



Advance United

DESIGN SYSTEM

# UI Design Standards

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# Introduction

UI Design Standards are a document that contains guidelines for designing a digital product. Further, design guidelines are sets of recommendations on how to apply design principles to provide a positive user experience. The aim is to provide clear instructions to designers and developers in implementing a guide that includes intuitive, learnable abilities, efficiency, and consistency.

The guidelines in this document are used to prioritize consistency and standards in implementing every text, button, icon, spacing, color, etc. in the development of Advance United website/app.

*Throughout the document you will detailed comments by the UI designer — they are noted like this in red and italics.*

*In making this UI Design System, every component of the design was created in Figma. The main reason for using Figma is the features provided in making master components and reusable styles easier for designers on a design project. With the master component and reusable styles, it makes it easy for me to reuse the components that have been made and adjust the styling dynamically if there are changes that occur without having to change each component that has been duplicated.*

*Note that this is a live documents. UI guidelines do not stop at the beginning of the design and planning process, but continue to be updated and maintained over time and changing needs.*



# Advance United

Advance United brings an entirely different approach to the mining industry. We don't mine. Rather, we've acquired a portfolio of undervalued gold properties and are increasing their value through the application of modern technology. We have a growing pipeline of similar properties that we are looking to acquire. And now we've launched Au Marketplace. A first of its kind digital platform that connects owners of mineral commodities and deposits with developers and producers.

KEYWORDS

Brand	User-focused	Personalizable	Crowdsourcing	Recipes	Yummy	Social	Cookbook
Website	User-focused	Personalizable	Crowdsourcing	Recipes	Yummy	Social	Cookbook



# Atomic standards

Atomic Design is a methodology borrowed from chemistry that provides direction on building interface design systems more deliberately and with explicit order and hierarchy. As in chemistry, singular atoms are combined into molecules. In turn molecules become building blocks for complex components — atoms build into molecules which build into organisms, the smallest components of a web design come together to form more complex components.

In this design system that goes from the smallest element (an atom) all the way up to an entire page, understanding how each component links together and assembling them efficiently across designs and code.



# Atoms

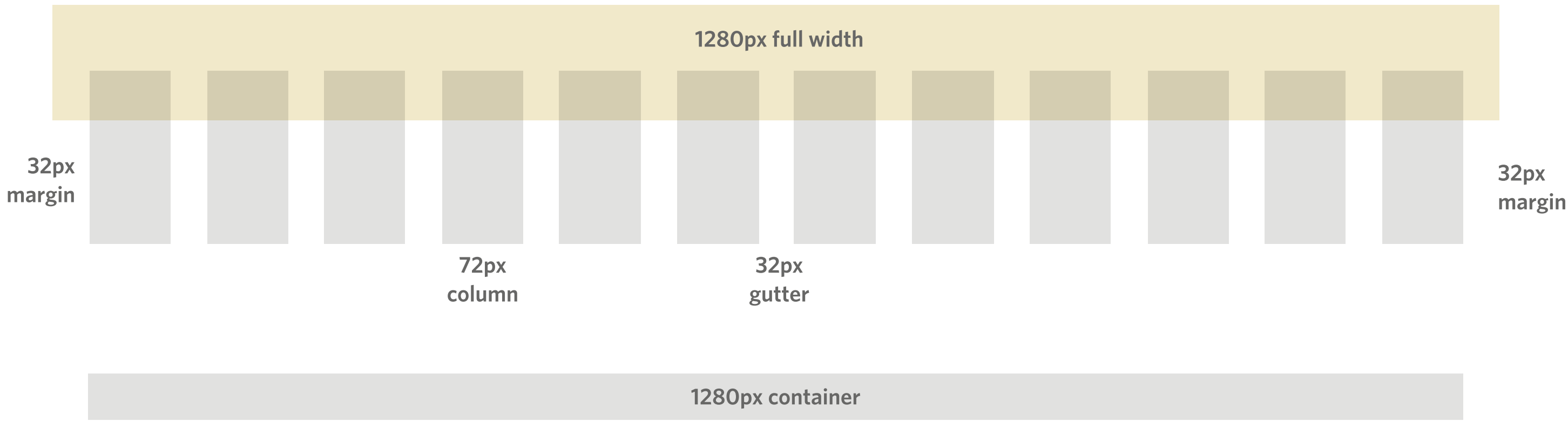
Just like in chemistry, atoms are the smallest building blocks in our system. Rather than atoms like Oxygen or Hydrogen, in design we have buttons, inputs, labels and other small elements that get used throughout our design. Iconography fits in this category, whether it is a menu icon, or avatar as they're small elements that come together to form the next stage — molecules.



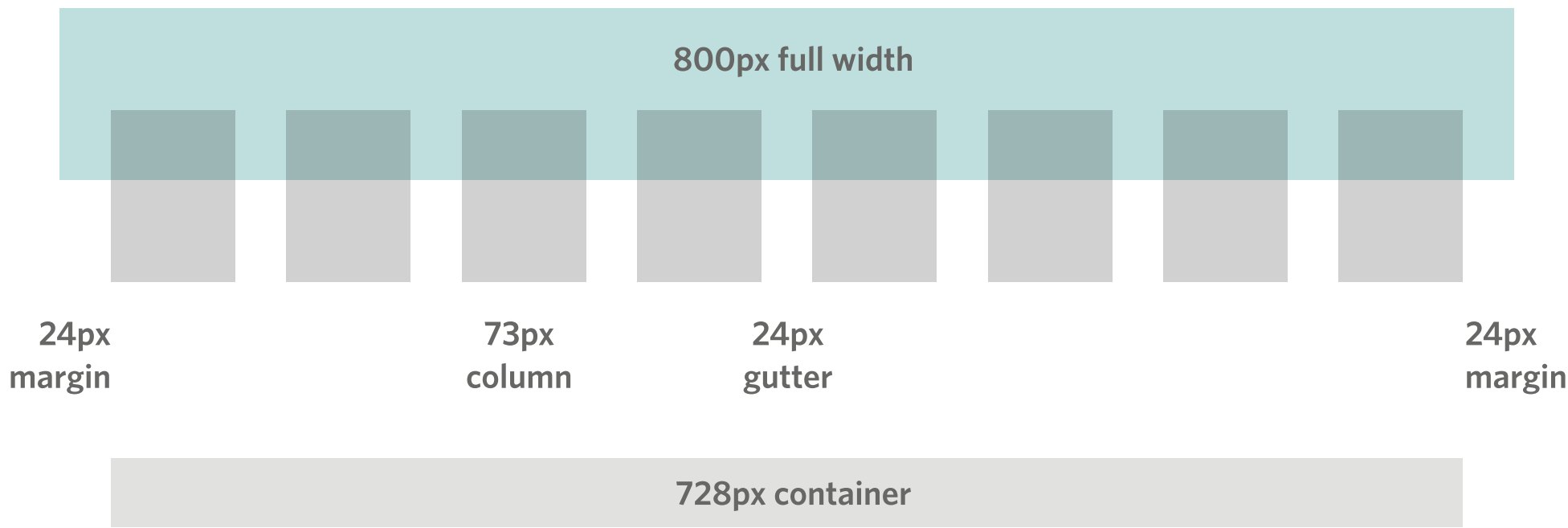
# Grids

The grid system gives structure to your page and helps to organize the page content consistently across different devices. We use a 12-column responsive grid system made up of columns, gutters and margins. All components have been built and tested on this grid system

## DESKTOP (LARGE)

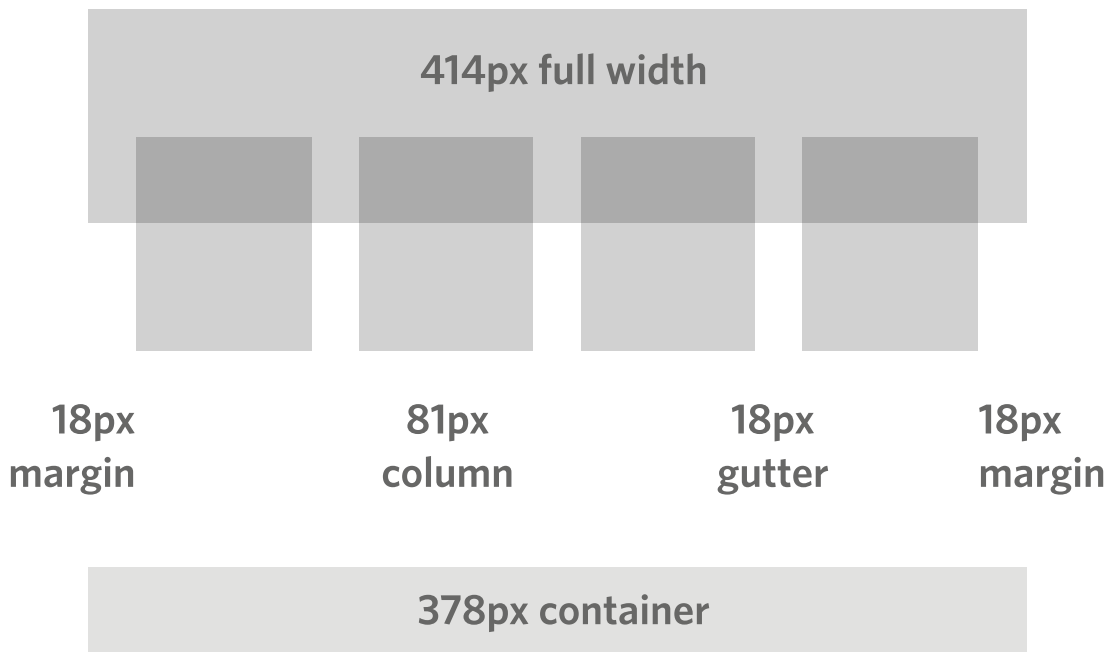


## TABLET (MEDIUM)



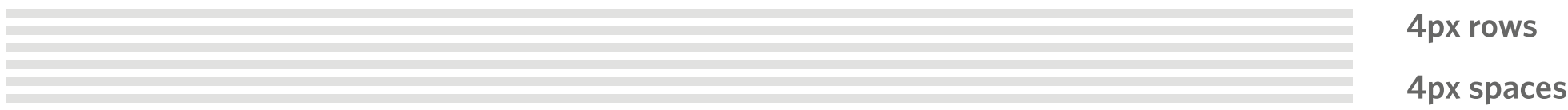
The main content (within the 1280px container) remains centered on the page on large screens, even after the main content area stops widening.

