



Recipeland: Master User Interface (UI) Styleguide

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A styleguide is a small part of a design system that consists of a set of rules regarding branding and the visual style of products. It is a low level of abstraction of a design language.

This styleguide is a resource for designers, product managers, and developers providing a common language around Recipeland's essential user interface (UI) elements. It's used to maintain modular front-end code and visual consistency across all its website pages.

Keywords that describe the brand, identity, and website are the prime “building blocks” that establish it’s unique persona and creative direction.

Brand keywords

Fun

Personable

Tasty

Muted

Natural

Organic

Delicious

Yummy

Identity keywords

Casual

Personable

Legible

Bubbly

Characteristic

Fluid

Timeless retro

Icing

Website keywords

Easy-to-make

Personalizable

Recipes

Sharing

Social

Crowdsourcing

Simple

Yummy

User-focused

Easy-to-use

Useful

Cookbook

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Urna sed ornare cursus mauris faucibus mattis nullam. Ultricies nulla feugiat et id. Sapien vehicula.

Label

Recipeland

Icon



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Primary

Recipeland



Secondary

Recipeland



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Primary

Orange

#40BF20
64-191-32

Chocolate

#40BF20
64-191-32

Secondary

Pink Icing

#40BF20
64-191-32

Blue Icing

#40BF20
64-191-32

Creme

#40BF20
64-191-32

Tints

Orange 30%

#40BF20
64-191-32

Orange 20%

#40BF20
64-191-32

Chocolate 30%

#40BF20
64-191-32

Chocolate 20%

#40BF20
64-191-32

Pink Icing 30%

#40BF20
64-191-32

Pink Icing 20%

#40BF20
64-191-32

Blue Icing 30%

#40BF20
64-191-32

Blue Icing 20%

#40BF20
64-191-32

Text

Orange

#40BF20
64-191-32

Chocolate

#40BF20
64-191-32

Dark Chocolate

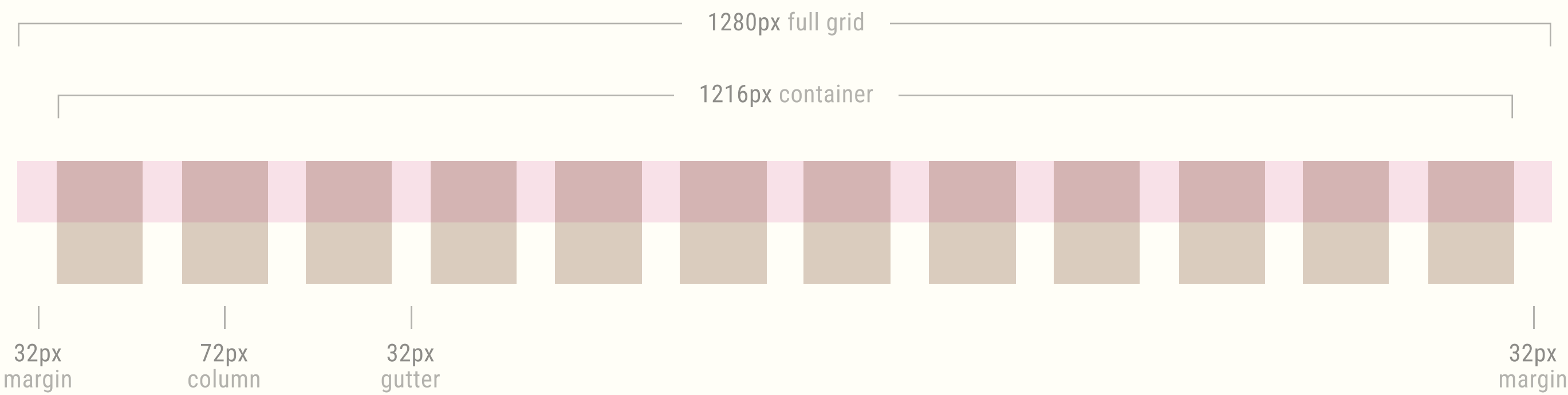
#40BF20
64-191-32

Creme

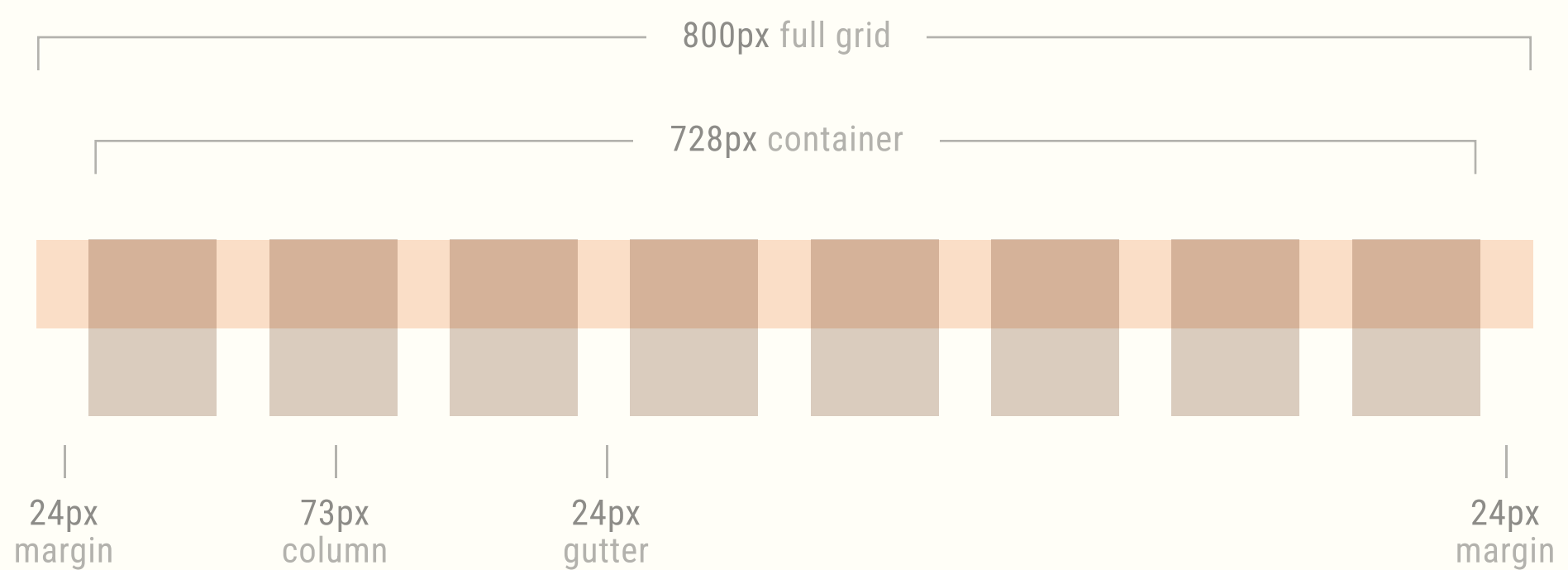
#40BF20
64-191-32

The responsive layout grid adapts to screen size and orientation, ensuring consistency across layouts. The desktop has 12 columns grid system, the tablet has 8 columns, and the mobile has 4 columns.

