Logo

Logo

Colour Palette

Background

Typography

Iconography

UI Components

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Image & Layout

Grids/ Layout

Animation

Tone of Voice

Accessibility

Design Resources

DESIGN AND MAIN USAGE EXAMPLES

GetFit

Logo will be in a vector format

TOP NAVIGATION

Primarily used on the top navigation bar on top left centred
It needs to be in one of the primary colours of the brand

CONSIDERATIONS

- both words on logo need to be in same colour

- wherever logo is to be used, make sure its visible

- the contrast between the background and logo need to be strong enough to stand out especially considering accessibility for everyone.

Colour Palette

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MAIN BRAND COLOURS

#17C4BD

Aqua Green

Used Primarily on the top bar logo and bottom highlighted page alongside for highlighting UI elements like progress bars

#FFFFFF

White

Main background colour and inactive buttons for choosing

#242F2F

Dark Grey

Main text colour used for most primary text and also on top bar navigation

SECONDARY COLOURS

#505959

Neutral Grey

Used on overlays on screens alongside form fields

#929797

Medium Grey

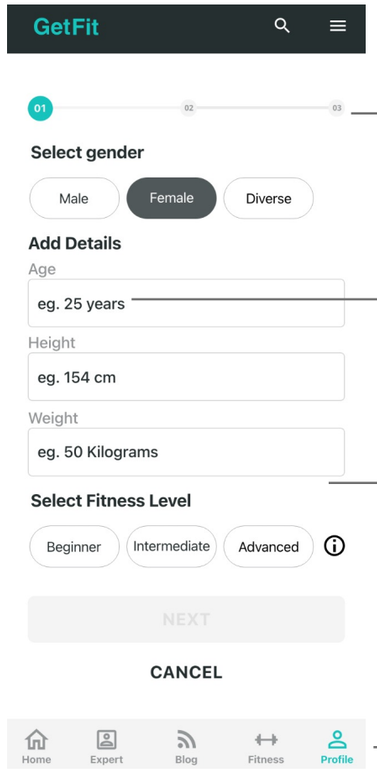
Used for icons primarily and for disabled states like the tab bar.

#F4F4F4

Light Grey

Used as expert background colour to highlight the cards more.

EXAMPLE

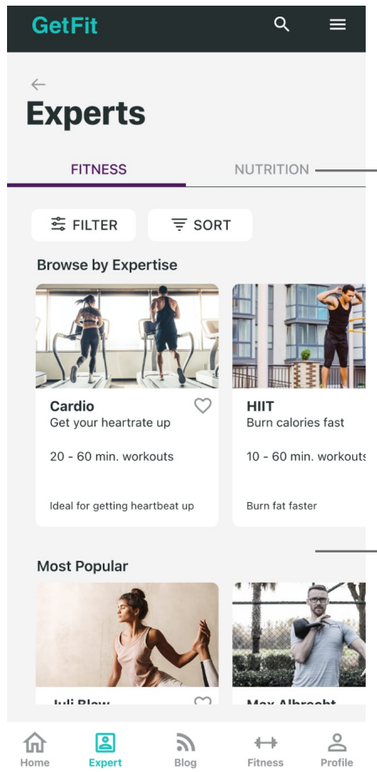


Progress bar with Aqua Green with inactive areas in medium grey

Text Dark Grey

Background white

Bottom Bar Navigation highlighted icon



Tab bar disabled state uses medium grey

Experts and Workout pages use a light grey background colour

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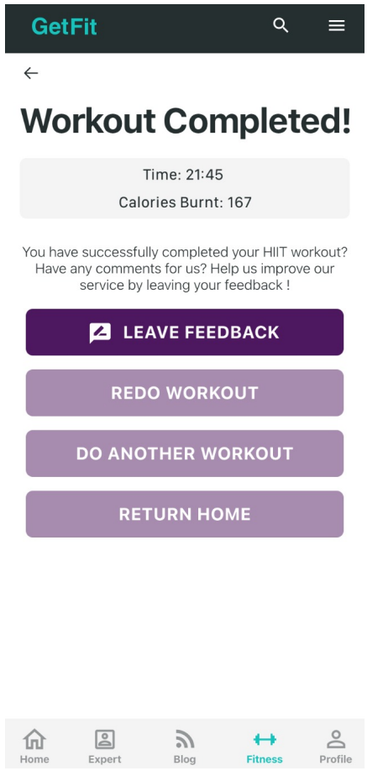
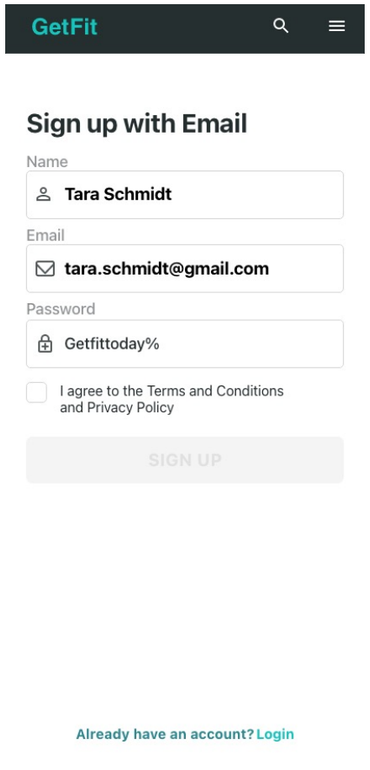
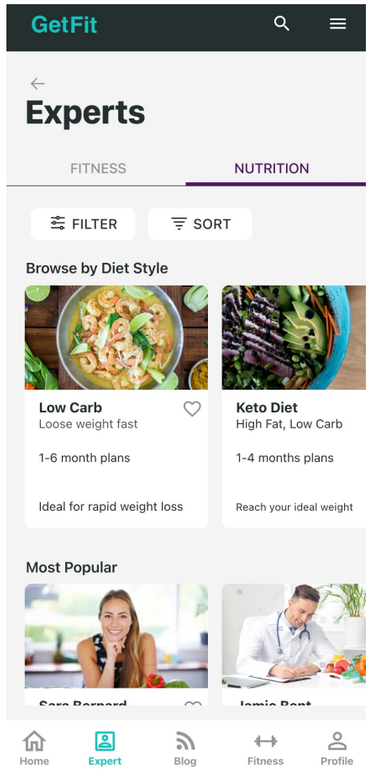
CTA BUTTON COLOURS