## MOBILE (SMALL)



The different column sizes automatically change dimensions once they reach certain breakpoints. See next page for info on Breakpoints

## ROWS



# Responsive breakpoints

The responsiveness of a grid system is critical to ensure that the grid layout works across different screen sizes and user platforms. The width of content areas on a page is based on a 12-column grid. Any section of content can be up to 12 columns wide, and can be divided up into smaller containers. Note that the desktop layout offers many column options. Whereas, in mobile and mobile all fall into a single column.

## DESKTOP

Header											
Menu											
1 column											
2 column						2 column					
3 column				3 column				3 column			
4 column			4 column			4 column			4 column		

## TABLET

Header											
Menu											
1 column											
2 column											
2 column											
3 column											
3 column											
3 column											
4 column											
4 column											
4 column											
4 column											

## MOBILE

Header											
Menu											
1 column											
2 column											
2 column											
3 column											
3 column											
3 column											
4 column											
4 column											
4 column											
4 column											

*In desktop (large) screens the 12 columns wide, and can be divided up into smaller containers*

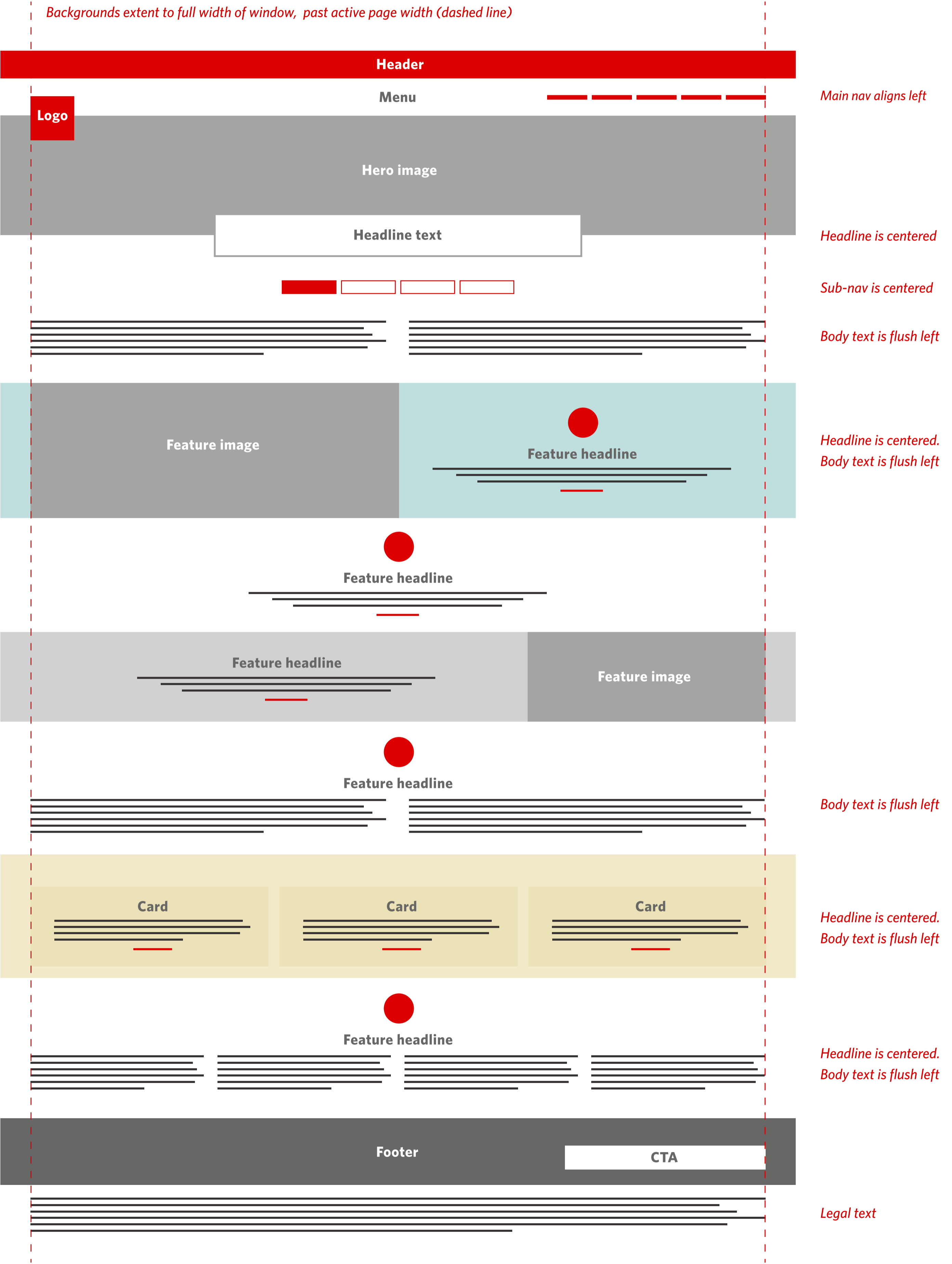
*In mobile (small) screens most elements will take up the full width of the page regardless of their size on desktop*

*In tablet (medium) screens most elements will take up the full width of the page regardless of their size on desktop*

# Page layout

Symmetric grids often follow a center line and enable designers to distribute all content around a center point or axis. Equal columns or rows help designers create a comfortable and aesthetically pleasing layout.

## DESKTOP



# Colour palette

The brand uses an extensive colour palette that promotes the Advance United personality and includes appropriate options for all its marketing and communications efforts. By using a colour system, we can help create a strong visual identity for the Advance United brand.

## PRIMARY

Au Red

HEX: #DD0000

RGB: 00-00-00

Brand:  
Advance United

Au Teal

HEX: #299090

RGB: 00-00-00

Sub-brand:  
Marketplace

*These are the colours that are most frequently used and imparts a distinct identity to the product.  
Using the brand (and sub-brand) colours as primary colours strengthens brand awareness.*

## SECONDARY

Au Gold

HEX: #CFB74D

RGB: 00-00-00

Au Carbon

HEX: #676766

RGB: 00-00-00

Au Slate

HEX: #363132

RGB: 00-00-00

White

HEX: #FFFFFF

RGB: 00-00-00

*These colours highlight or complement the primary colour.  
These are to be used sparingly to make the UI elements stand out.*



# Colour variants

The use of colour variants offers some depth to the designs and layouts. These are the only variants to be used — Au Red and Au Slate are never to be used in variants. These are used for backgrounds, cards, charts, infographics, etc, and form the majority of the UI.

			Backgrounds Level 1	Backgrounds Level 2	
Au Teal 50 HEX: #BFDEDE RGB: 191-222-222	Au Teal 40 HEX: #D4E9E9 RGB: 212-233-233	Au Teal 30 HEX: #BFDEDE RGB: 191-222-222	Au Teal 20 HEX: #D4E9E9 RGB: 212-233-233	Au Teal 10 HEX: #EAF4F4 RGB: 234-244-244	Au Teal 5 HEX: #F4F9F9 RGB: 244-249-249
Au Gold 50 HEX: #F1E9CA RGB: 241-233-202	Au Gold 40 HEX: #F5F1DB RGB: 245-241-219	Au Gold 30 HEX: #F1E9CA RGB: 241-233-202	Au Gold 20 HEX: #F5F1DB RGB: 245-241-219	Au Gold 10 HEX: #FAF8ED RGB: 250-248-237	Au Gold 5 HEX: #FDFBF6 RGB: 253-251-246
Au Carbon 50 HEX: #D1D1D1 RGB: 209-209-209	Au Carbon 40 HEX: #E1E1E0 RGB: 225-225-224	Au Carbon 30 HEX: #D1D1D1 RGB: 209-209-209	Au Carbon 20 HEX: #E1E1E0 RGB: 225-225-224	Au Carbon 10 HEX: #F0F0F0 RGB: 240-240-240	Au Carbon 5 HEX: #F7F7F7 RGB: 247-247-247
			This column is used in backgrounds. These are the primary (level 1) tints for full page, sections, and cards.		This column is used in backgrounds. These are the secondary (level 2) tints for insets within existing tint backgrounds



# Colour distribution

The distribution of colour is very important to the overall feel. The 60,25,10,5 rule is the adopted rule of thumb as shown below.



