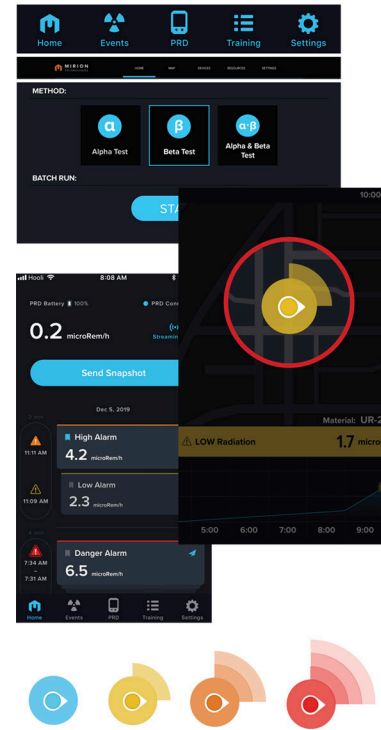# Design Language System

BACKGROUND

Mirion had experienced significant growth through mergers and acquisitions resulting in a disparate portfolio of 550 products, 155 applications and 8 brands with no common look and feel. We were challenged to help Mirion scale design, reduce design debt, and build brand equity through consistent interactions, and a harmonized product experience.

In response, we developed a Design Language System (DLS) to tell the story of the Mirion brand. A systematic translation, expression, and communication of Mirion's purpose and promise, bringing to life how the brand should look, feel, sound, and behave in two- and three-dimensions.
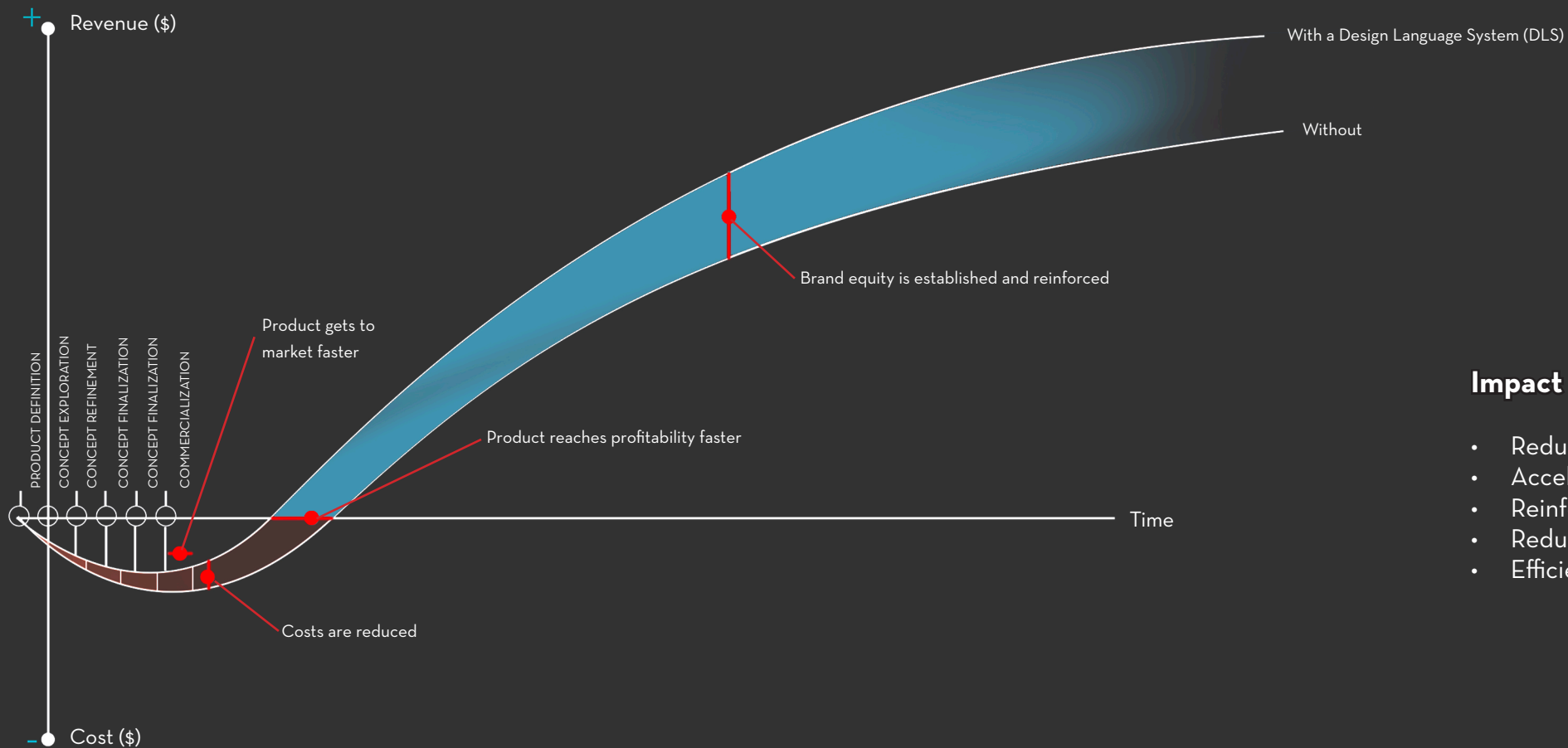
550 Products

