

# Style Tiles

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Style Tiles are a design deliverable consisting of fonts, colors and interface elements that communicate the essence of a visual brand.

They help form a common visual language between the designer and the stakeholders and provide a catalyst for discussions around the preferences and goals of the client.

# Samantha Warren

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Samantha is an Experience Design Lead at Adobe, San Francisco. Previously she worked for companies such as Twitter, Phase2, Viget Labs, and Ogilvy. Not only is her client list extensive, including National Geographic, Ford Motors, Quaker Oats, and PBS, but she is also known for contributing her design expertise through various online sites.

Samantha's favorite part of the creative process is brainstorming and talking with the client. She enjoys getting people involved in the process, and believes that the best ideas come from collaboration. She also believes that the best design is when the message is communicated to the widest audience possible, while still appealing the client goals. What makes her creative process different from anyone else is that she pushes interactivity to a new level. She asks a lot of questions, and isn't afraid to get clients involved. To her, the most important thing is being interactive.



“Your process should be as responsive as the products you are designing.”

# Styletil.es

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A process for more efficient responsive design



# How to use Style Tiles

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1. **Listen:** Have a design kickoff meeting / Ask questions
2. **Interpret:** Breakdown client feedback
3. **Define a visual language:** Composing
4. **Iterate**

Logo Here

## Project Name

Style Tile  
*version:1*

### Possible Colors



### Textures



This is an example of a Button

Submit Button Example Here

## This is an Example of a Header

Font: Name #hexcode

### This is an Example of a Sub Head

Font: Name #hexcode

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Name #hexcode

This is an example of a Text link »

### Adjectives

Lorem Ipsum Dolor  
Sit Amet Magna

<http://www.styletil.es>

Template by @Samanthatoy

Be creative, don't just use this template as-is!



# FOOD WITH INTEGRITY

Font: Franchise

## The Business of Good Food

Font: AW Conqueror Sans

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Helvetica

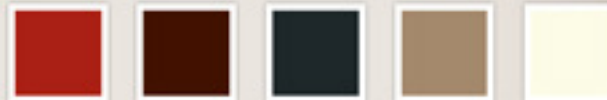
This is an example of a Text link >

**BUTTON**

**BUTTON**

IT'S NOT JUST A  
**BURRITO.**  
IT'S A FOIL-WRAPPED, HAND-CRAFTED,  
LOCAL FARM SUPPORTING,  
**FOOD CULTURE CHANGING**  
CYLINDER OF DELICIOUSNESS.  
LEARN MORE ABOUT  
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### Possible Colors



### Imagery

