

# UI DESIGN

# PARA WEB

16.1

CURSO ONLINE CRIADO POR  
**THIAGO BARCELOS**

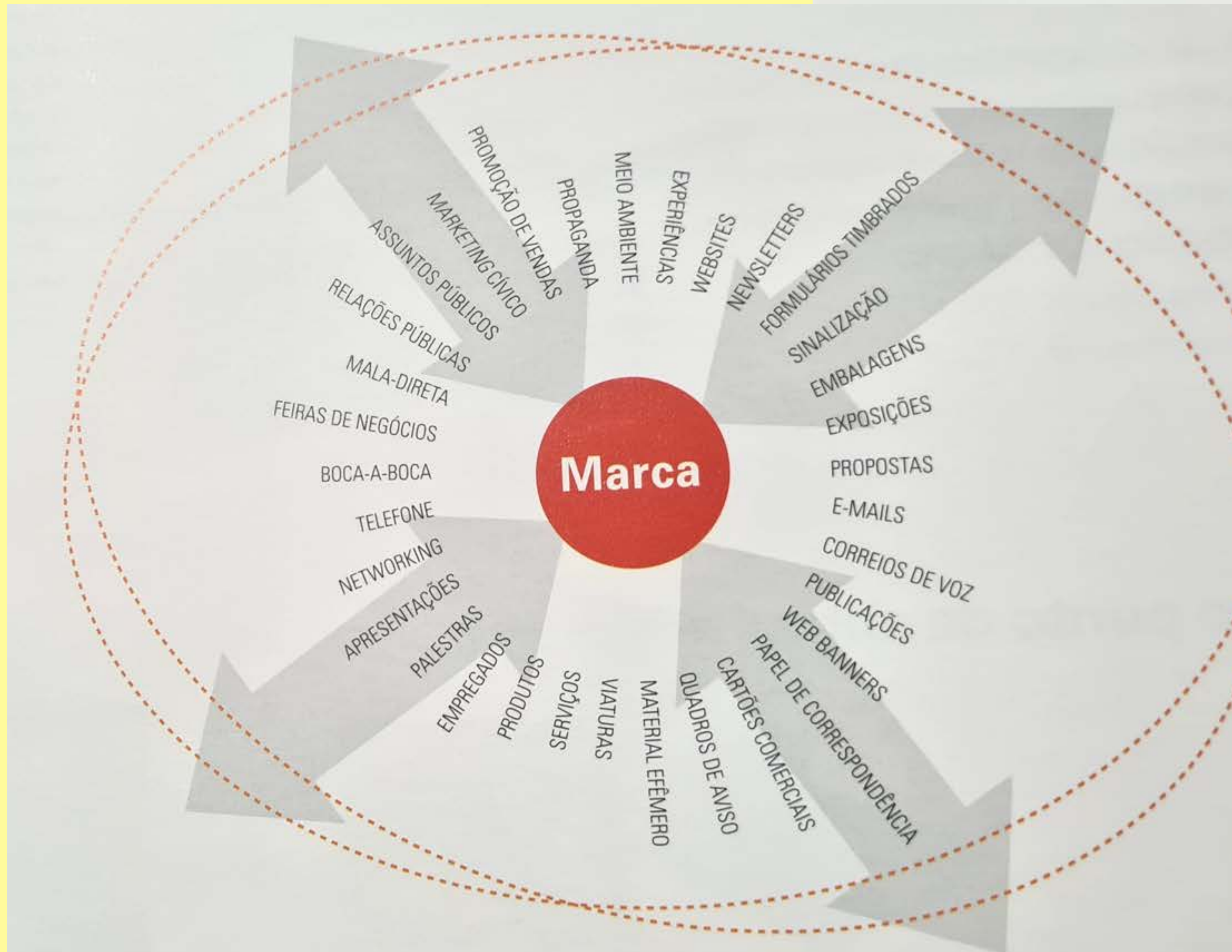
**IBCC**  
escola  
britânica  
de artes  
criativas

**Módulo #16**

# **Documentação e guias de estilo**

# DOCUMENTAÇÃO E GUIAS DE ESTILO

# Marca



Kubota

IBM



CTW

Mobil

OSL

DELL <sup>TM</sup>

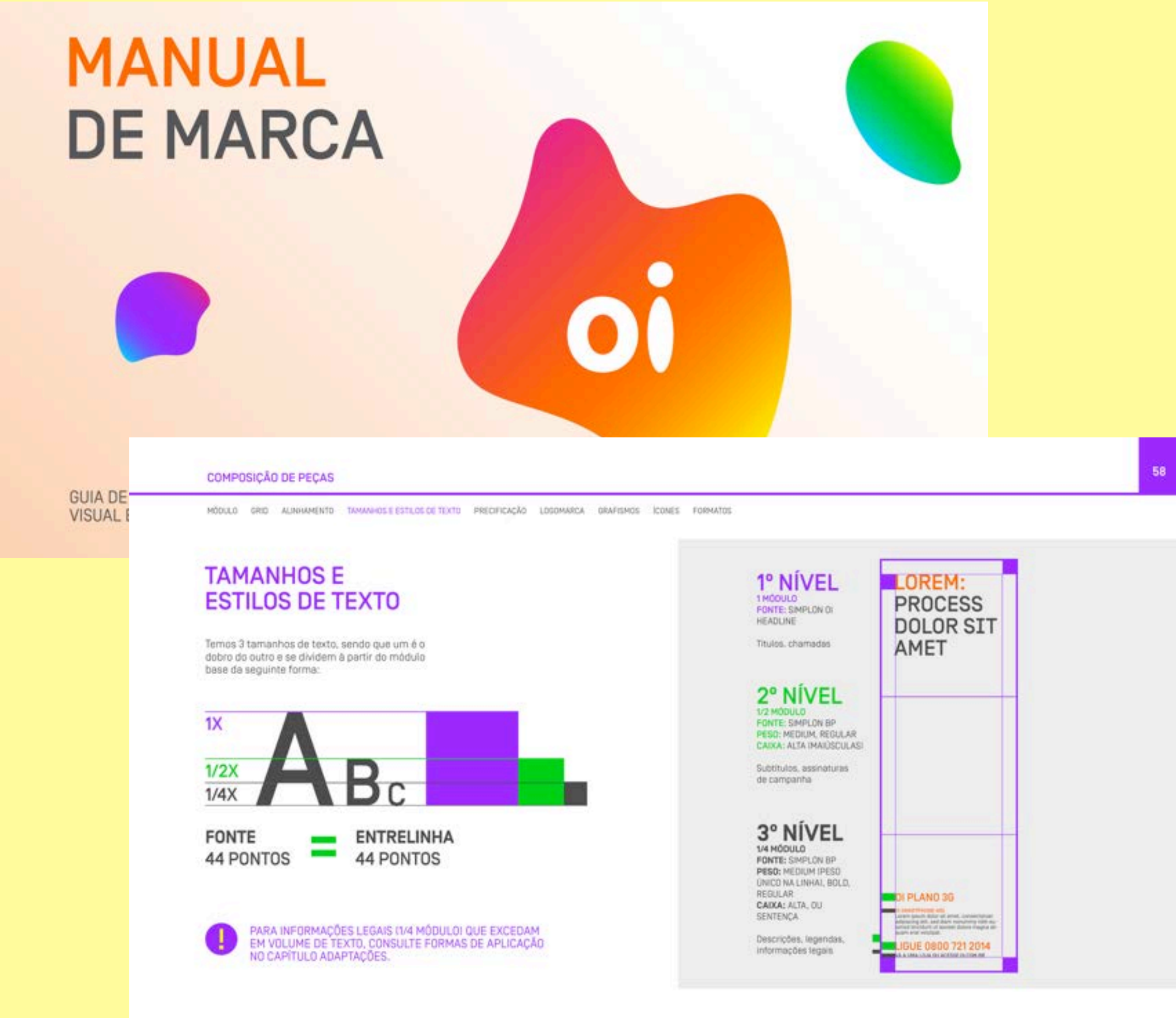
BRAUN

**MANUAIS**

**DE MARCA**



# Manual de marca





1. Landing Page V3



Support Hover



3. Product Tour



4. Main Feature 1



5. Main Feature 2



6. Main Feature 3



10. Understand B...



9. Activity Page T...



32. Terms &amp; Policy



31. Partners



7. Pricing-expand...



25. Webinars 1



26. Webinars 2



21. Mindbody Mig...



11. Boutique Servi...



8. Enterprise



Developer Resour...



Mindbody Compa...



