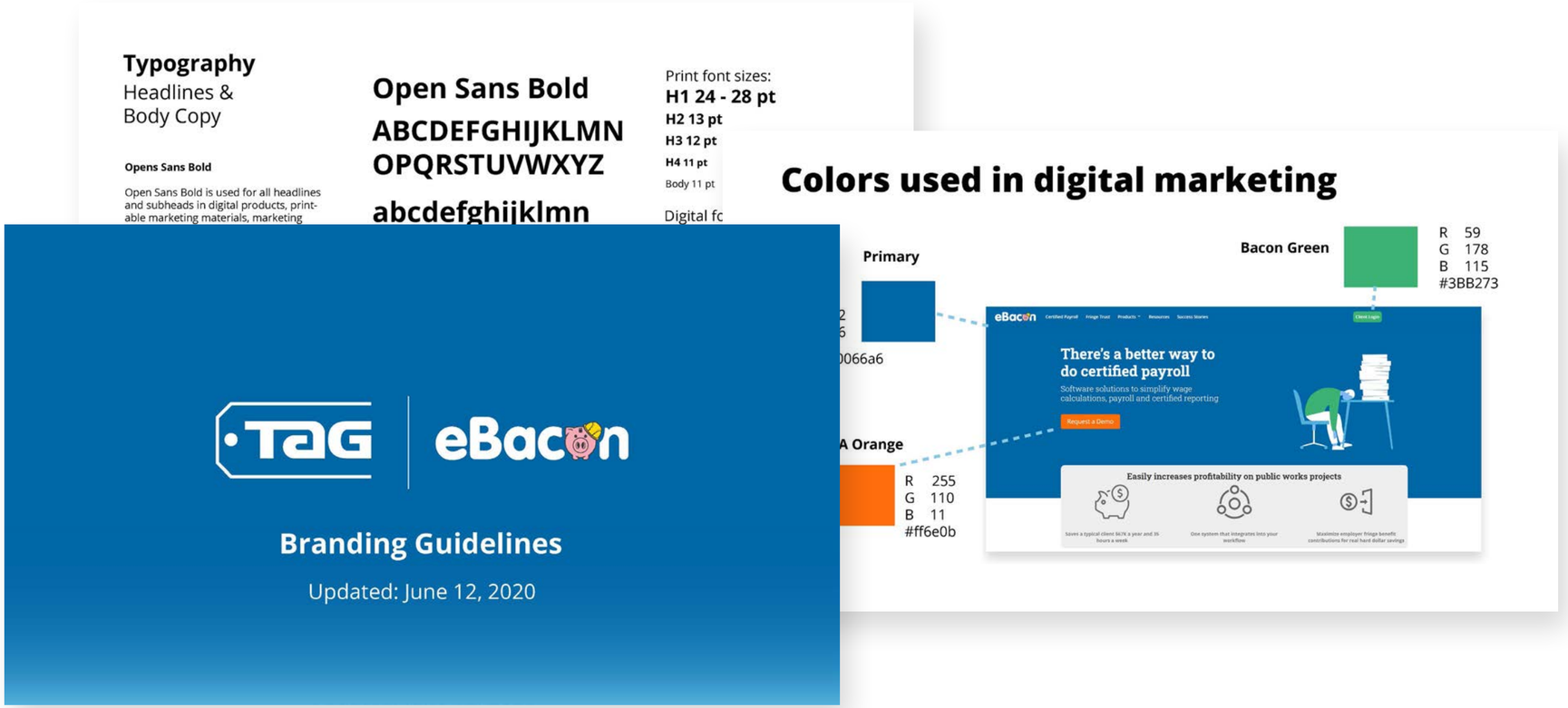
Dann Peterson

Additional Projects from TAG Employer Services

(scroll down)



TAG & eBacon Brand Identity + Design System

Roles: Design & Art Direction

Problem:

Between two brands, TAG Employer Services & eBacon — both serviced under the same company, there was a lot of complexity between the two visual brand identities.

Challenge:

TAG needed a way to be able to market and develop both of these products quickly and effectively while maintaining brand consistency throughout the whole customer experience.

My role:

I revised, refreshed, and consolidated the two brands' visual assets into a single design system to help make scaling these two products more manageable.

Reviewed Current Brand Assets

Determined what was working & what was adding unnecessary complexity

NOT WORKING

Roboto Slab is hard to read for many headers

Blue appears fine on web, but does not print accurarely

WORKING

Open Sans is much more legible and available on a wider range of browsers and devices

This blue contrasts better with white type on screens and can be matched much easier for printable docs

Defined Logo Standards

Created rules for logo usage for the two brands

Logos

eBacon & TAG

eBacon

The eBacon logo only appears in two colors: black and white. The black logo should only appear on a white or very light color background, while the white logo should only appear on the primary blue background or black.

Only the pig should appear in square formatted spaces with limited space (such as social media profile pics).

TAG

On white backgrounds, the TAG logo should be the primary blue color, while the white logo, similar to eBacon, should only appear on the primary blue background or black.

On white background:

Social:

White KO logos should only appear on primary color background:

Established Primary Color Guideline

Documented color codes for different primary color uses

Primary Color

Digital

R 0
G 102
B 166

Hex: #0066a6

Print

C 99
M 48
Y 1
K 14

Pantone: 2384 C

Gradient Color for
co-branded materials

Gradient:
Combination of Primary
Blue: 0, 102, 166
Location: 57%
&
Helper Blue: 84, 177, 220
Location: 0%

Gradient Slider: Location 13%
90 Degree Angle

Different shades from primary blue

R 22 G 55 B 90	R 37 G 94 B 153	R 47 G 117 B 192	R 53 G 133 B 217	R 88 G 169 B 255
#16375a	#255e99	#2f75c0	#3585d9	#58a9ff

Complimentary Colors

Laid out rules for the use of these colors as well

Complimentary Colors

CTA Orange

Use for buttons for requests for demos on websites

R 255
G 110
B 11
#ff6e0b

C 0
M 70.41
Y 100
K 0

Bacon Green

Use for formatting lines

R 59
G 178
B 115
#3BB273

C 73.53
M 2.94
Y 74.4
K 0

Callout Headlines

Use for headlines you want to draw attention to

R 218
G 129
B 84
#da8154

C 11.83
M 57.99
Y 73.32
K 0.73

eBacon Black

For eBacon black logo and body copy

R 62
G 62
B 63
#3e3e3f

C 68.3
M 61.62
Y 59.22
K 48.01

Typography

Replaced Roboto Slab with Open Sans Bold and Raleway with Open Sans

Typography

Headlines &
Body Copy

Opens Sans Bold

Open Sans Bold is used for all headlines and subheads in digital products, printable marketing materials, marketing websites, and social media imagery.

Opens Sans Regular

Use for body copy throughout printed and digital marketing materials. Also used for blog and description copy on websites and digital products.

