

# STYLE GUIDE

## TYPOGRAPHY

SOURCE SANS PRO SEMIBOLD ALL CAPS, FIT TO SIZE FOR LOGO MARK: FODMAPPA

**SOURCE SANS PRO BOLD 33 PT  
FOR PAGE/CATEGORY HEADINGS**

SOURCE SANS PRO SEMIBOLD 29 PT  
ALL CAPS FOR ITEM HEADINGS

SANS SOURCE PRO SEMIBOLD 18 PT ALL CAPS FOR SUBHEADINGS

SOURCE SANS PRO SEMIBOLD 14 PT ALL CAPS FOR SUBHEADINGS

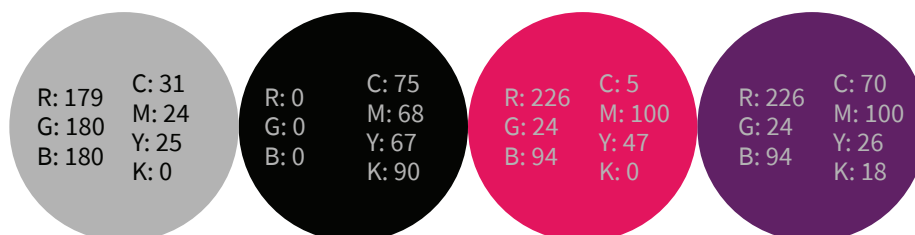
SOURCE SANS PRO REGULAR 18 PT ALL CAPS FOR ITEMS

SOURCE SANS PRO REGULAR 17 PT ALL CAPS FOR ICONS

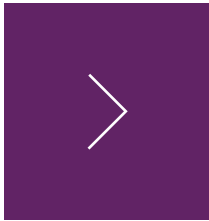
SOURCE SANS PRO 21 PT FOR DATE

Source Serif Variable 13 pt for Body

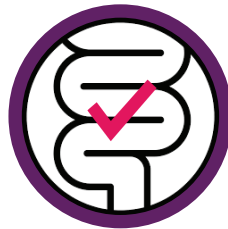
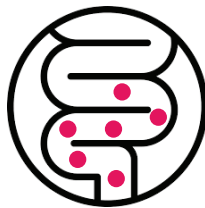
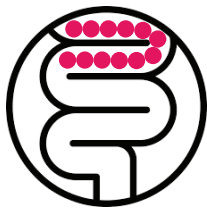
## COLOR PALETTE: ANALAGOUS



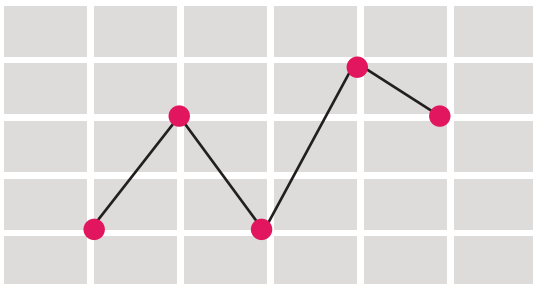
# UI ELEMENTS



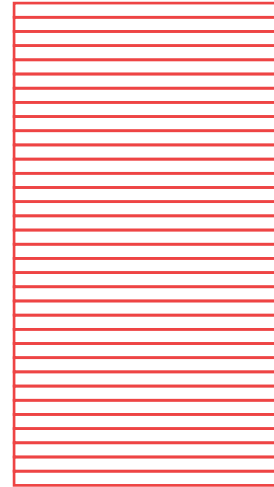
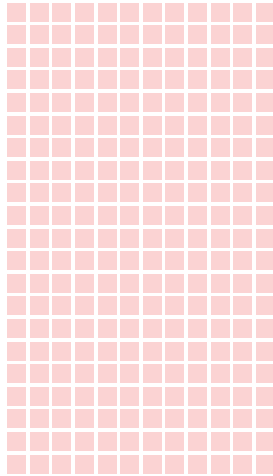
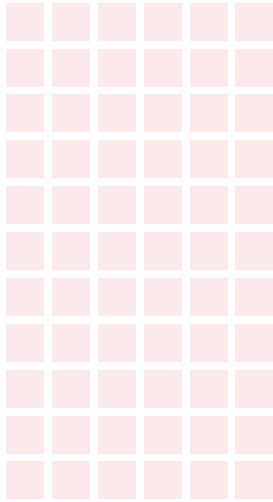
☐ RADIO BUTTON



ICON



# GRID



Each of the above grids modular grids and the baseline grid, scaled up to a 375 pt width should be used for the UI of this app. They are now scaled to 100 pt width.

## DESIGN CONCEPT

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.

The UI was developed to incorporate both the circles in the logo and the overall square design, as well as to use the logo's vibrant colors for engagement, emphasis, and accent as needed.