Files by Google Illustration Spec

Unifying a cohesive illustration language for
Files by Google

Illustrator @traceyl

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Introduction

Files by Google

Every day, millions of Android users run out of space on their phone. **Files helps people make the most of the limited storage by finding and deleting obsolete files.** It also helps them organize and navigate to the files they actually use. Users can share offline, without data, and easily backup files to the cloud. from go/NBU

This spec describes how Files style is represented through illustration. Our illustration style needs to be unique—one that follows Google, but is infused with its own spirit.

The purpose of illustration in Files is to be an **inspiring, informative, expressive system** that is consistent and scalable. Files illustration is clear and immediately recognizable, it's distinctly Files.

Learnings

By reading this Illustration spec you'll understand…

- Illustrations moments across Files app

- Files Illustration Personality & Tone

- Guidance on Illustration usage

- How illustration is a large part of Files Brand the users love

- Files Narrative

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1.

Intro (What's all this)

- Intro What and Who is Tidy

- Principles for Product Illustration in Files

- Guidelines for illustration in files

- Do's and Don'ts

Tidy Intro

Who is Tidy?

Tidy is **the concierge of the Files experience.** Tidy is gender neutral and has a cheerful personality. He loves to help people and cares about the user and their device.

Tidy Intro

What is Tidy ?

Tidy is a magical bubble that guides

users in learning how to use the

product and makes the Files product

more enjoyable. Tidy lives in the user's

Phone keeping things ….well tidy!

The power of cute

The innocence of the mascots is central to their appeal, according to Hiroshi Nittono, director of the cognitive psychophysiology lab at Osaka University, whose research focuses on cuteness. "One of the key characteristics of objects that are called kawaii is 'not harmful or threatening,' [Read more](#)
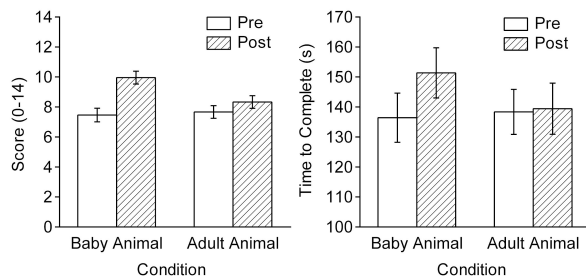
The Power of Kawaii: Viewing Cute Images Promotes a Careful Behavior and Narrows Attentional Focus. Experiments have demonstrated that viewing cute faces improves concentration and hones fine motor skills–useful modifications for handling an infant.

Source

Helpful for improving comprehension and setting the context

Illustrations / animations are helpful when discovering a <u>new concept</u>

"I think this is for sharing *nearby*… look at the drawings, they are close together." - user in Brazil (where offline sharing is not popular)

Tidy Intro

Files main character is Tidy our Mascot. **Use Tidy's inplace of human depiction** with the help of accessories and components to express himself in more human ways (*i.e. instead of hands Tidy has a pair of magic gloves*). Tidy helps the users journey. If illustration is called for, **use this guide to decide if you need to use a General Illustration Component or our Mascot.**

We use Tidy in Character Moments. These are areas in the app where we use Tidy's character to depict information to the user

We use General Illustration Components in Illustration Moments. These Illustrations exist independent of our mascot to depict information to the user. .
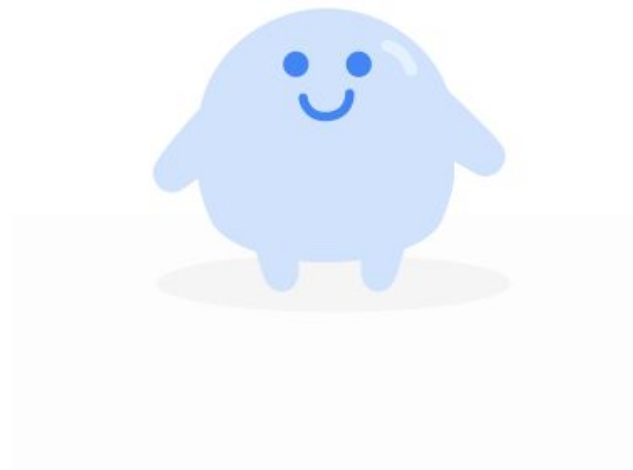
Qualities

Approachable

Settings

Educative

TOS
Junk clean
Settings

Delightful

Empty states
Overflow
Loading

Celebrative

Successful clean
Successful share

"Kawaii(Cute) **things not only make us happier, but also affect our behavior...viewing cute things improves subsequent performance in tasks that require behavioral carefulness, possibly by narrowing the breadth of attentional focus."**
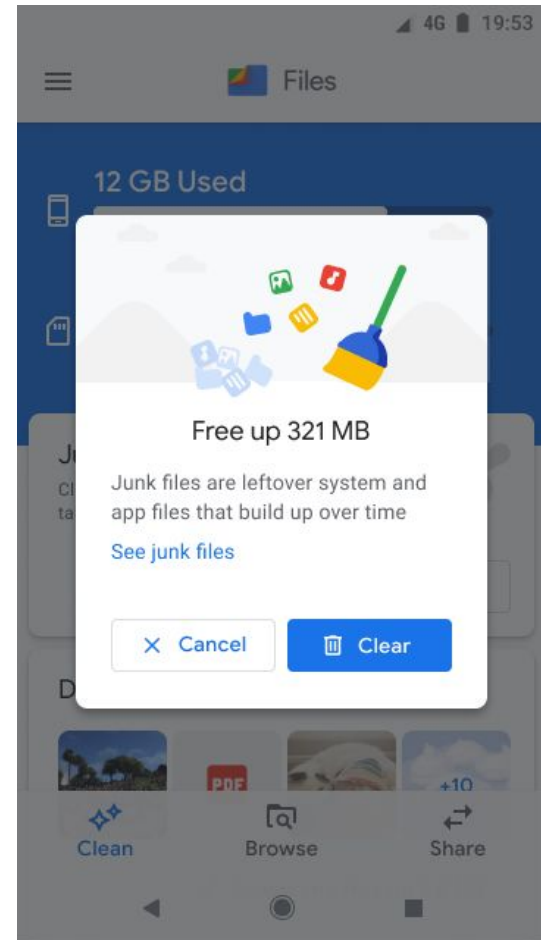-Source

Principles

Inform

Illustrations in Files should be Informative and
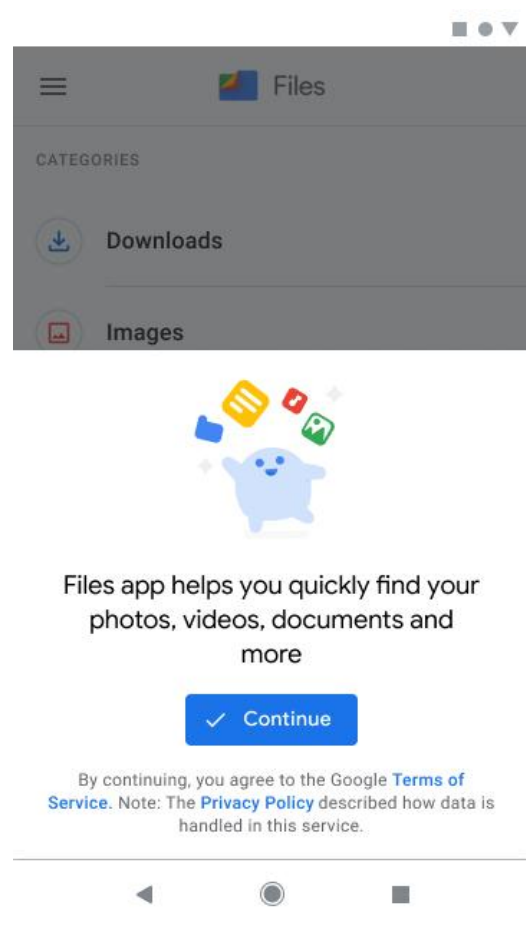
visually clarify written information to users .

