

DSN

[Design System Newsletter](#) | [New Components In Design](#) | [RollUp](#) | [Styleguide](#) | [Tools & Infra](#)

What is a Design System?

A Design System is the expression of a brand through componentry, patterns, and their grammar.

Mission

Our mission is to create a set of guidelines that make polished and consistent experiences and increase velocity of teams.

Point of Contacts



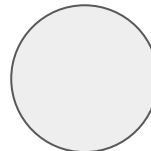
Ann Beaver

Senior Product Designer
RollWorks Design System POC



Brandon King

Product Designer
AdRoll Design System POC



Jose Hernandez

Makes Cool Garages
Front End Core Lead

❤️ Thank you Contributors!

It takes an entire village working together to create a successful design system. Thank you to everyone at NextRoll that has contributed your time and love to this project, we could not be doing this without you.

High Level Design System Roadmap

September

DATA VIS AUDIT

PAGE LAYOUT SPEC SCOPE

FILTER PANEL

October

DATA VIS SPEC & COMPONENTS

PAGE LAYOUT SPEC V1

November

PAGE LAYOUT SPEC V2

INFO ARCHITECTURE SPEC

PRINCIPLES

AUG

'20

August 2020

DESIGN

[Design Systems Overview](#)

[RollWorks Design System Figma](#)

[AdRoll Design System Figma](#)

Card headers now semi-bold

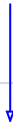
That's all she wrote

📍 Contributors:

Jose Hernandez

Brandon King

```
.ar-card-title {  
  display: inline-block;  
  font-size: 18px;  
  margin-right: 12px;  
  font-weight: 600;  
}
```



You're Amazing

Lorem Khaled Ipsum is a major key to success. How's business? Boomin. They don't want us to win. The ladies always say Khaled you smell good, I use no cologne. Cocoa butter is the key.

Elevation Standard

Three elevations help us create meaning with shapes and a more interactive product.

Key Takeaways

- ↳ Use elevation on card hover
- ↳ Use elevation to layer cards

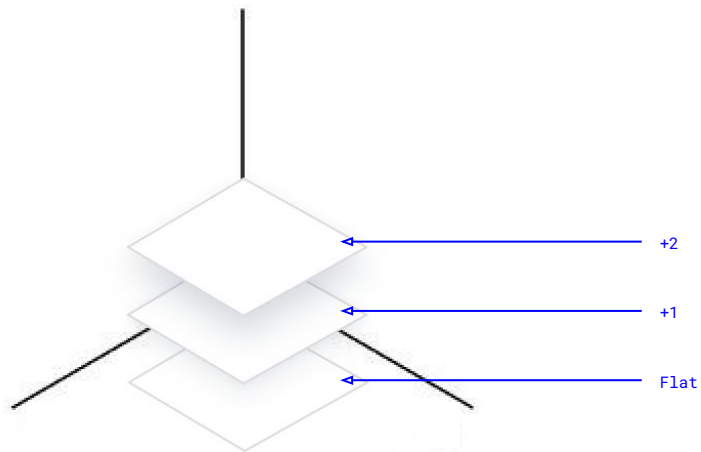
[Full Spec](#)



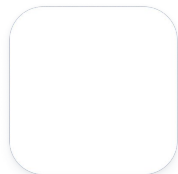
Contributors:

Jose Hernandez

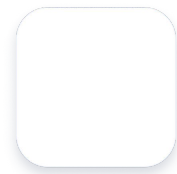
Brandon King



Flat
Essentially flat
on the "table"



+1
Elevated a little
on the z axis



+2
Elevated the most
on the z
axis

Table FOB

Allows you to add bulk actions to tables without disrupting the column headers.



Contributors:

Lawrence Velasquez

Brian Weiser

Account Intent > Account Filters

Discover Accounts

Filters

Country United States

Intent Topics Advertising - Agencies Other Intent Topic A really really really long one, like very long Jay Z

[Edit Filters](#)

Your Plan [View](#)

2,000 1

Account Discovery Target Account Lists

4,230 Accounts

<input type="checkbox"/>	Account	Company Size	Industry	Country
<input type="checkbox"/>	Language Tool Plus www.languagetoolplus.com	Medium 200 - 499 Employees	Building Materials	United States
<input type="checkbox"/>	Language Tool Plus www.languagetoolplus.com	Medium 200 - 499 Employees	Building Materials	United States
<input type="checkbox"/>	Language Tool Plus www.languagetoolplus.com	Medium 200 - 499 Employees	Building Materials	United States
<input type="checkbox"/>	Language Tool Plus www.languagetoolplus.com	Medium 200 - 499 Employees	Building Materials	United States

