## judobank Judo Design Language

### Firstly, what actually constitutes a language?

"[4.] any set or system of such symbols as used in a more or less uniform fashion by a number of people, who are thus enabled to communicate intelligibly with one another."

"[5.] any system of formalized symbols, signs, sounds, gestures, or the like used or conceived as a means of communicating thought, emotion, etc."

### So what we're saying is...

In order to call a set of designs a "design language", they need to have a formal, unified system of meanings as a way to intelligibly communicate with our users.

## Why do we need a design language?

## Why do we need a design language?



### What is the goal of the Judo Design Language?

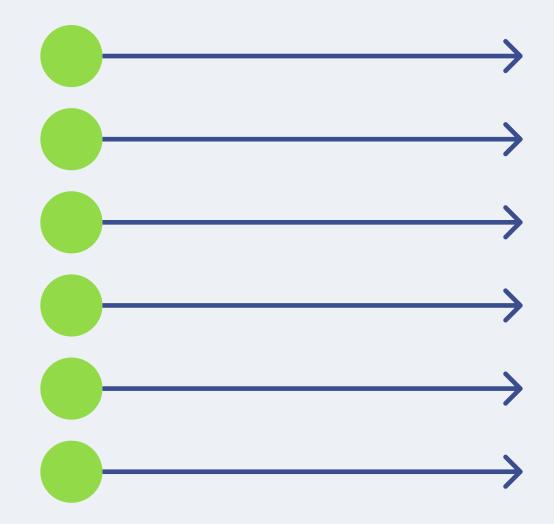
The goal of a design language is to create a cohesive and meaningful design that helps users to understand the purpose and function of a product, while also conveying the values and personality of the brand.

### How does a Design Language help Judo scale?

- 1. Efficiency
- 2. Scalability
- 3. Consistency
- 4. Collaboration

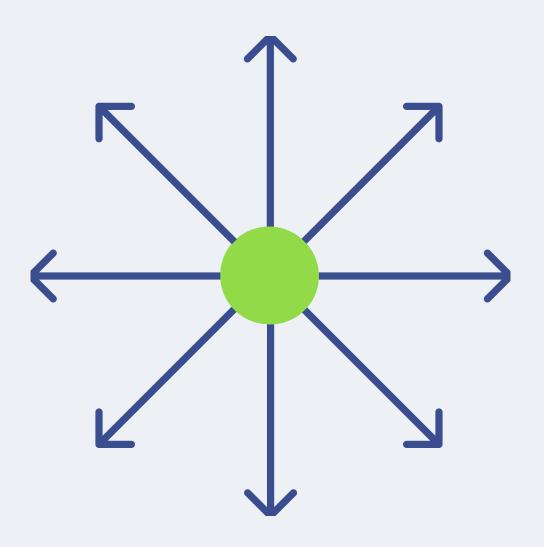
### **1. Efficiency**

With a design language in place, designers and developers can work more efficiently and effectively. They don't need to reinvent the wheel with every new project, as the design language provides a library of pre-approved design elements and components that can be reused across different products and services. This can save a lot of time and effort, especially as a business scales and takes on more projects.



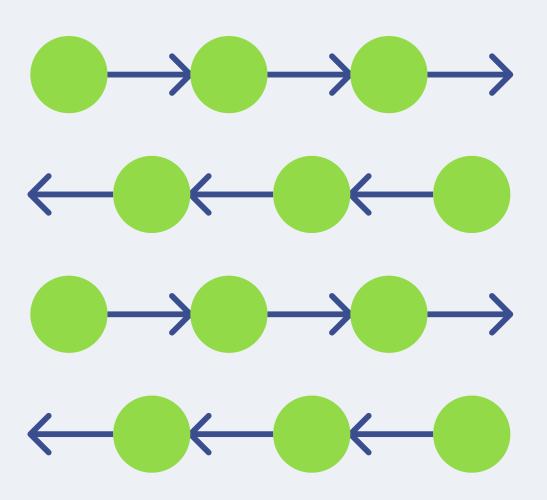
### 2. Scalability

As Judo grows and expands, a design language can help ensure that the design and user experience of its products and services can scale along with it. By providing a consistent foundation for design, a design language can make it easier to add new features and functionality to existing products, or to launch new products and services that fit seamlessly into the business's overall brand and experience.



### **3. Consistency**

A design language provides a set of guidelines, principles, and standards that help ensure consistency in the design and user experience across all products and services. This consistency helps build brand recognition and trust, which can be particularly important as a business grows and expands into new markets.



