



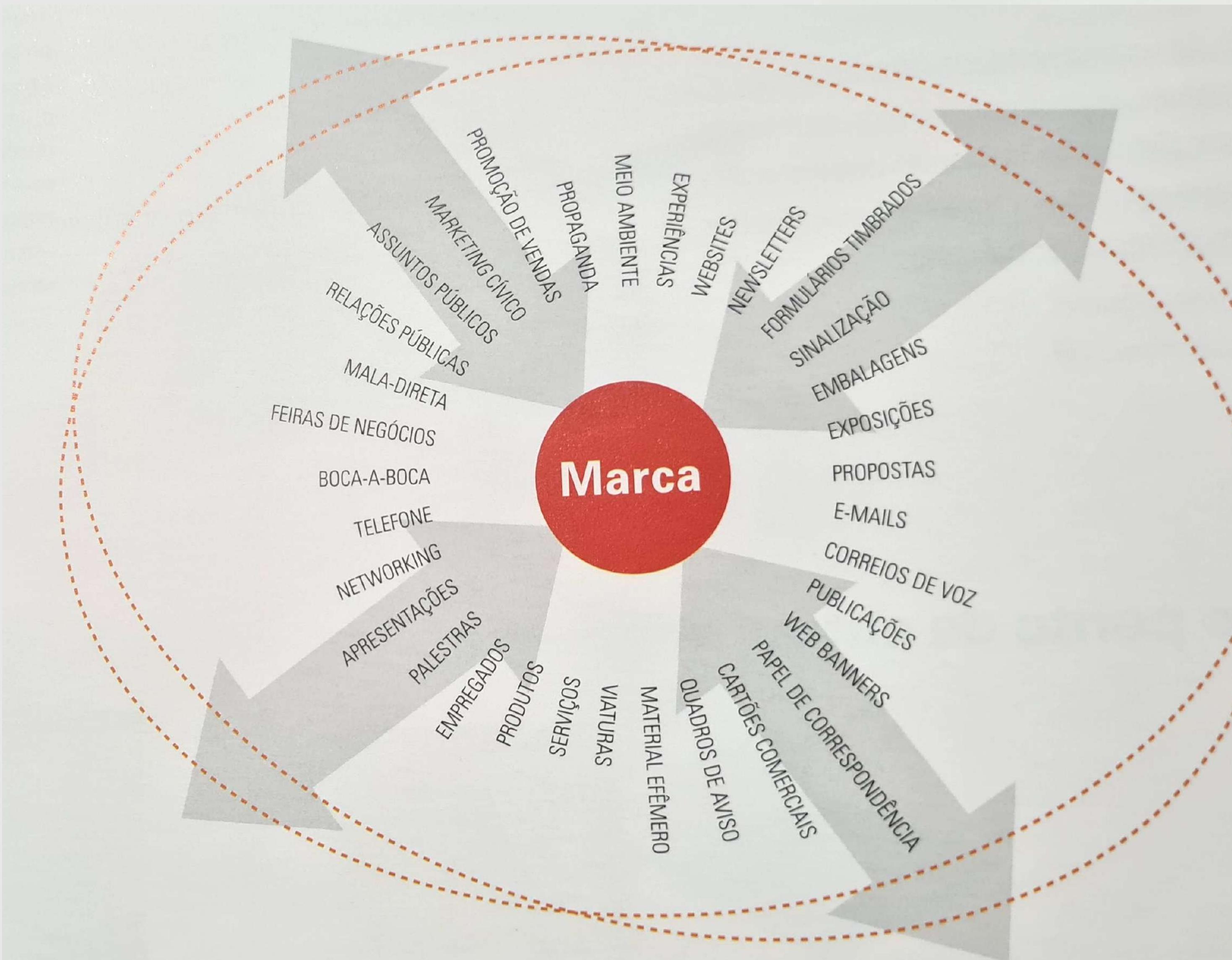
DIGITAL PRODUCT DESIGN

CURSO ONLINE
COORDENADO POR
THIAGO BARCELOS

MÓDULO 25

Documentação e guias de estilo

Marca



Kubota

IBM

Ituca®

CTW

Mobil

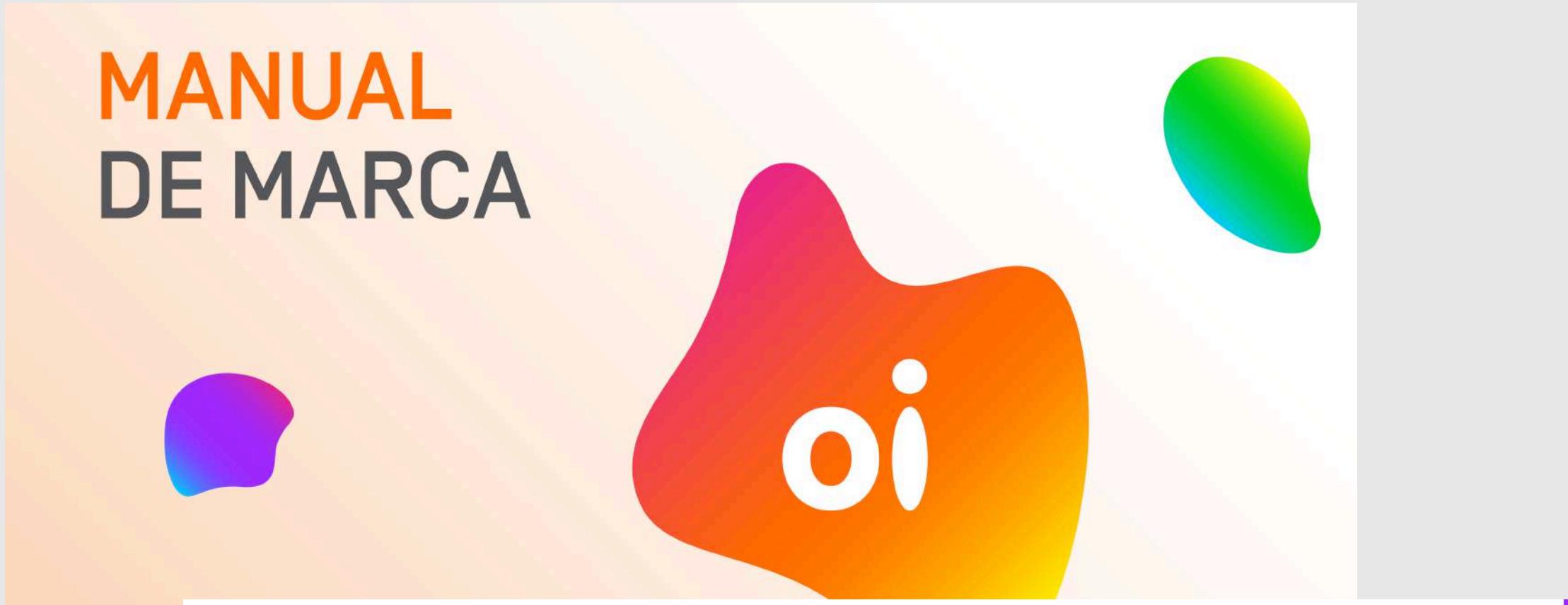
OSL®

DELL™

BRAUN

MANUAIS DE MARCA

Manual de marca



MANUAL DE MARCA

GUIA DE VISUAL E COMUNICAÇÃO

COMPOSIÇÃO DE PEÇAS

MÓDULO GRID ALINHAMENTO TAMANHOS E ESTILOS DE TEXTO PRECIFICAÇÃO LOGOMARCA GRAFISMOS ÍCONES FORMATOS

58

TAMANHOS E ESTILOS DE TEXTO

Temos 3 tamanhos de texto, sendo que um é o dobro do outro e se dividem à partir do módulo base da seguinte forma:

1X
1/2X
1/4X

A B c

FONTE 44 PONTOS ENTRELINHA 44 PONTOS

! PARA INFORMAÇÕES LEGAIS (1/4 MÓDULO) QUE EXCEDAM EM VOLUME DE TEXTO, CONSULTE FORMAS DE APLICAÇÃO NO CAPÍTULO ADAPTAÇÕES.

1º NÍVEL
1 MÓDULO
FONTE: SIMPLON OI
HEADLINE
Títulos, chamadas

LOREM: PROCESS DOLOR SIT AMET

2º NÍVEL
1/2 MÓDULO
FONTE: SIMPLON BP
PESO: MEDIUM, REGULAR
CAIXA: ALTA (MAIUSCULAS)
Subtítulos, assinaturas de campanha

3º NÍVEL
1/4 MÓDULO
FONTE: SIMPLON BP
PESO: MEDIUM (PESO ÚNICO NA LINHA), BOLD, REGULAR
CAIXA: ALTA, DU
SENTENÇA
Descrições, legendas, informações legais

OI PLANO 3G
LIGUE 0800 721 2014
MAIS INFORMAÇÕES

Gestão da marca

Aplicação

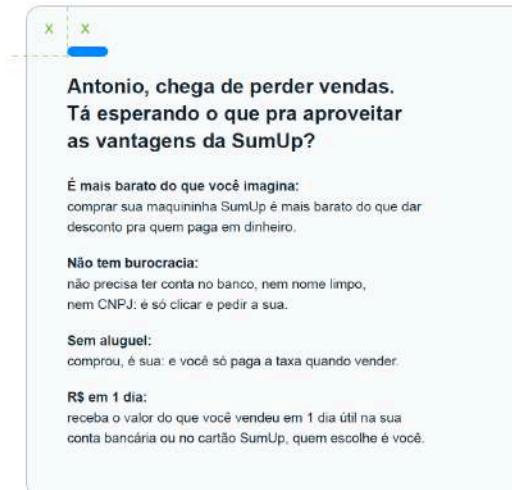
Como gráficos de apoio de texto

Exemplos de aplicação dos elementos gráficos usados para:

1. chamar atenção para o trecho mais importante de um texto mais longo (Fig. 1)

2. destacar informações de features, preço, call to action ou promoção. (Figs. 2, 3 e 4)

Fig. 1



Antônio, chega de perder vendas. Tá esperando o que pra aproveitar as vantagens da SumUp?

É mais barato do que você imagina: comprar sua maquininha SumUp é mais barato do que dar desconto pra quem paga em dinheiro.

Não tem burocracia: não precisa ter conta no banco, nem nome limpo, nem CNPJ, e só clicar e pedir a sua.

Sem aluguel: compra a sua e você só paga a taxa quando vender.

R\$ em 1 dia: recebe o valor do que você vendeu em 1 dia útil na sua conta bancária ou no cartão SumUp, quem escolhe é você.

Fig. 2



SumUp Total
12x R\$ 29,90

Fig. 3



SumUp Total
2,52

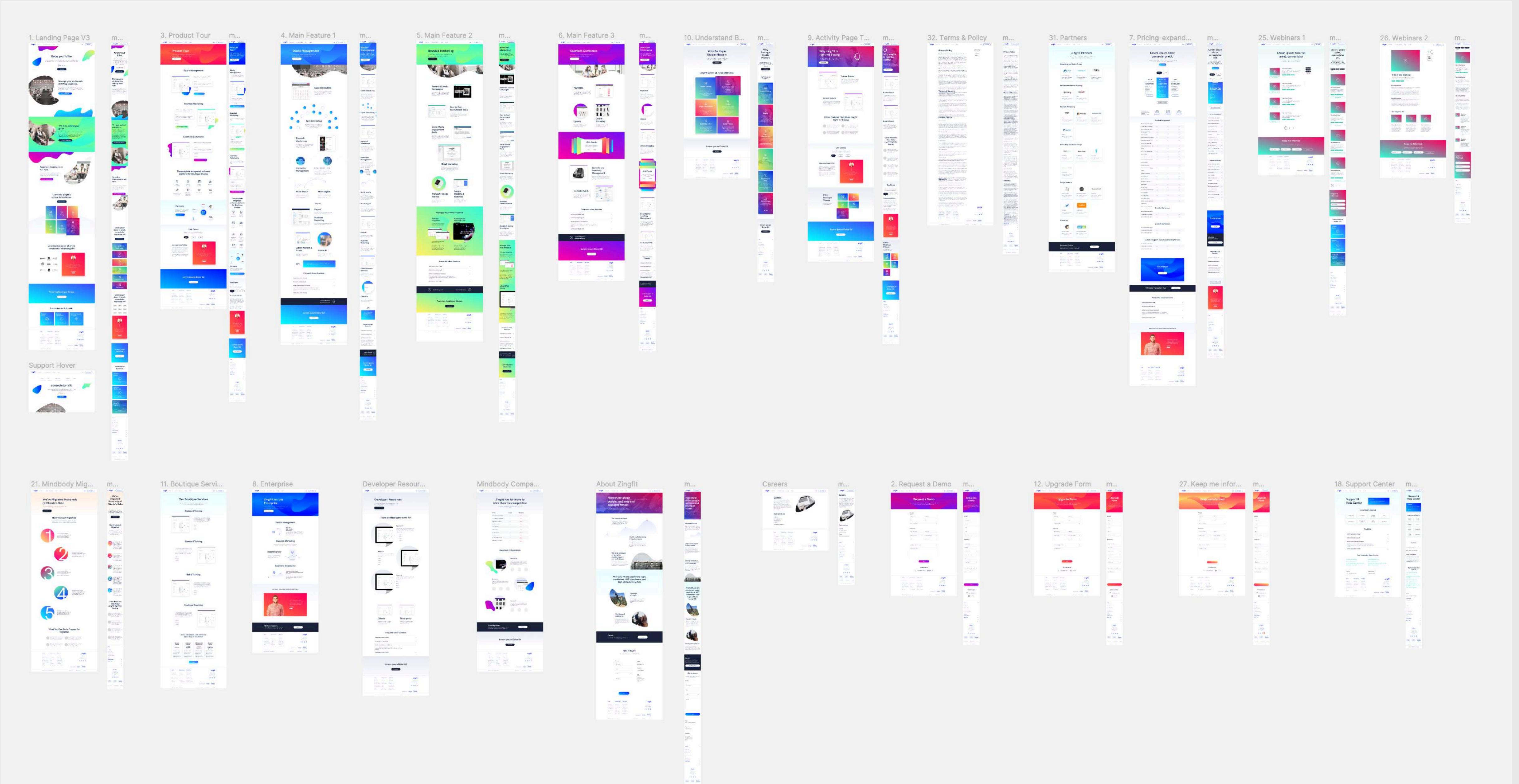
Fig. 4



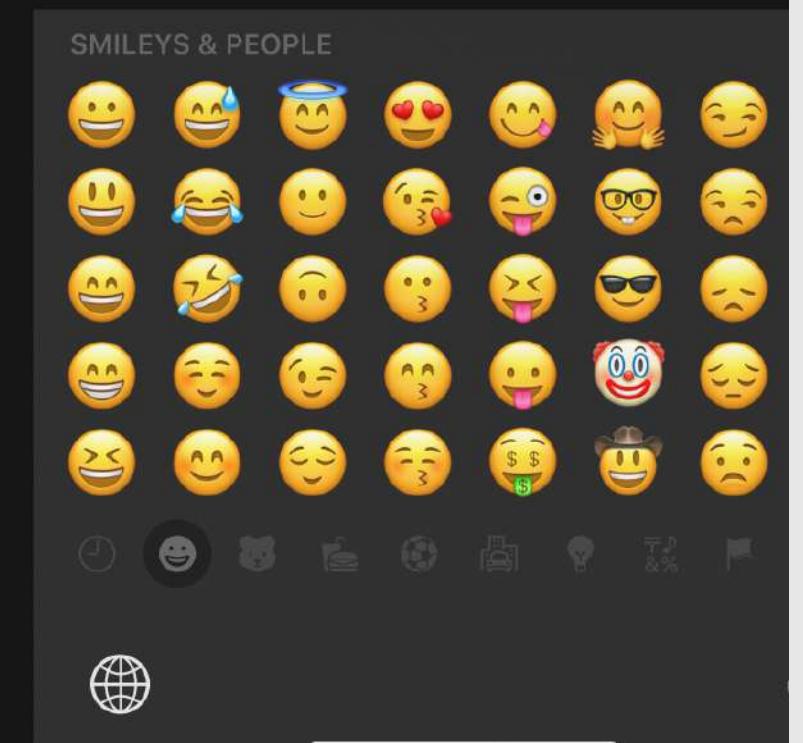
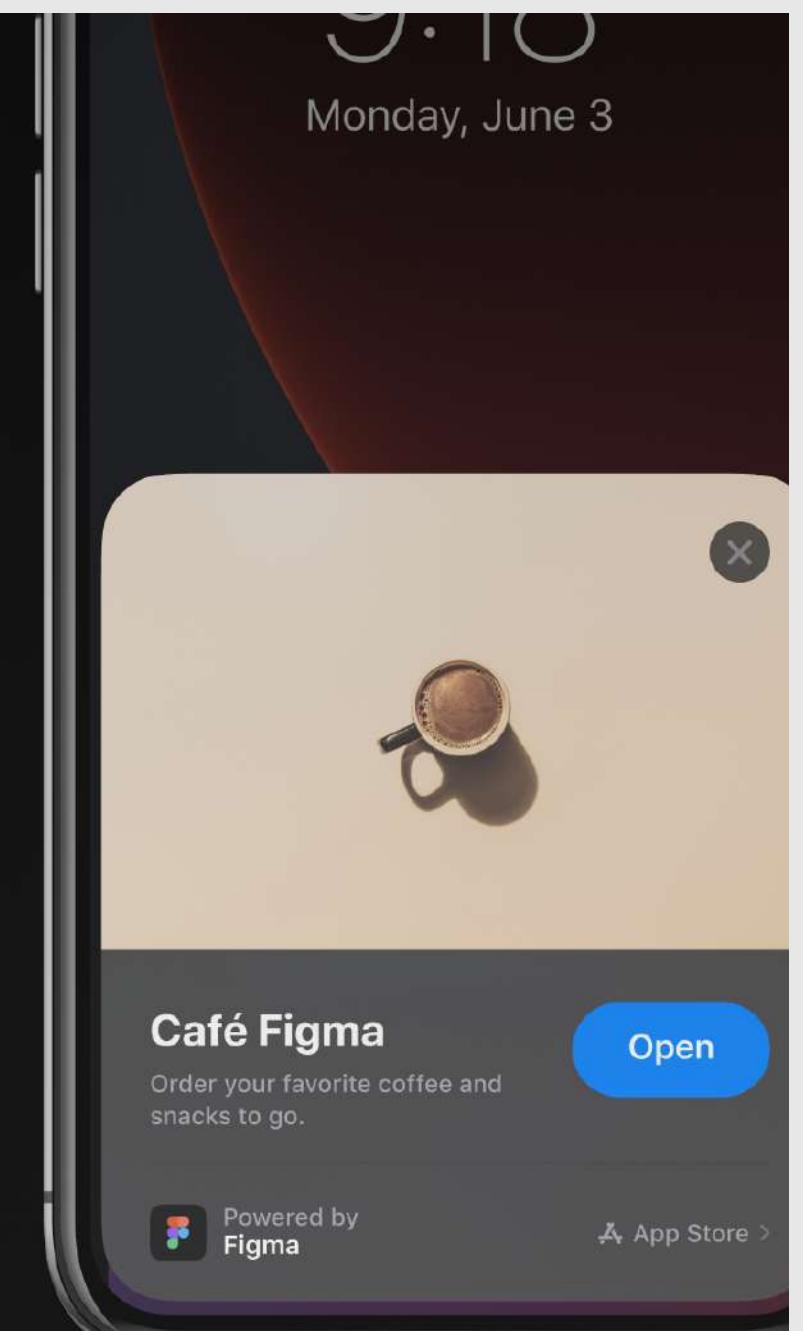
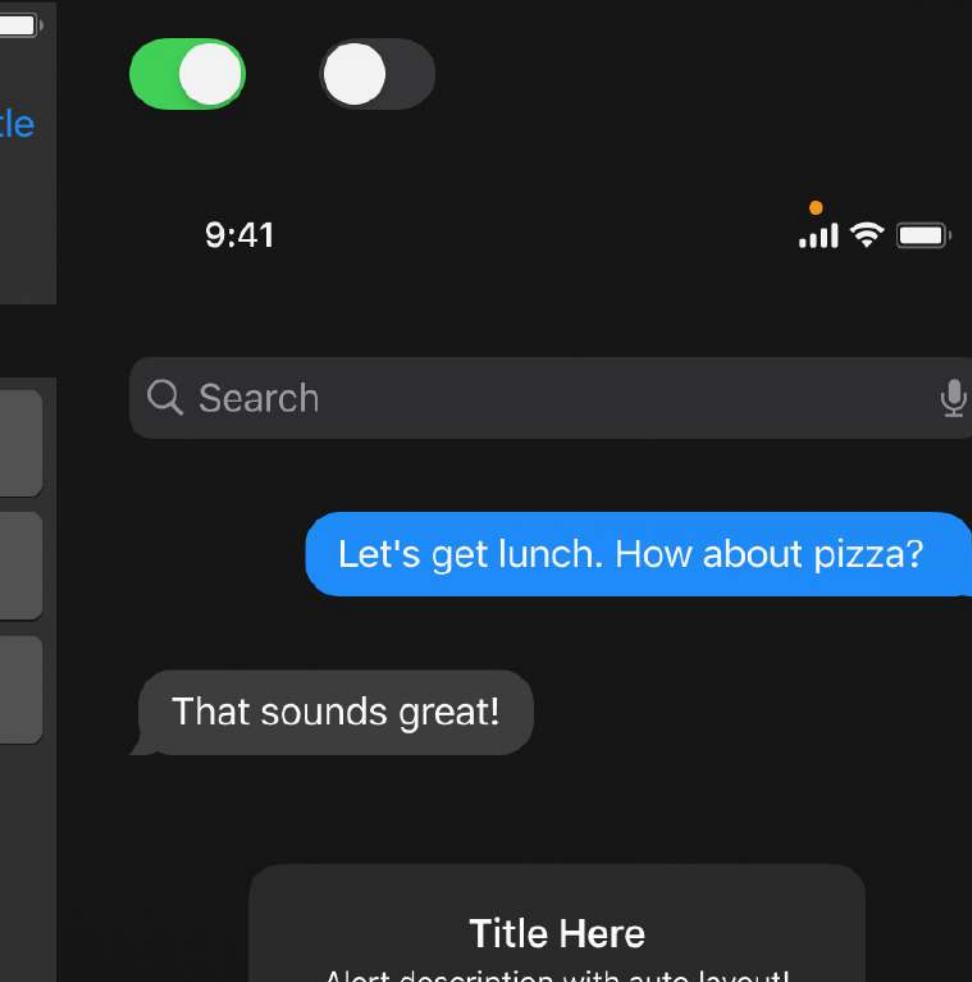
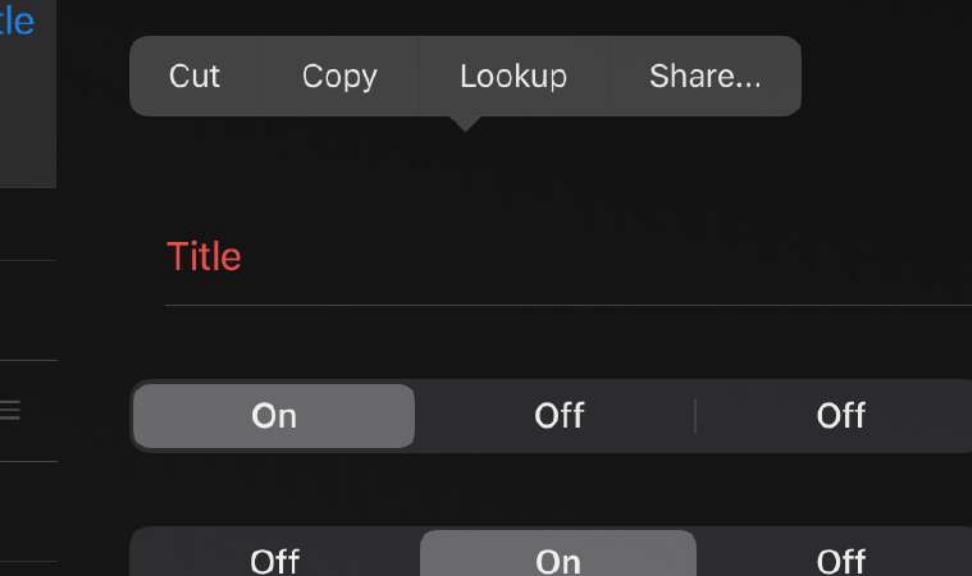
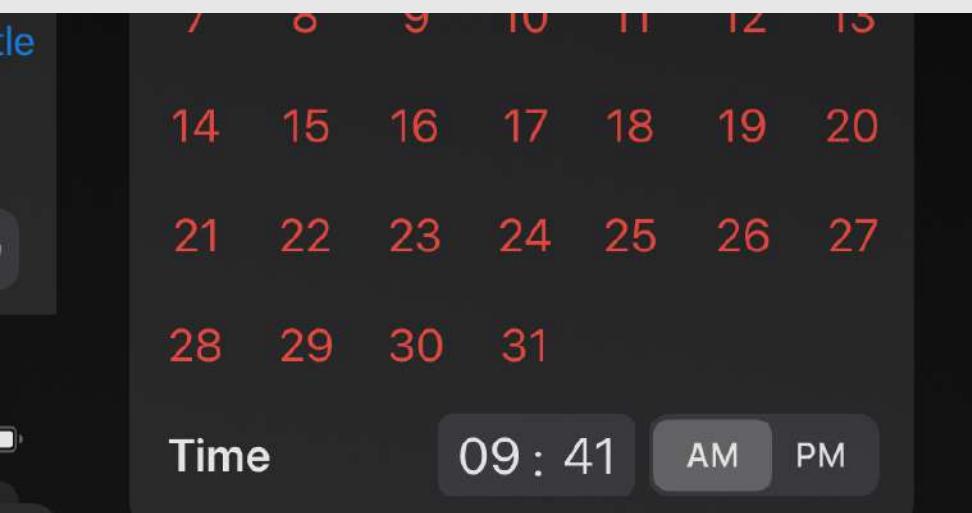
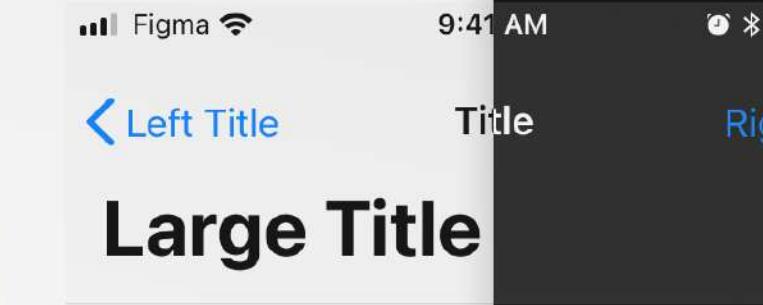
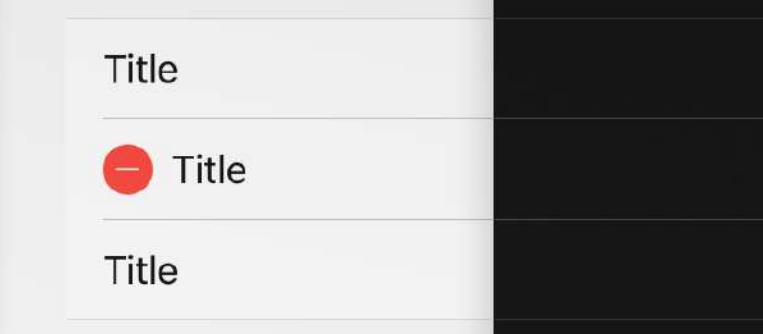
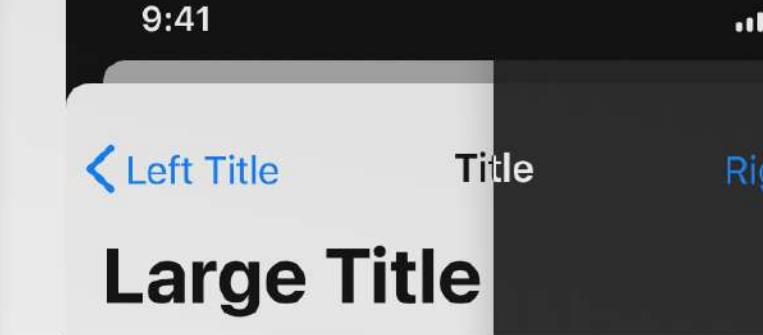
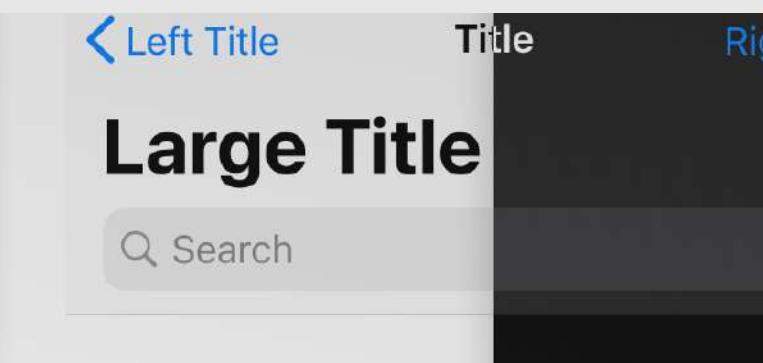
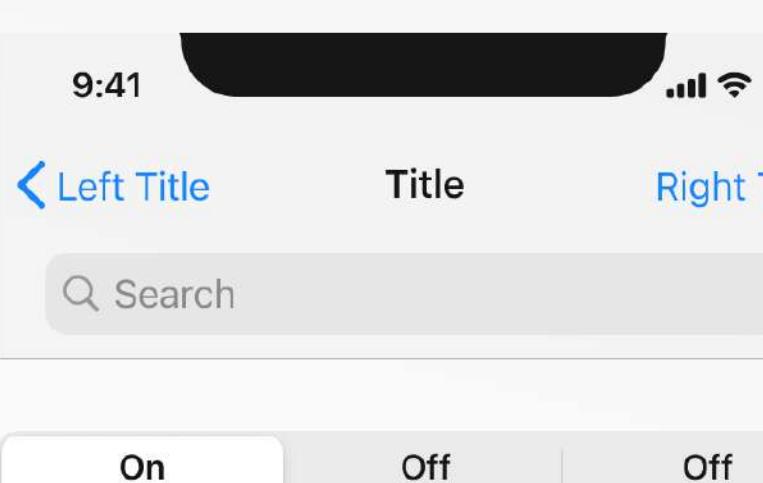
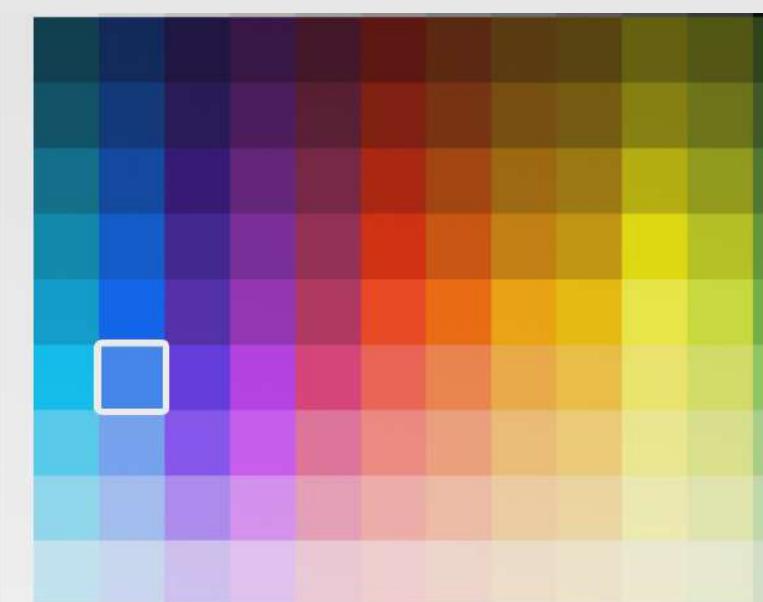
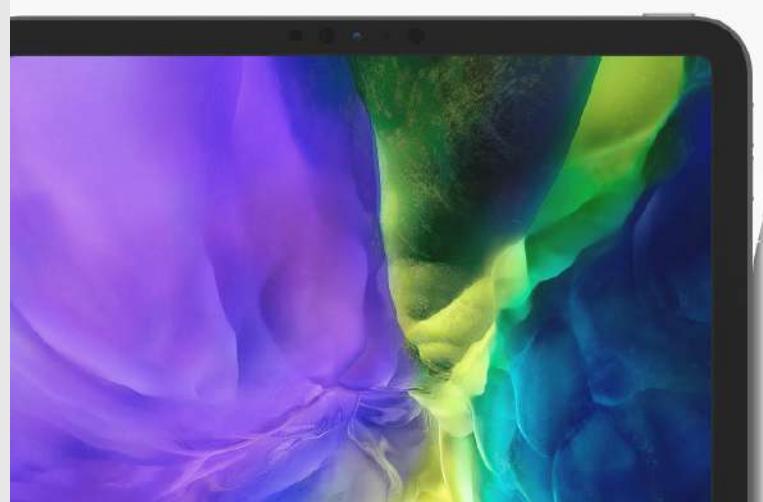
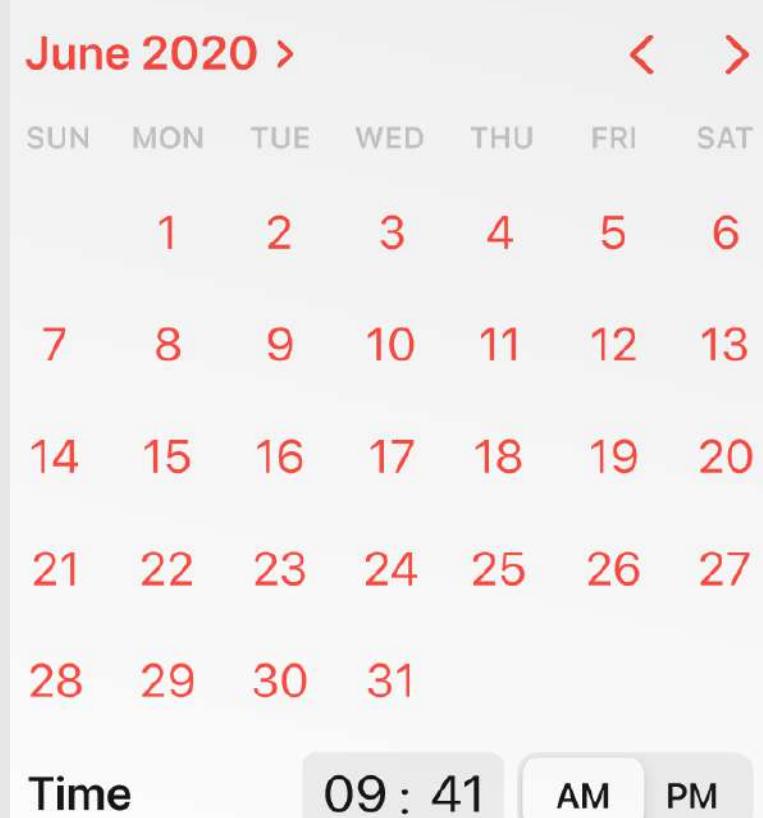
sumup.com.br