#4E1860	#F4F4F4	#A78CB0	#FFFFFF
Deep Purple	Light Grey	Light Purple	White
Primary Active CTA Button colour. Always used when button is clickable for should attract attention	Inactive CTA Button Colour - when button is not clickable	Secondary Active CTA Button Colour. Used for buttons that are active but are not the primary focus.	Special CTA Button colour for the experts card pages to make them more prominent.

EXAMPLE







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SPECIAL COLOURS

#FF0000

ERROR RED

Used to highlight error messages like when some form fields were not filled out.

#C93535

Red

Used for Google sign up button

#2F3690

Royal Blue

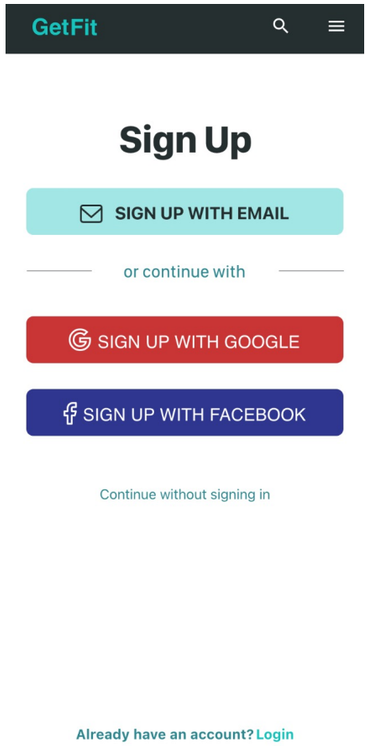
Used for Facebook sign up button

#2F8890

Sea Green

Used for special CTA like showing current day in calender

EXAMPLE



Background

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MAIN BACKGROUND

#FFFFFF

ONBOARDING

#17C4BD

#2F8890

SIGN UP/ CREATE PROFILE

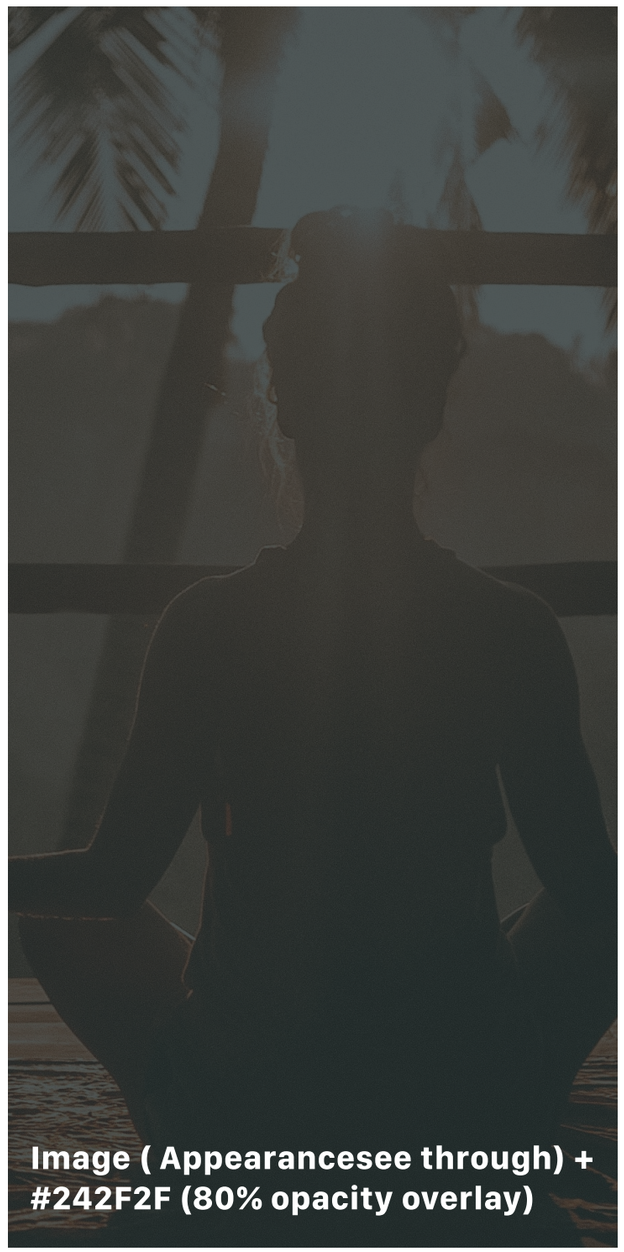

Image (Appearancesee through) + #242F2F (80% opacity overlay)

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HEADERS

Should never be smaller than 16 pt.
Only top headings should be header 1 or 2 rest always header 2 or 3

Header 1	SF Pro Bold	40pt
Header 2	SF Pro Bold	30 pt
Header 3	SF Pro Bold	20pt
Header 4	SF Pro Semi-Bold	17pt
Header 5	SF Pro Medium	16pt

BODY

Mostly body should be 16pt only expert cards can be 14pt.
Due to accessibility considerations 14pt is the smallest text size to be used

Body 1	SF Pro Regular	16pt
Body 2	SF Pro Regular	14pt

BUTTONS

All buttons have to be 20 pt and make sure to keep some distance between the letters as well.

