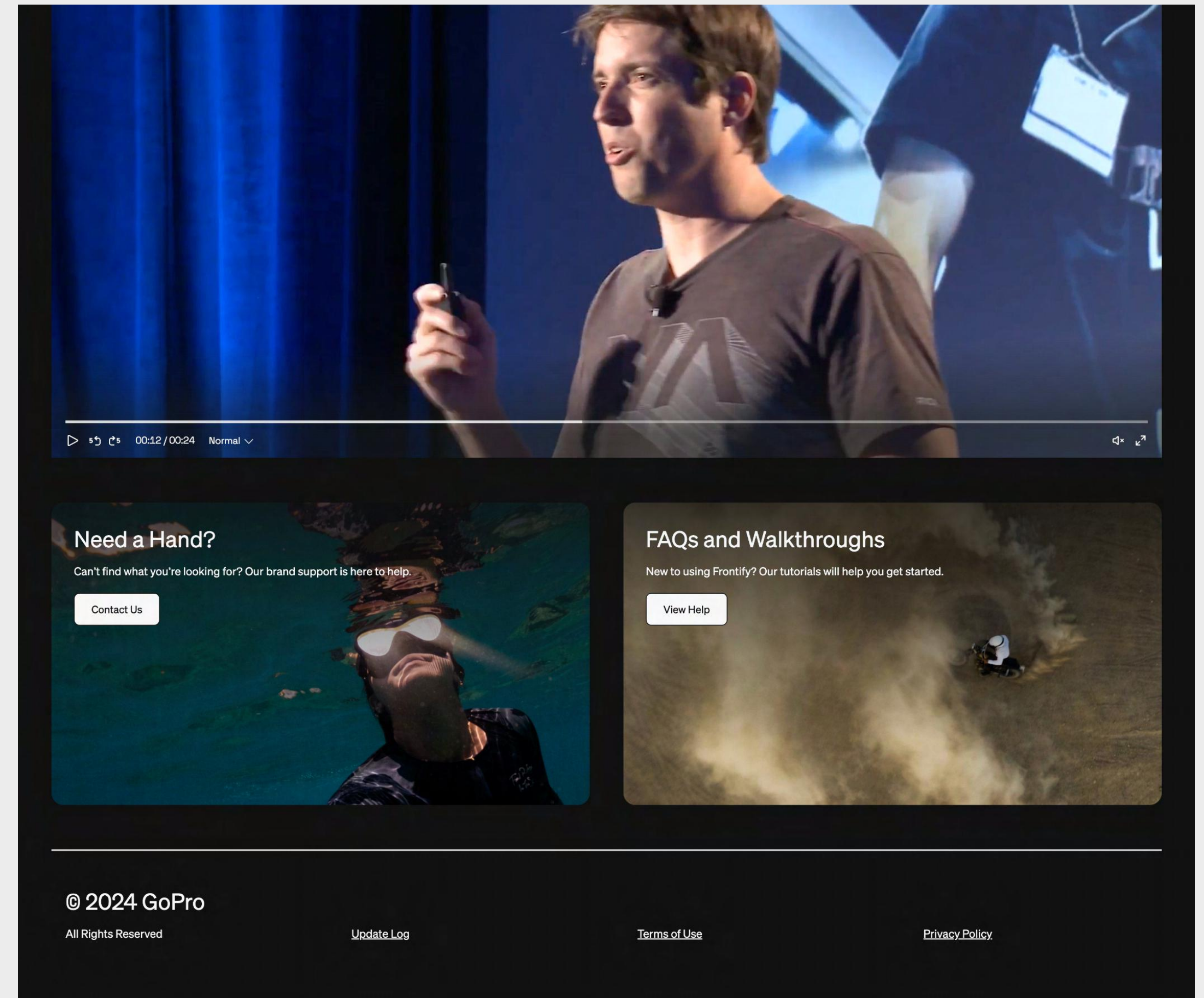