Open Sans Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz
0123456789

Opens Sans Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Print font sizes:

H1 24 - 28 pt

H2 13 pt

H3 12 pt

H4 11 pt

Body 11 pt

Digital font sizes:

H1 50 - 60 px
H2 34 px

H3 18 px

Body 16 px

CSS for websites:

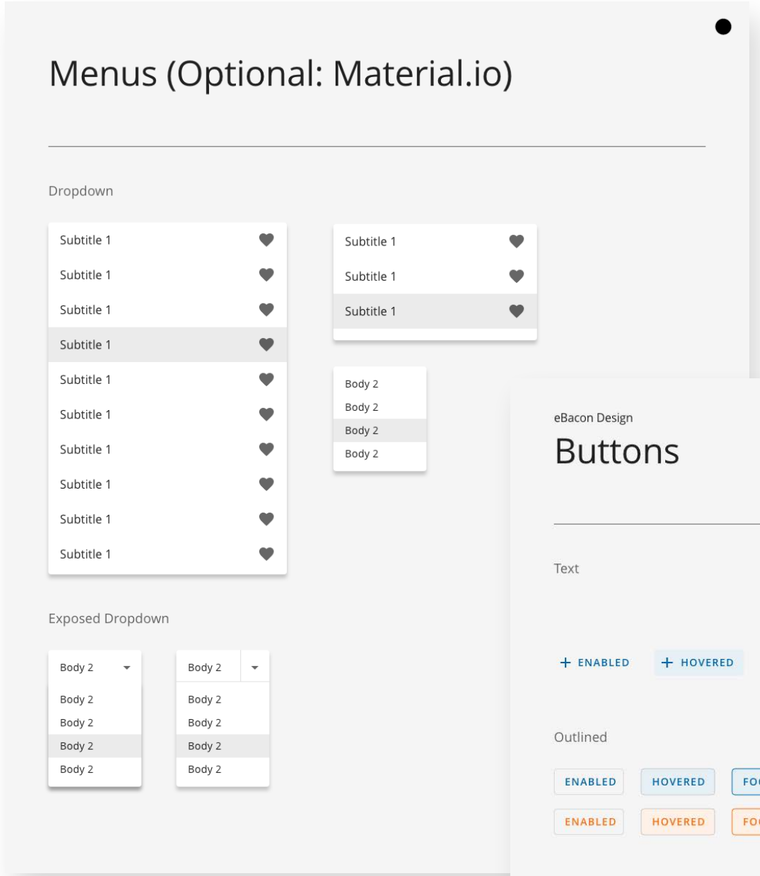
font-family: open-sans, sans-serif;

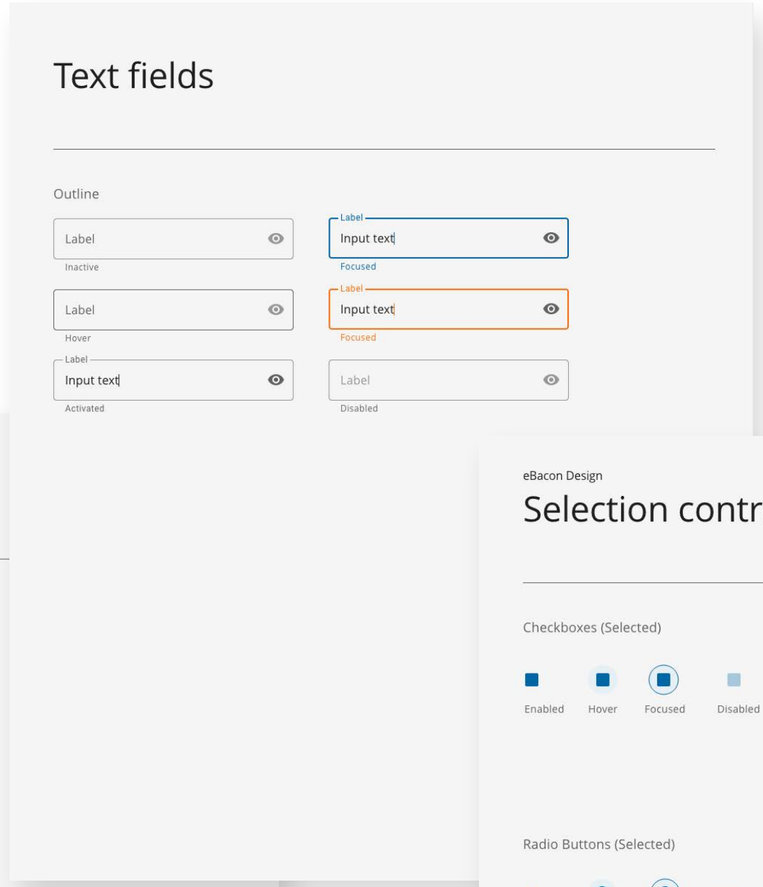
HL/Sub: bold;

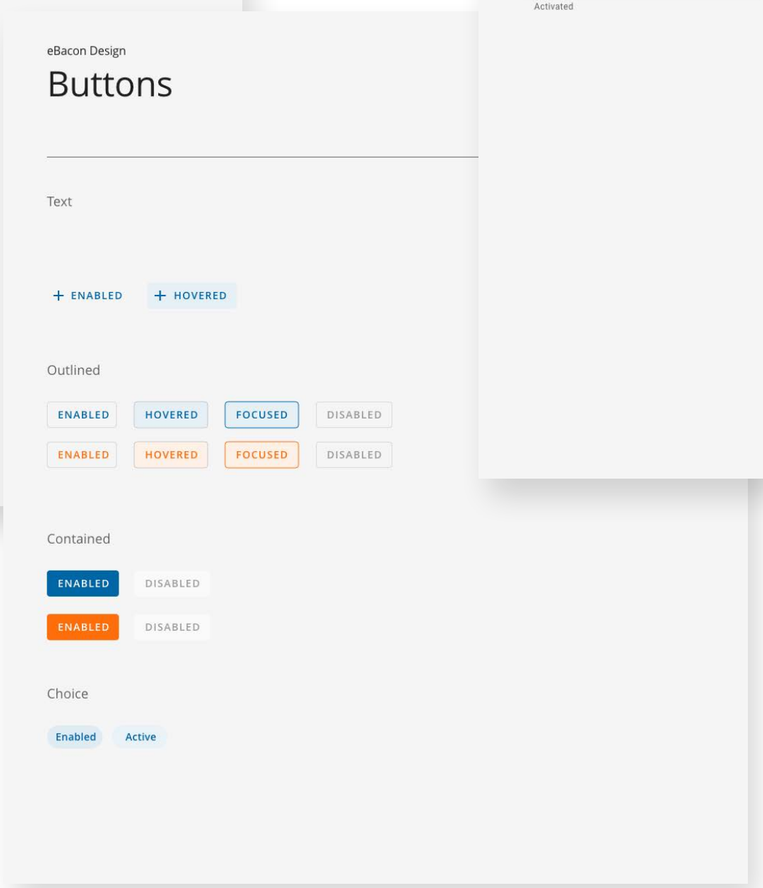
Body: font-weight: 500;

