openNutrition



BRAND GUIDELINES

Eat like you train.

Version 1.0 · 15 November 2026 · opennutrition.ch/brand

00 About this document

This handbook describes how openNutrition looks and sounds: the kiwi logo and how it is drawn, the colours it shares with openGym, the type, the app icon and the voice. It is the reference for everyone who builds, writes about or contributes to openNutrition.

DOCUMENT	
Title	**openNutrition brand guidelines**
Version	1.0
Date	15 November 2026
Owner	Duarte Santos, openNutrition maintainer
Applies to	The web app, the iPhone app in preparation, the website and documents
Product status	Private beta. Not released, no store app.
Downloads	opennutrition.ch/brand

VERSION	DATE	CHANGE
1.0	15 Nov 2026	First edition: the kiwi mark and its construction, the colours shared with openGym, type, voice.

> **The one rule.** Use the official files from opennutrition.ch/brand. Never redraw, recolour, turn or mirror the logo.

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01

Brand foundations

What openNutrition is for, and why it looks like openGym's sister.

01.1 Mission and promise

A food, supplement and body-weight tracker that runs on your own server. Made for people who already write down their sets.

Mission

openGym tracks training. What you lift depends a lot on what you eat. openNutrition is the kitchen side of openGym: it helps people who train to log food quickly and to get targets that follow what they really burn.

Promise

Your server. Your data. There is no openNutrition cloud. The diary lives in the user's own database. No ads, no tracking, no subscription, and no paid API key needed for anything.

Positioning

Same look as openGym, separate app. Both stay fully usable alone. openNutrition is not a diet coach, not a medical product and not an advertising product.

Audience

WHO	WHAT THEY WANT
People who train	Logging in seconds, targets in g per kg, their lifts next to the diet.
People who take their numbers seriously	Every formula shown with their own values. Vitamins and minerals without guessing.
Self-hosters and privacy-minded people	One Docker Compose file, nothing that phones home, export and import.
openGym users	The two apps talking about the same person.

The idea in the logo

Food, not a diet
A piece of fruit. No scale, no flame, no measuring tape.

Looking up
It is turned 42 degrees, up and to the right. Optimistic, not strict.

Family
The same lime on the same ground as openGym's barbell.

Personality

OPENNUTRITION IS	OPENNUTRITION IS NOT
A friend who happens to know nutrition: plain, human, a little funny	A diet coach, a hype machine, a medical authority
Honest about its numbers: unknown stays unknown	A black box that invents a value to look complete
Kind: nobody is shamed for a pizza or a missed day	A streak counter that punishes

01.2 Where it stands

The brand describes a product in private beta. Say so, and do not promise more than this table.

TOPIC	STATUS ON 15 NOVEMBER 2026
Version	0.1, private beta. In daily use by its author, not released.
Code	AGPL-3.0-or-later. The repository is private for now and has no opening date.
Apps	A web app that installs from the browser to the home screen. No store apps. An iPhone app is in preparation.
Hosting	Self-hosted only. There is no hosted service.
Languages	Six: English, German, French, Italian, Spanish and Portuguese.
Name	openNutrition, at opennutrition.ch. An unrelated open dataset project has a similar name; the two have nothing to do with each other.
Website	opennutrition.ch, not indexed by search engines during the beta.



02

Logo

A kiwi cut in half, and the word openNutrition.

02.1 The logo

The logo is a kiwi cut in half that looks up and to the right. The skin is a lime crescent. The cut face is the dark ground showing through, with a core and twelve seeds.



The mark

The kiwi alone. It is used wherever there is no room for the word: app icons, favicons, avatars and notifications. The mark and the app icon come from one drawing, so they never drift apart.

