Design System ↗

You will get to know...

What are Design Systems?

A design system is a set of standards to manage and scale design. It includes reusable components, design principles, and guidelines to achieve consistency and efficiency across a company's digital products.

Design systems streamline workflow, enhance collaboration, and maintain brand identity. Design teams create them for scalable and cohesive digital experiences.
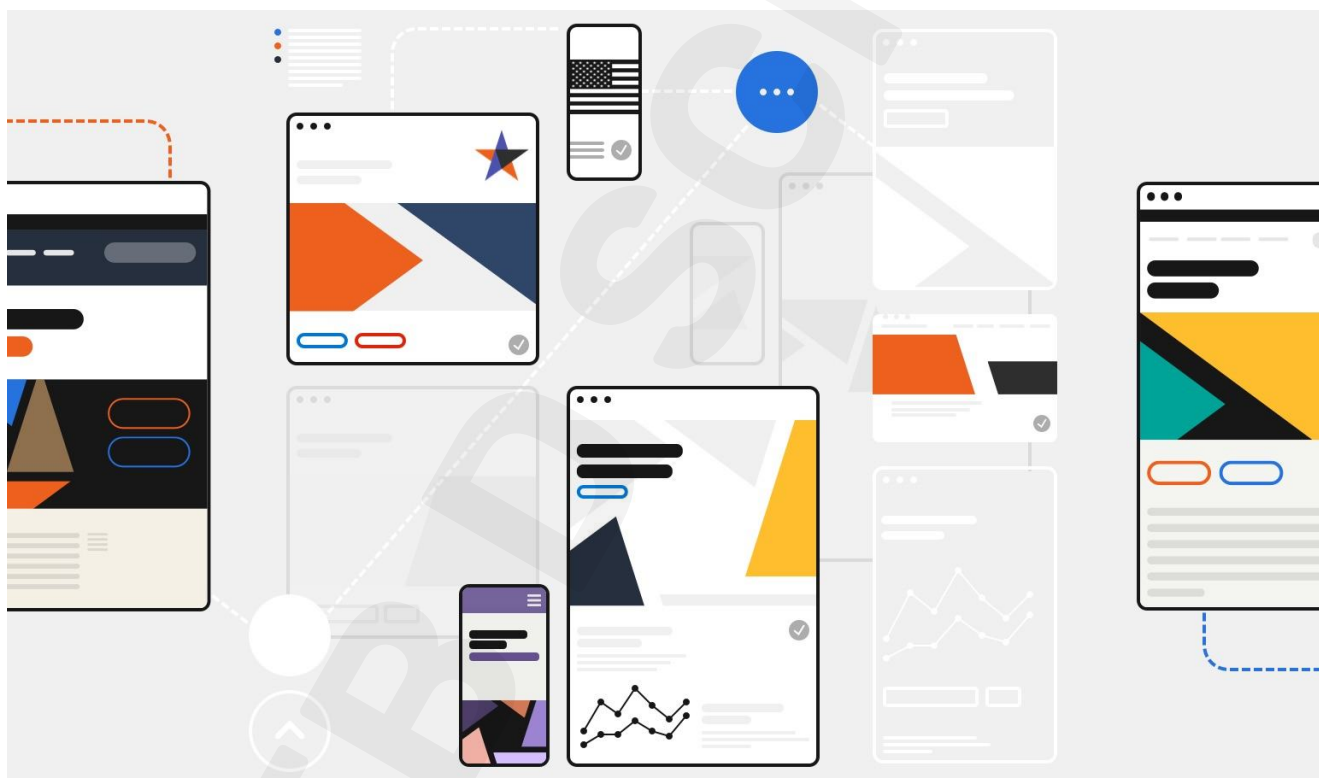
There are many other guidelines that a design system might have. Google's Material Design is an example of a consistent design system. It consists of different types of elements and guidance on when and how to use each element.

Effective design systems evolve with time.

They adapt as the needs of a product or product suite change.

A Design system might have

- Standard elements to use in interfaces. It includes input boxes, dropdown lists, and menu structures.

- A list of approved brand colors and fonts. It also guides us on when to use them.

- Standard buttons and other interactive affordances.

- Interaction guidelines. The system includes decisions like using a slide-out panel. It also determines if expanding or pinching should resize images.

- A flexible grid system lays out screens consistently. It comprises things like the styling of cards or content separators.

- Rules about the placement of particular objects. For example, always keep the login/log out and profile icons in the top-right corner of the desktop.

- Lists of icons and what they mean.

- Content guidelines that specify how and when to use content. For example, decide if all menu items should be verbs or nouns. Or determine if the company refers to the user in the first or second person.

- Rules about when to use icons and when to use text as labels.

- Visual guidelines for where certain types of call-to-action buttons should be.

- Rules about using things like auto-save vs explicit save/cancel buttons.

9 Essential Elements of a Design System

A design system includes a blend of standards, tools, and best practices.

