

# STYLE GUIDE

I **resolute.**

01. COLOUR PALETTE

02. LOGO

03. TYPOGRAPHY

04. ICONS

05. UI ELEMENTS

06. IMAGERY

07. GRID

# 01. COLOUR PALETTE

The colour palette has been selected to create a sophisticated, fun and dynamic aesthetic. The colours are inspired by 80's sportswear it's vibrant, energetic colours and bold use of contrasts.



**PRIMARY COLOUR** | ELECTRIC TURQUOISE  
HEX #02CBCB  
RGB 2 203 203  
Highlights + Logo



**PRIMARY COLOUR** | NEON LIME  
HEX #D5FA50  
RGB 213 250 80  
Buttons + Highlights + Icons



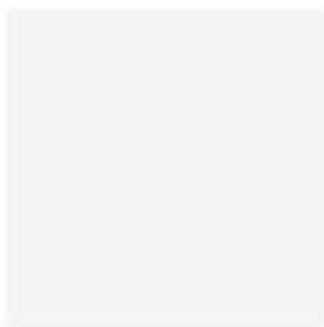
**SECONDARY COLOUR** | OFF BLACK  
HEX #101010  
RGB 16 16 16  
Background + Buttons



**SECONDARY COLOUR** | IRON GREY  
HEX #919191  
RGB 145 145 145  
Buttons + Icons + Lines + Text



**SECONDARY COLOUR** | CEMENT GREY  
HEX #CCCCCC  
RGB 204 204 204  
Forms + Grids



**BACKGROUND** | ICE GREY  
HEX #F5F5F5  
RGB 245 245 245  
Background + Text



**BACKGROUND** | WHITE  
HEX #FFFFFF  
RGB 255 255 255  
Background + Text



**TEXT** | JET BLACK  
HEX #000000  
RGB 0 0 0  
Icons + Text



**ERROR** | RED  
HEX #BC0000  
RGB 188 0 0  
Icons + Text

## 02. LOGO

resolute.

resolute.

resolute.

resolute.



