

OPEN SANS, WEIGHTS 400 AND 300;
HEX COLOUR #45ADA8

fit&FREE *style guide.*

Main fonts used are

- Open Sans, weight 400 for main body text
- Open Sans, weight 300, *Italic variant also used*
- **Open Sans, weight 600**
- POIRET ONE

Body Section:

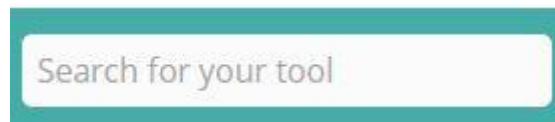
- Upper border of 4px solid, with hex colour #45ADA8
- White background
- Text with hex colour #333333

General Form Styles [Input areas]:

- Width of 250px, with all round 7px padding
- Slight off-white background with hex colour #FBFBFB
- Border-radius on all four corners of 5px.
- Font size of 16px.

General paragraph style

- Line height 25px
- Top margin of 5px



EXAMPLE OF INPUT AREA

Link style

- Same body text, but transitions to hex colour #547980 over 0.5s upon hover

Figure caption style

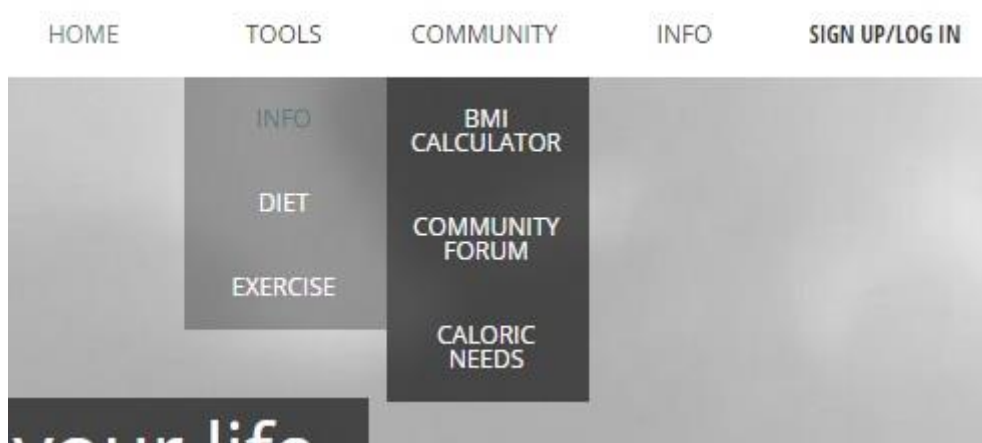
- Line height 25px, font-size 14px, width 200px
- Includes a 1px bottom border of hex colour #4B4B4B in order to separate from the other content
- Utilises the 300 weighted italic variant font.

