



Style Guide

Prototype: <https://invis.io/9ZU1BKCDG3N>

Logo

Logo

Color palette

Typography

Icons

UI elements

Imagery

Other considerations



(Grey background for overlay example only)



Website and web app

The QuikFit logo conveys our brand's approachable way of incorporating fitness activities into our users' lifestyle.

The logo appears three ways:

- White outline against blue
- White overlay
- Solid blue (#94E1F2) with app icon
- Solid blue

App icon

A slanted dumbbell symbolizes a flexible approach to getting into and staying in shape.

Do's & dont's

✓ Do's

- Solid blue or white for the logo.
- Rounded corners on blue bounding box - 10 radius.
- White overlay should only be used with a background that provides ample contrast for legibility.
- One word, "Q" and "F" capitalized.

✗ Don'ts

- Any color besides blue or white

~~QuikFit~~

~~QuikFit~~

Color palette

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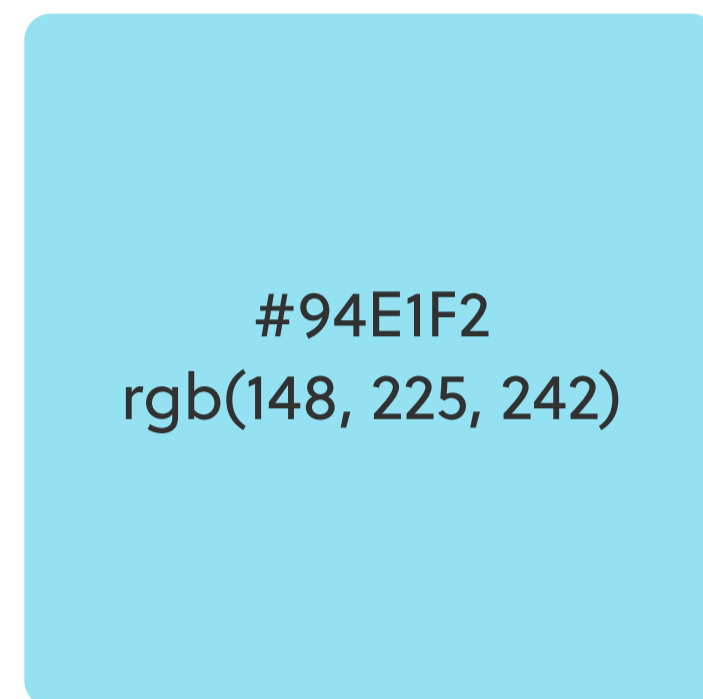
UI elements

Imagery

Other considerations

Our color palette is modern and approachable. It's subtle but with enough energy to feel positive.

Primary



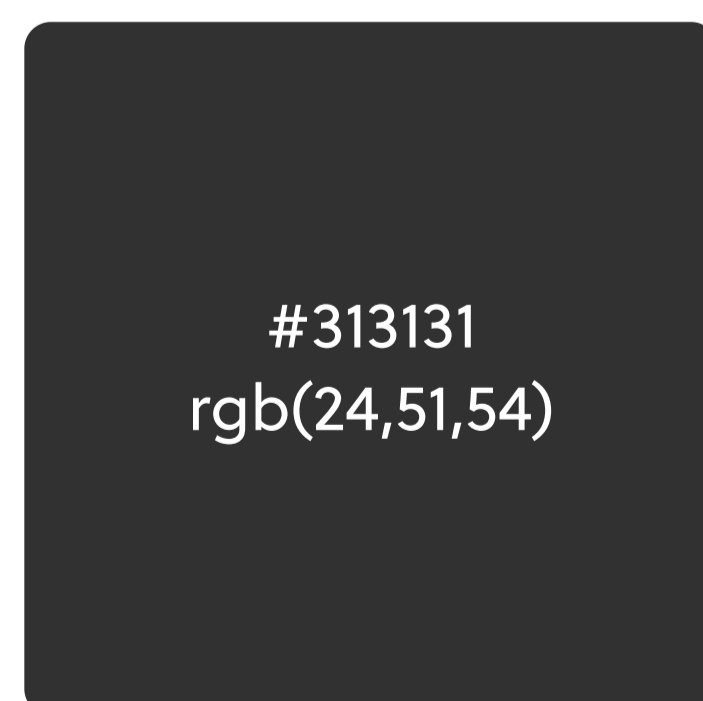
Secondary



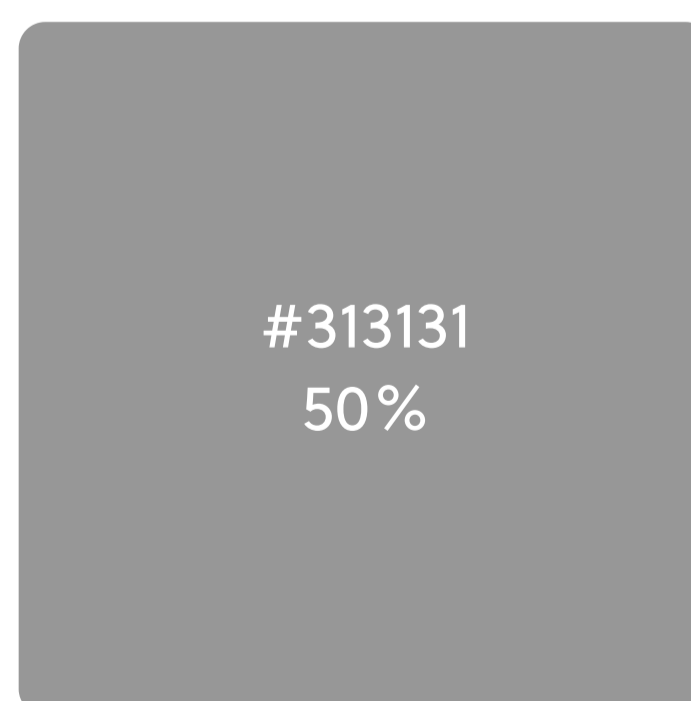
Accent



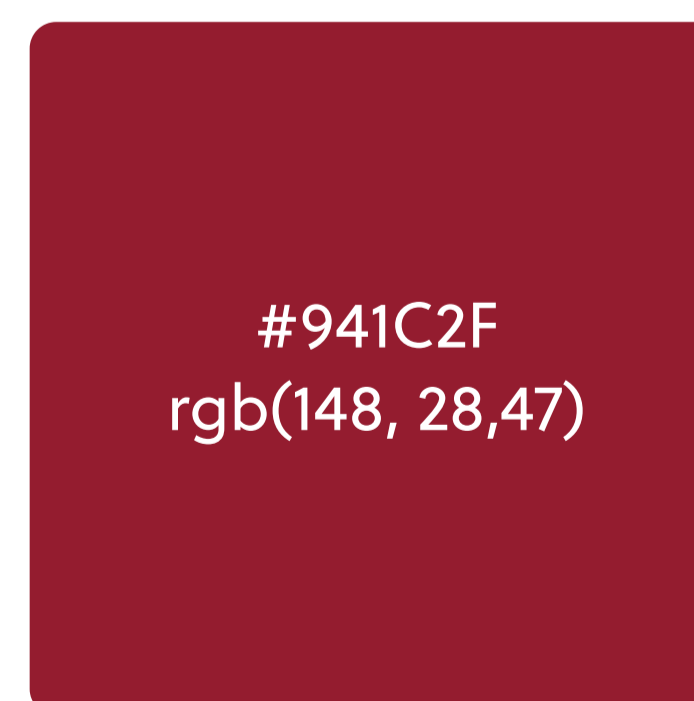
Functional



Copy



Placeholder text



Error messages

Typography

Logo

QuikFit uses two fonts - BC Alphapipe and Soleil.

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BC Alphapipe

BC Alphapipe is used for the logo only. It's casual but simultaneously stylized and fitting our brand personality.



Style: Bold
Color: #94E1F2
Usage: logo

Soleil

As a sans serif font, Soleil is the perfect match to illustrate a modern and hip vibe, but is easily legible. Soleil is used for all text except the logo.

