



UI Kit

Amandeep Singh	100353848
Ana Carolina Arado Oliveira	100352851
Diana Malynovska	100349065
Glen Thomas	100353850
ThiagoSiqueira	100350840
Munish Bhambra	100353978
Viet Tuong Pham	100359855

Logo

The final for our logo design is the word “Vita” as it is the project name with the letter V is a spout presenting the freshness and nature.



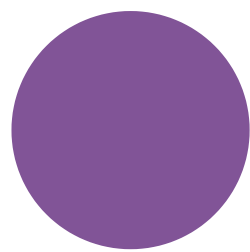
Main Logo



Logo on dark background

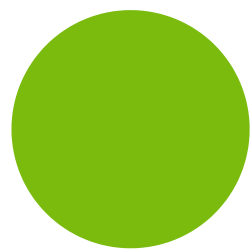
Colours

Main Colour

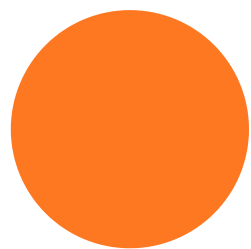


#815497

Secondary Colours

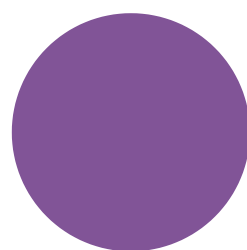


#7ABB0E

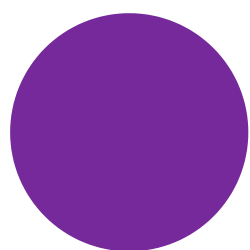


#FF781D

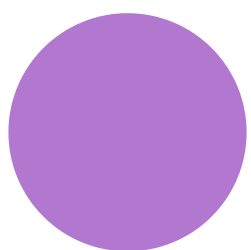
Button Colours



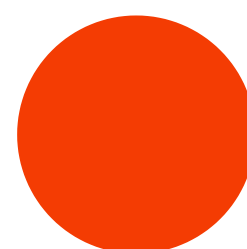
#815497



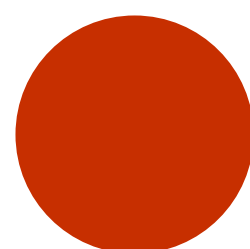
#76299B



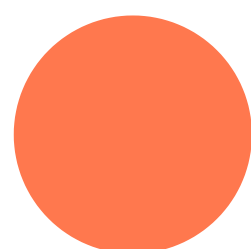
#B277CE



