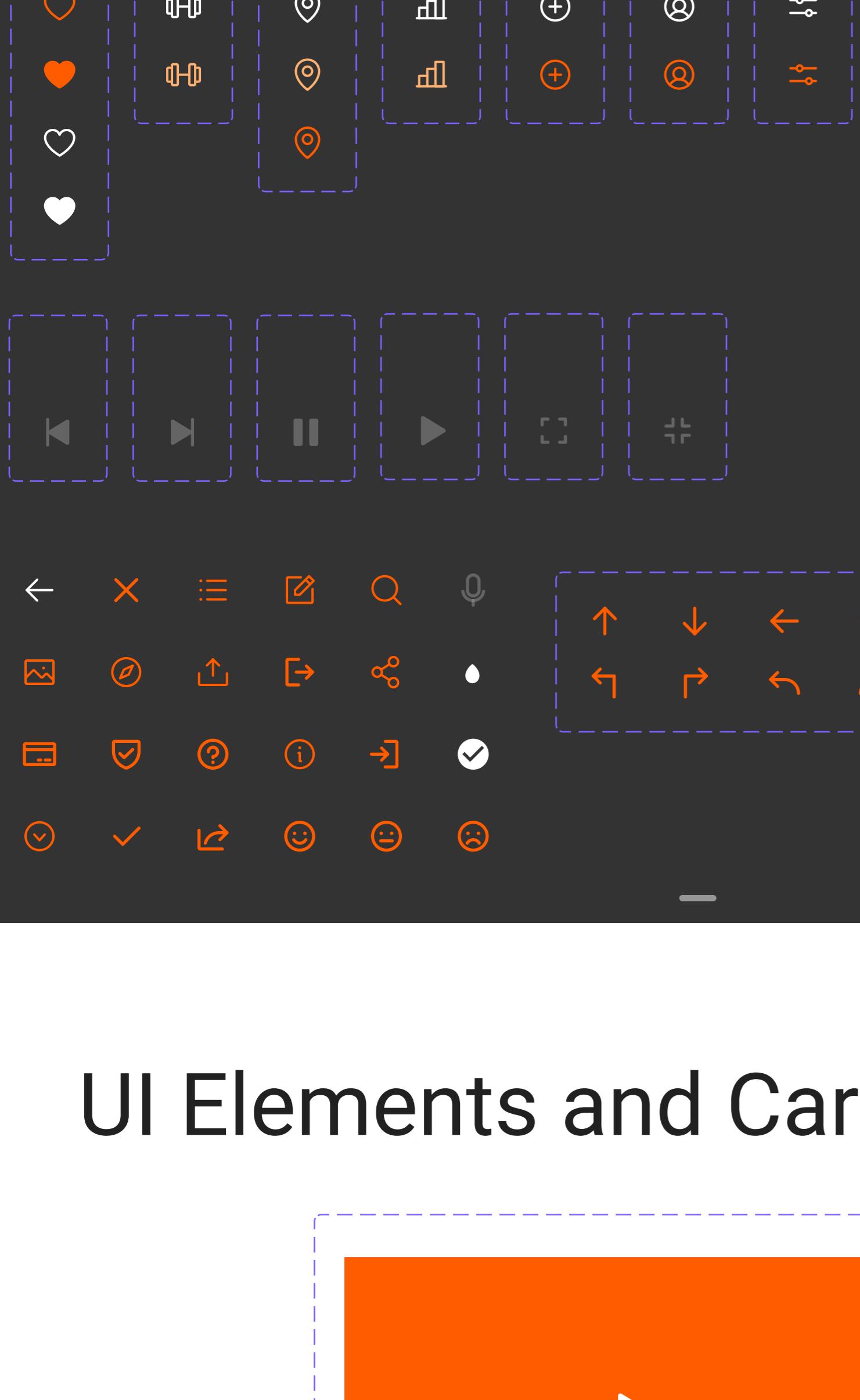


Icons



Typography

Header 1
Roboto - Regular / 34pt / 0.25px letter spacing / line 20 / #333333

Header 2
Roboto - Regular / 24pt / 0.5px letter spacing / line 24 / #333333

Header 3
Roboto - Medium / 20pt / 0.25px letter spacing / line 24 / #333333

Header 4
Roboto - Regular / 16pt / 0.15px letter spacing / line 24 / #333333

Body 1
Roboto - Regular / 14pt / 0.25px letter spacing / line 20 / #333333 (80%)

