Logo:
Overview

Our logo is comprised of two parts: the Fitbit diamond and the Fitbit wordmark.

The Fitbit Diamond

The diamond features a series of single-color dots that grow in size to portray what Fitbit is known for: movement, momentum and progression.

The Fitbit Wordmark

The wordmark "fitbit" now uses a unique, custom type treatment that is bold in weight, allowing it to complement the diamond and provide strong legibility across platforms and in various sizes.

Fitbit Logo Trademarks

The registered trademark symbol should always be present and legible in the first instance that the logo appears on a website, print piece or any other collateral. The ® should be placed to the right of the Fitbit wordmark in line with the bottom of the "t" in fitbit."

OUR LOGO = DIAMOND + WORDMARK

Diamond

Wordmark
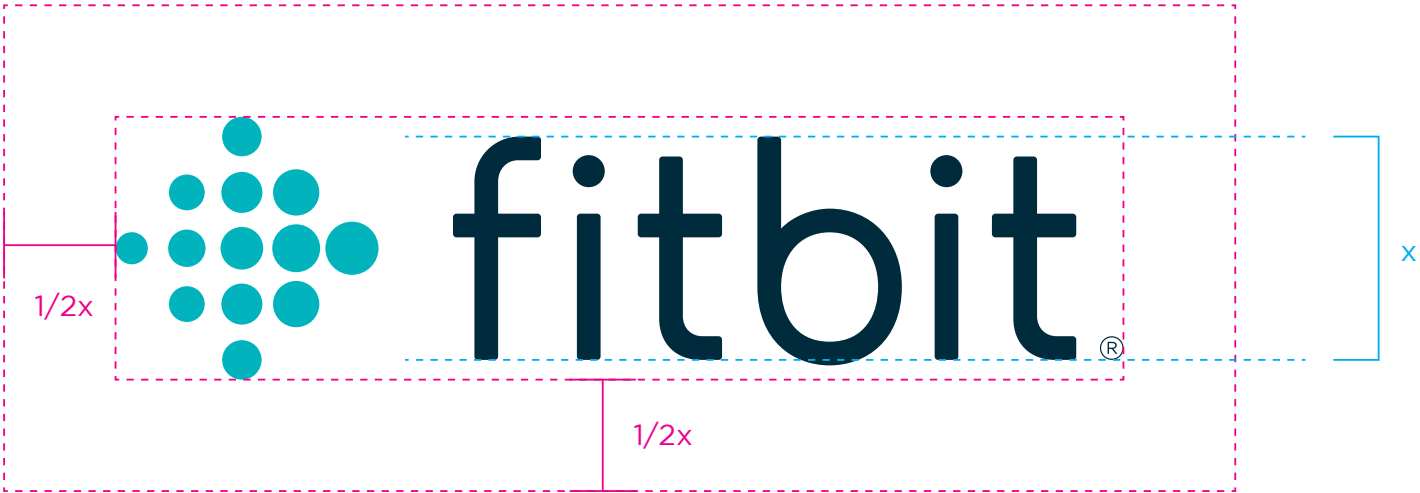
Logo:
Positioning & Clearspace

Logo Clearspace

To ensure the logo is always clearly legible and unobstructed by other elements on the page, some amount of space should always be maintained around the diamond and wordmark. This is called clearspace.

In the image to the right, the outer box highlights the minimum amount of clearspace that should be reserved for the logo. That space is exactly half the height of the wordmark left on each side of the logo (measured from the outer edge).

Minimum Size

To maintain the legibility of the Fitbit logo, the minimum height it can appear in print is 8mm, and the minimum height it can appear online is 16px.

1/2x

1/2x

x

MINIMUM SIZE, PRINT

fitbit 8mm

MINIMUM SIZE, DIGITAL (WITH ®)

fitbit 30px

MINIMUM SIZE, DIGITAL (WITHOUT ®)

fitbit 16px

Logo:
Color Options

The logo should appear in two colors whenever possible, though there may be special instances where one-color treatment is the only option. The logos on the right indicate the recommended logo choice on various backgrounds.

1-Color Logo: Midnight

1-Color Logo: Teal

1-Color Logo: Black

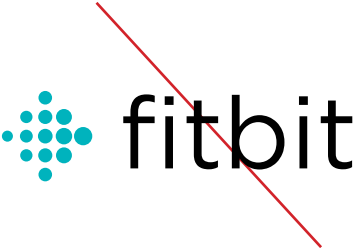1-Color Logo: White

Logo:
Proper Use

DO NOT change the configuration or relationship of the diamond and wordmark

DO NOT change the color of the diamond or wordmark

DO NOT manually typeset the name "fitbit" or otherwise replace the wordmark

DO NOT alter the horizontal or vertical scaling of the logo

DO NOT rotate or change the orientation of the diamond within the logo

DO NOT change the relative proportions of the diamond and wordmark

**DO NOT** use the previous version of the logo at any time

Logo:
Secondary Logo

Our secondary logo should only be used in instances where horizontal real estate is limited, which would make the primary logo appear too small.