H1 **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
0123456789

Style: Bold
Size: 32pt
Color: #313131
Use case: Screen headers
Capitalization: Sentence case

H2 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Style: Regular
Size: 24pt
Color: #313131
Use case: Paragraph headers
Capitalization: Sentence case

H3 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Style: Semibold
Size: 20pt
Color: #313131
Use case: Primary & secondary CTA
Capitalization: All caps

Body copy ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Style: Regular
Size: 16pt
Color: #313131
Use case: All copy, filter button copy
Capitalization: Sentence case

Body copy ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Style: Regular
Size: 16pt
Color: #313131, 50% opacity
Use case: Placeholder text
Capitalization: Sentence case

Caption ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Style: Regular
Size: 10pt
Color: #313131
Use case: Caption
Capitalization: Sentence case

Icons

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Share



Favorite - outline



Show password



Favorite



Checkmark



Right (see more)



Hidden password



Back



Cancel



Star (workout award)



Circled checkmark



Flame (daily challenge award)



Menu



Home



Progress bars



Video play (white arrow - grey only to illustrate)



Trophy



User



FAQ



Calendar

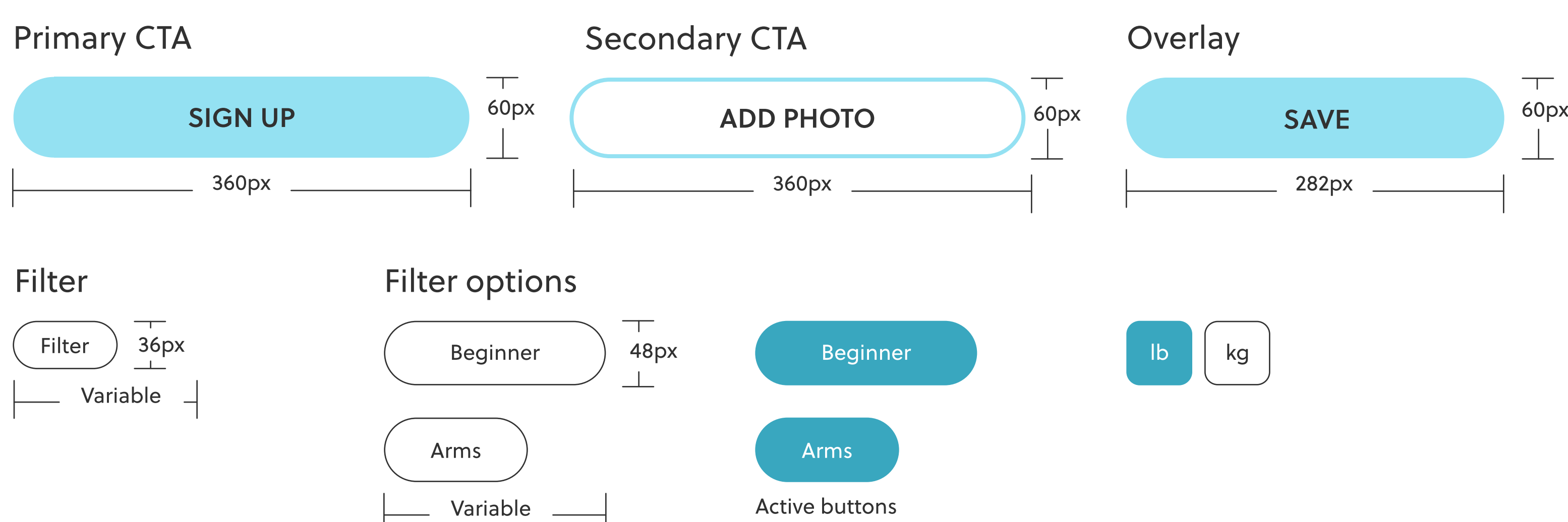


Search

UI elements

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- Color palette
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- Other considerations

Buttons

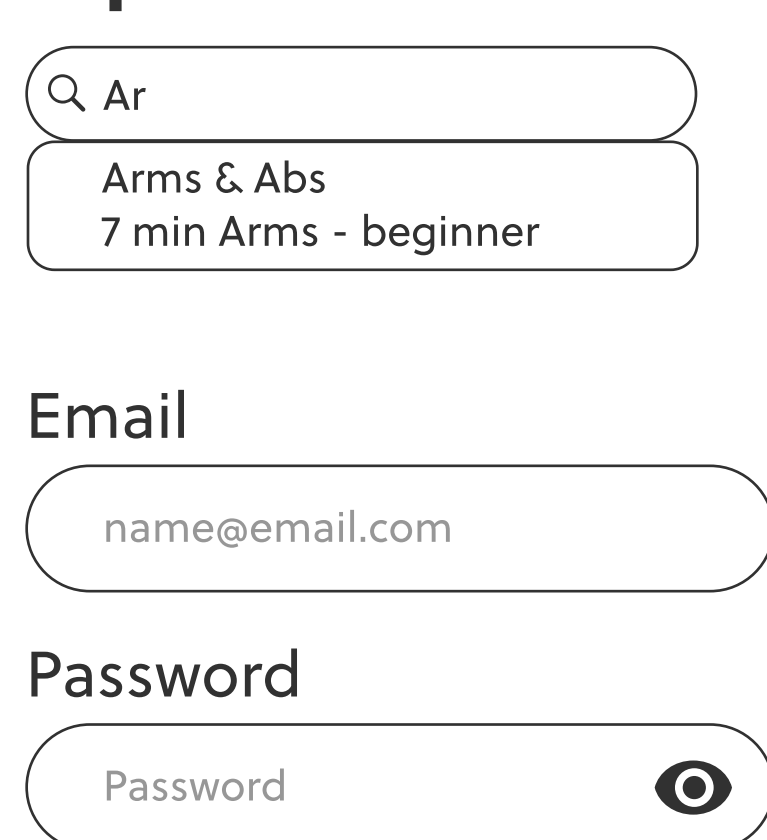


- All buttons and input fields should ensure exact semi-circle caps
- Exception: lb & kg buttons

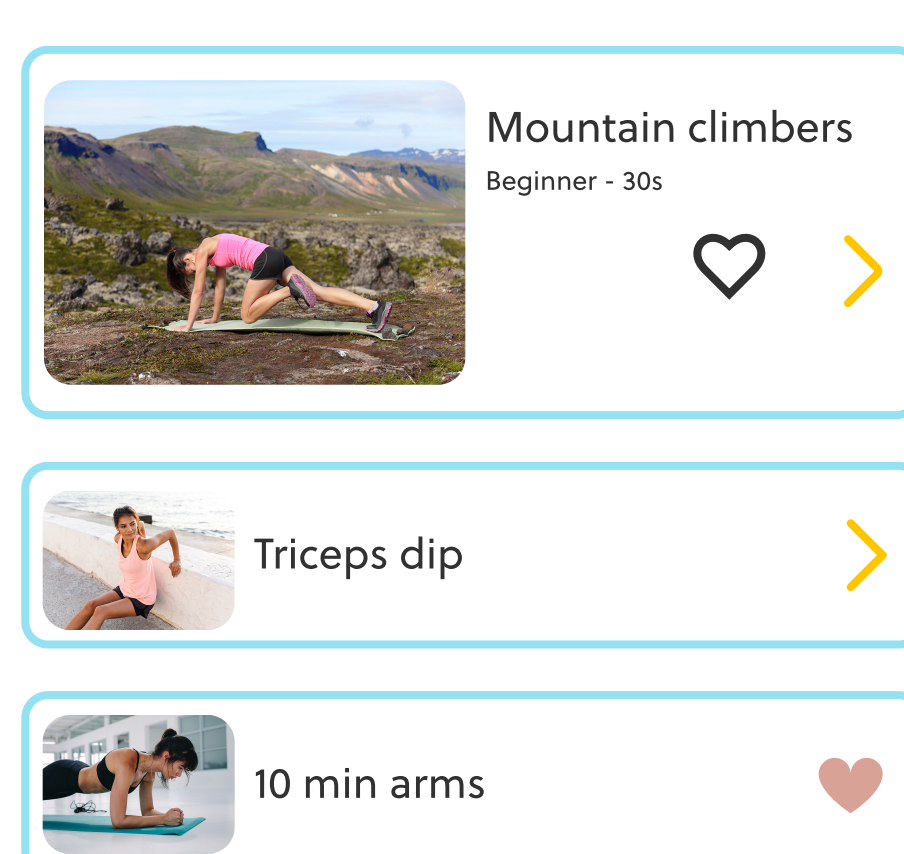
- CTA fill and borders: #94E1F2, 3px border
- CTA font style: Soleil 20pt, #313131, semibold, all caps

