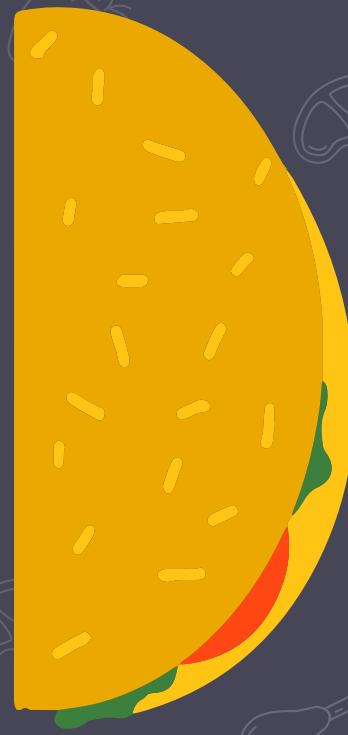


F   **I**

FODLE

Foodle is a new app where people can come together to create, share, and plan meals and enjoy a community cooking experience anywhere in the world. Users will be able to search thousands of recipes and organize them into daily meal plans, favorited lists, and uploaded recipes. They will be able to prepare, photograph, and share their own recipes directly within the app with their Foodle community as well as their entire social spectrum.

We want our users to be surprised and inspired by the recipes they find, as well as the recipes shared by other users in their community. Everyone should be empowered to plan and cook a delicious meal, and we feel that no matter what level of cook you are, this app will have something for you!



