USCC
Design approach

A /

Definitions

System: Core visual language that describes grid system, color, typography and spacing.

Component: Key building blocks of the design system.

Pattern: Combinations of components that address common user objectives and flows (e.g. filtering).

Layout: Combinations of components and patterns that represent what is finally shown in the browser.

Design tokens

Core elements of the design system are identified through tokens.

Token: The code identifier for a unique role or set of roles

Value: The actual value or contents assigned to a token

Alias token: The systematic usage(s) of a token

Token set: Identifier for the responsive behaviour of tokens into a single token

Token   Value

`$blue-02` = `#001F5C`

Alias token

`$background-accent-1` = `$blue-02`

Token set

`$body-1` = | XS | `$gtal-15` |
MD	`$gtal-16`
LG	`$gtal-17`
XL	`$gtal-18`

Grid

	Columns	Margin	Gutter
small (0–599)	4	24	20
medium (600–899)	8	28	36
large (900–1199)	12	48	36
xlarge (1200-1499)	12	60	48
xxlarge (1500+)	12	72	60

Color

We make a distinction between color-palette and color usage.

— The palette is the collection of all available colors

— The usage indicates how those colors are used on text, backgrounds, and borders through alias tokens.

color-usage

text

Token	Role	Value
`$text-default`	Default text color	`$blue-01`
`$text-accent-1`	Text color on $background-accent-1	`$blue-05`
`$text-accent-2`	Text color on $background-accent-2	`$blue-04`
`$text-inverse`	Default text color	`$white`

background

`$background-primary`	Default background color	`$gray-01`
`$background-light`	Light background color	`$white`
`$background-accent-1`	Default background color	`$blue-04`

Typography

Our typography is specified through distinct scales for typesize and letter-spacing, font-weight, and lineheight.

The responsive table explains how those are combined for individual styles across breakpoints (in token-sets).

type-responsive

type-sets

Token	Style	S
$body-1	This is a body style for paragraphs	$gtal-15
		$fw-400
		$lh-140
$quote-1	Quotes and other callouts	$gtal-21
		$fw-400
		$lh-120
$heading-1	**Heading**	$gtab-15
		$fw-700
		$lh-140
$heading-2	**Heading**	$gtab-21
		$fw-700
		$lh-140
$heading-3	Heading	$gtab-21
		$fw-400
		$lh-110
$heading-4	Heading	$gtal-32
		$fw-400
		$lh-110

Spacing

Spacings are rationalized through a
limited set of spacing values.

space

spacing

Token	Value	Example
$space-4	4px	
$space-8	8px	8
$space-12	12px	12
$space-16	16px	16
$space-20	20px	20
$space-24	24px	24
$space-28	28px	28
$space-32	32px	32
$space-36	36px	

Spacing

Detailed spacing specifications are provided for on the component level.
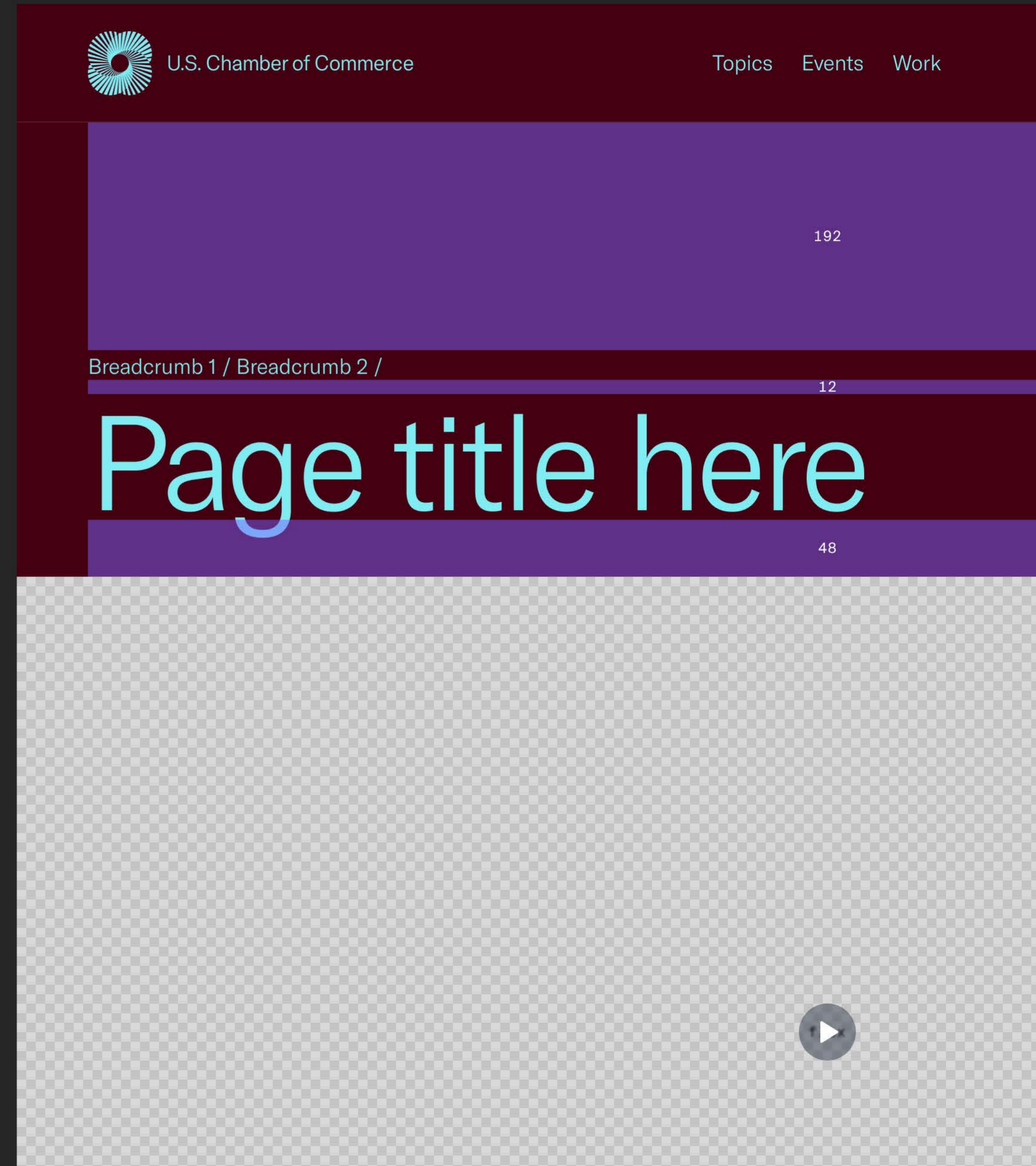
Functional specs

Functional specifications are added on a component and/or layout level describing character counts, image ratios, variations, and so on.

When relevant, module ID links are provided to connect designs back to your module library in Airtable.

Changelog

A changelog is also provided to keep track of updates to this file.

USCC
Design system

Changelog

What's new

August 16th, 2021

- System
  - Added grid
  - Added color
  - Added typography
  - Added space
- Components
  - Added accordion
  - Added block
  - Added block-expressive
  - Added button
  - Added card
  - Added feature
  - Added form

Photography

Hero images

Hero images can have either landscape or portrait orientations. The portrait hero module (left) is the default template. The landscape variation (right) is an optional hero variation that supports a video.