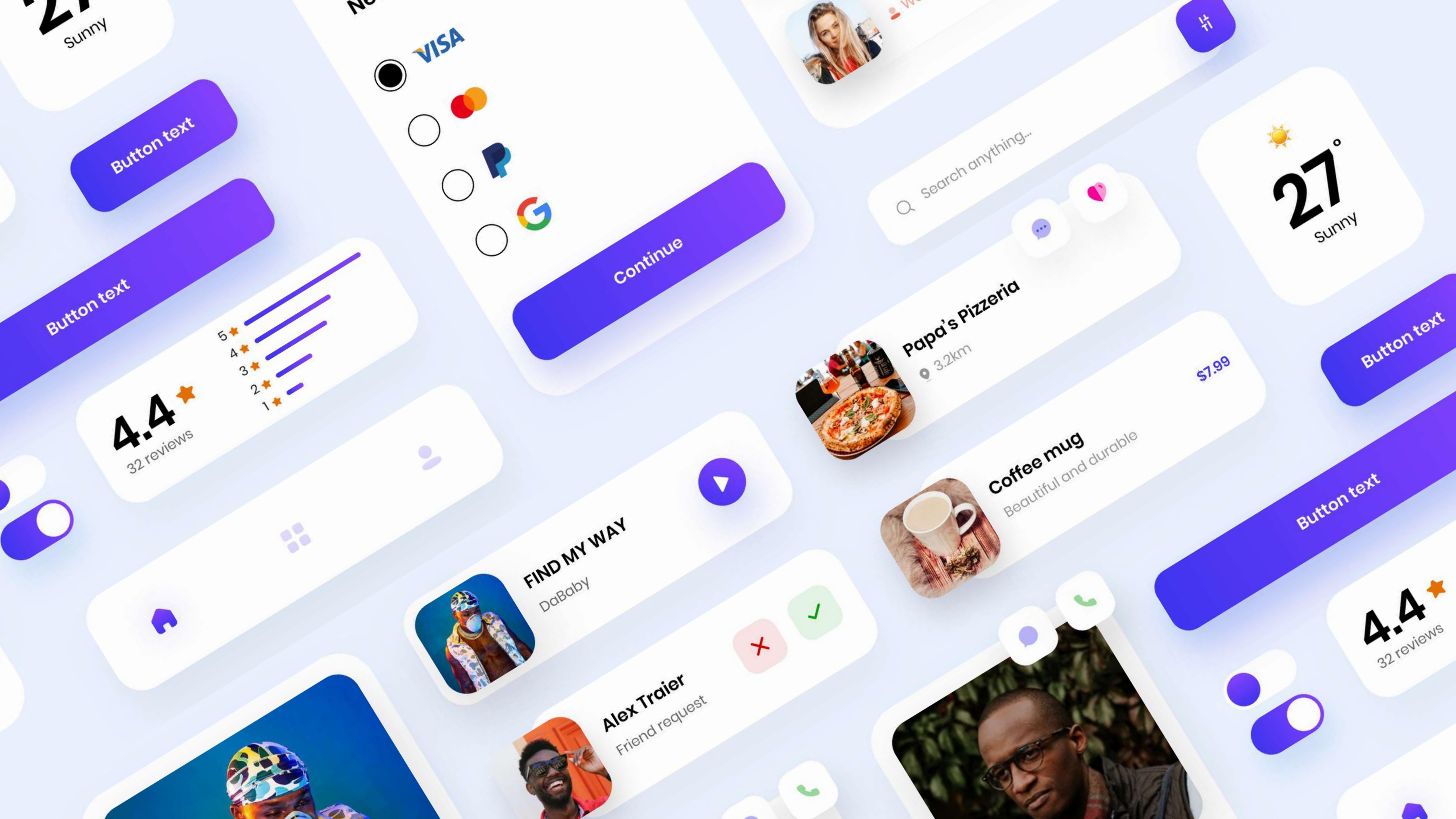
6.3

Universo Visual 03 Identidade do logo 04 Cores 05 Tipografia 06 Elementos gráficos 07 Ilustrações 08 Galeria de imagens



UI Kit





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

The screenshot displays the IBM Design Language website interface. On the left, a dark sidebar contains a navigation menu with sections like Philosophy, Gallery, Typography, Color, 2x Grid, IBM logos, Iconography, Illustration, Photography, Data visualization, Layout, Animation, Resources, What's new, Help, IDL library, and Carbon libraries. The main content area is divided into several panels:

- Carbon components:** Shows a set of UI icons including a folder, a trash bin, and a search icon.
- 2x Grid:** Displays a grid system with three squares labeled 32, 48, and 64.
- UI icons:** A purple panel featuring three white icons: two people, an eye, and a link.
- Typeface:** Shows a large lowercase 'a' with a thin outline.
- Carbon repo:** A dark panel with a small circular icon.
- Type specs UI:** A dark panel listing font sizes: Plex 12, Plex 14, Plex 16, Plex 18, Plex 20, Plex 24, and Plex 28.
- Bottom right:** A large graphic showing the number '1 500 000' in a bold, black, sans-serif font, with a blue diagonal shape and the text 'IBM Services'.

PRA
QUEM?

**COLABORADORES
INTERNALOS 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. Construindo 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**

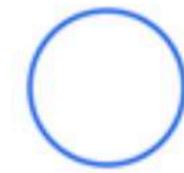
**Guia
dos por
banco de dados
e não por PDF**

**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**.

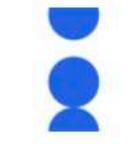
By making it easier for merchants to remain on the cutting edge and accept new payment methods, we help them rise to the challenges of an **ever-changing business landscape**.



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 1^a 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

Cores

Colors

Primary colors



Secondary colors

Semantic colors

[See usage guidelines](#)



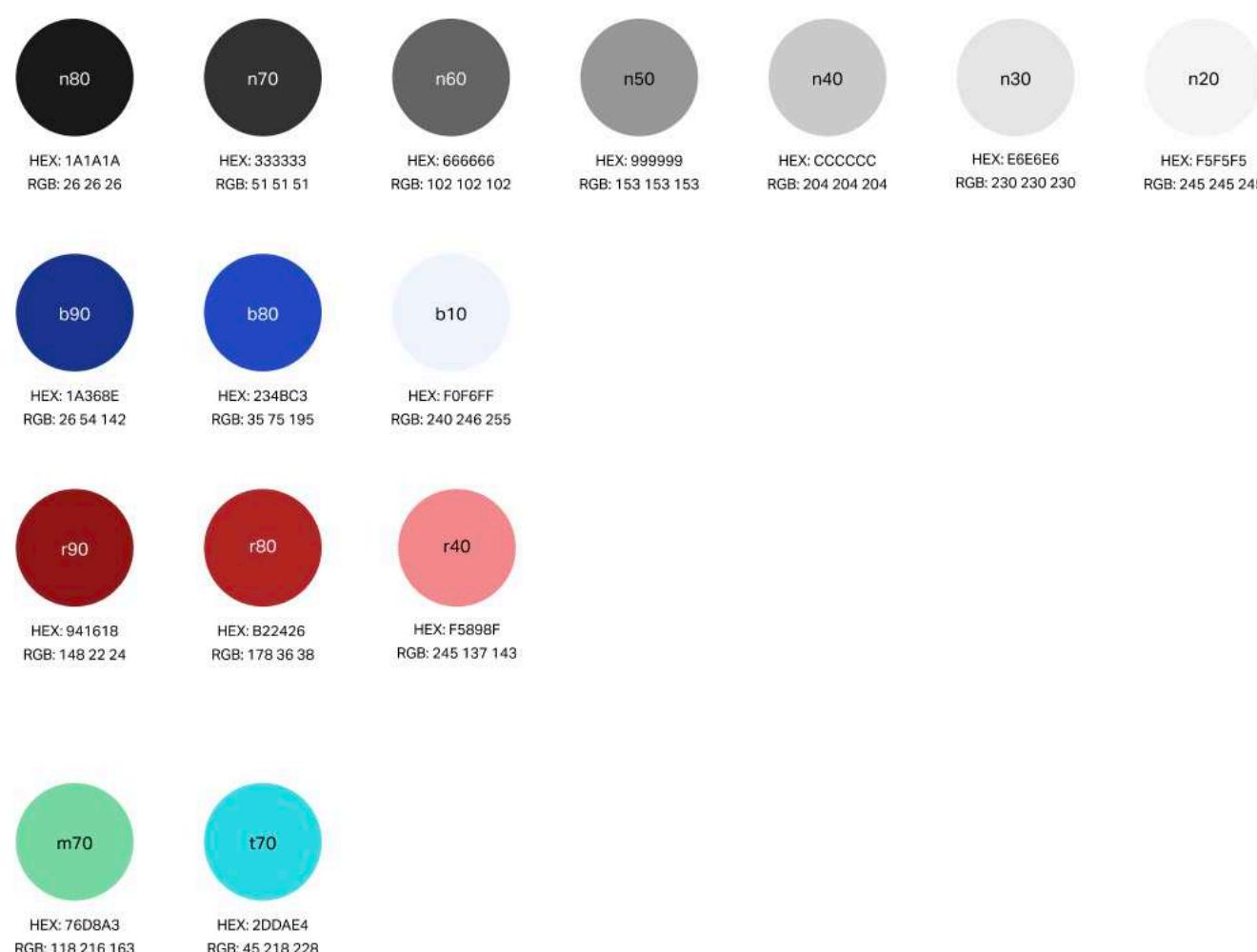
Promotional colors

[See usage guidelines](#)



Special colors

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



IBM Design Language

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

The Carbon Design System navigation bar includes tabs for Overview, Productive, Expressive, and Code. The Productive tab is currently selected, indicated by a blue underline.

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



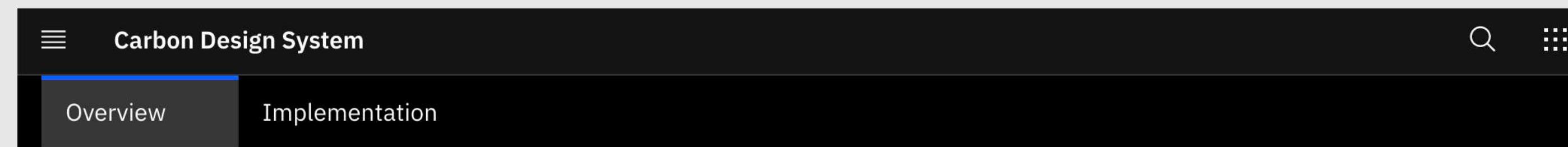
This is for layout

productive-heading-07

Type: IBM Plex Sans
Size: 54px / 3.375rem
Line-height: 64px / 4em

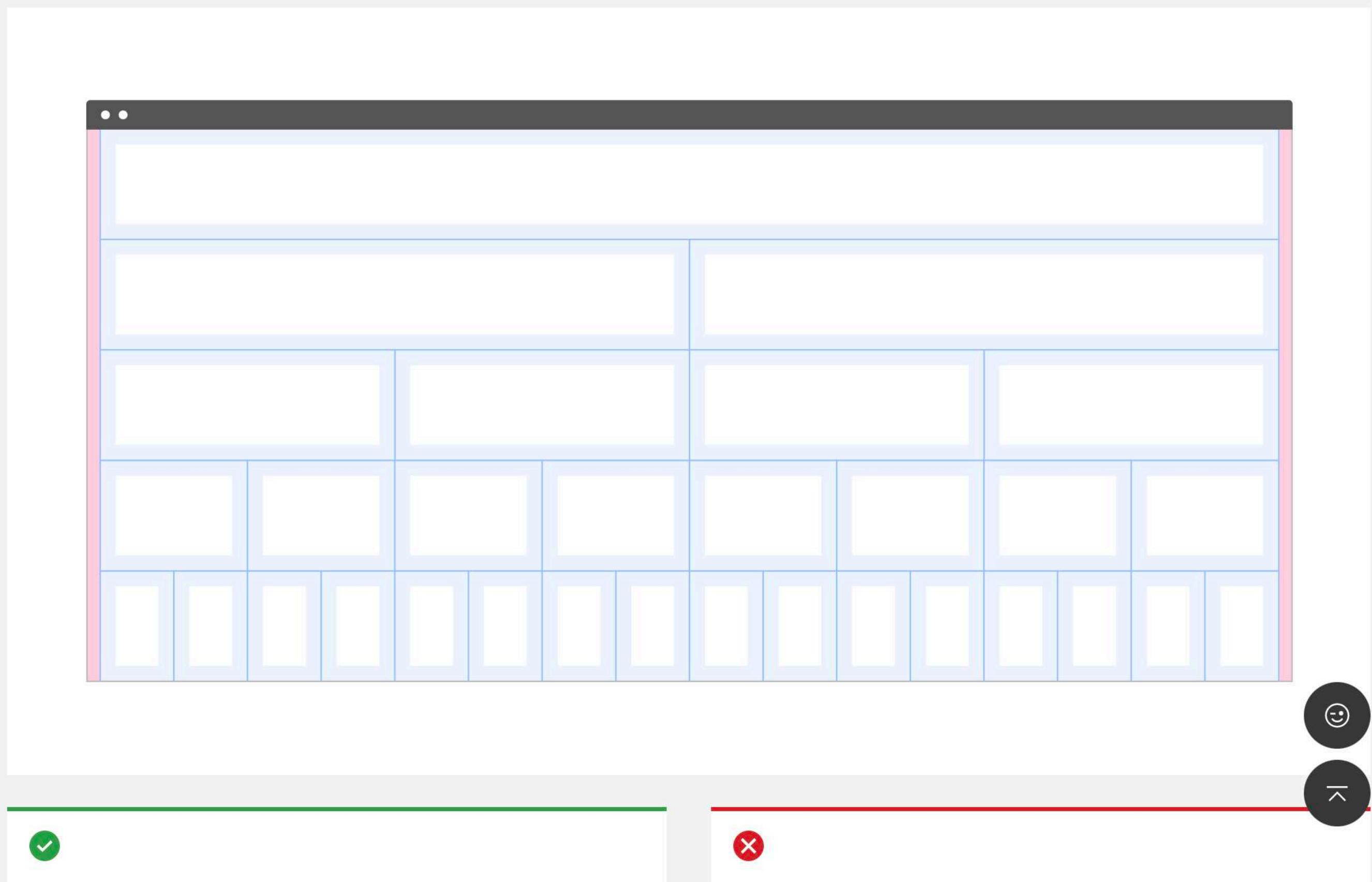


Grid



Padding

Padding is always a fixed multiple of mini units: 16 pixels at all standard breakpoints. Always align type to the edge of box padding. Note, some design tools add padding to text boxes by default; check text box padding and remove it if necessary.



Iconografía

Icons 24

Action

Notification

Misc

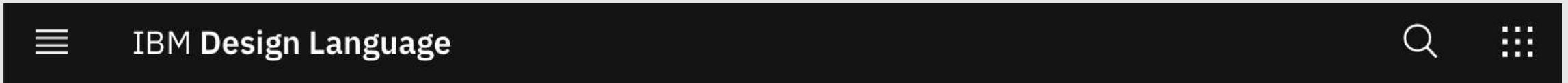
Library Design Usage Contribute

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.

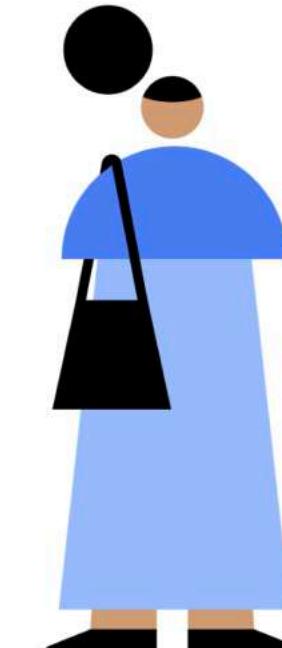
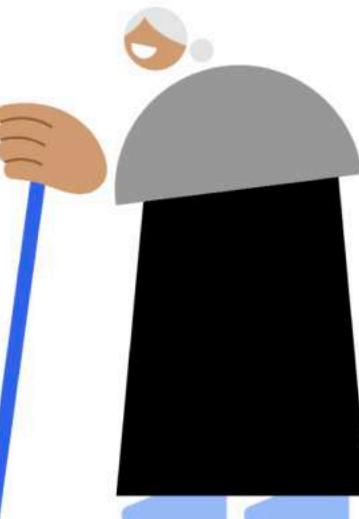
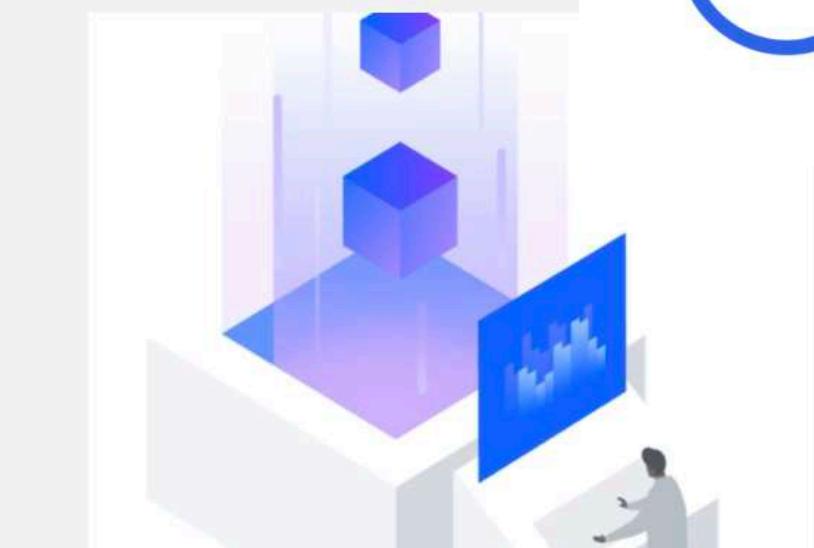
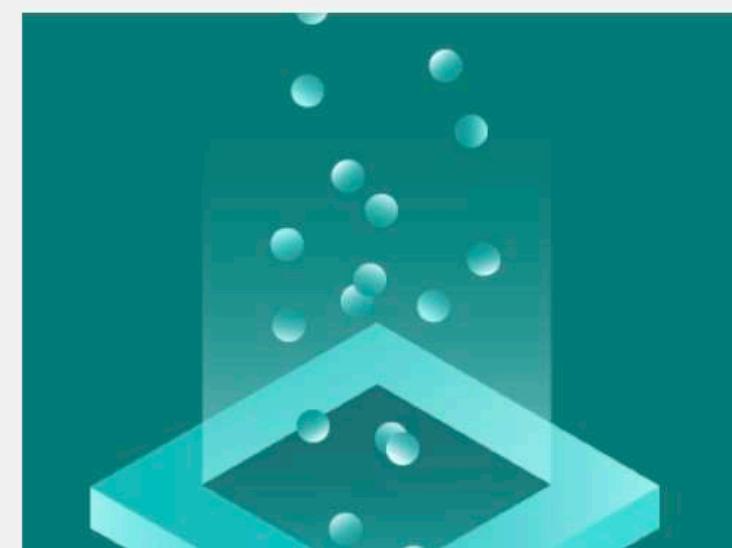
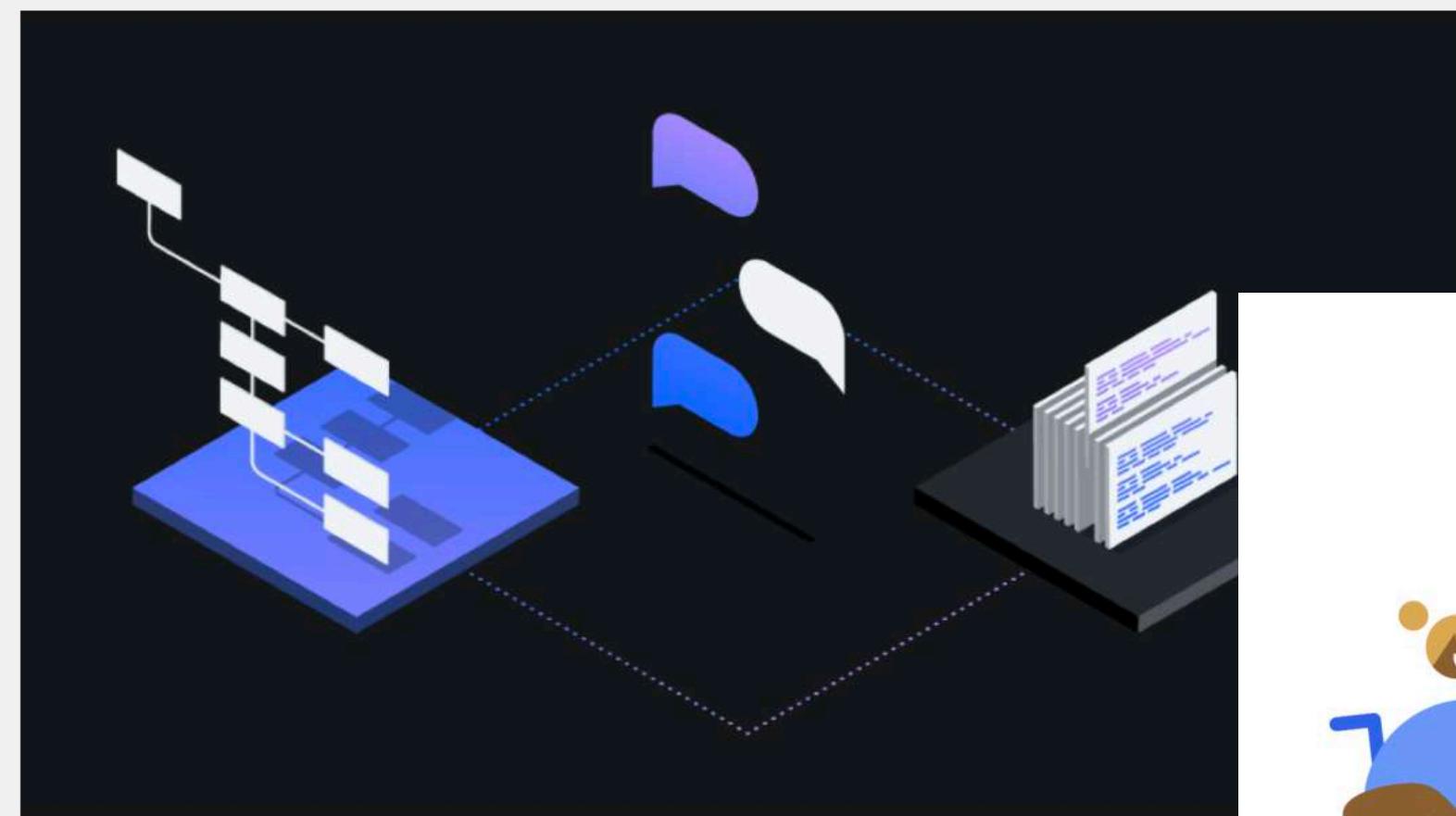
2px 4px 6px Full circle

