Paul
Mathisen

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Gore Design System

Role

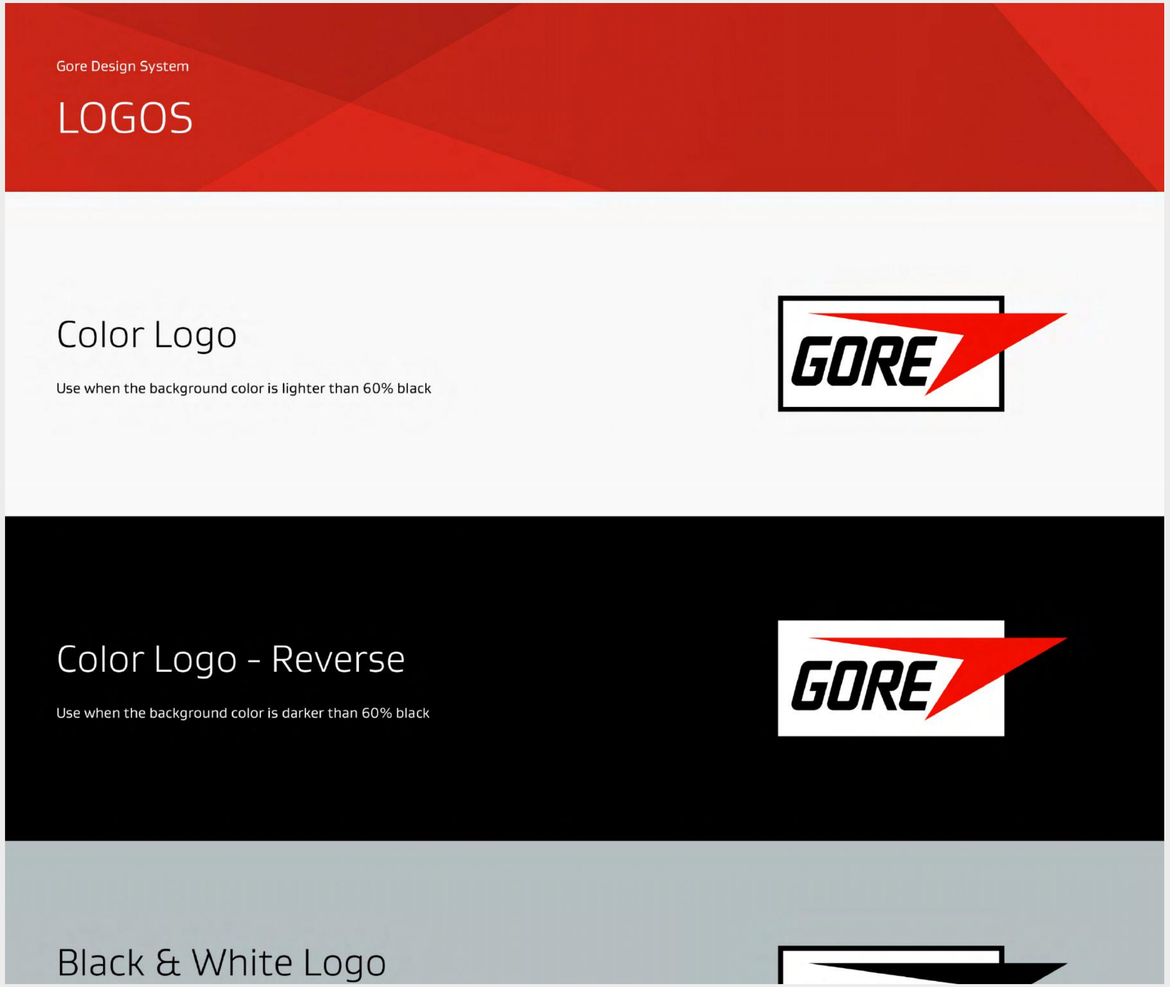
Senior Designer

