



# STYLE GUIDE

# TYPOGRAPHY

## Font load and fallback

Montserrat, Hind; Fallback: Roboto, Open Sans; Arial

## Font Pairings

Heading h1

Heading is likely to be seen on the web landing page and branding.

30px ↑  
**LIVE YOUR FITPATH**

Life isn't linear, and your workouts don't have to be either. FitPath helps the everyday active individual find the best workouts that fits their needs to live a long, healthy, and balanced life.

h1  
Montserrat, 32 px Bold;  
20% spacing

Line  
Height: 24  
(1.5 x font  
size)

Hind 16px, Regular; 0% spacing;  
Max Paragraph Width for Web 500px  
2:1 ratio heading:body size

# TYPOGRAPHY

## Font Pairings

Heading h2:

Used for subheadings on the web landing page and headings on the FitPath application. If heading sizes changes due to the different media types, please be sure to keep a 2:1 ratio heading:body text.

## LIVE YOUR FITPATH

30px

Life isn't linear, and your workouts don't have to be either.

FitPath helps the everyday active individual find the best...

← →

Hind 18px, Regular; 0% spacing;  
Max Paragraph Width for Web 500px

h2:

Montserrat, 22 px Bold;  
20% spacing

↑  
Line  
Height: 35  
↓

Mobile:

Life isn't linear, and your workouts  
don't have to be either. FitPath helps...

← →

Hind 18px, Regular; 0% spacing;  
Max Paragraph Width for Mobile 300px

↑  
Line  
Height: 35  
↓

# FONT WEIGHTS & STYLES

MARKETING LANDING PAGE

h1

# WELCOME TO A NE

Bold Montserrat 70 px; 0% letter spacing; all caps

Used for Web Marketing Landing Page

h2

## ABOUT FITPATH

Bold Montserrat 40 px; 20% letter spacing; all caps

Used for Marketing Landing Page, Headings

# FONT WEIGHTS & STYLES

## MARKETING LANDING PAGE

h3

### \$9.99

SemiBold, Montserrat. 40 px; 0% letter spacing  
Used for Marketing Landing Page, Pricing

h4

#### PRO

Bold Montserrat 30 px; 20% letter spacing; all caps  
Used for Marketing Landing Page, Pricing

Body 1

## Finding your next workout

Regular Hind 26 px; 0% letter spacing; 38 line height.  
Used for Web Marketing Landing Page

Body 2

## We've searched near and far for a...

Regular Hind 20 px; 0% letter spacing; 30 line height.  
Used for Web Marketing Landing Page

# FONT WEIGHTS & STYLES

## MOBILE APPLICATION

h1

# YOUR FITNESS DASHBOARD

Bold Montserrat 20 px; 20% letter spacing; all caps

Used for mobile: Dashboard

h2

## SELECT FITBOARD

SemiBold Montserrat 22 px; -2.41% letter spacing; all caps

Used for mobile: Fitboards

h3

### YOUR FITPATH PROGRESS

Bold, Montserrat. 18 px; -2.41% letter spacing; all caps

Used for mobile: FitBoards

# FONT WEIGHTS & STYLES

## MOBILE APPLICATION

h4

### Kayla Itsines BBG

SemiBold Montserrat 16 px; -2.41% letter spacing

Used for mobile, Workout Headings, FitBoards

Body

### Arms / Back / Cardio

Regular, Hind. 16 px; 0% letter spacing

h5

### SHARE ON

SemiBold, Montserrat. 14 px; 0% letter spacing

Used for mobile

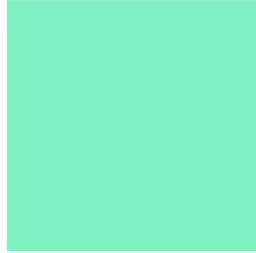
Body 2

Intense workouts to get started.

Regular, Hind. 14 px; 0% letter spacing

\*Note: Usage for “FitPath” shown later in Style Guide. Please refer to “Proper Usage of FitPath in Text” guide for more details.

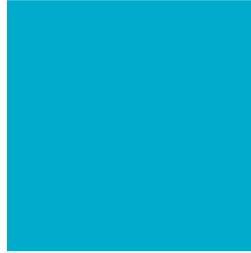
# COLORS



#7EF0C1

RGB (115,240,193)

CMYK (46,0,37,0)



#01ABCC

RGB (1,171,204)

CMYK (75,11,14,0)



#035088

RGB (3,80,136)

CMYK (99,74,21,5)

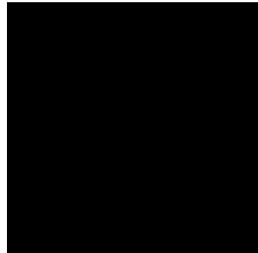


#035088

RGB (3,80,136)

