

August 5, 2020

1x ODS Tour Storyboards

For Internal State Farm Use Only – Contains confidential information which may not be disclosed without express written authorization.






Welcome to the 1x Online Design System site.

Let's take a quick tour.



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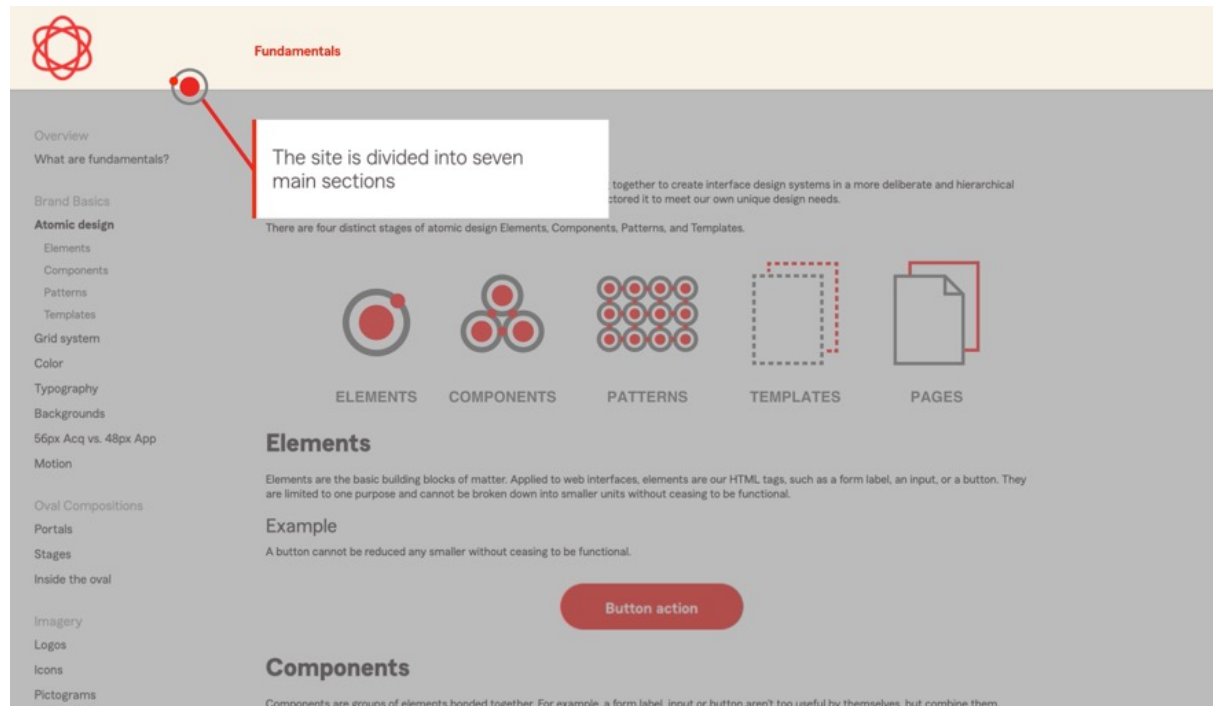
**1xODS is your
resource for**

1xODS maintains the updates and instructions for working with the online User Interface aspects of our new State Farm Brand Identity Evolution campaign commonly known as BIE.

**Brand Identity
Systems NOT BIE**


*Once you begin using 1xODS to create online environments,
It'll become a trusted resource for our brand identity system.*






The site is divided into seven, easy-to-navigate sections.





1xODS is your resource for

The Brand styles, **usage guidelines**, pattern specs, and code snippets used in our online environment at State Farm



font-family: MecherleSans-SemiBold;
font-size: 16px;
color: #FFFFFF;
text-align: center;

Throughout the site, you'll find brand styles...

Usage guidelines...




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Pattern design specifications....