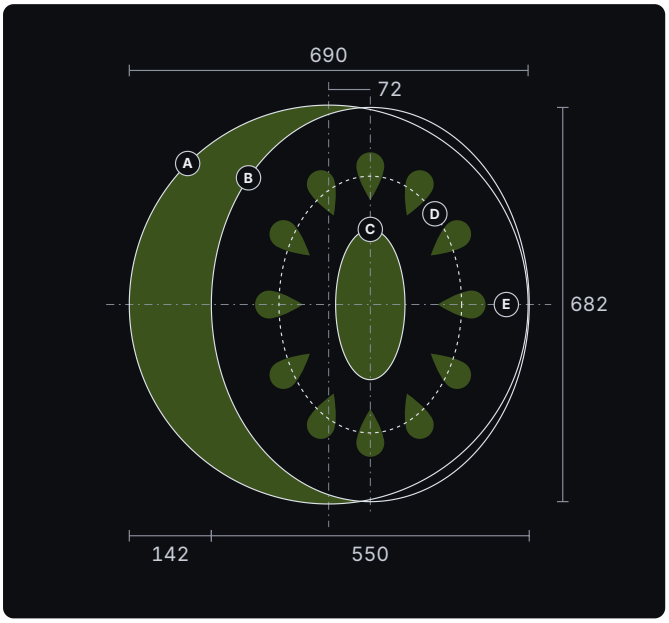
The wordmark

The mark next to the name: **open** in the text colour of the background and **Nutrition** in lime. The spelling is always **openNutrition**: lower-case o, capital N, one word, also at the start of a sentence.

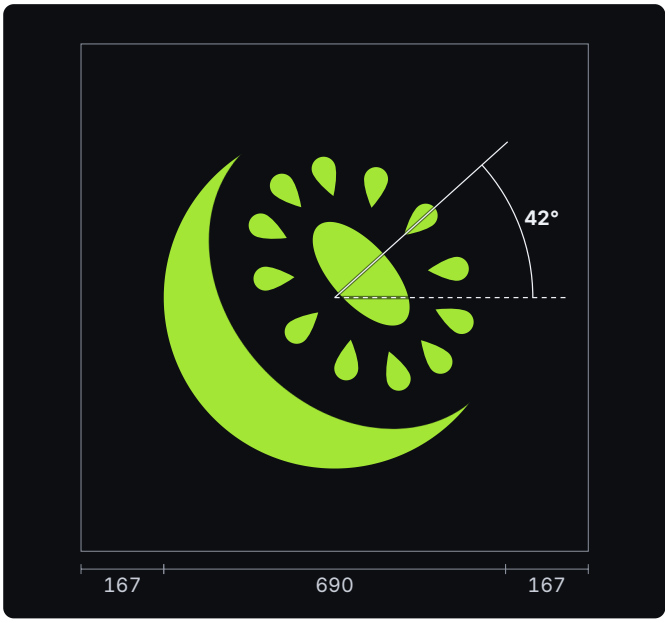
> **Use the files.** Do not redraw the kiwi, however tempting a fruit may be.

02.2 Construction

One drawing produces every file. It is made in a 1024 unit square from the numbers on this page and nothing else, first with the cut face looking right, then turned 42 degrees. One unit is 1/1024 of the icon tile.



Before the turn. Guide lines on the mark. Letters refer to the table.



On the tile, turned 42°. The square is the 1024 unit icon tile.

Source of truth: assets/logo/build.mjs in the repository. This page is computed from the same numbers.

	ELEMENT	MEASURE (UNITS)	OF THE DIAMETER	NOTES
A	**Skin**	Circle, radius 345, diameter 690	100 %	Centred on the tile
B	**Cut**	Ellipse 550 × 682	79.7 % × 98.8 %	Centre 72 units (10.4 %) towards the face. Taken out of the circle; the ground shows through.
	Crescent	142 at its thickest	20.6 %	345 - (275 - 72). It runs out to nothing at two tips, 80.7° either side of the facing direction, so the skin covers 198.7° of the circle.
C	**Core**	Ellipse 120 × 260	17.4 % × 37.7 %	At the centre of the cut
D	**Seed ring**	Ellipse 316 × 444	45.8 % × 64.3 %	Same centre. A guide only, it is not drawn.
E	**Seeds**	12 teardrops, 82.8 × 48.3	12.0 % × 7.0 %	Drawn 72 × 42, scaled 1.15. One every 30° around the ring, each centred on it with its tip towards the middle.
	Room around the seeds	50.6 to 56.6 to the core, 75.6 to 77.6 to the skin	7.3 % to 11.2 %	Measured along the two axes of the cut
	Turn	42° anticlockwise		Around the centre of the circle, after everything else

02.3 Proportions

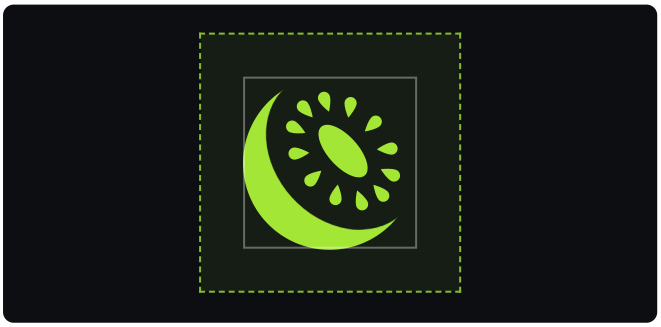
How much of the tile the mark fills, and how the mark sits next to the word. Use the files; these numbers are for checking.

