Visual Design

* full library *

Table of Contents
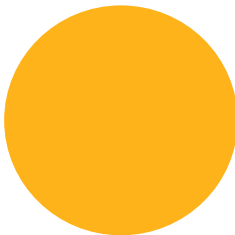
FitZEN Style Guide

Colour palette

Primary
Text, icons
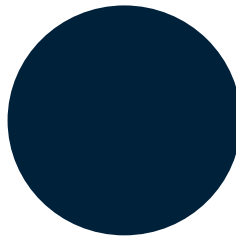
Secondary
Borders, CTA buttons

Secondary
Backdrop, top bar titles

Secondary
Buttons, card background

Tertiary
Errors, alerts

#00213A

#FFB31A

#FFFFFF

#F2F1EF
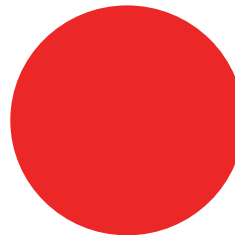
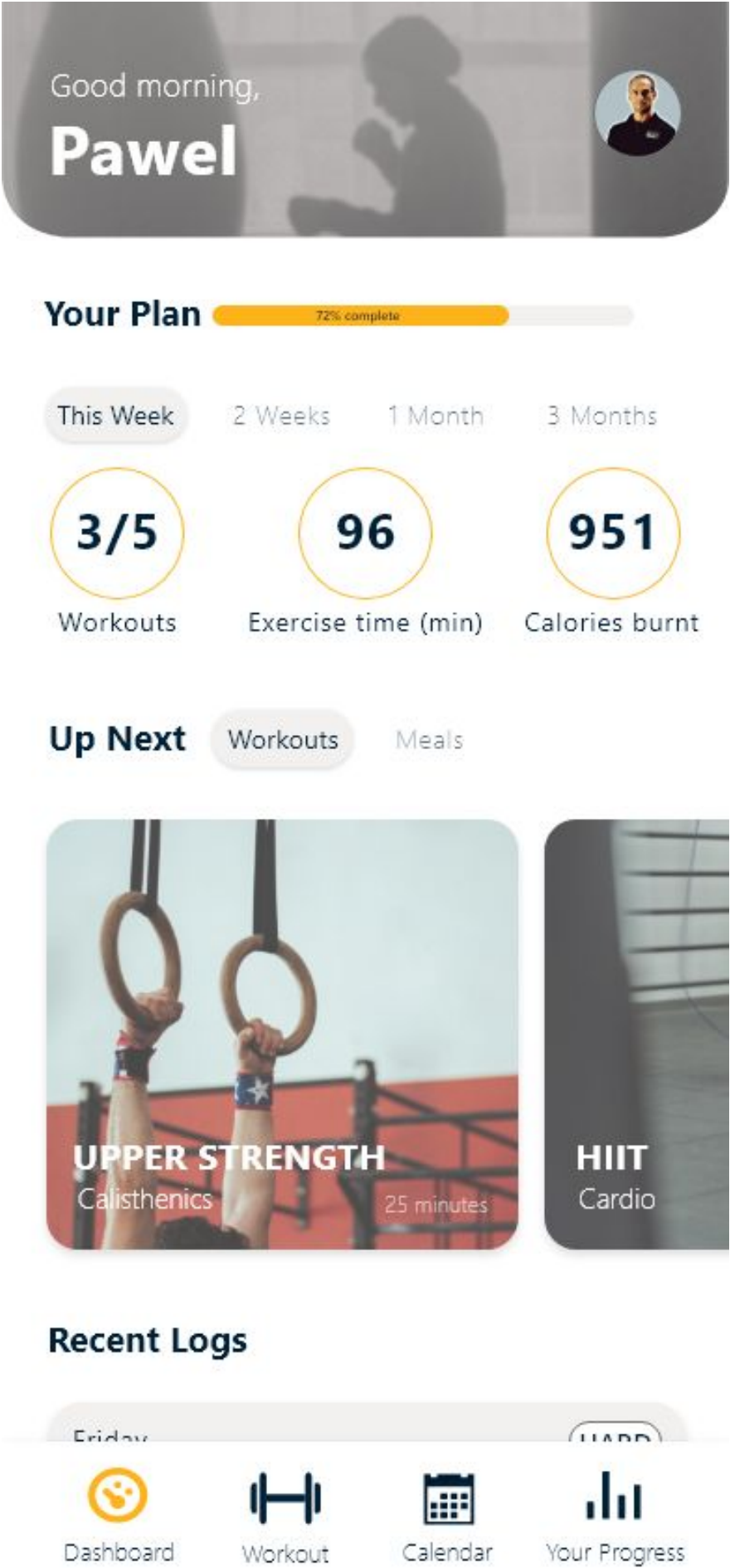#EB2727

