# Welcome to the new face of QuickBooks

# Bolt product visual language

**v1** updated 01 OCT 2018

# **Updates include:**

- Added page numbers
- minor text changes across the document
- responsive margins, page 10
- button update

# **Bolt product visual language**

## Introduction

Bolt is a living and ever-changing design language. It helps us create a consistent look and feel across all devices, products, and brands. Our products are durable, which means we don't just consider how Bolt looks, but also where we use it and when it shows up. It's used to enhance the user experience, not interrupt it.

## **Characteristics**

**Passionate in nature.** Our customers inspire us. We're fired up about the opportunities ahead and our enthusiasm propels us forward.

**Optimistic in outlook.** No matter the job, we're up for the task. We're positive and confident in our approach and always keep our minds open to new opportunities and possibilities.

**Proactive in action.** We don't wait to see what happens next, we anticipate it. We always try and stay one step ahead with an eye firmly on what's on the horizon.

**Empathetic to all.** In order to keep our customers at the heart of everything we do, we always take the time to listen and consider every perspective.

# Design principles

#### On Brand

Nail delivering on our brand and platform visions

#### Cohesive

Holistic and e2e, always

#### Scalable

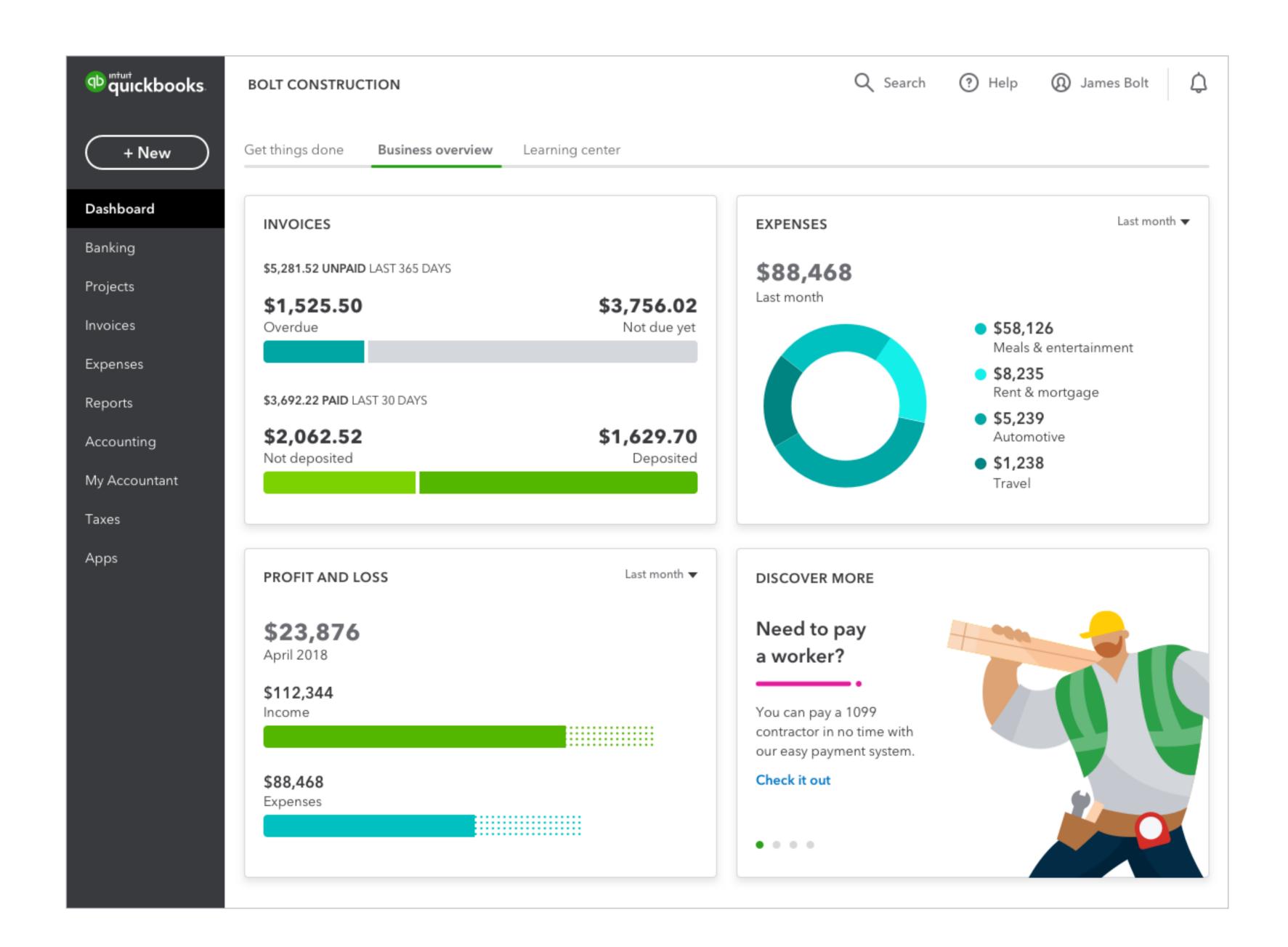
Cross-channel, cross-platform, cross-segment, cross-geo, accessible

#### Ownable

Stands apart in category

#### Executable

Adds durable improvement to our experiences



# **Bolt: Product v1**

What it is: the first step to our living and ever-changing design language.

What it isn't: something we "turn on" that magically changes how we appear.

#### V1 covers:

- \_ Page structure and hierarchy
- \_ Color
- \_ Typography
- \_ Buttons
- \_ Graphic elements
- \_ Updated components (tabs, flyouts, etc)
- \_ Illustrations
- \_ Icons
- \_ Spatial units

# What we're solving for

A unified look and feel The QuickBooks end-to-end experience always ladders up to our brand and platform visions.

A scalable and extensible language Our design language needs to be able to mold and shift as our brand grows and develops.

**An always-accessible experience** This is a primary requirement for all designers at Intuit.

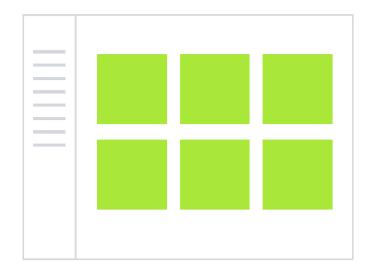
## How we measure success

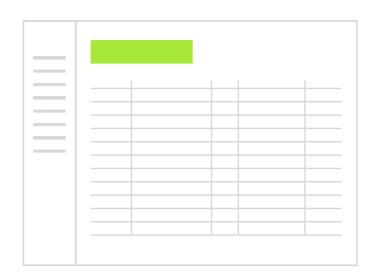
**Bolt-first experience** QuickBooks currently has three looks: Classic, Harmony, and Bolt. Success means updating at least 75% of the products to Bolt.

**Cross-device capability** Screens should be responsive no matter where the user is interacting with QuickBooks.

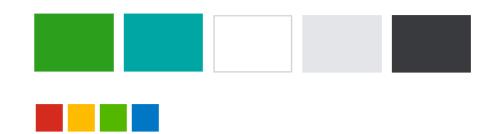
**Accessible** All designs should follow the Web Content Accessibility Guidelines (WCAG). The only exceptions are primary action buttons.

# Page structure and hierarchy





# **Color palette**



# **Typography**

# The quick brown fox

Jumps over the lazy dog

# **Graphical elements**



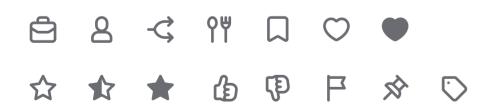
# **Updated components**



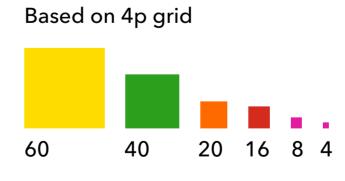
# Illustration



# Iconography



# **Spatial units**



# **Graphical elements**

# Dot grid

We're not using this in v1, but you can play around with it as a transitional element with motion.



# Leader line and energy bar

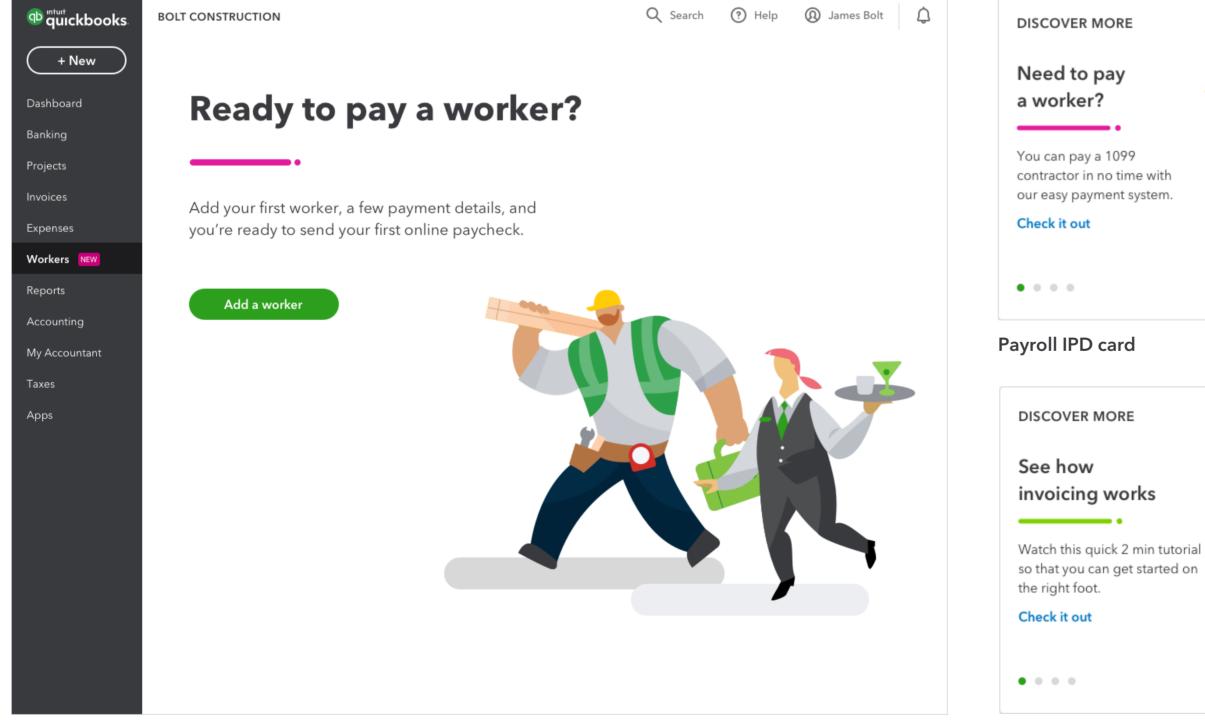
Leader lines are created by combining the energy beam and dot. You can use these as tertiary elements to draw focus to or call out info. Keep in mind, **only QBOA uses the energy bar**.



#### Appearance & behavior

Make sure to map the leader line colors to the offering colors on IPD cards, learn more pages, and first use pages. The leader line will usually animate, but it can also be static. For general QuickBooks use, use gray or Green 03.

