



Design System Documentation

Birds of Paradise

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DM5128 DESUI Assignment 1

About Birds of Paradise

A local gelato brand that sells their own gelato flavoured with natural and botanical ingredients of fruits, flowers, pods, herbs and spices.

The logo for Birds of Paradise is displayed on a light beige background. It features the words "BIRDS OF PARADISE" in a black, sans-serif, all-caps font. The words "BIRDS" and "OF" are arranged in an arc, with "OF" centered below "BIRDS". The word "PARADISE" is positioned horizontally below the arc.

BIRDS
OF
PARADISE

User Personas



Eunice

18, Student

📍 Singapore

Biography

Eunice loves to eat ice-cream; she is often referred to as an ice cream enthusiast. She loves to visit many different ice cream shops in Singapore to taste delicious ice cream. However, with Eunice's busy school schedule, she needs her ice cream to be delivered.

Frustrations

- She has a busy schedule so there is no time for her to visit ice cream shops
- She is health conscious

Goals

- She needs her ice cream to be delivered
- She needs healthy alternatives to ice cream



Madeline

27, Teacher

📍 Singapore

Biography

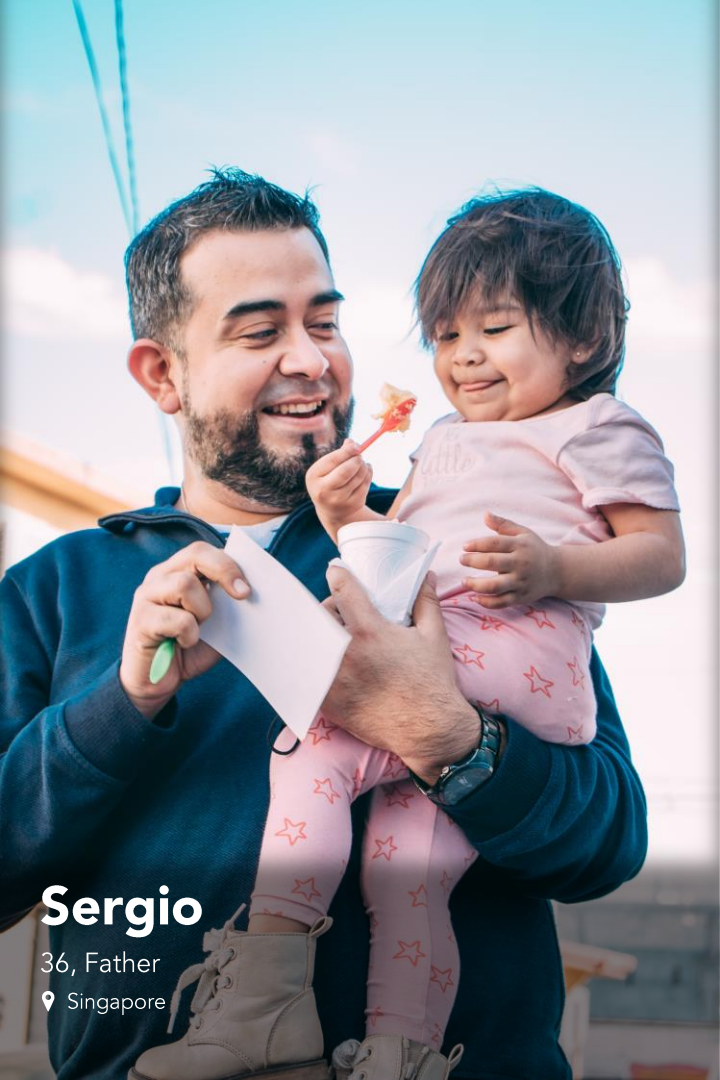
Madeline has been dating her boyfriend and they are ready to take their relationship to the next level. She is the main planner of the wedding process, and she wishes for the food at her wedding to be memorable.

Frustrations

- She is looking for gelato catering services
- Finding online reviews for gelato catering
- Finalizing wedding guest list

Goals

- Gelato to be served at her wedding
- Satisfactory catering service
- Unique and memorable experience at her wedding
- Stay within wedding budget



Sergio

36, Father

📍 Singapore

Biography

Sergio is a loving father to his daughter, Anna. Sergio loves to bring Anna to eat her favorite dessert which is gelato. Therefore, Sergio is seeking for the finest gelato to surprise Anna on her birthday.

