



HSO & Accreditation Canada Visual Style Guide

Fall 2016 (Updated Dec, 2017)

scenario

Accreditation Canada has never had a visual style guide for its software developers. Web sites, applications, and visual systems all have inconsistent brand representation, and inconsistent use of UI patterns and components. The problem is compounded by staff turnover, especially as each developer seeks to place their stylistic stamp on their projects.

As a result, clients perceive Accreditation Canada's software ecosystem as visually disjointed, inconsistent (in terms of use) from one application to the next, and in some cases, they experience friction due to accessibility issues.

Furthermore, it is a drain on design resources as common design questions and problems re-occur that all require to be addressed.

action

Having had several years of experience as a developer there myself, I was already pretty up to speed on the tools and platforms they used for development. However, over the years, I had taken a more senior role requiring less programming work, and then had moved to my UX position a few years prior.

project details

My role: Design Lead

Deliverable: Visual Style Guide

Devices: Desktop

design activities

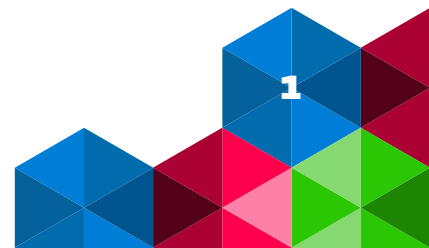
User Interviews

Interaction Design

Prototyping

UI Design

Visual Design



case studies

HSO & Accreditation Canada Visual Style Guide

matt simpson
experience design

Thus, it was important to meet with developers to ensure I was up to speed on the current challenges they faced, but also to learn more about the team's future plans around technologies, projects, programming languages, etc.

One decision we made was to supplement design specifications with links to other resources (links to implementation resources, code snippets, etc.) that would help programmers implement design elements to spec.

We planned out which components, UI patterns, and style guide elements we thought needed to be included. Once we saw the breadth of the content, we then planned a few releases of the style guide and prioritized the items so we could get an initial version in the hands of developers as soon as possible.

Then we set to work on assembling the guide, consulting with developers as we had questions about implementation about new components or patterns (to make sure we were including items that could actually be built by developers).

A comprehensive draft version of the guide was then shared with developers for final review. We then met to go over last minute issues or concerns, and made revisions where necessary before finalizing our first release.

result

The Visual Style Guide was released in the fall of 2016 along with a major update rolled out in December, 2017 (with additional UI patterns and components).

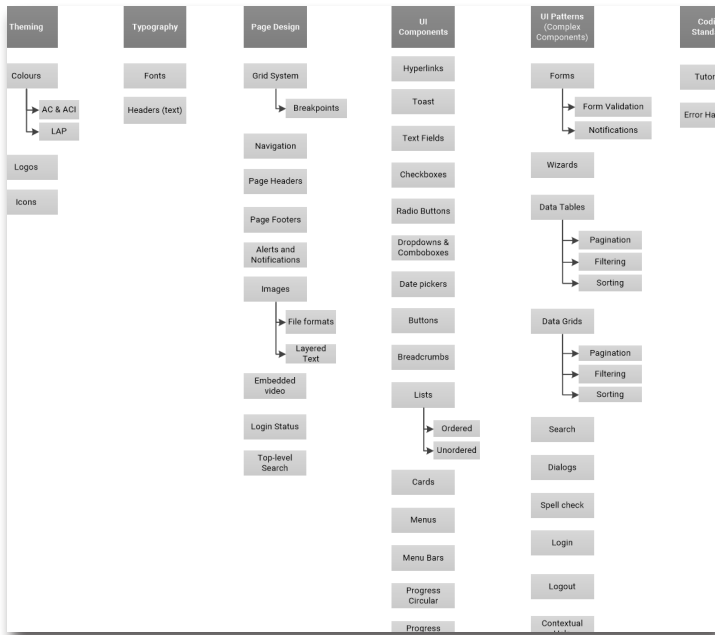
It's helped HSO developers (as well development agencies they collaborate with) speed up development, alleviate some stress through reduced guesswork, and introduce greater consistency to the user experience.

one challenge we ran into...

