Design System

Created in conjuction with the Component Library
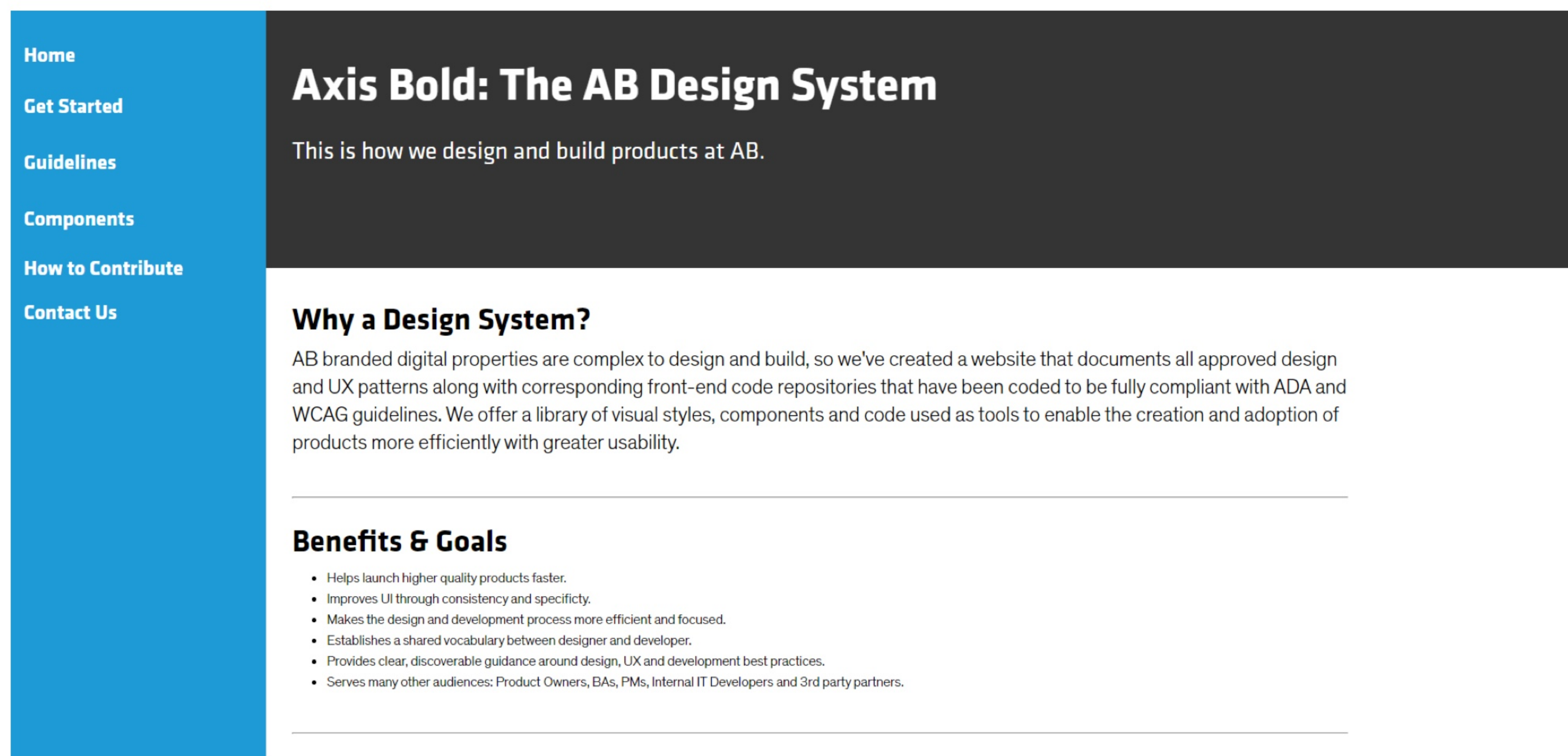
2019

The Challenge

Create a global design system to be used in 30+ countries—and in multiple languages

The Process

1. Survey existing sites and design patterns
2. Compile markdowns per component
3. Refresh graphic design using new patterns
4. Define and document complete component inventory
5. Create and launch Axis Bold design system website

Design System: Introduction

The design system website comprises sections for getting started, overall guidelines, a component inventory and information about open source contributions

Home
Get Started
Guidelines
Components
How to Contribute
Contact Us

Axis Bold: The AB Design System

This is how we design and build products at AB.

Why a Design System?

AB branded digital properties are complex to design and build, so we've created a website that documents all approved design and UX patterns along with corresponding front-end code repositories that have been coded to be fully compliant with ADA and WCAG guidelines. We offer a library of visual styles, components and code used as tools to enable the creation and adoption of products more efficiently with greater usability.

Benefits & Goals

- Helps launch higher quality products faster.
- Improves UI through consistency and specificity.
- Makes the design and development process more efficient and focused.
- Establishes a shared vocabulary between designer and developer.
- Provides clear, discoverable guidance around design, UX and development best practices.
- Serves many other audiences: Product Owners, BAs, PMs, Internal IT Developers and 3rd party partners.

Design System: Getting Started

Getting Started explains how developers and designers can best utilize the design system

Home

Get Started ⌃
    Overview
    Designers
    Developers
    Samples

Guidelines ⌄

Components ⌄

How to Contribute

Contact Us

Developers

Adopting the library enables developers to adhere to style and accessibilty standards that define the AB brand.

Whats Included

The AB Design System provides developers and engineers a collection of reusable CSS, SCSS, and JS components to build websites and user interfaces.

