Zebra Design Guidelines

v.26
18 June 2018

Principles

Design for enterprise

We challenged ourselves to create a visual language predominantly for industrial use that synthesizes good design and usability. The end result is Google's material design in its roots but modified to suit the needs of the people who will be using our devices in warehouses, retail, hospitals etc.

A broad design approach is essential to cover all the different needs of different users in various places and conditions. We are inspired by simplicity, efficiency and flexibility to deliver the user experience that is usually missing in the enterprise.

For more info on material design:
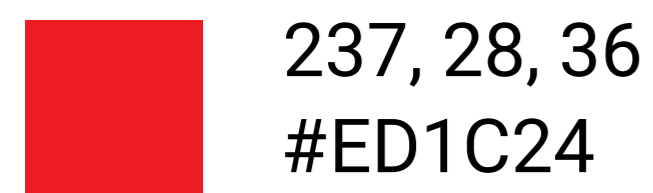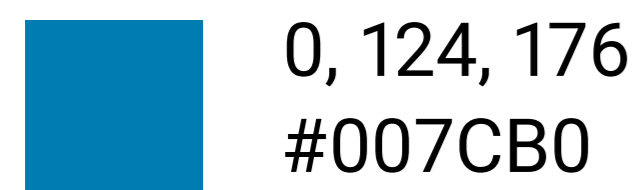www.google.com/design/spec/material-design/introduction.html
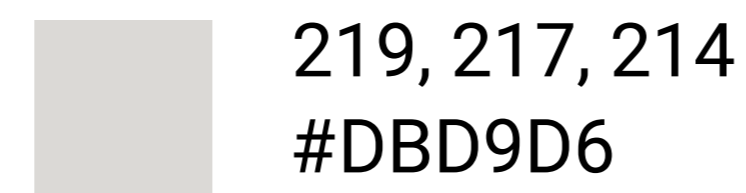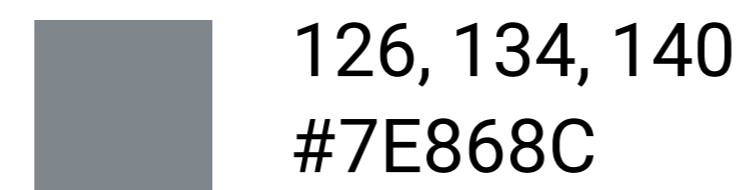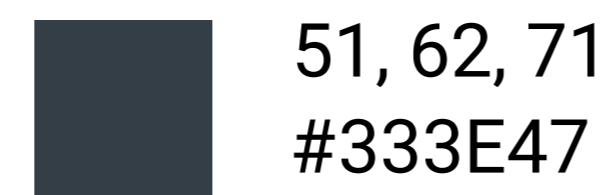
Style

Colors

User action is the essence of experience design. The emphasis on the primary actions with bold colors make core functionality immediately apparent and provide waypoints for the user.
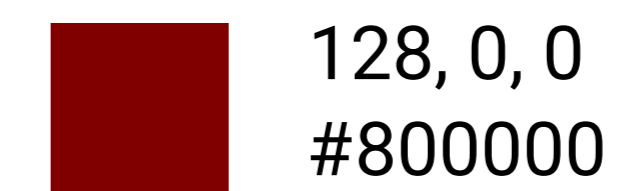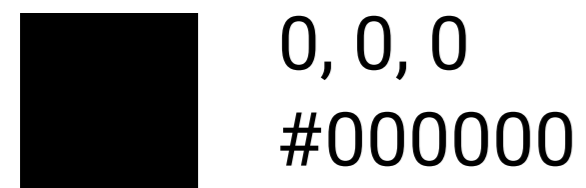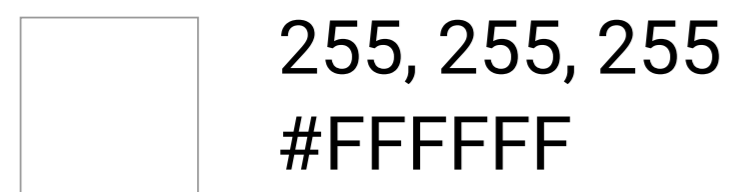
Main colors

255, 210, 0
#FFD200

0, 124, 176
#007CB0

237, 28, 36
#ED1C24

Neutral colors

51, 62, 71
#333E47

126, 134, 140
#7E868C

219, 217, 214
#DBD9D6

Secondary colors

0, 180, 0
#00B400

0, 80, 30
#00501E

255, 128, 0
#FF8000

128, 0, 0
#800000

Colors: Black, white & grey colors

Grey colors can be used in buttons, shapes and other user interface assets to create a color diversity.

Main colors
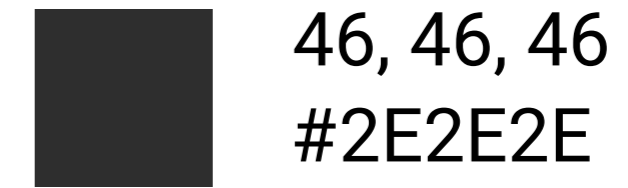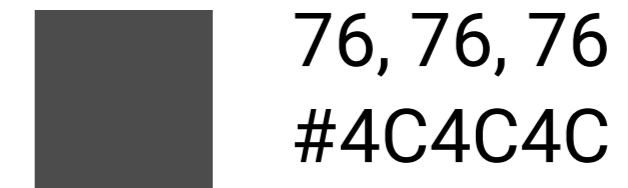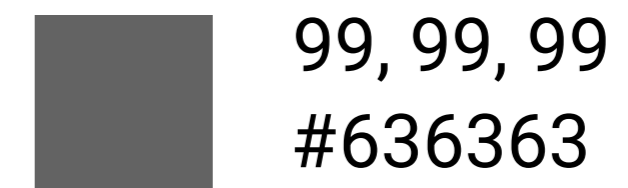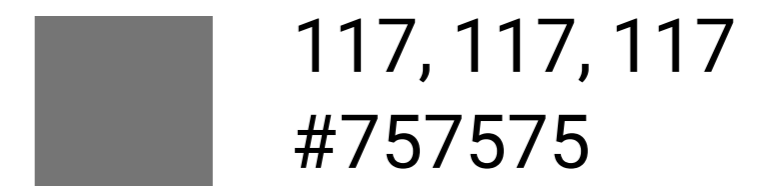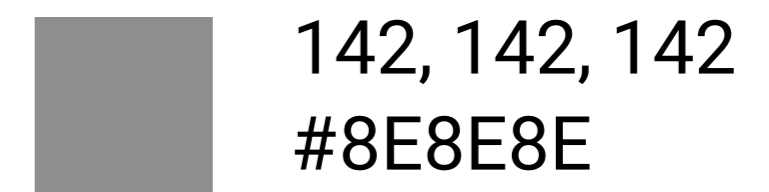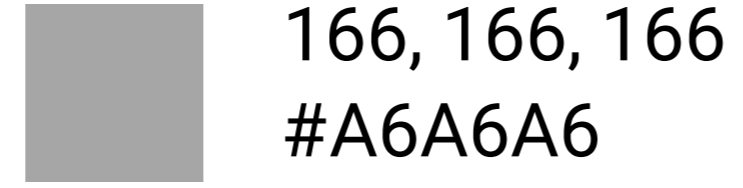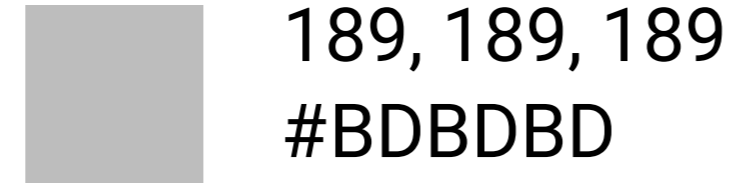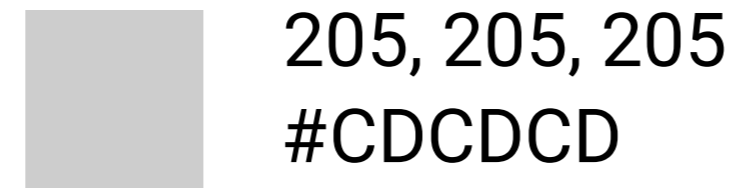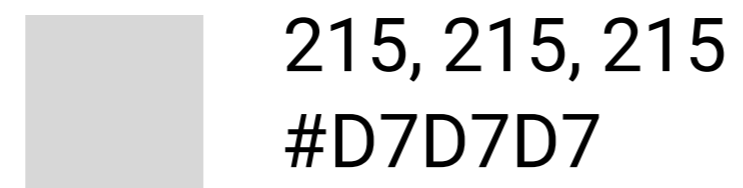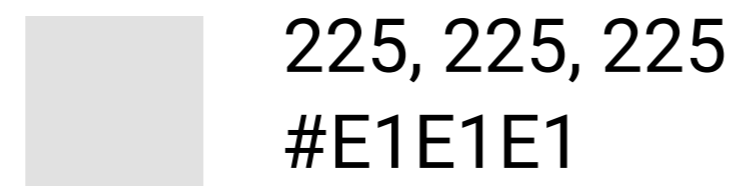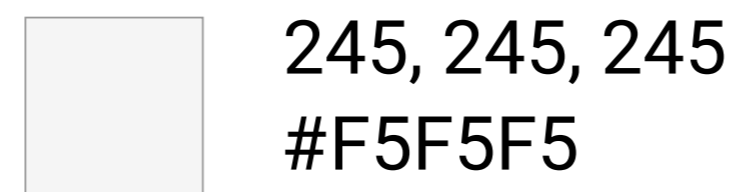
255, 255, 255
#FFFFFF

0, 0, 0
#000000

Grey colors

245, 245, 245
#F5F5F5

225, 225, 225
#E1E1E1

215, 215, 215
#D7D7D7

205, 205, 205
#CDCDCD

189, 189, 189
#BDBDBD

166, 166, 166
#A6A6A6

142, 142, 142
#8E8E8E

117, 117, 117
#757575

99, 99, 99
#636363

76, 76, 76
#4C4C4C

46, 46, 46
#2E2E2E

Colors: Color palettes

These color palettes comprises primary and accent colors that can be used throughout the user interface.

Primary

96, 125, 139
#607D8B

Lighter accents

207, 216, 220
#CFD8DC

176, 190, 197
#B0BEC5

144, 164, 174
#90A4AE

120, 144, 156
#78909C

Darker accents

84, 110, 122
#546E7A

69, 90, 100
#455A64

55, 71, 79
#37474F

38, 50, 56
#263238

Primary

63, 81, 181
#3F51B5

Lighter accents

197, 202, 233
#C5CAE9

159, 168, 218
#9FA8DA

121, 134, 203
#7986CB

92, 107, 192
#5C6BC0

Darker accents

57, 73, 171
#3949AB

48, 63, 159
#303F9F

40, 53, 147
#283593

26, 35, 126
#1A237E

Primary

139, 195, 74
#8BC34A

Lighter accents

220, 237, 200
#DCEDC8

197, 225, 165
#C5E1A5

174, 213, 129
#AED581

156, 204, 101
#9CCC65

Darker accents

124, 179, 66
#7CB342

104, 159, 56
#689F38

85, 139, 47
#558B2F

51, 105, 30
#33691E

Primary

0, 150, 136
#009688

Lighter accents

178, 223, 219
#B2DFDB

128, 203, 196
#80CBC4

77, 182, 172
#4DB6AC

38, 166, 154
#26A69A

Darker accents

0, 137, 123
#00897B

0, 121, 107
#00796B

0, 105, 92
#00695C

0, 77, 64
#004D40

Colors: Color palettes

These color palettes comprises primary and accent colors that can be used throughout the user interface.

Primary

255, 152, 0
#FF9800

Lighter accents

255, 224, 178
#FFE0B2

255, 204, 128
#FFCC80

255, 183, 77
#FFB74D

255, 167, 38
#FFA726

Darker accents

251, 140, 0
#FB8C00

245, 124, 0
#F57C00

239, 108, 0
#EF6C00

230, 81, 0
#E65100

Primary

255, 8, 34
#FF5722

Lighter accents

255, 204, 188
#FFCCBC

255, 171, 145
#FFAB91

255, 138, 101
#FF8A65

255, 112, 67
#FF7043

Darker accents

244, 81, 30
#F4511E

230, 74, 25
#E64A19

216, 67, 21
#D84315

191, 54, 12
#BF360C

Primary

121, 85, 72
#795548

Lighter accents

215, 204, 200
#D7CCC8

188, 170, 164
#BCAAA4

161, 136, 127
#A1887F

141, 110, 99
#8D6E63

Darker accents

109, 76, 65
#6D4C41

93, 64, 55
#5D4037

78, 52, 46
#4E342E

62, 39, 35
#3E2723

Typography: Main typeface

Our main typeface for visual communications is "Roboto". It is the also the standard typeface for Google's material design. It is designed with readability in mind for various screen sizes and it also works well on print. It is free to use and can be downloaded from the link below.

Please download the latest version from:
http://goo.gl/nGwIR6

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Roboto regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Roboto medium

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Roboto bold

Typography: Supporting typeface

"Arial" is the supporting typeface where Roboto may not be available to use. Arial is widely available on many devices including computers and mobile devices. It is pre-licensed on Microsoft and Apple OS's.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Arial regular

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

Arial bold

Typography: Apple platforms typeface

"San Francisco" is the main typeface for all Apple platforms including iOS and Mac applications. San Francisco is already available on all iOS devices and it is pre-licensed all Apple OS's.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

San Francisco (SF UI Display) regular

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

San Francisco (SF UI Display) bold

Themes: Dark and light themes

Themes give the user interface a specific look
and feel by using different color combinations.
The default theme is the dark theme.

Light theme is the second theme and can be
used as an alternative theme for applications.

Dark theme:
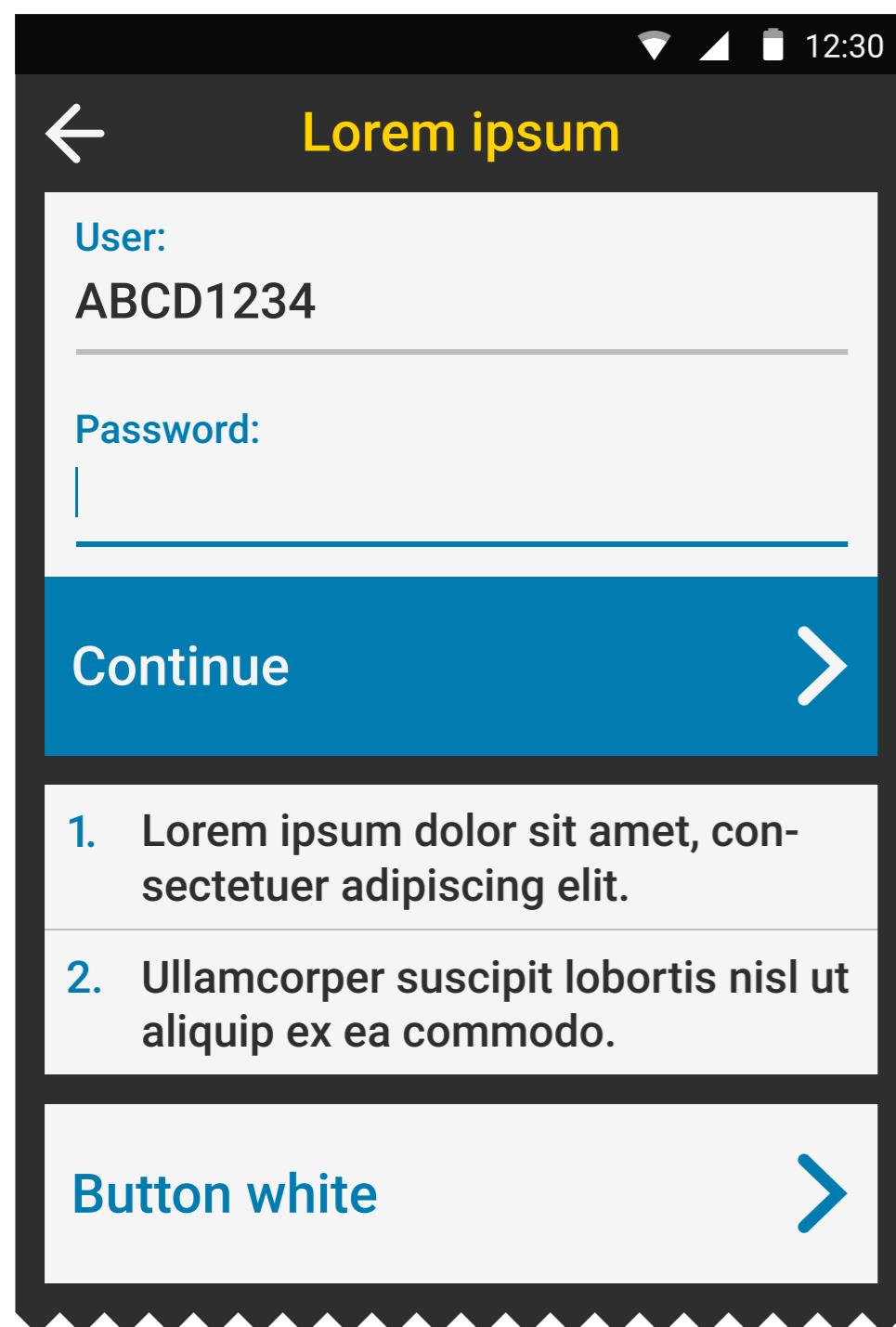
Light theme:
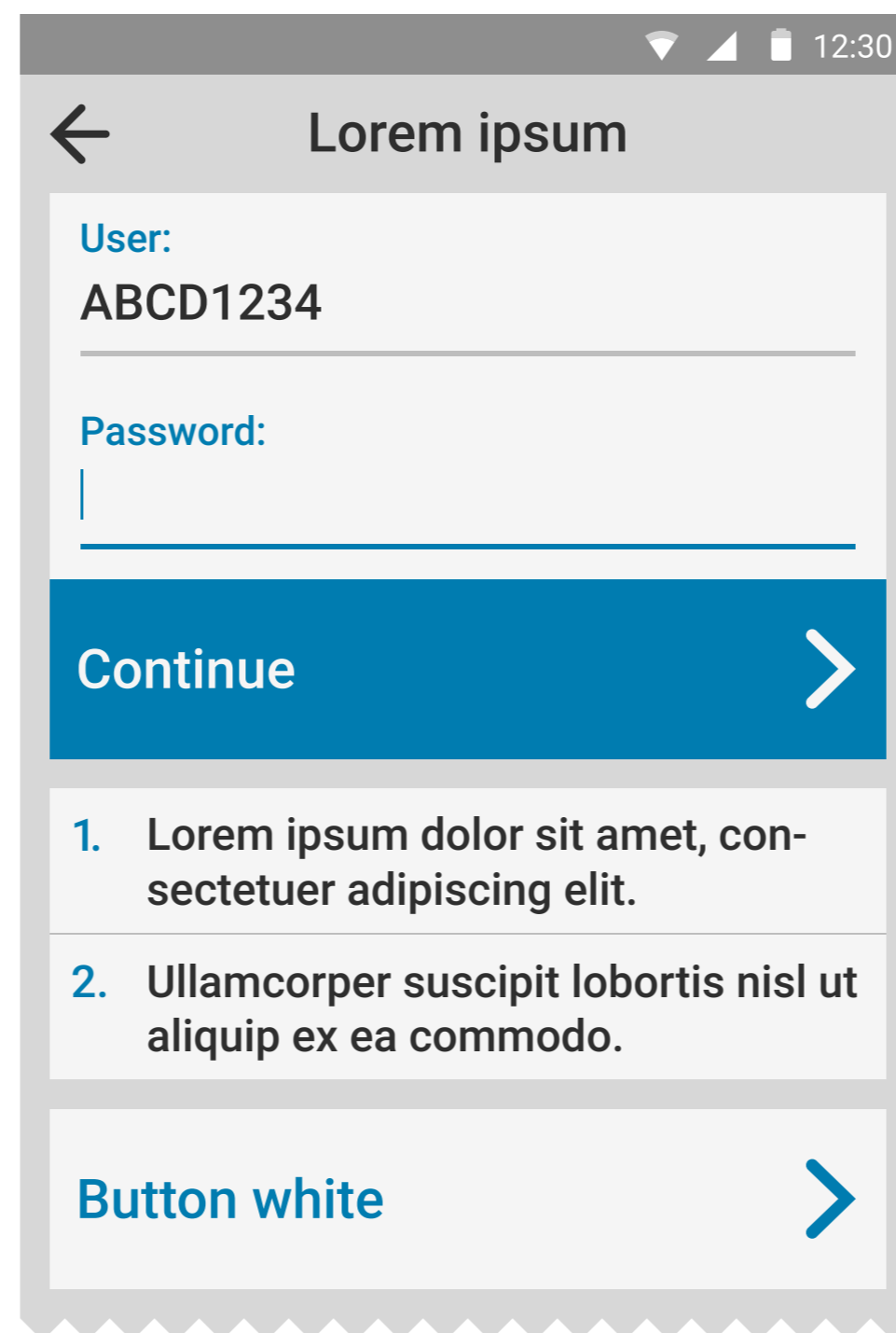
Patterns: Main pattern