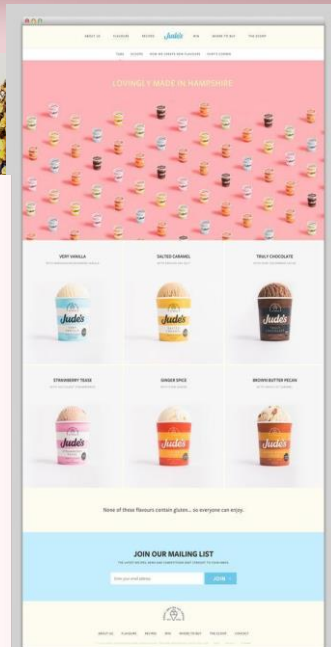
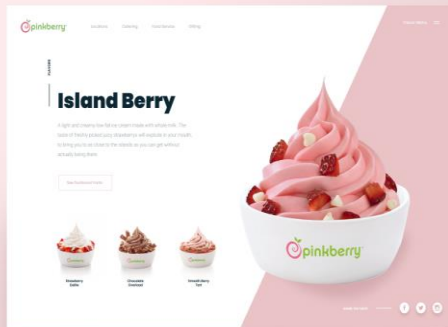
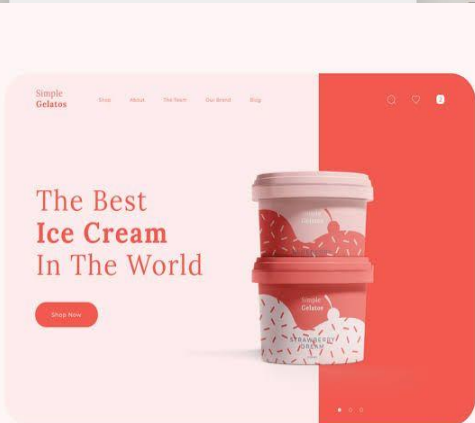
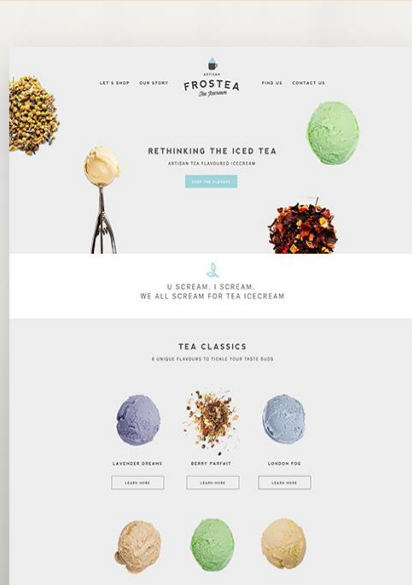
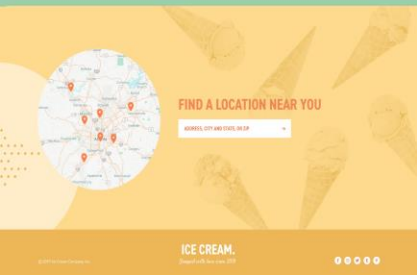
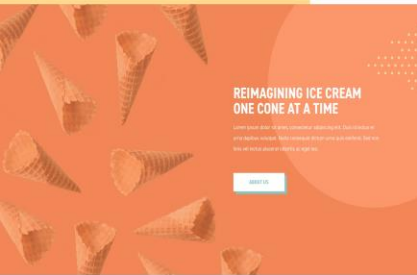
Frustrations