MEASURE	VALUE	HOW IT COMES ABOUT
Mark on the tile	67.4 % of the tile's width	690 of 1024 units
Margin on the tile	167 units, 16.3 % of the tile	(1024 - 690) / 2 on every side. That is 24.2 % of the mark, the clear space.
Lime on the tile	About 14 % of the tile's area	Skin, core and seeds together. They cover about 39 % of the mark's own circle.
Maskable icon	Mark at 78 %: 52.6 % of the tile	690 × 0.78 = 538.2 units, margin 242.9 (23.7 %). The whole mark stays inside a round crop.
Mark in the wordmark	1.79 × the type size	538.2 units at type size 300, in a 3000 × 1024 file
Gap between mark and word	0.64 × the type size	191.5 units from the mark's circle to where the word starts
Vertical position	The mark's centre sits 0.33 × the type size above the baseline	98.6 units
Word	Weight 800, letter spacing -0.03 em	-9 units at type size 300. Live text in the system font, see 04.

02.4 Clear space and minimum size

Clear space

Give the kiwi room to breathe. Leave a quarter of the mark's width free on every side. No text, no picture and no edge goes inside that space. The mark files and the app icon files already include it.



The thin square is the mark. The dashed line is its clear space: 167 units on every side of a 690 unit mark.

Minimum size

ELEMENT	SMALLEST ON SCREEN	NOTE
Mark alone	24 px	Below that the seeds close up.
App icon	32 px	The favicon size in the kit.
Wordmark	140 px wide	Smaller than that, use the mark alone.

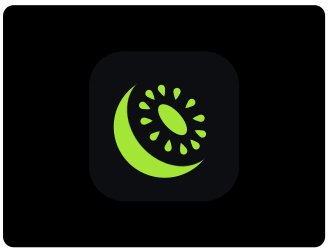


Shown at 96 px per inch. Nothing has been printed yet, so there are no print sizes. Test before you print small.

02.5 Versions

Choose by the background. The lime versions are for dark backgrounds. On light backgrounds the mark uses a darker lime, because the bright one disappears on white.

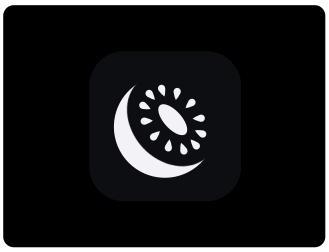
App icon



Dark · The default
opennutrition-icon-dark.svg



Light · White tile, darker lime
opennutrition-icon-light.svg



Mono · One colour
opennutrition-icon-mono.svg



Maskable · Mark at 78 %, safe to crop round
opennutrition-icon-maskable.svg

Mark



Lime · For dark backgrounds
opennutrition-mark.svg



Lime on light · For light backgrounds
opennutrition-mark-light.svg



Mono · One colour, on dark
opennutrition-mark-mono.svg

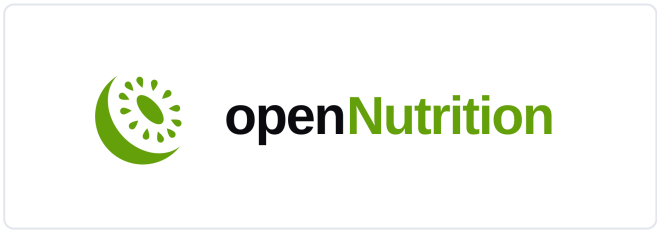


Black · One colour, and on lime
opennutrition-mark-black.svg

Wordmark



Dark · Ground included
opennutrition-wordmark-dark.svg / .png



Light · White included
opennutrition-wordmark-light.svg / .png

There is also a transparent wordmark for dark backgrounds: opennutrition-wordmark.svg.