This unique pattern generated by triangles represents the variety of the services Zebra provides. Any part of this pattern can be cropped and used as a background.
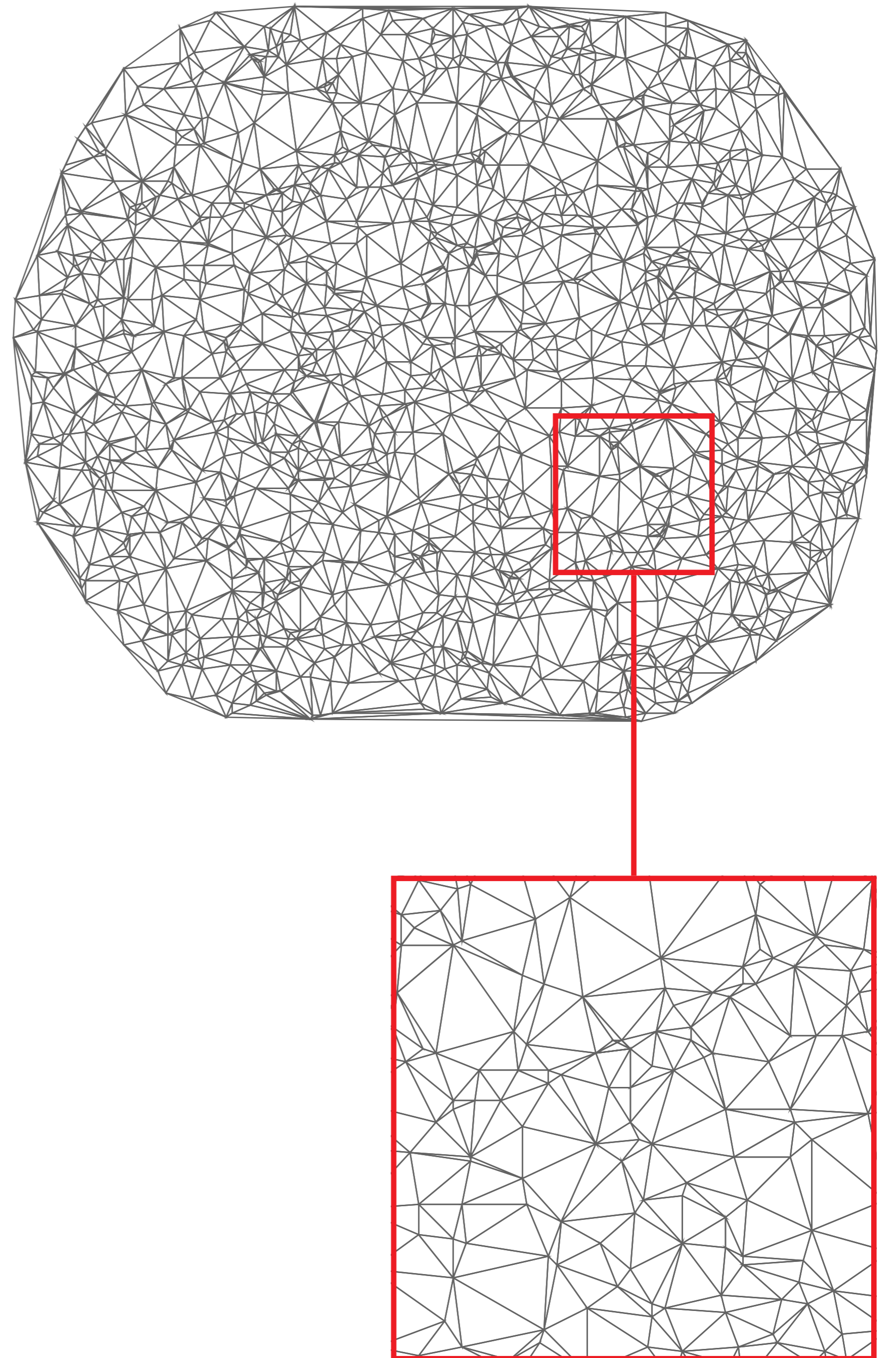
Patterns: Background

Million of colors version

This version of the pattern is used on devices that support millions of colors as splash screens and as a background image.
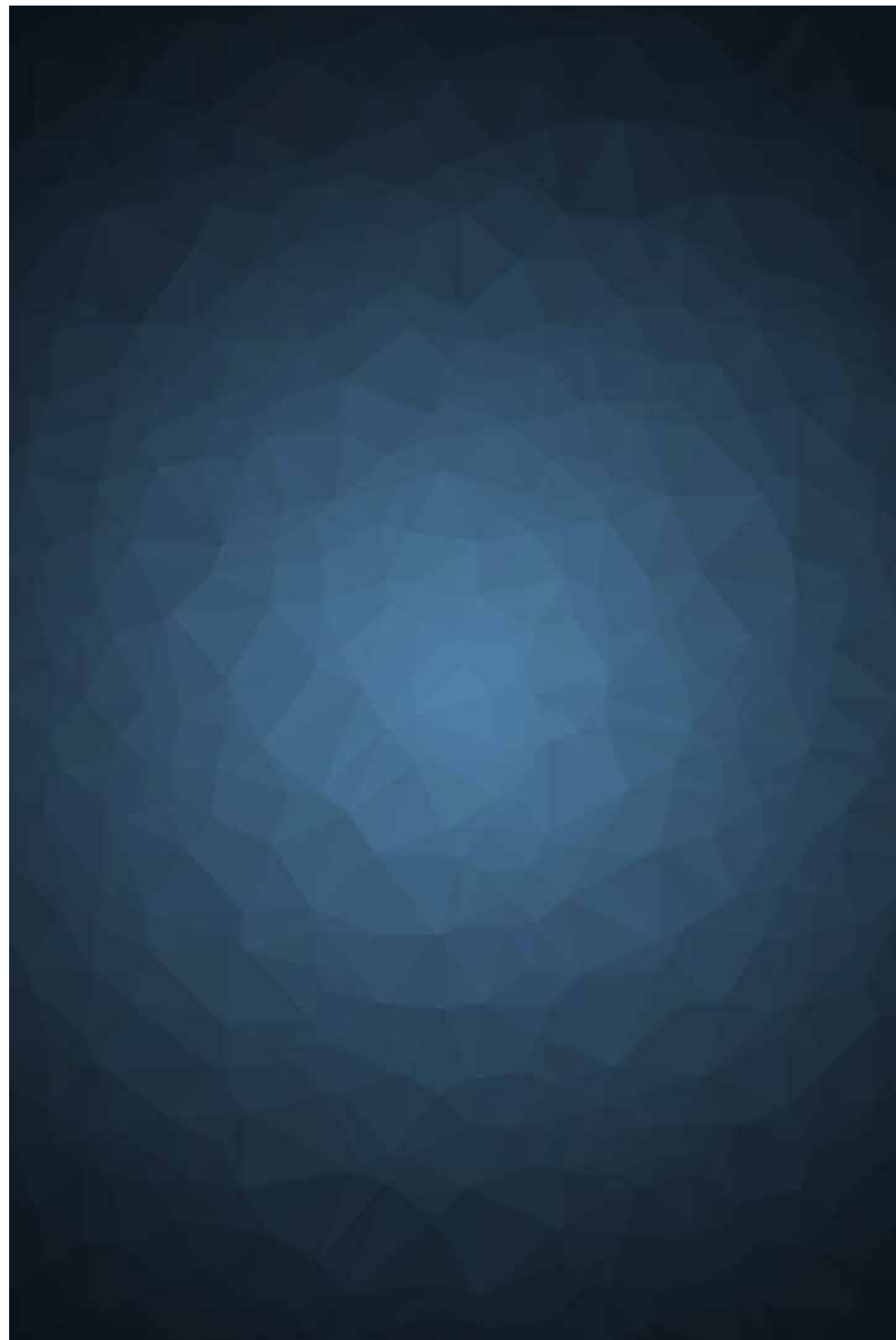
65K colors version

This version of the pattern is used on devices that support 65000 colors as splash screens and as a background image.
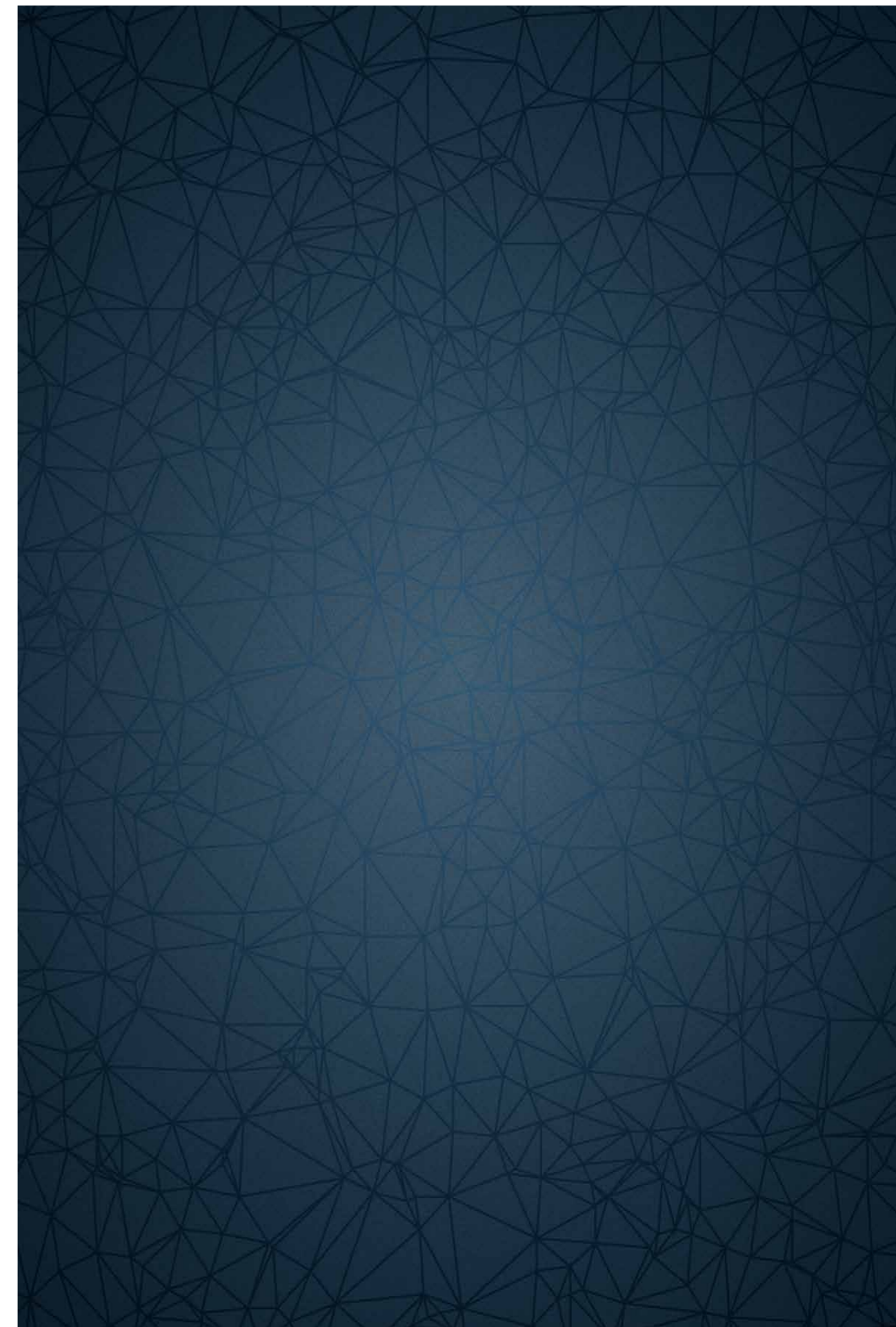
Patterns: Other uses

The pattern can also be used on hardware, software, marketing materials (including print), background image in presentations, etc.
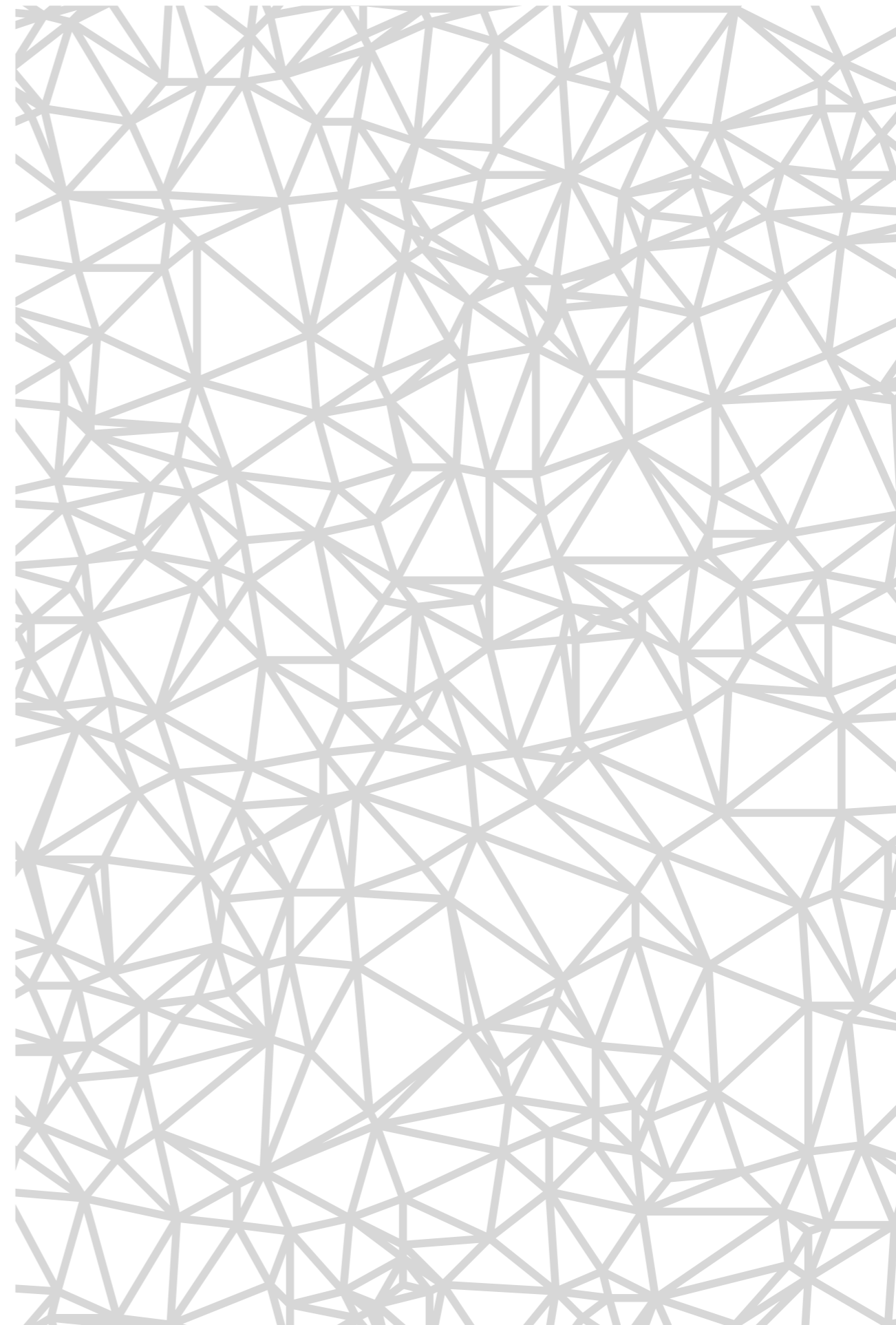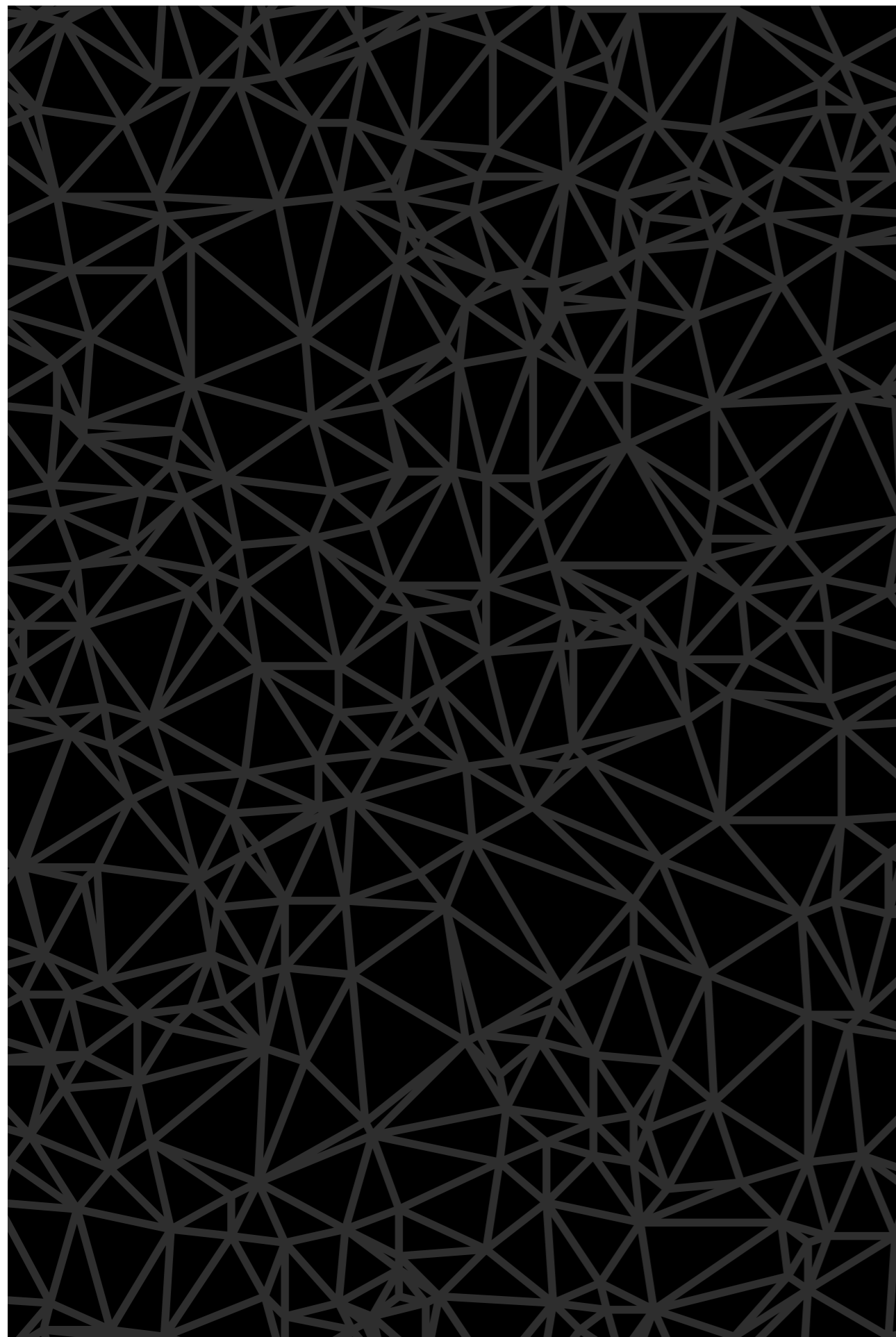
Icons

General icons: Character

The design of our icons is simple, modern and friendly. Each icon is reduced to its minimal form, with every idea distilled to its essence. The designs ensure readability and clarity even at small sizes.

Shapes are bold and geometric. Symmetry and consistency of shapes give our icons a unique quality, while keeping them simple and easy to understand.
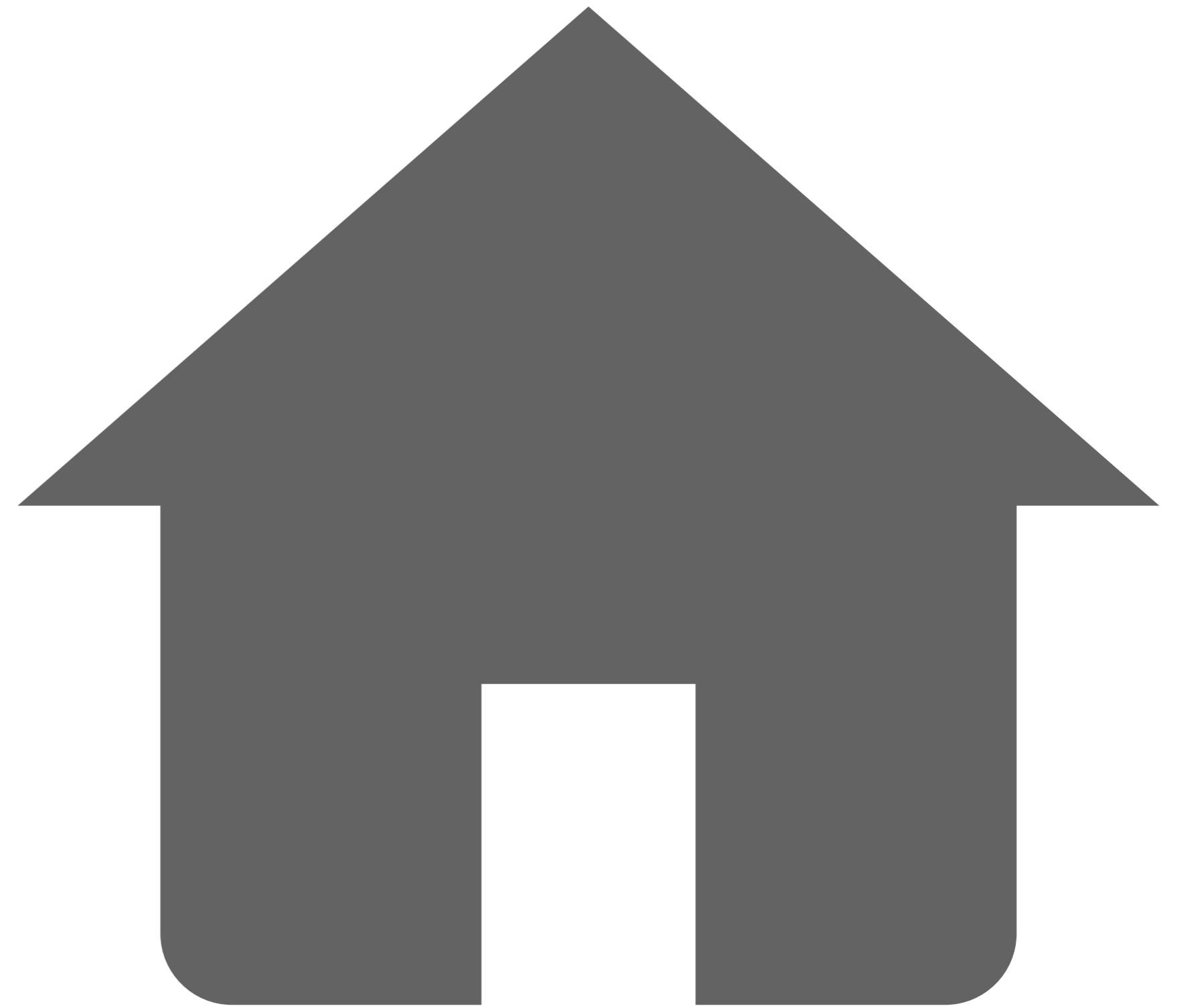
General icons: Distinctive features

Our icons should have both sharp corners and soft edges at the same time as long as the metaphor permits. This enables us to create a distinctive visual style that works well with our logo and brand.