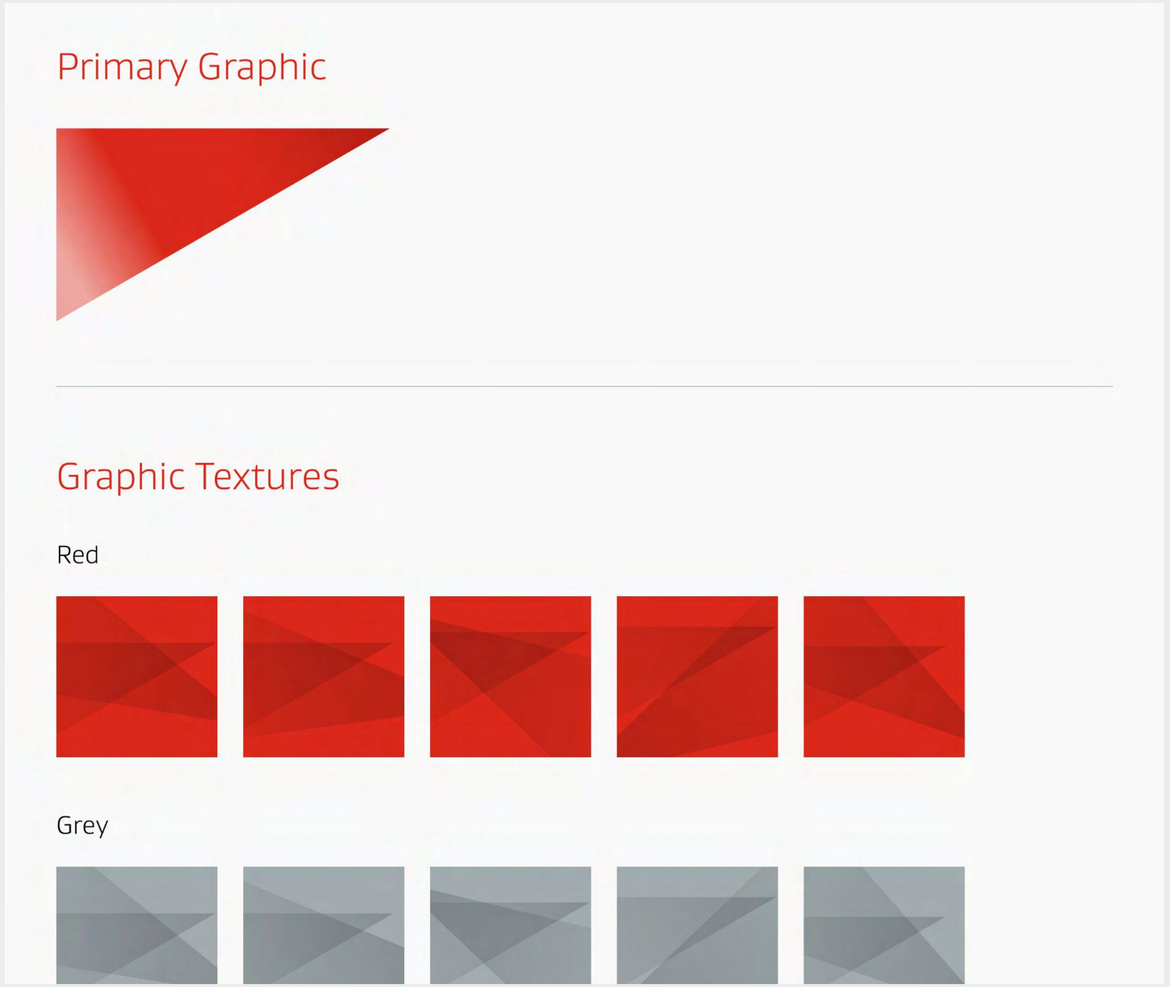
Duration

October 2020 –
March 2021

Tools Used

Sketch
InVision





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.

