

A photograph of three runners in silhouette on a track, running away from the camera towards a bright sun setting on the horizon. The scene is bathed in a deep blue light. The runner in the foreground is on the left, and two other runners are further ahead in the center and right. The track surface is visible in the foreground, and a fence and some buildings are in the background.

activ.
Style Guide

Contents

1. Logos

2. Color Palette

3. Typography

4. Iconography

5. Imagery

6. UI Elements

6.1 Buttons

6.2 Cards

6.3 Form Fields

6.4 Popups

6.5 Videos

7. Grid

1. Logos



Main Logo



Menu Logo



Footer Logo

2. Colors



#FF8966
R255 G137 B102



#66FFD6
R87 G216 B182



#FFFFFF
R255 G255 B255



#EBEBEE
R248 G248 B250



#39393A
R57 G57 B58

3. Typography

UNICA ONE - ALLCAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

H1 45 HEADLINE

H2 35 HEADING

H3 24 SUBHEADING

Poppins

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv

WwXxYyZz

0123456789

Tagline Medium/**Bold** 28

CTA LIGHT 22 ALLCAPS

CTA (SML) LIGHT 14 ALLCAPS

Link Medium 18 Underlined

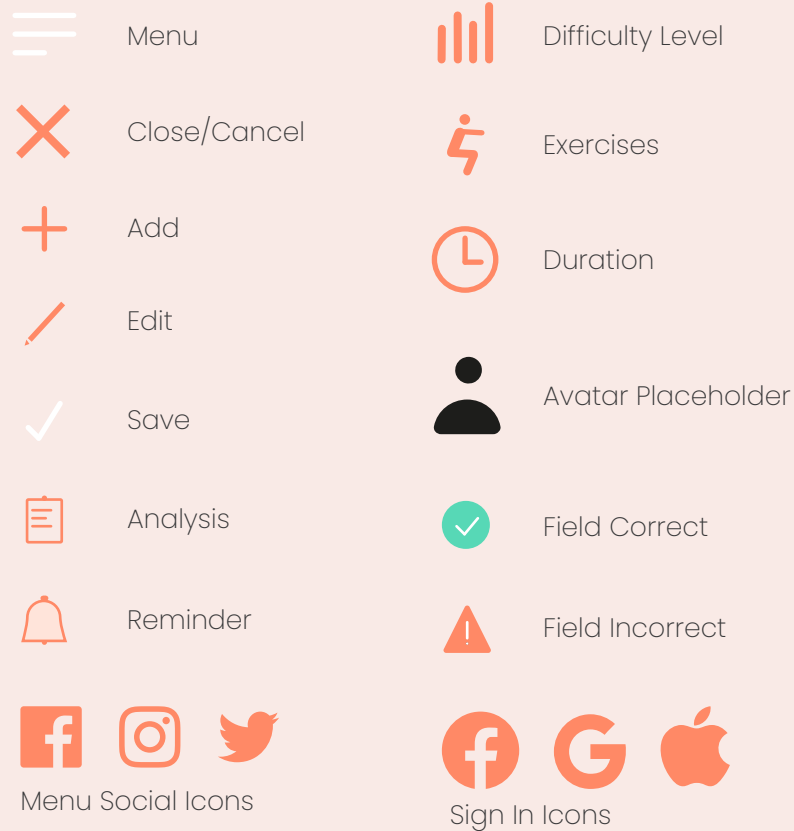
Link (sml) Medium 14 Underlined

P (Irg) Light 18

P Poppins Light 16

4. Iconography

Icons are used to allow the user to easily scan the page to find what they need.



5. Imagery

Imagery throughout Activ. is inspiring and motivational without being overwhelming. Images including the use of equipment should be kept to a minimum.



Banner/hero images are full width.



Other images have a border radius of 15.

6. UI Elements

6.1 Buttons

Large button over image

Default



Hover



Active



Secondary large button over image

Default



Hover



Active



Large button over regular background
(reduced shadow - same states as above)

Default



Disabled



Small button

Default



Hover



Active

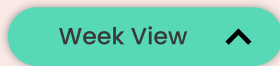


View button

Default/hover

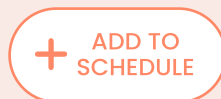


Active

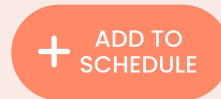


Schedule Buttons

Default



Hover/active



Default



Hover/active



6. UI Elements

6.2 Cards

Cards are used throughout Activ. to group relevant information and elements together.

Learn how to exercise effectively.

Watch instructional videos to see how to do exercises correctly, get the most out of your workouts and be sure you're exercising safely.