155 Applications

8 Brands

Revenue ($)

With a Design Language System (DLS)

Without

Brand equity is established and reinforced

Product gets to market faster

Product reaches profitability faster

PRODUCT DEFINITION
CONCEPT EXPLORATION
CONCEPT REFINEMENT
CONCEPT FINALIZATION
CONCEPT FINALIZATION
COMMERCIALIZATION

Time

Costs are reduced

Cost ($)

Impact on the Bottom Line?

- Reduced Development Costs
- Accelerated Profitability
- Reinforced Brand Equity
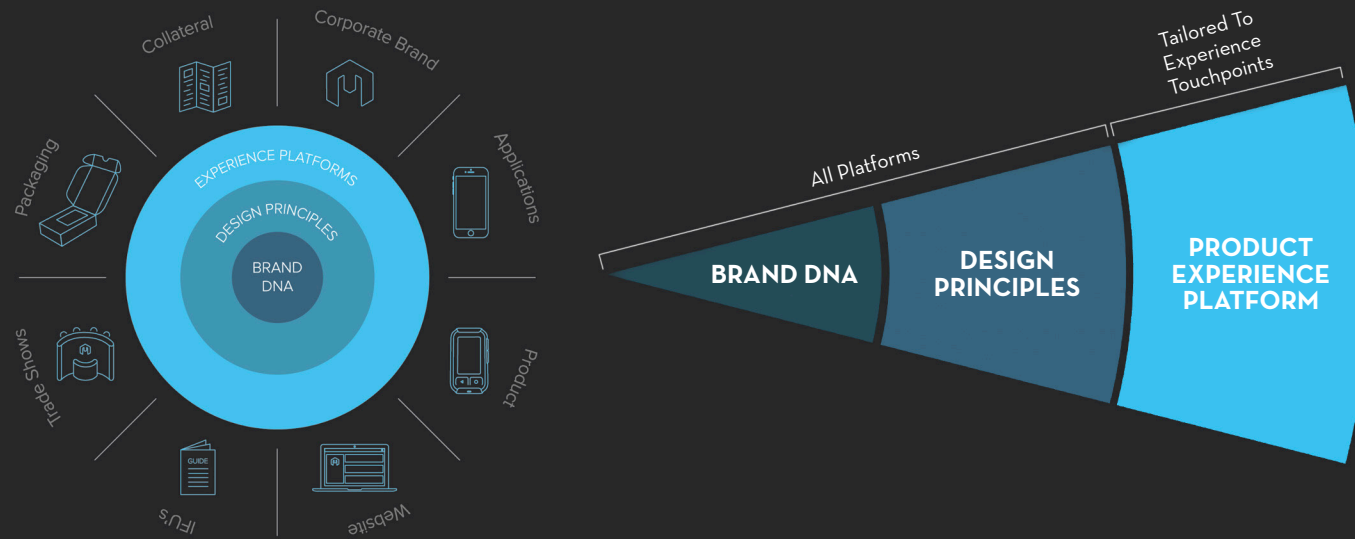- Reduced Design Debt
- Efficient Decision Making

