

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?**

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language?**

What is the goal of the Judo Design Language?

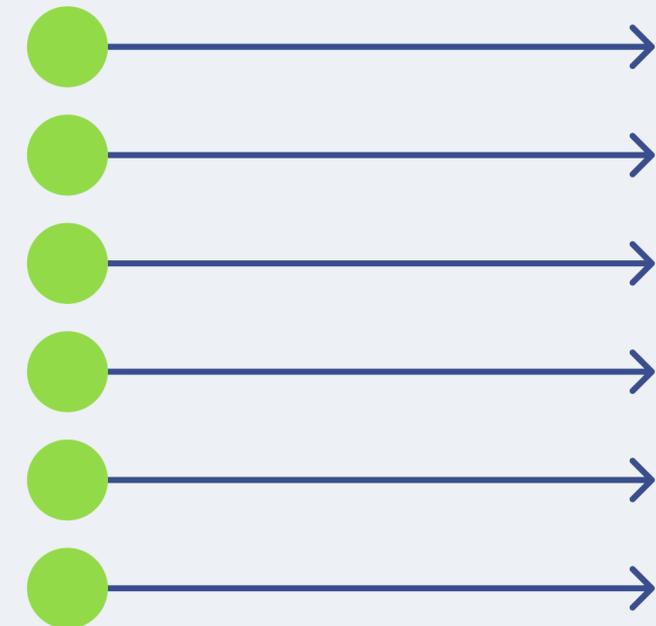
The goal of a design language is to create a cohesive and meaningful design that helps users to understand the purpose and function of a product, while also conveying the values and personality of the brand.

How does a Design Language help Judo scale?

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

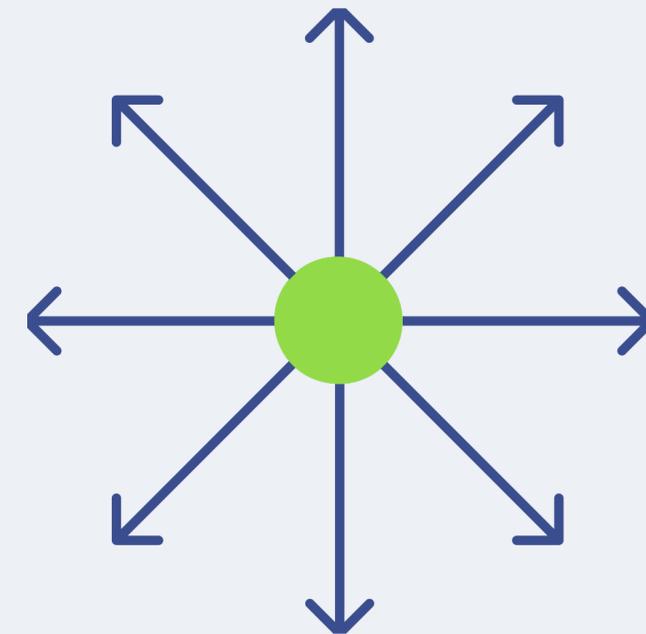
1. Efficiency

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.



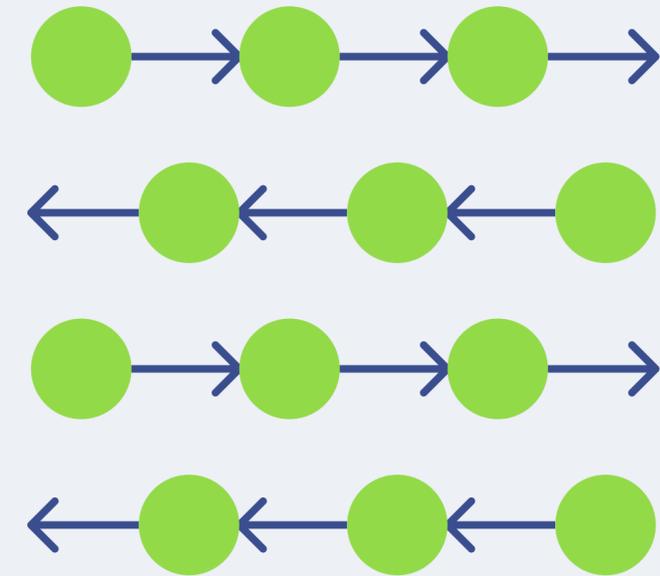
2. Scalability

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.

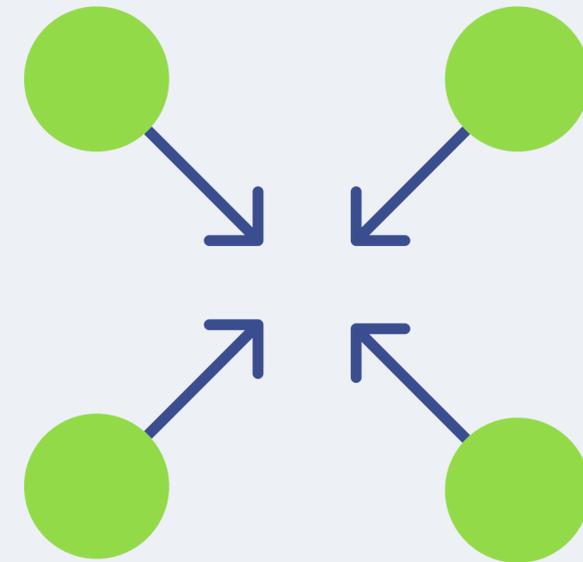


Understanding the Design Language

Understanding the Design Language

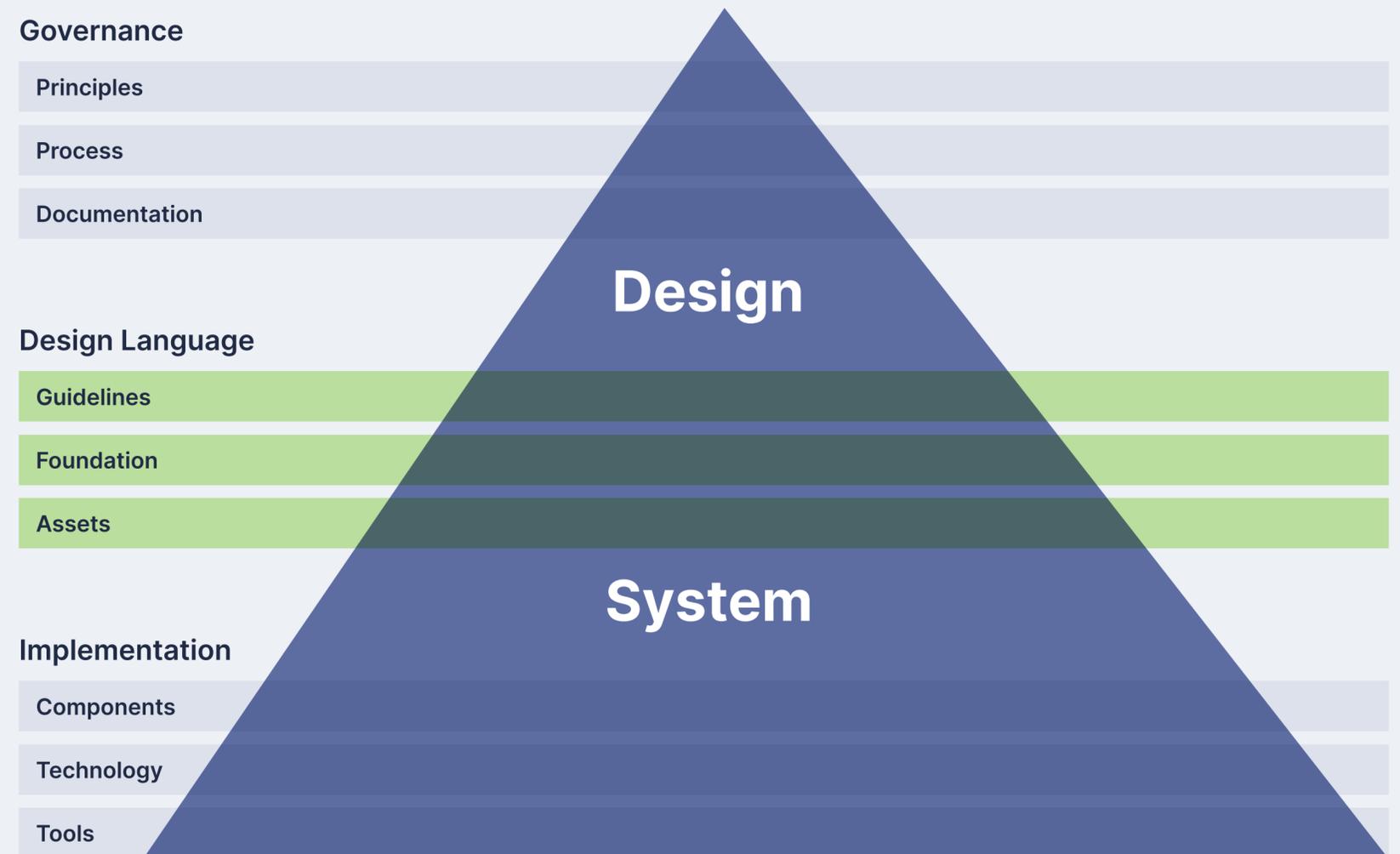
4. Collaboration

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.



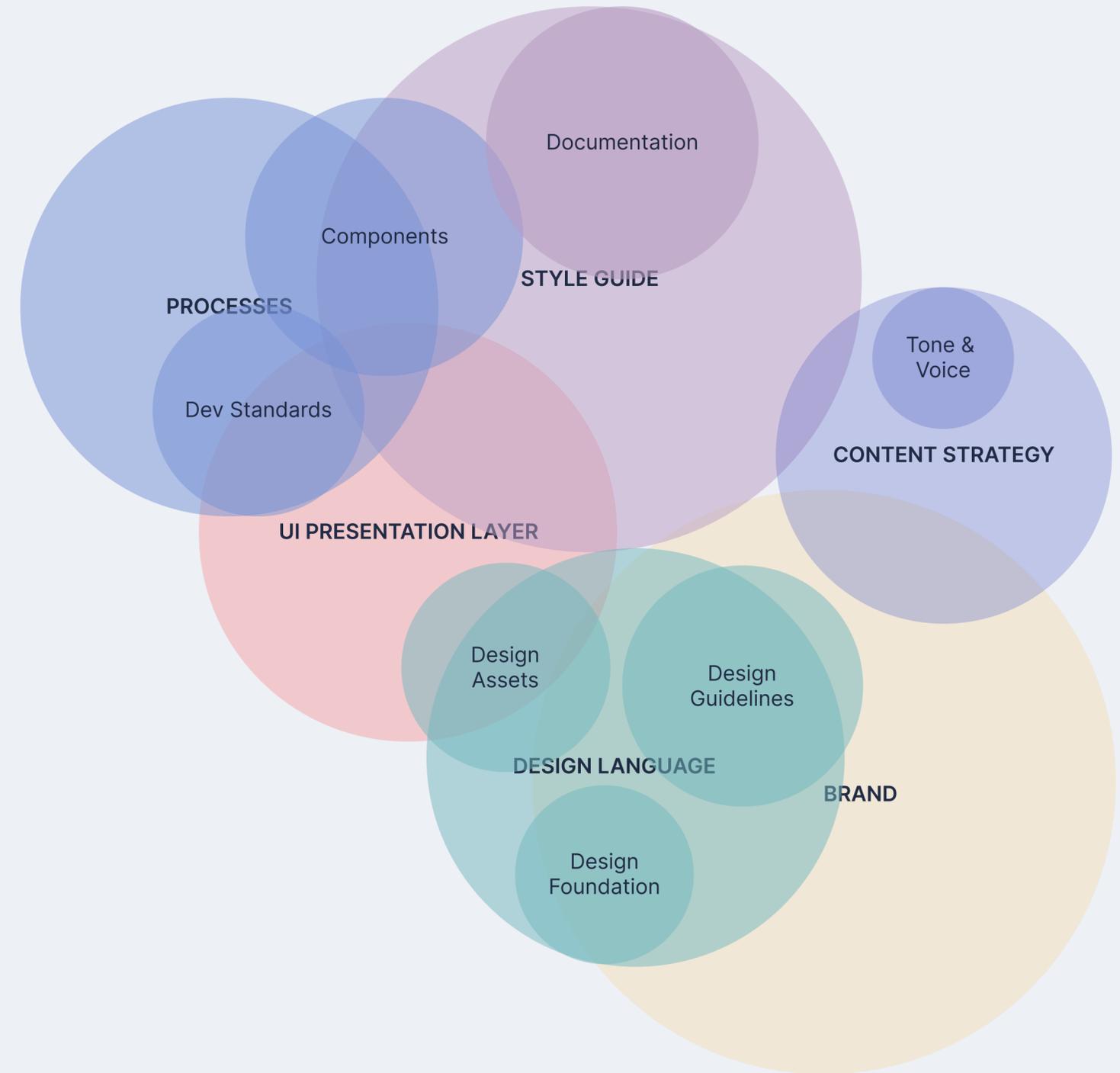
What's the difference between a Design Language and a Design System?

