Elements
Design System

Sanofi - Zeroheight
Design System Awards 2025

*A Design System thrives when it feels natural, inclusive, and valuable. That's what turned **Elements** into Sanofi's standard*

Community & Culture

We didnt just roll out a system. We built a Community ♥

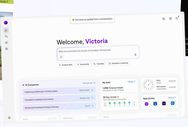
Designers, developers, and POs meet weekly in **Community Hours**. **Roadshow**, **afterworks**, **demos**. Rituals where adoption feels really alive. Teams in EU & US connect in **Office Hours**.

From Library to Reality

Every library has a story to tell, products are how they come alive.

100% of components used at least once, **22+ products live**.
What starts in **Figma and Storybook** ends in patient platforms and commercial apps.

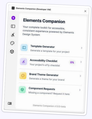
A Design System that scales from *Marketing* websites to complex *GenAI*, *R&D* and *M&S Tools*.



Tools & Services as enablers

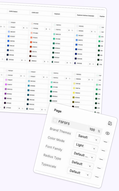
The adoption happens when the friction disappears.

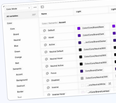
A **day-one onboarding** supported
by Design System and DesignOps core teams
Contribution guides to turn users into contributors
Automations keeping everything in sync
to best support our community.
A dedicated **Figma Companion Plugin**
to ease the designers' lives on a day to day basis.



Flexibility at Scale

One backbone, many faces.





Multi theming lets brands stay **unique without losing consistency**
Powered by a resilient token architecture and a smart palette generator, Elements unlocks infinite brand expressions — all while staying true to one shared design philosophy.

Five Star Support

Support isn't an afterthought — it's the engine of adoption.

Multiple touchpoints ensure every user has access to fast, inclusive help.
Office Hours 3x/week (on-site & remote) resolve issues live.
Automated Slack + GitHub bots share release notes, announce Office Hours, and keep teams aligned.
A **rotating support lead** owns issues end-to-end, ensuring clear communication and timely resolution.
For strategic products, a **temporary tech** Taskforce embeds directly into teams to pair on integration and fixes.
Monthly updates keep everyone informed of new and upcoming releases.
An iterated **testing workflow** including Chromatic, Unit test, showcases website integration... in order to ensure a top-notch release and avoid in-prod bugs.

"I think it's a real privilege to have a team dedicated to the design system. It makes life easier for all of us, designers and developers alike. On top of that, we feel supported, the team is outstanding both professionally and personally."

Impact in Numbers

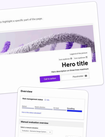
Adoption is not vanity. It's measurable trust.

We don't track downloads, we measure coverage:
is every component truly used in **production**?
Moving from 20% to 86% average usage ratio
in one year **across 22+ strategic products.**
100% of components used by at least two products.
93% of our library systematically tested through our showcase websites prior released in production

86%
Average Usage Ratio at the Accelerators in July 2025

4.7
out of 5 Average Satisfaction from Design to Engineering

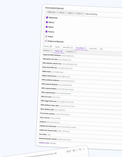
35+
Contributors in less than 18 months (Design x Engineering)

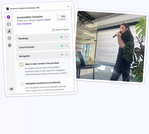


Inclusive by Design

Confidence comes when accessibility is never optional.

Part of the Elements Platform, the **Accessibility & Inclusivity Team** is here to support and enable Elements to always have inclusivity in mind.
Every component meets **WCAG 2.1 AA + EAA** compliance, with **RTL support included**. Teams know accessibility isn't an add-on — it's built in, giving them confidence to ship without compromise.
Design System components **entirely audited** by a specialized and independent organism.





*From a promising system to the **backbone** of **Sanofi's digital ecosystem***

Elements has grown because it was built with people, not just for them. Today, adoption, collaboration, and governance aren't initiatives — they're how Sanofi delivers digital products at scale.

The Elements Platform Team

Léa Gimek, Rodolphe Perrura, Nicolas Chatelain, Thao McKenna, Fernando Giraldo
Jean Bastiles, Ibrahim Ishaboura, Hakim Madani, Lorin Arsenda, Hassan Elkhalifi

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