

# Exercise: Applying design fundamentals in Figma

## Overview

This exercise will cover the steps from wireframes to high-fidelity mock-ups and apply design fundamentals using the brand style guide, which specifies every aspect of the look and feel of the brand. This includes typefaces, colors, and how pictures and images should be used. It also includes a UI kit, a set of files containing critical UI components like font sizes, icons and documentation. A Figma file of the wireframe used in this exercise and an image resource folder is provided below.



### Applying design fundamentals in Figma - Wireframe

FIG File



### Applying design fundamentals in Figma - Assets

ZIP File

On completion, you will have the skills necessary to take the wireframes of your design solution for your project on the reserve-a-table section of the Little Lemon website to produce high-fidelity mock-ups. You may wish to revise the following lesson items in the **Principles of UX/UI** course before you begin or refer to them as you go along:

- [Working with images](#)
- [Design text hierarchy and grid](#)
- [High fidelity design](#)

## Scenario

The owners of the Little Lemon Restaurant have approved the wireframes for their website and want you to turn these wireframes into a high-fidelity design or a design that closely resembles the final product using their brand style guide.

## Instructions

### Step 1: Brand style guide

- First, let's examine the style guide provided by the owners of Little Lemon. This guide serves as a starting point.



LITTLE LEMON Style Guide

PRIMARY LOGO  
loop + square

MONOCHROME LOGO  
white on green

MONOCHROME LOGO  
white on green



#### PRIMARY LOGOS

The green and yellow logos are the primary logos, wordmark and icons. Always use these versions when possible.

#### MONOCHROME LOGOS

When primary two color logos can't be used, please use their monochrome versions.

#### ABOUT THE BRAND

**BRAND NAME**  
Little Lemon

**MODELED AFTER**

**VERTICAL**  
Restaurant

**PRESENCE**  
Physical locations

**ABOUT**  
Little Lemon is a charming neighborhood bistro that serves simple food and classic cocktails in a lively but casual environment. The restaurant features a locally-sourced menu with daily specials.

#### TYPEFACES

**Markazi Text Medium**  
Headlines  
Sentence case  
Leading: same point size as headline

AaBbCcDdEeFfGgHhIiJj  
KkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz  
0123456789

