

Módulo #26

Documentação e guias de estilo

DOCUMENTAÇÃO E GUIAS DE ESTILO

Marca



Kubota

IBM



CTW

Mobil

OSL

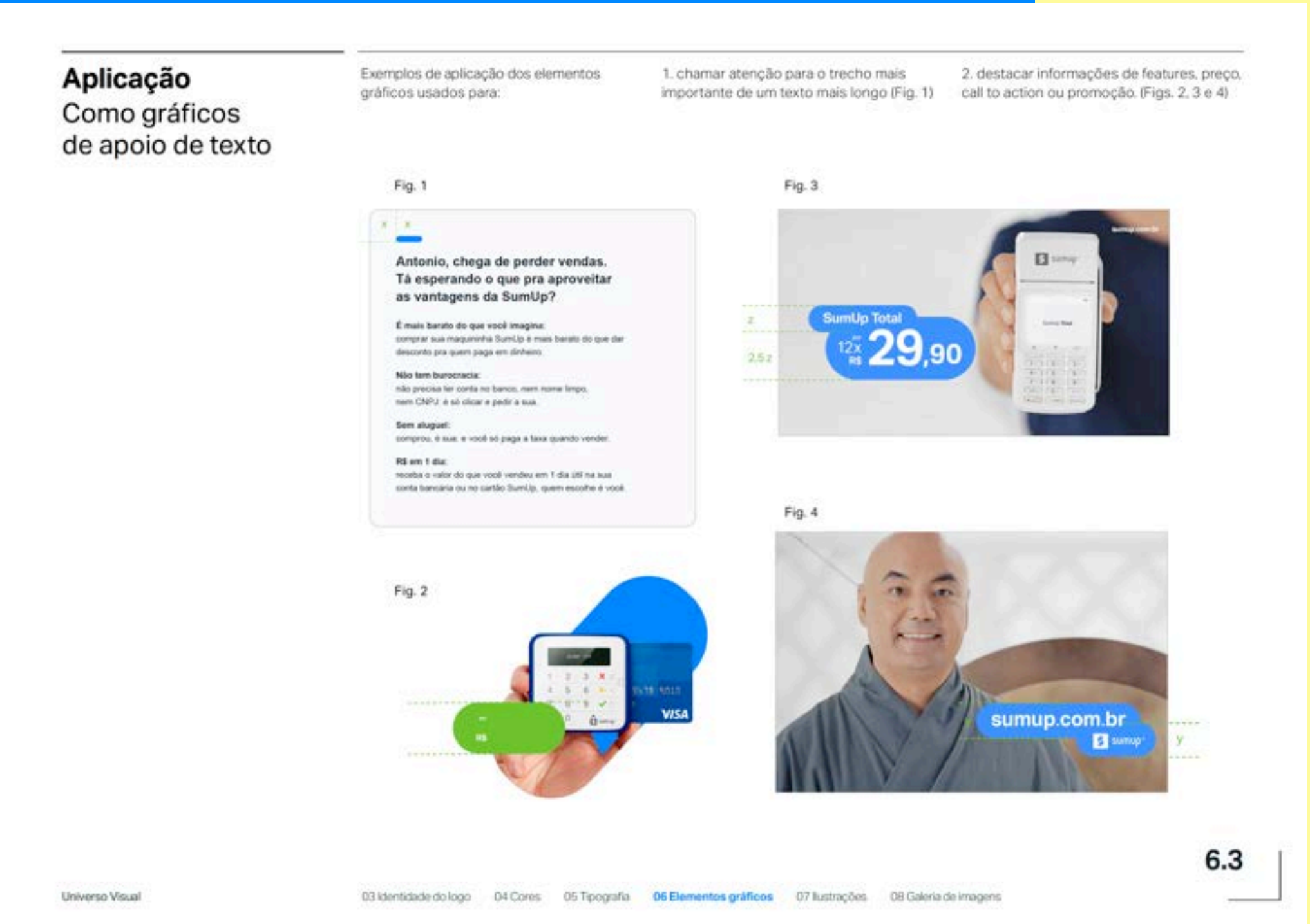
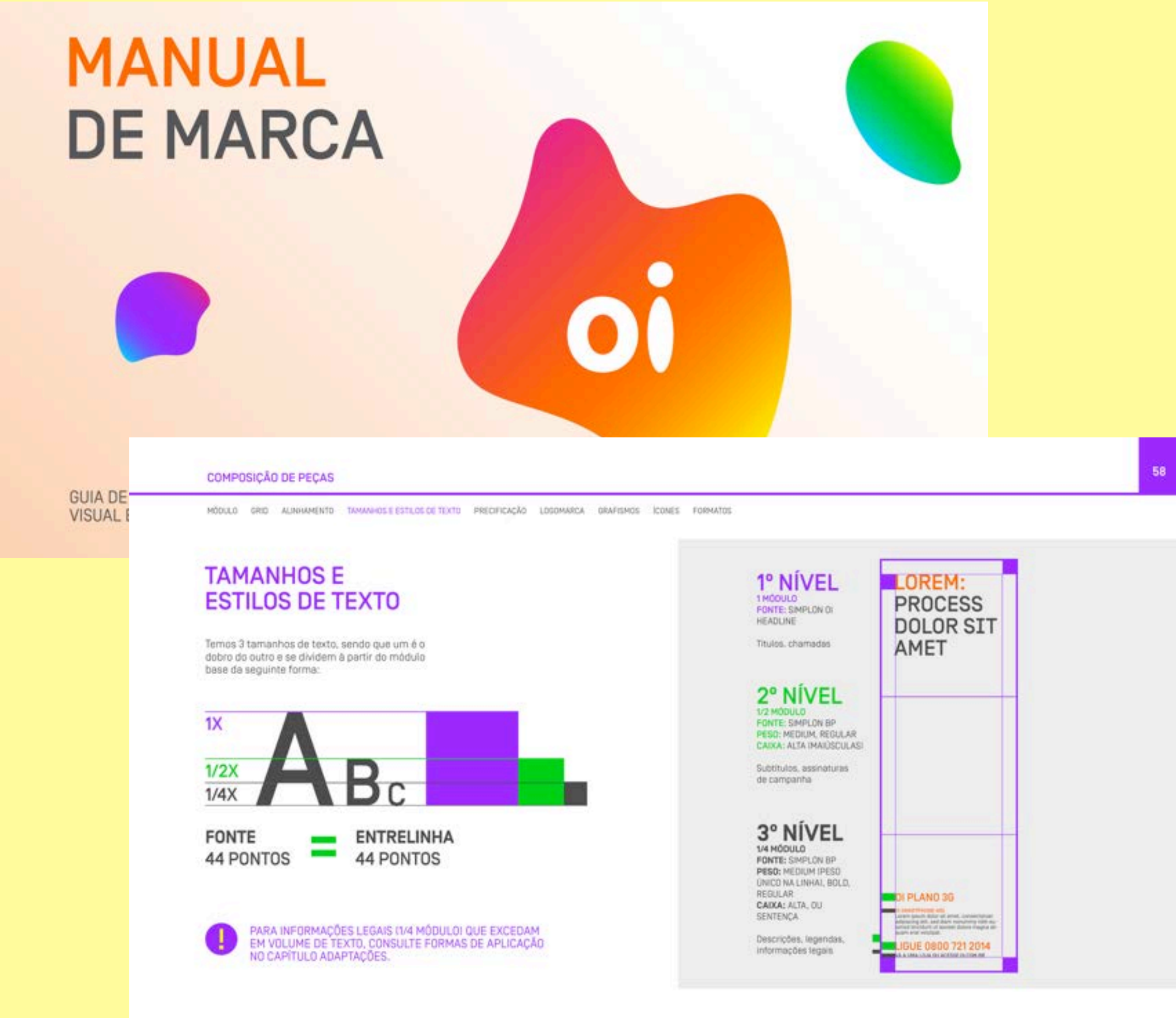
DELL TM

BRAUN

MANUAIS

DE MARCA

Manual de marca



1. Landing Page V3



Support Hover



3. Product Tour



4. Main Feature 1



5. Main Feature 2



6. Main Feature 3



10. Understand B...



9. Activity Page T...



32. Terms & Policy



31. Partners



7. Pricing-expand...



25. Webinars 1



26. Webinars 2



21. Mindbody Mig...



11. Boutique Servi...



8. Enterprise



Developer Resour...



Mindbody Compa...



About Zingit



Careers



2. Request a Demo



12. Upgrade Form



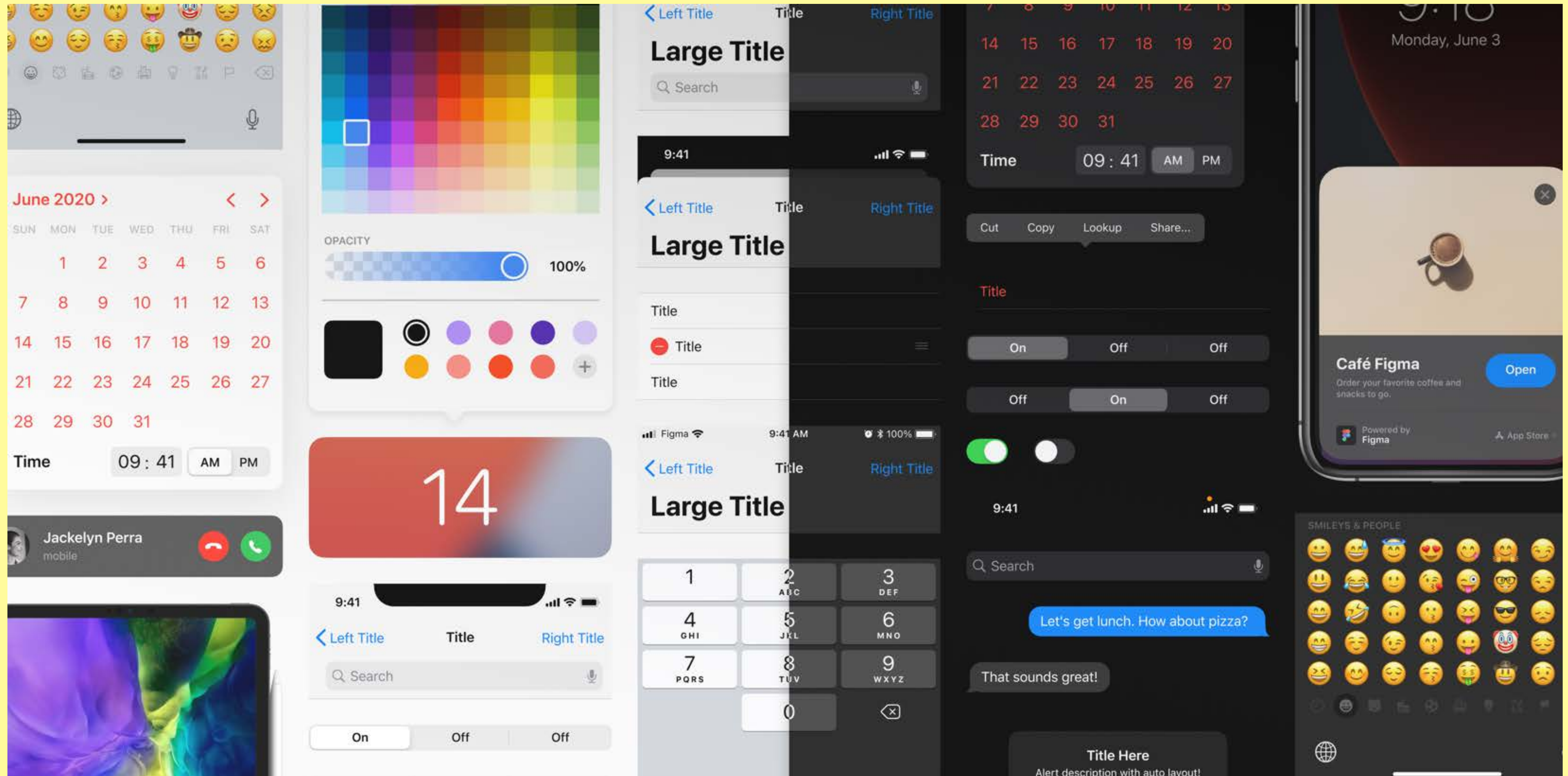
27. Keep me Infor...



