

1.1- Getting Started with Your FrontendCourse

Typography and Color Palette

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Vegan Deal

TYPOGRAPHY

I chose one font for my Logo and one for the rest of the text. The first we're going to see is: **Montez**, this is the one I chose for my logo which is visible on my Splash Screen. The size is 50 with a regular thickness. It is visible and makes it easy to read with a strong look to catch your eye.



The second and last is Nunito, I've been using this character because I wanted those two to represent the application with this rounded, soft and clean presence. I have used different sized accordingly to what was needed at a specific step.

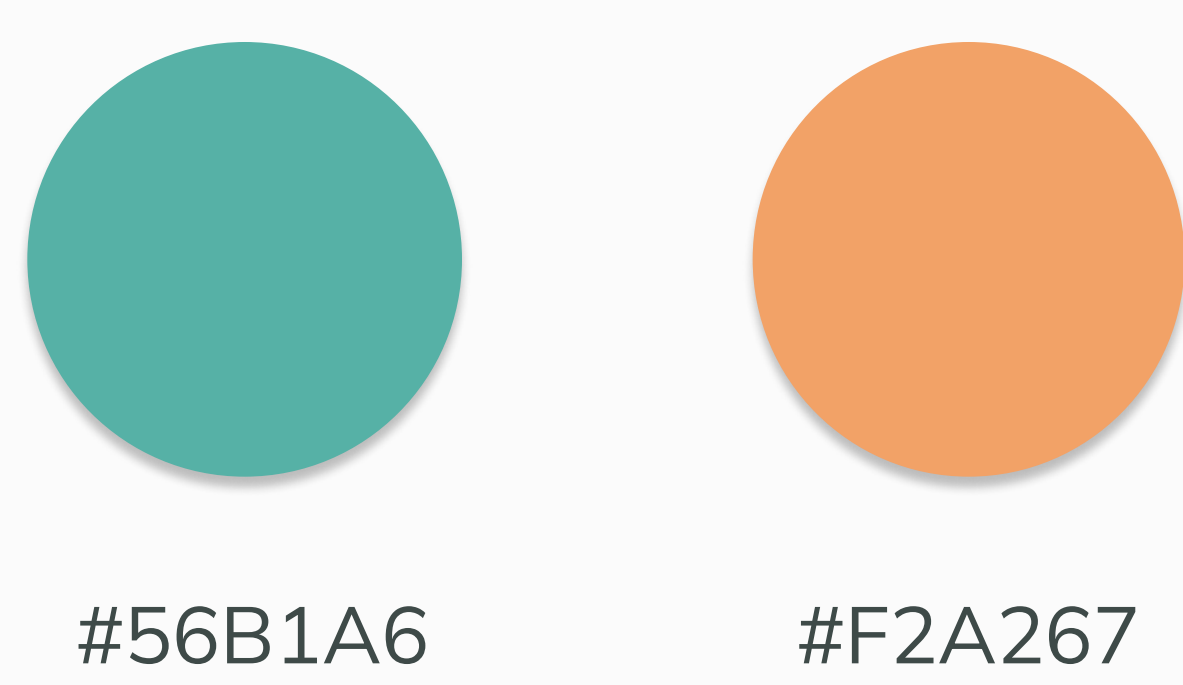
Typography

Logo	45 px Montez Regular
Spash Screen	28/18 px Nunito Regular
Button CTA	20 px Nunito Regular
Heading 1	28px Nunito Mixed
Heading 2	24 px Nunito Regular
Heading 3	18 px Nunito Mixed
Heading 4	14 px Nunito Mixed
Heading 5	12 px Nunito Regular

