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 fundmantals 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](#)
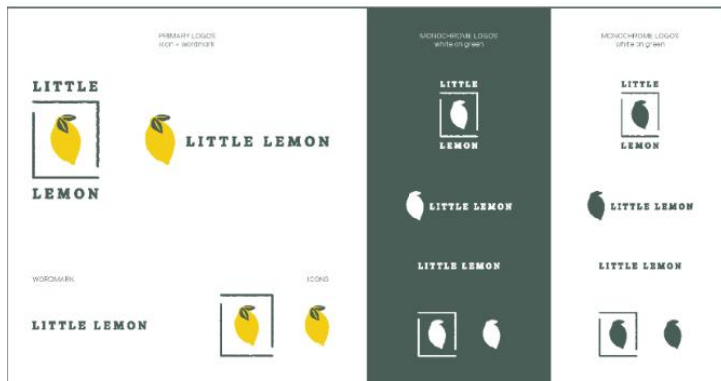- [High fidelity design](#)

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.

PRIMARY LOGOS
icon + wordmark

MONOCHROME LOGOS
white on green

MONOCHROME LOGOS
white on green

LITTLE LEMON

LITTLE LEMON

LITTLE LEMON

LITTLE LEMON

LITTLE LEMON

LITTLE LEMON

WORDMARK

ICONS

LITTLE LEMON

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
Parragraph
Sentence Case
Size: 65% of headline

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz
0123456789

COLOR PALETTE

PRIMARY COLORS

SECONDARY COLORS

HIGHLIGHT COLORS

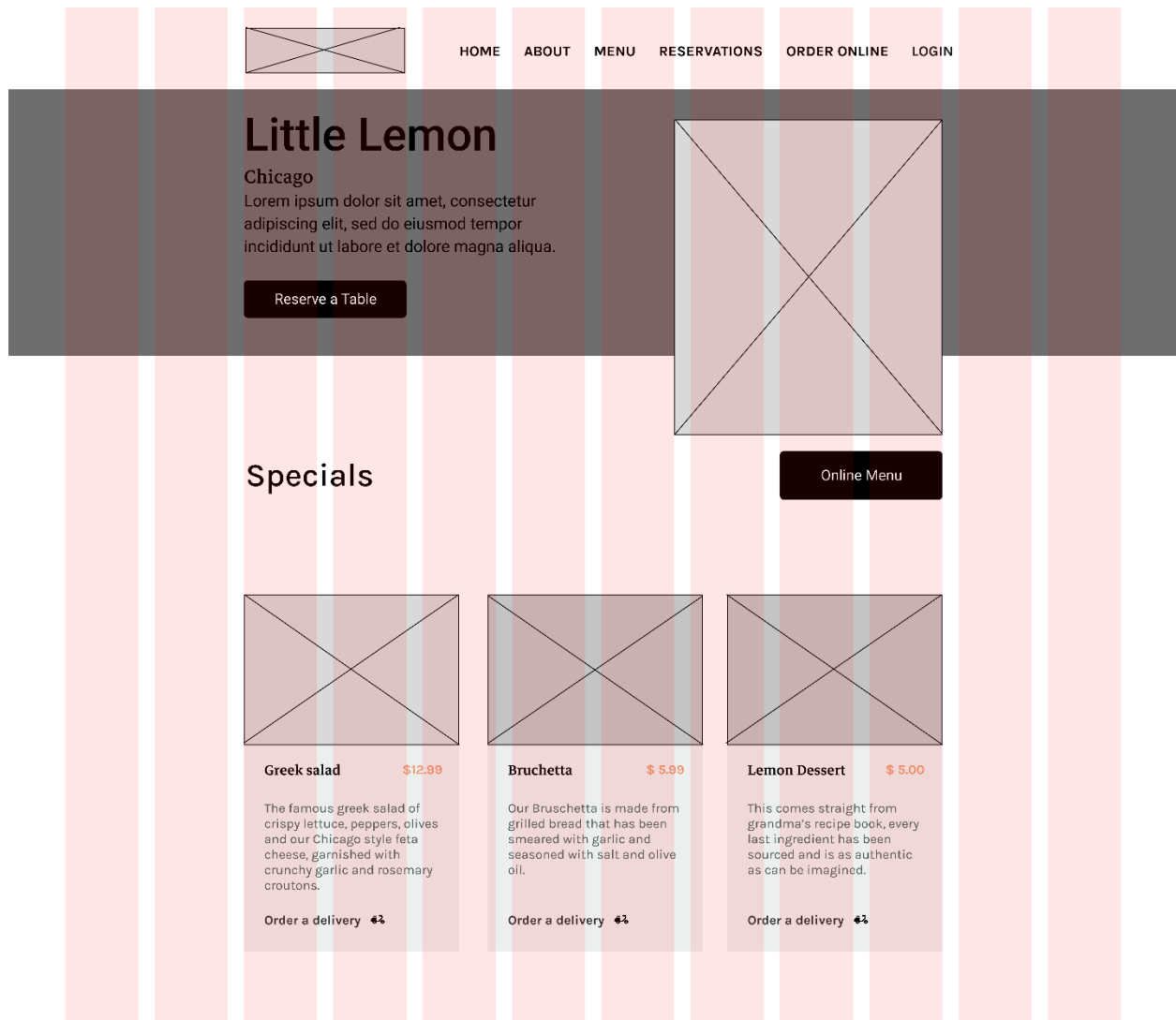| #495E57 R:73 G:94 B:87 | #F4CE14 R:244 G:206 B:20 | #EE9972 R:238 G:153 B:114 | #FBDABB R:251 G:218 B:187 | #EDEFEE R:237 G:239 B:238 | #333333 R:51 G:51 B:51 |

