

FITMEET

FIND YOUR PEOPLE. MOVE TOGETHER.

DISCOVER | MOVE | MEET

BRAND GUIDELINES · 2026

Find your people. Move together. A guide to using the visual identity, colors, typography and voice of the FitMeet platform.

FITMEET.FIT

VERSION 1.0

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A community that moves.

FitMeet is a platform that connects local sports enthusiasts — runners, cyclists, hikers, swimmers and many more — through events organized by the users themselves. The app brings together discovering nearby activities, organizing meetups and community chat into one simple experience.

The visual identity reflects that idea: a circular “radar” symbol representing the discovery of people and places around you, with a path leading out from the center toward new experiences. The green-to-cyan gradient brings energy, motion and a positive, active brand spirit.



3

BRAND PILLARS

Discover · Move · Meet — find activities, get moving, meet people.

20+

SPORTS & ACTIVITIES

From running and cycling to yoga and hiking.

1

APP, EVERY FEATURE

Maps, routes, messaging, reminders, marketplace.



“Find your people. Move together.” isn't just a tagline — it's a product philosophy. Every feature in the app, from the map to the chat, exists to lower the barrier to doing something active together.

02 · MISSION & VALUES

Find your people. Move together.

We believe moving is better when you're not doing it alone. FitMeet exists to lower the barrier to getting out the door — one event, one message, one new person on the route.

Discover

Find events, routes and people nearby, filtered by sport and distance.

Move

Create an event, share a route, join an activity in one tap.

Meet

Meet the crew, chat in the group, come back to the same event next time.

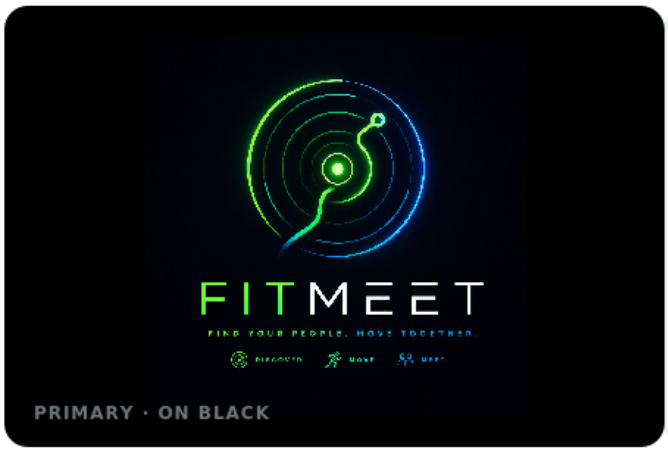
BRAND VALUES

Local and real | Easy to start | Energetic, not aggressive | Open to every level | Community first

10K+	500+	20+
ACTIVE USERS	EVENTS PER MONTH	SPORTS

Logo variants

The full logo combines the radar icon, the wordmark and the three brand pillars (Discover, Move, Meet). Use the primary (gradient) version whenever the background is neutral enough for the colors to stand out.



PRIMARY · ON BLACK



MONO BLACK · ON LIGHT BACKGROUND

Symbol only (icon)

Used as the app icon, favicon, profile avatar, or whenever there isn't room for the full wordmark.



GRADIENT ON BLACK



GRADIENT ON WHITE



MONO BLACK VERSION

File formats

PNG — transparent background, for web and Office documents

PDF — vector, for print and larger formats

SVG — recommended for web (export from PDF if needed)

Safe zone & sizing

MIN. CLEARANCE = X



Protected space

Always leave clear space around the logo equal to the height of the “X” from the wordmark (marked next to the icon). No other element — text, photography, page edge — should enter that zone.

Minimum sizes

Below these dimensions, the radar-line details become unreadable, especially in print.



DIGITAL: 24PX



FAVICON / AVATAR: 64PX



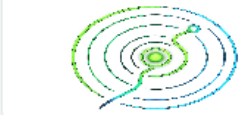
PRINT: 15MM WIDE

Recommended backgrounds

The gradient version of the logo works best on a fully black or fully white background. On photography or busy backgrounds, use the mono (black or white) version for legibility.

What not to do

The logo is one of the brand's most valuable assets — small changes undermine recognition and the sense of quality.



