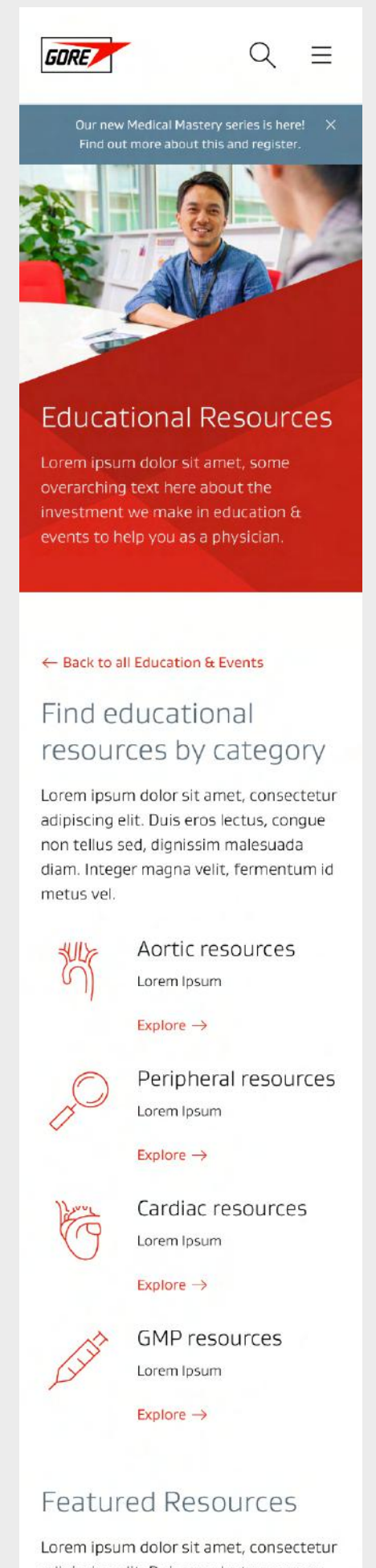
