Paul Mathisen

Gore Design System

Role

Senior Designer

Duration

October 2020 -March 2021

paul@paulmathisen.com

Tools Used

Sketch InVision



Gore Design System

LOGOS

Color Logo

Use when the background color is lighter than 60% black

Color Logo - Reverse

Use when the background color is darker than 60% black

Black & White Logo

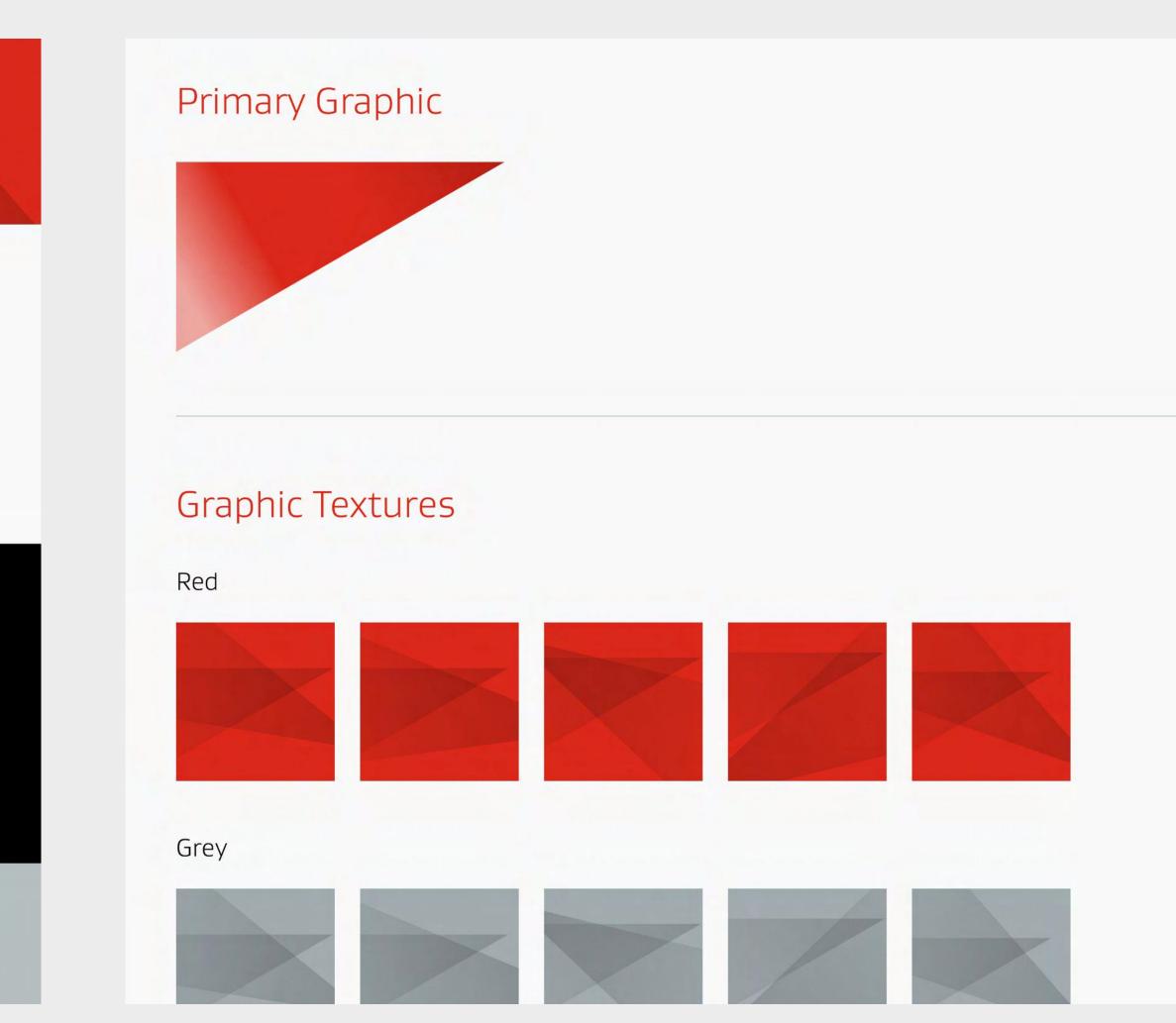
Our team truly built this design system from the ground up, as prior to this project, Gore had never used one. Working off their brand guides, there were many gaps we had to fill in and flesh out in order to effectively apply it to a full UI and component library. This system was the first step in a series of projects to revamp Gore's digital offerings one by one.