03. TYPOGRAPHY

Logo | Saira SemiCondensed SemiBold 40 PT HEX ##02CBCB

Header 1 | Saira SemiCondensed SemiBold 40 PT HEX #F5F5F5

Header 2 | Saira SemiCondensed Regular 34 PT HEX #000000

Header 3 | Saira SemiCondensed Medium 24 PT HEX #000000

Header 3 | Saira SemiCondensed Medium 24 PT HEX #F5F5F5

Subtitle 1 | Saira SemiCondensed Medium 18 PT HEX #000000

Subtitle 2 | Saira SemiCondensed Bold 18 PT HEX #F5F5F5

Subtitle 3 | Roboto Regular 16 PT HEX #000000

Button | Roboto Bold 14 PT HEX #000000

Button | Roboto Bold 14 PT HEX #FFFFFF

Body | Roboto Regular 14 PT HEX #000000

Body | Roboto Regular 14 PT HEX #919191

Body | Roboto Regular 14 PT HEX #BC0000

Body | Roboto Regular 12 PT HEX #000000

Body | Roboto Regular 12 PT HEX #919191

Body | Roboto Regular 12 PT HEX #F5F5F5



04. ICONS



Profile\_24



Calendar\_24



Calendar\_Add\_24



Save\_24



Saved\_24



Share\_24



Eye\_24



Eye\_off\_24



Pause\_24



No\_20



Chevron\_20



Search\_16



Delete\_16




Check\_16




Error\_16




Chevron\_8




Facebook\_56




Instagram\_56




Google\_56




Share\_56




Play\_L




Play\_S



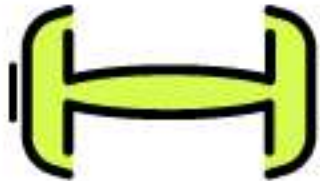
Badge\_Plans



Badge\_Workouts



Badge\_Inactive



Dumbbell\_120

## 05. UI ELEMENTS

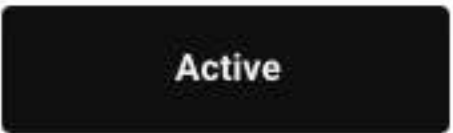
### I BUTTONS

#### I Primary

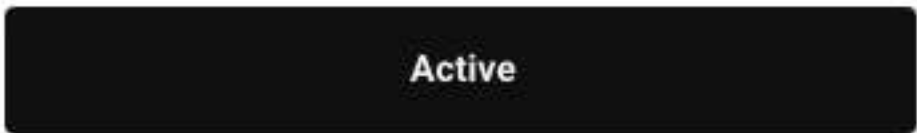
Primary buttons are always 48px in height and maximum 342px/minimum 168px in width. The margins all around the buttons are 12px. The width of the button may vary depending on the amount of content on a wireframe. If a button needs to be emphasised the maximum width should be applied. In emptier wireframes the button width may be adjusted to its label width.



Use on dark backgrounds and images.



Use light backgrounds.

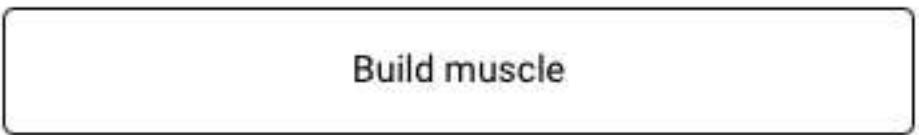
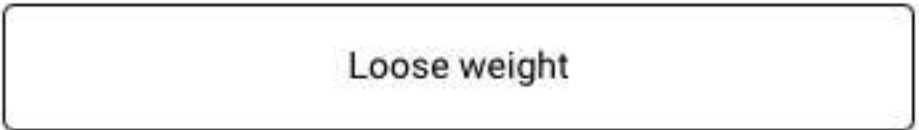


Use light backgrounds.

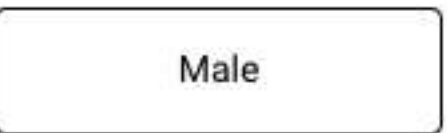
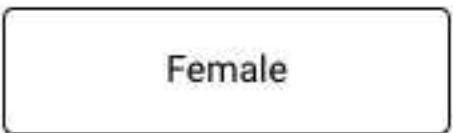


#### I Secondary

Secondary buttons are always 48px in height and either 342px or 168px in width. The width of the button may vary depending on the amount of content on a wireframe.



If more than two secondary buttons appear in a wireframe they should be stacked with a margin 10px.



If only two secondary buttons appear in a wireframe they should be placed next to each other with a margin 3px.

#### I Social



Social buttons are 56px in diameter. Icons placed in the centre of the button are 16px. Margins per button are 10px all around.

### I PAGINATION



The dots are 6px in diameter and have a margin of 5px. They are always centered and at the top of a wireframe.

I SELECTORS



Selectors are 32px in height. A group of selectors is always 342px in width. Selectors within a group are all equally sized and have a margin of 3px. Selected selectors are black.



The duration selector is always 342px in width with a margin of 24px.

I NAVIGATION



The navigation is 76px in height and 375px width and has no margins. The logo is centered and the icons are 16px from the edge and aligned with the bottom of the logo.

I TABS

I First



The tab is 48px in height and 375px in width. The selected category is highlighted with Neon Lime and a black font. The font is centered within the rectangles.

I Second



The tab is 40px in height and 375px in width. The selected category is highlighted with a Neon Lime line. The font is centered vertically and distributed horizontally evenly .



When the tab os not needed it is reduced to a 8px thick line.

## I FORMS

I Search bar

The search bar is always 36px in height and 342px in width. The icon is 16px and placed 16 px from the edge. The font is placed 50px from the edge.