Typography

Header 1

Segoe UI/ Bold/ 36px/ #FFFFFF/
Screen heading

Header 2

Segoe UI/ Bold/ 19px/ #00213A
Articles titles, Category titles

Header 3

Segoe UI/ Light/ 14px/ #00213A
Activated page name

Body

Segoe UI/ Regular/ 14px/ H 209 /#00213A

Good morning,
Pawel

Your Plan 72% complete

This Week   2 Weeks   1 Month   3 Months

3/5   96   951
Workouts   Exercise time (min)   Calories burnt

Up Next   Workouts   Meals

UPPER STRENGTH
Calisthenics   25 minutes

HIIT
Cardio

Recent Logs

Friday   HARD

Dashboard   Workout   Calendar   Your Progress

Strength training consisting of a variety of movements that exercise large muscle groups using bodyweight.

It is intended to increase strength, fitness, and flexibility, through movements such as pulling, pushing, jumping, or swinging, using one's body weight for resistance. The exercises are grouped to hit different muscles groups, burn fat or gain muscle.
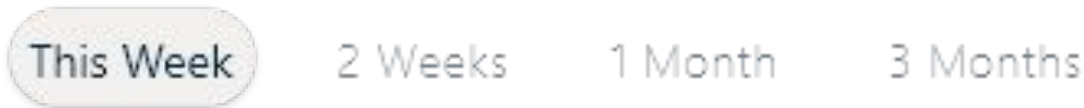
UI Elements

States - User selection

CTA button/ main option

BUTTON

Secondary options

BUTTON

Tab/ Category selection

This Week   2 Weeks   1 Month   3 Months

YOUR GOAL

☑ BUILD MUSCLE
☐ LOOSE WEIGHT
☐ STAMINA
☑ POWER
☐ FLEXIBILITY
BEACHBOADY

DIET

⦿ OMNIVORE
◯ KETO

SLEEP TRACKING

EQUIPMENT

(group in order of preference by drag and drop)

CALISTHENICS   WEIGHTS
KETTLEBELL   BANDS/TRX

Option 1
Option 2
Option 3
Option 4

DURATION

6 months
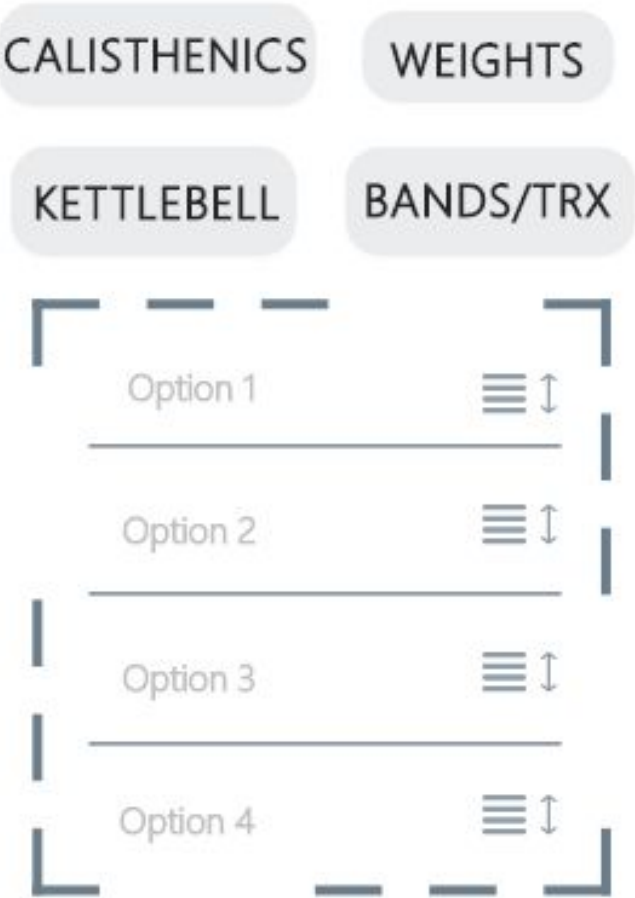
UI Elements

Navigation Bar (icons change colour when selected to #FFB31A)

