Case Study

TASTE CRAFTER

What is TASTE CRAFTER

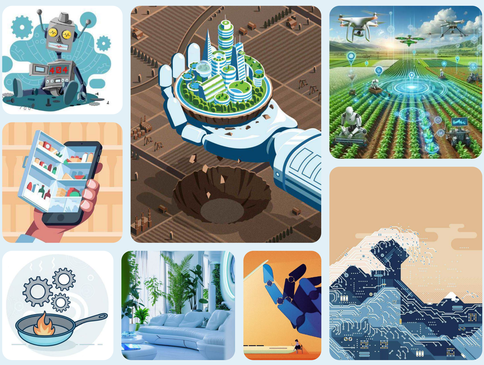
An AI powered assistant app that helps users cook, selects recipes, creates menus and simplifies the meal planning process.

You've Been Waiting For.

Goals of app creation

1. Create a memorable logo and character that will become the face of the brand.
2. Develop a visual style that conveys the idea of convenience, functionality and creativity.
3. To create a design that will appeal to the target audience and stand out from the competition.

Mood board



Logo

TASTE CRAFTER

Mechanism + AI assistant

Inspiration

Pattern

Engineered for Flavor

TASTE CRAFTER

Typography

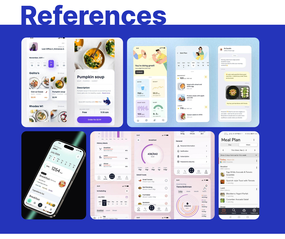
Aa Aa

Lexend

Color Palette

#A3D9A5 #E2F1F8 #FFFFFF #FFDD8D #F5B8AB

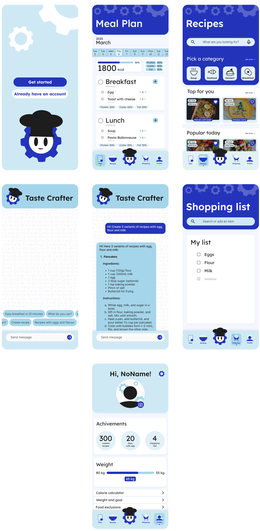
References



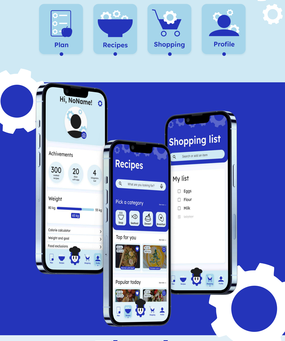
HOME

- MEAL PLAN
- RECIEPES
- AI
- SHOPPING
- ACCOUNT

Sreens



Icons



Thanks For Watching