



LET'S WORK TOGETHER!

*@brad\_frost*











**OUR WORK IS DONE  
WITH OTHER PEOPLE  
FOR OTHER PEOPLE**



SlackFileEditViewHistoryWindowHelp

Web Design Day

brad\_frost

All Threads

CHANNELS (5)

# general

# random

speakers

# workshop-pattern-lab

DIRECT MESSAGES

slackbot

brad\_frost (you)

dmolsen

gjhead

karen

kevinmhoffman

meyerweb

pat

rasager

robert

shannon.m

#general

1234Web Design Day 2016!

January 2nd

amazingrando5:46 PM


Are you a Senior JS Developer looking for a remote position with a great company or know someone who is? (I work there and can attest that the people and work is, in fact, great.) Four Kitchens is hiring and you can find out the details at <http://fourkitchens.applytojob.com/apply/9XaoQ1/Javascript-App-Developer>

If you (or a friend) apply, please answer "Who referred you to this position?" with "Randy Oest" to give me some cred with the powers that be.

fourkitchens.applytojob.com

JavaScript App Developer - Four Kitchens - Job Board

You can submit your resume by visiting this link. If you know anyone who would be a great fit for this position, please pass the link along. Thanks! (31kB)



March 1st

jasonneel1:53 PM

Psst! Shh! Does anybody know if there will be a WDD 2017 yet?

2

Message #general



**HOW DO WE WORK WITH  
EACH OTHER?**



**HOW DO WE TALK TO  
EACH OTHER?**



**HOW DO WE COORDINATE WITH  
EACH OTHER?**



**HOW DO WE COLLABORATE WITH  
EACH OTHER?**



**30,000 WEBSITES!!!!!!**



**SPACES VS TABS** SKETCH VS PHOTOSHOP GIF VS GIF  
GRUNT VS GULP NPM VS YARN SVG VS ICON FONTS  
**WORDPRESS VS DRUPAL** FLAT VS SKEUOMORPHIC  
AXURE VS INDESIGN **REACT VS VUE** NATIVE VS WEB  
**PROGRESSIVE ENHANCEMENT VS SINGLE PAGE APPS**  
BEM VS SMACSS **ANGULAR VS EMBER** SASS VS LESS  
PHP VS RUBY VS NODE VS PYTHON **FILE STRUCTURE**











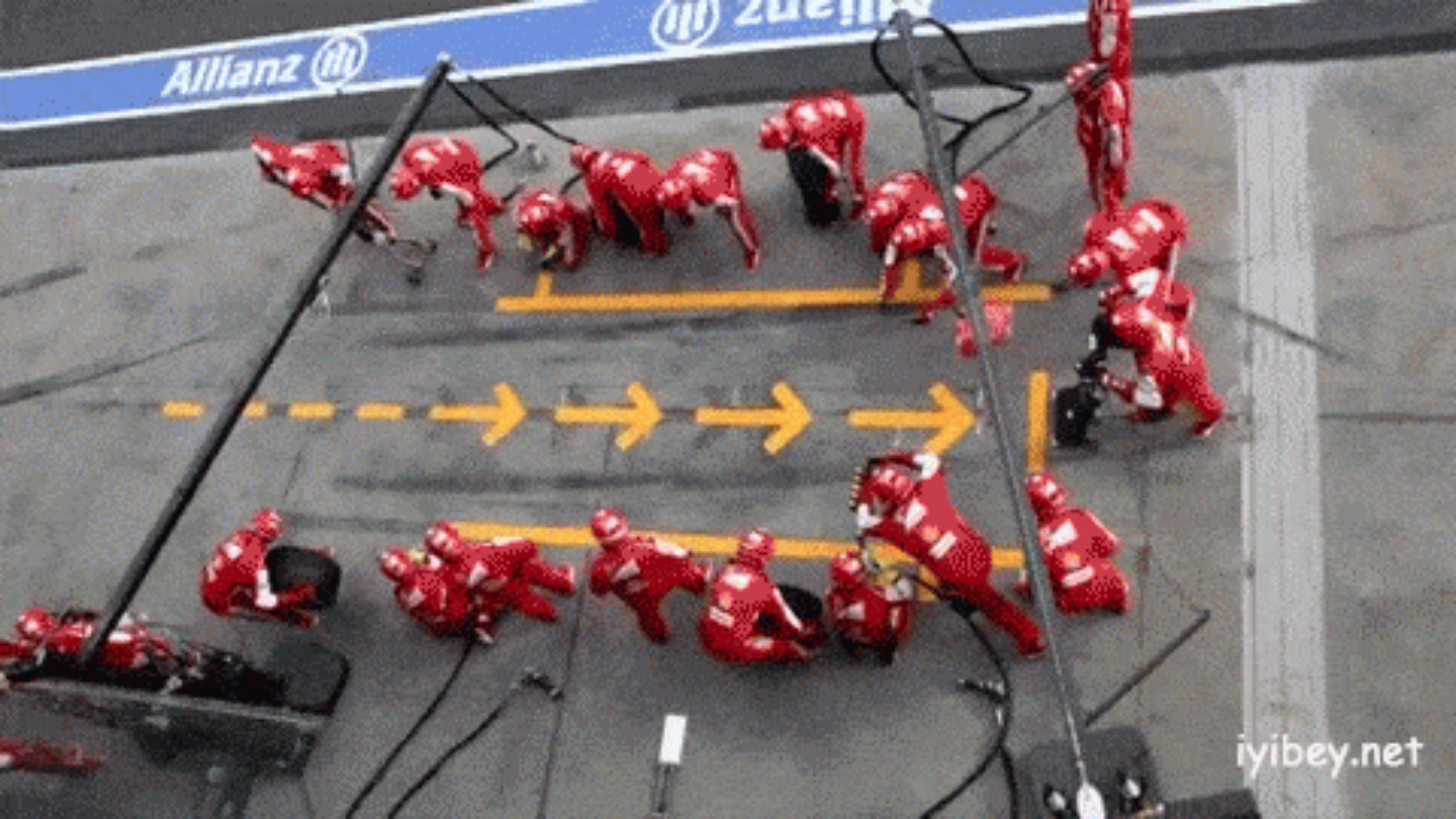


**complete chaos**



**stifling rigidity**

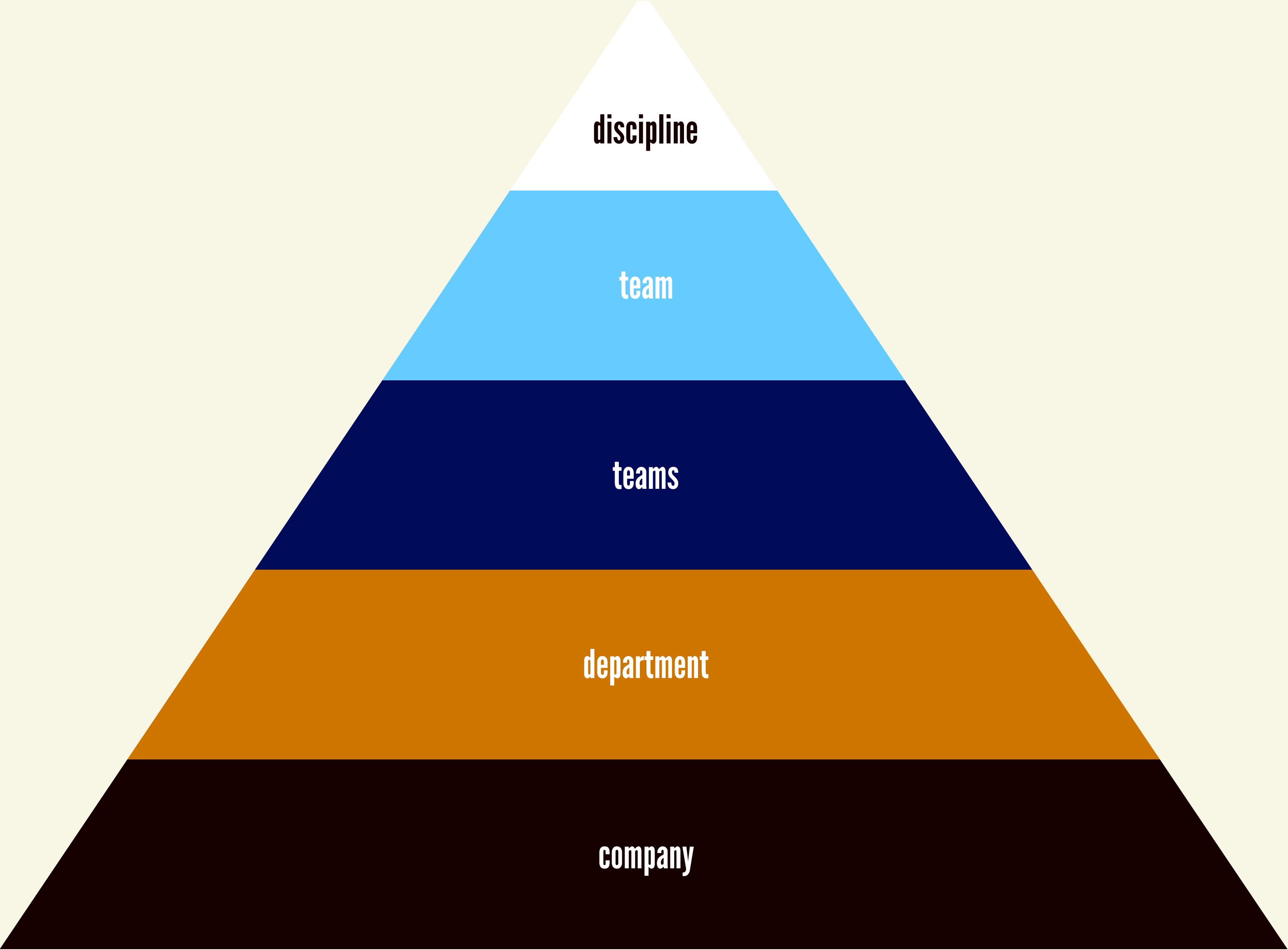


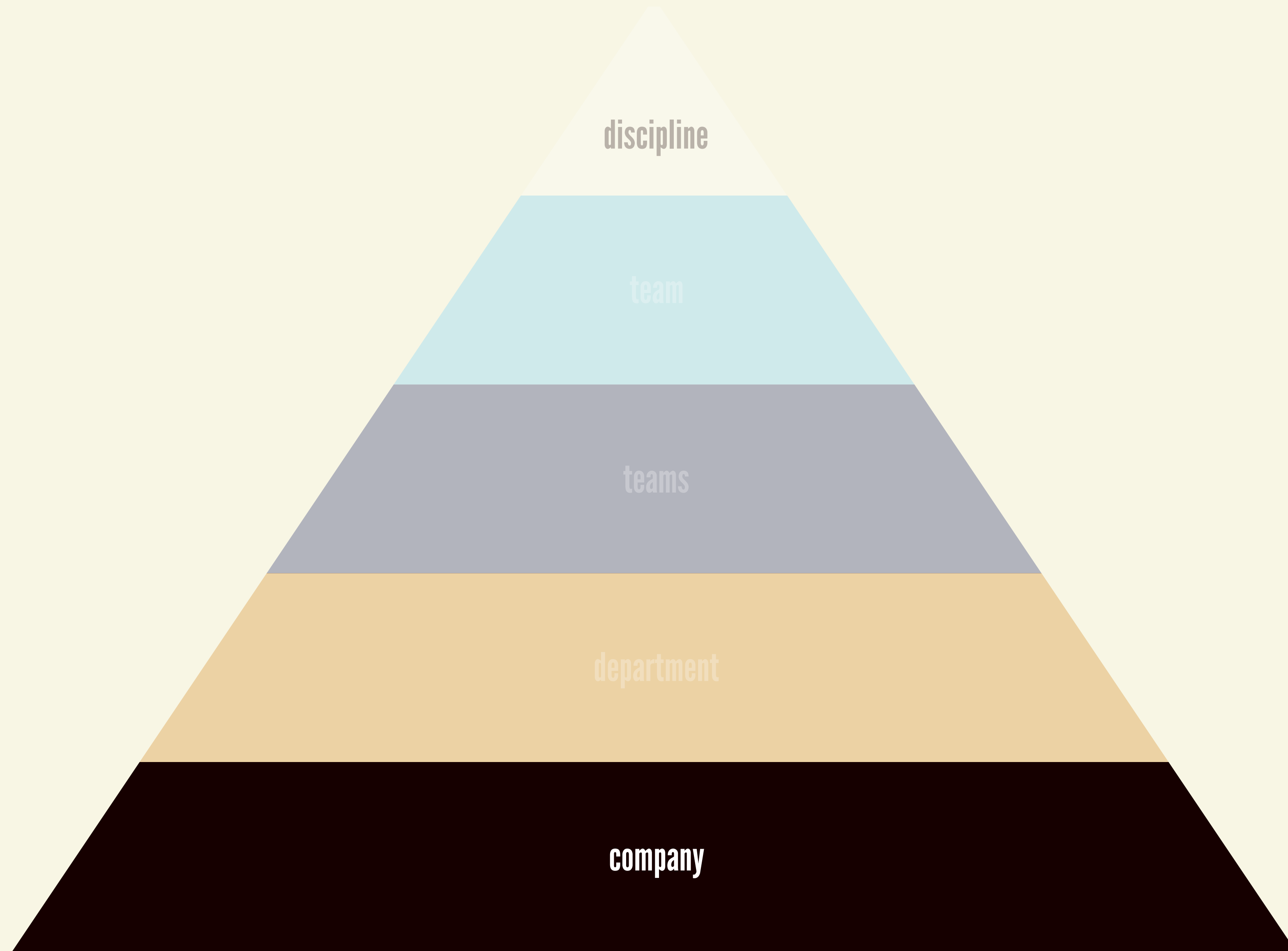




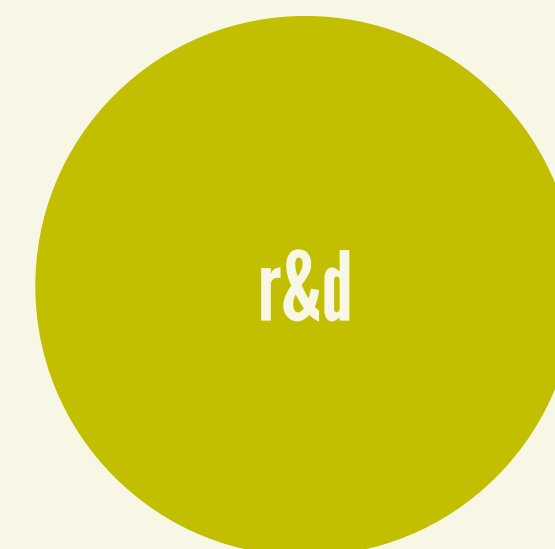
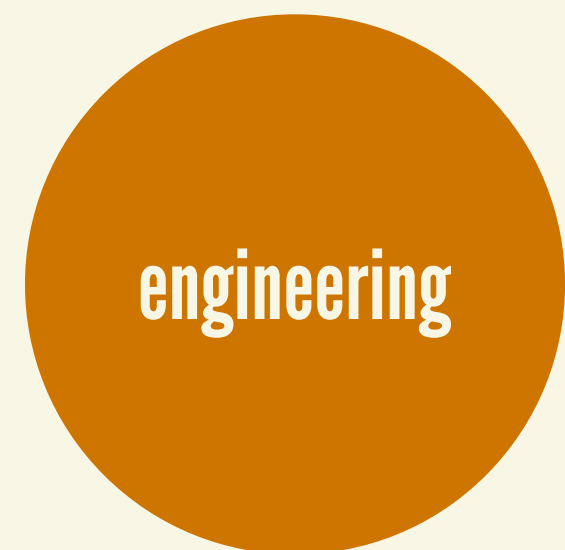
# PRINCIPLES AND GUIDELINES

