BRAND IDENTITY / DESIGN SYSTEMS

One brand.
Many expressions.

Building a flexible internal brand system that brought clarity, consistency, and distinct identities to Pinterest employee programs.



CREATIVE DIRECTION / BRAND STRATEGY / VISUAL SYSTEMS

Pinterest • Internal learning + development

01 / THE CHALLENGE

Consistency without sameness

Internal programs needed a clearer and more recognizable way to communicate. Inconsistent visual identities and messaging made it harder for employees to navigate resources, understand initiatives, and engage with them.

The goal was to create a connected system that aligned with Pinterest’s evolving brand while allowing each program to retain its own purpose and personality.

THE DESIGN PROBLEM

How do you create one recognizable language across distinct programs—without making them look identical?

MY ROLE

Led creative direction, brand strategy, and visual system development, partnering with cross-functional stakeholders to translate organizational goals into practical, reusable design assets.

Four identities. One framework.

A shared visual foundation connected four learning and development program areas. Distinct palettes, compositions, and graphic motifs made each recognizable while preserving a cohesive family resemblance.

L + D Branding System



01 ONBOARDING

Welcoming and orienting employees

02 INDIVIDUAL CONTRIBUTORS

Supporting continuous development

03 MANAGER DEVELOPMENT

Building leadership capabilities

04 PERFORMANCE

Clarifying performance programs

From guidelines to usable tools

The system used adaptable layouts, color rules, typography, graphic patterns, and reusable presentation assets. Teams could update communications as programs and the parent brand evolved, without restarting the design process.



PROGRAM COMMUNICATIONS

Leadership learning content demonstrates how the same visual language extends into real information-rich presentations.

A toolkit teams could actually use

The Collections toolkit translates the system into a recognizable sub-brand with a dedicated wordmark, visual motifs, color palette, and repeatable communication assets.



05 / THE IMPACT

56%

increase in employee acceptance and engagement in four months

Reported outcome across the overall internal brand initiative.

More than a visual refresh

The system established a more consistent internal experience, helped teams communicate with greater clarity, and created a scalable foundation for future initiatives.

What I took forward

Strong internal branding is not just about making things look consistent. It is about making complex organizations easier to navigate—and giving teams flexible tools they can confidently use.

Build systems, not one-off assets. Create clarity upfront. Make adoption part of the design.