The metaphor is the decisive shape here. As an example, the lightning bolt metaphor wouldn't work with soft edges or curved lines but a home icon or a camera may include both styles at the same time.

Sharp

Rounded

Sharp

Sharp

Rounded

Sharp

Rounded

Sharp
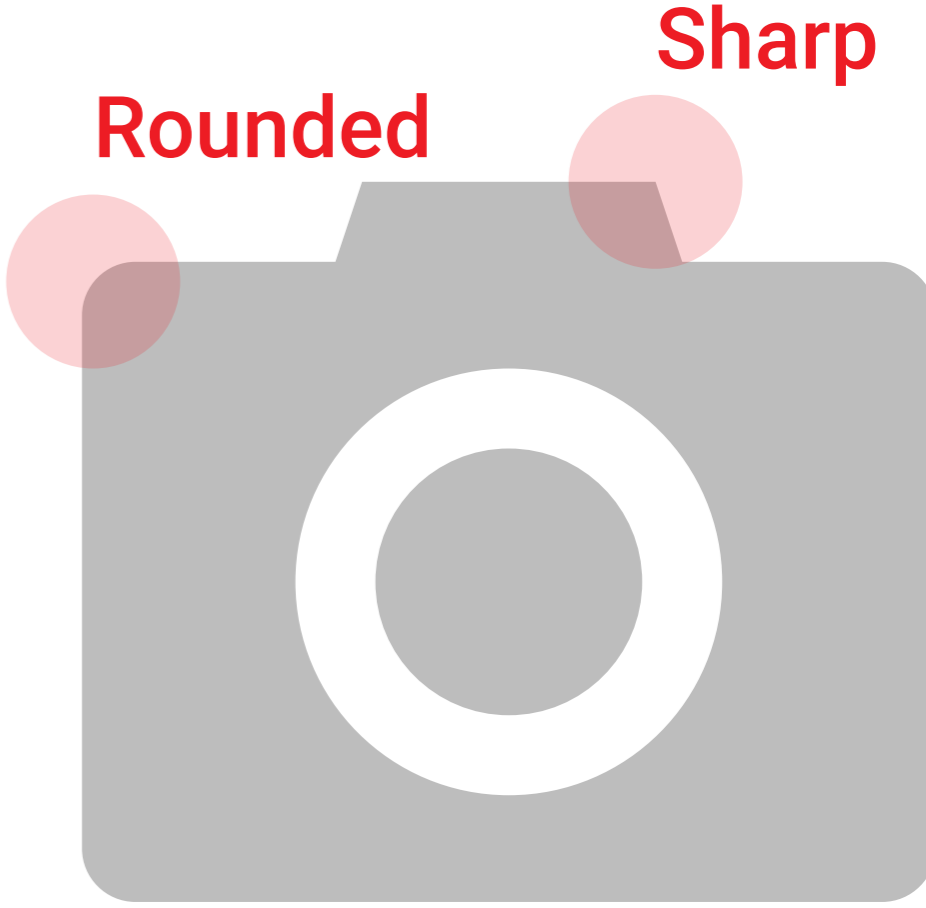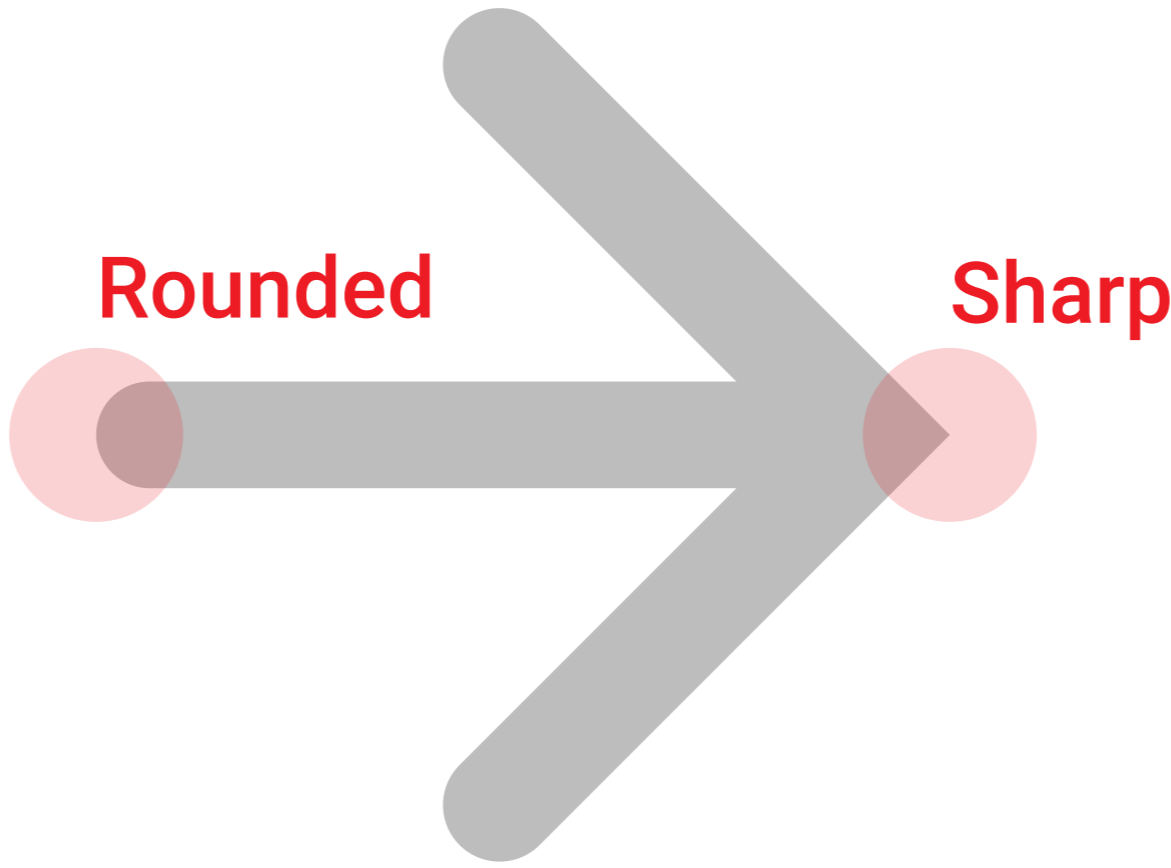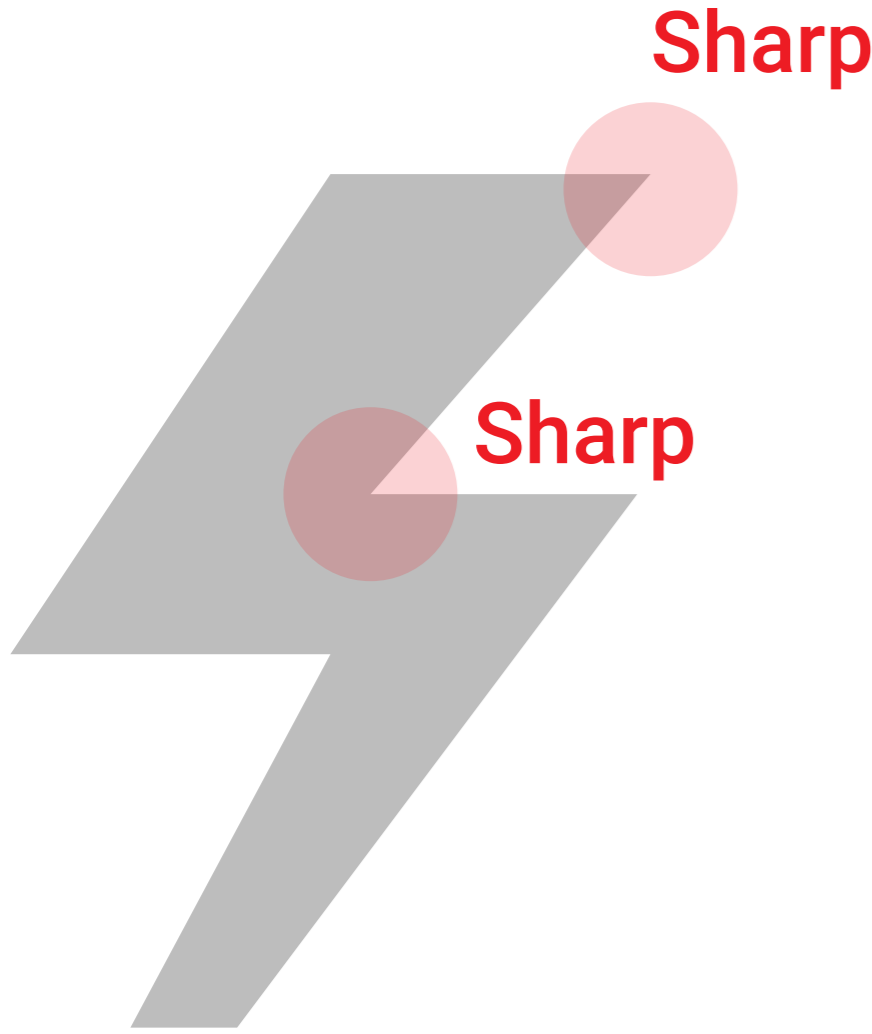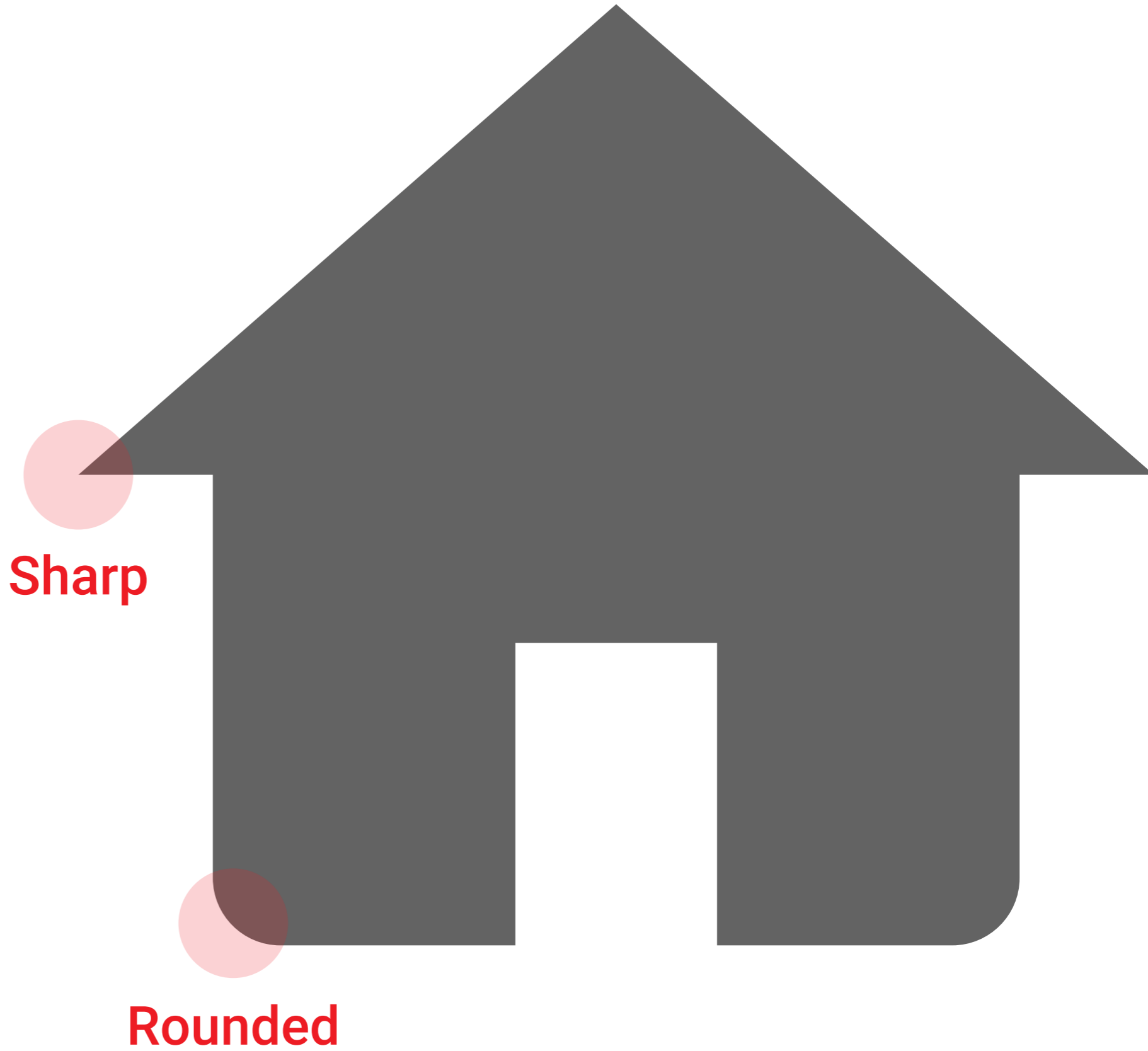
General icons: Grid

The icon grid has been developed to facilitate consistency and establish a clear set of rules for the positioning of graphic elements. This standardization results in a flexible but coherent system.

The grid is 32x32. It is:
- Easily divisible by 2, 4 and 8
- Scalable
- Easy to generate common sizes like 64x64, 128x128, 256x256 and 512x512.
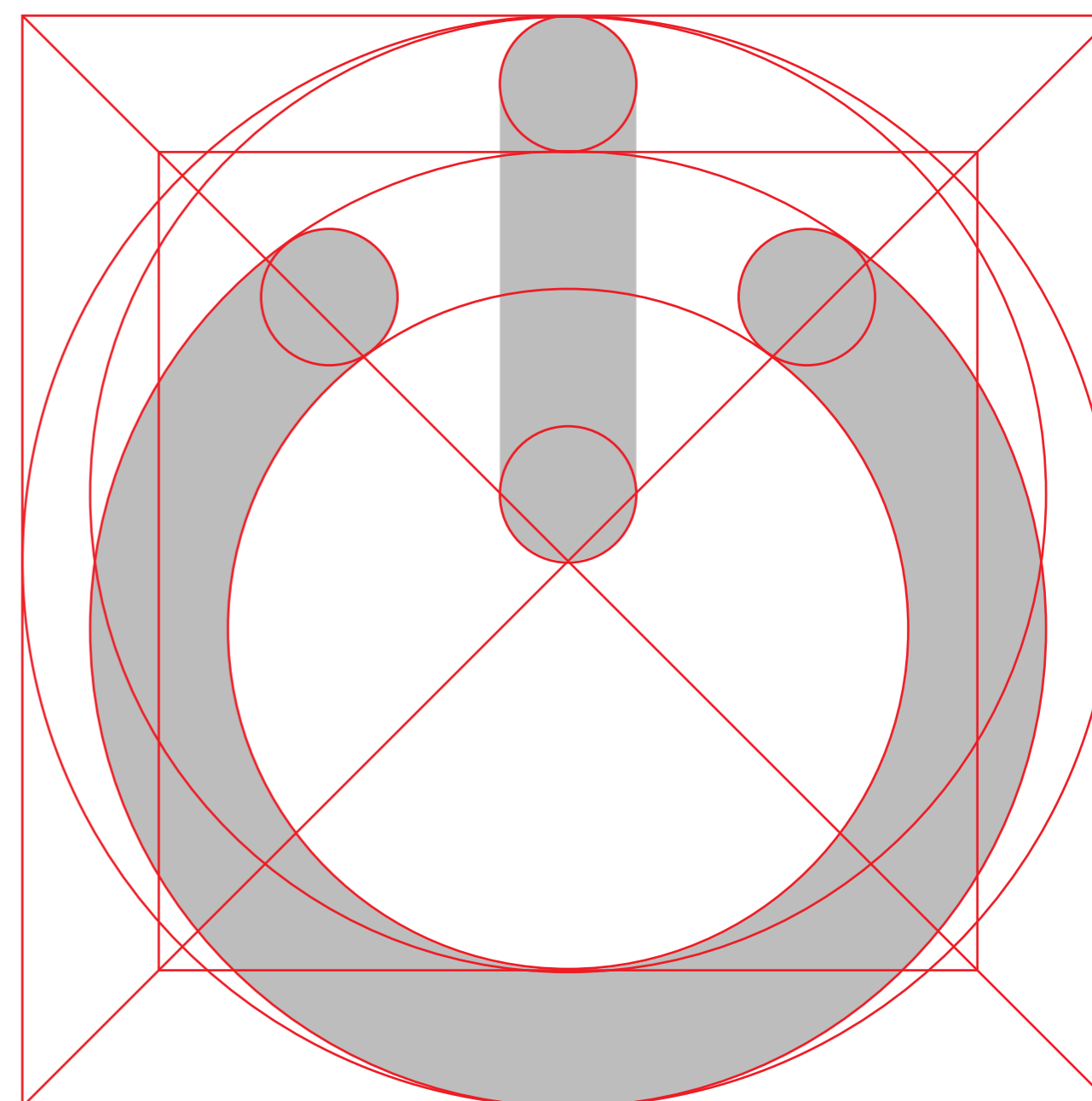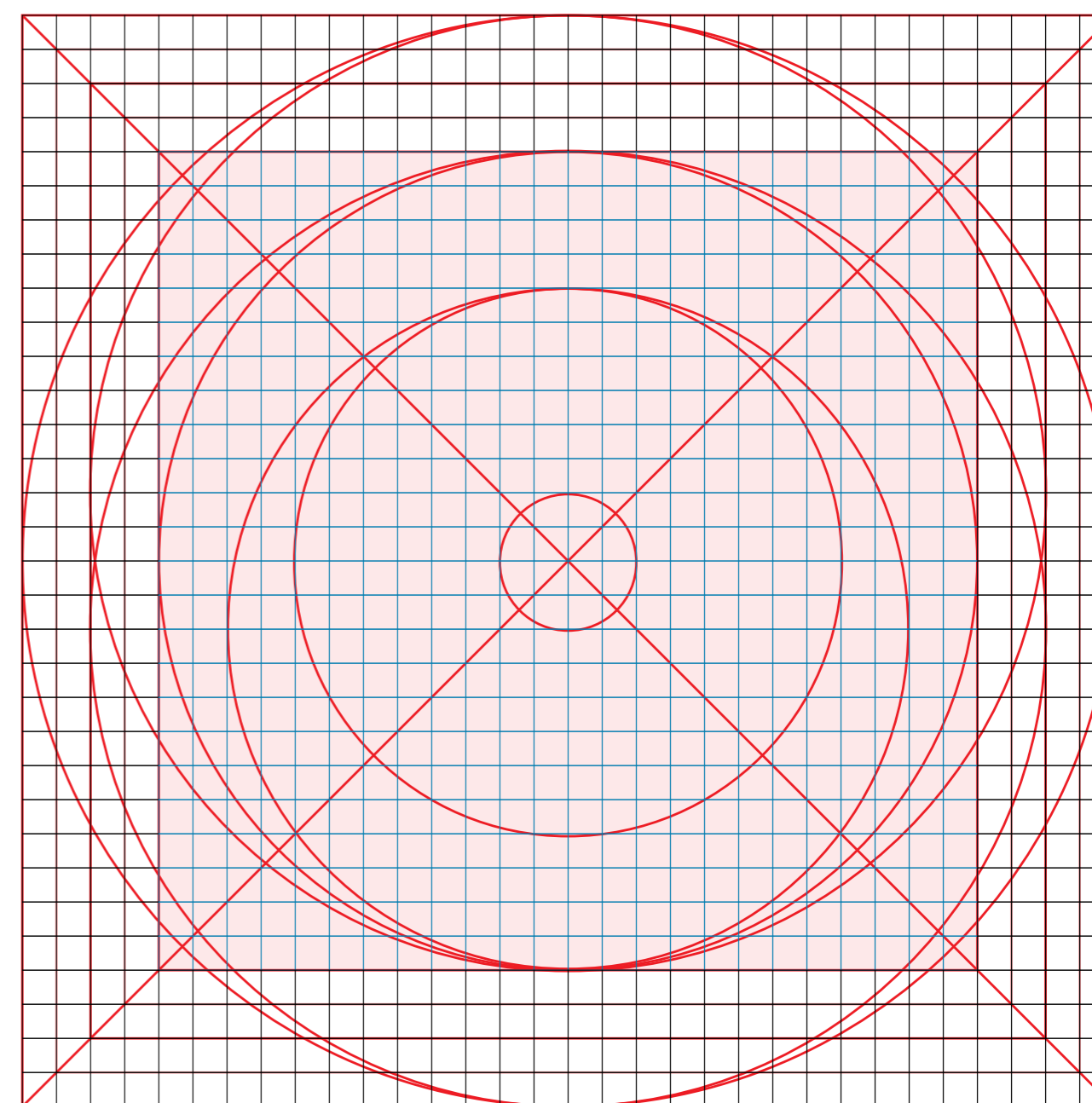
Icon library

These principles help creating the unique Zebra icon library. Each member communicates well with other members in the library since they share the same principles and this strengthens the "family" feel.