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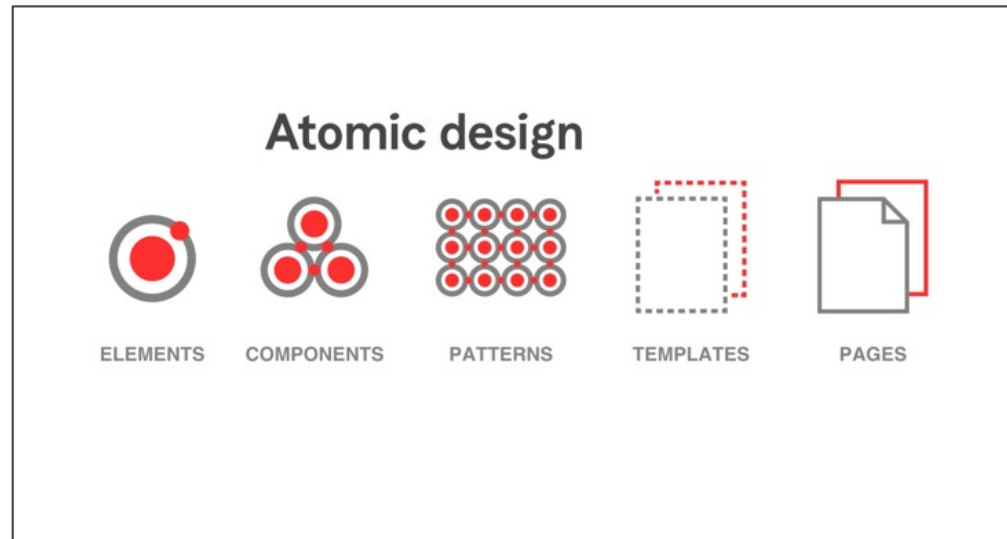
1xODS is your resource for

The Brand styles, usage guidelines, pattern specs, and **code snippets** used in our online environment at State Farm

| | HTML |
|---|--|
| 1 | <div class="oneX"> |
| 2 | <div class="oneX-row oneX-col-6"> |
| 3 | <label>input element:</label> |
| 4 | <input type="button" class="oneX-btn-secondary" value="Default" /> |

code snippets,
process information and much more.





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

And its core concepts - elements, components, patterns and templates – make up four of the seven key sections of the site's navigation.



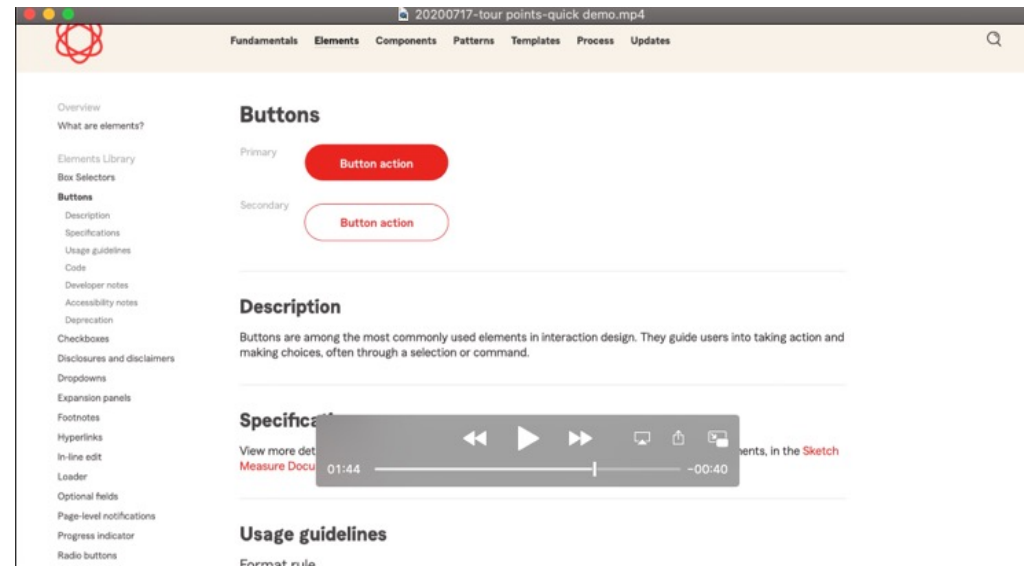
The site's pages are consistently organized to maximize your time.

Each page begins with an image, followed by a link to the Sketch measure document...

