City Fruit

BRAND GUIDLINE

ZUO WANG

Mission Statement

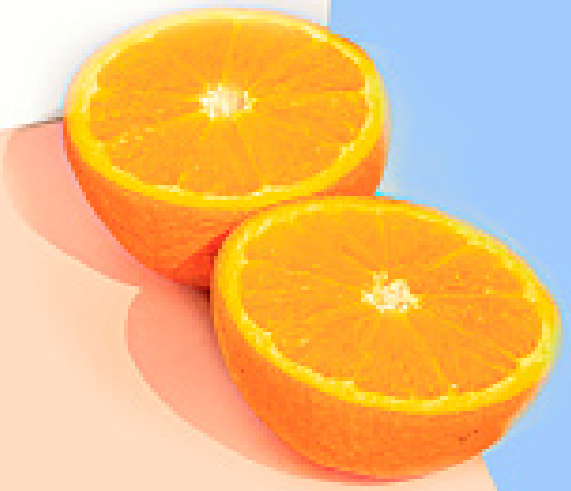
BACKGROUND

City Fruit was created to better utilize the urban orchard in Seattle. Some of the main missions of City Fruit are to increase access to fresh fruit, build connections within the community, and celebrate nature and fruits in an urban setting.
Some of the audiences include residents of neighborhoods in Seattle, volunteers and food bank consumers.

COMMUNICATION GOALS

Natural - the celebration of fruits
Playful - go outside and pick some fruits!
Youthful & Vibrant - provide the energy needed in an urban setting
Friendly - the emphasis on community

Logo



City Fruit

The logo conveys a feeling of vibrantness through the display typeface and the titled apple.
By using round corners, I further emphasized the feeling of playfulness and friendliness.
The simplicity of the design creates a sense of moderness.

City Fruit

Color

The color palette uses mostly warm colors to create a sense of friendliness.

The pink and the orange offer the feeling of excitement, virantness, and playfulness.

The balck and the white adjust the palette so that it doesn't look too busy.

Plain Black

Hex: #000000
RGB: 0 0 0
CMYK: 0 0 0 100

Dirty Brown

Hex: #633D03
RGB: 99 61 3
CMYK: 0 15 38 61

Light Pink

Hex: #F6A3A3
RGB: 246 163 163
CMYK: 0 33 33 4

Baby Orange

Hex: #FFBA88
RGB: 255 186 136
CMYK: 0 27 47 0

Grimy White

Hex: #E7E6E4
RGB: 231 230 228
CMYK: 0 0 1 9

Typography

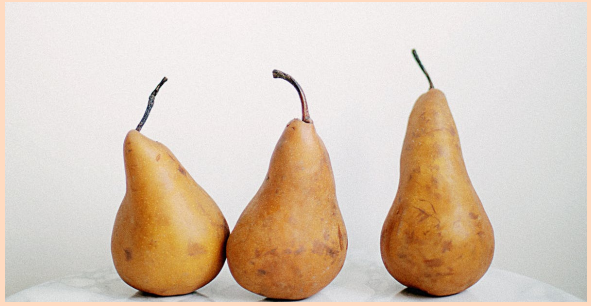
Carter One is used for headers. This display typeface conveys a sense of friendliness and playfulness. It also builds up a youthful tone to express vibrance.

Cormorant Garamond is used for paragrpah (body text) and captions. This font conveys a feeling of clean and modern, which complement Carter One headers. Cormorant Garamond also feels elegant and natural at the same time.

Typography

Header I	Carter One Regular	18px	Black
Header II	Carter One Regular	15px	Black
Paragraph	Cormorant Garamond Semibold	12px	Black
Caption	Cormorant Garamond Semibold	12px	Grey

Imagery & Visuals



The two images on the left are from city fruit's own website. They convey a feeling of natural and green in an urban setting.

The pear image is used to convey a sense of vibrance and cleanness. It helps fill the space of the information page (see in the next section).