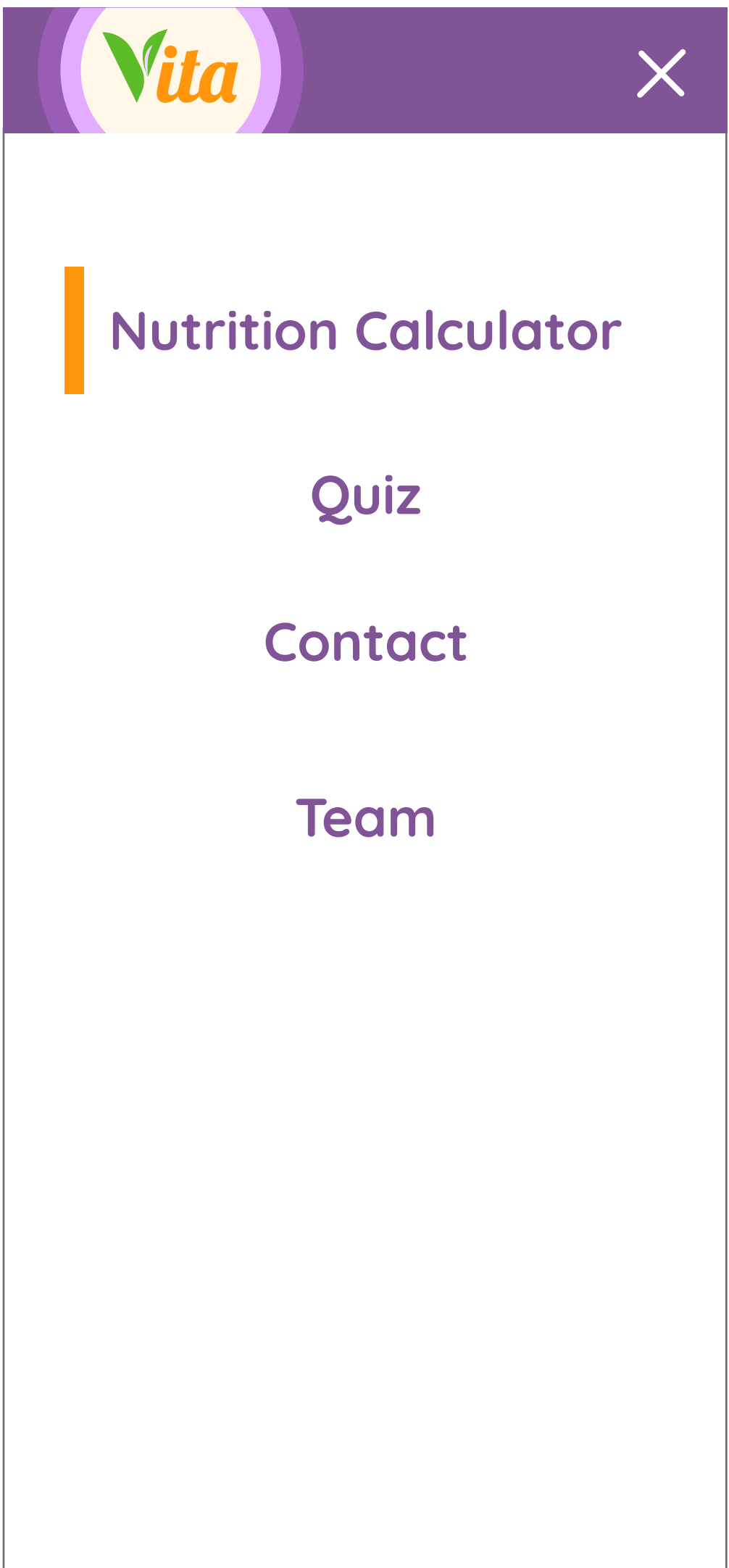
#F43C03



#C72F00



#FF784E



Typography

Logo Font Family: *Lobster*



Main Font Family - Quicksand

Quicksand	20px	Heading
Quicksand	18px	Heading
Quicksand	16px	Body text

Quicksand was chosen because it is a very round sans serif that has personality, harmonizes well with our logo, and has a tall x-height, making it easy to read even on smaller screens. Being sans serif, it conveys a sense of modernity and, having round terminals and round letters, conveys friendliness and warmth. Quicksand is available through google fonts. In case it is not available in the near future, our first backup font is Nunito (another font that can be found on google fonts), and, lastly, the system’s sans serif default.

Buttons

Most of the buttons on Vita are purple with the exception of the Call to Action on the Homepage that is orange.

