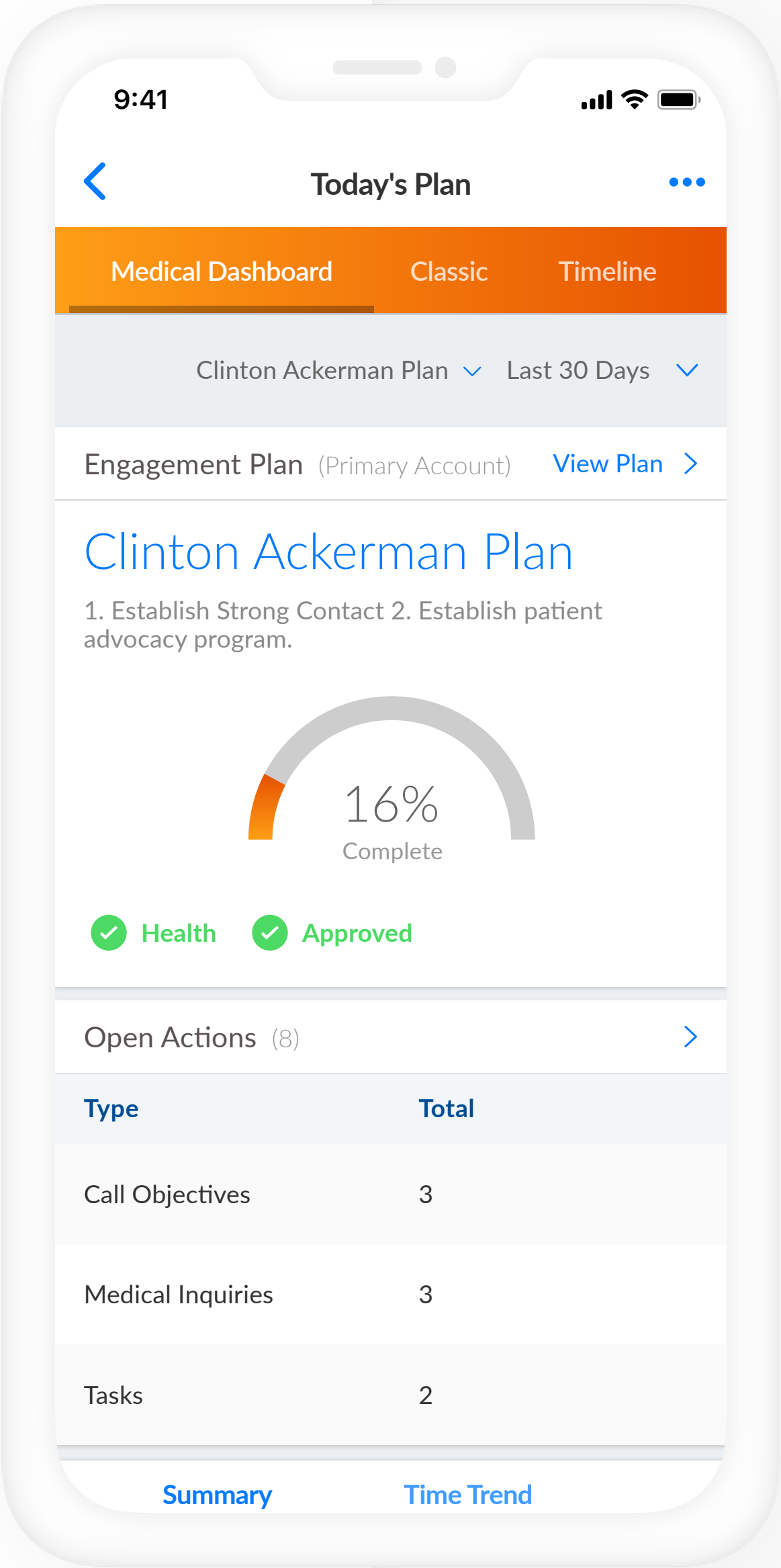


MyInsights Styleguide



Styles

Colors

Color contrast has been verified via <https://webaim.org/resources/contrastchecker/>

Primary

Veeva Brand Main colors that are used to indicate main actions for the user to take.

Veeva Brand Orange

#FF9E16

Veeva Dark Orange

#E65100

Veeva Brand Blue

#008FD2

Veeva Dark Blue

#004C93

Veeva Brand Grey

#8A8A8D

Veeva Dark Grey

#5A5454

Secondary

Fuschia

#FF5575

Dark Fuchsia

#8B123A

Sky

#5AC8FA

Dark Sky

#004C93

Chartreuse

#CFDB00

Dark Green

#326C07

Teal

#38CDB8

Dark Teal

#007A7F

Alerts

Green
GOOD

#4CD964

Yellow
WARNING

#FFCC00

Red
ERROR

#F00D00

Background

White

#FFFFFF

Light Grey

#FAFAFB

Grey

#ECEFF1

Space Blue

#021F3A

Line

Grey

#CDCDCD

Dark Grey

#AEAEAE

Text

Lightest Grey

#999999

Light Grey

#666666

Grey

#333333
























Black

#000000

Link Blue

#007AFF

Text Styles

Header	Size	Weight	Alignment	Header	Size	Weight	Alignment
Body Copy	14	Regular		Status Success	14	Bold	
Body Copy Detail	14	Regular		Status Warning	14	Bold	
Body Copy Disabled	14	Regular		Status Error	14	Bold	
Body Link	14	Regular	 	Tab Selected	15	Semibold	
Body Zero Data Message	14	Bold Italic		Tab Unselected	15	Semibold	
Body Copy Large	14	Regular		Tab Disabled	15	Semibold	
Chart Title	12	Bold		Table Header	14	Bold	
Chart Label + Legend	12	Regular		Table Subheader	14	Bold	
Segment Control	14	Bold		Widget Header	15	Bold	
Segment Control Disabled	14	Bold		Widget Header Count	14	Regular	
				Widget Header Detail	14	Regular	
				Widget Header Detail Count	14	Regular	

