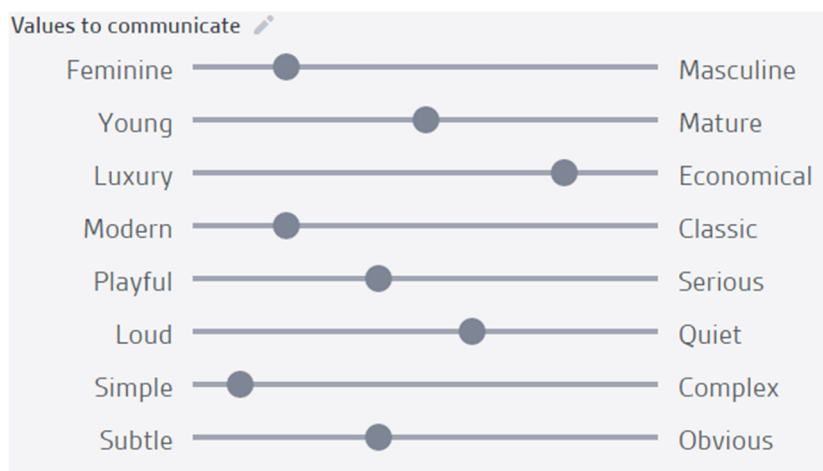# Food Watch Style Guide

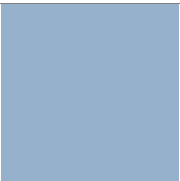Version 1.0
July, 2015

Overview

The purpose of this document is to provide a cohesive, simple, and consistent guideline for developers to follow when applying graphic design to Food Watch. This document is not meant to encompass all design choices but instead provide a guideline to help make consistent design decisions and establish a brand for Food Watch. Design decisions are intended to reinforce the Food Watch application's usability. Default bootstrap CSS styles should be used and only altered when absolutely necessary.
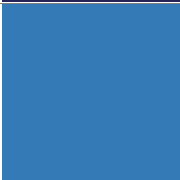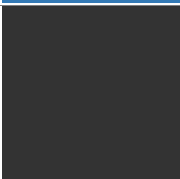
The overall theme of the Food Watch style is a meant to appeal to U.S. based consumers who are interested in keeping an eye on food safety. The values of Food Watch are classified with the following characteristics:

Colors

The following table illustrates the Food Watch color scheme:

Purpose	Color	Hex Value
Primary Brand/Background		#95b1cb
Secondary Brand/Accent/Logo		#b6cc05

Tertiary Brand		#272356	2
Accent/Call Attention/Buttons		#337ab7	
Primary Text		#333333	

Typography

The font-family selected for text within Food Watch is Helvetica and is applied with BootStrap css files.

h1. Bootstrap heading

h2. Bootstrap heading

h3. Bootstrap heading

h4. Bootstrap heading

h5. Bootstrap heading

h6. Bootstrap heading