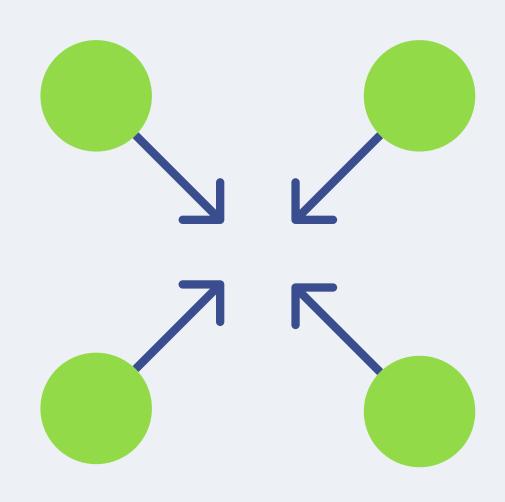
## Understanding the Design Language

## Understanding the Design Language



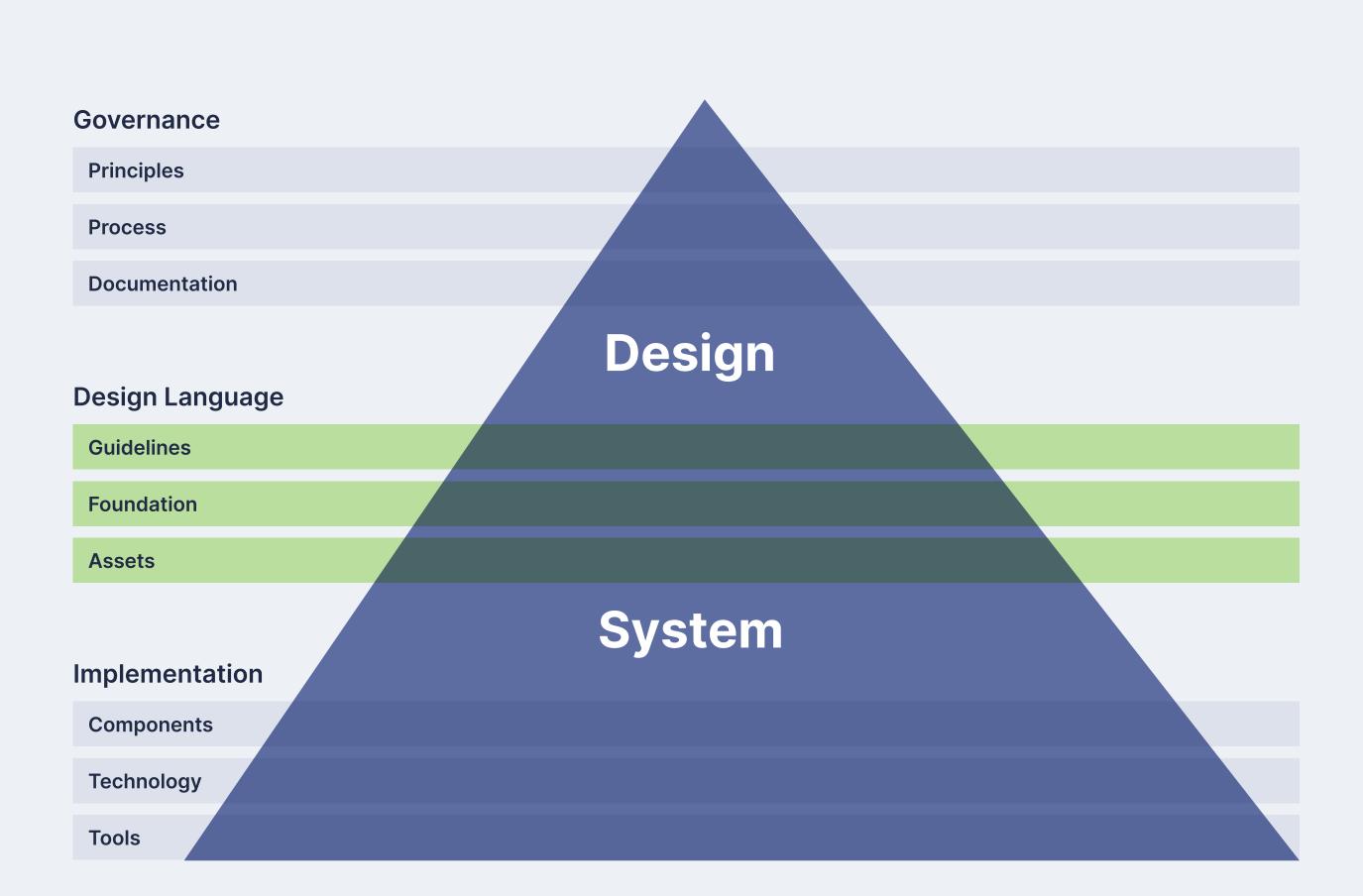
### 4. Collaboration

A design language can also facilitate collaboration across different teams and departments within a business. When everyone is working from the same set of design guidelines and principles, it becomes easier to communicate and share ideas, leading to better outcomes and faster project completion times.



### What's the difference between a Design Language and a Design System?

A design language typically exists within a design system or style guide, providing product teams with guidelines, usage, and instructions.



### How does a Design Language fit into a Design System?

A Design Language is one piece of the entire Design System Ecosystem Documentation

