

# Fitr

Brand Guidelines

# 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



## POWERED BY LOGOS

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

You can download these from our resource library on our website:

<https://get.fitr.training/brand-downloads>

**POWERED** by



**POWERED**  
by



**POWERED** by



**POWERED**  
by



**POWERED** by



**POWERED**  
by



**POWERED** by



**POWERED**  
by



# BRAND COLOURS

The Fitr colors were selected to let the coach and client's experience be at the forefront. The swatches provided along with their color codes are the exact coloring for use in design.

## PRIMARY COLOURS



#38983F



#22242F

## SECONDARY COLOURS



#171717



#3A5897



#A4A9BD

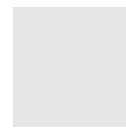
## NEUTRAL COLOURS



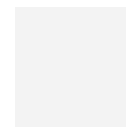
#333333



#91939F



#EBEBEB



#F5F5F5

## 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.

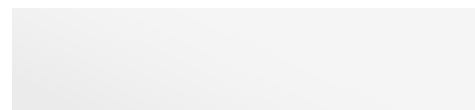


#3B5999

Location:  
5%

#22242F

Location:  
85%



#EBEBEB

Location:  
10%

#F5F5F5

Location:  
65%



#333333

Location:  
5%

#171717

Location:  
65%

# 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.

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## HEADINGS ARE IN MONTSERRAT EXTRA BOLD - CAPS

To be used for all main headings, brief quotes and key highlights.  
**DO NOT** use this as body text.

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## HEADING SUBHEADERS ARE IN MONTSERRAT BOLD - CAPS

To be used for all subheadings where main headers are used.  
**DO NOT** use this as body text.

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## Text Subheaders are in Montserrat Medium

To be used for subheaders in cards and normal text sections.  
**DO NOT** use this as body text.

## CAPITALISATION

When using referring to Fitrin a text based capacity, **always capitalise the 'F'** but never capitalise the whole word ie. **FITR**.

## EMPHASIS

When using **emphasis**, create **contrast** within the typography by **boldening the text**, as demonstrated. **DO NOT** overuse this to the point where it is not clear what the **focus of the content** is.

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

## COLOURING TEXT

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

You may only use the Fitr Brand Green (**#38983F**) if there is sufficient contrast, as demonstrated.

**THIS IS AN  
EXAMPLE**

Of the **proper** use of the Fitr Brand Green font colour.

**THIS IS AN  
EXAMPLE**

Of the **improper** use of the Fitr Brand Green font colour.

Secondary colours are derived from our app and **SHOULD NOT** be used for text other than when given our permission.