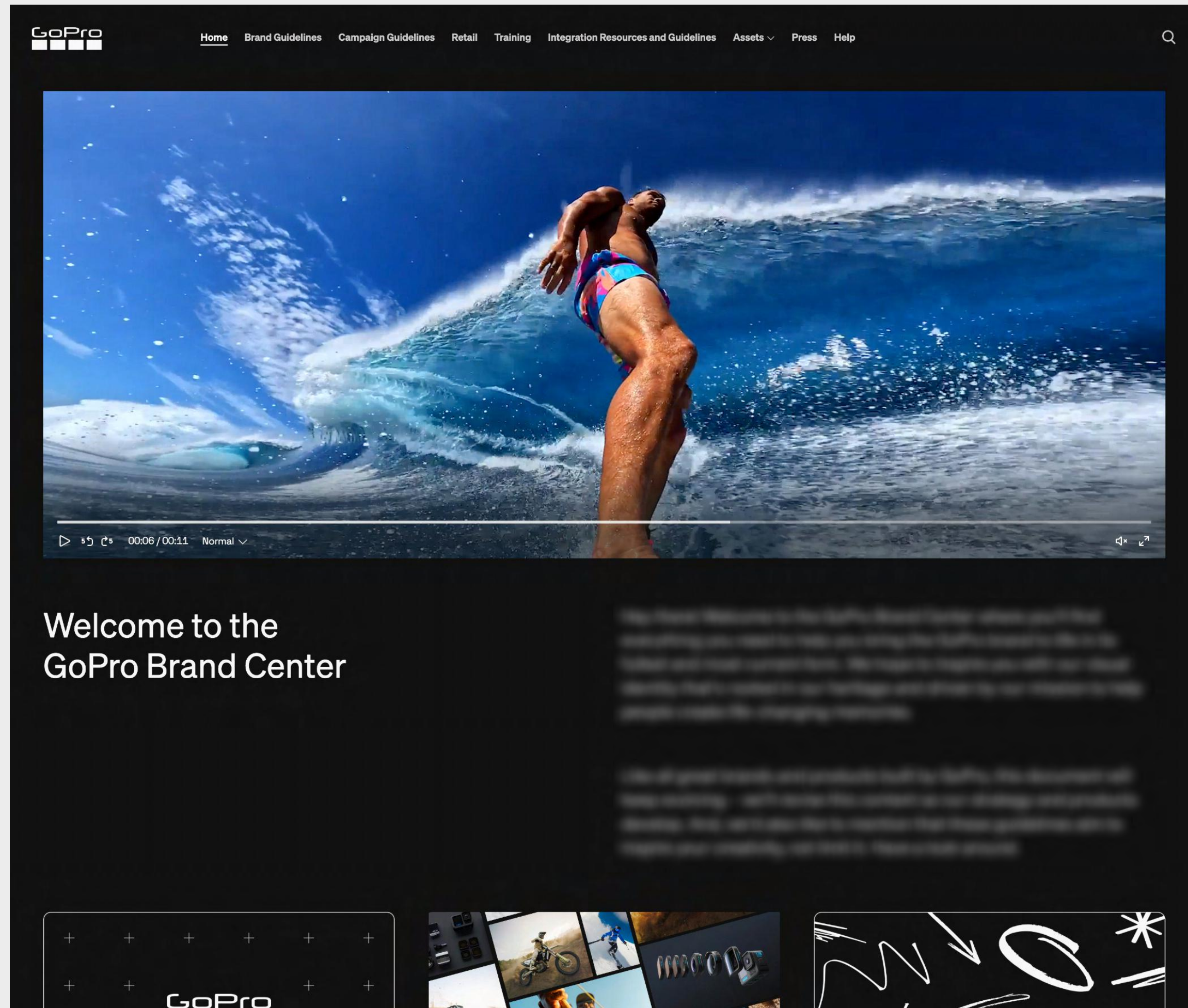