- Filter fill and borders: #39A7BF, 1px border
- Filter font style: Soleil 16pt, #313131, regular, sentence case. For active filter, use #FFFFFF

Input fields

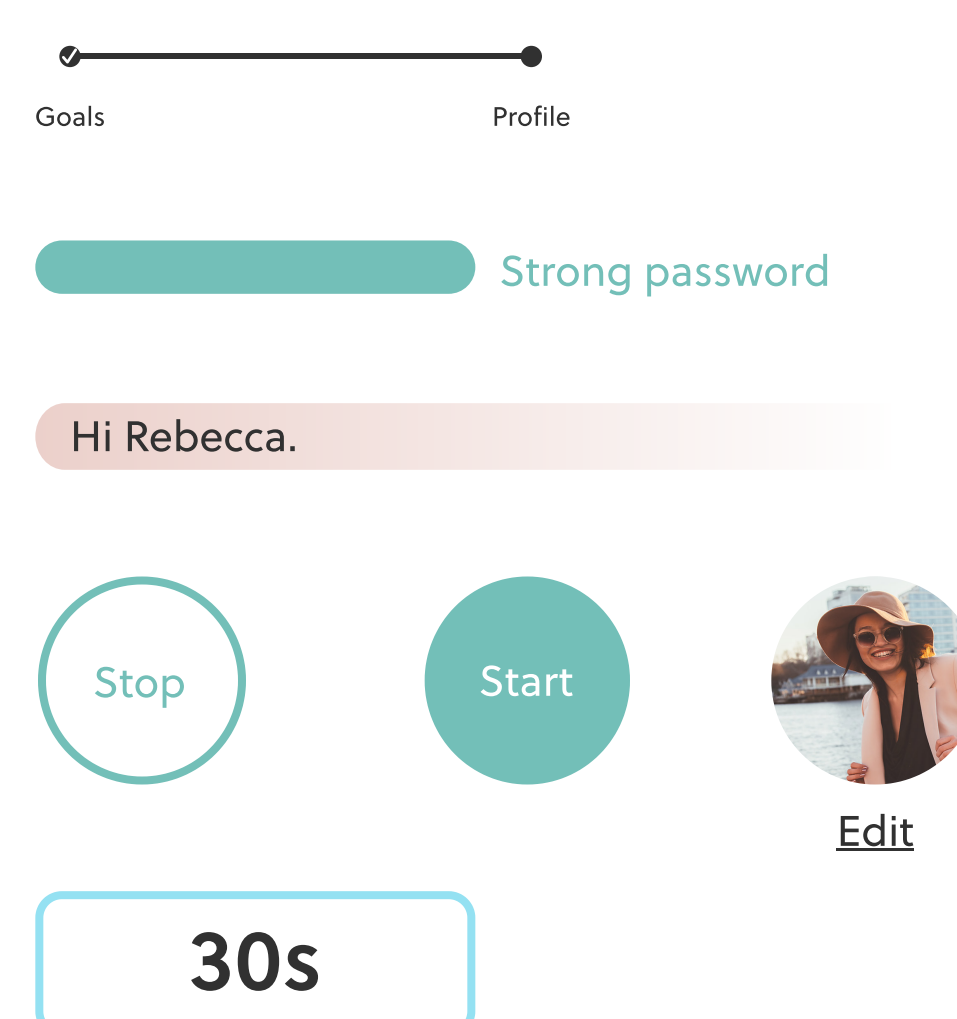


Cards