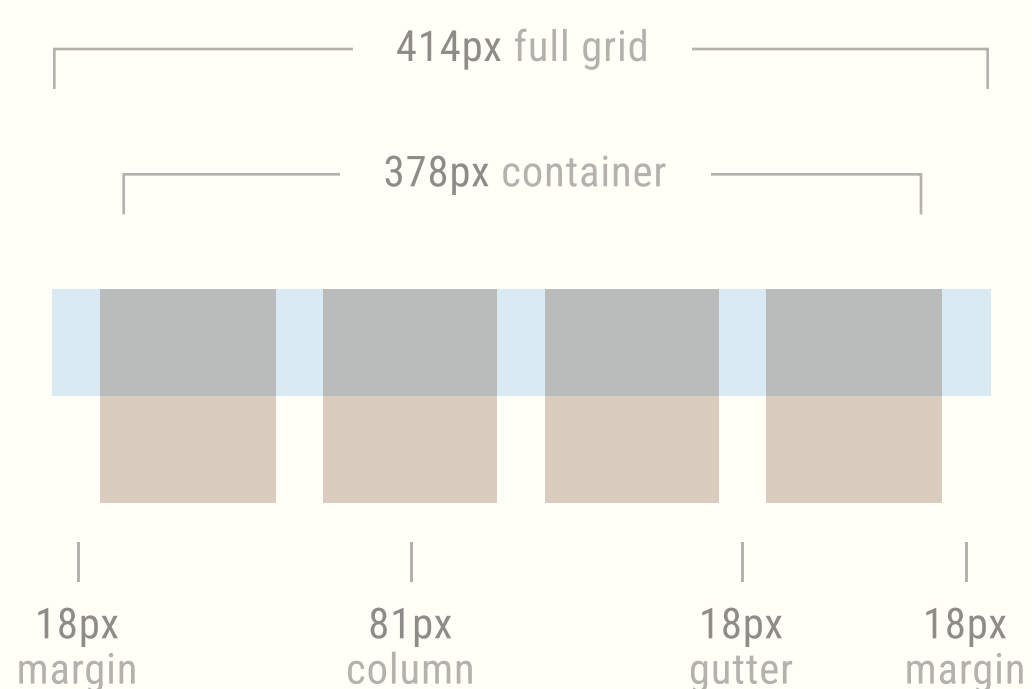
Desktop



Tablet



Mobile



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Urna sed ornare cursus mauris faucibus mattis nullam. Ultricies nulla feugiat et id. Sapien vehicula.

Fonts

Weight	Name
400	Roboto Sans
300	Roboto Sans Light
200	Roboto Sans Thin
700	<i>Roboto Sans Italic</i>
700	<i>Roboto Sans Light Italic</i>
700	<i>Roboto Sans Thin Italic</i>
700	Playfair Display Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Urna sed ornare cursus mauris faucibus mattis nullam. Ultricies nulla feugiat et id. Sapien vehicula.

Defined styles

	Font	Weight	Size	Tracking
Title 1	Roboto Sans	Light	56px	-2%
Title 2	Roboto Sans	Thin	48px	-2%
Title 3	Roboto Sans	Light	42px	-1%
Header 1	Playfair Display	Bold	32px	0%
Header 2	Playfair Display	Bold	24px	0%
Header 3	Playfair Display	Bold	18px	0%
Subhead 1	Roboto Sans	Regular	24px	0%
Subhead 2	Roboto Sans	Regular	18px	0%
Subhead 3	Roboto Sans	Regular	16px	1%
Subhead 4	Roboto Sans	Regular	14px	2%
Deck 1	Roboto Sans	Light	20px	0%
Deck 2	Roboto Sans	Light	18px	0%
Deck 3	Roboto Sans	Light	16px	1%
Deck 4	Roboto Sans	Light	14px	2%
Button large	Roboto Sans	Regular	16px	1%
Button small	Roboto Sans	Regular	12px	1%
Body text large	Roboto Sans	Light	16px	1%
Body text	Roboto Sans	Light	14px	2%
Body text small	Roboto Sans	Light	12px	2%
Body text tiny	Roboto Sans	Light	11px	3%

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Urna sed ornare cursus mauris faucibus mattis nullam. Ultricies nulla feugiat et id. Sapien vehicula.

Deck 1

20px size / 120% leading / 0% tracking

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Deck 3

16px size / 130% leading / 0% tracking

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Body text large

16px size / 130% leading / 1% tracking

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam lacus, elementum nunc nullam metus, commodo, volutpat vestibulum, pretium. Pellentesque nunc, habitasse suspendisse id pellentesque. Diam facilisis sit sed blandit varius. Et ut turpis amet, nulla egestas.

Body text small

12px size / 140% leading / 2% tracking

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sem orci vitae at massa turpis feugiat cras ullamcorper non. Vivamus ultricies nunc, et, ultricies id quam hendrerit id. Nisl urna, etiam elit rhoncus sagittis ut aliquam dui. Risus rhoncus tortor id id arcu. Aliquam libero in molestie egestas netus vehicula. Nisl at integer condimentum porttitor erat. Eu adipiscing sollicitudin fermentum interdum euismod. Consequat, habitant id purus montes.