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



Design
Assets

Design
Guidelines

DESIGN LANGUAGE

BRAND

Design
Foundation

Design
Assets

Design
Guidelines



Content Guidelines



Visual Guidelines



Motion Guidelines

DESIGN LANGUAGE

BRAND

Design
Foundation

Design Guidelines



Content Guidelines



Visual Guidelines



Motion Guidelines

DESIGN LANGUAGE

BRAND

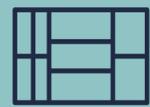
Design Foundation



Colour



Type



Grid



Spacing



Radius



Depth

The evolving Judo Design Language

The evolving Judo Design Language

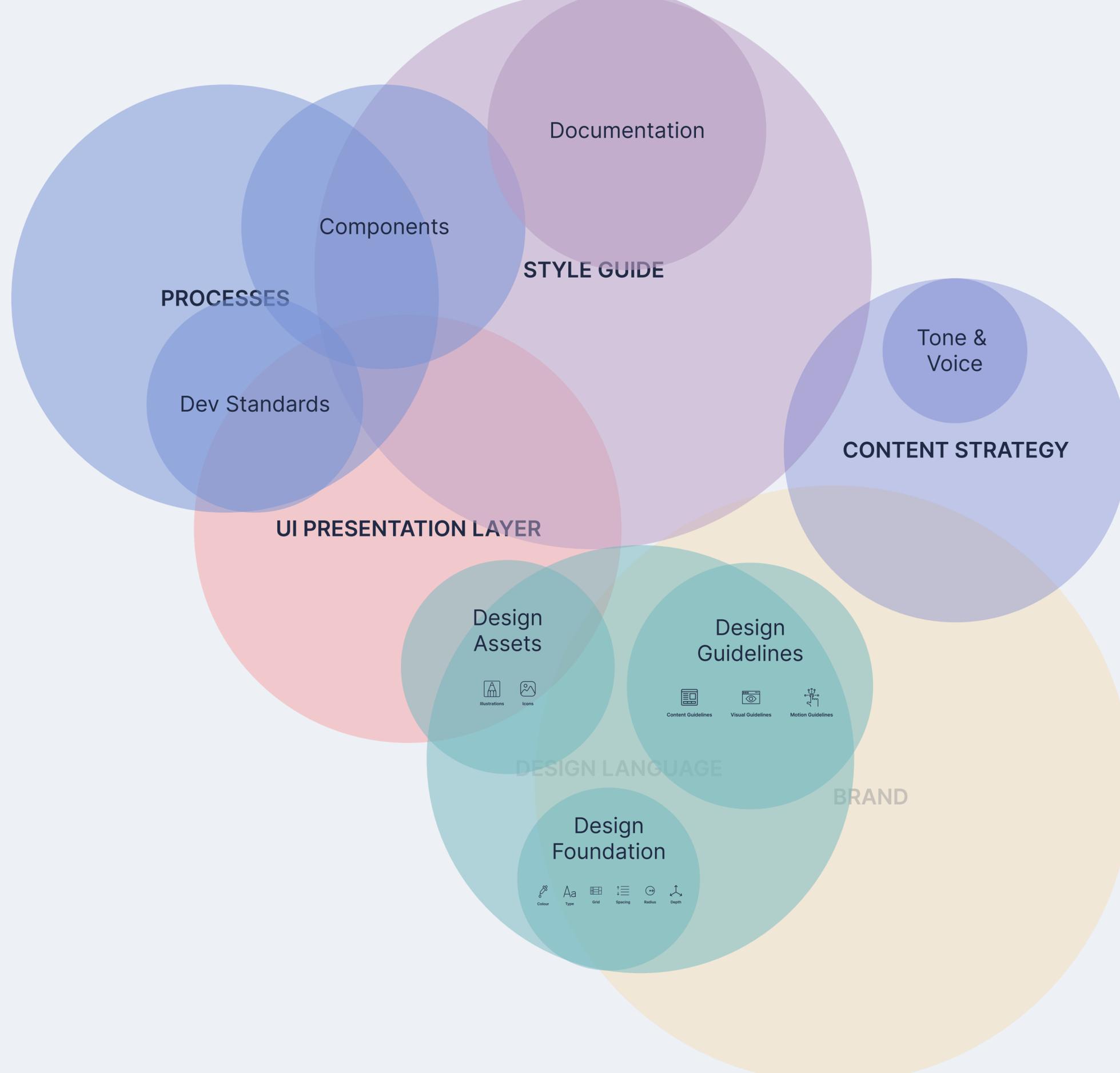
Design Assets



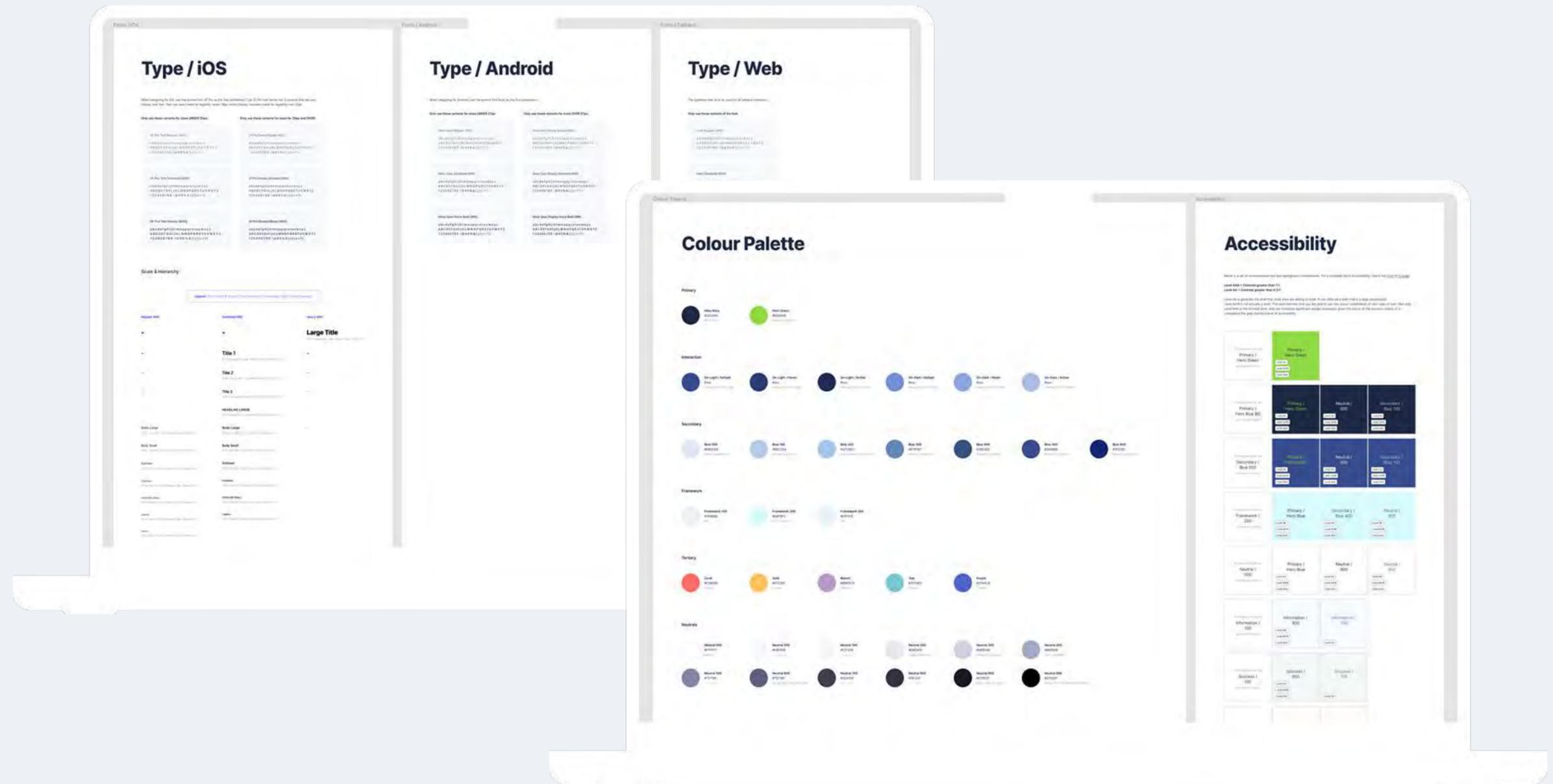
Illustrations



Icons



Judo Design Language - Foundations



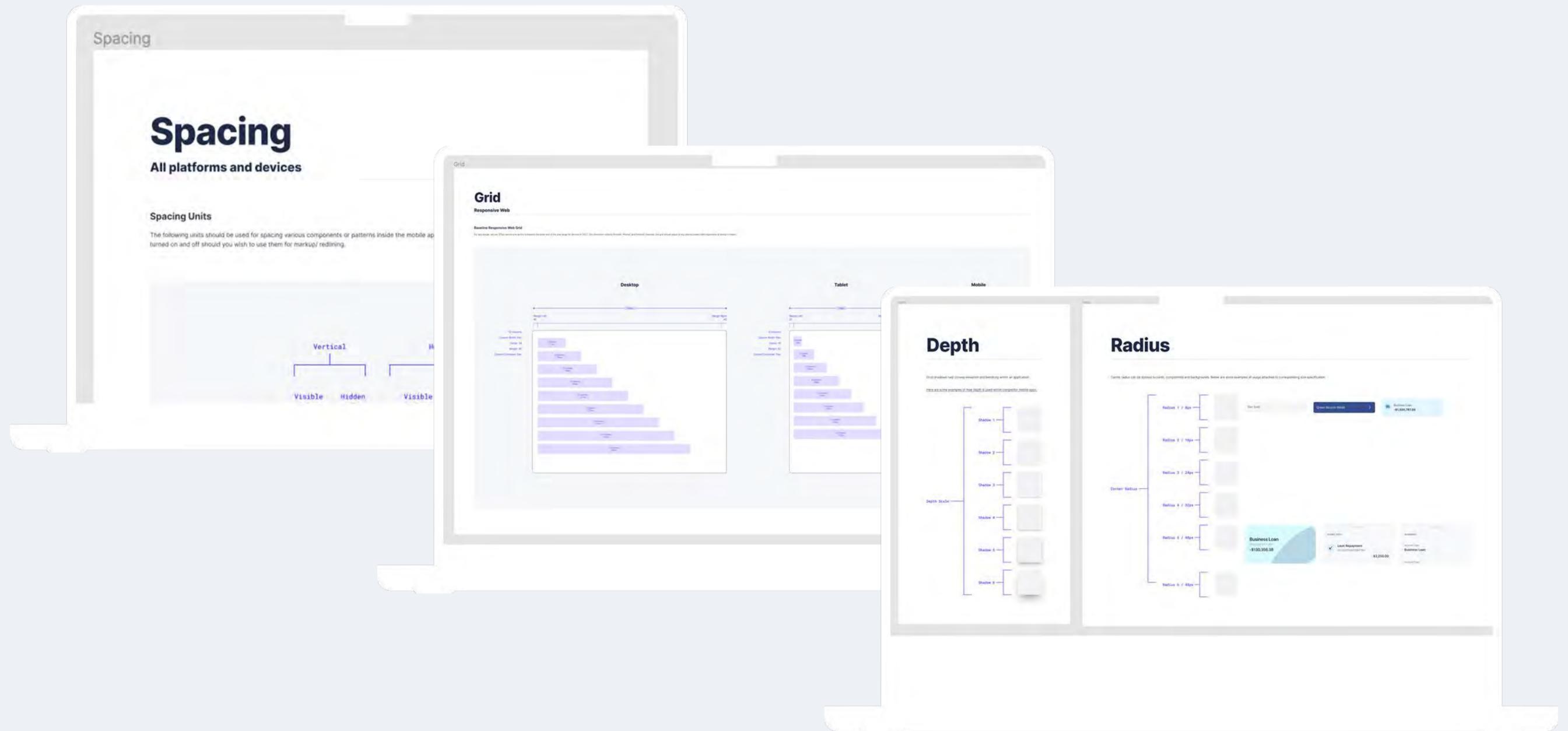
**Best in breed
Design
