Dolby Instagram

AUDIT & DESIGN TOOLKIT

Goal

Build a Design toolkit that covers our current needs & as well as evolve in the future.

Statement

Treat instagram wall as a website or UI module that should be consistent and unified visually together.

Setup Main theme

240PX

Text Field

50PX Headline 180pt 50PX

50PX Optional subheadline 01 Text Field 50PX

100px

50PX

Gradients Photos

Solid Typography

240PX

Text Field

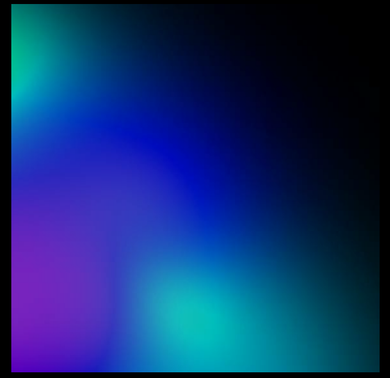
50PX Headline 120pt 50PX

Measurement & layouts

Outro logos centered

50PX Dolby logo

Build and gather database of elements that we use often and make them plug&play style of usage. We can build a symbol groups for things like partner logos, our logos, type of headlines, gradient styles, photos etc.



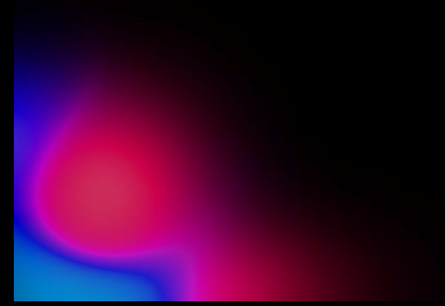
NETFLIX

amazon music HD

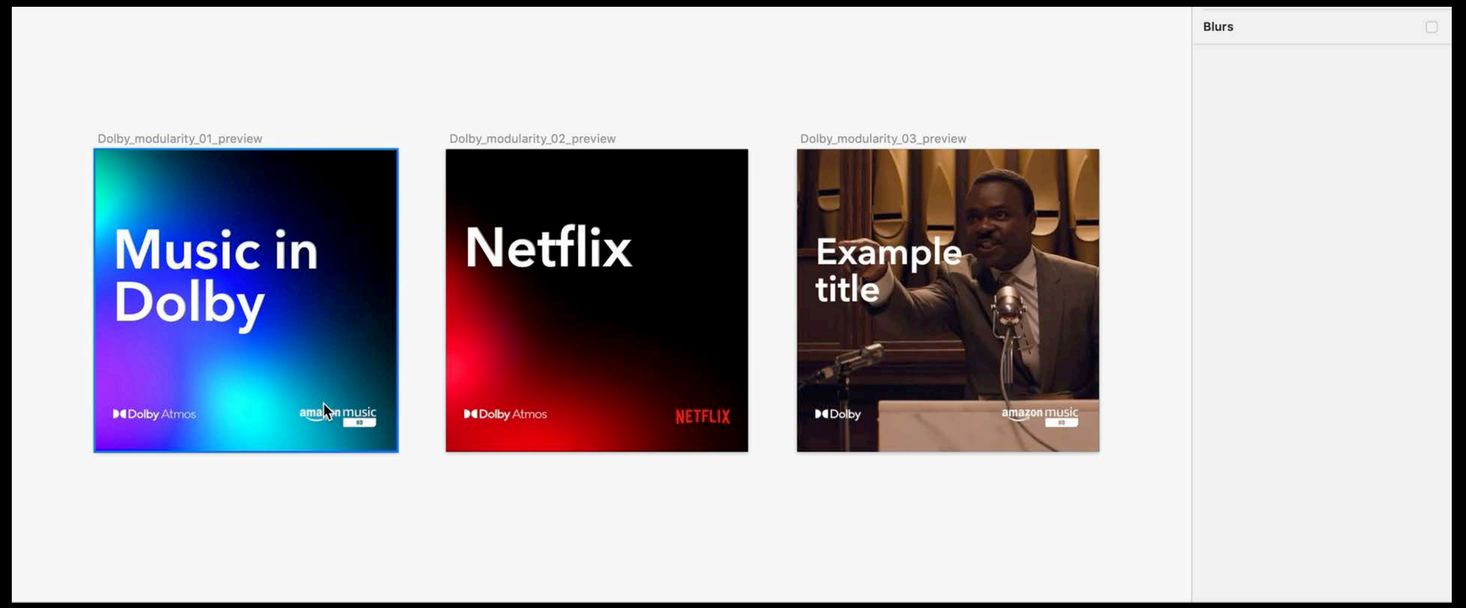
Pride in Dolby

Dolby Atmos

Music in Dolby.

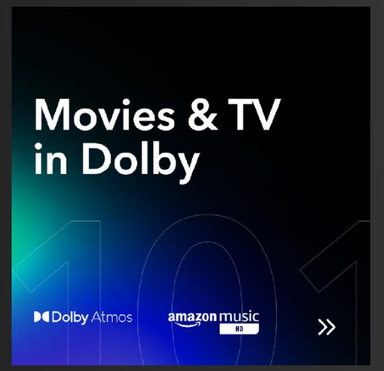