How it works card

WORKOUT 1

Exercises - 3
Duration - 6 min
Areas worked -
Core, cardio



LEARN MORE

Workout card



Jim, 45

"I've never been in better shape. Healthy, happy and enjoying exercising. A lot of that is down to setting goals so I have something to aim for."

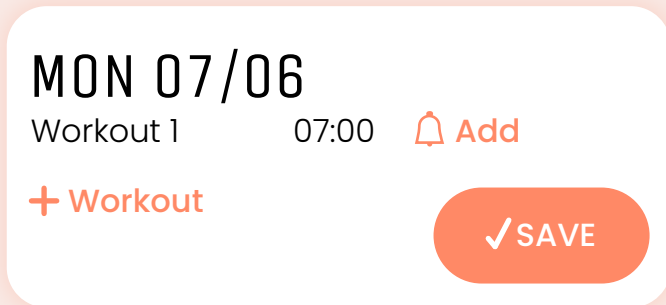
Success Stories card

6. UI Elements

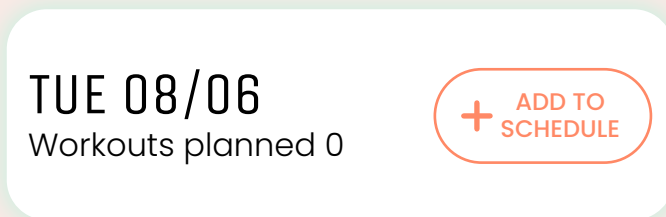
6.2 Cards (ctd)



Standard schedule card

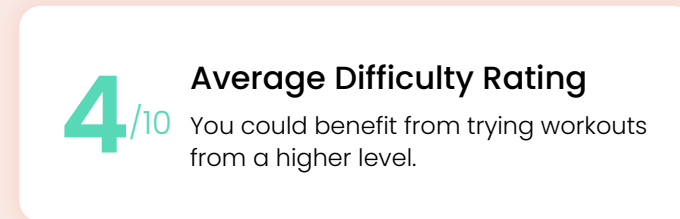
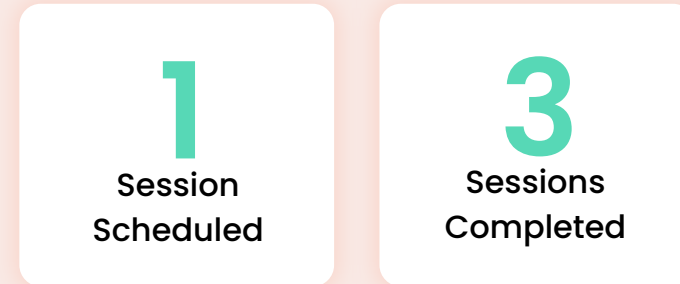


Add to schedule card



Current day schedule card

Dashboard cards




6. UI Elements

6.3 Form Fields

Login/register inputs

Email*

Email*

Password*

Your password must contain at least 1 special character eg. @#*.

Slider

1  **10**
Too easy Too hard

Checkboxes

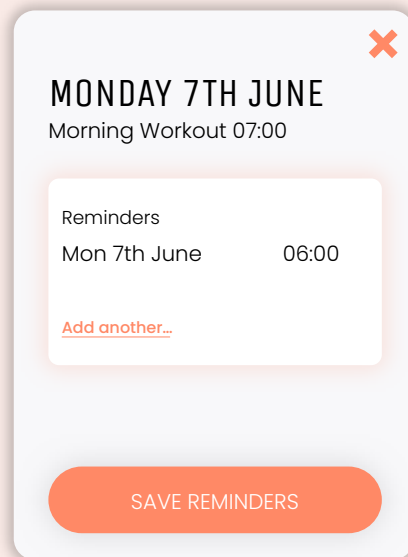
Yes No

Text area

6. UI Elements

6.4 Popups

Popups are used to display options and are displayed over a black overlay at 86% opacity.

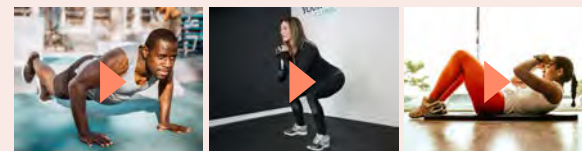


6.5 Videos

Large video



Thumbnail videos



7. Grid

Mobile

Width	380px
Columns	12
Column Width	28px
Gutter	5px

Tablet

Width	740px
Columns	12
Column Width	57px
Gutter	5px

Desktop

Width	940px
Columns	12
Column Width	60px
Gutter	18px

