



FEASTLY

CAPSTONE PROJECT

BRAND GUIDELINES

Feastly is your go-to hub for all things culinary. Combining recipe discovery, social engagement, and artificial intelligence, Feastly offers users a rich, personalized experience wrapped in a clean, user-friendly interface. It's designed to enhance the culinary experience by combining recipe management, and social interaction.

BRAND GUIDELINES

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CONCEPTS

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TEAM LEADS

Product Owner *Roger Li*

Scrum Master *Samrat Gautam*

FRONTEND

Art Lead & Dev *Sahil Modi*

Designer *Troy Bello*

Developer *Samrat Gautam*

Developer *Duru Michael*

BACKEND

Lead & DB *Ridham Elhance*

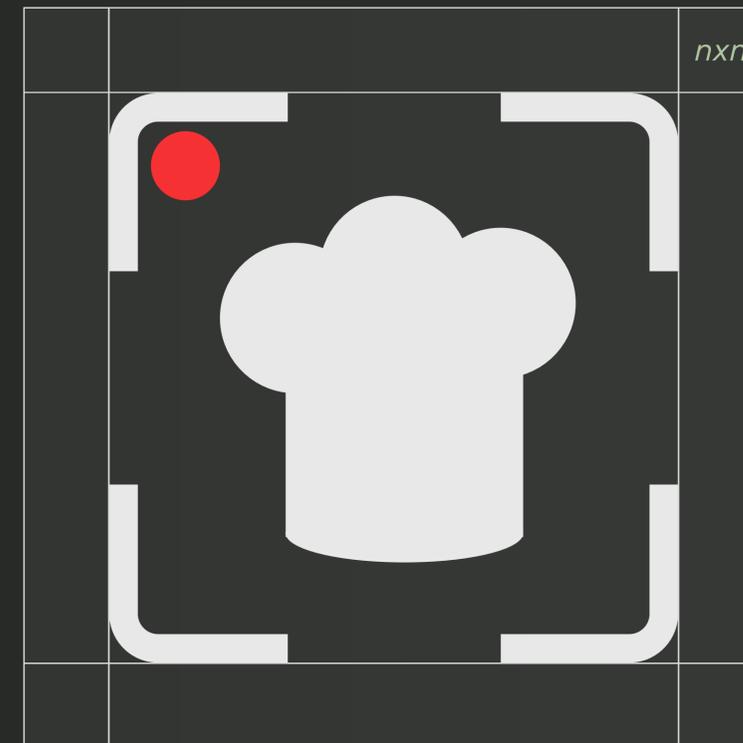
API Setup *Abdelgelil Mohamed*

LOGO

Please use the appropriate logo color combination depending on the background color. Ensure at least a AA level for WCAG guidelines.