App icons: Character

All the principles mentioned for general icons stand also for the app icons. With the addition of colors and shadows, these icons are designed to stand out from the crowd.
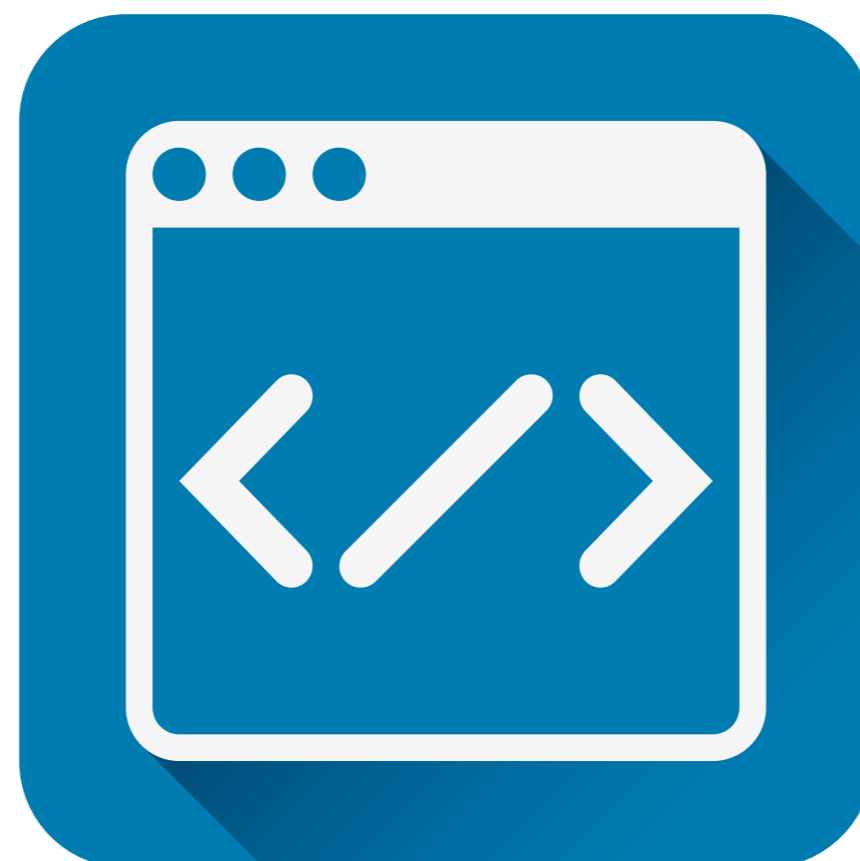
App icons: Grid

The grid is still 64x64, however the metaphor is positioned in a 48x48 inner grid to create some space between the metaphor and the frame.

32x32 grid defines borders.
8 dp rounded corners are optional.
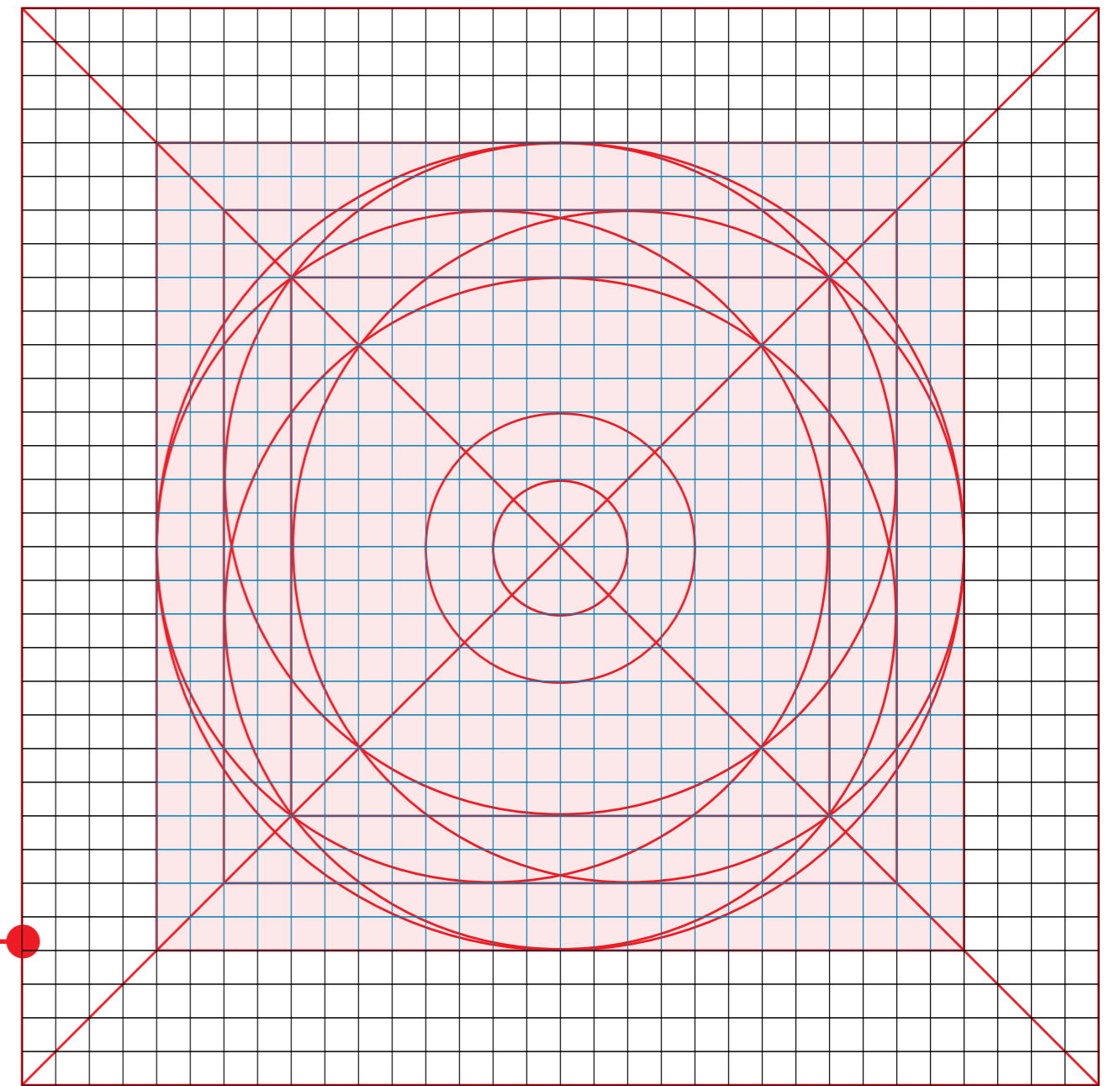
24x24 grid defines safe area
for the metaphor.
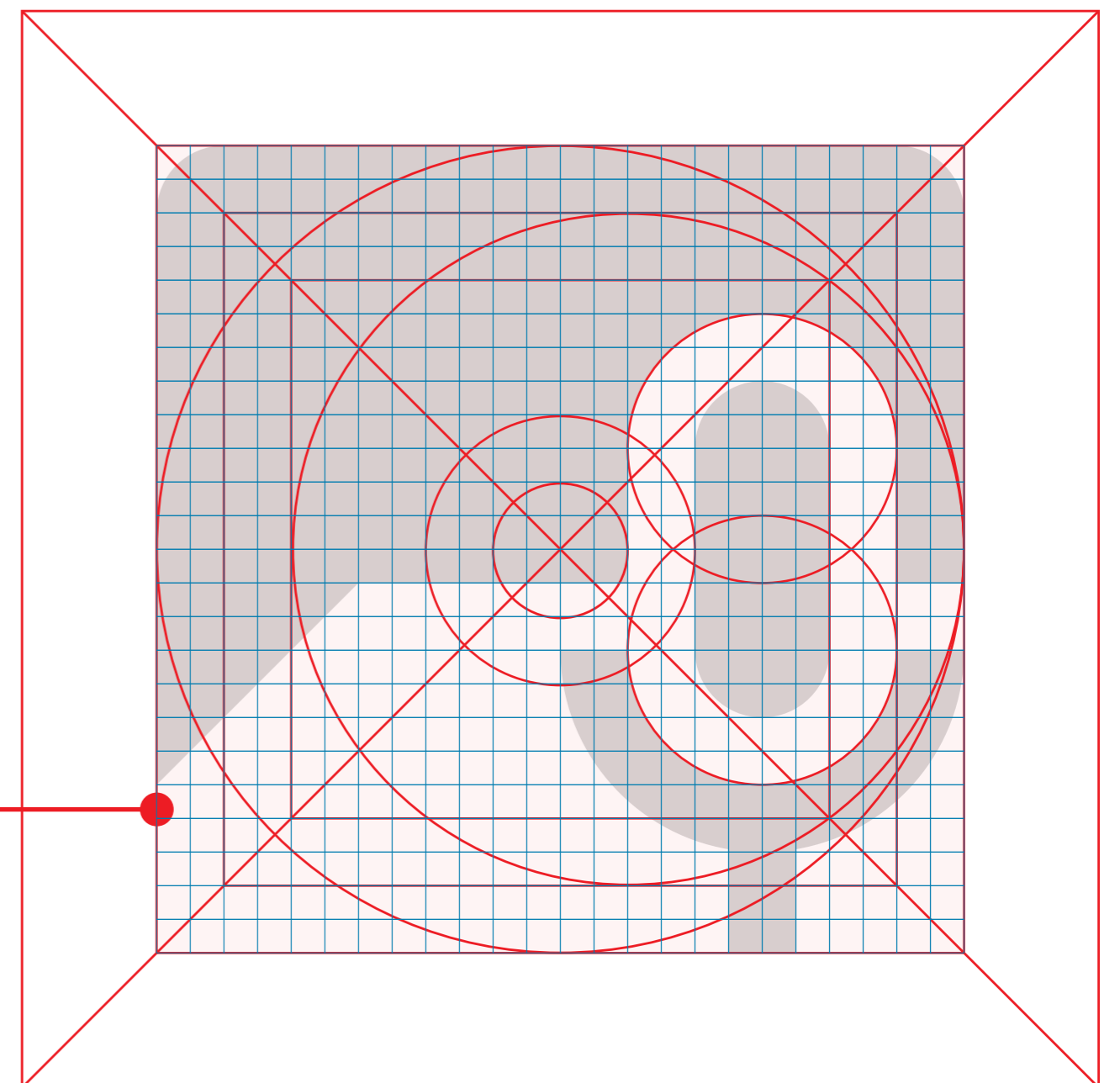
Marketing icons: Character

All the principles mentioned for general icons stand also for the marketing icons. With the addition of gradient colors and strokes, these icons are designed to stand out from the crowd whether they are used in print or on screen.

More info on icon guidelines is available on:
Zebra Icon Guidelines.pdf
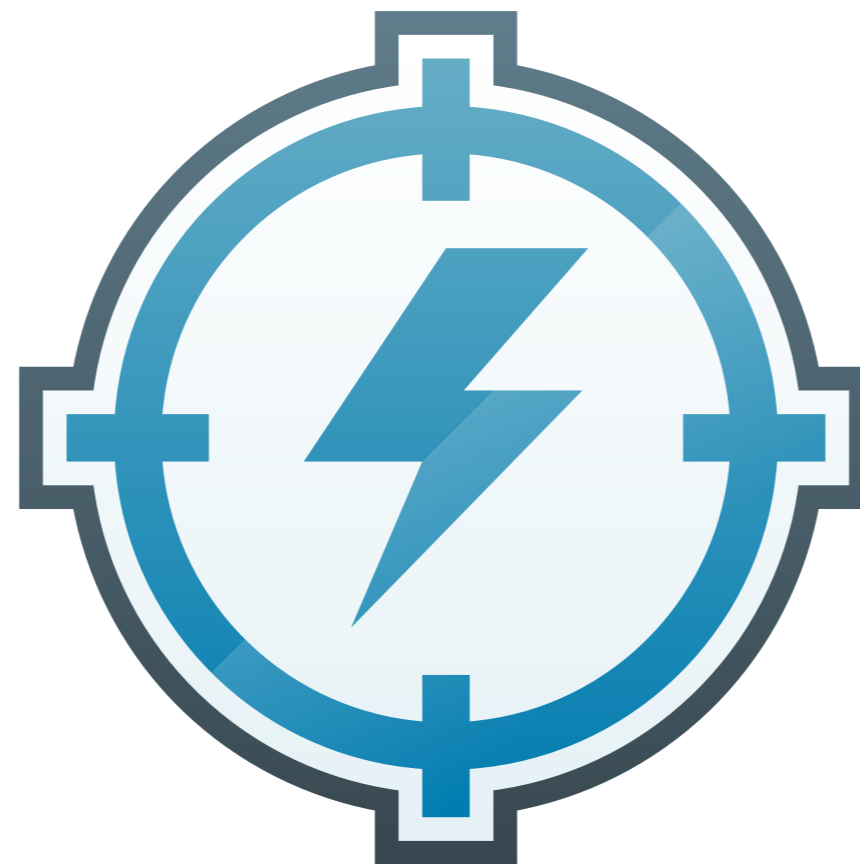
Marketing icons: Grid

The icon grid for general icons is also used for creating app icons.

The grid is 32x32.
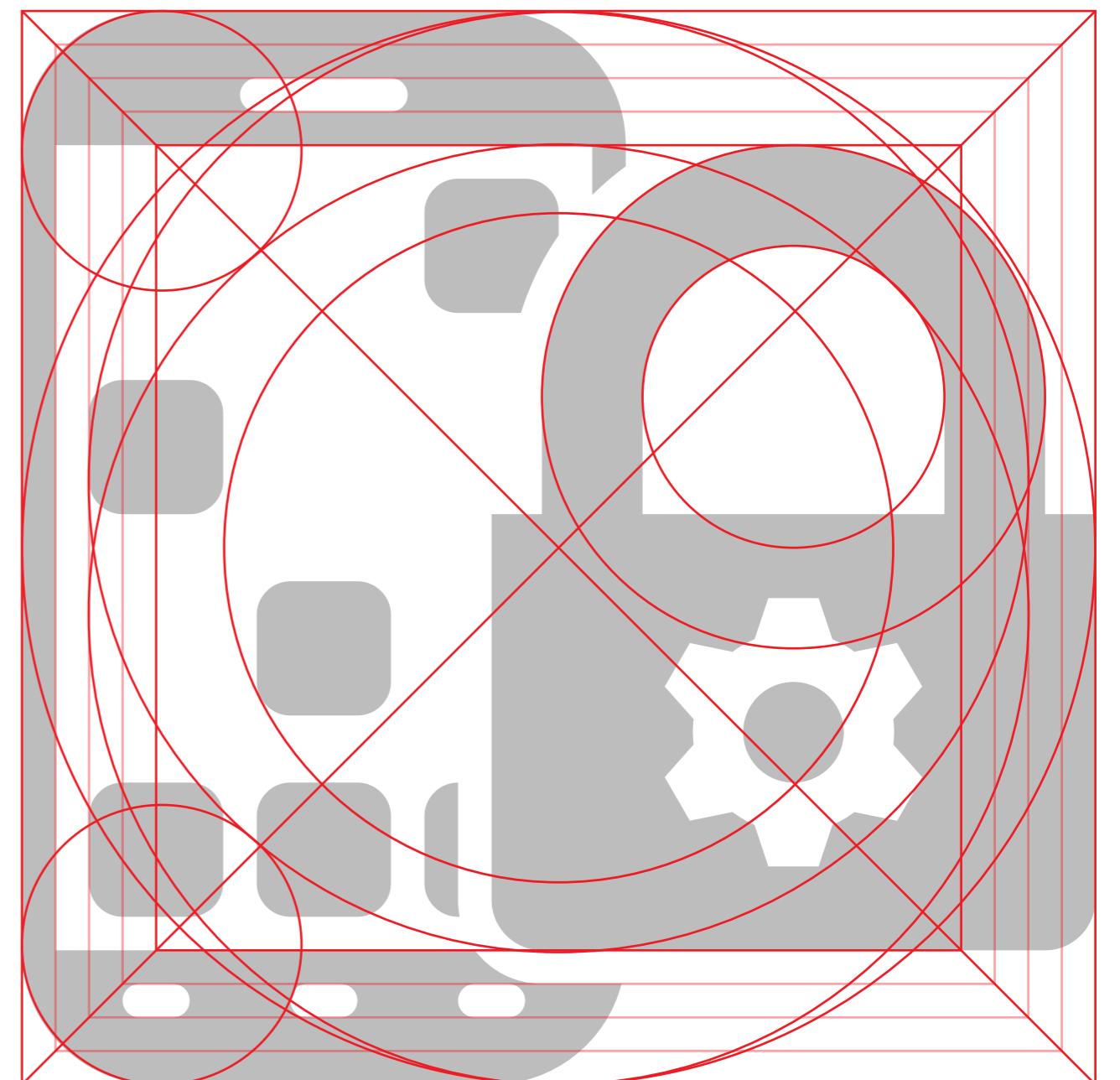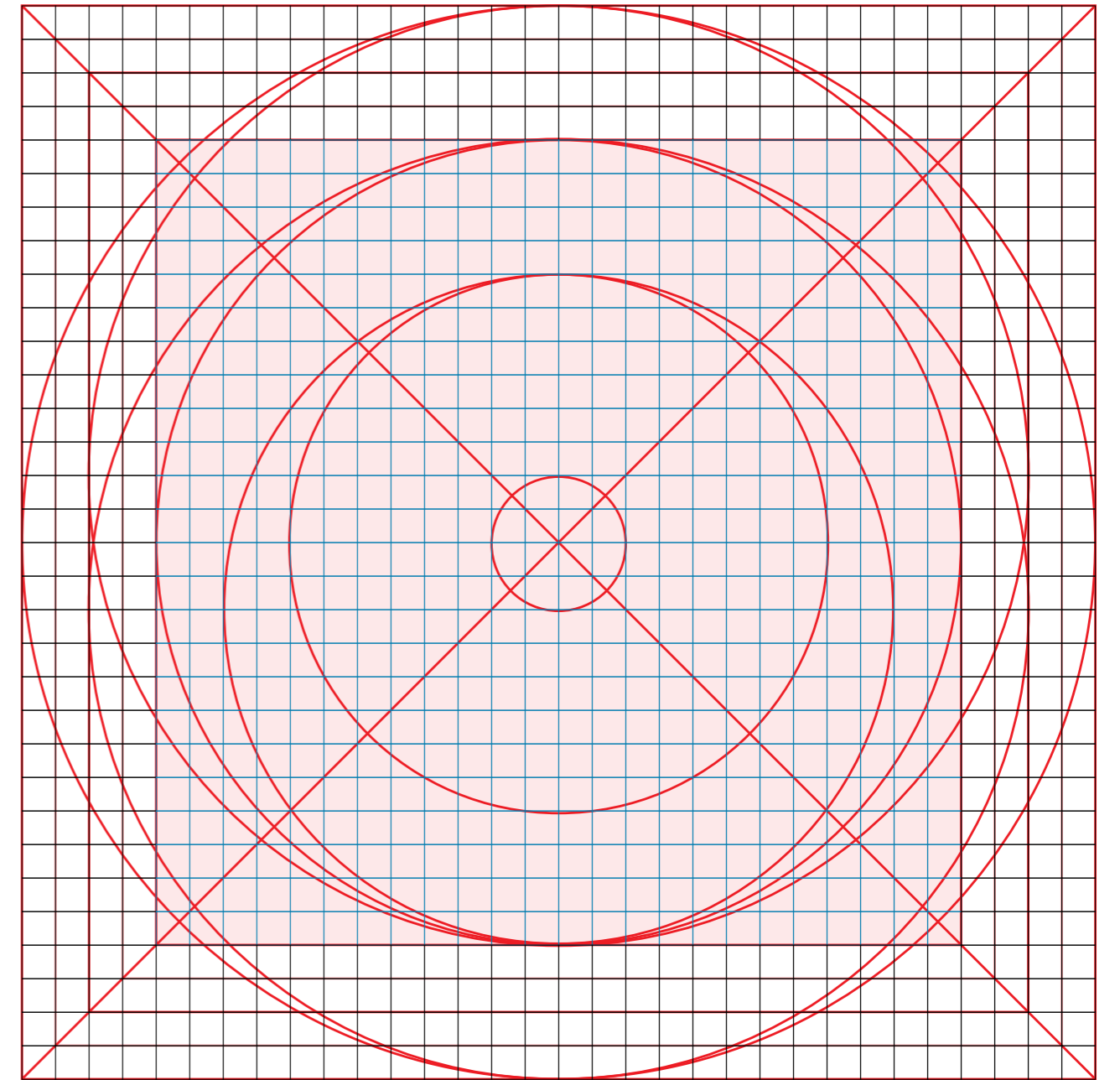
Components

Headers

Page title in the header is always aligned center on the top. If there are subpages, the current page should be highlighted with an underline.