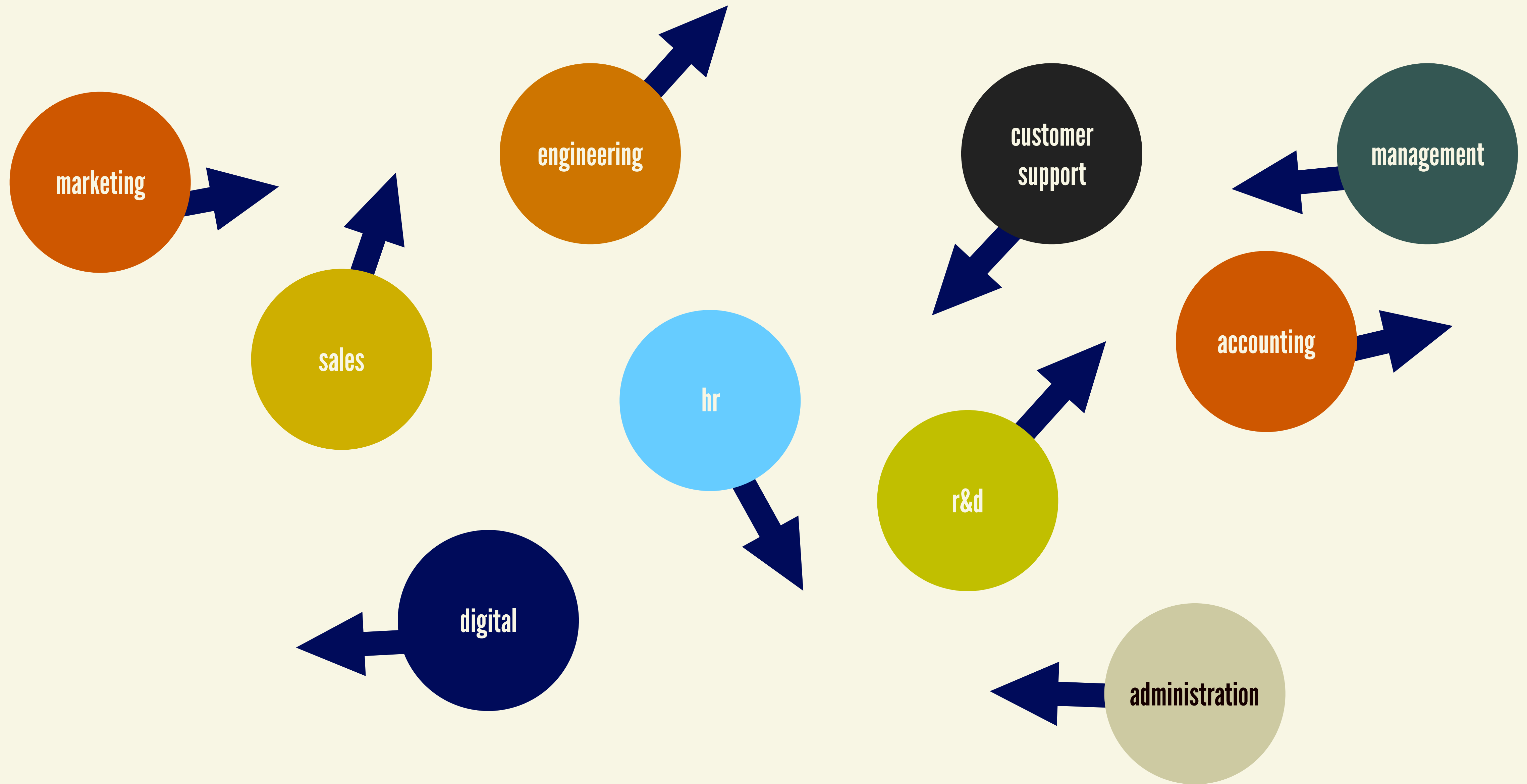




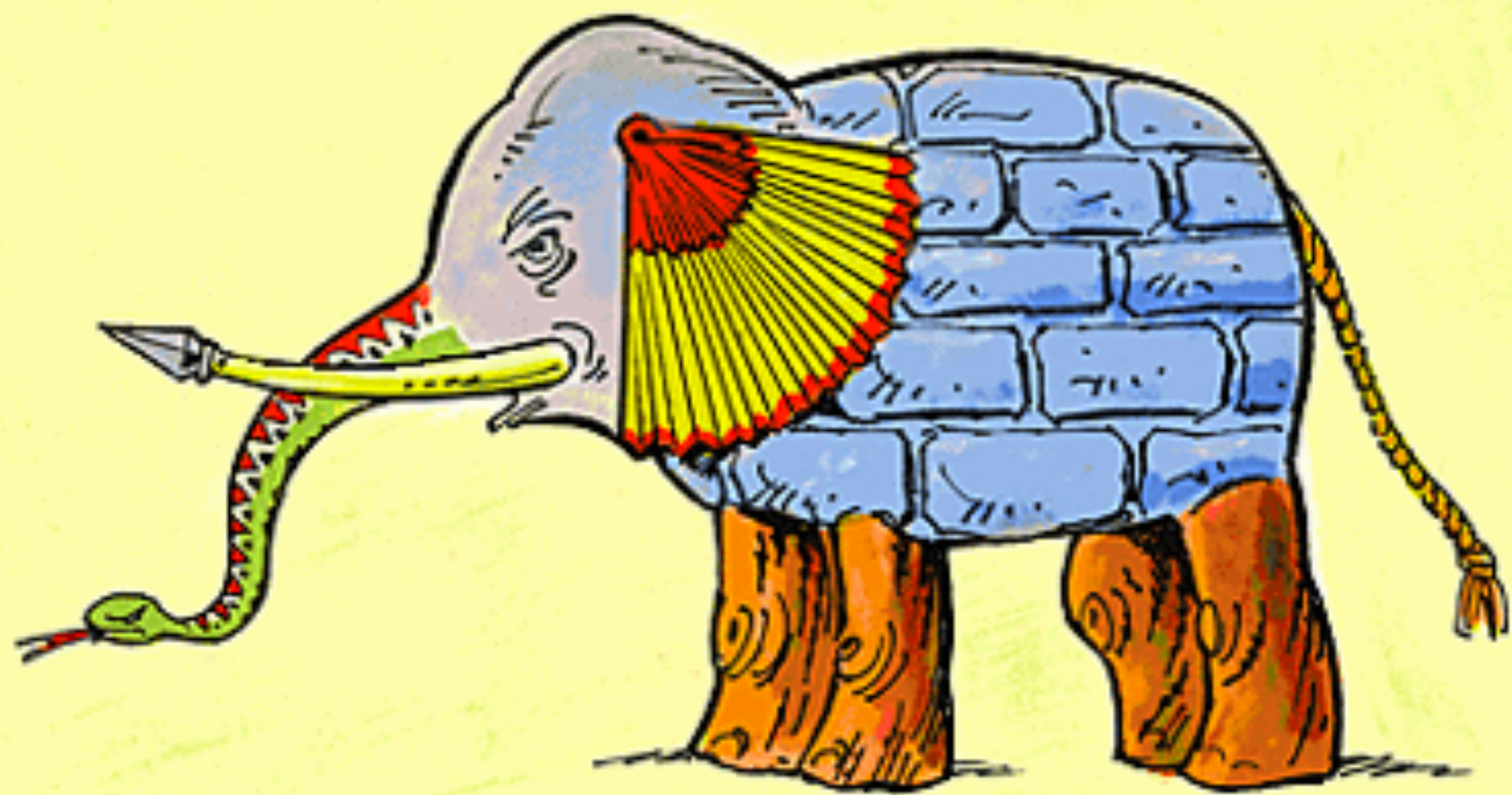








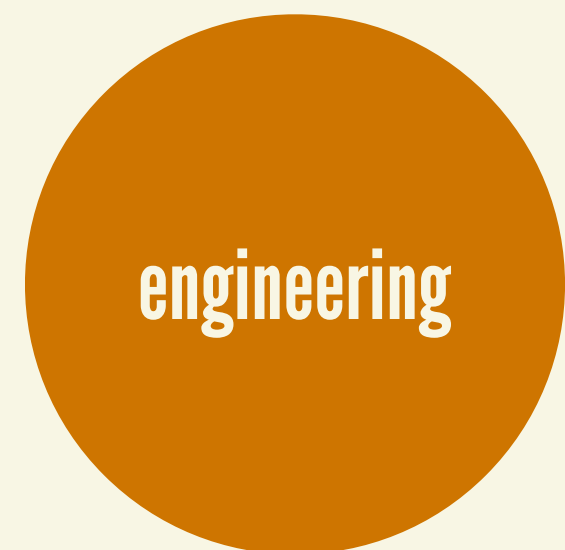








**marketing**



**engineering**



**customer  
support**



**management**



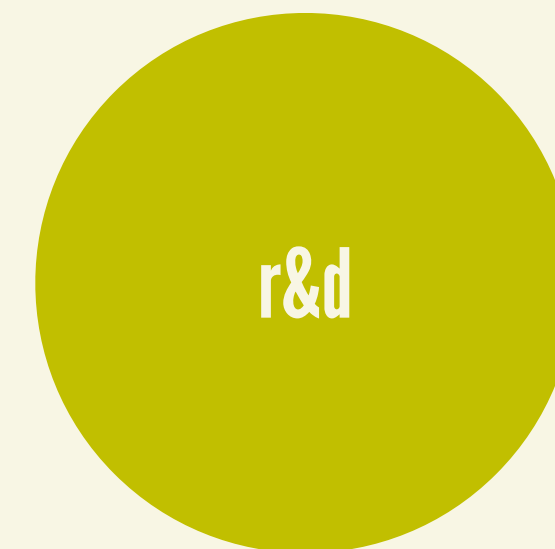
**sales**



**hr**



**accounting**



**r&d**

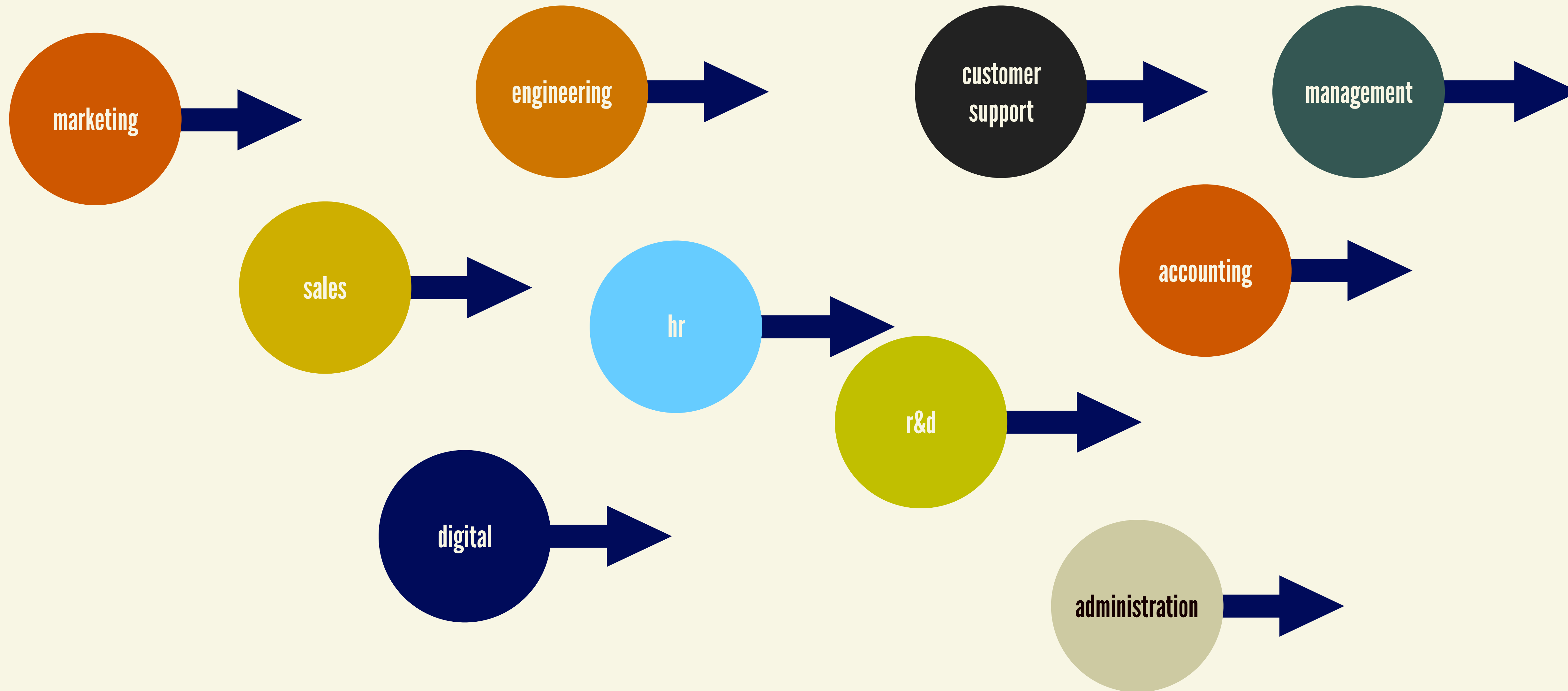


**digital**



**administration**





principles & guidelines



**MISSION**



# Our Mission

**charity: water is a non-profit organization bringing clean and safe drinking water to people in developing nations.**



It's hard not to think about water today. In the western world, we face growing concerns about our stewardship of the world's most precious resource. There's talk of shortages, evidence of reservoirs and aquifers drying up, and of course, plenty of people who simply don't care.

But forget about us.

Most of us have never really been thirsty. We've never had to leave our



# COMPANY VALUES



# ZAPPOS 10 CORE VALUES

- **Deliver WOW Through Service**
- **Embrace and Drive Change**
- **Create Fun and A Little Weirdness**
- **Be Adventurous, Creative, and Open-Minded**
- **Pursue Growth and Learning**
- **Build Open and Honest Relationships With Communication**
- **Build a Positive Team and Family Spirit**
- **Do More With Less**
- **Be Passionate and Determined**
- **Be Humble**

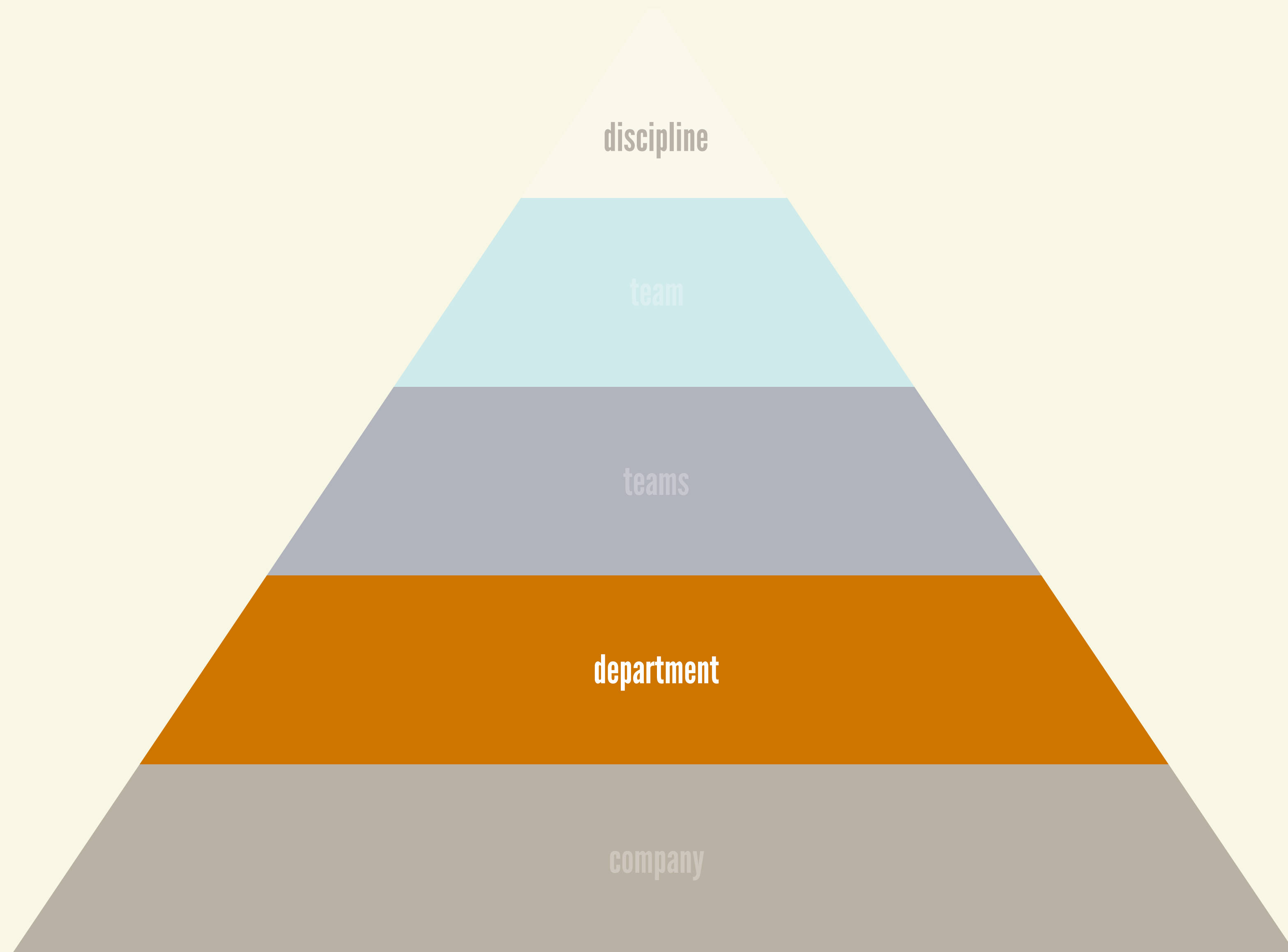


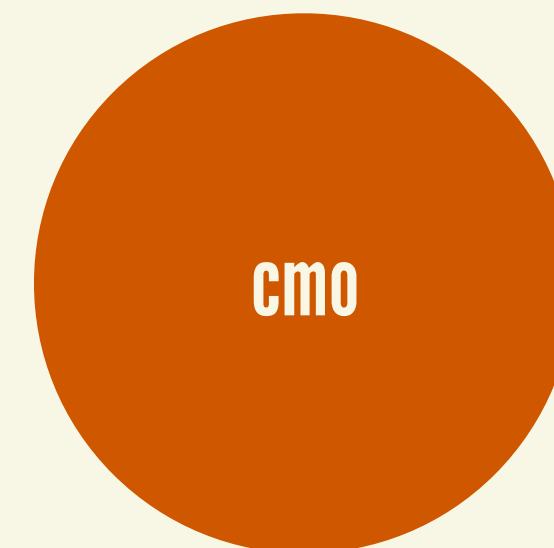
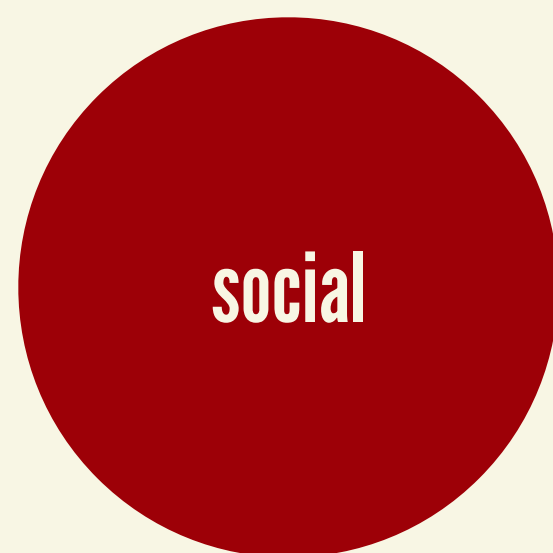
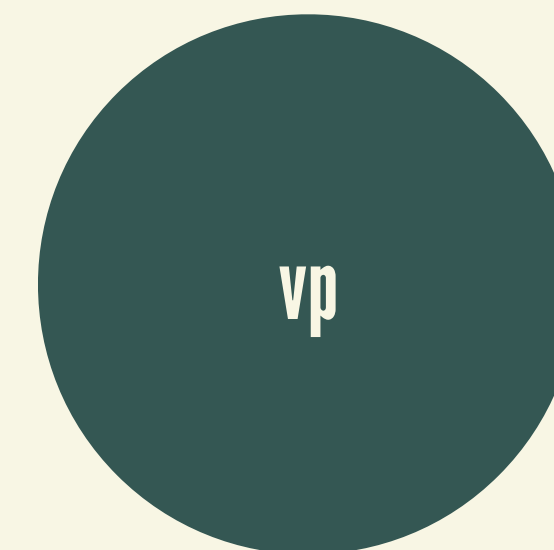
**CULTURE**

**An organizational constitution specifies your team's purpose, values and behaviors, strategies, and goals. It creates “liberating rules” that help leaders and team members understand exactly how they are expected to treat each other and their customers.**

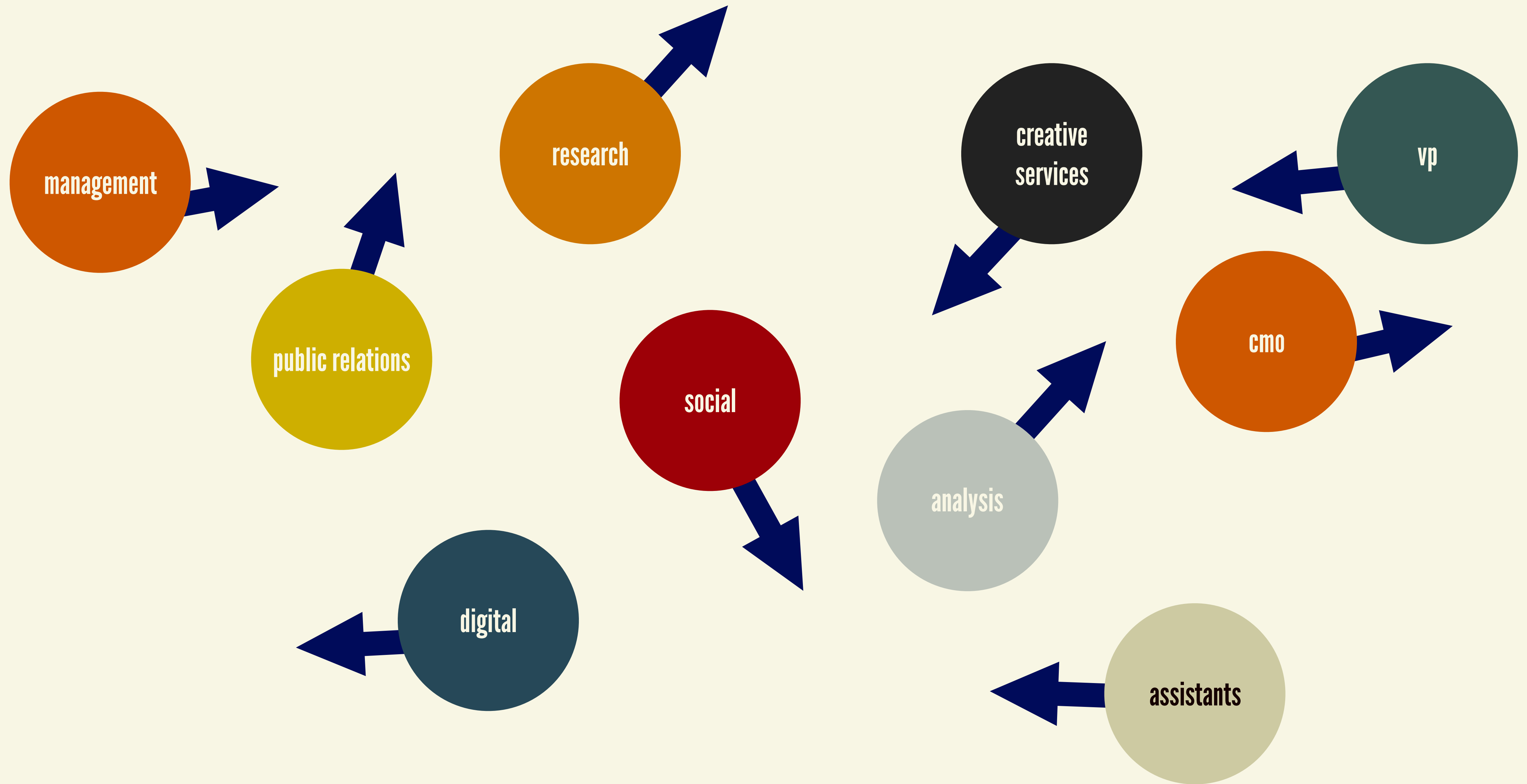
**—Chris Edmonds**

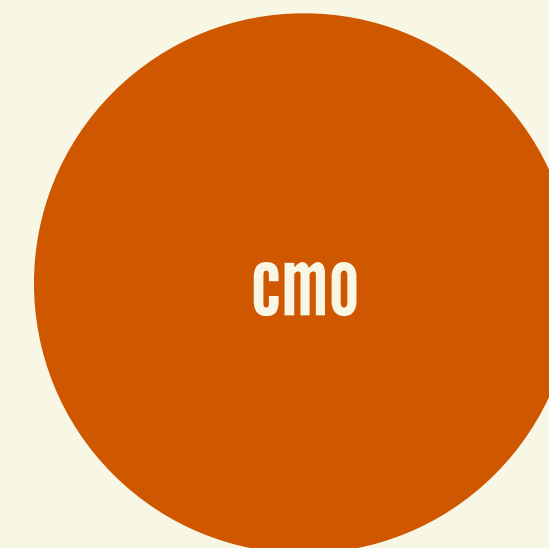
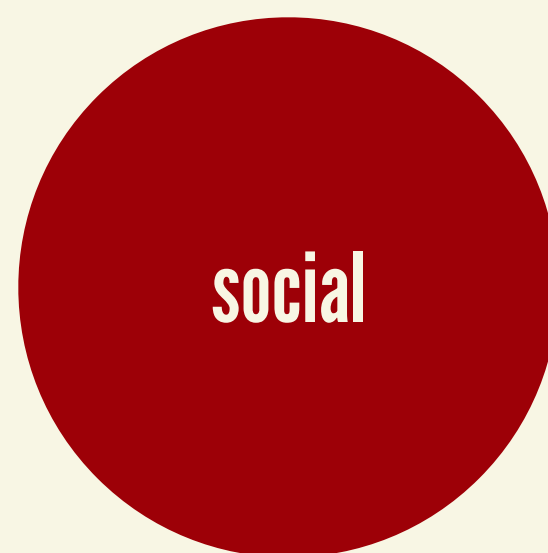
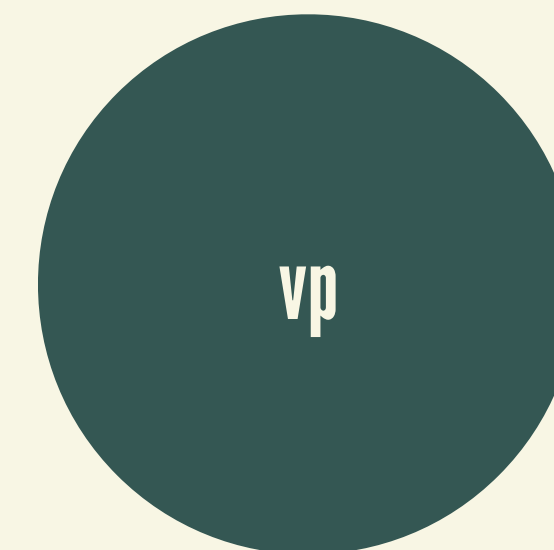




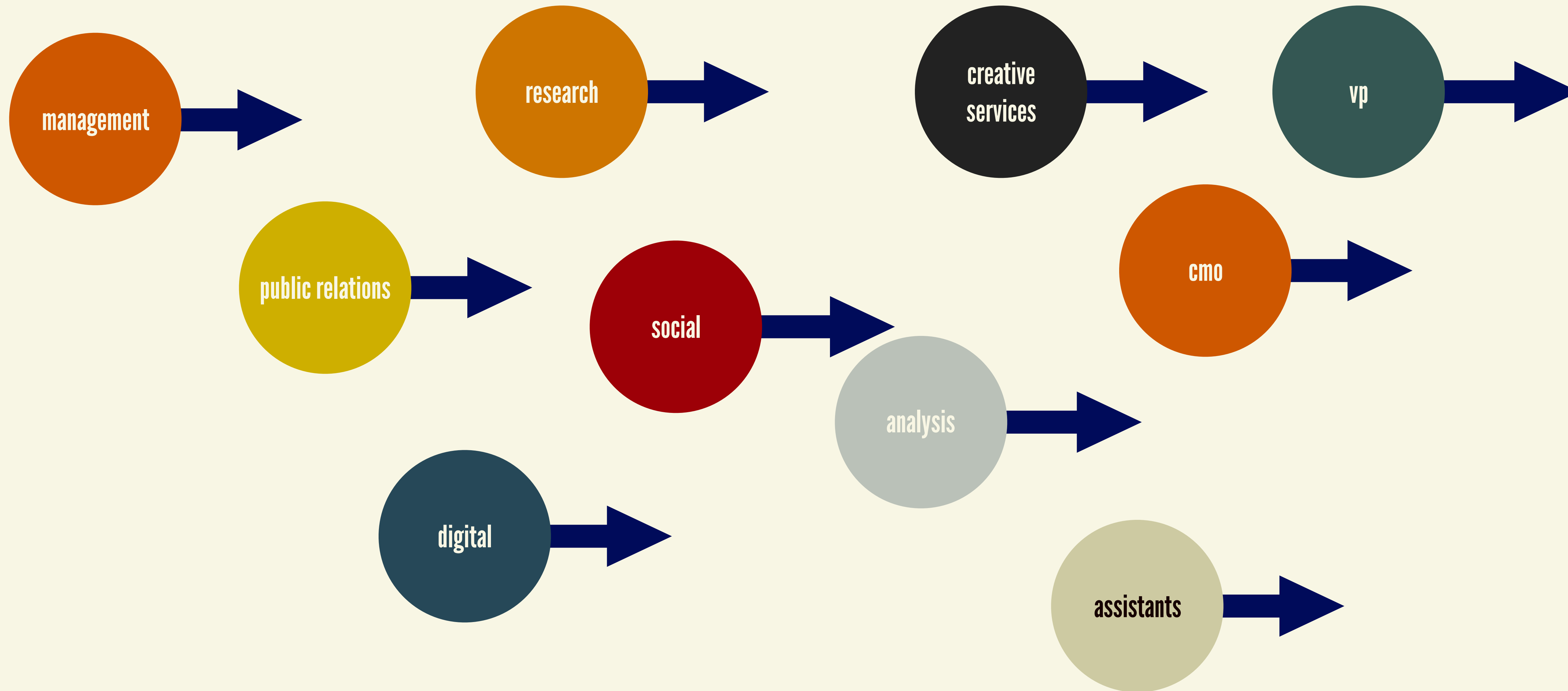












principles & guidelines

# BRAND GUIDELINES





# Brand assets

## Brand assets ▼

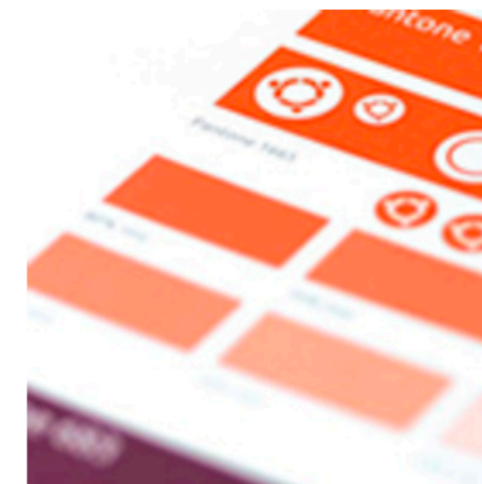
[Ubuntu logo](#)[Ubuntu partner logos](#)[Canonical logo](#)[Colour palette](#)[Ubuntu font family](#)[Pictograms](#)[Dot patterns](#)[Photography](#)[Photography: products](#)[Screenshots](#)[Illustration](#)

This section contains all the details of how to use the features that make our brand distinctive.