About Zingit



Careers



2. Request a Demo



12. Upgrade Form



27. Keep me Infor...

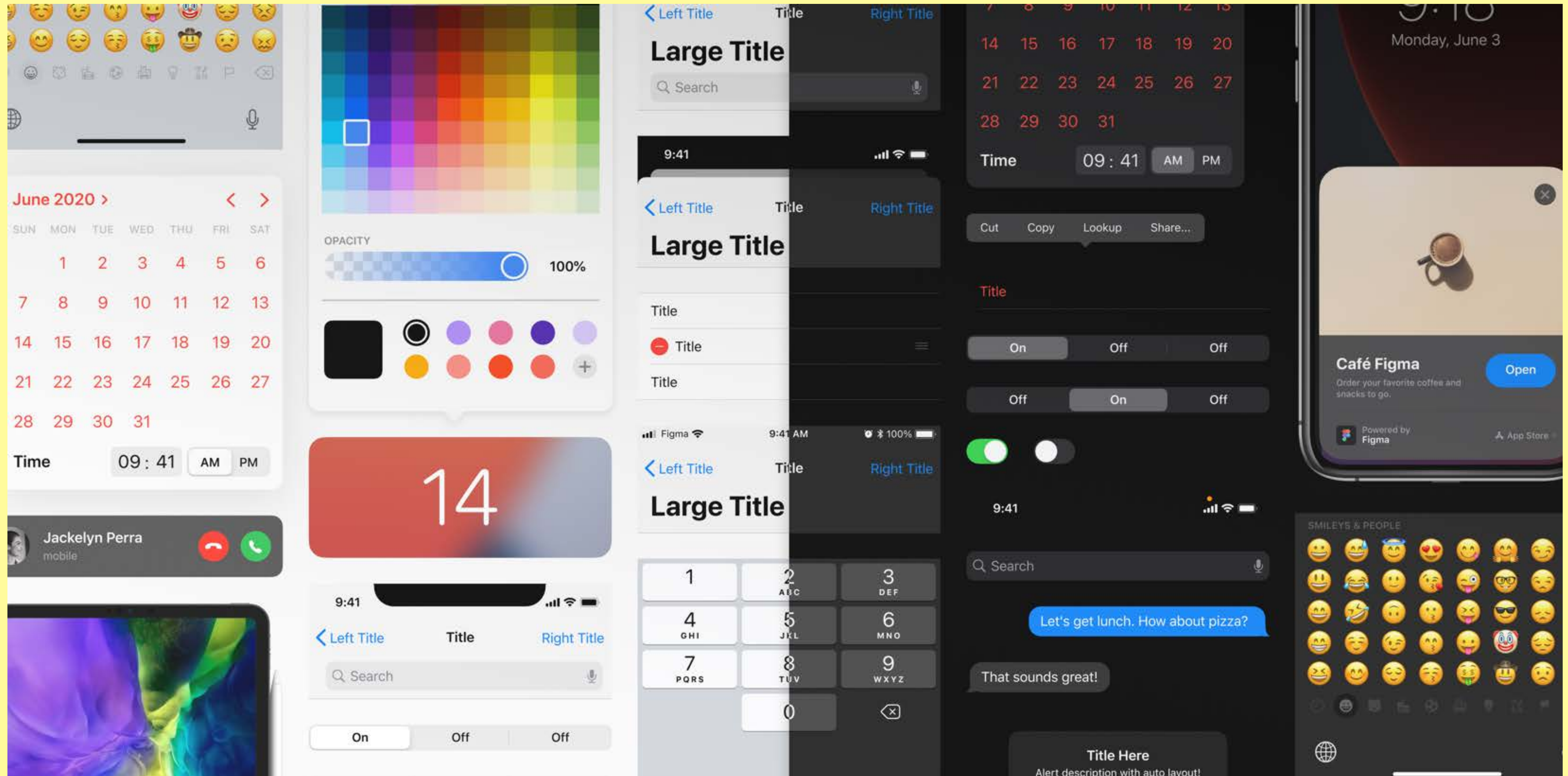


18. Support Center





# UI Kit





21  
sunny



Button text

5  
4  
3  
2

ton text

**4.4** ★

32 reviews

5 ★

4 ★

3 ★

2 ★

1 ★

ton text

**4.4** ★

32 reviews

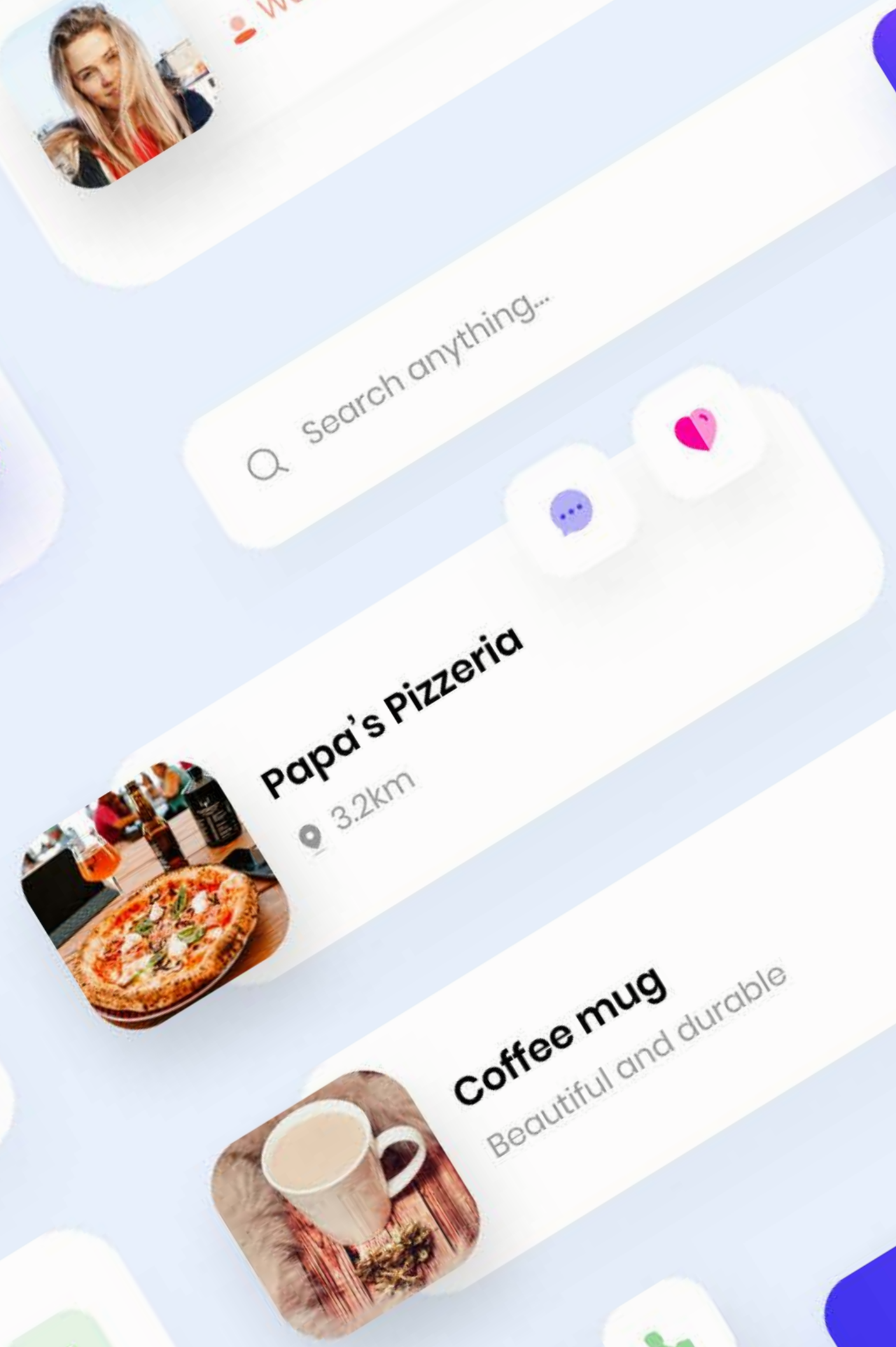
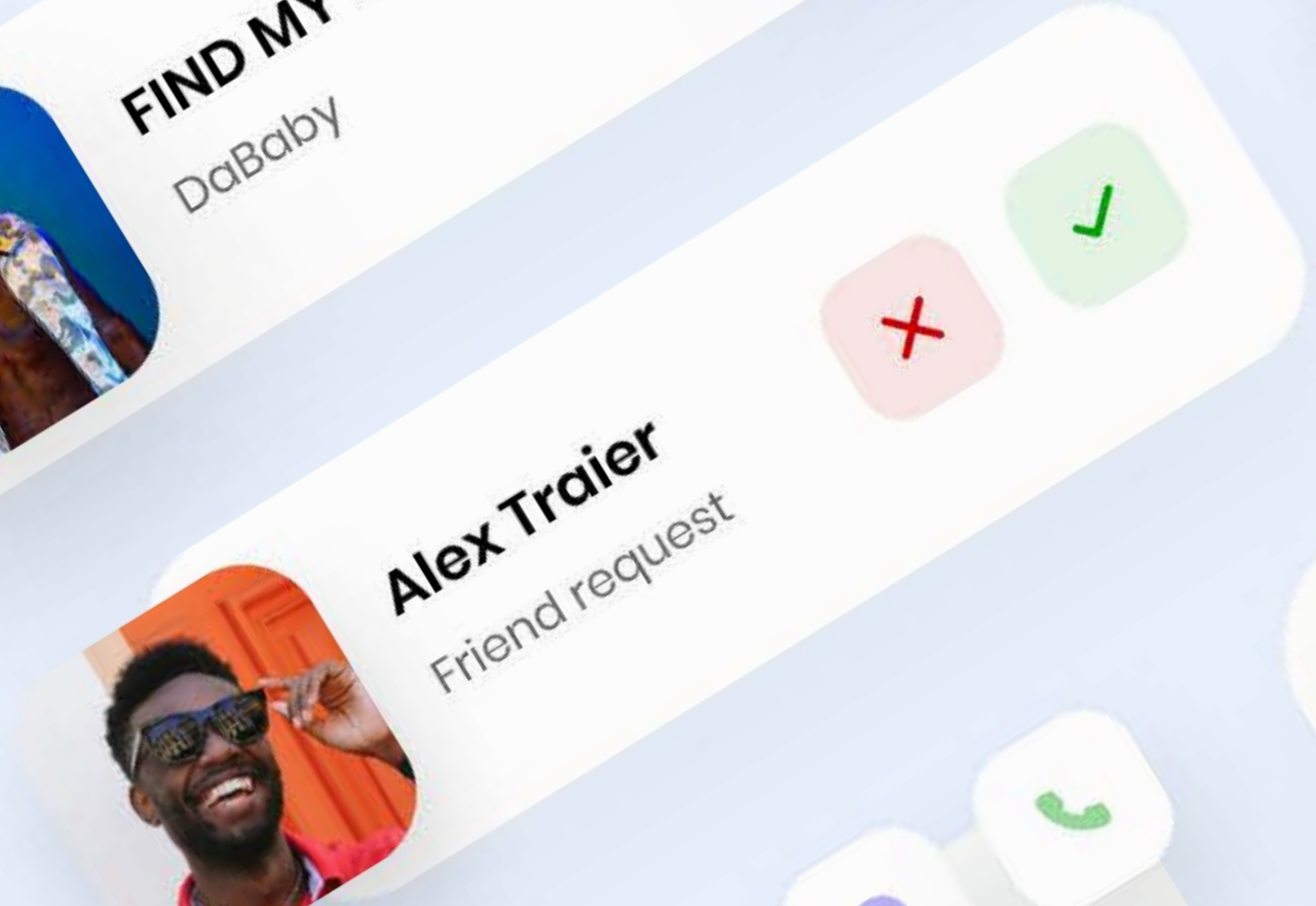
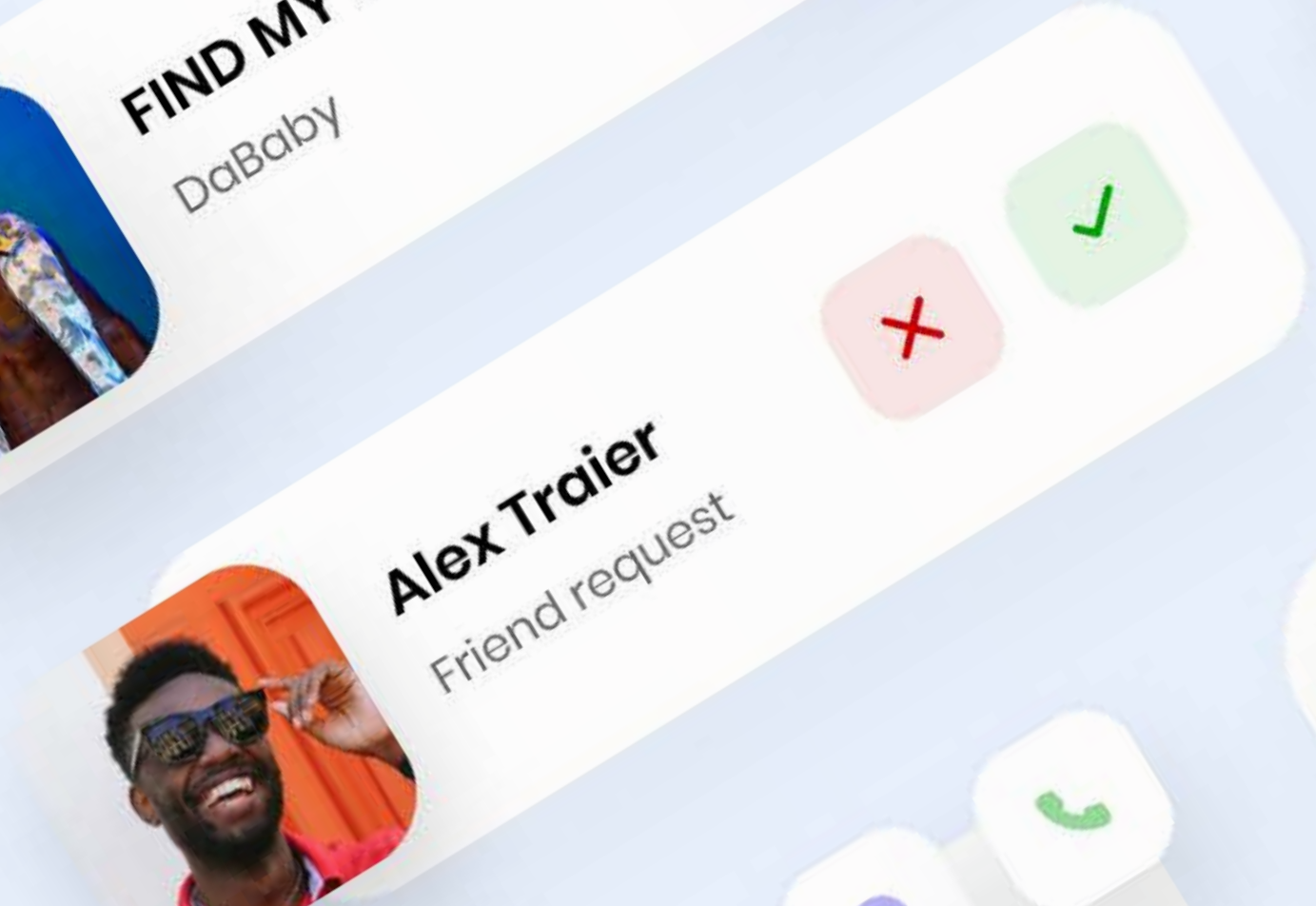
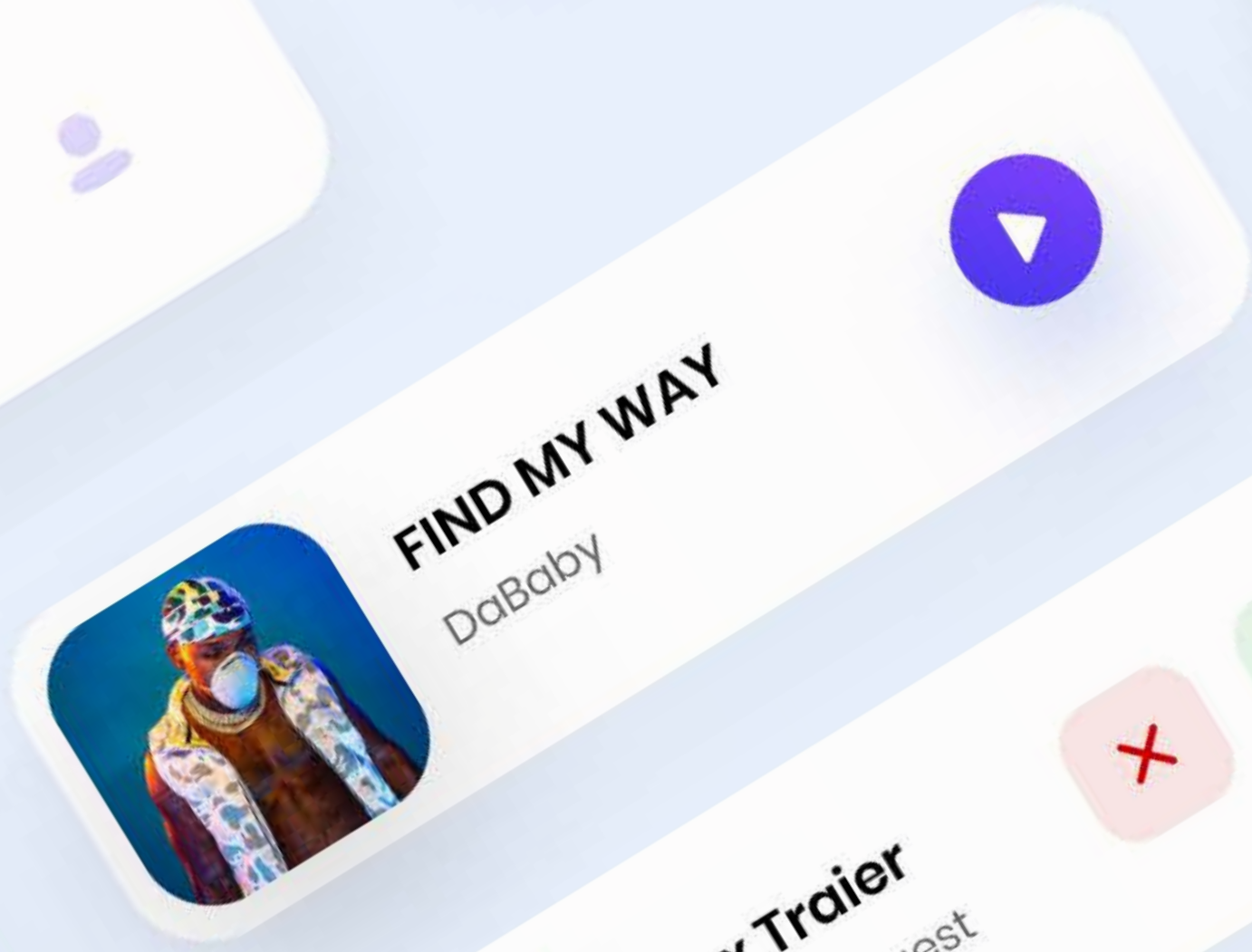
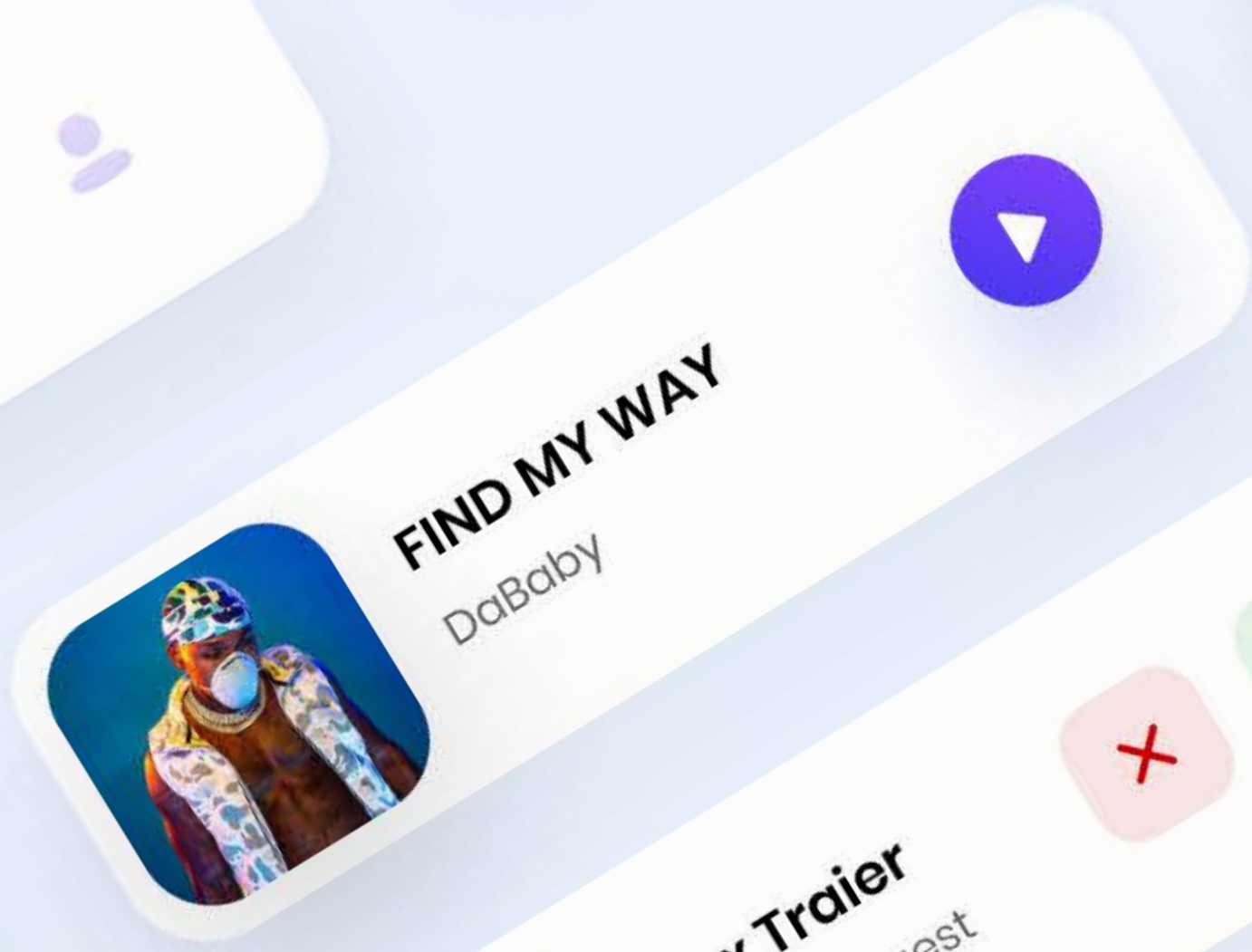
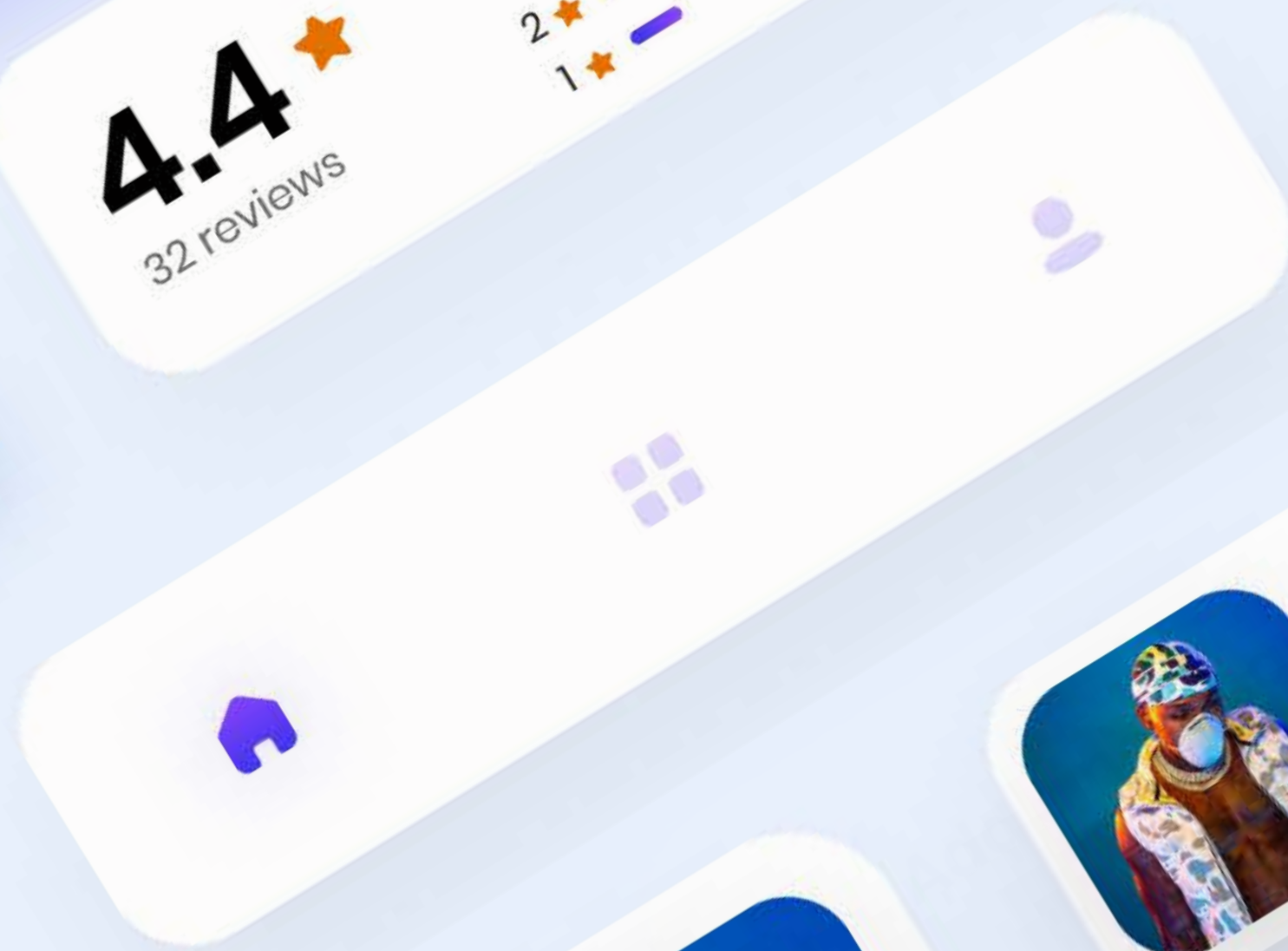
5 ★