Components

**PROCESSES** 

STYLE GUIDE

**Dev Standards** 

Tone & Voice

**CONTENT STRATEGY** 

**UI PRESENTATION LAYER** 

Design Assets

Design Guidelines

DESIGN LANGUAGE

BRAND

Design Foundation

### Design Assets

### **DESIGN LANGUAGE**

Design Foundation

### Design Guidelines



### Design Assets

### **DESIGN LANGUAGE**

Design Foundation

### Design Guidelines







**Content Guidelines** 

**Visual Guidelines** 



### BRAND

### Design Guidelines



**Content Guidelines** 

**Visual Guidelines** 

## IGN LANGUAGE





### **Motion Guidelines**

## Design Foundation





Colour

Туре

Grid





Spacing

**Radius** 



Depth

## The evolving Judo Design Language

## The evolving Judo Design Language





Illustrations

Design Assets



Icons



### Components

PROCESSES

Dev Standards

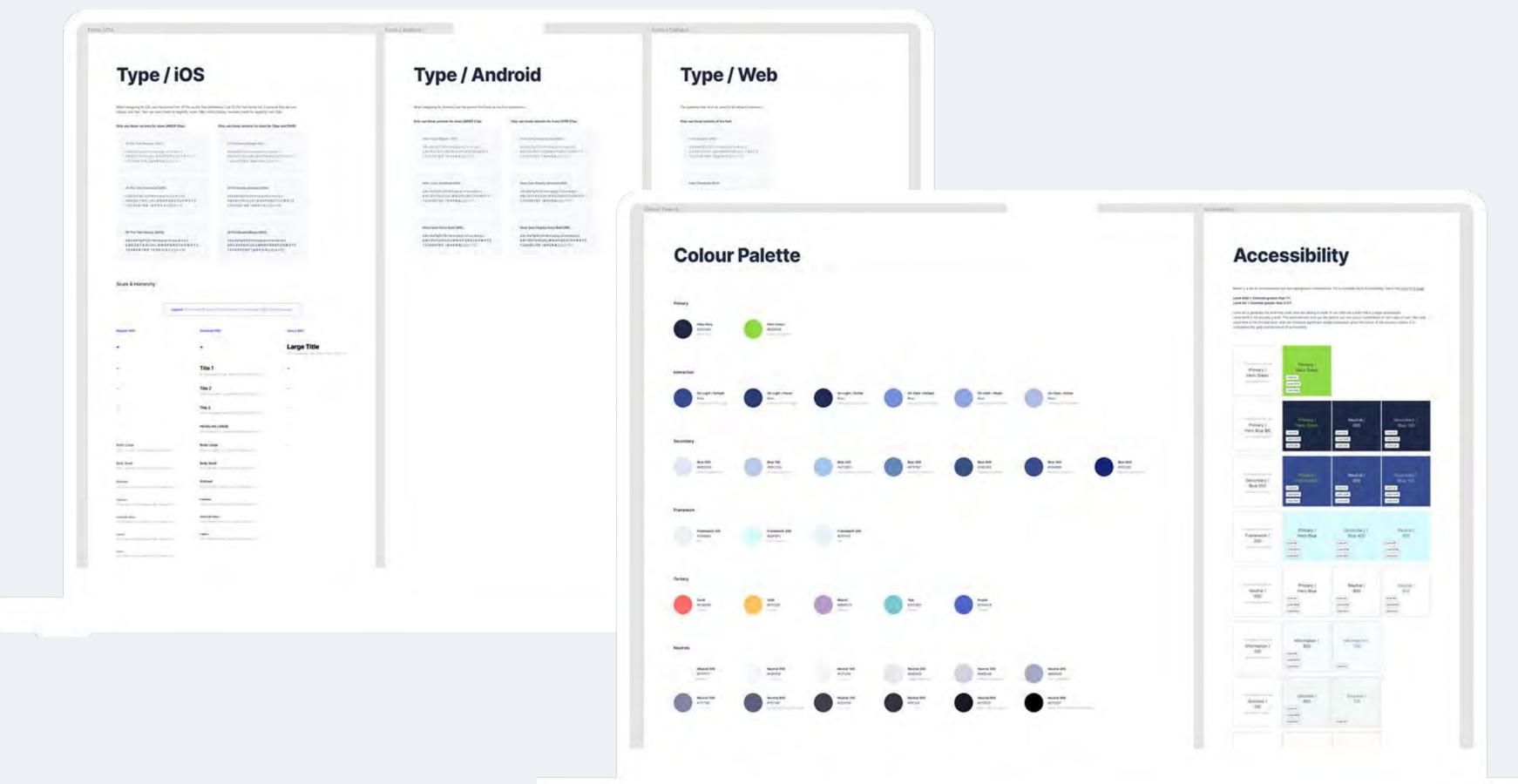
### **UI PRESENTATION LAYER**

Design Assets

Illustrations Icons



### Judo Design Language - Foundations

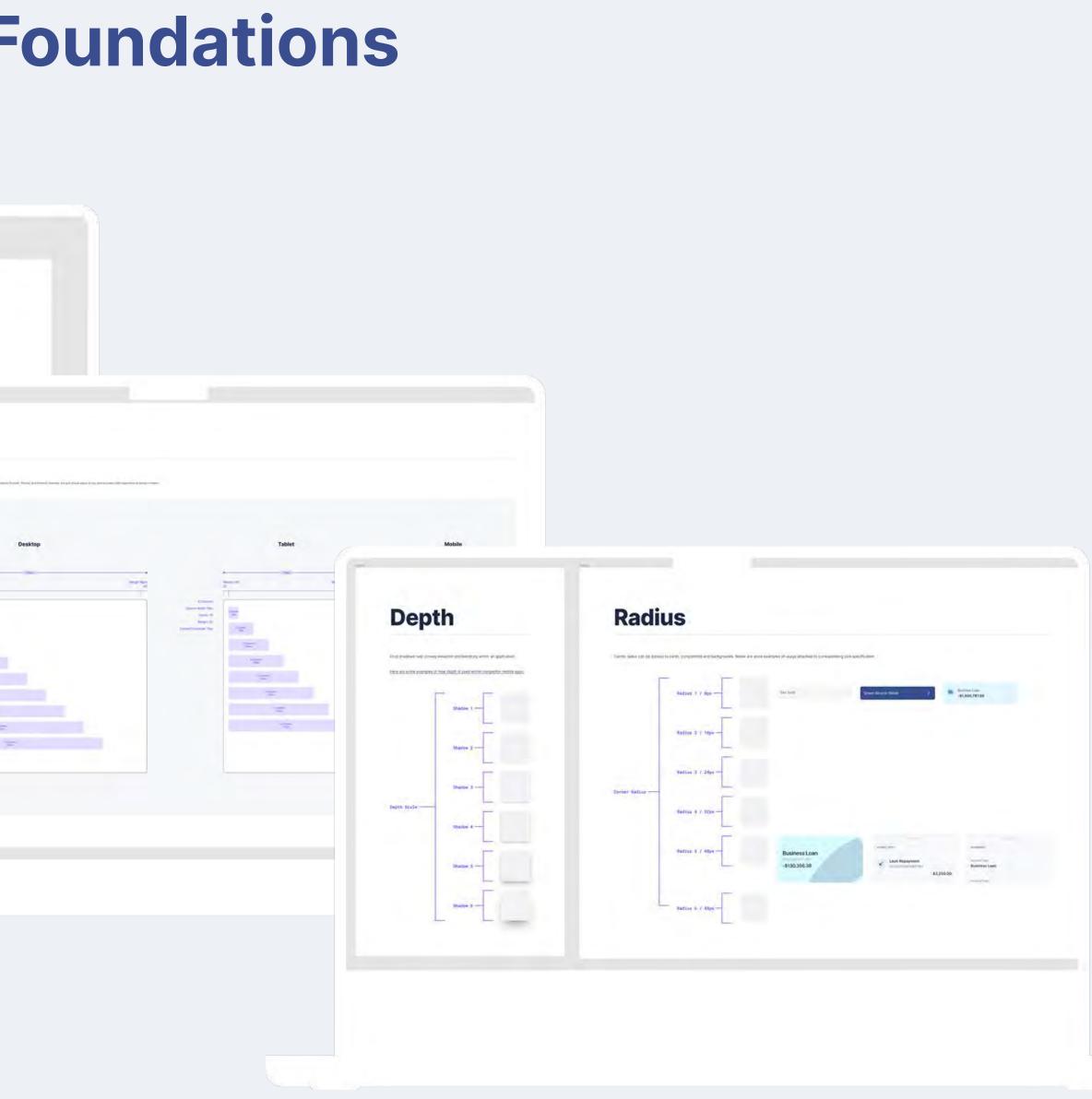


## Best in breed Design Languages

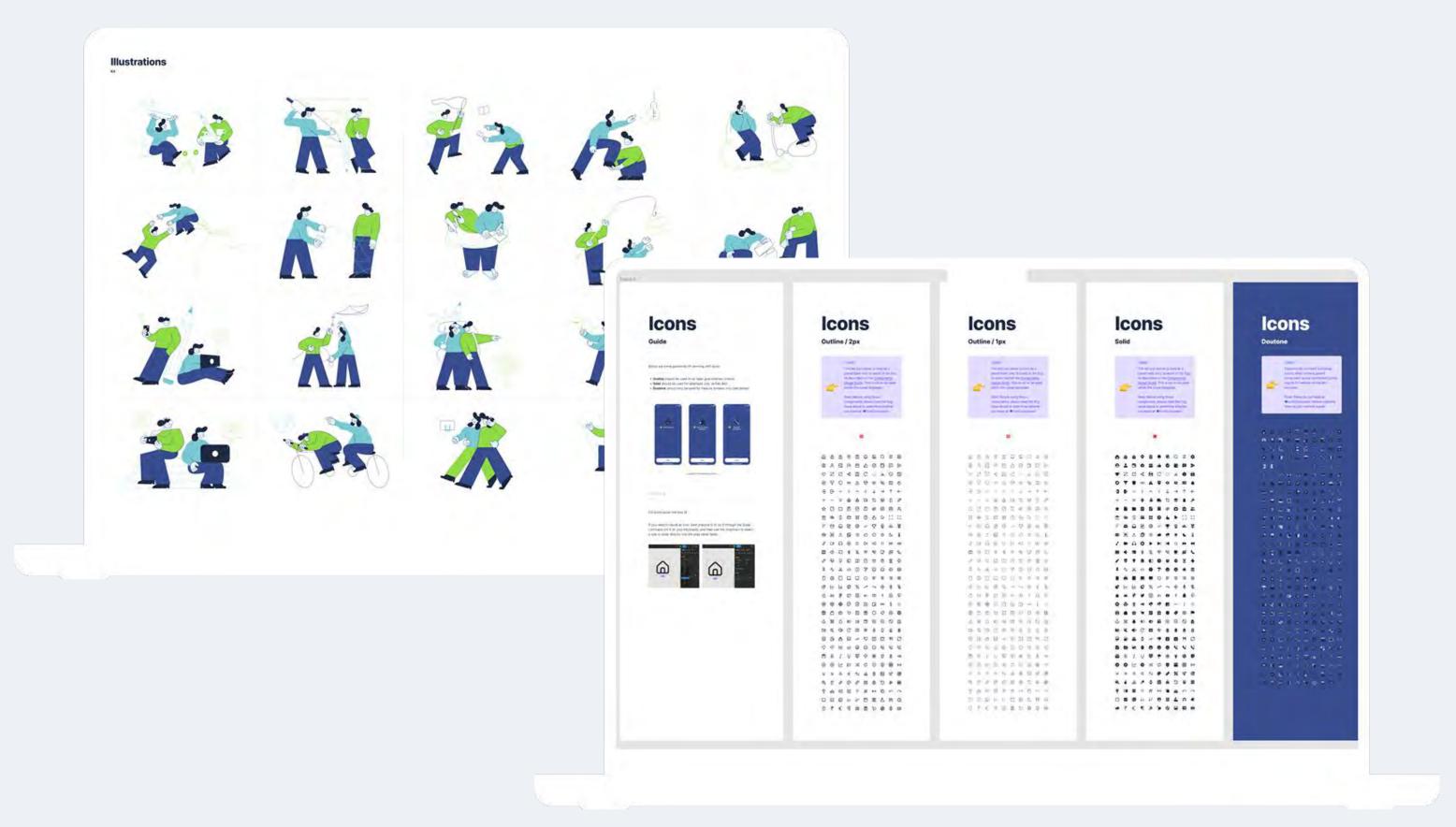
## Best in breed Design Languages

### Judo Design Language - Foundations

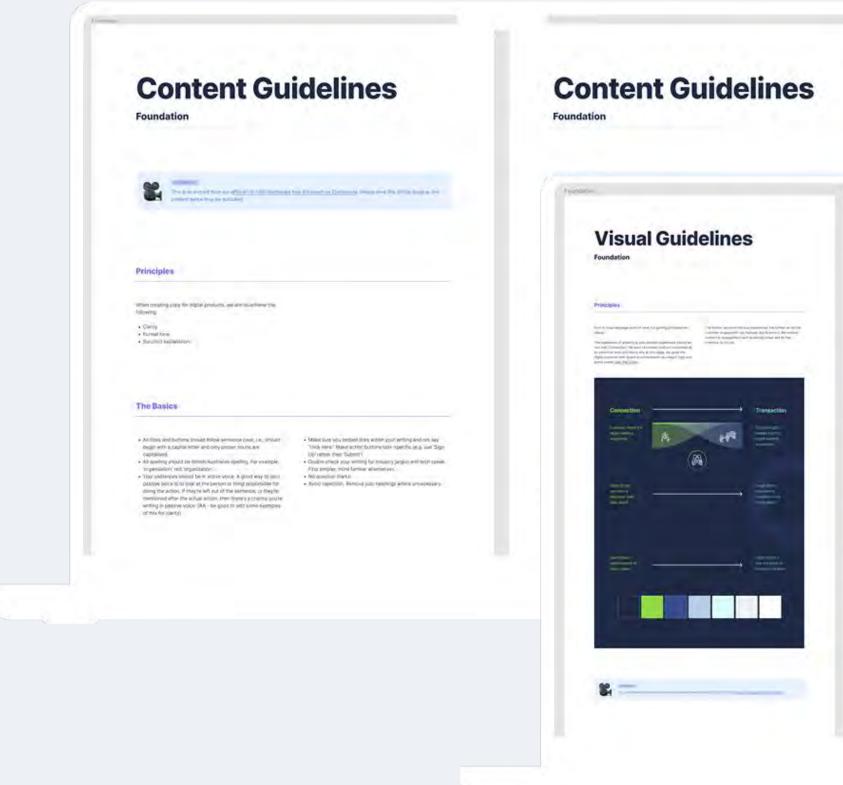
Sp	acing	
	forms and devices	Grid
	Inits nits should be used for spincing various components or patterns inside the mobile off should you wish to use them for markup/ rediining.	Grid Responsive Web Baseline Responsive Web Grid In such as a life in such as the first such as the su
	Vertical Visible Hidden Visib	



