



frwts style guide

development 200 term 1

wolf botha 21100255



the brand

colourful

casual

fruit

sweet

vibrant

happy

friendly

fun

playful



logos

full logo

fruits



small logo

typography

Quicksand

headings, subheadings

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

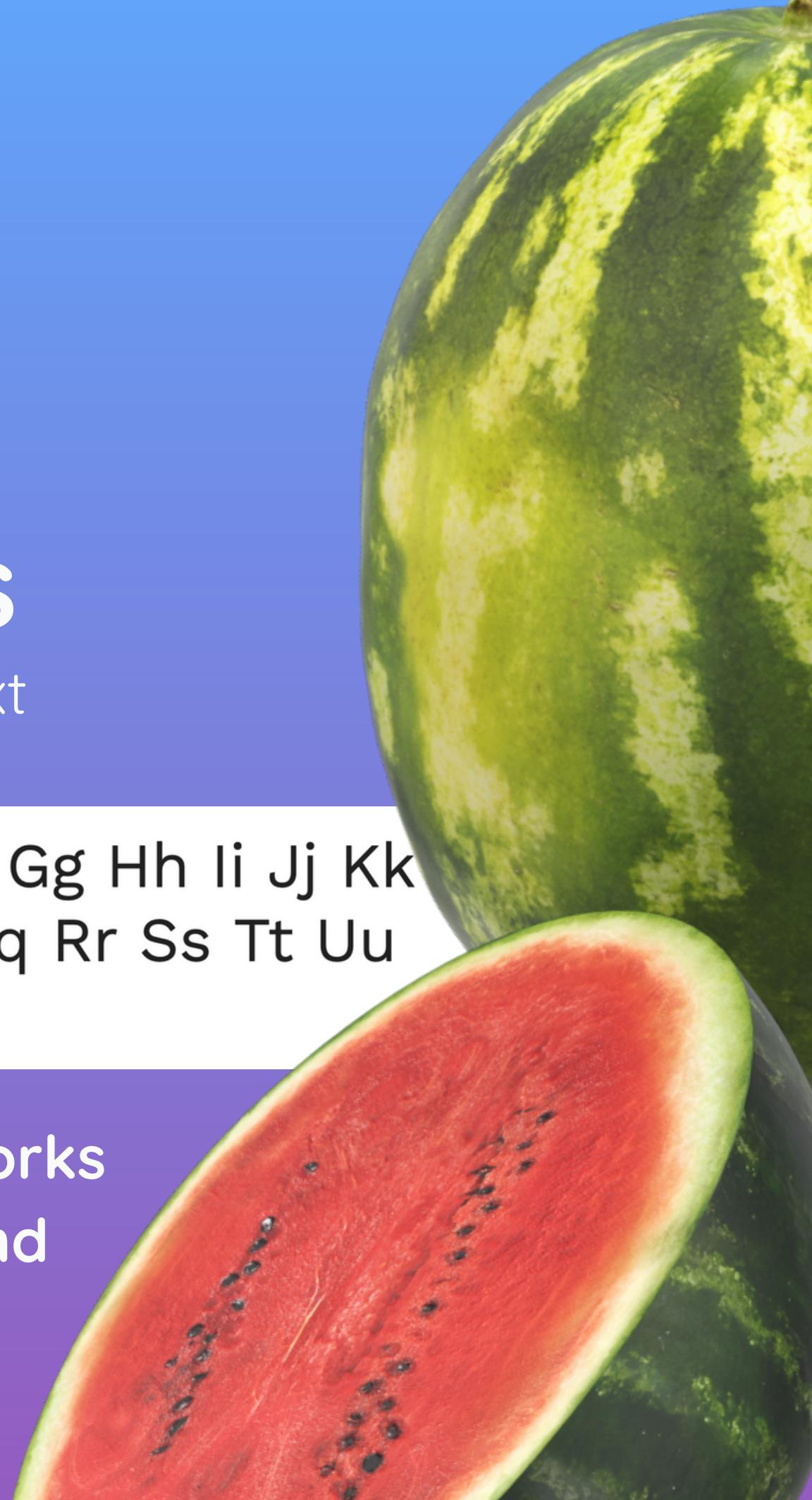
lack of capitalisation gives a friendlier and more casual tone.