Standard

	12:30
☰ **Page title** ☐	

	12:30
☰ **Page title** ☐	
ITEM ONE	ITEM TWO

	12:30
☰ **Page title** ☐	
ITEM ONE	ITEM TWO	ITEM THREE

	12:30
🔍 Search	

Alternative

	12:30
← **Settings** ⋮	

	12:30
← **Settings** ⋮	

	12:30
👤 **User name** ⋮	

	12:30
👤 **User name** ⋮	
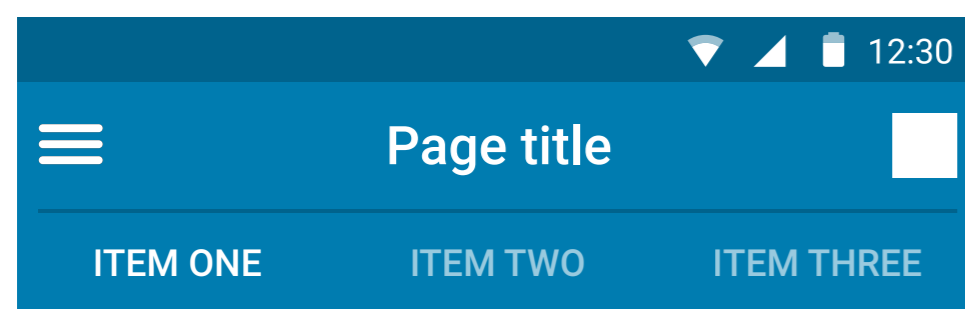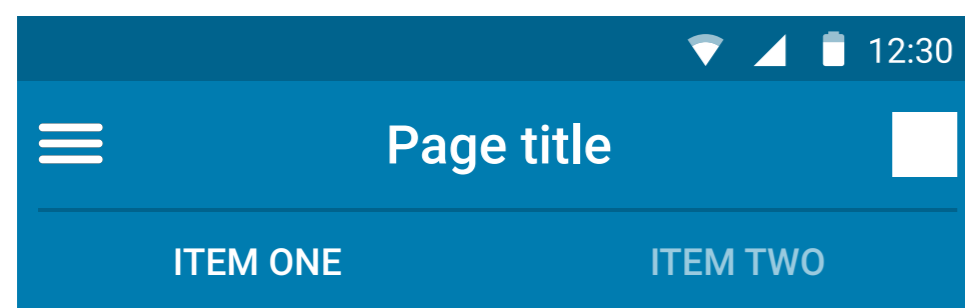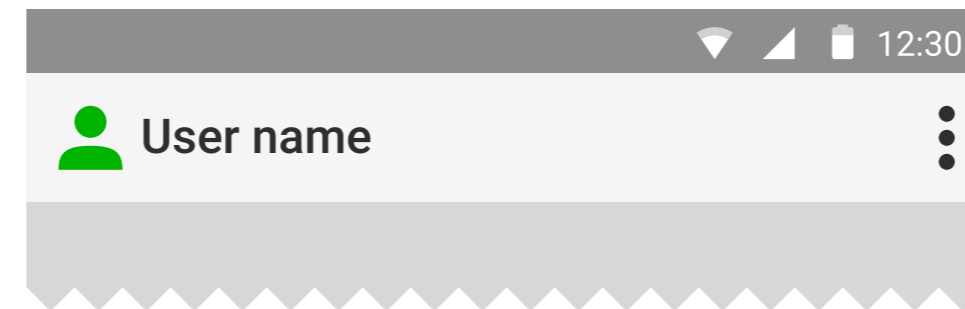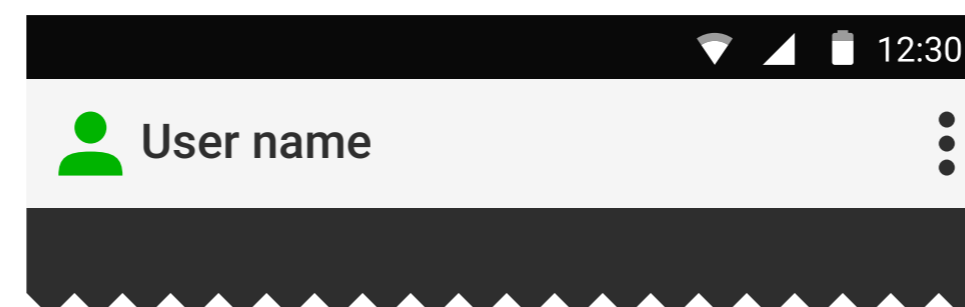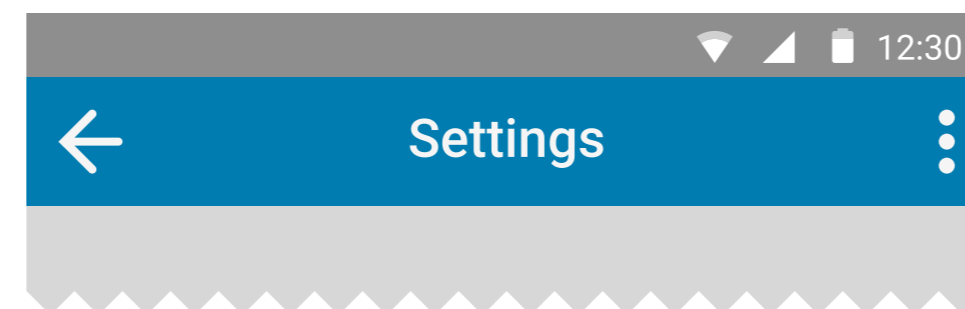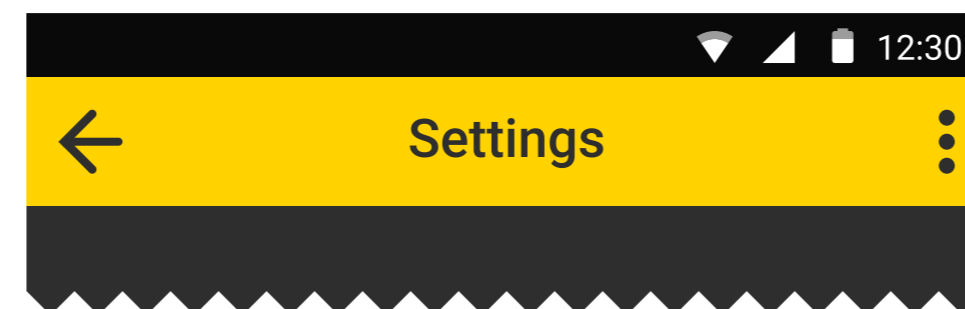
Bottom navigation

The bottom navigation of the UI can be divided up to five options. A navigation bar with less options will create more space for users to select the option that is frequently used. A semi-transparent bar is placed on the top of the navigation section in order to separate it from the background.

Without text

With text
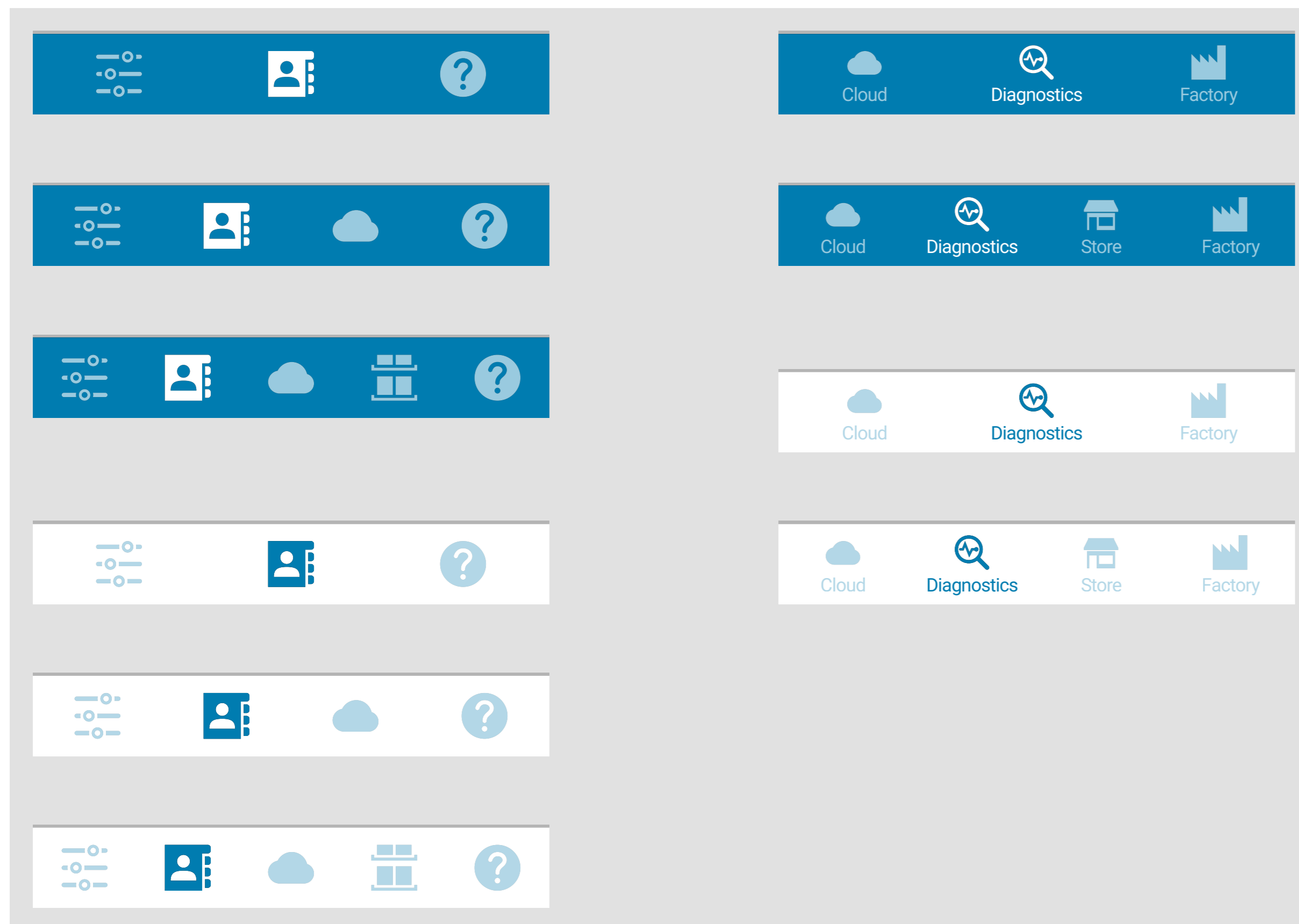
Buttons: Standard and Slim buttons

Standard buttons

The standard buttons are designed to work good with any input method including gloves. The height of each button creates enough space for easy input. The buttons can be placed on a dark or light background.

Button white	>
Button yellow	>
Button blue	>
Button disabled	
Warning button	>
Warning button alt	!
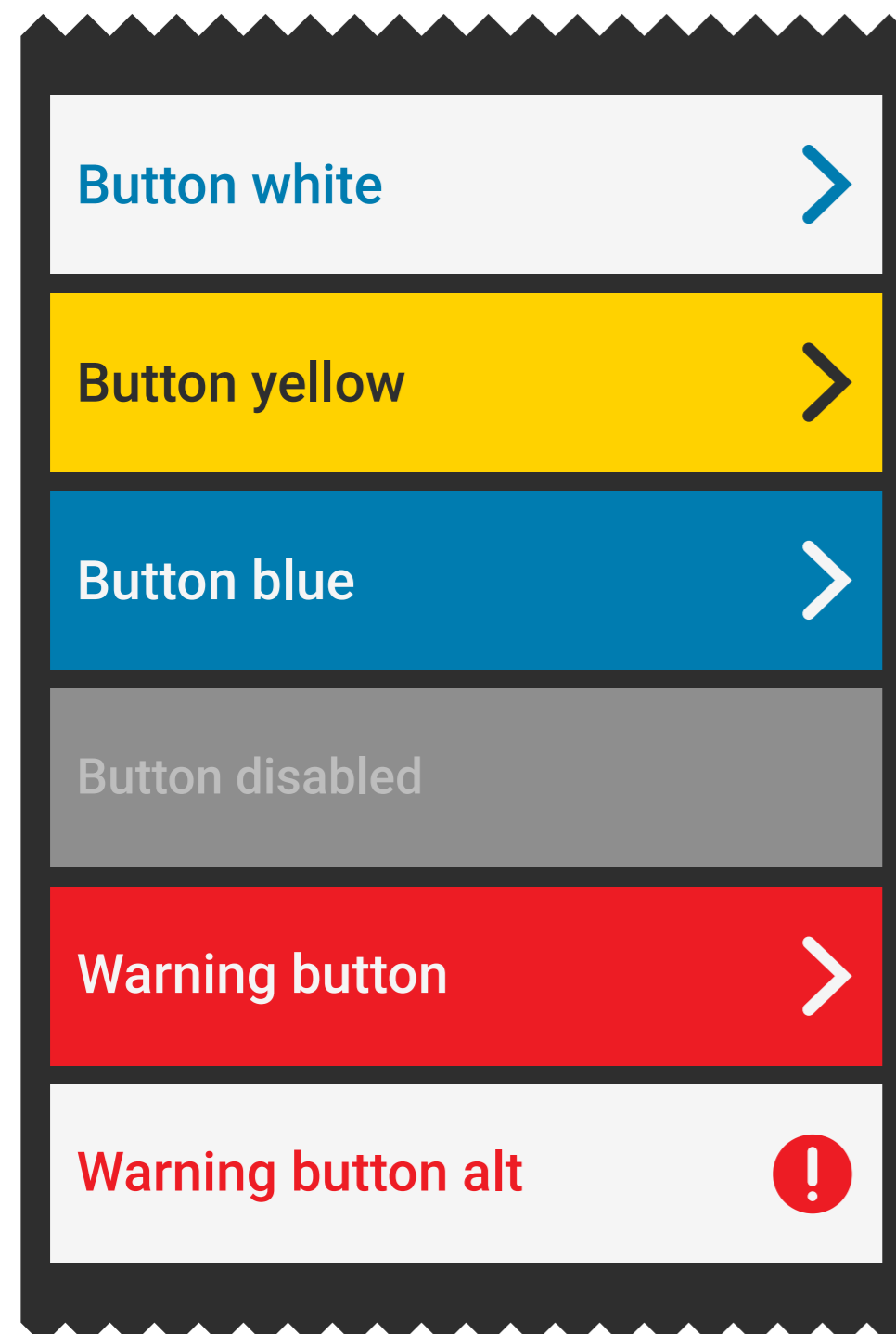
Slim buttons

Slim buttons function exactly the same with standard buttons but consuming less space by reducing the font and the arrow size. This enables more menu items to be displayed in the UI.

Button white	>
Button yellow	>
Button blue	>
Button disabled	
Warning button	>
Warning button alt	!
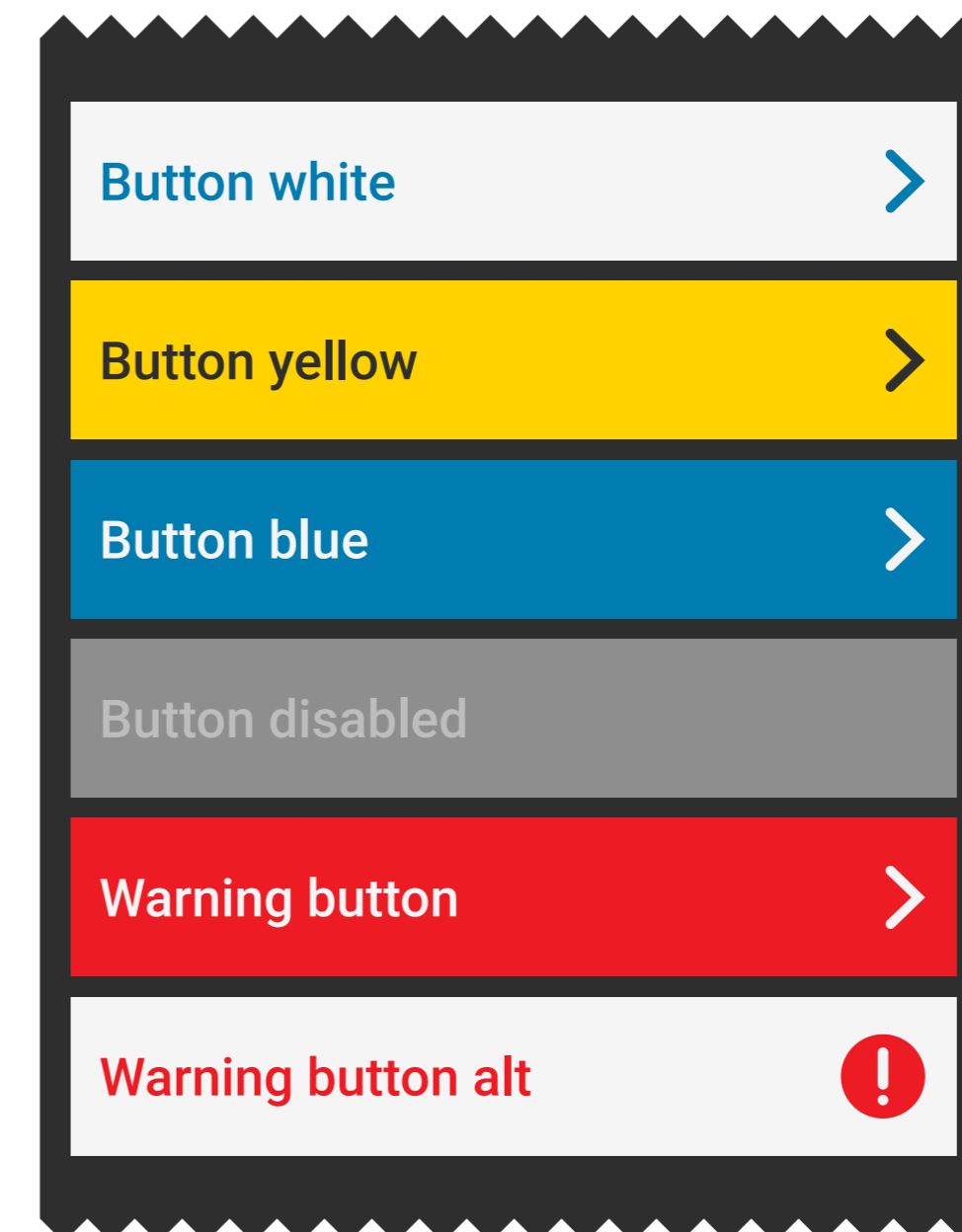
Buttons: Thin and Extra thin buttons

Thin buttons

Thin buttons function exactly the same with standard buttons but they consume even less space than slim buttons by reducing the font size and height of the box.

Button white	>
Button yellow	>
Button blue	>
Button disabled	
Warning button	>
Warning button alt	!
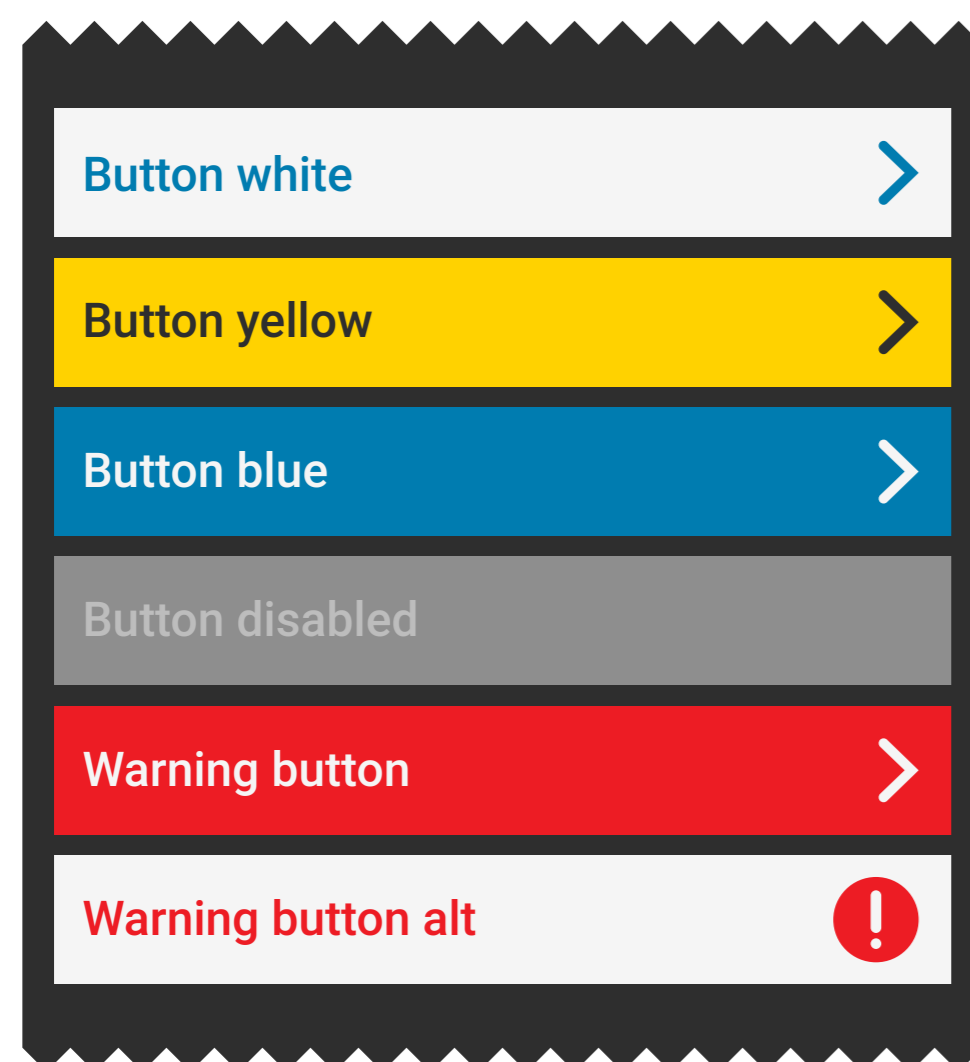
Extra thin buttons

Extra Thin buttons function exactly the same with standard buttons but they consume even less space than thin buttons by reducing the font size and height of the box. This enables a maximum density of buttons in the UI.