Search Search dumbbell

! Username + E-mail + Password

The form is always 50px in height and 342px in width and have a margin of 15px.

Username

Username

JohnD

✓

Username

JohnD

✓

Password

Password

•••••

👁

Password

sugarpie91

👁

E-mail

Email

johndoemail.com

!

Your e-mail is invalid.

Email

johndoe@mail.com

✓

Email

johndoe@mail.com

✓

Menu

22 / Sep / 2003

^  
20  
21  
**22**  
23  
24  
v

/

Sep v

/

2003 v

Forms standing on their own are always 48px in height and 342px in width.

Sun 22 Sep 2019

10 : 00

Never

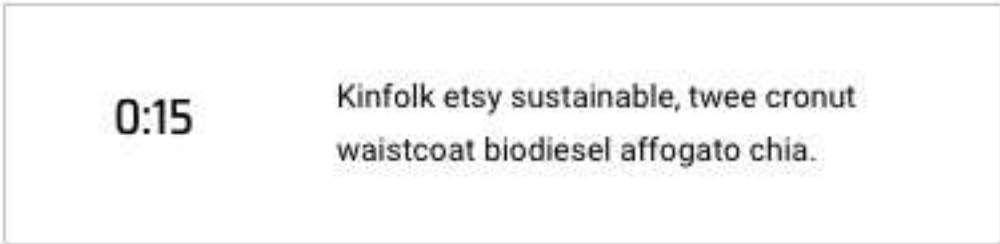
Accumulated forms are always 32px in height and a minimum of 58 in width depending on the content. The margin is 20px.



I CARDS



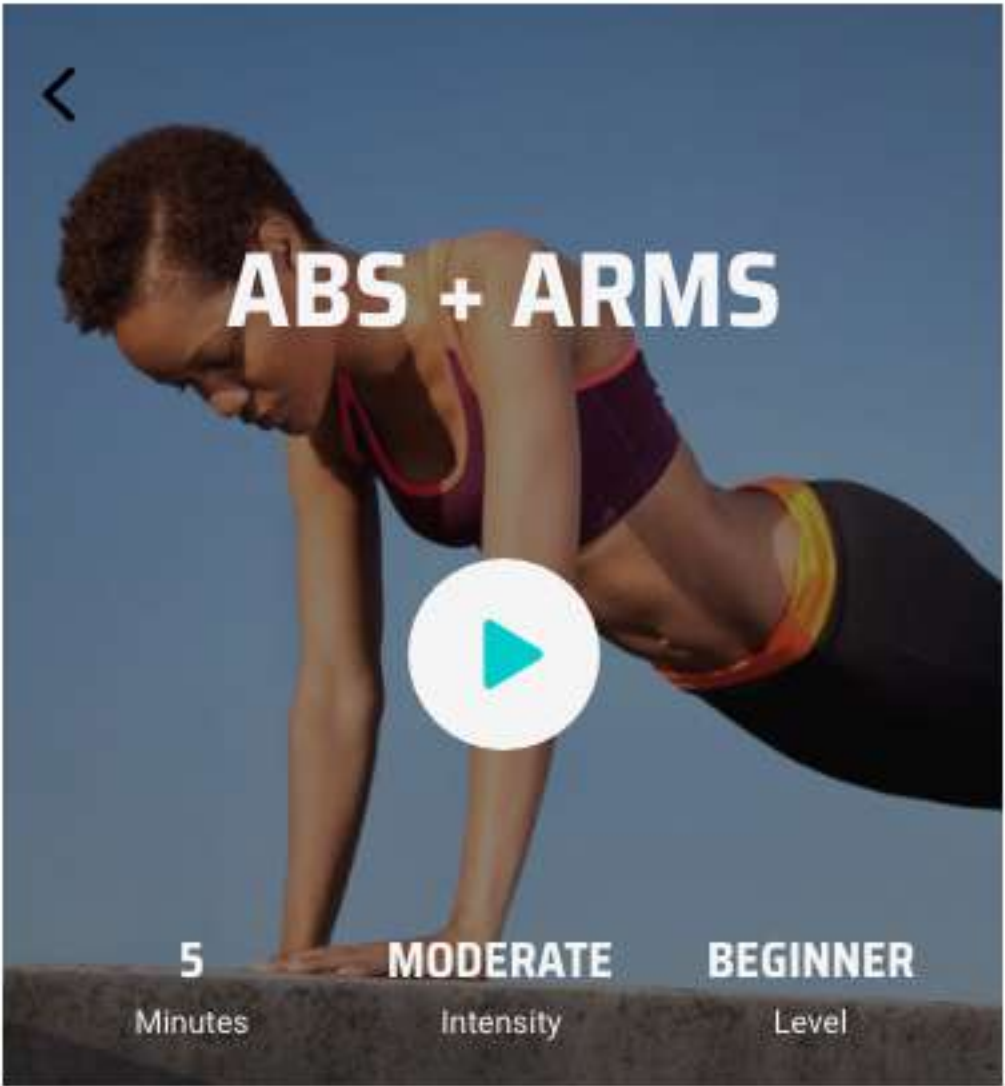
The cards are 71px in height and 375px in width. They have no margins.



