

Design Tokens: to infinity and beyond

Bonjour 🖐️



Co-founder
& Front-End Developer

- W3C Design Tokens Community Group Member
- Author of "Design Tokens for Dummies"

Previously

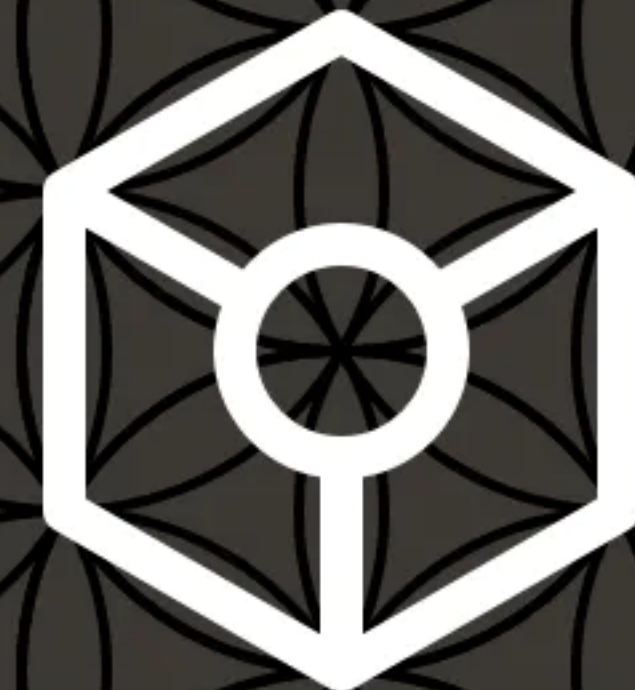
Front-End Developer @ SportEasy, 5emeGauche & Ultranoir

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Summary

1. Design tokens kézako?
2. What is a Design API?
3. Why do we need a standard?
4. Future of design tokens
5. Demo of a Design API



1.

Design Tokens kézako?



~~What are design tokens?~~

What **business issue** do we want to address?



Encore Foundation

The basic building blocks that
make Spotify 'Spotify.'

THE WALL STREET JOURNAL.

"Design tokens are cross platform variables that define key design data"

— Sarah Federman | @sarah_federman

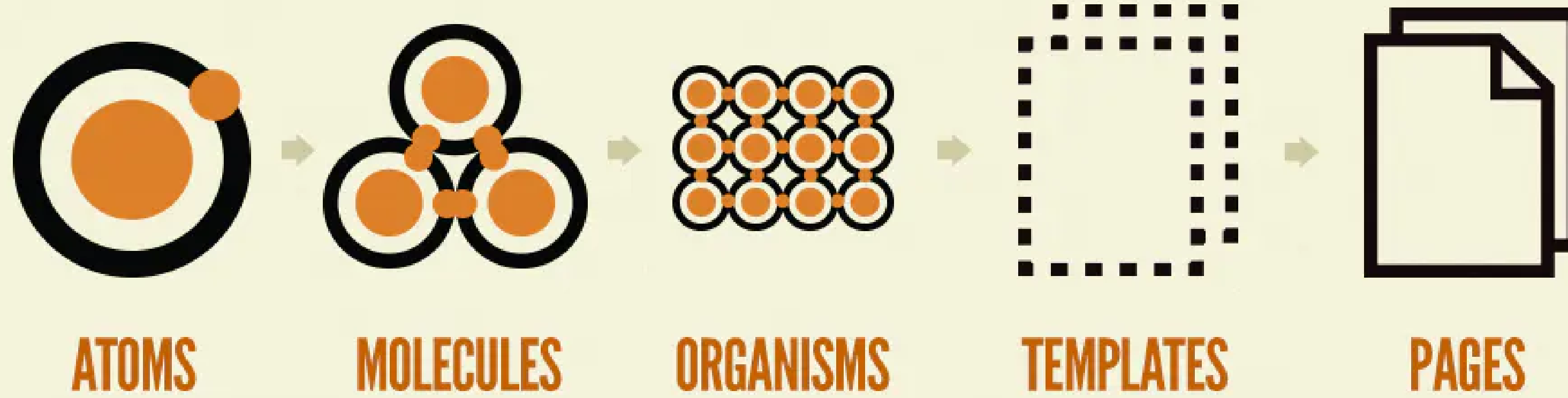


jina anne



@jina

Design Tokens are a methodology. IMHO, saying “design tokens are just variables” is like saying “responsive design is just media queries”. It’s a technology-agnostic architecture and process for scaling design across multiple platforms and devices, including native, and more.





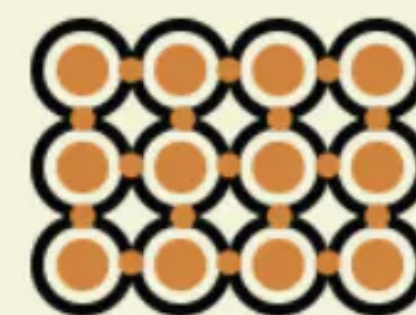
DESIGN TOKENS



ATOMS



MOLECULES



ORGANISMS





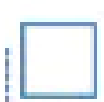










TEMPLATES



PAGES

Design tokens allow product teams to better collaborate and ensure brand consistency across any platform.

