

Fitted Style Guide

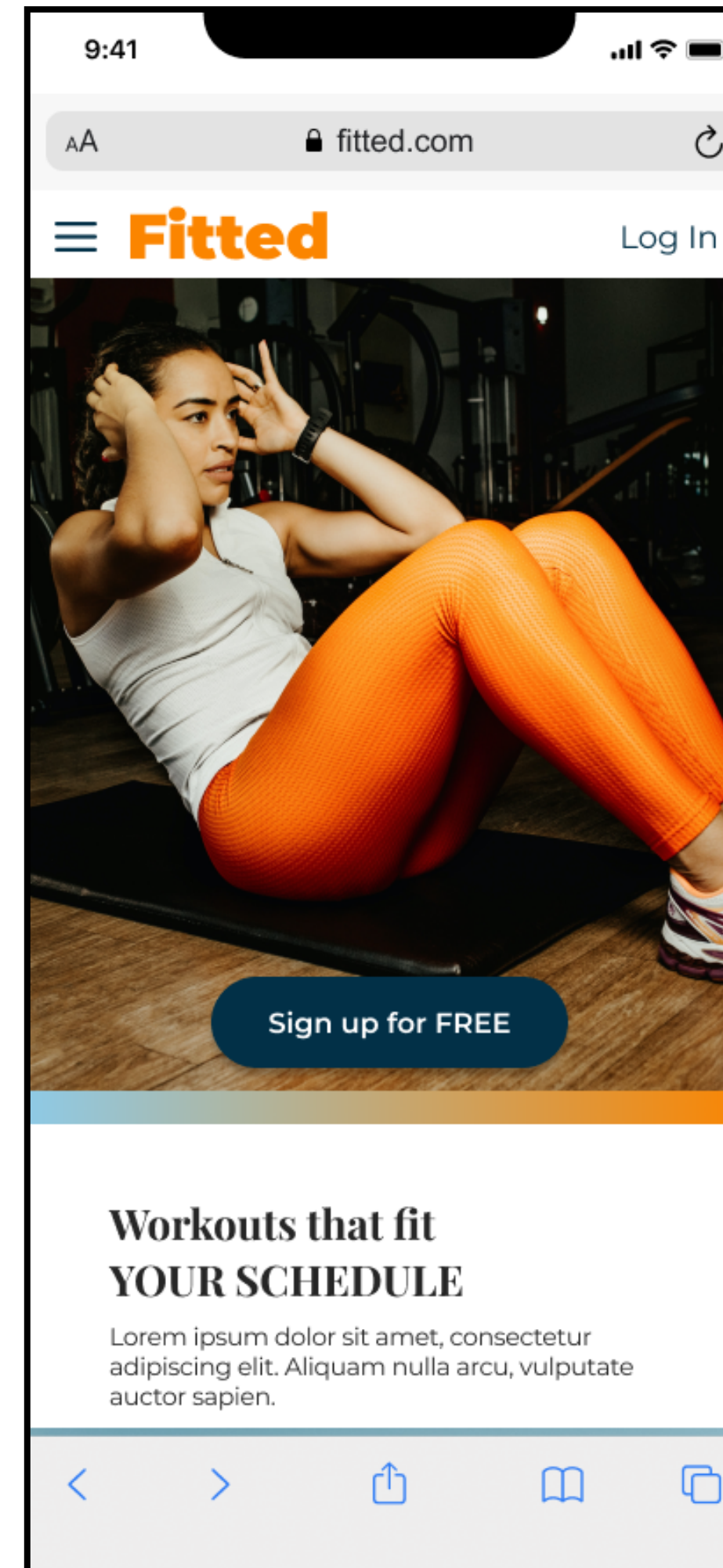
Providing Consistency Across Platforms and Devices

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Overview

To provide a cohesive user experience across various devices, I've created this style guide to act as a central resource for guidelines and standards for the Fitted app with regards to color palettes, typography, iconography, UI components, etc.

As Fitted further develops this document will be updated accordingly.



