

DIGITAL

PRODUCT

DESIGN

**BVA
FCC**

**CURSO ONLINE
COORDENADO POR
THIAGO BARCELOS**

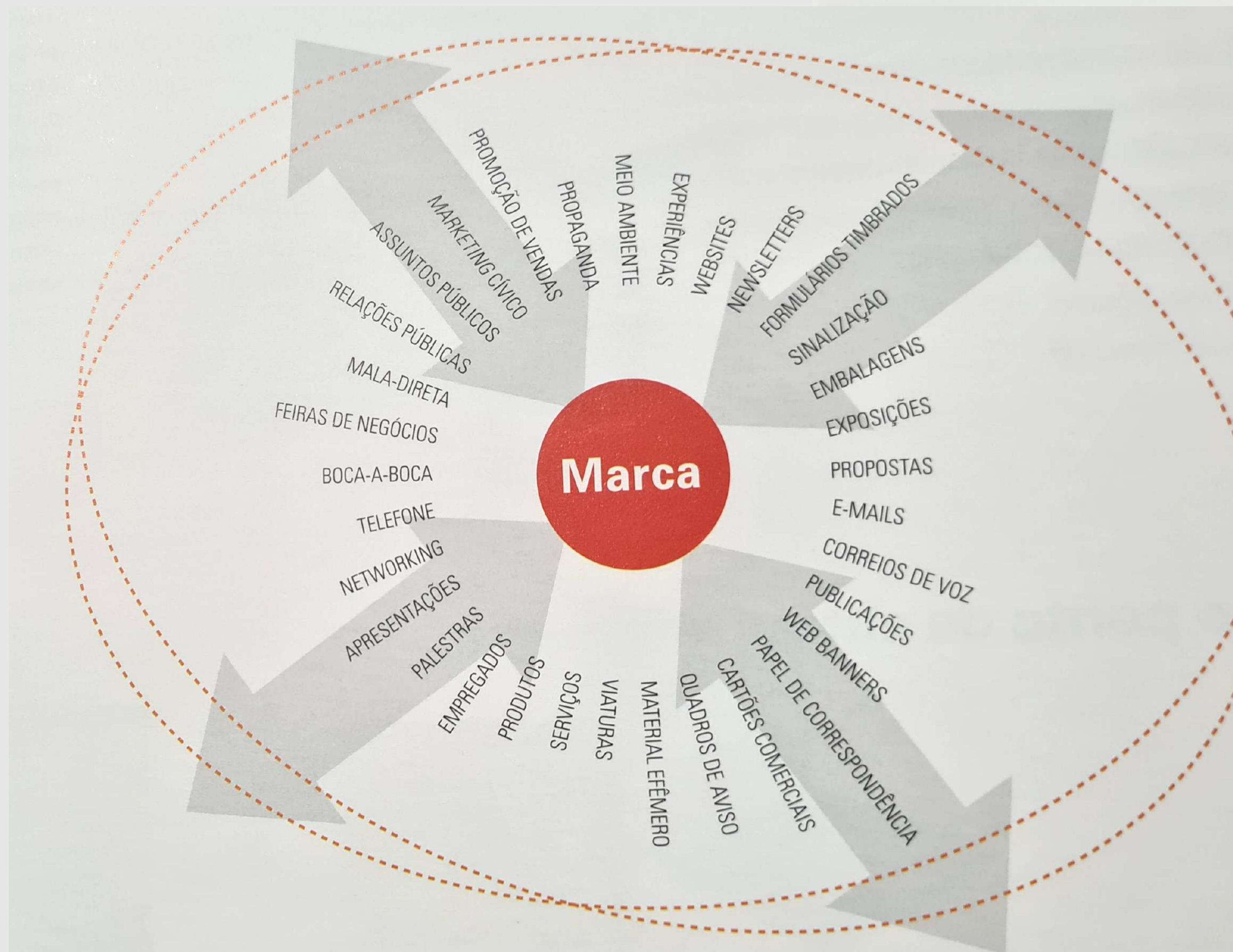
MÓDULO 25

MÓDULO 25

AULA 1

Documentação e guias de estilo

Marca



Kubota

IBM



CTW

Mobil

OSL

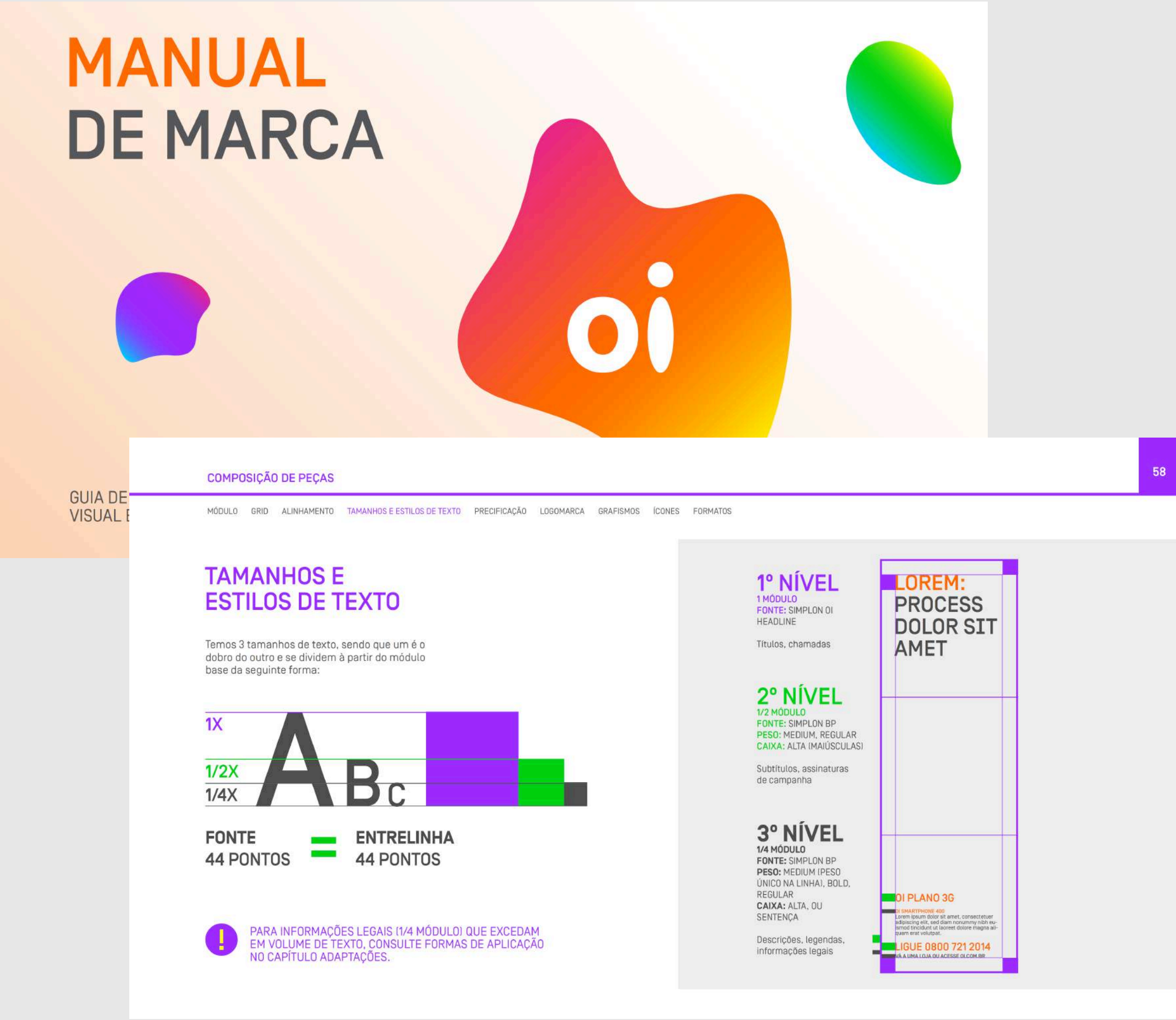
DELL TM

BRAUN

MANUAIS

DE MARCA

Manual de marca



1. Landing Page V3



m...



3. Product Tour



m...



4. Main Feature 1



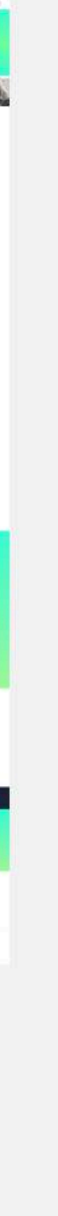
m...



5. Main Feature 2



m...



6. Main Feature 3



m...



10. Understand B...



m...



9. Activity Page T...



m...



32. Terms & Policy



m...



31. Partners



m...



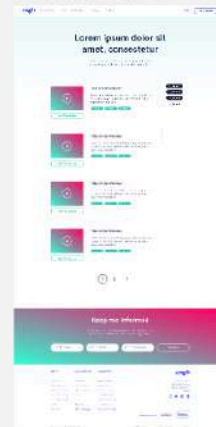
7. Pricing-expand...



m...



25. Webinars 1



m...



26. Webinars 2



m...



21. Mindbody Mig...



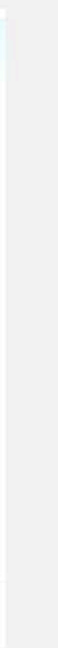
m...



11. Boutique Servi...



m...



8. Enterprise



m...



Developer Resour...



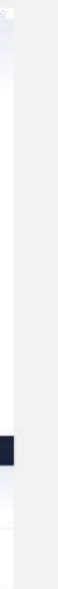
m...



Mindbody Compa...



m...



About Zingfit



m...



Careers



m...



2. Request a Demo



m...



12. Upgrade Form



m...



27. Keep me Infor...



m...



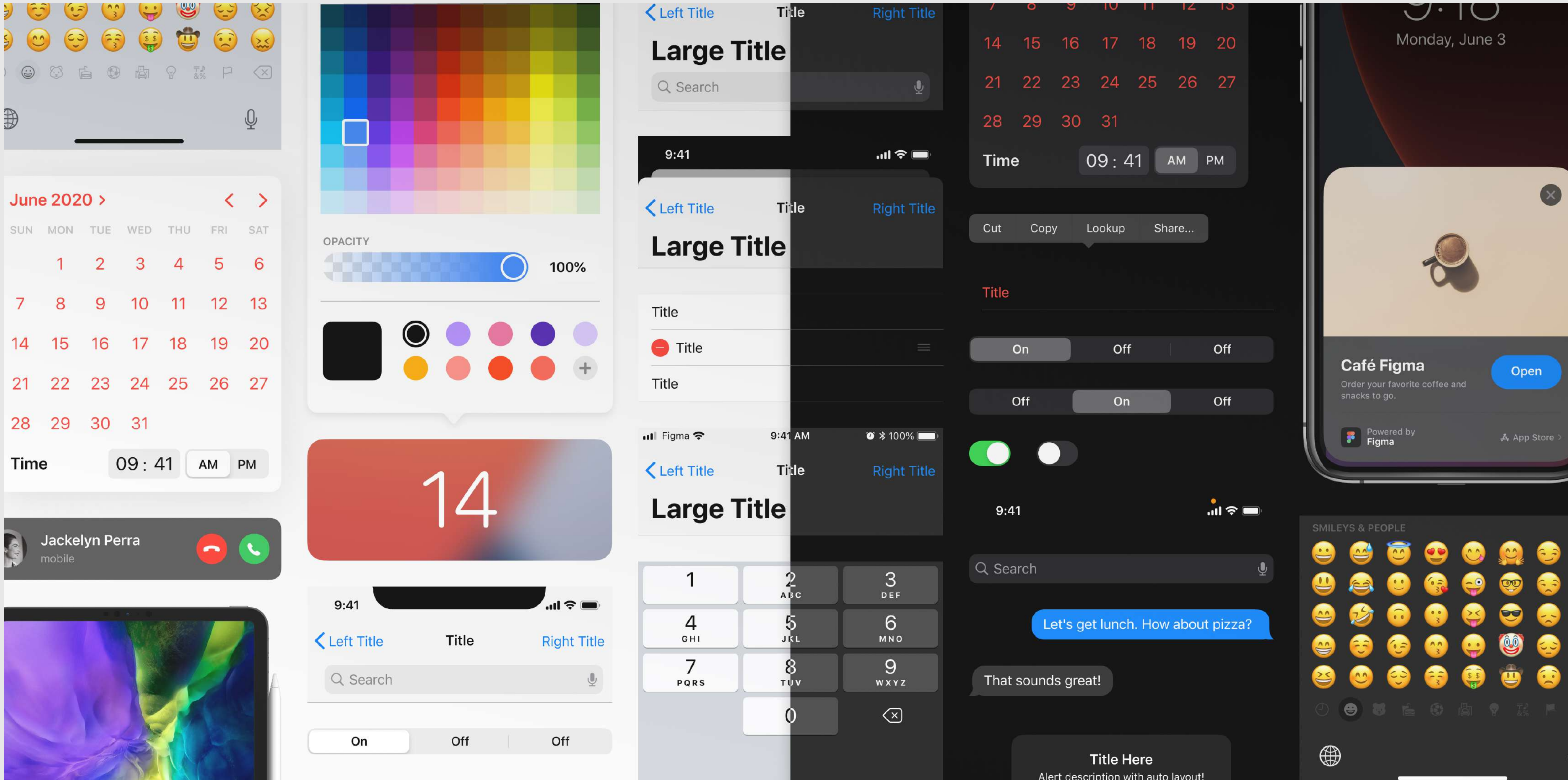
18. Support Center

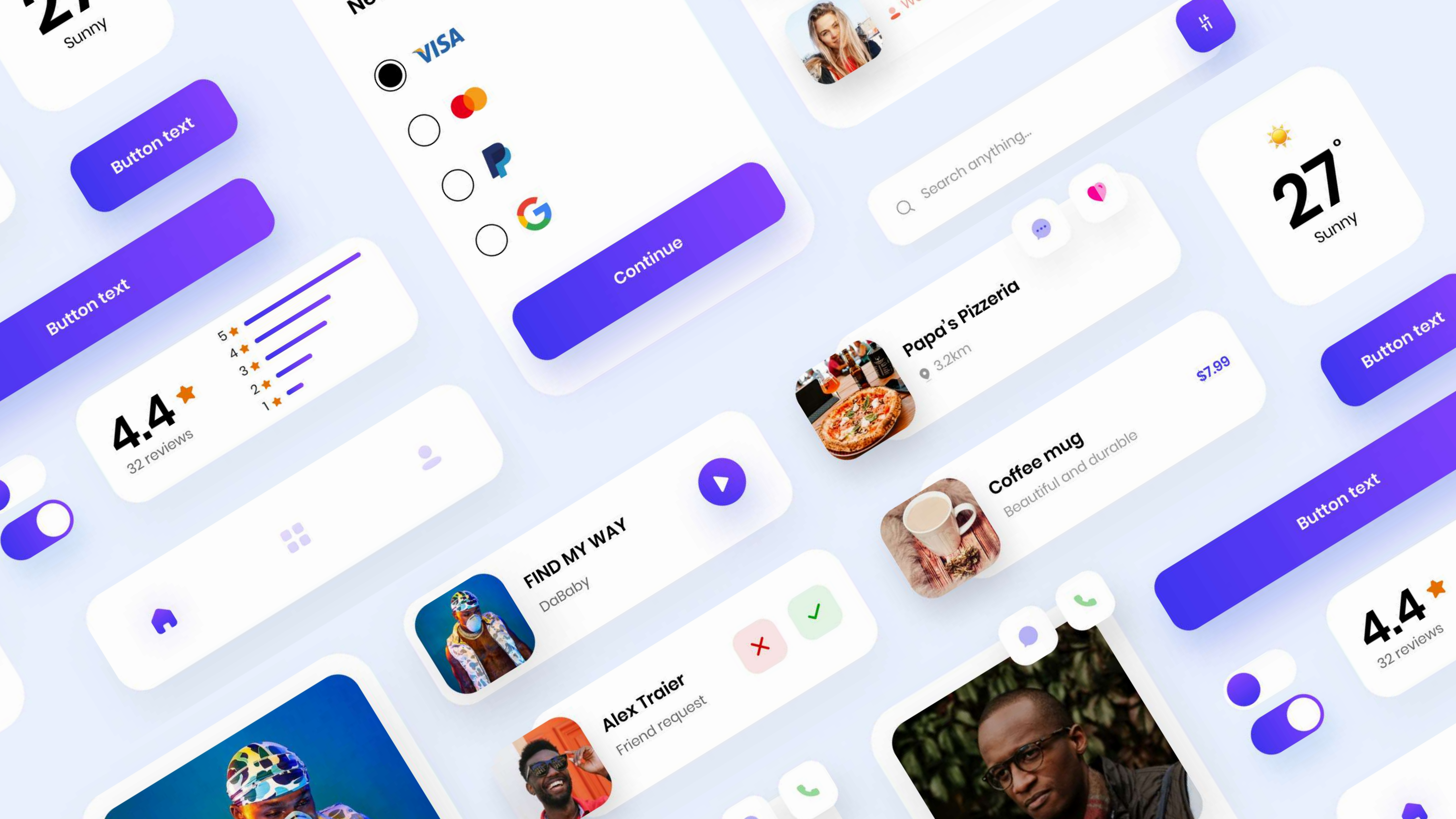


m...



UI Kit





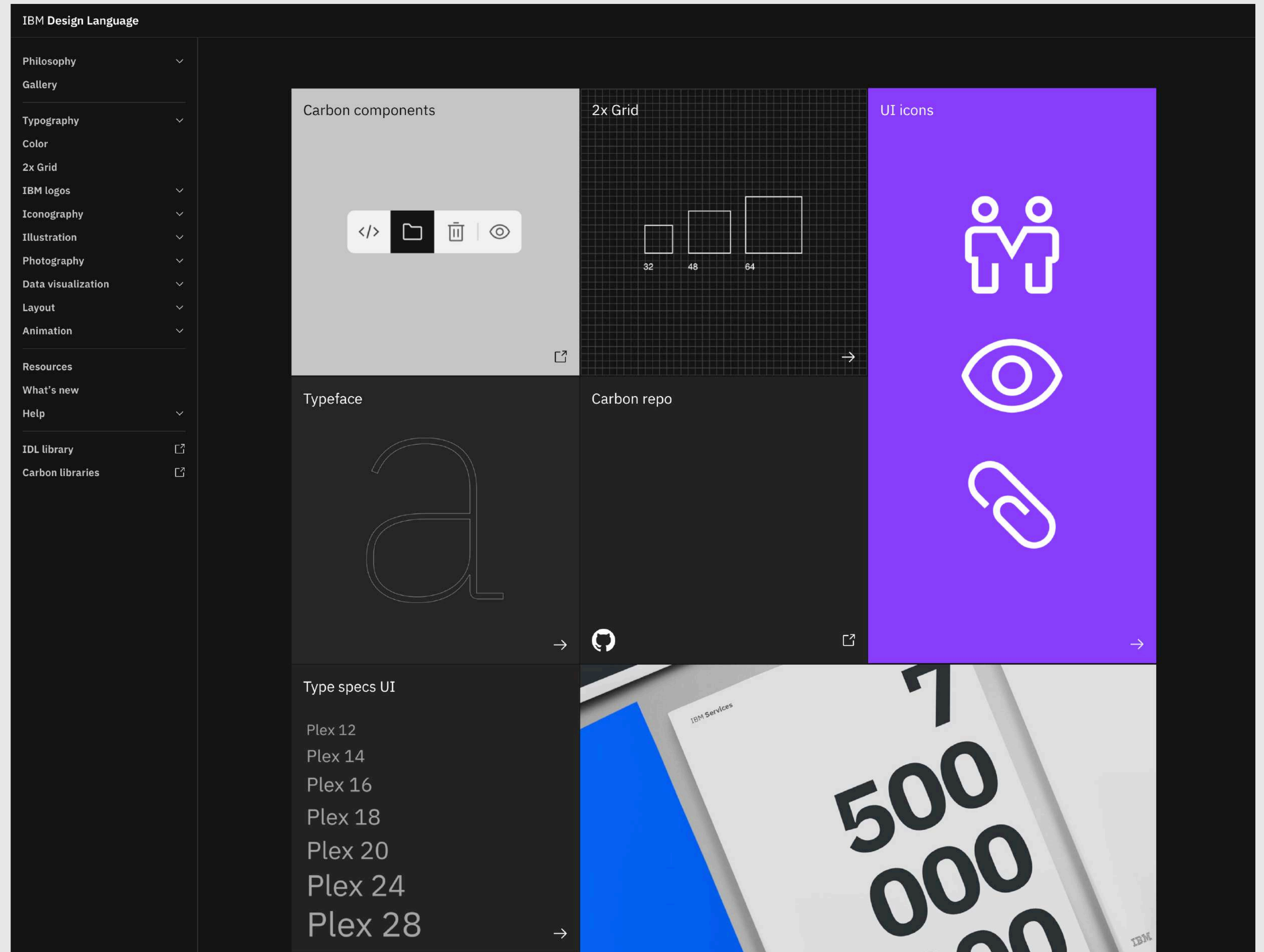
**DOCUMENTAÇÃO
DE DIRETRIZES E
PADRONIZAÇÕES**

"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



ibm.com/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**

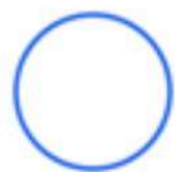
**Guiados por
banco de dados
e não por PDF**

**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

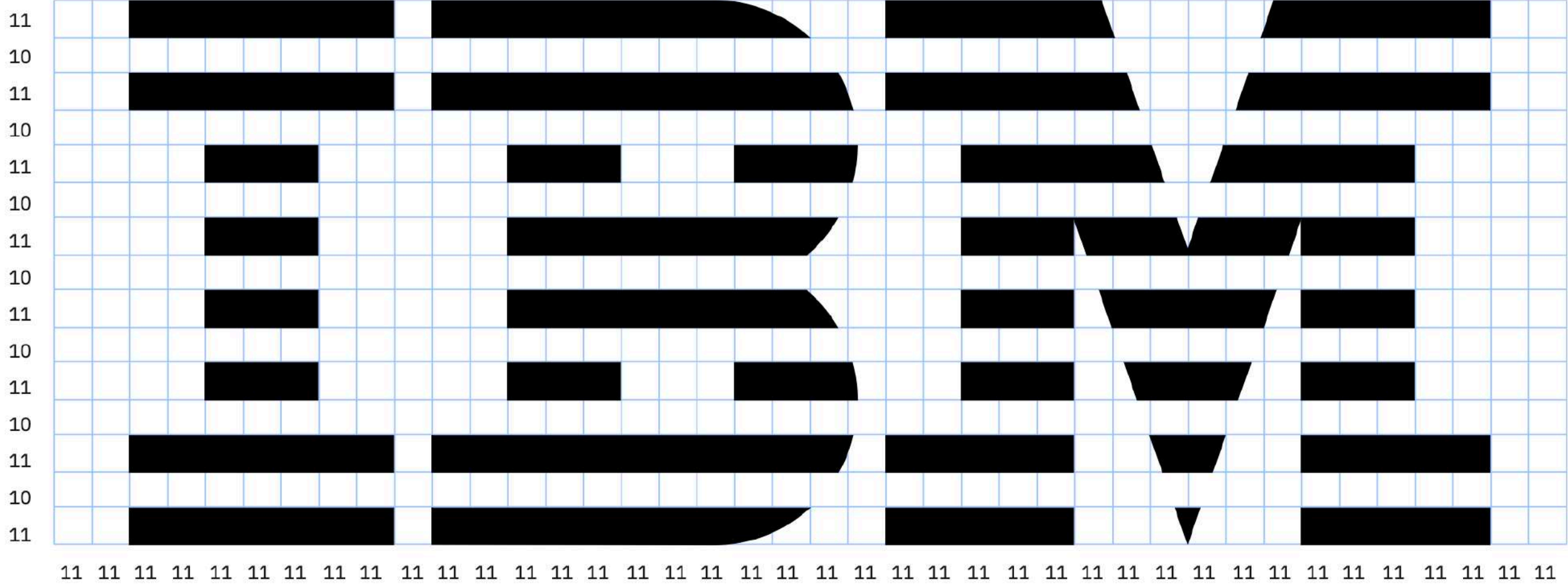
IDL library

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.