CMYK (99,74,21,5)

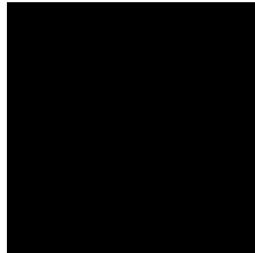
# BLACK, WHITE, & GRAYS



#000000

RGB (0,0,0)

CMYK (75,68,67,90)



#151515

RGB (21, 21, 21)

CMYK (73,67,65,80)



#404040

RGB (64,64,64)

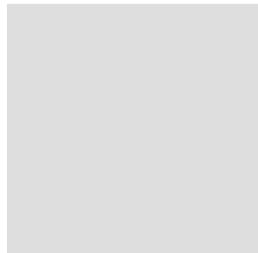
CMYK (68,61,60,47)



#808080

RGB (128,128,128)

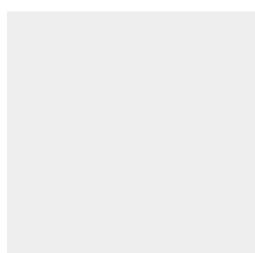
CMYK (52,43,43,8)



#DEDEDE

RGB (222,222,222)

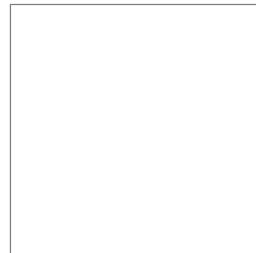
CMYK (12,9,9,0)



#EEEEEE

RGB (238,238,238)

CMYK (5,4,4,0)



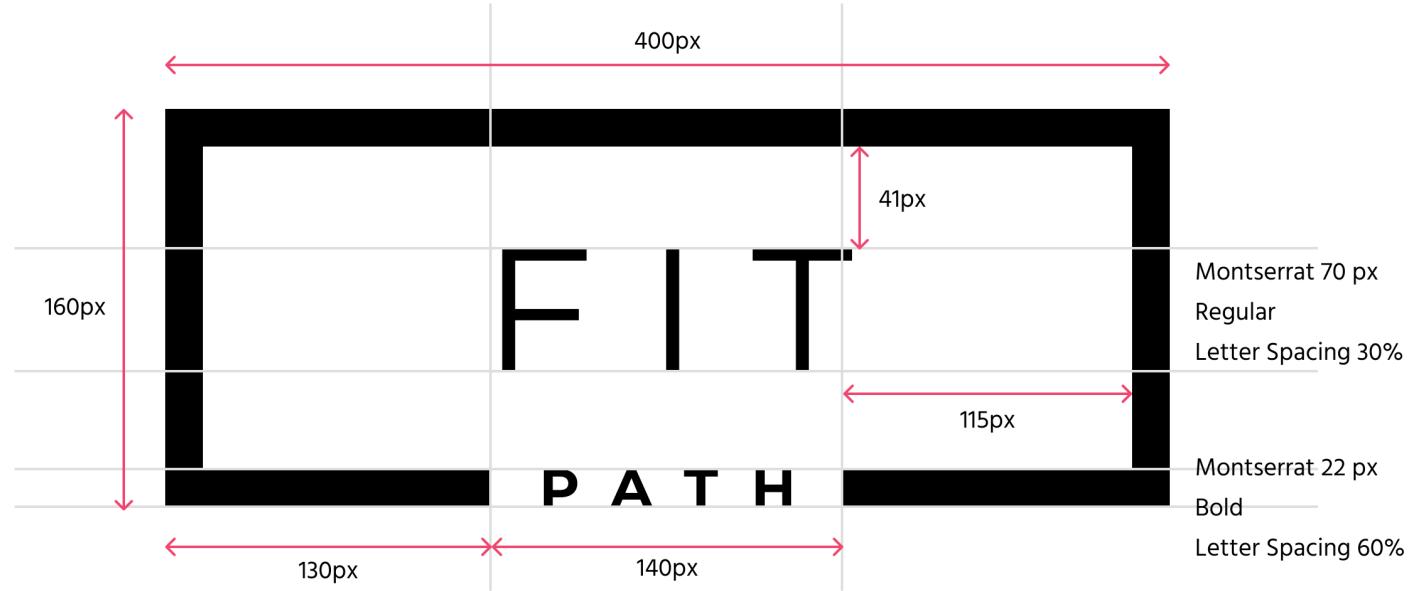
#FFFFFF

RGB (255,255,255)

CMYK (0,0,0,0)



# LOGO



The original size of the logo is 400 px (Wide) and 160px (Tall).

Variations in sizing of this logo can be larger or smaller, but the aspect ratio must remain intact.

