



Branding Guidelines

Contents

01 Typography

02 Spacing

03 Colors

04 Icons & Logo

05 Photography

06 UI Elements

01

Typography

Headings - Lalezar

Heading 1 (63.14)

Heading 2 (47.37)

Heading 3 (35.54)

Heading 4 (26.66)

Heading 5 (20)

Heading 6 (16)

Text Emphasis

Bold or **CAPS BOLD** [Hyperlink](#)

Body - Inter

24 px. This larger type will only be used for areas of little content (like empty space and the splash screen) or in some cases of emphasis.

16 px. This is normal type. Lorem ipsum dolor sit amet cosectetur. Nisl mi sed eget at enim at. Fermentum cras et ullamcorper nibh nec posuere. Sed cras vulputate ultrices nec. Nisl molestie adipiscing et dolor ante. Interdum cursus elementum elit quam suspendisse aenean ut fames eu. Lorem ipsum dolor sit amet consectetur. Nisl mi sed eget at enim at. Fermentum cras et ullamcorper nibh nec posuere.

14 px. Smaller type used for tags, lists, tabs, timestamps, & breadcrumbs. Lorem ipsum dolor sit amet consectetur. Nisl mi sed eget at enim at. Fermentum cras et ullamcorper nibh nec posuere. Sed cras vulputate ultrices nec. Nisl molestie adipiscing et dolor ante. Interdum cursus elementum elit quam suspendisse aenean ut fames eu. Lorem ipsum dolor sit amet consectetur. Nisl mi sed eget at enim at. Fermentum cras et ullamcorper nibh nec posuere. Sed cras vulputate ultrices nec.

02

Spacing

Vertical Spacing

All spacing is a multiple of four in order to maintain consistency throughout the design. The only time I break this pattern is with large areas of white-space



Mobile Grid

	Total mobile screen width	2 x margins	4 x columns	3 x gutters
Pixel Width	390px	36px each (72px total)	65px each (260px total)	20px each (60px total)
Total % Split	100%	18%	67%	15%

03

Colors

Colors



Dark Gray
RGB: 19, 19, 19
Hex: 131313



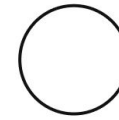
Medium Gray RGB:
39, 39, 39
Hex: 272727



Light Orange
RGB: 255, 185, 80
Hex: FFB950



Bright Orange
RGB: 255, 153, 0
Hex: FF9900



White
RGB: 255, 255, 255
Hex: FFFFFFFF



Off-White
RGB: 234, 234, 234
Hex: EAEAEA



Orange-Brown
RGB: 71, 34, 12
Hex: 47220C



Light Gray
RGB: 59, 59, 59
Hex: 3B3B3B

Gradients



Opacity 100%



Opacity 80%



Opacity 60%

RGB: 255, 153, 0 - 255, 92, 0
Hex: FF9900 - FF5C00



RGB: 19, 19, 19 - 21, 15, 6
Hex: 131313 - 150F06

04

Icons & Logo

Rules

Size: Icons should have 24×24px unless one side is slightly smaller. If one side must be smaller than 24 it needs to be a multiple of 2.

Line Width: 2px wide.

Color: Icons should be white on orange/orange gradient backgrounds and off-white (#EAEAEA) on dark gray backgrounds.

Mood: Light, simple, welcoming.

Bottom Navigation












Navigation icons are 30px by 30px

Exceptions



The time icon (18×20px) is an exception to the previous rule. The time icon is placed inside of video previews and is not clickable, so it can afford to be smaller for aesthetics.

Icons

	Settings	Displays a menu where users can edit app-wide or contextual commands.
	Drop-down	Reveals/Closes (respectively) hidden information in order to keep screens decluttered.
	Eye	Represents view count or will indicate revealed information, such as a password.
	Search	Allows users to type in something they are specifically looking for.
	Hearts	Represents “favorites.” Users can tap an unfilled heart on a workout to add the routine to their favorites. Once favorited, the heart is filled.
	Back Arrow	Allows users to return to the previous screen.
	Share	Allows users to share a workout routine or other display to different platforms.
	Fullscreen	Changes a video into a horizontal fullscreen mode.
	Filter	Brings up a menu that allows users to edit what content is shown to them.