😊

⏮

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
(g90)

HEX: 138849
RGB: 19 136 73

Notify
(y90)

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: 234BC3
RGB: 35 75 195

b10

HEX: F0F6FF
RGB: 240 246 255

r90

HEX: 941618
RGB: 148 22 24

r80

HEX: B22426
RGB: 178 36 38

r40

HEX: F5898F
RGB: 245 137 143

m70

HEX: 76D8A3
RGB: 118 216 163

t70

HEX: 2DDAE4
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

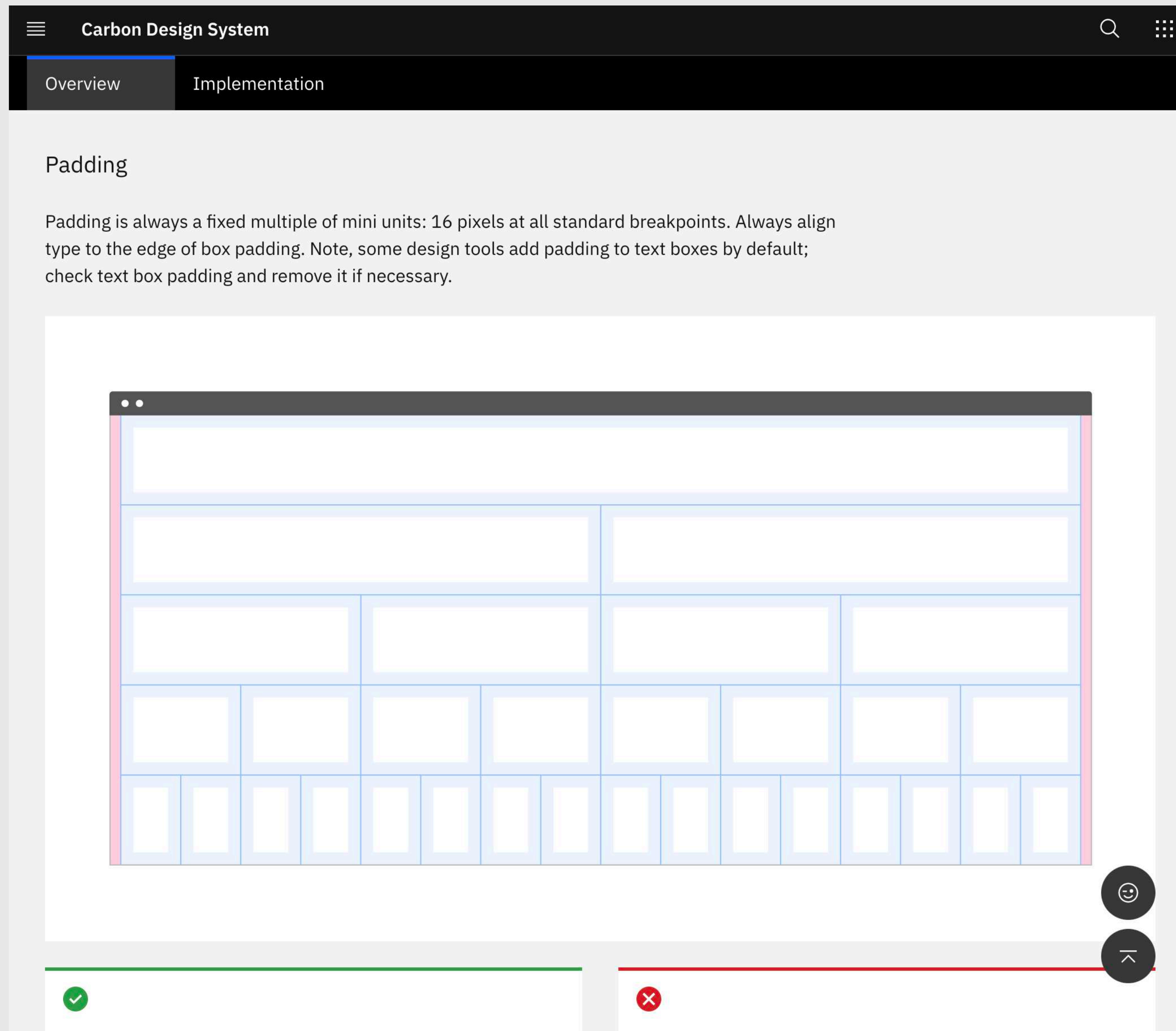
Type: IBM Plex Sans
Size: 42px / 2.625rem
Line-height: 50px / 3.125em
Weight: 300 / Light
Letter-spacing: 0px
`$productive-heading-06`

This is for layout

productive-heading-07

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

Grid



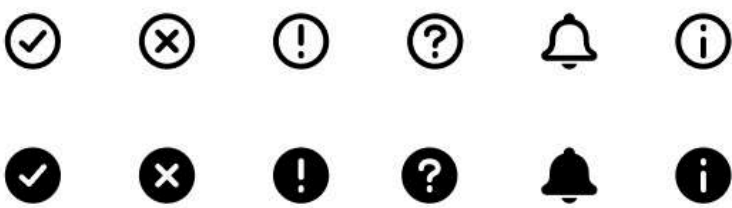
Iconografia

Icons 24

Action



Notification

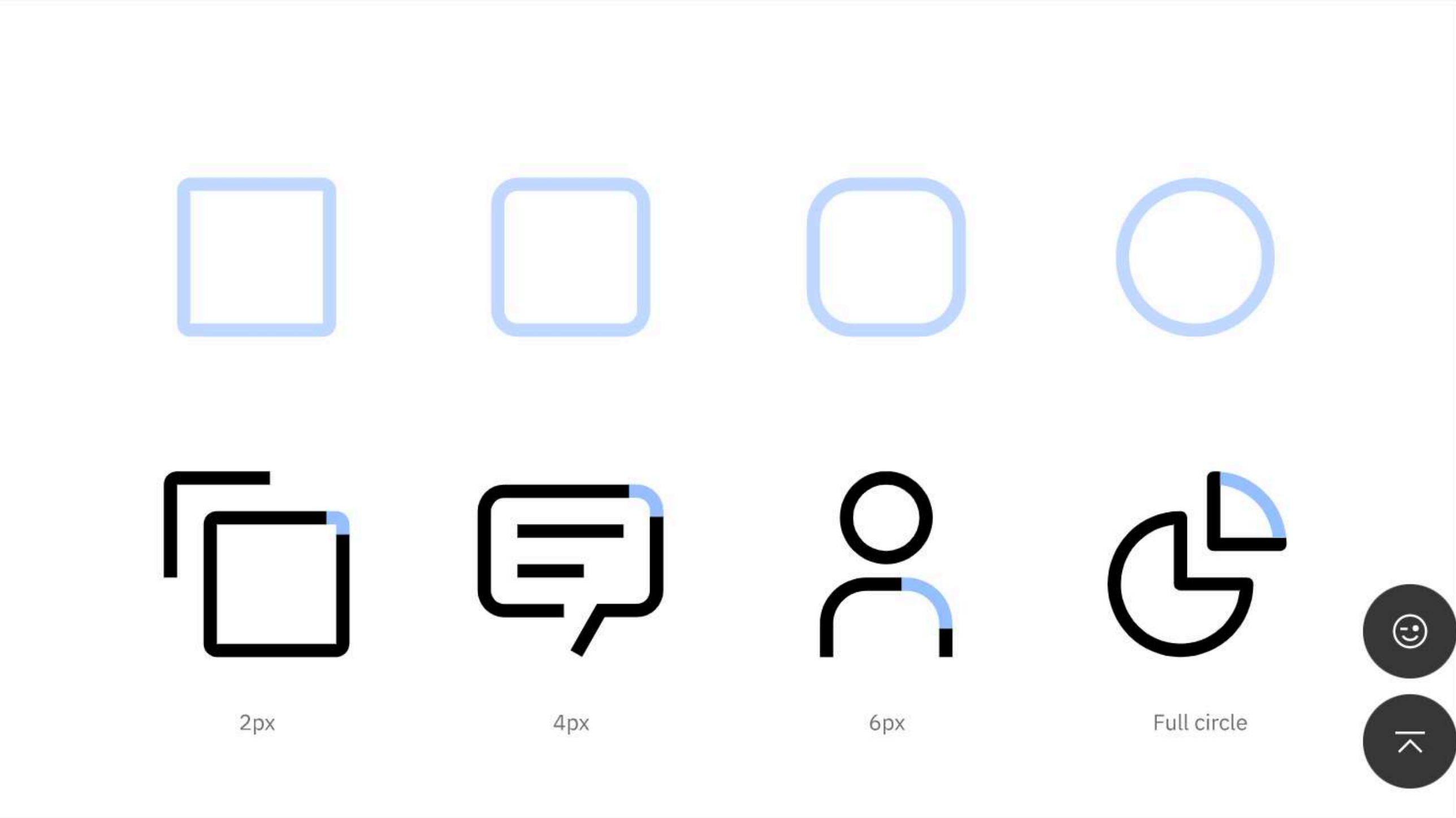


Misc



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.



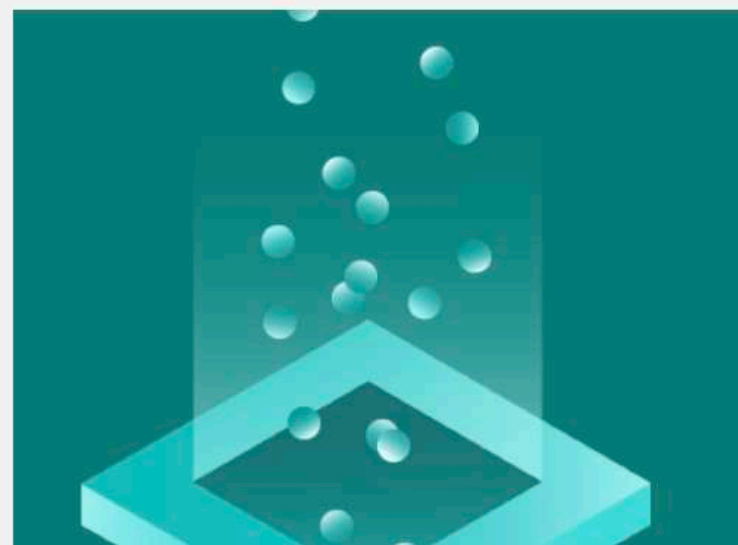
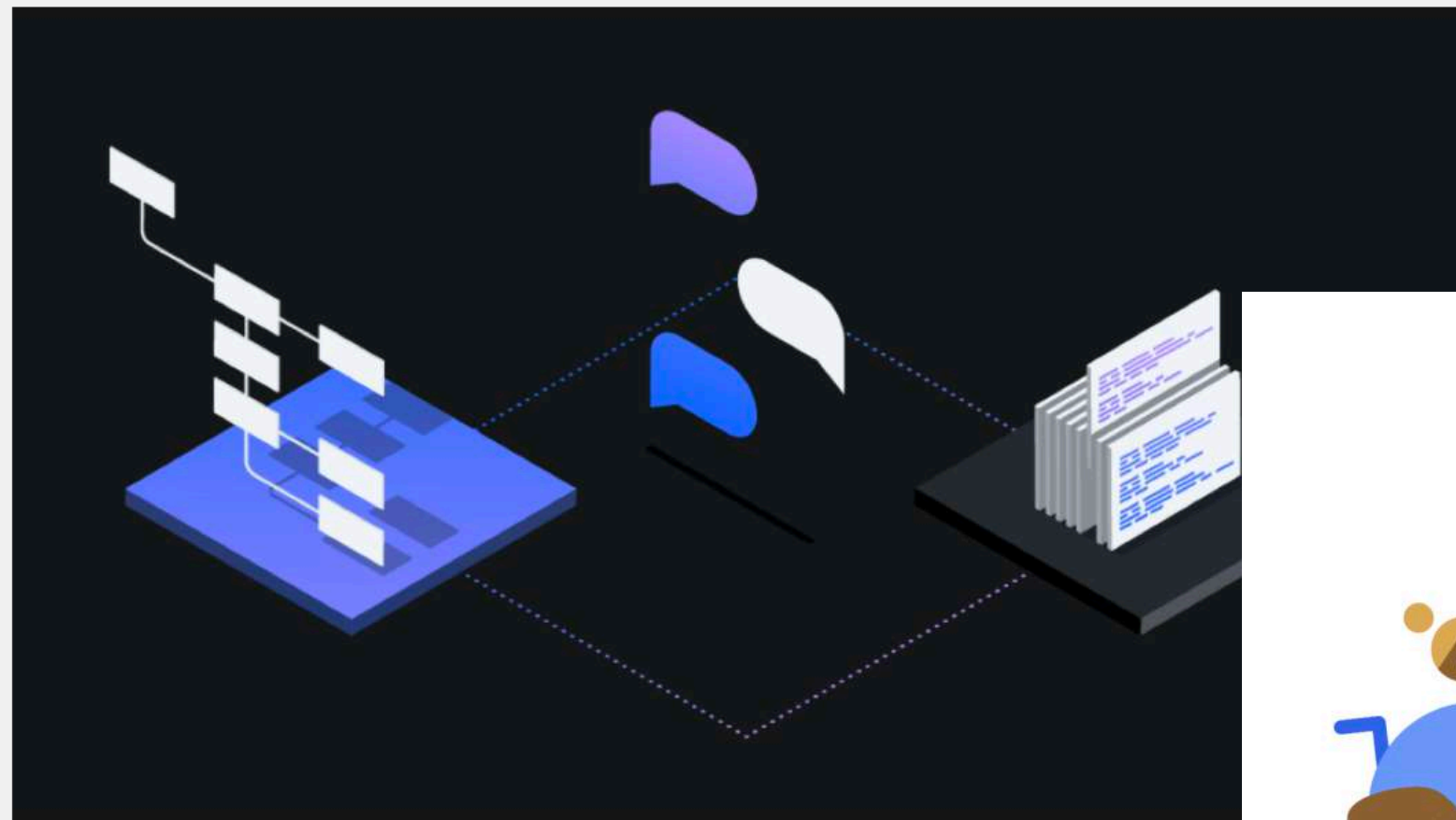
Ilustrações

☰ IBM Design Language



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.

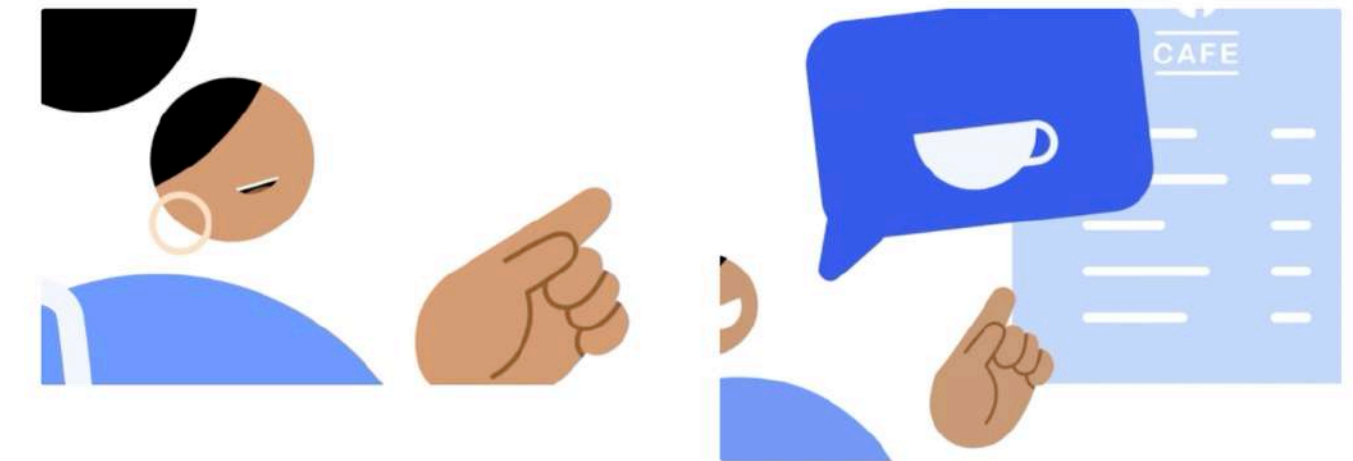


Closeups

In closeups, mouths are more detailed

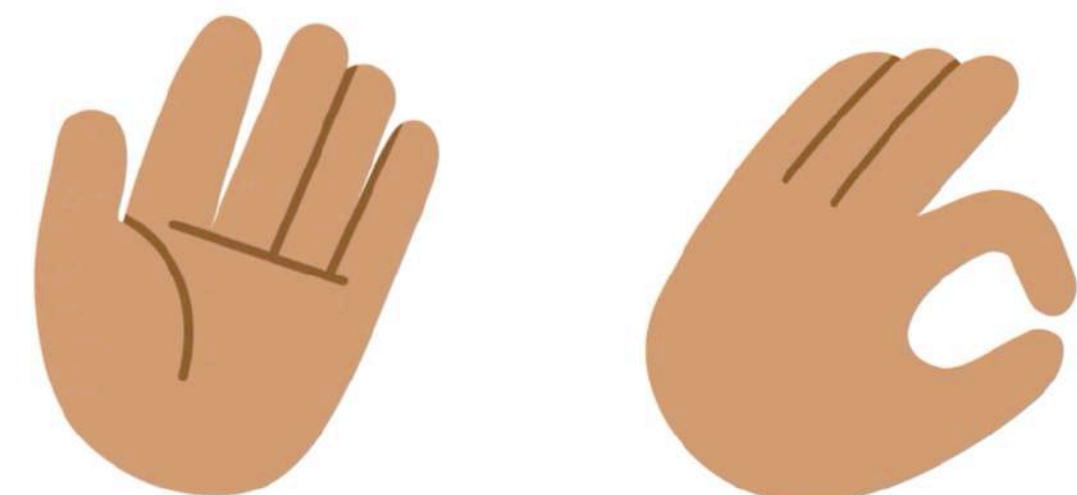
Speech bubble

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

Carbon Design System

Comparisons

Simple bar (vertical)

