



# Design for Developers

A guide to basic **design rules** and formulas to create good looking components, colors and typography.



Colors



Fonts



UI



Components

By Adrian Twarog & George Moller

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# FOREWORD

This book is for people who love to create websites and applications that are easy to use, and importantly to also **look great**.

Here you will find a beginner's **step-by-step guide** to using the design formula to help you create your own user interfaces or UI. You will learn how to select colors, and use layouts and components to great effect.

Our primary mission is to help you **stand out**. We want to give you all the tools and skills to go out there and create fun, great looking websites and apps that people love using and will keep coming back to.

We cannot wait to see what you create and come up with!

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# WEBSITE DESIGN HIERARCHY OF NEEDS

## INTRODUCTION

This book is structured to develop your foundational skills, and then to build upon these with each chapter. As you learn more design concepts and skills, your overall ability to judge and create aesthetically effective designs will continue to grow and improve.

The first chapters focus on the basics of **color**, **typography**, and **layout**, which are the building blocks of later chapters on components and **user interfaces**.

The later chapters will combine everything, covering **visual hierarchy**, **wireframing**, and **designing** a website or application. We will bring it together to showcase how the combination of subtle design aspects can result in a well-balanced and nicely crafted website or application.

### 5 Website Design

Wireframing

Style Guide

Web Design

### 4 Visual Hierarchy

Consistency

Spacing

Proximity

Alignment

### 3 Components

Buttons

Forms

Icons

Labels

Dividers

Alerts

### 1 Color Theory

Colors

Contrast

Hue

Tone

Shade

Tint

### 2 Typography

Typeface

Size

Weight

Height

Bold

Serif



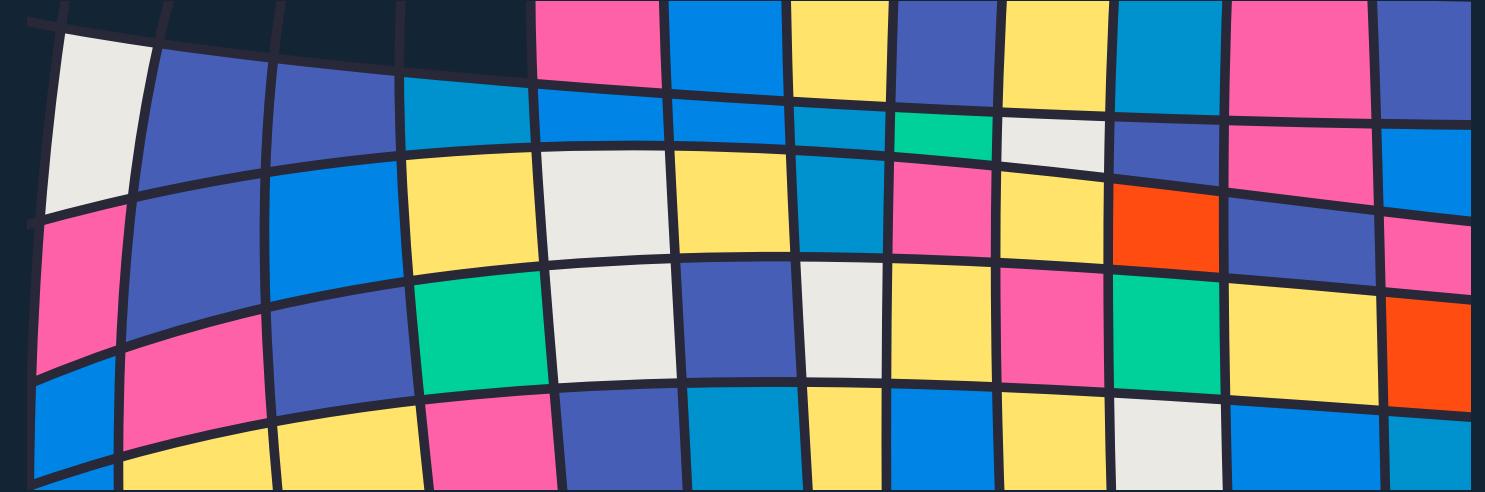
# COLOR THEORY

Color theory helps us understand colors. In this chapter we will cover:

- Primary, secondary and tertiary colors
- Color hues and temperature
- Saturation
- Tint, shade and tone
- Analogous and complimentary colors
- Color psychology
- Color weights
- Contrast

After completing this section, you will be able to do the following with colors:

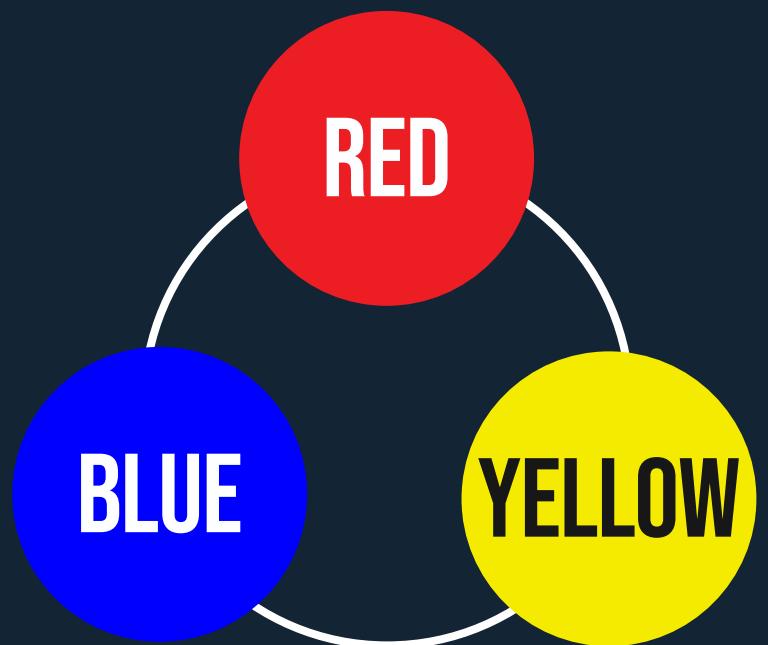
- Create color schemas
- Pick harmonious colors
- Spot ineffective color selections
- Understand the meaning behind color selections



HAVE NO FEAR OF  
**PERFECTION**  
YOU WILL NEVER REACH IT.

— Salvador Dali





## PRIMARY COLORS

Color theory starts with the **primary colors**, which can be used to mix and form all other colors.

The primary colors are **red**, **blue** and **yellow**.

They are part of a color wheel created by **Isaac Newton** in 1666. The wheel is still used today to help select color palettes, mix colors, and to construct color harmony.

This color wheel helps pick harmonious colors better than what is generally selected using RGB for HEX.



YOU CAN'T USE UP  
**CREATIVITY**  
THE MORE YOU USE  
THE MORE YOU HAVE

— Maya Angelou

— Joel Spolsky

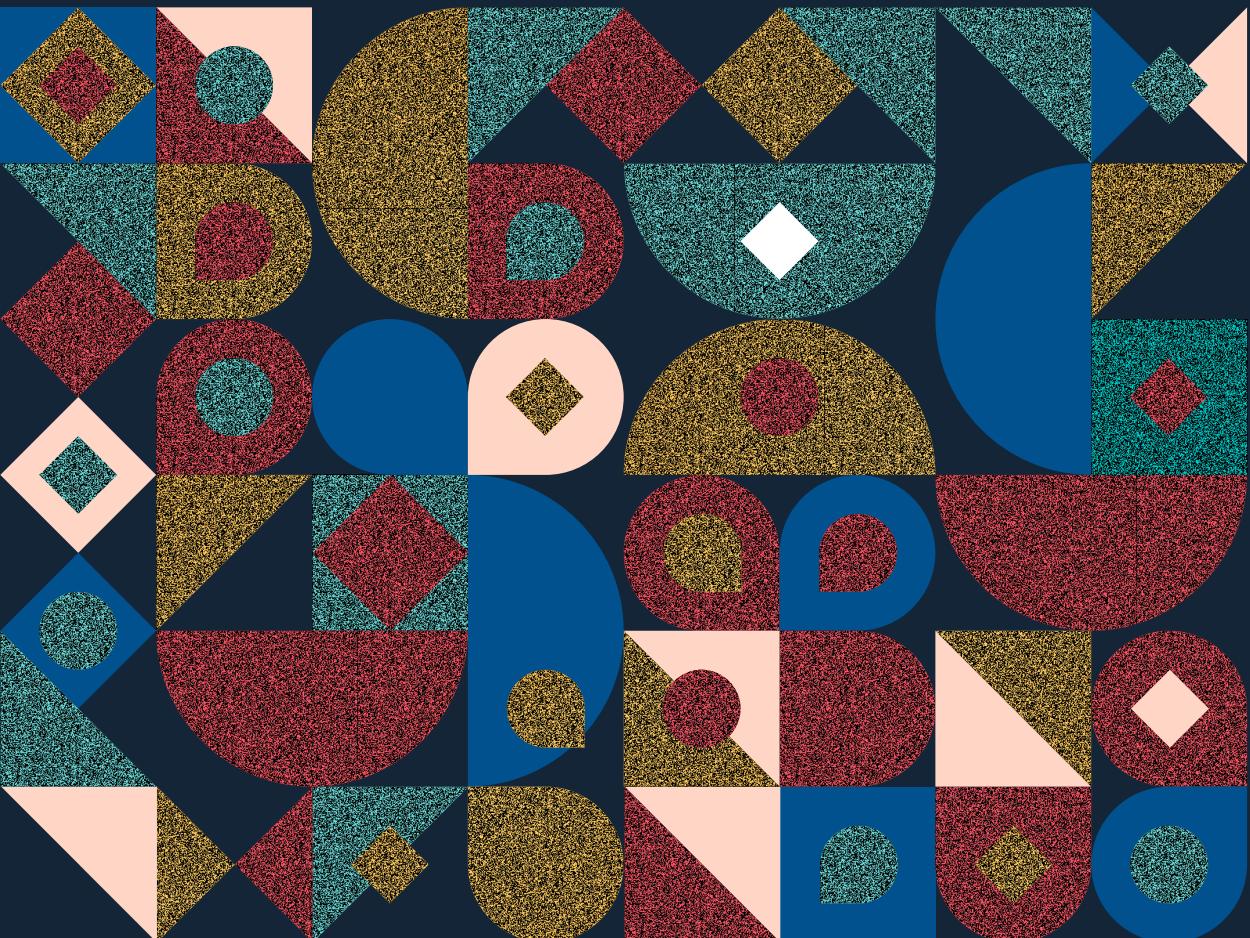
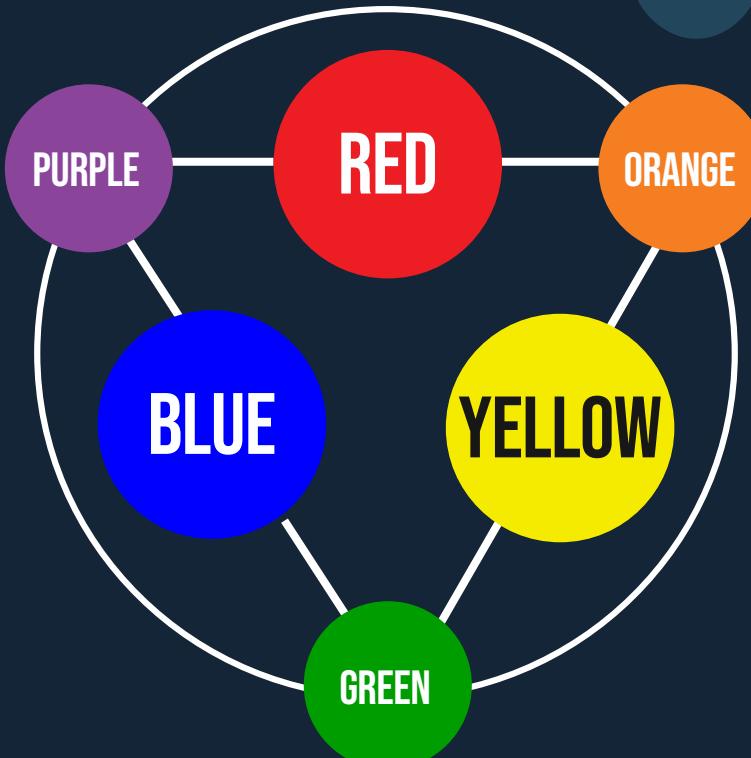
DESIGN ADDS  
**VALUE** **FASTER THAN IT COSTS**

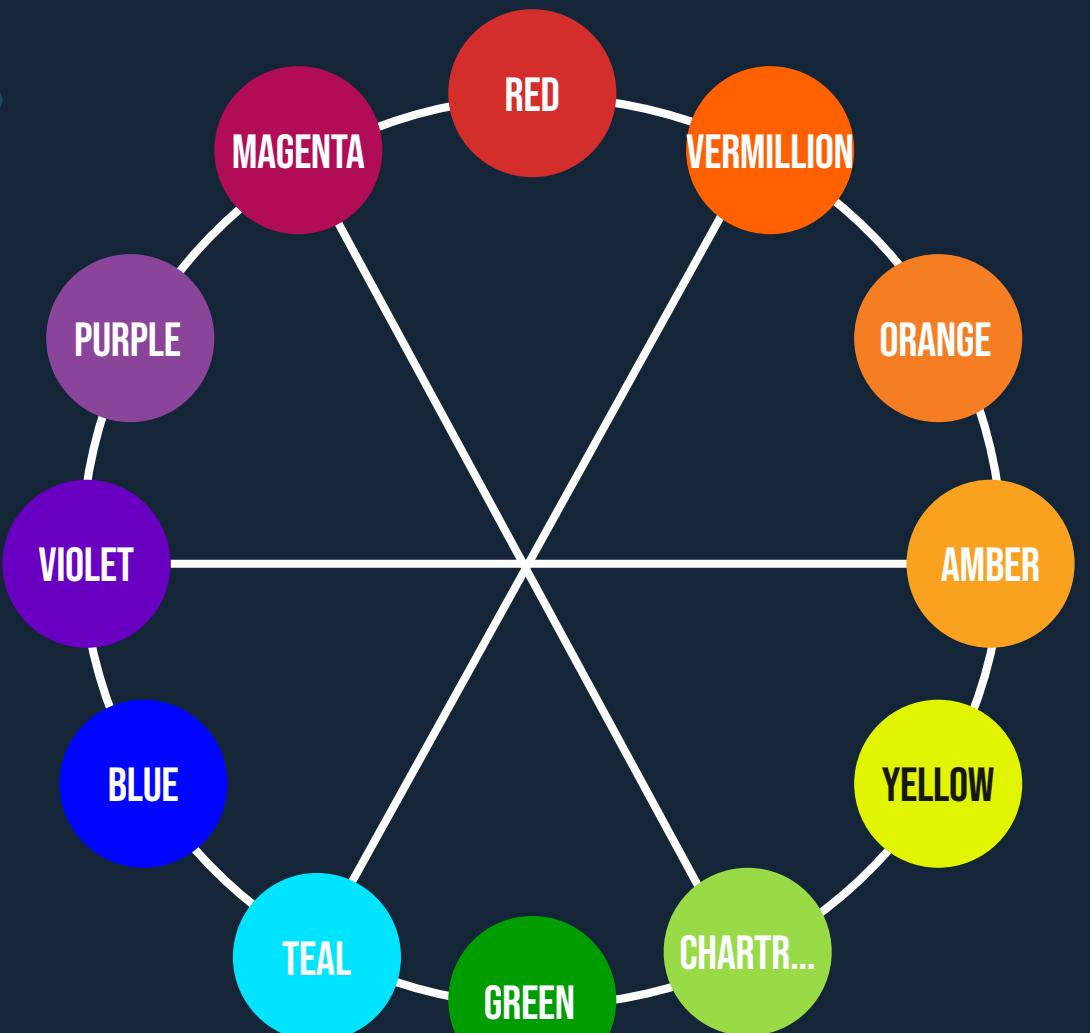
## SECONDARY COLORS

Primary colors can be mixed to obtain secondary colors:  
**orange**, **purple**, and **green**.

Using 2 colors in close proximity on the color wheel helps generate a visual balance known as color **harmony**. Using colors further away on the wheel will fracture that harmony.

Mixing colors will also help you build a color wheel to assist you with selecting complementary and analogous colors.





## TERTIARY COLORS

Tertiary colors exist between our primary and secondary ones. They include: **vermillion**, **amber**, **chartreuse**, **teal**, **violet** and **magenta**.

These colors form the basis of our color wheel that will be used to define color temperature and hue in the next section.

– Steve Jobs

DESIGN IS NOT JUST WHAT IT  
**LOOKS LIKE**



**DESIGN IS HOW IT WORKS**



COLOR  
DOES NOT ADD A PLEASANT QUALITY TO

## HUE / COLOR WHEEL

**Hue** is the specific color that we are targeting. When we change our hue, we are essentially rotating our color wheel.

The **color wheel** is the expanded version of our primary, secondary and tertiary colors.

Adobe provides a great color wheel where you can select your colors:

<https://color.adobe.com/>

DESIGN  
IT REINFOCES IT

— Wassily Kandinsky, Painter and Art Critic

# COLOR TEMPERATURE

**Color temperature** refers to the **warmth** or **coolness** of a color.

Following nature, color temperature is easy to identify, with reds, oranges and yellows being warm, and blues, greens and purple being cool. Adding blue or yellow to a color will adjust its temperature.

Used side by side, we can help the user better identify what to focus on. Warmer colors will always demand more attention than cooler colors.



◀ **WARM**

**Warm colors** tend to stand out and are often used also to show warnings or essential interactions.

◀ **COOL**

**Cool colors** are more general, and blend into the background. They can make up the framework of a layout, its passive options or general interactivity.

— Paul Cézanne

# WE LIVE IN A RAINBOW OF CHAOS



# SATURATION

The **saturation** of a color is determined by how pure it is. Adding white, black or grey will reduce its saturation.

A **pure blue color** may be too intense, which is why we often add **tone**, **tint** and **shade** to balance the colors out.

As a rule, when **selecting a color**, pick from inside the dashed square.

These colors are safe and comfortable for most eyes, as more saturated colors can come across as harsh.



— Lilly Pulitzer

I AM A BELIEVER THAT  
COLOR AFFECTS  
PEOPLE'S MOODS

# TINT

Adding or removing **white** from color changes its **tint**. As a result, it also lightens its saturation.

The tint will lighten colors, allowing subtext or descriptions to carry less priority.

## DO

- ✓ Do use tints on text or components to arrange or reflect their order.
- ✓ Do apply tint to the descriptive text under titles.
- ✓ Do apply tint to buttons or other components so they blend further into the background.

COLOR  
LIKE FEATURES  
FOLLOW THE  
CHANGES OF THE  
EMOTIONS

— Pablo Picasso

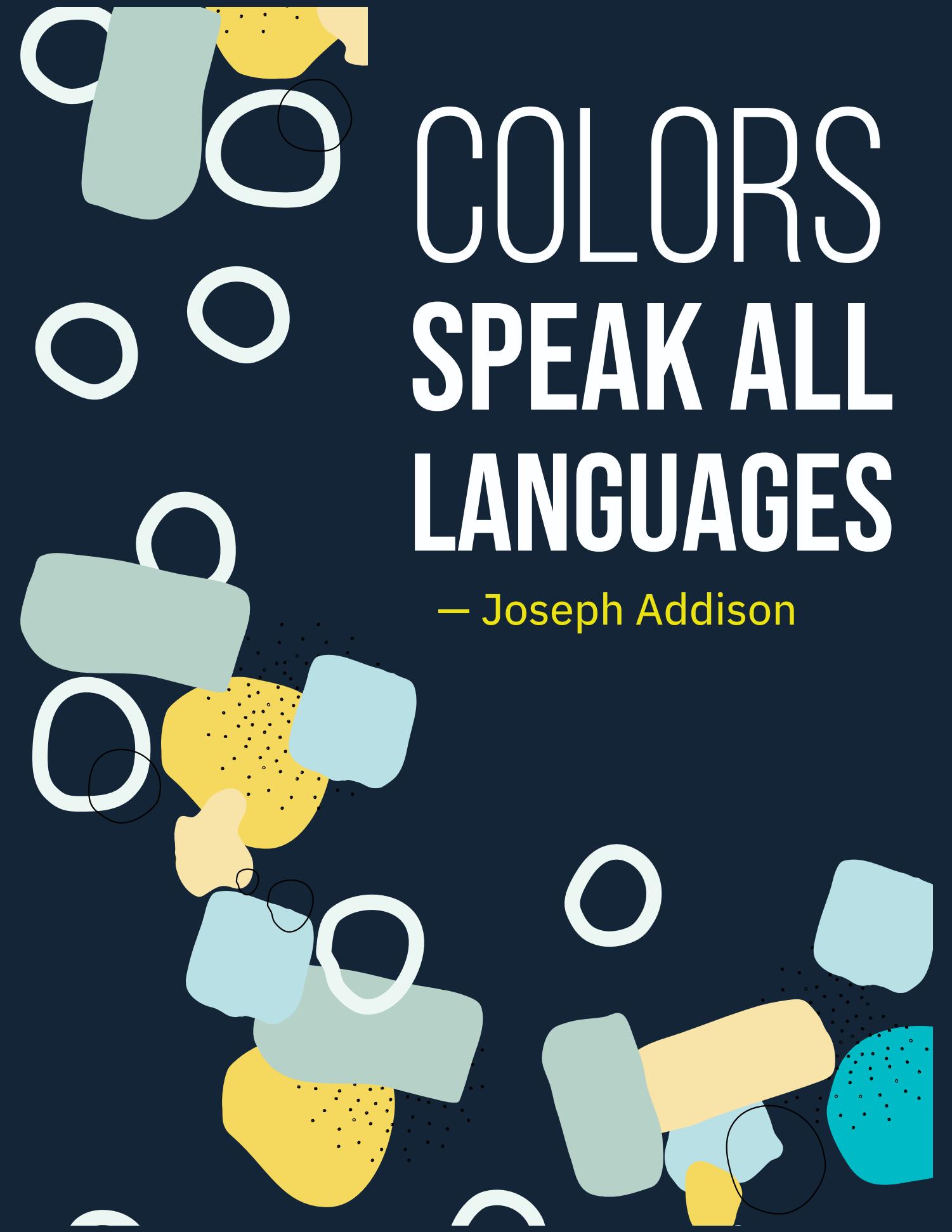
# TONE

Adding or removing **grey** from color changes its **tone**, and as a result, it also dilutes its saturation.

Colors with more tone and less saturation can feel calmer and relaxing on the eyes.

## DO

- ✓ Do add a slight tone to colors as good practice.
- ✓ Do use tone to blend items into the background.
- ✓ Do apply tone to reduce the priority of components such as buttons.



# COLORS SPEAK ALL LANGUAGES

— Joseph Addison

# SHADE

Adding or removing **black** from color changes its **shade**. As a result, it also removes its saturation.

The shade will darken colors, allowing for stronger contrast and increased priority.

## DO

- ✓ Do add shade to header/title text that requires priority.
- ✓ Do apply shade to the background when using hover effects for components or buttons.
- ✓ Do use ensure colors have a bit of shade added, so they do not come across oversaturated.

# COLOR IS ONLY BEAUTIFUL WHEN IT MEANS SOMETHING

— Robert Henri



# SELECTING COLORS

Picking well-balanced **colors** is essential when building any website or application. There are a few tricks to successfully selecting harmonious colors.

By using the **color wheel**, we can identify complementary primary and secondary colors that will work well together using the following:

- Monochromic colors
- Analogous colors
- Triadic colors
- Tetradic colors (Double complementary)
- Analogous complementary colors

I FOUND I COULD SAY THINGS WITH  
**COLOR & SHAPES**

THAT I COULDN'T SAY ANY OTHER WAY  
THINGS I HAD NO WORDS FOR.

— Georgia O'Keeffe





# MONOCHROME COLOR

By using a **single color** and a mix of **tint, tone, and shade**, you will be able to create several color variations.

These options will have different levels of **saturation**. The darker shades can be used for titles and buttons, while the lighter tints for backgrounds and borders.



Example 1

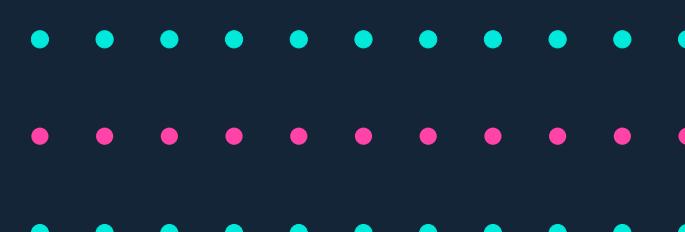


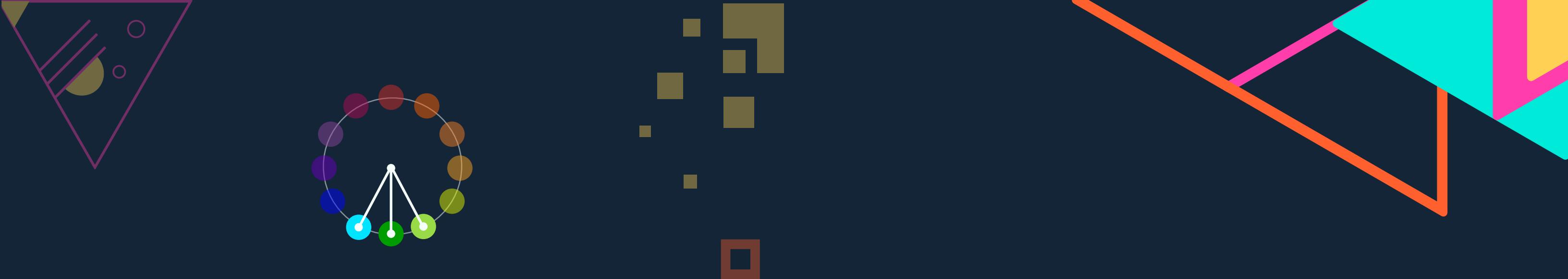
Example 2



COLOR IN CERTAIN PLACES HAS THE  
**GREAT VALUE**  
OF MAKING THE OUTLINES AND  
STRUCTURAL PLANES SEEM MORE  
**ENERGETIC**

— Antoni Gaudi

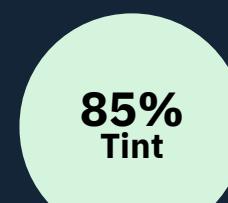




# ANALOGOUS COLORS

Picking **multiple colors** that look good together is done by selecting the colors next to the primary color. For example, green has neighboring colors of blue and chartreuse.

We can select **3 analogous colors** to use, mix, and match using this method.



Example 1



Example 2

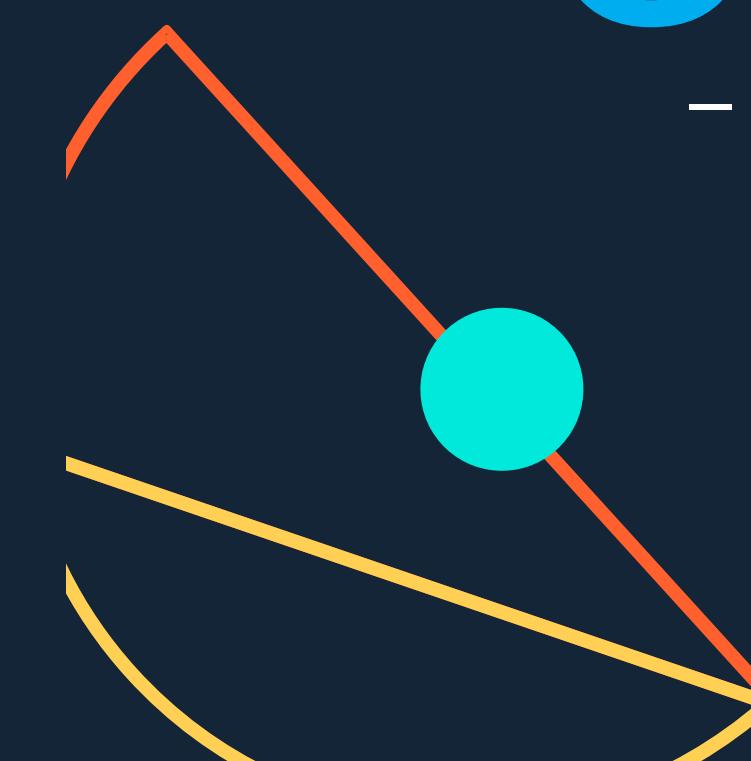


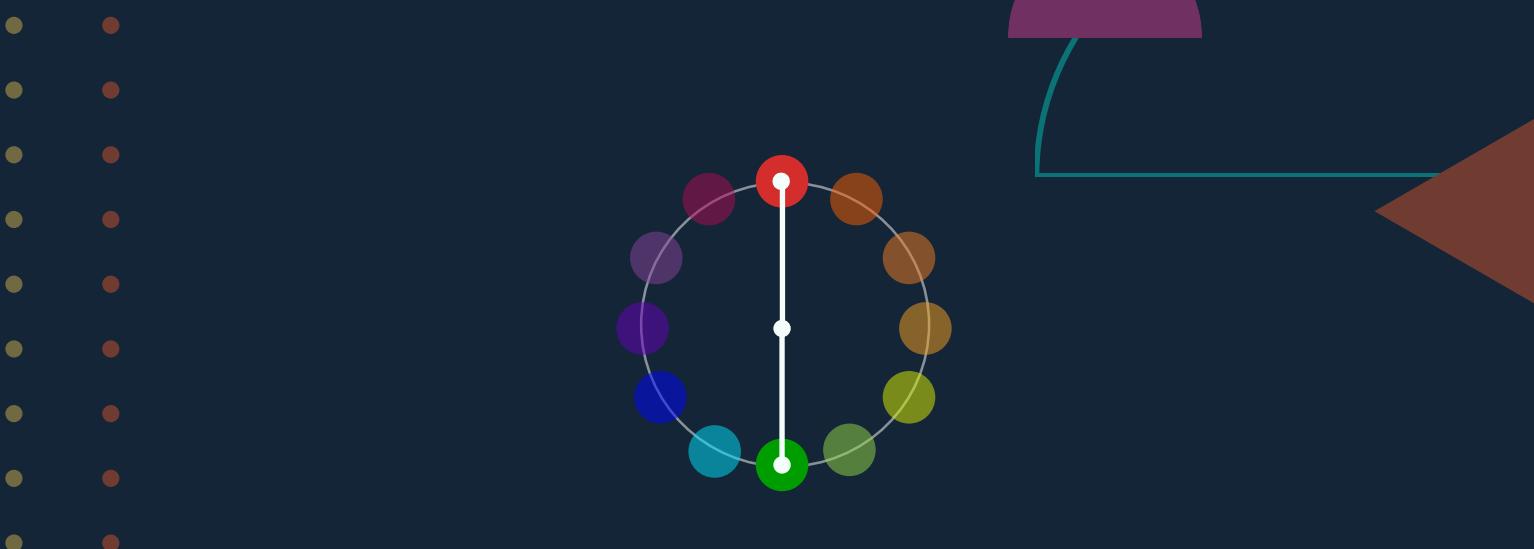
## THE BEST COLOR IN THE WHOLE WORLD, IS THE

# ONE

THAT  
LOOKS  
GOOD  
ON  
YOU

— Coco Chanel, Glamour,  
vol.103

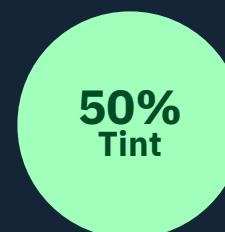




# COMPLEMENTARY COLORS

Alternatively, we can pick **2 colors** that work together by selecting their counterparts. These complementary colors are located on the opposite side of the color wheel.

Blue works with orange, red with green. We can then adjust the **tint, tone and shade** to complete our color selection.



Example 1



Example 2



ALL COLORS  
ARE THE  
**FRIENDS**  
OF THEIR  
**NEIGHBORS**  
AND THE  
**LOVERS**  
OF THEIR  
**OPPOSITES**

— Georgia O'Keeffe



# TRIADIC COLORS

To select **3 colors** with **strong contrast**, you can use the triadic combination by selecting them on a triangular arrangement based on the color wheel.

These triadic colors have two primary options, and a secondary color that is often used for backgrounds.

Primary  
Secondary  
Color

Primary  
Color

Triadic  
Alternative

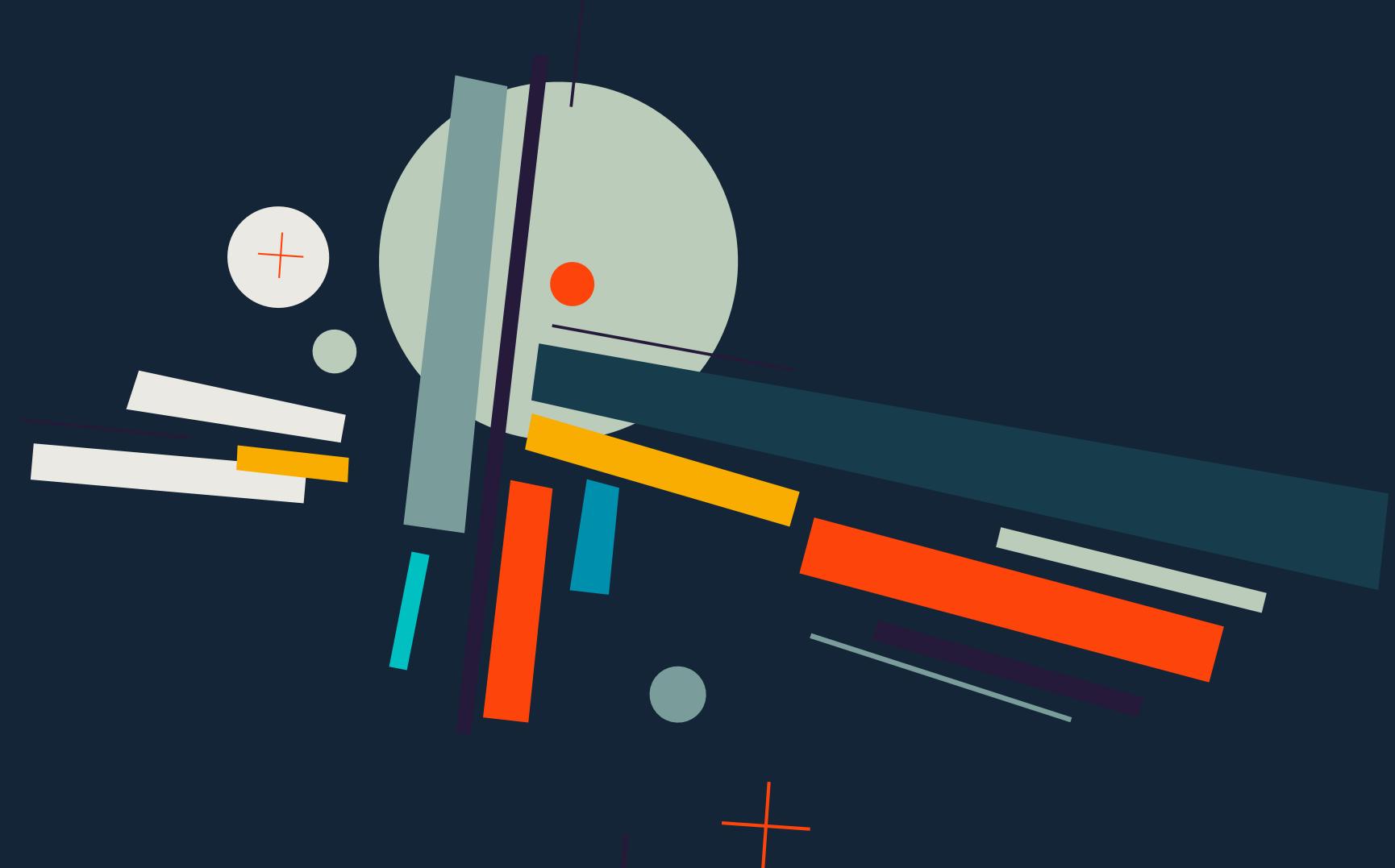
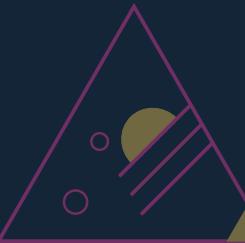
Triadic  
Alternative

Triadic  
Background

Example 1



Example 2



COLOR IS LIKE COOKING  
THE COOK PUTS IN  
MORE OR LESS  
THAT'S THE DIFFERENCE

— Josef Albers

# WHAT IS COLOR PSYCHOLOGY?

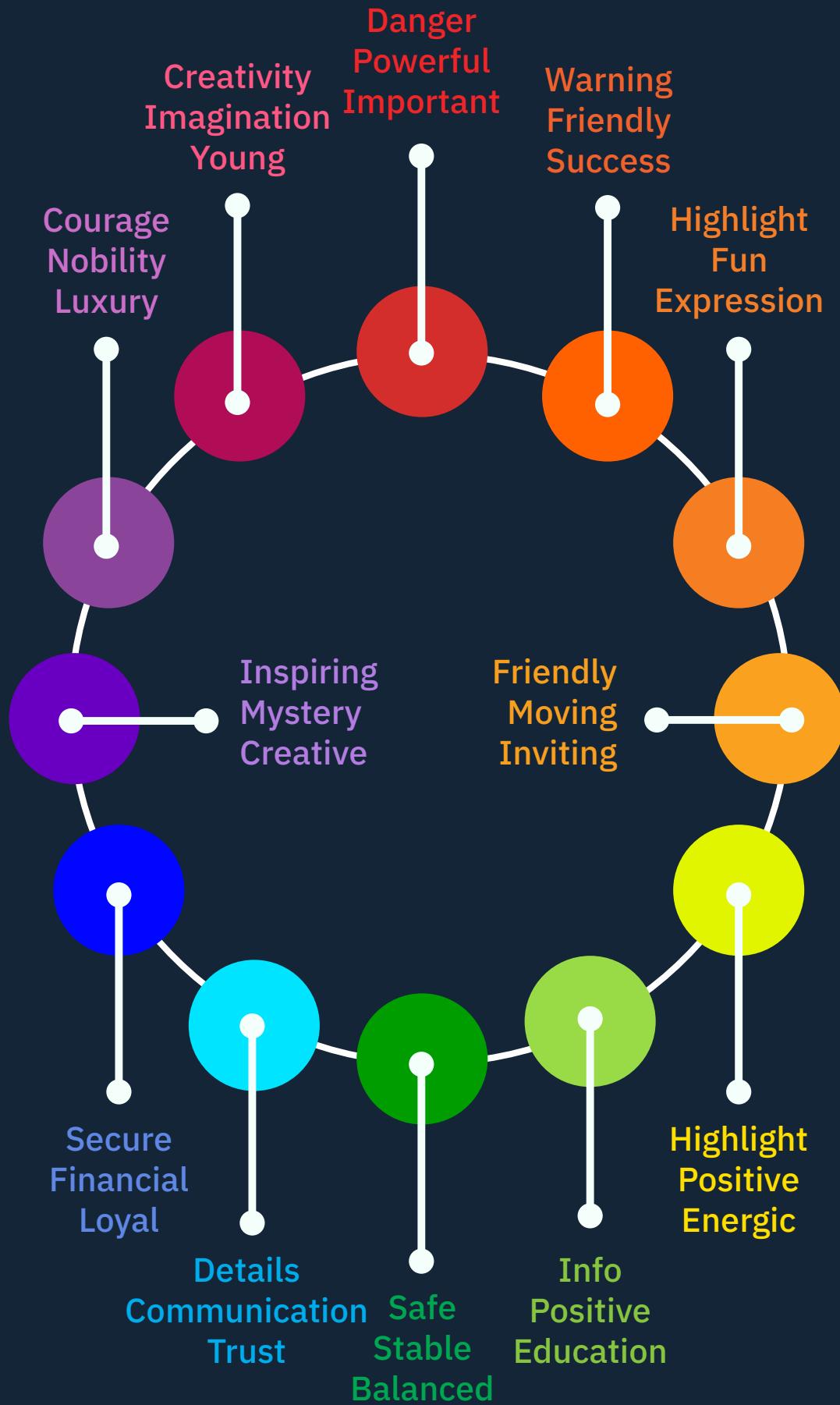
Colors **convey different meanings** depending on their use and juxtaposition. This is why alerts are usually displayed in red and confirmation buttons in green.

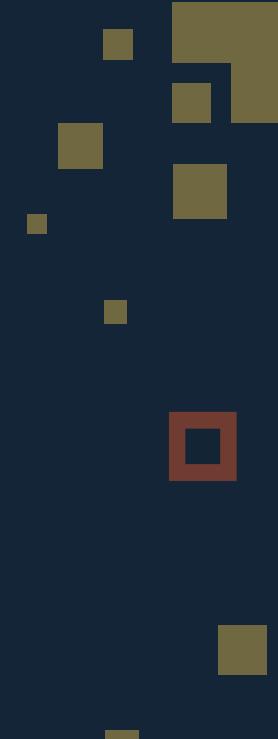


Understanding the meaning of each color can allow you to create better websites and applications by selecting the color that best reflects the message you want to convey .

Using different background colors can also play a vital part in how people visualize a website's authority.

**Bright colors** like greens, yellows and pinks can bring a more vibrant youthful vibe to a website, while **dark blues** and blacks can come across as business or corporate.





# HOW TO USE COLOR WEIGHTS

Like fonts, colors can have **weights** ideally ranging from options like 100,200... to 700,800.

The lower values indicate lighter tints, while the higher values add more shade, bringing it closer to black.

When picking website colors, it is essential to **define the weights** that will later be used for the **style guide**.

Color weights can then be used as a reference for headers, backgrounds, buttons and hover effects.

Swapping to **dark mode** means inverting the order of weights, for example 100 becomes 800.

## VARIABLES FOR COLOR WEIGHTS AND THEIR USE

### LIGHT MODE

Backgrounds

100

Labels

200

Tags

300

### Primary Color

Secondary Shade

400

Button Hovers

500

Overlays

600

Text

700

### DARK MODE

800

Text

Overlays

Button Hovers

Primary Color

Secondary Tint

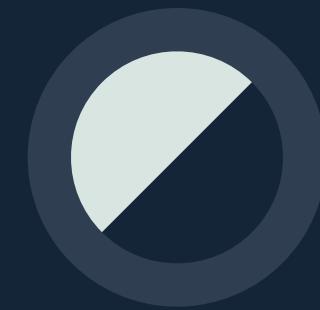
Tags

Labels

Backgrounds

### DO

- ✓ Do use **lighter weights** between 100-300 for backgrounds, buttons or labels.
- ✓ Do use **standard weights** of 300-600 for text, highlights, labels and headers.
- ✓ Do use **darker weights** between 500-800 for headers, backgrounds and button hovers.



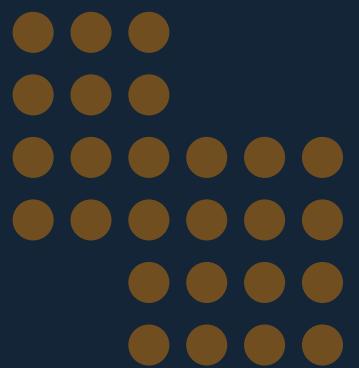
# USING CONTRAST

Using the **right amount** of contrast between different components ensures they will be easily visible.

Contrast can be applied by adjusting the **opacity** and **weight** of a single color and its alternative element. Avoid closing matching amounts.

Contrast can also occur between 2 different colors and how they are **juxtaposed**. Blend colors that can be easily distinguished when used together.

A tip to see if you are using enough contrast for your website is to view the website in greyscale.



## ACCESSIBILITY & CONTRAST ON THE WEB

**WCAG** (Web Content Accessibility Guide) 2.0 provides best practice guidelines to ensure that the color contrast between foreground (text) and background is appropriate by using a ratio. This ratio depends on the size and weight of the text being used.

This difference in the brightness between two colors is indicated with a ratio between 1:1 (lowest possible contrast; white text on white background) and 21:1 (highest possible contrast; black text on white background or vice versa).

As a rule of thumb WCAG establishes a minimum ratio of **4.5:1**.

FAIL	PASS
<p>Text</p> <p>Ratio <b>4.03:1</b></p> <p>Text</p> <p>Ratio <b>2.01:1</b></p> <p>✖</p> <p><b>Insufficient</b> ratio for readability</p>	<p>Text</p> <p>Ratio <b>4.57:1</b></p> <p>✓</p> <p><b>Correct contrast ratio.</b> This allows for the text to be read on the screen easily.</p>



# CREATING YOUR OWN COLOR SCHEMA

The color schema is the first part of building a **style guide**. These colors will then be a reference when creating the visuals for buttons, headers, links and content.

The elements of an effective color schema include:

- **Picking primary**, secondary, etc colors
- **Having a base color** for general text (white, black)
- **Defining color weights** for each color
- **Providing information** on using each color

We will also add a **usage guide** for applying these colors with text, buttons, and components in later chapters.



## COLORS

Using triadic color options, the selection of **purple, green and orange** work well as primary, secondary and tertiary colors. Select base color as white or black for text.

## WEIGHTS

Defining colors with their weights and HEX values will help you select and use them correctly in the future.

	Primary	Secondary	Tertiary	Base
100	#ffbee5	#ffbee5	#ffbee5	#ffbee5
200	#ff9fda	#ff9fda	#ff9fda	#ff9fda
300	#de6ec3	#de6ec3	#de6ec3	#de6ec3
400	#9c4796	#9c4796	#9c4796	#9c4796
500	#901b79	#901b79	#901b79	#901b79
600	#7c0057	#7c0057	#7c0057	#7c0057
700	#68003e	#68003e	#68003e	#68003e
800	#590029	#590029	#590029	#590029



Aa

SAN SERIF

# HOW TO USE TYPOGRAPHY

Understanding typography helps us effectively use fonts and sizing for headers, paragraphs, buttons etc. We will cover:

- Typefaces and fonts
- Serif and sans serif
- Bold, italics, underlines and caps
- Letter spacing and line height
- Text color and contrast
- Sizing fonts and headers
- Font weights
- Legibility & readability
- Hierarchy

After completing this section, you will be able to do the following things with typography:

- Create your own typography schema
- Select fonts that work together
- Recognise ineffective use of font
- Understand how to use varied font



Typography  
is an art.

*Good  
typography  
is Art.*

— Paul Rand



# TYPEFACE

A typeface is a group or collection of related fonts.

When creating a website or application, we often pick one or two typefaces, one for our headers and one for paragraphs. In CSS, we refer to this as a **font-family**.

# FONT

A font is a specific type of style based on its typeface. **Styles** can include weights, italics, weights, etc.

Today there are dozens of font variations for every typeface. For example, weights can have thin, light, regular to bold and black.

# TYPEFACE

# Roboto

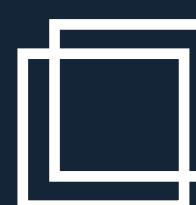
A popular typeface is Roboto which is commonly used on many websites. Due to its overuse, it is recommended to use a another typeface for a more unique feel, like Open Sans.

# FONTS

Roboto Thin  
Roboto Light  
Roboto Regular  
Roboto Text  
Roboto Medium  
Roboto Bold  
Roboto Black

Typography is two-dimensional architecture, based on experience and imagination, and guided by rules and readability.

– Hermann Zapf



# SERIF

Typography has 2 types of **serifs**: serif and sans serif. Serif fonts have more decorative strokes (referred to as “tails” or “feet”) at the ends of letters, while sans serif fonts do not.

## DO

- ✓ Do use serif font for **headers** text
- ✓ Do use serif for **hero** text
- ✓ Do set serif primarily for **larger text**



# Aa

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ



# SANS SERIF

On the web and in applications, we use **sans serif** font families as they are easier to read.

The exception is when we have large headers or decorative text for hero banners.

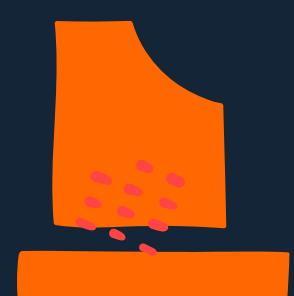
Always opt for using sans serif when possible.

## DO

- ✓ Do set **paragraphs** to use sans serif fonts.
- ✓ Do set **small text** in labels with sans serif.
- ✓ Do use sans serif for **mobile applications**.

## DON'T

- ✗ Don't use sans serif for large text as it reduces style, flair and emotion.

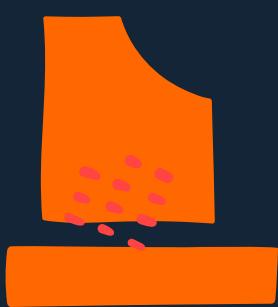


# SERIF

# Aa

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

# SANS SERIF





# BB

## BOLD

For websites and applications, we recommend **only bolding** the essential text in your paragraph. This can be for a link, or to emphasize an important message, or a warning. Overuse of bold text can make sentences and websites overwhelming for users.

Bold text is useful when using smaller font sizes, or on buttons or backgrounds with strong contrast.



Life  
lies in being  
**Bold**

### DO

- ✓ **Do** use a maximum of one or **two bold items**

A common place we might use bold is to identify when certain text is a link or not.

On a login screen, we could bold the word '**Login**' but not the 'forgot password' link.

### DON'T

- ✗ **Don't** use bold too often in texts

**Too many** bolded links or bolded text on a page will **dilute** the emphasis or importance of the text.

It **might** also **overwhelm** the user.

— Robert Frost

# Ii

## ITALICS

Italics are generally reserved for *testimonials*, *references*, or to emphasize a statement in a paragraph so that it stands out.

Avoid using italics where possible. Use regular text where you have a label or button.

### DO

Italics can be used to emphasize a statement, feeling or expression, or to *add character* to your text.

- ✓ Do use it on one item to make it stand out.
- ✓ Do use it for quotes or testimonials.

If you can design one thing, you can design everything.

- Massimo Vignelli

### DON'T

*Using italics for a full paragraph makes it very difficult to read and you can lose the message you wish to convey.*

*Submit*

- ✗ Don't use italics for buttons.
- ✗ Don't use italics on everything line/text.
- ✗ Don't use italics links, they are difficult to spot.

**BE BOLD  
OR ITALIC  
NEVER REGULAR**



# UNDERLINE

In the early days of the internet, underlined text was predominantly used to representat hyperlinks. .

Today, the design preference is to underline text to add emphasis to important text.

Hyperlinks are now often represented by using different text color or weights.

## DIFFERENT TYPES OF UNDERLINE

There are many types of underline that can be used to add some creativity to important elements or when hovering over a hyperlink.

Default Underline

Double Underline

Dotted Underline

Wavy Underline

### DON'T

**On some sites** like [Wikipedia](#), there could be many **hyperlinks** in a single **paragraph** that can be **overwhelming**.

✖ **Don't** underline hyperlinks.

### DO

Use a [different color](#) for hyperlinks and underlining for a **core statement** to have a much better effect.

✓ **Do** use underlining for emphasising text.

### DON'T

**Important Header Title**

✖ **Don't** overuse underlines on large text.

### DO

In situations where you do have a [hyperlink](#), apply the underline on the [hyperlink](#) hover

✓ **Do** use underlining for the hyperlink hover.



# CAPITALIZATION

Use capitalization to **DRAW ATTENTION** to significant text.

When styling for a blog or information rich page, you can capitalize **titles** or **header text**, but not paragraphs or body text where it might be overwhelming.

Capitalization is safe to use for components like buttons, labels, and toasts when alerting for important messages.

## DON'T

A FULL SENTENCE WRITTEN IN CAPS WILL APPEAR UNPROFESSIONAL.

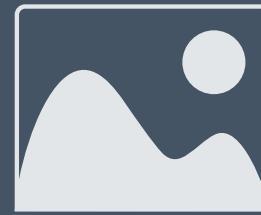
- ✖ **Don't** use all caps for a full sentence.

## DO

Having an alert or warning needs attention for the user, **WARNING** them of a delete.

- ✓ **Do** use it on one item to make it stand out.

TITLES CAN OFTEN BE SAFE TO USE ALL CAPS



## DO

- ✓ **Do** consider capitalizing some headers and titles to make them stand out.
- ✓ **Do** occasionally capitalize buttons or labels to emphasize or draw attention to them.

LOGIN

SMALL LABEL

ATTENTION

A↔B

# LETTER SPACING

Letter spacing is the space between each letter. It often does not need to be changed for regular font sizes.

Consider changing the letter spacing when you increase the font size. As a general rule, use less spacing between letters in **larger** font sizes.

Places to consider adjusting letter spacing include:

- Hero section
- Banners
- Large titles
- Headings
- Large font families

This enables text to be read more easily and allows more room for other components like banners or headers.

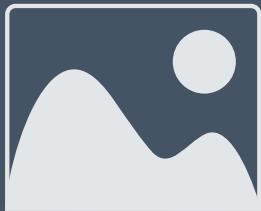


Large Header

DON'T

- ✖ Don't have letters for headers spaced too far apart.
- ✖ Don't reduce letter spacing to the point where there is no gap between the letters.

Large Title Text



DO

- ✓ Do reduce letter spacing for text above +64px by a small amount such as **-0.025em or -1px**.
- ✓ Do use consistent letter spacing throughout the design.

A  
↑  
B

# LINE HEIGHT

**Leading** is the technical term for the line height of text.

Good line height gives more space for paragraphs and less for headers, making them visually easier to read.

Poor leading can give the appearance that the content is disjointed, which may make the content more difficult to follow and users to quickly lose interest.

As line height increases by default relative to size, it is recommended to reduce the line height with increasing text size. Consider the –

- **Size of the font.** Larger fonts require less leading
- **Length of the lines.** Longer lines need more leading
- **Amount of text.** More text needs less leading
- **Purpose of the text.** Most headlines require less leading than paragraphs or body text

“Too much line height will cause the text to feel too far apart to be readable.

## PARAGRAPHS

### DON'T

✖ Don't set line height >1.75 for paragraphs

### DON'T

✖ Don't set line height >1.75 for paragraphs

## TITLES / HEADERS

Headers use less leading.

### DO

- ✓ Do reduce line height to around 1.15
- ✓ Do set paragraph body line height to 1.5

Titles should fit closely

Regular paragraphs should have just enough line height to be readable.



aa

# FONT SIZE

Font size for a website **must be readable** no matter the device or viewport.

There is no “ideal” or “perfect” font size, but a good starting point is 16px. From there, you can adjust as needed based on the specific font you are using and the overall design of your website. For example on larger screens you can even increase this to 18 or 24px.

Remember that not all fonts are created equal. Some fonts are easier to read at smaller sizes, while others are more difficult. Consider –

- **The amount of text on the page:** If there is a lot of text on the page, it may be necessary to increase the font size to make text more readable.
- **The target audience:** If the website is aimed at older users, it may be necessary to use a larger font size.
- **The website’s overall design:** Increase the font size if the website has a lot of other visual elements.

## FONT SIZE FONT SCALING

When creating sizes for H1, H2, etc, use the **Modular Scale** system to calculate font sizes for your text.

It is based on the harmonious relationship of sizes, making it easy to find the right px amounts quickly.

### Header 1

### Header 2

### Header 3

### Header 4

### Header 5

Regular paragraph, avoid using lorem ipsum as filler text.

Small labels, placeholder text above inputs, or other small alerts.

- **Use** 3.125em / 50px for H1
- **Use** 2.618em / 42px for H2
- **Use** 1.931em / 30px for H3
- **Use** 1.618em / 25px for H4
- **Use** 1.194em / 19px for H5
- **Use** 1.0em / 16px for body P
- **Use** 0.667em / 11px for small

## TIPS

To learn more about the Modular Scale and how it uses the golden selection to identify the best sizing options for headers and text, visit the link below.

<https://www.modularscale.com/>

# FONT SIZE PARAGRAPHS

Start with using a larger paragraph font size for desktop devices and then reduce the size only slightly for tablets and mobile devices.

## DESKTOP

Desktop screens are larger, wider and closer to people's faces, so ensure you use larger fonts. It will make text easier for people to read and absorb the content that is provided to them.

18-24 px with 0% reduction

## TABLET

Tablets offer an option between desktop and mobile. Slightly shrink font sizes to keep the design closely related to the desktop version

16 px 10% reduction

## MOBILE

Mobiles have limited space, reduce the size of fonts to keep content for users readable.

14 px 25% reduction

# FONT SIZE HEADERS

The header font size looks best when it does not break a line. It undergoes a large reduction of size, up to 50%, for smaller device viewports, compared to paragraphs (which reduce by only about 25%).

## DESKTOP

Large Header 1  
Medium Header 2  
Smaller Header 3

64 px -0% reduction

## TABLET

Large Header 1  
Medium Header 2  
Smaller Header 3

30 px-50% reduction

## MOBILE

Large Header 1  
Medium Header 2  
Smaller Header 3

25 px -20% reduction

## DO

- ✓ Do use font size for body paragraphs between 18-24px.
- ✓ Do reduce font size for smaller viewports by 10-25%.

## DON'T

- ✗ Don't start with small desktop fonts of below 16px.
- ✗ Don't use excessively large font sizes of above 30px for text.

## DON'T

- ✗ Don't set header size to be the same as paragraph text.
- ✗ Don't oversize headers so that a line break occurs.

## DO

- ✓ Do use larger font size for desktops and tablets.
- ✓ Do significantly reduce header sizes for smaller devices.

aaa

# FONT WEIGHT

Font weight is more than just bolding text. Fonts like Roboto provide a variation of weights, including light, regular, **medium**, and **black**. You can utilize font weight in headers for different effects or to make specific text stand out.

## DO

- ✓ Do increase font weight on small text.
- ✓ Do reduce font weight as text size increases.
- ✓ Do combine font weights in large text to make certain words stand out

Small text like labels, toasts or on buttons, benefit from being in bold so that they are easier to read.

The larger the font  
The less weight needed to look good.

Use **combinations** to your advantage!

## Overwhelm large & loud

When the size of font gets smaller, it can become more difficult to read.

## DON'T

- ✗ Don't overuse bold on large text.
- ✗ Don't use very light weights on small text.

Thin  
Light  
Regular  
Text  
Medium  
Bold  
Black

# LEGIBILITY

Legibility is ensuring text is as **easy** to read as possible.

Good legibility is essential in web design and user interfaces because it helps users **locate** the **information** they need and navigate the website or app more easily. It can also reduce frustration and increase user satisfaction with the overall experience.

A number of factors affect legibility. These include: the type of device being used, the user's age, and any vision impairments they may have. For example, using a larger font size may be necessary for older users, or avoid clashing font and background colors for those with color-blindness.



In the previous sections we covered the use of types of font, font size, spacing, weight and color. Together, these aspects combine to create legible aesthetics.

Good legibility therefore involves:

- Using **easy to read** fonts for the user.
- **Consideration** of the user's age and any vision impairments.
- Using **capital letters** to emphasise important text.
- Using **dark text colors** for light backgrounds, and vice versa.
- Avoid using **busy patterns** of text behind busy images.



## Poor legibility

Using incorrect font families, weights, sizing, contrast and spacing.

### DON'T

- ✖ Don't use the same sans-serif font for your headings and paragraphs.
- ✖ Don't overdo contrast or spacing to try and fit all the text into a small area.
- ✖ Don't set the color or contrast too low for text.

### Great legibility



A good sentence needs to be large enough, with good contrast and line height.

### DO

- ✓ Do use sans-serif font that is smaller with only subtle contrast or opacity to the header.
- ✓ Do use serif for titles so that it stands out from the descriptive text under the title.

“ **Typography is two-dimensional architecture, based on experience and imagination, and guided by rules and readability.** ”

— Hermann Zapf

# TEXT HIERARCHY

Taking hierarchy into consideration involves **thinking** about how each piece of the text **relates** to the others around it.

This is important for legibility and findability, which in turn support usability and learnability for user experience.

The goal is to make it **easy** for users to **find** the **information** they need, when they need it.

For a login form, this would mean that the form fields and the submit button are at the top of the hierarchy, and the less important details (like the forgot password link) are at the bottom.

