

DAMIANI

Options Come Early...

Working with **style tiles**

The earlier the options, the better

If you can hone design directions early on and break the process into smaller bite-sized pieces, it will save large amounts of time and frustration.

The sooner we can narrow down options the better!

Options come early, and then a focused path to completion.

The quicker you can get feedback on what you're thinking the better your idea will be...

(more on this later)

Traditional Way

Most clients request several design options, so that they have the opportunity to provide feedback and choose the elements that best suit them.

Traditionally this has meant presenting several different complete and polished homepages.

Each mock-up takes hours to perfect – with one or more of them eventually being scrapped.



Traditional Way



12-50+
Hours per
mock

Introducing: Style Tiles

What are Style Tiles?

Style tiles are a ‘mood board’ of sorts specifically for a website – a snapshot of colours, typography, graphics, button and photography treatments.

Some examples...



Example Style Tiles

Sweet Georgia Yarns

sweetgeorgia



THIS IS A POSSIBLE TITLE

BUTTON

POSSIBLE COLOUR PALETTE



POSSIBLE TYPOGRAPHY

POSSIBLE HEADLINE

Sub Headline



This is your paragraph text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras nec ornare mi. Vestibulum quis nulla elit. Etiam imperdiet consectetur lectus non tempus. Cras lacus velit, hendrerit quis lorem sed, venenatis luctus tellus.

LINK STYLE ▶

— READ MORE —

sweetgeorgia



Sample Feature

Typography

POSSIBLE COLOUR PALETTE



POSSIBLE TYPOGRAPHY

MAIN HEADLINE

THIS IS YOUR SUB HEADLINE

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This is a Link Style

Read More »»»

Example Style Tiles

Signature Recruiting



FEATURE
Typography

LOREM IPSUM DOLOR

POSSIBLE COLOUR PALETTE



Button Example Button Example

Button Example Button Example

[This is a Link Style](#) [This is a Link Style](#)

Main Headline

Sub Headline

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FEATURE
Typography

LOREM IPSUM DOLOR

POSSIBLE COLOUR PALETTE



BUTTON EXAMPLE BUTTON EXAMPLE

BUTTON EXAMPLE BUTTON EXAMPLE

[This is a Link Style](#) [This is a Link Style](#)

Main Headline

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Example Style Tiles

Victoria Gin

VICTORIA GIN
PREMIUM COCKTAIL SPIRIT



LOREM
IPSUM

DOLOR SIT
AMET

POSSIBLE COLOUR PALETTE



Button **Button**

Button **Button**

POSSIBLE TYPOGRAPHY

MAIN HEADLINE

SUB HEADLINE

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VICTORIA GIN
PREMIUM COCKTAIL SPIRIT



LOREM
IPSUM DOLOR
SIT AMET

POSSIBLE COLOUR PALETTE



Button **Button**

Button **Button**

POSSIBLE TYPOGRAPHY

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Example Style Tiles

Pacific Community Resources Society

POSSIBLE IMAGES



POSSIBLE COLOUR PALETTE



POSSIBLE TYPOGRAPHY

POSSIBLE HEADLINE

Possible Sub Heading

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Button Example Button Example

Button Example Button Example

THIS IS A LINK STYLE This is a Link Style

POSSIBLE IMAGES



POSSIBLE COLOUR PALETTE



POSSIBLE TYPOGRAPHY

ENGAGING *with* COMMUNITY

Another Possible Heading

This is your paragraph text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras nec ornare mi. Vestibulum quis nulla elit. Etiam imperdiet consectetur lectus non tempus. Cras lacus velit, hendrerit quis lorem sed, venenatis luctus tellus.

