Style Guide

Fitted

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Using our logo

Fitted Logo

Used over coloured backgrounds and images

Fitted Logo Variant

Used over white backgrounds

The logo is used in its main variant whenever possible. The logo can be substituted by the icon only when its size does not allow the readability of the product name.

✓ DO

✗ DON’T

Our Palette

Fitted relies on the use of white backgrounds to ensure a light and friendly aesthetic.

Most visual elements use the characteristic Fitted gradient to stand out and attract the user's attention.

Our Blue is used for primary buttons and CTAs, while the orange is used for errors, and urgent messages (e.g. notifications).

#FFFFFF
R 255
G 255
B 255

#0392FA
R 22
G 146
B 250

#0FF595
R 15
G 245
B 149

#0BDCE0
R 11
G 220
B 224

#FA6D40
R 250
G 109
B 64

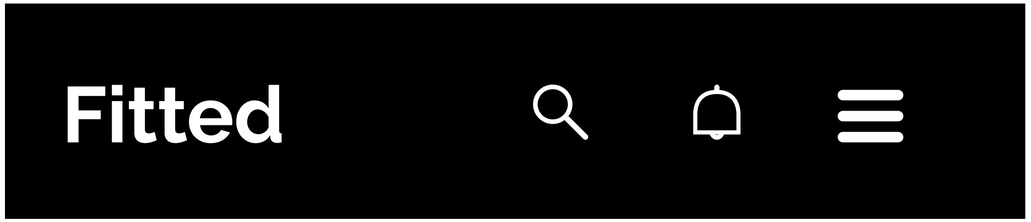
Typography

Header 1	**Raleway Bold 30**	**Page title**
Header 2	Ralway SemiBold 24	Page subtitle
Header 3	Raleway SemiBold 18	Card title
Header 4	Raleway Medium 16	Form label
Paragraph 1	Lato Regular 16	Main content
Paragraph 2	Lato Regular 14	Secondary content
Paragraph 3	*Lato Italc 11*	*Icon labels / non essential content*
Primary button	**Raleway Bold 14**	**Main CTA**
Seconday Button	**Raleway Bold 12**	**Seconday CTA**

UI Elements

Navigation

Fitted's navigation is placed at the top of the screen. It exists in black or white, depending on the page baxkground.

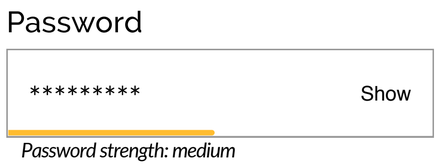


Forms

Unfilled form
with placeholder

Filled entry

Incorrect entry



Password strength

Buttons

Create account

Primary Button

Main CTAs

Create account

Inactive button

Add to schedule

Secondary button

Secondary actions

Google

Other button

Multiple choice

Selection

Multiple selection can be offere via buttons, but also images and selection chips.

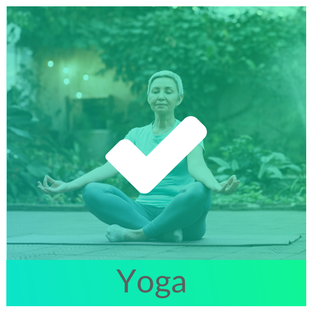


Image selection

Lose weight

Bulk up

Tone

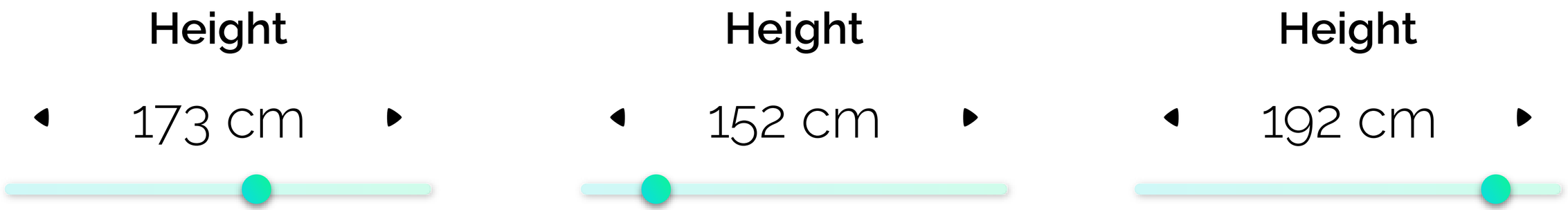
Build a routine

Gain strength

Selection chips

Sliders

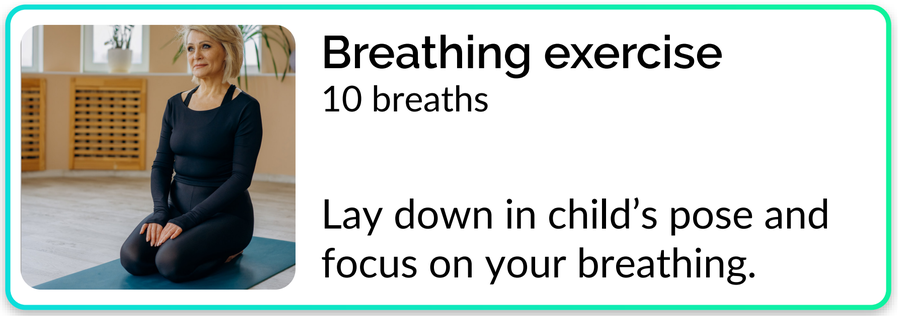
Our sliders are simple and intuitive. They must include the numeric specification in large font size. The directional arrows help the user fine-tune their selection.



