

mise en place

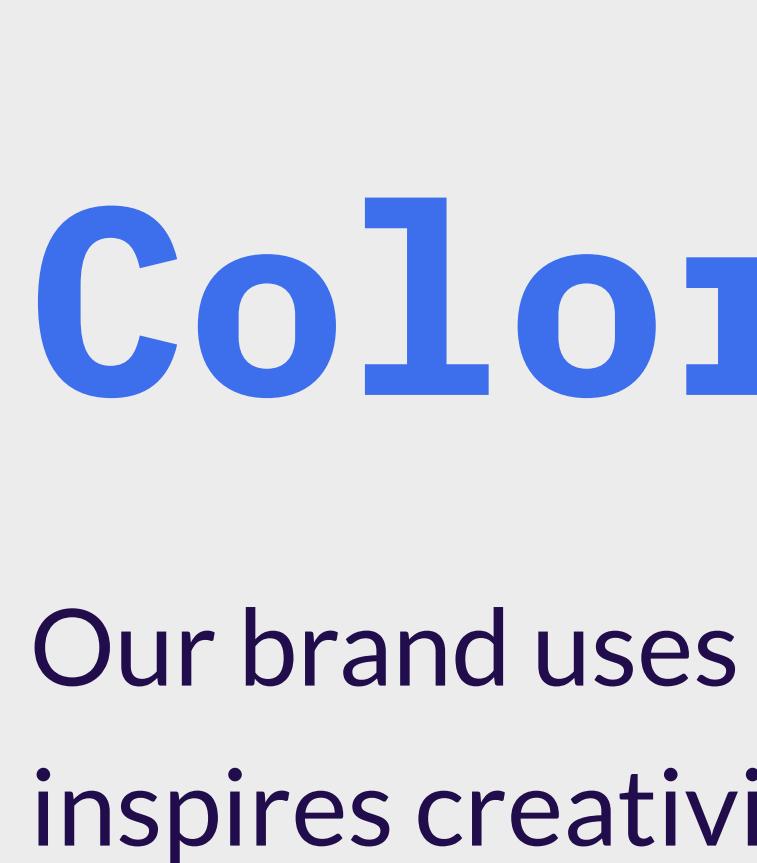
Recipes from everywhere, all right here.

Style Guide 2020 (mobile only)

The logo

Our wordmark logo is set in **IBM Plex Mono Bold** typeface. There are two options for the logo: the primary centered version, and the stacked vertical option (optimal for badges and icons).