## User Login

Keep things simple for users without too many instructions

Username

Password

Submit

If you have forgotten passwords can be reset by [clicking here](#).

## TIPS

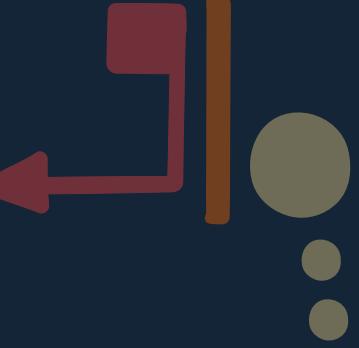
**Size** communicates hierarchy. The most important pieces of information are usually larger, while the least important are smaller.

**Position** the most important pieces of text are usually at the top of the page, while the least important are at the bottom.

**Colorful** text stands out from the others is seen first, while the least important are in a color that blends in.

**Bold** or **underlined** text is also seen first.

**Indentation** of text is also seen first.



tT

# CREATING YOUR OWN TYPOGRAPHY SCHEMA

To create a typographic schema, first choose a typeface or set of typefaces to use for the foundation of your schema.

Next select a few key text elements (such as headings, body text, and captions) and define how those elements should look.

Decide on a few additional rules, such as line height and spacing, that will give your schema a consistent, professional look. Consider the –

- **Typeface:** pick a font for headers and paragraphs.
- **Sizing:** decide on your H1-H6 and body text sizes.
- **Spacing:** define your line height and letter spacing.
- **Examples:** provide styled examples for typography and its use (see next page).

## EXAMPLE STYLE GUIDE TYPOGRAPHY

### Header 1

Roboto Light, 50px, 1.25 line-height #FFF

### Header 2

Roboto Regular, 40px, 1.33 line-height #FFF

### Header 3

Roboto Bold, 32px, 1.5 line-height #EEE

Regular paragraph, avoid using lorem ipsum as filler text.

↔ Desktop, Roboto, 24px, 1.5 line-height #EEE

Regular paragraph, avoid using lorem ipsum as filler text.

↔ Tablet, 18px, 1.25 line-height

Regular paragraph, avoid using lorem ipsum as filler text.

↔ Mobile, 16px, 1.15 line-height



# COMPONENTS

The **building blocks** of any website are components. These can be small and simple (like a button), or large and complex (like a carousel).

No matter their size or complexity, all components should be designed with the same care and attention. They include:

- Space, base units
- Grids
- Buttons
- Borders
- Shadows
- Icons
- Labels
- Dividers
- Forms
- Badges
- Cards
- Alerts / Toasts
- Tables
- Breadcrumbs
- Tabs
- Lists

There are four main aspects to consider when designing components –

- **Usability**: How easy it is to use the component..
- **Aesthetics**: The visual appearance of the component.
- **Functionality**: The way the component works.
- **Accessibility**: The ability for everyone to use it.

“ MAKE IT  
**SIMPLE**  
BUT  
**SIGNIFICANT**  
— Don Draper



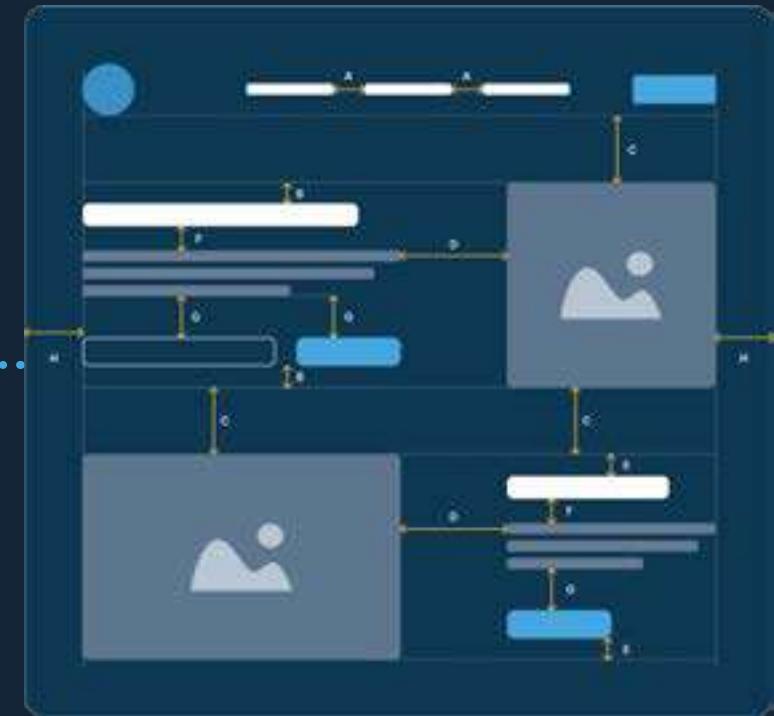
# SPACING

Spacing, or a **spatial system**, is the amount of room or pixels inside, outside, and around elements.

Although spacing is technically not a component, it is critical to ensure that all components are consistently designed.

Spacing applies to margins, padding and distance from elements and sections. To make a design look good, having predictable spacing is necessary.

- **Consistency:** Having all elements adhere to the same spacing rules creates a cohesive design.
- **Margins and padding:** These define the amount of space around elements.
- **Distance:** used in visual hierarchy and to draw attention to certain elements.
- **Accessibility:** The ability for everyone to use it.
- **Gutters:** These are the spaces between columns in a grid system.



## TIPS

If you are unsure how much white space to use, start your design with generous amounts of white space, and slowly reduce this amount until you reach a point you feel comfortable with.

It is easier to remove white space when it is abundant than to add white space when there is too little.

Define spacing early on in your project, and use the standards set for negative spacing, components, typography and icons.

[Set](#) and use the space system you create.

Be consistent with how you apply spacing throughout your project. If one button has 30px padding, they all should.

[Set](#) space the same for all components.



# SPACING BASELINE UNITS

We can set a **baseline unit** to be applied to elements like grids, keylines, padding and more.

We use increments of this baseline unit to ensure consistent spacing throughout the design.

Common spacing options include **4 point** and **5 point** systems, where a component has increments of 4, 8, 12, or 5, 10, 15 set for spacing.

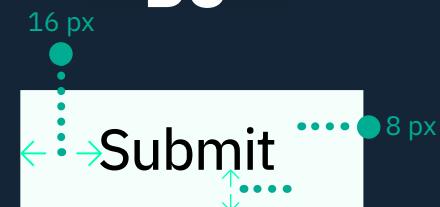
## DON'T

Discard

Inconsistent spacing can look unprofessional.

⊗ **Don't** use variable spacing (eg. 1,3,11,9) for each side element

## DO



Using 4 point system, spacing can be consistent.

⊗ **Do** use increments of (4, 12, 24) for equal spacing on top, bottom, left, right.

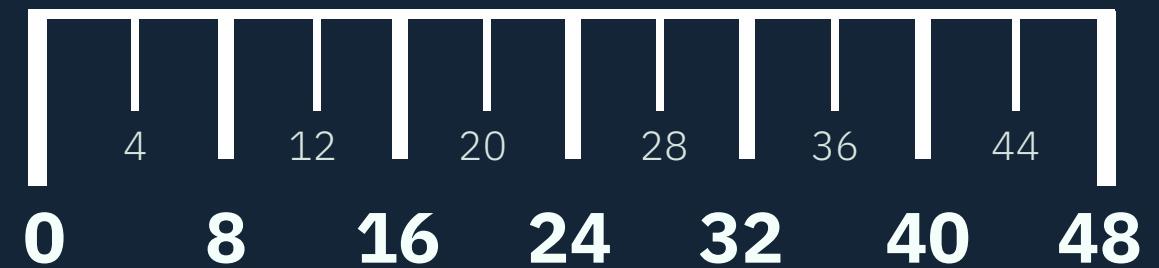
## 5 POINT SPACING

Five unit increment variations are used for all spacing options.

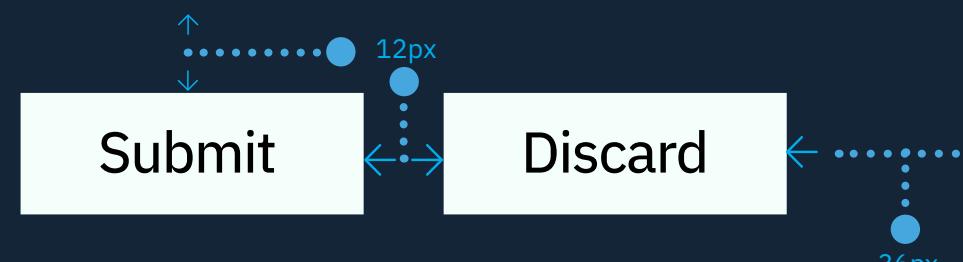


## 4 POINT SPACING

Four unit increment variations are used for all spacing options.



## TIPS



The baseline unit can also be used to measure space between elements. Use 12 px of space between buttons and other elements.

Set all margins, paddings, and space between components in increments of 4.



# SPACING GRIDS & COLUMNS

**Grids** and **columns** should have consistent spacing based on the **baseline units**. These keep things aligned correctly and positioned aesthetically.

Twelve column design is often used for websites and a repeating grid structure is used for applications.

When placing elements on the page, place them within the grid or columns. Use baseline units to set gutters as well.

**DON'T**



 Inconsistent width between elements can appear clumsy.  
**Don't** manually set widths for elements on a single row

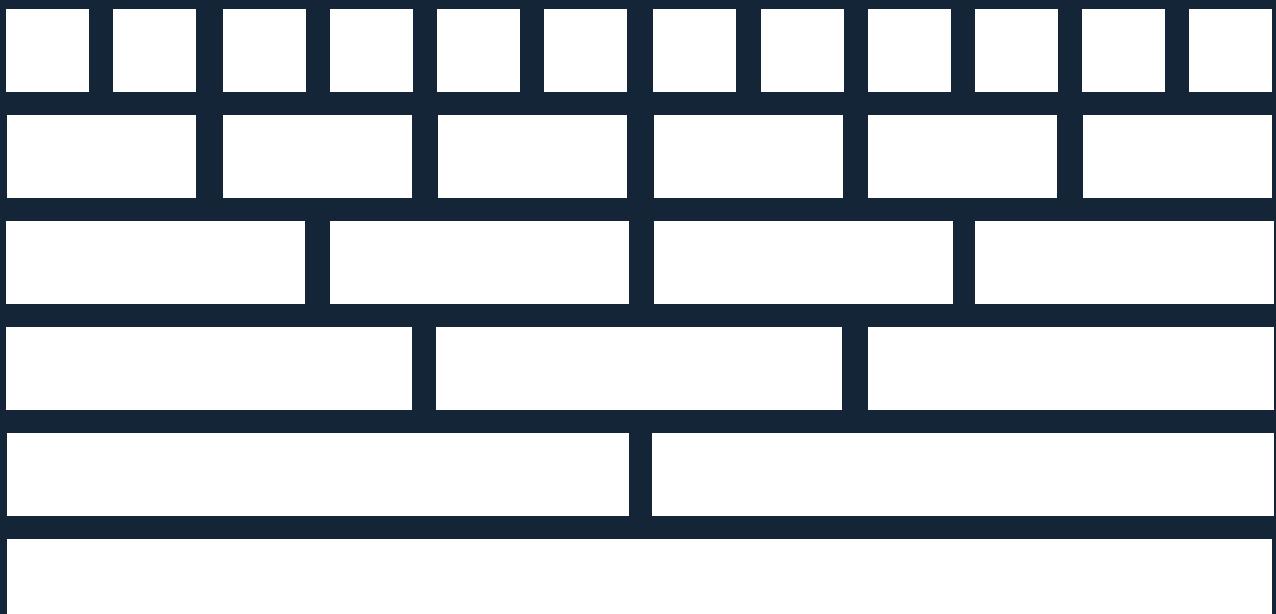
**DO**



 Using 3 columns provides consistent sizing to provide a clean look.  
**Do** use pre-set column sizing to keep elements width and gutters uniform



## 12 COLUMN DESIGN



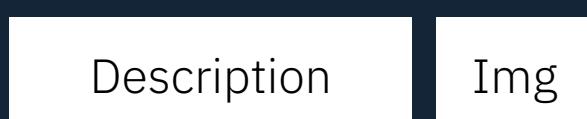
### HEADER & MENU



### CALL TO ACTIONS



### FEATURE #1



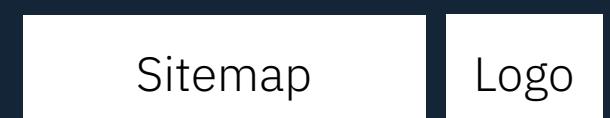
### FEATURE #2



### NEWSLETTER



### FOOTER



# BUTTONS

Buttons are elements that when pressed, allows the user to perform an action. The design of a button depends on the priority of the resulting action and will determine how visible it should be on a website or application.

The 3 main types of buttons are:

- **Primary button**

This button is the main action you want a user to take.

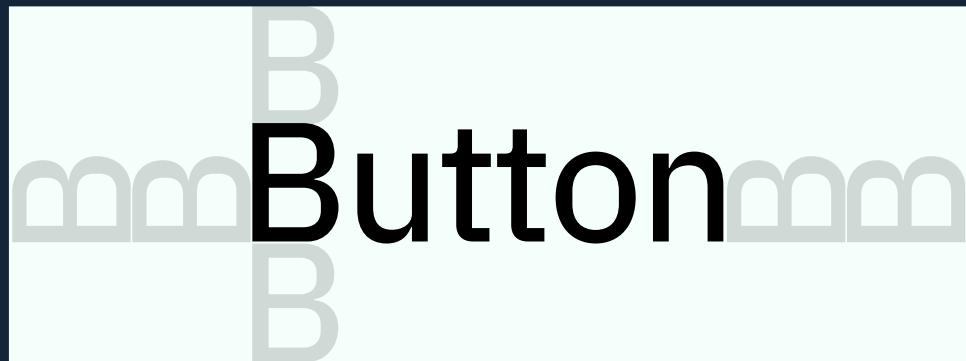
- **Secondary buttons**

Alternative actions a user can select.

- **Tertiary buttons**

Passive actions which are rarely used.

Design considerations for buttons should include ample space for users see and select them. This means having more padding around text, along with clear colors that contrast against the background of a website or application to make the button stand out.



## TIPS

For effective button spacing - set 1 EM padding for the top and bottom, and 2 EM padding to the left and right

### DO

#### Button

Change the font size and padding using EM values

- ⌚ **Do** resize font size together with button padding to retain legibility on different viewports .

### DON'T

#### Button

Small buttons can be difficult to click for desktop and mobile users.

- ⌚ **Don't** use less than 14px for the font sizes on button text.

## Primary

## Secondary

## Tertiary

**Primary buttons** use vibrant colors and are larger to signify the main action you want a user to take. Avoid having multiple primary buttons on a page.

**Secondary buttons** use more subtle colors and often have smaller and lighter backgrounds to reflect they are alternative actions users can take.

**Tertiary buttons** use simple outlines or no background because they are the least important actions users take.



# BORDERS

Use **borders** to help separate information or content.

You can apply **borders** to buttons, sections, containers, menus and other elements. However, too many borders can cause the user interface to feel overwhelming.

## DON'T

Too much color or focus takes attention away from content.

 **Don't** make borders too light or dark in contrast to their background

## DO

A subtle border color allows attention to remain on content.

 **Do** reduce the opacity or color of a border to allow content to be more in focus.

## TIPS

The more content or sections you have, the more borders can help to separate them.

 **Set** only minimum use of borders when possible. One line can do better than a whole border box.

Keep borders light and simple to ensure they help separate information sparingly.

## NAVIGATION

Apply a border to specific text (border bottom) to show an active item on a header menu.

Home      About      Features      Contact

## FORMS

Use borders to help show active forms or to place focus on inputs.

First Name...

AI

## CURVES

Border radius adds curves to a border. If your design uses this aesthetic, you can apply it to the buttons, inputs and components as well

Email Address...

Signup

## NO BORDERS

When in doubt, do not add borders. Less is always more.

First Name...

First Name...

# SHADOWS

Shadow is an effect we can apply to components to draw attention to them. Adding shadow to an element also **adds depth** to allow it to stand out.

Often, the darker and larger the shadow, the more depth. Shadows should be applied gradually in minimal amounts.

You can also consider removing any component borders as the shadow will work to outline the element.

Shadow can be applied to:

- Hover effects over a button to indicate it is an action
- Show a form is active and ready for input when clicked
- Cascade or overlap elements, with important elements at the top
- Separate different sections of the user interface.

Use online resources to improve your shadows. The following site by Brumm is an excellent resources to create shadows: <https://brumm.af/shadows>

## DEPTH WITH SHADOWS

Add **shade or tone** to the box backgrounds to emphasize components. Creating darker and heavier shadows with an offset on the Y axis will create additional depth on a page.

0 Depth

1<sup>st</sup> Layer of Depth

2<sup>nd</sup> Layer of Depth

**box-shadow:**

0px 0px 0px 0px rgba(0,0,0,0);

**box-shadow:**

0px 5px 10px 0px rgba(0, 0, 0, .15);

**box-shadow:**

0px 7.5px 15px 5px rgba(0, 0, 0, .45);

**DON'T**

Harsh Shadows

✖ **Don't** set opacity of shadows to full and use them with borders.

**DO**

Subtle Shadows

✓ **Do** use light shadow without a border. A box shadow opacity of about 0.15 is great.



# ICONS

Add **icons** to elements like action buttons or labels (see next section) to provide your user visual information on what the button does or what the label means.

Only add icons to aspects of the interface that you want your user to notice. Avoid overusing icons, as too many can cause the interface to become overwhelming.

In some instances, you can remove text entirely & use icons.

## DON'T

✓ Save

✗ Discard

- ✗ **Don't** have different sized icons.
- ✗ **Don't** use icons larger or smaller than font.
- ✗ **Don't** use low contrast icons that are hard to see on a element background.

## DO

✓ Save

✗ Discard

- ✓ **Do** use similar style and keep the size the same as the text. (ie 18px font = 18px height icon)
- ✓ **Do** space icons around 1em away from text equally.



## TIPS

Add icons to forms requiring text input. For example, have a user icon next to the username input. [Set](#) icons next to text inputs to provide users with additional context.

Username

1



Password

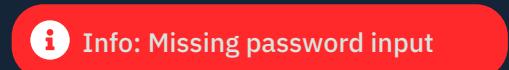
#

Submit

Forgot your password? Reset it by [clicking here](#).

3

2



## TIPS

Icon is used to signal data is missing and that the user' attention is required.

[Set](#) appropriate icons for labels to give user visual information on action required.

## TIPS

No icon was added to the submit button as too many icons can be overwhelming.

[Set](#) icons only when required. Too many can make a page feel clustered.

# LABELS

**Labels** provide feedback to your user on what is happening on the interface.

Labels remain hidden until they are needed to alert the user that their attention is required, or if the user has to complete specific tasks.

Keep **labels placed next to the item** they are related to and ensure the right color provides meaning.

- Error** something has happened that the user needs to know
- Success** action has been completed successfully.
- Information** that the user should be aware of.

The 3 common types of labels are – error, success and information. **Pick** the correct label for the the message you wish to display.

## DO

**i** Info Label: Make sure you read this label before the comments below.

Ensure that **information based labels are read first** by placing them before content. Messages such as a successful change, or requirements for a form should be placed at the top of the page.

**Do** place information based labels above content that it refers to.

## DON'T

When an error occurs, add **warning labels below the item** with the error. This allows the the element in focus to stay in position, while other content is pushed down by the warning label.

**i** Warning: Read this after an error to keep attention on element.

**Don't** add warnings at the top or bottom of a page, but next to the element they are related to.

## TIPS

When in doubt **always provide more information** to a user. Labels can be used for almost all situations user interaction. Pick the right color, write a useful message, and display it in the correct spot.

**i** Info: Notify the user with additional methods or context for their interactions.

**Set** the right color for messages, with useful information that helps the user.

# DIVIDERS

A **divider** can be used to separate content, including the content in the same section.

Dividers can take numerous forms, including:

- A single line
- Negative space
- Color
- Shadows

Examples of where dividers are used include separating the login from the register button, or group inputs in forms.

## DON'T

### Purchase Product

Size	Small
Color	Red
Variation	Kids

✖ **Don't** cluster lots of information together without dividers.

✖ **Don't** add dividers when there is no additional content such as below.

## DO

### Purchase Product

Size	Small
Color	Red
Variation	Kids

✓ **Do** add dividers where there are lots of grouped elements.

✓ **Do** add extra spacing between the divider and the elements.

## SINGLE LINE

A single line is the perfect divider to separate content. Reducing the line's opacity ensures it does not stand out too much as a diver to ensure focus remains on the content.

## COLOR

Use color to divide sections apart, especially in forms. This can allow you to group certain inputs together.

## NEGATIVE SPACE

Simply add space between content to divide them. If 15px is the standard gap, using 30 or 45px can be used to divide the sections.

## SHADOWS

Adding box shadows as a divider between content is a subtle approach with similar results to using color or negative space.



# FORMS

A **form** has several components that often lack style when using on a browser.

The components of a form should have similar style to each other and the layout of the site itself. Form components can include:

- Input
- Checkbox
- Button Groups
- Radio
- Textarea
- Submit

When forming the **user interface**, consider how to allow information to be easily read.

Labeling inputs and grouping sections can have a greater impact on the form itself than style or colors applied.

“ THE FUNCTION OF DESIGN  
IS LETTING DESIGN FUNCTION

— Micha Commeren



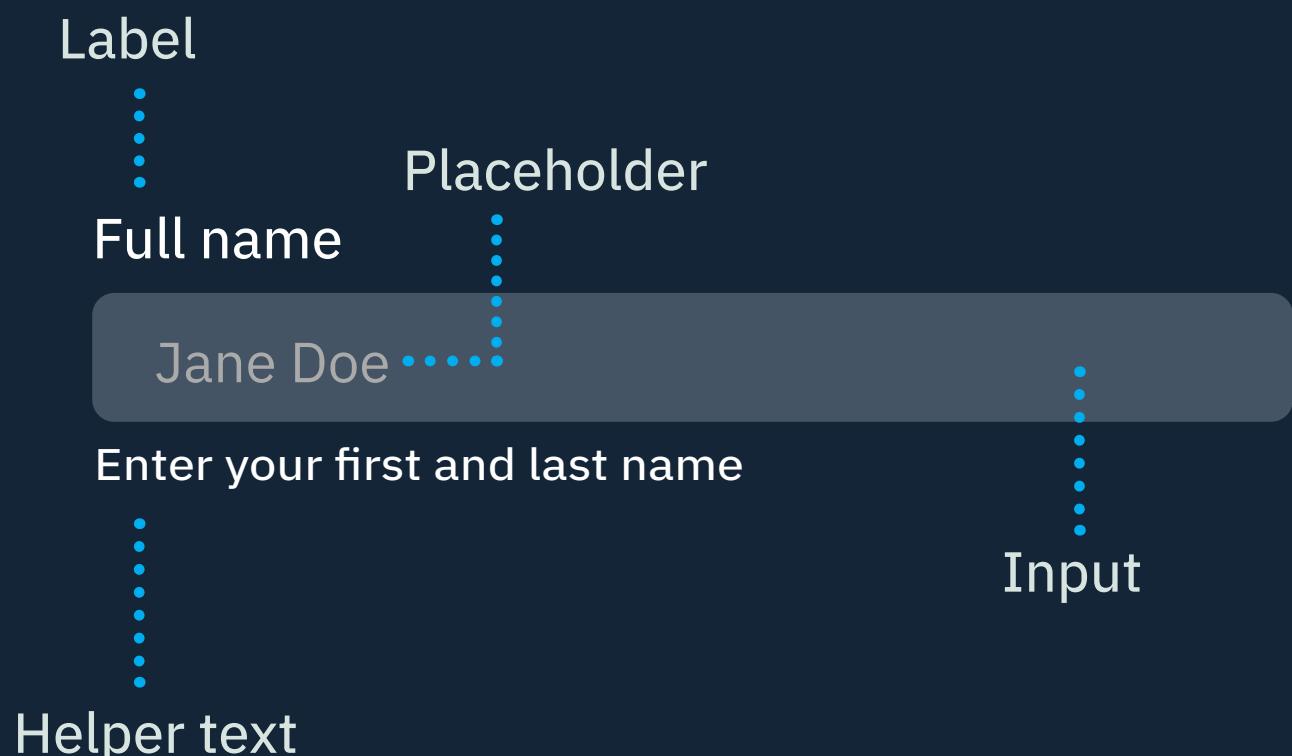
# FORM INPUTS

The text input components are form fields that are provided for user input of text information.

They are made up of three main UI elements:

- **Label** that titles the input item
- **Input** itself for entering the information
- **Helper text** to provide context or assistance for info

The design for a input form is best presented when you combine all three elements together.



# STATES

## DEFAULT

The default or active state is when you haven't clicked an input field and it is ready and waiting for action.

Email

name@mail.com

## FOCUS

The focus state indicates the user that the input is selected and that they can start typing.

Email

|

## DISABLED

The disabled state is when the user should know that it is there, but can't interact with it.

## VALID

The valid state is used to indicate the users that they have provided valid information.

Email

janedoe@mail.com

## INVALID

The invalid state is used to indicate the users that they have provided invalid information.

Email

janedoemail.com

Email should be in the format of example@mail.com



# INPUT STYLING

You can enhance their design by removing the border in place for a background color. This should be shaded darker than it's respective background. This allows you to further shade the background on hover, and focus states.

## DON'T

 Enter username...

Enter email...

Strong colors on inputs can cause them to look like buttons.

- ✗ **Don't** use overwhelming borders or colors for inputs.
- ✗ **Don't** set the placeholder color to the same color as input text
- ✗ **Don't** use icons or labels inconsistently.

## DO

 Enter username...

 Enter email...

A subtle background shade makes inputs stand out better.

- ✓ **Do** use shade or tint for inputs that can increase on hover and focus state.
- ✓ **Do** use opacity of at least 50% for placeholder text to make it passive.
- ✓ **Do** add icons to all inputs, or remove from all inputs to keep consistency.

## TIPS

 Adrian

**Error:** username already taken

 Adrian

**Confirmed:** username available

Outlines and labels with color can provide additional details about the users information visually.

- Set** colors in the border or background to indicate if a user input is correct or not.
- Set** corresponding label with the style change to acknowledge what happened.



# INPUT HOVER & FOCUS

Apply a different shade or outline to an input on hover or focus allows the user to know it was selected.

## DON'T

White hover input...



Black focus input...

✖ **Don't** dramatically change the style on hover, like having inputs go from white to black.

✖ **Don't** add extra styling elements like a border of 2px that changes the height or layout of an input

## DO

Enter username...



Enter email...

✓ **Do** add changes of only 5% - 15% for tint or shade added to the background of an input color change.

✓ **Do** take away styling that doesn't change height or width, such as having the border color the same as background color.

## DON'T

Zip Code

✖ **Don't** size text inputs larger than the expected content, in this example it's too large for a Zip Code, also the user loses track of the field because placeholder disappears after input is focused or has value.

## DO

ZIP Code

11400

✓ **Do** size the container proportional to the expected user input, also the placeholder is not replacing the label.

# BUTTONS VS INPUTS

The style for buttons and inputs can be confused if not properly designed. Ensure there is specific differences between a button and input.

## DON'T

Username...

Submit Form

✖ **Don't** use the same style for borders or background for a button and input.

✖ **Don't** add extra styling elements like a border of 2px that changes the height or layout of an input

## DO

Enter username...



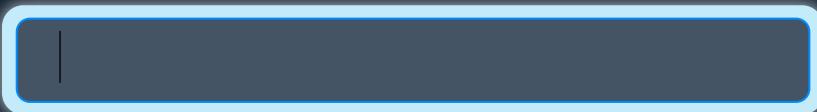
Enter email...

✓ **Do** add changes of only 5% - 15% for tint or shade added to the background of an input color change.

✓ **Do** take away styling that doesn't change height or width, such as having the border color the same as background color.

## TIPS

Email



Instead of using the outline property to indicate the focus state, you can use the box-shadow property which is more flexible and lets you achieve a better look.



# SIZING

Most use cases don't require more than 3 input sizes: small, default and large. As a good rule of thumb you can use the following defaults:

## SMALL

- Height / Horizontal padding ratio: 2 / 1
- Height: 32 px (2 rem)
- Horizontal padding: 16 px (1 rem)

Full Name



32px / 2rem

16px / 1rem

Jane Doe

## DEFAULT

- Height / Horizontal padding ratio: 2.5 / 1
- Height: 40 px (2.5 rem)
- Horizontal padding: 16 px (1 rem)

Full Name



40px / 2.5rem

16px / 1rem

Jane Doe

## LARGE

- Height / Horizontal padding ratio: 3 / 1
- Height: 48 px (3 rem)
- Horizontal padding: 16 px (1 rem)

Full Name



48px / 3rem

16px / 1rem

Jane Doe

## TIPS

### Full Name

I

Enter your first and last name

- Spacing between label, input and helper text should have a ratio of 2 / 1.
- Spacing from label to input: 8px
- Spacing from input to helper text: 4px

## DO

### Input with icon

When adding **icon's**, apply the same 1em of padding between it and the text following the input.

- ⓘ **Do** use the same spacing between the left and right padding as applied for icons and text.

## DON'T

### First Name

### Last Name

### Username

### Password

### Email

Having too many inputs grouped together is overwhelming.

- ⓘ **Don't** add lot's of inputs in a sequence with no space or grouping.

## DO

### Account Details

First Name      Last Name

### Login Details

Username

Password

Simple structure and layout makes a better user interface.

- ⓘ **Do** use labels and space to make inputs easy to see and enter.



# FORM CHECKBOX



The checkbox component is used to let the user select one or more items from a list.

It consists of three main elements:

- **Primary Label** that titles the group of checkboxes
- **Checkbox** itself for that can be have three states (checked, unchecked, or indeterminate),
- **Checkbox label** which should wrap the item and explain what it is.

By using checkboxes, users can easily select multiple items from a list without having to scroll through the entire list.

**Ingredients** .....

Tomato

Onion

Lettuce

⋮

Label

Label to group checkboxes

# FORM CHECKBOX STATES

## 1. UNCHECKED



The input checkbox is not selected, this is the default state.

## 3. INDETERMINATED



When using multi-level checkboxes, the parent category may appear in an indeterminate state if only some of the child items are selected. This means that the parent category is neither fully checked nor unchecked.

## 2. CHECKED



The input checkbox is selected.



**DON'T**

- ✗  turn off notifications.  pop-ups.
- ✗  Don't place multiple checkboxes on the same line
- ✗  Don't write confusing effects to "enable to turn off"
- ✗  Don't write the labels using lowercase and full stops

**DO**

- Turn on notifications
- Enable pop-up
- Do wrap the label around the clickable checkbox item
- Do frame the wording positively with labels
- Do start with a capital letter.

**TIPS**

### Ingredients

- Bacon
- Lettuce
- Mushrooms

You can give users a bigger hit target and clearer interaction cue by converting your checkboxes into check tokens.

# SIZING

16px / 1rem  Tomato  
8px / .5rem

Font-size 14px /  
.875rem

When designing for mobile devices, it is important to ensure that checkboxes are large enough to be easily tapped with a finger.

Both the checkbox and its accompanying label should be larger than they would be on a desktop device. This will make it easier for users to select the checkbox and complete the desired action.

25px / 1.5rem

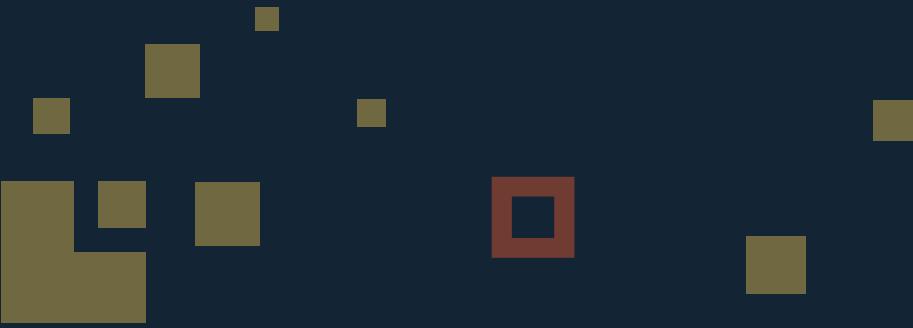


Tomato

Font-size 16px /  
1rem

“ DESIGN IS THE INTERMEDIARY  
BETWEEN INFORMATION  
AND UNDERSTANDING

— Hans Hofmann





# FORMS

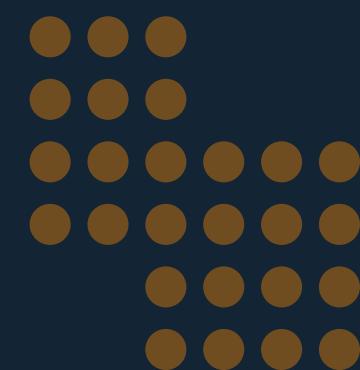
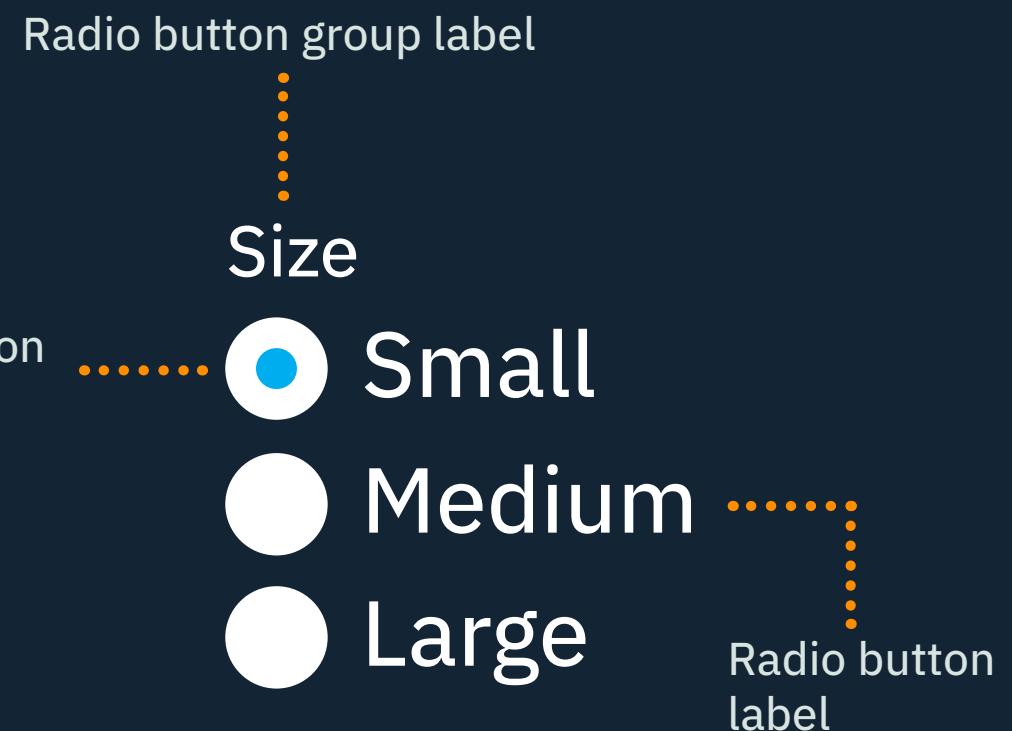
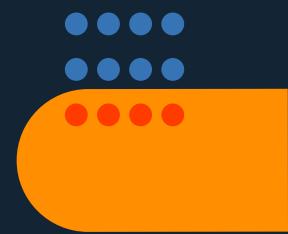
# RADIO

Radio buttons are a user interface element used to let the user choose one and only one option from a predefined set of mutually exclusive options.

They are made up of three main components:

- **Group label** to describe the group of options or provide guidance for making a selection
- **Input** to indicate the appropriate state (by default, an option is selected)
- **Label** to describe the information you want to select or unselect.

The main difference between radio buttons and checkboxes is that radio inputs allow the user to select only one item, while checkboxes allow the user to select any number of items.



# STATES

## SELECTED

The input is selected

 Medium

## UNSELECTED

The input is not selected

 Medium

## DON'T

What do you want on the burger?

- cheese with bacon
- Mayonnaise

- (✗) **Don't** have overflow to additional lines.
- (✗) **Don't** use confusing negative statements and similar option options.
- (✗) **Don't** forget to ensure the label wraps the whole item to allow the input to be clickable when selecting text.

## DO

Select account type

- User account
- Business account

- (✓) **Do** let text wrap beneath the radio button so the control and label are top aligned
- (✓) **Do** start with capital letter
- (✓) **Do** include mutually exclusive options
- (✓) **Do** use label tags as click targets

## TIPS

Difficulty

- Easy
- Medium
- Hard

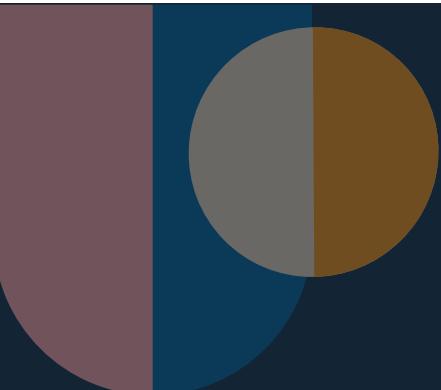
(✗) **Don't**

Difficulty

- Easy
- Medium
- Hard

(✓) **Do**

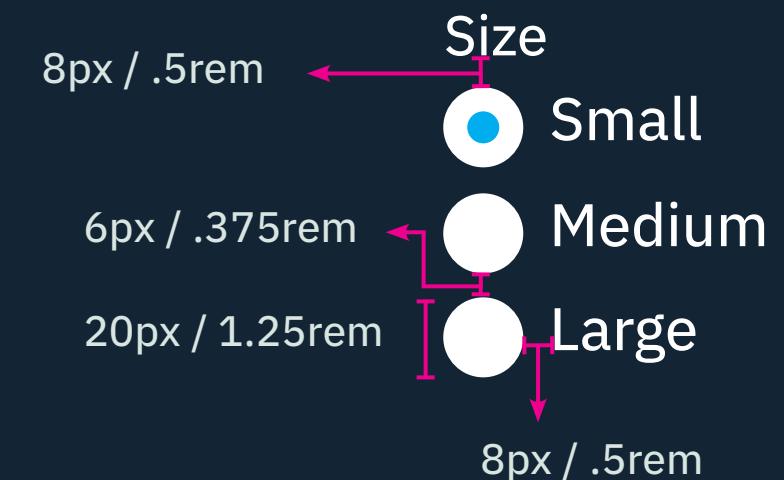
- Have the most common option selected by default whenever possible.
- When having less or equal than 5 options, use a radio button instead of a select (Dropdown), as dropdown menus require an extra step and they hide the options.



“ **BAD DESIGN SHOUTS AT  
YOU.**  
**GOOD DESIGN IS THE SILENT  
SELLER.**

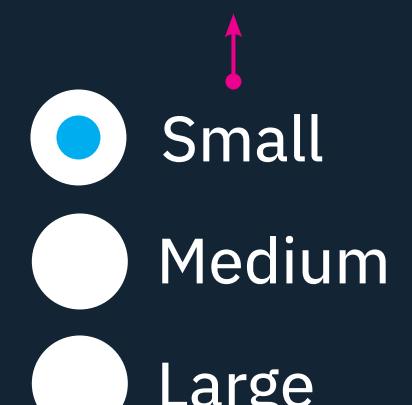
– Shane Meendering

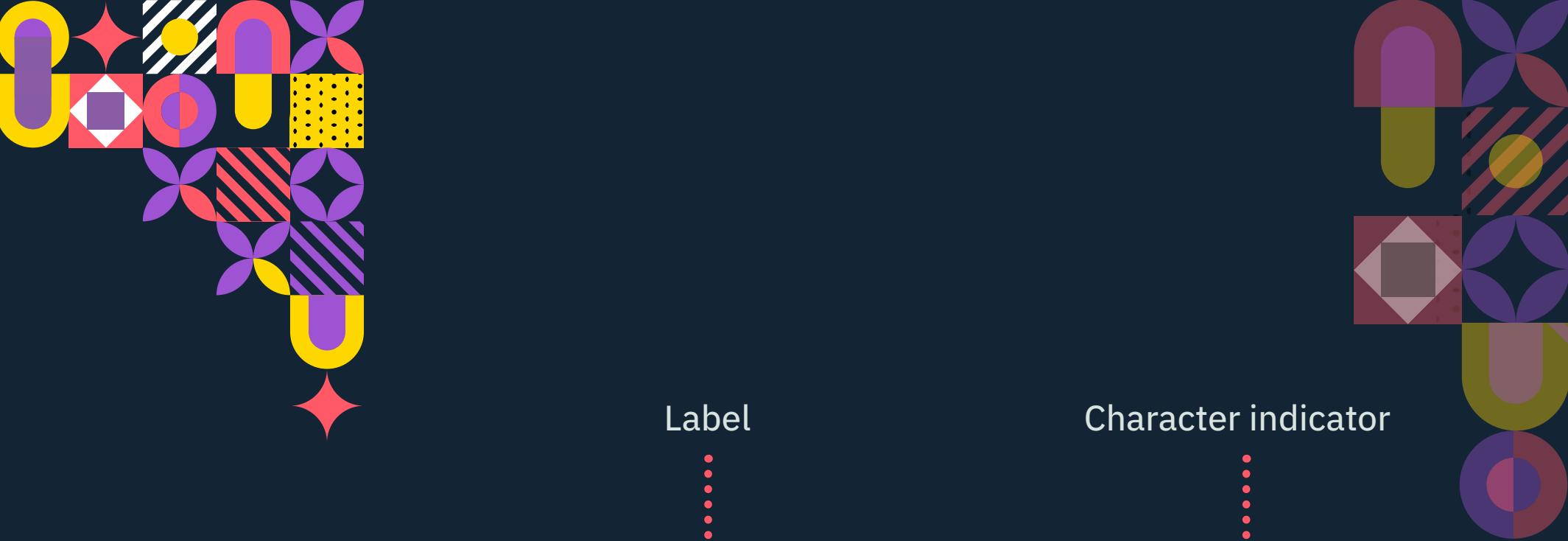
## SIZING



On mobile devices, it's important to make sure that the radio inputs are large enough for users to easily tap with their finger. To ensure a good user experience, both the radio button and its associated label should be increased in size.

Font-size 16px / 1rem





# FORMS

# TEXTAREA

Textarea inputs are used for freeform data entry, allowing users to type in multiple lines of text. They are made up of a number of elements including:

- **Label** to indicate the users the information requested
- **Character indicator** to inform character limit and how many are used
- **Multi-line input** to data entry
- **Help text** to give additional guidance about what to write

Unlike single-line input fields, textareas allow users to press enter to create a new line.

Label



Review your purchase

Character indicator



82/100

This product has completely surpassed my expectations. Keep up the excellent work!

Leave your comments here

Help text

Multi-line input

# INPUT VS TEXTAREA

## INPUT

Full name

Jane Doe

Enter your first and last name

One-line field

## TEXTAREA

Review your purchase 82/100

This product has completely surpassed my expectations. Keep up the excellent work!

Leave your comments here

Multiple-line field



## STATES

### FOCUS

The focus state indicates the user that the textarea is selected and that they can start typing.

Review your purchase 0/100

|

### VALID

The valid state is used to indicate the users that they have provided valid information.

Review your purchase 82/100

This product has completely surpassed my expectations. Keep up the excellent work!

### DISABLED

The disabled state is when the user should know that it is there, but can't interact with it.

Review your purchase 0/100

↙

### INVALID

The invalid state is used to indicate the users that they have provided invalid information.

Review your purchase 100/100

This product has completely surpassed my expectations. Keep up the excellent work! It's the perfect

Maximum 100 characters



# DON'T

Email

- ✖ **Don't** use textarea for single-value text
- ✖ **Don't** make a full page width textarea on desktop
- ✖ **Don't** rely on the placeholder text as label

# DO

Review your purchase

0/100

- ✓ **Do** use textarea for longform text, like ratings
- ✓ **Do** indicate users what is the maximum number of characters allowed
- ✓ **Do** pick an appropriate size for the textarea



# TIPS

Review your purchase

Maximum 100 characters

- When no text, make the message simply indicate the max number of characters

Review your purchase

This product has completely surpassed my expectations. Keep up the excellent work!

Maximum 100 characters (8 remaining)

- When you reach the limit, change the border to red; make any excess text a different color

Review your purchase

This product has completely surpassed my expectations, just what I was looking for. Keep up the excellent work!

Maximum 100 characters (111 too many)



# SIZING

When setting the size of a textarea, it's important to make sure that it is **proportional to the expected answer**. This helps guide the user to provide the correct response. If the textarea is too small, the user may be unable to provide the full answer, while if it is too large, it may appear intimidating or confusing.

Finding the right balance is key to ensuring a successful user experience. As a good rule of thumb you can follow this guidelines:

- **Height:** 100px (50 cols, 4 rows)
- **Horizontal padding:** 16 px
- **Spacing** between label, input and helper text should have a ratio of 2 / 1

8px /  
.5rem

Review your purchase

82/100

This product has completely surpassed my expectations. Keep up the excellent work!

Leave your comments here

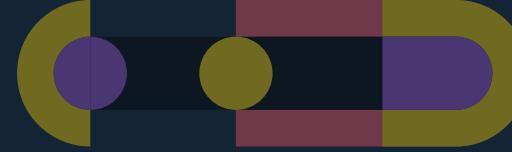
4px /  
.25rem

100px /  
6.25rem

16px / 1rem

“ **LOOK AT  
USUAL  
THINGS WITH  
UNUSUAL EYES**

— Vico Magistetti



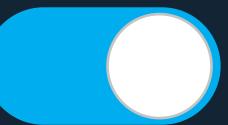
# FORMS TOGGLE

Toggle switches are digital on/off switches used to control options. They consist of two main user interface components:

- **Label** is the name of the option that the user wants to control
- **Toggle switch** to change the option state (on/off)

Toggle switches are a great way to give users the ability to quickly and easily switch between different settings.

Show average price



Label

Toggle switch

# STATES

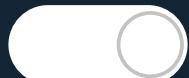
## ON

The toggle is turned on.



## OFF

The toggle is turned off.



## DON'T

Do you want to see average price?  
No  Yes

- ✖ **Don't** use “on” and “off” text next to labels as they introduce unnecessary clutter to the UI
- ✖ **Don't** use question labels
- ✖ **Don't** include the text “ON” and “OFF” within the graphic itself. It makes it harder for users to decode the current state

## DO

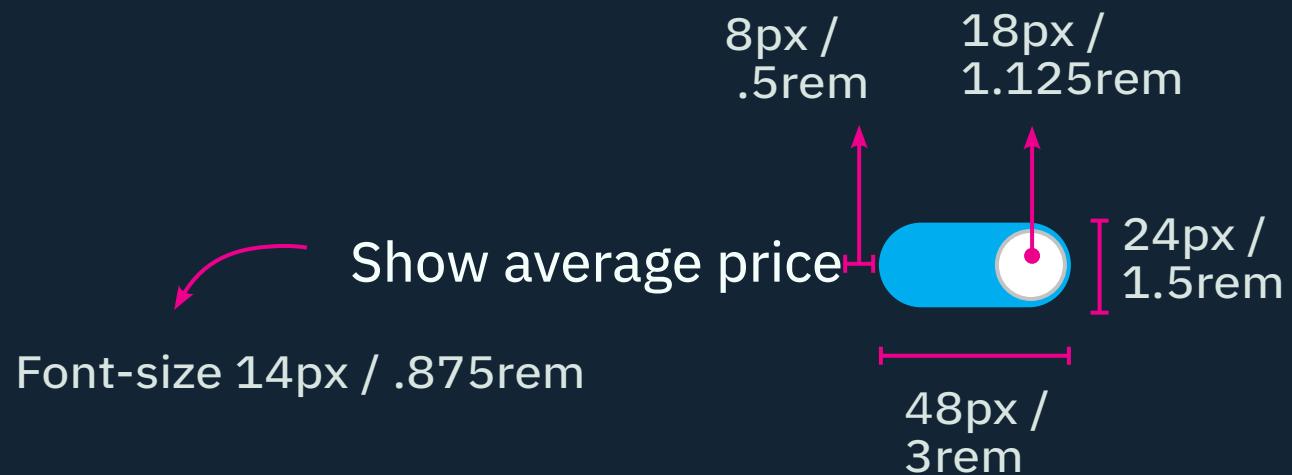
Show average price

- ✓ **Do** keep labels short and direct
- ✓ **Do** use a high-contrast color to signal state change

## TIPS

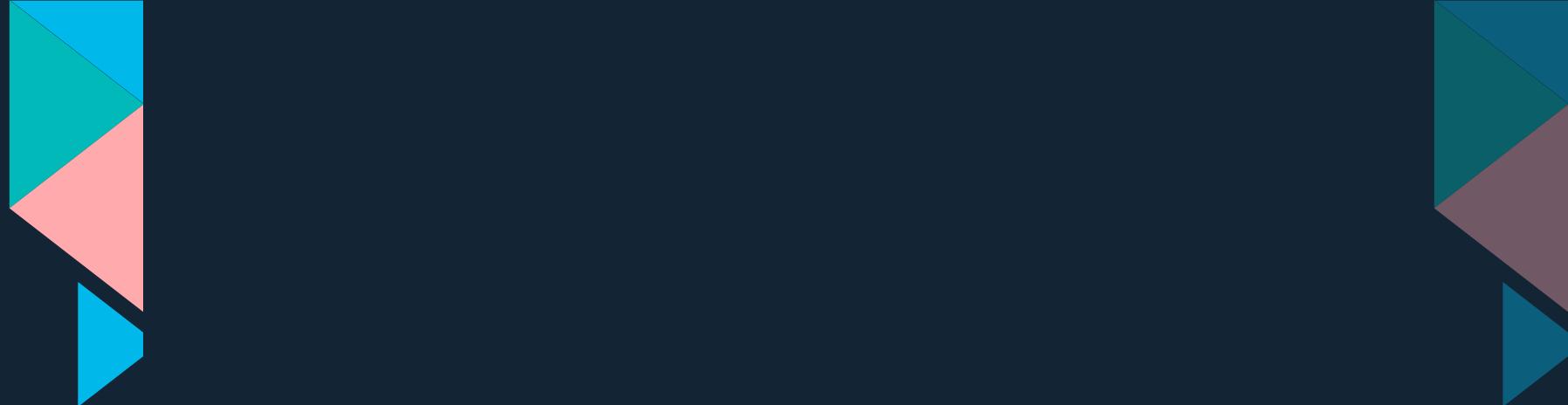
Toggle switches should take immediate effect and should not require the user to click Save or Submit to apply the new state.

# SIZING



“ PEOPLE  
IGNORE  
DESIGN THAT  
IGNORES PEOPLE

— Frank Chimero

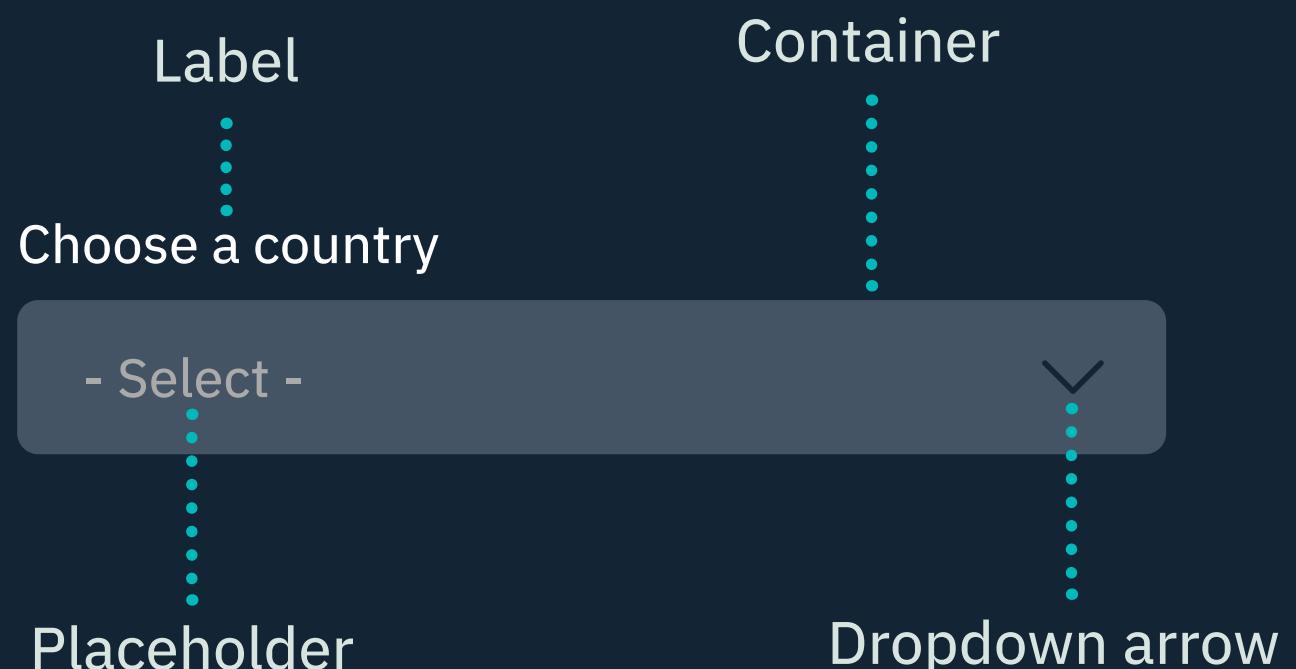


# FORMS DROPDOWNS

Dropdown boxes and menus are a great way to present a list of options to the user.

They consist of four main components:

- **Label** to describe the content of the dropdown
- **Container** that stores the list of options
- **Placeholder** to indicate what action should be taken
- **Dropdown arrow** to show that there is additional information hidden inside the container.



# SELECTED

This is how the dropdown should look like when an option is selected:

Choose a country

Australia

Selected item

# OPEN

This is how the dropdown should look like when is open:

Divider

Scroll bar

Choose a country

Afghanistan

Albania

Algeria

American Samoa

Menu item / option

Dropdown menu

# ERROR

This is how the dropdown should look like when an error occurs:

Choose a country

- Select -

Please complete this field

⋮

Feedback text

## DON'T

Turn on notifications?

Yes

- ✖ **Don't** have a default option selected here, user may be submitting something they wouldn't want to.
- ✖ **Don't** use dropdowns when you have less than five options.
- ✖ **Don't** increase cognitive load by adding unnecessary options.

## DO

Choose a country

- Select -

- ✓ **Do** use a select when you have five or more options. Otherwise consider using a radio button.
- ✓ **Do** list options alphabetically or in another logical order.
- ✓ **Do** use a generic 'Select' / 'Choose' and then the thing you want them to select.

## TIPS

Choose a country

United

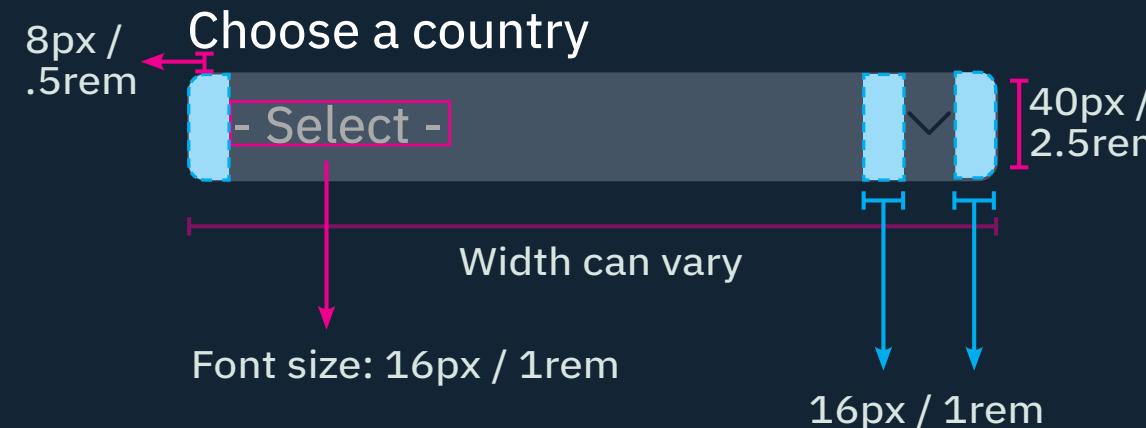
United Kingdom

United States

When having fewer options is not possible, consider using Type-ahead, so that the users don't have to scroll through all the options to find the one they need.

# SIZING

## Dropdown



OPEN

Choose a country

- Select -

Afghanistan

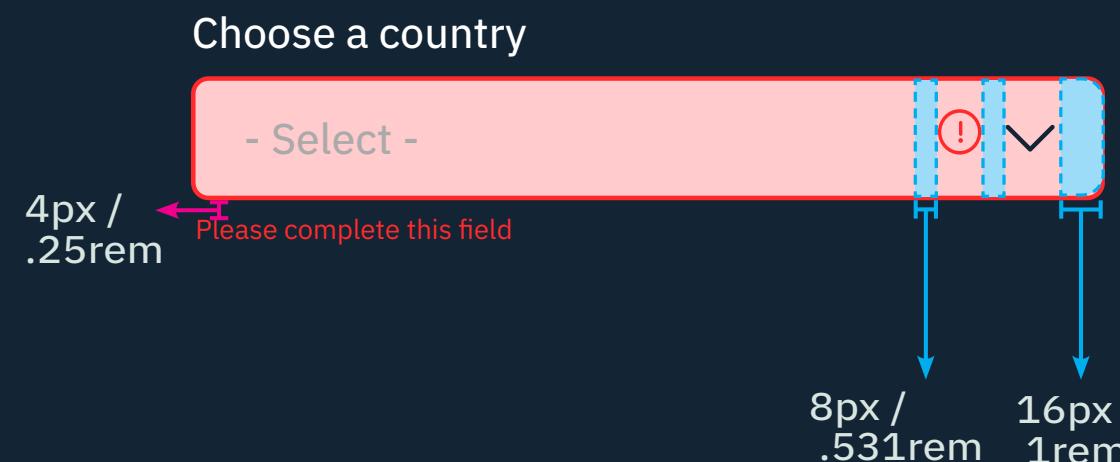
Albania

Algeria

American Samoa

1px /  
.06rem

## ERROR



# FORMS

## SUBMIT BUTTON

Submit buttons are an essential part of web design, as they allow users to submit form data to a website.

- Submit buttons are made up of two main components of user interface:

- **Label** to describe an action
- **Button** that performs the action in the label once it is clicked or tapped

When designing a submit button, it is important to make sure that the label is clear and concise, so that users understand what will happen when they click the button.

Additionally, the button should be designed in a way that is visually appealing and stands out from the rest of the page.

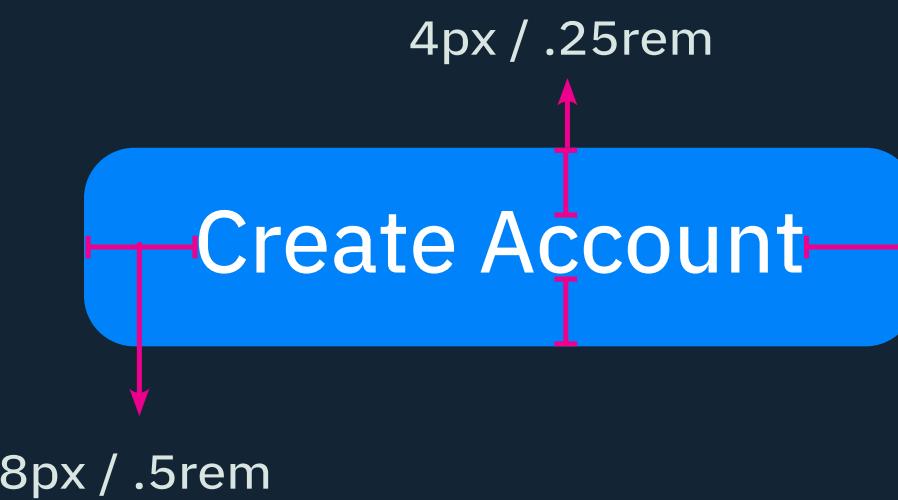
Button

Create Account

Label

# SIZING

- Horizontal / vertical padding ratio: 2 / 1



DON'T

**SUBMIT**   **Cancel**

- ✖ Don't use text that is technical, like "Submit".
- ✖ Don't make submit button similar to secondary action.
- ✖ Don't use all caps in a submit button, they decrease readability.
- ✖ Don't be redundant and use copy like "Create new account", it's implicit that creating something will result in something new.

