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Primary Logomark

The FoodMaven logomark is comprised of an icon and wordmark which may be displayed in the spacing and alignment configuration above. Do not rearrange the elements into alternate configurations.
Primary Logomark Requirements

CLEAR ZONE

Observe the clear space around the primary logomark to maximize visual effectiveness. Nothing should intrude into this specified clear space (including page edges).

The size of the clear zone for the logomark is determined by the height of the “e” in the logomark. This is then used to measure the space surrounding the mark; above, below, and to the side of two parallel lines.

MINIMUM SIZE

Do not reproduce the logomark with a height below 0.33” in printed formats, or 24 pixels in digital formats.

ICON

For profile icons on social media websites, use the FoodMaven icon centered in a field of white.
On Backgrounds

In nearly all cases, the logomark should be displayed in full color on a white background.

If a background is dark and low in contrast use the white-text version of the logo. Ensure that the color icon stands out from its background.

For Black and White applications, fill the one color logo with White on a black background. On a white background, fill the one color logo with Black.

DO NOT place the logo on busy photos, textures, backgrounds or gradients.
Unacceptable Usage

Do not: Modify Colors
Do not: Distort
Do not: Rotate
Do not: Skew or Warp
Do not: Place on a busy background
Do not: Add effects (drop shadows, bevels, glows, etc.)
Do not: Add Elements
Do not: Reproduce the logo in low quality
Do not: Reconfigure the logo into alternate arrangements

Do not modify the logo in any way. Modifying the logo quickly degrades the quality and consistency of the brand. Pro Tip: Holding the “shift” key when resizing in layout programs will constrain the object to its current proportions.
Color Strategy

"Lots of White"

is the primary color of the FoodMaven brand. Large clean fills of white should be accented with rich greens and shades of gray.

Accent colors should be used sparingly as calls to action (orange), checkout buttons (blue), and error/warning states (red/yellow)
Primary Color Palette

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB</th>
<th>CMYK</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>255, 255, 255</td>
<td>0, 0, 0</td>
<td>FFFFFF</td>
</tr>
<tr>
<td>FoodMaven Green</td>
<td>57, 181, 74</td>
<td>75, 0, 100, 0</td>
<td>38b449</td>
</tr>
<tr>
<td>Deep Green</td>
<td>68, 117, 70</td>
<td>75, 33, 86, 20</td>
<td>447445</td>
</tr>
<tr>
<td>Bright Green</td>
<td>151, 202, 64</td>
<td>46, 0, 98, 0</td>
<td>96c93f</td>
</tr>
</tbody>
</table>
Neutral Color Palette

<table>
<thead>
<tr>
<th>Logo Gray</th>
<th>Text Gray</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>RGB</strong></td>
<td>100, 105, 100</td>
</tr>
<tr>
<td><strong>CMYK</strong></td>
<td>58, 46, 52, 24</td>
</tr>
<tr>
<td><strong>HEX</strong></td>
<td>646863</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Light Gray</th>
<th>Off White</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>RGB</strong></td>
<td>203, 205, 202</td>
</tr>
<tr>
<td><strong>CMYK</strong></td>
<td>20, 14, 17, 0</td>
</tr>
<tr>
<td><strong>HEX</strong></td>
<td>cbcdca</td>
</tr>
</tbody>
</table>
Secondary Color Palette

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB</th>
<th>CMYK</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Action Orange</td>
<td>246, 158, 29</td>
<td>1, 44, 100, 0</td>
<td>#f59d1d</td>
</tr>
<tr>
<td>Checkout Blue</td>
<td>62, 146, 204</td>
<td>72, 31, 0, 0</td>
<td>#3e92cc</td>
</tr>
<tr>
<td>Caution Yellow</td>
<td>233, 196, 40</td>
<td>10, 20, 98, 0</td>
<td>#e9c428</td>
</tr>
<tr>
<td>Rich Orange</td>
<td>229, 119, 38</td>
<td>7, 65, 100, 0</td>
<td>#e47625</td>
</tr>
<tr>
<td>Checkout Navy</td>
<td>41, 90, 143</td>
<td>91, 68, 20, 4</td>
<td>#295a8e</td>
</tr>
<tr>
<td>Error Red</td>
<td>237, 25, 66</td>
<td>0, 100, 74, 0</td>
<td>#ed1941</td>
</tr>
</tbody>
</table>
The FoodMaven brand uses two font families. "Lato," a sans serif used in nearly all cases, and "PT Serif," a serif paragraph font used for large bodies of text. Keep typography simple. Do not overcrowd layouts and use a minimal amount of type styles on a page.
Print Typography Styles

**HEADINGS:**
Lato Black Italic

**SUBHEADINGS:**
Lato Black All Caps
(Loose Spacing)

**INTRODUCTION:**
Lato Black

**BODY:**
PT Serif Regular

**BULLET STYLE:**
PT Serif Regular

**QUOTES:**
Open Sans Bold Italic

**DROP CAPS:**
Cabin Semibold Italic
+ Open Sans Regular

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*Lorem ipsum dolor sit*

**CONSECTETUR ADIPISCING ELIT. NAM INTERDUM IPSUM ERAT EU.*

Morbi eleifend libero nisl, cursus auctor erat commodo eu. Duis nulla ex, aliquam id viverra sit amet, mattis eu augue. Quisque id tempor nisl. Fusce hendrerit a urna vel sodales.

Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Etiam ornare libero ut interdum faucibus. Pellentesque semper libero sit amet velit venenatis, posuere mollis leo dapibus. Aenean non diam sit amet velit mollis elementum id vitae lorem. Fusce nec nisl eu erat dapibus eget odio.

- Etiam cursus tristique
- Nullam sit amet
- Accumsan sem.
- Proin fermentum
- Cursus sollicitudin
- Donec dictum ipsum


Web Typography Styles

Lato Heavy Italic, 60px, #079347
50px line spacing

Cabin Semibold Italic, 35px, #079347
40px line spacing

Lato Black (All Caps), 20px, #878c87
30px line spacing

PT Serif Regular, 18px, #878c87
24px line spacing

PT Serif Italic, 18px, #b42f2f

PT Serif Italic, 18px, #ed2224

PT Serif Italic, 18px, #964c25

Paragraph Text: Id vestibulum parturient
Italicized gravida mi id massa odid id
bold inceptos sit velit nisl ullamcorper a
bold italicized gravida massa parturient.

Link

Hover

Visited

Button: h=40px, Corner rounding=5px
Text: Lato Black(All Caps), 16px, FFFFFF

#8da451

Button

Button Hover

Button Hover
Assets & Examples
SECTION THREE
A major visual element of the FoodMaven brand is an extremely enlarged section of the icon. When utilized, this element should hit three edges of a square document, usually aligned to the right.
These patterns are soft, flowing backgrounds for text or can be used alone for large areas of colored fill.
Icon Style

Find or create icons that utilize single weight lines. Avoid icons that are blocky or have large fills.
Photography Recommendations

Photos of food will be easier to source, but favor photography of the people FoodMaven serves and photography of packaging or preparing food.
Brand Examples
Brand Examples
Brand Examples