

GroceriStar

Branding Book

MISSION

Groceristar is an app for shopping lists, where is possible to track your meals and shopping lists.

The main mission of the app is to help people to stay healthy and avoid impulse purchases in grocery stores.
Users will be able to edit lists, choose a recipe and see what ingredients he/she already has and add the ones he/she needs to by in addition. Unite the lists from different recipe, rearrange recipes order and/or replace recipe with another and later on delete or favorite the recipe.

Is it also possible to plan a weekly menu and to share lists with family and friends, so it would be easier to plan a big party.

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LOGO

While creating a logo we were looking not for chiche carts and shop baskets, but simple and something that would bring a user a feeling of home and warmth. That is why we decided on such a logo with warm colors. It is simple and clean as well as the app we aim to create



GroceriStar

It was decided to make several logos for different purposes: app, website and posts.



TYPOGRAPHY

One of the most important points in choosing the typeface was finding fonts that is possible to use in printing, in app and on the web. Thus we chose Voor and Foglihte from dafont website. They are all 100% free to use.

Links:
Happy Camper: dafont.com/happy-camper.font
Voor: dafont.com/voor.font
Foglihten: dafont.com/foglihten.font

HAPPY CAMPER

Voor Regular

Foglihten

HEADING

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! ? & % # @

Body

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 ! ? & % # @

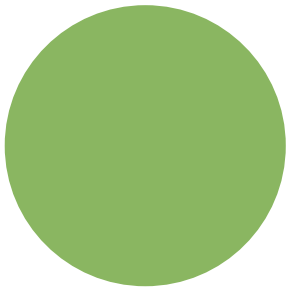
Caption

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 ! ? & % # @

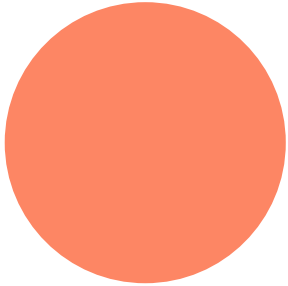
COLOR PALETTE

The colors chosen draw the user to nature and invite to the world of healthy lifestyle. These colors bring the sense of nature, home and peace.

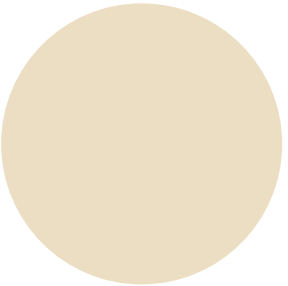
Although our logo includes different shades from those in the color palette, we thought that fact would make the logo to stand out from this light and slightly desaturated colors.



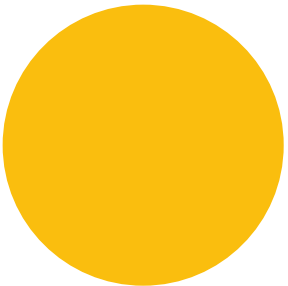
Slightly desaturated green
RGB: 138, 182, 97
CMYK: 0.24, 0, 0.47, 0.29
8AB661



Soft red
RGB: 253, 134, 100
CMYK: 0, 0.47, 0.6, 0.01
FD8664



Light grayish orange
RGB: 236, 222, 195
CMYK: 0, 0.06, 0.17, 0.07
ECDEC3



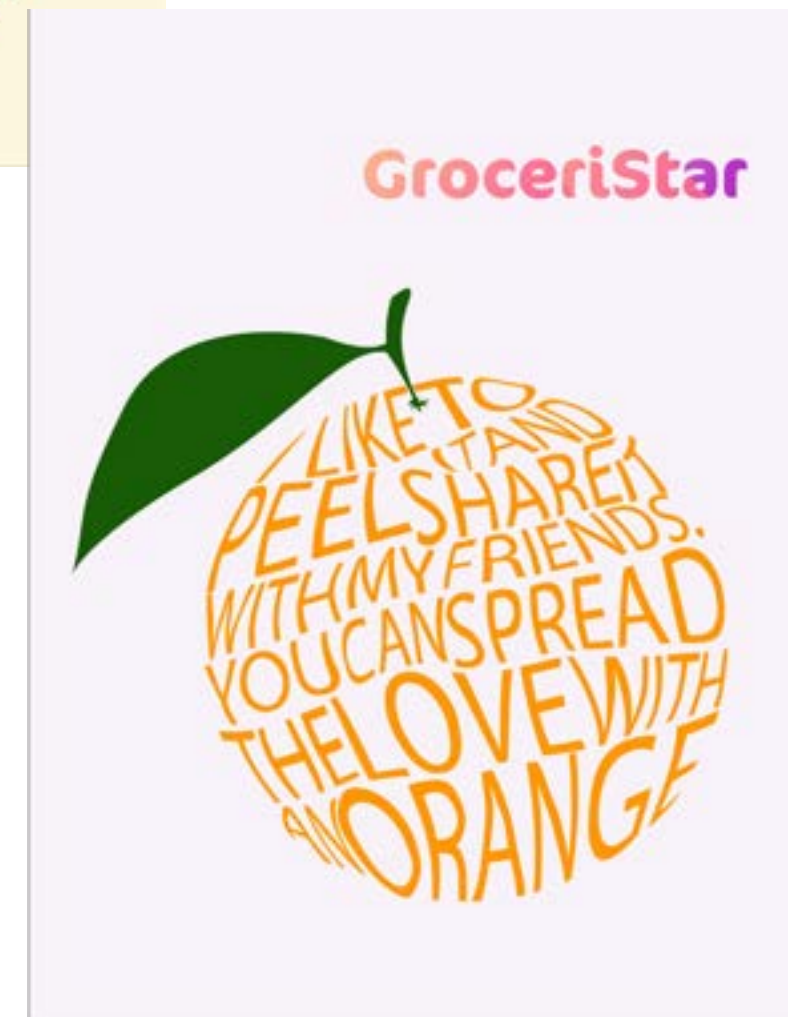
Vivid orange
RGB: 250, 190, 14
CMYK: 0, 0.24, 0.94, 0.02
FABE0E



Light grayish cyan
RGB: 224, 230, 230
CMYK: 0.03, 0, 0, 0.1
E0E6E6

POSTERS' STYLE

The posters used for promotion of the app should be simple with soft curved lines bringing easy and warm feeling in addition to go and eat those fruits or vegetables.



ILLUSTRATIONS

Because the app is for cooking, illustrations are in form of vegetables and fruits.

This will bring the feeling of home and healthy lifestyle, what is actually the aim of the app - to help people in planning their meals and shopping lists.



ICONS

We tried a number of different styles of icons and decided on quite simple icons with up to three colors in each icon.

Here you can see broccoli, cucumber, lettuce, peas, pepper and potatoes.





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