

# Cheddar

A strong grid of squares and rectangles provides the overall structure for both interfaces and marketing materials. Elements use bright colors to guide the user's attention and size and weight to establish typographic hierarchy. Iconography provides a touch of visual interest in familiar areas like navigation.

The moodboard displays several Cheddar designs:

- Learning at Your Own Pace:** A landing page with a dark header, an orange hero section featuring a building image, and three light orange columns with icons (book, person, rocket) and placeholder text.
- Take a Closer Look:** A sidebar with a dark background containing a list of links: Stories →, Courses →, Our Staff →, and Get Started →.
- About Us:** A page with a light blue header and a dark body containing placeholder text and small icons.
- How It Works:** A page with a dark header and a light blue body containing placeholder text and a small image of spaghetti.
- Timeline:** A horizontal timeline with vertical dashed grid lines and time markers at 00:00, 06:00, 12:00, 18:00, and 00:00.
- Welcome home.**: A landing page with a teal header, a white central area with a sofa icon and placeholder text, and a grey sidebar with navigation icons.
- Small change. Big effect.**: A page with a light grey header and a teal body containing placeholder text and a small image of a room interior.

# Carrot

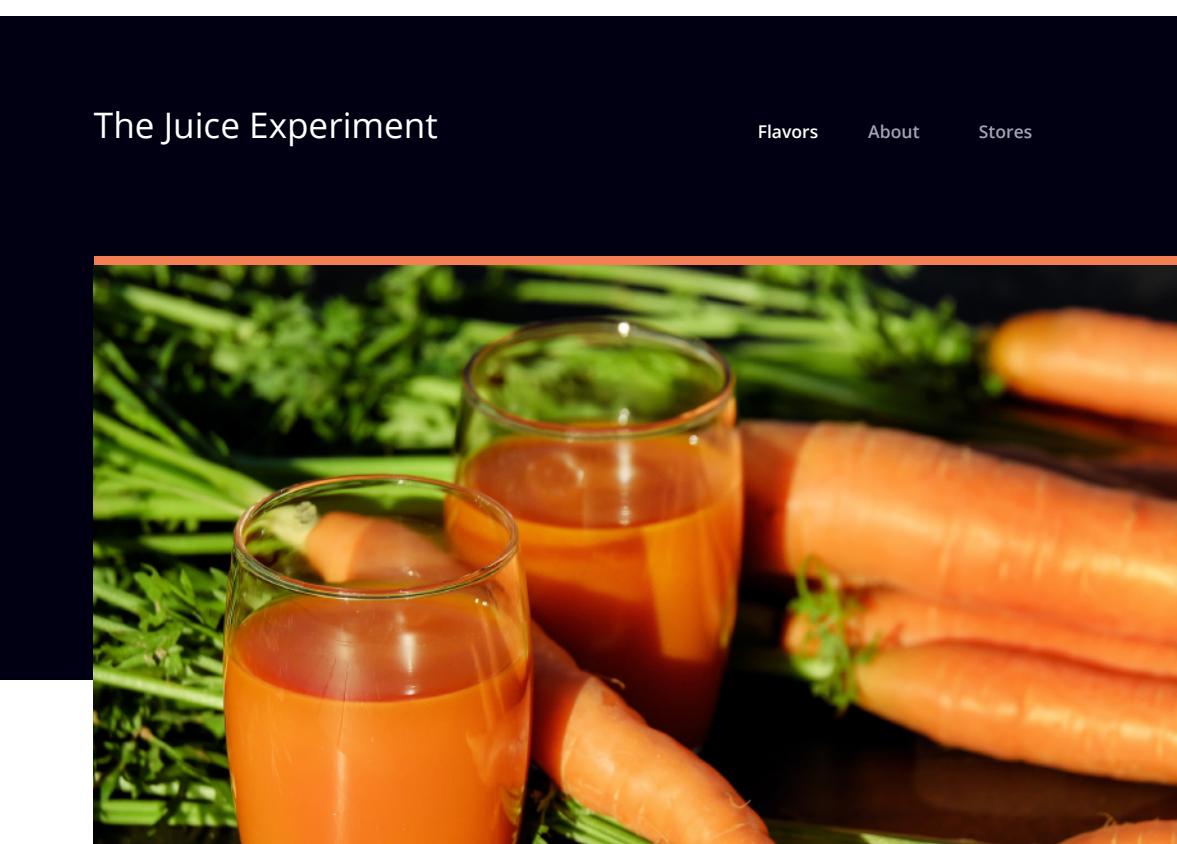
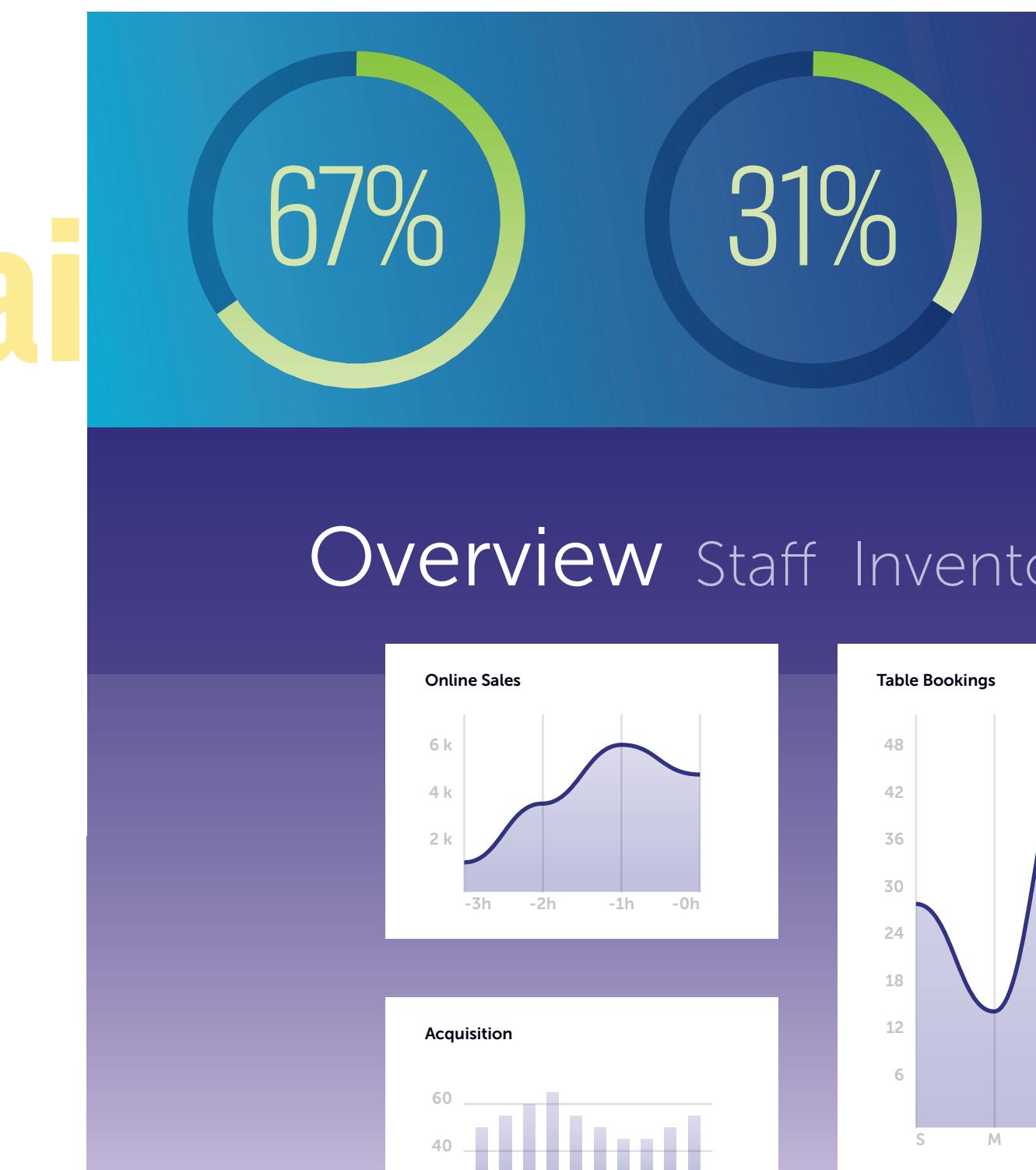
Monochromatic gradients and overlays make for a more technical feel, which is more familiar for most dashboards. A slightly offset grid accompanied by shallow depth provides hierarchy for content and visualizations. Lightweight typography uses size to establish hierarchy, while icons are used to draw attention to actions.