# Brand Identity

This is the primary version of the primary Advance United and Marketplace brand identity designs. Besides a few exceptions, it should be used across all communication channels of the brand. There are 2 versions of both design depending on the background colour to ensure legibility and flexibility in all digital and printing elements.

## LIGHT BACKGROUND



Advance United

Brand logo



Marketplace

Sub-brand logo

## DARK BACKGROUND

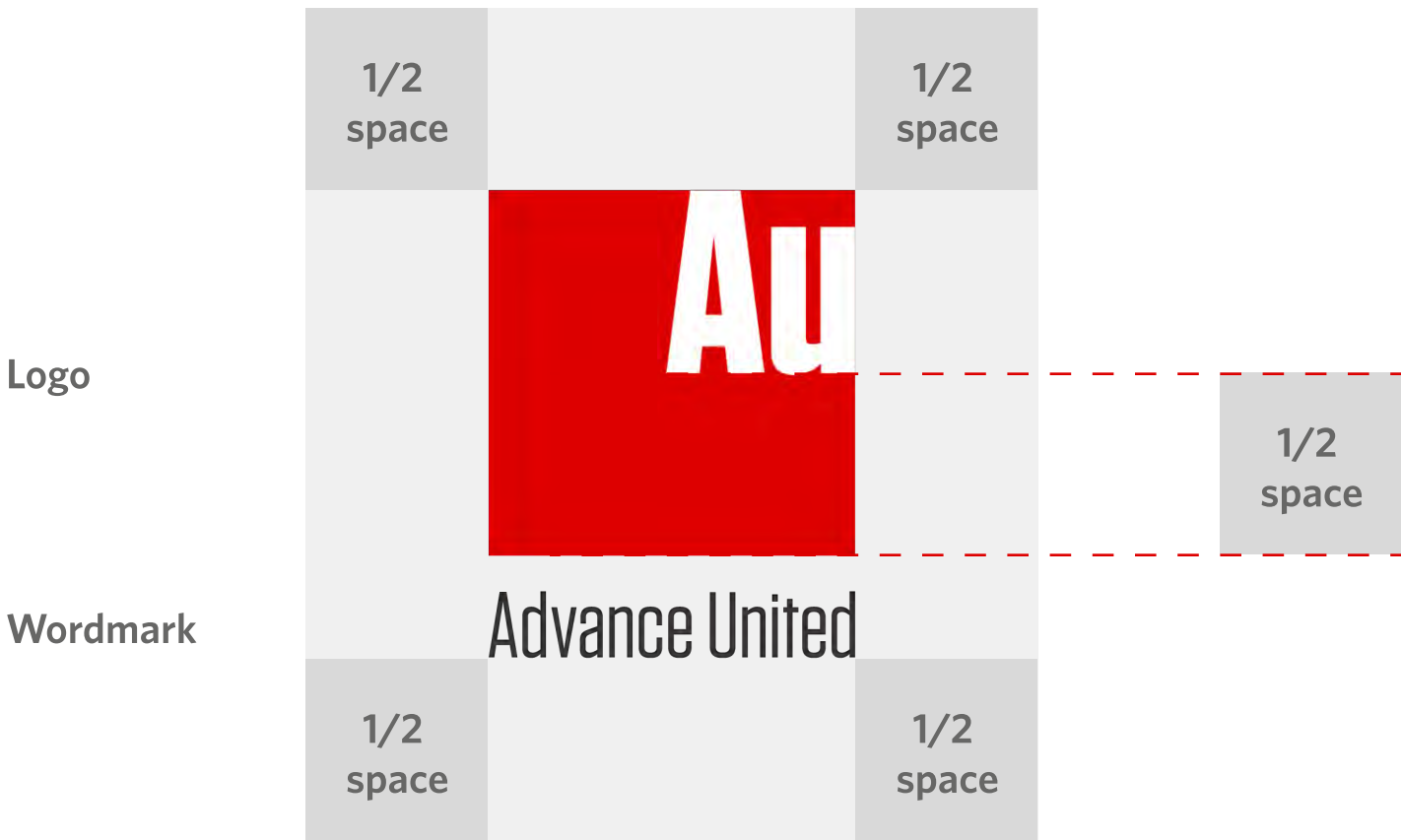


Advance United



Marketplace

## SPACING



*In order to maximize legibility and visual impact, negative space surrounding the logo design must equal at least half of the logo design height. This mandatory spacing is marked with letter ‘x’.*

*The logo will always benefit from having even more clear space around it.*

## FAVICON (LOGO ONLY)



*When the space is very limited, it is allowed to use letter “B” as a standalone symbol. For example as a favicon.*



# Typefaces

Advance United uses a font called Whitney which is available for free download.

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9  
!@#\$%^&\*()":>?

Whitney is a font geometric sans serif think for logos and titles

The Whitney family contains six weights from Light to Black, each provided in roman, italic, and both roman and italic small caps. Whitney maintains visually consistent intervals between its weights, to ensure that every style has a heavier counterpart that provides the same degree of emphasis.

Originally was originally create for New York's Whitney Museum as its institutional typeface. But late on, there are some international brands that have also practiced this font in their titles. Like Kodak, Hilton Hotels, Delta Air Lines as well as many others.

Whitney is well suited to use at sizes large and small. its compact forms and broad x-height use space efficiently, and its ample counters and open shapes make it clear under any circumstances.

This font is free for PERSONAL AND COMMERCIAL USE.

Download link: <https://www.cufonfonts.com/font/whitney-2>



# Font weights

The use of various font weights is to visually provide hierarchy, emphasis, and contrast to the messaging. Emphasis and hierarchy, are especially important text is used in various font sizes. Contrast to help lead the readers eye down through content, and webpage. Also, using the ideal weight in certain sizes aids in readability.

**FONT S**

**USES**

Whitney book

Body copy  
Input fields  
Legal copy

Whitney medium

Display  
Headlines

Whitney semibold

Bodycopy strong  
Navigation  
Labels  
CTAs

Whitney bold

Legal copy strong

*These are the only weights used in the Advance United design system.*



# Font usage

Font scales / hierarchy is critical and allows users to parse through information fast. Text content should organize according to the priority — the most important copy should be the most prominent. Use these elevation to provide hierarchy and prioritization for the important elements such as Display headers, Subheads, text, CTA buttons, Forms, etc.

NAME	SPECS	SAMPLE	USAGE
Display Header 1 H1	Font Family: Whitney Font Style: Medium Font Size: 42px Line Height: 48px Letter Spacing: 0%	Display / Header 1	Primary header, Display header, Page header
Title Header 2 H2	Font Family: Whitney Font Style: Medium Font Size: 36px Line Height: 100% Letter Spacing: 0%	Title / Header 2	Section header
Subhead Header 3 H3	Font Family: Whitney Font Style: Semibold Font Size: 24px Line Height: 100% Letter Spacing: 0%	Subhead / Header 3	Subhead
Hyperlink	Font Family: Whitney Font Style: Semibold Font Size: 20px Line Height: 100% Letter Spacing: 0%	Hyperlink	CTAs, Buttons
Body	Font Family: Whitney Font Style: Book Font Size: 18px Line Height: 24px Letter Spacing: 0%	Body	Body text, News titles, Form labels, Form input, Form error
Bold	Font Style: Semibold	Body Bold	Body text bold, Navigation bold
Body Small	Font Family: Whitney Font Style: Book Font Size: 16px Line Height: 20px Letter Spacing: 0%	Body Small	Body text small, Small text, Legal text, Ticker
Body Small Bold Header 4 H4	Font Style: Semibold	Body Small Bold / Header 4 / H4	Body text small bold, H4, Legal text bold
Label	Font Family: Whitney Font Style: Semibold Font Size: 16px Line Height: 22px Letter Spacing: 0%	Label	Navigation, Button text small, Pre-title, News text, Form error (small), Label (small)
Legal	Font Family: Whitney Font Style: Book Font Size: 14px Line Height: 20px Letter Spacing: 0%	Body Small	Legal text
Legal Header Header 5 H3	Font Style: Bold	Legal Header / Header 5 / H5	Legal text header, H5, Legal header, Ticker bold
Legal Bold Header 6 H4	Font Style: Semibold	Legal Bold / Header 6 / H6	Legal text bold, H6, Legal bold



# Font scales

The typography is divided into Desktop and Mobile sizes with two font weights (regular and semibold) to adapt to the Responsive design.

DESKTOP		TABLET ★		MOBILE ★		Usages
42px	H1 Display	36px	H1 Display	30px	H1 Display	Displays (H1)
36px	H2 Title	30px	H2 Title	26px	H2 Title	Titles (H2), Headlines
24px	H3 Subhead	—	—	—	—	
20px	Hyperlink	—	—	—	—	CTAs, Buttons
18px	Body	—	—	—	—	Body copy, News titles, Form labels, Form input, Form error
16px	Body Small	—	—	—	—	Body copy small, News titles, Form labels, Form input, Form error
16px	Navigation, Labels	—	—	—	—	Navigation, Link, Button text (small), Pre-title, News text, Form error (small), Label (small)
14px	Legal Copy	—	—	—	—	Legal copy, Body copy (small), Tickers

# Text blocks

Consistent text formatting helps readers locate and interpret information. Follow these conventions for formatting elements that frequently appear in instructions (also referred to as procedures).