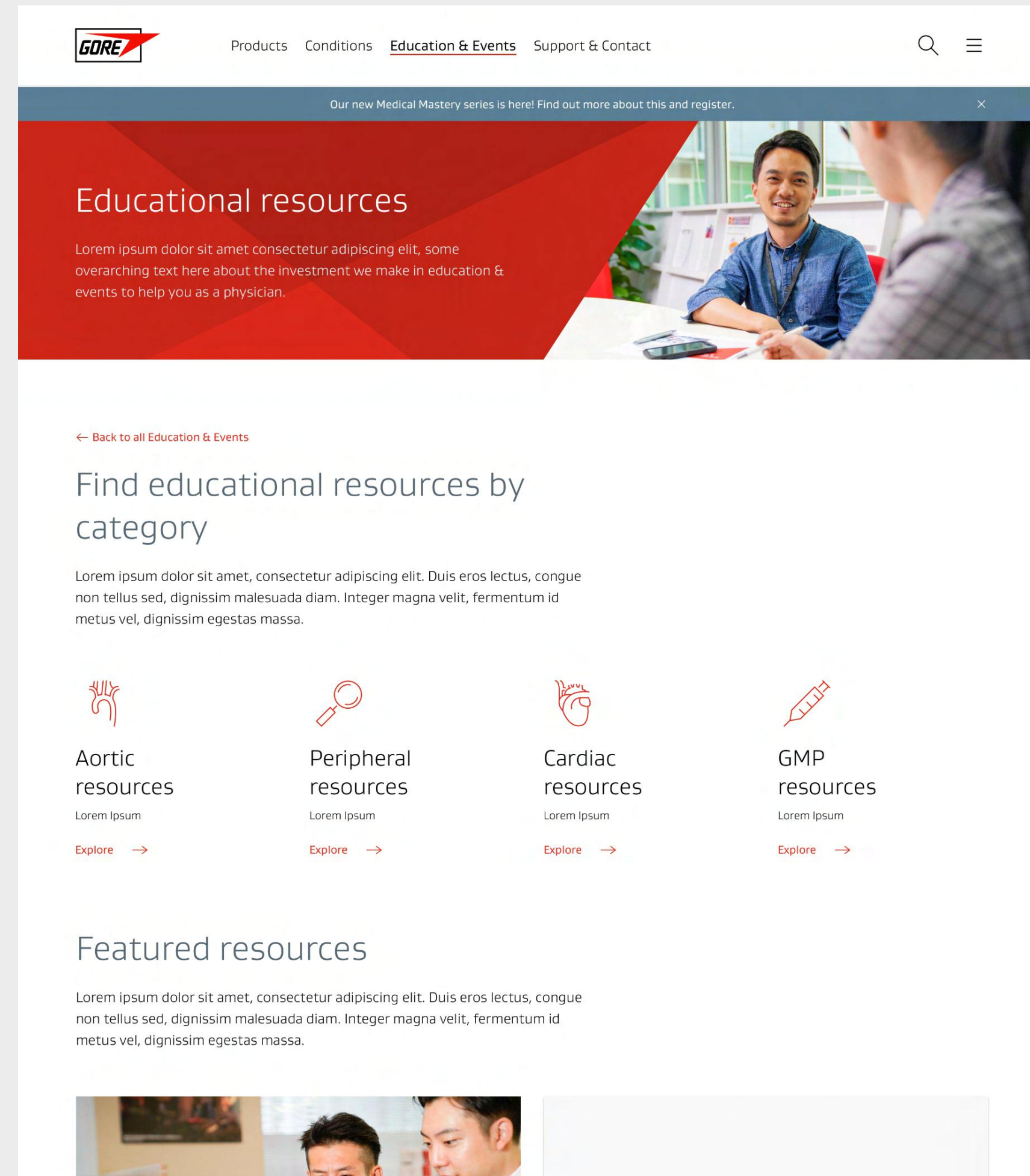
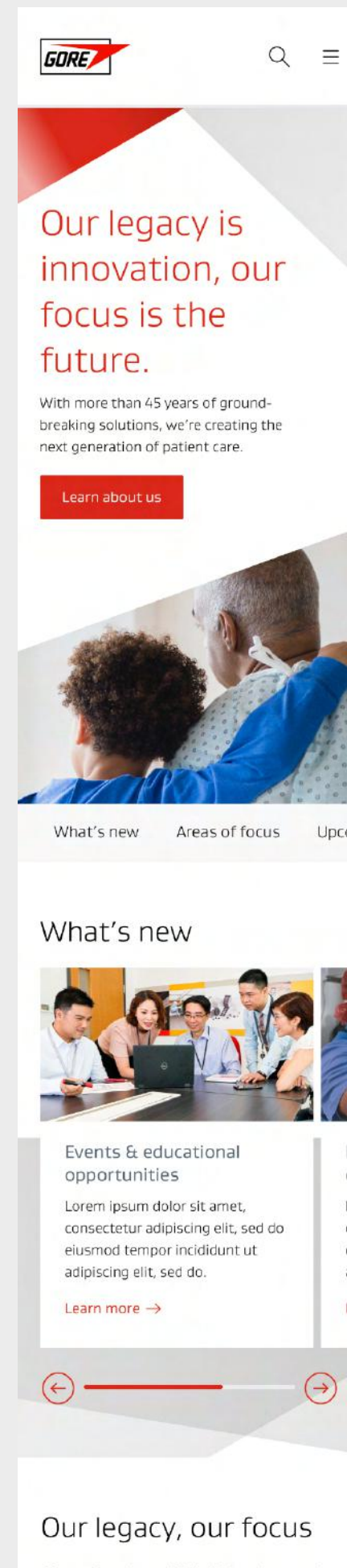