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.

Little Lemon

Chicago

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Reserve a Table

Specials

Online Menu

Greek salad $12.99

The famous greek salad of crispy lettuce, peppers, olives and our Chicago style feta cheese, garnished with crunchy garlic and rosemary croutons.

Order a delivery

Bruchetta $ 5.99

Our Bruschetta is made from grilled bread that has been smeared with garlic and seasoned with salt and olive oil.

Order a delivery

Lemon Dessert $ 5.00

This comes straight from grandma's recipe book, every last ingredient has been sourced and is as authentic as can be imagined.

Order a delivery

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:

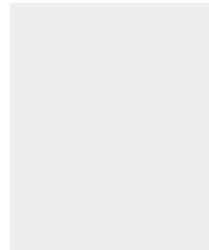# Primary Colors

#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
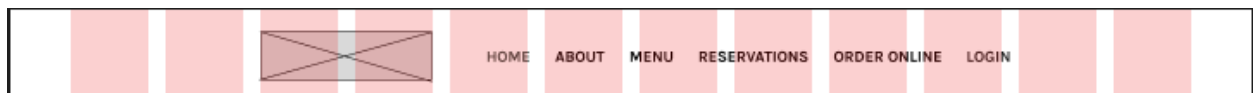Categories 16pt Extra Bold**

Card Title 18pt Bold

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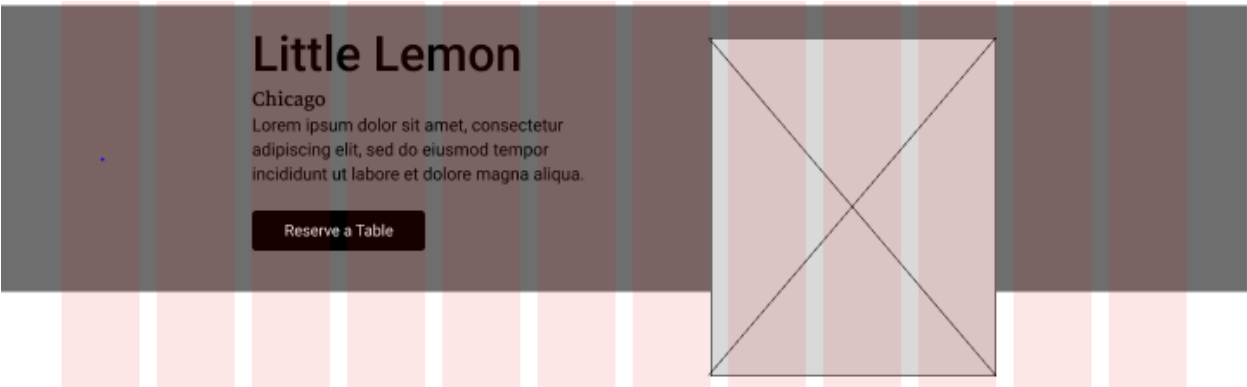Max 65 characters per line.