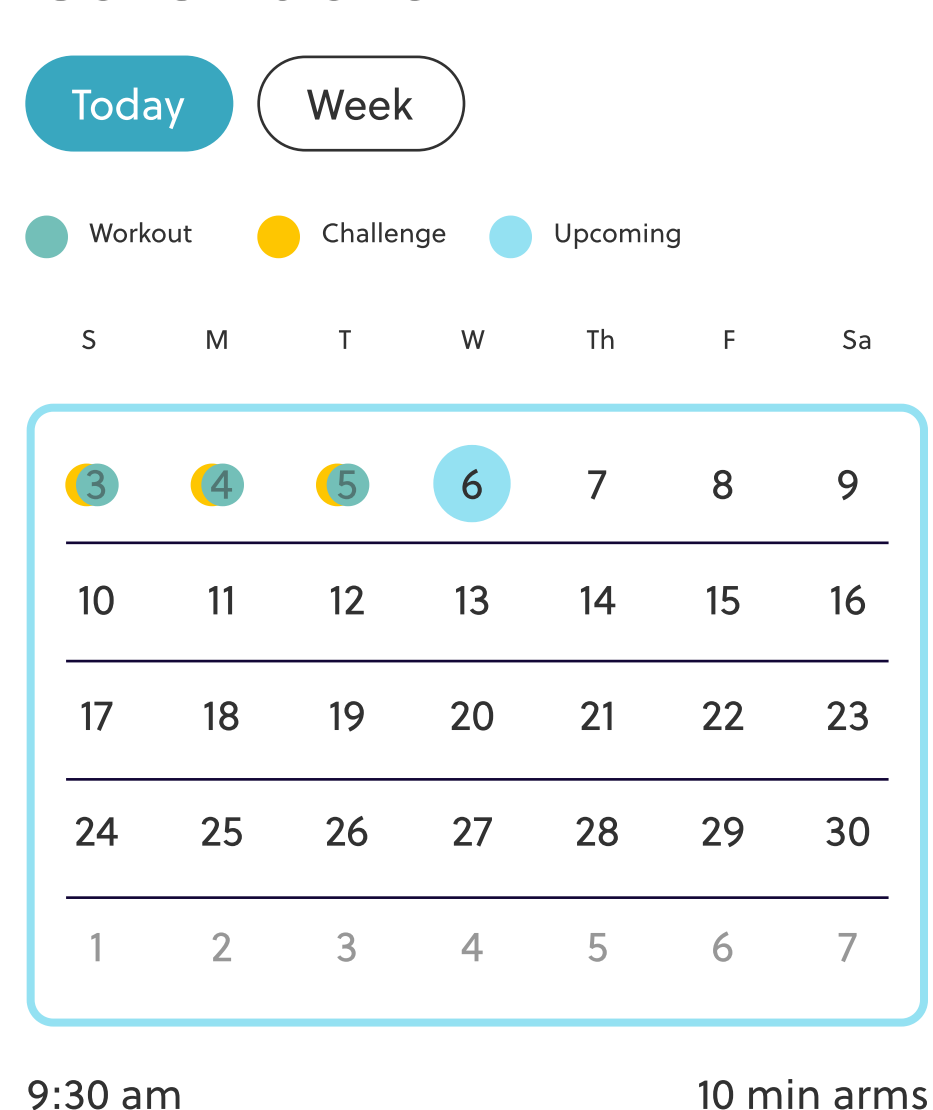


- Cards and images have rounded edges - 10 radius

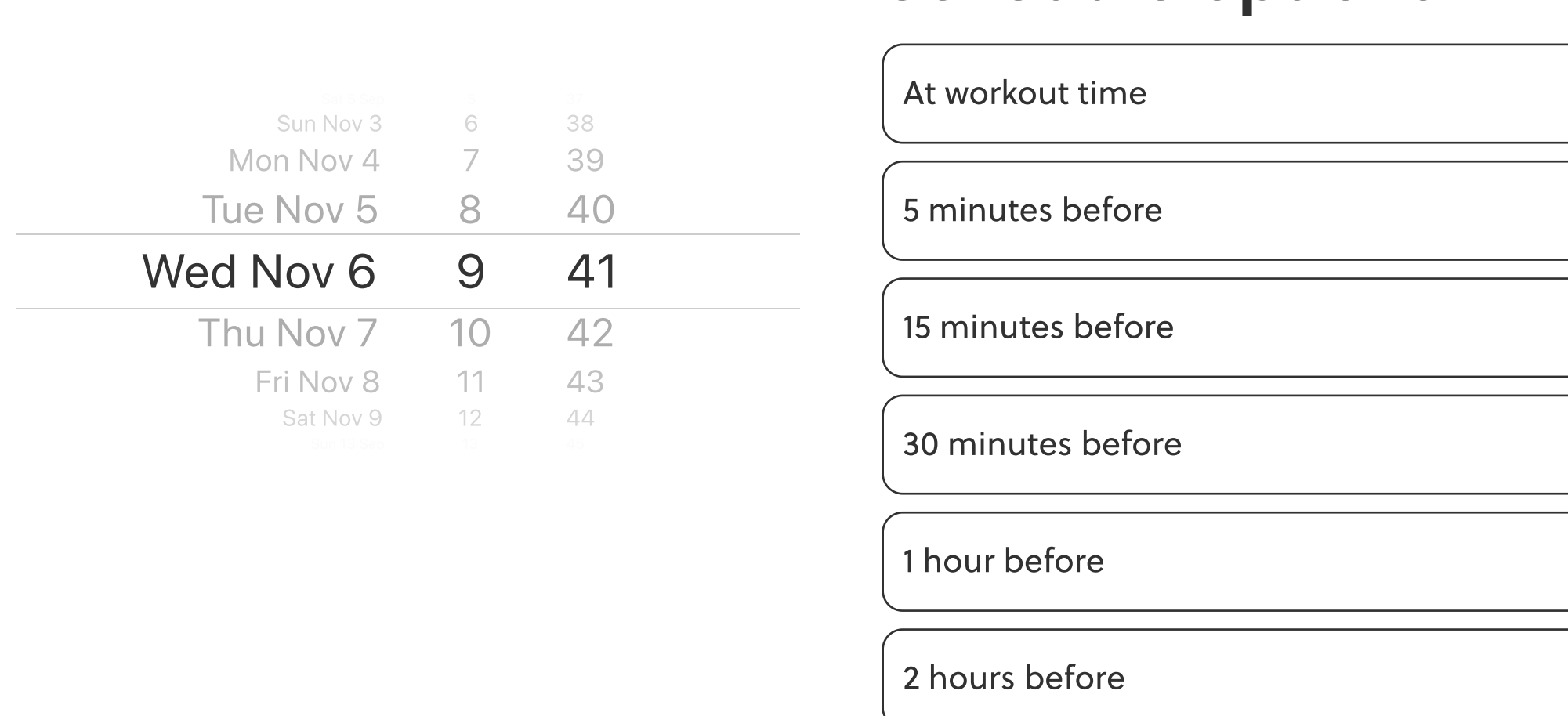
General



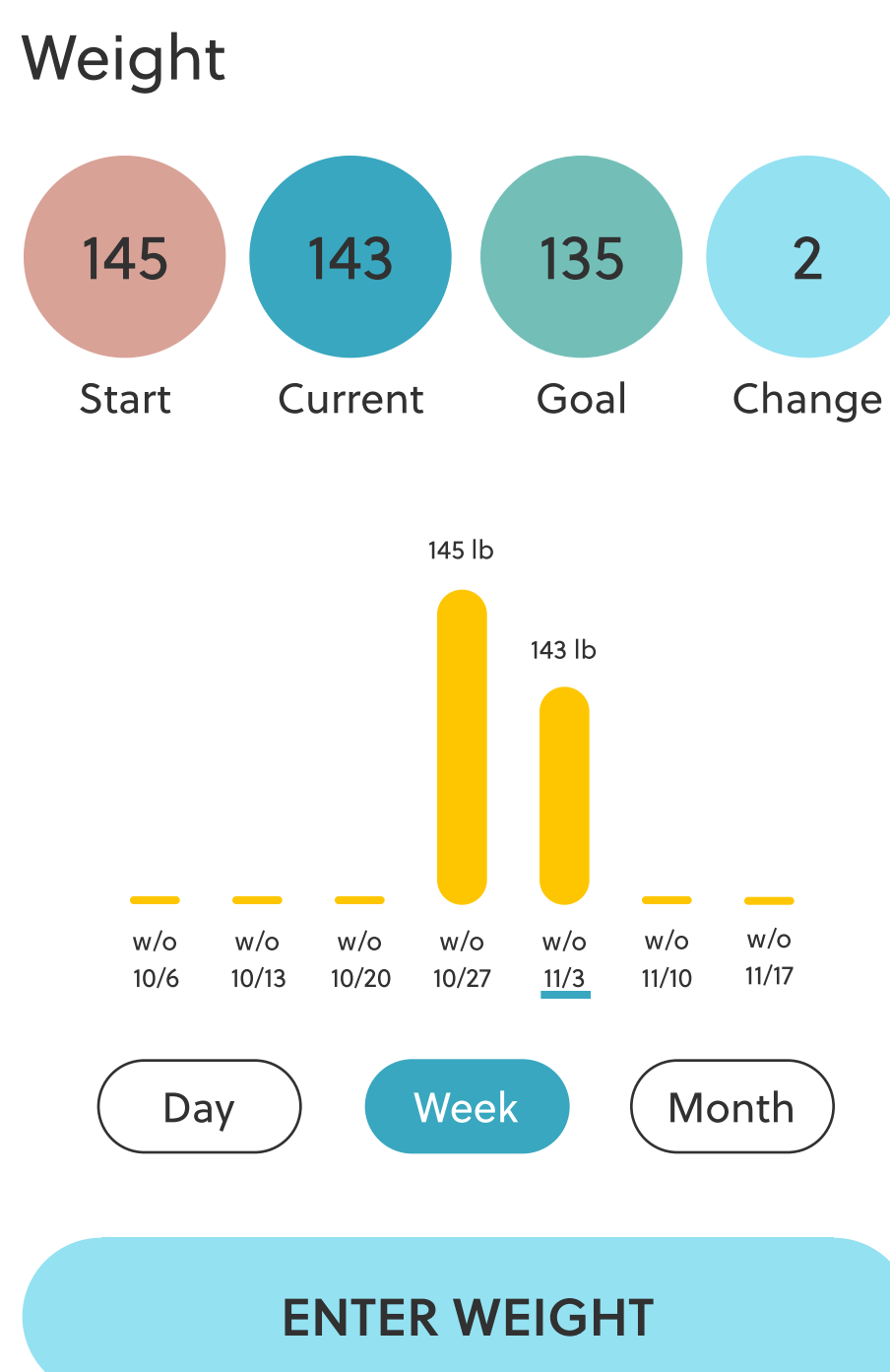
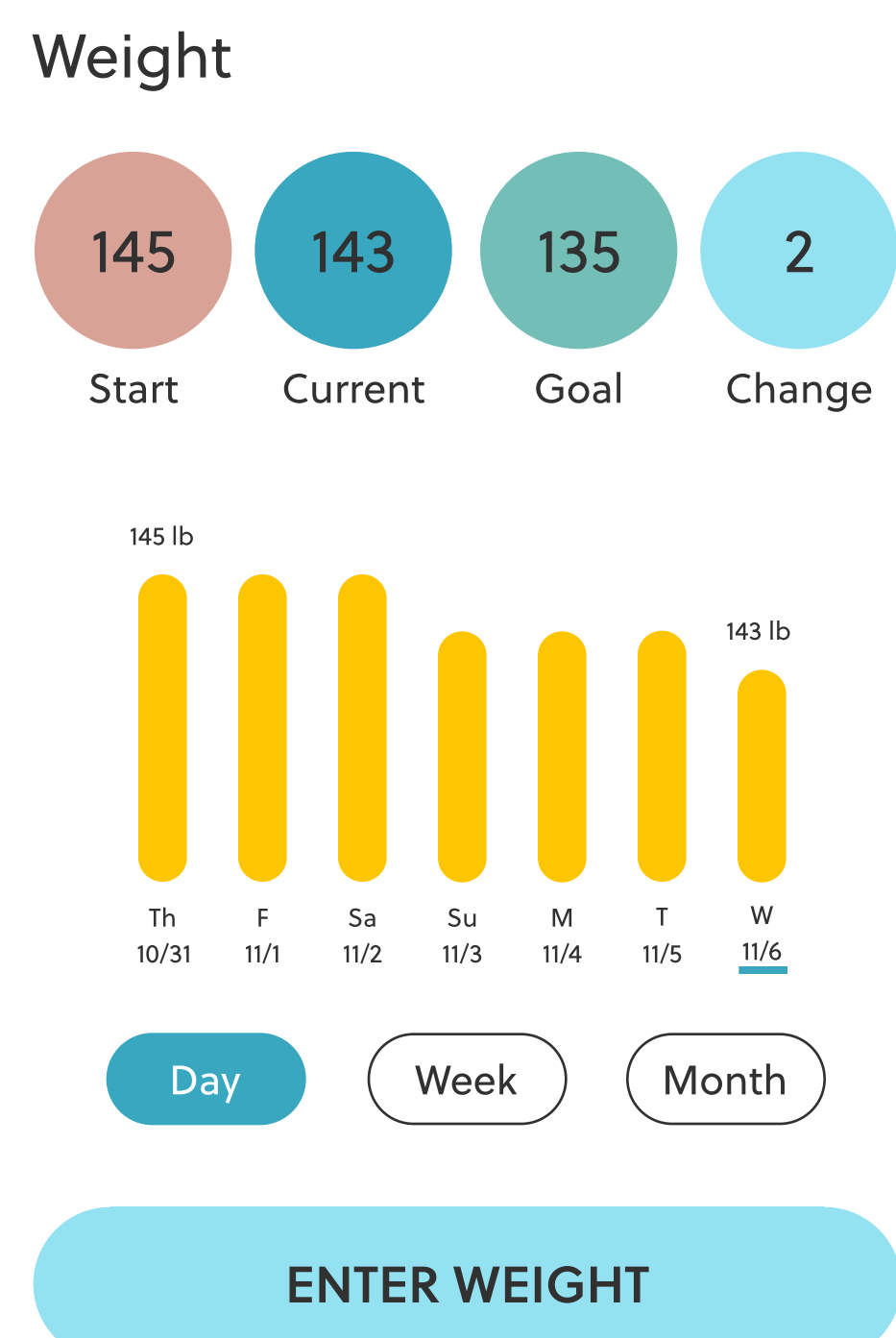
Calendars