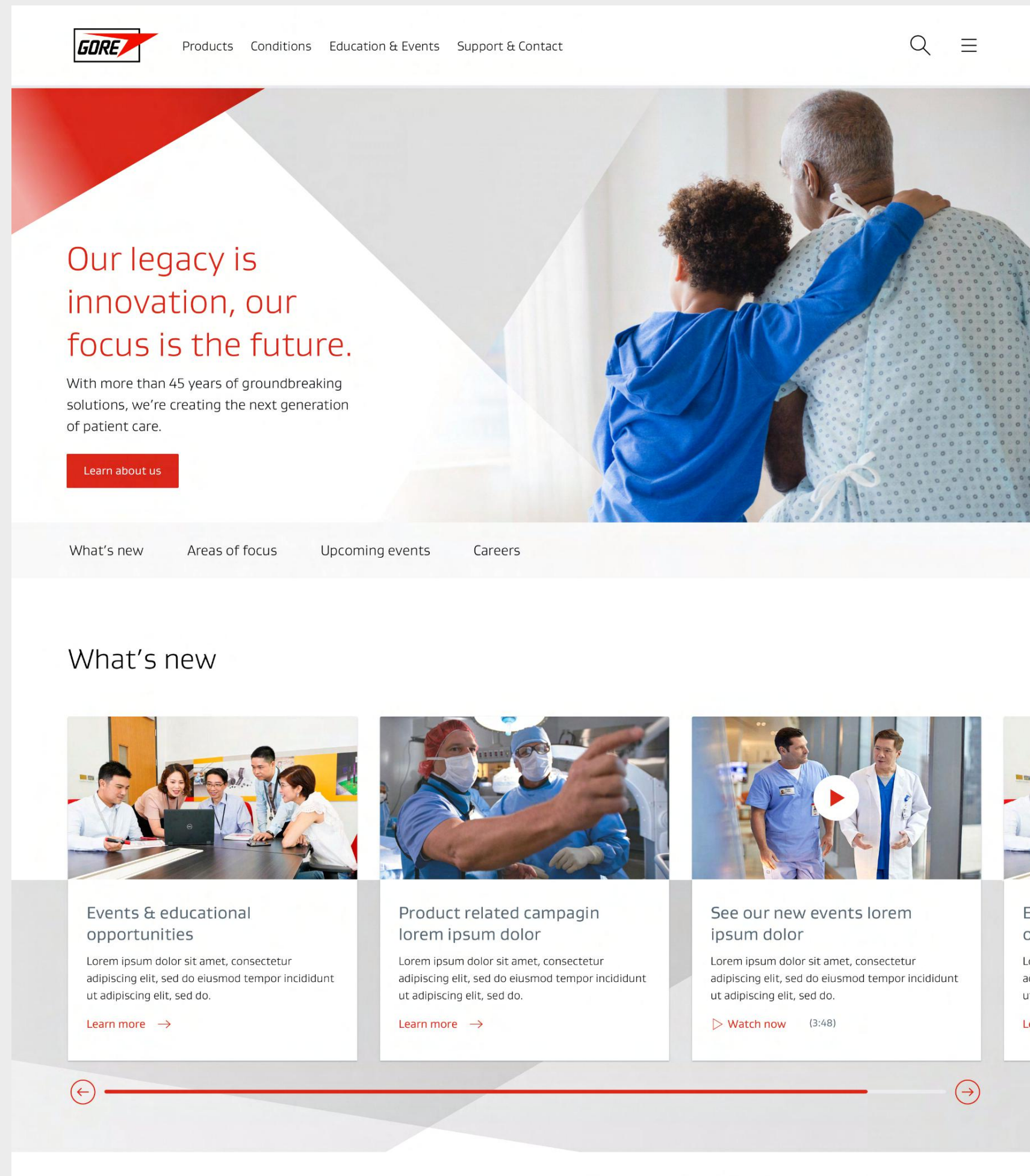