Button white	>
Button yellow	>
Button blue	>
Button disabled	
Warning button	>
Warning button alt	!
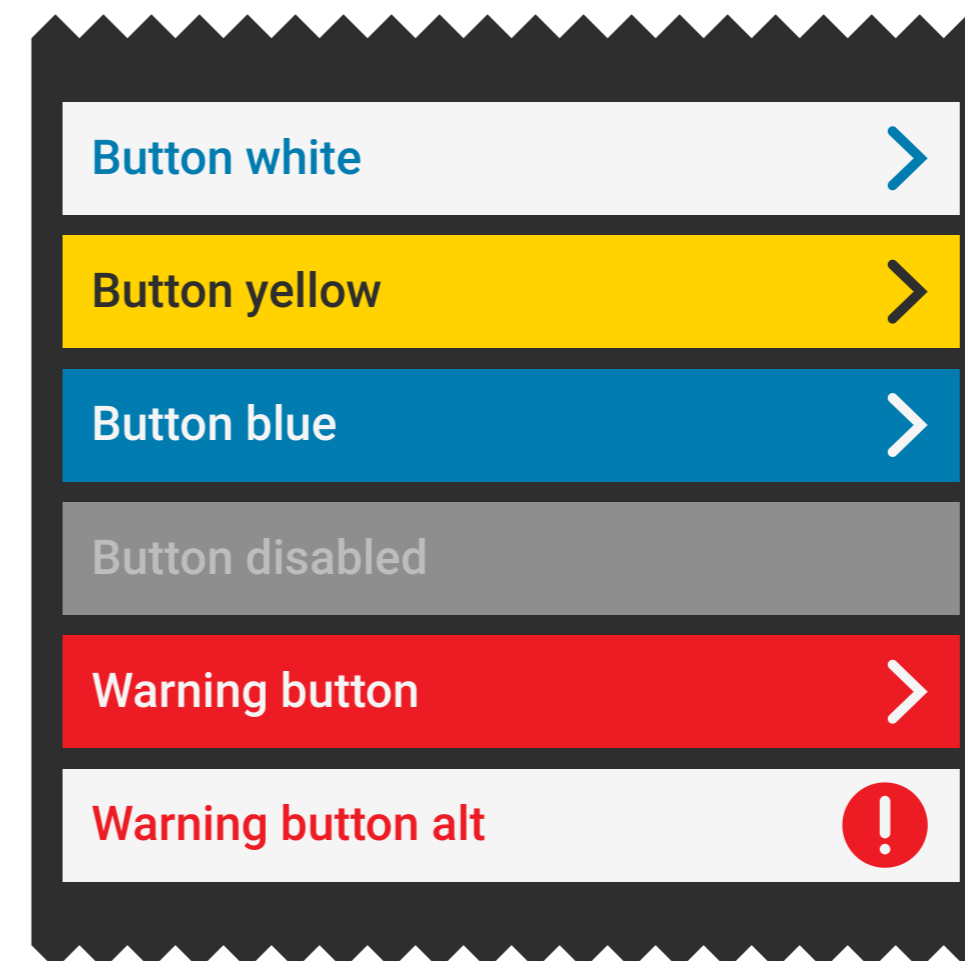
Buttons: Sliding and Dropdown buttons

Sliding buttons

Sliding buttons can be swiped to the left to reveal the hidden options. The blue rectangle on the right of a button indicates a sliding button.

During the slide, the button gets darker to draw the attention to the option.

Sliding button

ng button ↻

Location: AB21-1-9	Total: 4 pieces
Item: 12084689863214	

on: -1-9	Total: 4 pieces
4689863214	↻
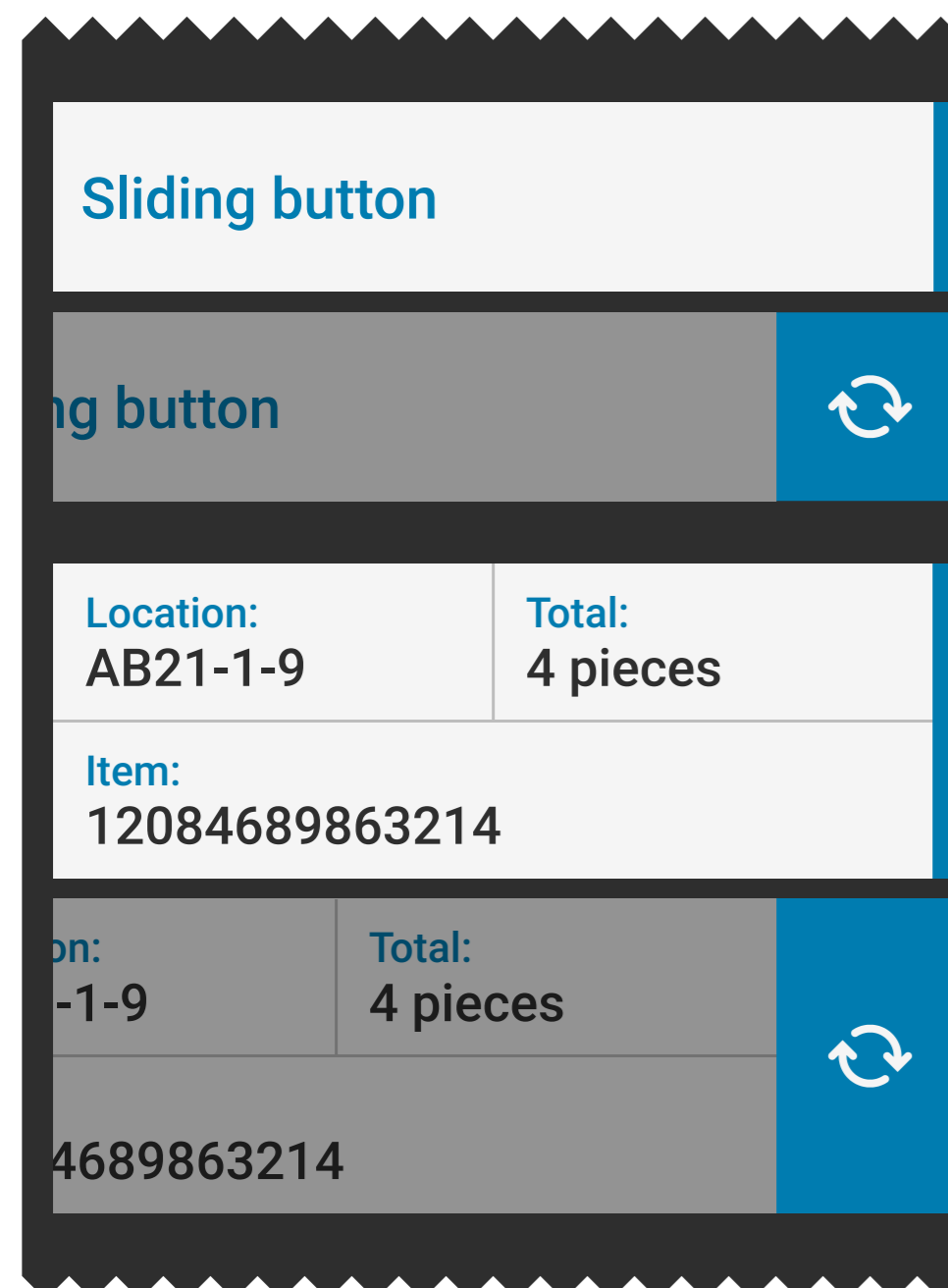
Dropdown buttons

Dropdown buttons can reveal more information by pressing the down arrow on the right side. The blue rectangle on the bottom of a button indicates a dropdown button.

Info area 1 ABCD1234	Info area 2 ABCD1234	⌄
Info area 3 ABCD1234		

Location: AB21-1-9	Total: 4 pieces	⌃
Item: 12084689863214		

⊕ Add	⊙ Warning
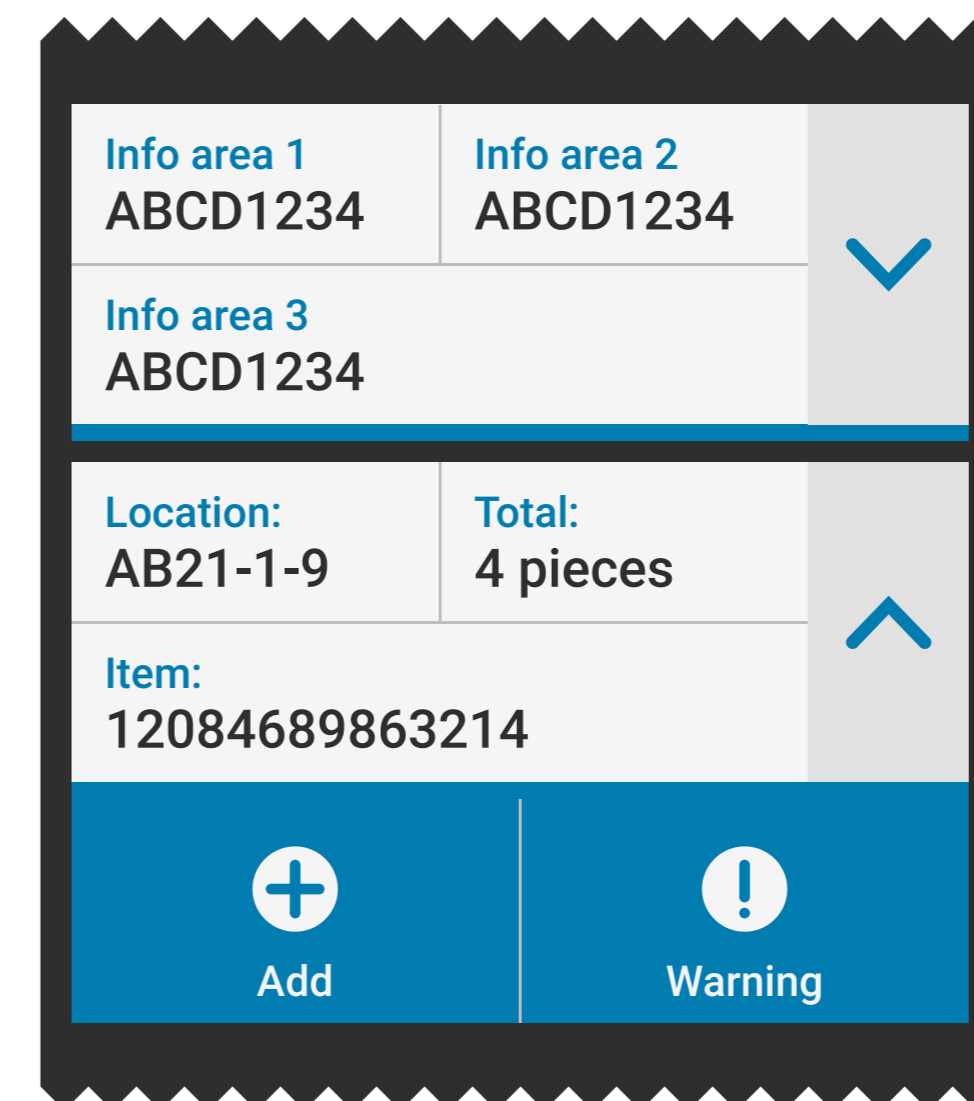
Buttons: Floating action buttons

A floating action button represents a primary action in an application and is used for a promoted action.

It floats above the UI and when pressed, it may contain more related actions. The button can only be a circle in shape and there can only be one floating action button per screen at any time.

Some applications work just fine with tabs or menus which means not every application needs a floating action button.

Floating action buttons have two versions: fixed and draggable.
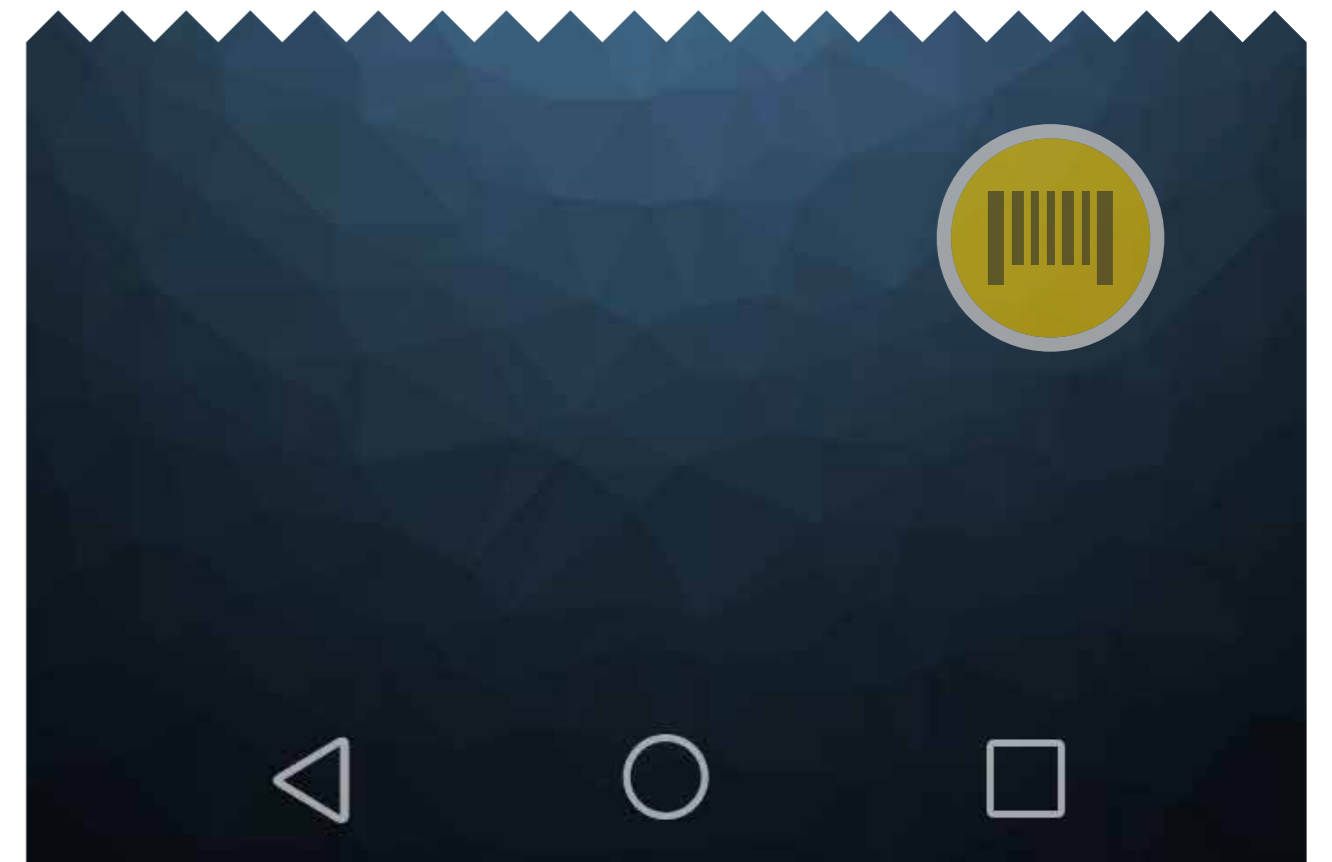
Buttons: Floating action buttons

Fixed floating action buttons:

Fixed version works well for a single application. The location of the button is fixed and the button has full opacity. It can be animated whilst interacting with it.
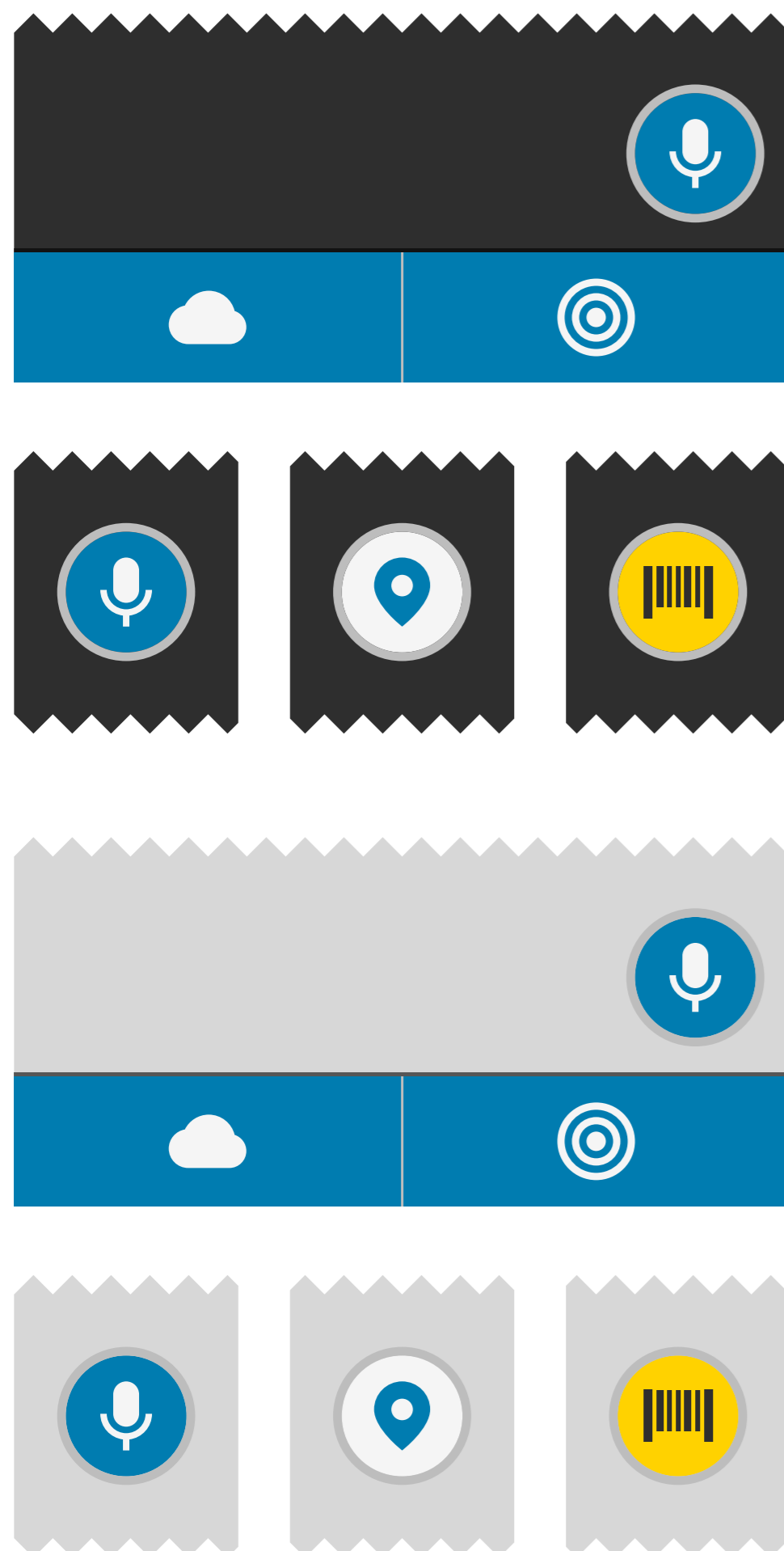
Draggable floating action buttons:

The draggable version can be dragged to any location enabling a flexible layout for the user. The button works above all applications making it a powerful component.

This button is semi-transparent and it can be animated whilst interacting with it.