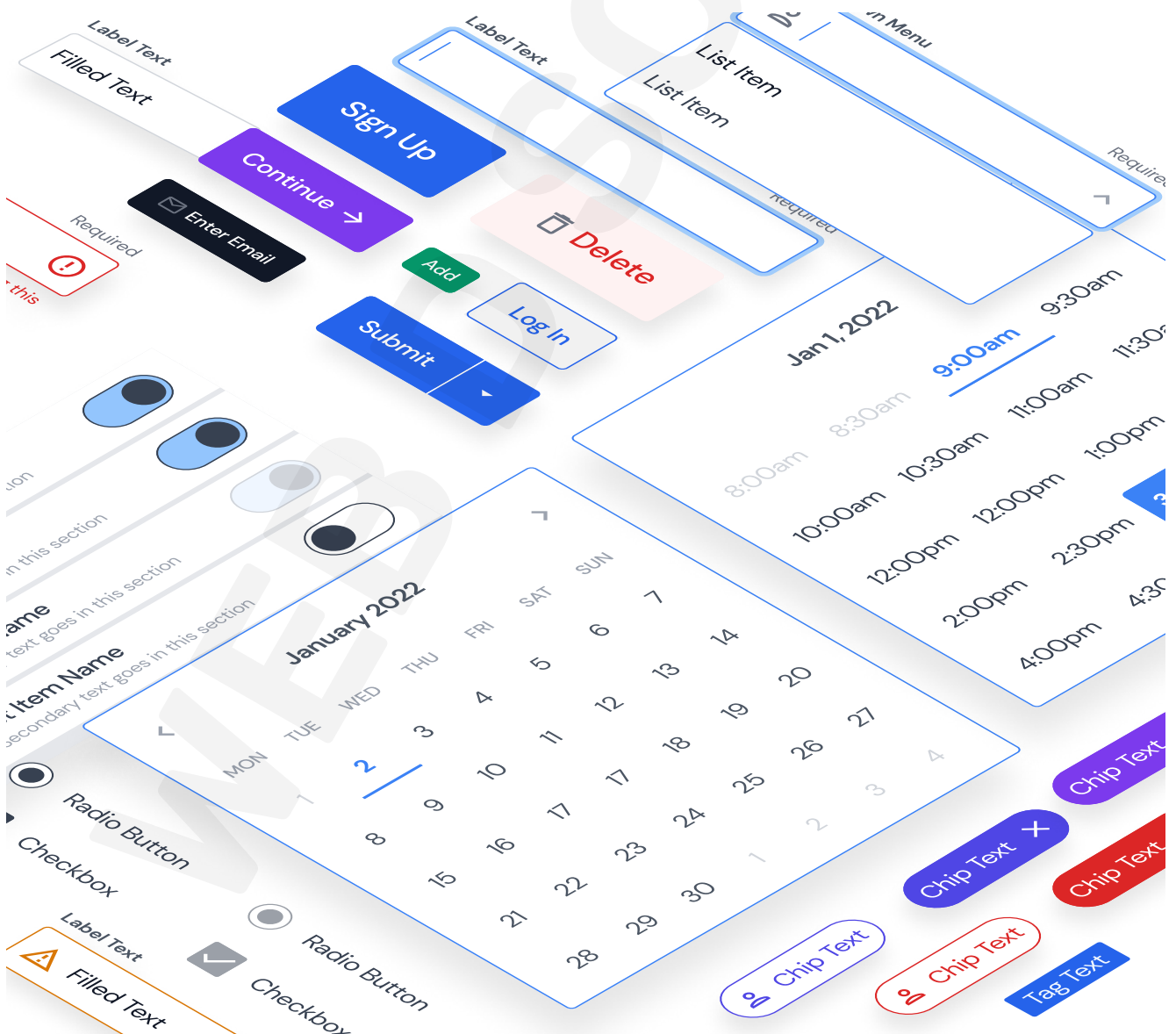It shapes the way teams build and maintain their digital presence.

1. Component Library

2. Pattern Library

3. Brand Style Guide

4. Brand Values

5. Design Principles

6. Icon Library

7. Content Guidellines

8. Accessibility Guidelines

9. Design Tokens

1. Component Library

The component library includes UI elements like buttons, menus, and input fields. Designers can reuse each element whenever they need it. The purpose of the component library is to ensure a consistent user interface. Tools like Figma aid in creating these libraries. A well-designed component library:

- Streamlines front-end development
- Enhances user experience
- Maintains design consistency across products

First name *

Your name

Last name *

Your last name

E-mail *

✉ yourmail@gmail.com ✉

Password *

•••••••••••• 👁

City

📍 Select city ⌄

Birthday

DD / MM / YYYY 📅

Nationality

🇺🇸 Your nationality ⌄

2. Pattern Library

A pattern library comprises specific design patterns or standard solutions to common design problems. Patterns help to create intuitive and consistent user experiences. For example, a pattern library might contain a contact form or a login flow (which, in turn, may include components, such as buttons and input fields). Front-end developers use these libraries to ensure that different parts of a website or app work well together and are easy to navigate.

