

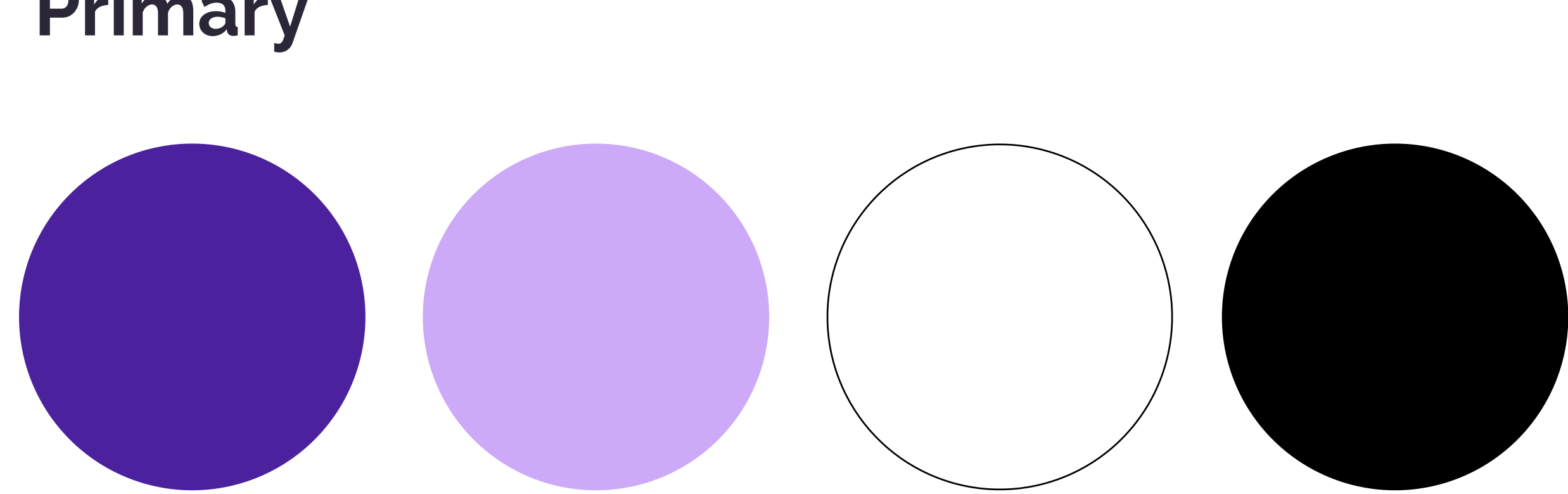
Royal Change

DESIGN SYSTEM

Created By: Jordan McGuire, Katherine Crocker, and Maya Giro



Primary



#4C219E

ROYAL & STRONG

#CDAAF7

PROTEIN PURPLE

#FFFFFF

#000000

Secondary



#E7C600

GOLDEN GLUTES

#5FB6EC

BAND BLUE

#E862C7

POWERFUL PINK

COLORS

Do:

Use black text on all body copy

Use white text when layered on primary colors

Use secondary colors for announcements, hover links, sales, promo codes.

Use secondary colors to guide imagery decisions and brightness

Always check with accessibility standards to make sure there is enough contrast with colors.

Don't:

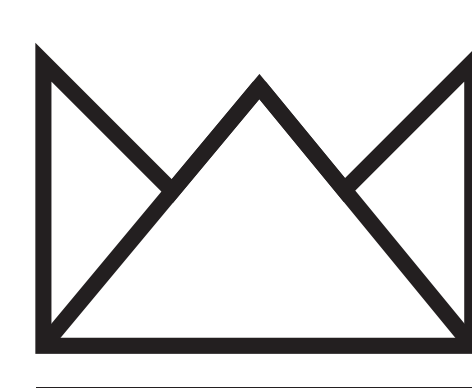
Use light text color over secondary colors (ex: white on "Golden Glutes")