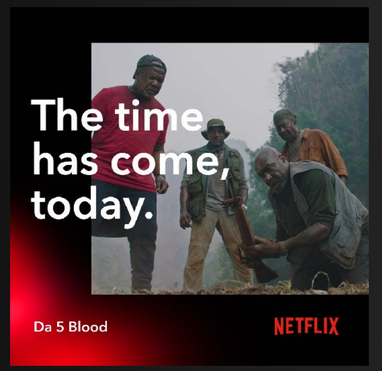
Modularity means that we can easily adapt to specific requirements in a quick and make creating posts more affordable. By using Sketch “symbols” database or different type of software everything can be generated almost automatically and database grow in time.

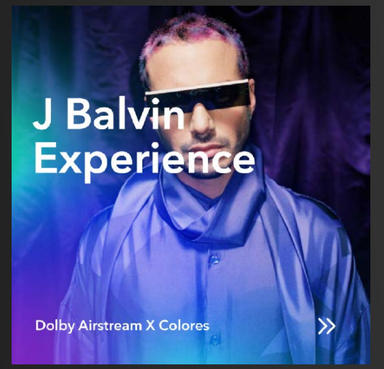


Setup One family

All elements used to create posts for instagram are unified in terms of colours, styles and typography. All of these things create a big wall of consistency.

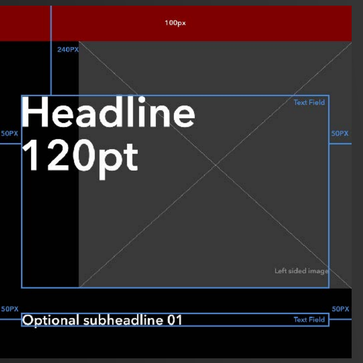


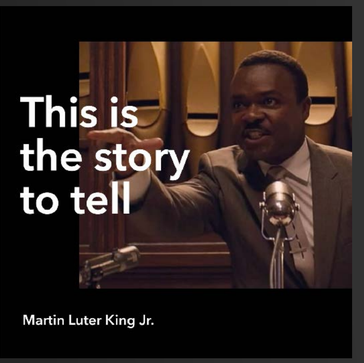




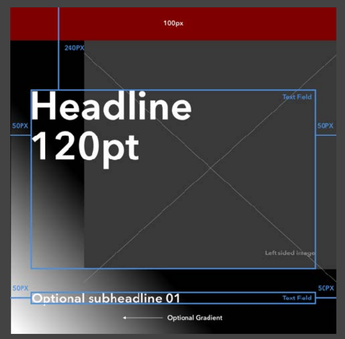
Setup Evolution

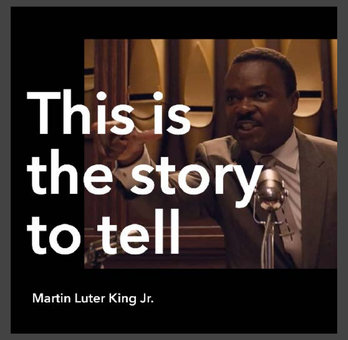
Layouts, layouts, layouts.
Can be useful and provides us that unified look of each post and avoid any visual mistakes or incoherence.
Each post can be adaptive cause we want to build in future more layouts in our database.

