



move together

Brand Platform
and Style Guide

Brand Platform

Our brand platform makes up our company's image and sets the foundation for how a user perceives, thinks about and makes associations with the company.

Brand Mission

Move Together creates a safe space for everyone to share our fitness journey together in a positive way. When we share that journey together, we can grow internally and externally as individuals and as a community by supporting, uplifting and inspiring each other.

Brand Personality

Move Together is calming and non-aggressive in terms of energy, yet inspiring enough to encourage activity. It is also light, colorful and friendly, so as to be open, welcoming and inclusive of many different kinds of people, no matter their background or where they are in their fitness journey.

Brand Attributes

Calm • Uplifting • Inspiring • Kind • Inclusive

Primary Logo

Wherever possible, use the combination of both the icon and wordmark together for cases when the width is 72px and above, with the icon centered above the wordmark at equal width. Never stack the words of the wordmark vertically on top of each other.



Horizontal Variation

If given height limitations that conflict with visual appeal, the wordmark may be moved to the right of the icon. The wordmark may also be used alone in the same horizontal configuration. Never stack the words vertically on top of each other.



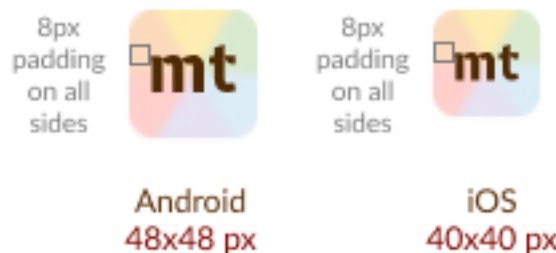
Compact Logo

Use this abbreviated version of the watermark in cases when the width is 71px and below.



App Icons

Use these logos for their respective use cases.



Brand Color Palette

Inspired by colors of the rainbow, our primary color is unconventionally supported by 5 secondary colors. All 6 colors together represent diversity.



Primary, Secondary, Tertiary Colors and Their Variations

Shine Yellow is our primary color for its soft yet lively energy, which encourages positive activity in a non-aggressive way. Use it together with the secondary colors **Red, Green** and **Blue** as the main palette. Wherever possible, add the accent colors **Orange** and **Purple** to complete the set.

All **Base** colors are a soft pastel palette for a light and friendly feel. Use them for branding, headers, accents and other low priority elements.

The **Dark** variation is for text and other important elements layered on top of the rest of the palette. All text should only use these colors.

The **Bright** variation is for large high priority elements, such as button backgrounds. Pair them with the **Dark** variation for text and icons on top.

The **Bold** variation is for small high priority elements, such as button icons.

The **Medium** variation should be used sparingly for accent elements when Base colors are too light.

Never use pure black. Use #624021 **Shine Yellow Dark** in its place if needed.

Accessibility levels for **Base** and **Bright** colors are calculated as backgrounds with **Dark** colored text on top. **Bold, Medium,** and **Dark** colors are calculated against #FFFFFF white backgrounds.

Gradients

The Base color palette and their Bright variations can be used in linear gradients. They should be grouped into similar tones - warm (Red, Orange, Yellow) and cool (Green, Blue, Purple) with the lightest shades always closest to the top right wherever possible. They can be layered with their respective dark color variations with the same gradient positioning (ex. diagonally).

Denotive Colors

Use these colors for their respective use cases (Error and Success colors are WCAG Level AA accessible against a #FFFFFF white background). All Disabled colors are their Basic and Dark variations with the opacity lowered to 25%.

Shine Yellow

Base	#FFEEB1 7.96 AAA
Bright	#FFE06F 7.10 AAA
Bold	#E1B000 2.02 Fail
Medium	#957117 4.51 AA
Dark	#624021 9.23 AAA

Courage Red

Base	#FECFCC 11.64 AAA
Bright	#F99E99 8.47 AAA
Bold	#D9544C 3.95 AA Lg
Medium	#B25E59 4.53 AA
Dark	#470500 16.28 AAA

Naturally You Green

Base	#D9EACE 9.62 AAA
Bright	#ACD193 7.02 AAA
Bold	#69A245 3.06 AA Lg
Medium	#57654E 6.22 AA
Dark	#2D3927 12.17 AAA