Show 500 Rows ▾

Columns ▾

1 2 3 4 5 6 7 > >>

Buttons on the right

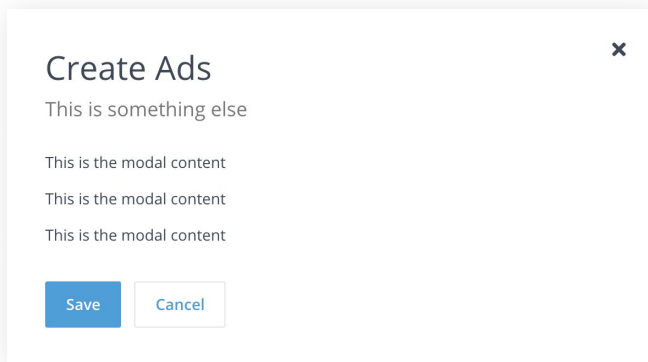
We moved the buttons to the right of modals in designs per industry standard.



Contributors:

Jose Hernandez

Before



After



Masthead is now white

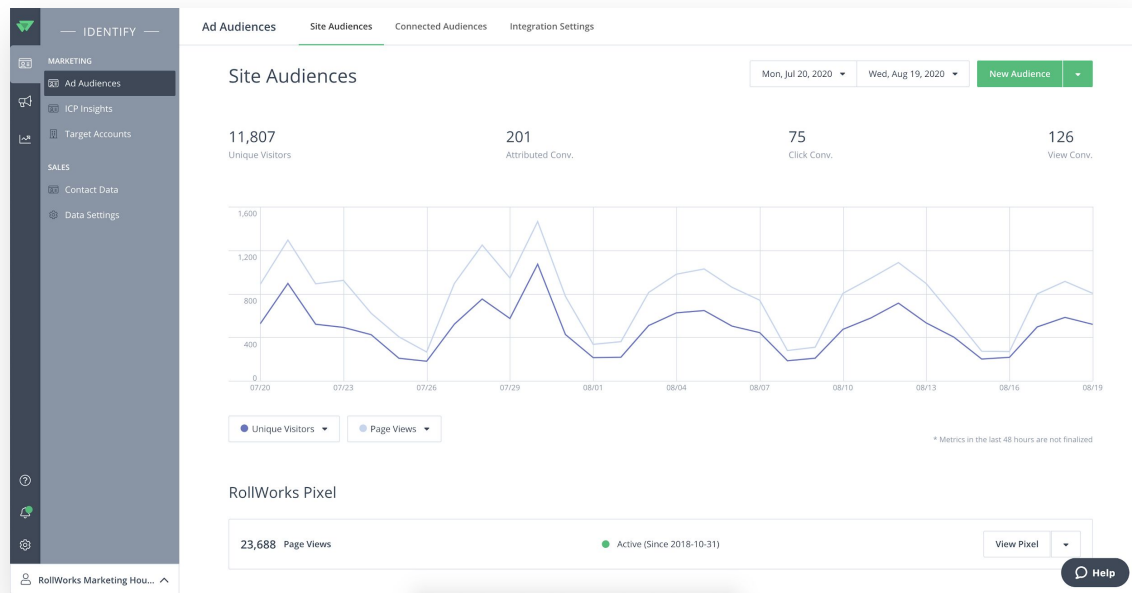
In an effort to clean up the visual noise of our products, we removed the stripe from the masthead.

chef's kiss clean!



Contributors:

Jose Hernandez
Brandon King



.ar-card-button

If you ever wanted to use a card as button, you now can!

