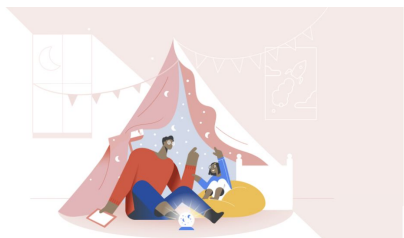
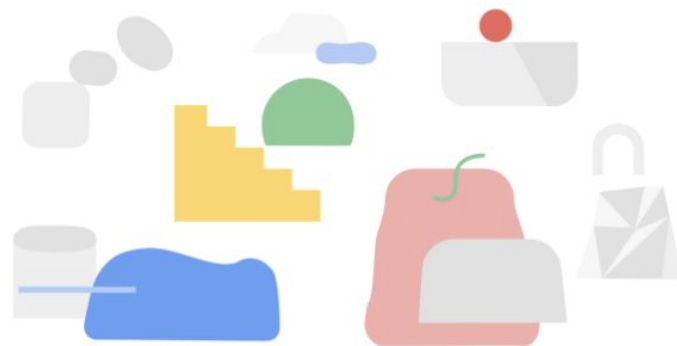




Google Shopping Illustration

Case Study



in the absence of clear guidance for Google Shopping, various **teams and features** were defining their own **approaches for illustration**, based on their understanding of the general Google imagery guidelines.



I proposed and developed Google Shopping guidelines for illustration, and directed the development of dozens of product assets and successful campaigns over my 5 years on the team..

Design

Discovery



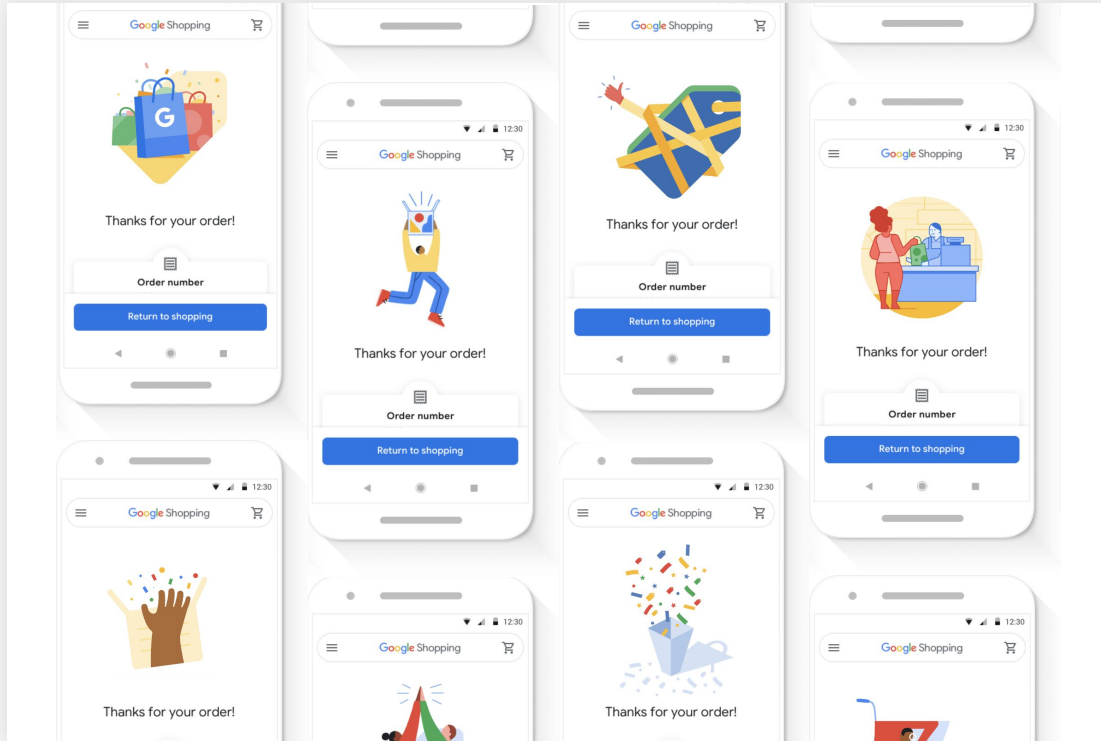
Sliders	UI	Merchandising	Marketing			
Core Google	●	●	●	●	●	●
Formal	●	●	●	●	●	●
Timeless	●	●	●	●	●	●
Calm	●	●	●	●	●	●
Serious	●	●	●	●	●	●
Simple	●	●	●	●	●	●
Consistent	●	●	●	●	●	●
Universal	●	●	●	●	●	●
Premium	●	●	●	●	●	●
Google Shopping	●	●	●	●	●	●
Informal	●	●	●	●	●	●
On trend	●	●	●	●	●	●
Active	●	●	●	●	●	●
Playful	●	●	●	●	●	●
Complex	●	●	●	●	●	●
Flexible	●	●	●	●	●	●
Specific	●	●	●	●	●	●
Mass market	●	●	●	●	●	●