Deep Breath Blue

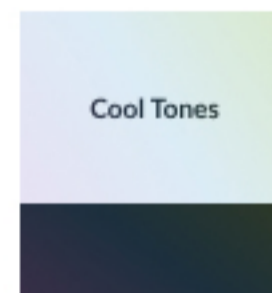
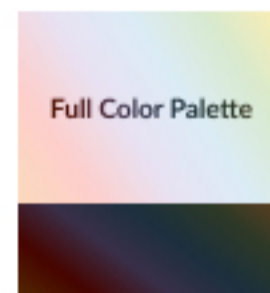
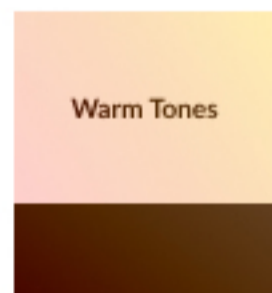
Base	#DCECF6 11.27 AAA
Bright	#89C2E5 7.08 AAA
Bold	#499CD0 3.02 AA Lg
Medium	#587B90 4.52 AA
Dark	#1C303E 13.62 AAA

Warm Up Orange

Base	#FBDABC 9.41 AAA
Bright	#FFB26B 7.02 AAA
Bold	#EE7100 3.00 AA Lg
Medium	#A36833 4.58 AA
Dark	#532900 12.46 AAA

Grateful Purple

Base	#E9E2F3 9.89 AAA
Bright	#CFBAEB 7.06 AAA
Bold	#A488CC 3.01 AA Lg
Medium	#806F98 4.52 AA
Dark	#3A2F49 12.48 AAA



Error	Success	Red Disabled	Orange Disabled	Yellow Disabled	Green Disabled	Blue Disabled	Purple Disabled
#CB4B44	#8BAB76	BG	BG	BG	BG	BG	BG
		Text	Text	Text	Text	Text	Text
		#FEF3F2 #D1C0BF	#FEF5EE #D4C9BF	#FFFAEB #D7CFC7	#F5F9F2 #CACDC9	#F6FAFC #C6CBCE	#F9F7FC #CDCBD1

Display Font

Our wordmark was created using the font **Expletus Sans** with a bold weight, a 0.5px stroke and all lowercase characters. It can be replicated with the H1 header. However, since it is primarily a display font, it should only be used in rare cases where a heading with all lowercase characters does not conflict with informational hierarchy, such as with little to no body text.

Headers

All other headers use **Krub**. This font was chosen for its legibility due to its tall x-height, as well as its playful personality, such as in the curves of its terminals, legs and tails.

Body Text and Buttons

All body text and buttons uses **Lato**, chosen for its legibility at small sizes and the combination of its modern san-serif style and playful personality, such as in the slanted ascender and curving terminal of its 't'.