# LOGO

## Application Size



←→  
125px

## FAVICON



The application size of the logo is 125 px (wide) and 49.69 px (tall), and shown above is the blue gradient and black. The blue gradient icon is used first, and the black icon is a backup.

The FAVICON was run through favicon.co after changing the icon canvas to a square. The FAVICON will be the icon in blue.

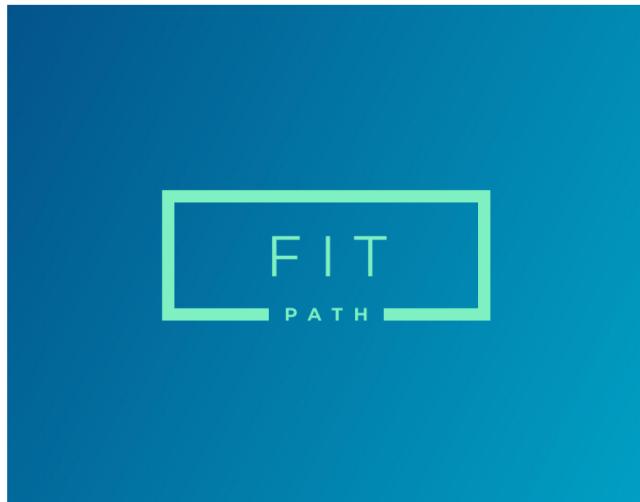
# PROPER LOGO USAGE



Logo shown in Blue linear  
gradient  
#035088 > #01abcc  
Shown on all light backgrounds.



Logo shown in Black  
#000000  
Shown as secondary logo on all  
light backgrounds.



Logo in  
Aquamarine  
#7EF0C1  
  
Shown only on  
Blue Linear  
Gradient  
Background  
#035088 >  
#01abcc



Logo in  
White  
#FFFFFF  
  
For  
Backgrounds  
with dark  
colors like  
black.

# PROPER FITPATH USAGE IN TEXT



FITPATH on our logo is written in Montserrat, all caps, two different weights, and two different letter spacing. In the original logo, “FIT” in Regular, size 70px 30% letter spacing, and “PATH” in Bold size 22px, 60% letter spacing. The above logos have been condensed smaller so the width is 150px x 59.63px.

When writing the name of our brand in a heading (h1, h2, h3), FITPATH is all capitalized. When writing our brand in the form of a sentence, body, or a paragraph, “FitPath” is written like so, with the “F” and the “P” captialized. fitpath, FiTPATH, FITpath, FiTPATH, or any other iteration outside of these upper case/lower case combinations will not be accepted.

# IMPROPER LOGO USAGE



Do not change the color of the logo



Do not change letter spacing



Do not add more text on logo



Do not add imagery on logo



Do not distort or rotate logo

# BUTTONS

Buttons throughout FitPath are 260px wide x 38px tall. Button Font is Montserrat, Bold, 16px with -2.41% letter spacing.

SIGN UP

SHARE

LOGIN

Inactive:

SAVE

NEXT

Depending on the screen, buttons can also be 130px wide x 38px tall in all the above colors and typography.

UPDATE STATS

PROGRESS PHOTO

# BUTTONS

Buttons: Not OK to use within FitPath



ADD



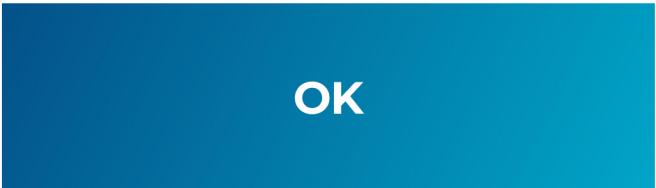
next



SEARCH



CLOSE



OK



CLOSE

# ICONS



HOME

The home icon goes to your Personalized Fitness Dashboard. This will be found on the lower tab bar.



SEARCH

The magnifying glass icon is the search tool. This will be found on the lower tab bar.



FITBOARDS

The dumbbell icon goes to all your fitboards, where all workout content is saved. This will be found on the tab bar as well as on the upper tab bar on the Fitboards section.



PROGRESS

The graph icon is where you will go update your progress. This will be found on the lower tab bar.



COLLABORATE

The collaborate icon is where you can collaborate with other users within the application. This will be found on the upper tab bar on the Fitboards section.

Note: The Labels for the Icons are in Font: Montserrat 10px, Regular Letter Spacing: 0%

# ICONS



HOME

The home icon goes to your Personalized Fitness Dashboard. This will be found on the lower tab bar.



SEARCH

The magnifying glass icon is the search tool. This will be found on the lower tab bar.



FITBOARDS

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The collaborate icon is where you can collaborate with other users within the application. This will be found on the upper tab bar on the Fitboards section.



FITBOARDS

The dumbbell icon goes to all your fitboards, where all workout content is saved. This will be found on the upper tab bar on the Fitboards section.