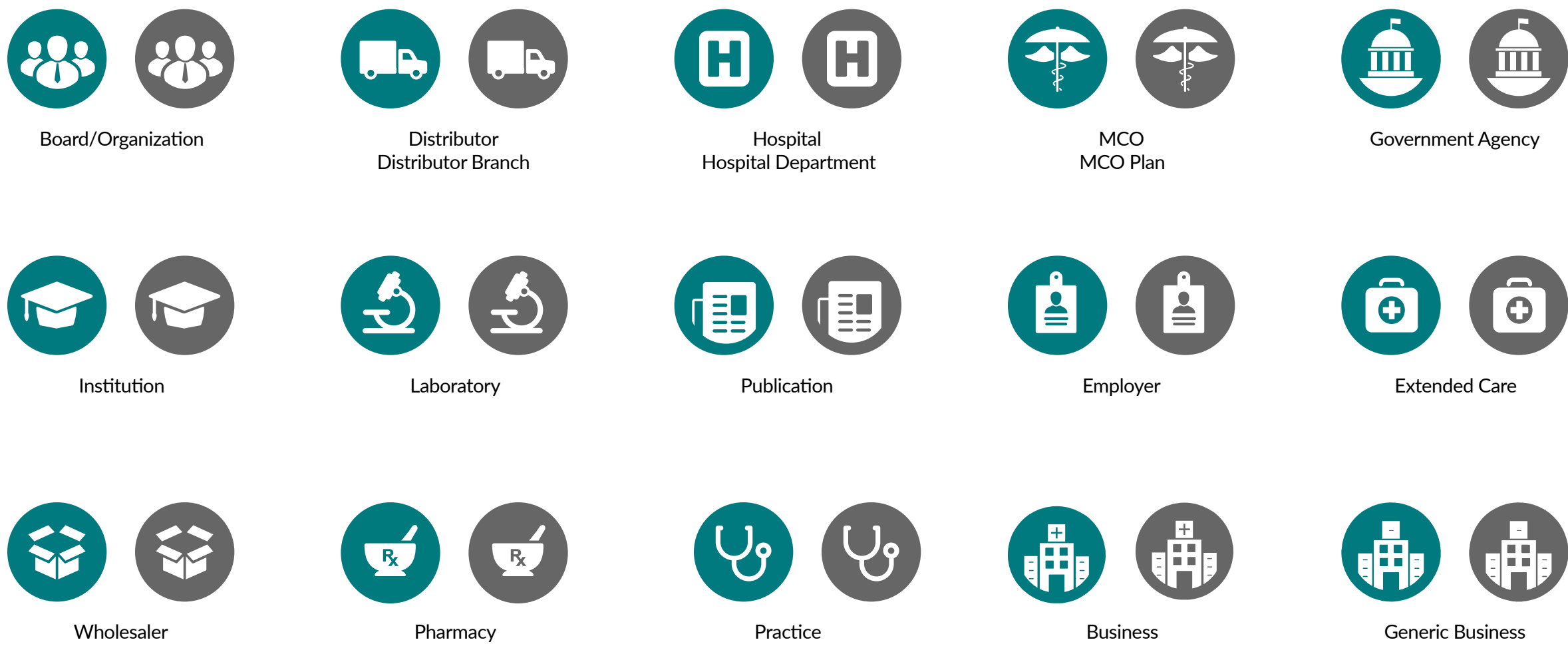
Components

Icons + Glyphs

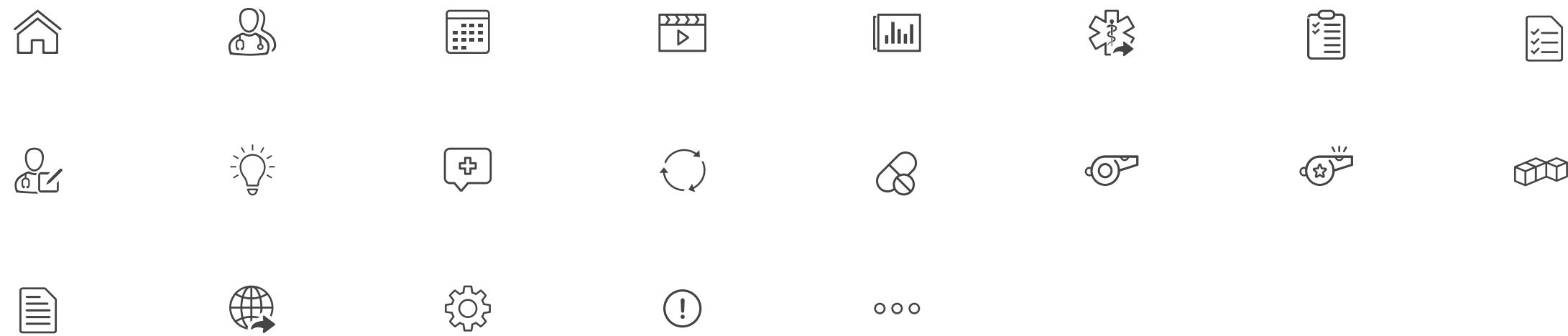
Person Accounts



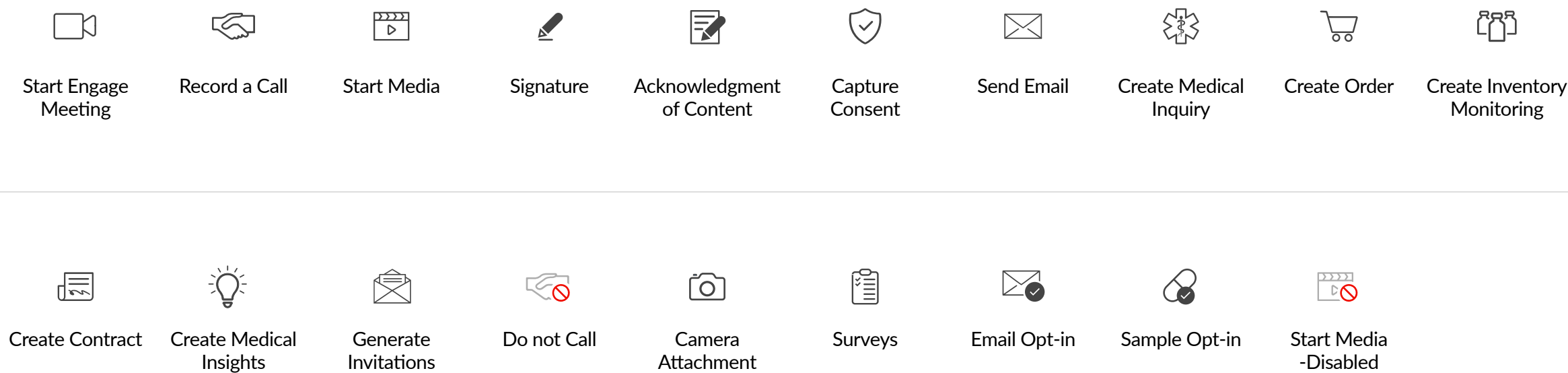
Business Accounts



Navigation




































Creation






Icons + Glyphs (Continued)

Generic






									
Generic Warning	Generic Exclamation	Generic Question	Generic green check	Thumbnail	Status - no	Error	Add on Remove	Recurring	Green Check
									
Table sort down	Table Sort Up	Expand all	Collapse all	Chevron down	Chevron up	Chevron left	Chevron right	Question Info	Info
									
Blank	Directory Closed	Directory Open	Title dropdown	Hierarchy	Locked	Nav Back	Nav Forward	Bell	
									
Grid	List	Horizontal Scroll	Numberpicker						

Section Specific



Accounts

		
Account Identifier	Account Phone	Account Email

Call Report

				
Sample Status - yes	Sample Status - no	Sample Status - pending	Target	Remote Meeting