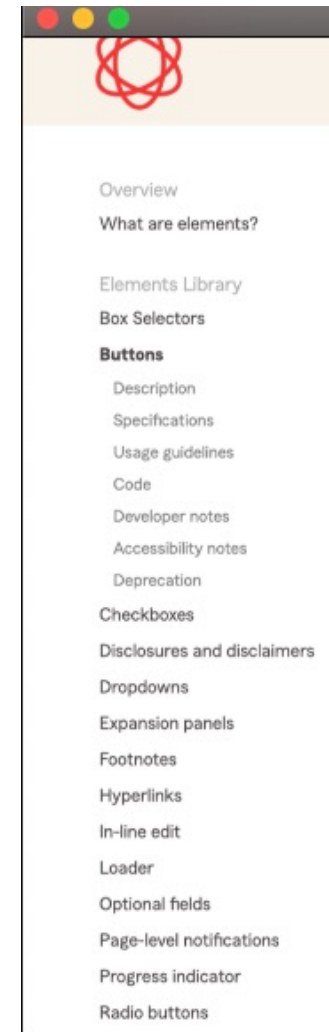
usage guidelines...

developer code and notes...

accessibility guidance, and information about previous standards.



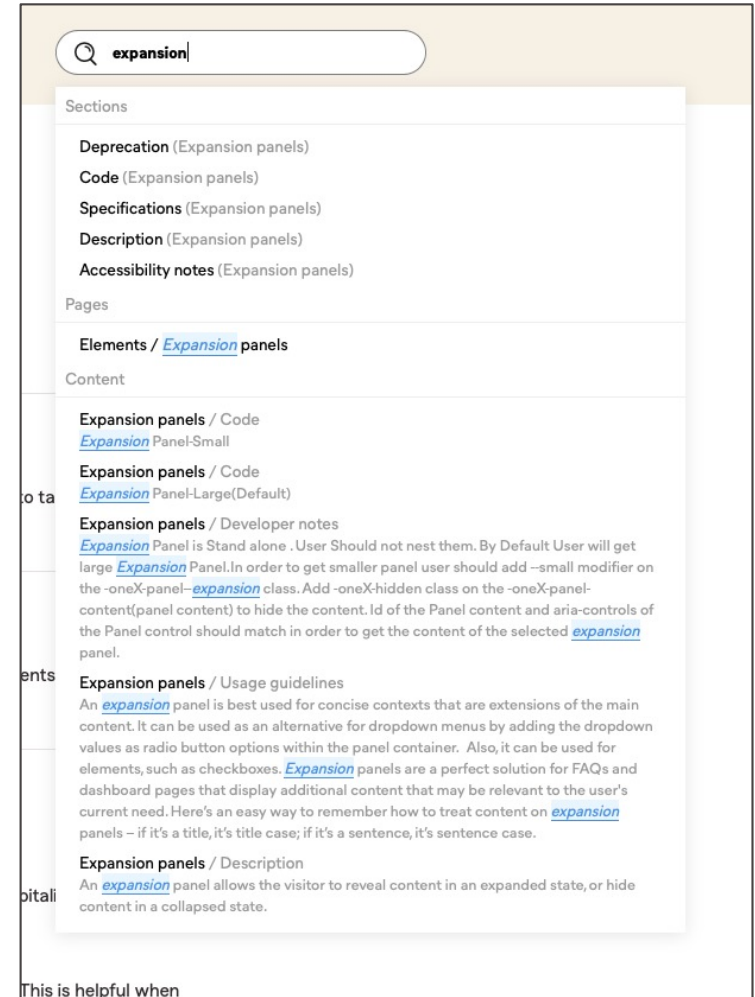
Each section's left rail offers a handy, At-a-glance list of what you can expect to find there.





You'll never be lost with the site's robust search functionality.

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



The first section is Fundamentals.