Use the landscape hero variation (either with an image or video) for more prominent programs or initiatives (i.e. the America Works Initiative).
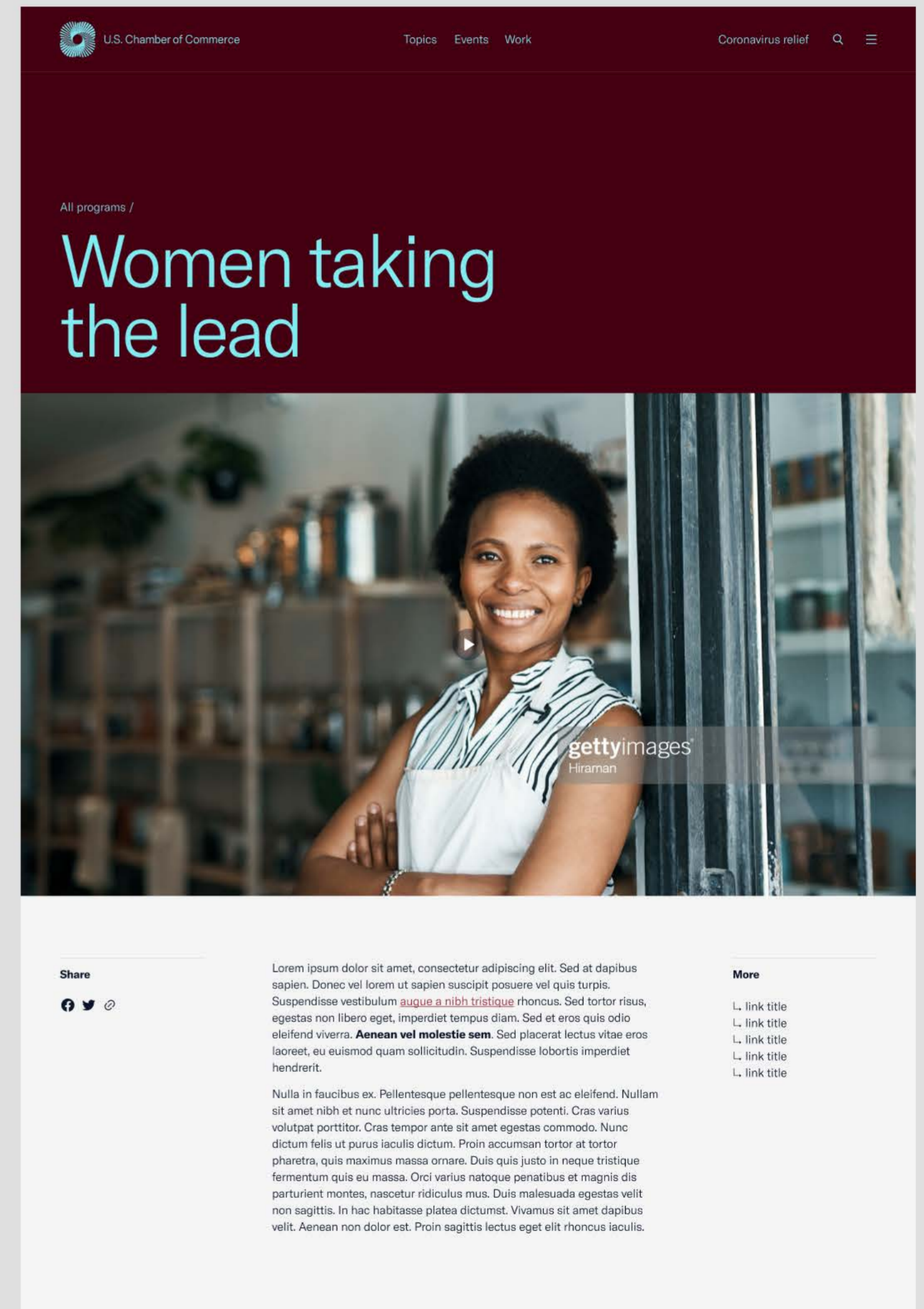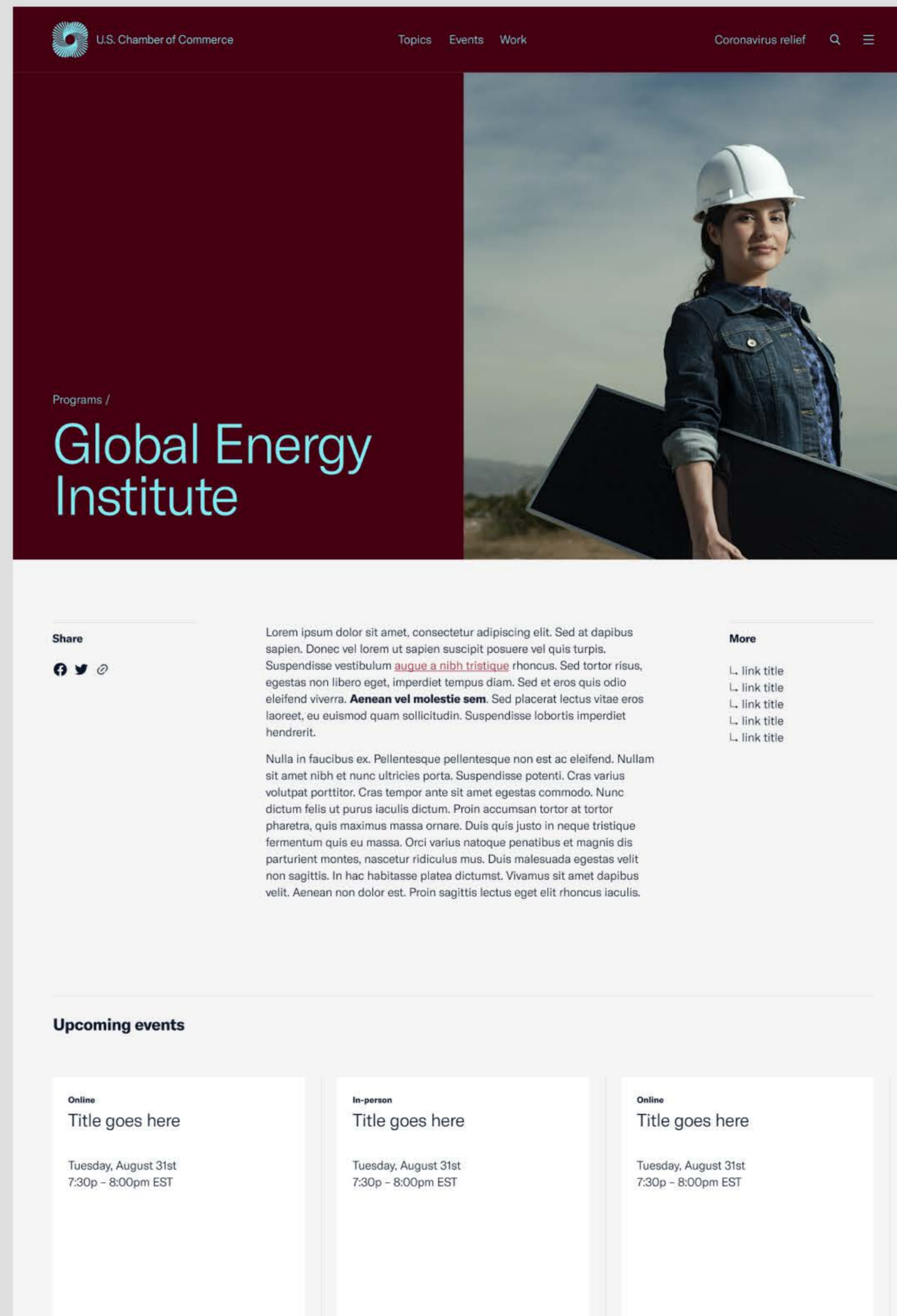
Hero image editing

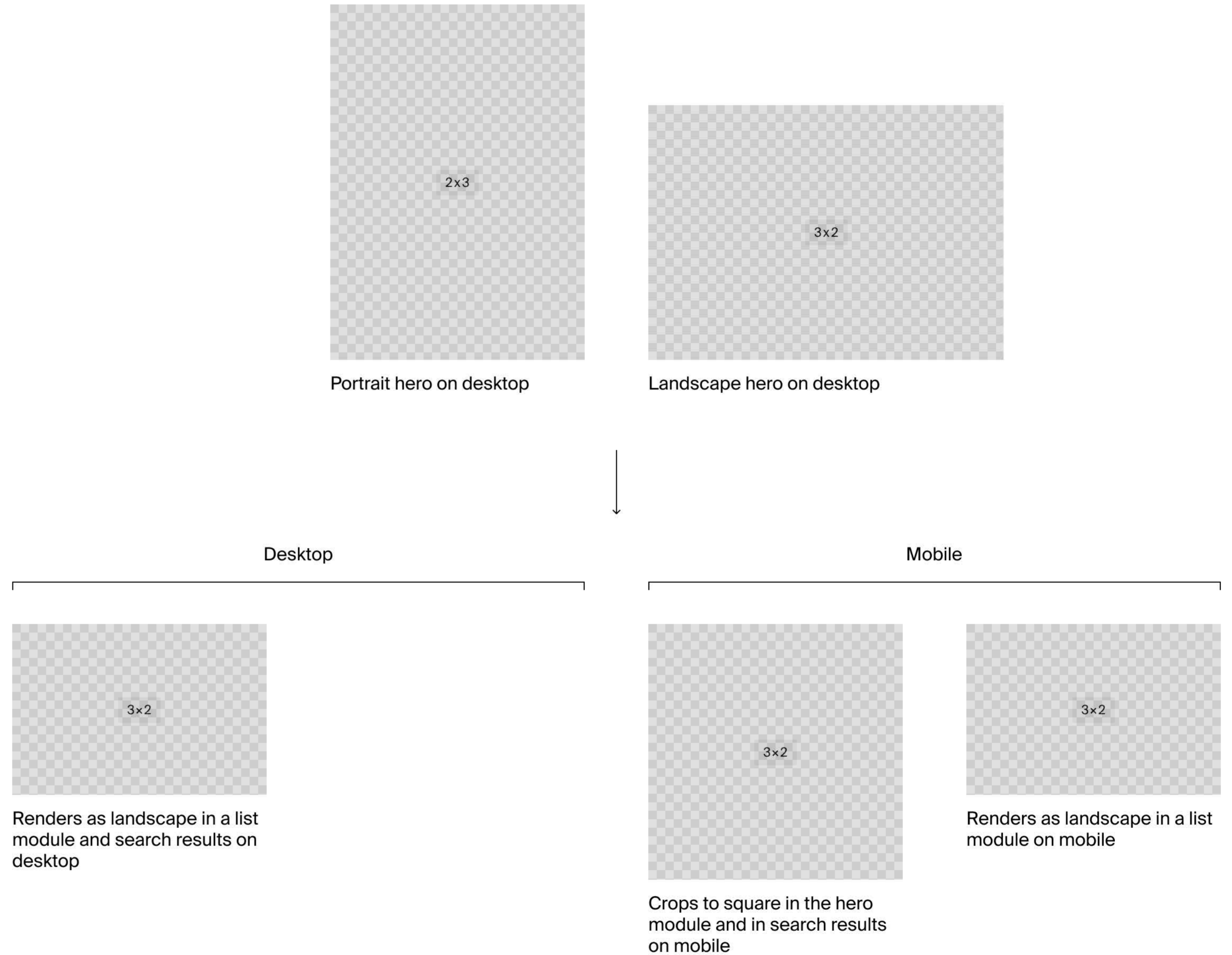Regardless of its orientation in the hero module on desktop, the same image would appear with a landscape ratio in other desktop contexts such as listing and search modules.

On mobile, hero images appear as a square in a hero module and in search results, and with a landscape ratio in a listing module. This is illustrated further in the following pages.

2x3

Portrait hero on desktop

3x2

Landscape hero on desktop

Desktop

3x2

Renders as landscape in a list module and search results on desktop

Mobile

3x2

Crops to square in the hero module and in search results on mobile

3x2

Renders as landscape in a list module on mobile

Editing a portrait hero

The image should be 1824 x 2736 px (2:3 ratio) at 72 dpi. Make sure the subject matter is near the center of your image because the image will crop on the top and bottom in the square ratio.

You may also start from a landscape image for this "portrait" module. It would be cropped as portrait in the CMS. The dimensions for the image are 2736 x 1824 (3:2 ratio) at 72 dpi. As above, make sure the subject is near the center as the image would crop on the left and right sides.
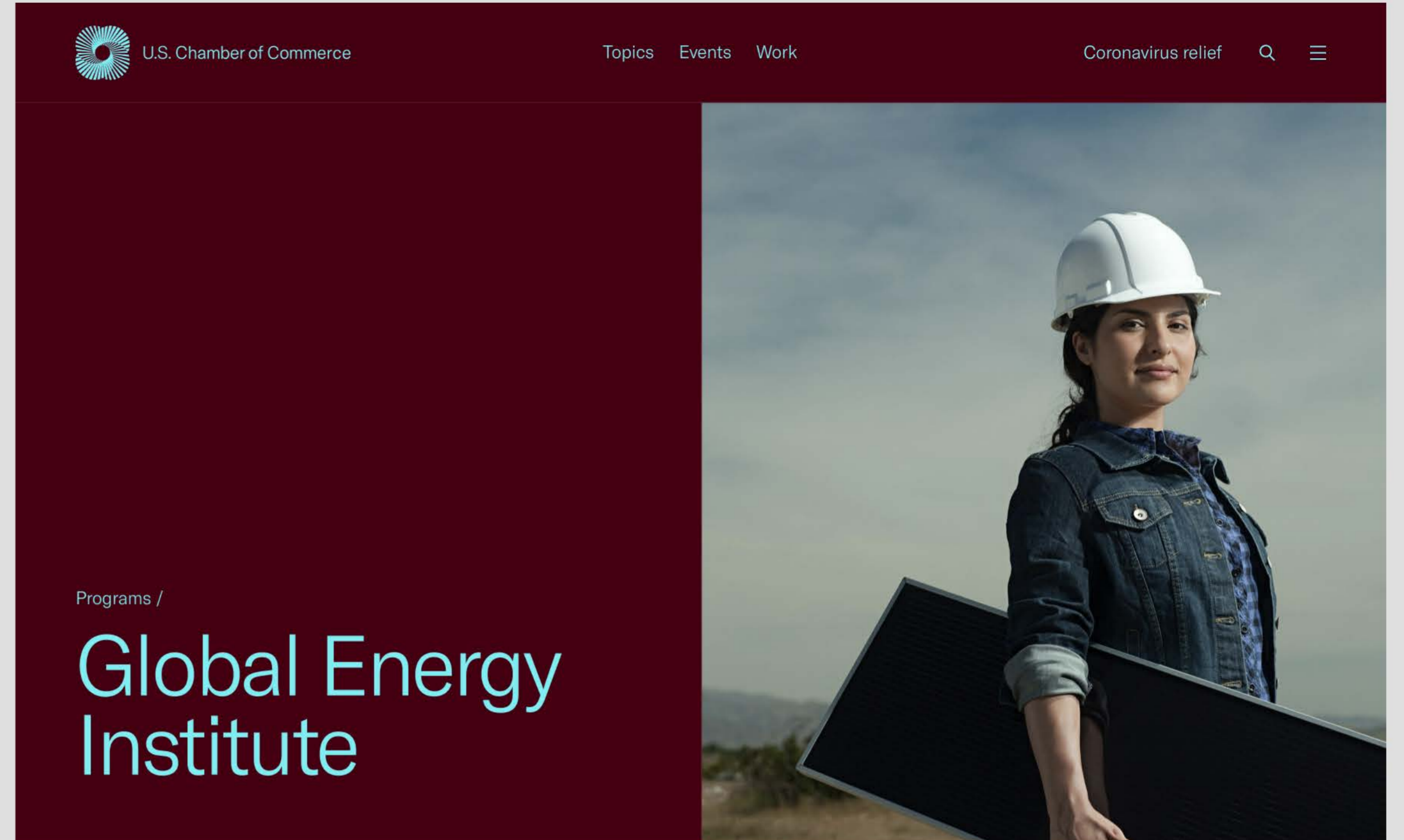