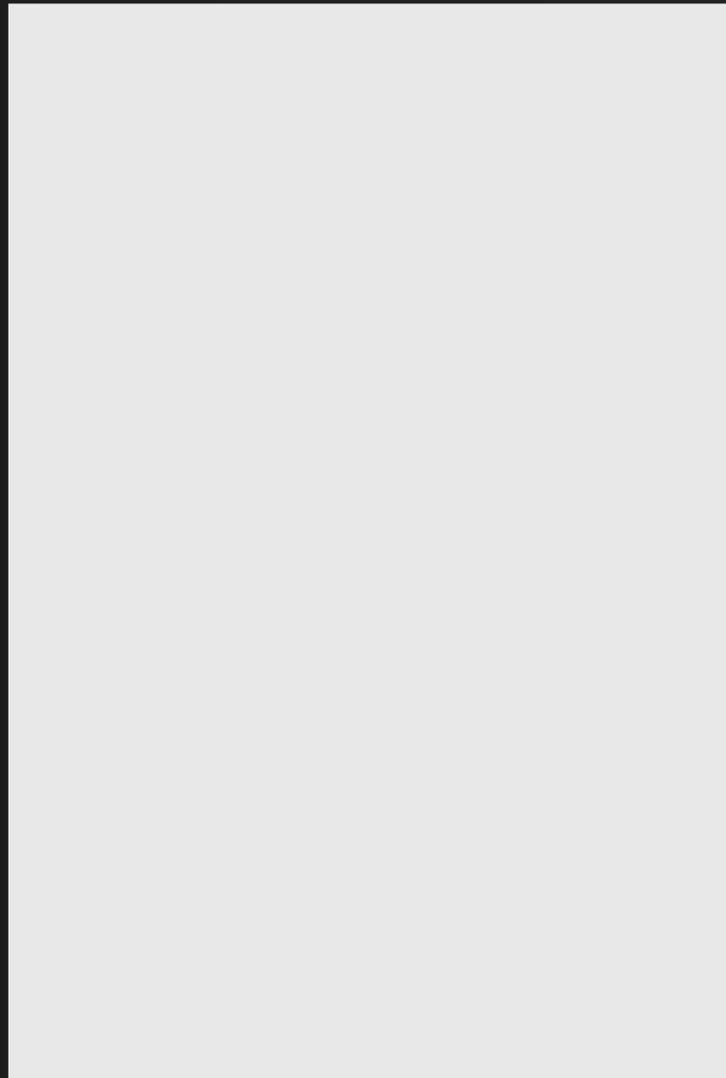
MARGIN



$$n = (\text{logo box}) \times 0.15$$

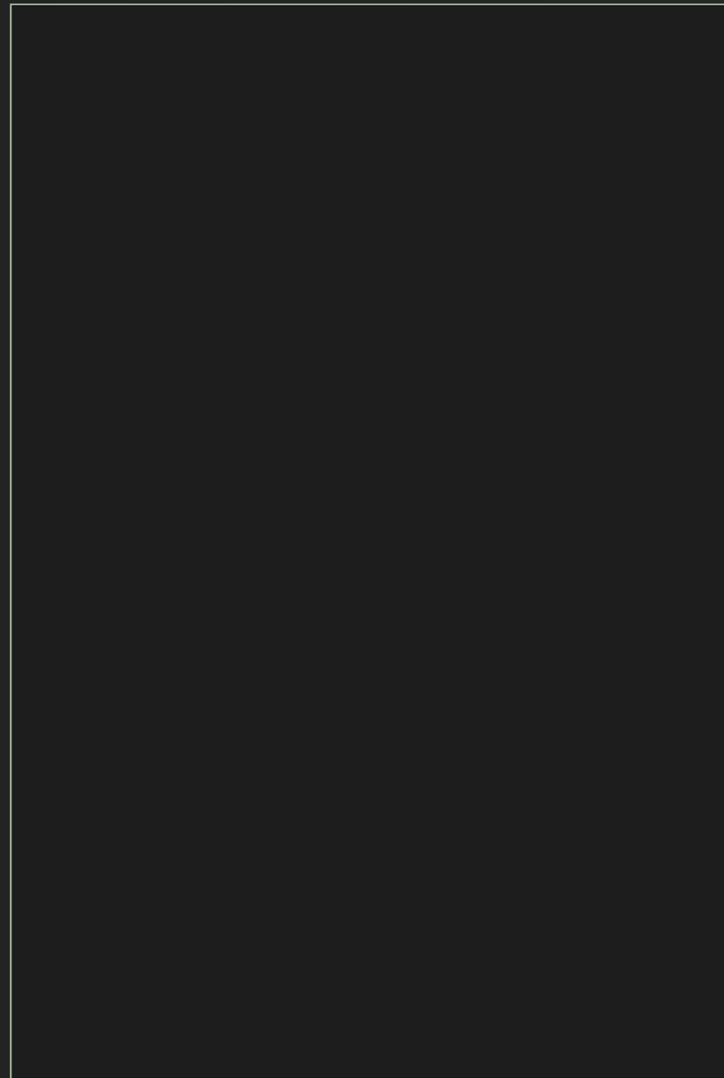
COLOURS

Base Colour



#E9E9E9

Text Colour



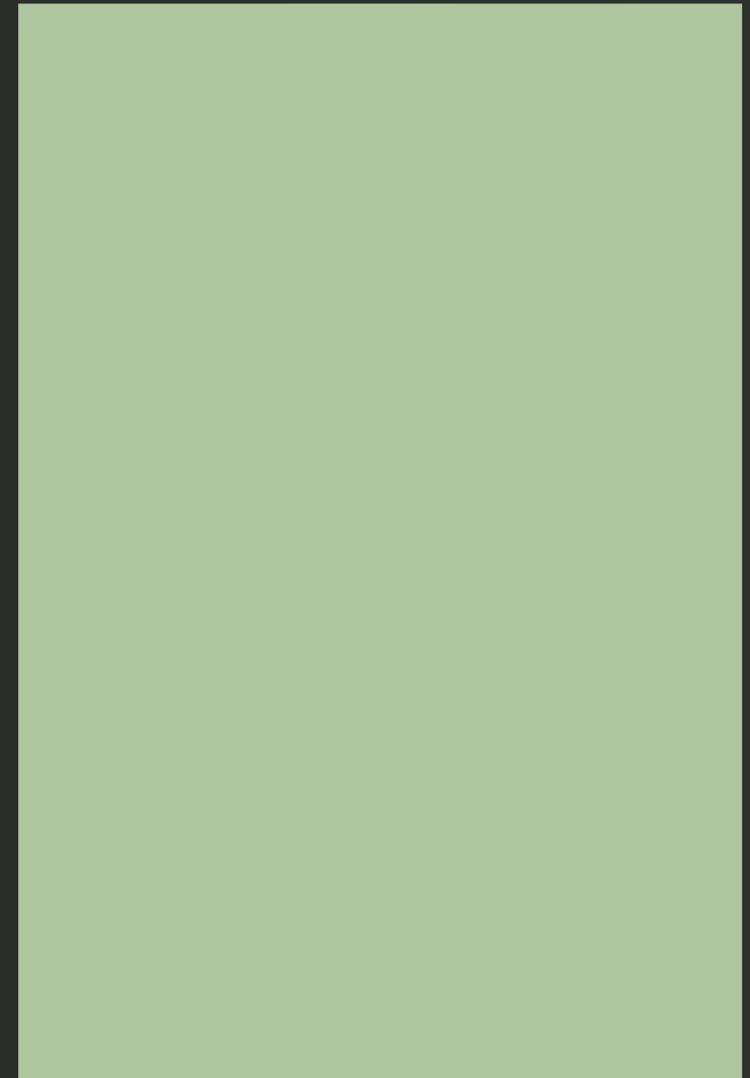
#1E1E1E

Attention Colour



#1E1E1E

Highlight



#E9E9E9

FONTS & SIZES

The primary font-family used within Feastly’s media is “**Work Sans**”. The font is fully utilized, from “Regular” to “Black”, and italics may be used where appropriate. The use of “Light”, “Extra-Light”, and “Thin” variations are discouraged as to keep the readability high for accessibility reasons.

