



# *Style Guide*

Your Local Fruit Shop |  
MARCH 2016





# Carocello Reg

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&\*()\_+

## Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&\*()\_+

## Open Sans Reg

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&\*()\_+

# Our Colours

## Fresh Green

C 50% R 141  
M 1% G 198  
Y 98% B 64  
K 0%

#8dc640



## Bright Orange

C 0% R 35  
M 60% G 31  
Y 100% B 32  
K 0%

#f5821f



## Rich Black

C 60% R 18  
M 60% G 9  
Y 60% B 7  
K 90%

#110907



## Subtle Grey

R 242 #f2f2f2  
G 242  
B 242



# Our User Interface

## Buttons

Buttons should have completely rounded ends.



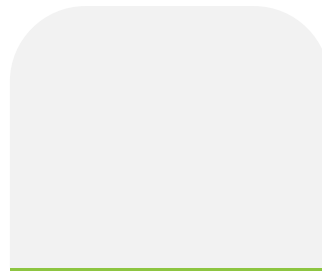
## Icons

Icons should be thin and clear at 32px, 24px, & 16px widths



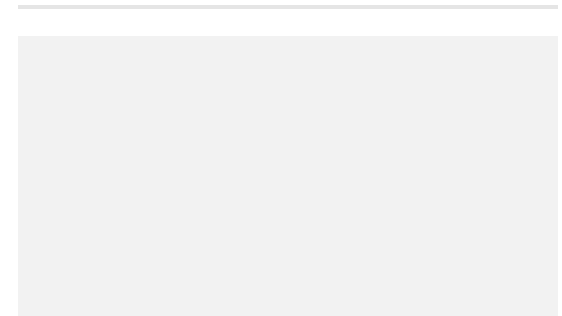
## Cards / Boxes / Image Containers

Content or feature cards should have 30px border radius on the top two corners. The bottom of the box should have a 3px border along the bottom.



## Content Definition

Try and stick to 1px #e5e5e5 dividers where possible. Solid #fbfcfa backgrounds for copy or alternating rows is also recommended.



# Our Company

Here are five reasons you should shop at Your Local Fruit Shop, your trusted source for fresh fruit and vegetables in South East Queensland.

1. Get **fresher produce** that is hand-picked every morning.
2. Support **locally owned** businesses which provide over 30 000 jobs to Queenslanders
3. Access **locally grown** fruit and veggies from Australian farms.
4. Receive **expert knowledge** about what's in season, where it's been grown, what's best to be eaten right now, and other tips and cooking ideas.
5. **Eat seasonal** produce which is a great way to save money and increase your overall health.





*Application Examples*



## Why support Your local fruit shop?

[Learn more](#)

### Welcome to Your Local Fruit Shop

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent eros risus, vehicula ut amet, salkicullin at, accumsan non magna. Vestibulum scelerisque nisi diam. In diam nibh, consectetur non semper id, sagittis eu odio. Ut fringilla mauris elit, sit amet connequat leo dapibus quis. Ut pretium volutpat lacina. Vivamus tacinia mattis conwallis. Nulla pharetra mauris eget nulla maximam habitus et ac eros. Maecenas scelerisque in ligula non pretium. Duis sagittis maximam nunc, sed vulgatum nra. Sed uter varius quam. Fivce varius metus vitae hendrerit pulcharr. Pellentesque utrilque vitae augue at viverra. Nulla eget bibendum lorem.

[Find your local fruit shop](#)



### Buy local and Win!

FIVE PRIZES OF \$5000 UP FOR GRABS!!

Prizes up prize of \$100 VES voucher from each store

[Enter Now](#)

#### Try these delicious recipes...



Recipe Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam lorem massa, connequat id egestas nec...



Recipe Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam lorem massa, connequat id egestas nec...



Recipe Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam lorem massa, connequat id egestas nec...

#### Latest from the blog...





We are **pvtl;**

 07 5580 3933

 [www.pivotalagency.com.au](http://www.pivotalagency.com.au)

 1/21 Millennium Cct, Helensvale QLD 4212

