



WATCHFIT

Get fit with WatchFit!

BRAND GUIDELINES

JAN 2016

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At WatchFit, we believe that life should be enjoyed, and because you will succeed in life if your goals are fun! We have turned diet and exercise into a game and we want you to play!

WatchFit enables a global community of experts in health, fitness and nutrition to share their knowledge and expertise to help people achieve their goals.

A minimum of five new articles are published every day on WatchFit's global platform, each one supplied by an approved and qualified expert in subjects encompassing the matters of health, fitness, diet, wellbeing and lifestyle.



04 // BRAND ELEMENTS // LOGO

PRIMARY LOGO

As the primary logo, it should be the first option when placed over a light, solid colour or simple photo background.



STACKED LOGO

Use this logo when a more vertical arrangement is required.

BLACK/WHITE LOGOS

Use these logos only when printing in black and white.

GRAPHIC ONLY

This icon is used in various scenarios when a complete logo isn't possible, for small spaces.



04 // BRAND ELEMENTS // LOGO

PRIMARY LOGO

As the primary logo, it should be the first option when placed over a light, solid colour or simple photo background.



SAFE ZONE

The WATCHFIT logo should always have plenty of space around it. To maintain a clear space, measure the height of the lettering and keep all design elements at least that far away.

MINIMUM SIZE

The horizontal logo should never be printed smaller than 1.25" wide.



04 // BRAND ELEMENTS // LOGO

LOGO DONT'S

Please don't adjust or edit the WatchFit logo in any way. Here are some examples of what NOT to do:

- Don't change the orientation
- Don't bevel or emboss
- Don't crop
- Don't change the colours
- Don't outline
- Don't add drop shadow
- Don't squeeze or distort
- Don't change the size or placement of any logo elements
- Don't add coloured outline
- Don't put a white box around the logo when on a coloured background
- Don't put on a busy background
- Don't put on a similar coloured background
- Don't put on a brightly coloured background
- Don't add 'glow' effects



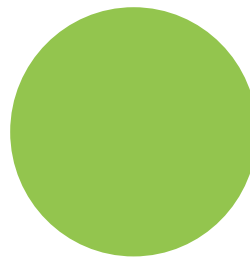
04 // BRAND ELEMENTS // COLOURS

The perfect combination!

Our colours are bright, fresh and energising! Light green and blue are our distinguishing colours. They are an essential part of our brand identity.

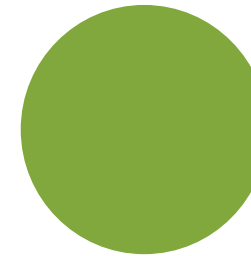
Logo colours - green and blue are our logo colours. The lighter shades make up the majority of the logo and the darker shade form the shadow.

Orange is lesser used but when needing a third colour to complement the green and blue, it should be used. Combined with white and light grey, a fresh style is created which is both simple and effective through its simplicity.



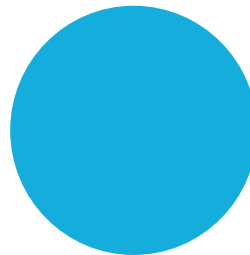
LOGO GREEN
(Main)

#93C54E
RGB 147, 197, 78
CMYK 25, 0, 60,



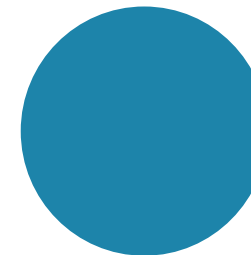
LOGO GREEN
(shadow)

#769B38
RGB 128, 168, 60
CMYK 23, 0, 64,



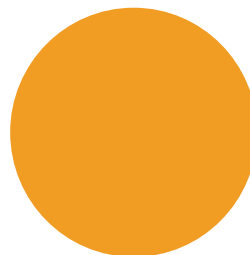
LOGO BLUE
(Main)

#15ADDC
RGB 21, 173, 220
CMYK 90, 21, 0,



LOGO BLUE
(shadow)

#1D86AA
RGB 29, 134, 170
CMYK 83, 21, 0



ORANGE

#F19C23
RGB 241, 156, 35
CMYK 2, 45, 91, 0



LIGHT GREY

#F0F0F0
RGB 240, 240, 240
CMYK 0, 0, 0, 5

04 // BRAND ELEMENTS // COLOURS

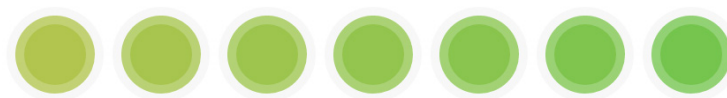
If a colour palette is needed then these are suggested to complement the main WatchFit blue and green. These other colours could be used if designing a poster or flying that requires a bit more colour.



