

FITMOVE

3

COLOUR

4

FONTS

8

IMAGES

9

ICONS

10

LOGO

COLOUR

Primary Colour

As a primary colour a saturated value of orange got chosen. This type of value is perceived as a warm colour, which reminds one of heat and conveys the impression of being alive. It

also seems more intense and vibrant. These characteristics underline the statement the gym wants to convey.



CMYK 0/74/98/0
sRGB 242/92/5
HEX #F25C05

Complementary Colours

The complementary colours should be used when highlighting a certain message or when the information needs a background which provides a small contrast from the white area

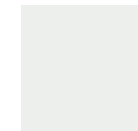
surrounding it. For the first case, complementary colours #1 and #2 should be selected. For the latter, #3 is the right way to go.



CMYK 2/43/95/0
sRGB 243/160/16
HEX #F3A010



CMYK 0/21/25/0
sRGB 252/214/192
HEX #FCD6C0



CMYK 6/4/5/0
sRGB 243/243/242
HEX #F2F2F2

FONTS

Headline

For the headlines the font *Komu B* has to be used. With its strong capital letters it symbolises the strength that you can gain and maintain through visiting the gym. For the desktop

version, bigger headlines should be sized with 70, while smaller headlines should be 30. On a mobile screen the sizes should be 40 and 25. Font colour is only black.

HEADLINE BIG

HEADLINE SMALL

HEADLINE BIG

HEADLINE SMALL

Section Titles & Body Text

For section titles and body text *Roboto* has to be used. With its clear letter cuts it forms a visual contrast to the comparatively loud *Komu B* font. While the section titles are supposed to

have the font style *bold*, the body text needs *regular*. For the desktop version, the sizes to be used are 25 and 20. For mobile use 20 and 15. Font colour is only black.

Section Title

Body Text

Section Title

Body Text

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ1234567890**

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz1234567890**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1
234567890**

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxyZz1
234567890**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

IMAGES

Style

The implemented images should convey either a sporty, friendly or a feeling of both to the viewer. Therefore, they should seem dynamic, motivational and/or sympathetic. They

can be in colour or black and white. Examples can be seen on the right.

Colours

Colours extracted from the images should contain the brands identity colours. Meaning, they should have implemented a darker vibe or add the company's primary colour.

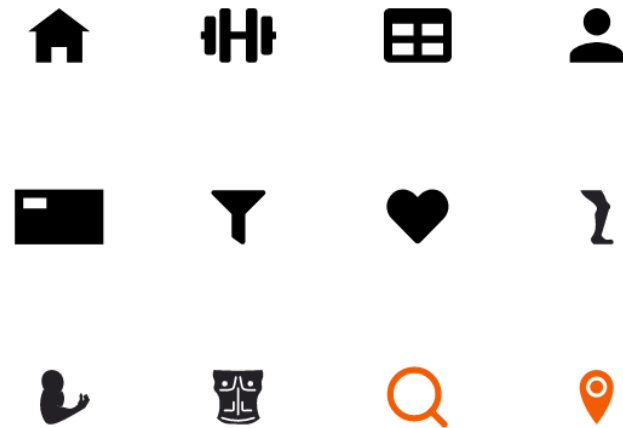


ICONS

Icons as Graphical Elements

Apart from two icons, every icon consists of no stroke and is in black. The orientation icon has no stroke as well, but is coloured in the brand's orange. The search icon has this colour

as well, but on the other hand does consist of a stroke and no filling. The elements used in the navigation bar on the mobile version are only to be orange when currently selected.



LOGO

Normal State

The Logo uses the same font which is used for headlines, *Komu B*, but instead of the *l* for FITMOVE a pictorial element got added. This displays a dumbbell in the primary colour, which

brings the connection to the core of the business .



Hover State

When used on desktop systems, a change in the logo signifies the hover state. There, the dumbbell turns slightly right so it is completely horizontal.



FITMOVE