Paul
Mathisen

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GoPro Quik Design System

Role

Senior Designer

Duration

March 2023 –
December 2023

Tools Used

Figma

Accent Colors

GREY 007	#585959 88/89/89	GREY 008	#353535 53/53/53	GREY 009	#111111 17/17/17

BLUE 001	#00D1FF 0/209/255	BLUE 002	#00C3F5 0/195/245	BLUE 003	#00B4EA 0/180/234
BLUE 004	#00A6E0 0/166/224	BLUE 005	#0097D6 0/151/214	BLUE 006	#0089CB 0/137/203
BLUE 007	#007AC1 0/122/193	BLUE 008	#006CB6 0/108/182	BLUE 009	#005DAC 0/93/172

Brand Colors

OFF WHITE	#D8D9D3 216/217/211	FLY BLUE	#C0D7D1 192/215/209	PINK SAND	#DECCC4 222/204/196
ALMOST BLACK	#111111 17/17/17	DIVE BLUE	#123240 18/50/64	CHERRY ROUGE	#5E0F1C 94/15/28
HI LIFER	#DAFE00	SURE BLUE	#0047FF	HI LIFER PINK	#FF264D

Foundation Ecosystem

GOPRO

QUIK

HERO ONLY

Quik is the flagship app for GoPro, where users are able to edit and store GoPro footage. Alongside the brand work done on the app, I also led the creation and implementation of it's design system. Prior to this system, most visual design for Quik was either unlinked or linked to external libraries. The app's product team had their own system, but it was limited to UI elements and also multiple iterations behind GoPro's current brand identity.

HEADLINE 5

Typeface	Sohne Breit Halbfett			
Line Height	120%			
Tracking	2%	**Large**	**Medium**	**Small**
Case	Title	Size 24px	Size 20px	Size 16px

Subheadlines

While not as attention grabbing as a headline, these provide a necessary hierarchy mid-between headlines and body copy, that only enter when type styles are present in the element.

SUBHEADLINE 1

Typeface	Sohne Breit Extrafett			
Line Height	100%			
Tracking	4%	**LARGE**	**MEDIUM**	**SMALL**
Case	All Caps	Size 36px	Size 32px	Size 28px

SUBHEADLINE 2

Typeface	Sohne Breit Extrafett			
Line Height	100%			
Tracking	4%	**LARGE**	**MEDIUM**	**SMALL**
Case	All Caps	Size 28px	Size 24px	Size 20px

Eyebrows

Eyebrows are useful for large and repetitive amounts of information, or to give balance to larger type elements. Not to be used as a replacement for body copy, these shouldn't be more than a sentence.

EYEBROW 1

Typeface	Sohne Mono Kräftig			
Line Height	120%	**LARGE**	**MEDIUM**	**SMALL**

GoPro

LAYOUT

While each functioning doc stated in standard material, the layout is the foundation of every piece of work made using these elements. In order to keep our looks consistent, usable, and easily modifiable, guides and assists for sizing, positioning, and spacing elements are included.

Artboards have been given special names as useful icon doesn't refer to or on a webpage. Instead there are some guidelines are used for each of them.

❋

Scope	Presentations, Motion Secondary desktop
Large	Primary desktop
Medium	Tablet horizontal
Small	Tablet vertical, Small large
XSmall	Mobile Small large

Artboards + Grids

Unless depending the layout of this project will material and object will use of base types. Components will always use these grids that any overbreaths should be added in these layers detail.

