

TELESURE

Design System

TIH has a number of insurance brands under their umbrella, including Budget Insurance. We were tasked with an audit of their existing website to identify inconsistencies in design and development. We built a Design System from ground up for Budget Insurance, then ended up helping build a system for the all 5 of their brands.

Design Approach



The design process started with an audit of the existing website & dashboard, which allowed for consolidation of components.

Deliverables



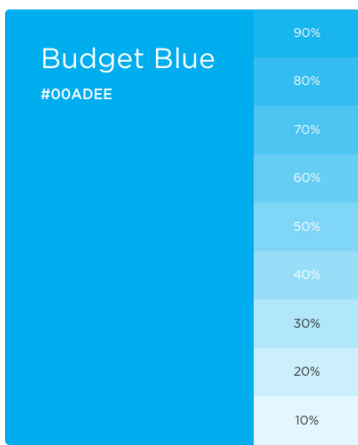
An Adobe XD-based design system with components for designers to use, along with documentation for designers and developers to refer.

Selected screens from the Design System Documentation

Guidelines

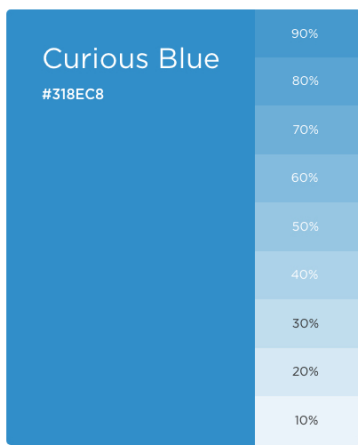
Colour

Primary Colour

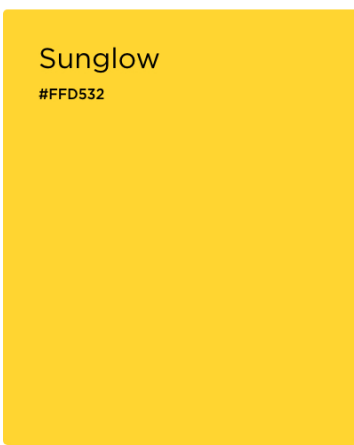


Usage: We have the main blue for the chevron, For icons and our interactive elements

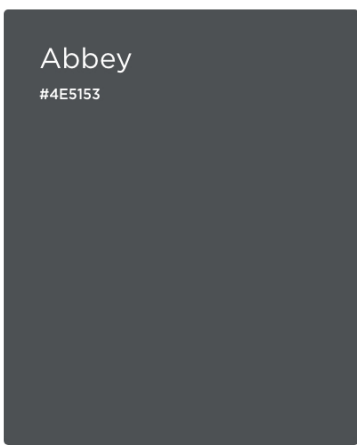
Secondary Colours



Usage: For icons



Usage: For Primary Call to action buttons



Usage: Used as a background color

Guidelines

Iconography

Icons are visual representations of commands, files, devices, directories, or common actions and are used to provide visual context and enhance usability. They should be simple, yet bold enough to grab attention, and leave a lasting impression.

Icon Style

Filled icons: we allow up to 4 colours

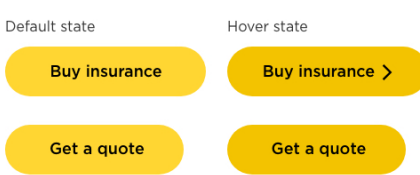


Components

Buttons

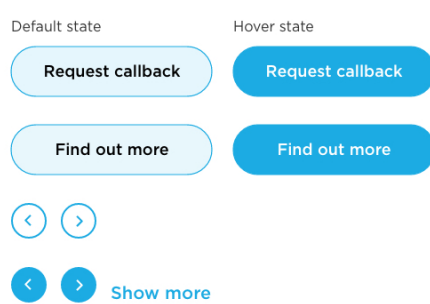
Primary CTA

Focus users on the most important or required action



Secondary CTA

For less important or optional actions



Disabled buttons



Components

Buttons

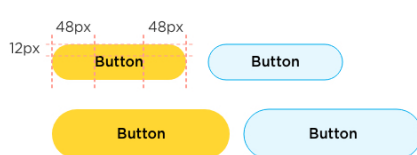
Shape, Size & Padding

We use buttons to call a user into action. All our buttons can container either a label and an icon or a label only. Same applies to our links.

Shape: We use rounded buttons. Since our logo is round, it's best utilise round shapes wherever possible.