BUSINESS CASE
The Benefit of the Mirion
Design Language System (DLS)

The DLS contributes to Mirion's success in the Radiation Measurement & Detection category by reducing time to market, decreasing development cots and building visual and interactive brand equity. Traditionally, independent product teams started from scratch with every new project, a practice that was costly, wasteful, and inefficient.

The DLS creates a single source of truth for Mirion's Product Development teams focusing them on communicating a common brand personality within an agreed-on language. Mirion are now able to scale design through the organization using systems thinking and clear guidelines to deliver better products faster.

DLS PLATFORM

DLS ARCHITECTURE

4 *Signature Elements*

Signature Elements are groups of stable articulations of Design Principles that communicate brand personality through form, texture, badging, surface, behaviors and interactions.

3 *Design Principles*

Design Principles are visual concepts that bridge the verbal and visual worlds. They guide expression and accommodate any program design issue.

2 *Visual Positioning*

Visual Positioning articulates the brands unique visual tone and position in relation to the competition.

1 *Brand DNA*

Brand DNA conveys an authentic expression of the brand's 'personality' in a way that is clear, relevant and compelling to the target audience.

BRINGING ORDER TO THE CHAOS

The application of systems thinking simplified the complexity inherent in Mirion's portfolio of products and applications using two frameworks to communicate the scope of the Design Language System (DLS).

The **DLS Platform** organizes the brands touchpoints into "Experience Platforms." Each platform is built on the foundation of Mirion's brand DNA and Design Principles, a foundation that is common to all platforms. The design nuances of individual platforms are managed through the use of a set of Signature Elements.

The **DLS Architecture** provides design teams with a tangible reference point for developing new products and understanding the physical and interactive dimensions of the brand. It transforms the purpose and promise of the Mirion brand into a unique, repeatable, and scalable language through the use of Design Principles and Signature Elements.
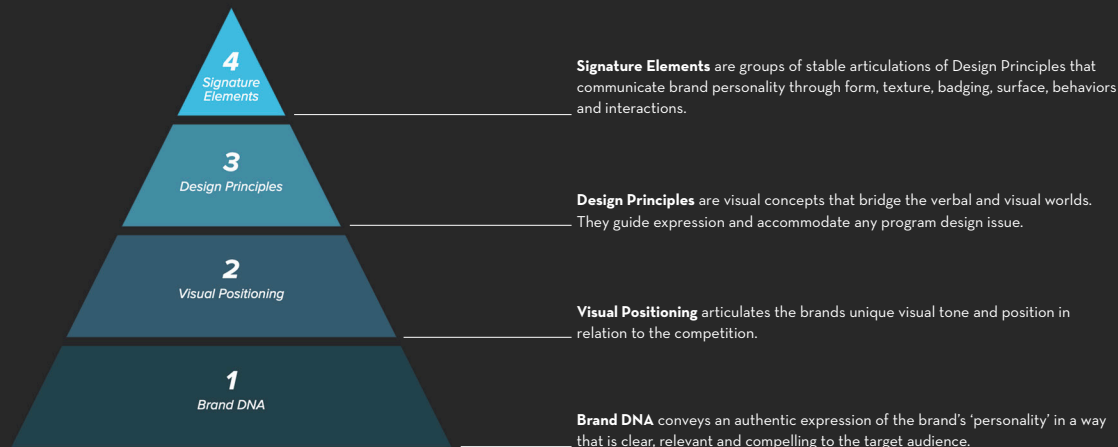
REFERENCE CONCEPTS

Rigorous analysis of Mirion's large portfolio of 550 products and 155 applications revealed that despite its size and perceived complexity all of Mirion's portfolio was based on three (3) specific use cases.