DO

**Cancel**   **Create Account**

- ✓ Do describe exactly what the user is doing in their task.
- ✓ Do keep a clear difference between the submit button and secondary actions.
- ✓ Do put both primary and secondary actions at the bottom left of a form (the user's eye naturally come to rest at the bottom-left of a form).

## TIPS



### Your order:

1 Cappuccino  
1 Muffin

- 1 Place order
- 2 Save for later
- 3



### Your order:

1 Cappuccino  
1 Muffin

- 1 Save for later
- 2
- 3 Place order

✖ The user first reads “Place order”, then “Save for later” and then the user’s eye has to go back to “Place order” again.

✓ In this example the user reads “Save for later”, then “Place order”. Eye movement stops there because is probably the action they want to take.

Cancel

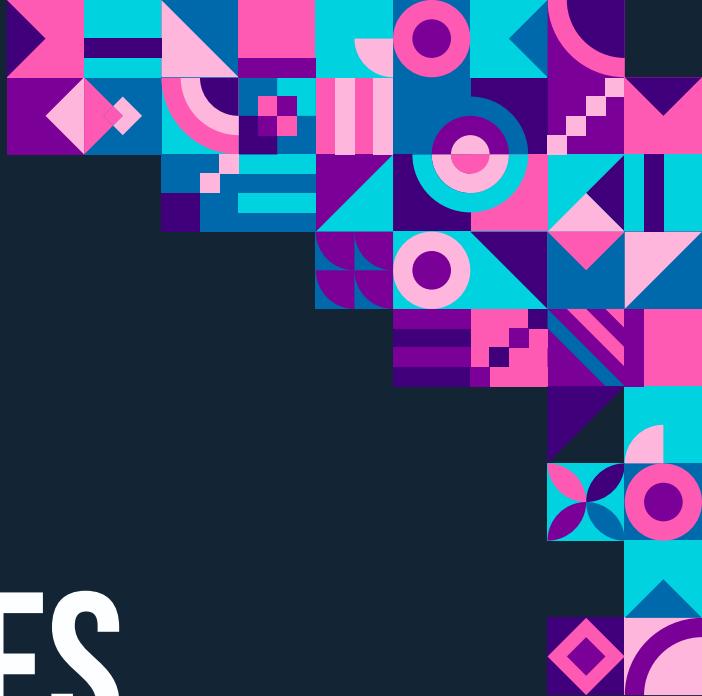
Loading



- Always indicate submission progress. After submit on click add a spinner on a button.

“ GOOD DESIGN IS  
OBVIOUS  
GREAT DESIGN IS  
TRANSPARENT

— Joe Sparano



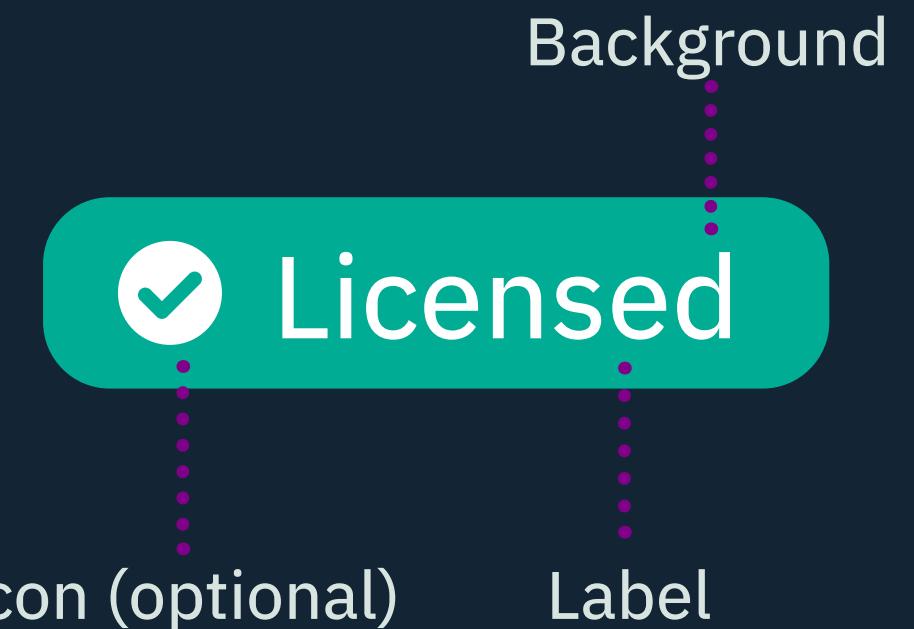
# BADGES

Badges are a useful UI element used to inform the user of the status of an object or action that has been taken.

They are composed of three main components

- **Label** that conveys the status of the object or action
- **Background** or container, to hold all the elements
- **Icon (optional)** for visual identification

Badges can be used to indicate completion of a task, progress towards a goal, or the current status of an item. They are a great way to provide users with quick and easily understandable feedback.



# TYPES OF BADGES

## POSITIVE

When designing positive badges, use a green background color to signify success.

Labels should be **clear and positive**, such as: approved, complete, success, new, purchased, or licensed. This will help to reinforce the positive feedback and create a more enjoyable user experience.

 Licensed

## NEGATIVE

When creating negative badges, it is important to use a **red background** color to clearly differentiate them from positive badges.

The labels should be clear and direct, such as “Error,” “Rejected,” “Alert,” or “Failed.” This will ensure that users understand the message being conveyed and take the appropriate action.

 Rejected



## INFORMATIVE

Incorporating informative badges into your web design can be a great way to provide visual cues to users.

When using badges, make sure to use a blue background color to help them stand out. The labels for the badges should be **clear and concise**, such as “active”, “in use”, “live”, or “published”.

This will help users quickly understand the status of the page or feature they are viewing.

 Live

## TIPS



A badge can be placed within a button or other items to be used as a counter.



## DON'T

### SHIPPED

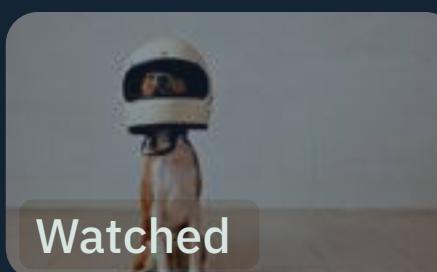
- ✗ Don't use more than one word whenever possible (only use two words for complex states like "Partially shipped").
- ✗ Don't use all-uppercase as it decreases readability.
- ✗ Don't use semantic colors and labels incorrectly.
- ✗ Don't add interaction to a badge.

## DO

### Shipped

- ✓ Do use short and scanable text.
- ✓ Do capitalize text.
- ✓ Do keep badges smaller in size than buttons, as they can easily be confused by.

## TIPS



Funny Dog Videos  
Mon, Aug 2, 3:00 PM

Badges should be positioned to clearly identify the object they're informing or labeling.

## SIZING

### SMALL

The small size is the default and most frequently used option.

3px / .188rem



8px / .5rem

Font-size: 13px / .813rem

### MEDIUM

Use larger sizes to create a hierarchy of importance on a page.

5px / .313rem



10px / .625rem

Font-size: 14px / .875rem





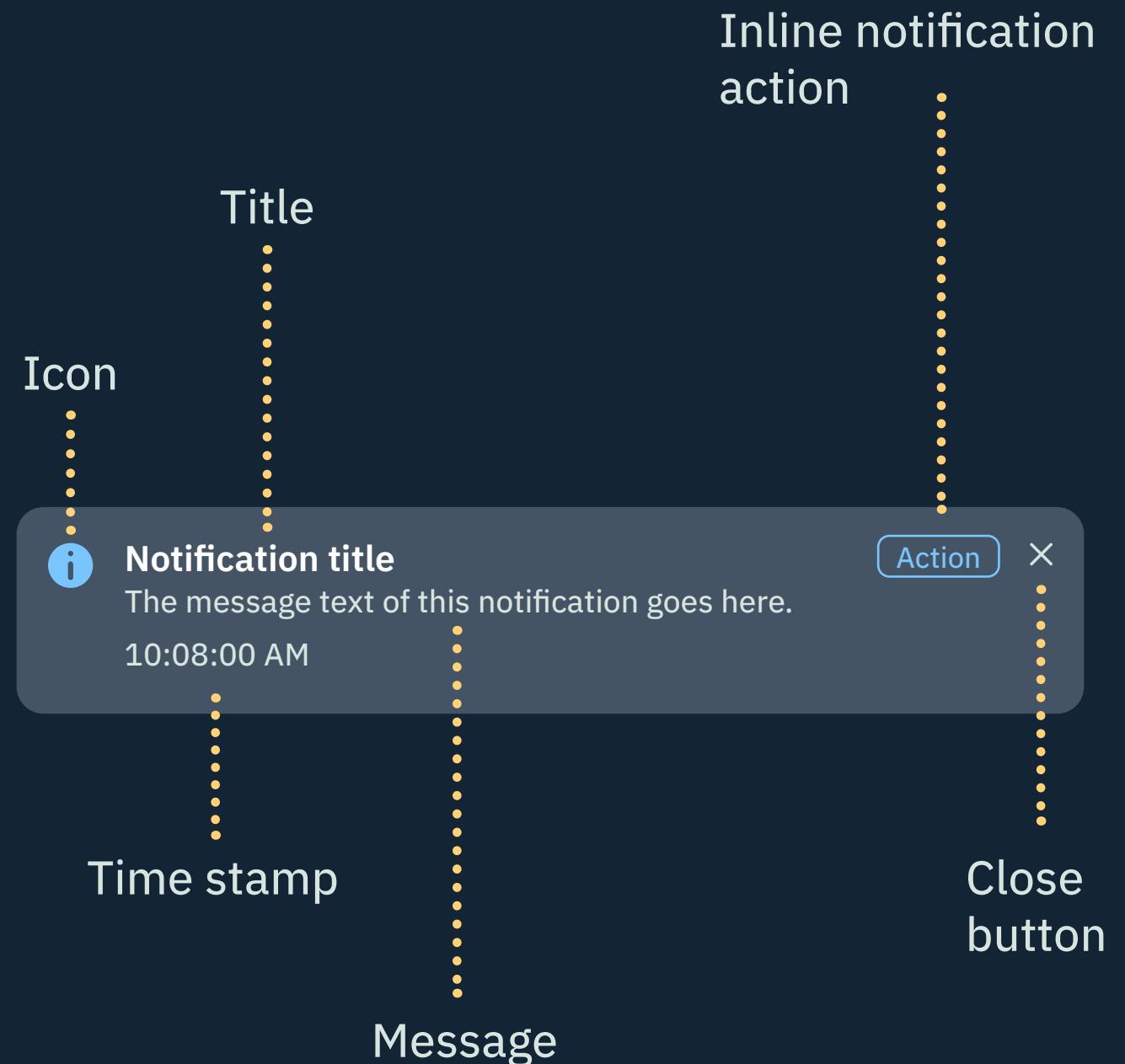
# TOASTS

## -ALERTS-

Toasts (or alerts) are notifications that provide **feedback** information to the user about a recent operation.

They should be used to inform users of updates or changes to system status, and provide immediate feedback of an action. This helps to build trust between the user and the system, and can be used to communicate success or failure of an action. They are made up of the following UI components:

- **Icon** to inform the user of the kind of notification at a glance
- **Title** to give users a quick overview of the notification
- **Inline notification action (optional)** is a ghost button or link that address users to to a page with further details
- **Time stamp (optional)** to show the time the toast notification was sent



# DON'T

 An error occurred  
Name is a required field.

- ✗ **Don't** use toasts alerts for form validation. In line notifications do a better job for this.
- ✗ **Don't** make toasts a permanent part of the UI, they should dismiss after five second and also users should be able to close them before that time window.
- ✗ **Don't** use toasts for marketing information or up sell.

# DO

 New release  
Version 3.1 is available. Update X  
10:08:00 AM

- ✓ **Do** use short and concise text.
- ✓ **Do** dismiss toasts automatically after 5 seconds on the screen.
- ✓ **Do** provide a close button.
- ✓ **Do** provide information on how to resolve the issue by including any troubleshooting actions or next steps.

# TIPS

 Success  
Your product has been successfully created.  
10:08:00 AM View Product X

When creating a new resource use the CTA button to take them to the newly created entity.

 **Notification title 1** Action X  
The message text of this notification goes here.

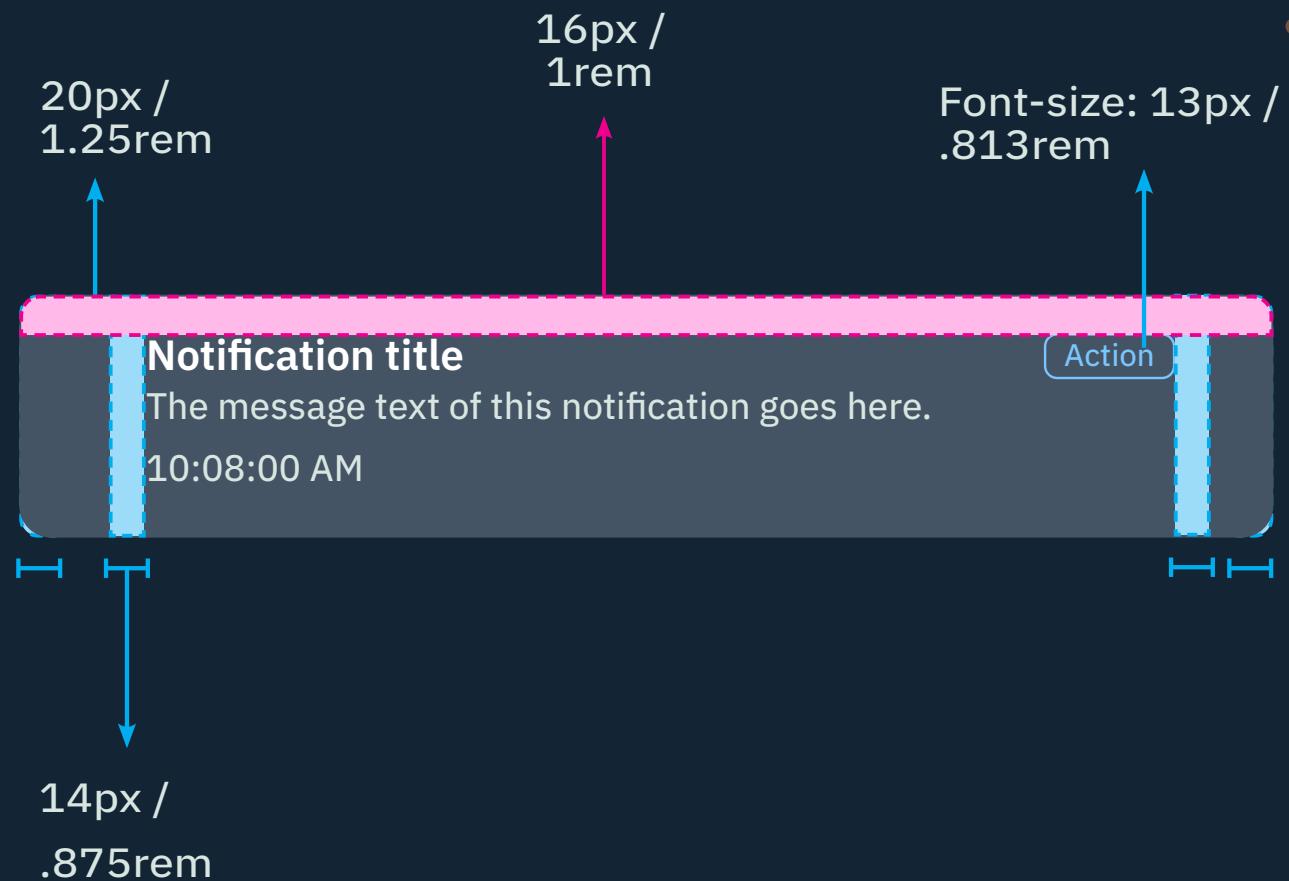
 **Notification title 2** Action X  
The message text of this notification goes here.

 **Notification title 3** Action X  
The message text of this notification goes here.

Only display two toasts at one time and when more than two, fade out the previous one.

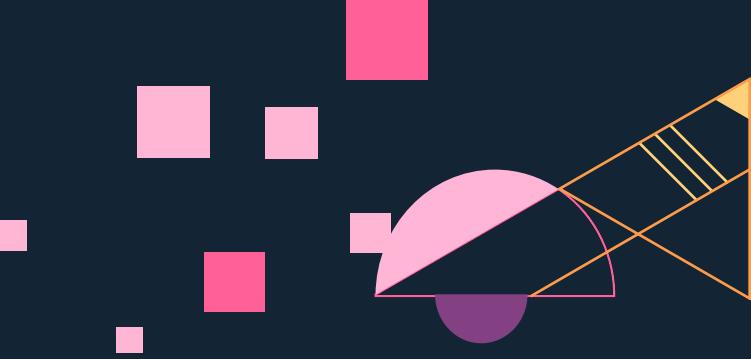
# SIZING

- Width and height can vary based on content.



“  
EVERYTHING IS DESIGNED.  
FEW THING ARE  
DESIGNED WELL

— Brian Reed





# BREADCRUMBS

Breadcrumbs inform users of their current **location**, and enable them to quickly move up to a parent level or previous step.

Use this pattern when you have nested content organized in a **hierarchy** of two or more levels. Don't use it if your product has a single level navigation because it adds unnecessary clutter.

They are made up of two UI components:

- **Page link** to direct users to the parent-level page
- **Separator** to distinguish between each page

1

Categories / Women / Shoes

2

# DON'T

[Home](#) | [Contact us](#)

- ✖ **Don't** replace the global navigation bar or the local navigation within a section with breadcrumbs, they should always act as secondary navigation pattern.
- ✖ **Don't** make the breadcrumb corresponding to the current page a link.
- ✖ **Don't** use breadcrumbs for sites with flat hierarchies that are only one or two levels deep.
- ✖ **Don't** use a separator other than “>” or “/”.

# DO

[Home](#) / [Women](#) / [Apparel](#)

- ✓ **Do** use a short and concise text, ideally no more than one word. Users should be able to anticipate where they'll get redirected to after clicking on the link.
- ✓ **Do** make it clear that is a link that will redirect them out of the current page.
- ✓ **Do** include the current page as the last item in the breadcrumb trail.
- ✓ **Do** use industry standards to separate links, “>” or “/” are both valid.

# TIPS

- When working on mobile where there is less room, don't clutter the UI with nested breadcrumbs. Including the last level will suffice.



Example of an e commerce site, if users land on a Product-detail page, they may want to see other product options in that same category, so a breadcrumb linking up to the parent level in the hierarchy will suffice.

# SIZING

When choosing text sizing of the breadcrumb always make them smaller than the base navigation so it takes less priority.

E.g. If the main navigation is 18px the breadcrumb can be 14px.

Font-size: 14px / .875rem

Categories / Man / Shoes

8px / .5rem

“ A DESIGNER IS  
A PLANNER WITH  
AN AESTHETIC SENSE  
— Bruno Munari



# TABLES

Tables are used to display groups of information across rows and columns.

Use it when you need to display a collection of structured **data**, and you want to provide sorting, searching, pagination and filtering on this data.

They are made up of the following UI components:

- **Search** to find information faster
- **Header row** describes which type of element is displayed on every column
- **Sorting** to sort information
- **Row checkbox** to select different rows
- **Columns** that group content by its type
- **Rows** that contain data related to a single element
- **Pagination** to control how table data is displayed

The diagram illustrates a table UI component with the following labeled parts:

- Search**: A search bar labeled "Search product by name".
- Header row**: The top row of the table, which includes columns for Product, Category, Price, and Date modified.
- Sorting**: A column header for "Date modified" with a sorting icon (down arrow).
- Rows**: The data rows in the table, each containing a row checkbox, a product name, a category, a price, and a date modified.
- Pagination**: A navigation bar at the bottom with "Rows per page" set to 25, and buttons for "1-10 of 100", "« «", and "» »".
- Column**: A label for the vertical axis of the table.
- Row checkbox**: A label for the checkbox in the first column of each row.

Product	Category	Price	Date modified
<input type="checkbox"/> Avocado toast	Breakfast	\$10.00	02/05/2021
<input type="checkbox"/> Hotcakes	Breakfast	\$10.00	02/23/2021
<input type="checkbox"/> Tuna salad	Lunch/Dinner	\$15.00	03/21/2021
<input type="checkbox"/> Smoothie	Snacks	\$15.00	04/02/2021
<input type="checkbox"/> Beef stew	Lunch/Dinner	\$25.00	04/17/2021
<input type="checkbox"/> Granola	Snacks	\$7.00	05/14/2021

# TEXT

Product	Category	Price	^ Date modified
Filet Mignon w/smashed potatoes	Lunch/Dinner	\$30.00	02/05/2021

Dish	Garnish	Category
Filet Mignon	Smashed potatoes	Lunch/Dinner
Grilled chicken	Salad	Lunch/Dinner
Spring rolls x 12	-	Snacks

- Column header text uses a **medium weight** font to differentiate from row text.
- Font-size should be 14px.

# COLOR

Product	Category	Price	^ Date modified
Filet Mignon w/smashed potatoes	Lunch/Dinner	\$30.00	02/05/2021

Product	Category	Price	^ Date modified
Avocado toast	Breakfast	\$10.00	02/05/2021
Hotcakes	Breakfast	\$10.00	02/23/2021
Spring rolls x 12	Snacks	\$20.00	05/22/2021

- Use opacity 100% for the header row, and 60% with the same color for the rest of the rows.

- Use zebra striping when you manage large data tables as it makes them a bit more easy to follow.

- Make a clear distinction when a row is hover or selected.

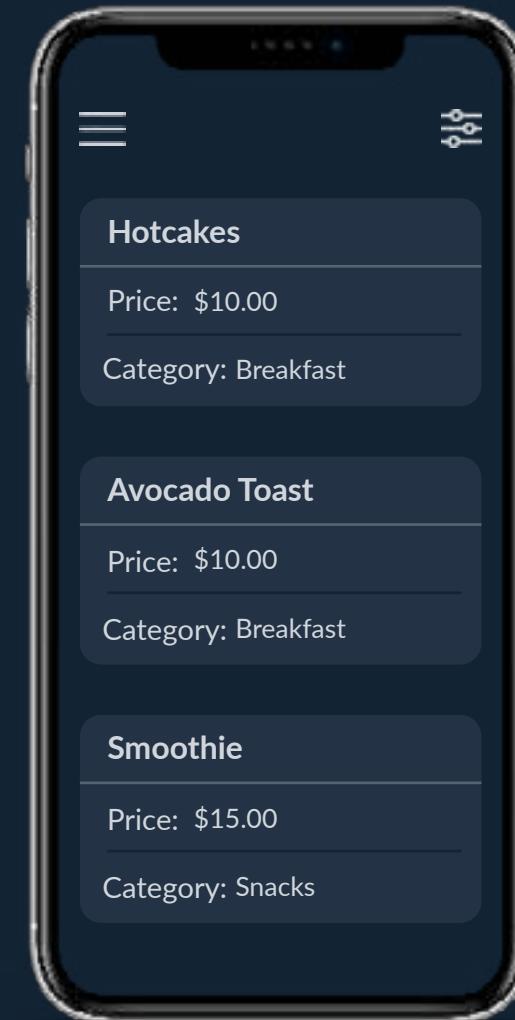
# UX TIPS

Search product by name

Product	Category	Price	Date modified
<input type="checkbox"/> Avocado toast	Breakfast	\$10.00	02/05/2021
<input type="checkbox"/> Hotcakes	Breakfast	\$10.00	02/23/2021
<input checked="" type="checkbox"/> Spring rolls x 12	Snacks	\$20.00	05/22/2021

- ★ Make columns resizable when managing large amounts of information.
- ★ Keep column headers fixed when scrolling down, and the first column should be locked if the users scrolls horizontally, this will help on giving context to the data.
- ★ Provide sorting and filtering for quicker access to data.

# TIPS



When working on mobile version of the table consider transforming the data. The main goal here is to collapse the table rows into separate cards. Be mindful of the information that you include, most of the time you won't need all the columns in mobile.



# DON'T

Dish	Garnish	Category
Filet Mignon	Smashed potatoes	Lunch/Dinner
Grilled chicken	Salad	Lunch/Dinner
Spring rolls x 12	-	This is a very long text for this column
✖ Loading more		

- ✖ Don't use unnecessary borders as they clutter the UI.
- ✖ Don't use things like infinite scroll or load more, as this decreases usability. Use pagination instead.
- ✖ Don't put similar data types in two different columns. If you have a dish with a garnish you can group those in one column.
- ✖ Don't try to fit entire text in column, when text is longer than the column width truncate it with an ellipsis. Show a tooltip on hover and provide the ability to resize the column.

# DO

Product	Category	Price	Date modified
Filet Mignon w/smashed potatoes	Lunch/Dinner	\$30.00	02/05/2021
Hotcakes	Breakfast	\$10.00	02/23/2021

- ✓ Do give cells proper padding (white space), information is easier to scan this way.
- ✓ Do add clean contrast between the header row and the remaining rows.
- ✓ Do keep text aligned to the left as it's easier to read.
- ✓ Do keep numbers aligned to the right.
- ✓ Do use colors to mark significant data.



# SIZING

## COLUMNS

Product	Category	Price	^ Date modified
Filet Mignon w/smashed potatoes	Lunch/Dinner	\$30.00	02/05/2021
Hotcakes	Breakfast	\$10.00	02/23/2021

16px / 1rem

Column width can vary

## ROWS

## DEFAULT

Product	Category	Price	^ Date modified
Filet Mignon w/smashed potatoes	Lunch/Dinner	\$30.00	02/05/2021
Hotcakes	Breakfast	\$10.00	02/23/2021

48px / 3rem



## SHORT

Product	Category	Price	^ Date modified
Filet Mignon	Lunch/Dinner	\$30.00	02/05/2021
Hotcakes	Breakfast	\$10.00	02/23/2021

32px / 2rem

## EXPANDABLE

Product	Category	Price	Date modified
Eclair	Pastry	\$10.00	02/05/2021
Chocolate			

16px / 1rem

16px / 1rem

24px / 1.5rem

48px / 3rem

## PAGINATION

Width varies based on content and layout	16px / .875rem
<input type="checkbox"/> Granola	Snacks
\$7.00	05/14/2021
Rows per page	25 ▾

16px / 1rem

48px / 3rem



# LISTS

Lists are vertical **groupings** of **related** content. List items begin with either a number or a bullet.

They are made up of three main UI components:

- **Style indicator** to indicate the style of the list, e.g. ordered or unordered
- **List items** with information quantity (numbers, bullets, letters, etc) that can vary. A consistent format helps the user to scan and read the content efficiently and every list item must have text
- **Text** is the content of the list

Style indicator

1. Directions

1.1. Stir together

1.2. Chill

1.3. Roll into balls

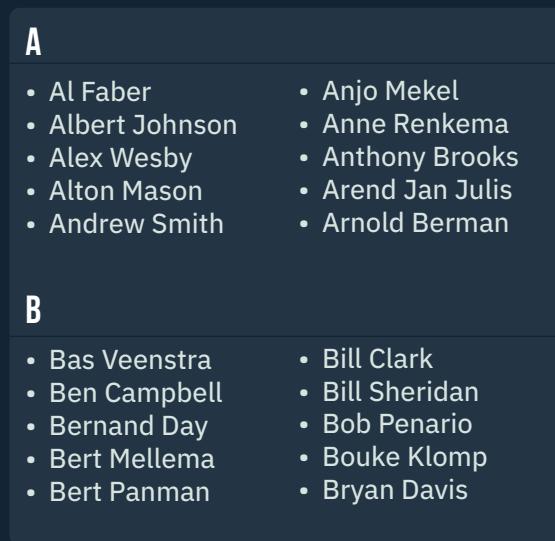
1.4. Serve

List items

Text

# EXAMPLES OF MORE COMPLEX LISTS

## CONTACT LIST



## MULTI-LINE LISTS

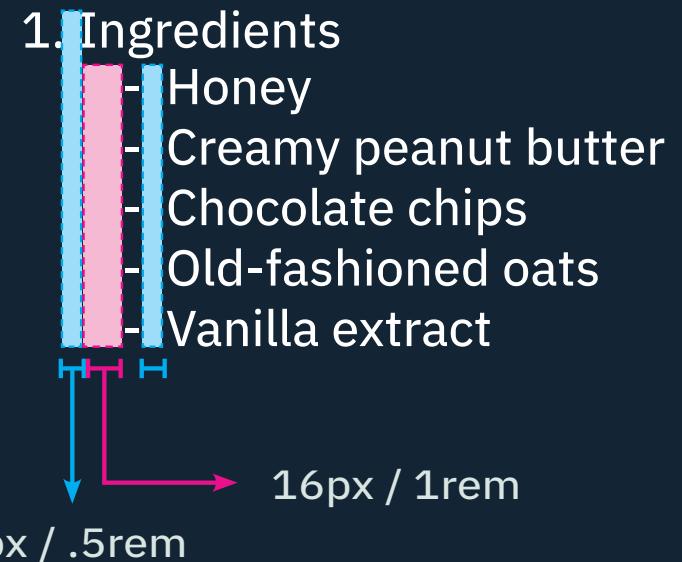
- Two-Line List
- Three-Line List



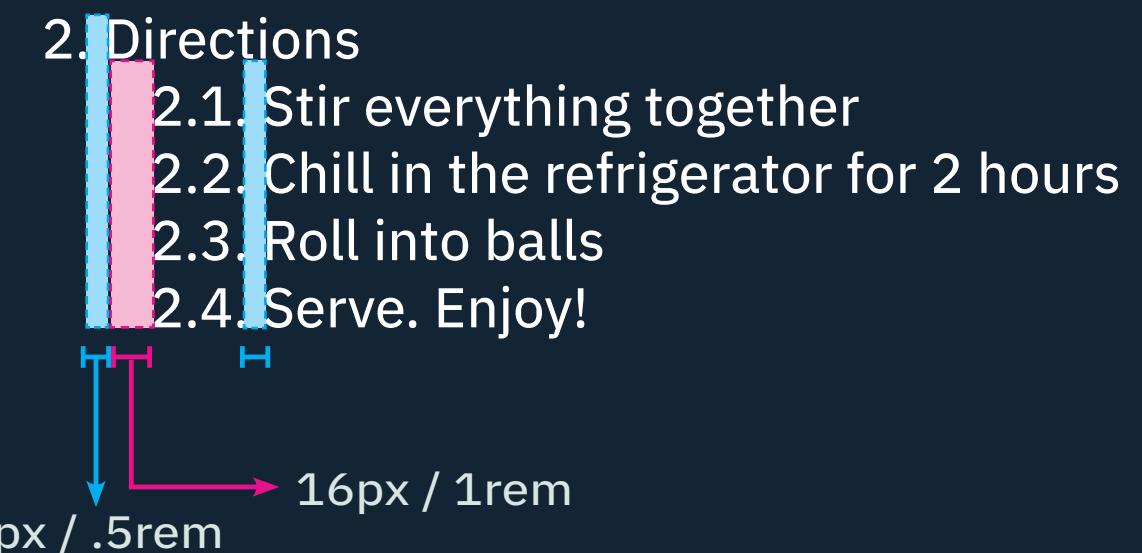
## SIZING

- Font-size: 14px.

## UNORDERED LIST



## ORDERED LIST



# DON'T

How to register for the conference:

1. choose the day you will attend
2. pick the workshops you wan to join
3. enter your discount code (if you have one)

- ✖ **Don't** start lists with lowercase letter, always use uppercase.
- ✖ **Don't** add list item children at the same level as the parent.

# DO

How to register for the conference:

1. Choose the day you will attend
2. Pick the workshops you wan to join
3. Enter your discount code (if you have one)

- ✓ **Do** use indentation to specify a subset of a list item.
- ✓ **Do** use bulleted lists when you don't need to convey a specific order for list items.
- ✓ **Do** use numbered lists when you need to convey a priority, hierarchy or sequence between list items.
- ✓ **Do** organize lists alphabetically or following a logical order.
- ✓ **Do** indent most types of lists after the lead-in.
- ✓ **Do** indent stand-alone lists if it helps the user scan the list.



# TOOLTIPS

Toolips are used to display **additional** information when the user hovers over, focuses on or taps an element.

They should be used to add non-essential, useful information.

They are made up of two main UI components:

- **Container** to hold the text
- **Text** to show additional information about the element

Price estimated

\$23.00



Container

Text

How is this price calculated?

Actual prices will be calculated at the warehouse when we measure and package your items.

# DON'T

PRINT

Print ⌘ + P

PRINT

Print ⌘

- ✖ Don't use tooltips to restate visible UI text.
- ✖ Don't display shadows on tooltips.
- ✖ Don't display rich information and imagery on tooltips.
- ✖ Don't put UI components in tooltip.
- ✖ Don't crop tooltips.

# DO



Print ⌘ + P

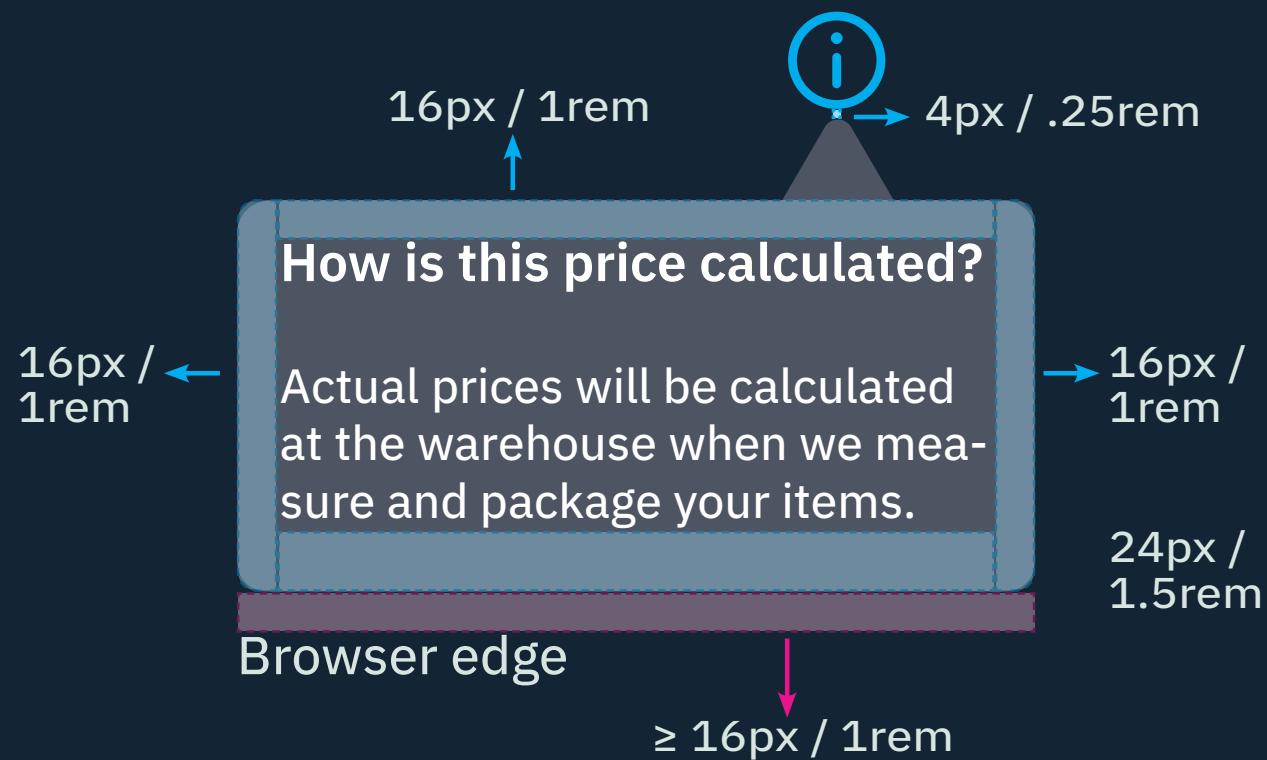


Print ⌘ + P

- ✓ Do include short, descriptive text.
- ✓ Do use make tooltips appear on hover, focus or touch, and disappear after a short duration.
- ✓ Do place them nearby the element with which they are associated.
- ✓ Do reduce clutter by converting redundant text into tooltips.
- ✓ Do use tooltips for interactive imagery.
- ✓ Do add an arrow when several icons are in close proximity
- ✓ Do align text to the center when it's short.
- ✓ Do add a shortcut key if it exists.

# SIZING

- Width: 208px / 13rem
- Height can vary based on content



“A USER INTERFACE IS LIKE  
A JOKE.  
IF YOU HAVE TO EXPLAIN IT,  
IT'S NOT THAT GOOD.

— Martin LeBlanc

# CARDS

Cards are box **containers** that hold pieces of information. They have content and actions about a single subject.

Card layouts can vary to support the types of content they contain, the only required element in a card is its container.

Some of the most common UI components are:

- **Container** that holds all card elements
- **Supporting text (optional)** e.g. a restaurant description
- **Buttons (optional)** for actions
- **Icons (optional)** for actions
- **Media (optional)** like photos and graphics
- **Thumbnail (optional)** to display an avatar, logo or icon
- **Header text (optional)** can be the name or a photo
- **Subhead (optional)** such as an article byline or a location

Thumbnail

Header text

Subhead

Media

Supporting text

Buttons

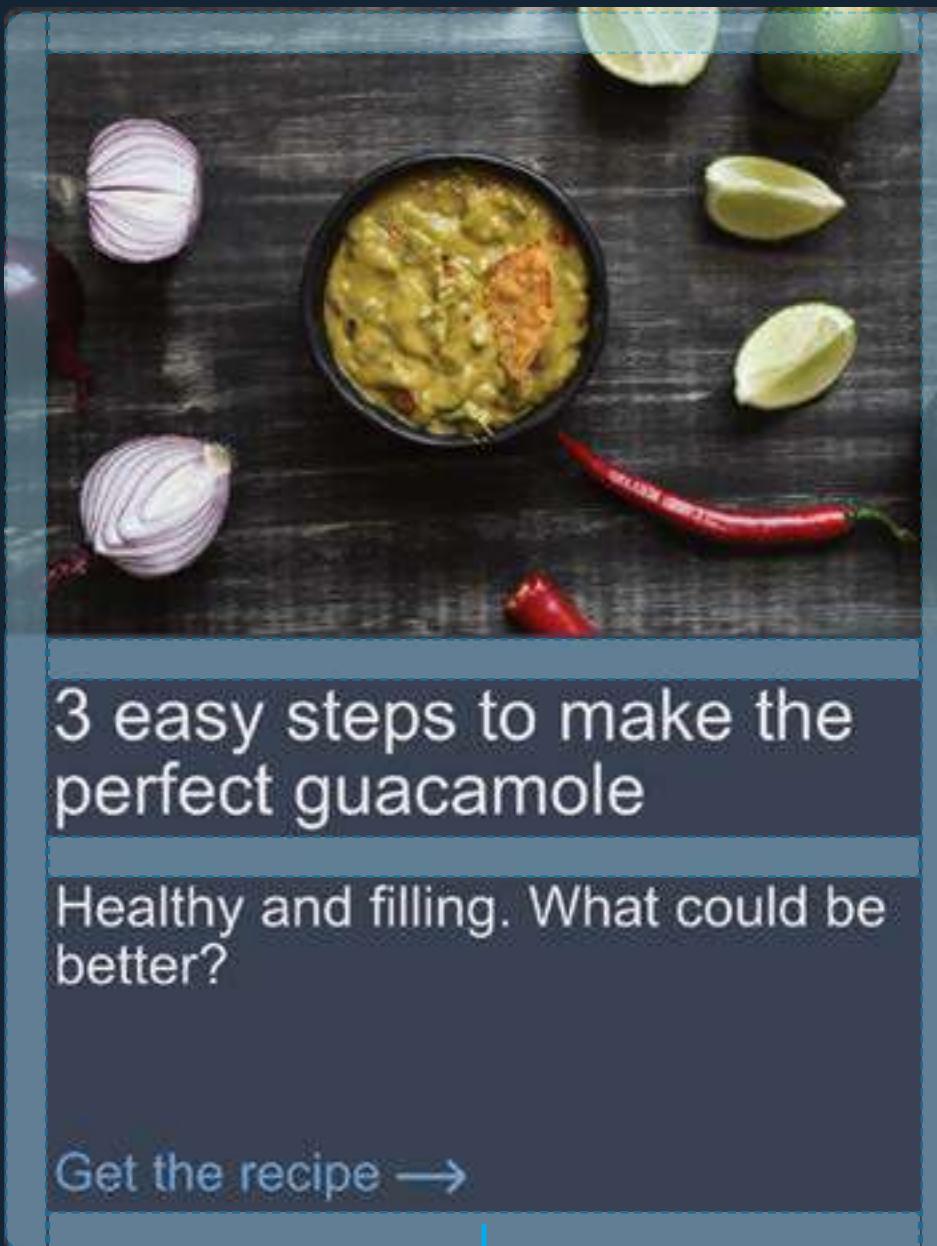
Icons

Container



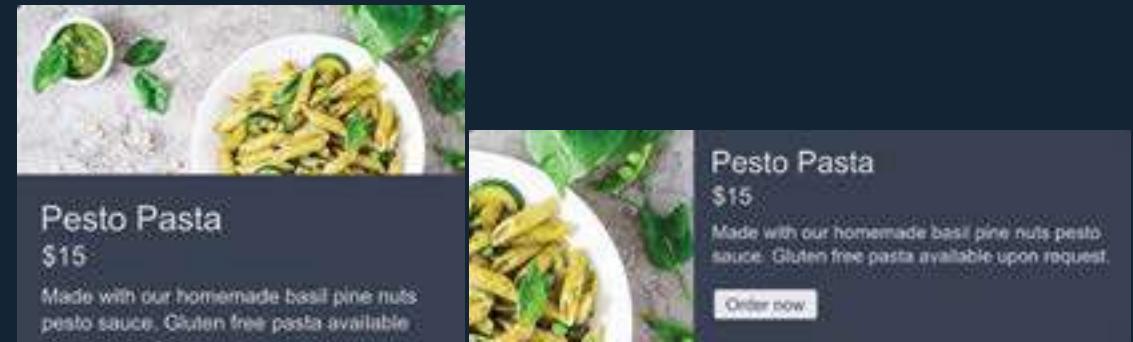
# SIZING

- Width and height can vary depending on content.
- Shadow value 0 1px 3px 0 rgba(0, 0, 0, 0.1), 0 1px 3px 0 rgba(0, 0, 0, 0.04);

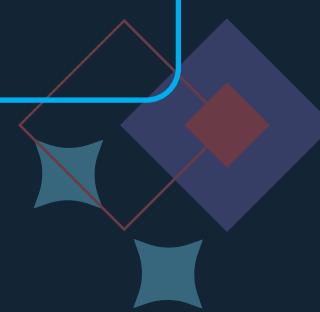


16px / 1rem

# TIPS



- Do adjust the layout of a card on different screen sizes.
- Move the image/media to the left and make sure to only crop the non-essential parts of it on larger screens.
- On mobile, header and body text should be between 24px-28px and 16px -18px respectively.
- On desktop, the header and body text should be between 34px-38px and 20px-21px respectively.
- Header, body text and main call to action (button) should be displayed in a single column.



# DON'T



- ✖ Don't use large amounts of information in cards.
- ✖ Don't use the same border radius from inner elements and the container.
- ✖ Don't center align text, it's more difficult to read.
- ✖ Don't use too dark shadows.
- ✖ Don't visually clutter the card, use appropriate white space between elements.

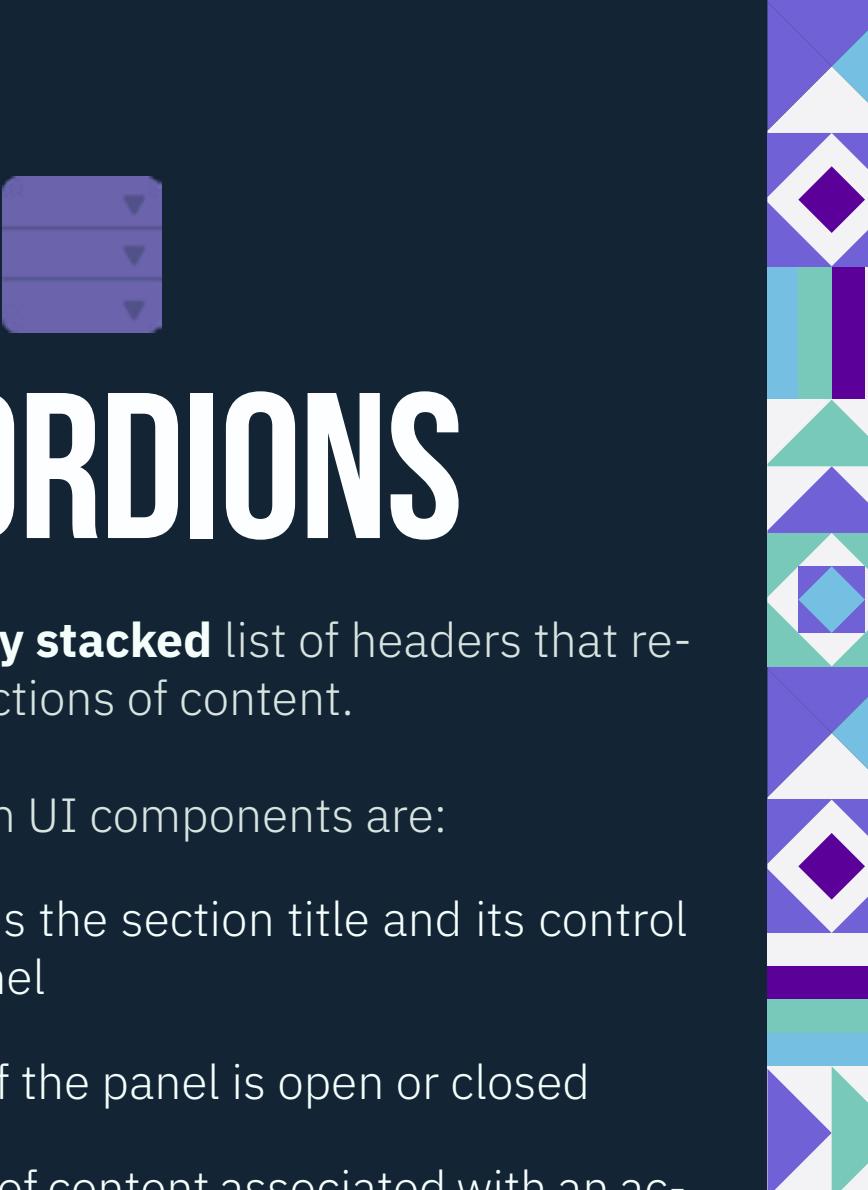
# DO



- ✓ Do use subtle shadows to indicate elevation on a card.
- ✓ Do use dividers to separate regions in cards or to indicate areas of a card that can be expanded.
- ✓ Do use the appropriate heading level for your page. Update heading level based on the content of your page to make sure card headings are in the correct logical outline order.
- ✓ Do make the whole card the primary action if no primary CTA is available on the card.
- ✓ Do maintain an appropriate hierarchy between media, primary text, supporting text and actions. Keep primary text larger and supporting text smaller.



# ACCORDIONS



An accordion is a **vertically stacked** list of headers that reveal or hide associated sections of content.

Some of the most common UI components are:

- **Header** that contains the section title and its control for revealing the panel
- **Icon** that indicates if the panel is open or closed
- **Panel** is the section of content associated with an accordion header
- **Summary text (optional)** that contain a summary information of their content

How can I pay for a course?

What if I don't like a course I purchased?

All courses purchased can be refunded within 15 days. If you are not satisfied with a course, you can request a refund.

For steps on how to request a refund, please click [here](#).

Where can I go for help?

Header

Trip name

Caribbean cruise

Summary text



# “ ACCESIBLE DESIGN IS GOOD DESIGN

— Steve Ballmer

## UX TIPS

### What if I don't like a course I purchased?

All courses purchased can be refunded within 15 days. If you are not satisfied with a course, you can request a refund. For steps on how to request a refund, please click [here](#).

### Where can I go for help?

If you have a question about a course while you're taking it, you can search for answers to your question in the Q&A or ask the instructor.

- ★ Make sure to give people the capability to open multiple sections at a time so that different chunks of content are readily available.
  - ★ Don't use accordions when users need most of the content on the page to answer their questions.
- 

# DON'T



How can I pay for a course?



What if I don't like a course I purchased?

All courses purchased can be refunded within 15 days. If you are not satisfied with a course, you can request a refund.

For steps on how to request a refund, please click [here](#).



Where can I go for help?

- ✖ **Don't** use other icons than the caret, this is the most familiar icon for users.
- ✖ **Don't** make only the caret icon be the expandable action target.
- ✖ **Don't** place the icon at the start of the accordion header.

# DO

How can I pay for a course?



What if I don't like a course I purchased?



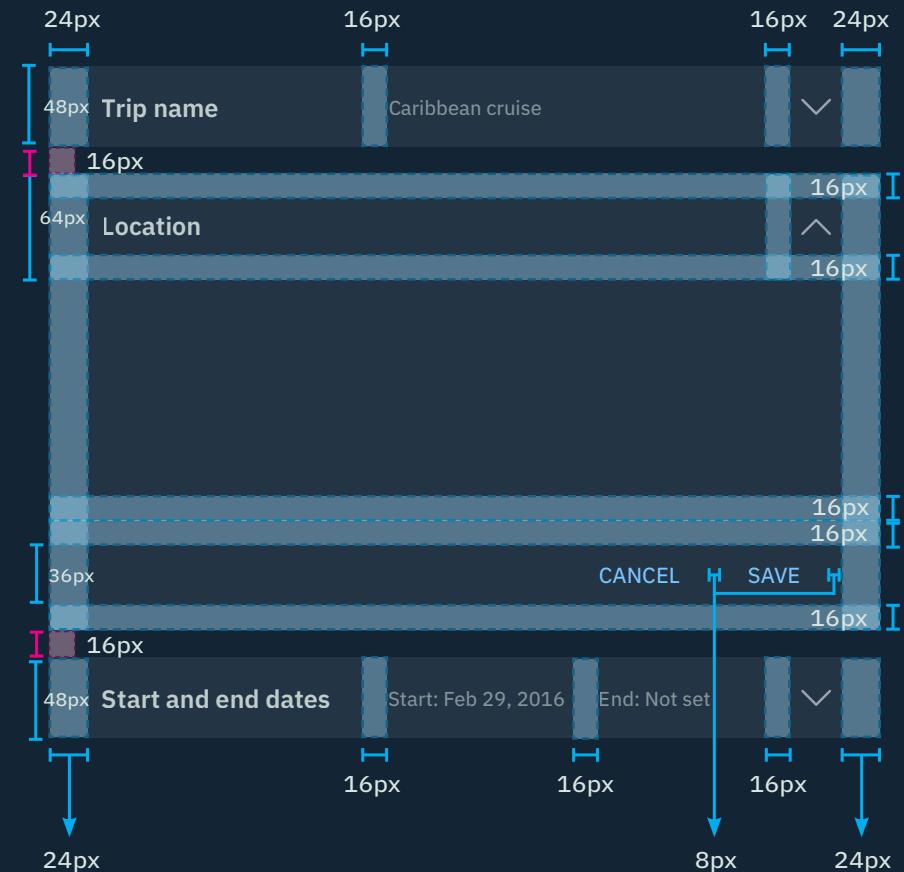
All courses purchased can be refunded within 15 days. If you are not satisfied with a course, you can request a refund.

For steps on how to request a refund, please click [here](#).

Where can I go for help?

- ✓ **Do** place the icon at the end side of the header.
- ✓ **Do** make the icon wrapper at least 16px by 16px.
- ✓ **Do** make the whole header expandable.
- ✓ **Do** rotate the caret when the accordion is expanded, otherwise keep it pointing down.
- ✓ **Do** make the contrast a bit lower of the summary information text.

# SIZING



- Header must be shown as primary content
- Primary content font-size: 15px / .93rem, opacity 87%
- Summary text must be shown as secondary content
- Secondary content font-size: 12px/.75rem, opacity 54%
- Keep spaces between accordions consistent
- Header and caret must be vertically centered
- If the accordion has buttons, they must be shown when it is expanded, at the bottom of the panel

# CONVERSIONS

rem	px
.5	8
1	16
1.5	24
2.25	36
3	48
4	64

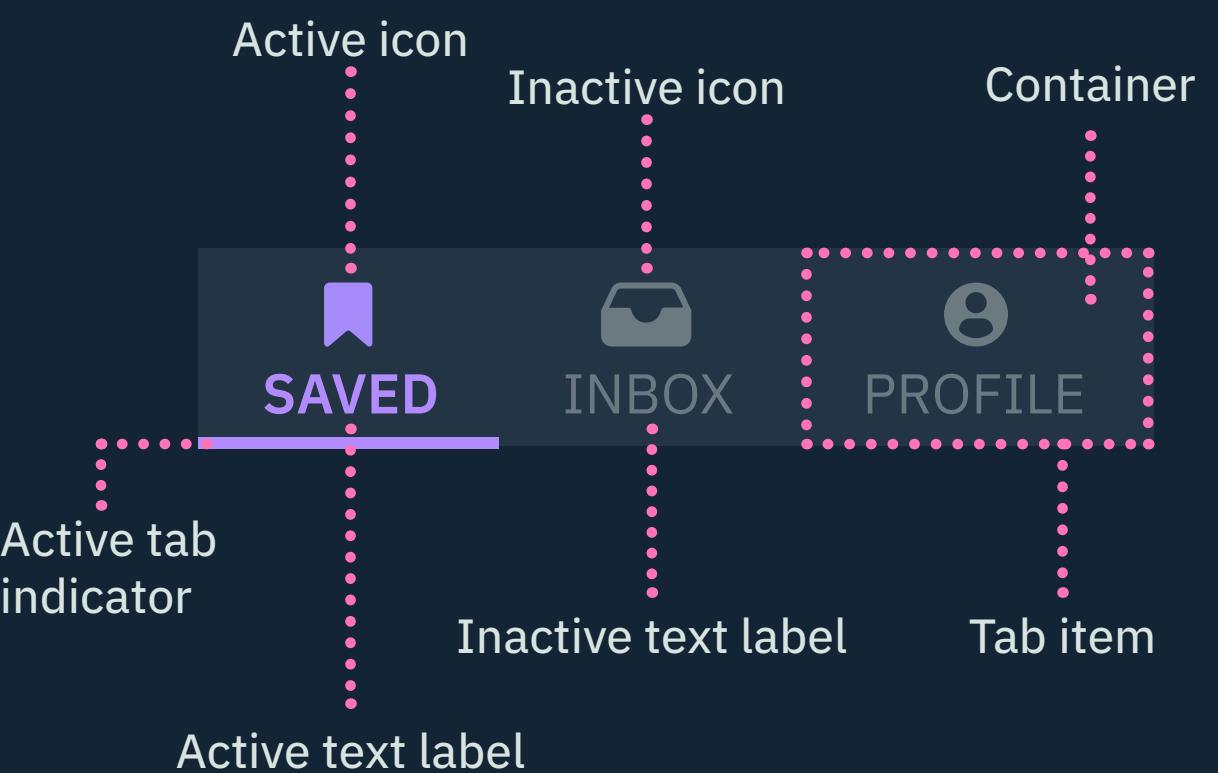


# TABS

Use tabs to allow users to **navigate** between views that have the same context.

They are made up of two main UI components:

- **Container** that holds the tab item elements
- **Tab item** that can include icons and text. Text label should be short
- **Active tab indicator** as its name says, it indicates which tab is active at the moment



# DON'T



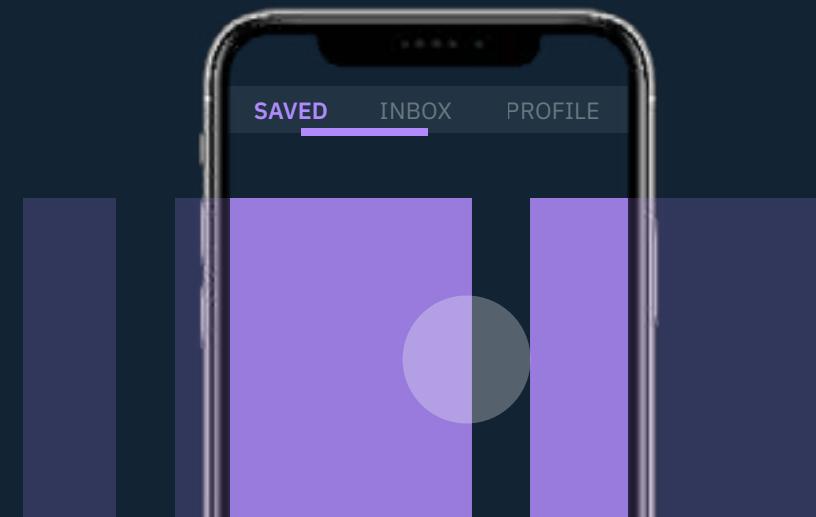
- ✖ Don't remove text labels in favor of icons.
- ✖ Don't nest a tab within another tab.
- ✖ Don't place tabs below one another.
- ✖ Don't make the icon bigger than 40px by 40px.

# DO



- ✓ Do place icons at the top of the label.
- ✓ Do keep high contrast for the active tab elements and the tab indicator.
- ✓ Do keep a low contrast for inactive tab elements between the text and background.
- ✓ Do keep the text size of tab at 14px minimum with a line height of 24px.
- ✓ Do wrap icons in a 40px 40px container.
- ✓ Do vertically align and horizontally center the icon and text.

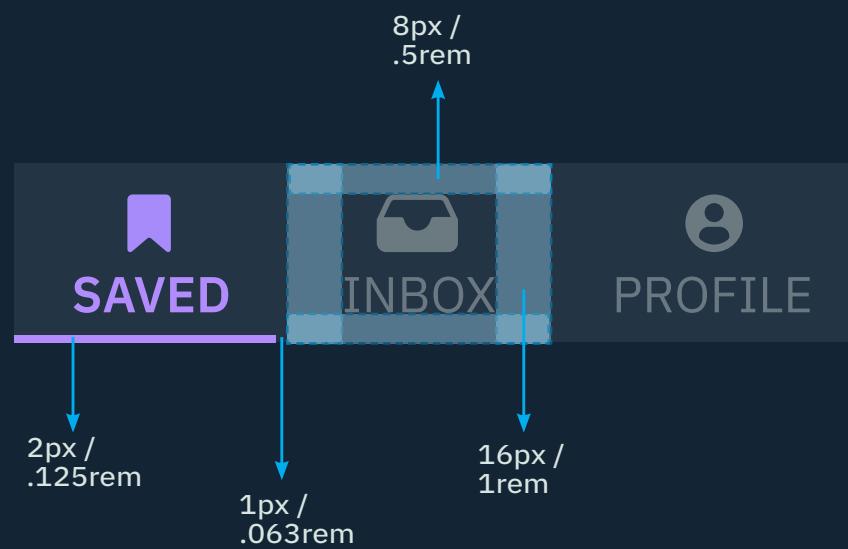
# UX TIPS



- ★ Do design tabs that are parallel in nature.
- ★ Do add a swipe motion on mobile to enhance user experience when switching between tabs.
- ★ Do make targets big enough to be easily tapped or clicked.