**DO NOT** use any secondary colours for headings, subheaders or bodytext.

## MISUSE

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

FITR

Fitr

Fitr

Fitr

Fitr

Fitr

## 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.



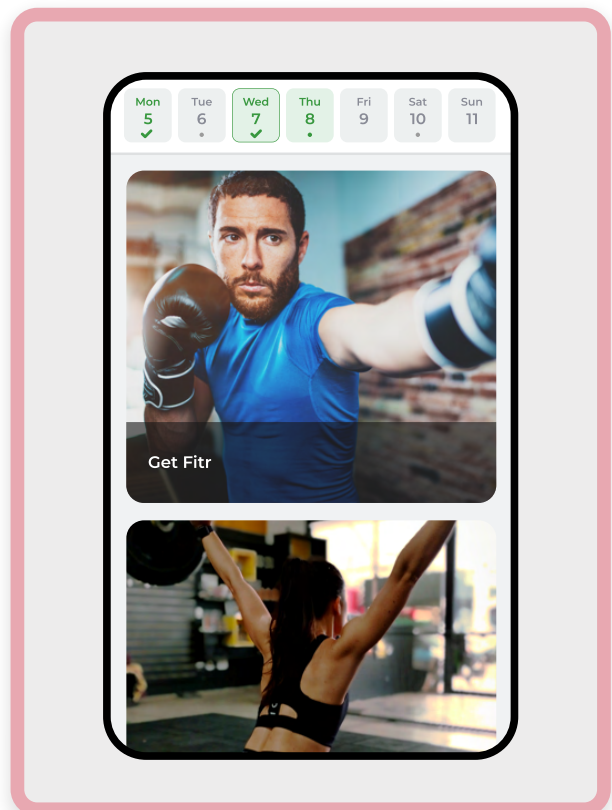
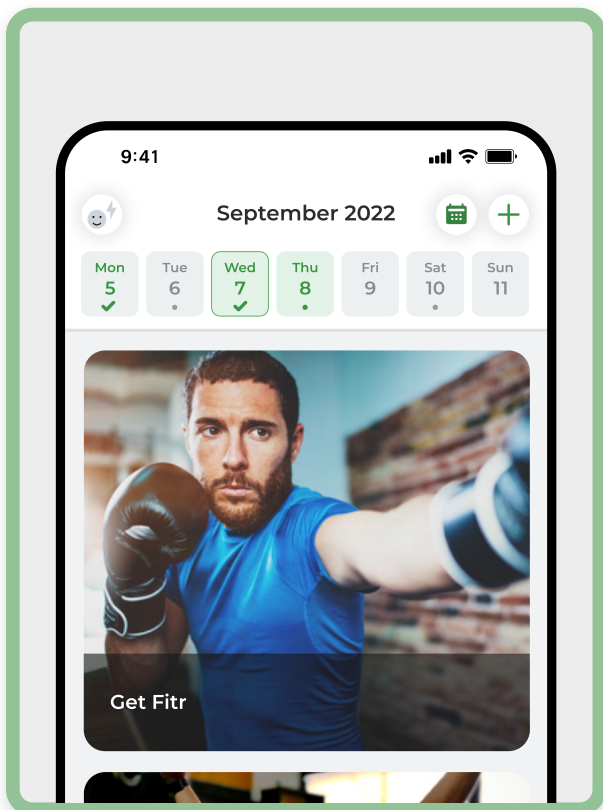
# APP

## COACH AND CLIENT APP

The Fitr app is the **main hub of interaction** between coach and client and integral in marketing yourself as a coach. Please follow the guidelines in the following sections when representing the Fitr App in both **marketing and social media capacities**.

### EMPHASIS

We have **tons of great features** on our platform and we know that you might want to focus on one when marketing on your choice of social media to clients. When doing so, please **scale up** the screenshot so the chosen elements are in view. **DO NOT** crop the image to be a ratio outside of it's **natural proportions** (16:9 or 1080x1920).

