

Version 1.0

# TARENTO ONE DESIGN GUIDELINES

Tarento One is our design system that would be followed across the organization in every part where design plays a role.  
A design system is a collection of reusable components, guided by clear standards, that can be assembled together to build any number of applications.

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# Introduction

## Why a design system

Design system - Defines the identity of the brand, ensure that that brand is reflected accurately effortlessly across the spectrum.

Design systems enable teams to build better products faster by making design reusable—reusability makes scale possible.  
It helps in operationalizing the process of design.

Designers often end up creating custom solutions to improve discrete areas of the app, adding to design and technical debt. With a design system, new solutions can be created and fed back into the system.

## How?

We followed a federated model for collaboratively creating the design system  
The federated model: team members from across the company come together to work on the system.

# Foundation

## Brutally honest

The term brutalism is often associated with Brutalist Architecture, however it can apply to other forms of construction, such as web design

- 1 Content is readable on all reasonable screens and devices.
- 2 View content by scrolling.
- 3 Decoration when needed.
- 4 Blocks of text, images and solid colours.

## Minimal

A style that is characterised by extreme simplicity

- 1 Most dominant colours are Black and white. 2 other brand colours used sparingly
- 2 2 Fonts used. Both are common web fonts.
- 3 No intrusive animations.
- 4 One idea presented at a time.

# Accessible

For interacting with no barriers

- 1 We embrace contrast.
- 2 Black and white from inside.
- 3 YONSO - You only need to scan once
- 4 Perceivable, operable, understandable and robust.

# Different by choice, not compulsion.

Unique, but not at the cost of usability.

- 1 We follow the most common design guidelines for spacing, click/touch target etc.
- 2 Works the same way as most of the web works.

# Scalable

‘Tarento One’ touches upon everything the organization does. It is not just a design system, it will evolve to be a ‘Living style guide’.

- 1 Design style guide for ‘web’ and ‘mobile’ applications.
- 2 A central sketch (design software) library to be used across the organization.
- 3 Html component library based on the style guide.
- 4 Design directions and templates for office stationery to corporate branding.

# Modular

Parts make the whole. Parts designed in such a way that, the whole made of any permutation and combination of the parts would still be harmonious.

Of Course only if it is done in a way that every other ideals of the design system are followed.

- 1 The system is not too restricting
- 2 Parts from the system can be taken to create a different looking design



# Typography

## Type scale

Style	Font	Size	Case	Character Spacing
H1	Open Sans Bold	72px	All Caps	-1
H2	Open Sans Semi Bold	60px	Sentence	-0.9
H3	Open Sans SemiBold	48px	Sentence	0
H4	Open Sans SemiBold	36px	Sentence	0.5
H5	Open Sans Regular	24px	Sentence	0.3
H6	Open Sans SemiBold	20px	Sentence	0.3
Subtitle 1	Lato Regular	18px	Sentence	0.25

SUBTITLE 2	Lato Regular	14px	All Caps	0.5
Body 1	Lato Regular	16px	Sentence	0.3
Body 2	Lato Regular	14px	Sentence	0.2
BUTTON 1	Lato Regular	14px	All Caps	1
Caption 1	Lato Regular	12px	Sentence	0.15
CAPTION 2	Lato Regular	10px	All Caps	1

Examples

**WE ARE TARENTO**

A heading written with Heading 2

# Heading 3

Tarento was founded in 2009 as a subsidiary of the Swedish consulting company Connecta, with the vision of building an organization that included a talent base of various advanced technologies. In 2014, we became a part of the Acando Group.

## Heading 4

### Heading 5

Tarento was founded in 2009 as a subsidiary of the Swedish consulting company Connecta, with the vision of building an organization that included a talent base of various advanced technologies. In 2014, we became a part of the Acando Group.

SUBTITLE 2

## Heading 4

Tarento was founded in 2009 as a subsidiary of the Swedish consulting company Connecta, with the vision of building an organization that included a talent base of various advanced technologies. In 2014, we became a part of the Acando Group.

CAPTION 2

### Heading 5

Tarento was founded in 2009 as a subsidiary of the Swedish consulting company Connecta, with the vision of building an organization that included a talent base of various advanced technologies. In 2014, we became a part of the Acando Group.

