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UI STYLE GUIDE



Overview

- 
- 01.** Logo
 - 02.** Colors
 - 03.** Typography
 - 04.** Icons
 - 05.** Buttons
 - 06.** Cards
 - 07.** Imagery
 - 08.** Grid
 - 09.** Elements

01. Logo

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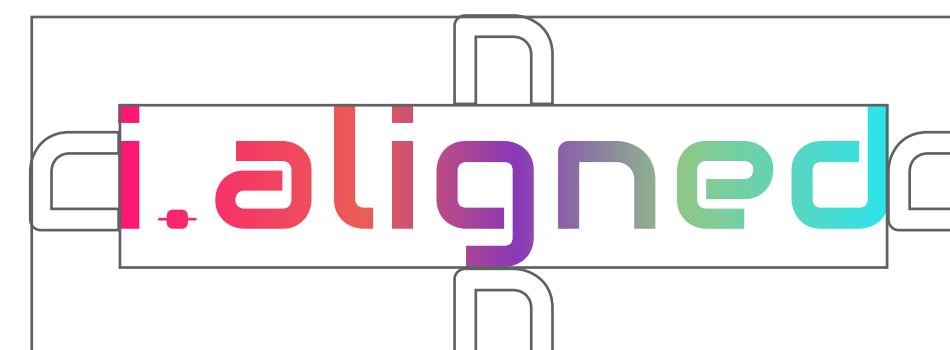