3. Brand Style Guide

This guide outlines the visual representation of a brand. It includes typography, color schemes and logo usage. It's essential to maintain brand identity across various mediums. The guide also covers tone and voice for written content. It serves as a reference for designers and content creators. This ensures that all materials align with the brand's identity.
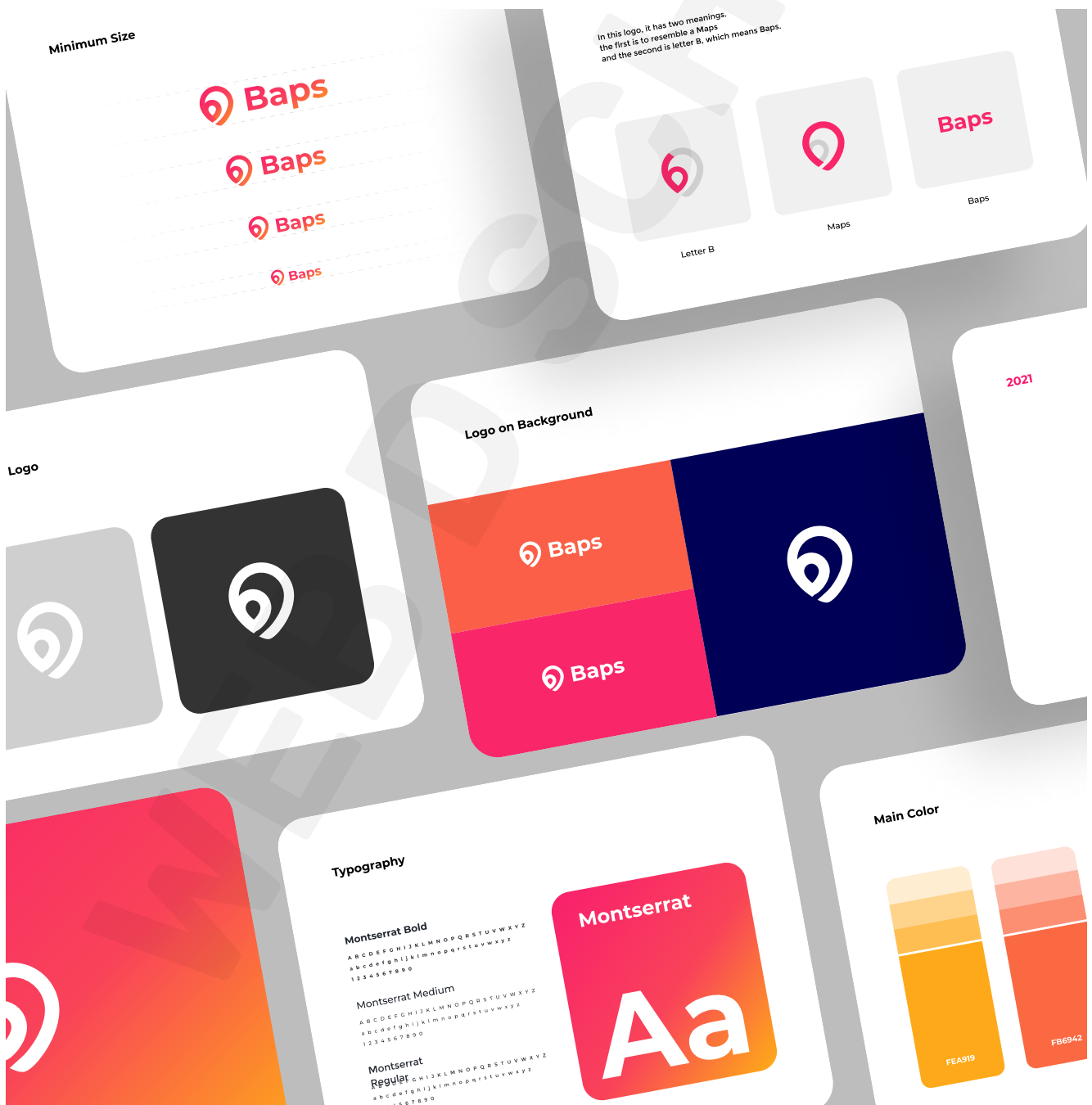
Table of Contents

Brand Strategy

Studio Kuji

Thank you

Brand Personality

Our Personality

Our brand personality is friendly, approachable, and energetic. We want our customers to feel like they are part of the Sunrise Coffee Co. community, and that our coffee is a dependable source of energy and inspiration in their busy lives.

Friendly

Approachable

Energic
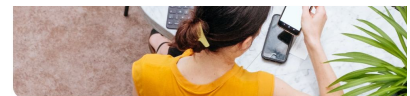
Vision and Mission

Vision

At Sunrise Coffee Co., our vision is to be the go-to coffee brand for busy professionals who need a boost of energy to start their day.

Mission

Our mission is to provide high-quality coffee that is sustainably sourced, expertly roasted, and brewed to perfection, so our customers can tackle whatever the day throws at them.

Brand Channels

Brand Channels

We use a variety of channels to reach our target audience, including social media, email marketing, and partnerships with local businesses and events. We also have a mobile app that allows customers to order ahead and earn rewards for their loyalty.
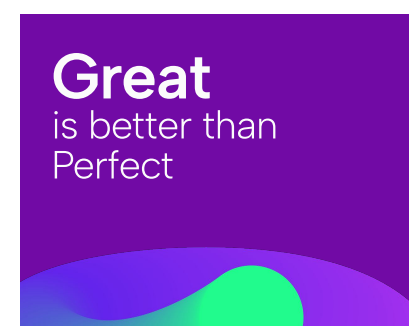
4. Brand Values

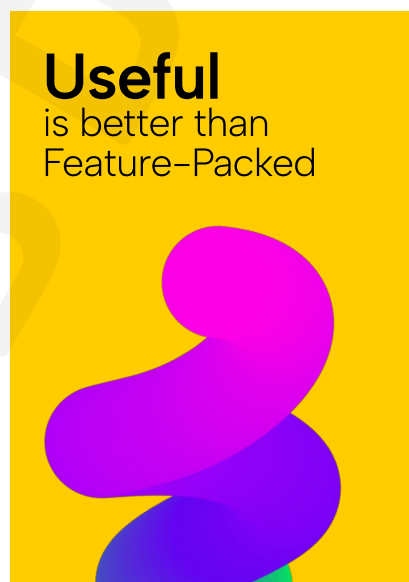Brand values include the core principles that dictate a brand's identity and culture. They influence all design decisions. Brand values align each product or service with the brand's culture. Brand values create a coherent user experience and maintain brand integrity.