Caption 1

#### Body 1

Tarento was founded in 2009 as a subsidiary of the Swedish consulting company Connecta.



# Spacing

Spacing is always given as multiples of 4.  
The measurement is taken from bounding box boundaries.

12PX

Heading 4

12PX

Heading 5

Tarento was founded in 2009 as a subsidiary of the Swedish consulting company Connecta, with the vision of building an organization that included a talent base of various advanced technologies. In 2014, we became a part of the Acando Group.

32PX

8PX

Caption 1

8PX

Body 1

Tarento was founded in 2009 as a subsidiary of the Swedish consulting company Connecta.



# Colours

## UI Elements

Primary colours



#191919

#16283C

#FFFFFF

Secondary colours



#1E8F8E

#E6E6E6

#F7F7F7

# States

Error



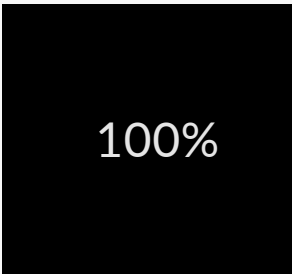
#DD6060

Success



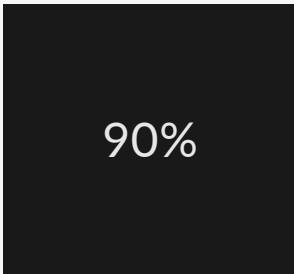
#00AE60

Black



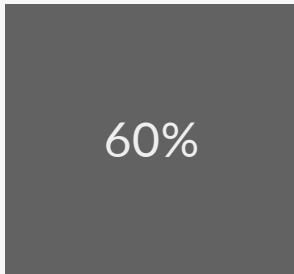
#000000

Primary



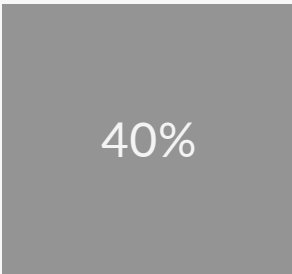
#191919

Secondary



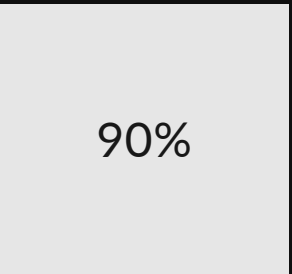
#666666

Disabled



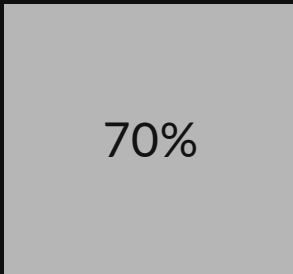
#999999

Primary



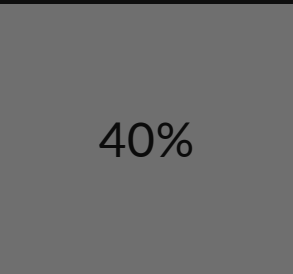
#E8E8E8

Secondary



#BABABA

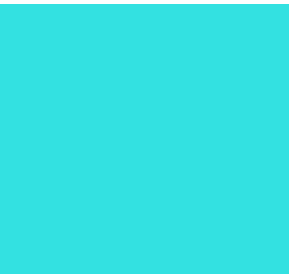
Disabled



#757575

Text selected

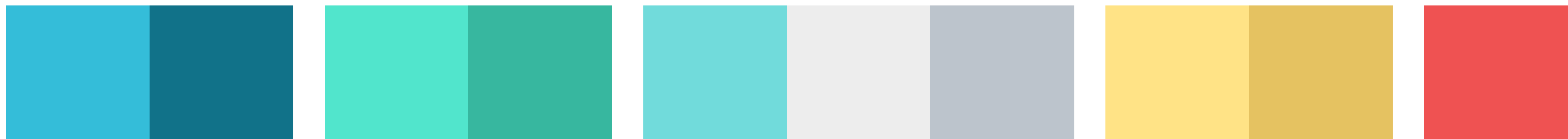
Tarento was founded in 2009 as a subsidiary of the Swedish consulting company Connecta, with the vision of building an organization that included a talent base of various advanced technologies. In 2014, we became a part of the Acando Group.