18. Support Center



UI Kit



21
sunny



Button text

5 ★
4 ★
3 ★
2 ★

ton text

4.4 ★

32 reviews

5 ★

4 ★

3 ★

2 ★

1 ★

ton text

4.4 ★

32 reviews

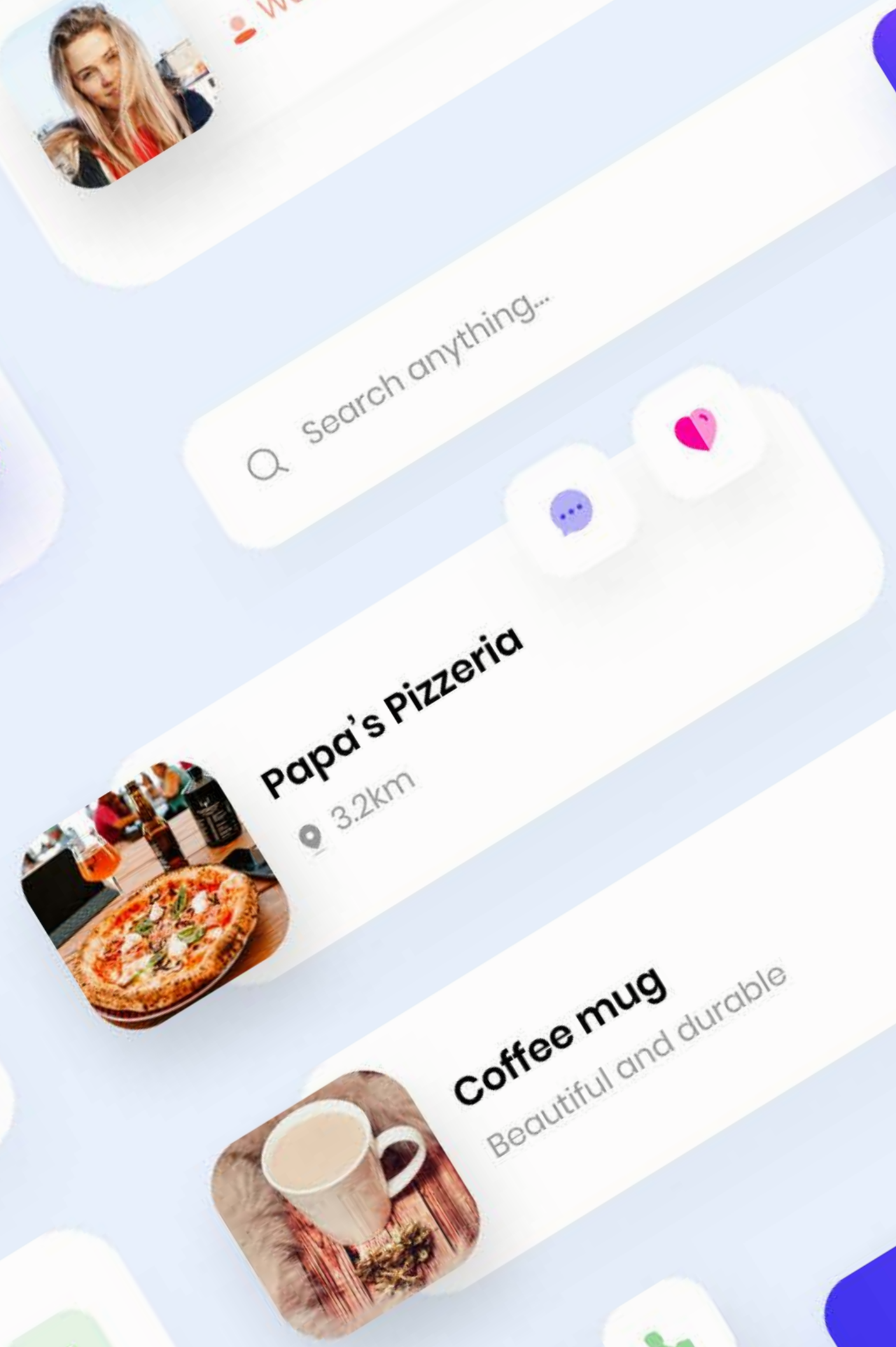
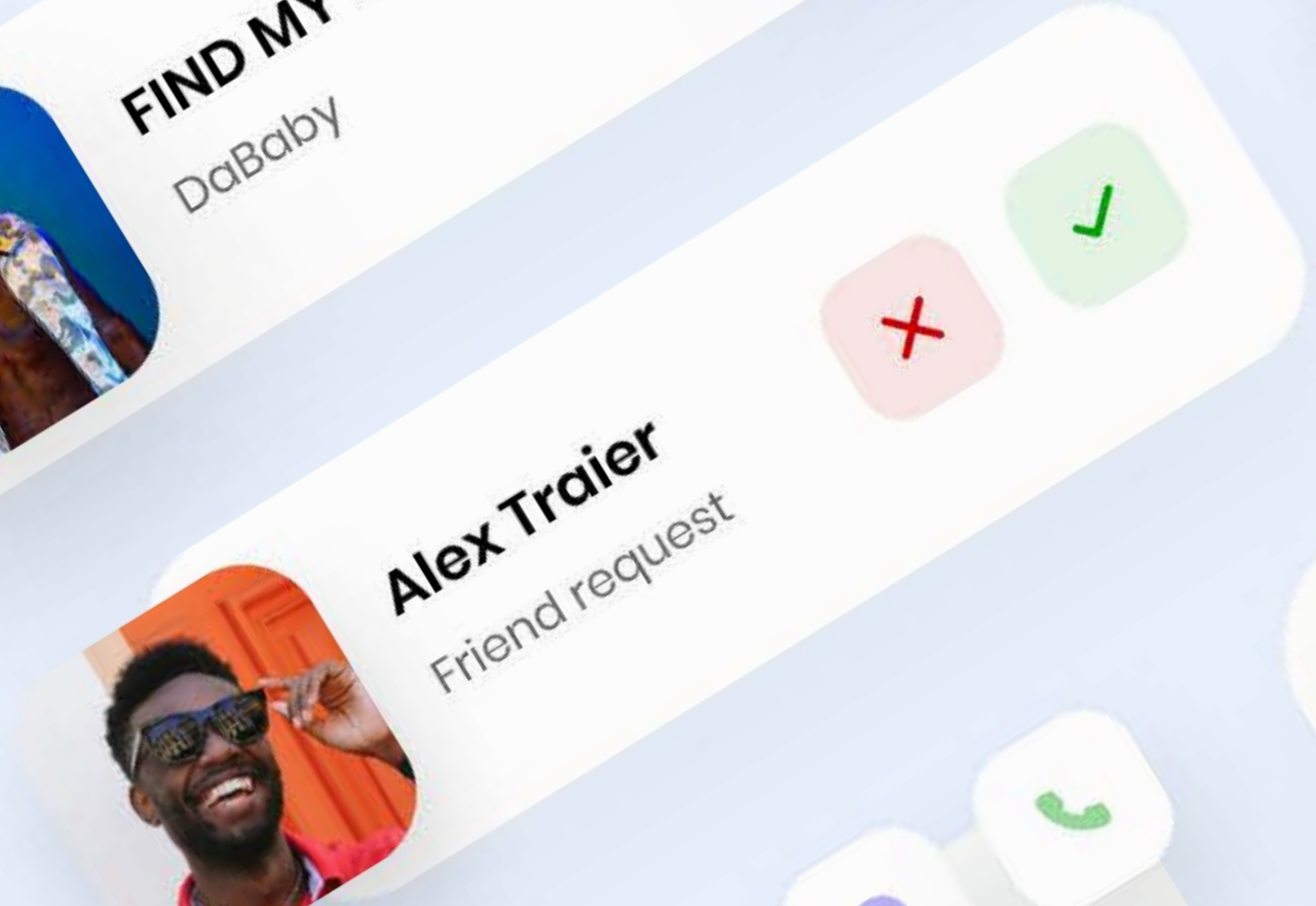
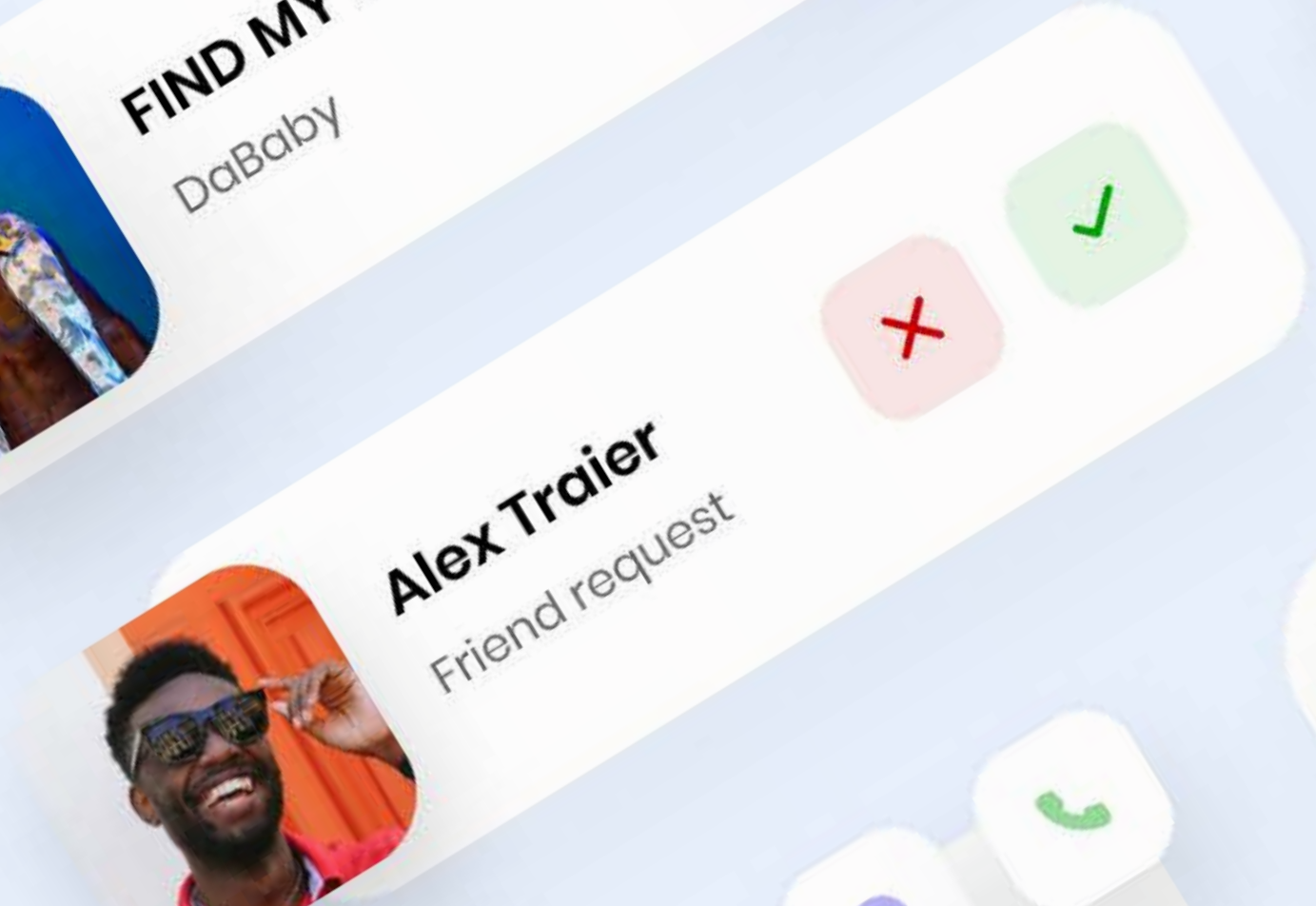
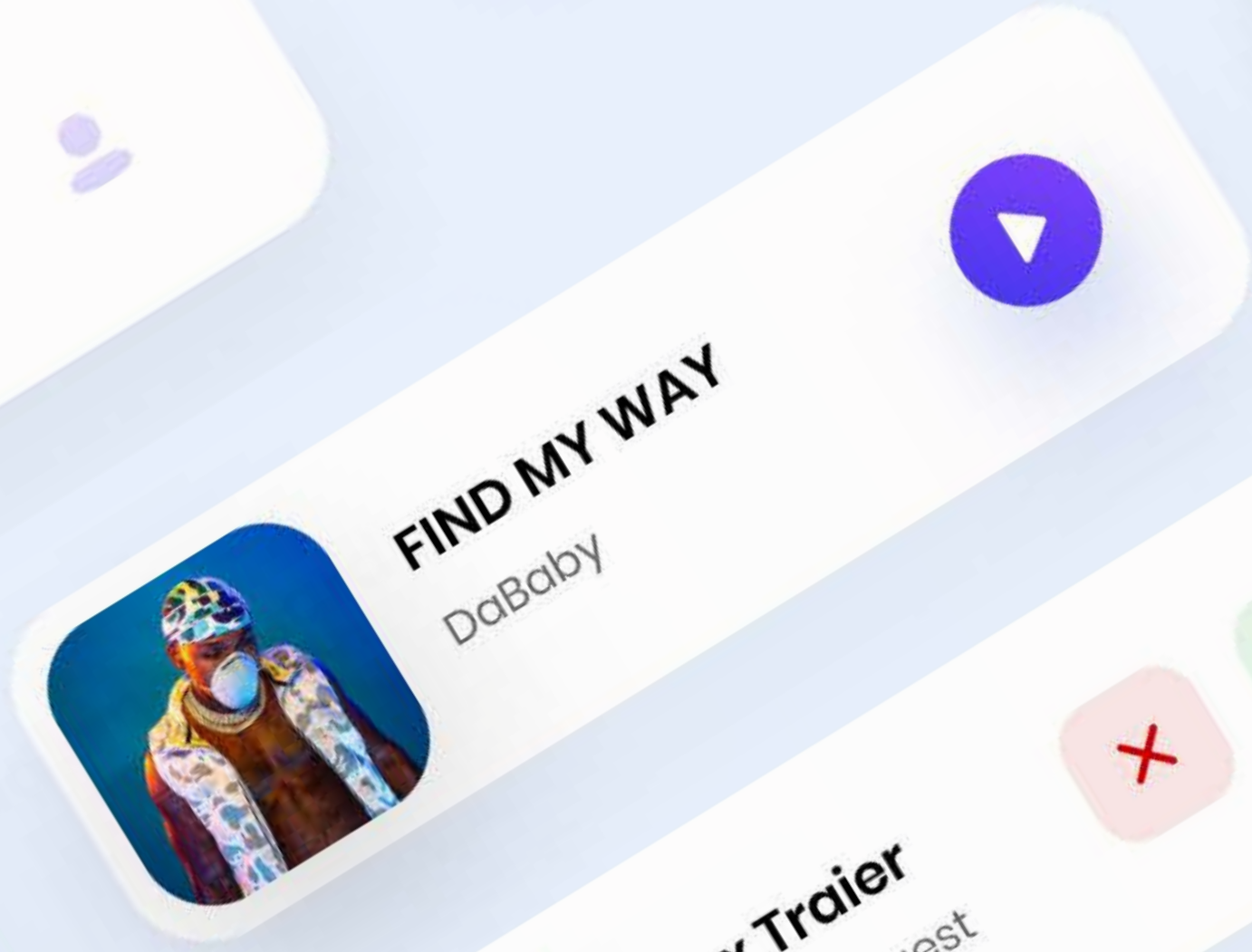
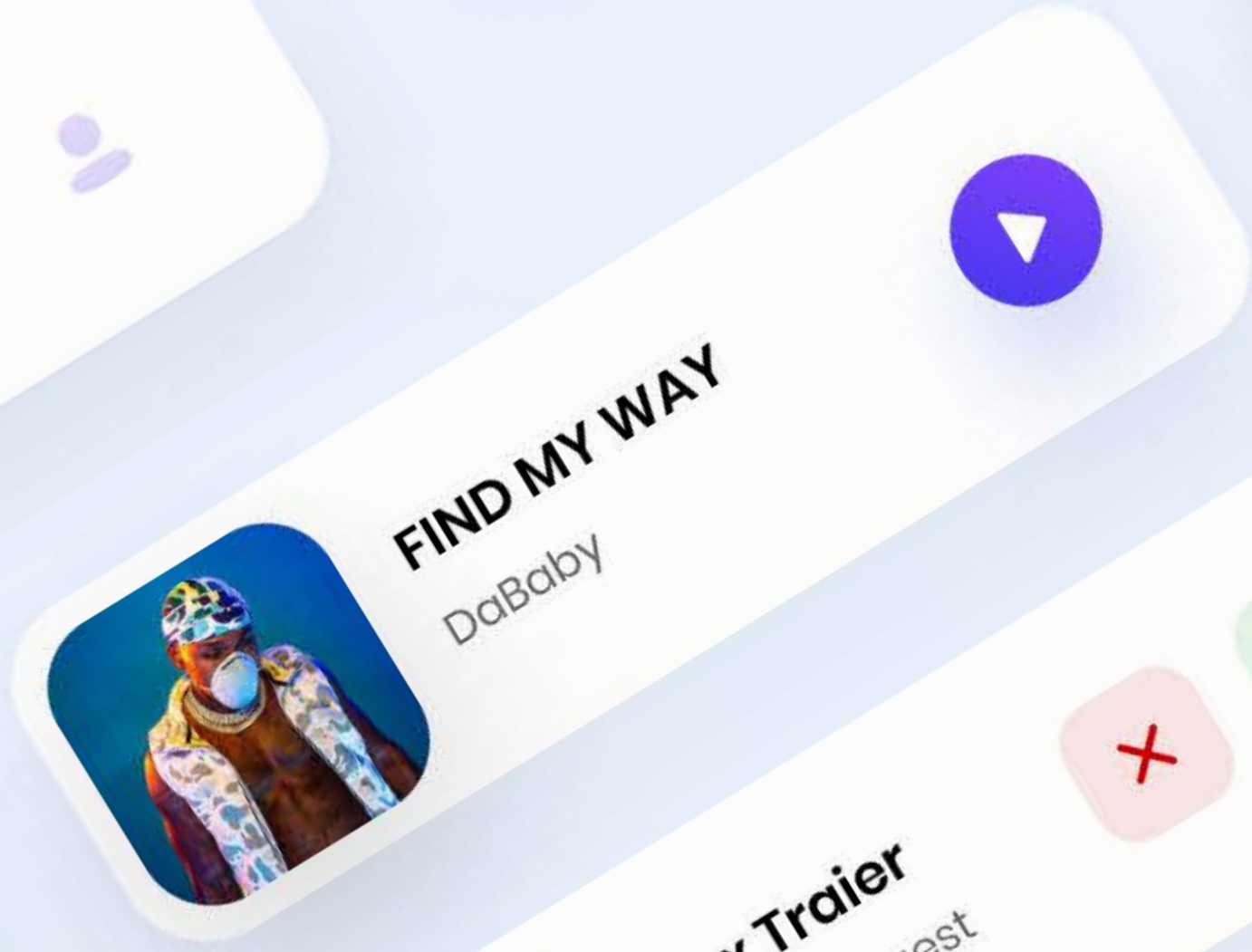
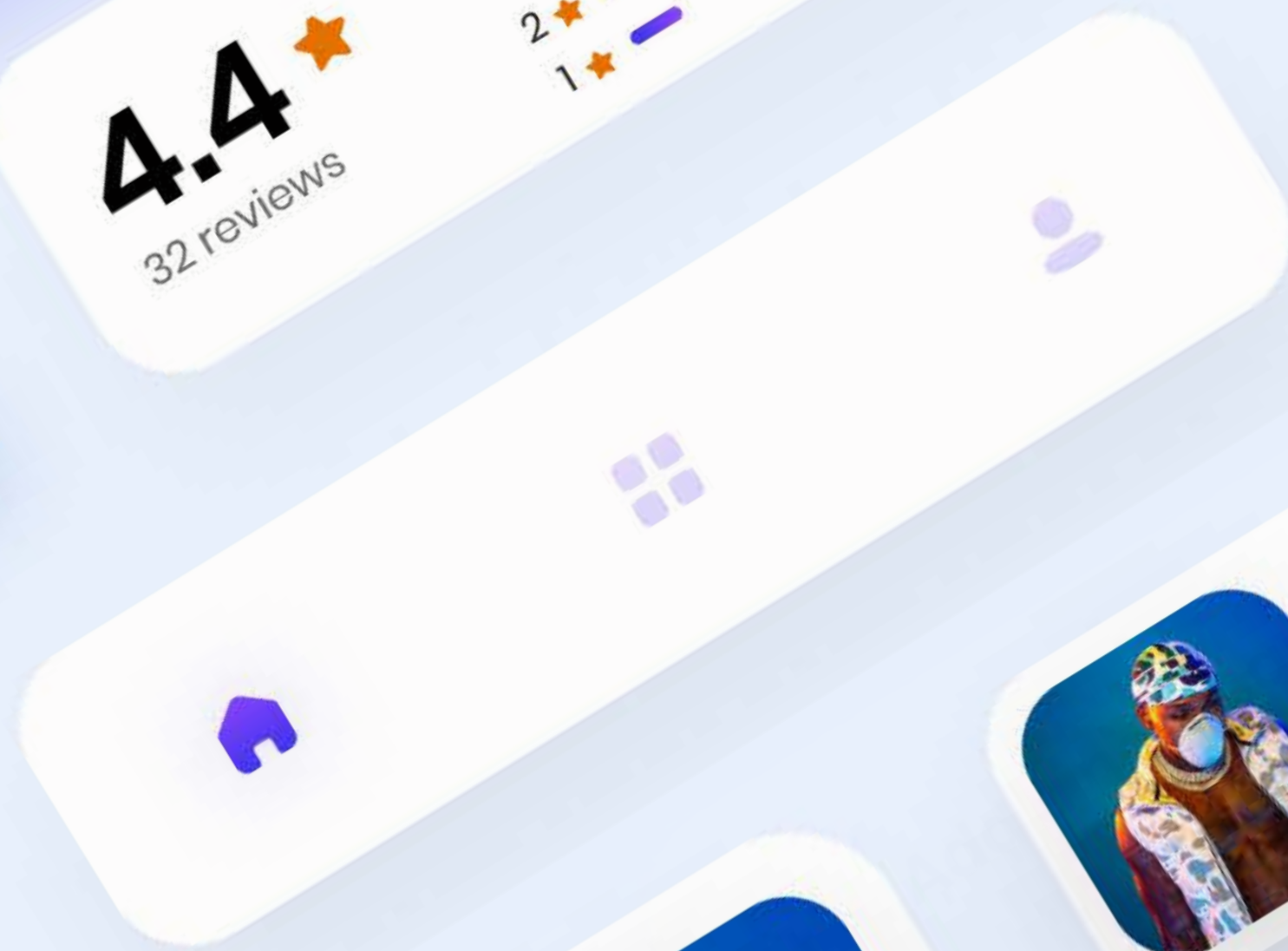
5 ★

