



# FODMAPPA Style Guide

Client: Irene  
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SI 320



|        |         |
|--------|---------|
| C: 2   | R: 243  |
| M: 35  | G: 175  |
| Y: 61c | B: 113  |
| K: 0   | #F3AF71 |

|       |         |
|-------|---------|
| C: 67 | R: 88   |
| M: 0  | G: 187  |
| Y: 82 | B: 100  |
| K: 0  | #58BB64 |

|       |         |
|-------|---------|
| C: 67 | R: 88   |
| M: 0  | G: 187  |
| Y: 82 | B: 100  |
| K: 0  | #009E4E |

|        |         |
|--------|---------|
| C: 0   | R: 247  |
| M: 53  | G: 142  |
| Y: 100 | B: 31   |
| K: 0   | #F78E1F |

|        |         |
|--------|---------|
| C: 84  | R: 43   |
| M: 28  | G: 125  |
| Y: 100 | B: 61   |
| K: 15  | #2B7D3D |

|       |         |
|-------|---------|
| C: 90 | R: 0    |
| M: 30 | G: 104  |
| Y: 95 | B: 56   |
| K: 30 | #006838 |

## Logo Design and Colors

This logo design incorporates a carrot, which is an example of a low-FOD-MAP food. The negative space in the carrot makes up the letter “F” in FODMAPPA. I put the “MAPPA” underneath FOD because it makes the logo scale better, while also emphasizing the “MAPP”-ing features of the application.

The orange is a bright pop of color that would attract users to the logo while the deep greens imply health and natural foods. I chose a bold, readable condensed font that contrasts the illustration. The graphic illustration of the carrot is meant to be trendy and iconic, meant to be instantly recognizable.

# Typeface Selection

The typeface I chose for the logo is BENTON SANS. This is a, trendy, modern, sans-serif font that is easy to read. I chose this font mainly for scalability and trendiness. Users of FODMAPPA should see this font and think that IBS Symptoms are not uncommon, and the app you use to track your foods can be cool, too. The interface for the app should pair well with this font because its wide letters scale to both big and small sizes, which work well for the application. Please note that the logo font is slightly condensed.

Benton Sans Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
abcdefghijklmnopqrstuvwxyz  
0123456789v

Benton Sans Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
abcdefghijklmnopqrstuvwxyz  
0123456789

Benton Sans Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

Benton Sans Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*

I chose Georgia as a serif typeface. Georgia is a classic, timeless typeface, and it looks great in both large paragraphs and on its own. This is an easily readable and scalable font that is also modern enough to match Benton Sans. This typeface can be used for many things in both the mobile application and printed materials.

Georgia Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
abcdefghijklmnopqrstuvwxyz  
0123456789

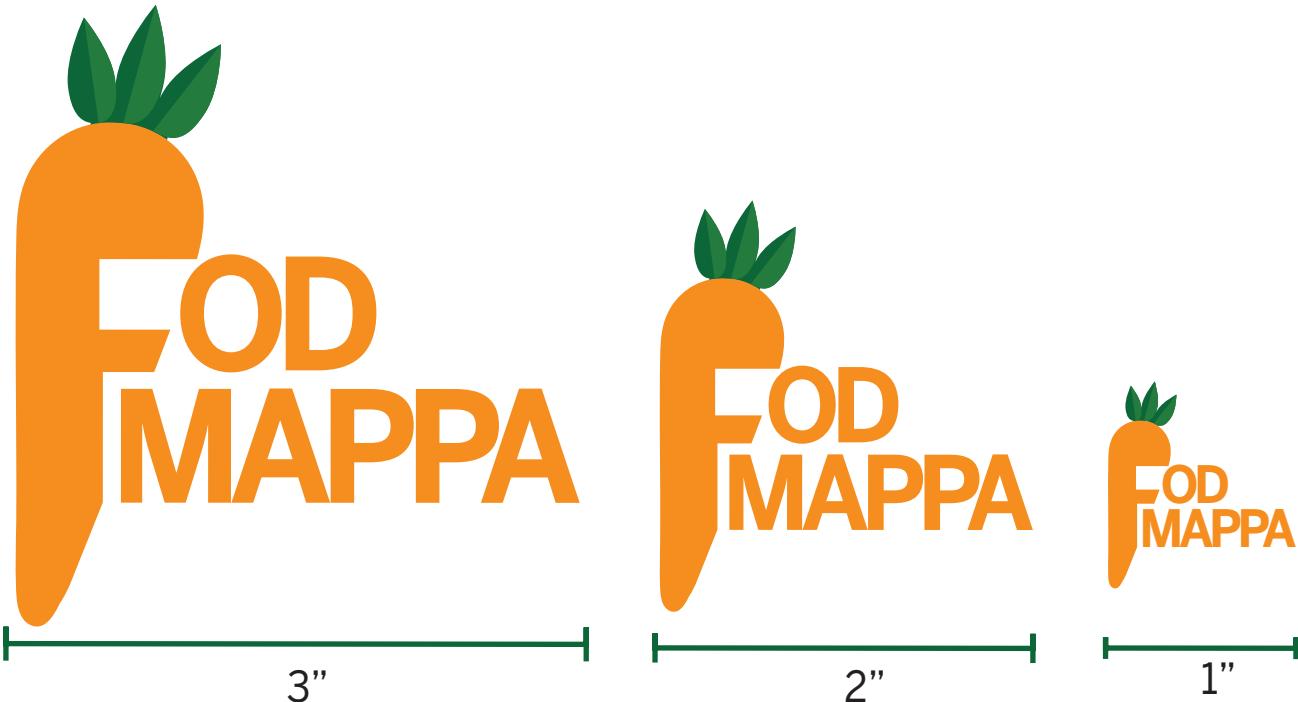
Georiga Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*