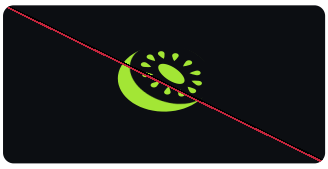
> **Good to know.** The wordmark SVGs contain live text in the system font, so the letters differ a little from computer to computer. When it has to look the same everywhere, use the PNG.

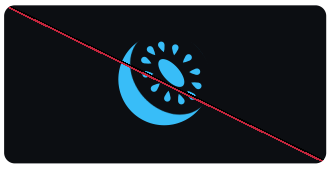
02.6 Backgrounds

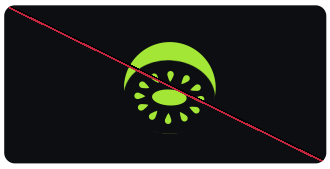
BACKGROUND	USE	WHY
The dark ground, black, dark grey	Lime mark, dark icon, dark wordmark	The logo at its best. Use it whenever you can.
White, light grey	Lime on light, light icon, light wordmark	The bright lime disappears on white (1.5 : 1).
Lime	Black mark	Lime on lime is invisible.
Other colours and photographs	The dark icon, which brings its own ground	The lime mark does not go on other colours.

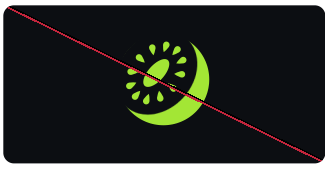
02.7 Misuse

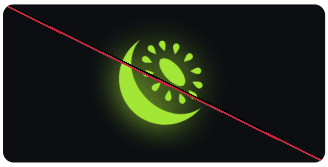
These break the logo, at every size.

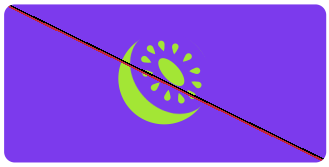

Stretch or squash it

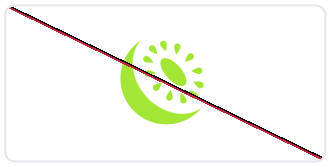

Use another colour


Turn it. It looks up and to the right.


Mirror it


Add glows, shadows or outlines


Put the lime mark on other colours

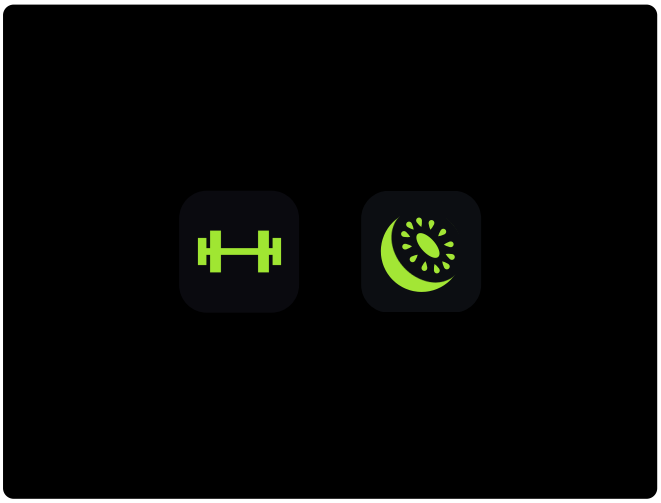

Use the bright lime on white



Retype it or change the spelling

02.8 Next to openGym

openNutrition and openGym are sister apps. When they appear together, they appear as equals.



Same size	Same tile, same corner rounding. Neither is the big one.
Distance	Half an icon's width between them.
Order	openGym first, openNutrition second. It was here first.
Never merge	No kiwi on the barbell, no barbell in the kiwi.
In text	"The sister app of openGym". Both names keep their capital letter in the middle.

The openGym icon shown here is openGym's own file. Its rules are in the openGym brand guidelines at opengym.ch/brand.



03

Colour

One lime, lots of dark.

03.1 Palette

The colours are the same family as openGym. The lime and the ground are identical in both, so the two icons belong together at a glance.

Lime
#A3E635

Ground
#0C0E12

Mono
#F2F2F7

Lime on light
#65A30D

Green text on light
#4D7C0F

NAME	HEX	RGB	USE
Lime	#A3E635	163 230 53	The mark, the word Nutrition, buttons and links on dark
Ground	#0C0E12	12 14 18	The icon tile, dark figures, text on lime
Mono	#F2F2F7	242 242 247	The one-colour mark, "open" on dark
Lime on light	#65A30D	101 163 13	The mark and other shapes on light backgrounds
Green text on light	#4D7C0F	77 124 15	Words and links on light backgrounds

On screens, HEX is the reference. There are no print values yet, because nothing has been printed. The colours are in the kit as CSS variables and JSON.