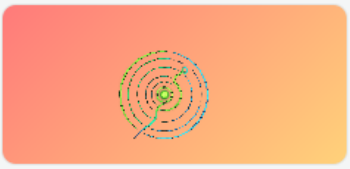
Don't stretch or distort proportions



Don't rotate the symbol



Don't change the gradient colors



Don't place on clashing backgrounds



Don't add shadows, outlines or effects



Don't pair with other wordmarks

Correct Use the supplied files unmodified, on recommended backgrounds, at the defined minimum sizes.

06 · COLOR

Color palette

FitMeet's energy lives in the transition from fresh green to electric cyan-blue — the colors of movement, maps and GPS signal.

PRIMARY COLORS

Move Green
HEX #6FE83A
RGB 111 232 58
CMYK 52 0 75 0

Signal Green
HEX #04FB76
RGB 4 251 118
CMYK 67 0 70 0

Meet Cyan
HEX #00B5FF
RGB 0 181 255
CMYK 71 29 0 0

Deep Navy
HEX #0B1A2B
RGB 11 26 43
CMYK 74 40 0 83

NEUTRAL COLORS

Pure Black
HEX #000000
RGB 0 0 0

Pure White
HEX #FFFFFF
RGB 255 255 255

Grey 400
HEX #9AA5A5
RGB 154 165 165

Grey 100
HEX #F4F6F6
RGB 244 246 246

Color usage

The 60 / 30 / 10 rule

Black and white carry most of the surface area (backgrounds, text). Green and cyan are accent colors — for CTA buttons, icons, highlighted numbers and links. Avoid large fields of solid green or blue, as they lose the energy of the gradient.



Contrast & accessibility

Signal Green and Meet Cyan are light, saturated colors — text placed directly on them often fails WCAG contrast. Use them as accents on black/white backgrounds, not as a background for text.

Black text on green ✓	White text on green ✗	Green text on black ✓

PRIMARY GRADIENT

Signal Green → Meet Cyan

Typefaces

The wordmark uses a geometric, technical letterform. For UI, web and documents we use a modern, highly legible sans-serif family that fits that same spirit.

DISPLAY	**Helvetica Neue Bold**	Headlines, hero sections, stat numbers
HEADING	**Helvetica Neue / Arial Bold**	Section titles, cards, event names
BODY	Helvetica Neue / Arial Regular	Paragraphs, descriptions, UI labels
MONO / LABEL	COURIER NEW — EYEBROW LABELS	Small labels, categories, status tags

Size hierarchy (web/app)

40 **28** **20** 16 13

H1 / H2 / H3 / Body / Caption — minimum body text size on mobile is 16px for comfortable reading.

Sports & activities

FitMeet covers 20+ sports. Each category has a simple, linear icon and an associated color for quick recognition on the map and in lists.

Running	Cycling	Hiking	Fitness
Football	Basketball	Tennis	Swimming
Yoga	Climbing	Skating	Skiing

Mapping on the map

On the map, each active pin is shown as a solid circle in the sport's color, with the icon centered inside. The user's own events are highlighted with a brighter halo effect (Signal Green).



Voice & tone

We write like a friend inviting you to a workout, not like a fitness influencer or a corporate app. Direct, warm, with zero pressure about looks or performance.

ENERGETIC

Active verbs, short sentences. “Join in.” not “There is an opportunity to join.”

INCLUSIVE

Every level is welcome. We never assume a fitness level or experience.

NO PRESSURE

Never a guilt trip about canceling, calories or looks. Moving is the reward in itself.

THIS IS HOW WE WRITE

“Saturday morning run starts at 8am from Bundek. Easy pace, all levels welcome. See you there!”

THIS IS NOT HOW WE WRITE

“You MUST come to this training or you'll lose your progress! Don't miss this CHANCE for the perfect body!!!”

THIS IS HOW WE WRITE

“No worries, just let the organizer know you can't make it — the crew will understand.”

THIS IS NOT HOW WE WRITE

“User has canceled attendance. Status: failure.”

Digital & social

Examples of how the logo, color and typography come together in real materials — app screenshots, social media promo images and app store assets.







Thanks for helping move the FitMeet community.

For additional assets, brand questions, or access to the original logo files, reach out to the team.

WEB

fitmeet.fit

DOCUMENT VERSION

1.0 · 2026