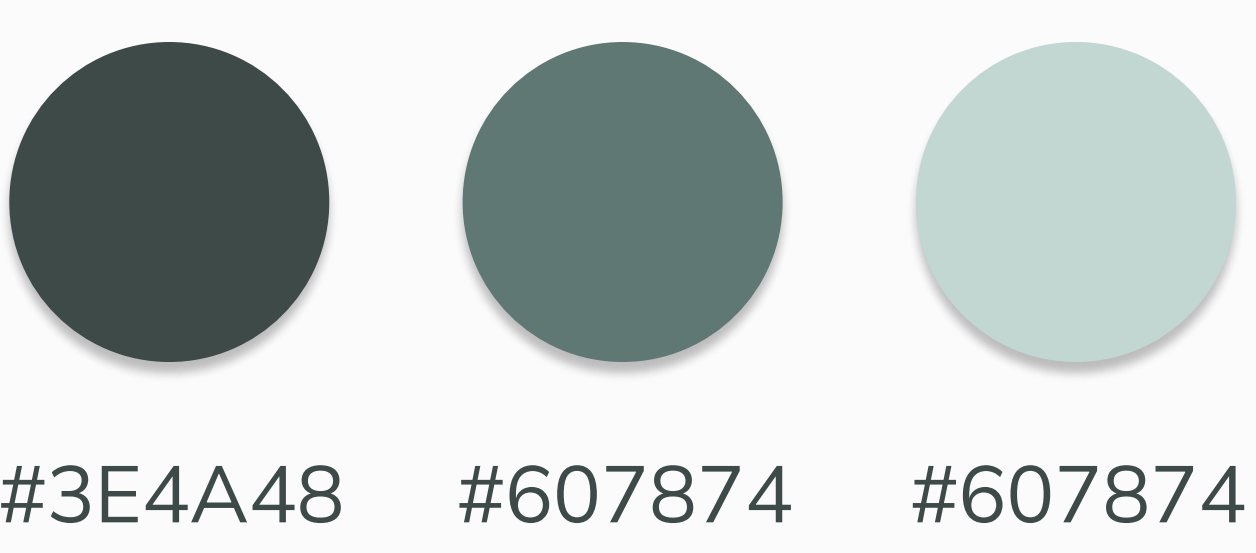
COLOR PALLETTE

I started choosing the main green as soon as I wanted the natural porpuse of this app to be visible. Accordingly to that I chose this orange to give more color. I thought that the both colors together were a nice combination and a good option to express natural feelings but also fun and simple. Ferthermore I decided to avoid pure black and pure white, for the same reason.