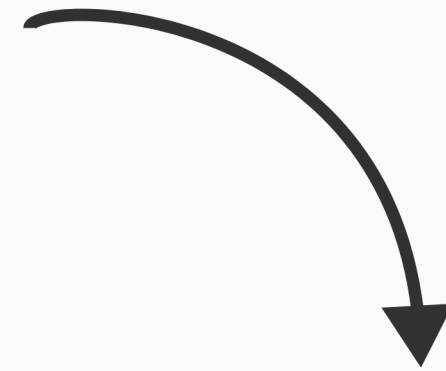
	Color		COLOR
		Brand	COLOR_BRAND
		Background	COLOR_BACKGROUND
		Border	COLOR_BORDER
		Gradient	COLOR_GRADIENT
		Text	COLOR_TEXT
		Text Link	COLOR_TEXT_LINK
	Font		FONT
		Style	FONT_STYLE
		Size	FONT_SIZE
		Weight	FONT_WEIGHT
	Opacity		OPACITY
	Line-height		LINE-HEIGHT
	Spacing		SPACING

	Radius		RADIUS
	Sizing		SIZING
		Border	SIZING_BORDER
		Square	SIZING_SQUARE
		Width	SIZING_WIDTH
	Shadow		SHADOW
	Duration		DURATION
	Touch		TOUCH
	Media Query		MQ
	Depth		DEPTH
	Variable		VAR
		Spacing	VAR_SPACING
		Font Size	VAR_FONT_SIZE

🙏 Thanks to the Salesforce team for providing this categorization

Design tokens should be named
differently according to their context
of usage.

Design option



purple-500

rgb(98, 77, 227)



