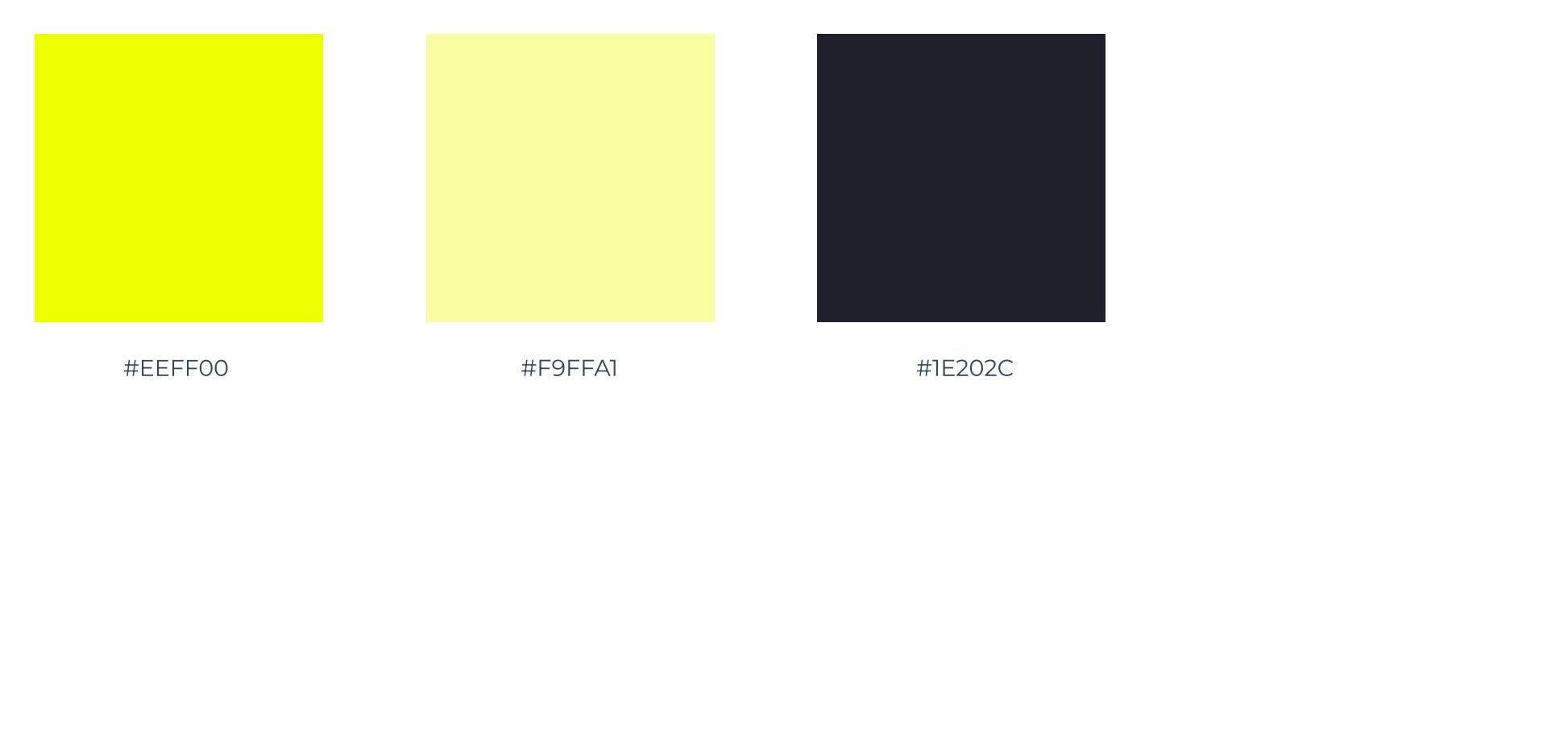


# FLAME STYLE GUIDE

## COLOR PALETTE



PRIMARY

SECONDARY

#FF891D

#4D5562

#D9D9D9

#FFFFFF

ACCENT

#E6F000

#F5F5FA

#1E202C

## TYPOGRAPHY

### TITLE 1

Font: Montserrat  
Weight: Bold Italic  
Size: 18px  
Line height: Auto

### Heading 4

Font: Roboto  
Weight: Semibold  
Size: 18px  
Line height: Auto

### TITLE 2

Font: Montserrat  
Weight: Semibold Italic  
Size: 32px  
Line height: Auto

### Heading 5

Font: Roboto  
Weight: Semibold  
Size: 16px  
Line height: Auto

### Heading 1

Font: Roboto  
Weight: Regular  
Size: 32px  
Line height: Auto

### Body 1

Font: Roboto  
