drizzle.

Style Guide

Typography

Heading 1: Nunito SemiBold

BBQ #8B2E00 // Mobile: 32 pt (43 leading) / Tablet & Web: 36 pt (47 leading)

Recipe Spotlight heading; Recipe Screen heading

Heading 2: Nunito SemiBold

BBQ #8B2E00 // Mobile: 24 pt (33 leading) / Tablet & Web: 26 pt (36 leading)

Section heading

Heading 3: Nunito Bold

Enchilada #B53C00 // Mobile: 16 pt (23 leading) / Tablet & Web: 18 pt (26 leading)

Subsection heading

Heading 4: Nunito SemiBold

Chocolate #5F2000 // Mobile: 16 pt (23 leading) / Tablet & Web: 18 pt (26 leading)

Recipe title on card element

Body Copy: Nunito Sans Regular

Chocolate #5F2000 // Mobile: 16 pt (24 leading) / Tablet & Web: 18 pt (27 leading)

Main body copy

Secondary Body Copy: Nunito Sans Regular

Chocolate #5F2000 // Mobile: 15 pt (22 leading) / Tablet & Web: 17 pt (25 leading)

Low-emphasis body copy

Buttons (Contained): Nunito ExtraBold

White or Buffalo #F55E27 // Mobile: 15 pt / Tablet & Web: 17 pt

Primary buttons

Links & Buttons (Not Contained): Nunito Bold

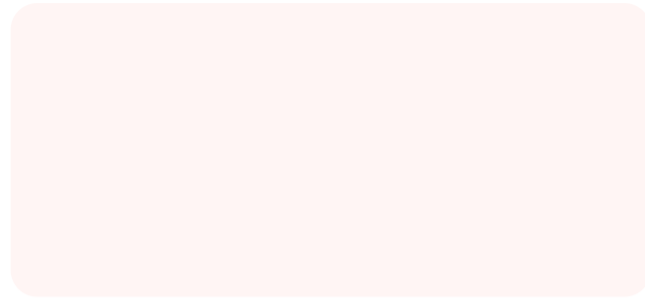Marinara #DE4F09 or Steak Sauce #A03800 // Mobile: 14 pt / Tablet & Web: 16 pt

Links and buttons without containers

RECIPE SPOTLIGHT LABEL: NUNITO SANS SEMIBOLD, ALL CAPS

Enchilada #B53C00 // Mobile: 14 pt (60 tracking) | Tablet & Web: 16 pt (80 tracking)

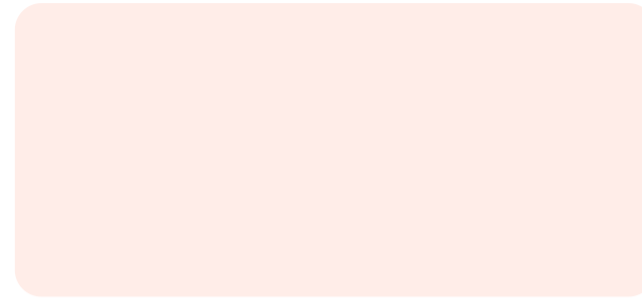Recipe Spotlight label on Home Screen

drizzle.

Color Palette

Aioli

#FFF5F4

R: 255 G: 245 B: 244

Yum Yum Sauce

#FFEDE8

R: 255 G: 237 B: 232

Fry Sauce

#FFBDAF

R: 255 G: 189 B: 175

Peach Jam

#FC917B

R: 252 G: 145 B: 123

Light Gradient

#FC917B - #F96833

Dark Gradient

#F78157 - #F55E27

Buffalo Sauce

#F55E27

R: 245 G: 94 B: 39

Marinara

#DE4F09

R: 222 G: 79 B: 9

Enchilada Sauce

#B53C00

R: 181 G: 60 B: 0

Steak Sauce

#A03800

R: 160 G: 56 B: 0

BBQ Sauce

#8B2E00

R: 139 G: 46 B: 0

Chocolate Drizzle

#5F2000

R: 95 G: 32 B: 0

drizzle.

Color Usage

Aioli

#FFF5F4

Screen background fill

Yum Yum Sauce

#FFEDE8

Background fill for Recipe Spotlight and side nav; search and input fields

Fry Sauce

#FFBDAF

The Drizzle squiggle and other illustration elements

Peach Jam

#FC917B

Illustration elements

Light Gradient

#FC917B - #F96833

Category illustrations and other illustration elements

Dark Gradient

#F78157 - #F55E27

Drizzle logo; primary button background fill

Buffalo Sauce

#F55E27

Filter chips; primary button hover state

Marinara

#DE4F09

Links and buttons (without containers)

Enchilada Sauce

#B53C00

Heading 3; Recipe Spotlight heading

Steak Sauce

#A03800

Buttons (without containers) generally paired with an icon

BBQ Sauce

#8B2E00

Heading 1 and Heading 2; navigational icons

Chocolate Drizzle

#5F2000

Heading 4; body copy

drizzle.

