6. Pattern Library

We will outline the different kinds of patterns available on the new site, and how they can be used. Use this library to help decide what patterns to use after you've chosen a page template.

Read on to learn about the different types of patterns or explore the full pattern library.

Types of patterns

Visual patterns

These patterns rely on imagery to leave an impression on users.

Organizational patterns

These patterns focus on organizing primarily textual information to make it easy for users to understand information & options.

Typographic patterns

These patterns focus on prioritizing & presenting text on the page.

Connected patterns

These patterns are used to share or connect with other content on the site, such as news, events, and social media.

How to choose a pattern

Before adding a pattern, think about what kind of content you have:

Do you have access to high quality images or other media?

If yes, consider using a visual pattern to display this content.

Do you need to share a variety or group of important information through text?

If yes, an organizational pattern would be best to display content in a clear & consistent manner.

Do you have important announcements or timely information to share through text?

If yes, consider using a typographic pattern to ensure this information is highly visible and emphasized.

Are you looking to link to social media?

If yes, a connected pattern may have the flexibility you need to share links.

Are you looking to share news or events?

If yes, some connected patterns allow you to dynamically or manually link to that content.

Visual Patterns

- Carousel
- Image
- Image List
- Photo Collage
- Story Display
- Video

Organizational Patterns

- 2 Column
- 3 Column
- Accordion

Typographic Patterns

- Contact
- CTA Bar
- Outcome Feature
- Quote
- Statistics
- Stats + Photo

Connected Patterns

- **Calendar 3-Up**
- **Directory Embed**
- **Instagram**
- **News 3-Up**

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