# **Applications**

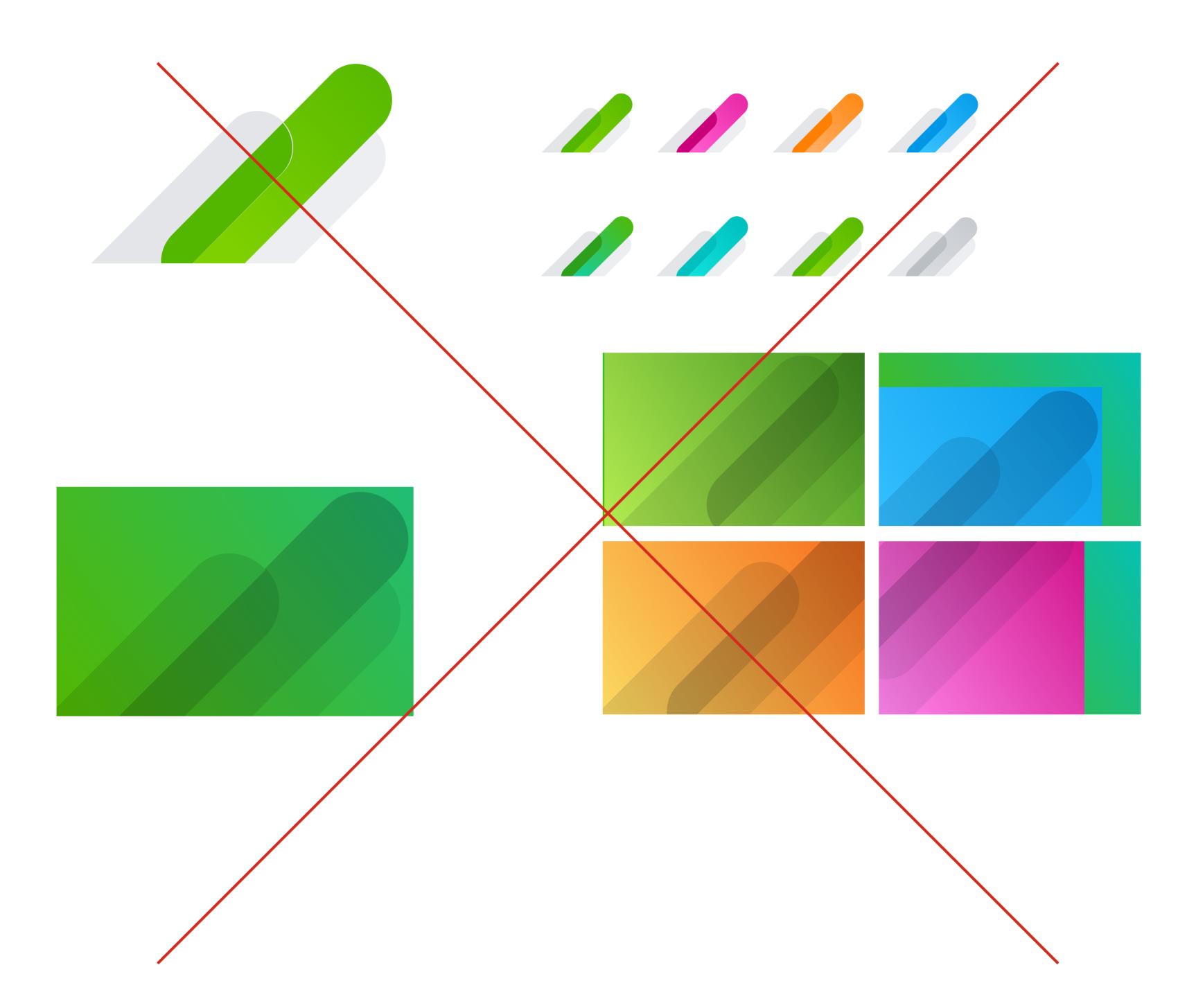




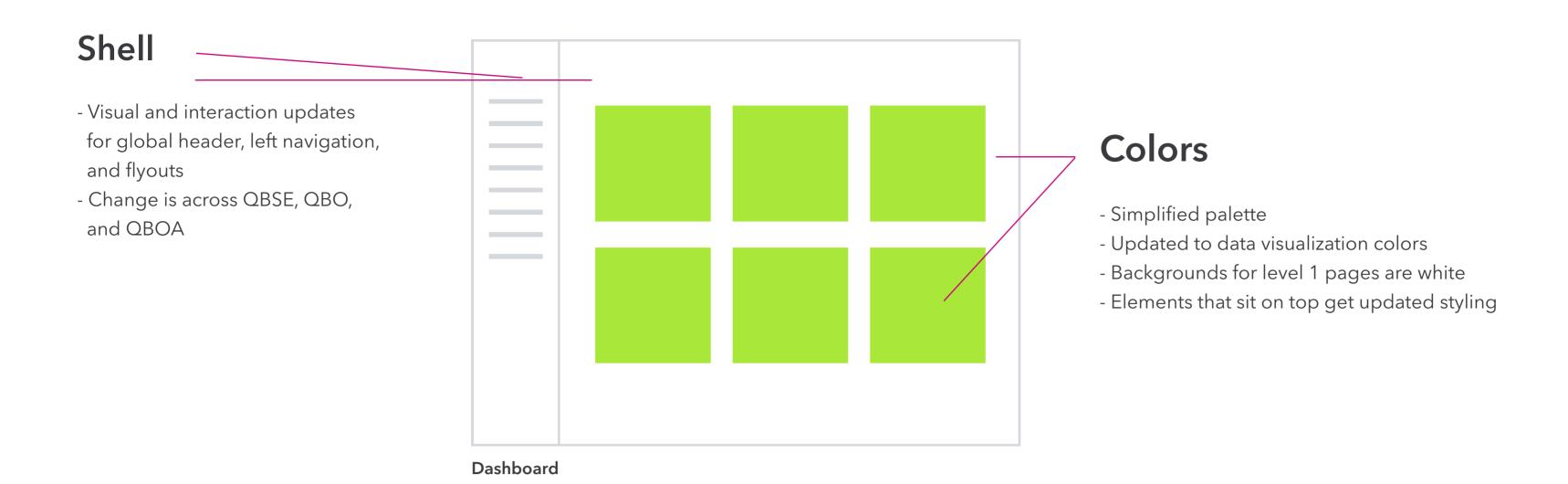
# Don't use energy beams

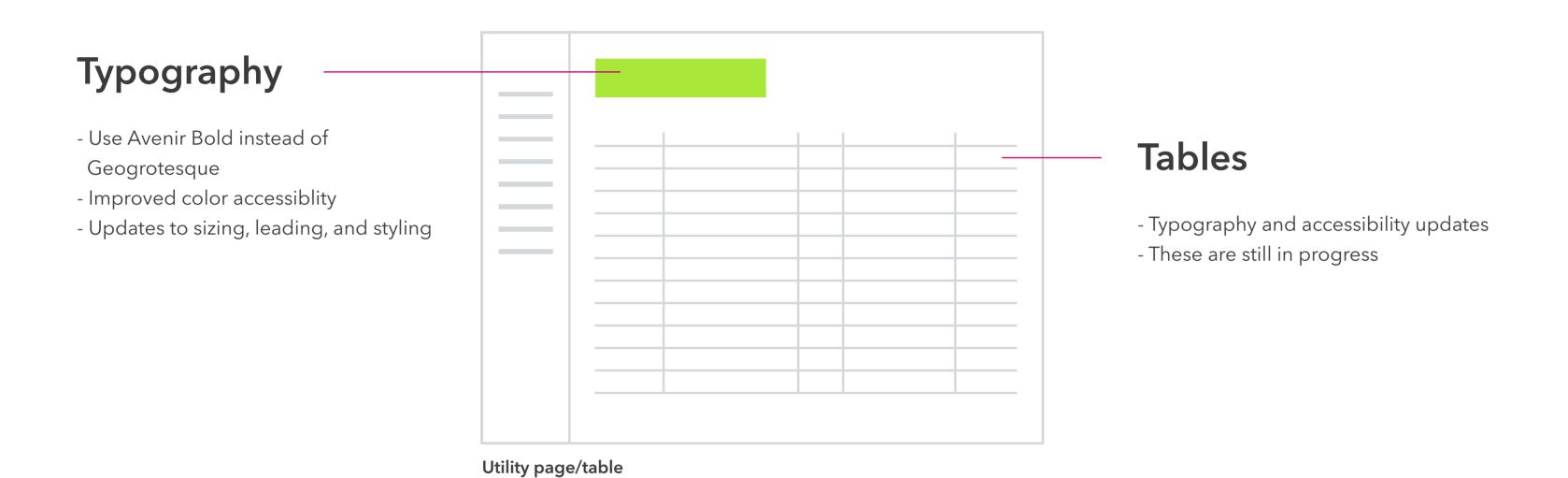
# Energy beams are currently only used in marketing

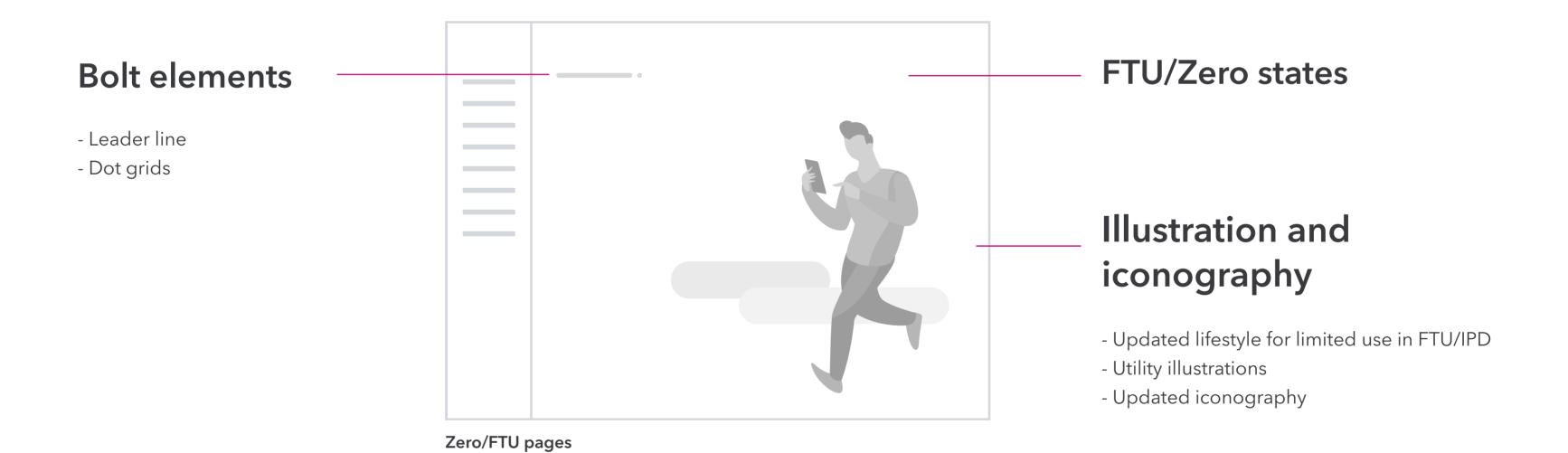
They provide visual grounding when used as a background element. They never distract from the primary messaging.



# What we're boltifying









# Accessibility

# Accessible experiences

'Accessibility' refers to the design of products, devices, services, and environments for people who experience different types of disabilities. At Intuit, we work to create truly accessible products that address both "direct access" (unassisted by another device) and "indirect access" (compatibility with a person's assistive technology, such as a screen reader or keyboard).

Our goal is to ensure our ecosystem of products meets criteria in the Web Content Accessibility Guidelines 2.0.

For our accessibility principles, visit the QBDS site.

# Tools to get you started

Experience and empathy resources

## **Design resources**

Jive: in/accessibility

Accessibility office hours: Mondays from 10-12 in the Intuit Studio Slack: #cmty-accessibility

#### **Recruit and Test Users**

Submit a specific request for accessibility testing through the Intuit Research Studio: Customer Connect

## Additional resources

#### Web tools

Intuit Zebralyzer Tool (Open-Source)
WebAIM Color Contrast Checker
WAVE Chrome & Firefox Extension

## **Content tools**

Hemingway App Editor Readability Test Tool

# Sketch plugins

Color Contrast Analyser (PC) Stark

## WUHCAG'S WCAG 2.0 Checklist

WCAG 2.0 Checklist

# Additional reading

Start with Empathy
Seven Web Accessibility Myths
Keyboard Accessibility
W3C Web Content Accessibility Guidelines 2.0

# **Accessibility cheat sheets**

## **XD** cheat sheet

#### Info hierarchy and layout

- Make page titles unique and informative.
- Keep heading styles consistent. Use styles to provide meaning and structure.
- Make actions discoverable. Is it always clear what to do next?
- Show important info before the final CTA.

#### Interactions and targets

- Make sure interactions are well-separated and easy to hit.
- Keep screens feeling 'light' don't make them overly dense.

#### Targets on mobile

- Make sure everything is thumb-able. Targets should have a minimum height of 48px, and have enough space between them.
- Touch targets should all be visually identifiable. Is it clear what to do next?

#### Color and contrast

- Check your contrast. Is there enough between foreground text and background color?
- Linked text should stand out from body text.
- Don't use color alone to indicate status.
- Focus indicators should be highly visible, on fields and all interactions.

#### Forms

- Make sure field labels persist and are visible when the focus is inside the field.
- Labels, tooltips, and input fields should appear in the right keyboarding tab order.
- Present errors clearly, use an element in addition to color, and tie to the right field. Watch out for validation and when it happens.

## Content

- Present only the info users needs, and only when they need it.
- Don't refer to color, or where elements are on a screen.
- Make sure all videos have captions.
- Include meaningful alt text for Images.
- When a label is used multiple times on the same screen (Edit, Learn more), also provide screen-reader-only text to clarify.

## During QA, pay special attention to these elements:

- Images and icons have meaningful alt text.
- Keyboard navigation is supported throughout the screen, left to right, top to bottom. No interaction elements are missed.
- Focus is highly visible and never hidden. We use the outline property to show an element has selected or focus state.
- On longer web pages, users can skip global navigation and go straight to the main content blocks.
- Screens use HTML heading styles, and they're consistent.
- SVGs have a title or embedded text to ensure the info is available programmatically.

## PD cheat sheet

#### **ARIA**

ARIA (Accessible Rich Internet Application) is a standard set of attributes to make complex web applications accessible. These attributes provide role, state, value, and labels for custom elements to the Accessibility API. ARIA is easy to learn and use, there's no visual or performance impact, and browser/device support is excellent

#### Roles: w3.org/TR/wai-aria/#roles

What is this element? How does it behave?

- Widget: role="alert" Immediately announce content when its DOM changes.
- Composite: role="grid" Make pseudo-tables accessible.
- Document Structure: role="img" Make background images seem inline.
- Landmark: role="search" Quickly find the search form

#### States: w3.org/TR/wai-aria/#states\_and\_properties

The current state of an element. Use HTML attributes when appropriate (required, disabled)

- aria-disabled="true | false" Disabled element.
- aria-expanded="true | false | undefined" Is the accordion expanded?
- aria-hidden="true | false" Hide this from assistive technology.
- aria-invalid="true | false | grammar | spelling" The input value is invalid.
- aria-selected="true | false | undefined" Pseudo-check-box is selected.

## **Properties**

Properties attributes describe an object's properties and do not change during use.

- **aria-live:** describes how a browser/screen reader should announce content when it changes, i.e. polite waits for the user to pause.
- aria-label, aria-labelledby: provides an invisible label.
- **aria-describedby:** Pointer to optional information that provides context.
- **aria-errormessage:** Pointer to error message. Useful when input also has describedby.
- **aria-haspopup:** Generates on-screen additions: dialog | menu | true | listbox | tree | grid

More cheatsheets and other resources on QBDS

IDS grid

# Responsive grid v2.0

The responsive grid helps us work cross-functionally across all devices. Use the guidance provided by IDS on how we use it. It's based on the latest Bootstrap v4 grid system and our 4-pixel atomic grid. We made some adjustments to the margins and breakpoints to support product needs. For additional guidance, please see IDS responsive grid

# **Basics**

Columns: 12 Gutters: 20p

Mobile margins (XXS and XS): 16p

Tablet and desktop margins (S): 20p

(M, L, XL, and XXL): 20p that flex at 20p increments

Sidebar (left nav): 164p

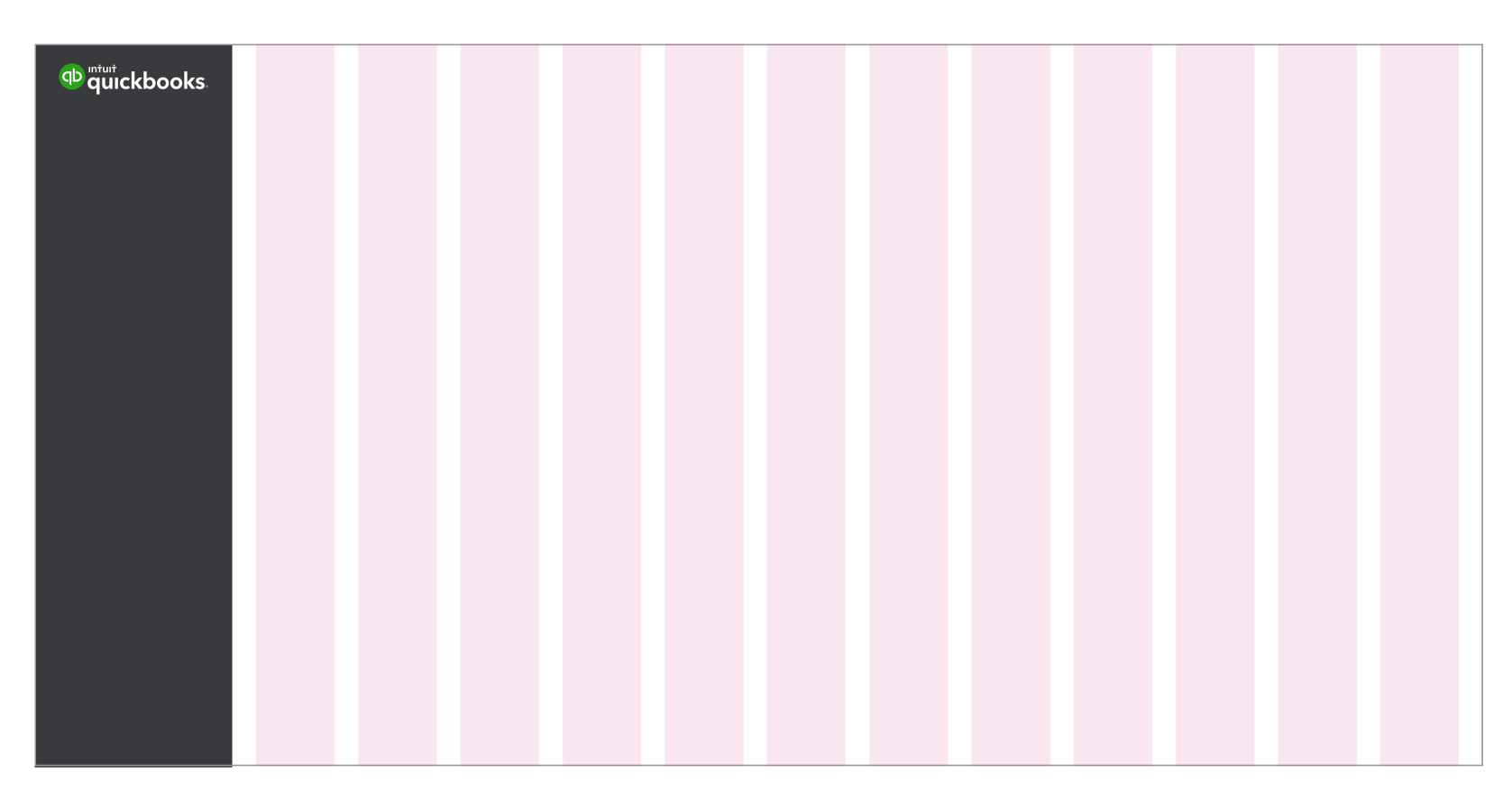
# **Breakpoints**

XXS Extra Extra Small: <480p XS Extra Small: ≥480p

**S Small:** ≥768p **M Medium:** ≥1024 **L Large:** ≥1200p

**XL Extra Large:** ≥1440p

**XXL Extra Extra Large:** ≥1920p



1200 width (Large)

Spatial units

# In designs

In the near future, we will be revisiting the spatial values used in product. In the meantime, help us create consistent interfaces and a seamless user experience across all products by leveraging the latest spatial units and the 4p grid.

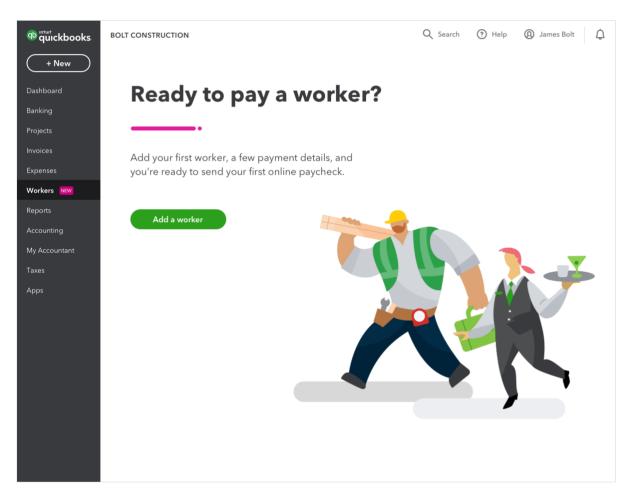


#### **Fixed**

The sizes we use should be consistent across our product and ecosystem and based on the 4p grid.

