

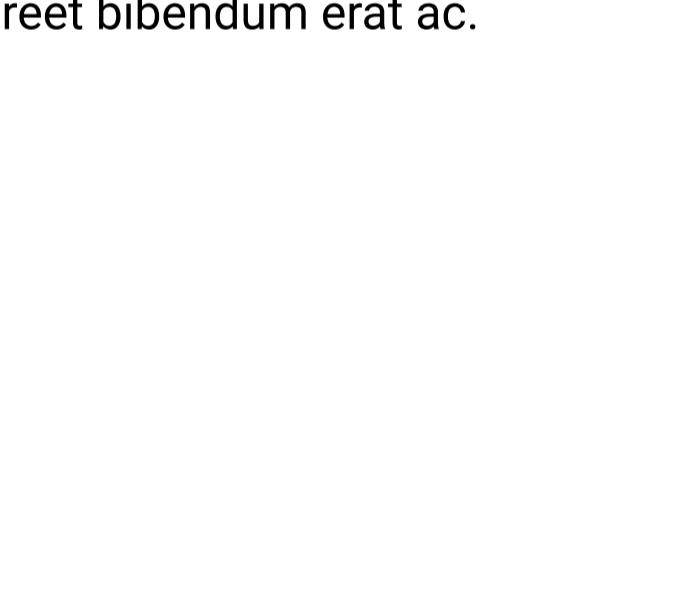
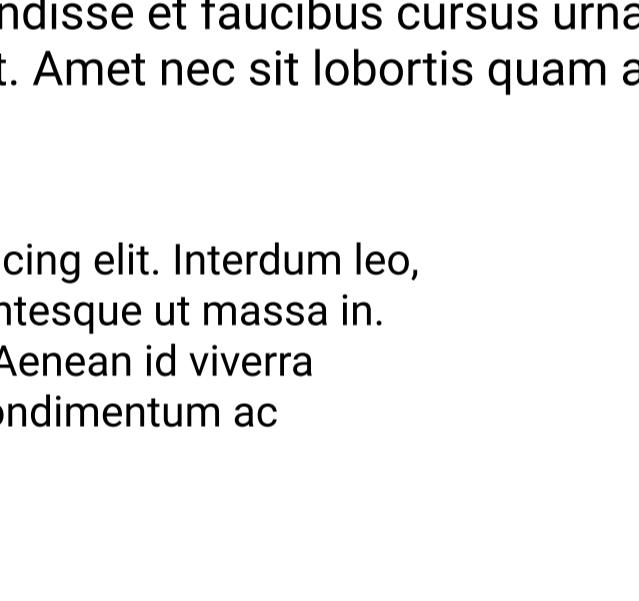
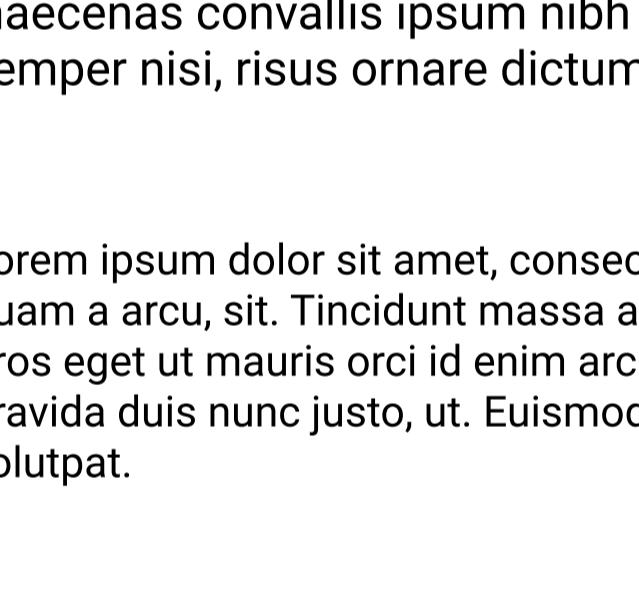
Sprinkle