Free up space

Principles

Inform

Our Term of Service illustration informs the user of what they are agreeing to and the value of those terms. By keeping illustrations informative we keep Files trustworthy.
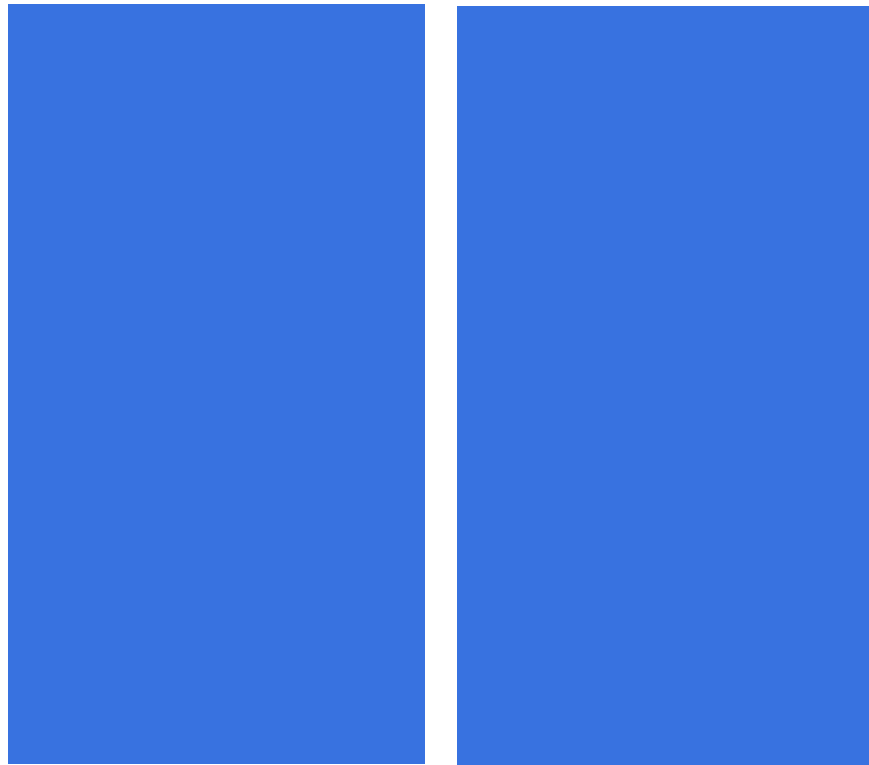

ToS half-sheet

Principles

Delight

Illustrations express Files app's optimistic and

delightful brand spirit . Use Illustration in playful and

charming ways to make the experience rewarding and

add personality to appropriate user interactions!

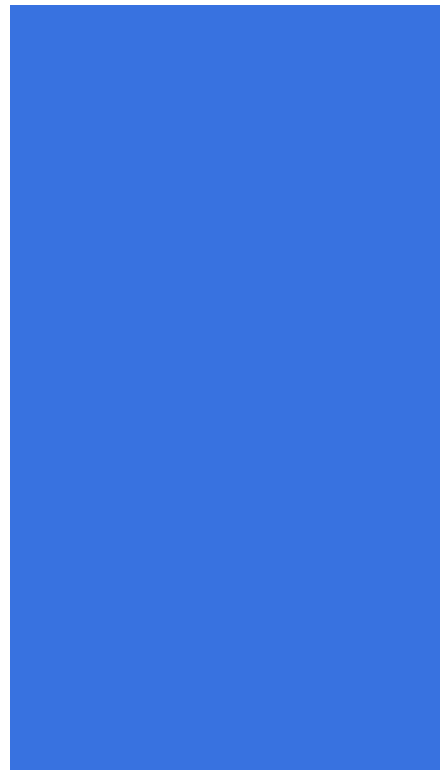[Keep in line with Google's optimistic brand spirit.](#)

Celebrations

Principles

Delight

Celebrations are a signature moment in Files that reward our users for following through on calls to action. Delightful Illustrations spark joy in our users and make a lasting positive impact on their experience.

Current Movies & Games
Celebration

Movies Celebration
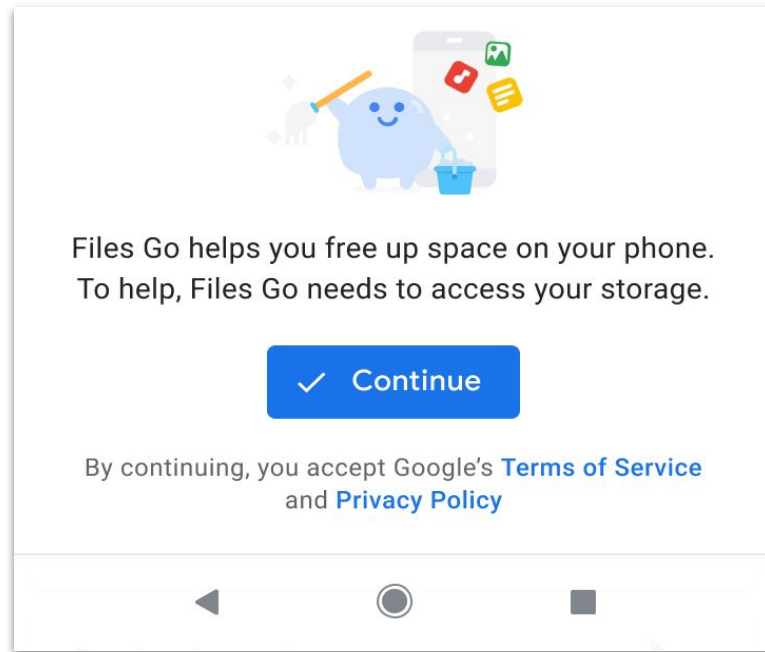
Illustration Principles

Make it easier!

Illustration should make it easier to use the product

And empower users to optimize phone performance

and make more memories on their personal device.

Empower users to keep their files organized.

Files Go helps you free up space on your phone.
To help, Files Go needs to access your storage.

✓ Continue

By continuing, you accept Google's Terms of Service
and Privacy Policy

TOS

Guidelines for Illustration

First, consider if you need an illustration to tell your story. Move forward only if it does the

following:

1.   Delivers a piece of useful information – always.

2.   Reinforce words to convey a narrative or process.

3.   Simplifies complex data or information so anyone can understand.

If it doesn't achieve all three of the brand criteria above, it can clutter, confuse, and

complicate the user experience. If you've determined that illustration is appropriate,

read on to learn how to make make them uniquely Files.

Home

Do : Use Illustration to simplify ideas and make things easier to understand, this enhances Files User Experience and makes memorable Interactions.
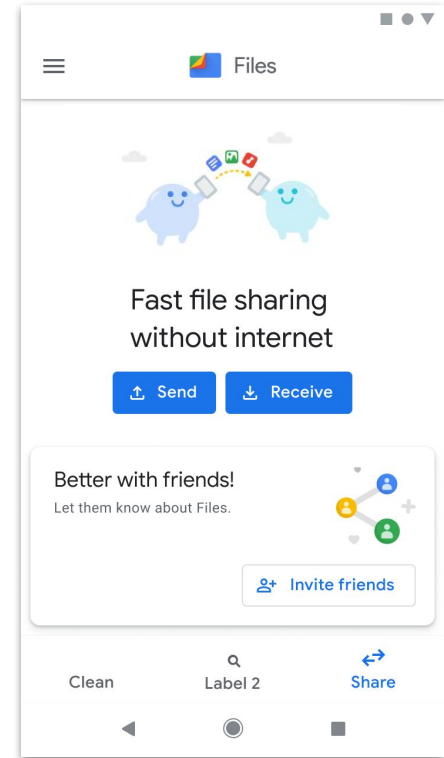
Share Files