Ilustrações

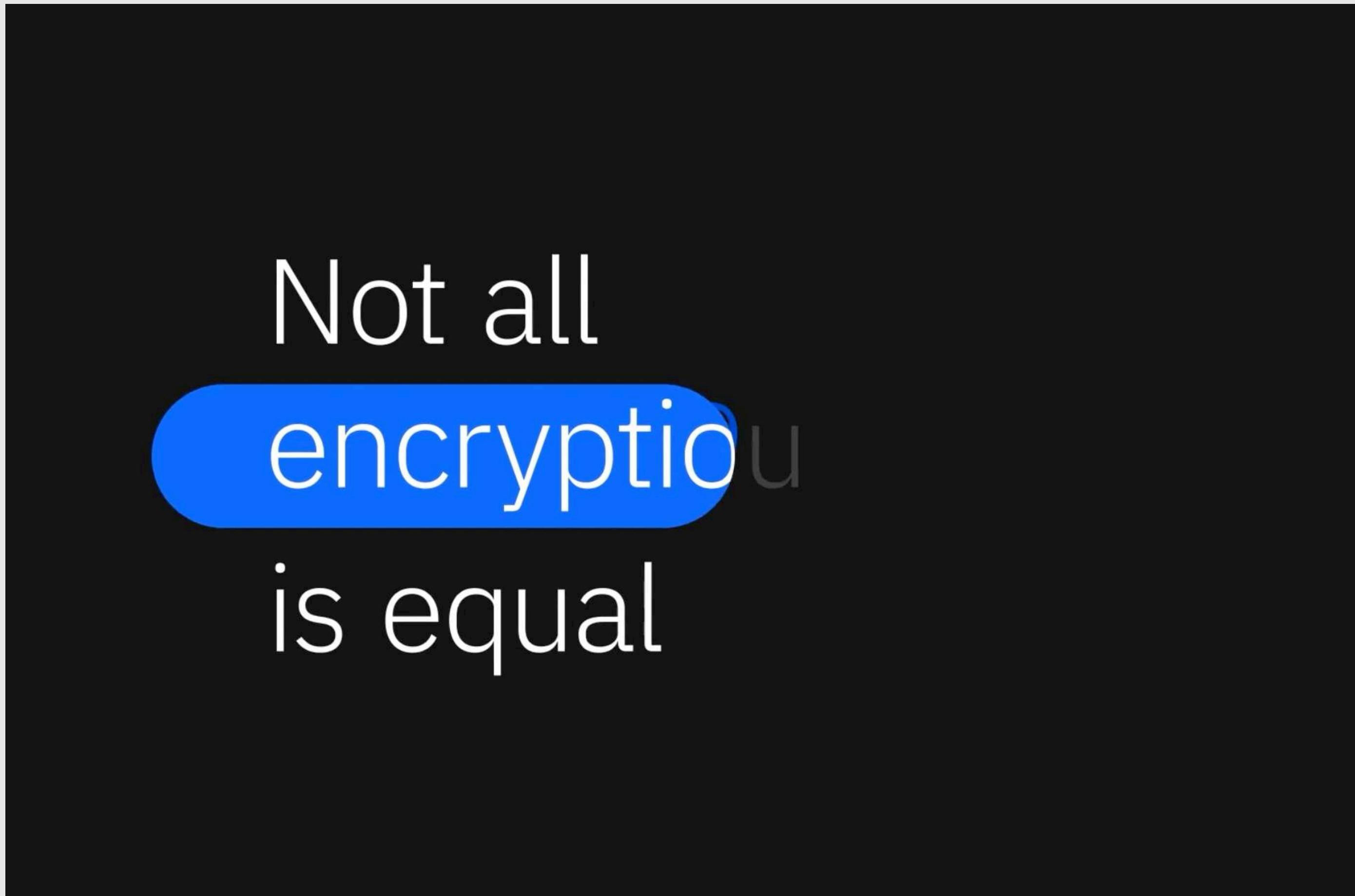


Isometric style

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



Animações



Talking

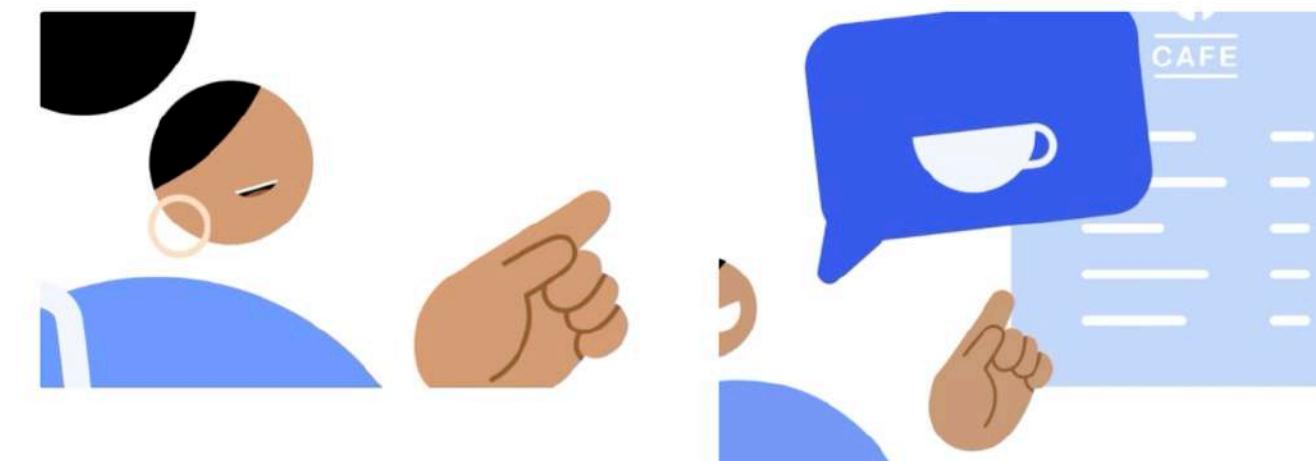
When a character talks, we switch between 3 shapes to make the mouth move. The semi circle remains the starting and finishing shape.

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



Closeups

In closeups, mouths are more detailed

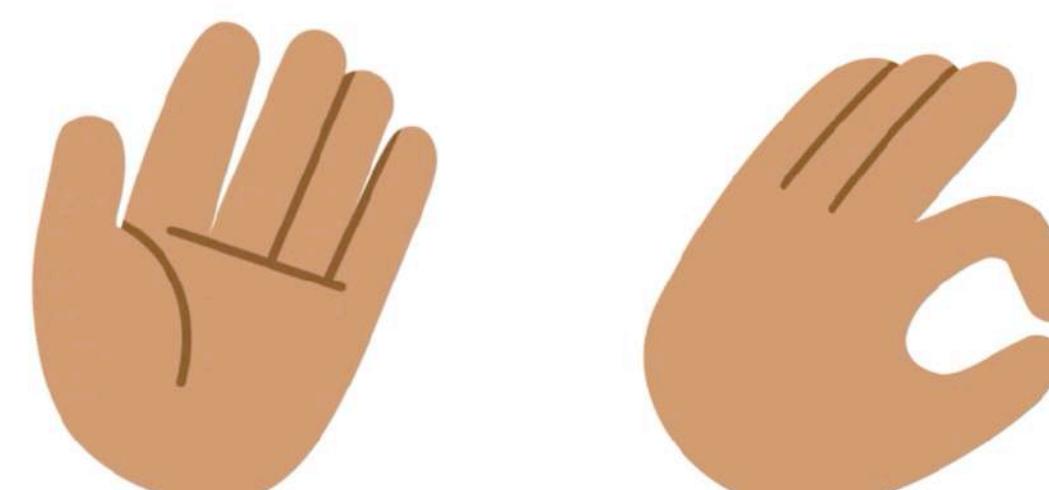


Speech bubble

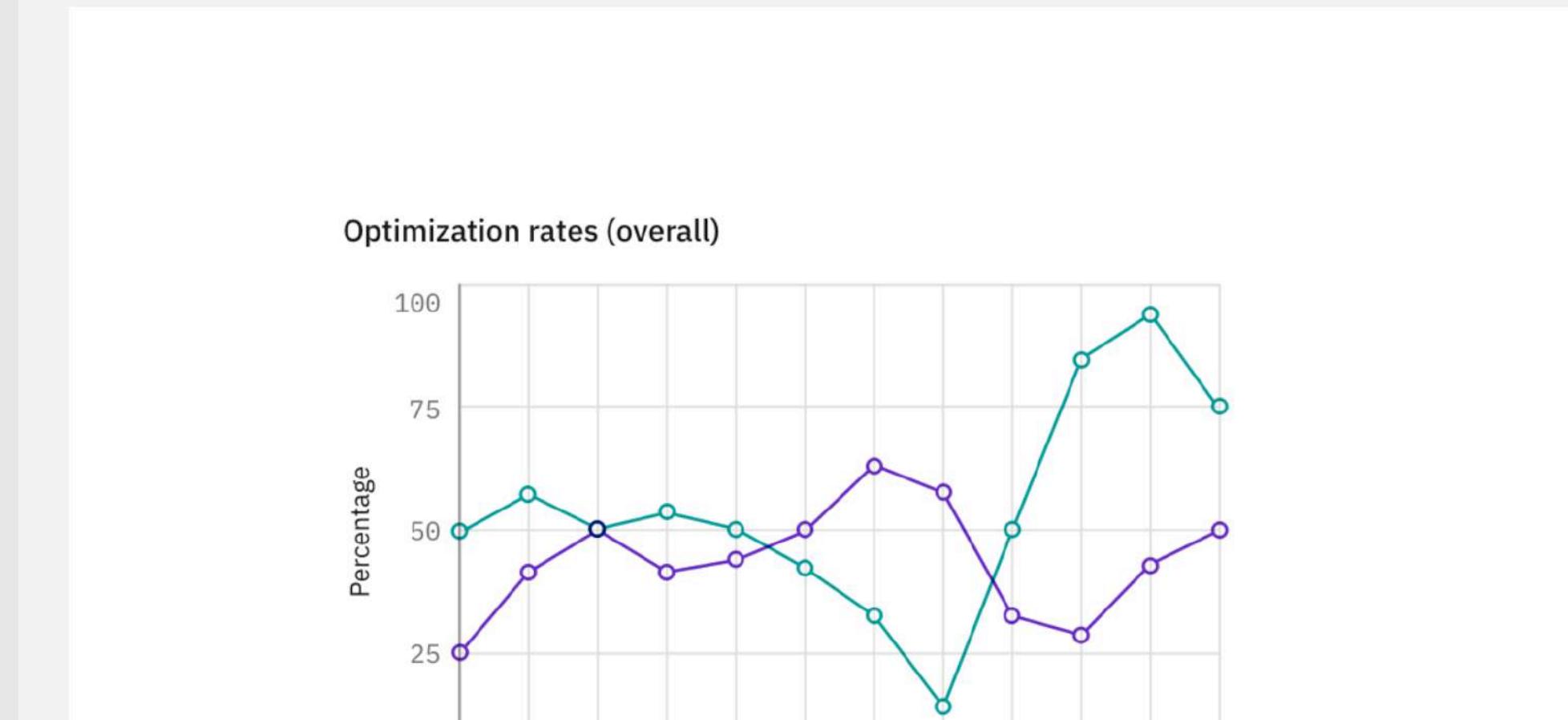
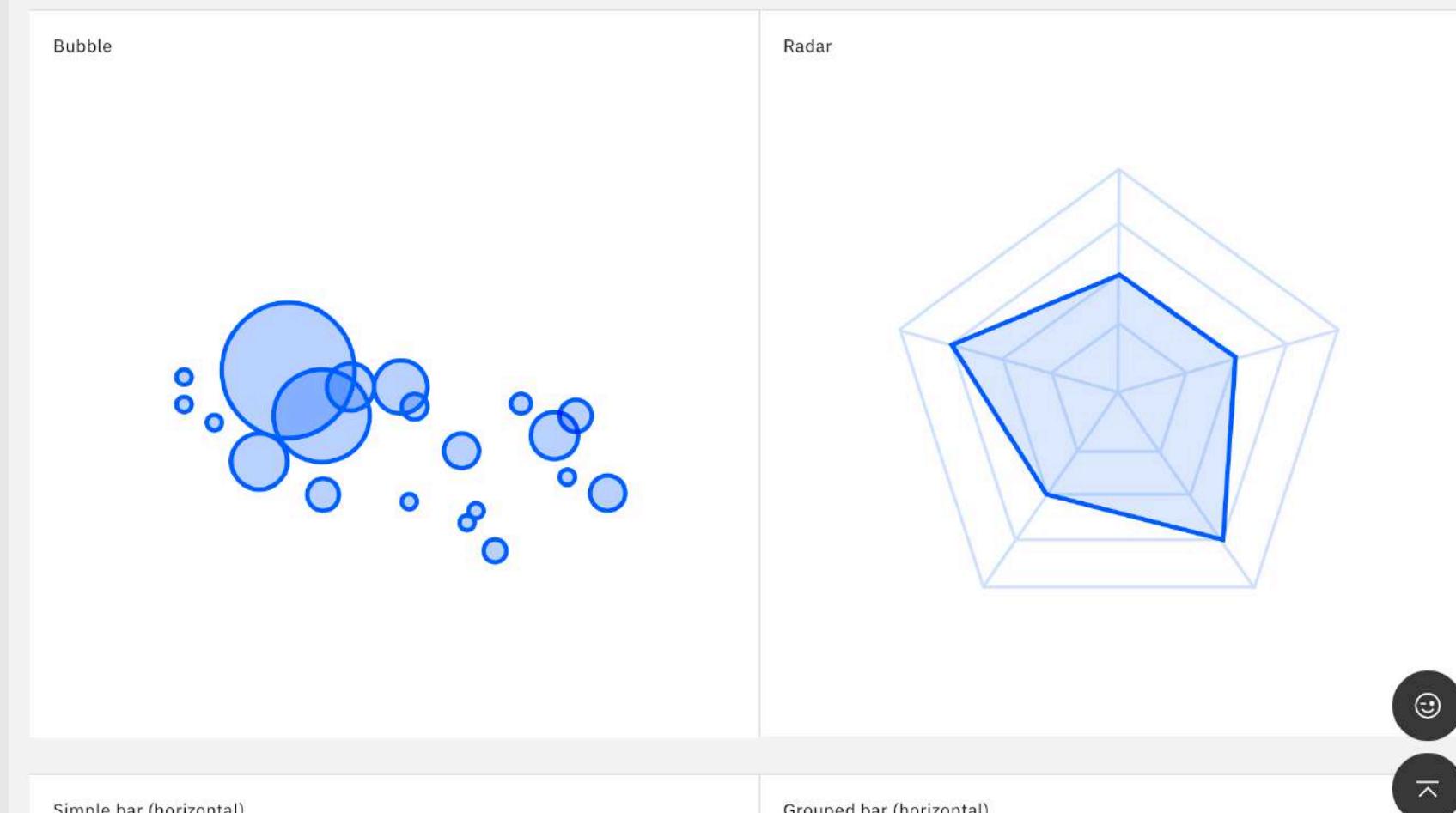
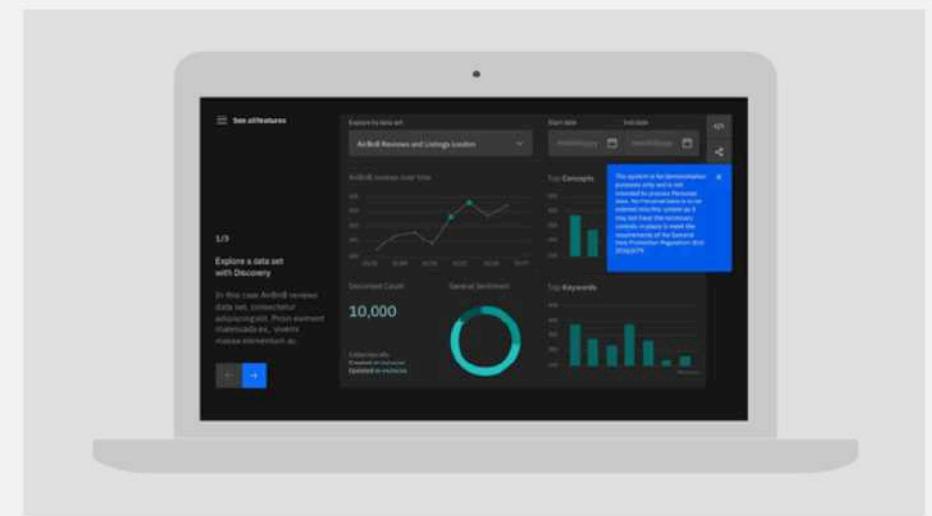
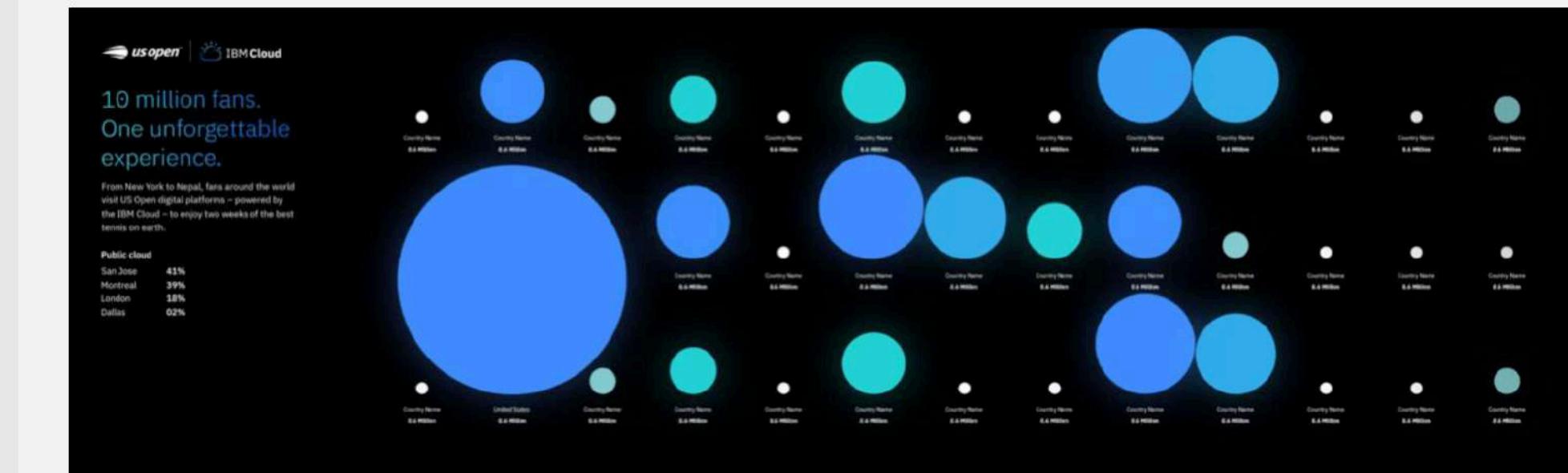
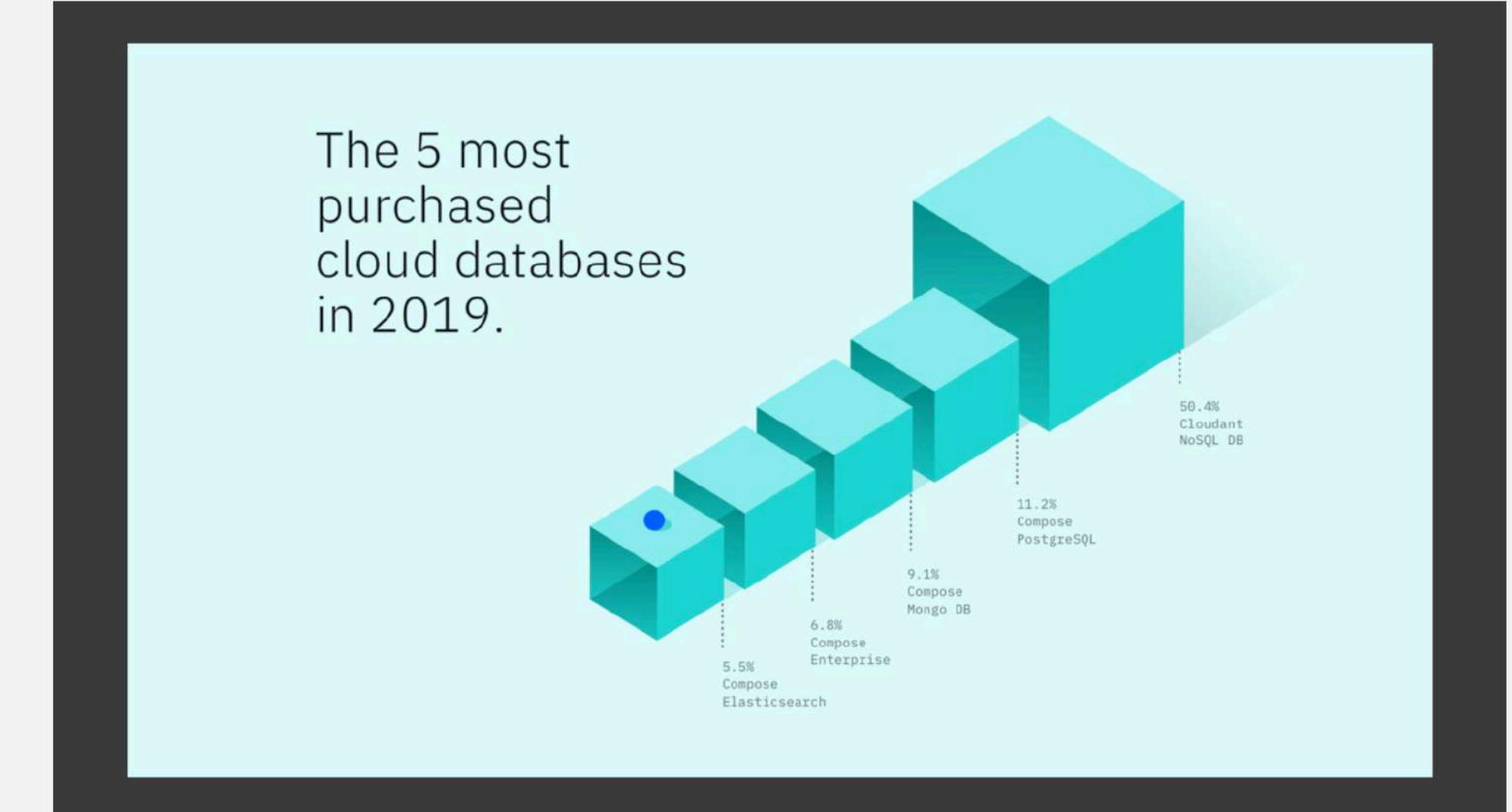
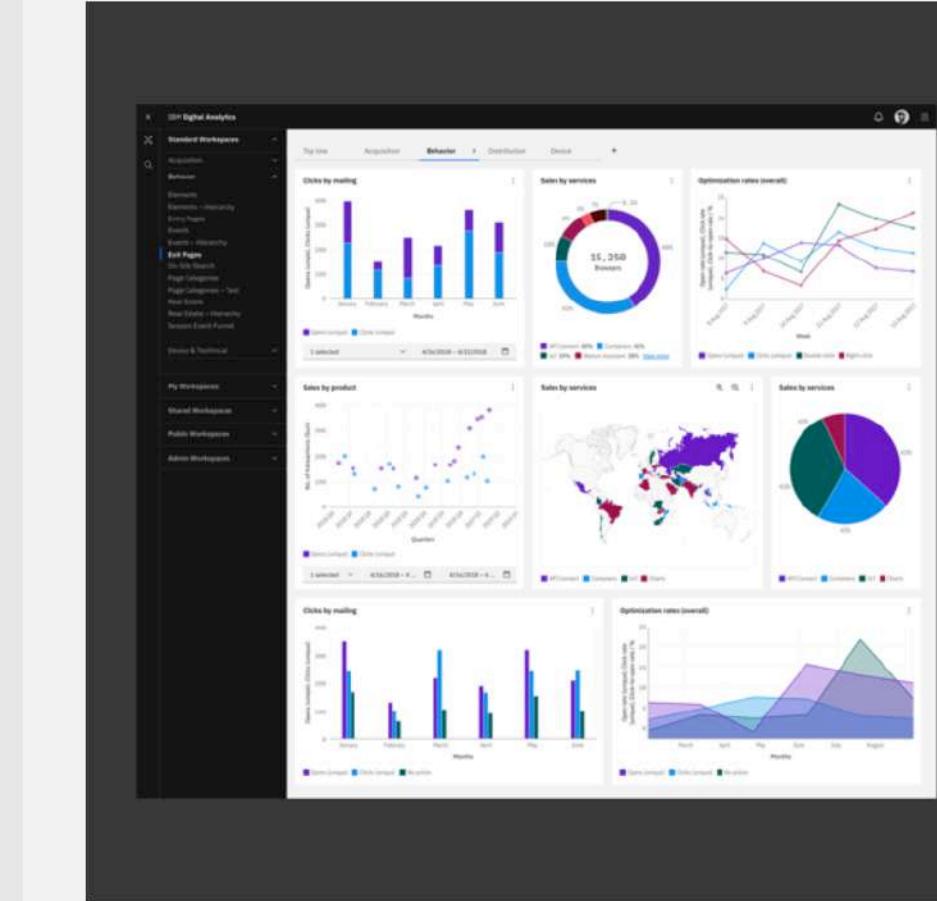
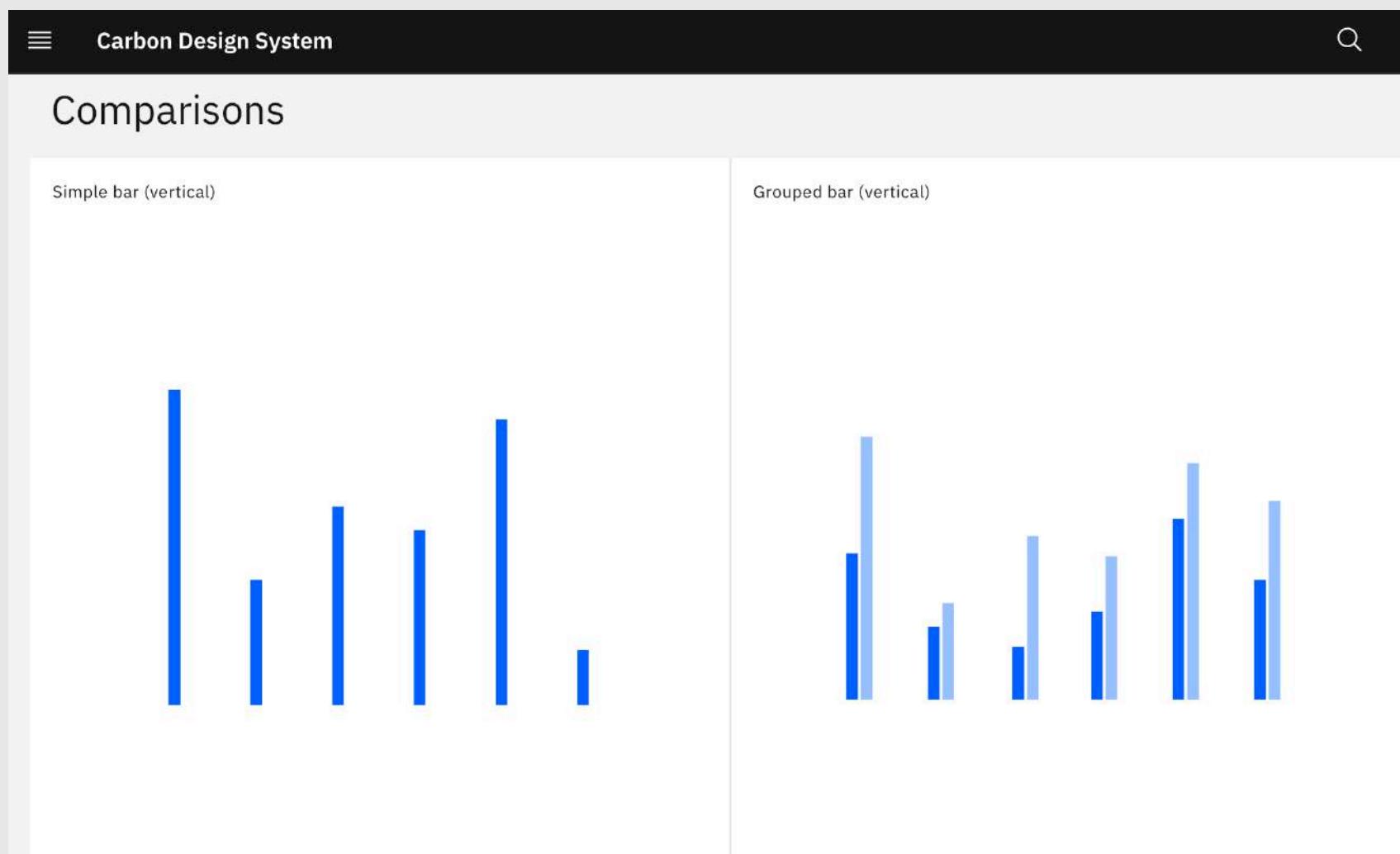
They can be used to help telling a story

