

Embrace the Lightning Design System to Tap Future Innovations

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Forward Looking Statements

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 dreamforce®

Thank you





Adam Doti

VP, Design Systems
Salesforce





PREVIEW

**Design Systems
101**

**Salesforce
Lightning Design
System 2**

**Prepare for
Innovations on the
Horizon**



**Make Salesforce fast,
easy, and compelling
to use - and built for AI.**

- New visual design
- Deeper declarative customization
- Robust tooling
- AI-first components





**Make Salesforce fast,
easy, and compelling
to use - and built for AI.**

Modular

Lightweight

Personalized

Versatile

Proactive

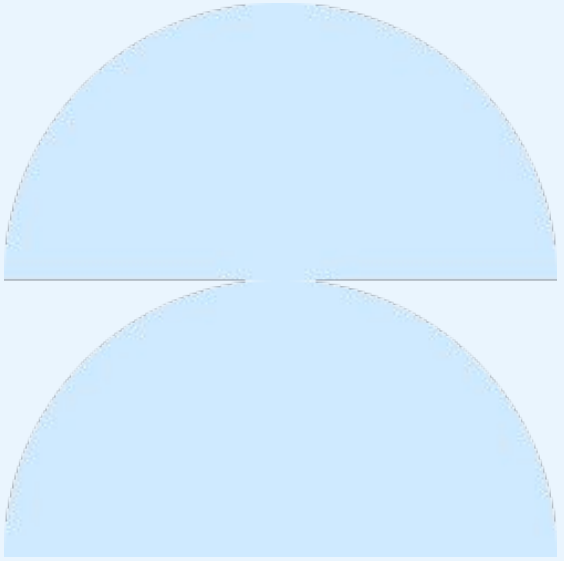
Connected

Salesforce Design Systems



Design Systems at Salesforce

An introduction



What is a design system?

“A design system is a comprehensive set of standards, documentation, and reusable components that guide the development of digital products within an organization.

It serves as a single source of truth for designers and developers, ensuring consistency and efficiency across projects.”

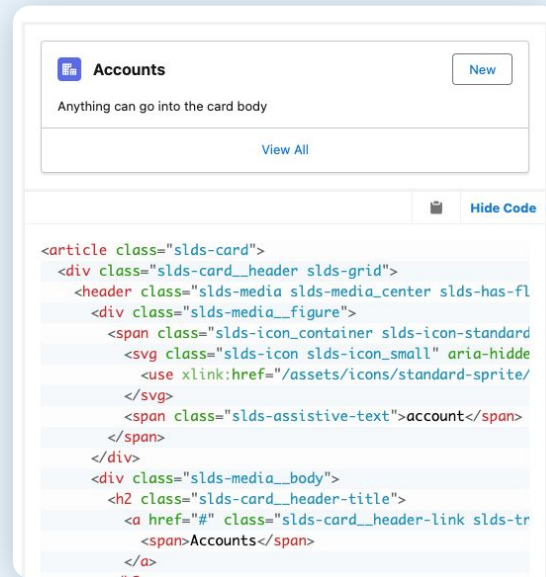


What is a design system?

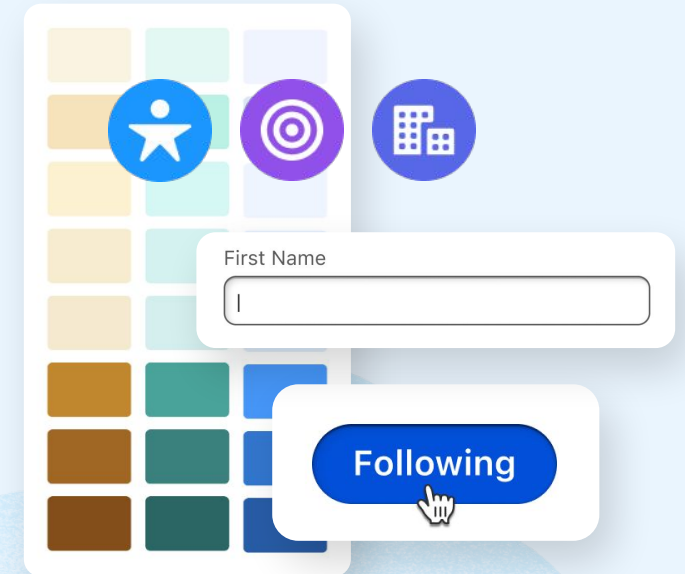
Design System



Component & Pattern Libraries



Foundational Elements





The image shows a mobile app interface on a white smartphone held in a hand. The screen displays a profile for Jonathan Bakersfield, CEO of Bakersfield Corp. Below the profile is a post from Dan Adams to Bill Young. The interface includes a top navigation bar with a blue header, a profile section with a dark background, and a list of posts. A design guide diagram is overlaid on the bottom half of the image, titled "Hierarchy". It features a simplified version of the app interface with three callout boxes:

- FRAME THE PAGE**
The topmost element serves to frame the interface with the primary brand color while calling attention to global actions.
- CONTENT FIRST**
Keep everything else simple and neutral to allow the content to stand on its own. Lean toward simplicity.
- PROVIDE CONTEXT**
The dark anchor helps focus the context of the screen towards the title and image representation.