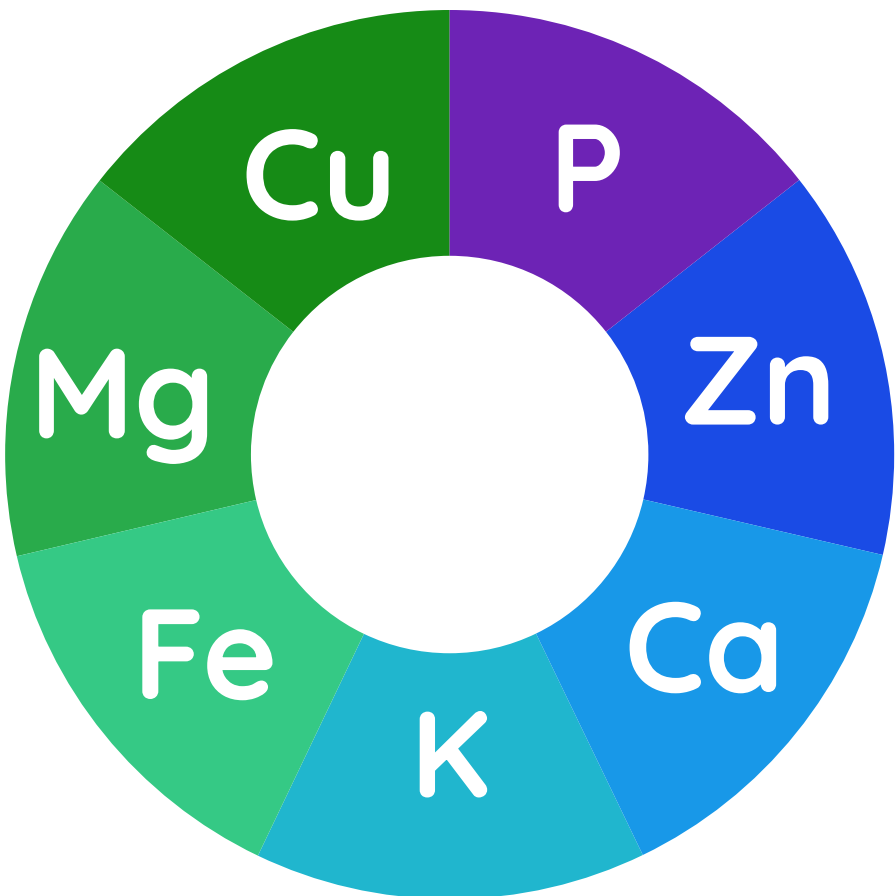
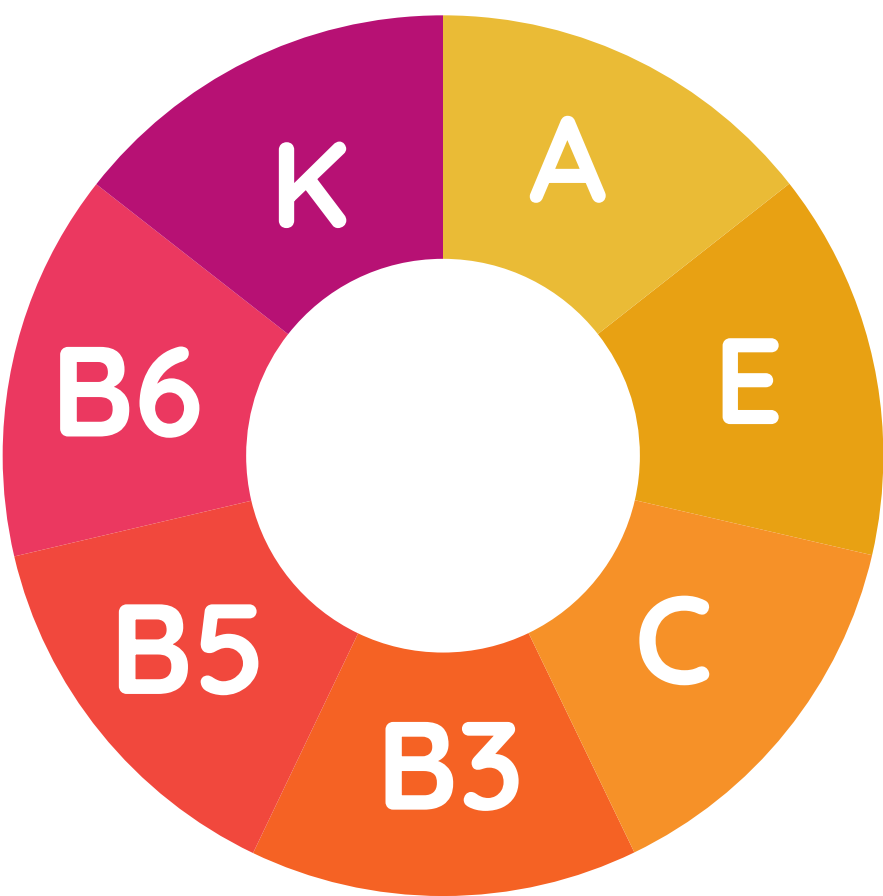
	Desktop		Phone
Default	<div>Calculate</div>	<div>Recalculate</div>	<div>Calculate</div> <div>Calculate</div>
Hover	<div>Calculate</div>	<div>Recalculate</div>	<div></div>
Press	<div>Calculate</div>	<div>Recalculate</div>	<div>Calculate</div> <div>Calculate</div>
Focus	<div>Calculate</div>	<div>Recalculate</div>	<div></div>

