



**STYLE GUIDE**



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# COLORS

## PRIMARY



GREEN  
#5DC466

## SECONDARY



LIGHT GREEN  
#9CD697



LIME GREEN  
#E9F5E8



LIME YELLOW  
#F5E48A

## GRAYSCALE



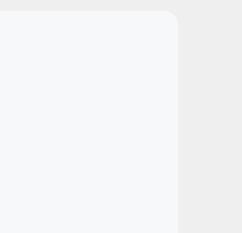
WHITE  
#FFFFFF



BLACK  
#000000



GREY  
#7B837C



LITE GREY  
#F6F8FA



# Color Selection Justification

We selected a light color palette to make our website, which is built on a marketing/promotions platform, feel more welcome to users. The color green is both eco-friendly and user-friendly. We chose light green and lime green to create a pleasant and invigorating experience, as well as a bright and exciting hue that gets the user curious and keeps them scrolling for more goods and specials in order to increase sales for the grocery shop. The color Lime Yellow additionally aids us in emphasizing the most significant aspects of our website. Also we picked the color green because of its communicative nature and relaxing atmosphere of trust. So we used Green on buttons (Example: Sign in, Checkout, Proceed), while offering instructions to users (Example: sign in, Scan the QR Code), and links across the website. To balance the user experience with a strong contrasted mood, the primary backdrop color is white, which offers a pure and basic sense. In order to give clients with the essential visual help, the color white has also been utilized as the text color for primary buttons, which provides a better contrast.

**LOGO**

**DARK**



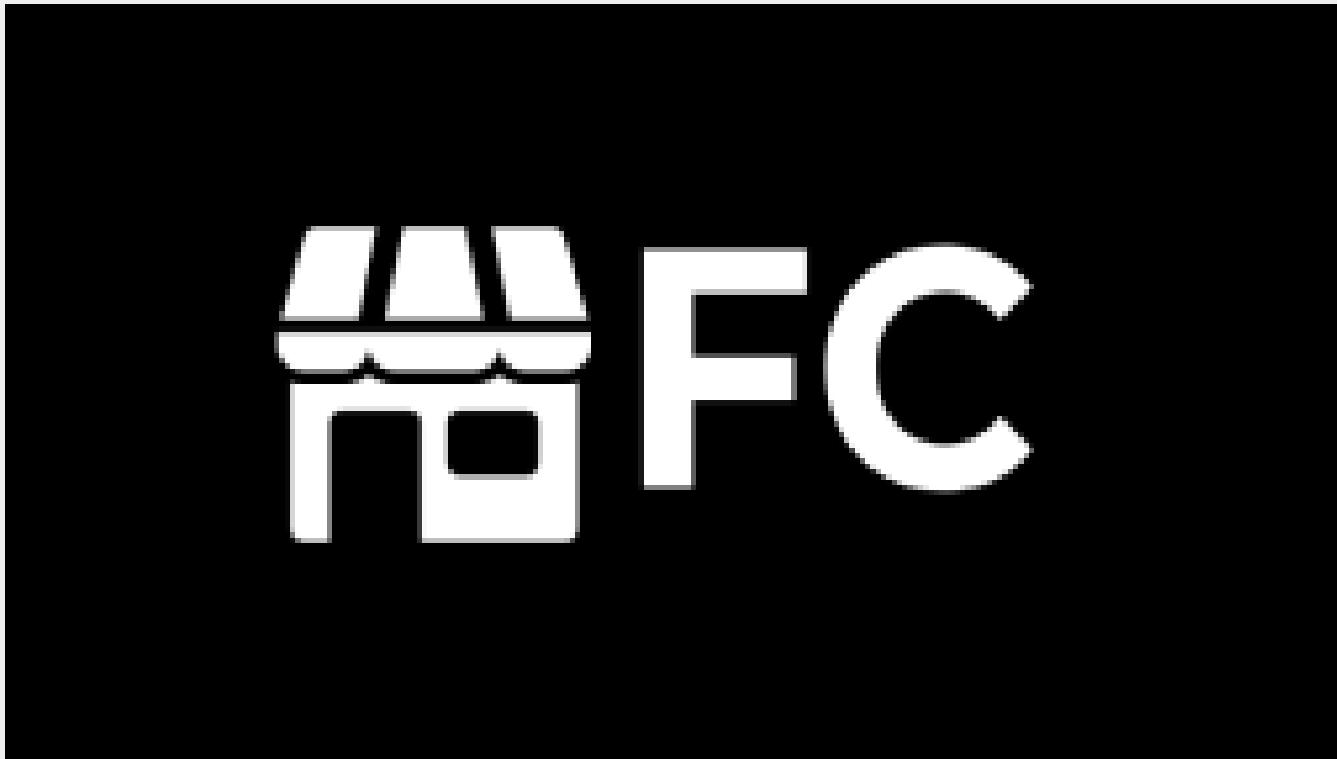
**LIGHT**



# LOGO SPACING



# ALTERNATIVE FORMATS OF LOGO



# Logo Justification

The title's meaning reflects food cooperation. Because this is an online supermarket, the author chose that to give clients a sense of what the shop is about. The logo also includes a shop symbol, indicating that it represents a store. The color amazon (dark green) represents environmental tolerance for nature. The color is very eye-catching with the name and emblem. Overall, the logo is basic and easy to recognize, with a straightforward message.