To kickoff the project and drive alignment, I organized a one day workshop to define requirements and expectations for the development of a shared illustration approach for Google Shopping.

Participants ranged from UX, Marketing, Merchandising to Engineering and Product Management, including both internal teams and external creative agencies.

I facilitated multiple participatory sessions throughout the day to gather team input and synthesized and reviewed results to arrive at a common consensus.

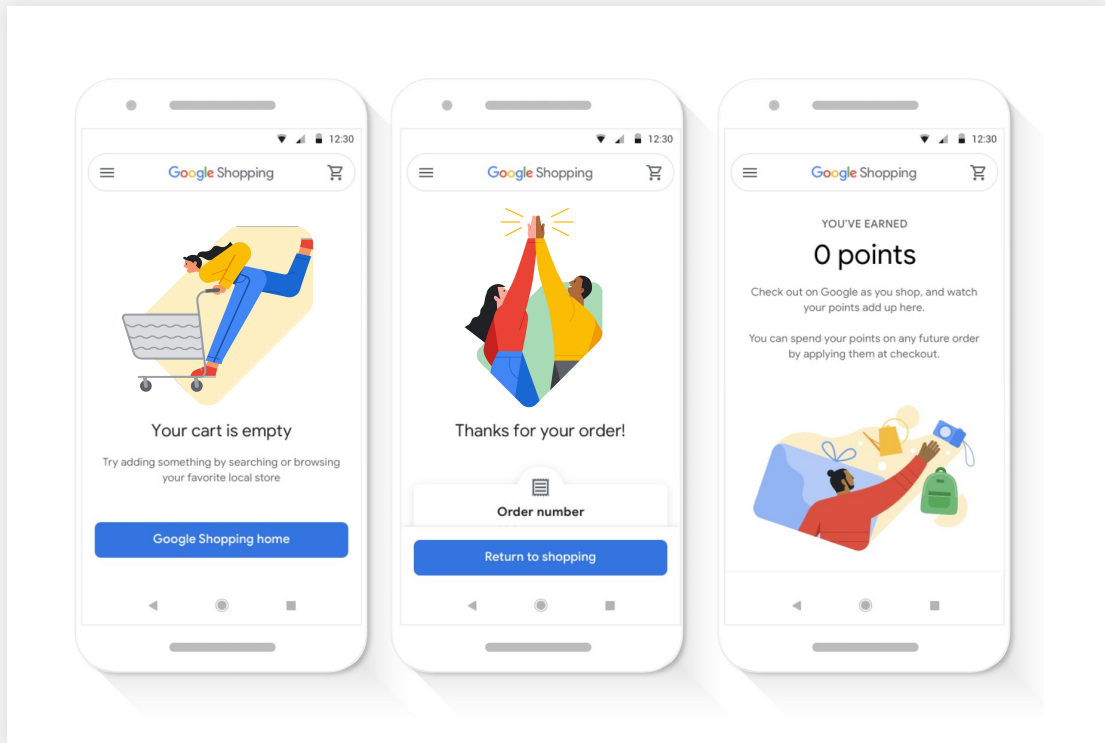
Design iteration



I worked with each illustrator to develop and refine visual directions over multiple rounds, based on stakeholder reviews and alignment with the project goals:

- Align with modern Google imagery standards
- Develop a style that is distinct and appropriate for shopping
- Allow flexibility to evolve and adapt across a number of placements, including UI, merchandising and marketing

Final design



For the final design, our team leveraged core Google color and composition combined with key brand identifiers such as unique containers and commerce specific imagery topics and themes to express the joy of shopping.