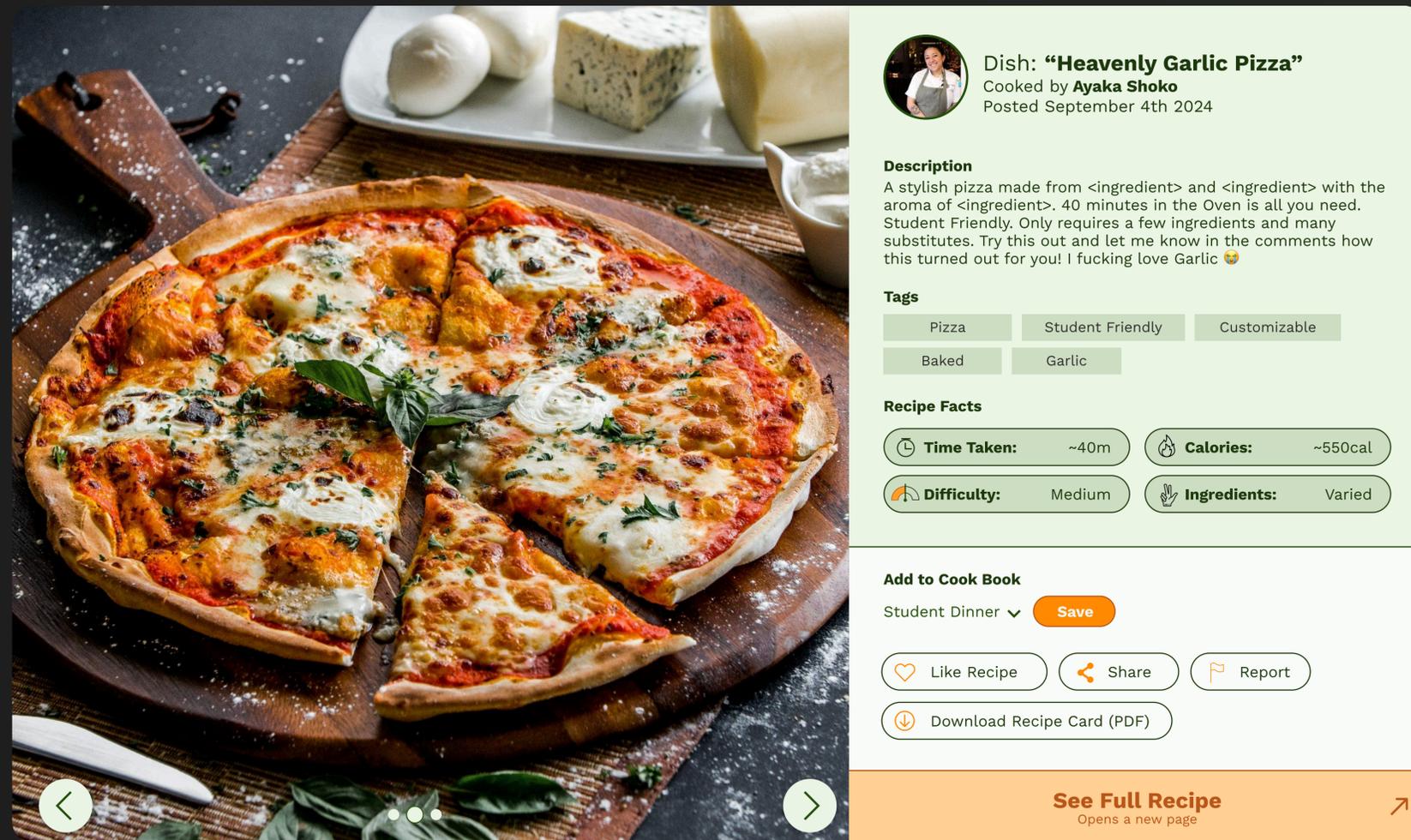
SIZE

Size (rem)	Use Case
0.75	<i>Paragraph Text</i>
1.00	<i>Heading 4</i>
1.25	<i>Heading 3</i>
1.50	<i>Heading 2</i>
2.00	<i>Heading 1</i>
3.00	<i>Hero</i>

FONT - “Work Sans”

Work Sans	Use Case
Regular	<i>Paragraph Text</i>
Medium	<i>Heading 4</i>
Semi-bold	Heading 3
Bold	Heading 2
Extra Bold	Heading 1
Black	Hero