4 ★

3 ★

2 ★

1 ★



A collage of various app icons and interface elements. At the top left is a circular profile picture of a woman with blonde hair. Below it is a white search bar with a magnifying glass icon and the text "Search anything...". To the right of the search bar are two small, rounded square icons: one with a purple speech bubble and three dots, and another with a pink heart. Below these is a large white rounded rectangle containing a square icon of a pizza on a wooden board, with a location pin icon and the text "3.2km" next to it. Below the pizza icon is another white rounded rectangle containing a square icon of a white coffee mug on a wooden surface. To the right of the coffee mug icon is the text "Coffee mug" in a bold, black font, followed by the text "Beautiful and durable" in a smaller, regular black font. The background is a light blue gradient with various white and colored rounded shapes.

A collage of various app icons and interface elements. At the top left is a circular profile picture of a woman with blonde hair. Below it is a white search bar with a magnifying glass icon and the text "Search anything...". To the right of the search bar are two small, rounded square icons: one with a purple speech bubble and three dots, and another with a pink heart. Below these is a large white rounded rectangle containing a square icon of a pizza on a wooden board, with a location pin icon and the text "3.2km" next to it. Below the pizza icon is another white rounded rectangle containing a square icon of a white coffee mug on a wooden surface. To the right of the coffee mug icon is the text "Coffee mug" in a bold, black font, followed by the text "Beautiful and durable" in a smaller, regular black font. The background is a light blue gradient with various white and colored rounded shapes.



Papa's Pizzeria  
3.2km

**Coffee mug**  
Beautiful and durable

\$7.99

Papa's Pizzeria  
3.2km

**Coffee mug**  
Beautiful and durable

\$7.99

Papa's Pizzeria  
3.2km

**Coffee mug**  
Beautiful and durable

\$7.99

Button text

4.4   
32 reviews

4.4   
32 reviews

A white rounded square card is centered on a light blue background. On the card, there is a yellow sun icon with rays at the top. Below it, the number '27' is written in a large, bold, black font, followed by a small degree symbol '°'. Underneath the number, the word 'sunny' is written in a smaller, black, sans-serif font. The card is slightly tilted to the right.A white rounded square card is centered on a light blue background. On the card, there is a yellow sun icon with rays at the top. Below it, the number '27' is written in a large, bold, black font, followed by a small degree symbol '°'. Underneath the number, the word 'sunny' is written in a smaller, black, sans-serif font. The card is slightly tilted to the right.