Button Example Button Example

Button Example Button Example

THIS is a Link Style THIS IS A LINK STYLE

Example Style Tiles

Vancouver Island Motor Gathering

VANCOUVER ISLAND
MOTOR GATHERING



FEATURE
Typography

POSSIBLE COLOUR PALETTE



POSSIBLE TYPOGRAPHY

MAIN HEADLINE

Sub Headline

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Button 1

Button 2

Alternative Button

VANCOUVER ISLAND
MOTOR GATHERING



FEATURE TYPOGRAPHY

POSSIBLE COLOUR PALETTE



POSSIBLE TYPOGRAPHY

MAIN HEADLINE

Sub Headline

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BUTTON

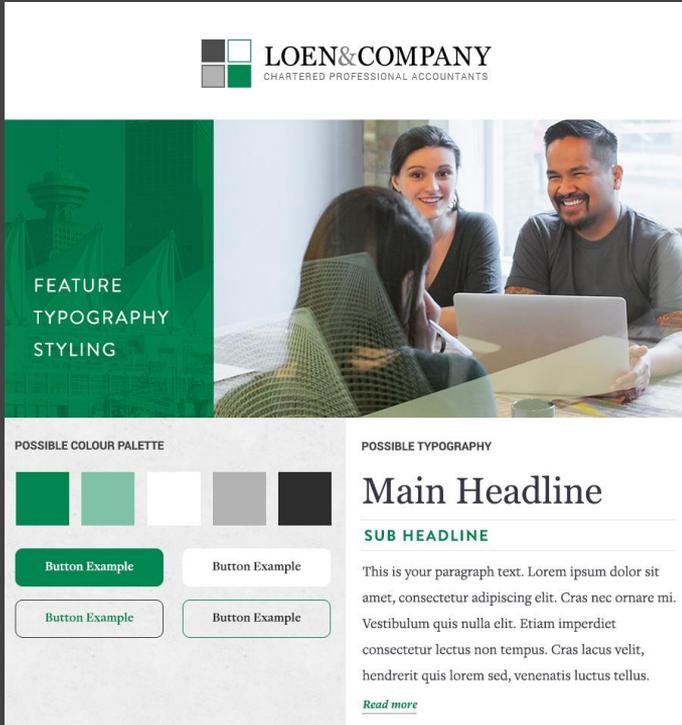
BUTTON

BUTTON ALTERNATIVE

THIS IS A LINK STYLE This is a link style

Example Style Tiles

Loen & Company



LOEN&COMPANY
CHARTERED PROFESSIONAL ACCOUNTANTS

FEATURE
TYPOGRAPHY
STYLING

POSSIBLE COLOUR PALETTE

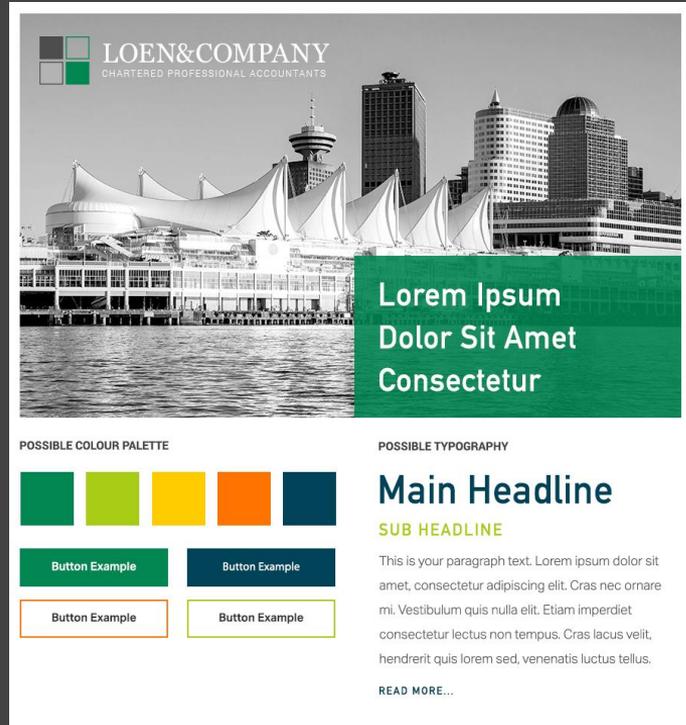
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[Read more](#)



