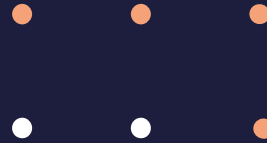


iCraft

Style Guide





Team Members

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Colours Selected

#ffffff

Pure White

RGB: 255, 255, 255

#f08626

Orange Custard

Pantone: 716 C

RGB: 240, 134, 38

#54568c

Navy Purple

Pantone: 7670 C

RGB: 84, 86, 140

#1797f3

Light Blue

Pantone: 279 C

RGB: 23, 151, 243

#27214d

Dark Blue

Pantone: 7543 C

RGB: 243, 244, 249

#f3f4f9

Light Gray

Pantone: 7543 C

RGB: 243, 244, 249

Colour Usage

General

Page

Text color #27214d ●
Background #e5e5e5 ●
Border #ffffff ●

Header/Footer

Text color #ffffff ●
Header #1797f3 ●
Background #ffffff ●
Footer #54568c ●
Background #54568c ●

Body

Text color #27214d ●
Background #ffffff ●
Border #ffffff ●

Link

Text color #7d80b3 ●
Background #ffffff ●
Border #ffffff ●

Buttons: Primary

Normal

Text color #ffffff ●
Background #1797f3 ●
Border #1797f3 ●

Active state

Text color #ffffff ●
Background #1797f3 ●
Border #1797f3 ●

Pressed

Text color #ffffff ●
Background #1797f3 ●
Border #1797f3 ●

Menu Items

Normal

Icon color #000000 ●
Background #f3f3f3 ●
Border #f3f3f3 ●

Disabled

Text color #a8a5a5 ●
Background #f3f3f3 ●
Border #f3f3f3 ●

Color Pallet Justification

Color pallet has been decided based on the app domain which relates to the Do It Yourself product selling. The colors that are to be used in this mobile site tend to give the feeling of innovation and creativeness that the user is expecting from the service provider.

The **Light Blue** colour is used in this mobile site to emphasize the calmness. The user is expected to embrace the peacefulness by browsing in this app. Other than that the light blue color contrast the most important components used in this app guiding the user throughout the mobile site process.

The colour **Pure White** was chosen as the primary background colour to exhibit the simplicity and pureness by definition of the mobile site. This colour has been used as a text colour in primary buttons too.

To emphasize the taste of the characteristic of the homemadeness, the color **Orange Custard** was been used. This color is mainly used on important texts such as prices and ratings to make the user more attentive to the statistical data in the mobile site.

Navy Purple colour is used in the footer area of the mobile site to ensure that the user can identify the page limits when scrolling and surfing through the products and other features. In the meantime, as a shade of blue mixed purple, it gives the user a cool and peaceful sensation.

As a colour to show the miscellaneous, the **Light Grey** colour has been used. This colour was not meant to provide the user with any special meaning than the user experience since the colour grey is very neutral and emotionless

