

LOGO

See below for proper usage examples. Required clearance is equal to width of the letter G.



COLORS

The majority of the app UI is different shades of blue, with accents of white, coral, and yellow. The coral is used for the primary call to action color with the yellow acting as an accent. This color scheme is fun, youthful, bright, and approachable, which is perfectly suited to the user persona.



#ECC260



#EA705D



#253240



#445267



#9EACBD

TYPOGRAPHY

Lobster Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Oswald Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Headline 1

Lobster 28

HEADLINE 1

Oswald 24

HEADLINE 2

Oswald 20

Headline 3

Roboto Bold 16

Headline 4

Roboto Bold 14

SECTION HEADING

Roboto Regular 16

Body Text

Roboto Regular 12

FORM LABELS

Oswald 16

Form Fields

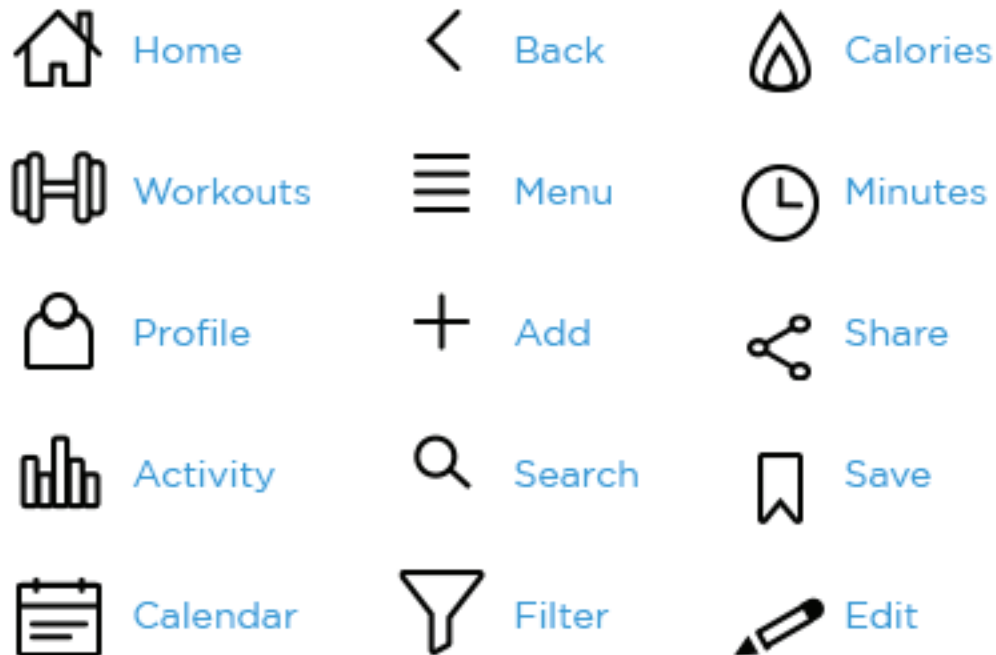
Roboto Regular 14

ICONS

All icons must have thin lines and rounded corners.

Light icons should appear over dark backgrounds, and dark icons over light backgrounds.

New icons must resemble the existing icons in style and level of detail.



IMAGERY

Images that look like real people, in realistic settings and lighting.

Color photography that fits the color palette.

Images that fit the mood - inspiring, relatable, warm, friendly, and fun.



UI PATTERNS

FIND WORKOUTS

VIEW MY CALENDAR

< WORKOUT ≡

🔍 Search for a workout

10 Workouts 620 Minutes 2000 Calories

Home Workouts Profile Activity Calendar

Scheduled Completed Favorite

< JUNE 2019 >

26	27	28	29	30	31	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	26	28	29
30	1	2	3	4	5	6

SELECT DATE ^

June	14	2015
July	15	2016
August	16	2017
September	17	2018
October	18	2019
November	19	2020
December	20	2021

WORKOUT LENGTH

5 - 15 MINUTES 15 - 30 MINUTES

30 - 45 MINUTES 45 - 60 MINUTES

LEVEL

Beginner No Equipment

Intermediate Basic Equipment

Advanced Full Gym

GEAR

WORKOUT TYPE

Barre Cardio

Dance HIIT

Kickboxing Pilates

Strength Yoga

SHOW 50 RESULTS