Be cautious : Avoid using illustration as decoration.We never want to waste a user's time. If illustration isn't the answer consider other visuals that might work better such as icons or photography.
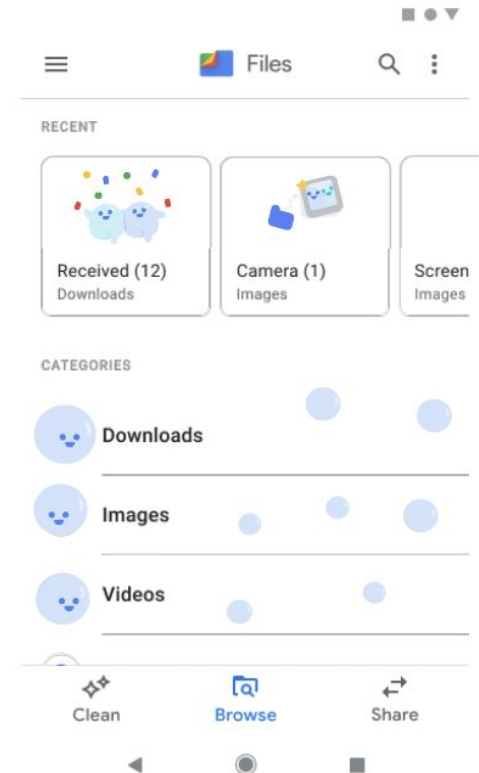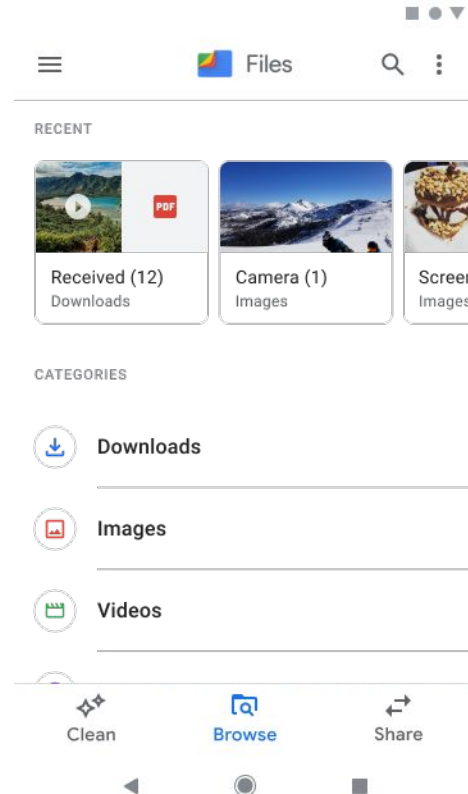

Browse

Components

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2.

Components(What we have)

- Characters

- General Illustration components

- Graphic Spectrum

- Form and Colors

Characters

There are currently two main tidy's in the Clean Feature Blue Tidy and Side Tidy but there is room to grow! Tidies all have the same basic design but colors may vary from feature to feature..

Tidy is a bubble and therefore an androgynous character. When dressing Tidy in costumes or accessories, keep everything unisex
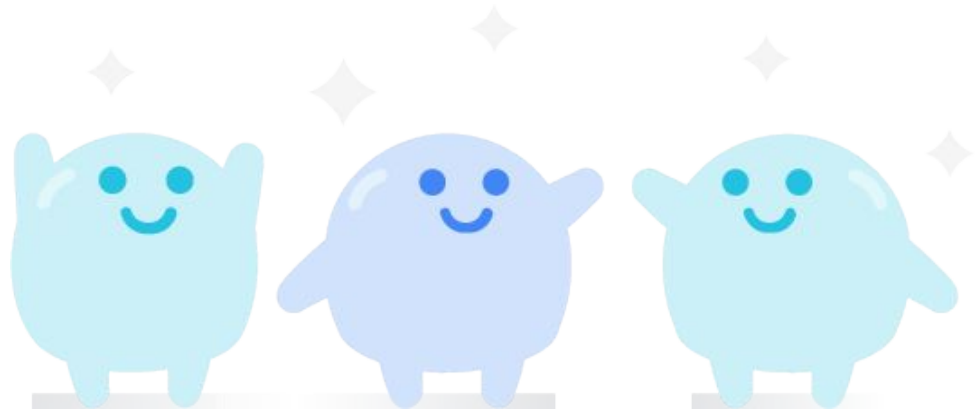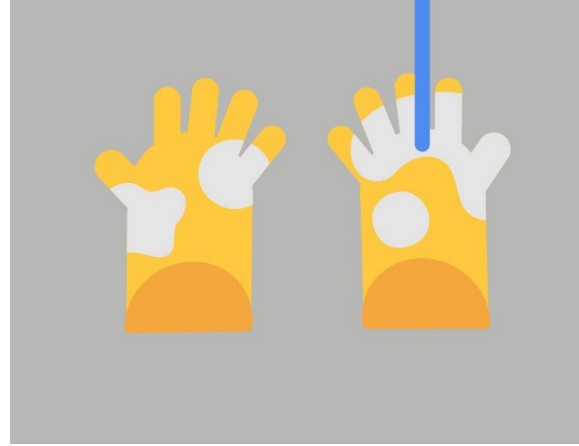
General Illustration Components

Use accessories to help Tidy express himself in relateable ways to our users .

Three particular accessories are just as magical as Tidy and can be used independent of Tidy
1) Tidies Gloves
2) Tidies Broom
3) Tidies Magnifying Glass.

 Let begin with the cleaning glove! Tidy's design does not have hands to communicate with so instead he uses magic cleaning gloves. The glove can also be used independently of Tidy

Curator : Tidy

Free up Space

General Illustration Components

General Illustration Components are accessories and feature icons that can be used independently or with Tidy.

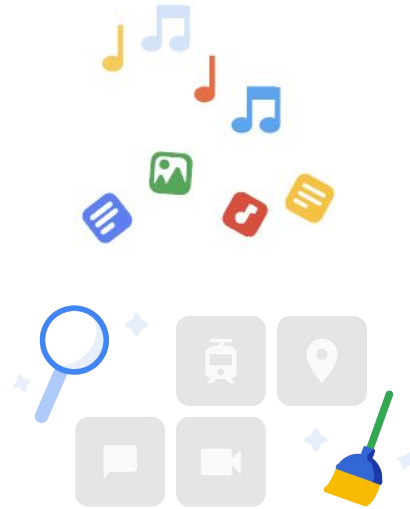General Components reflect the feature areas they support.

Illustration Component Areas

Cleaning Components

These Illustrations components support the clean feature. To reflect this feature illustration components include cleaning supplies which reinforces and clarifies our value.

Browse Components

These Illustration components support the browse feature. This feature allows users to find and organize files and we use components that represent organization and the various media our users enjoy on their phone.
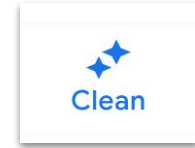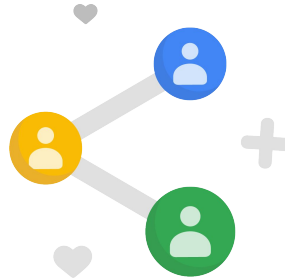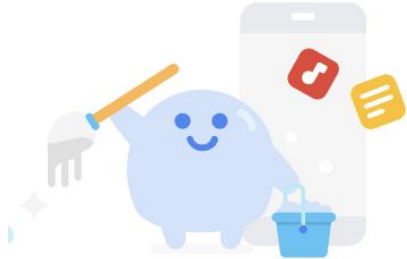
Sharing Components
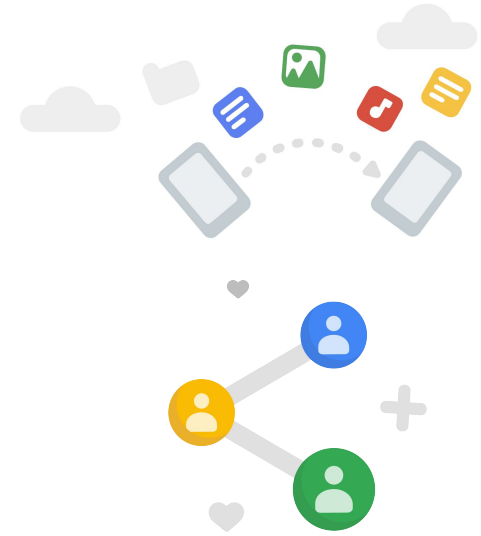
These illustration components celebrate the joy of sharing.

Graphic Spectrum

Fidelity is how precisely a subject matter is represented. High Fidelity images like hero illustration are detailed and representational. Low Fidelity images like icons are simplified and less detailed.

Hero Illustrations

These Illustrations involve character and

often include accessories and world

building elements such as a background

setting. These illustrations are high fidelity

and inspirational

General Illustration Components

These Illustrations do not involve characters and

are used for labeling , worlding building, and

features. These illustration are Mid-fidelity and

functional.