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Minimus size

The digital smallest
version of the logo for web
app



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01.1 Logo versions



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Full version

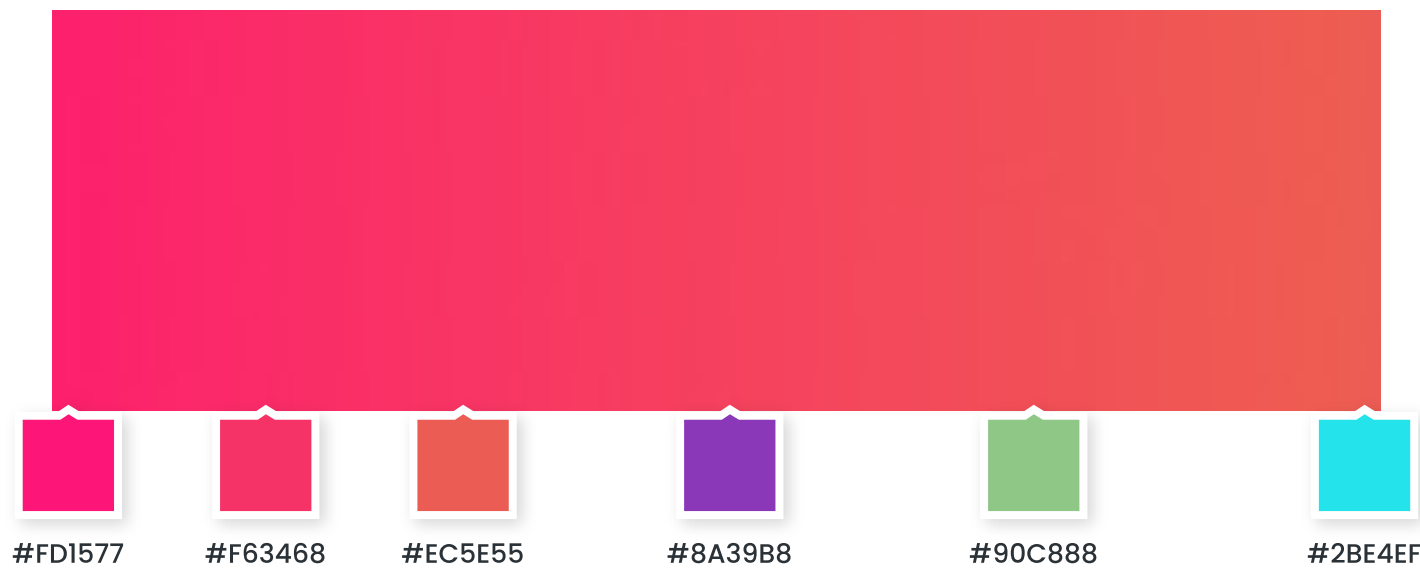
Isotype



App icon

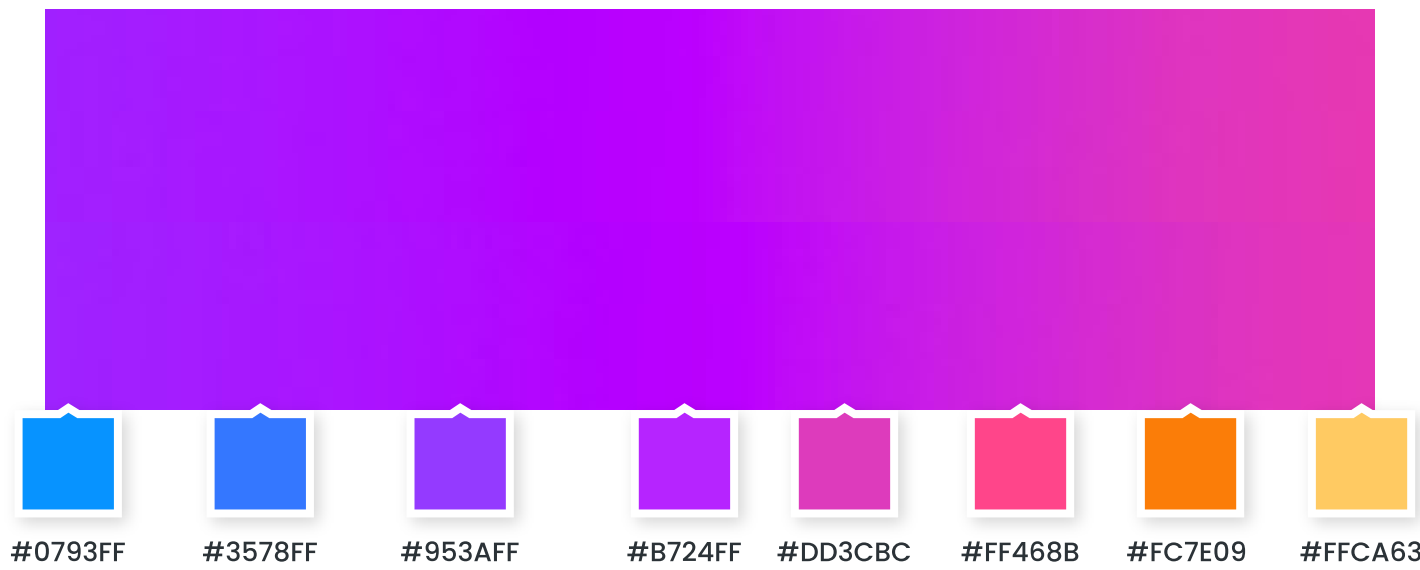
02.1 Gradients

Gradient “ Full Rainbow”



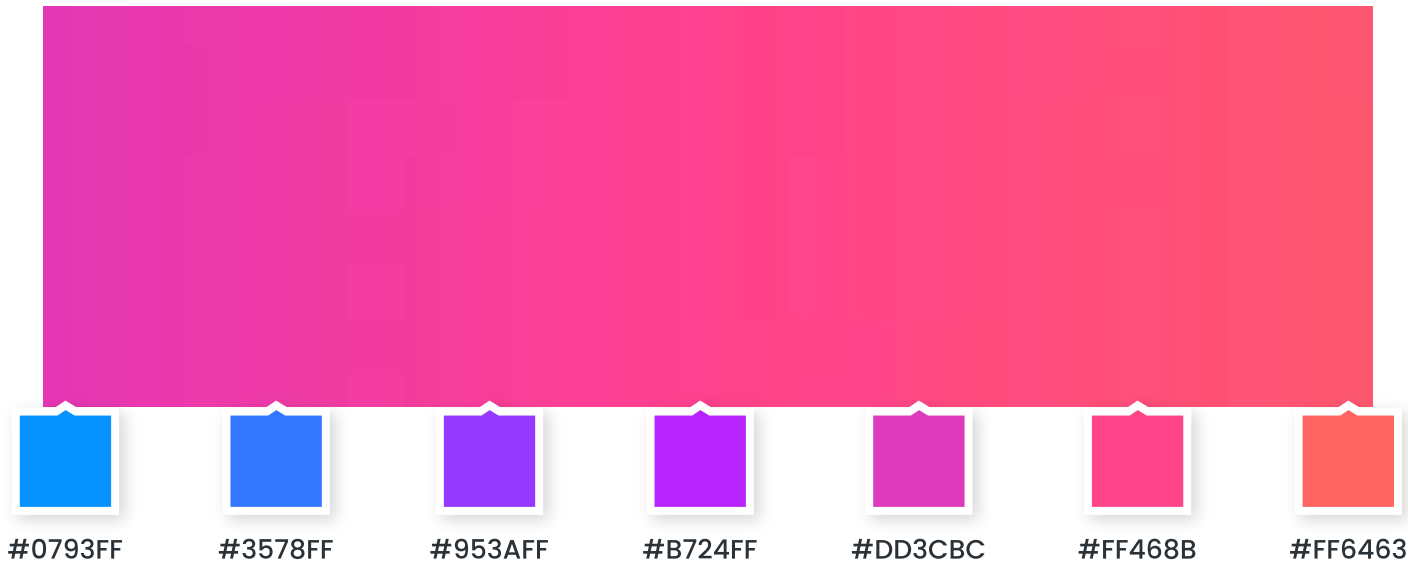
Logo • Isotype • Low lines

Gradient “Rainbow in four”



Stand out all kind of workouts

Gradient “Rainbow in three”