Gore Design System

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
FFFFFF
Use prominently to evoke a bright look and feel

Secondary Colors

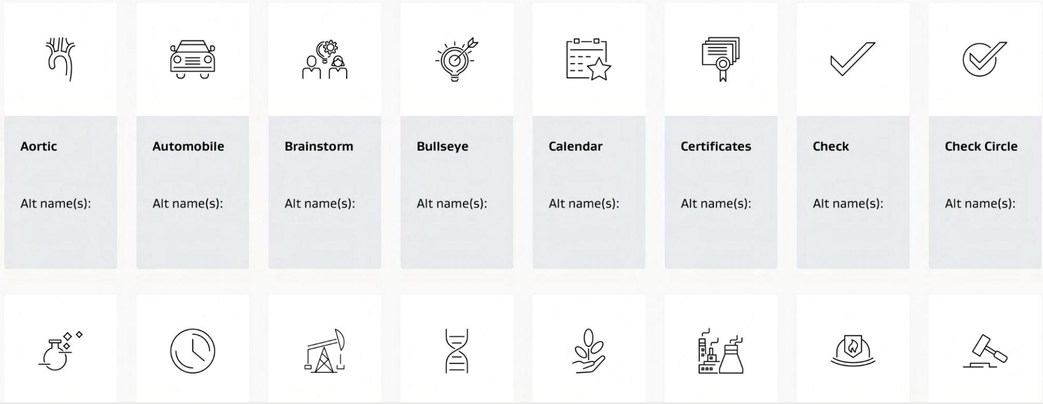
Gore Design System

GORE BRAND ICONS

Overview

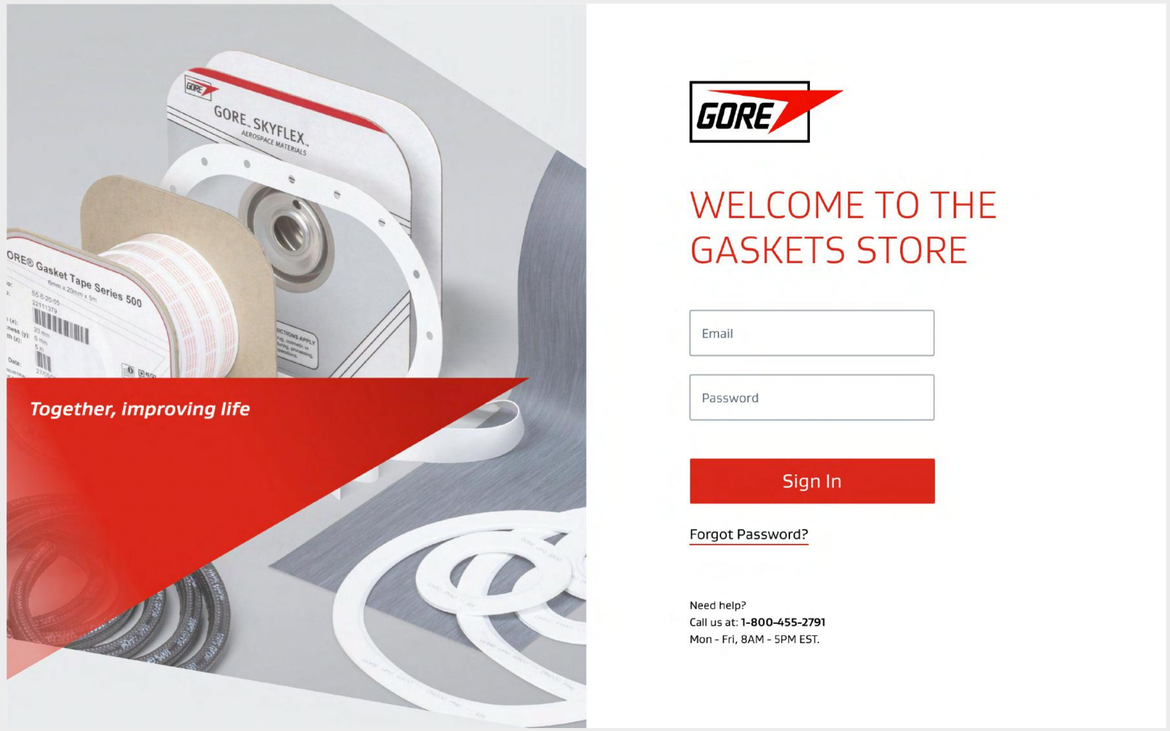
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quisque id diam vel quam elementum pulvinar etiam. Gravida dictum fusce ut placerat orci nulla pellentesque dignissim. Bibendum arcu vitae elementum curabitur vitae.