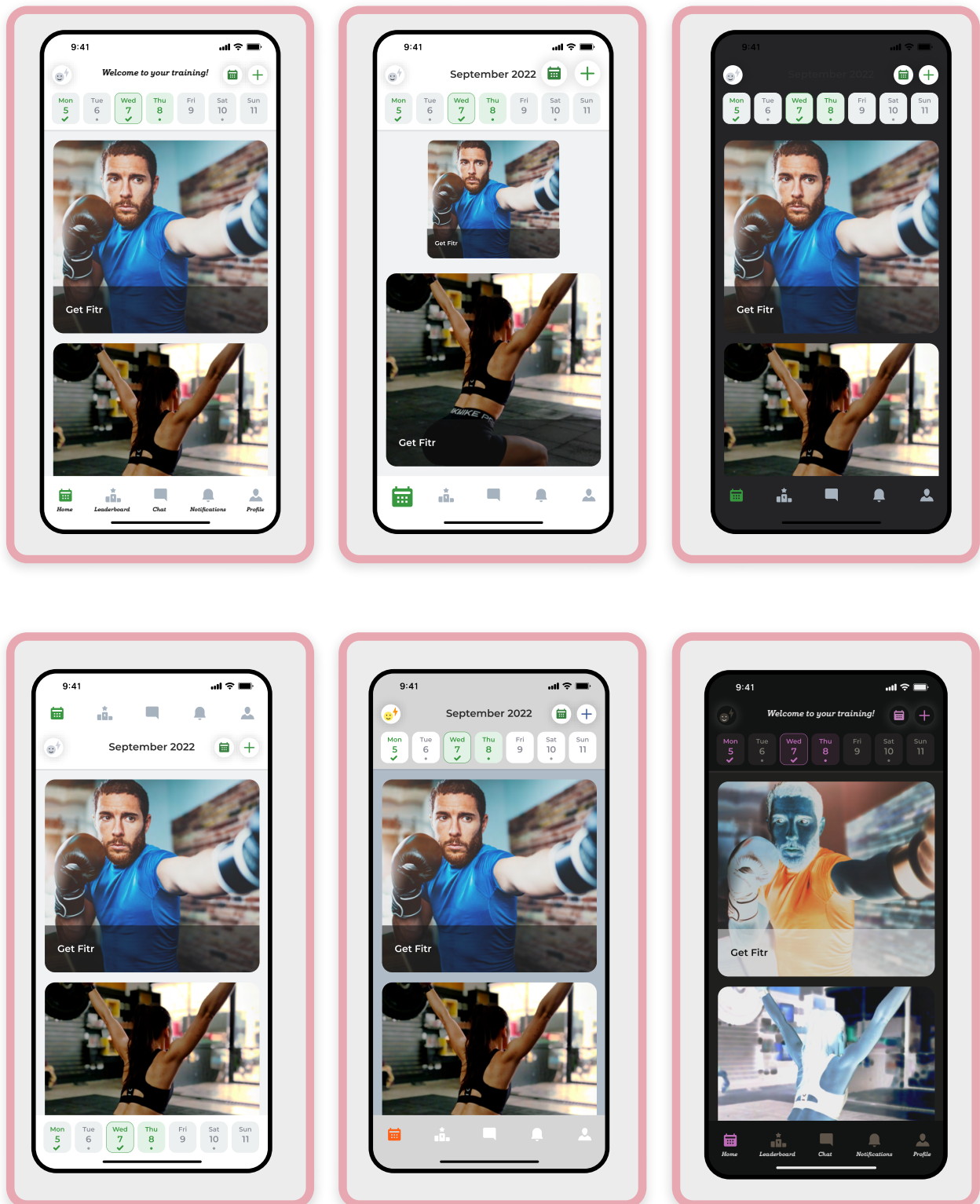


If you have any questions, please contact us at: [info@fitr.training](mailto:info@fitr.training)



# MISUSE

The Fitr app, even when personalised under the features of White Label, is part of our visual identity; please **DO NOT: add or replace text or fonts, crop out any elements, distort or resize elements, falsely represent dark mode, reconfigure, recolour** or **add effects** to screenshots that would thus alter the app's layout or appearance, on any screen.