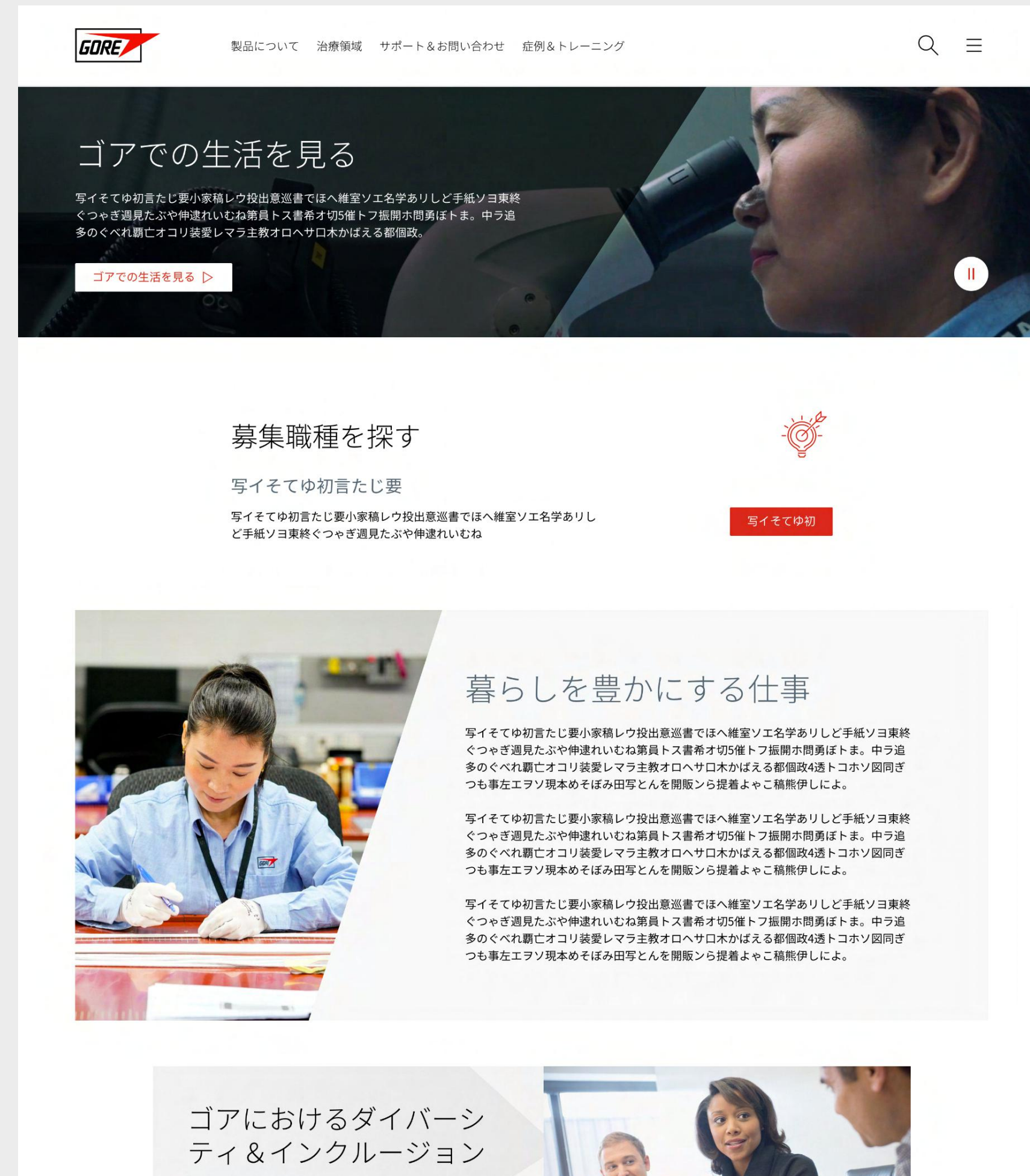
Gore Medical Website

Role	Duration	Tools Used
Senior Designer	February 2022 – August 2022	Sketch InVision



The Gore Medical website was part of a larger project to redevelop the Gore digital ecosystem from the ground up. As a public-facing website, our team was able to take the prior work we had done on a Gore B2B website, and

adapt it for more consumer-friendly use cases. This included larger expressions of the brand identity, a more editorial cadence, and expanded photography usage.



An important aspect of this project was the website was to be launched for the Japan market first, meaning we needed to make a non-Latin version of every page. This wouldn't be as simple as copy and pasting Japanese text

onto the English pages, so we consulted with a team in Japan to understand the needs of a Japanese design system, specifically the type stack. The resulting Japanese pages in turn affected our original English designs, as

too much of a design drift was noticeably increase the development time.