BUTTONS 1	SF Pro Text Bold	20pt

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TOP BAR NAVIGATION

GENERAL ICONS

HAMBURGER MENU

FILTER ICONS

BOTTOM NAVIGATION

Home Expert Blog Fitness Profile

VIDEO ICONS

WORKOUT STATS

PAYMENT ICONS

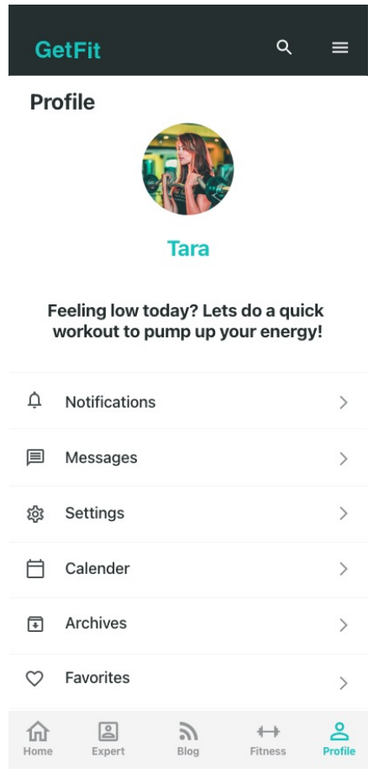
SOCIAL MEDIA SHARE

CONSIDERATIONS

- icons should never be smaller than 24pt

- always need to have a strong colour contrast between the icon and background

EXAMPLE



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NAVIGATION

TOP BAR 414 X 64 pixels

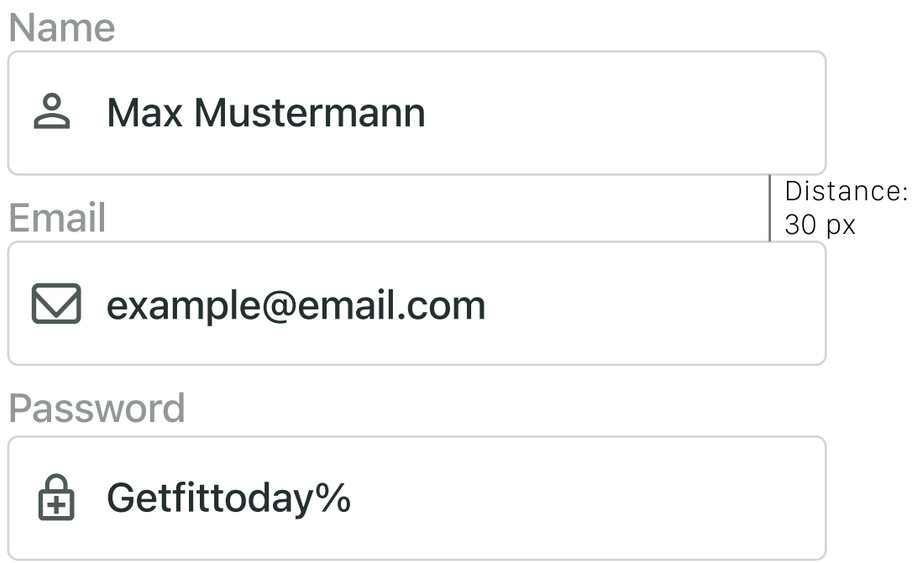
BOTTOM BAR 414 X 64 pixels

CONSIDERATIONS

- top bar needs to always include the logo
- bottom navigation needs to be evenly spread out and icon that page is open needs to be highlighted with a strong contrast.

FORM FIELDS

356 X 66 pixels each form



CONSIDERATIONS

- needs to have the icon and text example in the form field
- label for each form field has to be above the form field in a medium grey

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Expert Card Profiles

210 X 279 pixels

Image: 210 X 120 pixels

Top corners 8px rounded

Low Carb
Loose weight fast

1-6 month plans

Ideal for rapid weight loss

Card: 210 X 159 pixels

Bottom corners
8px rounded

356 X 194 pixels

Image:
356 X 103 pixels

Top corners
8px rounded

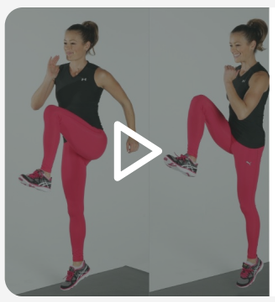
Juli Blaw
Yoga and HIIT

★★★★★
25 Euros / Per hour

Box:
356 X 91 pixels

Bottom corners
8px rounded

380 X 129 pixels



1. High Knees

3x 15 repetitions
90 seconds break inbetween

3 Varieties shown

Image:
262 X 129 px

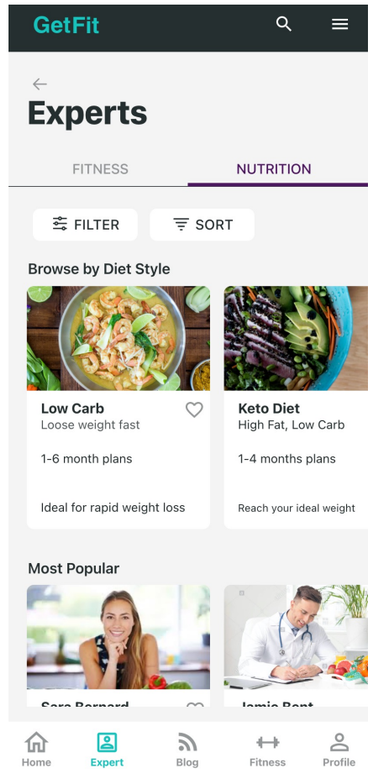
Right corners
8px rounded

Image: 118 X 129 pixels
Left corners 8px rounded

CONSIDERATIONS

- should always be on a light grey background
- card text colour should all be the darkest grey
- take care of the specifications of rounding and images

EXAMPLE



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Calenders

Available Unavailable Selected Today

August 2020

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

Available Unavailable Selected Today

August 2020

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

CONSIDERATIONS

- always needs to have a key to explain the different colours
- selected date is highlighted in purple with a drop shadow behind to stand out from the rest.