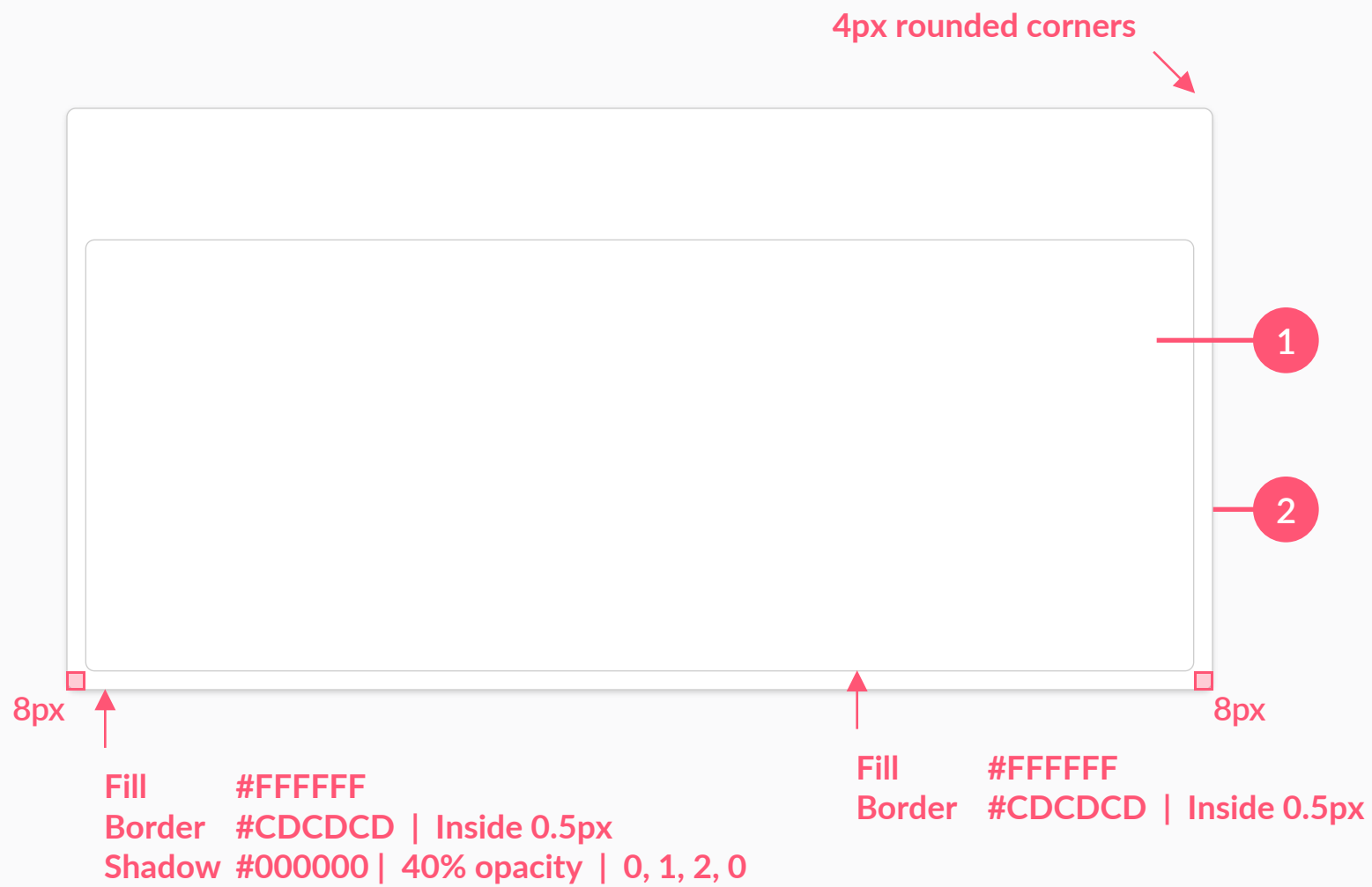
Maps

	
Location -off	Traffic -off

Cards + Containers

Cards are used to visually hold other components like tables, charts and gear graphics. To further separate or divide info within a widget, use Containers.

Anatomy



- 1. Container:** Smaller container with same style as Card - used to further contain, separate, or divide info. It is not required to have a Container on Half-width Cards, but possible. Margins vary if it's nested within a Half-width Card (8px) or Full-width Card (16px).
- 2. Card:** Large placeholders to place Charts, Tables, etc. Content must sit on top of Cards and not directly on background.

Types

Width flexes to fit screen but keeps proportion to one another the same. If using Full-width Card, flex to always stay at Full-width.

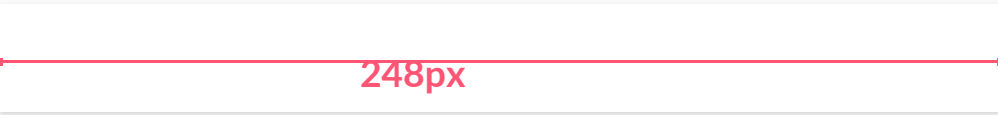
Full-width Card



Half-width Card



Mobile Card



Sizes

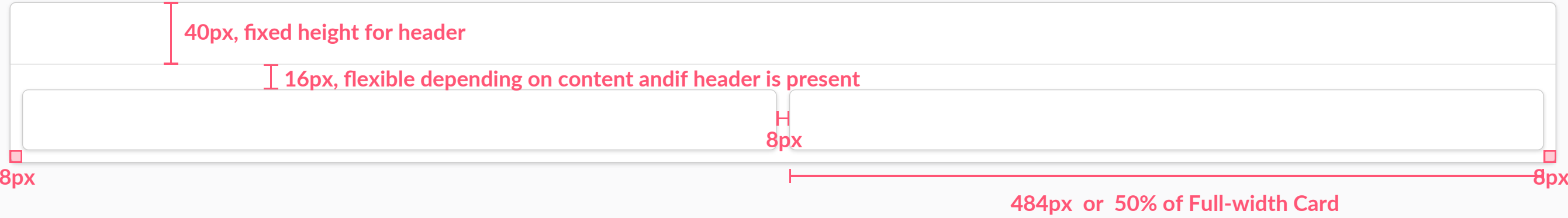
Using a Half Card to show fixed-height.



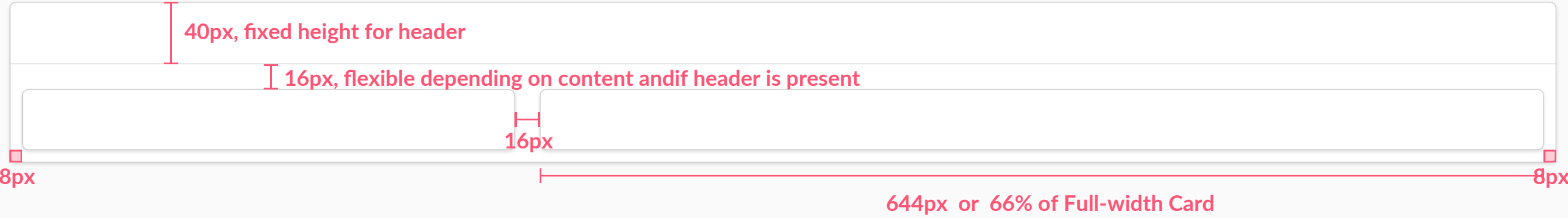
Cards + Containers (Continued)