#33E1E1

Illustrations

On top of our primary colours, the illustrations can have colours from the following palette.



#34BDD9   #117289   #51E5CC   #37B79F   #71DBDB   #EDEDED   #BCC4CC   #FFE386   #E5C261   #EF5252

# Shapes

## Geometric shapes

The shapes we use in our design system are taken from our 'Brand logo'. Besides the basic rectangular blocks, we use parallelograms, rounded lines and circles.



# Layout elements

## What are layout elements?

Layout elements are components that make up the content of the website. We have used 3 types of stories and 3 types of cards. We also have some special layout elements that we have used in our own website. These elements will get fine tuned over time and new elements might get added based on requirement.

# Story 1

80 PX



SOME CAPTION

## Becoming Digital - Applying Technologies In The Right Context

The technologies that make the world more digital are important. But technology skills are not enough. We thrive in combining our technology capabilities with business acumen. True magic happens when technologies are applied in right contexts.

[READ MORE >](#)

80 PX

\* the images used have a width to height ratio of 4:3

# Story 2

60 PX

SOME CAPTION

## Becoming Digital - Applying Technologies In The Right Context

The technologies that make the world more digital are important. But technology skills are not enough.vWe thrive in combining our technology capabilities with business acumen. True magic happens when technologies are applied in right contexts.