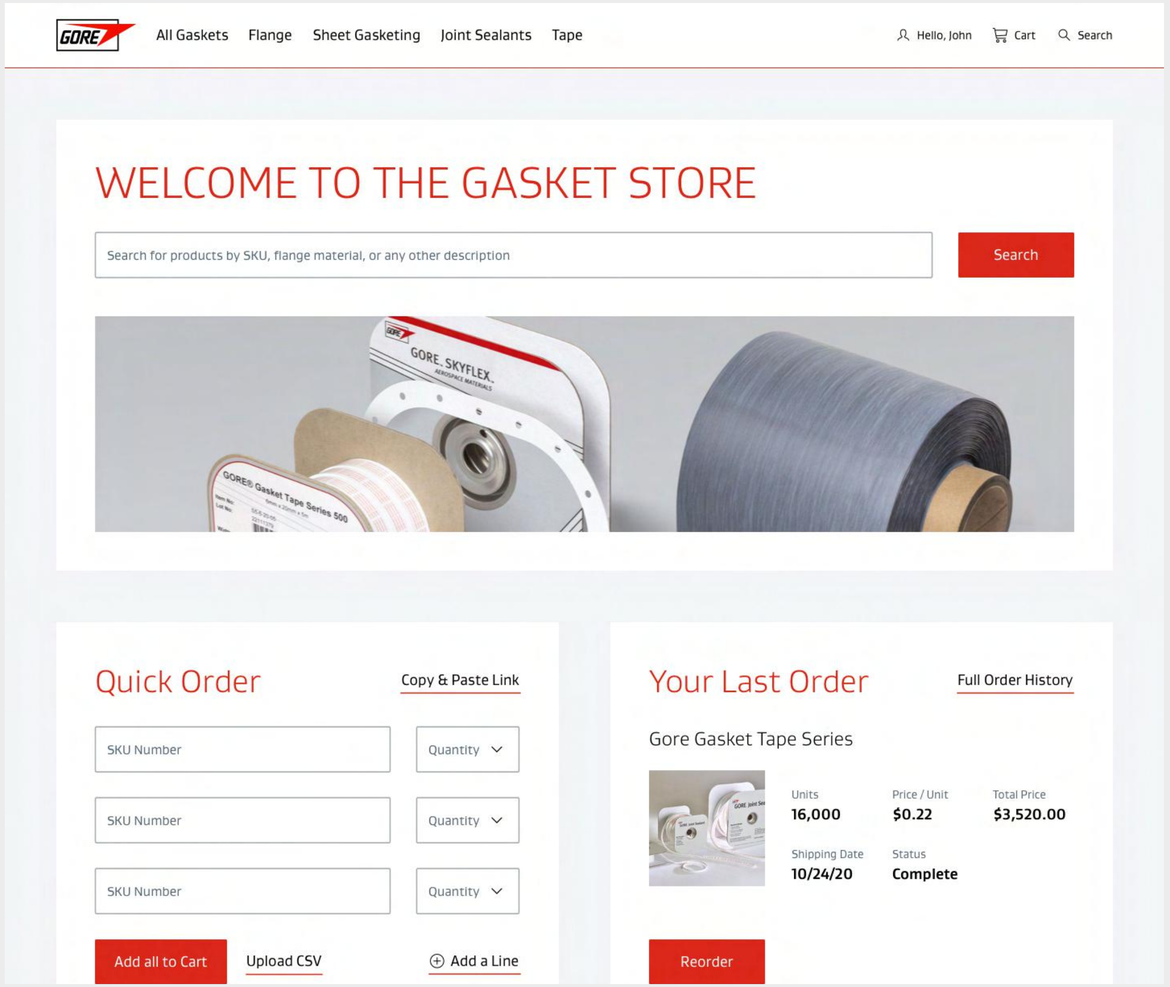
Gore Brand Icon Library



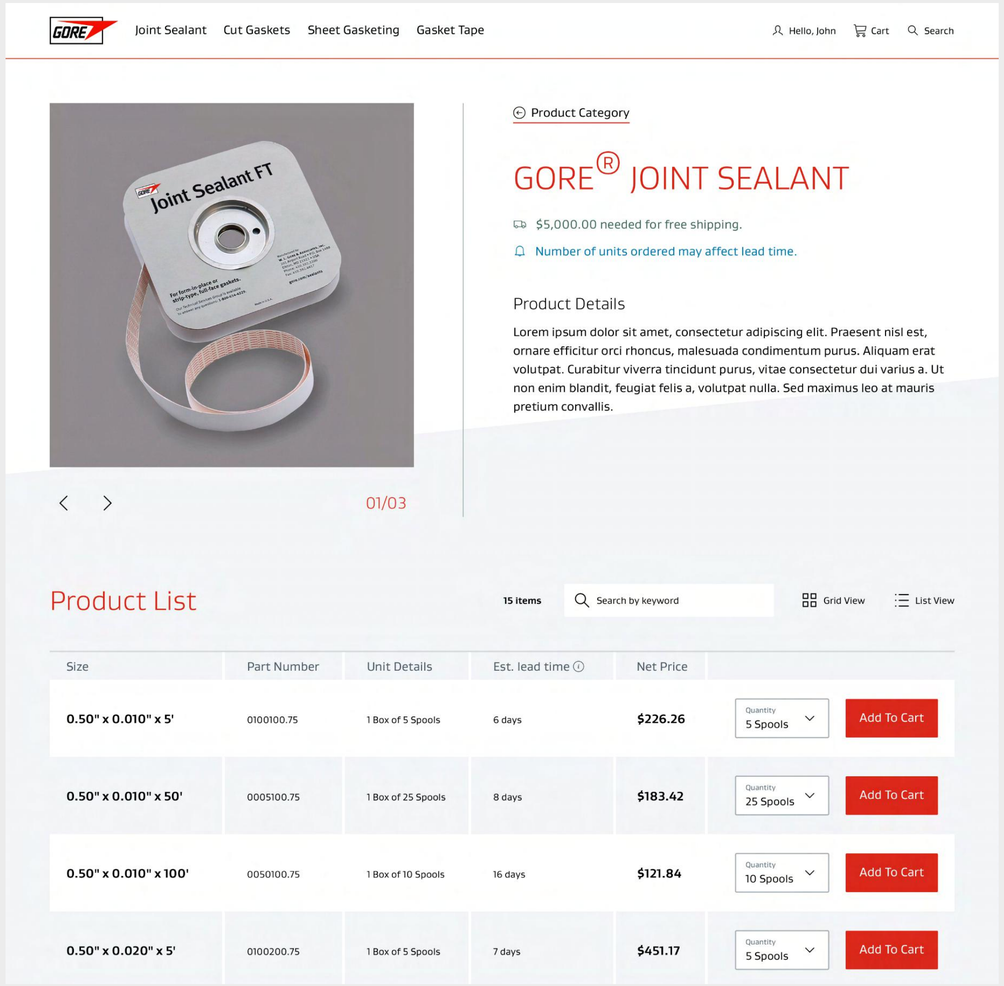
Aortic	Automobile	Brainstorm	Bullseye	Calendar	Certificates	Check	Check Circle
Alt name(s):	Alt name(s):	Alt name(s):	Alt name(s):	Alt name(s):	Alt name(s):	Alt name(s):	Alt name(s):

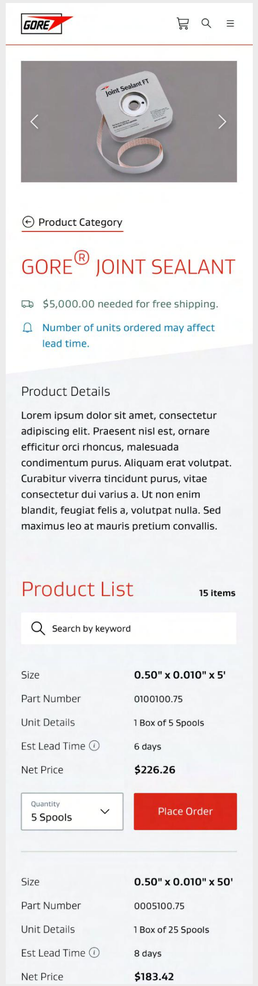
Gore had numerous lines of business, all with specific design requirements and restraints. This led us to implement a two-tiered library structure. The base tier held styles that were unlikely to change from project to project, such as the logo, colors, and icons. The second tier would be developed for each project and contained more specific items such as typography, layout, and UI elements. This kept individual libraries lean and easy to maintain, while allowing for large amounts of flexibility in a way that didn't sacrifice consistency.