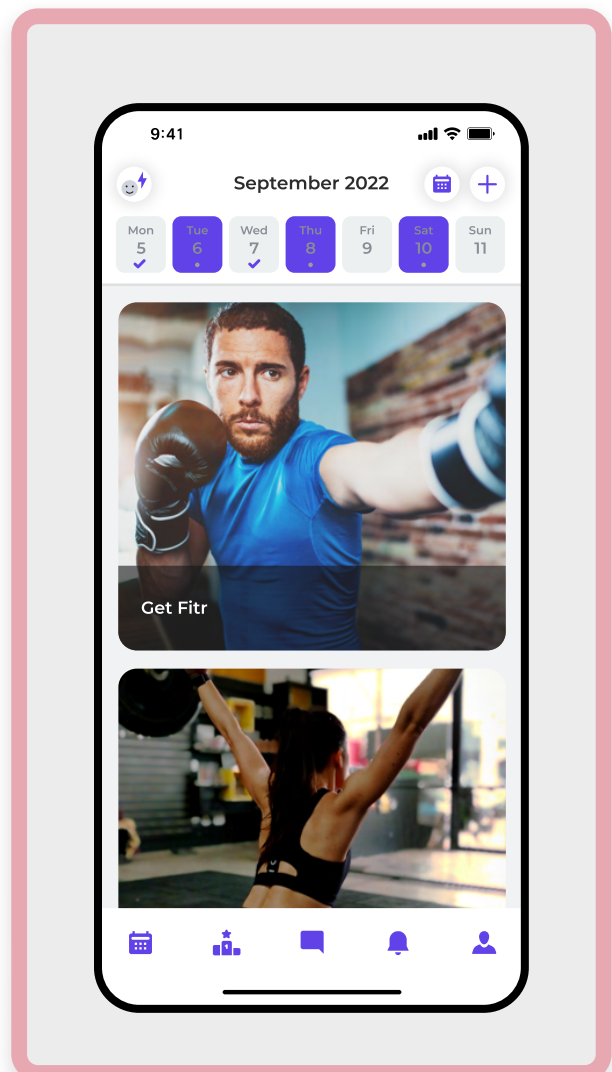
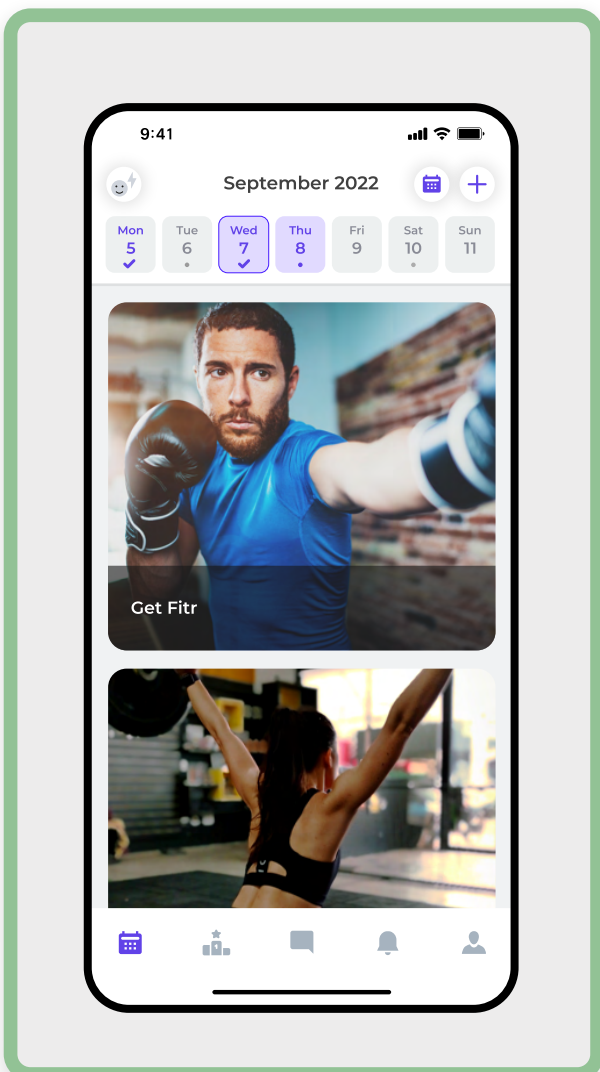
# WHITE LABEL

Fir **White Label fitness app** allows coaches to add custom branding in a few simple steps to harness the power of Fitr using **your own unique identity**.

However, please follow these guidelines, as well as the previous **app guidelines**, when portraying your White Label fitness app on social media or personal websites and platforms.

## SCREENSHOT USAGE

Only ever portray the Fitr White Label UI using your brand colours **if it is true**. **DO NOT** recolour app screenshots to falsely represent White Label.



# Fitr

## Brand Guidelines

If you have any questions or need support using our media click below to download our brand guidelines or drop us an email.

[info@fitr.training](mailto:info@fitr.training)