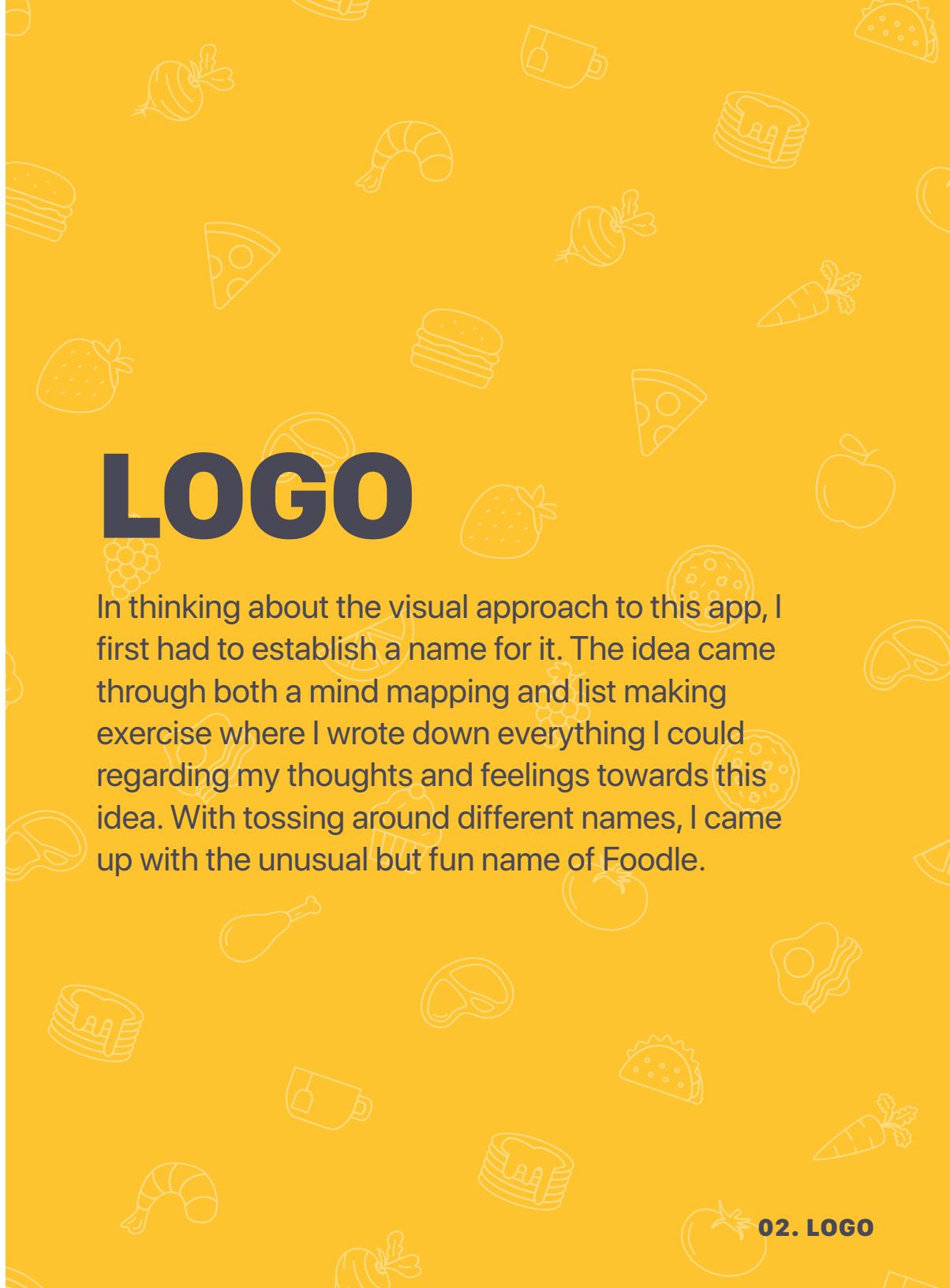
GRAPHIC LOGO



TYPOGRAPHIC LOGO



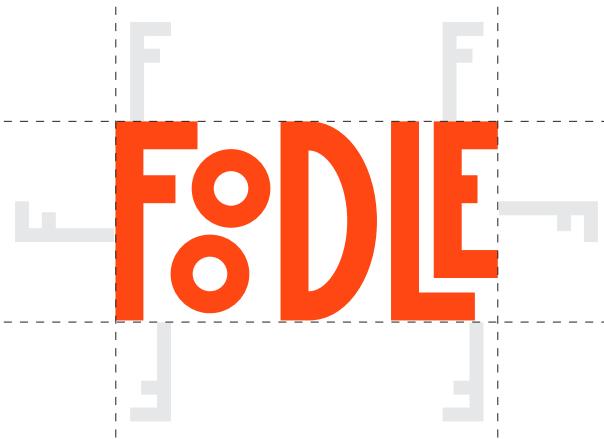
GRAYSCALE LOGO



CLEARSPACE & USAGE

CLEAR SPACE

Clearspace around the logo is equal to half the cap height of the F.



MINIMUM SIZE

Clearspace around the logo is equal to half the cap height of the F.



For Pixel/Web
For Print

30px
1in

MISUSE



Do not change the colors of any logo type.



Do not make the graphical logo all one color.



Do not stretch or skew any logo type.



Do not outline any logo type.



Do not rotate any logo type.



Do not crop any logo type.

COLOR

Lorem Ipsum Lorem Ipsum
Ipsum Lorem Ipsum Lorem Ipsum
Lorem Ipsum Lorem Ipsum

SOLIDS

RED

CMYK: 0-86-99-0
RGB: 255-71-20
HEX: #FF4714

100% 90% 80%

ORANGE

CMYK: 0-54-100-0
RGB: 255-140-20
HEX: #FF8C00

100% 90% 80%

TEAL

CMYK: 78-3-68-0
RGB: 23-176-126
HEX: #17B07E

100% 90% 80%

BLACK

CMYK: 0-0-0-0
RGB: 0-0-0
HEX: #000000

100% 90% 80%

YELLOW

CMYK: 0-24-97-0
RGB: 255-196-20
HEX: #FFC414

100% 90% 80%

GREEN

CMYK: 79-27-100-13
RGB: 61-128-60
HEX: #3D803C

100% 90% 80%

BLUE

CMYK: 72-66-47-33
RGB: 72-71-86
HEX: #484756

100% 90% 80%

PEARL

CMYK: 9-8-19-0
RGB: 230-224-205
HEX: #F6F0CD

100% 70% 40%

GRADIENTS

RED TO ORANGE



ORANGE TO YELLOW



YELLOW TO RED



TYPOGRAPHY

Lorem Ipsum Lorem Ipsum Lorem Ipsum Lorem
Ipsum Lorem Ipsum Lorem Ipsum Lorem Ipsum

SF Pro Display

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

USES

Headlines, Body Text, Navigation, Search

SF Compact Text Heavy

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz**

USES

Headlines

SF Compact Text Italic

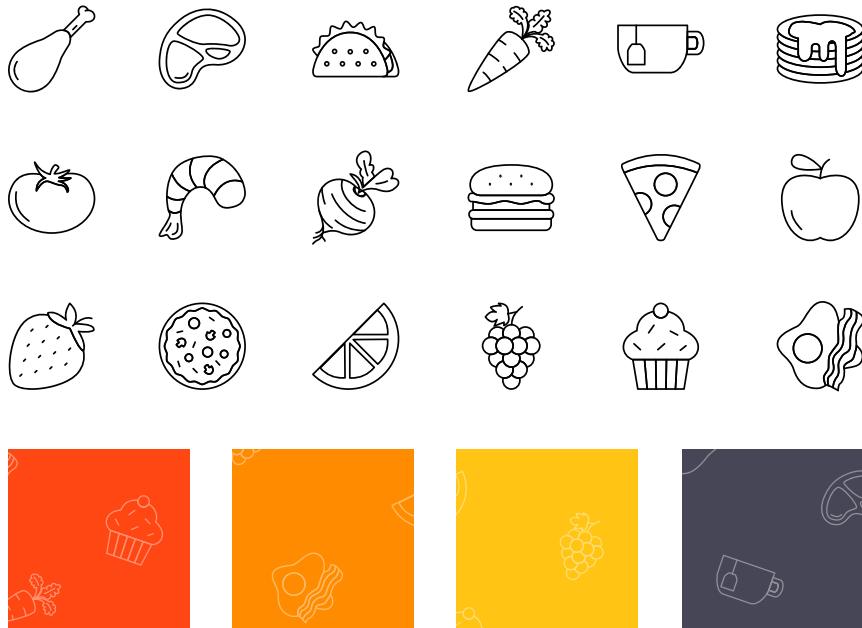
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Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz*