	Desktop	Phone
Default	<div>Try It Out</div>	<div>Try It Out</div>
Hover	<div>Try It Out</div>	<div></div>
Press	<div>Try It Out</div>	<div>Try It Out</div>
Focus	<div>Try It Out</div>	<div></div>

Desktop	Phone
Button height: 72px	Button height: 58px
Font-family: Quicksand	Font-family: Quicksand
Font size: 36px	Font size: 25px
Weight: Bold	Weight: Bold
Padding: 13px 50px 13px 50px;	Padding: 12px 43px 12px 43px;

Icons Vitamins & Minerals

Our set of icons are also used as illustrations on the screens dedicated to food items or nutrients. That creates the necessity for them to be recognizable when small, but still be interesting when in medium sizes (They will not be displayed very big.)
Vitamins and minerals are differentiated by shape (circles and hexagons), and warm and cold colours.
Although colours help with item recognition, they are not essential for understanding the page.



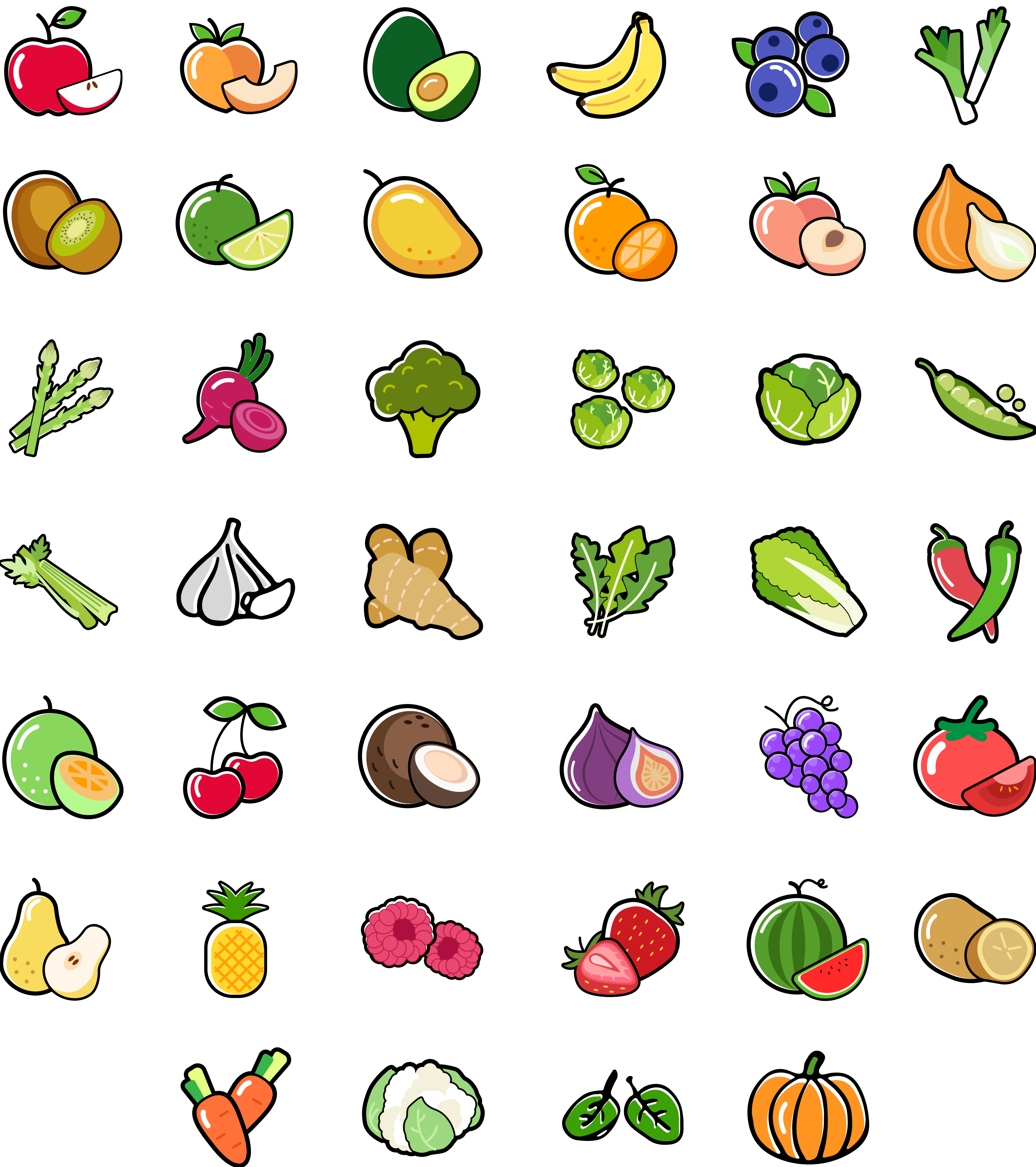
Hex codes:

	#EABB36		#6D23B5
	#E8A113		#1A4BE5
	#F69128		#1898E8
	#F56224		#17C9C0
	#F1483D		#3DE89E
	#EB3860		#30B553
	#B71174		#168B16



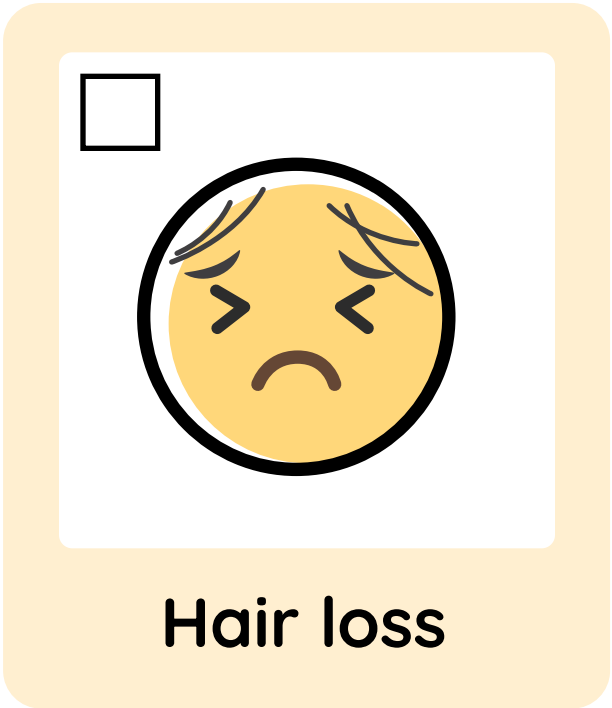
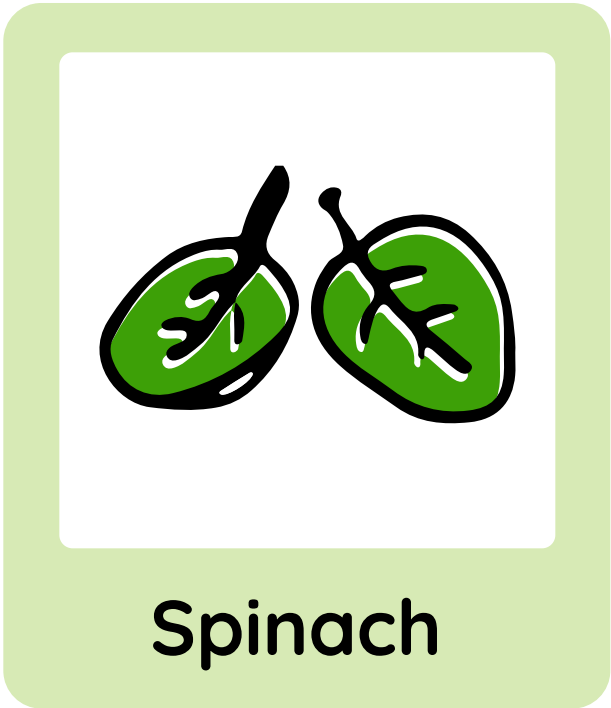
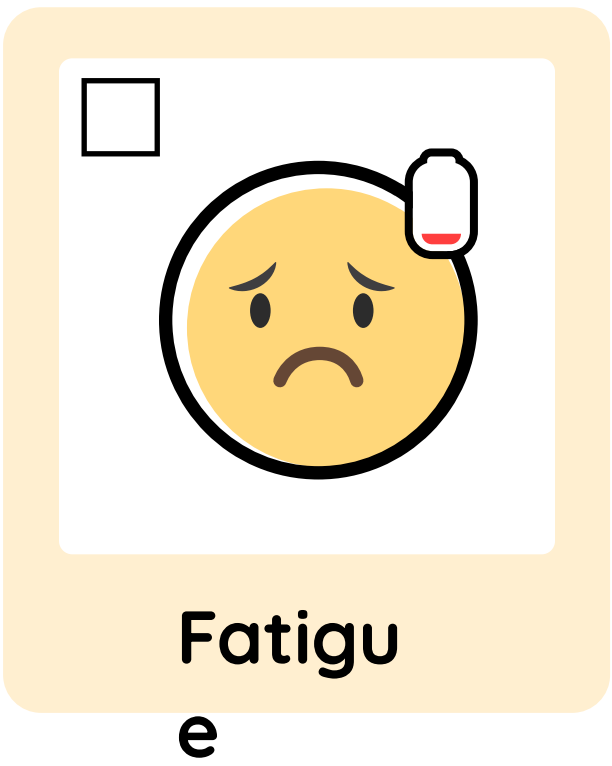
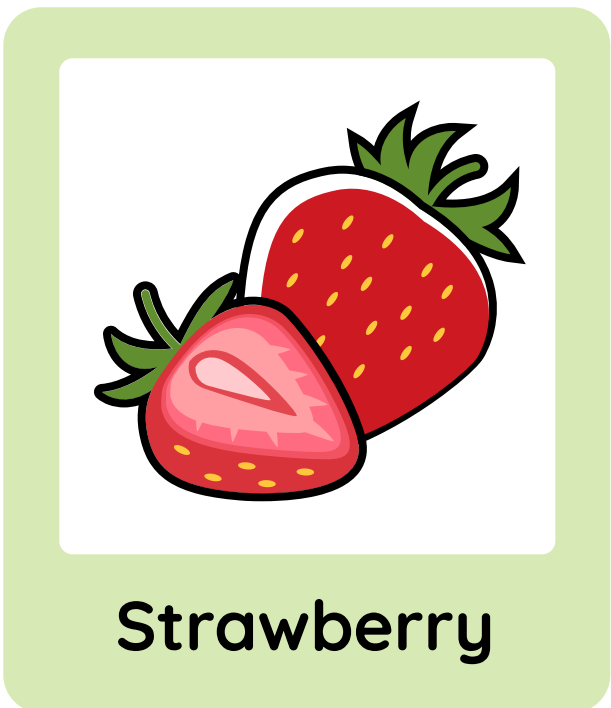
Icons Fruits & Vegetables

For the food items, we chose colours that are iconic to those foods, but that also harmonize with our original colour pallet.



Icon Use

When the images are used as icons, they are placed in a white square, inside a colourful container. The container’s colour depends on its function. For food items, green, for health issues, light orange, and, for vitamins and minerals, specific tints of the colour that represent that nutrient on charts found in other pages (Homepage and Nutrient Calculator). Although we use colour to differentiate different functions, we also have text for accessibility reasons.