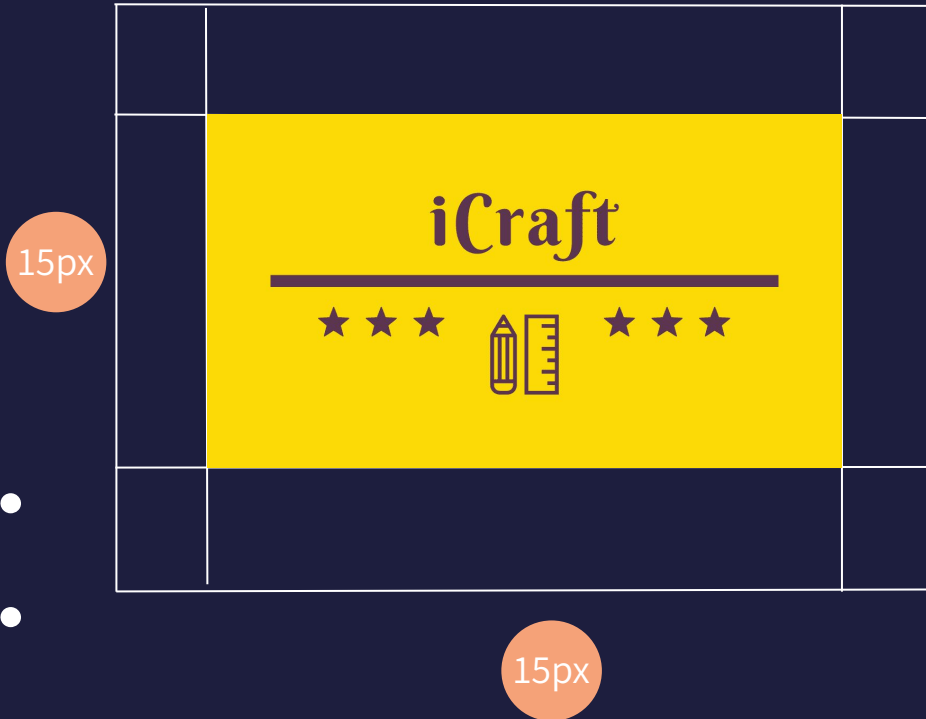
Logo



iCraft

Personalized Creativity

Clear Space



Clear space of this logo is 15px in both horizontal and vertical axis. This clear space is applied for any size of a device screen.

Dimensions



iPhone
Portrait/Landscape



iPad
Portrait/Landscape



Don'ts



Don't stretch, alter or condense dimensions of identity.



Don't recolor



Don't crop the wordmark



Don't rotate identity

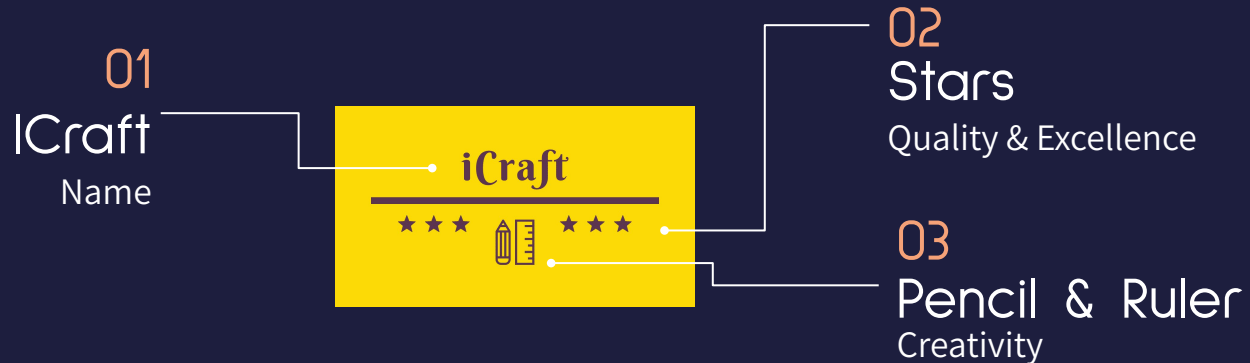
In addition:

- **Don't** alter placement or scale of elements
- **Don't** recolour identity
- **Don't** alter given typeface
- **Don't** shear or rescale identity
- **Don't** add extra elements to the identity

Logo Justification

We decided to design an iconographic logo to emphasize the creativity with quality and excellence in a simple and understandable way explaining the importance of creativity. We have embedded a term of redundancy of stars explaining the excellency and glamour of this business domain from our logo.

And also this design was selected to ensure simplicity and also the scalability of the logo which will also give a stunning look on any medium it is used on. We have used the same colours that is generally used throughout the mobile site to give a feel of consistency to the users along with a dramatic visual feel about the importance of DIY business.