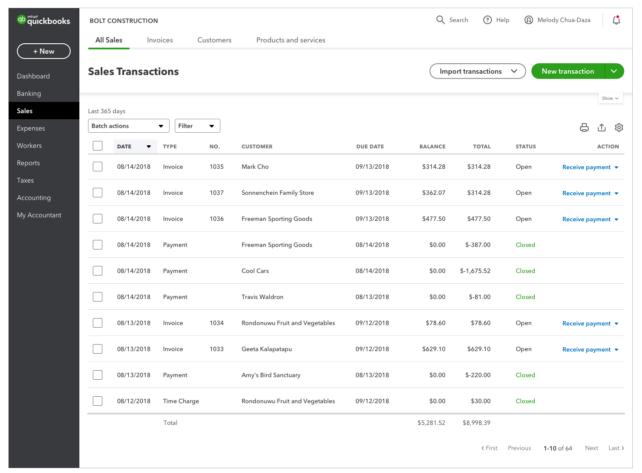
#### **Flexible**

The scale allows for different element and spacing combinations. It also creates structure for consistently spacing elements. The system stays fixed.



Zero state

On some pages (like zero states) we use larger spacing options to create open pages that are easier to scan.



Transaction table

We use smaller spacing options for pages that have a lot of info.

# Appearance and page structure

# More prominent

Bolt shows up more frequently in a few key areas. When users first interact with the product, we offer proactive guidance, help them get started, and celebrate first successes.

# Proactive, optimistic, and empathethic



# Less prominent

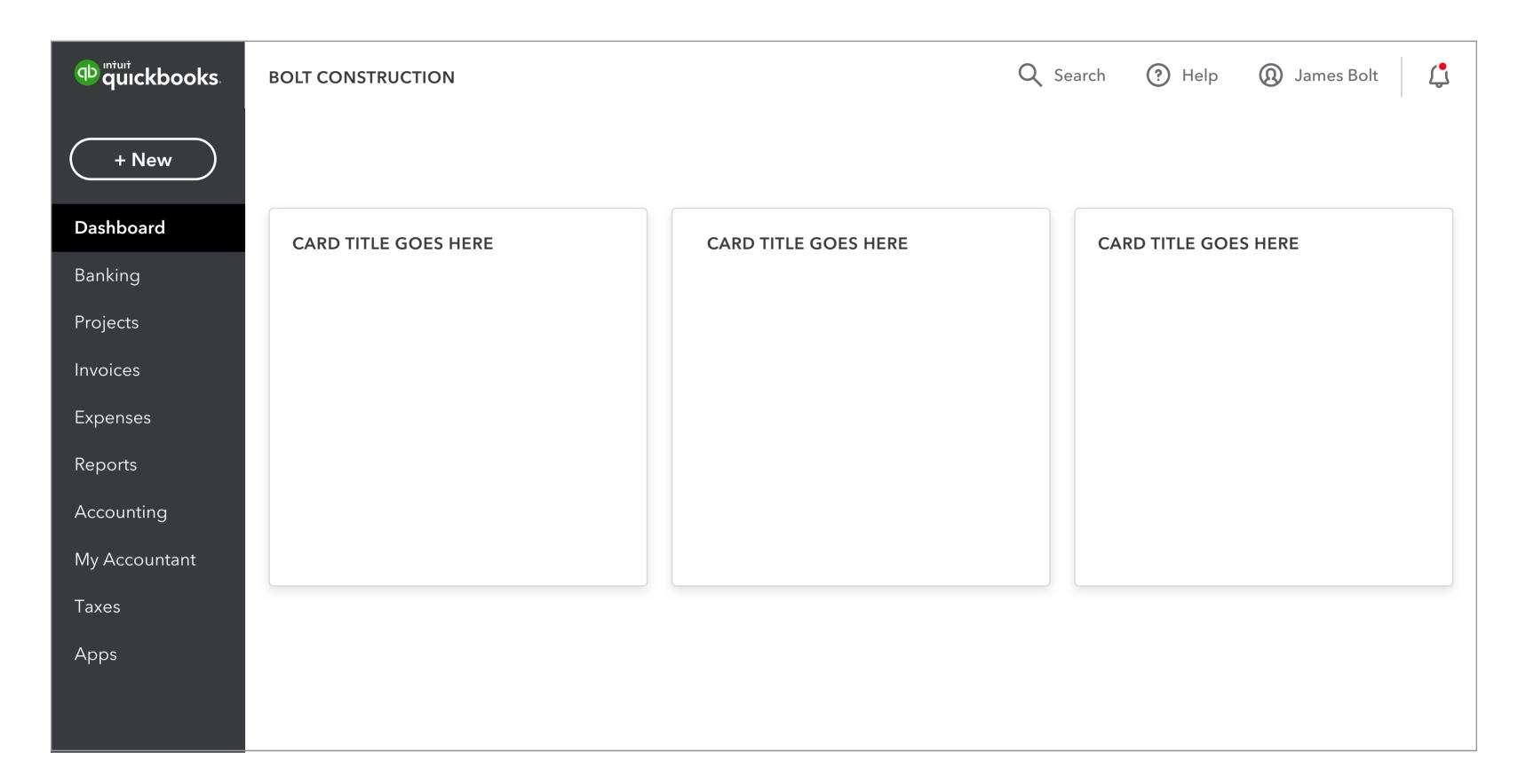
Once the user is set up, Bolt takes a back seat to allow our customers to get work done. This is where we leverage Bolt's new typography, updated controls, and clean background.

# Proactive and empathethic

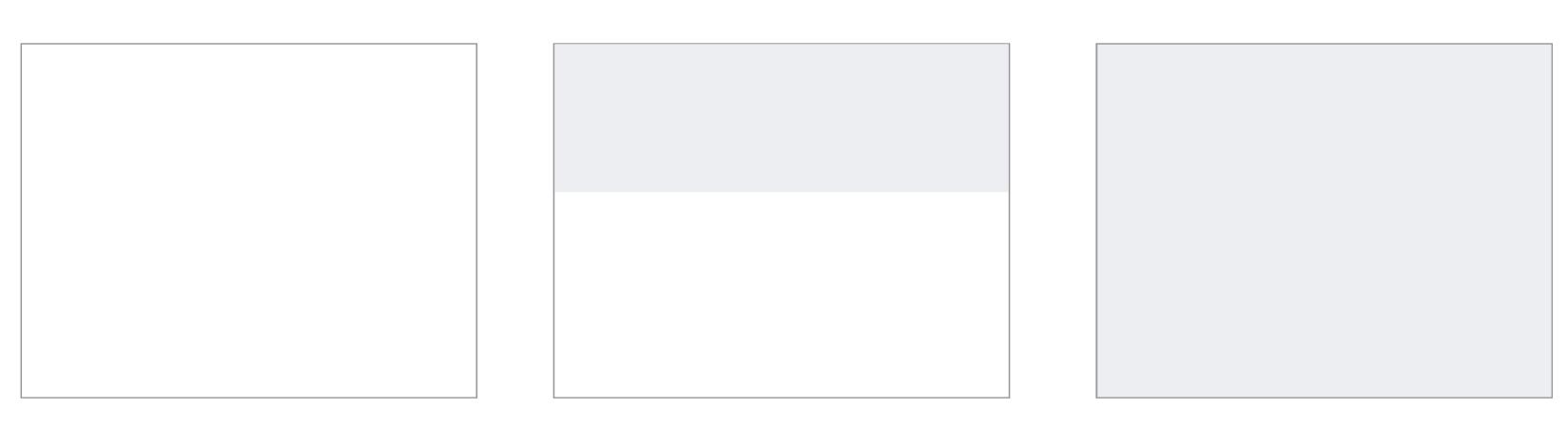


# White as a background color

Our product will shift towards a white background for a clean, crisp appearance. Elements that sit on top of white will need to be adjusted. Please note that we're still working through the details on this section!



# Background on Level 1 pages COMING SOON from QBDS!



**Level 2 pages**COMING SOON from QBDS!

**Level 2 pages**COMING SOON from QBDS!

Level 2 pages
COMING SOON from QBDS!

# **Elevation (Depth)**

Elevation is a visual feedback element for components that are interactive and to reflect states of interaction. Dashboard cards use 2-Lifted by default, whereas most other containers use 1-Skim by default. More information from QBDS/IDS to come on this.

**O** Flat

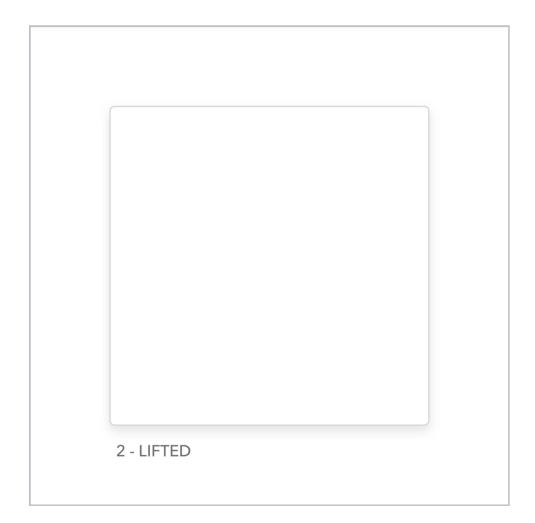
**1** Skim **2** Lifted

**3** Raised **4** Floating

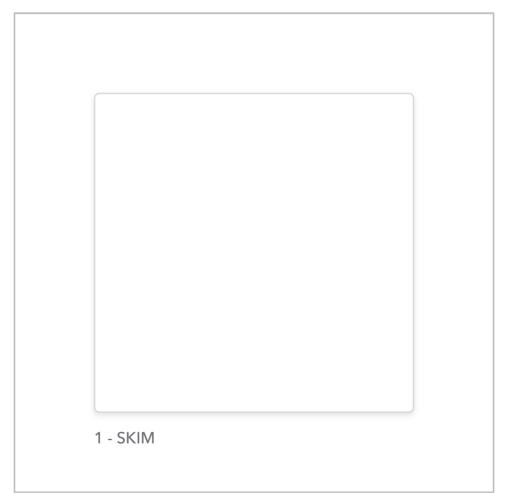
**5** Secondary

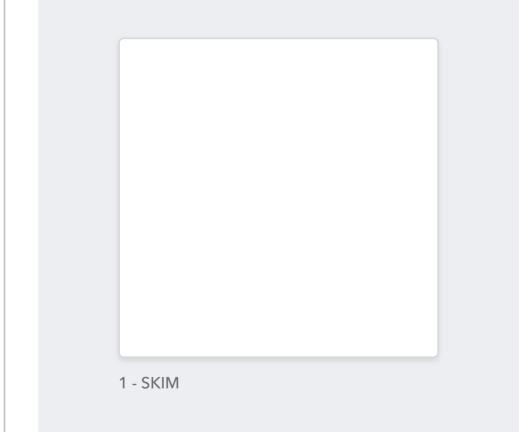
Layer name	Elevation	Border	Box-shadow
Flat	0	1px inside / GRAY 05	none
Skim	1	1px inside / GRAY 05	0 2px 4px 0 rgba(0,0,0,0.1)
Lifted	2	1px inside / GRAY 05	0 4px 8px 0 rgba(0,0,0,0.1)
Raised	3	1px inside / GRAY 05	0 8px 16px 0 rgba(0,0,0,0.1)
Floating	4	1px inside / GRAY 05	0 16px 32px 0 rgba(0,0,0,0.1)

# **Examples**

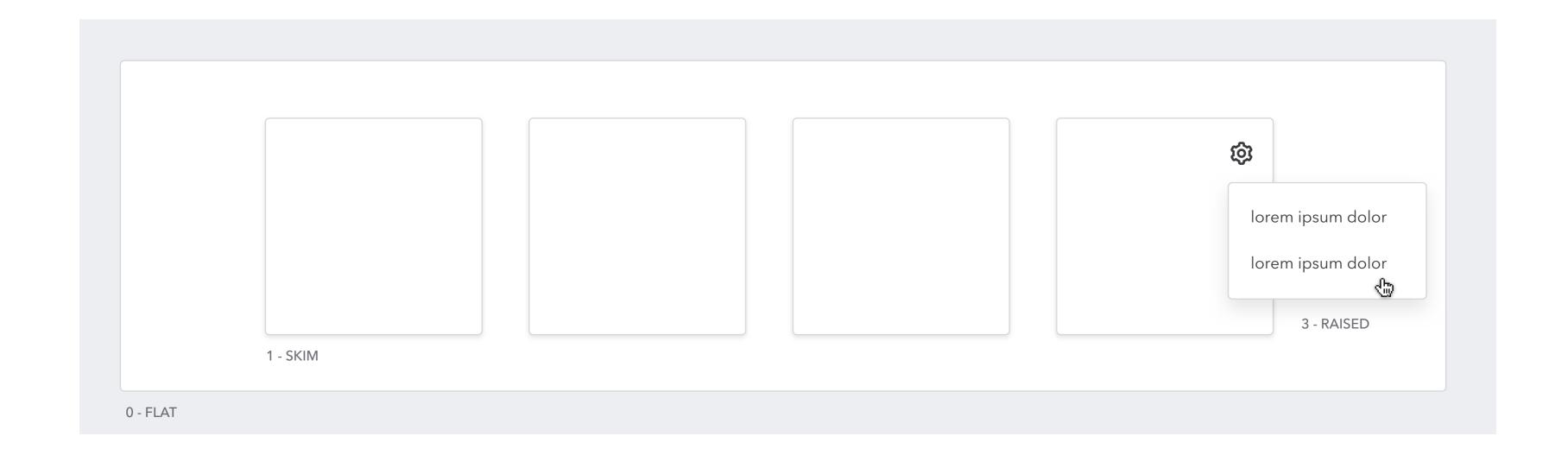


Dashboard cards that sit on white use 2- Lifted



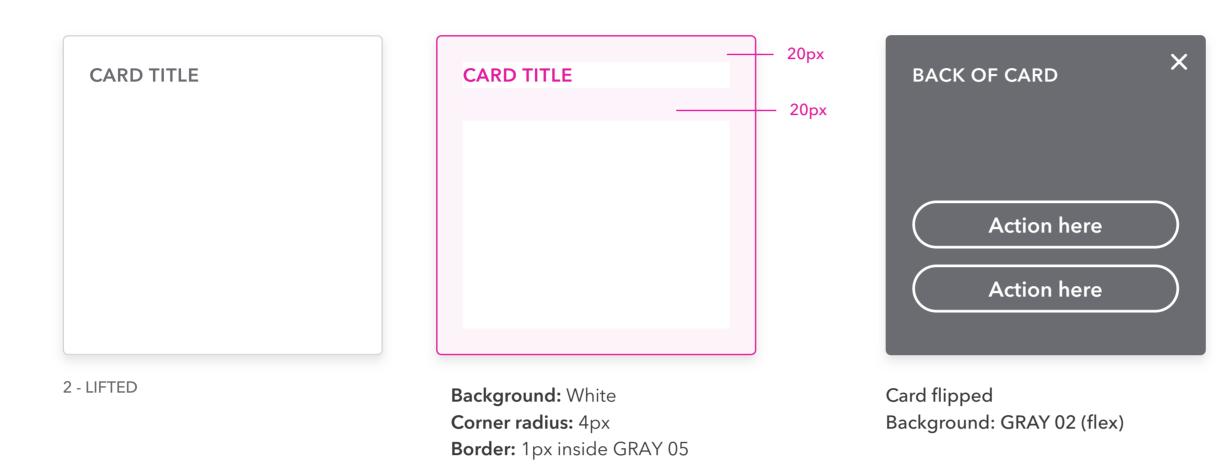


Other containers that sit on white or QB light gray use 0 - Flat or 1- Skim



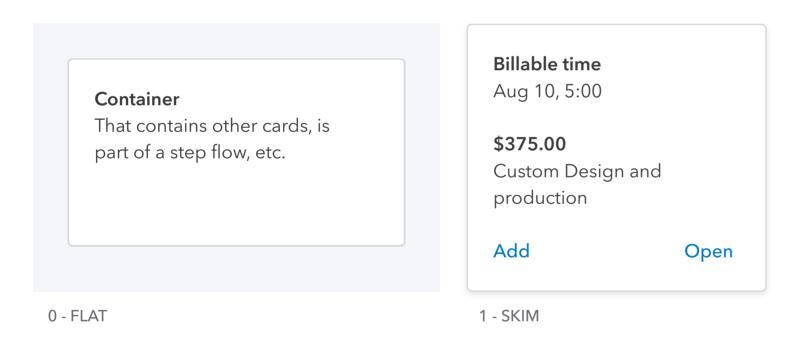
# Dashboard default card

The dashboard default card (also known as resting elevation) will be 2-Lifted. All primary cards will now utilize GRAY 05 as a 1px inside border. Cards should have a minimum padding of 20 pixels of horizontal and vertical separation.