Icons

The illustrations are low- fidelity and are

used for Navigation, Notifications and

Alerts

Shapes and Colors

Shape and Colors are a visual identifier for the Google Files Brand. We use Shape and Color in Files Illustration to create instant brand reaction and align to the larger visual system. Learn more about File Visual Design here. [Files Visual Design Guide](#)

google_g Blue		google_g Red		google_g Yellow		google_g Green	
900	#174EA6	900	#A50E0E	900	#E37400	900	#0D652D
800	#185ABC	800	#B31412	800	#EA8600	800	#137333
700	#1967D2	700	#C5221F	700	#F29900	700	#188038
600	#1A73E8	600	#D93025	600	#F9AB00	600	#1E8E3E
500	#4285F4	500	#EA4335	500	#FBBC04	500	#34A853
400	#669DF6	400	#EE675C	400	#FCC934	400	#5BB974
300	#8AB4F8	300	#F28B82	300	#FDD663	300	#81C995
200	#AECBFA	200	#F6AEA9	200	#FDE293	200	#A8DAB5
100	#D2E3FC	100	#FAD2CF	100	#FEEFC3	100	#CEEAD6
50	#E8F0FE	50	#FCE8E6	50	#FEF7E0	50	#E6F4EA

400 / 28%	#BDC1C6
300 / 16%	#DADCE0
200 / 10%	#E8EAED
100 / 6%	#F1F3F4
50 / 3%	#F8F9FA

G Orange	G Pink	G Purple	G Cyan
100 #FEDFC8	100 #FDCFE8	100 #E9D2FD	100 #CBF0F8
50 #FEEFE3	50 #FDE7F3	50 #F3E8FD	50 #E4F7FB

Colors

Files main palette uses the four core GM Colors for our Visual system. These four core are the GM 500 colors.

We balance the GM 500 palette with the use of GM's greyscale 400 - 50. Most General Illustration Components are built using greyscale with color accents unless they are being used by Tidy.

Illustration Components built in full color without Tidy have Tidies magical properties like his gloves, magnifying glass, and broom.

google_g Blue	google_g Red	google_g Yellow	google_g Green
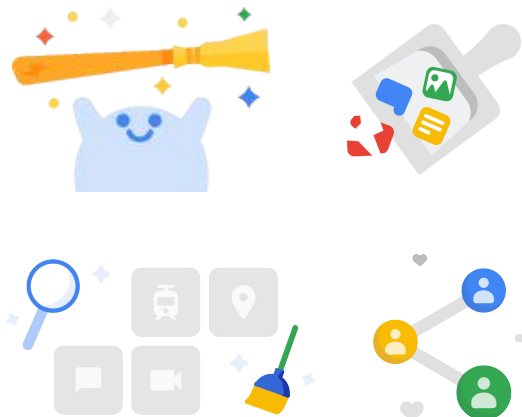
400 / 28%	#BDC1C6
300 / 16%	#DADCE0
200 / 10%	#E8EAED
100 / 6%	#F1F3F4
50 / 3%	#F8F9FA

Colors

G Orange		G Pink		G Purple		G Cyan	
100	#FEDFC8	100	#FDCFE8	100	#E9D2FD	100	#CBF0F8
50	#FEEFE3	50	#FDE7F3	50	#F3E8FD	50	#E4F7FB

Files does use the GM2
secondary palette for secondary
characters and tidy accessories
but the use should be limited to
keep the core GM colors
dominate. The secondary
palette is used to compliment
the GM palette And break up
any monotony in the image.
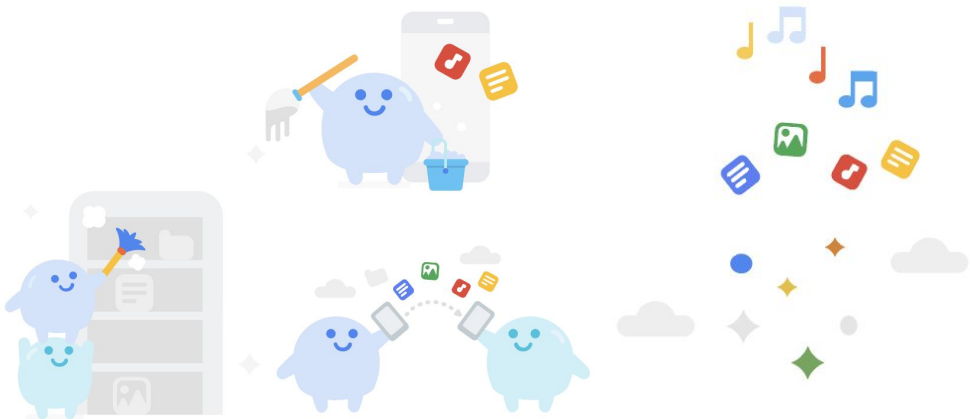
Colors

Main Tidy's colors are from the core GM colors GM blue 100 for the body, GM blue 50 for his shinemark and GM blue 500 for the eyes and mouth.

100	#D2E3FC	100	#FAD2CF	100	#FEEFC3	100	#CEEAD6
50	#E8F0FE	50	#FCE8E6	50	#FEF7E0	50	#E6F4EA

100	#FEDFC8	100	#FDCFE8	100	#E9D2FD	100	#CBF0F8
50	#FEEFE3	50	#FDE7F3	50	#F3E8FD	50	#E4F7FB

Tidy distinguishes the Google Files Brand with the complimentary use of 50- 100 series from the GM core colors for Mascot characters to stand out against the UI and draw focus to areas of importance providing clarity for New Internet Users.

Teal Tidy is a secondary character so his colors are from the GM secondary palette colors.

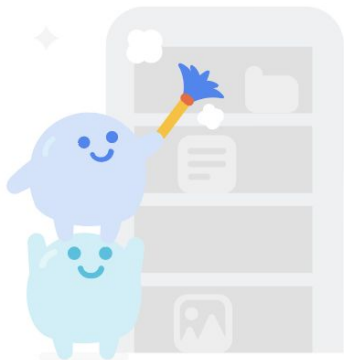 GM teal 100 for the body, GM teal 50 for his shinemark and GM teal 500 for the eyes and mouth.

Colors

Color Application

Background elements in Files are typical GM greyscale. Full color backgrounds elements are best saved for celebration moments.

Empty States are predominantly grayscale but have color accents to avoid looking disabled.
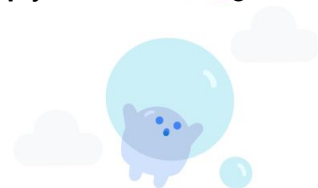
Refer a Friend

Celebration - Cleaning Media Files

Empty States - Favorites

You'll see files you add to Favorites here.

Empty States - Nothing to see here
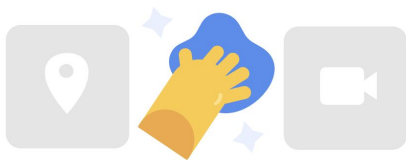

There's nothing here.

Colors

Color Application

When Tidy is in the illustration add a pop of color form the GM core 500. Avoiding adding Tidy to a all grey scene.

Avoid using all grey for General Illustration Components unless it is disabled or inactive

Curator : Tidy

Free up Space

Making Illustrations

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3.

<u>**Making Illustrations(How we make it)**</u>

- How to design Tidy and his World
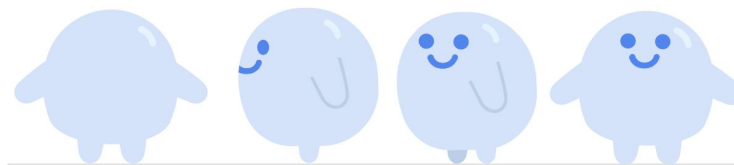
- Form & Style

How to design Tidy and his world

Turnaround

Tidy is a bubble with a
Round plump body
and short arms and legs. When
designing keep his head shine
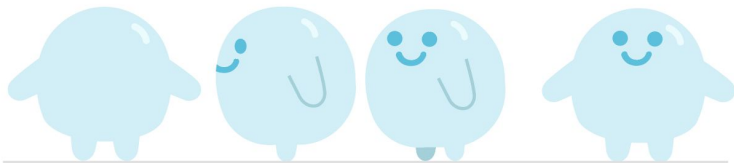on the right.

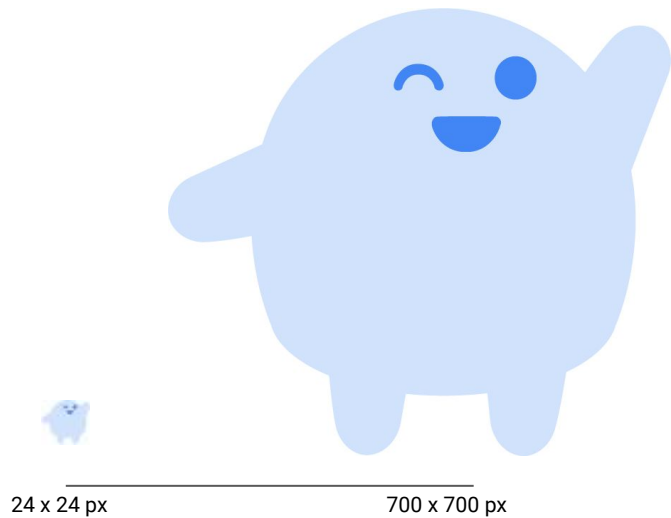D1E2FD

4285F4

E3F2FD

B9CEEA

CBF0F8

24C1E0

E9FCFF

97D2DB

How to design Tidy and his world

Size

Tidy is readable at the in small
and larger scales

24 x 24 px   700 x 700 px

How to design Tidy and his world

Expressions

Default

Wink

Extra happy

Surprised

How to design Tidy and his world

Tidy lives in the users phone keeping thing organized. Tidy's background is usually in a home setting or within the files app experience.