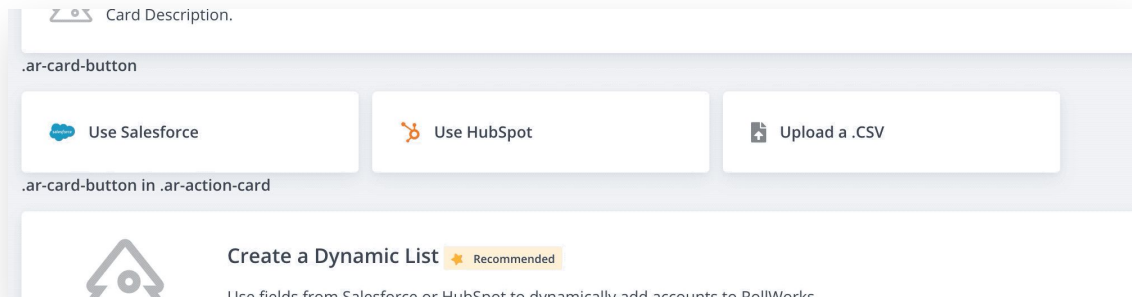
Contributors:

Liz Abshire

Brandon King

Chris Brewer

Tyler Brown



.ar-label

If you need to denote a status or category you can now use a component to do so.

You can also use this component as a chip or a label.



Contributor:

Franco Roura

Google Tag Manager

Connected Account www.auditoria.ai
 Connected Container www.auditoria.ai

Status → Connecting, Can Take Up to 24 Hrs.

[Remove](#)

Create Auto-Groups

Automatically create Account Groups based on the attribute you select here. You can add further customization in the next step.

Group by Billing Country

US Canada EMEA APAC

← Chips

Group by Tier

Tier 1 Tier 2

Demographic & Interest Targeting on Web

The Demographic and Interest Campaigns allow you to identify what your ideal customer looks like, and find more people like them by targeting specific attributes (like age, gender, net worth, etc.) as well as their interests (sports, fashion, food, and more.)

Category Label →

Brand Awareness

Learn more about [Demographic & Interest Targeting](#)

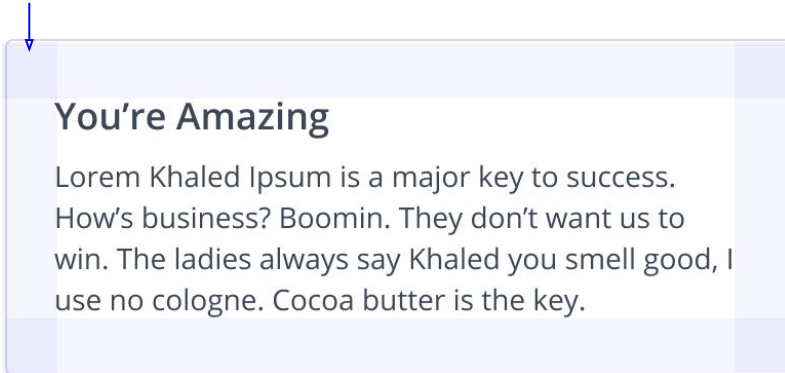
Card margins

Most cards will now have a 24px margin around them. Some tiny ones may be a separate spec though, confirm with your designer!

To Do

- Write ticket for dev
- Spec out alt card

24px



div.ar-card-header 429.94 x 73
Color ■ #3C4858
Font 14px "Open Sans", sans-serif
Padding 12px 18px
ACCESSIBILITY _____
Name
Role generic
Keyboard-focusable

← Currently in RollUp

Card A

Toasts

Use a toast to let a user know the status of the system on the page level.







[Full Spec](#)

To Do

- Write ticket
- Implement in RollUp
- Implement spec in SG







Before

The 'Before' section shows three contextual toast messages. Each message is contained within a colored rectangular box with a close button (X) in the top right corner. The first message is an error alert with a red background and a warning icon. The second is a success alert with a green background and a checkmark icon. The third is an info alert with a blue background and an information icon.

-  I'm a new contextual alert! This is an error alert... 
-  I'm a new contextual alert! This is a success alert who will self-dismiss in 10 seconds... 
-  I'm a new contextual alert! This is an info alert... [Click here](#) 

After

The 'After' section shows three updated toast messages. Each message is contained within a white rectangular box with a colored vertical bar on the left side and a close button (X) in the top right corner. The first message is an error alert with a red vertical bar and a close icon. The second is a success alert with a green vertical bar and a checkmark icon. The third is an info alert with a blue vertical bar and an information icon.

-  There was an error when uploading your list. Try Again. 
-  Your list was successfully added 
-  We recommend adding account groups. 

.ar-card-button

.ar-card-button is already in RollUp but we still have other styles of this component to add including: use with picture, without, and with smaller margins.

Use one or more card components in a grid to navigate somewhere else. This is great for selecting an option to configure or customize.