Cards with Containers

2 Containers 1/2 rule



2 Containers 2/3 rule

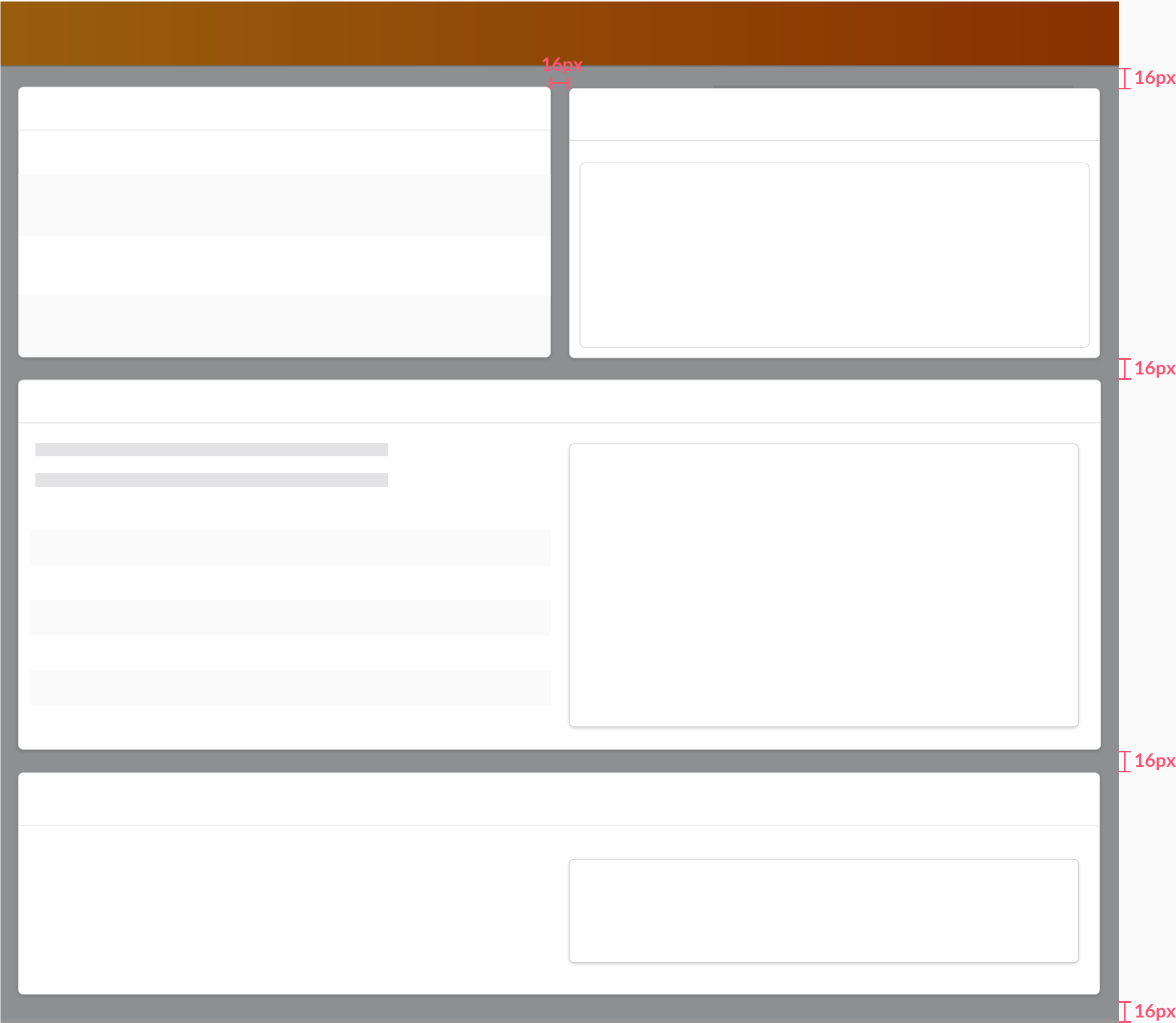


3 Containers 1/3 rule



Cards + Containers (Continued)

Best Practices



Do

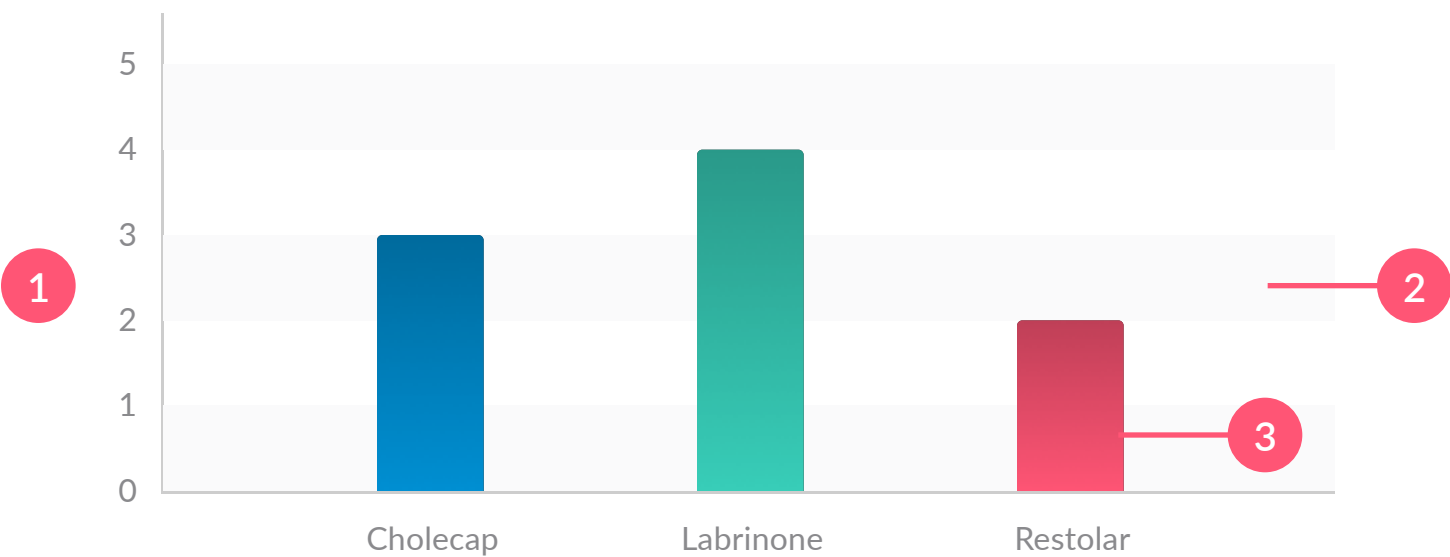
- Do keep in mind informational hierachy and present most important widgets at top.
- Center Containers nested in Full-width Card when no headers or tabs present in the actual Container.
- Do limit Containers to 1/3, 1/2, or 2/3 the width of Full-width Cards (possible to have only Containers in a Card when following 1/3 logic).
- Containers flexible in width, but height has limits, depends on it it is Full-width or Half-width Card.
[Refer to Card + Container page.](#)

Don't

- Do not have more than one container, table, chart, etc within a Half-width Card - it becomes too much info to digest and visually clutters page.
- Do not allow more than three containers within a Full-width Card.
- Don't have containers of different heights next to one another - creates an undesirable staggered effect. Match larger height and apply to shorter.
- Do not allow flexibility of Card width in relation to one another and the page. It is difficult for user to scan page for important info.