H1 / expletus sans

48 pt • Bold • 0.5 Stroke Center

H2 / Krub

32 pt • SemiBold

H3 / Krub

28 pt • SemiBold

H4 / Krub

24 pt • SemiBold

H5 / Krub

20 pt • SemiBold

H6 / Krub

18 pt • SemiBold

Body 1 / Lato

16 pt • Regular

Body 2 / Lato

16 pt • Light

Subtitle 1 / Lato

14 pt • Regular

Subtitle 2 / Lato

12 pt • Regular

Button 1 / Lato

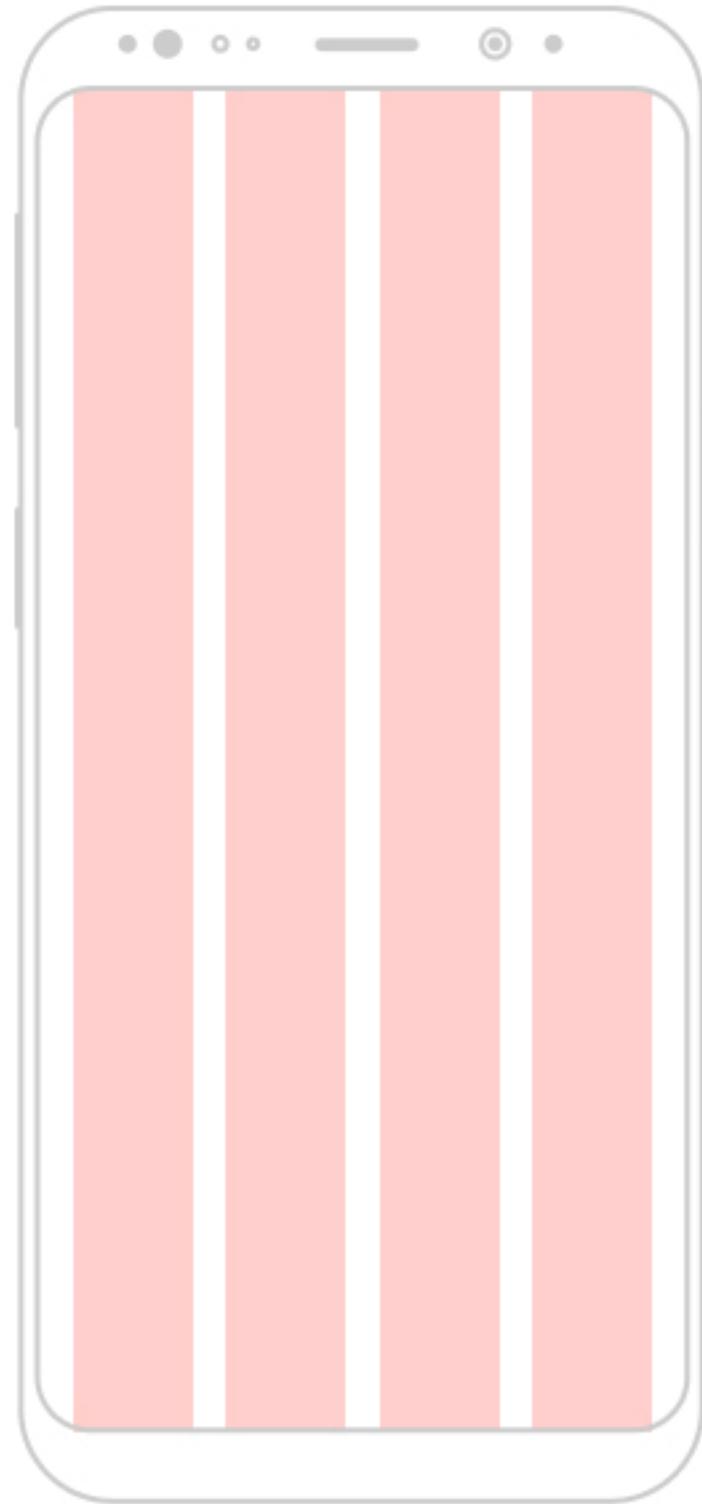
16 pt • Black

Button 2 / Lato

14 pt • Black

Grid Spacing

Our product is designed for mobile phone devices, utilizing a grid system of **4 columns** and a **12px gutter**.



Icons

Our icons generally have rounded shapes and corners in order to express friendliness. Sharper corners and edges are acceptable if they help better with silhouette and with fully defining the idea being expressed.

Some icons have solid and outlined versions for different situations.

- Solid icons can denote (1) current screen location, (2) primary or high priority action or (3) positive state, such as if a post was liked or a card was bookmarked.
- Outlined icons can denote (1) other screen locations, (2) secondary or lower priority action or (3) empty state, such as if a post is not yet liked or a card is not yet bookmarked.