	DESKTOP	TABLET	MOBILE
Body copy Centered alignment	<p> Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc vulputate libero et velit interdum, aliquet odio mattis. Class aptent taciti sociosqu ad litora torquent conubia nostra, per inceptos himenaeos. Curabitur tempus urna at aliquet odio turpis.</p>	<p> Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc vulputate libero et velit interdum, aliquet odio mattis. Class aptent taciti sociosqu ad litora torquent conubia nostra, per inceptos himenaeos. Curabitur tempus urna at aliquet odio turpis.</p>	<p> Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc vulputate libero et velit interdum, aliquet odio mattis. Class aptent taciti sociosqu ad litora torquent conubia nostra, per inceptos himenaeos. Curabitur tempus urna at aliquet odio turpis.</p>
Body copy Left alignment	<p> Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc vulputate libero et velit interdum, aliquet odio mattis. Class aptent taciti sociosqu ad litora torquent conubia nostra, per inceptos himenaeos. Curabitur tempus urna at aliquet odio turpis.</p>	<p> Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc vulputate libero et velit interdum, aliquet odio mattis. Class aptent taciti sociosqu ad litora torquent conubia nostra, per inceptos himenaeos. Curabitur tempus urna at aliquet odio turpis.</p>	<p> Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc vulputate libero et velit interdum, aliquet odio mattis. Class aptent taciti sociosqu ad litora torquent conubia nostra, per inceptos himenaeos. Curabitur tempus urna at aliquet odio turpis.</p>



# Text pairing


































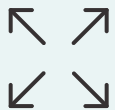





















Type treatment is a key component in great design. The thoughtful use of fonts, text formatting, capitalization, alignment, and spacing creates a first impression, reinforces the Microsoft brand, and improves readability. The consistent formatting of text elements, such as command names and URLs, reduces ambiguity and helps customers find and interpret information easily.

	DESKTOP	TABLET *	MOBILE *
Features	<div><div>Title</div><div>Subhead (H3)</div><div>Body text – Lorem ipsum dolor sit amet, consectetur adipiscing elit. <b>Bold body copy</b> et velit interdum, aliquet odio mattis. Class aptent taciti sociosqu ad litora torquent conubia nostra, per inceptos himenaeos. Curabitur tempus urna at aliquet odio turpis.</div><div>Hyperlink</div></div>	<div><div>Title</div><div>Subhead (H3)</div><div>Body text – Lorem ipsum dolor sit amet, consectetur adipiscing elit. <b>Bold body copy</b> et velit interdum, aliquet odio mattis. Class aptent taciti sociosqu ad litora torquent conubia nostra, per inceptos himenaeos. Curabitur tempus urna at aliquet odio turpis.</div><div>Hyperlink</div></div>	<div><div>Title</div><div>Subhead (H3)</div><div>Body text – Lorem ipsum dolor sit amet, consectetur adipiscing elit. <b>Bold body copy</b> et velit interdum, aliquet odio mattis. Class aptent taciti sociosqu ad litora torquent conubia nostra, per inceptos himenaeos. Curabitur tempus urna at aliquet odio turpis.</div><div>Hyperlink</div></div>
News	<div><div>Title</div><div>Subhead (H3)</div><div>Body text small – Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc vulputate libero et velit interdum, aliquet <b>Bold bold copy small</b>. Class aptent taciti sociosqu ad litora torquent conubia nostra, per inceptos himenaeos. Curabitur tempus urna at aliquet odio turpis.</div><div>Hyperlink</div></div>	<div><div>—</div></div>	<div><div>—</div></div>
Legal	<div><div>Legal Header (H5)</div><div>Body small – Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc vulputate libero et velit interdum, aliquet <b>Bold bold copy small</b>. Class aptent taciti sociosqu ad litora torquent conubia nostra, per inceptos himenaeos. Curabitur tempus urna at aliquet odio turpis.</div></div>	<div><div>—</div></div>	<div><div>—</div></div>



# Icons

Icons add much personality and enhance user experience to make the presentation more usable. For this reason, Advance United uses a library of custom-designed icons to support the overall branded visual communications and messaging. Their outlined stylization promote a clean, and modern visual style, all while utilizing their universal language for ease of recognition

							
Affirmation	Down	Up	Previous	Next	Bridge	Completed	Criteria
							
CTA	Depost-size	Deposit-type	Diabled	Document	Email	Error	Favourite
							
Focus	Global	Gold-Canadian	Gold-Global	Location	Meeting	Menu	News
							
Number	Opportunity	Print	Challenge	Process	Production	Profile	Progress
							
Stage	Size	Reset	Select	Solution	Talk	Valid	Grid view
							
List view	Warning	Asterisk	Asterisk 2	Check	Gold	More	Close
							
Team	Balanced	Help	Facebook	Instagram	Linked in	Twitter	



# Icon treatments

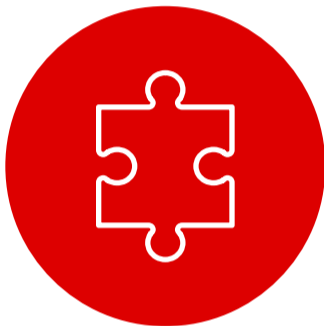
Various icon treatments provide an important part of creating a visually interesting UX design, but they can also greatly add to the usability. Certain treatments have been developed to help in creating visual hierarchies and cues to draw the user through the presented content.

SHAPES

SAMPLES

USAGE

Round solid



Primary header, Display header, Page header

Round stroke



Primary header, Display header, Page header

Square



Primary header, Display header, Page header

No frame



Primary header, Display header, Page header



# Button types

Buttons are a vital element in creating a positive and productive user experience. They can link the user to other pages, complete functions like submitting a form, or used as calls-to-actions (CTA) to drive users to drive engage, retention, and business success.

## SQUARE

### Square with text



### Square with icon



*Used typically for investors and Marketplace.*

## FRAMED

### Text button



### Text button with icon



*Use for engagements such as CTAs.*

## CIRCLE

### Round with text/icon



*Use Top button to quickly navigate to the top of a long page.*

## NO FRAME

### Hyperlink

**Link large**

### Hyperlink with icon

**Link large →**

### Hyperlink icon only



# Photography

Dynamic environmental images of mining are the primary subjects. Other common subjects are employees in a recognizable workplace environment and detailed technical photos. Resources are the focus, not the end-usage. Cutouts are not permitted.



*Use people working in their environments*

*Lighting can also be enhanced digitally with additional filters, however the primary aim is to keep the imagery as authentic and natural as possible.*



*Keywords for imagery;  
Dramatic, authentic, dynamic,  
bold, grand-scale,*

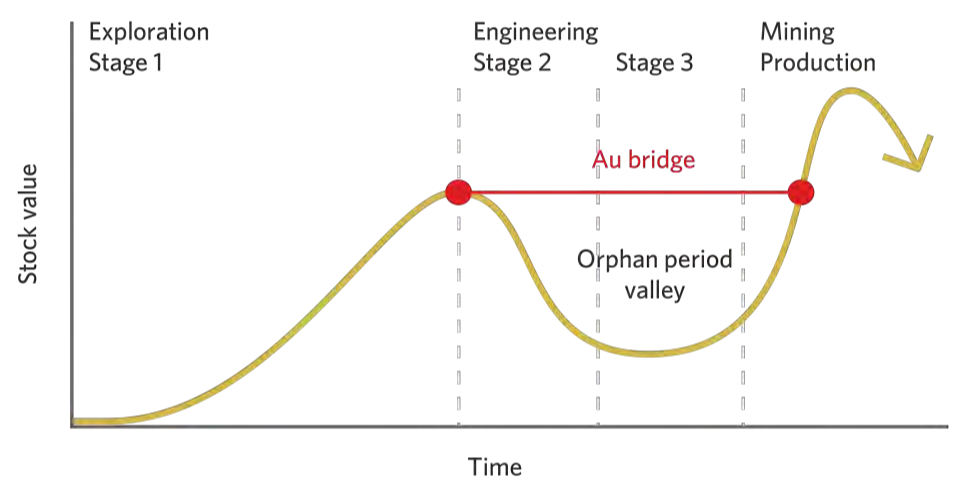
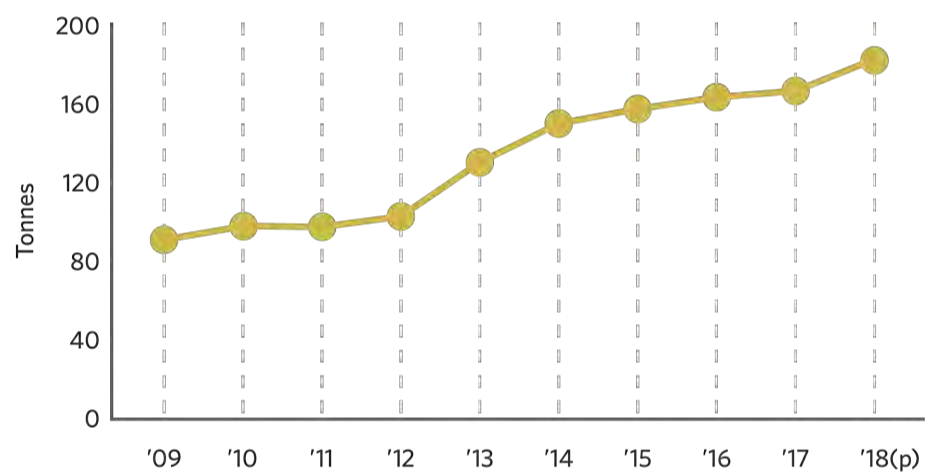
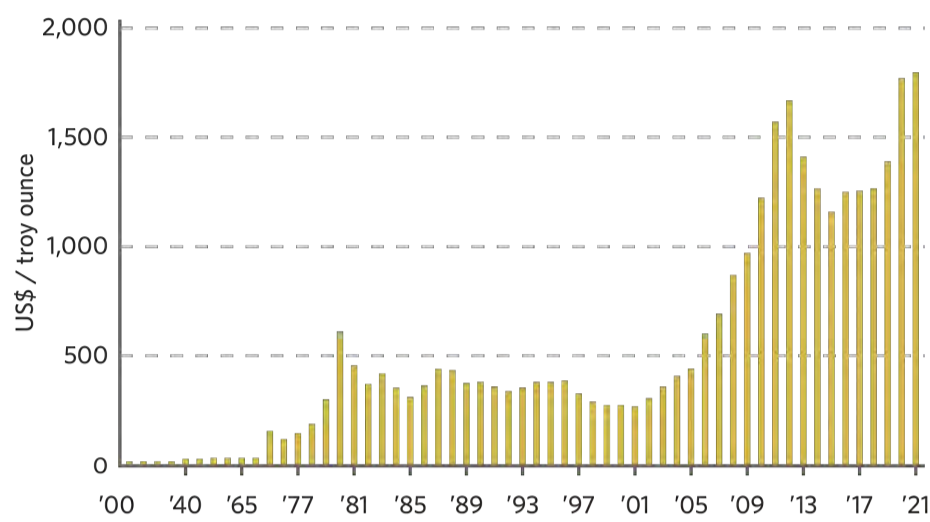