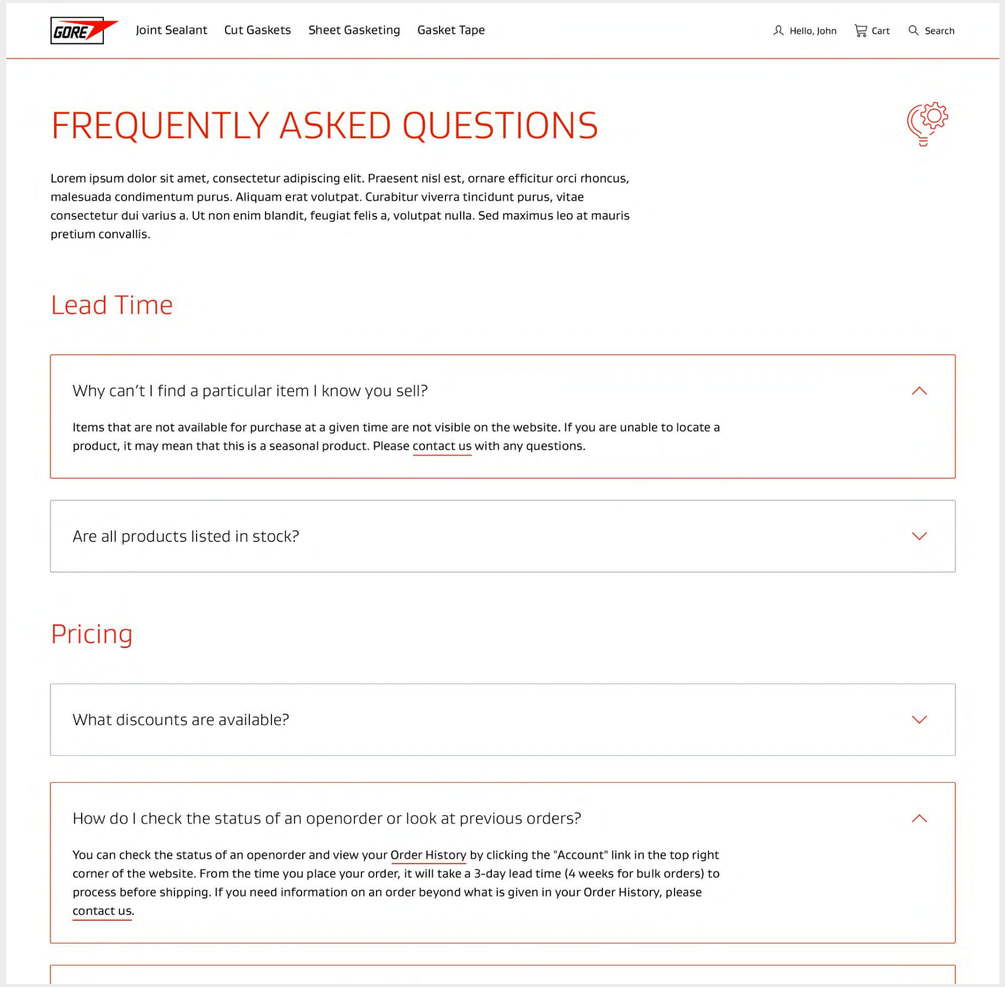




The first project we applied this design system to was a B2B e-commerce platform for Gore's Gaskets Division. Our primary user base for this platform would be used to making purchases with Excel sheets and fax machines, so taking a complex and vast product list and distilling that info down to a short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







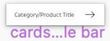
As this was a B2B site, there was little marketing content involved– since the user base were approved accounts and usually made the same purchase each time. This was where the two-tiered design system could shine, as we could leave the brand-heavy components out and focus on making information-dense UI elements to get our users to the correct product variant and checkout as quickly as possible.

