



FODMAPP

Style Guide

For FODMAPP, Inc.

Hussain Alafaireet

Blue Sakura Consulting

3/14/18

Logo and Colors



FODMAPPA



CMYK

0,82,100,0

RGB

235,122,35



CMYK

80,81,0,0

RBG

83,78,160

Typography

The base logotype is set in Century Gothic Bold. First-level headings are set in Century. Secondary headings and body text are set in Century Gothic.

Century Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

012345678

Century

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Scaling



5 in.



3 in.



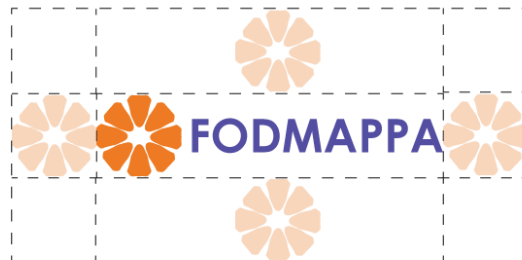
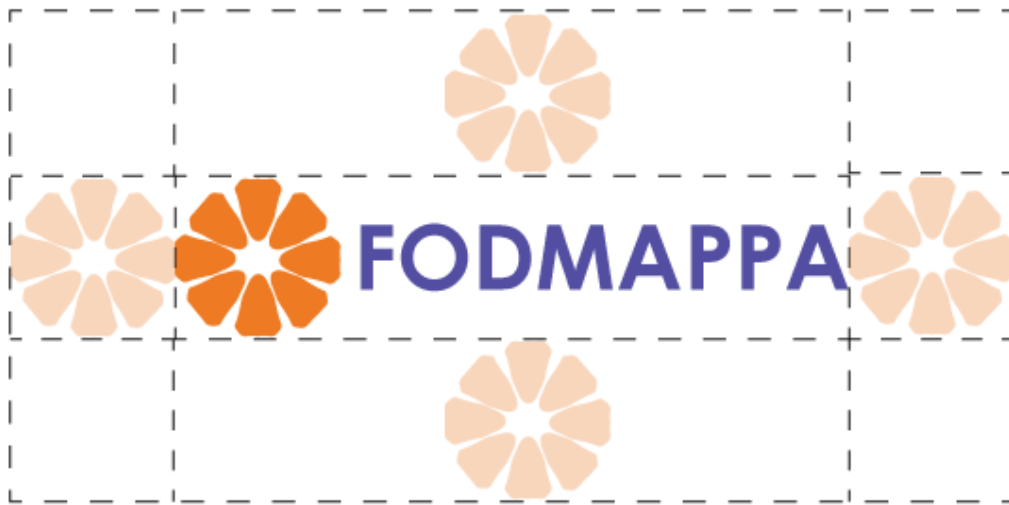
1 in.



0.5 in.

Mandatory Safe Area

To determine the mandatory safe area, we use the stylized orange pieces circle portion of the logo. One stylized circle's worth of free space should be used on all sides.



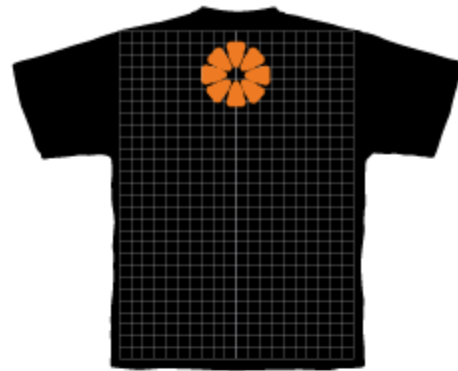
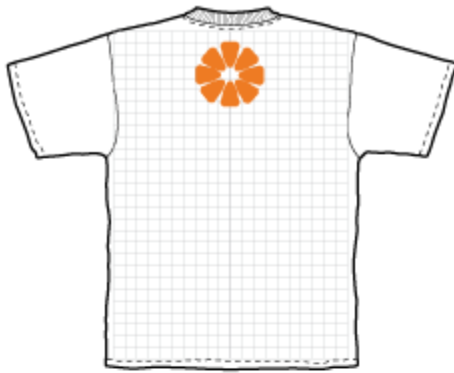
Color Variants

To determine the mandatory safe area, we use the stylized orange pieces circle portion of the logo. One stylized circle's worth of free space should be used on all sides.

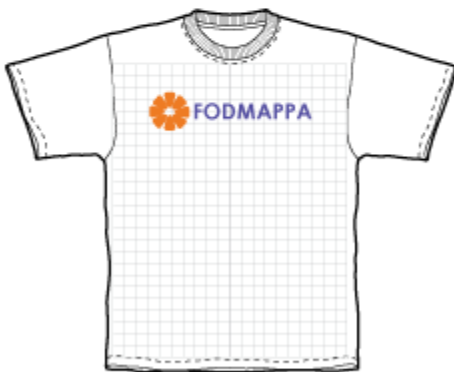


T-Shirts

Sample T-shirt Designs provided in both black and white. Logo dimensions for reproduction also provided below.



Back Logo
3" x 3.2"



Front Logo
7.2" x 1.8"

Identity Comps

The overall message of these comps is “Don’t worry, you can still eat food you love!” We want the users of our app to see it as a gateway towards enjoying great food without the pain.



Concept

Since the FODMAPPA app is primarily built around the idea of food management, it leads itself to a logo built around the idea of food itself, something that all people want to enjoy, but IBS sufferers often can't. The original version of this logo was selected out of a series of five for being the most approachable. The original version included an orange, a carrot, and a coffee cup; all IBS-friendly foods. However, further feedback showed that the original logo was too complex, so the decision was made to just include the orange fruit, as it spoke the most towards the orange color scheme. Iterations were made towards various levels of abstraction for the orange shape. The current logo was selected due to its ability to utilize negative space, allowing for logo use with different backgrounds.

Image Sources:

1. http://helios.publishpath.com/Websites/helios/PhotoGallery/3854437/2421441730_1a4b44bef5_o.jpg?19901
2. <https://www.flickr.com/photos/26063977@N00/3800432885>
3. <https://www.flickr.com/photos/49503154413@N01/4334488790>
4. <https://www.flickr.com/photos/7717524@N06/4261239644>