#### **Containers**

COMING SOON: non-dashboard cards and containers that sit directly on white are 0 - flat or 1 - skim.



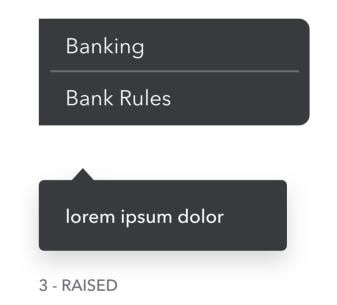
## Drop downs

COMING SOON: icons and buttons are 3 - raised.



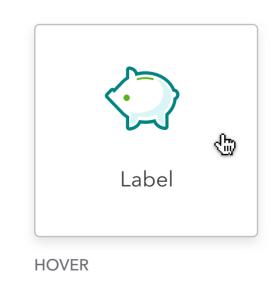
## Tool tips and flyouts

COMING SOON: high contrast elements are 3 - raised.

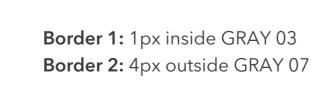


## **Tile Selector**





Border-color: GRAY 04

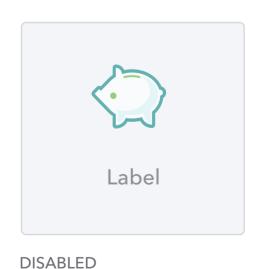


**FOCUS - TBD** 

Label



Border: 2px inside QB Green Font weight: Demi

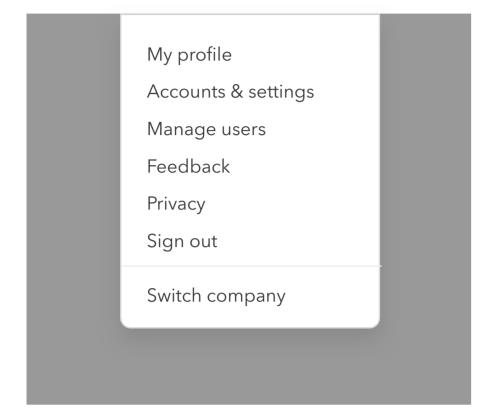


Border: 1px inside GRAY 05 Background: GRAY 08 Font: GRAY 03 / Medium Graphic opacity: 0.6

# Elements on a scrim

# Elements that sit on a scrim

Elements such as modal dialogs, global header flyouts, drawers sit on top of a "scrim". For modal dialogs and drawers, please refer to the IDS/QBDS guidelines.





Flyout
Sits on top of a scrim,
Color: 000000, 40% opacity



4 - FLOATING

**Modal dialog**For more details, visit the QBDS site



3 - RAISED

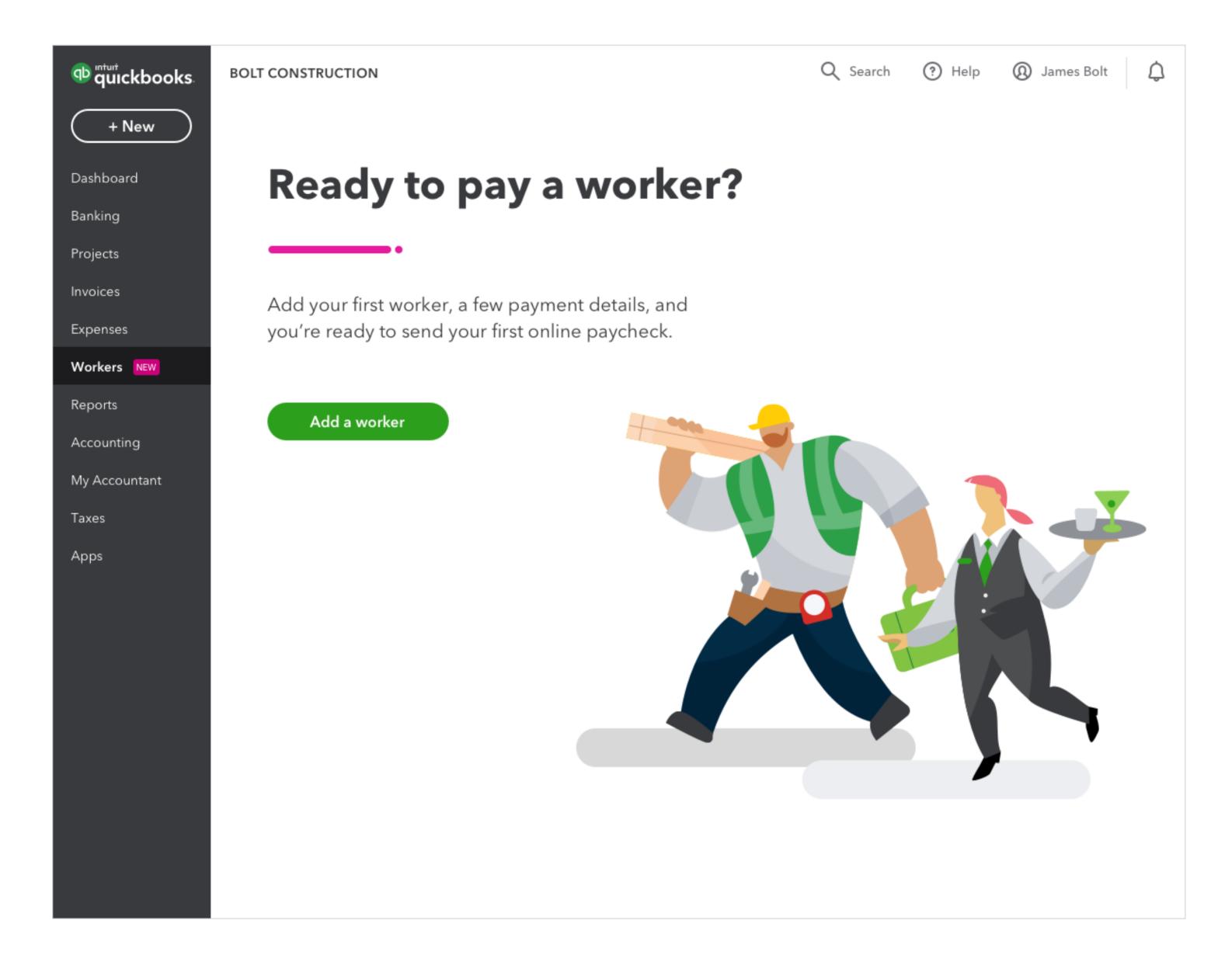
# Drawer

For more details, visit the QBDS site

# Illustrations in product: lifestyle

# Lifestyle

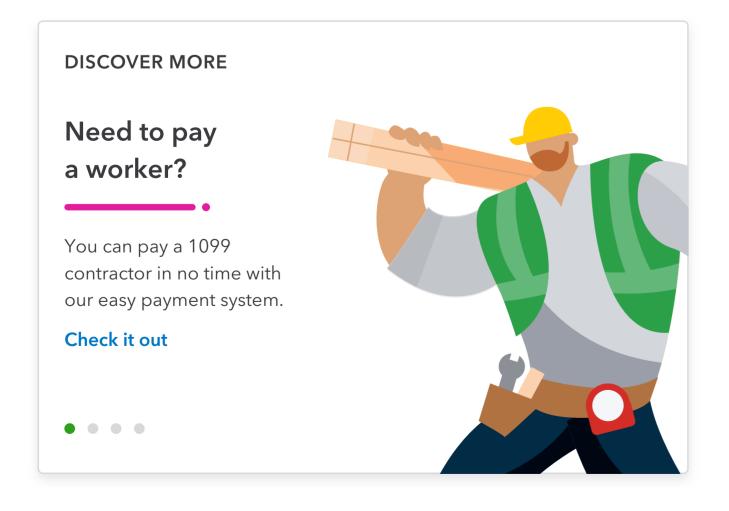
Lifestyle illustration are meant to tell a story and should never be over-used in product. These illustrations are a "bridge" to our marketing pages and help our users learn about additional product features and functionality. See Illustration guidelines for info.

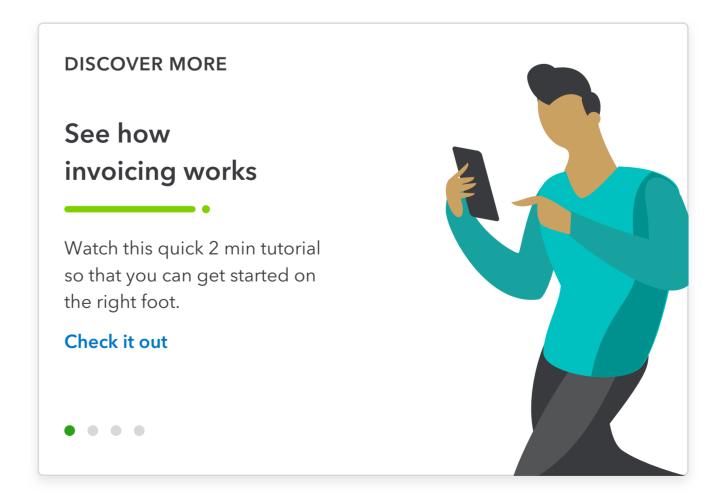


# Use in three places only

NEVER use more than one lifestyle illustration in close proximity to another on the same page.

- 1. zero/ftu states
- 2. IPD cards
- 3. learn more pages





## IPD card appearance & behavior

Illustrations should be simplified and placed in the lower right corner, bleeding off those edges respectively. For more details, please visit the **illustration guidelines**.

# Illustrations in product: utility

# **Utility illustrations**

Illustration should be used purposefully, apply the same considerations as with photography and secondary elements. These should not be confused with icons. See **Illustration guidelines** for info.

#### Usage

- Are primarily used in product.
- Can be used in combination of lifestyle illustrations as a story building element.
- Do not scale more than ~15%" of the size.
- Do not use in combination with secondary elements.
- Should always appear with supporting text



































































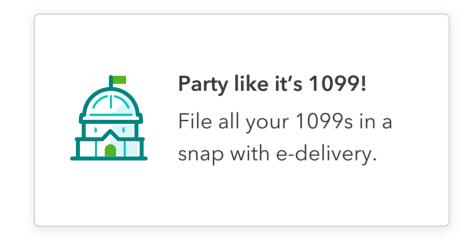


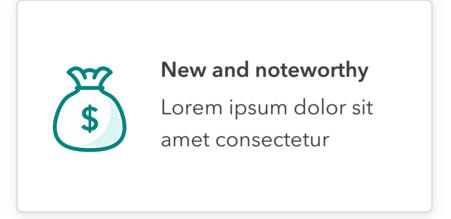


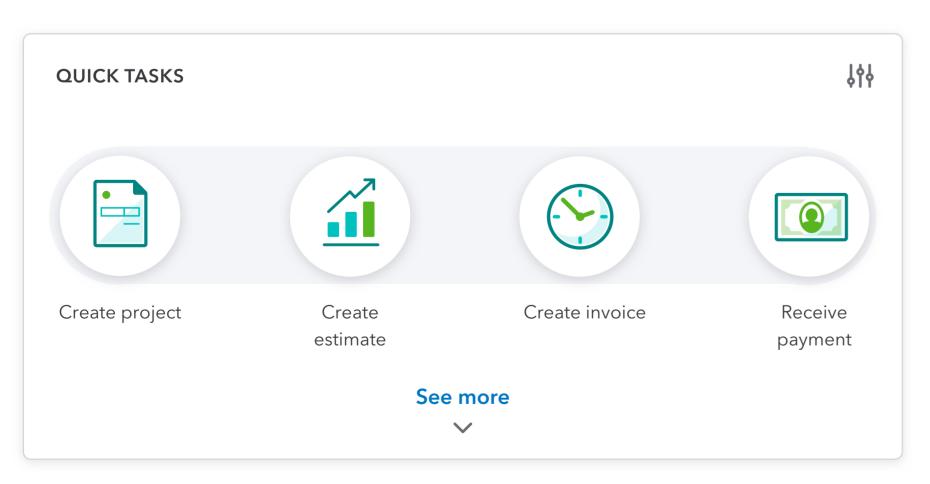


# Appearance and behavior

These can appear in a variety of ways. Need to define Appearance & Behavior



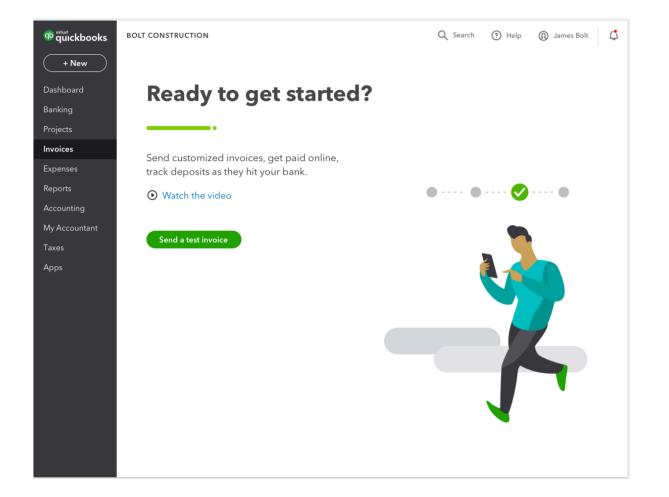


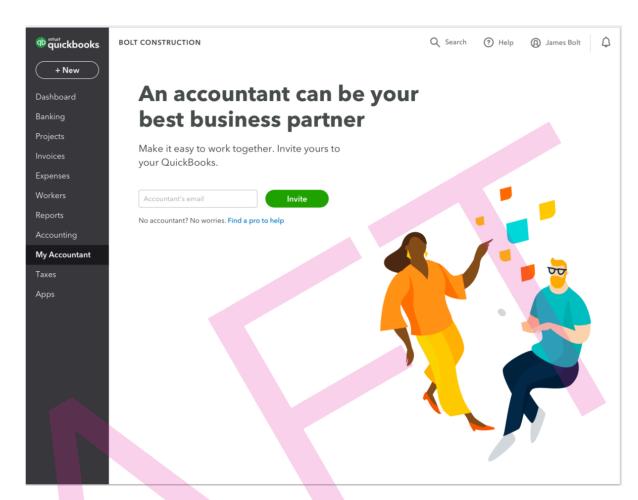


Zero states

# FTU and zero states

COMING SOON defined breakpoints, guidance on what happens to illustrations on mobile web, etc.

