



## **Brand Platform & Styling Guide**

## **Brand Platform**

Our brand platform makes up our applications image and is the foundation of how our customers think of and associate with our application.

## **Mission/Vision**

Connecting people with taste treats and like minded people. We provide an application that makes it easier to find bakeries and cafes in an area.

## **Brand Personality**

Sweet Treat motivation is to bring community and business together.

## **Brand Attributes**

Exciting, Flexible, Caring, and Personable

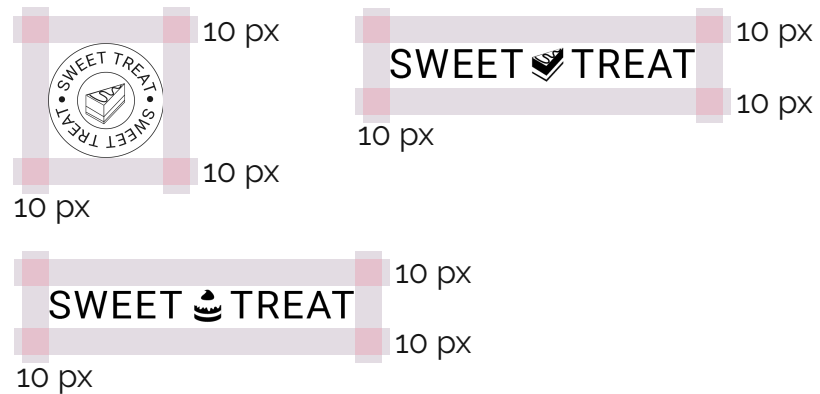
## Logo

When creating the Sweet Treat logo, the image of a pastry, along with text, was an important aspect of the logo. A cake was chosen as they're the most recognisable treat. Two styles of logos were created for different aspects and devices.

### Mobile Header



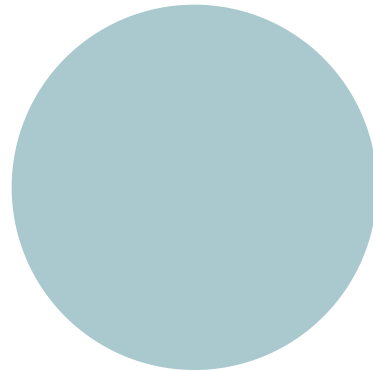
### Web Header



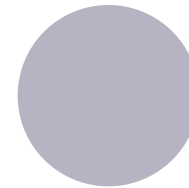
## Colour Palette

Inspiration for Sweet Treat's colour palette were taken from different bakeries. Most bakeries uses pastel or pale colours between browns to purples and blues.

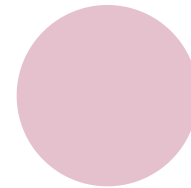
## Primary, Secondary, & Accent Colours



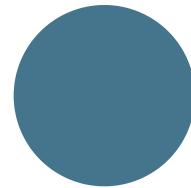
Pastel Blue  
#AAC9CE



Pale Purple  
#B6B4C2

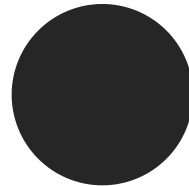


Dusty Pink  
#E5C1CD

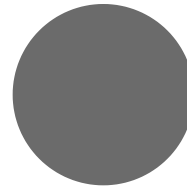


Dark Blue  
#44758D

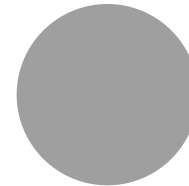
## Grey Colour



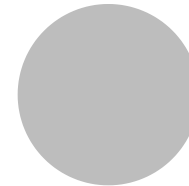
Raisin Black  
#262626



Dim Grey  
#6B6B6B



Grey  
#9F9F9F



Pale Grey  
#BDBDBD

## Typography

The typography chosen for Sweet Treat is a well known font and an industry standard font. Roboto is a legible font due to its sharp designs and high contrast.

### Font Family

Roboto

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

### Header and Body

**This is the Title Size & Weight 30px, Bold**

**This is the Header Size & Weight 24px, Medium**

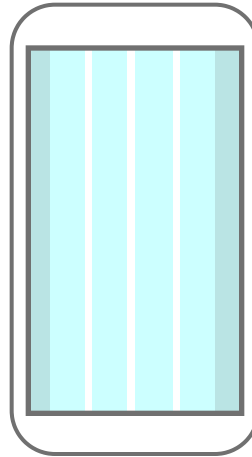
This is the Body size and weight, 13px, Regular

This is the Error and Success Message size and weight, 10px, Medium

## Grid

For the Sweet Treat app to have organised content a grid was set up to keep objects align.