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COLOR

Primary Brand Colors

Our primary color is Gore Red. It is inextricably and distinctively linked to this warm color. Our visual system and its components enable Gore to own red in a way that is modern and approachable.

Although they're not unique to the GORE Brand Palette, white and black are part of our visual identity. Our communications should feel bright, either by using the vibrant, red primary graphic, or through the use of white space. Black should be used as accents, such as a navigation bar in digital applications, and for applications where white may appear too stark, such as videos.

GORE Red 100 # DA291C PANTONE 485 referenced in the brand documentation



Bright Red 100 # EB0F00 Slightly brighter than Gore Red, for use with interaction designs



Black 100 #000000 Should be used for accents, type, and where white is too stark

White **#FFFFF** Use prominently to evoke a bright look and feel

Secondary Colors

Gore had numerous lines of business, all with specific design requirements and restraints. This led us to implement a two-tiered library structure. The base tier held styles that were unlikely to change from project to

project, such as the logo, colors, and icons. The second tier would be developed for each project and contained more specific items such as typography, layout, and UI elements. This kept individual libraries lean and easy to maintain,

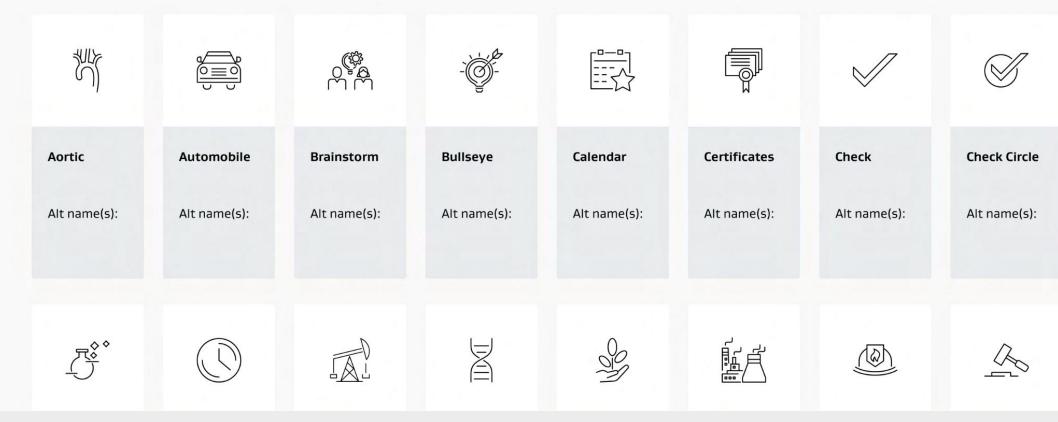
Gore Design System

GORE BRAND ICONS

Overview

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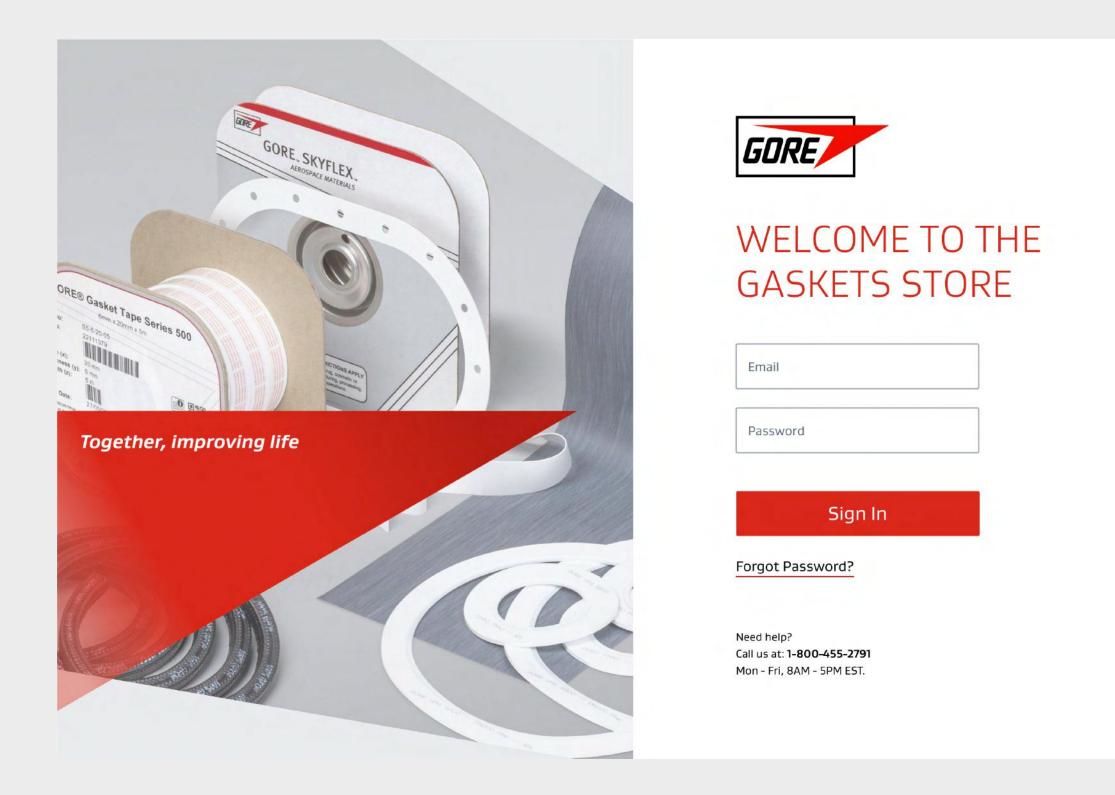
Gore Brand Icon Library