Languages**

Best in breed

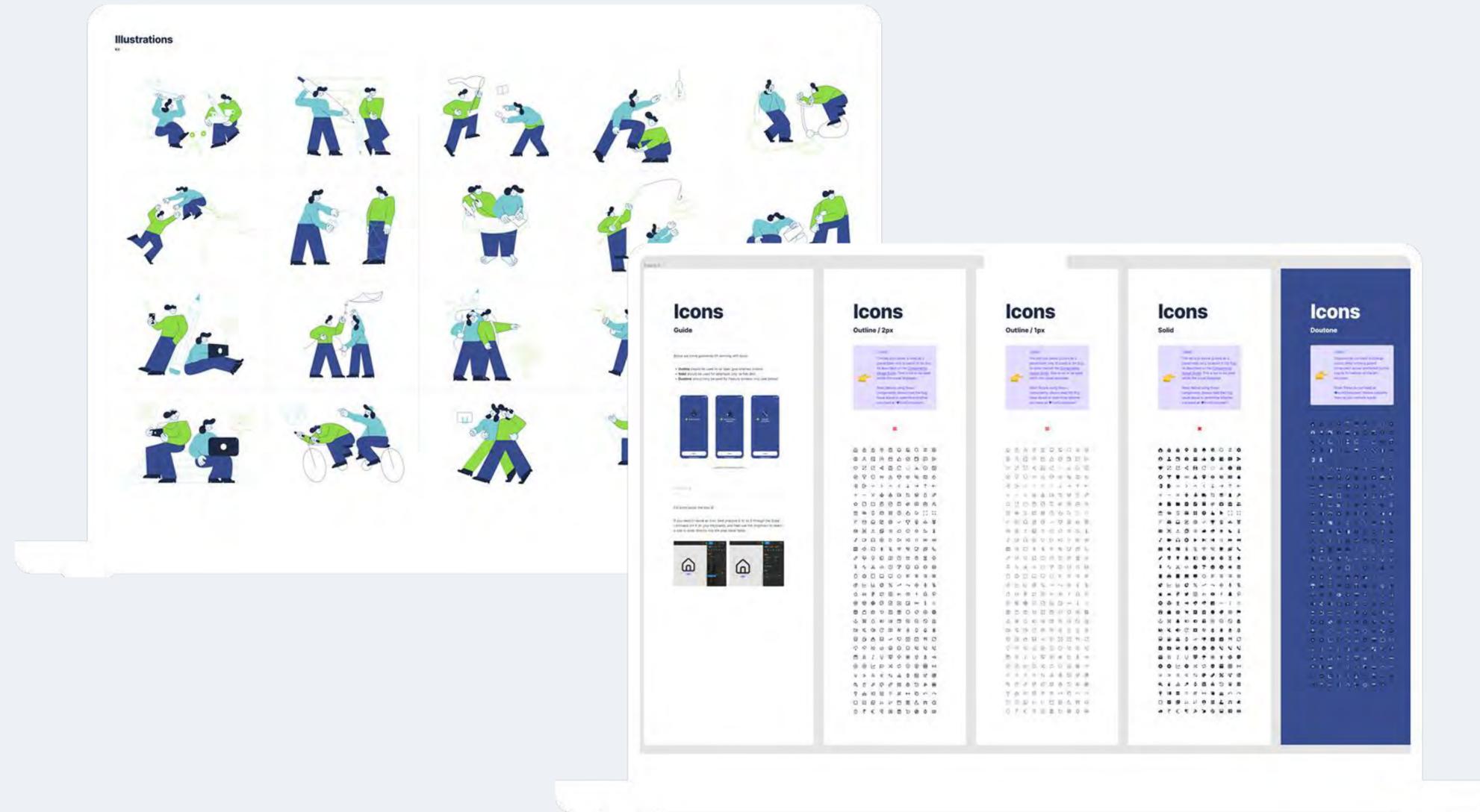
Design

Languages

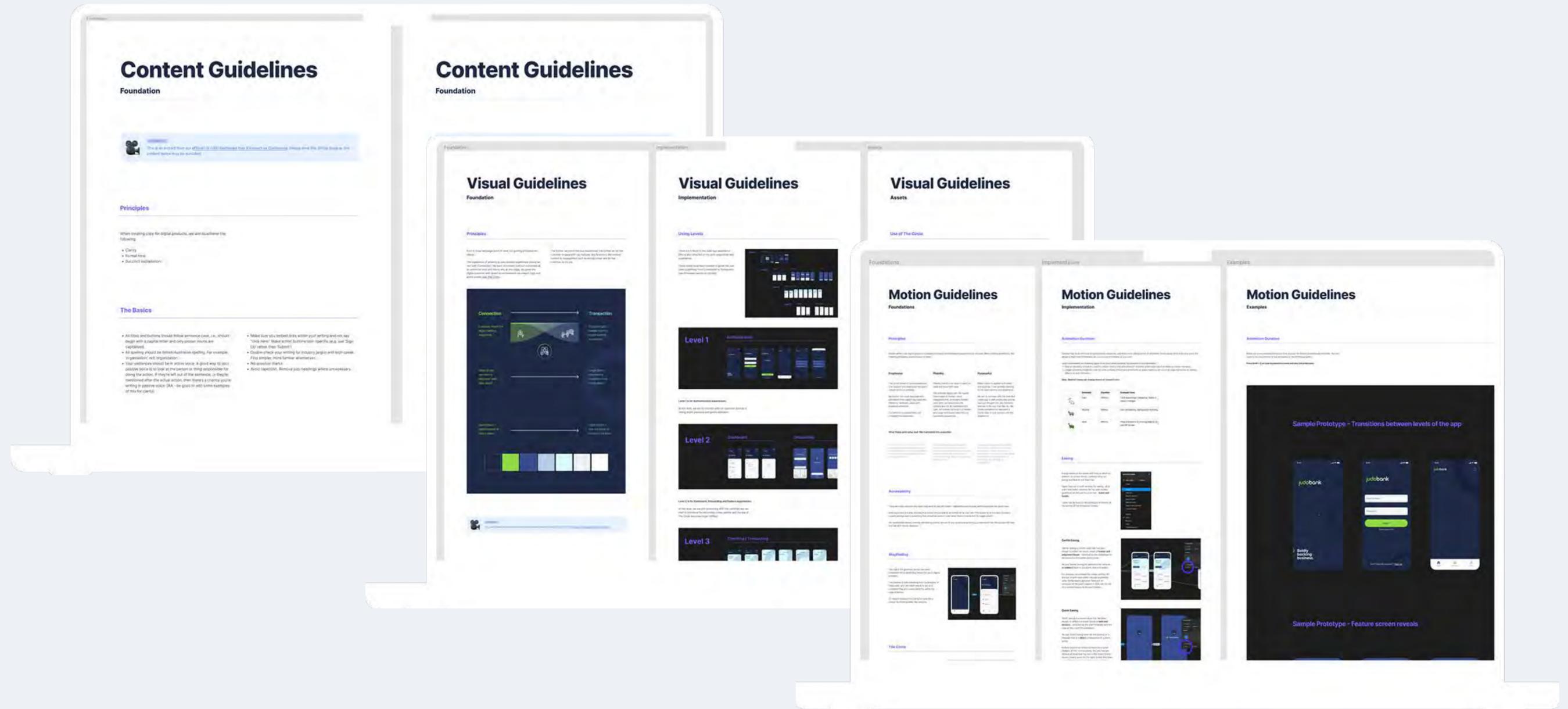
Judo Design Language - Foundations



Judo Design Language - Assets



Judo Design Language - Guidelines



Connecting Judo's brand story to the Design Language

Westpac GEL

Speak the same language
GEL
global experience language

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.

GEL



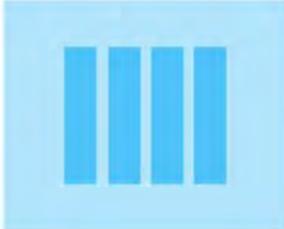
VALUE OF A DESIGN SYSTEM
Design systems are helping to shape our digital world so we can deliver quality experiences faster.



ICONOGRAPHY



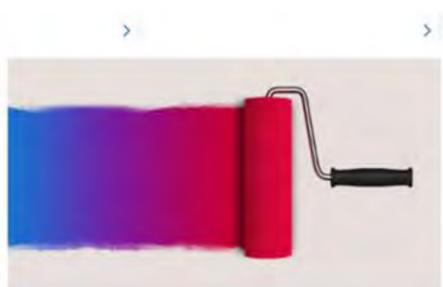
COLOUR



THE GRID



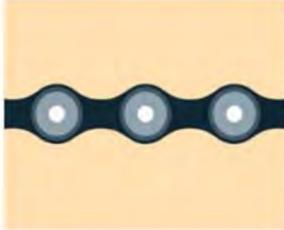
to ensure that our customers banking needs by time, any place.