Bg Buttons • Text buttons • Icons

The image displays a color palette specification for a design system. It is organized into four main sections, each representing a different color family or type. The first section, 'Strength', features a red color family with three variations: a solid color, a gradient, and a gradient to transparent. The second section, 'Cardio', features a purple color family with the same three variations. The third section, 'Balance', features a blue color family with the same three variations. The fourth section, 'Dark grey', features a dark grey color family with a solid color swatch and a gradient swatch. Each section includes a label for the color family and a corresponding color code. The 'Strength' section also includes a '10%' and '20%' label on the solid color swatch. The 'Dark grey' section includes a color code '#2C3237' for the solid color and '#9096A5' for the gradient. A small decorative element is located at the bottom left of the image.



Response	Percentage
Good job	10%
Not doing a good job	20%

10%

20%

overlying #000000

#FF7A7B

Figure 1. The effect of the number of trials on the number of correct responses. The number of correct responses was significantly higher for the 10-trial condition than for the 5-trial condition. Error bars represent the standard error of the mean.

Gradient to transparent

Response	Percentage
Fair	10%
Not fair	20%
Don't know	70%

10%

20%

overlaying #000000

#BC79FF

Figure 1. The effect of the number of trials on the number of correct responses. The number of correct responses was significantly higher for the 10 trials condition than for the 5 trials condition. Error bars represent the standard error of the mean.

Gradient to transparent

Percentage	Color
10%	Dark Blue
20%	Medium Blue
70%	Light Blue

10%

20%

overlying #000000

#BC79FF

Gradient to transparent

#2C3237

#9096A5

03.

Typography

Railway

Saira

&

Titles &
Headings

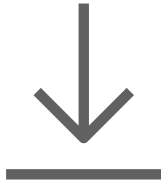
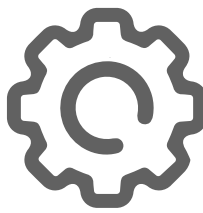
Name	Font-Family	Font-Weight	Font-Size	Kearning	High-Line
Heading 1	Saira	Bold	40	0%	46 px
Heading 2	Saira	Medium	35	0%	43 px
Heading 3	Saira	Medium	22	0%	33 px
Heading 4	Raleway	Medium	14	3%	26 px

Paragraphs

Name	Font-Family	Font-Weight	Font-Size	Kearning	High-Line
Paragraph 1	Raleway	Medium	16	0%	26 px
Paragraph 2	Raleway	Medium	12	0%	22 px

04. Icons

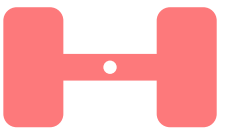
General

Avatar		Bookmark		Arrow	
Calendar On		Back		Share	
Calendar Off		Bell Off		Download	
Timer		Bell On		Close	
Check 1		Settings		More	
Check 2		Magnify		Check 1	

Level

Low	
Medium	
High	

Workouts & Challenges Categories

Strength	
Cardio	
Balance	

05. Buttons

Dashboard

Challenges Link

Challenges

Workout Link

Workouts

Challenges Unselected & Bookmark

Challenges

Workouts Unselected & Bookmark

Workouts

Challenges Link & Bookmark Unselected

Challenges

Workouts Link & Bookmark Unselected

Workouts

Challenges Link & Bookmark Selected

Challenges

Workout Link & Bookmark Selected

Workouts

Buttons

190 px

6 ∅

44 px

Text button

Hyperlink!