4 ★

3 ★

2 ★

1 ★



A collage of various app icons and search bars. At the top left is a circular profile picture of a woman with blonde hair. Below it is a white search bar with a magnifying glass icon and the text "Search anything...". To the right of the search bar are two small square icons: one with a purple speech bubble and three dots, and another with a pink heart. Below these is a white card featuring a square icon of a pizza on a wooden board, with the text "Papa's Pizzeria" and "3.2km" below it. At the bottom is another white card featuring a square icon of a white coffee mug on a wooden surface, with the text "Coffee mug" and "Beautiful and durable" below it. The background is a light blue gradient with diagonal stripes.

A collage of various app icons and interface elements. At the top left is a circular profile picture of a woman with blonde hair. Below it is a white search bar with a magnifying glass icon and the text "Search anything...". To the right of the search bar are two small, rounded square icons: one with a purple speech bubble and three dots, and another with a pink heart. Below these is a large white rounded rectangle containing a square icon of a pizza on a wooden board, with bottles and glasses in the background. To the right of this icon is the text "Papa's Pizzeria" in bold, followed by a location pin icon and "3.2km". Below this is another white rounded rectangle containing a square icon of a white coffee mug on a wooden surface with some leaves. To the right of this icon is the text "Coffee mug" in bold, followed by "Beautiful and durable" in a smaller font. The background is a light blue gradient with diagonal stripes.



