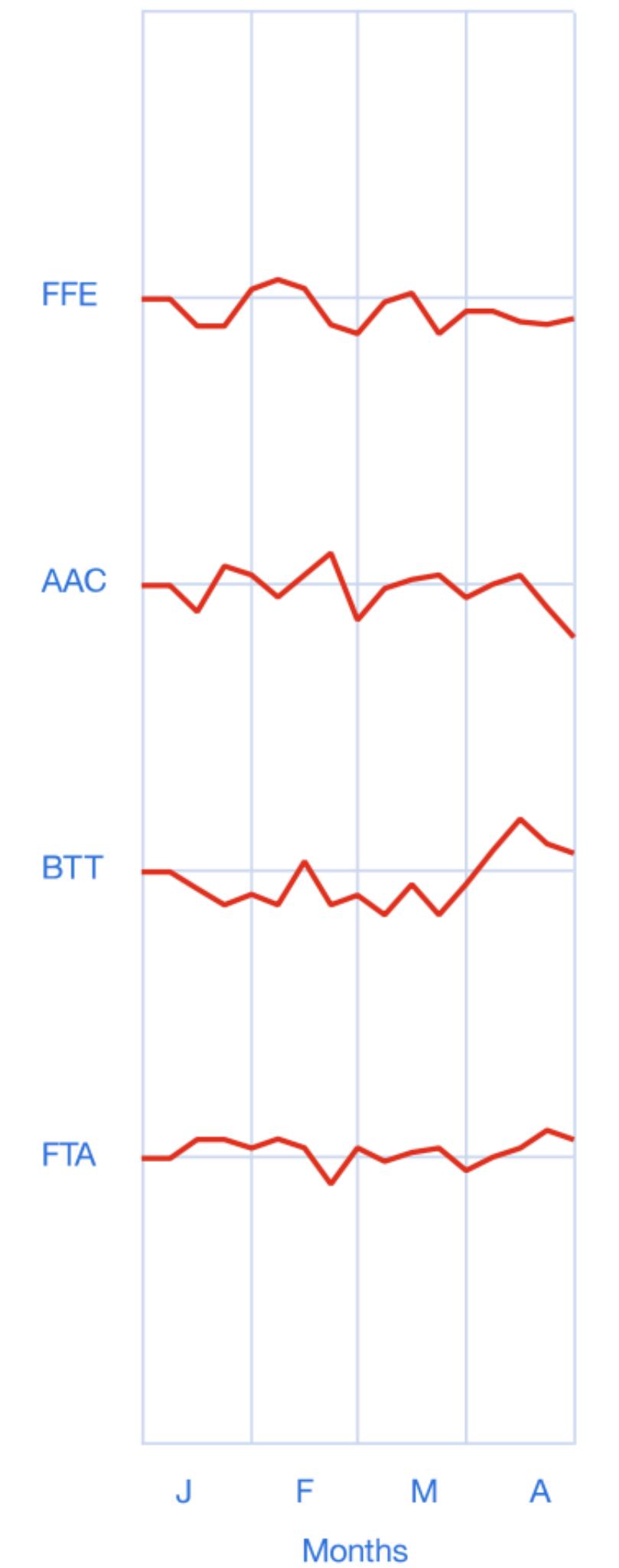
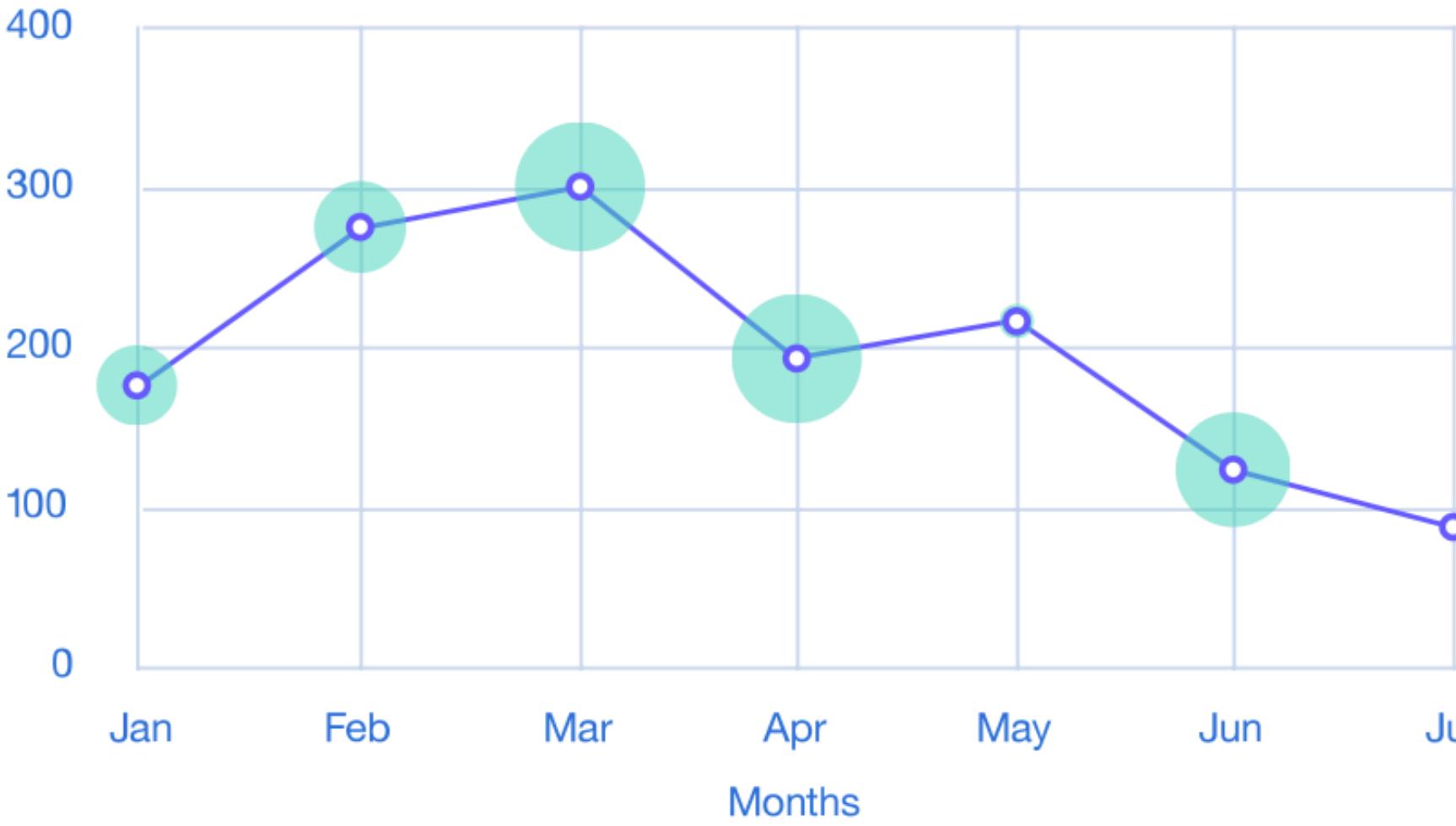
Data Visualization // Guidelines