**DOCUMENTAÇÃO  
DE DIRETRIZES E  
PADRONIZAÇÕES**



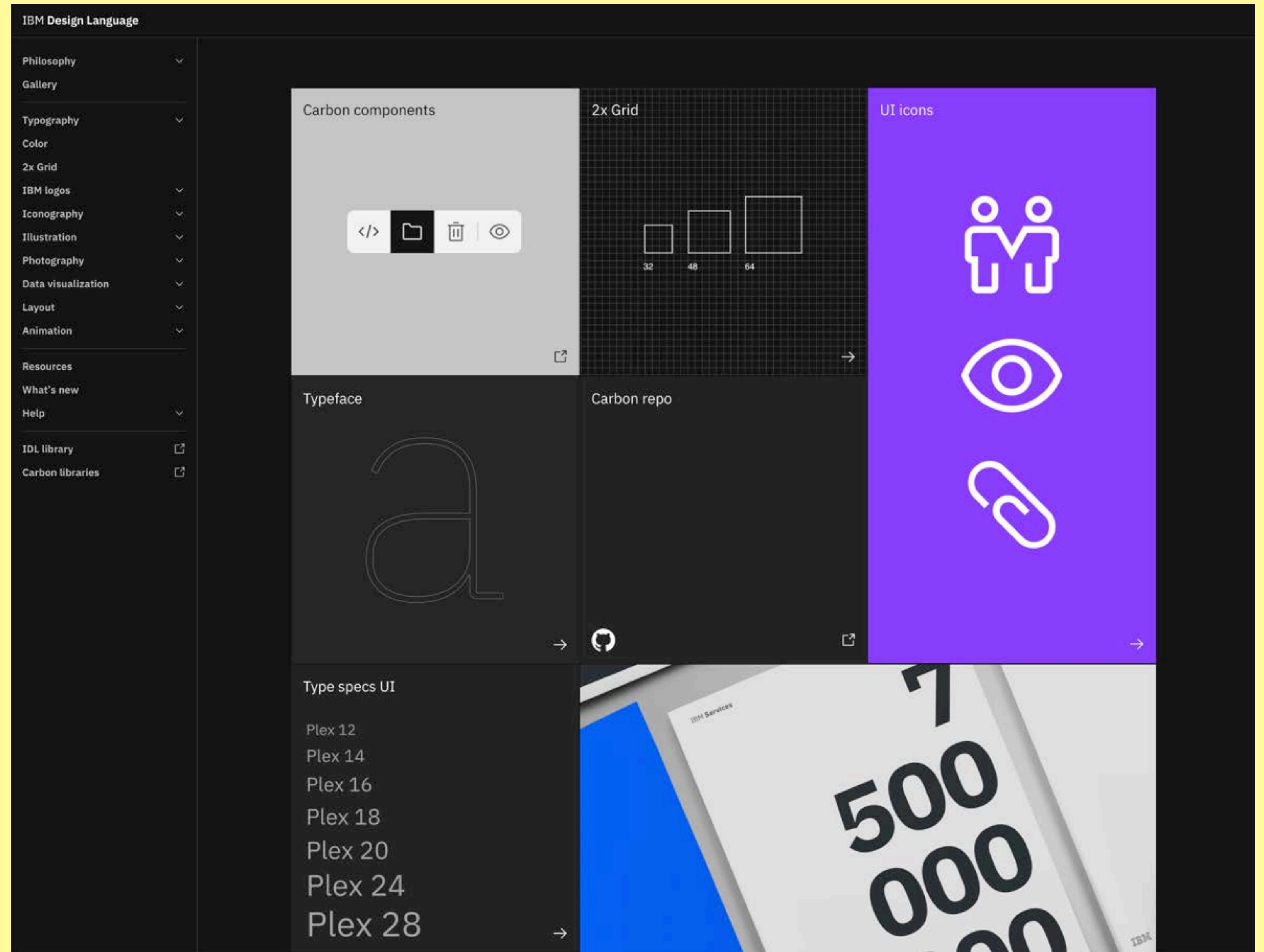
**"O controle de consistência e integridade de um sistema de identidade de marca é facilitado por padronizações e diretrizes inteligentes que sejam de fácil acesso a todos os participantes internos e externos responsáveis pelas comunicações da marca."**

Alina Wheeler, 2008

# **INSTRUMENTO DE GESTÃO DE MARCA**



# IBM Design Language



**PRA  
QUEM?**



**COLABORADORES  
INTERNOS E  
EXTERNOS**

# SETE CARACTERÍSTICAS E BENEFÍCIOS



**1. Consolidam o  
gerenciamento  
da marca em  
um só lugar**

**2. Deve ser clara e  
fácil de entender,  
educativa e  
eficiente**

**3. Devem dispor de  
informações  
precisas e  
detalhadas**



**4. Constroem o  
envolvimento  
com a marca**

**Captam o espírito  
do programa e  
incluem “o que a  
marca significa”**

**Falam sobre o  
significado da  
identidade**



**5. Indicam os pontos  
de referência para  
responder demais  
questões**

**6. Equilibram  
consistência e  
flexibilidade**

**Flexíveis na  
manutenção**



**Guiados por  
banco de dados  
e não por PDF**

**7. Oferecem retorno  
positivo nos  
investimentos  
aplicados**

# COMPONENTES DE UM GUIA DE ESTILO (STYLE GUIDE)

# Princípios e filosofia da marca

## Brand Characteristics



### Transparent

We want our merchants to feel **fully in control of their finances**, so we ensure that every aspect of our offering is fair and transparent.

This means **no hidden** or **misleading fees**, **no contractual lock-ins** and **no confusing small print**.



### Progressive

We're forward-thinking problem solvers, but we always **strive for simple solutions**.

By making it easier for merchants to remain on the cutting edge and accept new payment methods, we help them rise to the challenges of an **ever-changing business landscape**.



### Inclusive

We **create intuitive products and services that improve the lives of our merchants** - no matter how old they are, where they live or how much revenue they generate.

By **prioritising the needs of businesses traditionally neglected by the financial sector**, we ensure that everyone can afford, understand and enjoy using our products.



### Anticipating

We form long-lasting partnerships with our merchants by inviting their feedback and **getting to know** their businesses.

By maintaining meaningful dialogue with our customers, we're able to **foresee their needs and quickly respond to any change** in their circumstances.



### Trusted

We earn our merchants' trust by **always acting in their best interest**.

At every stage of the merchant journey - from acquisition campaigns to customer support - **we uphold SumUp's integrity and reliability**.

## Product Design Principles

Transparent.

**I'm in control.**

Progressive.

**Surprisingly simple and fast.**

Inclusive.

**I can use it everywhere.**

Anticipating.

**It knows what i need.**

Trusted.

**It always works.**



# Elementos de identidade da marca

## Variações do logo

**Modern Ink** (veja a seção de cores) é a cor escolhida para o nosso logo. Em casos especiais, por exemplo, em produtos de merchandising, o logo da SumUp pode ser impresso em **877C** para ter um efeito metálico. Não crie versões alternativas do logo com qualquer outra cor.

**SumUp Sky Blue** é o nosso azul corporativo. Quando o logo da SumUp aparece em um fundo de uma só cor, o Sky Blue deve ser a 1ª opção de cor para ele. Por exemplo, esta deveria ser a cor que aparece no final de um vídeo de animação.

Se essa cor não combinar com os tons do vídeo, cores neutras como Modern Ink e Space Grey podem ser boas alternativas. Usar o logo com cores sólidas em um fundo **Anti-Flash White** também é considerado apropriado na maioria dos casos.

Logo completo SumUp em cores



Em todos os materiais de marketing, on e off-line, e também nas carcaças dos produtos.  
Cor do logo: Modern Ink (Pantone 433C)

Exceções para necessidades do marketing, como em produtos de merchandising.  
Cor do logo: Silver Effect (Pantone 877C)

Logo completo SumUp em branco invertido nos fundos de cores prioritárias da marca



Cor de fundo: SumUp Sky Blue  
Usar em: embalagens, vídeos, materiais com mensagens de marca.

Cor de fundo: Modern Ink  
Esse caso permite flexibilidade para desenhar interfaces, vídeos e produtos de merchandising.

Cor de fundo: Space Grey  
Uma alternativa para frames finais de vídeos.

# Elementos de identidade da marca

IBM Design Language

Philosophy

Gallery

Typography

Color

2x Grid

IBM logos

8-Bar

Rebus

Iconography

Illustration

Photography

Data visualization

Layout

Animation

Resources

What's new

Help

IDL library

Carbon libraries

# The 8-bar

Created by legendary designer Paul Rand, the basic design of the IBM logo has remained unchanged since 1972. Its consistent, visible use reinforces the IBM brand, makes it more memorable and authenticates the things to which it's applied. It's an essential component of the IBM look—used to lend authority and engender trust wherever it appears. It's our responsibility to protect it.

*Note: The black stripes have been drawn thicker than the white stripes. The black and white should appear to be similar optically.*

The diagram illustrates the construction of the IBM logo using 8 horizontal bars. The bars are arranged in a grid, with the first bar at the top and the eighth bar at the bottom. The bars are drawn thicker than the white spaces between them, ensuring they appear similar optically. The diagram includes numerical labels for each bar's position and width.



# Cores

## Colors

### Primary colors

Black  
(n100)

HEX: 000000  
RGB: 0 0 0

Blue  
(b70)

HEX: 3063E9  
RGB: 48 99 233

White  
(n0)

HEX: FFFFFFFF  
RGB: 255 255 255

### Secondary colors

Semantic colors  
[See usage guidelines](#)

Confirm  
(g80)

HEX: 138849  
RGB: 19 136 73

Notify  
(y80)

HEX: F5C625  
RGB: 245 198 37

Alert  
(r70)

HEX: D23F47  
RGB: 210 363 71

Promotional colors  
[See usage guidelines](#)

Promo-1  
(p80)

HEX: CA58FF  
RGB: 202 88 255

Promo-2  
(o80)

HEX: ED7000  
RGB: 237 112 0

### Special colors

The special colors are used for communicating different hierarchies (eg. typography) and for indicating distinct interactive states (eg. UI components).

n80

HEX: 1A1A1A  
RGB: 26 26 26

n70

HEX: 333333  
RGB: 51 51 51

n60

HEX: 666666  
RGB: 102 102 102

n50

HEX: 999999  
RGB: 153 153 153

n40

HEX: CCCCCC  
RGB: 204 204 204

n30

HEX: E6E6E6  
RGB: 230 230 230

n20

HEX: F5F5F5  
RGB: 245 245 245

b90

HEX: 1A368E  
RGB: 26 54 142

b80

HEX: 2548C3  
RGB: 35 75 195

b10

HEX: F0F6FF  
RGB: 240 246 255

r90

HEX: 941618  
RGB: 149 22 24

r80

HEX: B22426  
RGB: 178 36 38

r40

HEX: F5898F  
RGB: 245 137 143

m70

HEX: 7ED8A3  
RGB: 118 216 163

t70

HEX: 20DAE4  
RGB: 45 218 228

## Specifications

Each of the 10 color families have been divided into 10 swatches ranging from light to dark. RGB and HEX values are provided for digital applications along with Pantone® and CMYK values for print.

HEX	RGB	PMS	CMYK	
Red 100			2d0709	Magenta 100
Red 90			520408	Magenta 90
Red 80			750e13	Magenta 80
Red 70			a2191f	Magenta 70
Red 60			da1e28	Magenta 60
Red 50			fa4d56	Magenta 50
Red 40			ff8389	Magenta 40
Red 30			ffb3b8	Magenta 30
Red 20			ffd7d9	Magenta 20
Red 10			fff1f1	Magenta 10
Purple 100			1c0f30	Blue 100



# Tipografia

## Typography

### Aktiv Grotesk

SumUp's web applications use the primary brand font, Aktiv Grotesk. The family is led by Aktiv Grotesk Bold and can be accompanied by the rest of the family.

NAME	TYPEFACE	WEIGHT	SIZE / LINE HEIGHT
Zetta heading	Aktiv Grotesk	Bold	42/48
Exa heading	Aktiv Grotesk	Bold	36/44
Peta heading	Aktiv Grotesk	Bold	28/32
Tera heading	Aktiv Grotesk	Bold	24/32
Giga heading	Aktiv Grotesk	Bold	22/24
Mega heading	Aktiv Grotesk	Bold	19/24
Kilo heading	Aktiv Grotesk	Bold	17/24
Mega subheading	Aktiv Grotesk	Bold	14/18

Carbon Design System

Overview

Productive

Expressive

Code

This is for layout headings.

productive-heading-04

Type: IBM Plex Sans

Size: 28px / 1.75rem

Line-height: 36px / 2.25em

Weight: 400 / Regular

Letter-spacing: 0px

\$productive-heading-04

This is for layout headings.

productive-heading-05

Type: IBM Plex Sans

Size: 32px / 2rem

Line-height: 40px / 2.5em

Weight: 400 / Regular

Letter-spacing: 0px

\$productive-heading-05

This is for layout headings.