Hands

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



Visualização de dados

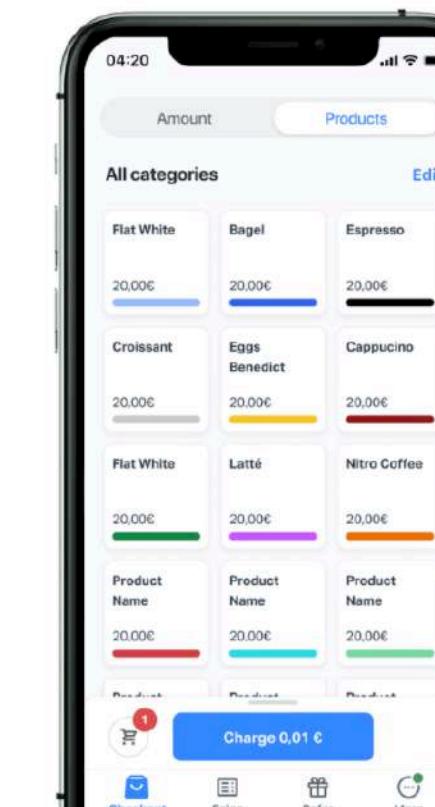
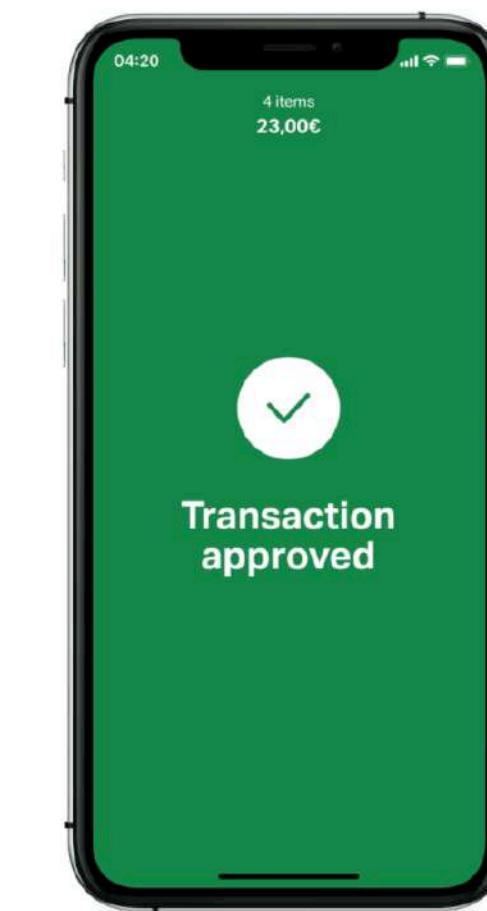
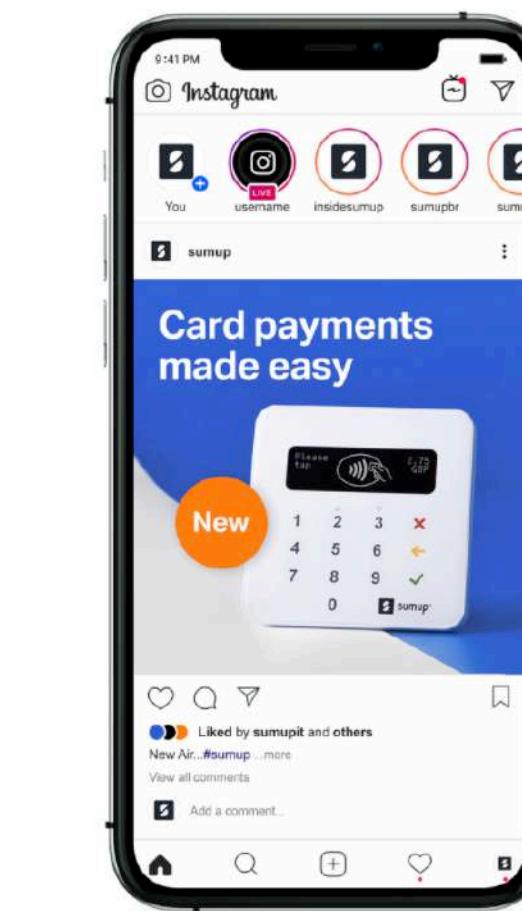
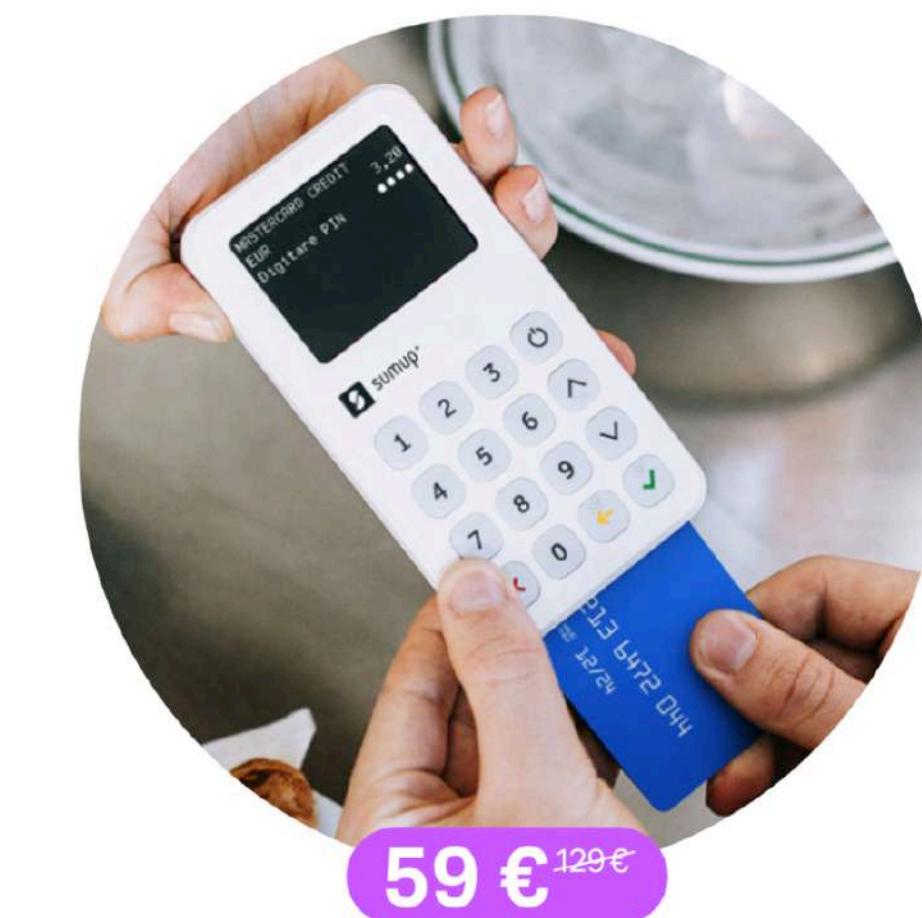


Exemplos (Galeria)

IBM Design Language

The grid displays the following content:

- Top-left: A smartphone screen showing a dark-themed interface with a small inset showing a person at a desk.
- Top-right: A white background featuring a circular icon with a stylized sun or gear design.
- Middle-left: A smartphone screen showing a landing page with the headline "Work less; do more".
- Middle-right: A red access badge with the word "Access" and event details.
- Bottom-left: Two smartphones side-by-side, one showing a dark screen and the other showing a light screen.
- Bottom-right: A smartphone screen showing a cognitive chatbot interface.



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	bat
			 Download SVG  </>

Iconography

IBM icons (16px, 20px) library



IBM icons (.ai and .svg)



IBM app icon builder



Public app store graphics (.png)



IBM icons (24px, 32px) library



IBM app icon master



IBM app icon template (.ai)



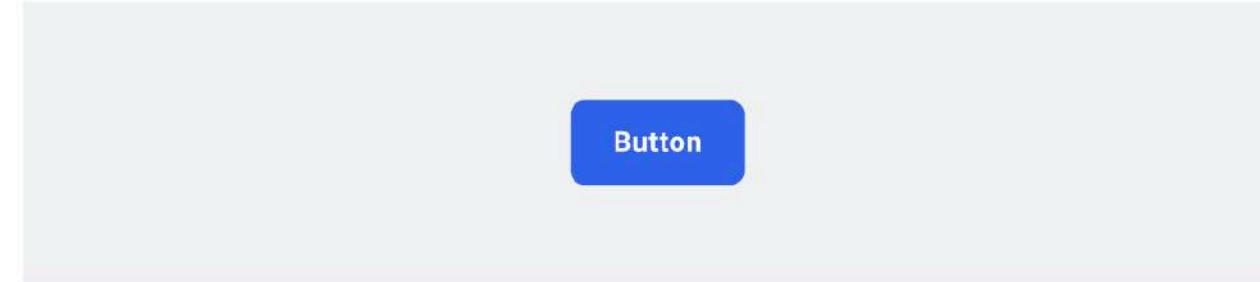
IBM pictogram master



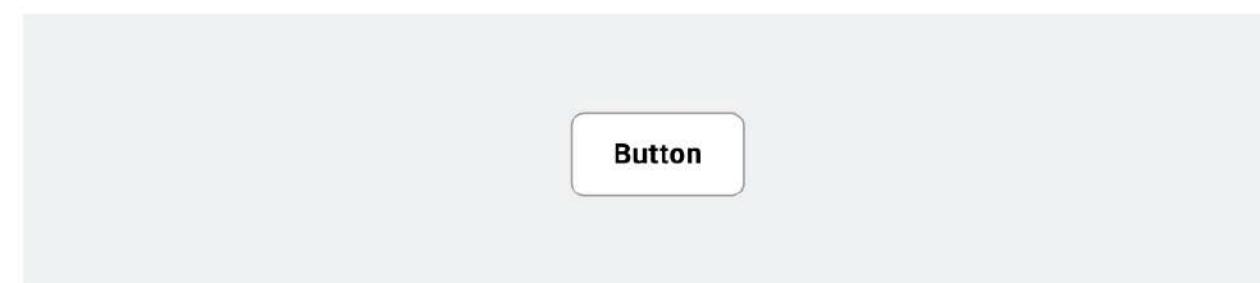
Biblioteca de padrões e componentes

Guidelines

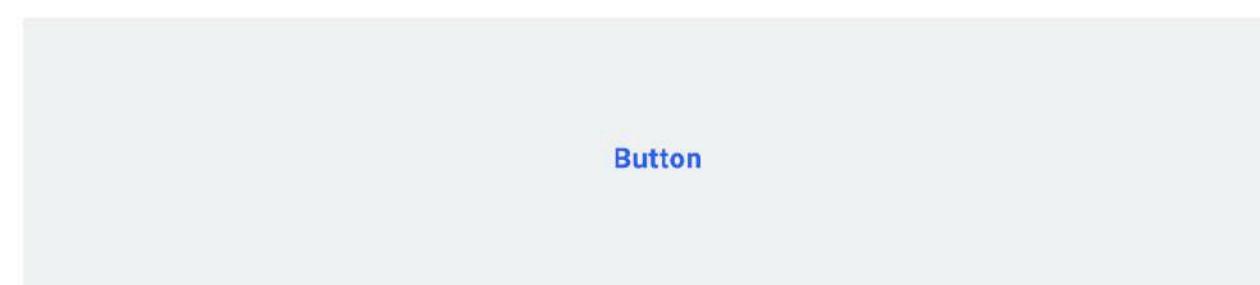
Types & variants



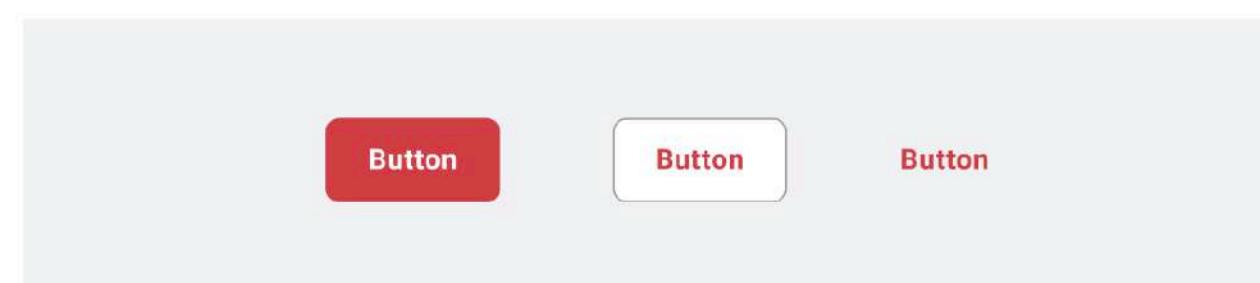
The **primary button** should be used for the most important actions. There should always be just one primary button visible at a time on the screen.



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.

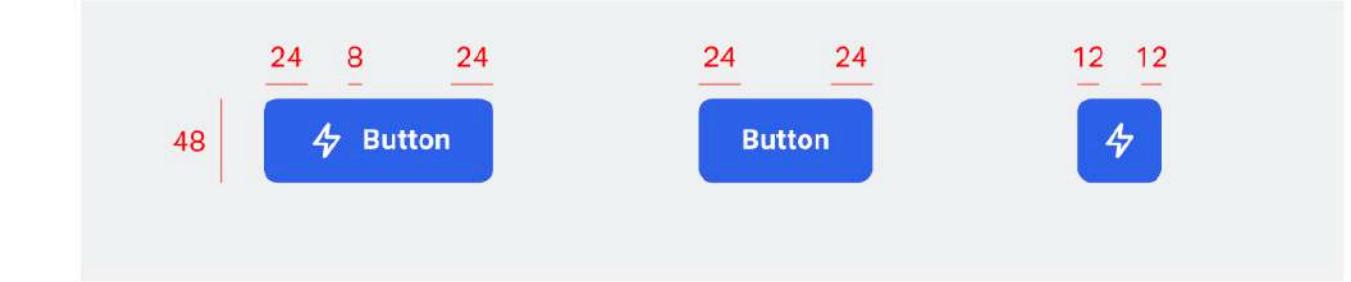


For the **destructive button**, change the color Blue or Black within the primary, secondary or tertiary button to Alert.

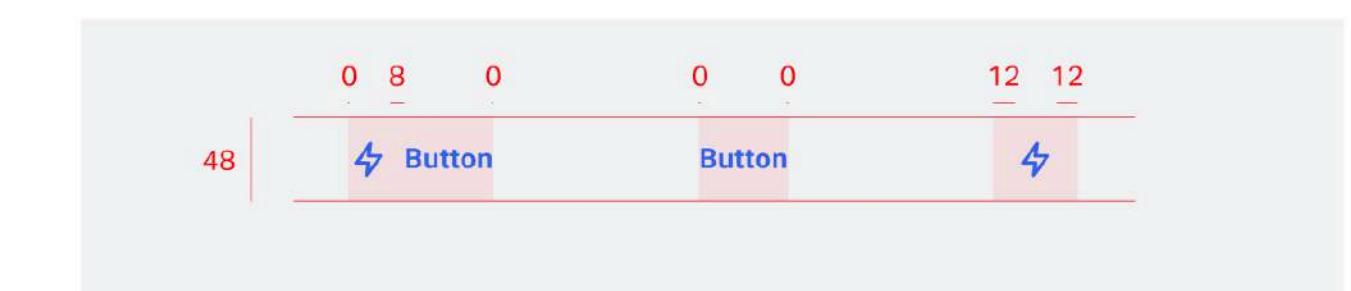


Specifications

Giga



Primary + secondary button (content center aligned)



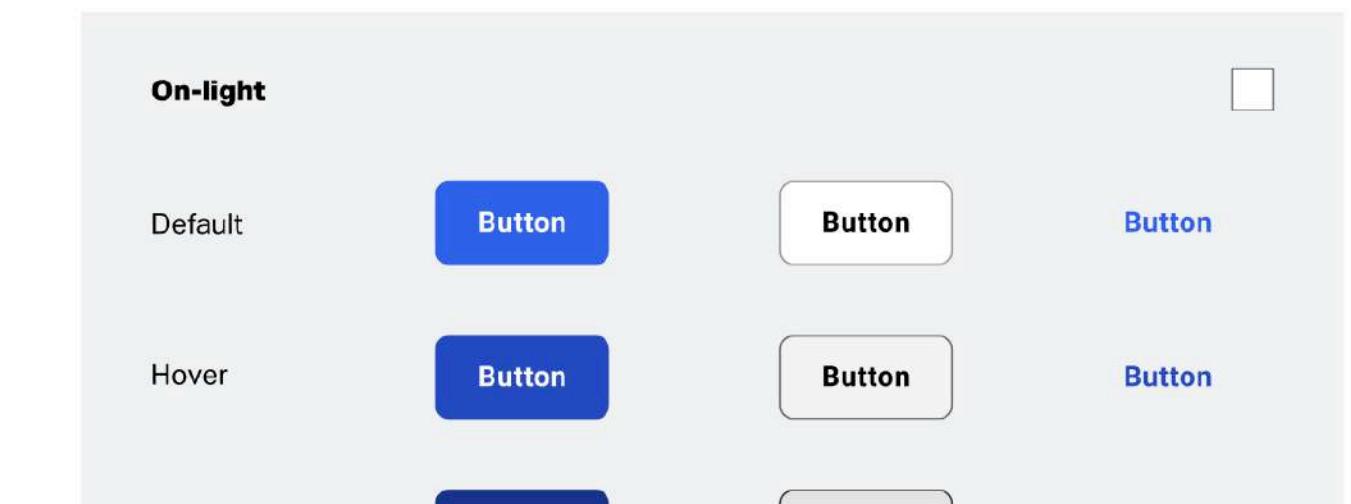
Tertiary button

Kilo



Primary, secondary, tertiary button

States



Ajuda

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

MÓDULO 25

AULA 2 & 3

Design Systems

**PADRÕES, PRÁTICAS,
DOCUMENTAÇÕES E
PRINCÍPIOS**

**CRIAR, MANTER E
ESCALÁR PRODUTOS
DIGITAIS**

Design

+ Tech

Objetivos

Permite combinar padrões de interface em componentes visuais e interativos de forma reutilizável através em código e frameworks de desenvolvimento.

**FACILITAR A
CRIAÇÃO,
MANUTENÇÃO**

consis-
têncio

escocia

CONTEXTO

Contexto

A maior ou total parte da receita de 5 das 10 empresas com maior valor de mercado no mundo se dá através do desenvolvimento de software.



Alphabet



Microsoft

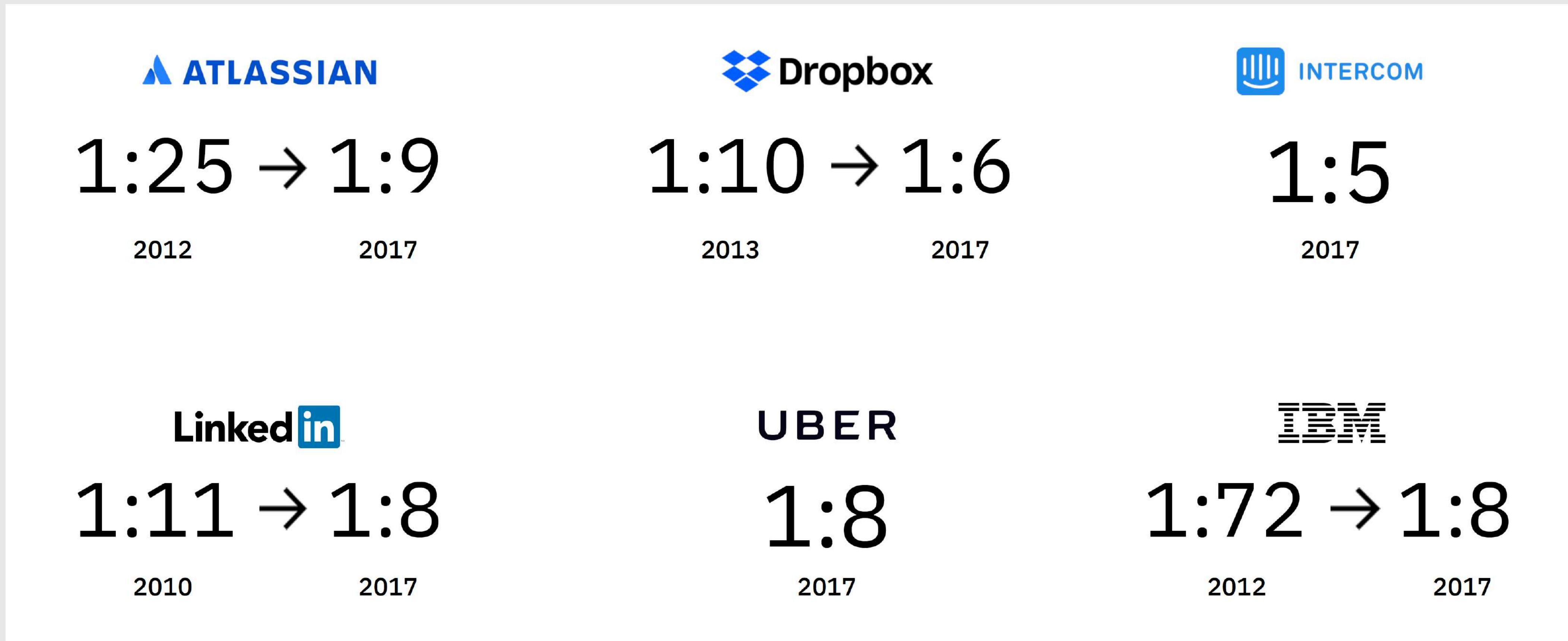


FACEBOOK

Contexto

Só em 2017, algumas destas empresas aumentaram o quadro de profissionais de design em uma média de 65% em suas equipes internas.

Contexto



Empresas de tecnologia estão contratando mais designers

Contexto

1968

Desenvolvimento baseado em componentes

2001

Manifesto ágil

2008

DevOps e automatização de processos

2017

Design computacional, design para bilhões
de pessoas

Contexto

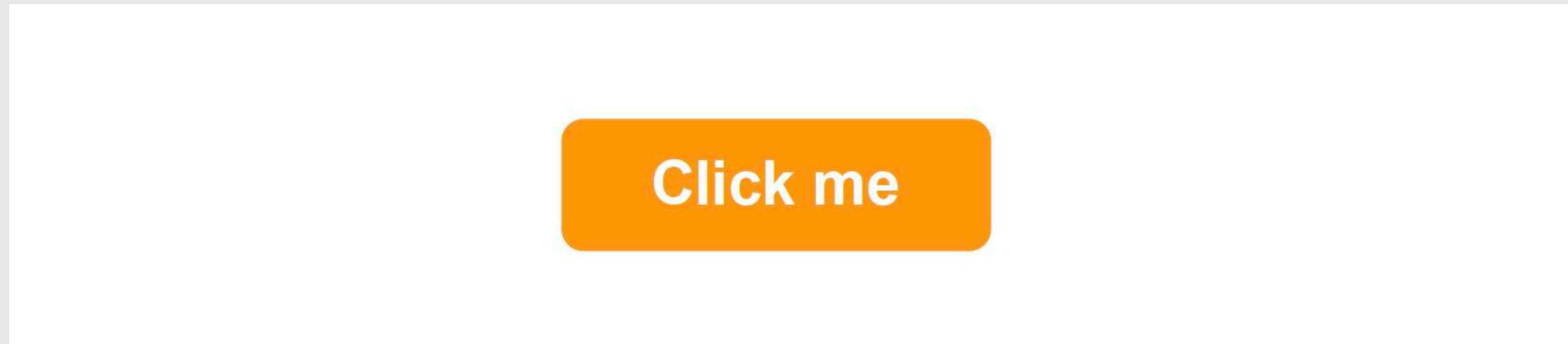
Construir um app de forma consistente não é simples

Eles podem ser bem complexos se parar para pensar como eles são organizados no Figma

Contexto

**Em um contexto de
engenharia de software
eles se tornam ainda mais
complexos**

Exemplo: um Botão



Botão

Variações por contexto

Primário

Secundário

Outline

Sucesso

Erro

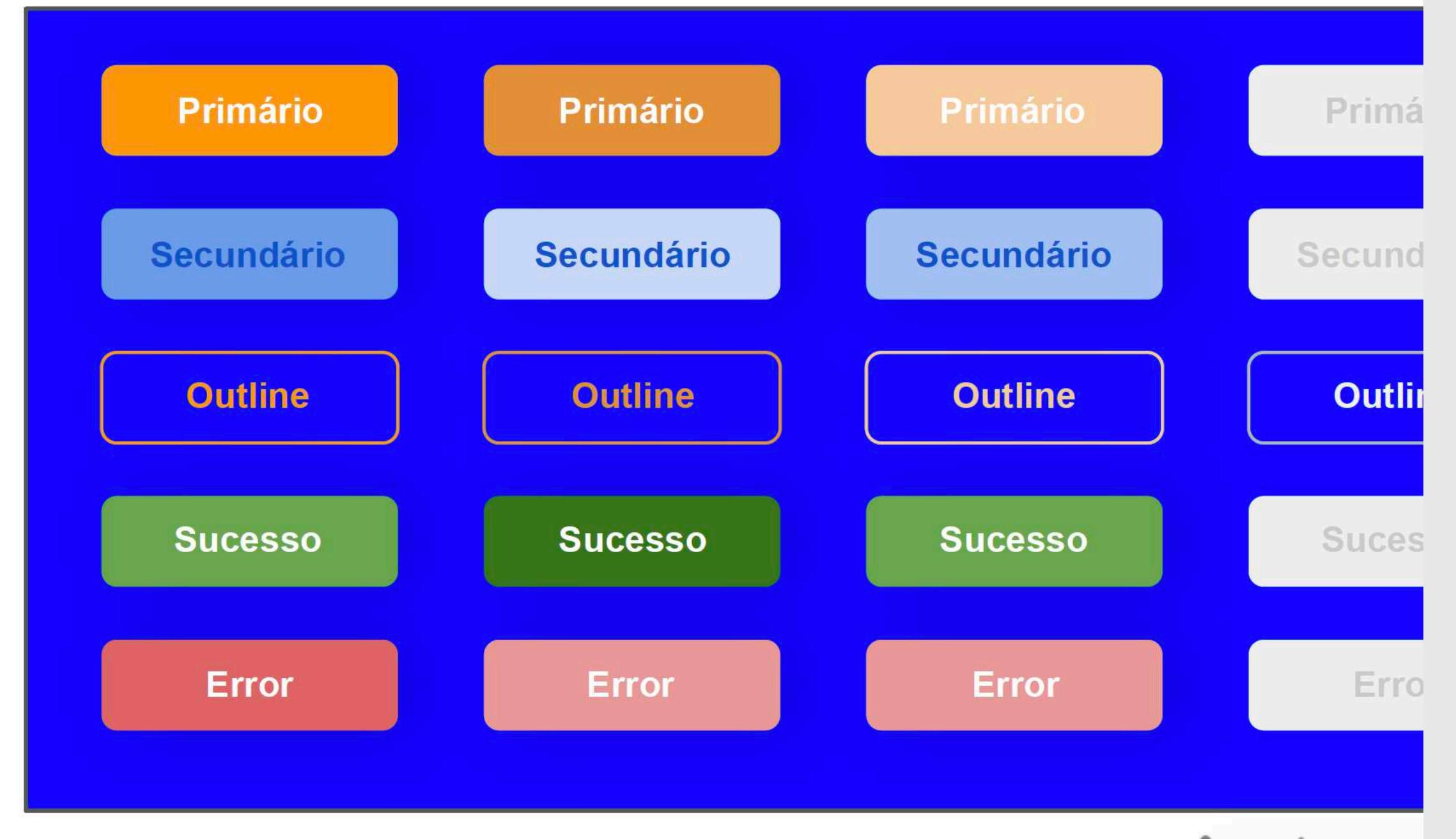
Tipos de botões

Variações por estado



Múltiplos estados de interação

Variações por contraste com o fundo



Dark mode / Light Mode / On Color

Variações por sistema operacional



Web desktop

Web mobile

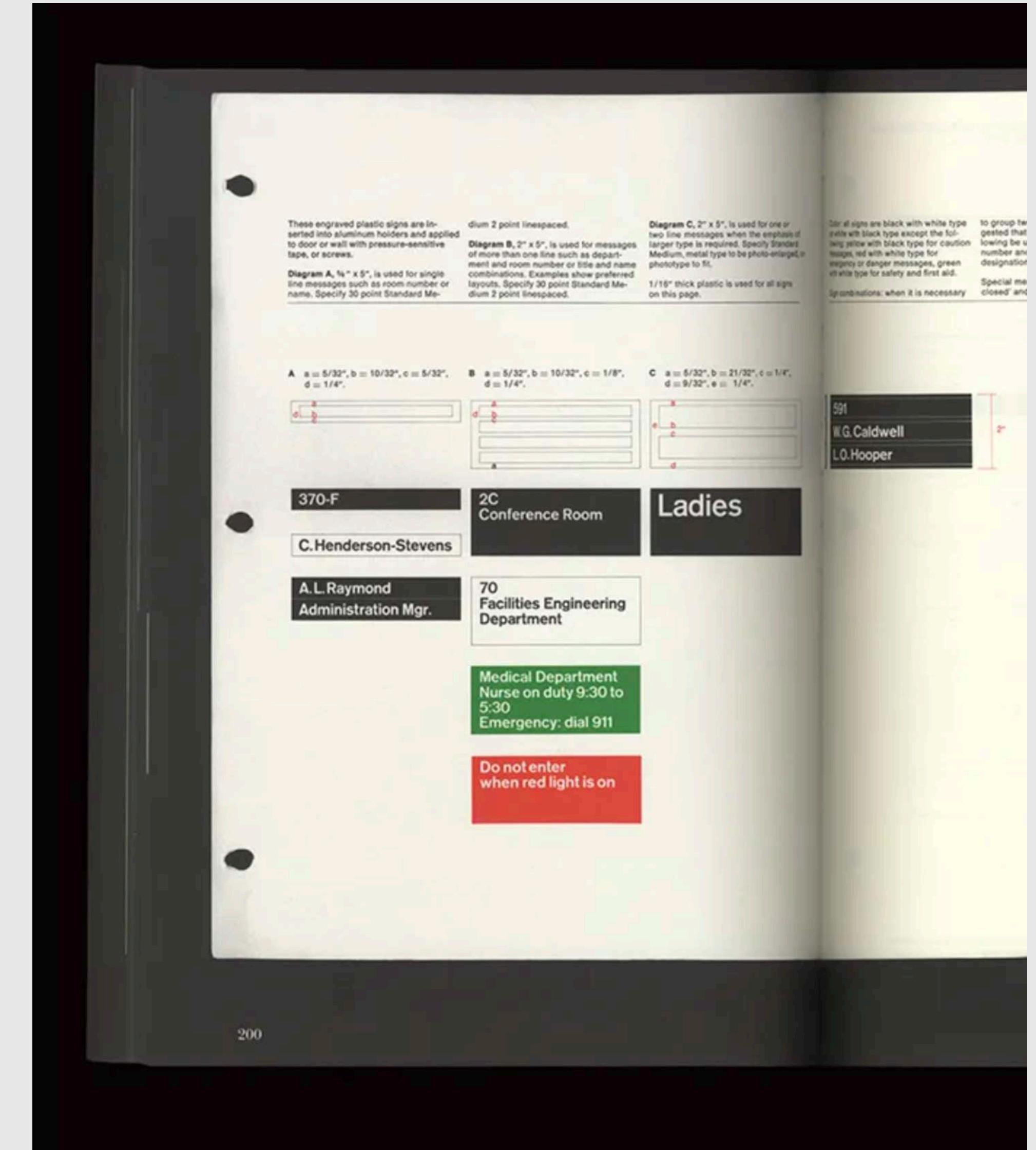
iOS

Android

Design
System

Design system

Uma estrutura escalável de decisões e comportamentos de equipe em nossos produtos digitais para convergir para uma experiência coesa.



