



Applying Branding

DESN 24427 Design Strategy & Computation

**What do you remember
about style tiles?**



sew & sew
sheridan

Project 2

Style Tile version 1



Imagery Treatment / Photo / Illustration



This is an Example of a Header

Headline: FF Mark Heavy, 65pt/85px

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas rutrum ex a ex rutrum molestie. Pellentesque vestibulum, ligula semper semper lacinia, nisi dolor mattis dui, interdum tincidunt felis lacus id nibh. Phasellus vitae dapibus purus, et pretium leo.

Paragraph: FF Mark Regular, 20pt/35px

This is an Example of a Sub Head

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas rutrum ex a ex rutrum molestie. Pellentesque vestibulum, ligula semper semper lacinia, nisi dolor mattis dui, interdum tincidunt felis lacus id nibh. Phasellus vitae dapibus purus, et pretium leo.

Example Button

Example Button 2

Adjectives

Fun

Playful

Creative

Inclusive

Making

Textiles

What is a more sophisticated style tile?
a UI Style Guide

Solutioning too early leads to...

- Endless iteration
- Disagreements on subjective issues
- Not knowing what the exact problem is
- **Why is this bad?**

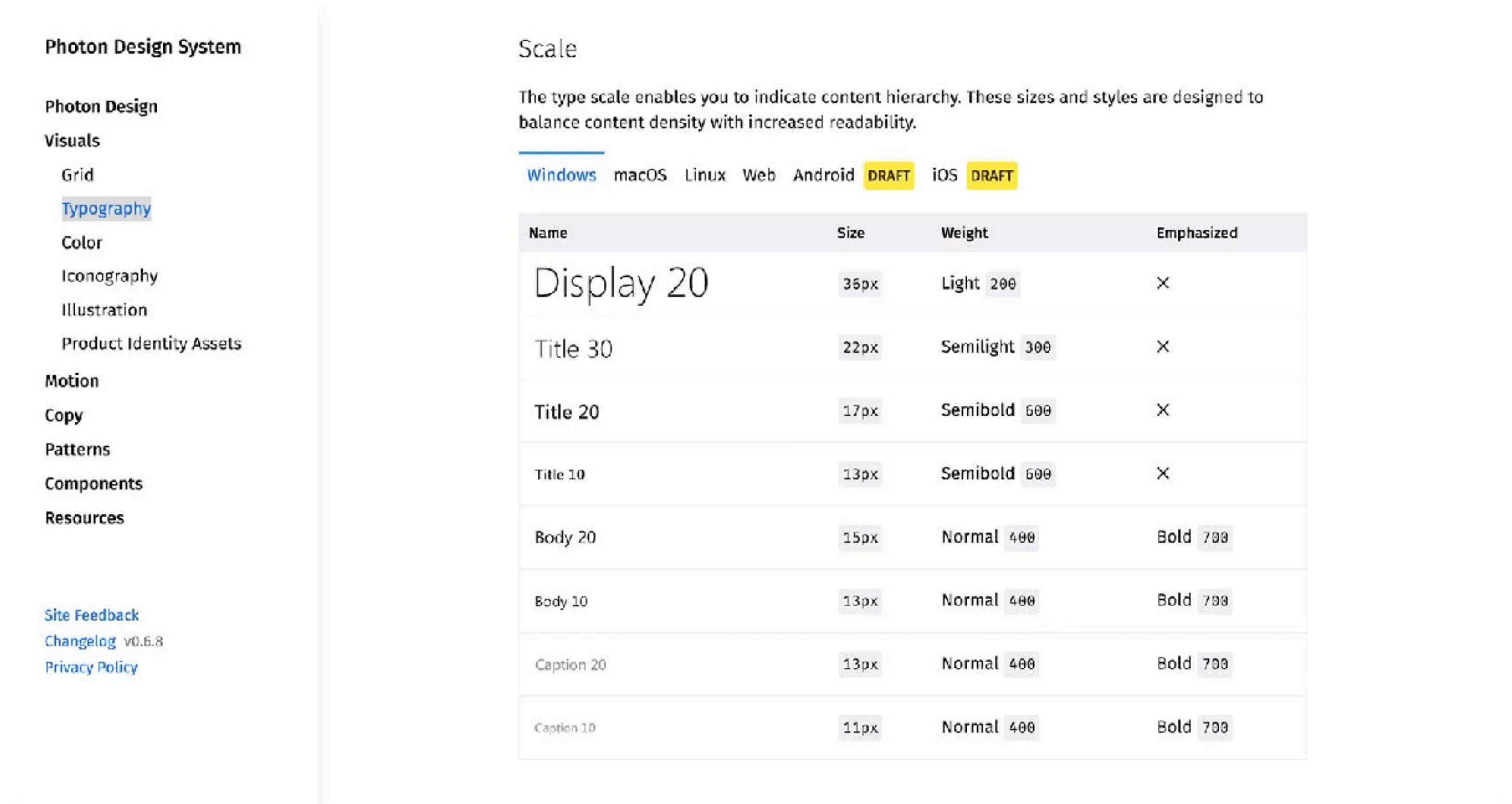
UI Style Guides

A design/dev tool that makes UX/UI experiences cohesive

- Record **all design elements** and **interactions** that occur within a product
- List crucial UI components such as **buttons**, **typography**, **colour**, **navigation menus**, etc.
- **Document** important UX components like hover states, dropdown fills, animations, etc.
- Contain **live elements** and **code snippets** for developers to reference and use

Typography Scheme

- Clear instructions should be given for Titles, Subtitles, Headings (H1, H2, H3), Body Text, and Captions
- Additionally, font sizes should be provided, weights indicated, and styles defined.
- Line height and kerning are also needed
- It's a good idea to single out a go-to font to be used when special circumstances arise



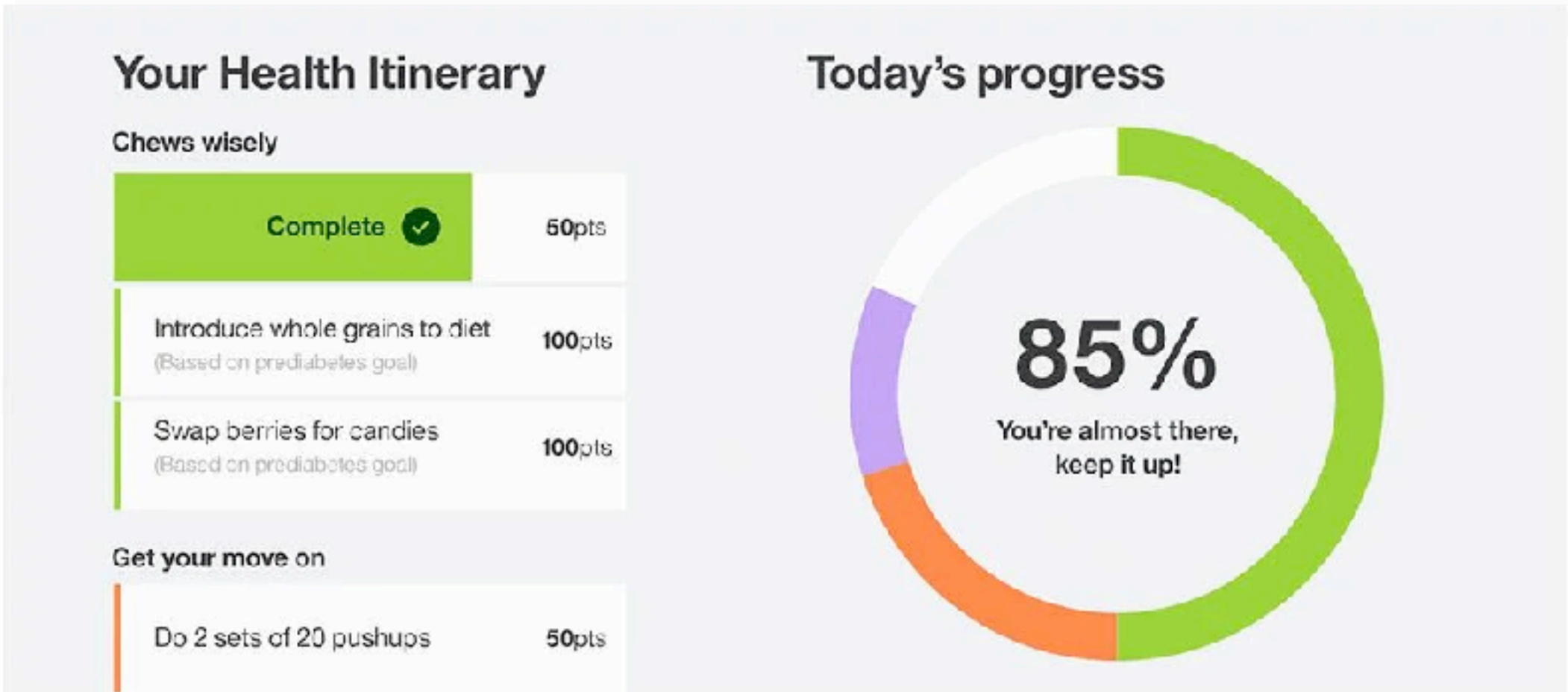
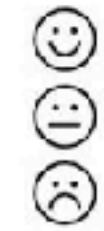
The 'Typography' section of Firefox's UI Style Guide gives detailed instructions for creating readable text with a clear design hierarchy.