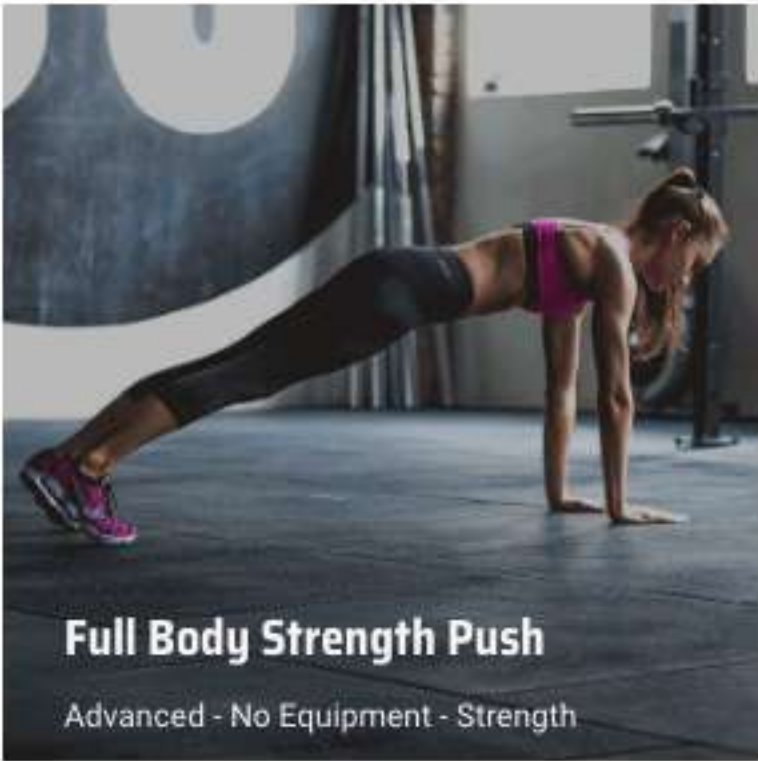
The card is 79px in height and 375px in width. It has no margins.



The card is 174px in height and 375px in width. When used to disclose a dropdown menu the margin is 5px. Otherwise there is no margin.



Cards that also function as headers of workouts are 406px in height and 375px in width. No margins on sides and top. Margin at bottom is 20px.



Cards that are part pf a group of cards displaying a list of workouts are 284px in height and width. The margin on the sides is 3px, on the top 15px and on the bottom 46px.