Line Chart Examples

Climbing equipment: costs vs revenues



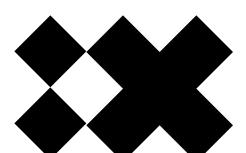
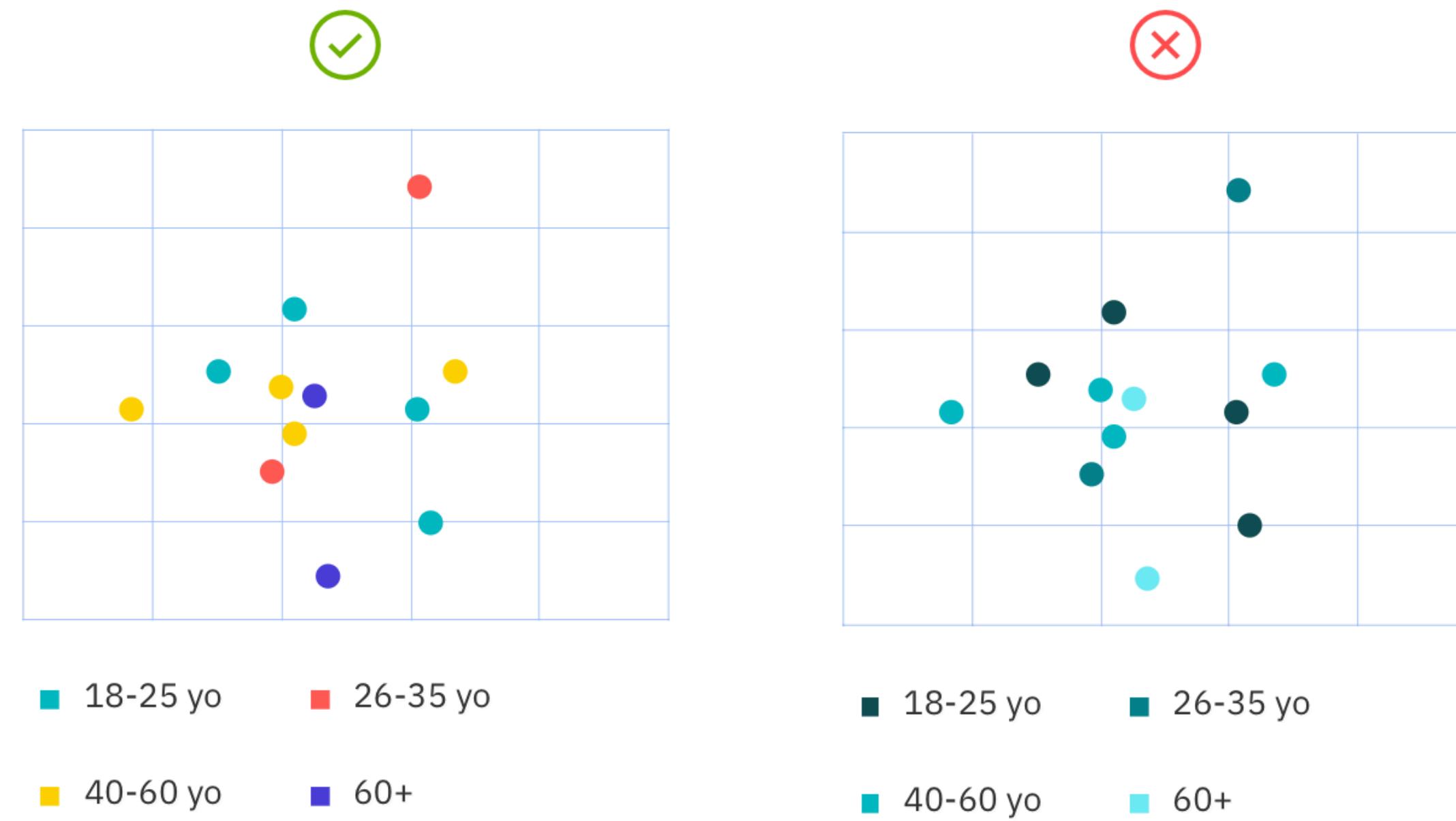
Units sold over time