Manual de marca da IBM, 1956

Yahoo Design Pattern Library

Welcome! This library shares user interface patterns with the web design and development community. We've got 59 patterns today and more on the way, and we welcome your feedback.

Get Started | [Browse All Patterns](#) | [About the Library](#) | [Join the Community](#)

BROWSE PATTERNS

Recently Updated

View the most recent patterns added to the library.

- Draft-pick compensation rules might bend | MLB
Jeff Passan February 16, 2009
- Shaq is last rising Sun
Adrian Wojnarowski February 16, 2009
Shaquille O'Neal's entertainment can't mask the bungled firing of Terry Porter an
ingering trade talks. [Read More](#)
- View Adrian Wojnarowski Archive

Accordion

There are too many items to fit into a limited space without overwhelming the user.

Availability

Provide a way for a user to display to other people (either the public, or their contacts, depending on the rules of the system) when they are available for contact and when not.

Display Collection

The user has created a collection and wants to display it to other people.

Add Connections

Step 1 - Select Source

Consolidate all your address books in one place. connections — we'll show you how.

Tags ukulele > Type another tag

25 FEB 10 Ukulele Beatles Fun! SAVE
sandstep

MUD: Video archive from Mid
Yann Rocc

Find with Tags

A user wants to find objects associated with a specific concept or term.

Left Navigation

The user needs to locate content and features necessary to accomplish a task.

Progress Bar

User needs to know at where they are in a multi-screen process (such as purchase or set-up).

About the Pattern Library

What's a Pattern?

A pattern describes an optimal solution to a common problem within a specific context.

From the IAWiki:

Patterns are optimal solutions to common problems. As common problems are tossed around a community and are resolved, common solutions often spontaneously emerge. Eventually, the best of these rise above the din and self-identify and become refined until they reach the status of a Design Pattern.

Each pattern has four primary components:

1. a title
2. a problem
3. a context
4. a solution

Because a picture is worth a thousand words, the patterns also have a "sensitizing example" that visually represents the pattern. Rationale and Accessibility concerns are also captured in the pattern.

Additionally, each pattern will have a corresponding blog entry (located at [yuiblog.com](#)). This is where we encourage feedback and conversations around the individual patterns. RSS subscriptions per pattern are also available.

The Lifecycle of a Pattern

At Yahoo, a pattern most often comes into the library via the traditional design process. Within the context of a product design cycle, a solution to the common problem is created.

The solution, within the context of a property or specific product is tested and iterated. Design research and designers collaborate and will test the range of low-fidelity prototypes to final product usability testing. Data is collected and those results inform the solutions offered in the pattern.

The designer of the solution, or the curator of the library, recognizing solutions to common problems across the network, writes the pattern for submission to the library. Specific research supporting the pattern is flagged in

Design Stencils - Design Pattern Library

Yahoo Design Stencil Kit version 1.0 is available for OmniGraffle, Visio (XML), Adobe Illustrator (PDF and SVG), and Adobe Photoshop (PNG), and covers the following topics:

- Ad Units
- Calendars
- Carousels
- Charts and Tables
- UI Controls
- Form Elements
- Grids
- Menus and Buttons
- Mobile - General
- Mobile - iPhone
- Navigation and Pagination
- OS Elements
- Placeholder Text
- Screen Resolutions
- Tabs
- Windows and Containers

Biblioteca de padrões de design do Yahoo, 2000's

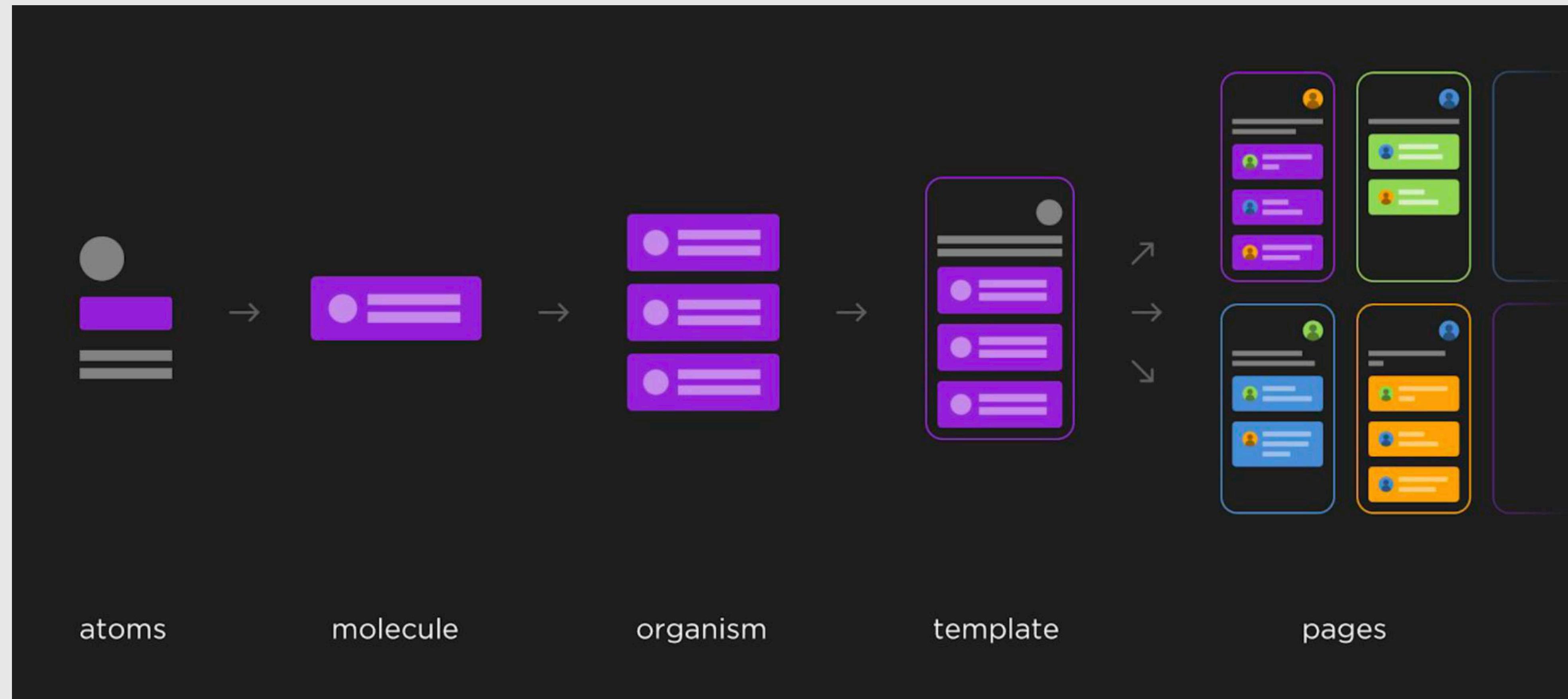
**PADRÕES E
PRÁTICAS**

PADRÕES Convenções e
elementos repetidos que quando
combinados formam a interface.

PÁTICAS A forma como criamos, capturamos, compartilhamos e reproduzimos estes padrões.

**DESIGN SYSTEM É A LÍNGUA
UNIVERSAL DE UM PRODUTO**

Atomic design



**É IMPORTANTE PENSAR EM
UM DESIGN SYSTEM COMO
VÁRIOS PEDAÇOS QUE
COMPÕE UM TODO**

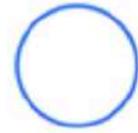
ELEMENTOS DE UM DESIGN SYSTEM

PRINCIPIOS DE DESIGN

Princípios de Design

São um conjunto de considerações que formam a base de qualquer bom produto.

SumUp



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**.

I'm in control.

Design it to be predictable, so it's clear what's happening and how it was done.

Examples:
No Asterisk or small copy texts
Minimum type size easily legible
Clear offerings, fees & requirements
...



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**.

Surprisingly simple and fast.

Keep the simple things simple, and make the complex things surprisingly simple.

Examples:
Time & affordance saving flows
Simple Sign-up
Adjustable Dashboard views
Store progress for our merchants
Catchy marketing slogans
...



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.

I can use it everywhere.

Make it usable for everyone - our merchants, their team and their customers. And allow them to use it everywhere - indoors, outdoors and on the go.

Examples:
Optimized for low bandwidths
Contrast save indoors and outdoors
Well legible buttons & labels
Simple language
Coherent mental models
Guided by rhythm & contrast
...



Proactive

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.

It knows what i need.

Encourage our merchants and their ideas and guide them towards their desired goals. Let them shine in front of their merchants and celebrate their achievements.

Examples:
Championing achievements
Say Hello and Goodbye
Promote relevant functionality & services
Raise ecosystem awareness
One place of truth (Shop)
...



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**.

It always works.

We are always available and to the point. Everything else is optional, but never disturbs the key experiences.

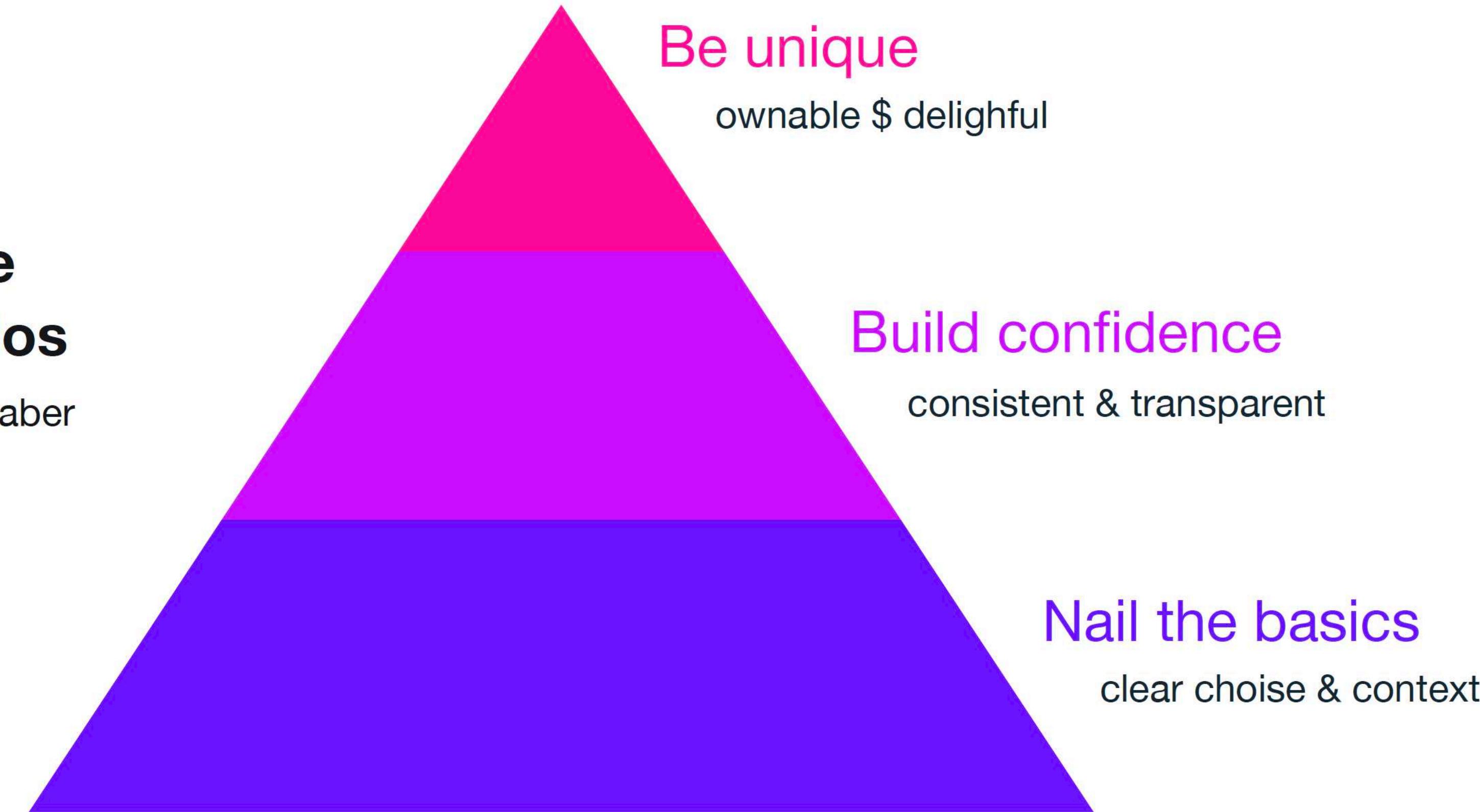
Examples:
Be always available
Provide solutions, not errors or problems
Approach merchants in the right moment
Durable battery life
2-factor authentication
Resilient hardware design
Consider hardware hygiene factors
...



Design
Principles

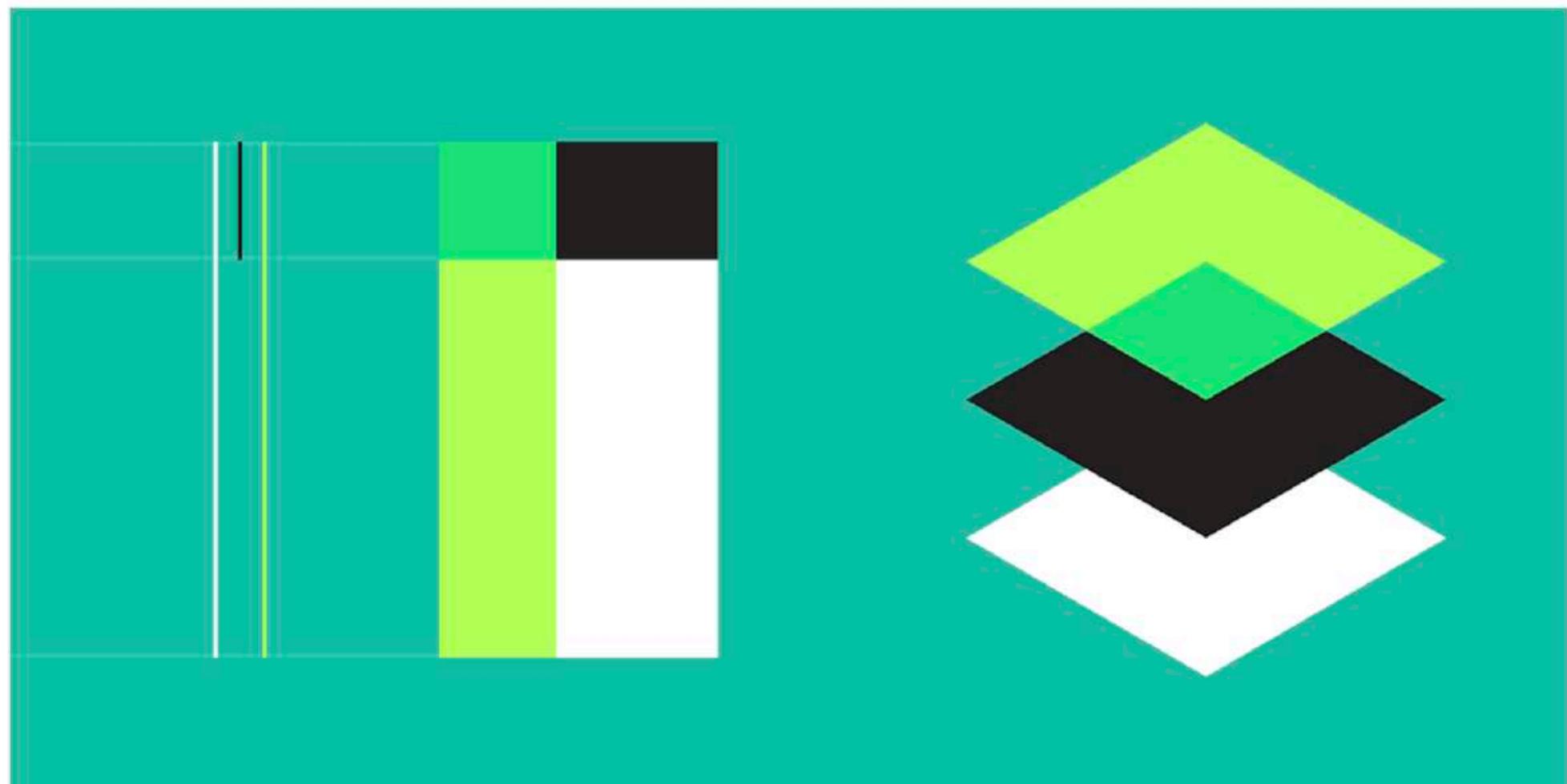
Represente graficamente seus princípios

isso pode ajudar a saber
o que priorizar



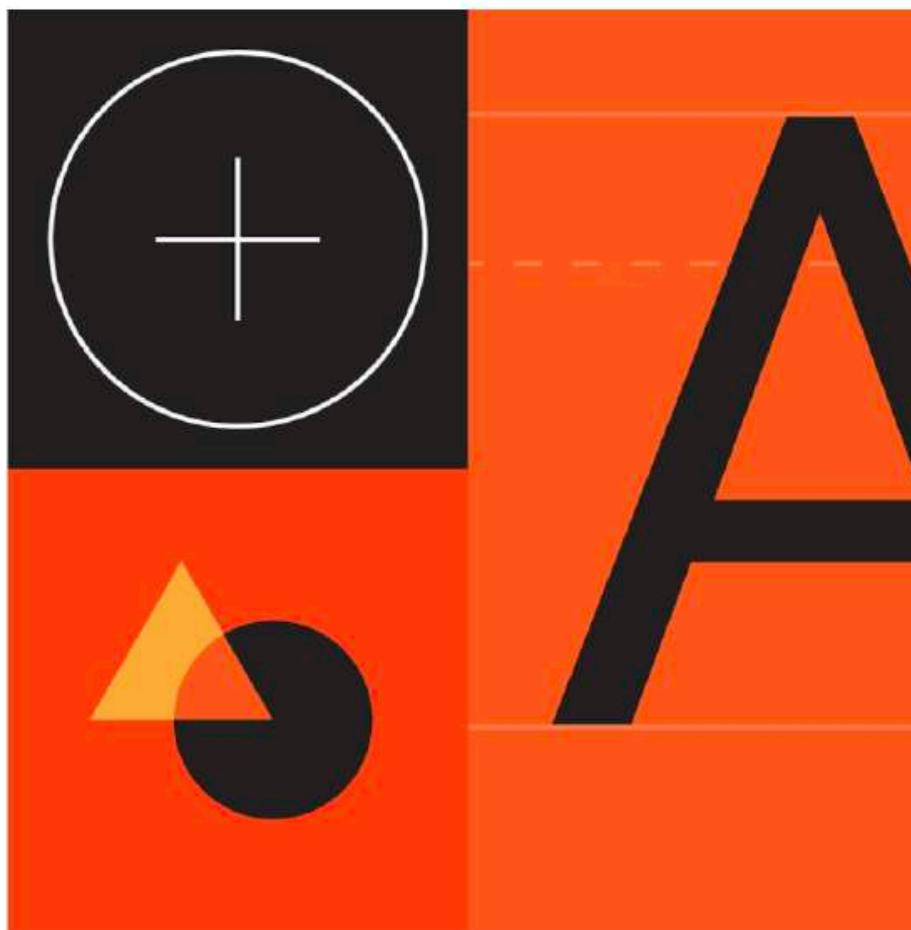
Material Design

Principles



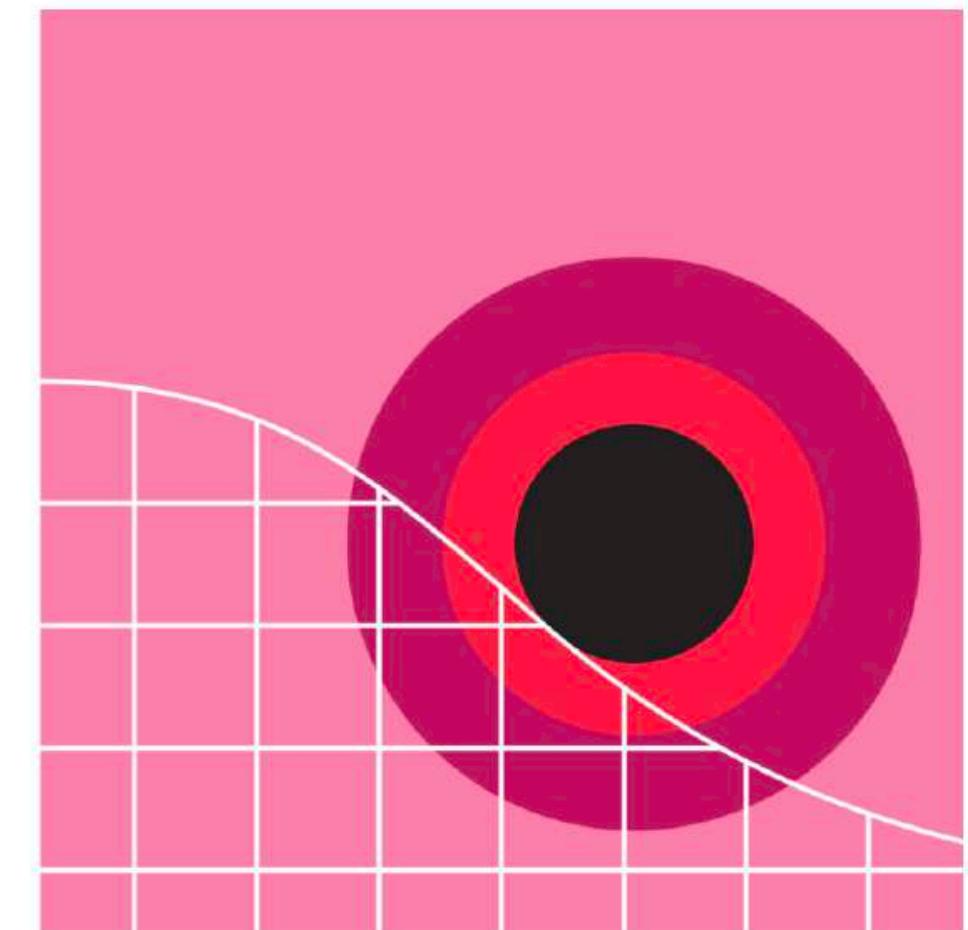
Material is the metaphor

Material Design is inspired by the physical world and its textures, including how they reflect light and cast shadows. Material surfaces reimagine the mediums of paper and ink.



Bold, graphic, intentional

Material Design is guided by print design methods – typography, grids, space, scale, color, and imagery – to create hierarchy, meaning, and focus that immerse viewers in the experience.



Motion provides meaning

Motion focuses attention and maintains continuity through subtle feedback and coherent transitions. As elements appear on screen, they transform and reorganize the environment with interactions generating new transformations.

STYLEGUIDE

FRAMEWORKS DE DESENVOL- VIMENTO

DESIGN TOKENS

Design Tokens

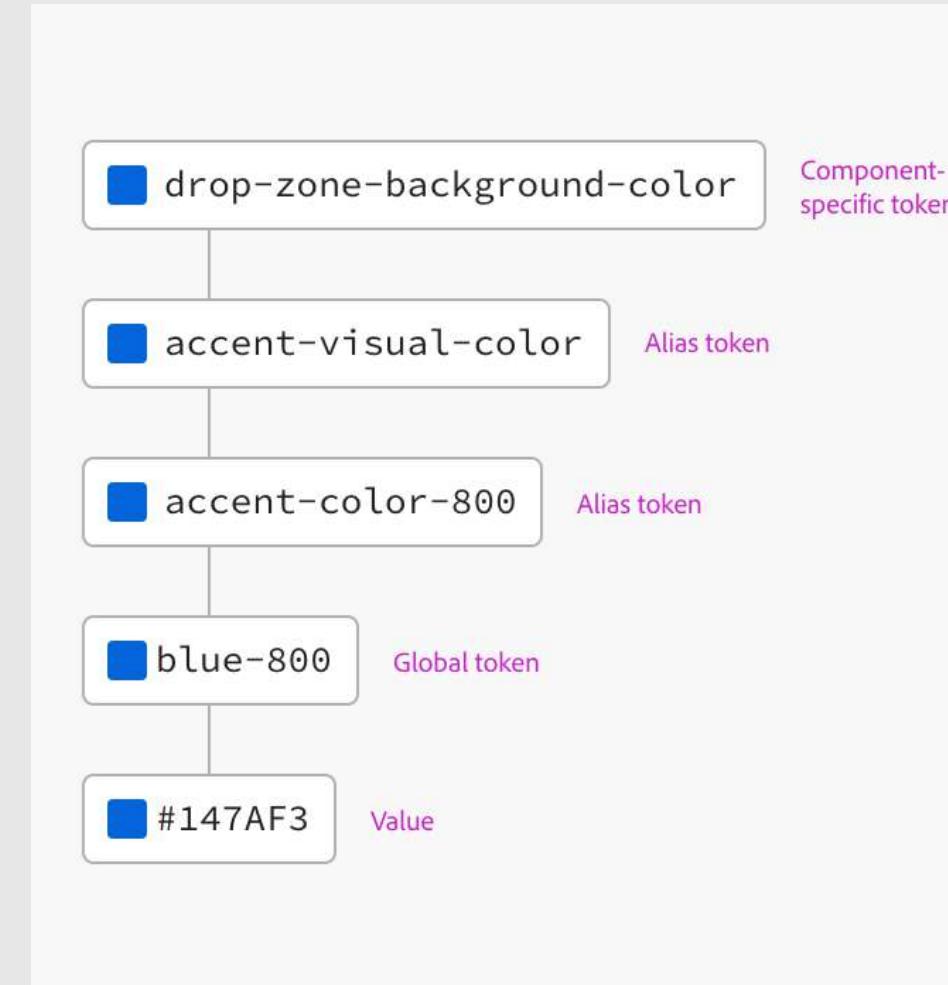
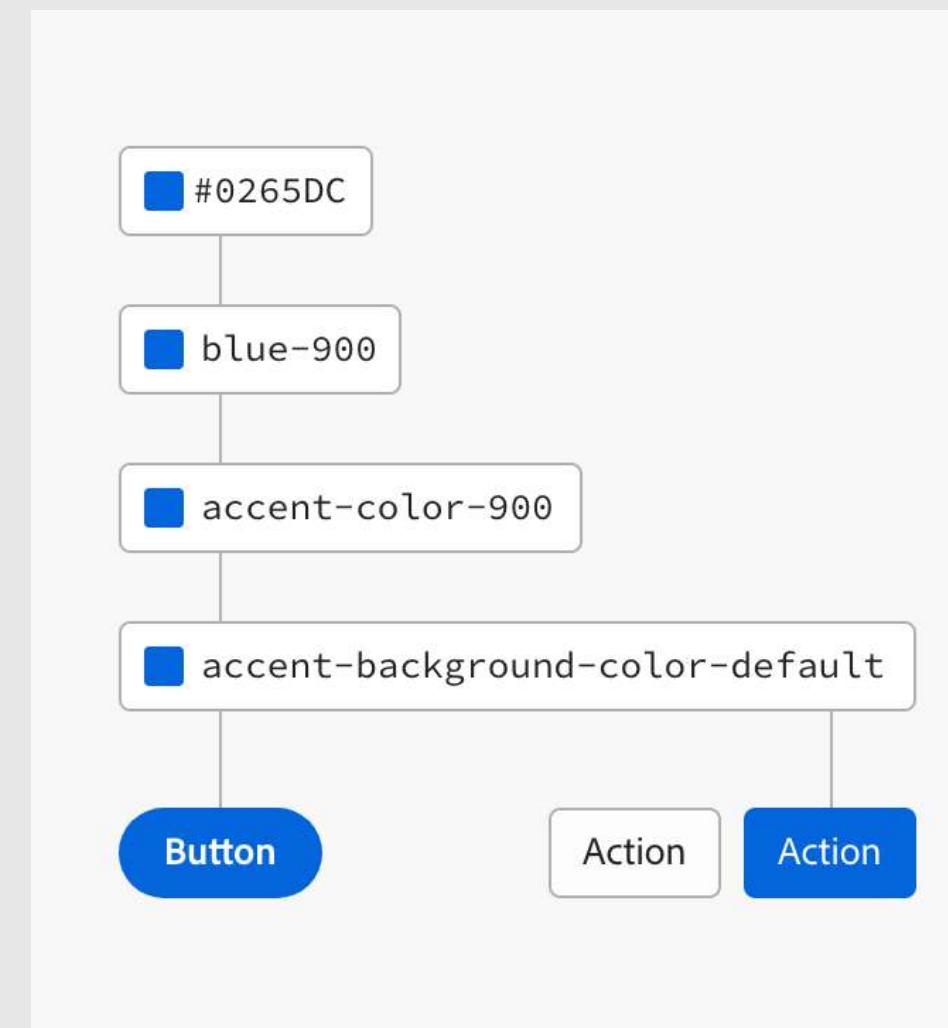
Exemplos