Cards

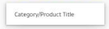
cards/s...mplate

cards...plate

cards...image



cards...le bar

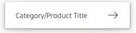


cards/simple cards/deskt...ow of 3 cards with images

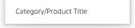
cards/simple cards/deskt...ow of 4 cards with images

cards/e...e mask

cards/s...o image

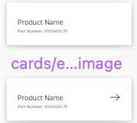


cards/e...title bar



cards/p...esktop

cards/e...image

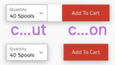


cards/e...image

cards/e...group

car...oup car...line

cards/...group



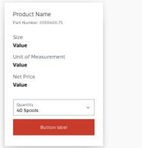
c...ut c...on

cards...obile

cards...image

cards...image

cards...obile



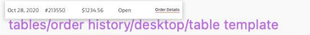
car...bile car...bile

Tables

ta...ll ta...ft t...k t...ht

tables/order...op/header row

tables/order...y/desktop/row



tables/order history/desktop/table template

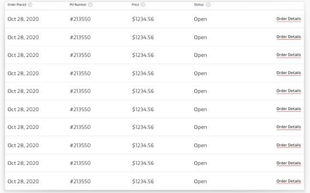


table.../row

table...plate

ta...ey ta...ite ta...ey ta...ite

ta...left ta...der ta...end

ta.../left ta...rice ta...dle table...o cart

tables/pdp/desktop/header row

tables/pdp/desktop/even row

tables/pdp/desktop/odd row

tables/pdp/desktop/table template

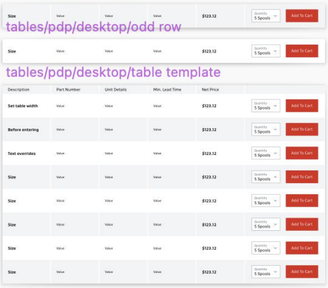
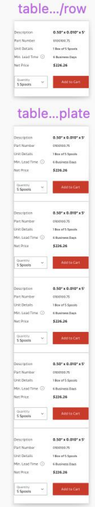


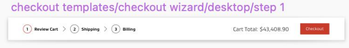
table.../row

table...plate

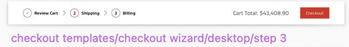


Store Components

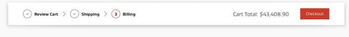
checkout templates/checkout wizard/desktop/step 1



