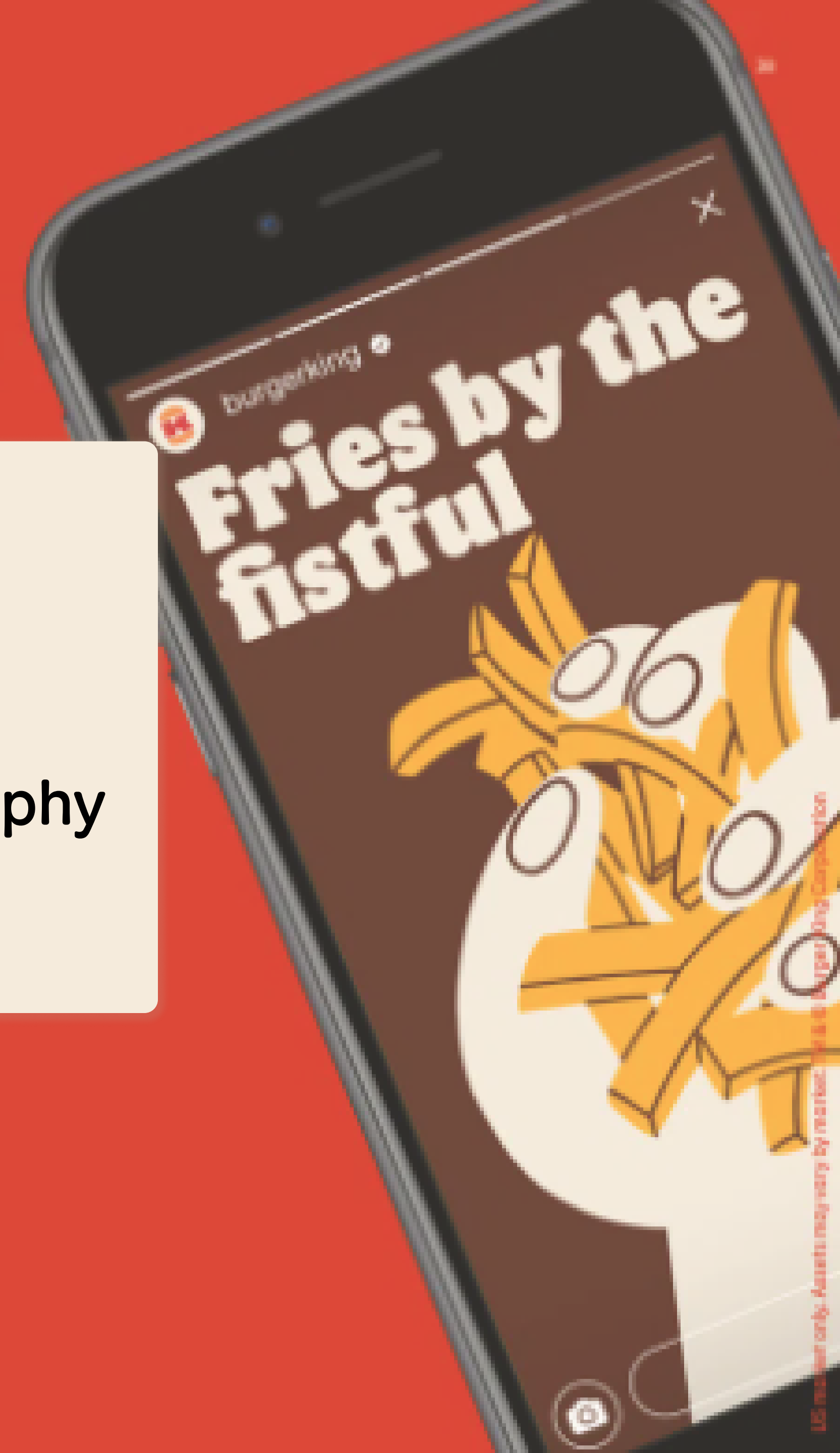




# UI LIBRARY - BURGER KING APP REDESIGN

# FUNDAMENTALS

Branding Guide, Colours, Typography & Iconography



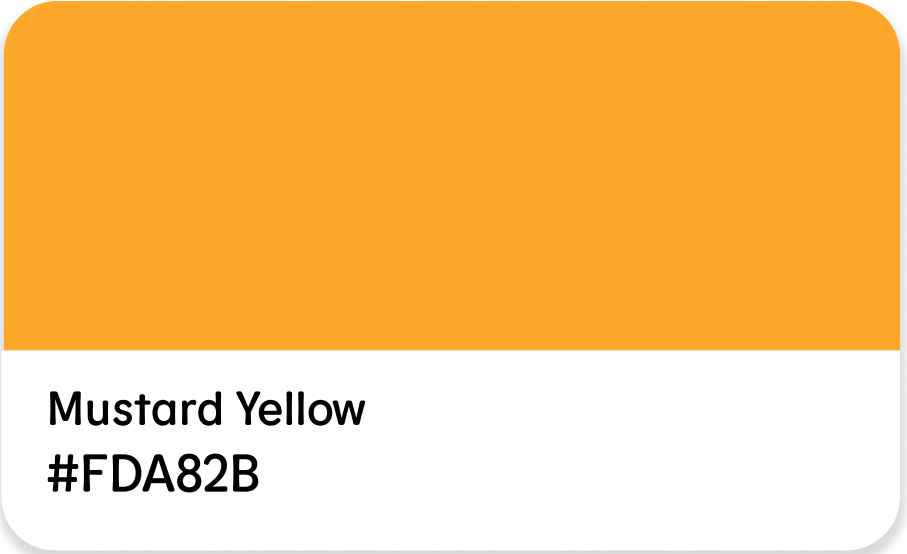
# BRANDING GUIDE



# BRAND COLOURS



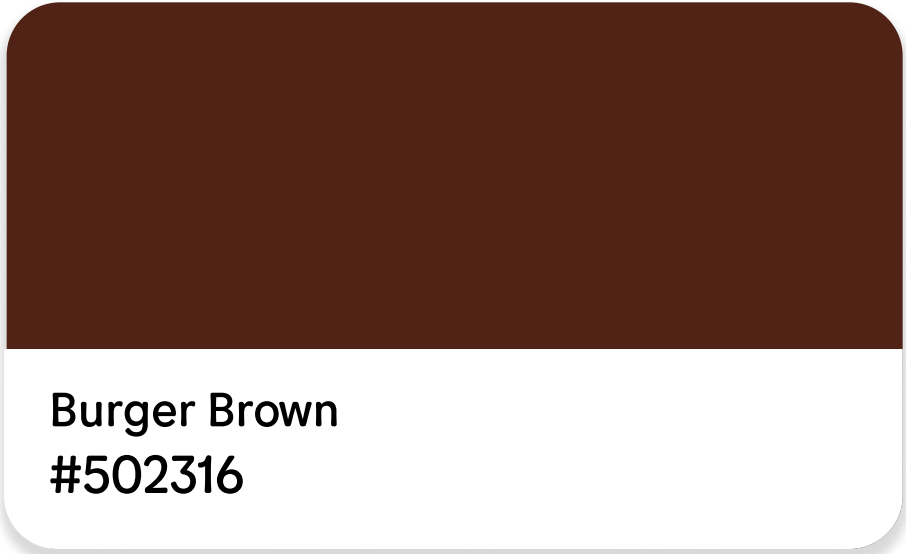
Usage: Buttons



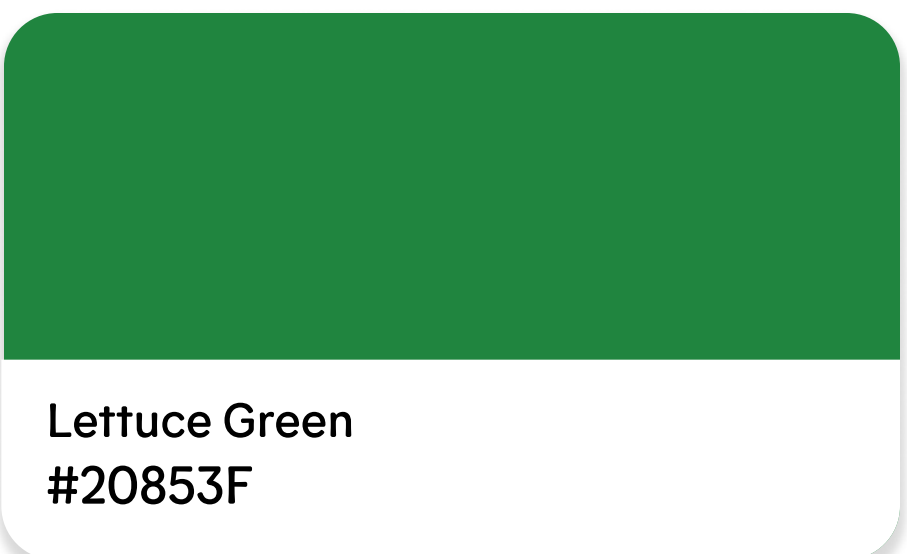
Usage: Buttons



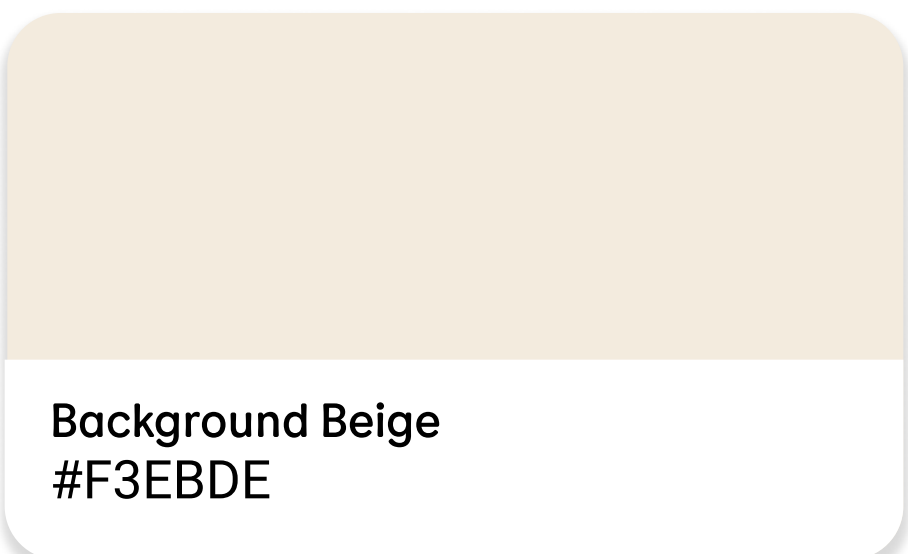
Usage: Modals



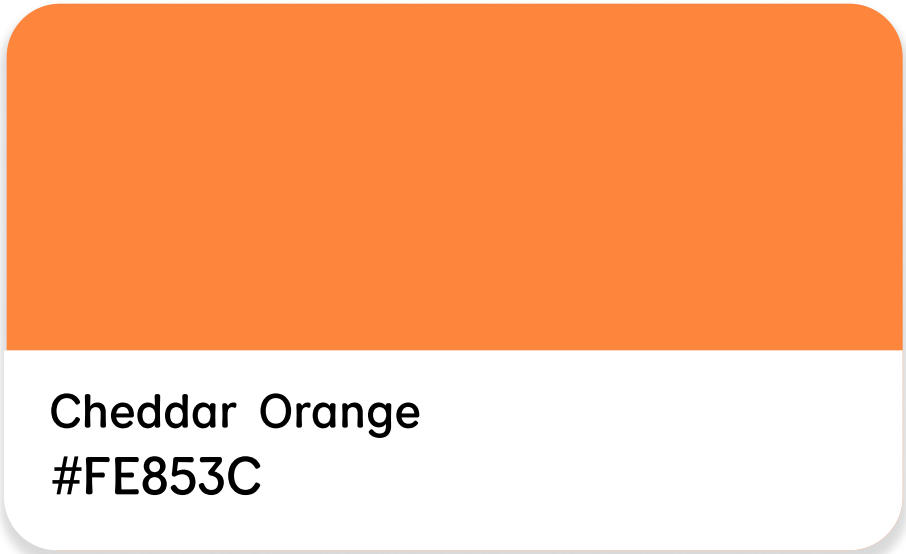