# Typography

## Font Styles

AaBbCc

**Poppins**

ABCDEFGHIJKLMNPQ

RSTUVWXYZ

abcdefghijklmnoqrstuvwxyz

vwxyz

0123456789

!@#\$%^&\*-+\_=[ ]{}{}

( ) / ? " , .

## Font Weights

**Poppins**

Thin

Light

Medium

**Bold**

# Typography Usage

## Headings

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**THIS IS THE HEADING 1** Poppins Bold 40

This is the Heading 2 Poppins Medium 35

This is the Heading 3 Poppins Light 30

This is the Heading 4 Poppins Thin 25

## Body Copy

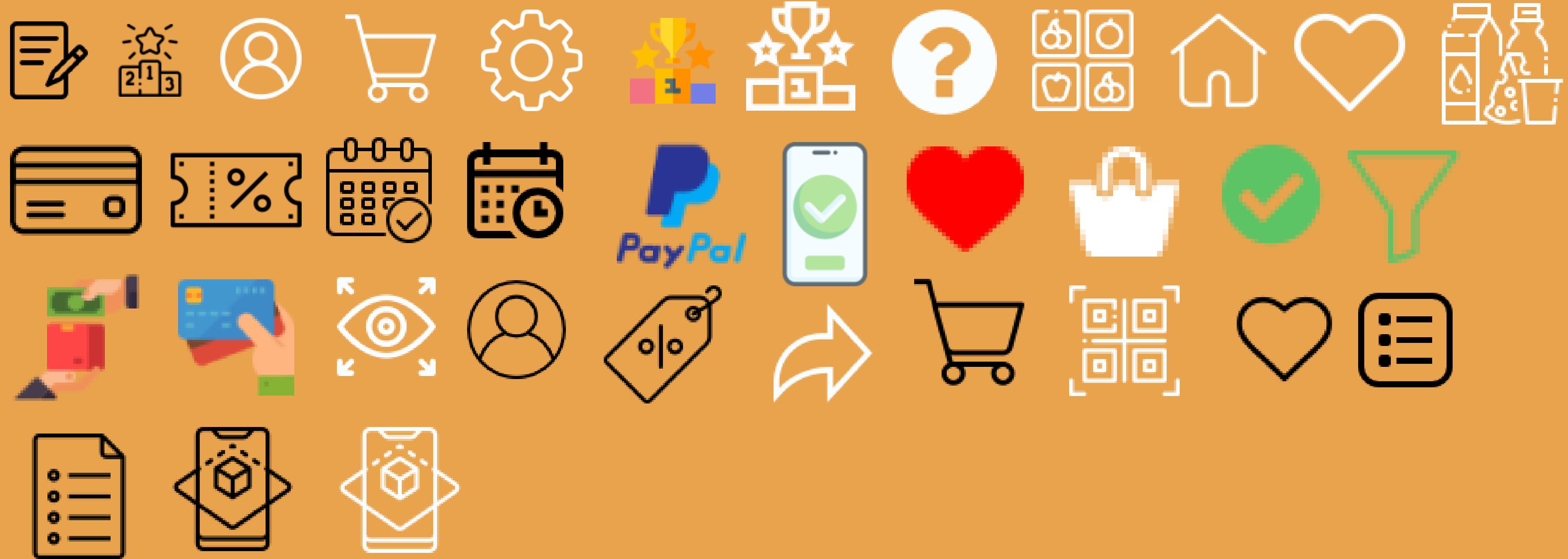
**“Lorem ipsum dolor sit amet, vel accumsan liberavisse ex, ea nec elaboraret interpretaris, sed diceret”  
concludaturque**

Quotation | Poppins - Medium- #474749 - 11pt

# Typography Justification

Poppins is the font we have chosen for this application. These fonts follow typographic principles by having a low stroke and a high x-height contrast. This typeface is extensively utilized in modern applications and allows us to convey a modern vibe while enhancing readability and legibility. Hierarchy is highlighted by employing a range of the above-mentioned typefaces in various scenarios of text components throughout the website, as demonstrated in the samples above. As for font colors, we mostly chose Black and White on material that stands out against the white backdrop, and White typography on buttons to ensure that all information is legible and receives adequate emphasis at all times. We worked on line spacing and incorporating a text size slider to enable accessibility for a larger user base in order to improve scalability.