5. Design Principles

Design principles act as the foundational ideas that guide the design process. They ensure that all design decisions contribute to a functional, aesthetically pleasing and user-friendly product.

Principles like accessibility and typography are crucial to create attractive, easy-to-use designs.

Usability
is better than
Uniformity

Person
is better than
Persona

Adaptable
is better than
Optimal

Pragmatic
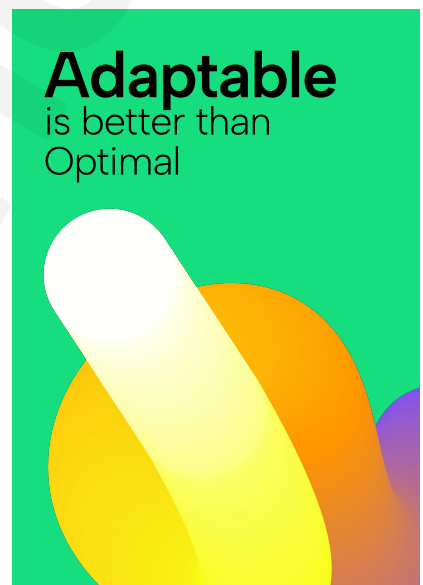is better than
Systematic

Useful
is better than
Feature-Packed

Obvious
is better than
Fancy

Accessible
is better than
Aesthetic

Great
is better than
Perfect

Bold
is better than
Boring
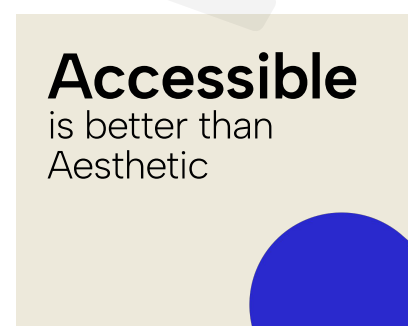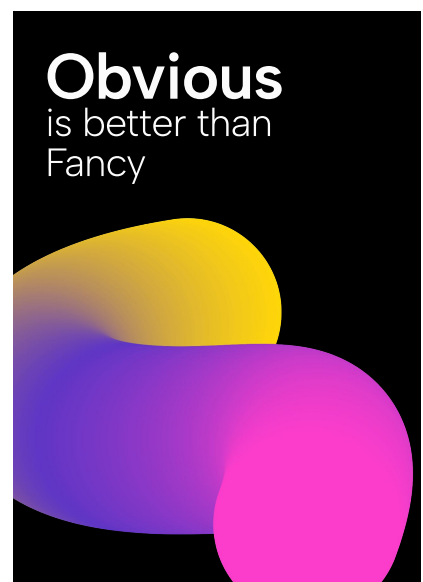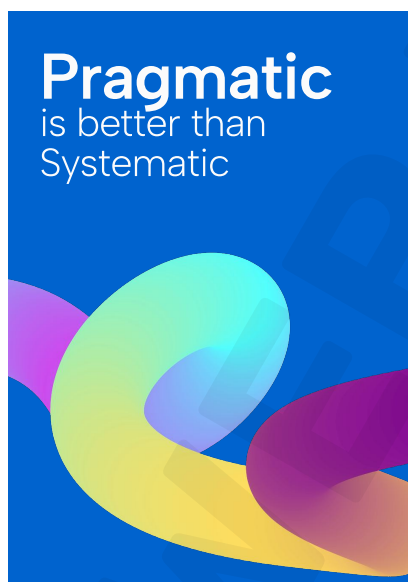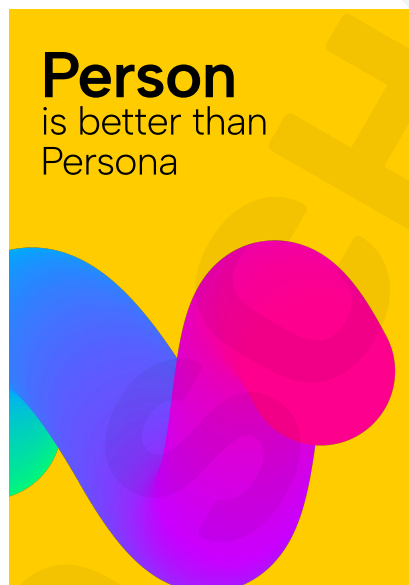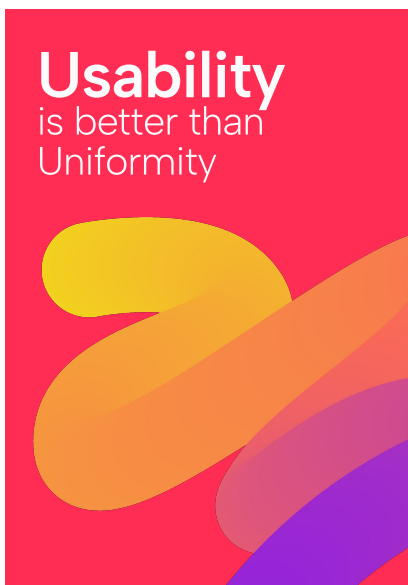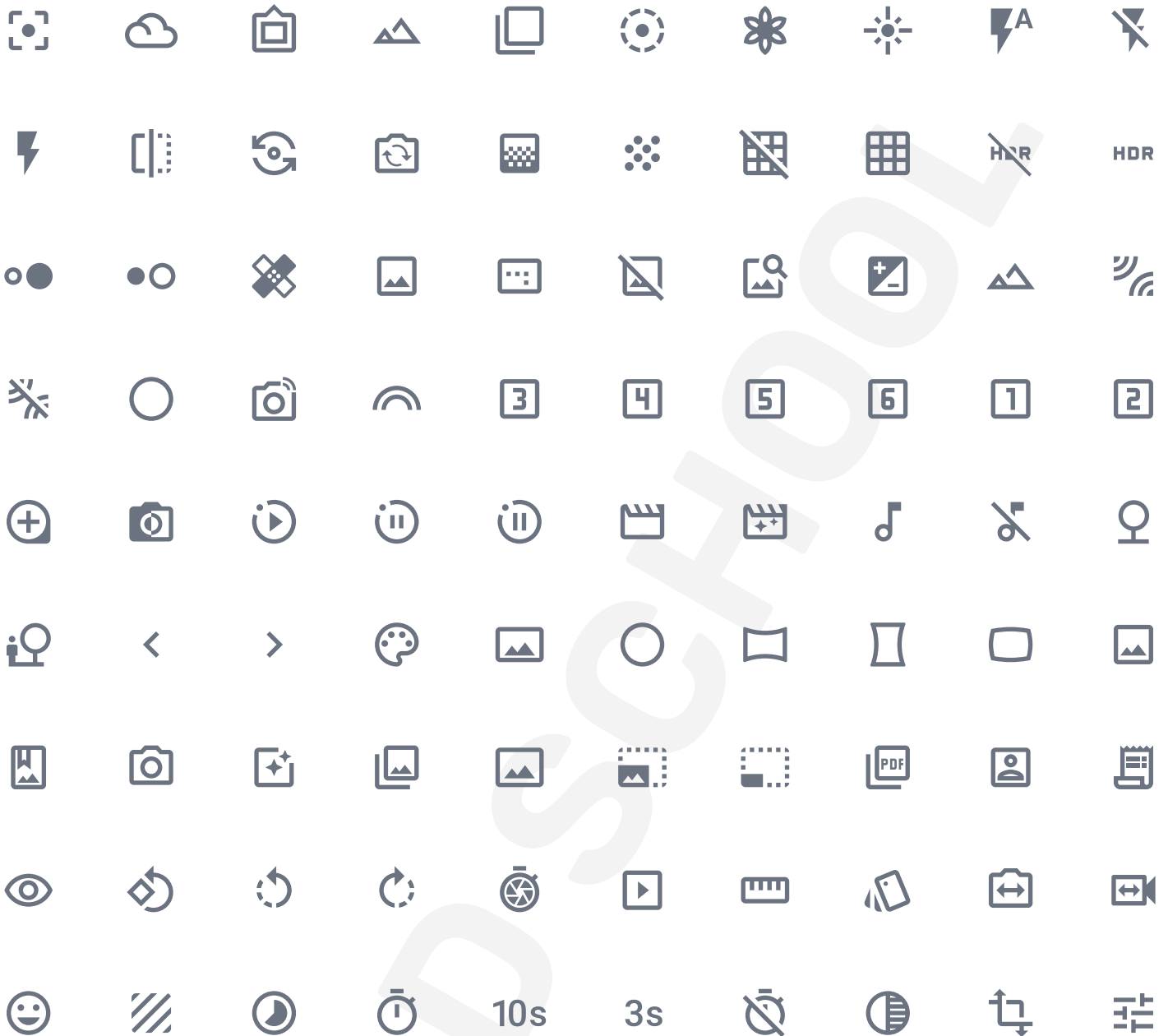
6. Icon Library