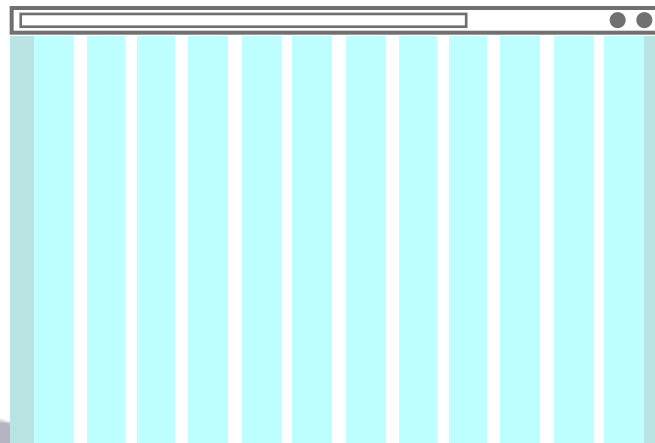
### Mobile Device



**4 Column**

12px Gutter

### Desktop



**12 Column**

20px Gutter

## Icons

The Sweet Treat icons are kept simple. The colours are the primary accent colour and a shade of grey to keep attention on the content.

## Style



Map



Feed



Favoruite



Profile



Message



Setting



Want  
(Flagged)

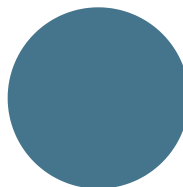


Search



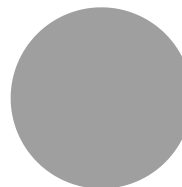
Camera

## Colours



Dark Blue

#44758D



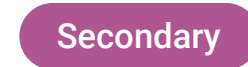
Grey

#9F9F9F

## UI Elements

Sweet Treats UI elements are kept simple and use the accents colours to make them stand out.

### Buttons

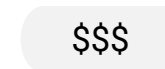
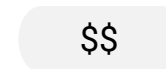
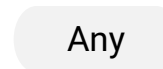


[Link](#)

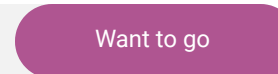
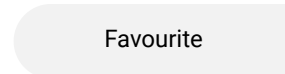
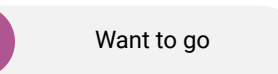


[Tapped](#)

### Group Buttons



### Slide Buttons



### Button Icons

#### Active



#### Activated





## Imagery

Sweet Treats imagery are a mix of photography and illustrations. Illustrations show up on different page banners, while the rest of the images will be supplied by the user or bakeries. The different size images are found throughout Sweet Treat for different pages

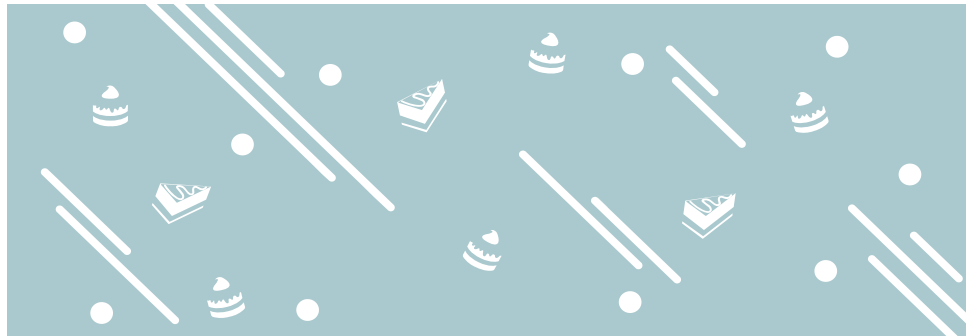
### Banners



User Profile Banner



Store banner



App banner

### Images



Store page



Users image post



Map page recommended

## UI Elements

Sweet Treats UI elements are kept simple and use the accents colours to make them stand out. The form and text box are kept minimal to keep attention on the text input. The forms are spread out to be able to fit any error or success messages needed

## Forms & Text Box

Username or Email

email@email.com

Password

\*\*\*\*\*

**\*Error message displays here**

Lorem ipsum dolor sit amet, conse ctetur

## Imagery Size

List of pages each image sizes in used on and what they're used for:

Feed-Images which the user & other users post  
Store- Images of the bakery displayed on search results & bakeries page

Profile- Images which the user has shared displayed on their profile

Map- Image of a bakery which is being recommended to the user on the map page

### Square Images

100 x 87px

**Users posts**  
**Bakeries photos**

90 x 85px

**Users posts**  
**(Profile Page)**

100 x 71px

**Map**

### Circle Images

28 x 28px

**Bakeries photos**  
**Profile photo**

56 x 56px

**Bakeries photos**  
**Profile photo**

112 x 112px

**Profile photo**

## Monochrome and white out

When creating the Sweet Treat logo it was important to take into account the different colour backgrounds it may appear on.