LOEN&COMPANY
CHARTERED PROFESSIONAL ACCOUNTANTS

LOREM IPSUM
DOLOR SIT AMET
CONSECTETUR

POSSIBLE COLOUR PALETTE

POSSIBLE TYPOGRAPHY

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[READ MORE...](#)

Example Style Tiles

Boucher Naturopathic Medical Clinic

BOUCHER NATUROPATHIC
medical clinic



Lorem Ipsum Dolor Sit

POSSIBLE COLOUR PALETTE



POSSIBLE TYPOGRAPHY

Main Headline

SUB HEADLINE

This is your paragraph text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras nec ornare mi. Vestibulum quis nulla elit. Etiam imperdiet consectetur lectus non tempus. Cras lacus velit, hendrerit quis lorem sed, venenatis luctus tellus.

[READ MORE](#)

BOUCHER NATUROPATHIC
medical clinic



Lorem Ipsum dolor sit

POSSIBLE COLOUR PALETTE



POSSIBLE TYPOGRAPHY

Main Headline

Sub Headline

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[Read More](#)

Example Style Tiles

Quittin' Time



FEATURE
TYPOGRAPHY
STYLING

POSSIBLE COLOUR PALETTE



EXAMPLE



EXAMPLE



EXAMPLE



EXAMPLE



POSSIBLE TYPOGRAPHY

MAIN HEADLINE

SUB HEADLINE

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Quittin' Time

POSSIBLE COLOUR PALETTE



BUTTON EXAMPLE



BUTTON EXAMPLE



POSSIBLE TYPOGRAPHY

Main Headline

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QUITTIN' TIME

POSSIBLE COLOUR PALETTE



BUTTON EXAMPLE

BUTTON EXAMPLE

POSSIBLE TYPOGRAPHY

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I look at every single one of these style tile examples with **glee, pride and happiness.**

The Results

- Great end product
- Happy clients
- Took brands in new directions
- Zero negative client experiences

Let's take a closer look!

Signature Recruiting Old Site

The screenshot shows a web browser window with the address bar displaying "https://sigrecruiting.com/". The website has a green and white color scheme. At the top, the logo "signature recruiting" is on the left, and navigation links "Current IT Jobs", "Candidates", "Clients", "About Us", and "Contact" are on the right. Below the navigation is a large green banner with a photo of a diverse group of people. The banner contains the text: "Coming together is a beginning. Keeping together is progress. Working together is success. - Henry Ford". Below the banner is a section titled "Welcome to SIGNature Recruiting" with a paragraph: "Specializing in the Information Technology sector, we bring IT professionals and employers together by understanding their needs, building long term relationships, recommending industry best practices, and delivering solutions with a consultative approach. [More about SIG...](#)". Below this are three columns: "Employers" with a photo of a man and the text "Learn more about our services >", "Job Seekers" with a photo of a woman and the text "Current jobs > Referral Program >", and "Send your Resume" with a photo of a hand holding a resume and the text "Get to the top of the Candidate List >". At the bottom, there is a footer with contact information: "Suite 400 409 Granville Street, Vancouver, BC V6C 1T2 | Phone: 604.569.1163 | Email: info@sigrecruiting.com" and "Copyright 2010 SIGNature Recruiting | [Home](#) | [Privacy Policy](#)". There are also social media icons for LinkedIn, Facebook, and Twitter.

signature recruiting [Current IT Jobs](#) [Candidates](#) [Clients](#) [About Us](#) [Contact](#)

Coming together is a beginning.
Keeping together is progress.
Working together is success.
- Henry Ford

Welcome to SIGNature Recruiting

Specializing in the Information Technology sector, we bring IT professionals and employers together by understanding their needs, building long term relationships, recommending industry best practices, and delivering solutions with a consultative approach. [More about SIG...](#)

