

Kitchon Website Design Guide

Chapter 1:

Logos



Iconograph

Kitchen

Typograph



Kitchen

Combined

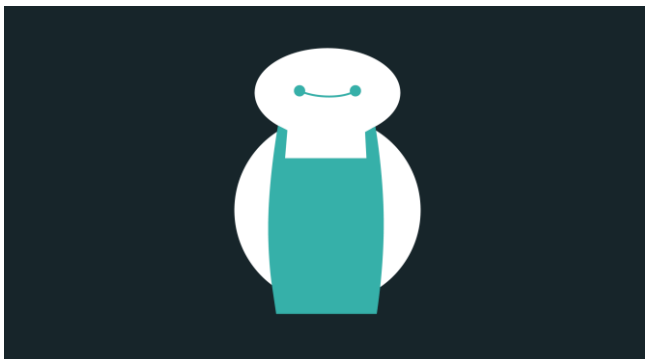


Iconograph

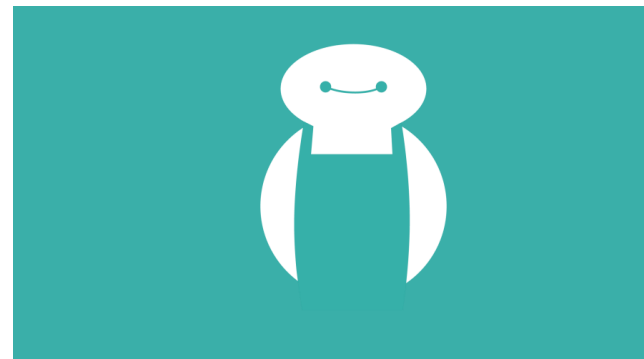
The “Baymax” like icon is designed to be used on a variety of backgrounds. Using this icon should follow the following principles:

- On White backgrounds, icon should be the box-shadowed version.
- On colored backgrounds, the box-shadow should be omitted, color of icon should be adapted*.

**The color of the apron and facials can be substituted by any color specified in this guide.*



DO



DON'T

Kitchen

Kitchen

Kitchen

Just like the icon, type color should be adapted depending on the color of the background. The purpose of such is to ensure high contrast. A simple solution is to make the type only the primary color, white or black.

Examples



Kitchen

DO



Kitchen

DON'T

Kitchen

Kitchen

Kitchen

Font Family: Montserrat

Font Weight: 700 (Bold)

Font Style: None

Line Height: 1.4

Examples

KitchenKitchenKitchenKitchen

KitchenKitchenKitchenKitchen

KitchenKitchenKitchenKitchen

Chapter 2:

Typography

Circular Std

Bold₇₀₀

Medium₄₀₀

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYy
Zz0123456789

The Circular Std font-family defines the identity of Kitchon. The usage of such font should follow the principles of – high contrast, high readability, and universal.

Contrast principle is the same as logotype.

This means the font family should be applied to all type scenarios, it is recommended against using other fonts unless necessary.

When primary font faces are unavailable, it is recommended to fall back to sans-serif or Helvetica depending on system availability.

123
ABC

H1 Heading 1

Font Family: Circular Std Bold
Font Size: 4em
Font Weight: 700 (Bold)
Font Style: None
Line Height: 1.4

H2 Heading 2

Font Family: Circular Std Bold
Font Size: 3em
Font Weight: 700 (Bold)
Font Style: None
Line Height: 1.4

H3 Heading 3

Font Family: Circular Std Bold
Font Size: 2em
Font Weight: 700 (Bold)
Font Style: None
Line Height: 1.4

H4 Heading 4

Font Family: Circular Std Bold
Font Size: 1.5em
Font Weight: 700 (Bold)
Font Style: None
Line Height: 1.4

a Hyperlink

Font Family: Inherit
Font Size: 1.5em
Font Style: None
Animation: Hover-up

H5 Heading 5

Font Family: Circular Std Bold
Font Size: 1em
Font Weight: 700 (Bold)
Font Style: None
Line Height: 1.4

P Paragraph

Font Family: Circular Std Medium
Font Size: 1em
Font Weight: 400 (Bold)
Font Style: None
Line Height: 1.4

*** .text-muted Muted Text**

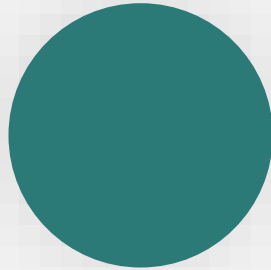
Font Family: Inherit
Font Size: Inherit
Font Weight: Inherit
Font Style: Inherit
Line Height: Inherit
Color: #a3a3a3

Chapter 3:

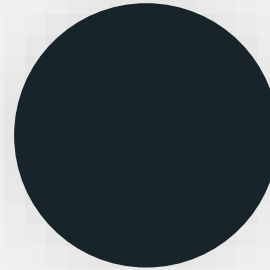
Colors



RGB 58/175/169
HEX #3aafa9



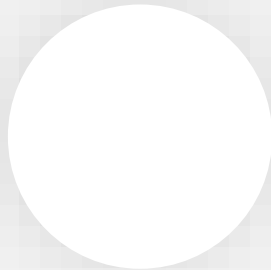
RGB 43/122/120
HEX #2b7a78



RGB 23/37/42
HEX #17252a



RGB 43/122/120
HEX #def2f1



RGB 254/255/255
HEX #fefff

The primary color associated with the Kitchon brand is Turquoise (Teal) as the color is associated with energy, calmness, patience, loyalty and joy.

However, there is no strict guide when it comes to color usage, if the colors are in the same spectrum as the primary turquoise then it is usable.



Kitchon

Design Guide 1.0

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