SWEET  TREAT



SWEET  TREAT

SWEET  TREAT

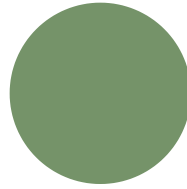


SWEET  TREAT

## Denotive Colours

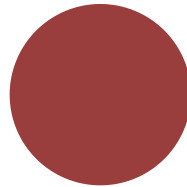
Denotive colours are used to show the user different states between Success, Error and Disable.

### Success Colour



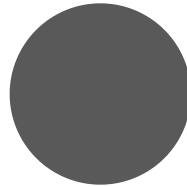
Russian Green  
#759369

### Error Colour



Smoky Topaz  
#993E3D

### Disable Colour

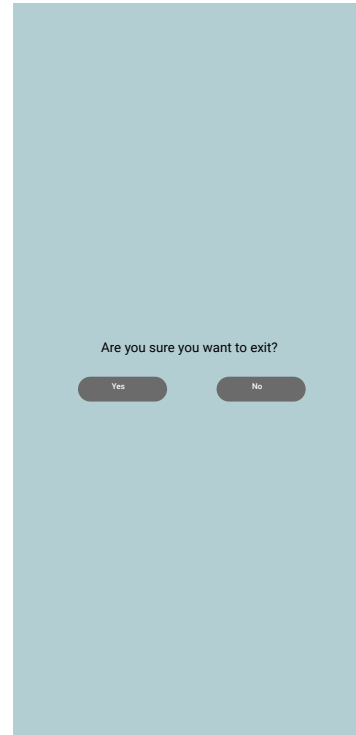


Davy's Grey  
#595959

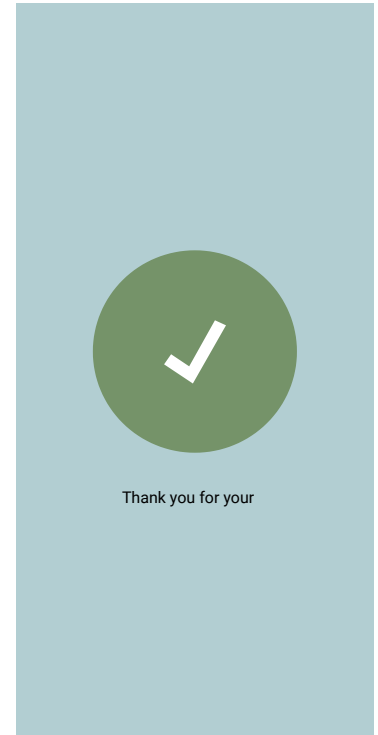
## UI Elements

These are to be used to give the user feedback on the action they are taking. A conformation message to ask the user if the action they are taking is the one they want. Success message to give the user feedback that the action was successful.

### Conformation Message



### Success Message



## High Contrast & Low Contrast

When selecting the colour palette for Sweet Treat it was important to take into account the different background these colours could be placed on.

### Primary & Secondary

Pastel Blue

#AAC9CE

Pale Purple

#B6B4C2

Dusty Pink

#E5C1CD

### Accent

Dark Blue

#44758D

### Success, Error, & Disable

Russian Green

#759369

Smoky Topaz

#993E3D

Davy's Grey

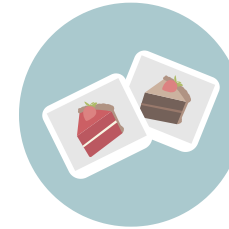
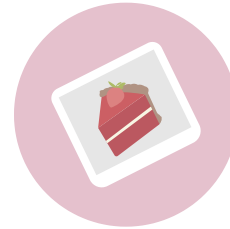
#595959



## UI Elements

As the user navigates through Sweet Treat they will earn achievements for completing different task or for using the app.

### Achievement



### Star Rating Size



Displayed on the bakeries page & Add a review page



Displayed on users reviews



Displayed on the Map recommended bakeries element

### Rating System



Original



Filled Out