productive-heading-06

Type: IBM Plex Sans

Size: 42px / 2.625rem

Line-height: 50px / 3.125em

Weight: 300 / Light

Letter-spacing: 0px

\$productive-heading-06

This is for layout

productive-heading-07

Type: IBM Plex Sans

Size: 54px / 3.375rem

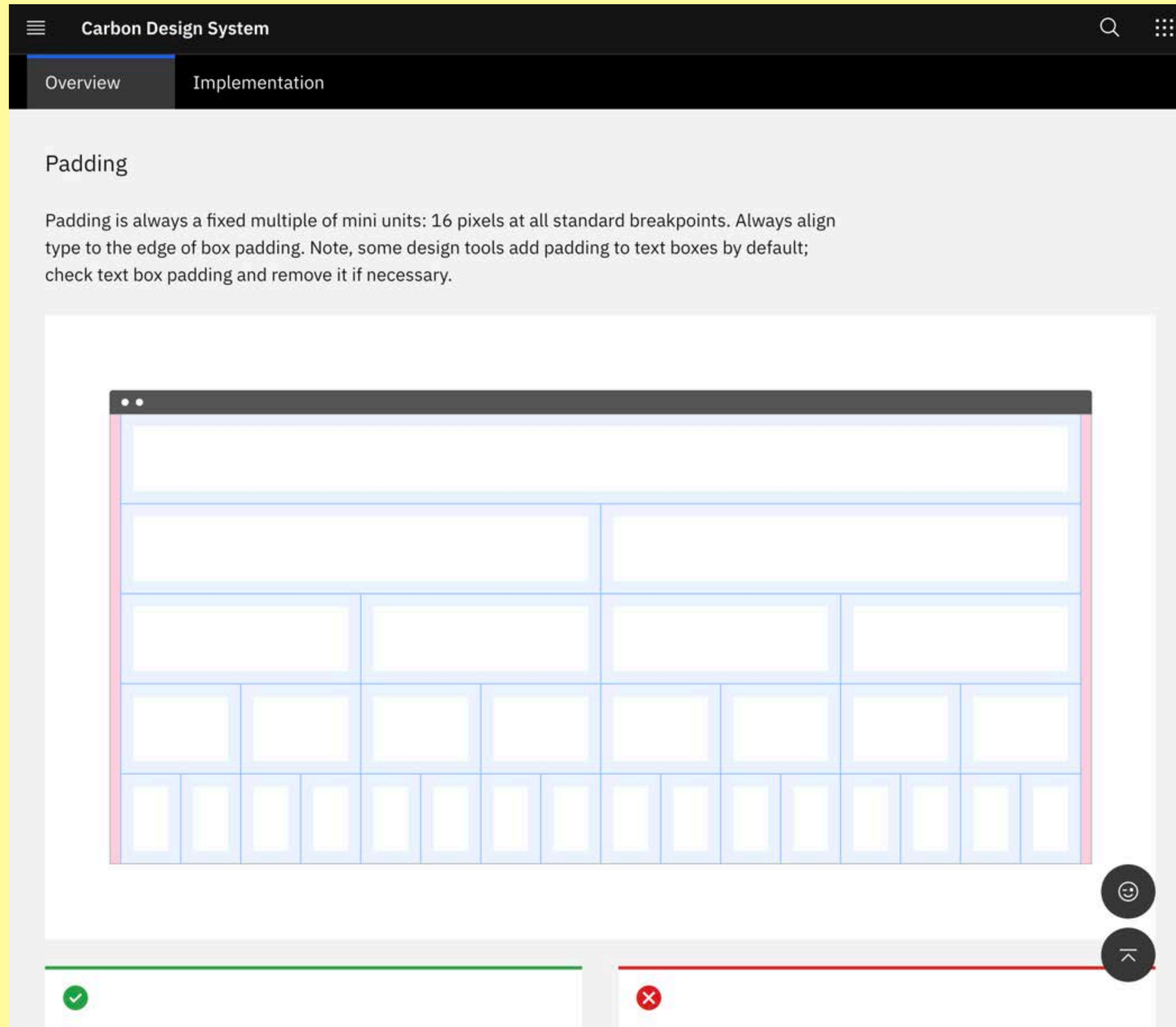
Line-height: 64px / 4em

Weight: 300 / Light

Letter-spacing: 0px

\$productive-heading-07













# Grid







# Iconografia







## Icons 24






### Action
















### Notification









### Misc







LibraryDesignUsageContribute



## Corners

Use a consistent corner radius of 2px for rounded shapes. The 2px radius can be increased by a multiple of two when necessary to make the icon’s metaphor understandable or object shape clearly defined. Use an additional radius to make the metaphor reflect the real form of the object.



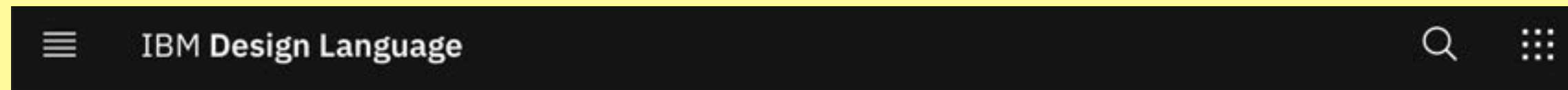


2px4px6pxFull circle



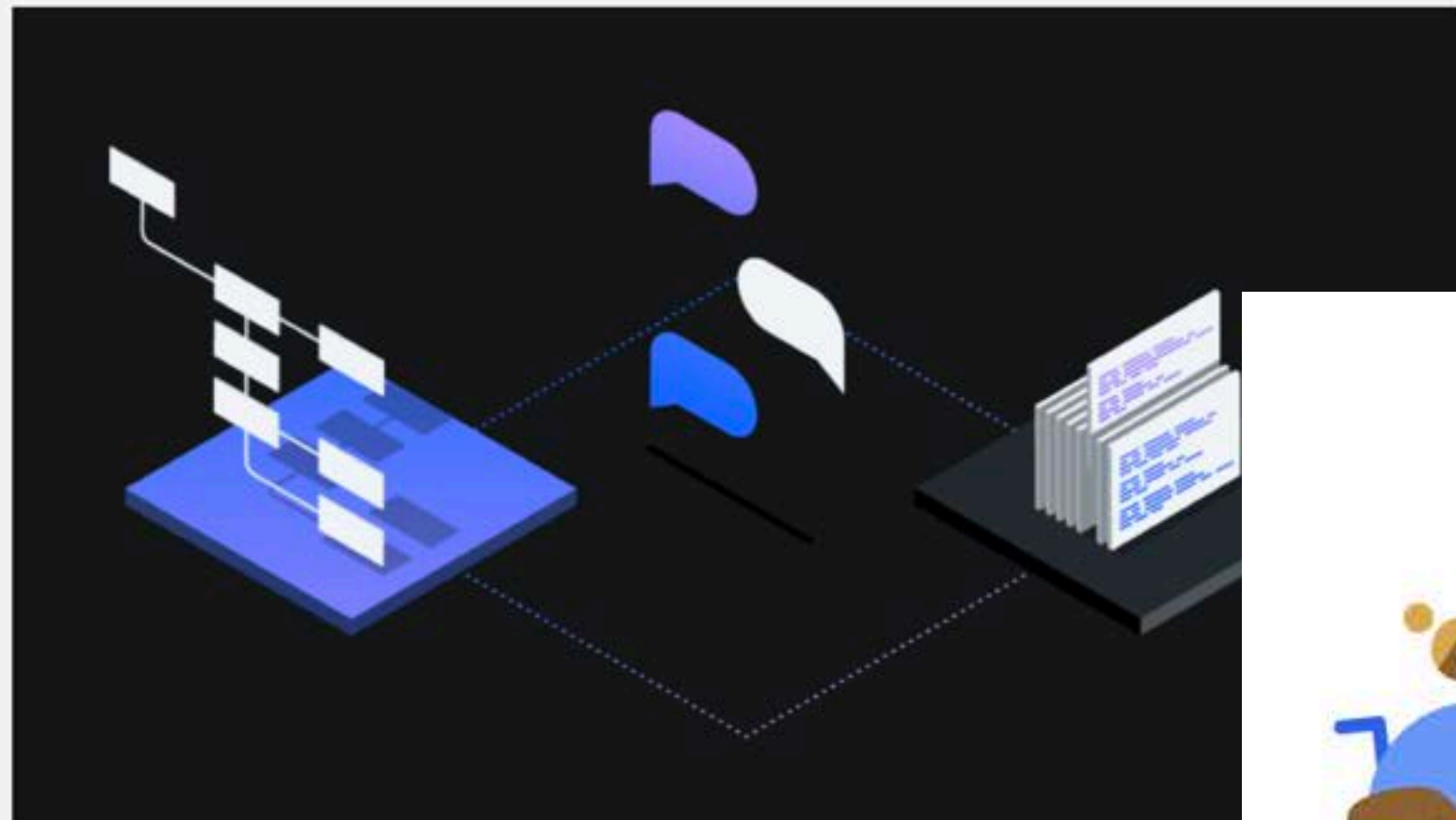


# Ilustrações



## Isometric style

[Isometric style](#) illustrations harness dimension for an added sense of depth and space that helps communicate complex ideas or processes in interesting ways.





# Animações

Not all  
encryption  
is equal

## Talking

When a character talks, we switch between 3 shapes to make the mouth move. The semi circle remains the starting and finishing shape.

This talking animation can be created by using a slider expression control together with Time Remapping.