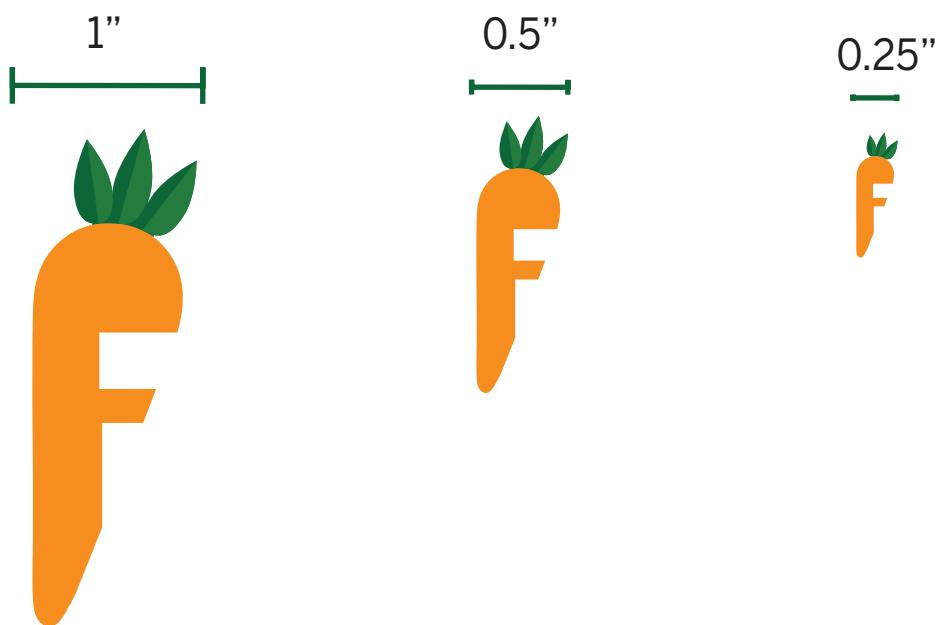
Georgia Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

# Scalability

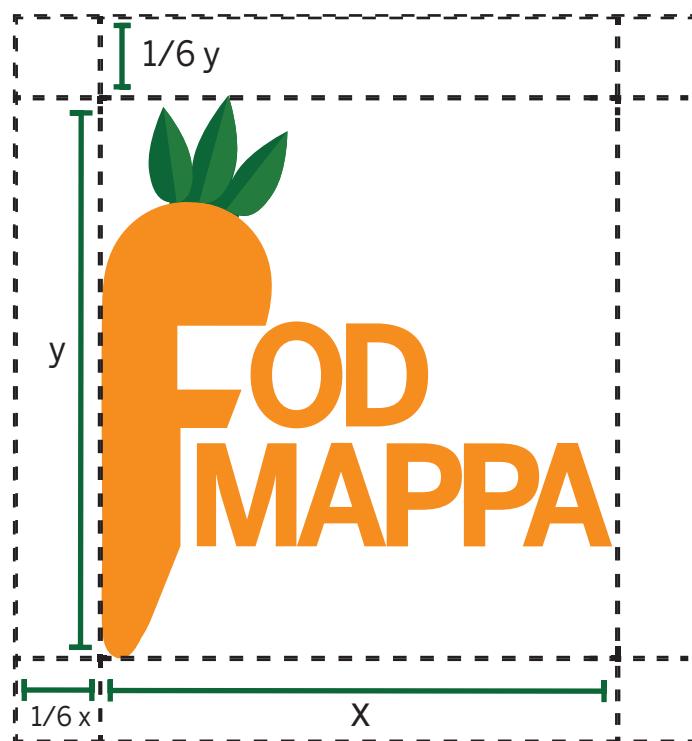


The logo with logotype can be scaled as large as needed and as small as 1" with the logomark (text letters). Above displays the logo in 3", 2", and 1". When scaled to sizes less than 1", it is advised to use just the "F" carrot icon instead. Below is just the "F" carrot icon at 1", 0.5", and 0.25". This might be a good option for business cards or stationary.



# Mandatory Free Space

As a general rule, there should be 1/6 of the height of the logo allotted on each side to accommodate for the mandatory free space. An example is shown below. If the logo is 3" wide, a margin of 0.5" on every side is allowed.



# Color Variations

Color Palette



Grayscale



Black and White



# Photography Assets



The bright orange color stands out on lighter backgrounds and draws the eye towards the logo design, with the carrot easily recognizable. I suggest utilizing the green color for a background for text, but adjusting transparency and text color to improve readability. Green evokes a sense of healthiness and good quality foods. Using Benton Sans for titles and Georgia for longer stretches of text is the most consistent with branding strategy.

# Example Merchandise

Adult Hooded Sweater



Adult T-Shirt



For both the front and back of the hoodie and T-shirt, the full logo will be used. The recommended size for the front breast logo is 5" tall. On the backs of both products, the recommended size for the logo is 7" tall. Our goal with these apparel products is to showcase the iconic carrot logo and make it as large as possible (while still maintaining mandatory free space)-to advertise the app.