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



BUILD STRONG BRANDS

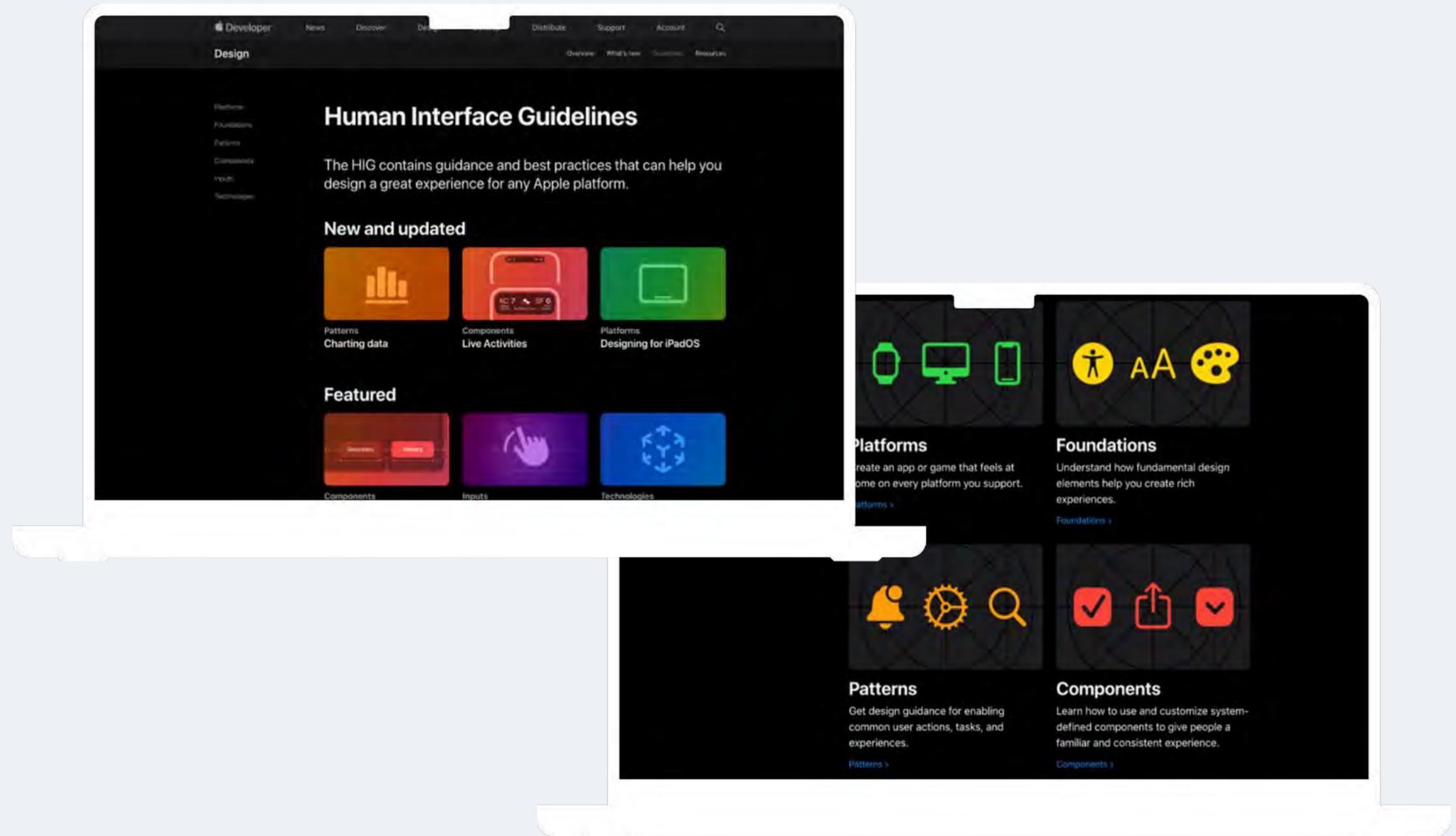


COLLABORATE FOR CHANGE

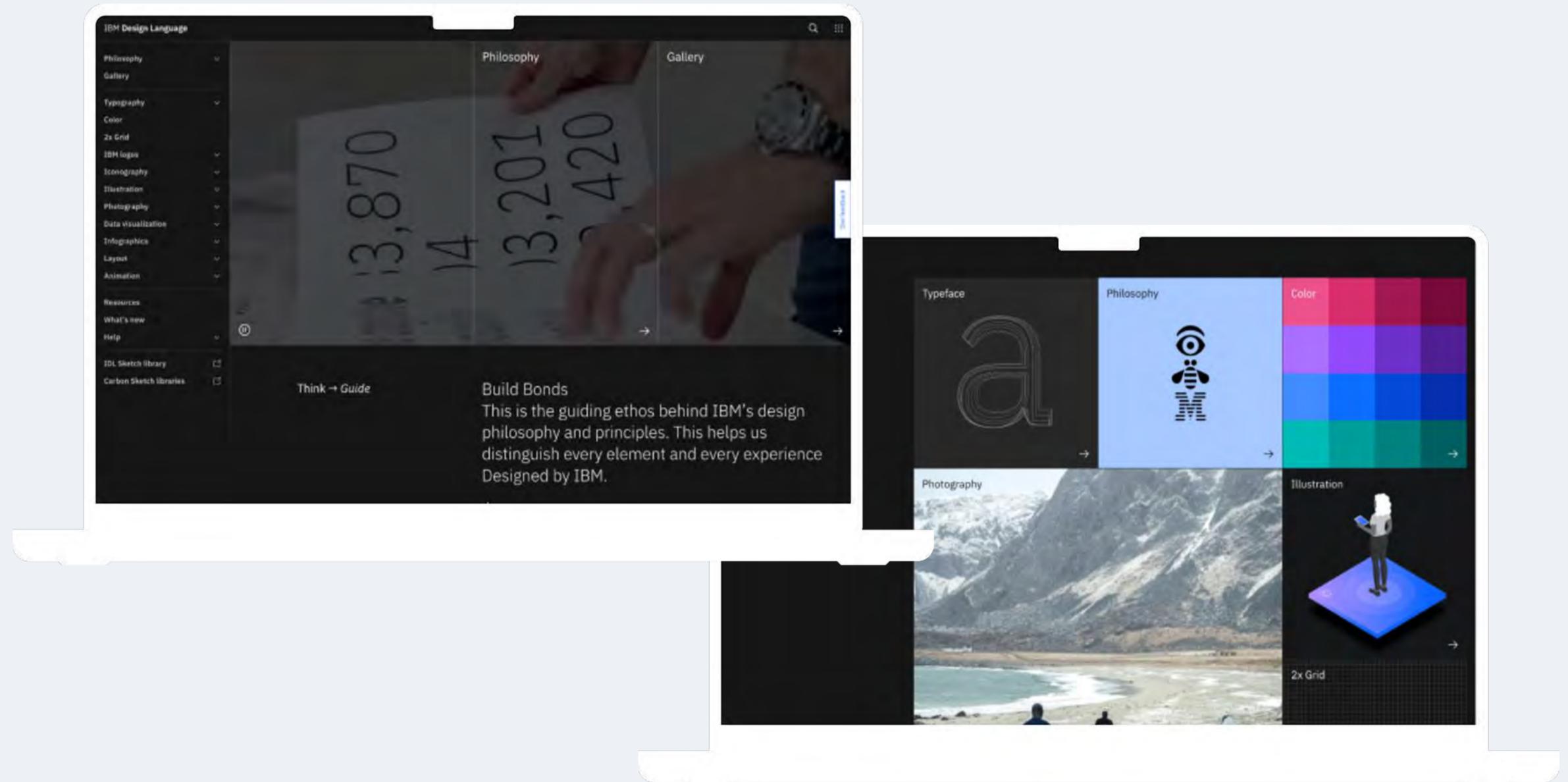


GEL DESIGN APPROACH

Apple Human Interface Guidelines



IBM Design Language



Part 1.

The Handle

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

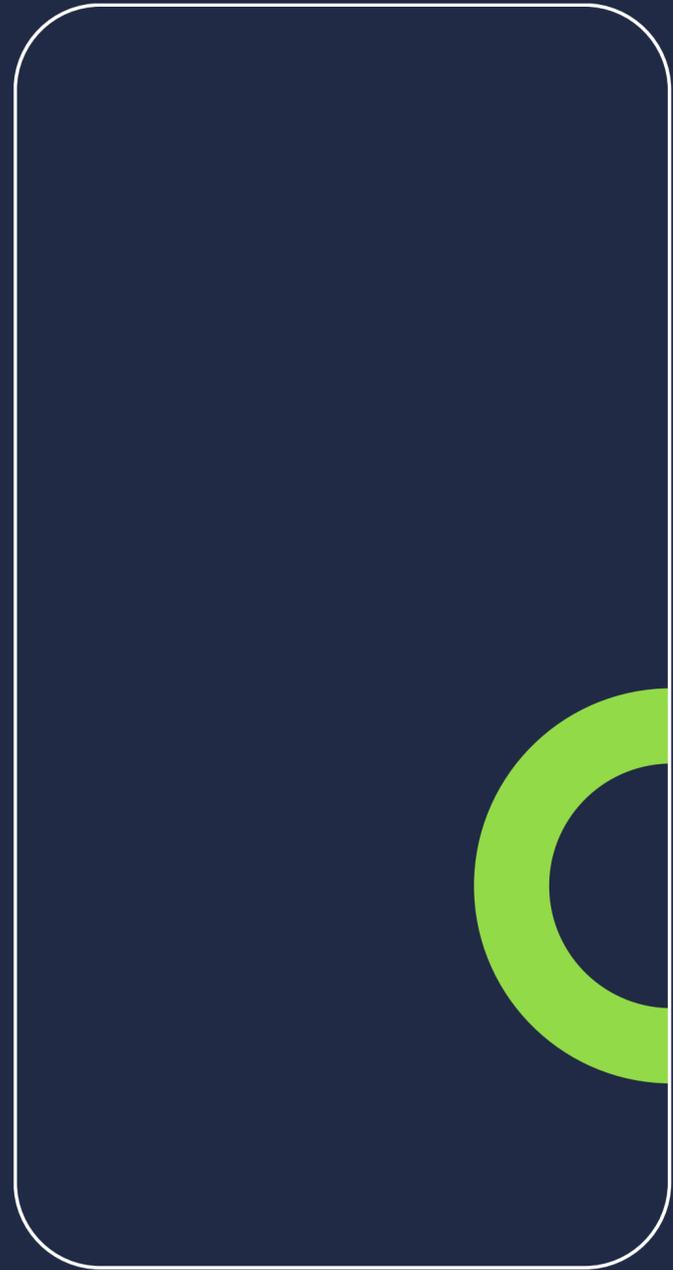


**But what happens
beyond the edge of the
printed page?**



**Digital screens are
fluid...**



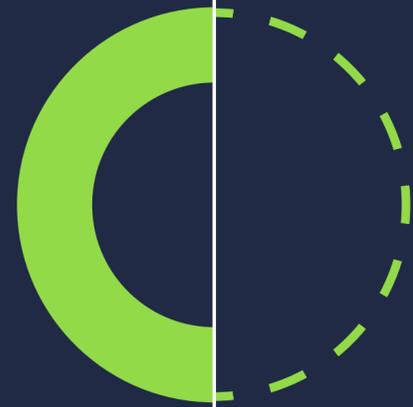


...and variable...