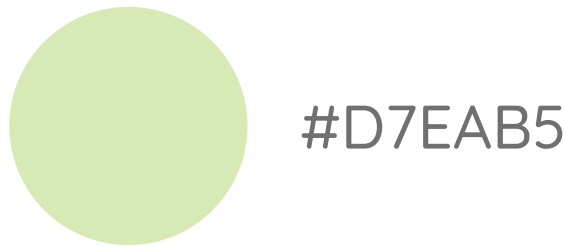


Food Items

Health Concerns

Vitamins & Minerals















Food Items



Health Concerns



Vitamins & Minerals

P - Phosphorus		#F0E4FC	Vitamin A		#F0E4FC
Zn - Zinc		#E2E8FD	Vitamin E		#FFEFD0
Ca - Calcium		#E2F4FF	Vitamin C		#FFEAD5
K - Potassium		#F0E4FC	Vitamin B3		#FFDFD1
Fe - Iron		#D9FFEE	Vitamin B5		#FFE8E6
Mg - Magnesium		#D6FFE1	Vitamin B6		#FFE0E7
Cu - Copper		#CCFFCC	Vitamin K		#FFEDF8

Navigation

For the desktop navigation, we are using the same purple as for the buttons. Orange underline is used on the name of the current page to communicate where the user is as well as for hover effect.

For the phone a hamburger menu will be used, the text will become purple, the background will be white, and the underline will move to the left and become vertical.

