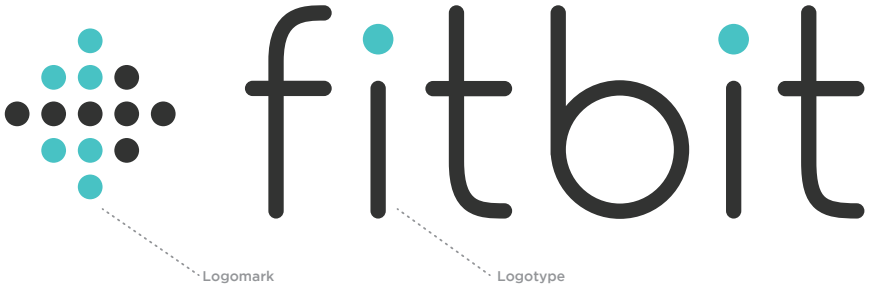


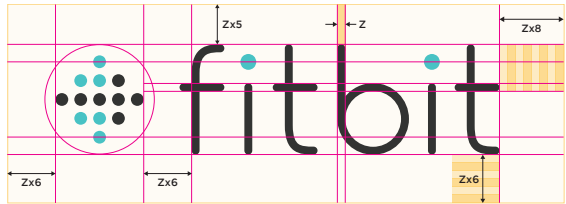
FITBIT LOGO GUIDELINES



Yellow indicates **minimum clear space**. The yellow area must be kept free of other elements.



The **clear space** is defined in increments of the measurement "Z" (the width of the logotype's strokes, as in the "b" above).



Logo Alternative 1



Logo Alternative 2



Wrong execution of logo



Don't change element position.



Don't stretch or distort.



Don't change fonts or color.



Don't change element size.

COLOR VARIATIONS

Acceptable brand color variations.

