R:244 G:244 B:244
#f4f4f4

R:255 G:230 B:0
#ffe600

R:216 G:216 B:216
#d8d8d8

R:255 G:197 B:0
#ffc500

R:45 G:197 B:0
#2dc500

R:177 G:177 B:177
#b1b1b1

R:255 G:131 B:0
#ff8300

R:90 G:218 B:0
#4ada00

R:152 G:152 B:152
#989898

R:0 G:165 B:237
#00a5ed

R:37 G:158 B:0
#259e00

R:17 G:69 B:0
#114500

R:89 G:89 B:89
#595959

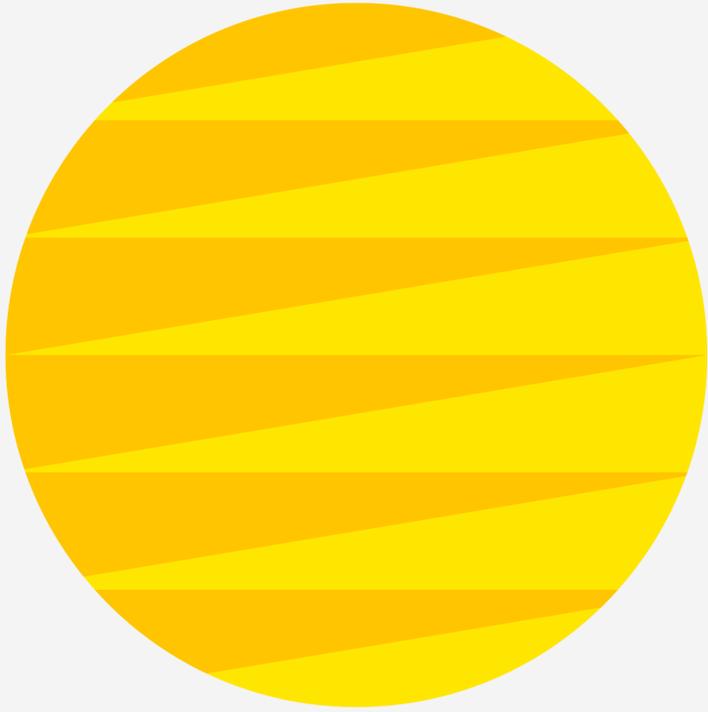R:0 G:82 B:179
#0052b3

Color Palette

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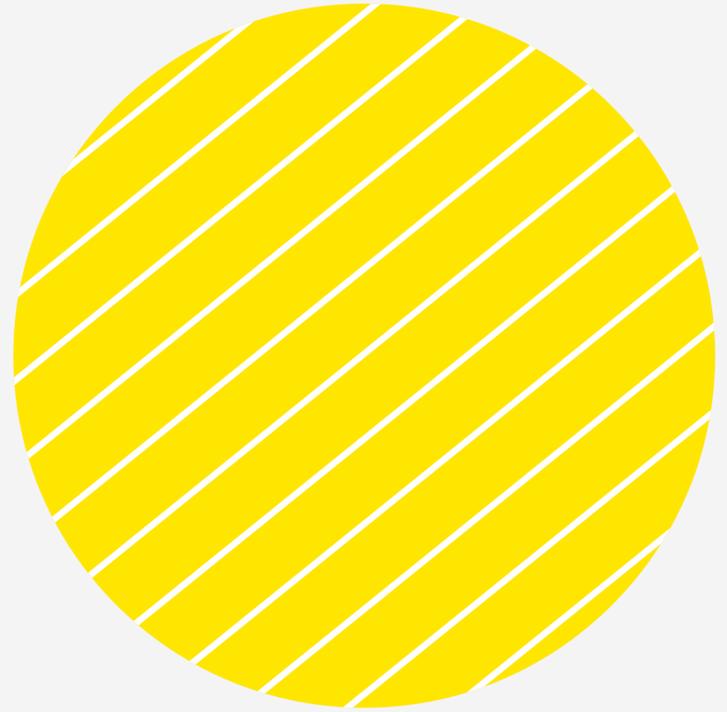
Blue is for interactive elements, such as icons, type, and buttons.

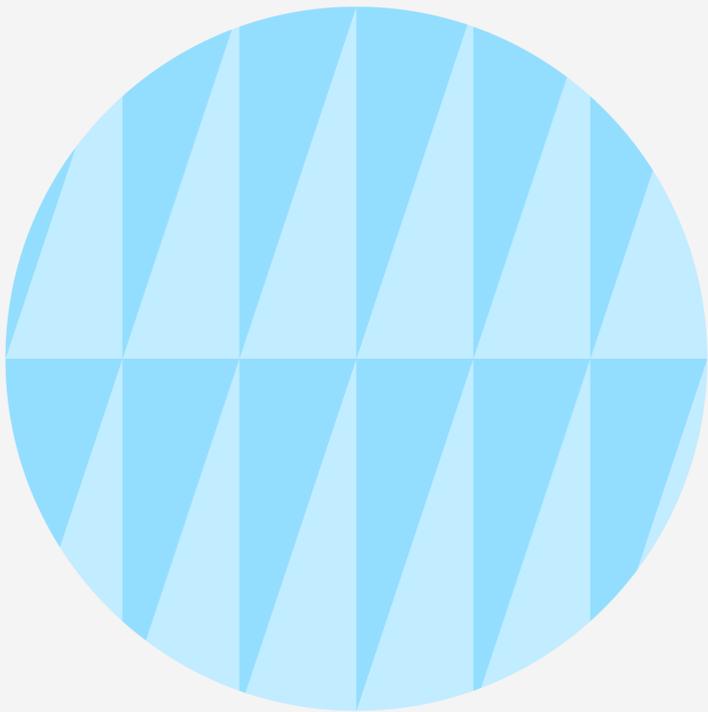**Orange** is for notifications, and the current point in time as it relates to the interactive timeline.

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

TEMPERATURE

LIGHT

AIR

WATER

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.

Dashboard

Graph

Field Notes

Add a Note

Edit Data

Print Graph

vExport Gro Data

Add a Plant

Remove a Plant

Icon Style

Icons are interactive, and are used to perform actions. Their visual style is geometric and utilitarian, as well as approachable.

104 pt. Circular Bold

39 pt. Circular Bold

39 pt. Circular Book

26 pt. Circular Bold

26 pt. Circular Book

22 pt. Circular Book

Circular Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Circular Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Typography

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.