

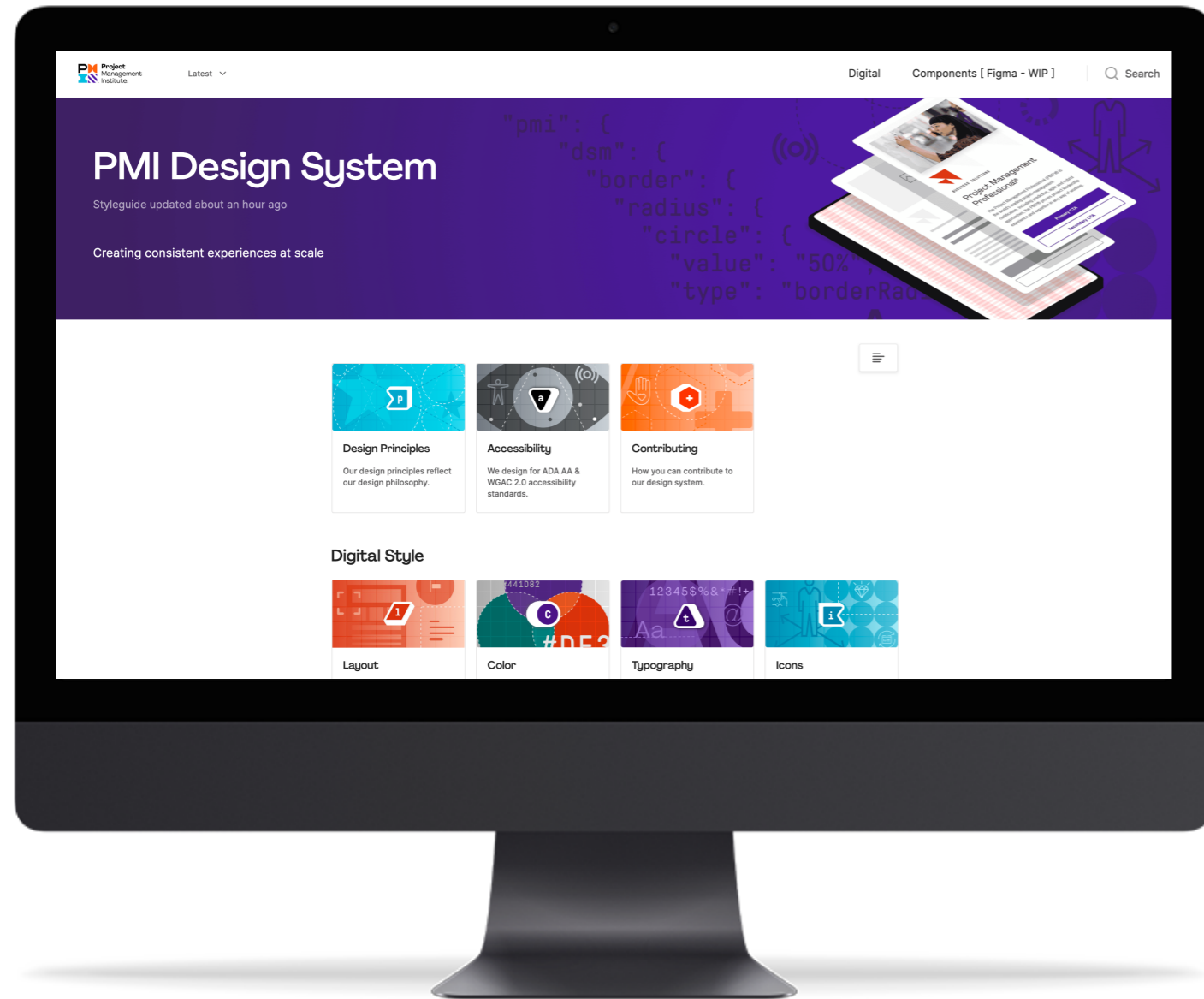
PMI Design System

Catalyst Visual Identity

Naming, Ideation, Visual Design



PMI Design System



Current: The PMI Design System needs a new name and visual identity to match the current visual language of building blocks and elements

Goal: Create a new visual identity for PMI's DS and unify with emerging visual language and associate to PMI brand