UI Elements

Icons

☰ ✕ 🔍 ♡ ♥ 🖨 ⬆ ⚙ ↑≡ ⌄ → ☐ ☑

Buttons

♡ Save   🖨 Print   ⬆ Share   ⚙ Filter   Sort ↑≡

Primary Button (Active)   **Primary Button (Hover)**   **Primary Button (Disabled)**

Secondary Button (Active) →   **Secondary Button (Hover) →**   **Secondary Button (Disabled) →**

[Link (Active)](#)   [Link (Hover)](#)   [Link (Disabled)](#)

UI Elements

🔍 Search input field   ✕ Filter Chip

Label

Input field

Yield: **2 cups** | Prep: **5 min** | Total: **35 min**
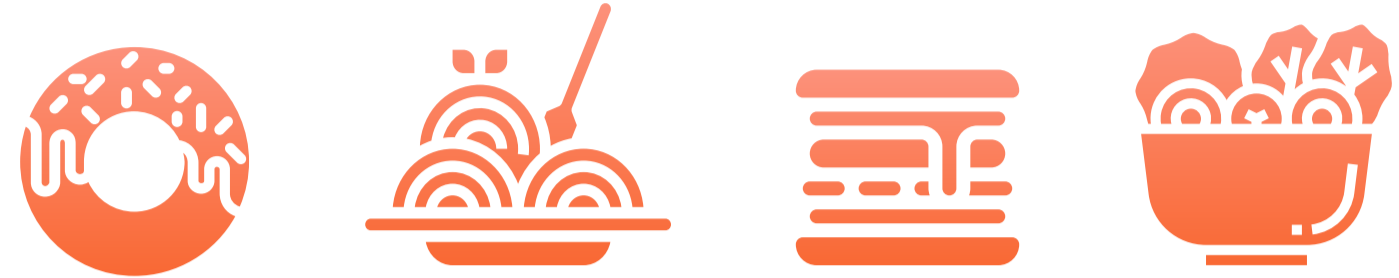
3-Ingredient Cherry Drizzle

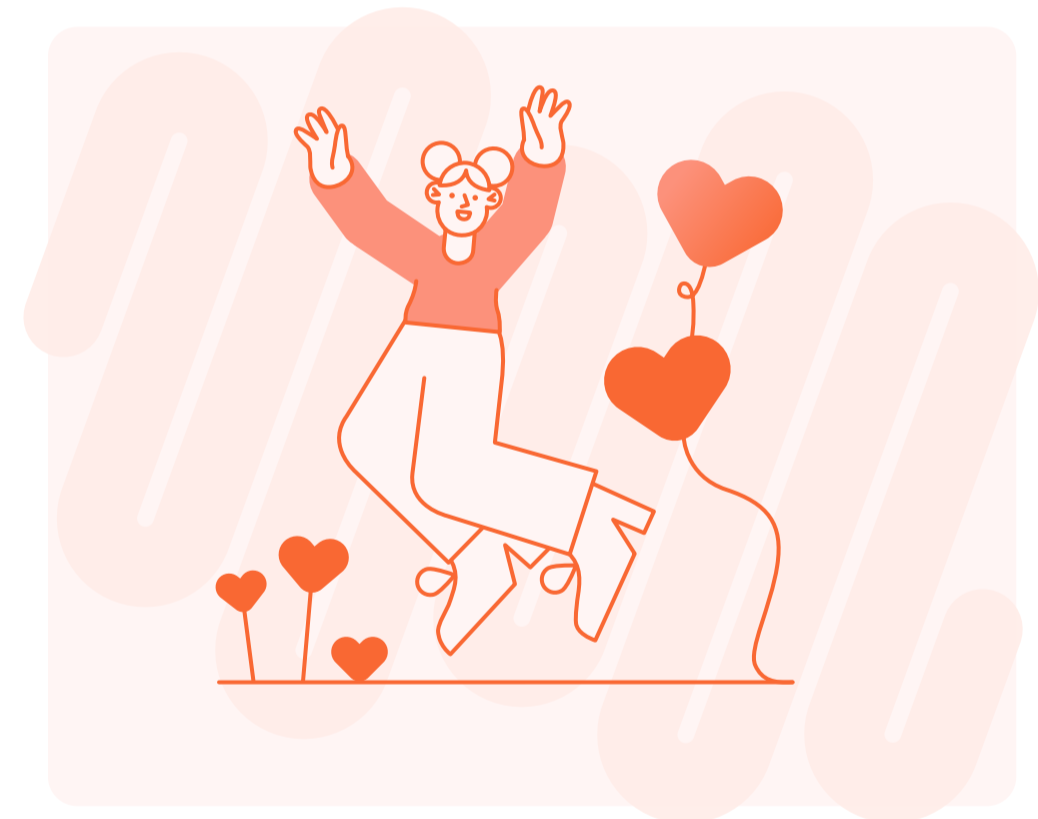### Easy Italian Lemon Dressing

drizzle.

Illustrations

Category illustrations must:

- Clearly communicate a category/type of food.

- Be made up of the simplest shapes possible.

- Have rounded edges and circular elements.

- Incorporate a "drippy" sauce whenever possible.

- Be set in Light Gradient (#FC917B - #F96833).

Success/error/empty state illustrations must:

- Be from the collection Pablita to maintain consistency.

- Be set in our brand colors.

- Have a concept that is simple and easy to understand.

- Contain the Drizzle squiggle in the background.

drizzle.

Imagery

Images must:

- Be high resolution to maintain quality regardless of size.

- Display impeccable food styling and lighting.

- Be able to be used in portrait and landscape orientation.

- Feel bright and airy; backgrounds should be light and neutral.

- Show the sauce!

drizzle.