### Judo Design Language - Assets



### Judo Design Language - Guidelines



### **Visual Guidelines**

Implementation

Use of The Circle Using Levels The state in the second . The state of the s ----**Motion Guidelines** ...... **Motion Guidelines** Motion Guidelines Antonician Dutation -BASE of the second seco The same provide the sector of the same provide the sector of the same provide the same pro No. Otraction into It will state an end of some lines and the source of the I want and the second set of the second seco The large card and the set of a state of a set of the s open op is been it with press a lower of and the same of the second party of the second seco Certs Lang Boldy bocking business. en en 17 17 19 17 (in particular) · · · And have been Section 2 to interve to the section of the section Contraction of the local division of the loc Sample Prototype - Feature screen reveal In the stand account of the function of the standard stan

**Visual Guidelines** 

## Connecting Judo's brand story to the Design Language

### Westpac GEL



The Global Experience Language is our single source of truth, providing everything you need to deliver our brand promises and create consistent, coherent customer experiences across our entire digital landscape faster, and with less effort.



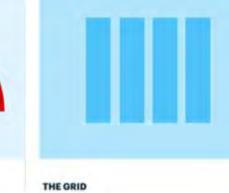
ICONOGRAPHY



Language, the foundation for all digital uch more.

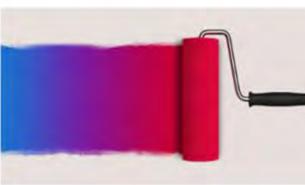
COLOUR







to ensure that our customers banking needs ny time, any place.



MULTI-BRAND MADE EASY

>

Create individually branded customer experiences while re-using our technical knowledge, digital assets and business processes.







GEL DESIGN APPROACH

BUILD STRONG BRANDS

COLLABORATE FOR CHANGE



### **Apple Human Interface** Guidelines





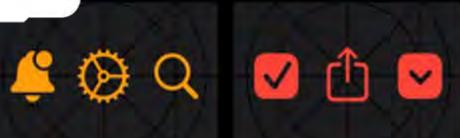
### Platforms

reate an app or game that feels at ome on every platform you support.



### Foundations

Understand how fundamental design elements help you create rich experiences.



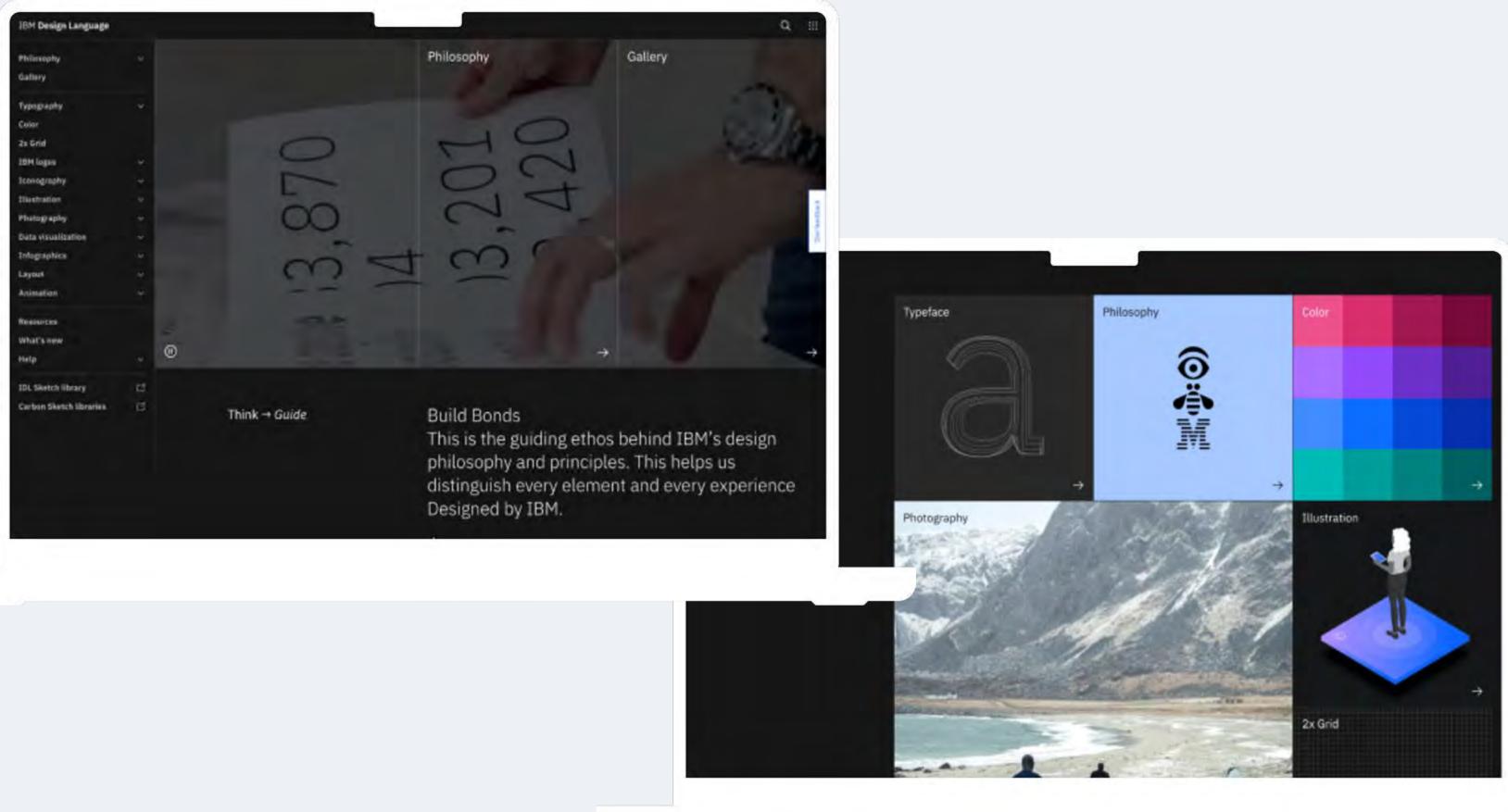
### Patterns

Get design guidance for enabling common user actions, tasks, and

### Components

Learn how to use and customize systemdefined components to give people a

### **IBM Design Language**



# Part 1.

The Handle

## The 'Handle' is a great brand device.



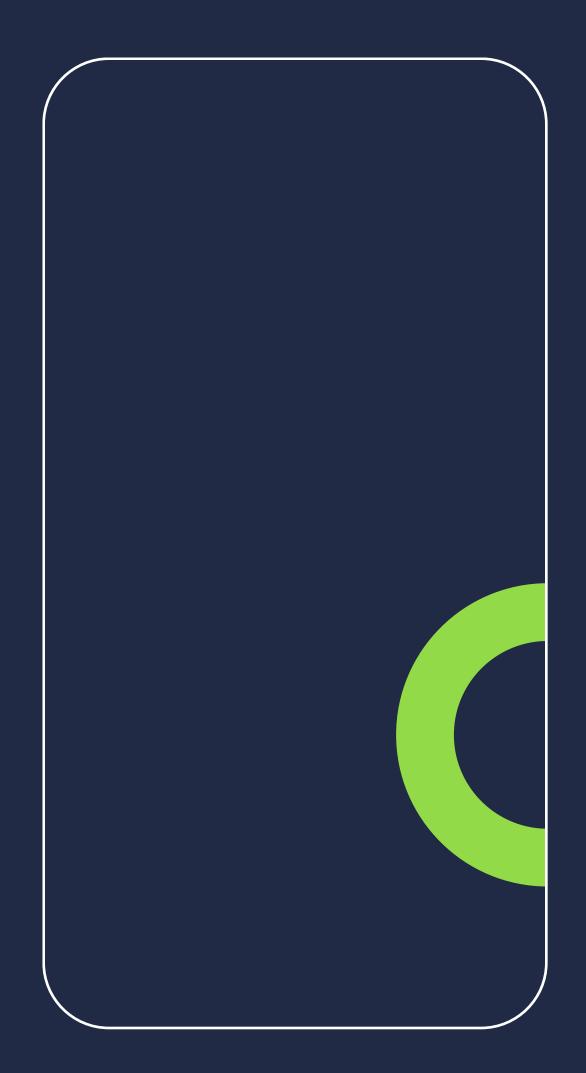
But what happens beyond the edge of the printed page?