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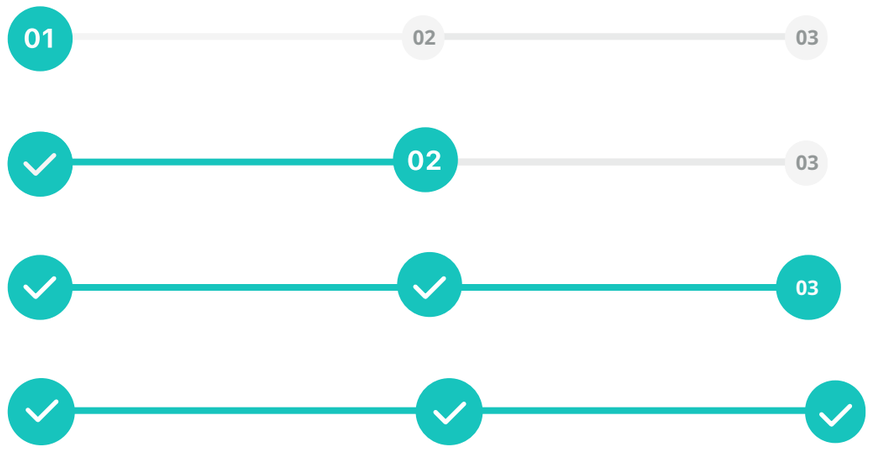
Progress Bar

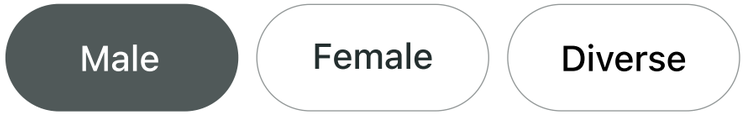


CONSIDERATIONS

- active/ curent page shown as number in big circle
- inactive/not completed progress in small light grey circle to distinguish between current, completed and incomplete progress
- completed progress shows a tick and are in the brand aqua green

Selection Buttons

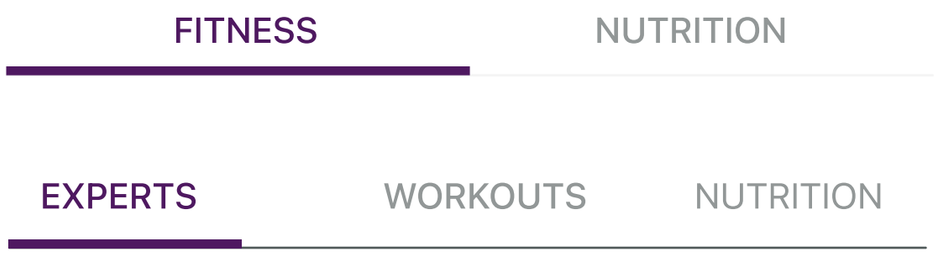
104 X 48 pixels each
24px rounded corners



- inactive all in white with border in grey
- active selected button in dark grey background with white text.

Segment Controls

Tab Bar



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CTA's

366 X 56 pixels
8px rounded corners

SIGN UP

183 X 56 pixels
8px rounded corners

HOME

PRIMARY BUTTON: ACTIVE

SIGN UP

PRIMARY BUTTON: INACTIVE

SIGN UP

TERITARY BUTTONS

120 X 37 pixels

FILTER SORT

TERITARY BUTTONS -> TEXT ONLY

Don't have an account? Sign up

Problem Action

ERROR

! Please agree to T&C and Privacy Policy

SIGN UP/ LOGIN BUTTONS

366 X 54 pixels

SIGN UP WITH EMAIL

SECONDARY BUTTONS

REDO WORKOUT

SPECIAL BUTTONS

310 X 64 pixels
8px rounded corners
Drop Shadow: Y= 3 B=6
USE ONLY OVER IMAGES

SIGN UP

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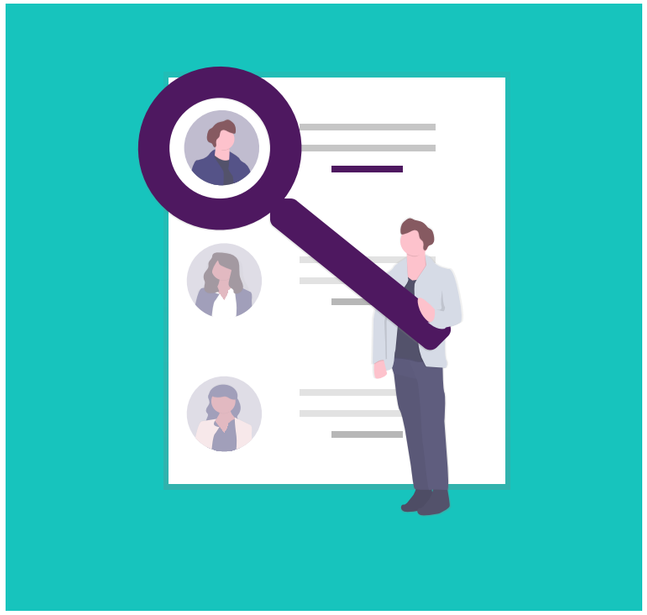

