

## Story Goal:

Ramen is a fantastic meal and one of my favourite meals. People often eat the minute ready ramen because it is convenient and traditional ramen dishes take a lot of time and effort to make.

My goal is to give you a great recipe that takes little time to make with awesome flavours.

Call to action is to make the ramen!

## Story outline:

I want to include a series of recipe steps that walk someone through making the ramen.

Needs to be easily understood and easy to read.

will accompany every step with an image.

## Storyline and design rules.

Japanese / eastern asia theme

### Color palette:

want colors found in ramen / asian restaurants

yellows / oranges → broth / eggs

reds → miso paste, bowls, and chopsticks

- # 780116 - Burgundy
- # F7B538 - bright yellow
- # DB7C26 - burnt orange
- # D8572A - orange
- # C32F27 - dark orange

different  
Miso pastes

### Typography.

- Toti One

- Great typography - looks like it  
could be found in a manga

- playful

- easy to read

### images

- All vector art?

- clocks / timers

- chopsticks

- ingredients

- pots / pans / flames

- arrows

Make them look  
like stickers

ingredients

need to look

fresh / appealing



Background image  
Fun / Funky design  
Japanese art? → Waves?

ingredients  
need to be  
bright

Title

logo

Cook  
time

Serving  
size

story about  
recipe?

Ingredients

white border  
to make them  
pop?  
Sticker effect?

Step 1

Vector  
art

easy to  
read

Step 2

Vector  
art

about page  
in the  
footer