Navigation links at the bottom of the design guide include: Style, Components, Examples, Login, Guidelines, Color, Typography, Icons, Resources.



“How can **my app
look like this?”**





Sales



Service





AI



Sales



Service



Marketing



Commerce



Data Cloud



Tableau



MuleSoft



Slack



Einstein 1
Platform



Net Zero



Small Business



Partners



Success





AI



Sales



Service



Marketing



Commerce



Data Cloud



Tableau



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Slack



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Platform



Net Zero



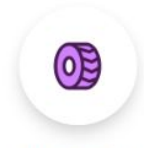
Small Business



Partners



Success



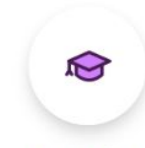
Automotive



Communications



Consumer
Goods



Education



Energy & Utilities



Engineering,
Construction &
Real Estate



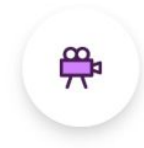
Financial
Services



Healthcare & Life
Sciences



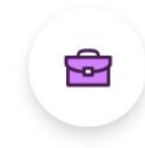
Manufacturing



Media



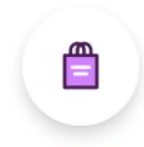
Nonprofit



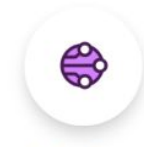
Professional
Services



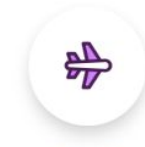
Public Sector



Retail



Technology



Travel,
Transportation &
Hospitality





AI



Sales



Service



Marketing



Commerce



Data Cloud



Tableau



MuleSoft



Slack



Einstein 1
Platform



Net Zero



Small Business



Partners



Success



Automotive



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Consumer
Goods



Education



Energy & Utilities



Engineering,
Construction &
Real Estate



Financial
Services



Healthcare & Life
Sciences



Manufacturing



Media



Nonprofit



Professional
Services



Public Sector



Retail



Technology



Travel,
Transportation &
Hospitality

customers

salesforce

appexchange