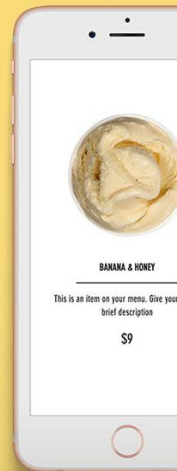
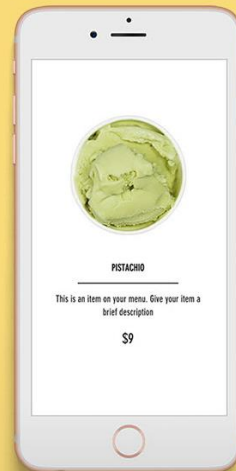
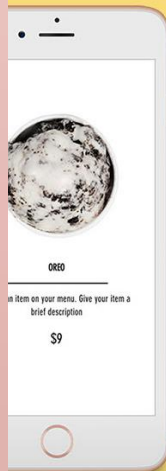
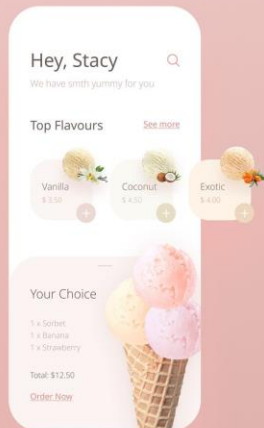
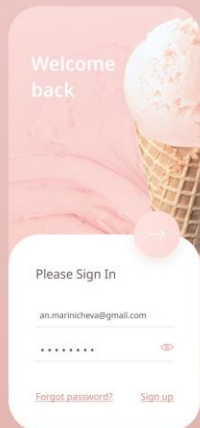
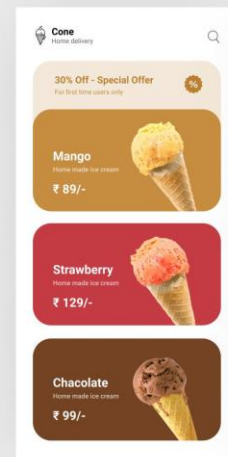
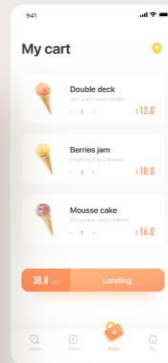
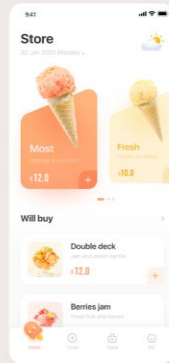
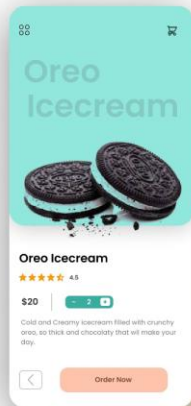
- Arranging gelato delivery on Anna's birthday
- Prefers to order online through mobile app

Goals

- Schedule gelato delivery in advance for Anna's birthday
- Place order through mobile app
- Surprise Anna with flavorful gelato

Mood Board





Design System Components

Logo



Primary Logo



Black on White



White on Black



Logo text

Logo Usage



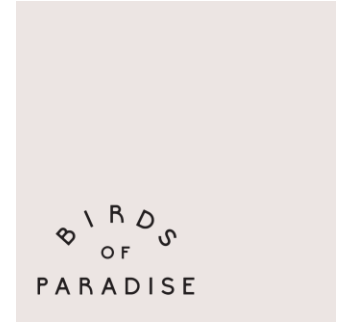
Do **not** use unofficial colors on the logo



Do **not** rotate the logo



Do **not** alter the logo



Do **not** adjust any part of the logo

Typography

Fonts:

Manrope
Regular

Manrope
Medium

Manrope
Bold

60 Title

48 Title

32 Title

24 Title

16 Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

14 Lorem ipsum dolor sit amet, consectetur
adipiscing elit.

12 Lorem ipsum dolor sit amet, consectetur adipiscing
elit.

Typography

Manrope Regular

AaBbCcDdEeFfGgHhJjKkLlMmNnOoPpQqRrSsTtUuVvWwSsYyZz

1234567890

Manrope Medium

AaBbCcDdEeFfGgHhJjKkLlMmNnOoPpQqRrSsTtUuVvWwSsYyZz

1234567890

Manrope Bold

AaBbCcDdEeFfGgHhJjKkLlMmNnOoPpQqRrSsTtUuVvWwSsYyZz

1234567890

Typography

Title

Title

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

Lorem ipsum dolor sit amet,
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Title

Title

Title

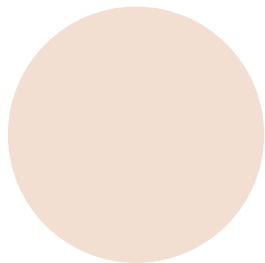
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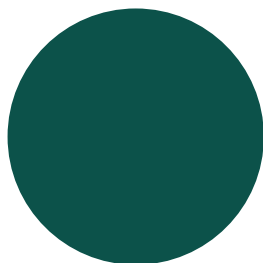
Color Scheme