Text Link

→

Text button

Text Link

TO ACTIVATE

ACTIVATED

high

high

Toogle Buttons

OFF

ON

Special Buttons

TO ACTIVATE

ACTIVATED

Download

Start

Tabs

EQ music mode

Brass

Surround

Jazz

Party

all

strength

cardio

balance

all

strength

cardio

balance

all

strength

cardio

balance

all

strength

cardio

balance

06. Cards | Challenges

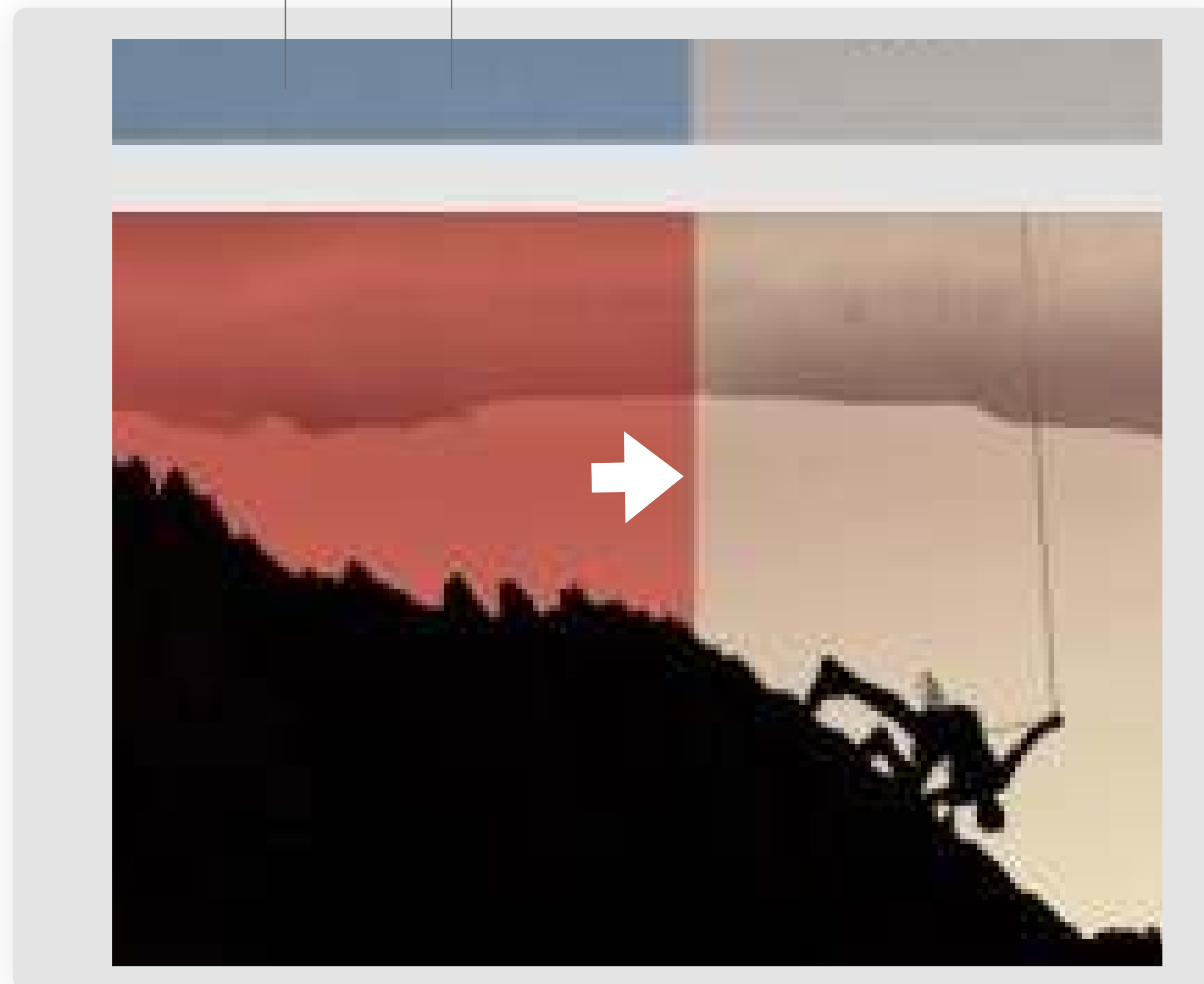
LAYER 2

Colored Multiply

Blend Mode

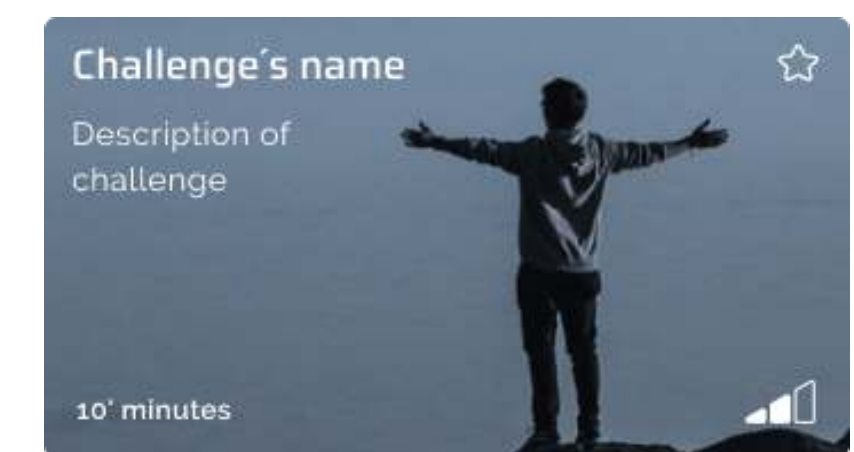
IMAGE

Background



Appropriate Imagery Treated

- Challenges imagery objective, relevant| that user could follow their inner aim "looking for emotions" because emotions is the only truly thing and unique the user could experiment.
- Image as background with low saturation (10-30%). image supporting what we want to convey to the user and adding visual interest. i will test the text to make sure it is readable.
- There is a colored layer according to ui palette to ensure consistency
- Images that the focal point would be on the emotion
- According to the quantity theory, the image will not cover more that 33% of the layout as it is supporting but it is not the main content we want the user to consume
- Subject | we want to engage the user to reflect their emotions so for the case of challenges, we look for pictures that could make your think of that feeling such a freedom, resistance, adrenaline and so on