Body 2
Roboto - Regular / 14pt / 0.25px letter spacing / line 20 / #333333 (60%)

Label
Roboto - Regular / 12pt / 0px letter spacing / line 16 / #333333 (60%)

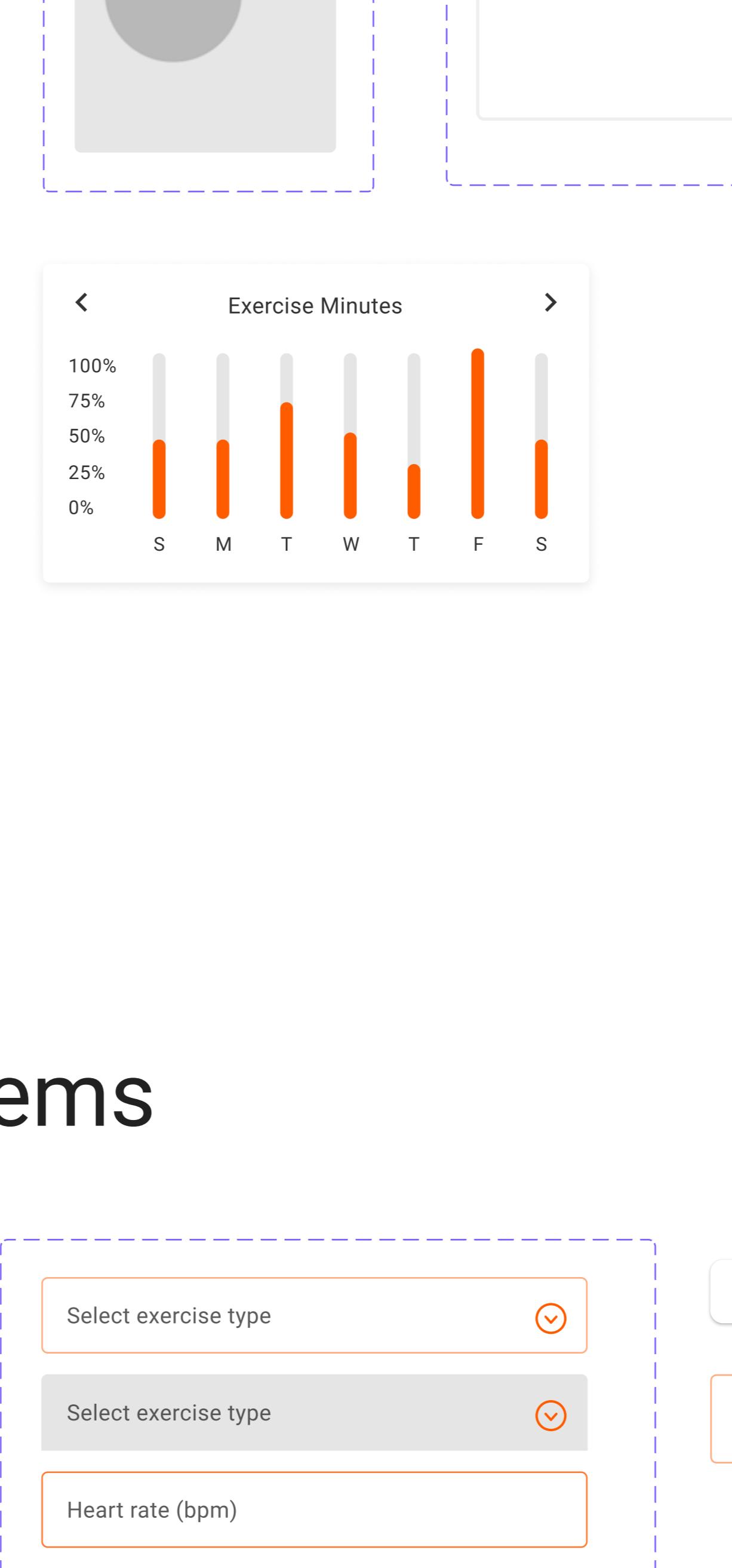
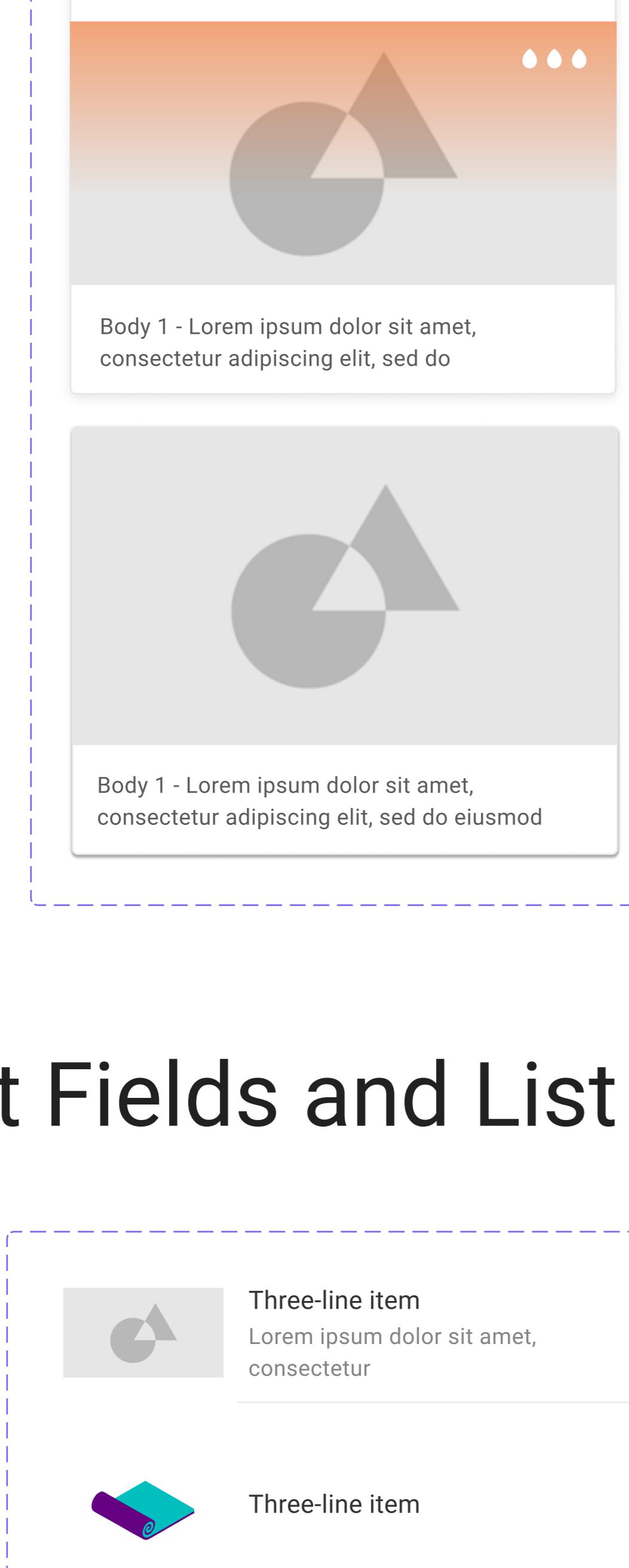
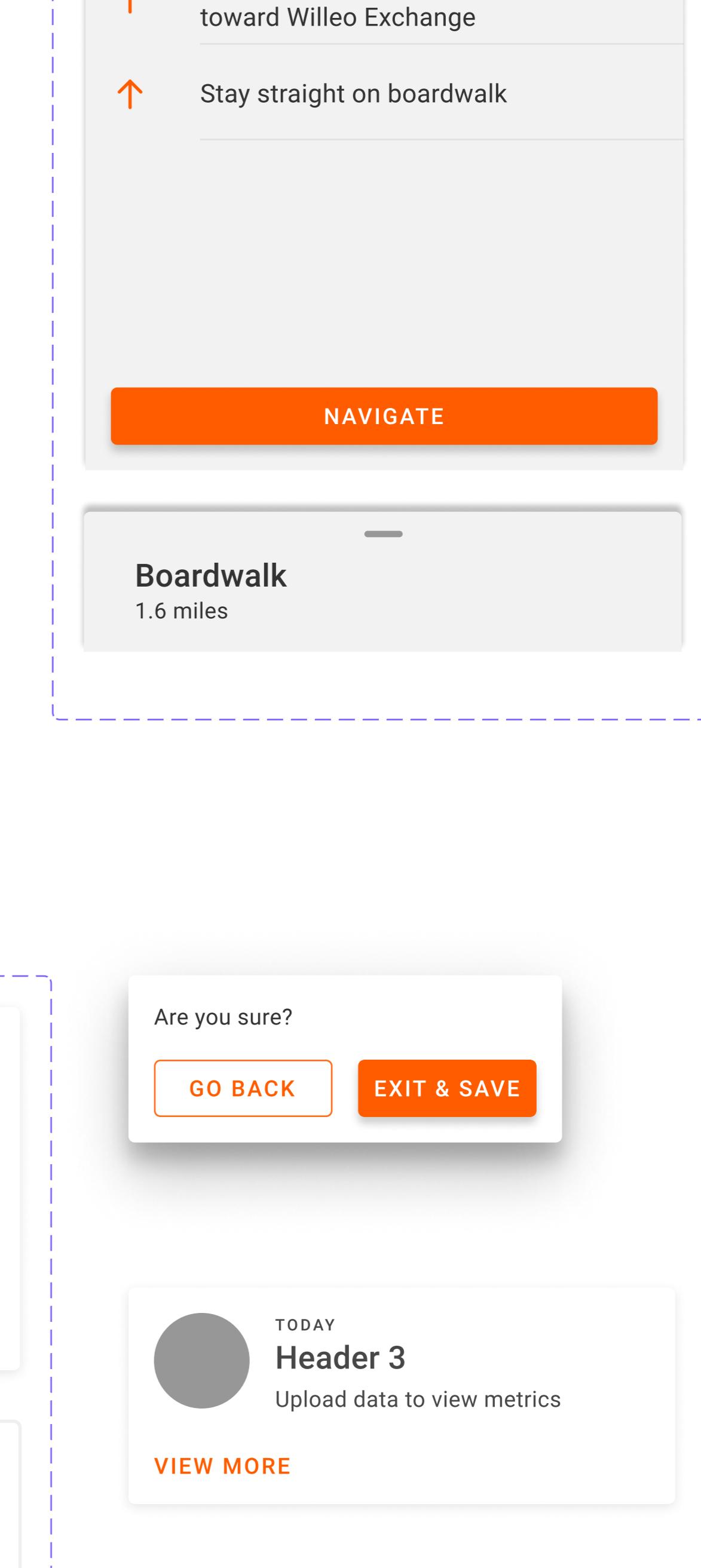