checkout templates/checkout wizard/desktop/step 2



checkout templates/checkout wizard/desktop/step 3

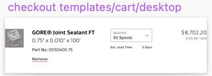


check...step 1

check...step 2

check...step 3

checkout templates/cart/desktop

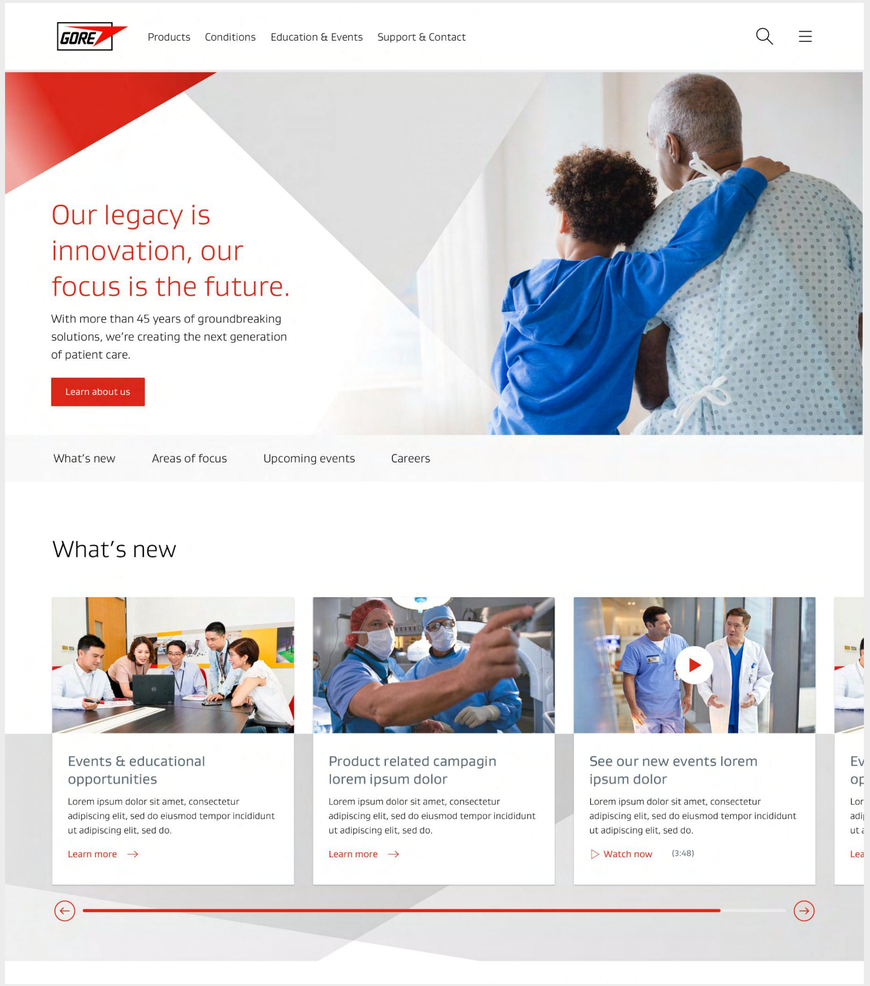


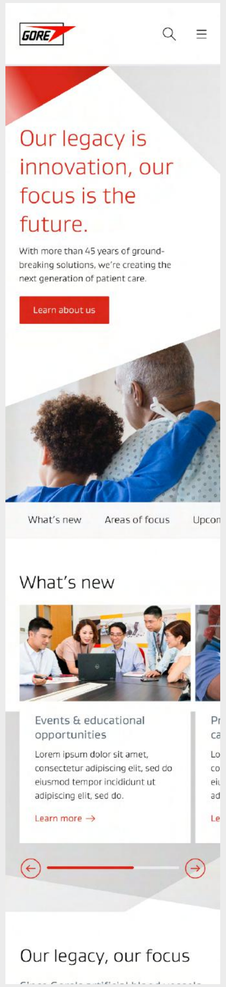
check...mobile

checkout templat...nfirmation/desktop

check...mobile

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 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.





On the other hand, the Gore Medical website was public-facing, 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.

Gore Design System

TYPOGRAPHY - JAPANESE

Base Details

Root EM
1rem = 16px

Font Family
Noto Sans JP

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

Font Styles
Bold Book Light

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

Type Waterfall

Headlines

見出し 6 (Headline 6)

Size
3.875rem, 62px (Desktop)
3.5rem, 56px (Mobile)

Line Height
1.25em, 77px (Desktop)
1.25em, 70px (Mobile)

Weight
300, Noto Sans JP Light

Case
All Caps, Title Case

Color

見出し 5 (Headline 5)

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

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

Weight
300, Noto Sans JP Light

Case
All Caps, Title Case

Color

Header

navigation/header/...op/english/default
navigatio...h/default
navi...ault
navigation/header/...top/english/search
navigatio...sh/search
navi...arch
navigation/header/...glish/search input
navigatio...rch input
navi...put
navigation/header/...rch autocomplete
navigatio...complete
navi...lete

navigation/header/...p/japanese/default
navigatio...e/default
navi...ault
navigation/header/...p/japanese/search
navigatio...se/search
navi...arch
navigation/header/...nese/search input
navigatio...rch input
navi...put
navigation/header/...rch autocomplete
navigatio...complete
navi...lete

navigation/header/.../english/expanded
navigatio...expanded
navi...ded

navigation/header/...panese/expanded
navigatio...expanded
navi...ded

Footer

navigation/footer/desktop/english
navigatio...et/english
navi...lish

navigation/footer/desktop/japanese
navigatio.../japanese
navi...ese

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.