

Fitbit

Description

Fitbit is an American company developing wearable devices to help consumers monitor their personal health. Fitbit describes itself as “[a] passionate team dedicated to health and fitness who are building products that help transform people’s lives.”

Voice/Tone/Style

1. Fitbit conveys a positive tone about their consumers and experience, noting that they “believe [consumers are] more likely to reach [their] goals if [they are] encouraged to have fun, smile, and feel empowered along the way.”
2. Their aesthetic sometimes mirrors apples, with clean images of their devices and app technologies. However, Fitbit is much more colorful throughout their website, with much less whitespace.
3. Other times, they make it clear that their wearables are part of the human experience, either modeling their use in workouts / exercise or by framing their devices in fashion or style.
4. Fitbit seems to be seek to be striking a balance between accessibility to all consumers and some degree of exclusivity (the cool kids’ club).

Logo

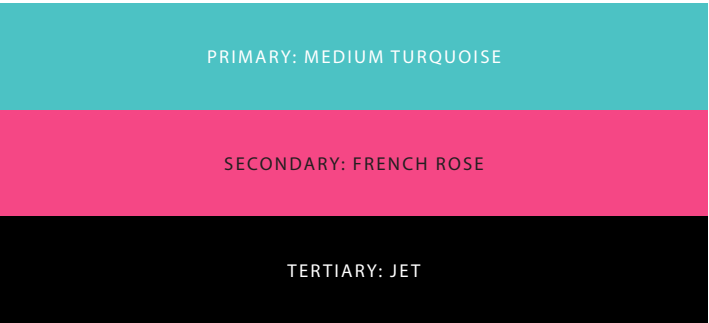


Typography

PRIMARY
Proxima Nova

SECONDARY
Helvetica

Color



Imagery