06. Cards | Workouts

Appropriate Imagery Treated

- Challenges Imagery Objective, Relevant | That User Imaging Themselves In The Situation Of Working Out. Never To Idealize A Situation But To Inspire Them.
- Image As Background With Low Saturation (10-30%). Image Supporting What We Want To Convey To The User And Adding Visual Interest. I Will Test The Text To Make Sure It Is Readable.
- There Is A Colored Layer According To Ui Palette To Ensure Consistency
- Images That The Focal Point Would Be On The Action
- According To The Quantity Theory, The Image Will Not Cover More That 33% Of The Layout As It Is Supporting But It Is Not The Main Content We Want The User To Consume
- Subject | A Regular Person Will Be Doing The Workouts Either In Action Or Preparing The Environment.

Layer 3

Black Multiply (10-30%)

Blend Mode

LAYER 2

Colored Multiply

Blend Mode

IMAGE

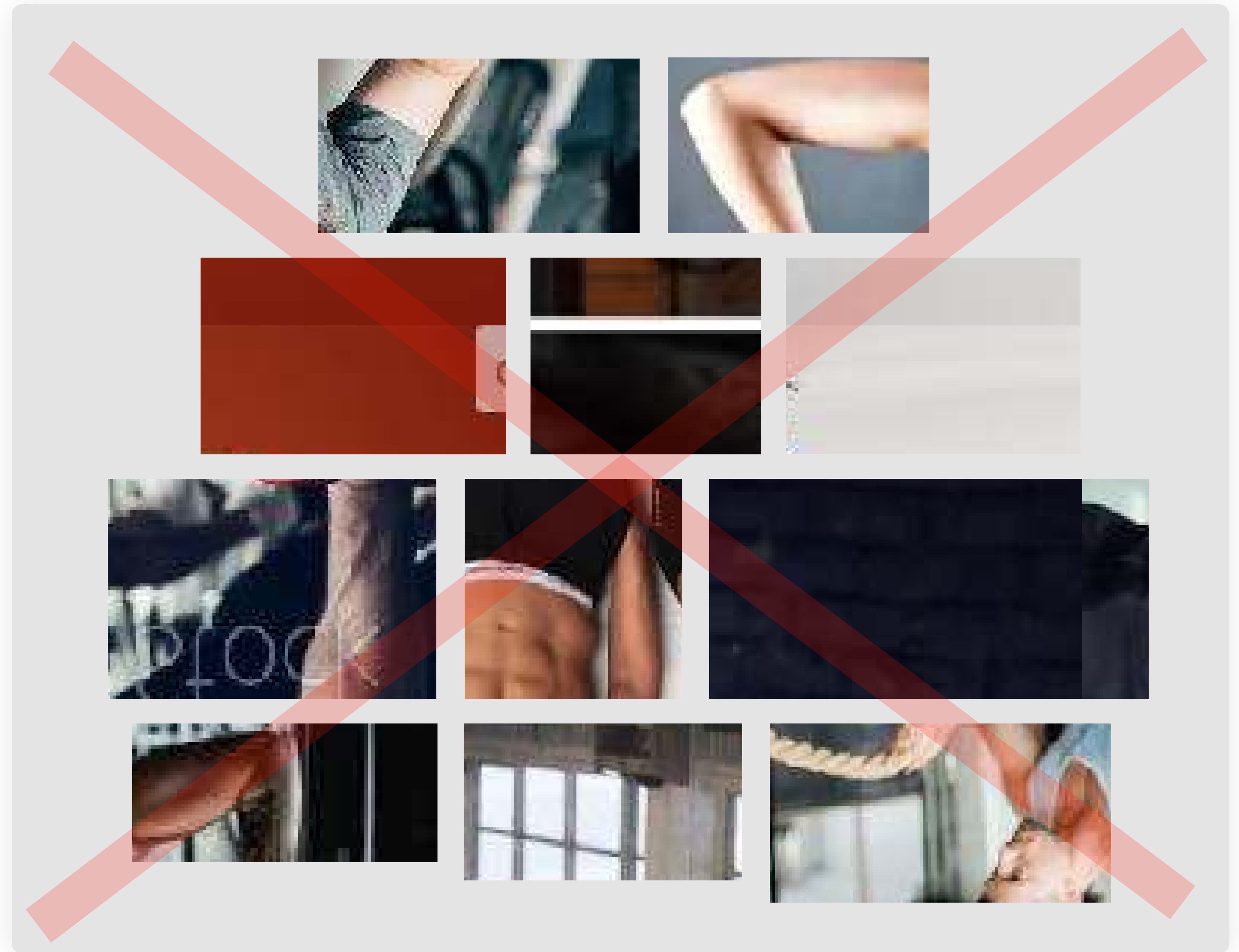
Background



07. Inappropriate Imagery

Guiding Text

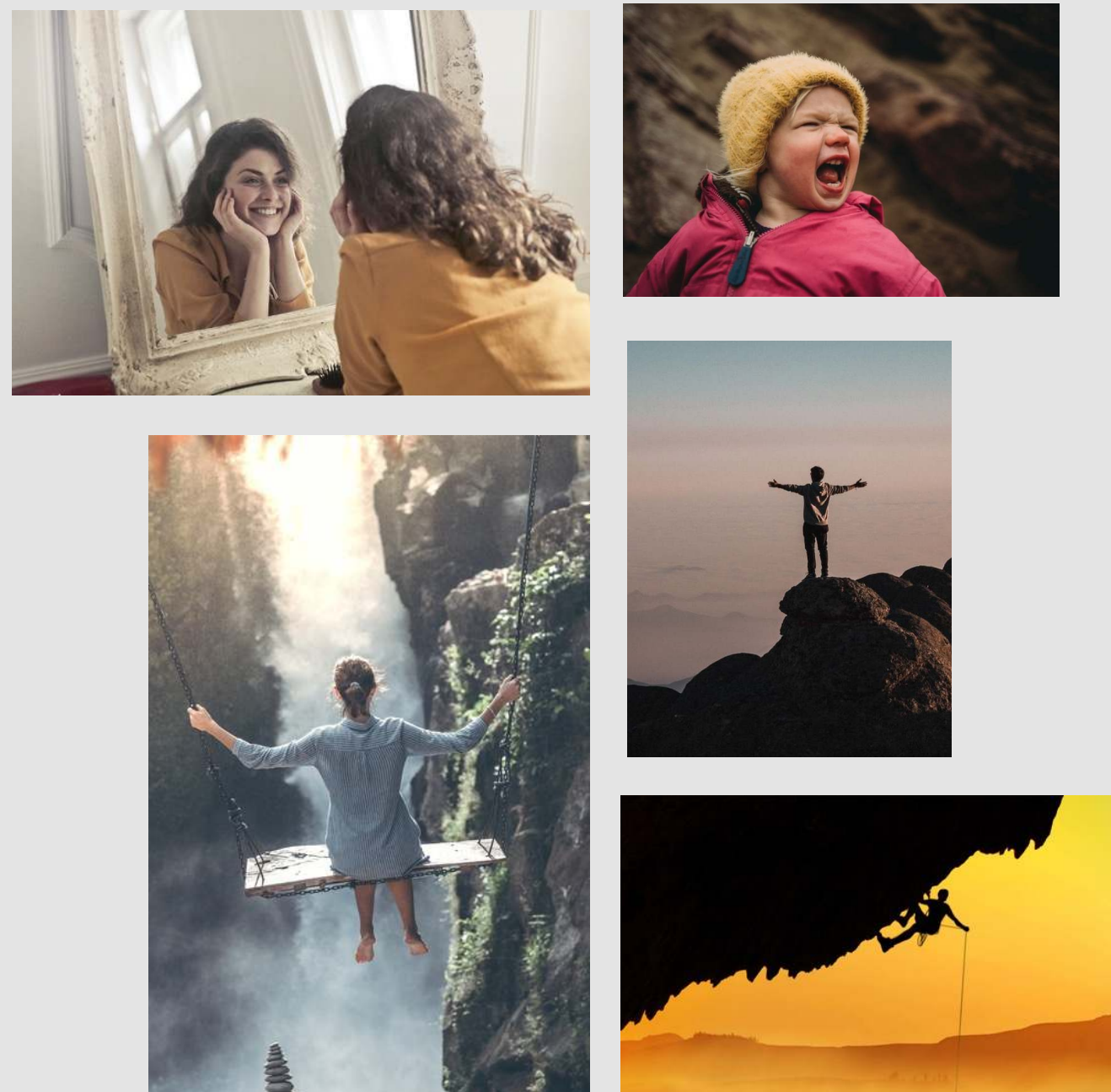
- No with material that people can not use at their installations
- No people boasting of their muscles
- No sad/tired people or sad/tired moments
- No images without the specific treatment.
- No focus on the body but on the achievement
- No body cult images
- No images from gyms
- No unrealistic images