XLARGE

| Width	1920px
Columns	12
Margin	80px
Gutter	32px

LARGE

By creating a fully fledged library, future visual design projects would be created more quickly and consistently. However just as importantly, I would be able to gradually incorporate in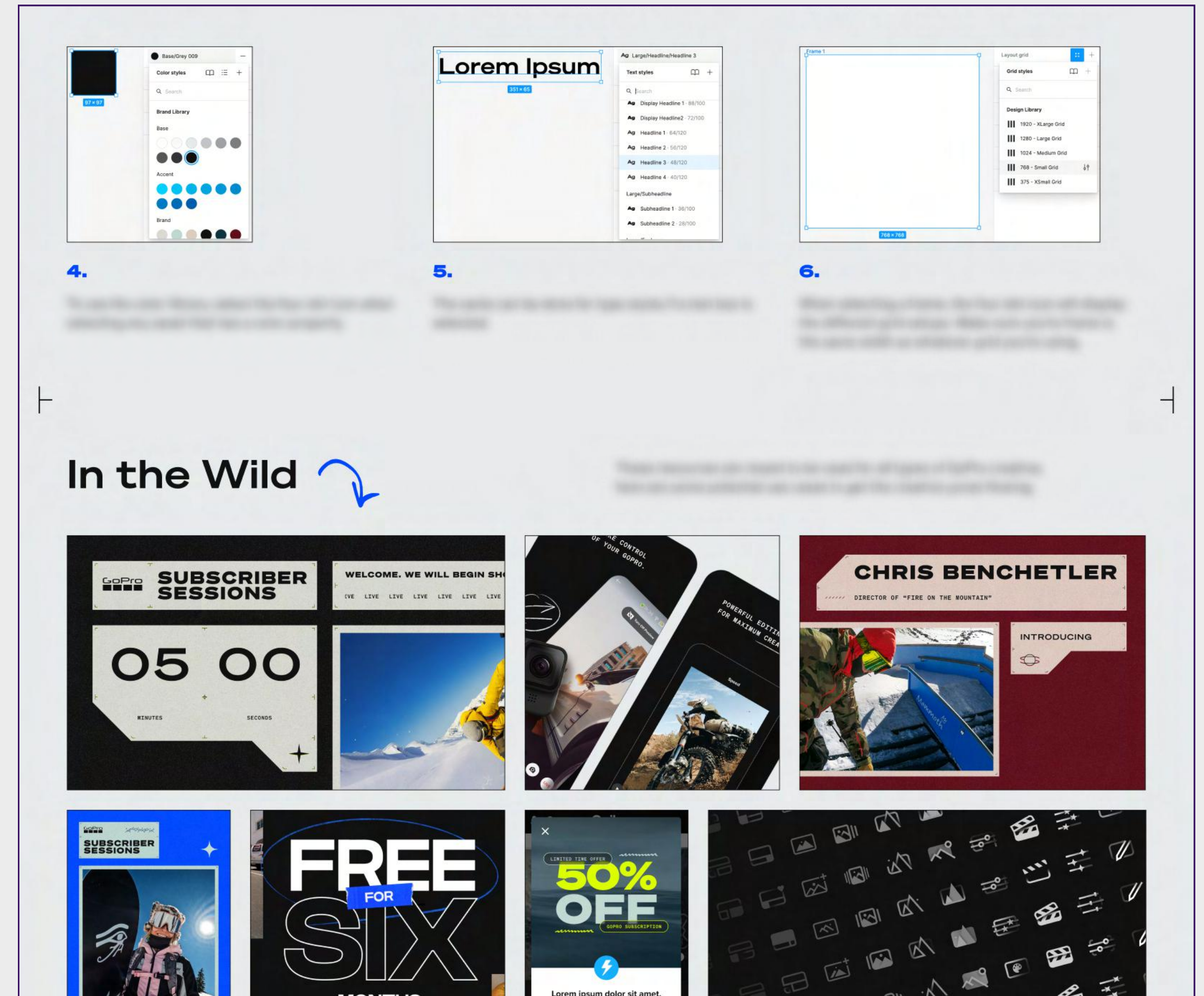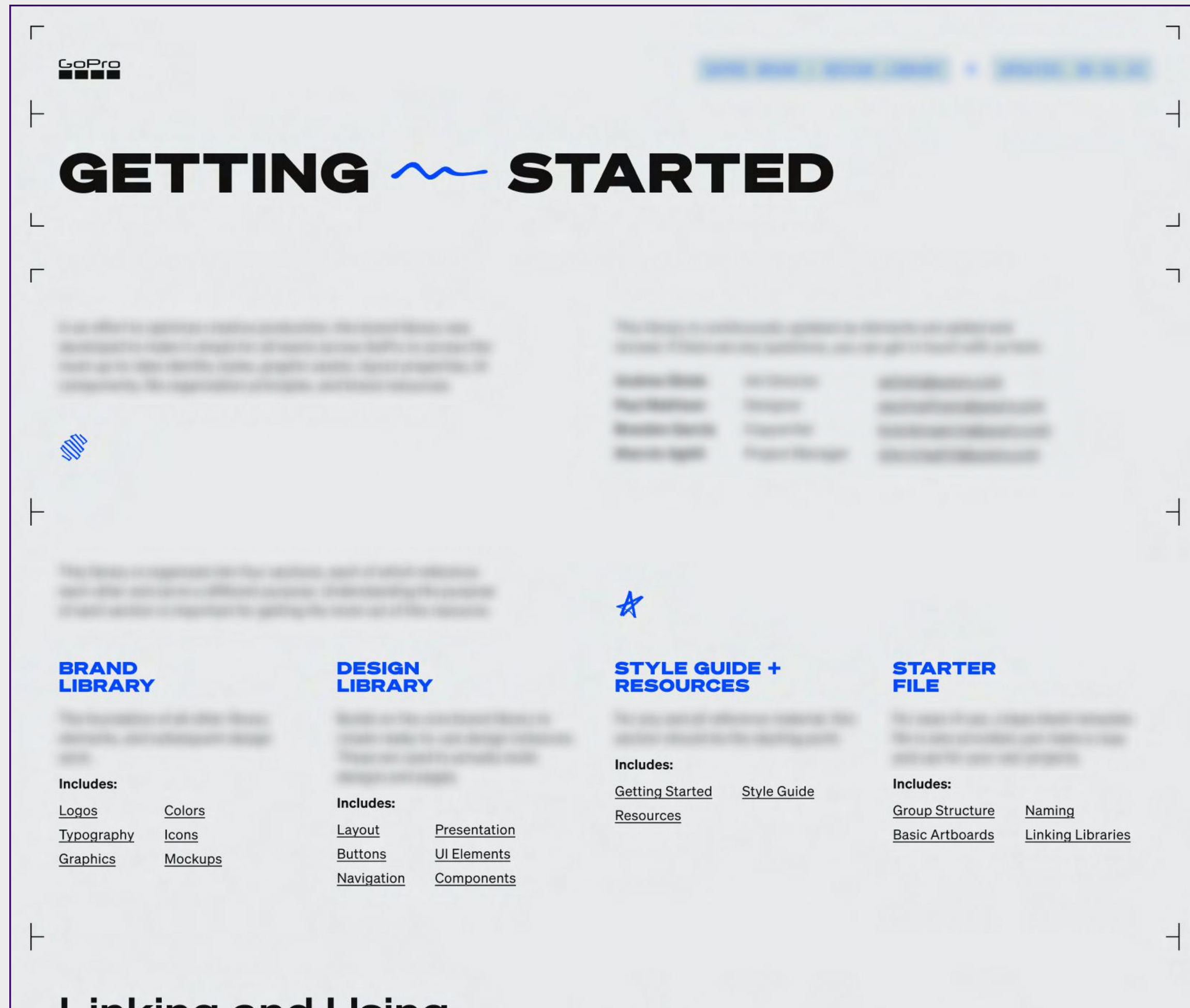terface