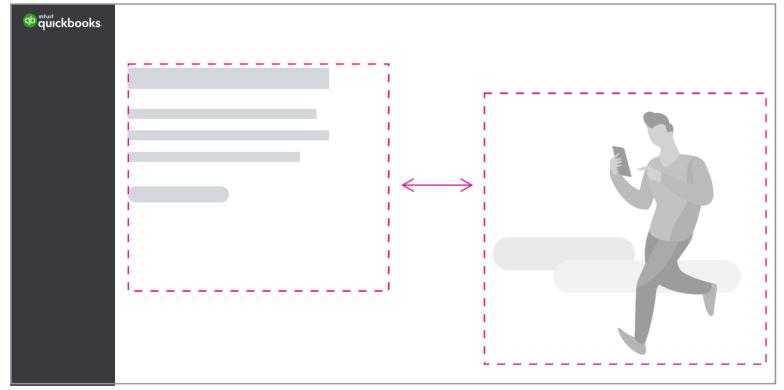




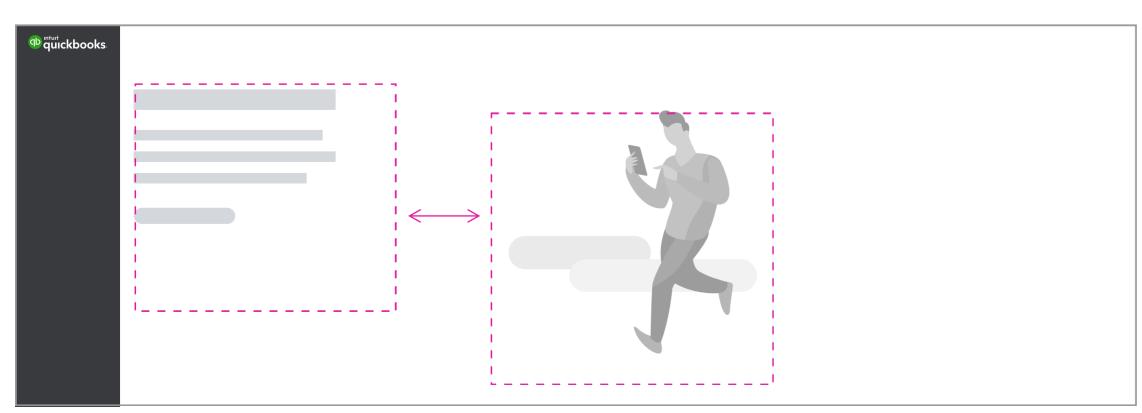


XXS Extra Extra Small: <480p

S Small: ≥768p



L Large: ≥1200p



XXL Extra Extra Large: ≥1920p

# Iconography

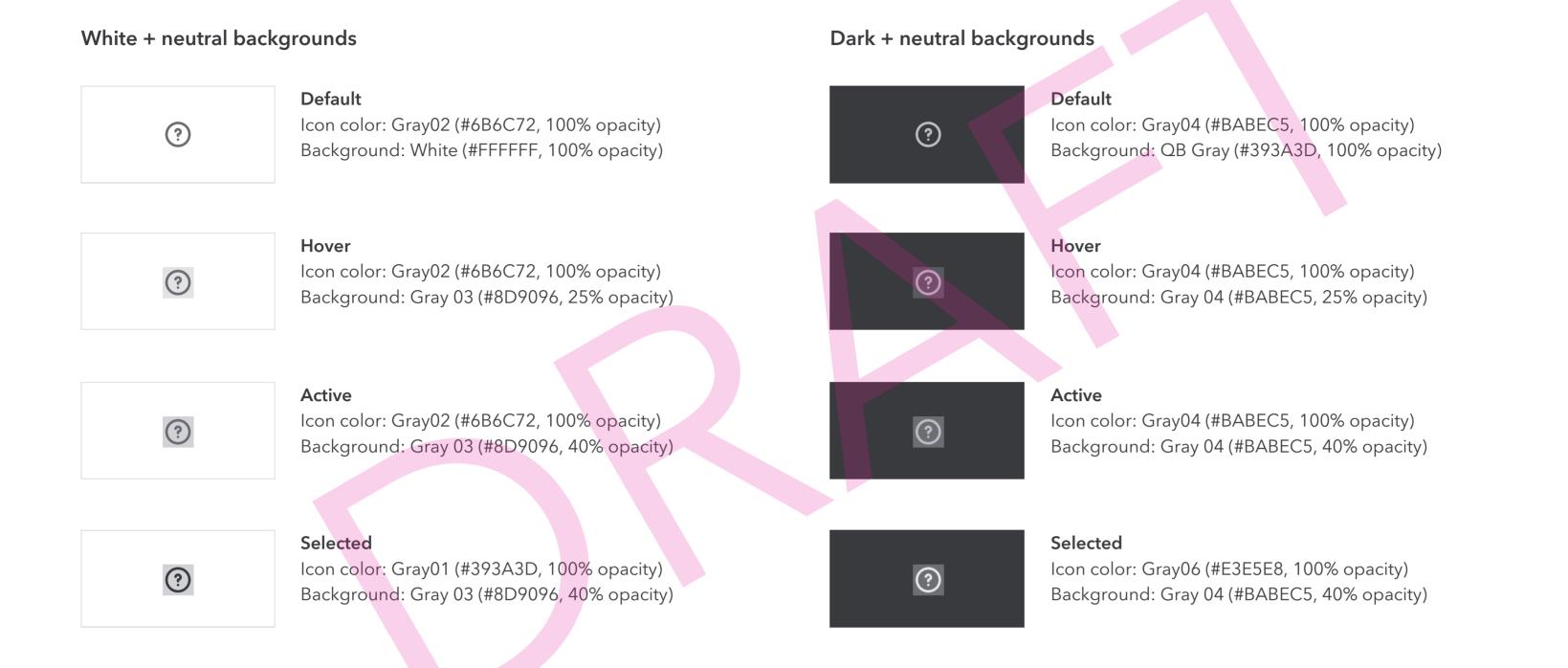
# By coincidence

Richard Jeng created this comprehensive, updated set of icons in perfect timing with Bolt! The existing Harmony icon font will be replaced with these .svg icons. The default color for these in product is Gray 02 (6B6C72), and for additional guidance, please visit the icon guidelines.



## **States**

These states are still being approved



Focus

**?** 

Icon color: Gray04 (#BABEC5, 100% opacity)

Line: White (#FFFFF, 50% opacity)

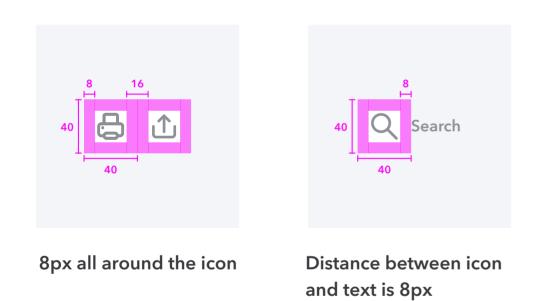
Background: QB Gray (#393A3D, 100% opacity)

[Line weight 2px, Position outside, Rounded joints+ends]

# Spacing

?

There should be enough space surrounding the system icon to allow for legibility and tapability.



**Focus** 

Icon color: Gray02 (#6B6C72, 100% opacity)

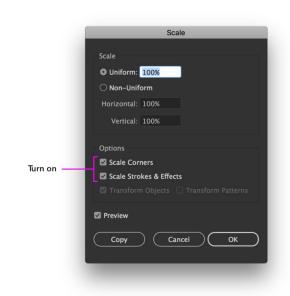
Background: White (#FFFFF, 100% opacity)

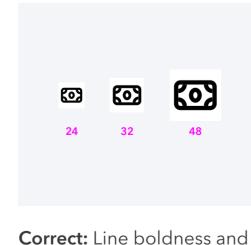
[Line weight 2px, Position Outside, Rounded joints+ends]

Line: Blue02 (#0077C5, 50% opacity)

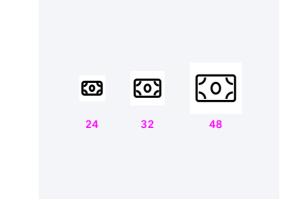
# Scaling

The default icon size is 24 x 24px, but it can vary. When scaling icons on Adobe Illustrator or Sketch, remember to turn on "Scale Corners" and "Scale Strokes and Effects" to get the same rounded corners and bold lines.





corners remain the same



**Incorrect:** Icons should not lose boldness, gain sharp when scaled appropriately. corners or extra spacing.

# Specifications

## PROJECT HYDRA / QUICKBOOKS

#### PRIMARY COLORS IN PROPORTION



INTUIT BLUE

#0077C5

PINK 02

#C9007A

RED 02

#D52B1E

ORANGE 01

#F95700

YELLOW 02

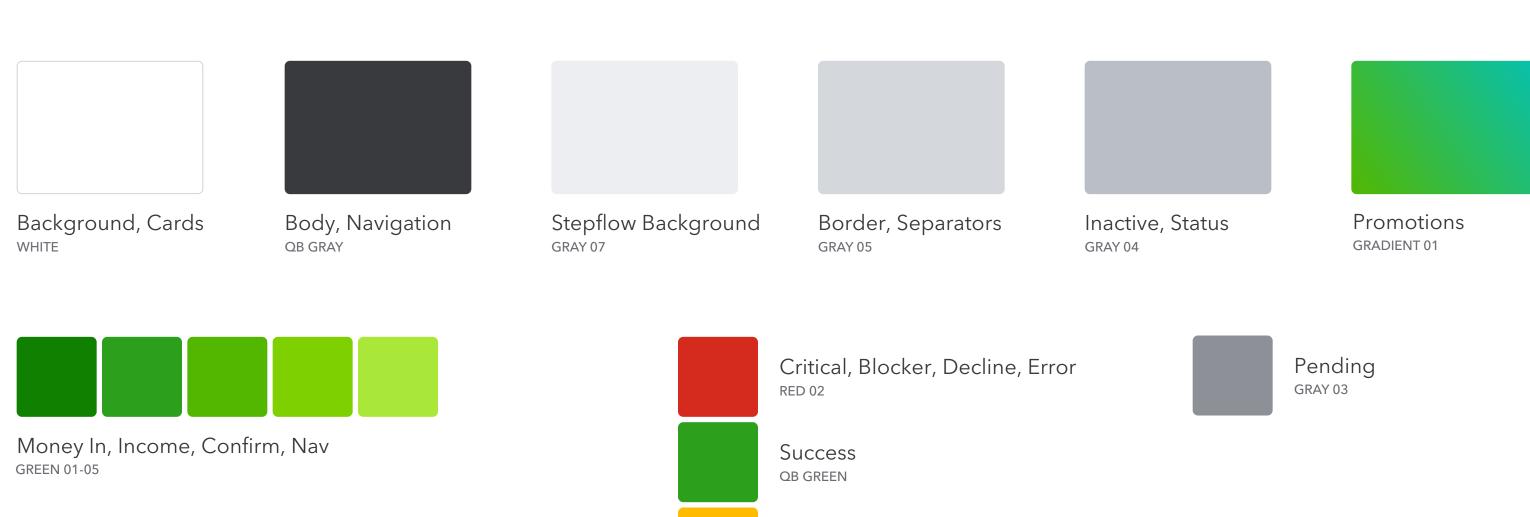
#FFBB00

# SECONDARY COLORS



#### WHITE #FFFFFF

**COLOR USE CASES** 



Warning YELLOW 02

INTUIT BLUE

New PINK 02

Help, Info, Guidance

Money Out, Expenses, Deductions
TEAL 01-05

Neutral for Data Visualization

GRAY 02-06



PROJECT HYDRA / QUICKBOOKS

44/52 El zorro marrón rápido salta sobre el perro perezoso

El zorro marrón rápido salta 36/44 Regular, Bold sobre el perro perezoso

El zorro marrón rápido salta 28/36 sobre el perro perezoso

24/32 El zorro marrón rápido salta sobre el perro perezoso

20/28 El zorro marrón rápido salta sobre el perro perezoso Regular, Demi, Bold

16/24 El zorro marrón rápido salta sobre el perro perezoso Regular, Medium, Demi

El zorro marrón rápido salta 14/20 sobre el perro perezoso Regular, Medium, Demi

El zorro marrón rápido salta 12/16 sobre el perro perezoso Regular, Medium, Demi

# **TEXT COLORS**

For regular text, use the colors shown below. Gray 03 or Gray 04 can be used for disabled or ghost text, and white can also be used, provided it is reversed out of a color that is WCAG AA Normal accessible. Links continue to be blue, and critical/blocking alerts are red, accompanied by an alert icon.



# This is an extra large headline

This is an extra large paragraph

This is a link

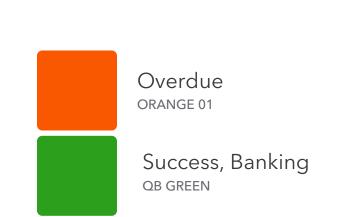
This is text with sufficient contrast

This is disabled text

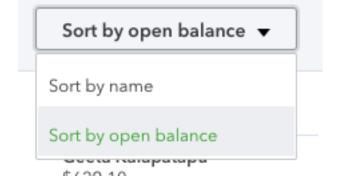
① This is a critical message headline These should always appear in the context of notifications.

# **LEGACY TEXT COLORS**

There are cases of existing text within the UI that are a color. Moving forward, please only use the colors noted above. This will allow us to be WCAG AA Normal accessible. These colors can stay as is until teams/QBDS are able to revisit these colors and provide a suitable alternative.





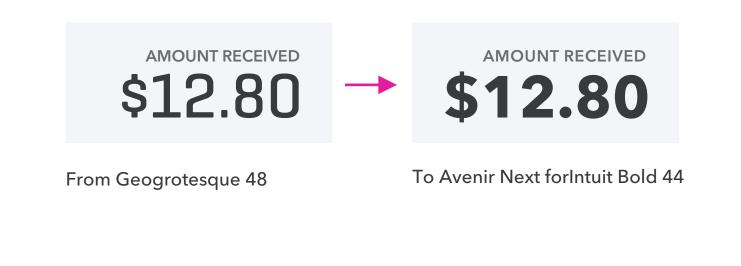


# **EXAMPLE**

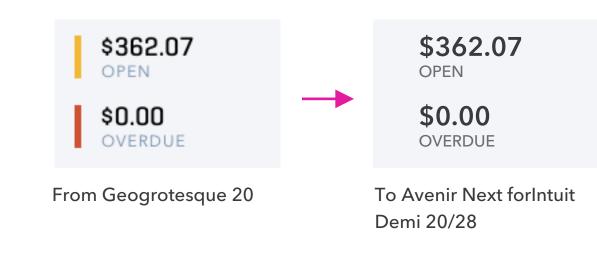
Simply changing this text to QB Dark gray creates a loss of visual feedback for our users. Until QBDS provides an alternate solution, examples such as these can remain as is.

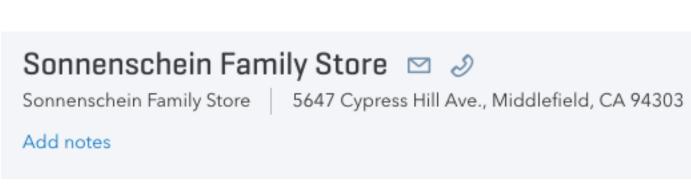
# GOODBYE, GEOGROTESQUE

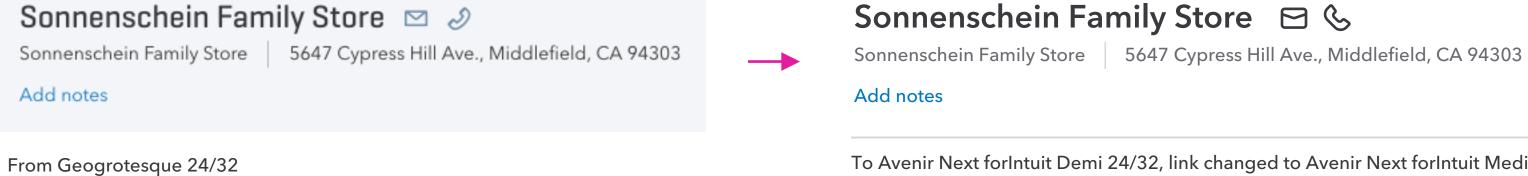
One of the biggest changes is that we are sunsetting Geogrotesque. Goodbye, old friend, we will miss you! Here's some guidance on replacing Geogrotesque. As always, if your use case does not show up here or you find this guidance isn't quite working, just reach out to the QBDS team!