07. Appropriate Imagery

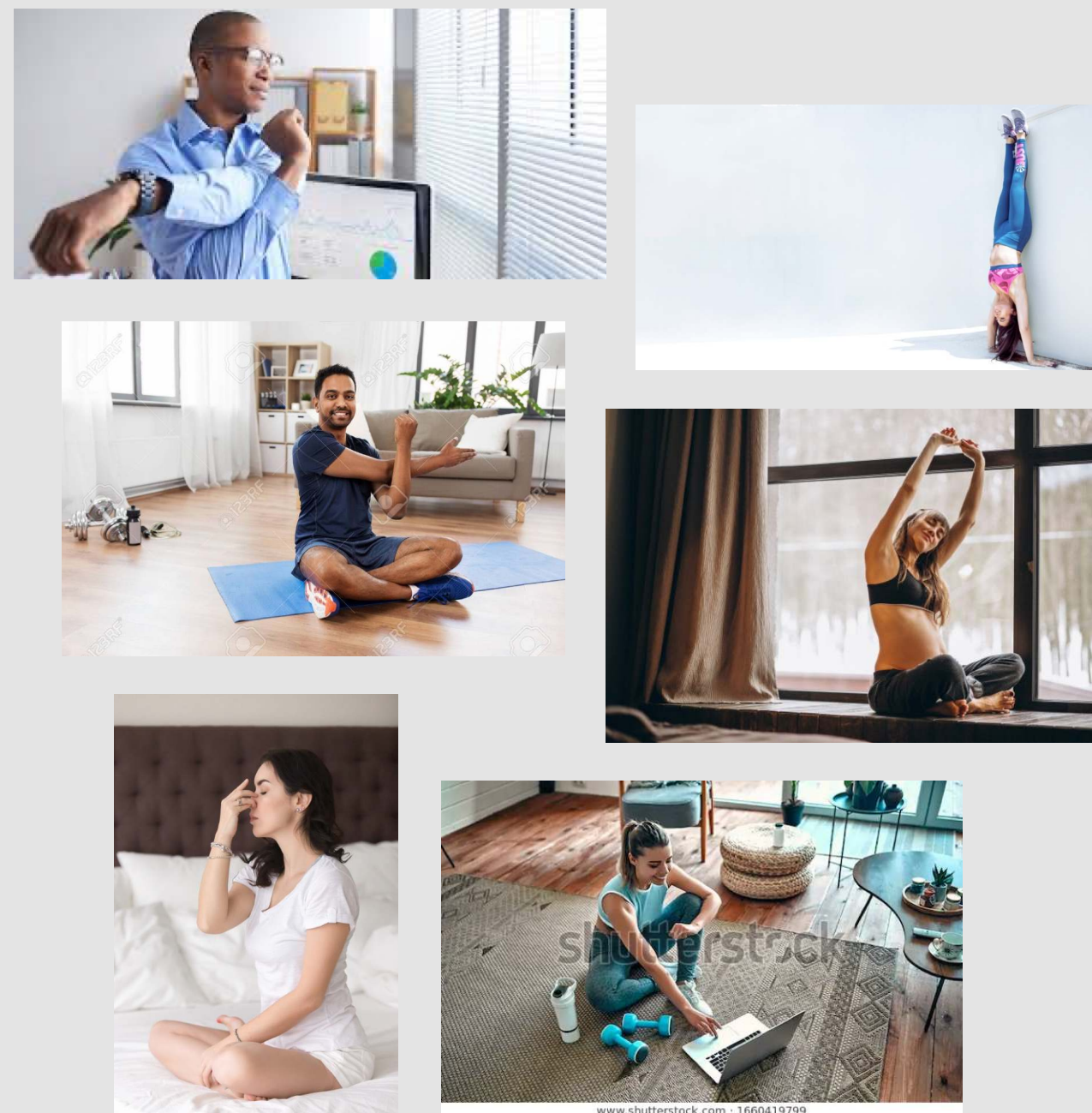
Challenges | Guiding Text

- **What** | Pictures based on feelings that the user will achieved going through the challenge.
- **Treatment** | Low saturation of color with a colored layer on top.