# Iconography



# Iconography Justification

When it comes to the UI and UX of an application, iconography is quite crucial. Icons assist to connect with the user visually and make it easier to grasp while taking up less screen space and improving the overall user experience. Iconography is classified into three categories. Specifically, universal, contradictory, and one-of-a-kind. We mostly employed universal symbols that are understood globally by consumers and quickly convey the meaning (Example: Home, Shopping cart). As a result, they make it simple to explore the website and make rapid decisions. As stated in the definition, conflicting symbols often convey two or more meanings. The "Heart" icon is a frequently used icon that denotes "Favorite," "Save," and "Bookmark." We have made the decision to limit use as much as possible on our website. In our example, we utilized the "Heart" symbol to represent "Add to Favorites." It is primarily dependent on how and where you utilize the symbol that limits its contradictory behavior. The unique icons are self-explanatory and do not include any text. It extracts simple concepts from the environment (Example:Paypal, QR code)

# Photography



# Photography Justification

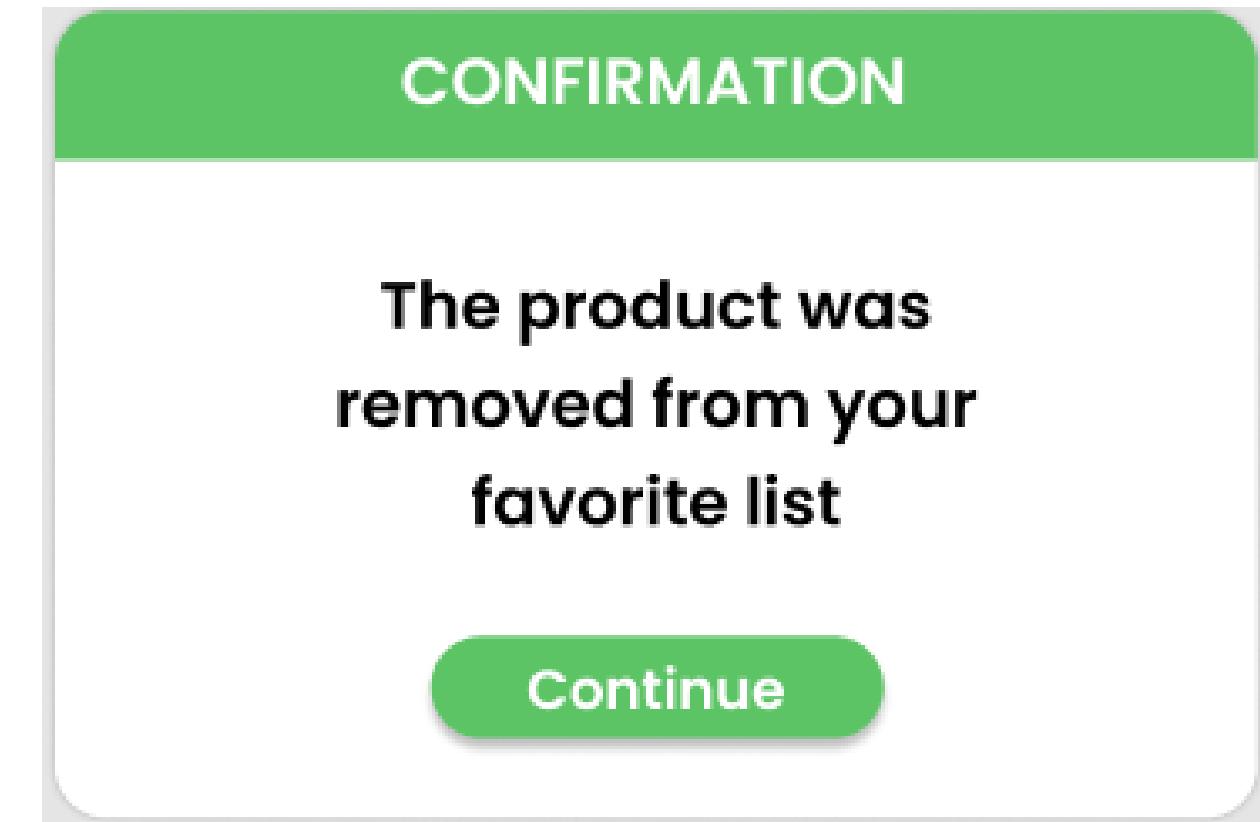
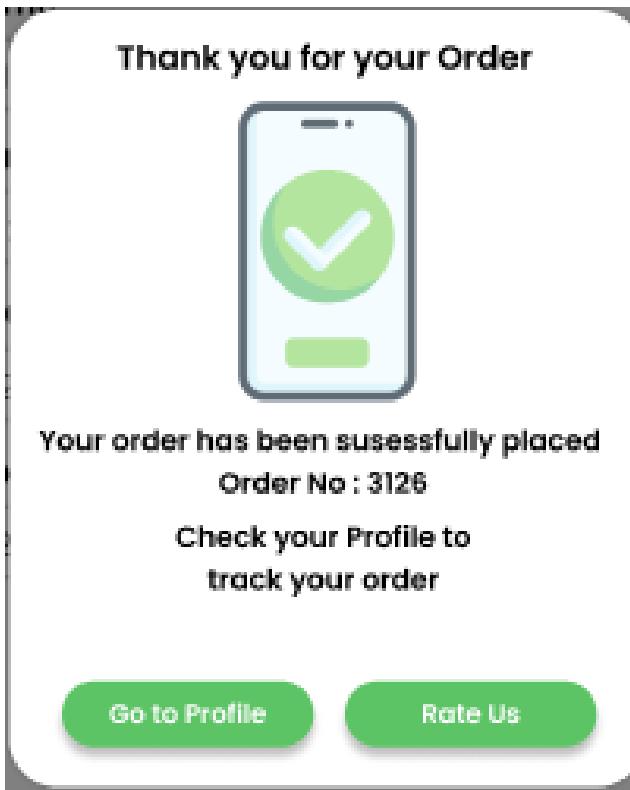
We have chosen to incorporate additional photographic pictures into our site. Because pictures are more likely to convey realistic information than drawn visuals, using genuine photographs is critical for a marketing-based domain such as a grocery website. This will assist us in increasing trustworthiness, while the client will benefit from easier selection and a more user-friendly environment. We utilized graphics in our gamification section, as well as on promotional carousels, offers, and various extra sections, to get visitors excited and give them a welcoming sense while visiting our website.