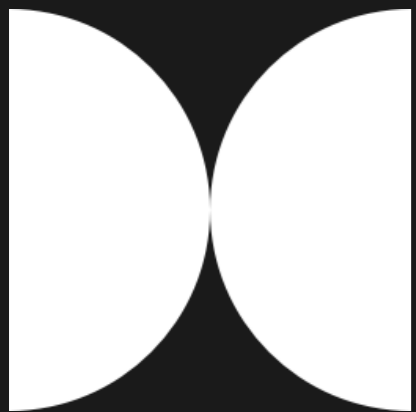
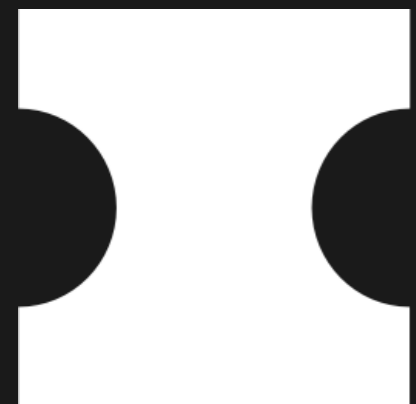
New name: Catalyst Design System

Old name: Beacon Design System

The concept behind the new name relates to the chemistry metaphors common in design systems (including ours). We look at atomic-level objects, then combine those into molecules, then combine those into organisms. A catalyst allows a chemical reaction to take place at a lower energy level, and as such is appropriate as a metaphor for what the DS is intended to do.

Catalyst: a substance that increases the rate of a chemical reaction without itself undergoing any permanent chemical change.

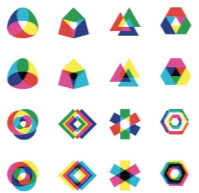
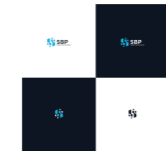
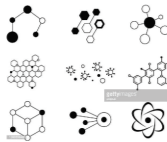
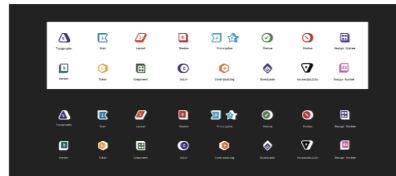
Keywords: atoms, molecules, organisms, chemical reaction, combine, create, accelerate, (integrate, unify, spark, transform, measure).



Ideation

Reference & Exploring

Keywords: atoms, molecules, organisms, chemical reaction, combine, create, accelerate, (integrate, unify, spark, transform, measure).



abcdefghijklmnop
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vwxyz
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CATALYST
Catalyst

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CATALYST

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CATALYST

Beaker idea

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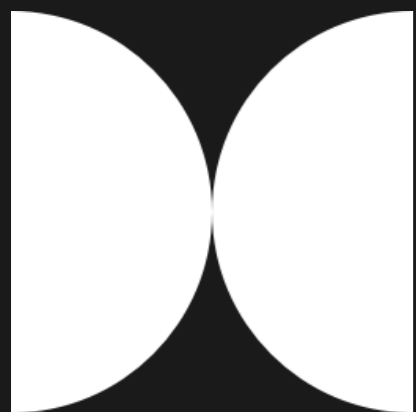
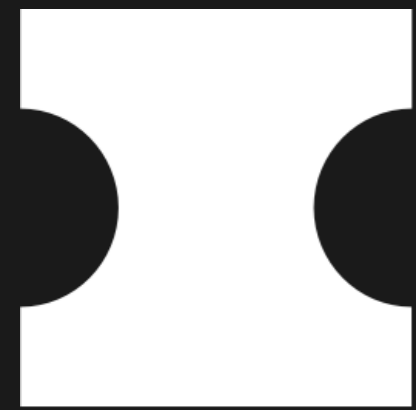
Catalyst



Catalyst

Catalyst

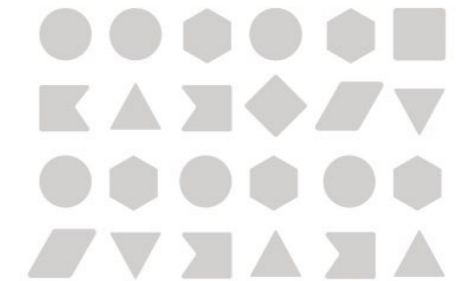
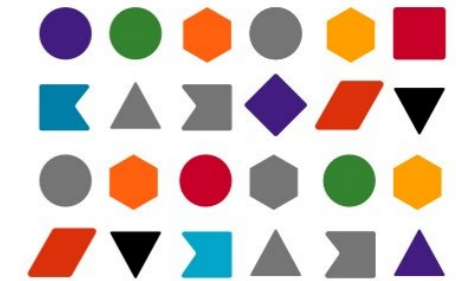
Catalyst



