



ALLIANCEBERNSTEIN®

Design System

Created in conjunction with the Component Library

2019

The Challenge

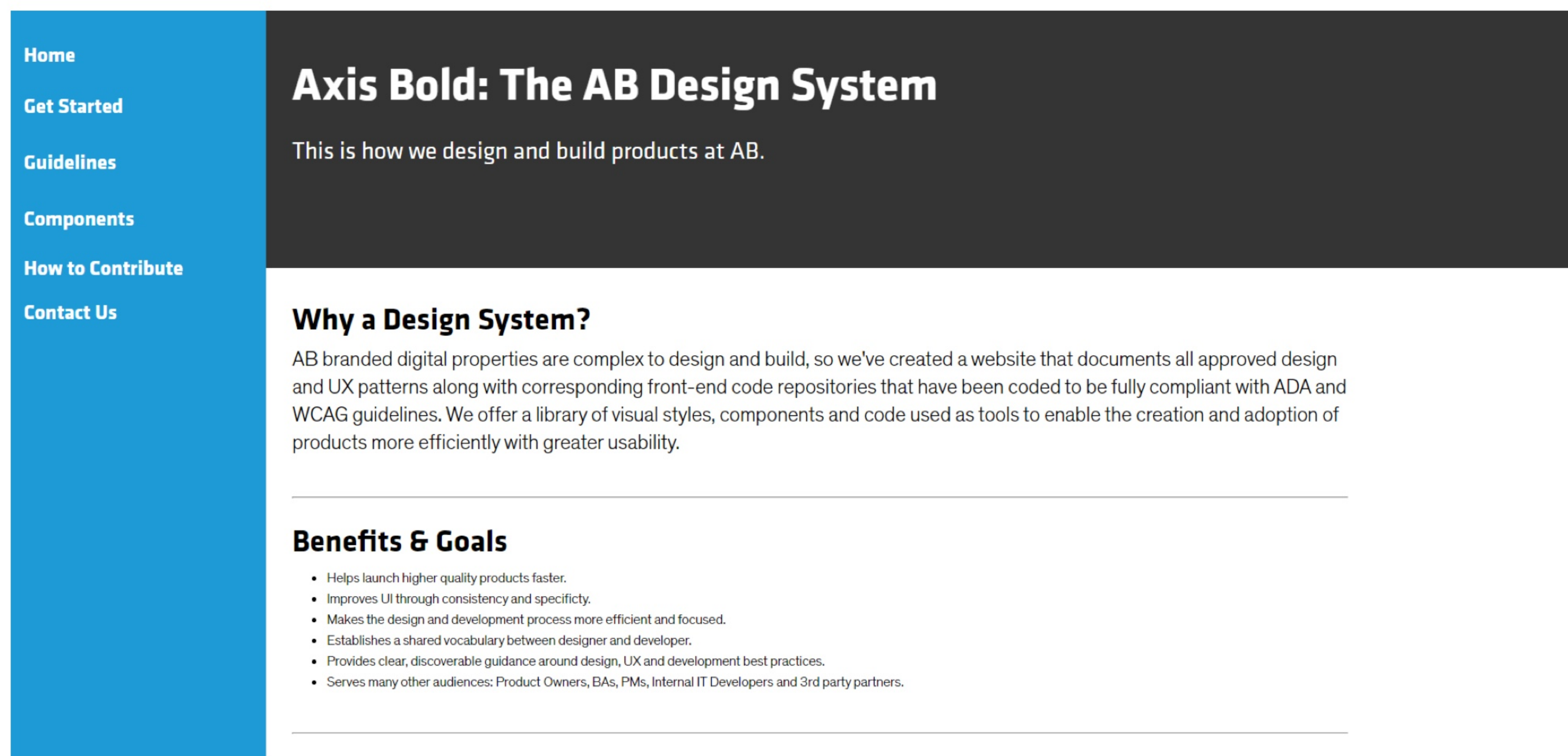
Create a global design system to be used in 30+ countries—and in multiple languages

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



The screenshot displays a website layout with a blue navigation sidebar on the left and a dark grey header area. The sidebar contains links for Home, Get Started, Guidelines, Components, How to Contribute, and Contact Us. The main content area features a large heading 'Axis Bold: The AB Design System' and a sub-heading 'Why a Design System?' followed by a paragraph of text. Below this is a section titled 'Benefits & Goals' with a bulleted list of six items.