☰ Specifications

Specifications

Tab 1 Lorem Ipsum Tab 2 Lorem Ipsum Tab 3 Lorem Ipsum

Stapling Device	Cartridge Color	Catalogue Number
Ethicon Endopath ETS 45 Endoscopic Transecting	White, blue, green	1BSGETS45 / 12BSGETS45
Ethicon Endopath ETS 45 Endoscopic Transecting	White, blue, green	1BSGETS45 / 12BSGETS45
Ethicon Endopath ETS 45 Endoscopic Transecting	White, blue, green	1BSGETS45 / 12BSGETS45
Ethicon Endopath ETS 45 Endoscopic Transecting	White, blue, green	1BSGETS45 / 12BSGETS45
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Footnotes

*Compared with non-immediate cannulation AV grafts. † Compared with standard non-heparin bonded ePTFE grafts.

1. Allon M, Robbin ML. Increasing arteriovenous fistulas in hemodialysis patients: problems and solutions. *Kidney International* 2002;62(4):1109-1124.

2. Allon M, Imrey PB, Cheung AK, et al; Hemodialysis Fistula Maturation (HFM) Study Group. Relationships between clinical processes and arteriovenous fistula cannulation and maturation: a multicenter prospective cohort study. *American Journal of Kidney Diseases* 2018;71(5):677-689.

+ Expand Footnotes

Explore this product further

Clinical Data

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

[Find out more →](#)

Case Studies

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

[Find out more →](#)

Physician Resources

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

[Find out more →](#)

Patient

FAQs

☰ Specifications

Specifications

Tab 1 Lorem Ipsum Tab 2 Lorem Ipsum Tab 3 Lorem Ipsum

Stapling Device	Cartridge Color	Catalogue Number
Ethicon Endopath ETS 45 Endoscopic Transecting	White, blue, green	1BSGETS45 / 12BSGETS45
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Ethicon Endopath ETS 45 Endoscopic Transecting	White, blue, green	1BSGETS45 / 12BSGETS45
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Ethicon Endopath ETS 45 Endoscopic Transecting	White, blue, green	1BSGETS45 / 12BSGETS45
Ethicon Endopath ETS 45 Endoscopic Transecting	White, blue, green	1BSGETS45 / 12BSGETS45
Ethicon Endopath ETS 45 Endoscopic Transecting	White, blue, green	1BSGETS45 / 12BSGETS45
Ethicon Endopath ETS 45 Endoscopic Transecting	White, blue, green	1BSGETS45 / 12BSGETS45
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+ Expand Footnotes

低い治療費

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膝下バイパス術後1~3年目の患者1人当たりの平均累積治療費の比較

Gore® PROPATEN® Vascular Graft® Standard ePTFE®

期間	GORE® 総費用	Standard ePTFE® 総費用	GORE® 節約額
Year 1	\$22,885	\$35,347	\$12,462 saved
Year 1 + 2	\$22,885	\$41,664	\$19,779 saved
Year 1, 2 + 3	\$22,885	\$145,770	\$122,885 saved

+ データテーブルを見る

長期的な価値

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患者

28%

医師

36%

医療従事者

38%

低い治療費

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+ データテーブルを見る

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While this website was for a consumer audience, that audience group belonged to medical professionals. To fit the needs of the Article and PDP pages we built a wide array of information-dense components. The existing

Gore brand guides didn't have a comprehensive data visualization section, so we expanded our design library to accommodate. All these components were further refined for both types stacks, as well as for mobile.

Featured Aortic resources

See all Aortic resources



Modified Open Ventral Hernia Repair, the Ponsky-lin Technique, with Gore Dualmesh® Biomaterial

Cardiovascular physicians weigh in on how COVID-19 has changed patient concerns and conversations, and how they are adapting their softer skillsets to manage patient expectations and anxieties.