Employers
Learn more about our services >

Job Seekers
Current jobs >
Referral Program >

Send your Resume
Get to the top of the Candidate List >

Suite 400 409 Granville Street, Vancouver, BC V6C 1T2 | Phone: 604.569.1163 | Email: info@sigrecruiting.com
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Signature Recruiting Style Tiles

signature recruiting

FEATURE
Typography

POSSIBLE COLOUR PALETTE

Button Example Button Example

Button Example Button Example

Main Headline

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[This is a Link Style](#) [This is a Link Style](#)

signature recruiting

FEATURE
Typography
Lorem Ipsum Dolor

POSSIBLE COLOUR PALETTE

BUTTON EXAMPLE BUTTON EXAMPLE

BUTTON EXAMPLE BUTTON EXAMPLE

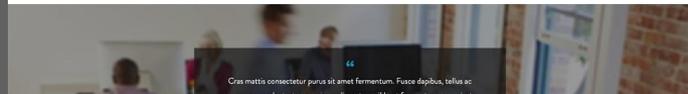
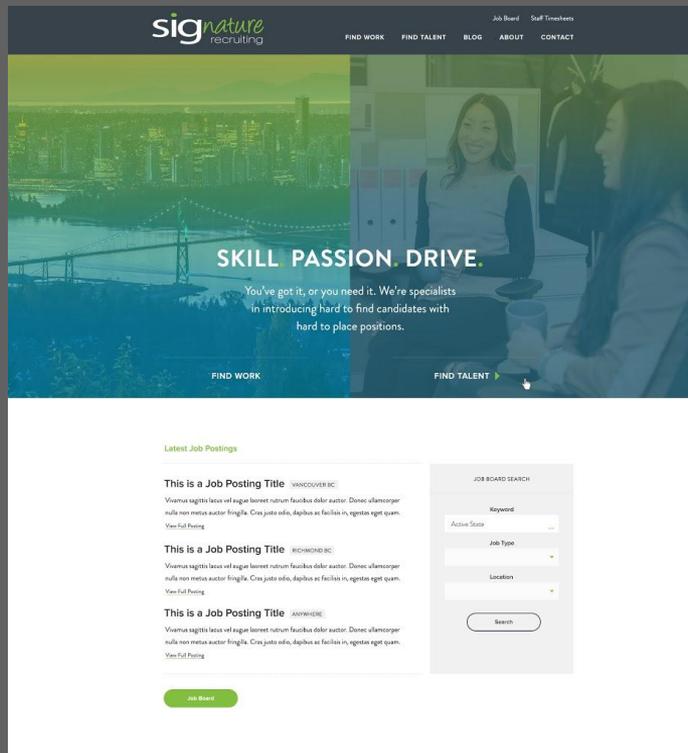
Main Headline

Sub Headline

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[This is a Link Style](#) [This is a Link Style](#)

Signature Recruiting Homepage Design



A visual discovery

Before design starts, we have a kick-off. We discuss colours, typography, look and feel etc.

A style tile is the continuation of that discussion, in a visual format. **A visual discovery.**

A conversation starter

The tile is purposely **detached from real text copy**, allowing the viewer to focus conversation on the design specifics without the distractions of copy or layout.

Style tiles aren't about strict approvals, but discussion and narrowing the path to completion.

They're used to shape the start and middle of the design conversation – and not the end or outcome.

Do style tiles sacrifice creativity?

Style tiles provide focused path to page design mockups.

Forces controlled creative expression, refinement and proof of concept within constraints (which arguably have **better** outcomes).

Allows for more time spent later in the process refining and expanding.

Remember: Traditional approaches often leave those time-consuming homepage explorations in the trash.

Why style tiles?

1. Show rather than tell

What does ‘**modern**’ mean to you, and what does it mean to your client?

Does the client think it means all sans serif fonts, or tech-looking fonts, or a trendy-modern combination of sans serif and serif fonts?

We could spend hours breaking apart what exactly ‘modern’ means through lengthy discussion – **or simply show it.**

Modern

Is this a modern
typography combination

Is this a modern
TYPOGRAPHY COMBINATION

Is this a modern
TYPOGRAPHY COMBINATION

Is this a modern
Typography Combination

2. Save time!

The most obvious benefit of style tiles is the massive time-saving capability.