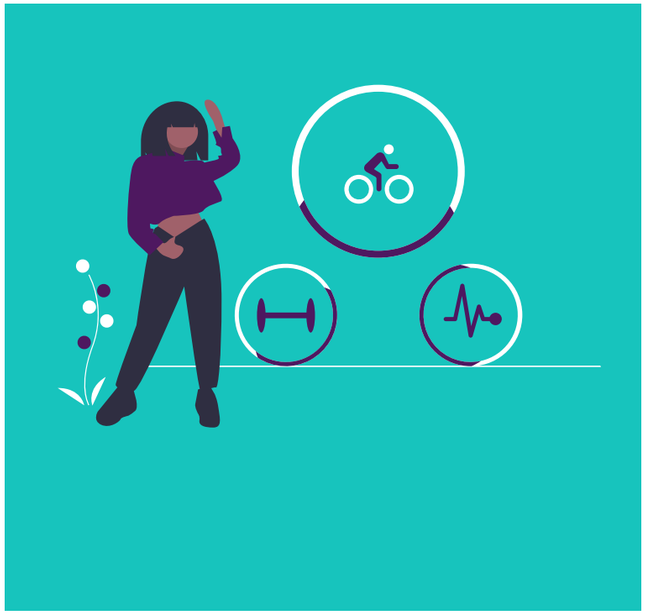

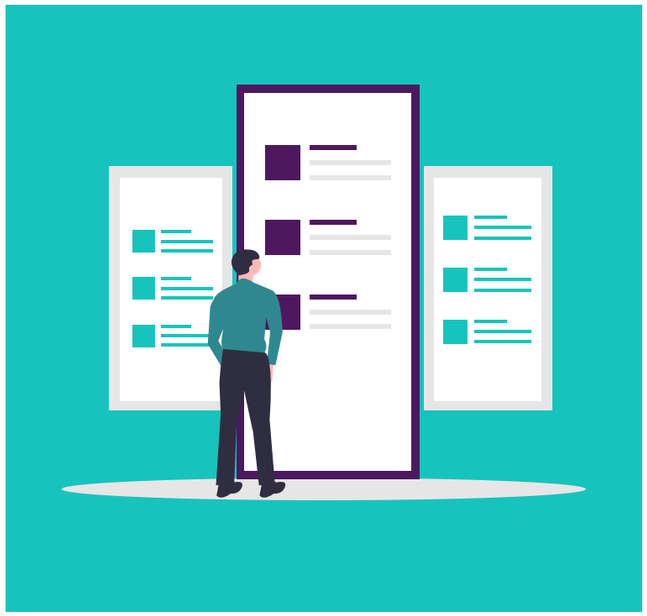

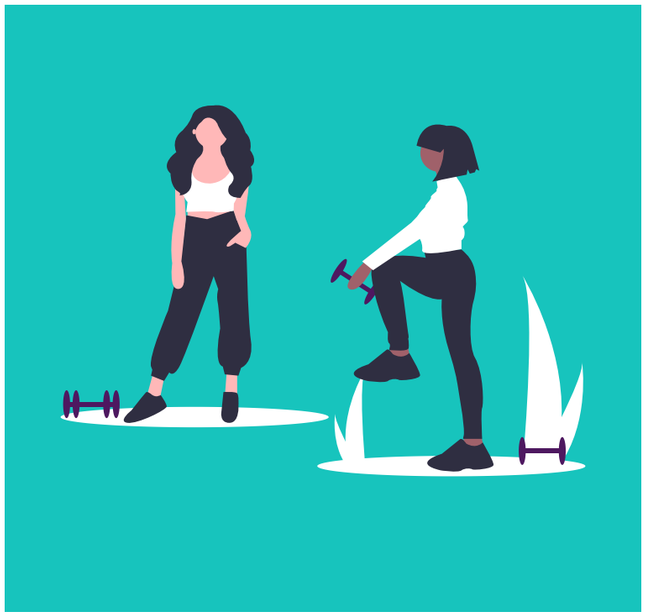

Illustrations from Adobe XD plugin UnDraw for onboarding only!

Images

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Expert Images

Expert photos need to be clear and demonstrate their expertise preferably in a way that their face is seen along with the role their work is based on. Photos need to be colourful and engaging and showing the person in a lively manner or in their work so that users feel welcomed and interested to interact with them.

LifeStyle Images

Lifestyle images used for nutrition cards and also showing expertises. Need to clearly demonstrate what they are showing and need to focus on specific elements. Photos need to be clean and clear with not too much happening around.

Expertise Images

Images of the expertise in fitness need to be shown clear and demonstrate the sport being performed. Can be shown as a single person or a group but need to be full body if possible, clearly engaging user with the sports.

Image & Layout

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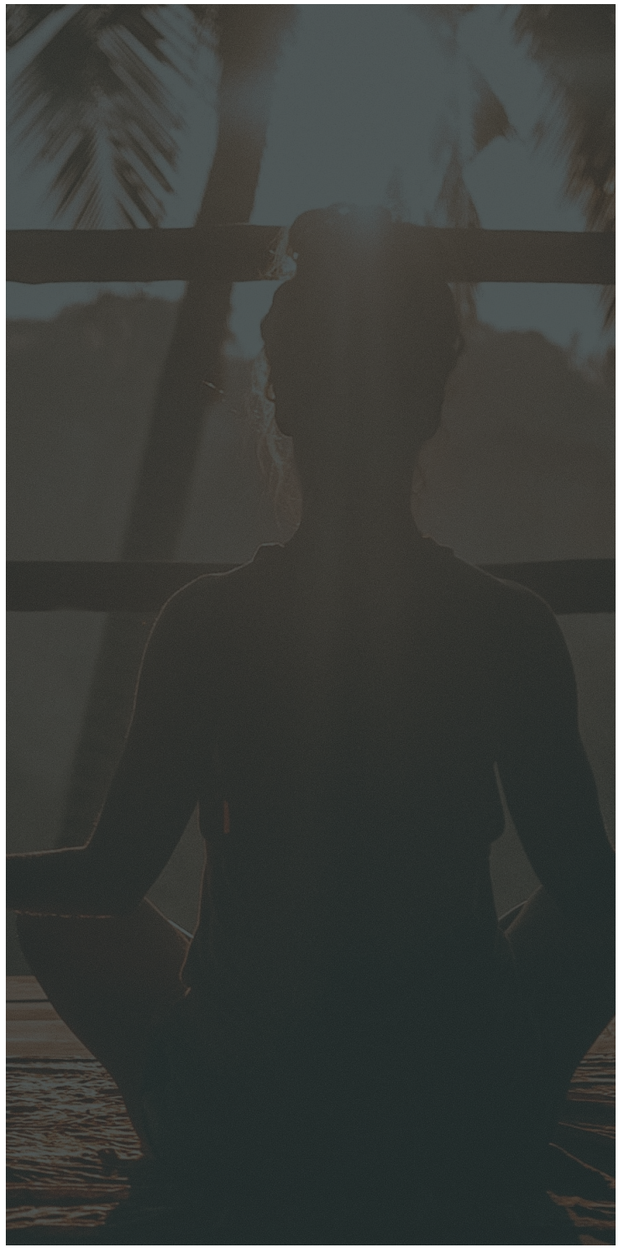

