VISUAL DESIGN LANGUAGE

01 BOLD

High Contrast / Typography / Color / Editorial

Using rich media, imagery, typography, high contrast and color blocking we will create a bold storytelling experience within the ecosystem. While acheiving this boldness we should not overshadow the content but use the styling to add extra value to the imagery and overall experience.

This boldness will create a fluid viewing approach that allows the user to browse and consume large bodies of media seemlessly and follow the GoPro patterns we've set.

02 ENGAGING INTERACTIONS

Discovery / Subtle / Engaging

Motion, subtle animations and interactions will help tell the GoPro story, keeping aligned with content is king the animations should not overpower the content only enhance the viewing experience. While designing think about how to show media without large images, or containers. Interactions will also be key in navigating through each platform and should provide a road map of where you've been and how to navigate back.

03 CINEMATIC

Inspirational / Dramatic / Immersive

Videos & Photos displayed on black or dark gray will draw the viewers eye to the media and create an immersive viewing experience. While playing content we should de-emphasize outside noise like buttons, controls and copy by exploring opacity overlays to help draw the users eye to the most important part of the page, the video or image. This cinematic feel is very key in Media Playback, Channel, Profile and My Media.

04 INTUITIVE

Minimal / Point of View / Hierarchy

At the core we must remain functional throughout the ecosystem and not let design clutter or overwhelm the UX. Content is King - so design decisions should be made to enhance or enrich the content. Avoiding unnecessary uses of color, maintaining a visual hierarchy for buttons/actions and content, and providing consistent patterns for features will maintain a fluid ease of use for consumers across platforms.

05 INSPIRATIONAL STORYTELLING

Engaging / Typography / Layout / Interaction

Using unique layouts, visual breaks with color (black, grays, white) and rich content we will help create an inspirational story for GoPro & User Generated Content.

These visual cues will lend to usability and create functional patterns in the ecosystem that will help set a tone for how you interact with GoPro features and media.

WEB STYLE GUIDE V1.0

Updated on July 15,2015

LOGOS

Side Navigation Extended and Collapsed

https://www.dropbox.com/s/ty5nyezkg4kgrdz/media_detail.sketch?dl=0

COLOR PALETTE

BLACK #000000 RGB: 0,0,0 CMYK:	ASPHALT #141414 RGB: 20,20,20 CMYK:	GRIPTAPE #222222 RGB: 34,34,34 CMYK:	TIRE #353535 RGB: 53,53,53 CMYK:	GUNMETAL #666666 RGB: 102,102,102 CMYK:
CONCRETE #A4A5A5 RGB: 164,165,165 CMYK:	SILVER #D8D8D8 RGB: 216,216,216 CMYK:	GLACIER #F3F4F4 RGB: 243,244,244 CMYK:	SNOW #F9FAFA RGB: 249,250,250 CMYK:	WHITE #FFFFFF RGB: 255,255,255 CMYK:
GOPRO #00A3DA RGB: 0,163,218, CMYK:	PACIFIC #03BFFE RGB: 3,191,254 CMYK:	ATLANTIC #00A3DA RGB: 1,127,170 CMYK:	HARDHAT #F5A700 RGB: 245,167,0 CMYK:	FINISHLINE #7ED321 RGB: 126,211,33 CMYK:	BLOOD #F7403D RGB: 247,64,61 CMYK:

TYPOGRAPHY

At GoPro we use two type faces, PF DinText Pro and Proxima Nova. PF DinText Pro is for Headers larger then 65px and is always set in BOLD and ALL CAPS. We also use it for Sub Headers set in all Caps with a character spacing of 10px. Proxima Nova is used for headers under 65px and body copy, and we use both CAPS (HEADERS & SUB HEADERS) and Sentenced Case (Body Copy).

PF DINTEXT PRO

HEADLINE 1
BOLD 100px

HEADLINE 2
BOLD 65px

HEADLINE 3
BOLD 30px

T I T L E 1
LIGHT 24px 10px Line Spacing

T I T L E 2
LIGHT 12px 10px Line Spacing

PROXIMA NOVA

HEADLINE 1
BOLD 24px

Subheader / Body Copy 1
Regular 18px Line Height 30px

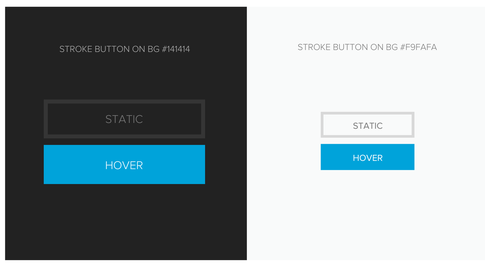
Body Copy 2 / Authors Name
Regular 16px Line Height 30px