Logo

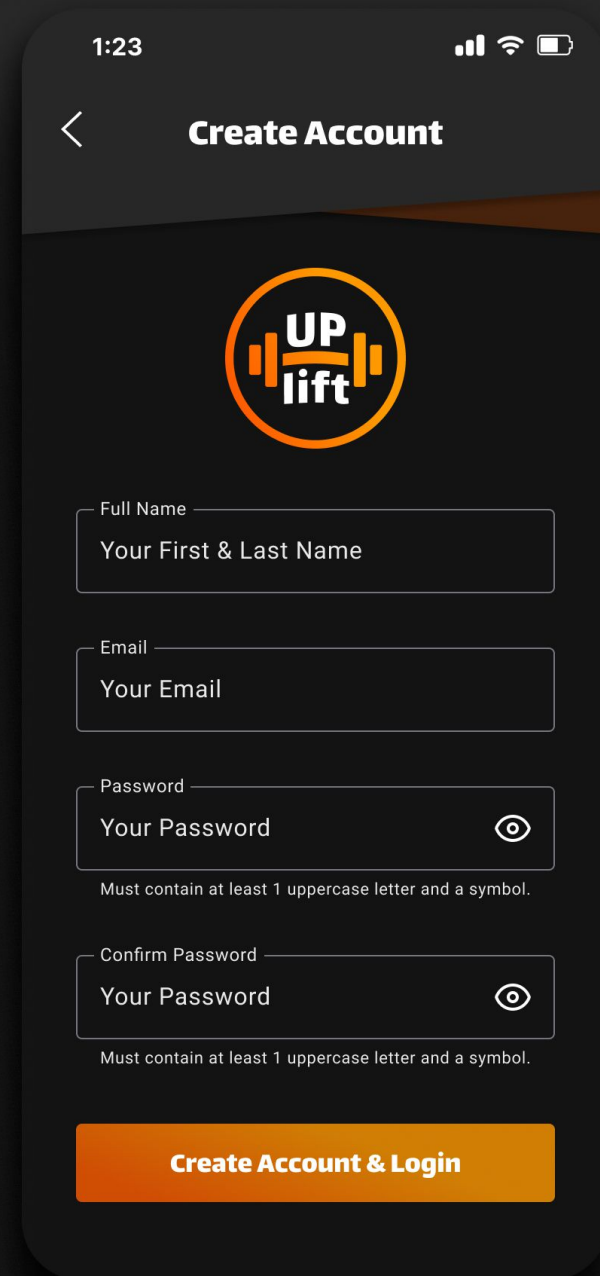
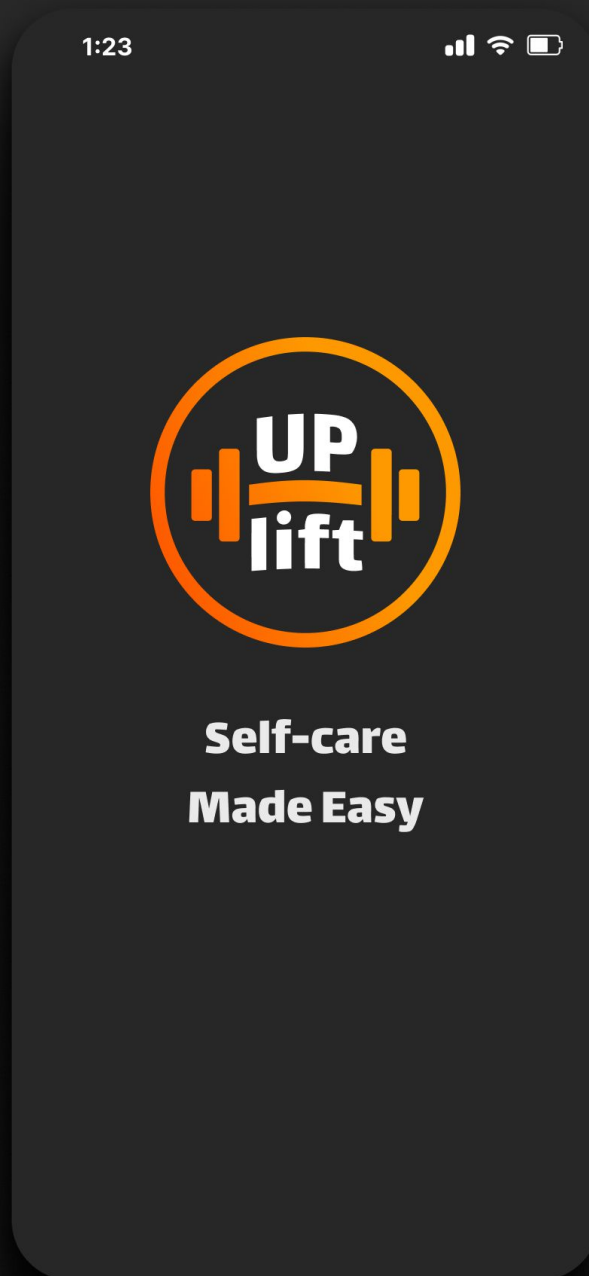