*Gold imagery should be of the resources in its raw form, not end-use, such as jewellery*

# Charts

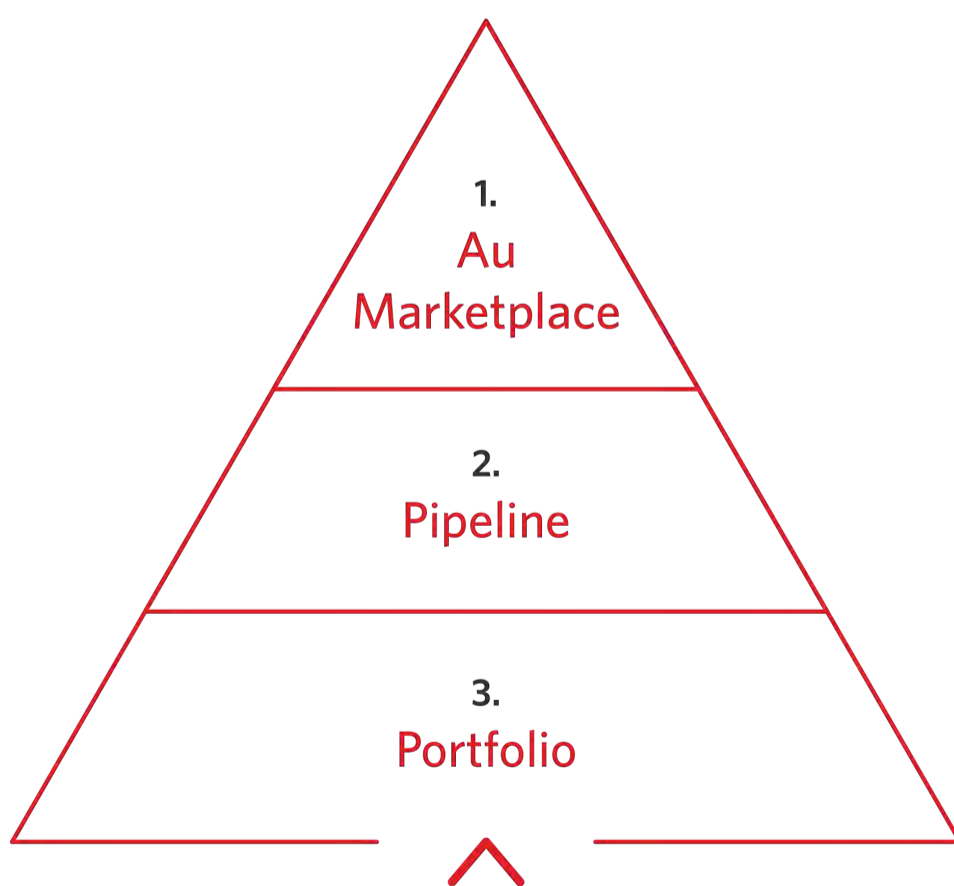
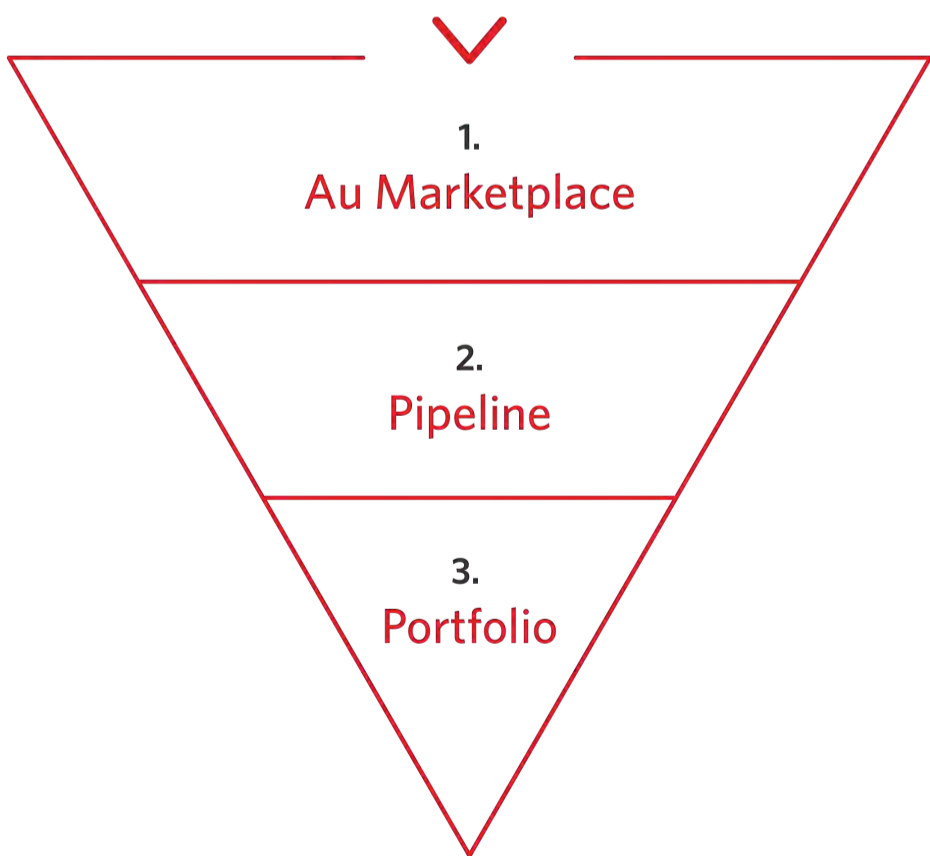
Many forms of charts, graphs, and diagrams are used within the Advance United brand. Simplicity and ease of understanding are the most important criteria. This is primarily so readers can easily read the whole thing on a small screen. Craft very short chart titles, metrics labels, and axis labels.

## CHARTS/GRAPHS



Backgrounds will be either of the background tint variant (see Colour Variants page), white, or reversed from a solid colour.

## DIAGRAM



Line weight is important. Always use a 1px stroke weight.



# Molecules

In the molecule stage, we take our independent atomic design elements, each with their own characteristics, style, format, and begin to bring them together into new groupings. Take for instance our avatar atom. If we combine the avatar atom with name and title labels, other atomic elements, we can create a profile molecule. Each atom has carried its unique properties into a group that on it's own has distinct characteristics.

Just like in Chemistry, we can combine the same atoms in different ways to create unique molecules for use in our design. Though at this stage the groupings are still relatively simple collections.



# Button states

Advance United uses buttons provide users with many types and sizes of interactive buttons. Each has a specific usage and should thus be repeatedly only used for those specific usages. Button states also have several states to provide the user with visual levels of interaction.