2736 px

1824 px

U.S. Chamber of Commerce

Topics   Events   Work

Coronavirus relief

Programs /

Global Energy Institute

U.S. Chamber of Commerce

Global Energy Institute

Share

Share

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More

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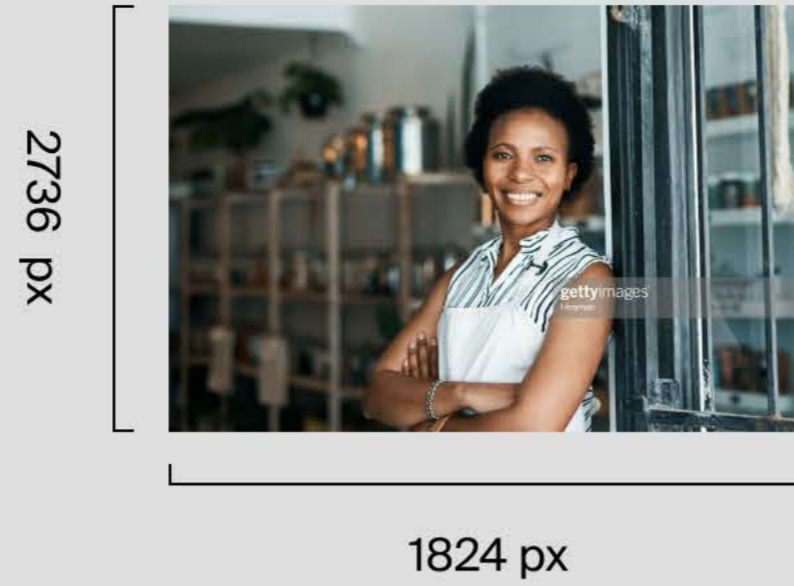
Editing a landscape hero

Use an image sized to 2736 x 1824 px (3:2 ratio) at 72 dpi.

Make sure the subject is near the center of your image, because your image will crop on the left and right sides.

Similar to the portrait hero, this image may also appear as a landscape image in other desktop contexts and as a square in mobile contexts.

2736 px

1824 px

U.S. Chamber of Commerce

Topics   Events   Work

Coronavirus relief

All programs /

Women taking the lead

U.S. Chamber of Commerce
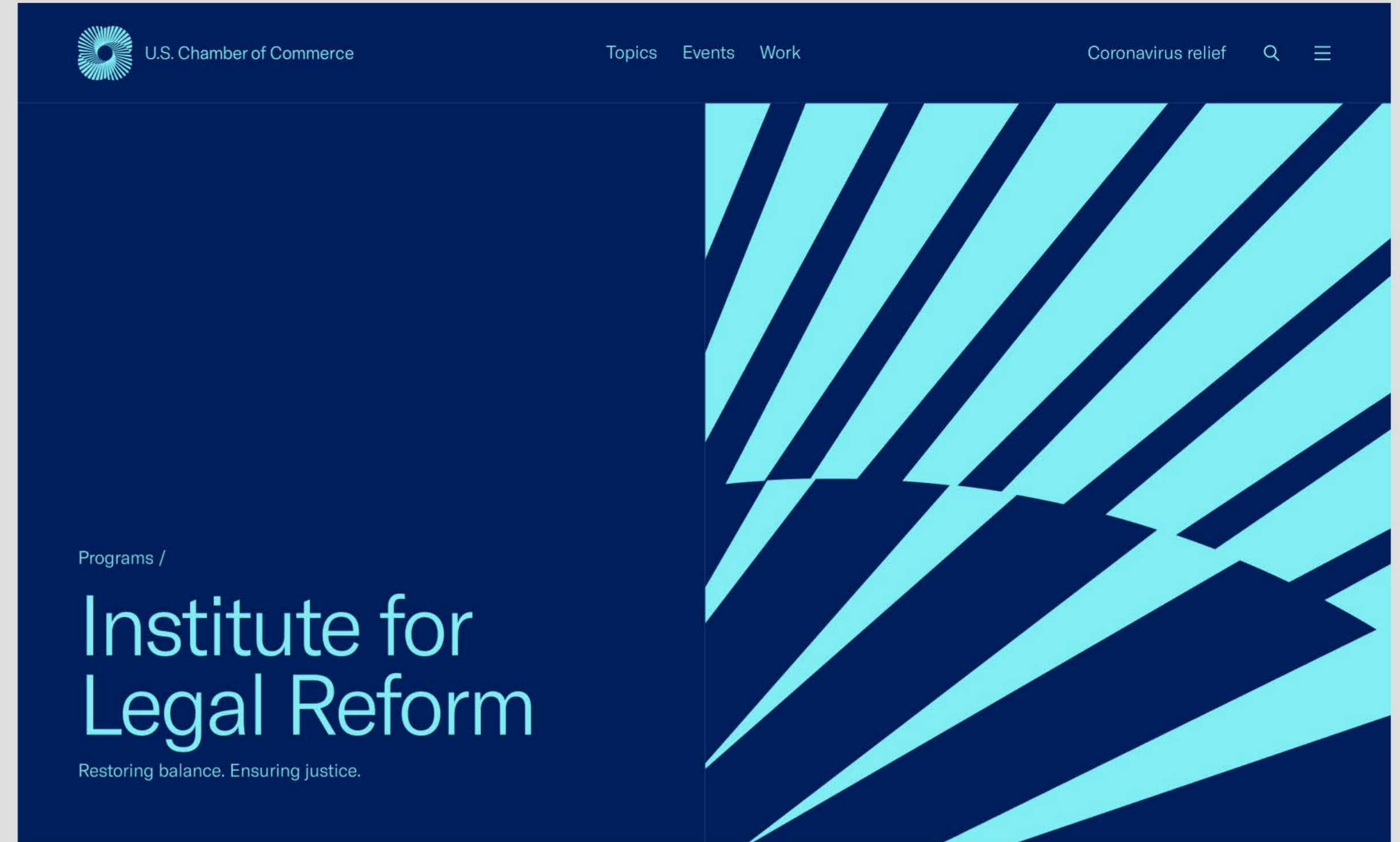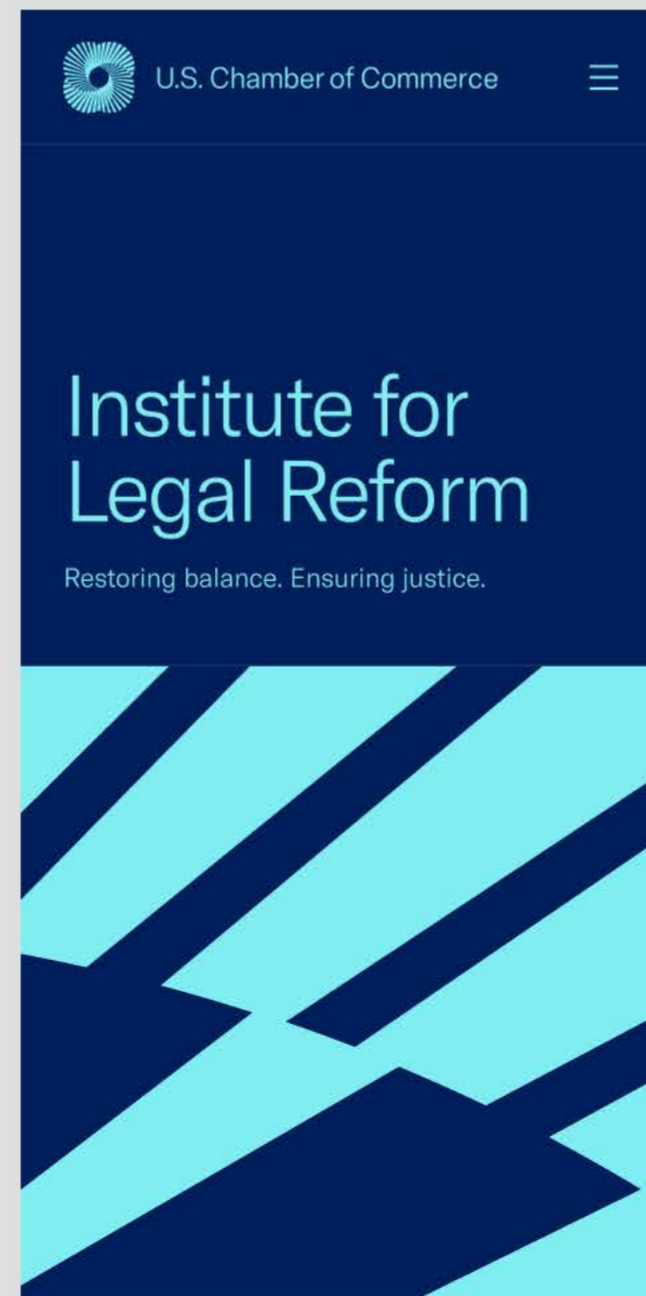
Women taking the lead

