



LOGO

PRIMARY

JustCookIt

Find a Chef. Ask a Chef.



VARIATIONS



JustCookIt

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COLOUR

PRIMARY COLOURS

TOMATO RED #D82038
Used for main functionality such as the status bar, menu bar, search bar area, and active buttons.

DEEP BLUE #253F58
Used for secondary elements such as icons, tags, and cards.

SECONDARY COLOURS

DEEP RED #C21C32
Used to complement the Tomato Red.

LIGHT BLUE #C1E6E7
Used sparingly, mostly to complement the Deep Blue.

OTHER COLOURS

GRADIENT RED #D82038, #B11A2E
Used in the app logo and in some illustrations or backgrounds to add texture.

MUDDY ORANGE #C94318
Used to indicate a negative or error status.

BLACK #1AC60E
Used for body copy and most headings.

LIGHT GREY #E9EBEE
Used in some elements to complement the Deep Red or Tomato Red.

GREEN #1AC60E
Used to indicate a positive status.

DARK GREY #888888
Used in some headings.

TYPOGRAPHY

FONT FAMILY: POPPINS

Types	Size (pt)	Weight Options
Heading 1	26	Bold
Heading 2	22	SemiBold
Heading 3	20	SemiBold
Heading 4	16	SemiBold Medium
Body 1	14	Regular
Subtitle 1	14	SemiBold
Subtitle 2	12	SemiBold Medium Regular

FORM FIELDS

Inactive Text Input

Full Name
Full name

Successful Input

Full Name
Annie Lin

Error Input

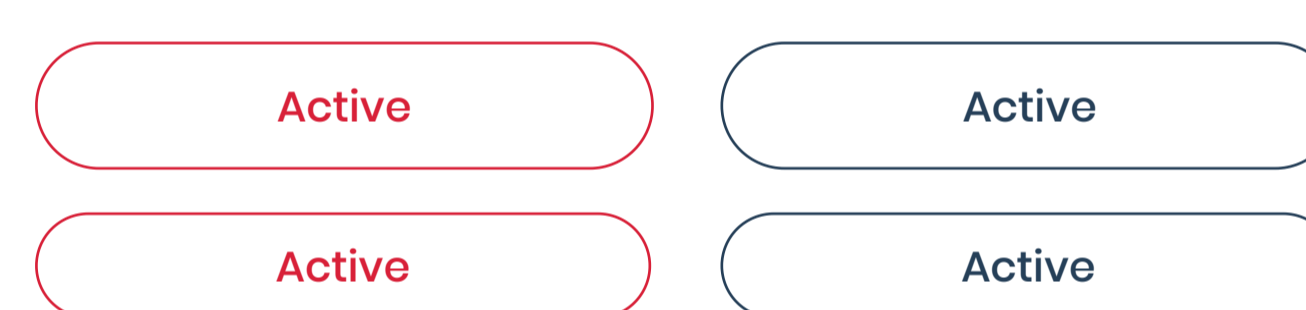
Password
.....
Password needs at least 1 number