Charts + Graphs

Anatomy

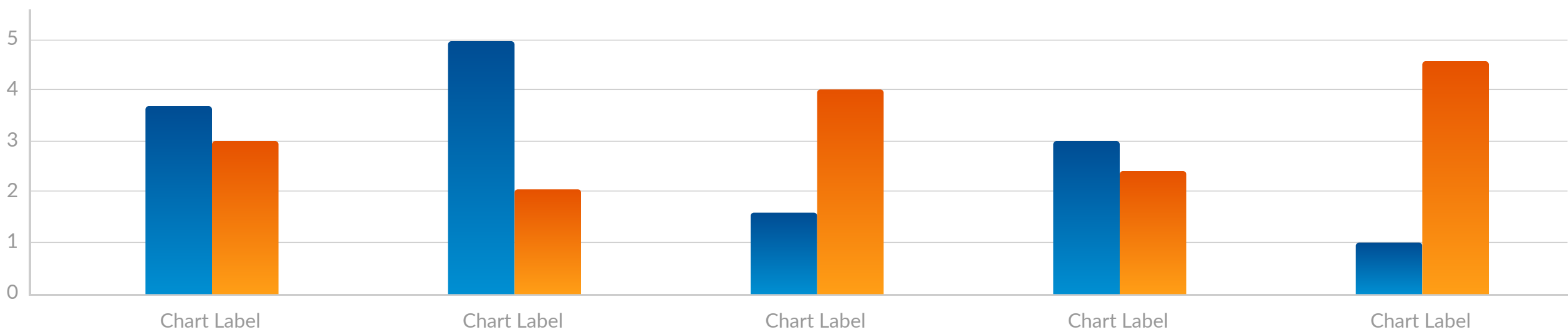


1. **Labels:** Give user info and/or metrics on what they're looking at.
2. **Rows:** Alternating rows give further visual help and separation for user to quickly ingest info. Can. be lines or solid horizontal bars.
3. **Graphics:** Bar Charts, Line Graphs are used interchangeably, depending on what is best to display user info/metrics.

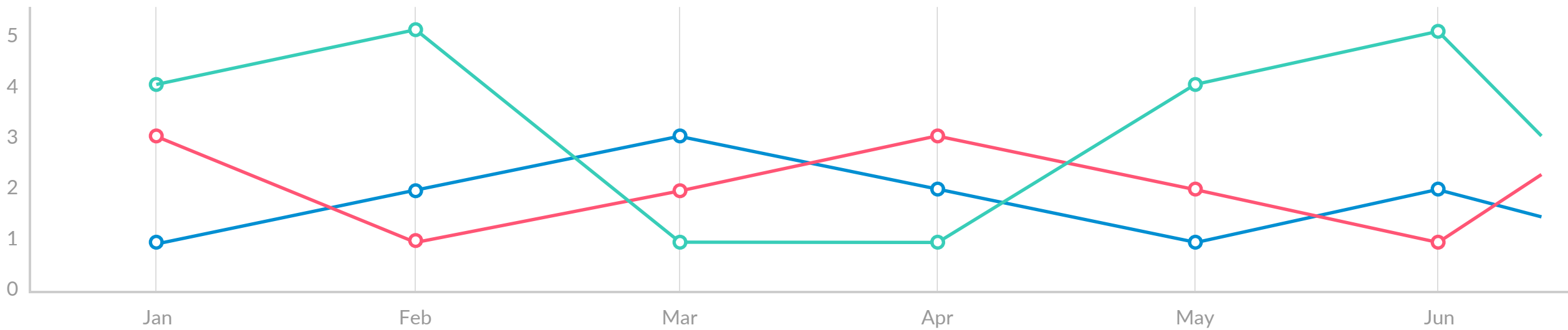
Best Practices

Types

Bars



Lines



Do

- Do keep in mind that Charts may or may not live inside Containers. [Refer to Card + Container page.](#)
- Containers flexible in width, but height has limits, depends on it it is Full-width or Half-width Card and will affect Charts. [Refer to Card + Container page.](#)
- Do let the Bars be flexible in width to take up space if less categories on a both Full-width and Half-width Cards.
- Follow Gradient/Solid Color logic to ensure no two colors overlap and cause user confusion.

Don't

- Do not allow more than one Chart within a Half-width Card.
- Do not allow more than three Charts within a Full-width Card.
- Do not overcrowd Chart will an exuberant amount of categories to display. User needs to be thoughtful and populate with most important info.
- Don't allow user to enter cutom color-ways.
- Don't use curved lines within a Line Chart - it visually displays false values to user.

Charts + Graphs (Continued)

Color Palette

Primary Gradients

Supporting colors used in bar charts, graphs, etc.

<div>Veeva Brand Orange Gradient</div> <div><div>#FF9E16255, 158, 22</div><div>#E65100230,81,0</div></div>	<div>Veeva Brand Blue Gradient</div> <div><div>#008FD20, 143, 210</div><div>#004C930, 76, 147</div></div>	<div>Fuchsia Gradient</div> <div><div>#FF5575255,85,117</div><div>#8B123A139,18,58</div></div>	<div>Chartreuse Gradient</div> <div><div>#CFDB00207, 219, 0</div><div>#6f9851111, 152, 81</div></div>	<div>Indigo Gradient</div> <div><div>#9981D2153,129,210</div><div>#4B318F75,49,143</div></div>
<div>Teal Gradient</div> <div><div>#38CDB856,205,184</div><div>#007A7F0,122,127</div></div>	<div>Yellow Gradient</div> <div><div>#FFCC00255,204,0</div><div>#FF9E16255,158,22</div></div>	<div>Sky Blue Gradient</div> <div><div>#6ACDFA106, 205,250</div><div>#196B9025, 107, 144</div></div>	<div>Pink Gradient</div> <div><div>#FC80D4252, 128, 212</div><div>#A71277167, 18, 119</div></div>	<div>Purple Gradient</div> <div><div>#9981D2153,129,210</div><div>#4B318F75,49,143</div></div>

Secondary Solid

Use Secondary Solid color tints when all 10 Primary Gradients have been used and user needs more.

Secondary colors alternate by every other color, decreasing tint each pass through. Fuchsia900, then Sky900, then Chartreuse900... until all 900 family has been used. Then use next decreased tint family.