?



## Digital screens are fluid...



...and variable...



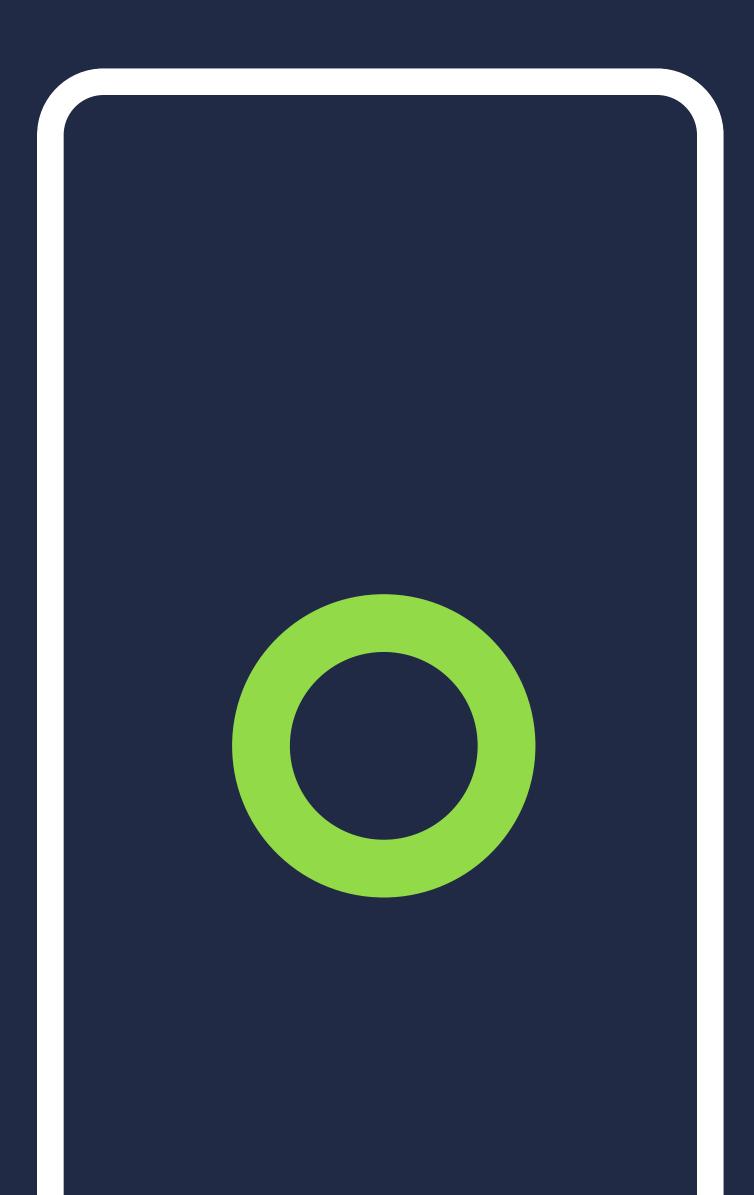
...and we need a device that can match these requirements.



So we extended the Handle past it's natural trajectory...



### ...to become a circle...



...and that gave us greater flexibility to...



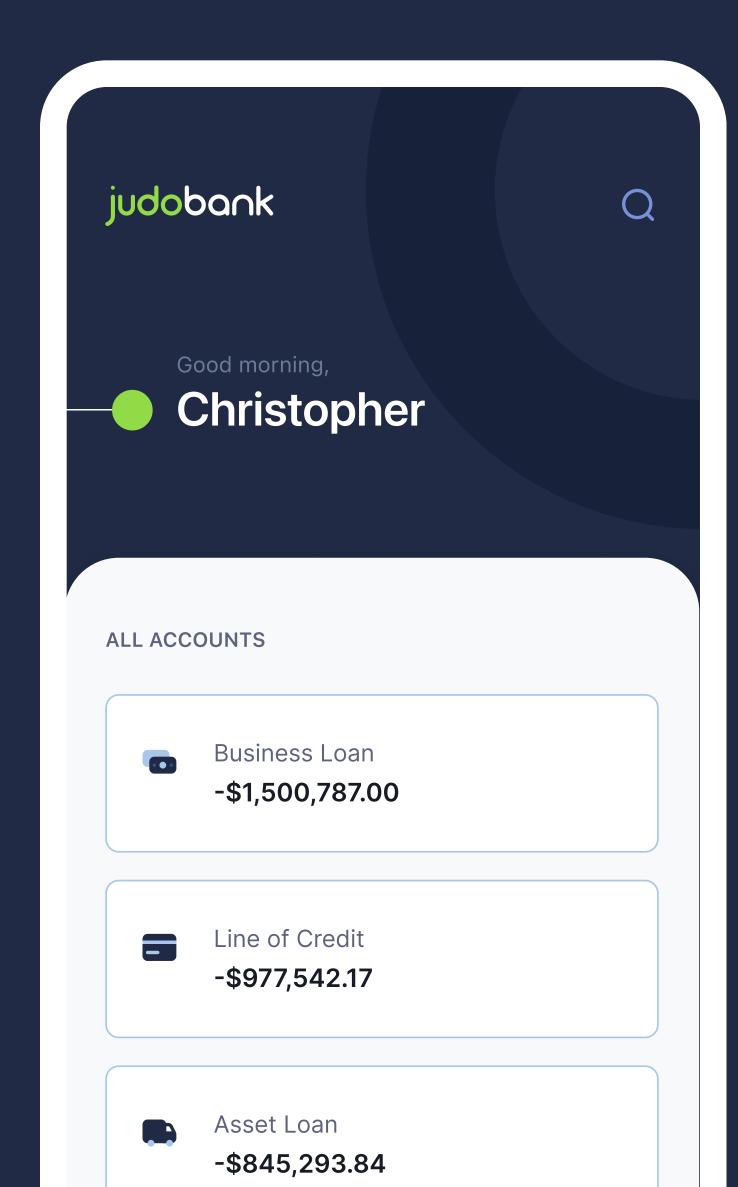
...add scale for designating between levels of the app...