ALERT | SEARCH | ANALYZE

To illustrate the design language we selected five reference products from across Mirion's portfolio covering a broad spectrum of product categories, applications and context of use from lab equipment to military grade products and developed them as concepts to illustrate how the DLS architecture could be applied and scaled across both hardware and digital products. The five chosen reference concepts were:

1. First Responder Handheld Survey Device
2. First Responder Spectroscopic Search Device
3. Military Radiation Detection System
4. Industrial Walkthrough Radiation Detection Portal
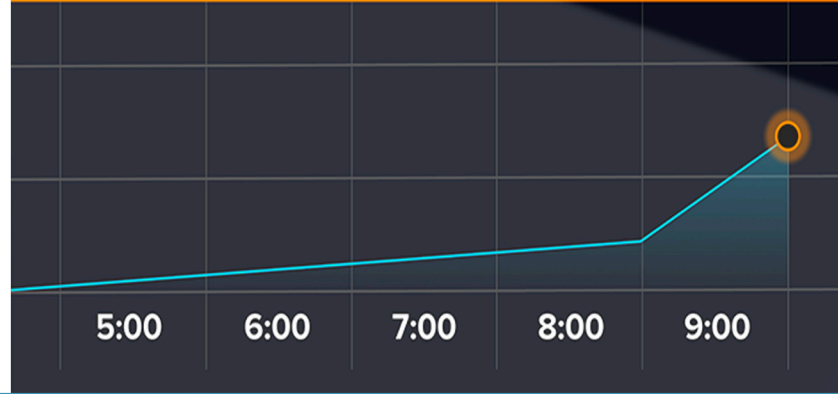5. Laboratory Alpha Beta Sample Scanner

It is important to remember that these concepts were developed as part of the process in the creation the Design Language System. The concepts are an example of what Mirion's products could look, feel, sound and behave if product development is focused on the brand DNA. The chart shows the current products alongside their future concepts developed using the DLS.

DESIGN TO VALUES

Forming the foundation of the DLS Architecture is Design Values. Values drive behavior, and it was critical to develop a set of Design Values for Mirion that were meaningful to their end-users and to understand for the product development teams, prompting them to ask of their work:

- Is its simple to navigate?
- Is it easy to understand?
- Does it give me the confidence it will do the job with precision and accuracy?

Mirion's Design Values are the starting point in the design process. They are how the brand looks, feels, sounds, and behaves, informing design decisions, guiding design each and every day as we strive to bring them to life through product development. They are the heart of Mirion's design ethos and rarely change.

⚠ **HIGH Radiation**   **55** microR/hr

5:00   6:00   7:00   8:00   9:00

PRECISE
We design instruments that are precise and increase confidence through the clarity of the information presented, both physically and digitally.

INTELLIGENT
We design instruments that are intelligent, anticipating the appropriate levels of information, workflows, and features users require for the reliable measurement, detection, and monitoring of radiation.

Ⓜ MIRION

1000

INTUITIVE
We design products that are intuitive, putting people at the heart of everything you do, so our products anticipate their needs and empower them with just the right information at the right time to make the right decisions.

STRUCTURED
We design instruments that have a clear and understandable structure, making the complicated simple, communicating what is critically needed, and thoughtfully reducing what is not.

DESIGN PRINCIPLES

Design Principles create a foundation for the development of a consistent and harmonized Idesign language and are responsible for the visual and interactive character of the Mirion brand. They are what make the DLS infinitely flexible, providing designers the freedom to be creative in a multitude of product development contexts.