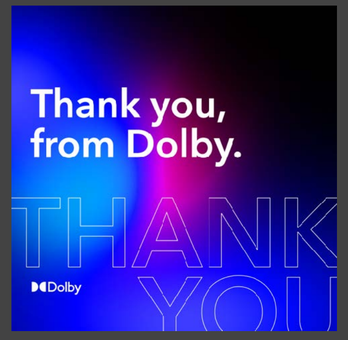




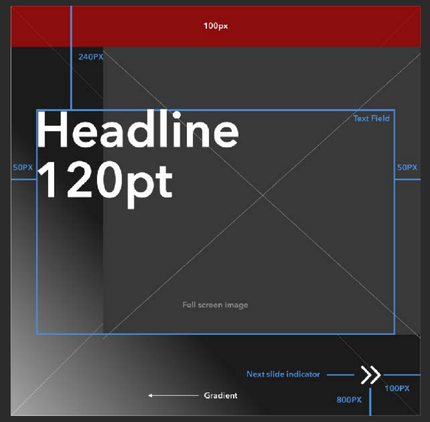
Examples Single

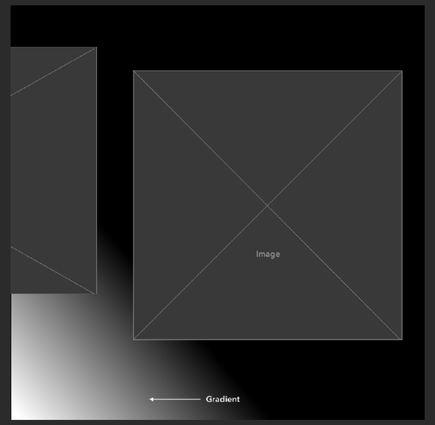


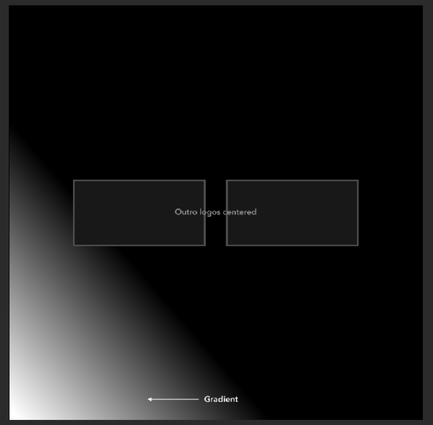


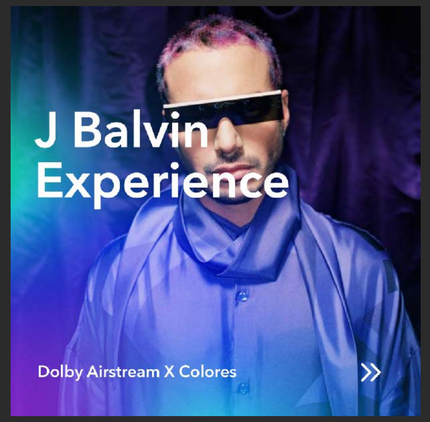


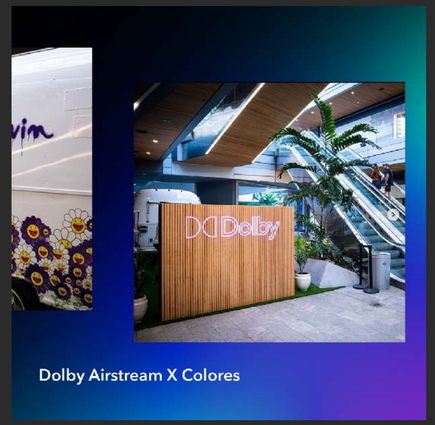
Examples Carousel