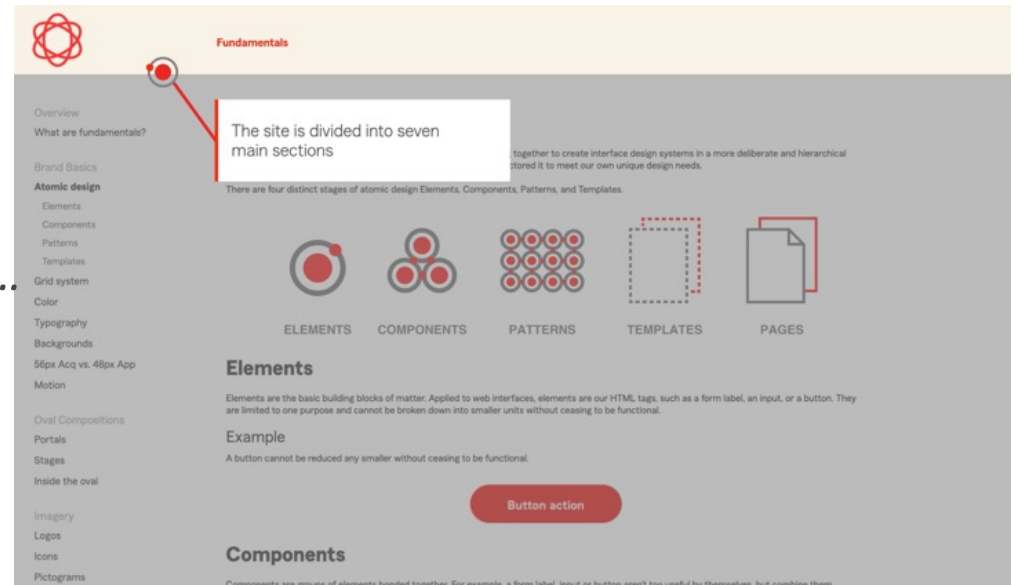
Here are brand basics, like the grid system...

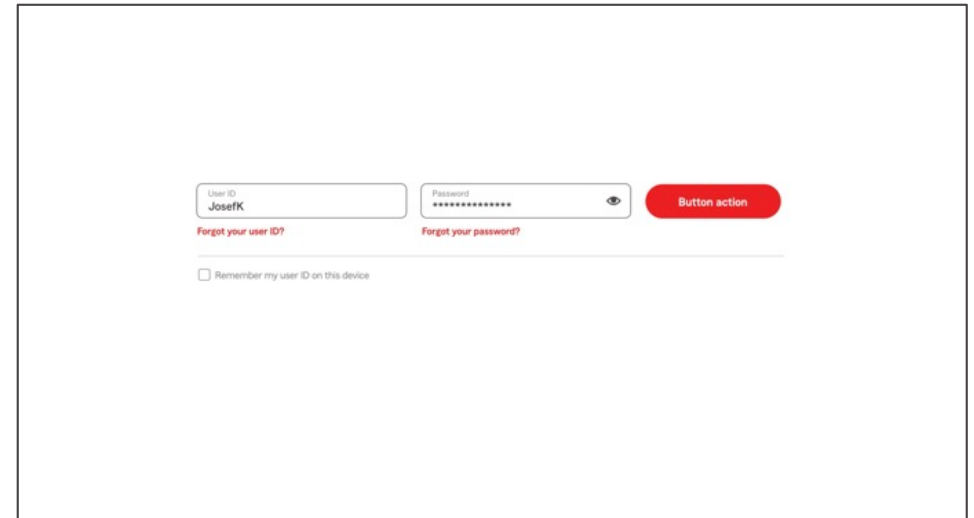
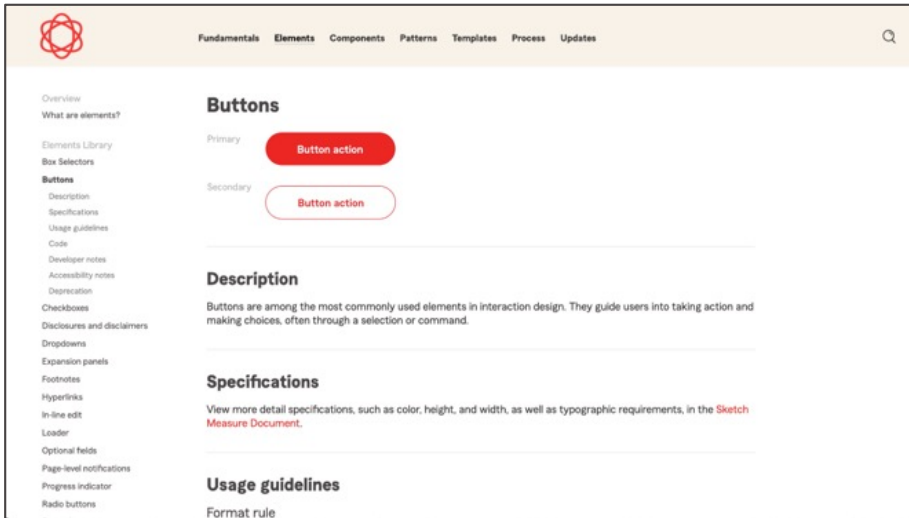
Color palette...

