The color palette feels fresh, approachable, and fun, without feeling overly childish. It is an extension of the color palette of the brand. The mood of the app is clean white with flat green, and hits of color with meaning.

**Green** is for the header, navigation, and to show completed tasks.

**Blue** is for interactive elements, such as icons, type, and buttons.

**Orange** is for notifications, and the current point in time as it relates to the interactive timeline.

**Yellow, green, orange, and blue** are to engage the user with content and information.
Graphic Elements

Graphic elements in the app expand on the abstract, geometric characteristics of the logo. They often use the same 38.85° lines. Graphic elements have meaning, and are not used as decoration.
Icon Style

Icons are interactive, and are used to perform actions. Their visual style is geometric and utilitarian, as well as approachable.
Circular is a geometric sans-serif, and a good fit for Food Computer. The geometric characteristics have a scientific feel, and look great in the numbers. It is also a little quirky, which gives it an approachable feel.