1. Create a Brand Style Guide in Figma

- Define:
    - Logo(can be simple text or shape).
    - Color palette: 1 primary, 1 secondary, 1 neutral/accent.
    - Typography hierarchy: Heading (24px bold), Subheading (18px medium), Body (14–16px regular).
    - Icon style: Choose outline OR filled and stick to it.
- Document this guide on one Figma page/Frame.

---

2. Design Two Consistent Screens

- Example: A Shopping App.
- Screens to design:
    - Home Screen (with product cards, navigation bar, and primary CTA).
    - Details Screen (product details, "Add to Cart" button, consistent navigation).
- Rules:
    - Use the style guide elements only (no random colors/fonts/icons).
    - Place interactive elements (buttons, cart, nav) in consistent positions.
    - Ensure spacing, button sizes, and typography hierarchy remain uniform.

---

3. Apply Consistency & Branding Principles

- Unified Identity → same logo + colors on both screens.
- Visual Cohesion → same typography & spacing.
- Interaction Predictability → buttons in the same place, consistent hover/tap states.
- Cultural Relevance → use ₹ for prices, local food/product names.
- Simplicity → no more than 2 fonts, 3 core colors.

---

4. Deliverables

By the end of the exercise, you should have:

1. A Brand Style Guide frame.
2. Two consistent app screens.
3. Demonstration of consistent branding across both.

Evaluation Criteria

- Branding: Clear, simple identity (colors, fonts, logo).
- Consistency: Same rules applied across screens.
- Cultural Relevance: Use of ₹, local imagery/text.
- Usability: Predictable layout and interactions.
- Simplicity: No visual clutter, limited palette & fonts.