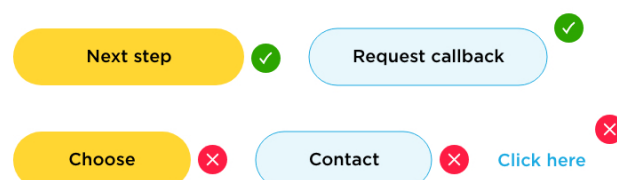
Size: Button width can be adjusted to fit the layout, but the height must never be lower than 40px height and 160px wide

Padding: The spacing between the microcopy and the button must be at least 48px width and 12px height.



Labels - Best Practise

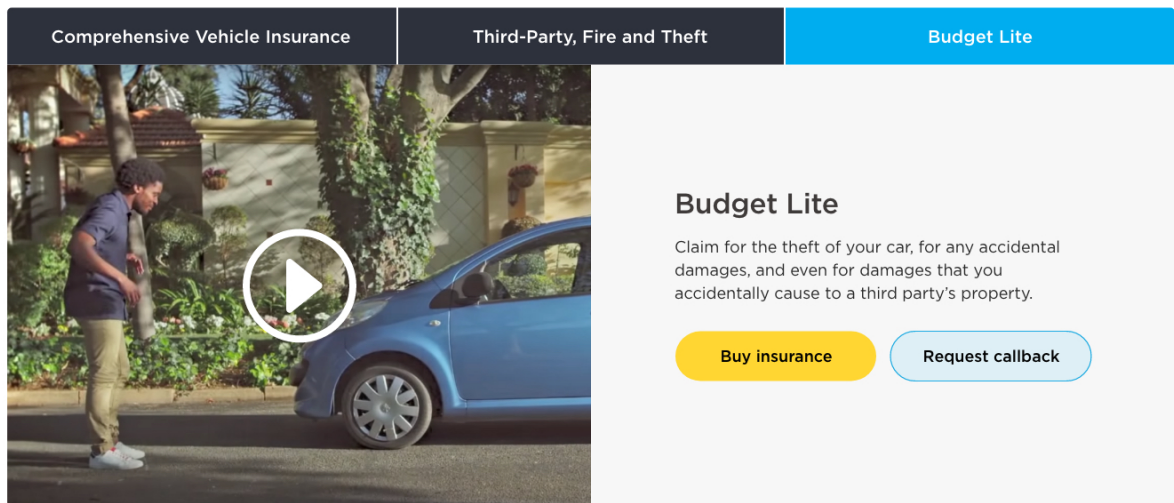
Button labels use sentence case and are as short as possible, while clearly explaining what happens when the button is activated.



Components

Content Switcher

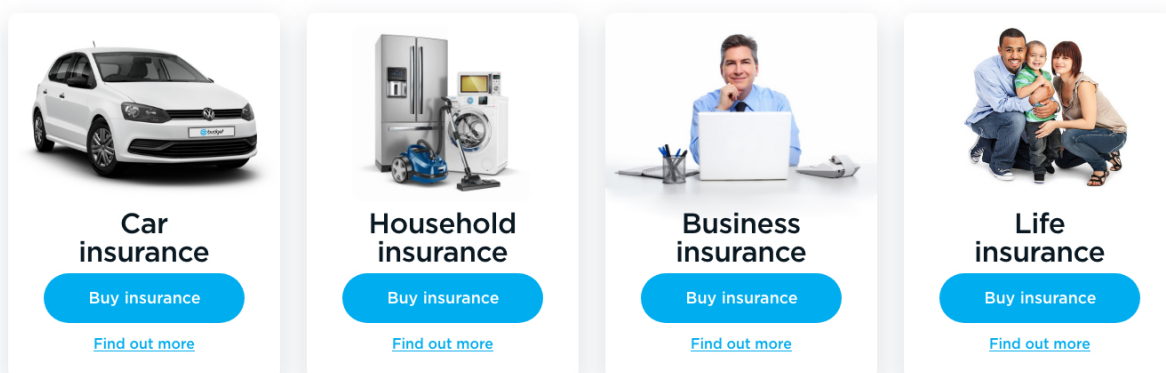
Allow users to switch between views of similar or related content. Only one section is displayed at a time.



Components

Product Cards

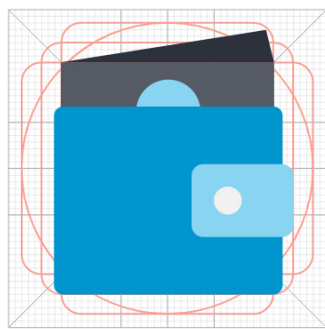
Cards are good for items we want to emphasise and the shadows indicate elevation and that the cards are clickable



Guidelines

Iconography

Filled icon



Lined icon