	LARGE			MEDIUM			SMALL	
	Inline	Text only	With icon	Inline	Text only	With icon	Inline	Text only
Default	Large →	Large	Large →	Medium ∨	Medium	Medium ∨	Small	Small
Hover	Large →	Large	Large →	Medium ∨	Medium	Medium ∨	Small	Small
Inactive		Large	Large →		Medium	Medium ∨		Small
Ghost		Large	Large →		Medium	Medium ∨		Small

	Square	Square	Round
Default	Frankfurt 910	f 1	^ Top
Hover	Frankfurt 910	f 1	^ Top
Active		1	



# Selection controls

Selection controls allow users to complete tasks which involve making choices such as selecting options, switching settings on or off, or adding or removing items.

	Default	Selected	
CHECKBOXES			<i>Checkboxes should be used instead of radio buttons or switches if multiple options can be selected from a list.</i>
RADIO BUTTONS			
SWITCHES			<i>Au Teal 20 is most commonly used in the background on all forms</i>



# Dropdowns

A dropdown is a compact way of displaying multiple choices. It appears upon interaction with an element (such as an icon or button) or when users perform a specific action.A dropdown list should have at least two items but no more than seven items. Each item should be fairly short—the reader should be able to see at least two, and preferably three, list items at a glance.

	Default	On click	Hover	Selected	
BASE COMPONENT	<div>List title ▼</div>	<div>List title ▼<div>List option 1List option 2List option 3List option 4List option 5</div></div>	<div>List title ▼<div>List option 1List option 2List option 3List option 4List option 5</div></div>	<div>List option 1 ▼</div>	<div>Checkboxes should be used instead of radio buttons or switches if multiple options can be selected from a list.</div>
BLANK INPUT FIELD	<div>▼</div>	<div>▼<div>List option 1List option 2List option 3List option 4List option 5</div></div>	<div>▼<div>List option 1List option 2List option 3List option 4List option 5</div></div>	<div>List option 1 ▼</div>	<div>These are typically used in forms with labels above and all input fields are empty</div>
BASE WITH BOXED DROPDOWN	<div>List title ▼</div>	<div>List title ▼<div>List option 1List option 2List option 3List option 4List option 5</div></div>	<div>List title ▼<div>List option 1List option 2List option 3List option 4List option 5</div></div>	<div>List option 1 ▼</div>	<div>Boxed dropdown background helps to cover content that may be below the element</div>
BUTTON DROPDOWN	<div>List title ▼</div>	<div>List title ▼<div>List option 1List option 2List option 3List option 4List option 5</div></div>	<div>List title ▼<div>List option 1List option 2List option 3List option 4List option 5</div></div>	<div>List option 1 ▼</div>	<div>Boxed dropdown background helps to cover content that may be below the element</div>

# Input field

Advance United uses numerous input controls to allow users to input data in a way that is quick, easy, and correct. Pick the right one depending on the question, requirements, and expected answer.

	Default	Click	Input
<b>SINGLE LINE TEXT</b>	<div><div>Label</div><div></div><div>Label</div></div>	<div><div>Label</div><div> </div><div>Label</div></div>	<div><div>Input text</div></div>
<b>MULTIPLE LINE TEXT</b>	<div><div>Label</div><div></div></div>	<div><div> </div></div>	<div><div>Input text</div></div>
<b>BLANK INPUT FIELD</b>	<div><div></div></div>	<div><div>List option 1</div></div>	

All forms have the labels at top and bottom to provide information for what is requested.

Form fields are empty until inputs are entered.

Important: See page on Validation to fully implement the use of form input fields

# Validation

All forms used include validation to provide immediate feedback to the user that the data that is entered in the user interface. The output of this process is emotional rather than technical. The form either points out that the user made an error, or assures that the provided data is accurate. This process in important to Advance United as it greatly improved the success rate of user engagement amd retention.

	Default	Input approved	Input error	
INPUT FIELD	<div><div>Name</div><div><div></div></div><div>First name</div></div>	<div><div>Name</div><div><div>John</div><div></div></div><div>First name</div></div>	<div><div>Name</div><div><div></div><div></div></div><div>Please enter your first name</div></div>	Icons and text are both used in the event of input errors
DROPDOWN MENU	<div><div>Country</div><div><div></div><div></div></div></div>	<div><div>Country</div><div><div>Canada</div><div></div></div></div>	<div><div>Country</div><div><div></div><div></div></div><div>Please select your country</div></div>	On pulldowns only the red text message is provide to highlight what has been missed
CHECKBOX	<div><div><input type="checkbox"/></div><div>I agree...</div></div>	<div><div><input checked="" type="checkbox"/></div><div>I agree...</div></div>	<div><div><input type="checkbox"/></div><div>I agree...</div><div></div></div>	On checkboxes only the icon is provide to highlight what requires selection
BUTTON	<div><div>Submit →</div></div>	<div><div>Submit →</div></div>	<div><div>Submit →</div><div><div></div><div>Please fill in a valid value for all required fields.</div></div></div>	The completion of any form will not proceed until all fields are validated. Note that both the icon and messege are used



# Notifications

For all multi-stage forms Advance United used indeterminate progress indicator (bar) to visually show that a process is occurring, and approximately how much is remaining to complete the process.

## PROGRESS BAR

Default



Progress

*The use of a check mark to indicate progress provides an encouraging visual cue*

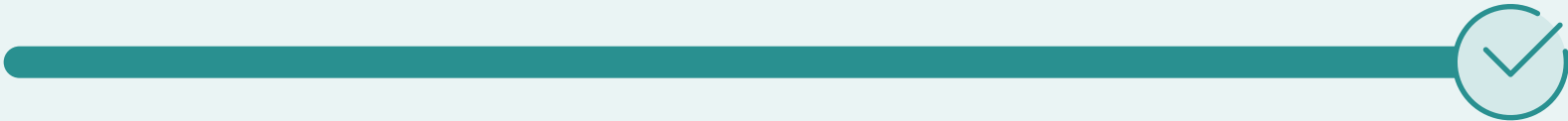
In progress



Progress

*The progress bar always appears at the top of each section of the form page. This helps users to reliably and predictably find the status of their operation*

Completed



Progress



# Organisms

As we enter the Organisms stage, our collections of atoms and molecules now become more complex than at the molecular level. Take for instance our 'profile' molecule. It was a simple element comprising an avatar and a pair of label elements. As we bring that into an organism, we may be adding that into an app header for a profile page, complete with navigation, a background cover photo and some other molecules. This creates our header organism.

The organism is not yet a complete design, but is a component that can be reused across designs, or layout templates.



# Navigation

The navigation system offers a few design patterns to choose from when optimizing the user experience. The elements used are simple and minimalist — crafted to make the user experience useful, intuitive and coherent. So much that it’s functionally cognitive, yet “invisible.”

DESKTOP / TABLET

Hyperlinks

Button with icon

Button with text

Default

Company

News

Marketplace

Portfolio

Property owners

Investors

Contact

Free trial

32px space between items

All aligned centered vertically

Hover

Company

News

Marketplace

Portfolio

Property owners

Investors

Contact

Free trial

Drop down sub-menu

Why join Advance United?

Process and criteria

Case study

Sub-menu hover state

MOBILE

Default

Hover

Home

Company

Marketplace

Marketplace

Property owners

Why join Au?

Why join Au?

Case studies

Investors

Why invest in Au?

Stock information

Investor updates

Download investor deck

Contact us

Free trial

Home

Company

Marketplace

Marketplace

Property owners

Why join Au?

Why join Au?

Case studies

Investors

Why invest in Au?