Logo is 120×120px or 206×206px

Watermark



A 20% opacity and larger size can be used on the logo to create a watermark or background design if needed.



05

Photography

Photography

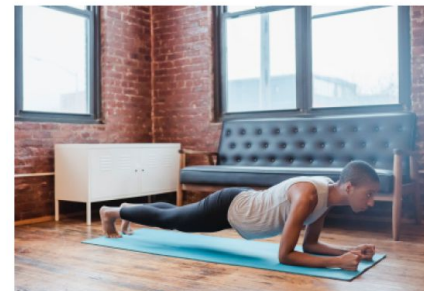
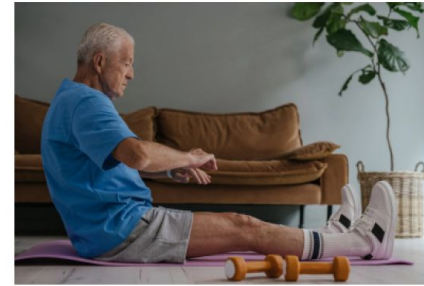
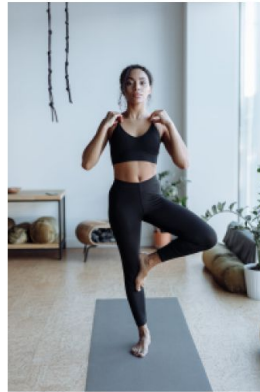
Relatable people in relatable poses. Nobody super fit in advanced poses or that look “stock photo-y.”

A few images of attainable “goal” body types (buff, skinny, etc.) are also acceptable in smaller doses. Try to find a wide array of diverse people.

Photos including pets and children are relatable to many and add a fun personalized aspect.

Majority of photos should be at home, where most users will be using the app.

While looking attainable, images shouldn't look amateur or lower quality. Only professional photos should be used.

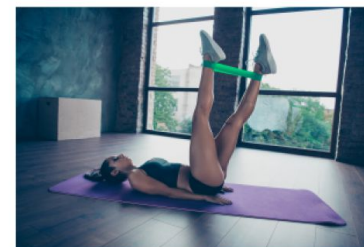
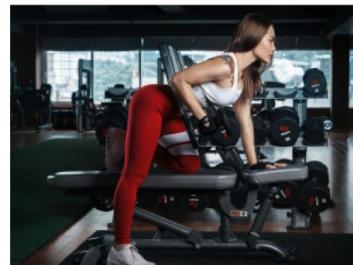
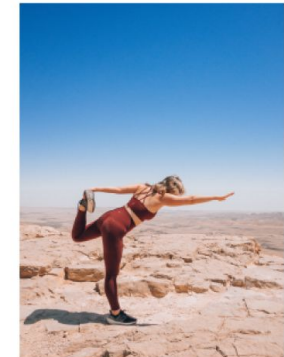


Do NOT Use

No supermodels, advanced positions, heavy equipment, or super professional/staged photos.