SECONDARY



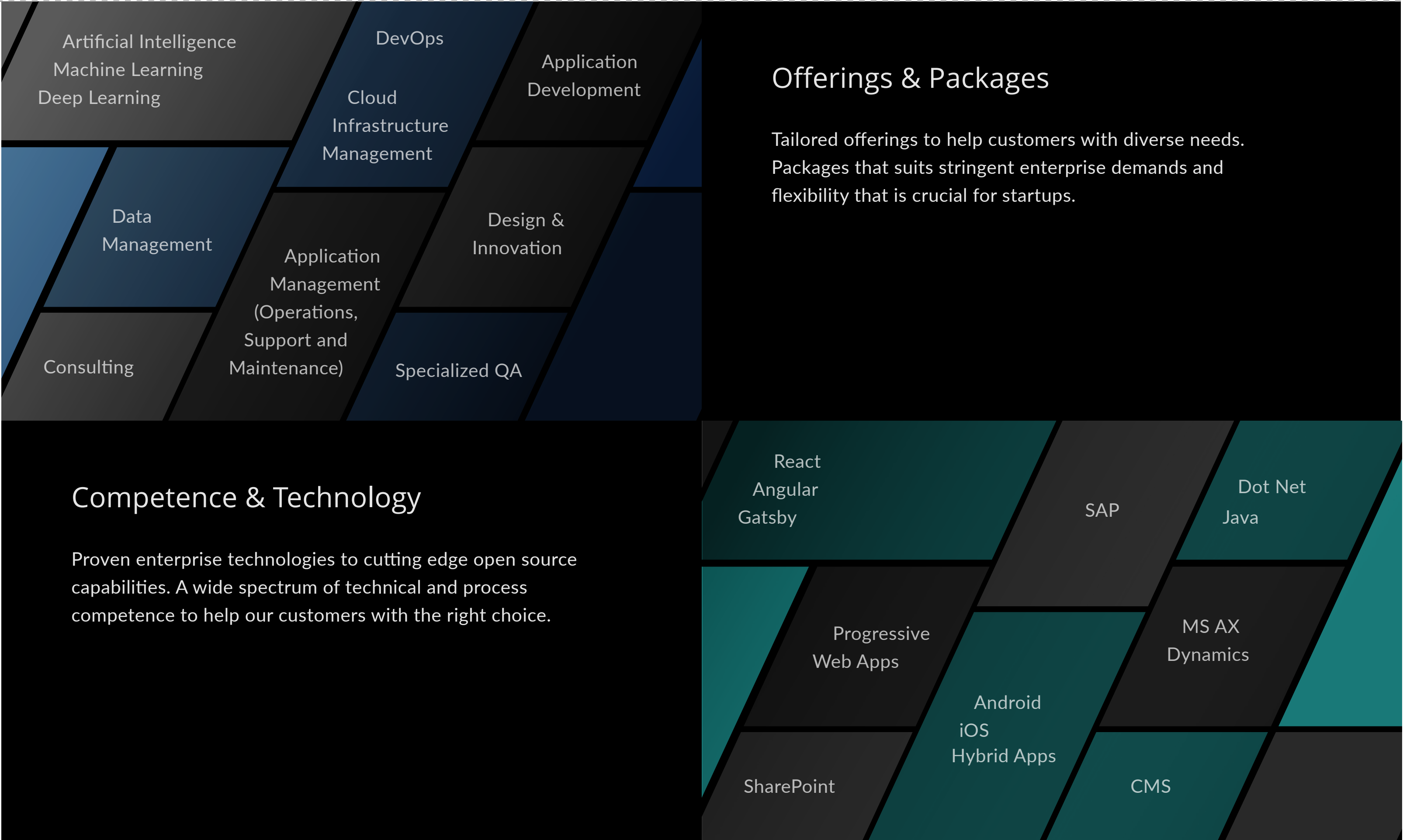
60 PX

\* the images used have a width to height ratio of 1:1



# Cross Links

80 PX



\* the images used have a width to height ratio of 5:3

# Card 1



## Choosing The Best Photo Printer

Whether you or your loved one is encountering the natural decrease in mobility that occurs with the passing of time, or deals with an illness-related and something else and even more content is...

## On Hover



## Choosing The Best Photo Printer

Whether you or your loved one is encountering the natural decrease in mobility that occurs with the passing of time, or deals with an illness-related and something else and even more content is...



Lead

Whether you or your loved one is encountering the natural decrease in mobility that occurs with the passing of time, or deals with an illness-related and something else and even more content is...

32 PX



Lead

Whether you or your loved one is encountering the natural decrease in mobility that occurs with the passing of time, or deals with an illness-related and something else and even more content is...

\* the images used have a width to height ratio of 4:3 for small cards and 16:9 for big cards

