

Recover Buddy

Style Guide

Colour Palette



Feijoa

#BFE1A6
191, 225, 166



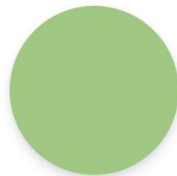
Chalet Green

#3F542F
63, 84, 47



Willow Brook

#E9F4E1
233, 244, 225



Olivine

#A0C883
160, 200, 131



Sunflower

#DAC722
218, 199, 34



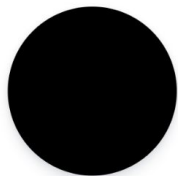
Snuff

#EEE1F4
238, 225, 244



Sail

#DBEFFF
135, 239, 251



Black

#000000
0, 0, 0



White

#FFFFFF
255, 255, 255

Typefaces

Main Headings

Font: Roboto, 35pt, weight: Black

 000000

Subheadings

Font: Roboto, 20pt, weight: Medium

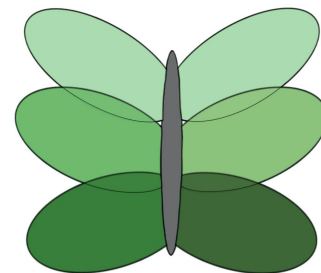
 000000

Main Body

Font: Roboto, 15pt, weight: Normal

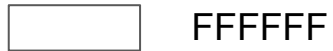
 000000

 3F542F



Logo

Logo should always be displayed against a #BFE1A6 or #FFFFFF background.



Colour Palette



Moss Green
#ACDAAD
172, 218, 173



Mantis
#8AC279
138, 194, 121



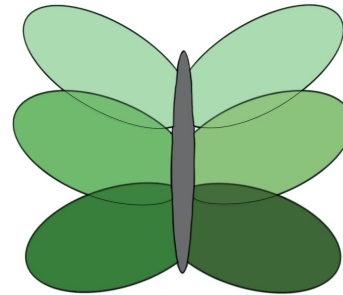
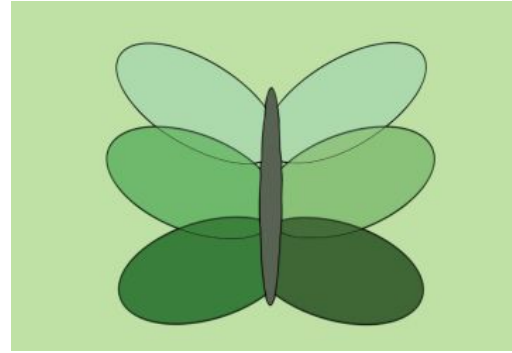
Fern Green
#3E6735
62, 103, 53



Willow Grove
#596353
89, 99, 83



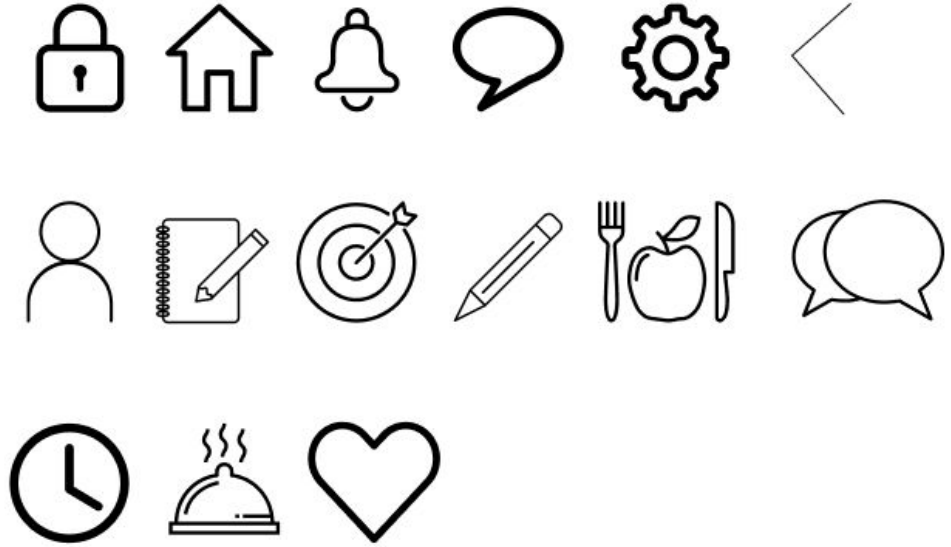
Black
#000000
0, 0, 0



The only colours that should be used to create this logo can be seen to the left. No other colour should be added nor should any colour be removed.

Iconography

The only icons that should be used for this product can be seen to the right.



Colour Palette



Chalet Green

#3F542F
63,84,47



Black

#000000
0,0,0

The only colours that should be used on the product iconology can be seen to the left. No other colour should be added nor should any colour be removed.

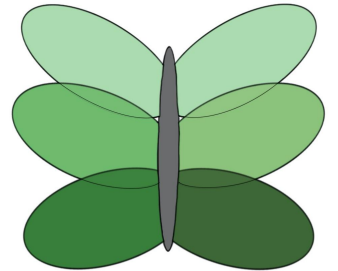
Brand Story

Recover buddy is your new best friend! This is a safe space where you are able to get back on track and rebuild your relationship with food.

Recover Buddy is a loving and resourceful guide which offers you all the advice and guidance you need. Enjoy a new outlook on life by offering new recipes and meal ideas with no nutritional labels to allow you to fall back in love with food without any distractions.

You are not alone! Use the 'Chat' section to talk to those in the same situation as you or talk to healthcare professionals to answer any questions or worries you may have.

Fall back in love with life, fall back in love with food.



Tone of Voice

- Helpful
- Empowering
- Relatable
- Light
- Professional
- Caring
- Real