03.2 Contrast

Text needs 4.5 : 1, large type and shapes need 3 : 1 (WCAG 2.2 AA). The ratios are calculated from the HEX values.

COLOUR	ON	CONTRAST	GOOD FOR
Lime #A3E635	Ground	12.8 : 1	Everything
Ground #0C0E12	Lime	12.8 : 1	Text on lime buttons
Mono #F2F2F7	Ground	17.3 : 1	Text on dark
Green text #4D7C0F	White	5.0 : 1	Words and links on light
Lime on light #65A30D	White	3.1 : 1	Shapes and large type only
Lime #A3E635	White	1.5 : 1	**Nothing. Do not.**

Rules

Use lime as a signal	A button, a link, the word Nutrition. If everything is lime, nothing is.
Put the ground on lime, never white	Text on a lime button is #0C0E12.
On light: shapes #65A30D, words #4D7C0F	The first is too light for small text.
Active is green words, not a green block	A selected tab or link turns green. It does not get a filled bar.

> **Where the lime lives today.** The lime is the colour of the logo, the app icon and the website. Inside the app the interface accent is a system green (#30D158 on dark, #1A7832 on light) on a black surface, the same family as openGym's interface. Do not recolour the logo to match it.



04

Typography

Big numbers, short words.

04.1 Typefaces

The app and the website use the font the device already has. It feels native and loads nothing.

ROLE	TYPEFACE	WHERE
Interface	The platform's own font: SF Pro on Apple devices, Roboto on Android, Segoe UI on Windows	The app and the website. No web fonts.
Wordmark	The system font at weight 800, letter spacing -0.03 em	Only inside the logo. Live text in the SVG, fixed in the PNG. Never type the logo out.
This document	Inter	The PDF you are reading, like openGym's.

Type scale on the website

STYLE	SIZE	WEIGHT	LETTER SPACING
Display	44 to 92 px	Bold	-0.045 em
Heading	31 to 54 px	Bold	-0.035 em
Lead	18 to 21 px	Regular	-0.01 em
Body	16 to 17 px	Regular	-0.01 em
Small	14 to 15 px	Regular, Semibold	-0.01 em

967 kcal

Eat like you train.

Unknown is not zero. Every entry keeps its snapshot.

Rules

Big numbers, short words	Headlines are bold and tight. Body text is regular and relaxed.
Steady numbers	Tabular figures for kcal, grams and tables, so they do not jump while they change.
Sentence case	No all-caps headlines, no Title Case Like This.



05

Icons and platform marks

The kiwi, wherever there is no room for the word.

05.1 App icon

The lime mark on the dark ground, centred, nothing else. The master is square.
Let the phone or the store round the corners.



Left: the icon as a phone rounds it. Right: the square master, as it is in the kit.

WHERE	FILES	NOTES
Web app on the home screen	192 and 512 px, plus a maskable 512 px	The maskable icon draws the mark at 78 %, so a round or squircle crop never cuts it.
iPhone home screen (web app)	Touch icon, 180 px	The dark icon, square.
Browser tab	Favicon, 32 px	The smallest size the icon is made for.
iPhone app	Drawn from the dark icon SVG	In preparation. Not in the App Store.
Kit	SVG and PNG 1024, 512, 192, 180, 96, 48, 32	Light and mono as SVG and PNG 1024, maskable as SVG.

The four versions

Dark	The default. Lime on the ground.
Light	White tile, darker lime #65A30D.
Mono	Near-white #F2F2F7 on the ground, for places that allow one colour.
Maskable	The dark icon with a smaller mark, for launchers that crop.

There are no Android, watch or notification icons yet. When they are made, they are drawn from the same file and added here.



06

Design principles

The rules the app keeps.

06.1 Principles

These come from the product, not from a mood board. Each one is something the app does today.