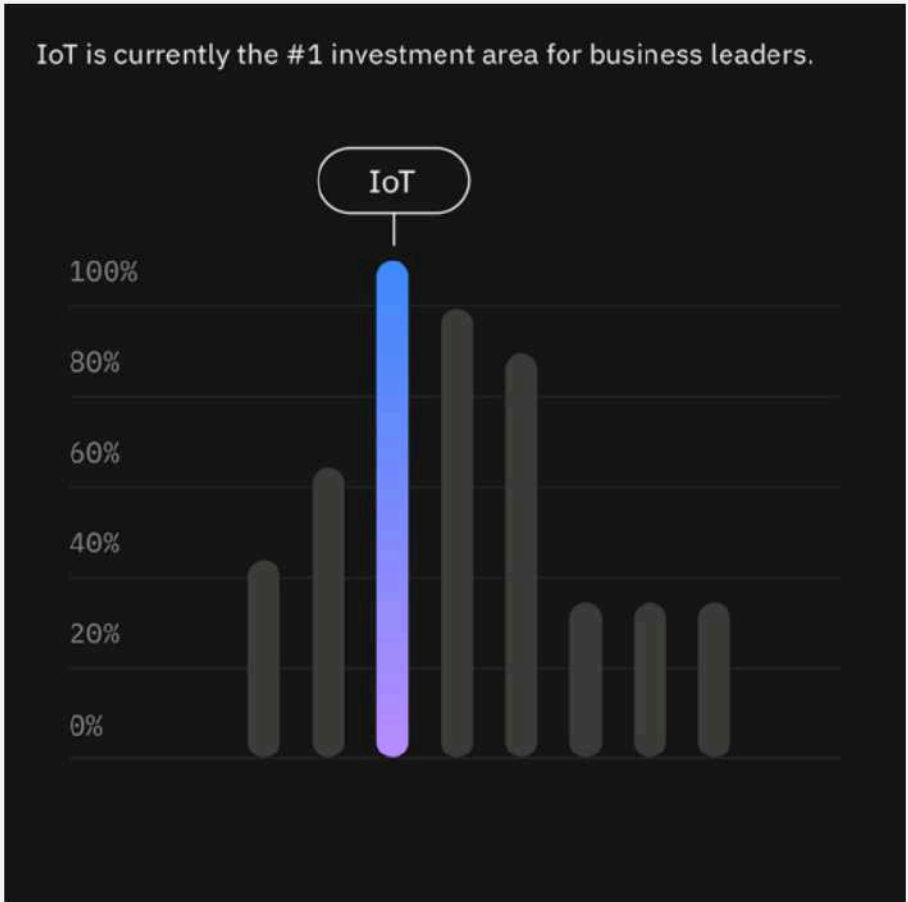
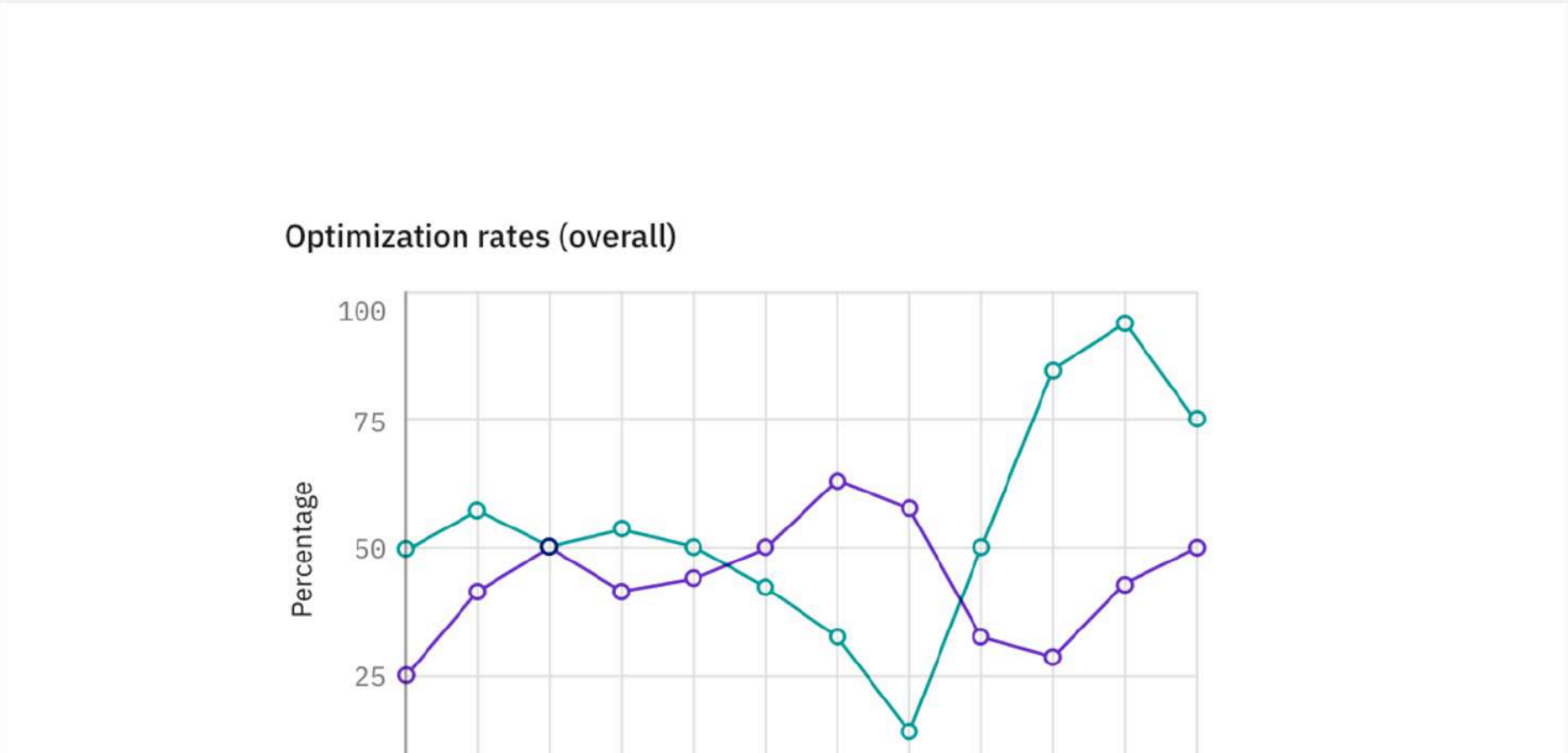
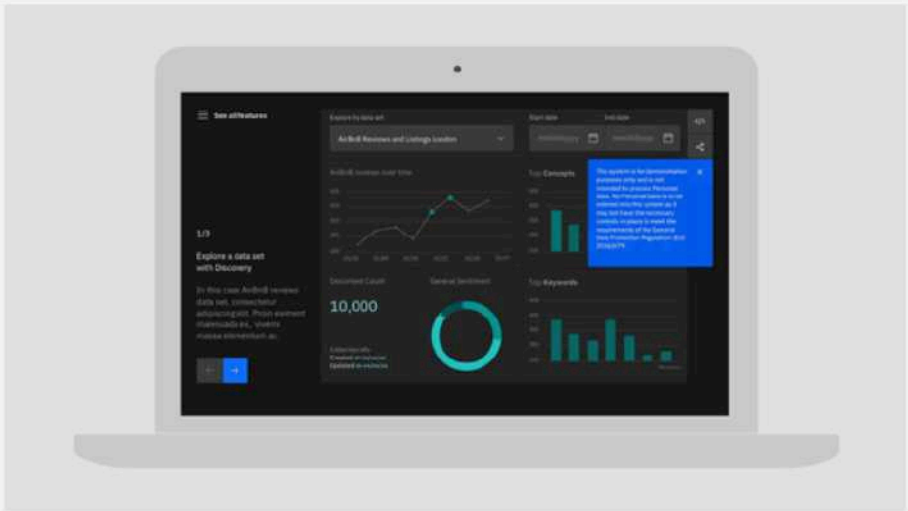
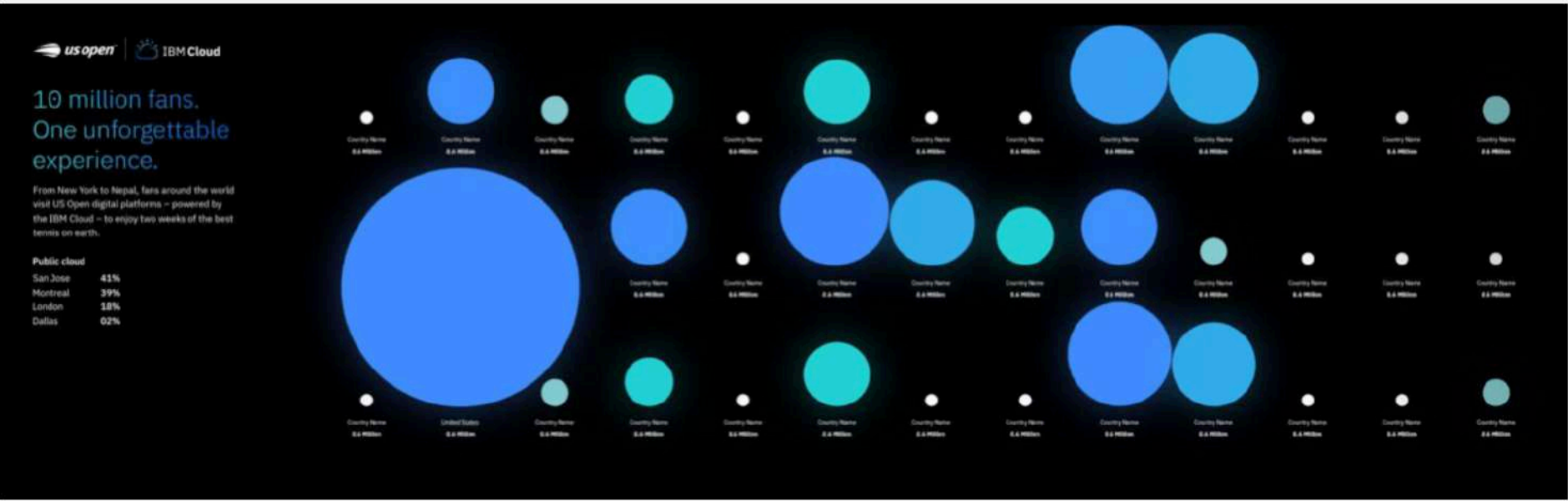
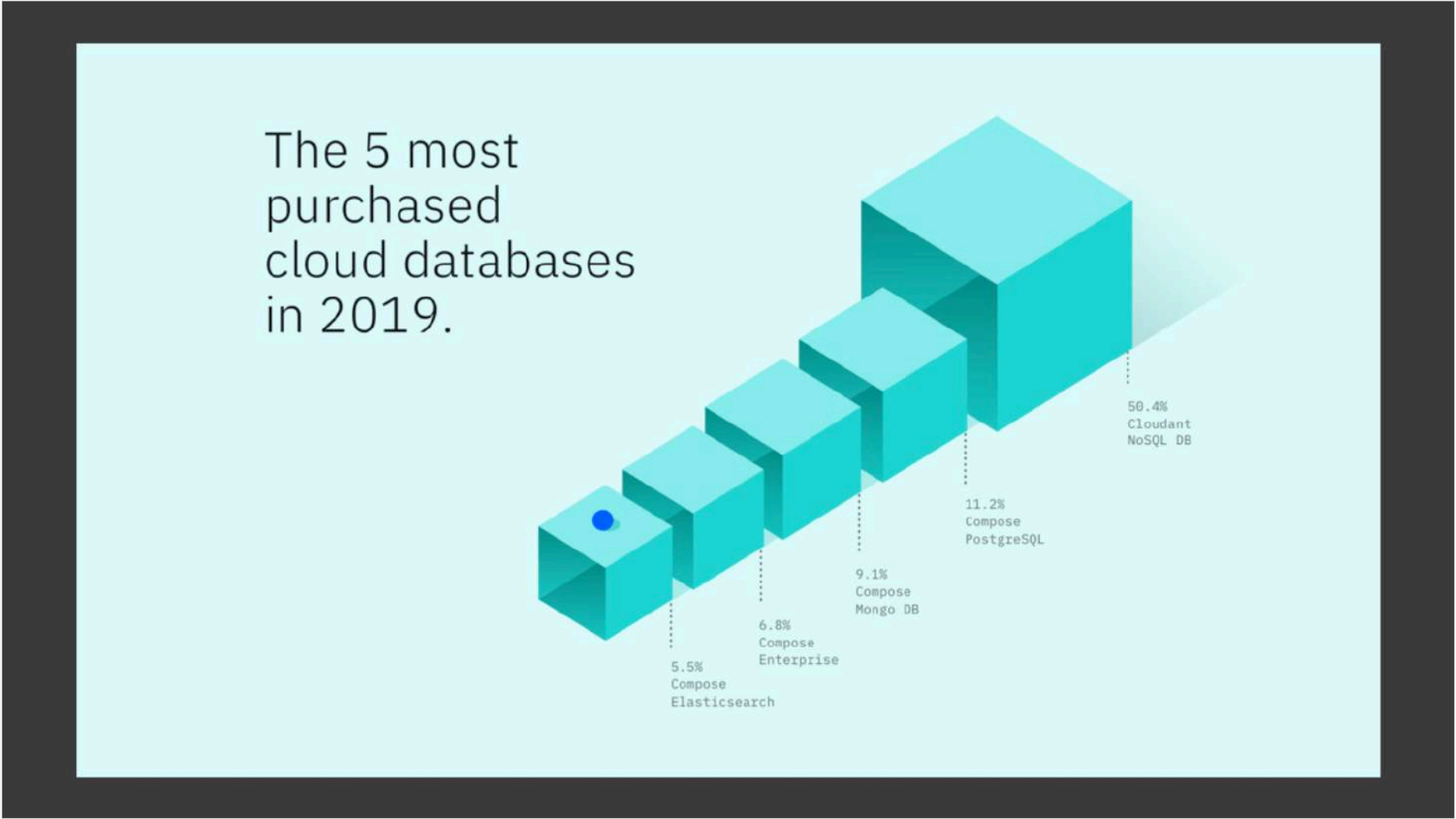
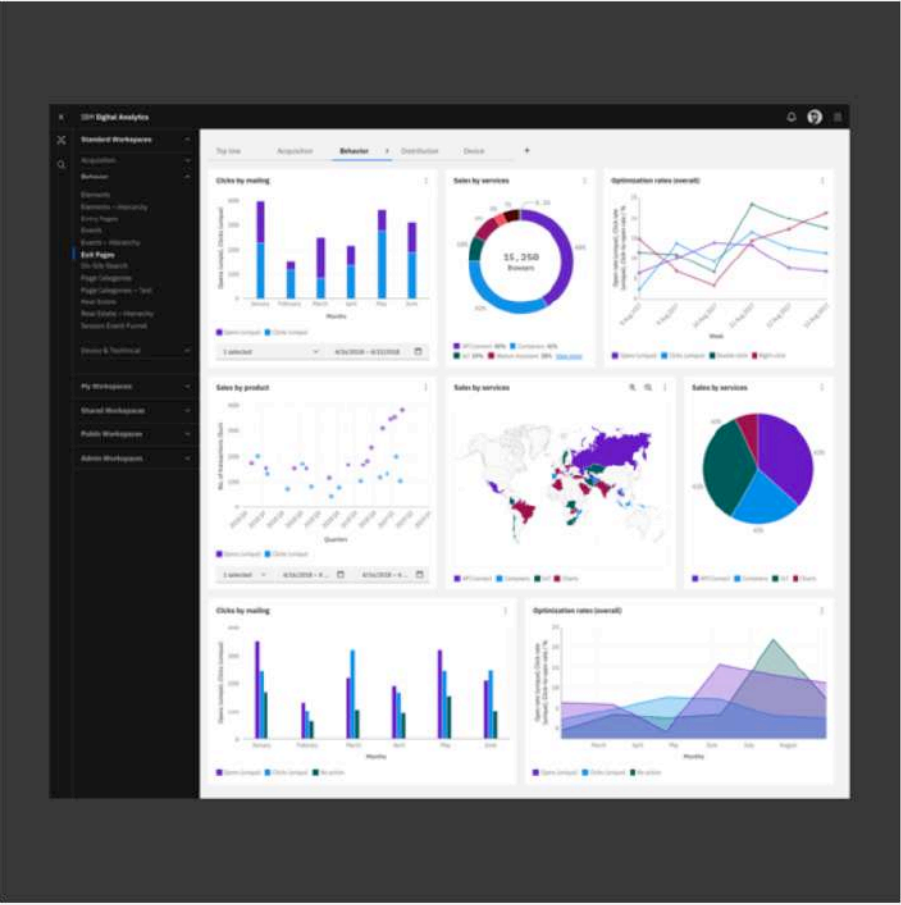
Grouped bar (vertical)

Bubble

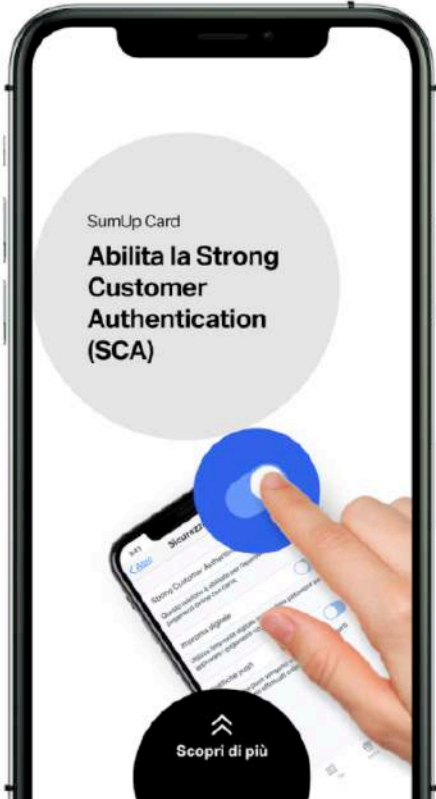
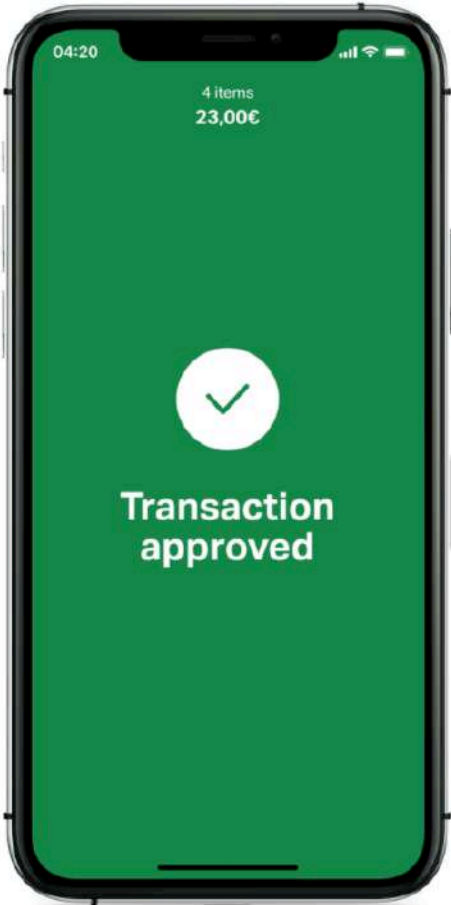
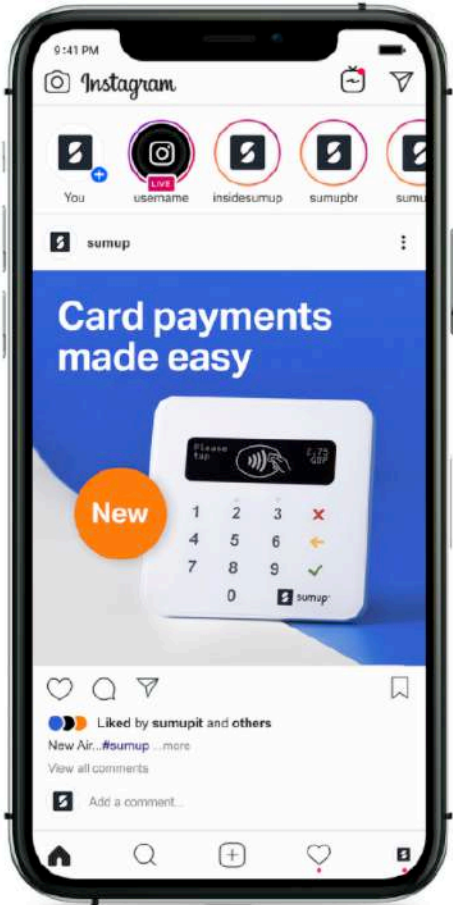
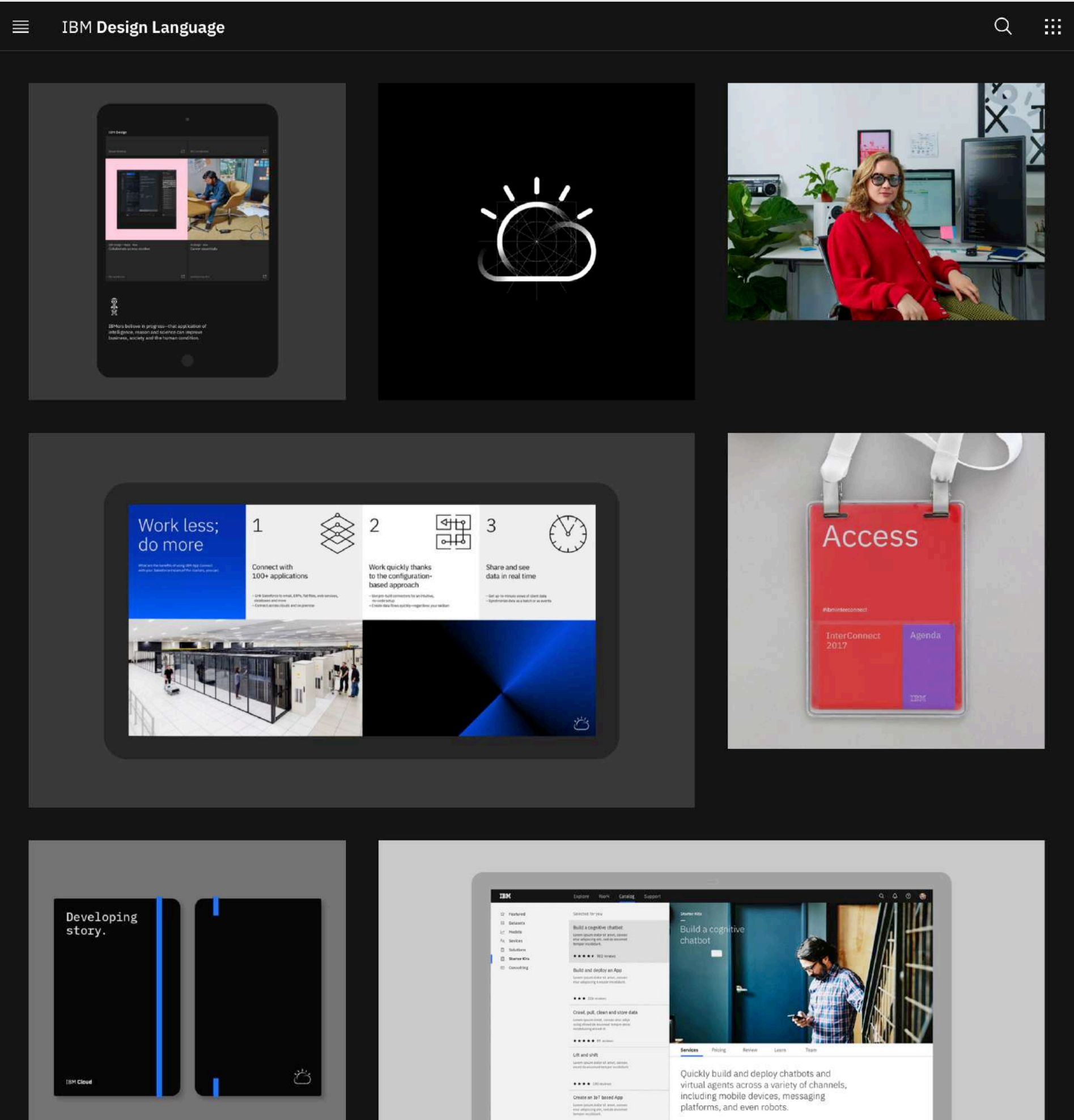
Radar

Simple bar (horizontal)

Grouped bar (horizontal)



Exemplos (Galeria)


















Recursos (Downloads)







Libraries, Templates & Downloads

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

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
 	 

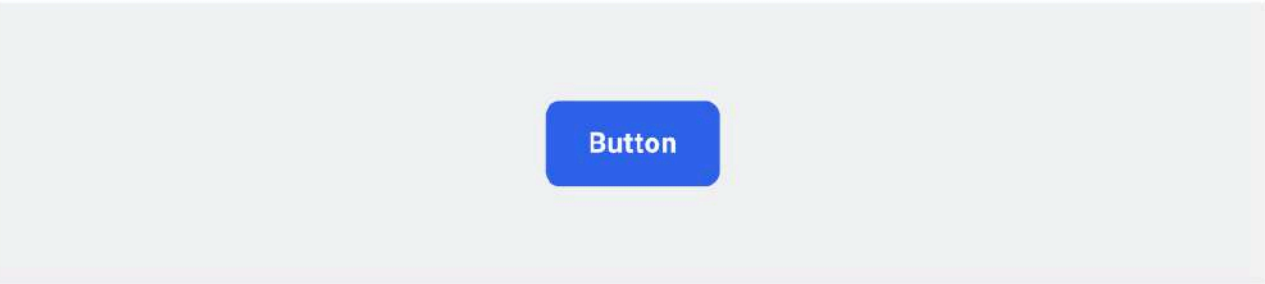
Commerce

Account	Apple	Basketball	bat
			
		<div>Download SVG</div>  	

Biblioteca de padrões e componentes

Guidelines

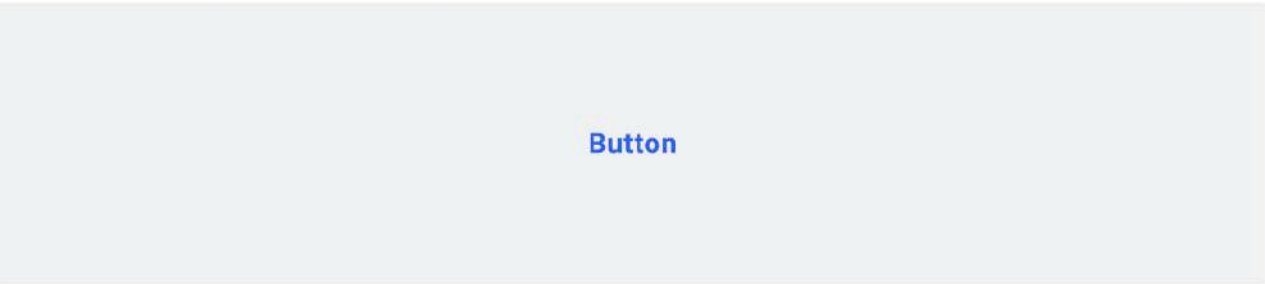
Types & variants



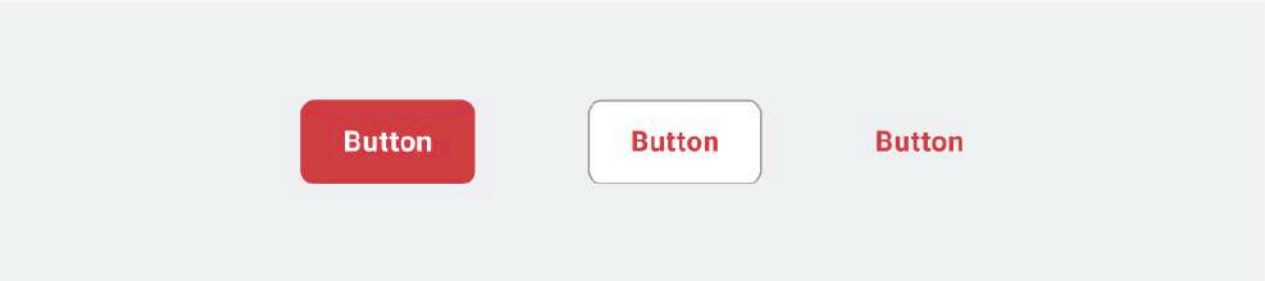
The **primary button** should be used for the most important actions. There should always be just one primary button visible at a time on the screen.