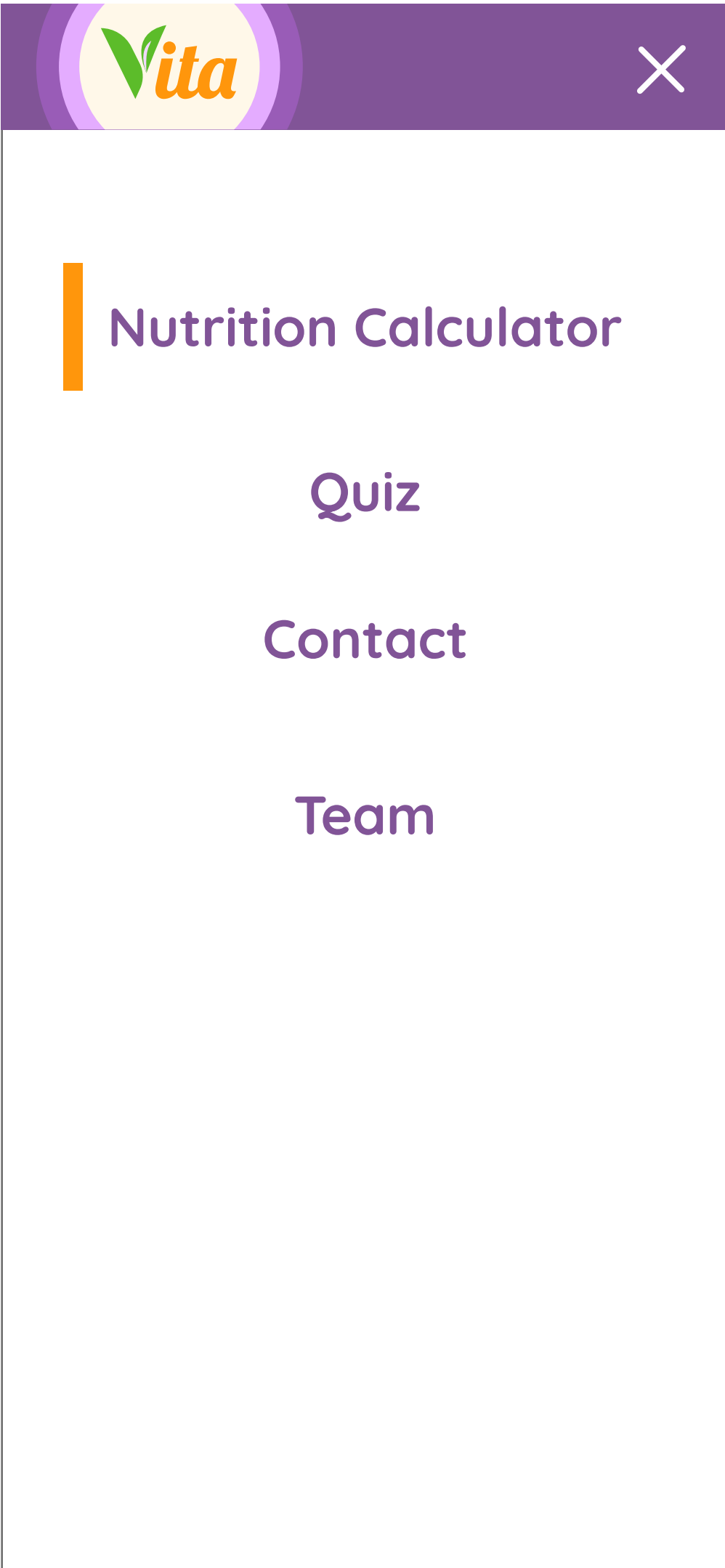
Nav Colours




#815497

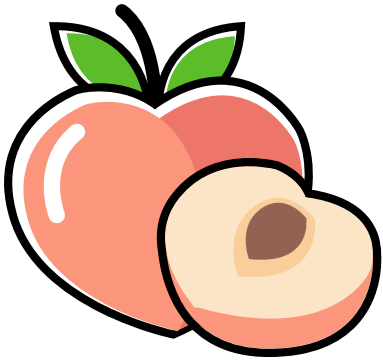
#F89827

#FFFFFF





[Nutrient Calculator](#)[Quiz](#)[Contact](#)[Team](#)



Peach

Raw peach flesh is 89% water, 10% carbohydrates, 1% protein, and contains negligible fat. A medium raw peach, weighing 100 g, supplies 39 calories, and contains small amounts of essential nutrients. In 2018, world production of peaches was 24.5 million tonnes, led by China with 62% of the world total. Peaches and nectarines are best stored at temperatures of 0 °C and in high humidity

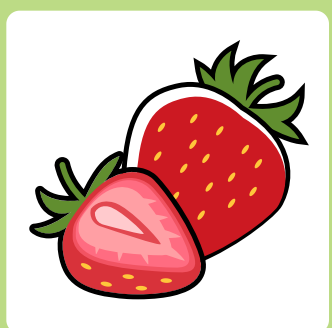