Primary color



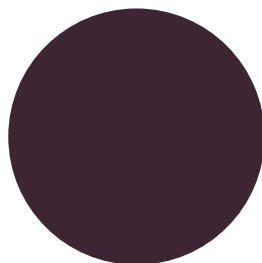
Hex #0c524b

Secondary color



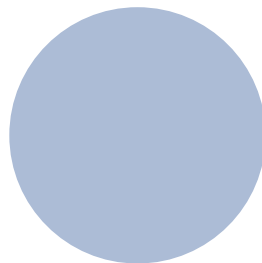
Hex #3d2532

Secondary color



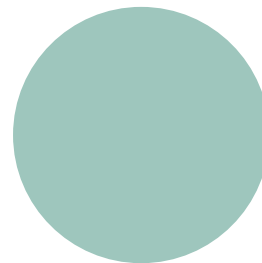
Hex #f2dfd1

Secondary color



Hex #acbcd6

Secondary color

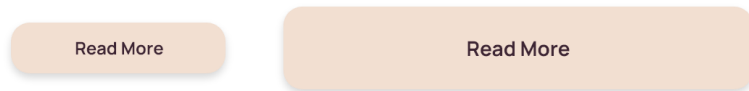


Hex #9fc6bc

Design System Components

Button styles

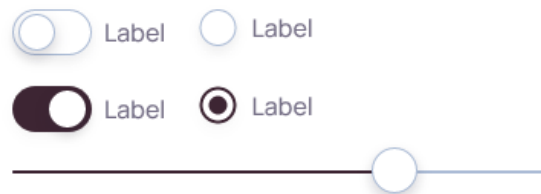
Default



Hover



Outlined



Icons



Design System Components

Form Styles

Label

Value

Validation success message

Label

Dropdown

Label

Information

Result

Label

Search

Label

Value

Validation error message

Label

Dropdown

Item

Item

Item

Item

Sign in

Don't have an account yet?
Sign up now

Email

Password

Sign in

Forgot password?

Create an account

Already have an account?
Sign in

Full Name

Email

Password

☐ By signing up, I agree to the terms.

Register

Pop-up & Message

New Flavour!

Check out our new gelato flavour now!