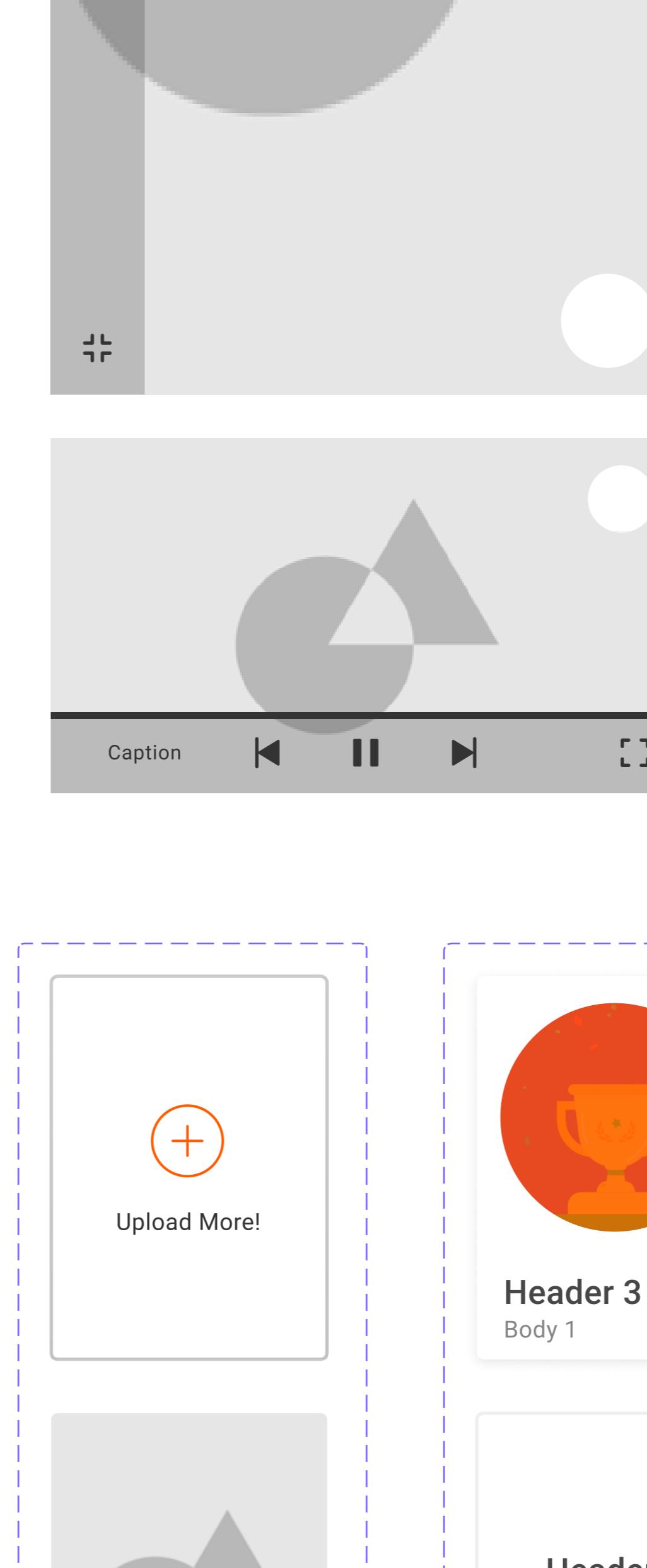
Caption
Roboto - Regular / 12pt / 0.4px letter spacing / line 16 / #333333