PRINCIPLE	WHAT IT MEANS
Unknown is not zero	A missing value stays missing. A total with a gap is shown as "≥", an eyeballed entry as "~". The vitamin report says "not enough data" instead of inventing a "low".
History does not change	Every entry keeps a snapshot of the food data it was logged with. Fixing a product later never rewrites last month.
No black box	One screen shows every rule behind the targets, filled in with the user's own numbers and with the published sources next to it.
Fast on purpose	One Track button opens everything. A test counts the taps: search and log in 6 or fewer, scan in 4, quick entry in 4, repeat in 2.
The model suggests, the database counts	AI may guess what is on a plate. It never supplies the nutrients, and the user confirms everything.
No advice it cannot back	No dosing advice, no medical advice. It shows labels and does maths.
Nobody is shamed	Streaks survive an empty morning. No red warnings for a pizza.
Nothing phones home	No ads, no analytics, no telemetry. Only the barcode or the search words looked up online leave the server.

Interface

Surfaces	A neutral grey ramp on true black. Light mode mirrors it.
One accent	Green is spent on progress, active states and the main action. Everything else is grey.
Macros	Protein, carbs and fat each have a fixed colour, checked for colour-blind readers.
Rings	Up to four on Today. The user chooses what each shows and its colour.

Corners	8, 12, 16 and 22 px. Cards 14 px.
Motion	Short: 140 and 220 ms. A press scales a control to 97 %.
Reduce motion	Respected. Animations and transitions switch off.
Numbers	Tabular figures, so totals do not jump.

Website

Plain hand-written HTML, CSS and a little JavaScript. No build step, no framework, no external fonts, no CDN, no tracker. Dark is the default and light follows the system. Active states are green words only. A callout is a thin straight line on the left, nothing else.

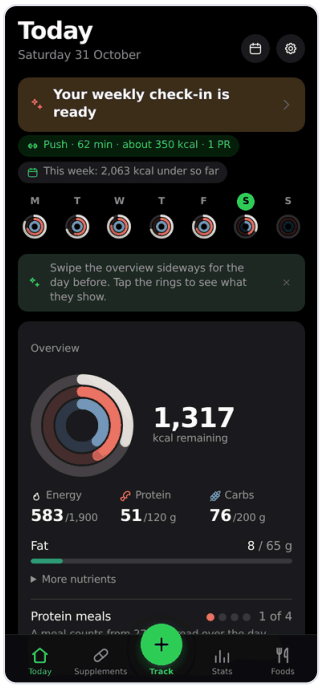
07

Imagery

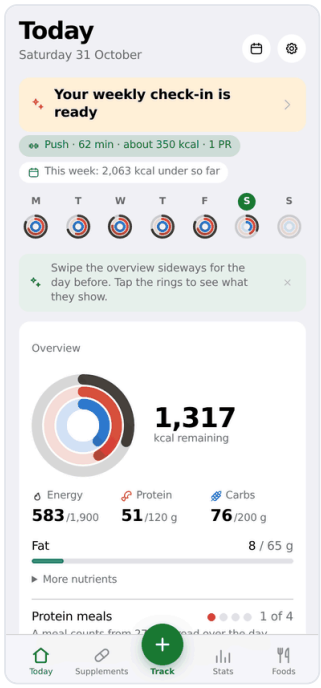
The real app, and nothing made up.

07.1 Screenshots

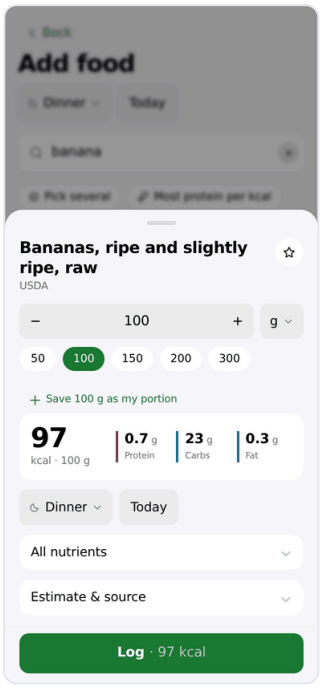
The only pictures openNutrition uses are its own screens.