The final proposal was mocked up as a set and submitted for approval to stakeholders across the Google Shopping organization and received unanimous approval.

Guidelines

[View full guidelines](#)

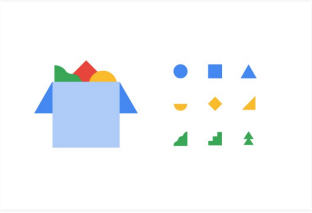
Google Shopping Proprietary & Confidential

FORM

Shape

Illustrations start from a base of geometric primitives that define the basic silhouette of the subjects.

Incorporate compound elements as shown in the lower row to echo the photography sets and inject a unique character to the forms.



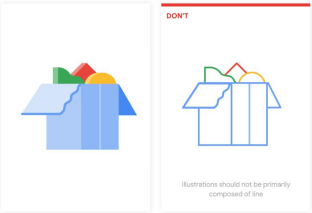
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FORM

Line

Line exists within illustrations to define and support shape, and does not contain it.

Avoid a pure line approach, as this is reserved for iconography within the imagery system.



Google Shopping Proprietary & Confidential

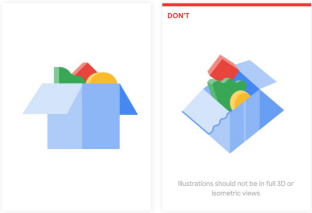
FORM

Dimension

Many illustrations exist solely within a 2D space.

When dimension is desired, use slight dimension along one axis to create depth in a 2.5D space.

Avoid full 3D and isometric approaches that can clash with product photography and layout other elements.



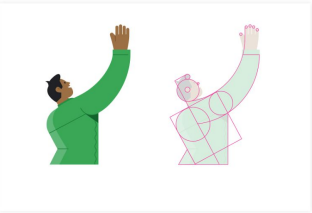
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FORM

Balance

Shape, dimension and line should be balanced within an illustration to create a recognizable subject that does not feel forced.

Similarly, geometric and organic forms should be mixed to create a natural but intentional form.