Work Sans

body, labels, small text

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Easily legible font works well with numbers and small text.



base colours

colour will be implemented dynamically,
with ui changes, depending on displayed fruit.

main background

f8fafc

f1f5f9

default headers & footers gradient

60a5fa



4ade80

text colours

f8fafc

1e293b

text on some elements will have overlay blending modes applied to them, thus allowing them to change dynamically with the background.

fruit colours part 1

apple

6ccbd0

6adac7

7be6b6

9cf09f

c8f688

strawberry

ef4444

9f000e

bf5c5c

5a9300

8bdb70



fruit colours part 2

kiwi

b0d16d

36c055

00b17a

009f90

008a94

lemon

e8e041

c9ac36

b6d33c

85c43f

54b447



fruit colours part 3

watermelon

5abf66

a0ca61

25502a

6e0c0c

c93c3c

orange

dc7e03

e69d00

ce5e0e

d49659

edb0e



fruit colours part 4

peach

e3b1c4

dd7ebb

c778c7

a975d0

8375d7

pear

bf5c80

d84256

eb5d45

f57d2f

f59f0a



fruit colours part 5

plum

945cbf

746aca

5376cc

2e80c7

0087bd



imagery

a full and cut version of each fruit:



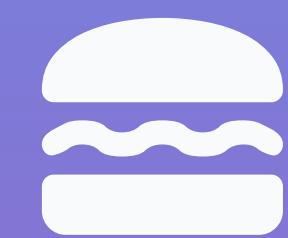
all images are licensed for
use at envato elements.

iconography

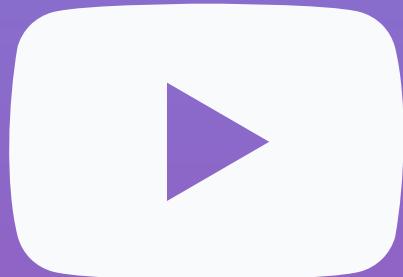
ui icons



item icons



social media icons



all icons are from material design 3, or royalty free.

landing page wireframe

logo

for the love of fruit

Explore the data of nine different fruit types, diving deep into their nutritional values and their prices across Europe.

compare timeline

our fruit types

A quick glance at what makes these natural delights so special

 apple
Rich in fibre and Vitamin C, perfect for heart health and digestion, and keeps the doctors away.

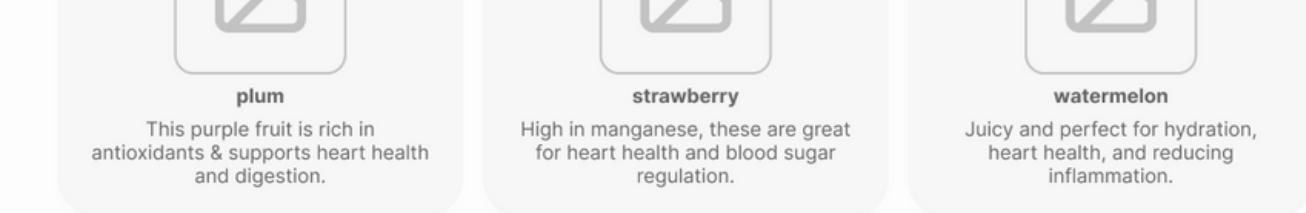
 kiwi
Bursting with Vitamin C & K, kiwi is a powerhouse for immune support and gut health.

 lemon
High in Vitamin C and flavonoids, great for detoxification and enhancing skin health.

 orange
Your zesty dose of Vitamin C, excellent for immune function and antioxidant protection.

 peach
Juicy and sweet, peaches offer vitamins A and C, promoting skin health and digestion.

 pear
Soft, sweet, and fibre-rich, pears are ideal for digestive health and maintaining blood sugar levels.



our data

Pit two fruits against each other or explore the historical pricing over the years.

compare calories

Analyse each fruit's caloric count and how it is composed with a doughnut chart.

-  Protein: The building block of life, contributing to muscle repair and growth.
-  Carbohydrates: The main energy source, represented in natural sugars and fibres in fruits.
-  Fat: Essential for long-term energy, typically minimal amounts in fruits.

compare vitamins

Understand the concentration of 5 different vitamins through polar graph visualisations.

-  Essential for vision, immune function, and skin health.
-  Crucial for brain health, energy metabolism, and immune function.
-  A potent antioxidant that fights free radicals.
-  Protects cells from damage and supports skin and eye health.
-  Vital for blood clotting and bone health.

compare sugars & more

Water, sugar and fibre are the large building blocks of fruit, easily understandable by comparative bar graphs.

-  Water: The hydrating essence of fruits, aiding in nutrient transportation within the body.
-  Sugar: While natural fruit sugars come with vitamins, their consumption should be balanced.
-  Fibre: Supports digestive health, helps regulate blood sugar levels, and contributes to satiety.

timeline prices

Fruits travel the world, and so do their prices. Get a glimpse of how fruit prices vary different European countries over the years with our timeline page.

-  Y-axis (euros): Fluctuation of prices, affected by seasonality, demand, and agricultural factors.
-  X-axis (years): Demonstrates the price each year in the European country.

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nutrients per 100mg

apple orange

Caloric Composition

5% Fat
12% Protein
69% Carbohydrates

Vitamins

Vitamins

Vitamins

Sugar

Water

Fibre

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timeline

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compare timeline

price timeline
cost in Europe over a decade

orange X



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thank you



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