BUTTONS

PRIMARY BUTTONS



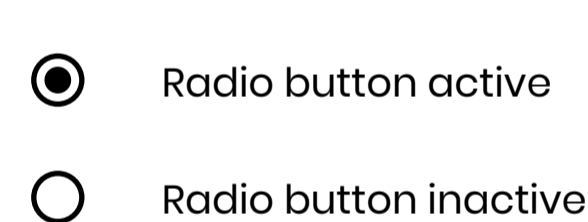
SECONDARY BUTTONS



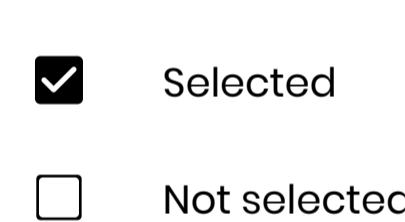
TOGGLE



RADIO BUTTON



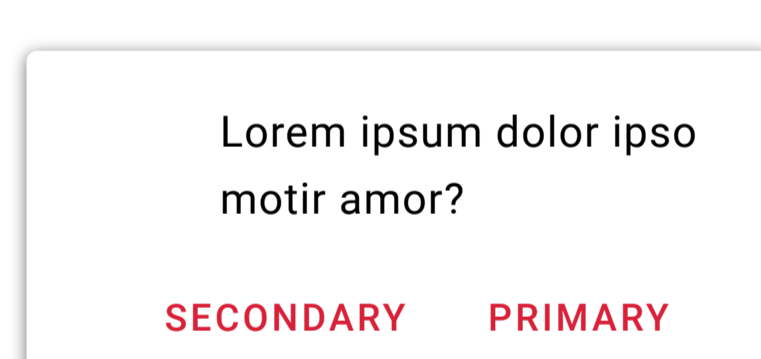
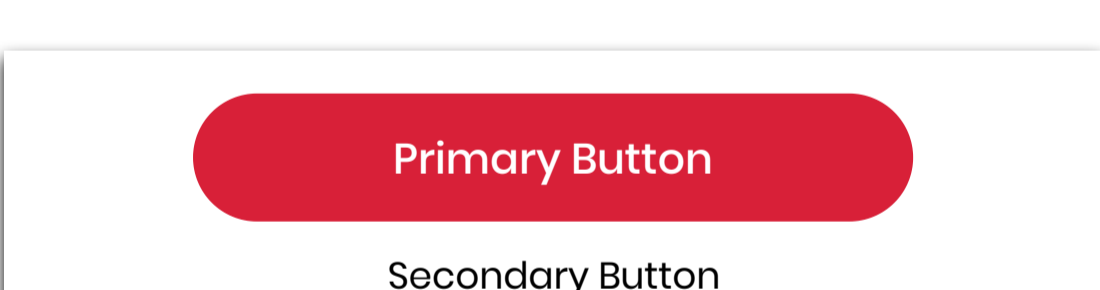
CHECKBOX