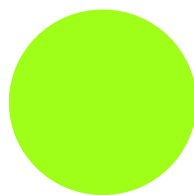
Shade Color Variation



Tint Color Variation



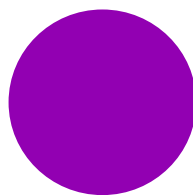
Similar Colors



LIME GREEN

#9FFF19

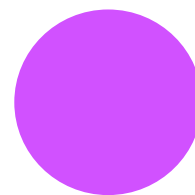
RGB 147, 197, 78
CMYK 44, 0, 100, 0



ROYAL PURPLE

#9200B2

RGB 146, 0, 178
CMYK 65, 89, 0, 0



ROYAL PURPLE

#D151FF

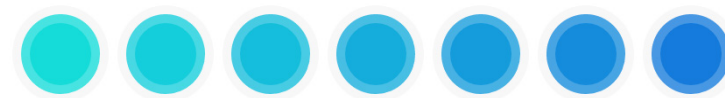
RGB 209, 81, 225
CMYK 51, 69, 0, 0



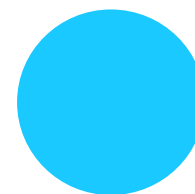
Shade Color Variation



Tint Color Variation



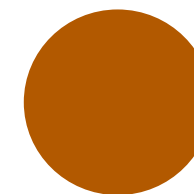
Similar Colors



BRIGHT BLUE

#19C9FF

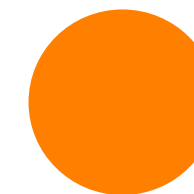
RGB 25, 201, 255
CMYK 65, 0, 0, 0



RUST

#B25900

RGB 178, 89, 0
CMYK 23, 69, 100, 15



LIGHT RUST

#FF8000

RGB 225, 128, 0
CMYK 0, 59, 94, 0

04 // BRAND ELEMENTS // TYPEFACES

Typography is a key element in communicating a unified personality for WatchFit. Proxima Nova Soft is chosen font for the logo, but Open Sans is used for all other type.

Other typefaces may be used but only when they are required for creative concepts, and usually it would be used for the headline.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

Open Sans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

Open Sans Light

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz**

Open Sans Semibold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz**

Open Sans Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

Hannahs Messy Handwriting

04 // BRAND ELEMENTS // IMAGERY

The pictures we use are expressive, show emotions and help promote a positive attitude towards health and fitness.

The attributes; natural, clear, real people in real situations, healthy, positive, bright, vibrant.





Always use a photograph that has a point of view - sometimes more is not better. Be conscious of the photo composition, whether it provokes emotion and gives out the message you want.

Be aware that people may be looking at many websites and apps before they make their choice of which to go with. Will the photo encourage them to choose WatchFit? Try to choose the photos that are bright, bold and fresh and give off a positive feeling to encourage people with their fitness or diet.

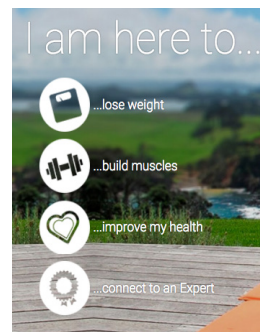
Guidelines:

- Photography must be at least 300 dpi at the size expected to print
- Don't use imagery that is visibly dated
- Images must promote a feeling of healthiness and well-being

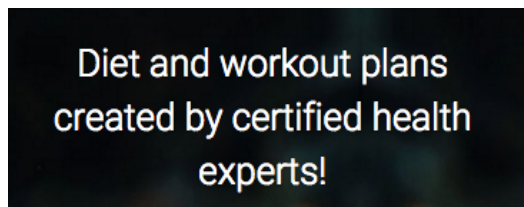




Open Sans bold can be used when you want a headline to stand out and really sell itself, especially for advertisements and promotions.



Open Sans light is used for most typography on the website - it's easy to read and doesn't look too heavy even if it's quite a text heavy page.



Open Sans regular can be used for paragraph text that you want to stand out more than most of the regular text, but isn't a headline that needs to be in bold.

Harriets Messy Handwriting font can be used when a element fun is wanting to be portrayed, likely for flyers or banners. But it should be used sparingly.

