Style Guide

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1. Overview

More about this style guide.

This visual style guide is meant to serve as a compass for working with and designing for Fitted. These guidelines will allow Fitted to continue to be a familiar and cohesive experience for users as we roll out future updates and iterations, and stay true to the Fitted brand identity.

2. Logo Guidelines

Understanding logo size, placement, and clearance.

The Fitted logo depicts text paired with the silhouette of a person in action cut out from a circle. The figure is meant to convey the physical and fitness focus of the app, while the circle represents the setting sun and the idea that fitness is something that can be attained anytime or anywhere.

Fitted

2.1: Logo use and sizing

The Fitted logo may be separated and used with or without the text depending on intended use and scenario. In the event of separating the logo from the text, similar sizing rules apply.

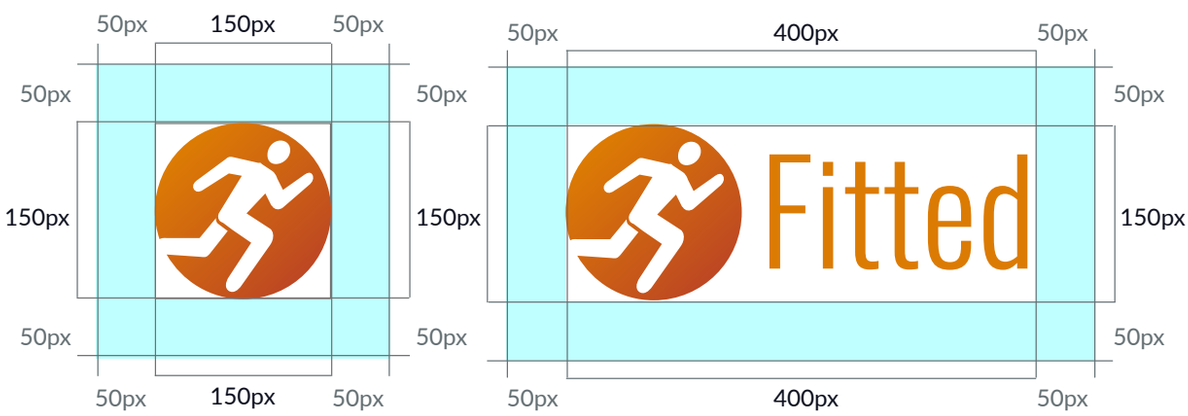
Small

Medium

Large

2.1: Logo clearance

To keep the logo legible and recognizable as an individual entity, the spacing surrounding the Fitted logo must equal 1/3rd of the logo height for small, medium, and large variations.



2.1.2: Clearance chart

Size	Logo Height (px)	Clearance (px)
Lg	150px	50px
Md	75px	25px
Sm	30px	10px

2.3: Logo variations

Light

Fitted

Dark

Fitted

2.4: Logo misuse

Fitted

✕ Do not change font

Fitted

✕ Do not change color

Fitted

✕ Do not make larger

Fitted

✕ Do not make smaller

Fitted

✕ Do not alter shape

Fitted

✕ Do not change position

3. Colors

Color use and guidelines.

The following color palette should be used when designing screens for use throughout Fitted.

Primary	#DC7B04	#BC4524	#101528	#0C0F1D
	Fulvous	**Rust**	**Oxford Blue**	**Rich Black FOGRA 2A**
Gray	#E5ECF3	#636E72	#2D3436	
	Alice Blue	**Cadet**	**Onyx**	

Neutral

#FFFFFF

White

#000000

Black

4. Typography

Font, color, and size.

The following typography should be used throughout the app. It's important to use the appropriate set depending on whether the background color is light or dark.

4.1: Font Families

The following font families are used throughout Fitted.

Oswald
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lato
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

4.2: Headings

The following font families are used throughout Fitted.

H1 / Oswald / 34pt / Light

H2 / Oswald / 30pt / Light

H3 / Oswald / 20pt / Light

H4 / Lato / 18pt / Regular

4.3: Body text

Body / Lato / 16pt / Regular

Lorem ipsum dolor sit amet, vix audire meliore necessitatibus te. Suas graecis fabellas ex cum, dicta viris quodsi mel in. Usu elitr iudico persius ad, qui an laoreet commune. Pri ei veniam verterem delicata. Wisi dicat dolorum his ex, no sed everti probatus ullamcorper.

Iusto dolor intellegebat vix id. Eam soleat appareat oporteat ad, ad fugit iisque explicari eam. Pro no quem homero reprimique.