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.

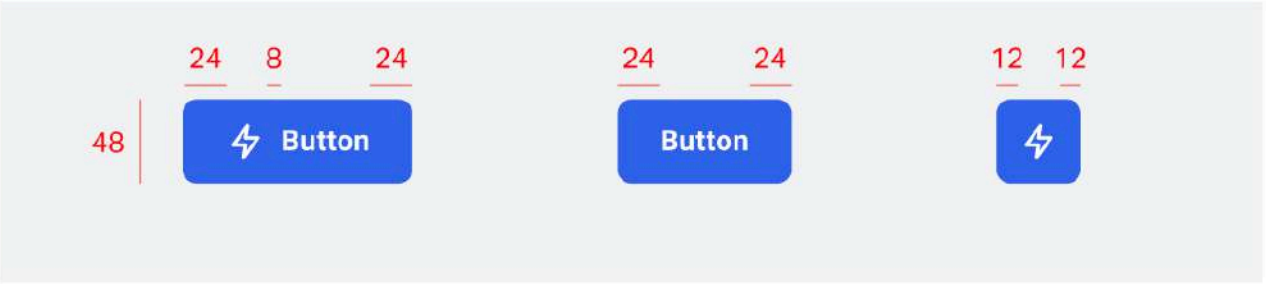


For the **descriptive button**, change the color Blue or Black within the primary, secondary or tertiary button to Alert.

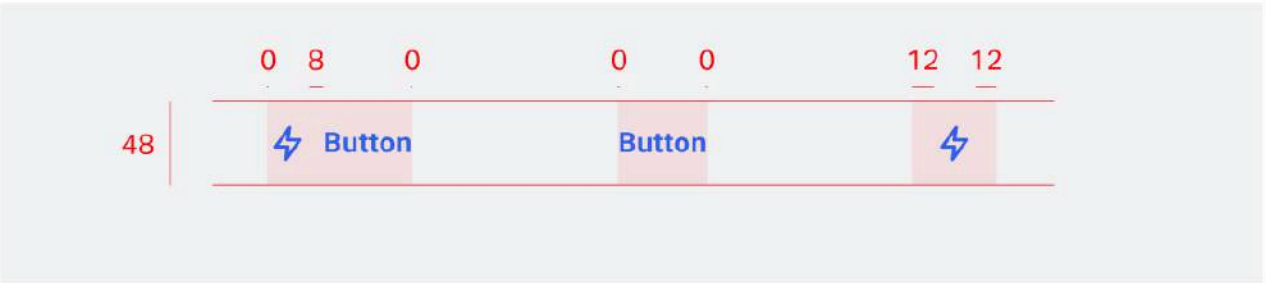


Specifications

Giga

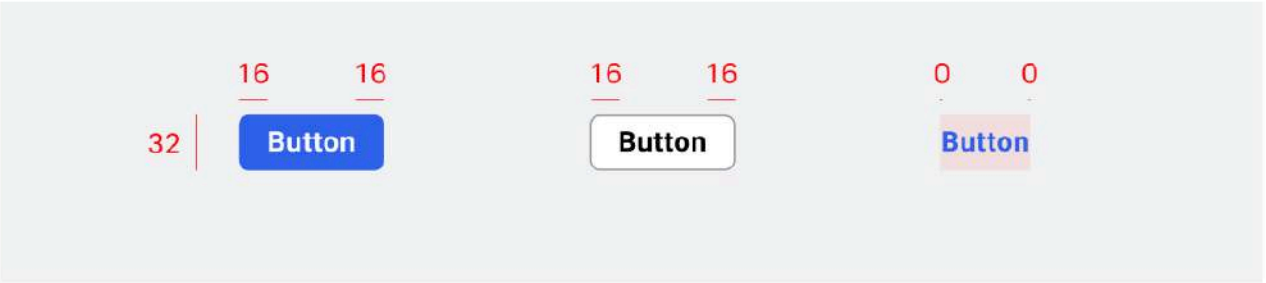


Primary + secondary button (content center aligned)



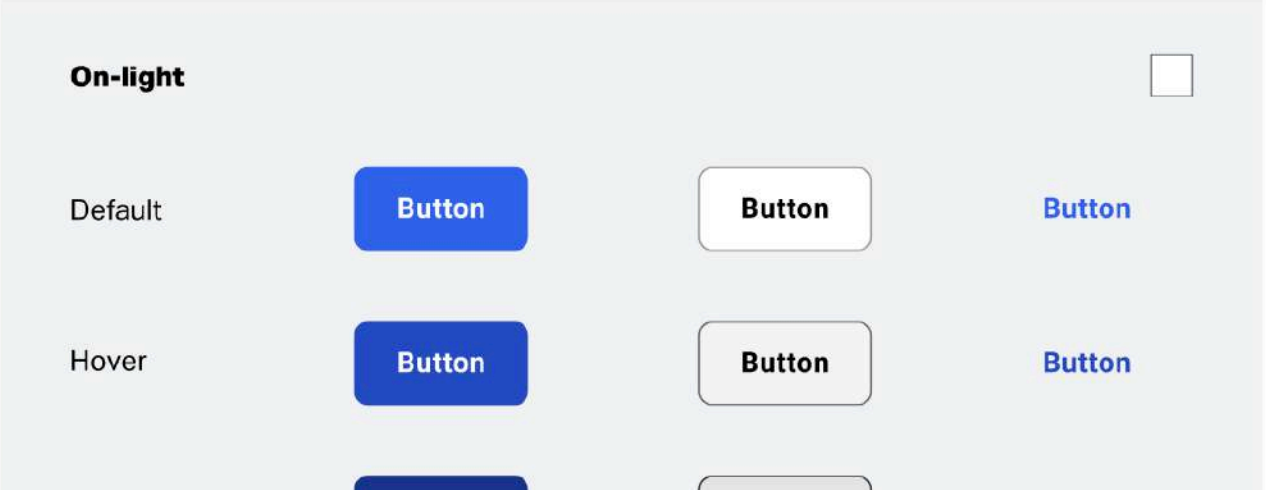
Tertiary button

Kilo



Primary, secondary, tertiary button

States



Ajuda

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

MÓDULO 25

AULA 2 & 3

Design Systems

**PADRÕES, PRÁTICAS,
DOCUMENTAÇÕES E
PRINCÍPIOS**

**CRIAR, MANTER E
ESCALAR 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-
tencia

Escalada

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



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

 **ATLASSIAN**

1:25 → 1:9

2012

2017

 **Dropbox**

1:10 → 1:6

2013

2017

 **INTERCOM**

1:5

2017

Linked 

1:11 → 1:8

2010

2017

UBER

1:8

2017

IBM

1:72 → 1:8

2012

2017

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

Click me

Botão

Variações por contexto



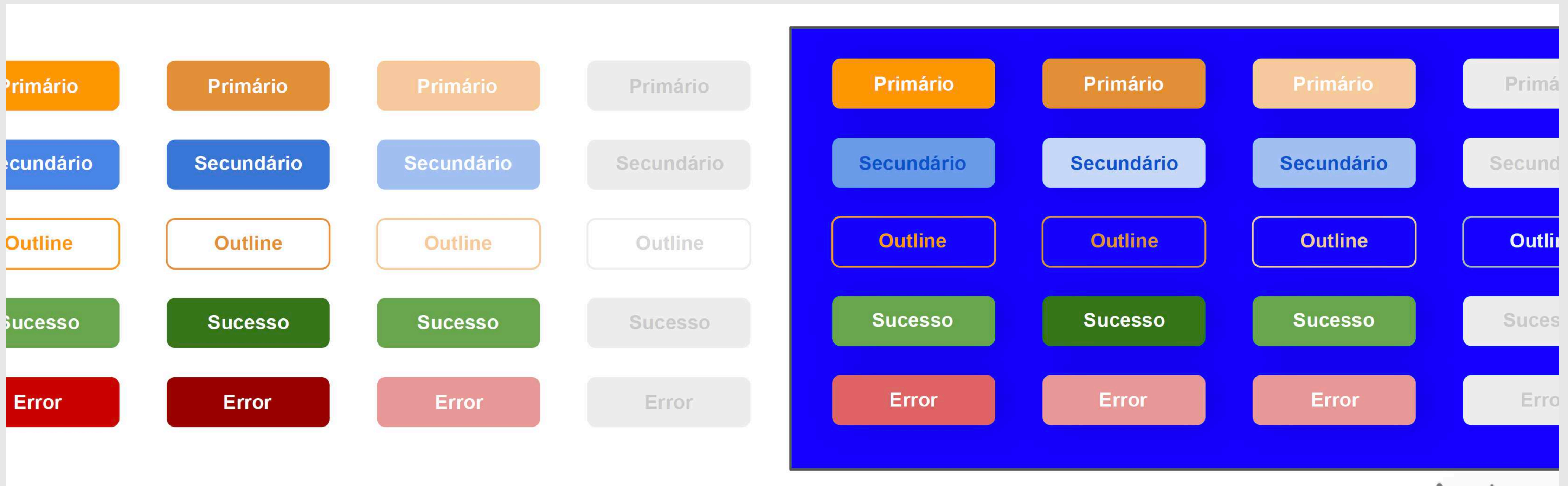
Tipos de botões

Variações por estado



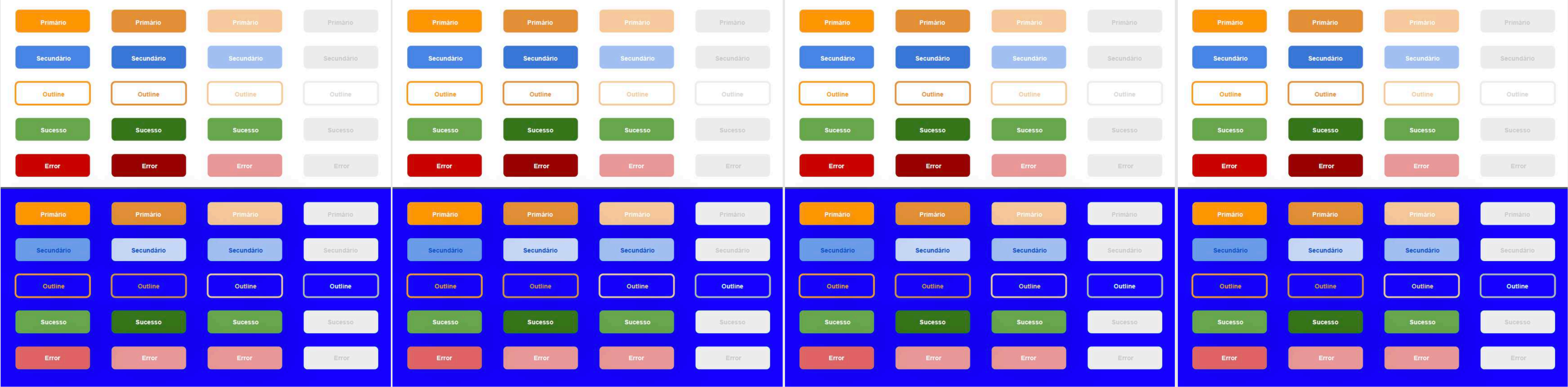
Múltiplos estados de interação

Variações por contraste com o fundo



Dark mode / Light Mode / On Color

Variações por sistema operacional



Web desktop

Web mobile

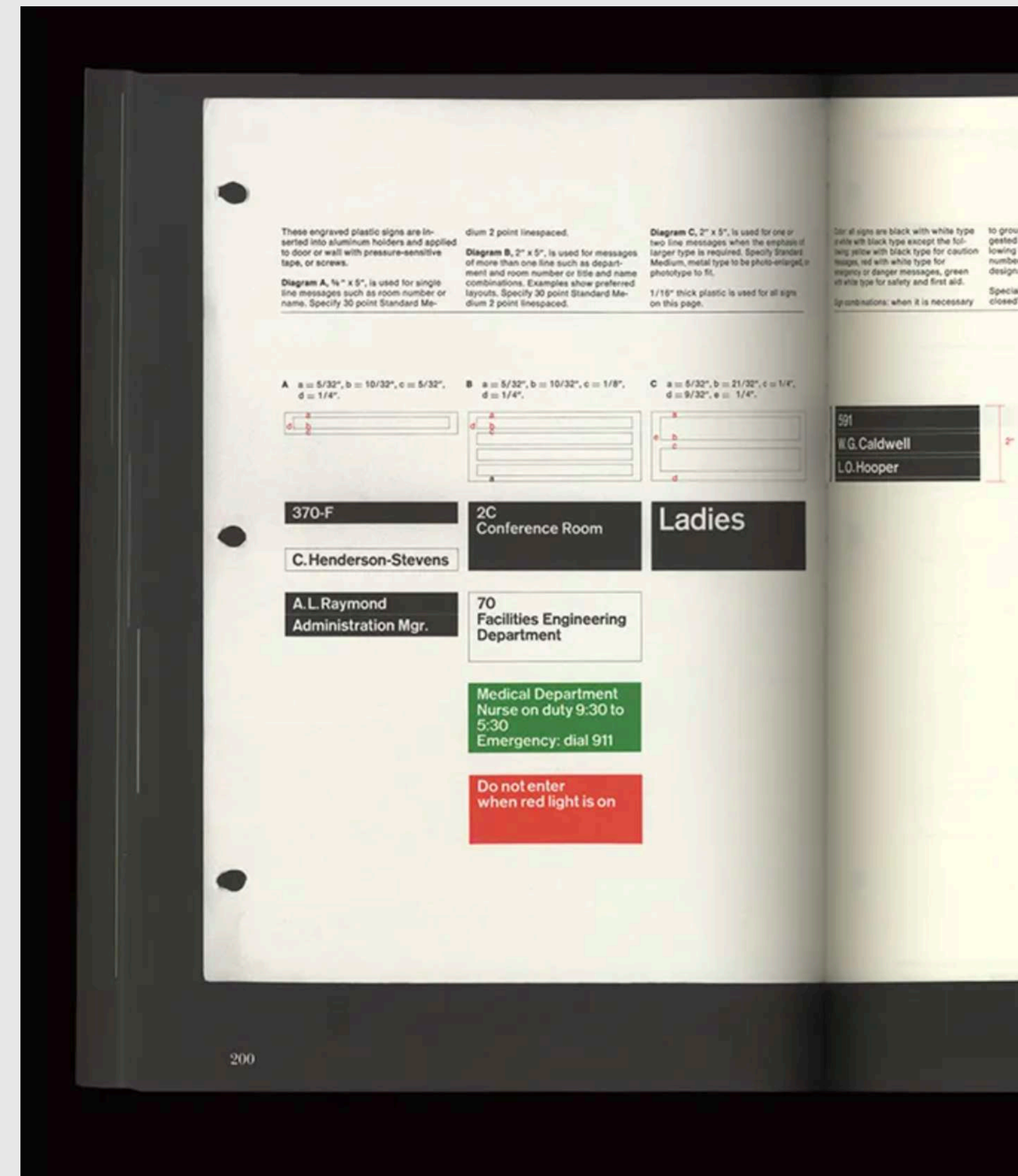
iOS

Android

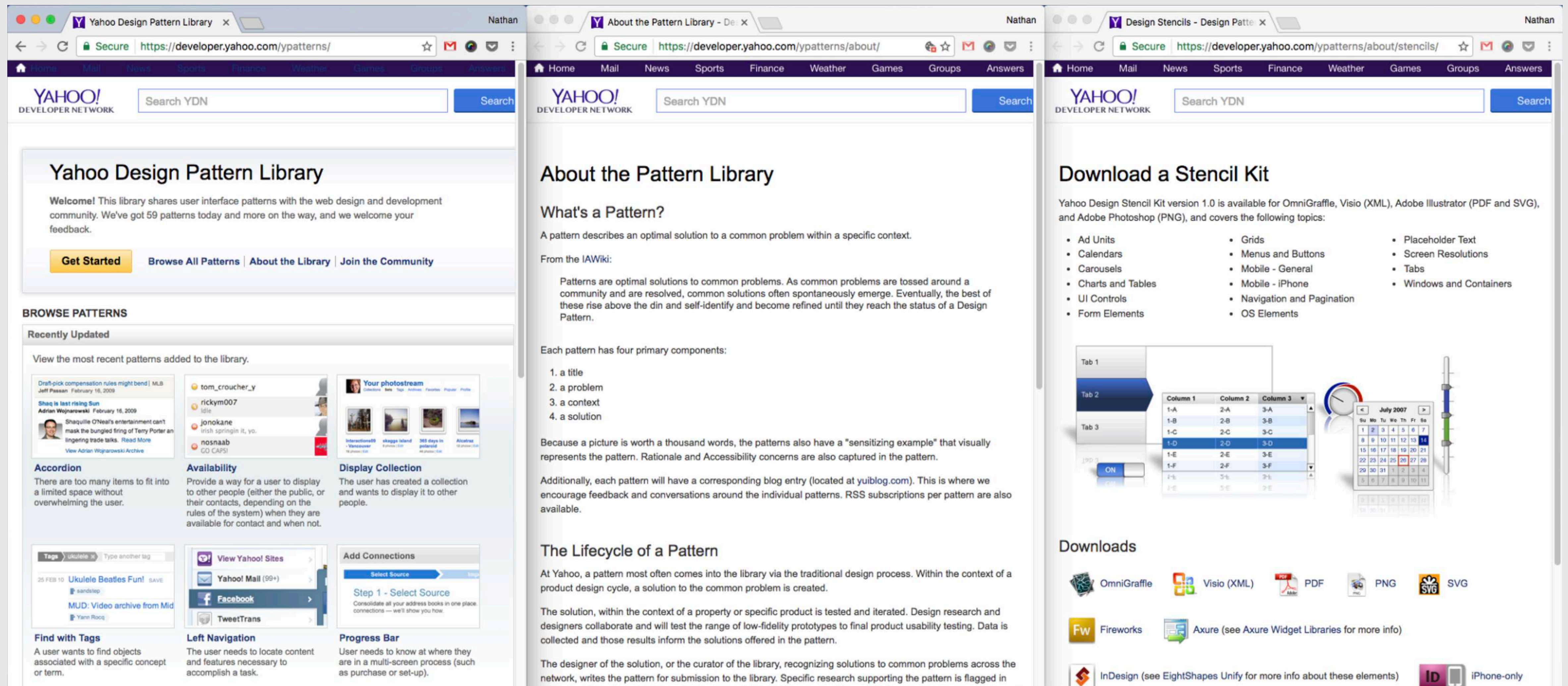
Design System

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



Biblioteca de padrões de design do Yahoo, 2000's

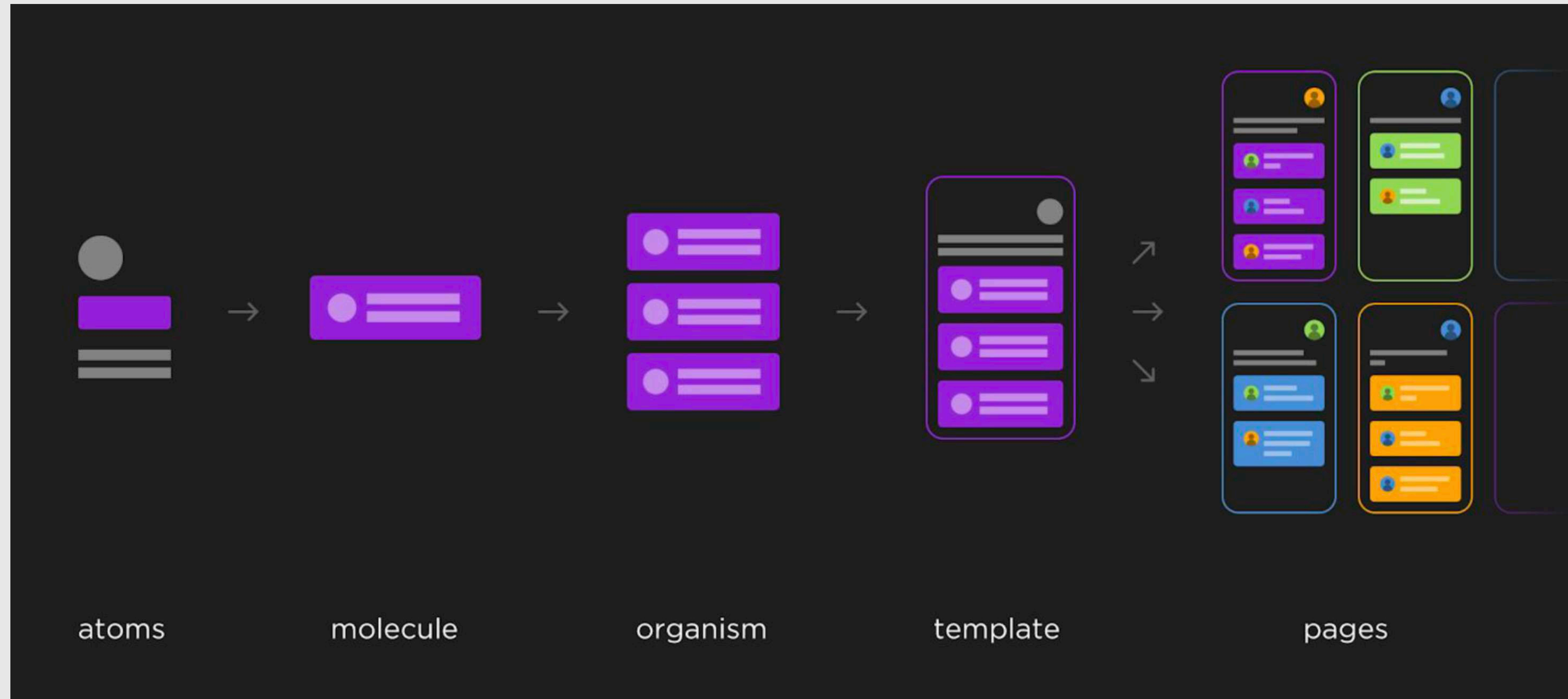
PADRÕES E PRÁTICAS

**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

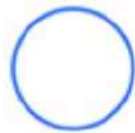
**ELEMENTOS DE
UM DESIGN
SYSTEM**

PRINCÍPIOS 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.