while allowing for large amounts of flexibility in a way that didn't sacrifice consistency.



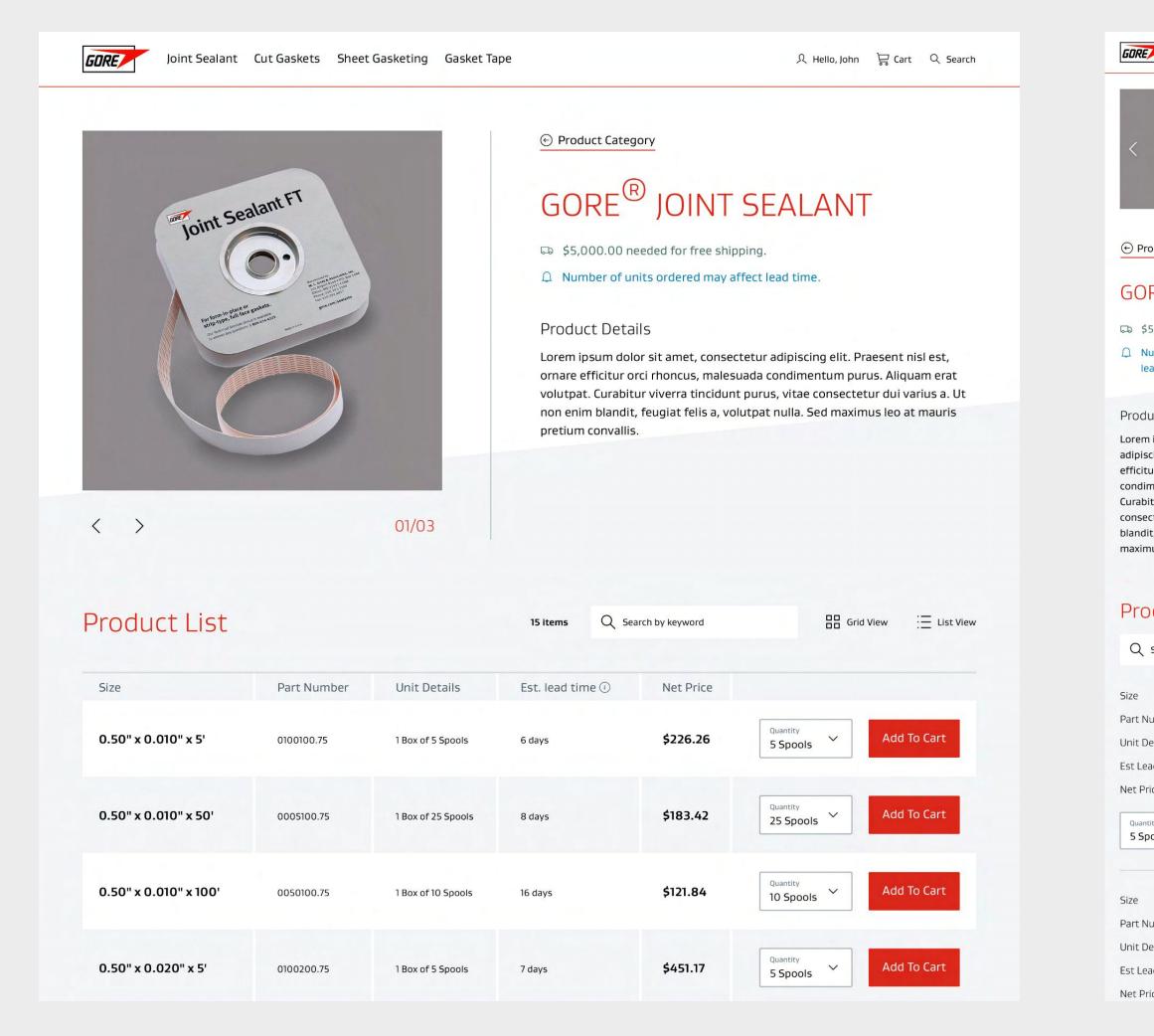




The first project we applied this design system to was a B2B e-commerce platform for Gore's Gaskets Division. Our primary user base for this platform would be used to making purchases with Excel sheets and fax machines, so taking a complex and vast product list and distilling that info down to a short and simple buying process would be paramount.

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As this was a B2B site, there was little marketing content involved-since the user base were approved accounts and usually made the same purchase each time. This was where the two-tiered design system could shine, as we

could leave the brand-heavy components out and focus on making information-dense UI elements to get our users to the correct product variant and checkout as quickly as possible.

Gore Design System





Product Category

GORE[®] JOINT SEALANT

□ \$5,000.00 needed for free shipping

☐ Number of units ordered may affect lead time.

Product Details

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15 items

Product List

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FREQUENTLY ASKED QUESTIONS

Joint Sealant Cut Gaskets Sheet Gasketing Gasket Tape

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Lead Time

GORE

Why can't I find a particular item I know you sell?

Items that are not available for purchase at a given time are not visible on the website. If you are unable to locate a product, it may mean that this is a seasonal product. Please contact us with any questions.

Are all products listed in stock?

Pricing

What discounts are available?

How do I check the status of an openorder or look at previous orders?