REACT CARD CONCEPT - DESKTOP

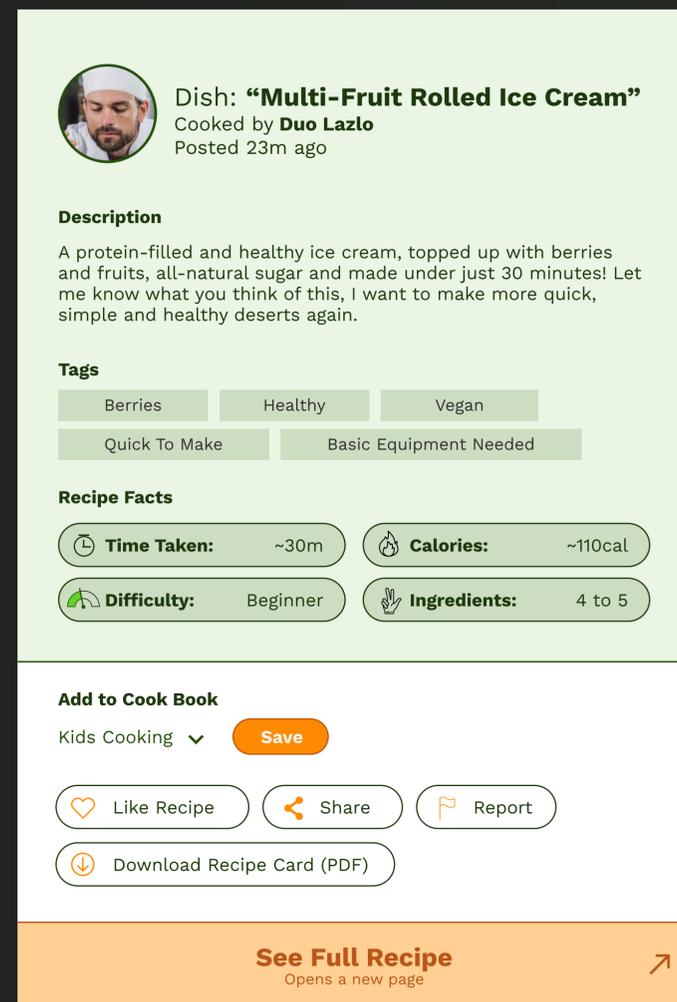
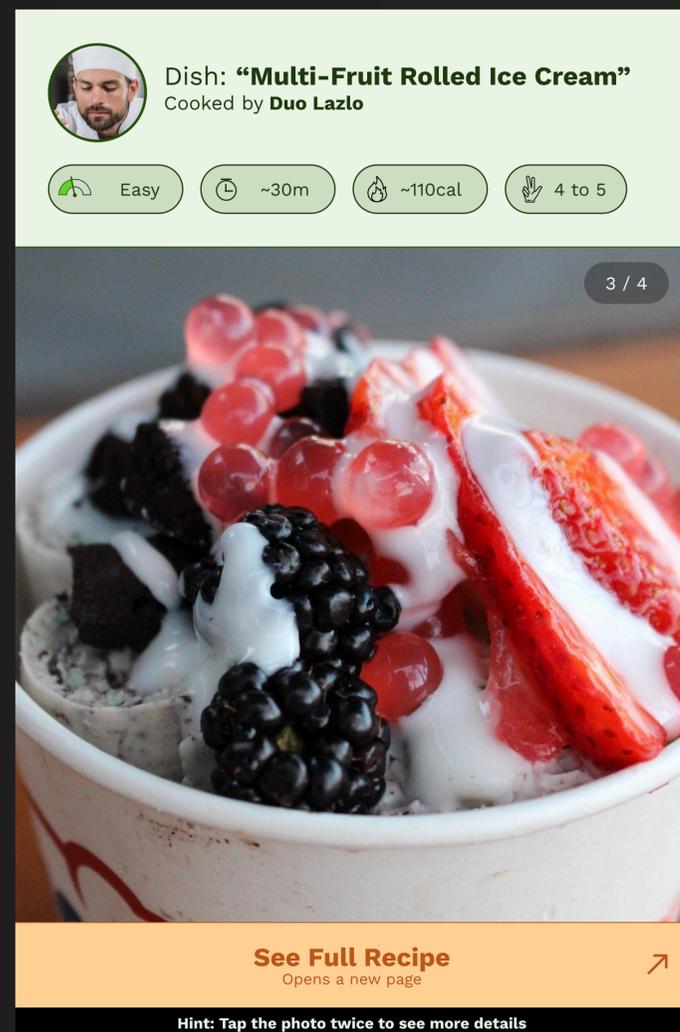


FEATURES

- 1 PERSONALIZATION
- 2 ALL INFO IN ONE PLACE
- 3 QUICK INFORMATION
- 4 VISUALLY COMFORTABLE
- 5 CAROUSEL OF IMAGES

The desktop version of the card offers all the information in one spot. The left side holds the carousel of images, whilst the right side is sectioned into various information that was requested from our 80+ answer survey feature request question.

REACT CARD CONCEPT - MOBILE



BENEFITS

- 1 QUICK INFORMATION
- 2 SCROLLABLE FEED
- 3 OPTIONAL MORE INFO
- 4 NO INFORMATION LOSS
- 5 EASY ON THE EYES

The mobile version at first looks like a toned down version, however, it holds the exact same information as the desktop version. The advantage here is that with a scrolling feed, it is easier to digest an image with a few recipe facts than all the backplate information all at once.

DISCOVERY PAGE CONCEPT

Your Discovery

Browse for inspiration or filter to find the best recipes for your taste, style, or diet.

This Week's Popular Categories



Chicken



Side Dishes



Main Courses



Make Ahead



Vegetarian Friendly

Discover More

 Filters

 **Multi-Froot Pancakes**
by Swa :)



See Full Recipe 

 **Random Food**
by Someone



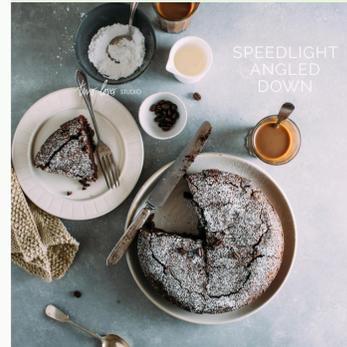
See Full Recipe 

 **Literally Lemons**
by Lemon64!



See Full Recipe 

 **Something**
by Swa :)



See Full Recipe 

 **Pizza**
by Yipee



See Full Recipe 

 **Pink Shit**
by pinkshit1



See Full Recipe 

 **Multi-Froot Pancakes**
by Swa :)



 **Random Food**
by Someone



 **Literally Lemons**
by Lemon64!



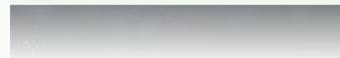
 **Something**
by Swa :)