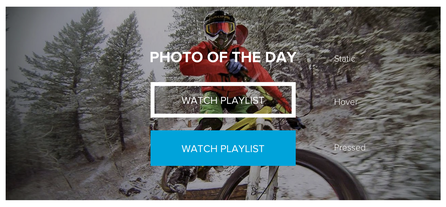
Body Copy 2
Regular 14px

Body Copy 2
Regular 13px

Tags / Authors
Regular 12px

BUTTON STATES





PRIMARY BUTTON

DISABLED

STATIC

HOVER / PRESSED

SOCIAL BUTTONS

Share This Video

TAGS

TAG

TAG

PLAY BUTTONS

FACEBOOK AND GOOGLE

CONTINUE WITH FACEBOOK

CONTINUE WITH FACEBOOK

CONTINUE WITH GOOGLE

CONTINUE WITH GOOGLE

CONTINUE WITH FACEBOOK | CONTINUE WITH GOOGLE

CONTINUE WITH FACEBOOK | CONTINUE WITH GOOGLE

AVATARS

BS

PLAYLIST CARD

VIDEO PLAYER

COLORS

#000000	#222222	#353535	#666666	#A4A5A5	#D8D8D8	#F3F4F4

#F9FAFA	#FFFFFFF	#00A3DA	#F5A700	#7ED321	#F7403D

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PF DINTEXT PRO

AA BOLD

AA LIGHT

100PX

PF DINTEXT PRO

65PX

PF DINTEXT PRO

24PX / 10PX LINE SPACING

PHOTO OF THE DAY

16PX / 10PX LINE SPACING

PHOTO OF THE DAY

12PX / 10PX LINE SPACING

PHOTO OF THE DAY

https://www.dropbox.com/s/ty5nyezkg4kgrdz/media_detail.sketch?dl=0

PROXIMA NOVA

Aa BOLD

Aa SEMIBOLD

Aa REGULAR

Aa LIGHT

24px

I just got barreled out of my mind at Chopes.

18px

I just got barreled out of my mind at Chopes.

16px

I just got barreled out of my mind at Chopes.

14px

I just got barreled out of my mind at Chopes.

13px

I just got barreled out of my mind at Chopes.

10px

I just got barreled out of my mind at Chopes.

https://www.dropbox.com/s/ty5nyezkg4kgrdz/media_detail.sketch?dl=0

HEADER ABOVE 65PX

This is what a SubHeader looks like. Pay close attention to spacing, sizing and color.

HEADER ABOVE 65PX

This is what a SubHeader looks like. Pay close attention to spacing, sizing and color.

FEATURED CHANNEL CONTRIBUTORS

Our top curated playlists featuring amazing footage shot exclusively on the best camera in the world. Our top curated playlists featuring amazing footage shot exclusively.

VIEW ALL

FEATURED CHANNEL CONTRIBUTORS

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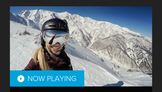
VIEW ALL

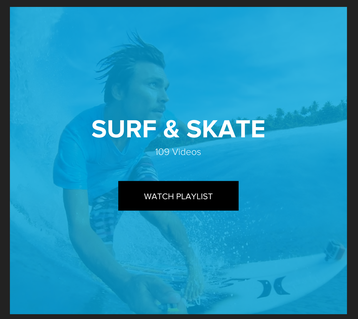


NOW PLAYING

JAPAN POWDER ADVENTURES
by Christine Donaldson

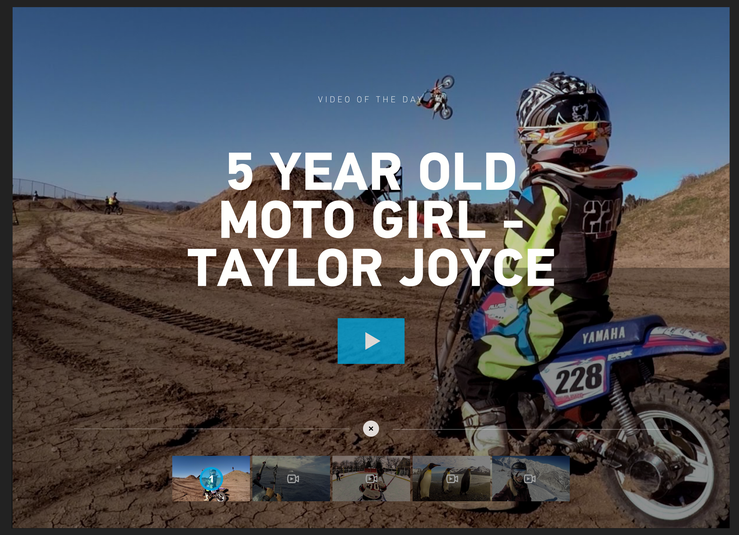
5-YEAR OLD MOTO GIRL
TAYLOR WAINE
by GoPro Original Productions

SURF & SKATE
109 Videos
WATCH PLAYLIST



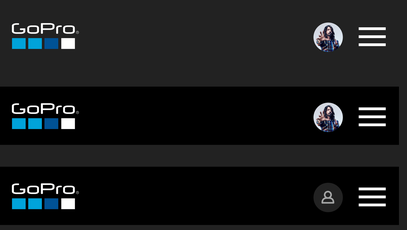
FEATURED PLAYLISTS

Our top curated playlists featuring amazing footage shot exclusively on the best camera in the world.