Usage: Backgrounds and Text



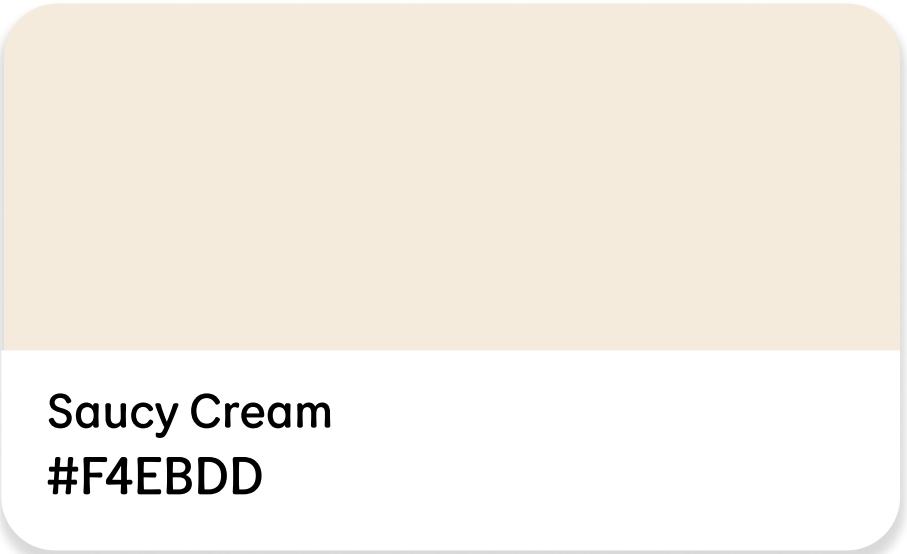
Usage: Modals



Usage: Backgrounds



Usage: Buttons



Usage: Text



# BRAND COLOURS - SYSTEM COLOURS & NEUTRALS

## System Colours



Active Orange  
#FE853D

Usage: Active State



Inactive Orange  
#FAB384

Usage: Inactive State



Dark Grey  
#626262

Usage: Inactive State - Navigation Bar



Neutral Brown 1  
#4A2617

Usage: Banners



Neutral Brown 2  
#512214

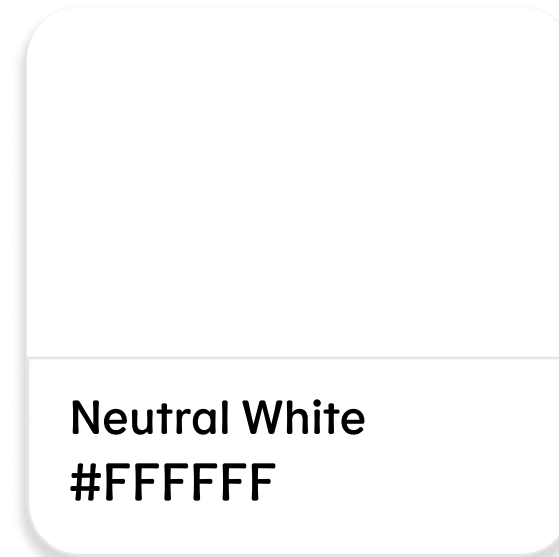
Usage: Modals

## Neutrals



Neutral Beige 1  
#512214

Usage: Text



Neutral White  
#FFFFFF

Usage: Cards



Neutral Beige 2  
#F5EBDC

Usage: Text



Card Cream  
#F5E0C0

Usage: Cards

# TYPOGRAPHY

## Typeface

The Burger King app has its own distinctive typeface which emulates the brand’s return to its heritage and elicits nostalgia.

They currently uses 2 specialty typefaces: Flame and Flame Sans.

Flame is used for Page Headers, and Titles.