Highlight text e.g. price medium 16pt

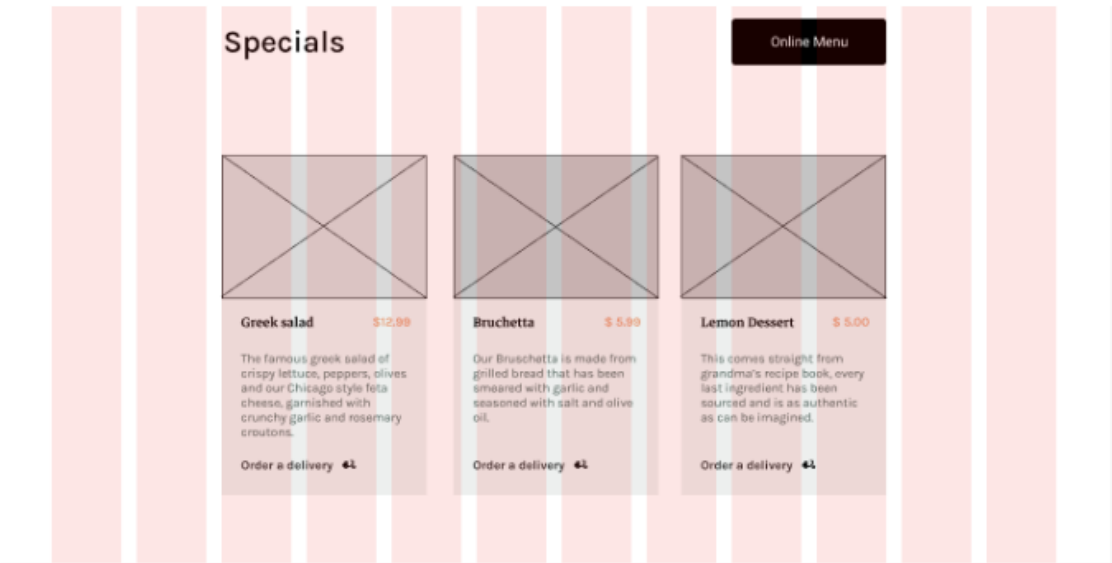**Step 2: Add content to the placeholders on the wireframe**