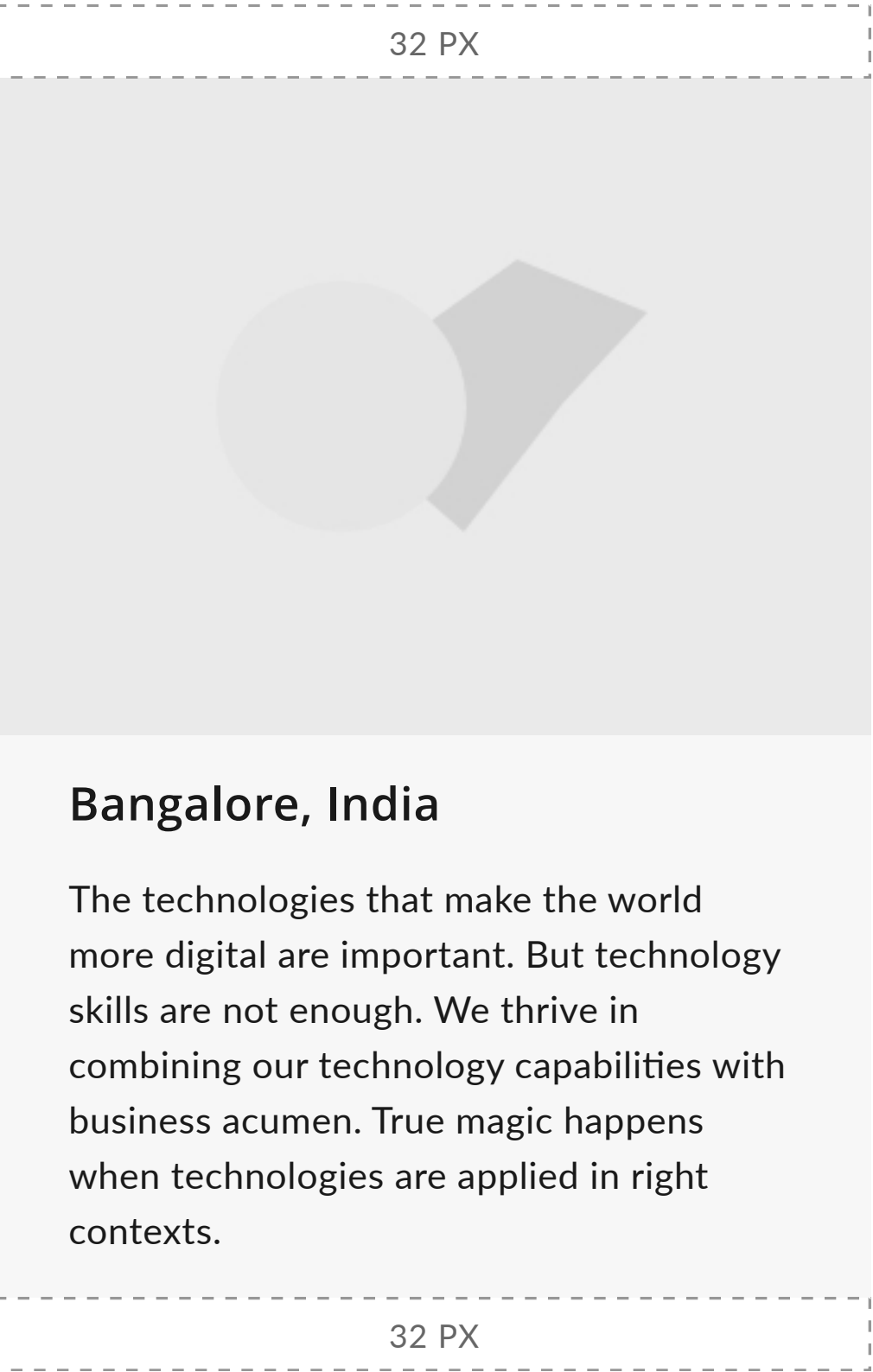
## Story 3



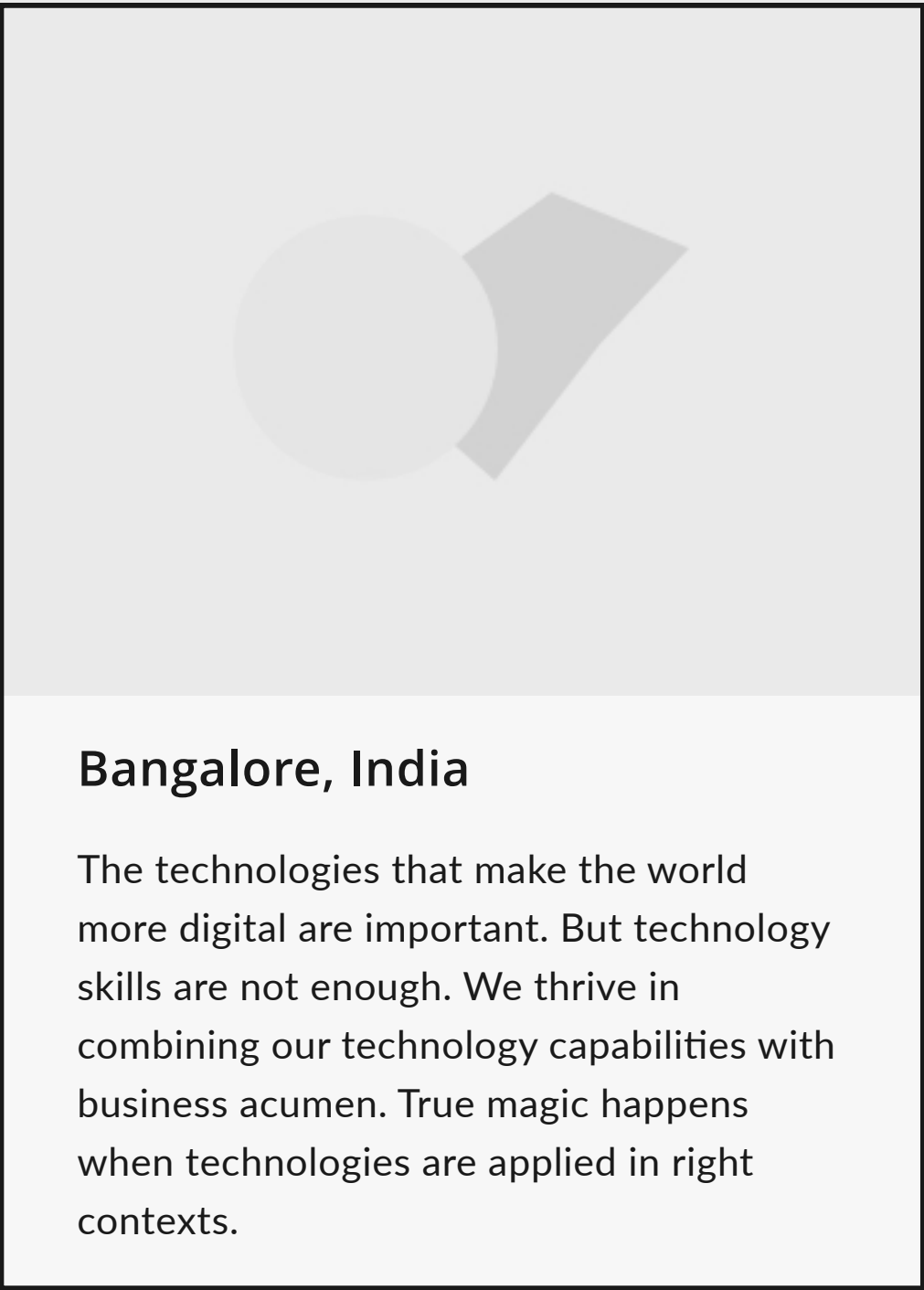
### EduTech - digitalizing schooling

The children are the future. We believe in education and we believe that schools and children can be helped by good applications of advanced technologies.