background-button-primary-default

purple-500



border-component-active

purple-500



Design decisions

Design options

Text style
text-body-large

Color
purple-500 ●

Spacing
base-space-3

Design decisions

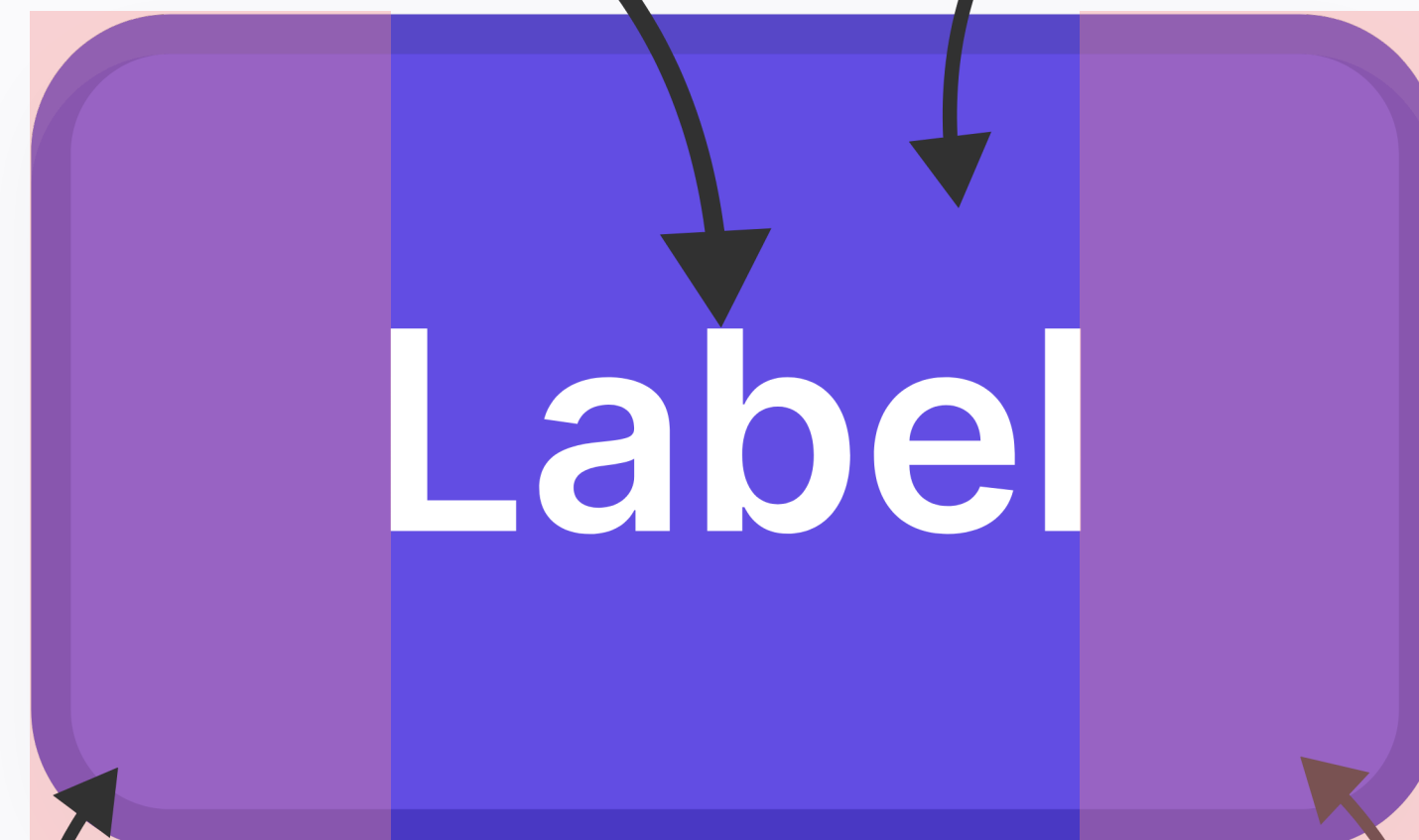
Text style
button-text-default

Color
background-button-primary-default ●

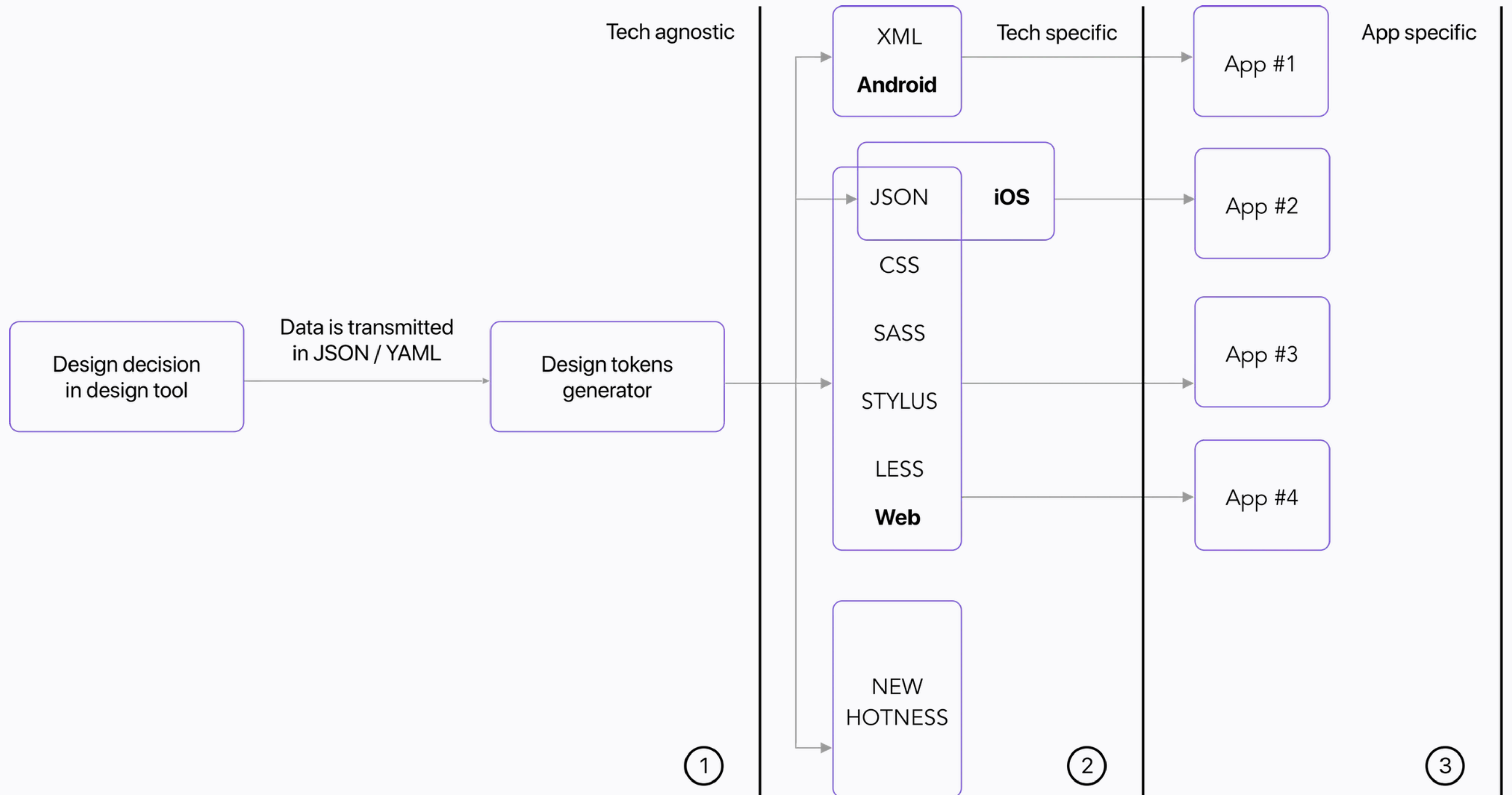
Spacing
button-side-padding

button-text-default

background-button-primary-default



button-side-padding



"Design tokens are useful for describing core design values, but their full power emerges when used to describe the specs of UI components."

— Cristiano Rastelli | @areaweb

2.

What is a Design API ?

