

GROCERISTAR

Branding Book

MISSION

GROCERISTAR is the app where

CONTENT

Aims	3
The Logo	4
Typography	5
Color Palette	7
Posters' Style	9
Illustrations	11
Icons	13

If you have any questions about these guidelines,
please contact Valerija Nikulina +358 44971 0276
or valerija.nikulina.fi@gmail.com

LOGO

While creating a logo we were looking not for chiche carts and shop baskets, but simple and something that would bring a user back to nature. That is why we decided on such a logo. It is simple and clean as well as the app we are creating.

GROCERISTAR

It was decided to make two versions on logo. One for the app icon and another for inside the app.



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 Foglihten.

Links:
HAPPY CAMPER: dafont.com/happy-camper.font
Voor: dafont.com/voor.font
Foglihten: dafont.com/foglihten.font

HAPPY CAMPER

Voor Regular

Foglihten

FOGLIHTEN PCS

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 ! ? & % # @

Subheading

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 ! ? & % # @

Body

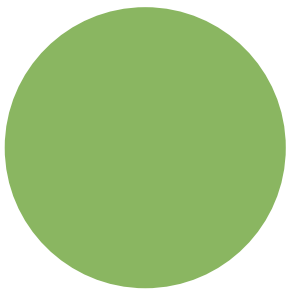
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 ! ? & % # @

CAPTION

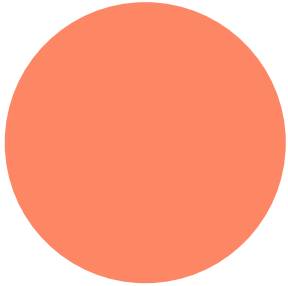
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Ww Xx
Yy Zz 1 2 3 4 5 6 7 8 9 0 ! ? & % # @

COLOR PALETTE

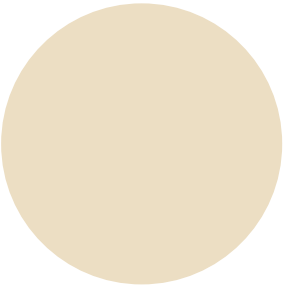
The colors chosen draw the user to nature and invite to the world of healthy lifestyle. These colors bring the sense of nature, home and peace.



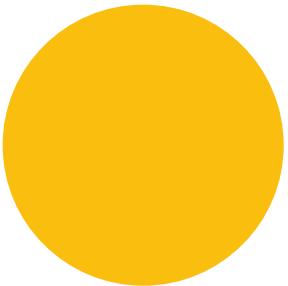
Slightly desaturated green
RGB: 138, 182, 97
CMYK: 0.24, 0, 0.47, 0.29
8AB661



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
FABEOE



Light grayish cyan
RGB: 224, 230, 230
CMYK: 0.03, 0, 0, 0.1
EOE6E6

POSTERS' STYLE

The posters used for promotion of the app should be simple with soft curved lines bringing easy and warm feeling.

GROCERISTAR



GROCERISTAR



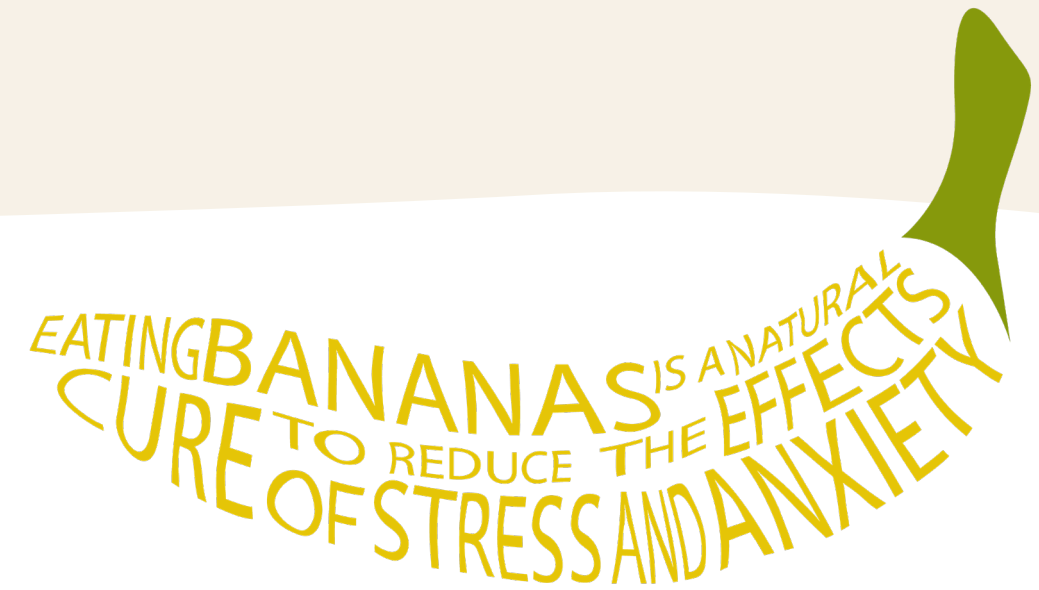
GROCERISTAR



ILLUSTRATIONS

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

This will bring the feeling of home and healthy life-style, what is actually the aim of the app - to help people with planing their meals and shopping lists.



ICONS



