



FODMAPPA Style Guide

Client: Irene
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SI 320



C: 0 R: 247
 M: 53 G: 142
 Y: 100 B: 31
 K: 0

C: 84 R: 43
 M: 28 G: 125
 Y: 100 B: 61
 K: 15

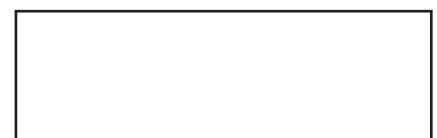
C: 90 R: 0
 M: 30 G: 104
 Y: 95 B: 56
 K: 30

Color Scheme

The app design utilizes a similar color scheme as the logotype. The green is the base color and the orange is an accent color. I used a slightly more muted green and light green for the app background. For the app, I adjusted the logo text to be one line instead of two to improve scalability for the application header. I also changed the colors to be all one color to improve contrast on the background. Note that the logo is in white in the app.



Additionally, some grayscale elements will be used to enhance depth with drop shadow. The text will be in black and white, whichever is the best contrast to the background.



C: 75 R: 0
 M: 67 G: 0
 Y: 68 B: 0
 K: 90

C: 24 R: 194
 M: 19 G: 193
 Y: 20 B: 192
 K: 0

C: 0 R: 255
 M: 0 G: 255
 Y: 0 B: 255
 K: 0

Typeface Selection

There are two typefaces to be used in the application: Benton Sans and Georgia. Most of the titles will be in Benton Sans, but if there were a long block of text, it could be in Georgia.

Benton Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789v

Benton Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Georgia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Georgia Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Benton Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Benton Sans Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

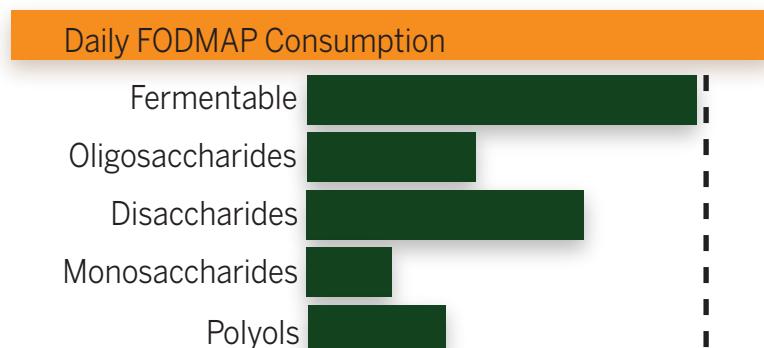
Georiga Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

UI Design Concept

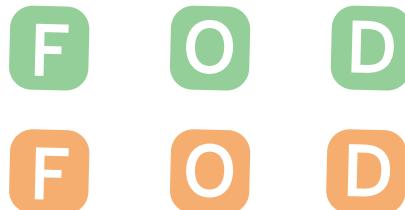
FODMAP Consumption Graph

The FODMAP Consumption Graph below shows how much of each FODMAP item has been consumed that day. This is shown on the journal page and the profile page.



FODMAP Value Indicator

The design is meant to show which FODMAP item is the highest in that food item. The letter revealed stands for Fermentable, oligosaccharides, disaccharides, monosaccharides, or polyols, and the highest value is shown in the letter.



List Items

The list items show food items with radio checkboxes and the FODMAP levels. Also, there is a coupon clipping icon so that the user can check to see if there's any available coupons for that item.

FRUIT

Food Item	FODMAP Level	Coupon Icon
Strawberries	High	Scissors icon
Peaches	Medium-High	Scissors icon
Raspberries	Medium-Low	Scissors icon
Avocados	Low	Scissors icon

Design Template