Share

Share

More

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed at dapibus sapien. Donec vel lorem ut sapien suscipit posuere vel quis turpis. Suspendisse vestibulum augue a nibh tristique rhoncus. Sed tortor risus, egestas non libero eget, imperdiet tempus diam. Sed et eros quis odio

∟ link title

Hero fallback option

If no image is uploaded, the CMS defaults to a crop of a graphic symbol. Do this with some frequency as the graphic language adds dynamism, impact and variety to the design system as a user navigates the site.

○ U.S. Chamber of Commerce   Topics Events Work   Coronavirus relief 🔍 ☰

Programs /
Institute for Legal Reform
Restoring balance. Ensuring justice.

○ U.S. Chamber of Commerce   ☰

Institute for Legal Reform
Restoring balance. Ensuring justice.

Share

The mission of the U.S. Chamber Institute for Legal Reform (ILR) is to champion a fair legal system that promotes economic growth and opportunity. An effective legal system is critical to helping customers and business owners.

ILR is the most influential legal reform organization in the country and leads unmatched advocacy initiatives that reach into state, federal, and international arenas and cover a wide breadth of issues.

**Explore more**

∟ IRL Website

Goals

- Repairing our broken class action lawsuit system, such as the recent massive spike in securities class action litigation.
- Curbing the rising trend of over-enforcement from state and federal actors that engage in irrational, duplicative, and politically motivated enforcement actions.
- Enacting meaningful legal reforms at the state level, particularly in problematic jurisdictions like Florida, Kentucky, Missouri, and West Virginia.
- Working within the EU to contain and improve major pending legislation

How the hero cascades in the design system

Regardless of its orientation in the hero module, the same image can appear with a landscape ratio in a grid listing module on both desktop and mobile. In search results, that same image would appear with a landscape ratio on desktop but with a square ratio on mobile.