Use Cases

Playbooks Library
Integrations
Audience Types
RW Onboarding

To Do

- Write the spec
- Push other styles to RU

Always have some text here to give selection context and set expectations



Go customize the toppings on your dessert!



Strawberry Cheesecake
Strawberries, whipped cream, and cake.



Donuts
Three any flavor donut. Glazed, Strawberry, Chocolate



Strawberry White Cake
Strawberry jelly filled white cake with white frosting.

Can be used with or without an image.



Holiday Cake
White cake with creamy mint base garnished with mistletoe



Tiramisu
One slice of coffee and cream cake, breakfast of champions!



Cherry Pie
Fresh cherries with buttery crust with whipped cream.

Cards as Single Select

Use one or more card components in a grid to make only a single selection (think radio button).

Use Cases

GDPR Selector

To Do

- Write the spec
- Align Design team
- Write ticket
- Implement in RollUp
- Implement spec in SG

Always have some text here to give selection context and set expectations



Select only one dessert



Strawberry Cheesecake
Strawberries, whipped cream, and cake.



Tiramisu
One slice of coffee and cream cake, breakfast of champions!



Holiday Cake
White cake with creamy mint base garnished with mistletoe

Can be used with or without an image.



Strawberry White Cake
Strawberry jelly filled white cake with white frosting.



Donuts
Three any flavor donut. Glazed, Strawberry, Chocolate



Cherry Pie
Fresh cherries with buttery crust with whipped cream.

Cards as Multi Select

Use one or more card components in a grid to make many selections.

To Do

- Write the spec
- Align Design team

Select as many desserts as you want



Strawberry Cheesecake

Strawberries, whipped cream, and cake.



Donuts

Three any flavor donut. Glazed, Strawberry, Chocolate



Strawberry White Cake

Strawberry jelly filled white cake with white frosting.

Can be used with or without an image.



Holiday Cake

White cake with creamy mint base garnished with mistletoe



Tiramisu

One slice of coffee and cream cake, breakfast of champions!



Cherry Pie

Fresh cherries with buttery crust with whipped cream.

Hey look, +2 elevation on hover

Other Tasks Inflight

Principles

What principles do we use to guide system design and implementation?

Page Layouts

What does this even mean? Masthead? Breadcrumbs? Tabs?

.CSV Uploader

How can we make this work in many cases? What even are the cases?

Masthead

Collapsible side nav?
All the pages in one side nav panel?

Card “Selector” Types

With an image, without an image, with lots of text, with a little text. Etc.

Tables

When to use a scrollable ones and other improvements. Always improving.

DEV

Engineering for design

What is Front End Core working on?

Smoke Tester

IN REVIEW

- Home grown smoke test framework Based on **cypress.io**.
- Makes sure our UI loads **correctly** from every continent, browser.
- Runs against production several times per hour.
- Ensures **SOC2** compliance so we can expand our market



smoke-tester-casa

Smoke tests runner for casa

master



Speed
5.1m

Reliability
100%

Builds
1016/week



Style Guide relaunch

LIVE

styleguide.internal.adroll.com overhauled and re-launched

- Gulp build re-written in webpack
- [Buildkite pipeline](#) created to facilitate easy click button deployments

Some patterns have been refreshed, expect more ahead:

- pagination
- labels
- alerts

NextRoll AdRoll RollWorks Rakuten AdRoll

- Introduction
- Alert
- Buttons
- Chart
- Checkbox
- Cards
- Colors
- Color Picker
- Date Picker
- Dropdown
- Icons
- Input
- Logo
- Modal
- Navbar
- Notifications
- Popover
- Radio
- Select
- Slider
- Spinner
- Stepladder
- Switch
- Tab
- Table
- Typography
- Upload
- scss-utilities

Cards

Displays cards

Full .ar-card example

Title Subtitle

Action 1 Action 2 Action 3

Subheading

The main content for the card can be whatever you want.

You can have content flush with the edges if you don't use the .ar-card-body class. This is useful when embedding things like tables that can combine their borders with the card border.

Action 1 Action 2 Action 3

.ar-card-row example

Card A	Card B	Card C
Some content to fill out the card body for card A. Action	Some content to fill out the card body for card B. Action	Some content to fill out the card body for card C. Action

.ar-action-card example

favicon Card Title

Card Description.

Card Action

.ar-action-card-small example

THX

Questions?

Ask any DS POC or [#design-system](#)