How to design Tidy and his world

A

B

Examples A

When music gets deleted Tidy celebrates with a little karaoke the setting takes place in the users phone.
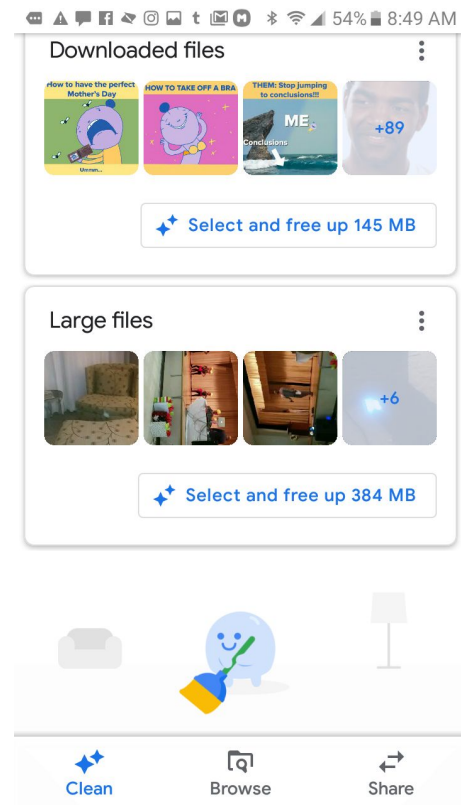
Examples B

In the bottom bar of Clean Tidy is his living room and depending our how clean and organized the phone is he can either be sweeping or relaxing
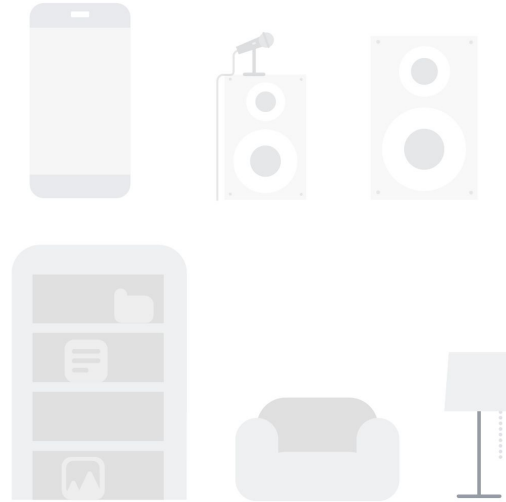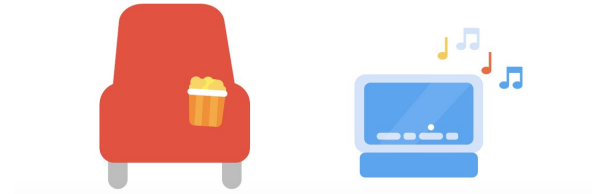

Celebrations

Bottom Bar

How to design Tidy and his world

Backgrounds set pieces are usually greyscale . Colored backgrounds are reserved for celebration moments

Backgrounds during normal use

Backgrounds during Celebrations

How to design Tidy and his world

Accessories

Use accessories to help Tidy express himself in human ways.

Blue Tidy's accessories mostly center around cleaning because that is the feature Blue Tidy supports but accessories can extend to anything a human being has even a pets.

Forms

Shapes

Illustrations are made from geometric shapes combined create a object with a clear readable silhouette

Use solid shapes to build illustrations for files.
Edges are rounded unless they press against the floor. Avoid adding to many sharp corners to design

Forms
Proportion

Tidy's backgrounds, accessories and living spaces are sized proportionate to Tidy's size since they live in the users phone.

When the phone itself is display as a set piece Tidy is about Half the size of the Phone. Avoid exaggerating or mixing proportions in a layout.
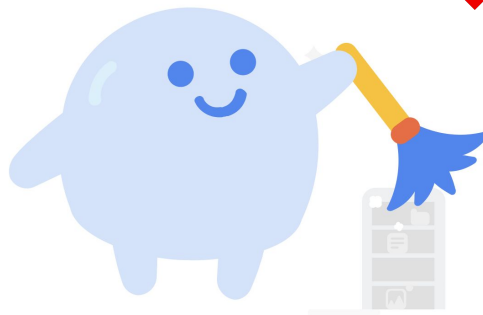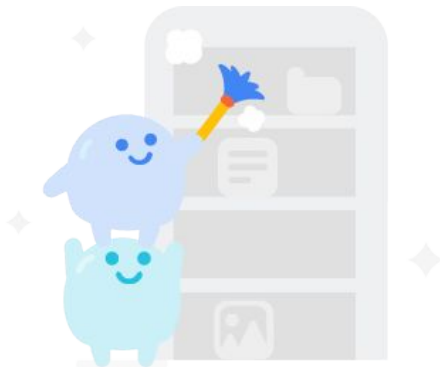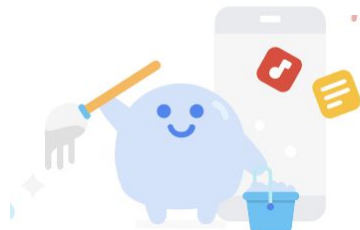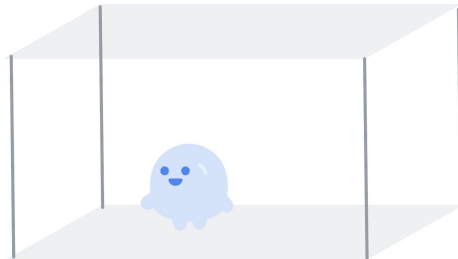
Style
Depth

Illustrations in File exist in a flat 2D space. Much like paper cut outs so the isn't much dimension. Avoid adding too much depth with complicated perspectives, gradients, or odd angles.
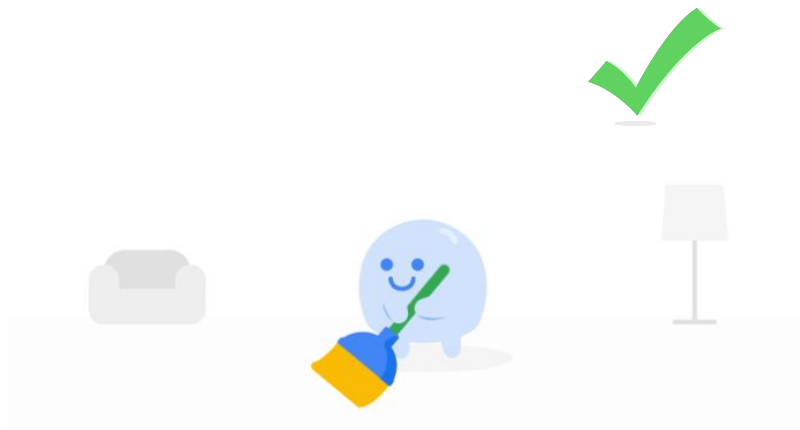
Too much depth and gradients
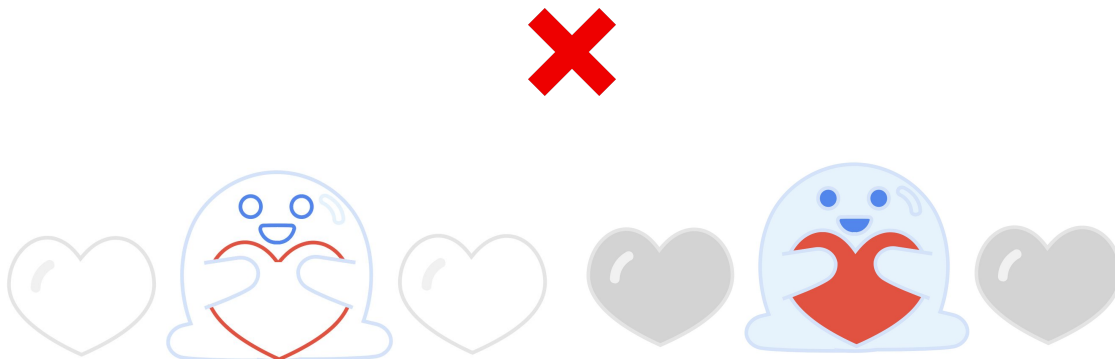
Complicated perspective

Odd angles

Style
Linework

Reserve linework for icons.
Icons use linework for
readability and to differentiate
themselves from UI illustrations.