Primitivos

blue-800
blue-900
gray-100

Semânticos

border-width-100
accent-visual-color
informative-bg-color



Rounding

1 corner-radius-100

Border

2 border-width-100

Spacing

3 component-edge-to-text-75 Small
component-edge-to-text-100 Medium
component-edge-to-text-200 Large
component-edge-to-text-300 Extra-large

Text field label



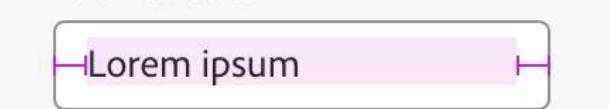
1

Text field label



2

Text field label



3

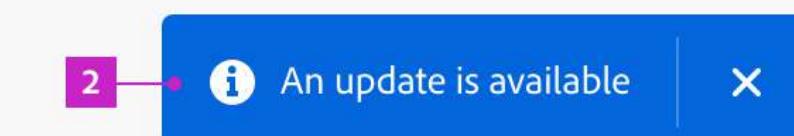
3

Global color

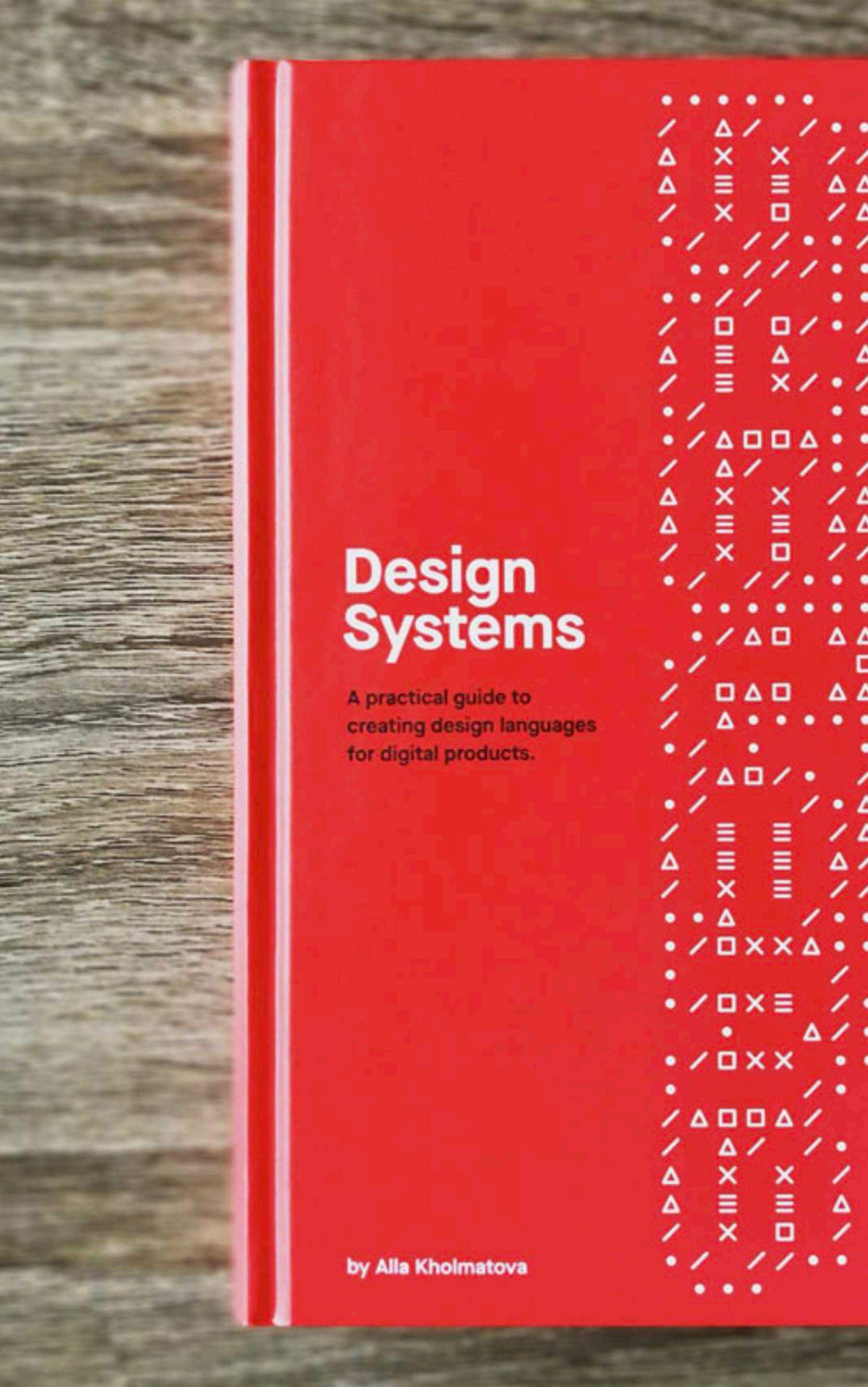
1 gray-100 #F8F8F8 (light)
#323232 (dark)
#1D1D1D (darkest)
#F4F6FC (wireframe)

Alias color

2 informative-background-color-default



"Um design system é uma série de padrões interconectados e práticas compartilhadas organizadas de forma coerente para servir o propósito de um produto digital"



**DESIGN SYSTEM
É UM PRODUTO**



**"Design system é um produto
servindo outros produtos..."**

**Ele precisa de um MVP, um roadmap, atualizações e melhorias.
Se possível até um time focado nele."**

**TIME MULTI-
DISCIPLINAR**

Um time de Design System
atende outros times, como
clientes e usuários internos

Por que ter uma equipe dedicada?

- Para um design system prosperar, ele deve publicar resultados de alta qualidade e atender aos designers de maneira confiável.
- Devemos enxergar a equipe do Design System, como uma equipe de produto.
- Com um fluxo constante de entregas regulares, seus clientes (equipes de produtos) adotam os componentes e as pessoas começam a renunciar ao controle de problemas resolvidos pelo sistema.

Time multidisciplinar

- Os membros do design podem abranger sub-disciplinas - visual, interação, arquitetura da informação, entre outras - mas a equipe deve se destacar na criação de uma linguagem visual elegante.
- A engenharia traz um foco de front-end com conhecimentos de HTML e CSS, habilidades para estabelecer convenções e construção de ferramentas.
- Preocupações especiais , como UX writing, acessibilidade, desempenho, SEO e muito mais. Embora valiosos, lembre-se de que os design system se casam principalmente com design e engenharia.

Time de Design System

Lead ou PM

Direcionamento,
priorizações e gestão
de backlog

Tech Lead ou Engineering Manager

Liderança e gestão
dos recursos e do
time de tecnologia

UI Designer

Interface, interações,
componentes, gestão
das guias de estilo

FED (Frontend developer)

Implementação da
UI, das interações e
documentação

Especialistas

UX Writers ou
content designers

Acessibilidade

Marketing e
branding

Motion designers

Ilustradores

Time de Design System

Lead ou PM

Direcionamento,
priorizações e gestão
de backlog

Tech Lead ou Engineering Manager

Liderança e gestão
dos recursos e do
time de tecnologia

UI Designer

Interface, interações,
componentes, gestão
das guias de estilo

FED (Frontend developer)

Implementação da
UI, das interações e
documentação

Especialistas

UX Writers ou
content designers

Acessibilidade

Marketing e
branding

Motion designers

Ilustradores

Time de Design System

Configurações mínimas de um time

Lead

Frontend developer

Designer

Frontend developer

Designer

Designer (Fullstack)

**ALINHAMENTO
ENTRE
STAKEHOLDERS**

GOVERNANÇA

Stakeholders e governança

Construir um design system pode requerer algumas apresentações e algumas sessões de workshop para resumir o progresso e reunir mais informações. Por isso, precisamos entender bem quais pessoas precisamos envolver e quais apenas informar do andamento.

BENEFÍCIOS

Benefícios de um Design System

Aumento de
produtividade

Viabilizar a
contribuição

Crescer com
consistência

Acessibilidade

Benefícios de um Design System

- Consistência Visual e Textual
- Clareza na Interface do Usuário
- Otimizar a capacidade de liberar novas funcionalidades e/ou novos produtos mais rapidamente
- Fácil manutenção tanto no código, como no design.
- Uma arquitetura sólida que você pode expandir para novos produtos
- Produtos robustos com padrões de alto nível.
- Mais rápido para novos designers e desenvolvedores se integrarem ao times

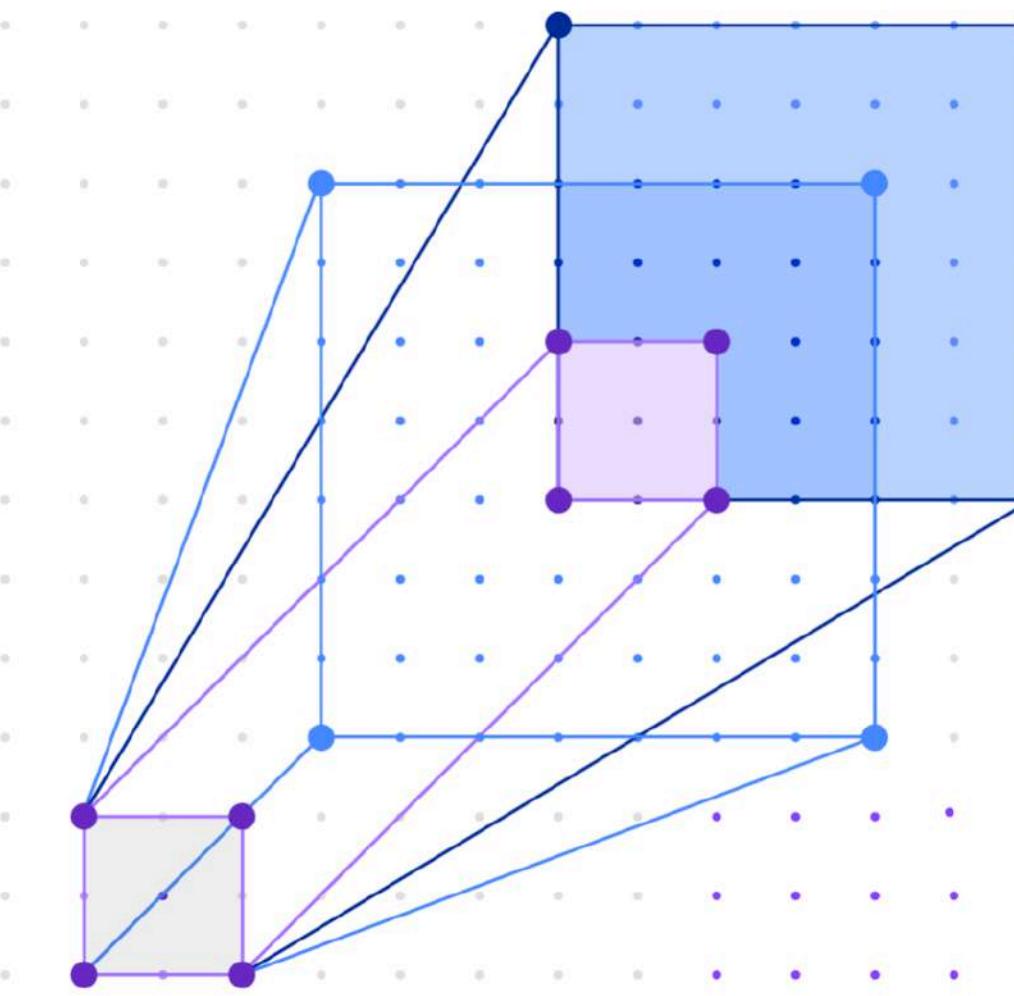
Benefícios de um Design System

- Designers: Conseguem entregar mais consistência e qualidade de design, enquanto focam em desafios específicos que geralmente são ignorados.
- Gerentes de Produto: Velocidade de entrega e qualidade do produto entregue.
- Desenvolvedores: Melhor handoff do Designer, acelerando a entrega e conseguem dar manutenção com mais facilidade aos produtos.

REFERÊNCIAS

- About Carbon
- Designing
- Developing
- Contributing
- Migrating
- Elements
- Guidelines
- Catalogs
- Assets
- Design kits
- Libraries
- Collections
- Data visualization

Build consistent & scalable experiences with confidence.



Carbon is IBM's design system for digital experiences. The new website is your pathway to accessing components, patterns, functions, templates, and other assets across IBM.

The screenshot shows the homepage of the Polaris design system website. The header features a navigation bar with a search bar and a user icon. The main title "Build. Contribute. Evolve." is displayed prominently, with the word "Contribute." highlighted by a purple outline around its central 2x3 grid of blocks. Below the title is a subtitle: "Shape the merchant experience for Shopify's core product, the admin." The left sidebar contains a navigation menu with sections like "What's new", "Getting started", "Foundations", "Design", "Content", "Patterns" (marked as "New"), "Components", "Tokens", "Icons", "Contributing", and "Tools". The right side of the page is divided into four main sections: "Foundations", "Components", "Tokens", and "Icons", each with a brief description and a call-to-action button labeled "Get Started". A modal window at the bottom left is titled "Make commerce better" and contains five repeated instances of the same text. On the far right, a code editor displays the CSS for the "QuickStartToggle" component, showing properties like font-size, font-weight, color, and transform.

Build. Contribute. Evolve.

Shape the merchant experience for Shopify's core product, the admin.

Foundations

Fundamental design guidance for creating quality admin experiences

Components

Reusable elements and styles, packaged through code, for building admin interfaces

Tokens

Coded names that represent design decisions for color, spacing, typography, and more

Icons

Over 400 carefully designed icons focused on commerce and entrepreneurship

Make commerce better

```
ResourcesPage.module.scss (1) ●
src / components / ResourcesPage / ResourcesPage.module.scss / .QuickStartToggle
60 }
61 .QuickStartToggle {
62   font-size: var(--font-size-400);
63   font-weight: var(--font-weight-500);
64   color: var(--text-strong);
65   display: flex;
66   align-items: center;
67   gap: 0.45em;
68   cursor: pointer;
69   background: var(--p-surface-success);
70   color: var(--p-text-success);
71   &:hover {
72     transition: transform 0.1s ease;
73   }
74   &:active {
75     transform: rotate(90deg);
76   }
77   &::before {
78     content: '';
79     width: 0.1em;
80     height: 1.2em;
81     background-color: var(--p-surface-success);
82     margin-right: 0.2em;
83     border-radius: 0.1em;
84   }
85   &::after {
86     content: '';
87     width: 0.1em;
88     height: 1.2em;
89     background-color: var(--p-surface-success);
90     margin-left: 0.2em;
91     border-radius: 0.1em;
92   }
93   &::placeholder {
94     position: relative;
95   }
96 }
```

The screenshot shows the homepage of the Nimbus documentation site. The header features the 'nimbus' logo, a search bar with placeholder text 'Pesquisar documentação', and a keyboard icon. To the right are links for 'Documentação', 'Guia de conteúdo', 'Recursos', a language switcher ('PT'), and a light/dark mode toggle.

O Design System com componentes validados em produtos Nuvemshop

A central graphic consists of three concentric circles. The innermost circle contains the 'nimbus' logo. The middle ring contains a 'Text' component icon. The outermost ring contains a 'Form' component icon. A button labeled 'Instalar Nimbus' is positioned above the middle ring.

Começar com Nimbus

```
$ npm install @nimbus-ds/components @nimbus-ds/styles
```

Aprenda como instalar as bibliotecas Nimbus e começar a desenvolver seu aplicativo para nosso ecossistema.

Componentes

Text Form

VTEX Styleguide

9.146.3

Filter by name

Introduction

Developing

Designing

Guides

Styles

Breakpoints

Colors

Spacing

Typography

Icons

Components

Admin structure

Layout

PageBlock

PageHeader

FloatingActionBar

Containers

Box

Card

Collapsible

Divider

Display

Introduction



VTEX Styleguide is our Design System, the home for all our reusable patterns, components and assets related to product design in VTEX. It's a common language of tools and processes to facilitate how we collaborate and share knowledge across teams and projects.



Mailchimp Pattern Library

Our pattern library used to build the Mailchimp application.

Feedback

FOUNDATIONS

Color

Data Visualization

Grid System

Typography

Color

Brand

Hex RGB CMYK Less

Cavendish

#FFE01B

	16px	24px
Coconut text	Not legible	Not legible
Kale text	Not legible	Pass
Peppercorn text	Pass	Pass

Adele by UXPin

The repository of publicly available design systems and pattern libraries

Start Exploring Systems Why Adele?

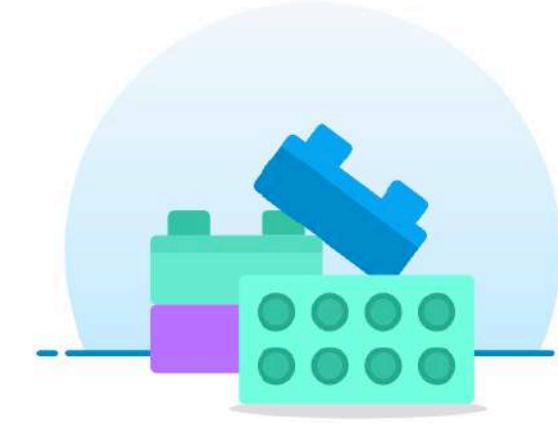
Filter categories: Type to filter... See More: < >

Company	A/Z	System	A/Z	Repository	A/Z	Code Depth	A/Z	Components	A/Z	JS Library/Framework	A/Z	TypeScript	A/Z	Web Components	A/Z	Tests	A/Z	Linter	A/Z	CSS	A/Z	CSS In JS
Dropbox		Scooter Deprecated		GitHub		HTML/CSS		yes		no		no		no		no		hound	scss	lint	Sass	no
Royal Canin		Royal Canin's Design Language		GitHub		HTML/CSS/JS		yes		Vanilla		no		no		no		ESLint	StyleLint	Sass		no
Instacart		Snacks		GitHub		HTML/CSS/JS		yes		React		no		no		Jest		Enzyme	Radium	Sinon	ESLint	yes
Consumer Financial Protection Bureau		Cfpb Design Manual		GitHub		HTML/CSS/JS		yes		Vanilla		no		no		Qunit		ESLint	Less		no	



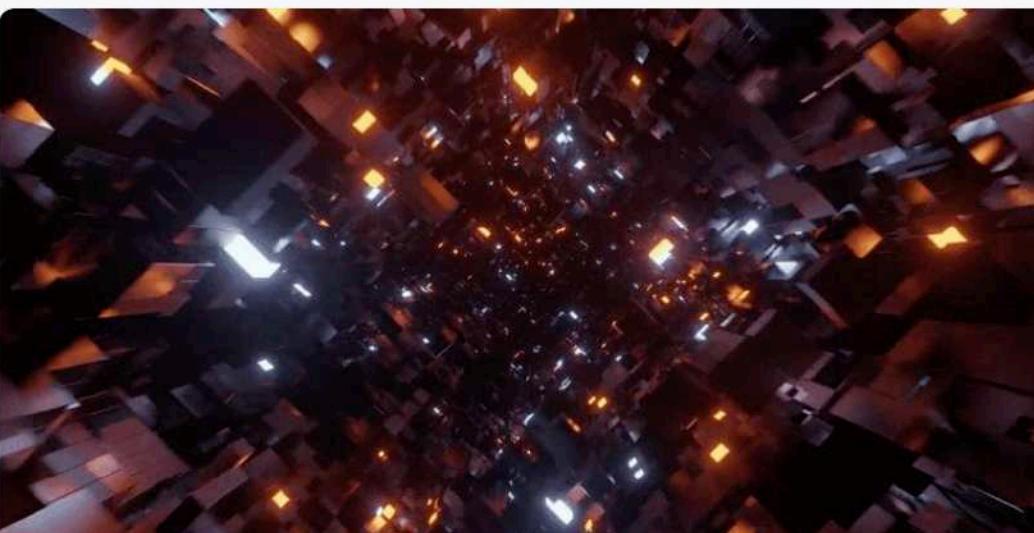
Design Systems Gallery

A comprehensive and curated list of design systems, style guides and pattern libraries that you can use for inspiration.



A - Z

Most Recent



WONDERFLOW

Wanda Design System

The screenshot shows the homepage of 'it Designers Italy'. The header includes the logo and navigation links like 'Home', 'Who we are', 'The guide', 'The kits', 'The projects', 'The stories', 'The roadmap', 'The contacts', 'How I use it', and 'How I participate'. The main content area features a large teal box with the text: 'We design simple digital services to solve citizens' problems and return good mood ;-)'. Below this is a form for subscribing to the newsletter.

ITALIAN PUBLIC ADMINISTRATION

it Designers Italy

The screenshot shows the homepage of '.pulse'. The header has a teal and white abstract graphic. The main title is '.pulse' in a large, bold, black font. Below it is the tagline 'Helping us build great products for our customers'. A section titled 'Introduction' contains the text: 'We believe that shared design principles have the power to do incredible things for digital product teams.' There is also a 'HEARTBEAT' section.

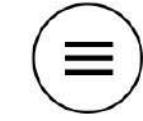
HEARTBEAT

pulse

Design Systems

A design systems publication by Figma

Sign up for updates →

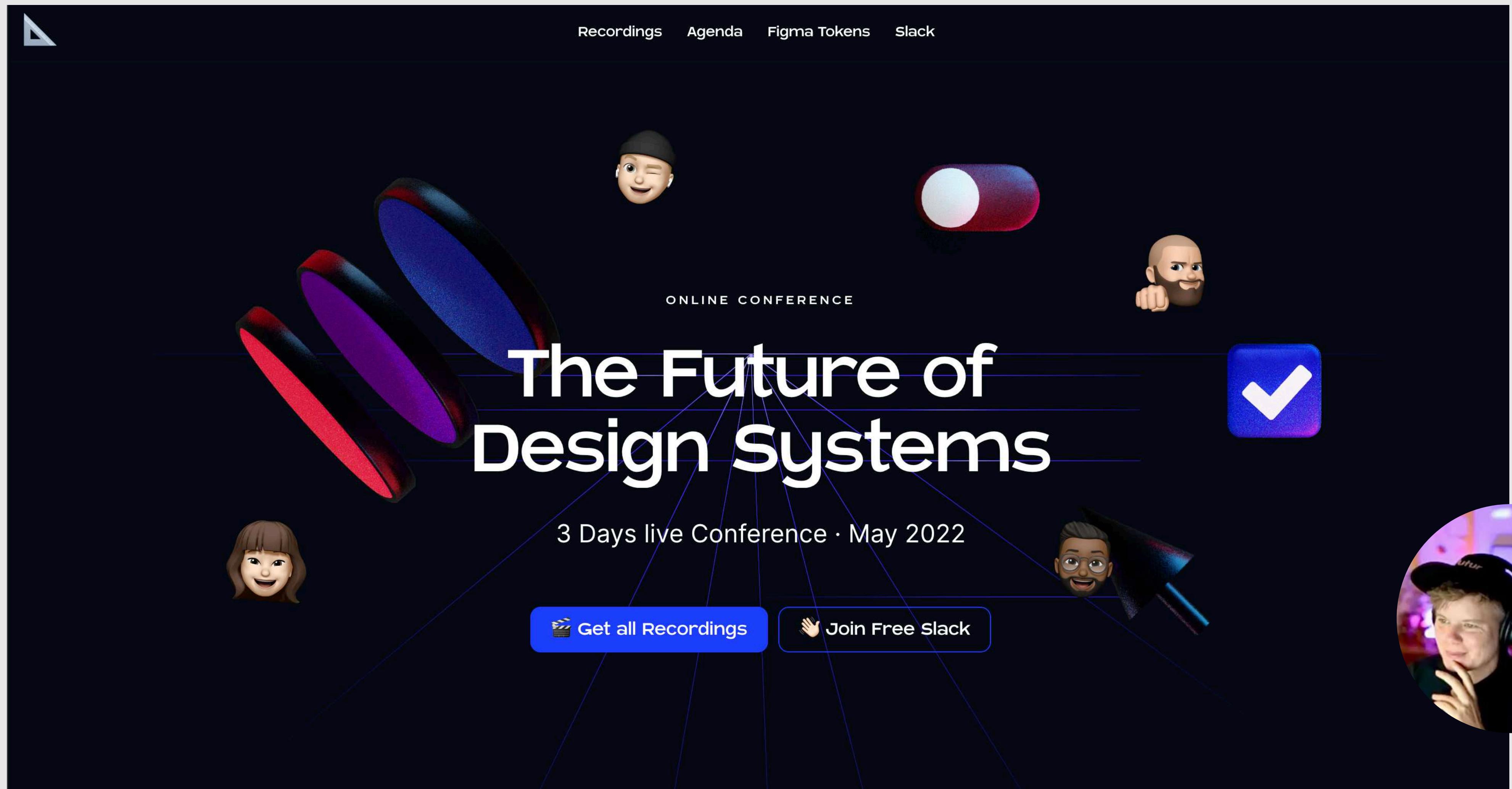


HOW TO BUILD INCLUSIVE PRODUCTS FROM THE GROUND UP, EBAY'S NEW A11Y ANNOTATION PLUGIN, AND THE AI'S POTENTIAL TO CHANGE THE GAME

The future of design systems is accessible

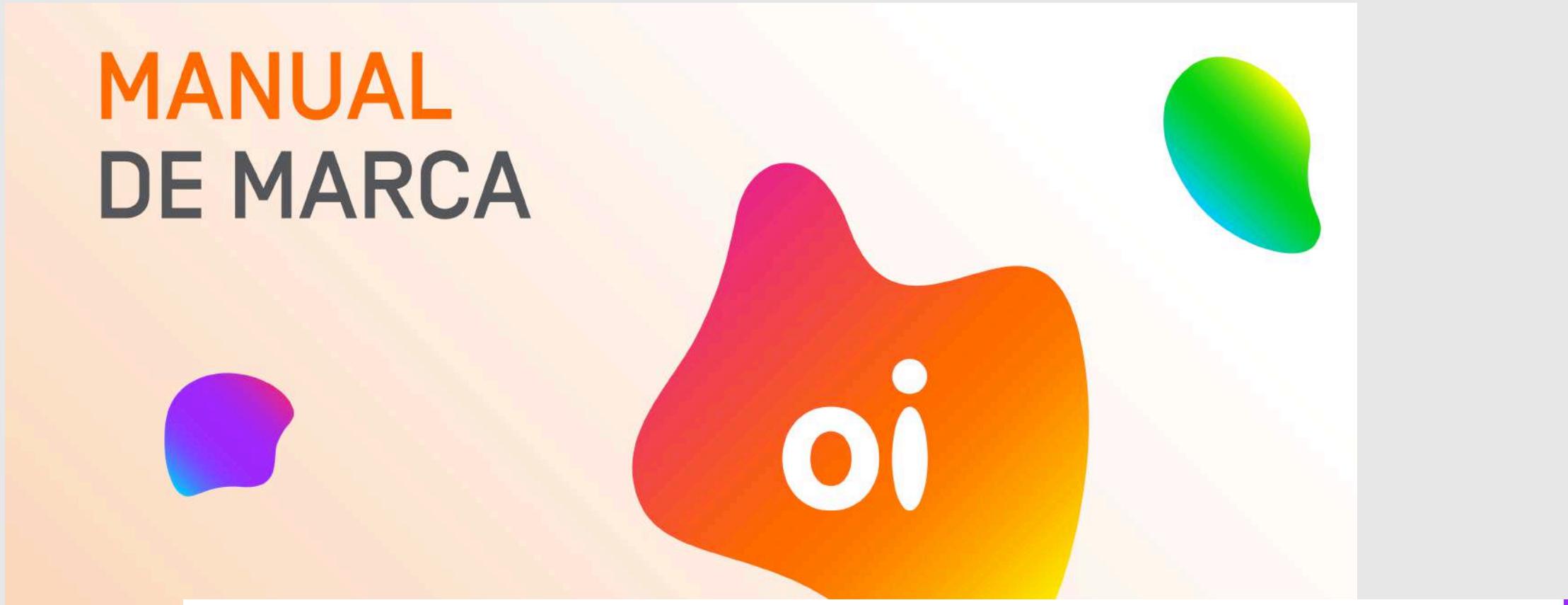


Figma



Construindo um style guide de produto digital

Manual de marca



MANUAL DE MARCA

GUIA DE VISUAL E COMUNICAÇÃO

COMPOSIÇÃO DE PEÇAS

MÓDULO GRID ALINHAMENTO TAMANHOS E ESTILOS DE TEXTO PRECIFICAÇÃO LOGOMARCA GRAFISMOS ÍCONES FORMATOS

58

TAMANHOS E ESTILOS DE TEXTO

Temos 3 tamanhos de texto, sendo que um é o dobro do outro e se dividem à partir do módulo base da seguinte forma:

1X
1/2X
1/4X

A B c

FONTE 44 PONTOS ENTRELINHA 44 PONTOS

! PARA INFORMAÇÕES LEGAIS (1/4 MÓDULO) QUE EXCEDAM EM VOLUME DE TEXTO, CONSULTE FORMAS DE APLICAÇÃO NO CAPÍTULO ADAPTAÇÕES.