## Our logos

The logo is the most recognisable feature of any brand identity. Our logos represent our core values.

[The Ubuntu logo ›](#)[The Canonical logo ›](#)

## A vibrant palette ›

Colour makes a brand instantly recognisable. We like to think our colour palette is simple, effective and striking.



## A distinctive font ›

The Ubuntu typeface has been specially created to complement the Ubuntu



## Our pictograms ›

Our pictograms mirror the circular aspect of both the Circle of Friends and the

# Logo elements



## Wordmark

Logotype created using our unique, custom designed font. With each letter carefully spaced for the correct feel and maximum legibility.

## Circle of Friends

A crafted graphic symbol that represents; freedom, collaboration, precision and reliability.

## Roundel

Circular holding device for the Circle of Friends for added precision and clarity.

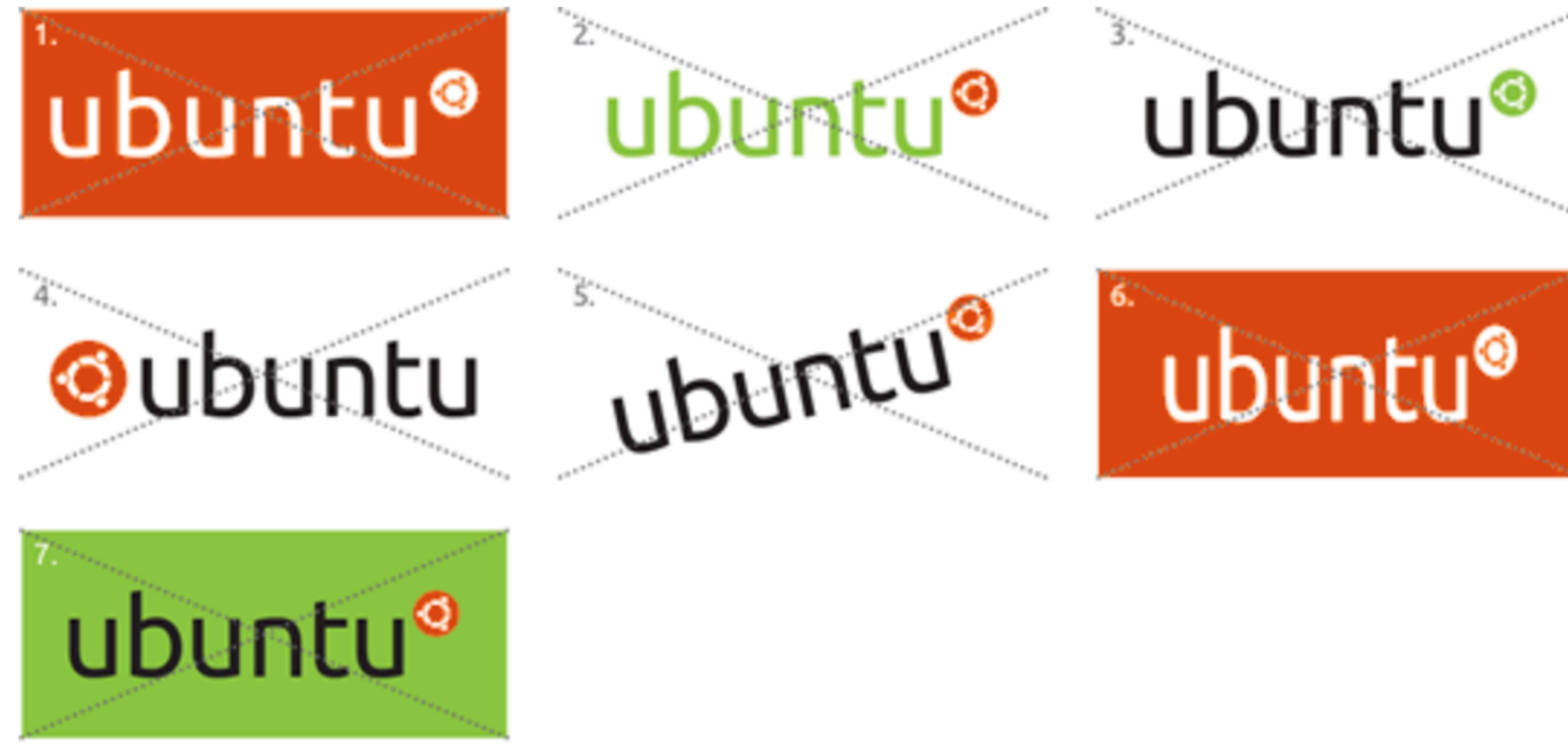
## Registered Trademark ®

The Ubuntu word and associated logos are Registered Trademarks. When using the Ubuntu logo, please include the ® and use the size and color of the logo as shown or make this as possible as detrimental to



# Incorrect use

Ensuring the correct application of the logo is paramount to the Ubuntu brand identity. By following the guidelines on how to use them you will help to build a powerful and united identity for the Ubuntu brand. This section shows examples of incorrect use.



## You must not...

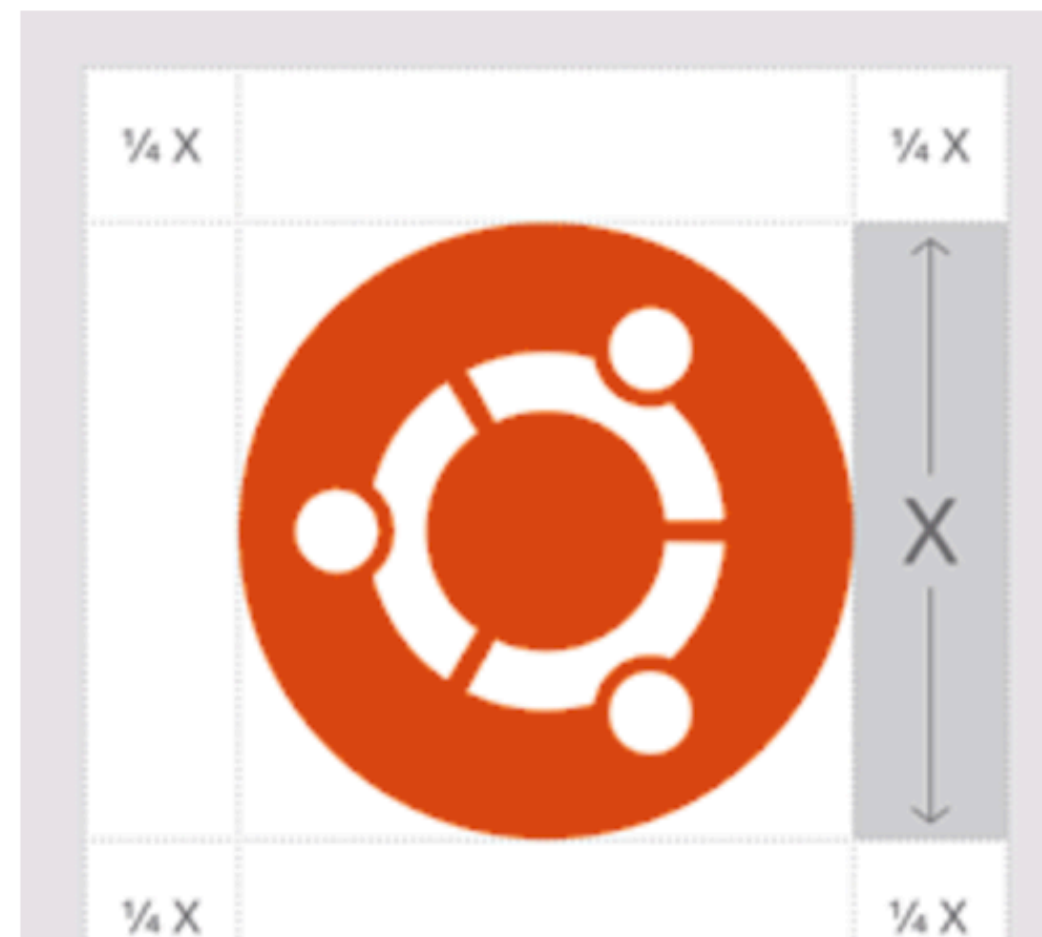
1. Change the spacing between the individual elements or characters
2. Change the colour of the wordmark
3. Change the colour of the Circle of Friends
4. Change the arrangement of the elements
5. Place the logo at an angle other than horizontal or vertical
6. Change the proportion of the logo

# Defining the exclusion zone

The Ubuntu logo must always have a clear area surrounding it, free from any other element. To define this area, measure the height of the roundel and use half this measure to create the boundary of clear space around the logo.



The Circle of Friends, when used on its own, must always have a clear area surrounding it, free from any other element. To define this area, measure the height of the roundel and use a quarter of this measure to create the boundary of clear space.





# Ubuntu core colours

The Ubuntu colour palette has been created to reflect the spirit of our brand. Orange for a community feel. White for a clean, fresh and light feel.

Black is used in some versions of the brandmark for flexibility of application and where print restrictions apply. It can also be used for body copy.



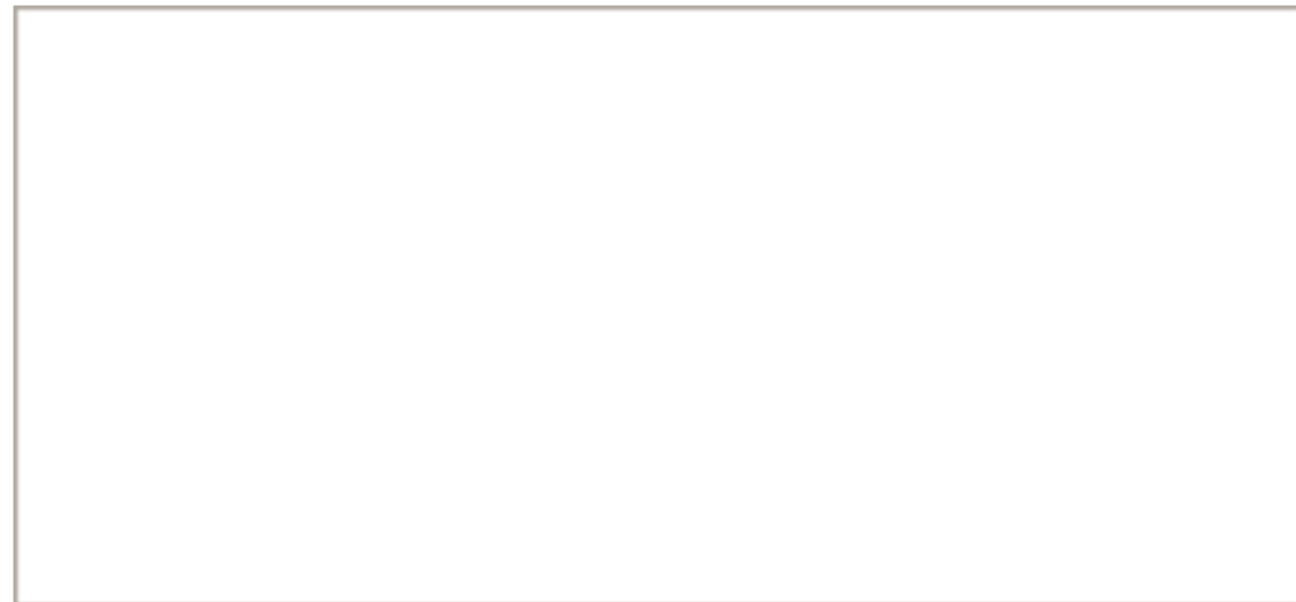
## Ubuntu orange

Screen

HEX #E95420

Print

C0 M79 Y100 K0 (Pantone 1665)



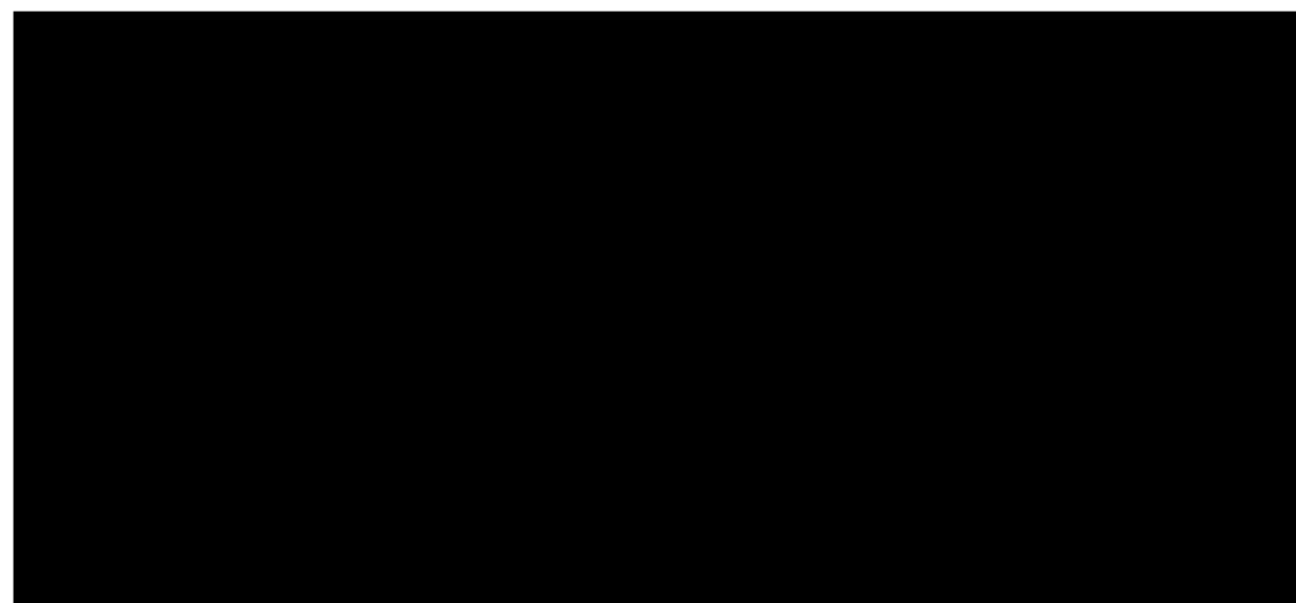
## White

Screen

HEX #FFFFFF

Print

C0 M0 Y0 K0



## Black

Screen

HEX #000000

Print

C0 M0 Y0 K100

# Neutral colours

## Warm grey

For balance. The addition of warm grey softens the combination of orange and aubergine and provides a bridge between the two.

Warm grey can be used for; backgrounds, graphics, pictograms, dot patterns, charts and diagrams. It can also be used for large size text.

## Cool grey

For typography, particularly body copy. Black can be quite harsh in combination with aubergine, but grey delivers more balance while still being legible.

Cool grey can also be used within charts and diagrams.



### Warm grey

**Screen**

HEX #AEA79F

**Print**

C0 M5 Y10 K29

Pantone Warm Grey 5



### Cool grey

**Screen**

HEX #333333

**Print**

C14 M12 Y12 K78



# Tints

Ubuntu Orange	
100%	#E95420
90%	#EB6536
80%	#ED764D
70%	#F08763
60%	#F29879
50%	#F4AA90
45%	#F5B29B
40%	#F6BBA6
35%	#F7C3B1
30%	#F8CCBC
25%	#FAD4C7
20%	#FBDDD2

Canonical Aubergine	
100%	#772953
90%	#843E64
80%	#925375
70%	#9F6986
60%	#AD7E97
50%	#BB94A9
45%	#C19EB1
40%	#C8A9BA
35%	#CFB4C2
30%	#D6BECB
25%	#DDC9D4
20%	#E3D4DC

# Ubuntu font family

## Brand assets

[Ubuntu logo](#)[Ubuntu partner logos](#)[Canonical logo](#)[Colour palette](#)[Ubuntu font family ›](#)[Pictograms](#)[Dot patterns](#)[Photography](#)[Photography: products](#)[Screenshots](#)[Illustration](#)

This is the Ubuntu Font Family.  
It is a unique, custom designed  
font that has a very distinctive  
look and feel.

The way that typography is used says as much about our brand as the words themselves.

The Ubuntu typeface has been specially created to complement the Ubuntu tone of voice. It has a



# Pictograms

## Brand assets

[Ubuntu logo](#)[Ubuntu partner logos](#)[Canonical logo](#)[Colour palette](#)[Ubuntu font family](#)[Pictograms >](#)[Dot patterns](#)[Photography](#)[Photography: products](#)[Screenshots](#)

Above are a few examples of our pictograms. They mirror the circular aspect of both the Circle of Friends and the Canonical logo. We use them in both print and on the web. They are used to represent a word or an idea.

# Dot patterns

## Brand assets ▼

[Ubuntu logo](#)[Ubuntu partner logos](#)[Canonical logo](#)[Colour palette](#)[Ubuntu font family](#)[Pictograms](#)[Dot patterns ›](#)[Photography](#)[Photography: products](#)[Screenshots](#)[Illustration](#)

We have introduced two different dot patterns to give texture to your work.



# VOICE AND TONE GUIDELINES

# Voice & Tone

## CONTENT TYPES

Success Message

App Copy

Company Newsletter

Blog

App Copy 2

Public Site

Video Tutorial

Guide

Twitter, Facebook

Knowledge Base

Guide 2

Blog 2

Create Account Form

Before you write for MailChimp, it's important to think about our readers. Though our voice doesn't change much, our tone adapts to our users' feelings. This guide will show you how that works.

[Get Started](#)

---

© 2015 The Rocket Science Group



CONTENT TYPES

Success Message

App Copy

Company Newsletter

Blog

App Copy 2

Public Site

Video Tutorial

Guide

Twitter, Facebook

Knowledge Base

Guide 2

Blog 2

Create Account Form

Public Site 2

Press Release

Public Site 3

Legal Content

SUCCESS MESSAGE



USER

Finished this week’s campaign! Now I can enjoy the weekend.

USER'S FEELINGS

Relief

Pride

Joy

Anticipation

TIPS

- ✓ Pat these users on the back for getting a campaign out the door.
- ✓ They’re probably feeling happy and relieved—use casual language that encourages those feelings.
- ✓ Feel free to be funny.

MAILCHIMP

Fine piece of work! You deserve a raise.

CONTENT TYPES

Success Message

App Copy

Company Newsletter

Blog

App Copy 2

Public Site

Video Tutorial

Guide

Twitter, Facebook

Knowledge Base

Guide 2

Blog 2

Create Account Form

Public Site 2

Press Release

Public Site 3

Legal Content

COMPLIANCE ALERT



USER

Oh no! I hope I don't get fired.

USER'S FEELINGS

Confusion

Stress

Anger

Helplessness

Fear

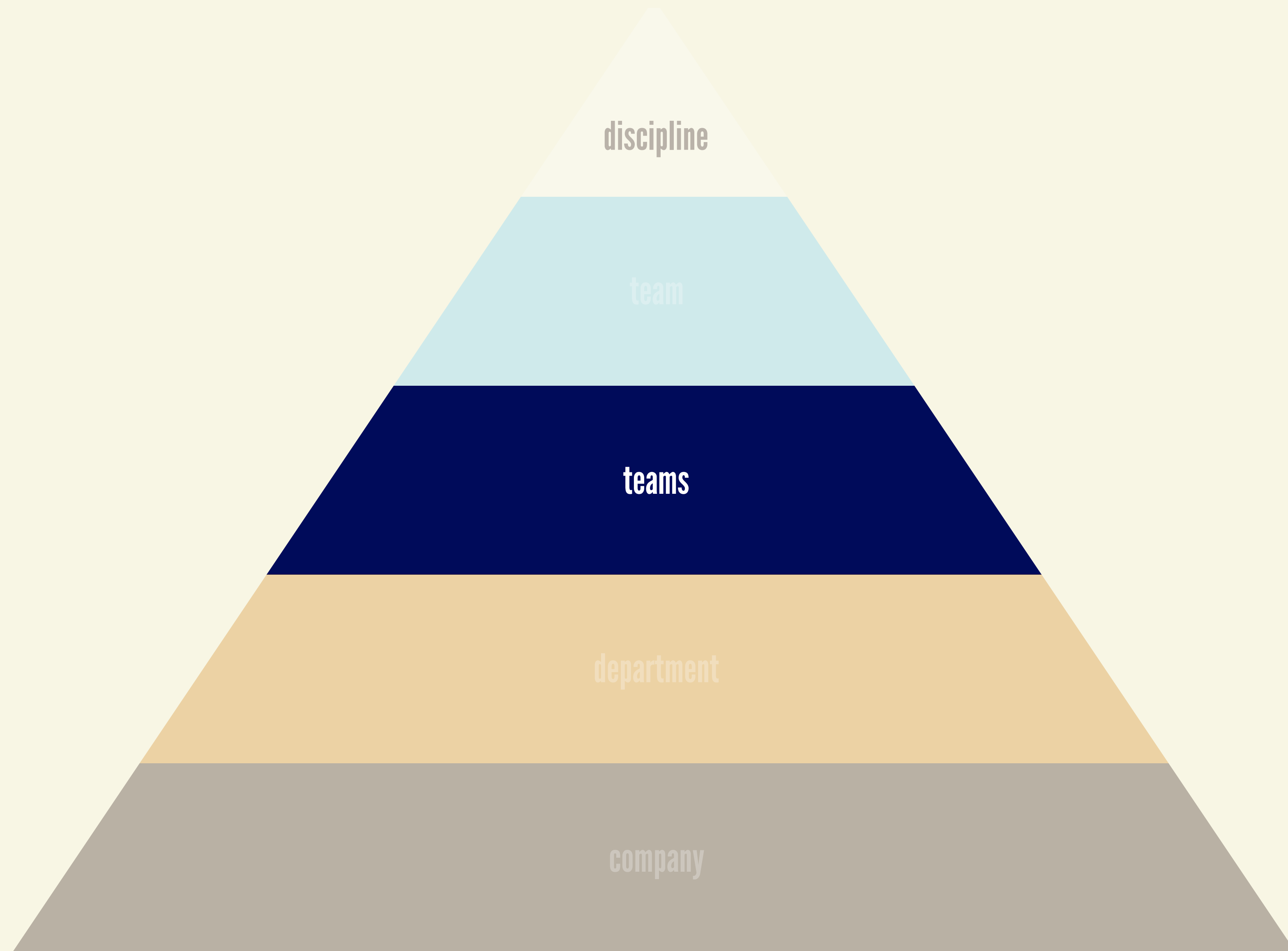
TIPS

- ✓ Be straightforward. People who are upset want to know what's going on right away.
- ✓ Be calm. Don't use exclamation points or alarming words like "alert" or "immediately."
- ✓ Be serious. Don't joke around with frustrated people.