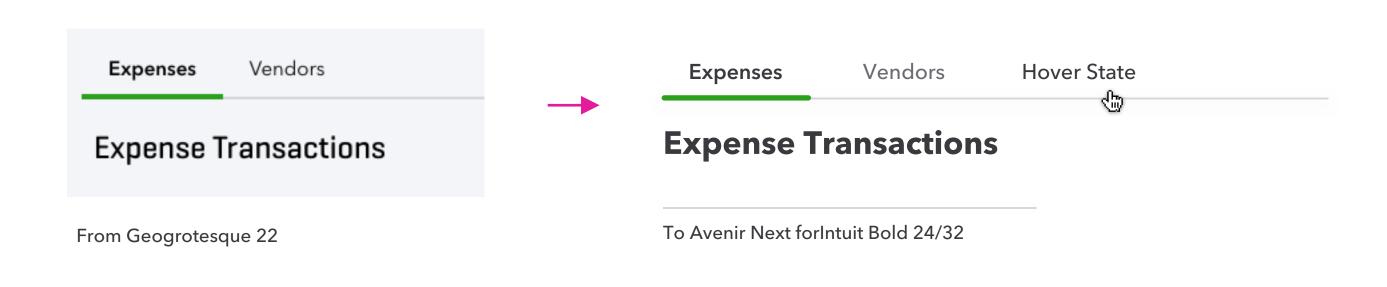


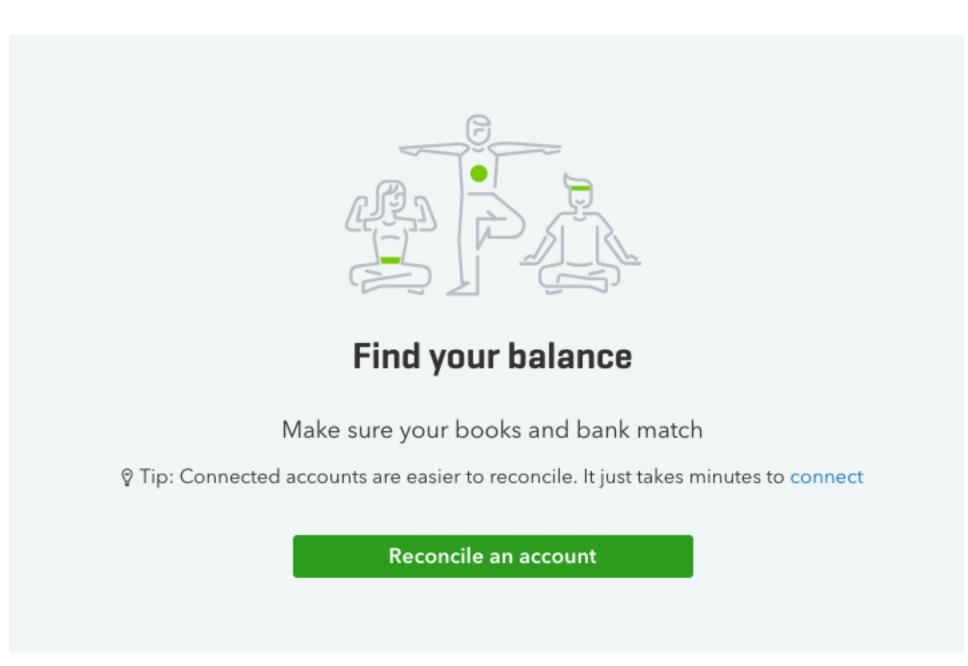




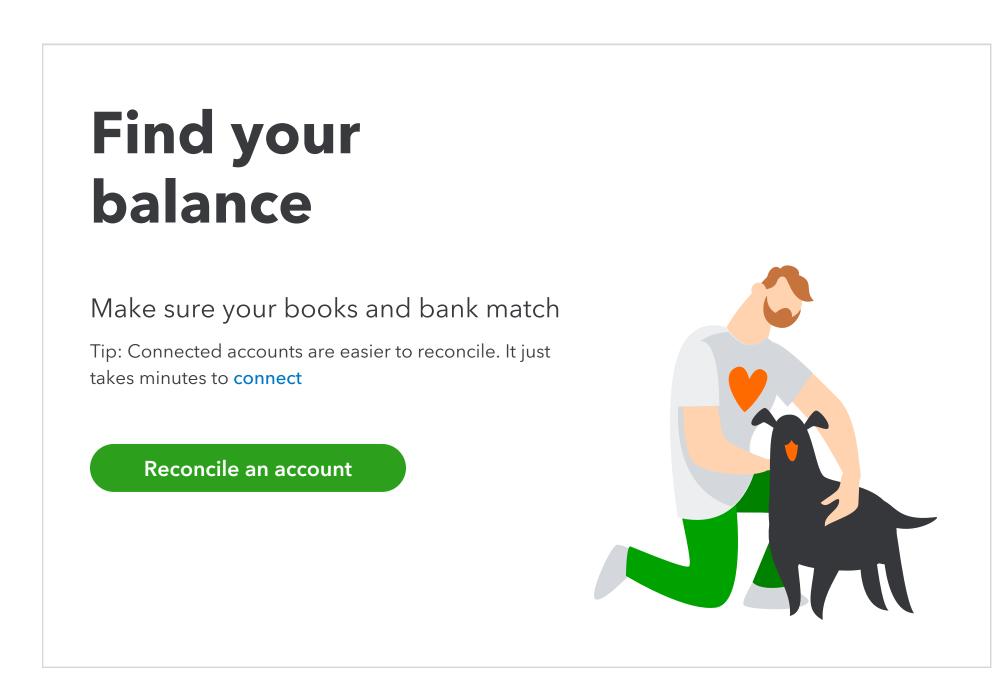


To Avenir Next forIntuit Demi 24/32, link changed to Avenir Next forIntuit Medium



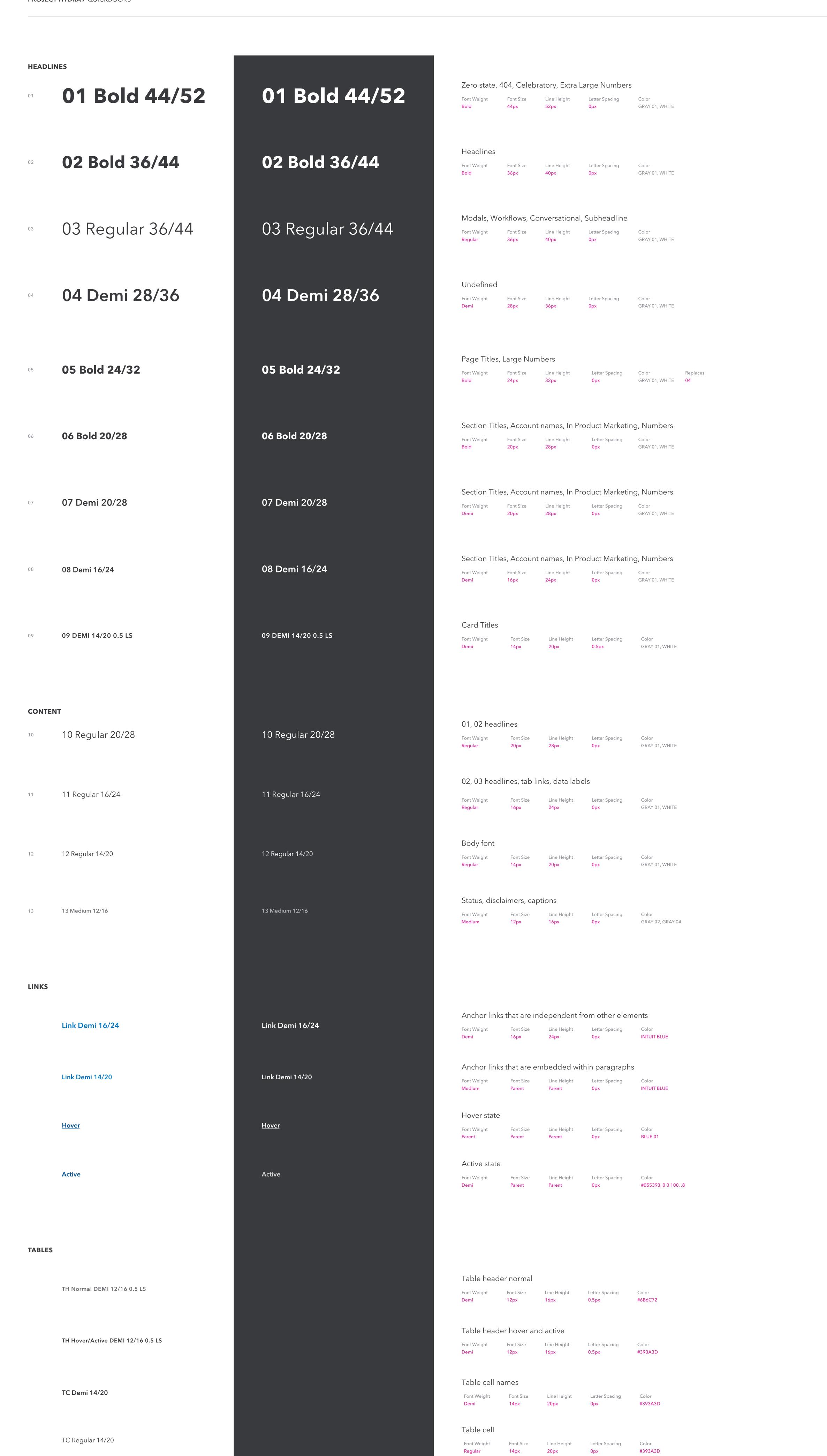






To Avenir Next forIntuit BOLD 44/52, text, alignment, illustration, and button are also updated



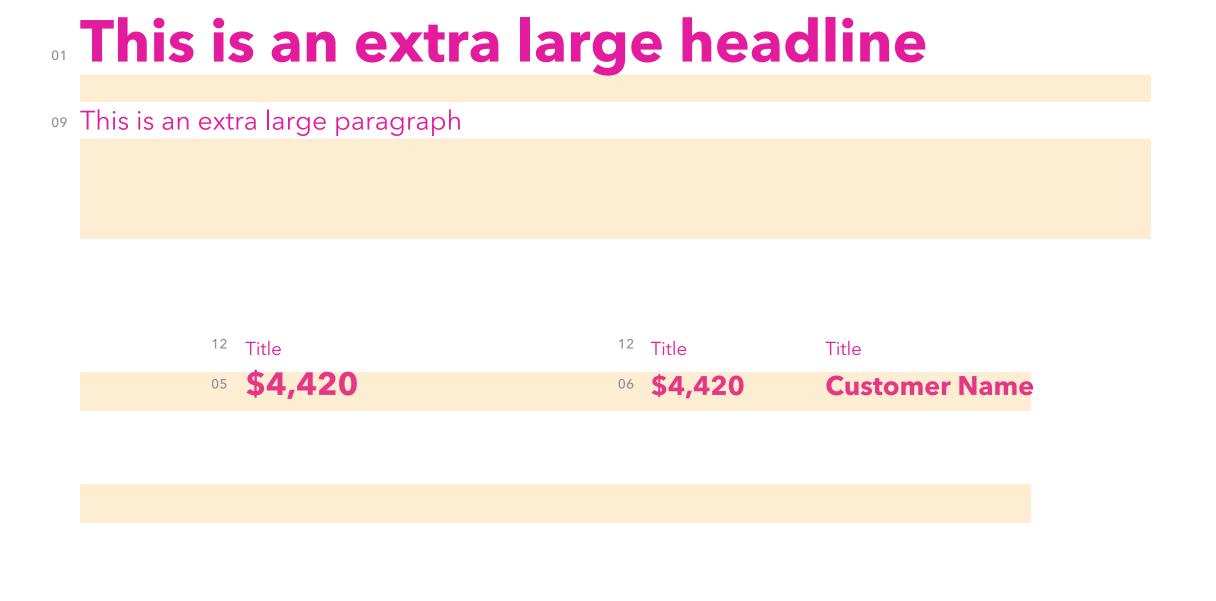


# TYPE PAIRS

THIS IS A TABLE HEADER

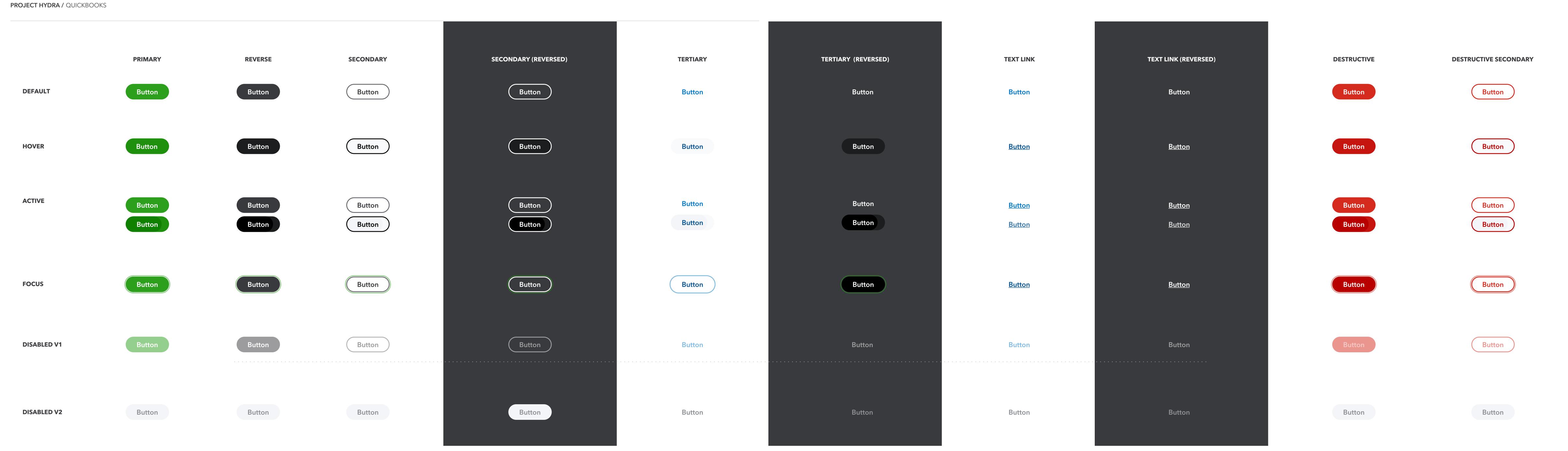
This is a table value

The addition of Avenir Bold changes the visual weight of the current 01-04 styles by more than 20%. To balance the added positive space, these headlines should be balanced with equal negative space, requiring extra padding/margin.

