Color

Logo

Iconography

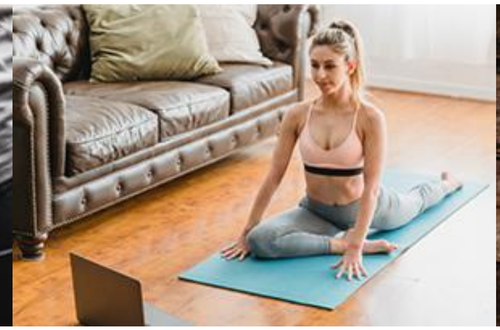
Typography

Imagery

UI Elements

# Fitness Motivator

## Visual Style Guide



Version 1.0
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Fitness Motivator uses a primarily orange/black color palette. Other colors are reserved for accents and minor UI signifiers.

### Primary Orange

#F29D3D 242,157,61

Fitness Motivator's signature brand color. Use for primary CTAs and hyperlinks on dark backgrounds.

### Burnt Orange

#BF5504 191,85,4

A secondary, darker orange hue to be used exclusively when orange is needed on a white background.

### Dark Gray

#282828 40,40,40

The secondary brand color, dark gray is used for secondary CTAs, dark backgrounds and icon stroke/fill.

### Accent Yellow

#EADC17 234,220,23

Yellow is used as a secondary accent color for button backgrounds, status bars, and other UI elements.

### Alert Red

#EA1724 234,23,36

Red is reserved for alert symbols, warning signs, and to indicate initial progress of UI fill bars.

### Success Green

#29800A 41,128,10

Green is reserved for success messages, completion signs, and to indicate completion of UI fill bars.

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**Primary logo**

**Black & white logo**

## Logo Guidelines

- Use the primary logo in most situations.
- Reserve the black and white logo for grayscale usage or other situations where color is not optimal.
- Logo should never be sized smaller than 50 px wide.
- Use SVG as the file format for the logo whenever possible for highest fidelity.
- Allow a minimum of 15px clearance on all sides of the logo.

! ***DO NOT:***

- Modify any colors of the logo.
- Stretch, skew, or otherwise distort the logo.
- Add the Fitness Motivator name or any text to the logo.

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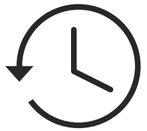
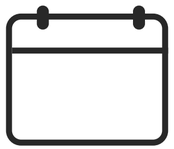
Fitness Motivator uses a cohesive set of familiar, visually appealing icons. If adding to the icon set, ensure that new icons adhere to the same visual design standard (same size, dark gray color, 1px stroke width, minimalist detail).

| ICON | Wifi | Cell signal | Battery | Search | Help | Alert | Schedule exercise |
|---|---|---|---|---|---|---|---|
| **USAGE** | Used only in status bar | Used only in status bar | Used only in status bar | Page content or nav menu | Page content or form fields | Page content or form fields | Used only as button |

| ICON | Name | Email | Password (Show) | Password (Hide) |  History | Remind me later | Favorite |
|---|---|---|---|---|---|---|---|
| **USAGE** | Used only in form fields | Used only in form fields | Used only in form fields | Used only in form fields | Page content | Page content | Button or emoji |

| ICON | Friends |  Log in calendar | Strength Exercise | Trophy | Goals bullseye | Thumbs up | More |
|---|---|---|---|---|---|---|---|
| **USAGE** | Page content or emoji | Page content or emoji | Page content or emoji | Page content or emoji | Page content or emoji | Page content or emoji | Page content |

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Fitness Motivator's primary font family is **Sarabun**, which should be used for all body text. **Castoro**, the secondary font, is reserved only for headings. Variations of size, style, and weight are detailed below.

| | |
|---|---|
| Large text | Sarabun \| Regular \| 24 |
| **Medium text** | **Sarabun \| Bold \| 20** |
| Body text | Sarabun \| Regular \| 16 |
| **Body text** | **Sarabun \| Bold \| 16** |
| Body text (placeholder) | Sarabun \| Regular \| 16 |
| Text link | Sarabun \| Regular \| 16 |
| Small text | Sarabun \| Regular \| 12 |
| **Small text** | **Sarabun \| Bold \| 12** |
| *Small text* | *Sarabun \| Italic \| 12* |

| | |
|---|---|
| Heading 1 | Castoro \| Regular \| 32 |
| Heading 2 | Castoro \| Regular \| 24 |
| Navigation menu | Sarabun \| Regular \| 30 |
| **Navigation menu** | **Sarabun \| Bold \| 30** |
| Success message | Sarabun \| SemiBold \| 32 |

| | |
|---|---|
| BUTTON (LG) | Sarabun \| Medium \| 24 |
| BUTTON (SM) | Sarabun \| Regular \| 14 |
| Form label | Sarabun \| Regular \| 14 |