Weight: Medium  
Size: 16px  
Line height: Auto

### Heading 2

Font: Roboto  
Weight: Semibold  
Size: 24px  
Line height: Auto

### Body 2

Font: Roboto  
Weight: Medium  
Size: 14px  
Line height: Auto

### Heading 3

Font: Montserrat  
Weight: Bold  
Size: 18px  
Line height: Auto

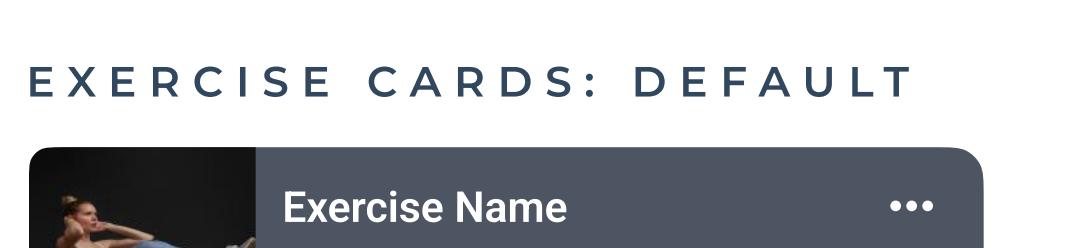
### Body 3

Font: Roboto  
Weight: Medium  
Size: 16px  
Line height: Auto

## UI ELEMENTS

### BUTTONS

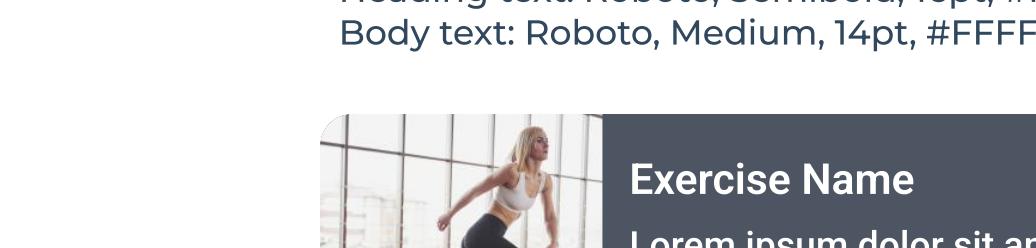
#### PRIMARY BUTTONS



Enabled

Pressed

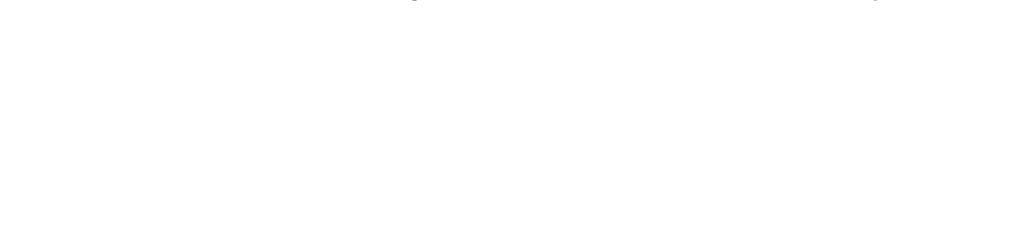
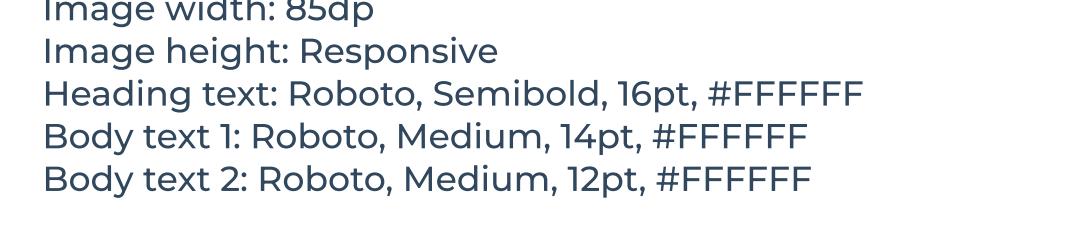
#### SECONDARY BUTTONS



