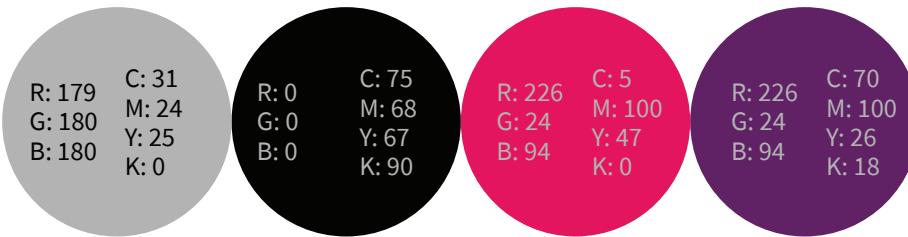
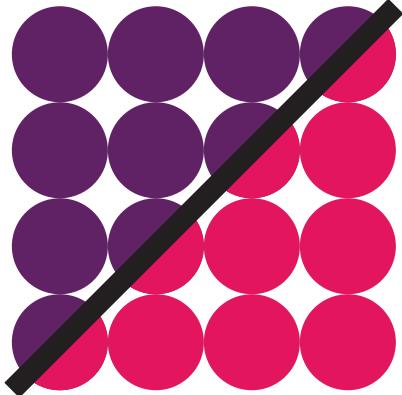


# FODMAPPA

Brand Identity Guidelines

# LOGO DESIGN & PALETTE



## ABOUT

In designing the logo for FODMAPPA, I thought about my personal experience having once been temporarily put on a low FODMAP diet. It's often difficult and confusing to remember which foods are ok and which aren't, and there are often very similar foods on the "ok" list and the "avoid" list. For example, raspberries are ok, but blackberries are not.

From this example, I designed this logo that represents the pattern of berries, colored purple like blackberries on one side and pink like raspberries on the other with a thick, dynamic bar dividing them representing the line between foods that fit into the low FODMAP diet and those that don't.

# TYPOGRAPHIC STYLE

SOURCE SANS PRO SEMIBOLD ALL CAPS FOR LOGO MARK

FODMAPPA

SOURCE SANS PRO REGULAR ALL CAPS FOR HEADINGS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
0 1 2 3 4 5 6 7 8 9

SOURCE SERIF VARIABLE FOR BODY TYPE

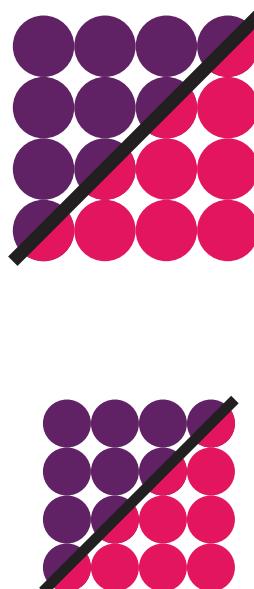
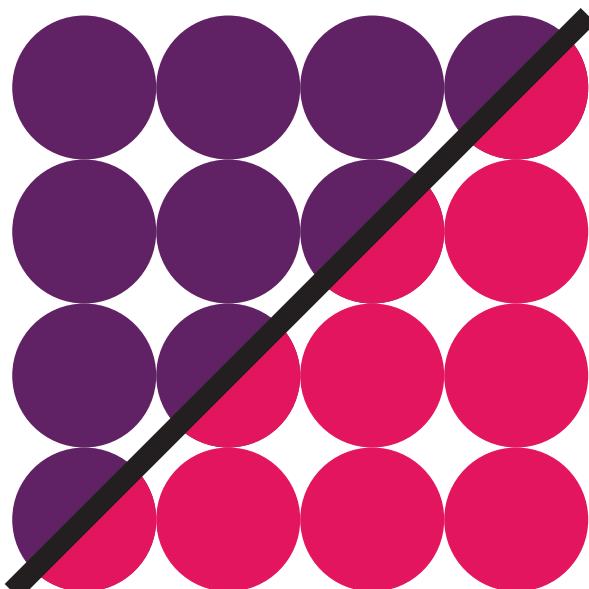
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9  
Source Serif Variable Regular  
**Source Serif Variable Bold**

## ABOUT

Source Sans Pro is a Google Font sans serif typeface family. It was chosen for its legible, professional quality that is easy to read even in long-form writing.

Source Sans Pro has several variations, including a serif version. Using this variation lends consistency and confidence to the overall branding of the project and a serif font is even easier to read in long-form so it makes for a great choice for body text.