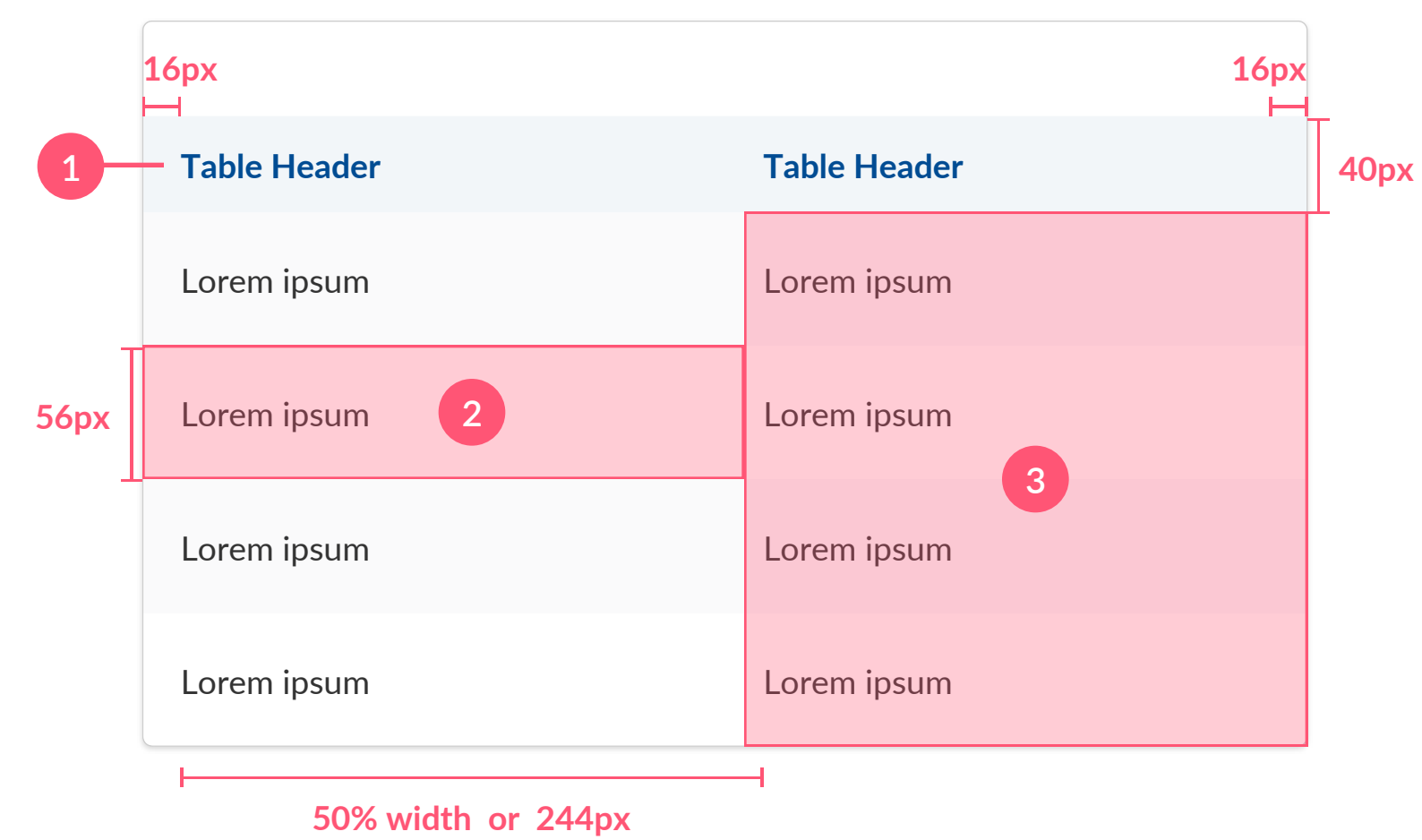
<div>Fuschia</div> <div>900 #FF5575</div>	<div>Sky</div> <div>900 #5AC8FA</div>	<div>Chartreuse</div> <div>900 #CFDB00</div>	<div>Teal</div> <div>900 #38CDB8</div>	<div>Dark Fuchsia</div> <div>900 #8B123A</div>	<div>Dark Sky</div> <div>900 #004C93</div>	<div>Dark Green</div> <div>900 #326C07</div>	<div>Dark Teal</div> <div>900 #007A7F</div>
800 #FF6682	800 #6ACDFA	800 #D3DE19	800 #4BD2BF	800 #96294D	800 #196B90	800 #467A1F	800 #19878B
700 #FF7791	700 #7BD3FB	700 #D9E233	700 #60D7C6	700 #A24161	700 #337C9D	700 #5B8939	700 #339599
600 #FF889E	600 #8BD8FB	600 #DDE54C	600 #73DCCD	600 #AD5975	600 #4C8CA8	600 #6F9851	600 #4CA1A5
500 #FF99AC	500 #9CDEFC	500 #E2E966	500 #88E1D4	500 #B97189	500 #669DB5	500 #84A76A	500 #66AFB2
400 #FFAABA	400 #ACE3FC	400 #E7ED7F	400 #9BE6DB	400 #C5889C	400 #7FADC1	400 #98B583	400 #7FBCBF
300 #FFBBC8	300 #BDE9FD	300 #ECF199	300 #AFEBE3	300 #D1A0B0	300 #99BDCE	300 #ADC49C	300 #99CACC
200 #FFCCD5	200 #CDEEFD	200 #F0F4B2	200 #C3F0E9	200 #DCB7C3	200 #B2CDDA	200 #C1D2B4	200 #B2D7D8
100 #FFDDE3	100 #DEF4FE	100 #F5F8CC	100 #D7F5F1	100 #E8D0D8	100 #CCDEE6	100 #D6E2CD	100 #CCE4E5
50 #FFEEF1	50 #EEF9FE	50 #FAFBE5	50 #EBFAF7	50 #F3E7EB	50 #E5EEF2	50 #EAF0E6	50 #E5F1F2

Tables

Use tables to logically structure content in a grid to make it easier to see relationships and to facilitate understanding.

Anatomy

Shown on a Half Card for context.



- 1. **Header:** An active Tab so user knows what they are viewing.
[Refer to Text Styles page.](#)
- 2. **Row:** Separates info.
- 3. **Column:** Ability to filter possible. Columns convey Categories. Width is based off of percentages.

Tables (Continued)

Variations

Full-width

Min

Table Header	Table Header
Lorem ipsum	Lorem ipsum
Lorem ipsum	Lorem ipsum
50% width	
Lorem ipsum	Lorem ipsum

No more than 4 Columns recommended.

Table Header	Table Header	Table Header	Table Header
Lorem ipsum	Lorem ipsum	Lorem ipsum	Lorem ipsum
25% width			
Lorem ipsum	Lorem ipsum	Lorem ipsum	Lorem ipsum

Half-width

Min

Table Header	Table Header
Lorem ipsum	Lorem ipsum
50% width	
Lorem ipsum	Lorem ipsum

Max

No more than 3 Columns recommended.

Table Header	Table Header	Table Header
Lorem ipsum	Lorem ipsum	Lorem ipsum
33% width		
Lorem ipsum	Lorem ipsum	Lorem ipsum

Tables (Continued)

Best Practices

Type	Total
Call Objectives	3
Medical Inquires	3
Tasks	2

Type	Total	Table Header
Call	4	Lorem ipsum
Call Objectives	2	Lorem ipsum
Send Email	2	Lorem ipsum

Activity	Total	Last Interaction
Sent Emails	10	7/17/2018
Interactions	5	7/11/2018
Medical Insights	4	7/5/2018
Engage	3	6/24/2018

Table Header	Table Header	Table Header	Table Header
--------------	--------------	--------------	--------------

Do

- Do ensure to place a Table directly on page - needs to be in a Container and/or Card..