Location:	Total:
AB21-1-9	4 pieces
Item:	
12084689863214	

Location:	Total:
AB21-1-9	4 pieces
Item:	
12084689863214	
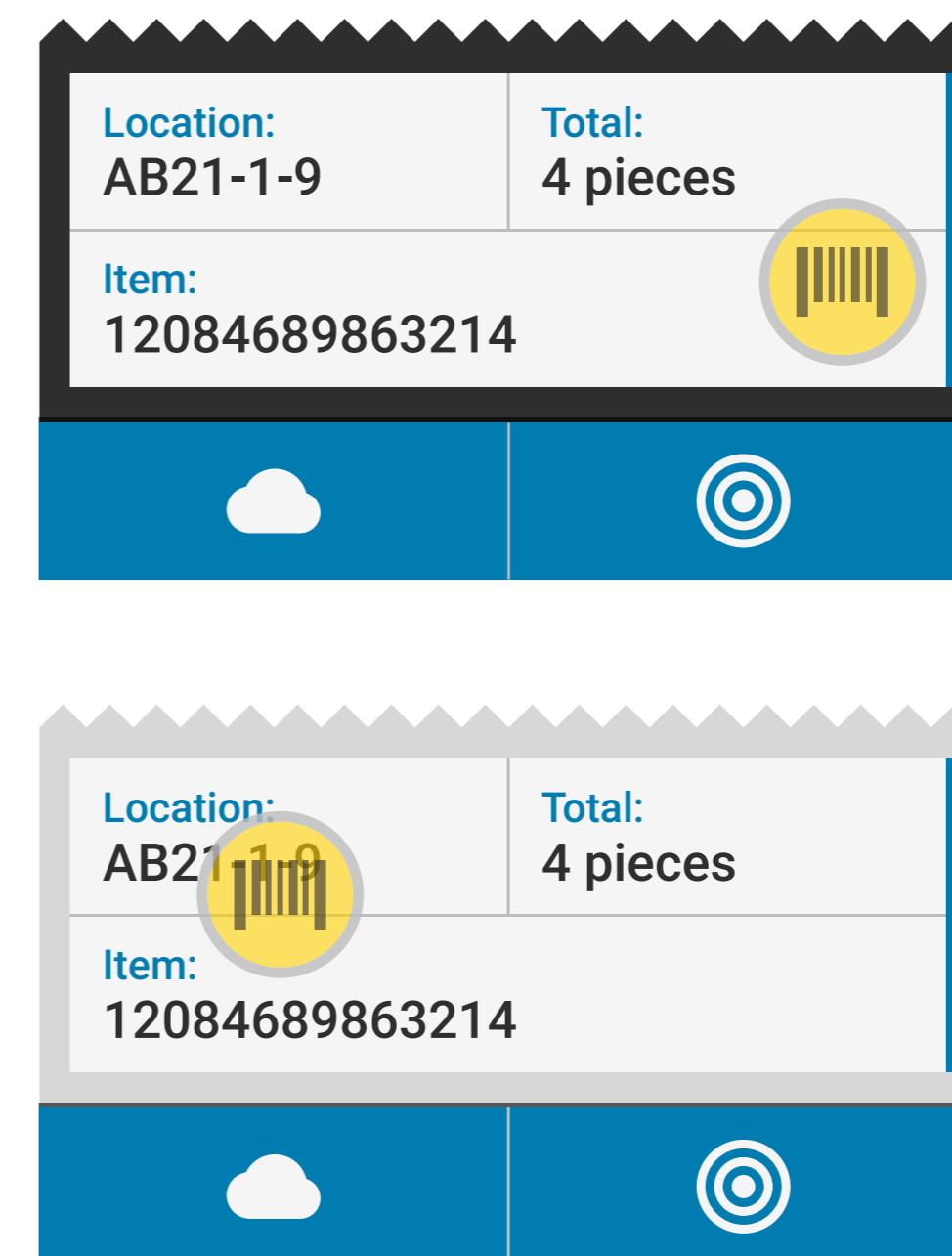
Structure of a draggable floating action button:

= + +

60%   60%   80%
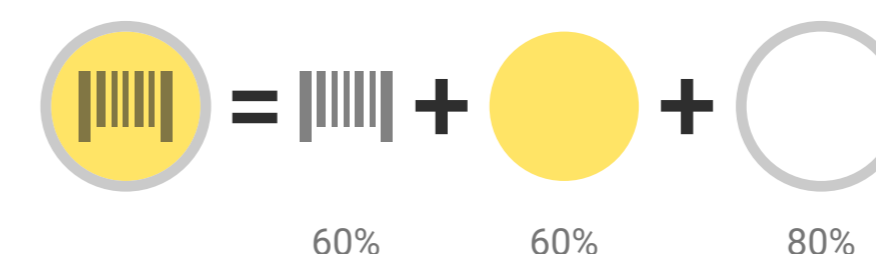
Navigation drawers

Navigation drawers enable the menu items to
be temporarily overlayed on the content canvas.
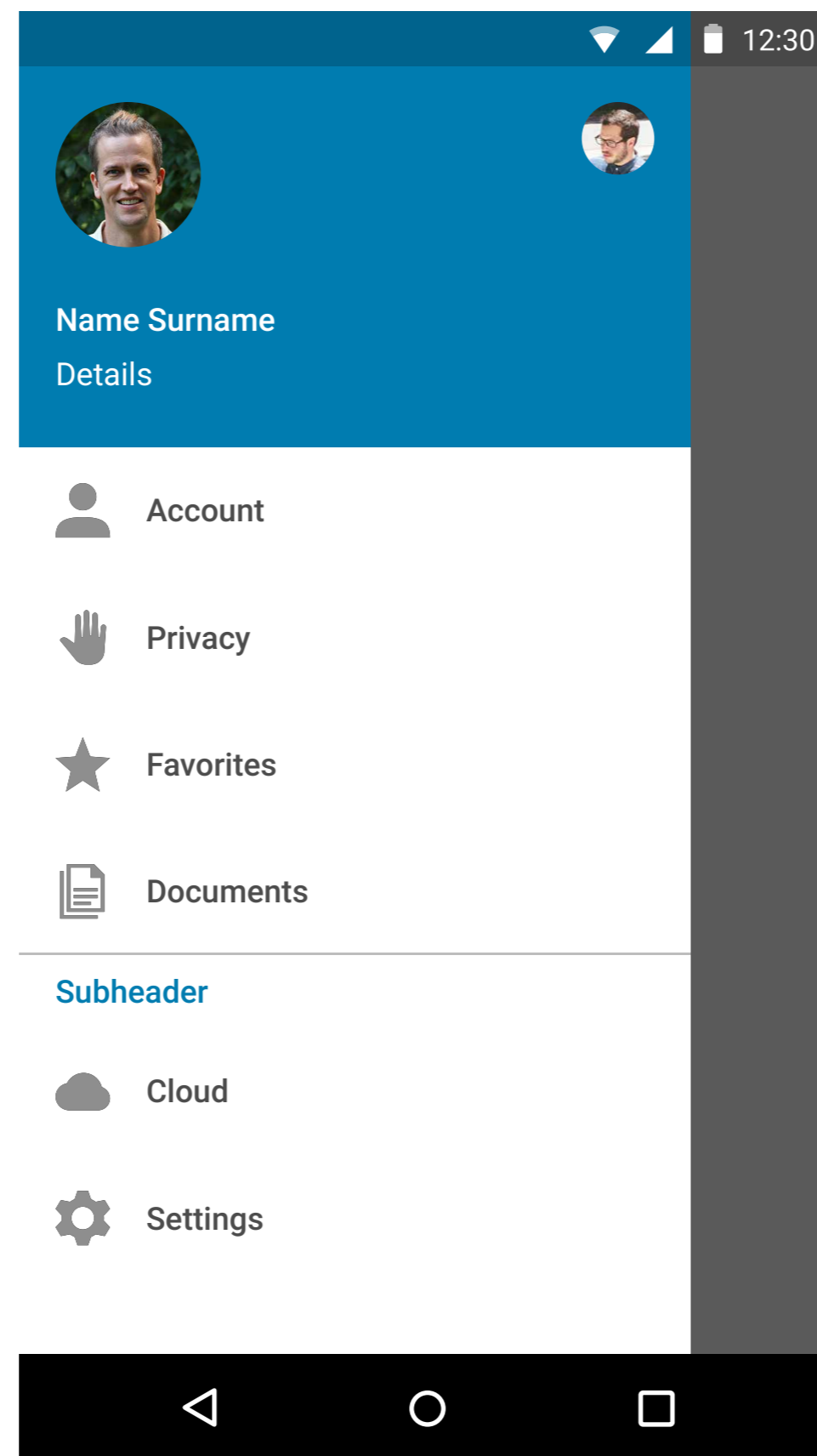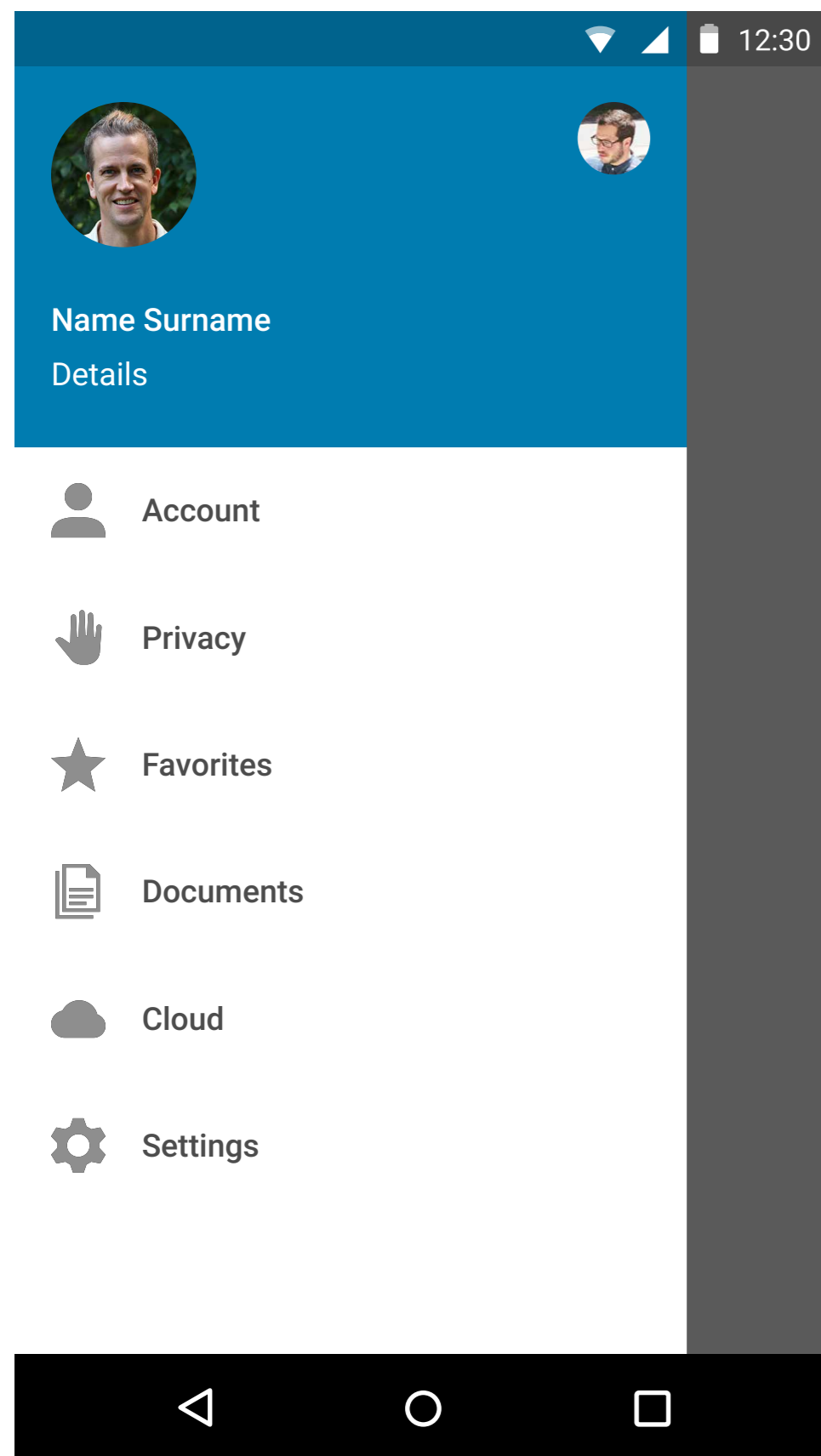
Dialog boxes

Dialog boxed appear as cards on a black semi-transparent layer enabling the user to focus on the message displayed and may include required actions.

Secondary text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam massa quam. Eiusmod tempor incididunt ut labore et dolore magna.

ACTION 1   ACTION 2

Card title

Secondary text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam massa quam. Eiusmod tempor incididunt ut labore et dolore magna.

ACTION 1   ACTION 2
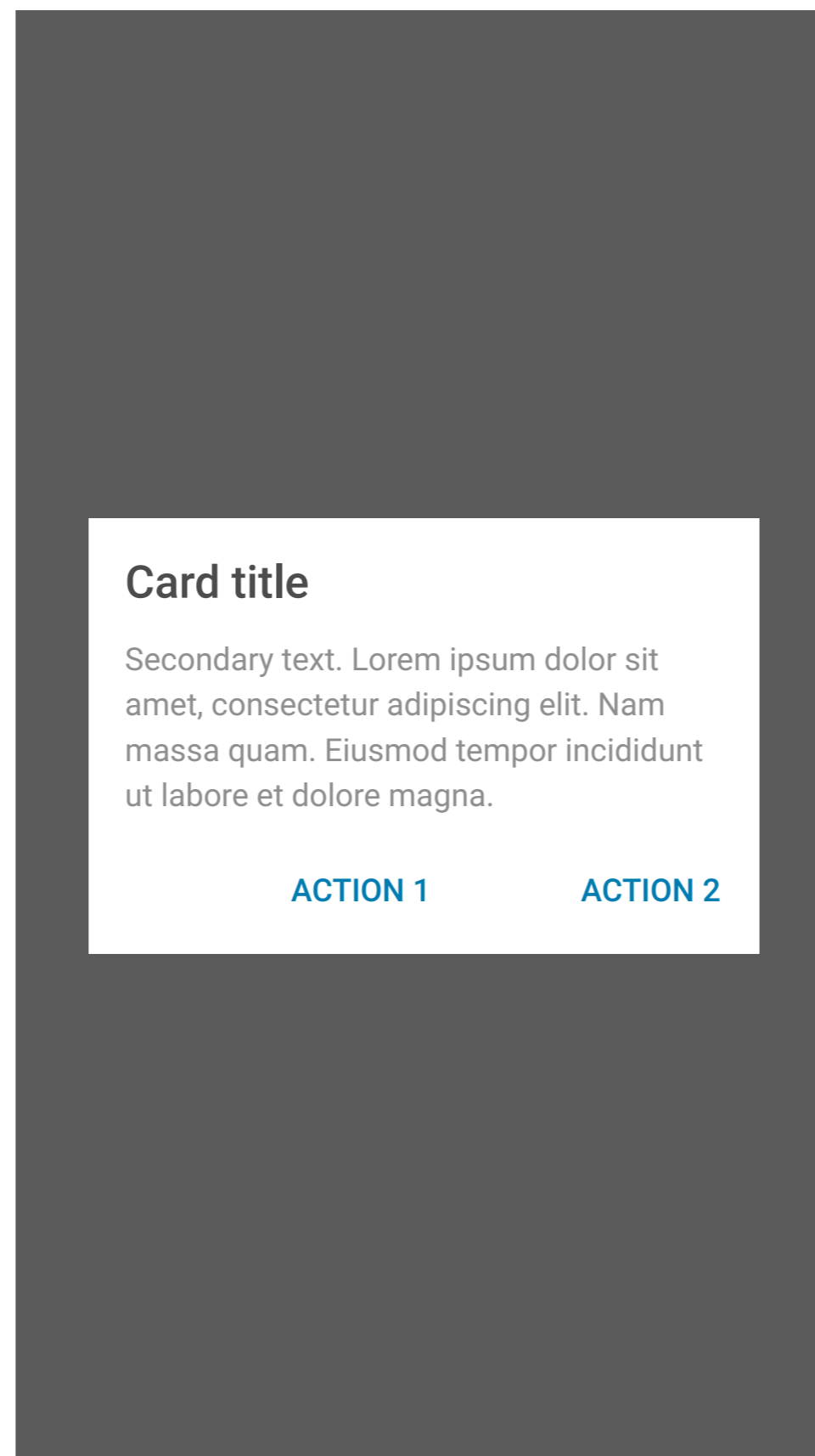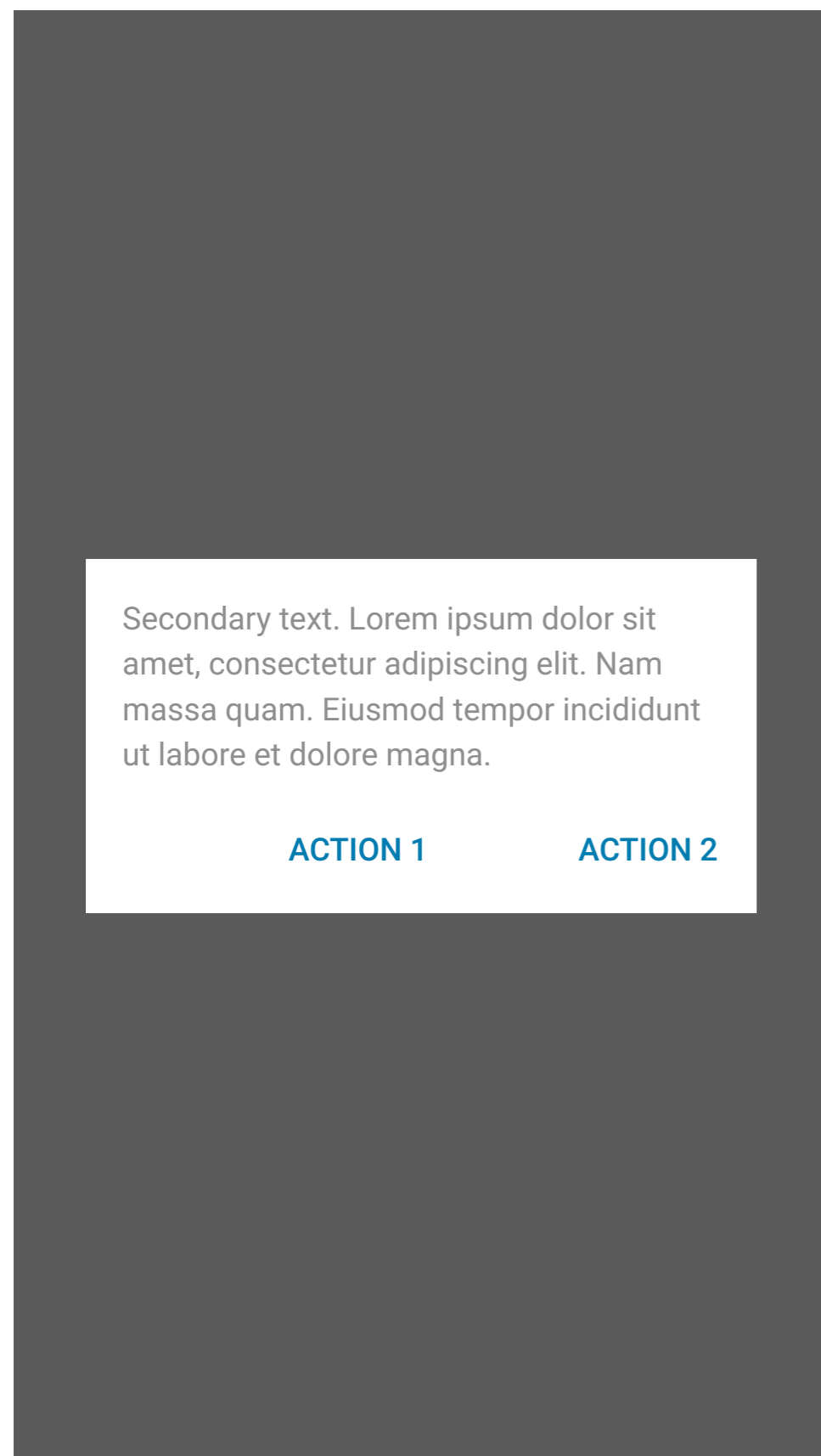
Pulldown menus

Pulldown menus help to hide options in one single box. They can be placed on top, in the middle or on the bottom. The pressed state reveals other options with the selected item in highlighted color. Selecting one will change the displayed state.

English   ▽   12:30

English   ▽   12:30

English   ∧   12:30
Fonsectetur
Gdipiscin
Hlit
Incididunt
Labore
Zgstrud

English   ∧   12:30
Fonsectetur
Gdipiscin
Hlit
Incididunt
Labore
Zgstrud
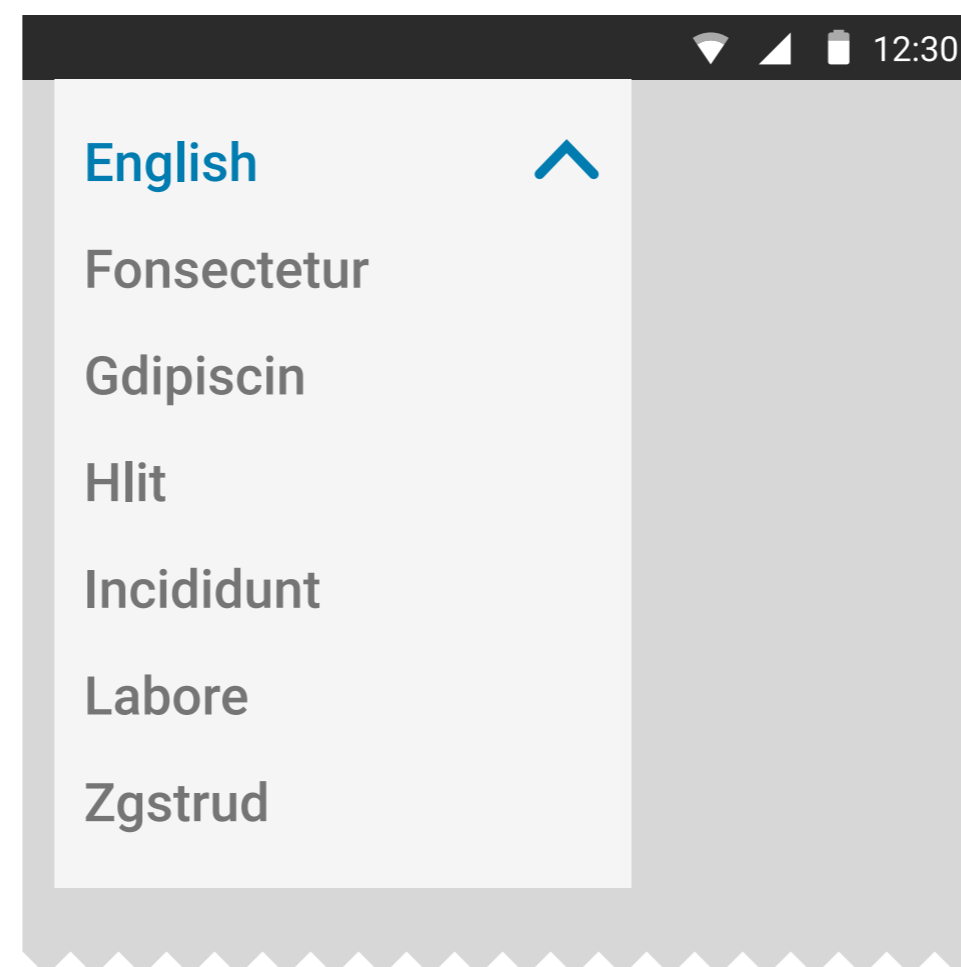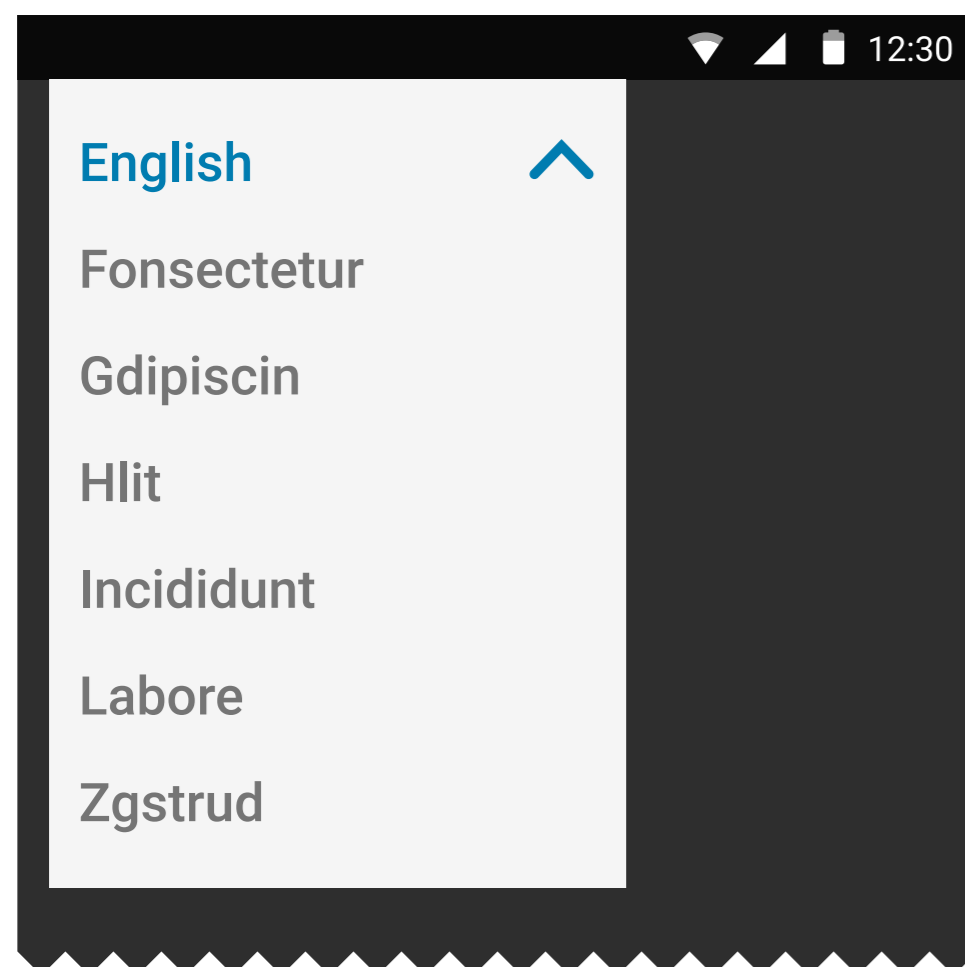
Progress: Loading bar