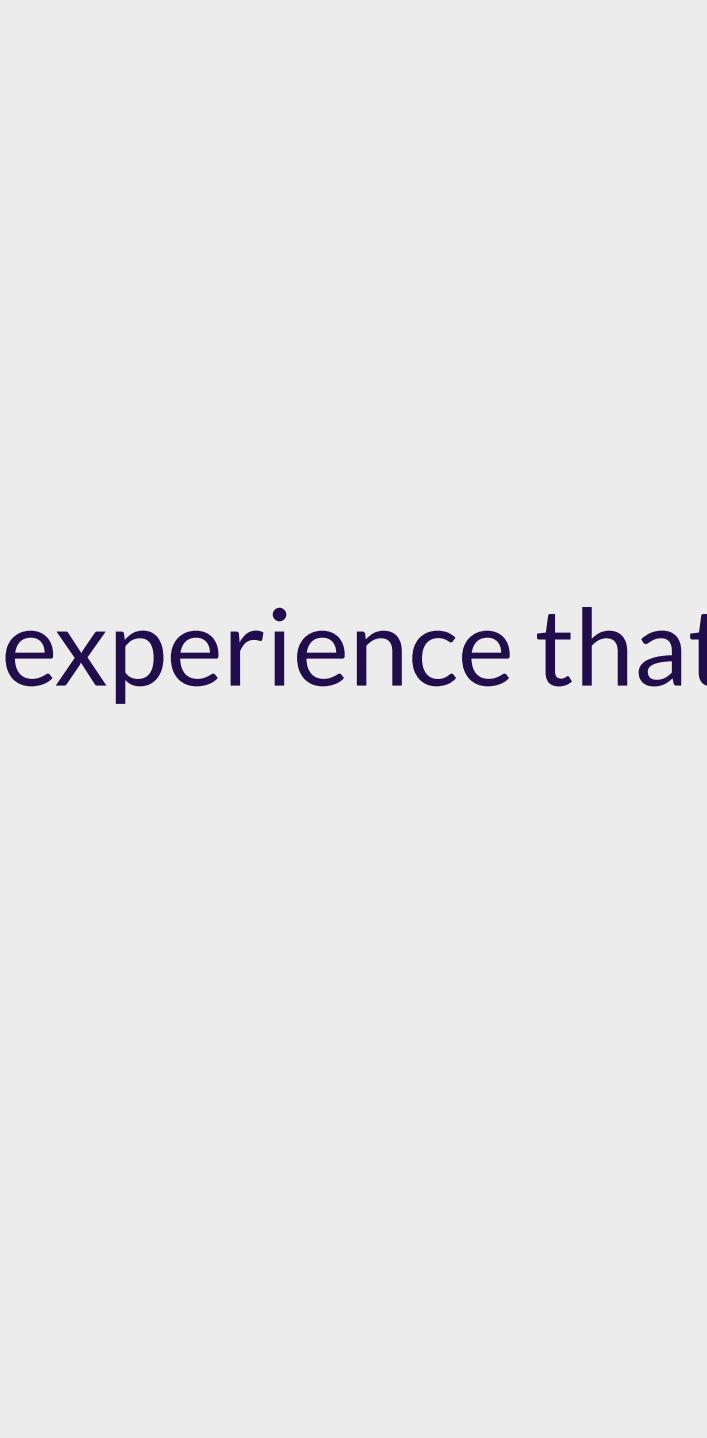
Primary wordmark logo



Secondary “stacked” logo



Iconography example



125px x 125px

app size logo

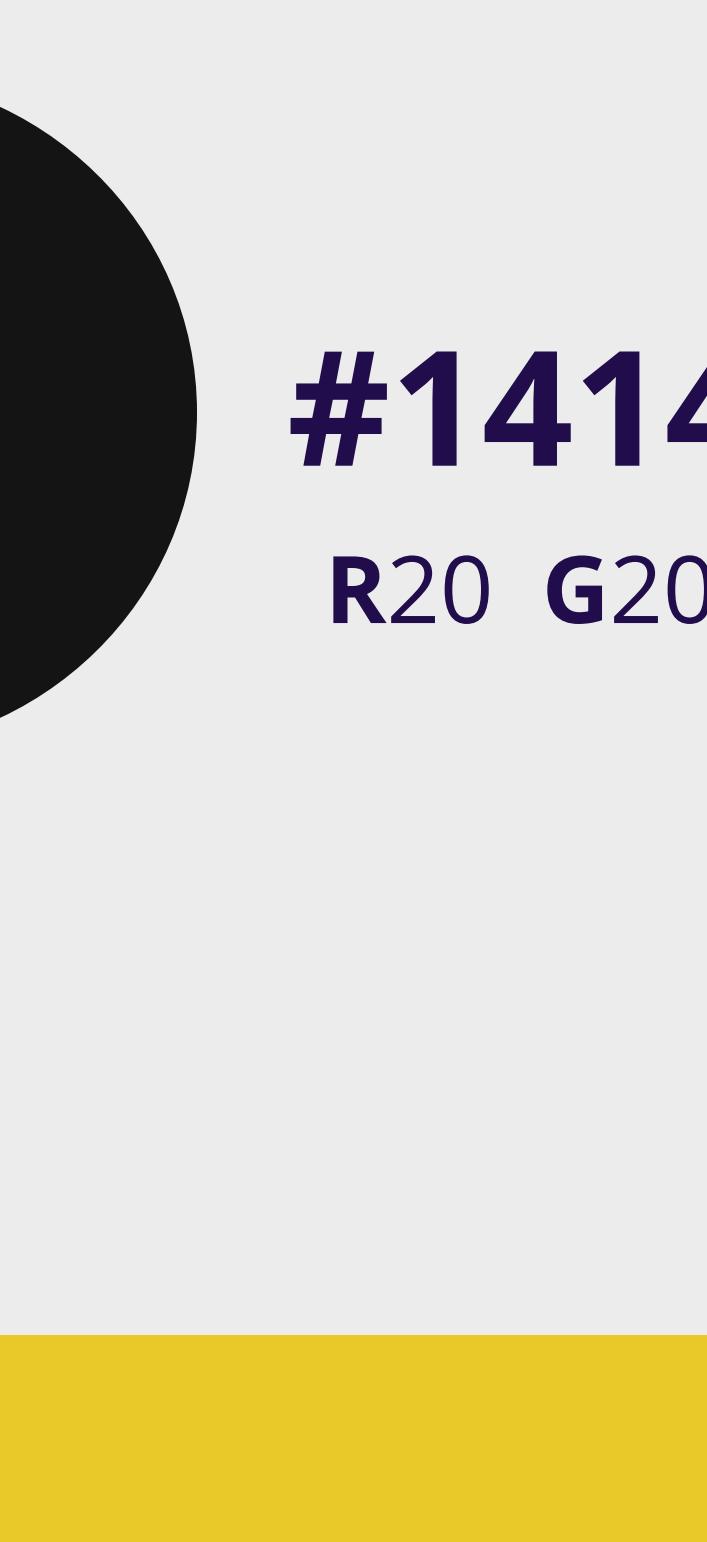


35px x 35px

favicon

Logo misuse

There are some best practices when using our logo. For example, the “stacked” version works best for icons:



The logo may appear in any of our brand colors, but avoid using a single color in the stacked logo.