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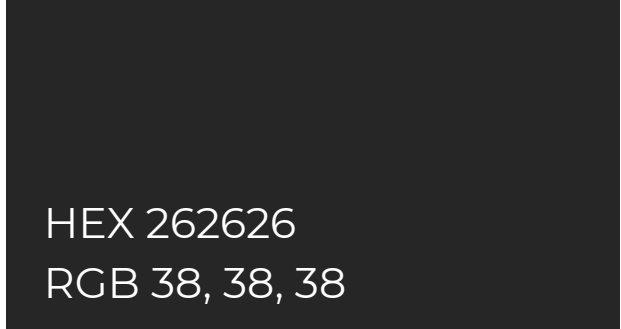
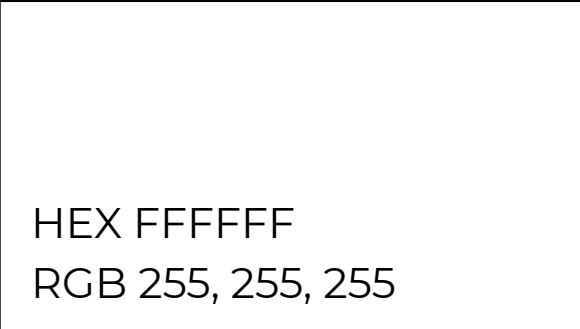
Grids / Layout

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Color

- The color palette derives from the **base color orange**, as outlined in the project brief.
- It is **a light, enjoyable and fun palette** to instill excitement in our users to use Fitted and to exercise.
- The primary colors are the orange and yellow. The secondary colors are the three shades of blue. Dark grey and white will be used for copy.

Primary Colors	 HEX FB8500 RGB 251, 133, 0
	 HEX FFB703 RGB 255, 183, 3
Secondary Colors	 HEX 023047 RGB 2, 48, 71
	 HEX 219EBC RGB 33, 158, 188
	 HEX 8ECAE6 RGB 142, 202, 230
Copy Colors	 HEX 262626 RGB 38, 38, 38
	 HEX FFFFFFFF RGB 255, 255, 255

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Typography

Fitted's typography uses a combination of sans serif and serif fonts to convey a modern yet approachable feeling.

Logotype: Montserrat Black 32 Px (Title Case)

Countdown Clock: Montserrat Bold 36 Px

H1: Playfair Display Regular 24 px

H2: Playfair Display Bold 20 px

H3: Montserrat 18 px

H4: Montserrat Bold 14 px

Body Text: Montserrat Regular 14 px. **This is bold body text.** *This is italic body text.* This is a [hyperlink](#) in body text.

Form Text Data: Montserrat Regular 16 px

Form Label Caption: Montserrat Regular 12 px

Button Text : Montserrat Semibold 16 px

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Iconography

There are currently two versions of Fitted's app icon, one for Android and one for Apple's iOS.



Android



iOS

App icons are **dark blue** (#023047) and 24x24 px.



Menu



Search



Share



Favorite



Show Password
(in Password Form Field)