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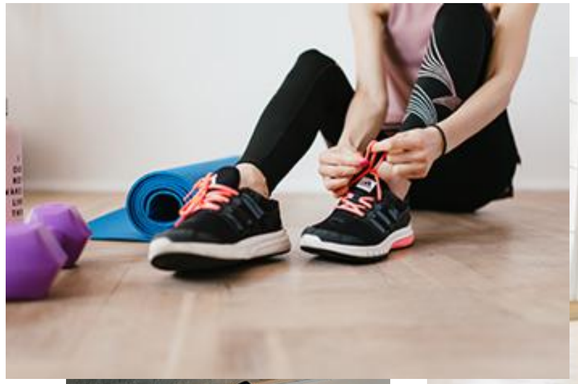
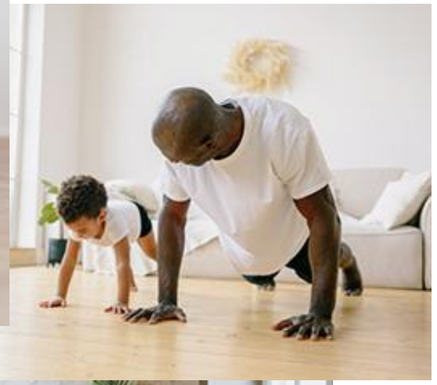
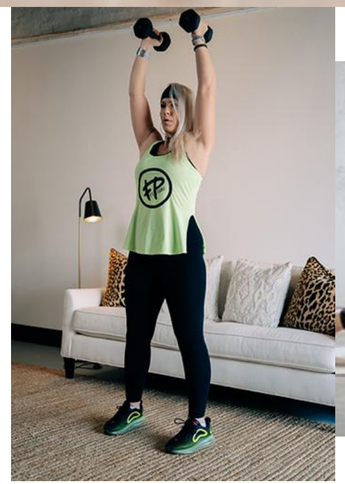
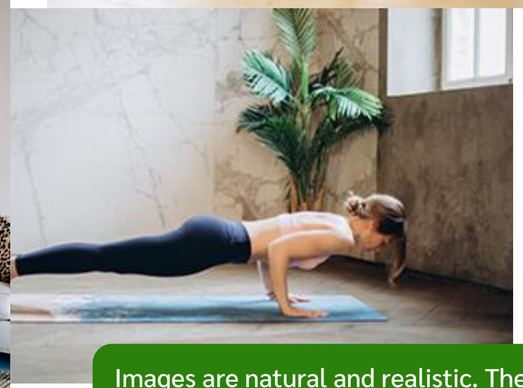
Fitness Motivator strives for authentic imagery showing real people in real environments. This should emphasize how people can do fitness at home, within their busy schedules. All imagery should be realistic and relatable.

## Appropriate Imagery ✓



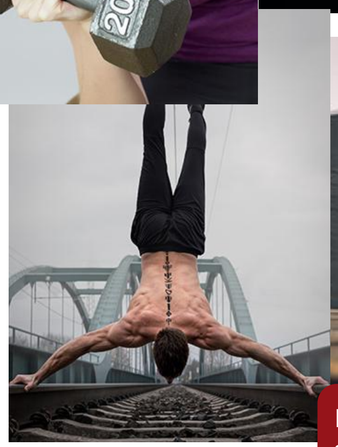


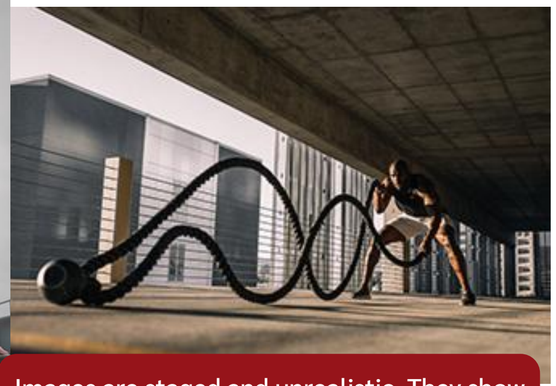




Images are natural and realistic. They show relatable people in relatable situations.

## ✗ Inappropriate Imagery





Images are staged and unrealistic. They show stylized depictions of people and fitness.

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Fitness Motivator uses a standardized set of UI Elements. All elements should follow common design patterns and deviate only if necessary. Any deviations should be thoroughly tested to ensure user comprehension and optimal usability.

### Primary CTA button

SIGN UP

Use for most important calls-to-action.

### Secondary CTA button

GO BACK

Use for less prominent CTAs (back buttons, cancel buttons, secondary actions, etc.)

### Modal window

Daily Challenge History

| Date | Exercise | Status |
|---|---|---|
| 12/31/20 | Push-ups | Complete! |
| 12/30/20 | Squats | Complete! |
| 12/29/20 | Weight lifting | Missed |
| 12/28/20 | Stretches | Complete! |
| 12/27/20 | Burpees | Missed |

Modal overlay should be used sparingly and only for situations where loading a new page is not optimal.

### Form field

Password

Use for form input. Form labels should always sit above user input field.

### Radio buttons

Use for mutually exclusive options.

### Checkboxes

Use for multi-select options.

### Switch (on) Switch (off)

Use for settings with instant on/off response.

### Hamburger menu

Use only for mobile breakpoint nav menu.

### AM/PM picker

am pm

Use only for options with a binary selection.

### Search bars

Search friends list

Use for all search query input. Contextual depending on section of app.

### Scroll picker

Figure Four

Frog Stretch

Head Rolls

Hip Flexor Stretch

Knee to Chest

Use only for mobile/touchscreen elements that require a list of dropdown options.

### Calendar (date picker)

May 2021

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | | | | | |

Use for selecting dates (month and day). By default, load the current month and day.