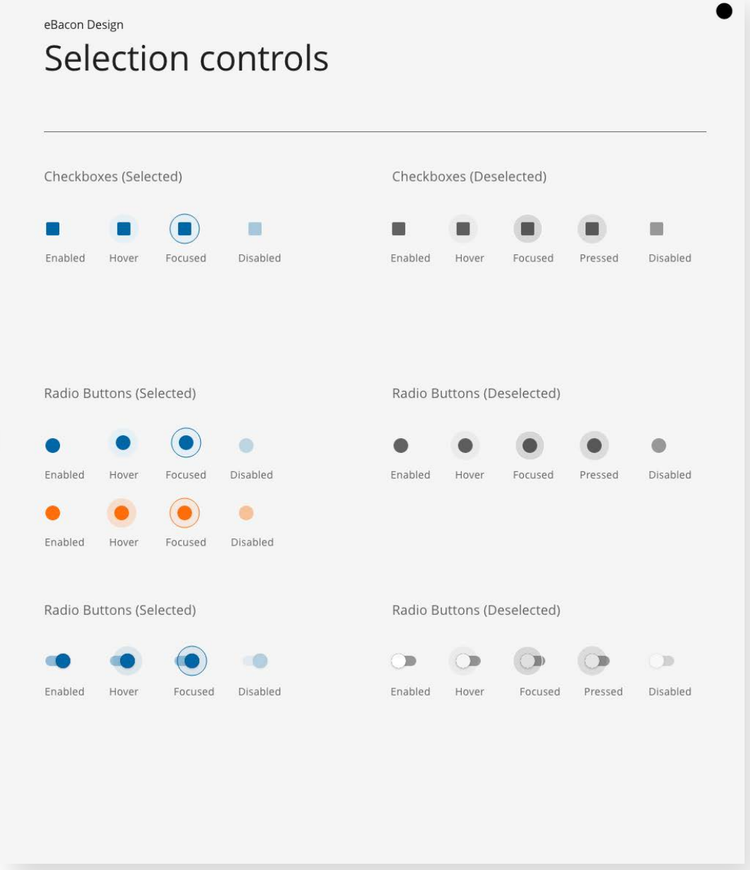
UI Kit for Digital Products

Integrated TAG/eBacon branding into Material Design UI Kit


Menus (Optional: Material.io)
Dropdown
Subtitle 1
Subtitle 1
Subtitle 1
Subtitle 1
Subtitle 1
Subtitle 1
Subtitle 1
Subtitle 1
Subtitle 1
Subtitle 1
Subtitle 1
Subtitle 1
Body 2
Body 2
Body 2
Body 2
Exposed Dropdown
Body 2
Body 2
Body 2
Body 2
Body 2
Body 2
Body 2
Body 2
Body 2

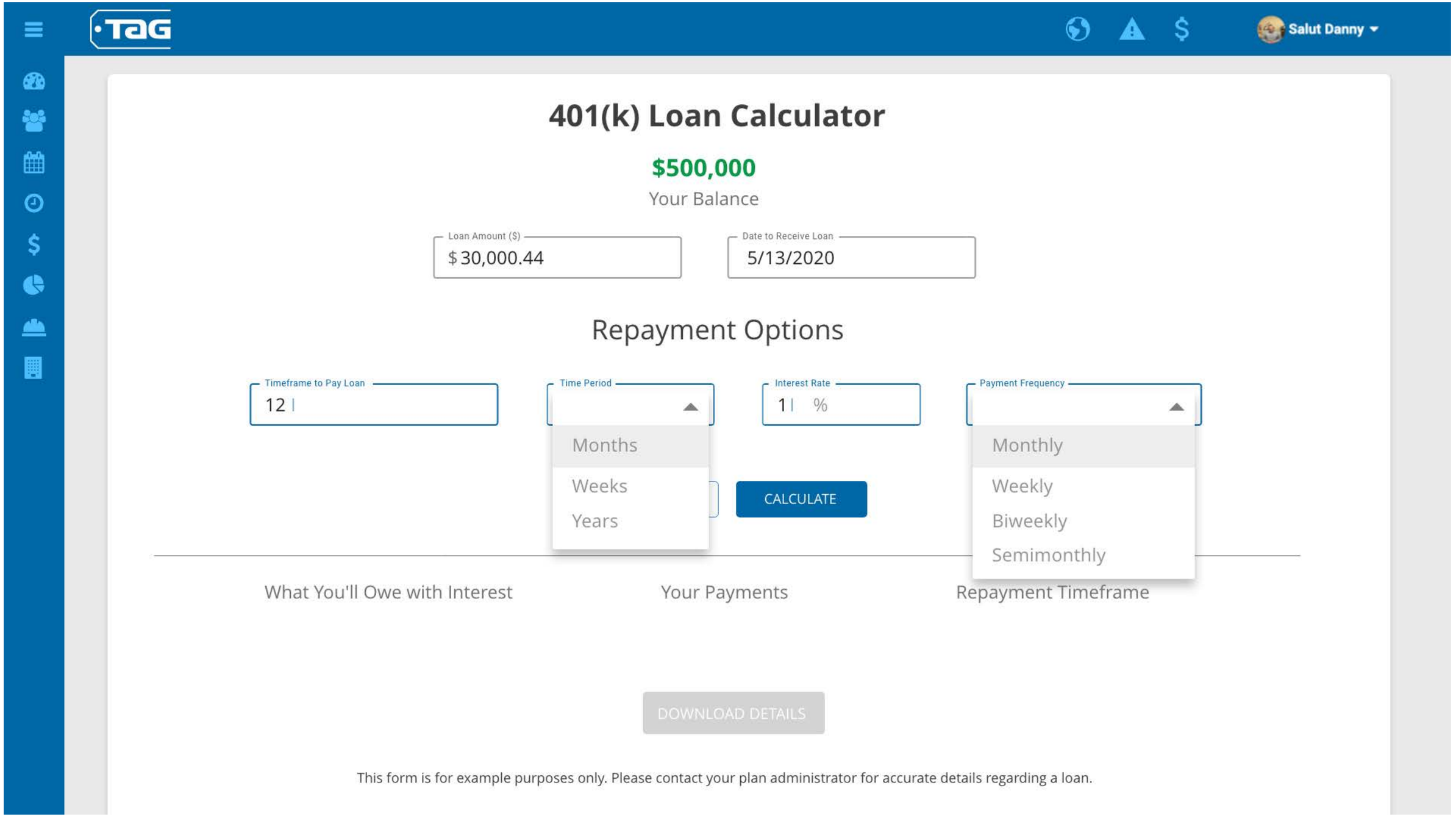

Text fields
Outline
Label
Inactive
Label
Input text
Focused
Label
Hover
Label
Input text
Focused
Label
Input text
Activated
Label
Disabled