GoPro Brand Center

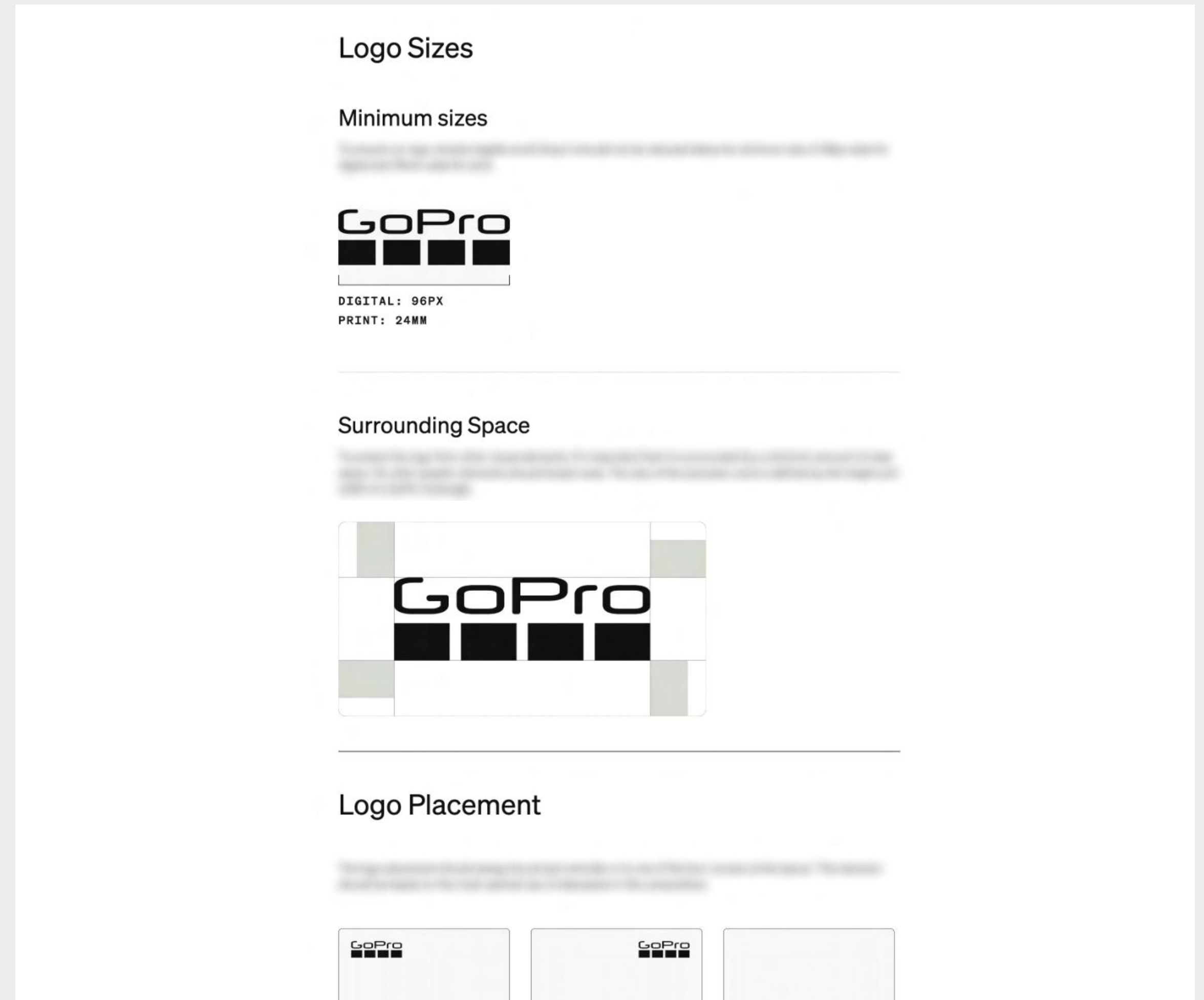
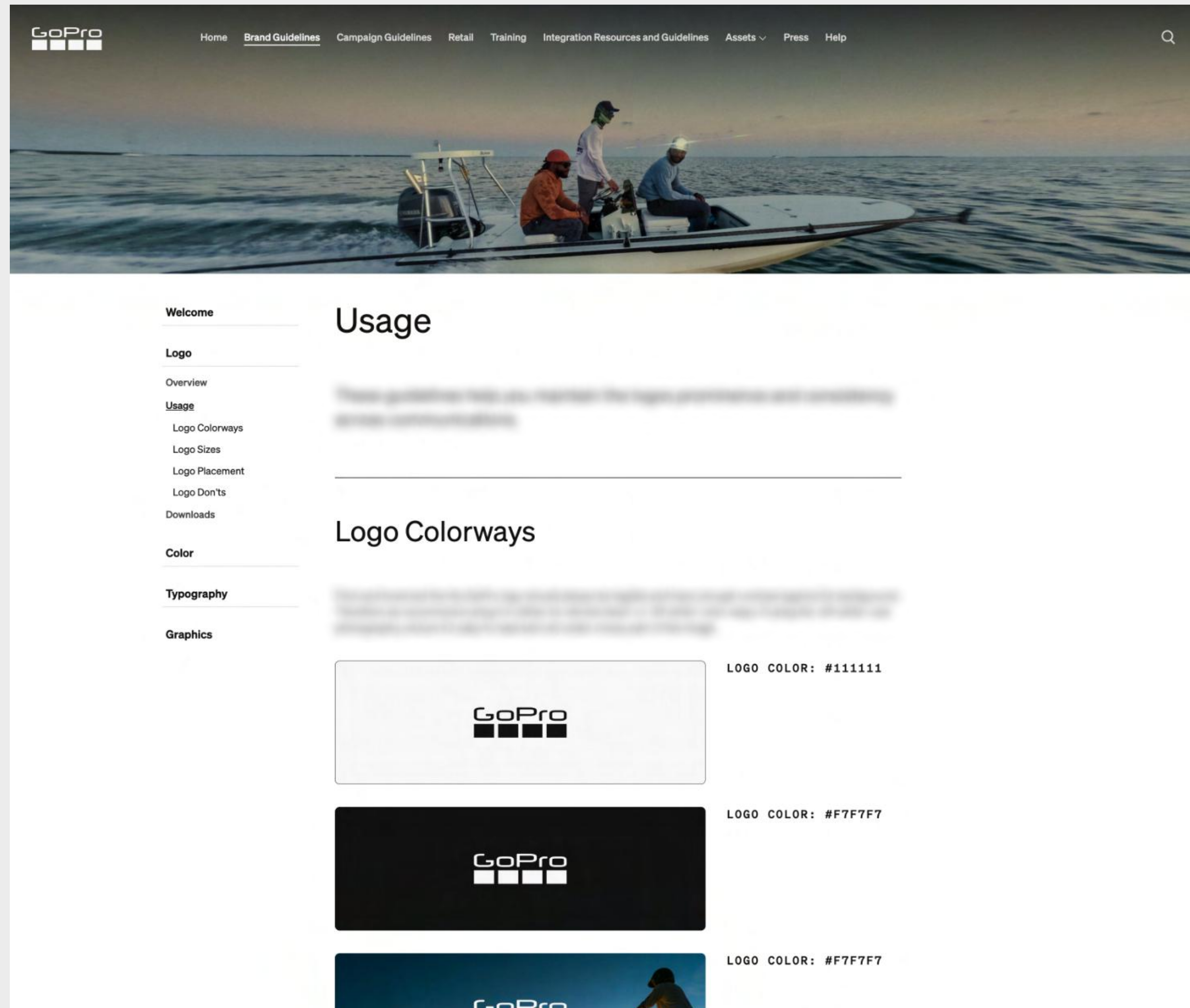
Role	Duration	Tools Used
Senior Designer	December 2023 – September 2024	Figma Frontify



For a long time, GoPro had been without a consolidated brand guideline, and had been using several third party tools to manage and share assets within the company and their partners, with a varying amount of success.