Concepts

Option 1

elements
beaker
combine
integrate



elements, beaker, combine, integrate

Option 2

atoms
reaction
combine
accelerate



atoms, reaction, combine, accelerate

Option 3

atoms
reaction
combination
accelerate



Catalyst



Catalyst



Catalyst



Catalyst



Catalyst



Catalyst



atoms, reaction, combinations, accelerate

Option 4

beaker
atoms
reaction
combine

CATALYST



CALALYST



Catalyst

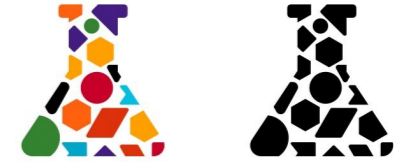
beaker, atoms, reaction, combine

CATALYST
DESIGN SYSTEM



CATALYST
DESIGN SYSTEM

Catalyst
Design System



beaker, atoms, reaction, combine

Option 5

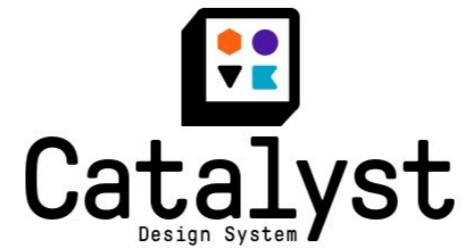
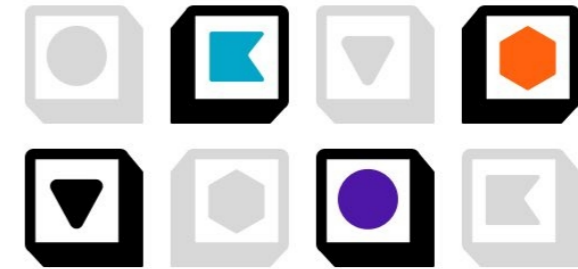
drop
atoms
reaction
accelerate
combine



drop, atoms, reaction, accelerate, combine

Option 6

table
elements
atoms
integrate
combine



table, atoms, integrate, combine,

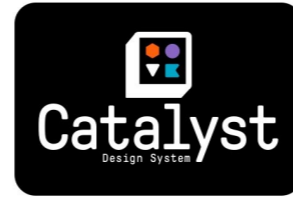
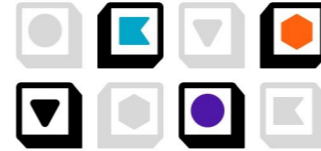


Selected Concept

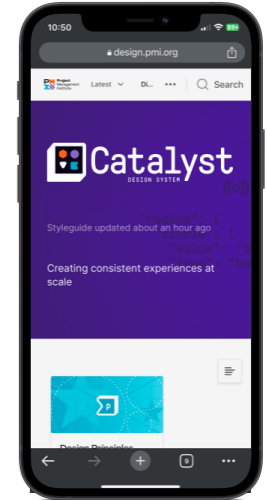
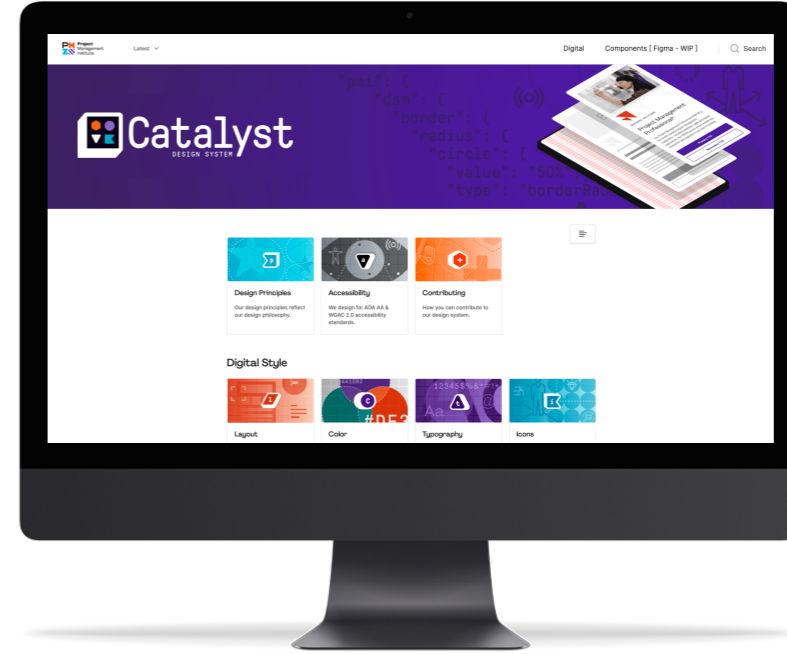
Building Block

This design was selected because it captures the basic building blocks in the logo for our design, references a periodic table, chemistry and combination of atoms and design elements.

