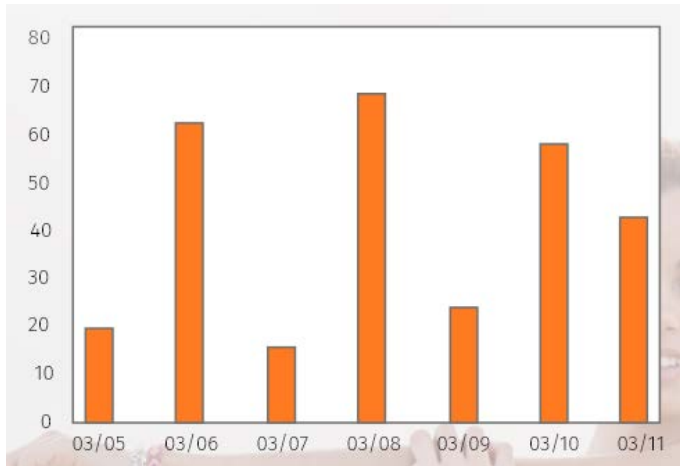


2.3 Task – Style Guide

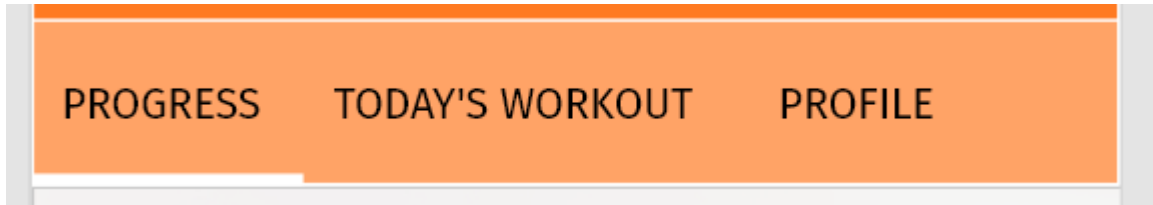
Christian Watson

UI Elements



Bar graphs:

- Labels: Fira Sans Light, 10pt, #000000
- Bars: Width – 14px, Color - #FF7A21, Border - #707070 1px



Tab Bars:

- Height: 55px
- Color: #FFA366
- Font: Fira Sans Regular, 14pt, #000000

Use tab bars when there is too much information to fit without scrolling.

UI Elements cont.

Add to Schedule

Buttons:

- Font: Fira Sans SemiBold, 20pt, #000000
- Color: #FFA366
- Padding: 10px on all sides



Add Buttons:

- Size: 60x60px
- Color: #FF7A21, #FFFFFF



Check Box:

- Size: 50x40px
- Check color: #FF7A21



Badges:

- Colors: #FFFFFF, #FF7A21
- Size: 50x50px

Logo Guidelines



Primary Logo

Used on Title/Login Page

Title:

- Font: Daily Mix 3, Regular
- Size: 60pt
- Color: #000000

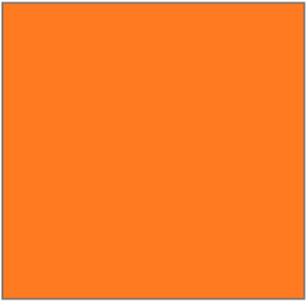
Subtitle

- Font: Fira Sans, Italic
- Size: 16pt
- Color: #000000

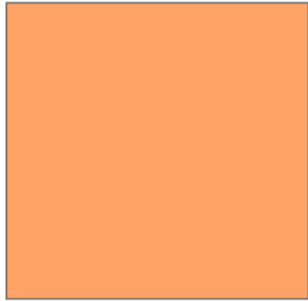
Secondary Logo

- Will only include the 'Fitted' name without subtitle
- To be used on non-title or login pages
- Font: Daily Mix 3, Regular
- Size: 24pt
- Color: #000000

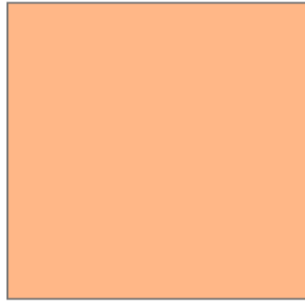
Colors



Primary
#FF7A21



Secondary
#FFA366



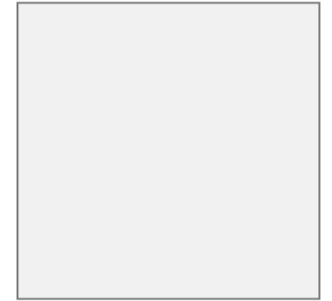
Secondary
#FFB787



Accent
#0AC8CA



Black, Text
#000000



Gray
#F1F1F1

Typography

Exercises

Page titles:

- Font: Fira Sans Semibold
- Size: 24pt
- Color: #000000

Add to Schedule

Button:

- Font: Fira Sans Semibold
- Size: 20pt
- Color: #000000

Nunc nibh metus, laoreet tincidunt posuere a, ornare sit amet odio. Donec lobortis, lectus non maximus elementum, arcu leo gravida mauris, a fringilla mi metus eget elit. Integer consequat ultricies pretium.

Body:

- Font: Fira Sans Regular
- Size: 17pt
- Color: #000000

Sort By Muscle Group

List Item:

- Font: Fira Sans Regular
- Size: 18pt
- Color: #000000

None

List Heading:

- Font: Fira Sans Bold
- Size: 20pt
- Color: #000000

Iconography



- Bold, fun style with thick lines and bright colors
- Use either the primary orange (#FF7A21) or the accent color (#0AC8CA)

Imagery

- Do's:

- Show folks having fun while getting in shape
- Realistic body figures preferred (no obvious bodybuilders)
- Natural looking photos are best (would someone post this to their Instagram?)



- Don'ts:

- Images of intense exercises
- Subjects looking worn out, exhausted, or stressed out
- Overly posed images