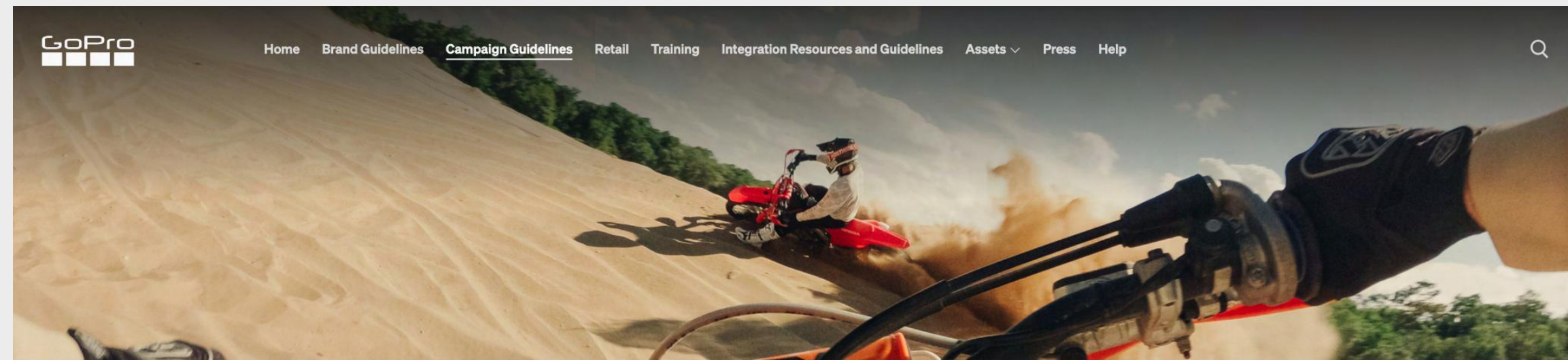
As someone who had done work with both the brand and product teams, I was tasked with the design and build of the GoPro Brand Center, which would consolidate all these features under a platform run on Frontify.

For the duration of the project I was in charge of the structure, content, and design of the Brand Center. As this site housed information from multiple teams, managing several timelines and feedback sets was vital.



One of the best features of Frontify is the amount of tools it gives you to create comprehensive brand guidelines. As GoPro had not created a guideline document in years, many parts of this website had to be updated or created

from scratch by me and the Brand Creative Director. While this web editor does some of the site design guesswork for you, much of this layout was custom built by me to suit our needs.



- HERO13 Black
- HERO
- HERO Campaign Guidelines
- Messaging
 - Campaign Headlines
 - Graphic Usage
- Identity
- Color
- Typography
- Graphics
- Layout
- Imagery
- Downloads

