FITTAR BRANDING GUIDELINES

Version 1.5 - July 22 2020

Colors

Typography

Logo

Photography

Buttons

BRAND INTRODUCTION

Our brand is designed with several core principals in mind. We look to have a modern, fresh and flashy look. While also keeping futuristic and healthy lifestyle in mind.

This guide is used to maintain quality control, brand comprehension and better brand recognition.

Colors

Typography

Logo

Photography

Buttons

COLOR INTRODUCTION

Different combination of colors can change the way a product look by a big amount. It will make the tone and appearance completely different. This is why it is important to consider how colors interact and work together with each other.

To achieve brand consistancy and recognition it is important to follow the guidlines for colors and our palette consistantly.

Colors

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COLOR PALETTE

Our main color palette, including some light and dark variations. On this page you can find the RGB color codes which are used in all digital products.

Lighter	#d5fc78
Fittar Green	#c5ff3a
Darker	#a3d32f

White	#ffffff
Light Grey	#f4f4f4
Mid Grey	#5e5e5e
Dark Grey	#2b2b2b
Black	#000000

Color Variations

Gradient Green	#05c375

Blue Grey	#1c2124

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CMYK PALETTE

CMYK codes for print design.

Lighter	C:20 M:00 Y:68 K:00
Fittar Green	C:27 M:00 Y:99 K:00
Darker	C:41 M:00 Y:100 K:00

White	C:00 M:00 Y:00 K:00
Light Grey	C:03 M:02 Y:02 K:00
Mid Grey	C:43 M:36 Y:36 K:01
Dark Grey	C:70 M:64 Y:63 K:65
Black	C:75 M:68 Y:67 K:90

Color Variations

Gradient	C:73 M:00 Y:75 K:00

Blue Grey	C:77 M:67 Y:62 K:72

Colors

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COLOR GUIDELINES

The colors used in the Fittar products are mainly greens combined with white, greys and black. With the “Fittar Green” as the main color used in the branding. “Fittar Green” is also used as the main accent color on the smartmirror.

Colors
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COLOR USAGE

A proper use of colors is important to maintain consistency in all the products that Fittar offers. While a good combination of colors is important to create the best usability for the end users of the product and ultimately to be a eye catcher.

Using “Fittar Green” as either an accent or as a divider will make most products pop out and make the flashy and futuristic look we aim to create.

Main color: Fittar Green

#c5ff3a

Fittar Green + Gradient Green

#c5ff3a

#05c375

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COLOR USAGE

Example of proper color usage

Colors

Typography

Logo

Photography

Buttons

COLOR USAGE

Example of proper color usage

White

Fittar Green

SUBHEADER TEXT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Light Grey

Blue Grey

Fittar Green

SUBHEADER TEXT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Colors

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TEXT INTRODUCTION

Text is used to express the thoughts of the product in understandable language. For Fittar it is important to have a clear and clean look. We use sans serif fonts in all our products for usability, experience and a modern and fresh look.

FITTAR FITTAR

FITTAR

Fittar Fittar Fittar

FITTAR

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FONTS

The main fonts used for the Fittar products

HEADER

Bebas Neue
width: <100>

SUBHEADER

Montserrat Regular - All Caps
width: <0>

Subtext/Button

Montserrat Regular
Subtext width: <50> Button width: <150>

Bodytext

Montserrat Light
width: <50>

Colors

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TEXT USAGE

Headers are Bebas Neue, subheaders are Montserrat Regular and body text is Montserrat Light.

color of all text depends on the situation (taken from the color choices in the palette section.

Example of proper text + color usage

Bebas Neue - White

Montserrat Regular - Fittar Green

SUBHEADER TEXT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Montserrat Regular - Black

Montserrat Light - Black

SUBHEADER TEXT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Montserrat Regular - Black

Montserrat Light - Black

Colors

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TEXT STYLING

To make text look interesting it is important to play with the elements and fonts in this styleguide. It is important to keep in mind that text needs to remain clean and clear.

Example of text styling

Subtext

“

Train your mind and body at the same time

WHY SHOULD I USE FITTAR? — Subheader

The FITTAR Smart Mirror activates a healthy lifestyle by making exercising fun. With the innovative FITTAR Smart Mirror, you can train hard while your movements are continuously being tracked and corrected with visual and voice feedback. Now you never have to worry about injuries again! — Bodytext

“

Train your mind and body at the same time

WHY SHOULD I USE FITTAR?

The FITTAR Smart Mirror activates a healthy lifestyle by making exercising fun. With the innovative FITTAR Smart Mirror, you can train hard while your movements are continuously being tracked and corrected with visual and voice feedback. Now you never have to worry about injuries again!