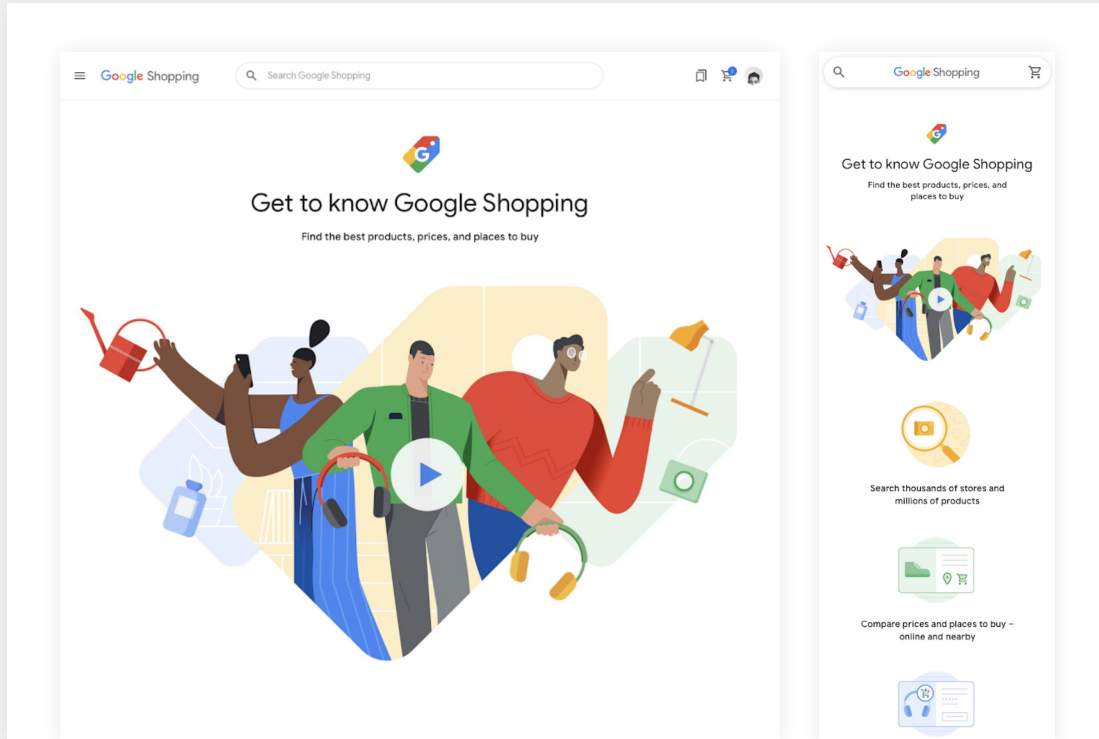


Once final illustration style was approved, I documented the principles, stylistic attributes and construction in a comprehensive set of guidelines for internal and external reference.

These guidelines have been referenced 100s of times in the development of imagery for prominent campaigns and on-site implementation on multiple features.

Application

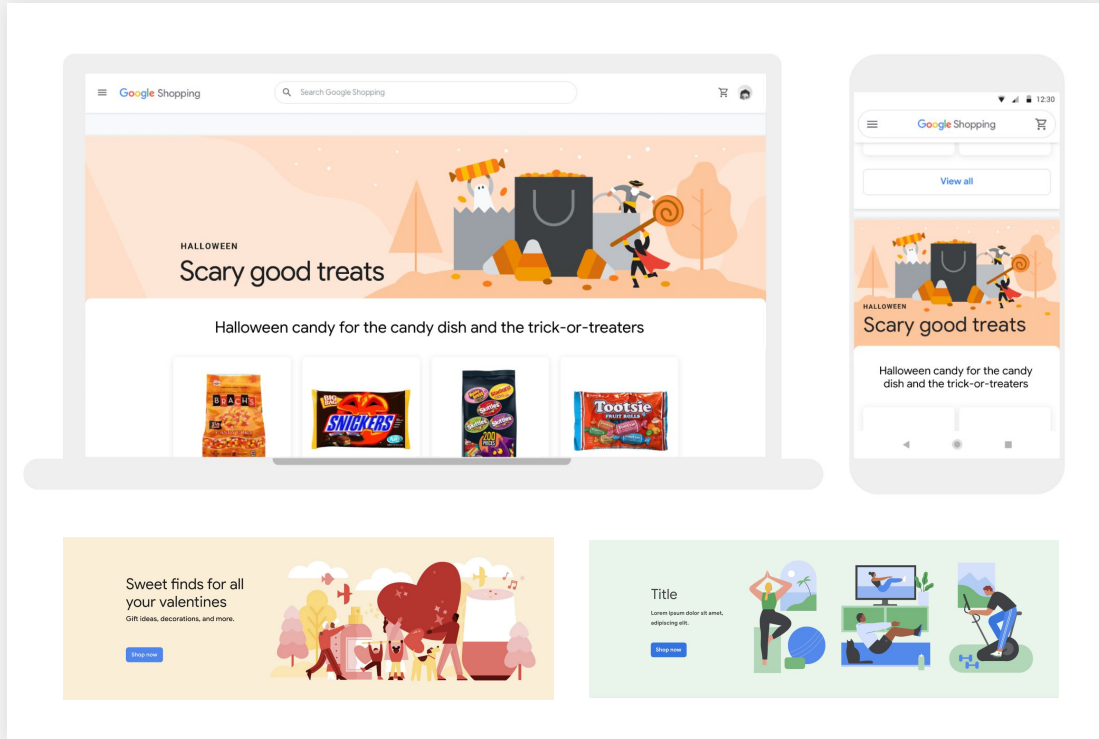
About page



While developing the illustration style, I collaborated with the Marketing team and their creative agency to introduce the brand through an animated video and accompanying page on the Google Shopping site.

While this deliverable launched prior to the final illustration style and guidelines, this work was foundational for the proposed approach and aligned with the documented style guidance..

Merchandising



As a follow-on to the core Google Shopping branded illustration guidelines, I worked on extending the system to our merchandising campaigns for key holiday campaigns.

While basic style and construction were consistent with the base brand illustration, we had latitude within this space to extend the color and themes as appropriate for the topic, as these placements are intended to convey unique campaigns within the branded experience, not the Google Shopping brand itself.

I oversaw the development of multiple high impact campaigns as part of this effort.

Thanks!

See more samples of my work at
www.stationzero.org/kylehoyt