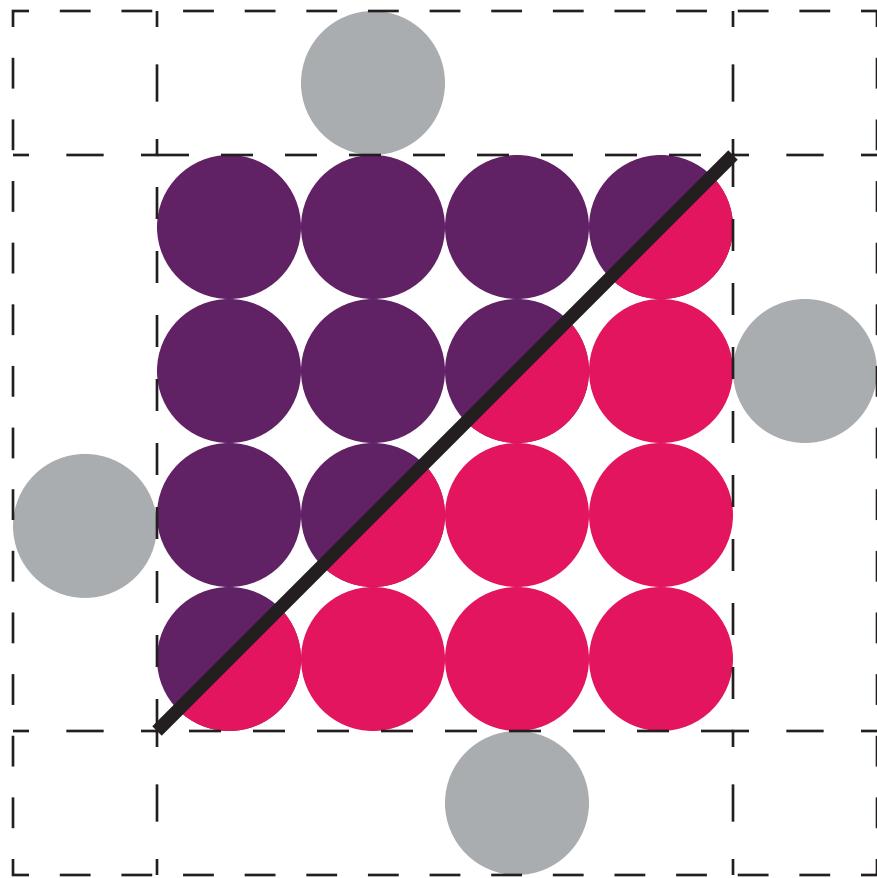
## LOGO SCALABILITY



FODMAPPA



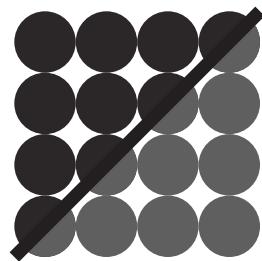
## MANDATORY WHITE SPACE



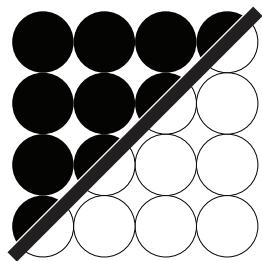
The logo should be surrounded by a buffer of white space large enough to fit one of the element circles (1/4 width or height) on each side of the image.  
Example below:



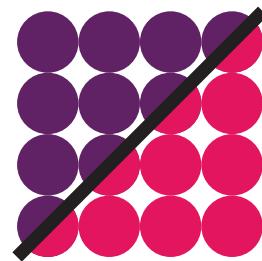
# VARIANTS



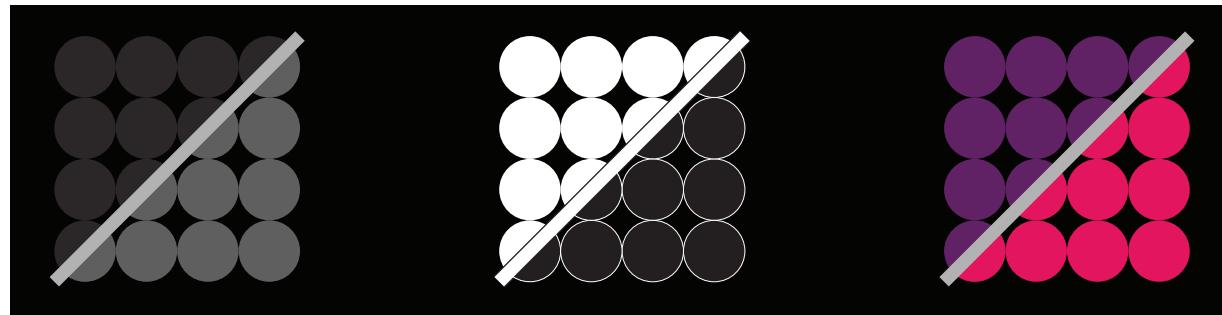
GREYSCALE



BLACK AND WHITE



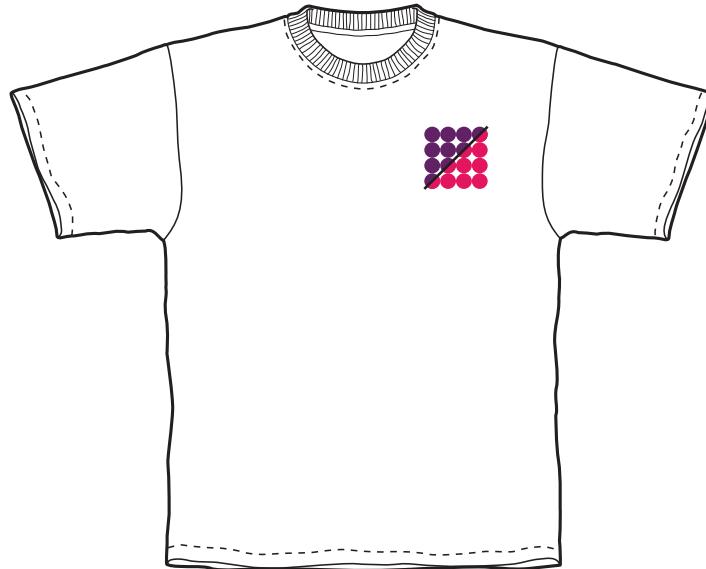
FULL COLOR



# PHOTOGRAPHY ASSETS



## SHIRT APPLICATION



Logo size recommendation: 3"