Photo by: User 3

EXAMPLE OF FIGURE CAPTION

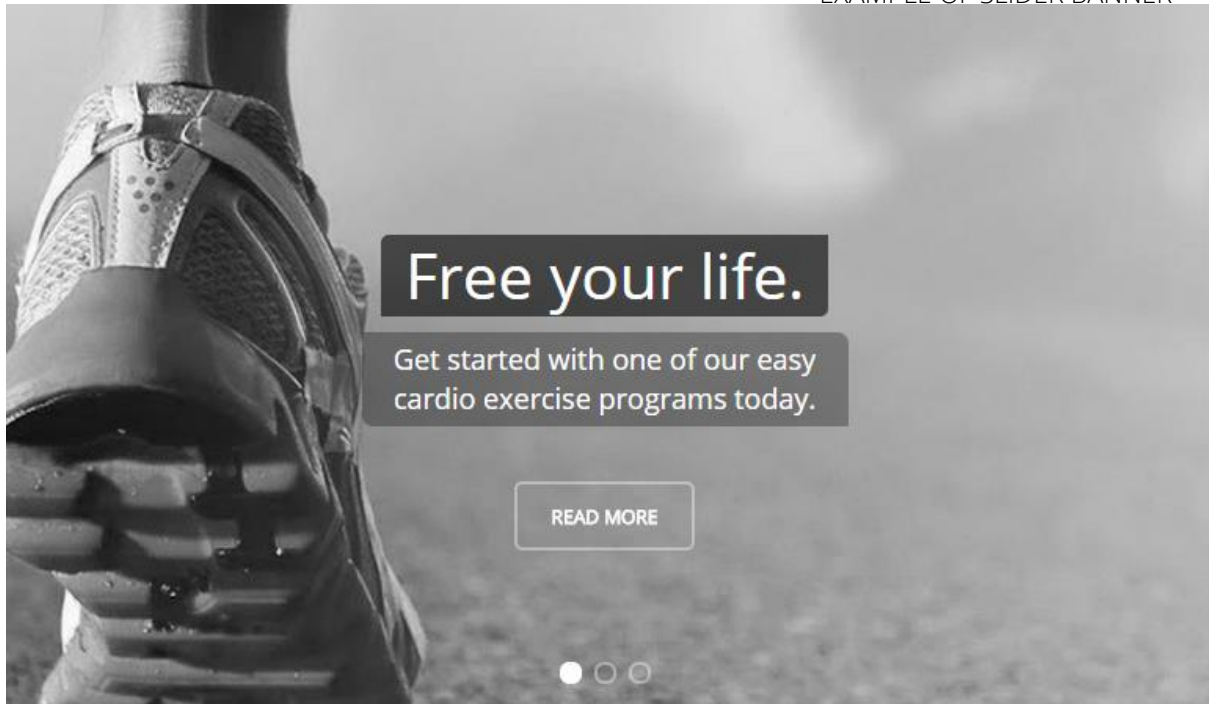
Navigation Bar styles

- Each button should have width 80px and have a 12px font size.
- Everything should be uppercase and the text should be centered within the box
- The first sub-level navigation should have a black background with 0.3 opacity and should be displayed when one of the main navigation styles is hovered upon. In addition, upon hover it shares the same link style in that it transitions to hex colour #547980 over 0.3 seconds
- The second sub-level navigation should have a black background with 0.6 opacity, being displayed after hover on a first sub-level navigation
- The relevant link should have hex colour #547980 when on the corresponding page.



Slider Banner styles [Utilising Unslider plugin available at <http://unslider.com/>]

- Preferably black and white images.
- Takes up the whole page width
- Headings have a black background with 0.6 opacity and a size 40px white font
- Accompanying paragraph text has a black background with 0.3 opacity and size 24px white font
- Contains navigation to change between slides in the form of a dot system. Also each slide has a link to 'read more' which will link to the relevant article



Tool Link styles

- Consists of a 64x64px sized flat icon, a 20px sized heading and 14px sized text.
- Image transitions from 0.6 opacity to 1 opacity over 0.3s upon hover, and is a link to the appropriate tool page



BMI Calculator

Quickly use our simple BMI Calculator to see where you are on your path away from obesity!