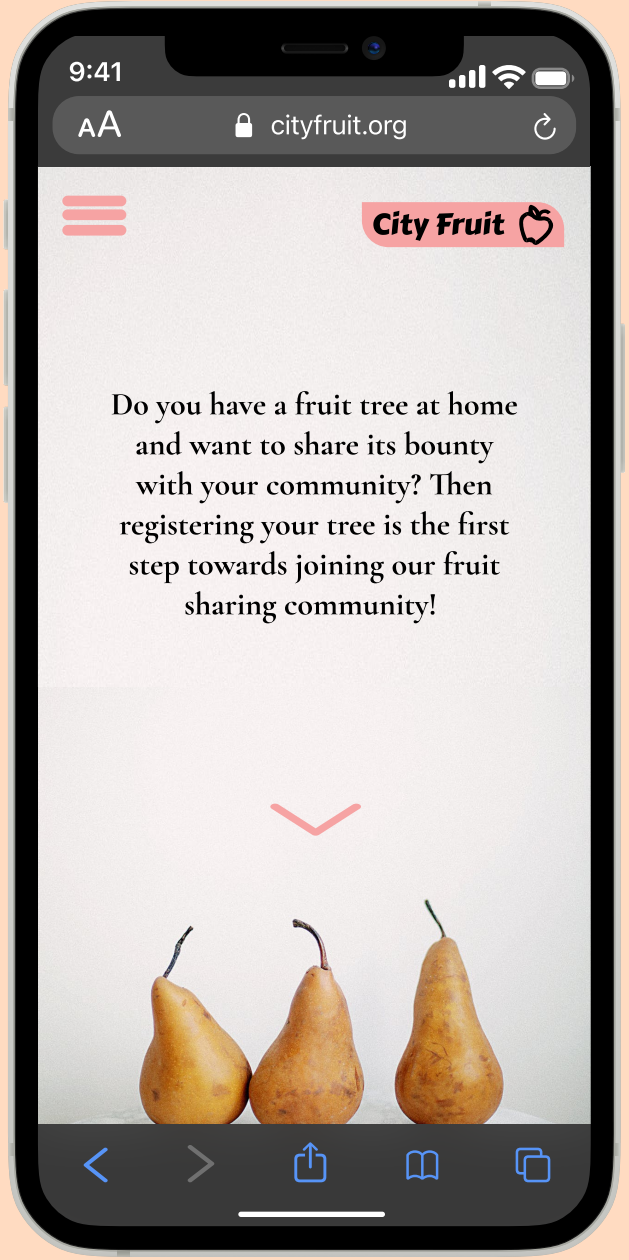
The visuals (social media icons and the apple) are used to emphasize friendliness and moderness.

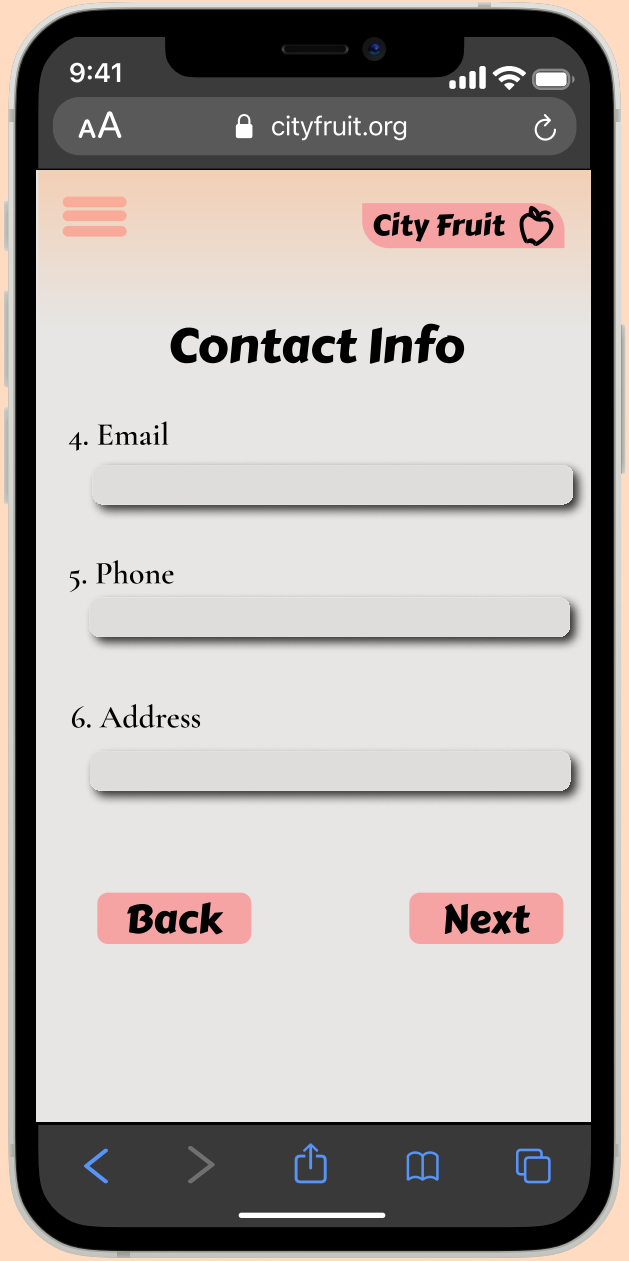
Mobile Flow:

Register a Tree

The original design of this task seems a little outdated. First of all, the users have to scroll down a lot of texts in order to get to the actual sign-up form. Secondly, everything is crammed together in the form and it seems condensed and intense. Thirdly, the sharp edges and the typeface make the design seem old and grumpy.

My redesign would separate long descriptions from the actual form, spread out the questions in the form, and improve the visual design. Specifically, to convey a feeling of playfulness and friendliness, I used rounded corners. By using bright colors and the display typeface, I further emphasized the feeling of young and vibrant.



Mobile Flow:

Register a Tree