This library contains visual symbols used in design systems. Icons communicate actions and ideas efficiently. They guide users and enhance usability and interface navigation.

IBM's icon library, for example, includes detailed usage guidelines. These icons are integral to front-end design. They ensure a consistent visual language across platforms.

7. Content Guidelines

Content guidelines dictate the tone, style, and language of textual content. They maintain consistency and clarity in communication. These rules cover grammar, vocabulary, and style. They help keep a uniform brand voice.

There was a glitch in the martix

We're working real hard to fix it, in the mean time we suggest you go back.

Back home

No error is a coincidence

It's time to take a breath an just be.

Back home

Nothing to see here

it seems you ran into an empty space.

Back home

Network is disconnected

Refresh page

If the problem persists
please contact Support Center
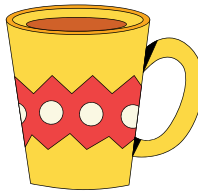
404

Something happened, but take a moment and just breathe.

Back home

Butter and biscuits something happened.

No worries fella, take this a path to Home Page
and you probably need a coffee brake.

Trevor
High school student with autism

Emily
Cerebral palsy, living independently

Jacob
Blind, a bit of a geek

Lea
Living with fatigue and pain

Steven
Deaf, ASL speaker

Vishnu
Global citizen with low vision

Maria
Bilingual mobile phone user

Carol
Grandmother with macular degeneration
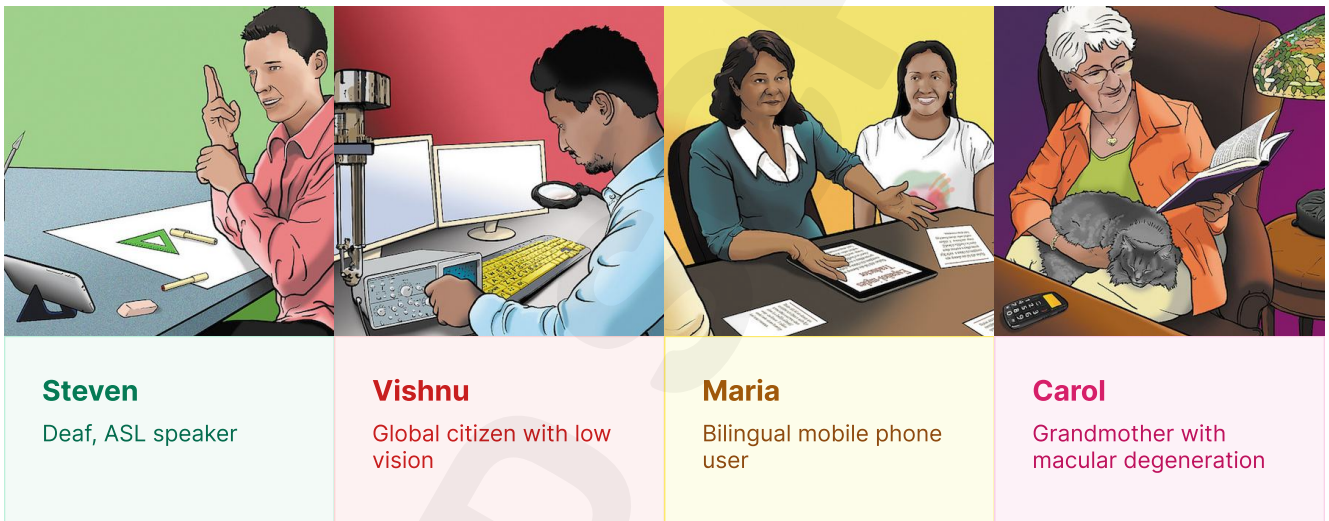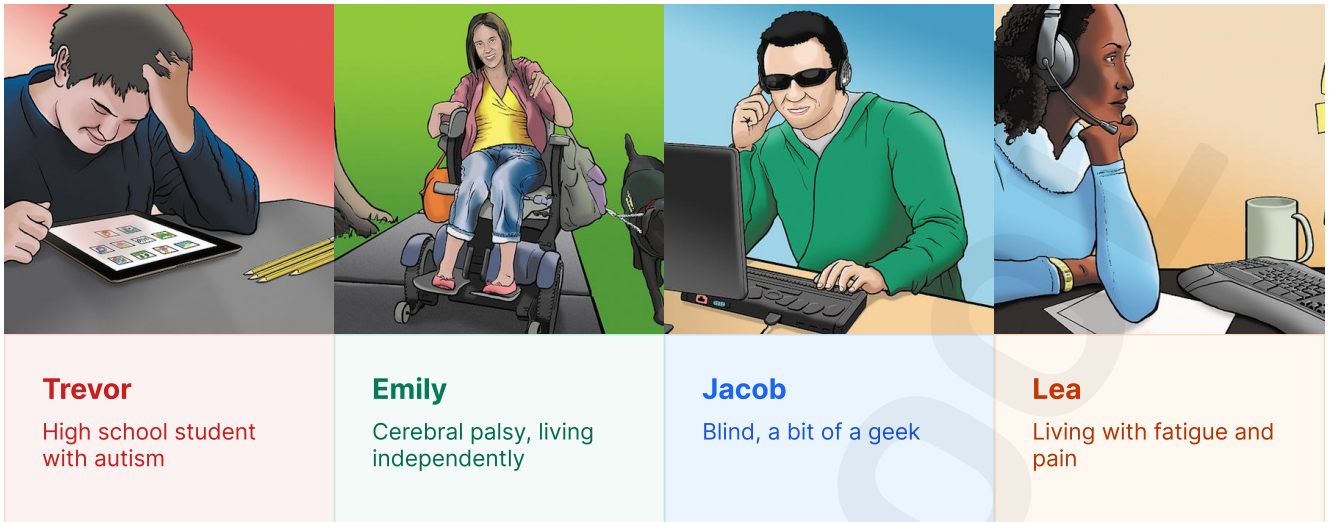
8. Accessibility Guidelines

Accessibility guidelines ensure that everyone can use the products, including people with disabilities. They cover aspects like color contrast, typography and spacing. Accessibility guidelines are a core part of front-end development. They help to create user-friendly and accessible interfaces.

9. Design Tokens

Design tokens represent specific design elements like colors, typography and dimensions. Instead of hard-coded values (such as hex codes, font styles or pixel values), the team uses design tokens.

For example, the design team might define a token named "primary-color" and give it the value of an indigo color, #4B0082. Whenever the developers need to use that color, they use "primary-color" instead of the hex value. If the design team decides to change the underlying specifications of the token—say, in this case, to a slightly different shade, with the hex code #2e5090—then the team only needs to change the value once, at the definition of the design token. Once the definition of "primary-color" changes, the design automatically gets updated.

Design tokens provide consistency, scalability and flexibility. These tokens maintain uniformity in a design system. They keep coherent applications across different media.