Colors

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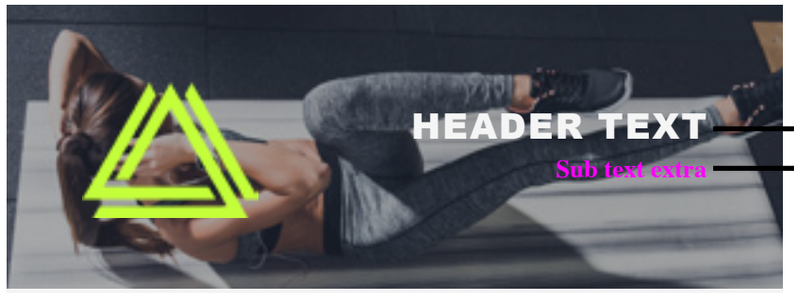
TEXT VIOLATIONS

To maintain consistency and proffesionalism only use the right fonts in combination with the right colors. Only in special cases a different font is allowed, and only in a small dose.

Example of a don't



Wrong Font

Wrong Font + wrong color

SUBHEADER TEXT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Wrong Font

SUBHEADER TEXT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Right Font + wrong color

Colors

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TEXT USAGE MIRROR

Headers on the smart mirror are white (Bebas Neue font), while subheaders are in Fittar Green (Montserrat - Regular font)

White (main) text: Bebas Neue
Green (sub) text: Montserrat (regular)

Colors

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LOGO INTRODUCTION

The logo along with the color palette express the main character of the Fittar brand. It is how the world recognize us.

To achieve brand consistancy and recognition it is important to follow the guidlines for the logo and wordmark consistantly.

Colors

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LOGO

Logo color variations

To maintain the integrity of the brandmark, only use one of the following color variations of the logomark.

#c5ff3a

#000000

#ffffff

Logo style variations

Colors

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Logo

Photography

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LOGO

Logo color variations

Some examples of how to use a correct brandmark and background combination.

Colors

Typography

Logo

Photography

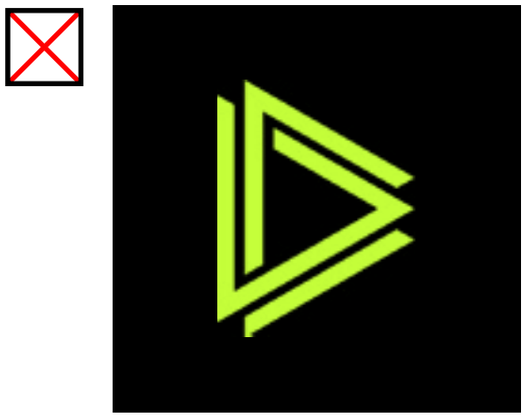
Buttons

LOGO VIOLATIONS

In order to maintain brand consistency and integrity be sure to use the brandmark the right way.

Use the right color palette for the logo, don't rotate or transform the logo, don't use multiple colors in the brandmark. The only exception on the rule is for the mini games on the mirror.

Examples of don'ts



Rotated

Rotated

Transformed

Wrong Color

Shadows

Multiple Colors

Colors

Typography

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WORDMARK

To maintain the integrity of the Fittar brand, only use the following version of the wordmark. Either in combination or without the brandmark.

FITTAR

Font: Montserrat - Light
Text: All Caps
Spacing: <250>

Colors

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WORDMARK VIOLATIONS

In order to maintain brand consistency and integrity be sure to use the wordmark the right way.

Use the right font for the logo, don’t rotate or transform the text, don’t use a different spacing for the text

Examples of don’ts

Colors

Typography

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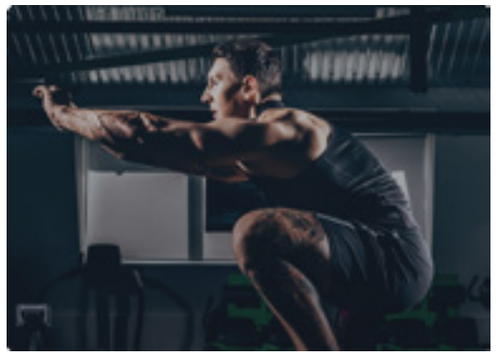
PHOTOGRAPHY

(Small) Rounded edges only used on the mirror. On the website and promotion materials square edged photos are used. On some occasions for our print or digital products round/circular photos are also used. These are however not used on the mirror. The circular photos are styled with a “Fittar Green” stroke.



Smart mirror
(Small round edges)

Other

Circular photo

Colors

Typography

Logo

Photography

Buttons

BUTTONS INTRODUCTION

Buttons within the Fittar product are used on both the mirror and in the mobile/web applications. Throughout our line of products we aim to have a consistent use of button designs.