The secondary logo allows the diamond to take precedence while still reinforcing the "Fitbit" brand name.

This logo can sometimes be a better choice than using the symbol alone—for example, when the "Fitbit" name doesn't appear elsewhere in the layout.

OUR LOGO = DIAMOND + WORDMARK

Diamond

Wordmark
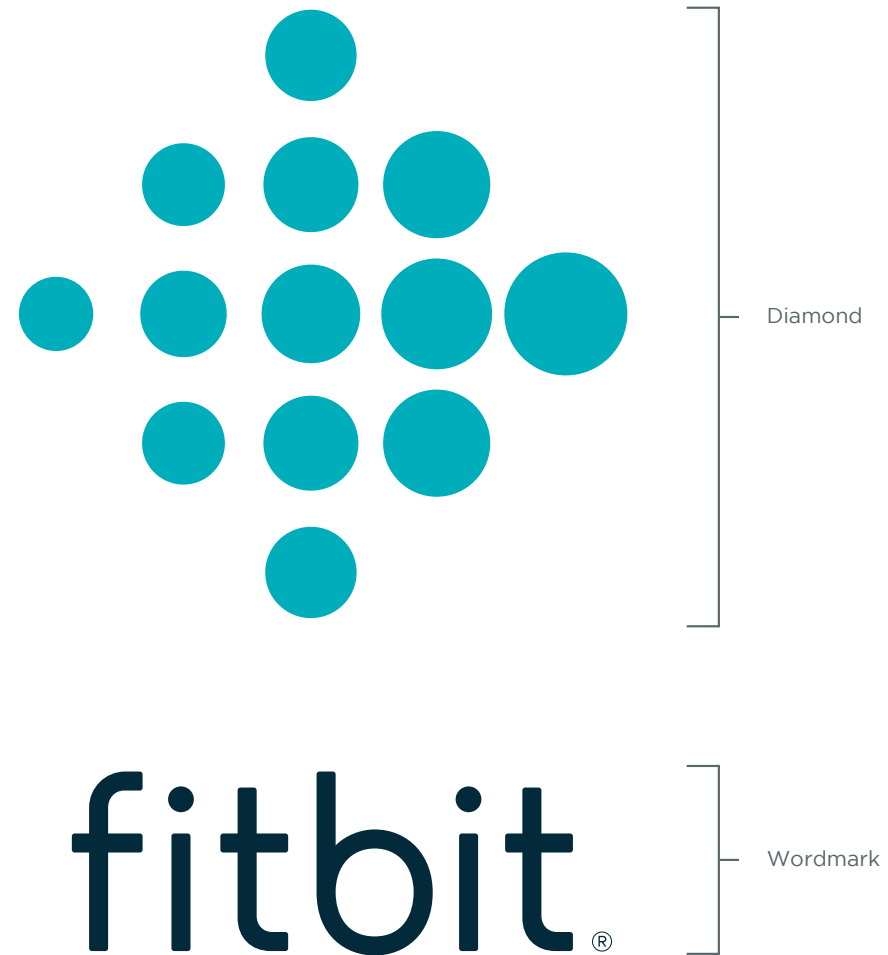
Color

Our color palette is distinct and vibrant. It represents the energy and vitality of our brand and reflects the active lives of our customers.

Color is an important tool we use to convey Fitbit's personality and create instant brand recognition. The colors we use are bold, bright and energetic, and were chosen to reflect our brand pillars.
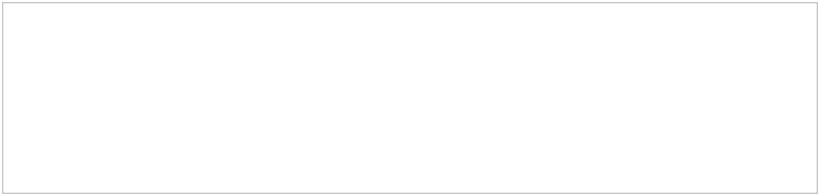
Color:
Primary Palette

Teal, white, midnight and slate are Fitbit's primary colors. In design, our primary colors should appear more prominent than our secondary ones.