You can check the status of an openorder and view your Order History by clicking the "Account" link in the top right corner of the website. From the time you place your order, it will take a 3-day lead time (4 weeks for bulk orders) to process before shipping. If you need information on an order beyond what is given in your Order History, please contact us.



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The specific library for this project would focus primarily on product cards and table components, as Gore's gasket product family had many size, quantity, and price variants which can drastically affect the specifics of a customer's

Quantity Add To Cart

order. It was very important to account for all potential edge cases and present this info in a digestible way. It also led our team to add in features like CSV order uploading and quick reordering.

Gore Design System

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Store Components checkout templates/checkout wizard/desktop/step 1 checkout templates/cart/desktop check...mobile 1 Review Cart > 2 Shipping > 3 Billing Cart Total: \$43,408.90 Checkout GORE@ Joint Sealant FT Duamity 0.75" x 0.010" x 100' 65 Spools Part No: 0050400.75 Ext-Lead Time: s Days GORE® Joint Sealant F 0.50" x 0.010" x 5" \$8,702.20 \$133.88/Unit 0.50" x 0.010" x 5' Part No: 0100100.75 <u>Remove</u> Remove checkout templates/checkout wizard/desktop/step 2 Quantity 50 Spools Review Cart > 2 Shipping > 3 Billing Cart Total: \$43,408.90 Checkout Est. Lead Time: 7 Days \$11,313.00 \$226.26 / Unit checkout templates/checkout wizard/desktop/step 3 Review Cart > Shipping > Billing Cart Total: \$43,408.90 Checkout checkout templat...nfirmation/desktop check...mobile check...step 1 GORE@ joint Sealant F 0.50° x 0.010° x 5° Part No: 0100100.75 Remove GORE@ Joint Sealant FT Quantity 0.75" x 0.010" x 100' 65 Spools \$8,702.20 \$133.88 / Unit checksustep=2 Part No: 0050400.75 .chack...step.3 1. Review Cart \Rightarrow 2. Shipping \Rightarrow 3. Billing Quantity 50 Speels \$11,313.00 \$226.26 / Unit

