

Below are the guidelines to be used when styling new elements for the FoodTrace brand. The guide covers logo treatment, color usage, typography, and photography.

Logo Treatment

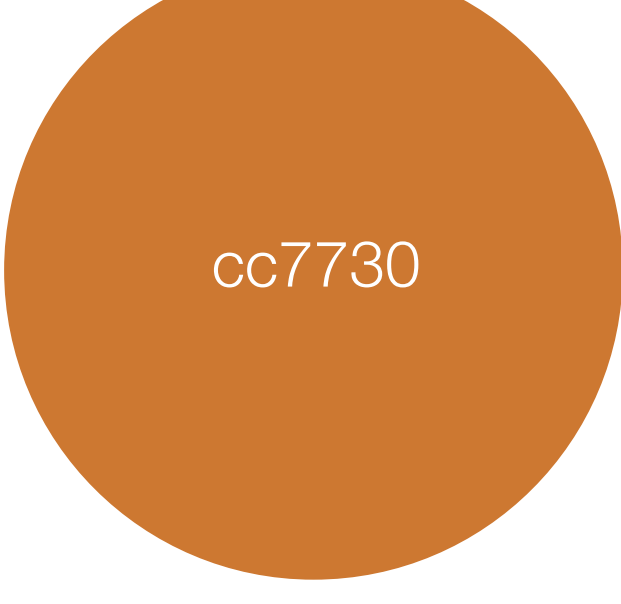
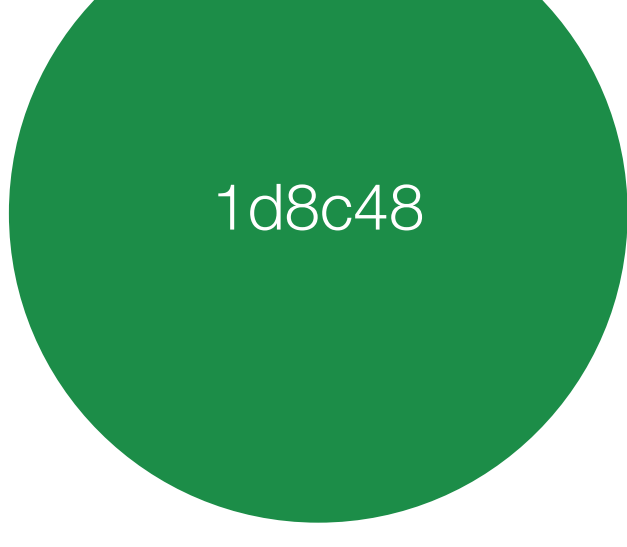


The FoodTrace logo can be presented either stacked, with the logo above the brand name, or side-by-side, with the logo to the left of the brand name. In the stacked arrangement the logo should be much larger in relation to the brand name. Side-by-side the logo should only be slightly taller than the brand name. There is not a preferred execution—both options are available to better fit various usage scenarios.

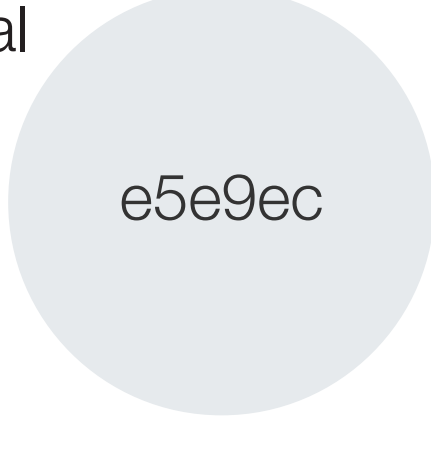
In the case that the logo is on a dark background, the colors should be simplified to white.

Colors

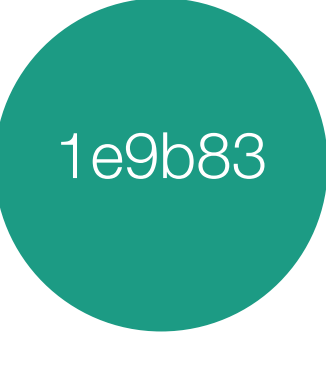
Primary



Neutral



Secondary



Tertiary



The primary colors should be used to emphasize main elements, and should be the default accent colors used. The neutral colors can be used as background colors as well as to indicate inactivity or secondary importance. The secondary and tertiary colors should only be used for mapping purposes, or in scenarios where the primary colors will compromise usability.

Typography

Desktop

H1: Playfair Display Bold Italic 55pt

H2: Playfair Display Bold Italic 40pt

H3: Playfair Display Bold Italic 22pt

SH1: Helvetica Neue Light 40pt

SH2: Helvetica Neue Light 20pt // Alternate: Helvetica Neue Light Italic 20pt

Emphasis: Helvetica Neue Medium 20pt

SH3: Helvetica Neue Medium 16pt

Body copy: Helvetica Neue Light 16pt. Line spacing 22pt. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit id est laborum.

Bulletin Board Post: Helvetica Neue Light 15pt. Line spacing 18pt.

Caption: Helvetica Neue Light 14pt

Mobile

H1: Playfair Display Bold Italic 50pt

SH1: Helvetica Neue Light 32pt

SH2: Helvetica Neue Medium 24pt

Body copy: Helvetica Neue Light 24pt. Line spacing 32pt. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit id est laborum.

Caption: Helvetica Neue Light 18pt

Photography



Mobile Thumbnail



Desktop Gallery Thumbnail



Mobile Gallery Photo



The photography used by FoodTrace should reflect the qualities of the brand. Photos should be bright and high-quality, showing as much detail as possible. Photos featuring people should be candid, in order to emphasize the authenticity of the brand.

When overlaying text onto photos, a 20% opacity overlay should be placed over the photo to ensure readability.