# Emphasis Classes

## Avatars



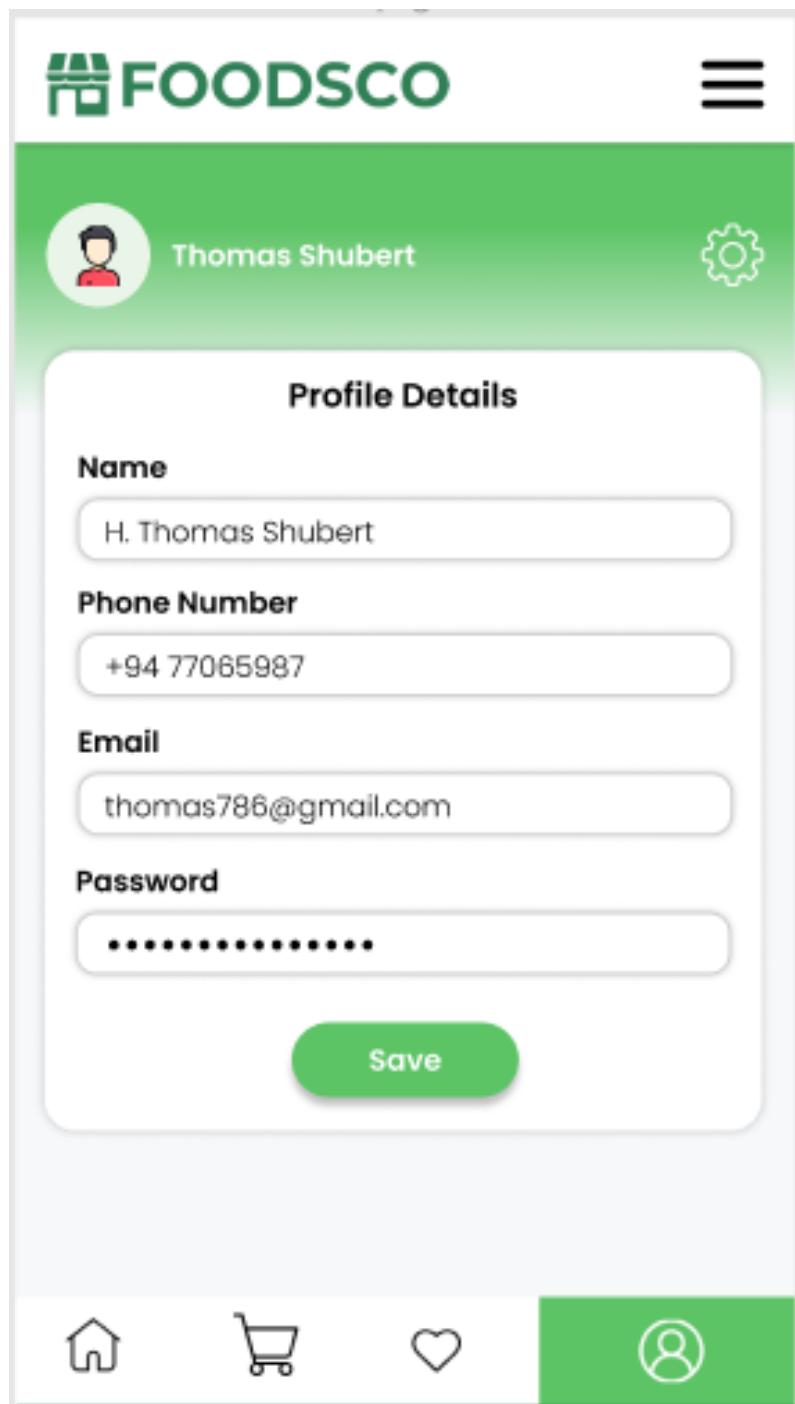
## Alerts



## Buttons

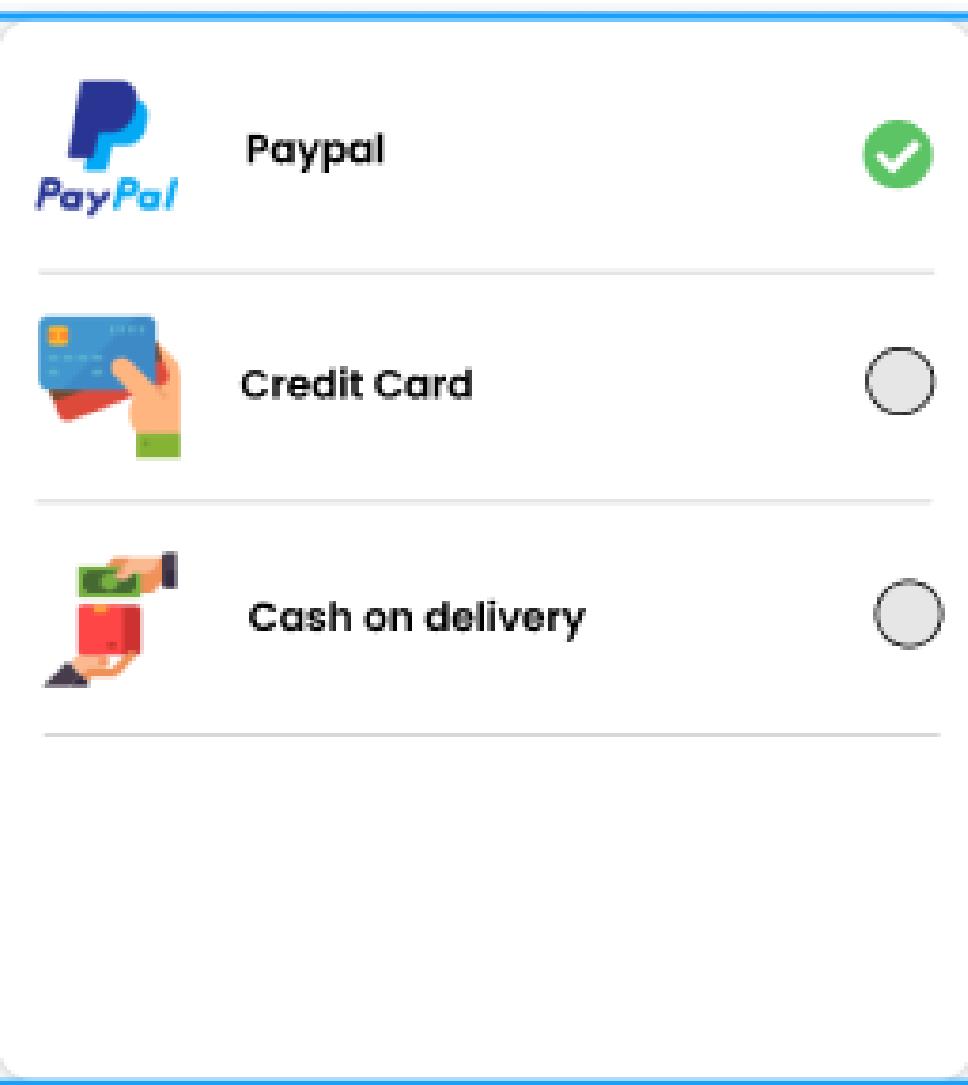


## Input



The screenshot shows the FoodSCO mobile application's profile editing screen. At the top, there is a green header bar with the 'FOODSCO' logo and a user icon. Below the header, the user's name 'Thomas Shubert' is displayed, along with a gear icon for settings. The main area is titled 'Profile Details' and contains five input fields: 'Name' (H. Thomas Shubert), 'Phone Number' (+94 77065987), 'Email' (thomas786@gmail.com), and 'Password' (represented by a series of dots). A large green 'Save' button is located at the bottom of this section. At the very bottom of the screen, there is a navigation bar with four icons: a house, a shopping cart, a heart, and a person.