Responsive Layouts

- When digital products are designed around responsive grid systems, UI Style Guides must address interface layouts across screen sizes
- This means including notes and examples for spacing, padding, and placement
- It's also helpful to show overlays of the product's grid system in relation to different screen sizes.
- The big goal here is providing enough context to prevent the need for one-off screen designs

Colour Palette

- One of the quickest ways to wreck an interface is inconsistent colour use, so colour combinations need to be clearly defined.
- Listing colours and their values (HEX, UIColor) is a good start, but specific pairings and use examples should also be given
- If the UI Style Guide is referencing a set of brand identity guidelines, check to see if a secondary scheme of lighter accent colours is available
- If not, create your own and document. A selection of gray values is also useful



Triadic example

A healthy and exciting green dominates while orange and purple create variety.



In addition to a large color palette that includes a range of lighter secondary colors, IBM's UI Style Guide demonstrates how to apply specific schemes (like this triadic example) to its products.

Buttons

- Nearly every interface includes buttons, so take time to document their sizes, styles, colors, placement, spacing, and typographic elements
- If various buttons are used in different contexts, make that clear as well

Additional UI Components That May Be Needed

- Iconography
- Tooltips and popovers
- Modals
- Form elements
- Data Tables
- Navigation menus
- Charts/data visualizations
- Tabs
- On-off switches
- Dialogs
- Content grid lists
- Vertical lists
- Toolbars
- Date and time pickers
- Loading indicators
- Checkboxes
- Alerts
- Dropdown menus
- Sliders
- Steppers
- Pagination

Practical features in UI Style Guides

Organize + Contextualize Design Instructions

- **Table of Contents:** a well organized and clearly marked table of contents is a simple way to help everyone quickly find what's inside the document
- **Context Notes:** articulating the design rationale behind often-used UI components can make unforeseen scenarios easier to resolve
- **Spacing and Positioning Instructions:** often covered in the 'Responsive Layouts' section, depending on the complexity of the digital product, instructions may be general or quite granular
- **Do's and Don'ts:** clearly outline to prove debate and save time. For instance:
 - “Do use the white wordmark version of our company logo in the interface footer.”
 - “Don't use alternate color versions of our company wordmark on black backgrounds.”
- **Live Elements/Code Snippets:** live elements show animated or interactive element in actions; code snippets allow developers to quickly copy and paste the code of live elements into a product's back-end

Activity:

Using Google's Material Design XD file as a starting point, create a UI Style guide that contains all of the elements used in the interaction within your app.