### judobank

Welcome back,



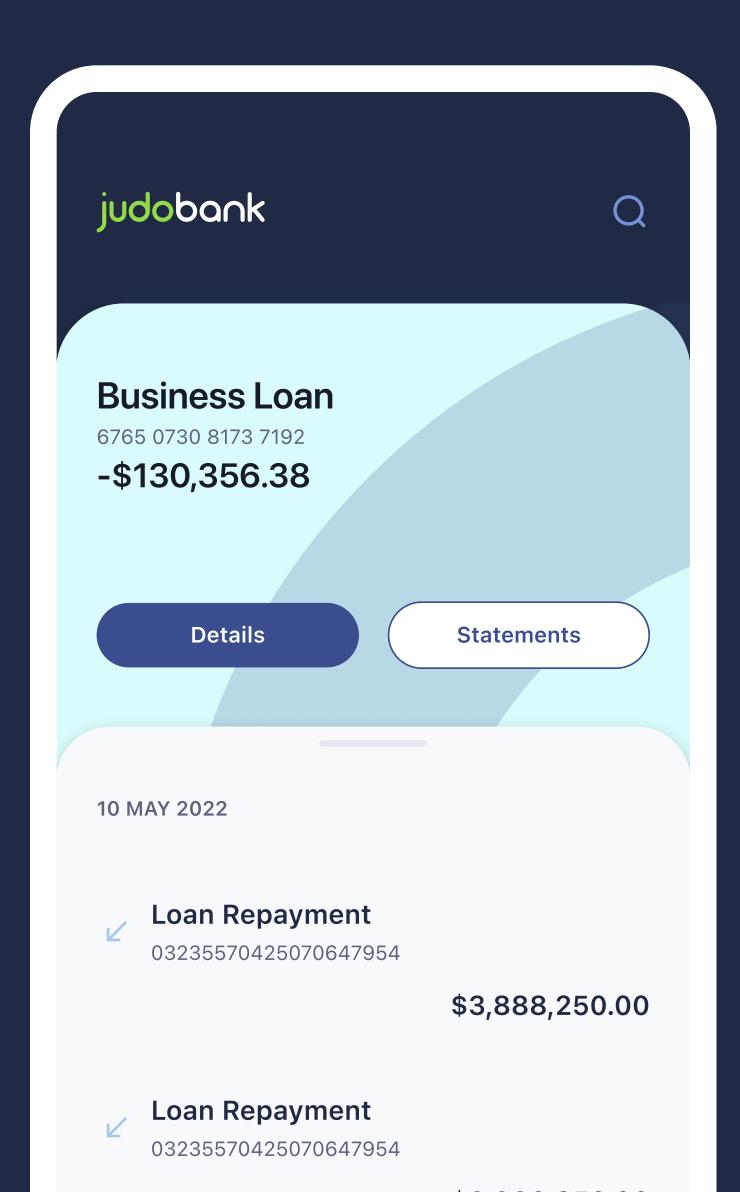
### From small...



### ...to medium...

Part 2.

# Line & Dot



### ...to large.

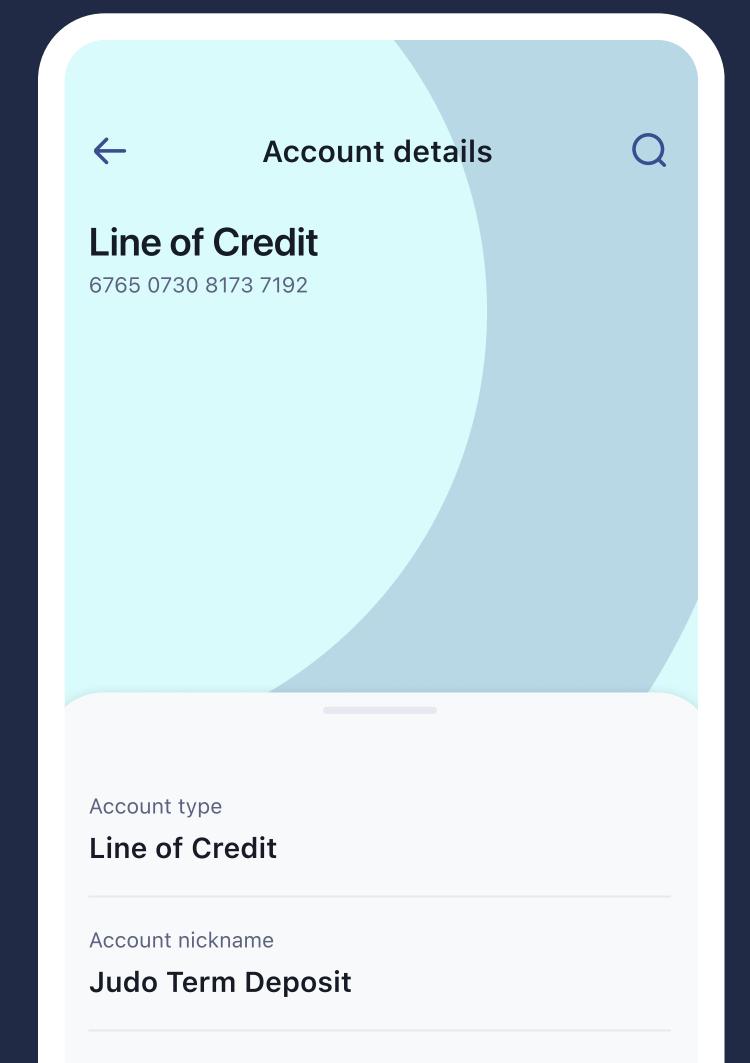
## Q $\leftarrow$ Account details **Business Loan** 6765 0730 8173 7192 Account type **Business Loan**