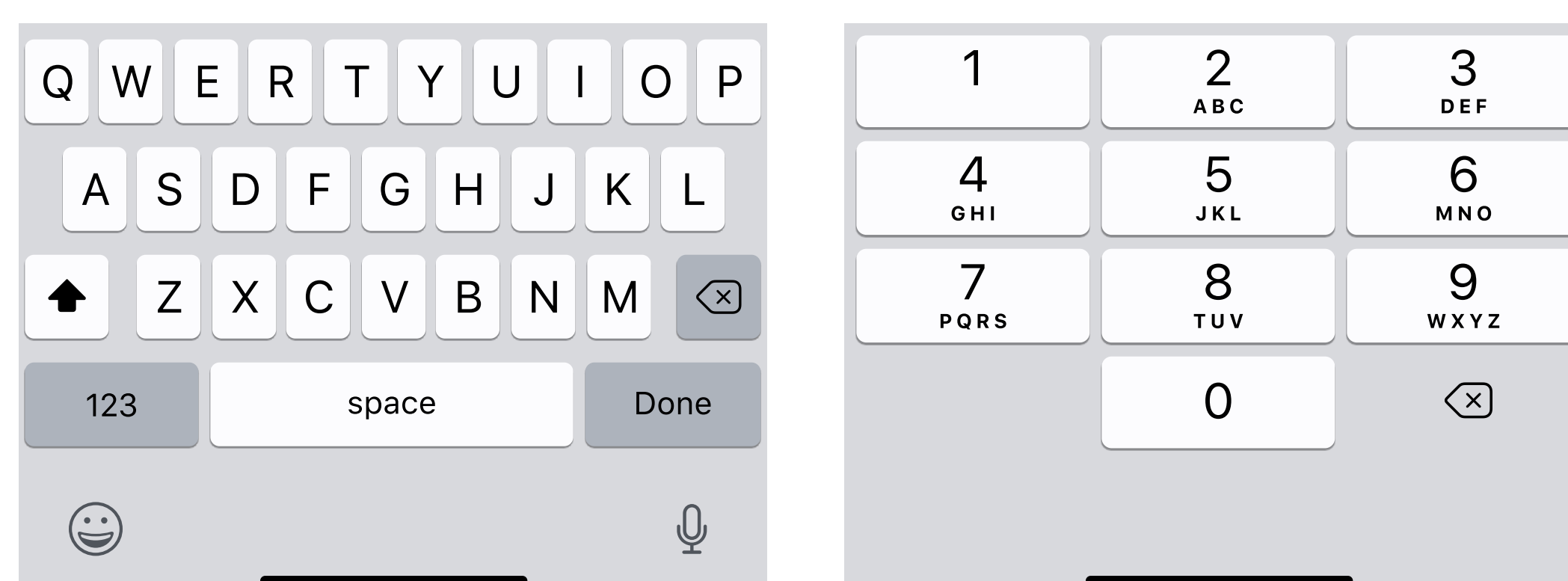
Schedule options



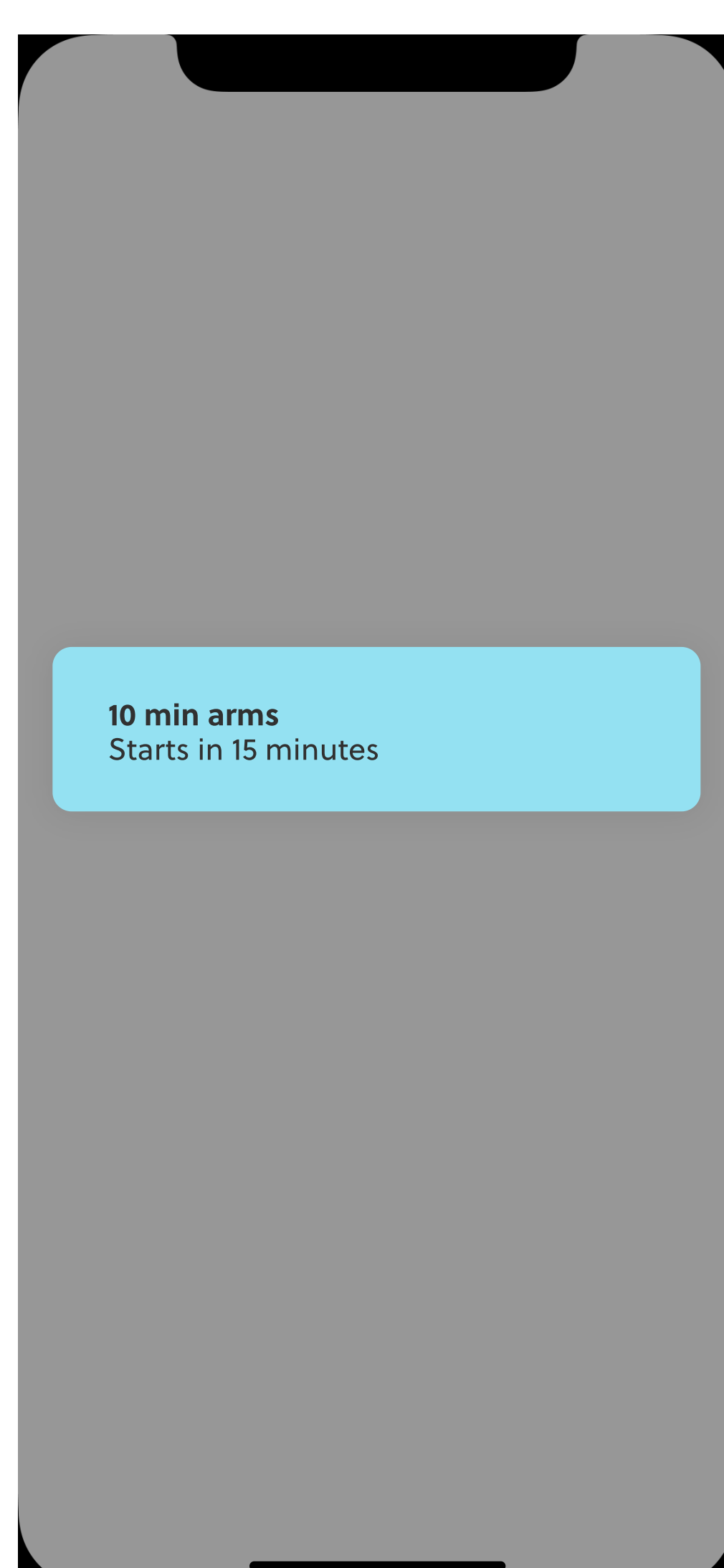