## Closeups

In closeups, mouths are more detailed

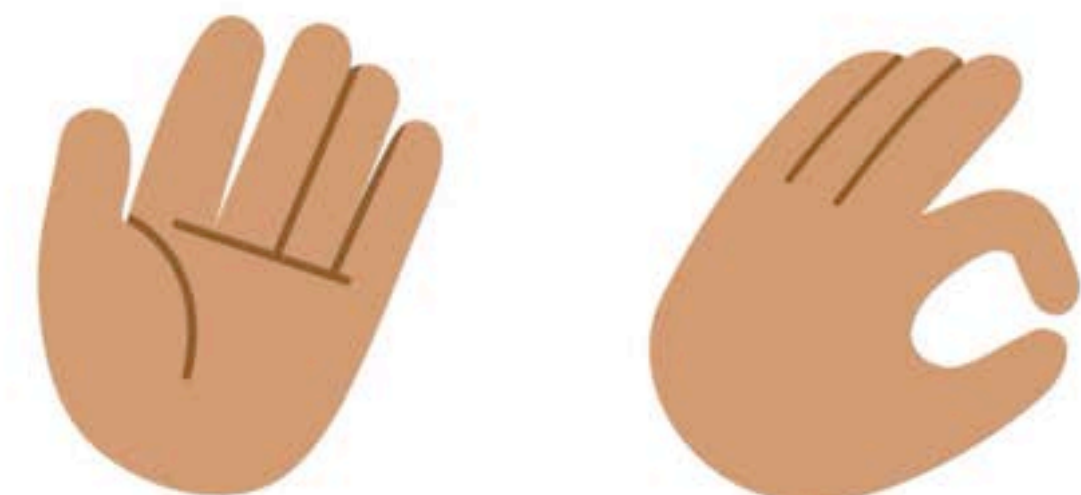
## Speech bubble

They can be used to help telling a story

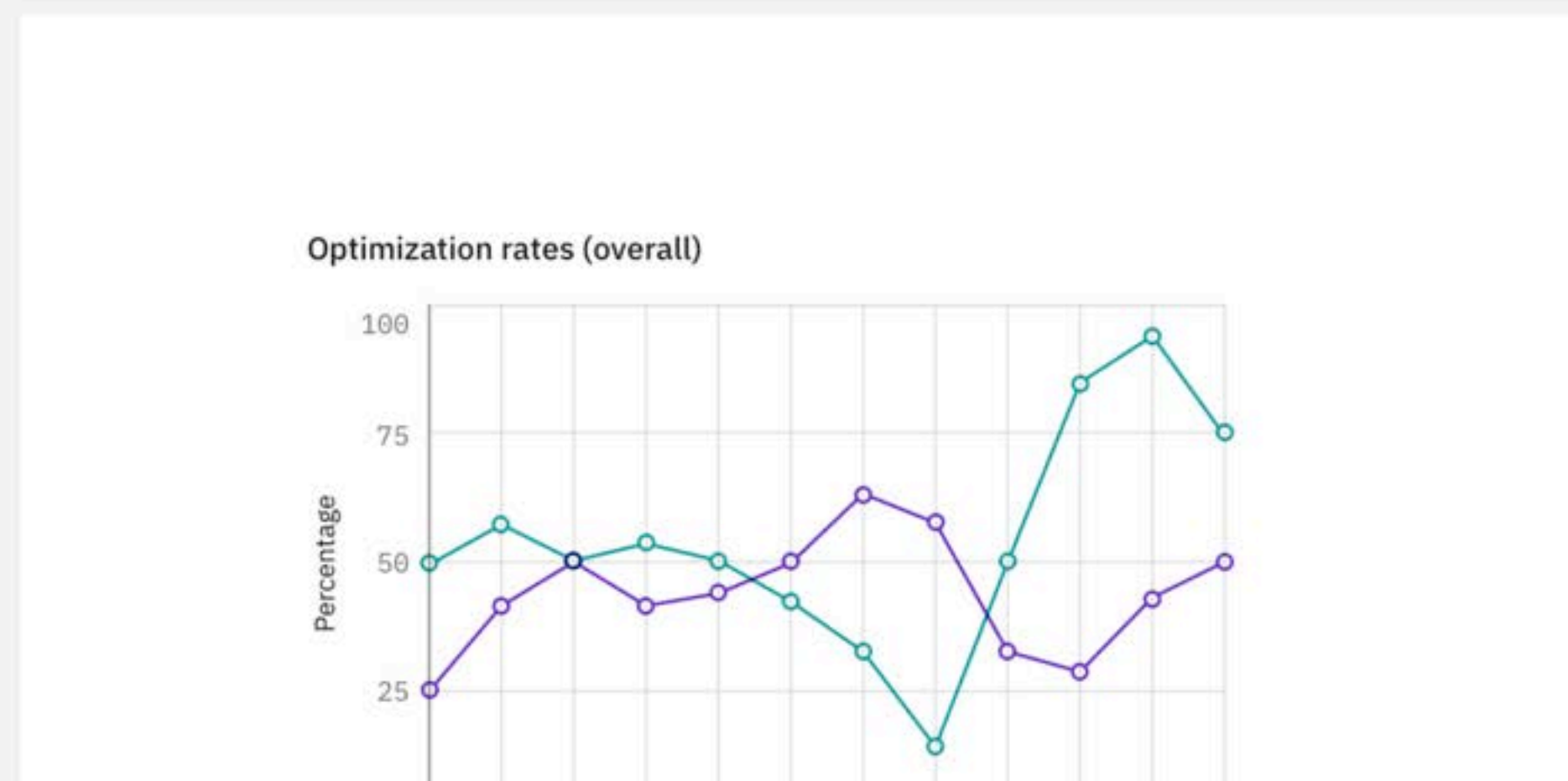
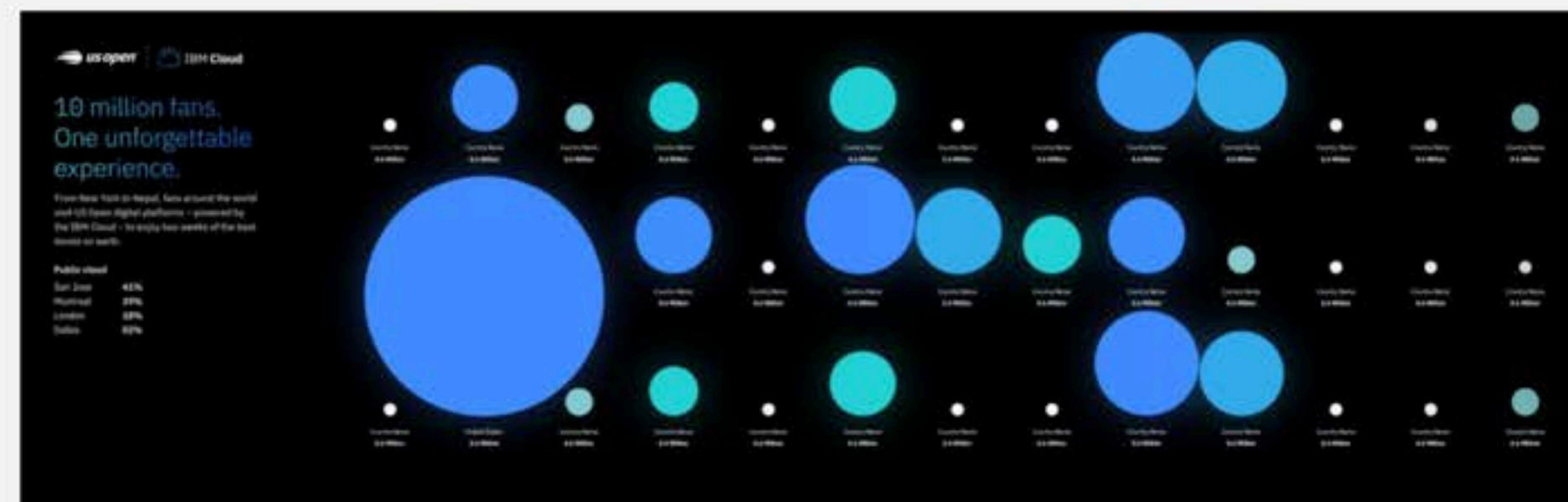
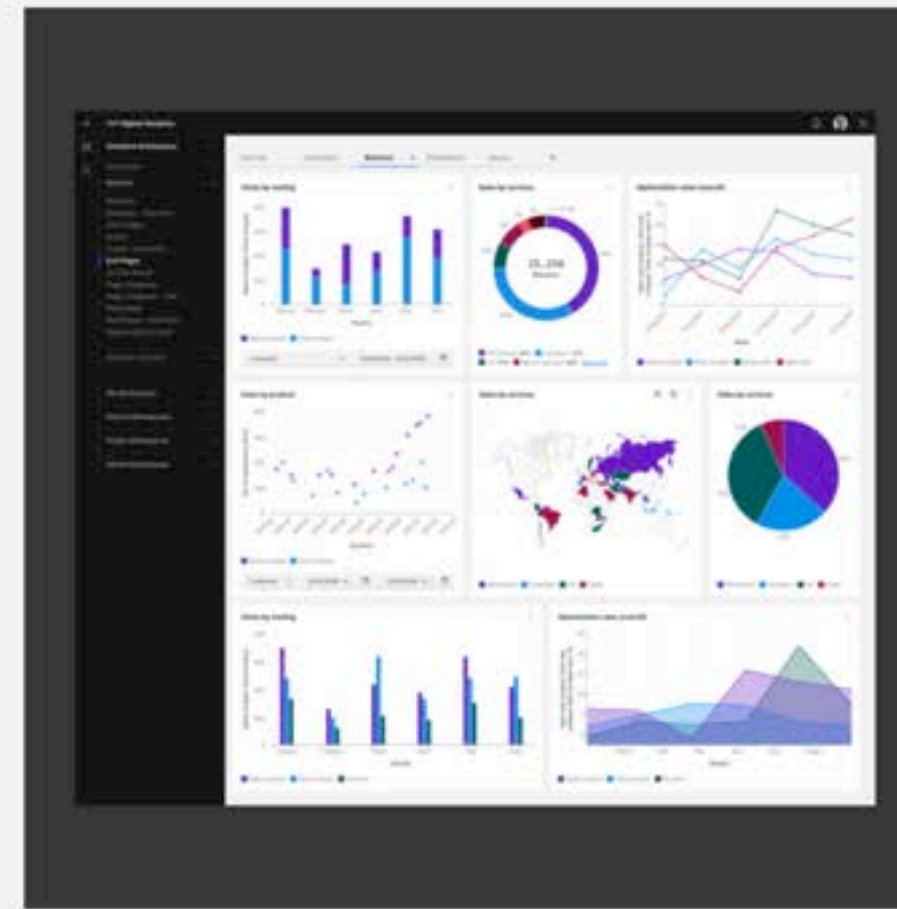
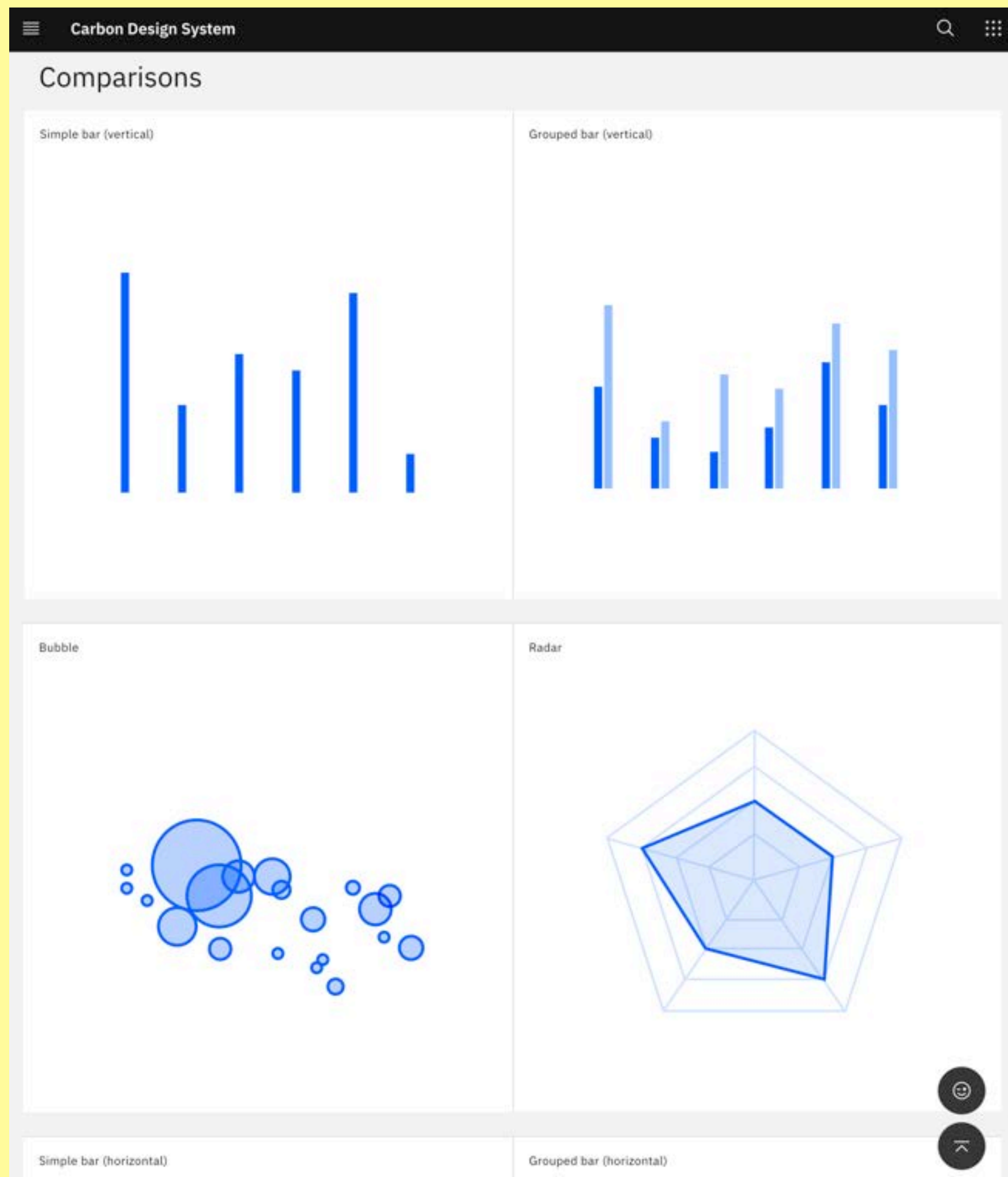


## Hands

They remain simple, friendly and natural. Hand gestures are used to share emotions or give sense to an animation.

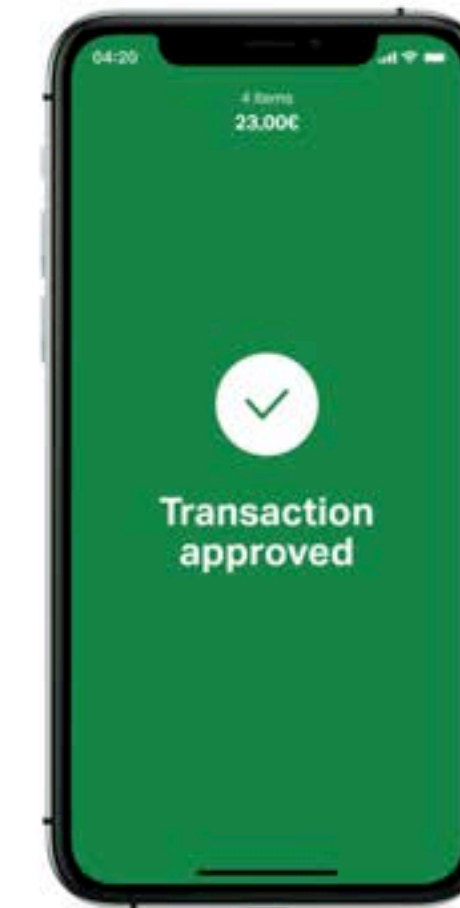
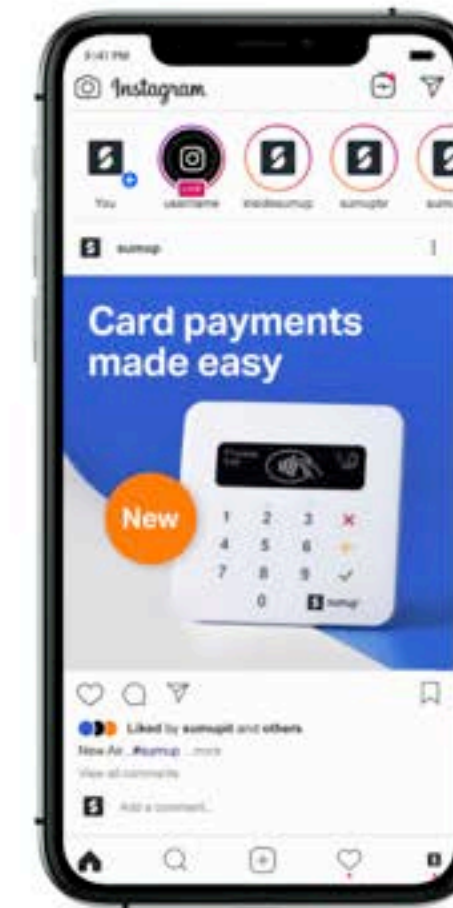
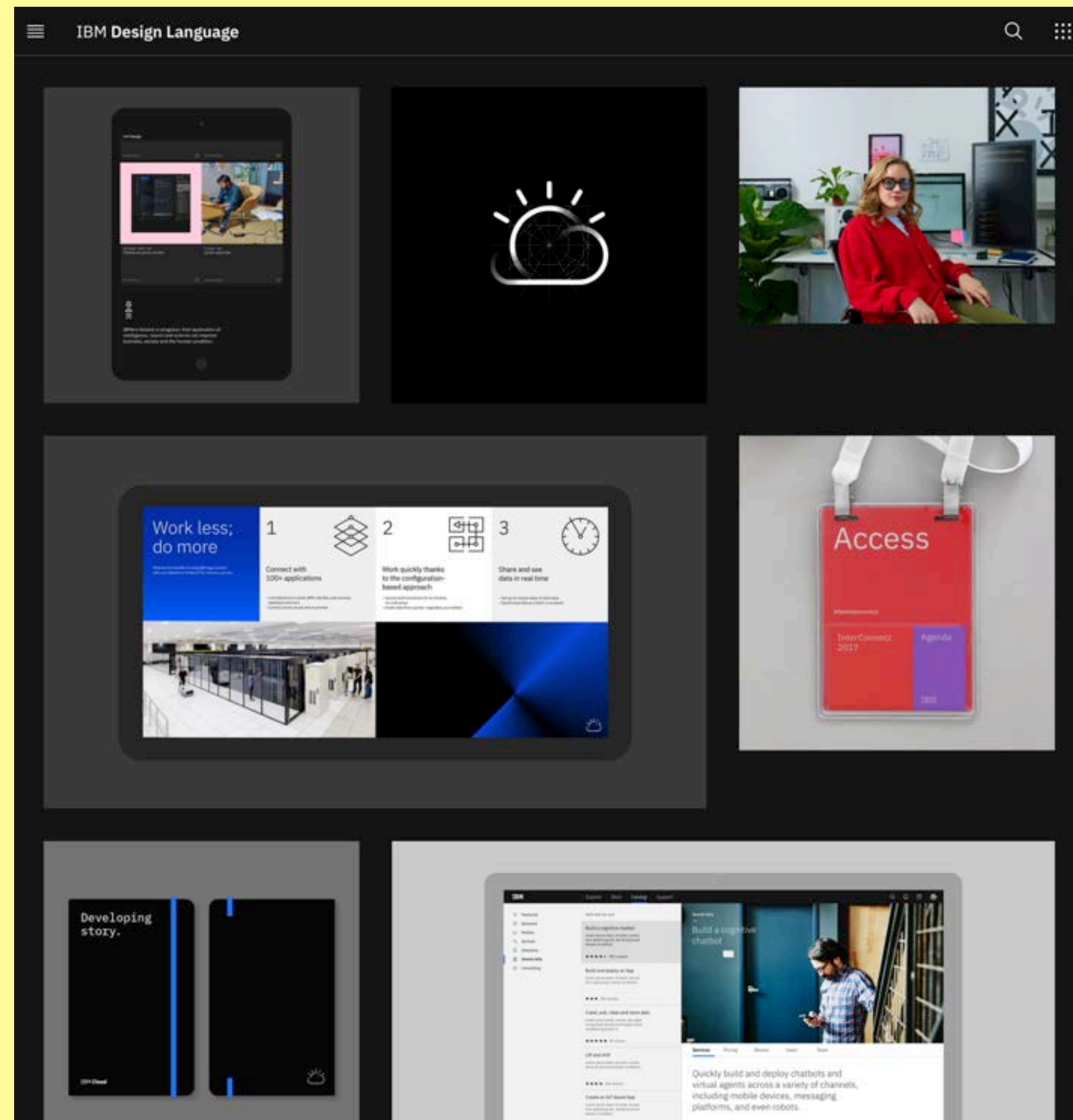