Account nickname

Judo Term Deposit

Account holder

Christopher Green



Account holder

Christopher Green

#### Account details

Q

#### **Asset Loan** 6765 0730 8173 7192

 $\leftarrow$ 

Account type

Asset Loan

Account nickname

Judo Term Deposit

Account holder

Christopher Green

## Q $\leftarrow$ Account details Term Deposit 6765 0730 8173 7192 Account type Term Deposit

Account nickname

Judo Term Deposit

Account holder

Christopher Green



## The 'Line & Dot' is a great brand device.

## The 'Line & Dot' is a great brand device.



### But what happens if we follow that line beyond the edge of the printed page?

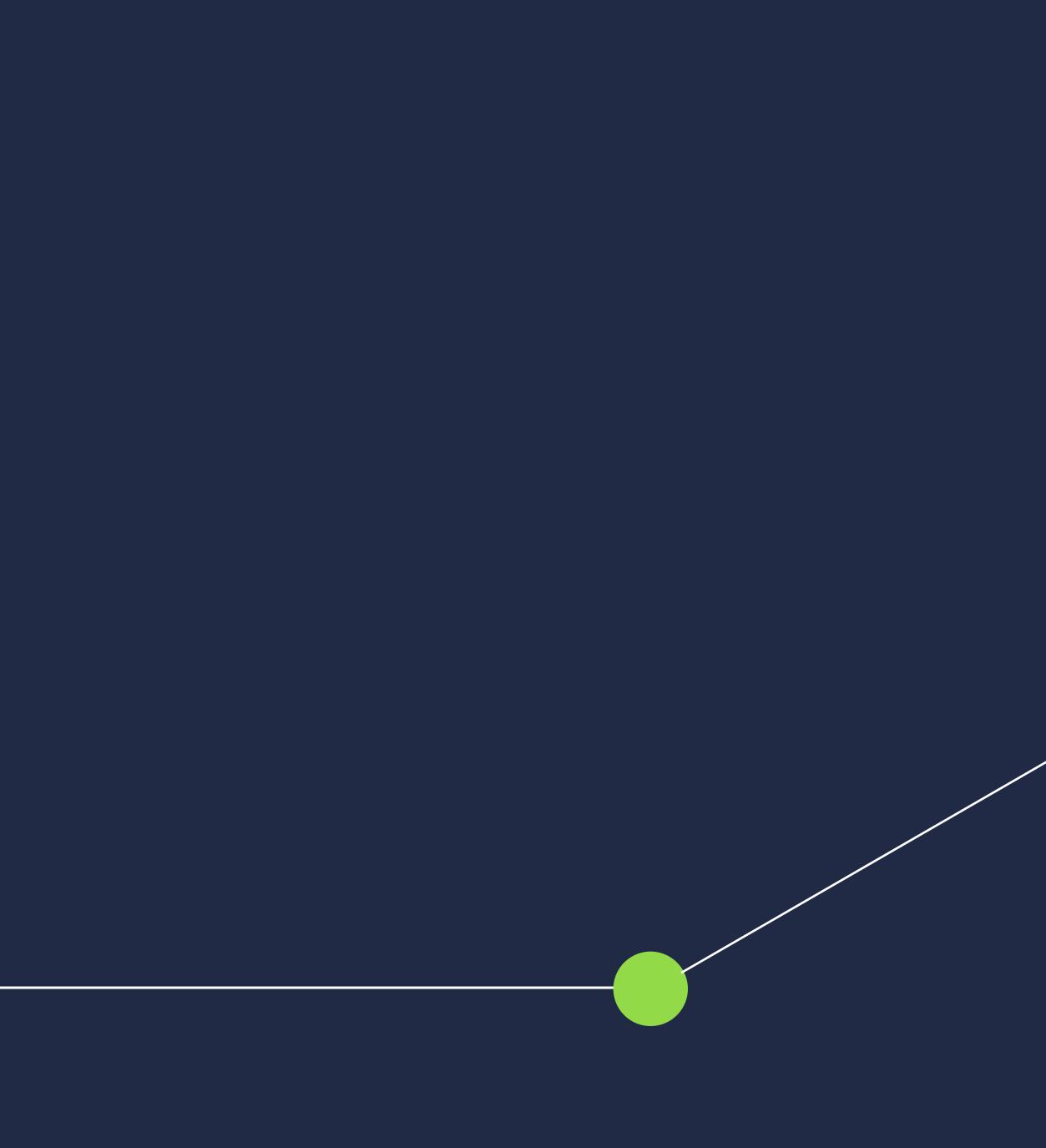
## HOW WE USE levels to create meaning

## HOW WE USE evels to create meaning

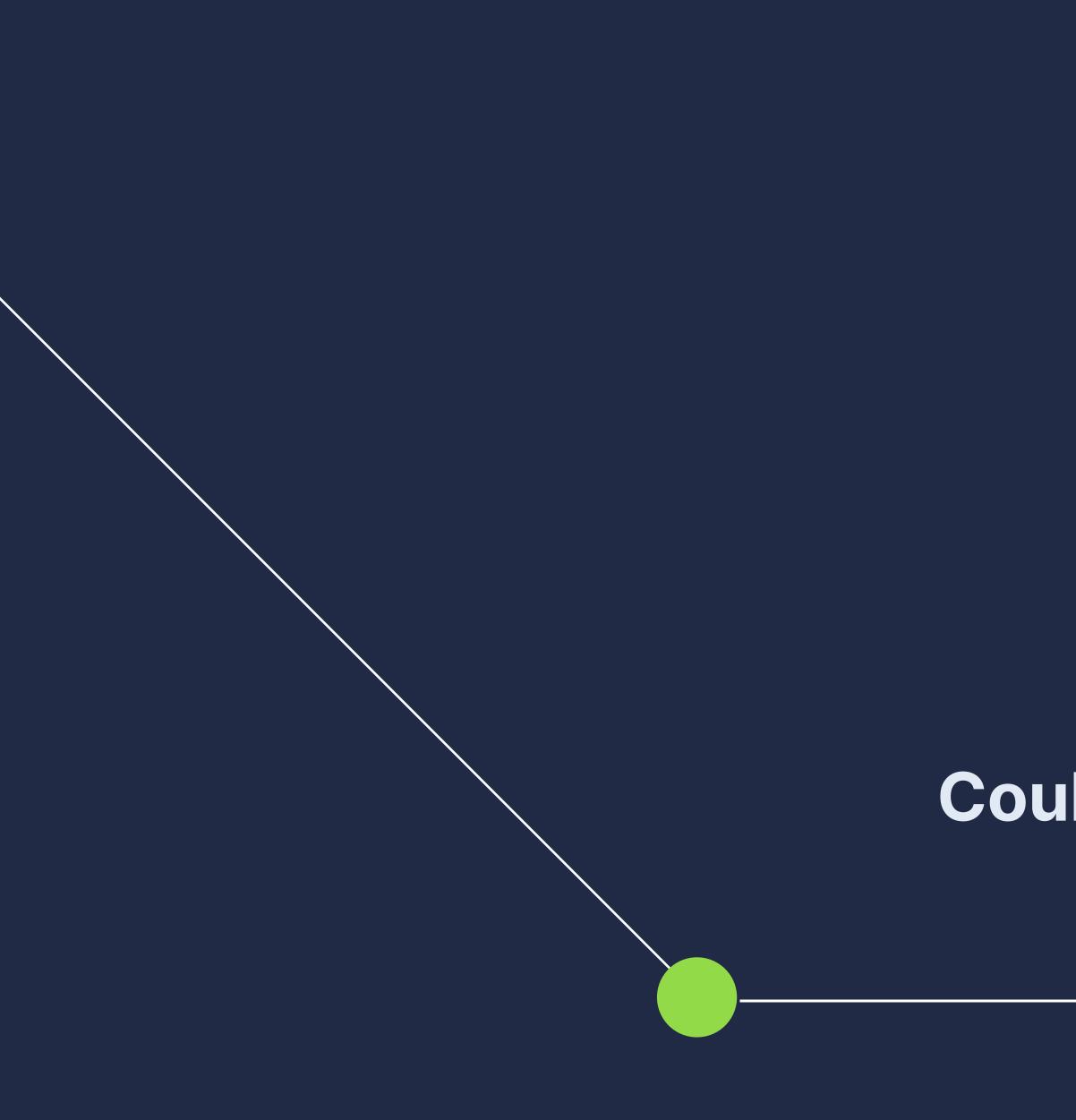




## Does it keep going straight?



Or does it change direction?