Flame Sans is used for Body text.

Flame

Aa

Aa

Aa

Aa

Flame SansRegularBold



## Header Styles

## Usage

The quick brown fox jumps over the lazy dog.

H1- Flame 64/77 Bold 0% Letter Spacing

For modal headers

The quick brown fox jumps over the lazy dog.

H2- Flame 20/24 Regular 0% Letter Spacing

For page headers and card headers

The quick brown fox jumps over the lazy dog.

H3 - Flame 16/19 Regular 0% Letter Spacing

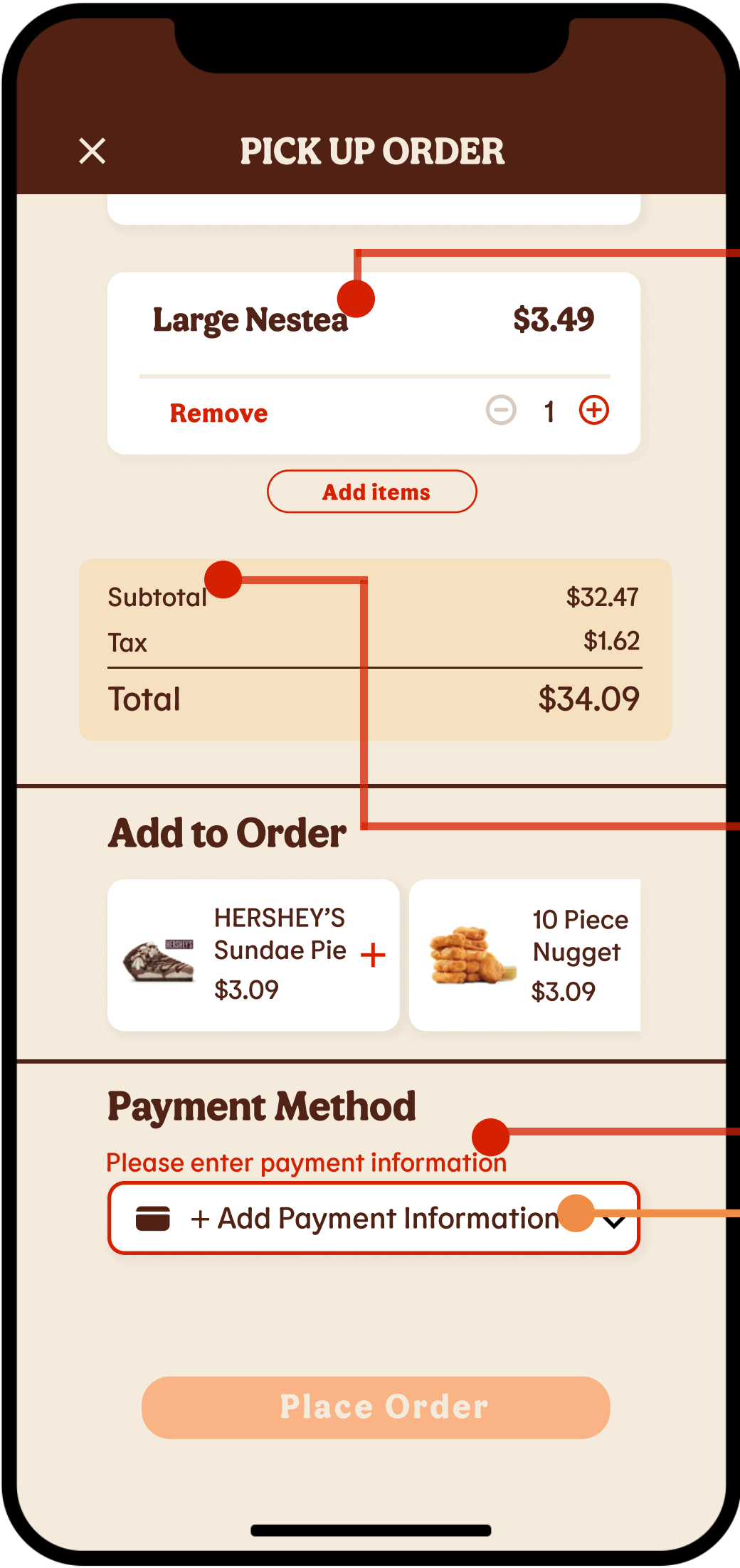
For key titles on pages

The quick brown fox jumps over the lazy dog.

H4- Flame 12/14/ Regular 0% Letter Spacing

For smaller titles on pages

# TYPOGRAPHY CONTINUED



## Body Style

## Usage

**The quick brown fox jumps over the lazy dog.**

B1- Flame 18/22 Regular 0% Letter Spacing

For information details and button text

The quick brown fox jumps over the lazy dog.

B2- Flame Sans 16/19 Regular 0% Letter Spacing

For fill form box text

The quick brown fox jumps over the lazy dog.

B3- Flame Sans 14/17 Regular 0% Letter Spacing

For pricing details, smaller card information, and key text on pages

The quick brown fox jumps over the lazy dog.

B4- Flame Sans 12/14 Regular 0% Letter Spacing

For information text on pages and card pricing and labels and smaller button text and body action details on pages like add to cart

The quick brown fox jumps over the lazy dog.

