

1. Create a Brand Style Guide in Figma (30–40 mins)

- Define:
 - Logo(can be simple text or shape).
 - Color palette: 1 primary, 1 secondary, 1 neutral/accent.
 - Typography hierarchy: Heading (24px bold), Subheading (18px medium), Body (14–16px regular).
 - Icon style: Choose outline OR filled and stick to it.
 - Document this guide on one Figma page/Frame.
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2. Design Two Consistent Screens (60–70 mins)

- Example: A Shopping App.
 - Screens to design:
 - Home Screen (with product cards, navigation bar, and primary CTA).
 - Details Screen (product details, "Add to Cart" button, consistent navigation).
 - Rules:
 - Use the style guide elements only (no random colors/fonts/icons).
 - Place interactive elements (buttons, cart, nav) in consistent positions.
 - Ensure spacing, button sizes, and typography hierarchy remain uniform.
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3. Apply Consistency & Branding Principles

- Unified Identity → same logo + colors on both screens.
 - Visual Cohesion → same typography & spacing.
 - Interaction Predictability → buttons in the same place, consistent hover/tap states.
 - Cultural Relevance → use ₹ for prices, local food/product names.
 - Simplicity → no more than 2 fonts, 3 core colors.
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4. Deliverables

By the end of the exercise, you should have:

1. A Brand Style Guide frame.
 2. Two consistent app screens.
 3. Demonstration of consistent branding across both.
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Evaluation Criteria

- Branding: Clear, simple identity (colors, fonts, logo).
- Consistency: Same rules applied across screens.
- Cultural Relevance: Use of ₹, local imagery/text.
- Usability: Predictable layout and interactions.
- Simplicity: No visual clutter, limited palette & fonts.