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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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.
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 is 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

<table>
<thead>
<tr>
<th>Style</th>
<th>Font</th>
<th>Size</th>
<th>Case</th>
<th>Character Spacing</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>H1</strong></td>
<td>Open Sans Bold</td>
<td>72px</td>
<td>All Caps</td>
<td>-1</td>
</tr>
<tr>
<td><strong>H2</strong></td>
<td>Open Sans Semi Bold</td>
<td>60px</td>
<td>Sentence</td>
<td>-0.9</td>
</tr>
<tr>
<td><strong>H3</strong></td>
<td>Open Sans SemiBold</td>
<td>48px</td>
<td>Sentence</td>
<td>0</td>
</tr>
<tr>
<td><strong>H4</strong></td>
<td>Open Sans SemiBold</td>
<td>36px</td>
<td>Sentence</td>
<td>0.5</td>
</tr>
<tr>
<td><strong>H5</strong></td>
<td>Open Sans Regular</td>
<td>24px</td>
<td>Sentence</td>
<td>0.3</td>
</tr>
<tr>
<td><strong>H6</strong></td>
<td>Open Sans SemiBold</td>
<td>20px</td>
<td>Sentence</td>
<td>0.3</td>
</tr>
<tr>
<td>Subtitle 1</td>
<td>Lato Regular</td>
<td>18px</td>
<td>Sentence</td>
<td>0.25</td>
</tr>
</tbody>
</table>
## Examples

**WE ARE TARENTO**

A heading written with Heading 2
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.
Spacing

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

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.
Colours

UI Elements

Primary colours

Secondary colours

#191919 #16283C #FFFFFF

#1E8F8E #E6E6E6 #F7F7F7
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.

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  #71DBDB  #EF5252
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.
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.
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.
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.
Cross Links

Offerings & Packages
Tailored offerings to help customers with diverse needs. Packages that suit stringent enterprise demands and flexibility that is crucial for startups.

Competence & Technology
Proven enterprise technologies to cutting edge open source capabilities. A wide spectrum of technical and process competence to help our customers with the right choice.
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...
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
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.
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.

Bangalore, India

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.

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

DIGITAL

Mobility Architect
Full Time - Bengaluru, India

APPLY NOW

On Hover

DIGITAL

Mobility Architect
Full Time - Bengaluru, India

APPLY NOW
Components

Buttons

Default state

- PRIMARY
- SECONDARY
- ALL STORIES

On Hover

- PRIMARY
- SECONDARY
- ALL STORIES

READ MORE
Form 1: Text input (web)

Input Basic

Input Focus

Input Error

Error message will appear here

Input Dropdown

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
Semi abstract

The illustrations can use the paralleograms 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.
ONENESS THROUGH DESIGN

Tarento one Design Guidelines v1.0

This document was last updated on 27th August 2019.