B5- Flame 8/10 Regular 0% Letter Spacing

For offer details on cards and for listing ingredient details

# ICONOGRAPHY

## General Icons

Exit	✕	24 x 24 px
Add to Cart	+	12 x 12 px
Subtract	⊖	17 x 17 px
Add	⊕	17 x 17 px
Payment	💳	24 x 24 px
Location	📍	16 x 16 px
Favourite	♥	20 x 18 px
Back	<	10 x 15 px
Drop Down	▼	10 x 15 px

## Navigation and Tab Bar

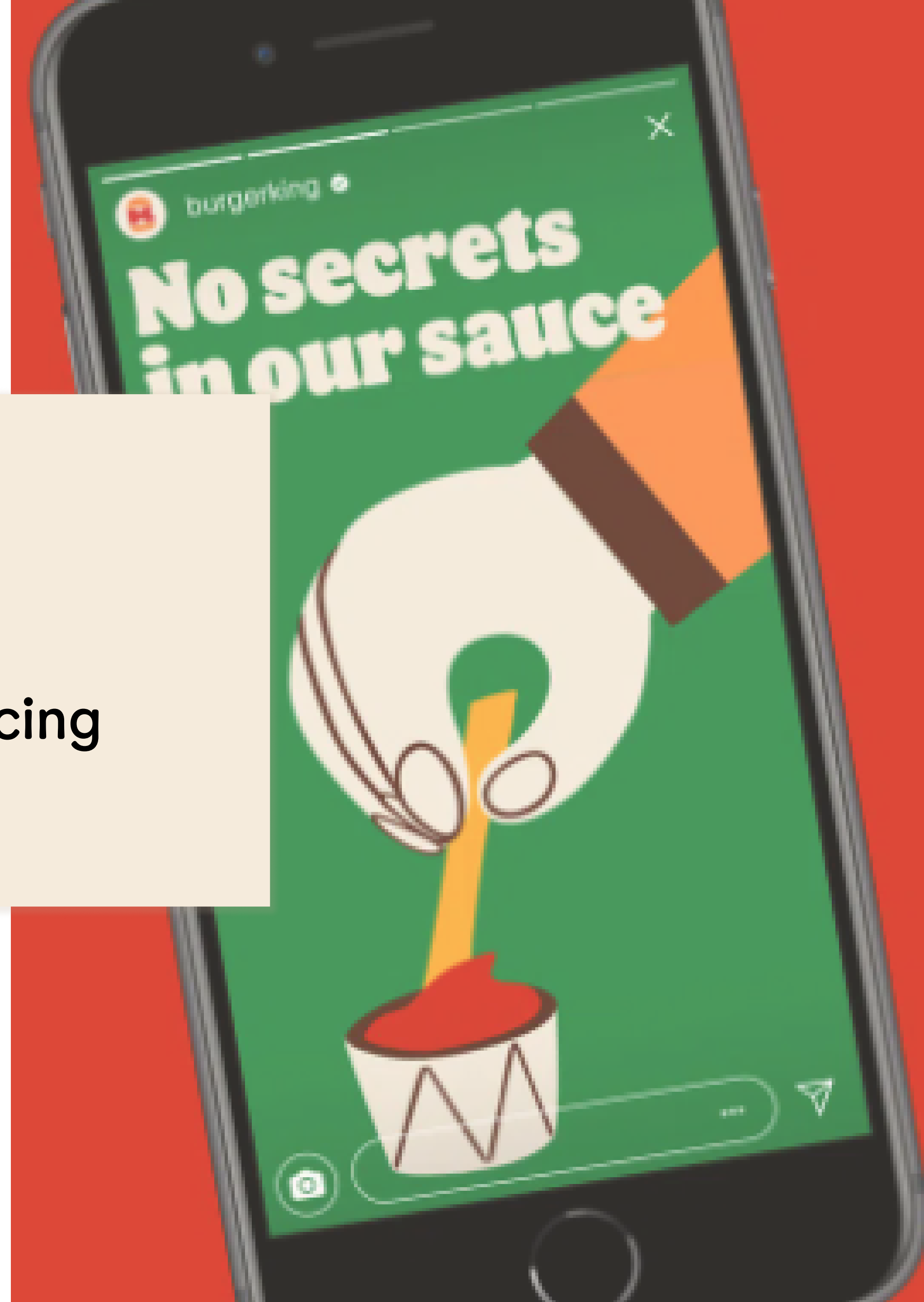
Home	☰	26 x 24 px
Menu	👤	15 x 22 px
More	⋯	33 x 6 px
Profile	👤	33 x 33 px
Offers	🏷️	32 x 26 px
Restaurants	📍	25 x 25 px

## App Icon

Logo		42 x 42 px
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# COMPONENTS