Settings



Workouts



Help



My Schedule



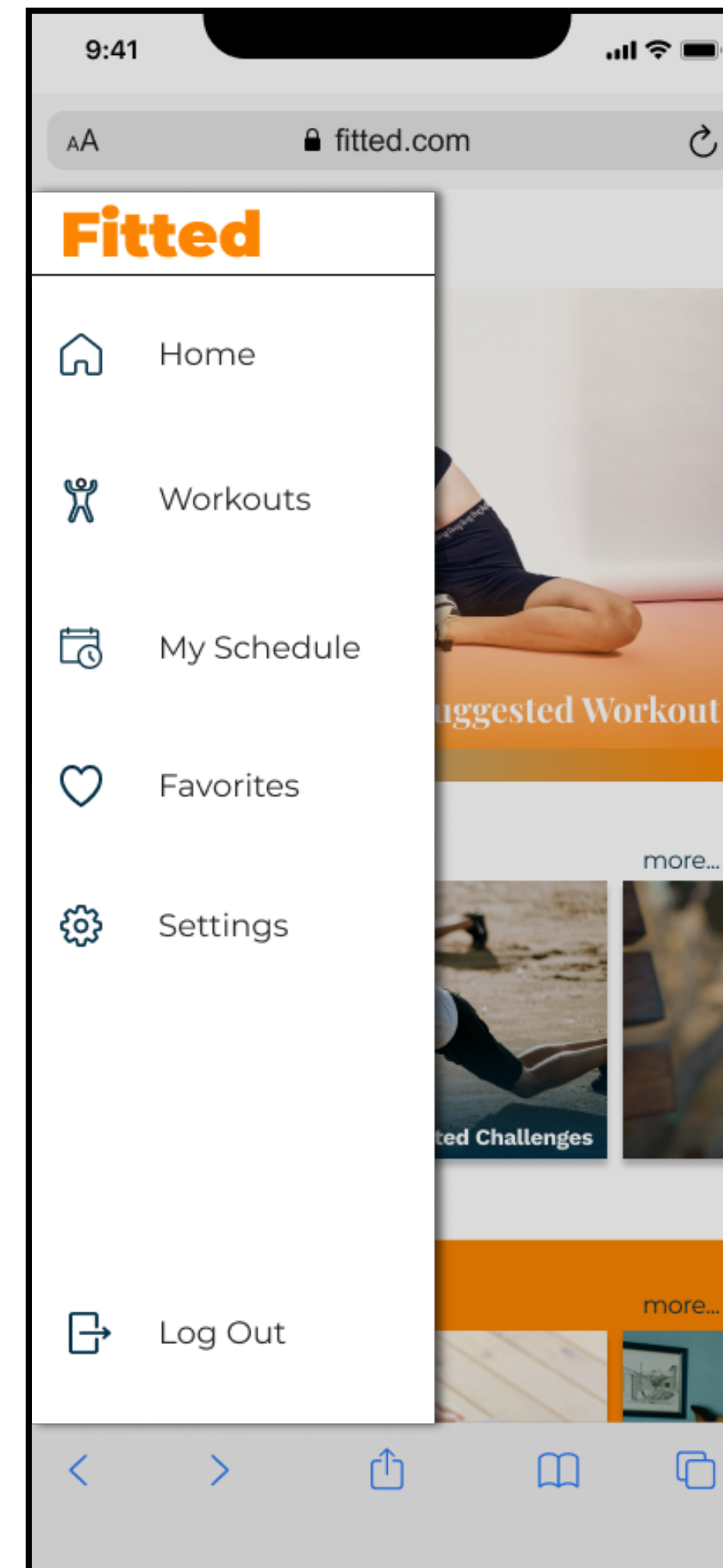
Home



Logout



Close Window



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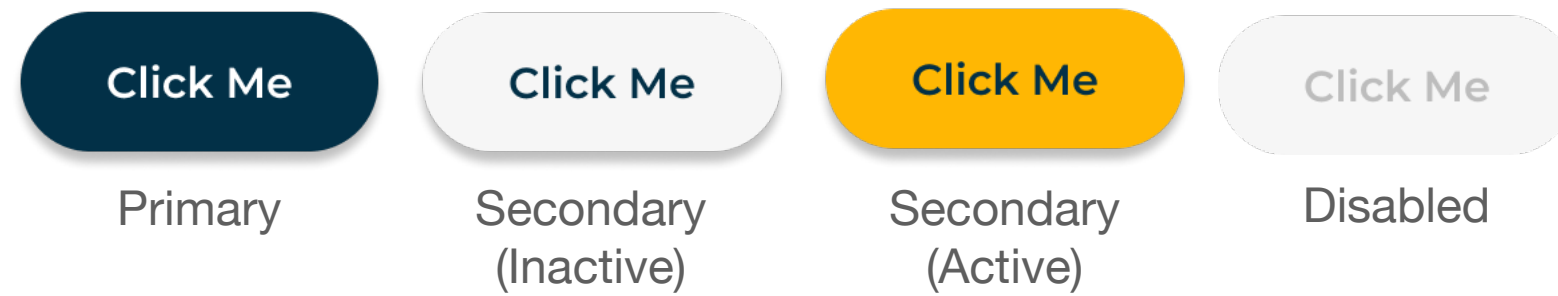
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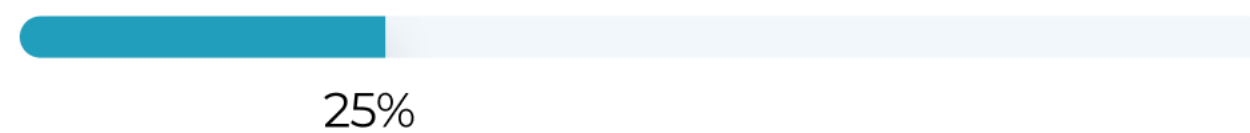
Buttons

Used throughout website



Progress Bar

Used during sign up process



Input Fields

Includes label and placeholder text



Standard
(Label and Border #262626, Placeholder Text at 60%)



Your password must contain at least 8 characters and at least 1 symbol.

Error State
(All elements #FB8500, 100%)

Radio Buttons

Used during sign up process



Video Playback Buttons

Used during workout videos



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Imagery

Appropriate Imagery

- Our primary user is someone who is new to fitness or returning to fitness.
- Our imagery should be welcoming, friendly, and relatable.
- Our imagery should feel authentic.
- Our users are looking to fit in workouts in their spare time and incorporate it into their busy schedules.
- Workouts should therefore be able to be done anywhere: gym, home, on the way to work, etc.



Inappropriate Imagery

- They do not represent our users.
- They represent extreme levels of fitness, not exercises or body types of beginners.
- The images feel posed and inauthentic.
- There is a strong focus on how “good” the models look, instead of what they are actually doing in the photos.