About Us

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You are what you drink

The best ingredients for the best days

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# Pistachio

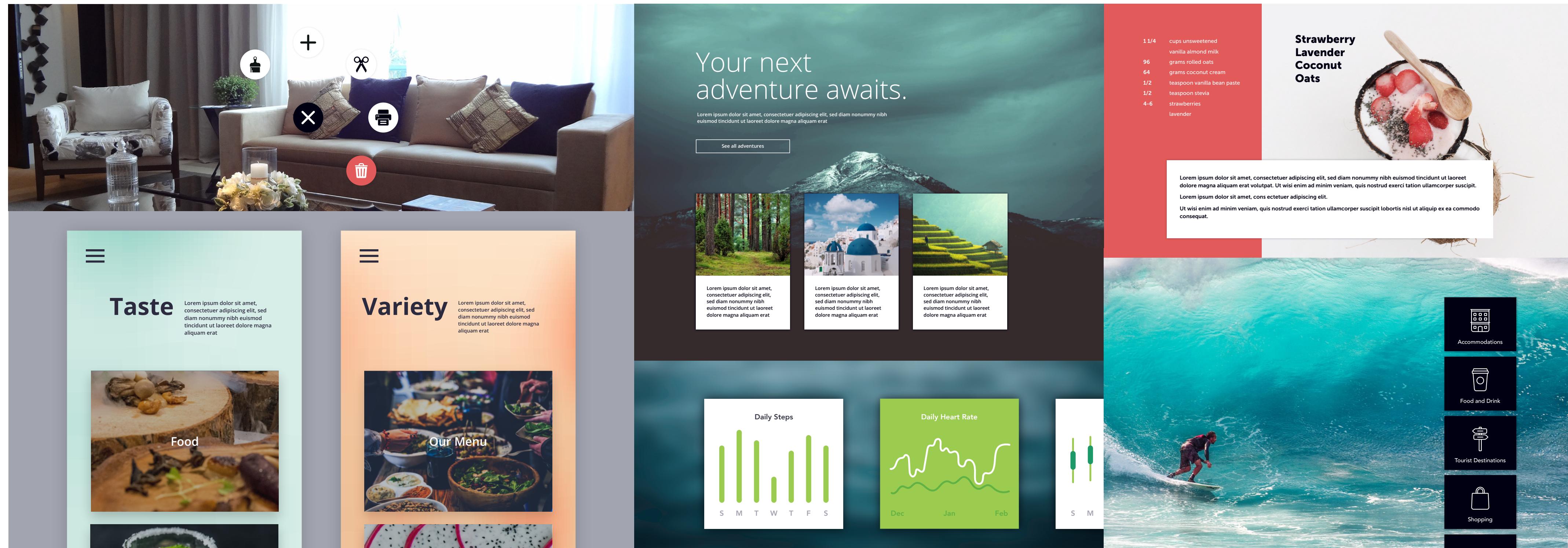
Flat blocks of color and organic shapes infuse serious interfaces with a touch of playfulness. Controls and visualizations are bubbly but concise, prioritizing what needs to be communicated most. Multiple fonts are used to create typographic hierarchy, while iconography is used sparingly throughout the design.

The collage consists of five cards arranged horizontally:

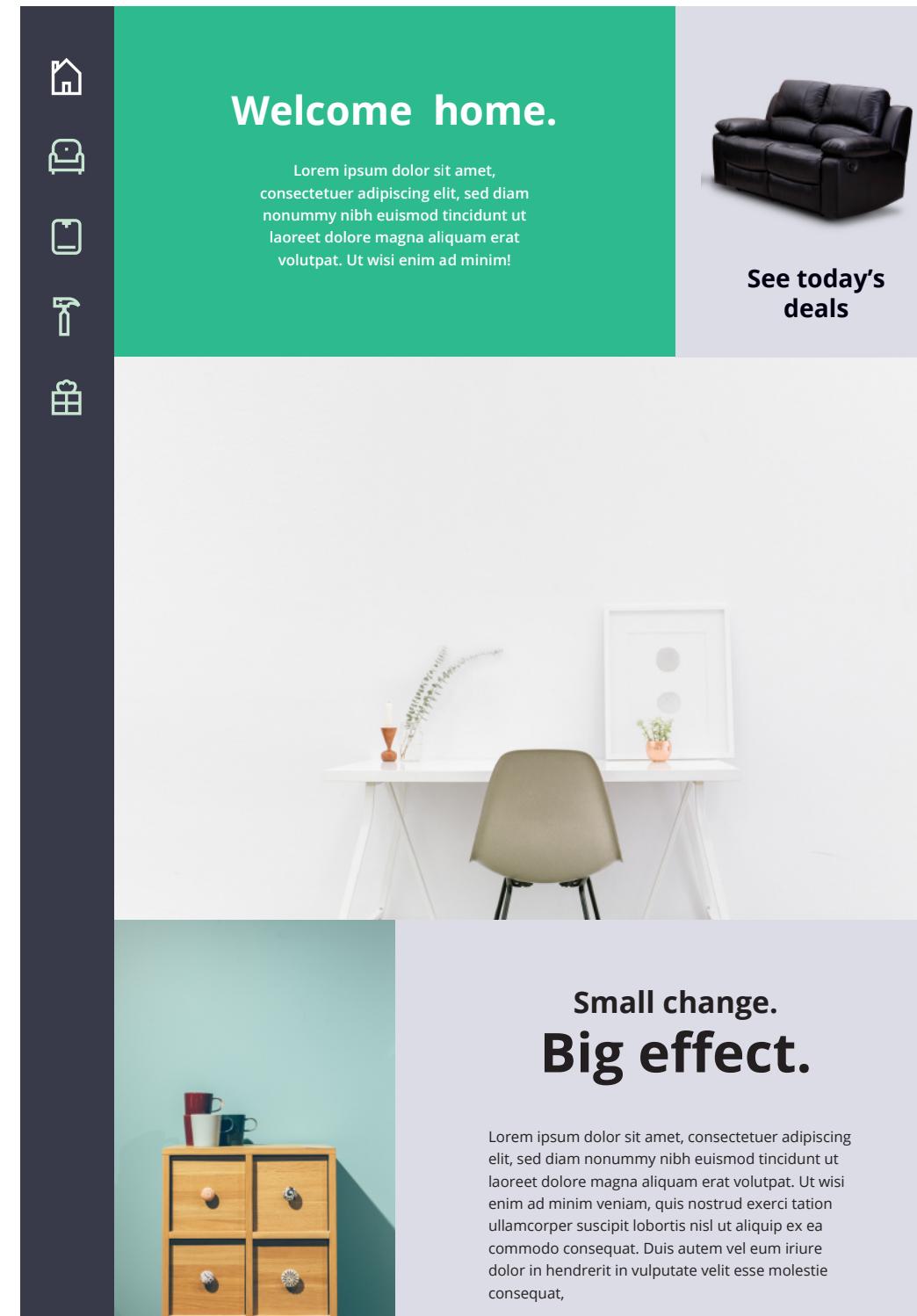
- Trips:** A dark purple sidebar titled "History" lists travel entries: "Portland, Oregon, USA" (4 Days, 4/2/2018 – 4/3/2018), "San Francisco, California, USA" (5 Days, 7/20/2018 – 2/24/2018), "San Francisco, California, USA" (4 Days, 7/2/2018 – 2/5/2018), and "Vancouver, British Columbia, Can..." (3 Days, 1/23/2018 – 1/25/2018). A white card titled "Trips" features a green circular button with a white plus sign and a list of trips: "Amsterdam" (6/5/2018: 18:05 SEA → AMS), "Amsterdam, Netherlands" (18 Days, 6/5/2018 – 6/22/2018), "Directions to Hotel Andaz", "8:00 Hotel Andaz", "Directions to Museumkwartier", "11:00 Van Gogh Museum", and "15:00 Rijksmuseum".
- Amsterdam:** A close-up photograph of a cat's face. To its left is a teal card titled "Amsterdam" with the same trip details as the first card.
- The Truth about Kittens:** A pink card featuring a large image of a kitten's eye. It contains the title "The Truth about Kittens" and two paragraphs of placeholder text (Lorem ipsum...).
- MARCH:** A red card showing a timeline for March. It includes a pink speech bubble with the text "Try going for a walk on Mondays and Wednesdays" and a small portrait of a woman. The days of the week are numbered 11 through 17. Below the timeline are event details: "09:00 Monday Meeting Noorderkamer with Hans, Carol, Natalia, Manjari, Kamila, and Nathalie", "10:00 Daily Report Kickoff Noorderkamer with Hans, Natalia, and Manjari", and "14:00 CityBikes Check-In".
- HAVE YOU HEARD THE NEWS?**: A purple card with a white speech bubble containing the title "HAVE YOU HEARD THE NEWS?". It also contains a small arrow pointing right and a snippet of placeholder text.