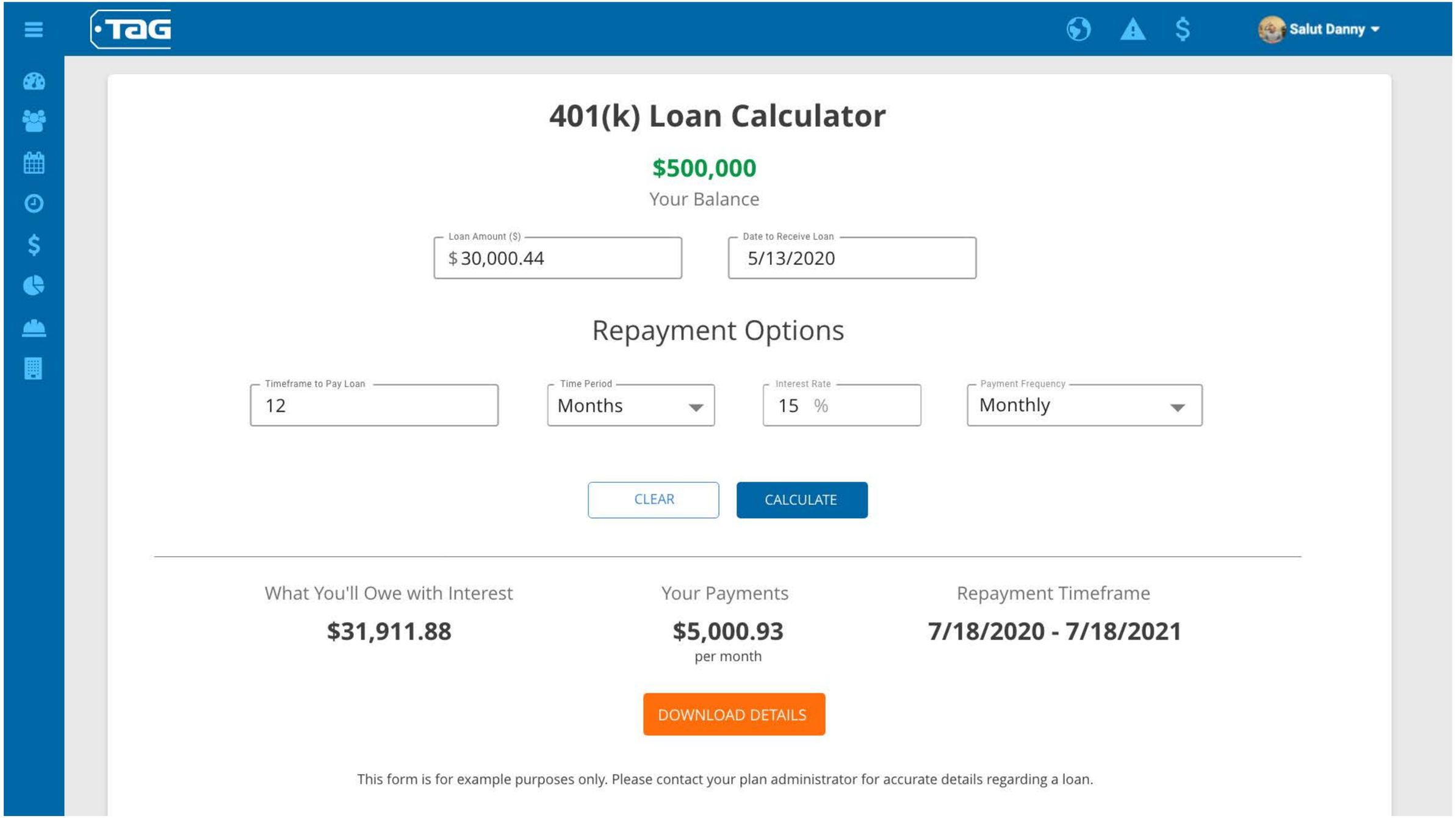

eBacon Design
Buttons
Text
ENABLED
HOVERED
Outlined
ENABLED
HOVERED
FOCUSED
DISABLED
ENABLED
HOVERED
FOCUSED
DISABLED
Contained
ENABLED
DISABLED
ENABLED
DISABLED
Choice
Enabled
Active


eBacon Design
Selection controls
Checkboxes (Selected)
Enabled
Hover
Focused
Disabled
Checkboxes (Deselected)
Enabled
Hover
Focused
Pressed
Disabled
Radio Buttons (Selected)
Enabled
Hover
Focused
Disabled
Enabled
Hover
Focused
Disabled
Radio Buttons (Deselected)
Enabled
Hover
Focused
Pressed
Disabled
Radio Buttons (Selected)
Enabled
Hover
Focused
Disabled
Radio Buttons (Deselected)
Enabled
Hover
Focused
Pressed
Disabled

Product Interfaces

Used new UI kit to develop certain features in TAG's 401k system


Salut Danny
401(k) Loan Calculator
$500,000
Your Balance
Loan Amount ($)
$ 30,000.44
Date to Receive Loan
5/13/2020
Repayment Options
Timeframe to Pay Loan
12
Time Period
Months
Weeks
Years
Interest Rate
1 %
Payment Frequency
Monthly
Weekly
Biweekly
Semimonthly
CALCULATE
What You'll Owe with Interest
Your Payments
Repayment Timeframe
DOWNLOAD DETAILS
This form is for example purposes only. Please contact your plan administrator for accurate details regarding a loan.