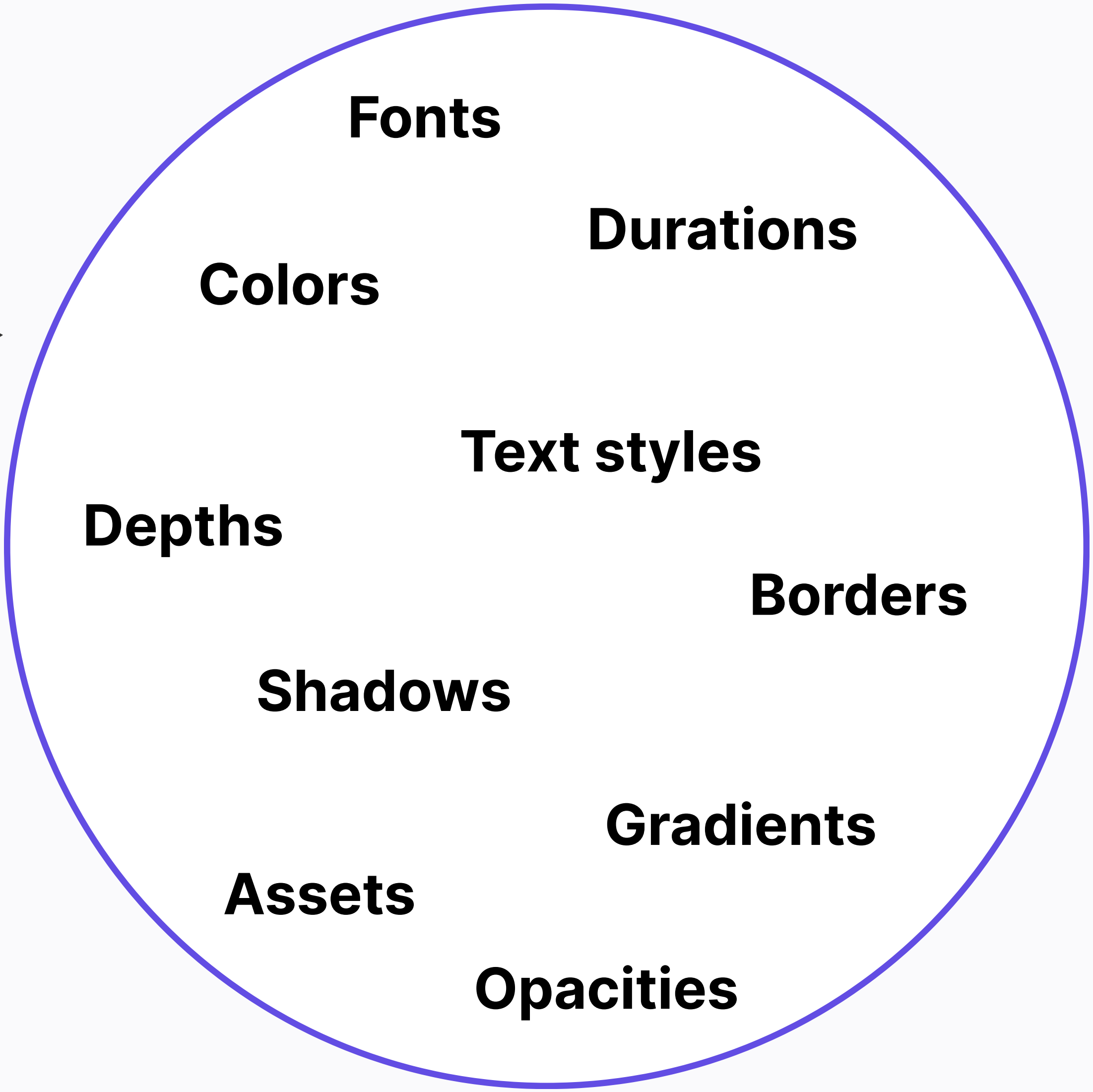
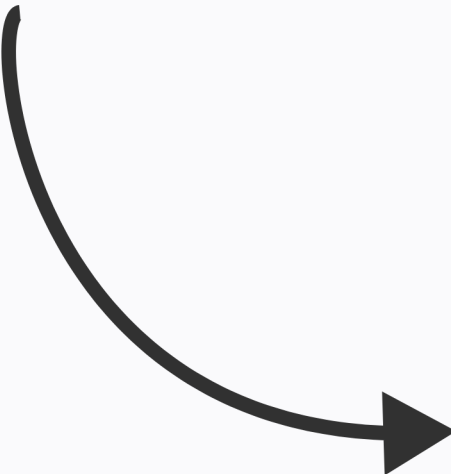
Current situation 🤖

**Crafting cohesive user experiences
across several platforms is a **real
challenge.****

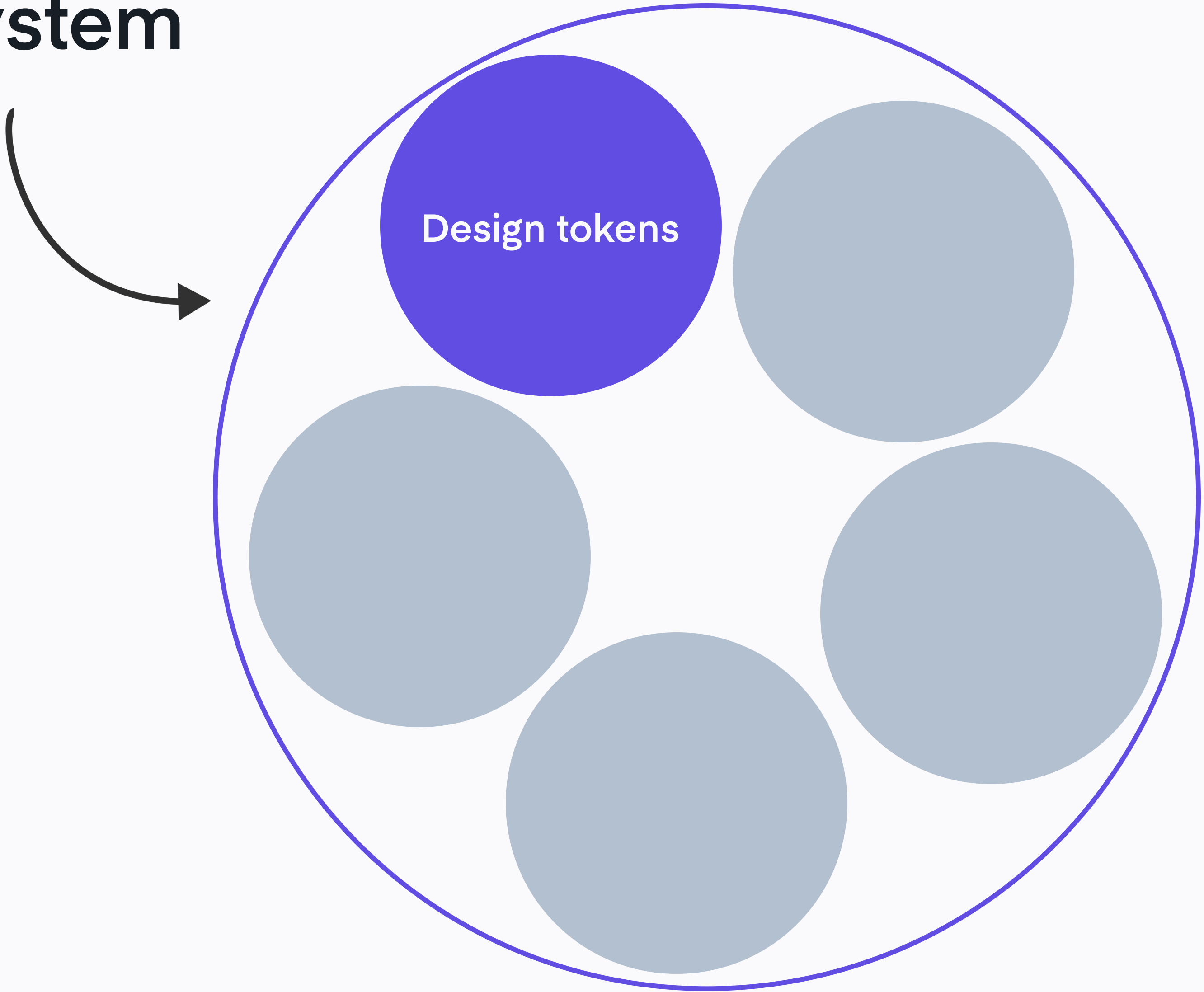
**"A design system isn't a project.
It's a product, serving products."**