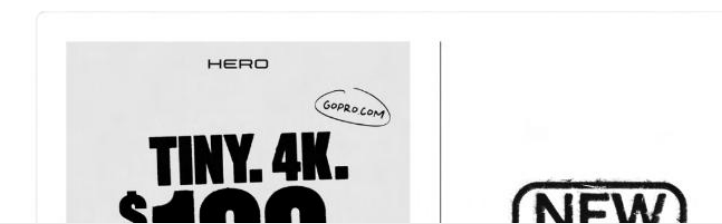
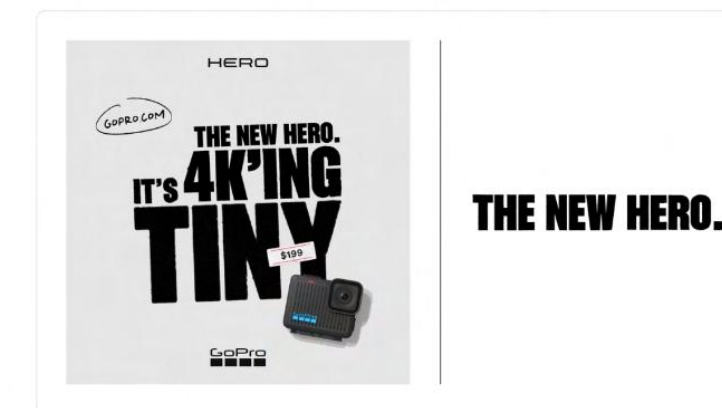
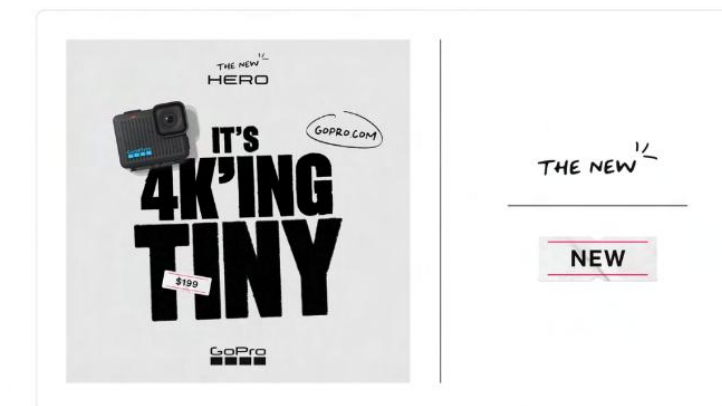
Messaging



Campaign Headlines



Graphic Usage



GoPro runs campaigns for its main product launches—usually with unique creative features. We decided this would be a perfect use case for Frontify and created the company’s first ever campaign guidelines. These campaign

guidelines also make use of embargoed content, especially before products are officially announced. A large responsibility of creating these guidelines was making sure the right user groups saw, what they were meant to see,

and nothing more. This helps avoid confusion and more importantly, leaks.

Guidelines → Brand → Logo

OVERVIEW



PRIMARY LOGO COLORWAYS

- IMAGE 1
Logo Color: #111111
- IMAGE 2
Logo Color: #111111
- IMAGE 3
Logo Color: #FF7F7F