Teal

PMS	7466C
CMYK	85/0/30/0
RGB	0/176/185
HEX	#00B0B9

White

CMYK	0/0/0/0
RGB	0/0/0
HEX	#FFFFFF

Midnight

PMS	303C
CMYK	100/50/35/70
RGB	0/42/58
HEX	#002A3A

Slate

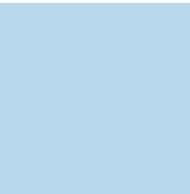|	
PMS	7462C
CMYK	100/50/12/20
RGB	0/107/166
HEX	#006BA6

Color:
Secondary Palette

Our secondary palette includes seven colors and five neutral greys, which you can use to help bring different designs to life.

While you have a number of options to choose from, it's important to show restraint when creating materials that utilize multiple colors. Consider your choices carefully, making sure each color in your combination compliments the other colors you're using.

Orange
PMS 158
CMYK 0/62/95/0
RGB 232/119/34
HEX E87722

Tangerine
PMS 178
CMYK 0/70/58/0
RGB 255/88/93
HEX FF585D

Magenta
PMS 191
CMYK 0/79/36/0
RGB 239/66/111
HEX EF426F

Grass
PMS 375
CMYK 46/0/90/0
RGB 151/215/0
HEX 97D700

Lime
PMS 382
CMYK 28/0/100/0
RGB 196/214/0
HEX C4D600

Dark Teal
PMS 3135C
CMYK 100/4/21/20
RGB 0/142/170
HEX #008EAA

Sky
PMS 290C
CMYK 23/0/1/0
RGB 185/217/235
HEX #B9D9EB

Lead
CMYK 67/50/49/20
RGB 87/101/105
HEX 576569

Smoke
CMYK 45/32/33/1
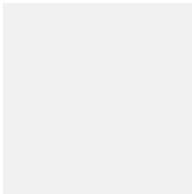RGB 147/156/158
HEX 939C9E

Stone
CMYK 23/16/17/0
RGB 195/200/201
HEX C3C8C9

Pebble
CMYK 10/7/8/0
RGB 226/226/226
HEX E2E2E2

Fog
CMYK 1/1/1/0
RGB 250/250/250
HEX FAFAFA

Legal:
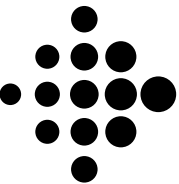## Trademark Symbol Use

First instance on a page or spread:

In the first instance, include ® after the logo or the standalone logotype.

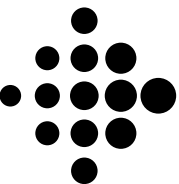No ® is necessary when using the diamond on its own.

DIAMOND + WORDMARK

fitbit®

DIAMOND ONLY

WORDMARK ONLY

fitbit®

Subsequent instances on a page or spread:

No ® is necessary in subsequent instances of the logo or logotype.

DIAMOND + WORDMARK

fitbit

DIAMOND ONLY

WORDMARK ONLY

fitbit

Trademark Symbol Size

Scale the ® symbol along with the logo.

In extreme cases when the logo appears so small that the ®
is no longer legible, it may be removed.

fitbit ®

fitbit ®

fitbit ®

fitbit ®   8mm

fitbit

Legal:
Text Formatting of Brand & Product Names

For press releases:

Capitalize names in text versus using all lowercase.

For consistency, include "Fitbit" with product names in all first instances and use appropriate ® or ™.

In all subsequent uses, use "Fitbit" with product name as often possible and without ® or ™. Try to minimize use of product names alone with the exception of Alta and Aria which are standalone trademarks.

When referring to Fitbit trackers, never use "Fitbit" on its own (e.g. "Get a Fitbit"). You must follow it with the word "tracker" (e.g. "Get a Fitbit tracker").

FIRST INSTANCE	SUBSEQUENT INSTANCES
Fitbit®	Fitbit
Fitbit Zip®	Fitbit Zip
Fitbit One®	Fitbit One
Fitbit Flex®	Fitbit Flex
Fitbit Charge™	Fitbit Charge
Fitbit Charge HR™	Fitbit Charge HR
Fitbit Surge™	Fitbit Surge
Fitbit Aria®	Fitbit Aria
Fitbit Blaze™	Fitbit Blaze
Fitbit Alta™	Fitbit Alta

Legal:
Text Formatting of Feature Names

For feature names, always use 'camel case' (title case with no space between words).

Use ® or ™ only in the first instance of the feature name.

In all subsequent uses, do not include the ® or ™

MobileRun®

MobileRun

PurePulse®

PurePulse

SmartTrack™

SmartTrack