User image display

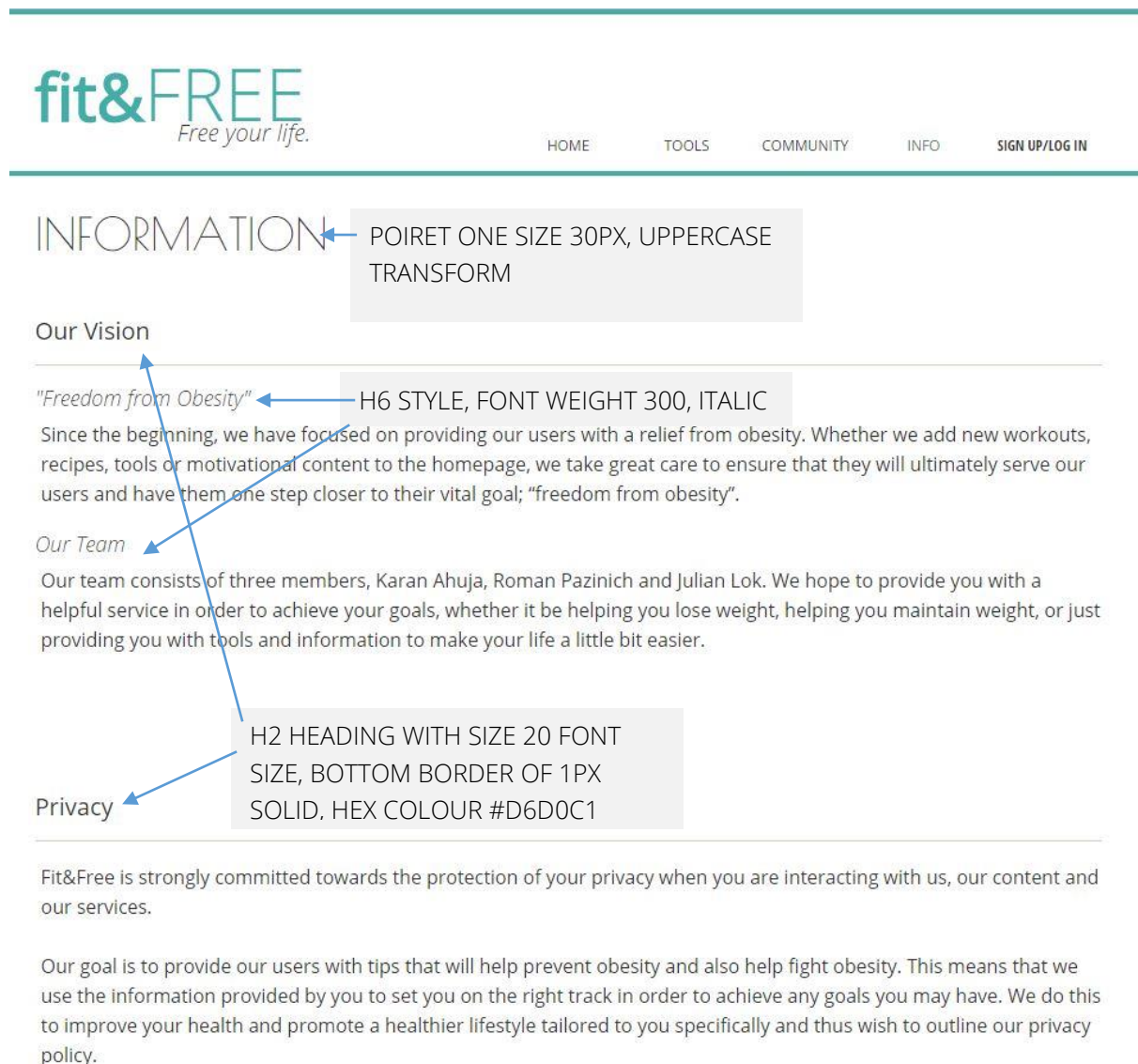


Photo by: User 3

Vegetarian tacos with fresh
Avocado

- Page includes sections to display recent user meals
- Utilises the lightbox plugin to bring up larger images available at <http://lokeshdhakar.com/projects/lightbox2/>
- Utilises previously described figure caption style
- Has 14px sized description