# Visualização de dados





# Exemplos (Galeria)



# Recursos (Downloads)

## Libraries, Templates & Downloads

- [Font Package](#)
- [Colour palette for Adobe CC](#)
- [Colour library in Figma](#)
- Iconography Library
- Illustration Library
- Presentation template

## Commerce

Account

Apple

Basketball

Download SVG

bat

## Iconography

IBM icons (16px, 20px) library	IBM icons (24px, 32px) library
IBM icons (.ai and .svg)	IBM app icon master
IBM app icon builder	IBM app icon template (.ai)
	ZIP
Public app store graphics (.png)	IBM pictogram master



# Biblioteca de padrões e componentes

## Guidelines

### Types & variants



The **primary button** should be used for the most important actions. There should always be just one primary button visible at a time on the screen.



The **secondary button** should be used for secondary actions to compliment a primary action, or when multiple actions of equal importance are required.



The **tertiary button** should be used for supportive actions, and can be paired with the primary or the secondary button.



For the **descriptive button**, change the color Blue or Black within the primary, secondary or tertiary button to Alert.



## Specifications

### Giga



Primary + secondary button (content center aligned)



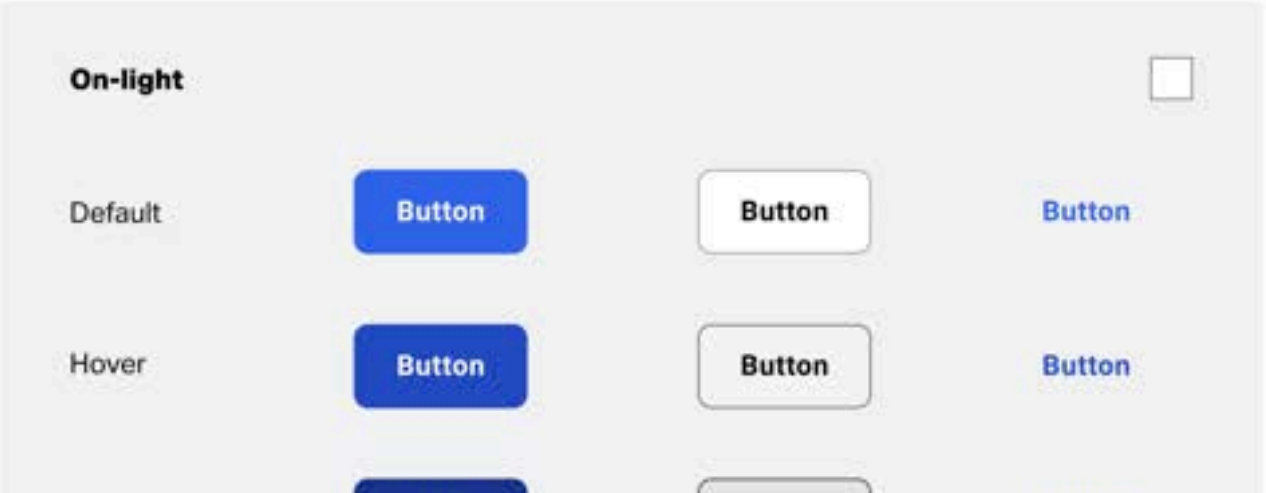
Tertiary button

### Kilo



Primary, secondary, tertiary button

### States



# Ajuda

- FAQ
- Pontos de contato
- Repositórios externos
- Links úteis em geral

BCA escola  
britânica  
de artes  
criativas



# UI DESIGN

# PARA WEB

16.3

CURSO ONLINE CRIADO POR  
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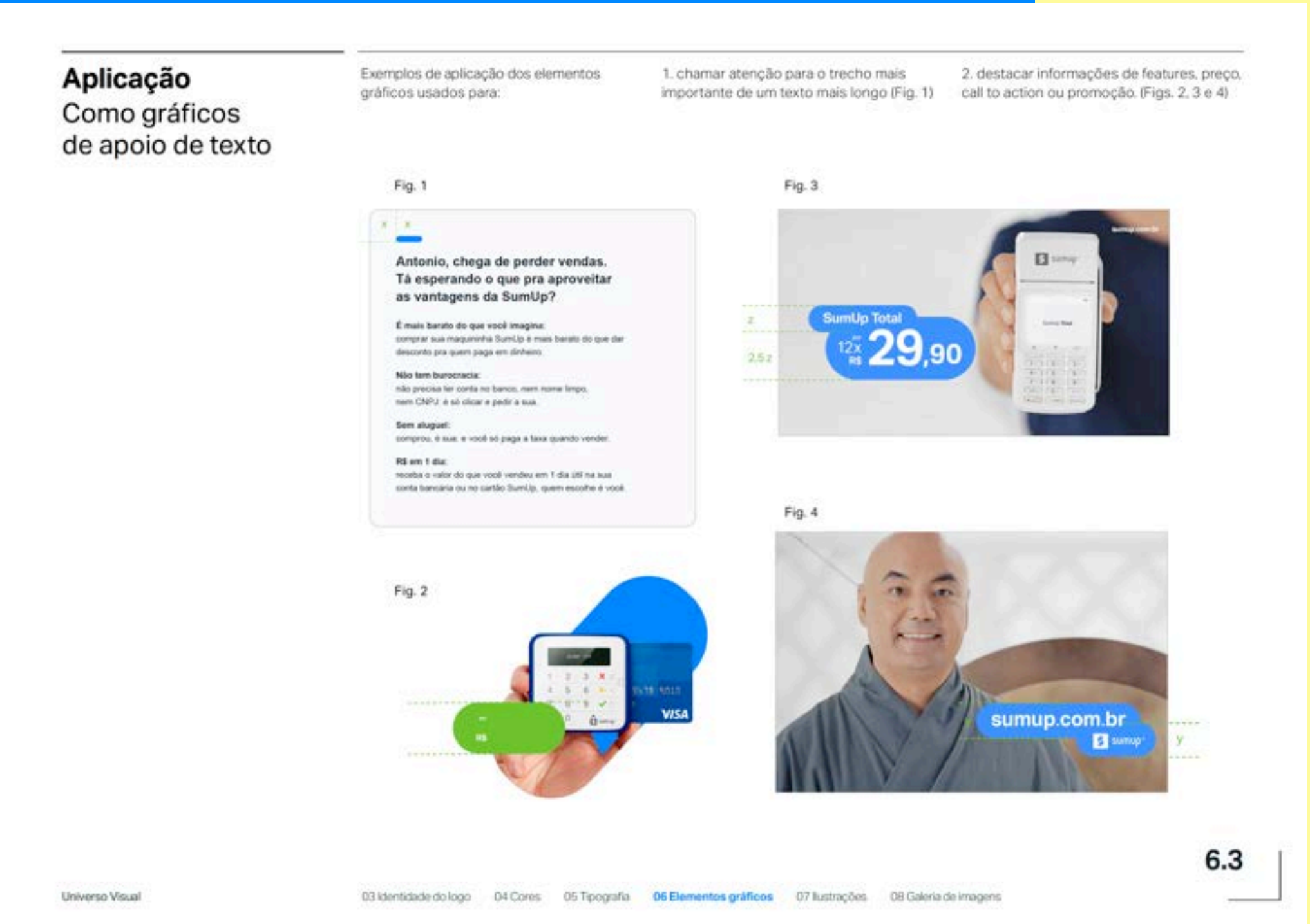
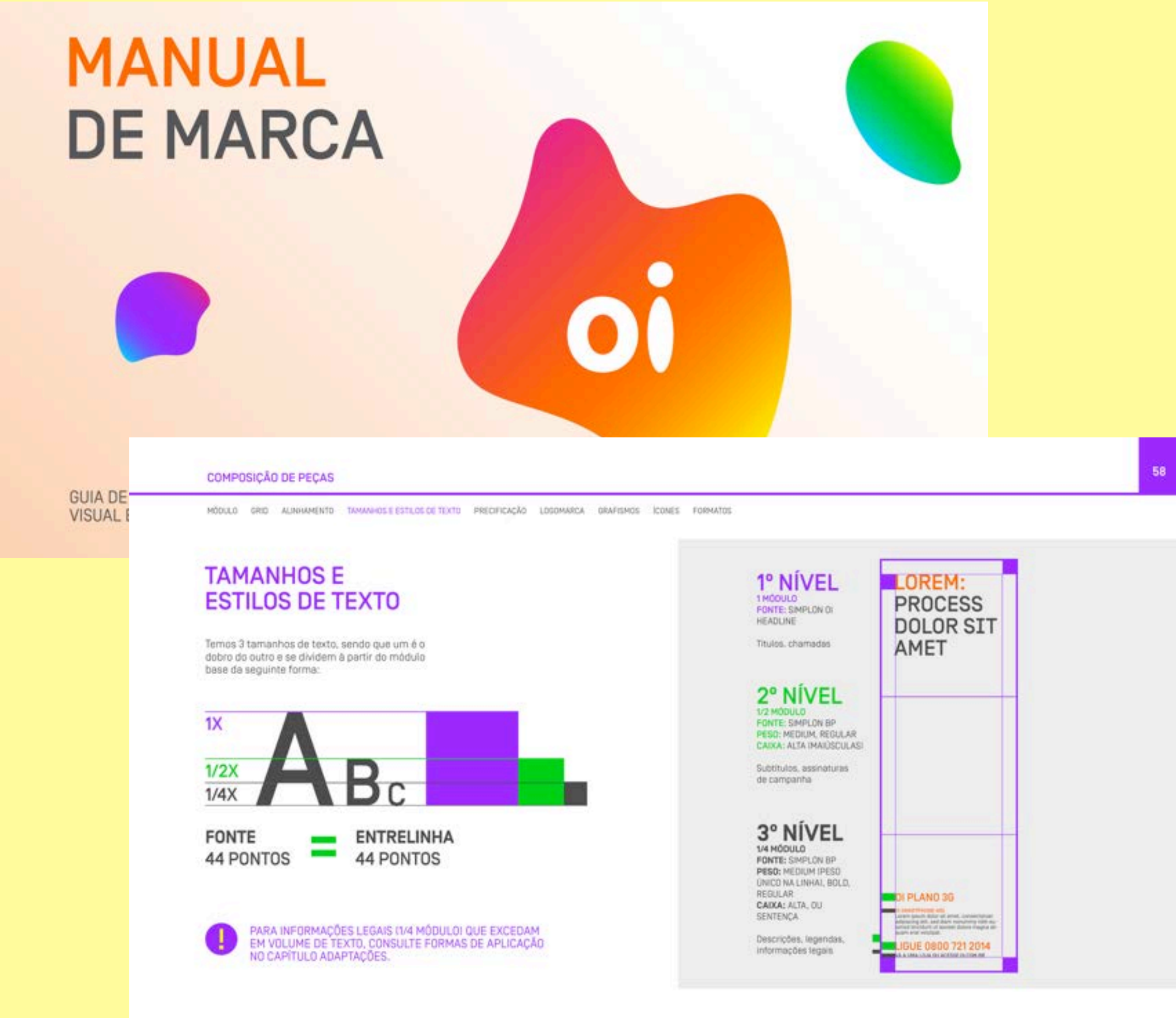
**Módulo #16**