Vitamins

Vitamin A	900 mcg
Vitamin E	0 mcg
Vitamin C	0 mg
Vitamin B3	0 mg
Vitamin B5	10 mg
Vitamin B6	90 mcg
Vitamin K	15 mg


Minerals

P - Phosphorus	2,500 mg
Zn - Zinc	900 mcg
Ca - Calcium	0 mg
K - Potassium	0 mg
Fe - Iron	0 mg
Mg - Magnesium	0 mg
Cu - Copper	0 mg

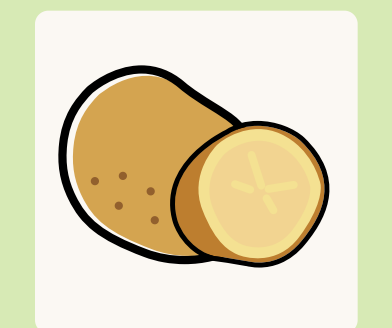
Other Foods



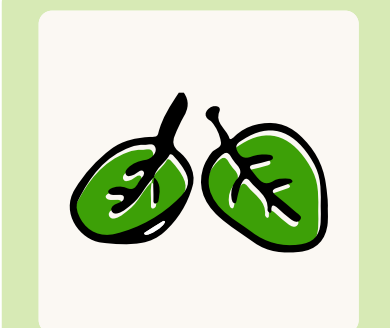
Strawberry




Watermelon



Potato

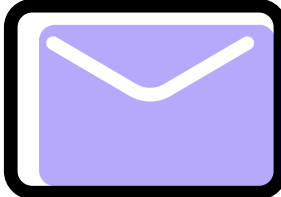


Spinach



Try Our Nutrient Calculator To See Your Daily Needs

Calculate



Subscribe To Our Newsletters

Your email...

Subscribe

All right reserved @Vita 2021