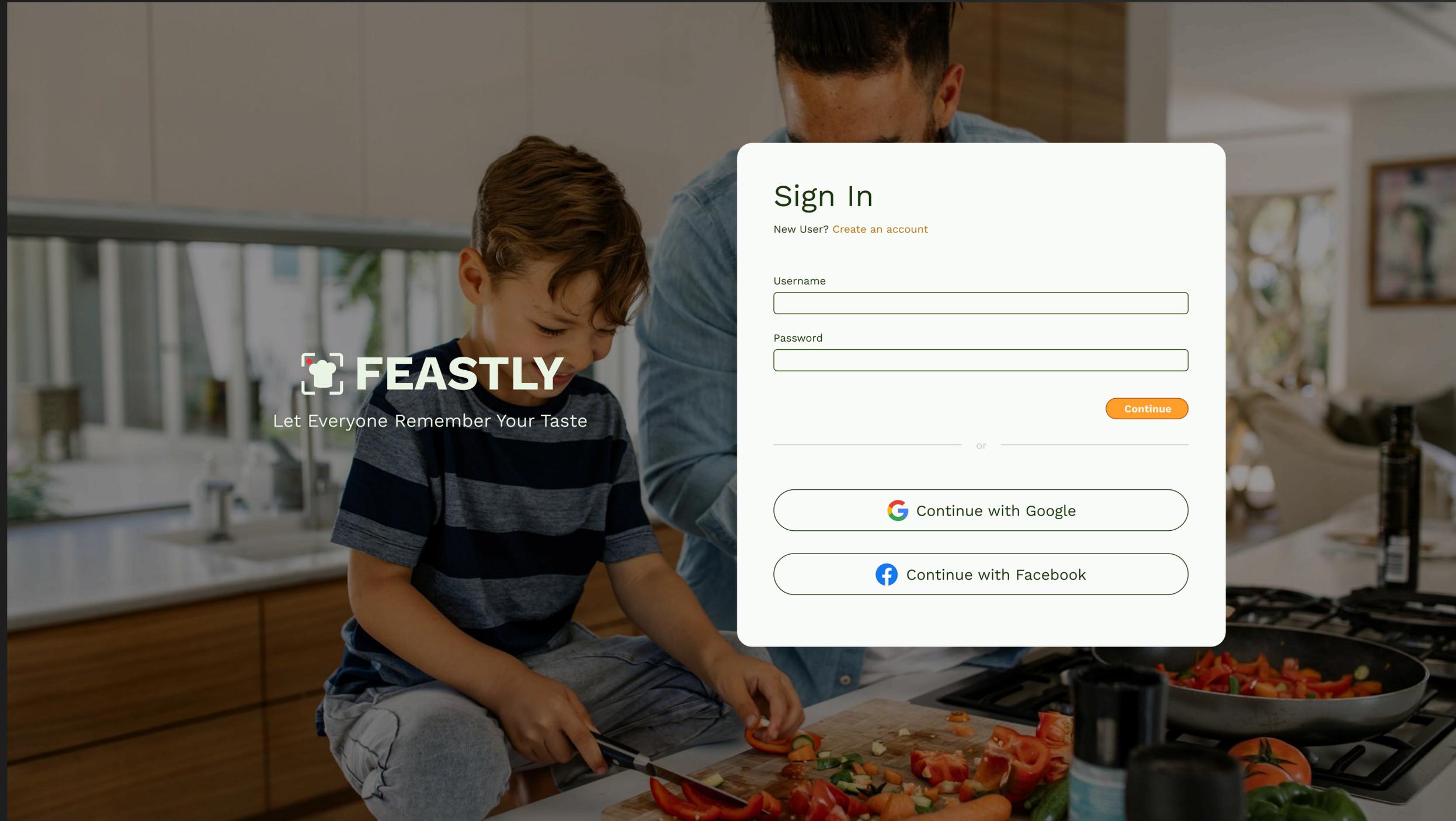
 **Pizza**
by Yipee



 **Pink Shit**
by pinkshit1



SIGN IN PAGE CONCEPT



 **FEASTLY**

Let Everyone Remember Your Taste

Sign In

New User? [Create an account](#)

Username

Password

Continue

or

 Continue with Google

 Continue with Facebook