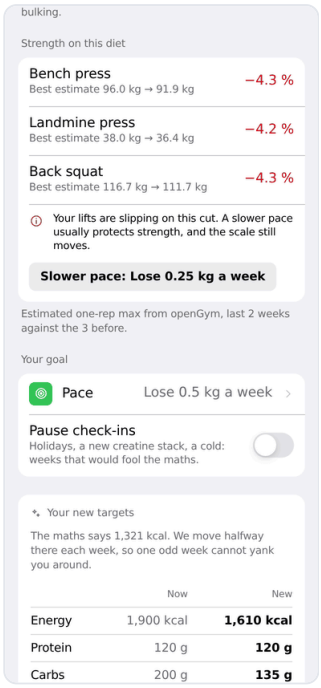
Today, dark



Today, light



Logging a portion



Weekly check-in

Rules

Real screens	Screenshots are taken from the app. Do not mock one up.
Believable data	Real food names, amounts that add up.
Both themes	Dark first, light where it helps.
Frame	On the website: a plain phone outline drawn in CSS, no photo of a device. WebP, 585 px wide.

What does not exist

There is no brand photography and there are no illustrations. No food photos, no bodies, no before and after. If photos are ever needed, this chapter gets its rules first.

> **Not brand material.** Food data and product pictures come from open datasets and keep their own licences. Open Food Facts images are under CC BY-SA. Do not use them as openNutrition imagery.



08

Voice and tone

A friend who happens to know nutrition.

08.1 How openNutrition writes

Plain, human, a little funny. No hype.

Plain words, short sentences	"You" and "your". If a sentence needs a second read, cut it in two.
Say what it does	And what it does not. No "revolutionary", no "smart", no "journey".
A little funny	Never at the user's cost. Nobody is shamed for a pizza or a missed day.
No advice it cannot back	No dosing tips, no medical claims.

Like this

- Wine still does not count as water.
- 500 mg of magnesium citrate is not 500 mg of magnesium.
- Not enough data.

Not like this

- ~~Unlock your ultimate nutrition journey!~~
- ~~Error 0x81: operation failed~~
- ~~You went over your calories. Again.~~

Mechanics

Name	openNutrition, always. Never OpenNutrition, Open Nutrition or opennutrition, also at the start of a sentence.
Punctuation	No em dashes. Use a full stop, a comma or a colon.
Case	Sentence case for buttons, titles and menus.
Numbers	Digits with their unit: 200 g, 0.5 %, 2.2 g/kg.
Claims	Nothing the repository does not back up. Numbers on the website are checked against the code when they change.
Languages	Six: English, German, French, Italian, Spanish and Portuguese. The same voice in each.

09

Applications

Where the brand appears today.

09.1 What exists

openNutrition is in private beta, so this list is short. It grows when the product does.

WHERE	WHAT IS USED	STATUS
Website	The mark with the name next to it in the header and footer, favicon, touch icon, this brand page	Live at opennutrition.ch, not indexed
Web app	The dark icon on the home screen, the maskable icon on Android launchers	In use, private beta
iPhone app	App icon and launch screen, both from the dark icon	In preparation, not in the App Store
Repository	The dark wordmark PNG at the top of the README	Private
Brand kit	Logo, icons, colours and this handbook	opennutrition.ch/brand



The two things that are in use everywhere today: the dark icon and the dark wordmark.

Not there yet

Store listings, banners, social media graphics, print and merchandise do not exist. Nothing in this handbook should be read as if they did. When one of them is made, it is built from the kit files, checked against chapters 02 and 03, and added here.



10

Using the brand

Permissions, licences and contact.

10.1 Permissions and licences

YOU MAY	PLEASE DON'T
Use the logo when you write about openNutrition or link to it	Use it in a way that makes your product look like it is openNutrition
Use the logo for something you build that works with openNutrition	Make it look like openNutrition made or endorses your product
Show openNutrition and openGym together, as in 02.8	Merge the two marks, or redraw either of them

Licences at a glance

Source code	AGPL-3.0-or-later. The repository is private during the beta.
Name and logo	Use them as described in this handbook. Ask when in doubt.
Food data	Keeps its own licences: Open Food Facts (data ODbL, images CC BY-SA), USDA FoodData Central (public domain, CC0), Swiss Food Composition Database (free to use with acknowledgement), NIH Dietary Supplement Label Database (public domain).

Files

logo/	The mark in lime, lime on light, mono and black (SVG). The wordmark dark and light (SVG, PNG) and transparent (SVG).
icons/	The app icon: dark (SVG, PNG 1024 to 32), light and mono (SVG, PNG 1024), maskable (SVG).
colors/	opennutrition-colors.css (CSS variables) and opennutrition-colors.json.
Handbook	opennutrition-brand-guidelines.pdf, this document.

Contact

Not sure whether a use is fine? Ask: contact@duarte-santos.ch.



opennutrition.ch · the sister app of openGym