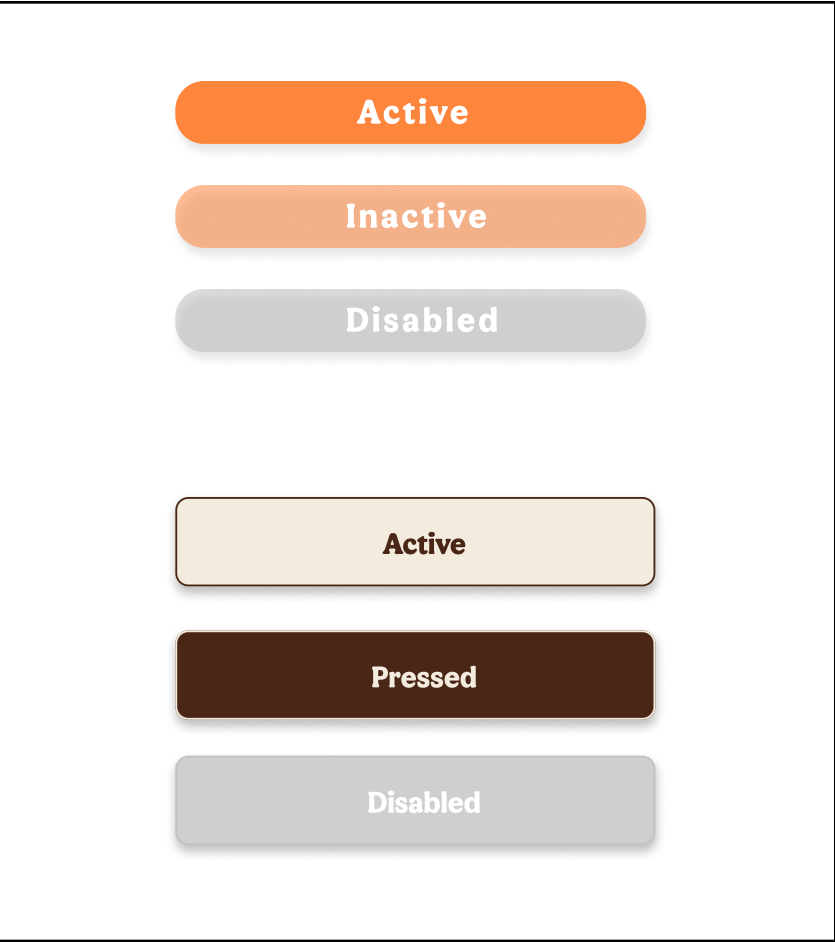
Buttons, Components, Cards, Grids & Spacing