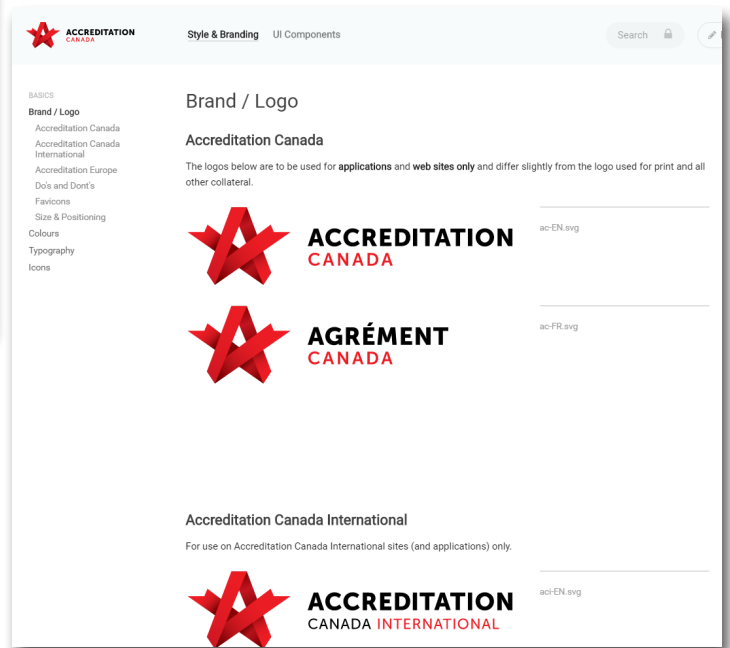
HSO/Accreditation Canada developers implement design components defined in our style guide using the Angular Material toolkit. But as they got exposed to more current versions of the Angular Material design toolkit, some began implementing components that fell outside the style guide specification. Several of these were implemented with issues related to accessibility, or had clumsy interactions.

I finally ended up sitting down with developers in October of 2017 to get some feedback about the style guide. I wished to find out what worked for them, and what did not. It was by consulting them that I learned they had a few specific needs that weren't necessarily being met with our initial release. Regular-scheduled check-ins with the development team following the initial rollout of the style guide would have helped solve this problem.

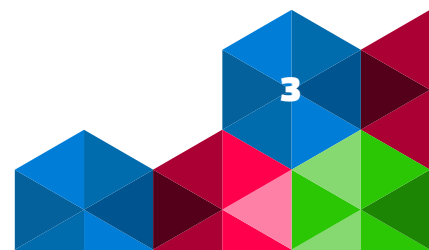
artifacts



ABOVE: A map of required style guide components made with developers when we began the project.



ABOVE: Logo usage specified in the finished style guide.



Everything from colour swatches, typography and UI elements to more complex patterns (i.e. login screens, error handling, page headers, date and time selection, etc.) went into our style guide.

Colours

Colour Palettes

Primary Colour
Crimson

Accent Colours
Primary Accent

Secondary Accents

Color Name	HEX	RGB
Crimson (500)	#E1C24	237, 28, 36
Boston Blue (500)	#3788B3	55, 139, 179
Glacier (500)	#72B1C8	114, 177, 200
Puerto Rico (500)	#43BEAD	67, 190, 177

Material Design Palettes

Crimson

Main Palette

Weight	HEX	RGB
50	#FFFFFF	255, 255, 255
100	#FBCBCD	251, 203, 205
200	#F7979B	247, 151, 155
300	#F1555B	241, 85, 91
400	#EF383F	239, 56, 63
500	#E1C24	237, 28, 36
600	#D91119	217, 17, 25
700	#BD0F16	189, 15, 22
800	#A00D12	160, 13, 18
900	#840A0F	132, 10, 15

Accent Palette (Required for Material Design)

Weight	HEX	RGB
A100	#FFFFFF	255, 255, 255
A200	#FBCBCD	251, 203, 205
A400	#EF383F	239, 56, 63
A700	#BD0F16	189, 15, 22

Boston Blue

Main Palette

Weight	HEX	RGB
50	#77FBFC	247, 251, 252

Typography

Web Fonts

Roboto

STYLE	CSS FONT WEIGHT
Roboto Thin	100
Roboto Light	300
Roboto Regular	400
Roboto Medium	500
Roboto Bold	700
Roboto Black	900

Header System

Font Style	Weight	Size	Line Height	Letter Spacing
Light	Regular	112sp	112	
Regular	Regular	56sp	56px	
Regular	Regular	45sp	45px	

Usage

HTML

```
<link href="https://fonts.googleapis.com/css?family=Roboto" rel="stylesheet">
```

Page Header

Design

Category A > Subcategory A-1

Page Title

TAB TITLE 1 | SELECTED TAB 2 | TAB TITLE 3 | TAB TITLE 4

Specifications

Row heights and padding (tables with no filtering or collapsed filtering options)

CONFIGURATION 1: HEADER WITH SECONDARY NAVIGATION

This header should be used whenever a secondary navigation (important) is required.

Breadcrumbs are OPTIONAL. If no breadcrumbs are required, the breadcrumb area should be shown (to add padding between page title and toolbar elements).

IMPORTANT: The same layout dimensions should be used for both configurations.

TOOLBAR AREA

TOOLBAR AREA (toolbar - optionally visible)

header-config1.png





**design with heart.
empower people.**

matt simpson
experience design

 mattsimpson.design

 matt@mattsimpson.design

 +1 (613) 868-3148

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