

**FITTED**  
**Style Guide**

# Logo

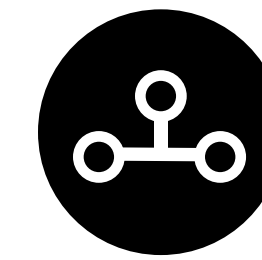
The Fitted logo consists of a circular brand icon and the brand name. The logo icon can either be displayed above the name or to the left of it. The name may also be used on its own without the logo. The brand name is always displayed in all uppercase.

**Font:** Lalezar

10% kerning



Logo horizontal



Logo vertical



Logo without icon

# Colors

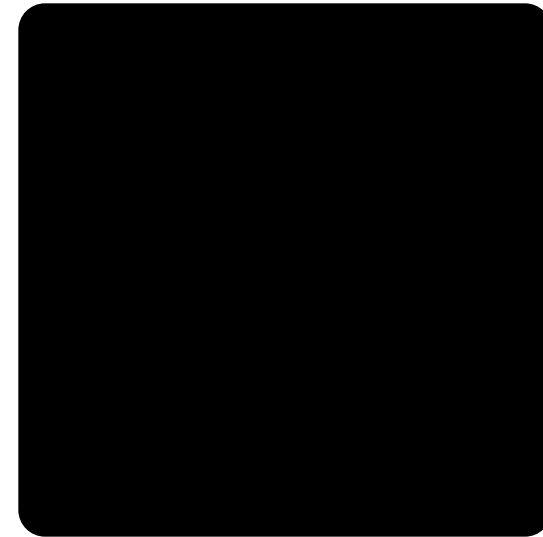


**Orange Glow**

HEX #FF8E56

HEX #FF5B2D

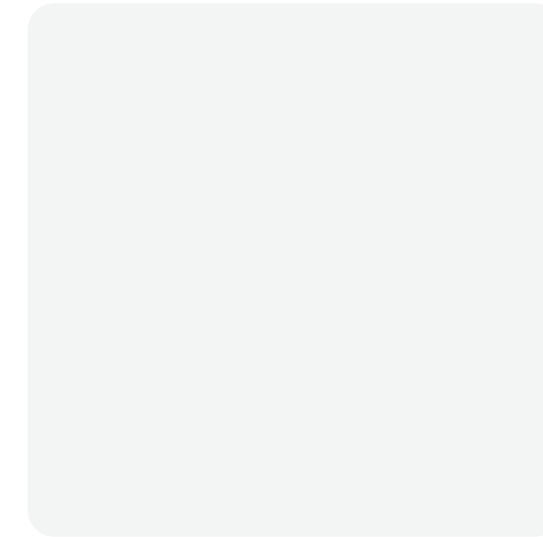
Used for primary buttons.



**Black**

HEX #000000

Used as the highlight color for selected items, for text, and as a background color.



**Cloud Gray**

HEX #F3F4F4

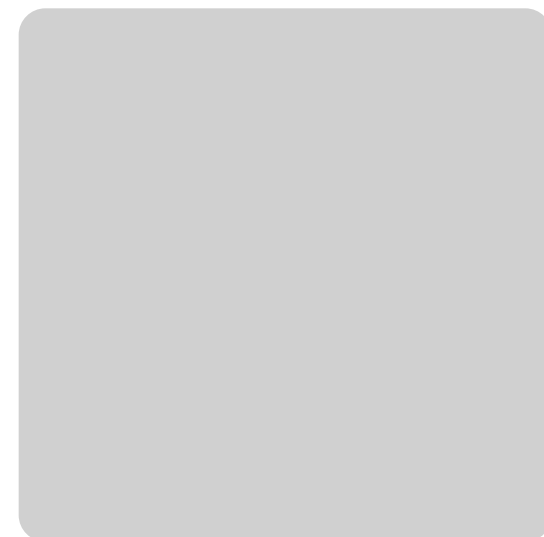
Used as the default background color.



**Blue Spark**

HEX #4ECCDD

Used for accents like progress bars.