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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

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Get Started ^

- Overview
- Designers
- Developers**
- Samples

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Developers

Adopting the library enables developers to adhere to style and accessibility 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

The screenshot shows a navigation sidebar on the left with a blue background and white text. The sidebar includes links for Home, Get Started, Guidelines (with a dropdown arrow), Components (with a dropdown arrow), How to Contribute, and Contact Us. Under the Guidelines section, several sub-links are listed: Accessibility, Color, Content, Data Visualization, Forms, Iconography, Illustration & Photography, Layout, Logo, Motion, and Typography. The main content area has a dark grey header with the word 'Accessibility' in white. Below this, a paragraph states: 'Accessible design provides a better experience for everyone and allows people of diverse abilities to navigate, understand and use our sites.' The main content area is white and contains a 'Guidelines' section with the text: 'All elements in the AB pattern library are compliant with WCAG AA. AB design patterns emphasize hierarchy for usability...' followed by a bulleted list: 'Clearly visible elements', 'Sufficient contrast and size', 'A clear hierarchy of importance', 'Key information that is discernible at a glance', and 'Related items of a similar hierarchy are placed next to each other'. This is followed by the text '...and an accessible website.' and another bulleted list: 'Gives every user the same functionality, regardless of ability' and 'Adapts to any context'. At the bottom, there is a 'Low Vision Guidance' section with the text: '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'.

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Get Started ▾

Guidelines ▴

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

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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

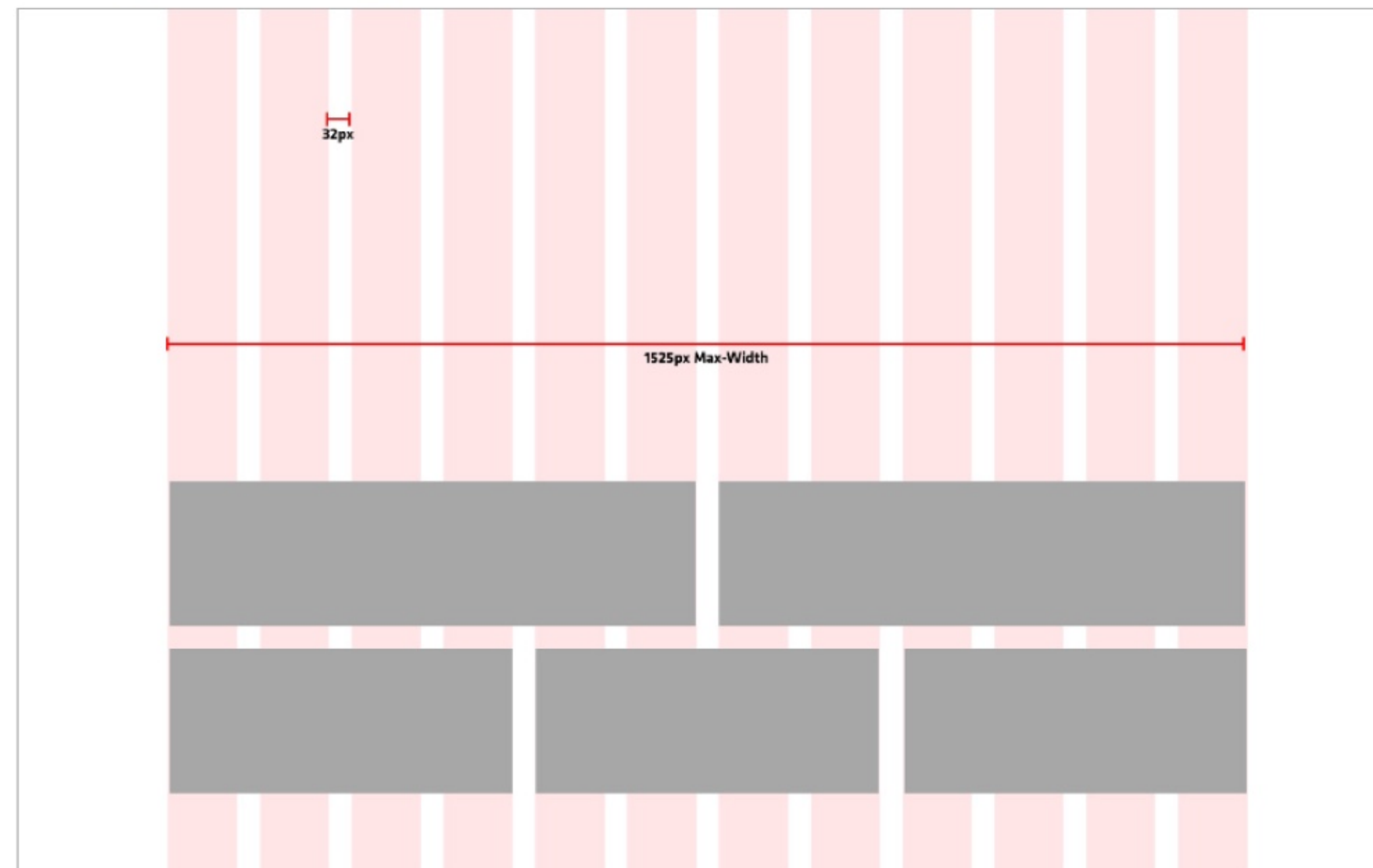
Breakpoints defines how the responsive codebase reacts across viewports