AI



Sales



Service



Marketing



Commerce



Data Cloud



Tableau



MuleSoft



Slack



Einstein 1 Platform



Net Zero



Small Business



Partners



Success



Automotive



Communications



Consumer Goods



Education



Energy & Utilities



Engineering, Construction & Real Estate



Financial Services



Healthcare & Life Sciences



Manufacturing



Media



Nonprofit



Professional Services



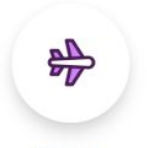
Public Sector



Retail



Technology



Travel, Transportation & Hospitality

customers

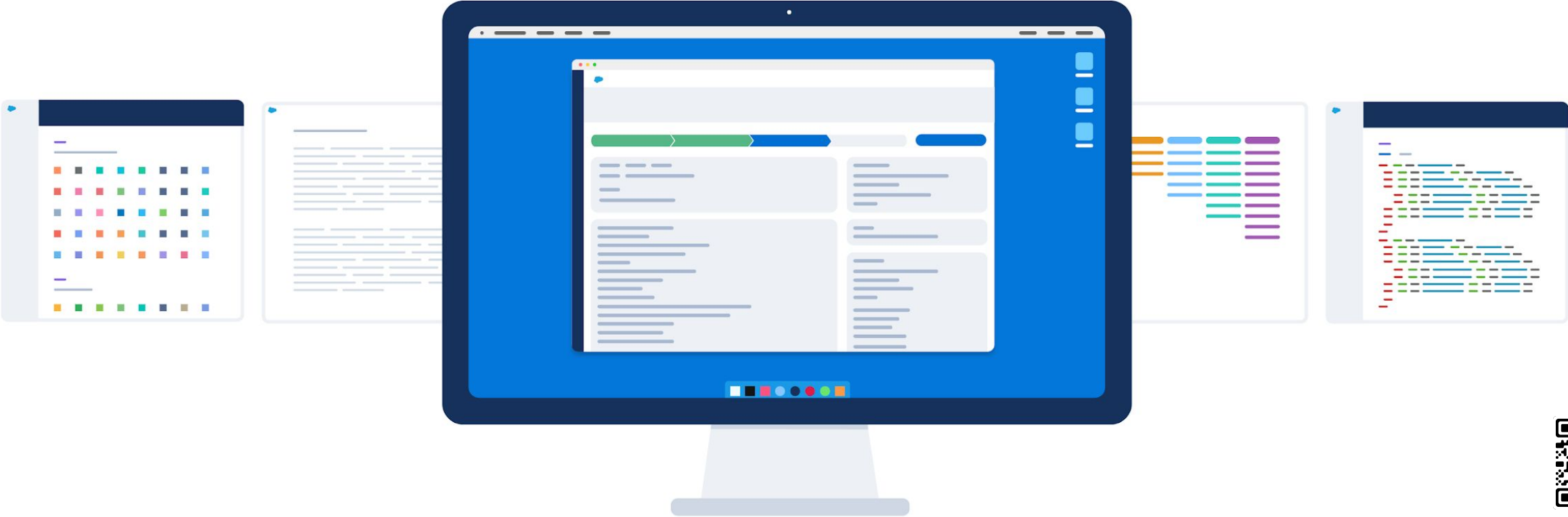
salesforce

appexchange

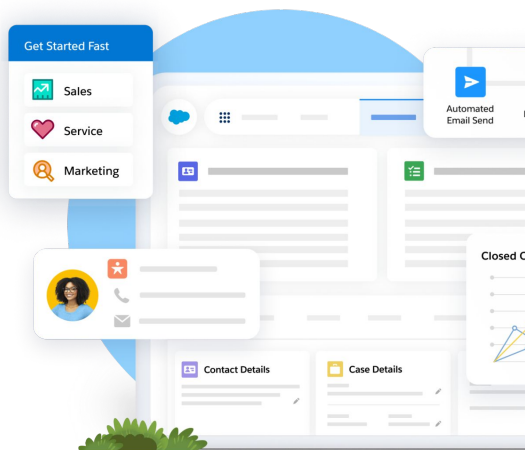
Salesforce Lightning Design System



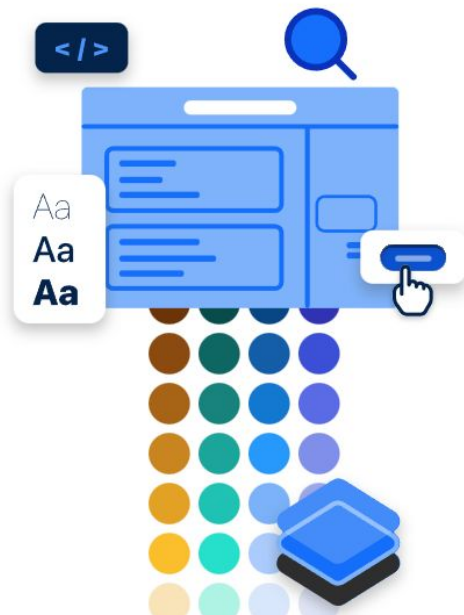
Salesforce Lightning Design System



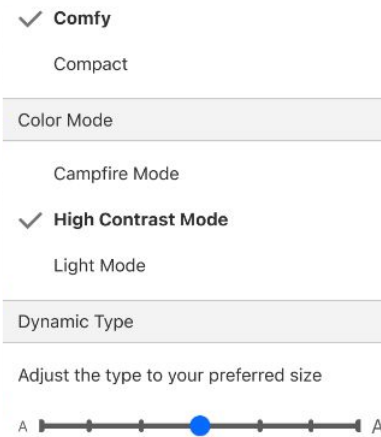
Modern UX



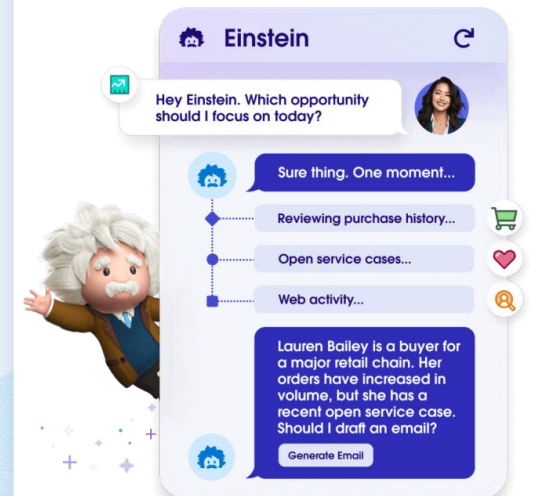
Customization



User Preferences



AI-Ready



Coming soon...

Salesforce Lightning Design System 2

Lightning Design System

Search

New Design

- Release Notes
- Getting Started
- Platforms
- Development Guidelines
- Design Guidelines
- Kinetics
- Accessibility
- Component Blueprints
- Utilities
- Design Tokens
- Icons
- Tools
- Resources

First Name

Following

Explore the new design

A refreshed visual style helps you navigate Salesforce easily and complete tasks quickly. Can you spot the streamlined color palettes, font and spacing improvements, and increased contrast?

Opportunity: Northern Trail Outfitters

Contact Roles (2)

- Kristen Jones
- Steve Davidson Moser
- Laura Bailey
- VP of Sales
- Davidson Moser

Stage: Needs Analysis

Key Fields

Close Date: 10/20/2024

Guidance for Success: Identify the business need you will solve for them. Confirm that they have budget and approval. Determine the trigger based on their needs.