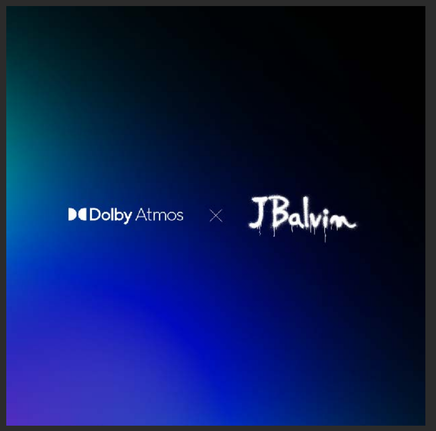




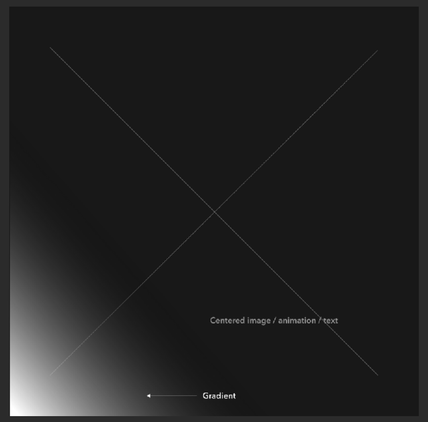


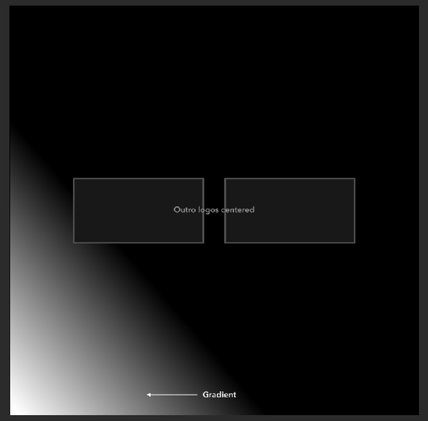


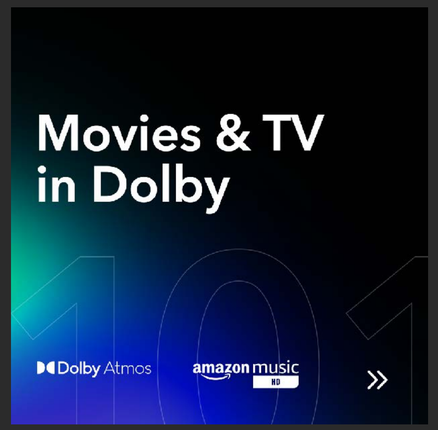


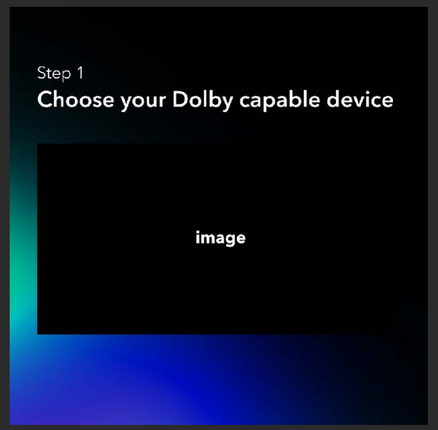


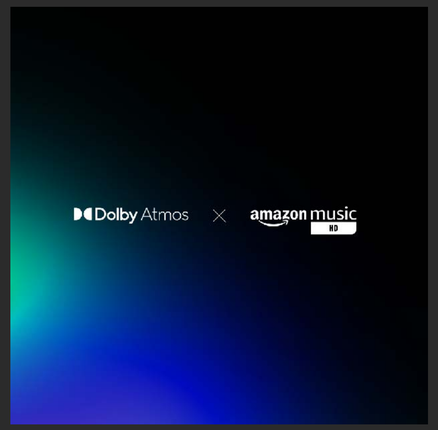
Examples Animated



