### Visual Language
- Color
  - Palettes, by category
- Contrast
- Meaning
- Swatches
- Typography
  - Hierarchy
  - Weights / types
  - Web fonts
  - Baseline grid
- Iconography
  - Pictograms
  - Illustration
  - Icon fonts
  - Alignment
- Motion
  - Principles
  - Types
  - Transitions
- Space
  - Units / measurements
  - Metrics and keylines
  - Structure
  - Photography

### UI Elements
- Paragraph
- Lead paragraph
- Block quote
- Headers (H1 - H6)
- Lists
- Links
- Code
- Buttons
  - Primary
  - Secondary
  - Button groups
  - Menu buttons
  - Split buttons
  - FAB (floating action)
- Form controls
  - Text
  - Variants (email, etc)
  - Text area
  - Radio
  - Checkbox
  - Select
  - File upload
  - Labels
  - Floating labels
  - Microcopy
  - Required
  - Validation
- Form controls, cont’d
- Divider / rule
- Switch
- Slider
- Image
  - Block
  - Full bleed
  - Inline with positions

### UI Components
- Action bar/sheet
- Back to top
- Badges
- Breadcrumbs
- Calendar picker
- Caption
- Cards
- Chat (live)
- Code block
- Comments
- Contact us
  - Cookie notification
  - Data tables
  - Dialog
  - Drawer/accordion
  - Filters
  - Footer
  - Footnotes
  - Header
  - Hero billboard
- Hero carousel
- Legend
- Loading / spinner
- Local navigation
- Maps
- Menu
- Messaging
  - Toast
  - Block
  - Inline error
- Modal
- Nav Megamenu
- Pagination
- Progress bar
- Pull quote
- Ratings
- Reviews
- Rich text editor
- Search
- Sidebar
- Site/App navigation
- Social networking
- Status (alpha, beta, ...)
- Tabs
- Tags / chips / pills
- Thumbnails / #-ups
- Tips / tutorial
- Toolbar
- Tooltips
- Video & media

### UI Patterns
- Authentication
  - Create account
  - Database connection
- Form structure
- Launch
- Permissions
- Purchase/checkout
- Settings
- Site / app structure
- Swipe to refresh
- Search results
- Contact us
- Getting started
- Discussion
- Gallery

### Page Templates
- Home
- Category
- Product
- Dashboard
- Article
- Search
- About Us
- Home
- Principles / pillars
- Getting started
- FAQ
- Version history

### Layout Systems
- Grids for sites
- Grids for apps
- Paneling/transitions
- Responsive/breakpoints
- Screen sizes

### Editorial
- Voice & tone
- Writing for the web
- Word list
- Capitalization
- Punctuation

### Branding
- Identity
  - Logo(s)
  - Tagline(s)
  - Partnerships
  - Themes

### Research & Users
- User needs
- Personas
- Research techniques
- Surveys
  - A/B, multivar. testing

### Practices
- Accessibility
- Prototyping
- Performance
- SEO
- Design thinking

### Coding Standards
- Style
- Browsers & devices
- Environments
- Prog. enhancement
- Version control

### Downloads
- Templates (PSD,...)
- Swatch palettes
- Fonts
- Icons
- Code

### Getting Involved
- Request New Parts
- Give Feedback
- Request Audit
- Present at a Share
  - Contribute

### About the Program
- Team
  - Recruiting / jobs
### SYSTEM

### PARTS

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<th>VALUE</th>
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### PRODUCTS

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<th>NAME (TIER)</th>
<th>PLATFORM</th>
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### PEOPLE

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**Tier:** F (Flagship) • S (Secondary)

**Platform(s):** WS Web Site • WA Web App • iOS • AND Android • WIN Windows • [Other]

**Discipline:** UX • DESign • CONtent • FED • Dev • QA • PdM • PjM • Exec