Upcoming & Overdue

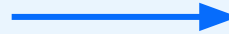
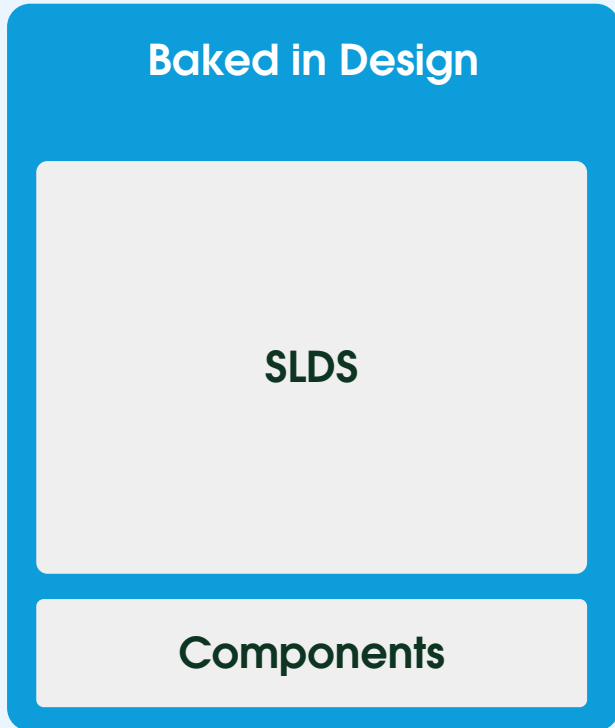
Missed Call: You skipped a call with Kristen Jones.

```
align_center sales-card-container">
slds-grid sales-card-header">
small sales-card-header-content">
er-title">Sales Leaderboard</h2>
ader-subtitle">Current Month | Goal Progress</span>

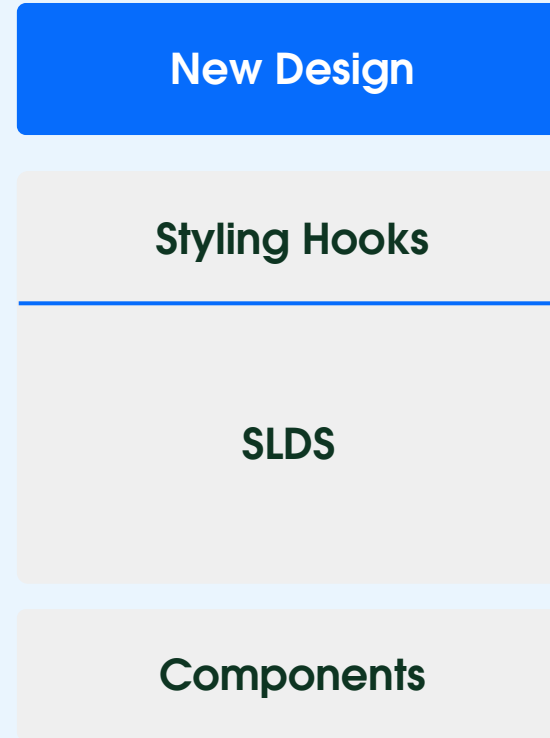
rd-grid">
ize_1-of-3 slds-text-align_center">
slds-avatar_circle slds-avatar_large">
n" src="/avatar2.jpg" title="Sue Salesperson" />

">Salesperson</p>
gress">50%</p>
bar" role="progressbar" aria-valuemin="0" aria-valuemax
ss-bar__value sales-progress-bar__value">
stive-text">Progress: 50%</span>
```





SLDS 2



A Preview of the Salesforce Lightning Design System 2





Search...



Opportunity Northern Trail Outfitters

Edit Delete Close

Contact Roles (2)

- Kristen Jones**
Title: Buyer
Role: Decision Maker
- Lauren Bailey**
Title: VP of Sales
Role: Decision Maker

[View All](#)

Products (0)

Quotes

0001254
Quote Name: Digital Marketing
Syncing:

To Do List



Stage: Needs Analysis [Mark Stage as Complete](#)

Key Fields [Edit](#)

Close Date: 10/21/2024

Description: This deal is at 10% because they are at the sales process state of evaluation.

Budget Confirmed:

Guidance for Success

Qualify your opportunity

- Identify the business need you will solve for them
- Confirm that they have budget and approval
- Determine the timeline based on their needs

Details History



Filters: All time • All Activities • All types
[Refresh](#) • [Expand All](#) • [View All](#)

Upcoming and Overdue

- Intro Call**
You logged a call
- Re: Mobile conversation on Monday**
You sent an email
- Call with Lauren Bailey** 1:00
You and [Lauren Bailey](#)

[View More](#)



New Visual Style



Button

Getting Started

Find your way around and see how Salesforce works for your business.