Style tiles can be quickly put together, changed up, and torn apart.

Several tiles can be designed in a fraction of the time of one homepage design.

2. Save time!



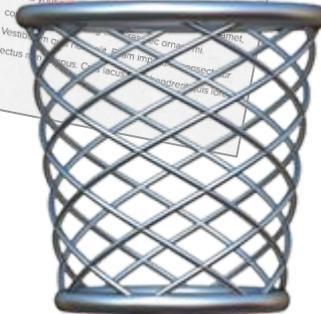
**12-50+
Hours per
mock**

2. Save time!



2-8 Hours

Saving 10-44 hours **per option** presented!



3. Establish credibility

Style tiles allow you to quickly show that you listened to requirements and requests, while also showing the designer's ability to be creative and evolve a brand.

Friction points are reduced as tweaks and direction can be pivoted quickly.

4. Engagement not frustration

Style tiles break the many decisions involved in designing a website down into a small bite-size pieces, and invite feedback.

They allow a client to engage in the design process at an early stage.

The more input and dialogue between client and us, the better the relationship will be.

5. Insights and relationship

Getting insights on your client's taste, vocabulary, and working style is quick and easy through these small design snippets.

We can start communicating with common language and gain understanding of each other.

Style tiles ensure everyone is on the same page before any major pieces of design are created.

6. Style tiles got our back

Should things turn sour, a project lead change, or decisions change, style tiles have you covered.

They are a flag in the ground illustrating an agreed direction.

Should the project be derailed for any reason, you have proof of work and rationale behind decisions throughout the project.

How to work with Style Tiles

How to work with style tiles

1. Present two or three unique directions as style tiles for each site.
2. Work with the client to refine those options down to one direction.
3. Feedback and rounds of revisions are able to move quickly.

What to explore

Some design elements may already be defined by brand guidelines – but when they are not, these are some things that can be explored through a style tile

- **Logo**
- **Images**
- **Color Palette**
- **Typography**
- **Buttons**

Feedback

Arguably the most important part of the style tile process is the discussions and feedback.

Encourage clients to provide feedback in a way that works for them – have fun and ask questions.

There is nothing worse than an un-engaged client. Once they see that their input will really shape the design, interest and engagement in the process will increase (as well as their enjoyment). I've witnessed it time and time again.

Feedback Examples

GREAT FEEDBACK

- Overall feeling of X was preferred over Y
- Buttons from X as they feel more modern
- Colour palette from Y as it will work with our slide presentations
- Don't like how bold X is

POOR FEEDBACK

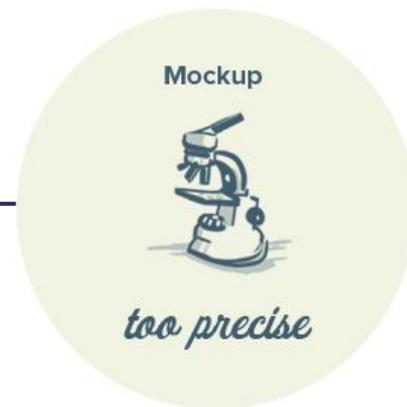
- Option X
- Tile X with the buttons from Y

Summary

Web projects



Branding, identity



**(?) Banners, Ads,
Changes (?)**

One more thing...



It's your big day!

You want the perfect cake.

Both you and your partner/s want to help choose the perfect cake.

Your parent/s have to approve (as they are paying).

There is a lot of pressure, a lot of work to do to arrange the wedding, and you are stressed.

You contact a cake vendor.

It's your big day!