MAILCHIMP

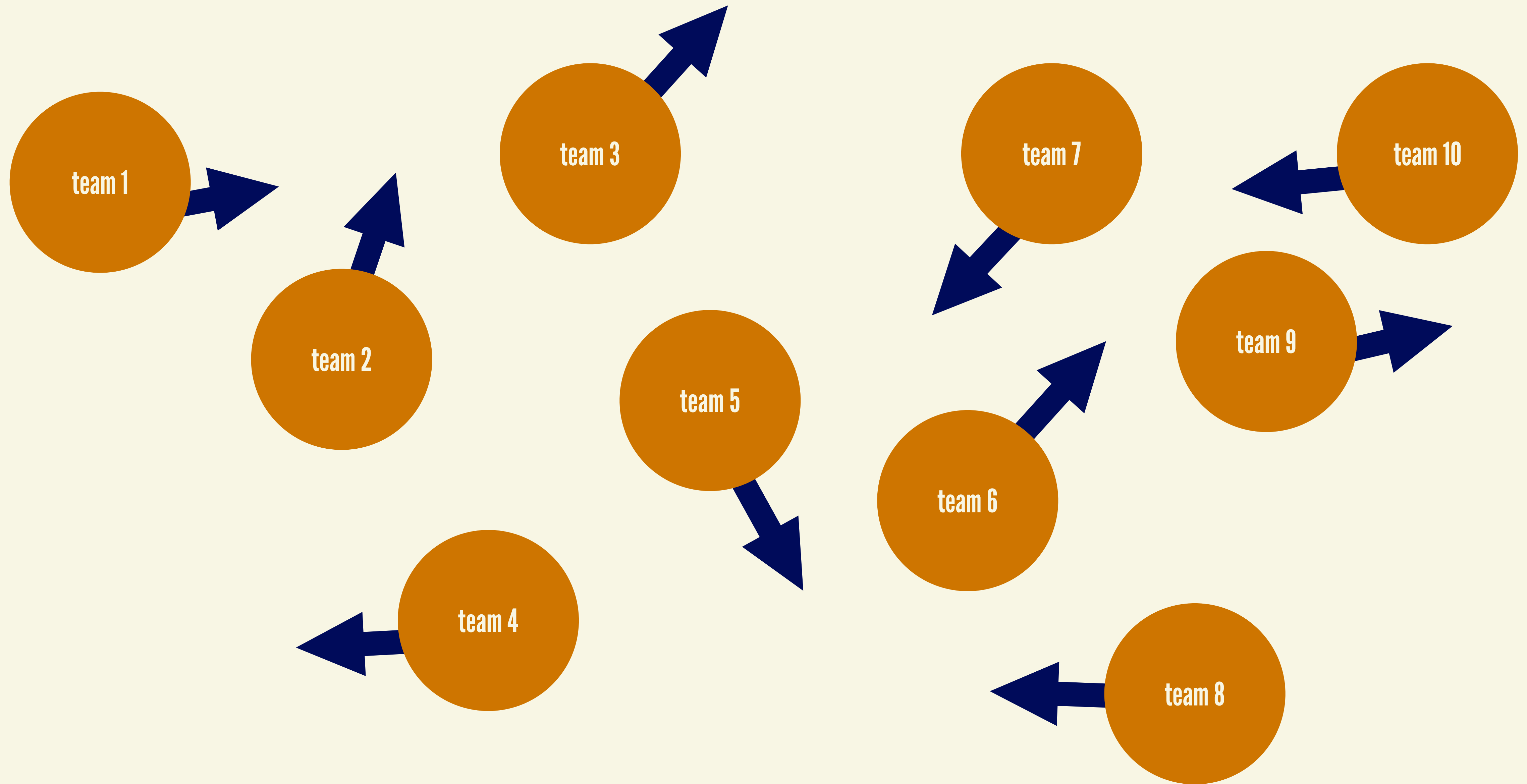
We had to suspend your account with the username OHNO100, due to an unusually high unsubscribe rate on a campaign.









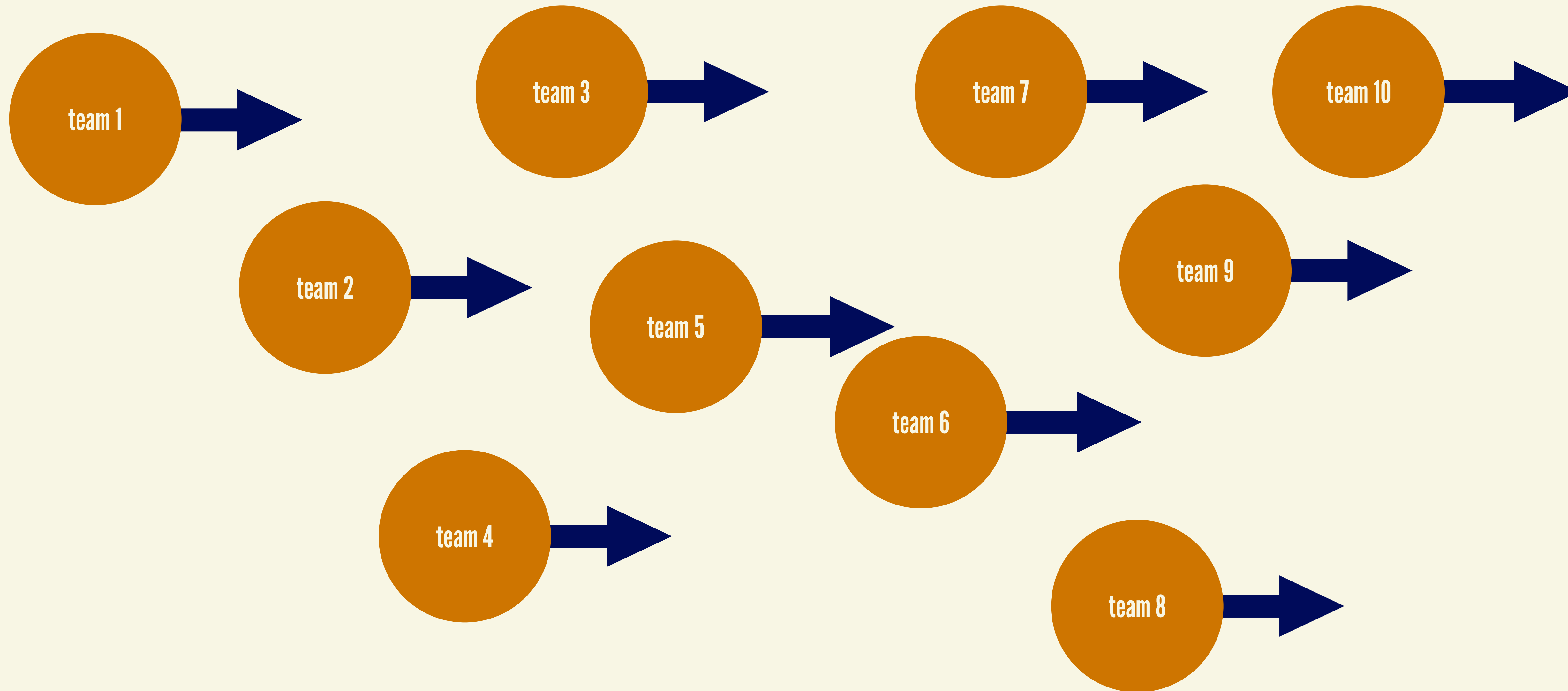




**SPECIAL SNOWFLAKE SYNDROME**







principles & guidelines

# DESIGN SYSTEMS



**A DESIGN SYSTEM IS THE STORY  
OF HOW YOUR ORGANIZATION  
DESIGNS AND BUILDS PRODUCTS**



# Lightning Design System

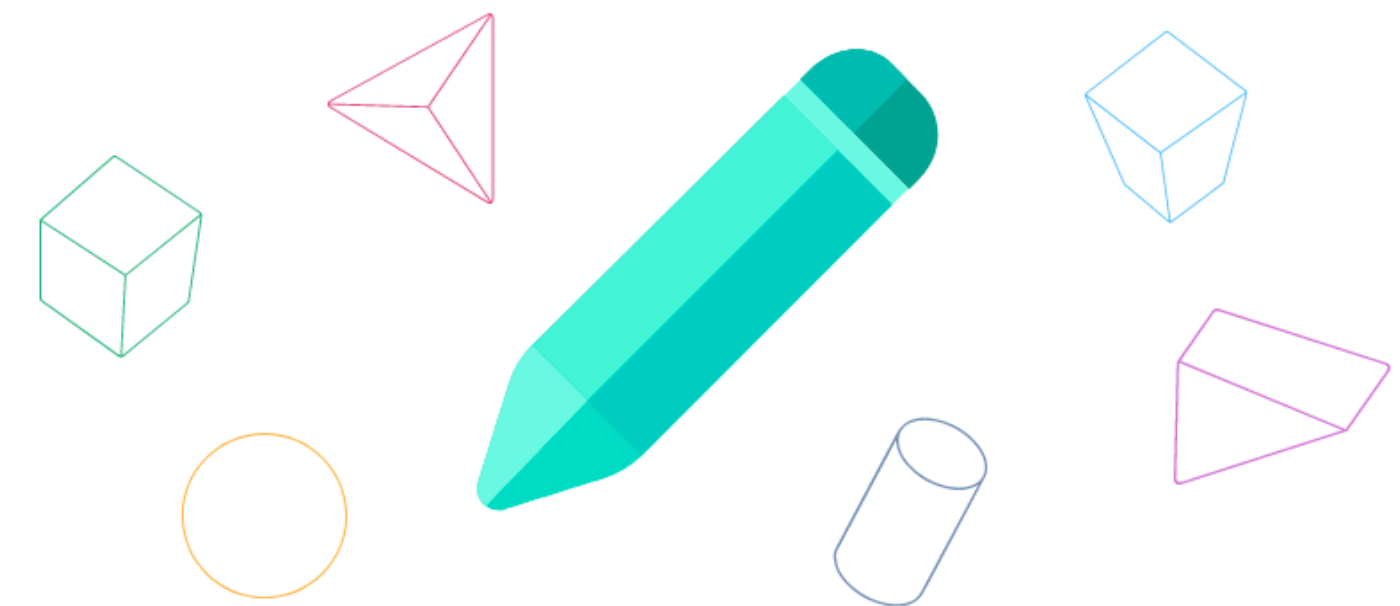
Create the world's best enterprise app experiences.

[Get Started](#)

Current release: [Spring '17 \(SLDS 2.2.2\)](#) | [Archives](#)

## Style with Ease

With the Lightning Design System you can build custom applications with a look and feel that is consistent with Salesforce core features – without reverse engineering our styles! Simply download our platform-agnostic CSS framework and get started today.





Make beautiful products, faster.  
Material is a design system – backed  
by open-source code – that helps  
teams build digital experiences

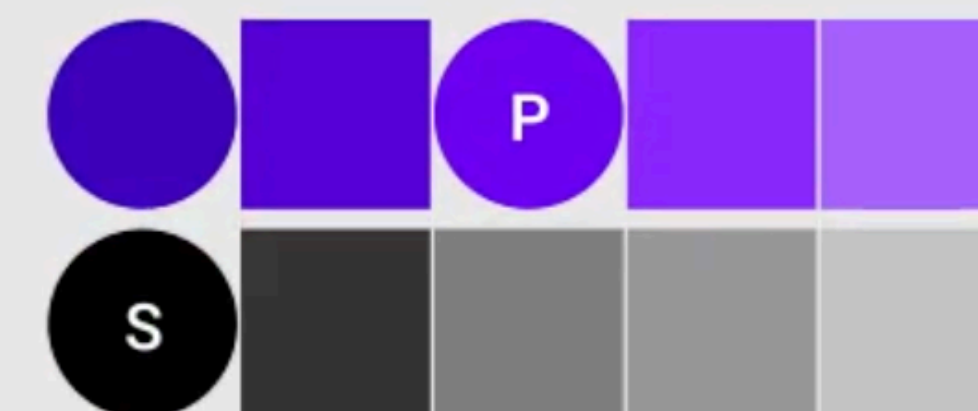
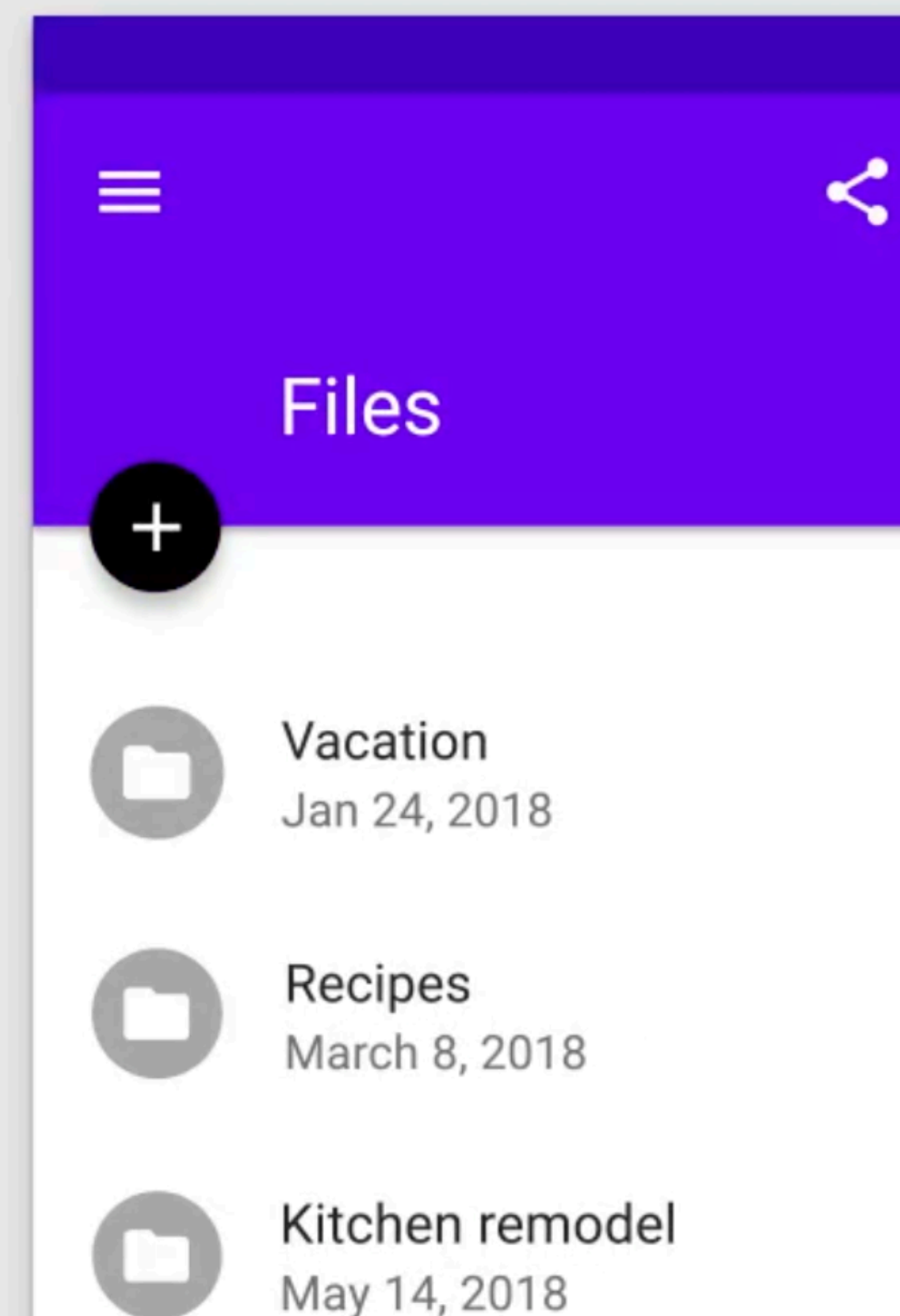
### Design flexibly

Get started with detailed design guidance and  
create custom Material themes to make your  
product unique.

LEARN MORE

### Develop across platforms

### Collaborate seamlessly



Headline

Regular 24

Title

Regular 16

Subtitle

Regular 14



Getting Started ▾

Guidelines ▴

Accessibility

Content

Bluemix Brand

Principles

Style ▾

Components ▾

Resources

Component Status

Design Kit →

GitHub Repo →

See something missing?  
[Let us know!](#)

Copyright © 2017 IBM

C



R

B



N

D



S



G

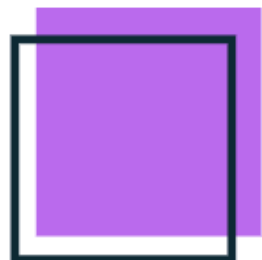
N

S

Y

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T



M

Getting started

Guidelines ▶

Styles ▶

Layouts ▶

Components ▶

Utilities ▶

Page templates ▶

App gallery

# Build exceptional web apps faster than ever

**Unity** provides a cohesive set of ready-to-use UI components and page templates for our web applications.

[Get Started](#)

[Watch the video](#)

## Fuel for developers

### Grab and Go

Cut-and-paste code for UI components and page templates.

### Simple

Lean code, concise documentation, and a fast learning curve.

### Comprehensive

Huge selection of components tuned to our needs and data.

### Works Everywhere

Unity’s plain HTML, CSS, and JavaScript play nice with your favorite front-end or back-end

Overview

Code conventions

Accessibility

Data display

Data entry

Data validation

Input modes

Layout and grids

Navigation

Text

Writing

# Themes and principles

Three primary themes distinguish Unity:

- **Integrity.** Unity embraces a tightly knit and relentlessly consistent visual logic. It is predictable and no-nonsense, with a discipline that suggests stability and confidence. Integrity also underlies Unity’s dedication to “doing the right thing” by following best practices for accessibility, security, and responsible performance.
- **Practicality.** Unity values efficient interactions that reduce user effort. Its interface controls are visually restrained, so that content and data are always the focus. It relies on familiar, readily understood design patterns wherever possible. It departs from established practices when it can improve upon them, but never just to be different.
- **Clarity.** Text is legible, and data presentation is precise and insightful. Contrast, size, and spacing are used in sometimes exaggerated ways to create obvious hierarchy. Ornamentation is limited and intentional, always serving to underscore meaning, not just simple decoration.

These themes shape Unity’s design principles. To best fit our app environment and priorities, keep the following principles in mind as you craft your app’s interface:

## Just enough interface

Make content the focus. Interface controls, decoration, and visual style should never fight for attention with the message or data. Every element of the interface should earn its place, doing a purposeful and necessary job for the user. When in doubt, remove.



# Data display

## Presenting quick, actionable data

The main job of many Unity apps is to present appropriate amounts of data in an easily comprehensible format. The Unity [Table component](#) is a perfect candidate for the majority of these applications for the various display options the component provides.

## Table best practices

The table component works best to clearly present tabular data (as opposed to being a structure for page or element layout). According to [About.com’s web design section](#):

*If what you’re going to place on the page is information that would make sense to record or track in a spreadsheet, it is almost certainly tabular data. If you’re going to have header fields at the top of columns of data or to the left of rows of data, then it is tabular and a table should be used.*

For best practices on markup and `class` names, see the Usage and Accessibility sections of the Table component.

## Adjusting density

- Overview
- Code conventions
- Accessibility
- Data display
- Data entry**
- Data validation
- Input modes
- Layout and grids
- Navigation
- Text
- Writing
- Browser support

# Data entry

## Respect your users by keeping forms manageable

Many of our apps are transactional in nature. For better or worse, web forms are the primary way to pass data back and forth. Unity components employ a handful of smart principles to make data entry as quick and painless as possible for the end user.

When creating a form for a user to interact with, remember these 2 steps:

- 1. Forms should be as short as possible, but no shorter.
- 2. Illuminate a path to completion.

## Form design

By default, Unity [form components](#) utilize top-aligned labels, as they [tend to reduce completion time](#) by creating a vertical line of sight to the end of the form.



- Overview
- Code conventions
- Accessibility
- Data display
- Data entry
- Data validation
- Input modes
- Layout and grids

Navigation

- Text
- Writing
- Browser support

# Navigation

## Getting around a Unity app or site

Navigation is arguably the most expected and important element in a website or application. It can be the difference between an annoying or delightful digital experience.

## Best practices

The common wisdom is to keep navigation as concise as possible. Although debated, many rely on [Miller’s Law](#) as a general guideline: the number of objects an average human can hold in working memory is  $7 \pm 2$ , so useful navigations range from 5 to 9 items.

This guidance applies any time you ask your users to make a choice. Where should they go next? Provide 5–9 options for jumping off points. What other sections are close to this one? Provide 5–9 options in a subnavigation menu. Wherever possible, try and reduce too much choice in order to avoid [analysis paralysis](#).

## Writing usable navigation

[Card sorting](#) is a useful way to determine those 5 to 9 items. If possible, talk to the people who will be using your site or app and ask them to categorize your content into clear topics with simple labels.



- Overview
- Color**
- Typography
- Imagery

# Color

## Unity’s approach to a fundamental building block of design

Unity comes stock with smart color defaults out of the box based on the corporate color guidelines so you can focus on building great apps instead of making granular design decisions that can eat up valuable time. With these colors, you’ll have everything you need to make a beautiful app or site with a harmonious color palette.



Here are the colors you’ll find in the standard Unity components:

White
#ffffff

Deep Blue
#111122

Medium Gray
#545459

# Code conventions

Guidelines for HTML, CSS, and JS with Unity

- [Code design principles](#)
- [CSS naming conventions](#)
- [JavaScript frameworks and Unity](#)

## Code design principles

Unity is designed according to these principles for HTML and CSS:

### HTML design principles

- **Use semantic markup.** That means using the `<button>` tag rather than `<div class="btn">` when a button is required, an `<h3>` tag when a third-level heading is required, and so on.
- **Strive for clarity.** Developers should be able to decipher what’s going on with the markup at a glance. That means avoiding cryptic abbreviations and nicknames, using proper indenting & spacing, and inserting clear comments.
- **Accessibility.** Markup should be accessible. Make use of ARIA `role` tags and follow helpful [accessibility guidelines](#).

# Form controls

Components for efficient data entry

**Label**

☒ Option 1

☐ Option 2

This is a note about the field

## Checkbox

A checkbox allows a user to make one or more selections from a set of options.

**Legend**

**Label**

Placeholder

This is a note about the field

**Label**

Placeholder

This is a note about the field

Dropdown ▼

☐ Option 1

☐ Option 2

☐ Option 3

## Checkbox dropdown

A multiselect dropdown menu

## File upload

Drag-and-drop (or click) to upload one or more files.

**Arrival Date**

January 2017

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

## Date picker

Input field that allows the user to type in a date or pick it from a calendar widget

**Pick a person**

Sa

Saarah McMillon

Sally Samsonite



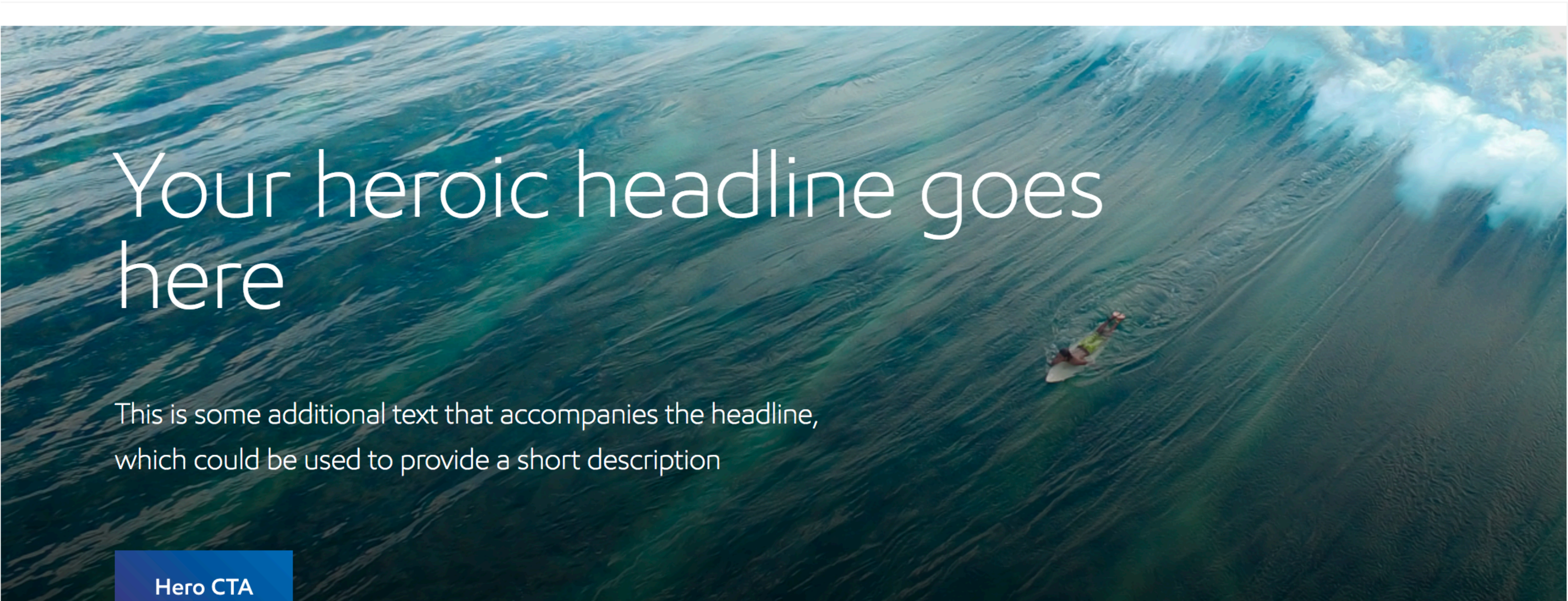
# Hero block

Large-format unit to promote content with a high-impact image

- Default hero block
- Bare hero block
- Tinted hero block

## Default hero block `em-c-hero`

The default hero block contains a fade gradient that sits on top of the hero image to provide adequate contrast with the overlaid text.