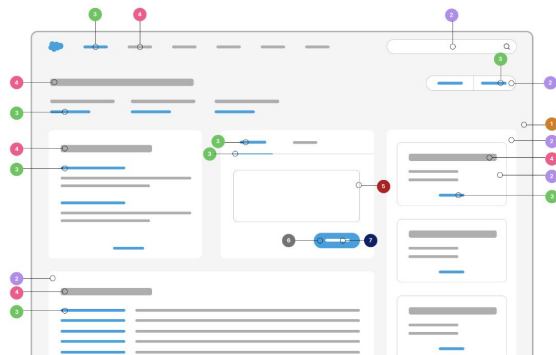
Getting Started

Find your way around and see how Salesforce works for your business.

Following



Styling Hook Framework



```
/* usage */  
button {  
  background: var(--slds-g-color-accent-1);  
}
```

Next-Gen Tooling



```
# myApp.css ×  
force-app > main > default > lwc > myApp > # myA  
  
.section-header {  
  font-size: var(-lwc-fontSize10, 2rem);  
  font-weight: var(--lwc-fontWeightBold,  
  color: rebeccapurple;  
  border: 1px solid var(--lwc-colorBackgr  
}
```





Theming & Branding 2.0

Setup Home Object Manager

Search setup

Theming

- Feature Settings
- Digital Experiences
 - Themes
- User interface
 - Themes and Branding

Setup > Themes and Branding
New Custom Theme

A theme is a set of colors and images that represents your org's brand. You can create your own theme or choose from a set of built-in themes p

Theme Details

* Theme Name

* API Name

Description

Branding

Brand Image (600x120 pixels)

Brand Color

Accessibility Override Override accessible brand color

Use brand image on Lightning Experience loading page

Colors

Page Background

Global Header Background

Link Color Use brand color

Brand-Based Color Palette

Text

- Title
- Subtitle
- Paragraph
- Links

Buttons

- Primary Background
- Primary Text
- Secondary Background
- Secondary Text

Objects

- Icons

Containers

- Background 1
- Background 2
- Inverse Background

Colors

Brand-Based Palette

Brand Color

For additional styling modifications, review the options below

Text

- Title
- Subtitle
- Paragraph
- Links

Buttons

- Primary Background
- Primary Text
- Secondary Background
- Secondary Text

Objects

- Icons

Containers

- Background 1
- Background 2
- Inverse Background



Campfire Mode

The screenshot displays a CRM interface in 'Campfire Mode'. The top navigation bar includes a search bar, user avatars, and a breadcrumb trail: Sales Console > Cases > Jessica Peterson > Adam Kehoe | Lead > Alica Gardner | Lead > 000001007 | Case > 00001003. The main content area is divided into several sections:

- Recently Viewed:** A list of 42 items, updated just now, with a 'Recently Viewed' filter.
- Contact Details:** Information for Christopher Damon, Director of IT at Mooby Corp. Includes email (cdamman@moobycorp.com) and phone ((334)-322-3521).
- Case Information:** A section for case-specific details.
- Contact Information:** Another section for contact-related data.
- Case Progress:** A progress bar showing 'Current Sta...' and 'Final Step'.
- Status:** 'Status: Working' with a 'Label' button.
- Key Fields:** A table of fields with 'Read only' and 'Edit' options.
- Guidance for Success:** A list of tips for handling the case, such as 'What problems do they want to solve and what are they hoping to improve?'.
- Knowledge:** A section for 'Suggested Articles' with a search bar and a result titled 'How to Clean and Maintain Your Solar Panel'.
- Articles (0):** A section for articles.
- Case Comments:** A list of comments, including one from 'Tester Testeroni' with a value of '\$120,000'.
- Files (1):** A section for files, including 'IMG_39420 Created Data'.
- Upcoming and Overdue:** A section for upcoming and overdue items, including a mobile conversation on Monday.