Two approaches:

- You receive two completed cakes, and have one to pick from
- You sample cupcakes, provide feedback to the baker and then they put together your cake

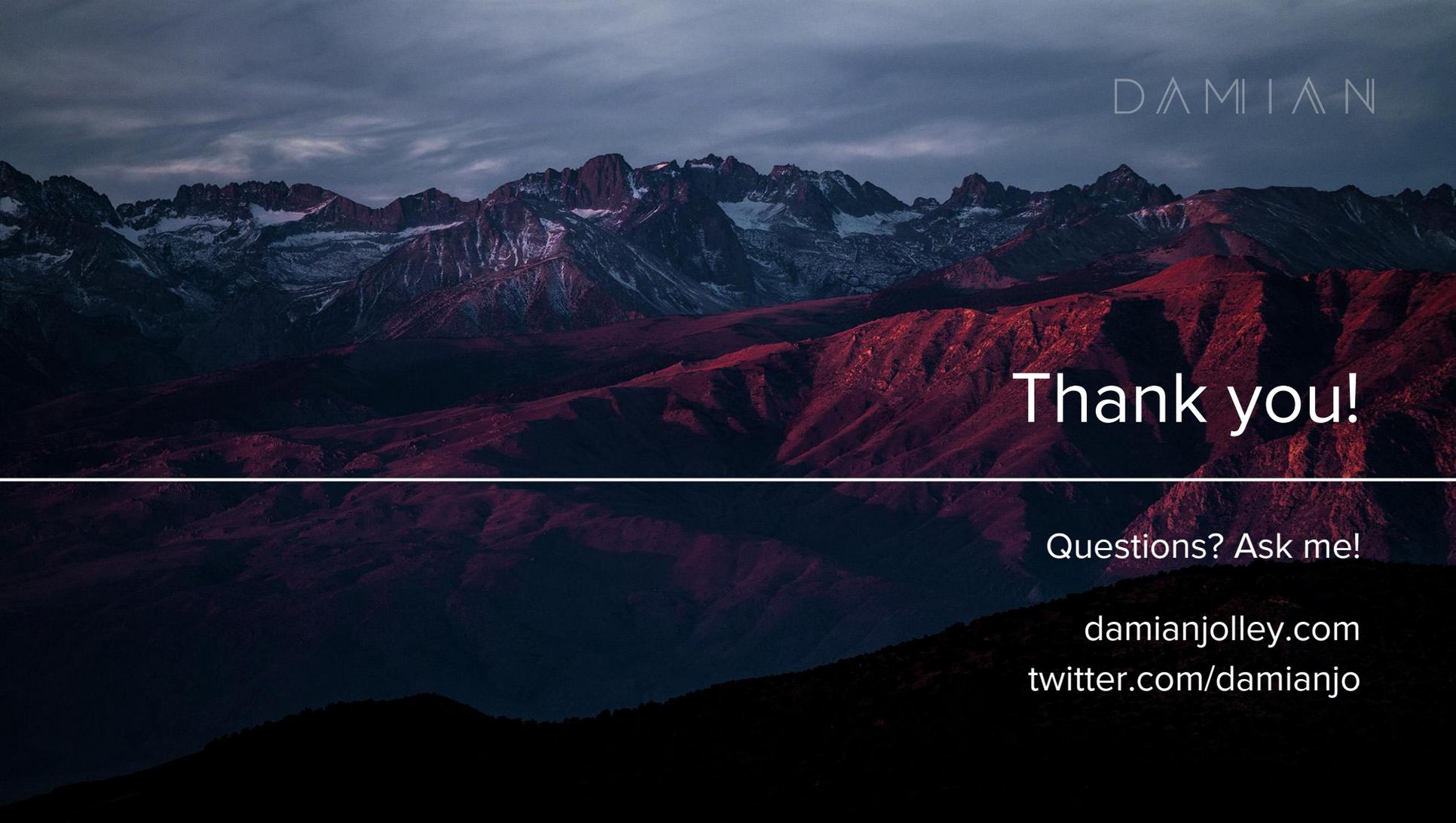


Think about...

Both got to the perfect cake, but:

- Which baker spent the most time getting to the finished product?
- Which approach had the most wastage?
- Which one you enjoy (as the client)?
- Which one did the baker enjoy more?





DAMIANI

Thank you!

Questions? Ask me!

damianjolley.com

twitter.com/damianjo