Papa's Pizzeria
3.2km

Coffee mug
Beautiful and durable

\$7.99

Papa's Pizzeria
3.2km

Coffee mug
Beautiful and durable

\$7.99

Papa's Pizzeria
3.2km

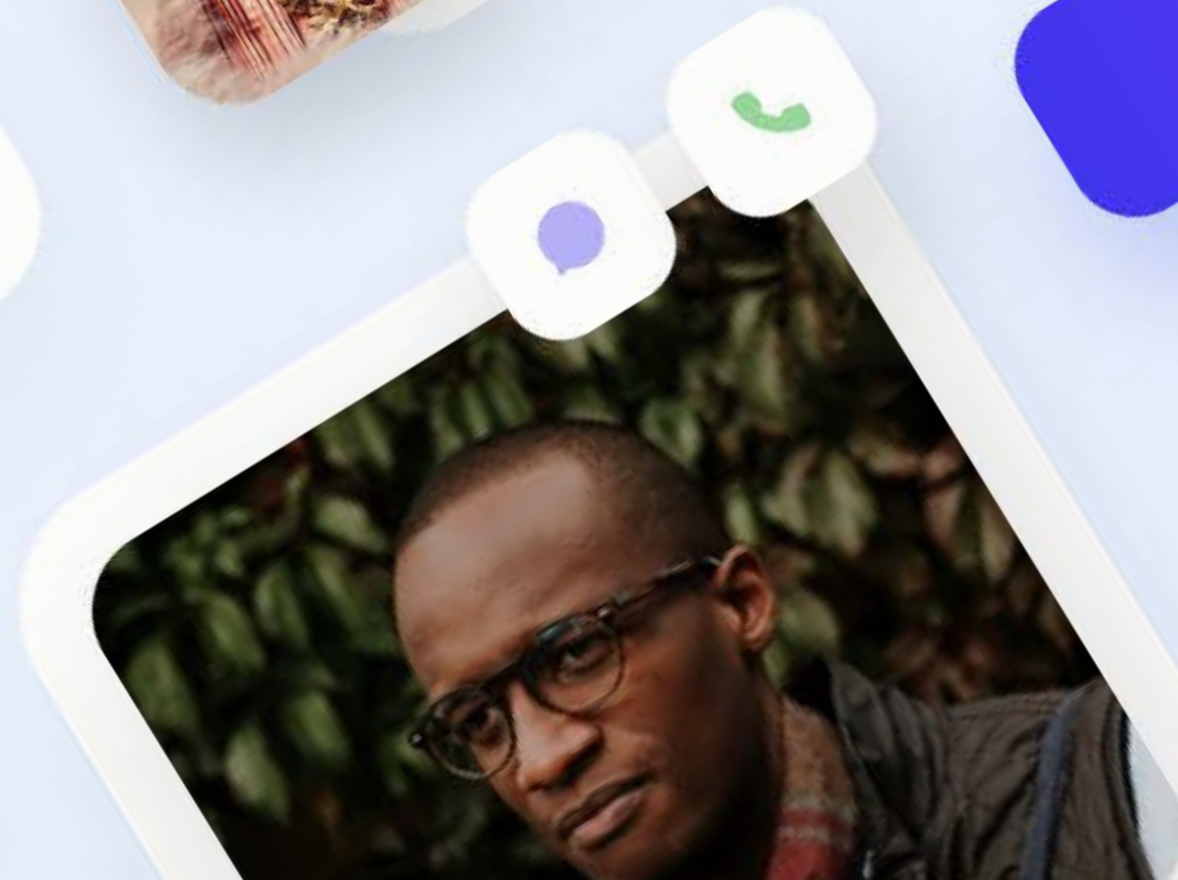
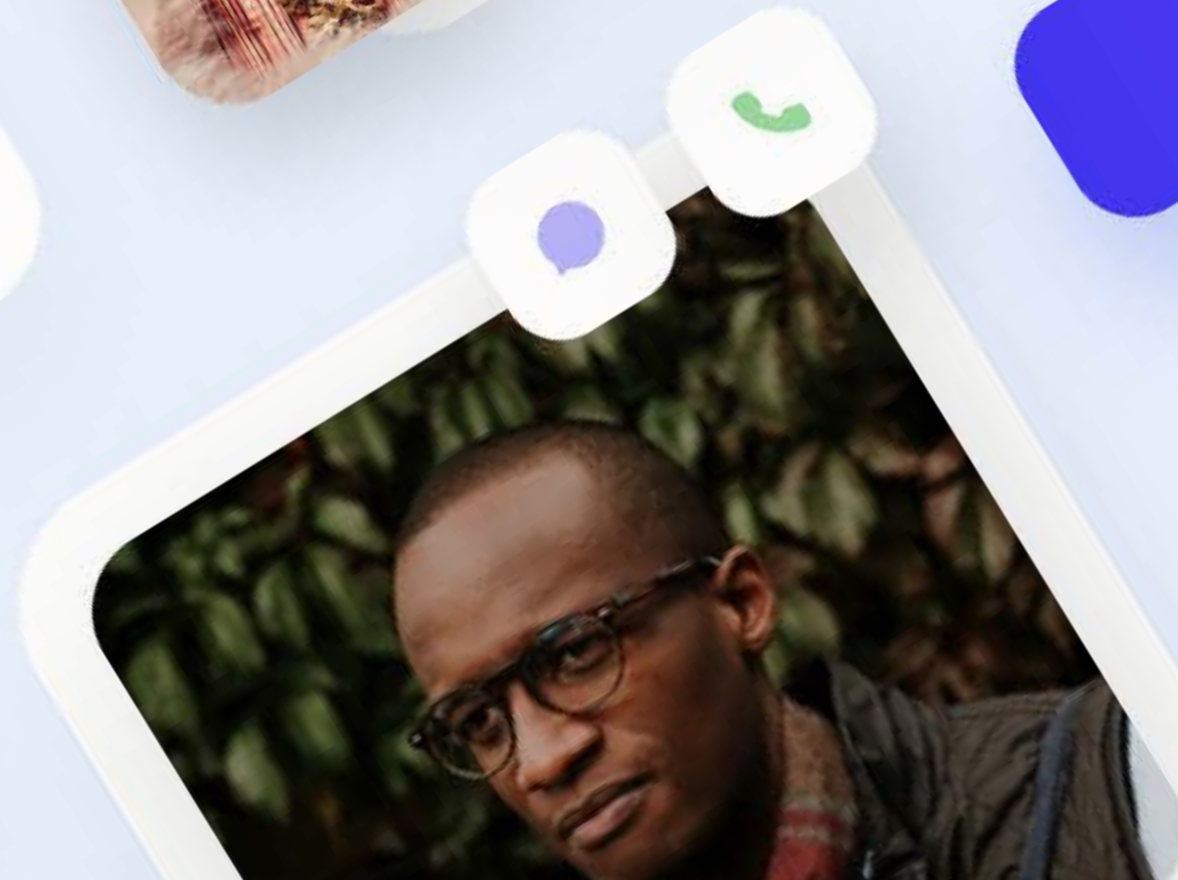
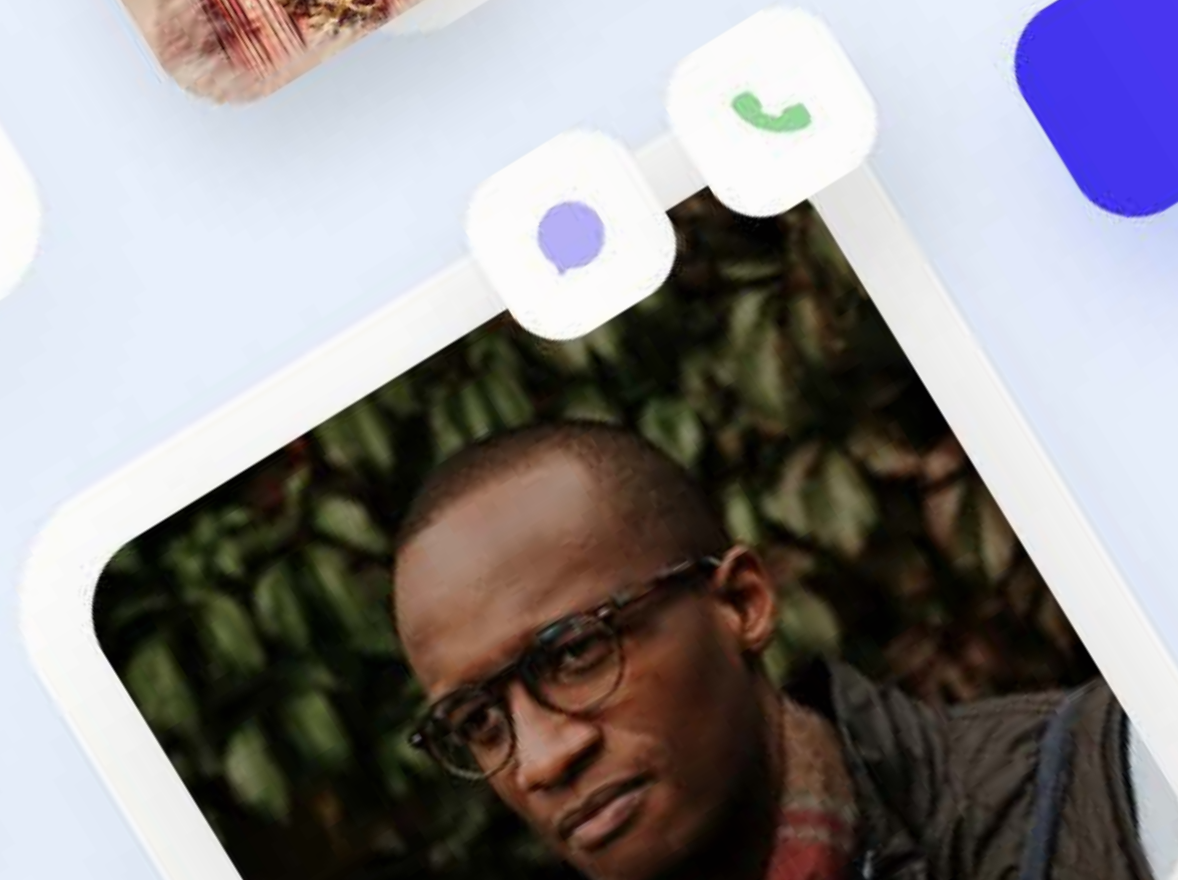
Coffee mug
Beautiful and durable

\$7.99

Button text

4.4 
32 reviews

4.4 
32 reviews

A white rounded square card with a sun icon, the number 27°, and the word 'Sunny'. The card is tilted and set against a light blue background with a purple gradient at the bottom right.A white rounded square card with a sun icon, the number 27°, and the word 'Sunny'. The card is tilted and set against a light blue background with a purple gradient at the bottom right.

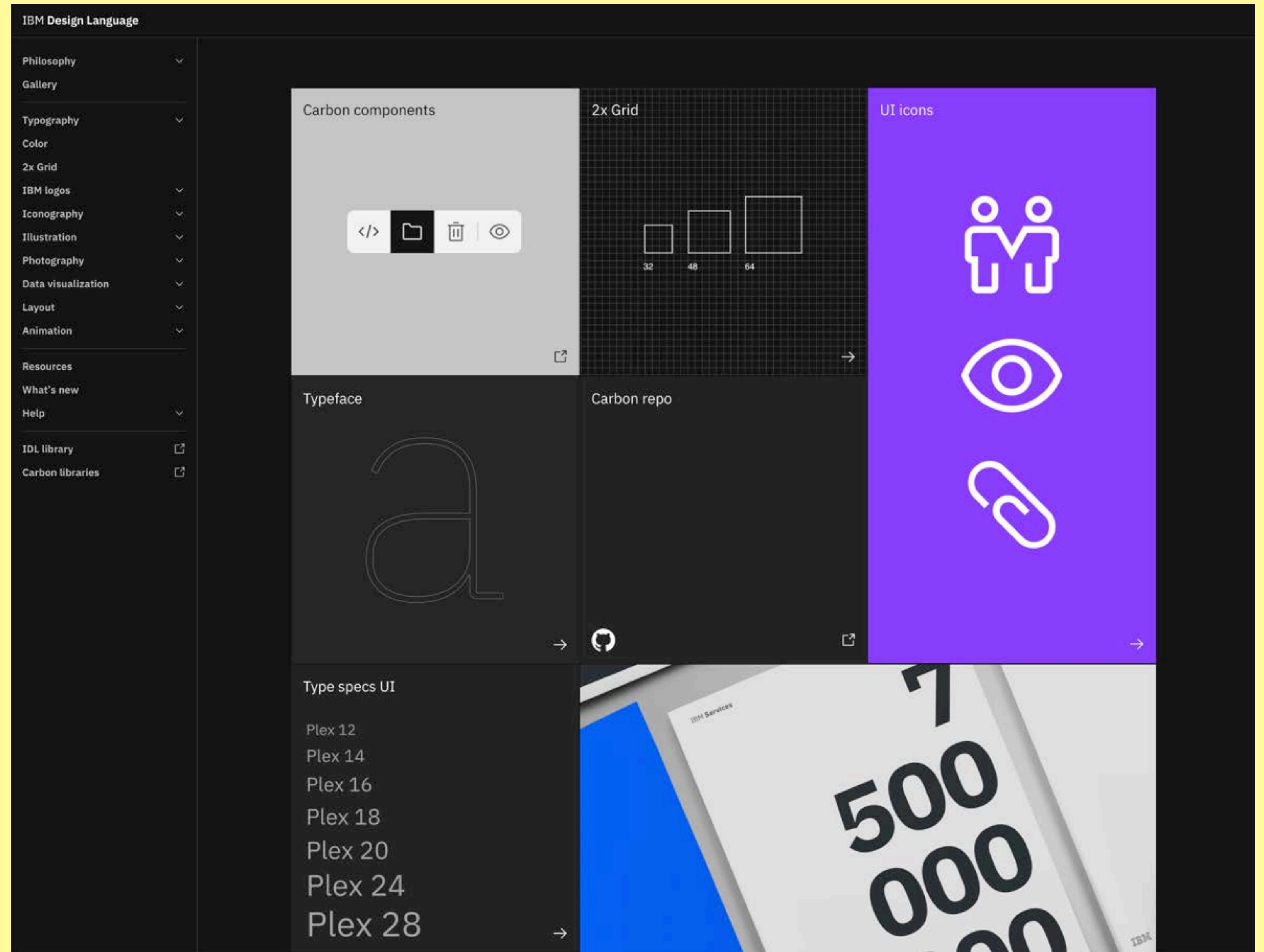
**DOCUMENTAÇÃO
DE DIRETRIZES E
PADRONIZAÇÕES**

"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



**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**

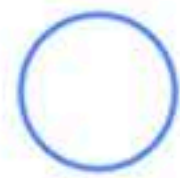
**Guiados por
banco de dados
e não por PDF**

**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

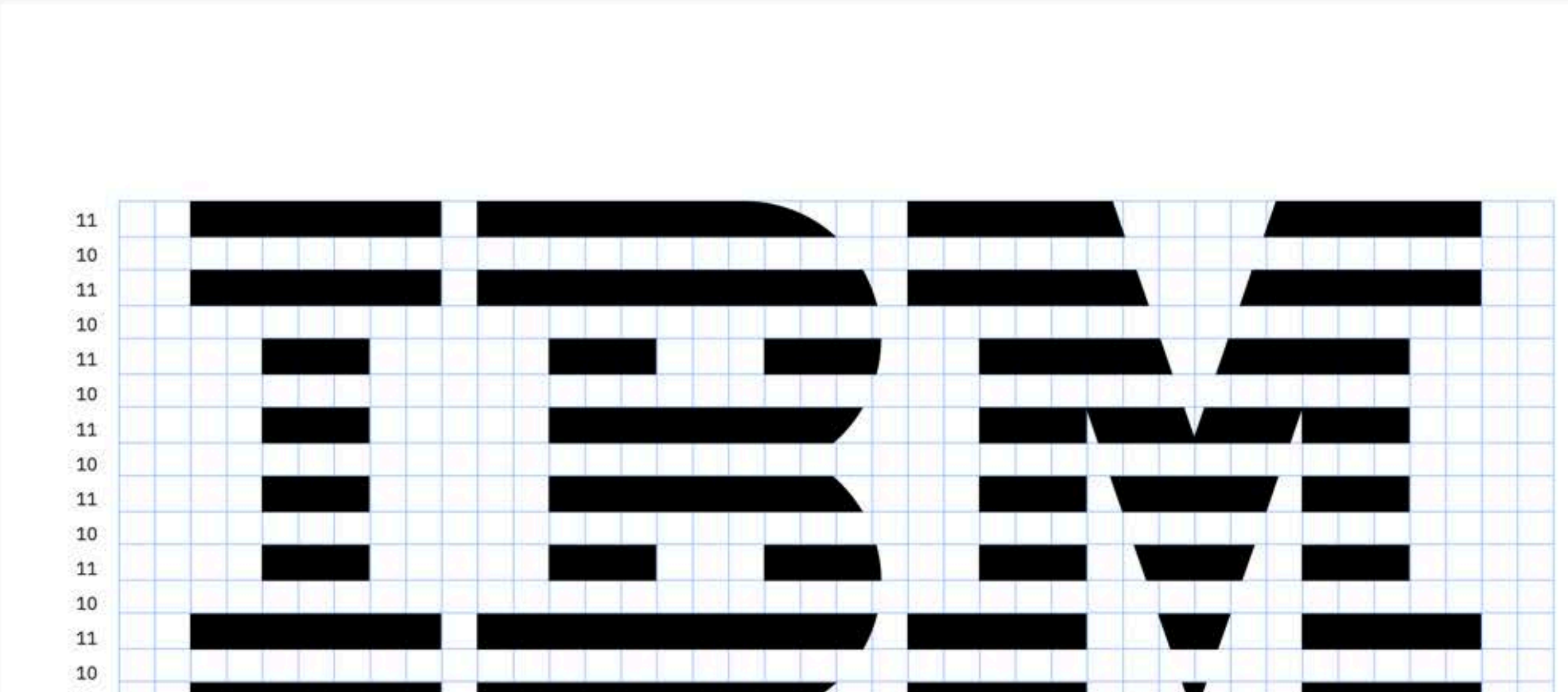
IDL library

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.