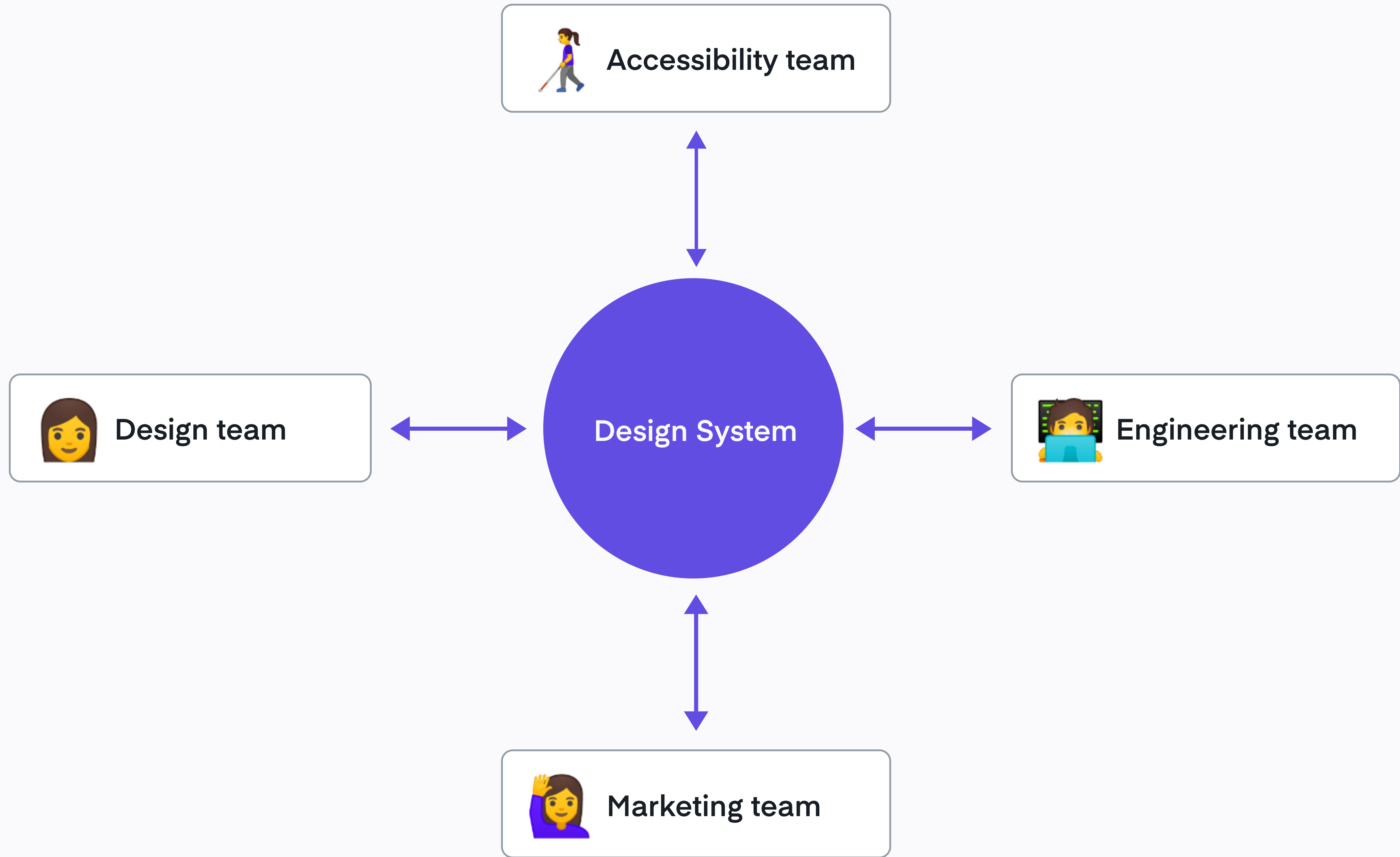
— Nathan Curtis | @nathancurtis

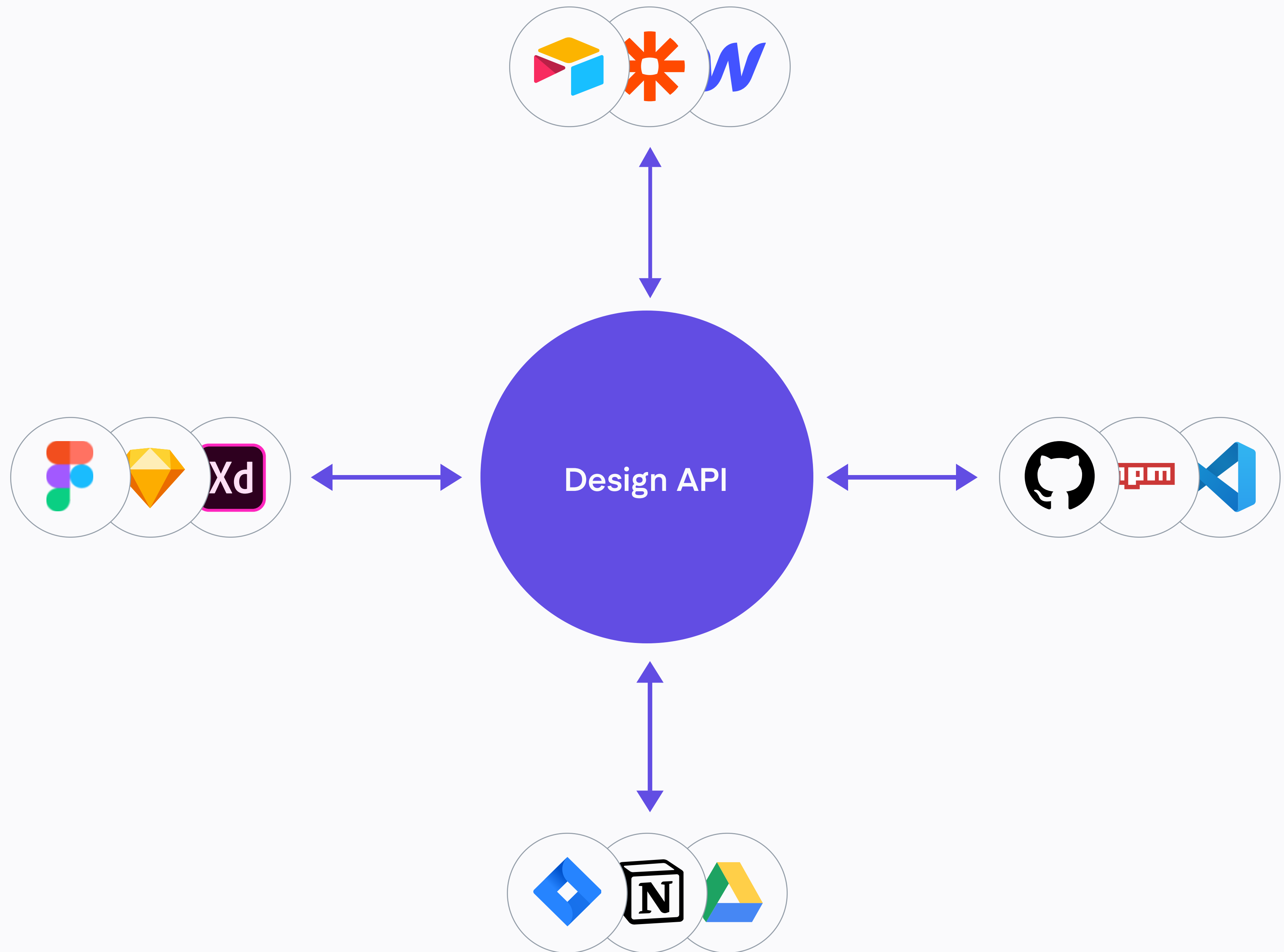
Design tokens



Design system







**Design APIs are the logical evolution
of design systems.**