Typography... and voice and tone...

State Farm-branded ovals...

and logos, icons, illustrations and photography.





The next four sections are dedicated to style guidance for each atomic design stage.

elements combine into components ...

Components build into patterns ...





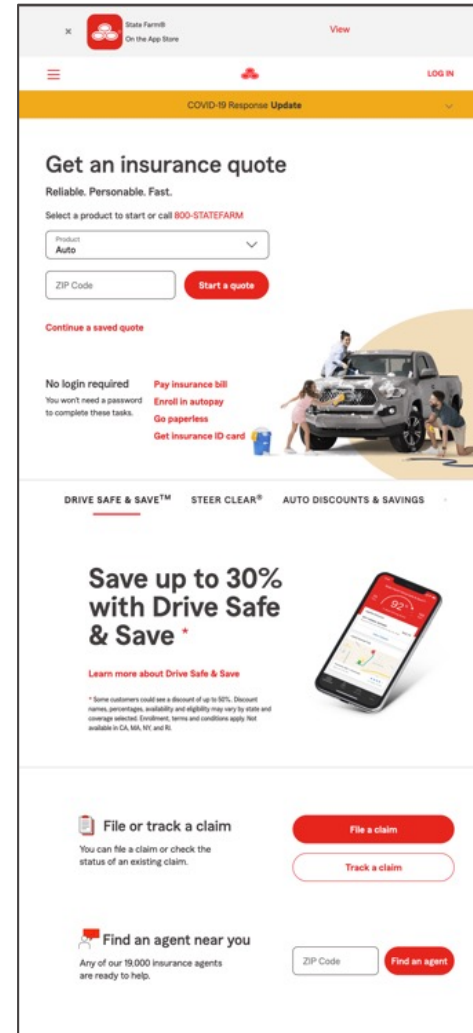
patterns flow into templates...

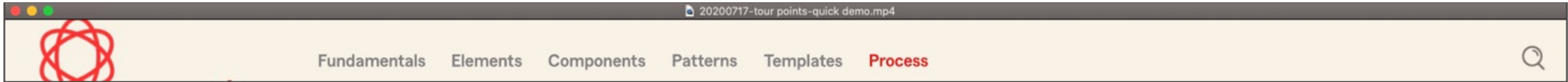


bringing all the atomic design stages together to create an approved, branded State Farm web page.