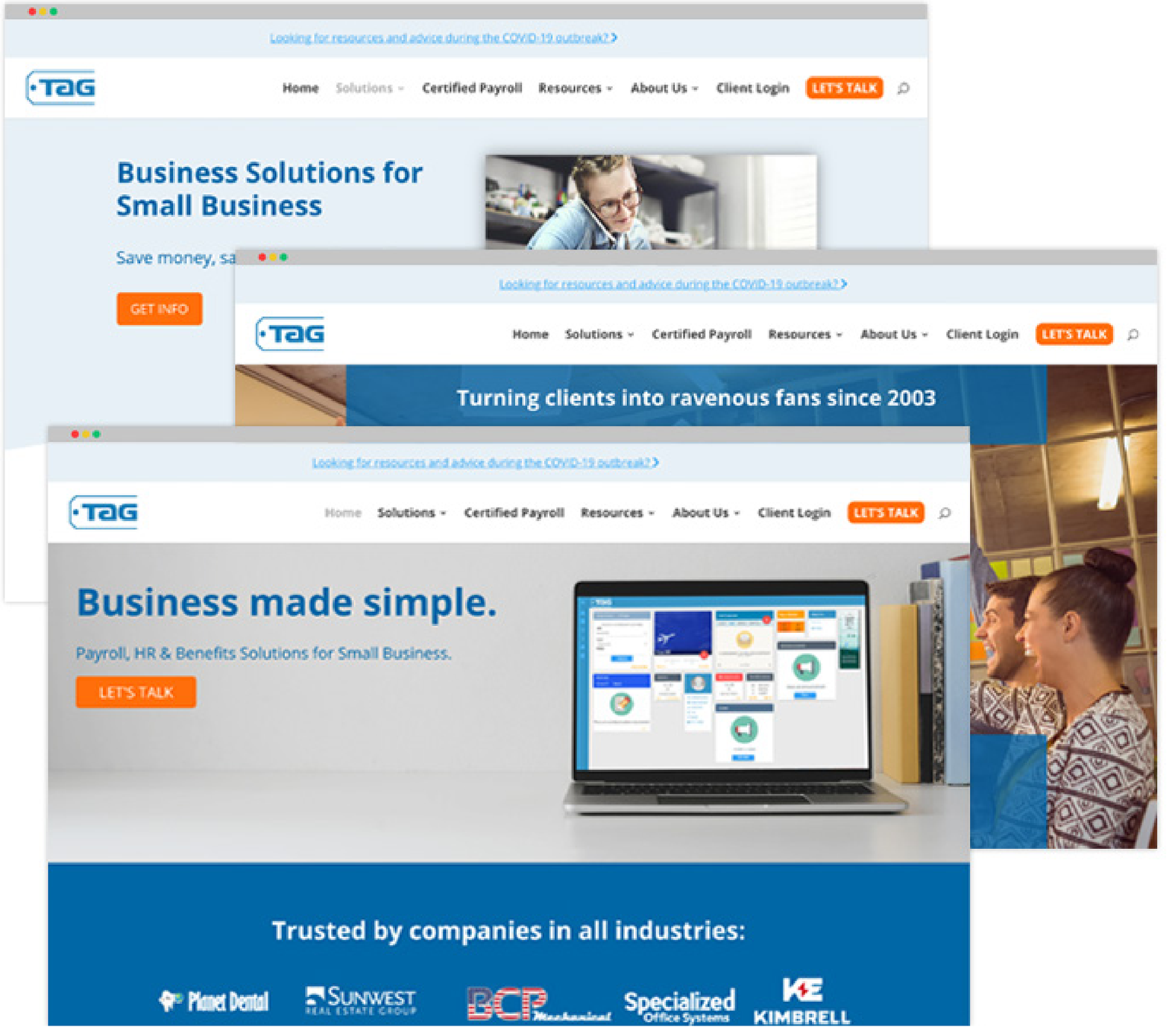

Salut Danny
401(k) Loan Calculator
$500,000
Your Balance
Loan Amount ($)
$ 30,000.44
Date to Receive Loan
5/13/2020
Repayment Options
Timeframe to Pay Loan
12
Time Period
Months
Interest Rate
15 %
Payment Frequency
Monthly
CLEAR
CALCULATE
What You'll Owe with Interest
$31,911.88
Your Payments
$5,000.93
per month
Repayment Timeframe
7/18/2020 - 7/18/2021
DOWNLOAD DETAILS
This form is for example purposes only. Please contact your plan administrator for accurate details regarding a loan.

