

Fridge Witch

TEKO

Title I 37 pt, regular

SEGOE UI

Heading I 18 pt, bold

Paragraph I 18 regular

Label I 15 pt, regular



Since quantities are stated within the instructions, take care of using short sentences and simple wordings. So that everybody can follow with ease.

02

COLORS

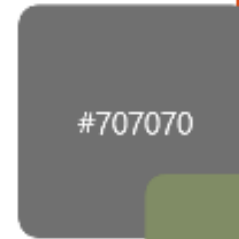
DOMINANT



The white background lets the app appear structured, combined with the darker text to ensure readability.

Primarily used to highlight icons or buttons. Cause they are meant to push the motivation. And evoke joy about having gained the ability to prepare healthy food on your own. The ingredients, by the way, are often colored red or green so that the palette helps keeping the app pleasant to look at.

SUPPORT



ACCENT

03

IMAGERY & ICONS



- > High quality flatlays which transfer the impression of being taken during the process itself. To support the user feeling guided.

MAIN FEATURES



04

UI ELEMENTS

Article
Having a barbecue with friends



CARD

LOGIN

LOGIN

HOVERED

LOGIN

CLICKED

BUTTONS



LABEL

ALREADY HAVE AN ACCOUNT?
terms & conditions

HYPERLINKS

E-MAIL

INPUT FIELD



SELECTOR