Stock information

Investor updates

Download investor deck

Contact us

Free trial

Hover state

Hover state

Hover state

Hover state

SECTION SUB-NAV

Default

Hover

Button large

Button large

Button large

Button large

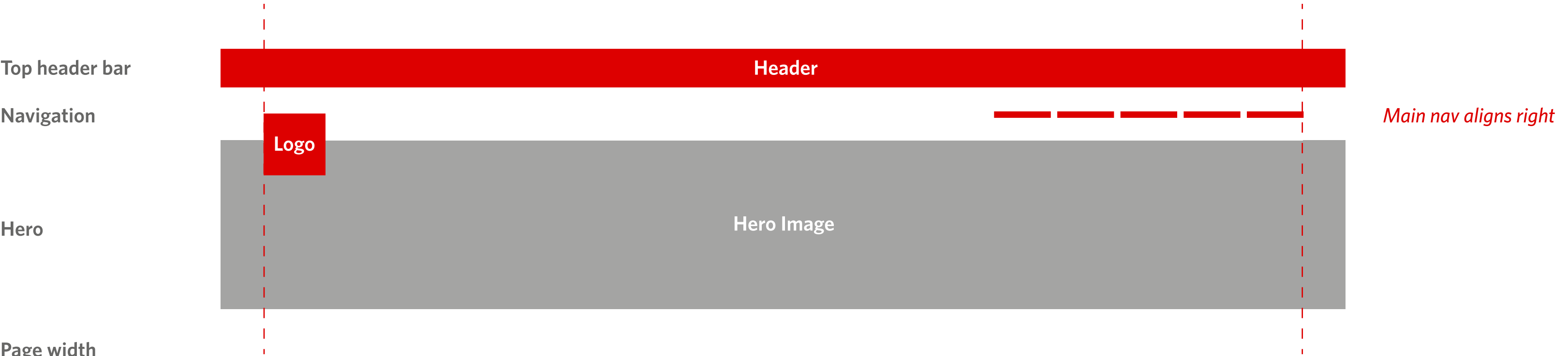
36px space between items



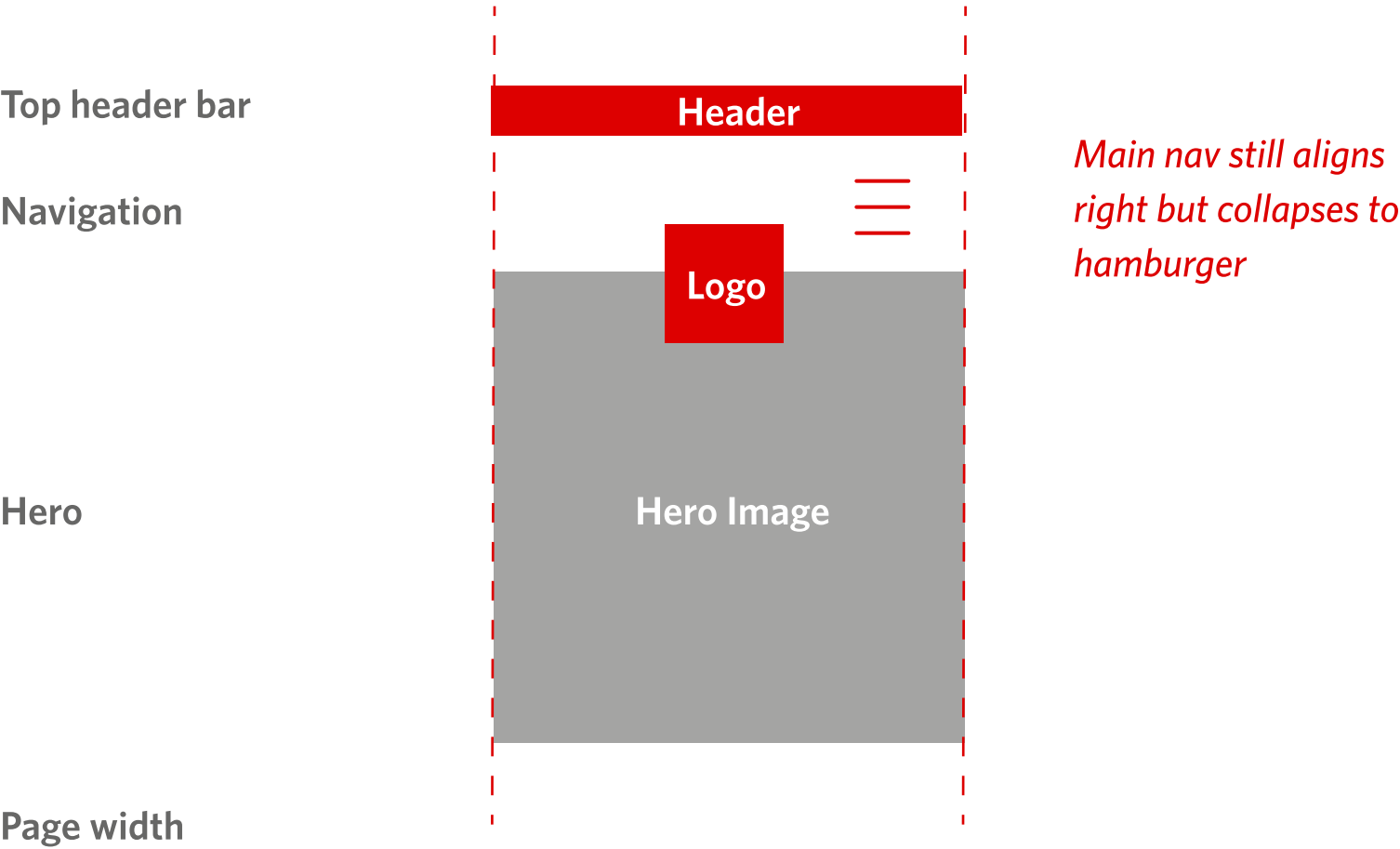
# Header

The Advance United header stays constant and visible (sticky or fixed position) as visitors click around your site or scrolled down through a page. The configuration of the elements do adapt to the page size (see Responsive Layout page).

