

INTRA

FITNESS

WEBPAGE STYLE GUIDE

LOGO

Main Logo



Alternate Uses



LOGO USAGE

Clearspace


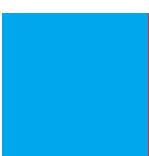
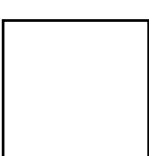


Example



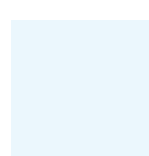


COLOUR PALETTE









Primary Palette

	Name Dark Blue Hex #002150 RGB R=0 G=33 B=80
	Name Light Blue Hex #00A7ED RGB R=0 G=167 B=237
	Name White Hex #FFFFFF RGB R=255 G=255 B=255

Secondary Palette

	Name Error State Red Hex #ED3800 RGB R=237 G=56 B=0
	Name Blue-ish Grey Hex #C2D7E9 RGB R=194 G=215 B=233
	Name Light Light Blue Hex #EBF7FD RGB R=235 G=247 B=253

BLOG CATEGORY PALETTE

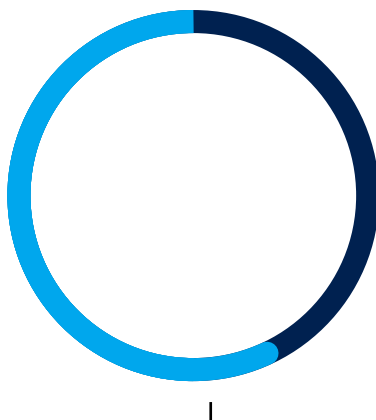
	Name Business Hex #BFBF00 RGB R=191 G=191 B=0		Name Nutrition Hex #009C40 RGB R=0 G=156 B=64
	Name Fitness Hex #E7032B RGB R=231 G=3 B=43		Name Personal Development Hex #01A3AF RGB R=1 G=163 B=175
	Name Mindset Hex #FF7200 RGB R=255 G=214 B=0		Name Productivity Hex #FFE300 RGB R=255 G=227 B=0
	Name Mindset & Emotions Hex #7A1A83 RGB R=122 G=26 B=131		Name Wealth & Lifestyle Hex #7AC6B7 RGB R=122 G=198 B=183

BRAND ELEMENTS



Background Slanted Rectangle

Hex #EBF7FD
RGB R=235 G=247 B=253



Circular Loader

Name Dark Blue Hex #002150 RGB R=0 G=33 B=80
Name Light Blue Hex #00A7ED RGB R=0 G=167 B=237

TYPOGRAPHY

Header Text

Trade Gothic LT Std Bold

Trade Gothic LT Std Bold

Open Sans
Regular

HEADER

Subheader

Paragraph text. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerciasoid.

Example

ARE YOU READY?

Sign Up Today

Gimme Some Mo' Smash Pale Ale now available in bottles. A smash pale ale highlighting mosaic hops. The years results in a fruity ester profile that complements the papaya and citrus notes of the hops. 5.5% / 30 IBU

ICONS



STATE DESIGN

WEB HEADER

Active Page

TRAINING

Active Dropdown Menu

TRAINING

Inactive

TRAINING

Hover

TRAINING

MOOD BOARD



DESIGN INCEPTION

WHY

The trustworthy guide for your life goals

THE MOOD

Calm, Active, Adventure

SPACE

Open / Clear

MOVEMENT

Strong / Sturdy / Reliable

SHAPE

Supportive / Sturdy

COLOURS

Blues / Red / Grey