Style Guide

Story

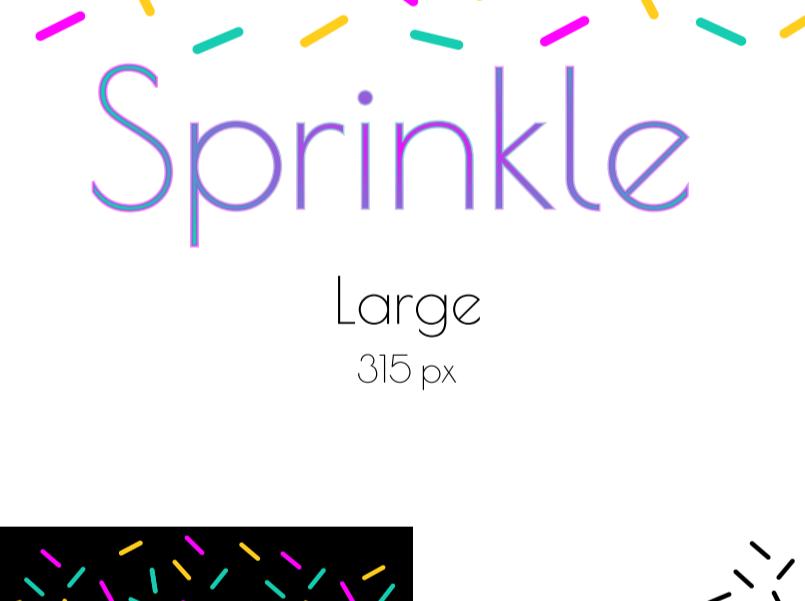
I've always had a passion for baking even before I started working in design. It got to the point where I ran a small cake business on part-time while working full-time in finance. Although I loved baking, I did not like the administrative part of running a business. Sometimes home bakers find it difficult to keep track of managing their business. Everything from invoices, to scheduling, wedding consultations and tastings, it can be cumbersome for most. That's where Sprinkle comes in. Sprinkle is a cloud based service for home bakers from the most novice to expert. You can manage your calendar, add recipes, store business docs digitally and a plethora of other things. Yes there are other companies making software for homebakers, but Sprinkle stands out because it is simple, easy to use with the baker in mind. Made for home bakers, by a home baker.

Colors



Neutrals

The variations of grey establish clarity and readability of pertinent tasks within the software but it is not so harsh to clash with the bright main colors of the brand.



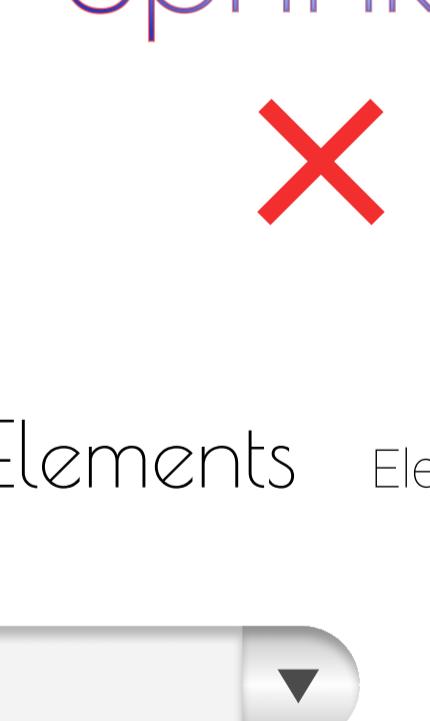
Gradients

Gradients both used to logo, brand and software use.



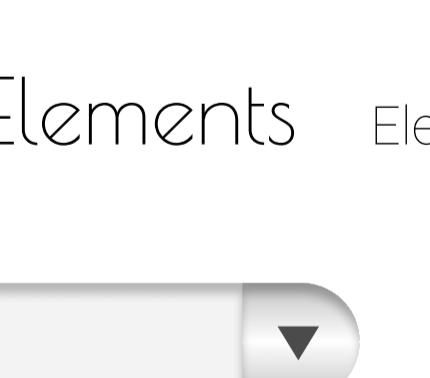
Buttons

Button colors and styles used for brand use.