# Card 2

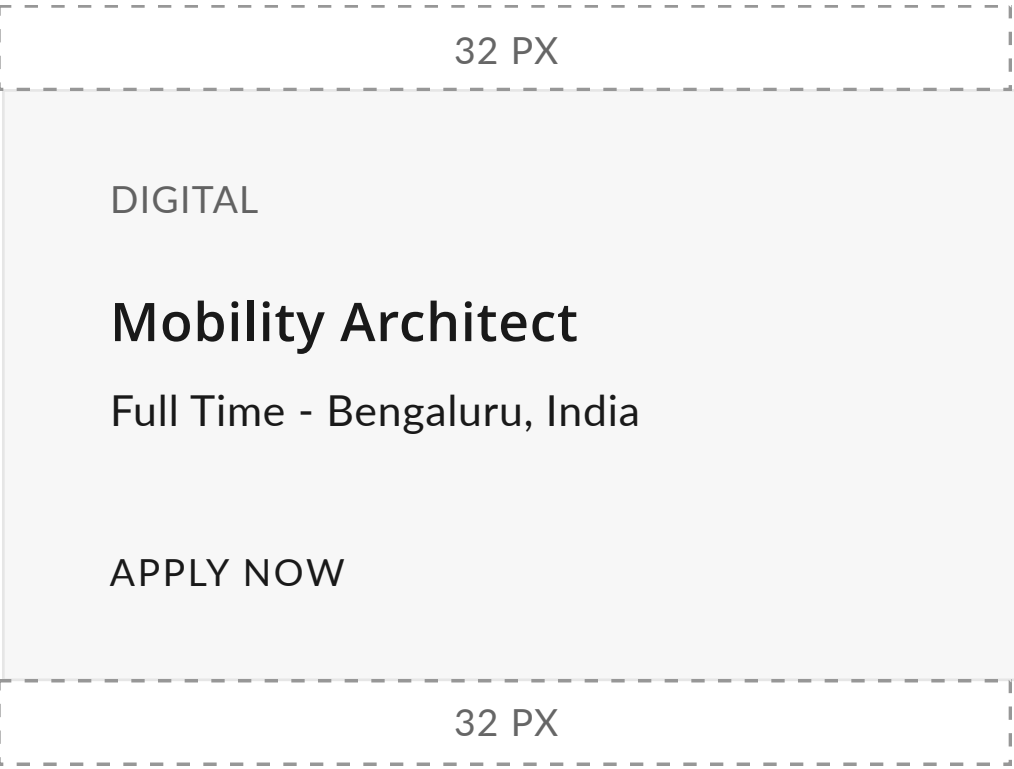


## On Hover



\* the images used have a width to height ratio of 4:3

# Card 3



## On Hover





# Components

## Buttons

### Default state

PRIMARY

SECONDARY

ALL STORIES

READ MORE >

### On Hover

PRIMARY

SECONDARY

ALL STORIES

READ MORE >

PRIMARY

SECONDARY

ALL STORIES

READ MORE >

PRIMARY

SECONDARY

ALL STORIES

ALL STORIES >

# Top Bar

Light



HOME ABOUT US SERVICES CAREER CONTACT

Dark



HOME ABOUT US SERVICES CAREER CONTACT



# Form 1: Text input (web)

Input Basic

Input Basic

Input Focus

Input Focus

Input Error

Input Error

Error message wil appear here

Input Dropdown

Input Dropdown

## On Hover

input basic

Input Basic

Input Large Text

Input large text

# Form 2: Text input (web)

- Could be used in places where
- 1. The number of items are less
  - 2. The labels are not a must for usability

Input Basic

Input Focus

Input large text

# Tab 1

- All Projects
- Mobile
- Web
- Artificial Intelligence
- Games

# Tab 2

CIBOOSTER      BECKERS      INVO CONNECT

# Illustrations

## Semi abstract

The illustrations can use the parallelograms as a pattern.

Also, the illustrations can contain human figures for giving them an emotional angle. The level of abstraction of human figures can be referred from below examples.



## Colours

On top of our primary colours, the illustrations can have colours from the following palette.



## Illusion of depth in the illustrations

Even though our illustrations use flat colours, we introduce depth using some of the following tools.

### Overlap

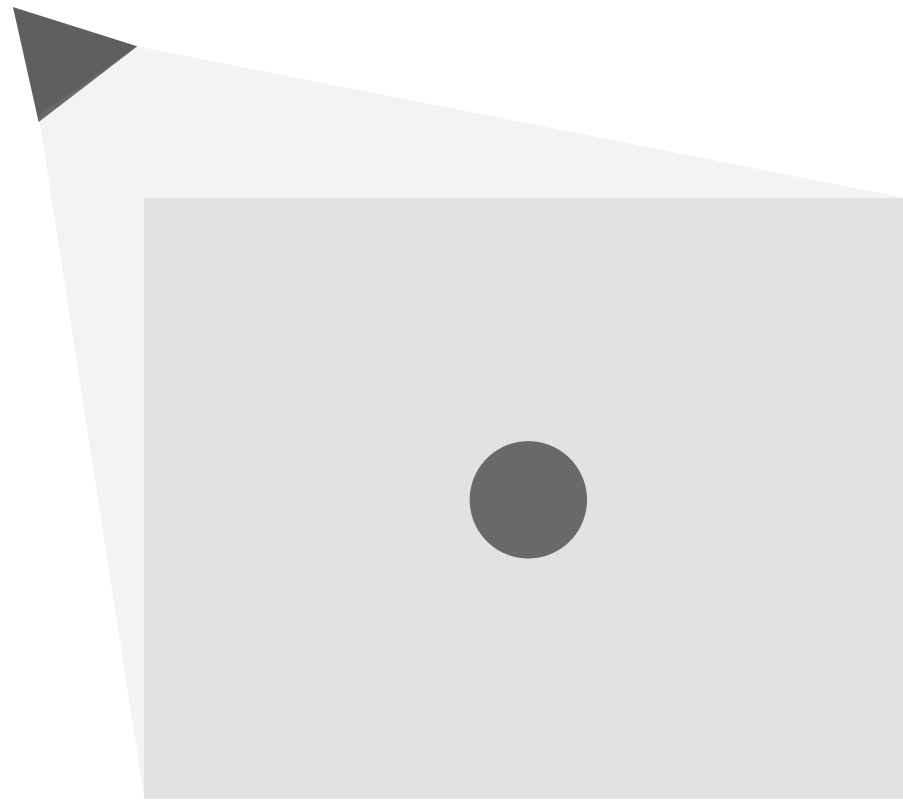
We use overlapping forms in our illustrations to create an illusion of depth.

The objects in the illustration are sometimes overlapped with our basic parallelogram shapes to introduce depth.