Tidy and General Illustration
Components rely on solid forms
of geometric shapes to define
their form and do not rely on
linework.

Style
Scale

Files Illustration scale is dependent of the surrounding UI and responds to surrounding UI when possible. The pixel size for spot and hero illustrations may vary depending on the wireframes spacing

When composing imagery for Files embrace open space! Illustrations should sit comfortably against the UI and be self contained.

Avoid extending illustrations to the edge of the layout or adding frames around illustrations
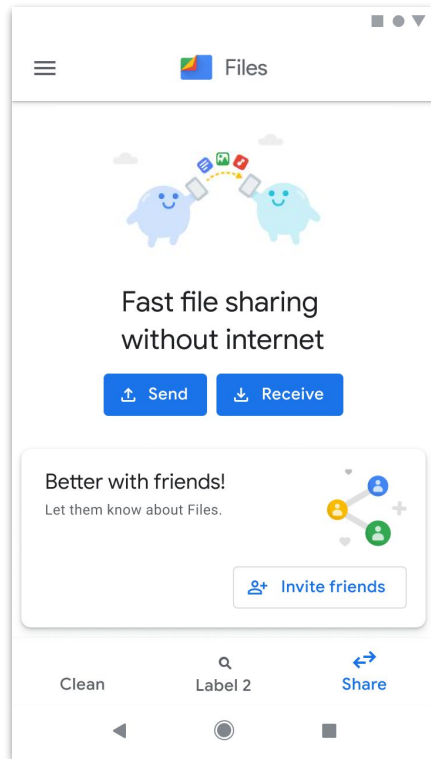
Style
Implementation

Export Settings in Illustrator,

1. **Please remove anything that does not appear in the final asse**
   E.g.: other layers, guidelines

2. Click File > Save a Copy…

3. On the SVG Options screen, use the following settings:
   - Set SVG Profile to "SVG 1.1"
   - Set Type to "Convert to outline"
   - Set Image Location to "Embed"
   - **Uncheck** "Preserve Illustrator Editing Capabilities"
   - Click the **More Options** button in the lower left of the panel
   - Set CSS Properties to "Presentation Attributes"
   - **Decimal Places**: 2
   - **Uncheck** "Optimize for Adobe SVG Viewer"
   - **Uncheck** "Include Slicing Data"
   - **Uncheck** "Responsive"

   Illustrator should remember all these settings in the future.
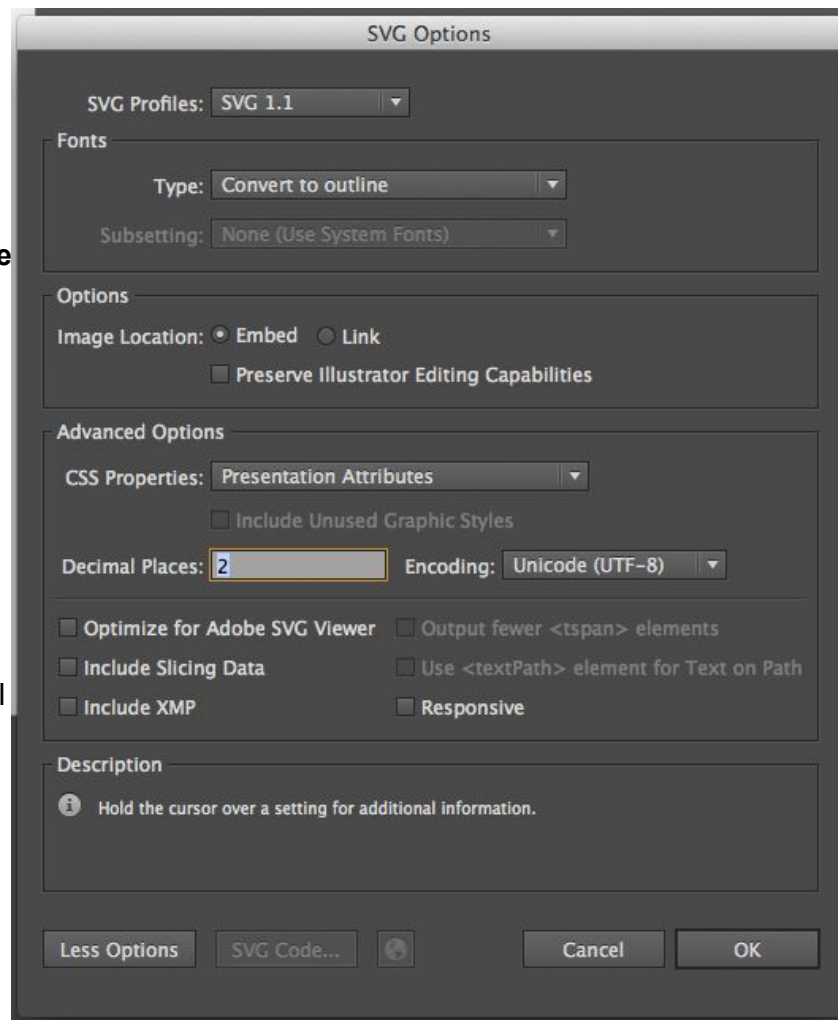
Product
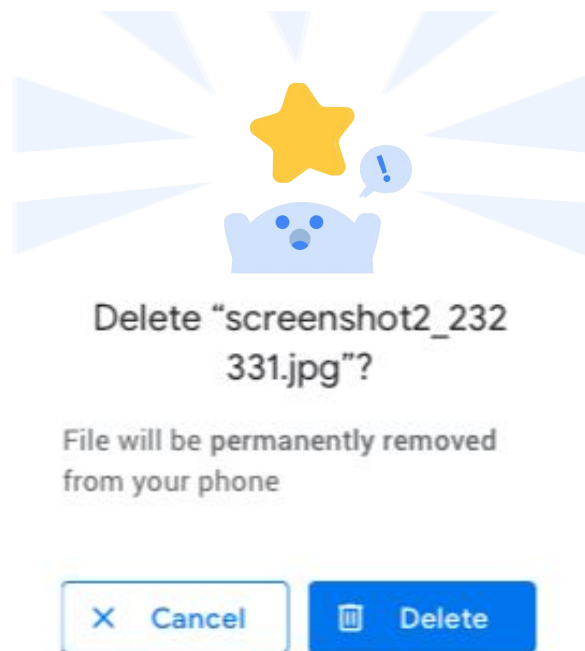# Use case

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4.

<ins>In-Product Cases (where its used)</ins>

- Tone and Voice

- Where to use Character (Tidy) in Product

- Where to use General illustration components

- External Use for Files illustrations

Files Tone

Tidy doesn't speak. However the copy that accompanies Tidy should always be sure to follow the normal Voice and Tone rules of Files app: helpful, friendly, and clear.

Make sure illustrations provide encouragement and understanding when user encounter pain points, such as errors or warnings.

Delete "screenshot2_232 331.jpg"?

File will be permanently removed from your phone

✕ Cancel   🗑 Delete

Delete Files

Who and What is Tidy?

Files Voice

Files writing voice is separate from
Tidy's voice. Tidy does not have a
voice.

Tidy **DOES NOT** speak. Tidy supports
the user's journey and visually guides
the interactions in appropriate
character moments.

Character moments are Areas in the
app where we use Tidy character to
depict information to the user. To learn
more about where character moments
are in the product read on.

