MapMyFitness

Description

MapMyFitness is a subsidiary of Under Armour that builds software to help you track your workouts and share them with friends.

Voice/Tone/Style

1. MapMyFitness uses simple product shots of the user interface to communicate ease-of-use and social features.
2. Icons are used in place of action shots, which are largely avoided to keep from discouraging those less serious about exercise.
3. The brand voice focuses on the simplicity and the social aspects of the product as a means of improving fitness performance via accountability and encouragement.
4. They promise easy, one-stop-shop fitness tracking, but make no guarantees about improved athletic ability.
5. Their website navigation is cluttered due to the high number of tasks the app can perform and the large volume of information they are trying to communicate.

Logo

Typography

PRIMARY

ARMOUR

SECONDARY

Open Sans

Color

PRIMARY: NAVY BLUE
SECONDARY: BRIGHT ORANGE
TERTIARY: LIGHT BLUE

Imagery