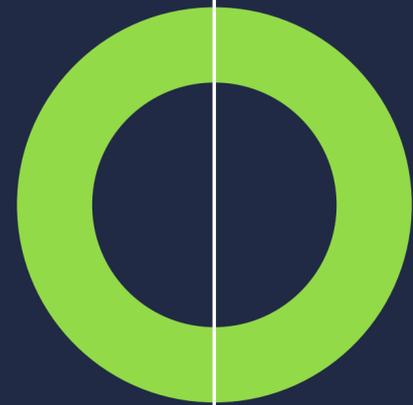
**...and we need a device
that can match these
requirements.**

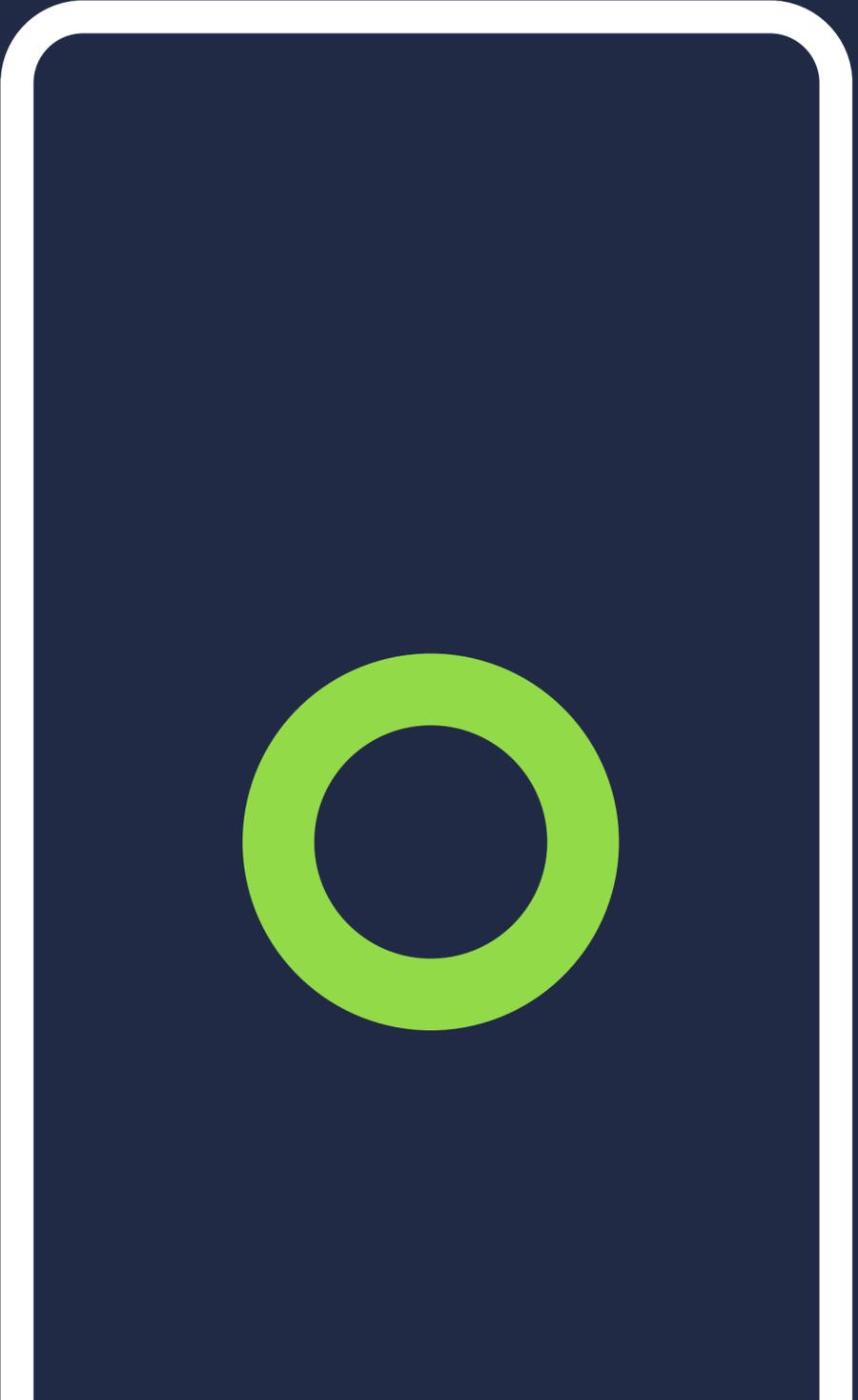


**So we extended the
Handle past it's natural
trajectory...**



...to become a circle...





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

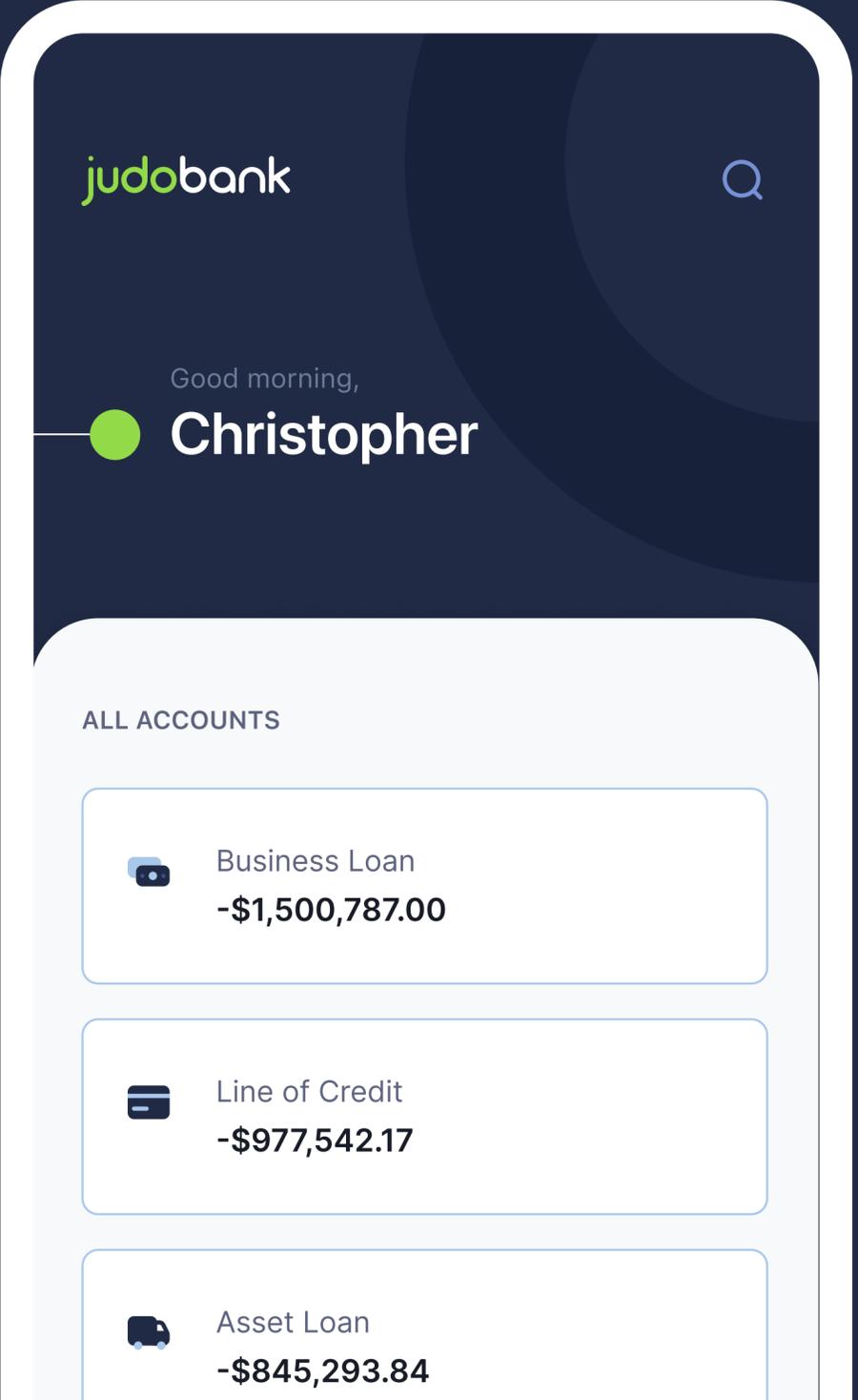


**...add scale for
designating between
levels of the app...**

judobank

Welcome back,
Christopher

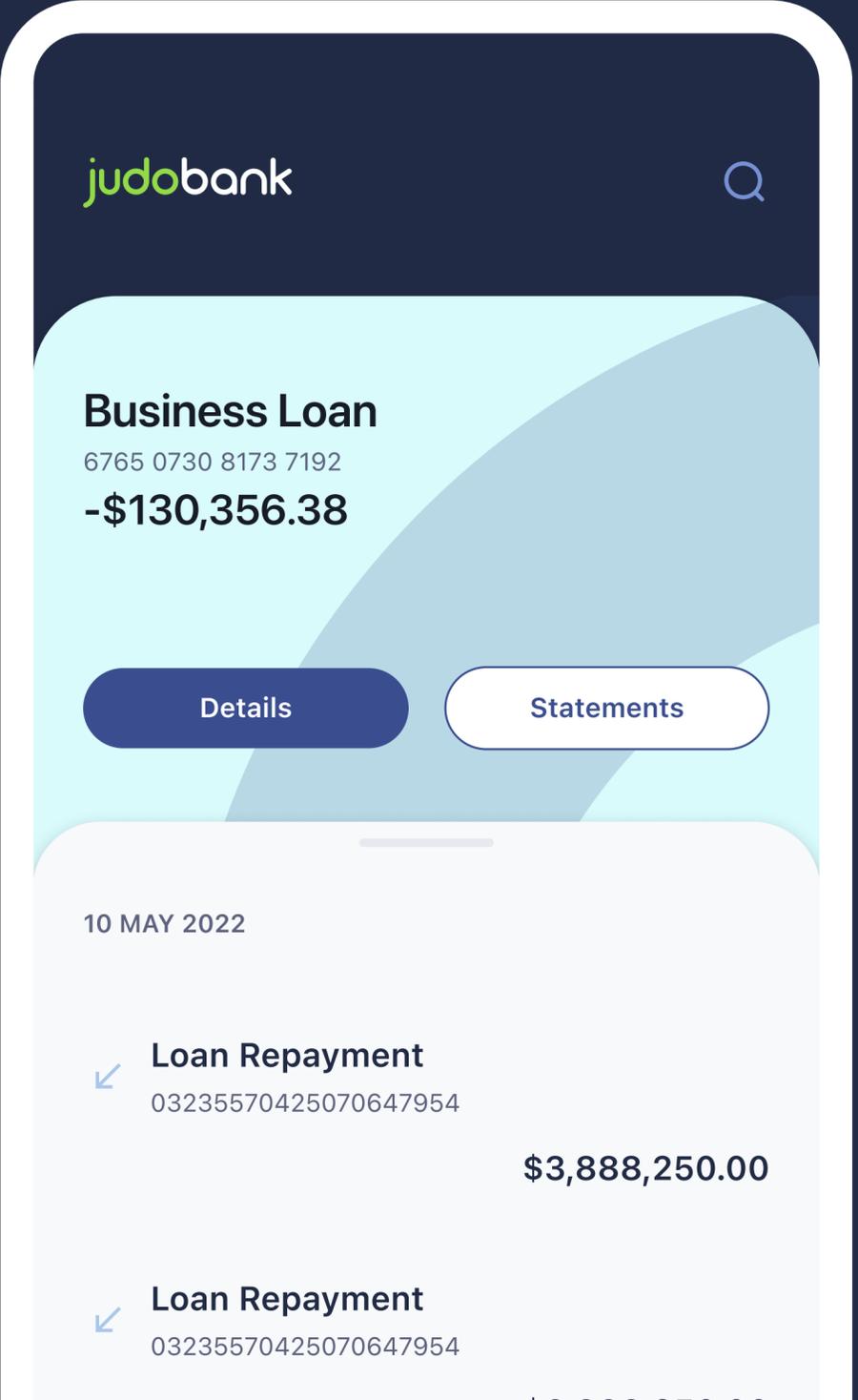
From small...