Full Screen image with Dark Grey overlay 60% - Need to show expertise full image is not needed

User Profile

176 X 176 pixels

Home Page Sections

374 X 154 pixels

8px rounded corners

Dark Purple 60% Overlay

Need to show expertise/full photo not neccessary

Expert/ Expertise/ Nutrition Cards

Image: 210 X 120 pixels

Top corners 8px rounded

Need to show expertise/full photo not neccessary

Image:
356 X 103 pixels

Top corners
8px rounded

Need to show face full photo not neccessary

Grids/ Layout

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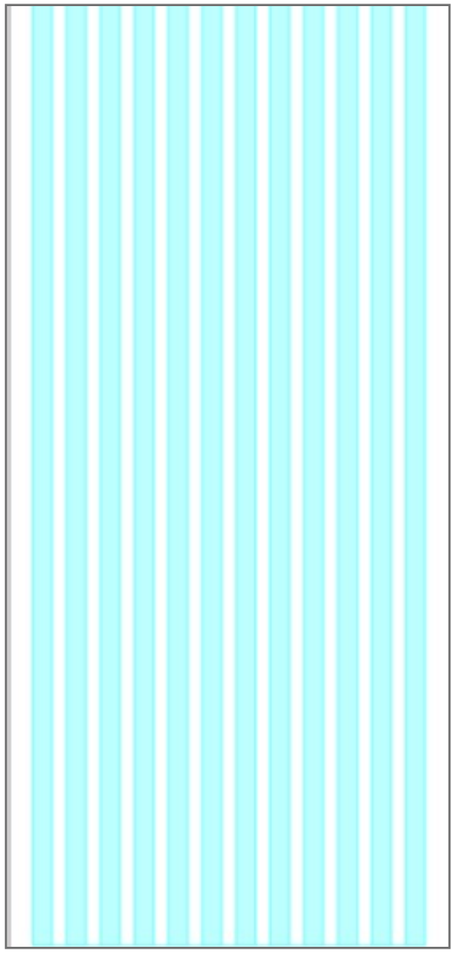
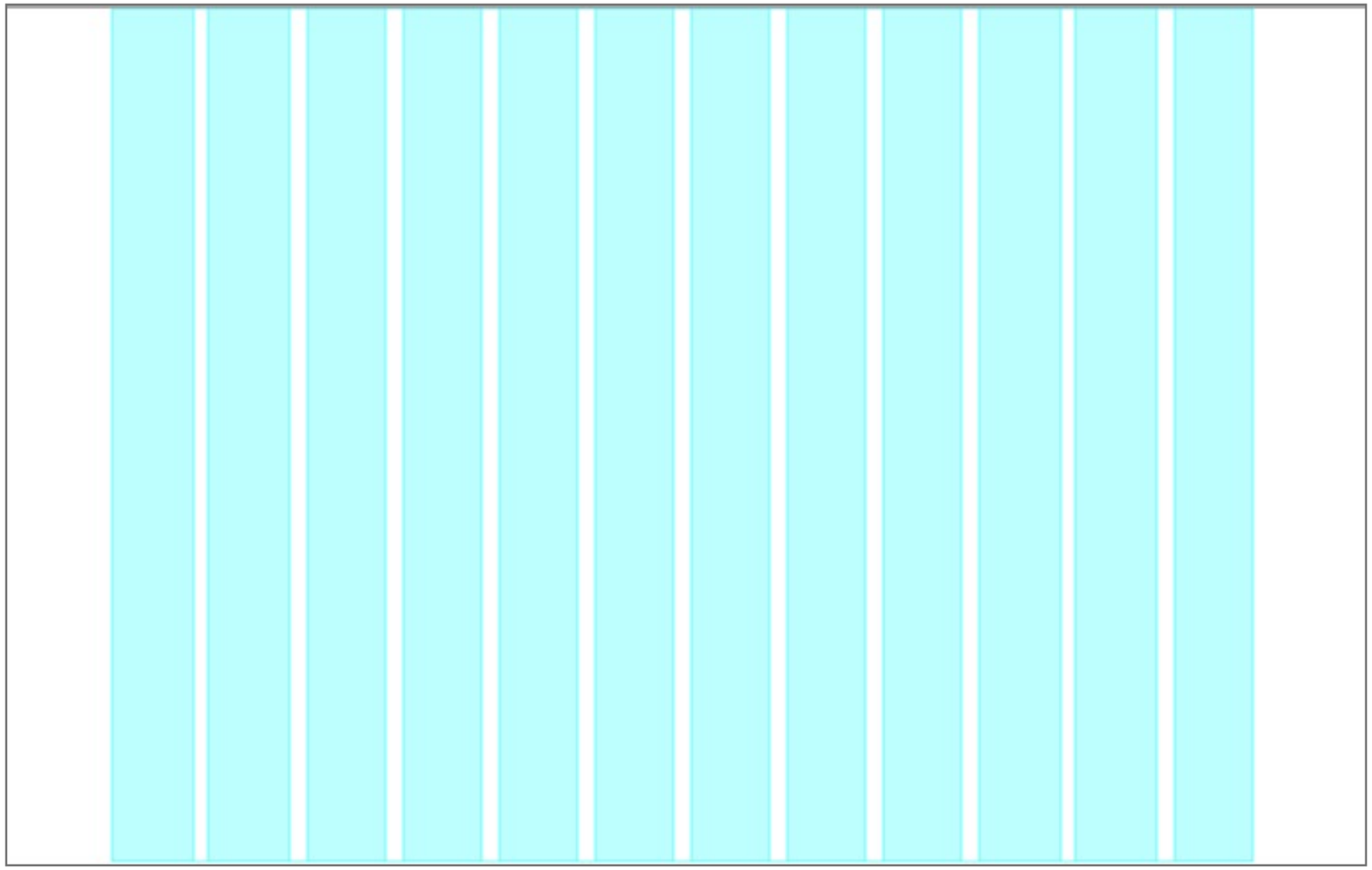