# A design system for the federal government

Design and build fast, accessible, mobile-friendly government websites backed by user research.



## Getting started

Learn how to get started using the U.S. Web Design System for your project, regardless of your technical



## UI components

Discover all the different components that the Design System provides as both design and



## What's new

Keep up to date with the current news and product development updates for the U.S. Web Design



## Page templates

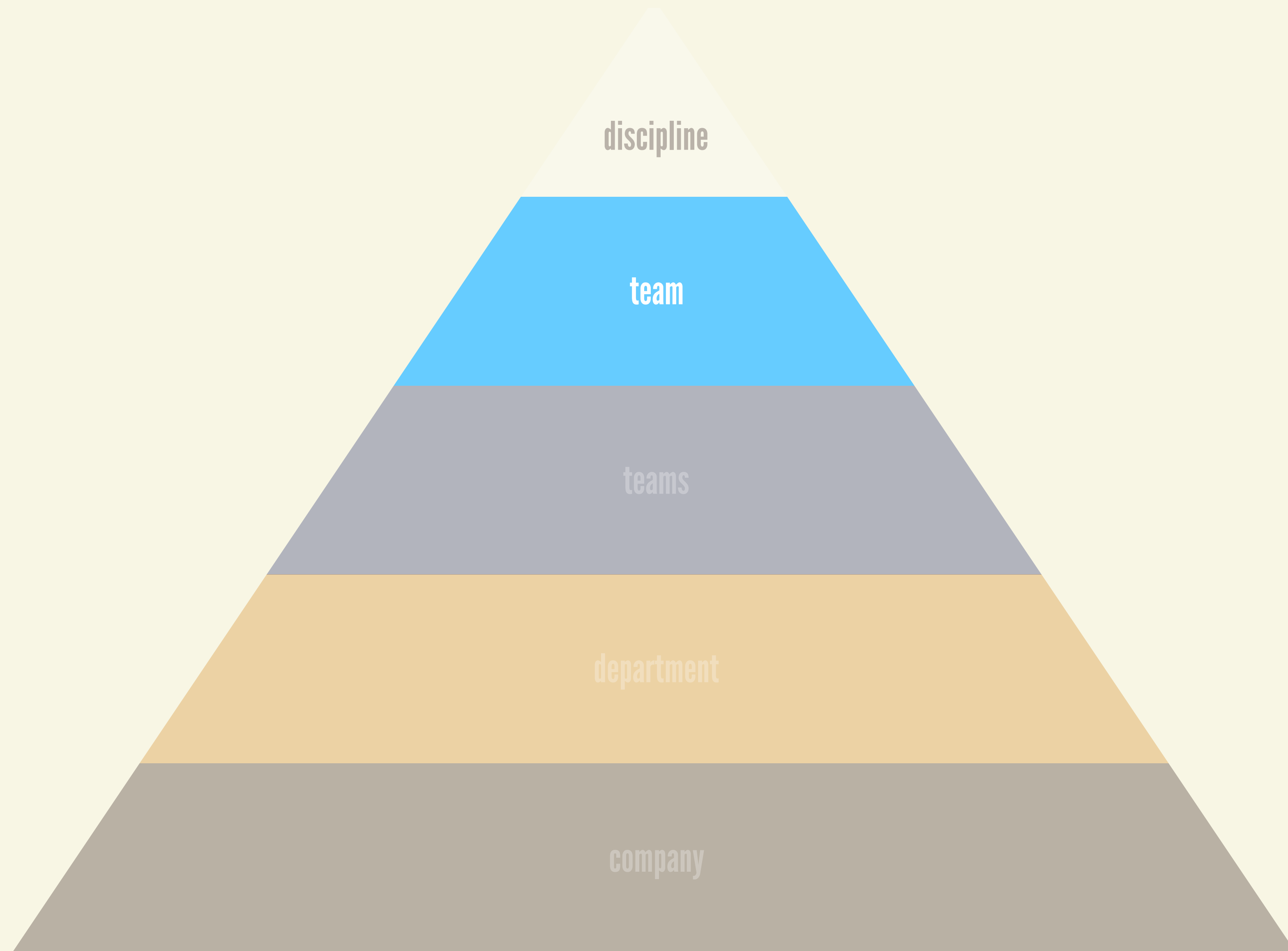
Explore the different page templates that have been created to jump start your product development

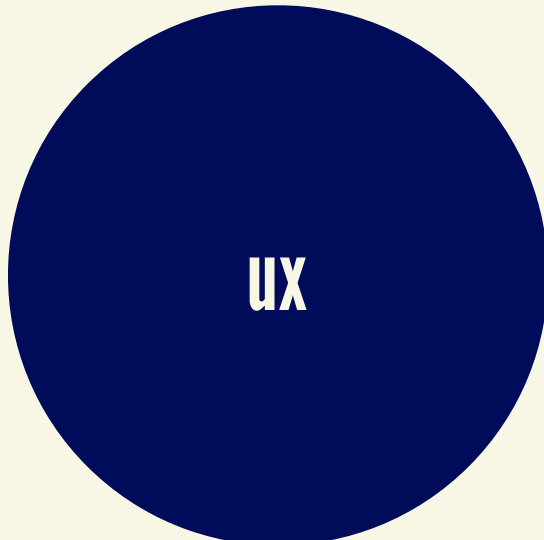
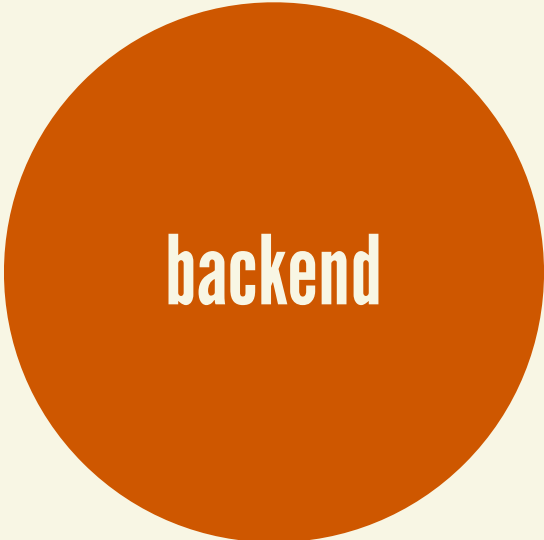
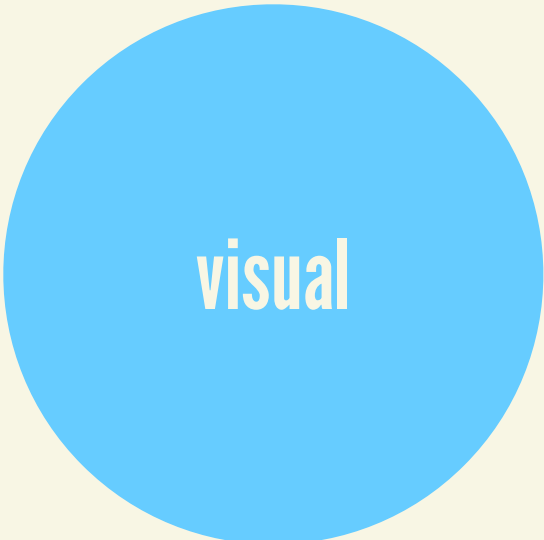
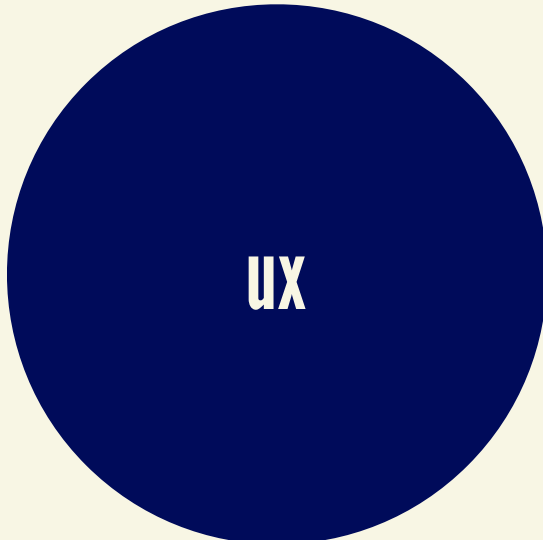


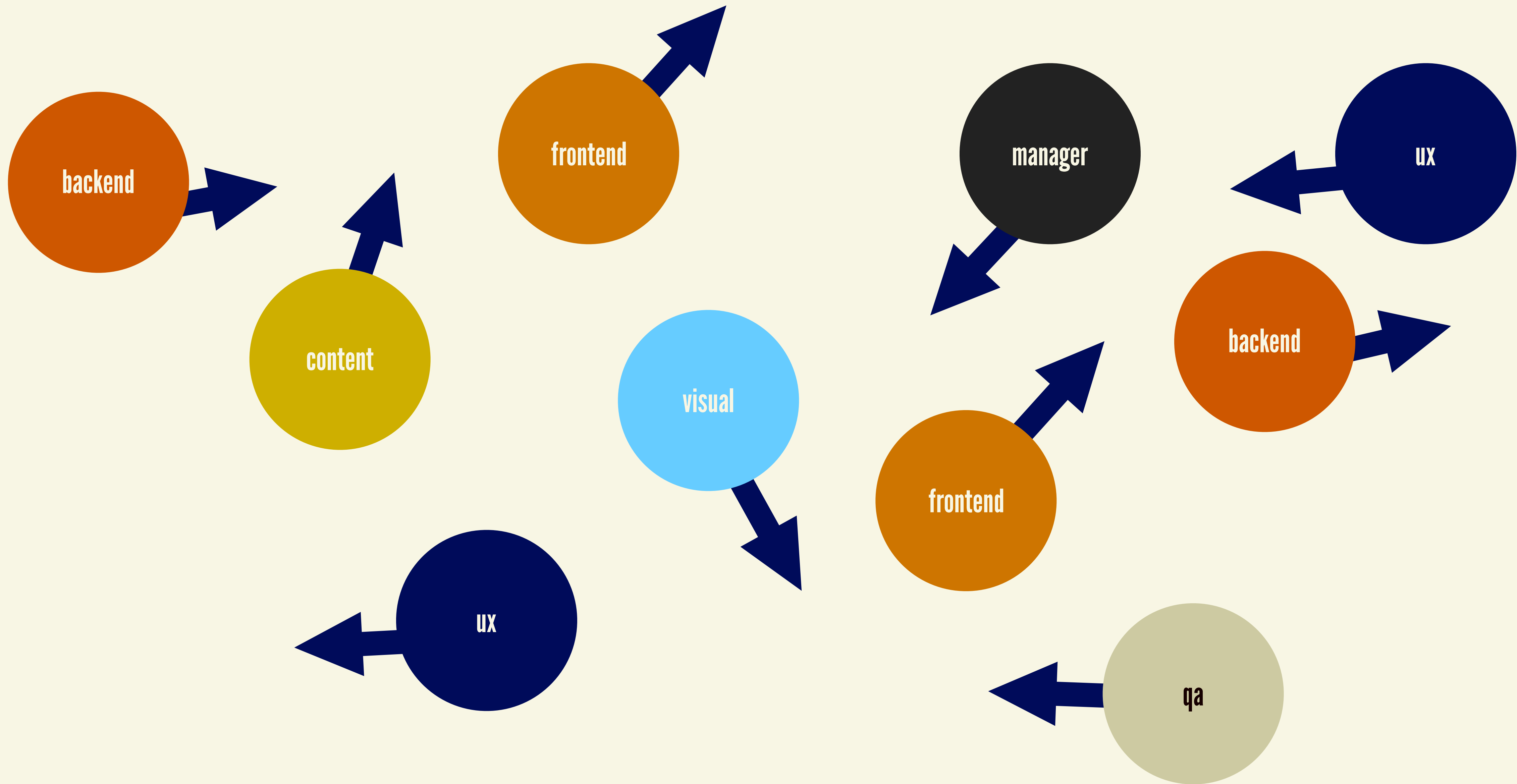
# DESIGN SYSTEMS

- **Purpose:** define how design and development gets done at the organization
- **Audience:** anyone creating digital user experiences for the organization
- **Can include:** design principles, ux guidelines, development guidelines, ui components, page templates, user flows, processes (contributing, etc), tools, code repositories, voice and tone, writing guidelines, resources, etc

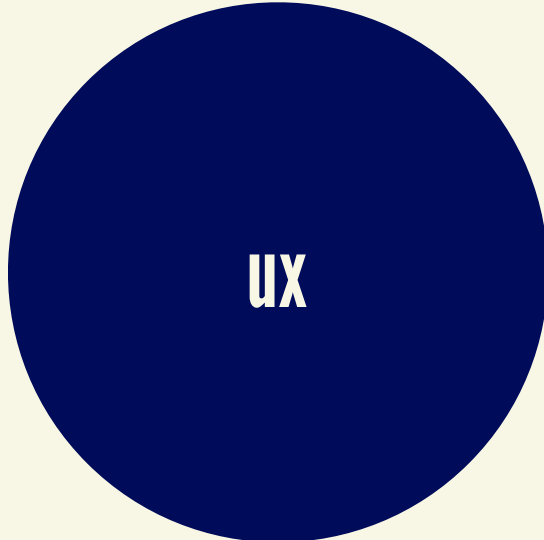
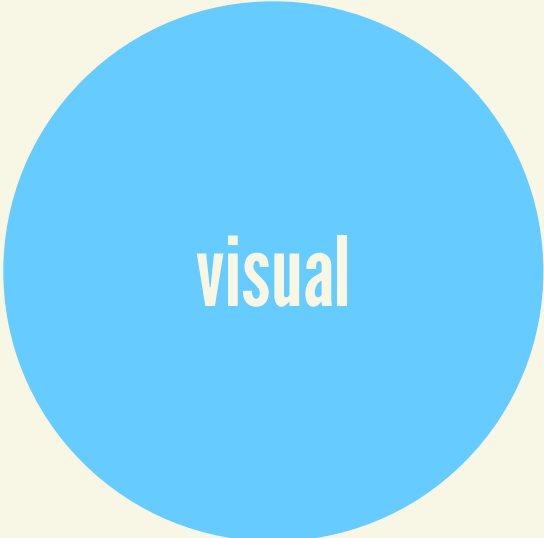
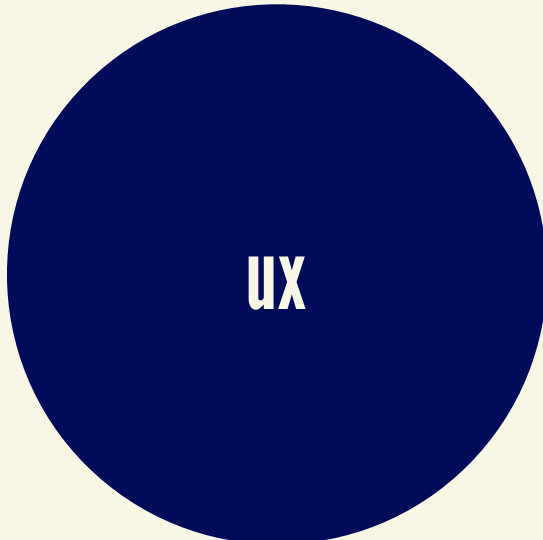