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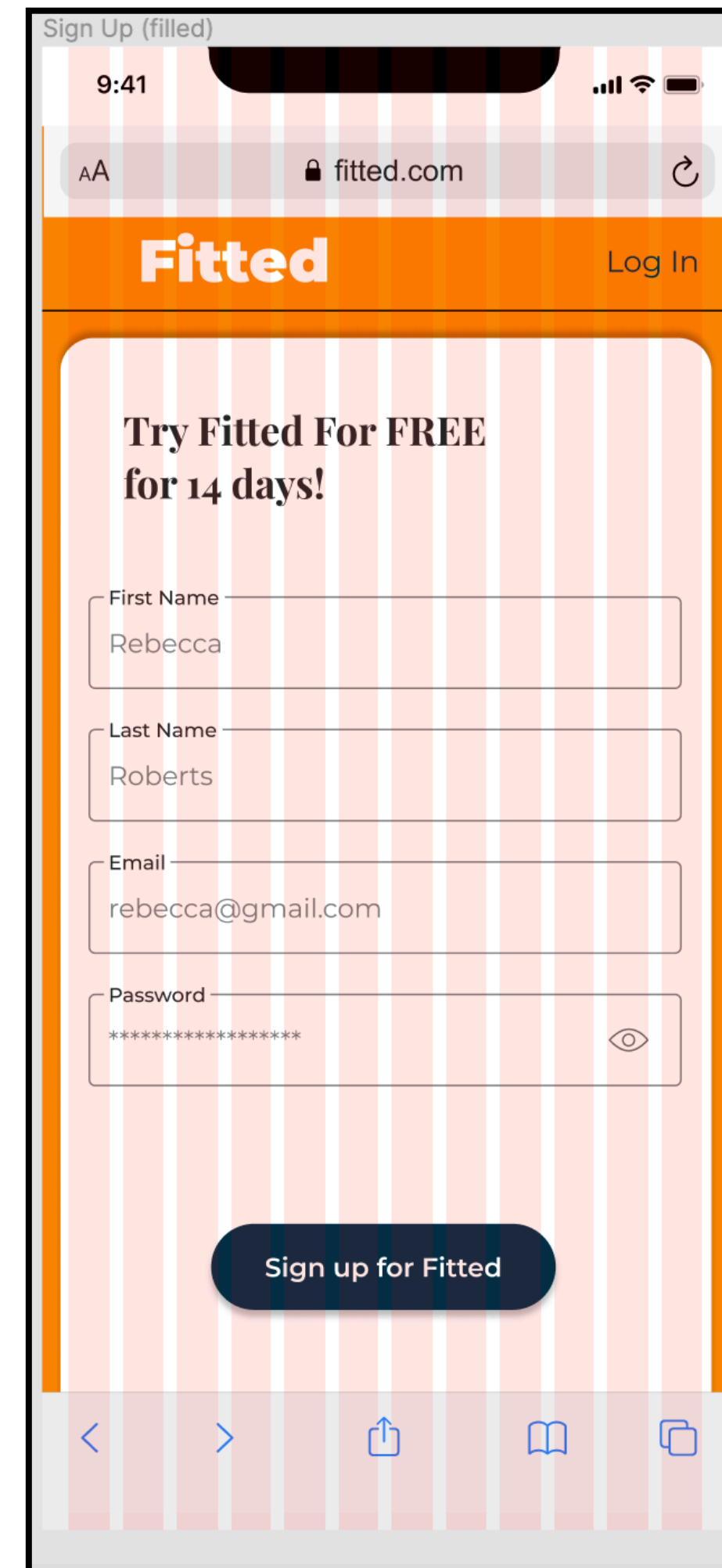
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Grids / Layout

Columns: 12

Gutters: 8 px

Margins: 16 px



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Language / Voice

- Fitted's tone should be fun, encouraging, and inspirational.
- Our goal is to encourage people who are new to working out to incorporate fitness into their daily lives. We also want to help people create a healthy lifestyle.
- Gender neutral language should be used.
- When addressing users within the app, their first names should be used.

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Text

For optimized legibility, text should sufficiently contrast with background. To check contrast, tools such as <https://webaim.org/resources/contrastchecker/> can be used.

Images

Alternative text tags should be used for screen readers.

Links and Buttons

Include descriptive text with links and buttons

HTML Headers

Ensure that headers reflect the correct page structure. H1 should be reserved for the main header. H2, H3, H4... should be reserved for subsequent sections, ideally without skipping from H2 to H4, etc.

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