Tidy Character Moments

Character moments are areas in the app where we our mascot character to depict information to the user.

| Education	Celebrations	Branding	Copy Only	Avoid Tidy
Discovery	Empty State	Dialogue		Utilities
Onboarding	Feature Use	Profiles		Negative / Harmful Scenarios
Welcome	User Rewards	Campaigns		
Header Treatment	In-app Regional/Global Campaigns	Holidays		Settings
Alerts	Upcoming Events	Social Media		Feedback
Ongoing Edu		Stickers		
Updates				Search bar
Error		AI		
Notification				

Education
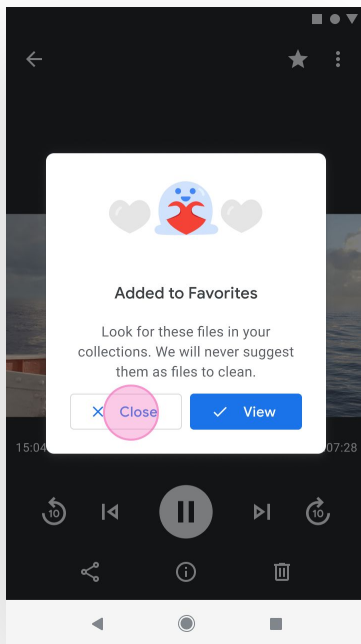
Favorites Folder

Celebrations
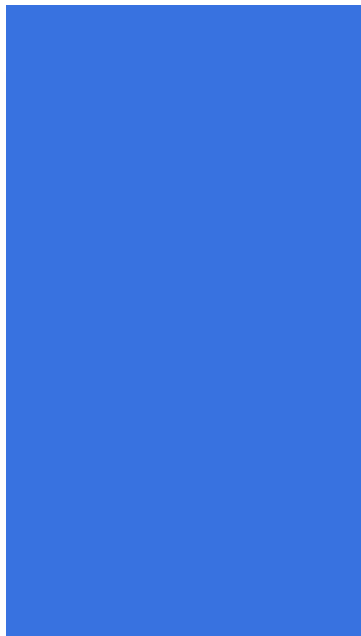

Audio Files Deleted

Branding
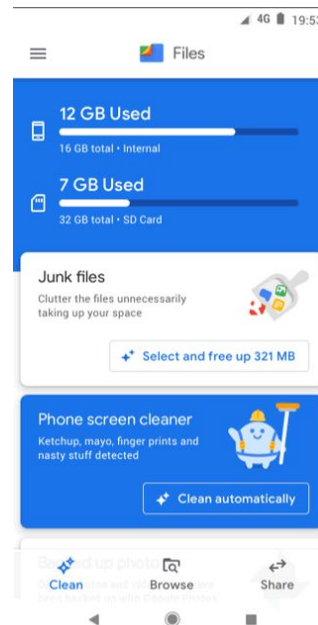
April Fools Campaign

Illustration Moments

Illustration moments are areas in the app where illustration components without our mascot to improve the user experience
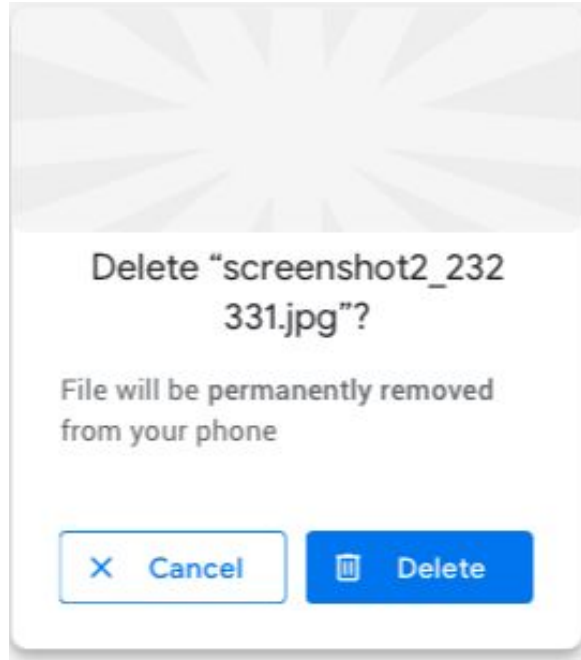
Information	Utilities	World Building	Avoid Illustration
Cards	Icons	Accessories for Tidy	Utilities
Junk	Permanent Delete	Stickers	Settings
Clean	Feature Icons		Feedback
Free up Space			Search bar
Sharing			
Tips/Notifications			
Warnings			

Information
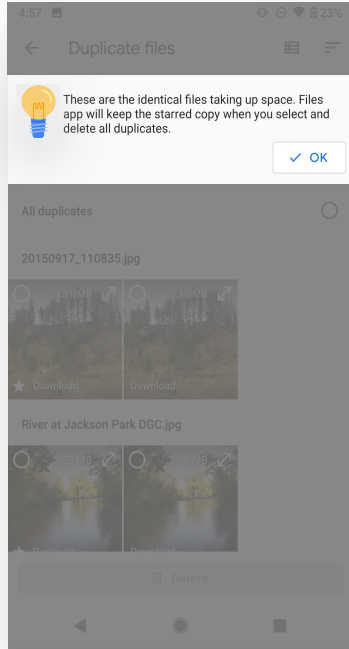
Notifications

Utilities

Permanent Delete

World Building

Sharing with Friends

Branding and External Usage

Tidy can be used for branding and social media campaigns such as product milestones and global or localized holidays/events.
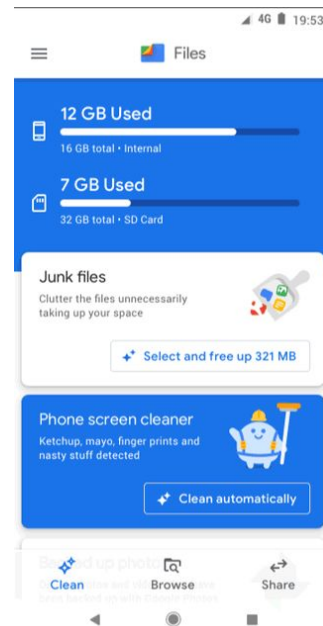
Social Media

Twitter Caption:
100 million people are using #FilesByGoogle every month to free up space on their phones. Here's to tidy phones for everyone! ✨ 📱 ✨
→ g.co/getfiles
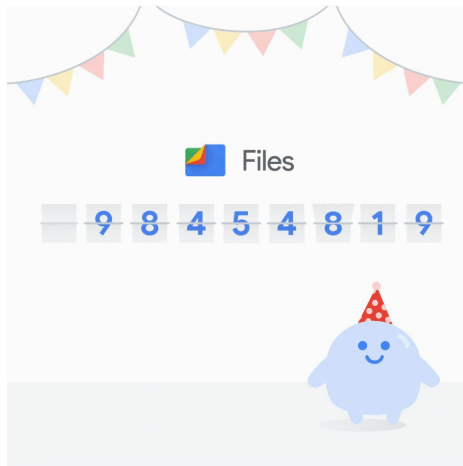
100 million users Campaign

Holidays

April Fools Campaign

Appendix

Tidy Drive

Illustration Source Library for all of Files

Suggestions
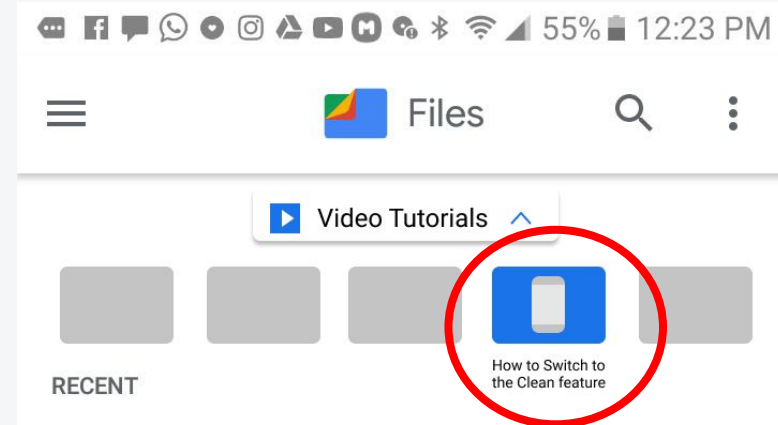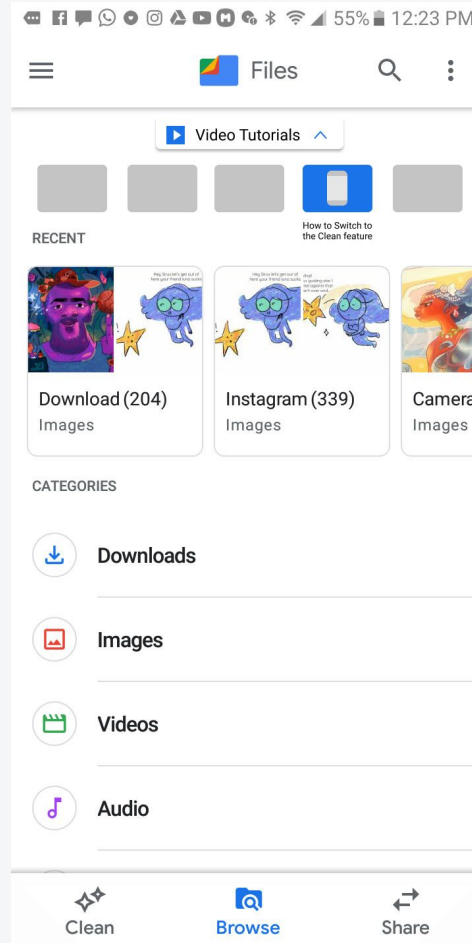Video Tutorial

Problem Statement

Users need learning assistance to better understand our product features.