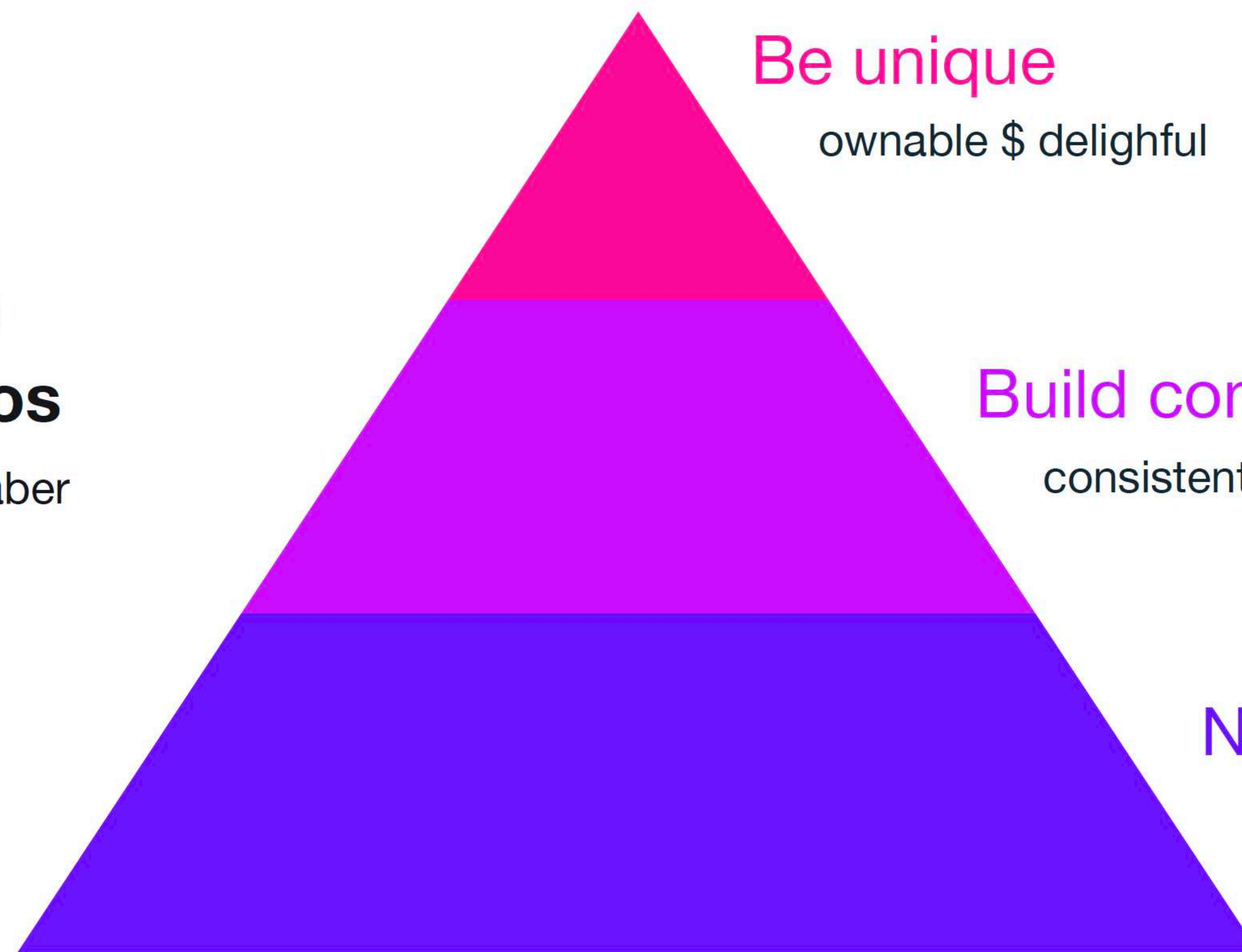
Examples:
Be always available
Provide solutions, not errors or problems
Approach merchants in the right moment
Durable battery life
2-factor authentication
Resilient hardware design
Consider hardware hygiene factors
...



Design
Principles

Represente graficamente seus princípios

isso pode ajudar a saber
o que priorizar



Be unique

ownable \$ delightful

Build confidence

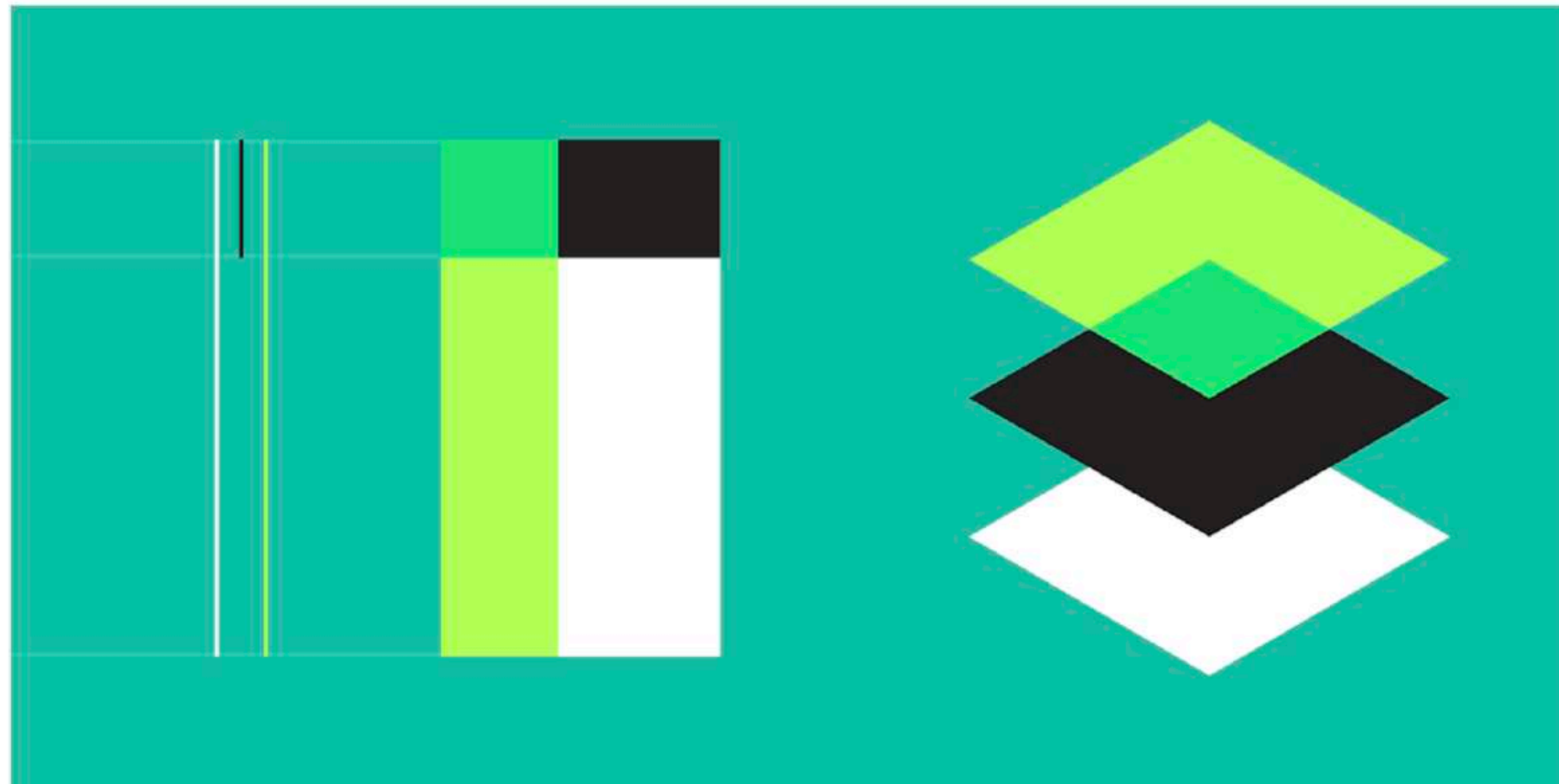
consistent & transparent

Nail the basics

clear choice & context

Material Design

Principles [↗](#)



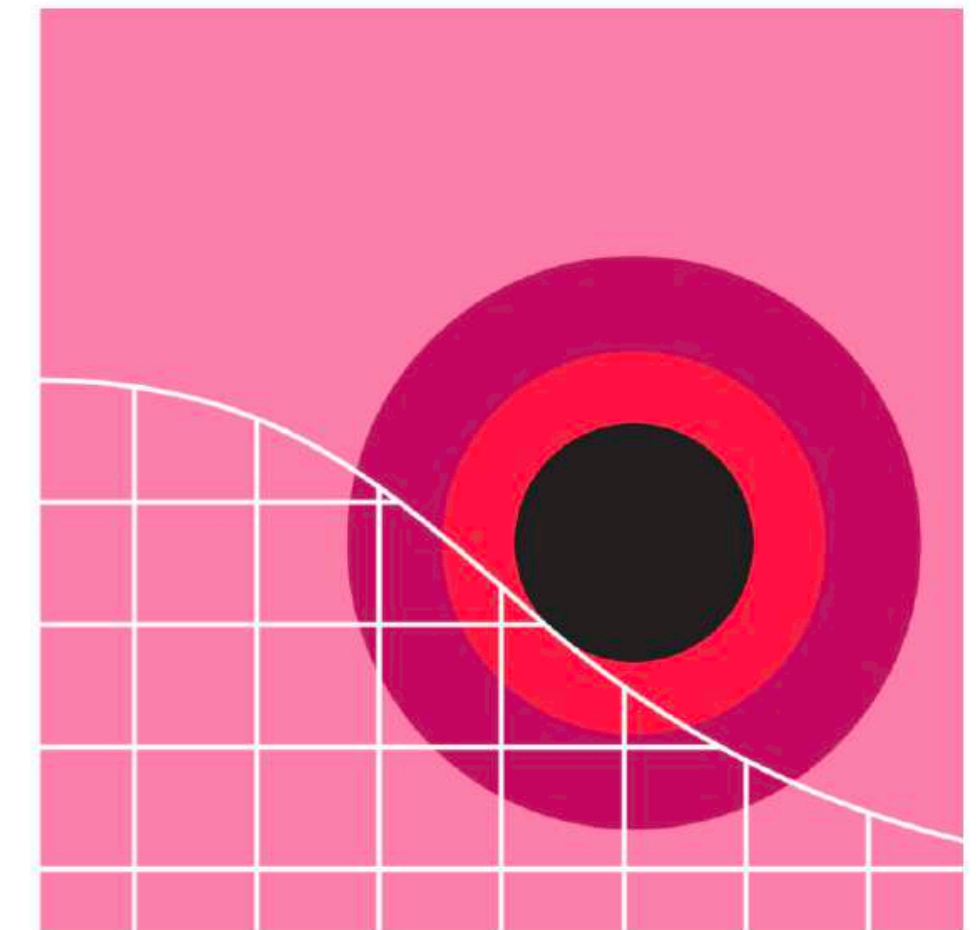
Material is the metaphor

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

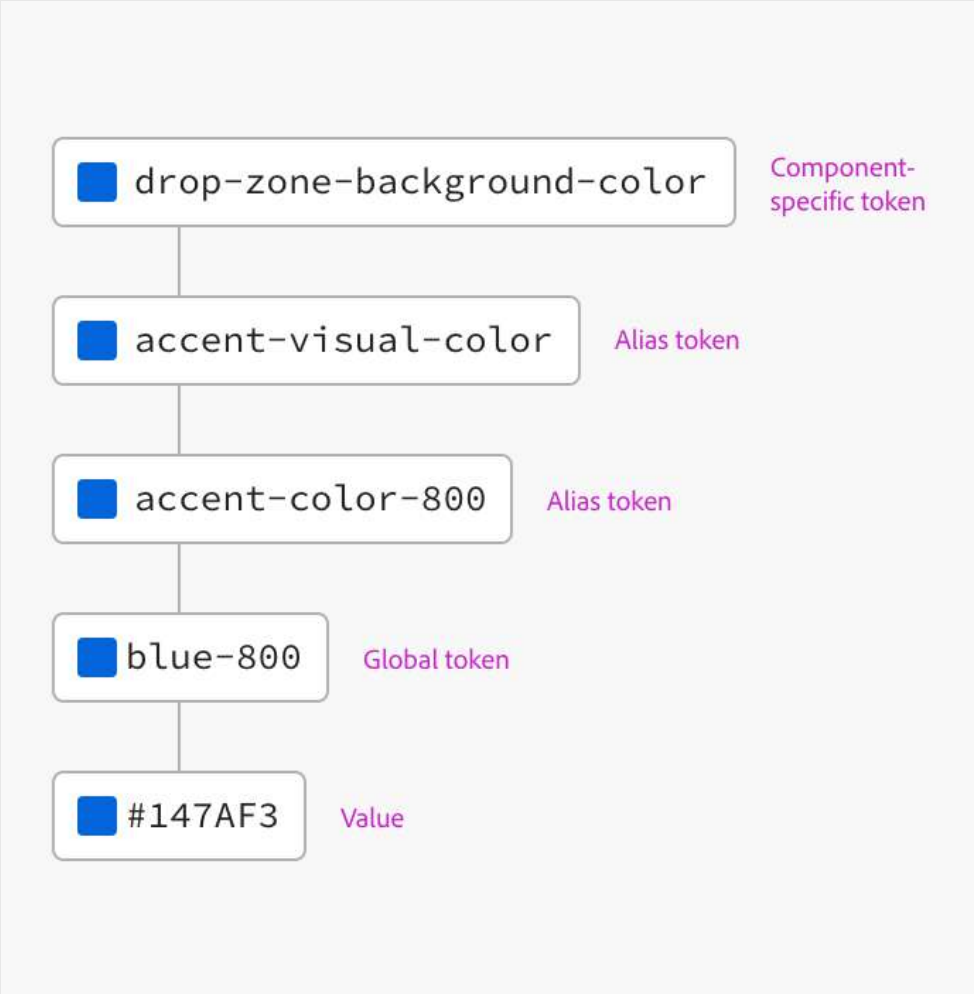
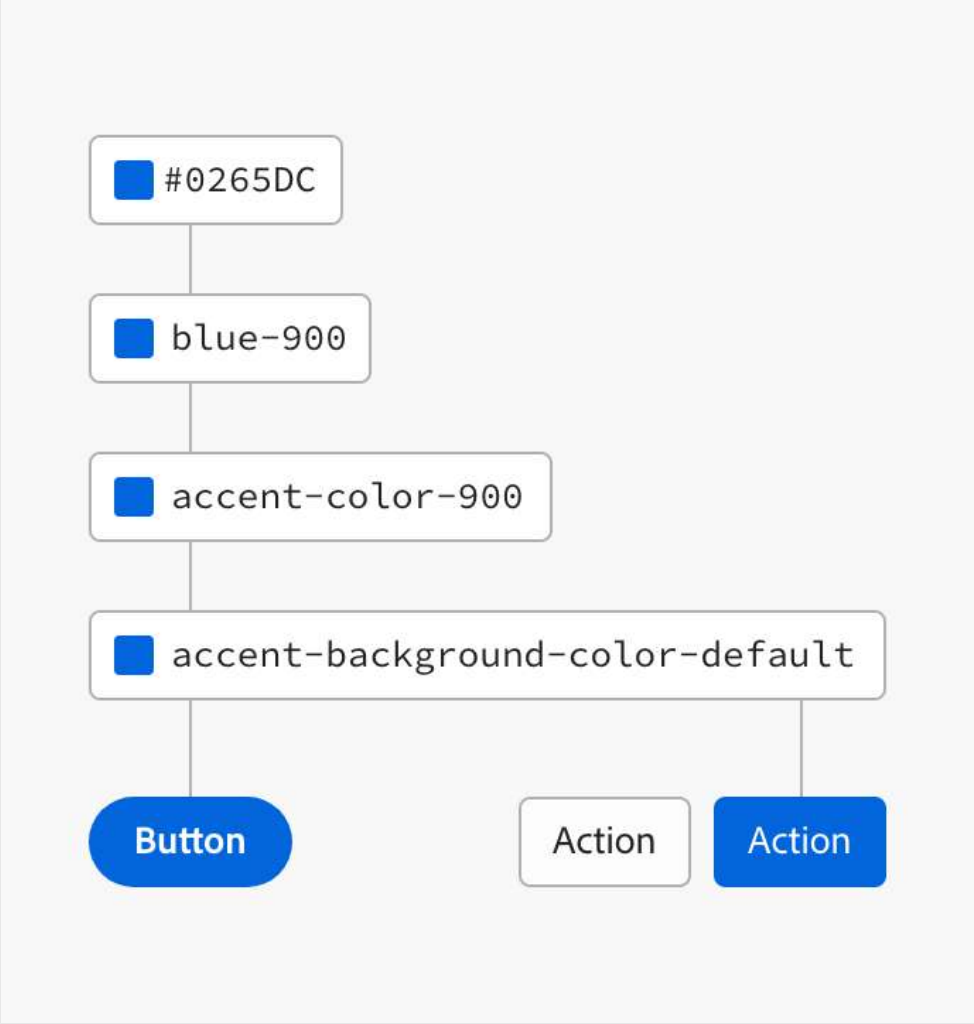
Primitivos

blue-800
blue-900
gray-100

Semânticos

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

spectrum.adobe.com



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

Text field label

Text field label

Global color

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

Alias color

2 informative-background-color-default

An update is available

"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

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content designers

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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

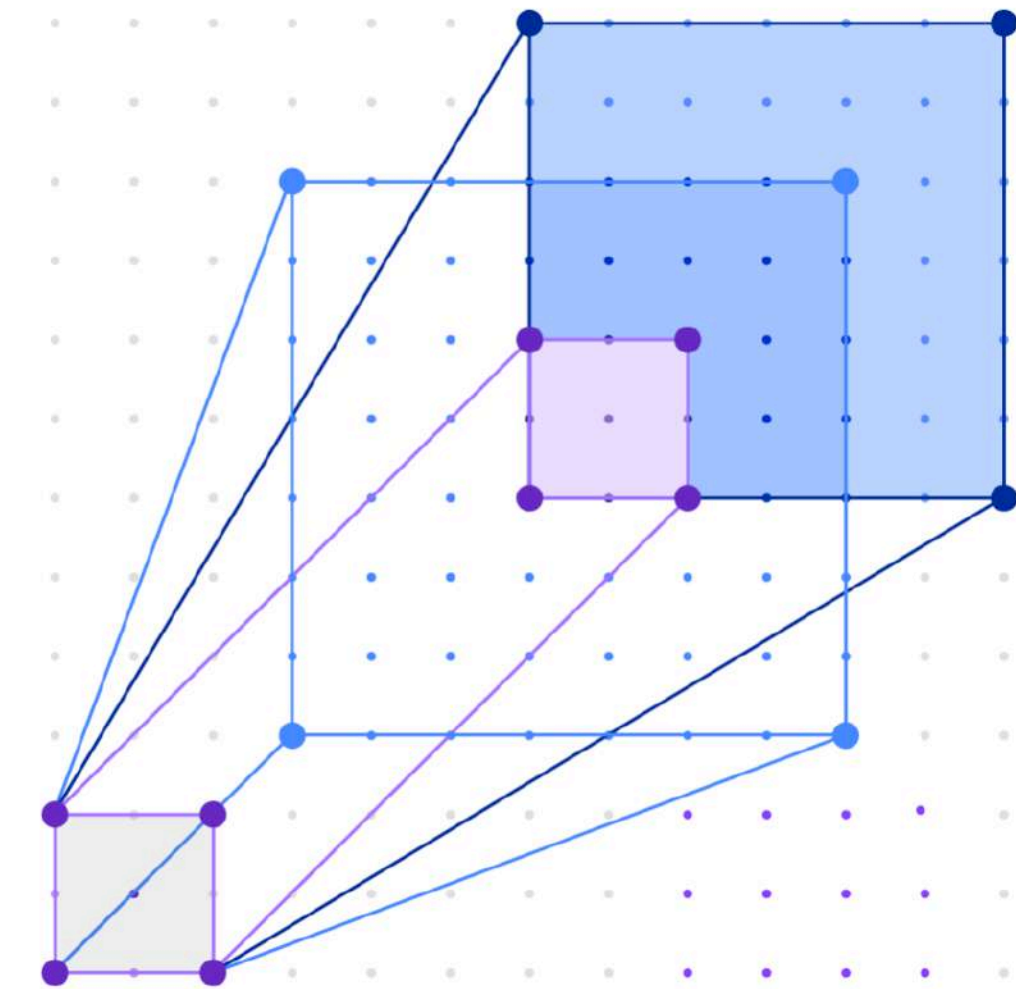
Benefícios de um Design System

- 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.

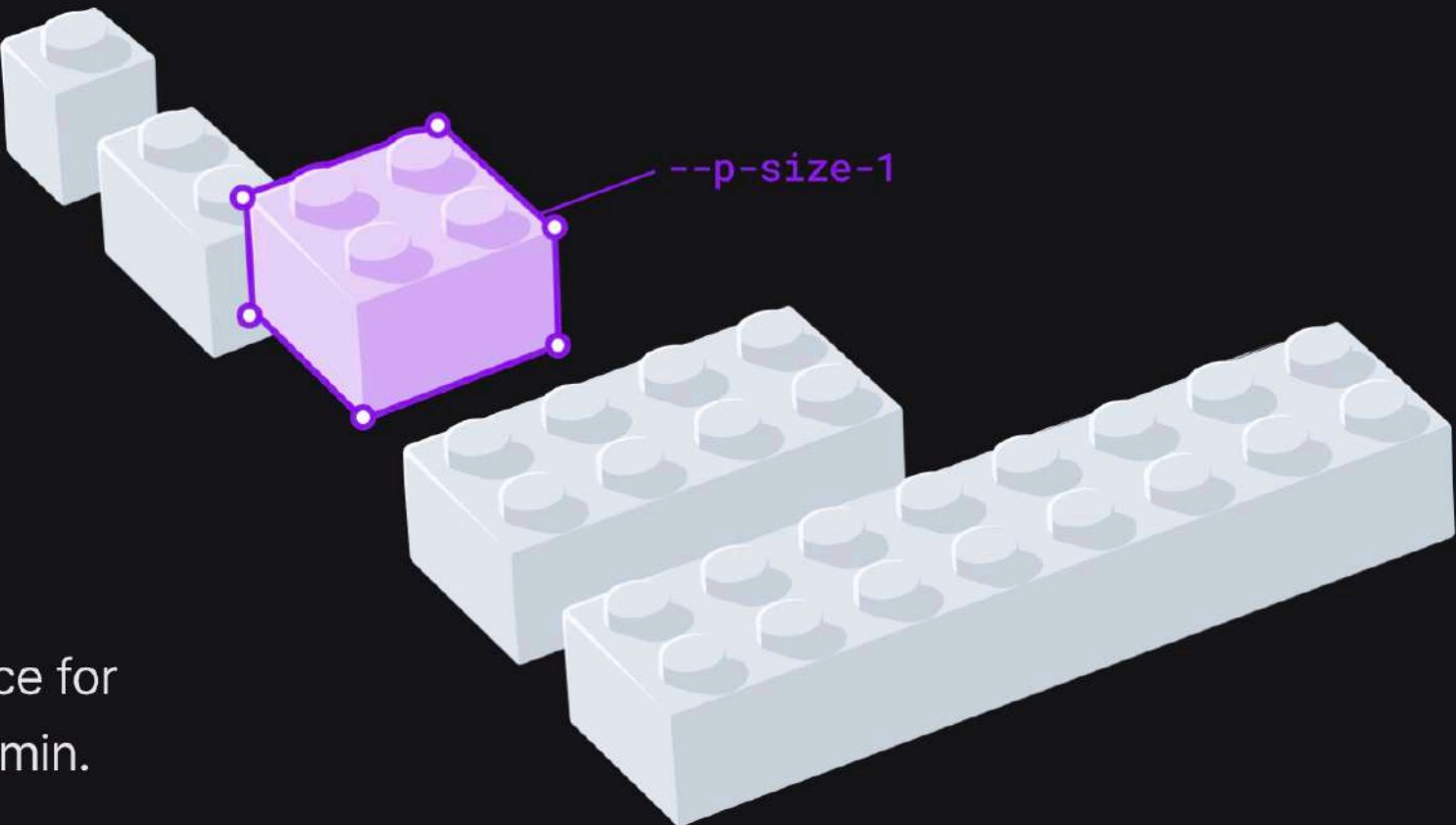
REFERÊNCIAS

- 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.