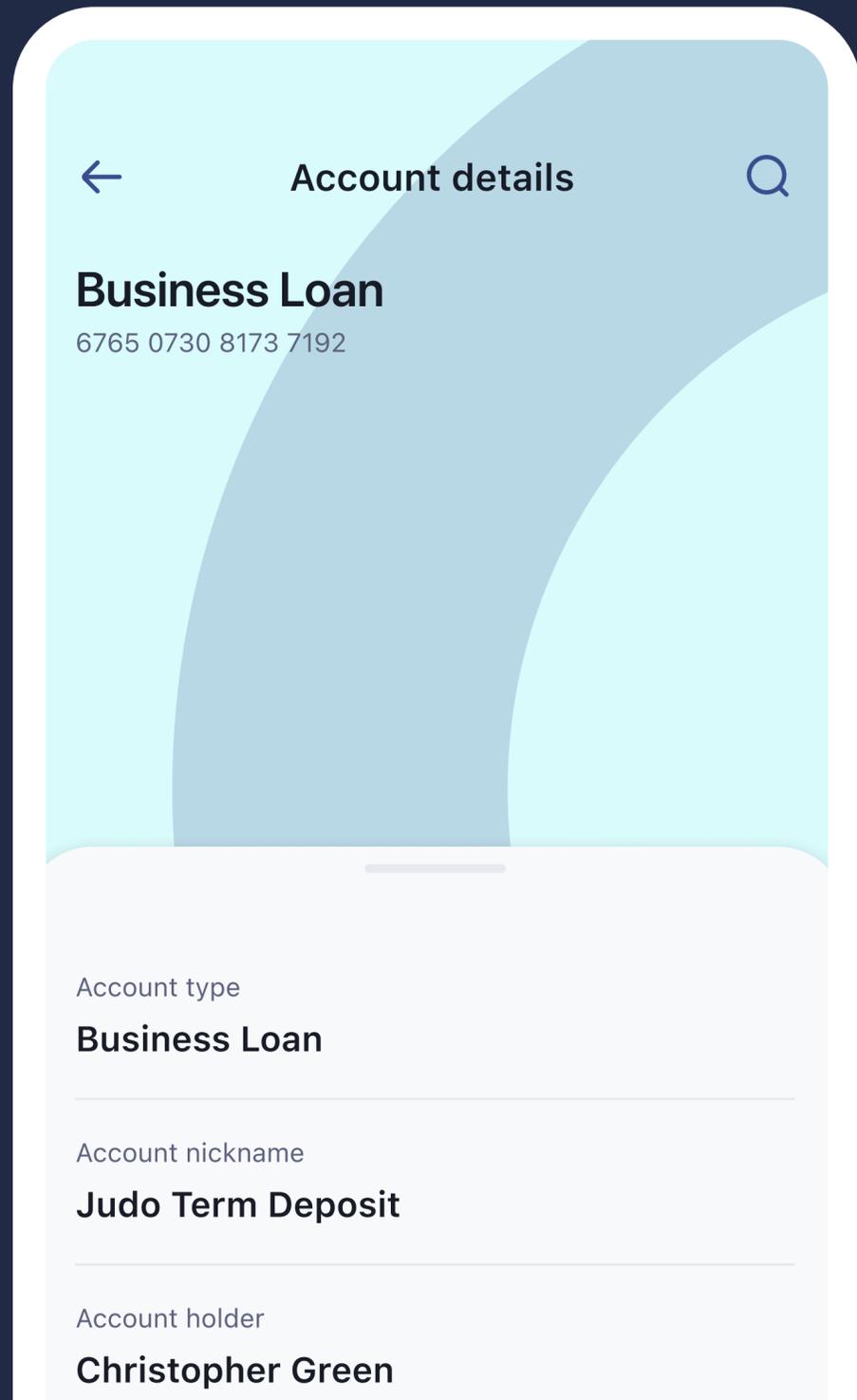
...to medium...

Part 2.

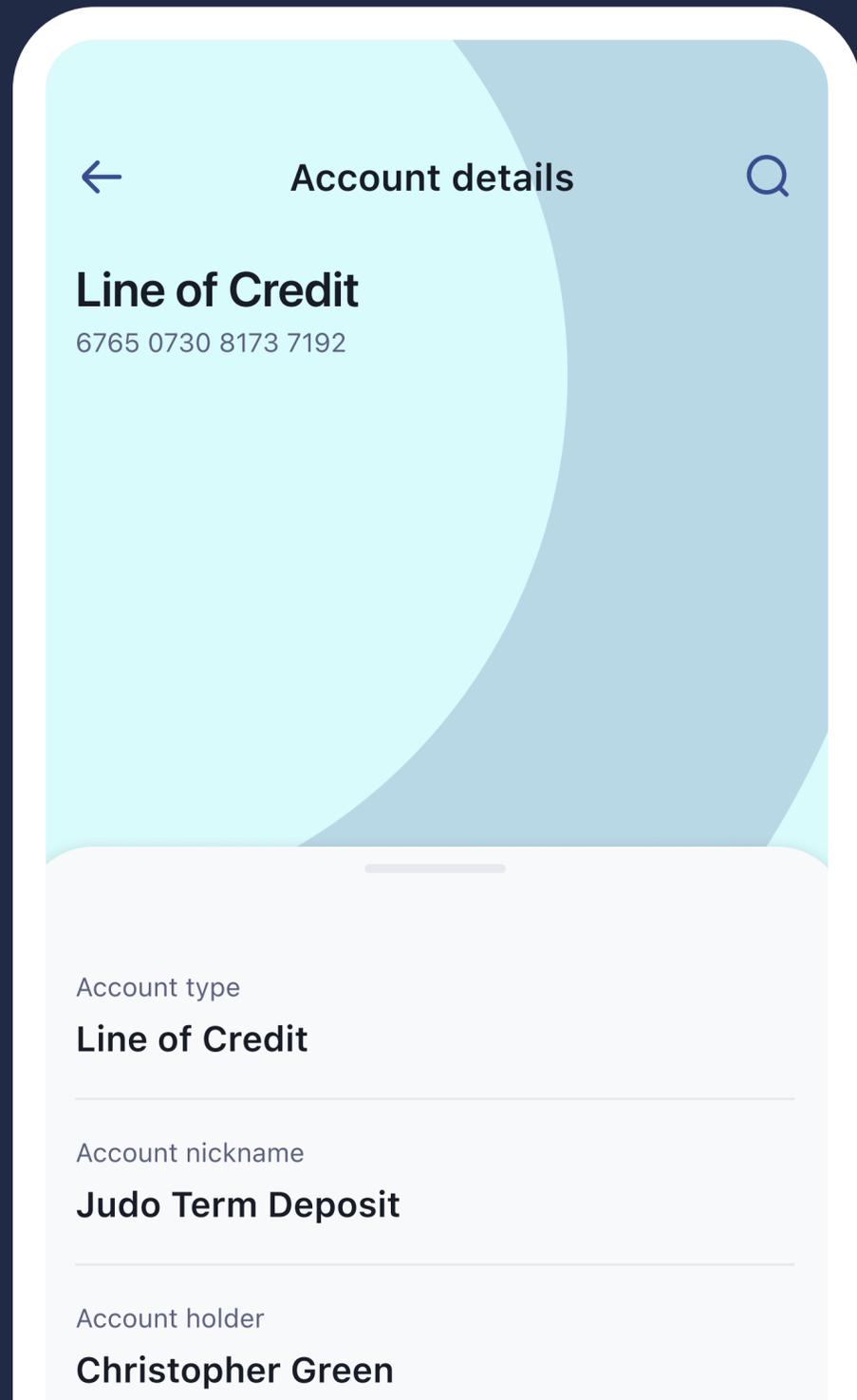
Line & Dot



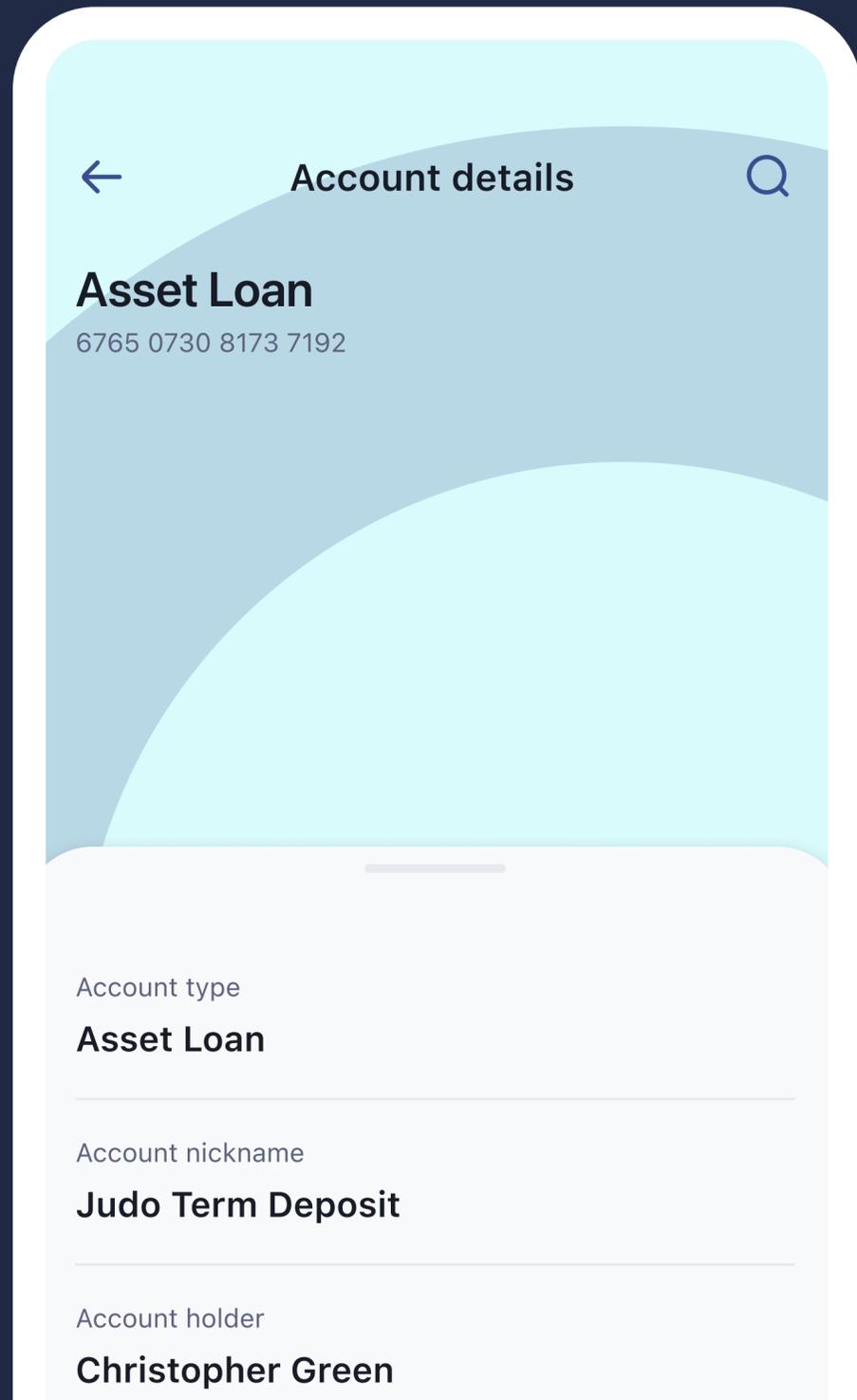
...to large.