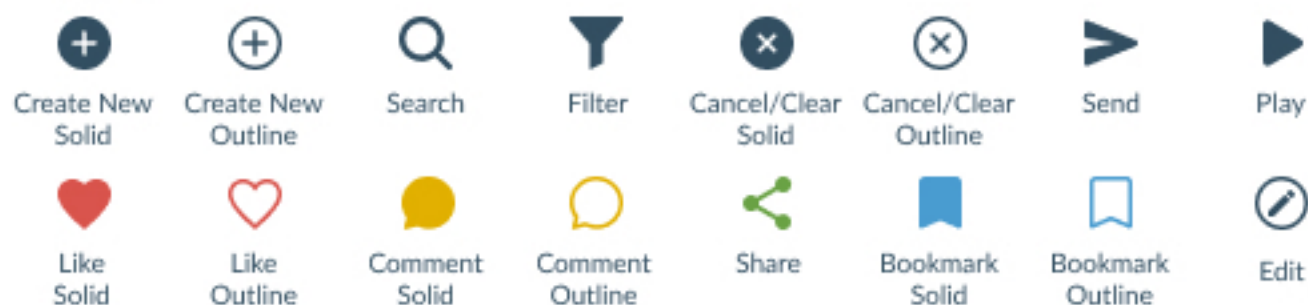
Primary Navigation Menu



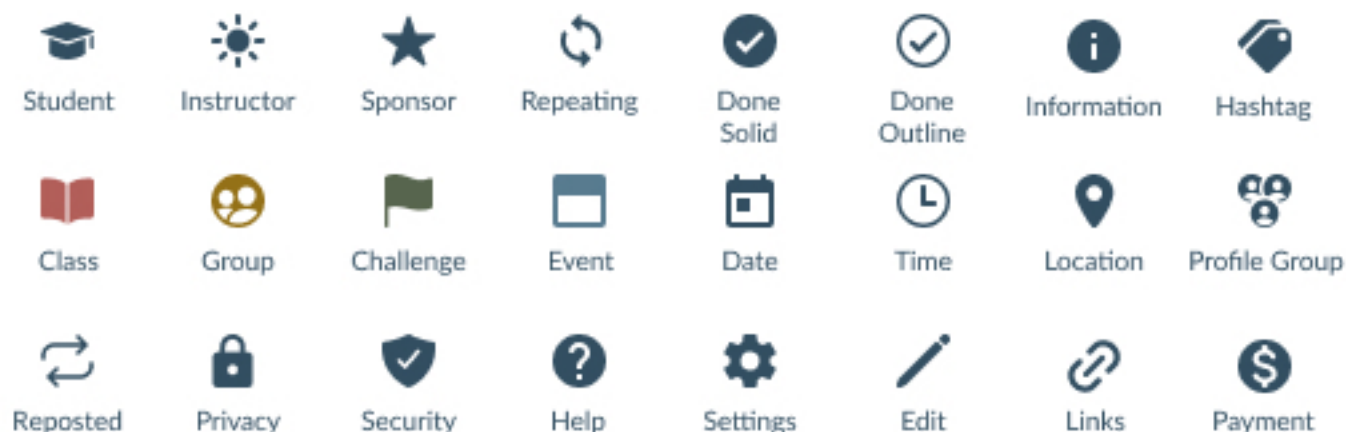
Other Navigation



User Actions



Descriptive Icons



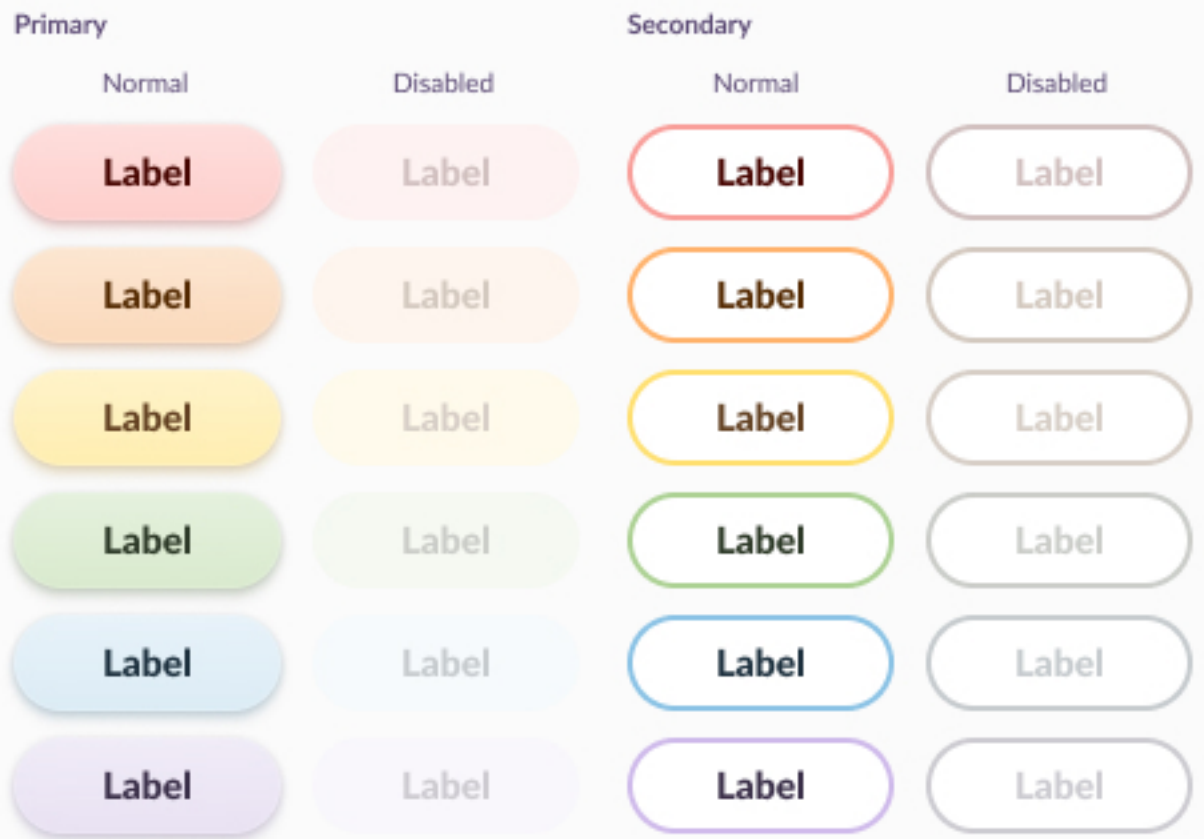
Posting and Editing



Buttons

Our buttons are rounded in order to express friendliness. All labels should have a minimum 12px padding between button edges and minimum 4px padding between icons.

Due to their design similarities, never use a Secondary button with a form field. Only use Primary and Tertiary buttons with forms.



Checkboxes, Radios, Switches

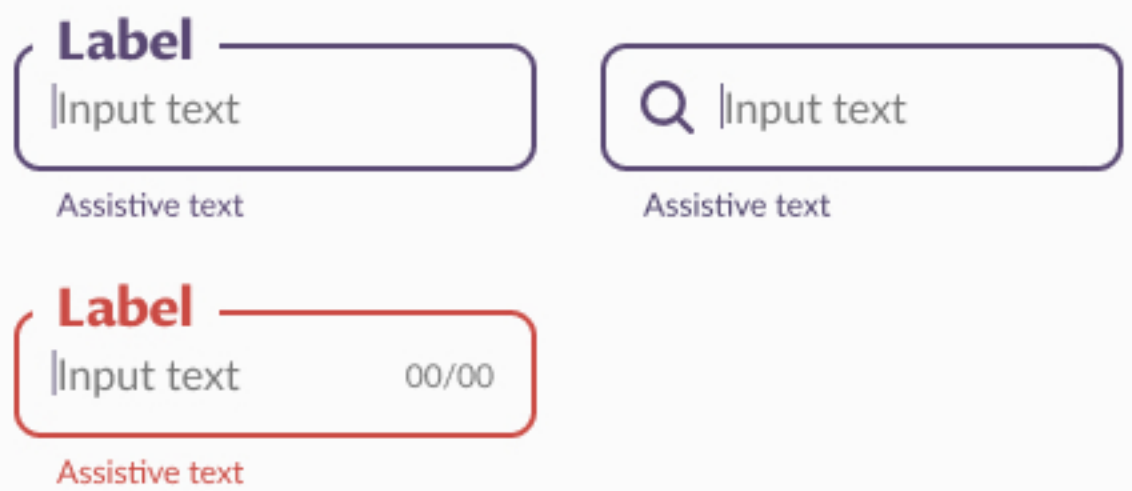