Primary Buttons

Button



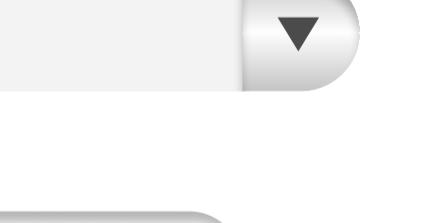
Hover

Hover



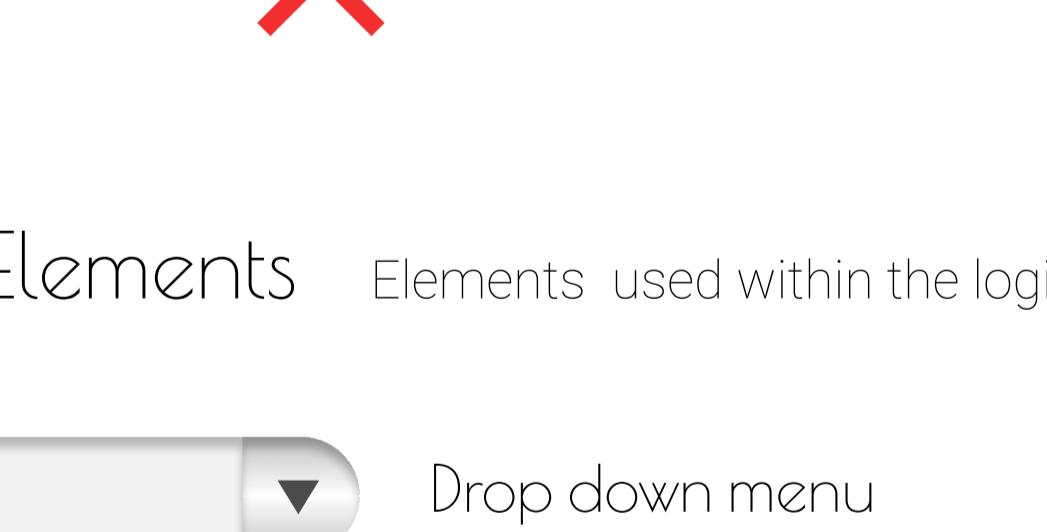
Active

Active

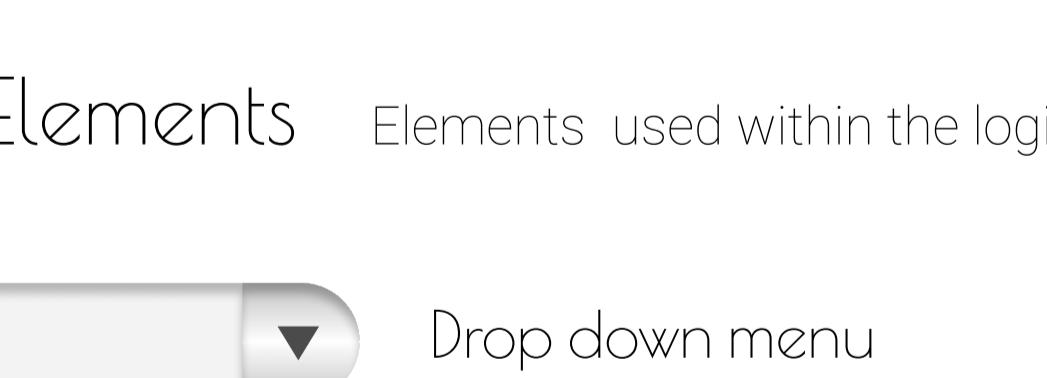


Secondary Buttons

Button



Hover

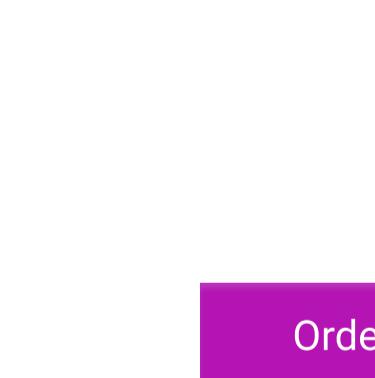


Active



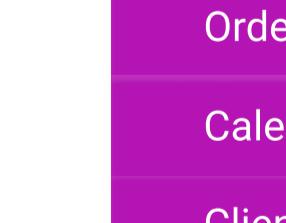
Button Sizes

Large



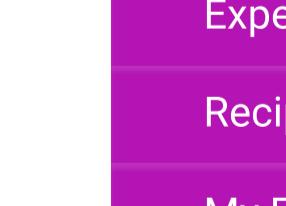
225px x 65px

Medium



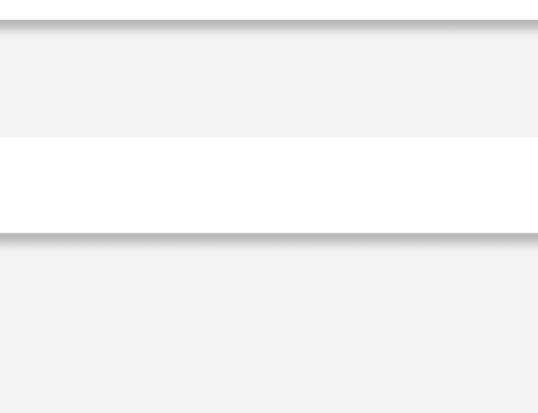
145px x 44px

Small



115px x 33px

Other Button Styles



Typography

Heading 1 (48px)

Poiret One

Heading 2 (36px)

Roboto

Heading 3 (24px)

Heading 4 (20px)

Paragraph 1 (24px)

Paragraph 2 (20px)

Paragraph 3 (18px)

Paragraph 4 (16px)

Typography Weight

Roboto Bold

Roboto Medium

Roboto Regular