OVERLINE
Roboto - Medium / 10pt / 1.5px letter spacing / line 16 / #333333

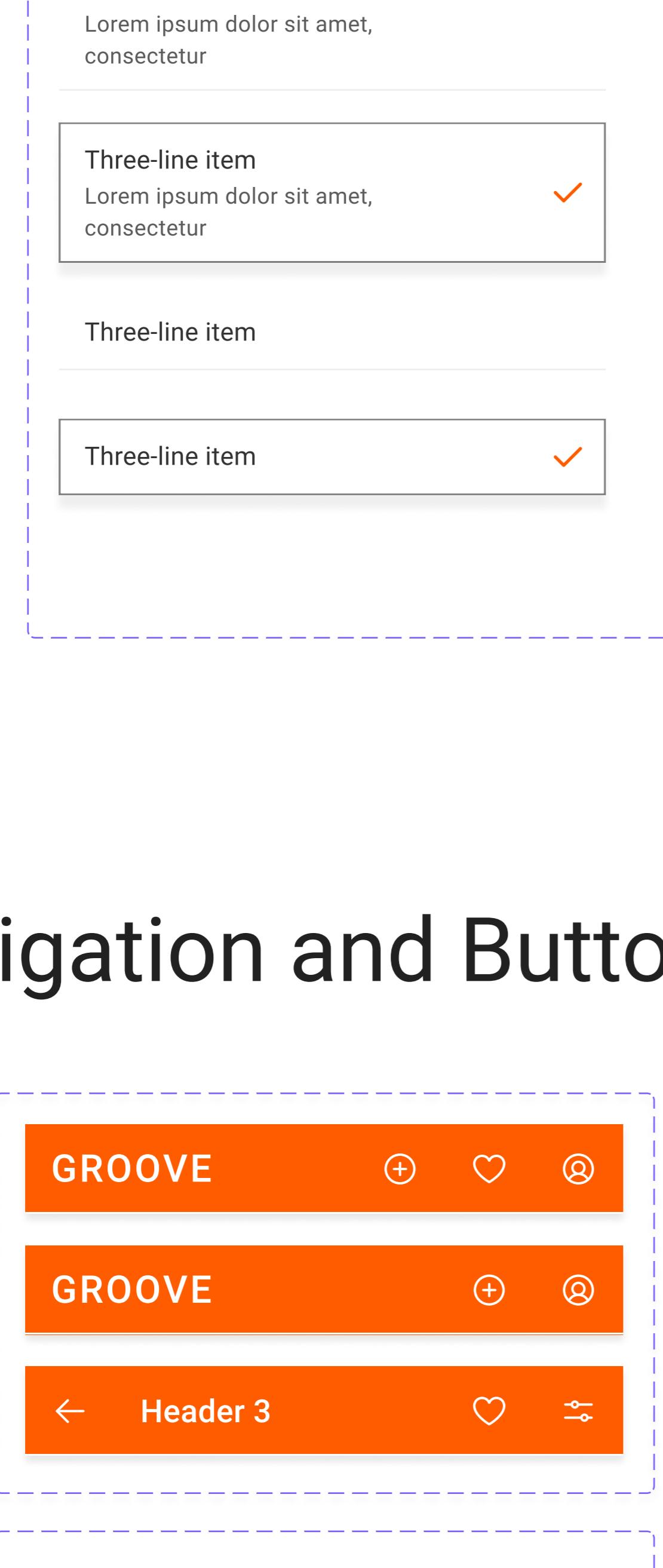
Colors



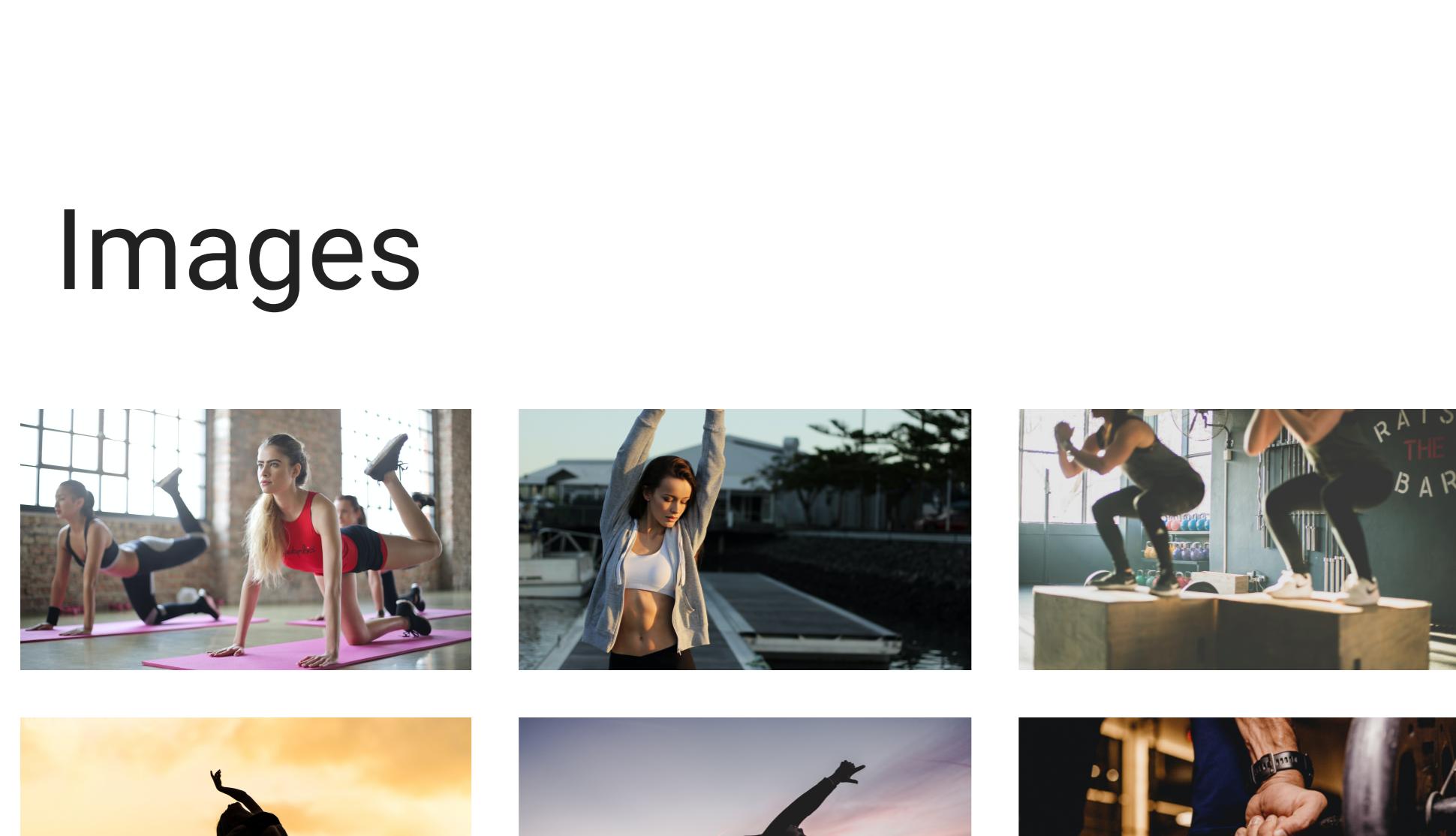
UI Elements and Cards



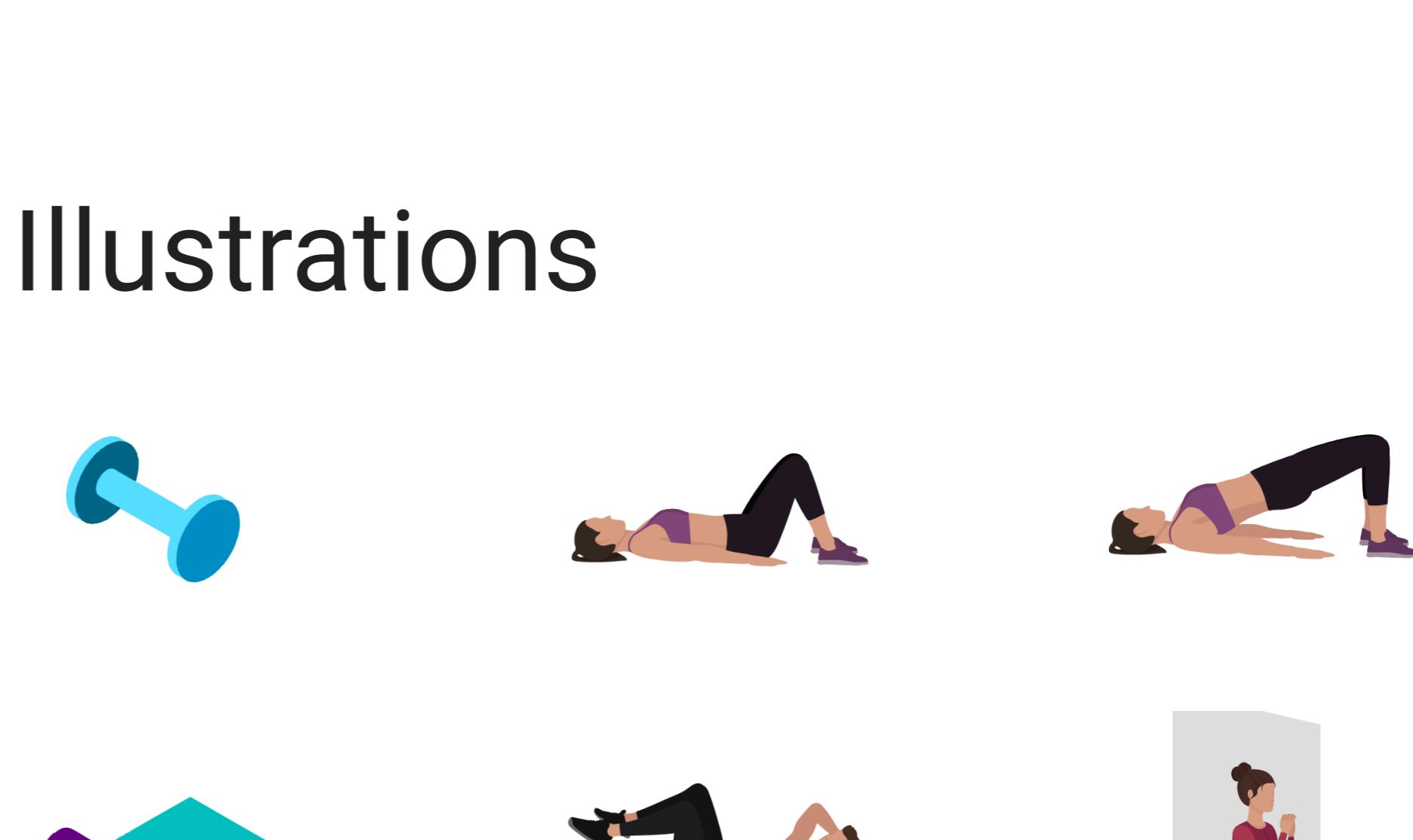
Input Fields and List Items



Images



Illustrations



Copy / Language

Groove's voice is motivating, young, straightforward, and engaging. Helping our customers get in the Groove with a regular and fun workout routine is our top priority. In order to appeal to our young demographic, we often times use humor and puns to keep the app lively and fun to use.

Do's and Don'ts

Do's:

- Use white or light grey backgrounds
- Use faded orange overlay on photos

Don'ts:

- No busy or black and white photos
- No photos with subject pattern making eye contact with camera
- Use orange on more than 20% of screen