# SIZING

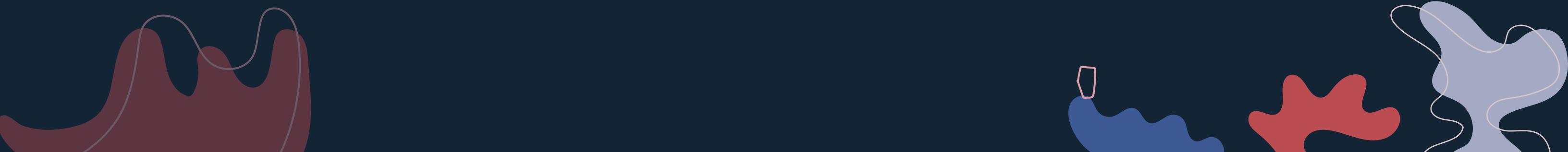


- High contrast between foreground and background color of text, icon and tab indicator.
- Although low contrast between foreground and background color of inactive tabs, both text and icons are readable.
- Font-size: 14px
- Active text font-weight: Semi Bold/600
- Inactive text font-weight: Regular/400



“ DESIGN IS A FORMAL  
RESPONSE  
TO A STRATEGIC QUESTION

— Mariona López





# ICONOGRAPHY

Icons are **visual symbols** used to represent features, functionality or content.

Icons are meant to be read at a glance and are typically created on a square (1:1).

## CONSIDERATIONS WHEN CHOOSING ICONS

### 1. SIZE

A good rule of thumb is to **start with a 24 x 24px grid** and scale the icons from there.

Most use cases should be covered with three icon sizes, if you need more you can use a number multiple of eight to determine the size you want.



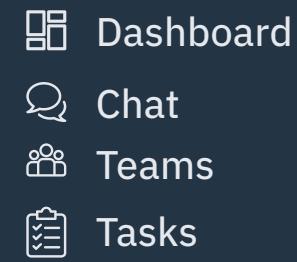
Note: When using large icons for representing features in a website you can use 80 x 80px grid and you can consider adding more detail as the grid is larger.



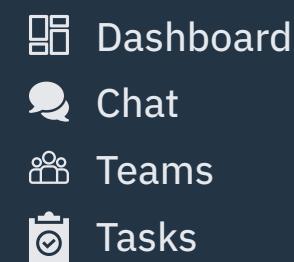
## 2. STYLES

Icons can have multiple styles: outline, solid, two tone, etc. No matter what style you use, it's important to keep consistency across a set of icons.

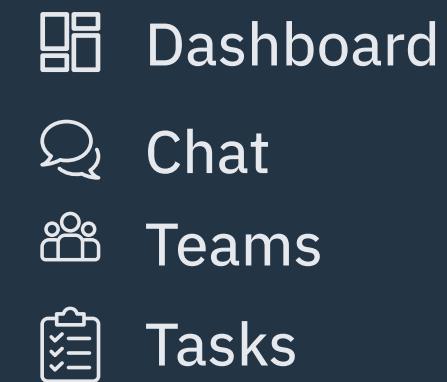
DO



DON'T



TIPS



Navigation items

- Outline icons should be used for primary navigation allowing you to have the filled icon when it's selected, designed to be rendered at 24 x 24.
- Solid icons should be used for buttons, form elements, and support text, designed to be rendered at 20 x 20.

Buttons

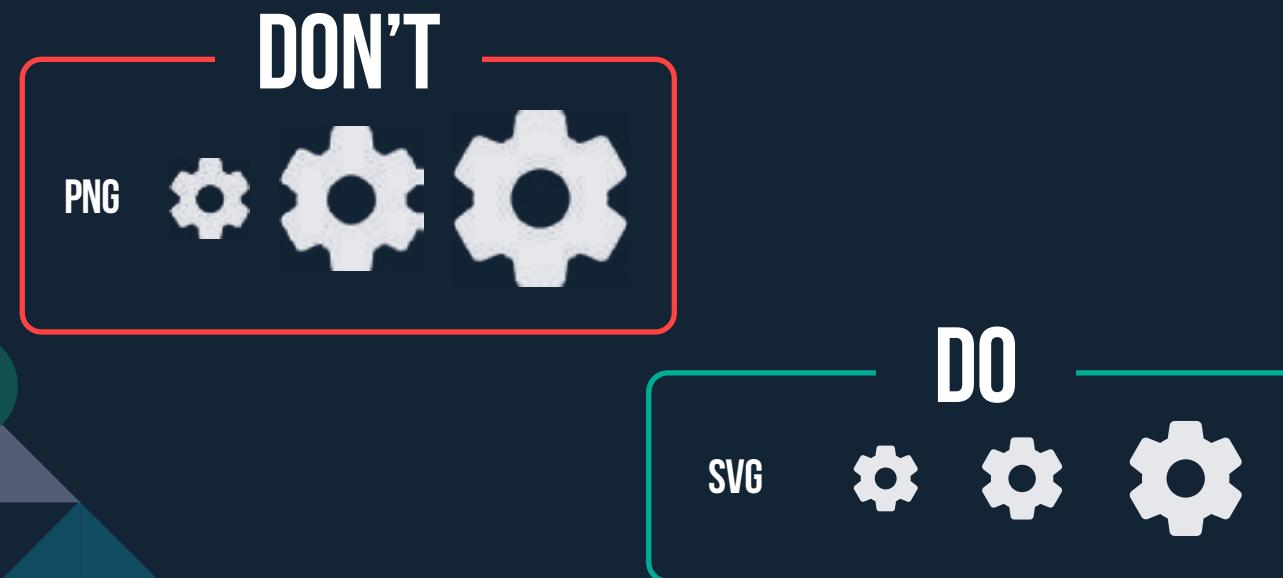
## 3. ICON & TEXT ALIGNMENT/STYLE

When icons are used next to text, they should be centered and the same color as the text.



## 4. ICON CLARITY

For icons you should use icon fonts or svg, don't use images to display web icons as they lack in scalability.



## 5. KEEP IT SIMPLE

Complex icons are best suited when they are rendered at least on a 40 by 40px. Here is an example of how you can go from a large, complex icon to a smaller simple one:

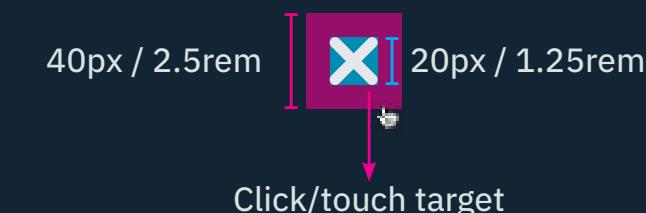


## 6. TOUCH/CLICK TARGET

For smaller screens icons of 24px can use a touch target of 48px (about twice the size of the icon).



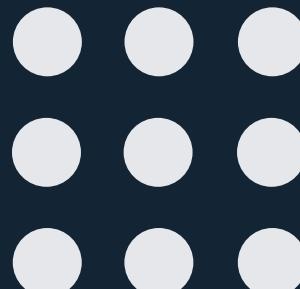
For larger screens (desktop) icons of 20px can use a touch target of 40px.



# 7. UNIVERSAL ICONS

Don't change commonly understood icons.

**DON'T**



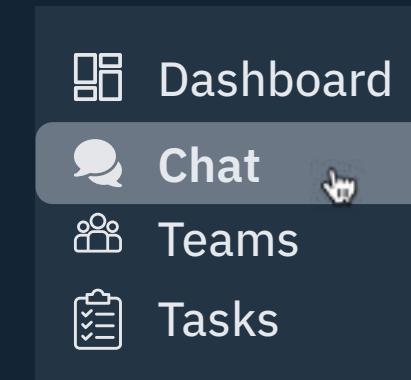
An user might be confused about what this icon does.

**DO**



The hamburger icon has become the standard to squeeze navigation into a scrollable overlay that is hidden by default.

## UX TIPS

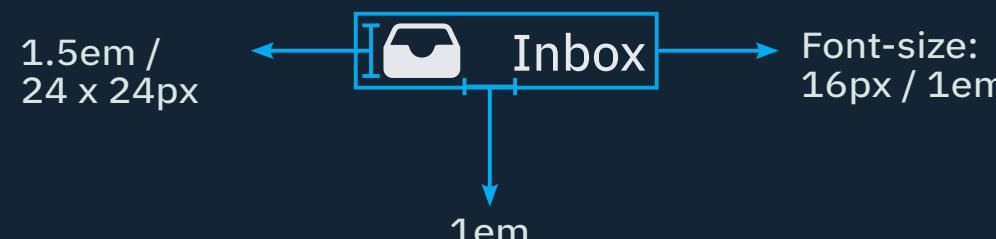


- ★ Do remember your icon's context and purpose. Your context can significantly alter how you approach designing icons. Where will your icons be used? Will they be implemented in an app's interface, on a marketing website?
- ★ Do consider adding a label to the icon when possible, this makes the icon more accessible.
- ★ Do consider adding a tooltip to icons that are not next to text, this will help clear any confusion the user might have.

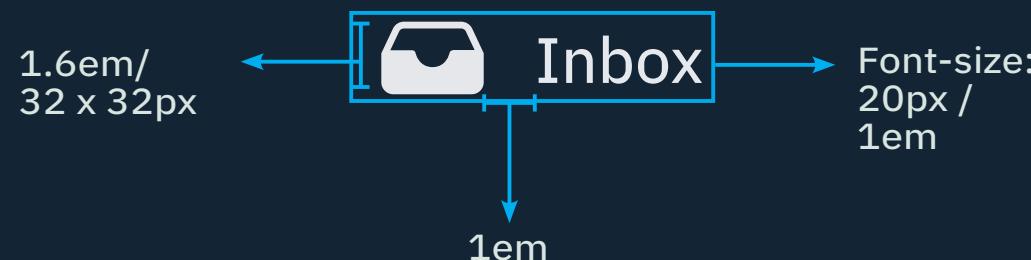
# SIZING

If you set an icon to have a width and height of 1.5em then you can change the size of it with the font-size property of the parent container.

This helps by creating an inherent relationship between the text and icon size. If you scale the text down or up, the icon will resize accordingly.

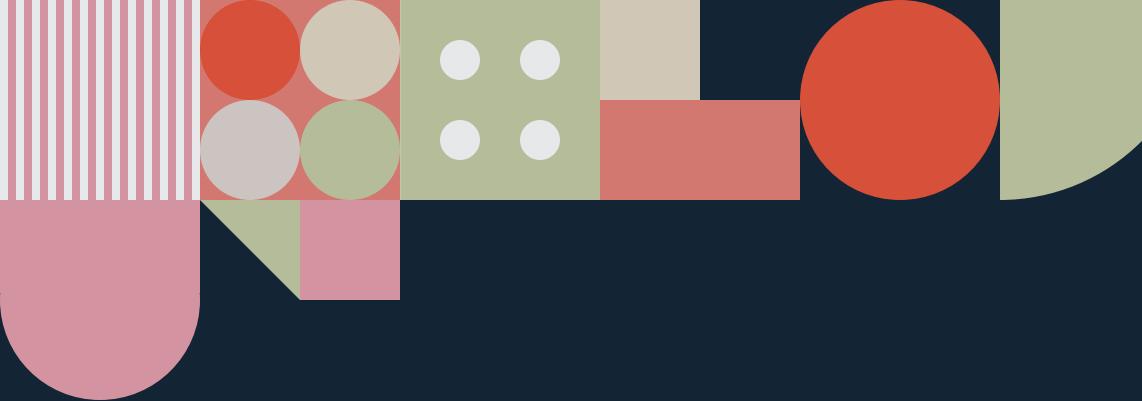


1em = Current computed font size (16px)



1em = Current computed font size (20px)

“EVERYTHING YOU  
CAN IMAGINE IS  
REAL  
— Pablo Picasso



# AVATARS

An avatar is a **graphical representation** of a person through a profile picture or image, an icon, or a string with initials.

The most common avatar types are:

- Image avatar
- Initials avatar
- Icon avatar



..... Image avatar

Initials avatar .....



..... Icon avatar

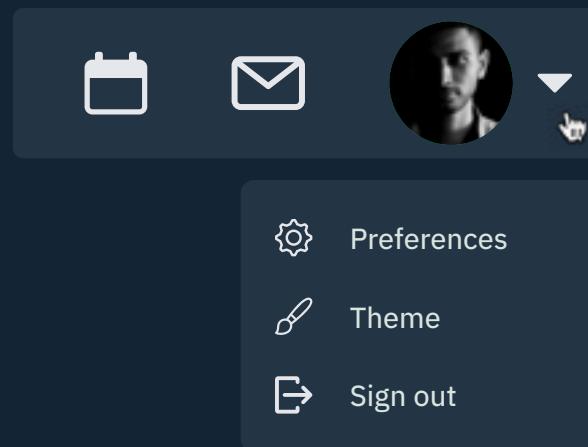
# USAGE

Although avatars may appear in different places, the same image, initials or placeholder should appear for a given object instance throughout the application.

Here are different examples where an avatar may appear:

## TOOLBAR

The avatar can represent the dropdown selection for a profile



## CONTACT INFORMATION

The avatar helps to stand out unique data when there is lots of information, e.g. when viewing a large list of contact information.



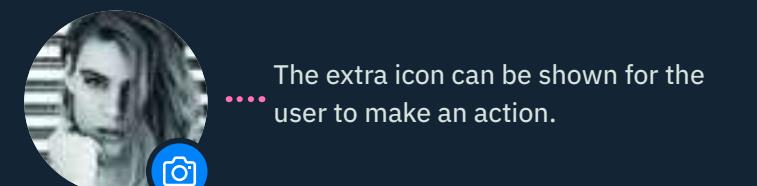
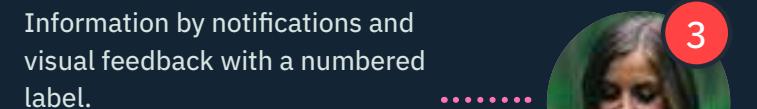
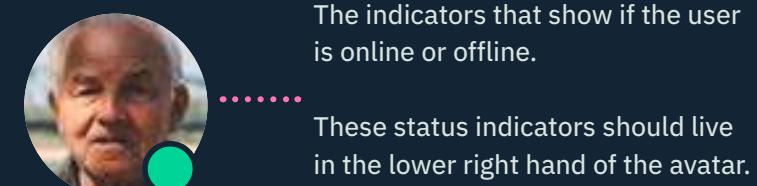
## SIDEBAR USER SETTINGS

User settings are usually found on the lower left side of an application, and they often are represented with the avatar user handler or email and a settings icons.

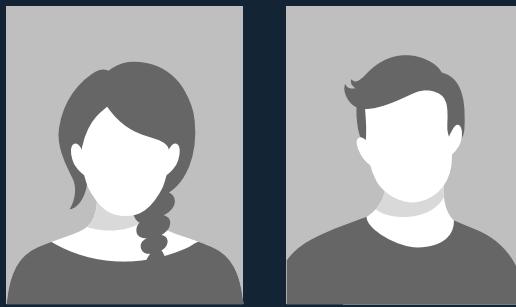


## PROVIDING ADDITIONAL INFORMATION

We can provide additional information to the avatar to inform of a certain action or behavior:



## DON'T



- ✖ **Don't** make assumptions and use gendered placeholder avatars.
- ✖ **Don't** make avatars square, it is an industry standard to use rounded avatars.
- ✖ **Don't** oversize avatars, make sure they have an appropriate size in relation to the context.

## DO



- ✓ **Do** provide the users' initials if they choose not to provide an image.
- ✓ **Do** keep good contrast with the avatar background color, when using an avatar with initials or icon.
- ✓ **Do** add a subtle gray border around the avatar, this helps to determine the avatar boundaries when the avatar background is the same as the app background.

## UX TIPS



- ★ When the user is adding a picture provide a basic cropping tool, this will prevent the user from having to manually crop the image in an external tool.
- ★ Make sure you position the face along the square in the middle, and that the face doesn't touch the borders of the circle.

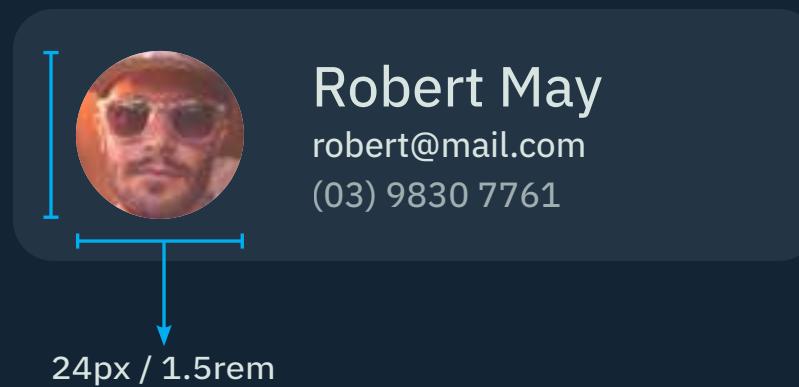


- ★ If you want to indicate progress (e.g. onboarding progress) consider using a progress bar around the avatar, which serves as an indicator of user's achievements.

# SIZING

The avatar comes in three different sizes:

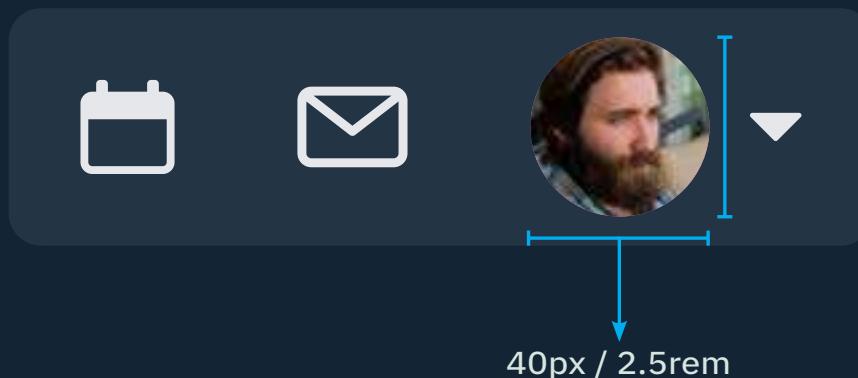
## SMALL



- Easily embedded in a contact list and similar repetitive scenarios.
- Minimum: 24px

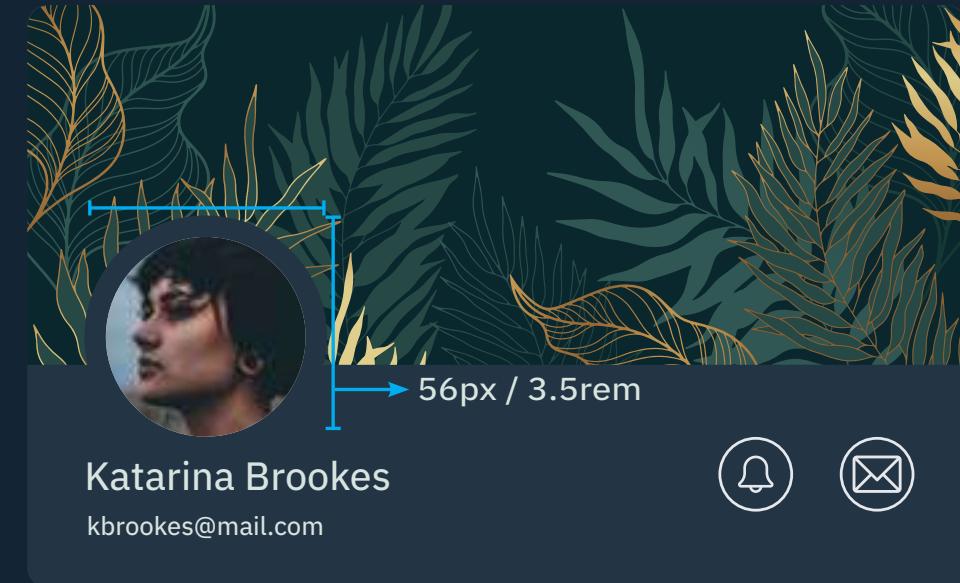
## MEDIUM

- Appropriate for headers/appbars.
- Minimum: 40px



## LARGE

- Suitable for profile pages.
- Minimum: 56px





# VISUAL HIERARCHY

In web design visual hierarchy is used to rank design elements in the **order** you want your users to **view** them.

By properly laying out elements one can influence user's **perceptions** and guide them to desired actions.

The purpose of visual hierarchy is that the end users find each design element in the order of intended importance.

## WHY IS VISUAL HIERARCHY IMPORTANT?

Because a properly established visual hierarchy on a web page can significantly reduce the amount of effort needed by users to find what they are looking for. When done right it removes friction and enhances **usability** of a product.

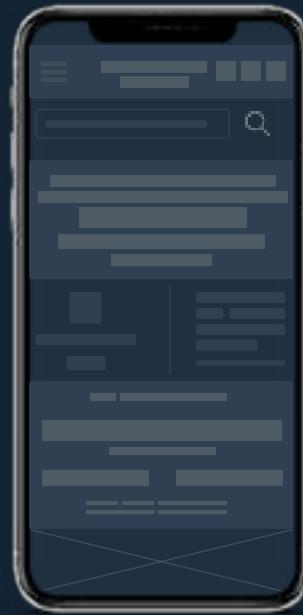
“

DESIGN IS  
**THINKING**  
MADE VISUAL

— Saul Bass

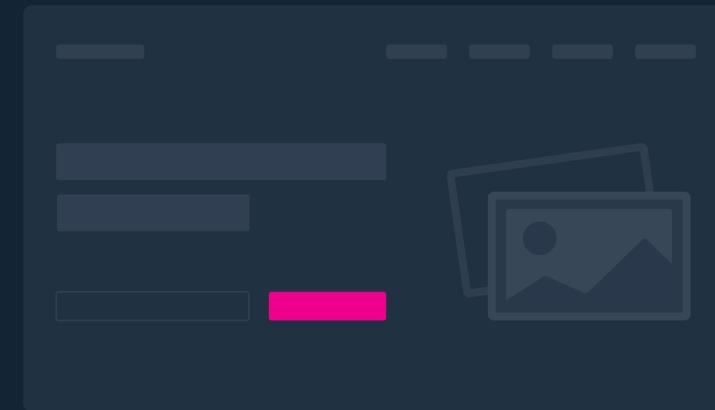


# DON'T



- ✖ **Don't** put together multiple elements with little to none space between them, this makes it difficult to find clear focal points.
- ✖ **Don't** clutter the UI too much, few users will be willing to parse through the visual clutter.

# DO



- ✓ **Do** keep a clear hierarchy between text and images.
- ✓ **Do** make the primary call to action stand out so that users can clearly detect the main purpose of the page.
- ✓ **Do** leave appropriate space between elements, this makes the page much easier to read.



# VISUAL HIERARCHY

# VISUAL PATTERNS

Users typically **scan** a website instead of reading every word. To accommodate that flow, it's important to build a visual hierarchy.

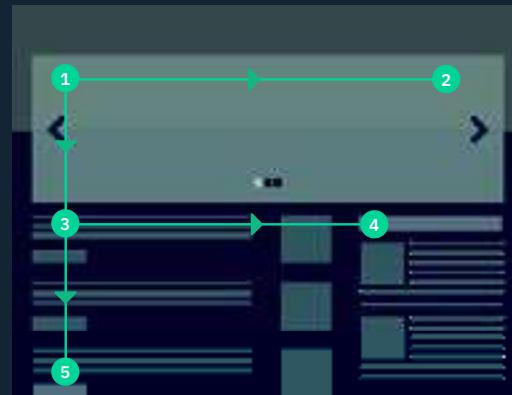
The two most popular ways to create a hierarchy are the **F Pattern** and the **Z Pattern**.

You can use these visual patterns to position elements across these lines in the relevance that we want.

E.g. company logo on the upper left as it's the first thing the users look at.

## THE F PATTERN

The F pattern works best for information-heavy websites. The design flows left-to-right, top-to-bottom, and is very conventional.



## THE Z PATTERN

The Z pattern works best for websites that don't have a lot of information. It allows users to skim from your logo at the top left, through your navigation, down to your first important piece of information, and then across the page.





# VISUAL HIERARCHY

## HOW TO ALTER VISUAL HIERARCHY?

There are many **factors** that can play a role in visual hierarchy, let's take a look at some of them:

- Size
- Text
- Buttons
- Inputs
- Color
- Contrast
- Proximity
- Alignment
- Consistency
- Negative space
- Visual harmony



“ GOOD ART  
**INSPIRES,**  
GOOD DESIGN  
**MOTIVATES.**

— Otl Aicher

# ● ABC ● VISUAL HIERARCHY SIZE & TEXT

Sizing is a very basic yet powerful principle that can give elements more importance than others and help draw the viewer's **attention** towards a certain area or element.

The bigger the element, the greater are the chances that a user will **scan it first**. People scan bigger things first.

The smaller the element, the more likely the user is going to leave the element to scan it last. People scan smaller things last.

For text, we can significantly increase the importance of an element by increasing its font size.

As a good rule of thumb, make sure the most important text to **stand out first** and foremost.

You want the user eyes to see titles first, lead paragraphs second and less important sections last.



“ PEOPLE DON’T USE A PRODUCT BECAUSE OF THE GREAT DESIGN;  
GREAT DESIGN HELPS THEM USE THE PRODUCT.

— **Viran Anuradha Dayaratne**



# DON'T



John Doe  
Senior developer  
+4 years exp.

[View Profile](#)

1 There is no clear hierarchy established between the name, the occupation and years of experience.

2 All seem to have almost the same font size resulting in all having the same hierarchy.

3 The only difference in hierarchy comes from the order of reading. From top to bottom, first John Doe, second Senior Developer and last, years of experience.

# DO



John Doe  
Senior Developer

I'm a senior web developer from California, passionate about web development

[VIEW PROFILE](#)

1 The user sees the name of the person first because it has the largest font size.

2 The second element the users see is the occupation due to having the largest font size after the name.

3 Last, the users will see the lead paragraph which has the smallest font size.

# TIPS

Use sizing to override the reading patterns we saw before.

In the above example we read the name of the person first although the years of experience come first in order.

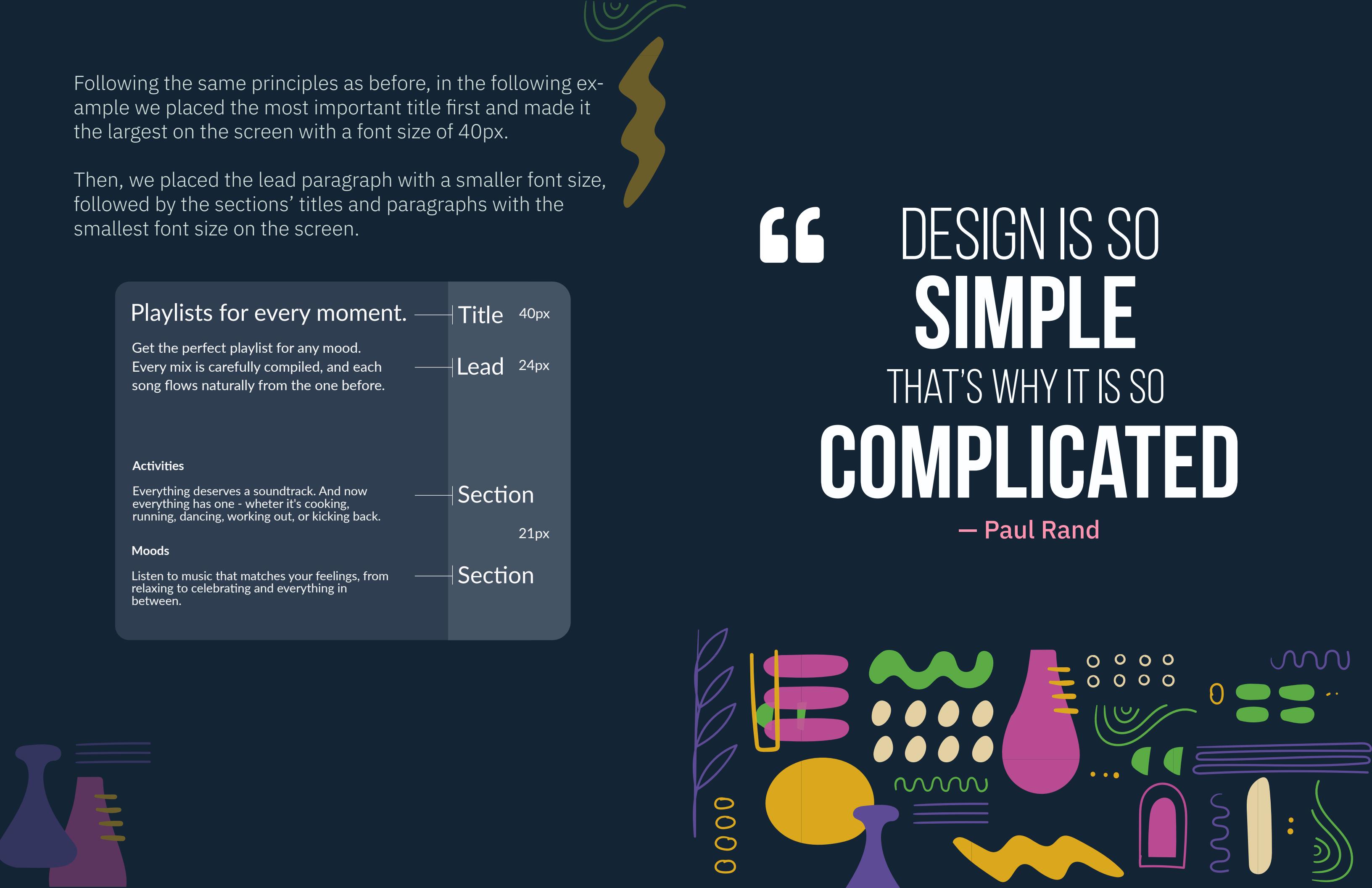
Following the same principles as before, in the following example we placed the most important title first and made it the largest on the screen with a font size of 40px.

Then, we placed the lead paragraph with a smaller font size, followed by the sections' titles and paragraphs with the smallest font size on the screen.



“ DESIGN IS SO SIMPLE THAT'S WHY IT IS SO COMPLICATED

— Paul Rand





# VISUAL HIERARCHY BUTTONS

Sizing can also be applied to buttons to not only distinguish them from other elements on the page but also from each other, as multiple buttons are often grouped.

For instance, a **primary action button** should be more visually **dominant** than a secondary or tertiary action button.

“ IF YOU FIND AN ELEMENT OF YOUR INTERFACE REQUIRES INSTRUCTIONS, THEN YOU NEED TO REDESIGN IT

— Dan Rubin



## DON'T

Full Name

Country

Region

Add Region

Save

Both buttons have the same size, although the “Save” button is more important and should be more prominent than the “Add Region” button.

## DO

Full Name

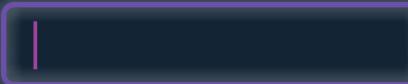
Country

Region

+ Add Region

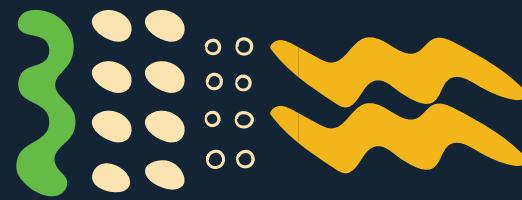
Save

In this example the “Save” button is larger in size than the “Add Region” button making the “Save” button be the primary focus of the form.



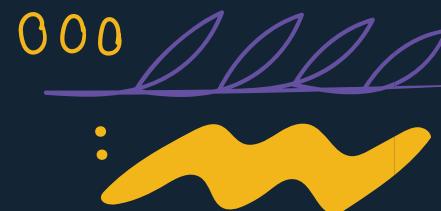
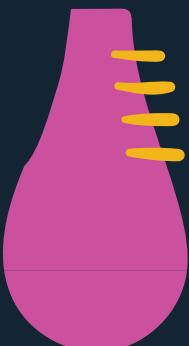
## VISUAL HIERARCHY INPUTS

Inputs that should be seen by the user first should be given a larger size while less important inputs should be smaller to not distract the users **focus** from the **main action**.

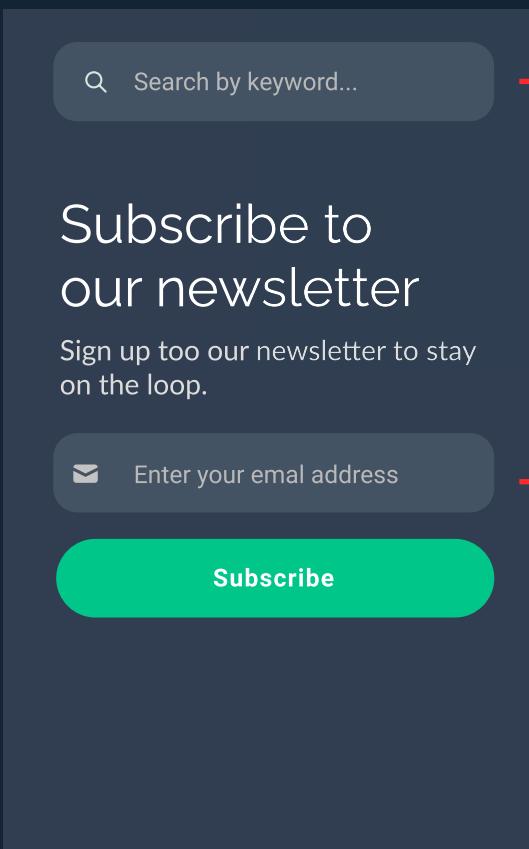


“ A GRAPHIC DESIGNER IS A **MACHINE** THAT TURNS COFFEE INTO BEAUTIFUL, FUNCTIONAL **IMAGERY** ”

— Lisa Manson



## DON'T



Search by keyword...

Subscribe to our newsletter

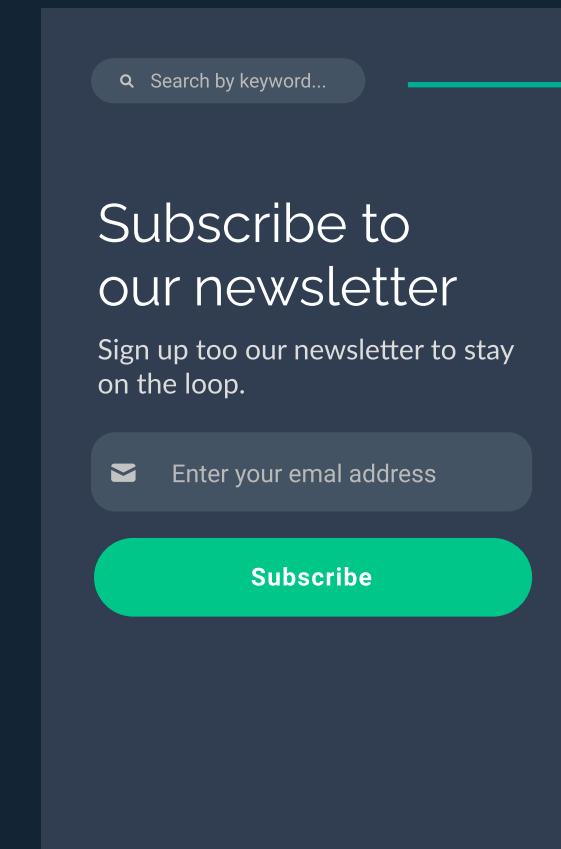
Sign up to our newsletter to stay on the loop.

Enter your email address

Subscribe

Both search input and email input have the same size which can prevent the user to focus on the primary action, which is subscribe.

## DO



Search by keyword...

Subscribe to our newsletter

Sign up to our newsletter to stay on the loop.

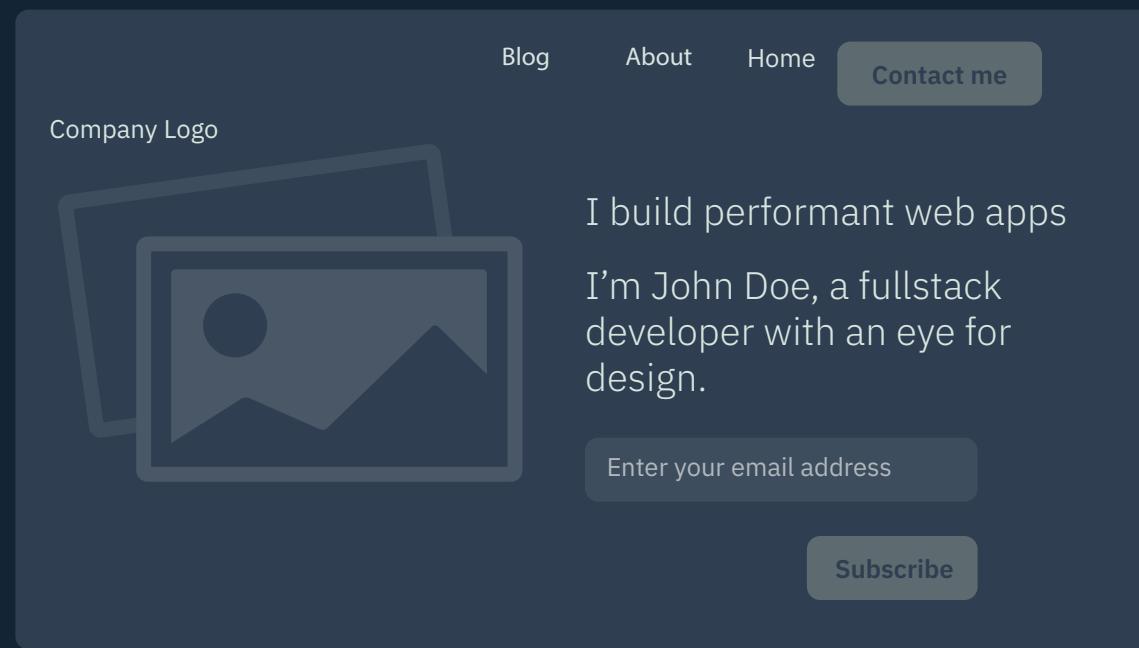
Enter your email address

Subscribe

By reducing the size of the search input we now put users focus on the email address input, encouraging them to subscribe.

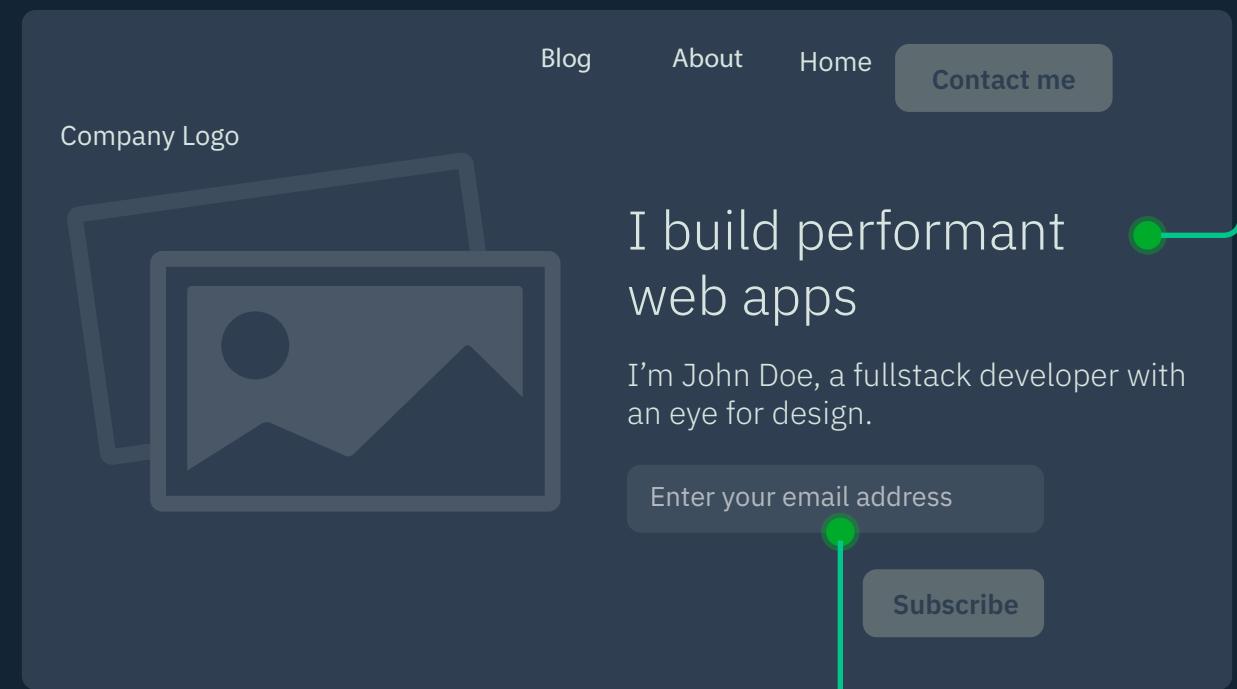
# USE CASE

Let's go ahead and improve the following landing page using the concepts we just learned.



1

There is no clear hierarchy between the main title, paragraph, navigation links, so let's go ahead and fix that by giving the main title a bigger font size and make it the first thing the user sees on the page.

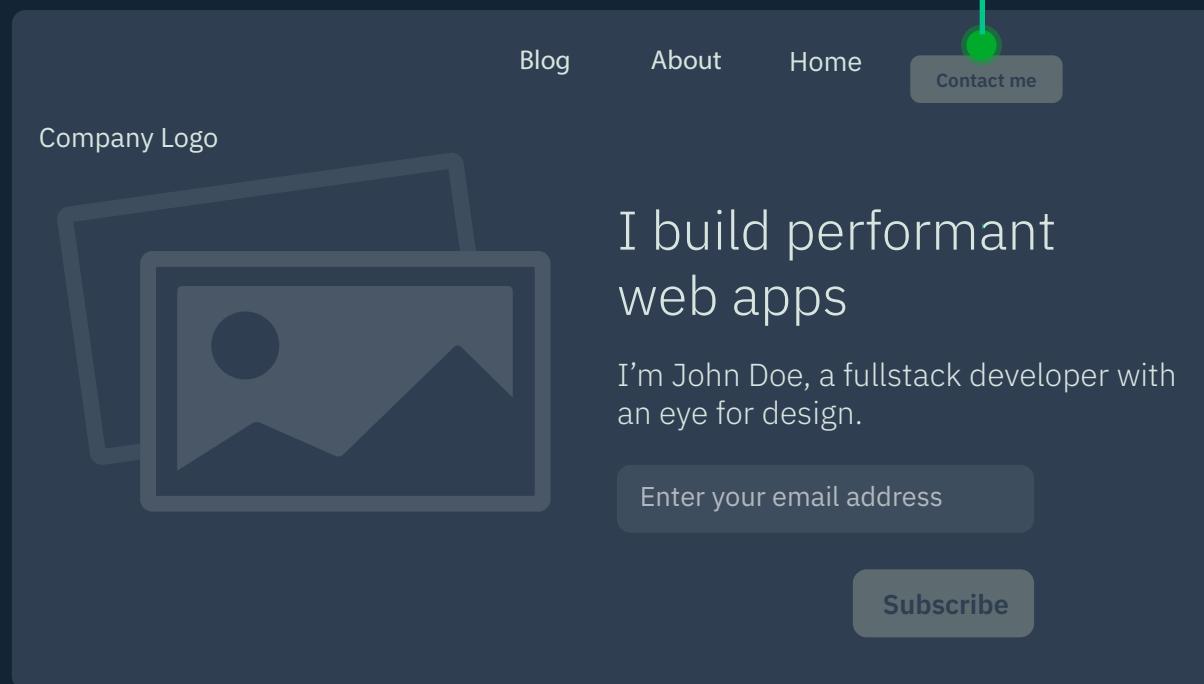


2

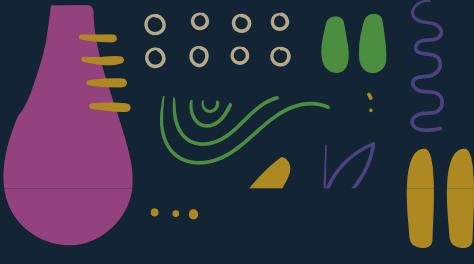
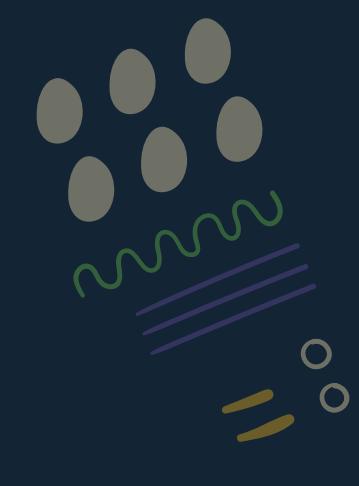
Second, let's put the user's focus on the main call to action here which is to subscribe to the newsletter. For that we are going to make the email input be bigger than the "Search blog post" input.

3

Great, now let's go ahead and reduce the size of the "Contact me" button so that there is a clear distinction between the main button "Subscribe" and the secondary action which is "Contact me".



“ STYLES COME AND GO.  
GOOD DESIGN IS A **LANGUAGE**,  
NOT A STYLE.  
— Massimo Vignelli





## VISUAL HIERARCHY COLOR

Color can be used to drive users' **attention** to **specific** elements in the screen, therefore affecting the overall hierarchy of the design.

“ THINKING ABOUT  
DESIGN IS  
**HARD**,  
BUT NOT THINKING  
ABOUT IT CAN BE  
**DISASTROUS**

— Ralph Caplan

# HOW TO USE COLOR IN TEXT?

Texts that are more important should have a higher contrast between its color and the background, body text and less important sections should be given a lower contrast.

To accomplish this you can choose a less saturated color for the body text and a more saturated color for the title.

## TIPS

### We Build Awesome Web & Mobile Apps

We cultivate expertise in every stage of product creation, resulting in extraordinary digital experiences.

Within a title you can increase the hierarchy of a single word or phrase by choosing a different color with higher contrast.

## DON'T

### We Build Awesome Web & Mobile Apps

We cultivate expertise in every stage of product creation, resulting in extraordinary digital experiences.

- ✖ Don't make the body text have the same color and contrast as the main title.

## DO

### We Build Awesome Web & Mobile Apps

We cultivate expertise in every stage of product creation, resulting in extraordinary digital experiences.

- ✓ Do make the title have a higher contrast than the body text.

# HOW TO USE COLOR ON BUTTONS?

Buttons or actions that you want the user to see first should have a clear contrast and different color than the rest of the page. By doing so you will create a focal point on the action you want the users to complete.

You can achieve this by giving more important buttons or actions a full background color that is the same as the primary color of your palette of choice.

Give less important actions either a link style by underlining the text and making the color be the primary color, or an alternative can be an outline or ghost button.

**DON'T**

[Request Demo](#)

[Watch Video](#)

- ✖ **Don't** make secondary actions have the same color as a primary actions, this confuses users on which action they should complete first.

**DO**

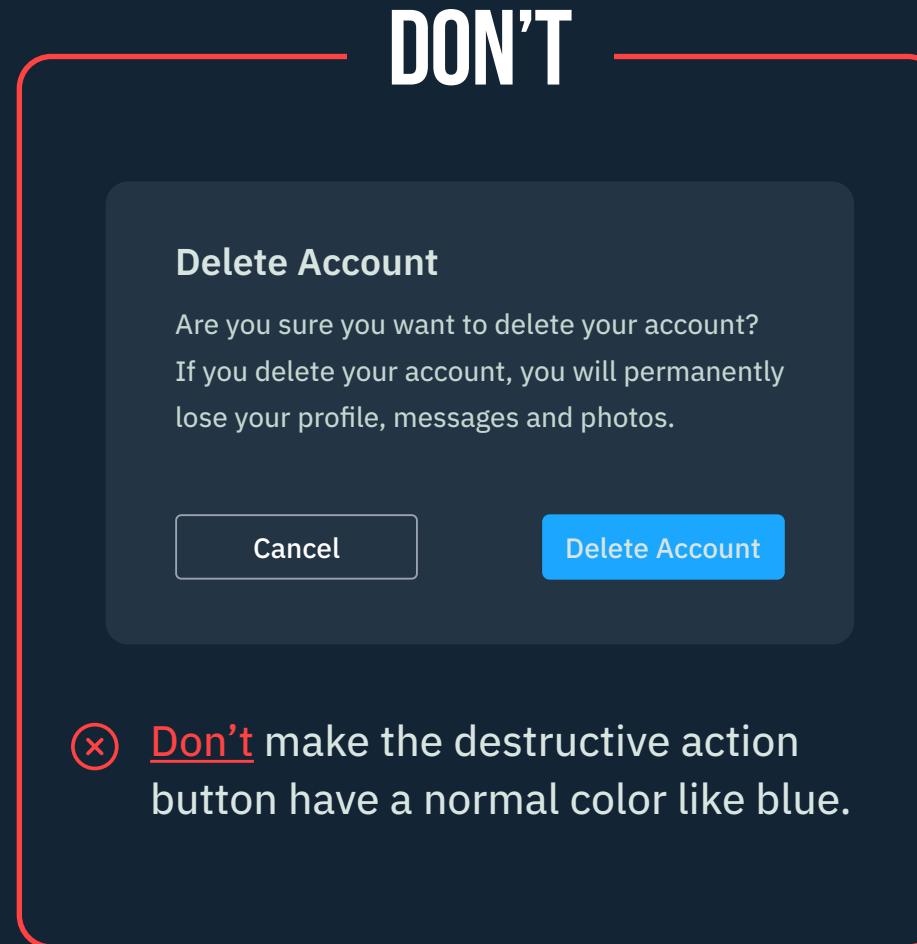
[Watch Video](#)

[Request Demo](#)

- ✓ **Do** make the primary action have the primary color of your palette and the secondary action have an outline or ghost style.

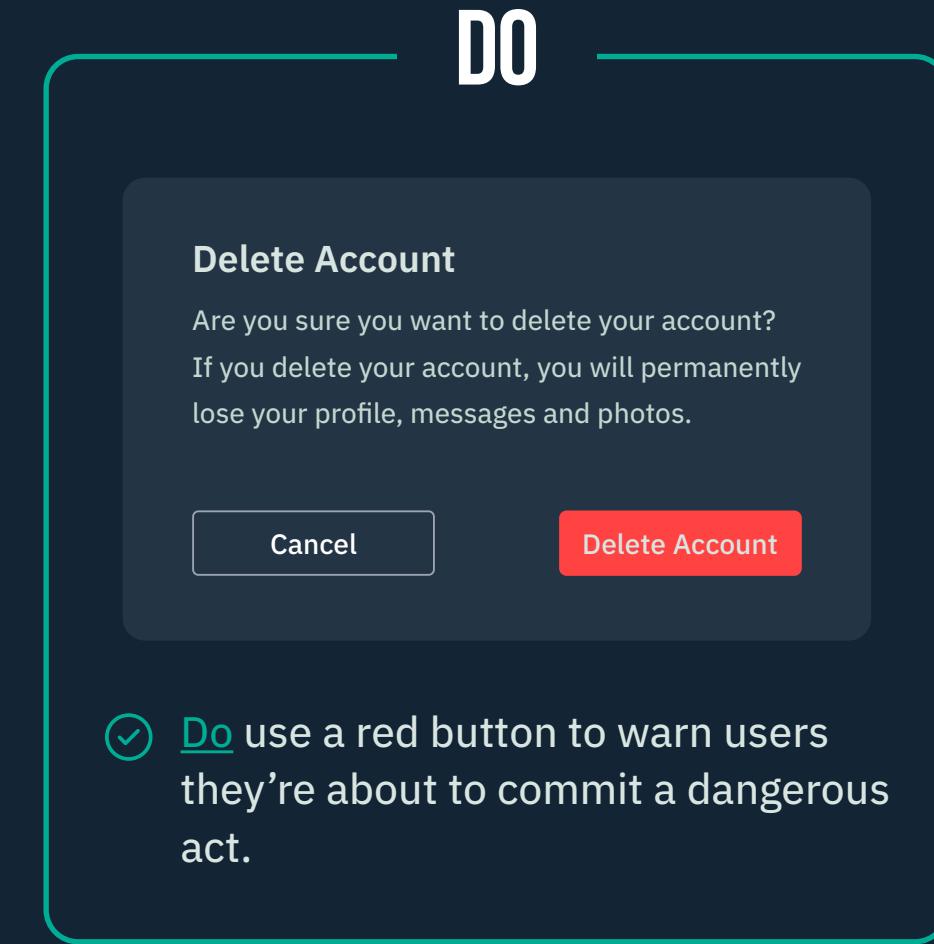
Destructive actions should also be given a different color than the rest.

You should use the red color for actions that can't be undone, for example permanently removing an account.



By doing so there is a clear sense that the action is important and might not be possible to undo it.

In the next example, the delete account button color gives a clear visual cue to the user that is an important action.



When elements have the same color and layout, there is no clear distinction between any of them, if you want to create a focal point you can use a different color to emphasize one of them.

**DON'T**



- ✖ **Don't** make all the cards look the same, use a different color to emphasize the most popular plan.

A good example of this could be when we want to encourage the user to pick a certain pricing plan, for that you can change the background color of a specific plan to make it more prominent and eye catching.

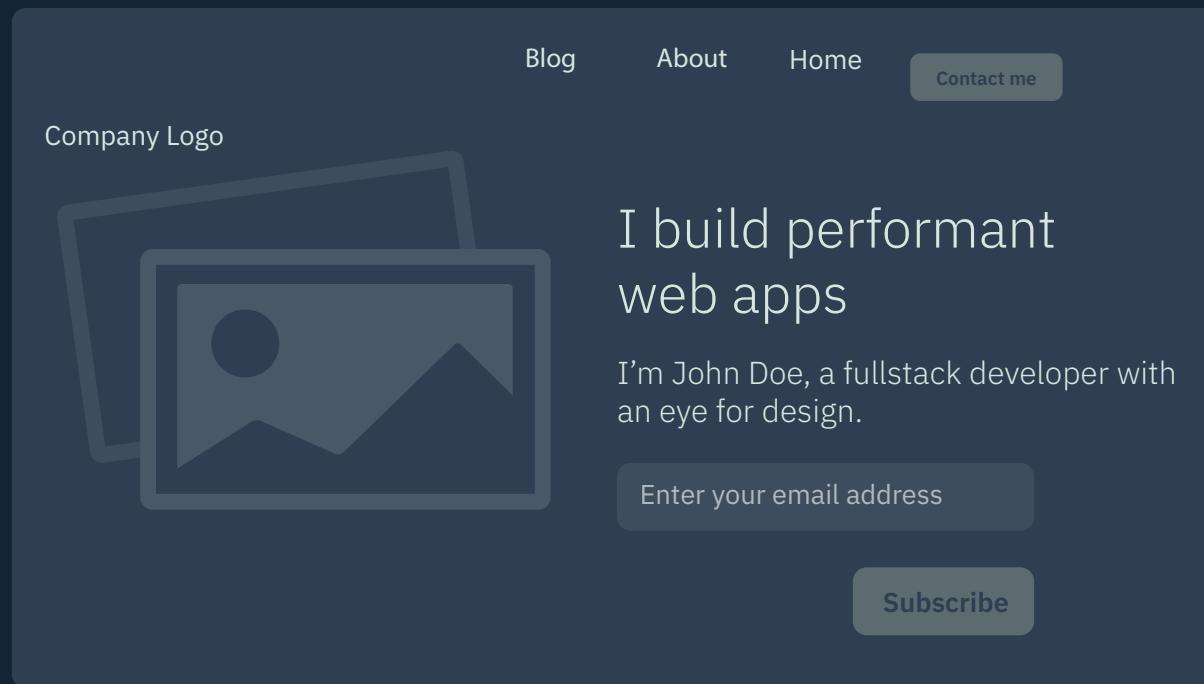
**DO**



- ✓ **Do** use a different color to establish a clear focus point and encourage the user to pick the pricing plan of your choice.
- ✓ **Do** use color psychology to convey different emotions on the user's perception. For example, green and blue can be used to suggest comfort while black can be used to convey that something is luxurious or more corporate suited.

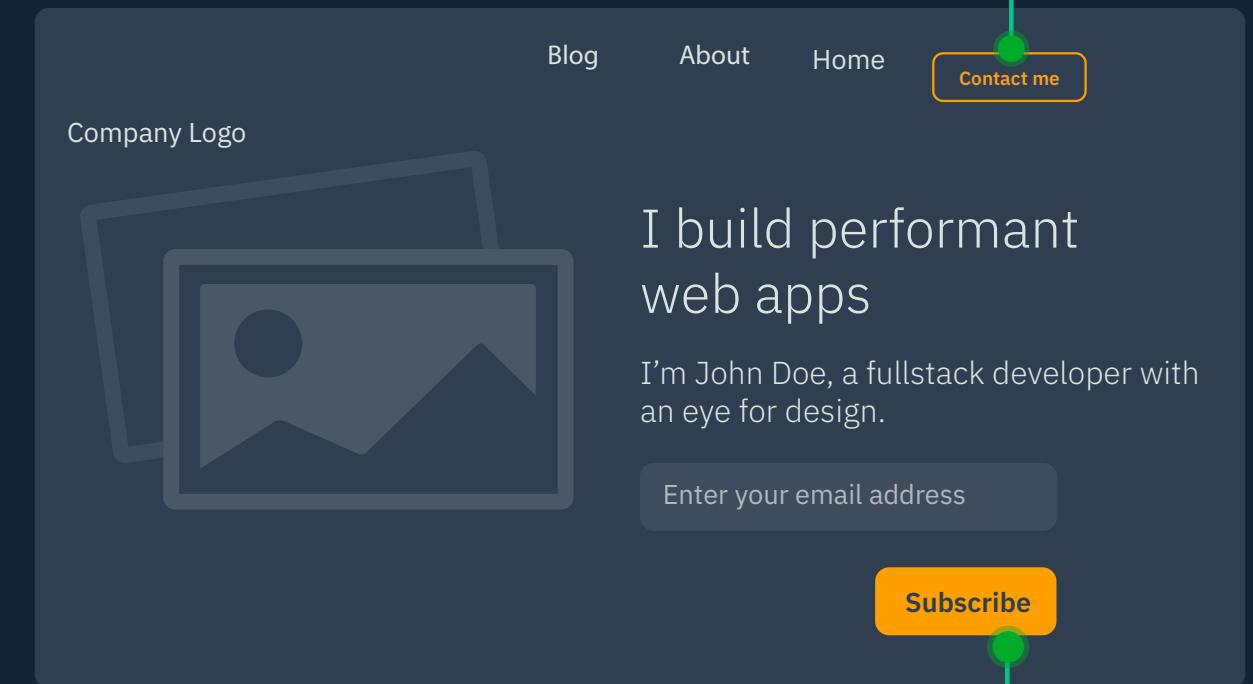
# USE CASE

Let's revisit our main landing page and see how we can improve the overall hierarchy applying only colors.



1

Let's change the "Contact me" button to be an outline or ghost button so that it doesn't distract the user from the main action which is "Subscribe".