"An interoperable, guessable design API is the foundation of a fully networked design system, [...]. It's the next step in the evolution of design systems."

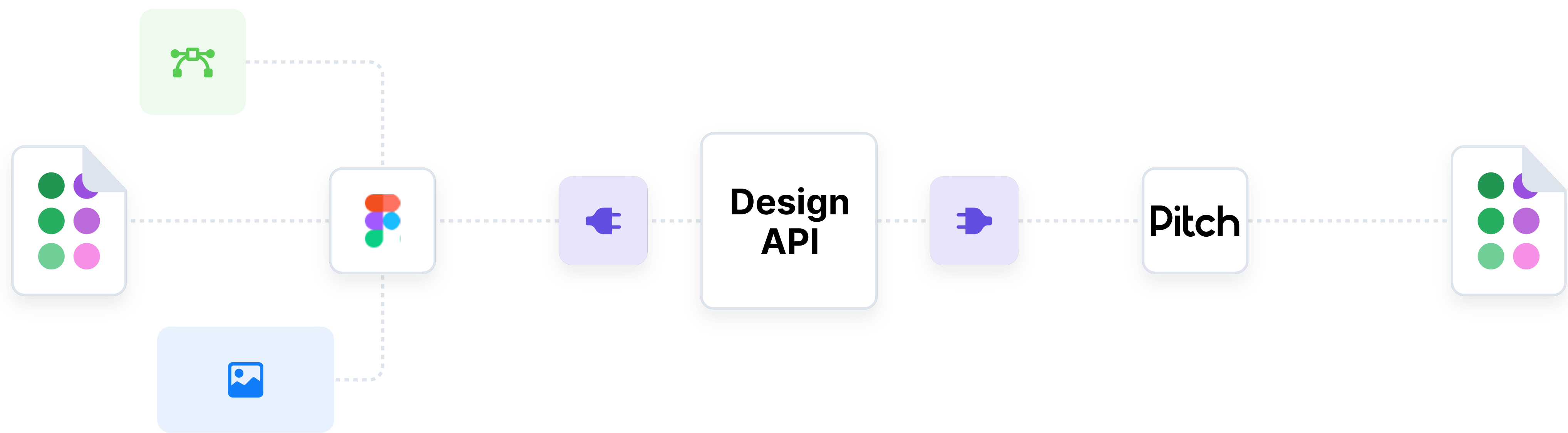
— Matthew Ström | A design API in practice

3.