General non-home page style

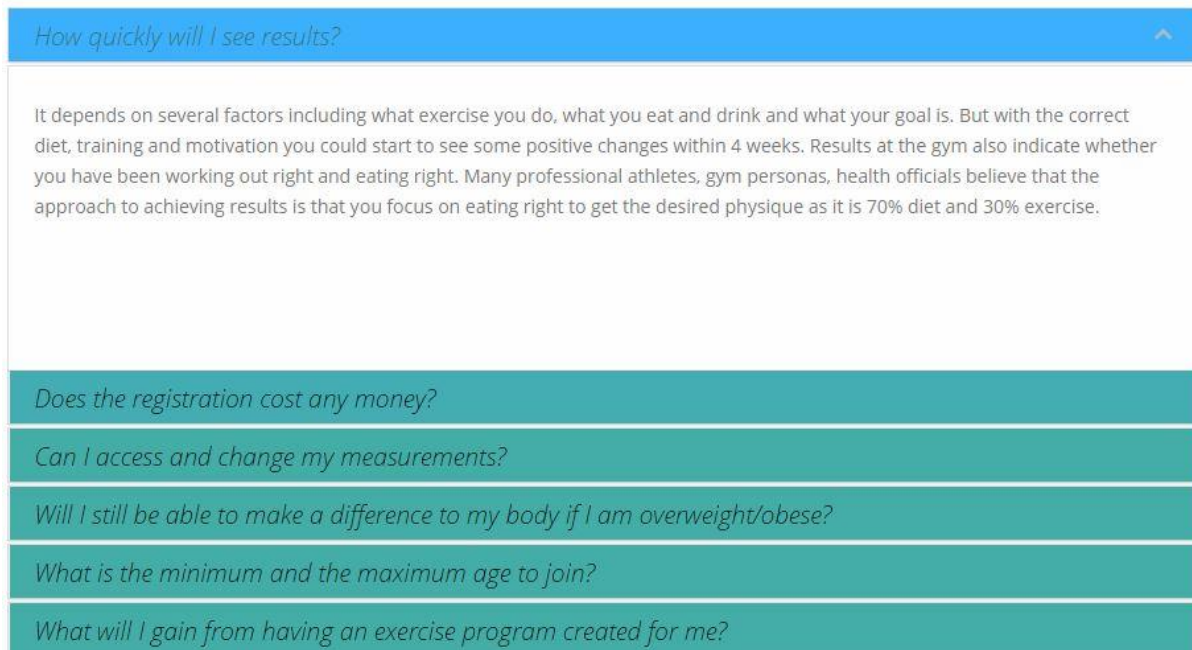


Footer Style



- Background colour hex #1D1D1D
- Font colour hex #5E5E5E
- Links have colour #ABABAB and transition to white after 0.25s
- Social media icons have initial opacity 0.3 and transition to opacity 0.7 after 0.25s

Accordion Style [For FAQ or large text sections]



How quickly will I see results?

It depends on several factors including what exercise you do, what you eat and drink and what your goal is. But with the correct diet, training and motivation you could start to see some positive changes within 4 weeks. Results at the gym also indicate whether you have been working out right and eating right. Many professional athletes, gym personas, health officials believe that the approach to achieving results is that you focus on eating right to get the desired physique as it is 70% diet and 30% exercise.

Does the registration cost any money?

Can I access and change my measurements?

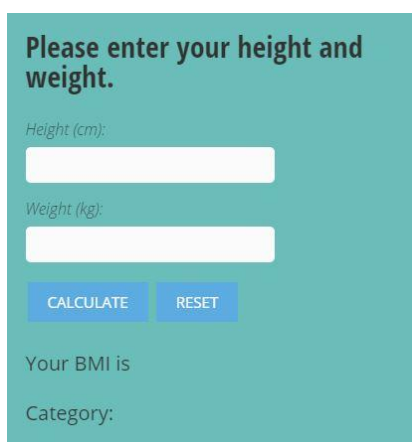
Will I still be able to make a difference to my body if I am overweight/obese?

What is the minimum and the maximum age to join?

What will I gain from having an exercise program created for me?

- Questions utilise a checkbox in order to determine whether it is open or closed.
- Questions have size 19px font, with weight 300 and italic style.
- Upon hover, questions change from background colour #45ADA8 to #3498DB over 1 second and stay at this colour when the question is open
- There are also 3 different heights, small: 140px, medium: 180px and large: 230px for different answer lengths.

General App/Form styles



Please enter your height and weight.

Height (cm):

Weight (kg):

CALCULATE **RESET**

Your BMI is

Category:

- Background colour #45ADA8
- Uses Open Sans condensed weight 700 for headings
- Button style is square (no border radius) with background colour #3498DB and white font with uppercase transform.
- Upon hover, buttons transition to #3CB0FD over 1 second.