1º NÍVEL
1 MÓDULO
FONTE: SIMPLON OI
HEADLINE
Títulos, chamadas

LOREM: PROCESS DOLOR SIT AMET

2º NÍVEL
1/2 MÓDULO
FONTE: SIMPLON BP
PESO: MEDIUM, REGULAR
CAIXA: ALTA (MAIUSCULAS)
Subtítulos, assinaturas de campanha

3º NÍVEL
1/4 MÓDULO
FONTE: SIMPLON BP
PESO: MEDIUM (PESO ÚNICO NA LINHA), BOLD, REGULAR
CAIXA: ALTA, DU
SENTENÇA
Descrições, legendas, informações legais

OI PLANO 3G
LIGUE 0800 721 2014
MAIS INFORMAÇÕES NA PÁGINA sumup.com.br

Gestão da marca

Aplicação

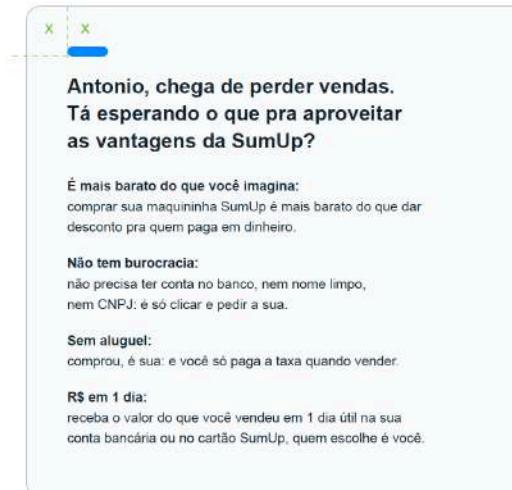
Como gráficos de apoio de texto

Exemplos de aplicação dos elementos gráficos usados para:

1. chamar atenção para o trecho mais importante de um texto mais longo (Fig. 1)

2. destacar informações de features, preço, call to action ou promoção. (Figs. 2, 3 e 4)

Fig. 1



Antônio, chega de perder vendas. Tá esperando o que pra aproveitar as vantagens da SumUp?

É mais barato do que você imagina: comprar sua maquininha SumUp é mais barato do que dar desconto pra quem paga em dinheiro.

Não tem burocracia: não precisa ter conta no banco, nem nome limpo, nem CNPJ, e só clicar e pedir a sua.

Sem aluguel: compra a sua e você só paga a taxa quando vender.

R\$ em 1 dia: recebe o valor do que você vendeu em 1 dia útil na sua conta bancária ou no cartão SumUp, quem escolhe é você.

Fig. 2



SumUp Total
12x R\$ 29,90

Fig. 3



SumUp Total
2,52

Fig. 4

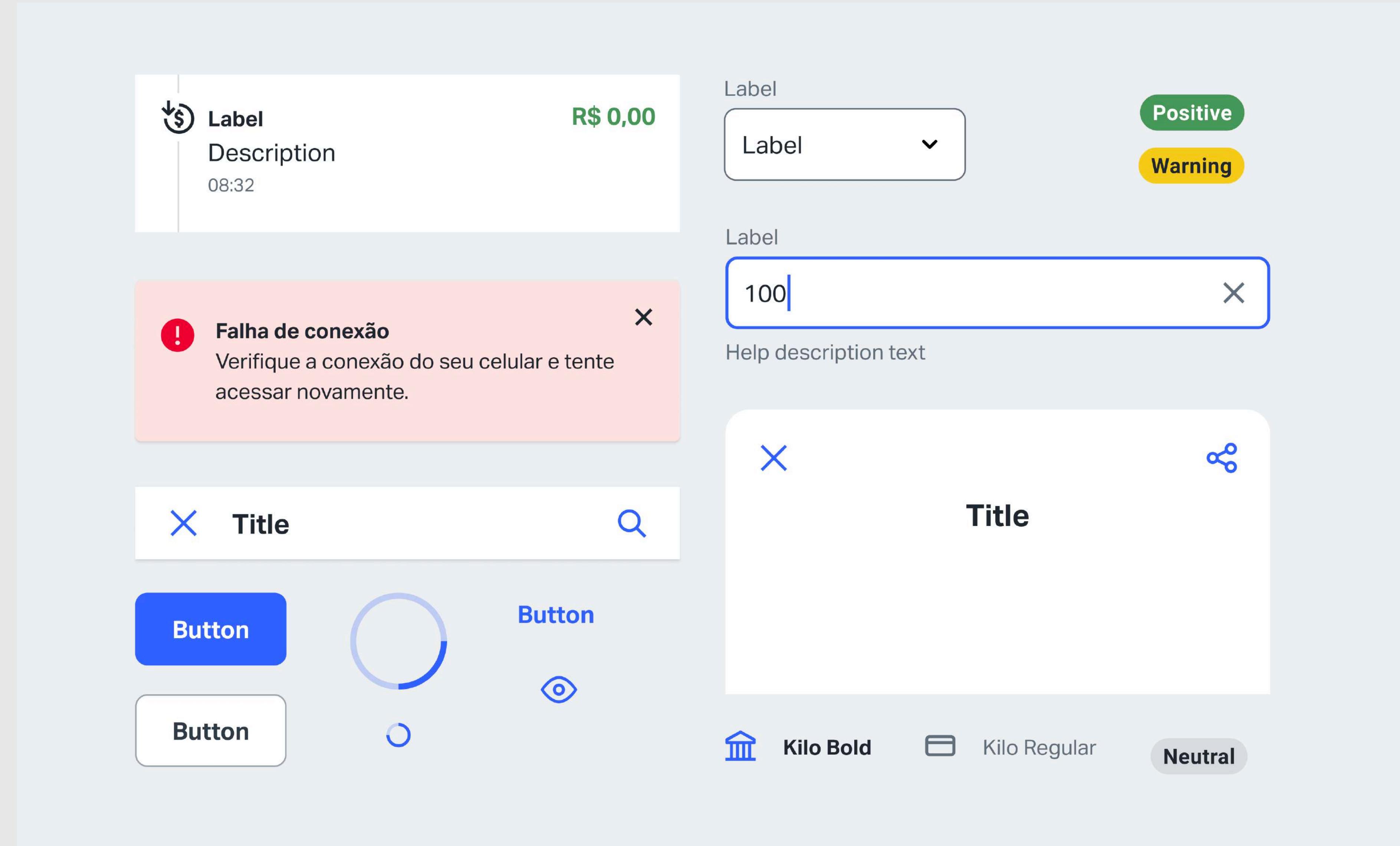


sumup.com.br

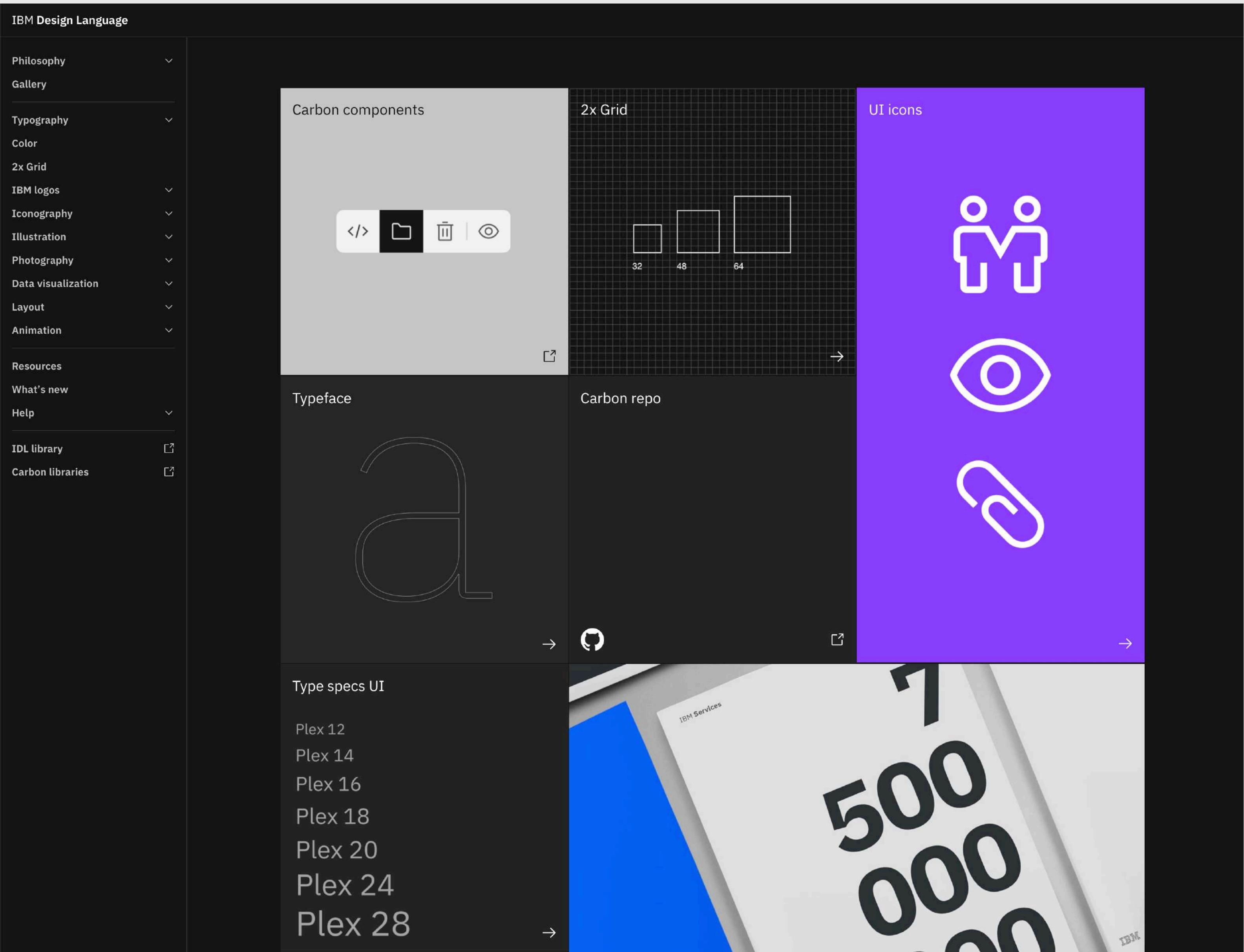
6.3

Universo Visual 03 Identidade do logo 04 Cores 05 Tipografia 06 Elementos gráficos 07 Ilustrações 08 Galeria de imagens

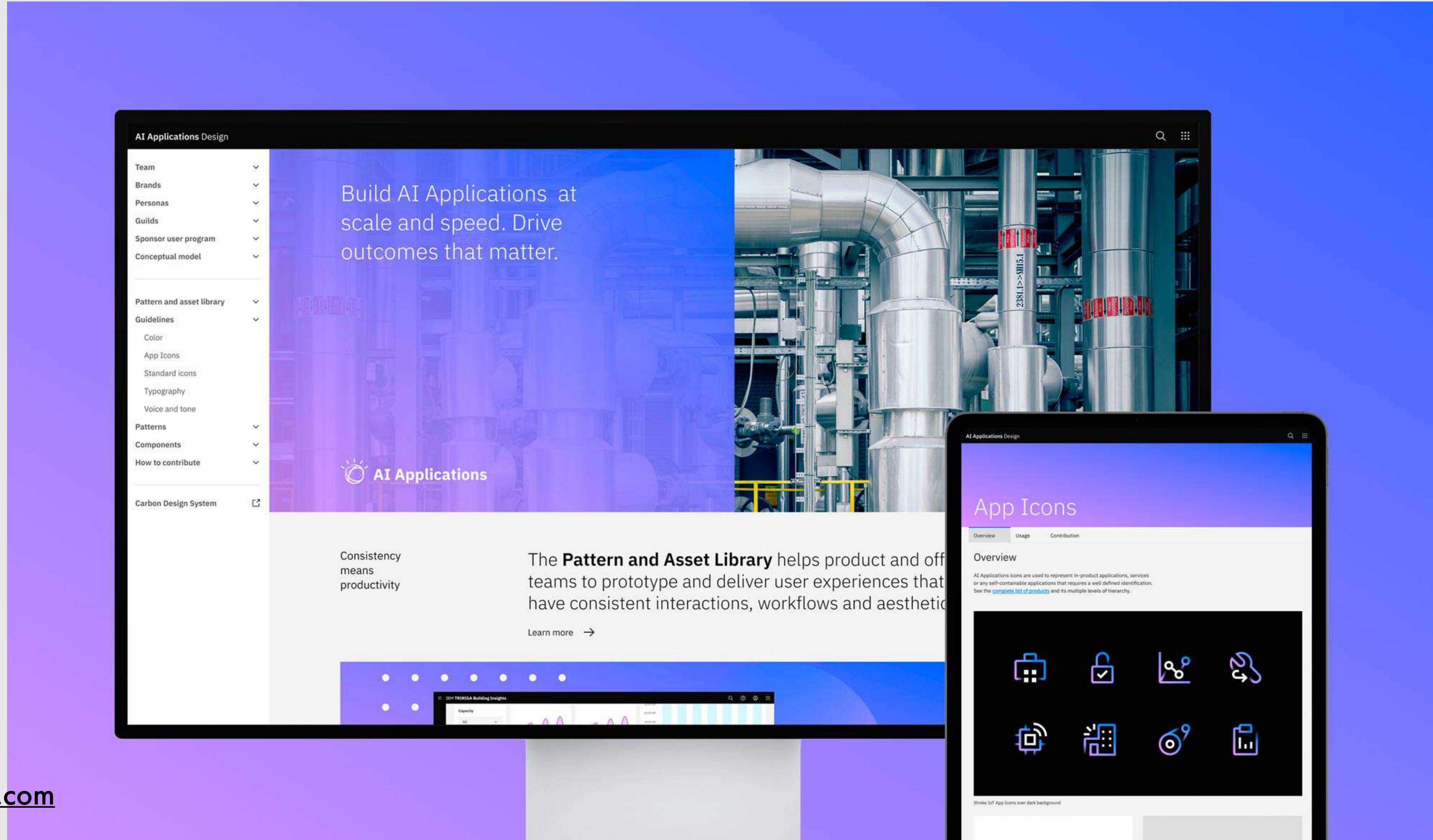
Bibliotecas de componentes (UI kit)



Diretrizes de estilo



IBM AI Applications design guidelines



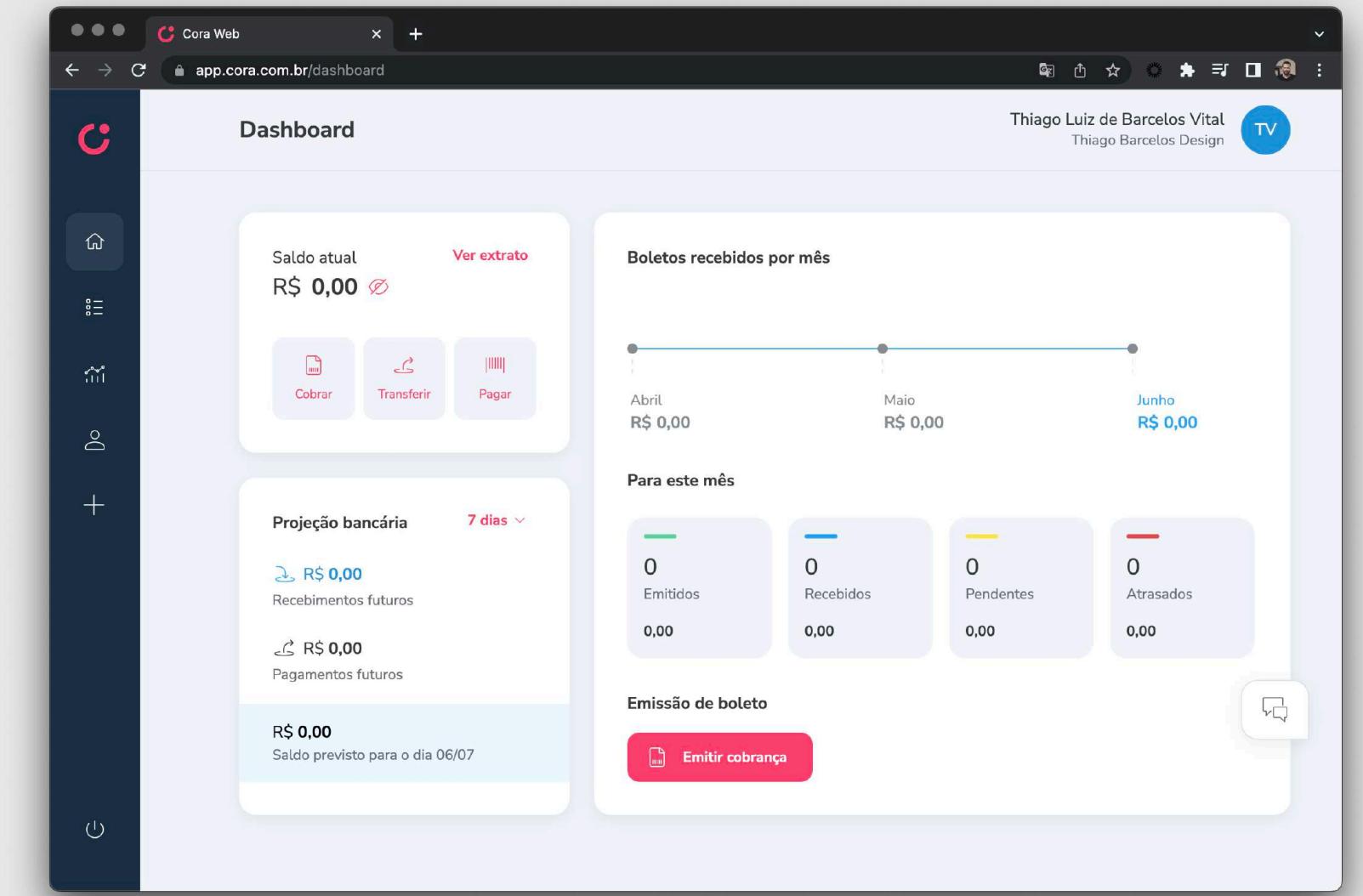
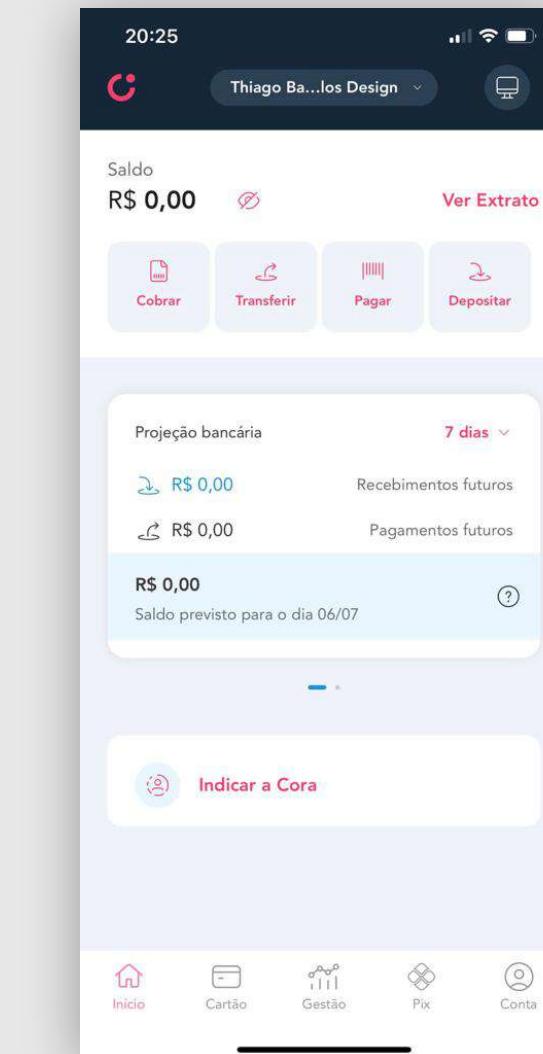
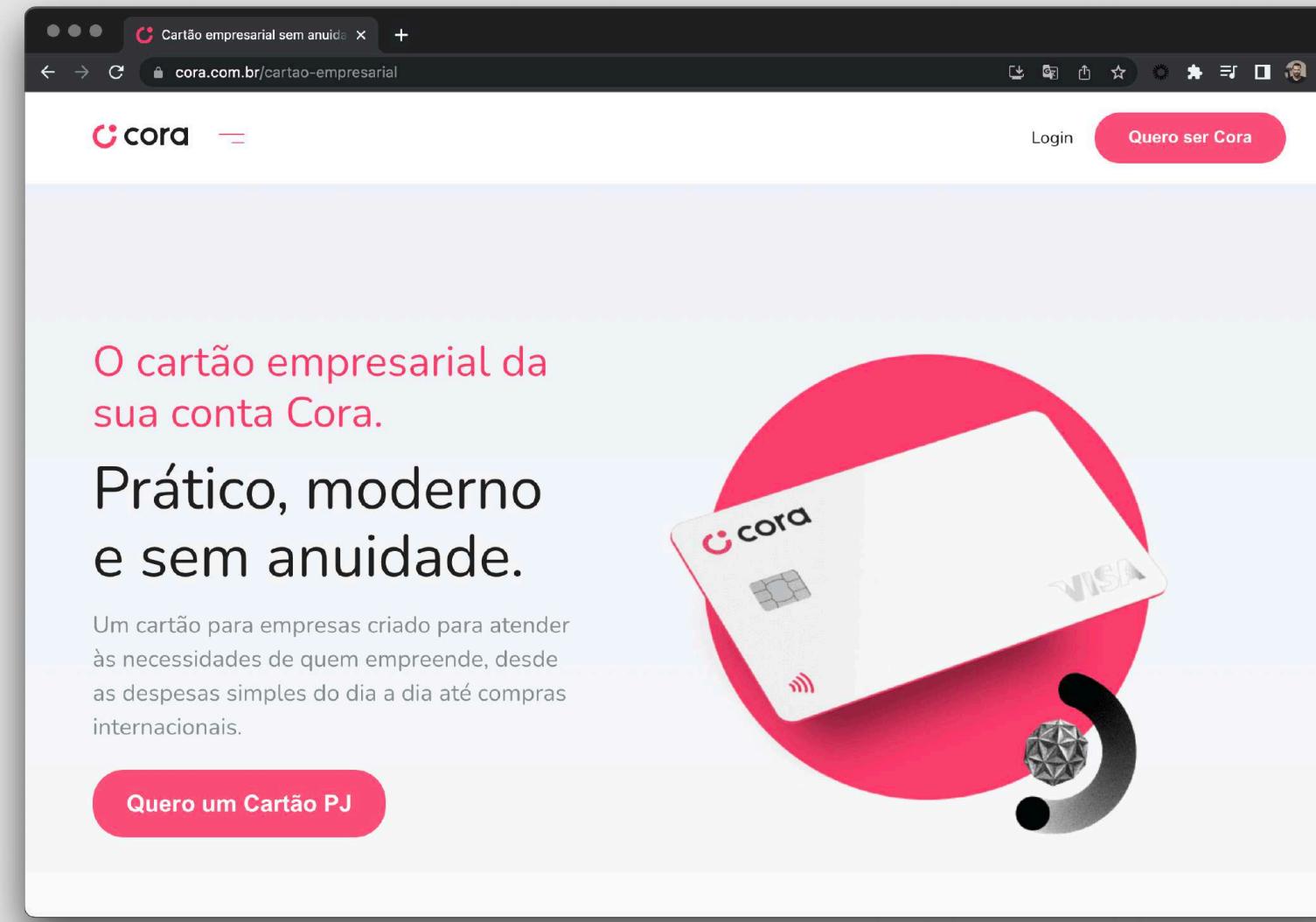
Styleguide para web e Mobile no Figma

Agenda

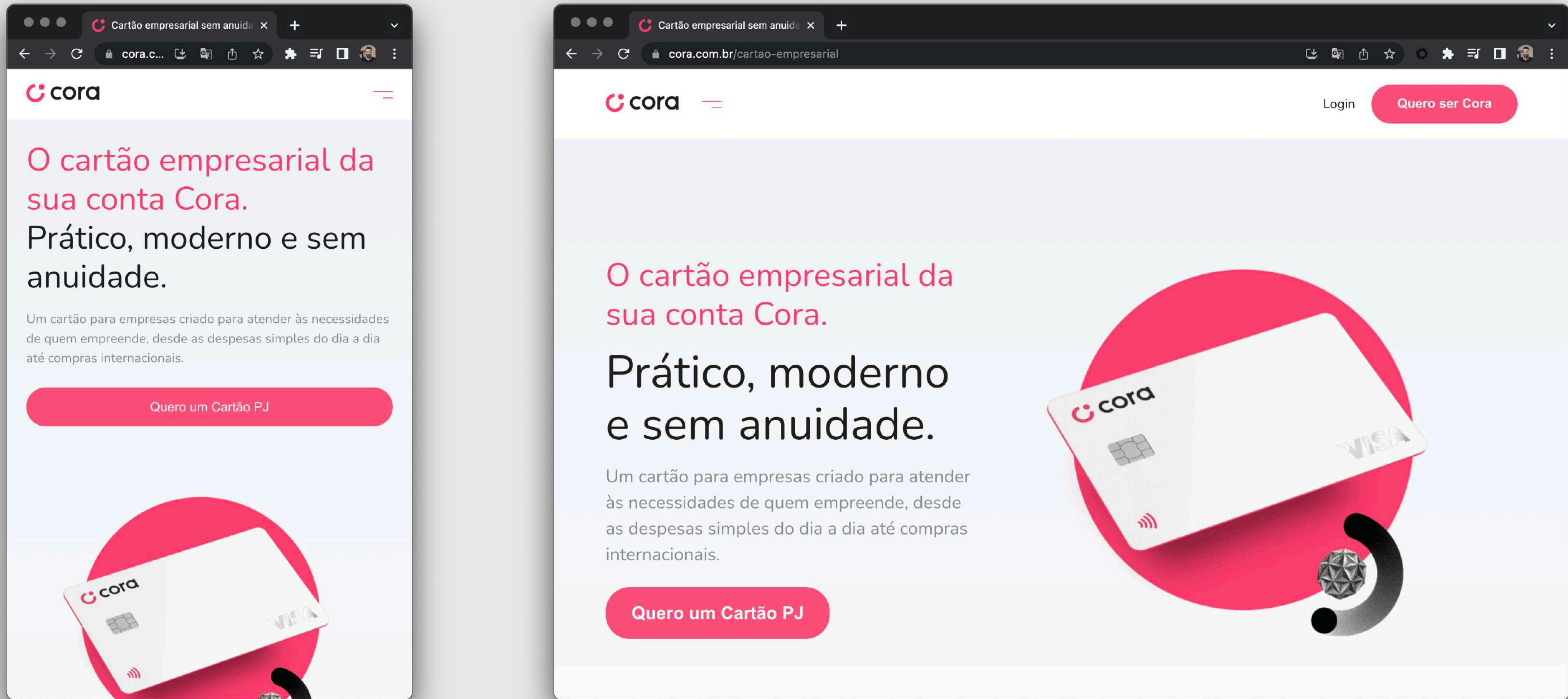
- Estrutura de uma biblioteca no Figma
- Plug-ins para otimizar o trabalho
- Estrutura Web e Mobile
- Fundação
 - Tipografia, Cores, Iconografia, Grids
- Componentes, Padrões, Templates e Exemplos
- Variedades