Enabled

Pressed

#### CHIPS



Enabled

Pressed

#### INPUT FIELDS



Email

Password

## UI ELEMENTS

### CARDS

#### EXERCISE CARDS: DEFAULT



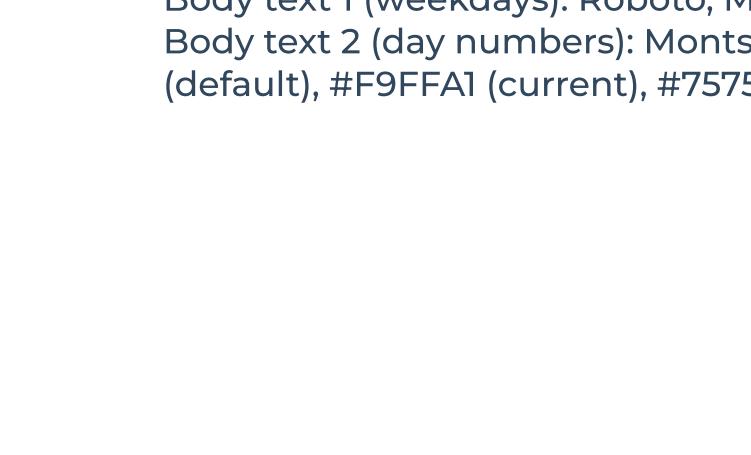
Container width: 358dp  
Container height: Responsive  
Corner radius: 12dp  
Top padding: 12dp  
Bottom padding: 21dp  
Padding between elements: 1dp  
Body text 1 (weekdays): Roboto, Medium, 14pt, #3D9D99  
Body text 2 (numbers): Montserrat, ExtraBold, 24pt, #FF891D  
Body text 3 (stats): Roboto, Medium, 12pt, #FFFFFF

#### EXERCISE CARDS: CUSTOMIZE



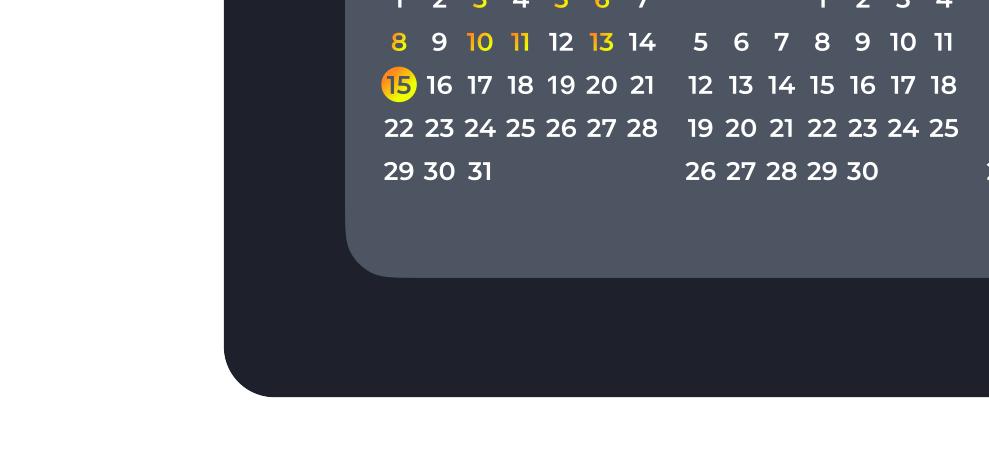
Container width: 358dp  
Container height: Responsive  
Corner radius: 12dp  
Top padding: 13dp  
Bottom padding: 11dp  
Padding between elements: 1dp  
Body text 1 (weekdays): Roboto, Medium, 14pt, #3D9D99  
Body text 2 (numbers): Montserrat, ExtraBold, 24pt, #FF891D  
Body text 3 (stats): Roboto, Medium, 12pt, #FFFFFF