**Silver Gray**

HEX #D9D9D9

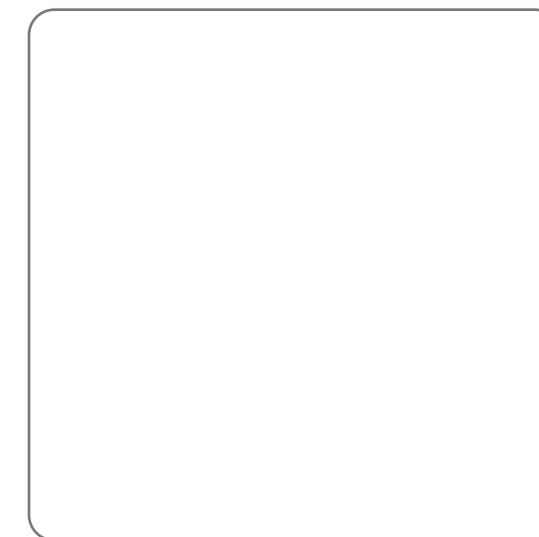
Used as the empty state color for progress bars.



**Concrete Gray**

HEX #BAB6B6

Used for dividing lines.



**White**

HEX #000000

Used as a background color for cards and for text on a dark background.

# Typography

## Heading 1

Archivo Black - 32px

## Heading 2

Archivo Black - 24px

## Heading 3

Archivo Narrow - 24px

## Heading 4

Archivo Narrow - 20px

## Body Text

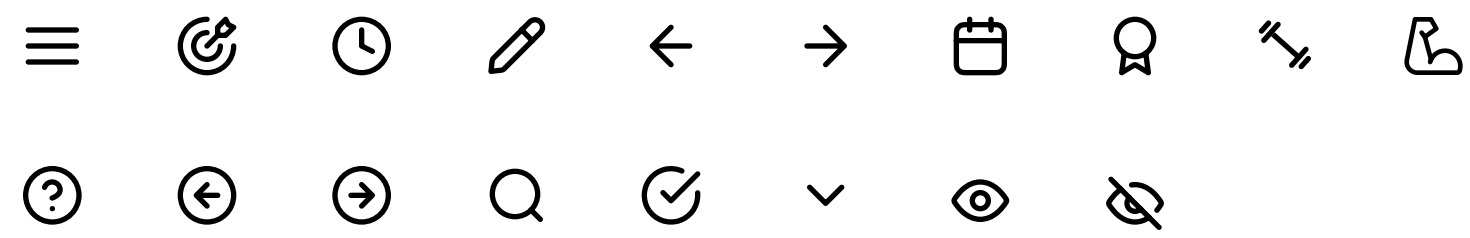
Niorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat exercitation ullamco labor.

Source Sans Pro, 20px

## Text Emphasis

**Bold**   *Italic*   Hyperlink

# Icons and Illustration



**Icon library:** Untitled UI Icons

## Guidelines:

- 2px stroke
- Rounded edges
- Non-filled
- 24 x 24px

Illustrations are minimalistic, outline style, in black and white with rounded edges. They use small breaks in the line work as a stylistic element.

# Imagery

Imagery should show individuals working out by themselves with minimal equipment. Many include pops of orange or blue to tie into the app's color palette. Imagery shows people who look focused and determined, but not too staged or unrealistic.

For the workout instruction pages, videos are staged on a white or minimalistic background.