Form Fields

Our form fields also have rounded corners but not enough to be completely pill-shaped, like the Secondary button. Maintaining the more rectangular shape makes the form fields distinguishable from a button and establishes them as a form field rather than a button.

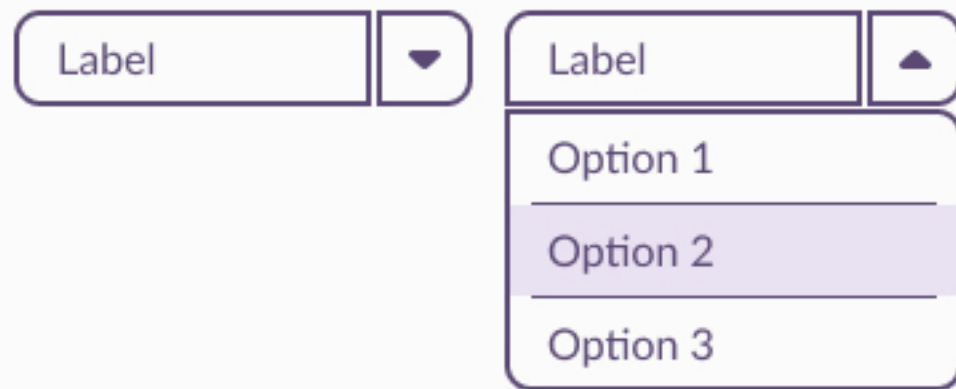
Due to their design similarities, never use a Secondary button with a form field. Only use Primary and Tertiary buttons with forms.

Search fields can be denoted by an icon rather than a label. Form fields may be accompanied by numbered counters to constrain inputs.