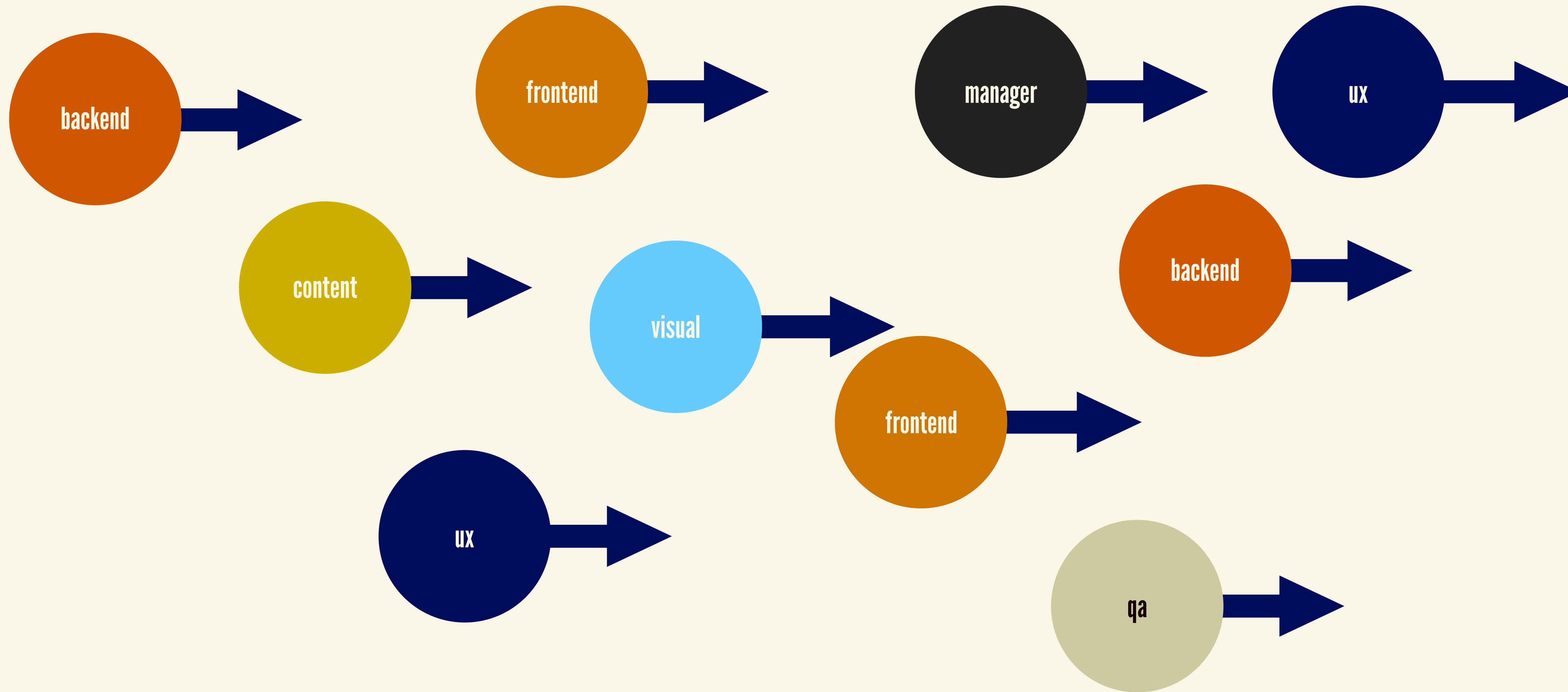




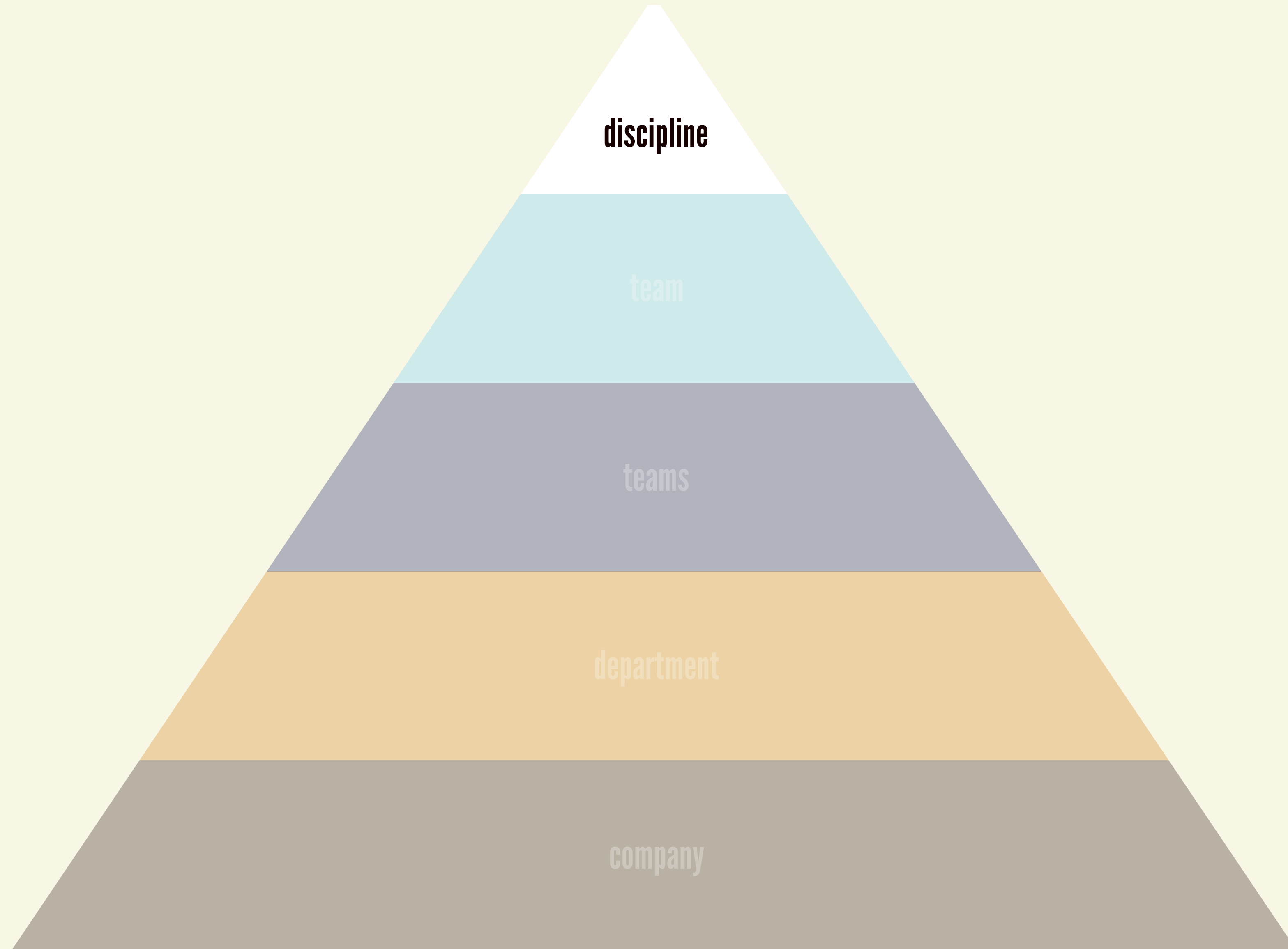






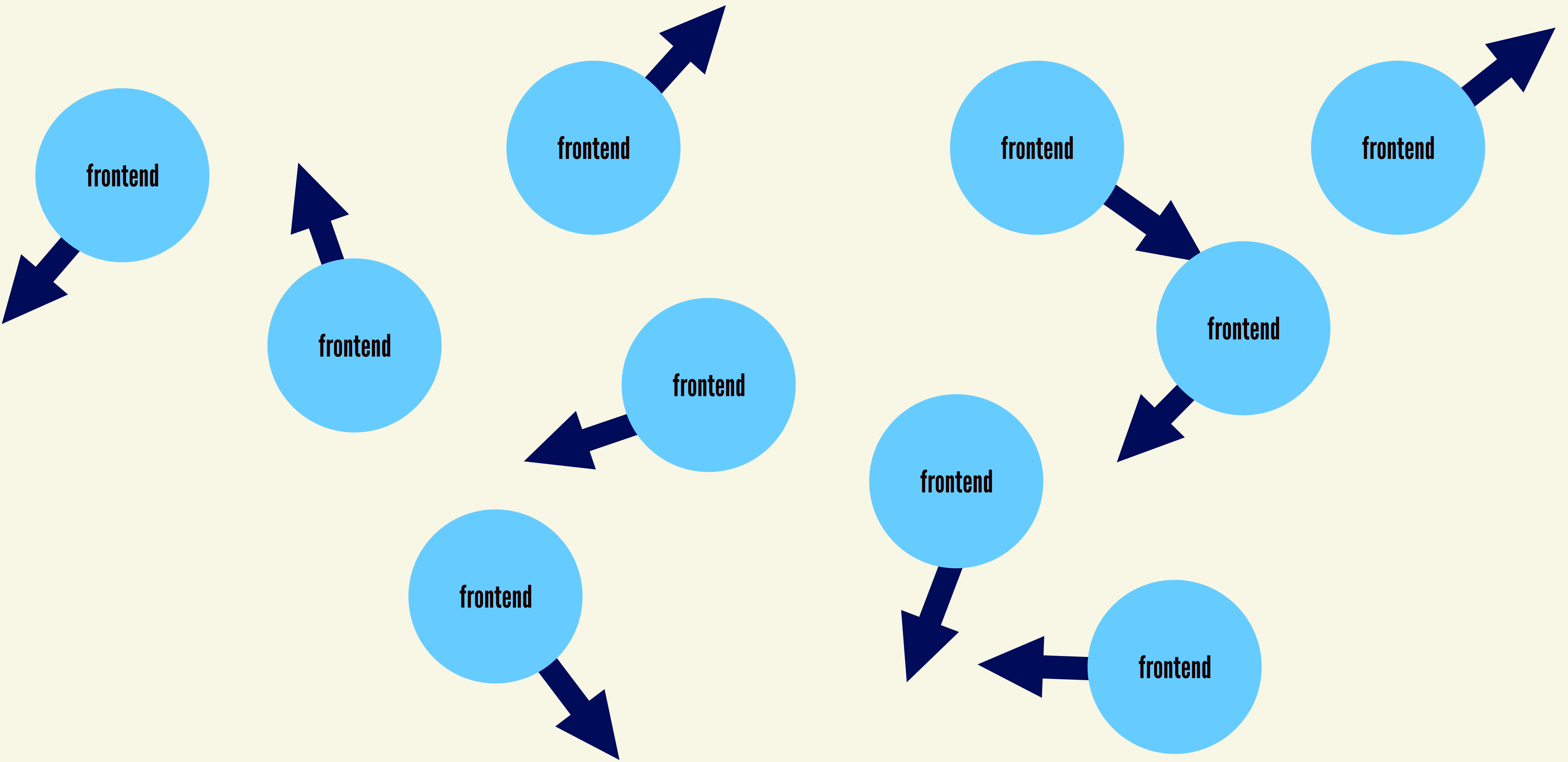


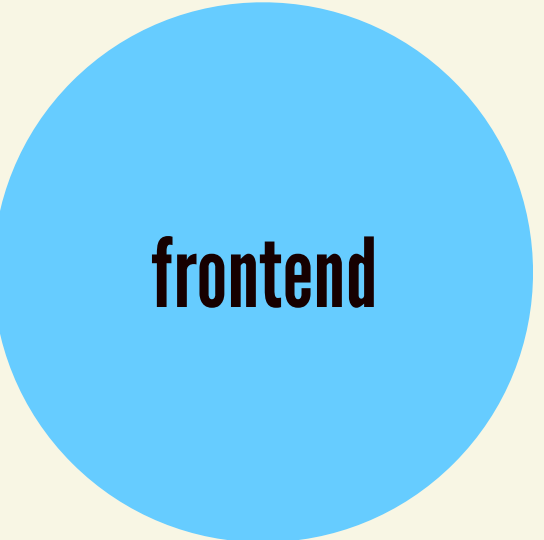
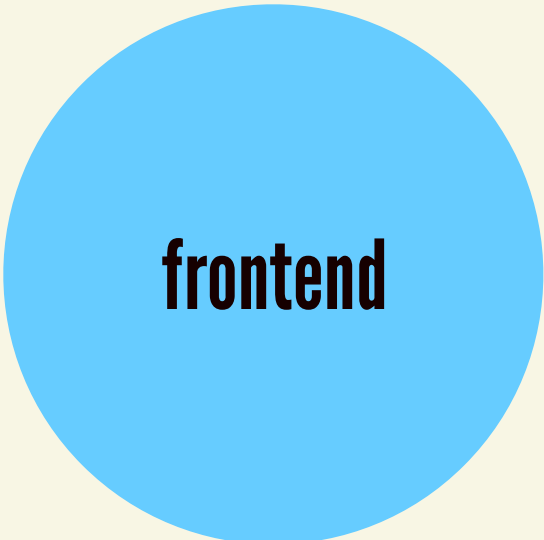
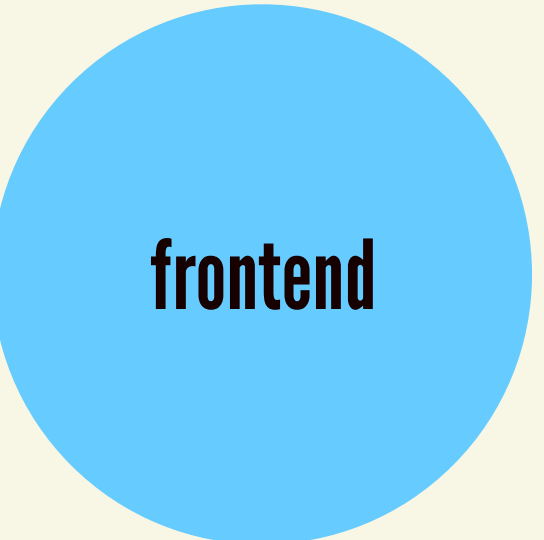
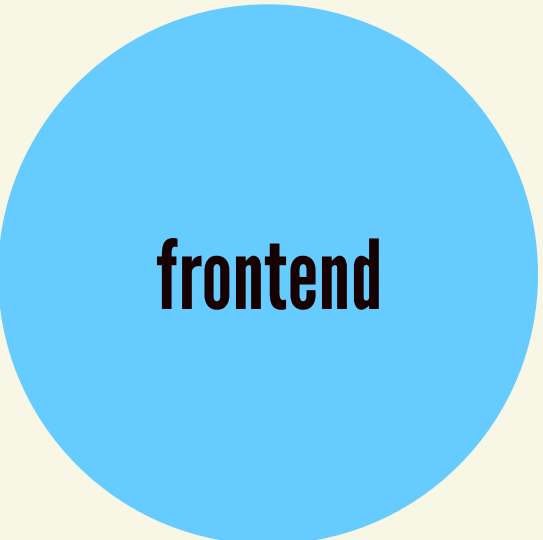
principles & guidelines



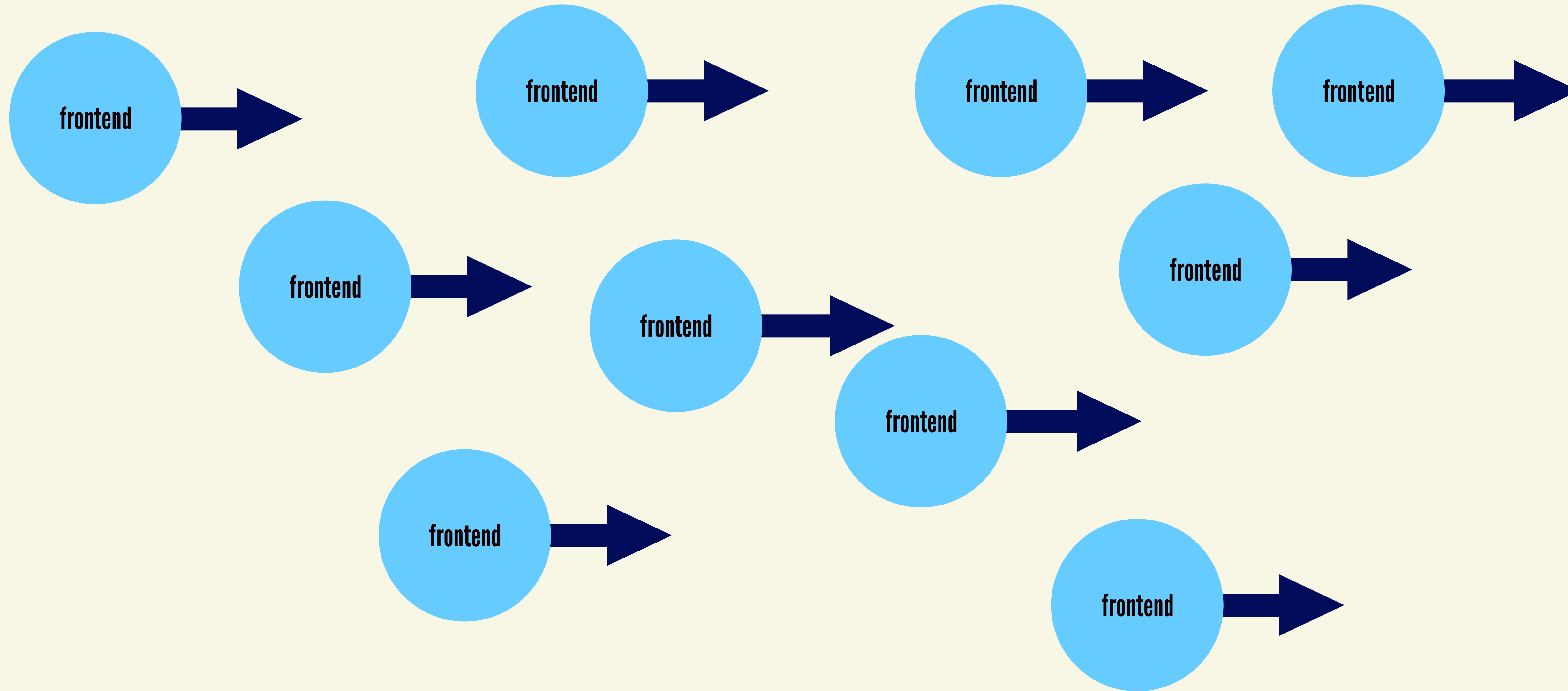










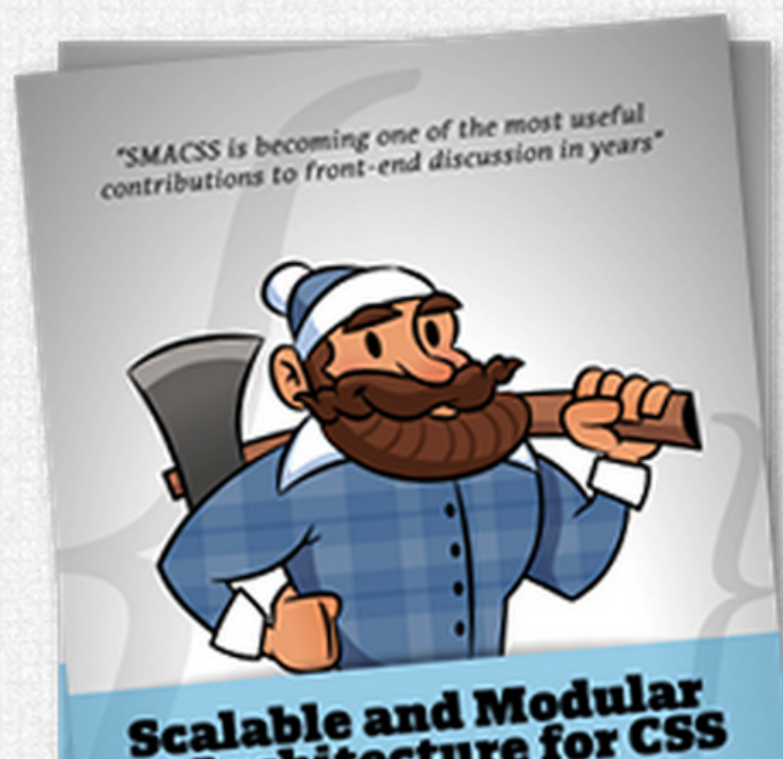


**principles & guidelines**

# CODE STYLE GUIDES



```
css { guide:
  lines; }
```



**"SMACSS is becoming one of the most useful contributions to front-end discussions in years" \***

I've been analyzing my process (and the process of those around me) and figuring out how best to structure code for projects on a larger scale. What I've found is a process that works equally well for sites small and large.

Learn how to structure your CSS to allow for flexibility and maintainability as your project and your team grows.

Forum



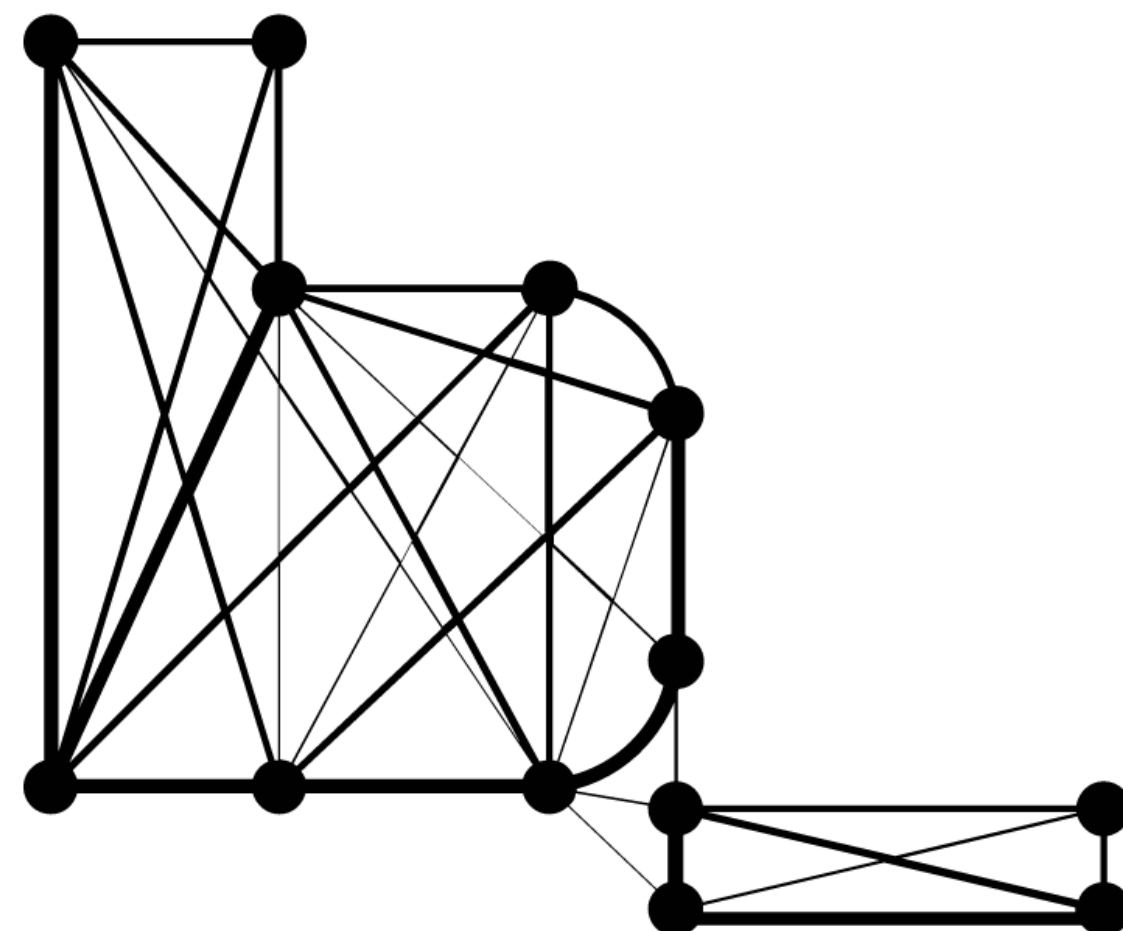
RU



Yandex

High-level advice and guidelines for writing sane, manageable, scalable CSS

# Object-Oriented CSS



BEM

Hosted

Play with these in Firebug to learn the basics.

Template  
Grids  
Module

Welcome, Velocity Conference participants

All the resources you need to get started are linked from the left navigation. Exercises one and two can be completed in Firebug if you are comfortable with the finished file at the beginning of Exercise 3.



# CSS SYNTAX GUIDELINES

```
.thisishowwedoit {  
  
}
```

# CSS SYNTAX GUIDELINES

```
.this-is-how-we-do-it {  
  
}
```

# CSS SYNTAX GUIDELINES

```
.thisIsHowWeDoIt {  
  
}
```



# CSS SYNTAX GUIDELINES

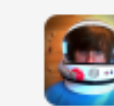
```
.this__is__how__we__do--it {  
  
}
```

# CSS SYNTAX GUIDELINES

```

selector {
  property: value;
}

```



# Styleguide

[Overview](#)[Primer \(HTML & CSS\)](#)[JavaScript](#)[Ruby](#)[Mobile](#)

## It's dangerous to go alone. Take this!

Welcome to the internal GitHub styleguide, the best resource for folks interested in writing code for GitHub. We have a living [CSS styleguide](#), [JavaScript styleguide](#), some recommendations on how to write [Ruby code](#), and more.

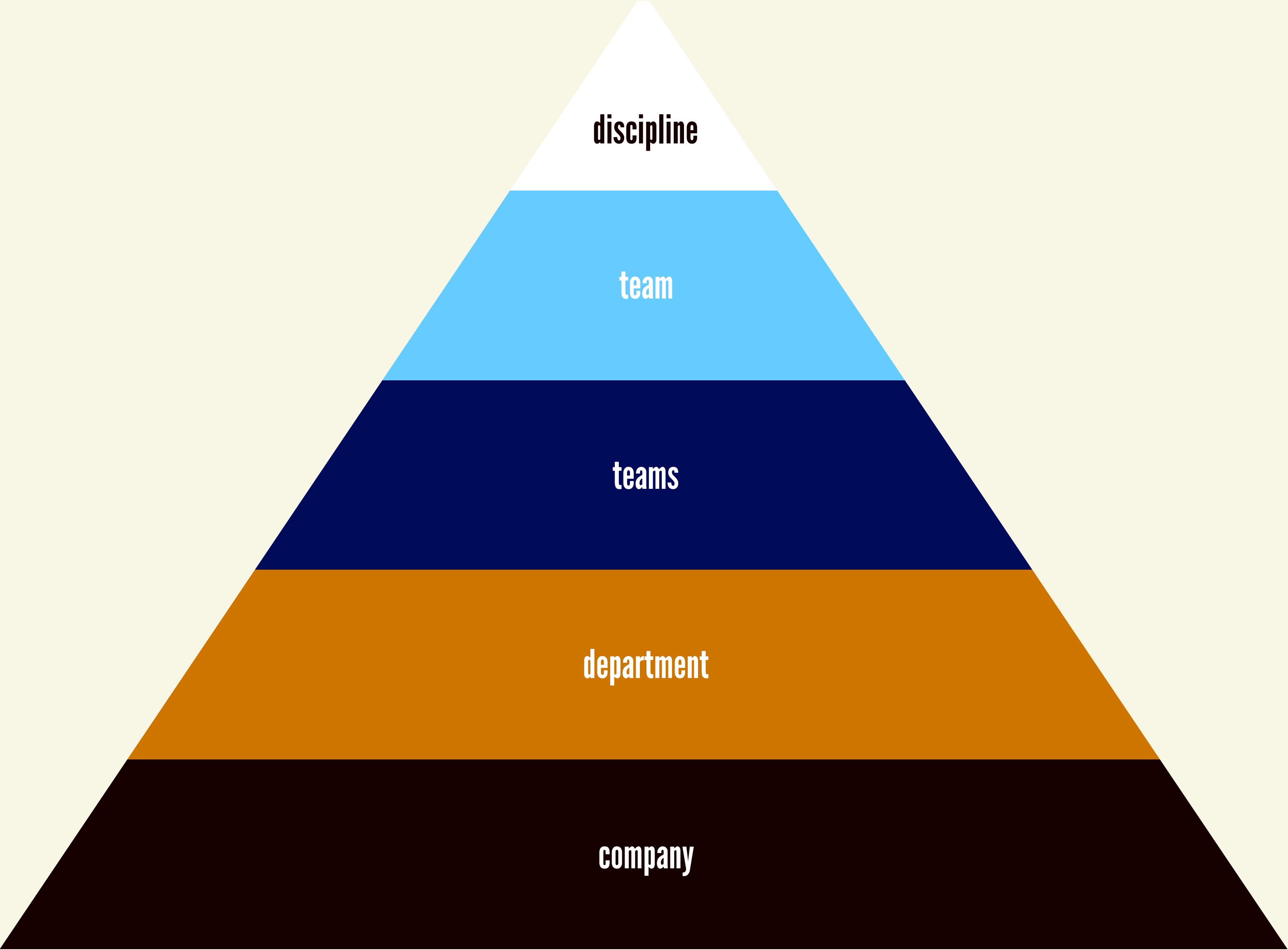
**Internet friends:** this is the guide we use for developing our own apps internally at GitHub. We encourage you to set up one that works for your own team. Feel free to peruse.