Don't

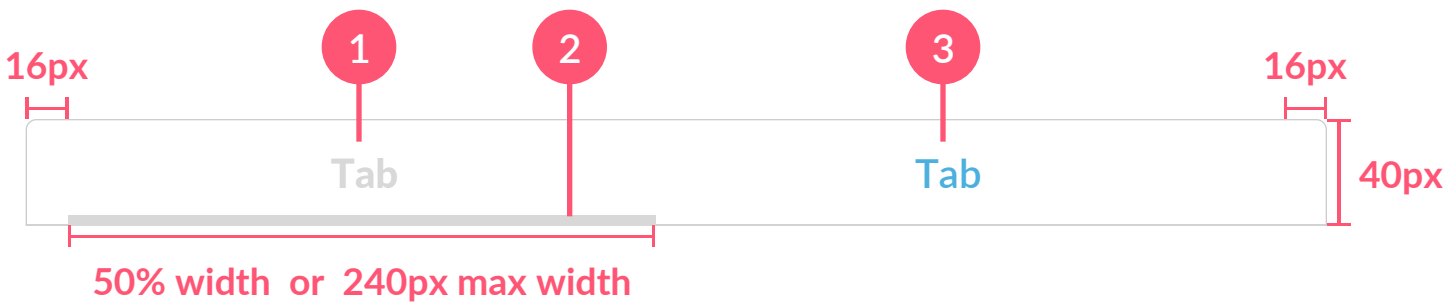
- Do not allow more than 3 Columns when placed on a Half-width Card.
- Do not allow more than 4 Columns when placed on a Full-width Card.
- Don't have more than 3 Tables on a Card - not recommended because it becomes overwhelming for user to read. [Refer to Cards + Containers page.](#)

Tabs

Use when there are mutiple sections in a particular Card or Container for user to navigate.

Anatomy

Shown within Card Headers for context.



- 1. **Tab Selected:** An active Tab so user knows what they are viewing.
- 2. **Selection Bar:** Visual element tied to Tab Active state. Lets users further know what they are viewing.
- 3. **Tab Unselected:** Visual cue that a particular Tab has not been selected.

[Refer to Text Styles page.](#)

Tabs (Continued)

Variations

Full-width

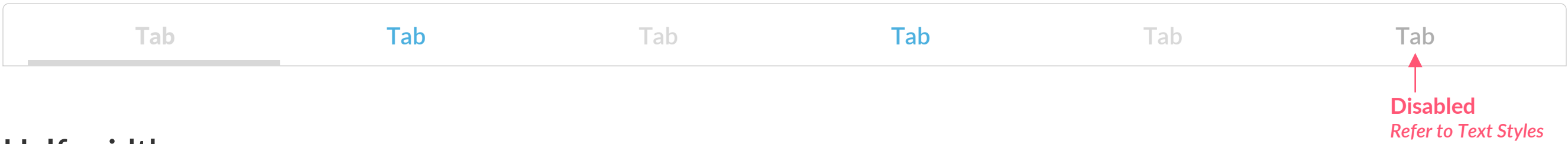
Min

Tab width maxes out at 240px and are fixed when 2-4 Tabs present on Cards.



Max

If more than 4 Tabs needed, width is based off of percentage (5 Tabs = 20% | 6 Tabs = 16.66%). No more than 6 Tabs recommended.



Half-width

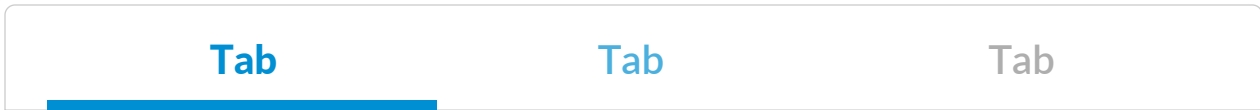
Min

Fixed width of 240px when 2 Tabs on Containers.



Max

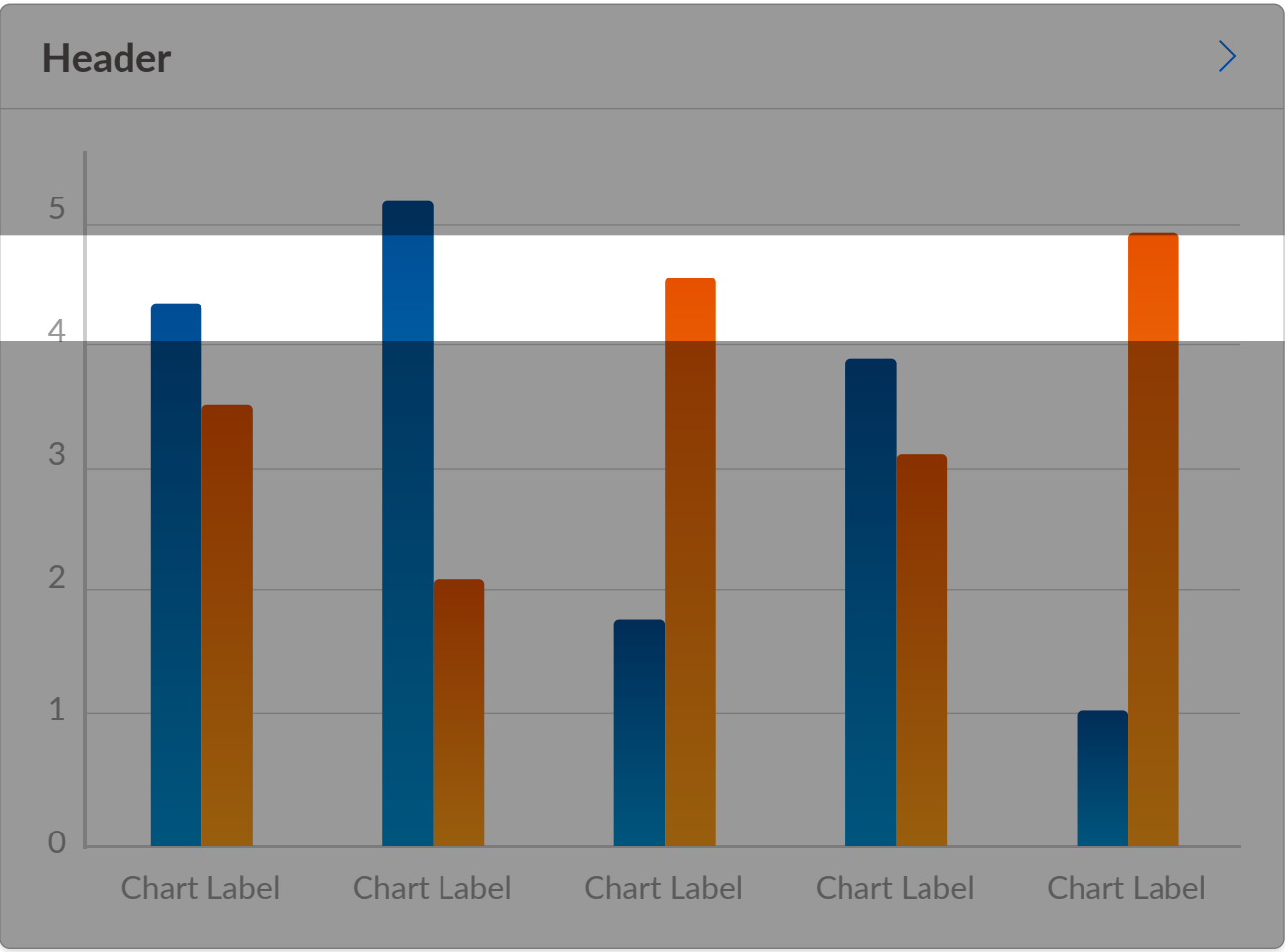
Max 3 Tabs for Containers. More than 3 is not recommended.