4.3.2: Text emphasis

Bold *Italic* Link

4.4: Buttons

BUTTONS / LATO / 14pt / BOLD

4.4: Typography color

Light

H1 / Oswald / 34pt / Light / #DC7B04

H2 / Oswald / 30pt / Light / #0C0F1D

H3 / Oswald / 20pt / Light / #DC7B04

H4 / Lato / 18pt / Regular / #0C0F1D

Body / Lato / 16pt / Regular / #0C0F1D

Dark

H1 / Oswald / 34pt / Light / #DC7B04

H2 / Oswald / 30pt / Light / #0C0F1D

H3 / Oswald / 20pt / Light / #DC7B04

H4 / Lato / 18pt / Regular / #0C0F1D

Body / Lato / 16pt / Regular / #0C0F1D

5. Iconography

Icon size and use.

In Fitted, icons should be used to communicate simple and straightforward tasks. Depending on the background, the color of the symbol is subject to change.

Image	Name	Meaning
	menu	Access menu.
	close	Close menu.
	like	This status has been liked.
	edit	This field is able to be edited.
	calendar	Access your calendar to select dates.
	search	Search for a workout or routine.
	star	Favorite this workout.
	forward arrow	Go forward to your next destination.
	back arrow	Go back to your previous destination.
	eye	This is visible to others.

	no eye	This is not visible to others.
+	**plus**	Add a new item.
	share	Share this with your friends.
★	**star - white**	Same as star, but white.
→	**forward arrow - white**	Same as forward arrow, but white.
←	**backward arrow - white**	Same as backward arrow, but white.
+	**plus - white**	Same as plus, but white.

6. UI Elements

Commons UI elements and patterns.

The following UI Elements are used throughout Fitted.

6.1: Buttons

Fitted has three button styles: primary, secondary, and tertiary. To keep decisions simple and quick, the tertiary button has been styled as simple text.

PRIMARY BUTTON

SECONDARY BUTTON

TERTIARY BUTTON

6.2: Form and search fields

For login/signup forms and search, users can utilize fields to input necessary information. During signup, form fields will provide feedback for areas that need revisions versus areas that are acceptable.

Username

Username
JohnDoe1

Username
Username already taken

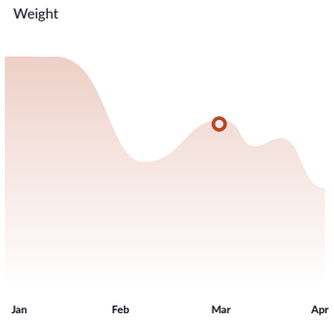
6.3: Avatars and profile pictures

After creating an account, users are assigned an avatar based on their initials. Users have the option of uploading their own profile picture to add more customization to the app and to help connect with their friends.

JD JD JD

6.4: Charts

Fitted allows users to track their progress using the built-in progress tracker. The chart allows users to select a point in time and view how much weight they have since gained or lost.



7. Imagery

Photography, illustration, and color guidelines.

Fitted utilizes photography throughout the app to establish mood and provide users with additional insight and clarification. To ensure Fitted continues to feel consistent, photography should follow brand guidelines.

7.1: Examples of appropriate photographs

The following are examples of appropriate photographs for use in Fitted.

7.1.2: Image Dos

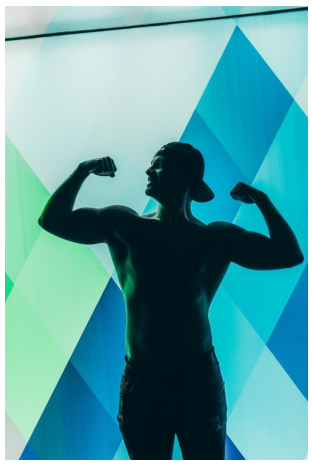
Images that match the Fitted brand:

- ✓ Show individuals working out.
- ✓ Show individuals in movement.
- ✓ Show individuals performing an action.
- ✓ Show individuals working out.
- ✓ Show individuals that are approachable.
- ✓ Show individuals who are outside.
- ✓ Show individuals who are in their home.
- ✓ Include monotone or dark blues.
- ✓ Include colors that match the Fitted brand.

7.1.3: Image Don'ts

Images that do not match the Fitted brand:

- Show individuals flexing or posing.
- Show individuals with unobtainable body standards.
- Show multiple individuals in a single photo.
- Show individuals standing or stationary.
- Show individuals using gym equipment.
- Show individuals lifting heavy weights.
- Show individuals in front of bright, wild colors.



8. In Closing

Creating for the user.

This visual style guide has laid out the basic rules and principles that govern the design of Fitted. The goal for this app is to motivate and excite users to workout, and provide simple and straightforward solutions to busy and or hectic schedules.

While designing new screens for Fitted, keep these simple guidelines in mind to create a screen that remains a consistent and favorable part of the user experience.