Note: The Labels for the Icons are in Font: Montserrat 10px, Regular Letter Spacing: 0% & Extra Bold Letter Spacing 0%

# ICONS



The dumbbell icon in its inactive state represents a FitBoard. It is shown on menu items.



The dumbbell icon in its active state to add/edit FitBoard. It is shown on the workouts.



The share icon allows you to share the workout. It is shown on a menu.



The share icon in blue allows you to share the workout. It is shown on the workouts.



The user icon in blue allows you to add a user to a FitBoard. It is shown on the FitBoards.



The collaboration icon in blue allows you to view/edit collaborators. On FitBoards.



The file icon in blue represents the number of workouts in a FitBoard. On FitBoards.



The more icon in blue represents "more options". On workouts in Fitboards.

# ICONS



The dumbbell Icon in its active state represents a FitBoard



The dumbbell Icon in its inactive state represents a FitBoard



The share icon in its active state allows a user to share



The share icon allows a user to share, seen on a "more" menu



The add icon in blue represents an inactive state for FitBoards



The add icon in blue represents an active state for FitBoards



The piture icon assists in finding a photo on device



The camera icon assists in taking a photo on device

# ICONS



Upload from device is seen on a menu item



Upload from the cloud is seen on a menu item



The YouTube icon is seen as a menu item



The link icon is seen on a menu item and add to FitBoards



The Remove Workout icon is seen as a menu item



The Star icon is seen as a menu item to rate workout as well as rating.



The writing icon is seen as a menu item to review workout



The calendar Icon assists in finding the date

# ICONS



FACEBOOK

Facebook Social Media Icon,  
shown on the share page



MESSAGE

Message Icon, shown on the  
share page



INSTAGRAM

Instagram Social Media Icon,  
shown on the share page



COPY LINK

Copy Link Icon, shown on the  
share page



TWITTER

Twitter Social Media Icon,  
shown on the share page



FILTER

The filter icon is displayed on  
the search pages

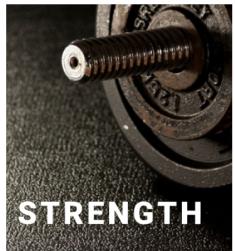


EMAIL

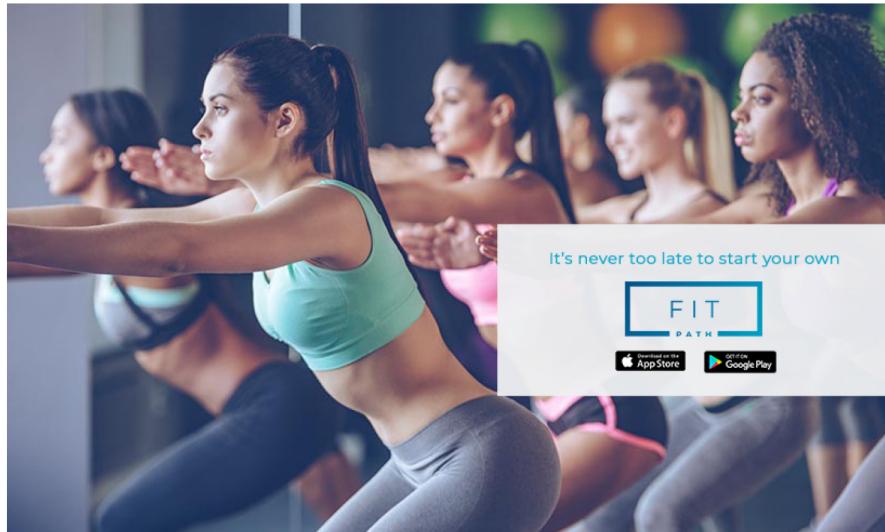
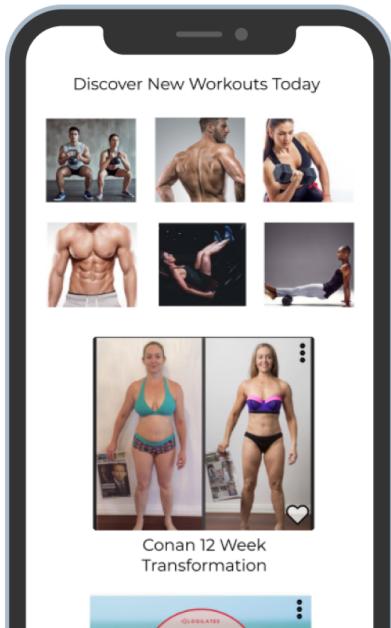
Email Icon, shown on the share  
page for users to email

Note: The Labels for the Icons are in Font: Montserrat 10px, Regular Letter Spacing: 0%

# INSPIRATION



# BRANDING



# BRANDING

