



Material Design as an
Opportunity in Digital Cohesion

Digital Cohesion

- **Consistency** in collaterals and across platforms
- Connected departments to collect and process data to **better serve the end user**

What is Material?

- System for designing interfaces
- Design system
- Design philosophy that acknowledges the technology behind interfaces



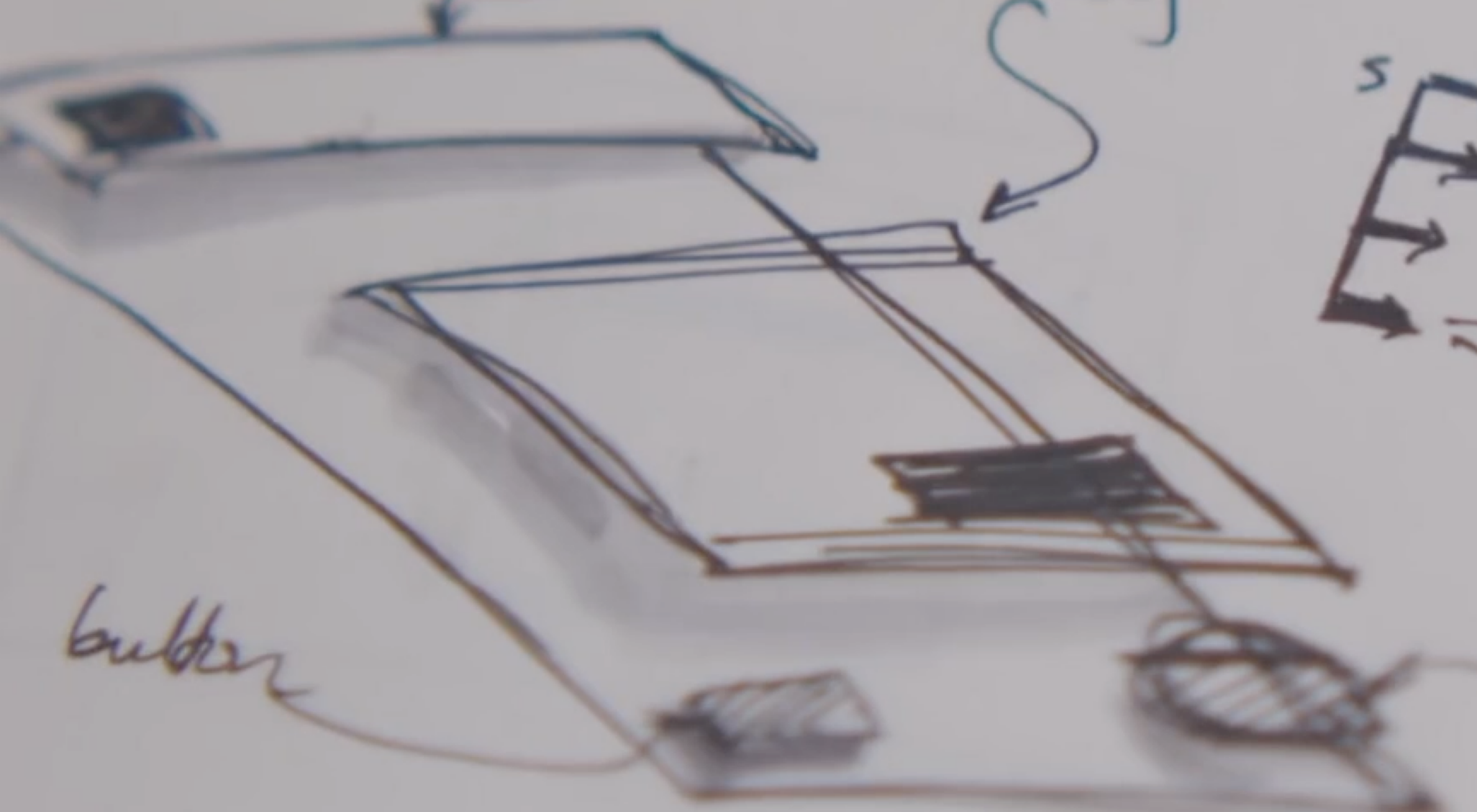


Why Design Systems?