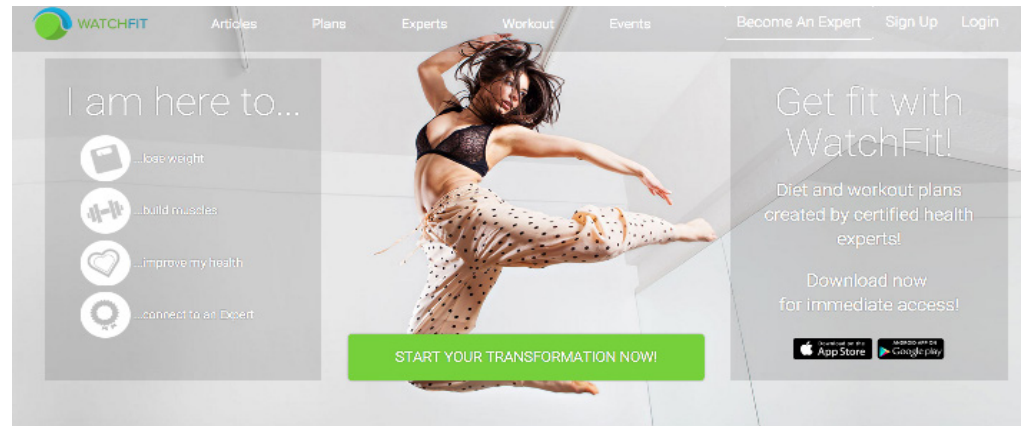
YOUR 3 DAY SHOPPING LIST

- BLUEBERRIES
- STRAWBERRIES
- RASPBERRIES
- MANGO
- PAPAYA
- ORGANIC COCOA POWDER
- BANANAS
- CASHEW NUT BUTTER
- FLAXSEED OIL
- LECTITHIN GRANULES
- COCONUT WATER
- HEMPSEED POWDER
- GREEN LEAVES
- WATERCRESS
- BROCCOLI
- SPINACH
- AVOCADO
- A BAG OF APPLES
- PEARS
- CELERY
- CUCUMBER
- FENNEL

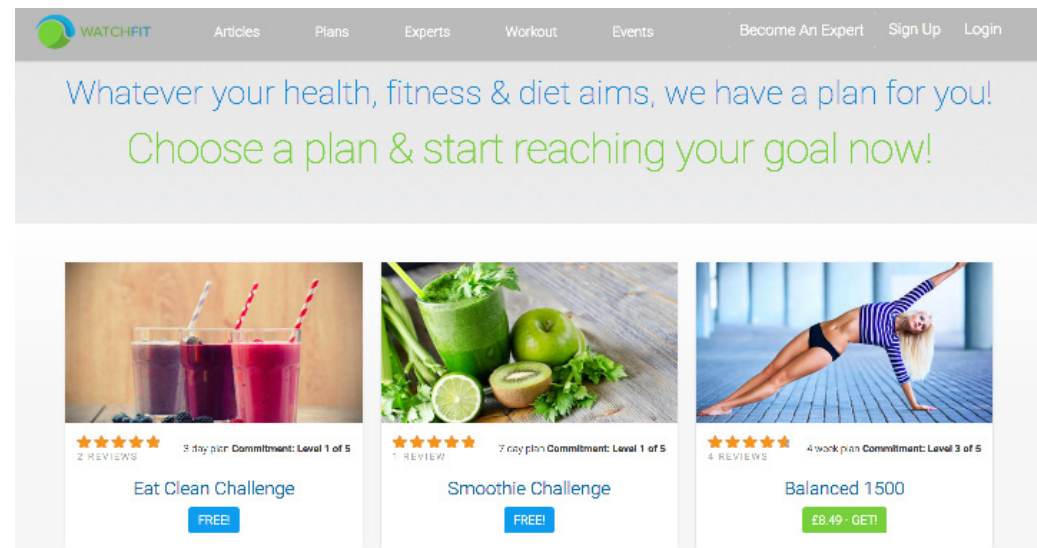
04 // BRAND IN USE // WEB

WatchFit is an online company and the design of our web pages are critical. The layout has to deliver information in a clear, consistent and concise way.

The structure has to encourage people to sign up, and want to browse through and click on different articles - for example...