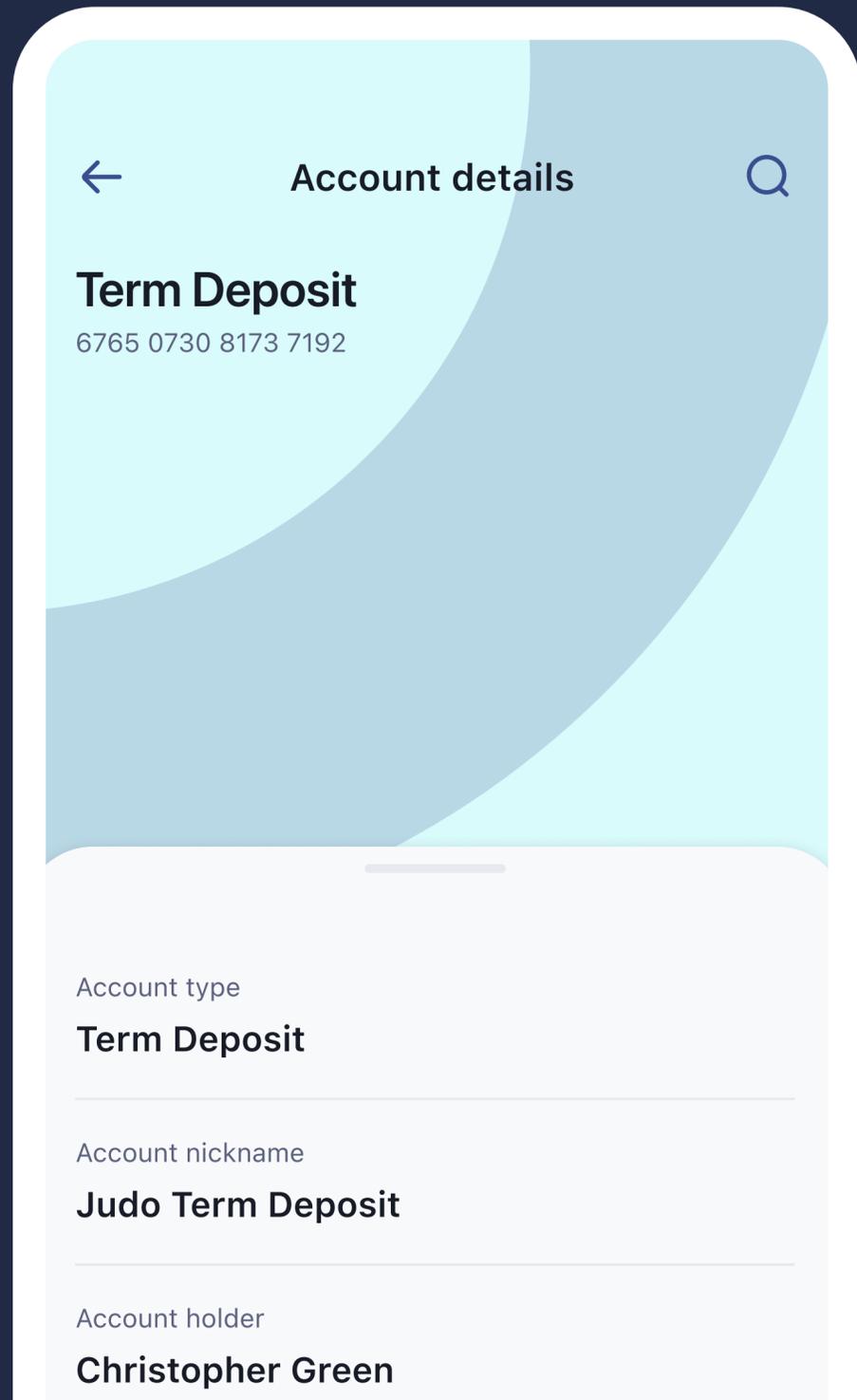
**It also allowed us to
create new shapes within
Product Cards.**



**It also allowed us to
create new shapes within
Product Cards.**



It also allowed us to
create new shapes within
Product Cards.



It also allowed us to
create new shapes within
Product Cards.