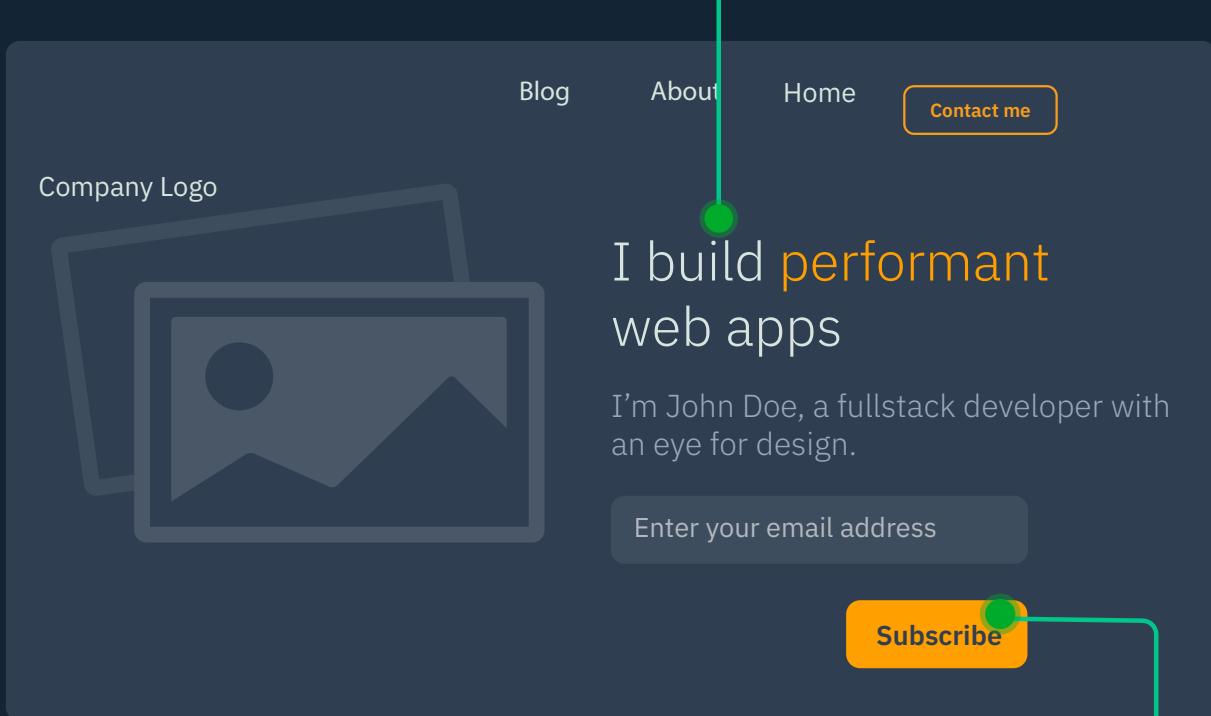
2

Let's change the background of the main call to action to a nice orange gradient to make it more eye catching.

Let's increase the contrast of the main title by choosing a lighter shade of white.

We'll do the opposite for the lead paragraph, by choosing a darker shade of white.

This establishes a more clear visual hierarchy between the two, making a focal point in the title.



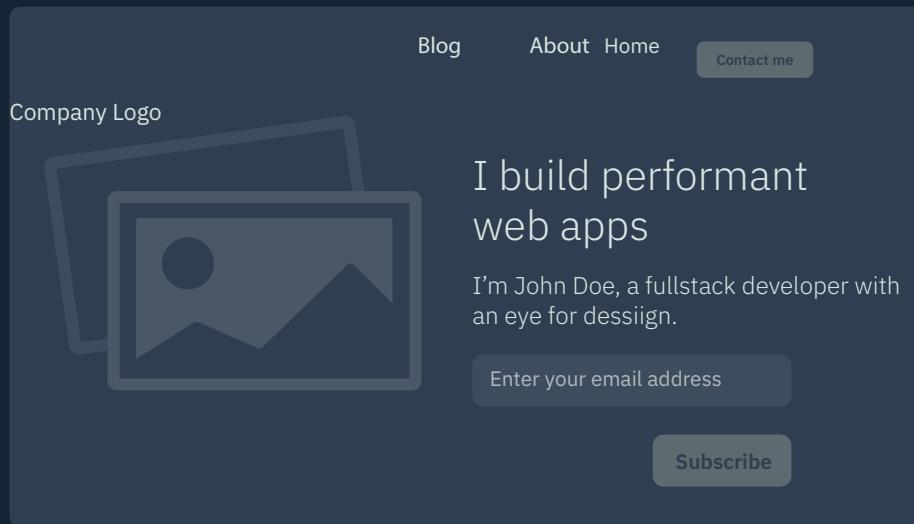
Last, let's create a focal point on the word "performant" by changing its color to the primary color of our palette.

4

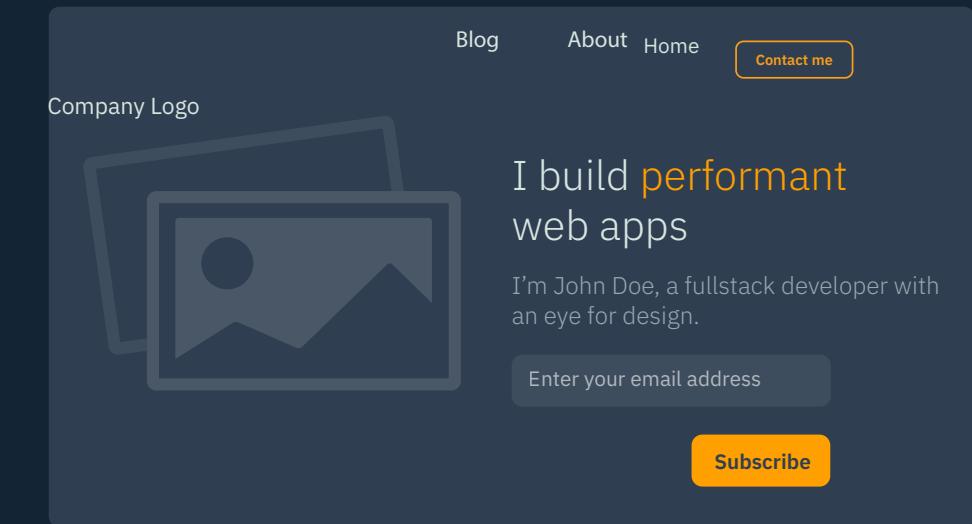
“ GOOD  
DESIGN  
IS GOOD  
BUSINESS

— Thomas Watson Jr.

# WITHOUT COLOR



# WITH COLOR



## DON'T

- ✖ **Don't:** There's no clear visual hierarchy between the contact me and subscribe button, this creates confusion on which action users should focus first.
- ✖ **Don't:** Both title and paragraph text have the same color, making it more difficult to figure out what to read first.

## DO

- ✓ **Do:** We created a focal point on the subscribe button by changing its color and make it more prominent than the contact me button.
- ✓ **Do:** We created a clear distinction between the title and the paragraph by choosing a lighter shade of black for the paragraph.
- ✓ **Do:** We highlighted the word performant to create a focal point within the title.



# VISUAL HIERARCHY CONTRAST



In web design, contrast is the practice of making elements look **different** from each other in order to make the important elements **eye-catching** while others less so.

It can be used in color, size, space to establish a clear visual hierarchy between elements.

“

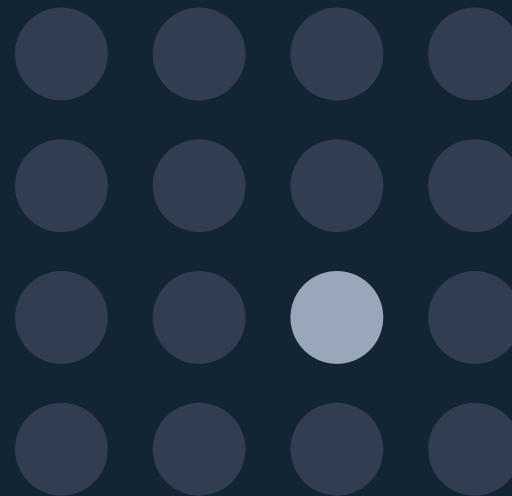
DESIGN ISN'T FINISHED UNTIL  
SOMEBODY IS USING IT.

— Brenda Laurel



# HOW TO USE CONTRAST IN COLOR?

Contrast in color is the most common use case, you can use a different more contrasting color for a particular element, in order to make it stand out from the rest.



*In this example our eyes are drawn to the lighter circle, because it has a higher contrast than the rest.*

**DON'T**

**Request Demo**

- ✖ Don't choose colors that don't belong together, the green and red combination creates strain on the eyes.
- ✖ Don't use heavy shades of color together, it makes it more hard to read.

**DO**

**Request Demo**

- ✓ Do pick a foreground and background color with a contrast ratio of at least 4.5:1.

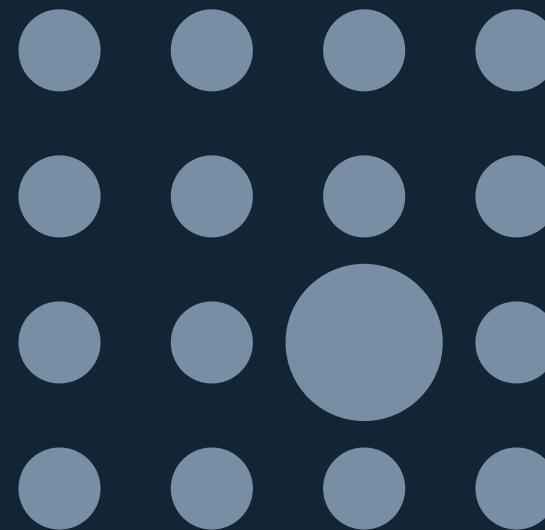
*You can use this tool to check the contrast ratio:*

<https://webaim.org/resources/contrastchecker>

# HOW TO USE CONTRAST IN SIZE?

Contrast also helps create relationships between elements.

Elements that are most important or need to be looked at first should be given a bigger size, the contrary applies for less important elements.



*In this example our eyes are drawn to the bigger circle, because bigger elements are scanned first.*

**DON'T**

This is a title

This is a subtitle

This is the paragraph which usually contains more text than the title and subtitle.

- ✖ **Don't** choose the same size for every text, this confuses the user on where they should start reading.

**DO**

4x ● This is a title

2x ● This is a subtitle

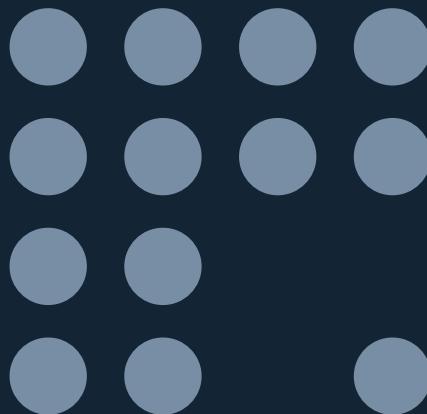
1x ● This is the paragraph which usually contains more text than the title and subtitle.

- ✓ **Do** choose different sizes for title, subtitle and paragraph. This creates a clear hierarchy of what to read first, second and last.

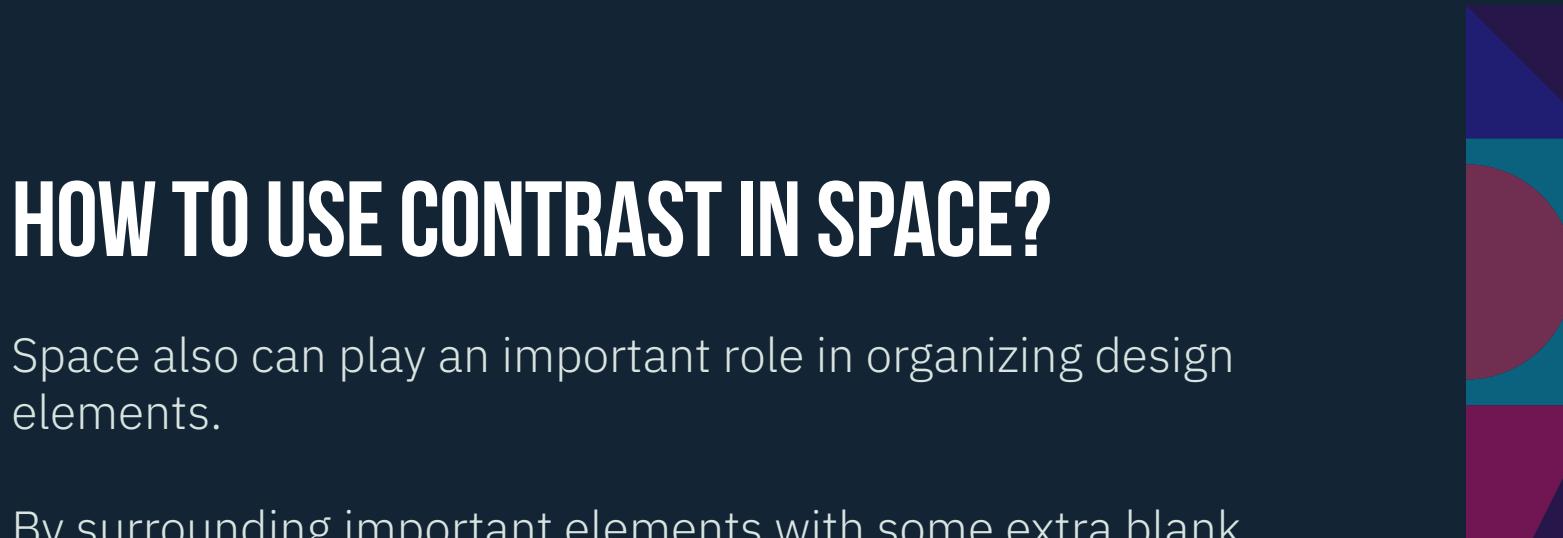
# HOW TO USE CONTRAST IN SPACE?

Space also can play an important role in organizing design elements.

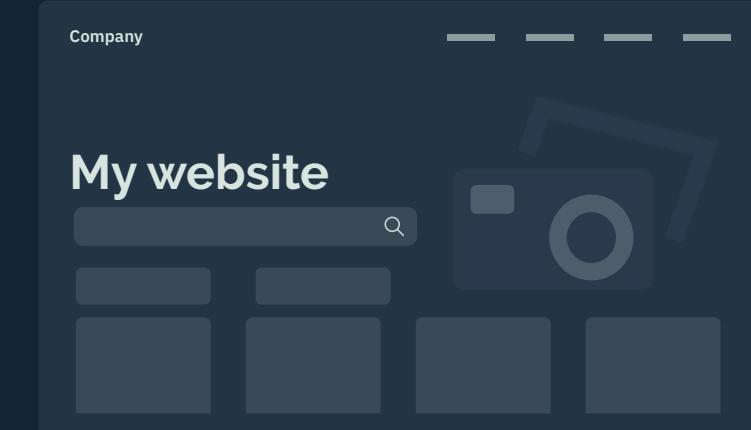
By surrounding important elements with some extra blank space you will draw more attention to that element and make it stand out.



*In this example the extra white space around the bottom right circle makes our eyes focus on that section.*

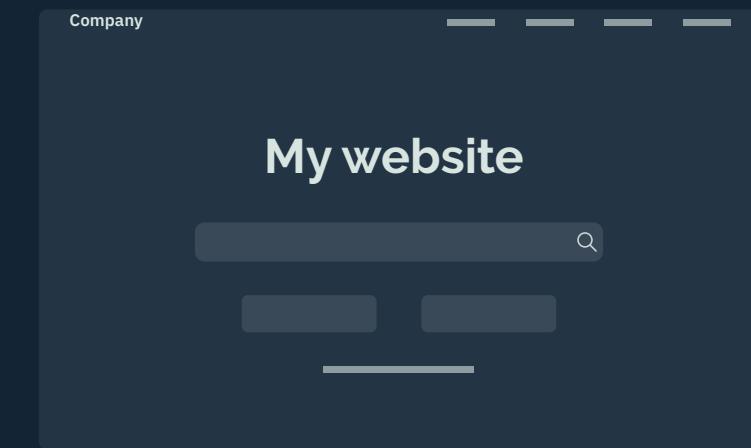


## DON'T



- ✖ Don't make the ui look too cluttered, this will prevent users from finding what they are looking for faster.

## DO



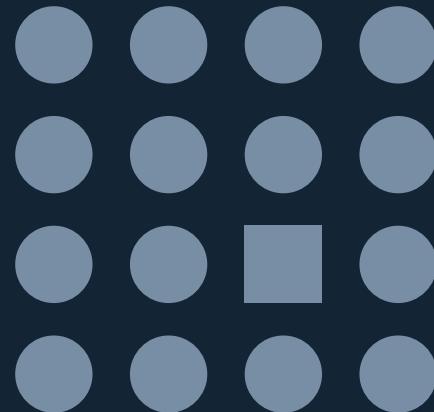
- ✓ Do increase the amount of white space and remove unnecessary elements, this will result in a much more clear UI.



# HOW TO USE CONTRAST IN SHAPES?

You can use contrast in shapes by making elements stand out by their difference in physical form.

When you want to make an element stand out you can choose a different shape from the rest of the elements on the page.



*In this example the eyes are drawn to the square shape because its the only one different among all shapes in the example.*

DON'T



- ✖ **Don't** make all the cards look the same when one is hover over, instead make use of a slightly different shape in this state to make it stand out.

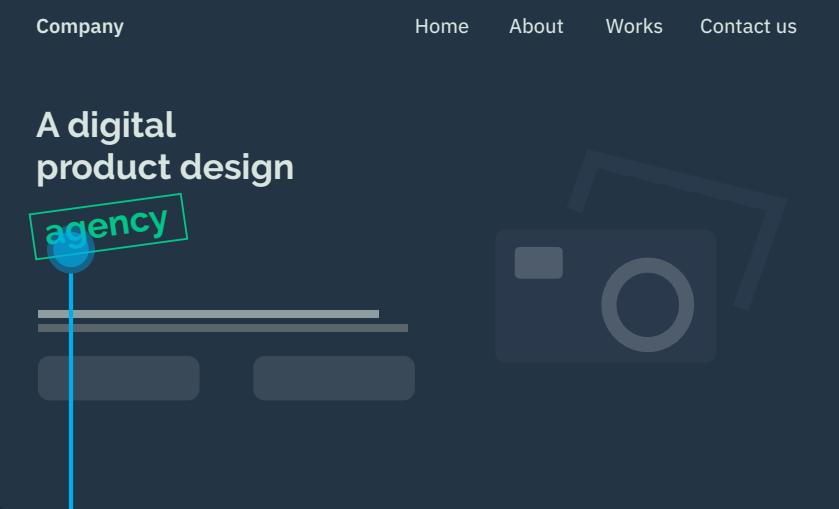
DO



- ✓ **Do** increase the size or apply a skew to make the shape stand out.



## TIPS



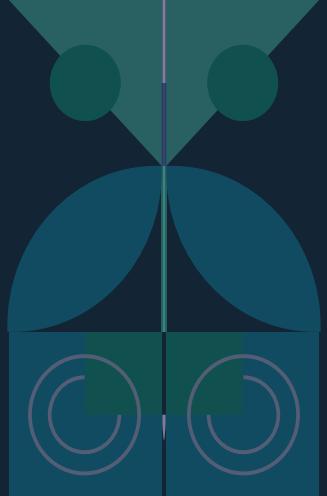
You can play around with the shape and rotation of a specific word in a sentence to create a focal point and awake a particular emotion on the user.

“ THE DETAILS ARE  
NOT THE DETAILS,  
THEY MAKE THE  
DESIGN

— Charles Eames



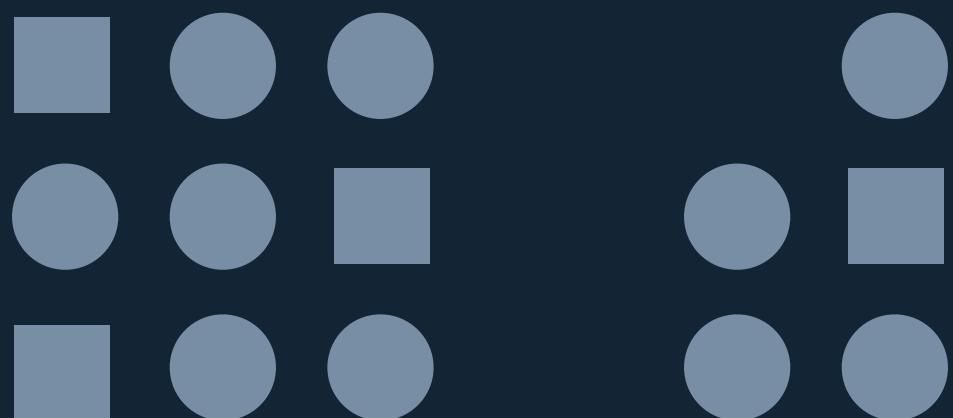
# VISUAL HIERARCHY PROXIMITY



Proximity is the practice of placing **related** elements **close** together and **separating unrelated** elements.

We can do this by using varying amounts of whitespace to either unite or separate elements.

White space guides the user's eyes in the intended direction, creates contrast and makes a lasting impression.

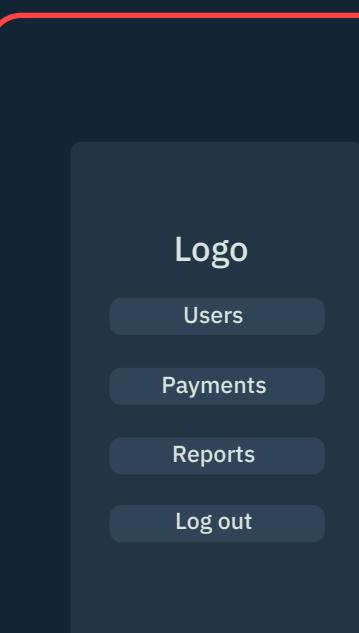


*Whitespace separates the shapes into two distinct grouping through the principle of proximity. Even when including differing shapes within each group, these two groupings are still clear.*

## DON'T

- ✖ **Don't** group together unrelated elements, this may camouflage them from users.

In the sidebar example, all seems to be part of the same group.



## DO

- ✓ **Do** use different amounts of white to consolidate groups, and to separate groups from each other.

In the sidebar example we use less white space between the navigation items to make it clear they all belong to the same group.

We use more white space around the logo and log out button to separate them from the navigation items group.



# HOW TO USE PROXIMITY IN FORMS?

Proximity plays an important role in how users scan form elements.

By placing labels near corresponding form fields, you make it much easier for users to scan the form.

## DON'T

Label

Label

Label

- ✖ **Don't** place labels far away from inputs, this makes it hard to associate a form group.
- ✖ **Don't** use the same amount of white space between the label/input and the next label.

## DO

Label

Label

Label

- ✓ **Do** place labels closer to relevant fields, this makes a form easily scannable and increase the chances of successful completion.
- ✓ **Do** use more white space between form groups (label & input) to establish clear groups.

## TIPS

### Personal Information

First name

Last name

Group 1

### Account Information

Email

Password

Group 2

Do group related fields together, you can help users understand why they need to fill in this information.

The fields in the above example are categorized into two groups (personal information & account information).

# HOW TO USE PROXIMITY IN TEXT?

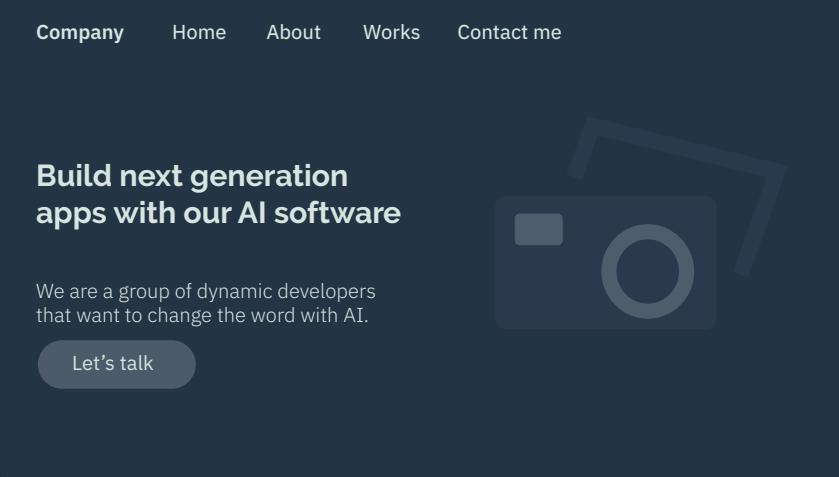
Proximity can be leveraged to create meaningful groups when presenting basic text content.

Sentences should be grouped together in paragraphs separated above and below by whitespace.

Titles related to specific paragraphs should be kept closer to them, to give the feeling they all belong to the same group.

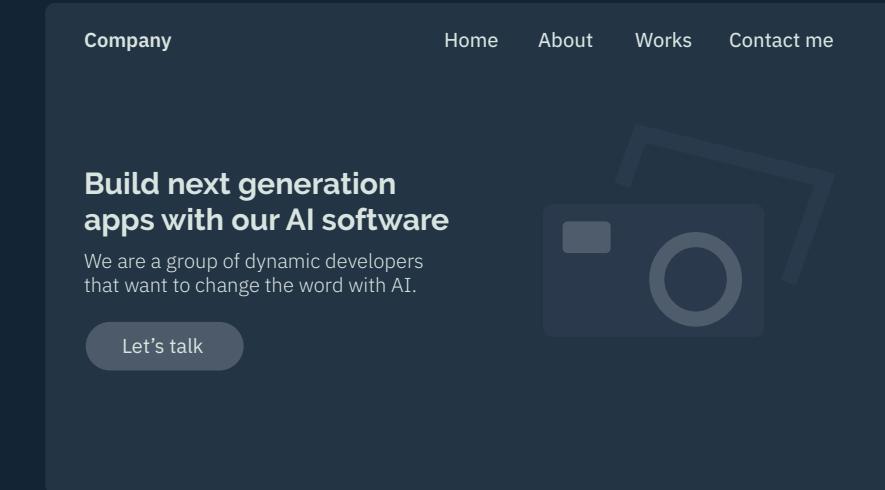


**DON'T**



- ✖ Don't leave large gaps of white space between the main title and paragraph.
- ✖ Don't keep the company logo and main navigation items close together.

**DO**

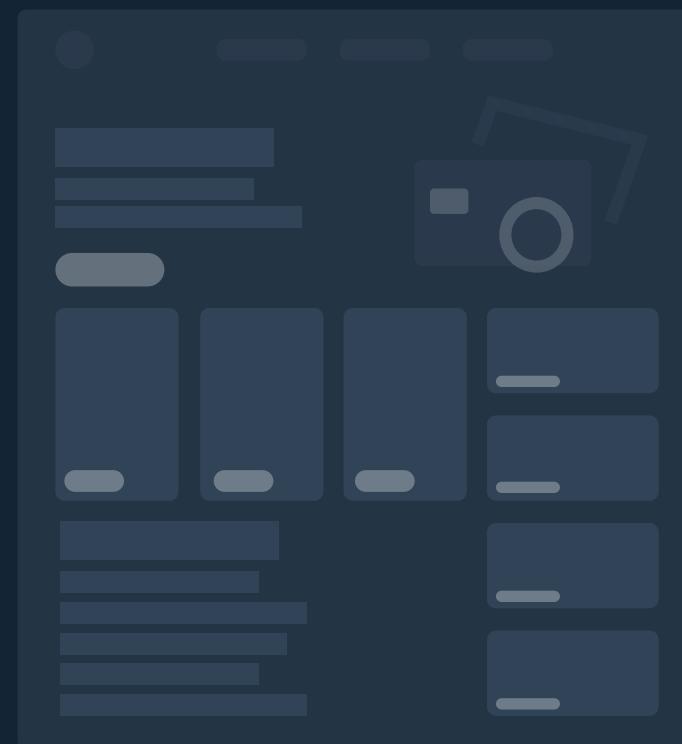


- ✓ Do keep the title and paragraph close together, this gives the user the feeling they are both part of the same group, making it easier to scan.
- ✓ Do space out the company logo and the navigation items, this clearly suggest the belong to separate groups and can be scanned separately.

# USE PROXIMITY IN LARGER LAYOUTS

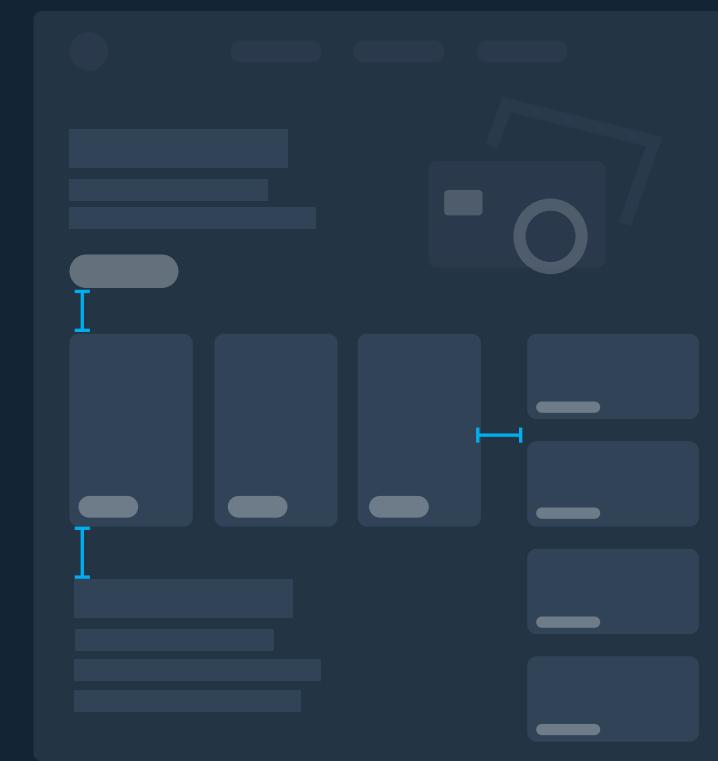
Whenever you have different groups of elements you need to make sure that the space within a group of them is smaller than the space to the next group.

**DON'T**



✖ **Don't** leave the same amount of white space between group elements, this gives the impression that every group is related to each other, making it harder for the user to scan the page.

**DO**

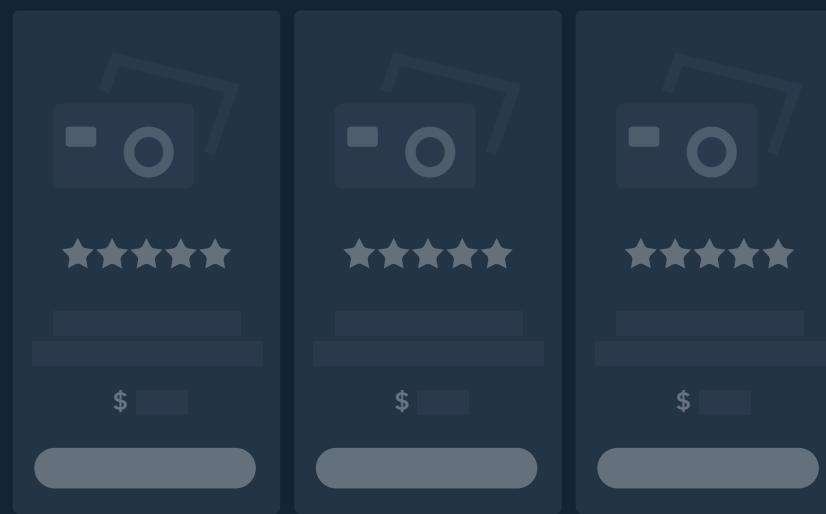


✓ **Do** space out group elements, this will make it easier for the user to find specific groups.  
✓ **Do** add buffer to the call to action and the aside menu.

# HOW TO USE PROXIMITY IN PRODUCT CARDS?

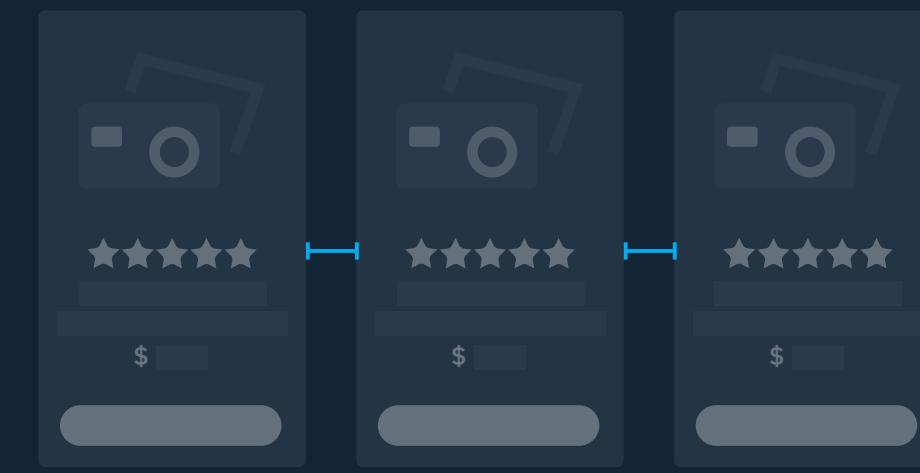
Product cards are a great group element to harness the power of proximity.

**DON'T**



- ✖ **Don't** leave large amount of white space between the photo, star rating, title, price and add to cart button, this makes it harder to realize that they all belong to the same group.
- ✖ **Don't** leave small amounts of white space between product cards, it clutters the ui and makes it harder to scan the different products.

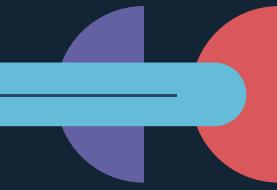
**DO**



- ✓ **Do** make the image, star rating, title, price, and "Add to Cart" buttons for each product be all in close proximity. This conveys to the reader that all this information is related to one product.
- ✓ **Do** use proper whitespace to separate one product from another.

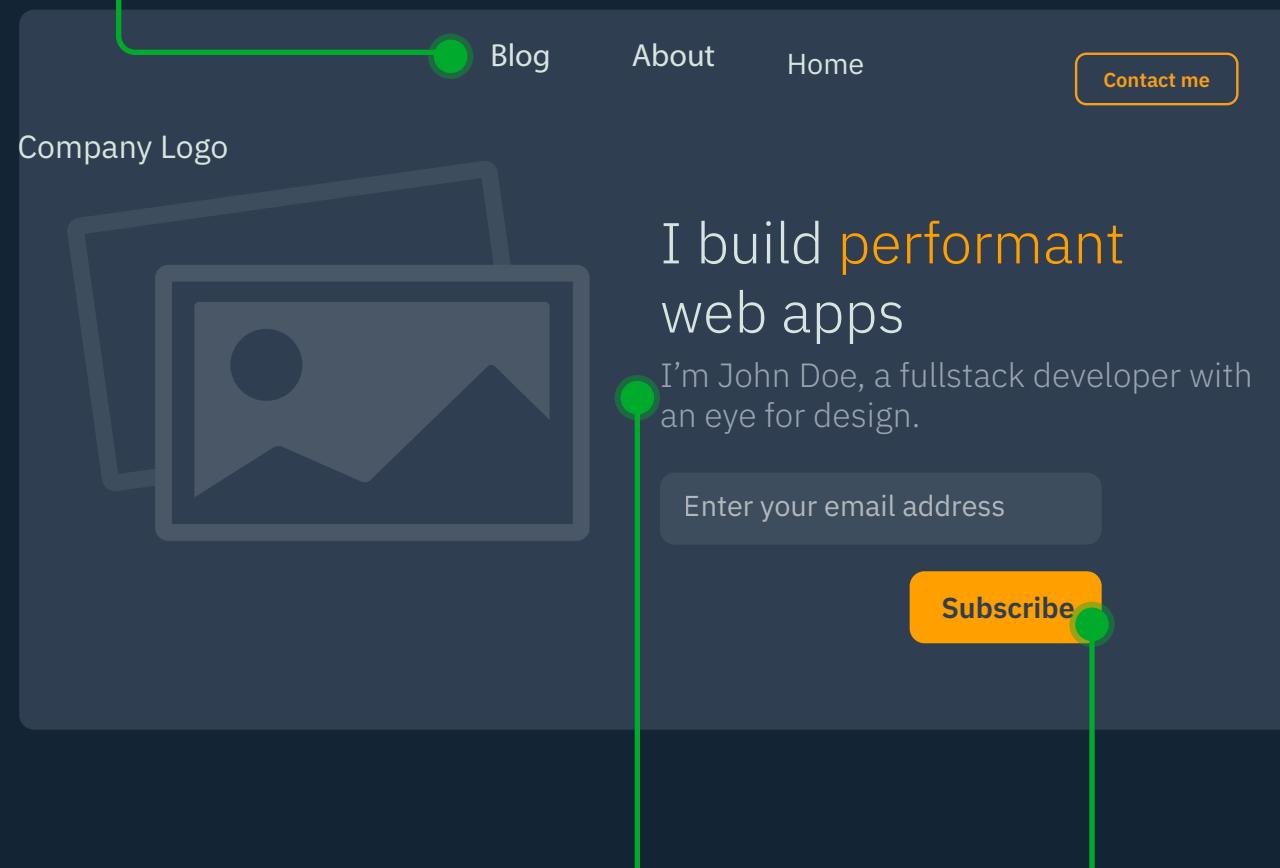
This example of proximity applies better spacing and proximity of elements to represent information in an easy to read format.

# USE CASE



1

Use proper spacing between navigation items to make it clear they are all part of the same group.



2

Let's close the gap between the title and the paragraph.

3

Reduce the space between the button and input to make it clear they belong to the same group.

“ EVERYTHING  
IS DESIGN.  
EVERYTHING!

— Paul Rand

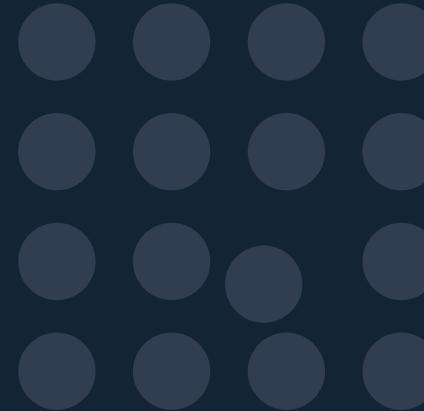


# VISUAL HIERARCHY ALIGNMENT

In web design alignment refers to how we **position** elements between each other.

Alignment helps to create order, organize elements, to create visual relationships and improve the overall **readability** of your website.

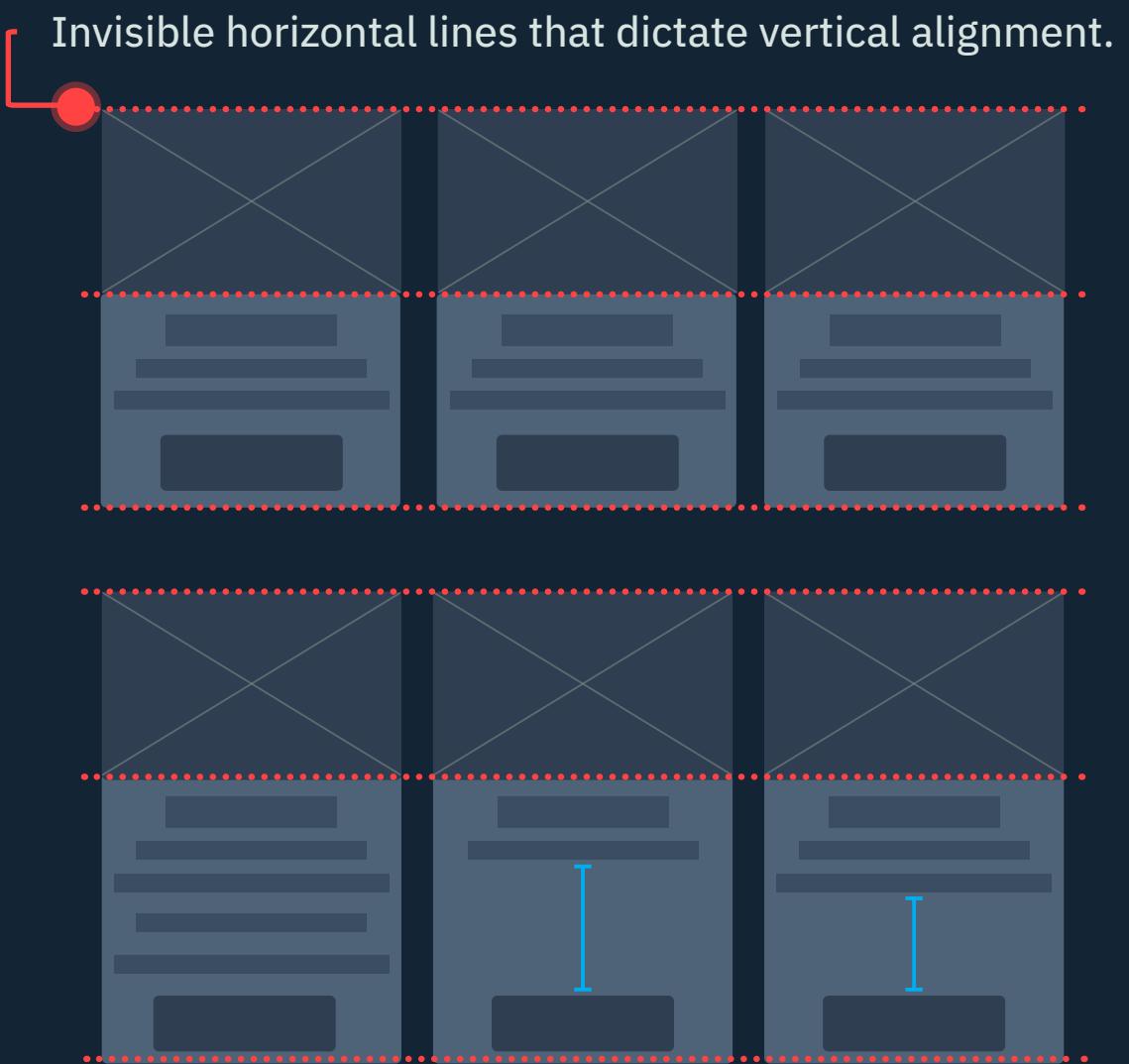
Proper usage of alignment can highly affect how our brains scans content, so we can use it to make an impact in the overall hierarchy of our site as well.



*In this example our eyes are drawn to the lighter circle, because it's not properly align like the rest of the circles.*

## VERTICAL ALIGNMENT

Vertical alignment refers to how elements align on the horizontal (x) axis. When elements align on a horizontal line, you create vertical alignment.

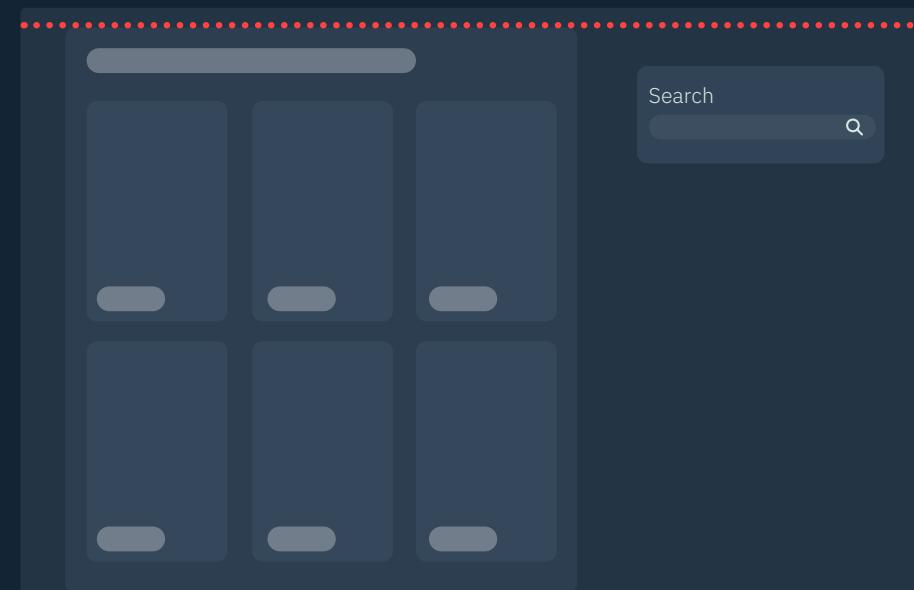


When you have different heights you can align all the cards to the baseline of the heights card.

# TOP OR BOTTOM VERTICAL ALIGNMENT

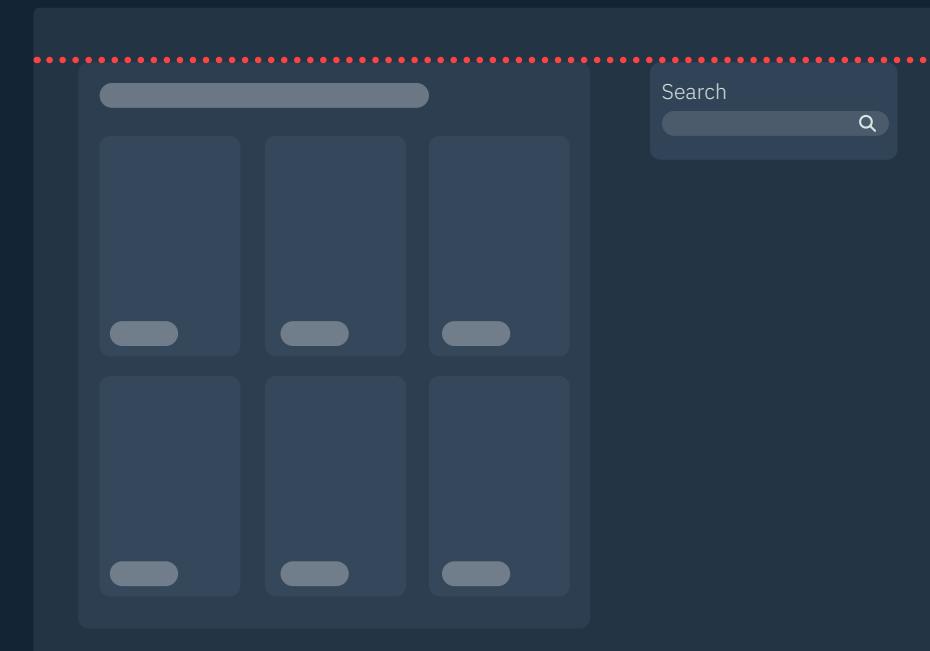
When the height of two or more elements are significantly different, it's usually a best practice to vertically align the content to either the bottom or top

**DON'T**



⊗ **Don't** have different starting points for the cards as it makes it more difficult for users to scan a page and find related elements.

**DO**



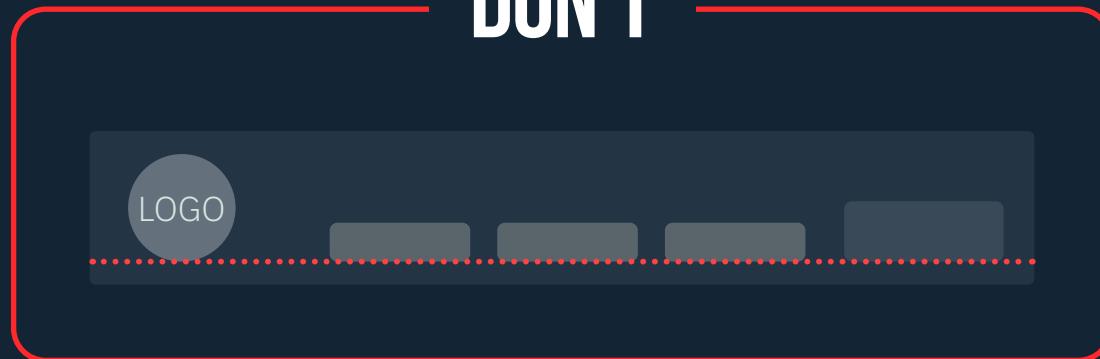
✓ **Do** align both cards to the top. This makes it clear that although they serve different purposes they are both related to each other.



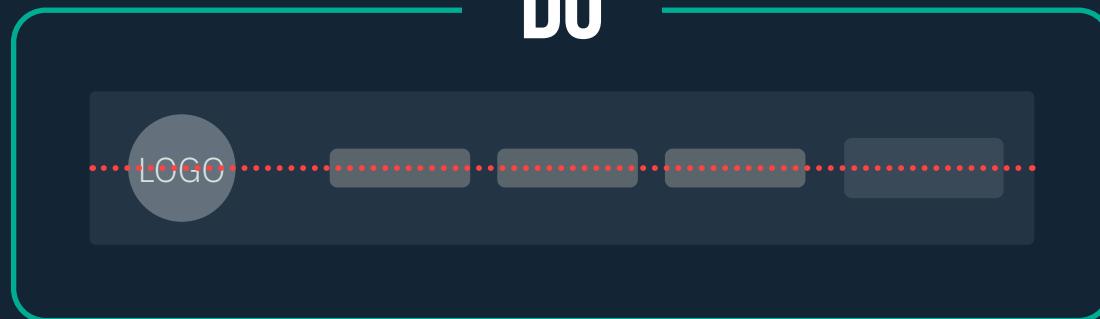
# CENTERED VERTICAL ALIGNMENT

When the height of two or more elements are slightly different it might make more sense to vertically align them to the center instead of top or bottom.

**DON'T**

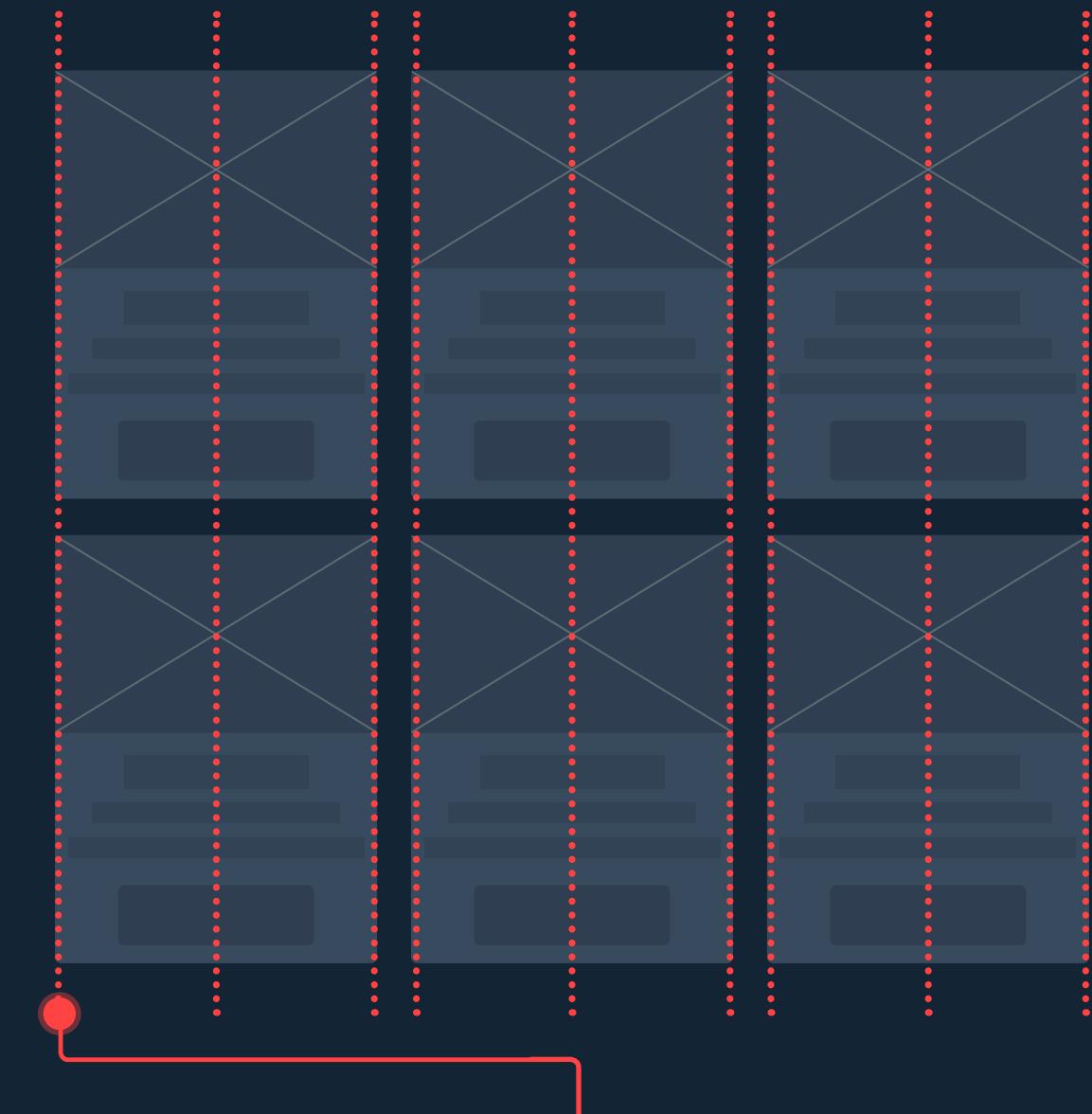


**DO**



# HORIZONTAL ALIGNMENT

Horizontal alignment refers to how elements align on the vertical (y) axis. When elements align on a vertical line, you create horizontal alignment.



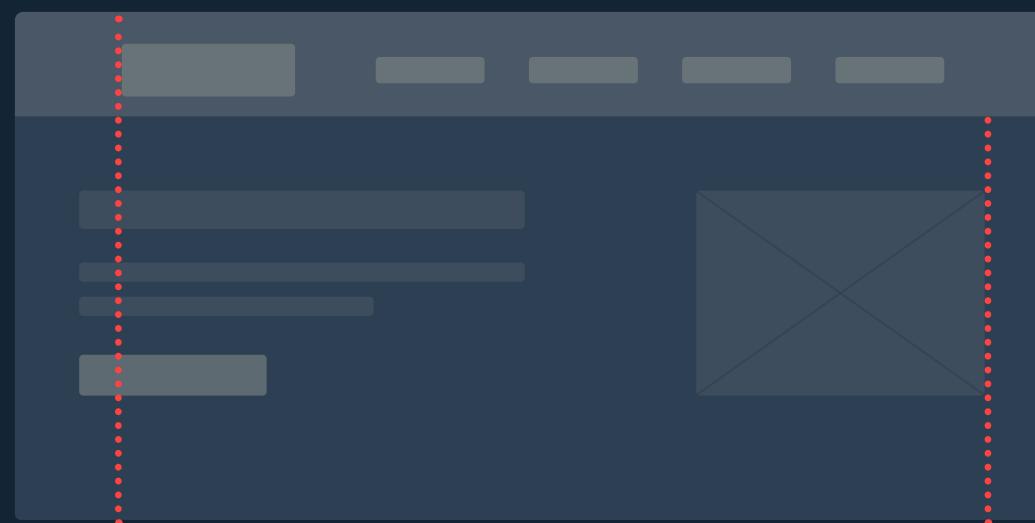
Invisible vertical lines that dictate horizontal alignment.



# LEFT AND RIGHT HORIZONTAL ALIGNMENT

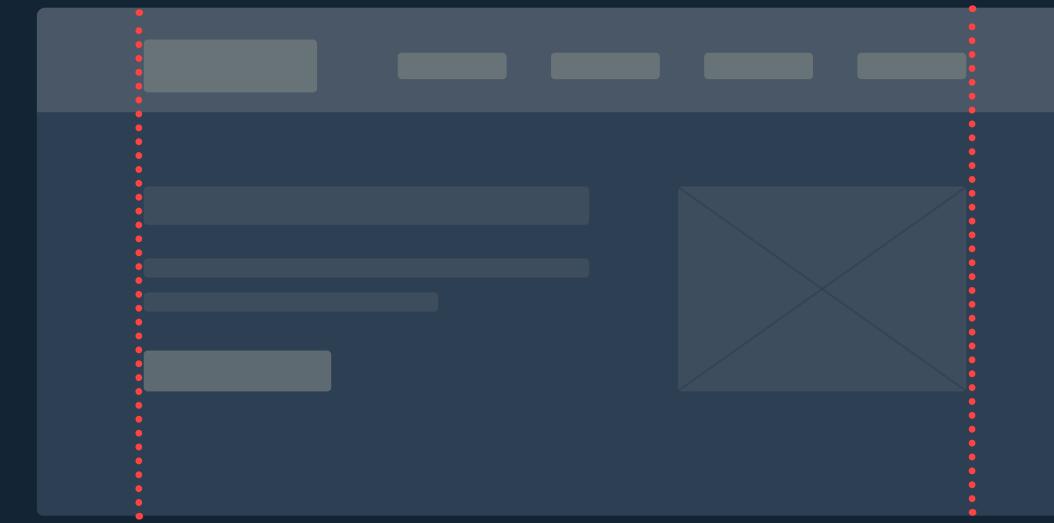
For larger layouts to keep all the content horizontally align it's common to establish a max-width for the content to expand and pushing the components to either the left or right side, often refer to as a container.

**DON'T**

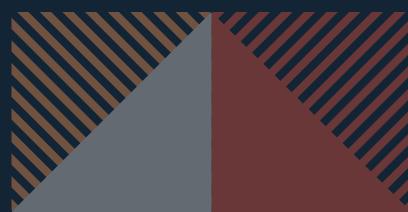


- ✖ Don't make the container larger than the screen.
- ✖ Don't make the container larger than the 1200px.

**DO**



- ✓ Do keep them align with the navigation.
- ✓ Do keep 30px of padding from left and right side.



# CENTERED HORIZONTAL ALIGNMENT

When you don't have multiple elements or large amounts of text you can make use of centered horizontal alignment, keep in mind that in most cases text and content should be align to the left.

## TIPS

### SUBSCRIBE

Subscribe to our newsletter and receive the latest updates and promotions

[Subscribe](#)

# USE CASE

1

Let's vertically align the company logo, the navigation items and the contact me button to the center.

Company Logo      Blog      About      Home

[Contact me](#)

I build **performant** web apps

I'm John Doe, a fullstack developer with an eye for design.

[Subscribe](#)

2

Let's vertically align the email input with the subscribe button to the base line.

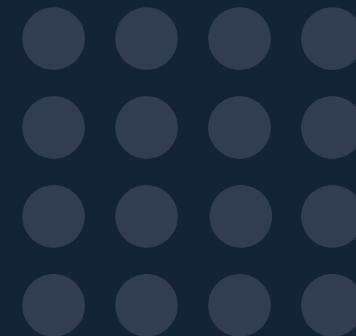


# VISUAL HIERARCHY CONSISTENCY

Consistency in web design refers to keeping all of the elements (fonts, icons, imagery, etc.) the **same** throughout the website.

This is important because a consistent site or app lets the user transfer knowledge they already had collected and apply it on other sections within your site or app.

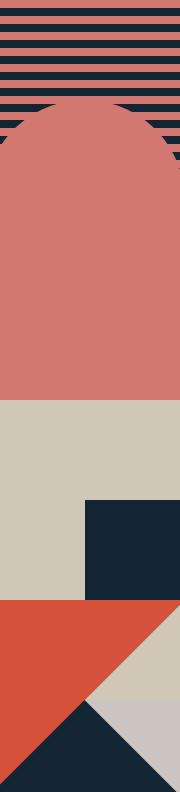
When a UI works in a consistent manner, it becomes **predictable** (in a good way), which means users can understand how to use certain functions **intuitively** and without instruction.



*Abstract representation of consistent elements being displayed*

“ DESIGN CREATES CULTURE.  
CULTURE SHAPES VALUES.  
VALUES DETERMINE THE FUTURE.

— Robert L. Peters

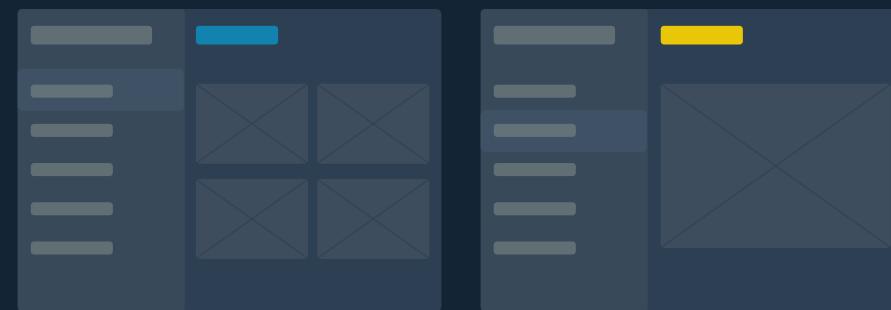


# CONSISTENCY IN COLORS

Keep colors consistent with their function (i.e., green always means Accept and red Reject).