# Components

## Buttons



Hyperlink button →

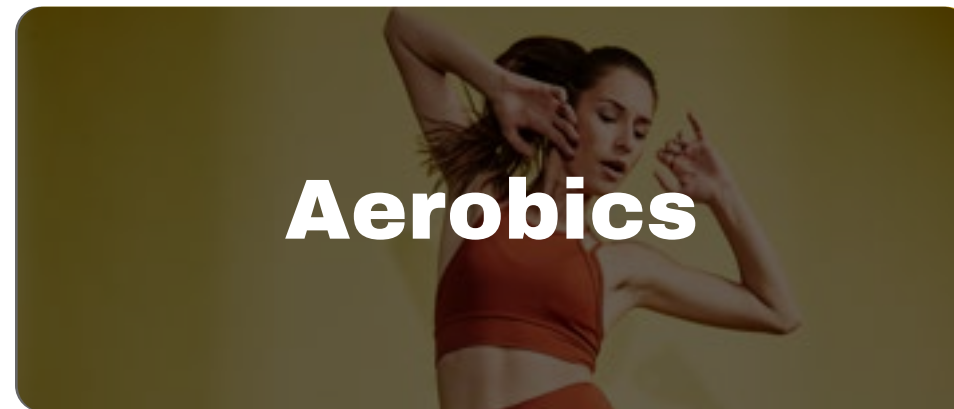
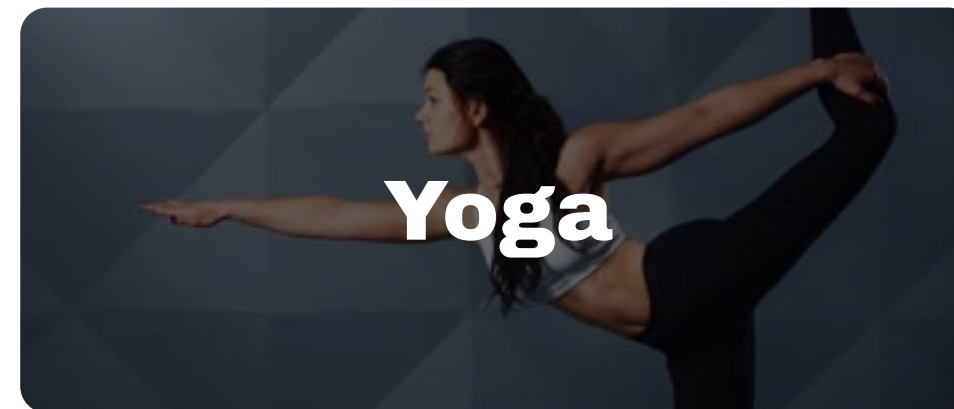
## Progress bars



## Slider



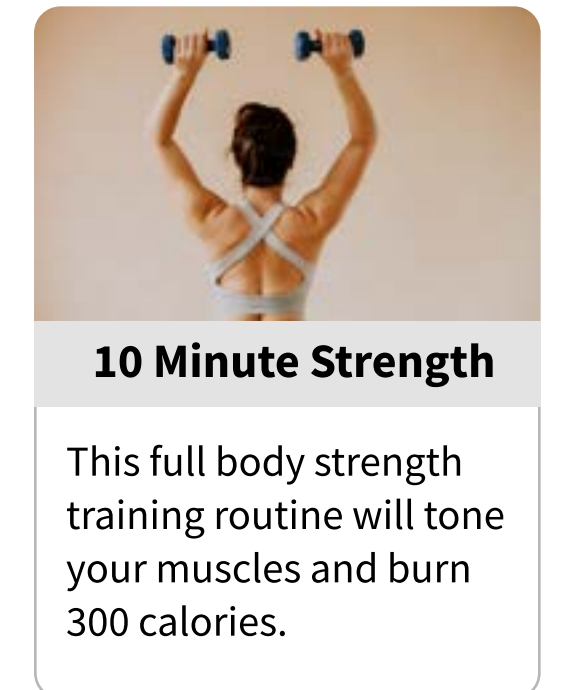
## Photo buttons




## Selection lists



## Exercise cards




# Mockups




**Let's get started**

Set up your customized fitness plan with this 2 minute quiz.


Start now →

**FITTED** 



Perfect week - 1 session left


**Coming Up**




30 min

**Full-Body Blast**

HIIT



 Intermediate


A balanced full-body workout to strengthen your muscles from head to toe.

 Friday 6:30pm

Start now →


**Have some spare time?**  
Try a short workout


 




**20x Side Lunges**

Next: 10x Situps





**Workout complete!**



Nice job, you just finished a perfect week.

Next