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

Make commerce better

Make commerce better

Make commerce better

Make commerce better

Make commerce better



VTEX Styleguide

9.146.3

Introduction

Developing

Designing

Guides

Styles

Breakpoints

Colors

Spacing

Typography

Icons

Components

Admin structure

Layout

PageBlock

PageHeader

FloatingActionBar

Containers

Box

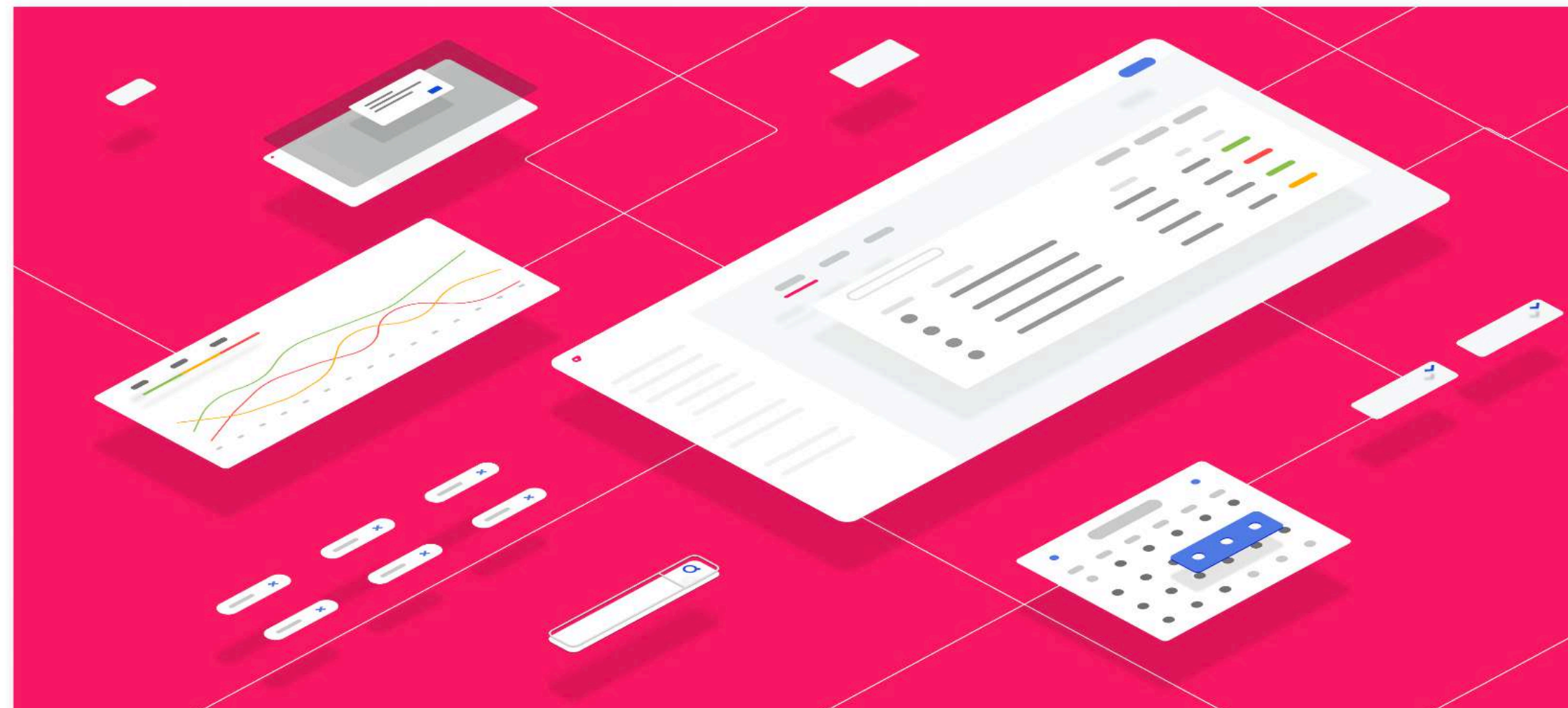
Card

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

The repository of publicly available design systems and pattern libraries









Start Exploring Systems

Why Adele?

Filter categories:

Type to filter...

See More: <>

Company	System	Repository	Code Depth	Components	JS Library/Framework	Typescript	Web Components	Tests	Linter	CSS	CSS In JS
Type to filter...	Type to filter...	Type to filter...	Type to filter...	All	Type to filter...	All	All	Type to filter...	Type to filter...	Type to filter...	All
Dropbox	 Scooter <div>Deprecated</div>	 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 Sinon	ESLint	Radium	yes
Consumer Financial Protection Bureau	 Cfpb Design Manual	 GitHub	HTML/CSS/JS	yes	Vanilla	no	no	Qunit	ESLint	Less	no



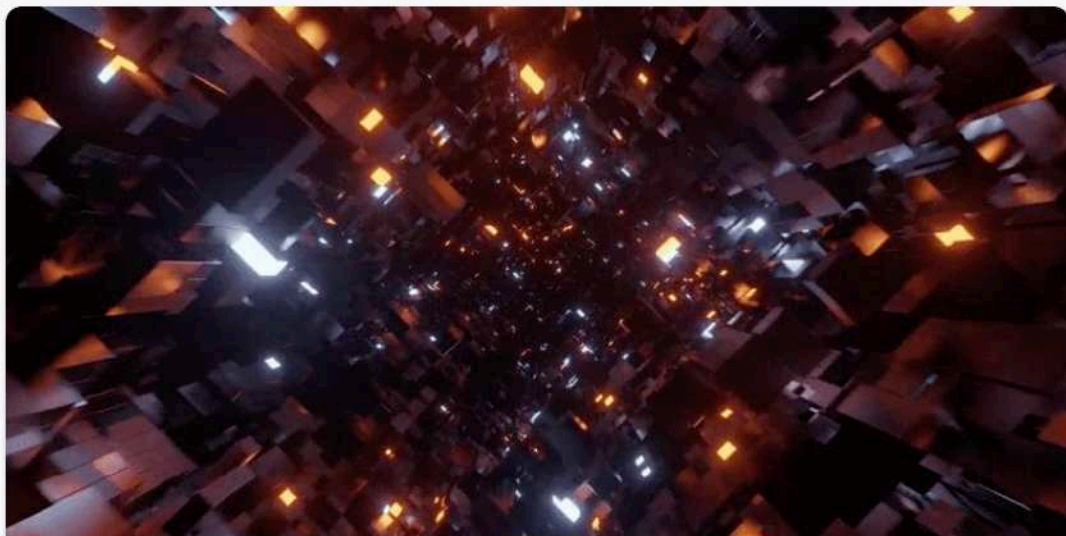
Design Systems Gallery

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



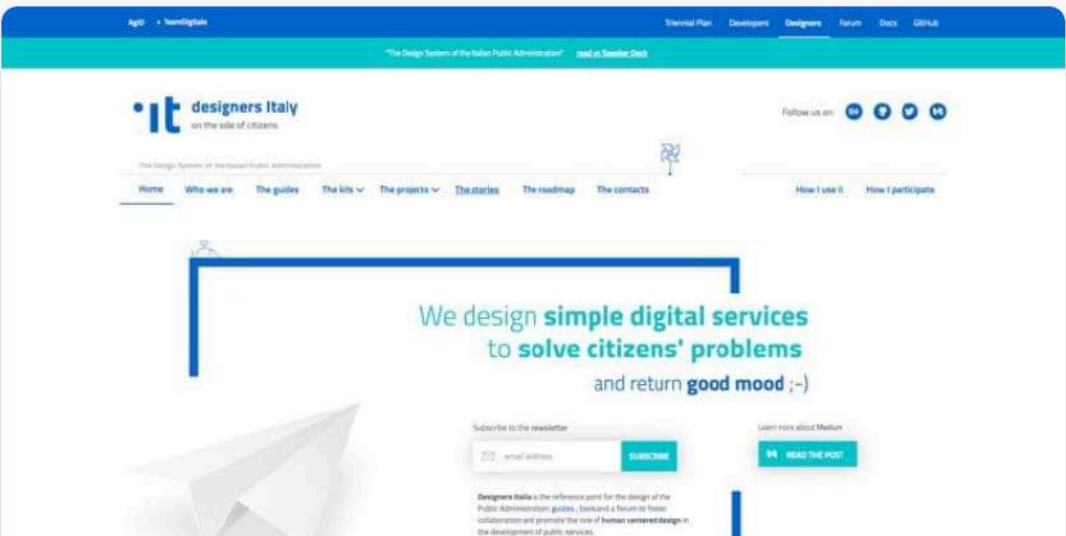
A - Z

Most Recent



WONDERFLOW

Wanda Design System



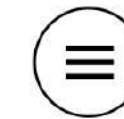
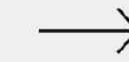
ITALIAN PUBLIC ADMINISTRATION

it Designers Italy



HEARTBEAT

.pulse




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


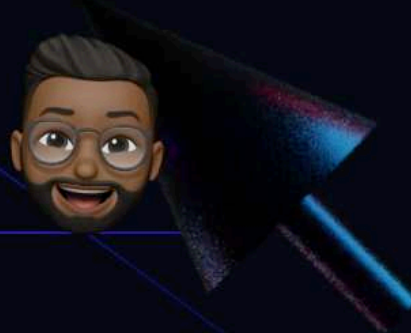



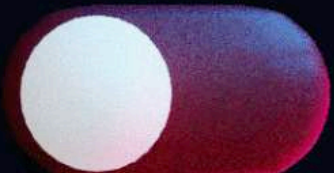

The future of design systems is accessible



Figma




[Recordings](#) [Agenda](#) [Figma Tokens](#) [Slack](#)




ONLINE CONFERENCE

The Future of Design Systems

3 Days live Conference · May 2022

 [Get all Recordings](#)

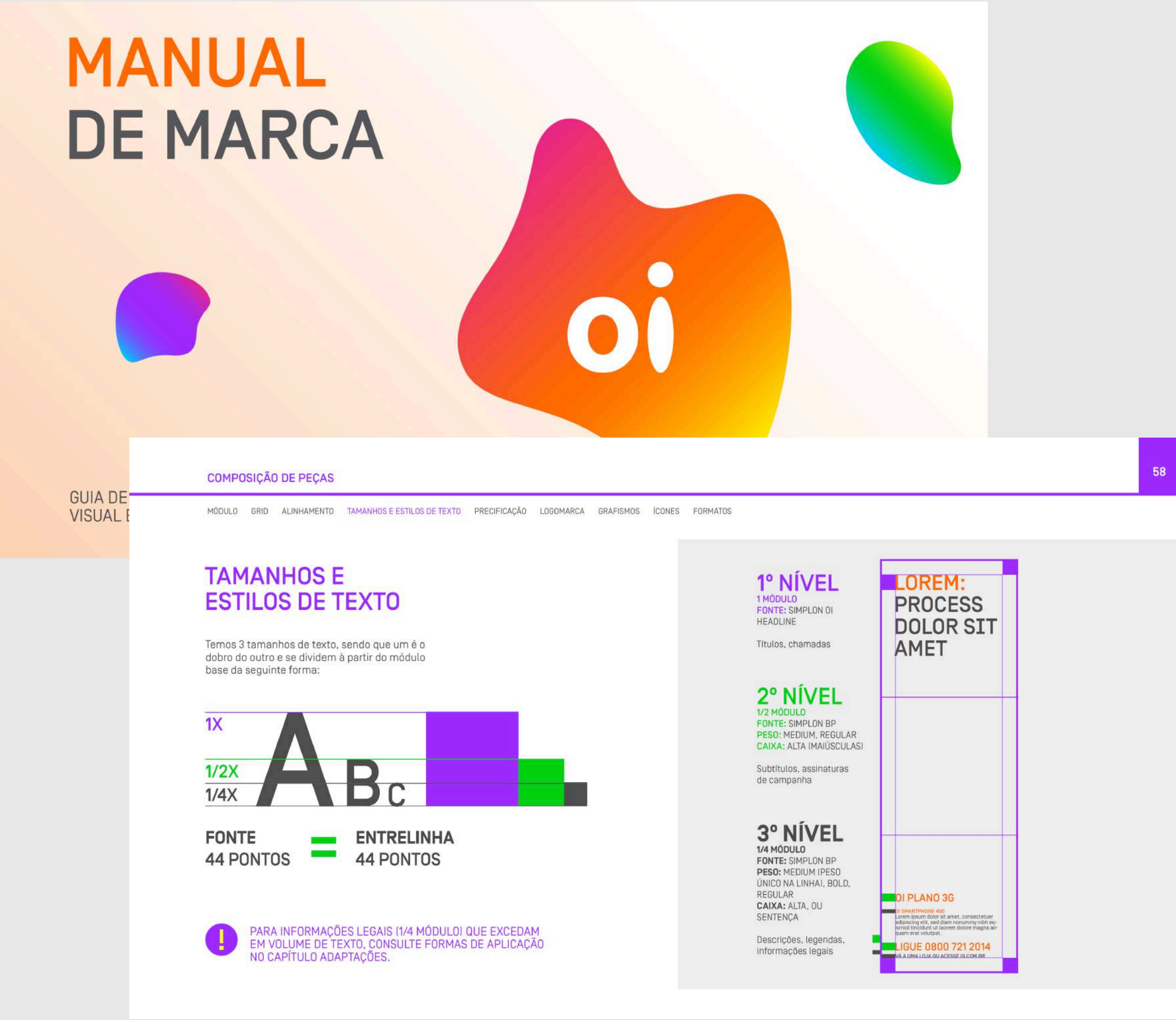
 [Join Free Slack](#)

MÓDULO 25

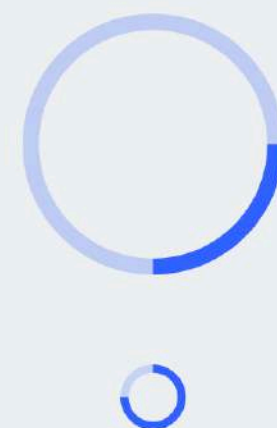
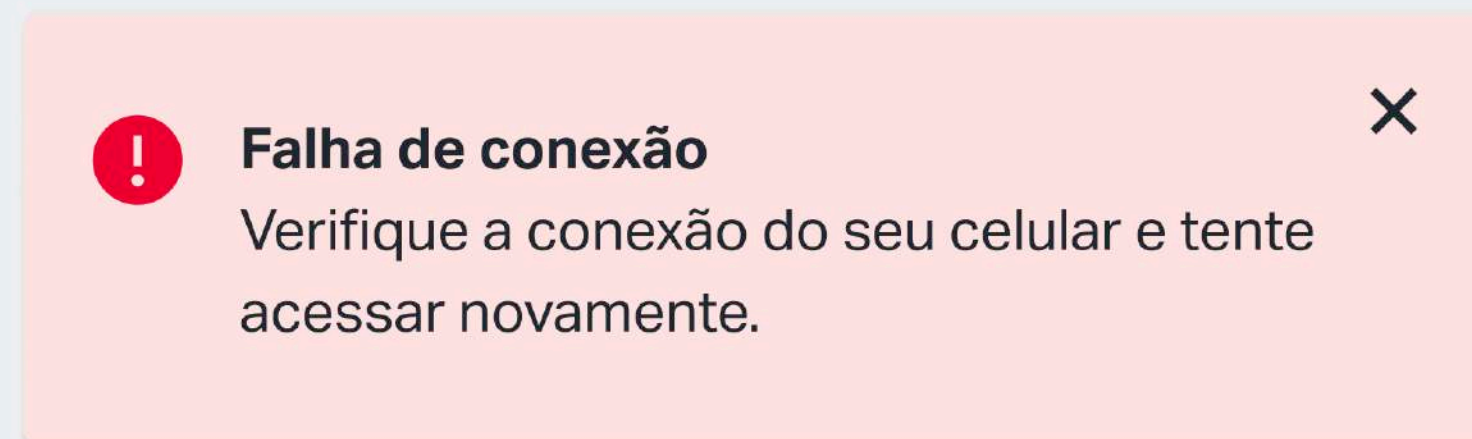
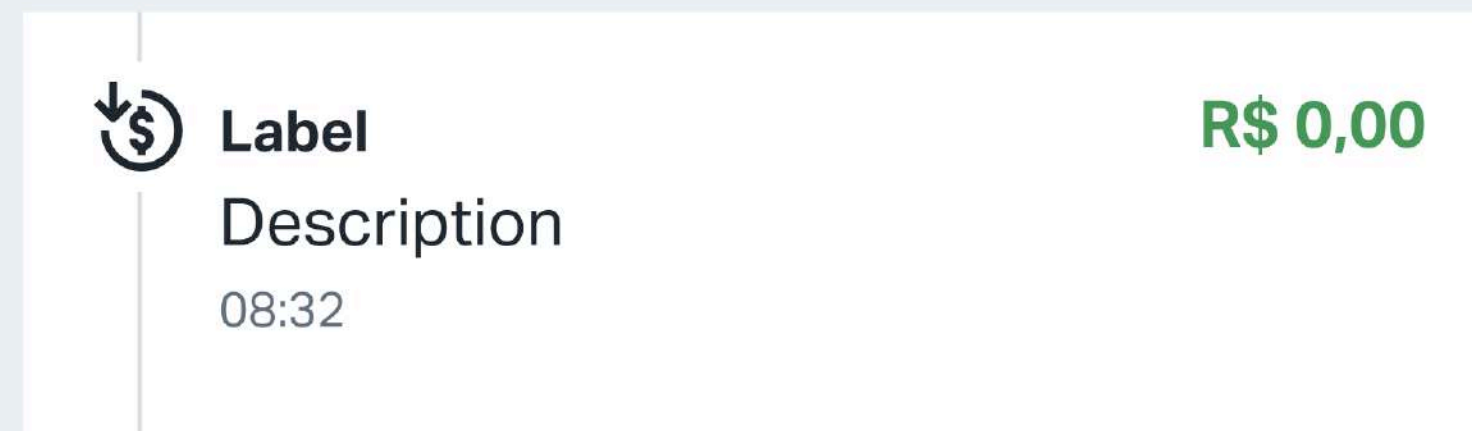
AULA 4

Construindo um style guide de produto digital

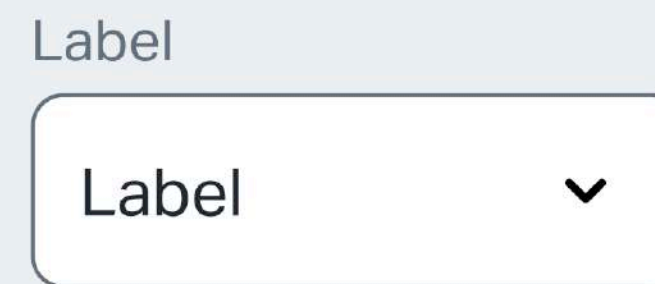
Manual de marca



Bibliotecas de componentes (UI kit)