Three (3) Design Principles were developed for Mirion, informed by their brand positioning and values to provide design teams with a head start in the product development process. This helps to scale design and reduce organizational design debt by eliminating inappropriate directions for exploration, driving efficiency by saving time, money, and resources.

HUMAN TOUCH

Human Touch is the application of ergonomic best practices and advanced usability principles to create products that empower radiation experts to work efficiently and professionally.

CLEAR MISSION

Clear Mission is the organization of a product's critical interfaces in a way that is obvious, creating clarity and simplification of operation.

SCIENTIFIC PRECISION

Scientific Precision is the purposeful composition of recognizable simple, classic forms to create overall compositions that are functional and unadorned.

PIN INDICATOR & ALERT

The Pin Indicator is the most iconic of all the signature elements showing the intensity and direction of the radiological event.
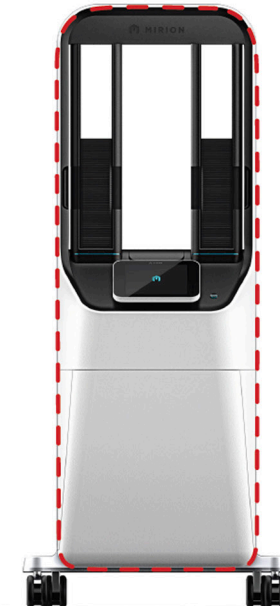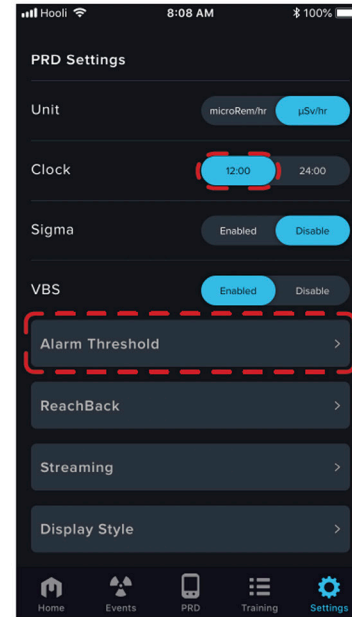

NO ALERT

LOW ALERT

HIGH ALERT

DANGER ALERT

SOFT RECTANGLE

The Soft Rectangle is a stable shape that visually communicates professionalism and signifies that the products are dependably engineered and can withstand the rigorous demands placed on a professional-grade instrument.

SIGNATURE ELEMENTS

Sixteen (16) Signature Elements were developed spanning the digital/physical realms of the reference concepts. Signature Elements are tangible embodiments of the Design Principles in physical form that are scalable and repeatable across multiple product interfaces and interaction point. They are the iconic elements of a DLS that combine to make the Mirion brand instantly recognizable.

PHYSICAL

- THE BAND
- THE RIBBON
- INTERACTION LAYERS
- THE SERIF
- ANGULAR TEXTURE
- CORPORATE BADGING
- SOFT RECTANGLE
- THE HEX
- THE TRAPEZOID