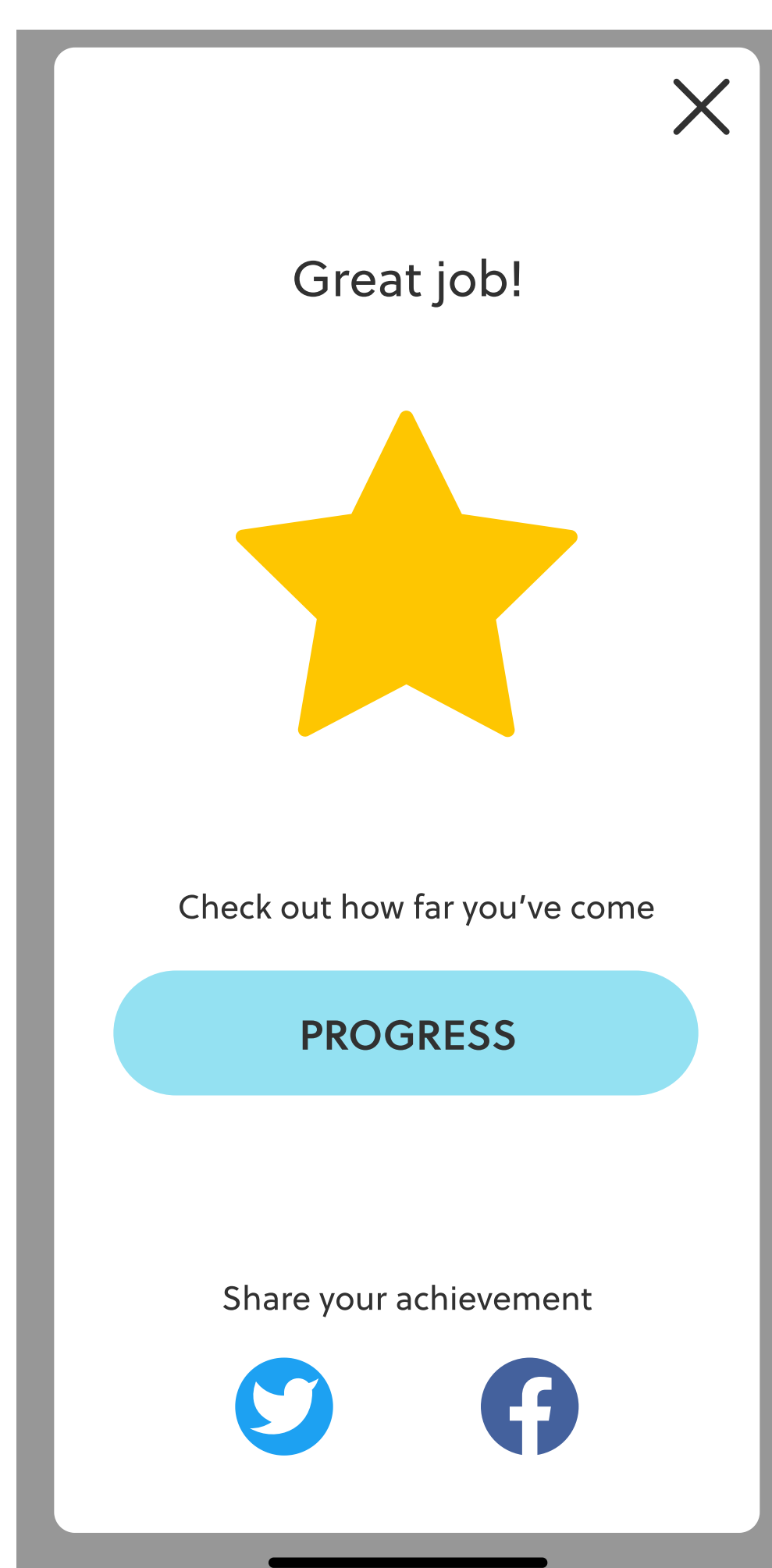
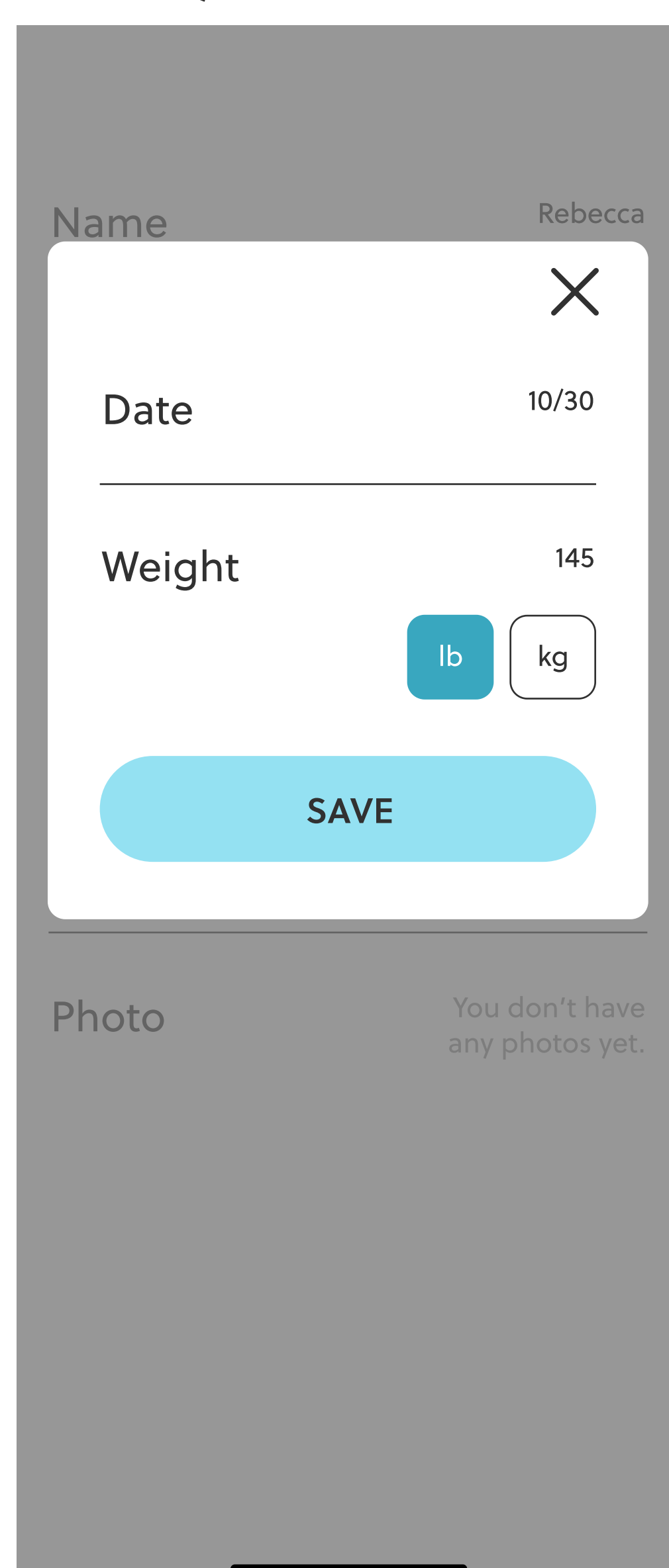
Weight progress charts