Data Visualization // Guidelines

Categorize

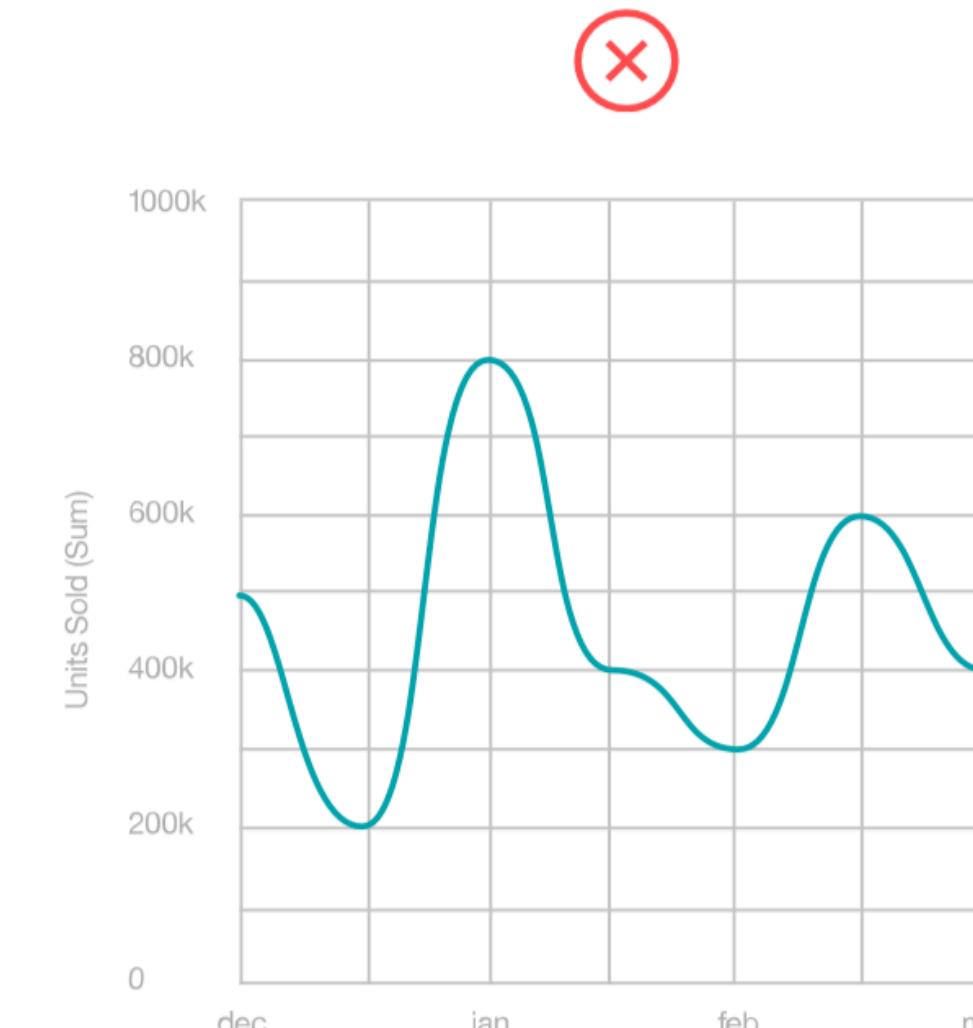
Color schemes for nominal data typically use different hues to identify discrete categories. Select distinctive colors from a limited range of lightness grades to avoid implying levels of magnitude. It's important to ensure that there is enough contrast between the colors so that they are easily distinguishable.



Data Visualization // Guidelines

Have a sharp touch

In case of trendlines, and in other linear representations, polygonal shapes are preferable to curvy lines. Avoid misleading curvatures in favor of a more technical, scientific feel.



Data Visualization // Guidelines

Animation

Apply motion to help users see changes in information.

Purpose

Animation communicates the relationships between two or more elements. Use motion to make state changes explicit and enhance or add information to a data vis. When elements change, their relationships are affected. Use animation to clarify how this change happens and its influence on the environment or other data sets.