Again, it's important for the subject to be near the center as the image will crop either on the top and bottom or the left and right sides.
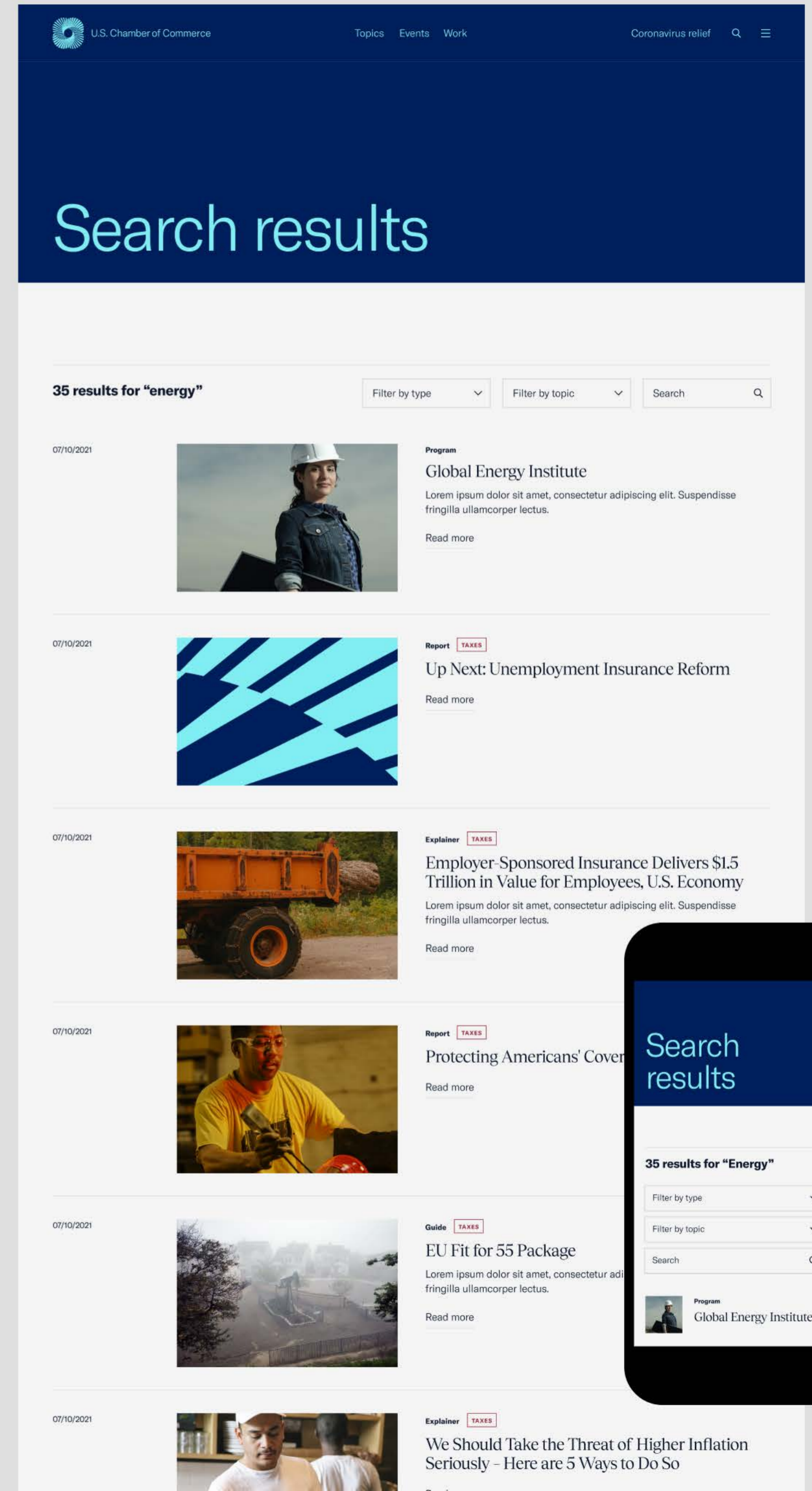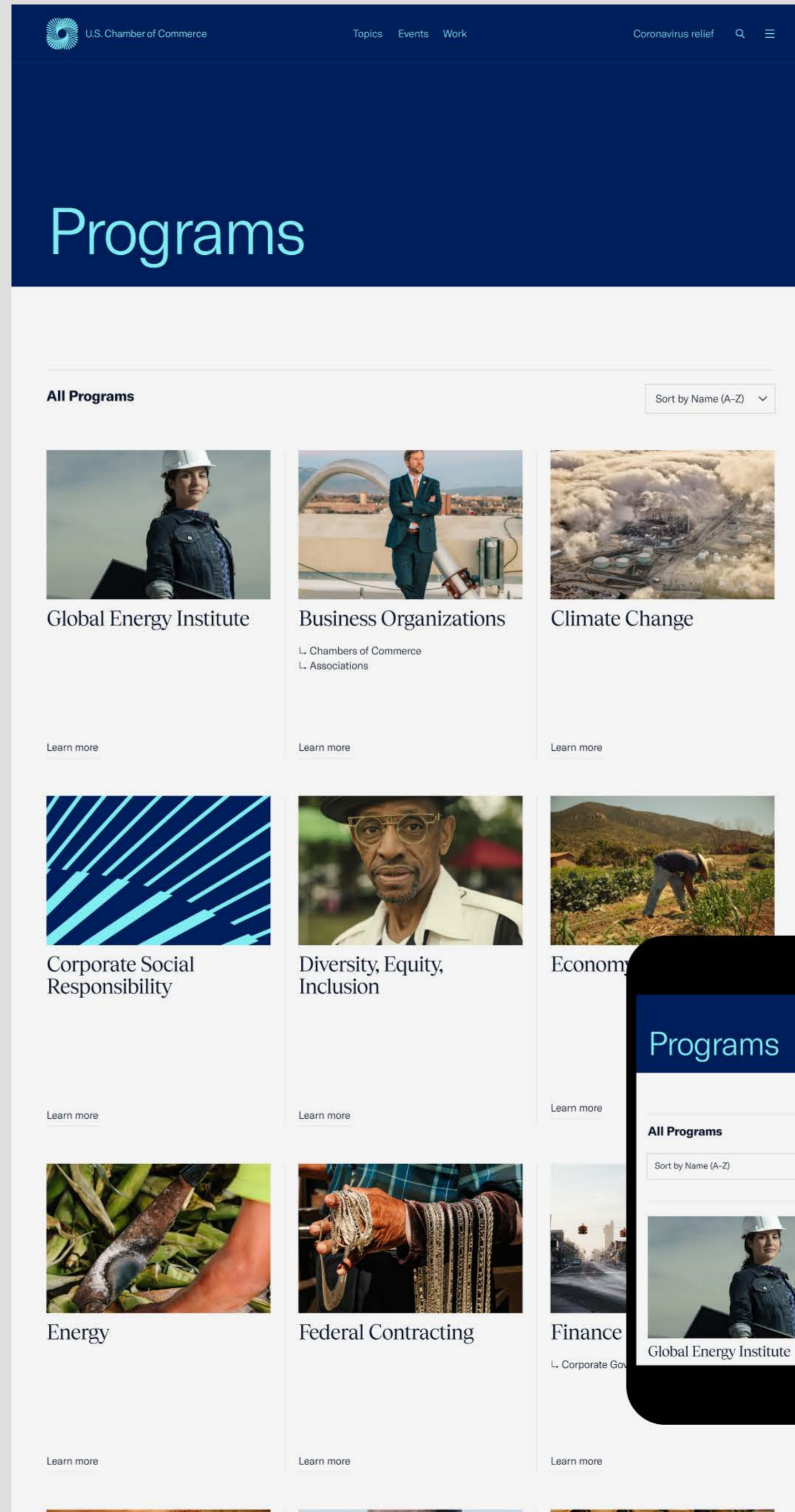
Color matching