# Berry

Berry uses deep spaces with minimal color to keep focus on the content. Blurred photography creates a base for interactive elements and content cards, using lightweight controls, sharp corners, and iconography to add a feeling of precision. Typography is also lightweight, relying on size to establish hierarchy.



# Overview



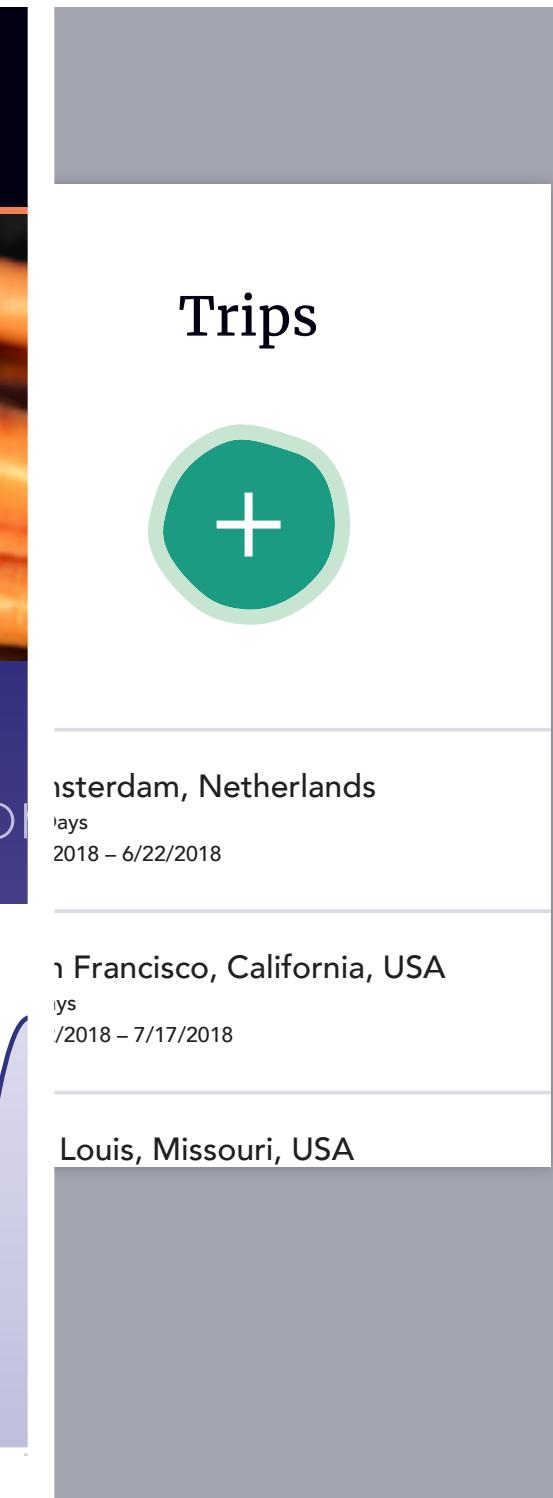
## Cheddar

- Strong grid of squares and rectangles
- Bright colors to guide the user's attention
- Type size and weight establish hierarchy
- Iconography in familiar areas like navigation