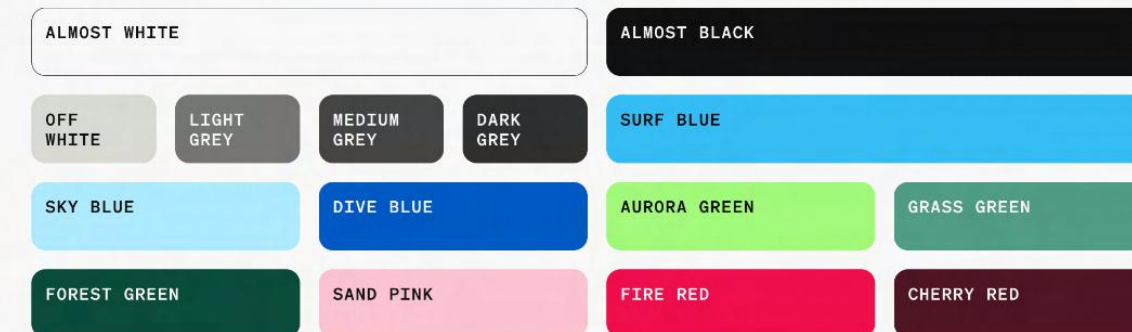


Guidelines → Brand → Color

OVERVIEW

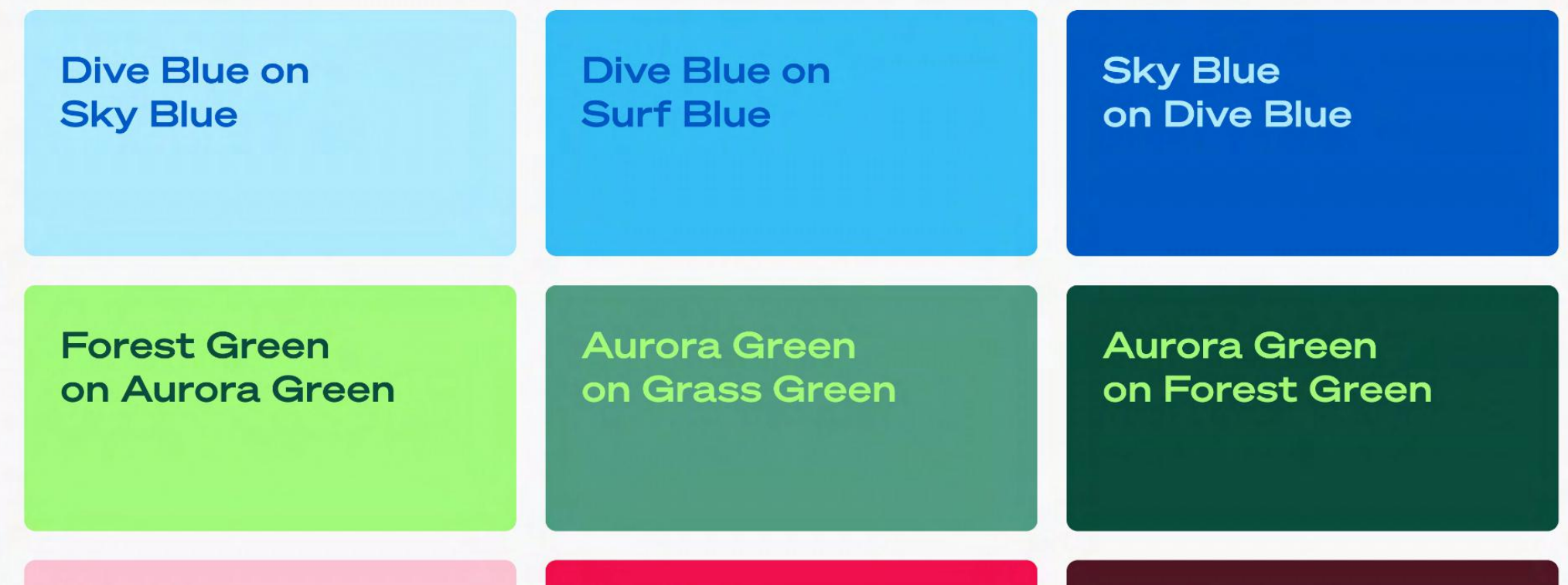


COLOR RATIOS



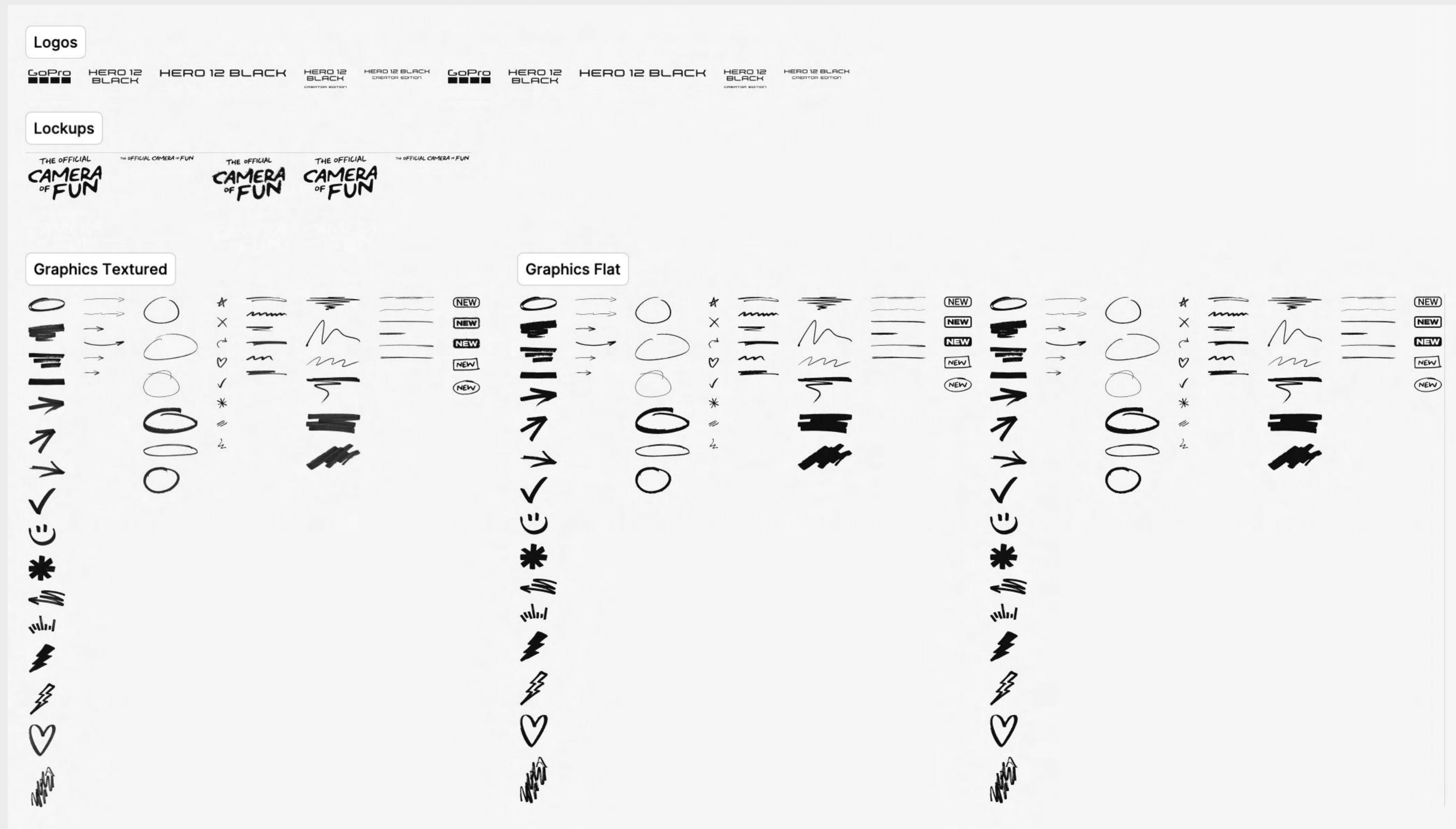
COLOR PAIRINGS

- IMAGE 1
Foreground Hex: #0059C2
Background Hex: #AEE9FC
- IMAGE 2
Foreground Hex: #0059C2
Background Hex: #366CF2
- IMAGE 3
Foreground Hex: #AEE9FC
Background Hex: #0059C2
- IMAGE 4
Foreground Hex: #00C4C3
Background Hex: #3F87B
- IMAGE 5
Foreground Hex: #A3F87B
Background Hex: #519983
- IMAGE 6
Foreground Hex: #A3F87B
Background Hex: #00C4C3
- IMAGE 7
Foreground Hex: #EFOF4E
Background Hex: #F9C1D1
- IMAGE 8
Foreground Hex: #F9C1D1
Background Hex: #EFOF4E
- IMAGE 9
Foreground Hex: #EFOF4E
Background Hex: #4F1825



Frontify is not design software, so I created a series of Figma files to produce, organize, and store all the assets and content locally for the team. This allowed the team to have a better top-down view of the site's content, easily

make overarching changes, reduce search time for assets, and potentially revert back to a previous design.



This also applied to the brand assets, which were available to download alongside the photography content on the Brand Center. Having a Figma mirror let me format and name them in a more detailed manner, and organizing by

style and file type made porting them into the backend of Frontify much easier.