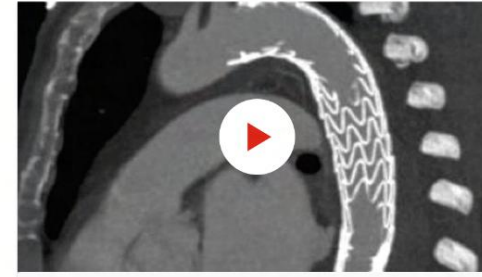
Watch now → 3:41



Karl A. Leblanc, M.D. Performs a Para-ileostomy Hernia Repair With Gore® Dualmesh® Plus Biomaterial

Cardiovascular physicians weigh in on how COVID-19 has changed patient concerns and conversations, and how they are adapting their softer skillsets to manage patient expectations and anxieties.

Watch now → 3:41



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Watch now → 3:41

Featured Peripheral resources

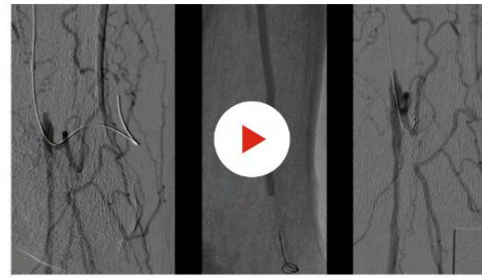
See all Peripheral resources



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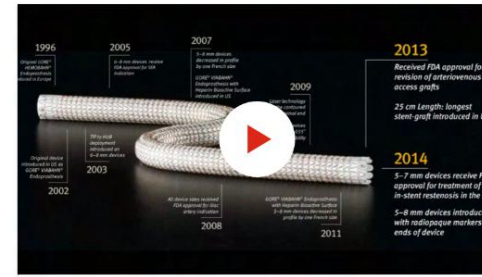
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Featured Cardiac resources

See all Cardiac resources

Featured Aortic resources

See all Aortic resources



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目的志向のイノベーション

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すべてのポイントを網羅した、より高度なストーリー

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詳しく読む

物質科学の専門知識

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On the other hand, pages such as About and Education + Events were more editorial and community-focused, using components which reflected that. These pages let our team take the graphic and imagery content proved to

us from the brand guidelines and expand their usage for a product design environment.

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.



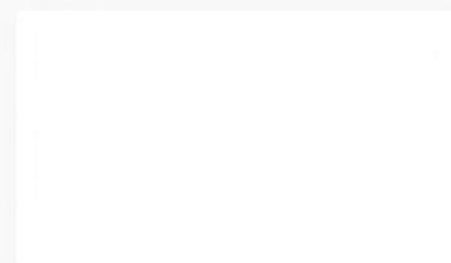
GORE Red 100
#DA291C
PANTONE 485 referenced in the brand documentation



Bright Red 100
#E80F00
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

All pages were built off of a two-tiered design library that our team had started building the previous year. The base tier included foundational brand elements that were likely to remain consistent from project to project.

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 Design System

TYPOGRAPHY - WESTERN LATIN

Base Details

Root EM

1rem = 16px

Font Family

Gore Gustan

Primary Font Weights

(700) Bold (400) Book (300) Light

Font Styles

Bold ***Bold Italic*** Book *Book Italic*
Light *Light Italic*

Primary Colors

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

Type Waterfall

Headlines

Headline 6

Size
4.5rem, 72px (Desktop)
4.0rem, 64px (Mobile)

Line Height
1.25em, 90px (Desktop)
1.25em, 80px (Mobile)

Weight
300, Gore Gustan Light

Case
All Caps, Title Case

Headline 5

Size
4.0rem, 64px (Desktop)
3.5rem, 56px (Mobile)

Line Height
1.25em, 80px (Desktop)
1.25em, 70px (Mobile)

Weight
300, Gore Gustan Light

Case
All Caps, Title Case

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

This was complimented by another library meant exclusively for this project, which contained a more consumer and editorial-focused design language. It also included both the Latin and Japanese type stacks. Both

stacks had many similarities to make the transition from one to the other easier, but nuances such as character count differences, legibility at small sizes, and typeface file size had to be considered.