GUIDE 03 / 06

Design systems *explained simply.*

Why a consistent “kit” for look and feel saves time, prevents mistakes and strengthens your brand.

01 What is it about?

A design system is the set of rules and the kit of parts for how your digital products look and work – website, app and internal tools.

It defines which colours, fonts and spacing are used and how buttons, forms, tables and menus look and behave. These building blocks are designed and programmed carefully once and then reused everywhere.

The result: everything looks like it belongs together, is easier to use, and new pages or features are built faster.

> AN EVERYDAY COMPARISON
>
> *Like a construction kit with instructions: instead of shaping new bricks for every house, you build from proven parts – faster, cheaper and always matching.*

02 Typical examples

- Website and app share the same colours, fonts and buttons
- A new form is put together from ready-made blocks instead of from scratch
- Several developers or agencies work to the same rules
- Every page automatically comes in a dark version too

03 Do I need this?

It is worth thinking about when …

- ✓ Your website and your app look as if they came from different companies.
- ✓ Every new page is designed from scratch, and small differences creep in.
- ✓ Several people or agencies work on your digital products.
- ✓ You need to show accessibility: since June 2025, many digital services for consumers in the EU must meet legal accessibility requirements (European Accessibility Act).

04 What you get

01

Design foundations

Colours, fonts, spacing and corner radii as one central source – for website and app alike (the technical term is design tokens).

02

Ready-made building blocks

Buttons, input fields, tables, notices and more – each with all its states, such as “active”, “disabled” or “error”.

03

Usable by everyone

Sufficient contrast, keyboard operation and support for screen readers to the WCAG 2.2 AA standard.

04

Documentation

A clear gallery of all building blocks with guidance, so your team uses the system correctly. Checked in light and dark.

05 How it works

1. **Review**
   All existing screens are collected and inconsistencies made visible.
2. **Foundations**
   Colours, fonts and spacing are defined – based on your existing brand.
3. **Building blocks**
   The most important blocks are designed, programmed and checked for accessibility.
4. **Roll-out**
   Documentation and an introduction for everyone who works with the system.

06 What you contribute

- → Logo and brand guidelines, if you have them
- → Access to your existing websites and apps
- → One contact each from marketing and technology
- → Feedback on the drafts

07 Frequently asked questions

Is this only for large companies?

No. As soon as you have a website and an app, a small system pays off. It grows with your products.

Is it the same as a corporate design?

Not quite. A corporate design covers logo, colours and print. A design system translates that into screens and interaction and builds on it.

What does “dark mode” mean?

A dark display many people prefer in the evening or for their eyes. Every building block is checked in light and dark.

Can my team use it on its own afterwards?

Yes, that is what the documentation is for. Once paid in full, you receive the rights of use to the designs and code created for you.

08 Mini glossary

Design token	A named base value, e.g. “primary colour” or “medium spacing”.
Component	A reusable building block, e.g. a button.
Accessibility	Usability for people with disabilities as well.
WCAG	The international standard for accessible websites.
UI / UX	The interface (UI) and the user experience (UX).

About Ergon Code

Ergon Code is a web and mobile development studio from Bochum, Germany. Behind it is Obih Uchenna John: from the first conversation through development to maintenance, you talk to the same person.

Every project gets its own client portal. There you see progress, milestones, contracts and invoices in one place – in the browser and in the Ergon app.

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Briefly describe what you have in mind. Within 24 hours you get an honest, no-obligation assessment – even if the answer is that you don't need something.

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