Color

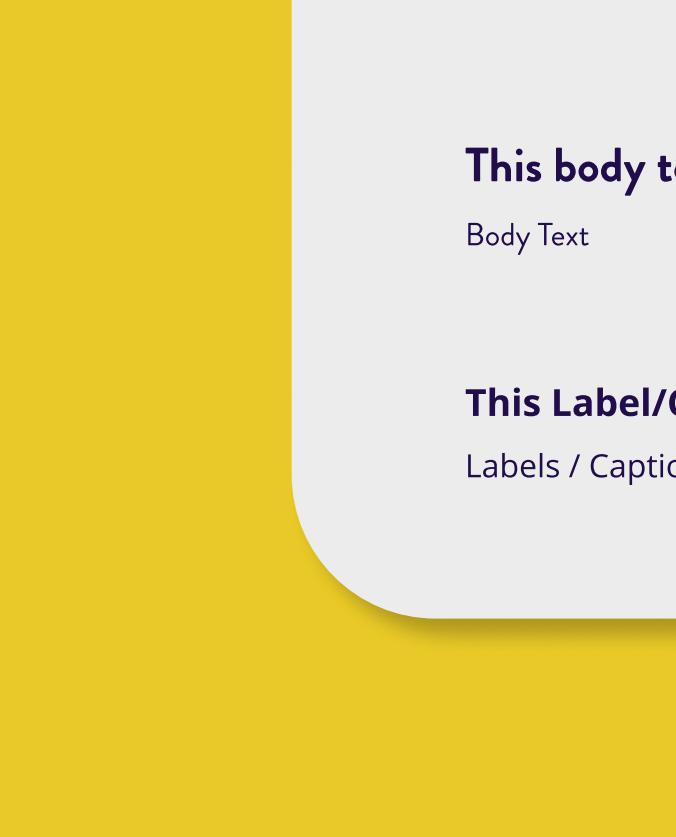
Our brand uses a wide range of colors to create an experience that inspires creativity and play in the kitchen.

Primary



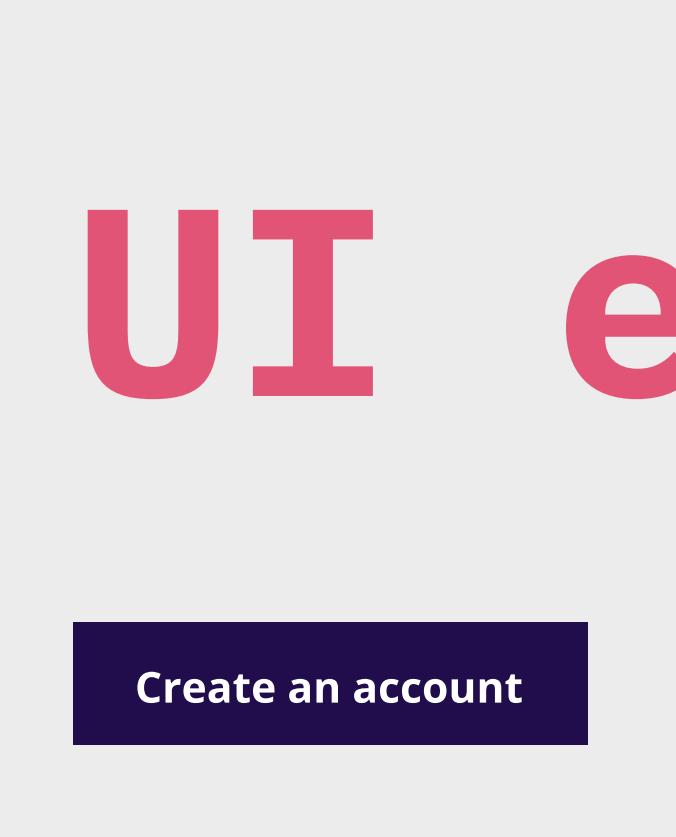
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R33 G13 B75



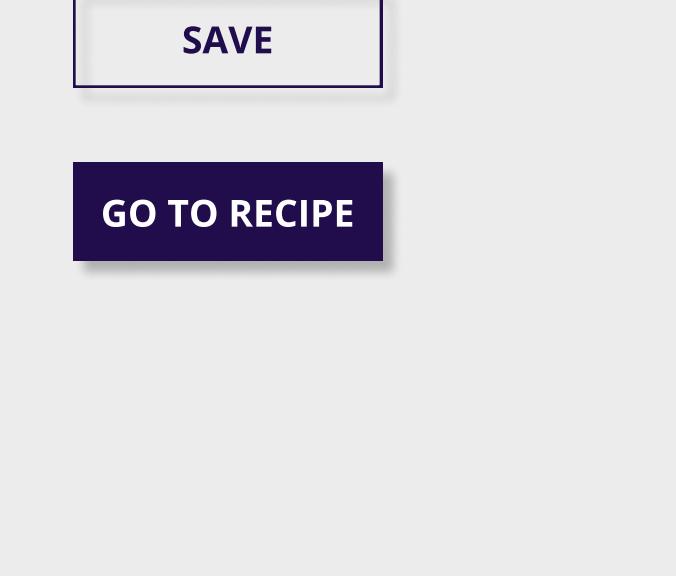
#E8C927

R232 G201 B39



#E25476

R226 G84 B118



#49A88C

R73 G168 B139

#FFABD3

R255 G171 B211

R255 G171 B211

#ECECEC

R236 G236 B236

#141414

R20 G20 B20