# BUTTONS

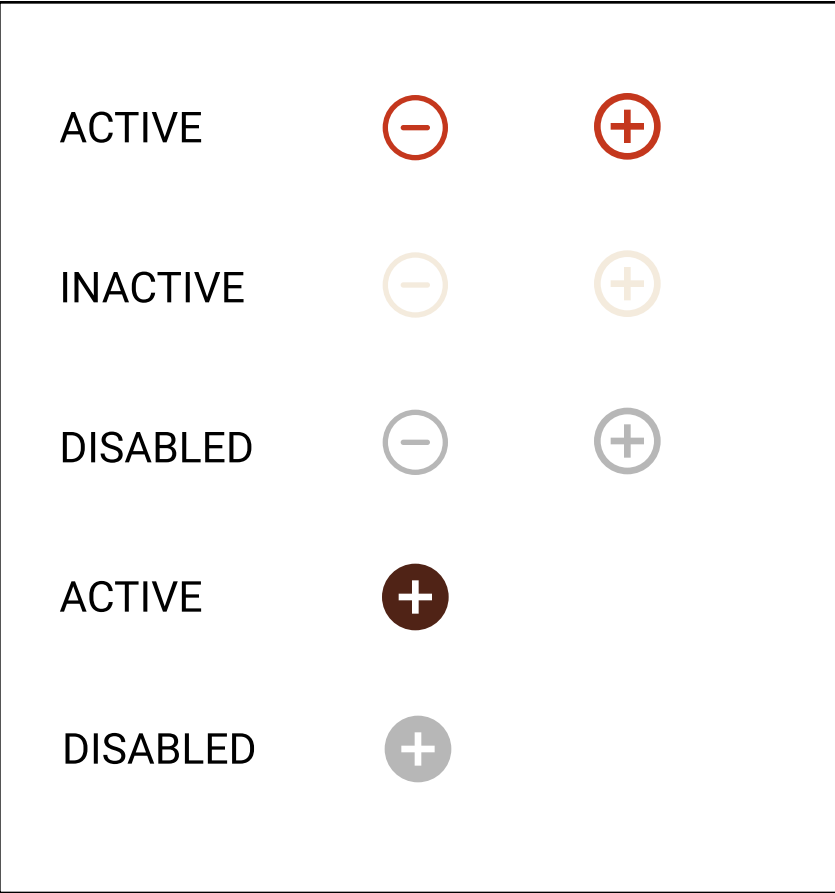
## Buttons

Primary Call to Action Buttons



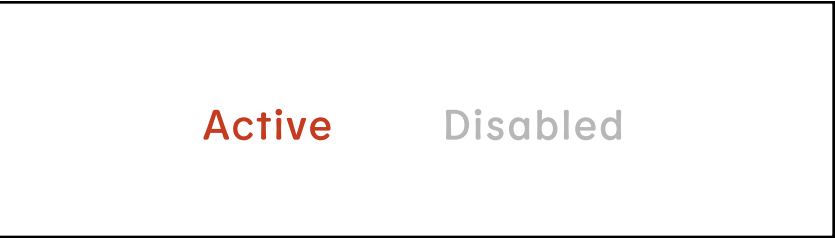
## Quantity Modifiers

Adding or Reducing Quantities



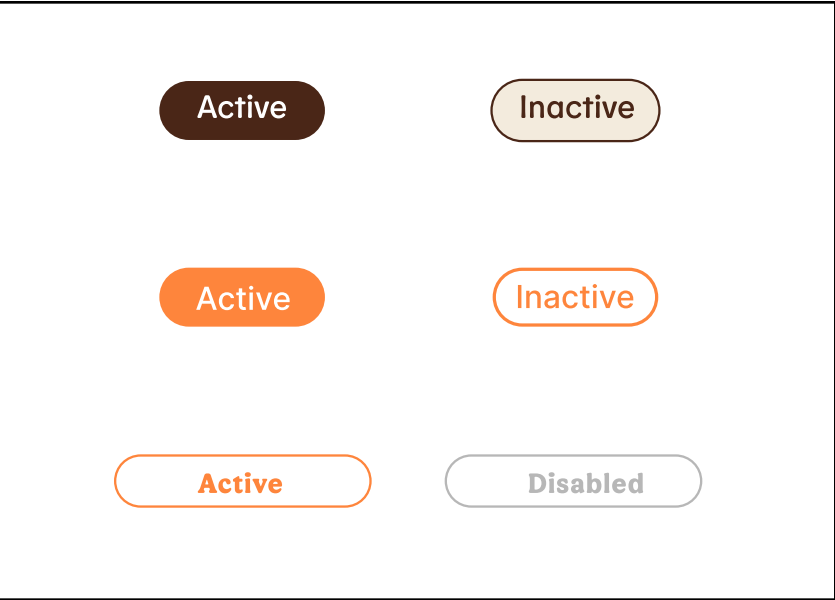
## Links

Default Link Style



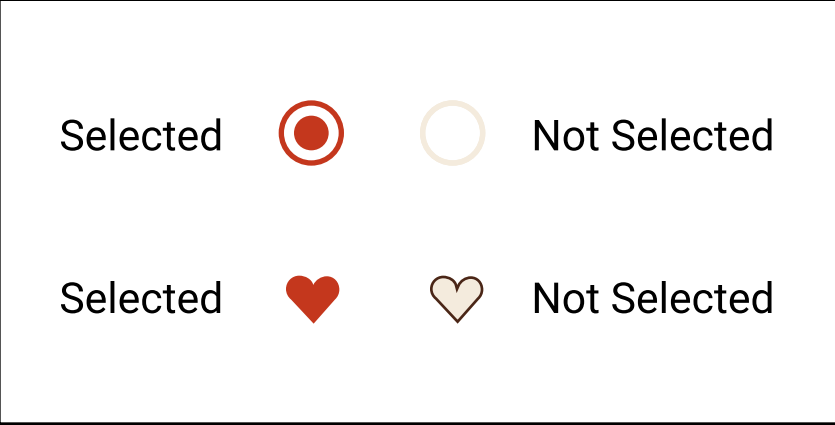
## Micro Buttons

Secondary Call to Action Buttons



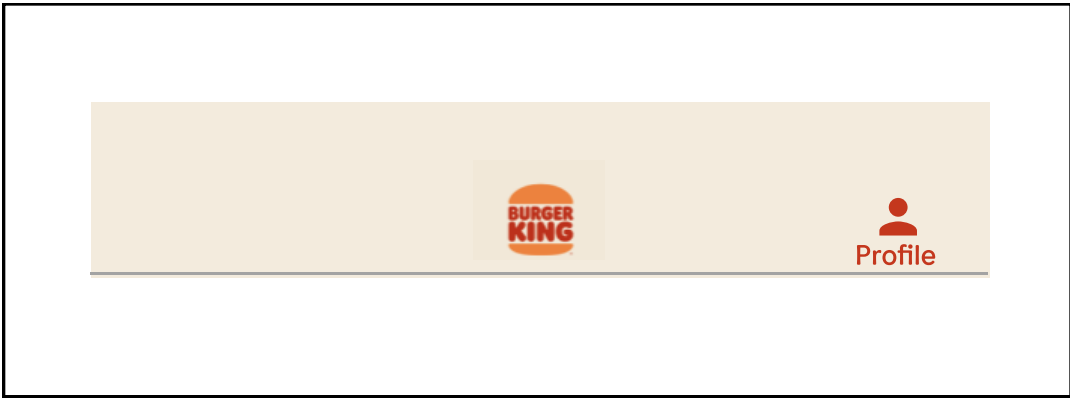
## Radio Buttons

Selecting Between Two Options