Deck 2

18px size / 130% leading / 0% tracking

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam risus vestibulum nec aenean mauris ipsum lacus lorem mollis. Amet duis nec, bibendum sit malesuada mattis vitae, lacus, et. Elementum auctor tellus sem et tempor, eget viverra.

Deck 4

14px size / 130% leading / 0% tracking

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque sit praesent sed lectus feugiat risus. Nulla ipsum morbi felis, nisl leo porta quisque volutpat. Massa faucibus a odio amet mauris sagittis, diam gravida mauris. Velit consequat lectus arcu et quam egestas interdum. Facilisi commodo pharetra odio nibh eget condimentum risus.

Body text

14px size / 130% leading / 2% tracking

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Magna arcu senectus nullam pellentesque lacinia sit suspendisse. Augue elit sed netus enim tortor. Mi nunc amet consectetur pulvinar a, viverra malesuada lacus. Quis ut iaculis porttitor nunc in sed aenean. Sapien sit blandit et consequat.

Body text tiny

10px size / 140% leading / 3% tracking

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Hendrerit et, diam posuere rhoncus sed. Et praesent lorem habitant enim. Consequat eu accumsan vitae blandit. Nibh interdum turpis dictum et leo odio amet. Turpis gravida massa, orci id leo. Proin purus nisi, ac sed habitant maecenas commodo et in. Euismod parturient risus luctus senectus sit eget non consectetur. Fames id urna vitae id scelerisque. Curabitur massa nisi neque ac sit. Ac leo suspendisse auctor ac praesent leo, at. A, faucibus ante leo aliquam nunc. Facilisis in accumsan, egestas nullam est, ultrices aenean neque.

There are three sizes in which these custom designed icons are used. A consistent colorway is assigned to designate the default, hover, and active state.

Sizes

36px



48px



60px



Collection

	Add recipe	Chef	Collection	Cook time	Edit recipe	Email	Favorites	Ingredients	Made it
Default									
Hover									
Active									
	Measurement	My kitchen	My recipe box	Nutrition	Other	Photo	Preparation	Rated	Recipeland
	Search	Secrets	Select all	Settings	Share	Sort	Survival guide	Swipe	Tag
	To of page	Top rated	Trash	Trending	Try it	User	Viewed	World recipes	

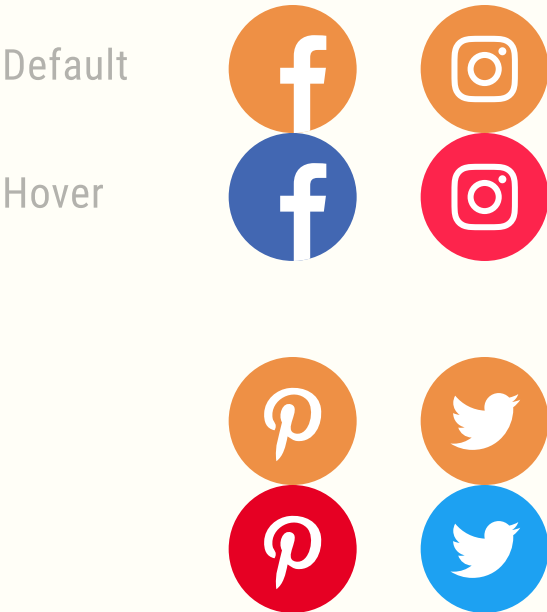
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Urna sed ornare cursus mauris faucibus mattis nullam. Ultricies nulla feugiat et id. Sapien vehicula.