Typography

Heading 1

Poppins 18px

Heading 2

Poppins 16px

Heading 3

Poppins 14px

Paragraph

Montserrat 12px

Poppins

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
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
., < > ? ' ; " : ! @ # \$ % ^ & * () { } [] / \ | + = - _ ~ `

Montserrat

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
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
., < > ? ' ; " : ! @ # \$ % ^ & * () { } [] / \ | + = - _ ~ `

Typography Justification

As it is reflected from the fonts selection section, we selected two typefaces namely, Montserrat and Poppins. They show a bit of a modern mood throughout the mobile site. These fonts inspire color, contrast, light and work with dedication where each letter is mostly monolinear with applied optical corrections to maintain an even typographic style.

There will be also added a large line spacings for areas that contain texts(minimum 1.3em for primary descriptions) to improve readability along with the scannability. The font size will be also will be controlled to improve support for accessibility thereby serving a broader user base.

References:

[Typography In Mobile Design — Best Practices To Excellent UI](#)

Iconography



CONTACT



MESSAGE



HOME



RATE



VIEW VIDEO



PROFILE



CART



MENU



CHAT



PAYMENT



QR



BACK



AR



LOCATION



TAG



FAVOURITE

Iconography Justification

In the UI/UX of an mobile site, Icons play a major role. Icons are mainly used to communicate without using textual details. These usage of icons should be able to communicate the purpose of the details by utilizing a very small amount of screen space.

The icons that are used in the mobile site should be very understandable since most of the time they are displayed alone without a textual caption. There are 3 types of icons used in mobile mobile sites which are universal, conflicting and unique. Universal icons are the ones which the mobile users normally experience when using any mobile mobile site. Conflicting icons are the icons which can be able to give more than one meaning, such as pencil icon can be used to both “write” and “edit” purpose, and unique icons do not give out any important or strong meaning to the user and are mostly used in mobile mobile sites than in web mobile sites.

In this mobile site, all the above mentioned types of icons were being used. The icon theme of this mobile site is mostly with the black colour border in the light grey or white colour background. It was decided to use the icons that way to add more simplicity and user friendliness to the mobile site, yet a few important coloured icons are used according to the mobile site theme which is creativity and innovation.

References:

Icons As Part Of A Great User Experience

<https://www.smashingmagazine.com/2016/10/icons-as-part-of-a-great-user-experience/>

Photography



Photography Justification

When it comes to the photographic design choice, more images have been included throughout the mobile site to give out a motivational feeling for the users about the importance and the value of this kind of an mobile site. This is mainly due to images help in blending the contents with reality conjuring false expectations. Photographs are also used in introductory areas like carousels for daily deals to provide with a visually rich representation. This also does not imply that heavily computerized photography can promote unrealistic visuals.

With regard to resolution, high quality resolutions are utilized to improve the overall quality throughout the mobile site. The images will be cropped with relevant to the needed areas. In the means of image placement, the thumbnails will be left aligned where the photographs are carrying high relevance to the containing context. (ex:- promotion carousels, cards in list views, POI).

By utilizing the icons instead of photos, the screen space is well managed allowing the elements to be identified easily giving a quick glance of the context. (eg :- ratings, main menu, buttons and comment sections)

References:

[Make sense of rounded corners on buttons](#)

[Bottom Navigation Pattern On Mobile Web Pages: A Better Alternative?](#)

Emphasis classes



Buttons - General

Primary Button

Buttons - Pressed

Primary Button

Icon Buttons



Alerts

This is a success alert

This is an error alert

Emphasis classes justification

In a mobile site, the emphasis plays a major role when it comes to controlling the user's experience over the mobile site design by contrasting the UI elements when necessary. In general, the fewer the UI elements in the mobile site, the easier it is to understand and access, but with loading of the content and elements in the mobile site, the emphasizing of the most useful elements are in question and it becomes difficult for the user's eye to distinguish what it should be looking at first among all the elements. Therefore, it is needed to evaluate the hierarchy of the elements. Emphasis helps the elements to stand out and become the focus of the design.