Cores

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
(g80)

HEX: 138849
RGB: 19 136 73

Notify
(y80)

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: 2548C3
RGB: 35 75 195

b10

HEX: F0F6FF
RGB: 240 246 255

r90

HEX: 941618
RGB: 149 22 24

r80

HEX: B22426
RGB: 178 36 38

r40

HEX: F5808F
RGB: 245 127 143

m70

HEX: 7ED8A3
RGB: 118 216 163

t70

HEX: 20DAE4
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

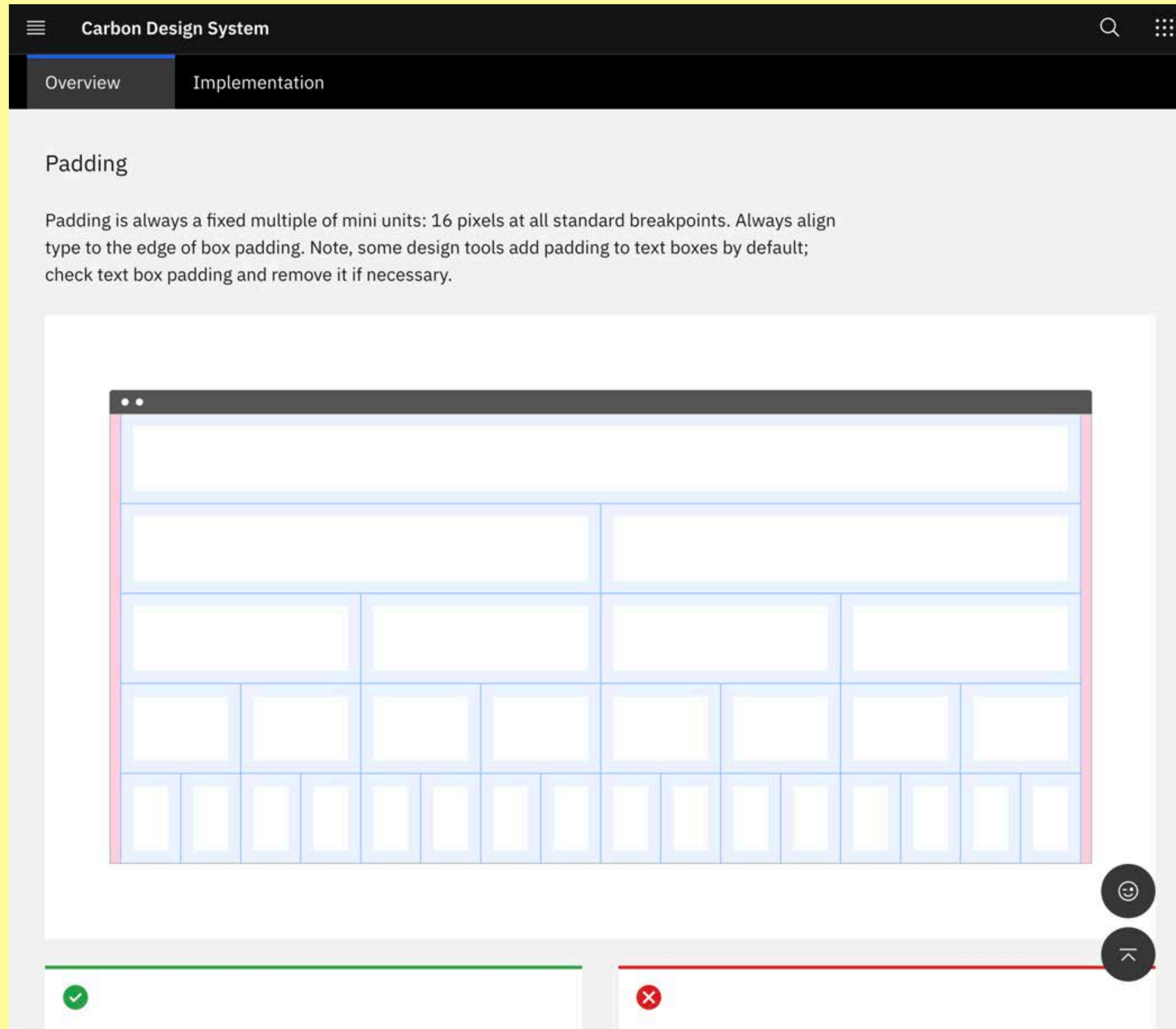
Line-height: 64px / 4em

Weight: 300 / Light

Letter-spacing: 0px

\$productive-heading-07

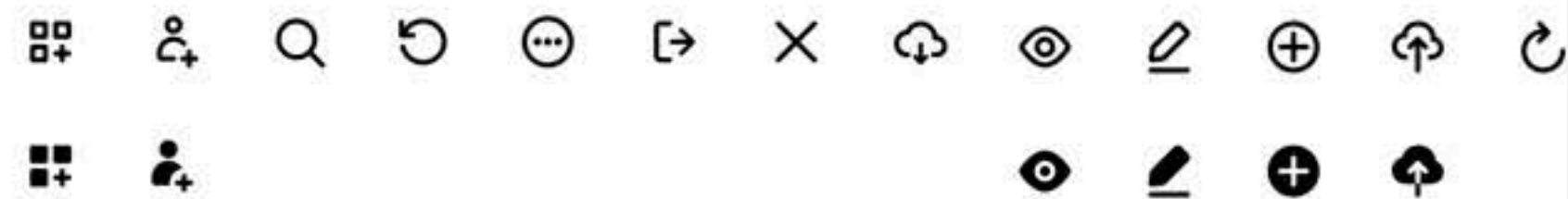
Grid



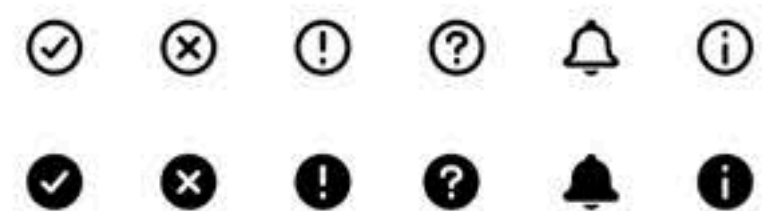
Iconografia

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.