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BUTTONS

Button test

Full rounded edges
for buttons

Font: Montserrat Regular
Spacing for button text <150>

Fontsize for buttons - 4.5 times smaller than the vertical size of the button.

Buttons also come in white color with black text variant. And outlined/stroke variants.

Button test

Button test

Stroke size 10

Colors

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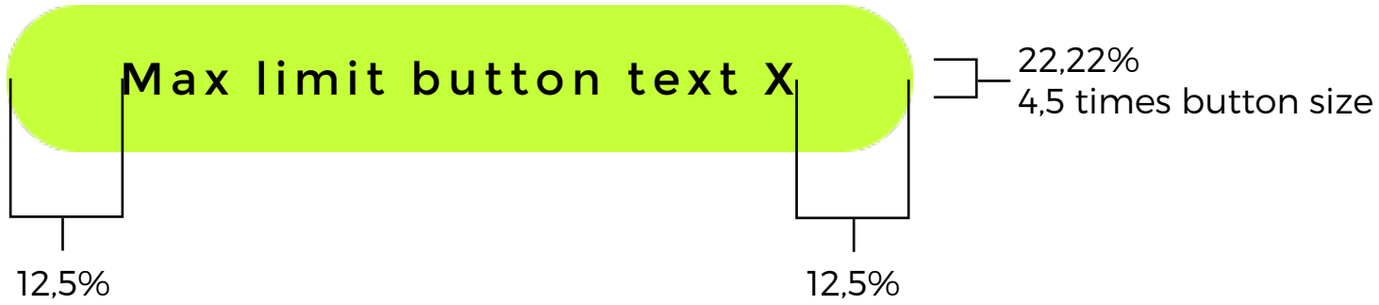
BUTTONS



Buttons need to have at least 12,5% free space without text.

There is no maximum or minimum size for buttons. Just the limits within the button.

Colors

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Buttons

ARROW BUTTONS

Arrow buttons for going back and forth through menus. It is important to stick to the color palette when using the buttons.

A few examples of buttons used the right way.

Button for going back

Button for next page

Test button text

Button in combination with text without a border

Colors

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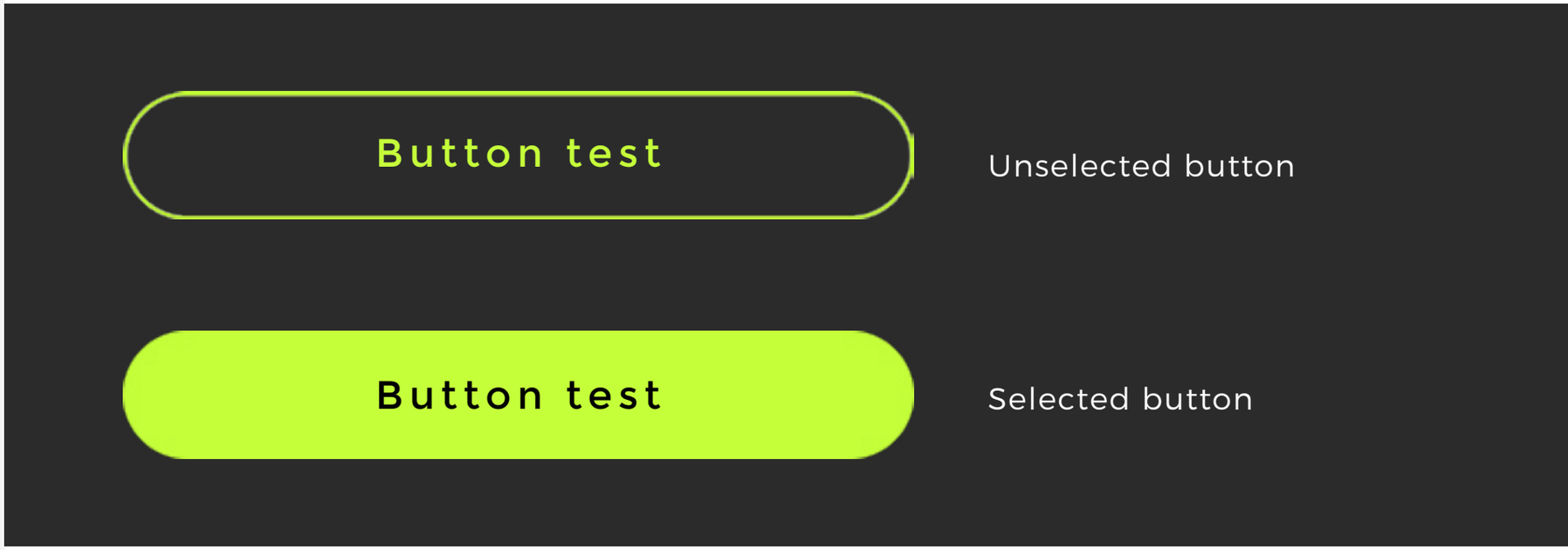
BUTTON FEEDBACK

In some cases (not on the smartmirror) whenever a user interacts with a button (hovering over it for example) the button gives some visual feedback. An empty button will fill up so the user can see they selected said button. These kind of buttons are used on the website and the Smart-TV app for example.