Tabs (Continued)

Best Practices

Half Card + Tabs



Half Container + Tabs

Tab	Tab
Table Header	Table Header
Lorem ipsum	Lorem ipsum
Lorem ipsum	Lorem ipsum

Do

- Do be mindful of whether or not Tabs will be placed within Cards or Containers - sizing will differ.
[Refer to Cards + Containers page.](#)

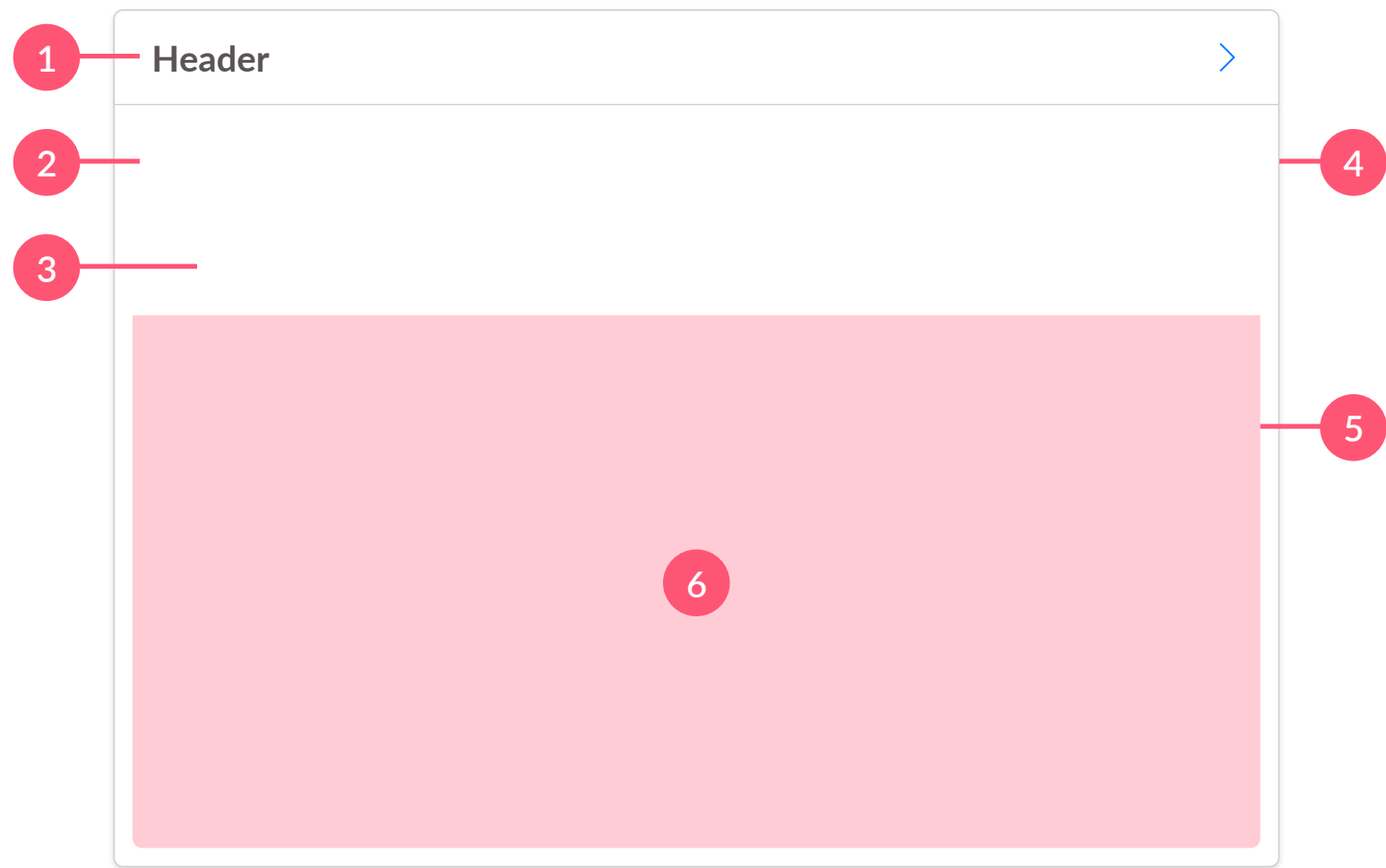
Don't

- Do not allow user to have more than 6 Tabs when placed on a Card.
- Do not allow user to have more than 3 Tabs when placed on a Container.

Widgets

Cards are used to visually hold other components like tables, charts and gear graphics. To further separate or divide info within a widget, use Containers.

Anatomy



Do

- Do keep in mind informational hierachy and present most important widgets at top of page.
- Containers flexible in width, but height has limits, depends on it it is Full-width or Half-width Card.
[Refer to Card + Container page.](#)

Don't

- Do not have more than one container, table, chart, etc within a Half-width Card - it becomes too much info to digest and visually clutters page.
- Do not allow more than three containers within a Full-width Card.
- Don't have containers of different heights next to one another - creates an undesirable staggered effect. Match larger height and apply to shorter.
- Do not allow flexibility of Card width in relation to one another and the page. It is difficult for user to scan page for important info.

1. **Header:** Gives Context as to what info Widget is displaying. Ability to redirect them to another view via chevron glyph.
2. **Title *(optional)*:** Allows user to give more context as to what Widget is about.
3. **Tabs *(optional)*:** Allows user to navigate between different views within Widget without redirecting to a different page.
[Refer to Tabs page.](#)
4. **Card:** Large placeholders to place Charts, Tables, Containers, etc. Content always sit on top of Cards and not directly on background.
[Refer to Cards + Containers page.](#)
5. **Container *(optional)*:** Used to further contain, separate, or divide info.
[Refer to Cards + Containers page.](#)
6. **Content:** Can be anything from a Chart to a Table. This space is reserved for the main info trying to be shown.

Widgets (Continued)

Best Practices

Clinton Ackerman Plan ▾

Last 30 Days ▾

Header (12)

View Plan >

16%

Complete

Clinton Ackerman Plan

1. Establish Strong Contact

2. Establish patient advocacy program.

✓ Health

✓ Approved

Header (8)>

Type	Total
Call Objectives	3
Medical Inquires	3
Tasks	2

Header (9)>

Type	Total
Call	4
Call Objectives	2
Send Email	2

Header (12) | Detail 1 10% | Detail 2 20%>

Activity	Total	Last Interaction
Sent Emails	10	7/17/2018
Interactions	5	7/11/2018
Medical Insights	4	7/5/2018

My Activities vs. Total

Email	<div></div>
Medical Events	<div></div>
Medical Inquiries	<div></div>
Medical Insights	<div></div>



Coming Soon

<https://veeva.invisionapp.com/dsm/veeva-systems/veeva-crm-myinsights>