TAGS



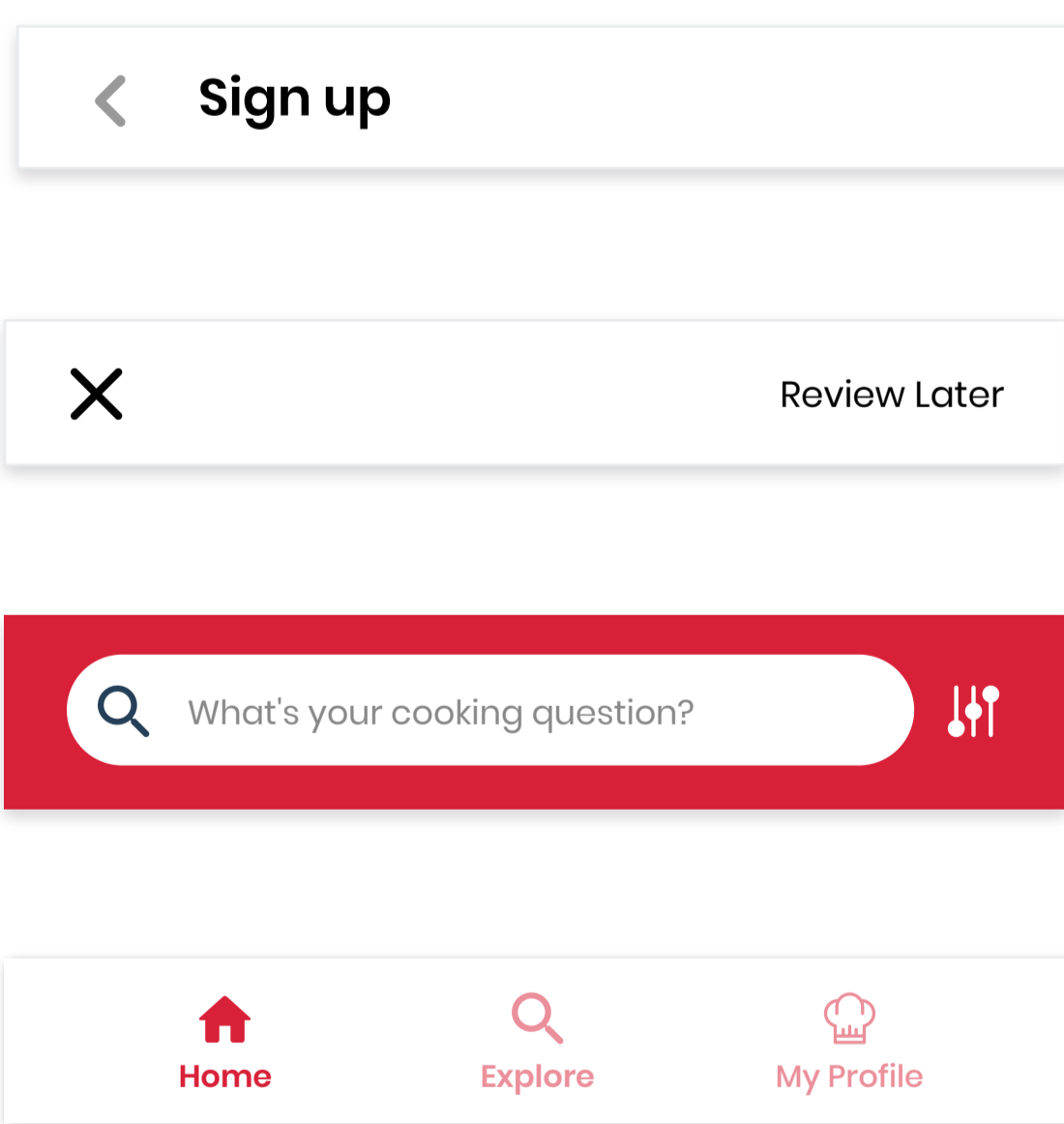
BUTTON SETS



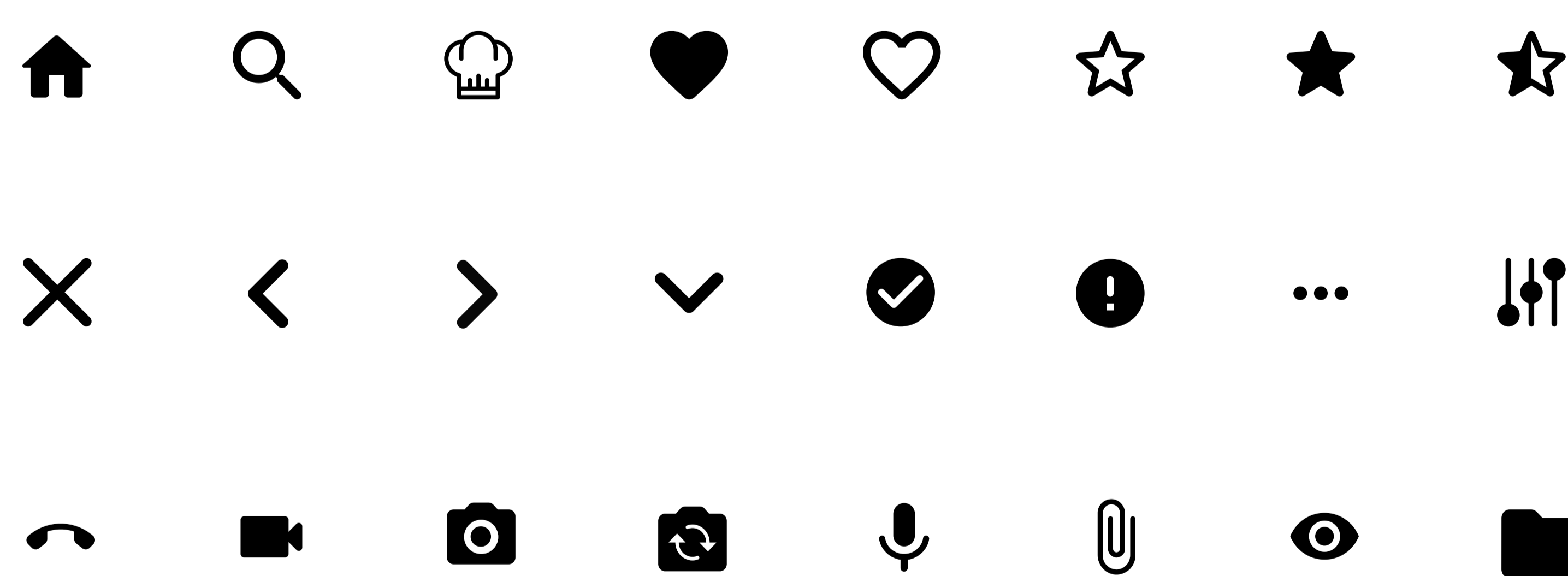
Inactive Active



TOP / MENU BAR



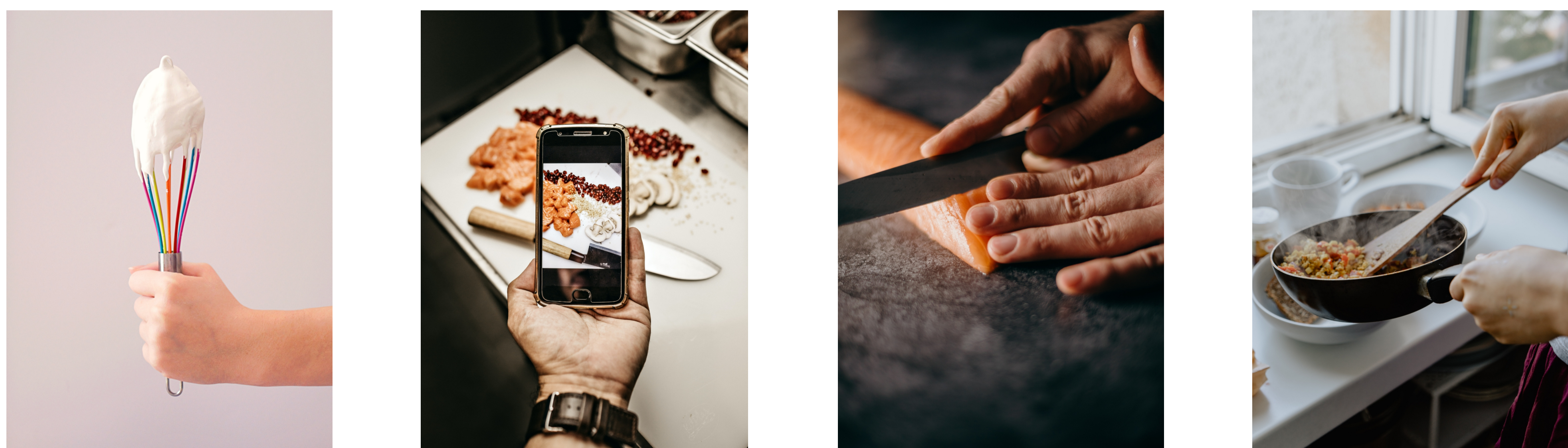
ICONOGRAPHY



IMAGERY

ONBOARDING IMAGES

Onboarding images uses modern, clear, and powerful photographs that focuses on a person's hand engaging in a cooking related task. This is to bring attention to the food and activity of cooking.



CHEF CATEGORY IMAGES

Chef categories can be divided into four categories: cuisine, diet type, technique or tool, and occasion.

Chef category images uses clear photography that zooms in on the category theme. This is to bring attention to the particular category.