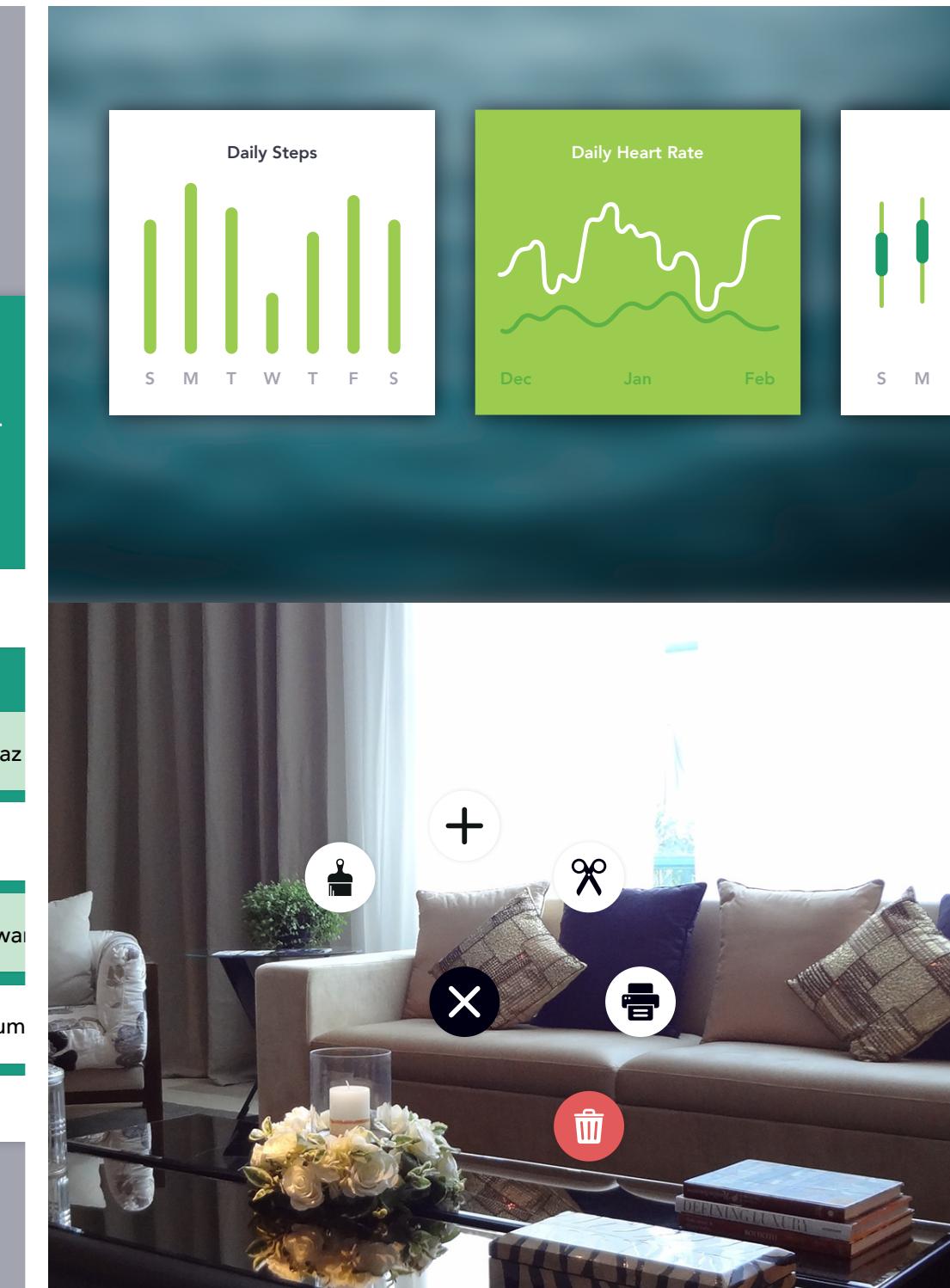
## Carrot

- Offset grid with shallow depth
- Monochromatic gradients and overlays
- Lightweight typography
- Icons for actions



## Pistachio

- Round controls and organic shapes
- Flat blocks of color
- Multiple typefaces create hierarchy
- Minimal use of iconography



## Berry

- Deep spaces with cards
- Minimal color
- Lightweight typography
- Iconography to add a feeling of precision