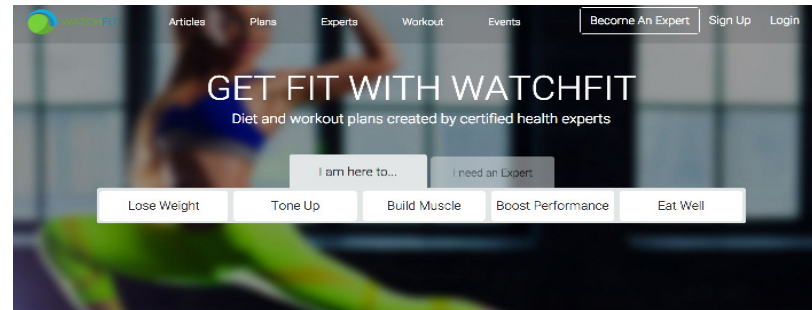


Choose a Plan

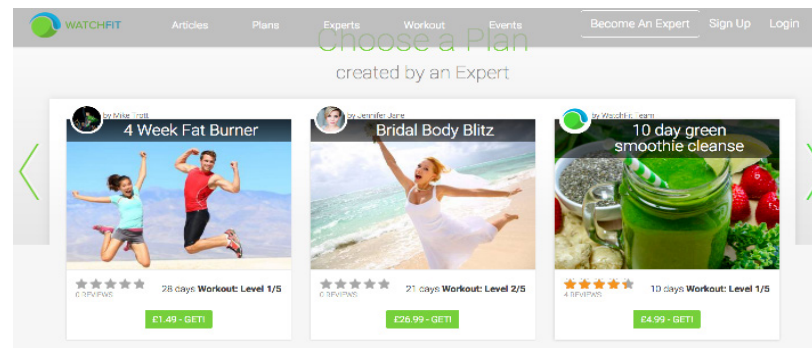


04 // BRAND IN USE // WEB

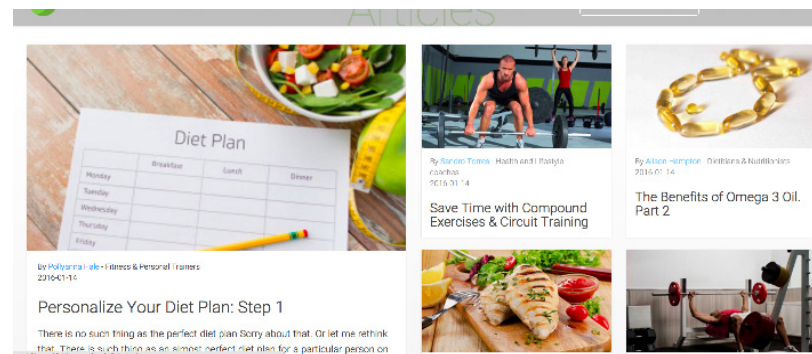
- Ensure we have rights to image used or that the image is properly attributed from linked page.
- Please do not change the sizes of the boxes on the homepage unless you want to promote an article that has just been posted.
- Please do not change the size of text for heading or paragraph text.
- Be consistent with layout. Use the same header/subheader/body text cross all pages.



The main sign up is positioned at the top of the homepage.



Select plans are visible on the homepage - the name of the article and the expert are displayed at the top.

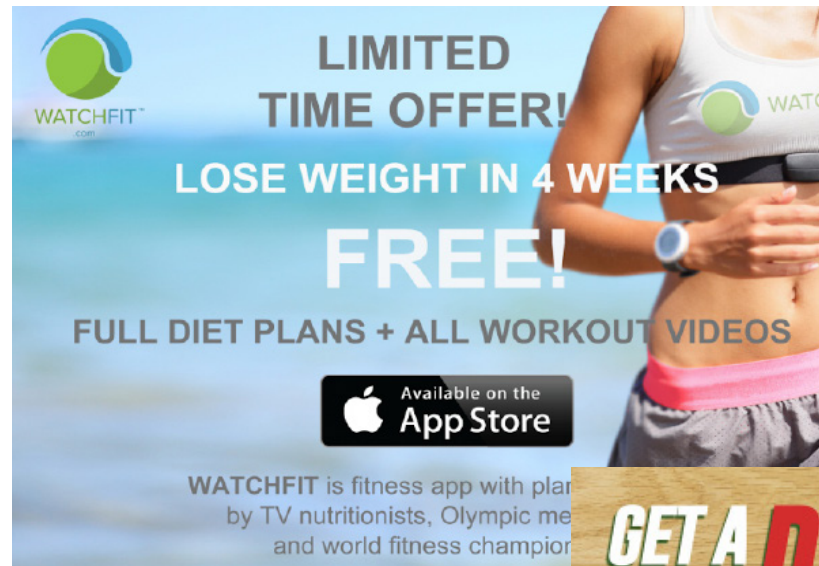


Select articles are visible on the homepage - the name of the article is a larger font size and the name of the expert is linked in blue.

04 // BRAND IN USE // ADVERTISING

To present the WatchFit app to the consumer the communication must sell the benefit for the consumer. This could be weight loss, building muscle, getting lean, improved endurance or a personalised fitness plan.

This is done through a descriptive and bold headline and strong visuals of the relevant goals.



04 // BRAND IN USE // BUSINESS CARDS



04 // BRAND IN USE // SOCIAL MEDIA



Facebook Apps



Twitter & LinkedIn header



Youtube header