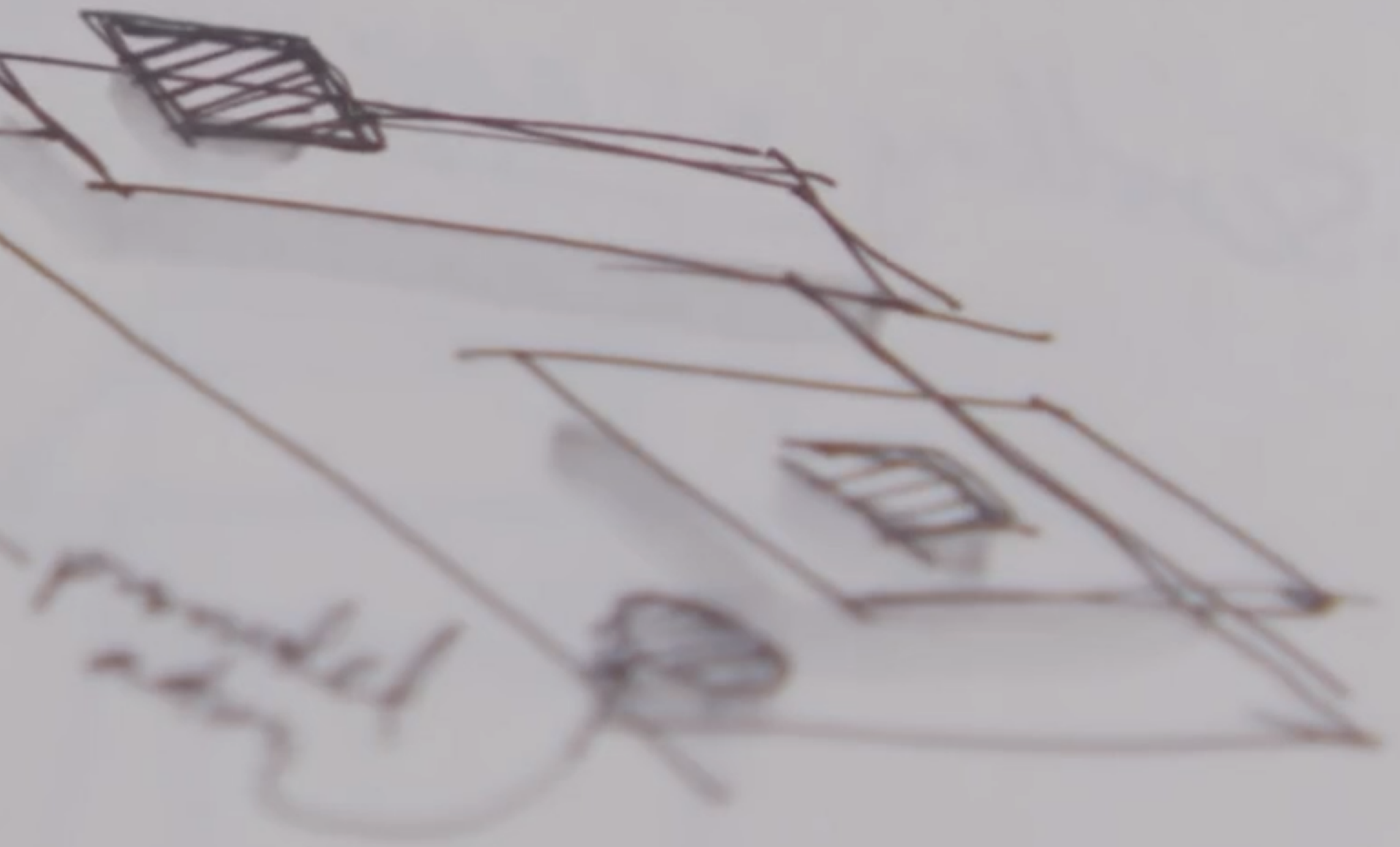
- Consistency in design patterns and code libraries
- Extension of the brand and organizational culture
- Efficient process in creating digital products
- Connect physical and digital

paper app flow

dialog



butter



rounded
rect

2 layers max
+ byobk

3 layers max

Digital Meets Physical