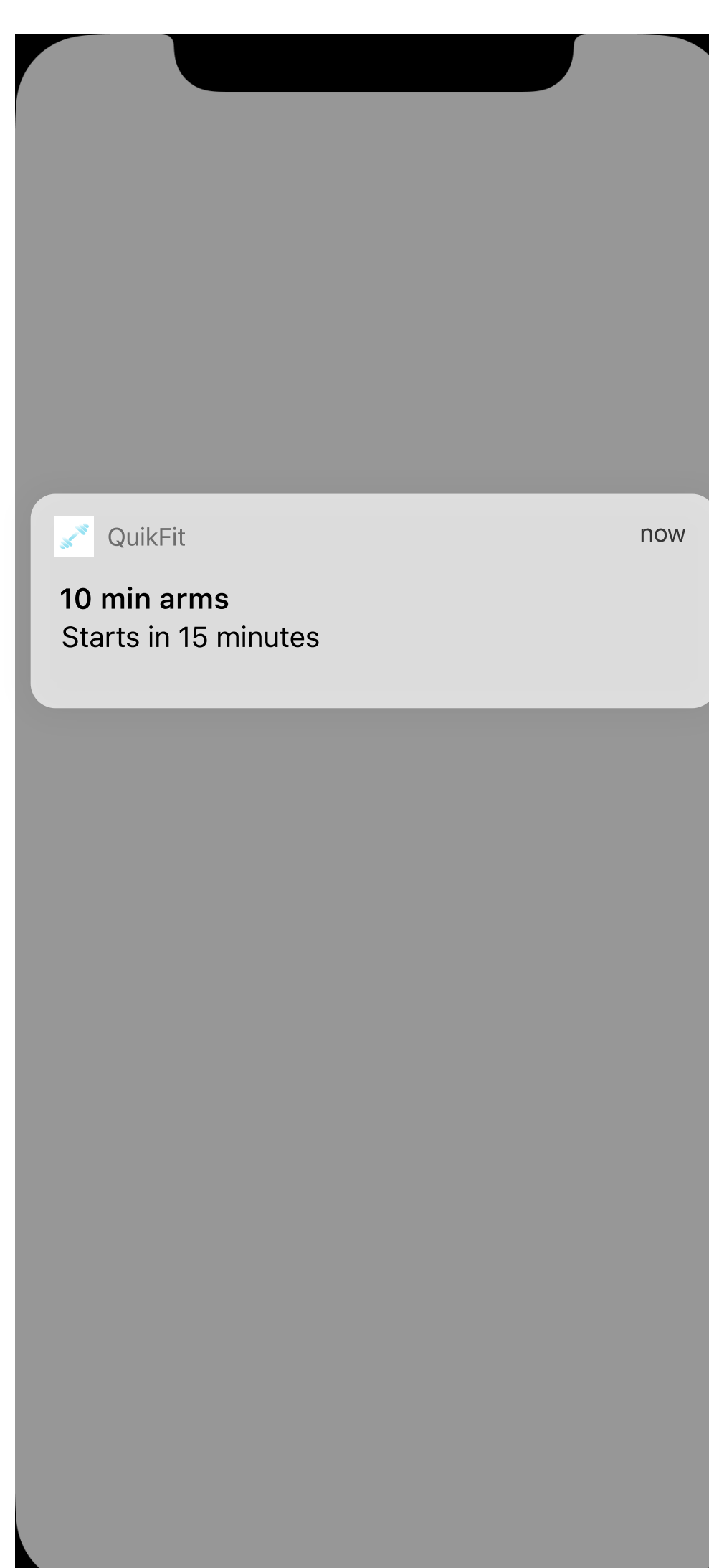
Keyboards



Overlays



In-app notification



System notification

Imagery

Logo

Confident, young, modern, fun, personable. Being active can fit your lifestyle.

Color palette

Images should reflect this personality and belief:

Typography

- Authentic
- Contemporary
- Slightly muted tones
- Lifestyle shots
- Mildly serious to casual look when exercising - no one looks serious about exercising.
- Regular people from different ethnic backgrounds and body shapes and sizes
- Studio shots fitting overall guidelines are acceptable

Icons

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Avoid

- Overly posed and/or dated images
- Gritty, athletic look
- Black and white images
- Only featuring extremely fit models



Other considerations

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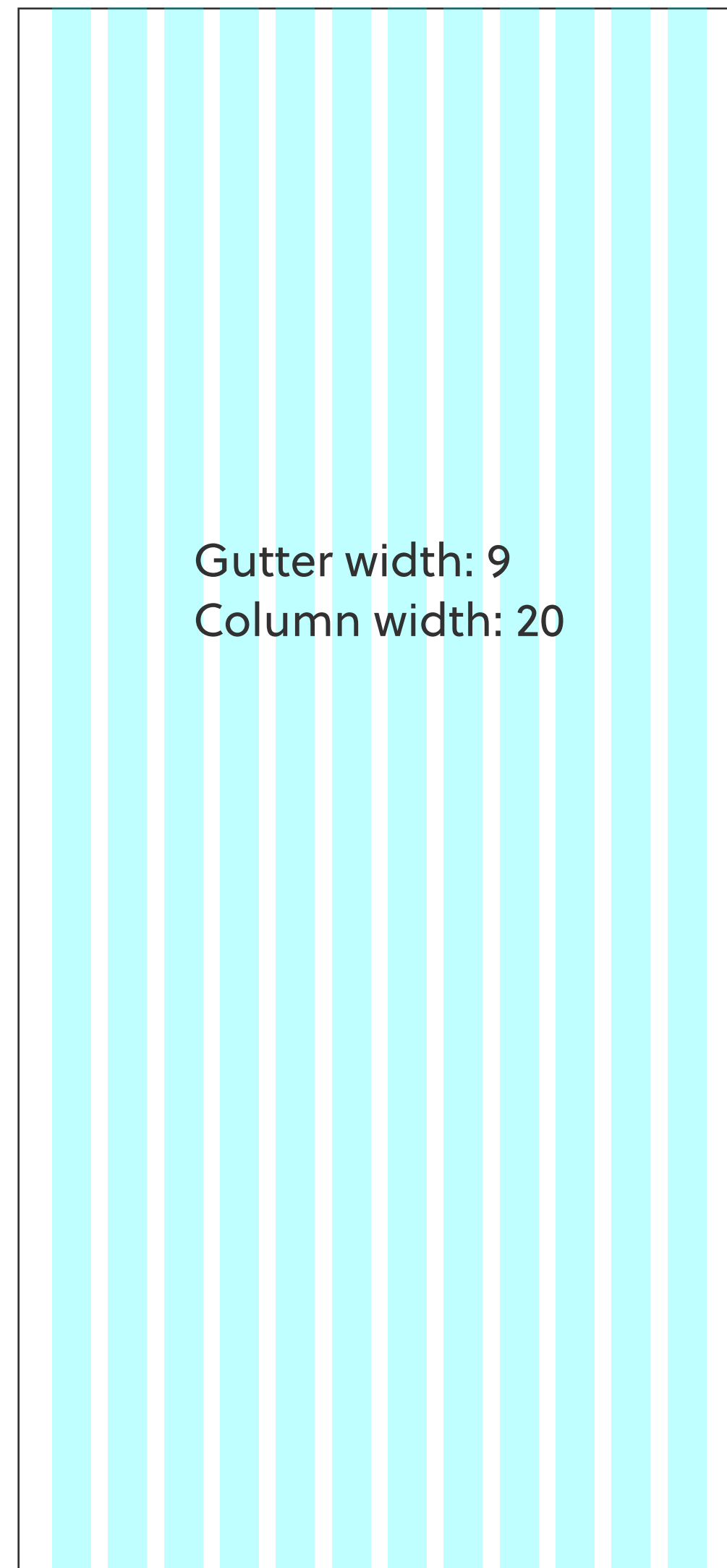
Imagery