32px

40px

48px

56px
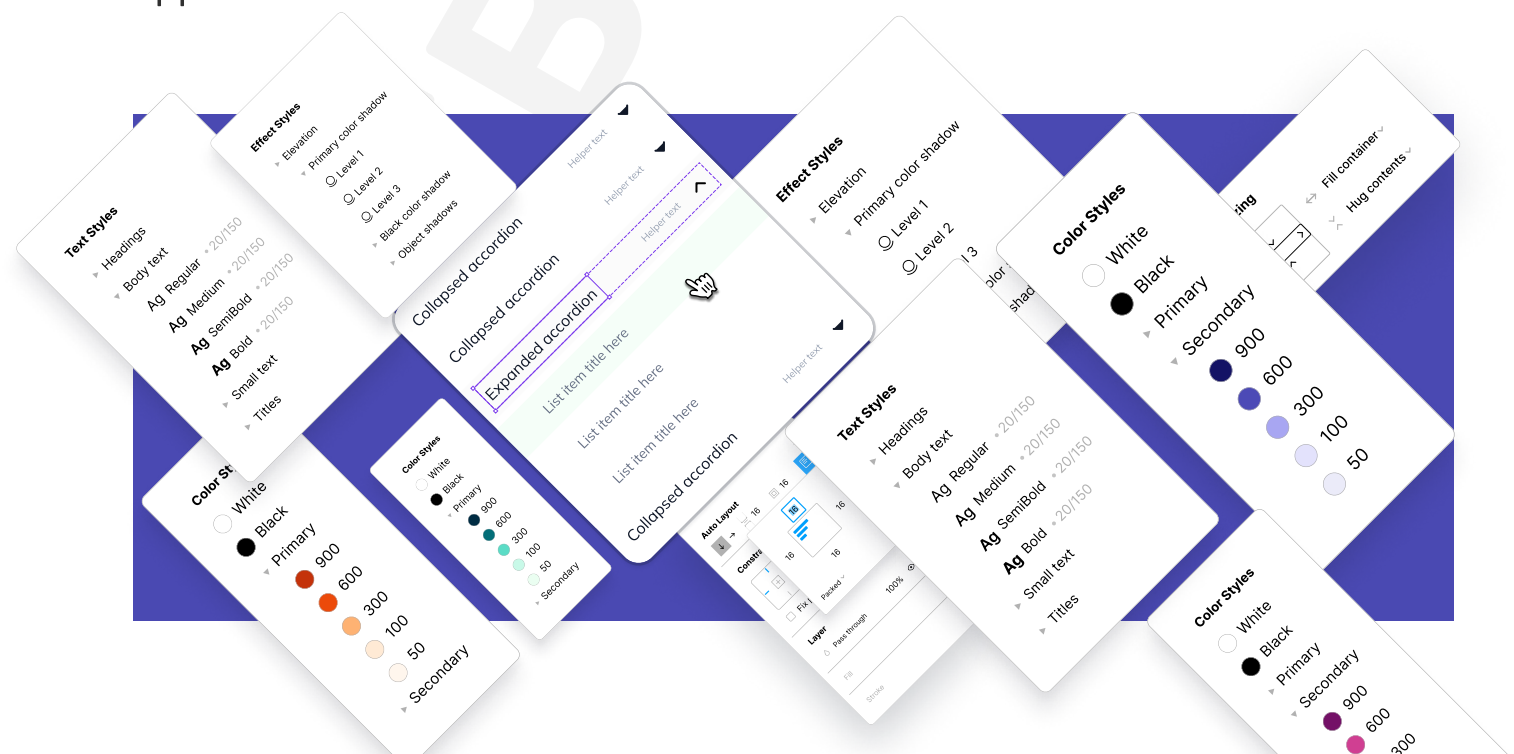
Colors

Primary

Hex: #2C53C9
CSS: rgba(44, 83, 201, 1)
R: 44   G: 83   B: 201

Shades

600
Hex: #2342A1
CSS: rgba(35, 66, 161, 1)
R: 35   G: 66   B: 161

700
Hex: #1A3279
CSS: rgba(26, 50, 121, 1)
R: 26   G: 50   B: 121

800
Hex: #122150
CSS: rgba(18, 33, 80, 1)
R: 18   G: 33   B: 80

900
Hex: #091128
CSS: rgba(9, 17, 40, 1)
R: 9   G: 17   B: 40

400
Hex: #75D4
6, 117, 212, 1)
117   B: 212

300
Hex: #8098DF
CSS: rgba(128, 152, 223, 1)
R: 128   G: 152   B: 223

200
Hex: #ABBAE9
CSS: rgba(171, 186, 233, 1)
R: 171   G: 186   B: 233

100
Hex: #D5DDF4
CSS: rgba(213, 221, 244, 1)
R: 213   G: 221   B: 244

808080
(128, 128, 128, 1)
128   B: 128

700
Hex: #4D4D4D
rgba(77, 77, 77, 1)
G: 77   B: 77

800
Hex: #333333
CSS: rgba(51, 51, 51, 1)
R: 51   G: 51   B: 51

900
Hex: #1A1A1A
CSS: rgba(26, 26, 26, 1)
R: 26   G: 26   B: 26

300
179, 1)
179

200
Hex: #CCCCCC
CSS: rgba(204, 204, 204, 1)
R: 204   G: 204   B: 204

100
Hex: #E6E6E6
CSS: rgba(230, 230, 230, 1)
R: 230   G: 230   B: 230

800

900

Shades

600

Tints

400

Info

Hex: #4CAF50
CSS: rgba(128, 128, 128, 1)
R: 128   G: 128   B: 128

Shades

600

Tints

400

700

300

Typography

Aa Roboto

Aa
Light

Aa
Regular

Aa
Medium

Aa
Semibold

Headline 1

Headline 2

Headline 3

Headline 4

Headline 5

Headline 6

Subtitle 1

Subtitle 2

Body 1

Font Size:
Font Weight: 96px
                    Light

Font Size:
Font Weight: 61px
                    Light

Font Size:
Font Weight: 48px
                    Regular

Font Size:
Font Weight: 34px
                    Regular

Font Size:
Font Weight: 24px
                    Regular

Font Size:
Font Weight: 20px
                    Medium

Font Size:
Font Weight: 16px
                    Regular

Line Height:
Letter

Line Height:
Letter Spacing: 0.2

Line Height:
Letter Spacing: 30px
                   0

Line Height: 24px
Letter Spacing: 0.15px

Line Height:
Letter Spacin

The Difference Between a Design System and a Style Guide

A design system and a style guide serve different purposes in design. A design system comprehensively covers various design aspects. It includes a style guide as one of its components. Think of it as a master plan for creating a cohesive product experience.