The loading bar enables to show a granular progress. The bar may include texts or can be used as a rectangle only.
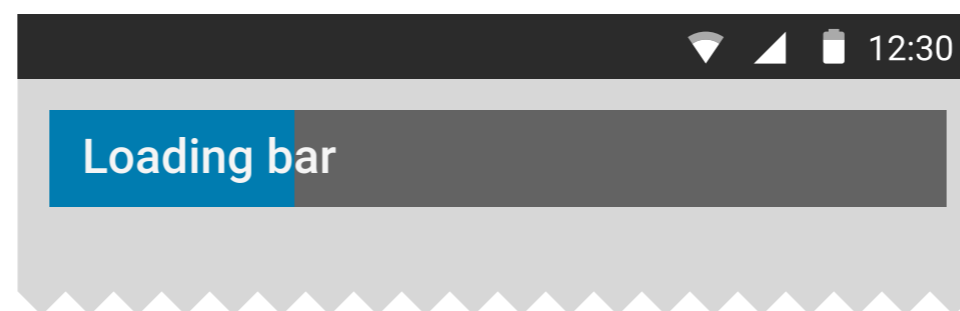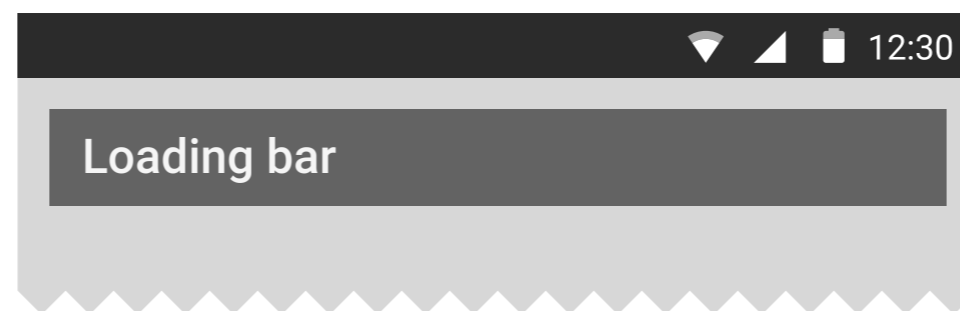
Simple text

Text fields allow the user to input text, select text and help communicate the messages for the users. The information can be displayed on dark or light background. The text may have bold, italic or underline elements.

Details

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam.

Location:	Total:
AB21-1-9	4 pieces

Details

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam.

Location:	Total:
AB21-1-9	4 pieces

Details

Lorem:
Lorem ipsum dolor sit amet, consectetuer *adipiscing elit*, **sed diam nonummy** nibh euismod tincidunt ut laoreet <u>dolore magna</u> aliquam.
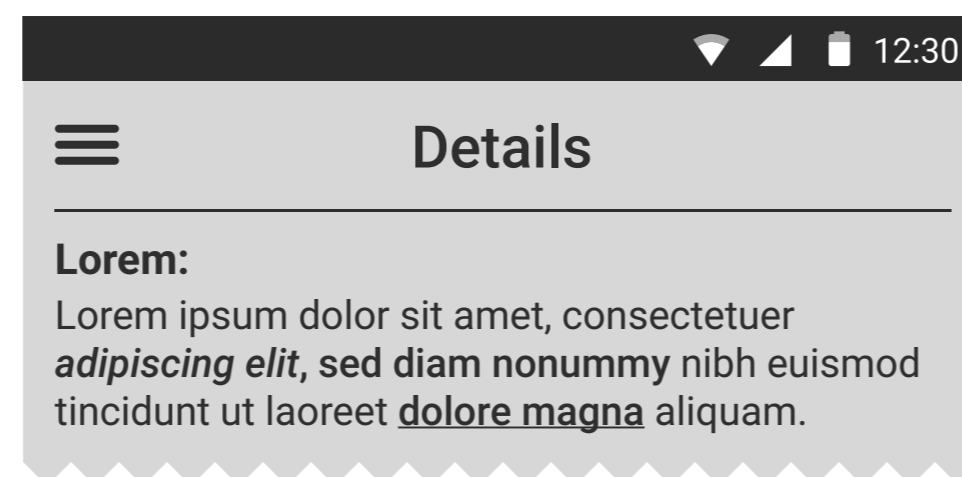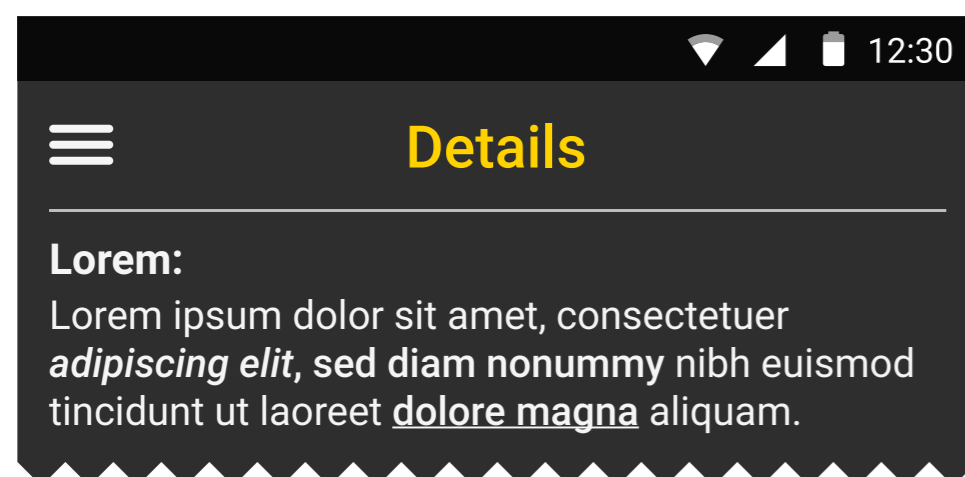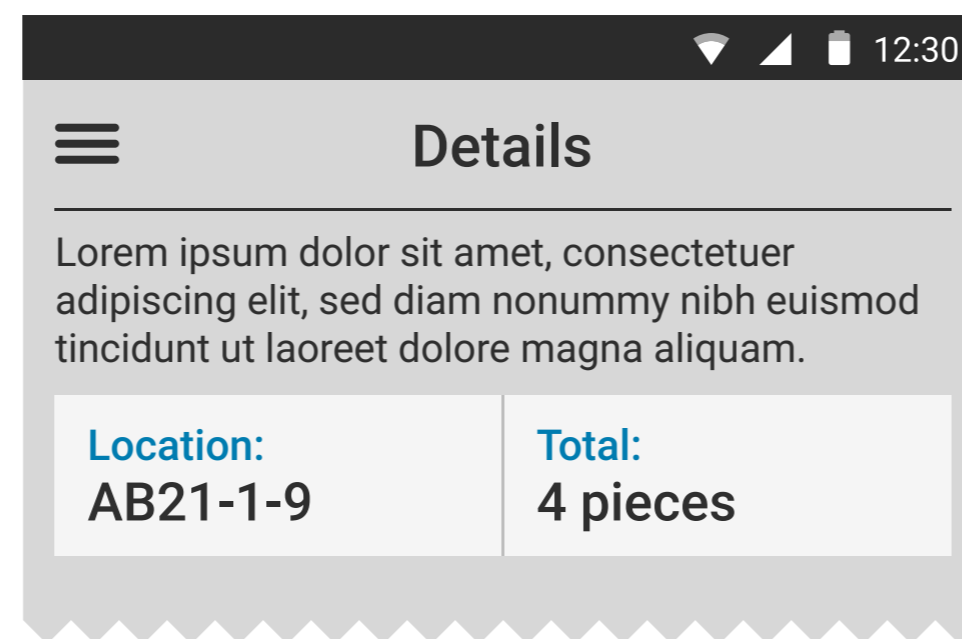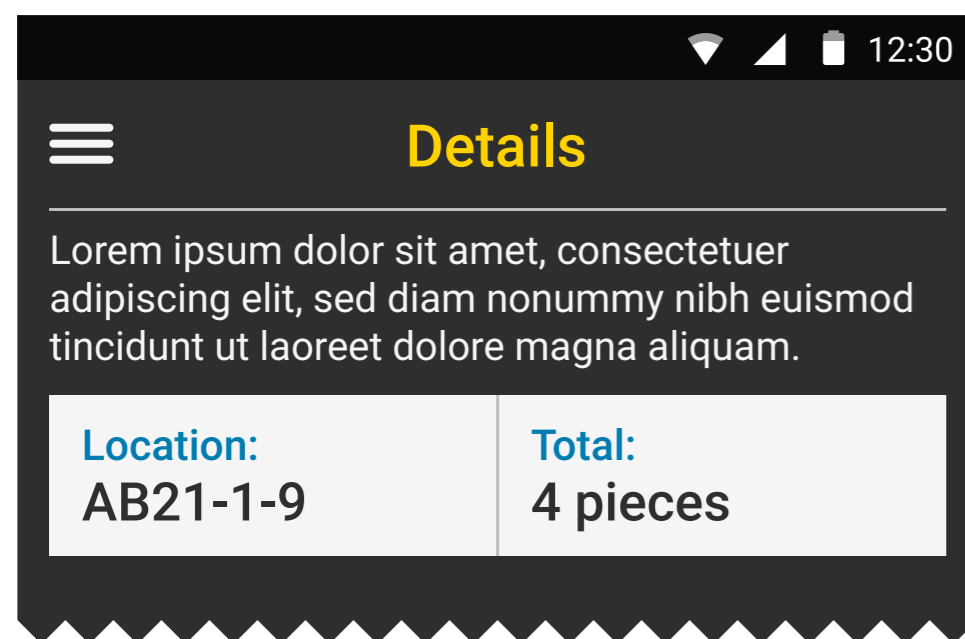
Details

Lorem:
Lorem ipsum dolor sit amet, consectetuer *adipiscing elit*, **sed diam nonummy** nibh euismod tincidunt ut laoreet <u>dolore magna</u> aliquam.

Details

Lorem:
Lorem ipsum dolor sit amet, consectetuer *adipiscing elit*, sed diam nonummy nibh euismod tincidunt ut laoreet <u>dolore magna</u> aliquam erat volutpat.

Details

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy.

Location: AB21-1-9
Location: AB21-1-9

Text fields

Text fields are used for text input. Once text is entered, the system gives immediate feedback message for validation. Error messages are highlighted in red.

Hint text

With input text

With input text, highlighted

With input text

Incorrect input.

Disabled text

Input label:
Hint text
Optional character counter

Input label:
With input text
Optional character counter

Input label:
With input text, highlighted
Optional character counter

Input label:
With input text
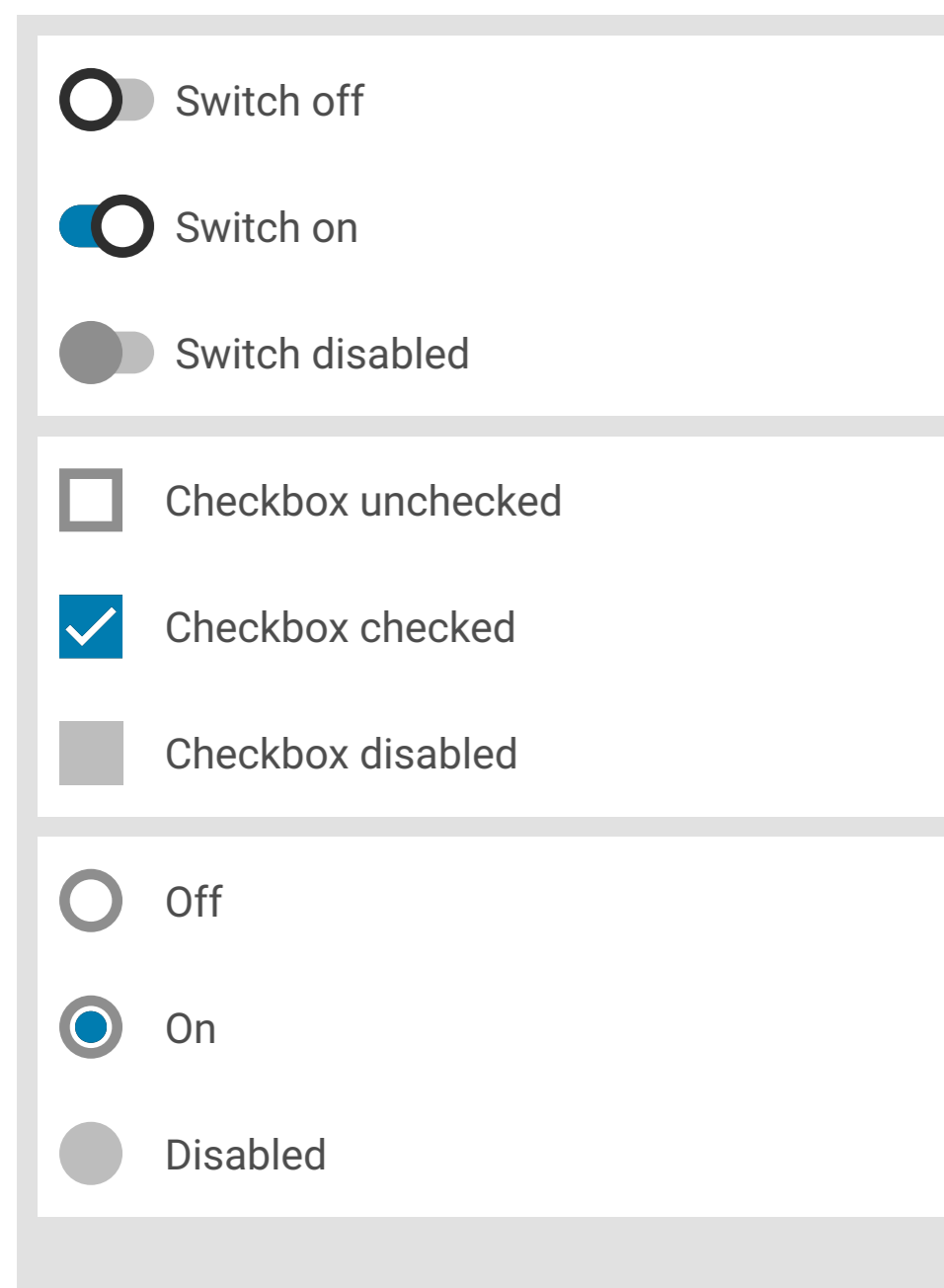Incorrect input.

Input label:
Disabled text

Selection controls and Sliders

Selection controls

Switch: options to be turned on or off
Checkbox: allow users to select multiple options
Radio button: allow users to select one option

⬤ Switch off
⬤ Switch on
⬤ Switch disabled

☐ Checkbox unchecked
☑ Checkbox checked
◼ Checkbox disabled

○ Off
◉ On
⬤ Disabled

Sliders

Users can change or select from a range of value by sliding.

Regular

Pressed

Disabled

Stepped normal

Stepped pressed

Stepped disabled

With numeric value

14
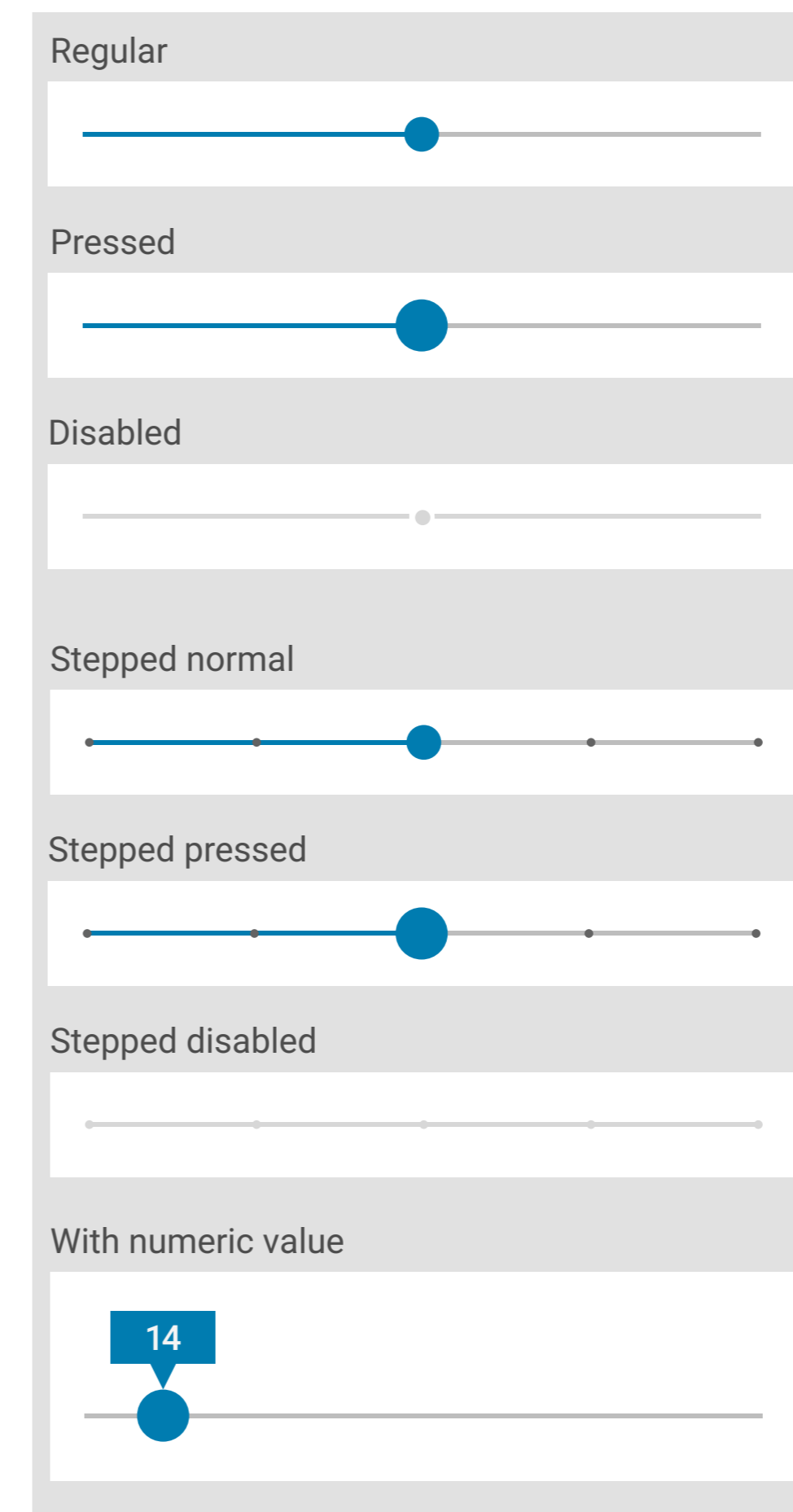
For more information
please visit:
www.zebra.com