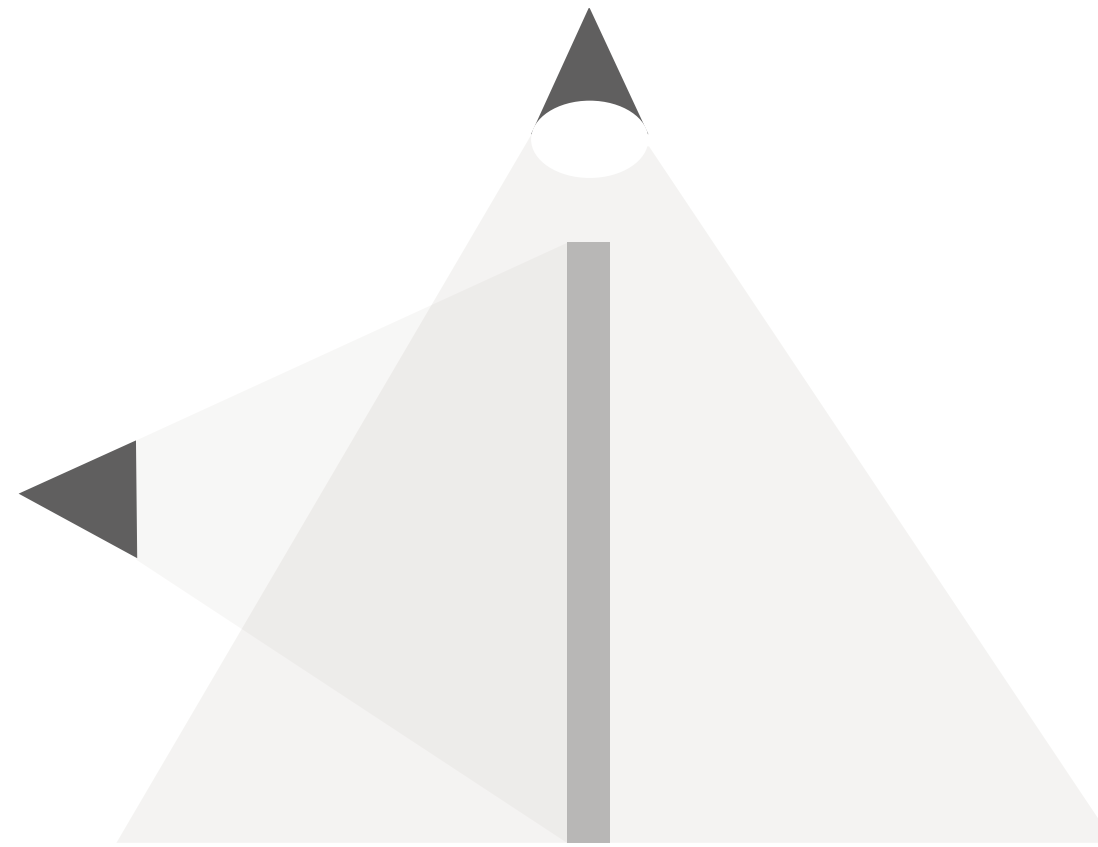


## Source of light

Our illustrations are lit by two white-light sources. One from the front and one from top left corner. The shadows create are given using the darker shade of the object's colour.



Front view



Side view



# Content design

## Our voice

Passionate

Conversational

# Letter Casing

## Upper case

Even though readability takes a toll when sentences are written in full upper-case, we use it in places where we need to catch the user's attention and show that we are confident and committed to what we are saying.

All of our buttons and some of the tab headings are also in full upper-case inorder to grab the user's attention even with a small size text. In some places labels also use upper-case

## Sentence case

With sentence case (or mixed case), we capitalize the first letter of a sentence and any proper nouns in between. Sentence case looks casual and cleaner and improves readability.

**“Proper nouns are proper for a reason. Give them some respect.” - unknown**

## No Title case

Never. We do not encourage using title case in any place. It takes a huge toll on readability. It Makes Sentences Little Difficult To Read As It Makes You Stop and Process Every Single Word. It can be used at places where it is unavoidable, eg. iOS where the standard suggests using it.



# ONENESS THROUGH DESIGN

## Tarento one Design Guidelines v1.0

This document was last updated on 27th August 2019.