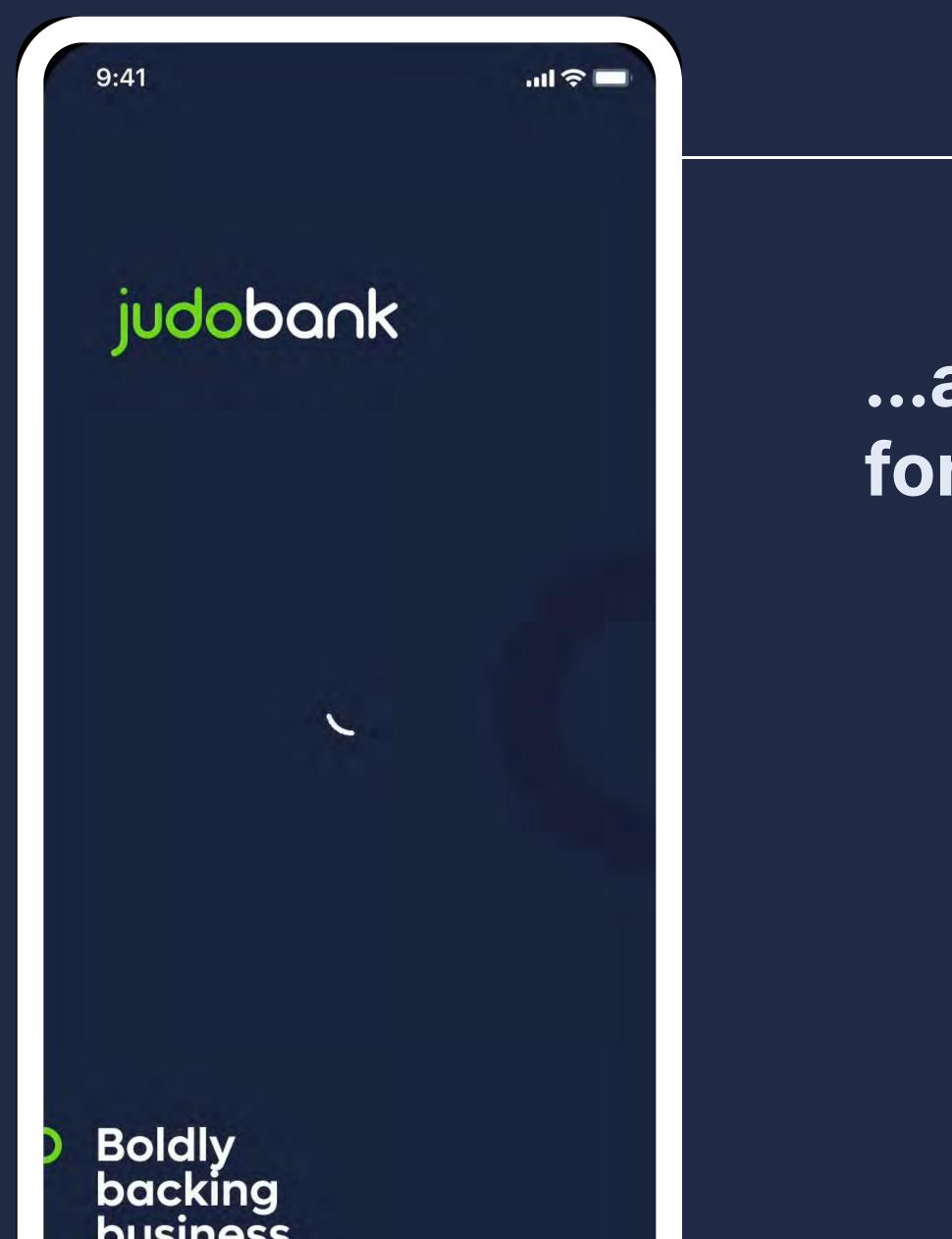


## Could it be a pathway?

## Or a map of sorts...



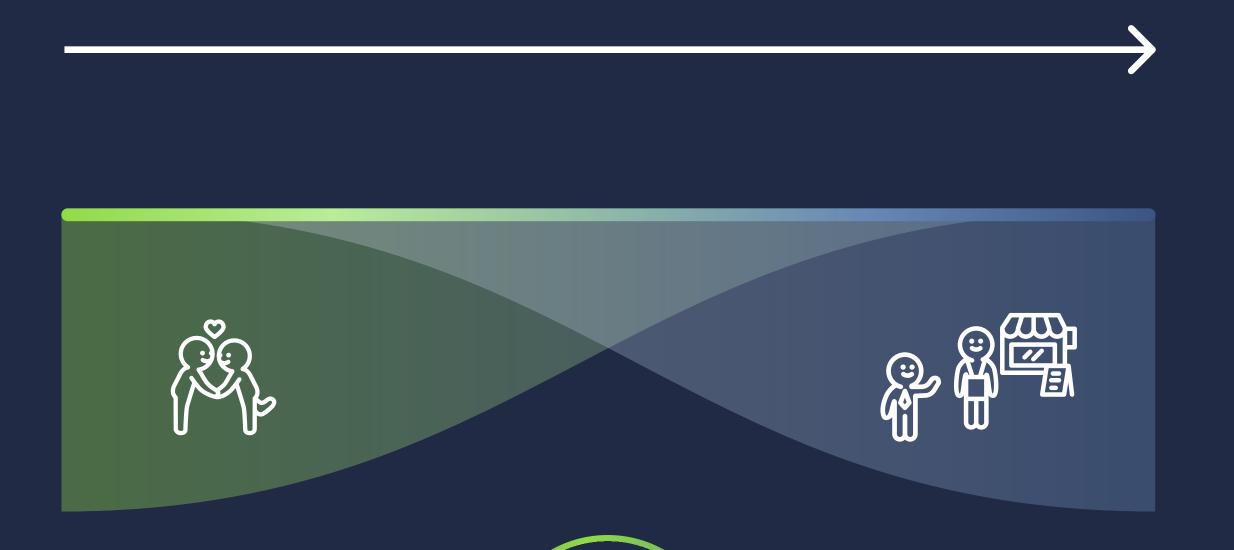
So we asked - could it be used as a wayfinding device to signpost the user's journey...



## ...and provide visual cues for screen hierarchy.

#### Connection

Customer enters the digital banking experience

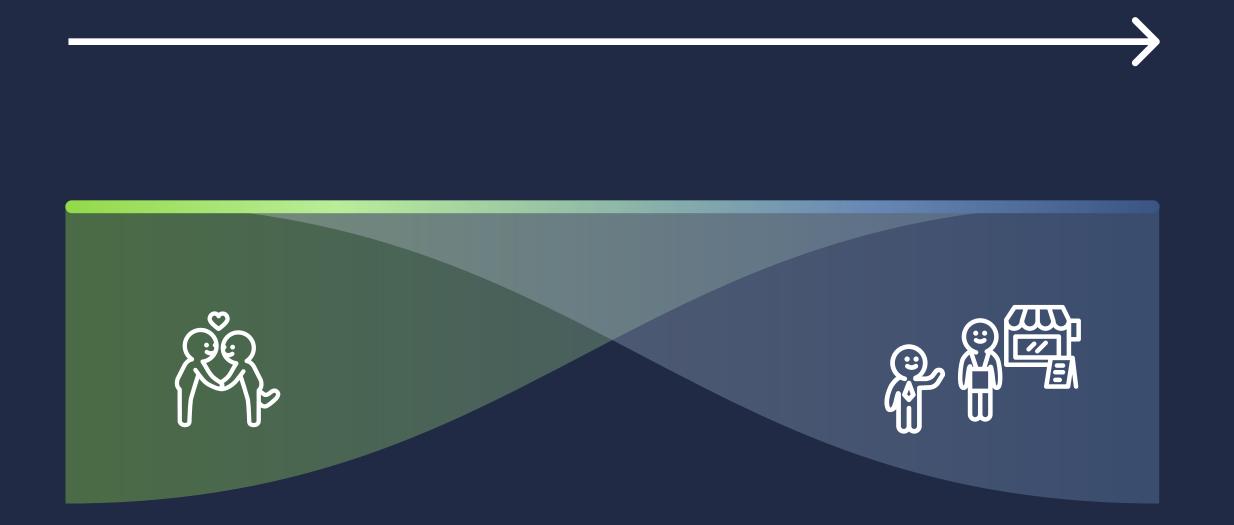


### Transaction

Customer gets deeper into the digital banking experience

#### Connection

Small circles represent a helicopter view (less detail)



### Transaction

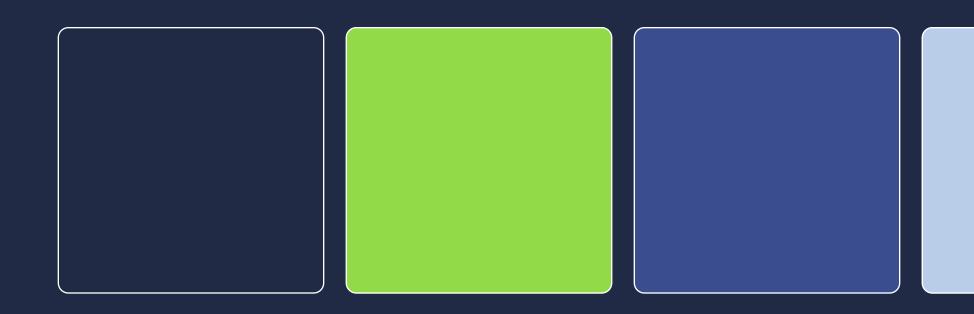
Large circles represent a zoomed in view (more detail)





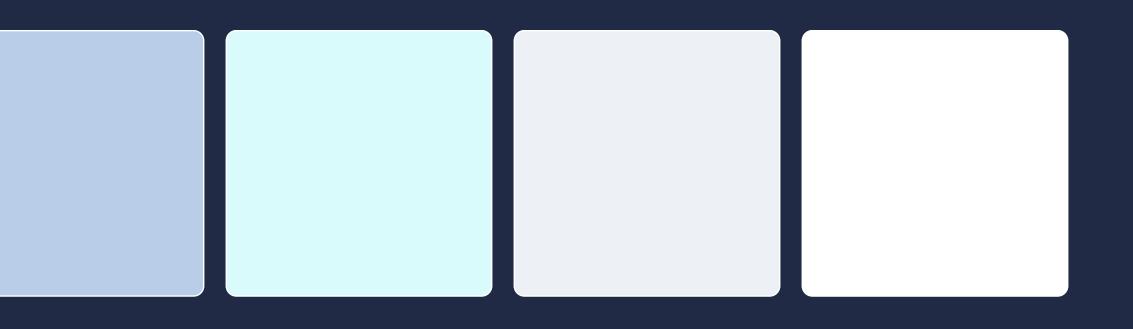
Dark colours = reinforcement of brand values





### Transaction

Light colours = lets you focus on the job to be done



### Level 1

- small circles
- bold colours