- Home
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- How to Contribute
- Contact Us

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



Design System: Component Inventory

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

The screenshot shows the 'Buttons' page in the AB Design System Component Inventory. On the left is a blue navigation sidebar with the following menu items: Home, Get Started, Guidelines, Components (expanded), Component Status, Accordion, Breadcrumb, Buttons (highlighted), Card, Carousel, Content Switcher, Disclosures, Feedback, Footer, Form Elements, Grid, Headshot, Hero, Inverview, List, Loading, Map, Modal, Navbar, and Overflow Menu. The main content area has a dark header with the title 'Buttons' and a definition: 'Buttons are any graphical control element that provides the user a simple way to trigger an event, like searching for a query at a search engine, or to interact with dialog boxes, like confirming an action.' Below this is a visual gallery of five button styles: PRIMARY (blue), PRIMARY DISABLED (grey), SECONDARY (white with blue border), SECONDARY DISABLED (white with grey border), and TERTIARY (white with blue chevron). A code editor shows the corresponding Vanilla JS code snippets for each style. At the bottom, the same five button styles are shown again on a dark background.

Buttons

Buttons are any graphical control element that provides the user a simple way to trigger an event, like searching for a query at a search engine, or to interact with dialog boxes, like confirming an action.

PRIMARY PRIMARY DISABLED SECONDARY SECONDARY DISABLED TERTIARY >

Vanilla JS:

```
1 <button class="ab-btn ab-btn-primary">Primary</button>
2 <button class="ab-btn ab-btn-primary ab-btn-disabled">Primary Disabled</button>
3 <button class="ab-btn ab-btn-secondary">Secondary</button>
4 <button class="ab-btn ab-btn-secondary ab-btn-disabled">Secondary Disabled</button>
5 <button class="ab-btn ab-btn-tertiary">Tertiary</button>
```

PRIMARY PRIMARY DISABLED SECONDARY SECONDARY DISABLED TERTIARY >