 $2p_x$

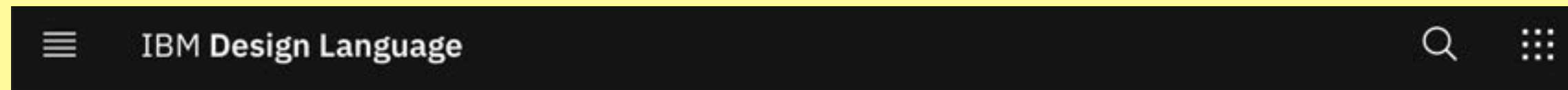
4px

6px

Full circle

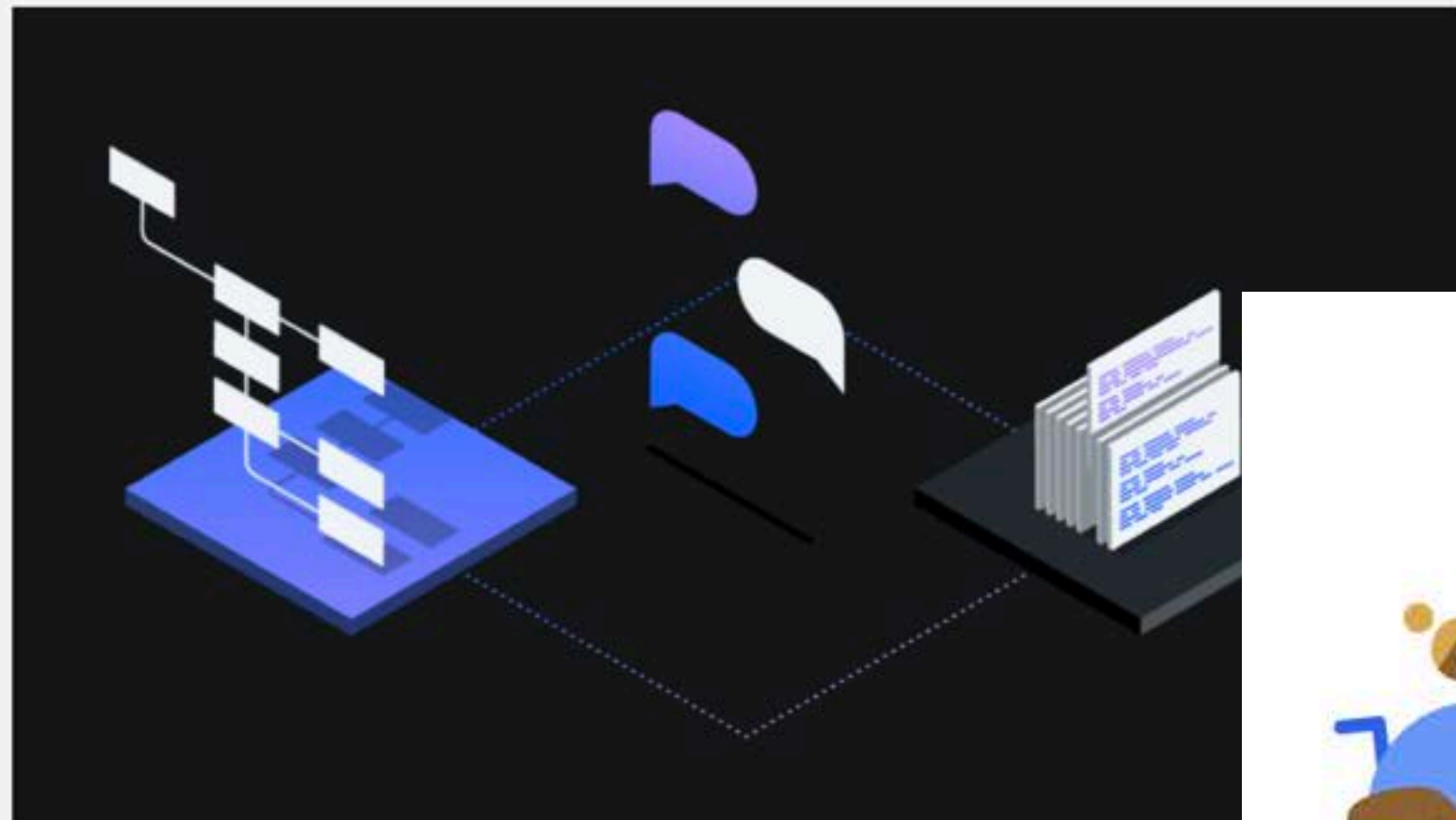


Ilustrações



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

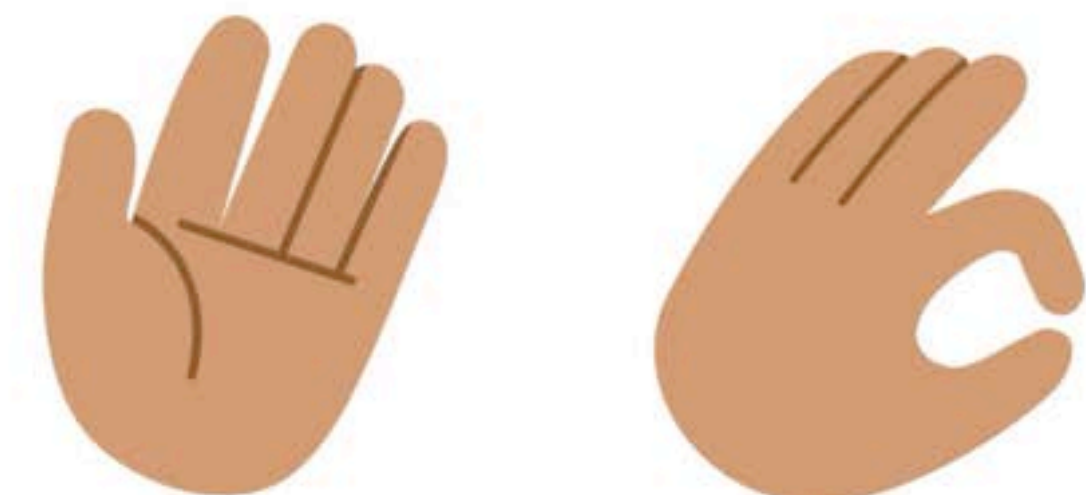
Speech bubble

They can be used to help telling a story

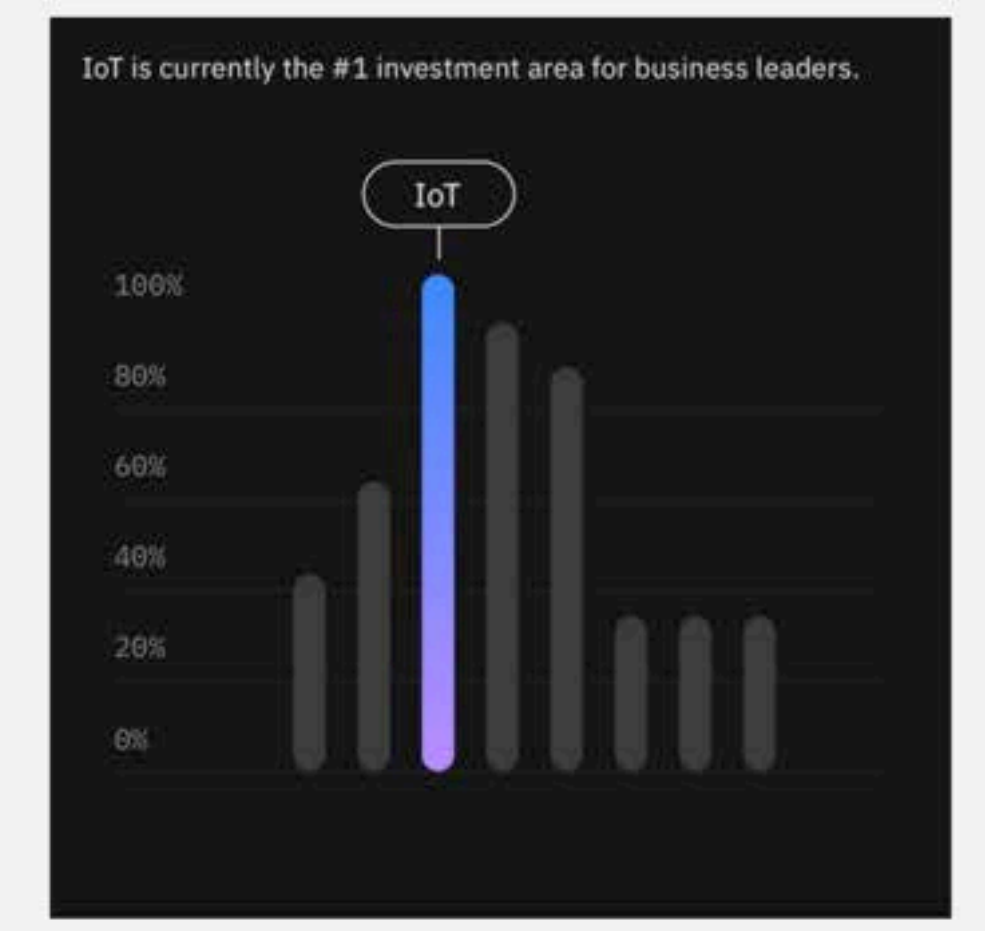
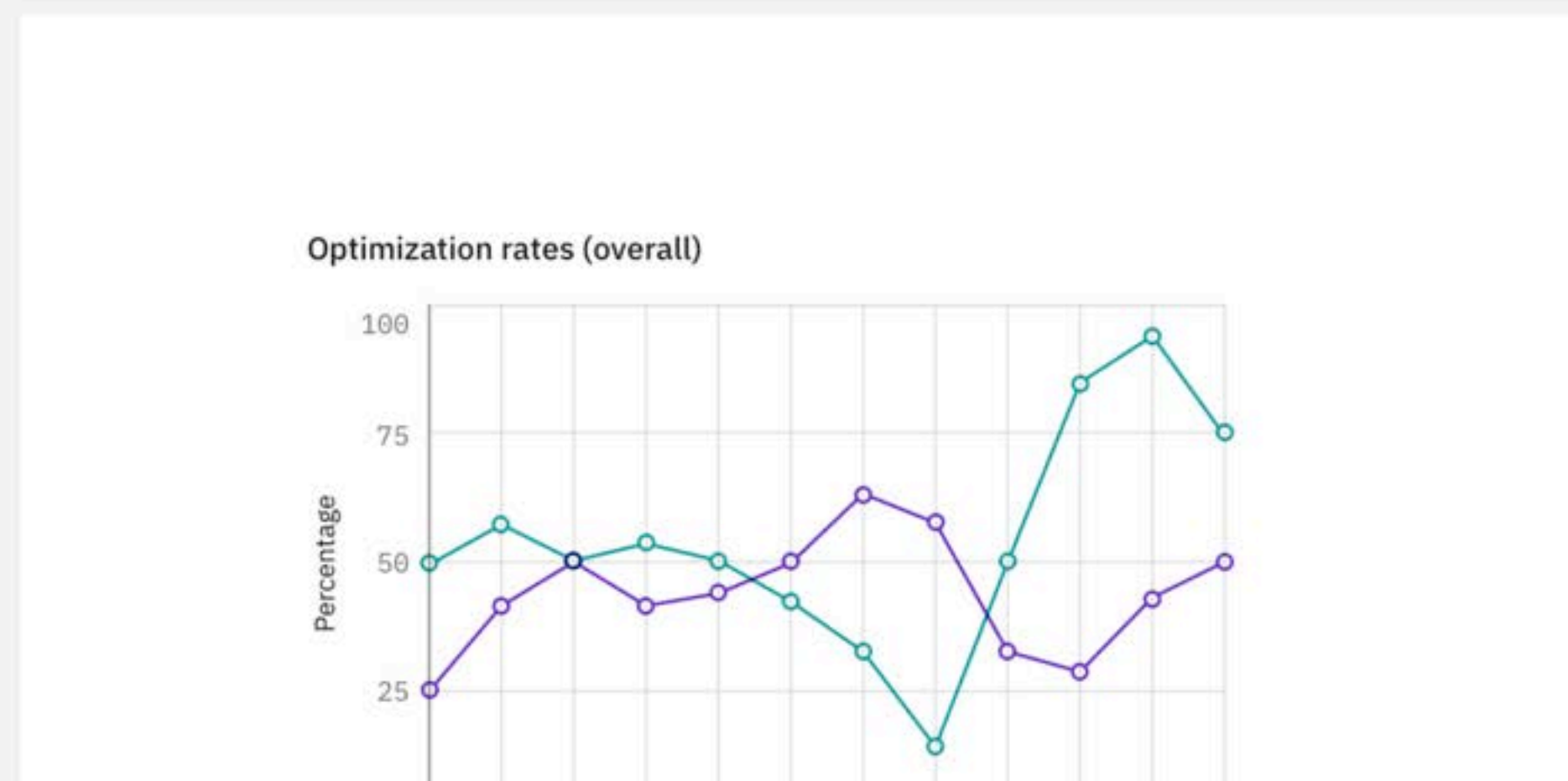
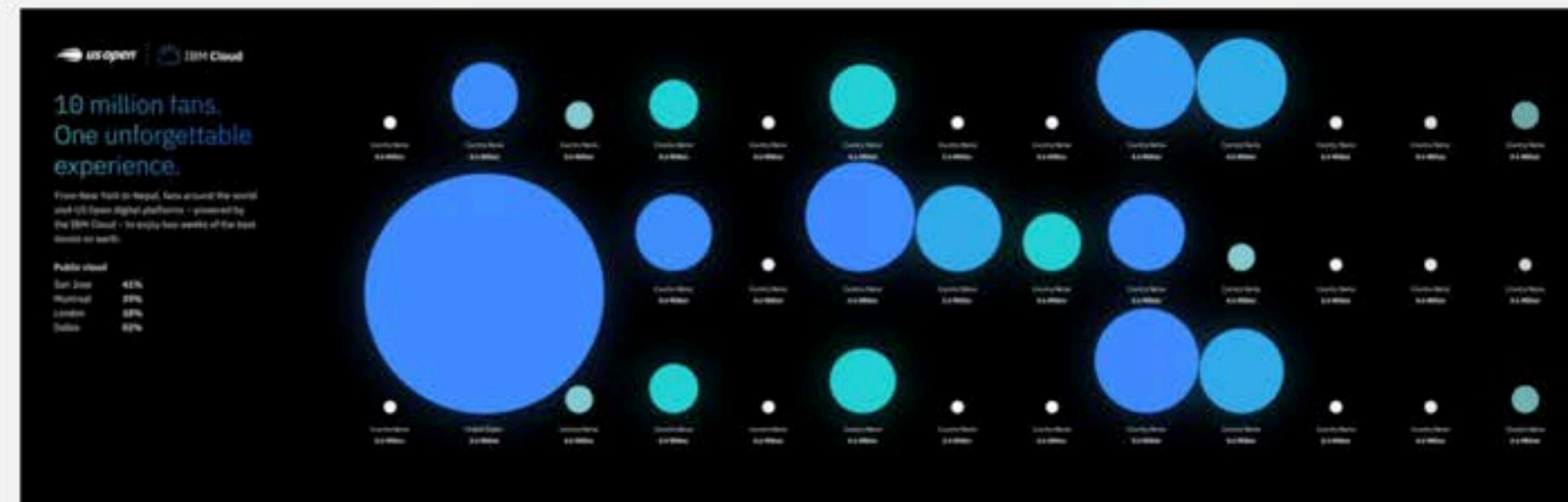
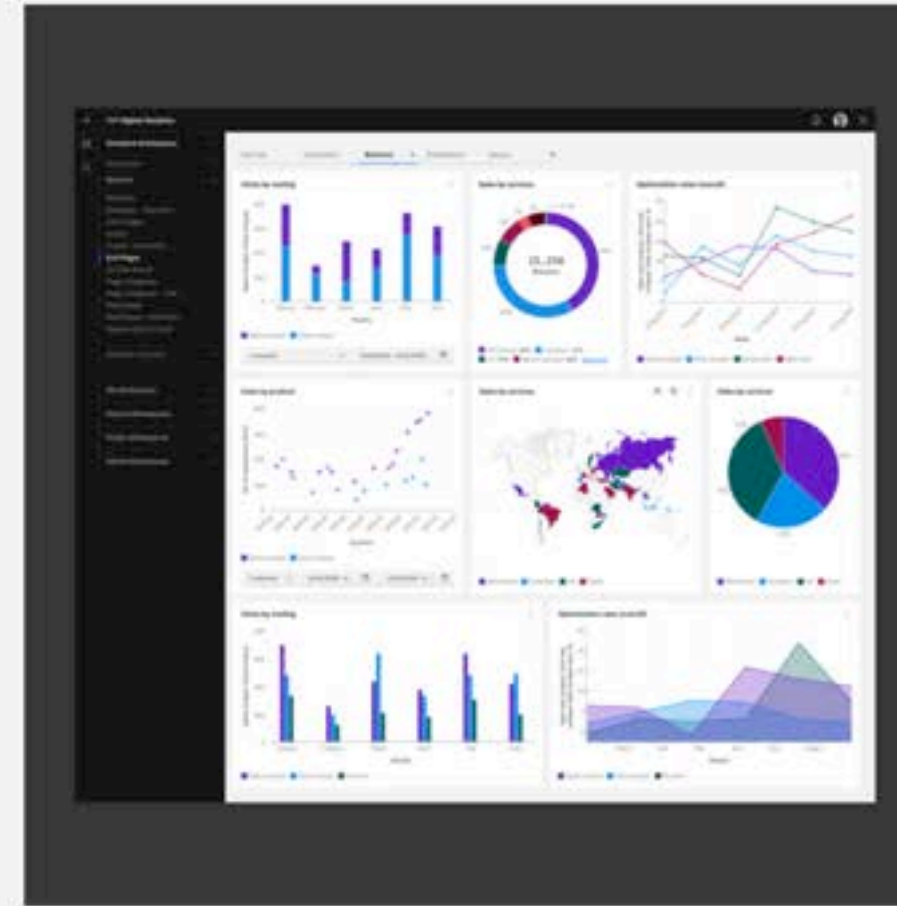
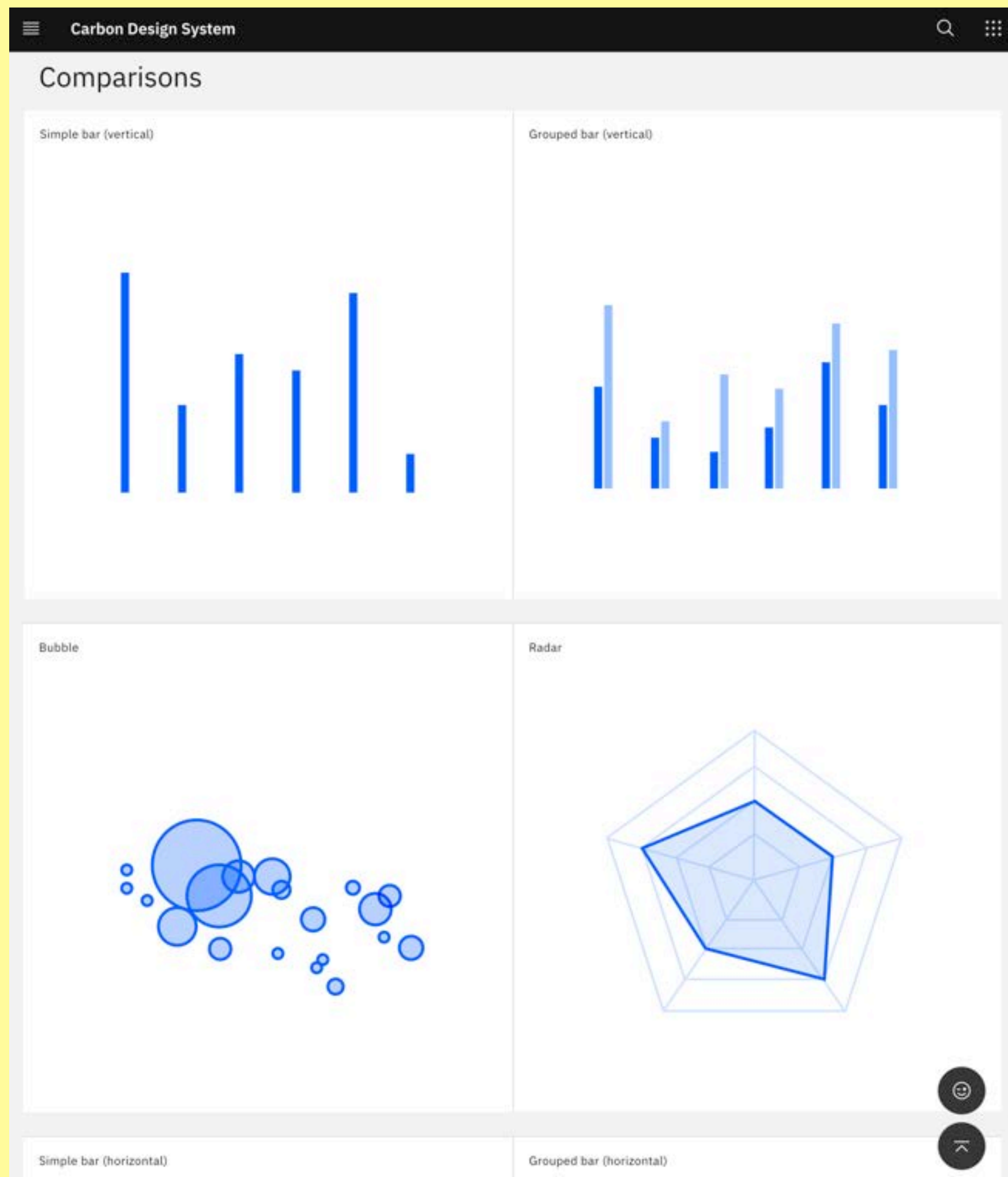