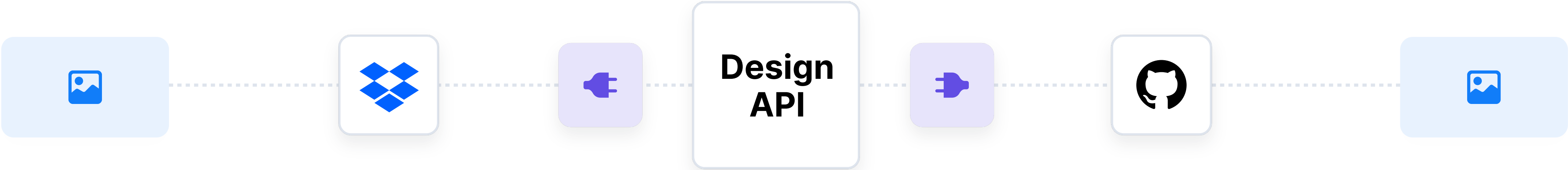
Why do we need
a standard?

As an organization's brand identity must be used and applied as easily as possible, its design tokens must be able to transit freely from one tool to another.

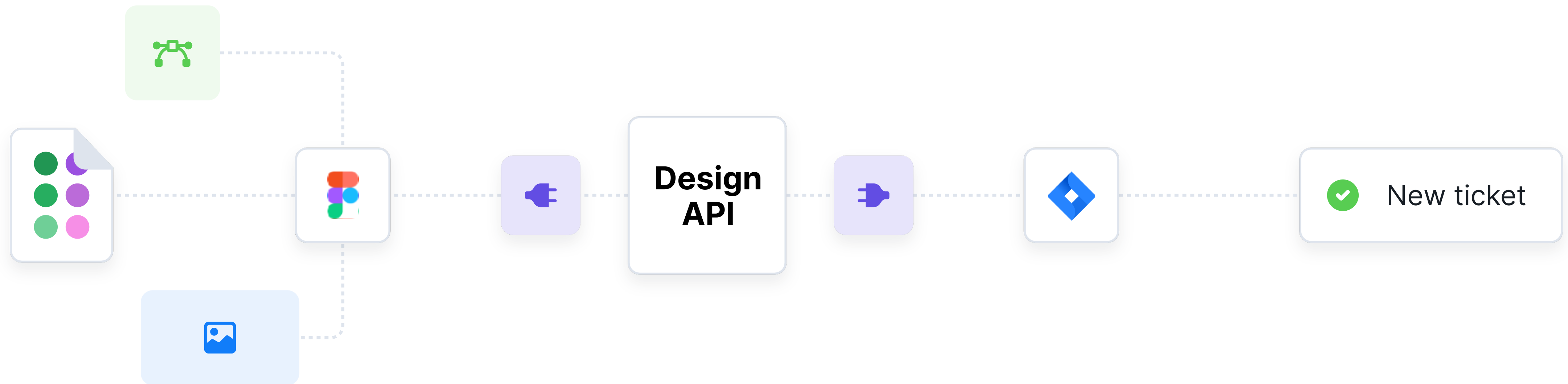
Colors, icons and images from Figma to Pitch.



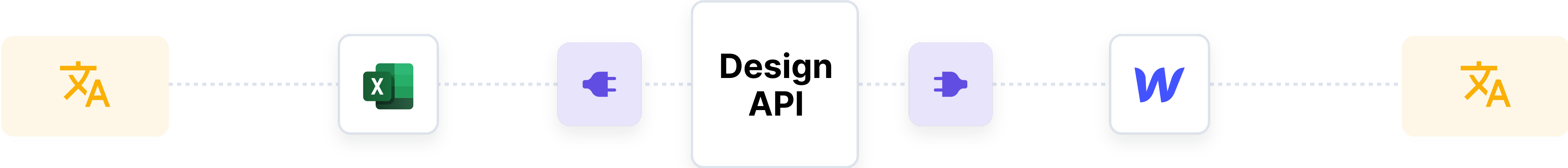
Images from **Dropbox** to Github.



Updating design tokens in Figma will create a ticket in Jira.



Locales from Excel to Webflow.



**Our market direly needs a design
tokens standard widely spread so
that design decision can transit freely
across an organization tools
ecosystem.**

"Systems should support
how creators work."

— Danny Banks | An Introduction to Multi-Platform
Design Systems

Design Tokens
W3C Community
Group to the
rescue!



DTCG | @designtokens

1. Created in 2019 par Kaelig Deloumeau-Prigent & Jina Anne to gather the design tokens community
2. The need for a standard is now stronger than ever: a call for editors is made in February 2020
3. In June 2020 all editors are found and officially spread across different design tokens modules



Design Tokens W3C Community Group 
@DesignTokens

Yesterday we kicked off our specification work with the newly formed core team 🎉 @AyeshaKMaz @donnavitan @resource11 @vlh @jina @kevinmpowell @nathanacurtis @ChucKN0risK @mattfelten @dbanksDesign @c1rrus @AdamSedwick @zackaboo @calebwilliams12 @GarthDB (not in picture) @kaelig



73 5:45 PM - Jun 26, 2020

25 people are talking about this

Objective #1

Provide a standard for design tokens. It will allow tool creators and tool consumers to have quality design that scales thanks to design APIs.

Lead by Kaelig Deloumeau-Prigent (UX Developer @ Shopify).

Objective #2

Manage the design tokens community and promote design tokens best practices.

Lead by Jina Anne (Design System Lead @ Asana).

Design Tokens Community Group modules:

Colors

Spacing

Animation

...

Format

4.