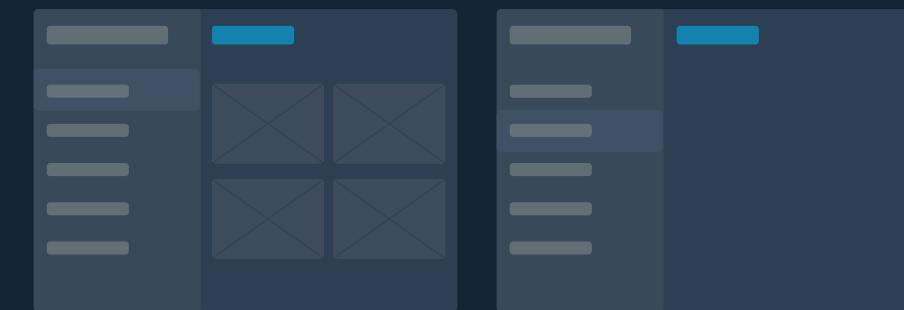
Colors usually mean something, within your website or app try to keep the overall color scheme consistent by not changing the meaning of your colors.

**DON'T**

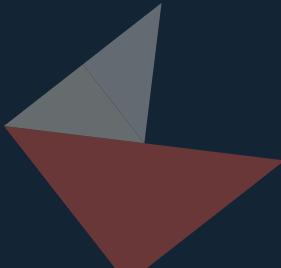
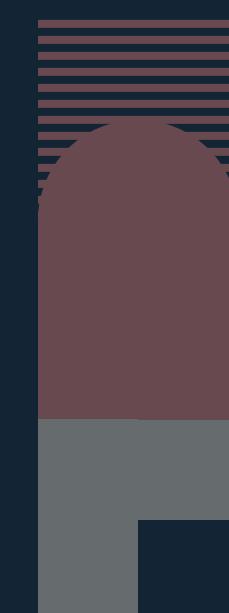


✖ **Don't** change primary actions colors as they might confuse users on the meaning behind that action.

**DO**



✓ **Do** make sure primary actions have the same color throughout your site, this makes the user learn that XYZ color on a button means he is about to perform an important action.



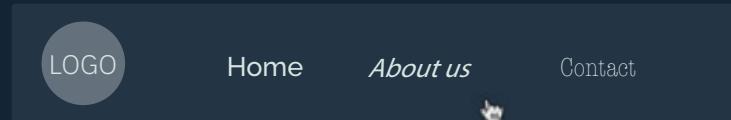
For example, if your primary color is blue and primary actions like save, add have that color, make sure to make all primary actions look the same.

# CONSISTENCY IN TYPOGRAPHY

Consistent typography helps to create a complete and coherent website, this is why it's crucial to set apart headlines, bodies, and secondary texts by giving them each a distinct typography.

A good rule of thumb is to stick to a maximum of two fonts and use one for main headers/titles and the rest for the body text.

**DON'T**



✖ Don't mix font families, weights or styles as it makes it difficult for the user to tell they all belong to the same group.

**DO**



✓ Do keep fonts the same across elements of the same group, it makes it much more easier for the user to read a given section.

“ DESIGN IS NOT A  
THING YOU DO, IT IS  
A WAY OF  
LIFE

— Alan Fletcher

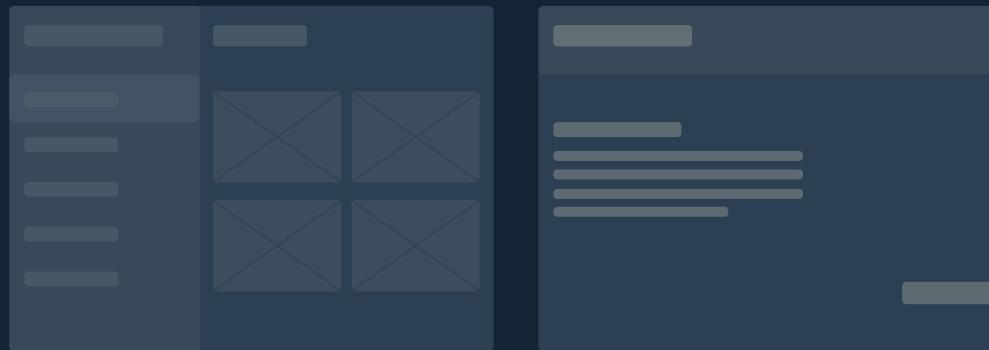


# CONSISTENCY IN LAYOUT AND LOCATION

A consistent layout throughout an app or website makes it easier for users to navigate and find what they are looking for effortlessly.

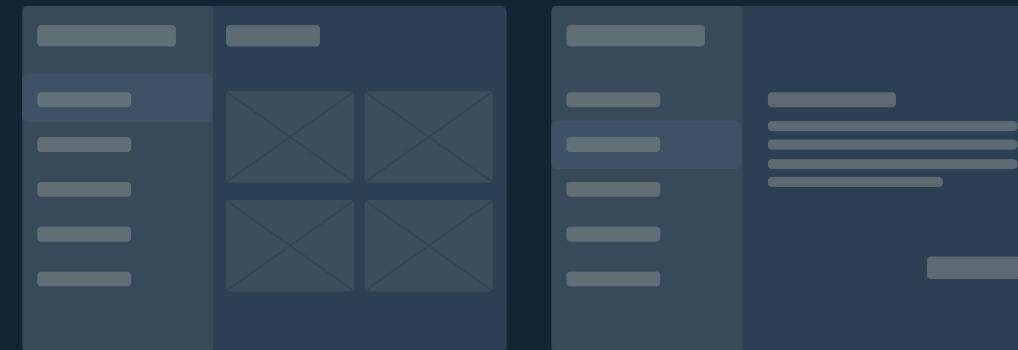
Make sure to follow industry standards, e.g. people are used to finding a sign in button on the upper right corner side of a website. By doing so users will feel already familiar with your app or website even if they haven't interacted with it before.

**DON'T**



✖ **Don't** remove the sidebar on specific pages, users are used to rely on it therefore removing it results in confused and probably lost users.

**DO**



✓ **Do** use the sidebar pattern for web apps on all pages to allow users to quickly find what they are looking for at all times.

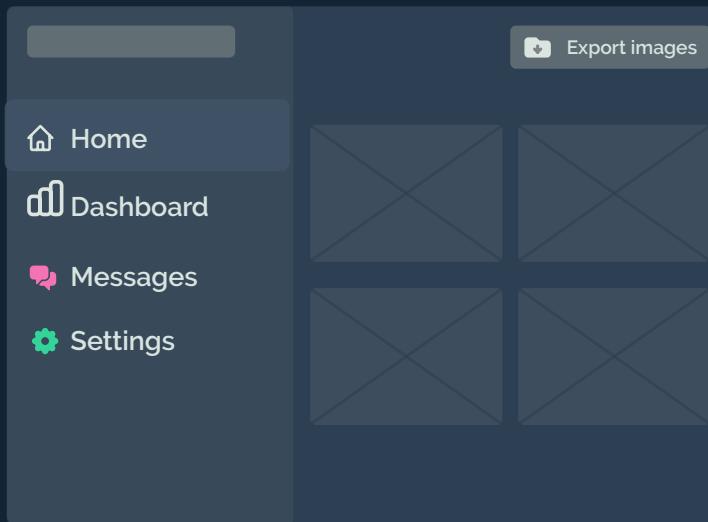
An inconsistent layout confuses users and makes it more difficult to find what they are looking for. It's harder for users to remember things that often change than things that doesn't.

Removing components such as the sidebar might lead to dead end pages, where the user is unable to return to a known page.

# CONSISTENCY IN ICONS

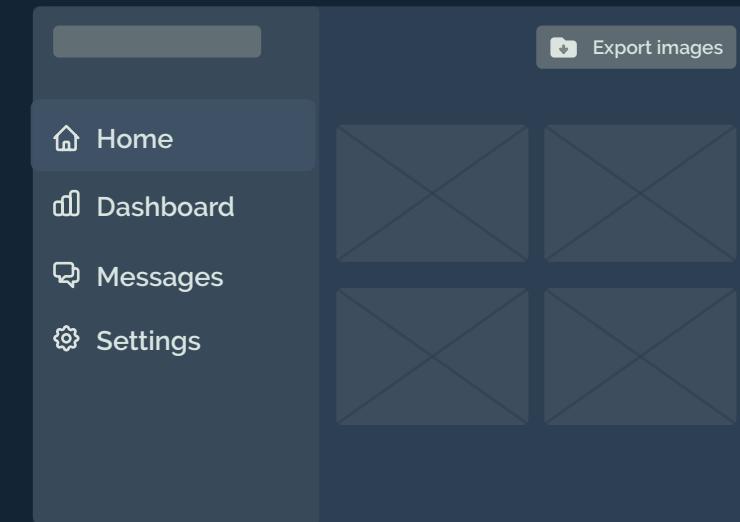
Icons are visually intuitive representations of actions or content of your website, keeping consistency across them ensures you always communicate the same thing.

**DON'T**

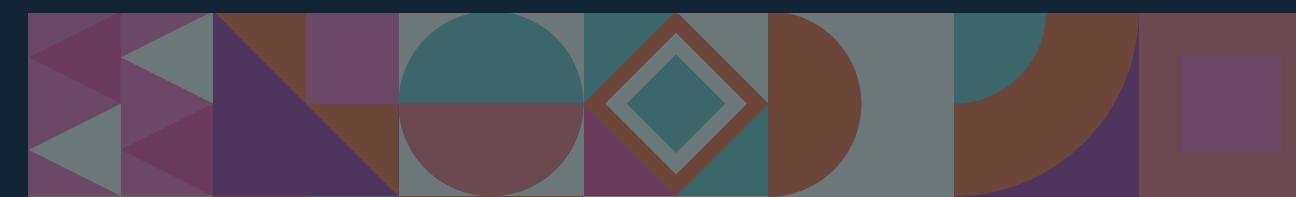


- ✖ **Don't** mix icons styles as it affects the overall composition and aesthetics of the page.
- ✖ **Don't** use different colors within a given group of icons, the only case this would be acceptable is to highlight a particular state like hover or pressed.

**DO**



- ✓ **Do** make sure to use either outline or solid icons for a given set.
- ✓ **Do** use outline icons for primary navigations.
- ✓ **Do** use solid icons for buttons, form elements and to support text.



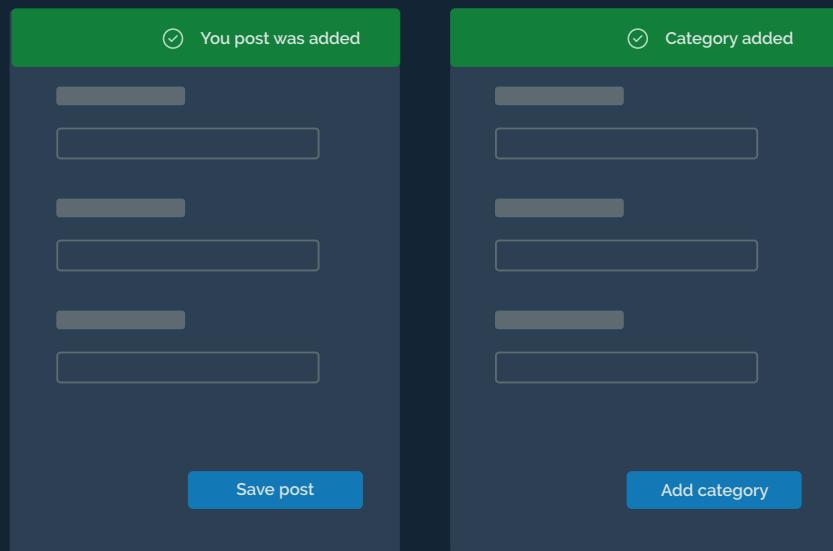
Having different styles, sizes or colors in icons can be misleading for users as they might think they communicate something different than the rest.

# CONSISTENT COMMUNICATION

Primary actions, form submit messages, error messages, every interaction with the user must be kept consistent.

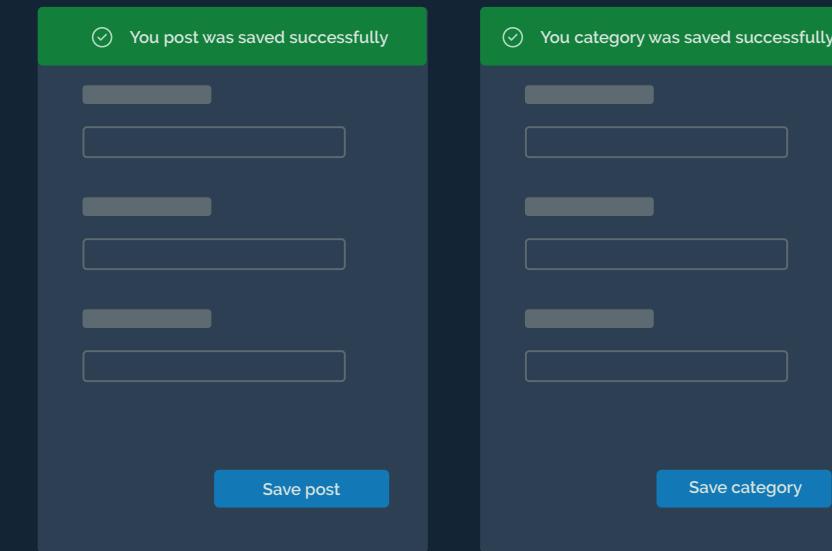
The terms and vocabulary you use have to remain consistent throughout your app or website to make sure the user understands and feels familiar with the message.

**DON'T**



✗ **Don't** change your vocabulary on messages or labels, it will be harder for the user to feel familiar with the app on the long term.

**DO**

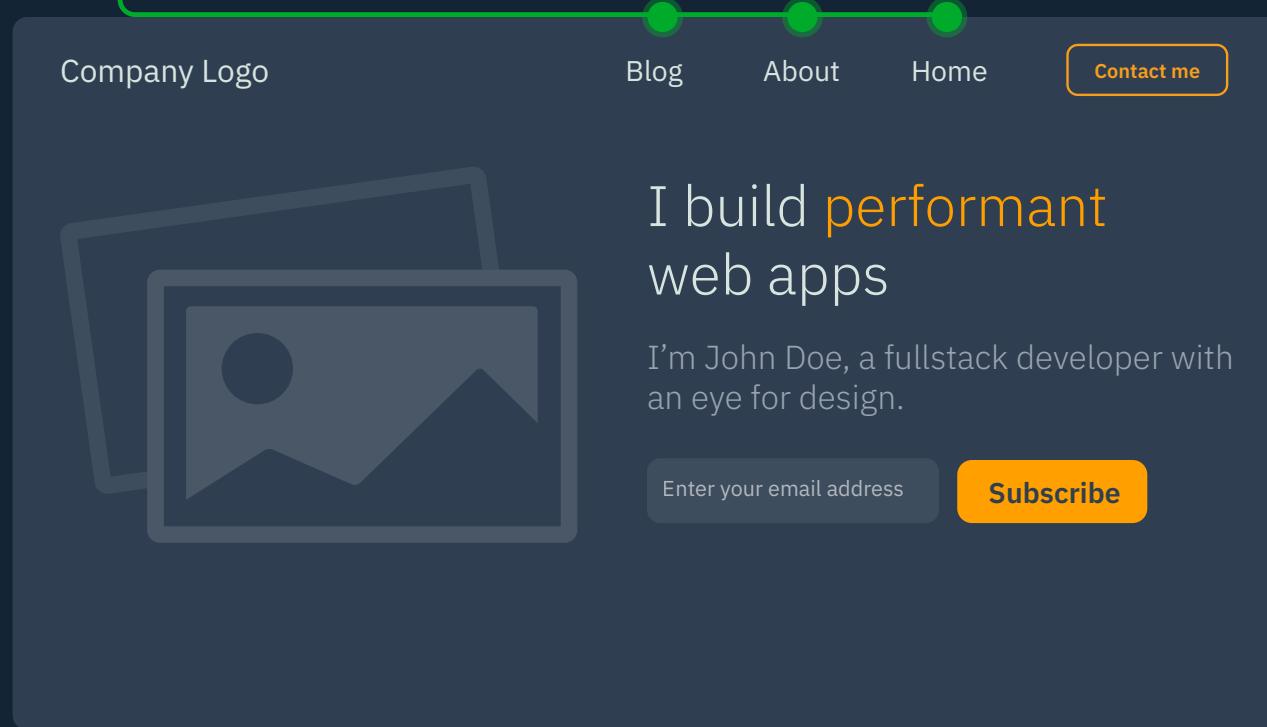


✓ **Do** keep messages and labels consistent throughout your app or website.

# USE CASE

1

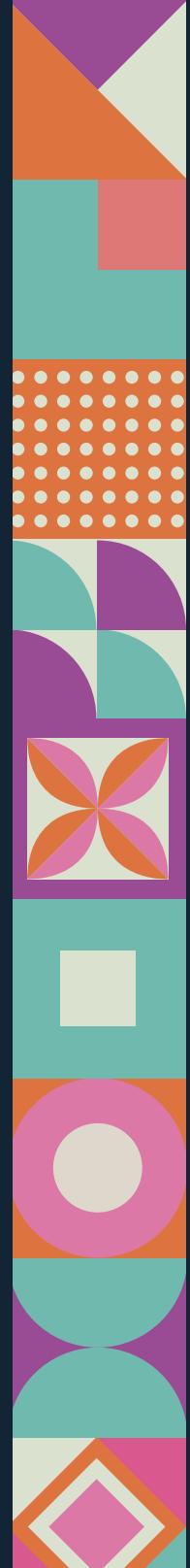
Let's make the font family and style consistent in the navigation items, this will help to

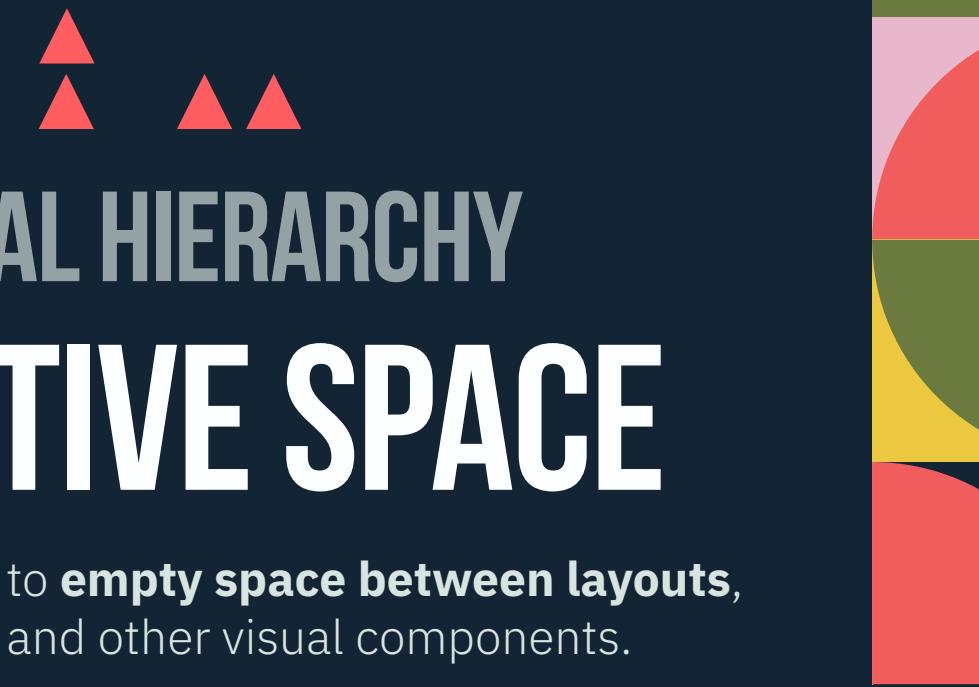


“

CREATIVITY IS  
**INTELLIGENCE**  
HAVING  
**FUN.**

— Albert Einstein





# VISUAL HIERARCHY NEGATIVE SPACE

Negative space refers to **empty space between layouts**, text, images, sections and other visual components.

It's crucial to have an appropriate amount of negative space as it increases **readability** and helps the users focus on the content that is most relevant.

Negative space is usually composed by these three css properties:

1. Margin
2. Padding
3. Letter spacing & line height



*Negative space acting as a visual cue to separate two groups.*

## NEGATIVE SPACE IN TEXT

Space between text is important because it improves readability and overall comprehension.

You can improve negative space in text by making use of margins between chunks of texts and line height between lines of text.

A good amount of line height is going to depend on the size of the font itself. There is not a unique number that works well for all text, but a good rule of thumb is of 1.5 times the font size, and then you can adjust accordingly.



## DON'T



- ✖ **Don't** make text feel cluttered, this decreases overall readability and aesthetics.
- ✖ **Don't** leave the same amount of negative space between lines and titles, there should be a closer gap between lines than the heading and the body text.

## DO



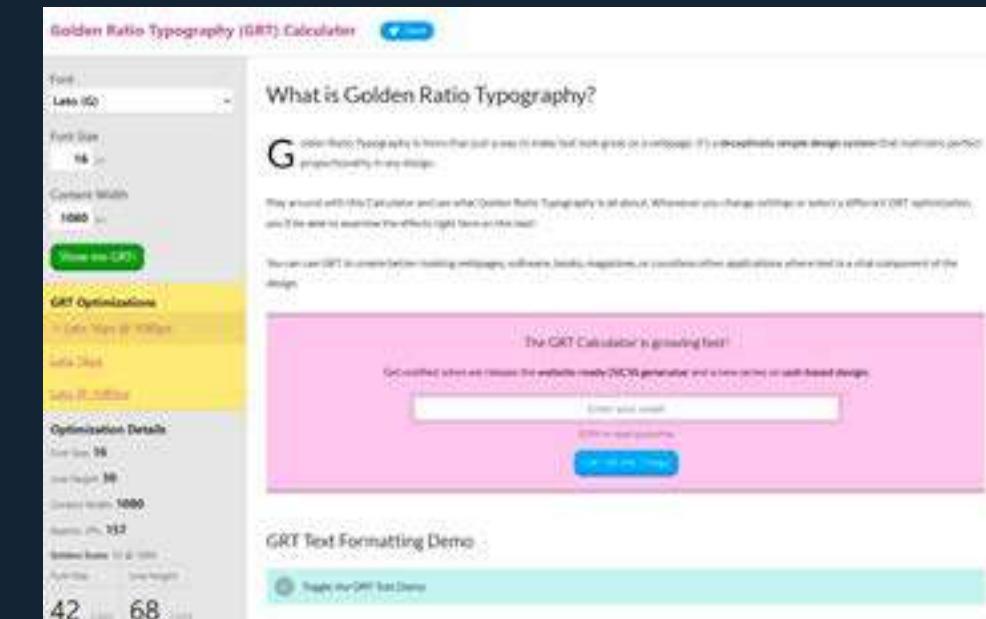
- ✓ **Do** leave generous amounts of white space between heading, subheading and body text.
- ✓ **Do** leave a balanced amount of white space between lines.

*E.g. font-size 16px, line height  $16 \times 1.5 = 24px$*

## TIPS

You can use this tool to generate appropriate line heights given a font size:

<https://grtcalculator.com/>



# NEGATIVE SPACE TO IMPROVE HIERARCHY

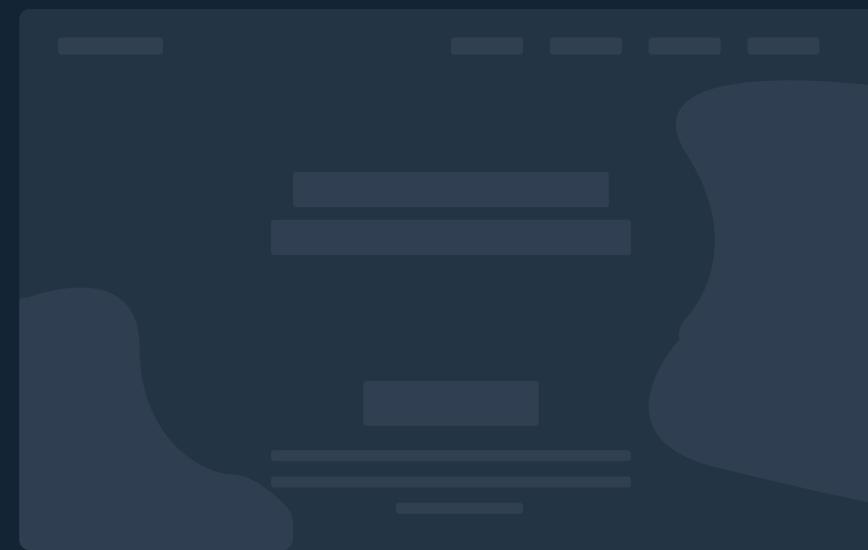
When used wisely, negative space can support visual hierarchy by creating focal points.

Be mindful that too much or too less negative space can disrupt the overall layout making the element look apart from its own group.

You can use negative space around an element, the more negative space the more attention the element will get.

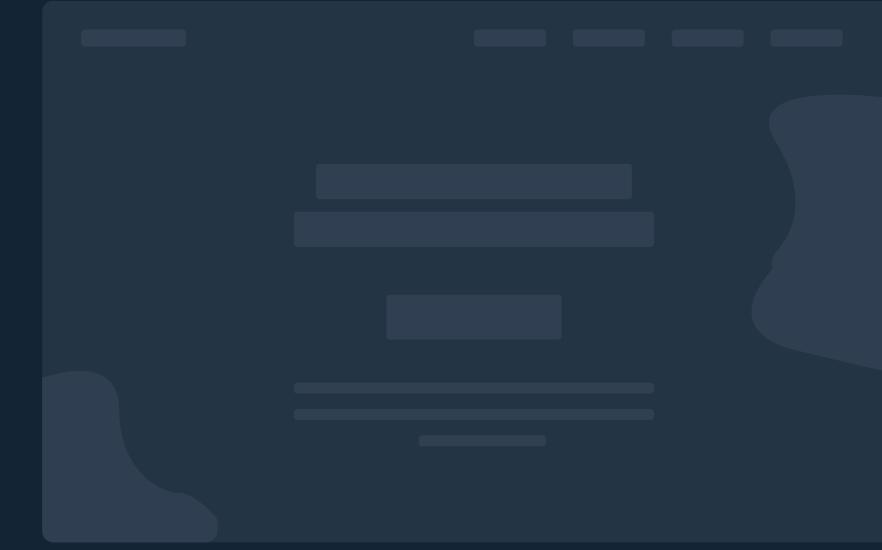


**DON'T**



- ✖ Don't leave too much white space as it makes elements look like they belong to different groups.
- ✖ Don't leave too little space between text and background images.

**DO**



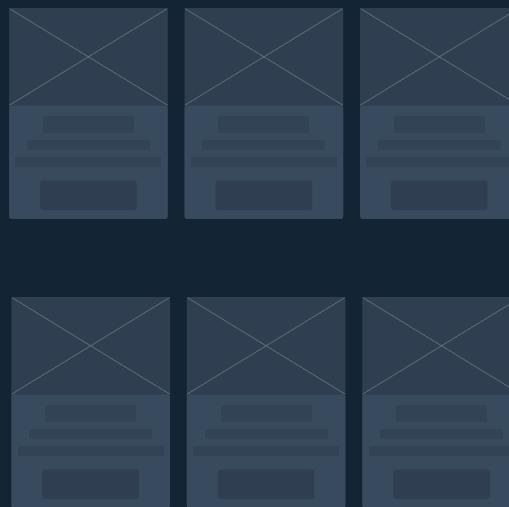
- ✓ Do surround elements with appropriate negative space to bring in attention to them, e.g. the main button clearly draws the user's attention almost immediately.



# NEGATIVE SPACE AND CONSISTENCY

Using consistent white space across elements and layouts is key to having a more aesthetic and balanced page.

**DON'T**



✖ Don't have different amounts of white space for the same component as it looks like there are two different groups, one on the top and the other one at the bottom.

**DO**

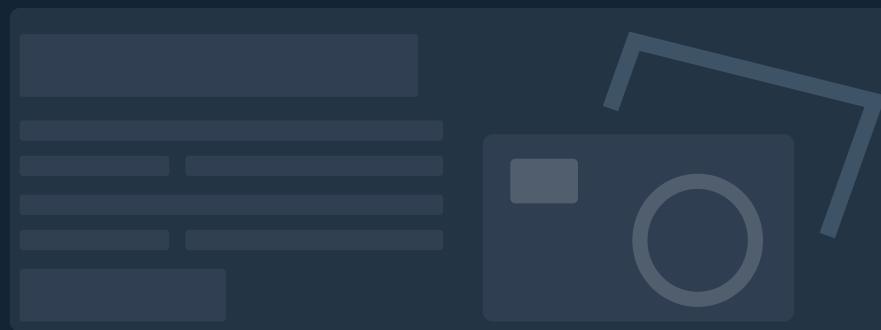


✓ Do keep the same amount of space between elements that belong to the same group.

# NEGATIVE SPACE TO DECLUTTER AND IMPROVE OVERALL AESTHETICS

Good use of whitespace helps to declutter your site or app, so that users can focus on important elements and read content easily.

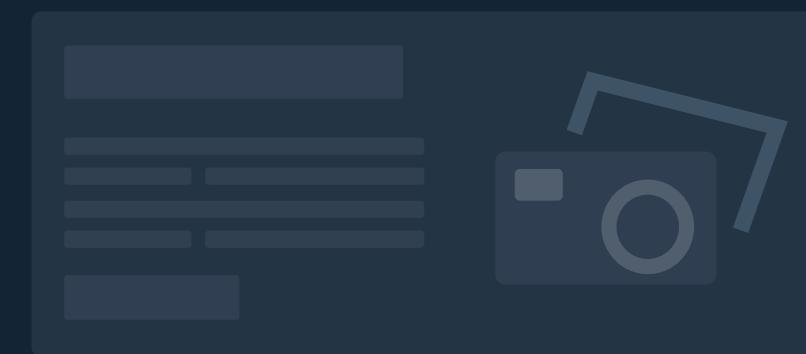
**DON'T**



- ✖ **Don't** make elements touch or even come too close to the edges of the wrapper/container unless you are absolutely sure this will not disrupt reading and aesthetics.



**DO**



- ✓ **Do** leave a generous amount of white space around atomic elements like text or images and wrapper containers.

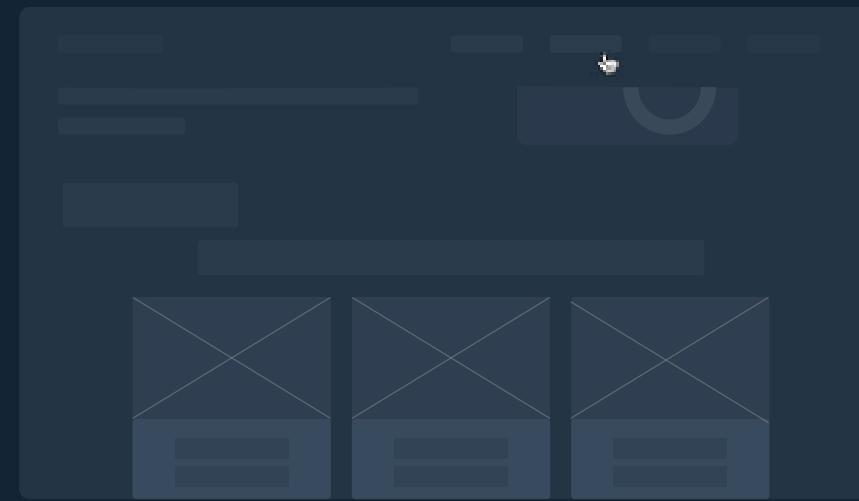
As a good rule of thumb never have elements touch the borders of external containers like cards. Unless for very specific cases, text and images should have a generous amount of white space around them, it makes it easier to read and scan content.



# NEGATIVE SPACE BETWEEN SECTIONS

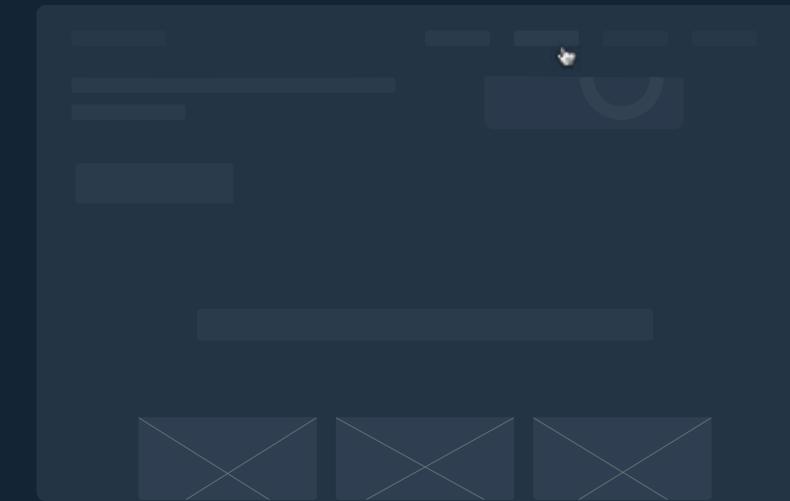
We know that negative space helps in bringing elements together, making them part of the same group, also large amounts of negative space make elements feel far apart, which translates in separating groups.

**DON'T**



- ⊗ **Don't** leave little to no negative space between different sections as it makes it look they all belong to the same group, which might confuse the user on why different things are being presented close and which item to focus on first.

**DO**



- ⊗ **Do** keep larger amounts of negative space between different sections within a page, this gives time for the user to disassociate from previous sections. E.g. the call to action and the hero title.

When building sections on a website or app it's crucial to know when to use large amounts of white space to separate groups. e.g. if two sections talk about different things and convey different messages it makes sense to leave a larger amount of negative space between them.



# VISUAL HIERARCHY

# VISUAL HARMONY

Visual harmony in web design occurs when the elements are arranged in a manner that the overall design feels **complete** and **cohesive**.

Putting all the previous principles together won't work if we can't find a balance/harmony that conveys a sense of satisfaction.

Achieving visual harmony relies on the **distribution** of visual weight, which is the perceived weight of elements, how much each element stands out in comparison to those around it.

## SYMMETRICAL HARMONY

Symmetrical harmony occurs when everything on one side mirrors the other side, therefore, the visual weight is distributed evenly.

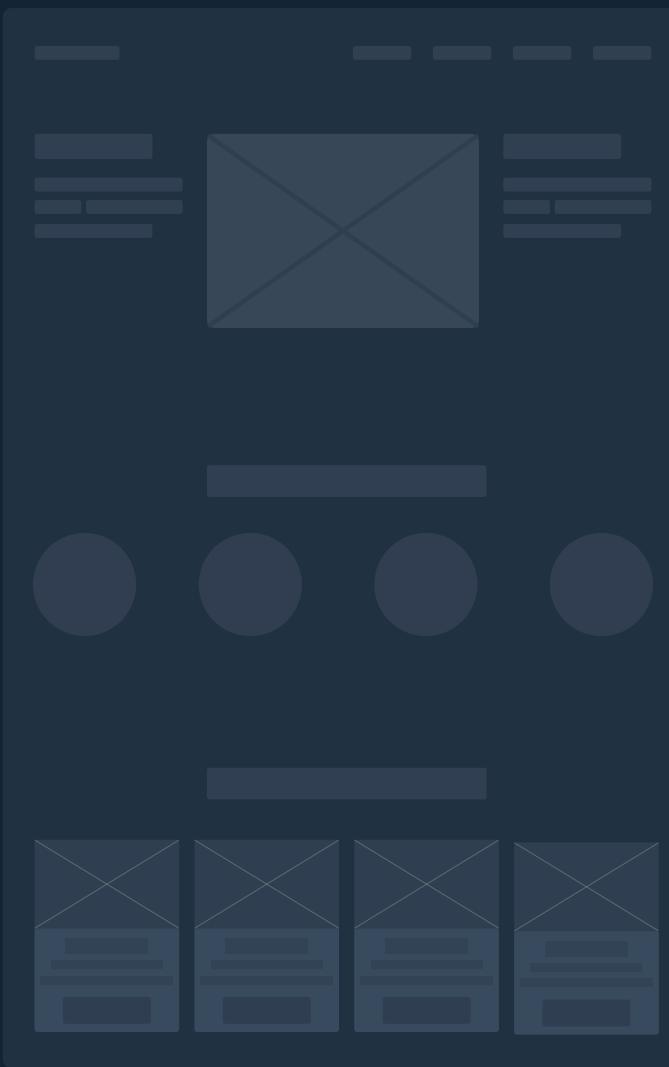
Use symmetrical harmony when you want to convey a sense of stability and orderly look.

Be mindful that too much symmetry can make a design look boring and dry.



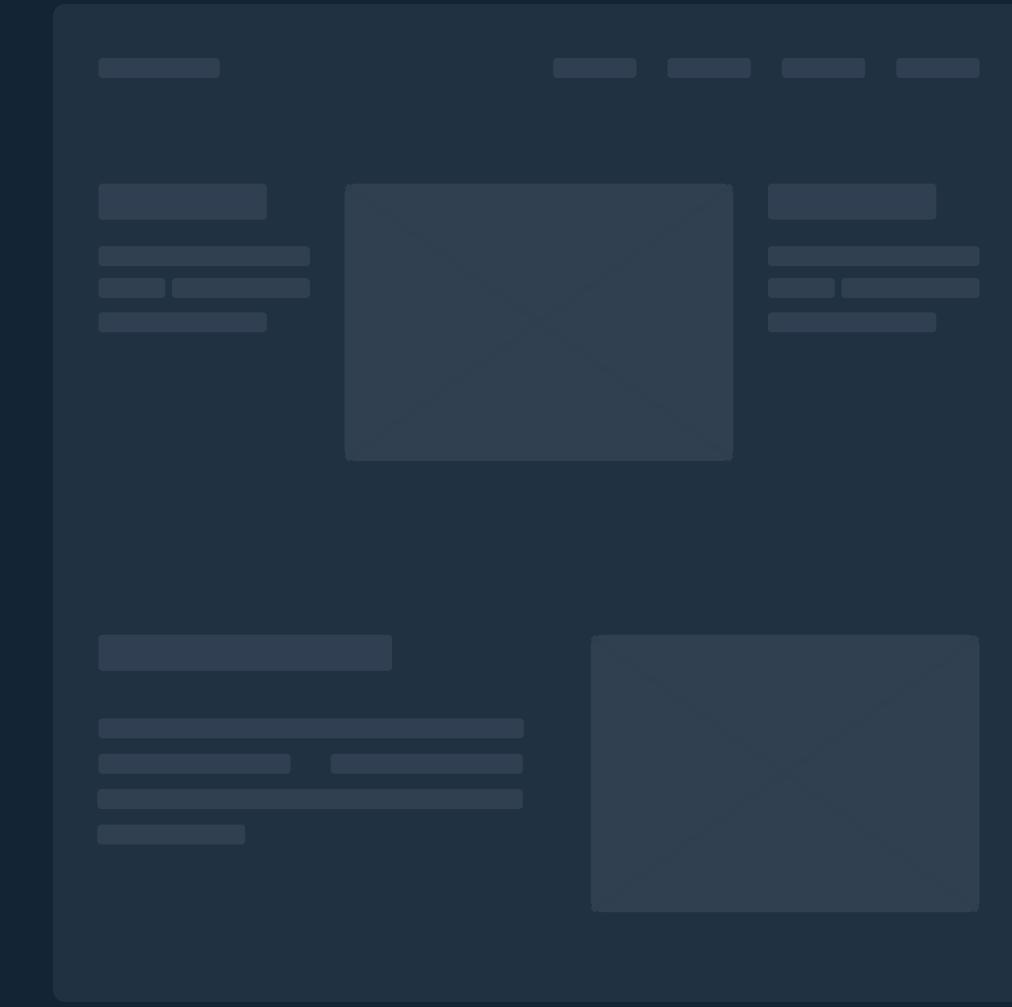
*An abstract example showcasing symmetrical harmony.*

# DON'T



- ✖ Don't over use symmetry as the site might become monotonous and boring.
- ✖ Don't continuously space every section with the same symmetry, such us the post, the hero text and actions.

# DO



- ✓ Do use symmetry in your designs when you want to convey a more professional, sophisticated look and feel.
- ✓ Do use alternative harmony layouts to create flow between sections.

# ASYMMETRICAL HARMONY

Asymmetrical harmony happens when the elements are intentionally arranged in an asymmetrical manner.

Use asymmetrical harmony when you need to create a more eye catching focal point or when you want to create a sense of movement.



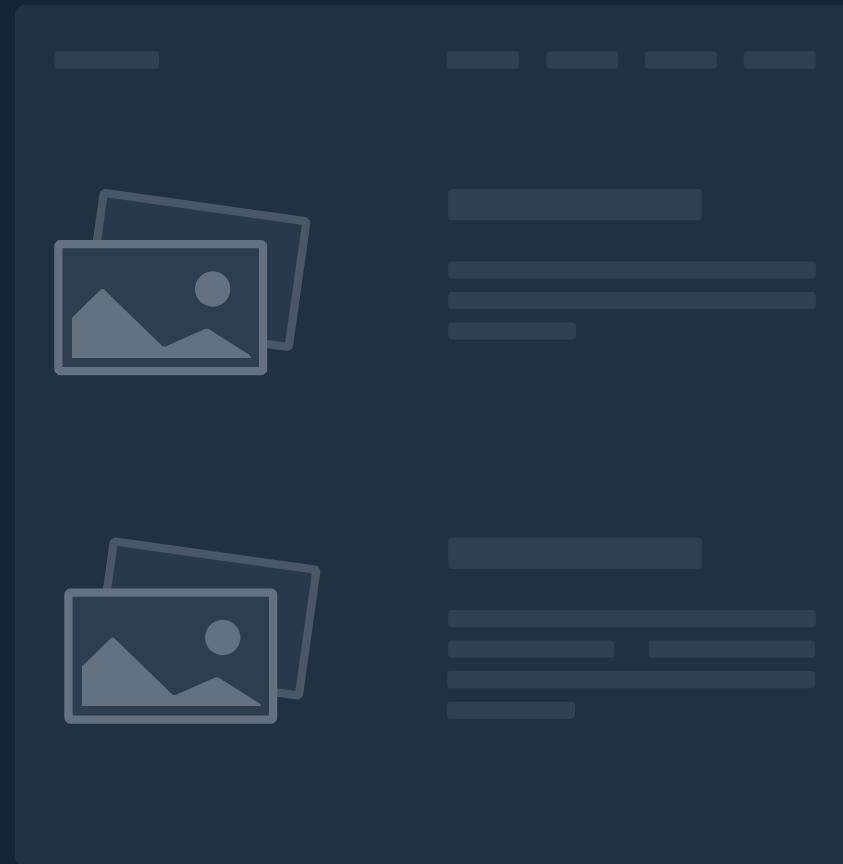
*An abstract example showcasing asymmetrical harmony.*

One side of the composition might contain a dominant element, which could be balanced by a couple or more lesser focal points on the other side. Such as an image on the left and text on the right.

“ DESIGN IS THE  
SILENT EMBASSADOR  
OF YOUR BRAND

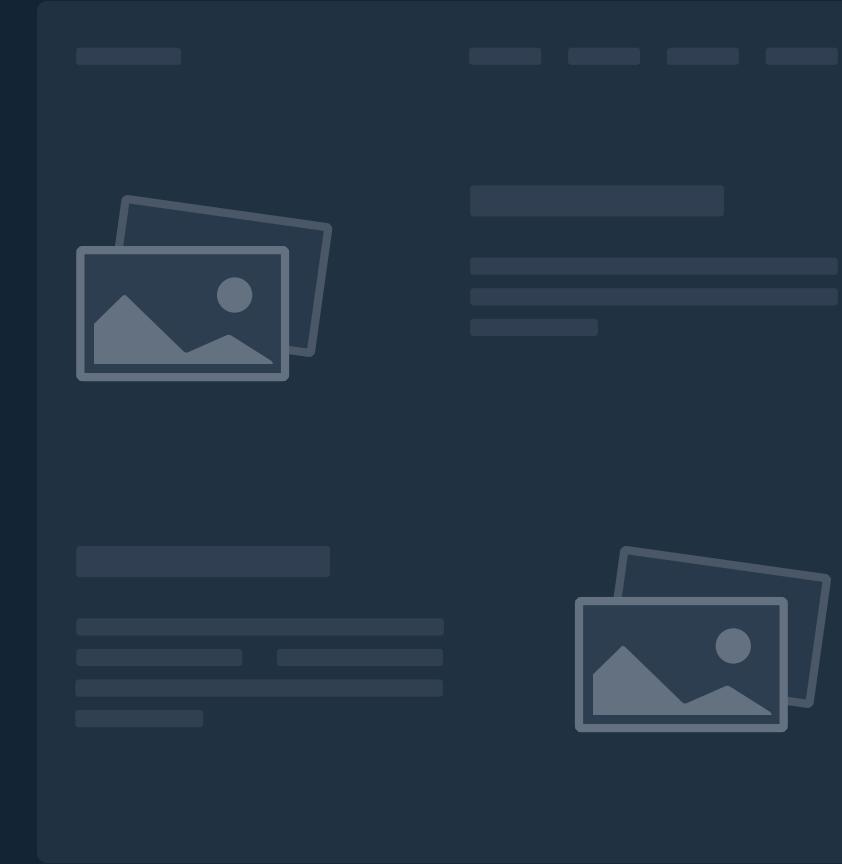
— Paul Rand

# DON'T



- ✖ **Don't** have elements be presented in the same way through out your page, mix them up from left to right to make it more aesthetic.
- ✖ **Don't** continuously repeat section as that reduces the effect of aesthetic harmony can have and make the page repetitive causing users to lose interest.

# DO

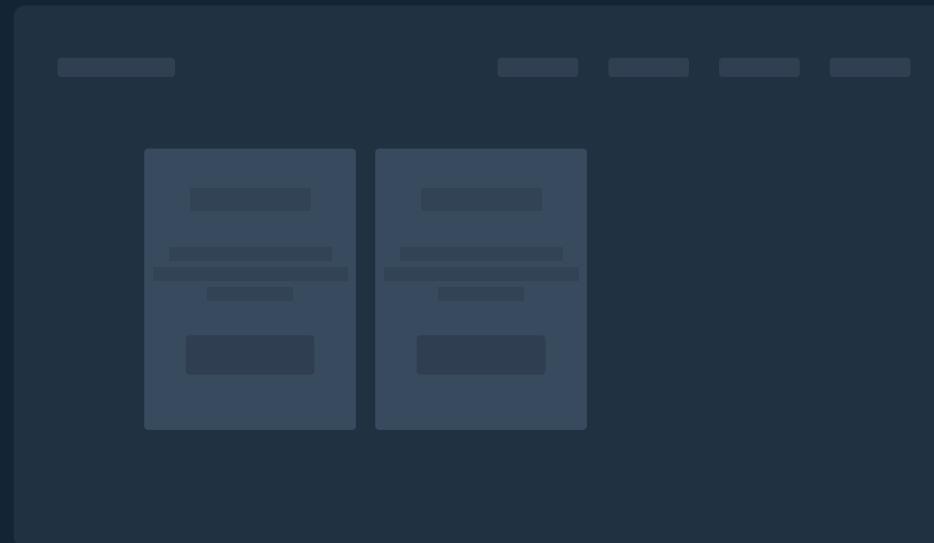


- ✓ **Do** use asymmetry in your design to convey a more modern and playful message.

# RADIAL HARMONY

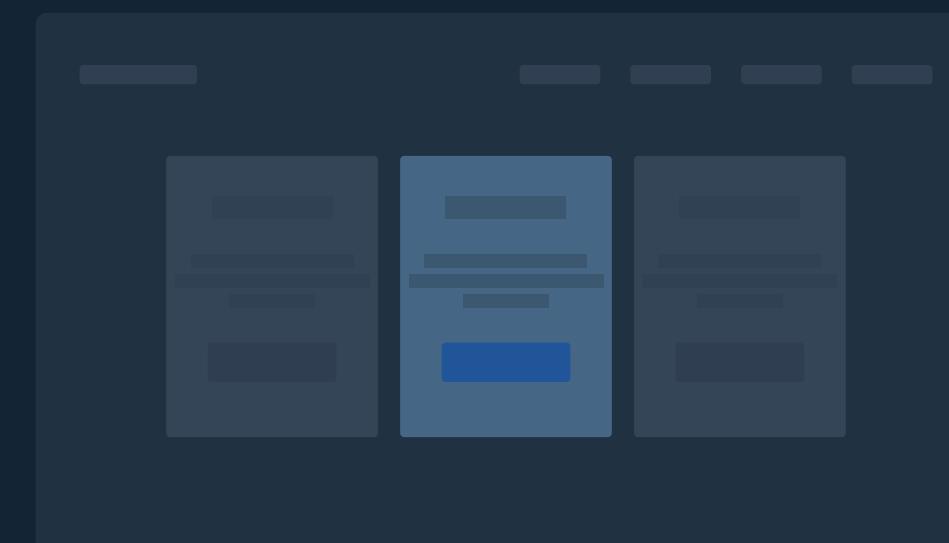
Radial harmony establishes a focal point and balances the rest of the composition around it. You can achieve this by placing objects, colors, textures, illustrations around the main focal point.

**DON'T**



⊗ Don't display your elements without a clear balance, although this might be considered asymmetrical there is no clear pricing card the user should focus their attention to. Overall composition and aesthetics feels off.

**DO**

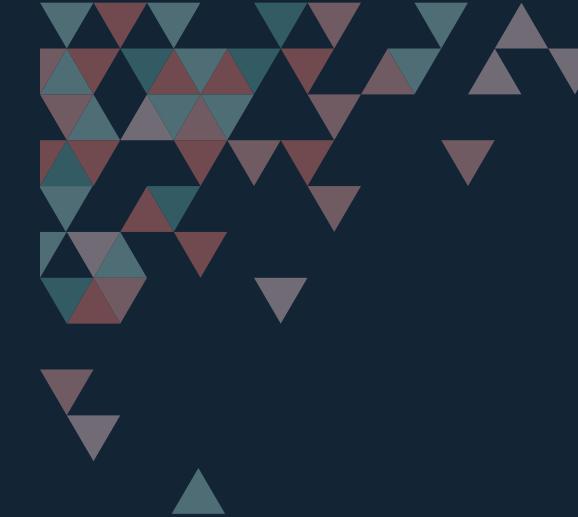


✓ Do use radial balance and contrast, to create a focal point in the center of the screen, by doing so users will have less time to think which is the main element on the page they should focus their attention to.

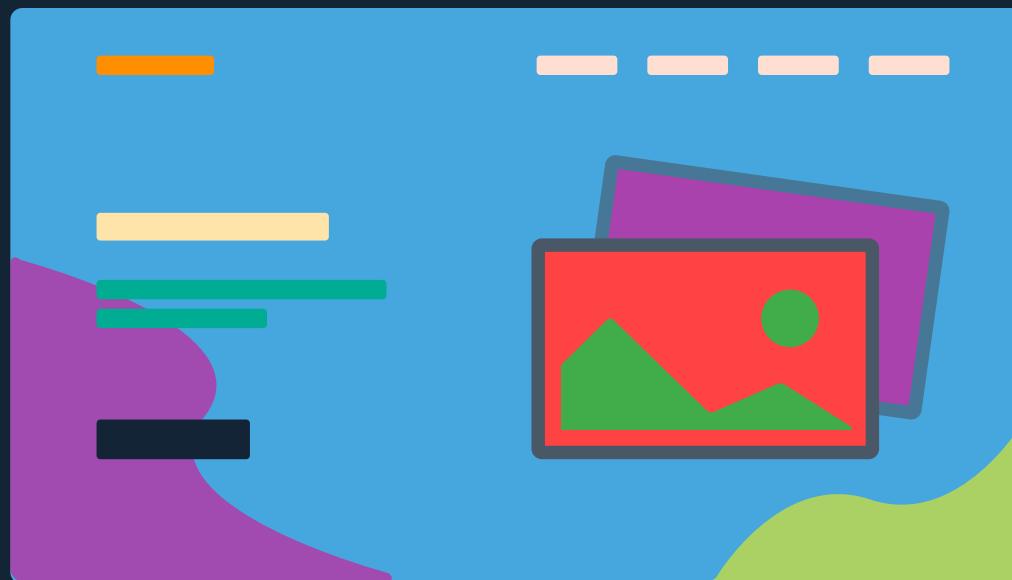
Radial harmony can be helpful to make a certain element stand out from the rest. Such as pricing pages where radial harmony causes users to focus on the recommended pricing option.

# ACHIEVING HARMONY THROUGH COLORS

Harmony in colors can be achieved by sticking to a simple rule: use a baseline color ratio of 60% for the primary color, 30% for the secondary color and 10% for the accent color.



**DON'T**



✖ **Don't** mix multiple colors, specially opposite colors as they often contribute to a cluttered and unbalanced interface.

**DO**



Color palette: ■ #ff008e (30%) ■ #9ba2ae (60%) ■ #2e528d (10%)

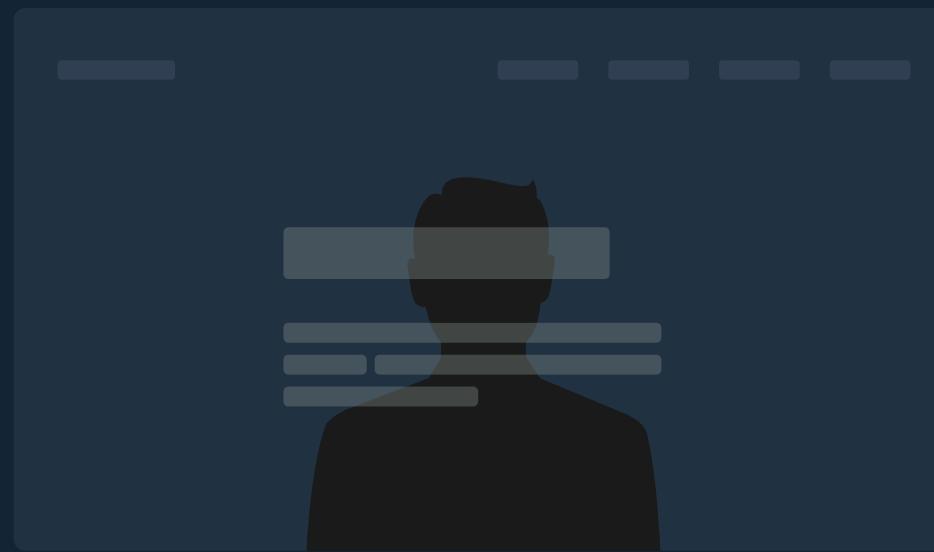
✓ **Do** use an appropriate amount of different colors (ideally 2 or three tops), this will help to create a more balanced page.



# ACHIEVING HARMONY BETWEEN TEXT AND IMAGES

Harmony can be achieved by correctly placing text and images so that one doesn't overpower the other.

**DON'T**

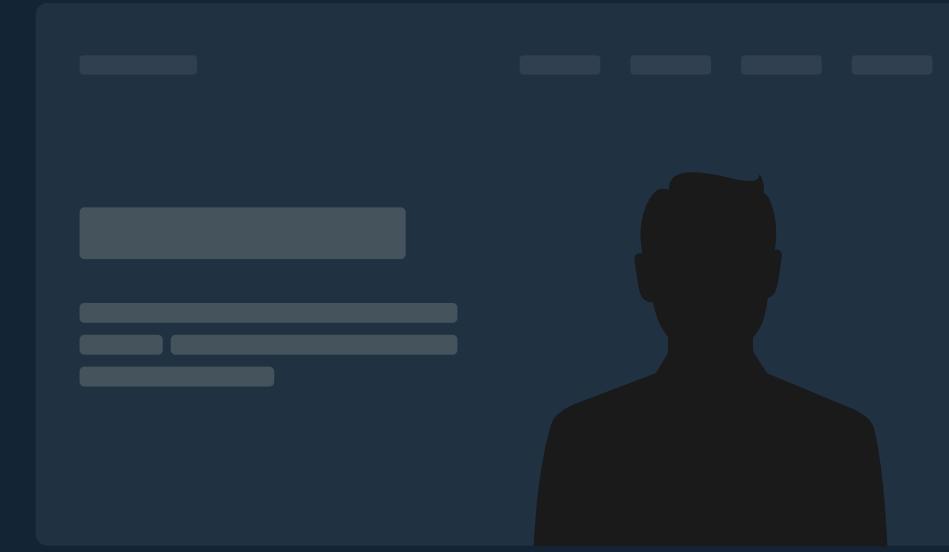


⊗ **Don't** position text that overlaps heavily between the image content which cause to lose the harmony between the text and the image.

Harmony can be achieved by correctly placing text and images so that one doesn't overpower the other.

One way to do this is by finding empty spaces in your main image and placing your text there, let's take a look at an example.

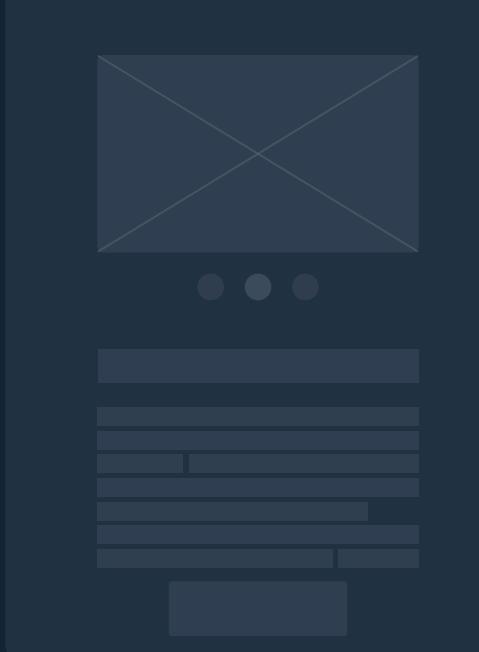
**DO**



⊗ **Do** reposition text and image in a manner where both coexist in a harmonious way, where the text doesn't overlap on the heavy elements of the image.

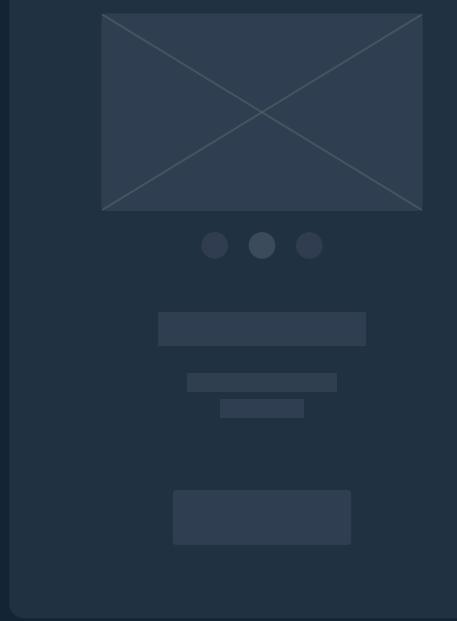
There is no perfect ratio for the amount of text that should go with any given image, this highly depends on the component you are building, remember that balance and harmony can be found when either overpowers the other, let's take a look at another example.

**DON'T**



⊗ Don't place large amounts of texts next to images.

**DO**



⊗ Do balance the visuals and text for any given component.

If the text block is larger than the image, maybe is time to break it into smaller chunks with smaller images.