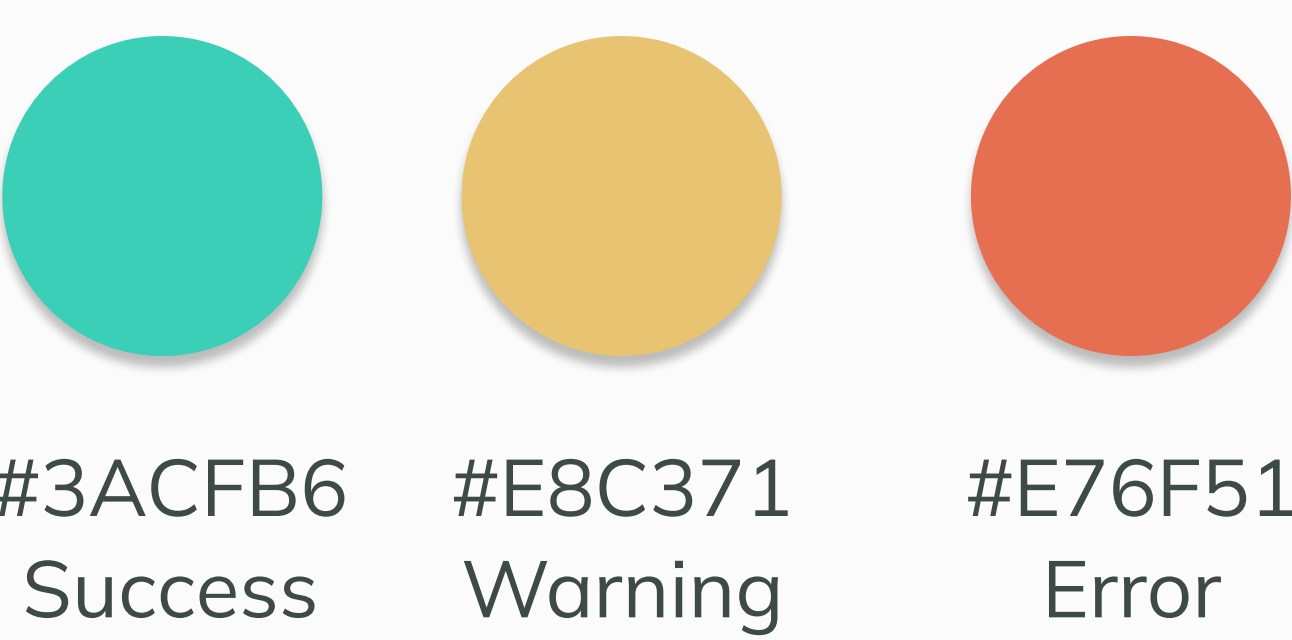
Brand Colors



Text Colors



State colors



Treéal

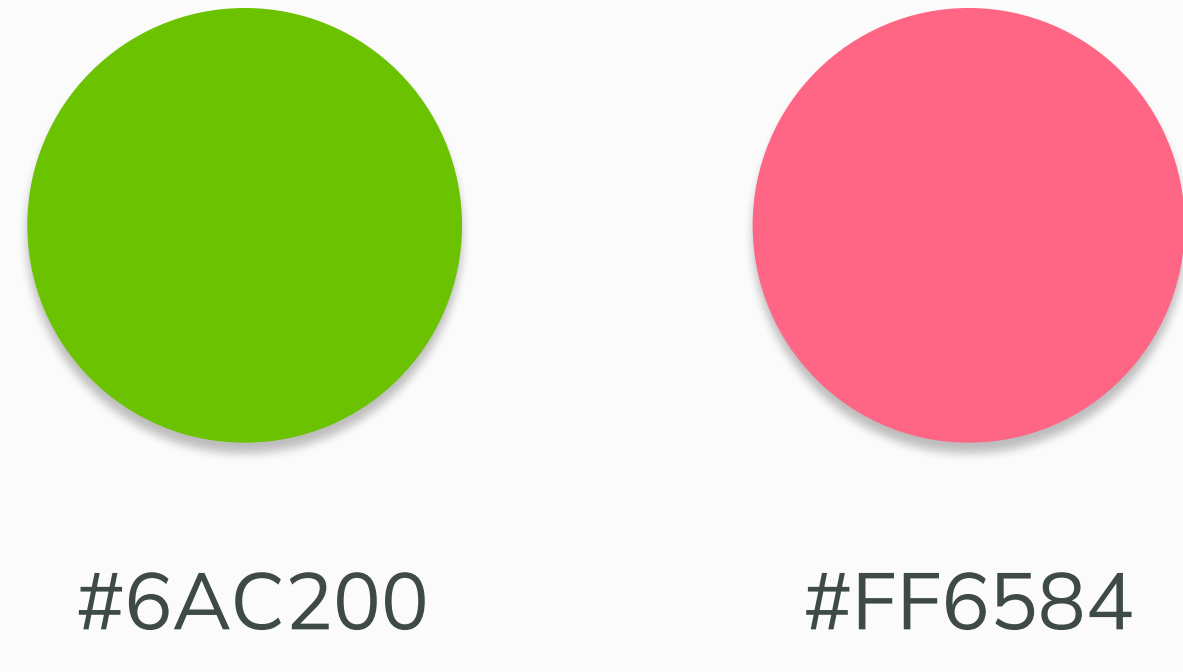
TYPOGRAPHY

As for the rest of the text I wanted to keep the style clean and simple. For the logo I chose **Poppins**. I think that this is a fun and plesing style, as much as the colors I choose for this application. In the Splash Screen I also choose to showcase a game of words using **Nunito** in a bigger version and **Handlee**.



The second and last is Nunito, I've been using this character because I wanted those two to represent the application with this rounded, soft and clean presence. Sizes and colors for each step are yet to be decided as this was my project for an hackathon lasted one weekend.

Brand Colors



Text Colors