## DESKTOP / TABLET



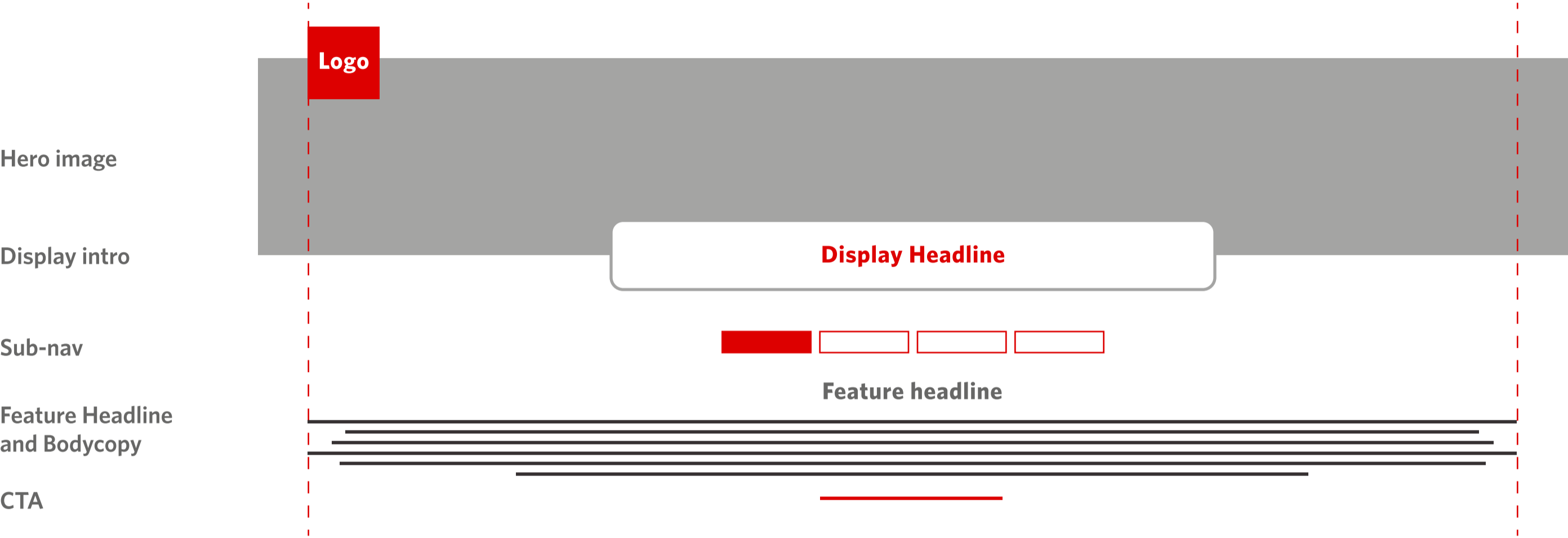
## MOBILE



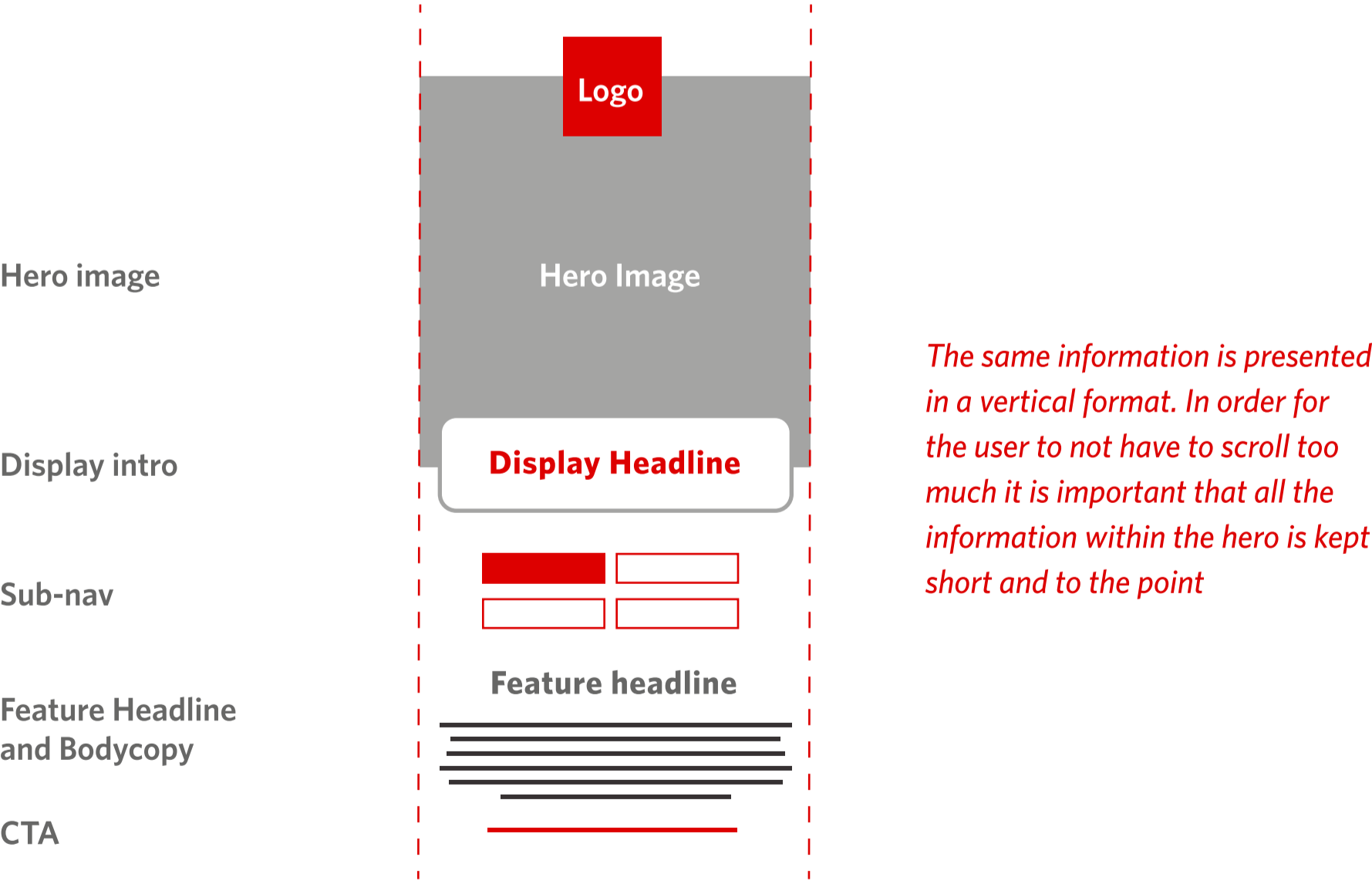
# Hero

The hero section is the large, typically full-screen area that a user see at the top of each Advance United's web page. With respect our users time, the hero section has several important jobs to accomplish in a very short amount of time. It functions to: grabs the user's attention; reassures that they have come to the correct place; explains how the user's problem can be solved; and provides a clear call to action.

DESKTOP / TABLET



MOBILE



# Sections

Content section is where all the webpages information goes — headlines, paragraphs, images, , and forms. The Advance United UI offers many section layout options in order to provide variety and configurations to manage short or long content.

Backgrounds extent to full width of window, past active page width (dashed line)

Headline is centered  
Sub-nav is centered

Body text is flush left

2-column symetrical

Headline is centered.  
Body text is flush left

1-column

3-column asymetrical

2-column symetrical

Body text is flush left

3-column symetrical

Headline is centered.  
Body text is flush left

4-column symetrical

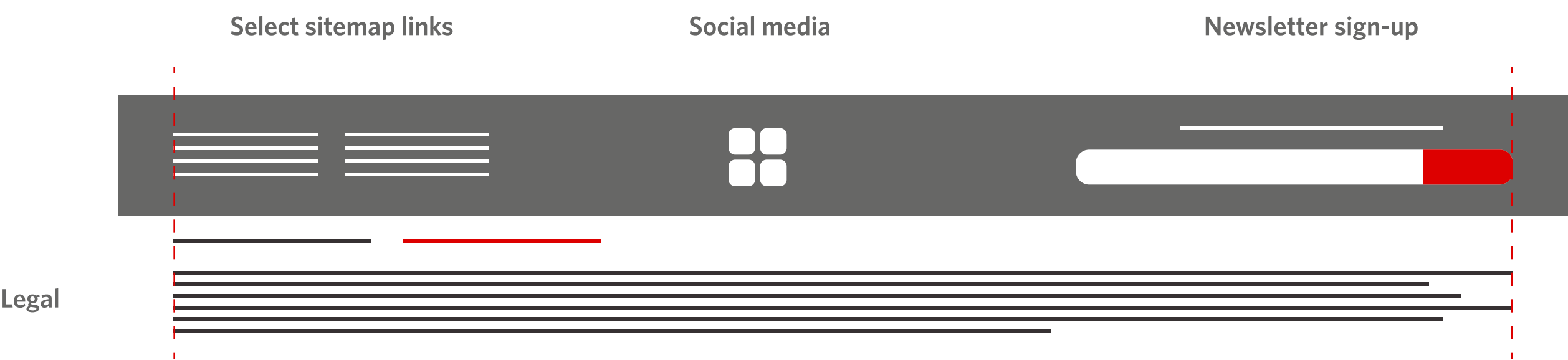
Headline is centered.  
Body text is flush left



# Footer

The footer performs the same function as the header — it’s a region on a website that’s constant from page to page. The Advance United footer includes; a few hyperlinks to priority information, privacy policy, newsletter sign-up form, social media links, and legal information.

## DESKTOP / TABLET



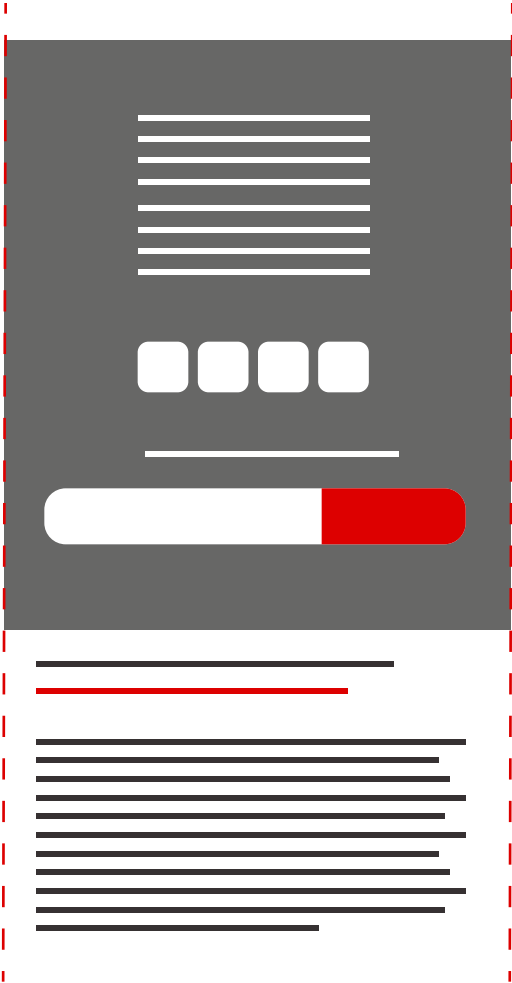
## MOBILE

Select sitemap links

Social media

Newsletter sign-up

Legal



*The same information is presented in a vertical format. In order for the user to not have to scroll too much it is important that all the information within the hero is kept short and to the point*



# Form

Forms are there to get some information from the user with a set of input controls and submit it to the system. Advance United uses numerous input methods to collect the information requires. Break longer forms into logical groups or sections — this reduces cognitive load for the user.

## DESKTOP / TABLET

Default

Progress bar

Progress

Boxed dropdown background helps to cover content that may be below the element.

Single line text component

Field title

Information requested

Information requested

Typically in one or two column. Text below indicated information requested.

Dropdown component

Field title

Keep page clean with dropdown selection of options.

Multiple line text component

Field title

Multiple line fields are good for comments and are set to 3-lines visible.

Checkbox component

Field title

Item

Item

Item

Item

Item

Single row for 1-to-5 checkboxes.

Upload file component

Field title

Item

Item

Item

Item

Item

Item

Item

Item

Item

Multiple columns and rows checkbox format is good for display of many options.

Field title

Choose file

Remove file

Uploaded file name

Control for selection of file(s) for upload.

Legal agreement [Link to terms](#)

Single values to be selected/deselected.

Action buttons

← Previous


Submit →

Submits form or return to previous form page.

# Cards

The Cards used by Advance United contain within a quick view or preview of relevant information. They may provide “all” info or a “preview” with a link to see more. But they should convey everything they need to within those interactions. Users can select to view them in “list” or “grid’ view.

MY PROPERTY (GRID VIEW)



Property name

Location

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt consectetur adipiscing elit, sed diam nonummy ut laoreet dolore ...

Updated:

Edit

NEWS


Date

Headline – ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper

Link large →

MY PROPERTY (LIST VIEW)



Property name

Location

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt consectetur adipiscing elit, sed diam nonummy ut laoreet dolore ...

Updated:

Edit

Note that some some cards within Marketplace are are available for both List and Grid view allowing useer to set their preference

DISCOVERED PROPERTY (GRID VIEW)


Property name

Location

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore ...

Commodity:  
ID#:  
Owner:  
Posted:

View



DISCOVERED PROPERTY (LIST VIEW)


Property name

Location

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore ...

Commodity:ID#:Owner:Posted:

View



AU

STYLEGUIDE VERSION 1.2

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# Tile

The tile is used to provide rapid information for "at a glance" information, such as data and stats — similar to a dashboard. Each tile provides a singular highlighted piece of information.

## NEWS



Title

Stat

# Thank you

We hope that you found the guidelines and recommendations within this UI Design Standards document helpful in your application. Any questions or suggestions, please contact us.

## ABOUT THE DESIGNER

Filip Jansky is a Design Director / Senior Designer providing creative solutions in brand building and communication design. He skillfully balances conceptual thinking and creative vision blended with technical expertise to deliver complex projects from development through completion. Brand design is his specialty — with clarity he can articulate moods, concepts, and messaging into effective visual cohesive brand communications. His work repeatedly generates positive client and user experiences.

[View more of Filip's work →](#)