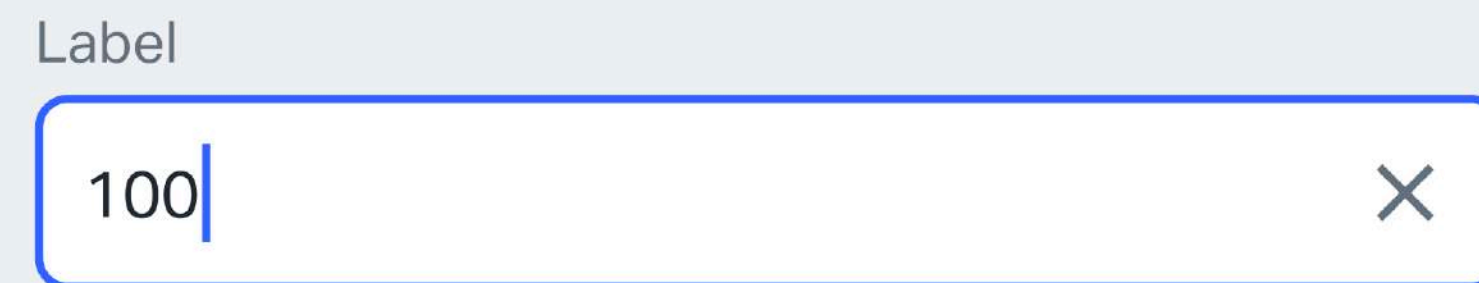


Button



Positive

Warning



Help description text



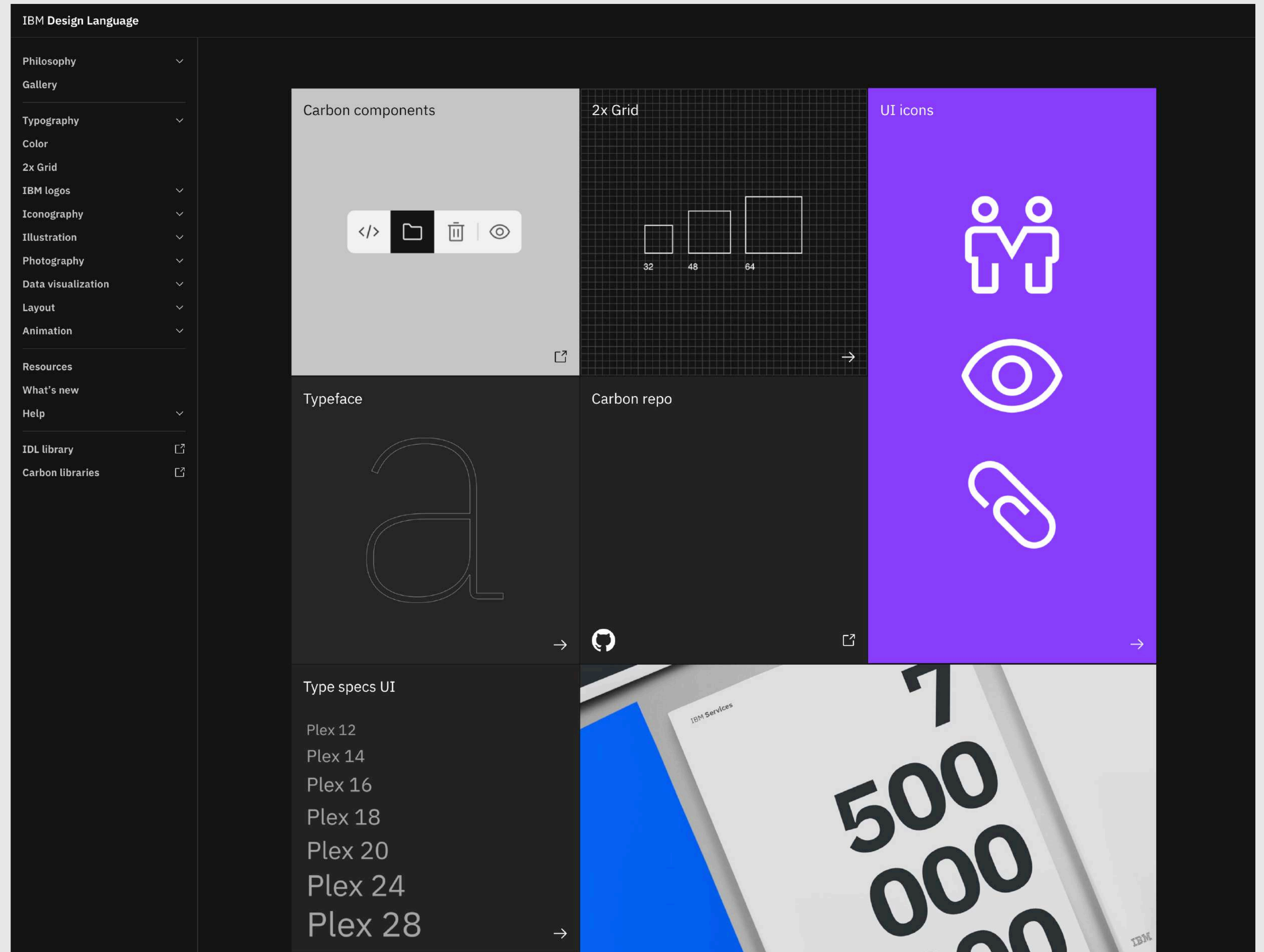
Kilo Bold



Kilo Regular

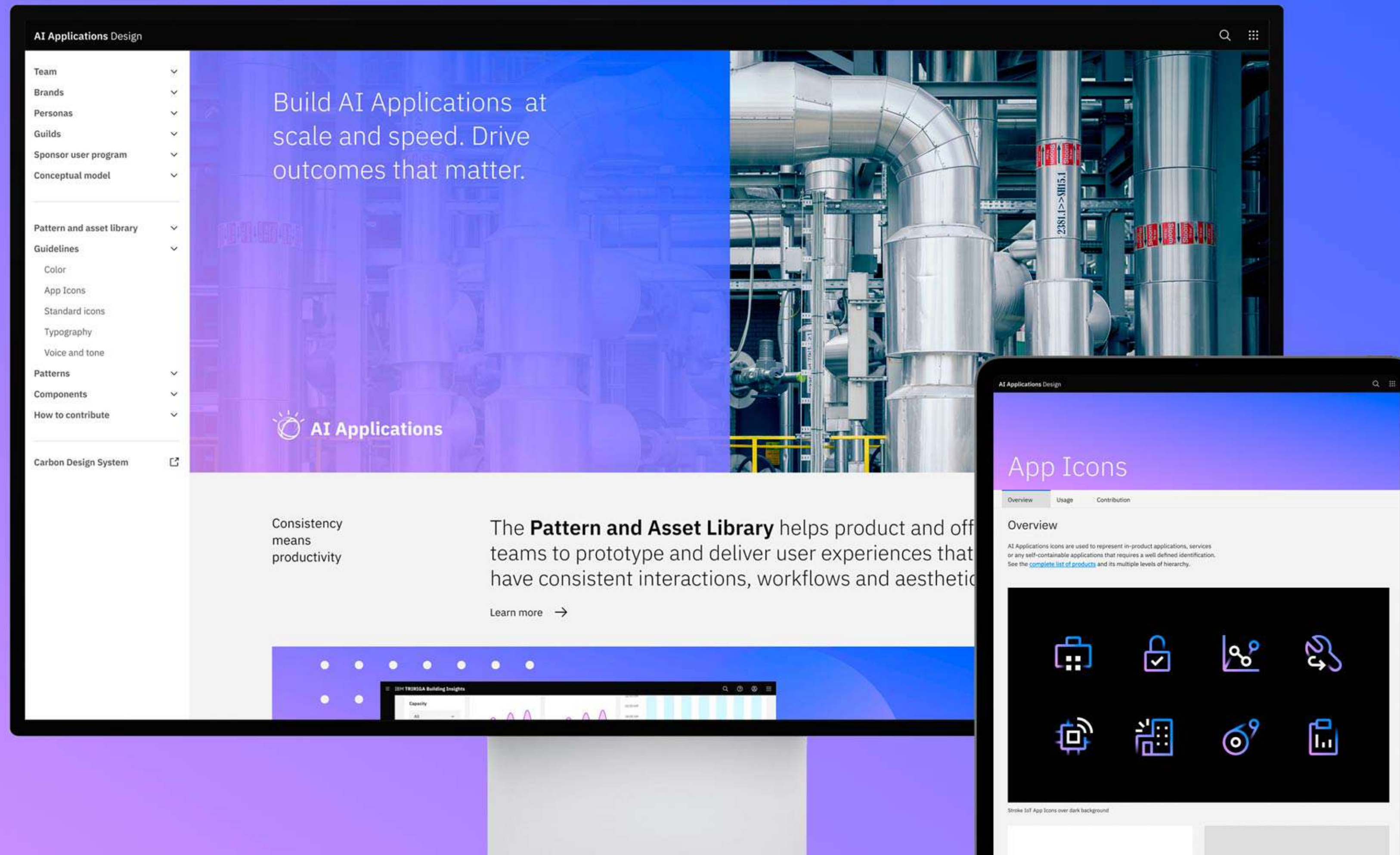
Neutral

Diretrizes de estilo



ibm.com/design/language

IBM AI Applications design guidelines



MÓDULO 25

AULA 5

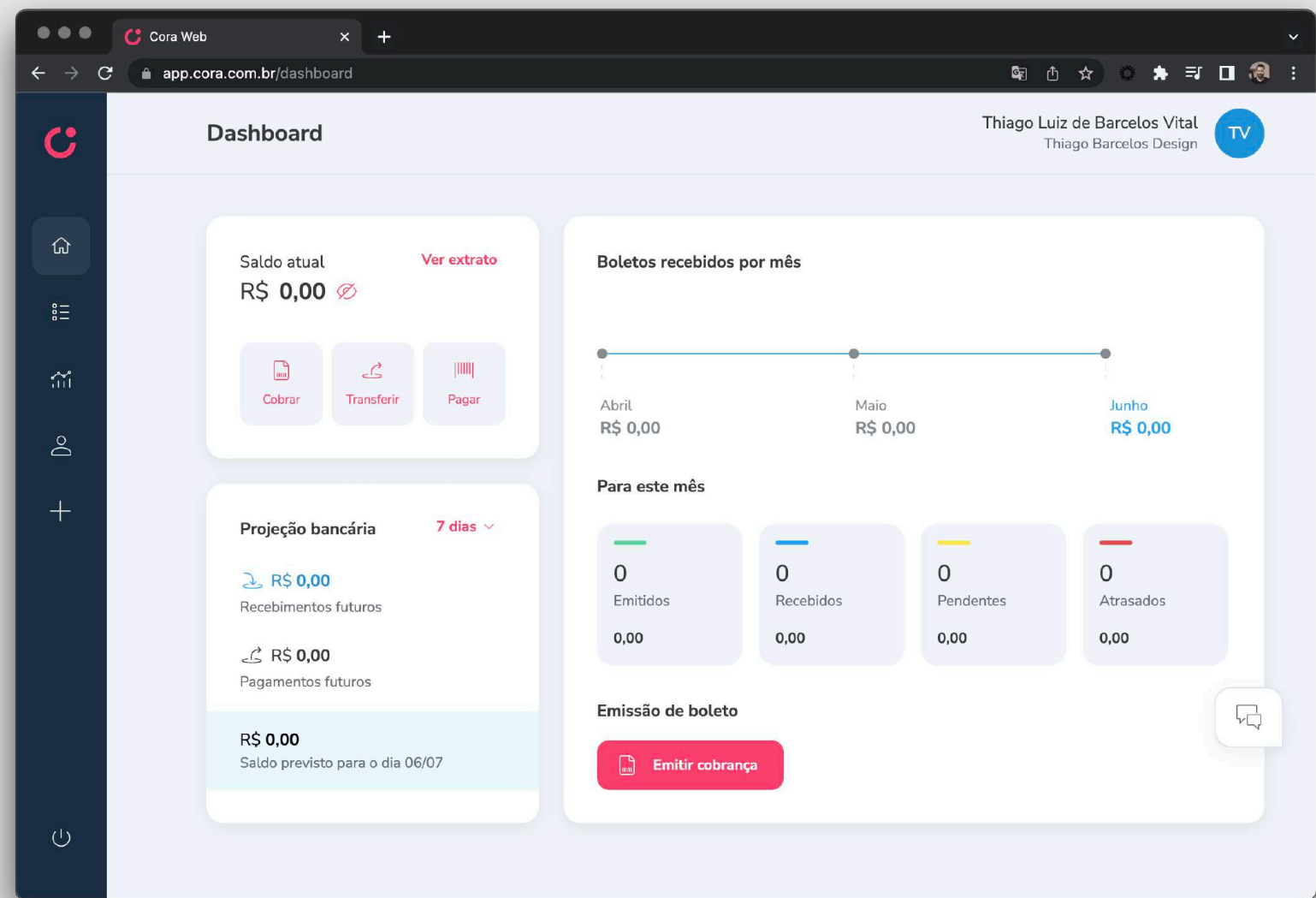
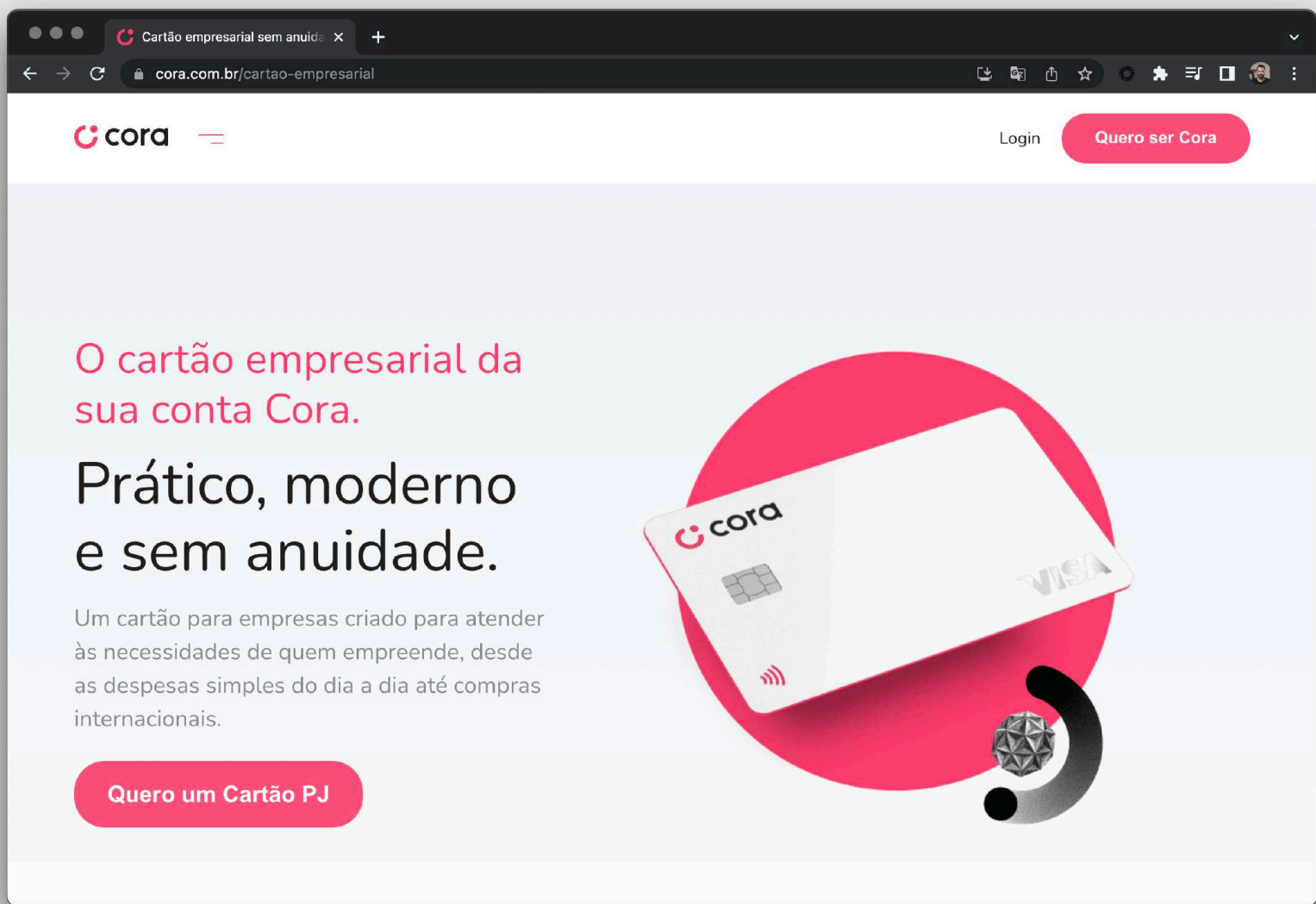
Styleguide para Web e Mobile no Figma

Agenda

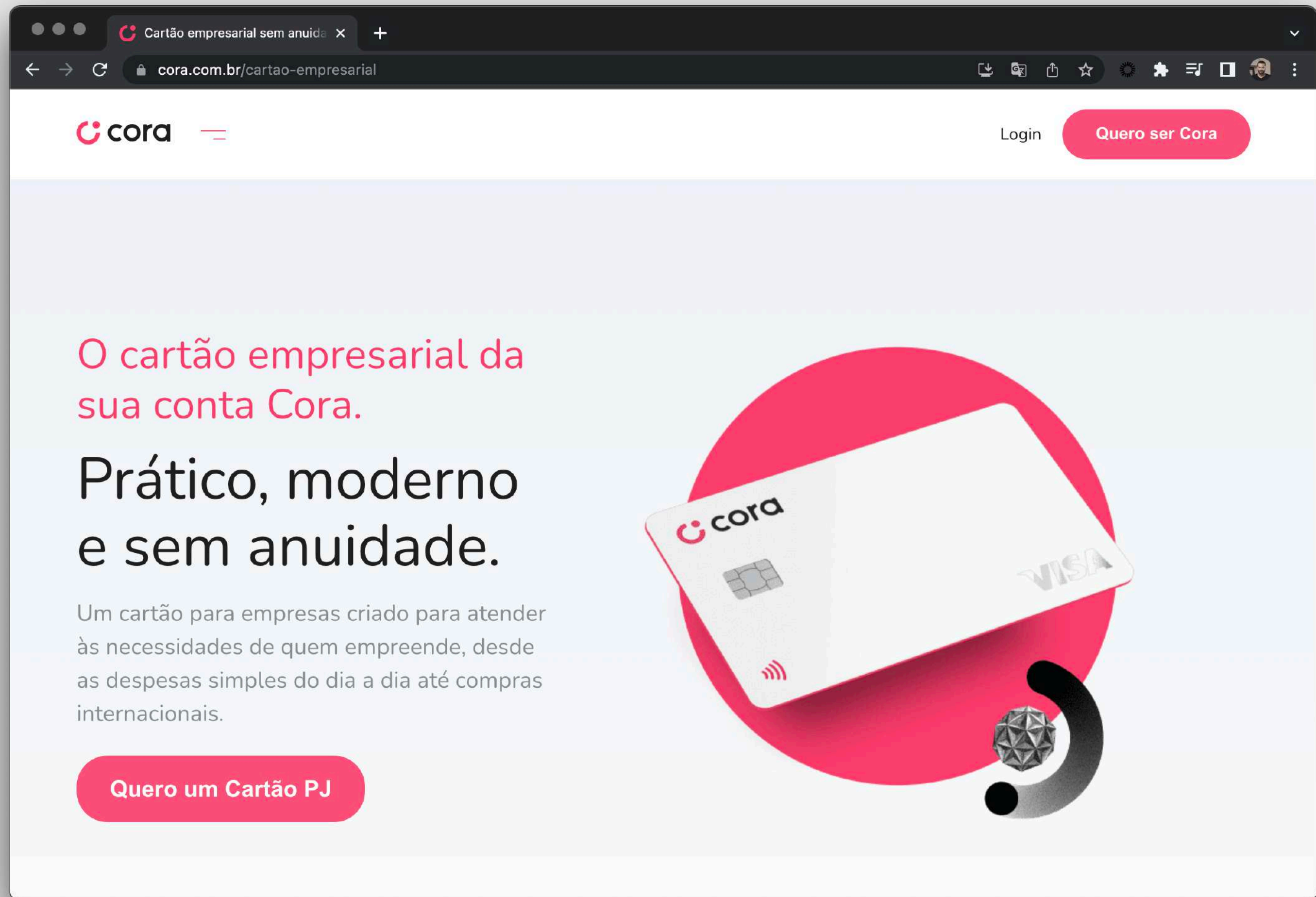
- Estrutura de uma biblioteca no Figma
- Plug-ins para otimizar o trabalho
- Estrutura Web e Mobile
- Fundação
 - Tipografia, Cores, Iconografia, Grids
- Componentes, Padrões, Templates e Exemplos
- Variedades