It also visually ties into the current visual language created for Zero Height categories and the system as well as associates to the PMI brand shape concept.



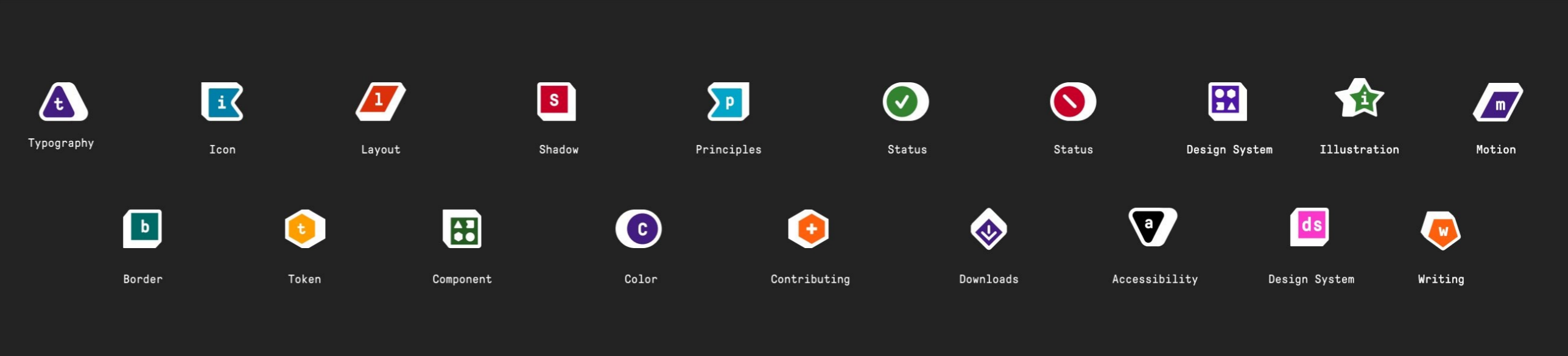
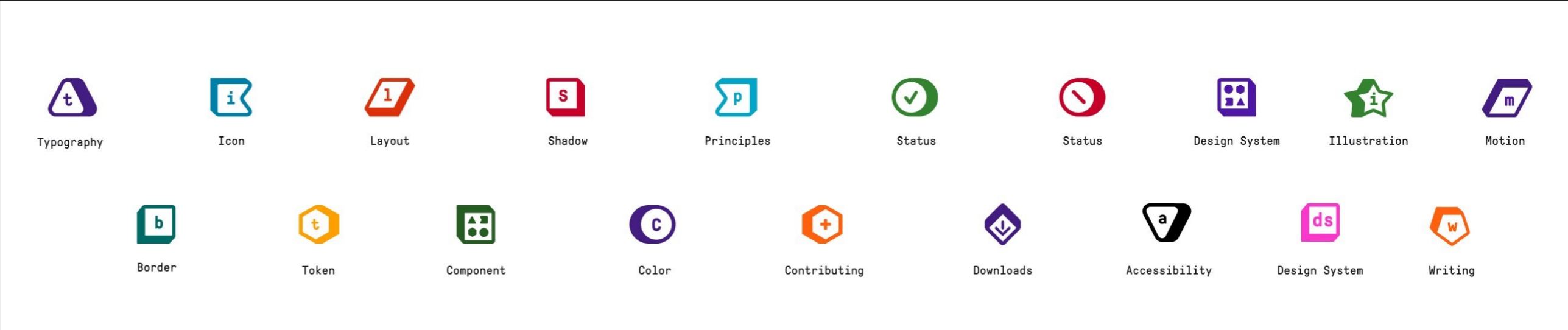
table, atoms, integrate, combine.



System Icons

Icons were created to represent the different pieces of the design system ie: Typography, Tokens, Components, Color...

All of these icons can be used to represent the different elements that put together our digital experiences.



Illustration

Spot illustrations were created using the icons and layered elements capturing the essence of each section of the DSM.

The spot illustration system using an icon, gradient color, and illustrations, symbols and shapes to communicate a layered, rich image representing each design system section.



Thank You