The future of design tokens



Universal interoperability



Universal interoperability for design tokens:
**ability to define and maintain design tokens
from any tool.**



This would allow us to:

- Edit all design tokens directly from a simple YAML/JSON file
- See, edit and use all design tokens from a design tool
- Use design tokens from apps like Google Docs/MS Word and create templates or themes from them
- Use design tokens from a CMS or a third-part system like Webflow/Squarespace/Wordpress/Shopify

Shaper I @hihayk

shaper — interface styles shap

hihayk.github.io/shaper/

Incognito

Typography

Text increment

1,23ratio

Base size

0,9rem

Font

system-ui, sans-serif

Spacing

Unit

0,5rem

Space increment

1,65ratio

Color

Text frame

0,8em

Accent hue

254°

Grey saturation

5%

Radius

0,4rem

Field border

2px

Round buttons

Layer

Randomize

Dark mode

DemoSpecs

S
H
A
P
E
R

New

First Section

Second Section

Third Section

Fourth Section

The Interpolation Time

FirstSecondThird

Search

Ichirō Nori

As suggested this version should keep correct timings when changing looping lengths.

Kiyoko Riku

@kiyoko

Follow

This device includes 4 delays Greater control to generate loops

Data

\$731

Data

\$294



The multi-brand use case

| @brad_frost



A unique Card component is applied to three different brands :
Verywell.com, TheSpruce.com, and TheBalance.com.



ARTICLE

How Do Body Aches and Pains Differ From Arthritis?



PASSOVER RECIPES

19 Traditional Passover Recipes for Your Seder Menu



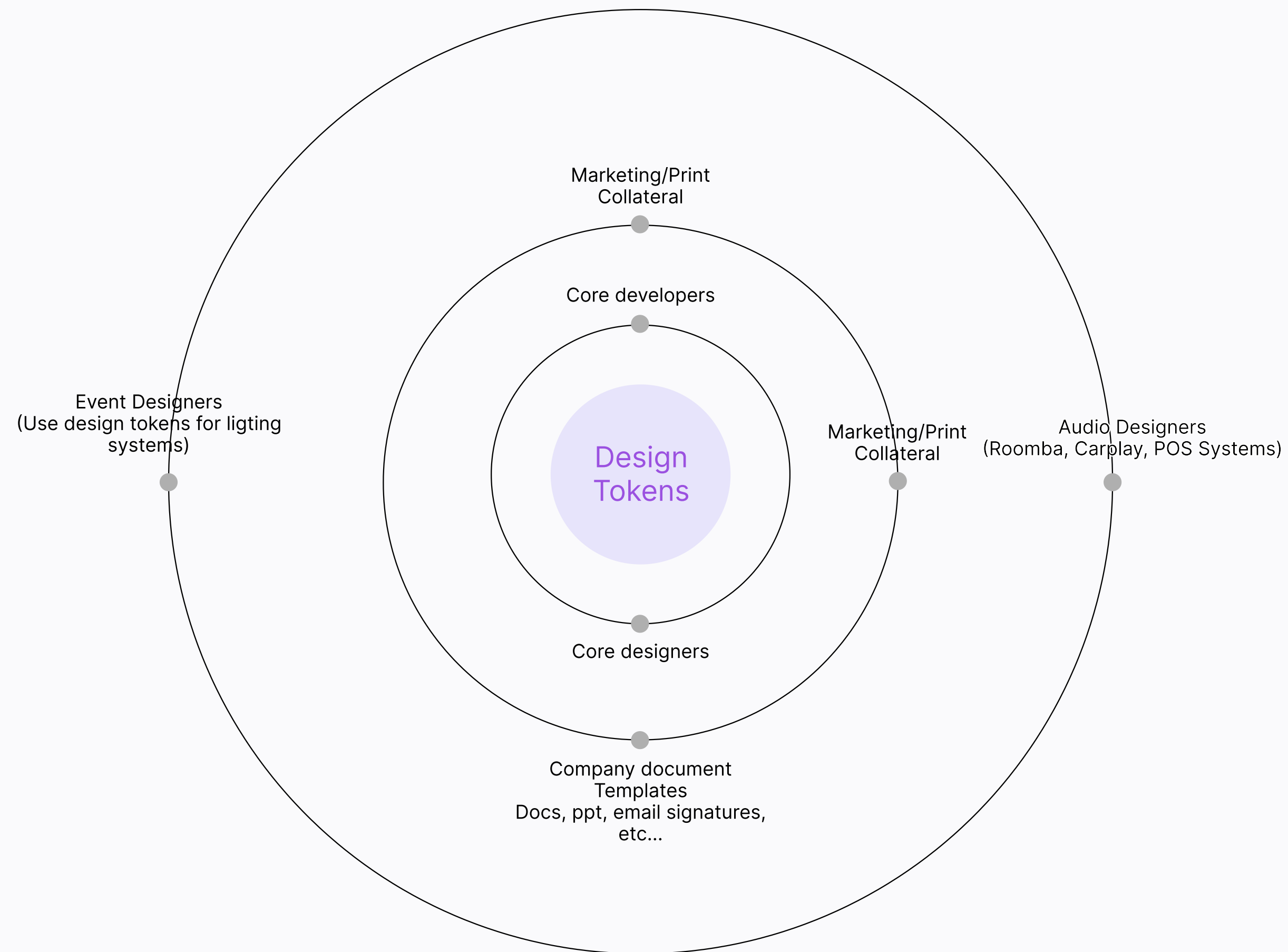
PART-TIME JOBS

Should Freelancers Ever Work for Free?

<https://bradfrost.com/blog/post/creating-themeable-design-systems/>



Beyond digital products



👏 Thanks to @AdamSedwick, @calebwilliams12 and @vlh for their thorough research on the subject.

5.

Demo of a design API

Shoukran 🙏

@chuckn0risk • louis@specifyapp.com