USES

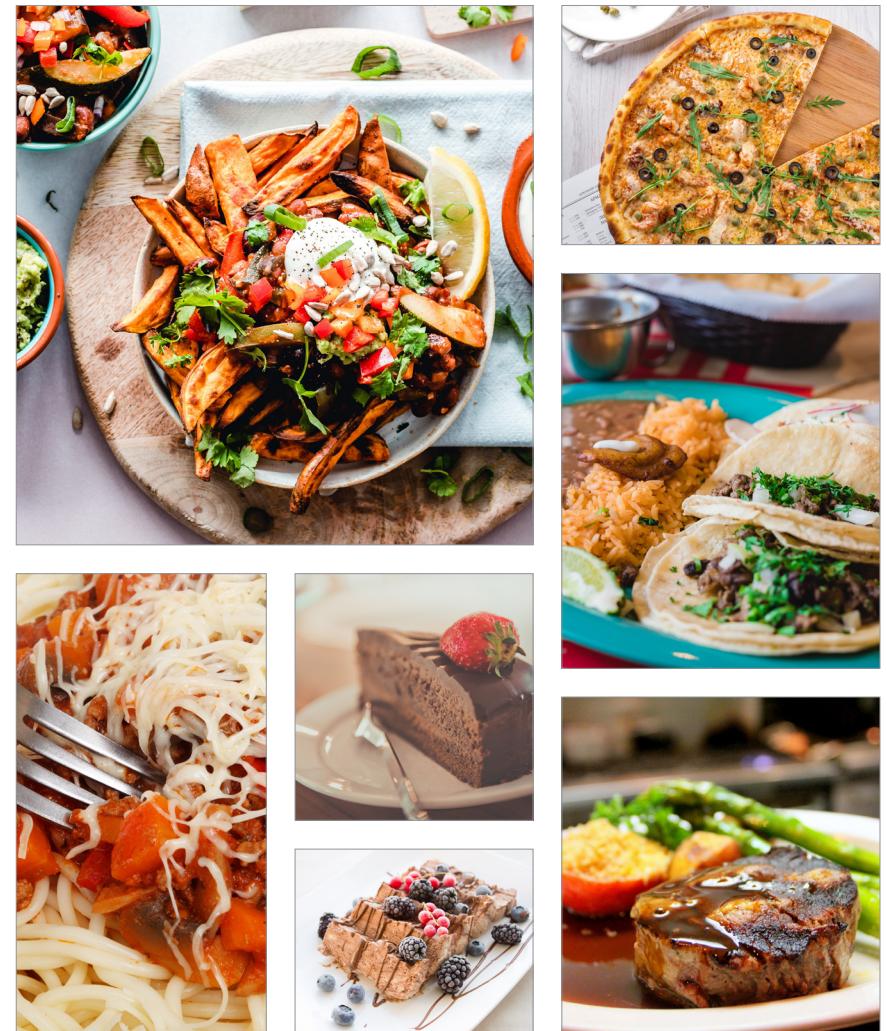
Tags, Links

GRAPHICS & IMAGERY

REPEATING PATTERN BACKGROUND



PHOTOGRAPHY



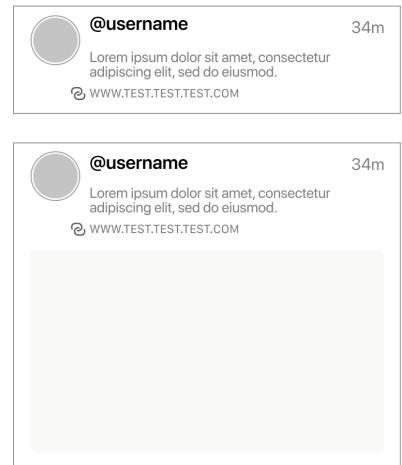
INTRODUCTORY SLIDE IMAGERY



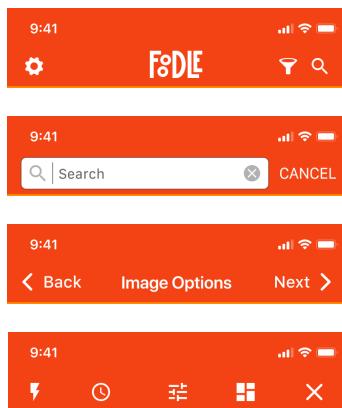
BUTTONS



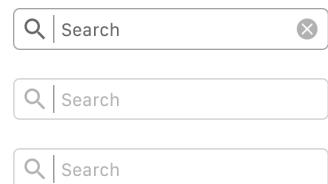
CARDS



NAVIGATION BAR



SEARCH



INPUT



TAB BAR