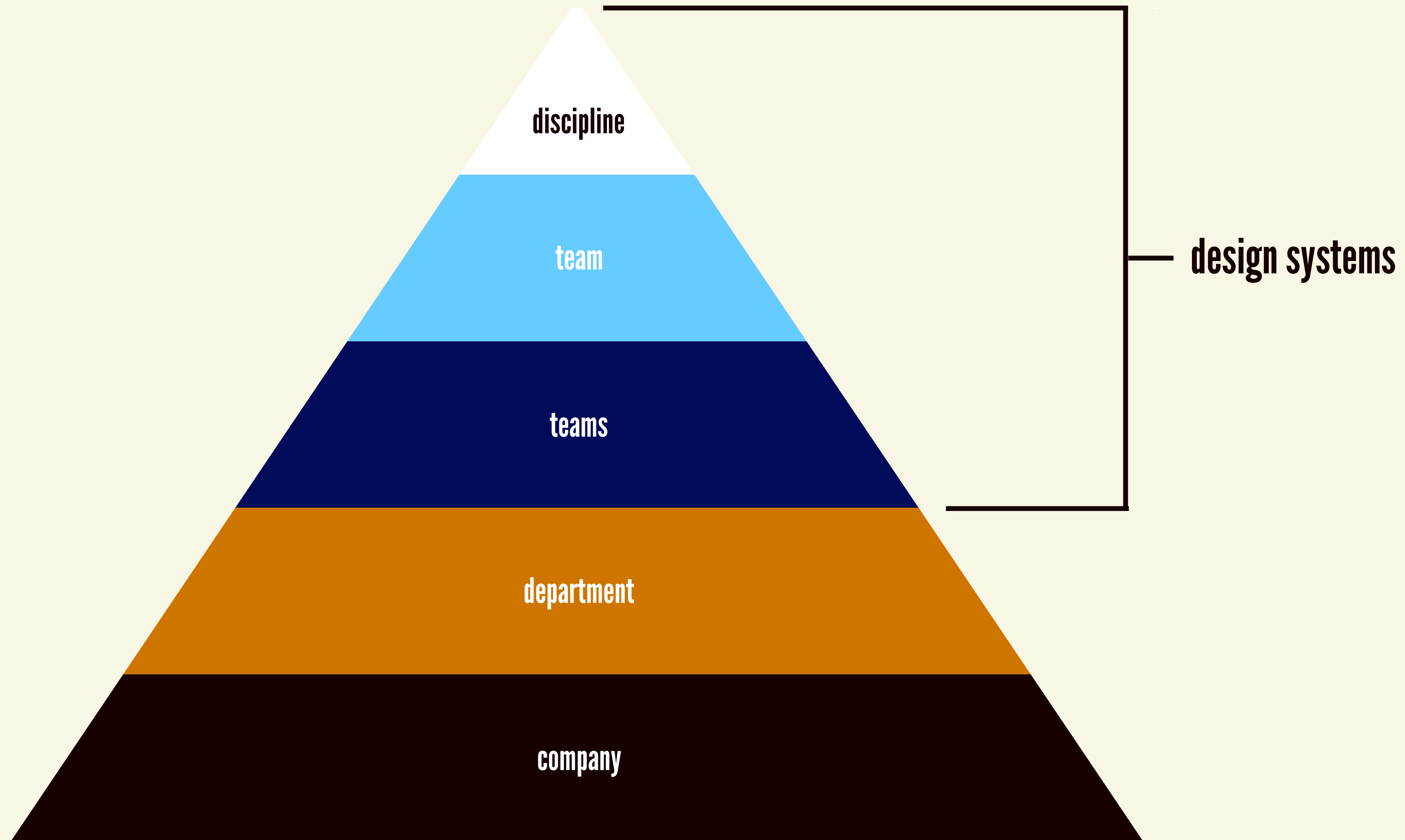


# CODE STYLE GUIDES

- **Purpose:** establish code standards for teams to write more cohesive, efficient, and maintainable code
- **Audience:** front-end developers, back-end developers, 3rd party developers, summer interns, developers developers developers
- **Can include:** development principles, HTML structure guidelines, CSS architecture, syntax, best practices, JS style and best practices, backend language syntax and best practices









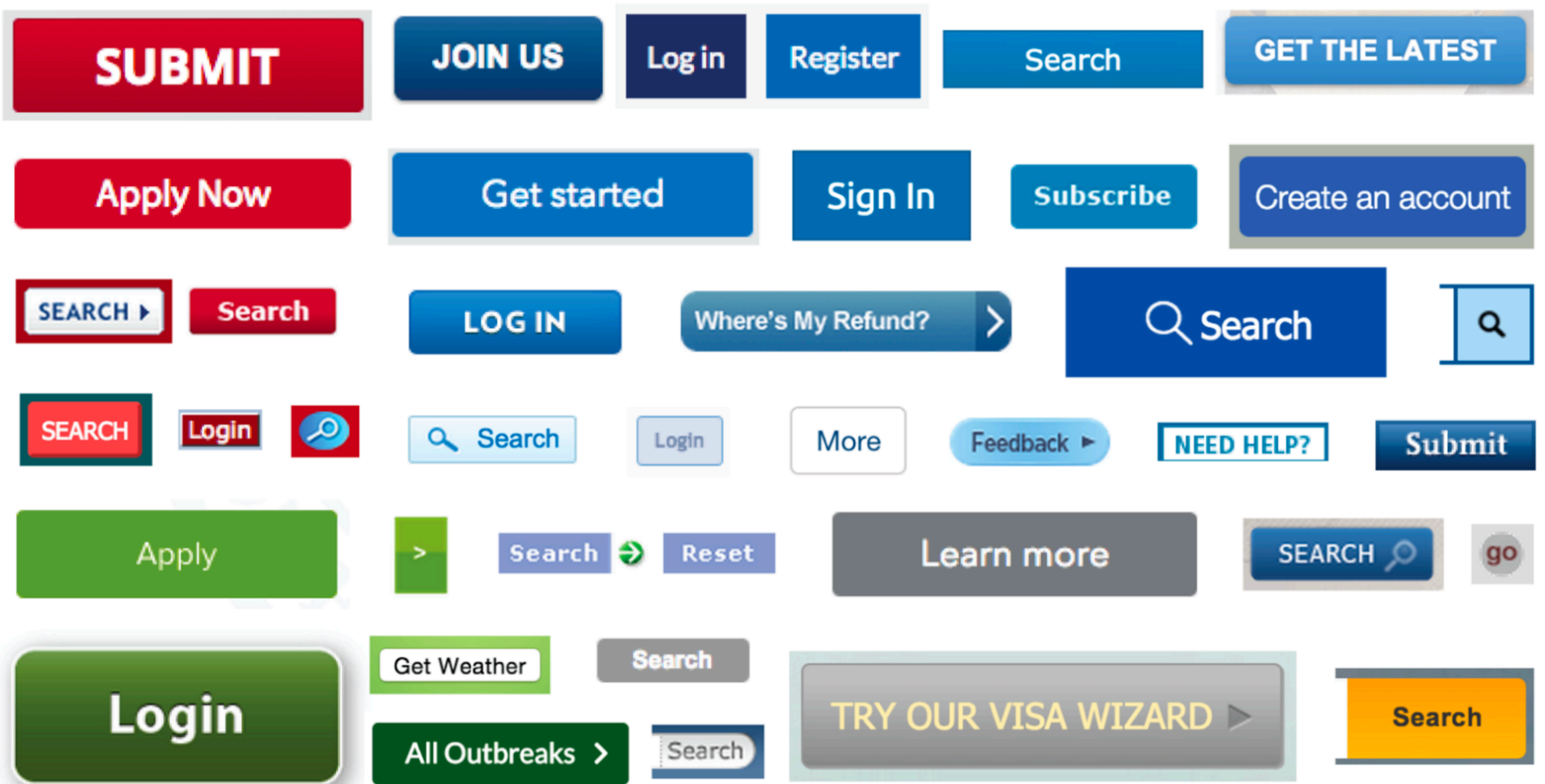
# BENEFITS OF DESIGN SYSTEMS

- **Promotes UI consistency & cohesion = more conversions & results**



**Consistency is one of the most powerful usability principles: when things always behave the same, users don't have to worry about what will happen. Instead, they know what will happen based on earlier experience.**

**-Jakob Nielsen**





Button

[Shop Now](#)

Submit



More +

 Search





Button

Button

Button



Button

Button

- Overview
- Typography
- Colors
- Accessibility
- Grids
- Buttons**
- Labels
- Tables
- Alerts
- Accordions
- Form controls
- Form templates
- Search bar
- Side navigation
- Headers

UI COMPONENTS

# Buttons

Use buttons to signal actions.

[View in Component Library](#)

PRIMARY BUTTONS



SECONDARY BUTTONS



BUTTONS ON A DARK BACKGROUND





# BENEFITS OF DESIGN SYSTEMS

- **Promotes UI consistency & cohesion** = more conversions & results
- **Faster production** = roll out more features & iterations faster than ever





# MailChimp Status



All Clear

less than a minute ago

Status History →

## App

[What datacenter am I using? →](#)



US1 is Good

2 minutes ago

100%

Uptime today

100%

Uptime last 7 days

100%

Uptime last 30 days

Full Report →



US2 is Good

4 minutes ago

100%

Uptime today

99.94%

Uptime last 7 days

99.98%

Uptime last 30 days

Full Report →



US3 is Good

15 minutes ago

100%

Uptime today

100%

Uptime last 7 days

100%

Uptime last 30 days

Full Report →

**[The status page] was one of those pages that not a lot of people will see. We call them the dark corners. We just copied and pasted a pattern, changed a few things, and in twenty minutes we had built a page that was responsive; it looked great on mobile and it was nice to look at.**

**-Federico Holgado**



**By having a pattern you could use that's already 95% of the way there, it brings up the quality of everything so those dark corners actually aren't so dark any more.**

**-Federico Holgado**



# BENEFITS OF DESIGN SYSTEMS

- **Promotes UI consistency & cohesion** = more conversions & results
- **Faster production** = roll out more features & iterations faster than ever
- **Higher-quality production** = teams can focus on higher-level tasks



**Once we get past the tedium of building the same thing over and over again we can focus our energy on more worthwhile tasks like accessibility, performance, and iteration. We can work on the fun stuff rather than the tedious things.**

**-Micah Godbolt**



# BENEFITS OF DESIGN SYSTEMS

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- **Higher-quality production** = teams can focus on higher-level tasks
- **Shared vocabulary** = more time collaborating & less time in meetings



**It is common ground that designers and developers are all seeking...and I find that a style guide is really effective at providing that common ground.**

**-Lincoln Mongillo**



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- **Easier to test** = more responsive, performant, and accessible experiences



**A design system makes what you change in production a lot more easy to manage over the long term; you're able to debug things more effectively. You're able to have a view into how your code base is looking across a site versus having various artifacts show up across hundreds of pages.**

**-Lincoln Mongillo**



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- **Easier to test** = more responsive, performant, and accessible experiences
- **Useful reference** = an essential resource and hub for best practices
- **Future-friendly foundation** = modify, extend, & improve upon over time



**MINIMUM VIABLE ARTIFACTS**





**DEATH TO THE WATERFALL**

*Waterfall*



**INFORMATION ARCHITECTURE**

**VISUAL DESIGN**

**DEVELOPMENT**



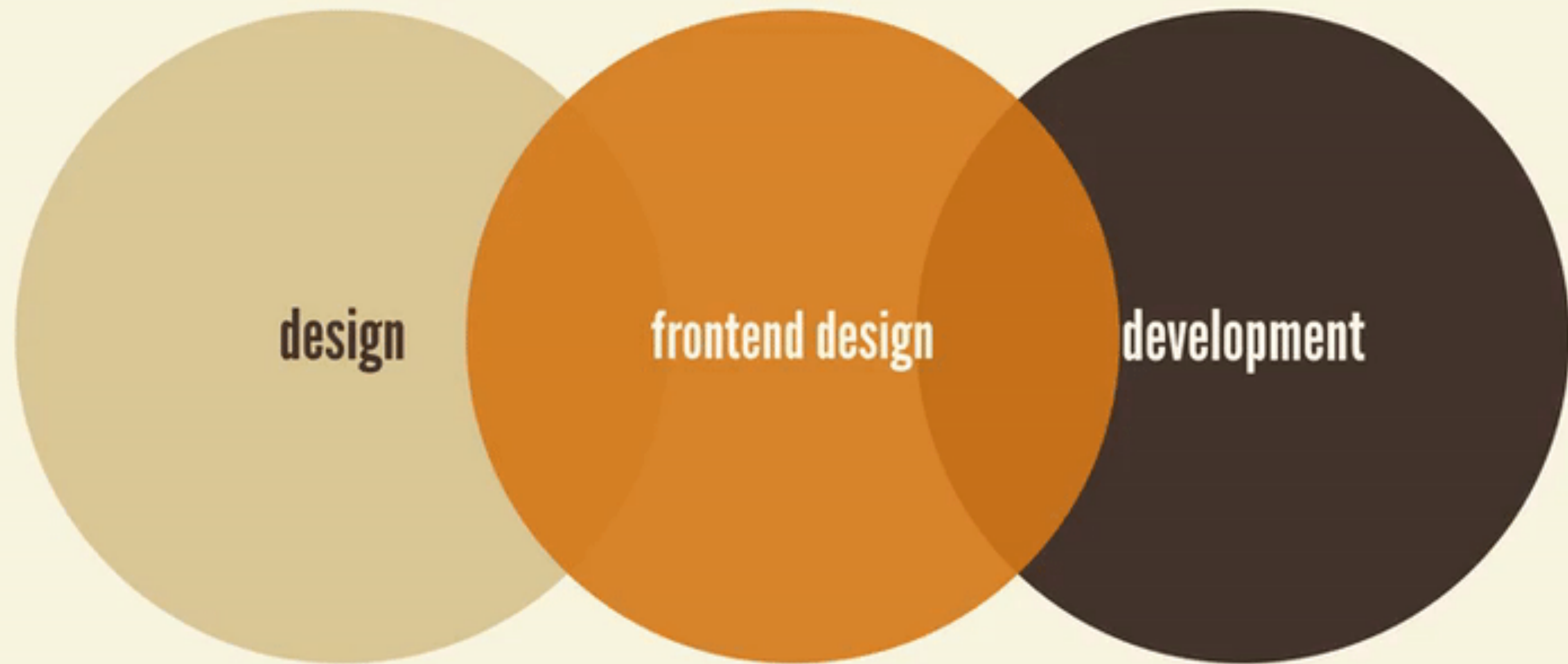


comp



production





<http://bradfrost.com/blog/post/development-is-design/>

**UX DESIGN**

**VISUAL DESIGN**

**DEVELOPMENT**



**UX DESIGN**

**VISUAL DESIGN**

**DEVELOPMENT**

**UX DESIGN**

**VISUAL DESIGN**

**DEVELOPMENT**





3	Organism	Molecule	Description	Example content
4	Header			
5		Logo		
6		Navigation		
7		Search		
8	Topic trends		<p>For pages inside a condition section, this toolbar will display popular tags/entities for the condition topic.</p> <p>Small screens: Consider this "nice to have" content, so we might consider not displaying it all on small screens. That said, options to try for small screens: swipeable toolbar up against header; bottom-of-content section instead of top of page; tuck into hamburger menu</p> <p>Wider screens: Toolbar right up against header; more/plus to reveal all. Probably sticky at top of page; swaps to new topics when new content cycles in below Adventure Nav™.</p>	Diabetes topics: insulin
9	Leaderboard		Not displayed on screens smaller than ~728 (size of leaderboard)	
10	Breadcrumbs		For narrow screens, show one or two closest categories. Consider a control to reveal additional levels.	
11	Taxonomy header			
12		Headline		
13		Header image?	Optional. Currently isn't one, but there are less than 50 conditions, so manageable to create them if we like that design direction.	
14	Introduction	Text	Copy blurb that introduces the content/category.	"Millions of Americans l
15	Featured area			
16		Hero item	Top feature on the story. Image and headline.	Condition center: <a href="#">http://</a>
17		Sidekick	Secondary to hero. Image and headline.	Tout for a subcategory:
18		Sidekick	Secondary to hero. Image and headline.	Tout for an article: <a href="#">http:</a>
	Sub-taxonomy		"Node 3" categories, the subcategories for Diabetes. This could be simple links, but perhaps more compelling to treat them as image/headline touts/cards. Anticipate a fair	Diabetes Basics Signs and Symptoms

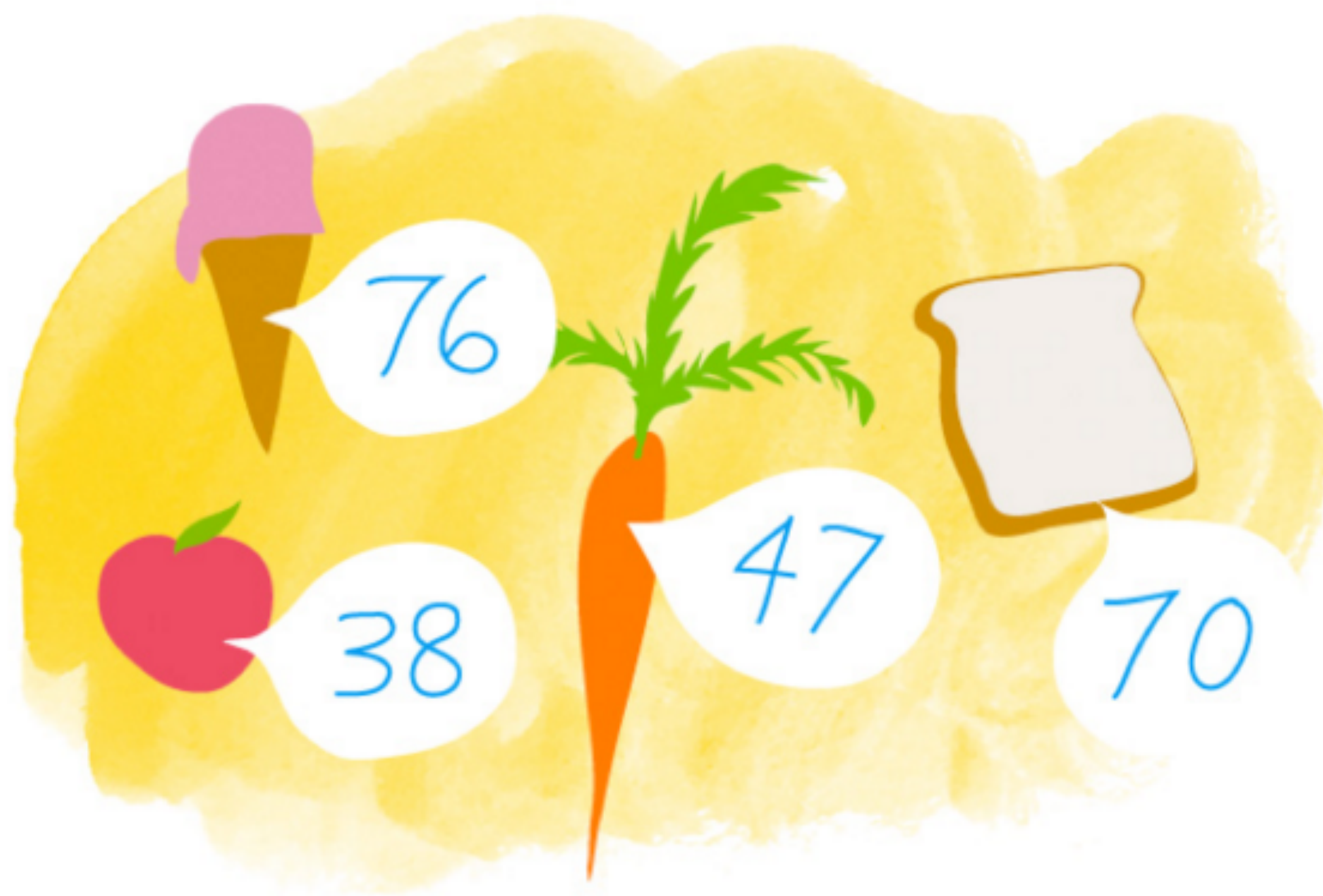


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# Hero Title

This is the hero description that is a summary of what this page is about.





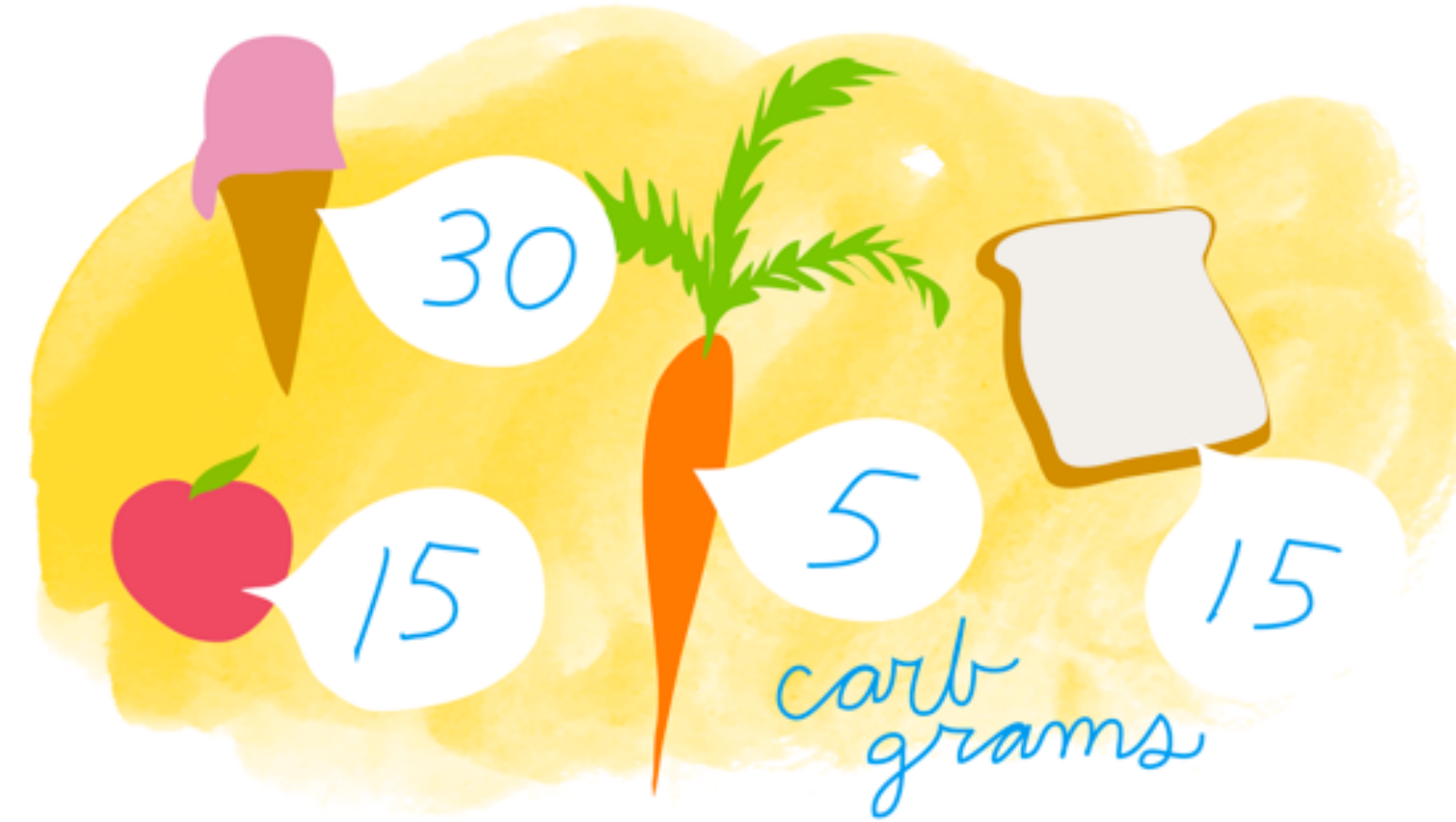
## Type 2 Diabetes

A chronic condition that affects the way the body processes blood sugar (glucose).