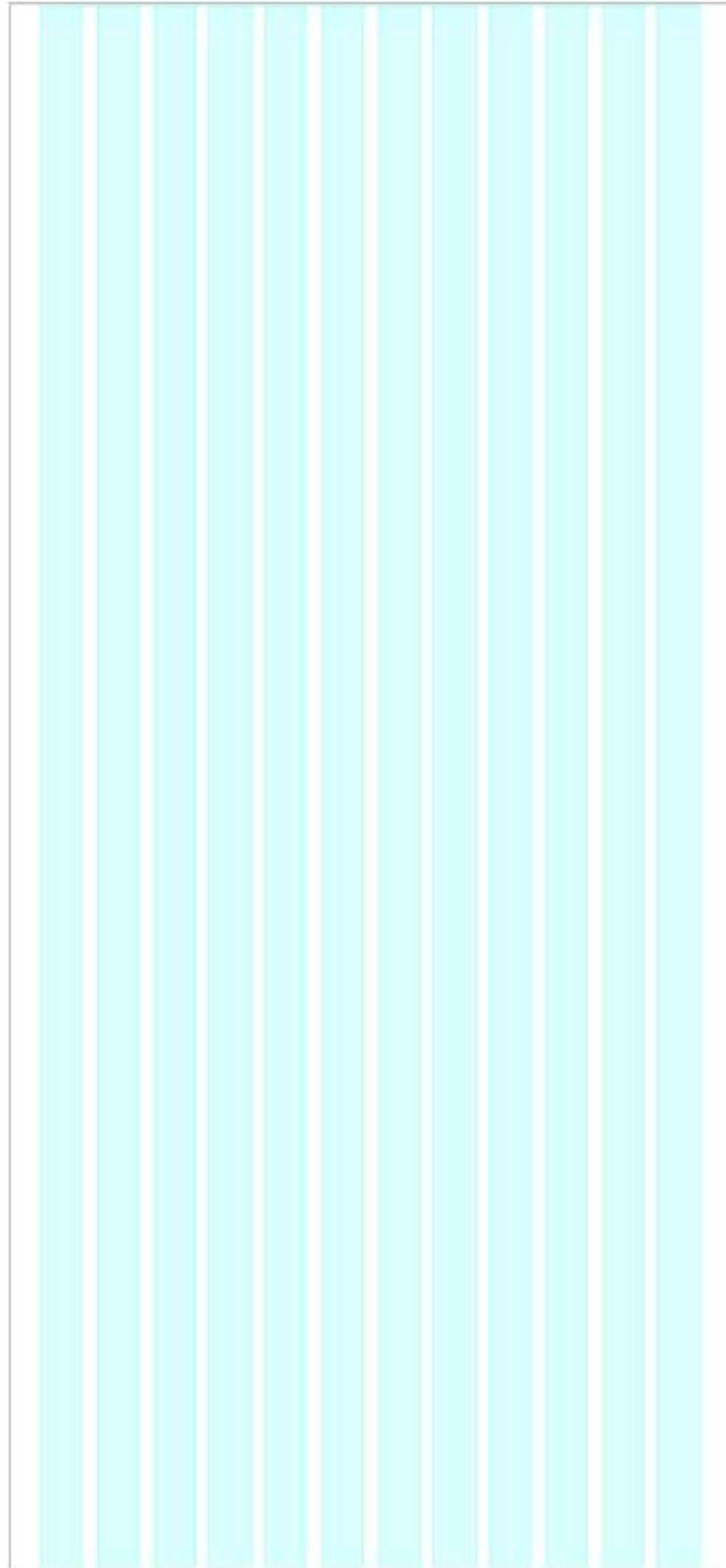
## 06. IMAGERY

- people need to look like they are actually working out
- avoid people looking into the camera while exercising
- show equipment, people in pictures aren't always necessary
- natural-looking lighting
- realistic body standards
- realistic locations





## 07. GRID



- 12 columns
- column width: 23px
- gutter width: 6px
- margins: 16px