Roboto Light

Paragraph Sizes

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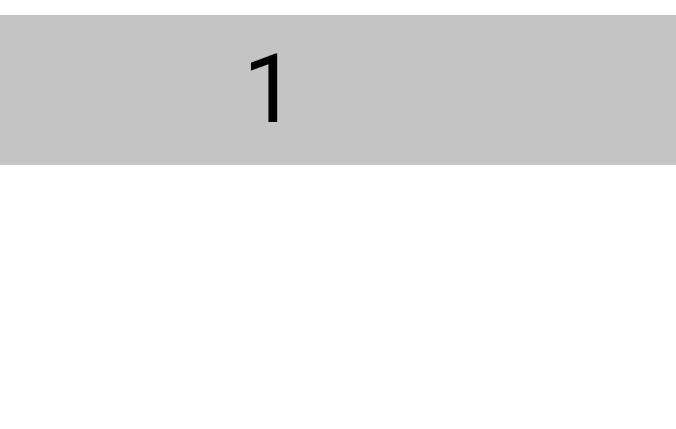
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Brand Logo

Main brand Logo Uses



Large
315 px



Medium
250 px



Small
150 px

Dark Mode

Black and White

Icon

Sprinkle

Small Banner Logo

Incorrect Logo Uses

Form Elements

Elements used within the login, signup and software.

Drop down menu

Date Picker

Text Input (Small)

Text Input (large)

Menu List (Small)

Side Bar Menu

Item 1

Item 2

Item 3

Orders and Invoices

Calendar Management

Client Information

Expenses & Payments

Recipes & Ingredients

My Files

My Profile

App Settings

Logout

Menu List (Small)

Item 1

Item 2

Item 3

Item 1

Item 2

Item 3