# **Documentação e guias de estilo**

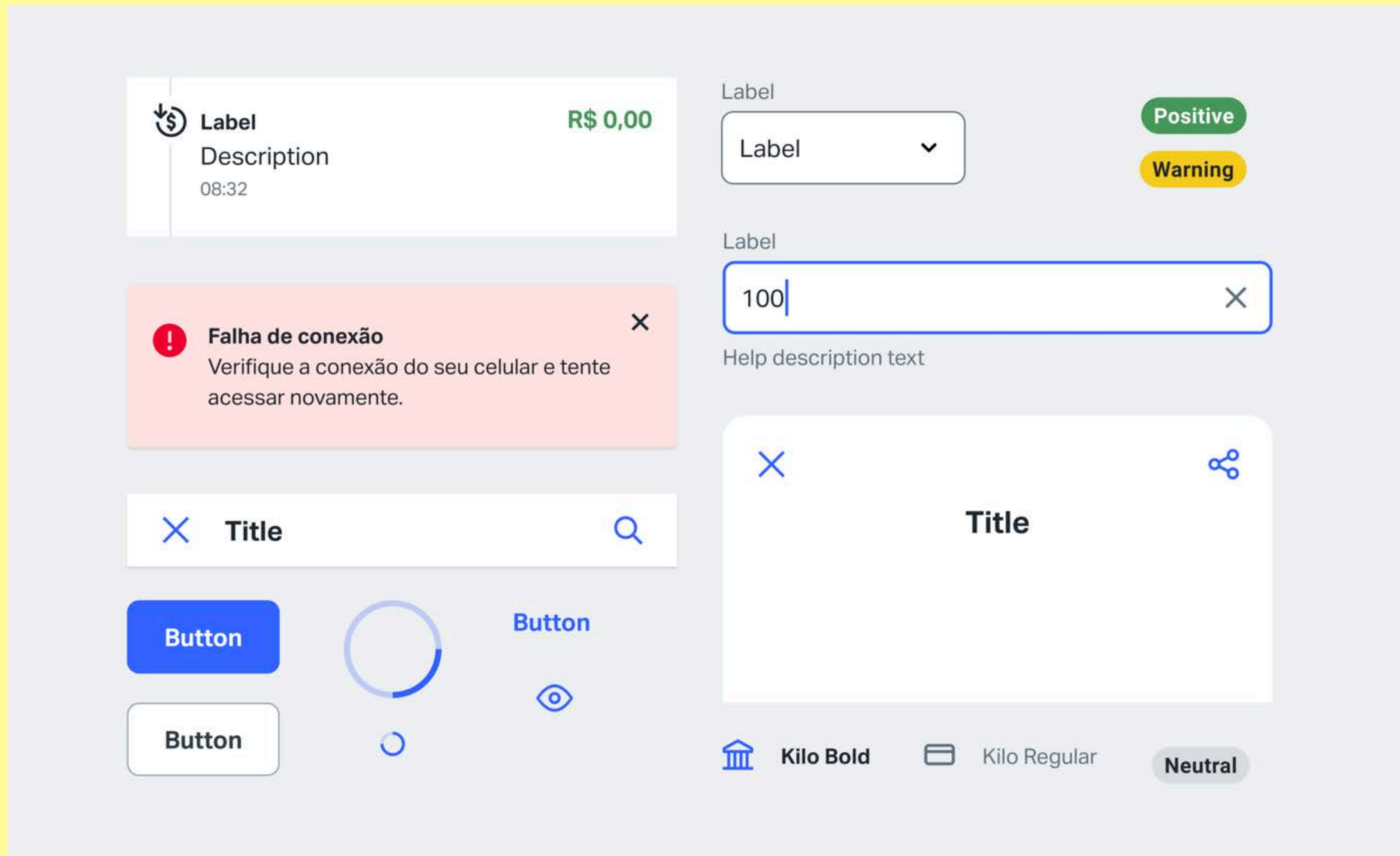
**CONSTRUINDO UM  
STYLE GUIDE DE  
PRODUTO DIGITAL**



# Manual de marca

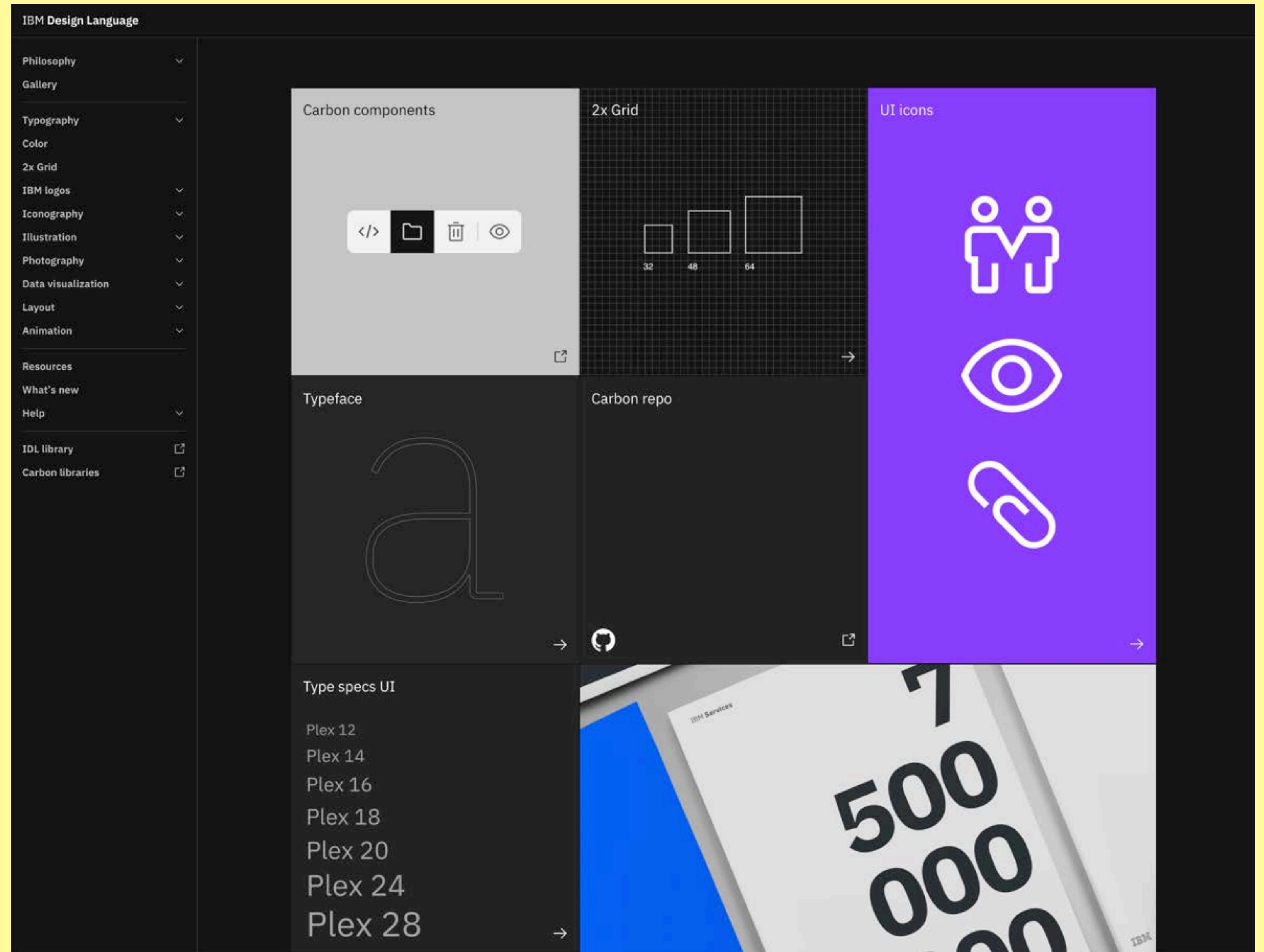


# Bibliotecas de componentes (UI kit)



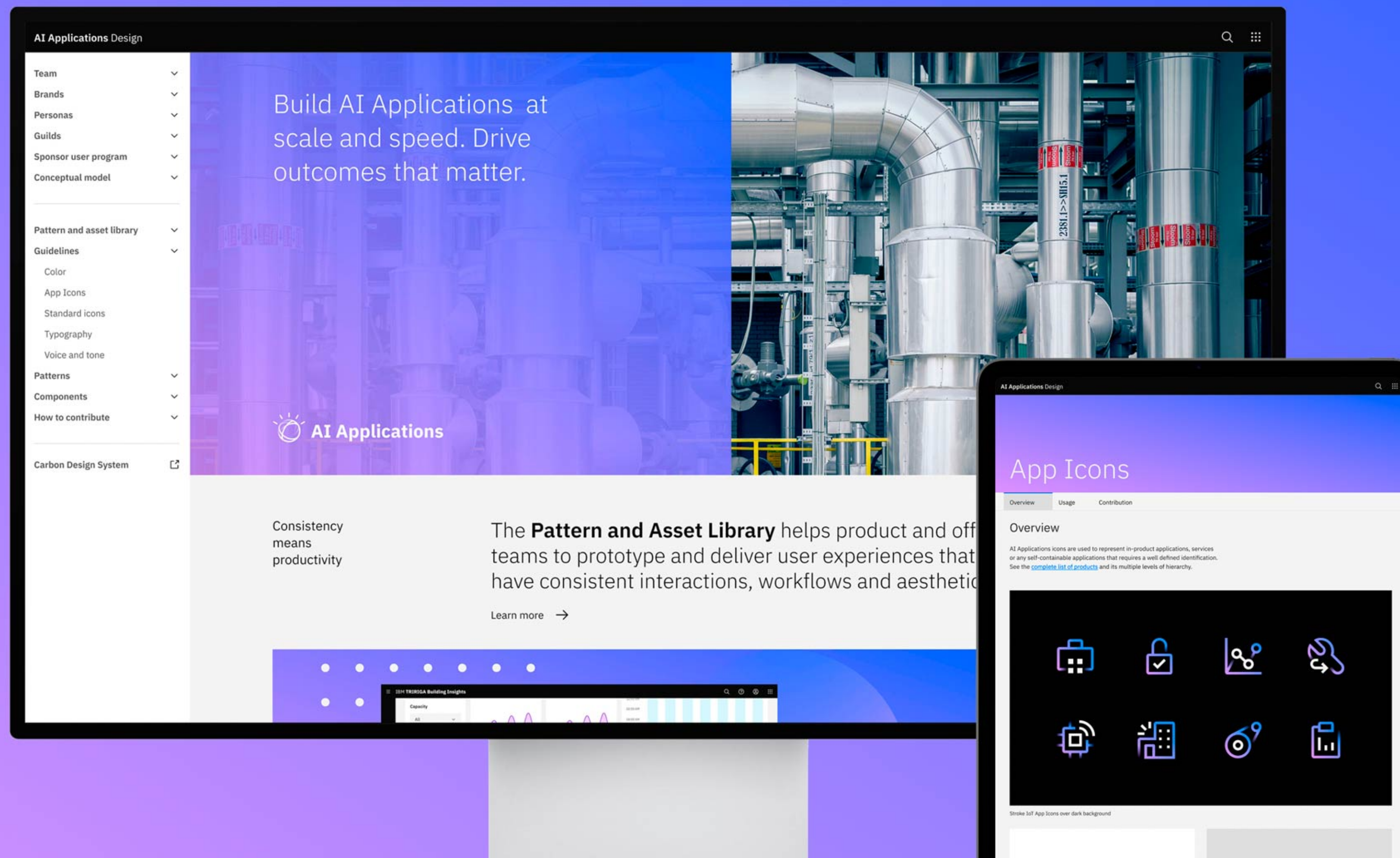


# Diretrizes de estilo





# IBM AI Applications design guidelines



# DESIGN SYSTEMS

BCA escola  
britânica  
de artes  
criativas