DIGITAL

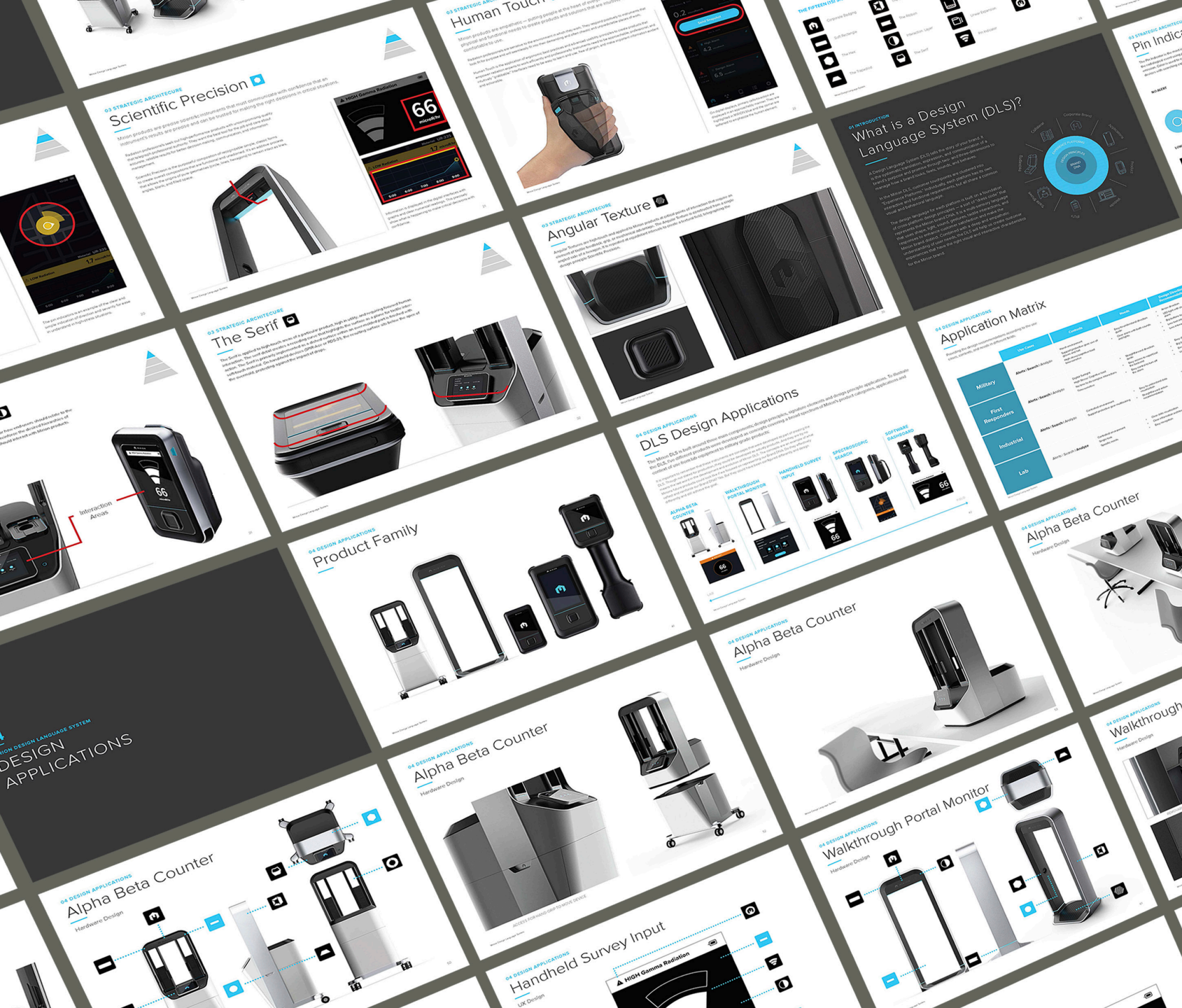- AMPLIFIED FEEDBACK
- FLAT HIERARCHY
- LINEAR EXPANSION
- PIN INDICATOR & ALERT
- NAVIGATIONAL COLORS
- ICONOGRAPHY

DLS GUIDELINES

With all the elements of the DLS defined, we codified the system in a set of design guidelines to be distributed digitally across the organization.

For the first time ever Mirion had a single source of truth for its product development teams, defining who they are, who they are not, and setting a clear vision for who they should be.

The DLS guidelines provides a systematic, easy to follow framework for brand expression, instilling consistent meaning and driving a cohesive expression across all of Mirion's product touchpoints through a clear set of values, principles, and brand signatures to guide how Mirion's product developers should deliver on the brands promise and purpose.