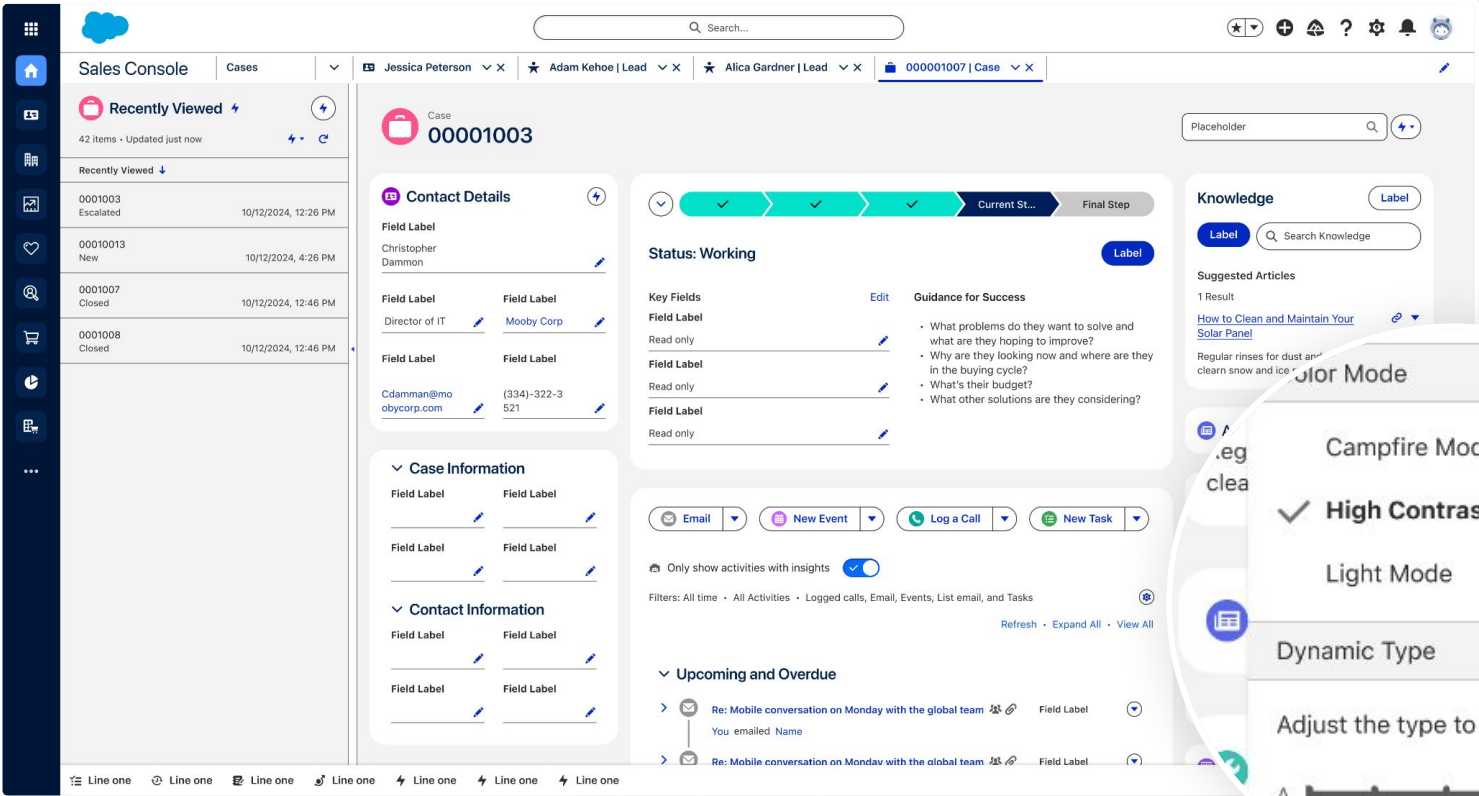
The interface is dark-themed and includes a sidebar with navigation icons and a bottom status bar with 'Line one' labels.



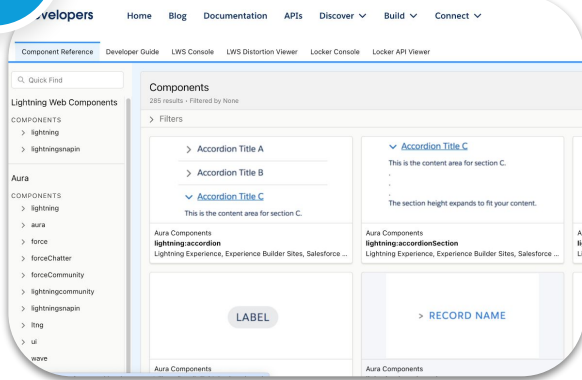
User Preferences

Highlights

- High Contrast Mode
- Density (cozy, compact)
- Dynamic Type



1



Use Lightning Base Components

Best practices built inside: accessibility, branding, security and more.

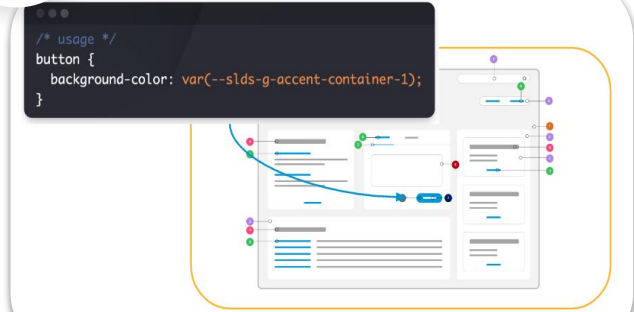
2

```
/* hard coded value example */
.myClass {
  background: #fff
}
```

Avoid Anti-Patterns

Intentional and unintentional tactics will impact your design system adoption and quality of your UX.

3



Use Styling Hooks

Powers theming and branding, and advanced customizations.