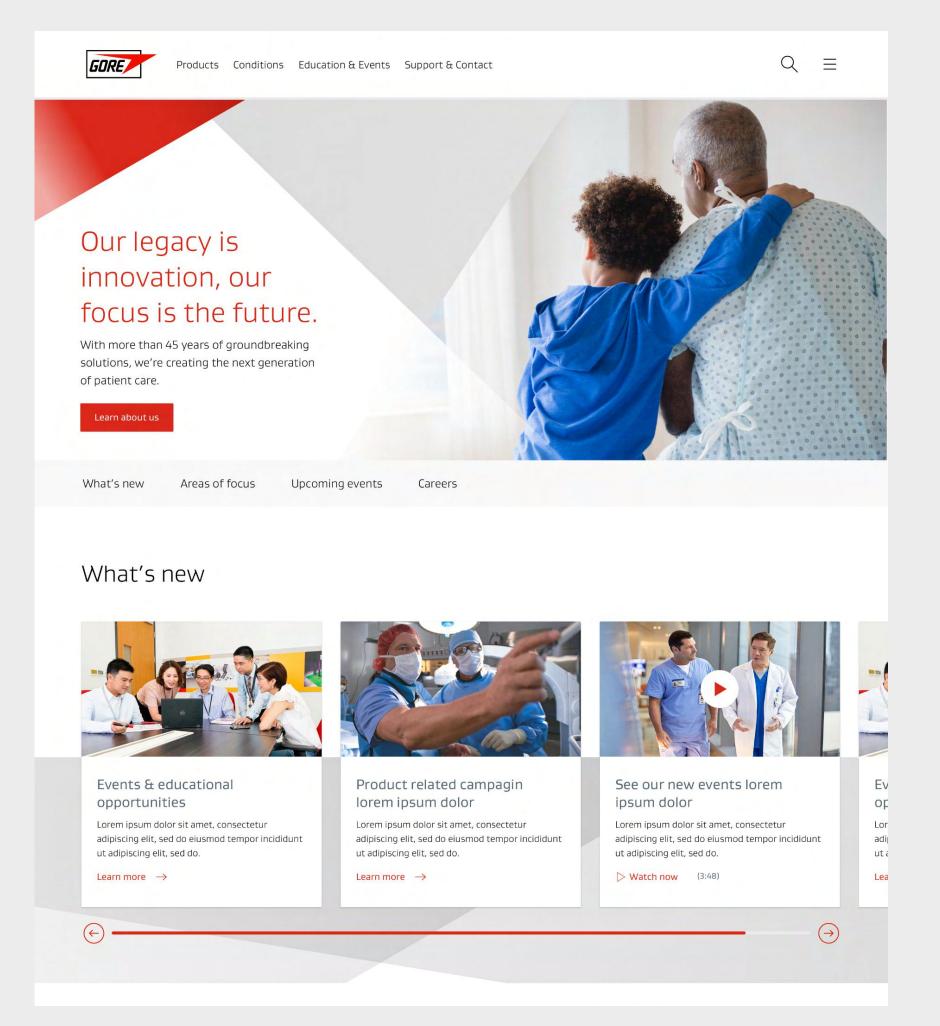


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On the other hand, the Gore Medical website was publicfacing, and geared towards long-form, educational content. This meant it's library could integrate more of the brand and focus on a variety of layout options, as opposed to information-dense tables. Data visualization had a larger presence on this site, so we expanded the type stack to accommodate bar and line charts.

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Gore Design System

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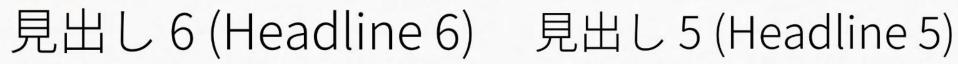
Font Styles Bold Book Light Font Family Noto Sans JP

Primary Colors Black 100, White, Gore Red 100, Grey Two 100

Primary Font Weights (700) Bold (400) Book (300) Light

Type Waterfall

Headlines



Size

Color

3.875rem, 62px (Desktop) 1.25em, 77px (Desktop) 3.5rem, 56px (Mobile)

Weight 300, Noto Sans JP Light Line Height

1.25em, 70px (Mobile)

Case All Caps, Title Case

Size

3.5rem, 56px (Desktop) 3.125rem, 50px (Mobile)

Weight 300, Noto Sans JP Light

Color

Line Height 1.25em, 70px (Desktop) 1.25em, 62px (Mobile)

Case All Caps, Title Case

As this site was initially launching for the Japanese market, we created a non-Latin version of the type stack and layout components. This was specific to the medical design library and therefore wouldn't crowd the libraries

of projects that didn't need it. All these elements were still linked to the primary design library, so if any changes were made at that level, they would be reflected downstream.

Gore Design System

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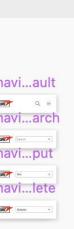
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