elements from the product team to visually aligned them and provide some much needed integration with the rest of the GoPro product ecosystem.
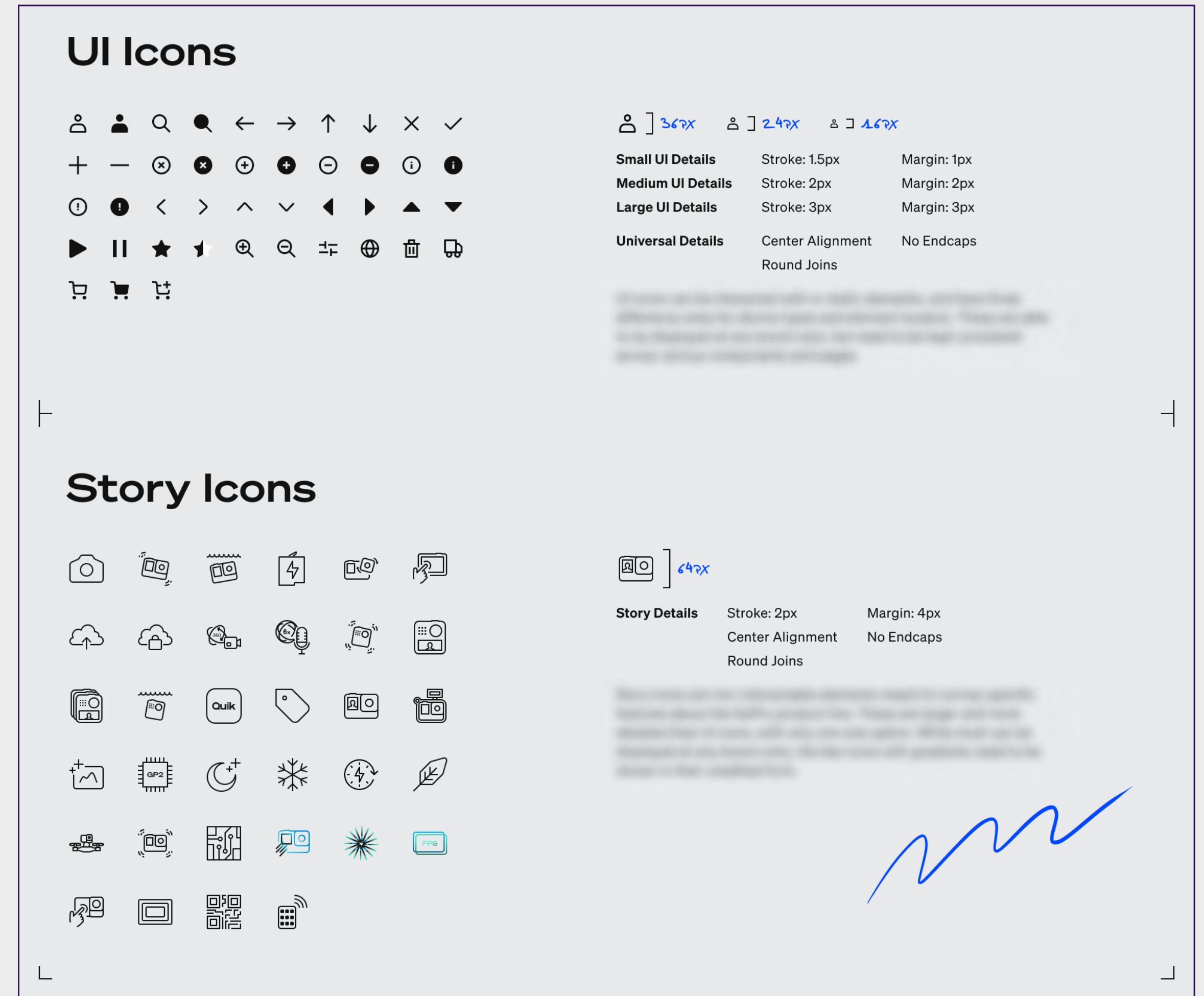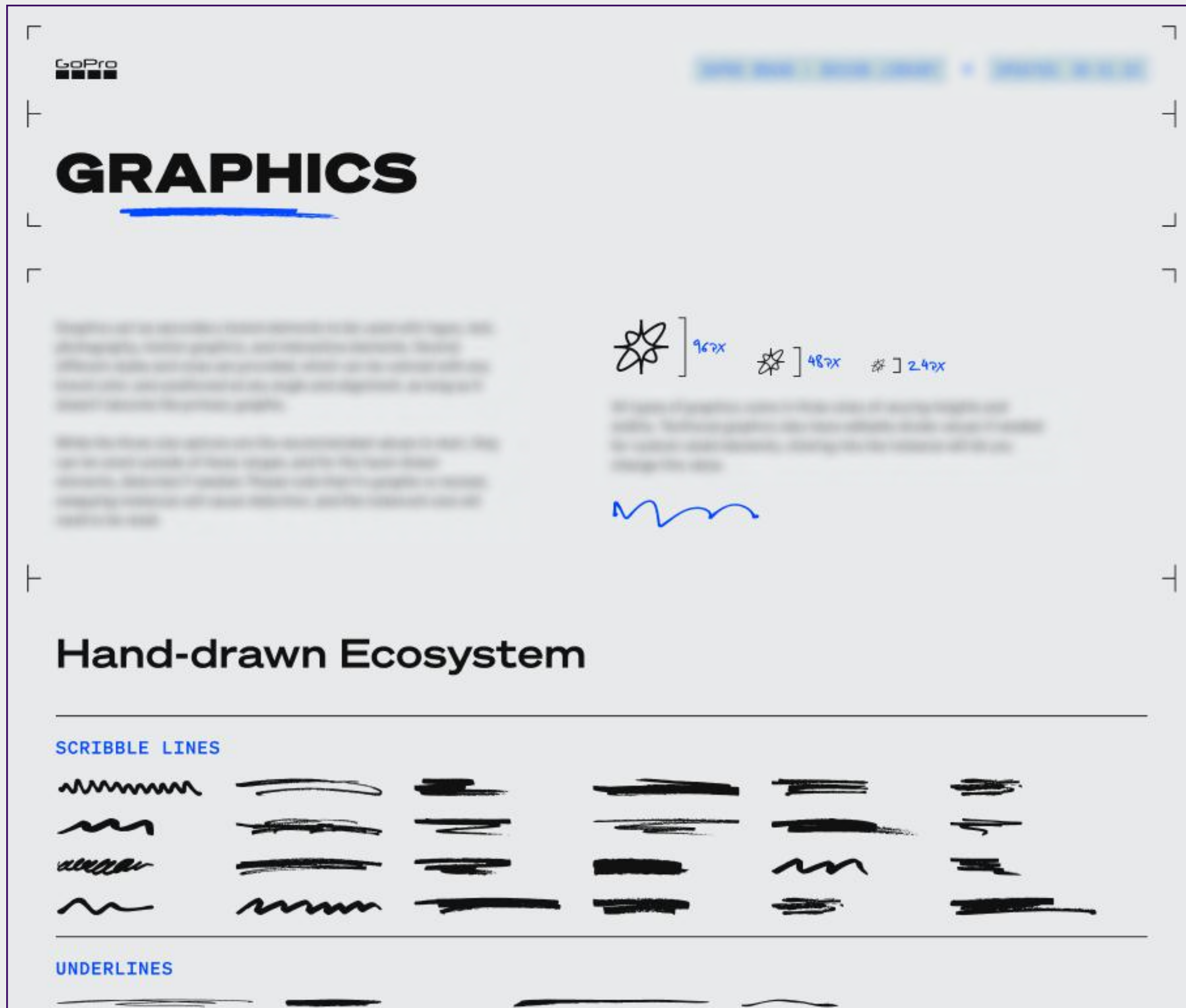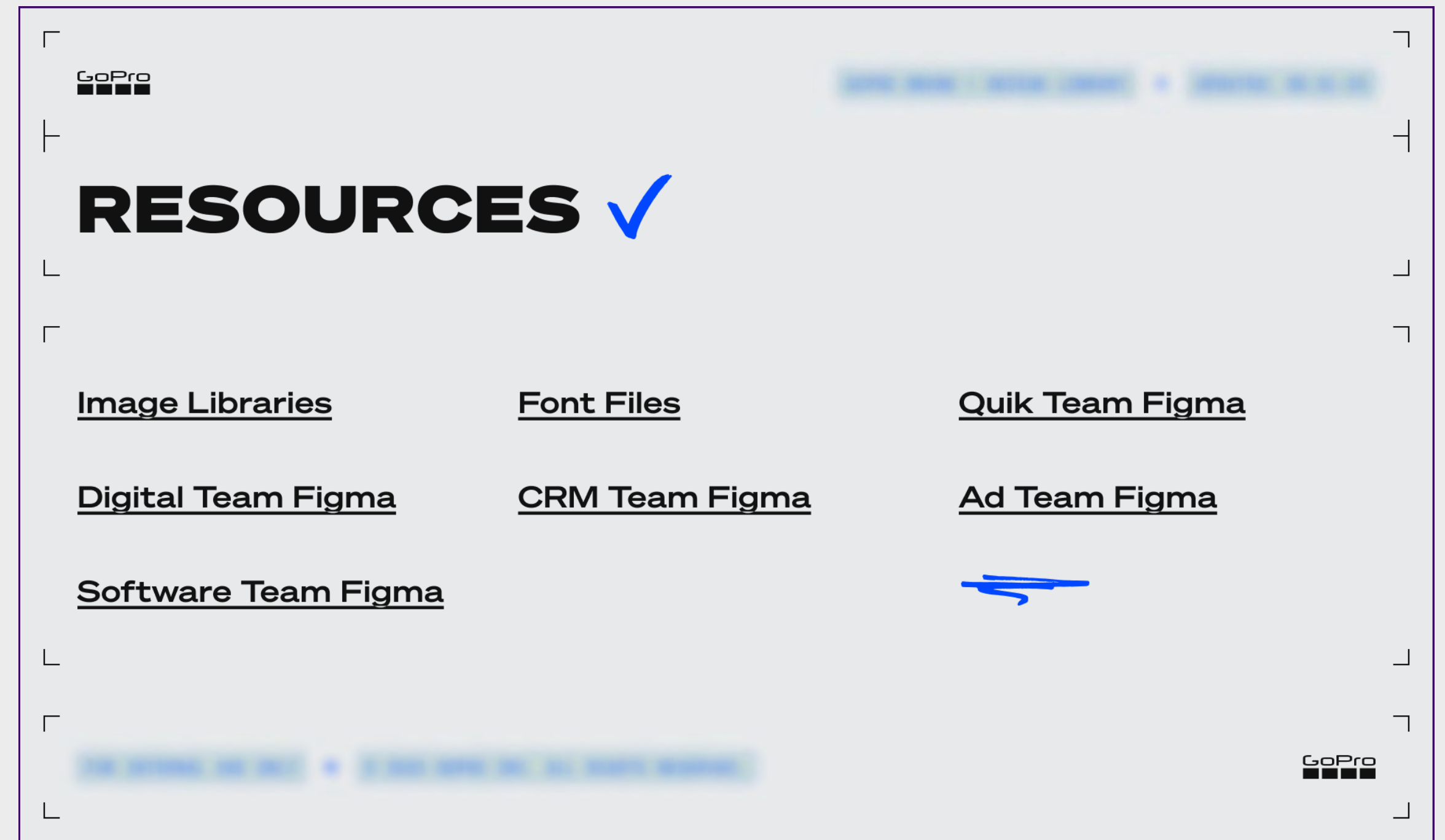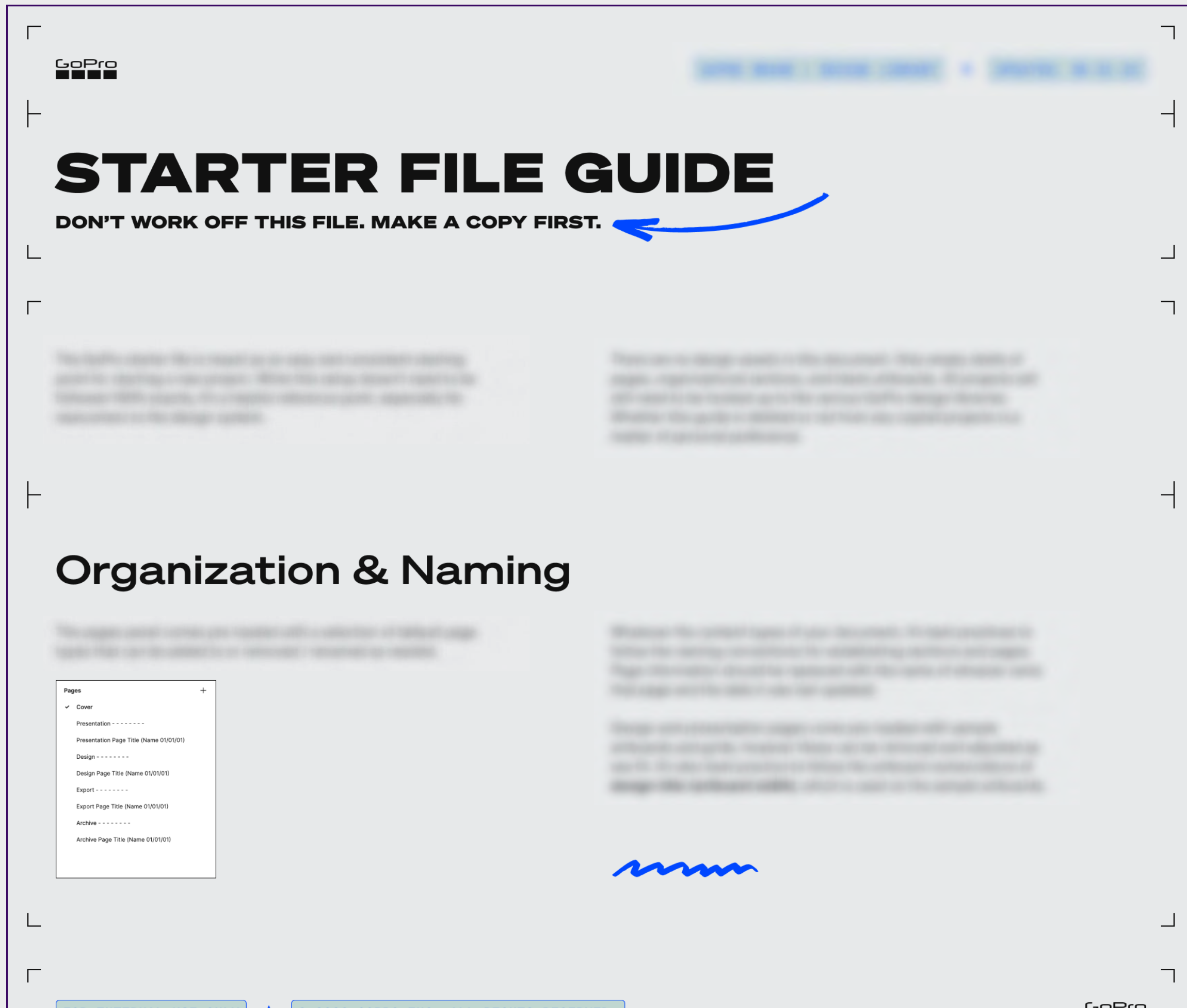