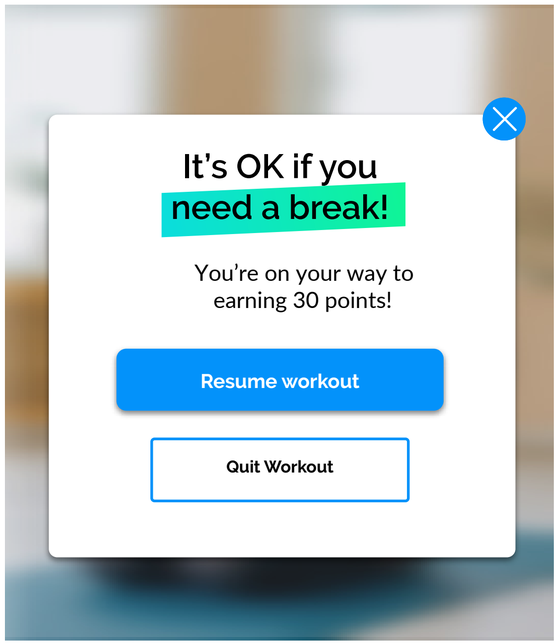
Progress bar

Grey indicates the steps that are yet to be reached. The green colour indicates the completed steps. The dots are coloured only once a step is completed.

Cards and Pop-ups



Cards are separated from the background with a drop shadow effect and green border.
Card titles are highlighted by a stripe with the Fitted gradient.



Modal windows are separated from the background with a drop shadow effect and background blur.
The main text can be highlighted with the Fitted gradient.
Modal windows always provide a main CTA and the possibility to close the window.

Iconography

Workout type

Time / Duration

Equipment

Edit

Play

Next exercise / forward

Previous exercise / back

Close window

Share

Search

Notification

Menu

Imagery

The images should represent our target audience and contrbute in the creation of a friendly, inclusive product.

✓ DO

Home workouts

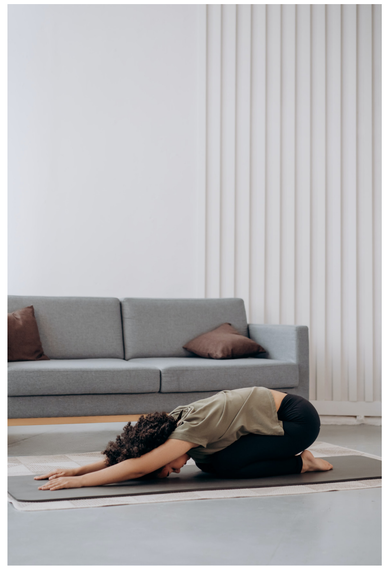
Inclusivity

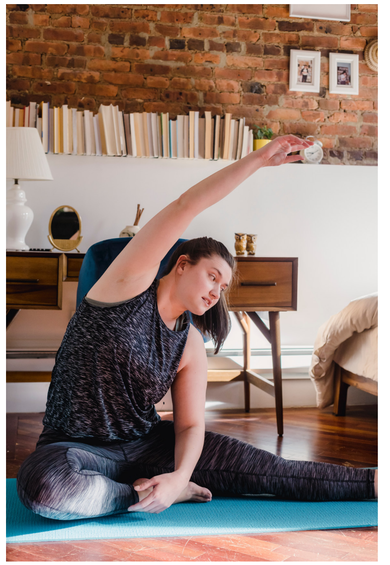
Bright spaces

Portraying people in the activity

Natural setting / Realistic poses and achievable goals

Promoting healthy lifestyle without imposing a standard body image





The images should represent our target audience and contrbute in the creation of a friendly, inclusive product.

✗ DON’T

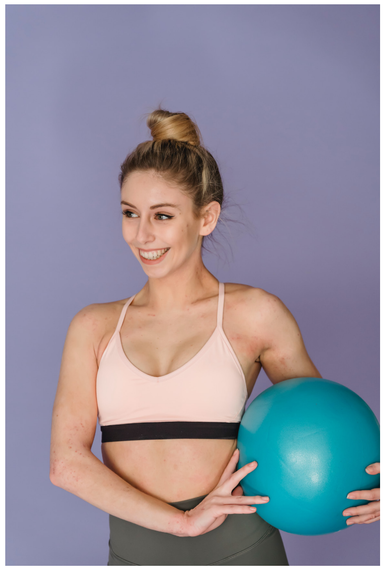
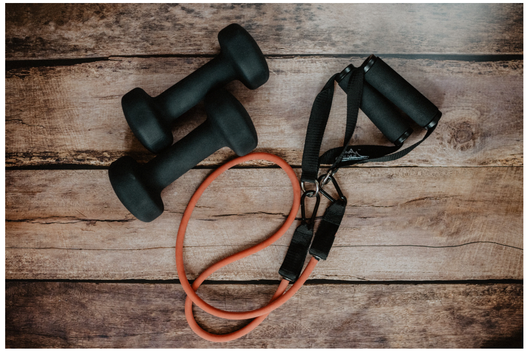
Group pictures

Professional / gym setting

Portraying unrealistic goals

Staged poses

Pictures not portraying people

Dark ambients

Dramatic lighting