Hands

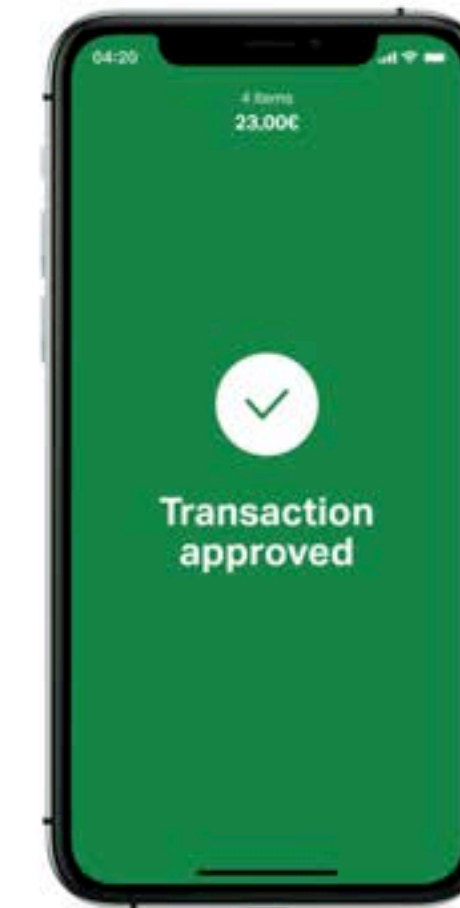
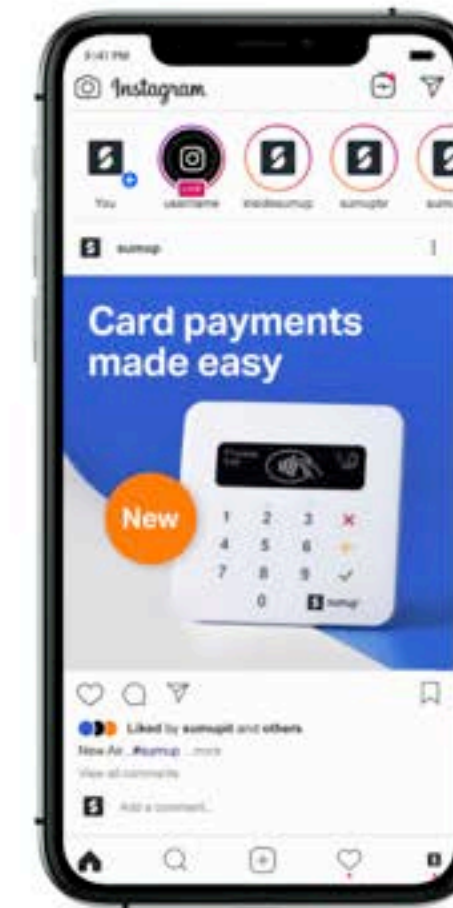
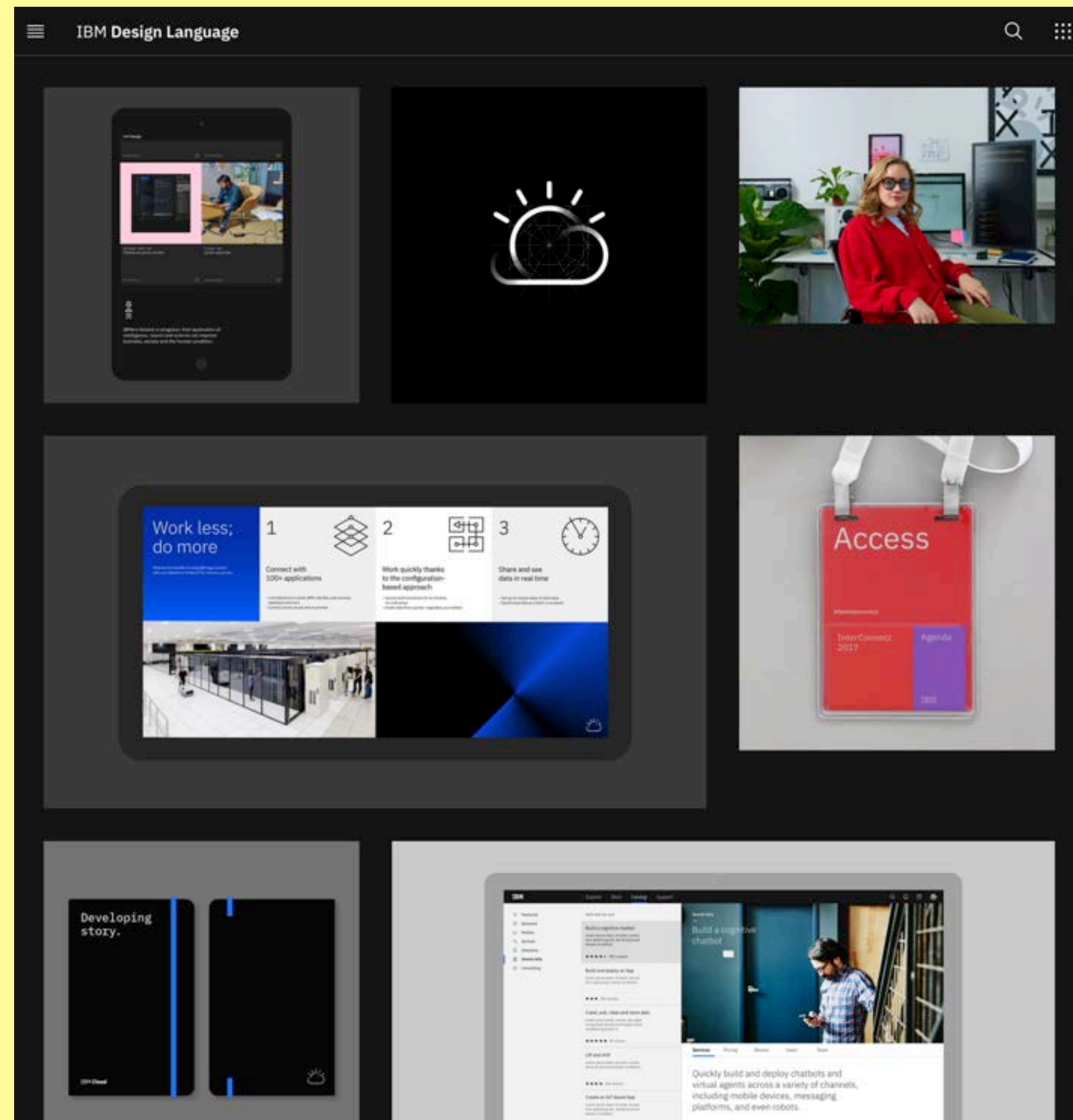
They remain simple, friendly and natural. Hand gestures are used to share emotions or give sense to an animation.



Visualização de dados



Exemplos (Galeria)



Recursos (Downloads)

Libraries, Templates & Downloads

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

Commerce

Account

Apple

Basketball

Download SVG

bat

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 |
| | |

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)



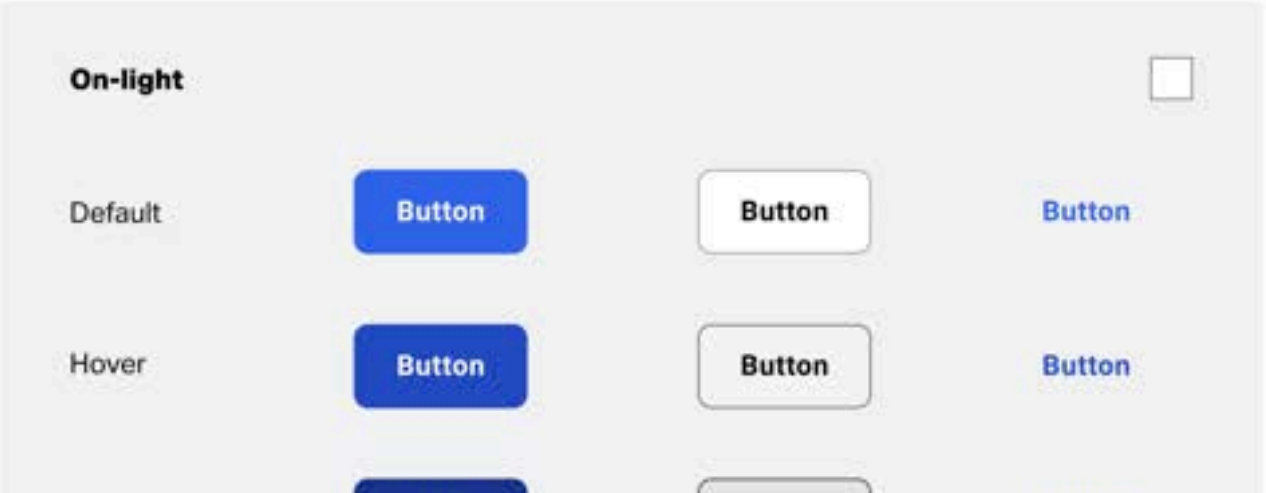
Tertiary button

Kilo



Primary, secondary, tertiary button

States



Ajuda

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

BCA escola
britânica
de artes
criativas

UI DESIGN

PARA WEB

16.3

CURSO ONLINE CRIADO POR

THIAGO BARCELOS

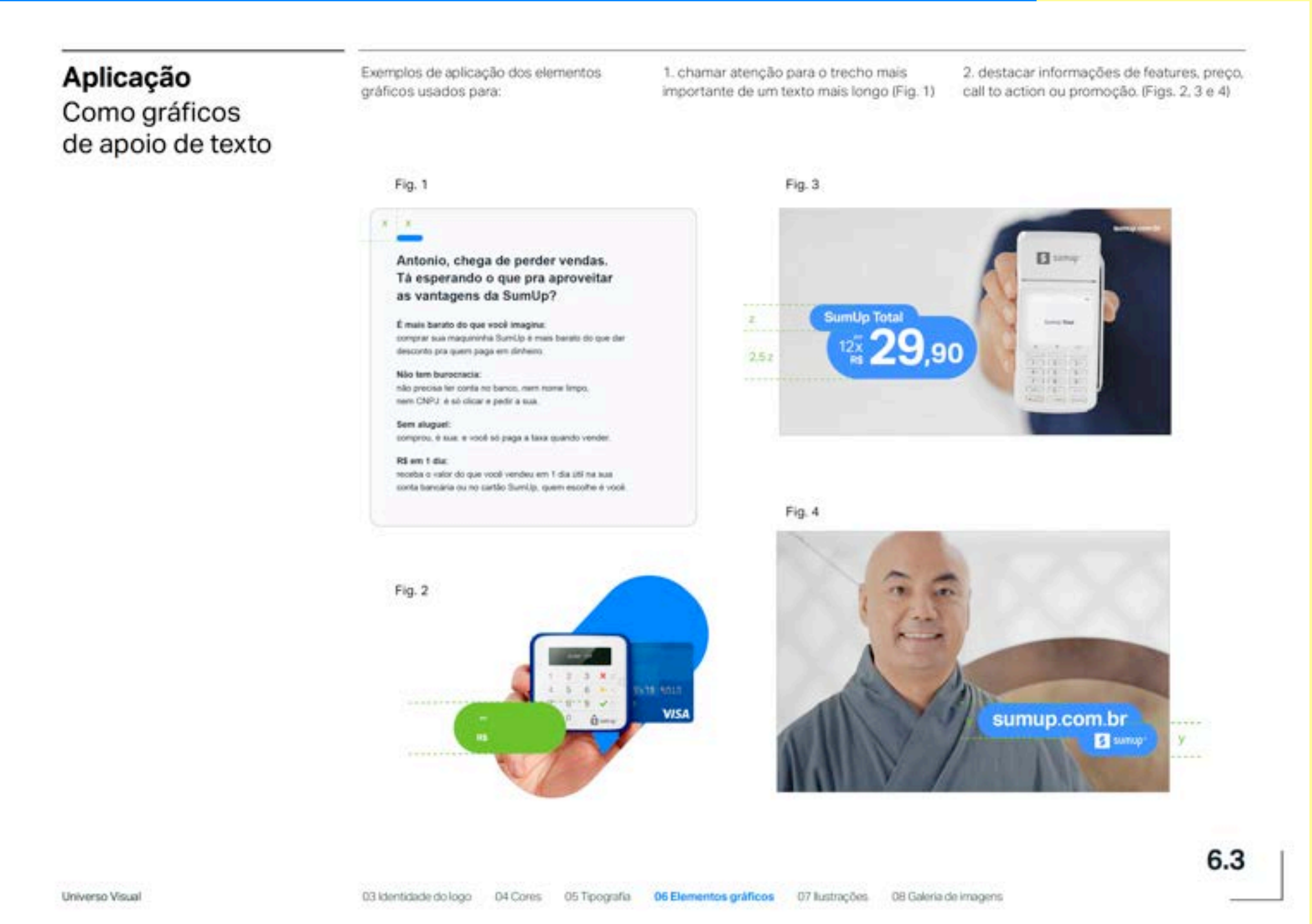
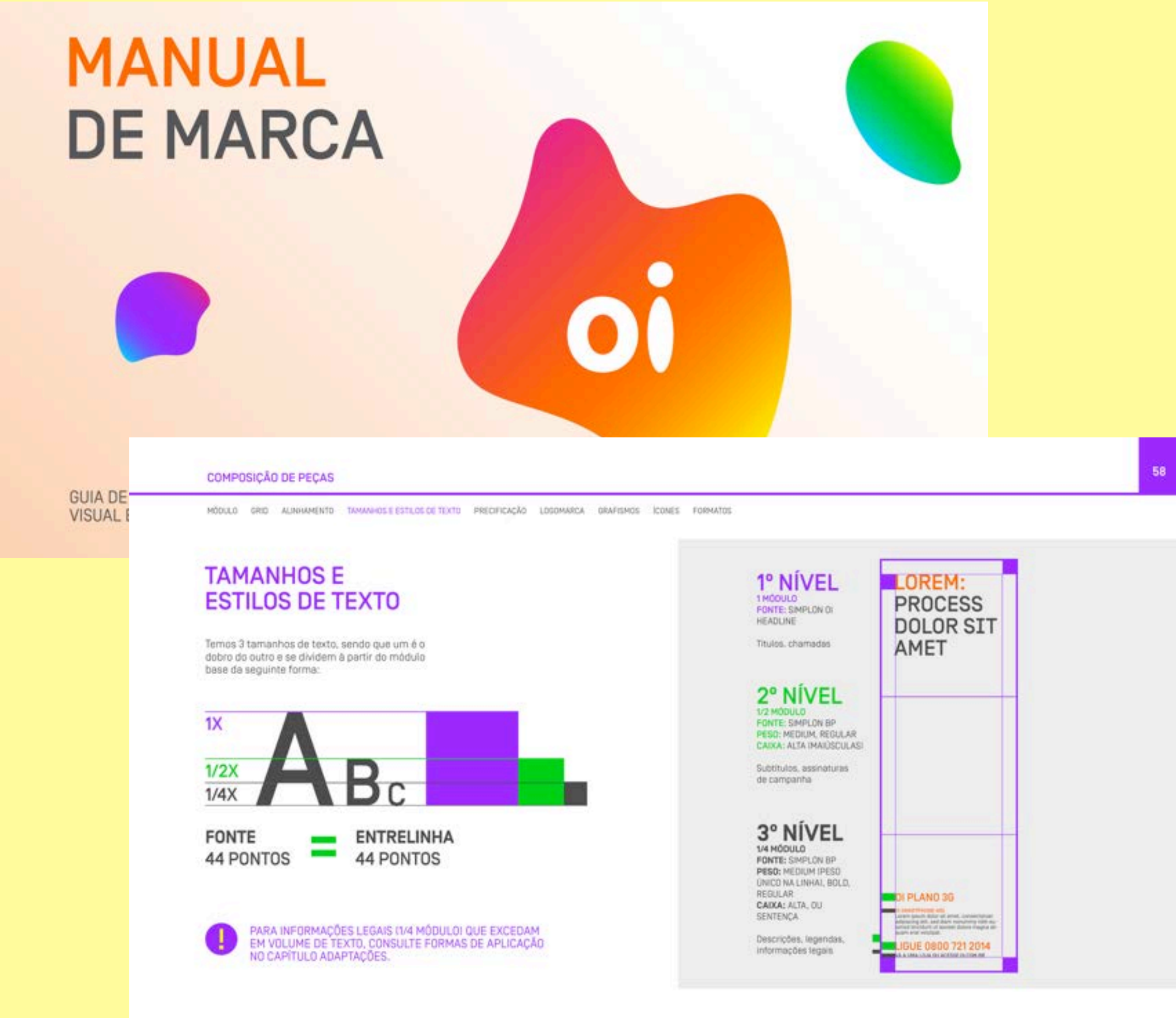
IBCC escola
britânica
de artes
criativas