**ESTRUTURA DE
UMA BIBLIOTECA
NO FIGMA**

Produtos multiplataforma

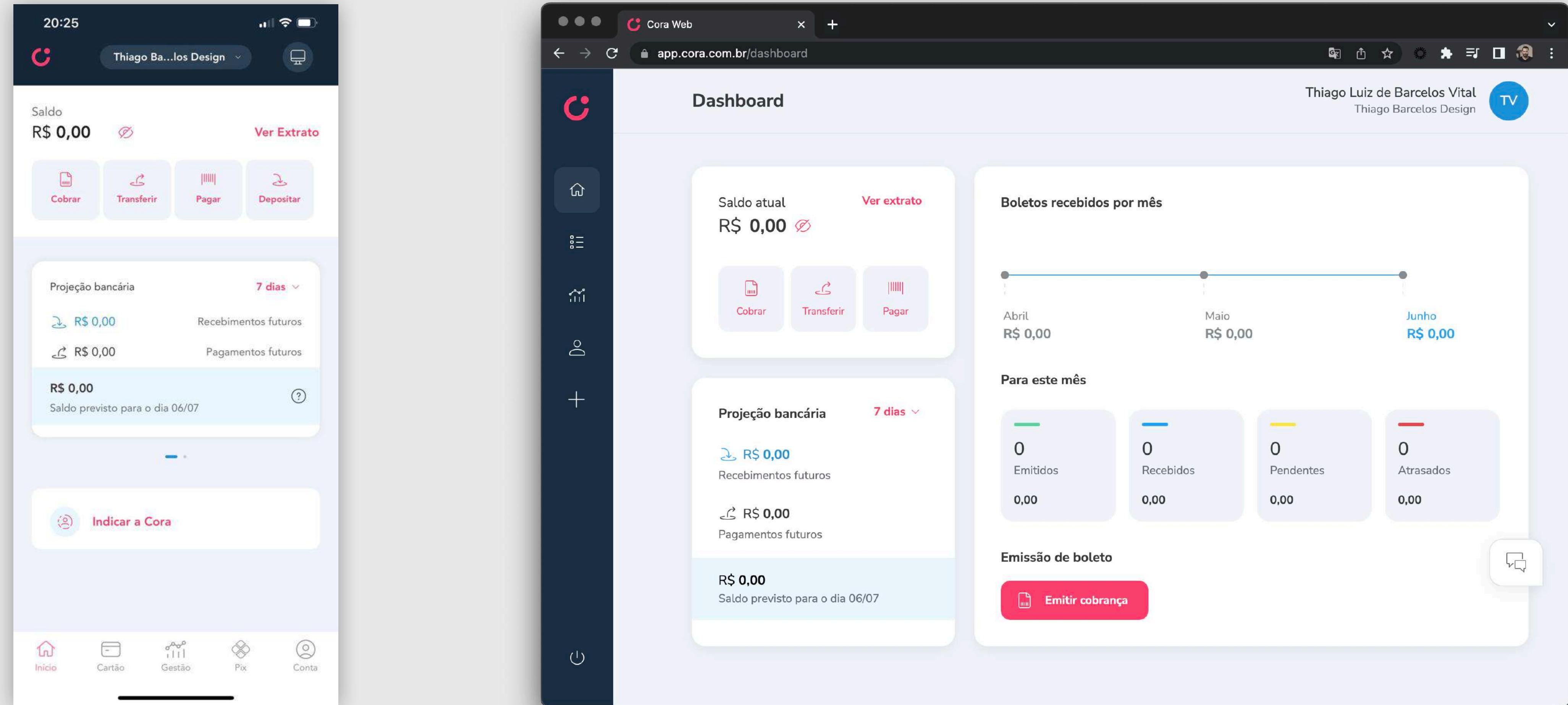


Produtos multiplataforma



Marketing Website Site Responsivo

Produtos multiplataforma

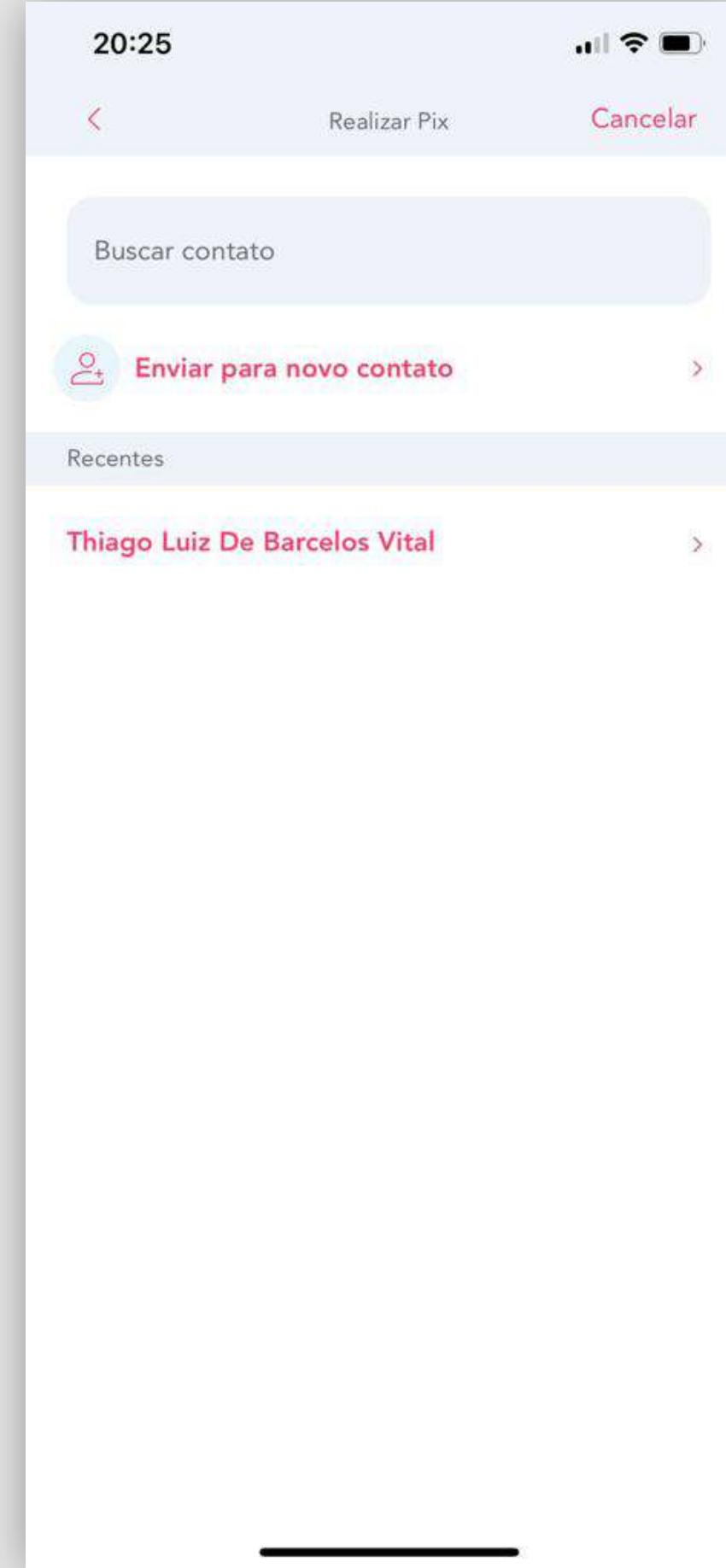


Mobile App

cora.com.br

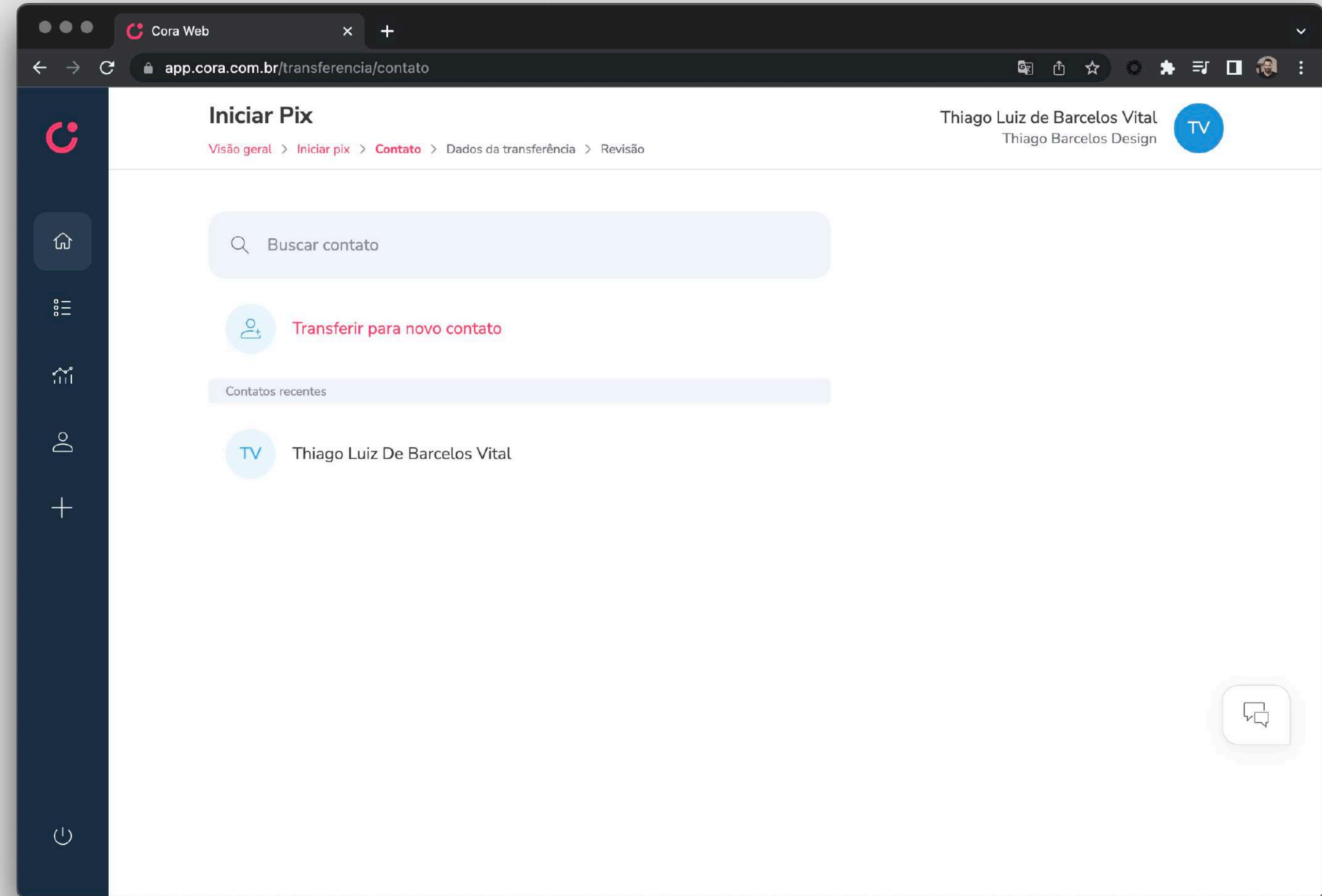
Web Platform

Produtos multiplataforma



Mobile App

cora.com.br



Web Platform

Produtos multiplataforma

The image shows two side-by-side screenshots of the Cora platform interface, demonstrating its multiplatform nature. Both screens display a list of payment method options under the heading "Como você gostaria de realizar essa cobrança?" (How would you like to perform this collection?).

Mobile App (Left):

- Utilizar um modelo de boleto (Novo): Define as informações de um boleto tradicional e salve para utilizá-lo quando quiser.
- Cobrar via boleto + QR code Pix: Quem escolhe como vai pagar é o seu cliente, o boleto vai com o QR code do Pix para facilitar seu recebimento.
- Cobrar via boleto tradicional: Recebimento padrão de até três dias úteis.
- Cobrar via QR code Pix (Em breve): Você recebe o dinheiro segundos depois de o seu cliente pagar.

Web Platform (Right):

- Utilizar um modelo de boleto: Defina as informações de um boleto tradicional e salve para utilizá-lo quando quiser (Novo).
- Cobrar via boleto + QR code Pix: Quem escolhe como vai pagar é o seu cliente, o boleto vai com o QR code do Pix para facilitar seu recebimento.
- Cobrar via boleto tradicional: Recebimento padrão de até três dias úteis.
- Cobrar via QR code Pix: Você recebe o dinheiro em segundos depois de o seu cliente pagar (Em breve).

Mobile App

cora.com.br

Web Platform

Como seria a biblioteca da Cora?

Web Site

Web Platform

Mobile App

Componentes (átomos e moléculas)
temas e templates, componentes de suporte

Foundation

Estilos de cores semânticas, estilos das escalas tipográficas, iconografia

Primitives

Escalas de cores

Como seria a biblioteca da Cora?

Web Platform

Mobile App

Componentes (átomos e moléculas)
temas e templates, componentes de suporte

Foundation

Estilos de cores semânticas, estilos das escalas tipográficas, iconografia

Primitives

Escalas de cores

**PLUG-INS PARA
OTIMIZAR O
TRABALHO**

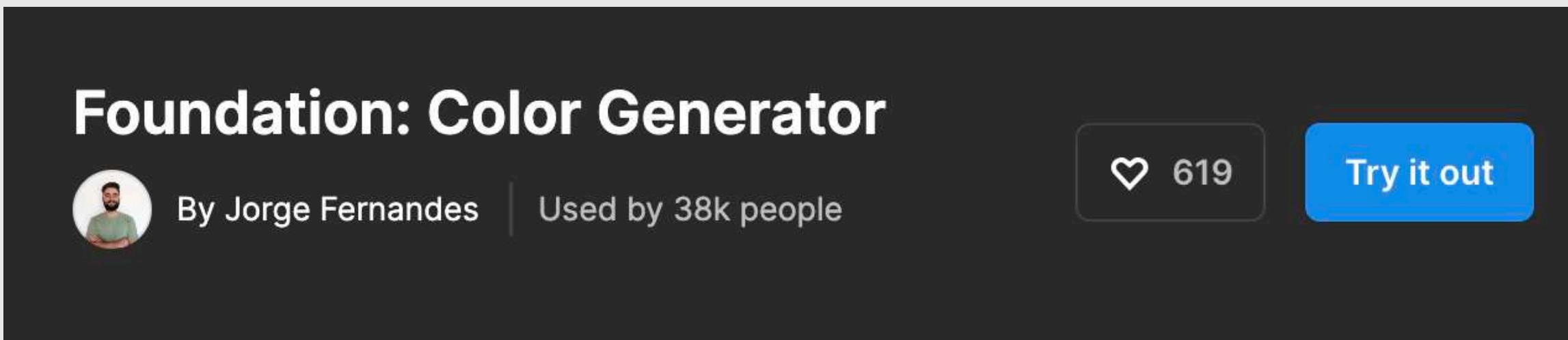
Plug-ins

Foundation: Color Generator

By Jorge Fernandes | Used by 38k people

619

Try it out



Foundation: Color Generator

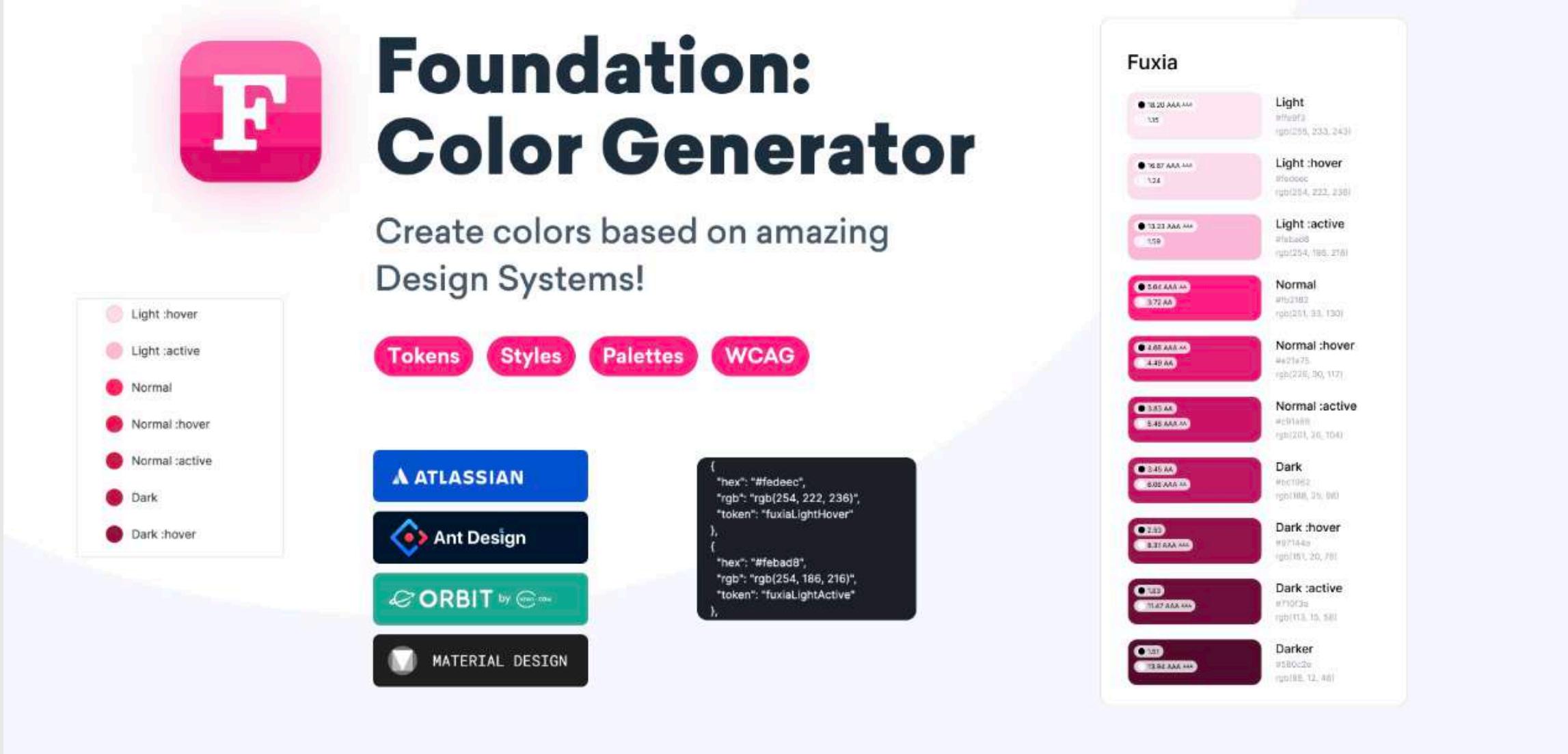
Create colors based on amazing Design Systems!

Tokens Styles Palettes WCAG

ATASSIAN
Ant Design
ORBIT by Orbit
MATERIAL DESIGN

Fuxia

Light	Light:hover	Light:active	Normal	Normal:hover	Normal:active	Dark	Dark:hover
#1E20 AAAA	#1E20 AAAA	#1E20 AAAA	#34C4AA	#34C4AA	#34C4AA	#34C4AA	#34C4AA
135	135	135	372AA	449AA	545AA	630AA	739AA
Light	Light:hover	Light:active	Normal	Normal:hover	Normal:active	Dark	Dark:hover
rgba(255, 233, 243)	rgba(254, 222, 238)	rgba(254, 195, 216)	rgba(231, 33, 130)	rgba(226, 30, 117)	rgba(201, 28, 104)	rgba(195, 31, 90)	rgba(181, 20, 78)



Foundation: Color Generator

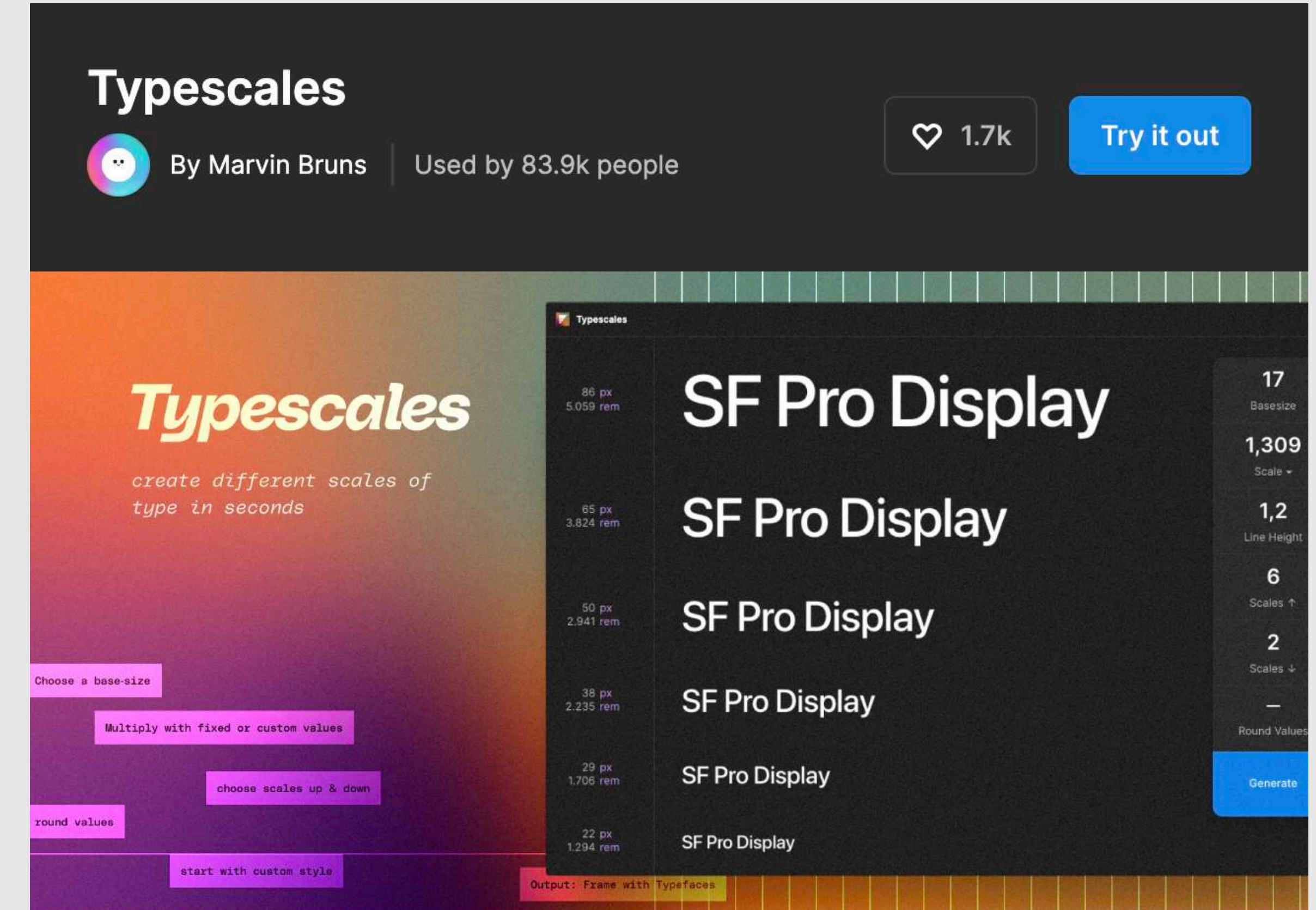
[Figma Community Link](#)

Typescales

By Marvin Bruns | Used by 83.9k people

1.7k

Try it out

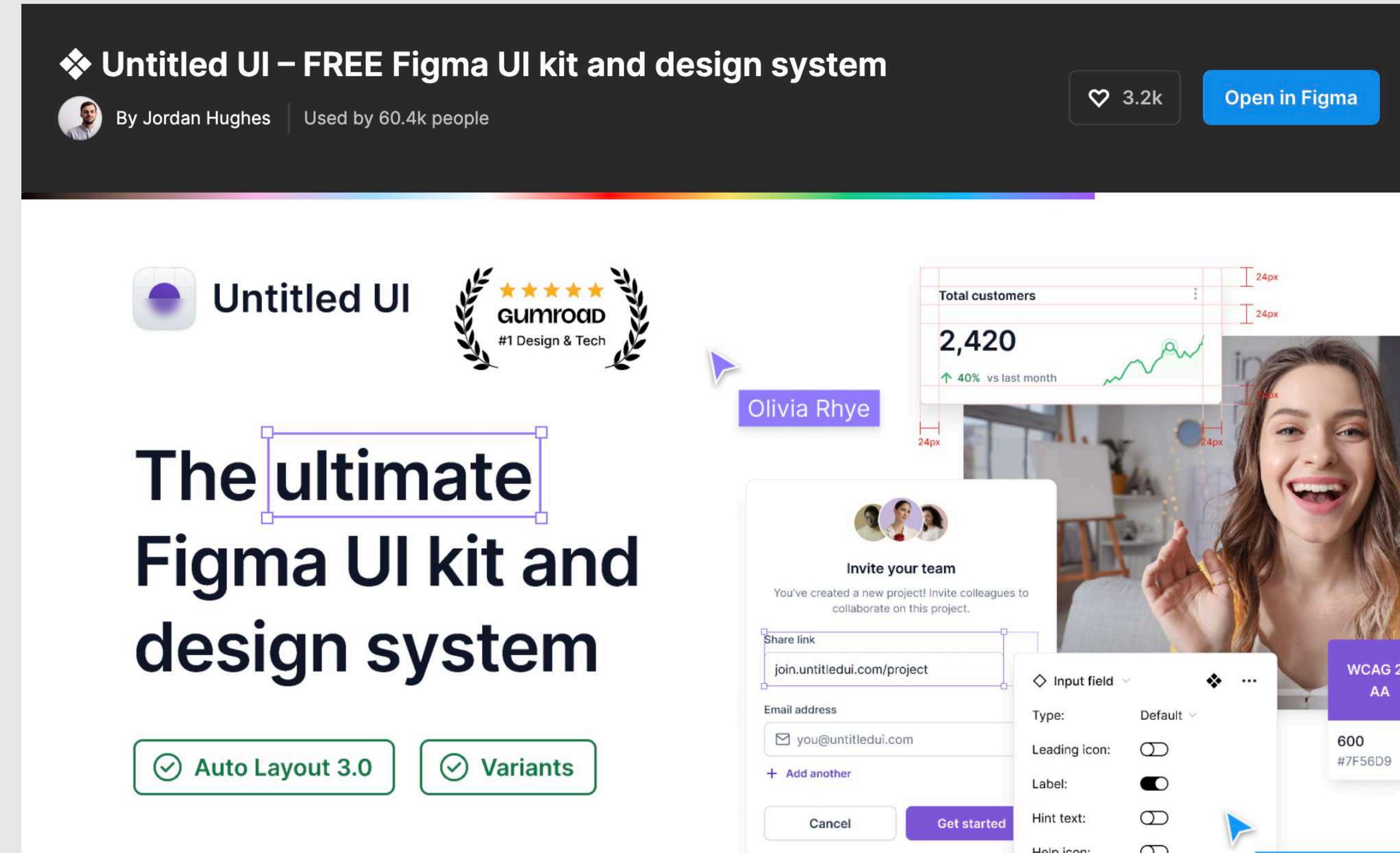


Typescales

[Figma Community Link](#)

FUNDACÃO: CORES, TIPOGRÁFIA, GRIDS ICONOGRAFIA

Exemplo



Untitled UI Kit (Exemplo)

[Figma Community Link](#)

[Site oficial](#)

COMPONENTES

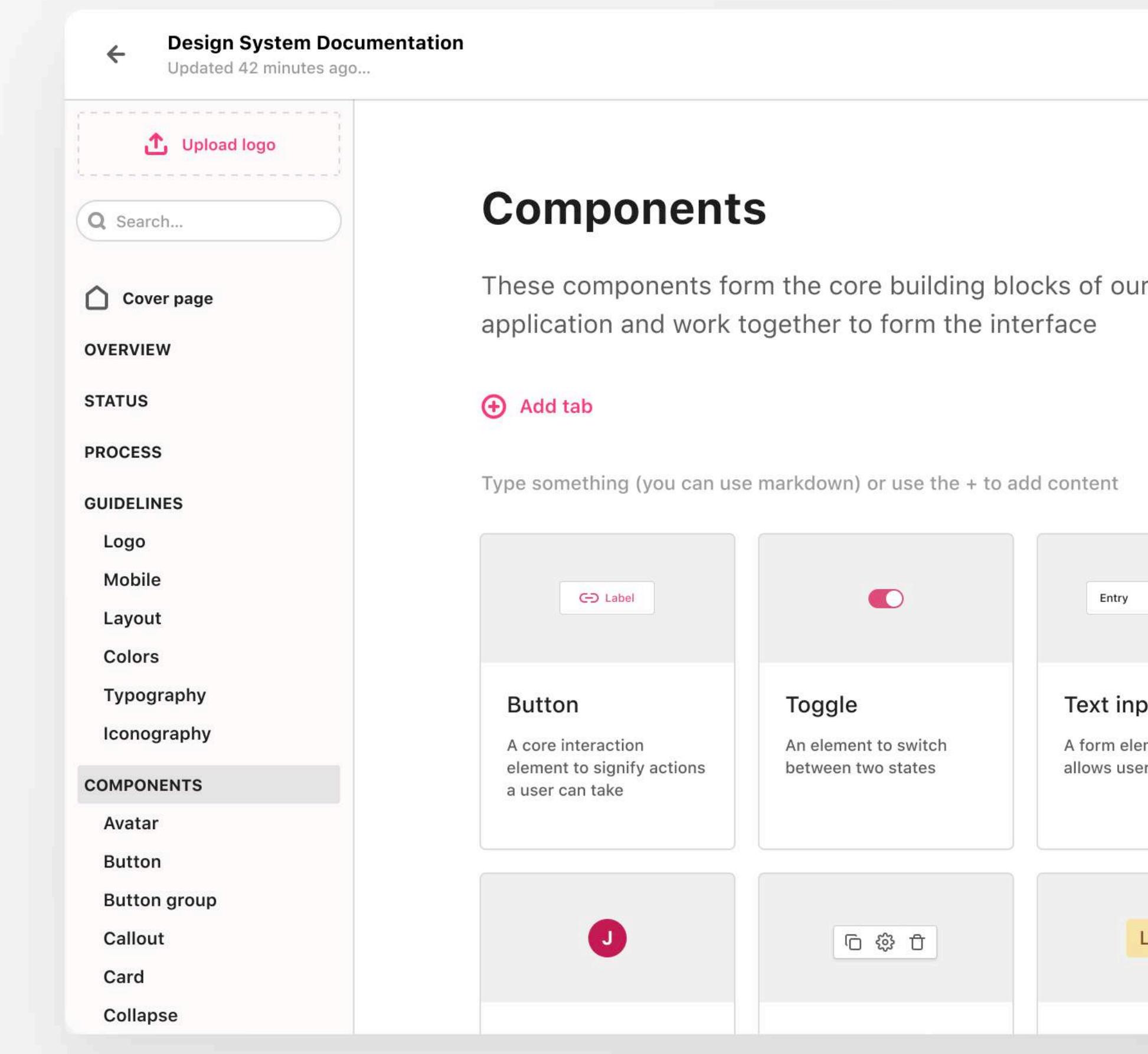
PADRÕES, TEMPLATES E EXEMPLOS

VARIEDADES

ZERO HEIGHT

Increase adoption of your design system

Create a central hub for designers, engineers, product and marketing teams. Connect everyone working with your design system.

[Start documenting for free](#)

The screenshot shows a web-based design system documentation tool. At the top, there's a header with a back arrow, the title "Design System Documentation", and a note "Updated 42 minutes ago...". Below the header is a sidebar with sections for "Cover page", "OVERVIEW", "STATUS", "PROCESS", "GUIDELINES" (with sub-items for Logo, Mobile, Layout, Colors, Typography, Iconography), and "COMPONENTS" (with sub-items for Avatar, Button, Button group, Callout, Card, Collapse). The "COMPONENTS" section is currently active. To the right of the sidebar, there's a search bar and a "Upload logo" button. A large text area says "Type something (you can use markdown) or use the + to add content". Below this are three columns of cards, each representing a component: "Button" (with a description: "A core interaction element to signify actions a user can take"), "Toggle" (with a description: "An element to switch between two states"), and "Text input" (with a description: "A form element that allows user input").

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artes criativas
& tecnologia