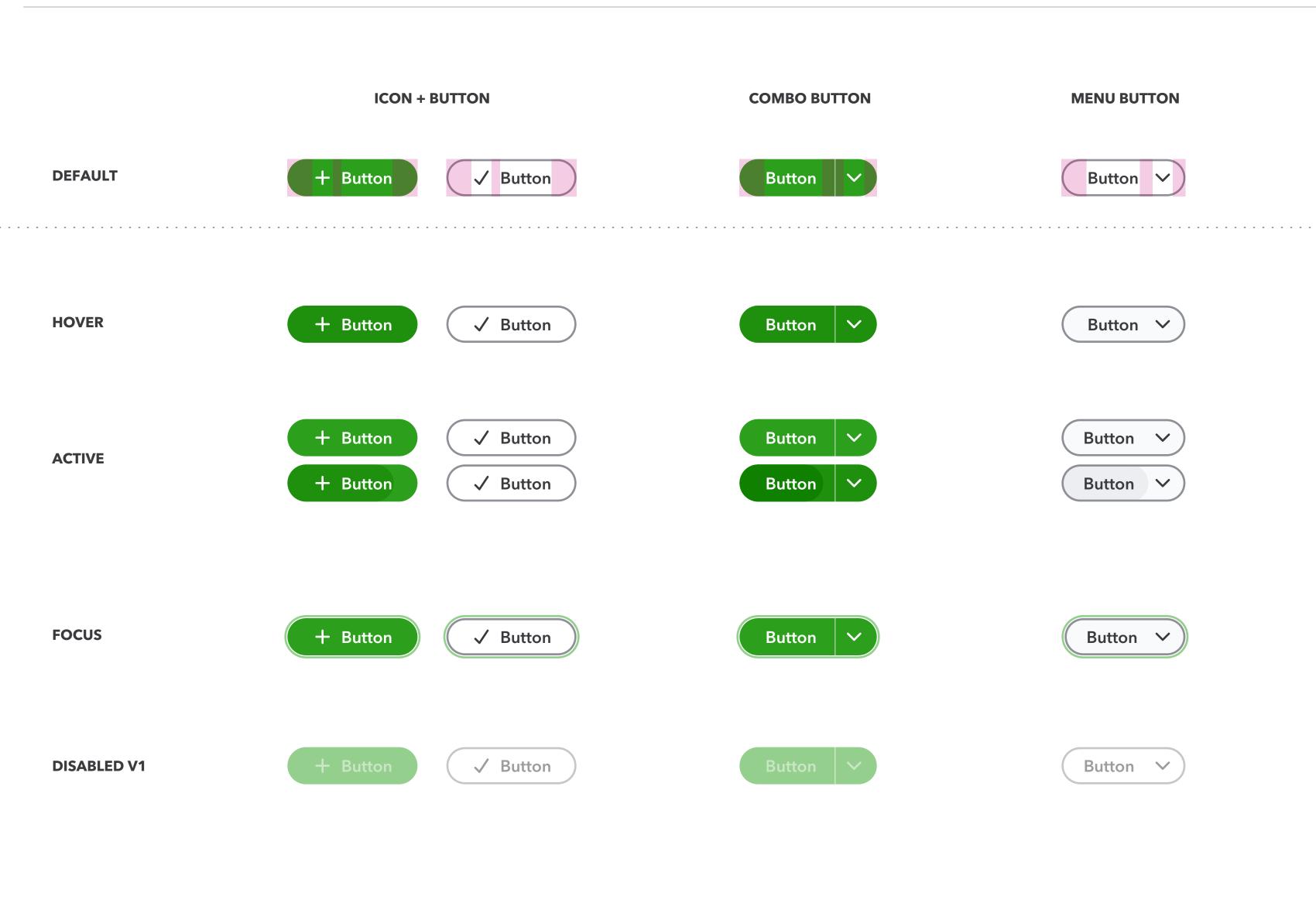




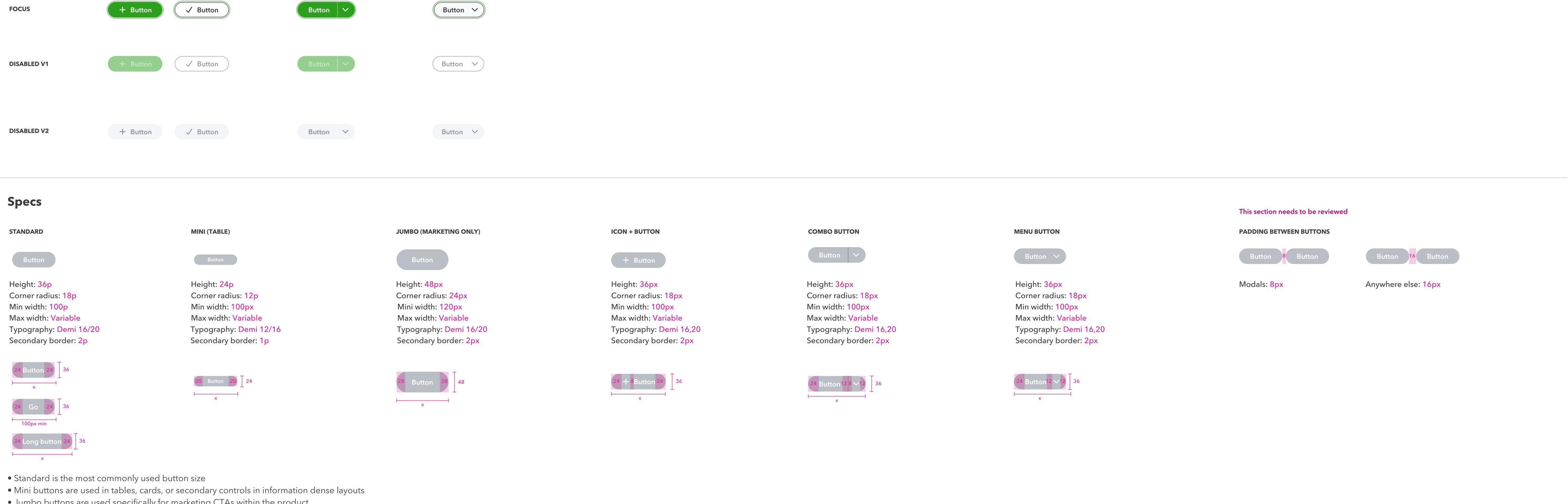
**Buttons** 26

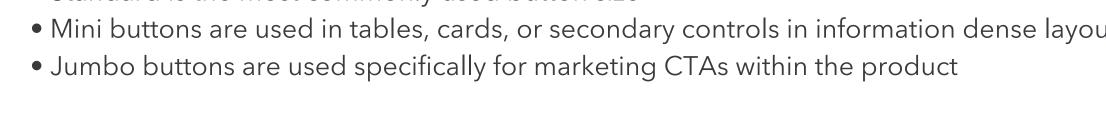


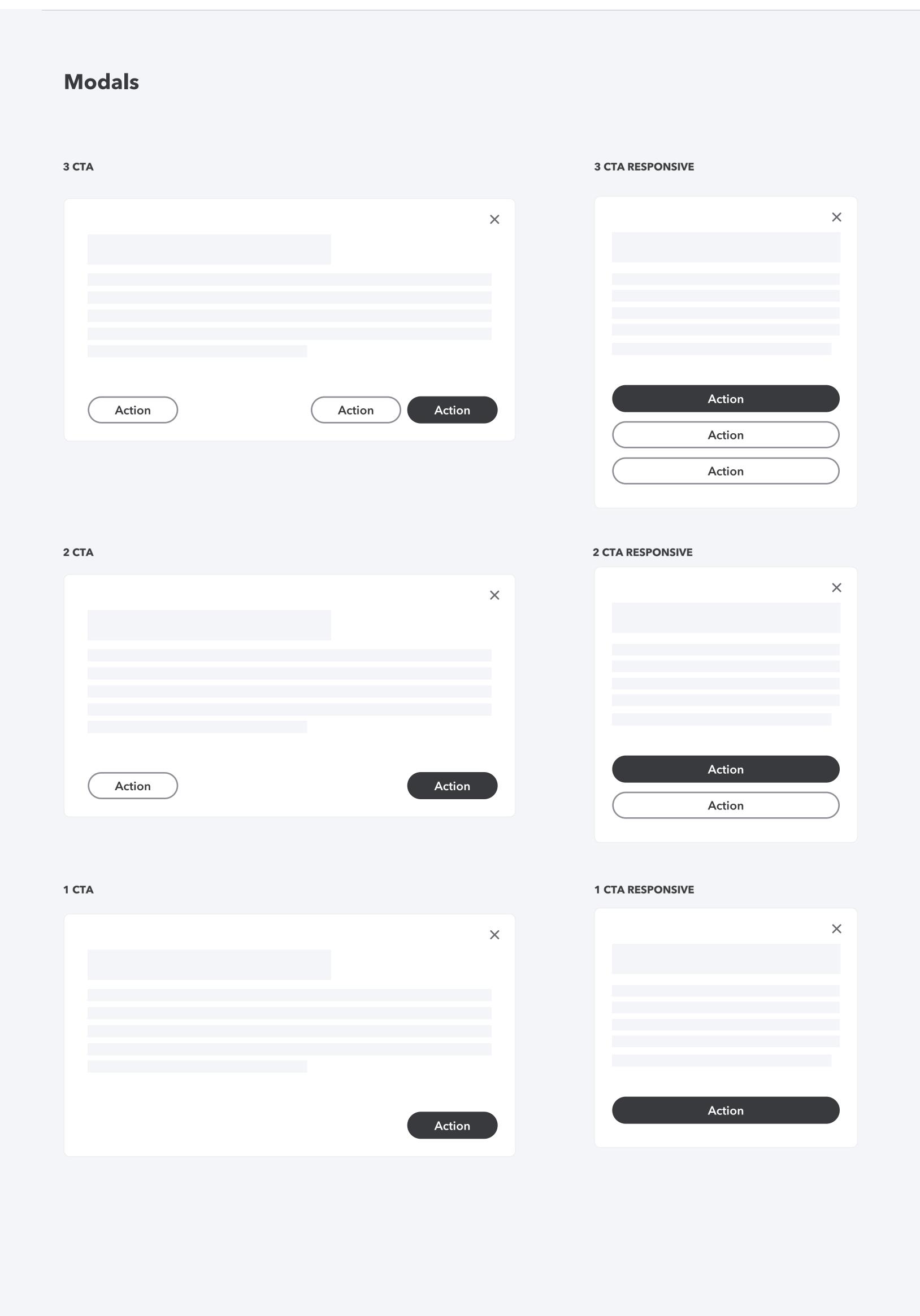
MENU WITH DROPDOWN COMING SOON!

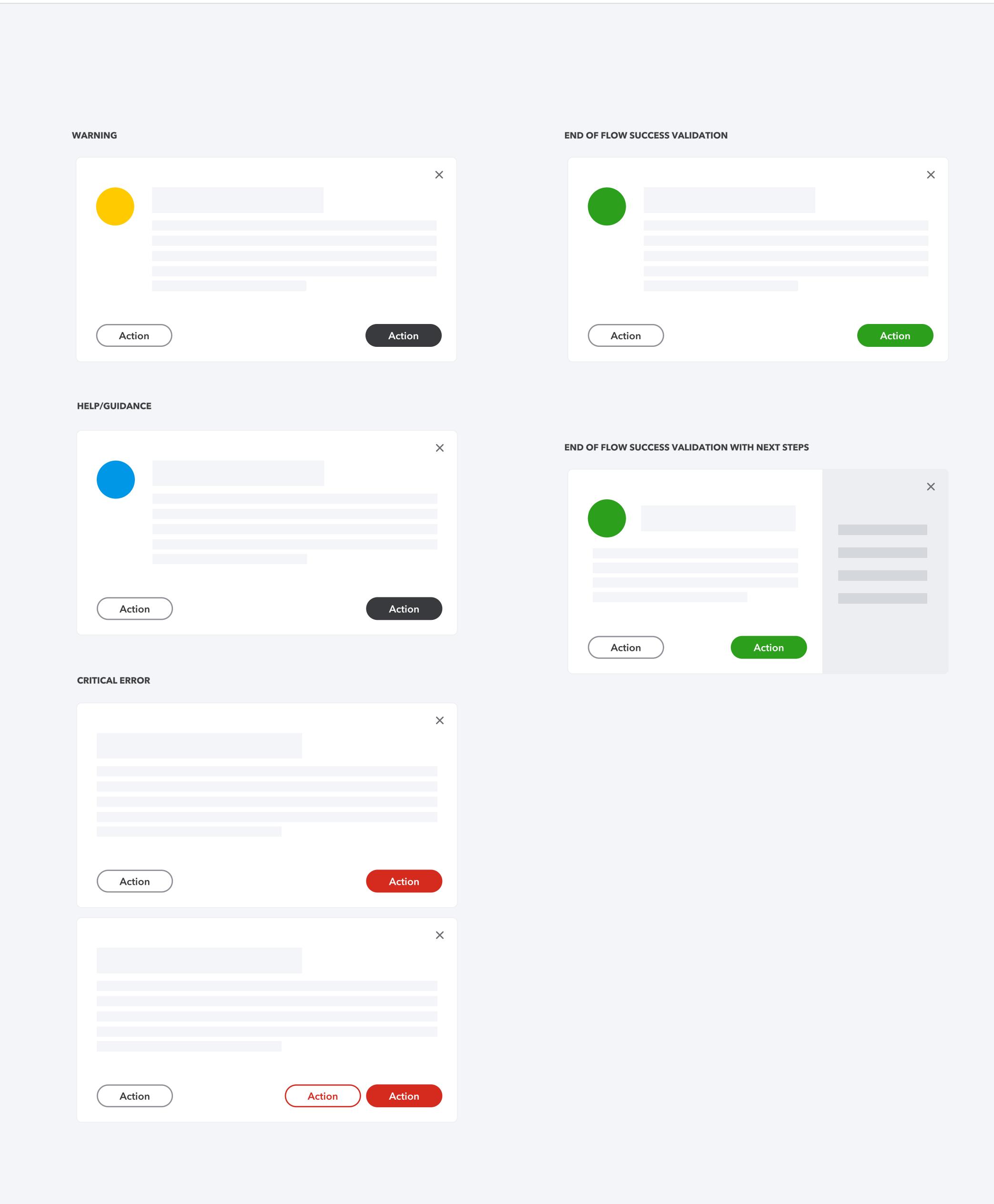


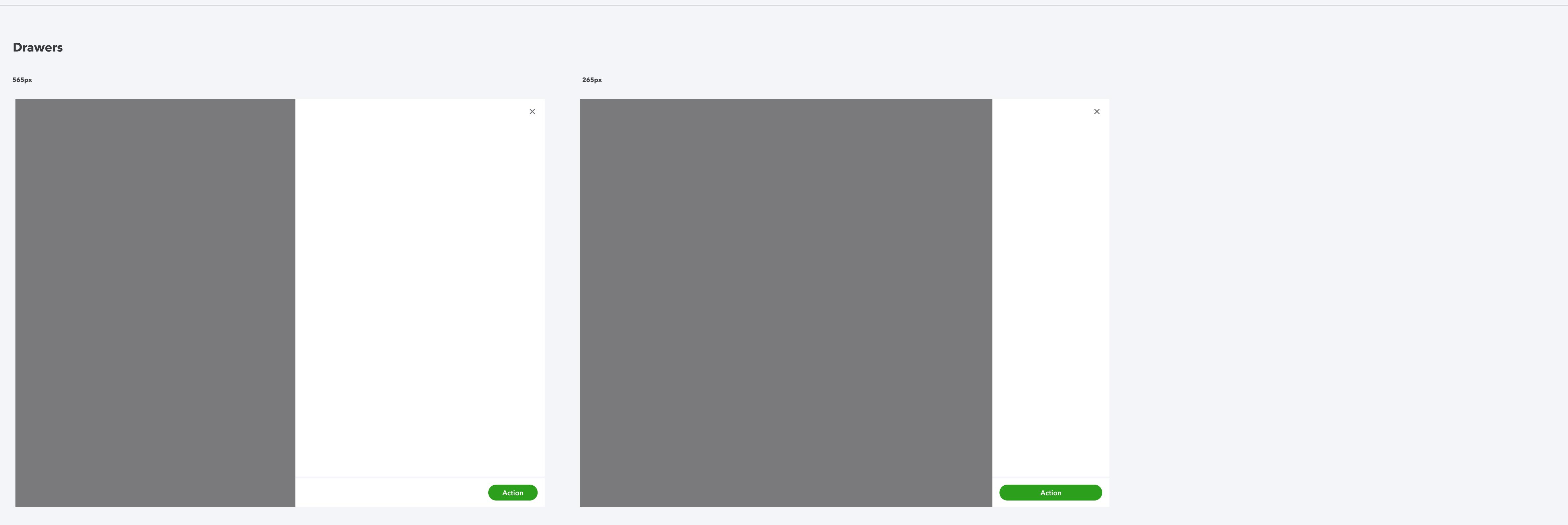
• Only use destructive buttons for critical moments such as deletion or actions that result in data loss • Use the reverse buttons for actions that progress in an action or are neutral (e.g: "OK, got it") • Reserve primary button for use cases that are final (final step in step flow) or ownable (e.g: Save, Done)