[Share](#)[Pin](#)[Email](#)

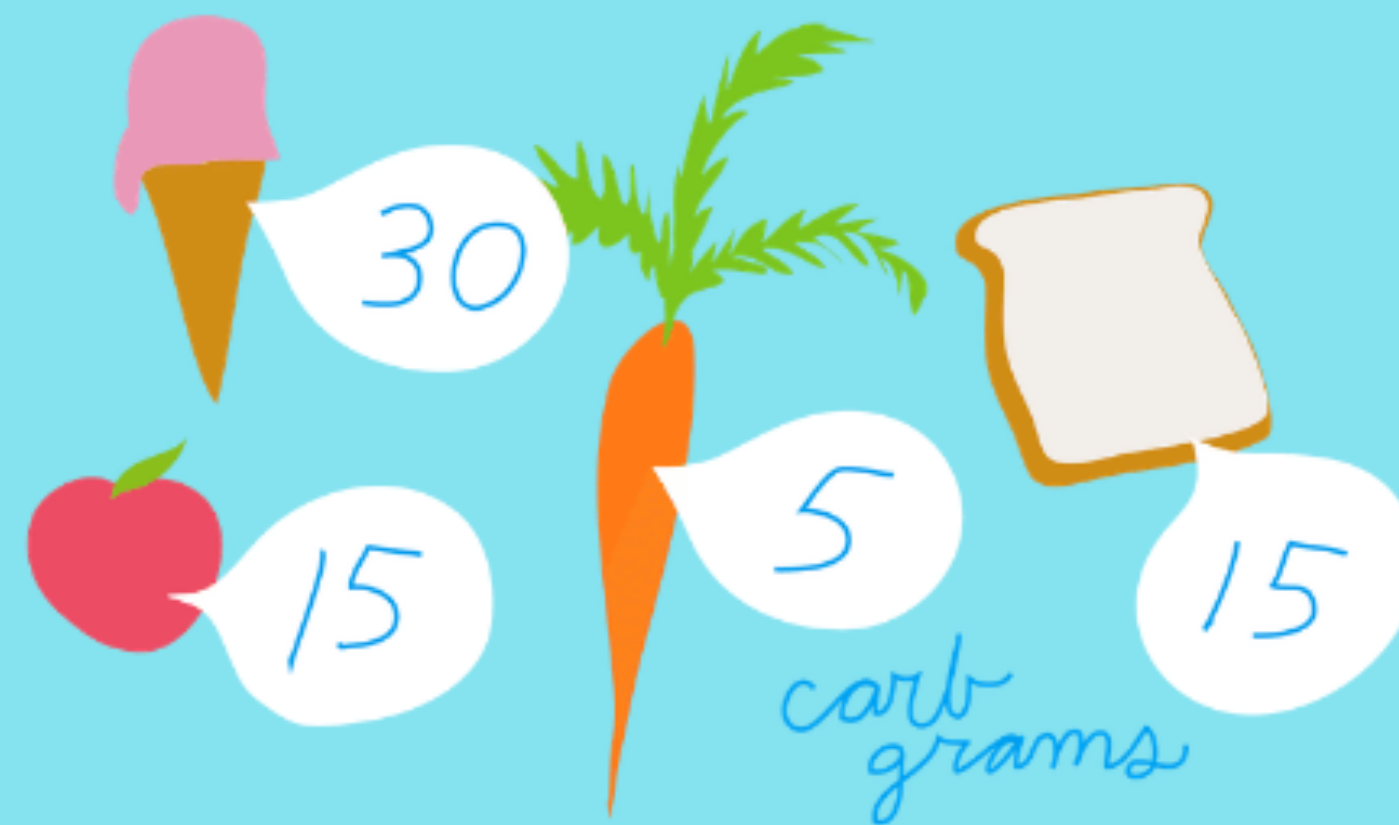
# Type 2 Diabetes

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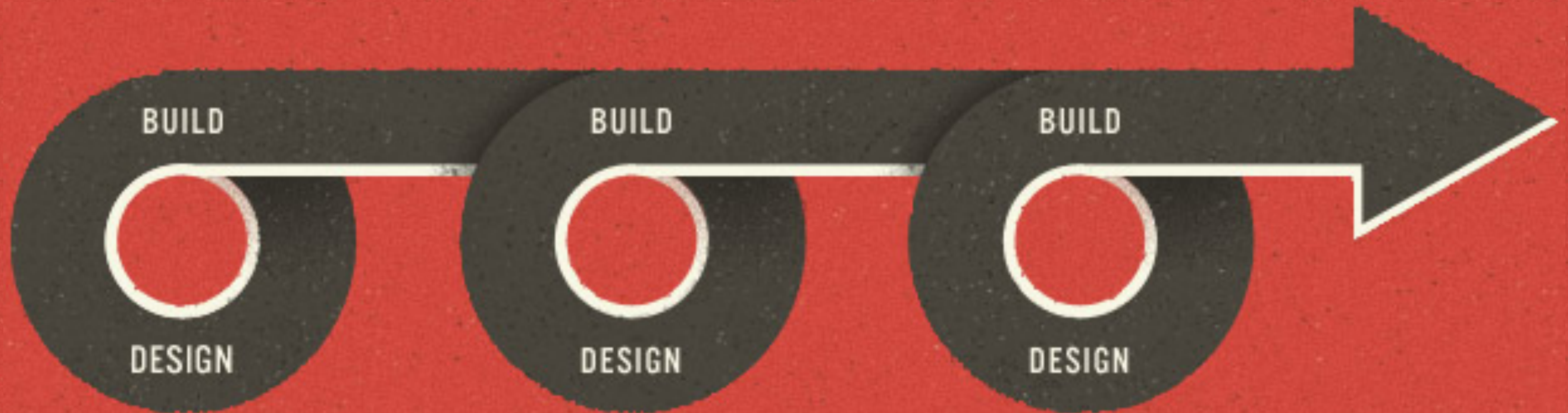
[Share](#)[Pin](#)[Email](#)

# Type 2 Diabetes

From diagnosis to diet to treatment, here's what you need to get type 2 diabetes under control, including recipes and lifestyle tips.

[f Share](#)[p Pin](#)[✉ Email](#)





<http://trentwalton.com/2011/07/14/content-choreography/>



- Overview
- Typography
- Colors
- Accessibility
- Grids
- Buttons**
- Labels
- Tables
- Alerts
- Accordions
- Form controls
- Form templates
- Search bar
- Side navigation
- Headers

UI COMPONENTS

# Buttons

Use buttons to signal actions.

[View in Component Library](#)

PRIMARY BUTTONS



SECONDARY BUTTONS



BUTTONS ON A DARK BACKGROUND



BIG BUTTON

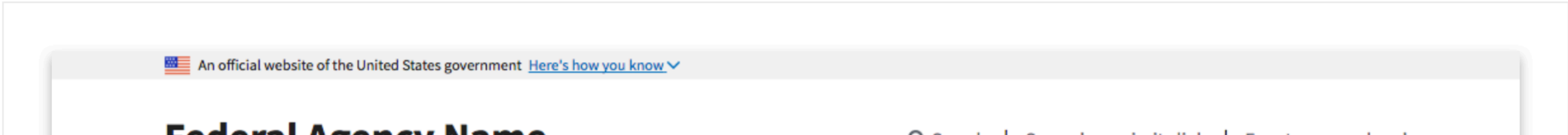
PAGE TEMPLATES

# Page templates

These templates for a landing page and a documentation page are built from some of the components of the U.S. Web Design System. Each of these pages is flexible; you can add or remove components or sub-components to suit your needs. These templates are great starting point for prototyping or for trying the Design System to see if they’re a good fit for you.

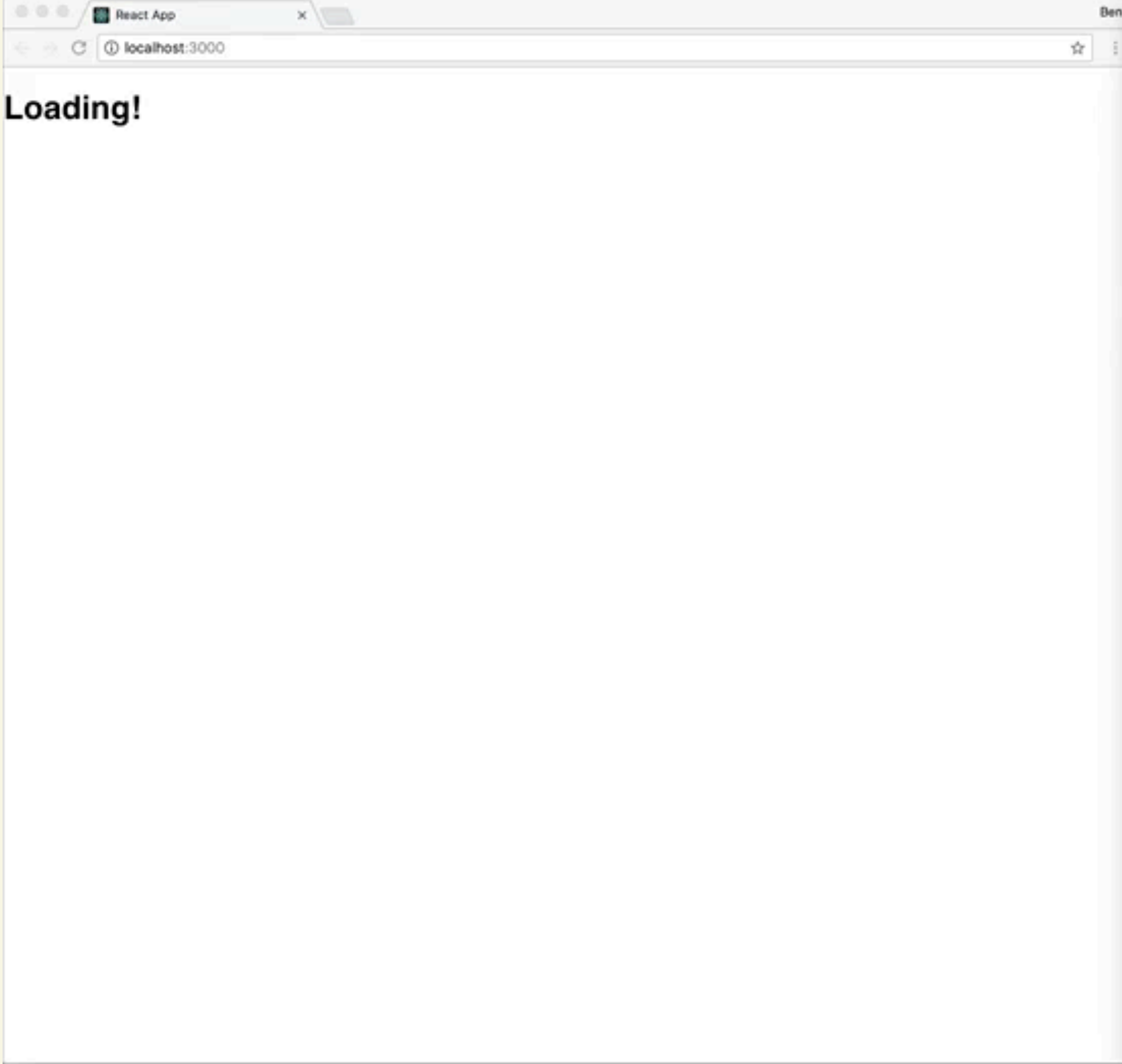
## Template 1: Landing page

A landing page is intended to provide someone’s first impression of your agency or program. Often, they’ll arrive from somewhere else without much context, like a search result or a colleague’s email. So a landing page needs to be clear, engaging, and contextualizing.









DoodleClassifier

BasicRow 0

Add samples

Train

☒ Run

Classify

Save

Load

CV initial -

Min area 39,3878

Max area 204,673

Threshold 127,5

Dilation 3

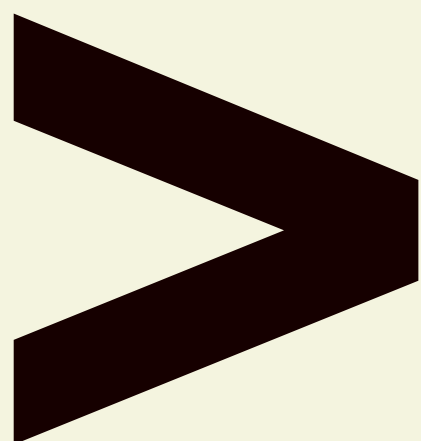
```
Client: npm start (ssh)
bridge: npm start

Compiled with warnings.

./src/App.js
  Line 2: 'logo' is defined but never used  no-unused-vars

Search for the keywords to learn more about each warning.
To ignore, add // eslint-disable-next-line to the line before.
```

<https://airbnb.design/sketching-interfaces/>



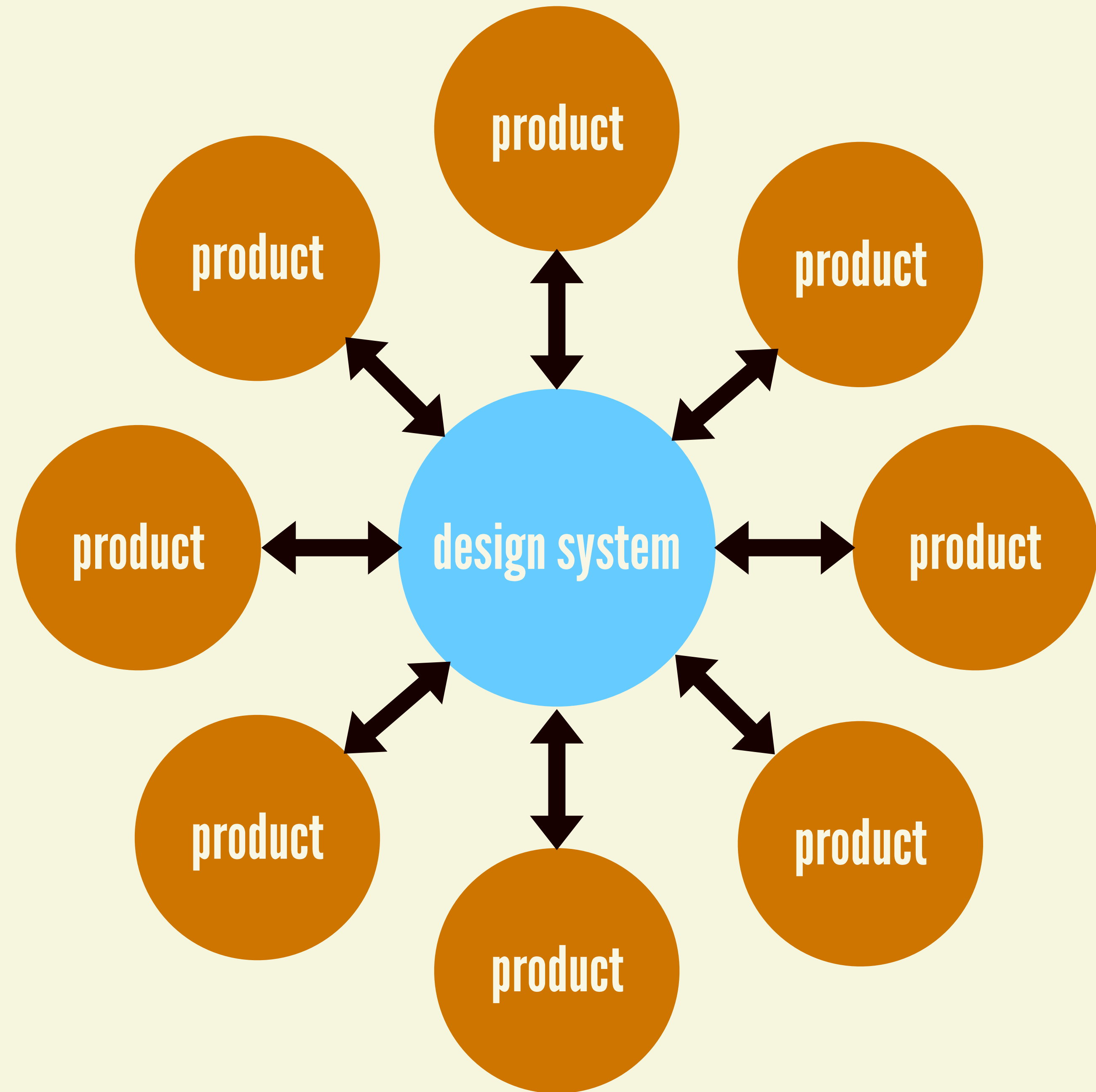


# **COLLABORATION AND COMMUNICATION OVER DELIVERABLES**

# **COLLABORATION AND COMMUNICATION OVER PROCESS**

**The Design System informs our Product Design.  
Our Product Design informs the Design System.**  
**-Jina Anne**








## Become part of the community

The U.S. Web Design System has grown into a blossoming, open source community of government engineers, content specialists, and designers. We currently support dozens of agencies and more than 100 sites, which is fueled through an active community of contributors both in and out of government.



Running into an issue?

[Ask questions on GitHub](#) 



Engage with the community

[Join our Slack channel](#)



Reach the team

[Send us an email](#)



The U.S. Web Design System is a project of GSA's [Technology Transformation Service](#), maintained by the Office of Products and Programs. This website is hosted on [Federalist](#).

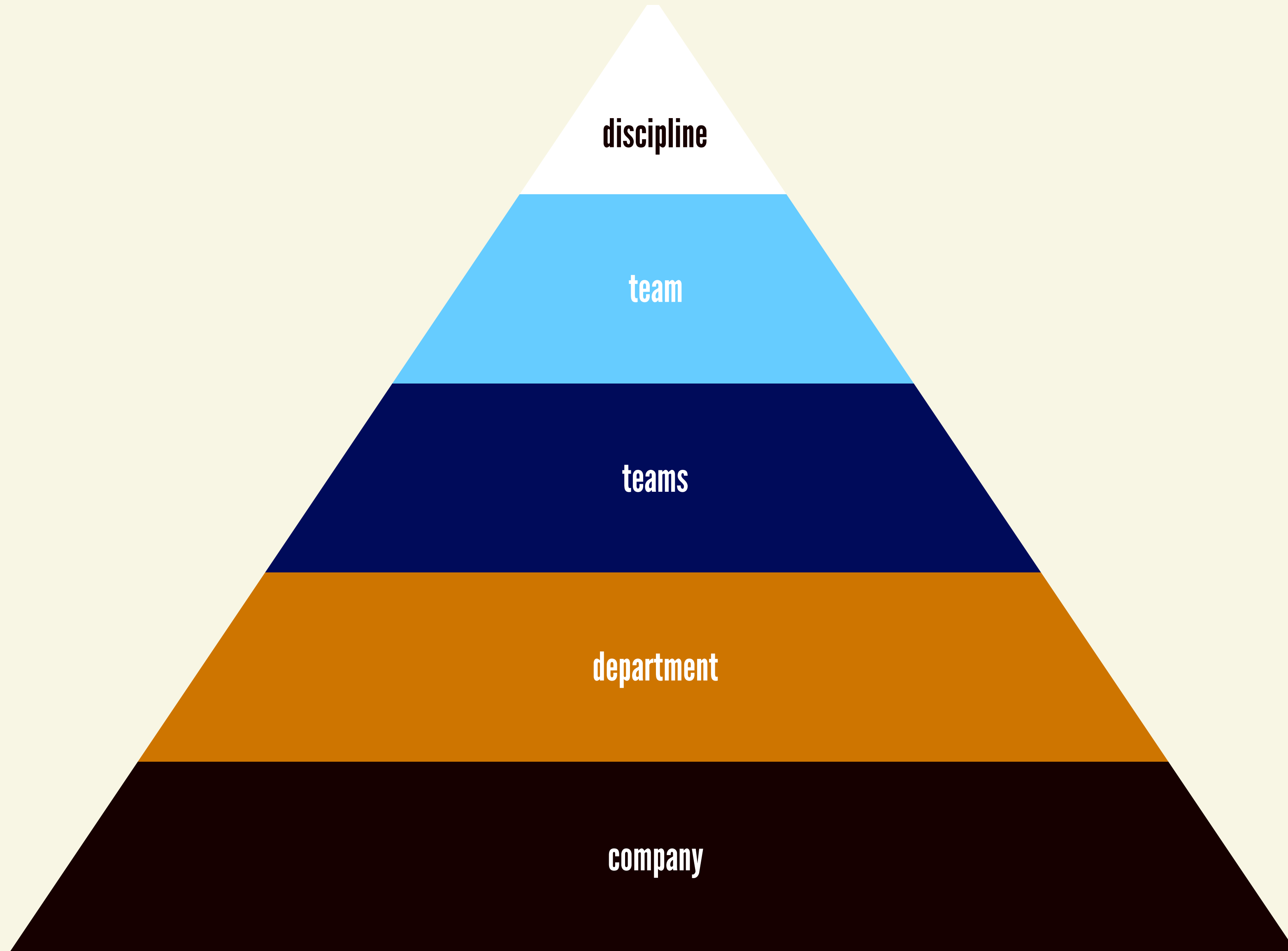


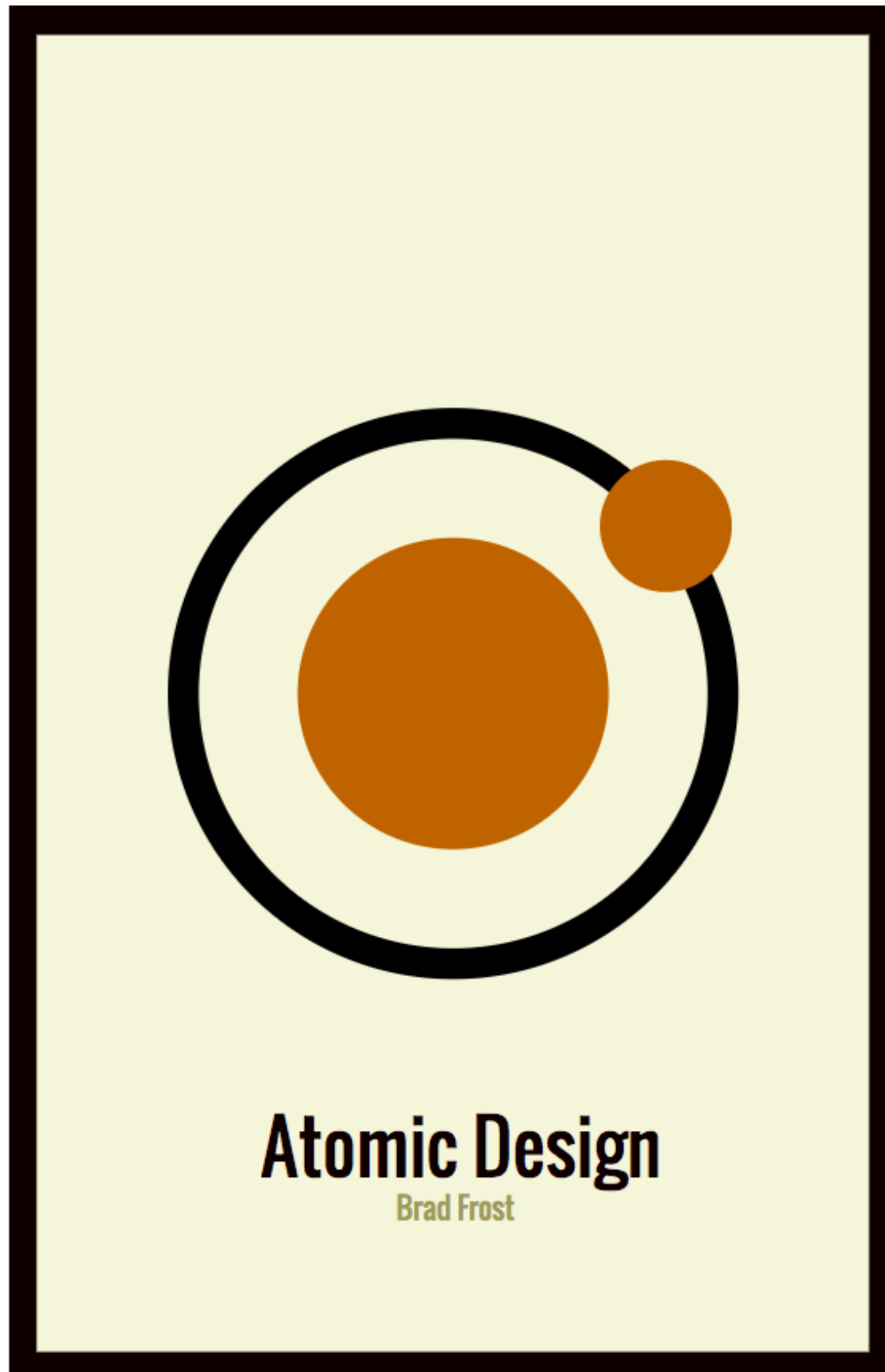
**complete chaos**



**stifling rigidity**







# Atomic Design by Brad Frost

We're tasked with making interfaces for more users in more contexts using more browsers on more devices with more screen sizes and more capabilities than ever before. That's a daunting task indeed. Thankfully, design systems are here to help.

*Atomic Design* details all that goes into creating and maintaining robust design systems, allowing you to roll out higher quality, more consistent UIs faster than ever before. This book introduces a methodology for thinking of our UIs as thoughtful hierarchies, discusses the qualities of effective pattern libraries, and showcases techniques to transform your team's design and development workflow.

[order the book](#)[read now](#)

<http://atomicdesign.bradfrost.com/>





THANK YOU!

@brad\_frost bradfrost.com

iyibey.net