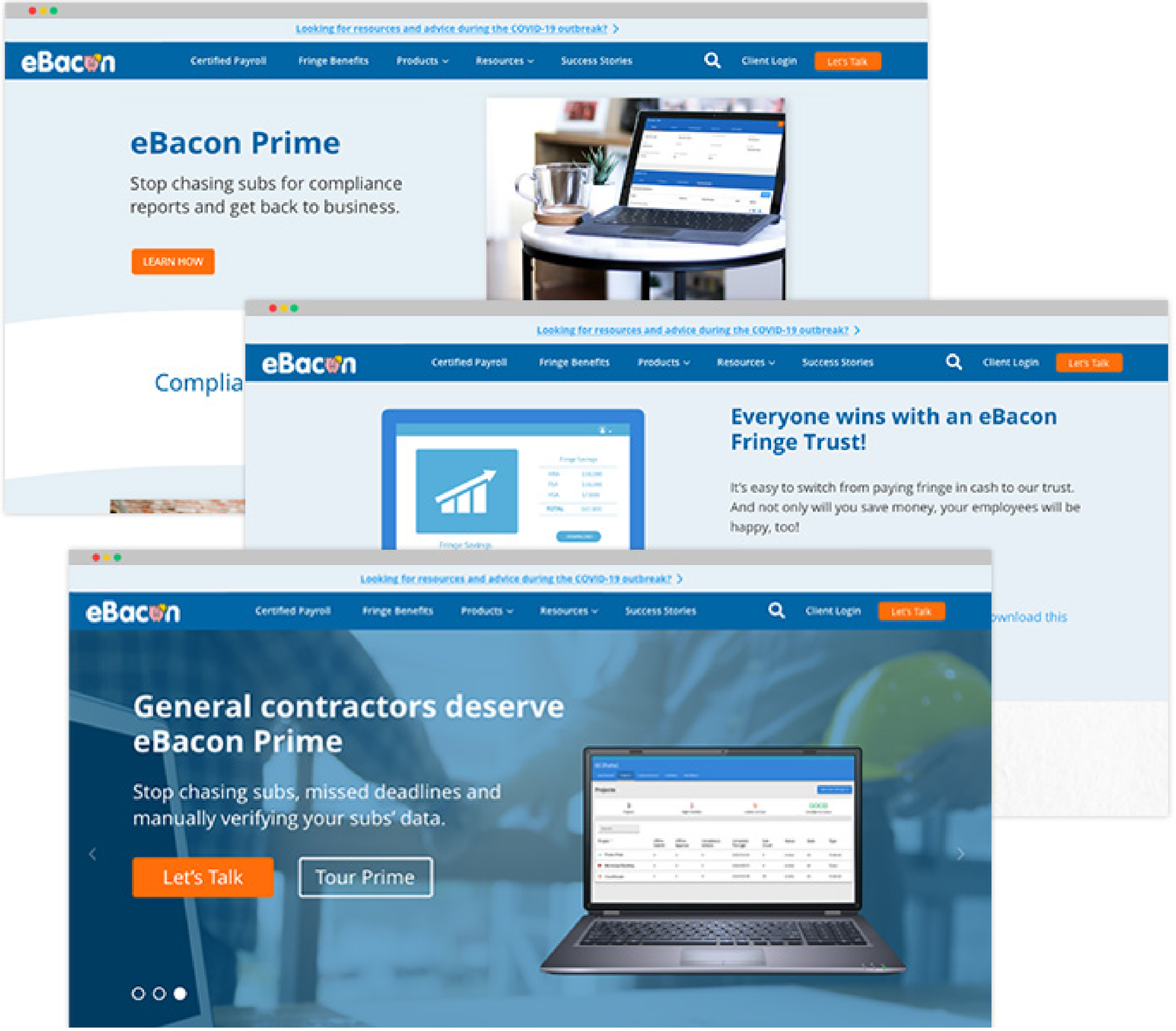
Implementation

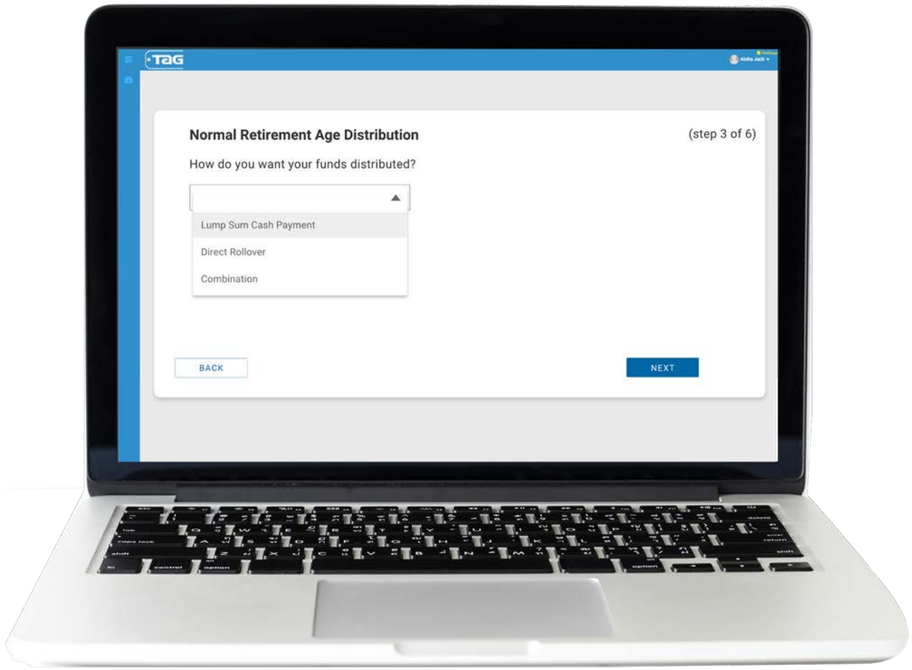
Before I left TAG, the development team created a Storybook component library based off of the brand guidelines and design system I created

Implementation

I also used this design system when I redesigned the TAG and eBacon marketing websites

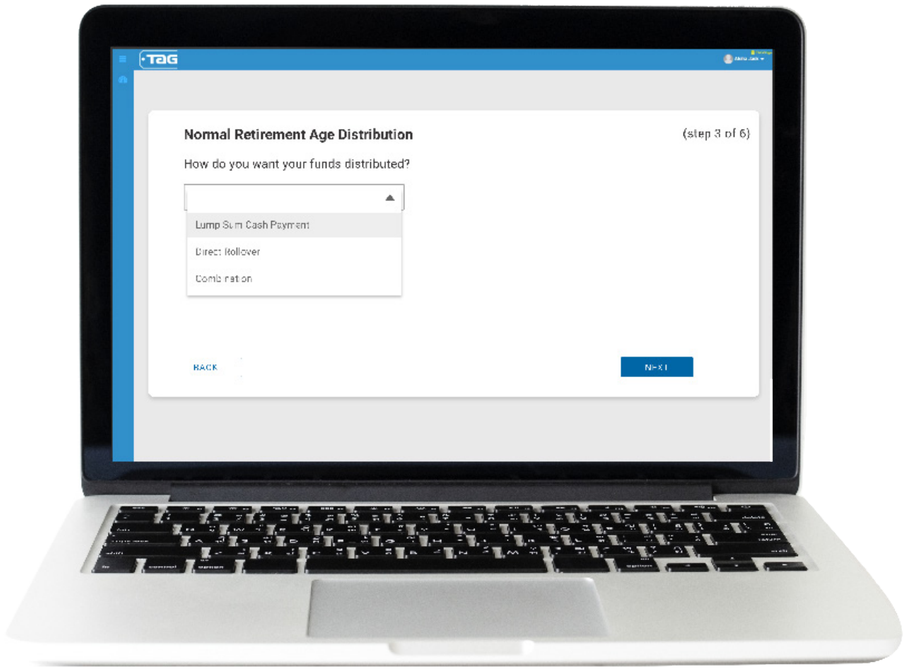

Looking for resources and advice during the COVID-19 outbreak?
Home
Solutions
Certified Payroll
Resources
About Us
Client Login
LET'S TALK
Business Solutions for Small Business
Save money, sa
GET INFO
Looking for resources and advice during the COVID-19 outbreak?
Home
Solutions
Certified Payroll
Resources
About Us
Client Login
LET'S TALK
Turning clients into ravenous fans since 2003
Looking for resources and advice during the COVID-19 outbreak?
Home
Solutions
Certified Payroll
Resources
About Us
Client Login
LET'S TALK
Business made simple.
Payroll, HR & Benefits Solutions for Small Business.
LET'S TALK
Trusted by companies in all industries:
Planet Dental
SUNWEST
REAL ESTATE GROUP
BCP
Mechanical
Specialized
Office Systems
KE
KIMBRELL


Looking for resources and advice during the COVID-19 outbreak? >
eBacon
Certified Payroll
Fringe Benefits
Products
Resources
Success Stories
Client Login
Let's Talk
eBacon Prime
Stop chasing subs for compliance reports and get back to business.
LEARN HOW
Looking for resources and advice during the COVID-19 outbreak? >
eBacon
Certified Payroll
Fringe Benefits
Products
Resources
Success Stories
Client Login
Let's Talk
Everyone wins with an eBacon Fringe Trust!
It's easy to switch from paying fringe in cash to our trust. And not only will you save money, your employees will be happy, too!
Looking for resources and advice during the COVID-19 outbreak? >
eBacon
Certified Payroll
Fringe Benefits
Products
Resources
Success Stories
Client Login
Let's Talk
General contractors deserve eBacon Prime
Stop chasing subs, missed deadlines and manually verifying your subs' data.
Let's Talk
Tour Prime



401k Distributions

Roles: UX Research & UI Design



401k Distributions

Problem:

Users enrolled through TAG's 401k system needed to manually fill out PDF forms in order to transfer funds from their account. This system took up an enormous amount of time for our 401k department.

Challenge:

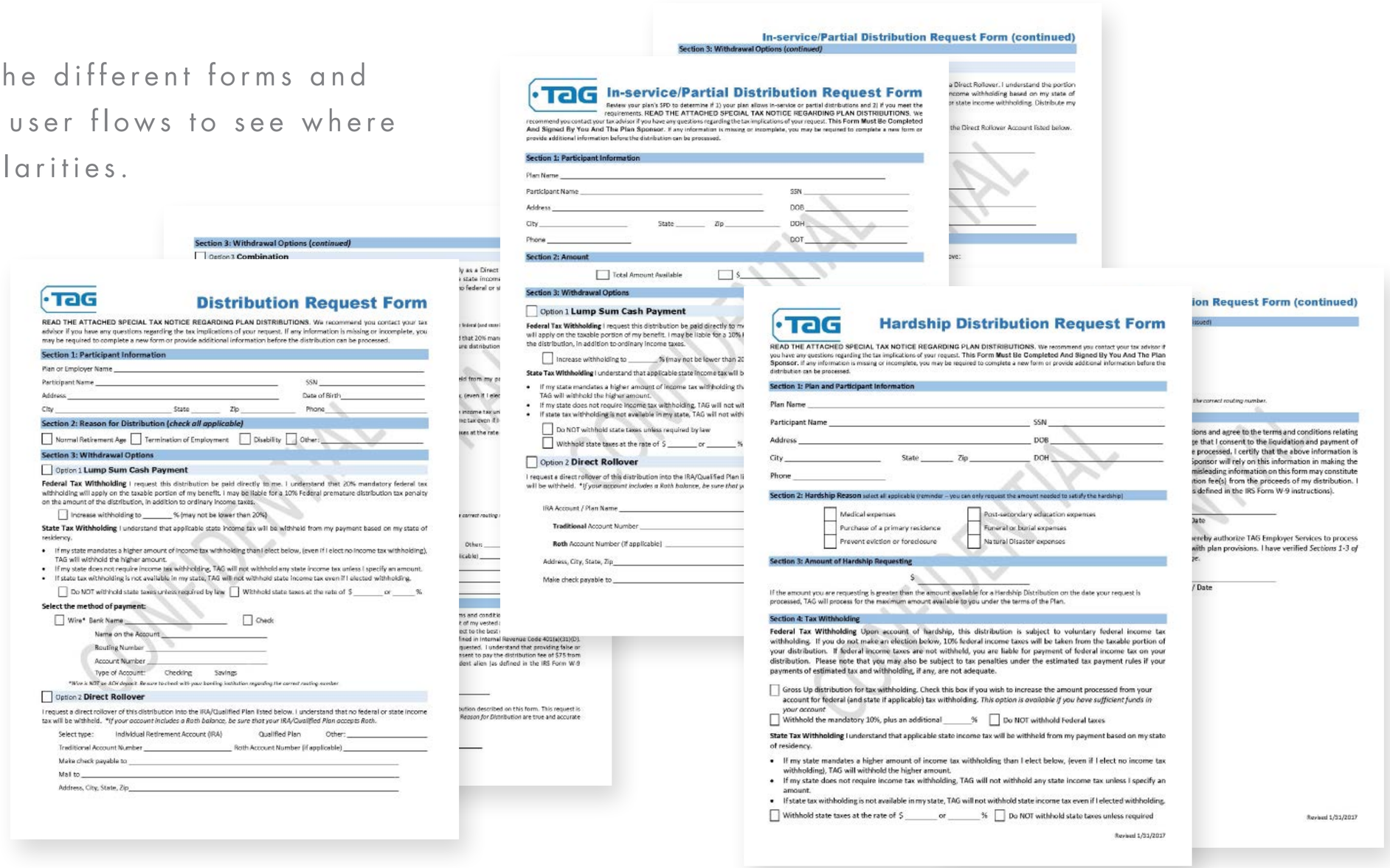
There were various forms for different types of withdrawals or transfers.

My role:

I created the workflow and user interfaces based on meetings with the 401k team.

Where I started

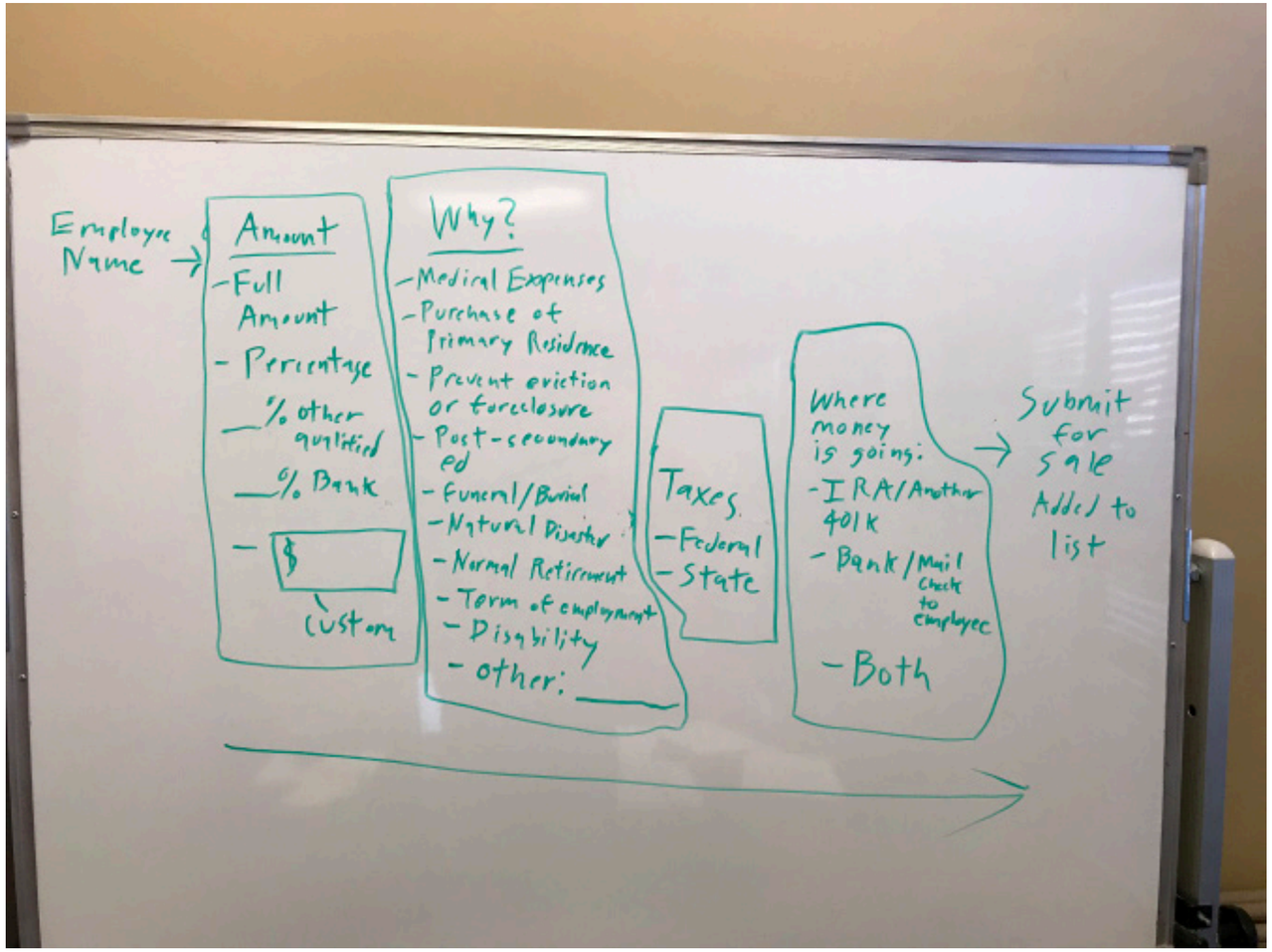
I dug through all the different forms and drew out different user flows to see where the forms had similarities.

