

*PRODUCTION NOTES: All slides will need to be updated with new naming conventions for 1x systems and BIE. Should be 1xOnline and Brand Identity System.*

### **1xOnline Tour V/O Script**

FADE IN:

- 1 Music up as animated 1xOnline logo flies in. Screen shot of logo with URL.  
Music down and under v/o.**

V/O

Welcome to the 1x Online site.

Let's take a quick tour.

- 2 1xOnline is your resource  
Learn how to apply, treat and style user interfaces according to the State Farm brand identity system.**

V/O

Once you begin using 1x Online, you'll appreciate the flexibility you'll have in creating online environments. It'll become a trusted conduit to our brand identity system.

- 3 1xOnline is your resource for  
The **brand styles**, usage guidelines, pattern specs and code snippets used in our online environment at State Farm.**

V/O

Throughout the site, you'll find brand styles

[PAUSE]

**1xOnline is your resource for  
The brand styles, **usage guidelines**, pattern specs and code snippets used in our online environment at State Farm.**

V/O  
Usage guidelines

[PAUSE]

- 4     **1xOnline is your resource for  
The brand styles, usage guidelines, **pattern specs** and code snippets used in our online  
environment at State Farm.**

V/O  
Pattern design specifications

[PAUSE]

- 5     **1xOnline is your resource for  
The brand styles, usage guidelines, pattern specs and **code snippets** used in our online  
environment at State Farm.**

V/O  
Code snippets

process information and much more.

- 6     **Focus is on the site's first section – Fundamentals. Different aspects of the left  
navigation are highlighted, following V/O prompts.**

V/O  
The first section is Fundamentals.

Here are brand basics, like the grid system

[PAUSE]

Color palette

[PAUSE]

Typography and voice and tone.

[PAUSE]

Learn how to use State Farm-branded ovals

[PAUSE]

and find logos, icons, illustrations and photography.

## **7 Graphic of Atomic Design stages. Individual stages are highlighted by V/O prompts**

V/O

Brad Frost's Atomic Design provides the foundation for 1xODS.

And its core concepts

elements

[PAUSE]

Components

[PAUSE]

Patterns

{PAUSE}

Templates

make up the next four sections of the site's navigation.

## **8 Examples of an element and component [examples from 1xOnline]**

V/O

Each section is dedicated to style and usage guidance for the individual atomic design stages.

Elements combine into components

[PAUSE]

Components build into patterns

**9 Examples of patterns and templates**

V/O

Patterns flow into templates

[PAUSE]

**10 Example of statefarm.com homepage**

V/O

Bringing all the atomic design stages together to create an approved, branded State Farm web page.

**11 Process section of the top navigation**

V/O

Process is one of the two remaining sections.

Learn more about the 1x team and how they use collaboration to discover new, repeatable patterns and code to meet your needs.

**12 Process section Resource pages; Different aspects of the left navigation are highlighted, following V/O prompts.**

V/O

A detailed resource page is included in the Process section. Here you'll find

Designer and developer's tools

[PAUSE]

Content guides and Industry resources

[PAUSE]

Links to State Farm groups and UX partners

[PAUSE]

And software and supported browser info

### **13 Update section**

V/O

The final stop on our tour is the Updates section.

Check here to stay informed about the latest events, communications,  
and design and code changes.

### **14 A representative page from the site; Different aspects of a page are highlighted, following V/O prompts.**

V/O

We're nearing the end of our tour. But before you go, here are a couple of other things about

1xOnline that we think you'll like.

Pages are organized with the same structure to maximize your time.

Each page begins with an image

[PAUSE]

Followed by a link to the Sketch measure document.

Be sure to download the Sketch library file weekly to make sure you're using the most current specs.

[PAUSE]

Rounding out the pages are usage guidelines

[PAUSE]

developer code and notes

[PAUSE]

accessibility guidance and information about previous standards.

- 15 A representative left navigation; Different aspects of the left navigation are highlighted, following V/O prompts.**

V/O

The left navigation offers a handy, at-a-glance list of what you can expect to find there.

[PAUSE]

You can contact us using the link located here on the left nav on all pages

- 16 A representative page with the search function highlighted**

V/O

You'll never be lost with the 1x Online's robust search functionality.

Find what you need using the tool located in the upper right of every page.

- 17 1xOnline homepage**

V/O

By using 1x Online's flexible framework,

you control the pace, quality and consistency of your work.

There are thousands of ways to connect with our customers, 1x Online ensures we reach them

with one brand, one voice.

- 18 Ready to get started?**

[ACTION BUTTON 1] Go to 1xOnline

[ACTION BUTTON 2] Restart the tour

Connect to: <https://statefarm.frontify.com/hub/65>

Don't forget to save to your favorites.

V/O

Well, that's our tour. Now that you've seen what 1x Online has to offer, don't be a stranger.

Visit the site often to get the latest brand styles and standards.

Be sure to bookmark our site in your browser and subscribe to our Yammer page.

Thanks.

**Music up.**