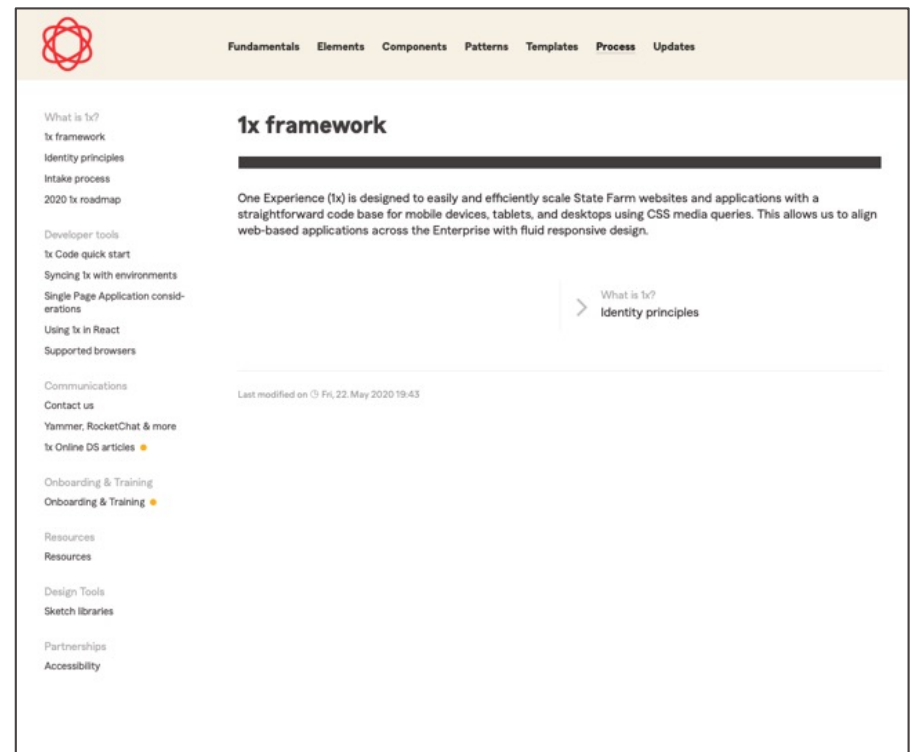


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Process is one of the two remaining sections and the focus is on working with the 1x team, which uses collaboration to discover new, repeatable patterns and code to meet your needs.



The Process section also provides access to a variety of useful resources, like the Sketch Tool Kit...

as well as architecture, content, design and development information.

Resources

What is tx?
tx framework
Identity principles
Intake process
2020 tx roadmap

Developer tools
tx Code quick start
Syncing tx with environments
Single Page Application considerations
Using tx in React
Supported browsers

Communications
Contact us
Yammer, RocketChat & more
tx Online DS articles

Onboarding & Training
Onboarding & Training

Resources
Resources
Necessities
Architecture
Content
Design
Development
Industry resources
SF groups & UX partners
Software
Training

Design Tools
Sketch libraries

Partnerships
Accessibility

Development
See Developer Tools section
SF Gitlab

Industry resources
Information Architecture Institute
Boxes & Arrows

SF groups & UX partners
The following is a list of key UX partnerships that participate in the creation of our online environments and experiences.

| UX departments/teams | UX committees & user groups | Within SF | 3rd party |
|----------------------|-----------------------------|---|----------------------|
| Accessibility | UXA Roundtable | Brand / Marketing | Axure |
| SEO/SEM | SF Copywriter Pool | Customer Communications Enterprise Customer Relationship Management (ECRM) Enterprise Research (formerly CEE) Media Center / Photography Public Affairs | Invision Frontify |

Software

| | | |
|--|----------|-----------|
| Axure | Invision | Principle |
| Browsers Supported Browser Tech Guide | Frontify | |

Training

| Within tx ODS | Within UX | Within State Farm | Outside State Farm |
|------------------------|---------------------------------|--|---------------------|
| Introduction to tx ODS | Product Design Templates (PDTs) | State Farm University | Axure |
| Presentation | | Enterprise Technology | Invision |
| Self-Paced Tour | | Professional/Technical Training UX Common Learning - Social Learning Center | Sketch Principle |



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.

The screenshot shows the 'Code change log' section of the State Farm Design System website. The navigation bar includes 'Fundamentals', 'Elements', 'Components', 'Patterns', 'Templates', 'Process', and 'Updates'. The left sidebar contains links for 'Updates', 'Code change log', '2020 Changes', 'Previous year's release notes', 'Design change log', 'Library status', 'Sessions & Events', '1x Reveal sessions', 'Upcoming events', 'Questions & Answers', 'Q & A for designers', 'Q & A for developers', and 'Contact Us'. The main content area is titled 'Code change log' and features a progress bar. Below the progress bar, there is a paragraph explaining the framework's release strategy and a link to the '1x Hammer' page. A section titled '2020 Changes' contains a table with the following data:

| Date | Item description | Build tag | V1/Gr# |
|-----------|---|--------------------|--------------|
| 7/23/2020 | Typography Updates: 1. Added Mercharls off font formats to the Mercharls font set. 2. Fixed an issue for Acquisition-heading, where the Bold font weight modifier classes didn't work for the Acquisition-heading with size S ('oneX-heading--S'). | TAG v 2.0.15 | QT Issue 565 |