This effect can happen with all different versions of the buttons we use.



Colors

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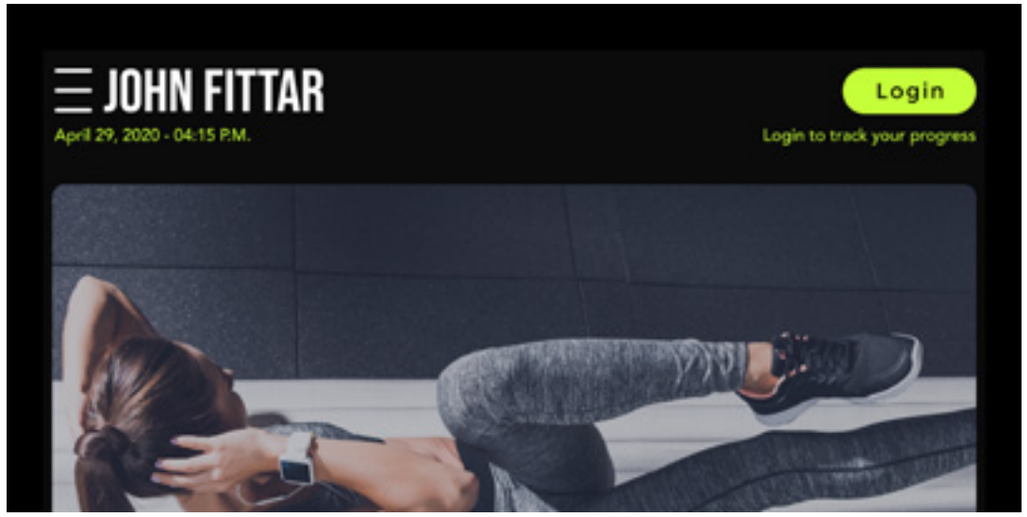
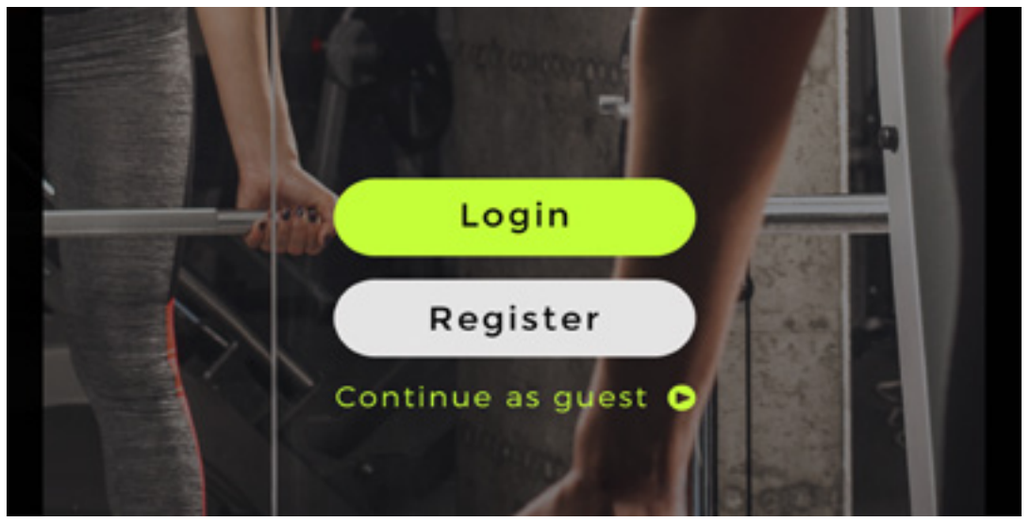
BUTTON EXAMPLES

A few examples of buttons used the right way. In this case all of the examples are on the mirror.





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BUTTON VIOLATIONS

In order to maintain style consistency be sure to use the correct button styles.
Use the right round corners for the buttons. Don’t use multiple or wrong colors for the buttons. Use the right typography and size for buttons. Don’t exceed size limitations within the button.

Examples of don’ts