#### EXERCISE CARDS: OTHER



Container width: 358dp  
Container height: Responsive  
Corner radius: 12dp  
Top padding: 15dp  
Bottom padding: 20dp  
Padding between elements: 1dp  
Body text 1 (weekdays): Roboto, Medium, 14pt, #3D9D99  
Body text 2 (numbers): Montserrat, ExtraBold, 24pt, #FF891D  
Body text 3 (stats): Roboto, Medium, 12pt, #FFFFFF

### SEARCH BAR



#### DEFAULT

Container width: 358dp  
Container height: 55dp  
Corner radius: 55dp  
Stroke weight: 2dp  
Stroke color: #D9D9D9  
Icon size: 24dp  
Left padding: 16dp  
Right padding: 16dp  
Top/Bottom padding: 4dp (10dp from top of label to top of field)

#### EXPANDED



#### Container width: 358dp Container height: 55dp Corner radius: 55dp Stroke weight: 2dp Stroke color: #D9D9D9 Icon size: 24dp Left padding: 16dp Right padding: 16dp Top/Bottom padding: 4dp (10dp from top of label to top of field)

#### Label text font: Roboto, Medium

#### Label text size: 12pt

#### Label text color: #4D5562

#### Example text font: Roboto, Italic

#### Example text size: 14pt

#### Example text color: #4D5562

#### Spacing between label text and icon: 12dp

#### Label text alignment: Left-aligned

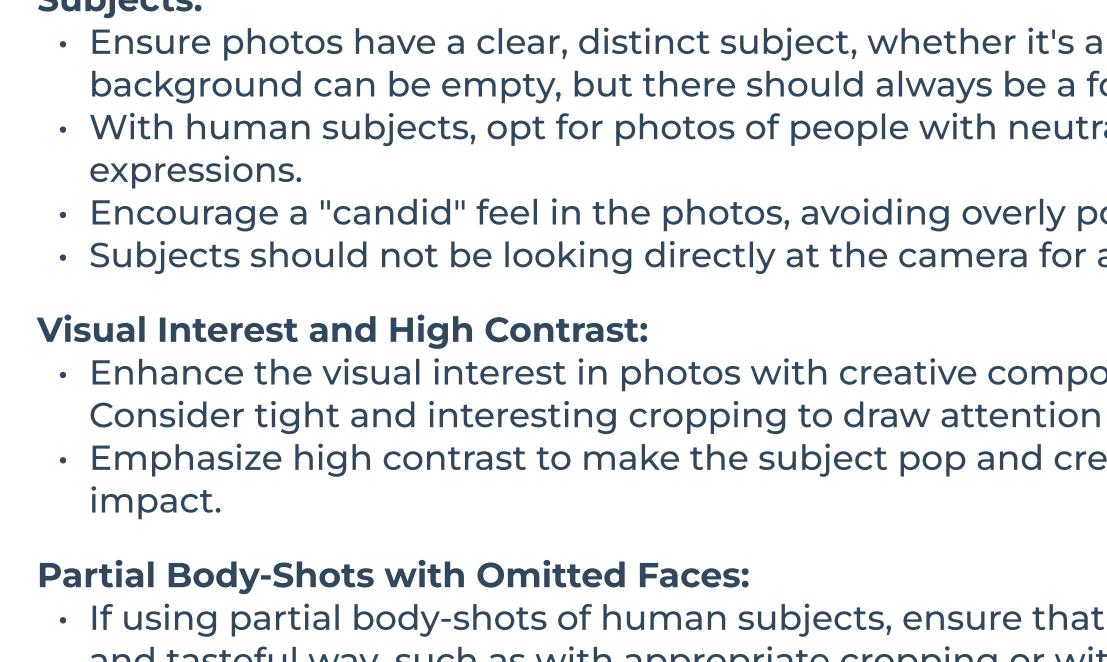
#### Label text size: Roboto, SemiBold, 16px