The backdrop should be at home or a realistic setting - no gyms, mansions, or mountaintops.

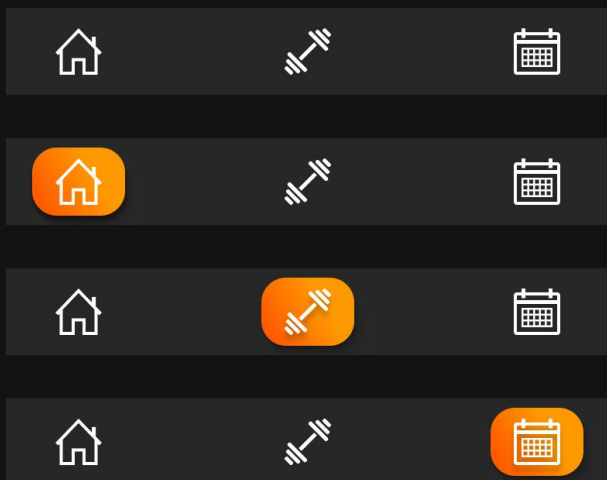
Avoid people smiling while working out alone - nobody does that.



06

UI Elements

UI Elements



Mobile bottom navigation. 390 by 56px. Use on every screen where users may need to navigate to somewhere else.



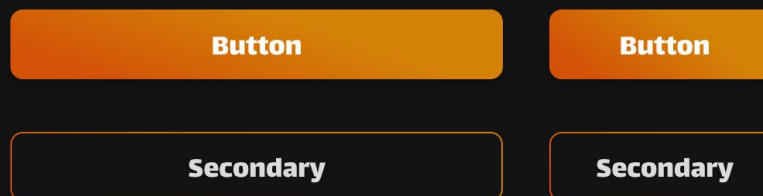
Mobile top bar. 390 by 45px. Use on every screen. You may change the background color from medium gray to any other color as needed.



Toggle. 30 by 15px. Use for any needed toggleable options.

- Lorem ipsum dolor
- Lorem ipsum
- Lorem ipsum

Checklist. Check is 18 by 18px. Use when users need to select multiple options or to show a list of completed tasks.



Buttons. 318 by 45 px for large buttons. 149 × 45px for small buttons. Use to navigate users or to confirm/cancel selections.



Tags. 27px height, width varies on text. 8px horizontal padding, 2 px vertical padding on type.

UI Elements Cont.

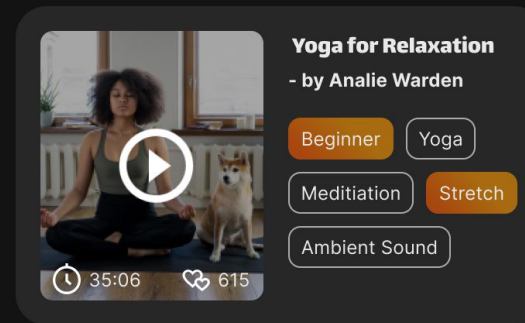
Sync to Google Calendar?

(You can always change this later in the settings.)

Don't ask me again.

Not Now **Yes, Sync**

Module. Corner round: 4. Use sparingly as popups for important information, confirmations, or permissions.



Workout video card. 342 by 206 px. Use to give a quick display summary of routines.

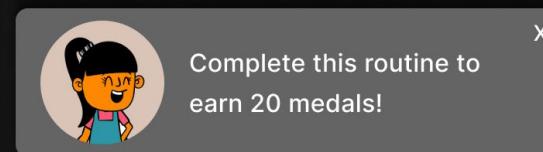
Email

Password

Remember Me [Forgot Password?](#)

Login

Input and submit form. Use variations for the login and sign up screens. If another sort of form is needed, use a similar format.



Notification. 353 width, height varies on amount of text. Use to alert users about medals or scheduling.