JAPAN POWDER ADVENTURES
by Christine Donaldson

UPLOAD YOUR ADVENTURE



GoPro
Be a HERO.

LOG IN

cwaite@gopro.com
••••••••••••

LOG IN

Remeber Me

Forgot Password?

OR

CONTINUE WITH FACEBOOK

CONTINUE WITH GOOGLE

Need an Account? Create One Now

GoPro
Be a HERO.

CREATE ACCOUNT

cwaite@gopro.com

Charlie

Waite

••••••••••••

••••••••••••

Get the latest GoPro news via email (optional)

I acknowledge that I have read and I agree to be bound by the Terms of Service and Privacy Policy

CREATE YOUR ACCOUNT

OR

CONTINUE WITH FACEBOOK

CONTINUE WITH GOOGLE

Already have an Account? Log In Now

Bummer! Looks like your password wasn't long enough. Please make sure it's at least 8 characters.

VIEW ALL PLAYLISTS

VIEW ALL PLAYLISTS

CONTINUE WITH FACEBOOK

GoPro

ABOUT US

facebook YouTube Instagram

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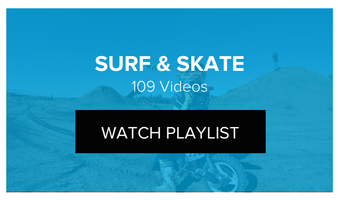
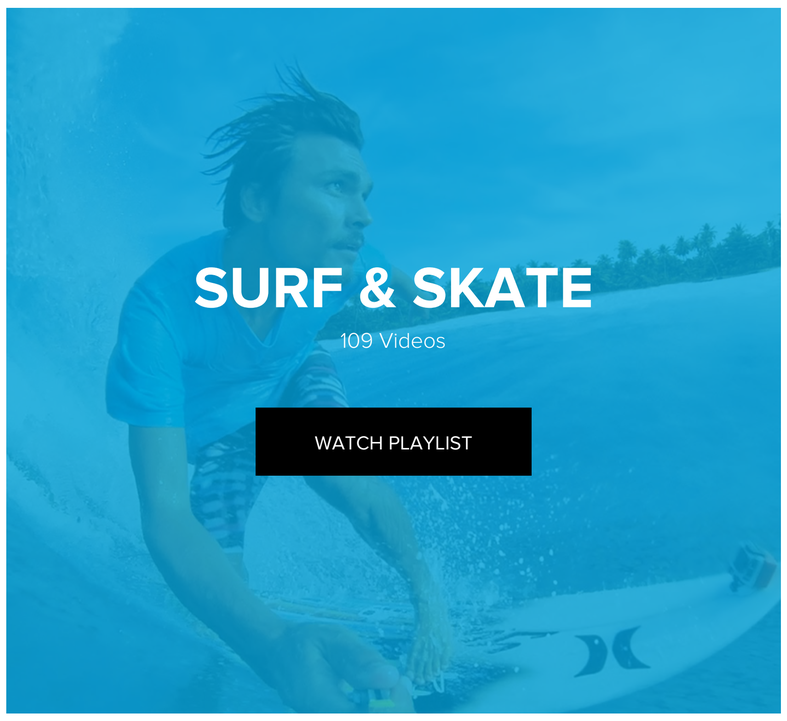
ADD ALL TO CART

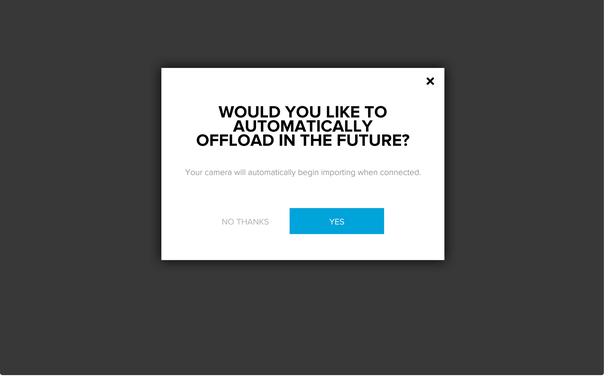
FOLLOW





TAGS

SKI AWESOME ADVENTURE SNOW HERO4



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