#### Drop shadow: #000000 (15% opacity), X=0, Y=4, Blur=6, Spread=0

## UI ELEMENTS

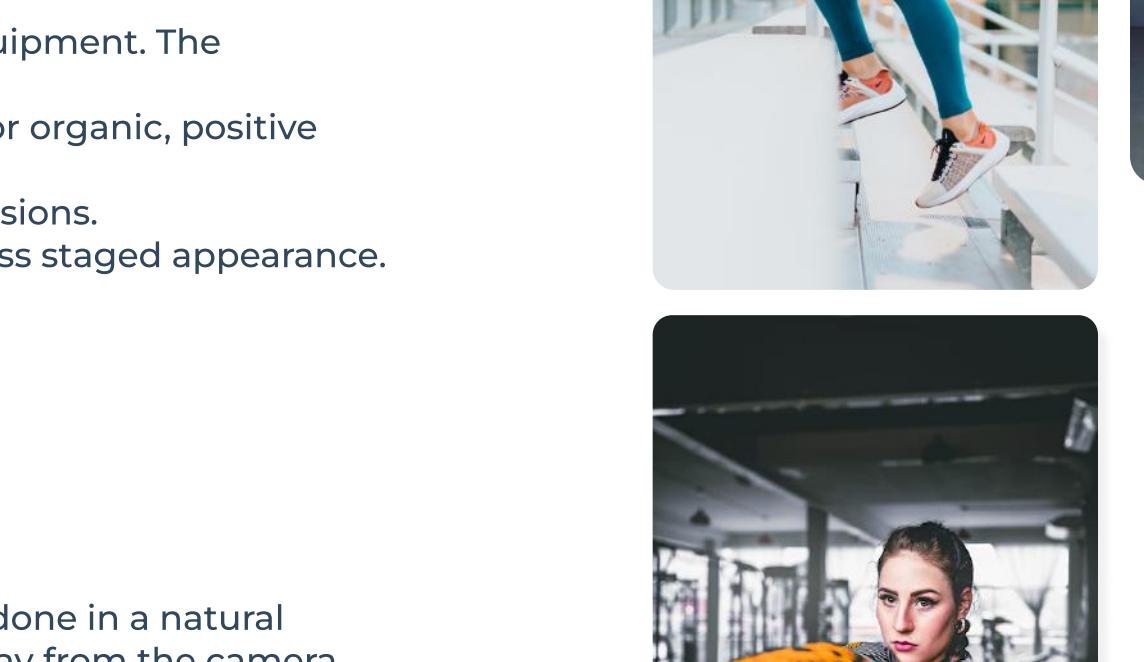
### CALENDARS

#### WEEK VIEW



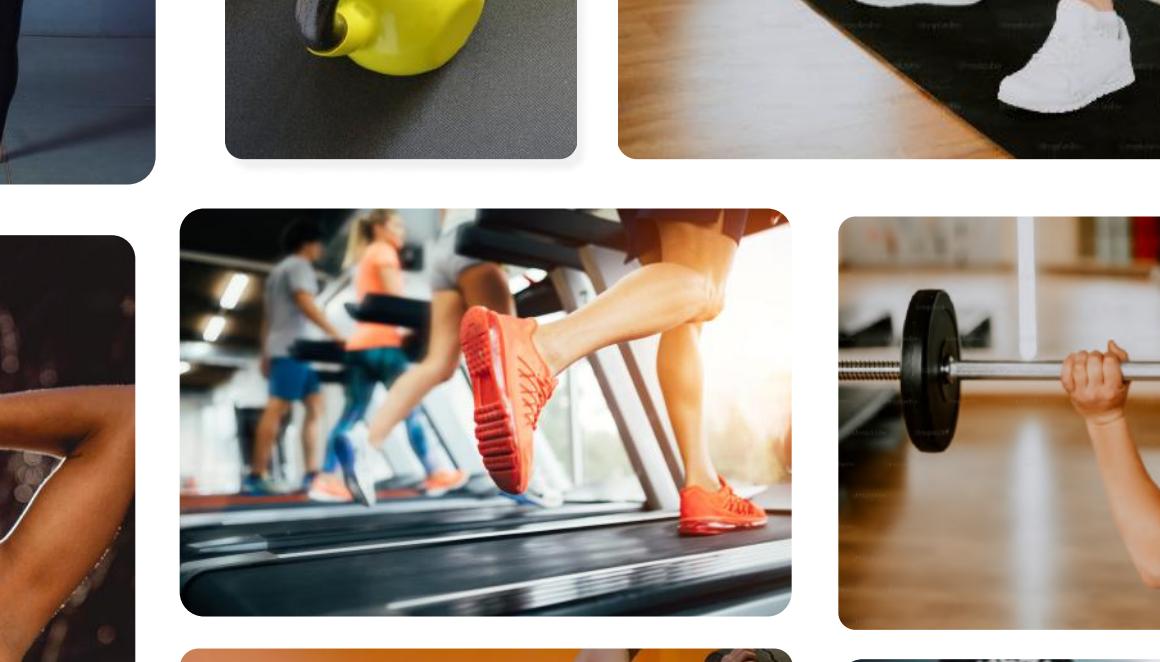
Container width: 358dp  
Container height: 208dp  
Corner radius: 72dp  
Top/Bottom padding: 5dp  
Left/Right padding: 2dp  
Padding between elements: 1dp  
Body text 1 (weekdays): Roboto, Medium, 14pt, #3D9D99  
Body text 2 (numbers): Montserrat, ExtraBold, 24pt, #FF891D  
Body text 3 (stats): Roboto, Medium, 12pt, #FFFFFF

#### MONTH VIEW



Container width: 358dp  
Container height: Responsive  
Corner radius: 13dp  
Top/Bottom padding: 10dp  
Padding between elements: Auto  
Body text 1 (weekdays): Roboto, Medium, 14pt, #3D9D99  
Body text 2 (numbers): Montserrat, ExtraBold, 24pt, #FF891D  
(Active), #FF9FA1 (Current), #757575 (Inactive)

#### YEAR VIEW



Container width: 375dp  
Container height: Responsive  
Corner radius: 80dp  
Top/Bottom padding: 16dp  
Left/Right padding: 13dp, 9dp  
Horizontal padding between columns: 7dp  
Vertical padding between rows: 16dp  
Body text 1 (Month titles): Montserrat, Bold, 18pt, #FF891D  
Body text 2 (Day numbers): Montserrat, SemiBold, 10pt, #FFFFFF as default, or gradient (#FF891D to #E6F000) to indicate days worked out