**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
levels to create
meaning**



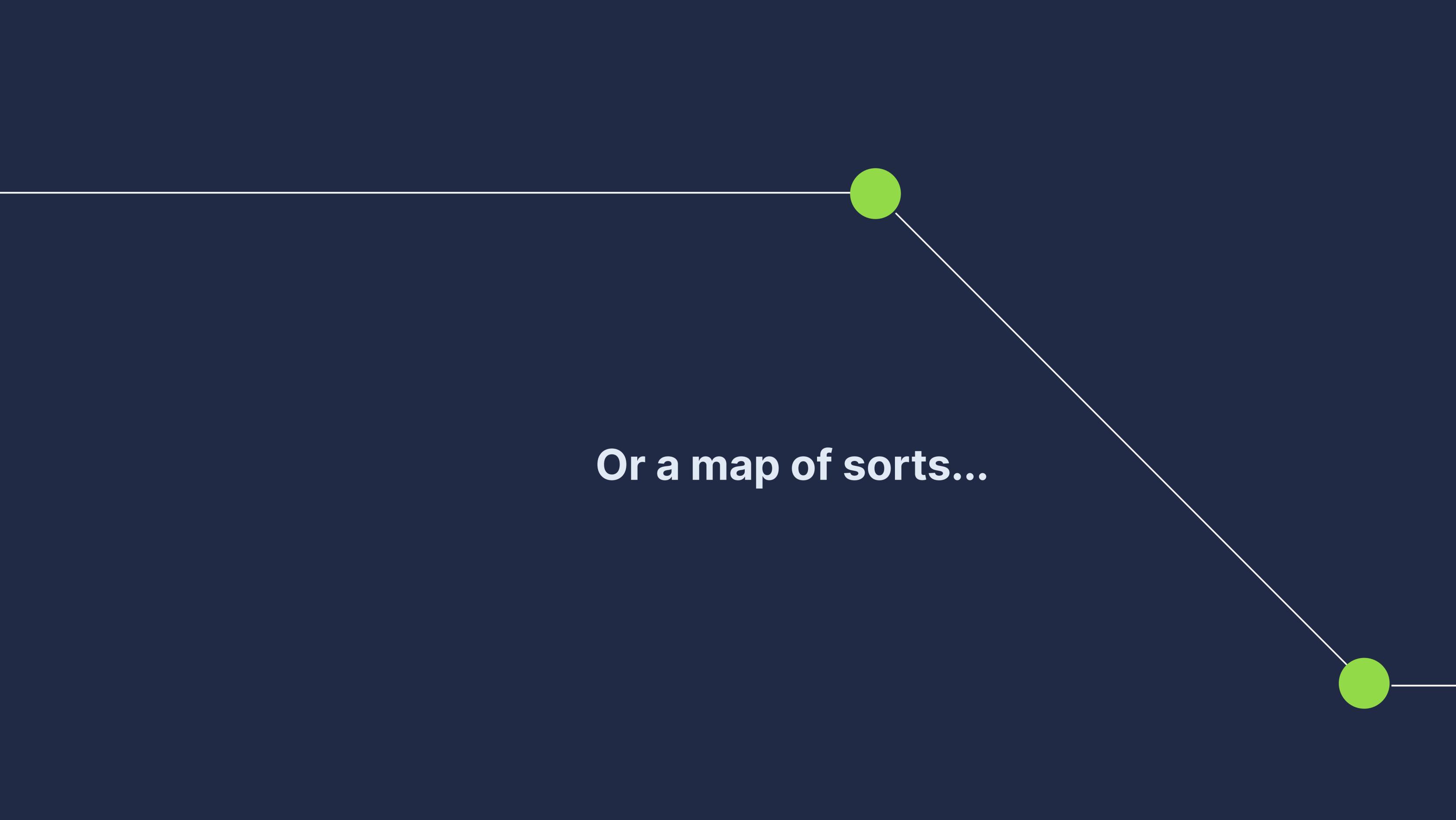
**Does it keep going
straight?**



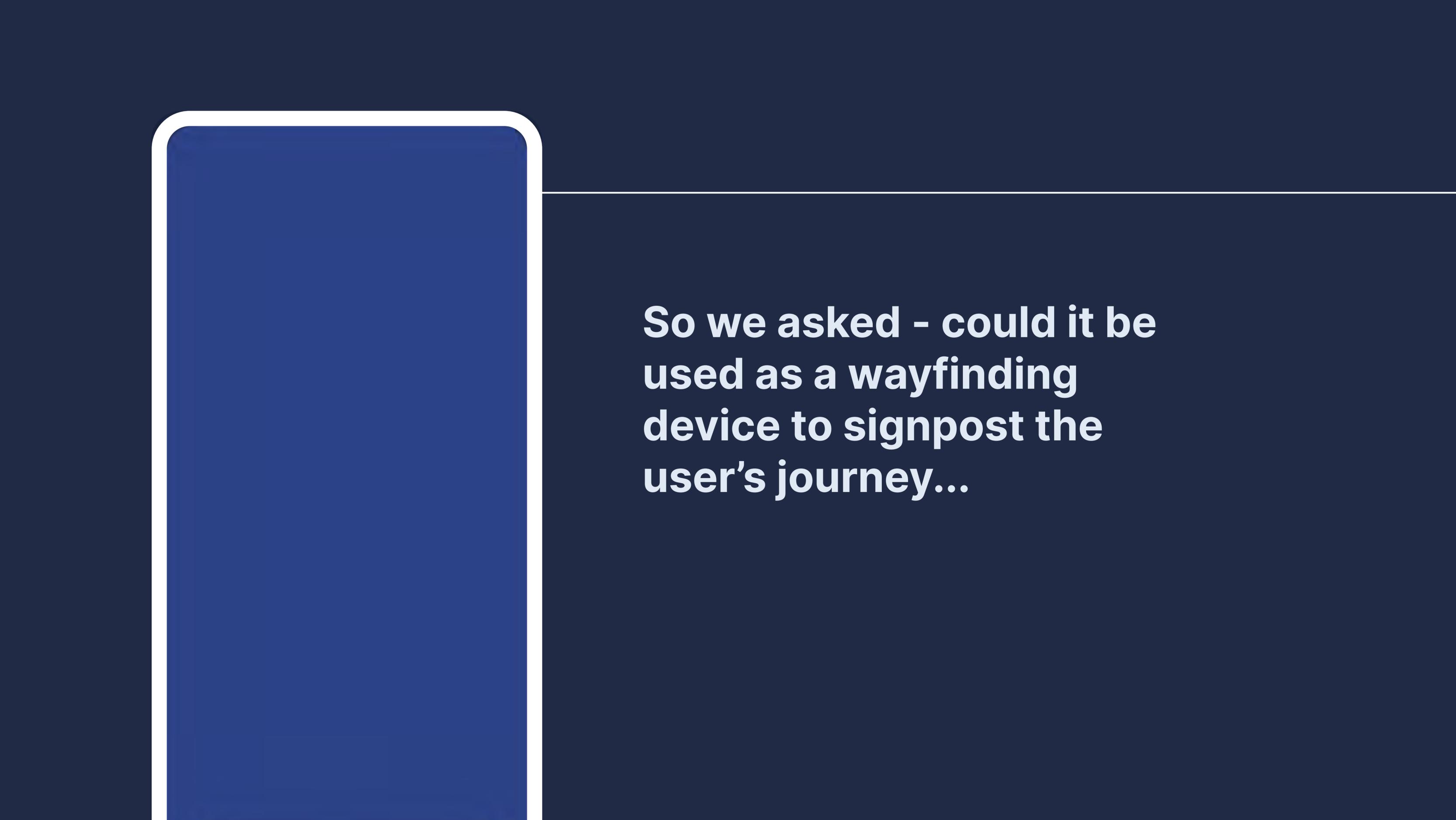
**Or does it change
direction?**



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.**

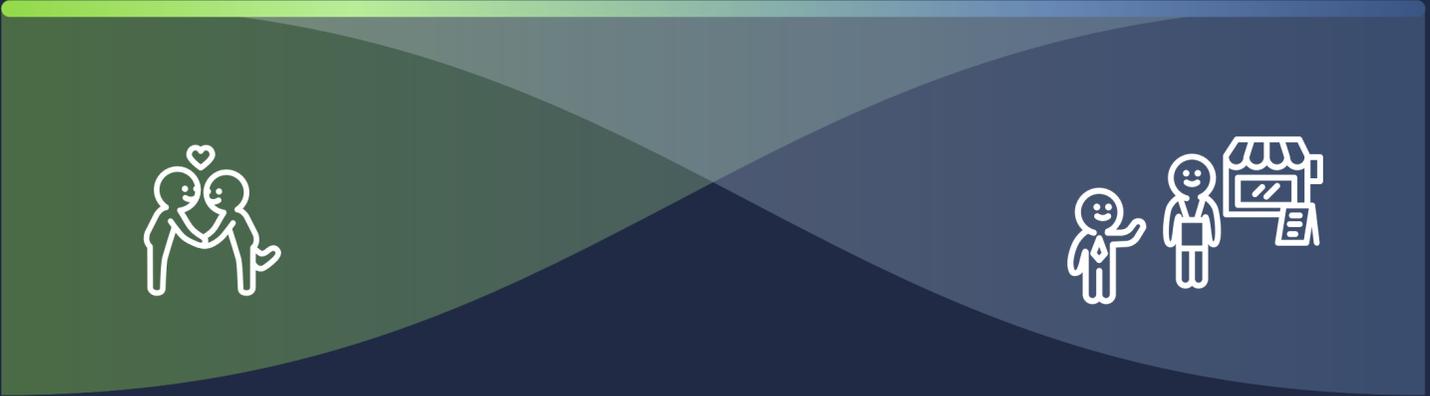
Connection

Customer enters the digital banking experience



Transaction

Customer gets deeper into the digital banking experience



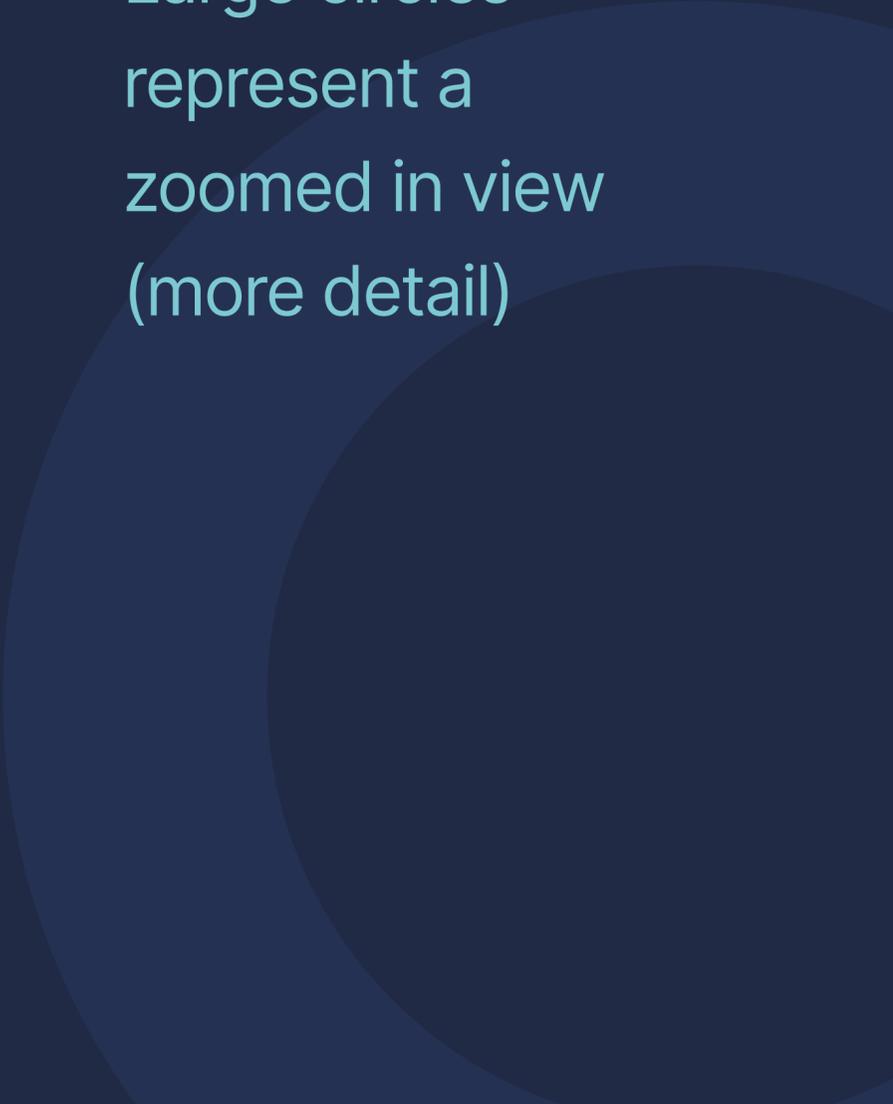
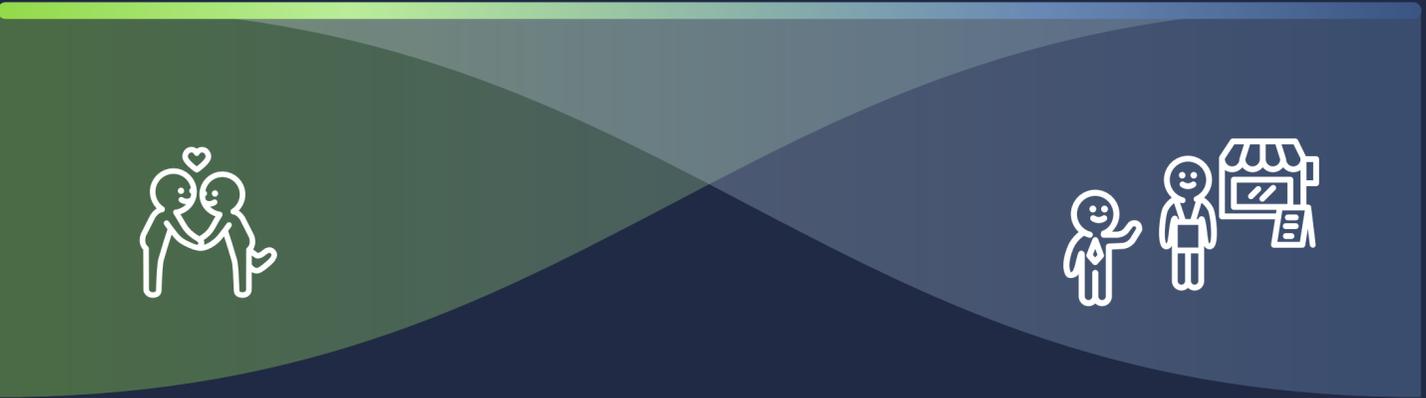
Connection

Small circles represent a helicopter view (less detail)



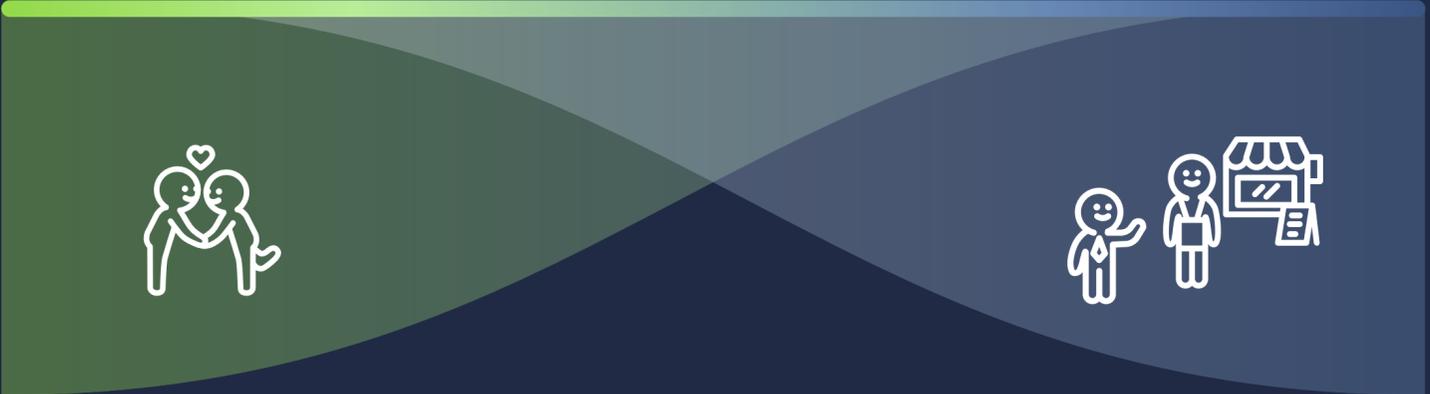
Transaction

Large circles represent a zoomed in view (more detail)



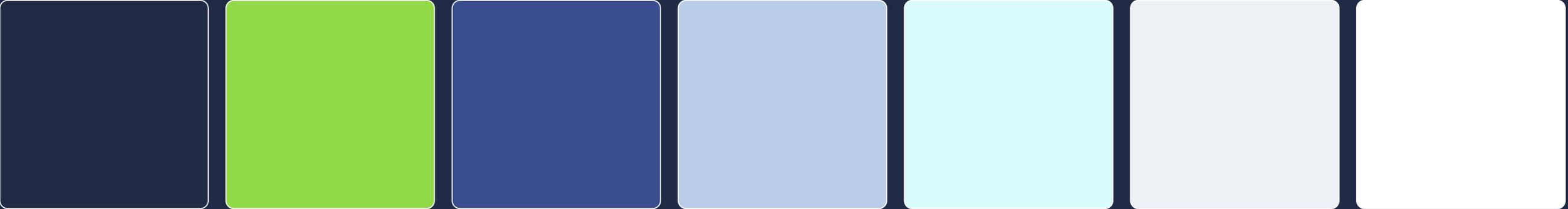
Connection

Dark colours =
reinforcement of
brand values



Transaction

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



Level 1

- small circles
- bold colours

