

Fitr

Brand Guidelines

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LOGOS

The Fitr logo is used throughout our platform and general communications; therefore, we want it to be instantly recognisable. When using the above assets in your media, please ensure that the Fitr logo is entirely legible and no smaller than 50px.

Primary Logos



Secondary Logos



LOGOS Continued

Please use the 'Powered by Fitr' logo when promoting your brand or independent programs (as long as it's true!)

Powered By Logos

POWERED by



POWERED by | Fitr

POWERED by



POWERED by | Fitr

POWERED by



POWERED by | Fitr

POWERED by



POWERED by | Fitr

Misuse

These Fitr assets are part of our visual identity; please do not edit, crop, change, distort, rotate, recolour, reconfigure or add effects to any of the assets.

Spacing

All assets have a defined parameter for their clear space. This is the area where no other graphic element can encroach. The logo should always be given as much space as possible from other graphic elements.

If you are unsure about the minimum spacing required, use the Fitr 'r' as a spacer.



BRAND COLOURS

Please use the 'Powered by Fitr' logo when promoting your brand or independent programs (as long as it's true!)

Primary Colours



#38983F

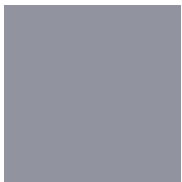


#22242F

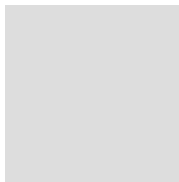
Secondary Colours



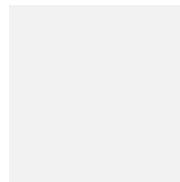
#3B5999



#91939F



#DDDDDD



#F2F2F2

Gradients

Gradients are at a 65 degree angle, with a blend location of 32%. Feel free to rotate the gradients in 90 degree angles to best suit your design but **do not** adjust the blend location.

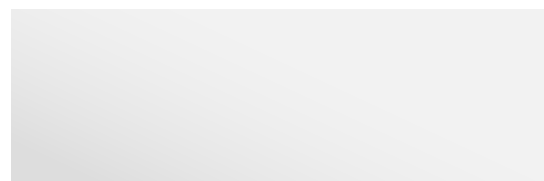


#3B5999

Location:
5%

#22242F

Location:
85%



#DDDDDD

Location:
10%

#F2F2F2

Location:
65%

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TYPOGRAPHY

The fonts Fitr uses are an integral part of Fitr's branding. Please use the typeface for the purpose outlined below and ensure the visual hierarchy remains integral.

Fitr's typography is not black but our brand's dark blue. (**#22242F**) Please use white where appropriate ie. dark images or backgrounds.

Headings

MONTSERRAT EXTRA BOLD - CAPS

Sub headings

Montserrat Bold

Body Copy

Montserrat Regular

Body Emphasis

When using emphasis, create contrast within the typography by boldening the text and/ or changing the colour to Fitr's brand green, as demonstrated.

The **quick brown fox** jumps over the lazy dog.

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TERMINOLOGY

Fitr breaks down how it enables users to succeed into 4 parts: **Create, Sell, Manage** and **Grow**. Because of the value of these stages, please refrain from rearranging the order, as it's an integral part of our remote coaching solution.

When using these stages, they are considered 'headings' and should be formatted in 'Montserrat Extra Bold' in Caps.

Alignment

When using '**Create, Sell, Manage, Grow**' as steps, include the appropriate step's number in the brand format of '**/ 0X**'. The two elements must have the same alignment of either [Left Alignment](#) or [Central Alignment](#).

[Left Alignment](#)

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CREATE

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SELL

[Central Alignment](#)

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MANAGE

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GROW