Mix secondary colors with each other when copy is involved

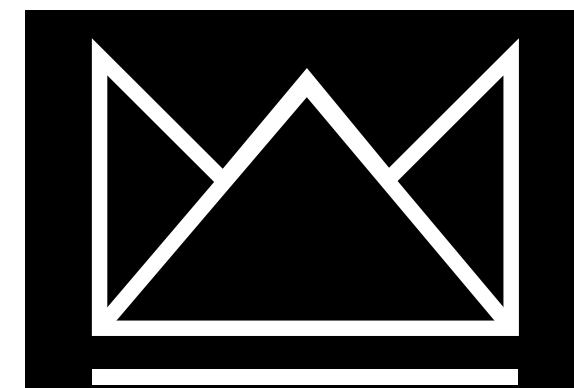
LOGOS

Formal

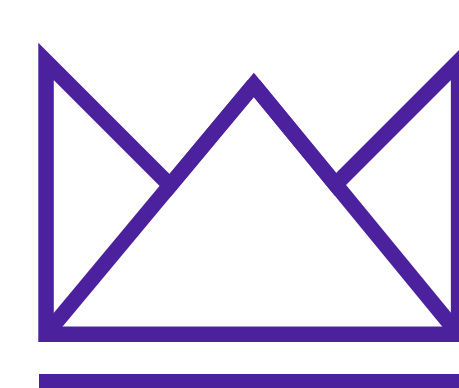
Dark



Light

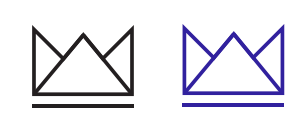


Color

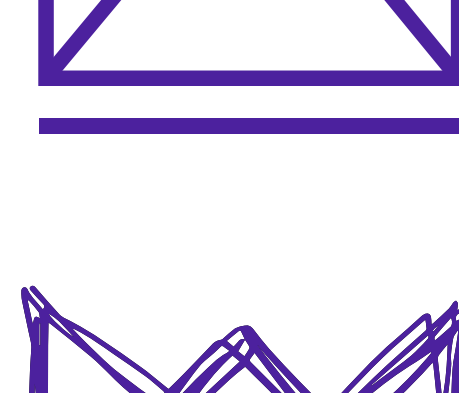
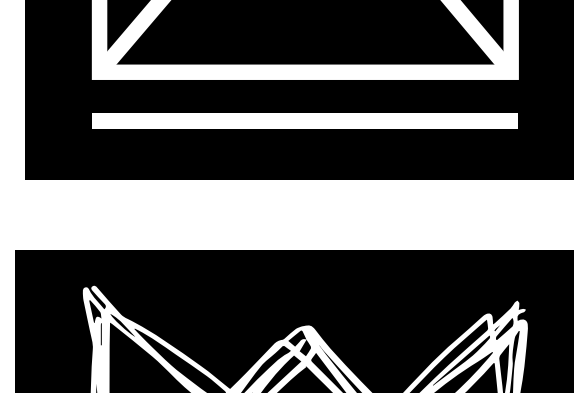
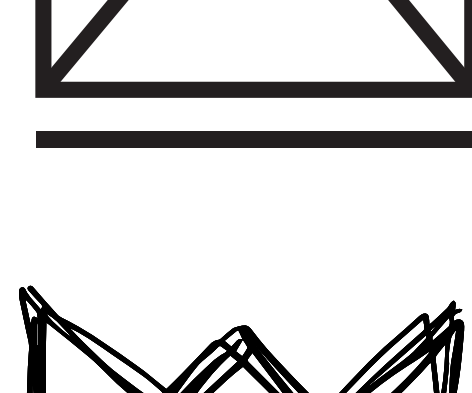


Favicon

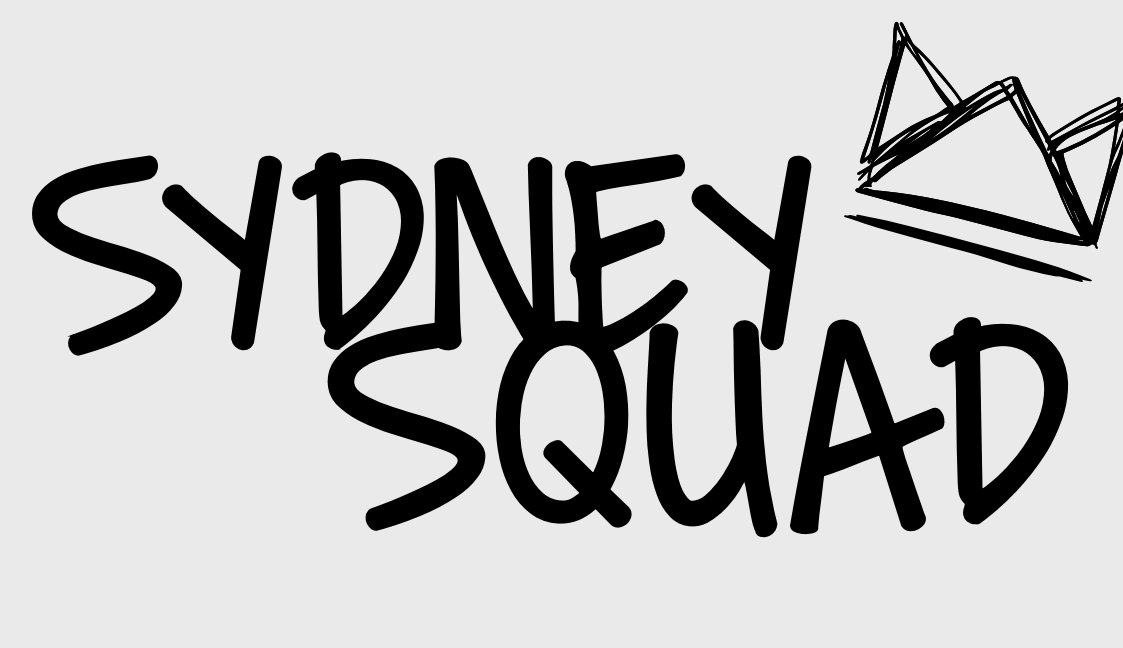
10% of size
256x256px



Sloppy



NEW Variations



Do:

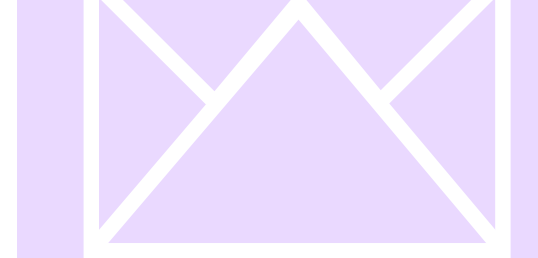
Use Formal Logos for official website and documents

Use sloppy logo for informal monthly marketing materials

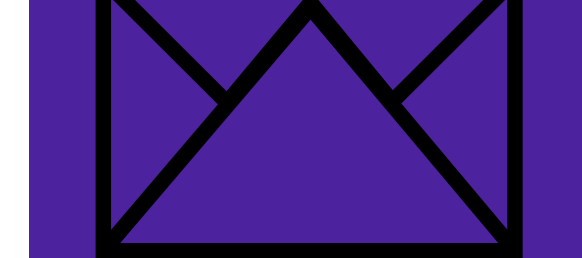
Use color logos on a case by case eval

Use dark logos when being sized down to smaller placements

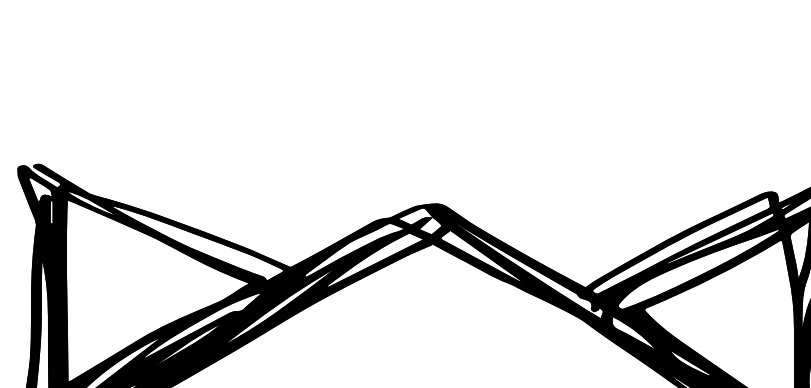
Do not...



Use light logos on top of light colors



Use dark logos on top of dark colors



Alter logos in any way (ex: stretching, warping, using colors that do not represent the brand)



Place additional graphics or text around the logos. There must be a minimum of 30px space surrounding

TYPOGRAPHY



KIONA BOLD

KIONA

Raleway Bold

Raleway

The typography should remain consistent throughout the site and have a clear hierarchy. The company's name that is handwritten by the client will be featured as the site's title on the desktop navbar and not used elsewhere. The H1 font will be the Kiona font in bold. H1 should be used as overall page headers. H2, Kiona Regular, should be used as section headers within a page and for the navbar page selection. H3, Raleway Bold, is designated for accordions, buttons, badges, and other UI components that are not sub-headings or body text. Raleway Regular is for all body text and any additional text that may be input. Each font can vary in colors from the primary color palette.

IMAGERY

Photographs should remain true with a photo to match the brand's upbeat tone. Exceptions to this rule include photographs taken with Sydney's darkened fitness studio backdrop. The focus of each image should always be either Sydney, Royal Change products, or both combined. All photos of Royal Change products should remain as realistic and natural as possible, with few edits, in order to maintain the brand's sincerity. Filters are acceptable as long as they do not significantly alter a photo's original color.

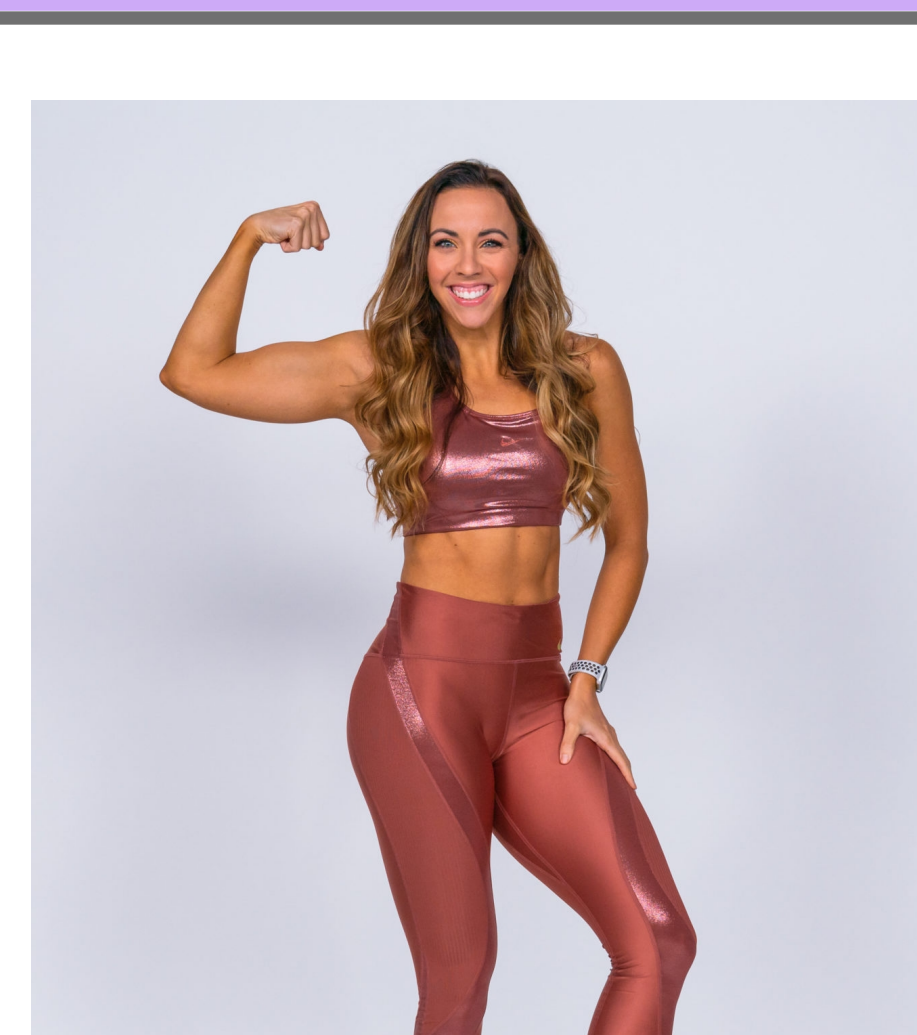
Photography do's:

- Have Sydney pose or interact with Royal Change products
- Ensure Royal Change products on a light backdrop
- Place the Royal Change logo is visible at all times when capturing images of products
- Capture enough images of a single product that showcases it at different angles

Photography don'ts:

- Overlay photos with another color; if there is overlaid text, black can be used as an overlay color
- Change a photo to black and white
- Have Sydney pose in front of Royal Change products

PHOTOGRAPHY



Creativity is highly encouraged when creating artwork for the Royal Change brand. Colors do not have to follow branding guidelines unless the artwork is to be added to the website. If Royal Change branded colors are not utilized, chosen colors must be relatively light and fun. Colors that create a dark and solemn tone are prohibited. All artwork must adhere to inclusivity and represent the diverse individuals whom Royal change provides service to.

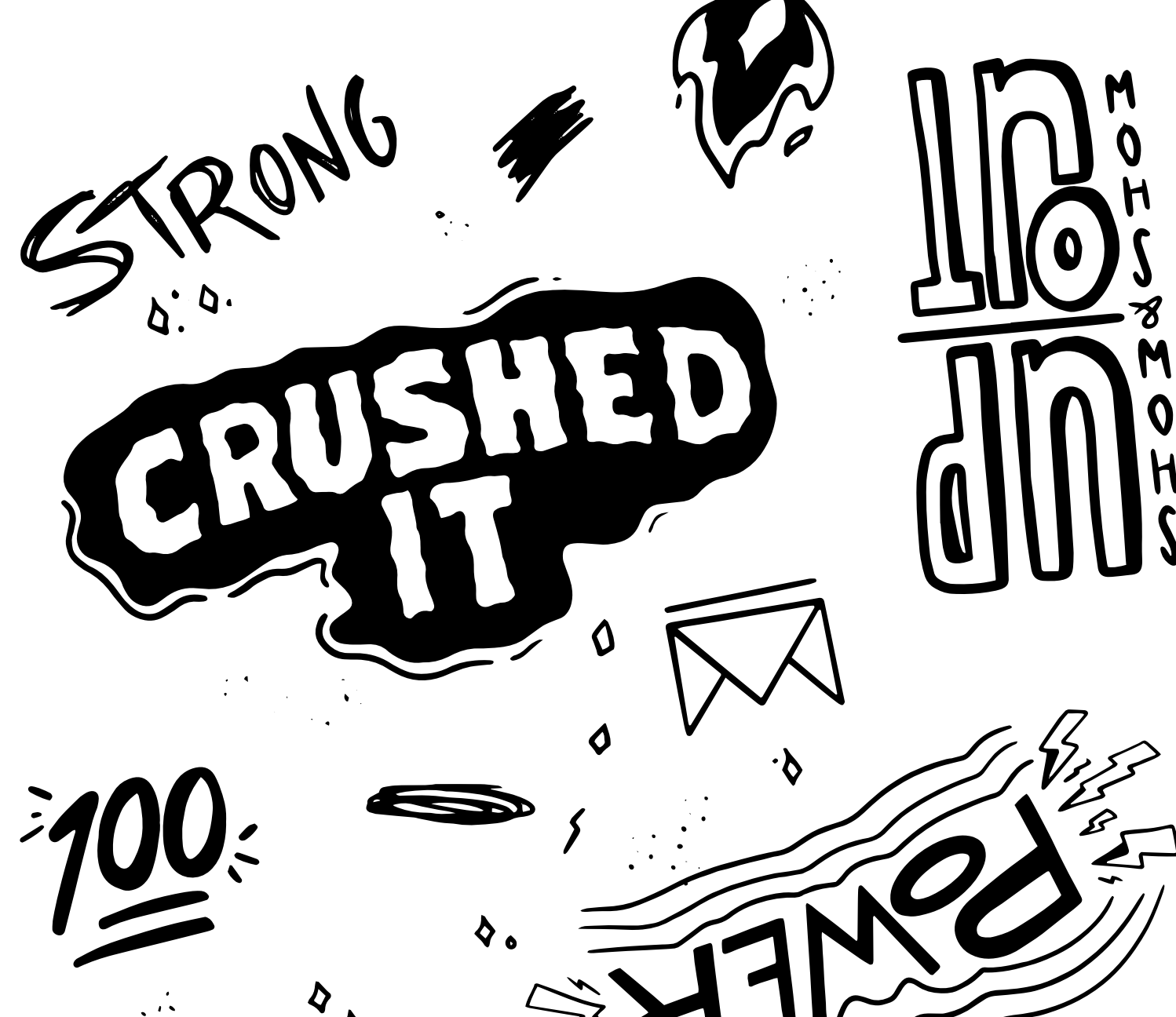
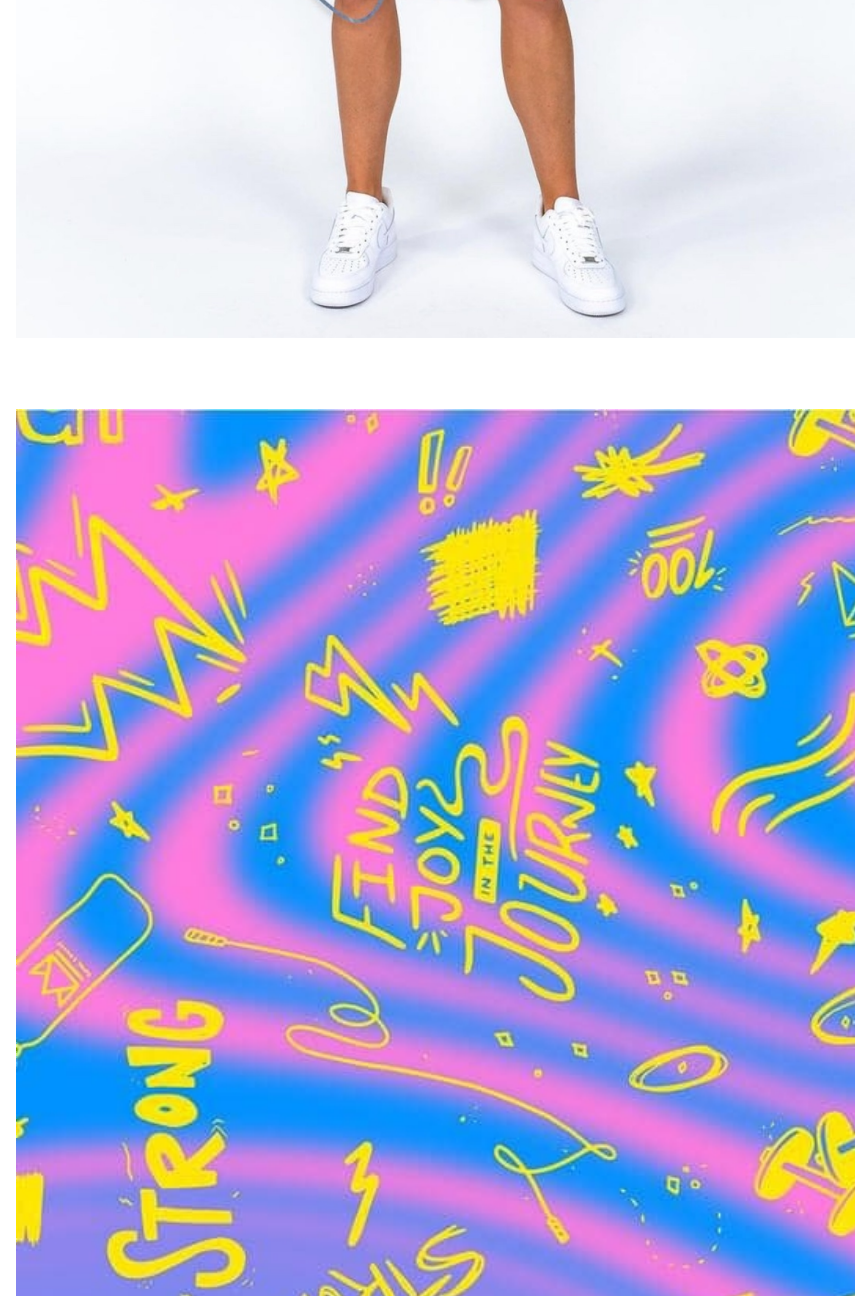
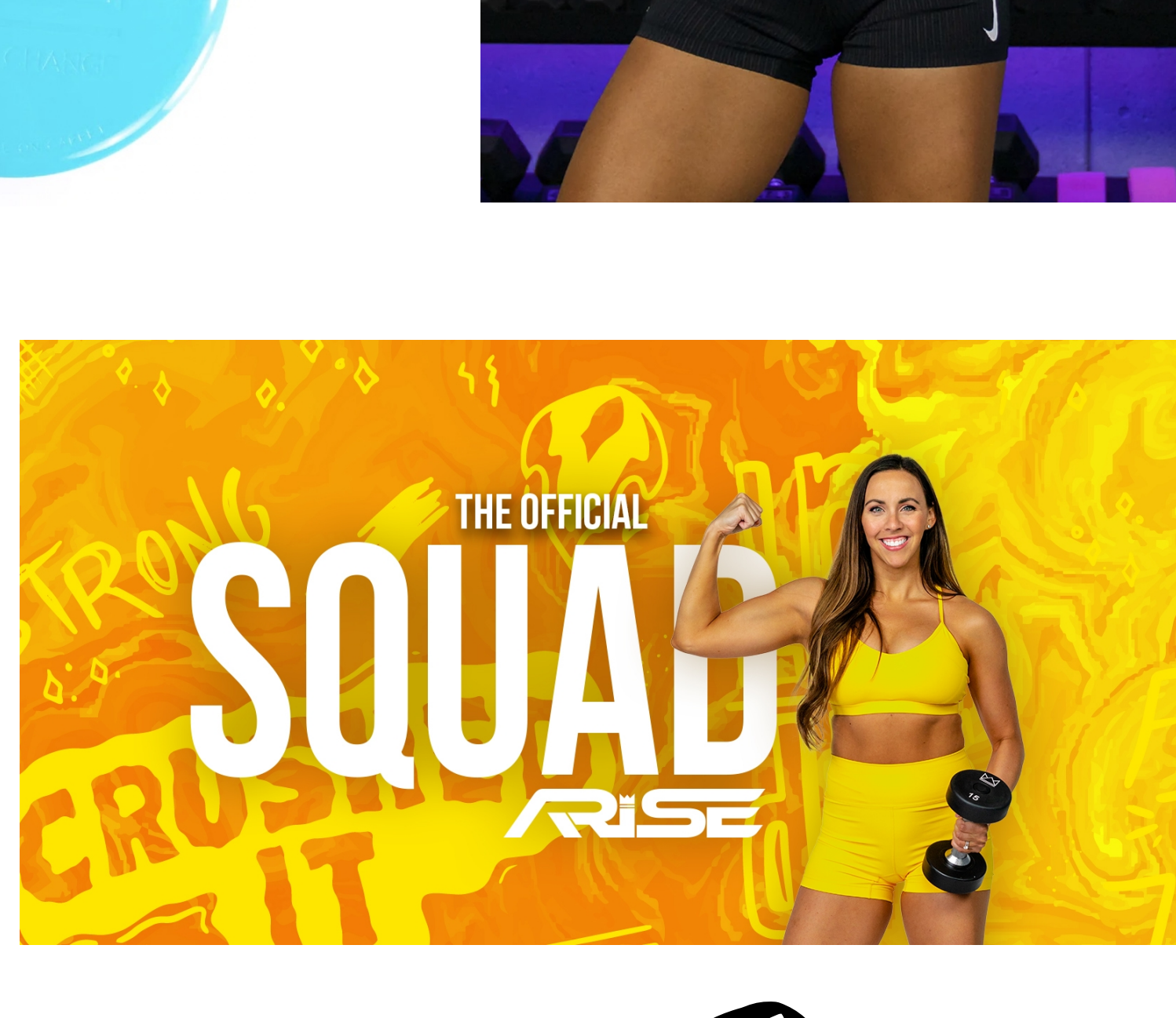
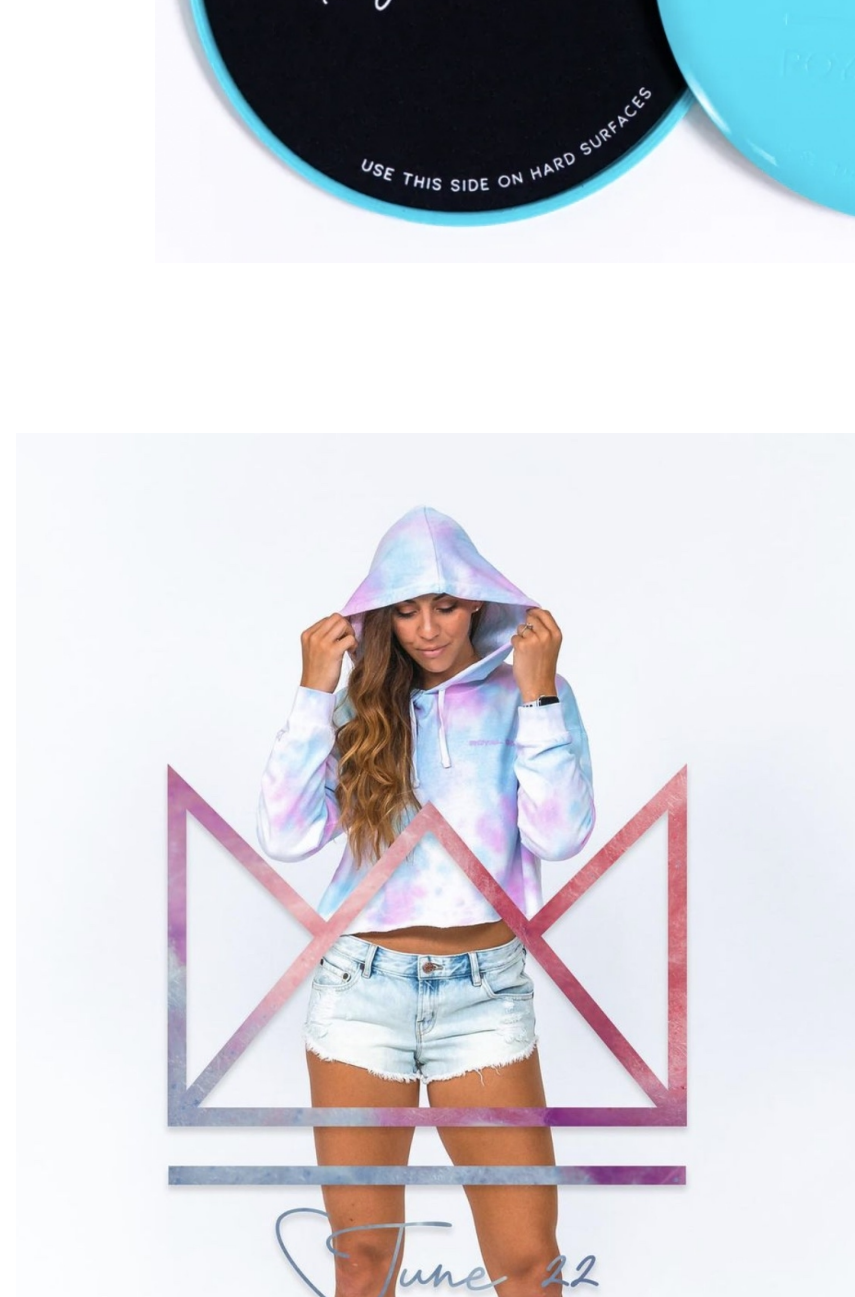
Artwork do's:

- Photoshop live images, such as Sydney, into artwork
- Feel free to use fonts and colors other than the ones specified in this style guide, especially for social media
- Artwork for monthly workout programs should remain easily identifiable from one another

Artwork don'ts:

- Use dark colors as the background of artwork
- Include copy that does not match the tone of the brand
- Alter the Royal Change logo in any way that's not specified in this style guide

ARTWORK



EDITORIAL STYLE

VOICE

Royal Change's voice is friendly and approachable, appealing to users of varying fitness levels. It matches Sydney's motivational and energetic character to keep users engaged and connected. People should feel that Royal Change is someone who they can trust to help them stay accountable through every step of their individualized fitness journey.

Royal Change is...

Beaot, community-centered, and forward-thinking

Royal Change is NOT...

Unprofessional, generic, and pompous

Mission Statement:

Fitness is about making you happy, and Royal Change is here to help build the confidence and happiness you desire.

Tagline:

Happy, healthy, and strong

Additional variation for merchandise and graphics:

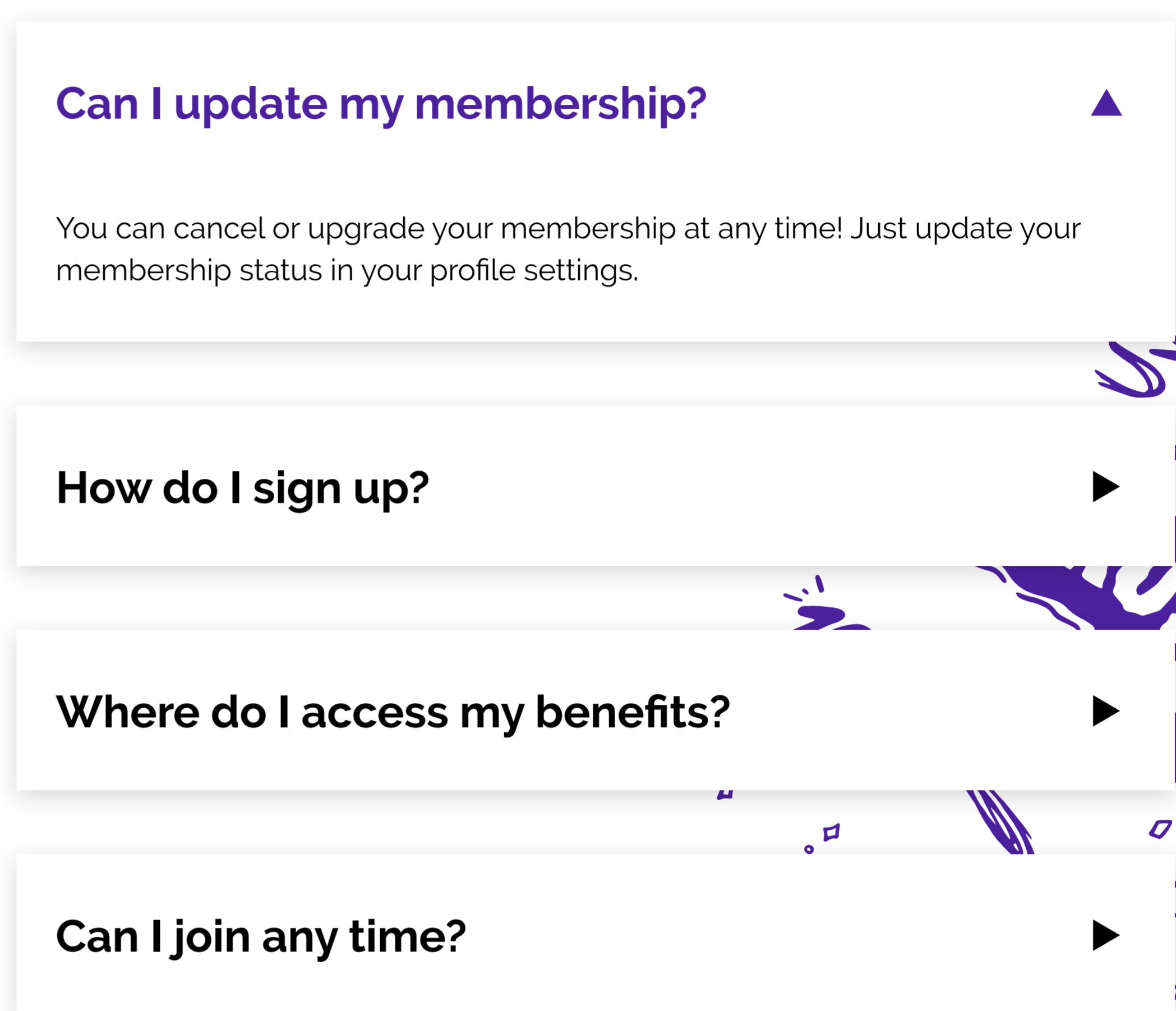
"Happy, Healthy, Strong"