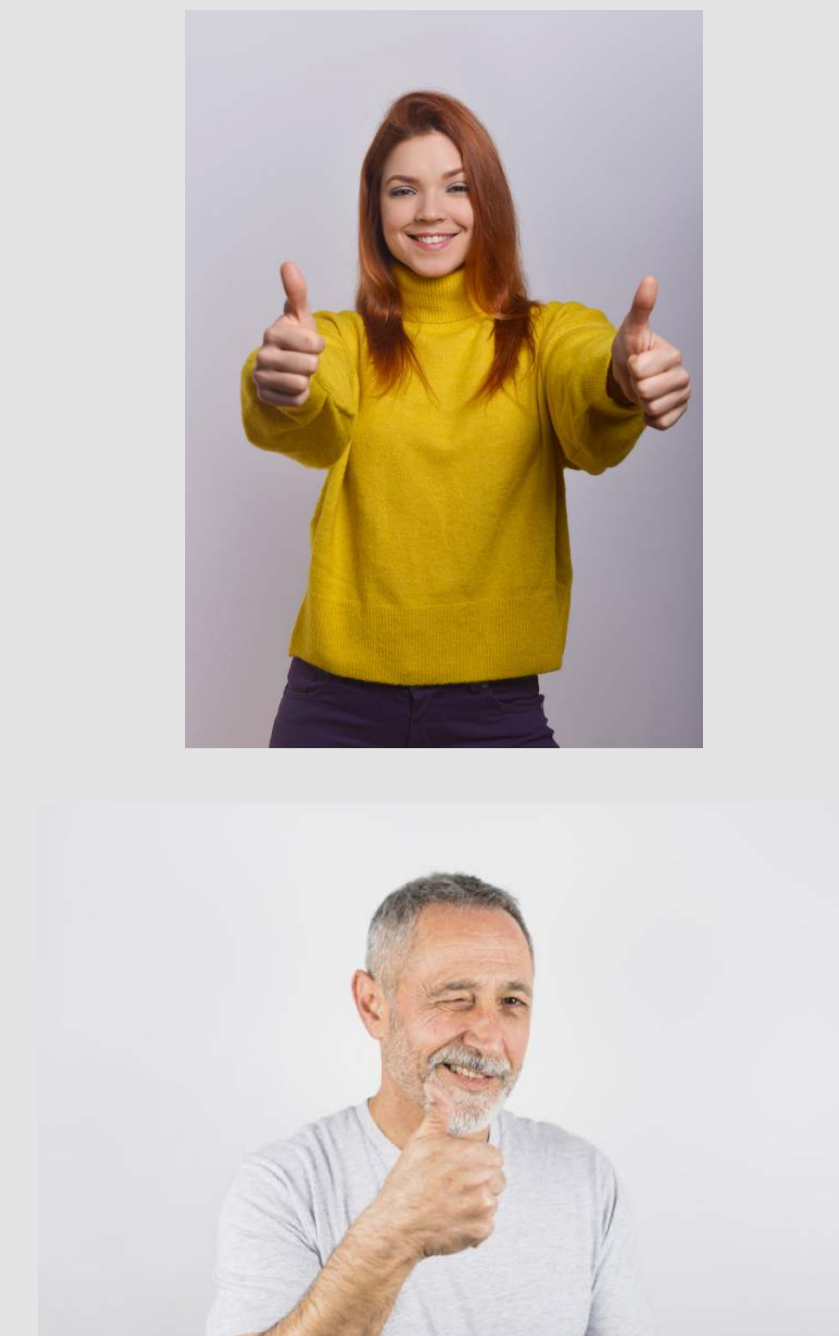
Workouts | Guiding Text

- **What** | Pictures based on people doing a similar workout on their space of doing like home or work.
- **Treatment** | Low saturation of color with a colored layer on top.



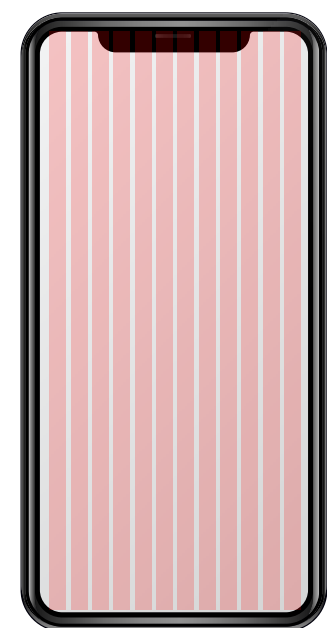
Testimonials | Guiding Text

- **What** | Picture of real people smiling, looking at the camera with thumb up.
- **Treatment** | Natural picture based on the personality of the user. light picture.



08. Grid

Smartphone

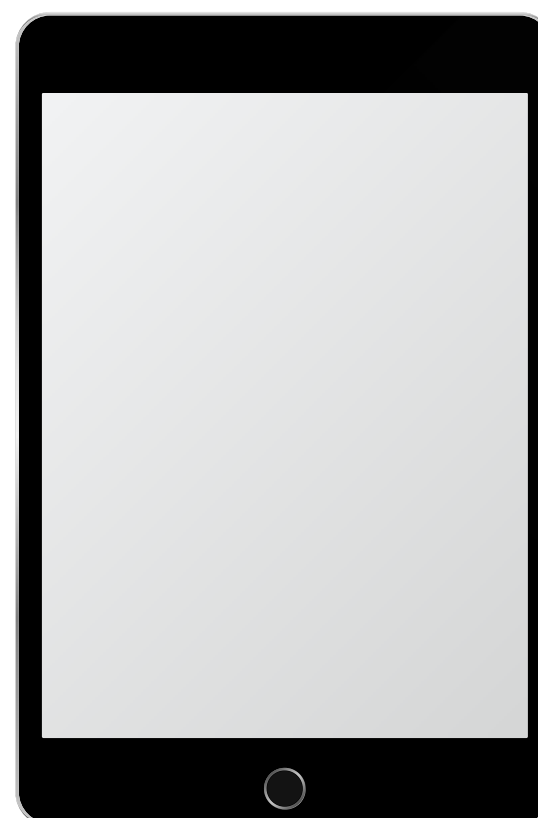


Columns | **12**

Width | **22 px**

Gutter | **8 px**

Tablet



Columns | -

Width | -

Gutter | -

Laptop



Columns | -

Width | -

Gutter | -

Desktop



Columns | -

Width | -

Gutter | -