Installation

To get the latest AB Design System code install it via NPM.

```
$ npm install --save @ab-devwork/design-system
```

Note: This package is currently a private NPM package. To gain access to it please reach out to any developer on the Digital Marketing team. The Digital Marketing team can also provide minified css files that can be given to external developers.

Usage

Design System: Guidelines

Guidelines documents adherence to AllianceBernstein's standards from accessibility to data visualization to typography

Home

Get Started ⌄

Guidelines ⌃

Accessibility
Color
Content
Data Visualization
Forms
Iconography
Illustration & Photography
Layout
Logo
Motion
Typography

Components ⌄

How to Contribute

Contact Us

Accessibility

Accessible design provides a better experience for everyone and allows people of diverse abilities to navigate, understand and use our sites.

Guidelines

All elements in the AB pattern library are compliant with WCAG AA.

AB design patterns emphasize hierarchy for usability...

- Clearly visible elements
- Sufficient contrast and size
- A clear hierarchy of importance
- Key information that is discernible at a glance
- Related items of a similar hierarchy are placed next to each other

...and an accessible website.

- Gives every user the same functionality, regardless of ability
- Adapts to any context

Low Vision Guidance

WCAG 2.0 level AA requires a contrast ratio of 3:1 for text 18 pixels and larger, and 4.5:1 for smaller text
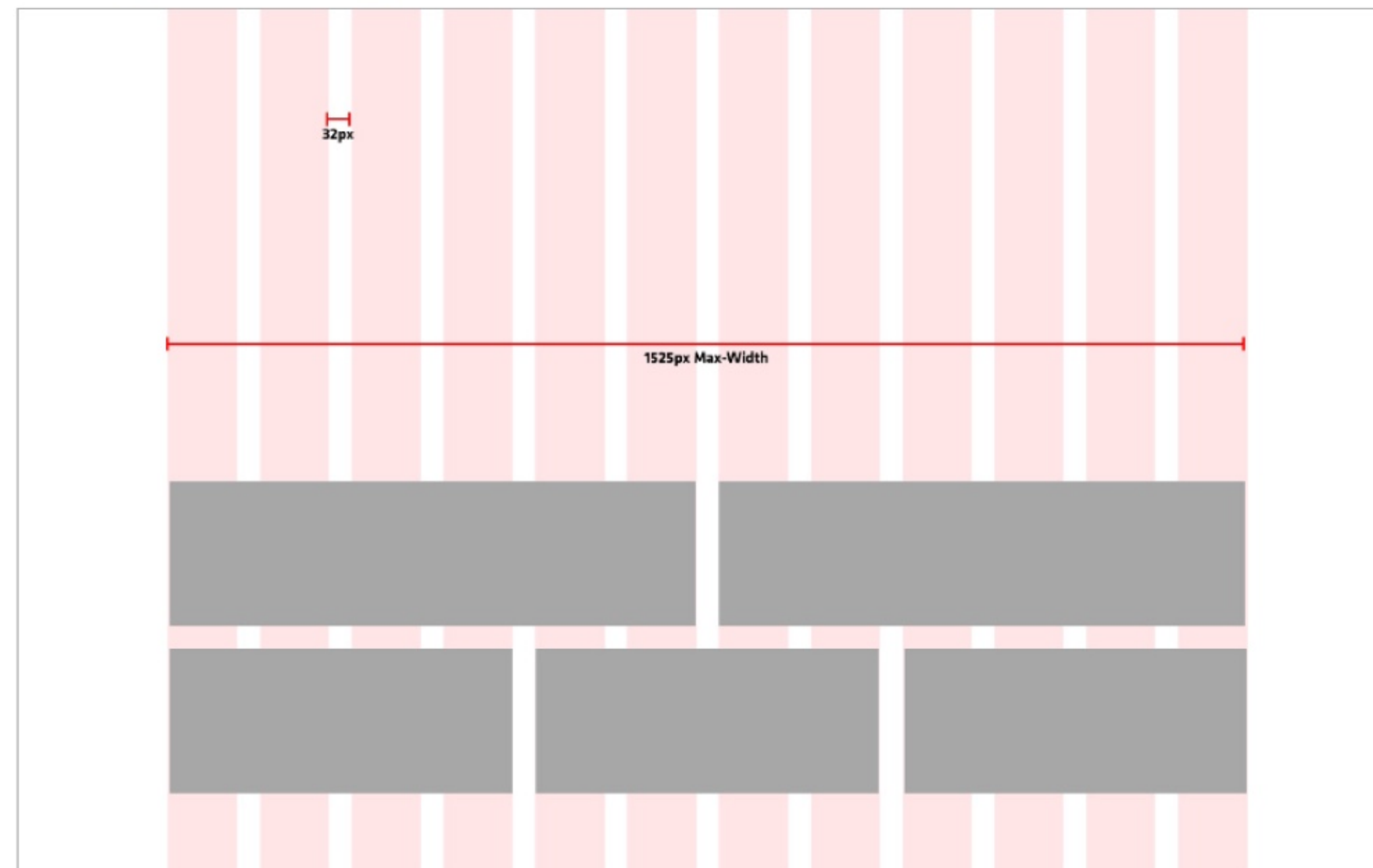
Design System: Breakpoints

Breakpoints defines how the responsive codebase reacts across viewports

Breakpoints

- Max desktop ------------------------------- max-width: 1525px;
- Large desktop ----------------------------- max-width: 1280px;
- Small desktop & tablet landscape ---------- max-width: 1024px;
- Tablet portrait --------------------------- max-width: 768px;
- Mobile portrait --------------------------- max-width: 480px;

Desktop: 12 col / 1525px max

32px

1525px Max-Width

Design System: Component Inventory

The component inventory includes definitions, visual stylings, code snippets and component-level accessibility guidance