Módulo #16

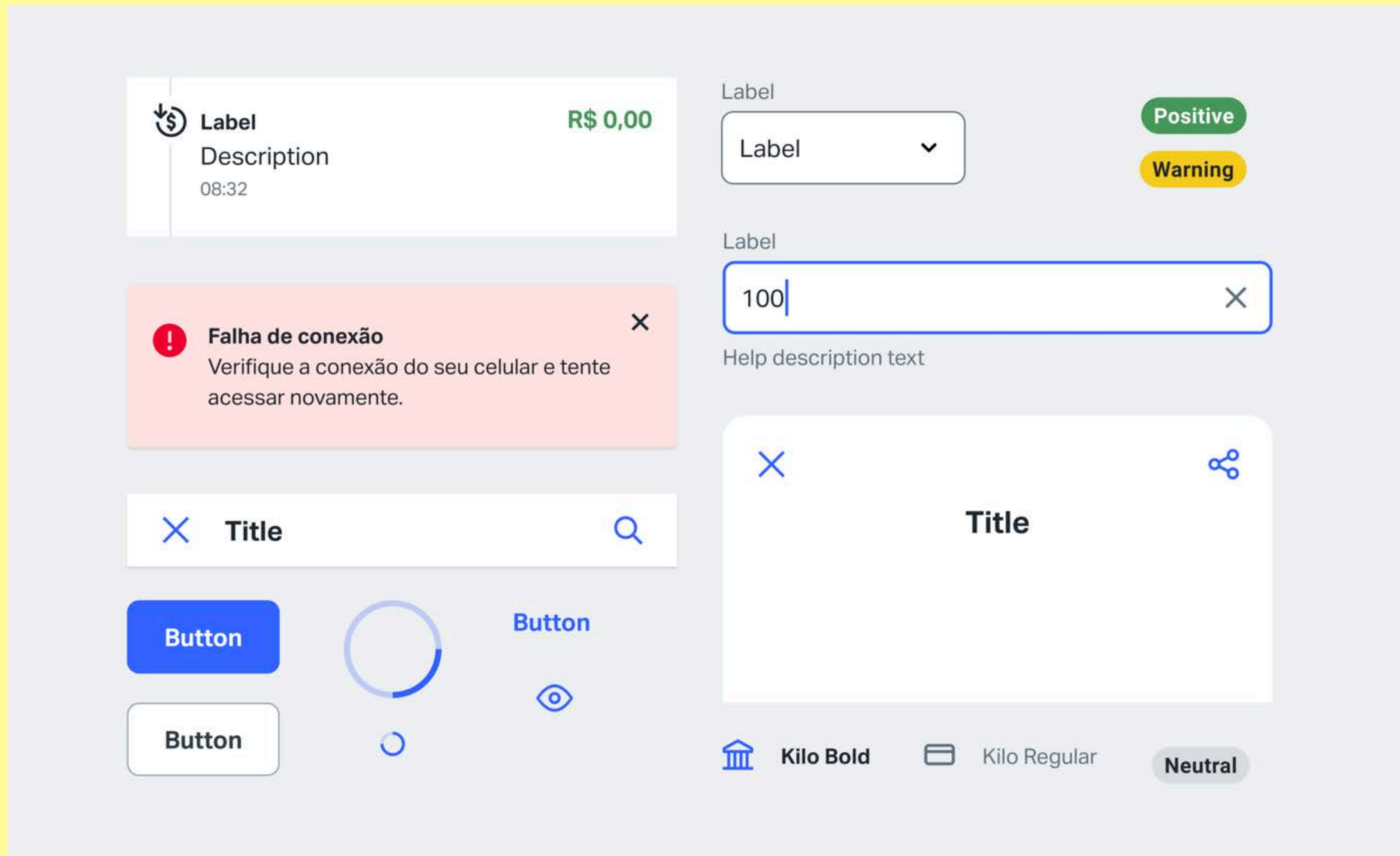
Documentação e guias de estilo

**CONSTRUINDO UM
STYLE GUIDE DE
PRODUTO DIGITAL**

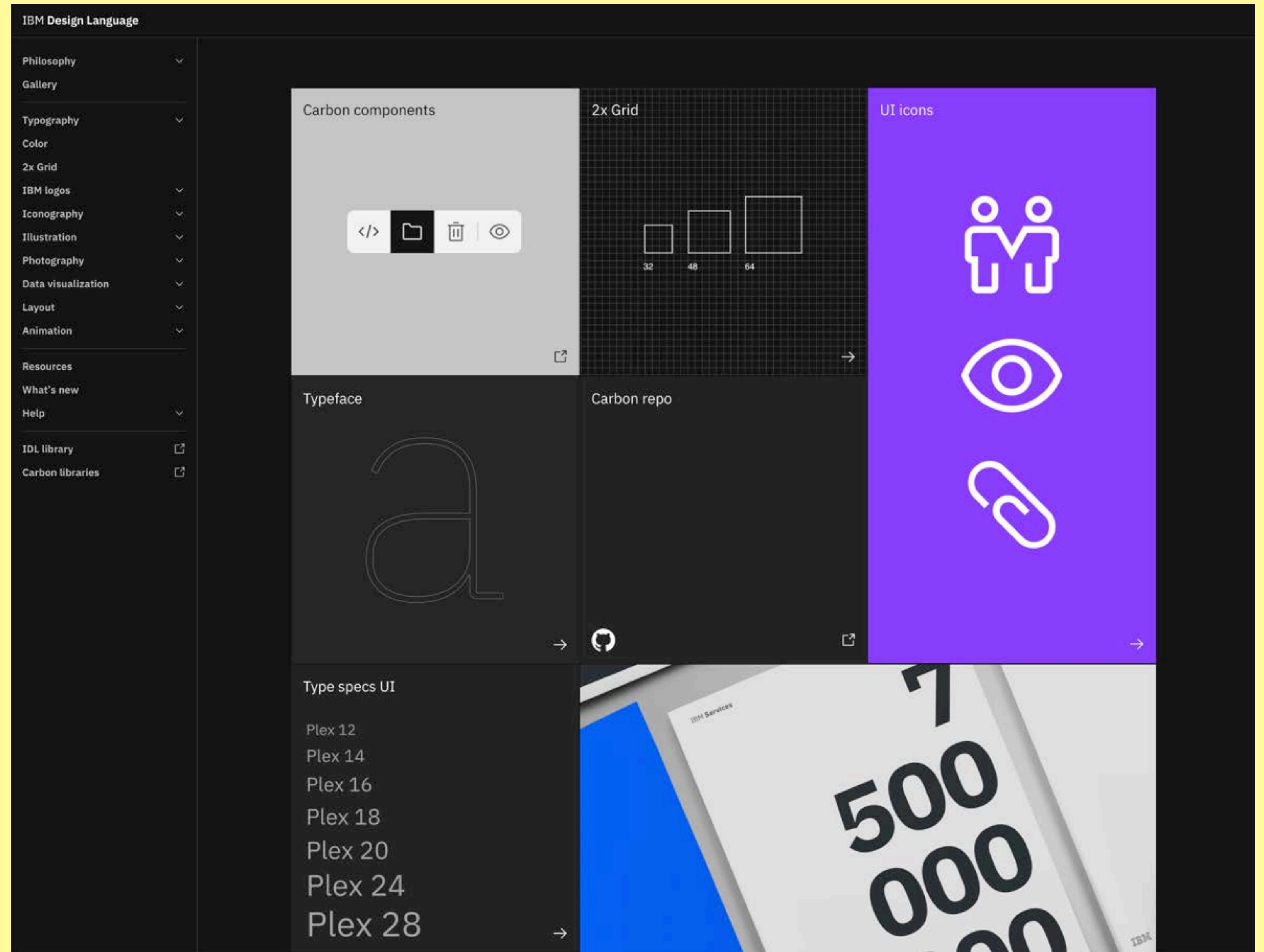
Manual de marca



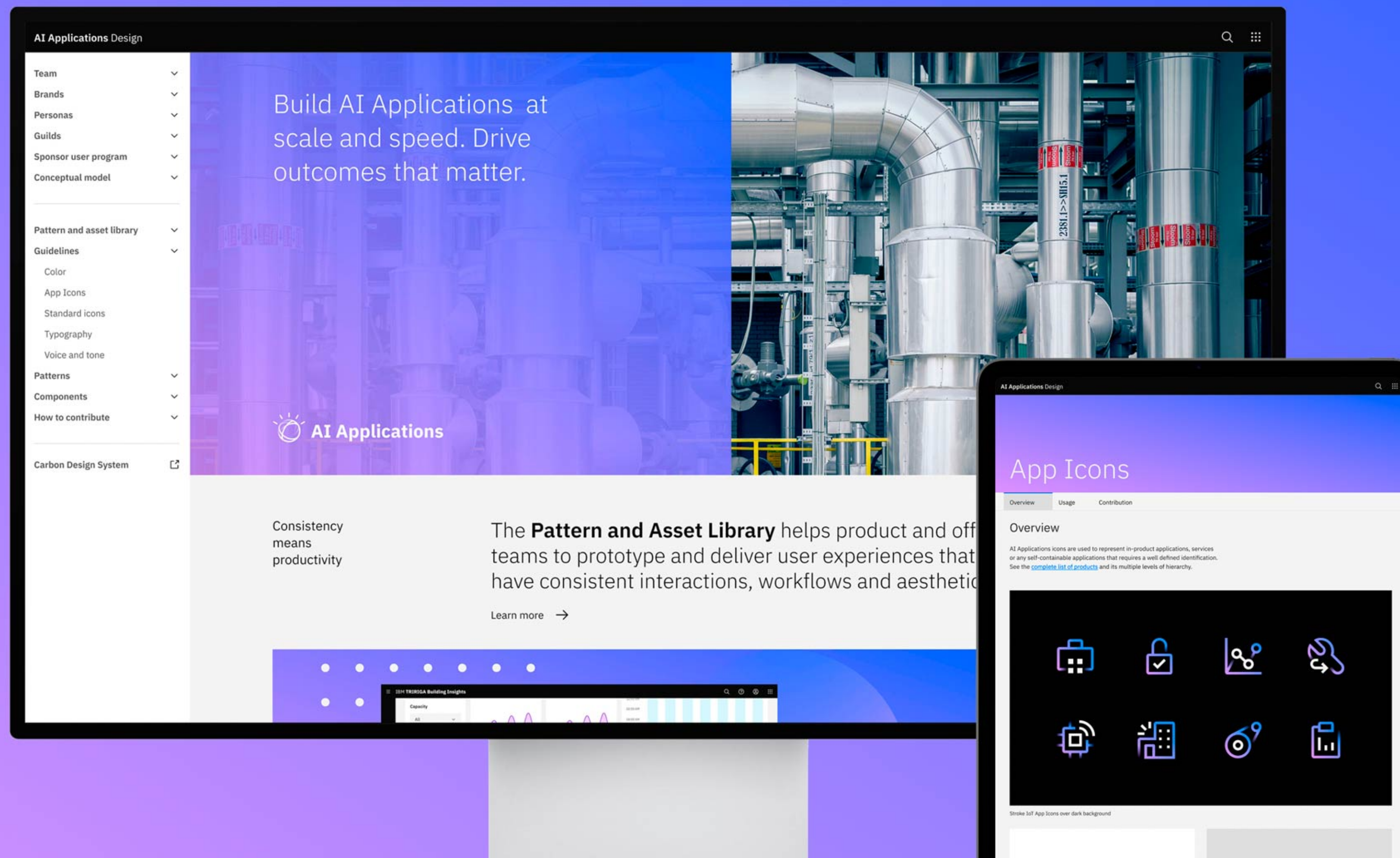
Bibliotecas de componentes (UI kit)



Diretrizes de estilo



IBM AI Applications design guidelines



DESIGN SYSTEMS

BCA escola
britânica
de artes
criativas