Columns: 12 px
Gutter: 10 px
Margins: 20px

Desktop



Columns: 12 px
Gutter: 13 px
Margins: 106 px

Animations

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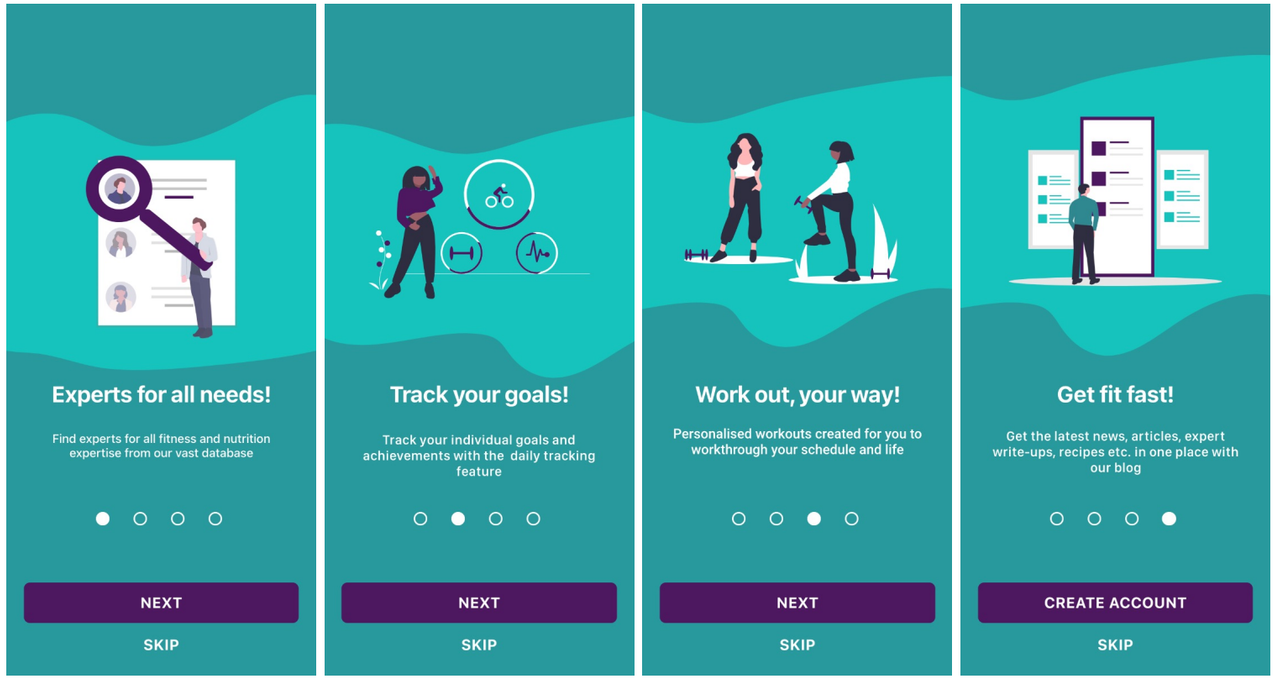
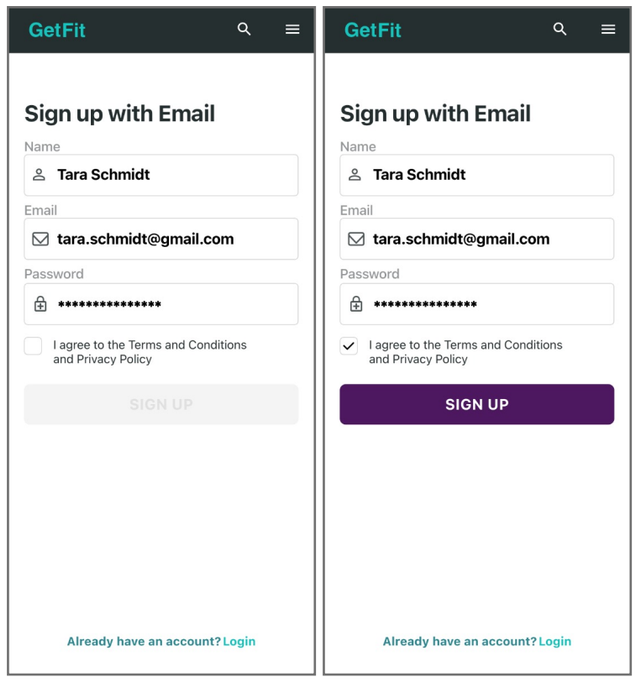
Onboarding Screens - Swipe Motion



CTA Buttons



When Button is inactive or not clickable as all information has not been added, it will be light purple, when all information is entered button turns dark purple