Overview

Browse Users have had trouble discovering the clean feature in files

How might we use video tutorials to do instruct them when they are struggling?

In the example to the right there are collapsible video tutorials at the top of the page these tutorial instruct users on our product.

This video tutorial example explains guides users on how to switch to the clean feature

Video Tutorials

Once users click on the video tutorial the get a landing screen telling them what they are learning and animated audio lesson. When the lesson starts users can follow the video along in real time on their screen.. Users also have affordances on the bottom collapsible bar to try for themselves or replay the video

NIU Video tutorials
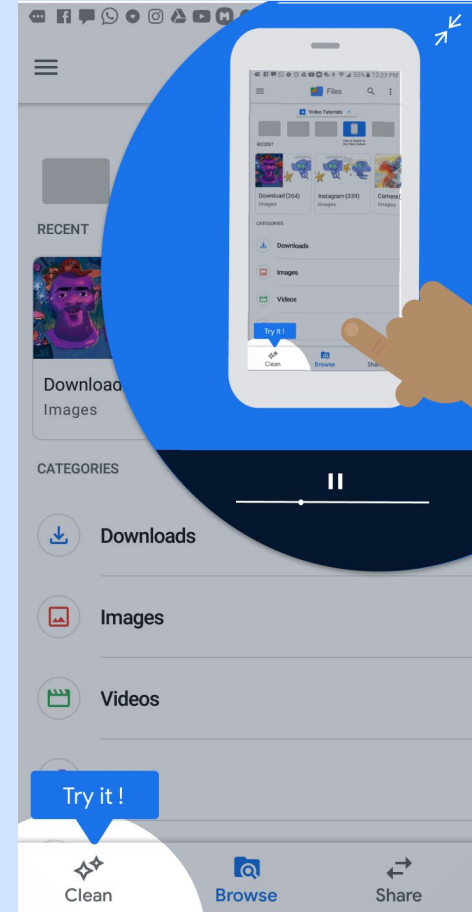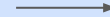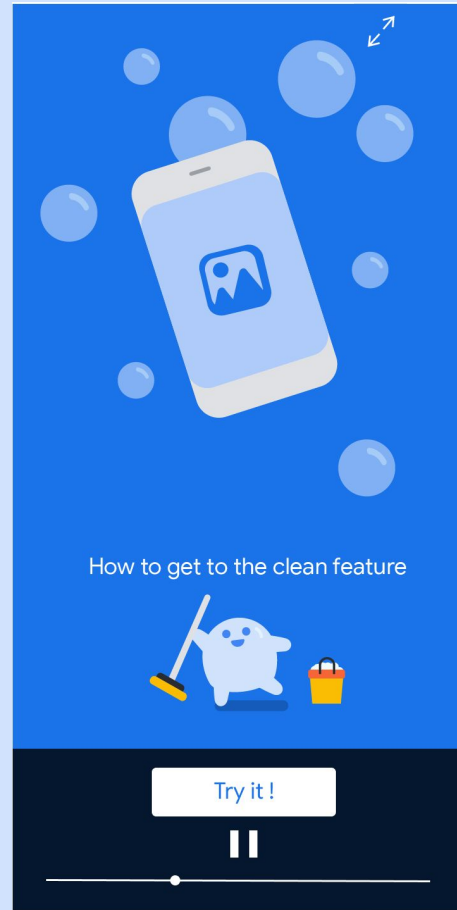
Video Tutorials

When the users tries for themselves the call to action is highlighted and the action is rewarded once it's completed at the end of the video thru copy and visual
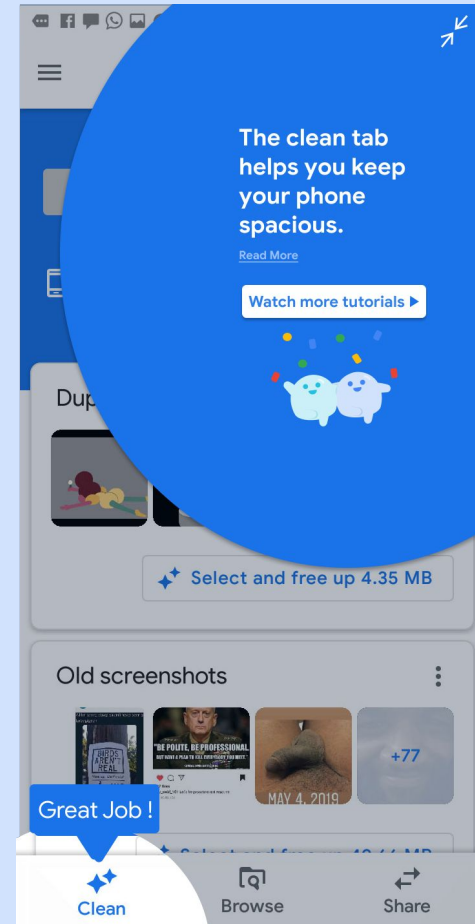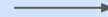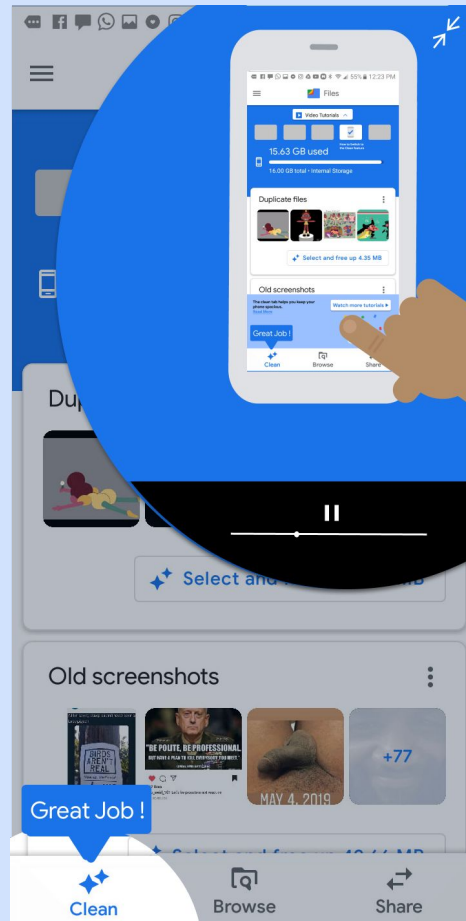

NIU Video tutorials

Illustration mascot reference

10 Reasons to apply illustrations

Basically, illustration is a visual interpretation of a particular concept, text or process. It's an image that aims at supporting, clarifying or even extending the ideas that people get from the other source of information, most often given in the form of the text.

Points to Consider

—Target audience (physical abilities, age, cultural background, general development, and education level)

—Typical environment of product uselevel of global or local product spread

—Level of recognition for the chosen graphics and metaphors

—Level of distraction/concentration provided by the graphics

Case Study: Toonie

App tutorial is an important part of the interface which helps users to get informed on the basic interactions.

In Toonie Alarm it consists of three screens that tell the user about the functionality of the app.

Small concise copy blocks are supported by smooth and pleasant animation of transitions to create the feeling of integrity and cheerful mascot featured as the consistent element and the center of the screen graphic composition.

Mascot Magic

The business practice of successful companies shows that thoughtfully designed mascot can work even better than product endorsement with the help of a famous person.

Mascots can reflect any traits of character, follow any style needed for **product positioning and communicate with the customer via the wide set of visual techniques.**

Mascots push the limits of personification and give the chance to create the unexpected combinations of elements or make fantastic and non-existing characters alive.

➡ Files Mascot

Thank you !

Fin