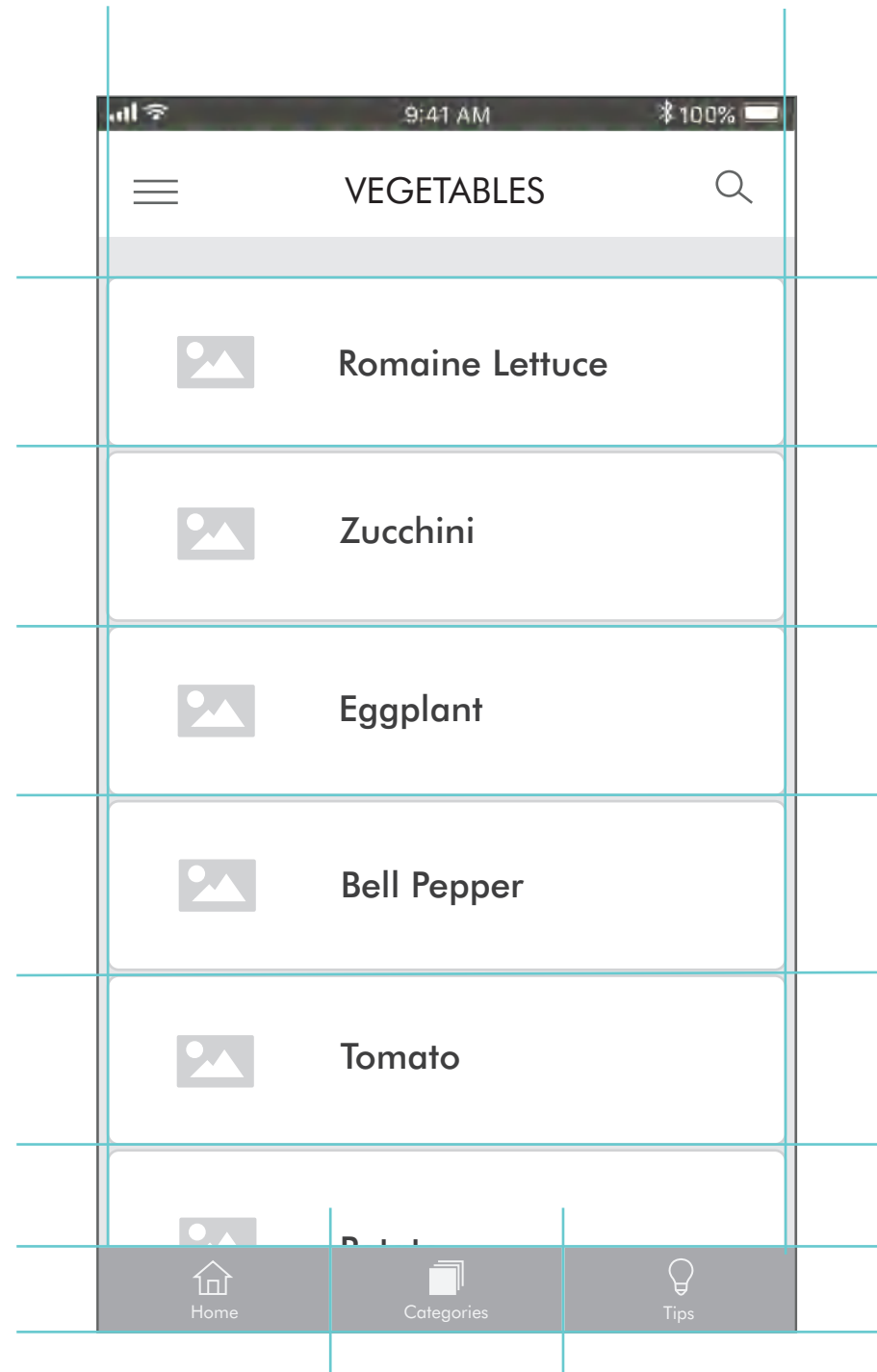# Style Guide

Grid:

Mostly one column grid will be used, since it enhances visibility and ease of scanning and reading in small devices.

In the first user flow, a bottom menu is used that is one row and three columns. The advantage is that it reveals the frequently used functions to the user, and reduces friction by saving number of travellings back and forth to hamburger menu in the second user flow.

Style Guide

Typeface:

Futura: This geometric san-serif typeface is high-quality, versatile, readable and clean.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Color Palette:

Primary: lime green, since it denotes for greenery and proper for a gardening app.

HEX = 94CE14
RGB = 148,206,20

Secondary: mid-blue, since the app is also focusing on plant watering, it is conventional to use a neutral or mid blue color.

HEX = 1B869E
RGB = 27,134,158