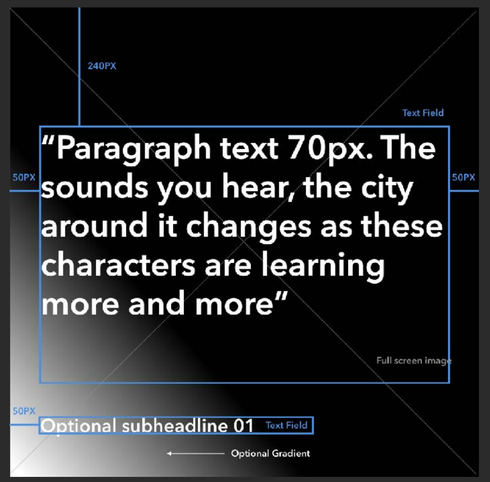


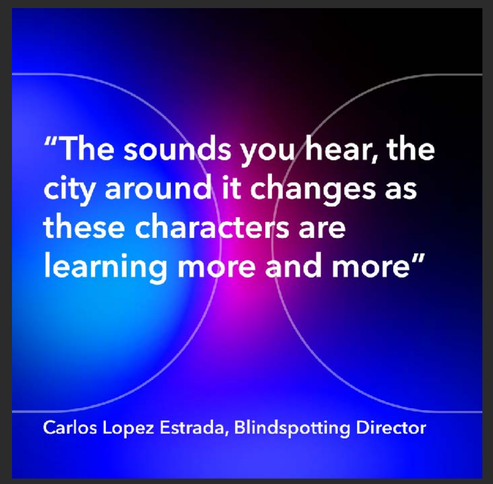




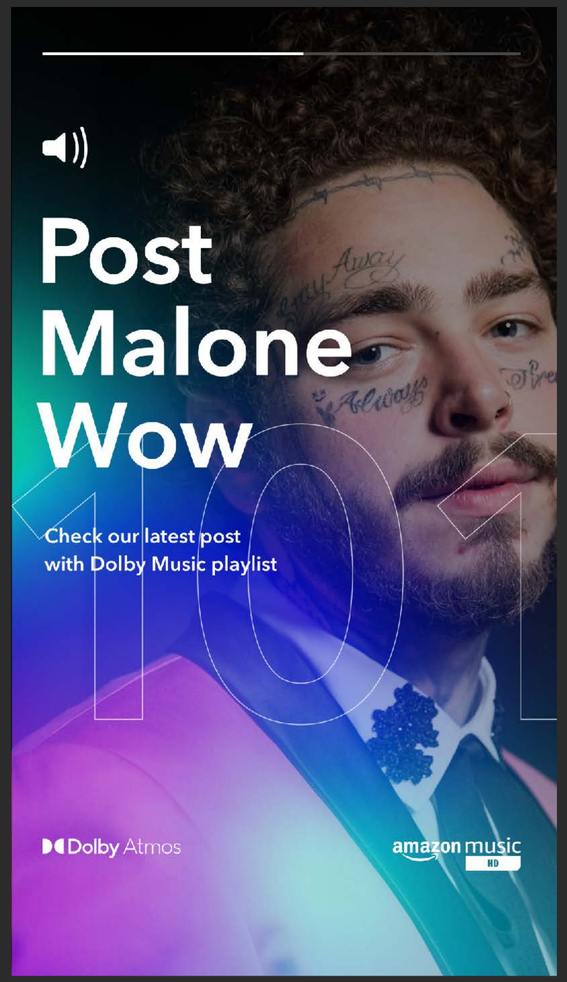


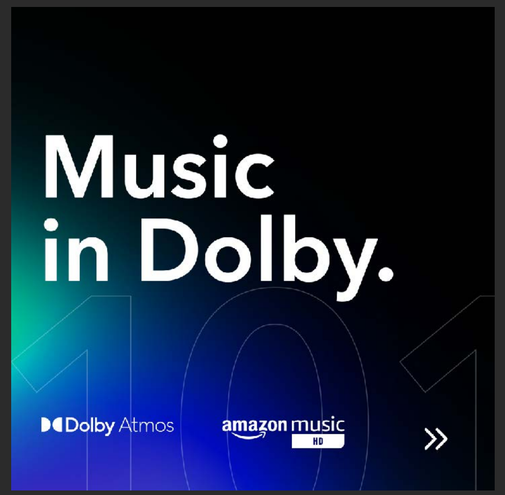
Examples Quote

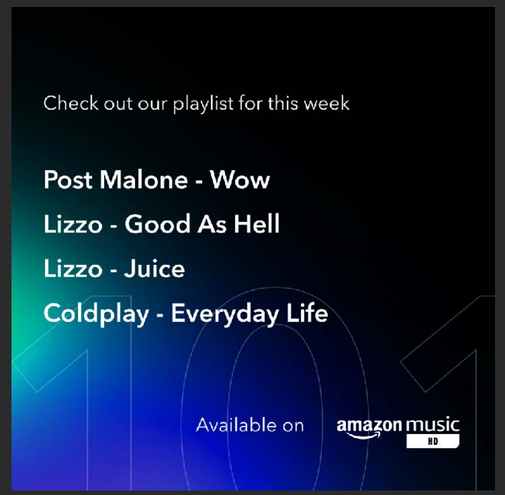


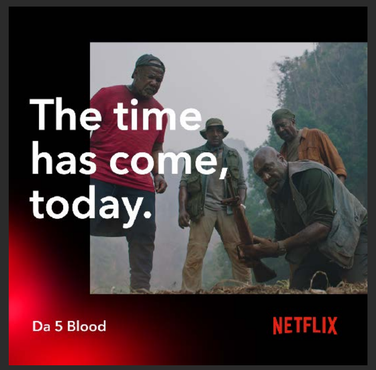
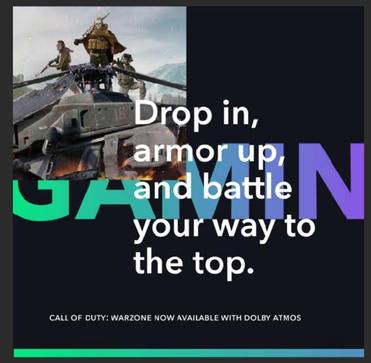