Action

Title

Placeholder message

Action

Cancel

Design System Components

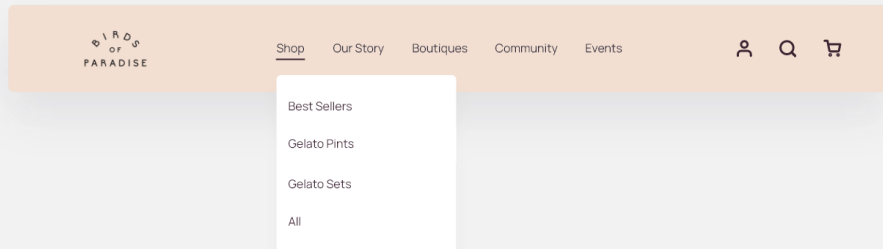
Header



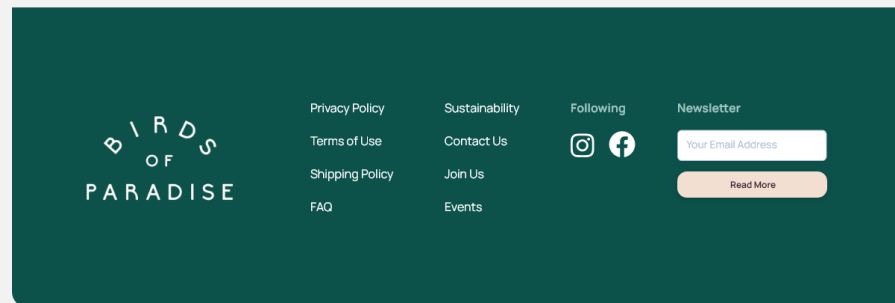
Navigation bar



Dropdown bar

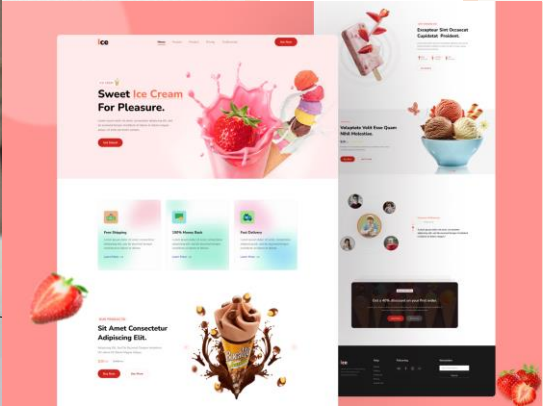
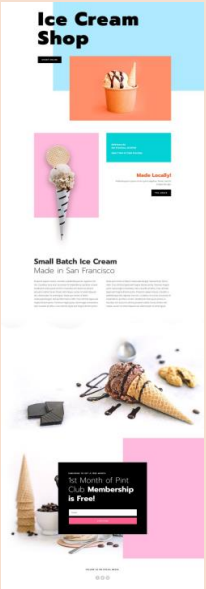
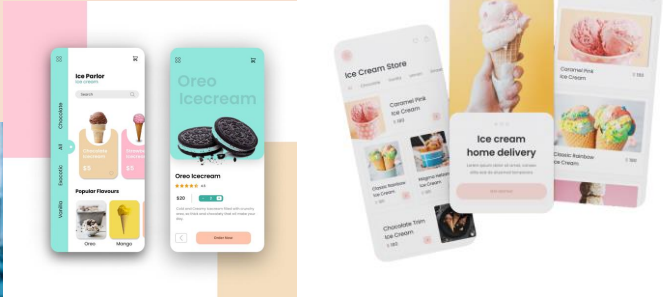


Footer

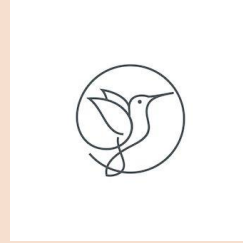


Supporting Elements

Images



Illustrations



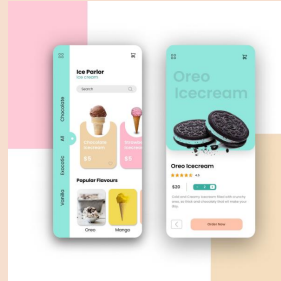
Images



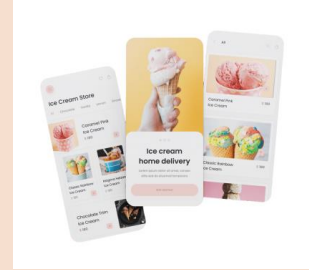
<https://unsplash.com/photos/dahVtoTACAY>



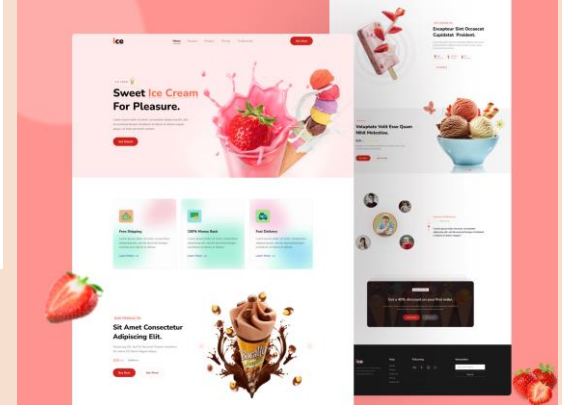
<https://sethlui.com/birds-of-paradise-botanical-gelato-singapore/>



<https://www.behance.net/gallery/97828727/Ice-cream-App-Design-Concept->

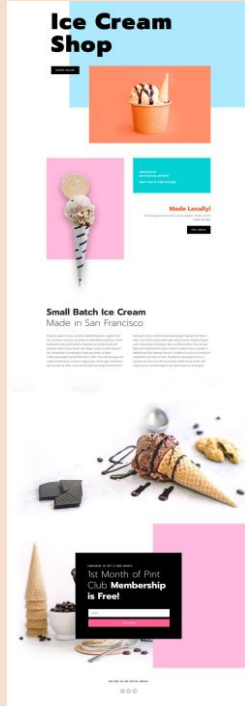


https://www.behance.net/gallery/145050733/Ice-Cream-Store-App-Design-Ice-Cream-Shop-App-UI?tracking_source=search_projects%7Cice+cream+app+design-



https://dribbble.com/shots/15762416-Ice-Cream-Landing-Page?utm_source=Clipboard_Shot&utm_campaign=Farhad2021&utm_content=Ice%20Cream%20Landing%20Page&utm_medium=Social_Share&utm_source=Pinterest_Shot&utm_campaign=Farhad2021&utm_content=Ice%20Cream%20Landing%20Page&utm_medium=Social_Share