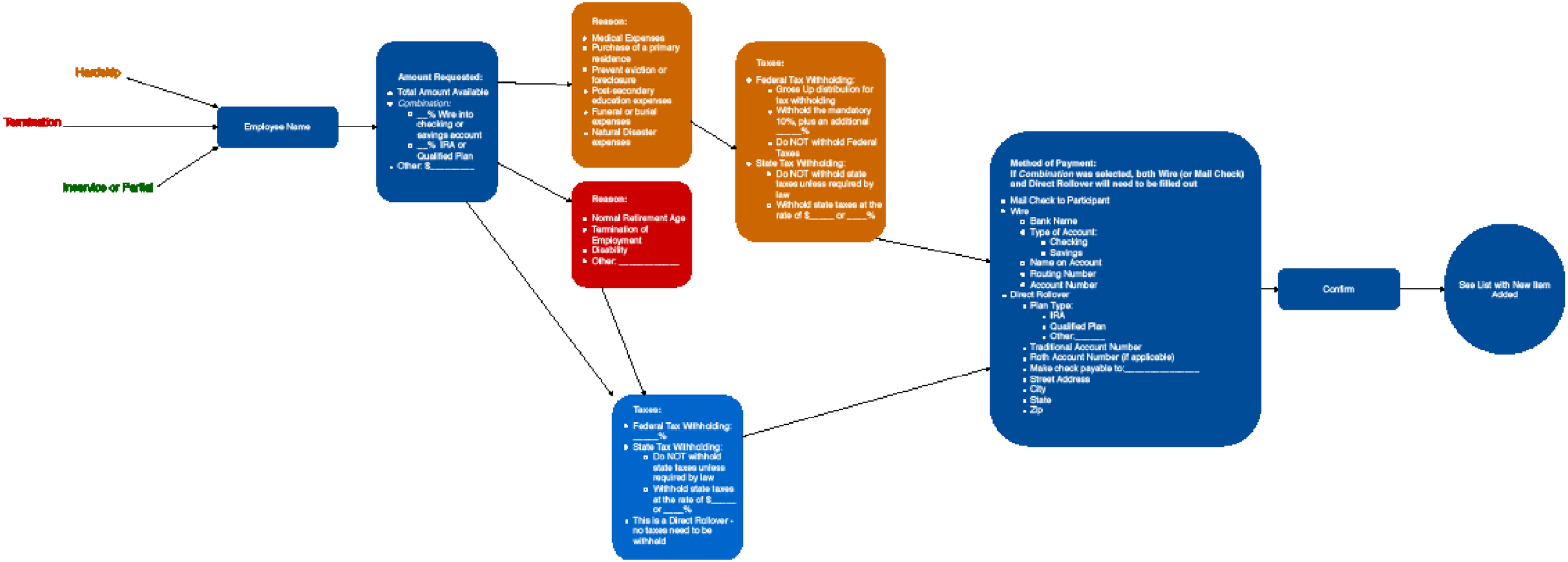


Breaking down the complexity

The different requests for withdrawals/ transfers broke down to:

1. Amount being requested
2. Why the funds were being requested
3. How users wanted to pay taxes for withdrawals (transfers exempt)
4. Where the money is going

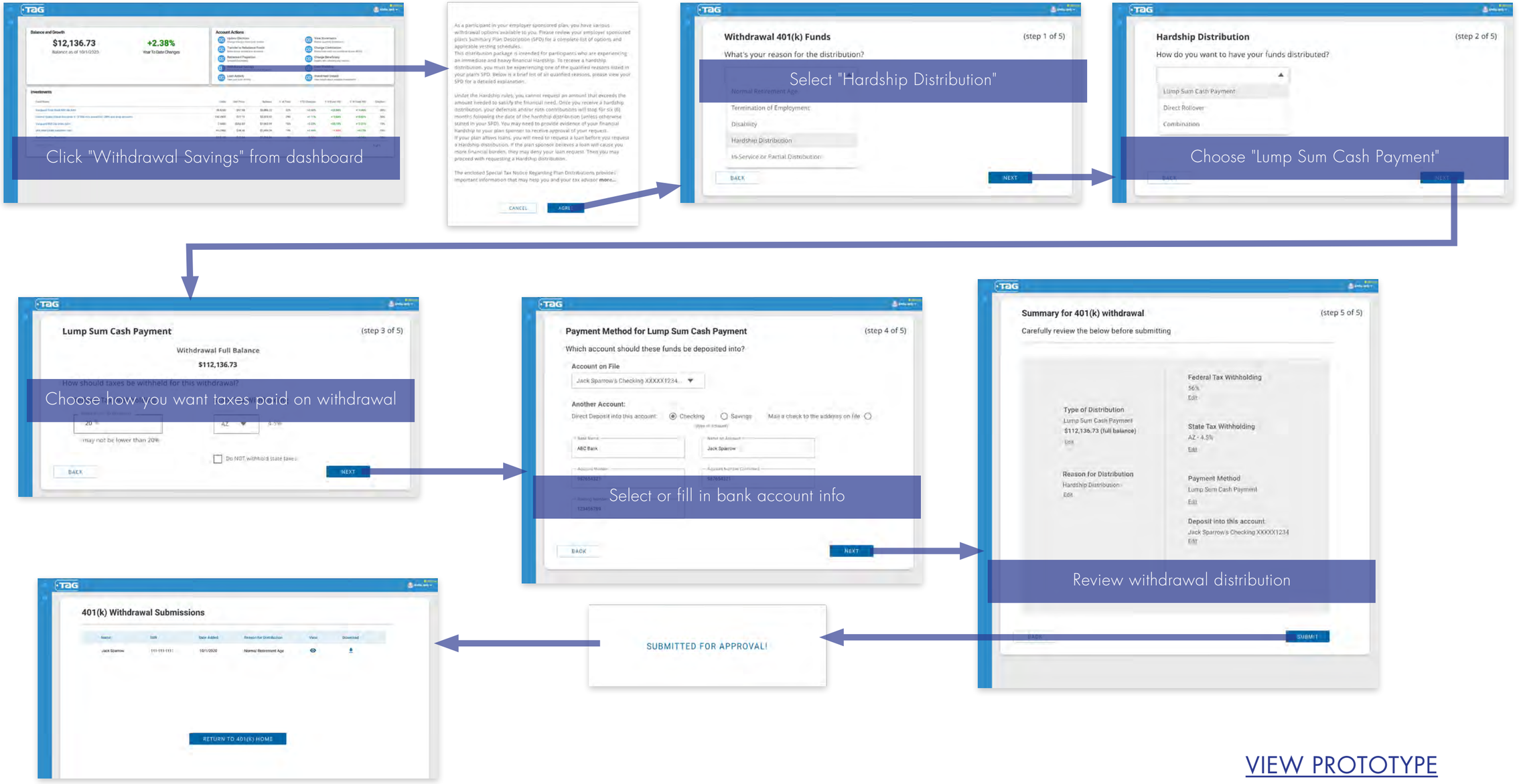




Next steps...

I went through the different user flows with the development and 401k team, revised based on their feedback, then began designing the user interfaces for the different user flows.

The user flows outlined above account for: Normal Retirement Age, Termination of Employment, Disability, Hardship Distribution, and In-Service or Partial Distributions.



[VIEW PROTOTYPE]

User flow example for a **lump sum cash payment** for a **hardship distribution** that would be **directly deposited into a checking account**.

Where this project was left off...

Before I left TAG, the development team was able to launch the transfer/withdrawal capability for our internal 401k team to use. This feature was scheduled to be accessible to our external customers in December 2020.

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