The screenshot shows the 'Upcoming events' section of the State Farm Design System website. The navigation bar is the same as in the previous screenshot. The left sidebar is also the same. The main content area is titled 'Upcoming events' and features a progress bar. Below the progress bar, there is a table with the following data:

| Event | Series | Date/Time (time zone) | Location | Details |
|-------------------|------------------|------------------------------|--|--|
| 1x Monthly Reveal | Monthly showcase | July 9 @ 10 - 10:30 a.m. CDT | July 9 1x Monthly Reveal - Add to Calendar | Join us each month for a showcase of new features to be delivered. Ask questions and learn more about One Experience (Ox) framework and 1x Online Design System. |

Below the table, there is a note: '*SIG - Special Interest Group'. At the bottom of the section, there is a 'For more information' section with a link to 'Email us'. At the very bottom, there are navigation links for 'Sessions & Events', '1x Reveal sessions', and 'Questions & Answers', 'Q & A for designers'.



Well, that's our tour. Now that you've seen what 1xODS has to offer, don't be a stranger. Visit the site often to get the latest brand styles and standards.

Image needs updating

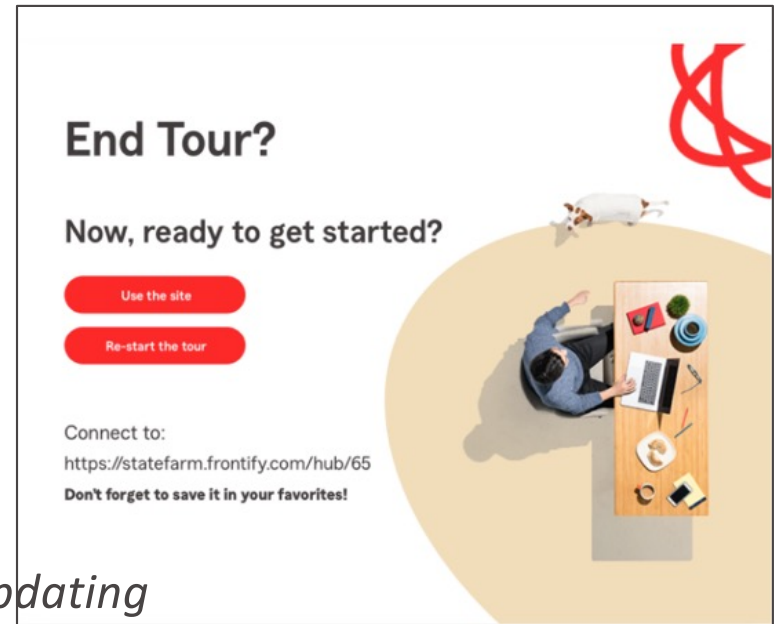
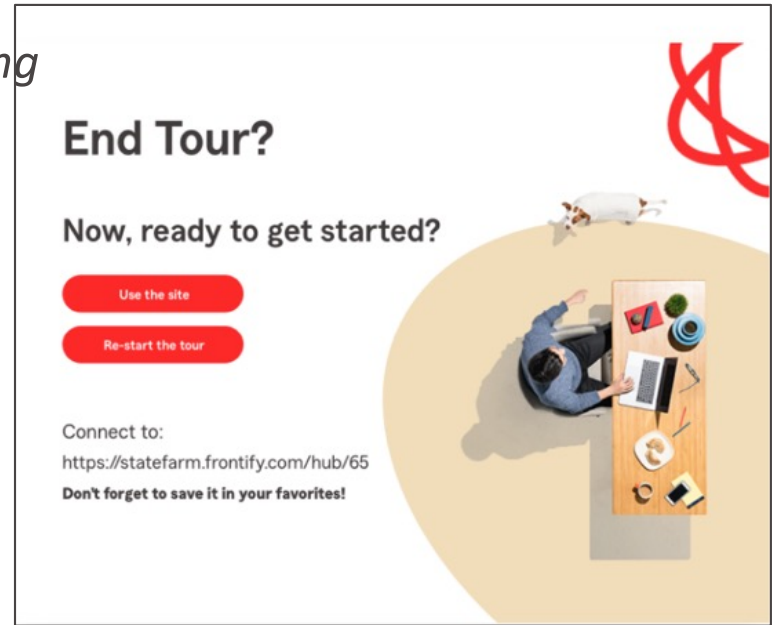


Image needs updating



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

We want to hear from you. Contact us using the link located on our left navigation.

Thanks.



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