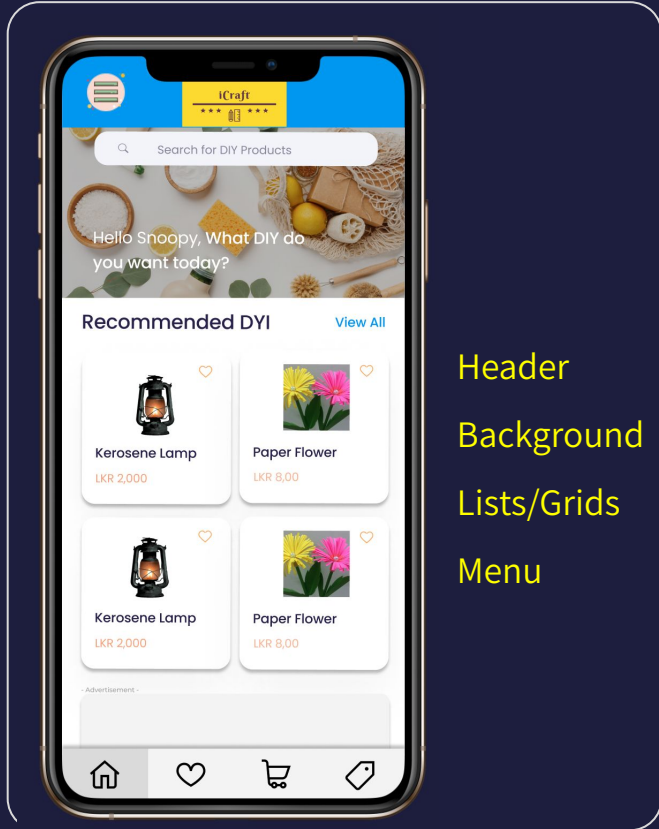
In this mobile site there is a few elements are designed to stand out from the other elements. Out of those buttons play a major role in the mobile site or any other mobile site. A button is a styled link to another page or a component and these buttons vary on the importance hierarchy.

References:

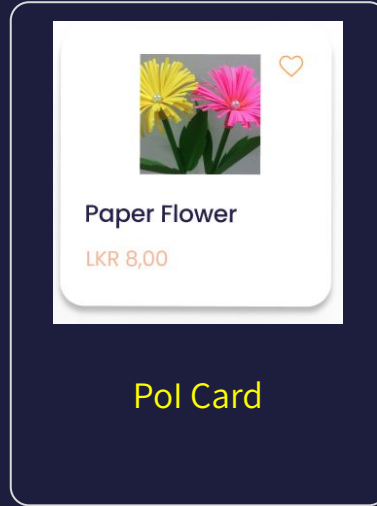
Emphasis Principles of Design

<https://uxengineer.com/principles-of-design/emphasis/>

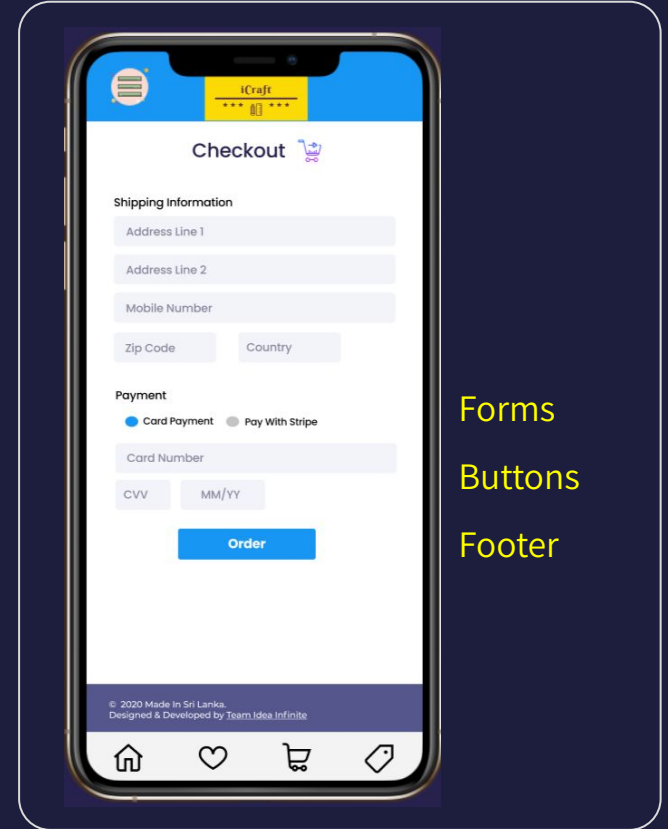
UI Elements- Main Elements



Header
Background
Lists/Grids
Menu

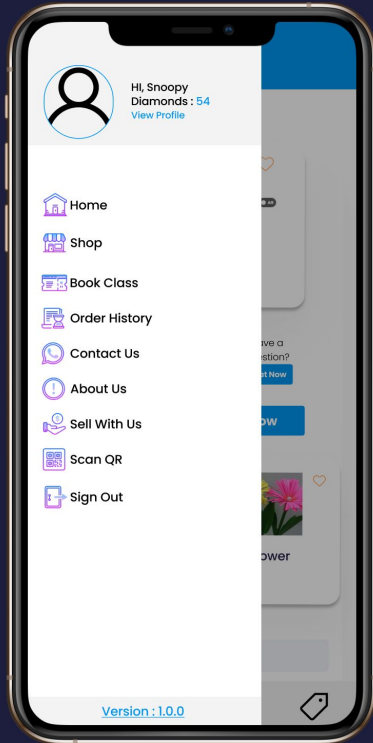


Pol Card

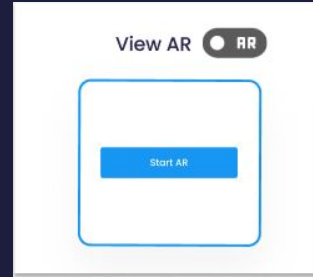


Forms
Buttons
Footer

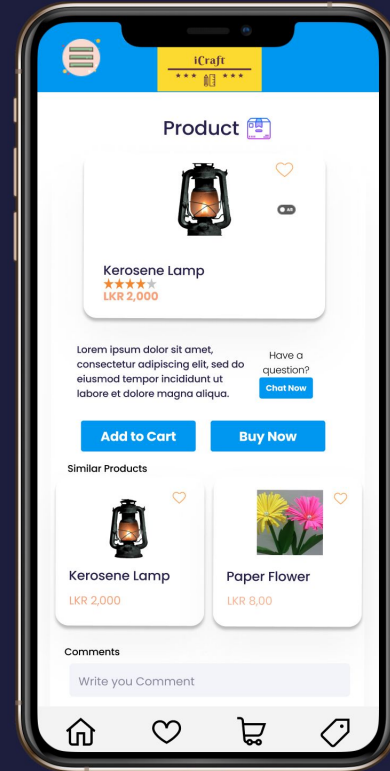
UI Elements



Side Menu



PopUps



View POI

UI Elements Justification

The header and footer of the mobile site kept in a unified theme where the colours are constant throughout the mobile site. Those colours and sub-elements were chosen to add more simplicity and cleanness to the site.

White colour background gives a more calming yet creative atmosphere to the user and could elaborate the other important UI elements which have a blend of theme colours. The visual emphasis was given a major consideration since that shows the level of the user experience of the mobile site.

The buttons were chosen as flat buttons with simple but contrasting colour and has simply rounded borders which can give user a meaning of importance, guidance yet peacefulness when surfing through.

Side menu was created to the ease of usage therefore, user can navigate throughout the mobile site without any issue.

Form elements consists only the most important features to reduce the user's confusion. The colours of the form elements were chosen to emphasize the fields and information given to guide the user.

The elements in the mobile site simply follows the Gestalt Principles mainly continuity, similarity and proximity throughout the site, it has been used when applying colours to the elements too.

References:

Gestalt Principles

<https://www.interaction-design.org/literature/topics/gestalt-principles>