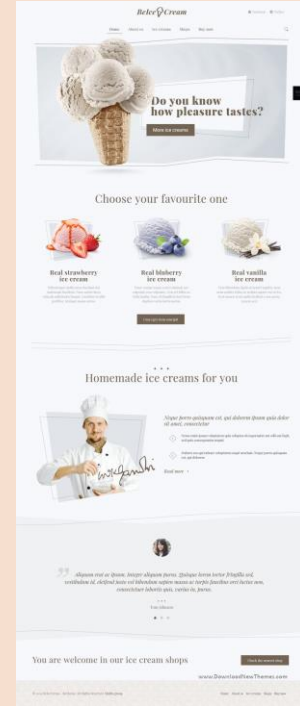
Images



https://www.elegantthemes.com/blog/divi-resources/get-a-free-ice-cream-shop-layout-pack-for-divi?utm_source=Elegant+Themes&utm_campaign=e89bc7aff1-Divi_Monthly&utm_medium=email&utm_term=0_c886a2fc0a-e89bc7aff1-53427213https://www.elegantthemes.com/blog/divi-resources/get-a-free-ice-cream-shop-layout-pack-for-divi?utm_source=Elegant+Themes&utm_campaign=e89bc7aff1-Divi_Monthly&utm_medium=email&utm_term=0_c886a2fc0a-e89bc7aff1-53427213



<https://www.pinterest.com/pin/10907224087541247/>

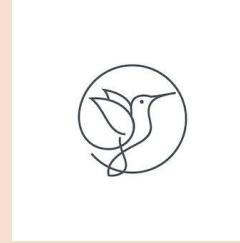


<https://www.pinterest.com/pin/1038572364043662489/>

Illustrations



https://www.freepik.com/premium-vector/bird-colibri-simple-line-logo-design-illustration_9068448.htm



<https://www.pinterest.com/pin/667517976033911112/>



<https://www.facebook.com/bopgelato/>



<https://www.behance.net/gallery/40977295/Festival-Concept-Design>



<https://dribbble.com/shots/3447155-Bird-of-Paradise>

Stylescapes

Pastel shades



Minimalist



Citation *e.g source of images*

Mood board

[https://dribbble.com/shots/6865551-Ice-Cream-Company-Homepage-](https://dribbble.com/shots/6865551-Ice-Cream-Company-Homepage-Concept?utm_source=pinterest&utm_campaign=pinterest_shot&utm_content=Ice+Cream+Company+Homepage+Concept&utm_medium=Social_Share)

[Concept?utm_source=pinterest&utm_campaign=pinterest_shot&utm_content=Ice+Cream+Company+Homepage+Concept&utm_medium=Social_Share](https://dribbble.com/shots/6865551-Ice-Cream-Company-Homepage-Concept?utm_source=pinterest&utm_campaign=pinterest_shot&utm_content=Ice+Cream+Company+Homepage+Concept&utm_medium=Social_Share)

<https://www.behance.net/gallery/37495929/Gelato-Template>

<https://dribbble.com/shots/1897315-Tea-Ice-cream-Website>

<https://mindsparklemag.com/>

<https://www.pinterest.com/pin/531847037255670524/>

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<https://dribbble.com/shots/6740286-Ice-Cream>

<https://dribbble.com/shots/10816322-3-24Do-you-like-ice-cream>

[https://dribbble.com/shots/7488555-Cone-Ice-Cream-Home-Delivery-App-](https://dribbble.com/shots/7488555-Cone-Ice-Cream-Home-Delivery-App-UI?utm_source=pinterest&utm_campaign=pinterest_shot&utm_content=Cone+Ice+Cream+Home+Delivery+App+UI&utm_medium=Social_Share)

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