## ICONOGRAPHY

### APP ICON VARIATIONS



The Flame logo/app icon is a flame graphic with an inner flame that in the form of the shape of the letter "F". The elements of the icon can be modified according to the background on which it is being used, as long as the inner "F" shape is emphasized and distinct from the surrounding flame shape. If the background is a solid color (darker than the flame), the inner "F" shape should always be present, either within the "F" shape itself or the surrounding flame shape. The size can vary depending on usage.

**Color Palette Alignment:** Incorporate pops of color in the imagery that align with the app's designated color palette. This adds a cohesive and branded look to the visual.

**Lighting:** Prioritize well-lit photos that showcase the subject clearly, even if the background has darker elements.

Utilize natural or subdued/diffused lighting to create a visually pleasing and engaging look.

Ensure a "candidate" feel in the photos, avoiding overly posed or forced expressions.

Subjects should not be looking directly at the camera for a more natural and less staged appearance.

**Visual Interest and High Contrast:** Enhance the visual interest in photos with creative composition and framing.

Consider light and interesting cropping to draw attention to the subject.

Emphasize high contrast to make the subject pop and create a striking visual impact.

**Partial Body-Shots with Omitted Faces:** If using partial body-shots of human subjects, ensure that omission of faces is done in a natural and tasteful way, such as with appropriate cropping or with subjects facing away from the camera in a natural way.

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