# VISUAL WEIGHT

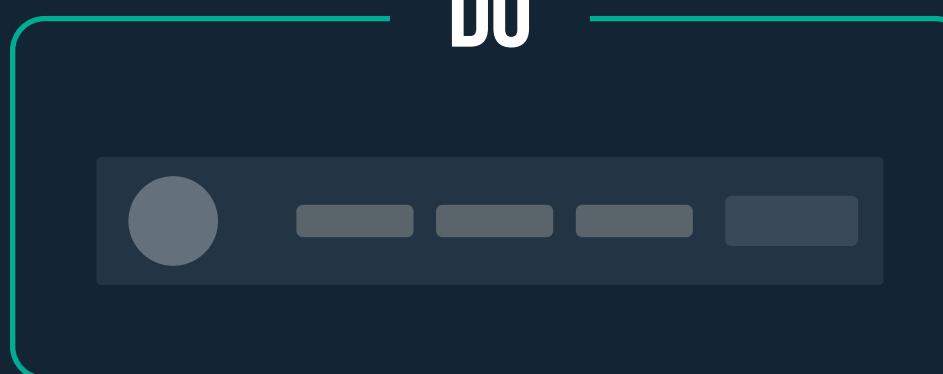
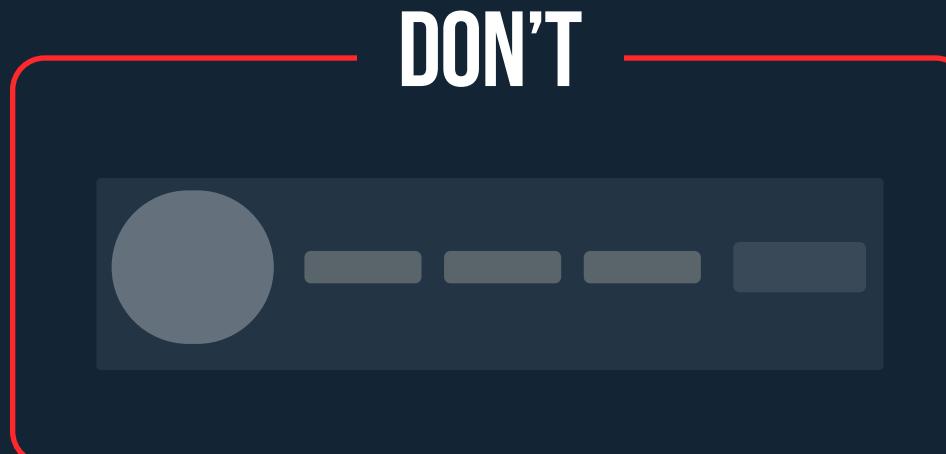
In web design visual weight refers to the perceived amount of weight an element has.

It's a powerful concept to understand in order to achieve harmony.

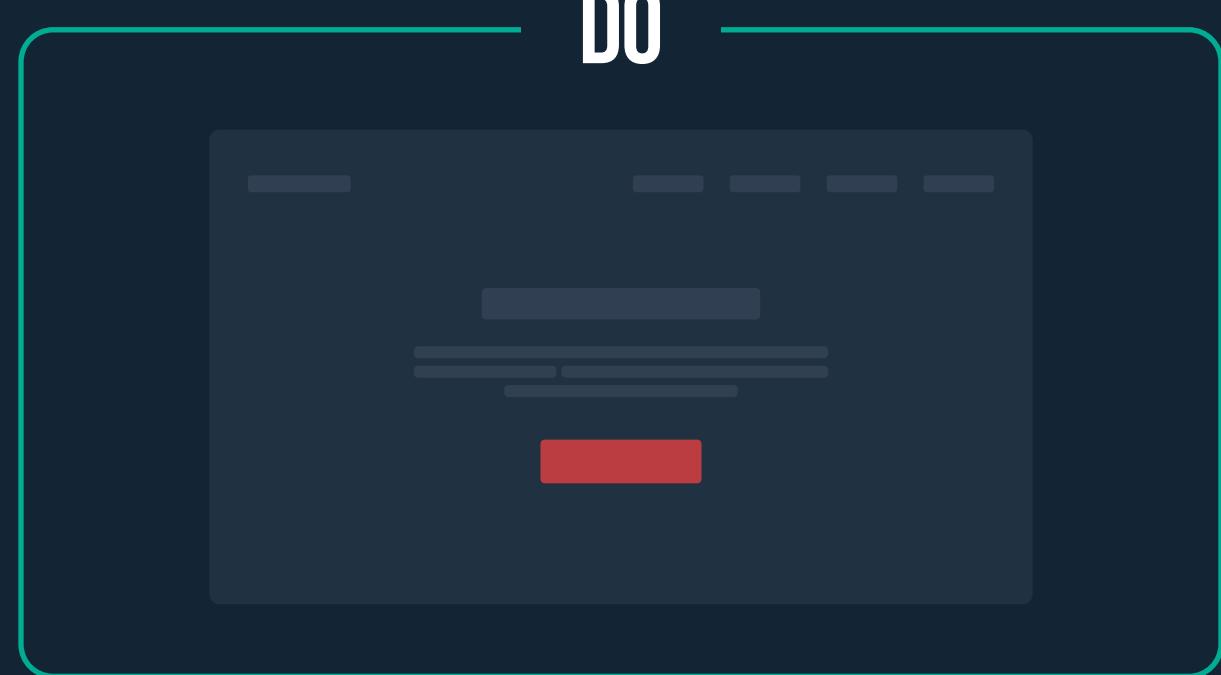
When applied correctly visual weight can help us create focal points to draw the user's attention to.

The main things that affect visual weight are:

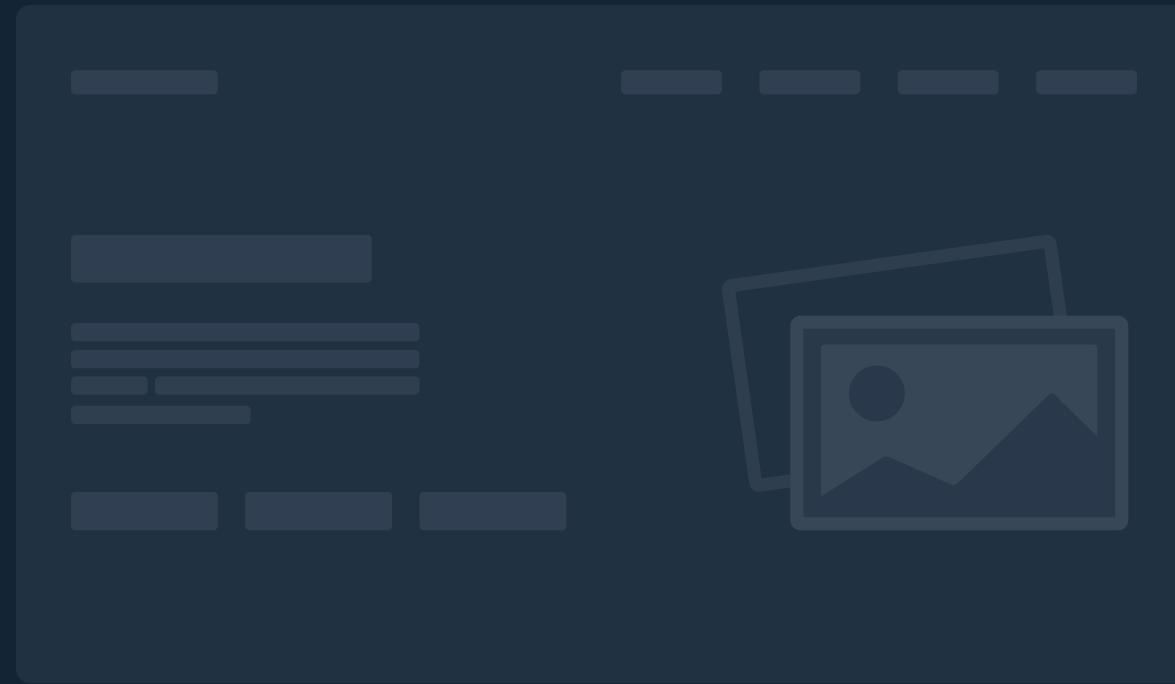
**1. Size:** larger elements carry more weight than smaller elements.



**2. Color:** some colors are perceived as weighing more than others. Red seems to be heaviest while yellow seems to be lightest.



**3. Density:** mixing elements together into the same space gives more weight to that space.



“ GOOD DESIGN **ENCOURAGES**  
A VIEWER TO WANT TO  
**LEARN MORE**

— Alexander Isley



# DESIGN PROCESS

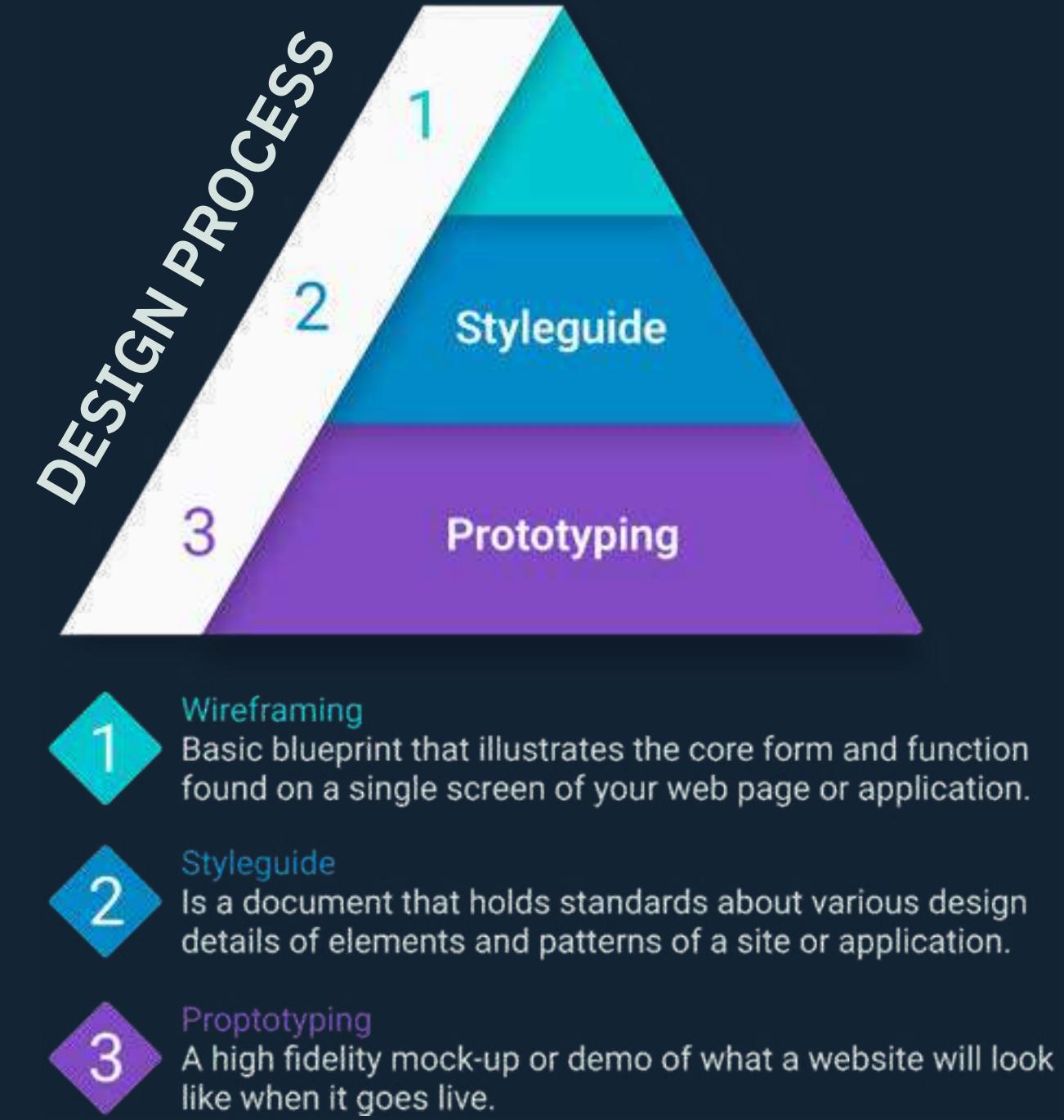
The design process is a **set of steps** that are aimed to get an end result/product that feels and looks better, interfaces that feel more intuitive and help you to get a better overall understanding of the problems to solve.

In this section we will have a look at:

- Wireframing
- Styleguide
- Prototyping

After this section you will have a solid understanding on how to:

- **Create wireframes** for page-specific content, layout and navigation required to support tasks a user wishes to complete.
- **Make visual design guidelines** that will serve as the base of your prototype.
- Convert your wireframes into high fidelity **prototypes**.



# WIREFRAME

Wireframes are usually **simple**, low fidelity layouts that helps to understand where navigational elements, texts and graphics will be placed.

Once the wireframe is complete, it should convey a comprehensive skeletal view of the entire web application.

Wireframes are great at keeping our mind **focus** on solving one and only one problem at a time.

Some of the advantages of working on a wireframe first are to:

- **Clarification:** Get a clear idea of where elements are going to be placed on the screen.
- **Usability:** Get a clear sense if the usability of the product, by pointing out flaws on the architecture.
- **Save time:** Find issues early on the process and solve them quickly, iterate fast.
- **Validation:** make the business rules and interactions are visually supported.





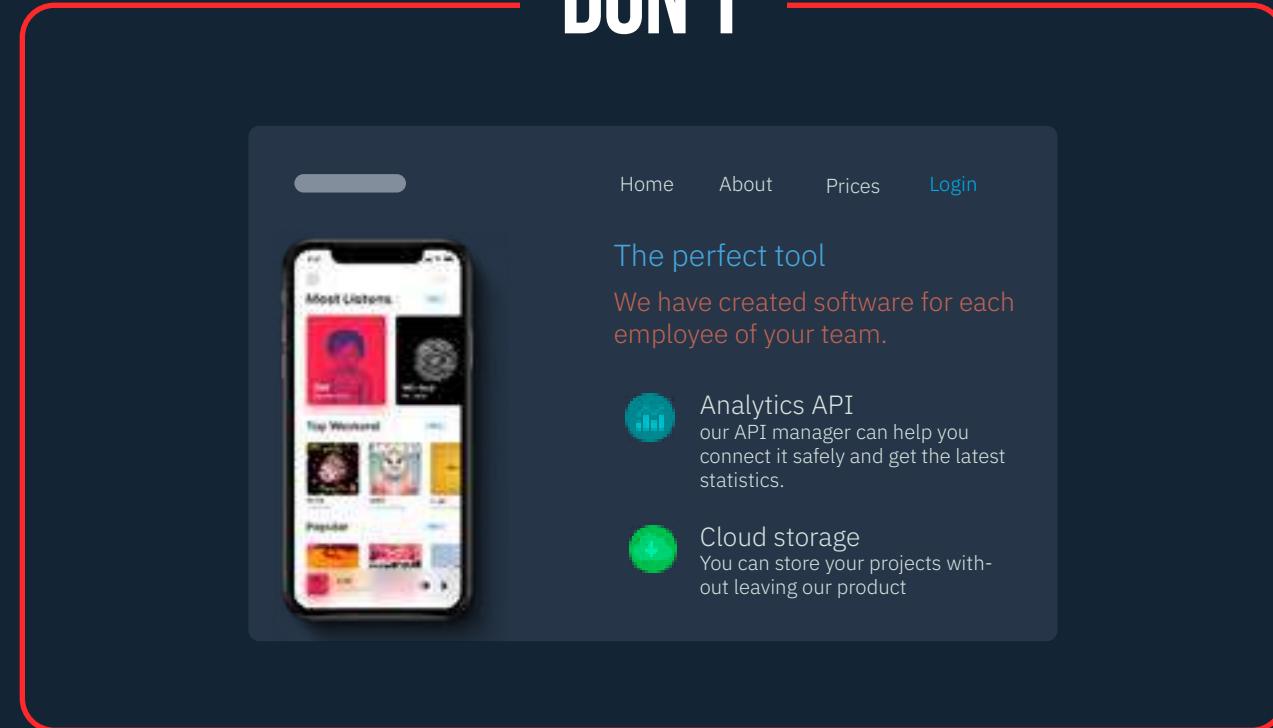
# HOW TO CREATE AESTHETIC WIREFRAMES?

Remember the purpose of a low fidelity wireframe is to just sketch out a rough outline of where we think text and graphics will be needed to support the tasks and features of our web application.

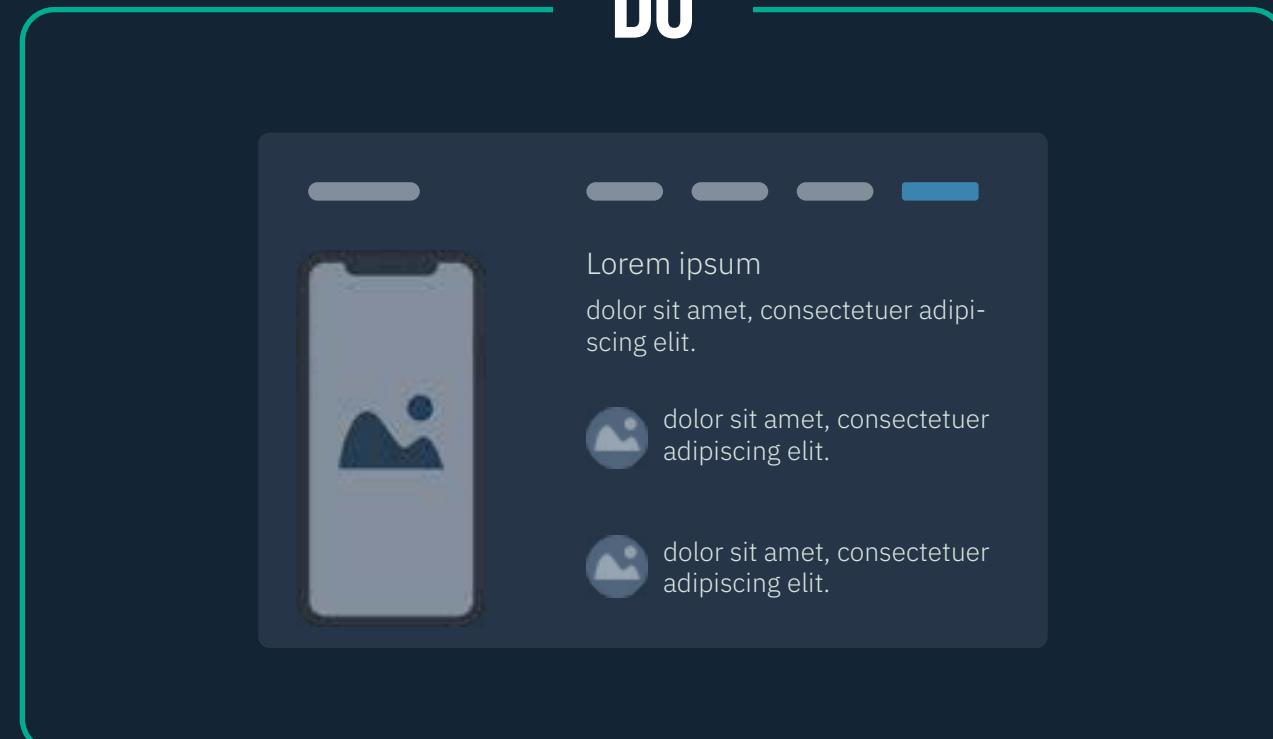
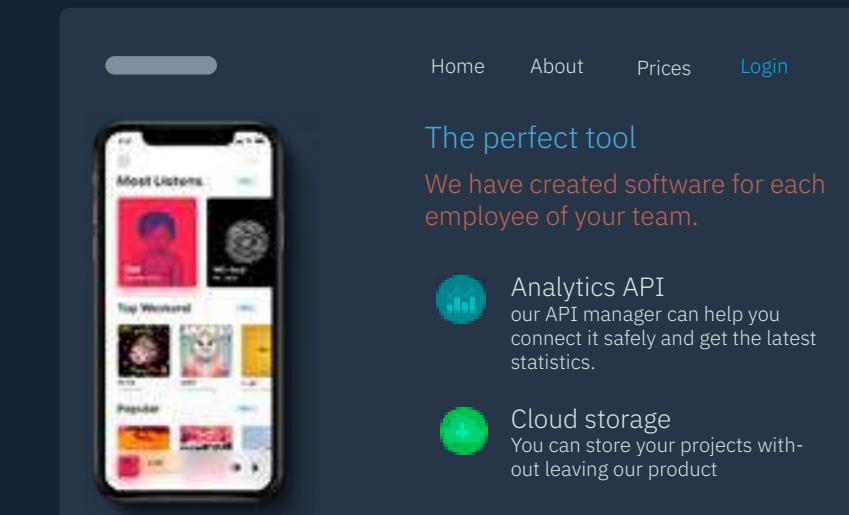
Having that in mind, here is a list of guidelines you can keep in mind in order to make a simple low fidelity wireframe standout:

## Avoid unnecessary clutter:

- **Eliminate** high fidelity images that might distract from the whole purpose of making a wireframe.
- Don't overuse **color**, choose different shades of gray, one primary color and one accent color to make certain actions pop.
- Don't wait to have high fidelity text, either use **plain** boxes or lorem ipsum content, remember we are just attempting to get a fair idea of where everything will go and examine areas that require more thought or investigation.



## DON'T

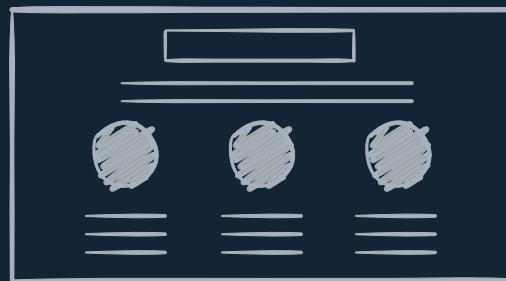


## DO



## 2. Choose colors carefully:

**DON'T**



- ✖ **Don't** use plain black and white or doodle style, neither can clearly communicate the final design.

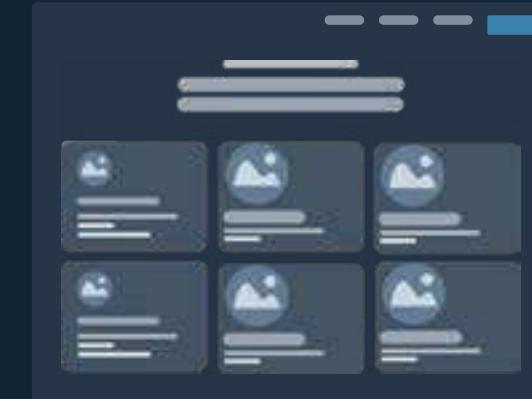
**DO**



- ✓ **Do** use different shades of gray to suggest different levels of hierarchy, e.g. a lighter shade of gray on a dark background conveys more importance than a darker shade of gray, the opposite happens on a light background.
- ✓ **Do** use primary colors for those actions that you won't stand out and outline or ghost button for secondary actions.

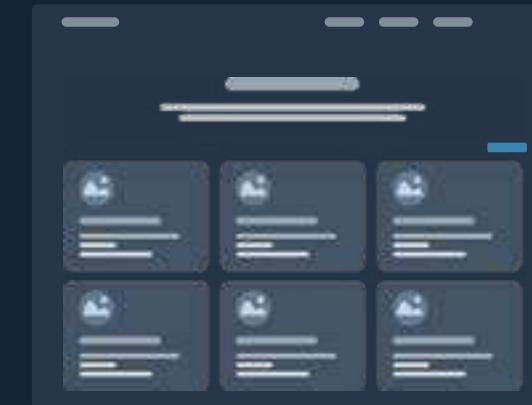
## 3. Use proportional sizes:

**DON'T**



- ✖ **Don't** neglect the size relationship between elements, one of the main goals of a wireframe is to establish a proper hierarchy between elements.

**DO**



- ✓ **Do** use size carefully to convey proportions accurately, this will help you have a more clear vision of the page hierarchy.

#### 4. Communicate clearly:

Elements in a wireframe should be easily identified by non technical users, meaning a button should look as close as possible to a button, inputs should convey that they are meant for the user to type something, etc.

A good way of achieving this is to remove particular features for any given component until there is nothing left to remove without affecting the perceived aspect of it.



“ DESIGN IS NOT FOR  
PHILOSOPHY  
IT'S FOR  
LIFE

— Issey Miyake

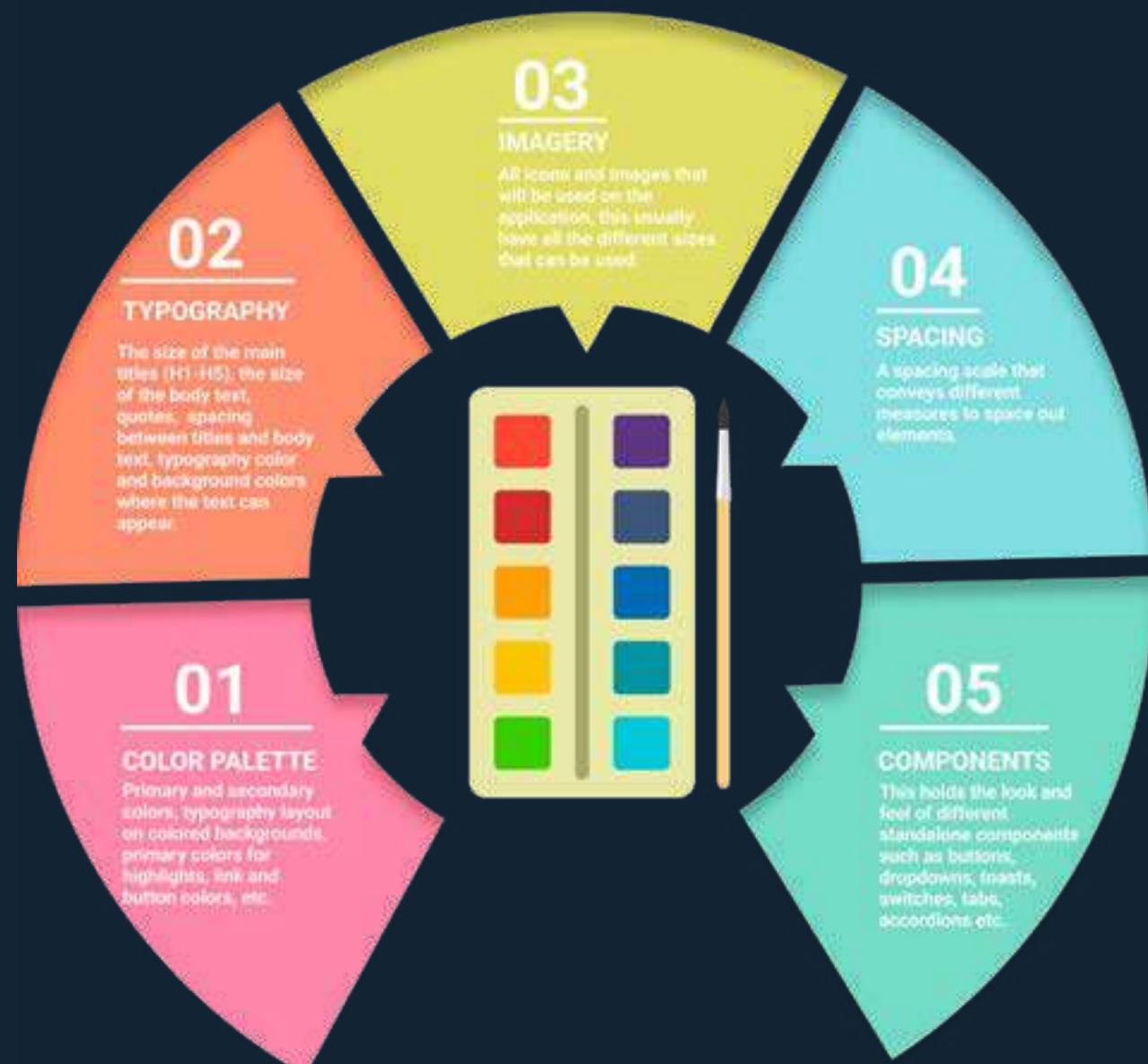
# STYLEGUIDE

A style guide is a **reference** source where you put together all of the design elements that conform your website or web app. This includes a color palette, typography (fonts and sizes), spacing, icons, imagery, components and all the visual language that is used throughout your website.

Having a clear styleguide is important to **consolidate** all your design decisions. This helps to have a more **consistent** and clear vision across different pages within your website. A styleguide allows everyone to make sure they are using the same visual language, guaranteeing consistency across the application.

A styleguide is for a designer the same that code guidelines are for developers. It helps setting clear visual conventions and guidelines throughout the life cycle of the project, making sure all team members will adopt them accordingly.

Here are some of the most common elements that conform a styleguide:





# COLORS

Colors play a vital part in how your website and your brand are perceived and remembered. Therefore, you'll want to make sure to define your essential primary colors, usually a maximum of three.

A complete color palette includes at least primary, secondary, tertiary, neutral and accent colors.

- **Primary Colors:** these are the colors that are specific to the company and most likely are going to affect primary actions.
- **Secondary colors:** these colors complement the primary colors and are used for less important actions.
- **Accent and neutral colors:** accent or highlight colors are those that can be applied to success, warning or danger actions. Neutral colors are those that can be used for passive backgrounds, titles or body text.

## PRIMARY COLORS



#0083ff   #6ab4fa   #ecf5fe

## SECONDARY COLORS



#7348ff   #f6f4ff

## ACCENT COLORS



#ef4444   #fde047   #fff8ee   #22c55e   #e9fbff

## NEUTRAL COLORS



#909ec2   #e5e7eb   #fefefe



#000000   #FFFFFF



# T

# TYPOGRAPHY

Here is where you choose the sizes of all titles, colors and weight, compare them with each other and arrange them in the right hierarchy.

First, you'll need to include the **font families** and **sizes** for your main headings H1-H6, in addition to this you'll want to include the font family and sizes for the body text.

Font sizes should be written in **pixels** (px) and remain consistent across elements, you should also use progressive sizes such as 14px, 16px, 18px, or 20px, and **avoiding** intermediate sizes such as 15px.

Second, it's important to determine the line **height**, the character **spacing** and the **color** of the texts. You can choose different shades of your neutral colors for the text.

For the line height and letter spacing its useful to enter large amounts of texts and play around with each other to see which one has the best **readability**.

	Font size / Line height	Font family
<b>Heading One</b>	44px / 48px	Roboto - Regular
<b>Heading Two</b>	36px / 45px	Roboto - Regular
<b>Heading Three</b>	28px / 35px	Roboto - Regular
<b>Heading Four</b>	20px / 25px	Roboto - Regular
<b>Body Bold</b>	16px / 24px	Lato - Medium
<b>Body</b>	16px / 24px	Lato - Regular
<b>Buttons and Meta</b>	14px / 24px	Lato - Medium



# IMAGERY

Here is where you put every **illustration** and **icon** your website is going to use. You should also create some rules and **guidelines** regarding what **kind** of images to use on your website.

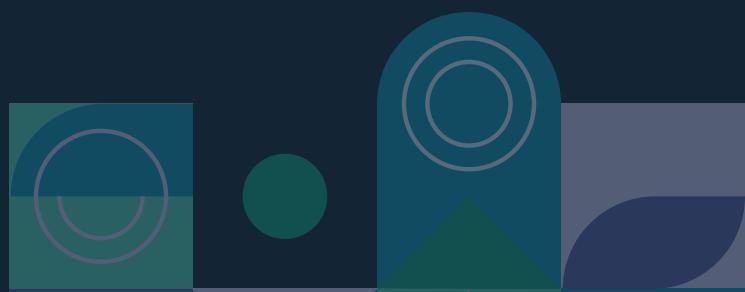
In order to keep images consistent you might include photo editing **preferences** for backgrounds, filters, brightness, contrast, and more.

Regarding icons, it's important to add **guidelines** on where to use different styles of icons, for example line icons can be only used for primary navigation whereas solid icons are used in form elements and to support text. It's also important to state the different sizes of icons allowed in order to keep them consistent.

## COMPANY



## ICONS





# SPACING

Spacing plays an important role of how elements are **perceived** by the user. Having a clear scale of spacing values helps in making the overall design more **consistent**.

The spacing scale is what we are going to be using for margin and padding properties, as well as to both vertical and horizontal edges.

The scale should include small increments than you can use throughout your styleguide, for example, to determine the space between a label and an input element.

Token	rem	px	Example
\$spacing-01	0.125	2	■
\$spacing-02	0.25	4	■
\$spacing-03	0.5	8	■
\$spacing-04	0.75	12	■
\$spacing-05	1	16	■
\$spacing-06	1.5	24	■
\$spacing-07	2	32	■
\$spacing-08	2.5	40	■
\$spacing-09	3	48	■



# COMPONENTS

Once the main style definitions are in place, we should think about adding the main **components** of your app or website into the styleguide.

These means everything related to the appearance, sizes, and states of buttons, form fields, form elements, navigation menus, notifications and alerts, cards, modals etc.

You should also include the **different states** of those components, for example, a button element should also have the styles when the users hovers over it, when the button is disabled or where the button is waiting for an action to finish (loading state).

Make sure your components **align** with the colors, spacing and fonts defined earlier in the styleguide.

Every component used in your website should be added to the styleguide, and the styleguide should serve as the main source of truth for this components.

## Input - Default

Inter Medium / 14pt      Color: #64748b

Full name

## Input - Hover

Inter Medium / 14pt      Color: #64748b      Border Color: #38bdf8

Full name

## Input - Click

Inter Medium / 14pt      Color: #cbd5e1      Border Color: #38bdf8

Text Color: #64748b

Full name



# STYLEGUIDE USE CASE

In this section we'll cover how to **create** a **styleguide** step by step, we'll start by creating the logo, color palette and typography.

Then we'll create a basic section for the images and icons that we will be using, followed by a layout grid and we'll end it by creating some basic guidelines for components such as inputs, buttons etc.

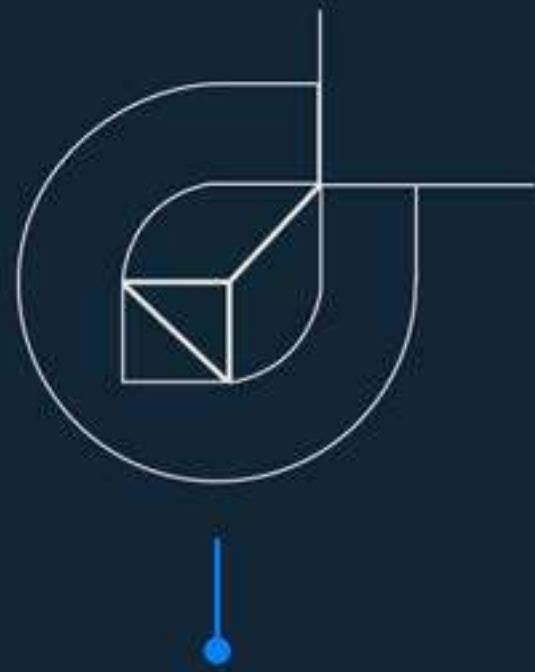




# CREATING THE LOGO

The styleguide should include the size, placement, and all the **variations** that are acceptable for the **logo**.

This section of your style guide ensures your logo is used in the way you intended. It also prevents **mistakes**, like stretching, altering, condensing or re-aligning, that could send the wrong message.





## Sizes



gulpie → 215px X 66px



gulpie → 152px X 47px



→ 26px X 26px

## Light/Dark mode



## Spacing



“ THE ONLY  
IMPORTANT THING  
ABOUT DESIGN IS  
HOW IT RELATES TO  
PEOPLE

— Victor Joseph Papanek





# CREATING THE COLOR PALETTE

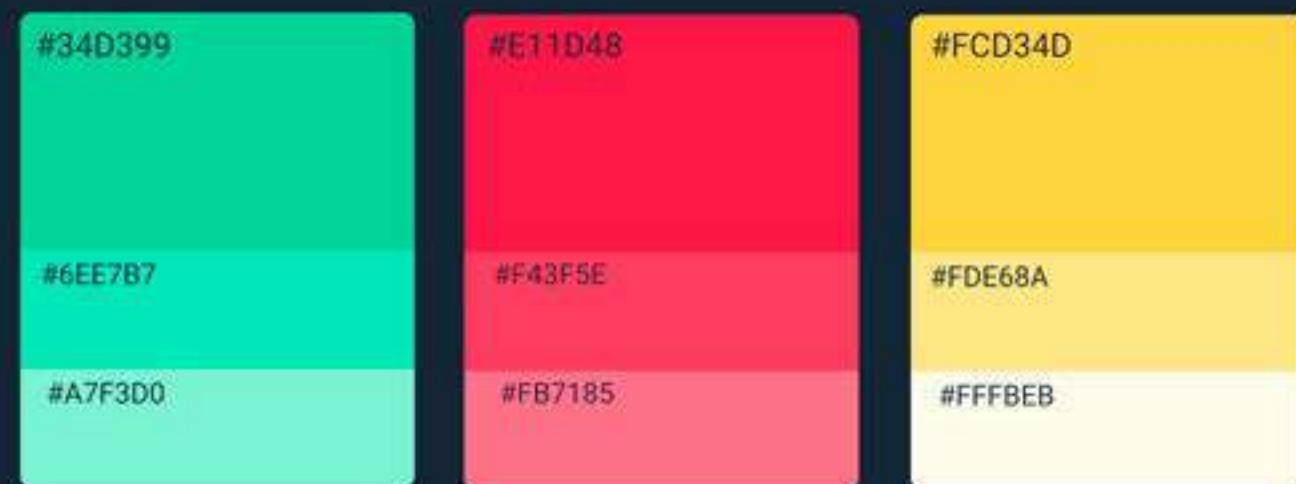
The color palette is one of the most important aspects of a styleguide and speaks about the overall **tone** you want to communicate.

You should include at least one primary color, the accent colors such as green, red, and yellow and the combination of shades that are used in, for example, the body text.

## Active colors



## Accent colors



## Gray scale



#2C405A	Backgrounds, Header text styles
#3F536E	Body black text styles
#8DABC4	Body grey text styles
#A8C6DF	Active (clickable) icons
#C5D9E8	Passive icons
#ECF5FD	Main background
#FAFBFC	Divider & passive backgrounds



# CREATING THE TYPOGRAPHY

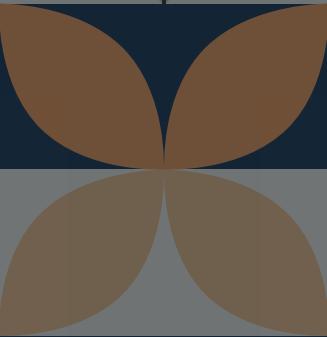
The fonts and size that you use, just like your color palette, will convey the **style** of your brand.

The (weight / style / sizing) must be included to establish the textual tone of your content.

As a good rule of thumb, don't include more than two fonts in any design, as this might become visually **distracting** for the user.

Aa

Bb



## Headers

Display

Raleway Bold / 56pt, -0.5 ch, 44 line / Color: ● E5E7EB

**The quick brown fox  
jumps over the lazy dog.**

H1

Raleway Medium / 34pt, 0 ch, 40 line / Color: ● E5E7EB

The quick brown fox jumps over  
the lazy dog.

H2

Raleway Medium / 32pt, 0 ch, 36 line / Color: ● E5E7EB

The quick brown fox jumps over  
the lazy dog.

H3

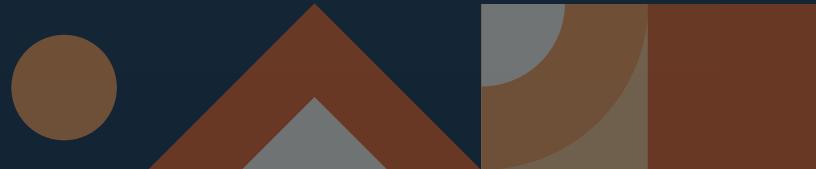
Raleway Regular / 32pt, 0 ch, 36 line / Color: ● E5E7EB

The quick brown fox jumps over  
the lazy dog.

**Bold**

**Medium**

**Regular**





# IMAGERY AND ICONOGRAPHY

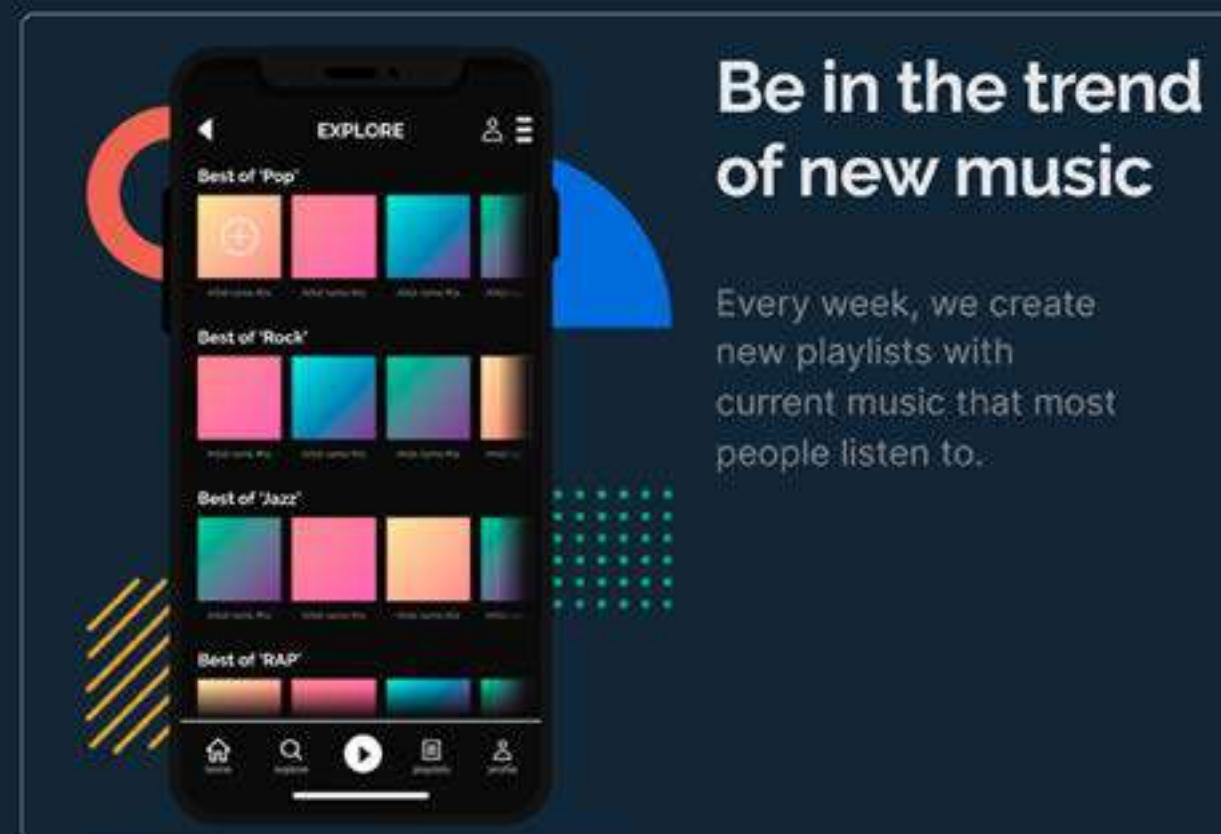
This section should include everything related to images, illustrations and icons that you are going to be using on your website or app.

Any **guideline** or rule regarding how to use them should be included here as well.

## Illustrations



These should be used as complementary illustrations for backgrounds and images.



## Be in the trend of new music

Every week, we create new playlists with current music that most people listen to.

## Iconography

### Style

Duotone

### Sizes



→ 32px - Large



→ 24px - Medium (Standard)



→ 16px - Small

### Colors

#3B82F6  
80%

#FF715B  
80%

#2DCA8C  
80%

→ Dark mode

#3B82F6  
100%

#FF715B  
100%

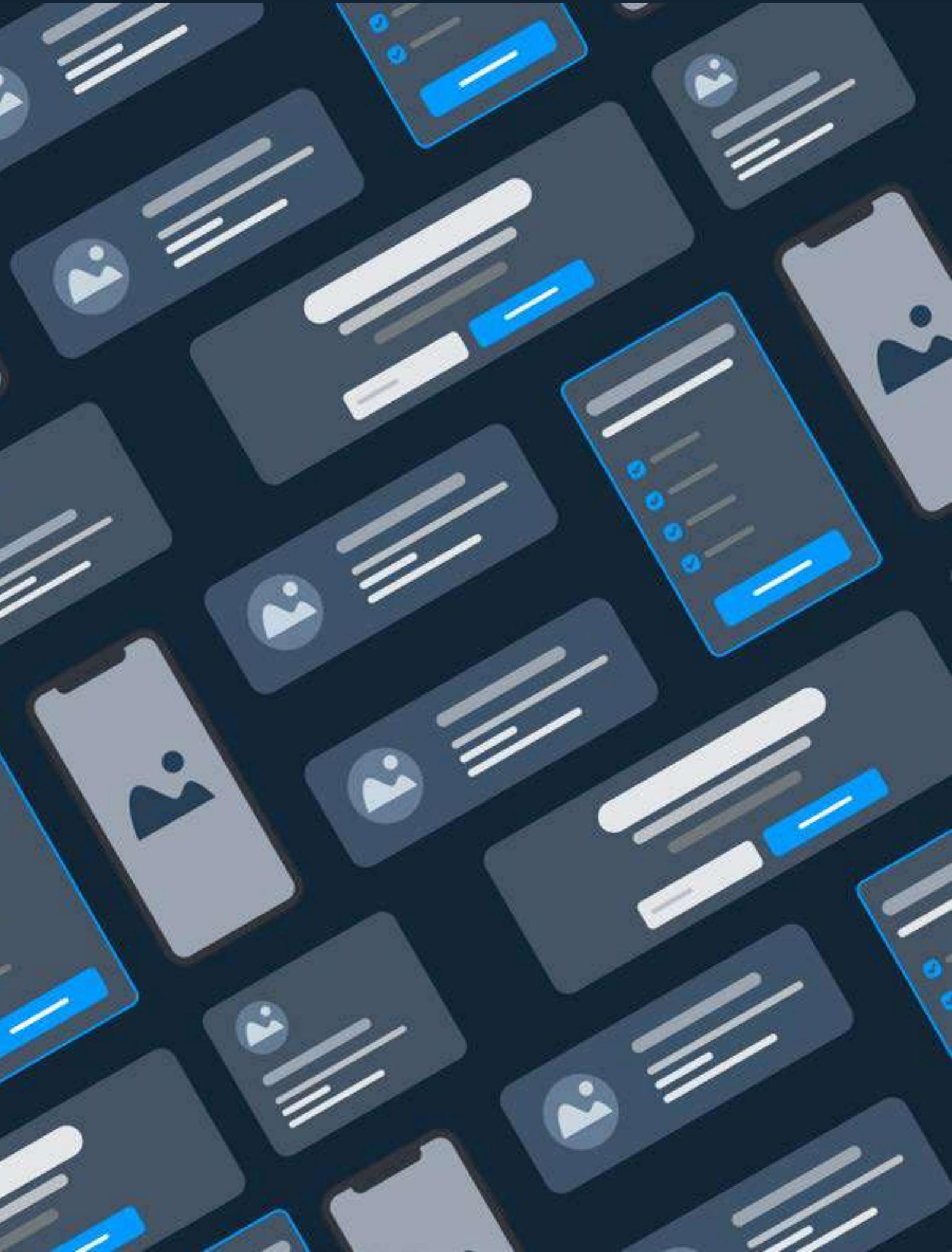
#2DCA8C  
100%

→ Light mode



# UI ELEMENTS

Your styleguide should be very clear about the design of the UI elements and how they should be **implemented**.



# Buttons

## Button – Default

Inter Medium / 16pt, 0 ch, 22 line / Color: ● 0183FF

Save

## Button – Hover

Inter Medium / 16pt, 0 ch, 22 line / Color: ● 6BB7FF

Save

## Button – Click

Inter Medium / 16pt, 0 ch, 22 line / Color: ● 1F92FF

Save

## Button – Secondary

Inter Medium / 16pt, 0 ch, 22 line / Text Color: ● 1F92FF

Background Color: ● 1F92FF

Learn more

## Button – Small

Inter Medium / 11pt, 0 ch, 18 line / Color: ● 0183FF

Save

## Button – Large

Inter Medium / 18pt, 0 ch, 24 line / Color: ● 0183FF

Save

Components have different states that should be conveyed on your styleguide, each with its particular properties (size, spacing, color, etc).

In our example, we not only display specifics about the default state of our button but also go through specifics on the different states a button can have such as hover, click.

# Inputs

## Input - Default

Inter Medium / 14pt      Color: ● 94A3B8

Full name

## Input - Hover

Inter Medium / 14pt      Color: ● 94A3B8      Border Color: ● 1F92FF

Full name

## Input - Click

Inter Medium / 14pt      Color: ● E2E8F0      Border Color: ● 1F92FF

Text Color: ● 2C405A

Full name

John Doe

# Links

## Link - Default

Inter Medium / 16pt, 0 ch, 25 line /      Color: ● 7DD3FC

[Learn more](#)

## Link - Hover

Inter Medium / 16pt, 0 ch, 24 line /      Color: ● 38BDF8

[Learn more](#)

The more details on the design of our UI components, the better, this will help to set future guidelines for you and your team.

Something we haven't included in our inputs example, to make it a bit more concise, is how the component should manage different states such as, success, error, warning. These should definitely be in the style-guide.

# Cards

## Card – Selected (Default)

Border Color: ● 1F92FF Button: Default

### Business

For a small company that wants to show what it's worth.

**\$300**

Per User / Per Year

- Access to editing all blocks
- Editing blocks together
- Access to all premium icons
- A dedicated domain
- Ability to integrate with CMS

[Start 14 days free trial](#)

## Card – Secondary

Border Color: ● F5F6FA Button: Secondary

### Basic

Free start for your project on our platform.

**\$0**

Per User / Per Year

- Access to editing all blocks
- Editing blocks together
- Access to all premium icons
- A dedicated domain
- Ability to integrate with CMS

[Start for free](#)

There are many different components or elements in the construction of a product or app, and it is necessary to include them to help instruct colleagues how these should look when placed together. An example can be our pricing card, which is composed of multiple smaller components.

All of the above will help improve communication, even when working alone.



# DESIGN SYSTEM

Time to put it all together with a design system. This design system is a collection of **reusable components**, design patterns, and other standards used throughout an organization to create a **consistent** visual language and user experience.

A design system defines how components, UI elements, and design patterns are used and how they **relate** to each other. It also **helps** with consistency, scalability, and future-proofing.

We will be basing this off of Flowbite (<https://flowbite.com>) which is the stepping stone to start using what you've learned within this book.

“ A DESIGN SYSTEM ACTS AS THE CONNECTIVE TISSUE THAT HOLDS TOGETHER YOUR ENTIRE PLATFORM

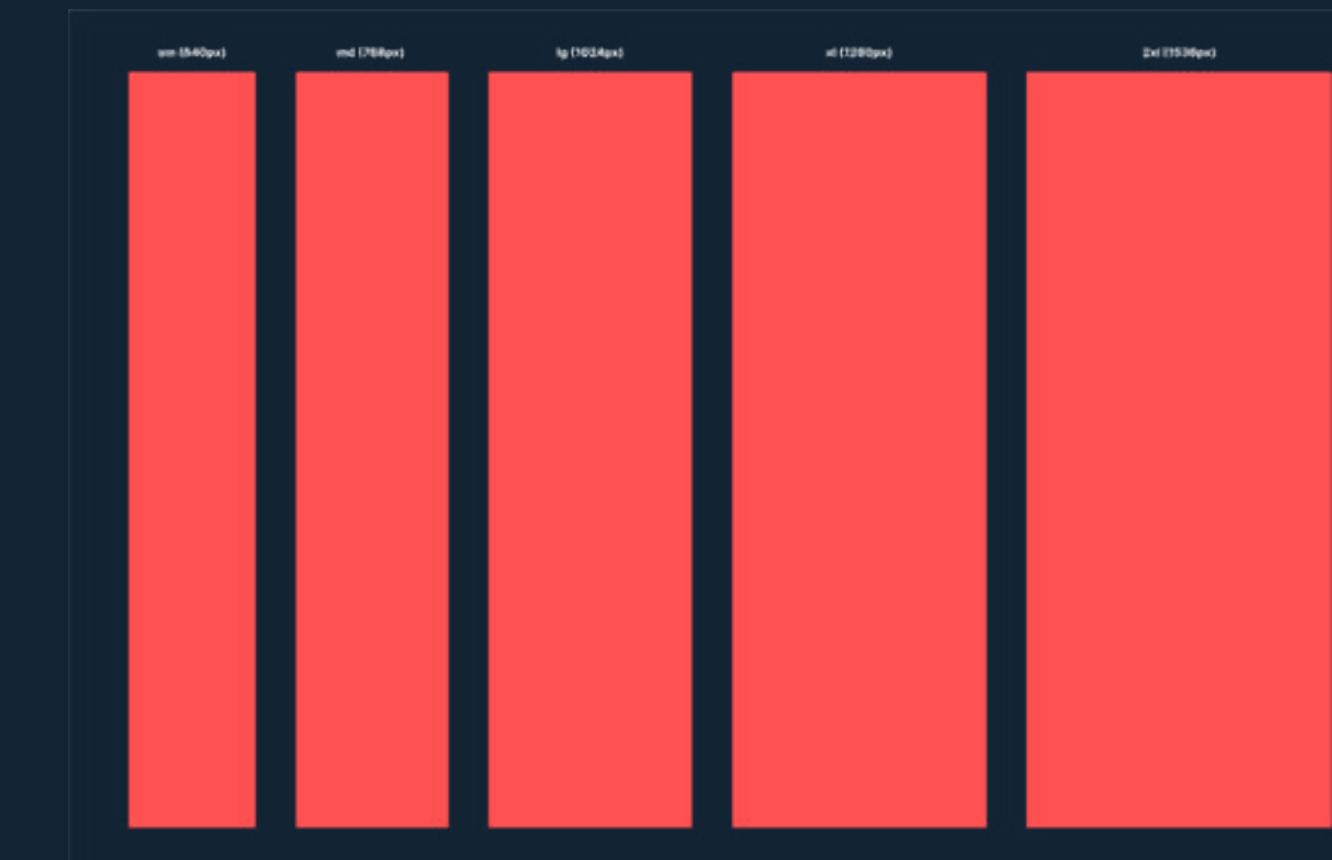
— Drew Bridewell, Invision

A design system can include a variety of elements, such as:

- **Branding guidelines:** These specify how the product's brand should be represented visually, including the use of its logo, colors, typography, and other visual elements.



- **Layout guidelines:** These specify how different types of content should be arranged on the page, including the use of grids, whitespace, and other layout elements.



- **Typography guidelines:** These specify the typefaces, font sizes, and other typographical elements that should be used in the product. Neutral colors are those that can be used for passive backgrounds, titles or body text.



FlowBite Pro	.font-thin	font-weight: 100;
FlowBite Pro	.font-extralight	font-weight: 200;
FlowBite Pro	.font-light	font-weight: 300;
FlowBite Pro	.font-normal	font-weight: 400;
FlowBite Pro	.font-medium	font-weight: 500;
FlowBite Pro	.font-semibold	font-weight: 600;
FlowBite Pro	.font-bold	font-weight: 700;
FlowBite Pro	.font-extrabold	font-weight: 800;
FlowBite Pro	.font-black	font-weight: 900;



- **Color palette:** This specifies the colors that should be used in the product, and may include both a primary palette for key UI elements and a secondary palette for less important elements.

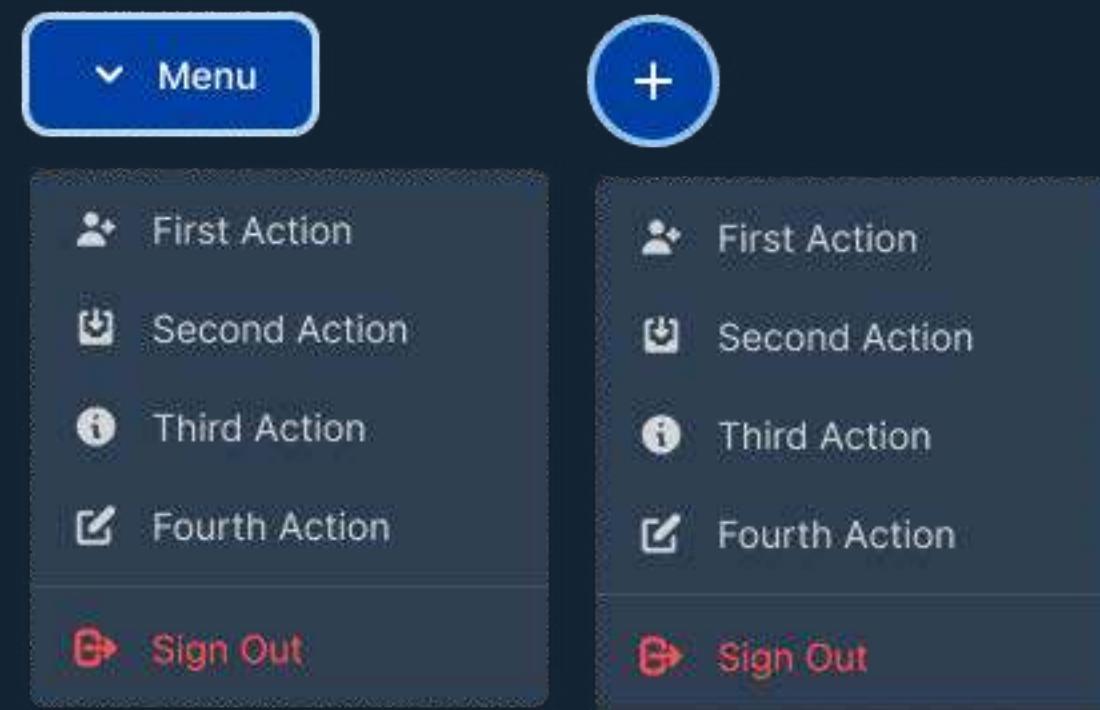


- **Iconography:** This specifies the symbols, icons, and other graphical elements that should be used in the product.

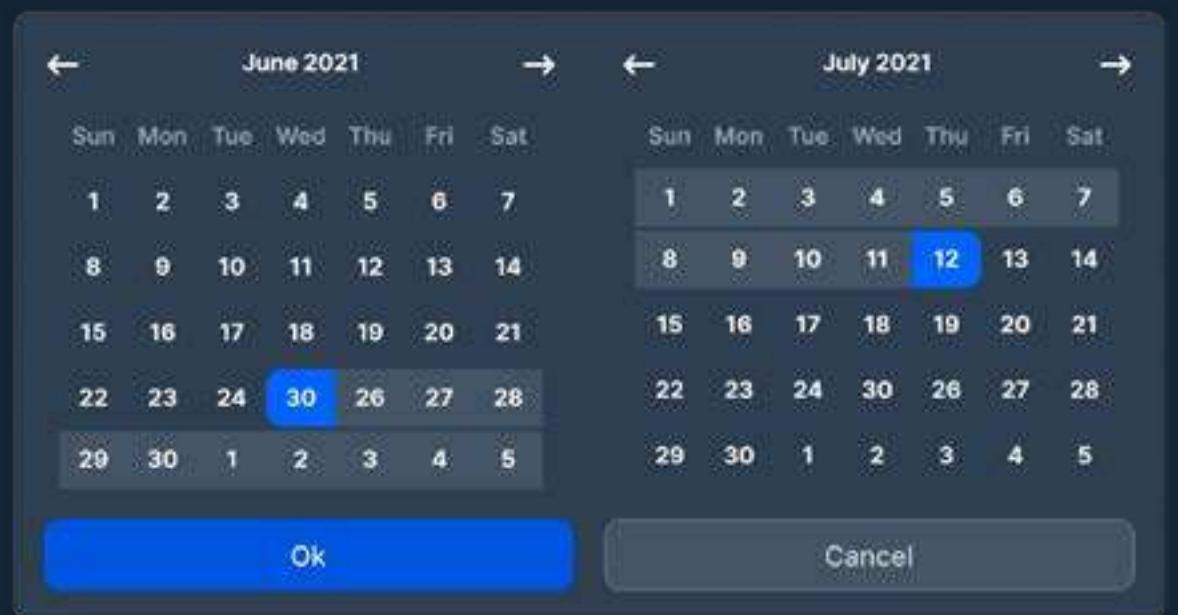


*The icons used in Flowbite are the SVG-powered Hero Icons built by one of the creators of Tailwind CSS.*

- **Interactive elements:** These specify how different UI elements should behave when interacted with, such as buttons, forms, and other interactive elements.



- **Components:** These are pre-designed UI elements that can be reused throughout the product, such as buttons, input fields, and other common elements.