Segoe UI/ Regular/ 14px/ H 17 /#00213A

W: 28px, H:27px, #00213A
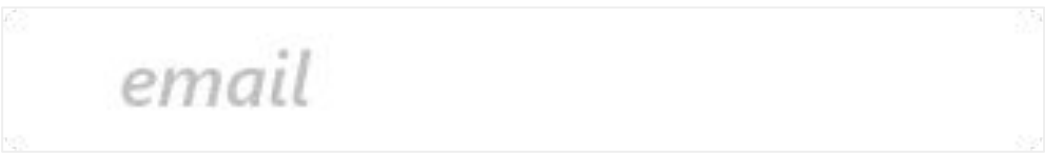
W: 33px, H:25px, #00213A

W: 28px, H:26px, #00213A

W: 28px, H:25px, #00213A

Input field

Segoe UI/ Semibold Italic/ 24px/ /#00213A/ 34% opacity

Progression Bar

Segoe UI/ Bold/ 7px/ /#00213A

72% complete

Full bar W: 226px, H:11px, #F2F1EF

Progression colour #FFB31A

Navigation/ Pagination

UI Elements

Social

Icons

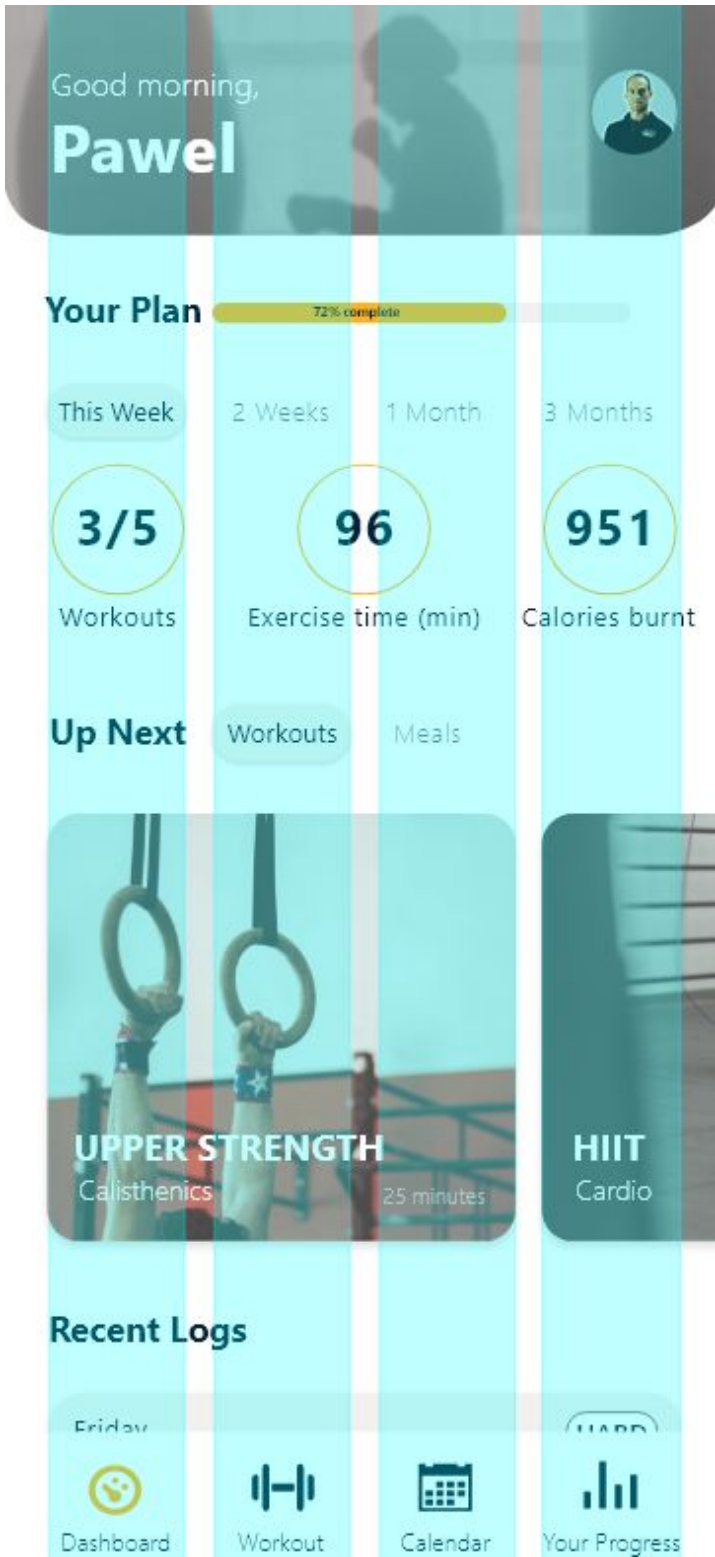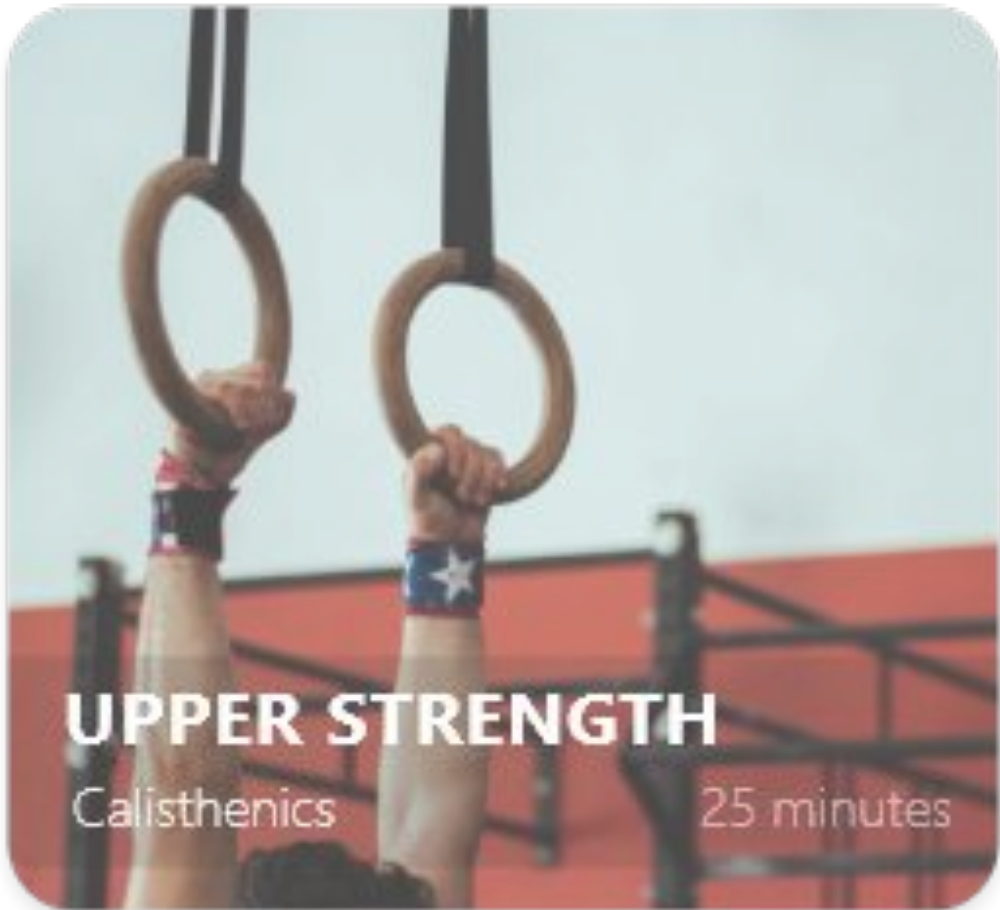|				
Workout	Dashboard	Progress	Calendar	Cardio
Notification	Create Plan	Search	Strength	Logbook
Download	Settings	Close	Toggle On/Off	Back
Folder	Add Folder	Create Note		

Grids/ layouts

Columns: 4

Margins: 24px

Column width: 75px

Gutter width: 14px

Cards

Width: 253px

Height: 231px

Title 1: Segoe UI/ Bold/ 19px/ Character spacing 20/ #FFFFFF

Title 2: Segoe UI/ Light/ 14px/ #FFFFFF

Background gradient: Opacity 11% / #00213A

Drop Shadow: X-0, Y-3, B-5

Images

Images should be in a similar tone, relevant to the page content, minimalistic and realistic. Palette should be muted and images cropped to display only the essential part of the subject.