Other considerations

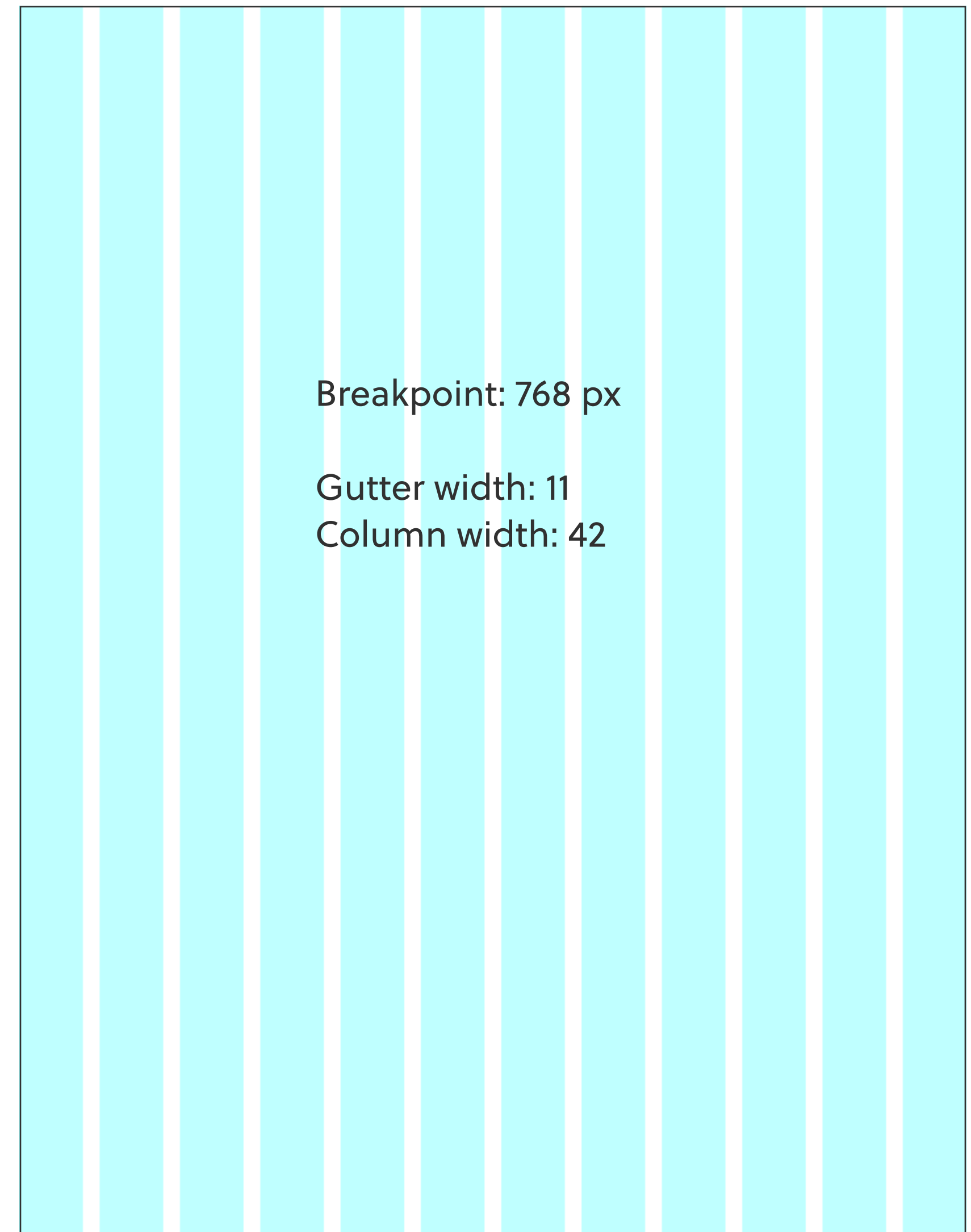
Grid

The QuikFit web app uses a 12-column grid to be responsive at different breakpoints.

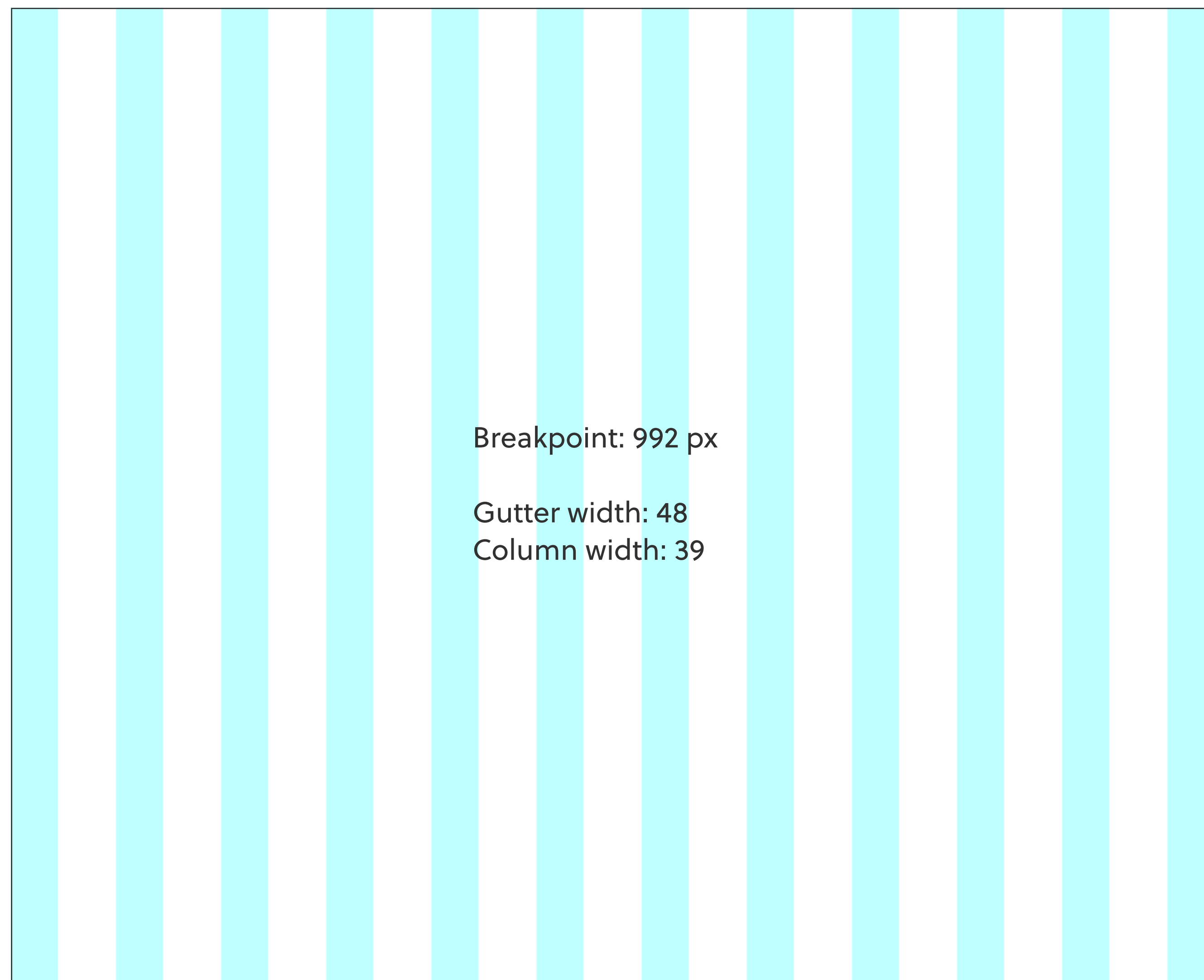
Mobile



Tablet



Desktop



Animation

Animation should be informative or add value when using QuikFit.

Voice feedback

Quick voice feedback will be used after the workout countdown to indicate and describe which workout the user is doing. It provides smooth transition into starting the workout.