First name

 X

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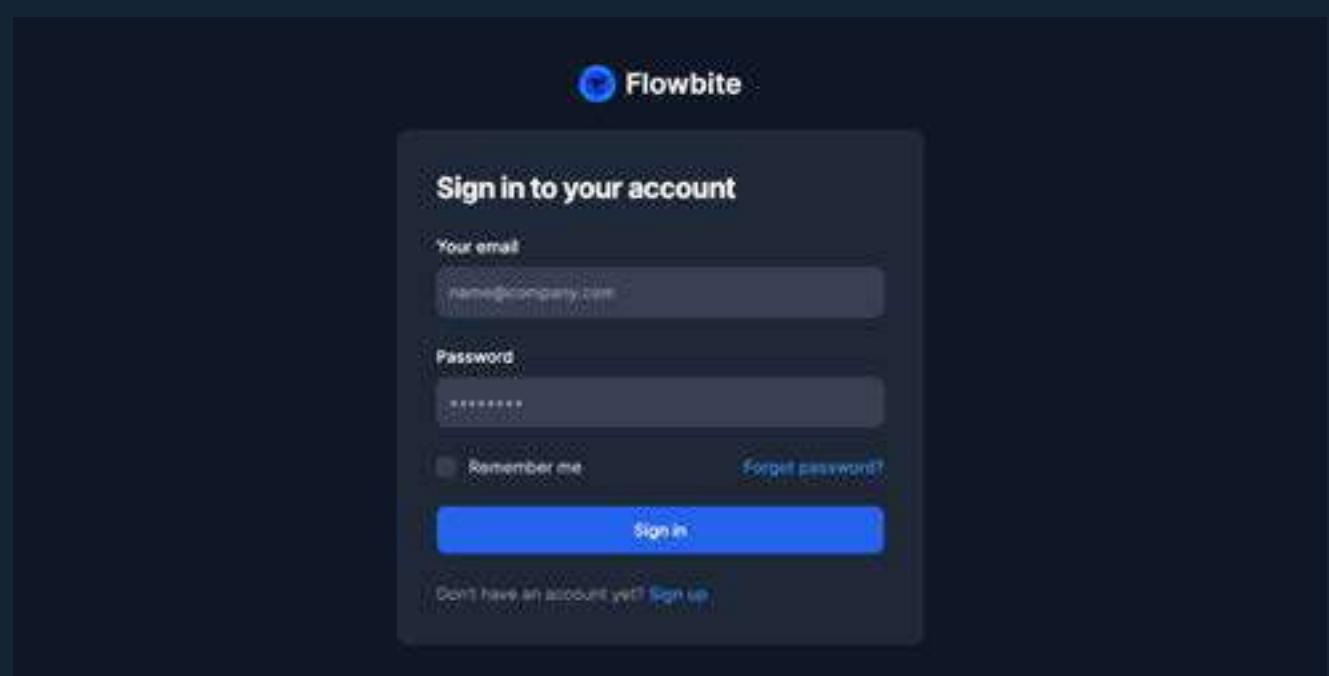
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- **Templates:** These are pre-designed page layouts that can be used as a starting point for creating new pages or sections of the product.



The goal of a design system is to create a consistent and cohesive user experience across all parts of the product, and to make it easier for designers and developers to create new features and pages for the product.

Let's take a look of some advantages of building and using a design system:

**1. Consistency:** A design system helps to ensure that the product has a consistent look and feel across all of its pages and features. This can help to create a cohesive user experience and build trust with the

Name	Size	Pixels
0	8px	8px
0.04	1px	1px
0.5	0.125rem	2px
1	0.25rem	4px
1.5	0.375rem	6px
2	0.5rem	8px
2.5	0.625rem	10px
3	0.75rem	12px
3.5	0.875rem	14px
4	1rem	16px
5	1.25rem	20px
6	1.5rem	24px
7	1.75rem	28px
8	2rem	32px
9	2.25rem	36px
10	2.5rem	40px
11	2.75rem	44px
12	3rem	48px
14	3.5rem	56px
16	4rem	64px
20	5rem	80px
24	6rem	96px
28	7rem	112px
32	8rem	128px
36	9rem	144px
40	10rem	160px
44	11rem	176px
48	12rem	192px
52	12.5rem	208px
56	14rem	224px
60	15rem	240px
64	16rem	256px
72	18rem	288px
80	20rem	320px
96	24rem	384px

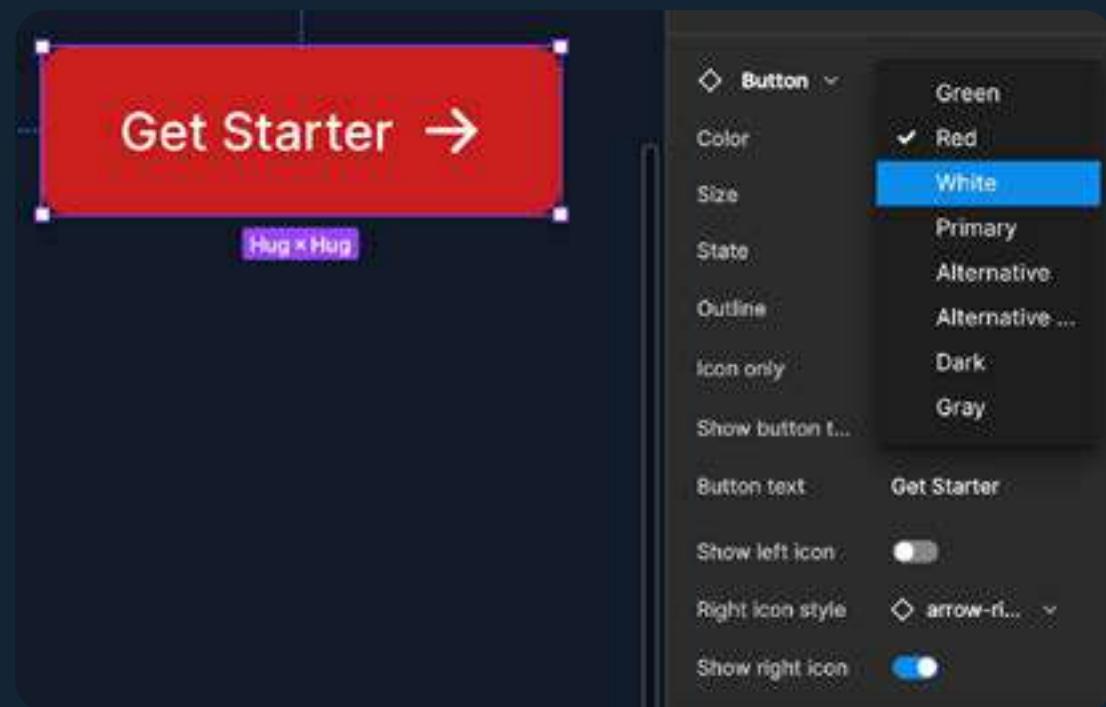


**2. Efficiency:** With a design system in place, designers and developers don't have to start from scratch every time they need to create a new page or feature. They can use the pre-designed elements and templates provided by the design system to save time and effort.

TRANSACTION	DATE & TIME	AMOUNT	STATUS
Payment from Bonnie Green	Apr 23, 2021	\$2300	Completed
Payment refund to #000910	Apr 23, 2021	-\$670	Completed
Payment failed from #087651	Apr 18, 2021	\$234	Cancelled
Payment from Lana Byrd	Apr 15, 2021	\$5000	In progress
Payment from Jesse Leos	Apr 15, 2021	\$2300	Completed
Payment from THEMSEBERG LLC	Apr 11, 2021	\$560	Completed



**3. Flexibility:** A design system can be designed to be flexible enough to accommodate a wide range of products and features. This means that it can be used as the foundation for a variety of products, rather than having to create a new design system for each product.



**4. Scalability:** As a product grows and evolves over time, a design system can help to ensure that new features and pages fit seamlessly into the overall design of the product. This can help to avoid design inconsistencies as the product scales.

Building a design system from scratch is a task often carried out by a group of people and **it can take years to complete** (although it is never fully completed, it evolves over time). Big companies like airbnb, github develop and evolve their design system tailored to their products, bear in mind that these design systems are created with a very specific application and user base in mind.

Building a design system takes a lot of time and effort, so it's likely that startups or small companies don't have this in place. Here is where **looking for already established design systems pays off**. You don't have to worry about spending months (or even years) building it, making sure you are applying every best practice available out there, luckily for us there are design system solutions, that can be adjusted to pretty much any application.

This is where Flowbite comes into play.

# FLOWBITE

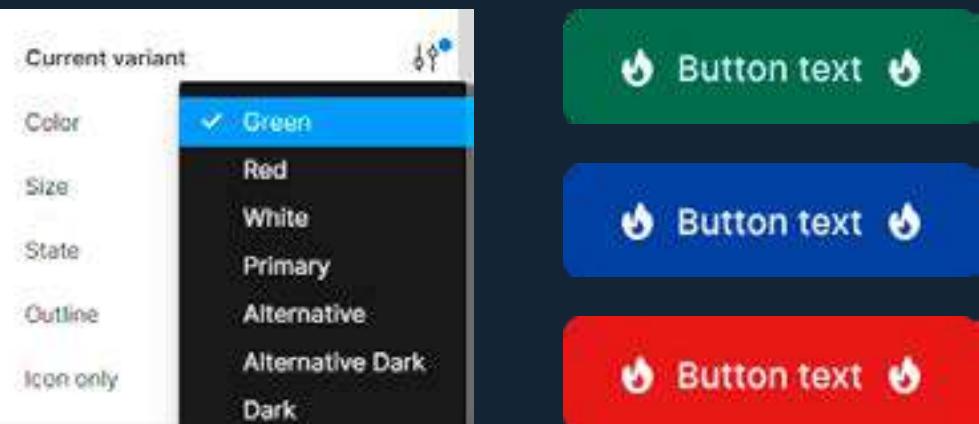
Flowbite (<https://flowbite.com>) is the most popular open-source component library built with the utility classes from Tailwind CSS.

It is an ecosystem of tools such as a [Figma design system](#) and a Tailwind components library, that you can just plug and play into your app or website.

All of the elements are built using the utility classes from Tailwind CSS and vanilla JavaScript. This means that is super easy to customize, you can add your own colors, fonts, sizings, shadows, and other styles to the default set of utility classes from FlowBite and Tailwind CSS.

The screenshot shows the Flowbite design system interface. At the top, there is a navigation bar with tabs for 'Years', 'Months', and 'Days'. Below this is a tooltip component with the text 'Tooltip on top'. The main content area features an accordion with three items, each titled 'What is "Flowbite library"?'. The first item is expanded, showing a detailed description of how the accordion body is styled using utility classes. To the right of the accordion is a product card for an 'Apple Watch Series 7 GPS, Aluminium Case, Starlight Sport' priced at \$599. Below the product card is a breadcrumb navigation: Home > E-commerce > Products. At the bottom of the page is an 'Alert heading' component with the text 'Aww yeah, you successfully read this important alert message. This example text is going to run a bit longer so that you can see how spacing within an alert works with this kind of content.' and a 'View more' button.

We briefly mention that Flowbite gives you a Figma design system that you can use to test and build different designs. You can choose from a wide range of built in components such as dropdowns, tables, buttons and drag and drop them into your own design. You can even tweak them to fit your design style.



Once you have your figma files ready to be implemented, you can simply import such components into your application, this means you don't have to build them from scratch.

This will not only save you months of work, but also you can rest assured that your UI is following best practices all around, accessibility, colors, contrast etc.

Let's get a feel of how we can easily use Flowbite from design to implementation shall we?

# CUSTOMIZE COMPONENTS SUPER FAST

In this section, we'll explore how you can harness Figma's powerful features to customize Flowbite components quickly, resulting in efficient and visually appealing UI designs.

## Harnessing Figma's Variables:

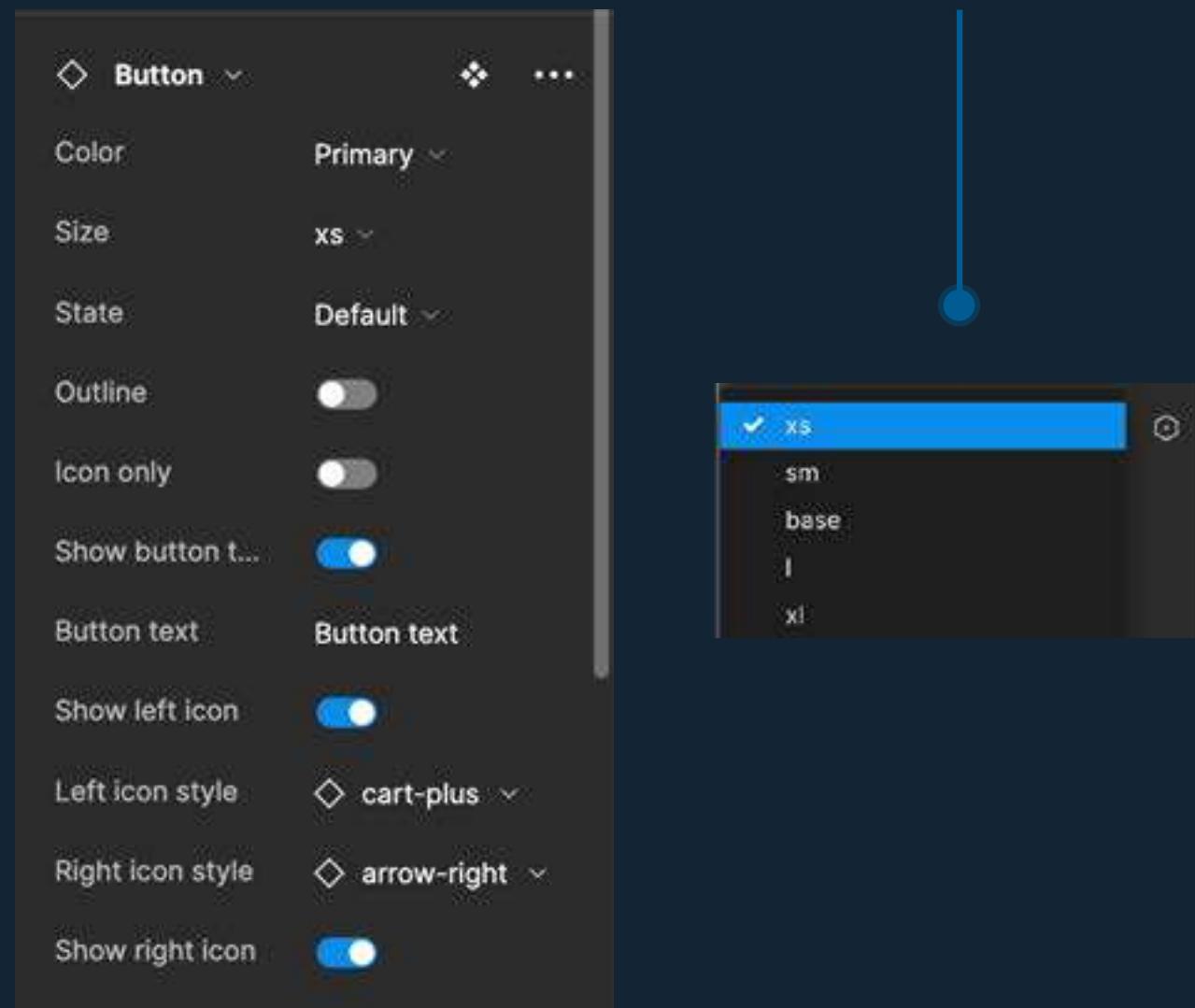
Figma's variables provide an excellent mechanism for customizing design elements across your UI. Flowbite takes full advantage of this functionality by leveraging the power of Figma's variables to create dynamic and adaptable components.

Let's take a look at an example of how you can effortlessly tweak various aspects of a button, such as colors, typography, spacing, and more, all while maintaining consistency throughout your design.

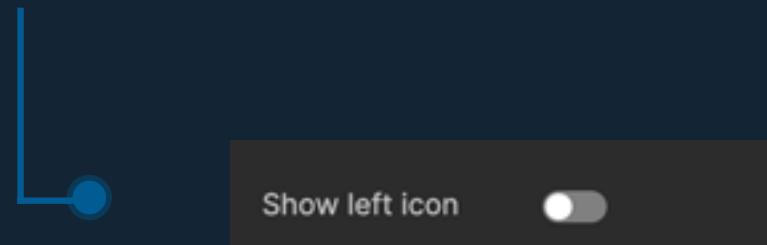
This is the default primary button of Flowbite



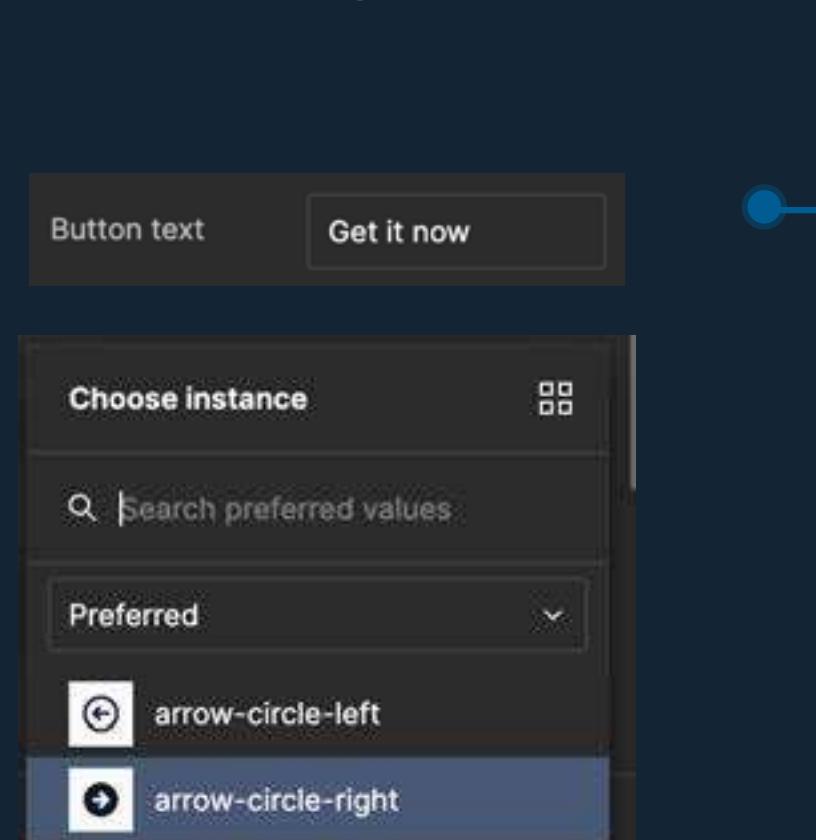
If you take a look at the right hand panel, you'll see different variant properties for the button. These help you quickly change the appearance of the button to fit your particular needs, for example if we'd want a larger button, we can click the size property and select L or XL from the options.



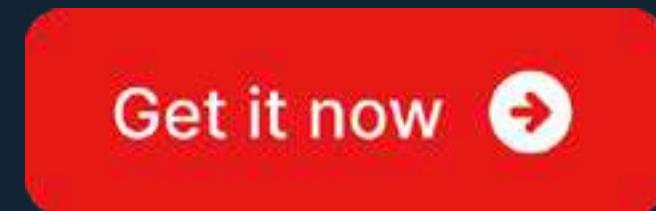
This will result in a slightly bigger button. Now, let's also change the color to red, by choosing the color property and selecting the red option. I also want to get rid of the left side icon, so I'll turn off the "Show left icon" toggle.



I'll change the text to "Get it now" and the right icon to be a circle arrow instead of a plain right arrow.

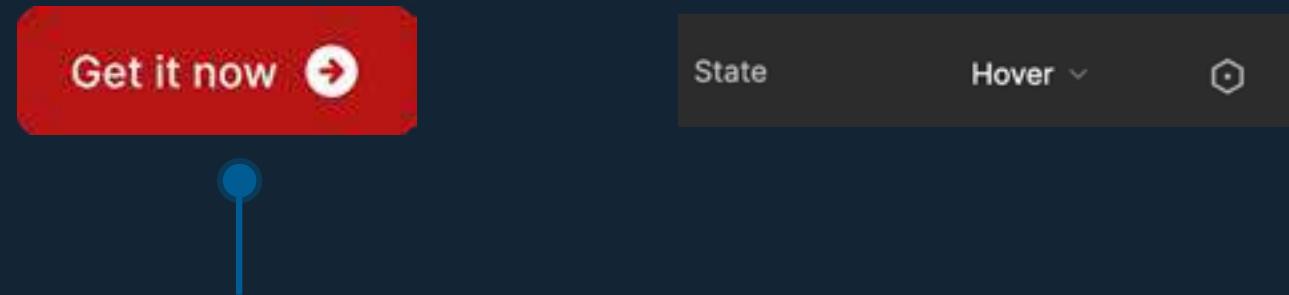


Let's take a look at the final version:



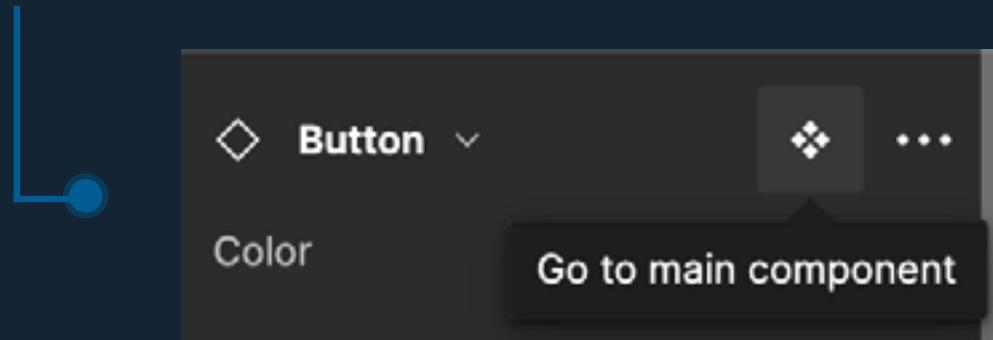
I hope that at this point you understand how easily is to customize and reuse Flowbite components to match your specific design requirements.

You can go even further and choose different states, like hover, focus by changing the state variant property.



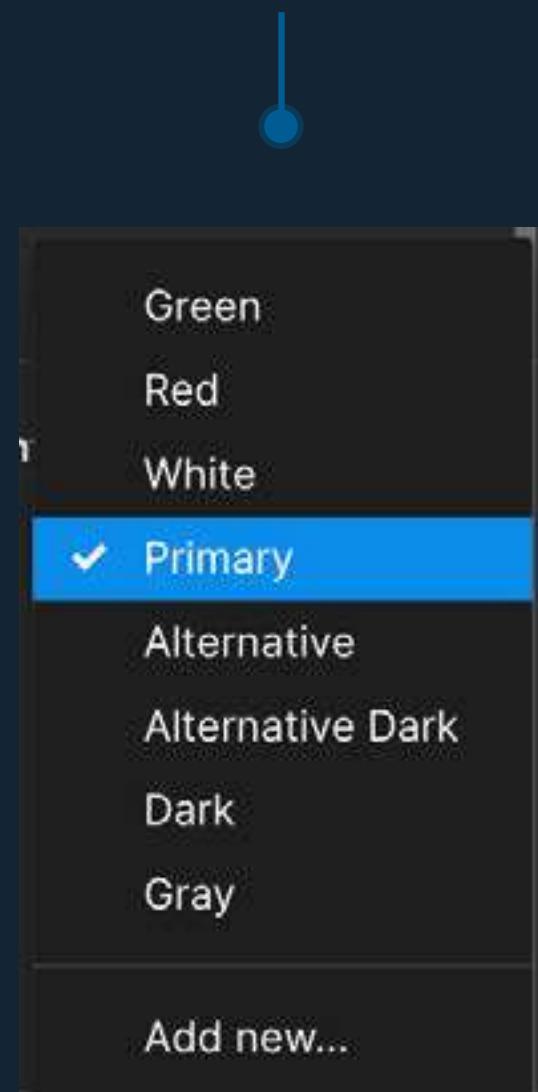
(You notice how the button is slightly darker, simulating the exact same style for the hover state)

But what happens when you are using styles that live outside flowbite's, e.g. you want to have a yellow button, but that color is not a value available in the colors variant property. You can easily change this by going to the component's instance by clicking the diamond/squared icon right next to the button component instance. This will take you to the main component.

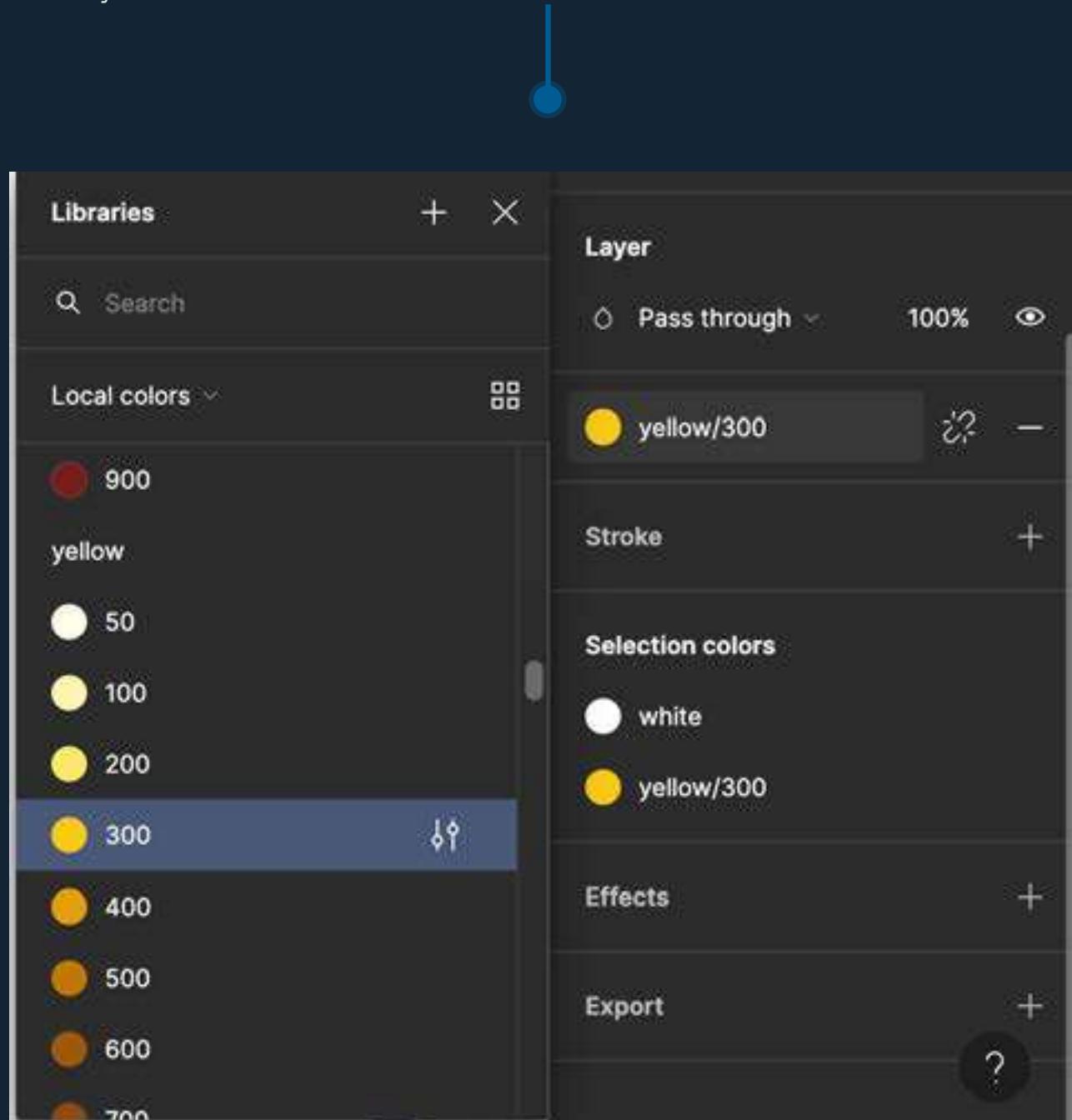


From there you need to select the variants that have the Primary color applied, in our case all the buttons that have the blue colors, given that we want to change those to yellow.

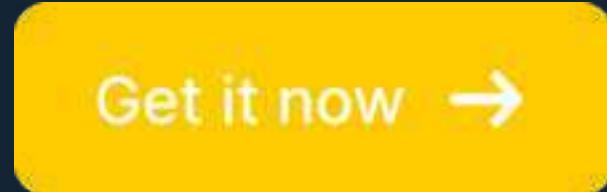
From there, make sure the Primary color value is selected in the colors variant property (it should already be there given that you selected all buttons that have the primary color applied)



Scroll down to the color section (while having the yellow variant value selected) and change it to any shade of yellow that you want.



Now, if we go back to the components instance, we can choose the Primary color variant option from the dropdown and you should see the color button change to yellow like this:



Now, let's say we have created a couple of UIs that use this new primary button, but after some user interviews we learnt that they don't like this new yellow color, instead they are more inclined to click on a purple button.

It would be a tedious task to go one by one to change the color of each button to purple right? Luckily for use we used Flowbite which harnesses the power of components and we can simply repeat the process again by going to the main component primary variant, and in the same fashion we change it to yellow, we can change it to purple, and this change will propagate through all the UIs that have a primary button, saving us hours of work!

# BUILDING A LANDING PAGE IN FIGMA USING FLOWBITE'S DESIGN SYSTEM

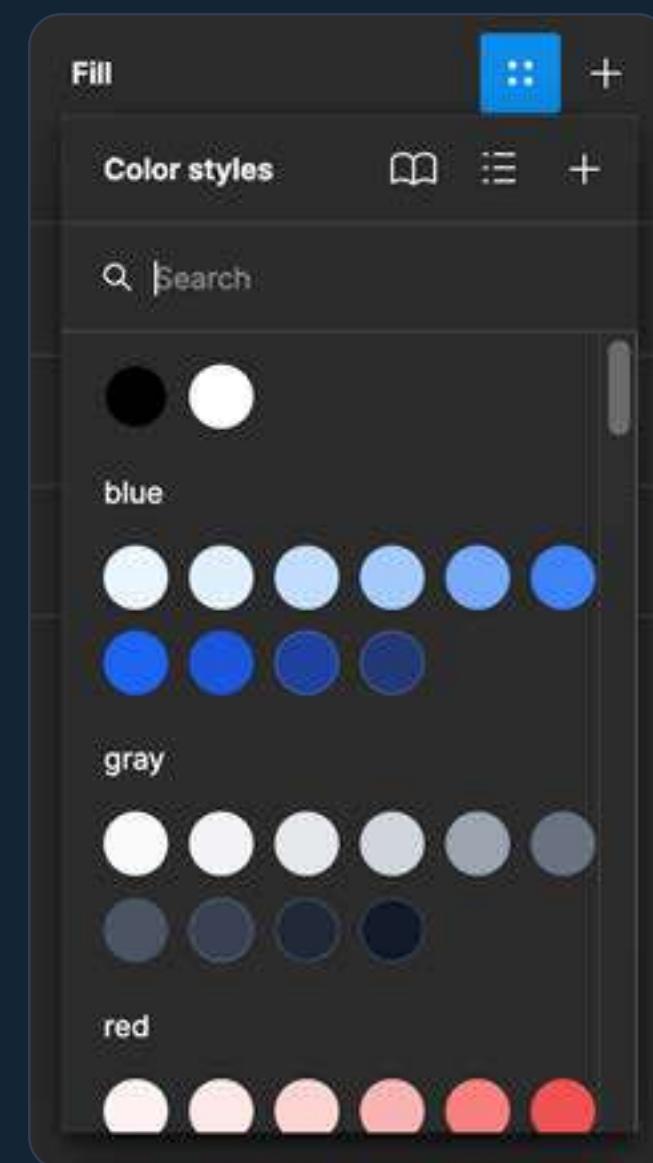
First, let's make sure we have the design system file open in Figma (<https://figmadesignurl.com>). This file contains all of the design elements, such as colors, typography, icons, and UI components, that we will need to use to design our UI.

Next, create a new file in Figma for your UI design. You can do this by clicking the “File” menu and selecting “New File”. Let's call it Flowbite login form.

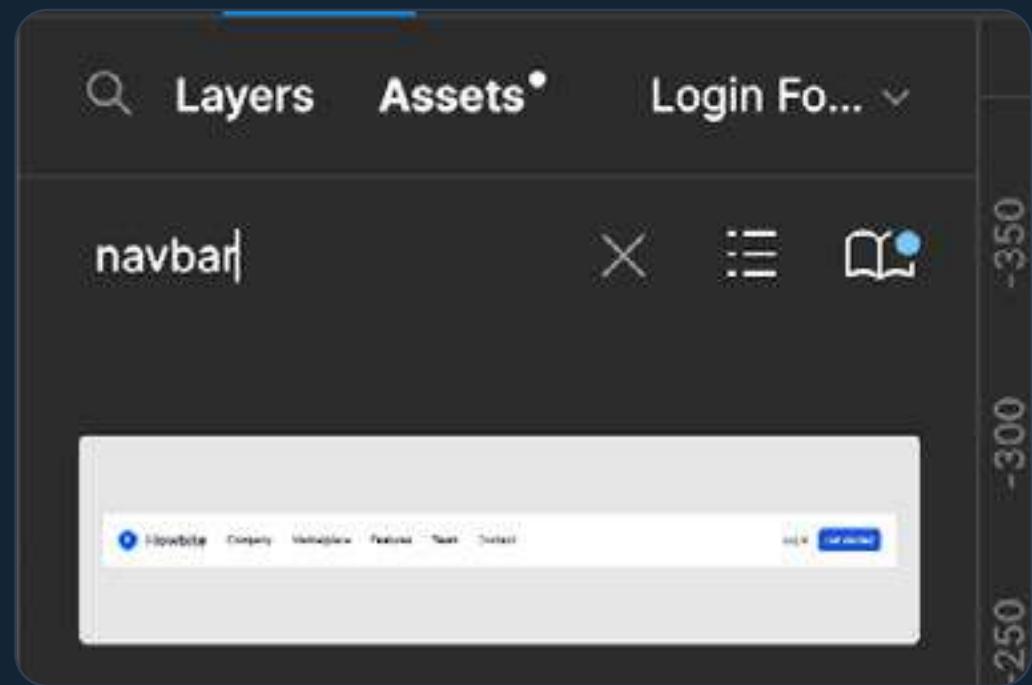


In your new file, you can start building out your UI using the design elements from the design system file. You can do this by dragging and dropping UI components from the design system file into your new file, and then customizing them as needed.

Let's go ahead and create a desktop frame and select a nice background color from flowbite colors page.



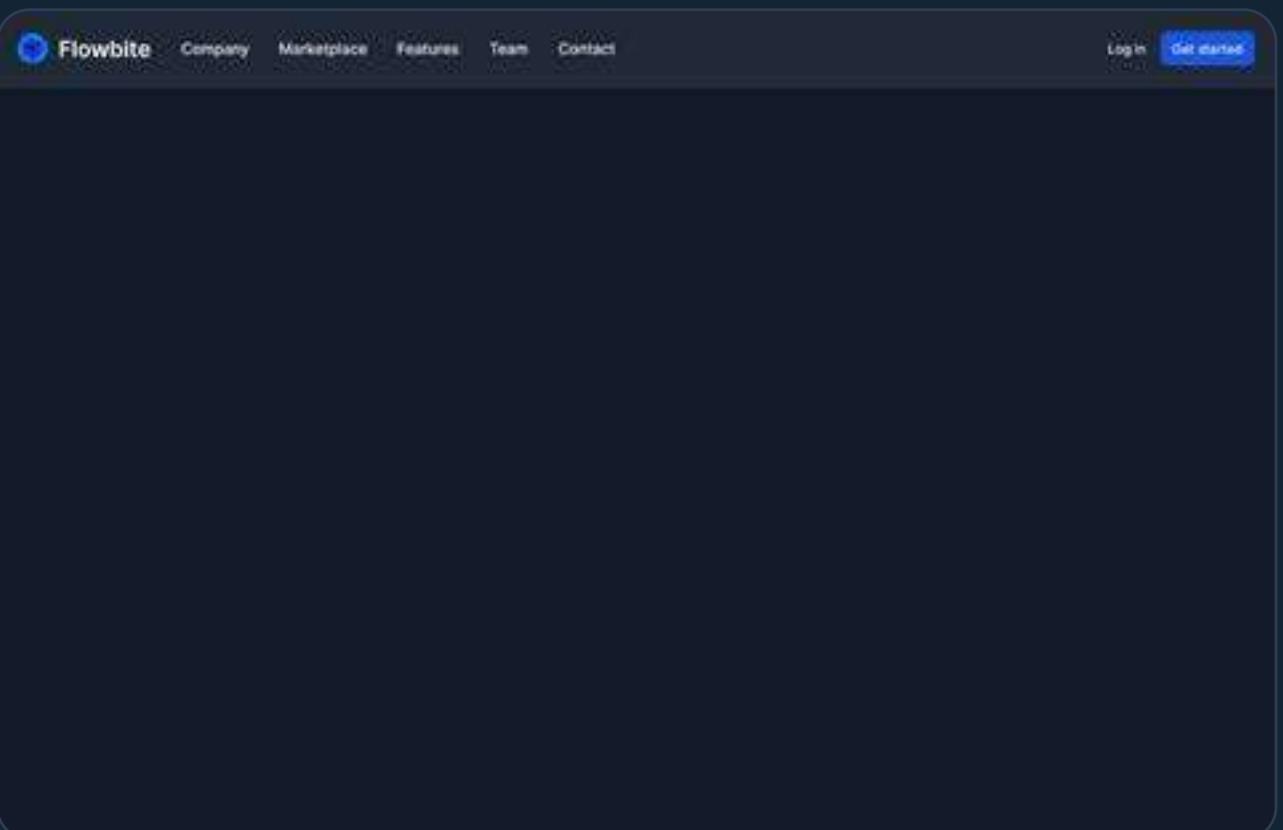
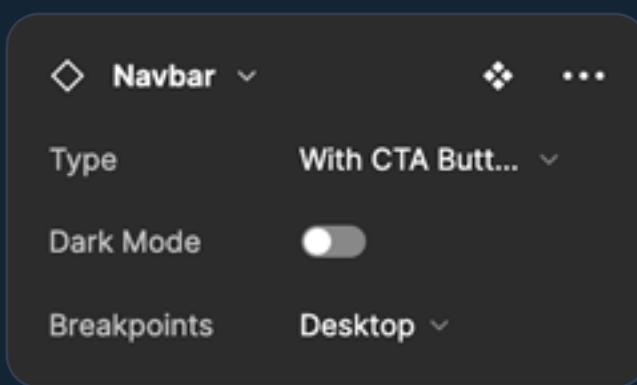
Let's choose the darkest shade of gray, and now lets go to the assets tab and search for the Navbar component.



Next, let's drag and drop the element into our frame. From here we can right on the element and select "detach from instance". Given that the navbar is a Flowbite component, if we want to change anything we need to either change the base component which will reflect the changes to all instances of the component, or we can detach this instance from the component itself and customize it as we please.

Once detached we can adjust the size to take up the full width of our frame.

Each component has different variants, breakpoints and even theme modes. Given that I want this UI to be dark, I'll toggle the Dark Mode switch on the upper right section, just below the Navbar select. This changes the colors of the background and foreground of the navbar to adjust it to a dark theme.



For the next part, I want to have a nice heading, similar to the one on the flowbite marketing site, so let's create a text layer (shortcut T)

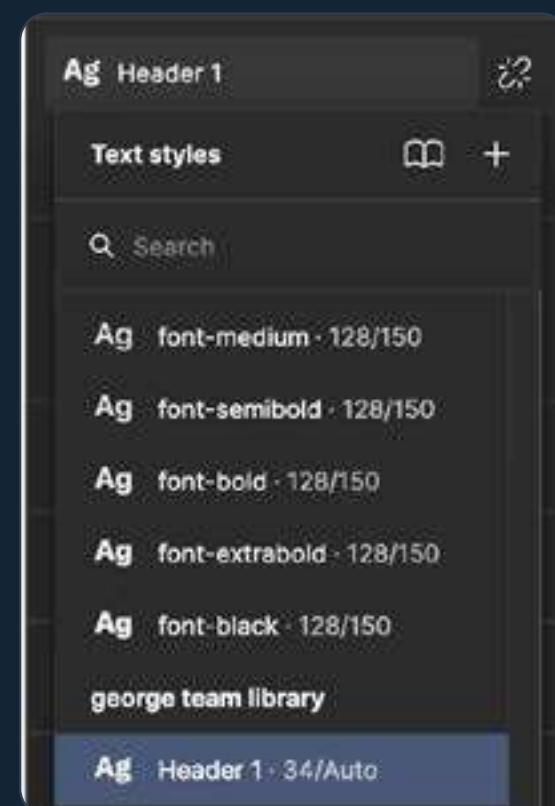


You should be seeing something like this:

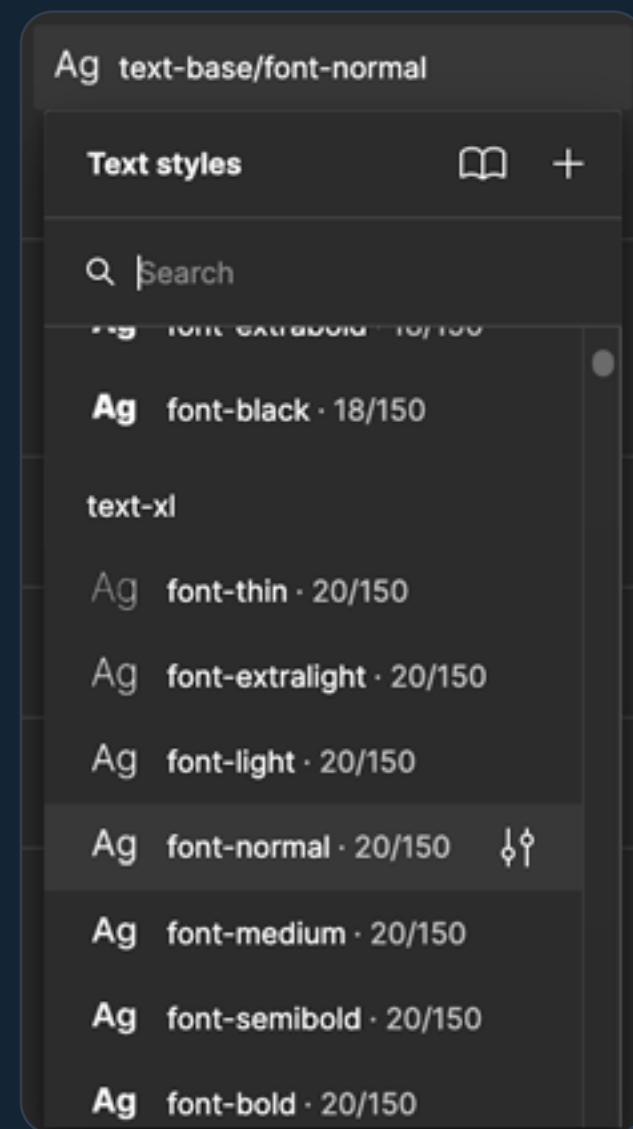


And let's add a Title for this I'll add the following text "**Build websites even faster with components on top of Tailwind CSS**" but you can add whatever you want.

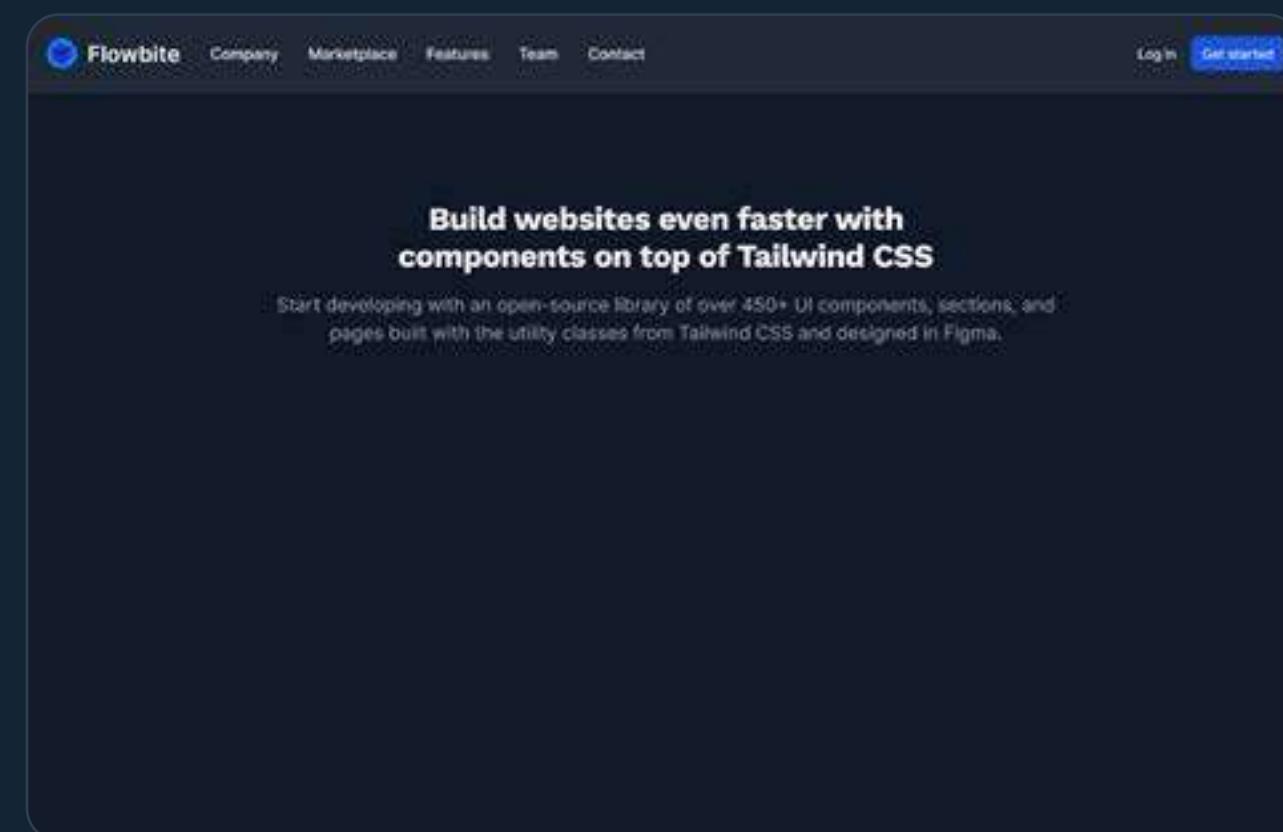
Next lets go to the middle right section where the text styles live, and select the **Header style**, the one that has 34pt. Let's center align the text, and center it in the frame.\*\*



Let's repeat this process for a smaller text now, create a text layer, add some text and change the text style to be text-xl font-normal this time.

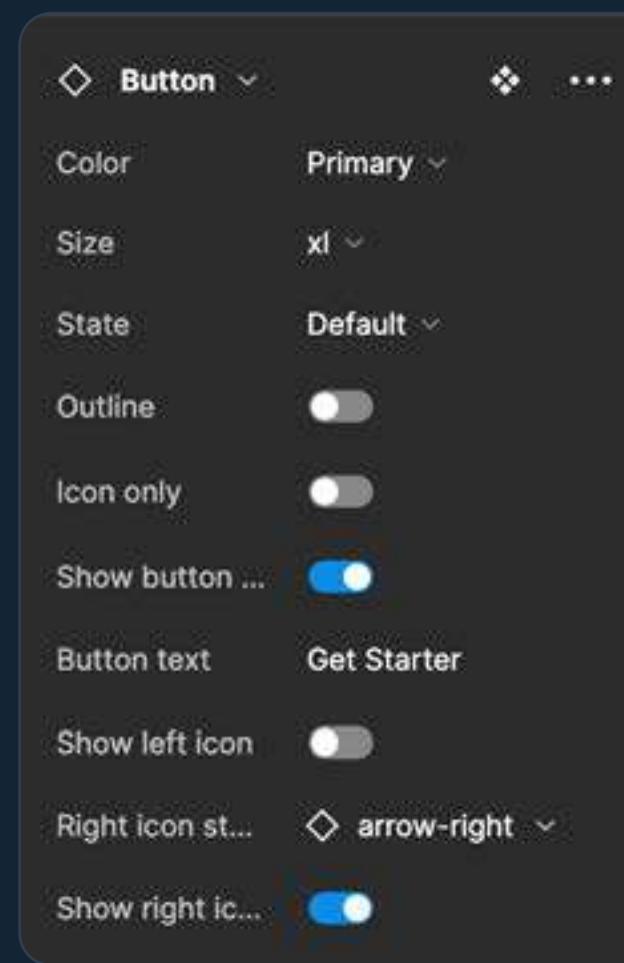


I'll change the color to be gray/400 and reduce the size to be around 840px. After centering the text in the viewport just below our main header you should have something like this:

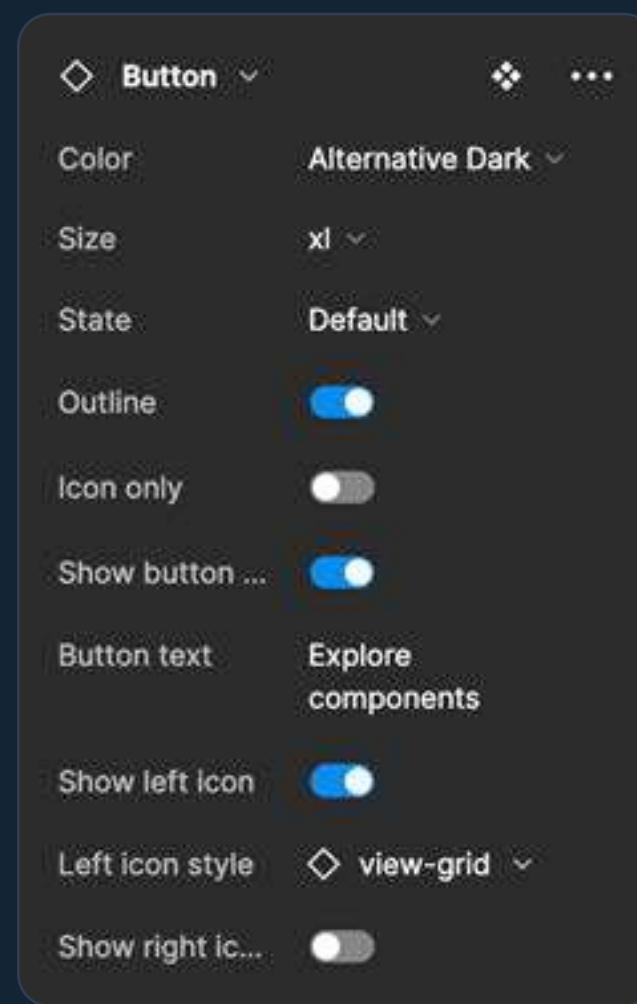


Next lets see how easy it is to add a Get started primary button right below our paragraph. Lets go to the assets section on the upper left side and search for button. Let's grab the main button component (the blue one) and drag and drop it to the frame.

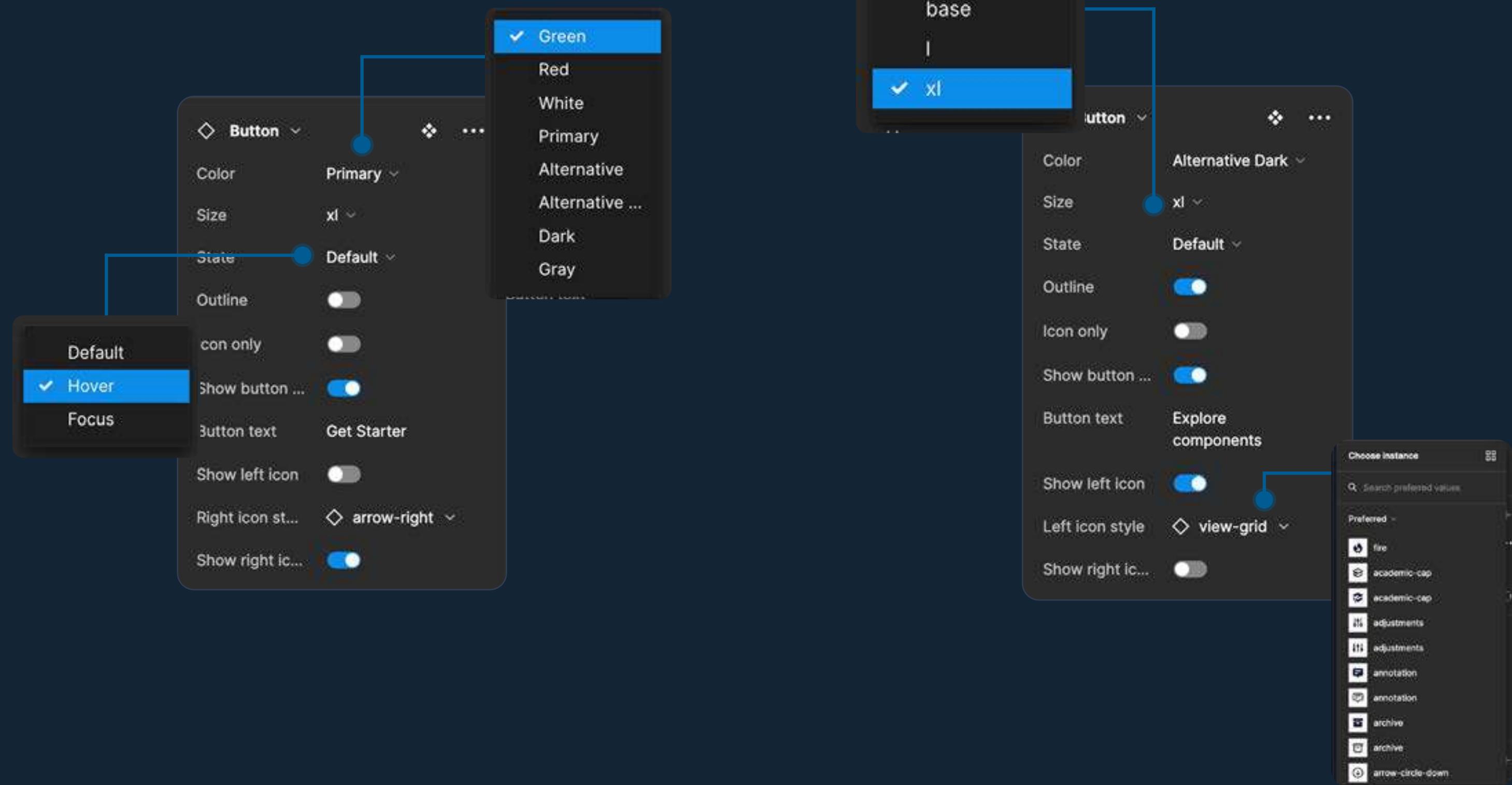
Now with the button selected, on the right side panel you can see all of the button's variants that we can play with. You can choose the color, the size, even the icons that the button will have. For now just copy this settings.



Let's repeat the same process but this time lets add a secondary button with this settings:



Buttons are an excellent example of the different variants a flowbite component can have. These are easily customizable and extensible.



The screenshot shows the Flowbite UI component configuration interface, specifically the 'Button' component. The interface is dark-themed with light-colored UI elements. The 'Button' component is selected, and its configuration panel is open. The configuration panel includes the following sections:

- Button**: A dropdown menu with the following options: Green (selected), Red, White, Primary, Alternative, Alternative ..., Dark, and Gray.
- Color**: Primary (selected).
- Size**: xl (selected).
- State**: Default (selected).
- Outline**: A toggle switch (off).
- Icon only**: A toggle switch (off).
- Show button ...**: A toggle switch (on).
- Button text**: A text input field containing "Get Starter".
- Show left icon**: A toggle switch (off).
- Right icon st...**: A dropdown menu with the option "arrow-right" selected.
- Show right ic...**: A toggle switch (on).

On the right side of the configuration panel, there is a preview area showing a large blue button with the text "Get Starter" and a right arrow icon. The preview area also shows the selected state (Default), outline (off), and button text ("Explore components").

At the bottom right, there is a sidebar titled "Choose instance" with a search bar and a list of icons:

- fire
- academic-cap
- academic-cap
- adjustments
- adjustments
- annotation
- annotation
- archive
- archive
- arrow-circle-down

These are some examples of flowbite blocks:

**Designed for business teams like yours**

Here at Flowbite we focus on markets where technology, innovation, and capital can unlock long-term value and drive economic growth.

<b>Starter</b> Best option for personal use & for your next project.	<b>Company</b> Relevant for multiple users, extended & premium support.	<b>Enterprise</b> Best for large scale users and extended redistribution rights.
<b>\$29</b> /month	<b>\$99</b> /month	<b>\$499</b> /month
<ul style="list-style-type: none"><li>✓ Individual configuration</li><li>✓ No setup, or hidden fees</li><li>✓ Team size: 1 developer</li><li>✓ Premium support: 6 months</li><li>✓ Free updates: 6 months</li></ul>	<ul style="list-style-type: none"><li>✓ Individual configuration</li><li>✓ No setup, or hidden fees</li><li>✓ Team size: 10 developers</li><li>✓ Premium support: 24 months</li><li>✓ Free updates: 24 months</li></ul>	<ul style="list-style-type: none"><li>✓ Individual configuration</li><li>✓ No setup, or hidden fees</li><li>✓ Team size: 100+ developers</li><li>✓ Premium support: 36 months</li><li>✓ Free updates: 36 months</li></ul>
<a href="#">Get started</a>	<a href="#">Get started</a>	<a href="#">Get started</a>

Pricing page

**Designed for business teams like yours**

Here at Flowbite we focus on markets where technology, innovation, and capital can unlock long-term value and drive economic growth.

<b>Marketing</b> Plan it, create it, launch it. Collaborate seamlessly with all the organization and hit your marketing goals every month with our marketing plan.	<b>Legal</b> Protect your organization, devices and stay compliant with our structured workflows and custom permissions made for you.	<b>Business Automation</b> Auto-assign tasks, send Slack messages, and much more. Now power up with hundreds of new templates to help you get started.
<b>Finance</b> Audit-proof software built for critical financial operations like month-end close and quarterly budgeting.	<b>Enterprise Design</b> Craft beautiful, delightful experiences for both marketing and products with real cross-company collaboration.	<b>Operations</b> Keep your company's lights on with customizable, flexible, and structured workflows built for an efficient teams and individual.

Features section

**Add Product**

**Name** **Brand**

Type product name Product brand

**Price** **Category**

\$2999 Select category

**Description**

Write product description here

**+ Add new product**

Create modal

Now we should have something like this:



I encourage you to keep on building upon this landing page and try out different styles and components that flowbite has to offer.



I hope that with this quick tutorial on how to use flowbite design system in figma you get a feel of how easy it would be to create custom websites or apps using this. The best part is that when you have to code these components you can use one of their UI libraries and just import the same components you use in Figma.

In addition to this, flowbite has its own section of Blocks, which are entire websites and pages that you can just plug and play into your UI <https://flowbite.com/blocks/>

# FINAL THOUGHTS

I hope you've enjoyed the book and now you feel confident to put in practice what you learned to create **awesome** websites and products.

Now that you are familiar with these **web design principles**, you have everything you need to create something that looks and functions well. As you get experience over time, don't be afraid to break and play around with some of these rules. Web design is continuously **changing, evolving**, and It's likely that you won't be able to follow each practice exactly, so don't worry if you need to adapt some principles to the nature of your website.

But now before bending these rules, you will be aware that they exist, what is their purpose, and accomodate them to your website accordingly, that is what makes a great web designer.

## UX FOR DEVELOPERS



- ★ Learn the key phases of an effective UX process that leads to great products.
- ★ Learn how to uncover problems in a design, and exploit opportunities to enhance the user experience.
- ★ Become proficient at identifying when to apply the most used UX laws in the industry.
- ★ Learn how to save time and money by building solid prototypes that will help you validate design decision before development starts.