**ESTRUTURA DE
UMA BIBLIOTECA
NO FIGMA**

Produtos multiplataforma



Produtos multiplataforma

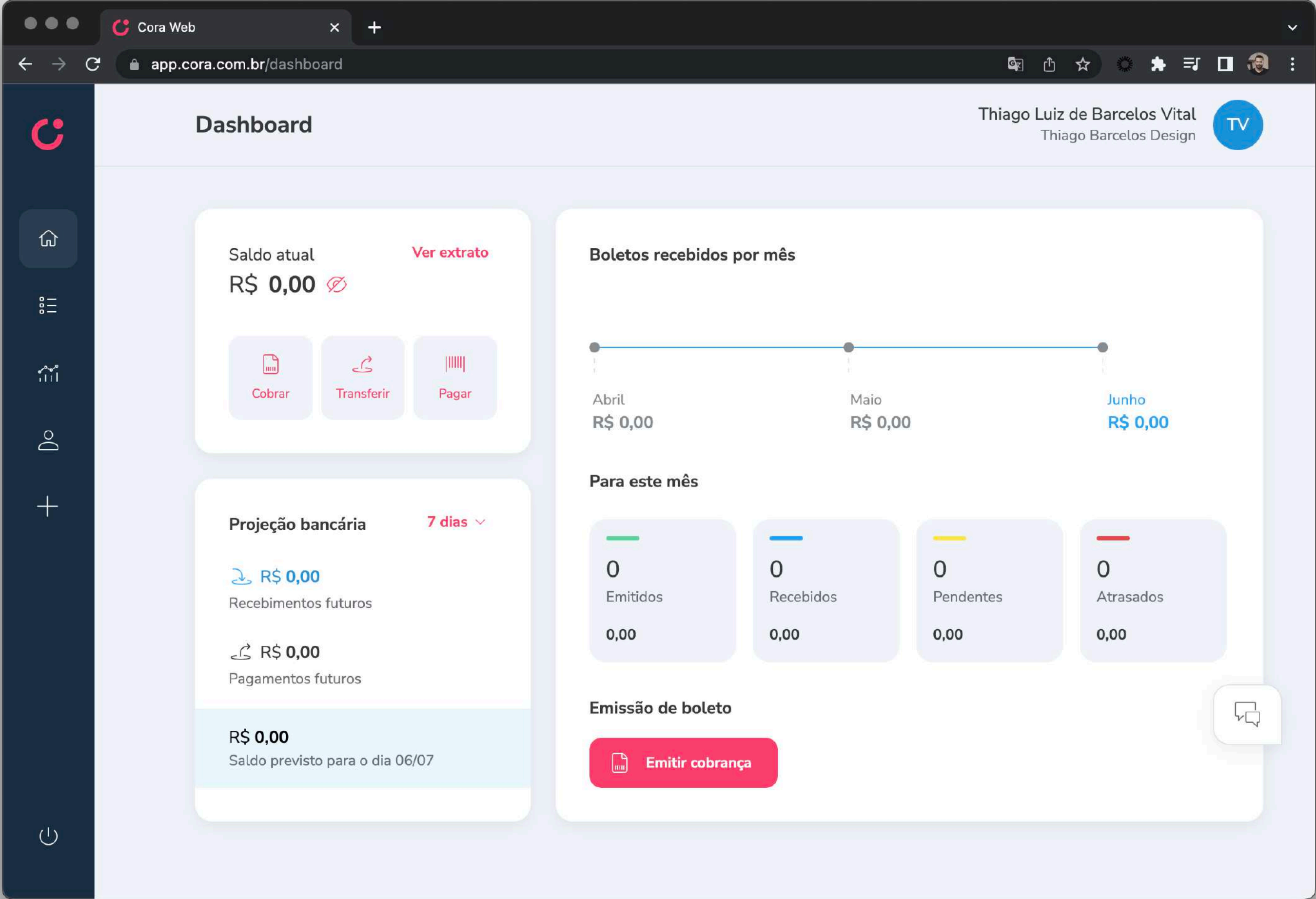


Marketing Website Site Responsivo

Produtos multiplataforma

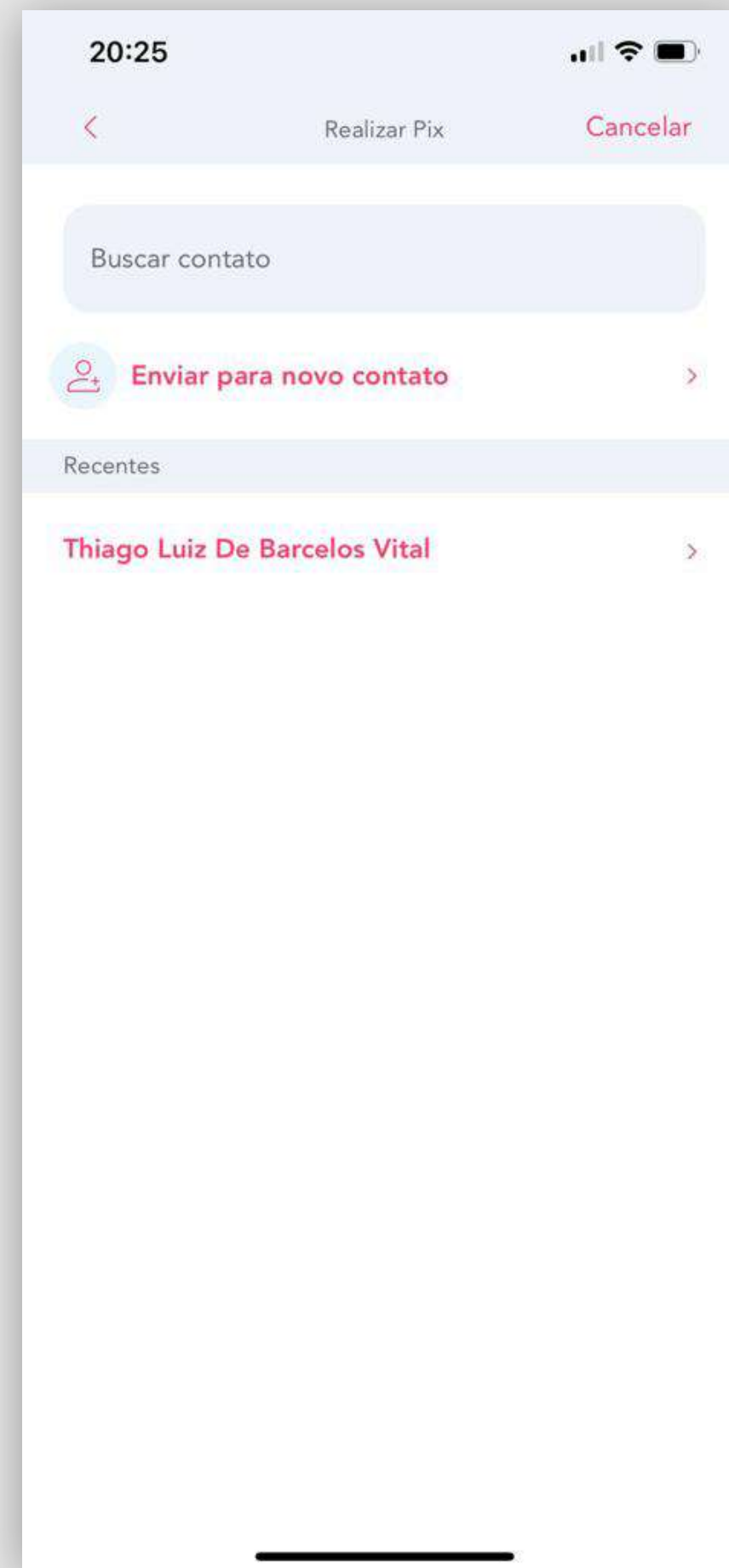


Mobile App

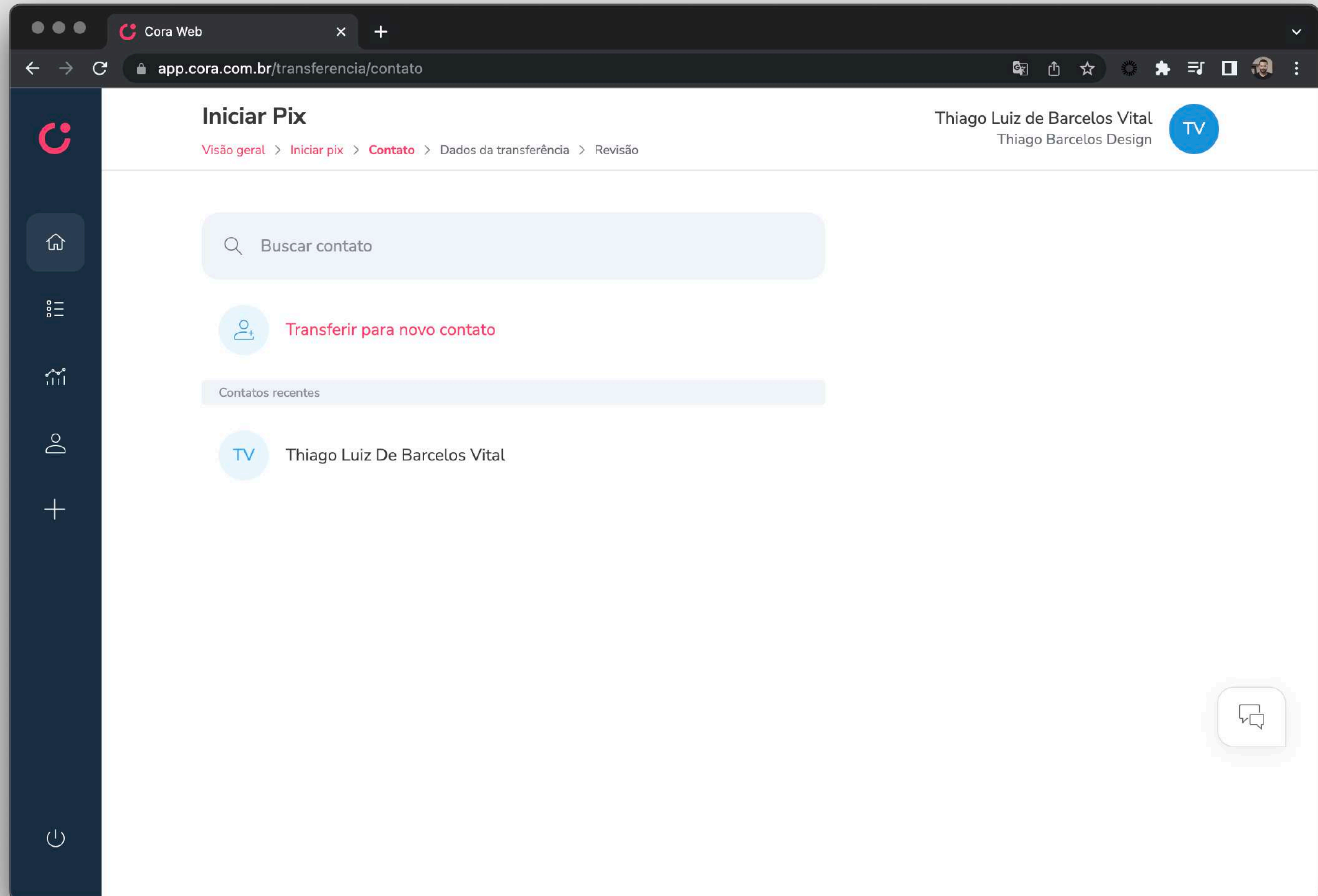


Web Platform

Produtos multiplataforma



Mobile App

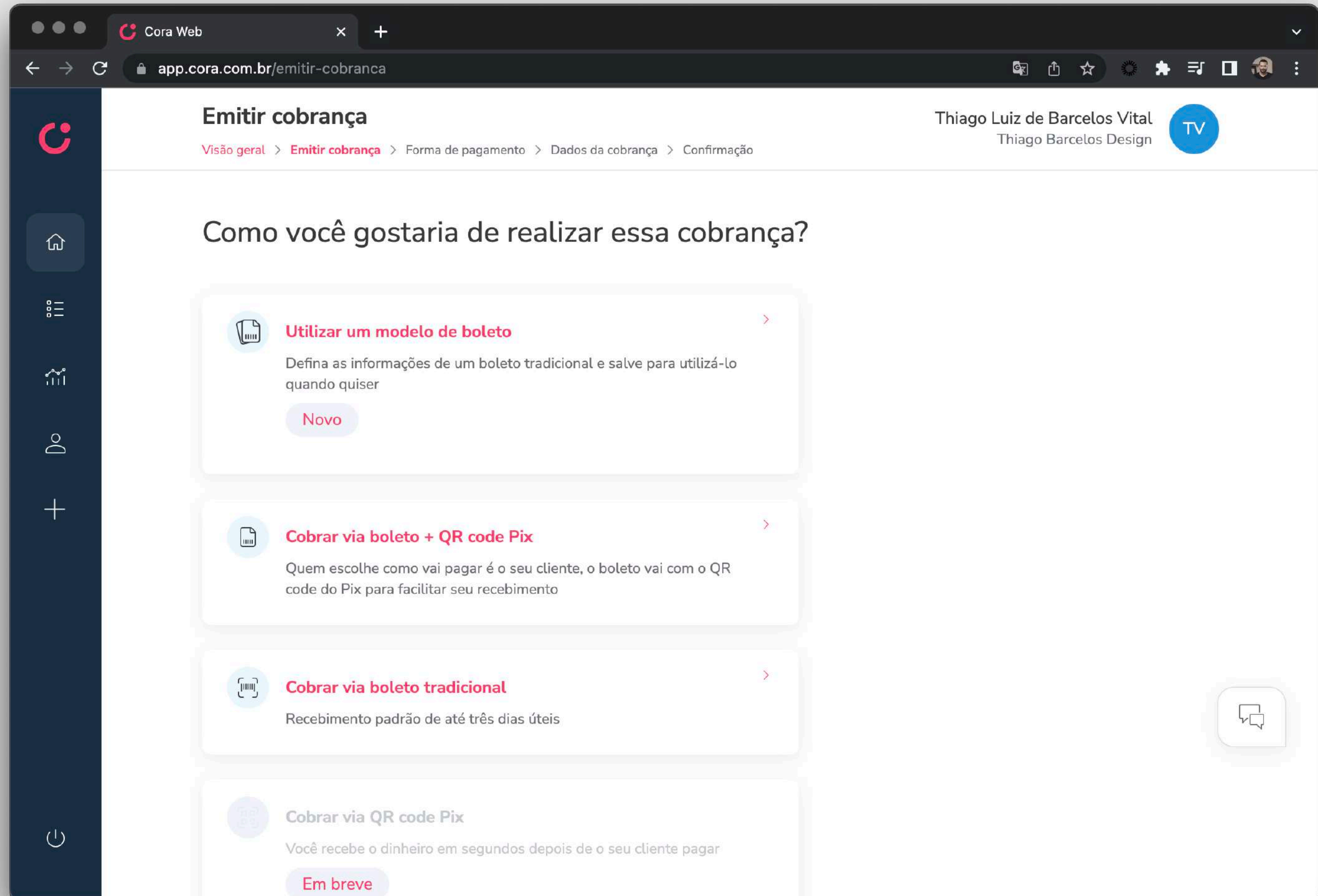


Web Platform

Produtos multiplataforma



Mobile App



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

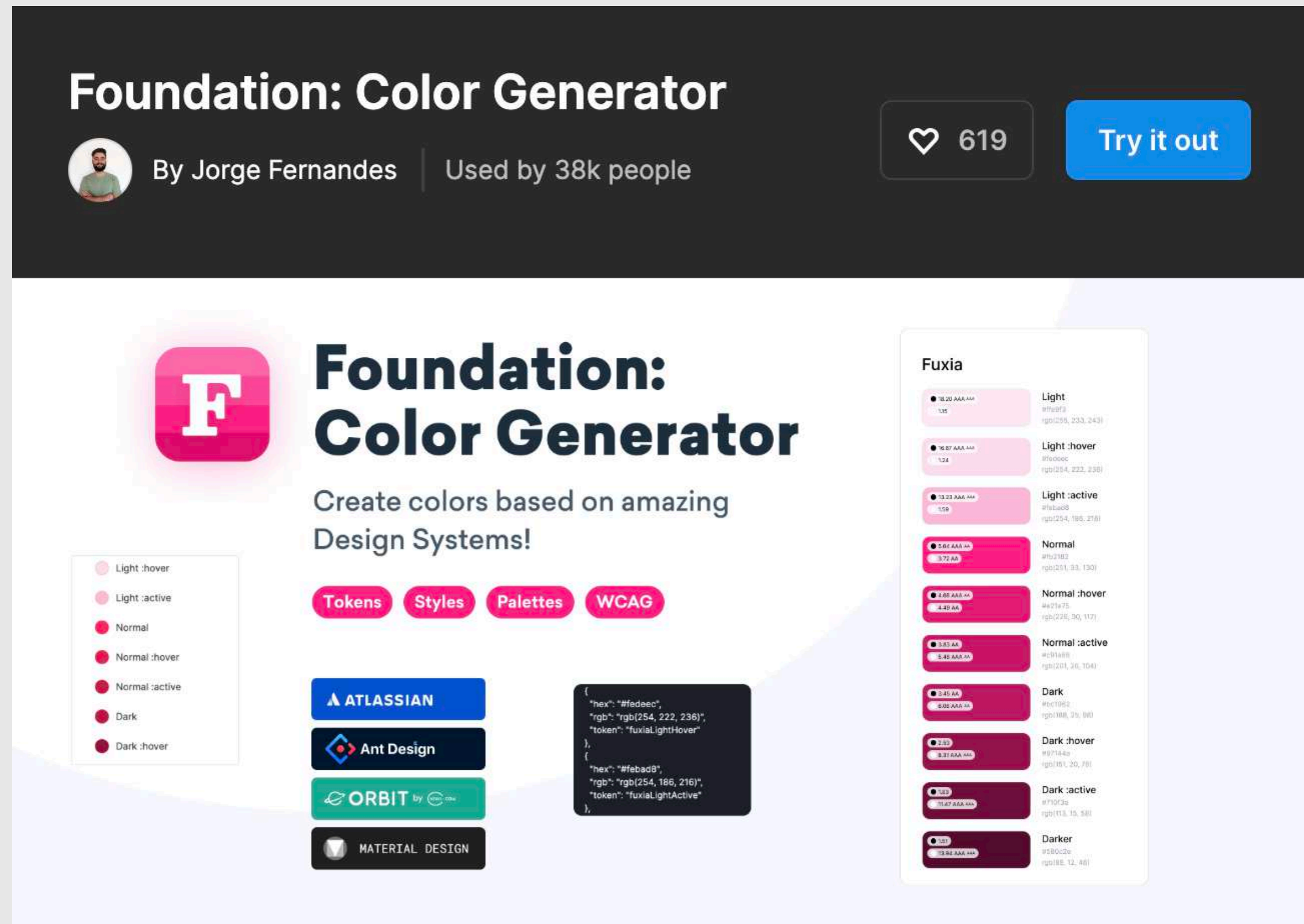
Estilos de cores semânticas, estilos das escalas tipográficas, iconografia

Primitives

Escalas de cores

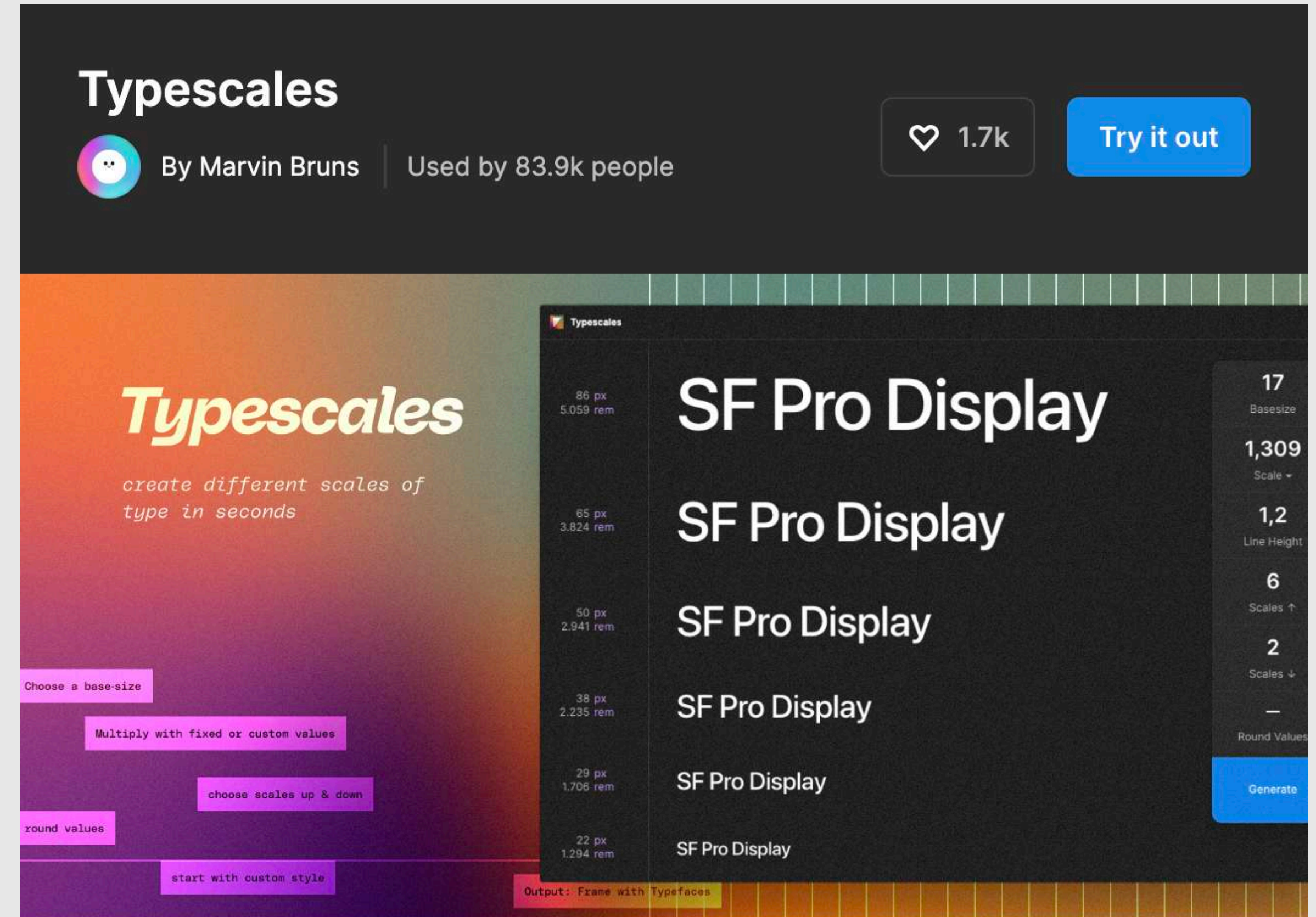
**PLUG-INS PARA
OTIMIZAR O
TRABALHO**

Plug-ins



Foundation: Color Generator

[Figma Community Link](#)

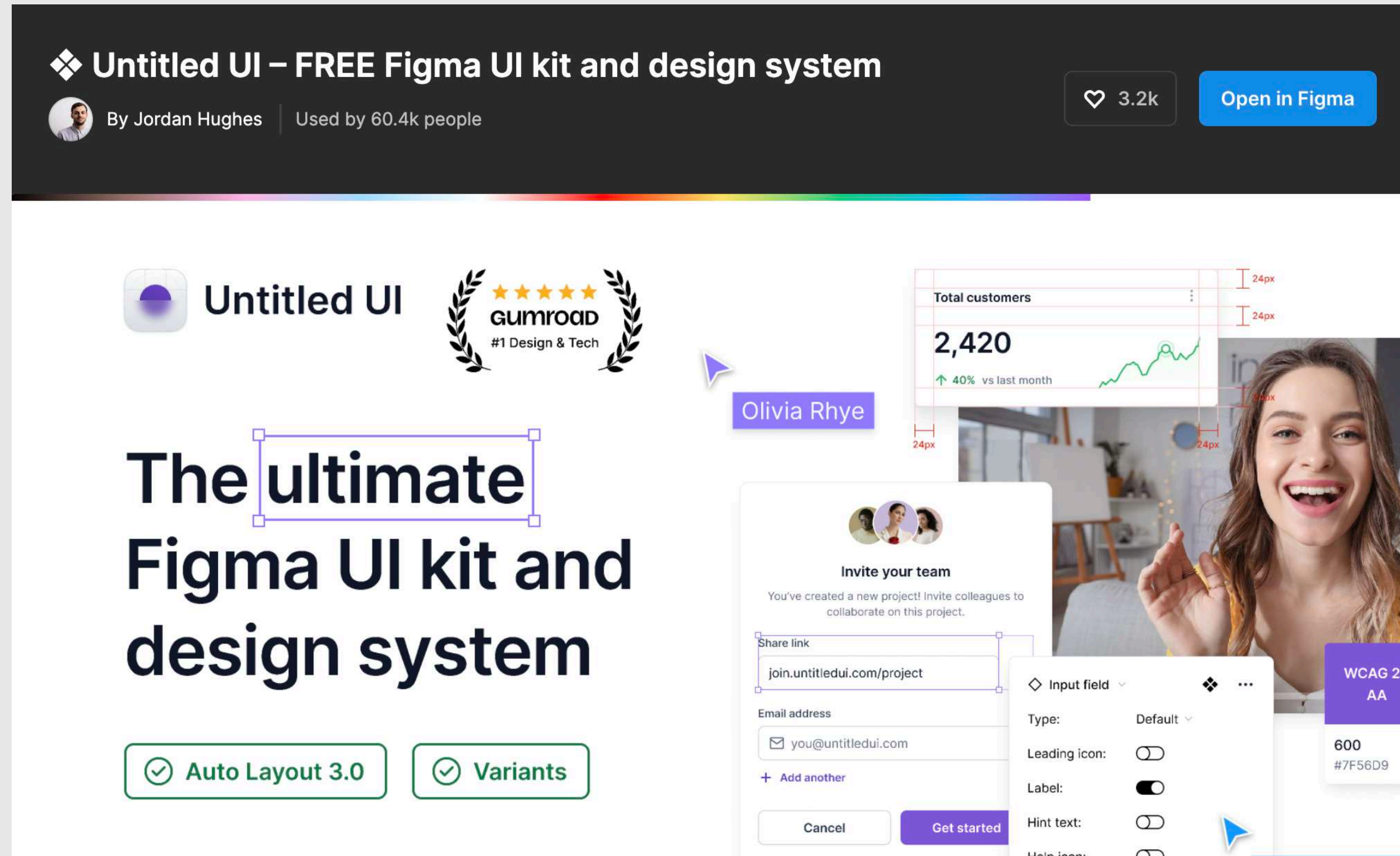


Typescales

[Figma Community Link](#)

**FUNDAÇÃO: CORES,
TIPOGRAFIA, GRIDS
ICONOGRAFIA**

Exemplo



Untitled UI Kit (Exemplo)

[Figma Community Link](#)

[Site oficial](#)

COMPONENTES

PADRÕES, TEMPLATES E EXEMPLOS

VARIEDADES

ZEROHEIGHT

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



Design System Documentation

Updated 42 minutes ago...

Upload logo

Search...

Cover page

OVERVIEW

STATUS

PROCESS

GUIDELINES

Logo

Mobile

Layout

Colors

Typography

Iconography

COMPONENTS

Avatar

Button

Button group

Callout

Card

Collapse

Components

These components form the core building blocks of our application and work together to form the interface

Add tab

Type something (you can use markdown) or use the + to add content

Label

Button

A core interaction element to signify actions a user can take



Toggle

An element to switch between two states

Entry

Text input

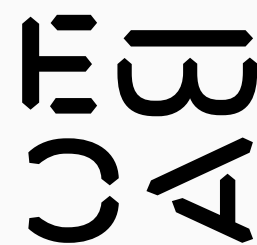
A form element that allows user input

J



La

**ATÉ, A
PRÓXIMA
AULA!**



escola
britânica de
artes criativas
& tecnologia