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

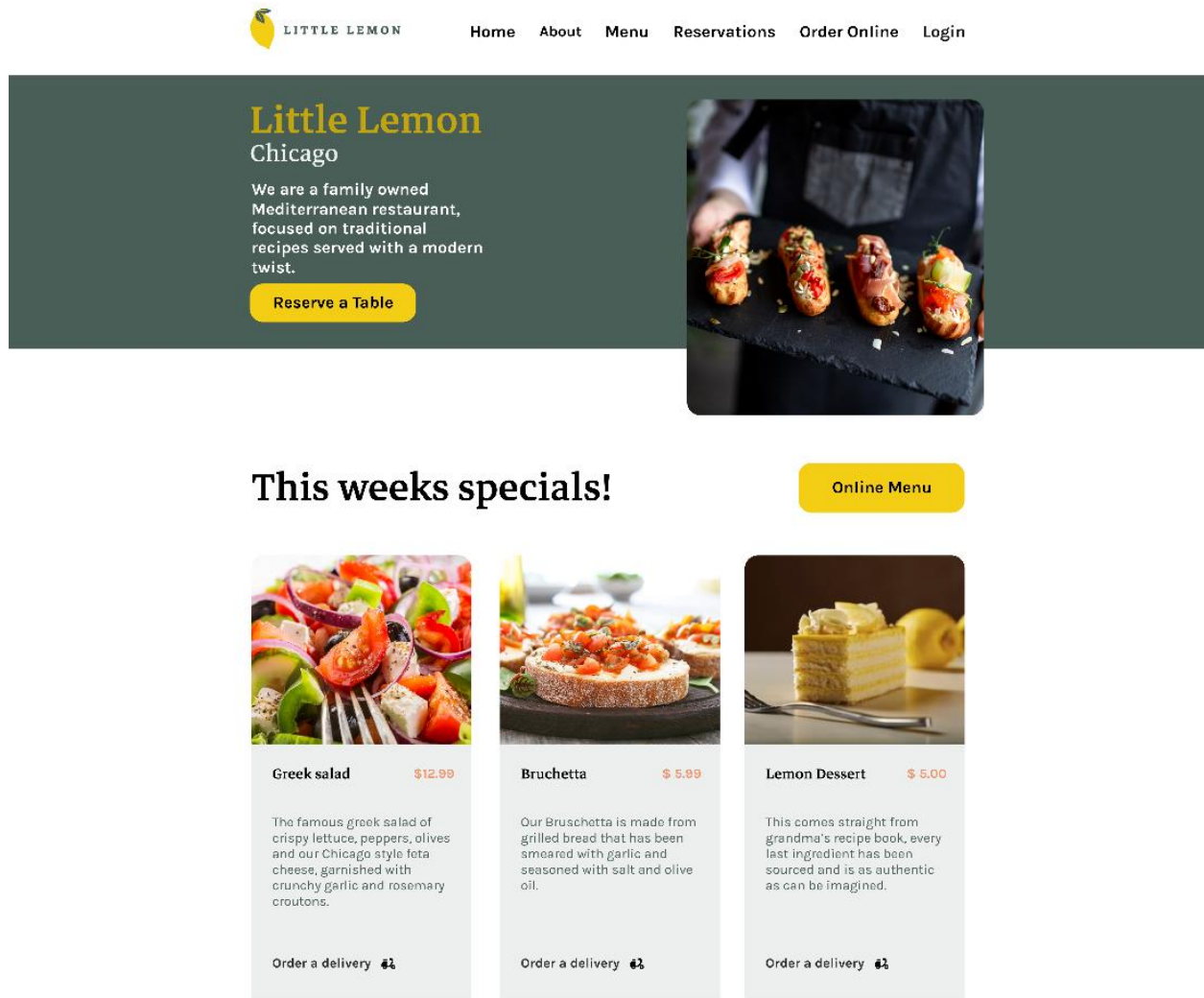HOME   ABOUT   MENU   RESERVATIONS   ORDER ONLINE   LOGIN

- Next up is the Hero section.

Little Lemon

Chicago

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Reserve a Table

- Finally, work with the Highlights section.

Specials

Online Menu

Greek salad $12.99

The famous greek salad of crispy lettuce, peppers, olives and our Chicago style feta cheese, garnished with crunchy garlic and rosemary croutons.

Order a delivery

Bruchetta $ 5.99

Our Bruschetta is made from grilled bread that has been smeared with garlic and seasoned with salt and olive oil.

Order a delivery

Lemon Dessert $ 5.00

This comes straight from grandma's recipe book, every last ingredient has been sourced and is as authentic as can be imagined.

Order a delivery

Conclusion

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

LITTLE LEMON

Home   About   Menu   Reservations   Order Online   Login

Little Lemon
Chicago

We are a family owned Mediterranean restaurant, focused on traditional recipes served with a modern twist.

Reserve a Table

This weeks specials!

Online Menu

Greek salad $12.99

The famous greek salad of crispy lettuce, peppers, olives and our Chicago style feta cheese, garnished with crunchy garlic and rosemary croutons.

Order a delivery

Bruchetta $ 5.99

Our Bruschetta is made from grilled bread that has been smeared with garlic and seasoned with salt and olive oil.

Order a delivery

Lemon Dessert $ 5.00

This comes straight from grandma's recipe book, every last ingredient has been sourced and is as authentic as can be imagined.

Order a delivery