1

Upgrade your styling API

```
/* aura design token usage */
.THIS .myClass {
  backg
}
/* --lwc usage example */
.myClass {
  background: var(--lwc-cardColorBackground,#fff);
}
```

2

Avoid hard-coded values

```
/* hard coded value example */
.myClass {
  background: #fff
}
```

3

Just say NO to styling SLDS classes

```
/* aura design token usage */
.THIS .myClass {
  background: t(cardColorBackground);
}
```

And many more...

Replace --sds- with --slds- hooks

Avoid relying on a specific DOM structure

Replace deprecated dash-dash BEM selectors

Be wary of !important

Prefer the new global styling hooks

Use fallbacks to support backwards compatibility



Today's Takeaways

1

Introduction to the Salesforce Design System and how design systems support product portfolios.

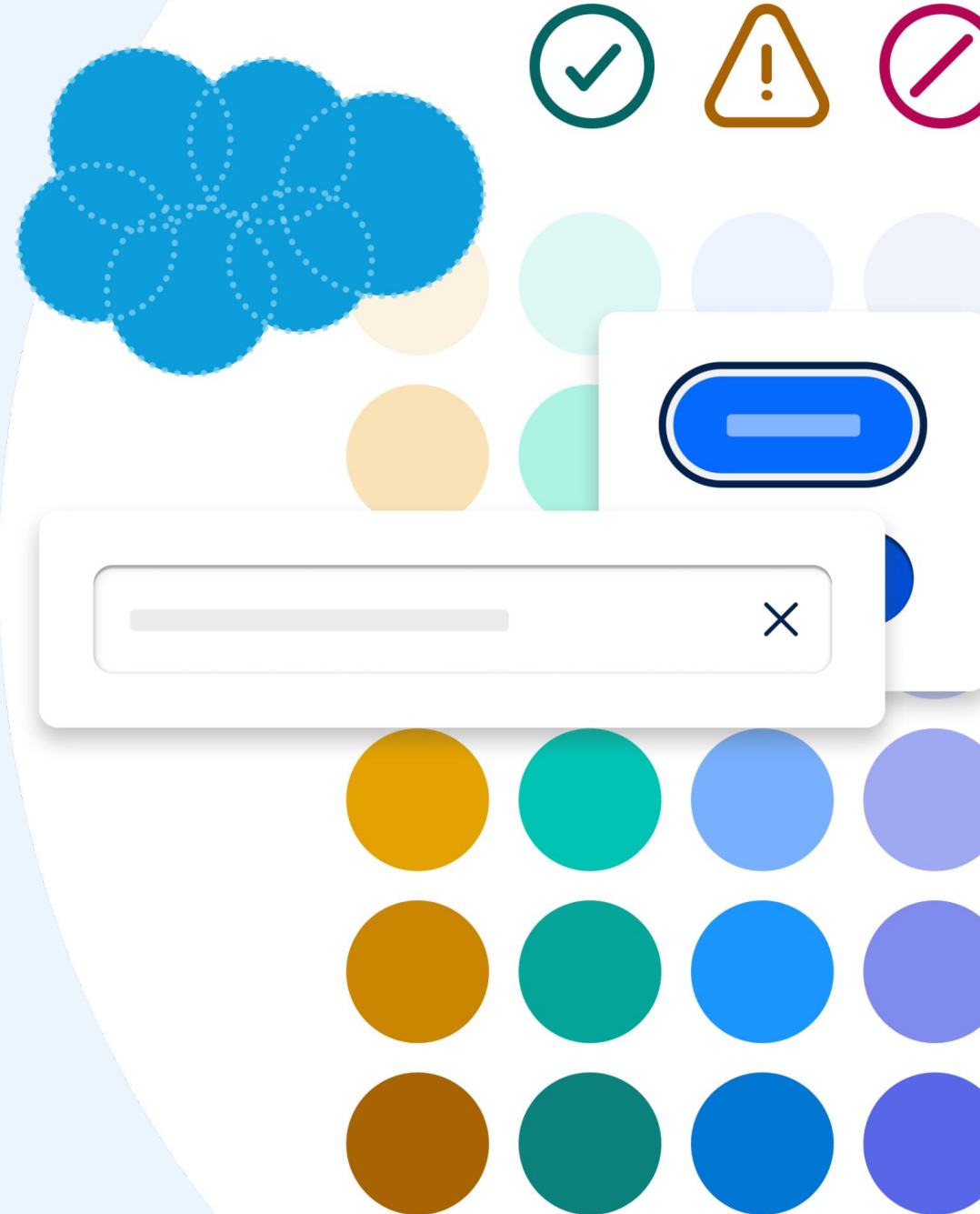
2

SLDS 2 is Salesforce's next-gen design system featuring a new design, styling hooks and tooling.

Beta Spring '25

3

Get ready for the exciting experiences on the horizon with SLDS best practices.



Get Deeper Insights

Learn more from our experts about our new UI and SLDS



Visit our booths in Platform Park

Booth 5: Lightning Design System

Booth 6: Enhanced Lightning UI

Wednesday

2:30 pm - Say Yes to the Power of **Styling Hooks**

Thursday

1:30 pm - Explore the **Enhanced Visual Style** of the Lightning UI

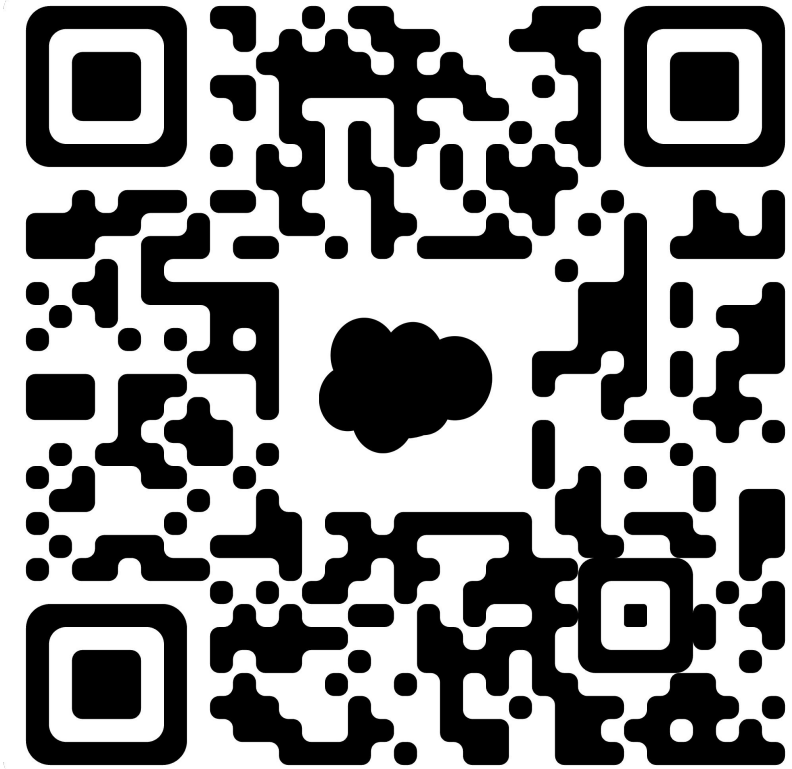
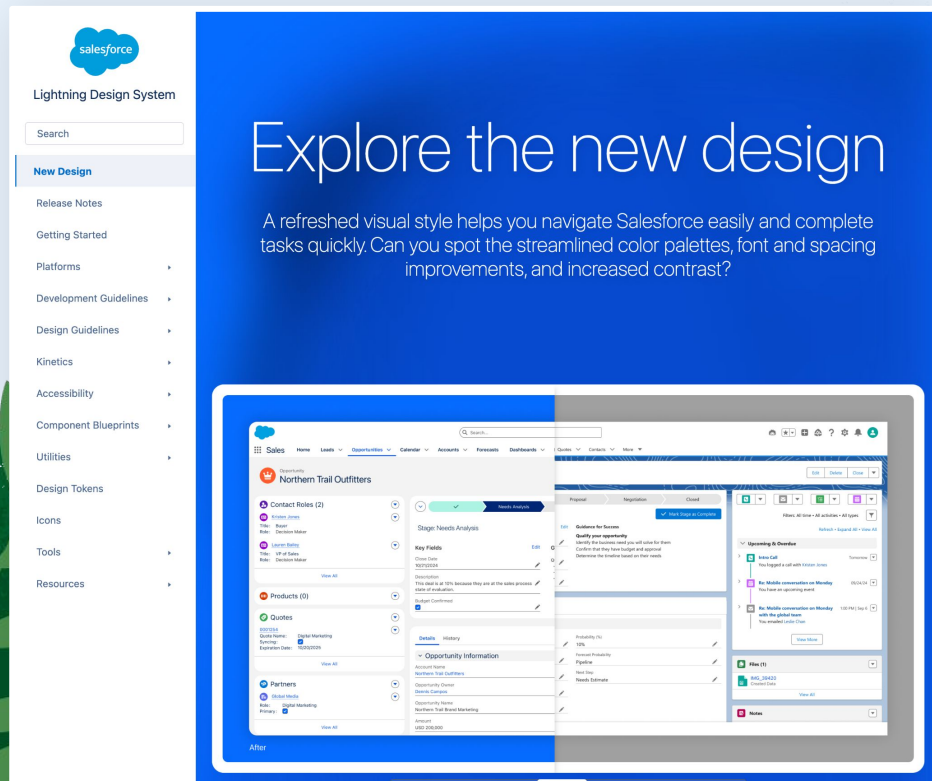
Thursday

2:45 pm, Moscone South



Bookmark the SLDS site

- Learn about the new design
- Explore designer & developer best practices & tools
- Stay up to speed with availability plans





Thank you