If possible, attempt to match the color of the hero image and background. At a minimum, avoid colors that appear to clash with one another.
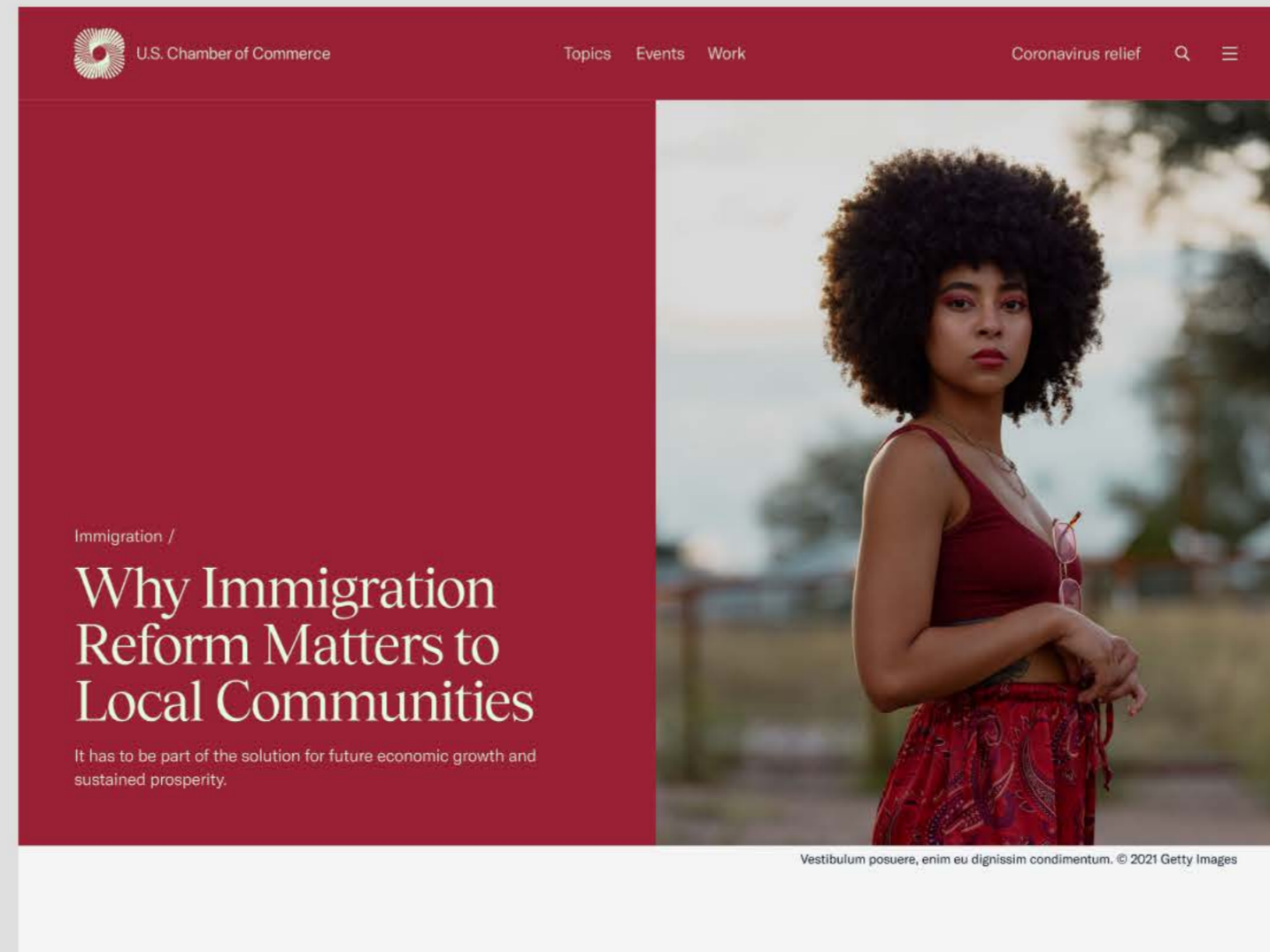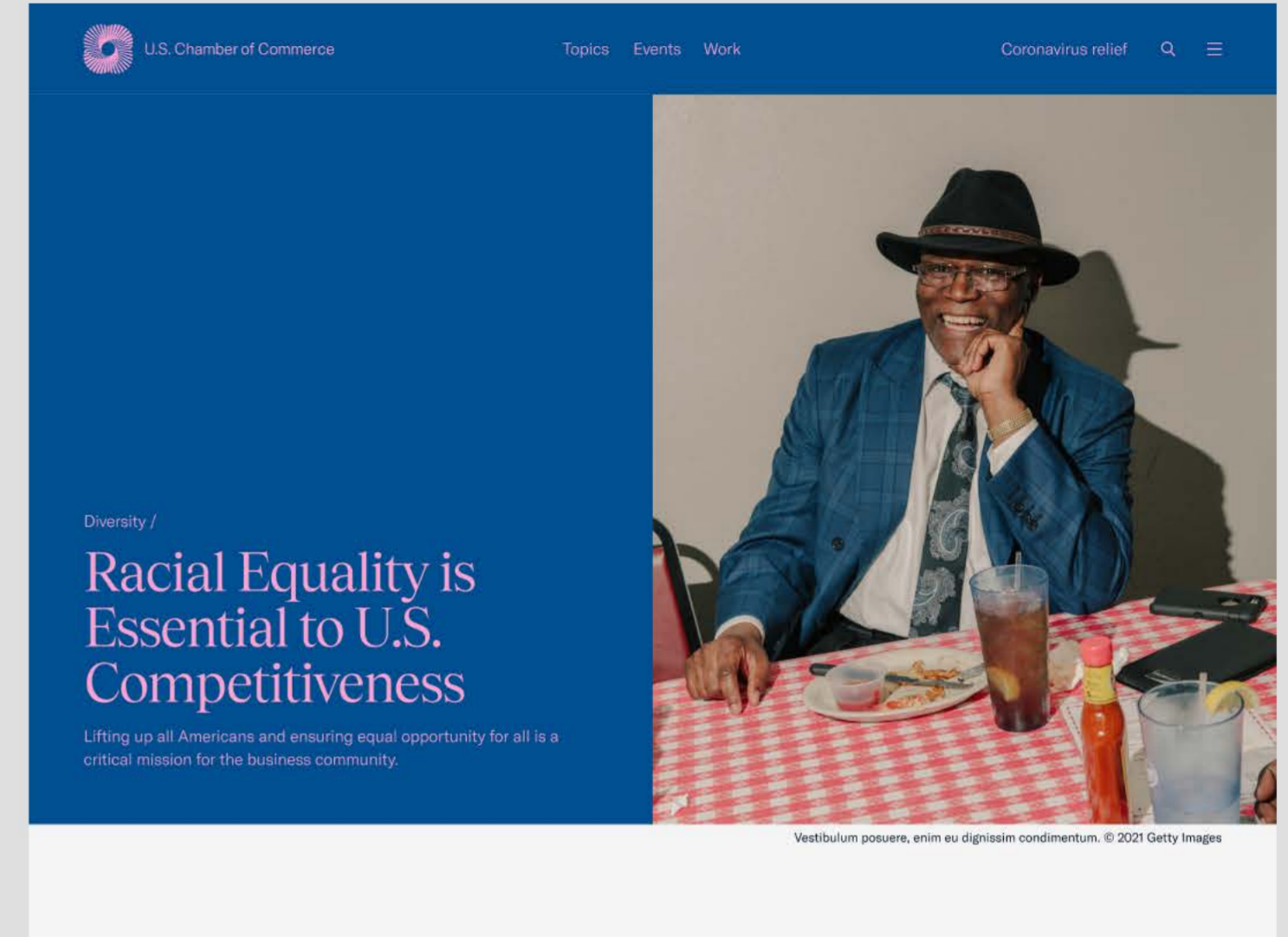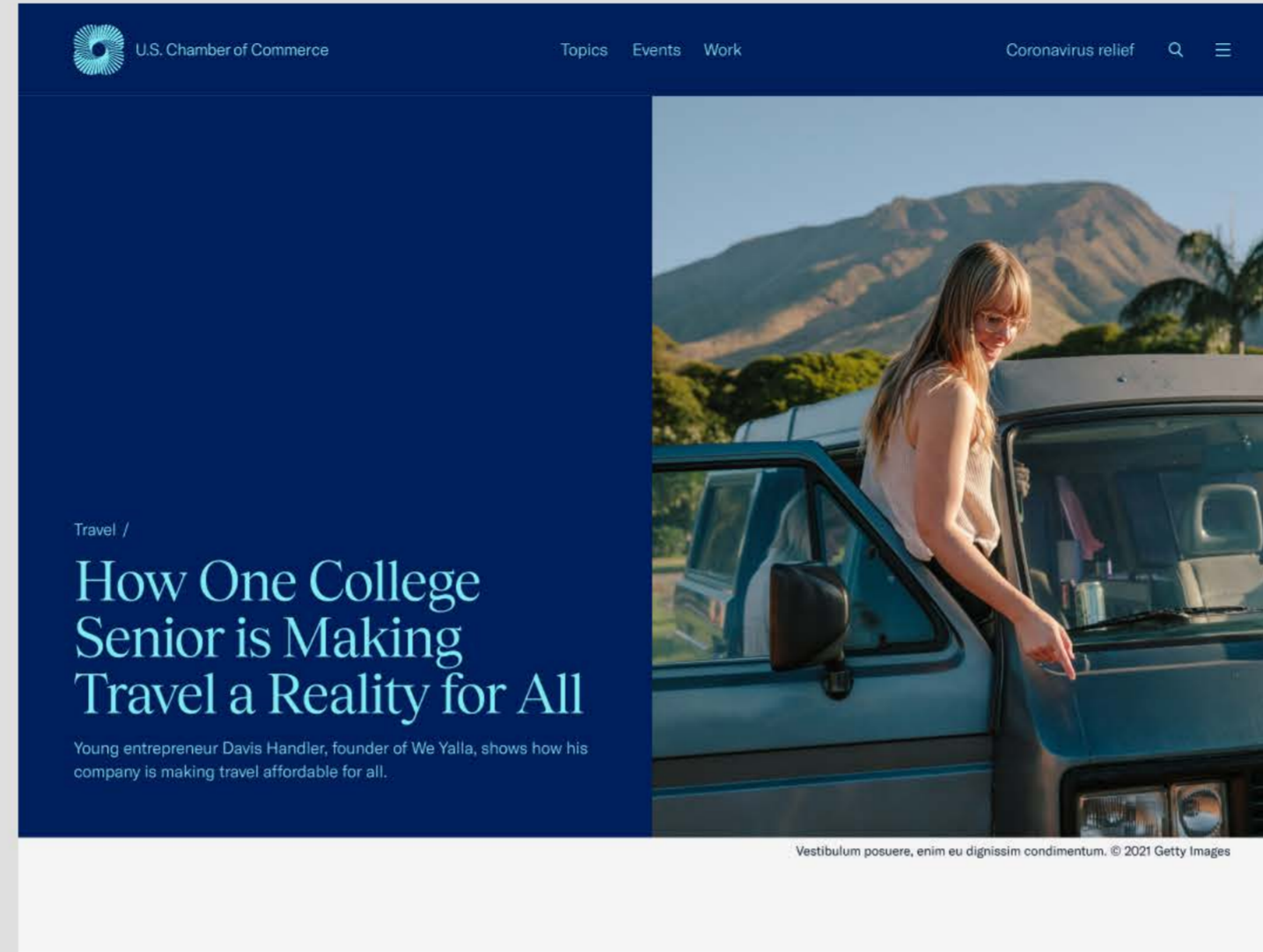
Color correction