Assets and styles were built in Figma, with each section containing a style guide that delineated the assets and variants available, as well as their design principles and context for how they should be used.
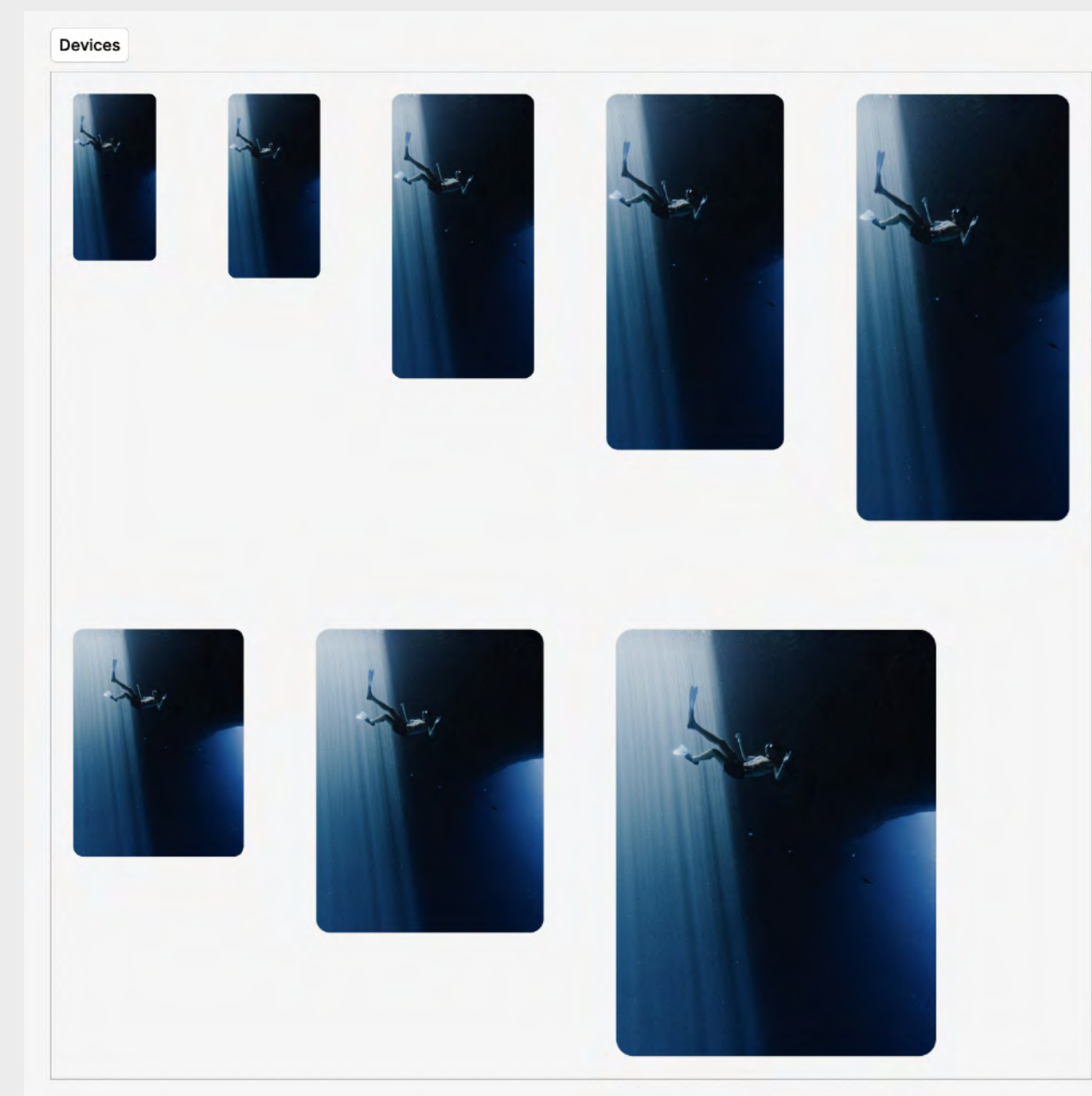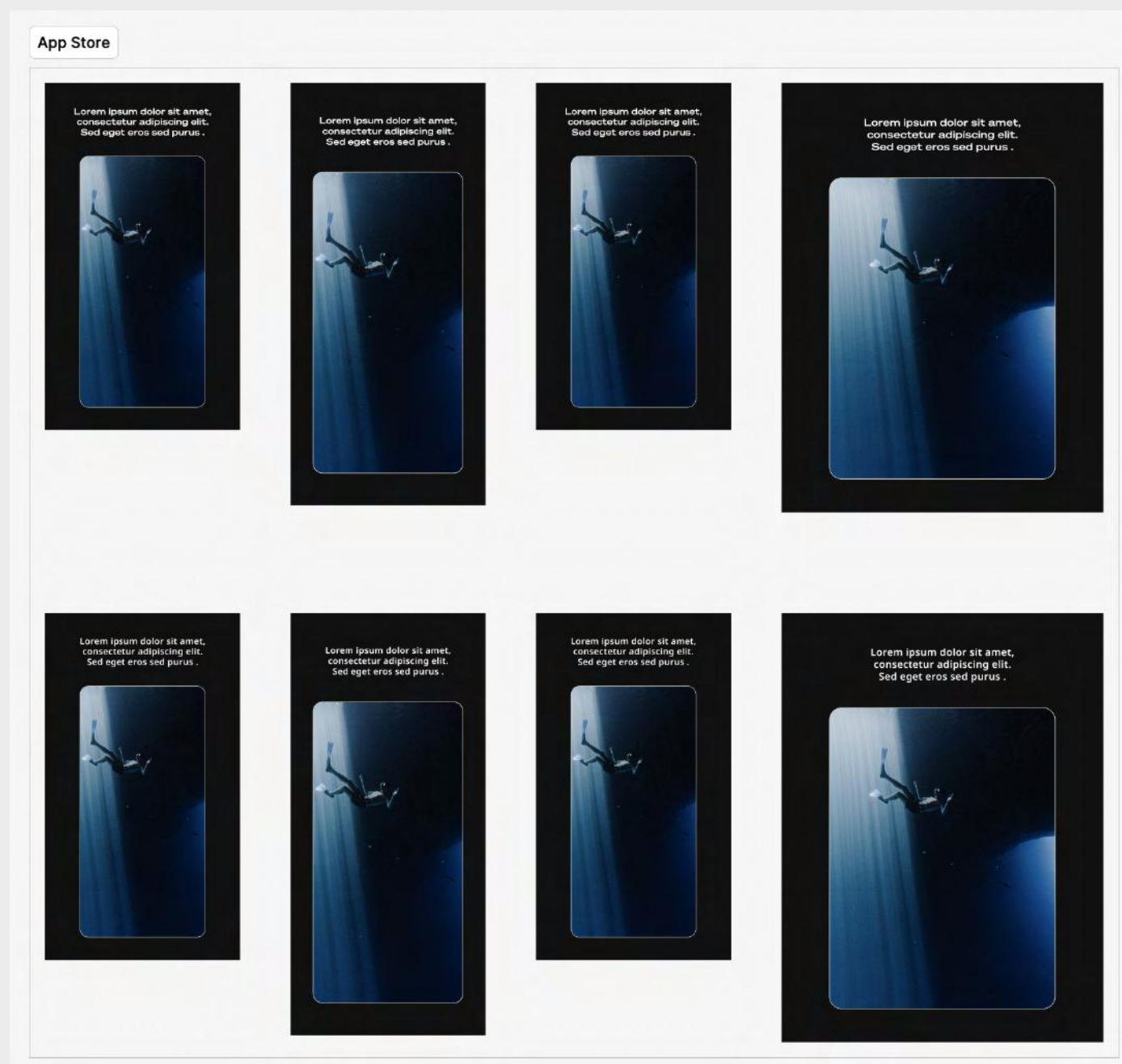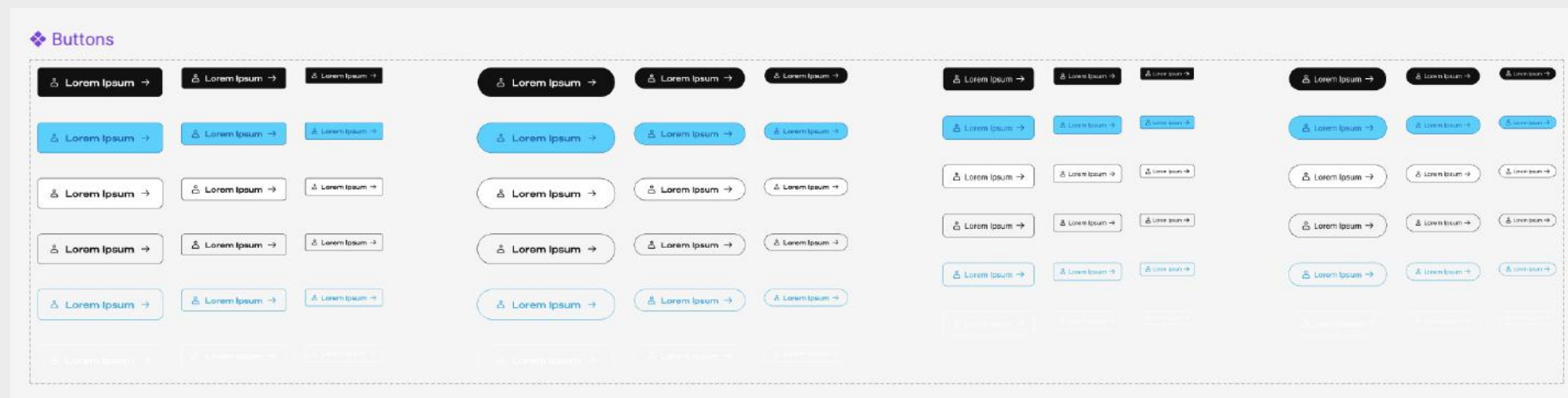
Elements were created using the umbrella GoPro brand and tailored to the design needs of the app. This included app-centric components such as device renders and app marketplace visuals.

GETTING ～ STARTED

BRAND LIBRARY

Includes:

Logos   Colors
Typography   Icons
Graphics   Mockups

DESIGN LIBRARY

Includes:

Layout   Presentation
Buttons   UI Elements
Navigation   Components

STYLE GUIDE + RESOURCES

Includes:

Getting Started   Style Guide
Resources

STARTER FILE

Includes:

Group Structure   Naming
Basic Artboards   Linking Libraries

Linking and Using

4.

5.

6.

In the Wild

A library's documentation is just as important as it's contents, so a starter guide was made for both the design team and those outside of it, to navigate the files within the system, set it up, and correctly use it's components.

STARTER FILE GUIDE

DON'T WORK OFF THIS FILE. MAKE A COPY FIRST.

Organization & Naming

RESOURCES ✓

Image Libraries

Font Files

Quik Team Figma

Digital Team Figma

CRM Team Figma

Ad Team Figma

Software Team Figma

The documentation of this library was further supplemented by a starter file guide to help establish consistent file organization and naming, and a resources page to easily access commonly needed files.