## Radio Buttons



## Sliders

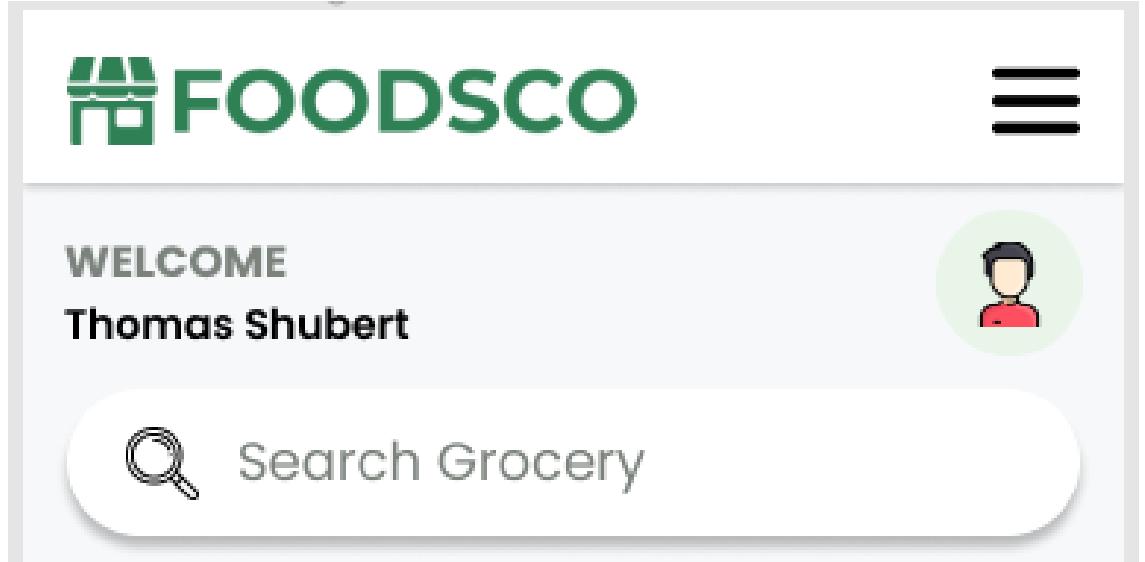


# Emphasis Class Justification

The function of UI buttons in ensuring a pleasant user experience is critical. These components aid in the completion of certain tasks such as purchase, checkout, and proceed, as well as linking to other pages on the website. We utilized one tap to perform tasks throughout the website. It is a simple approach for the user to complete the required activity. Because text buttons have a low level of emphasis, they are employed to keep the user's attention in normal material. Buttons are created with appropriate visual cues since it is critical for the user to interact with the program in a variety of ways. In this scenario, the button shape, size, and color are highlighted, and the button size conforms to the thumb rule of being large enough for the user to click on it. Buttons are considered responsive components when they are utilized on multiple screens of the website. According to design researchers, when the user is led towards the center, information processing of an element is accelerated. As a result, we utilized flat buttons with curved edges. To preserve uniformity, this is followed throughout the website.