On the other hand, a style guide focuses more narrowly. It outlines the visual design and brand elements like typography, color and logo usage. They are more about maintaining brand consistency. A style guide is a subset of a design system.

Aspect	Design System	Style Guide
Definition	A comprehensive collection of reusable functional elements like components and interaction patterns.	A collection of visual styles used in product design.
Components	Includes UI components, design tokens, pattern libraries, and guidelines.	Covers visual styles like colors, typefaces, imagery, and spacing.
Purpose	To create a unified, consistent experience across all digital products.	Defines the visual language of the product.
Scope	Broad. It encompasses various elements of design and interaction	Narrower. Focused on visual aspects of design.
Examples	Google's Material Design, Atlassian Design System	Atlassian's style guide

Advantages of Design Systems

Design systems are foundational tools in digital product design. They provide a unified approach to create user interfaces. These systems bring several advantages to the design and development process.

Improved consistency: Ensures uniformity in typography, spacing, and UI elements. This consistency extends across all platforms and devices.

Enhanced efficiency: Streamlines the design process. Reusable components from the UI kit cut down design time. They also speed up front-end development.

Facilitate collaboration: Facilitates better communication between designers and developers. A shared language simplifies the design and development process.

Scalability: Makes scaling design efforts more manageable. As a project grows, the design system helps maintain design integrity.

Quality Control: Maintains high quality in design. Regular updates and maintenance keep the system relevant.

Inclusivity: Promotes inclusive design practices. A design system that includes accessibility and inclusive design guidelines will ensure everyone implements it in the final product. It creates inclusivity so that everyone can use the products.

Brand Reinforcement: Strengthens brand identity. Consistent use of design elements reinforces brand recognition.

When Not to Use a Design System? And Why?
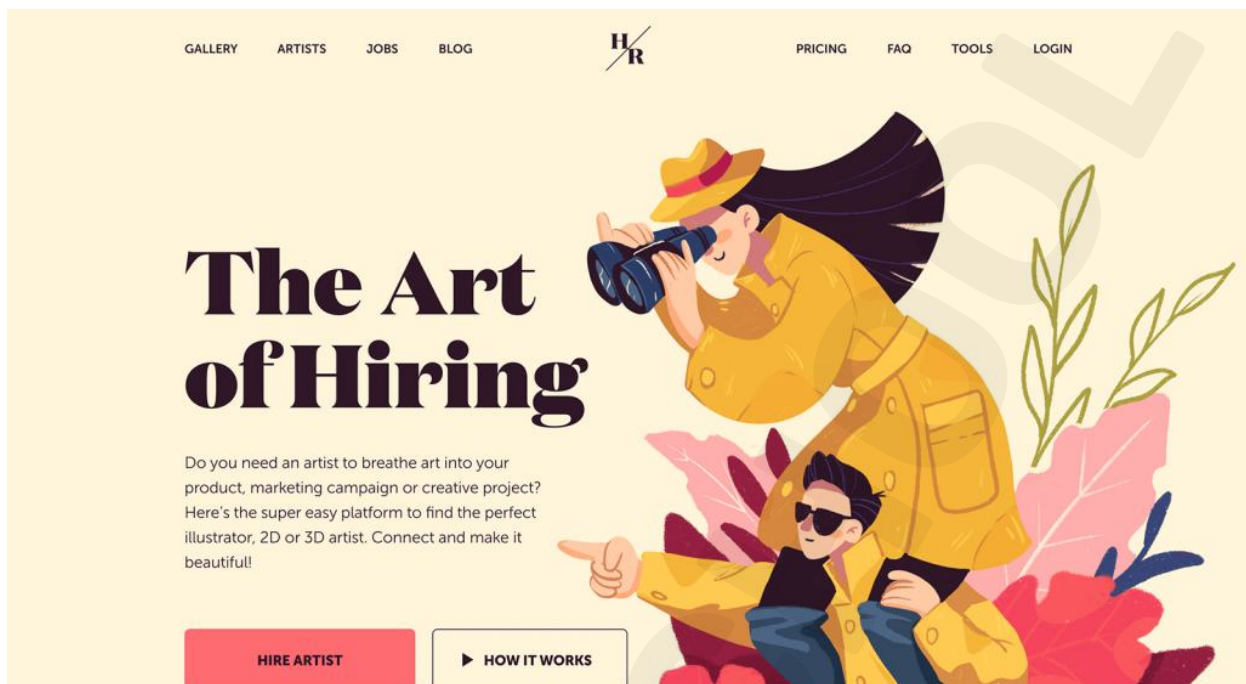
A design system may not suit every project. Consider avoiding it in small, one-off projects. Here, a full-fledged system might slow down progress. For such projects, simple style guides or a pattern library may suffice.

A strict design system may limit creativity in unique and unconventional projects. In artistic or experimental websites, innovation takes priority over consistency. Designers often notice this difference in such scenarios. Here, the focus shifts to exploring new ideas rather than adhering to set standards.

While design systems provide structure and consistency, they also require maintenance. A small team may not have the capacity—time, budget and people—to maintain a design system. They will prefer to focus on crucial tasks, such as product development and customer engagement, without diverting resources.

"Good design is about process, not product."