Look for images that have a "silver tone," with darker highlights and, although still rich in hue, are somewhat desaturated.
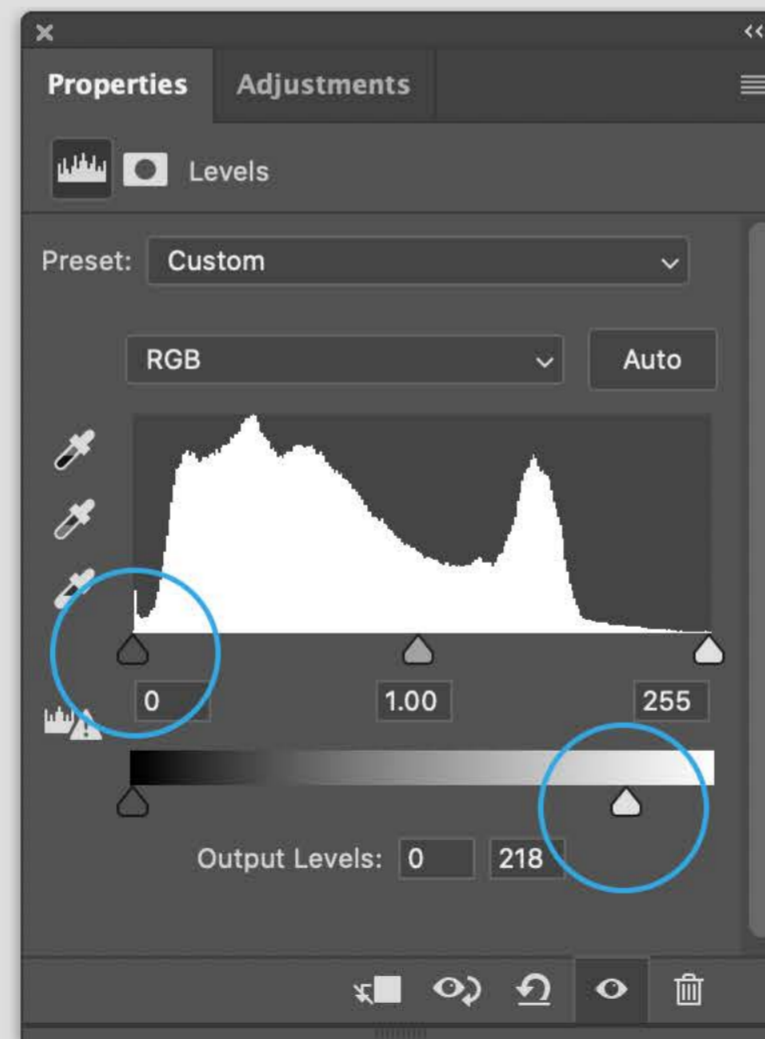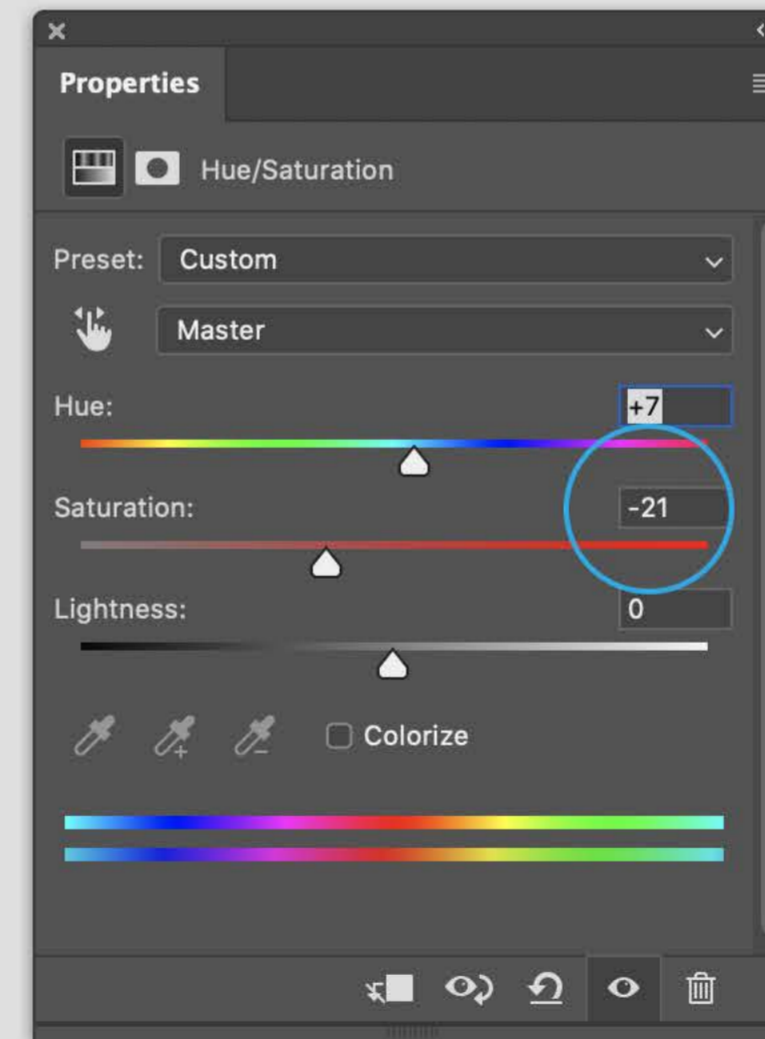
Silver-toned effect

If an image lacks a silver tone and is overly saturated, adjustments that help approximate one in Photoshop include:

- Rich blacks
- Mid tones adjusted to the middle
- Highlights brought down to mid tones
- Some desaturation (quite a bit in some cases)

Use a "Levels" adjustment layer to make rich blacks and bring highlights to mid tones.

Use a "Hue/Saturation" adjustment layer to partially desaturate the image.

Thank you.
Merci.