# UI Elements

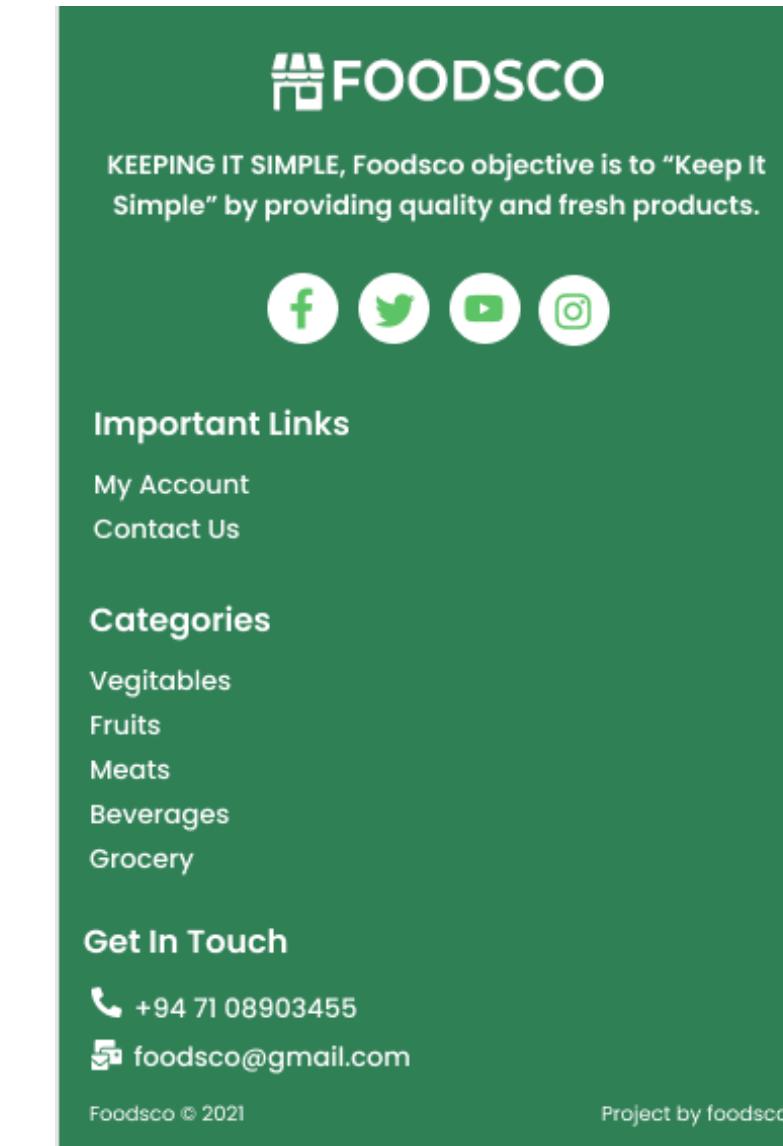
## Top Bar



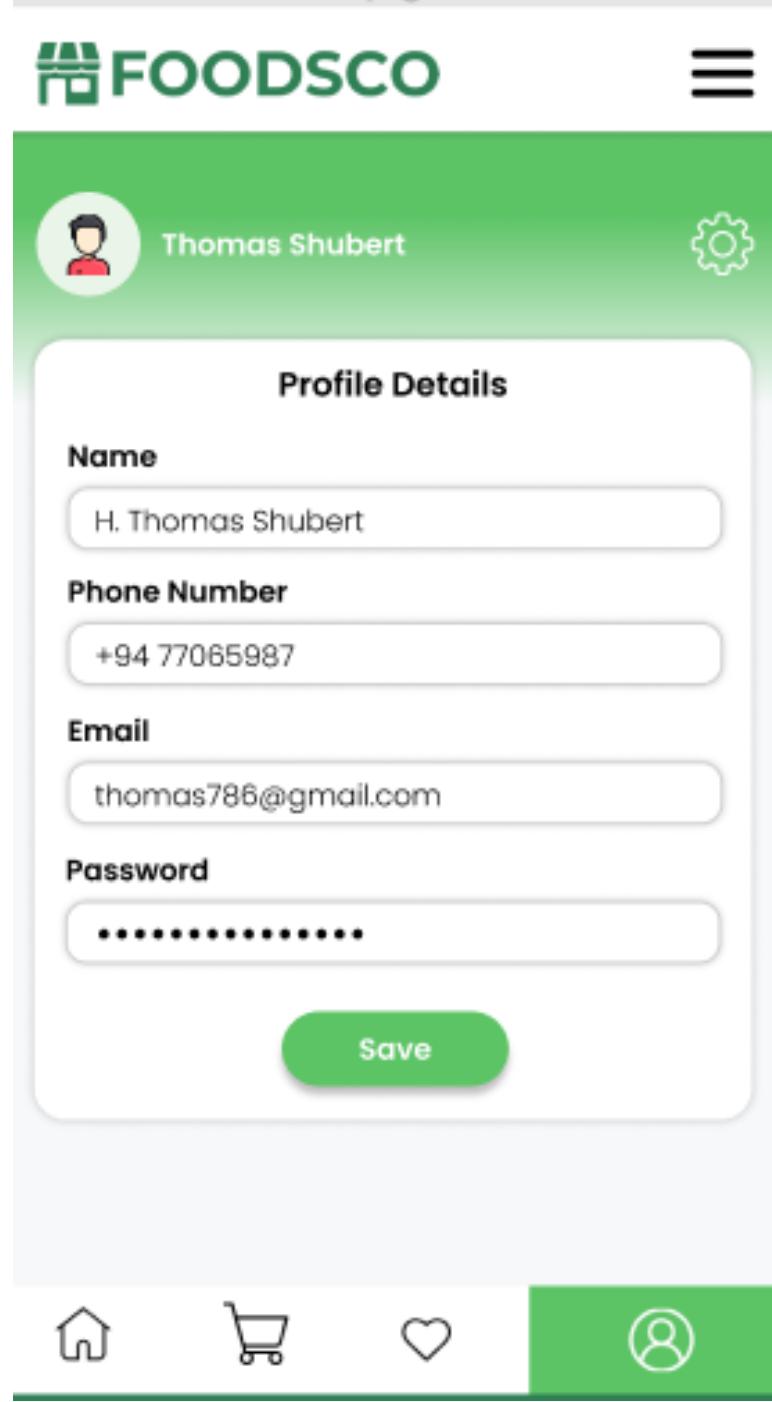
## Bottom Nav Bar



## Footer

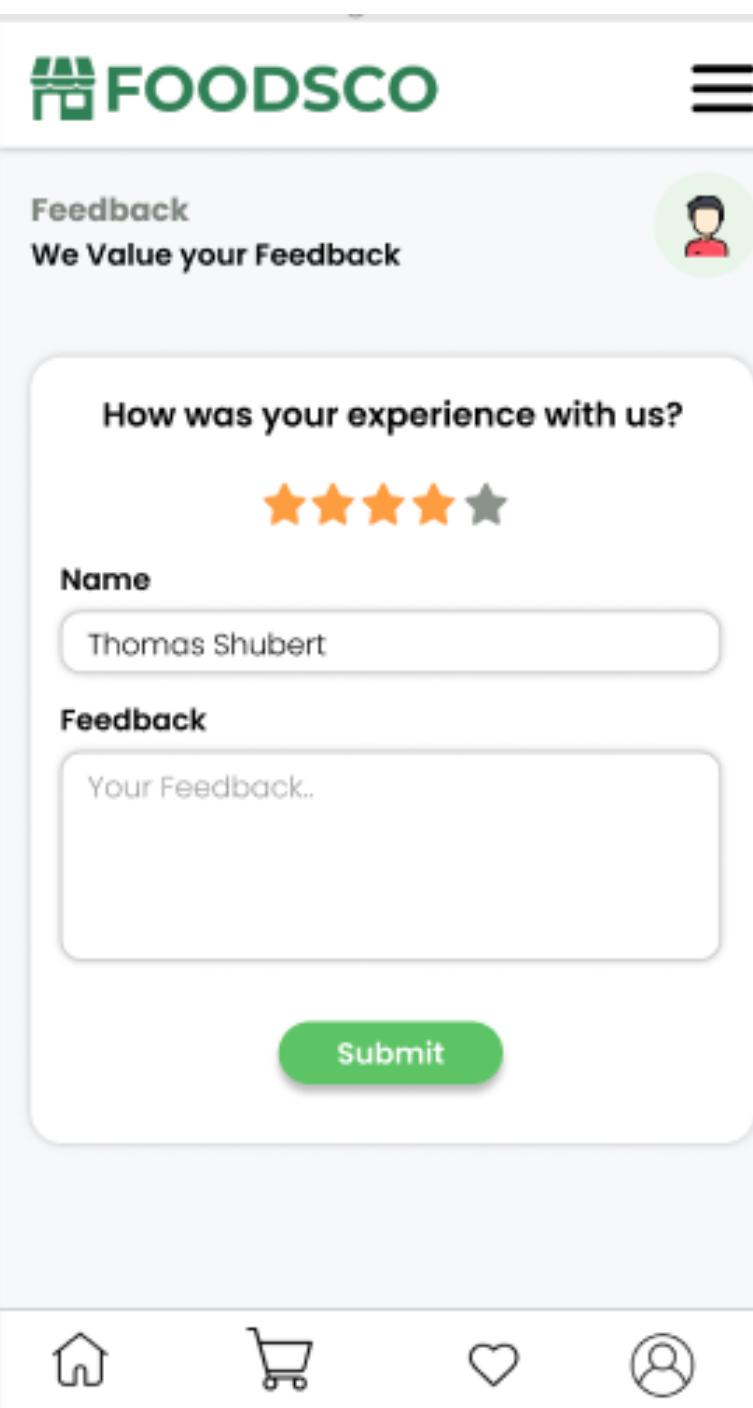


# Form Elements



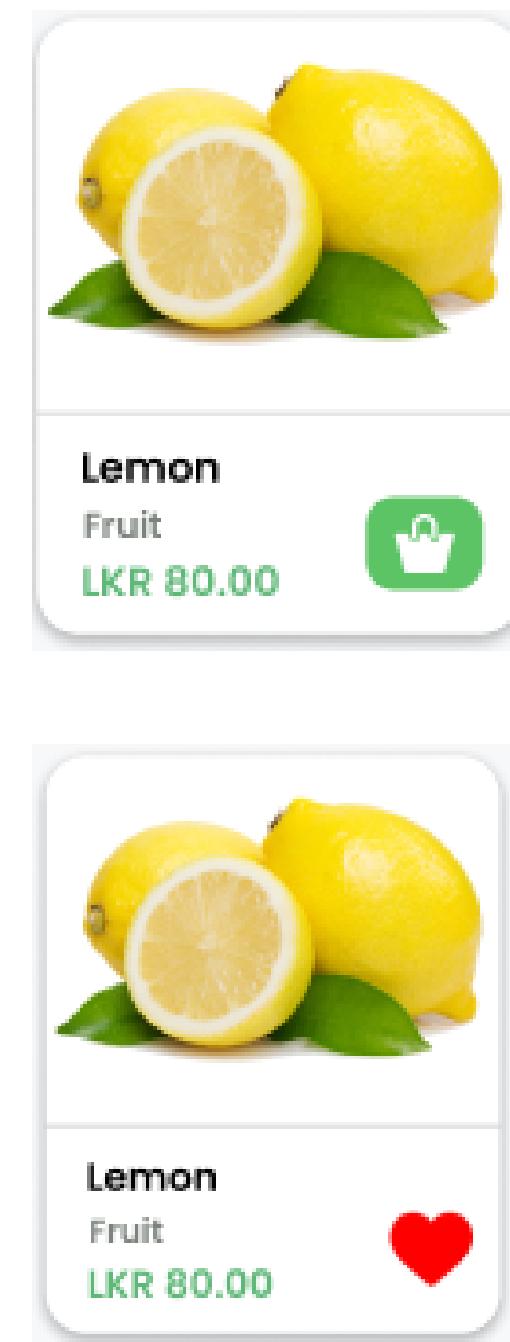
The screenshot shows the FoodSCO mobile application's profile details screen. At the top, there is a green header bar with the logo and a user profile picture of Thomas Shubert. Below the header, the title "Profile Details" is displayed. The form contains five input fields: "Name" (H. Thomas Shubert), "Phone Number" (+94 77065987), "Email" (thomas786@gmail.com), and "Password" (represented by a series of dots). A green "Save" button is located at the bottom right of the form. At the very bottom of the screen, there is a navigation bar with icons for Home, Cart, Heart, and Profile.

# Modals



The screenshot shows a feedback modal window from the FoodSCO app. The title of the modal is "How was your experience with us?". Inside the modal, there is a rating scale showing four orange stars and one gray star. Below the rating scale, there are two input fields: "Name" (Thomas Shubert) and "Feedback" (Your Feedback..). At the bottom right of the modal is a green "Submit" button. The background of the modal is white, and it has a thin gray border.

# POIs



# UI Elements Justification

We focused on keeping the website's header and footer constant with a unified theme throughout the website while retaining a basic and clean design that blends with other parts. In order to preserve visual equilibrium, we are concentrating on symmetrical arrangements. Background elements are mostly based on the Gestalt Principles of Proximity, Continuity, and Similarity. The closure is also achieved using the Gestalt Principles by utilizing distinct colors in each part and content section. To boost clarity, we have reduced the number of form components by including just the most significant fields, and field explanations are presented as labels independently. It is common knowledge among smartphone users that we use our phones with one thumb the majority of the time, and as a result, the bottom section of the screen is easily accessible. As a result, we concentrated on creating a bottom navigation bar to improve user experience and accessibility.