# NAVIGATION AND FILL FORMS

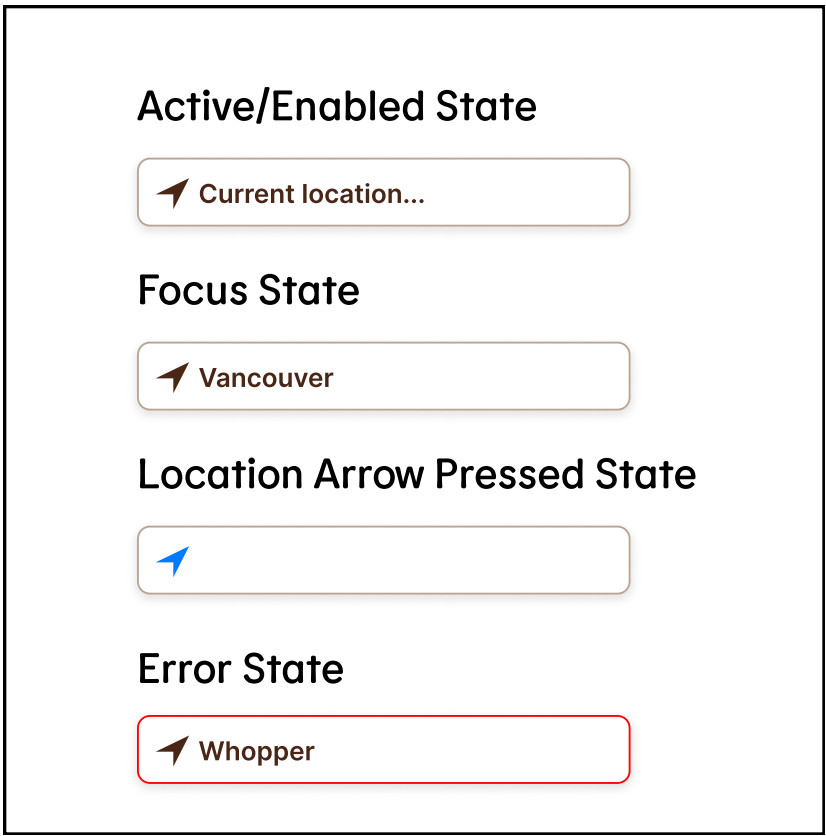
## Header Bar



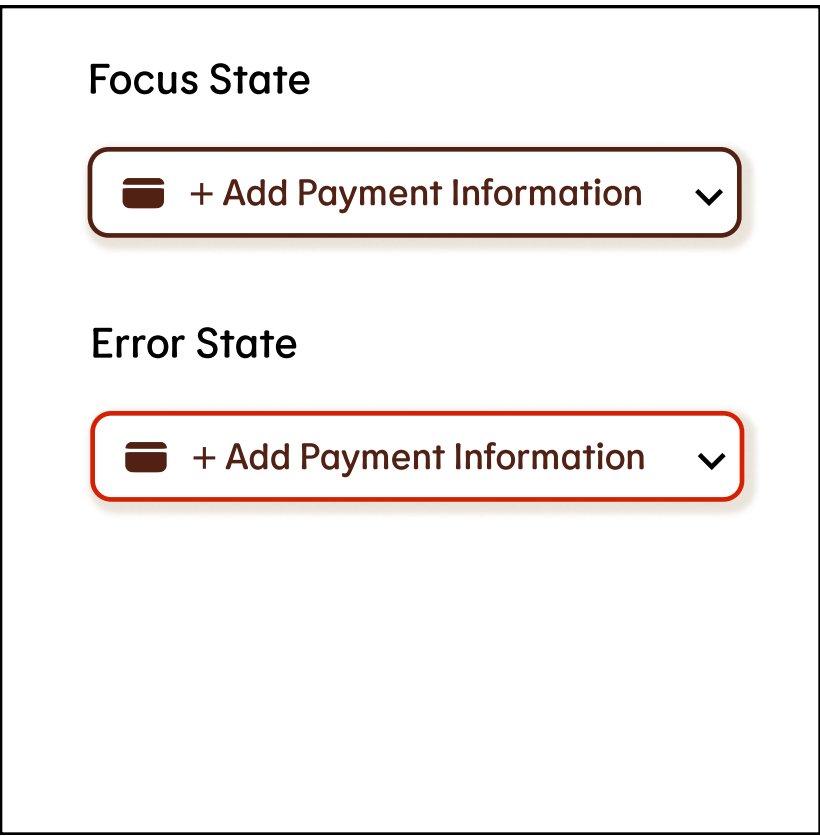
## Tab Bar



## Location Finder



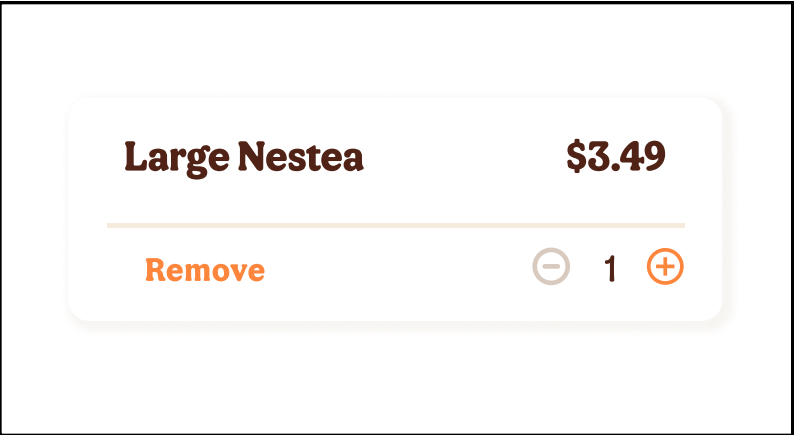
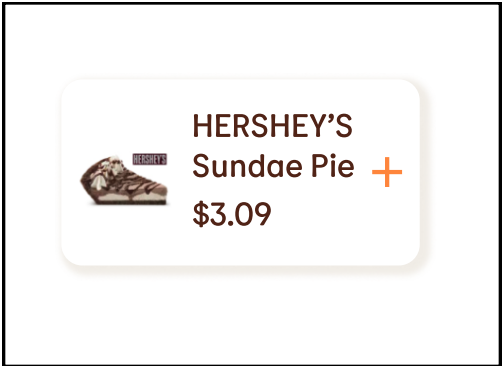
## Payment Info





# CARDS

## Product Cards





# GRIDS & SPACING

Columns: 4

Margins: 16 pt

Gutters: 16 pt



17 pt between header bar and first card

31 pt padding

42 pt horizontal spacing between cards

17 pt vertical spacing between cards