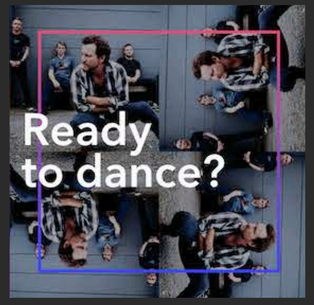
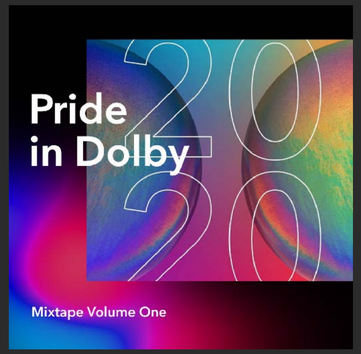
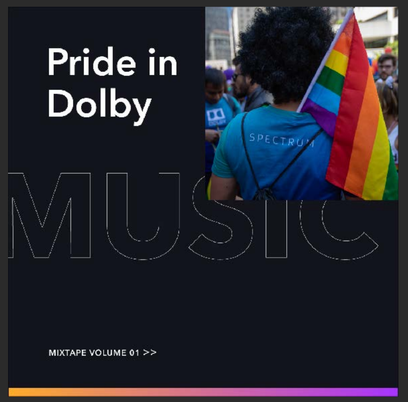
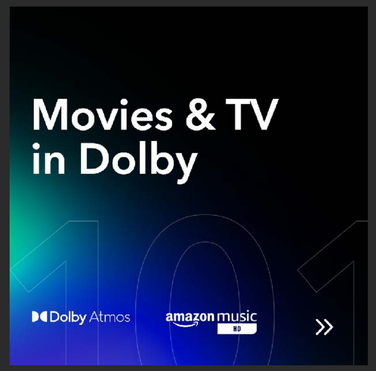


Examples Story to post connection







Examples Post to story connection

Examples Design Approach / Look & feel explorations