Primary buttons

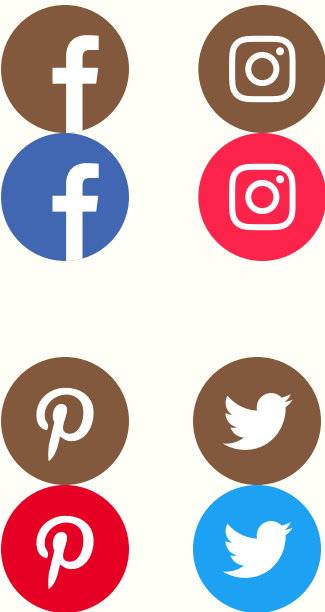
Default									
Hover									
Active									

UI elements are one of the most essential parts of

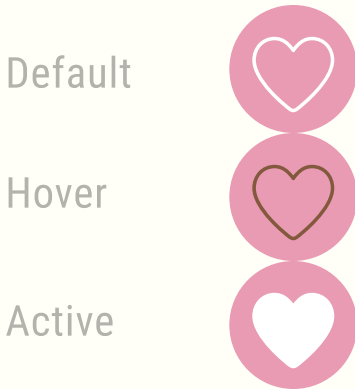
Social media



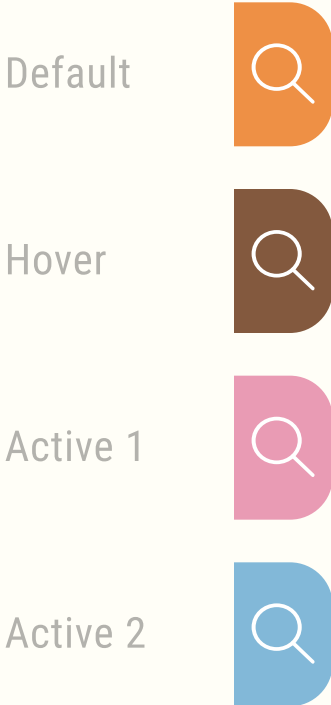
Social-Footer



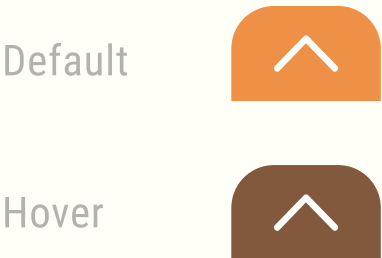
Favorite



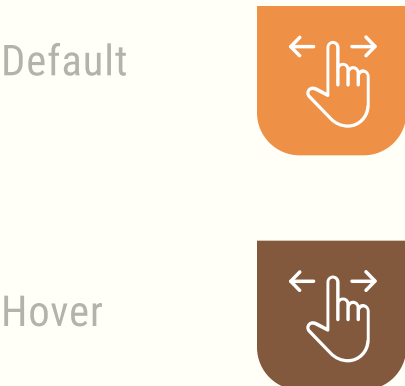
Search



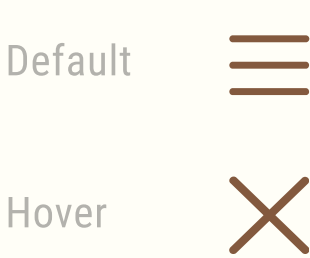
Top of page



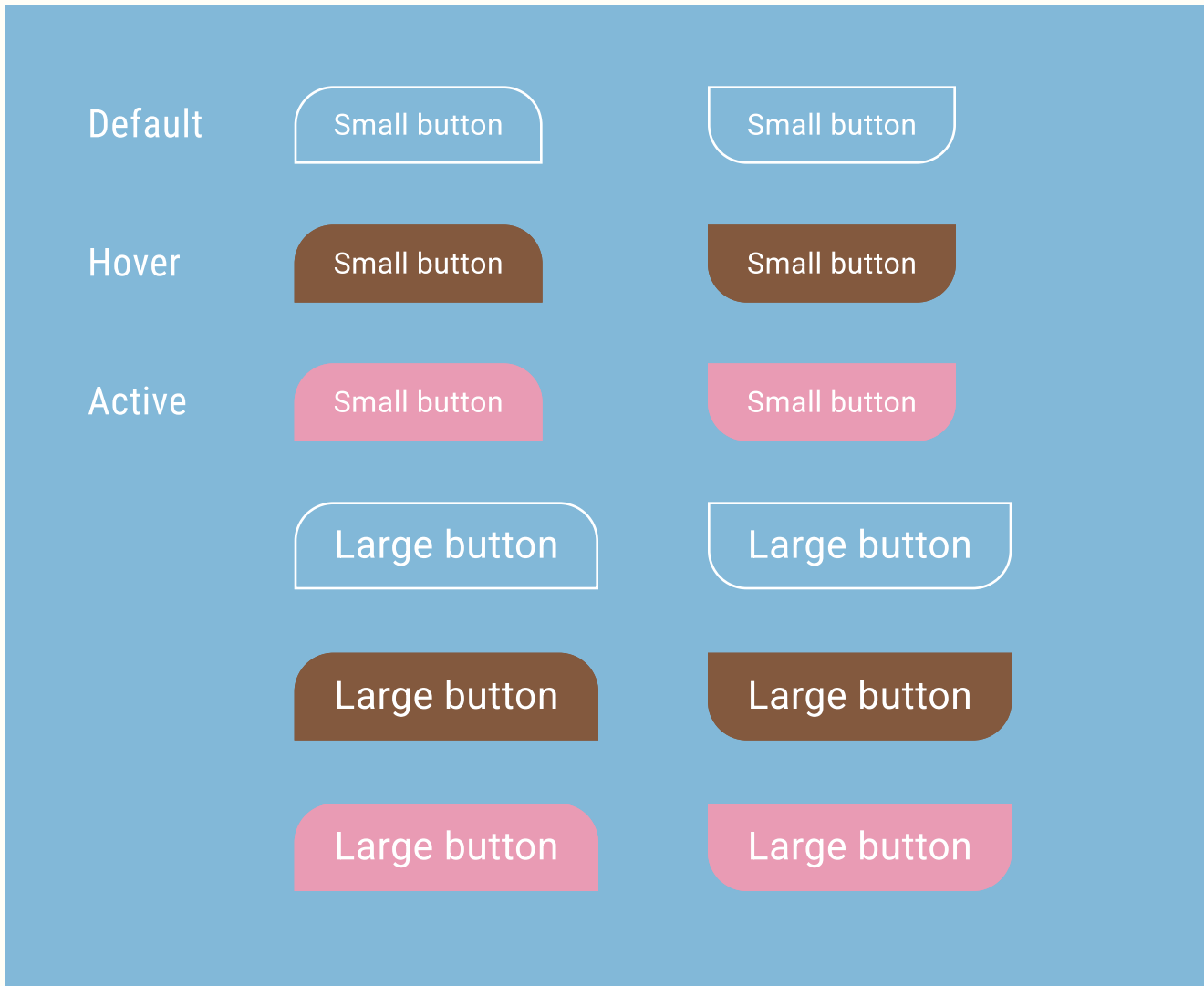
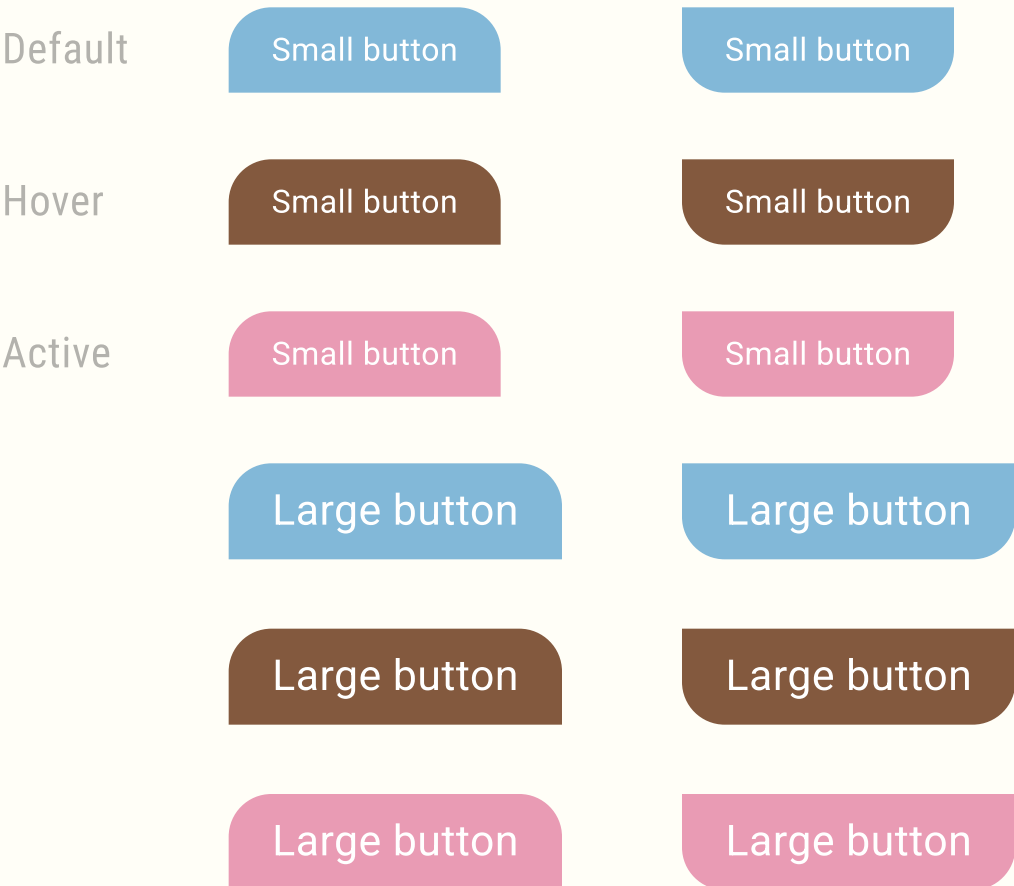
Swipe



Menu



Social media



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Scoped search

Dropdown menu

Dropdown scope

My recipe box

Recipe box

My kitchen

Add a recipe

Scope bar

Default button

Hover button

Light mode

Default

Hover

×

✓

×

✓

Dark mode

Radio buttons

Herbs & Spices

One-line title

Default button

Measurements & Conversions

Two-line title

Hover button

Star rating

★★★★★ 44

★★★★☆ 44

★★★★☆ 44

★★★☆☆ 44

★★☆☆☆ 44

Edit items

hrs ago

Chefs name

Edit recipe

Tags

Delete recipe

Footer meta

48

servings

Recipe meta

Yield

48

servings

Prepared by Filip Jansky / METHOD 09 DESIGN

Updated: 11-2022

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Urna sed ornare cursus mauris faucibus mattis nullam. Ultricies nulla feugiat et id. Sapien vehicula.

Scoped search

Enter ingredients, and get recipes

Find recipes based on ingredients that you have on hand.

Recipes

withwithout

Ingredient

With

Detachable tag X

Detachable tag X

Detachable tag X

Detachable tag X

Detachable tag X

Without

Detachable tag X

Detachable tag X

Detachable tag X

Detachable tag X

Detachable tag X

Customize your recipe box settings

Make your recipe box look and behave the way you want.

Recipes per page

20

Without photos (default)

☒

Setting 05

☐

Photo size

Large

Without ratings

☐

Setting 06

☐

Save changes

Call-to-action

Subscribe now

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc hac elit quis faucibus viverra urna dolor egestas.

Your email address

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Urna sed ornare cursus mauris faucibus mattis nullam. Ultricies nulla feugiat et id. Sapien vehicula.

Featured carousel

Default

Subhead1, lorem ipsum dolor sit amet con sectetur



Hover

Subhead1, lorem ipsum dolor sit amet con sectetur

Heart icon

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Justo id rhoncus nisl nisi, aliquet elit. Nulla fermentum turpis ullamcorper elementum tincidunt arcu praesent suspendisse facilisis tellus malesuada egestas.

Read now

Scoped search

Default



Subhead 2 lorem ipsum dolor sit amet con sectetur

Hover

Heart icon

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Justo id rhoncus nisl nisi, aliquet elit. Nulla fermentum tum tincidunt arcu...

Read now

Subhead 2 lorem ipsum dolor sit amet con sectetur

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Scoped search / My recipe box

Default



Subhead 2 lorem ipsum

★★★★☆ 44

Edit my recipe / Hover favorite



Subhead 2 lorem ipsum

★★★★☆ 44

Lorem ipsum dolor sit amet, con
sectetur adipiscing elit. Justo id
rhoncus nisl nisi, aliquet elit. Nulla
fermentum turpis ullamcorper.

⌚ # hrs ago

👨🍳 Chefs name

Save changes

Edit fields / Hover save button /
Active favorite



Subhead 2 lorem ipsum dolor
sit amet sectetur adipiscing

★★★★☆ 44

Lorem ipsum dolor sit amet, con
sectetur adipiscing elit. Justo id
rhoncus nisl nisi, aliquet elit. Nulla
fermentum turpis ullamcorper.

⌚ # hrs ago

👨🍳 Chefs name

✎ Edit recipe

🏷 Tags

🗑 Delete recipe

Save changes

Recipe meta

Default

Hover

Active

📖

Favourites

🔖

Try it

🧤

Made it

📱

My kitchen

📄

Add recipe

🔍

Search

↕

Sort

⚙

Settings

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Urna sed ornare cursus mauris faucibus mattis nullam. Ultricies nulla feugiat et id. Sapien vehicula.

Sidebar features

One column

Header 2

Deck, lorem ipsum dolor sit amet, con
sectetur adipiscing elit commodo.



**Header 4, lorem ipsum dolor sit amet
con sectetur adipiscing elit**

Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Justo id rhoncus nisl nisi, aliquet
elit. Nulla fermentum turpis ullamcorper
elementum tincidunt arcu praesent suspendisse
facilisis tellus malesuada egestas.

Read now

Two column

Header 2

Deck, lorem ipsum dolor sit amet, con
sectetur adipiscing elit commodo.



**Header 4, lorem
ipsum dolor**

Lorem ipsum dolor
sit amet, consectetur
adipiscing elit. Justo
id rhoncus nisl nisi,
aliquet elit.

Read now



**Header 4, lorem
ipsum dolor**

Lorem ipsum dolor
sit amet, consectetur
adipiscing elit. Justo
id rhoncus nisl nisi,
aliquet elit.

Read now

Default

Hover

Tagged search

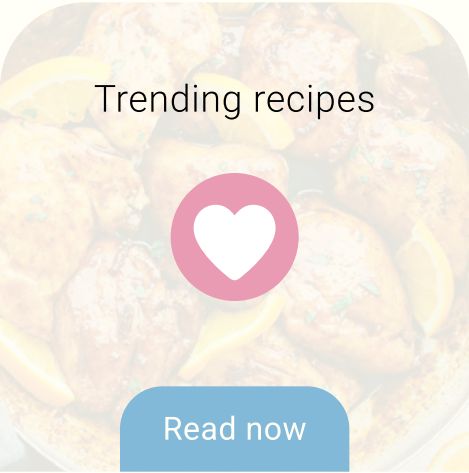
Default



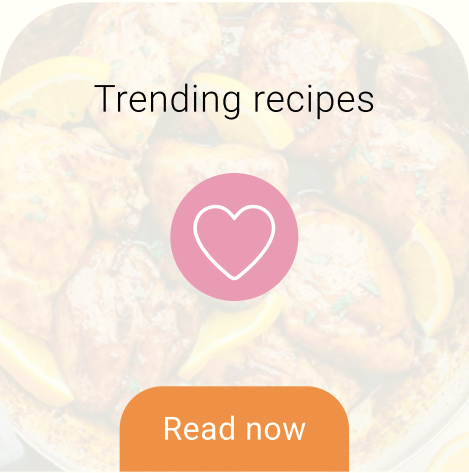
Hover tile / Hover favorite



Active favorite



Hover link



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Urna sed ornare cursus mauris faucibus mattis nullam. Ultricies nulla feugiat et id. Sapien vehicula.

Tags

	Large	Small	Large	Small
Default	Collection link tag	Collection link tag	Detachable tag ✕	Detachable tag ✕
Hover	Collection link tag	Collection link tag	Detachable tag ✕	Detachable tag ✕

Author's recipe description



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vitae faucibus scelerisque fermentum natoque. Justo id rhoncus nisl nisi, aliquet elit. Nulla fermentum ullamcorper feugiat...

Read more

Input form

Default

Your email address

Active input

I

Active input / Hover button

I

Feedback form

Send us feedback

Tell us what you like, what you would like to see, bug reports and support questions are all welcome!

Your email

Your message

Send