**KARLA REGULAR**  
Paragraph  
Sentence Case  
Size: 65% of headline

AaBbCcDdEeFfGgHhIiJjKk  
LlMmNnOoPpQqRrSsTtUu  
VvWwXxYyZz  
0123456789

#### COLOR PALETTE

##### PRIMARY COLORS

#405E57  
R:72  
G:94  
B:87

#FFC000  
R:255  
G:192  
B:0

##### SECONDARY COLORS

#DCE4F2  
R:220  
G:228  
B:224

#F0D0B0  
R:240  
G:208  
B:176

##### HIGHLIGHT COLORS

#E0E0E0  
R:224  
G:224  
B:224

#333333  
R:51  
G:51  
B:51

#### PHOTOGRAPHY





**Assets**  
Stock photography should feature casual, simple restaurant images.



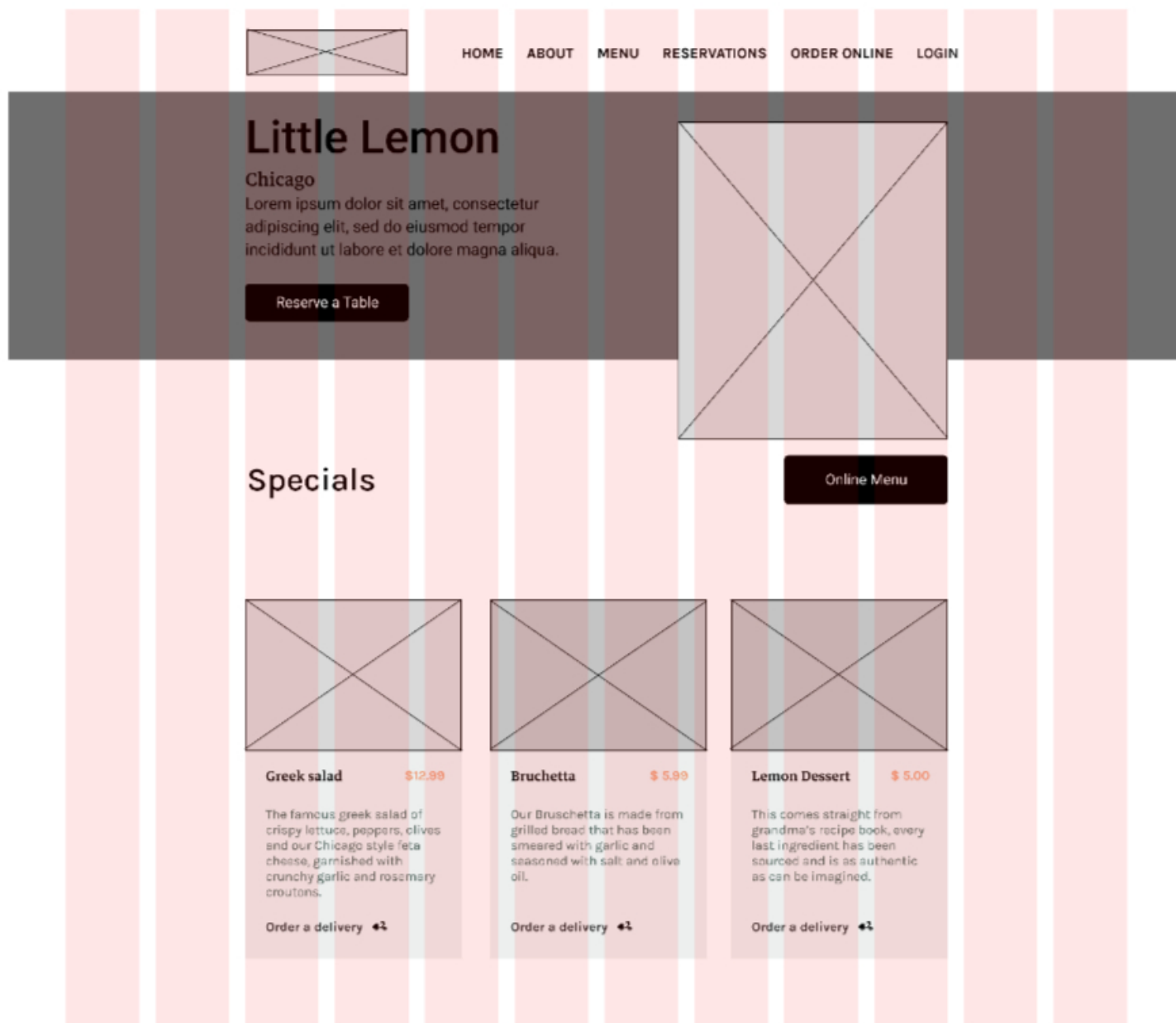
**Product shots**  
Food photography should be warm and inviting.



**Do's**  
Do use photos that feature the environment or dishes shot in natural light.



**Don'ts**  
Don't use studio shots or food photography that seems too stylized.



Now, let's start with creating the styles as per the brand style guide. Styles help you simplify your workflow, keep text and colors consistent and save valuable time.

- To create a color style, follow the next steps using the Little Lemon brand colors:

## Primary Colors

#495E57



#F4CE14



## Secondary Colors

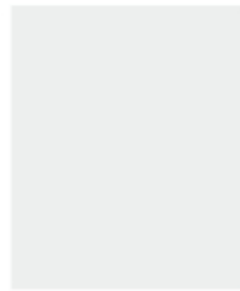
#EE9972



#FBDABB



#EDEFEE



#333333



- To create text styles, follow the next steps using the Little Lemon brand text styles:

# Typefaces

Markazi Text

**Display Title - Medium 64pt**

Sub title - keep close to display

Regular 40pt

Karla

Lead text! Use this for descriptive items  
to catch attention!

e.g. home page or CTA (Call to action)

Medium 18pt

# SECTION TITLE! UPPERCASE 20PT EXTRA BOLD

**This Weeks Specials! Section  
Categories 16pt Extra Bold**

## Card Title 18pt Bold

Paragraph text regular 16pt  
1.5 line height  
Max 65 characters per line.

Highlight text e.g. price medium 16pt

### Step 2: Add content to the placeholders on the wireframe

- First, the Navigation bar needs a logo and the text needs to be altered.



- Next up is the Hero section.



- Finally, work with the Highlights section.



## Conclusion

Well done! You should now have something similar to the following mock-up:

