



Client: Irene

FODMAPPA is an app that acts as a personal food diary for people suffering from irritable bowel syndrome (IBS). People with IBS cannot eat too many high-FODMAP foods, so this app will help them keep track of their FODMAP intake, as well as providing resources for healthy, low-FODMAP options, getting the user in contact with health care professionals, and providing coupons for low-FODMAP foods.



C 61	R 86
M 46	G 89
Y 100	B 38
K 36	



C 49	R 126
M 49	G 113
Y 54	B 104
K 15	



C 37	R 168
M 4	G 202
Y 65	B 126
K 0	

This FODMAPPA logo depicts an avocado, which is a low-FODMAP food. Using negative space, there is a fork within the pit of an avocado to symbolize eating healthy. I chose the dark green color to represent the app because the low-FODMAP diet is promoting healthy eating and green invokes health, calamity, and natural living. The neutral brown tone is a tone of red, complementary to green. The light green color is a part of the avocado, used as an accent.

Typeface selection

The typeface selected for this design is FUTURA. Futura is a thin, modern sans serif font that is easy to read yet looks fresh and geometric. Ideally, this app will be very easy to navigate for users, thus Futura is a great fit.

Futura PT Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Futura Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Futura Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

The serif font chosen is LORA. Lora is a versatile, classic serif that, at the same time, looks calligraphic, modern, and clean. This font can be used in features of longer text, such as promotional flyers, pamphlets, and websites.

Lora

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Lora Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Lora Italic

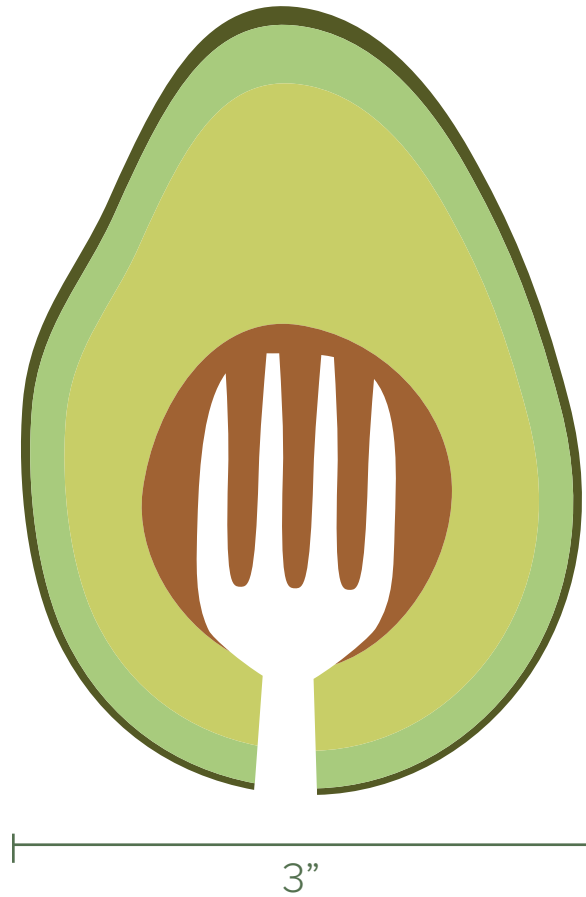
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

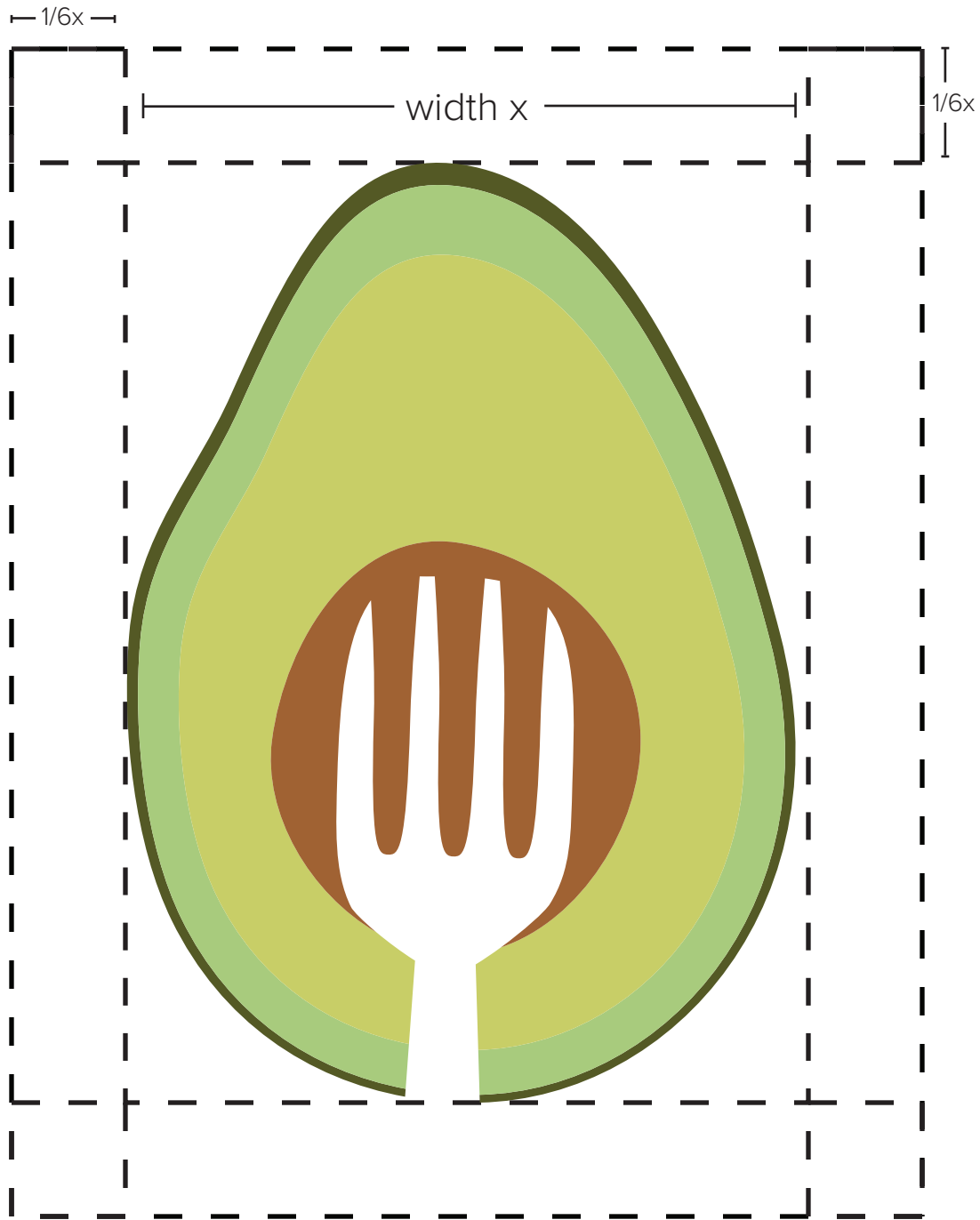
Scalability

The logo can be scaled in many different sizes, from 1/2" to 3".

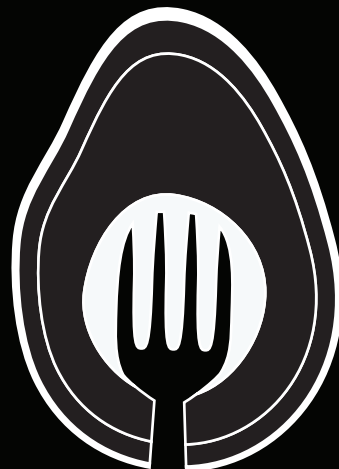
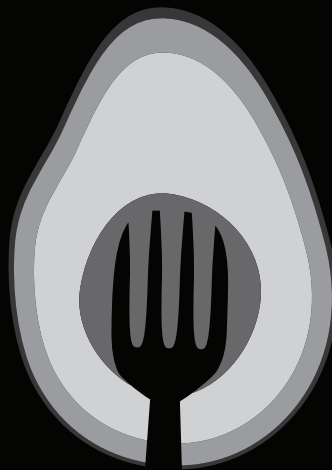
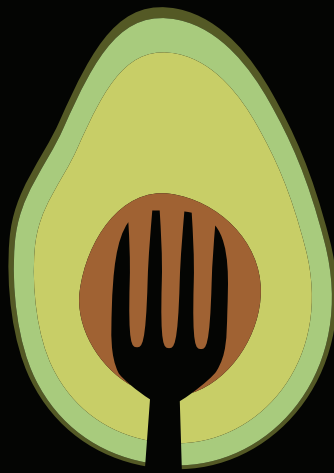
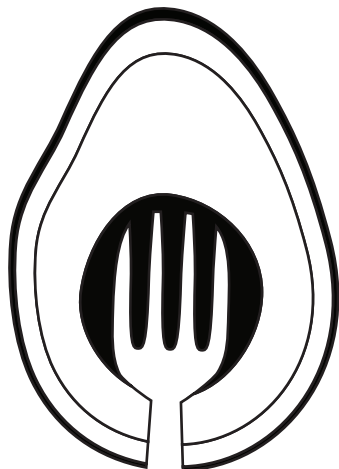
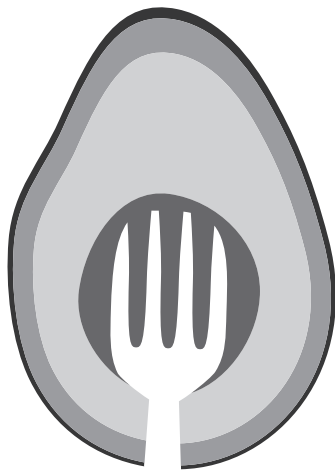
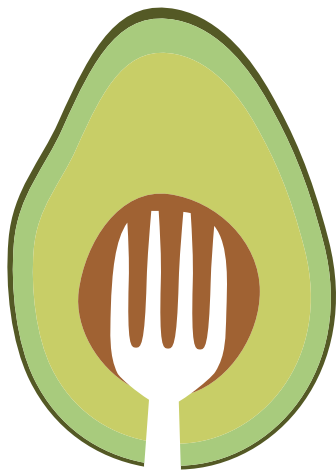


Mandatory Free Space

The mandatory free space of this logo follows what is shown below. It needs $\frac{1}{6}$ of its width on each side whenever it is used.



Color variations



Photography



The idea behind all photos is the promotion of healthy living with the FODMAPPA app. By using FODMAPPA, people who suffer from IBS can now have easy access to healthy, low-FODMAP foods that they can enjoy, while also having access to healthcare professionals that help with their IBS. Photos should, for the most part, feature people who are happy and against greenery or with healthy foods that promote a happy and natural vibe. The exception is when it deals with healthcare professionals, in which it is best to have a professional setting for the photo.

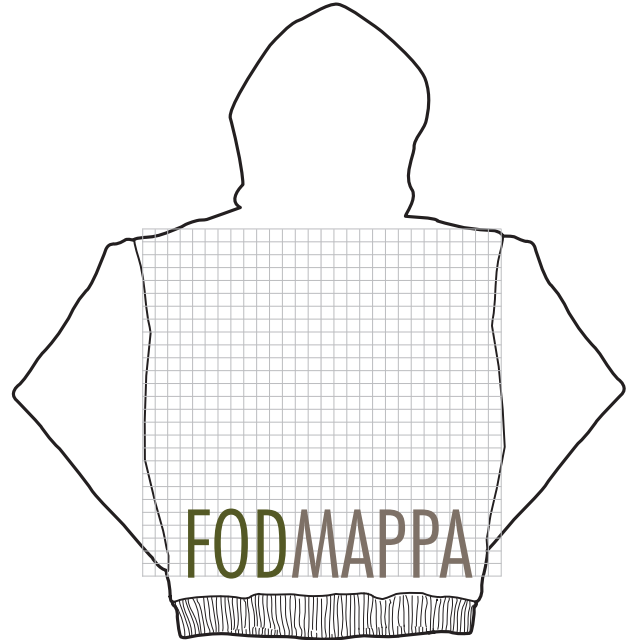
Apparel

Below, a mock up of a hoodie with the logomark on the front is shown, as well as a T-shirt with the logomark on the back.

Adult Hoodie



Logomark: optimal 3 inches wide



Logotype: optimal 7 inches wide

Adult T-Shirt



Logotype: optimal 8 inches wide



Logomark: optimal 8 inches wide