Dropdowns

Our dropdowns are similar to our Form Fields with rounded rectangles, but a tighter height more similar to our buttons. Dropdowns may be combined with search fields to offer multiple options for searching.

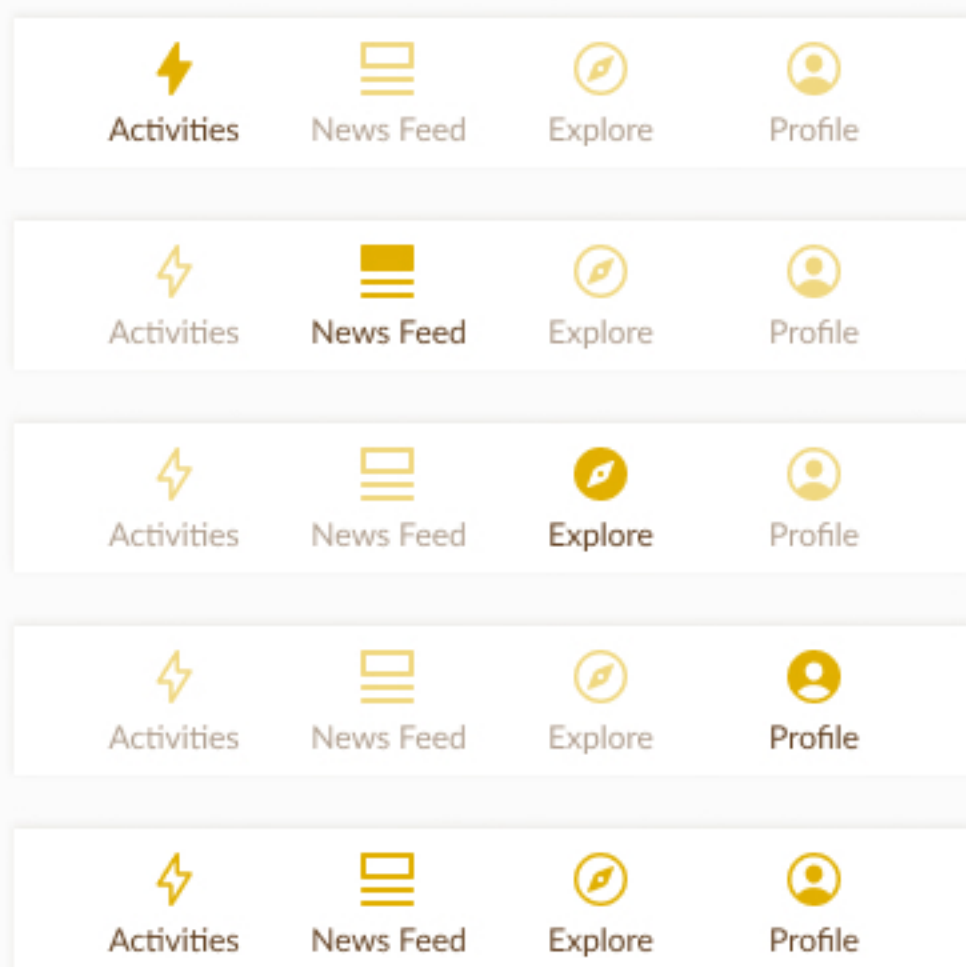


Navigation

The bottom bar of our product is the primary high level method of navigation. Each item is represented by a solid or outlined icon, depending on the user's current location.

For top level screens, the current screen's corresponding icon is solid and in full color, while all other items are in gray outline.

For screens that are not at the top level of navigation (ex. Challenge Detail screen), all icons are outlined but in full color.



Photography

Due to the social media features of our product, much of our photography is user-generated.

Wherever photos are provided by the brand, use photos that are light in brightness and color to express freshness and openness. Use inclusive photos featuring people of diverse appearances, whether from ethnicity, body type, functional needs, culture, age, etc. Subjects should be inspiring and/or convey joy, relaxation, physical activity, or community according to the context of the photo's usage. Elements of nature are also encouraged, such as open landscapes, plantlife or water.



Illustrations

Illustrations add personality and delight to our product, especially in support of (1) empty states when user-generated content does not yet exist or (2) default states for when users choose not to add an optional photo to their activity. Illustrations should express ideas with simplicity and be consistent with our brand's pastel color palette. Lines should be soft, never heavily weighted or using pure black. Human subjects should also be diverse and inclusive, as well as happy and friendly or being physically active according to the usage context.