Tone of Voice

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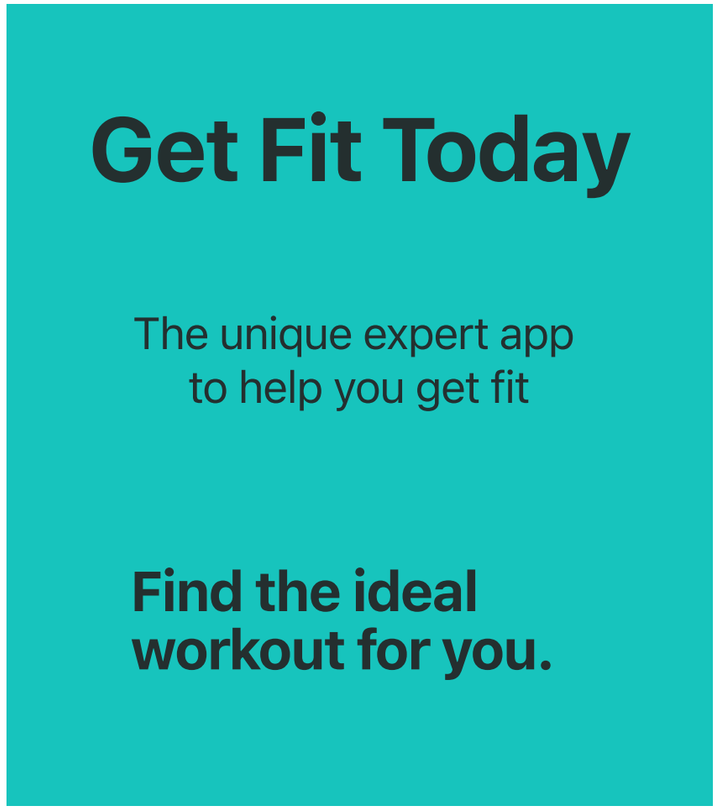
The overall tone of voice is very straight, simple and to the point. It needs to be encouraging and engaging in order to motivate the user to keep up with his or her goals and reach their daily set target with the experts.

Expert descriptions need to be formal but simple explaining to the user in short paragraphs what the person has achieved.

Workout videos need to be very simple and self explanatory and the overview should have as less text as possible as no one has the time to read while working out.

The CTA needs to be short, clear and easy to follow and understand.



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SIZE

Bodycopy text should not be smaller than 12 pt and button text not smaller than 14 pt

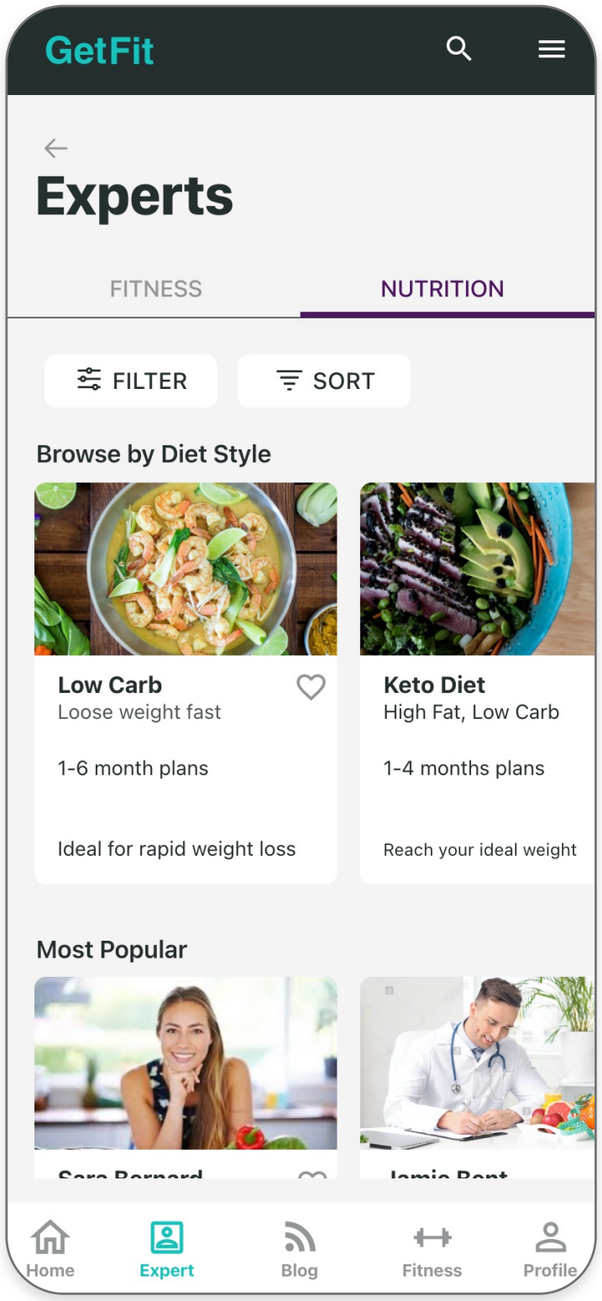
CONTRAST

- over a light background, text needs to be dark enough for easy read

- on dark background text should always be white or light grey

ICONS

- should never be smaller than 20 px X 20px
- should never be white or too thin



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Other Do's and Don'ts

DO's

- use High Quality images as a standard and use overlays of grey and purple wherever necessary to highlight text

- Keep content to a high standard

- be kind to the community but be mindful of the different time zones of users and experts

DON'TS

- don't overload user with too much information or notifications

- avoid regressive third party promotion

- don't use aggressive or abusive images that could hurt anyones sentiments, religion or thoughts.

- Keep typography and colour standards same at all times

Design Resources

All design UI elements and resources can be downloaded for both Adobe XD and Sketch

Download for XD

Download for Sketch