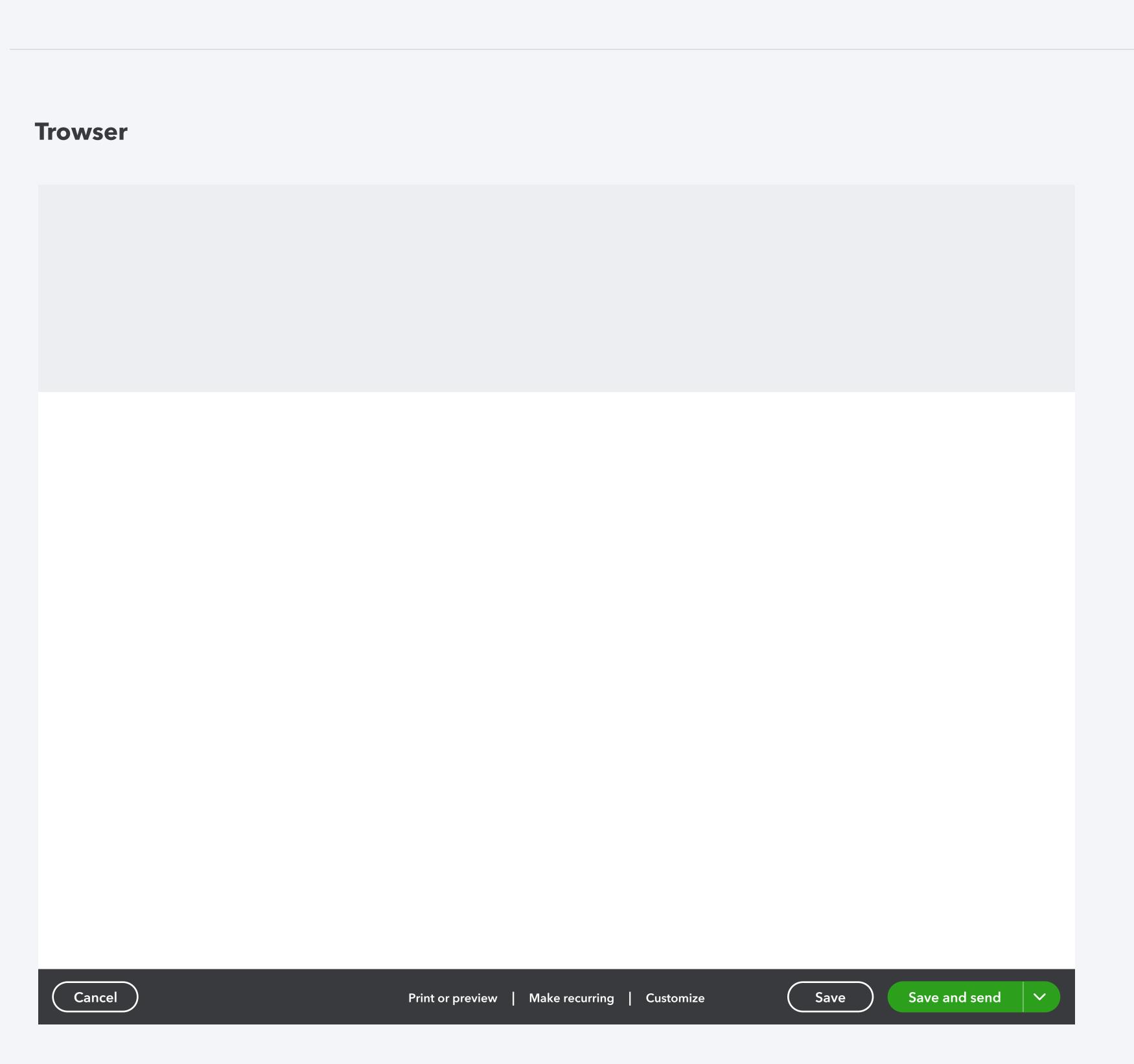


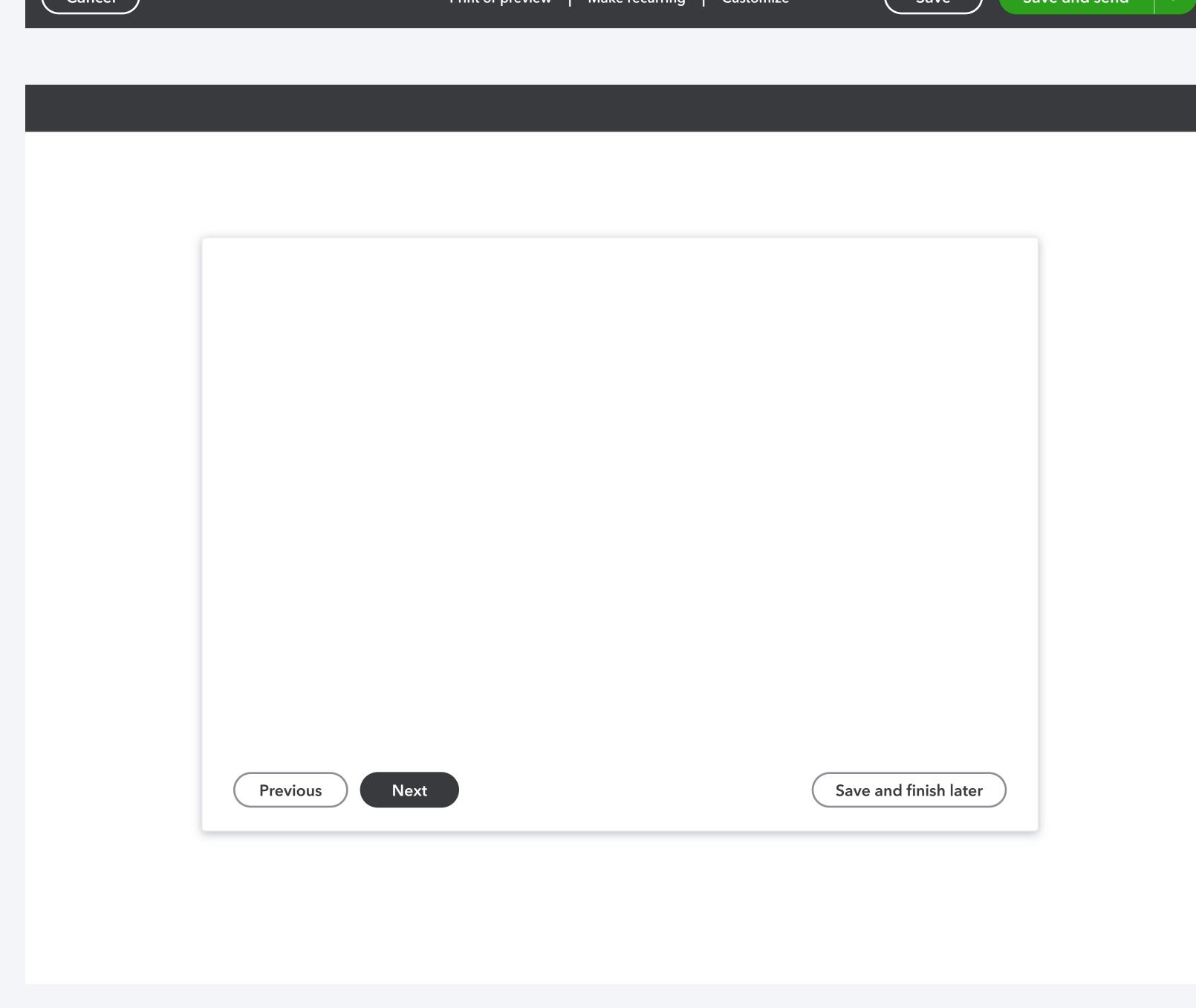


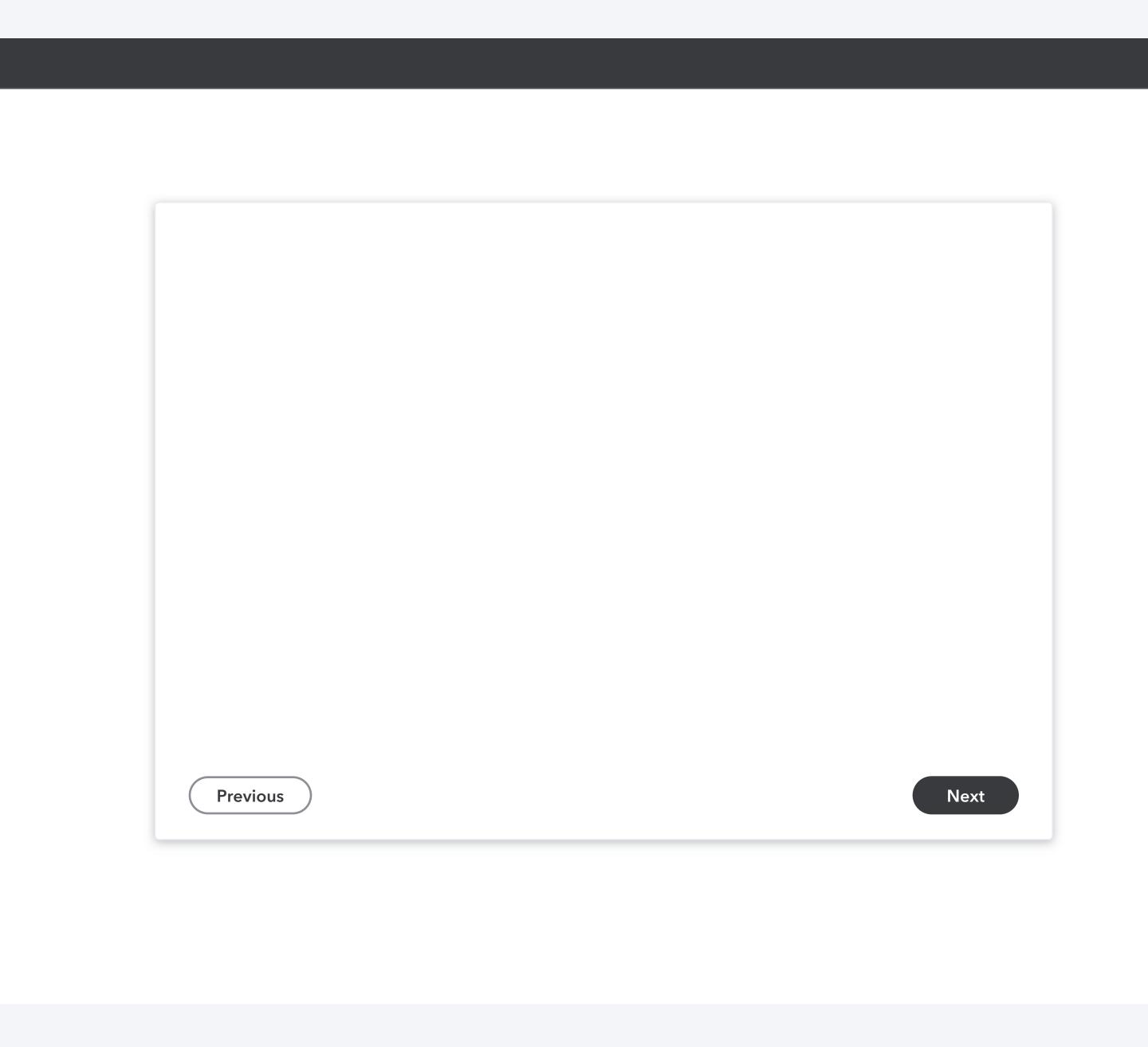


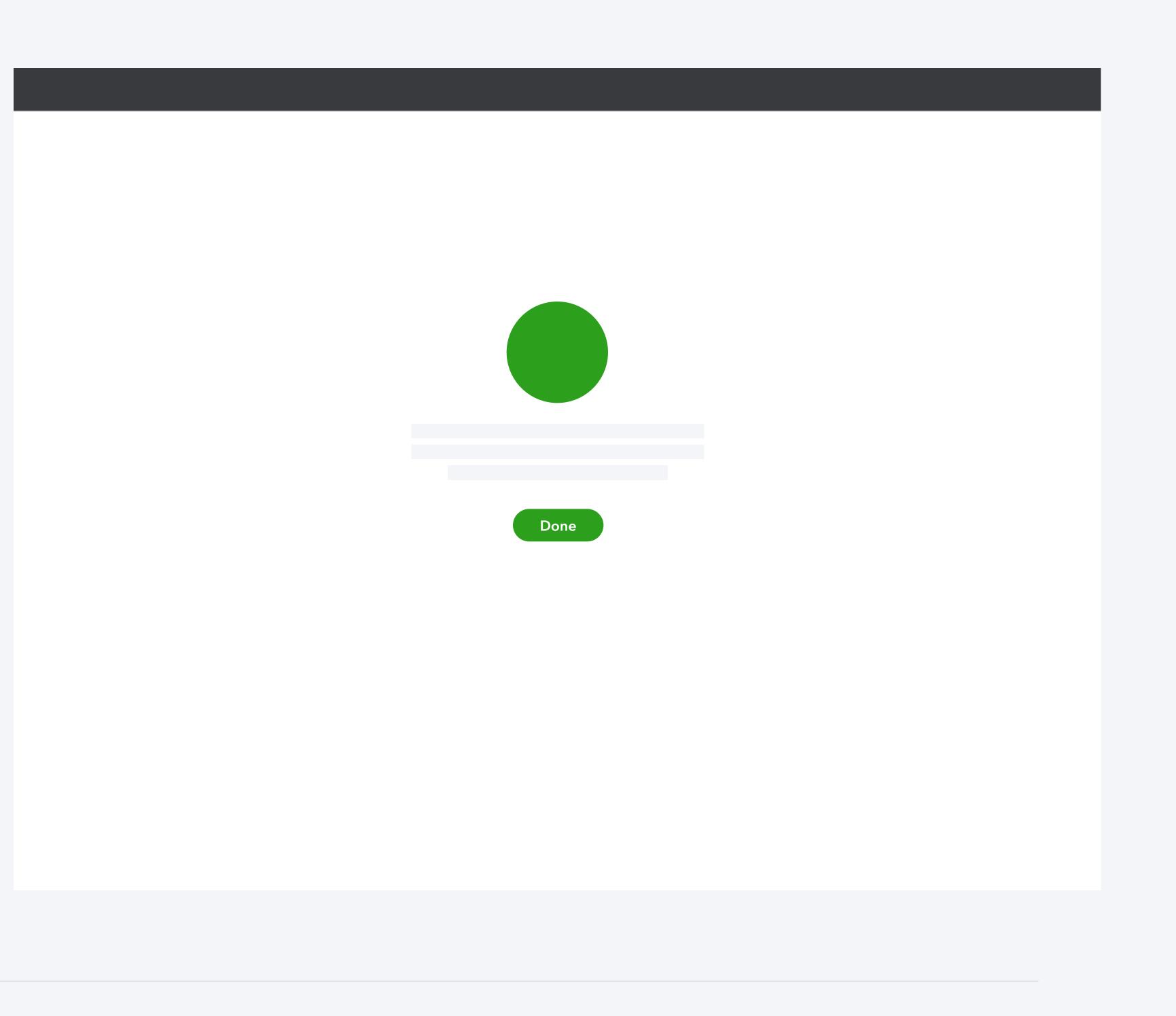












# So this is all great, and...

#### Q. This is great! How do I get started?

A. For designers, we will provide a pdf along with v1 sketch file with guidance. Teams can use this as a starting point to build out or update their designs.

## Q. When should I start using the new designs?

A. As soon as the v1 sketch file is available.

#### Q. When is Bolt officially public?

A. Even though Bolt is already public in a few ways (eg, QB.com, marketing), the "official" public debut for product will be at QBC.

# Q. And once I've created new designs (for a new feature), what is the process for getting these reviewed and approved?

A. Great question! Nicole Parente-Lopez is the approver for all things Bolt & Hydra, and PJ Nidecker & Ariel Alvarez can provide product support, guidance, and feedback in the short term. Additionally, there will be some overlap between the other Bolt drivers/teams. For example, Scott Ng is owns the illustration workstream, so for specific guidance around illustrations (utility or lifestyle), he should be consulted.

#### Q. What about features that are not new?

A. Depending on the feature(s), many of these will be updated via SUDS, which will clean up your CSS and update the entire component library. What that means is that 30-40 QBO plug-ins will be updated by the end of October.

## Q. Okay, great. What if I'm not using components (gulp)?

A. See below for the contribution model question.

#### Q. I see you have a prototype. How should we use that?

A. The prototype is an ideal state, and the QBDS team is working with individual project teams to build their features. Reach out to the QBDS team to discuss how to work together.

### Q. My developers don't know anything about this. Where can I point them for info?

A. Kyle LeBlanc, Diem Sarkar and Ashley Fernandes are your team!

# Q. Will there be a lingo library created?

A. Yes, and the QBDS team is on that now.

# Q. How is all this being rolled out? That is, will our users see old/new together? Will we have a Frankenstein-looking product?

A. Yes, for a little bit. But as components get updated, you will see the overall page. Reach out to Diem for more details on this.

## Q. What is our comms plan? How are we communicating these changes externally AND internally?

A. Kyle and Ashley are managing this. We're making sure we loop in teams such as support, customer care, accountants/proadvisors.

# Q. What about IDS?

A. In order to manage change, we haven't made many updates to the areas that IDS will be revisiting soon (eg typography and tables). IDS will coordinate with QBDS for our v2, and we will make as few changes as possible.

# Q, Where can I see a master schedule of all the rollouts and updates?

 $A.\ https://wiki.intuit.com/pages/viewpage.action?spaceKey=QD\&title=Project\%20Bolt\%20-\%20Product\%20Roll\%20out\%20plantered and the project of the project o$ 

# Q. What are we doing for QBC? Should I boltify my screens?

A. For QBC Mainstage, we're still defining what is seen, but we will prioritize these and you should definitely boltify screens. Bradley Brechin is your main POC; he can redirect you if needed.

## Q. What is your contribution model? Eg, if it's not a component, who will build it?

A. QBDS is working on this and should have some updates soon!

# Fast follows, coming soon

#### Fast follows

- 1. Gradient usages
- 2. Legacy orange/green text in product
- 3. how color relates to data viz
- 4. Menu button drop downs
- 5. text hover/select states
- 6. Revisiting 4p grid & spatial units (IDS)
- 7. Incorporating motion
- 8. Page templates (page types)
- 9. FTU/zero states
- 10. Motion
- 11. More examples (before & after, uses)
- 12. Illustration details

## Coming soon

- 1. Celebratory moments
- 2. Menu button drop downs
- 3. Revisiting 4p grid & spatial units (IDS)
- 4. Tables (IDS)
- 5. Form fields
- 6. Responsive grid / mobile framework
- 7. Any updates to color palette per IDS updates
- 8. Round 2 of UI components (addressing what hasn't been addressed yet)
- 9. And more...