UI COMPONENTS

ACCORDIONS

Accordions are used when information is needed to be condensed. Users have the ability to click and view as many items as they wish within the accordion.



BUTTONS

Buttons help direct users to particular points of interest. More emphasis will be given to buttons that take users to a sign up page or store checkout. Colors will be used according to the background (i.e. dark purple will be used with a light background and vice versa).

Hover effects: Buttons with more emphasis will enlarge on hover whereas buttons with less emphasis will be filled with their border's color.

More emphasis



Less emphasis

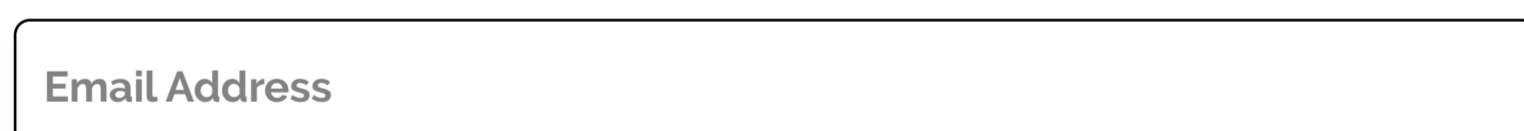


ALERTS

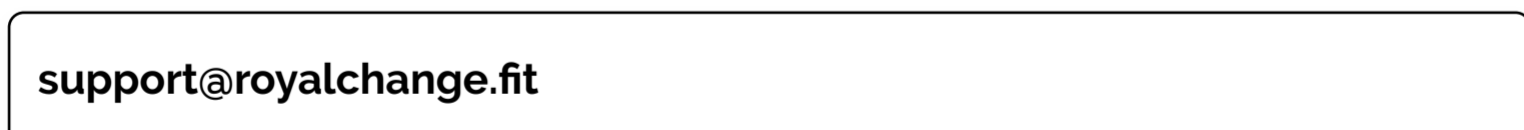


Alerts are used to notify the user with upcoming deals, discounts, or new merchandise releases. They appear as a full-width banner at the top of the screen on select web pages. Background color should be one of the secondary colors and the font remains black.

INPUT FIELDS



Input fields will be a place where users can enter their information. Examples of specific areas include subscribing to Royal Change's email list, member sign up for Sydney Squad, and enter payment/shipment information when purchasing from the e-commerce portion of the site. The input field's original state will be a rectangle with a black, size 1 border. The instructional text will also be black with an opacity of 49%.



As the user types in their information, the text will have an opacity of 100% so that they can easily differ what they have typed out from the original content.

The black and white contrast and simplicity of the input fields helps the user not become overwhelmed with the instructions and information inside the fields.

BADGES



Active

Badges are used within the Sydney Squad page and Member Portal to show current and potential members the perks and benefits they receive when they join. Each badge is expandable with a more detailed description of the benefit. These collapsible badges have two states: active and non-active.

All of the badges are arranged in an interactive larger circle with each of the active description displayed in the center.

Inactive



TOOLSTACK

Design



+



Prototype



Development





FORM

Do:

Use form format for any text fields

Vary art background colors to match the page it is on

Change button color to match art color

Don't:

Make width smaller than 330 px

Center align the forms

Title
Description

Label
Placeholder

Label
Placeholder

Label
Placeholder

Submit

NAVIGATION BAR

Do:

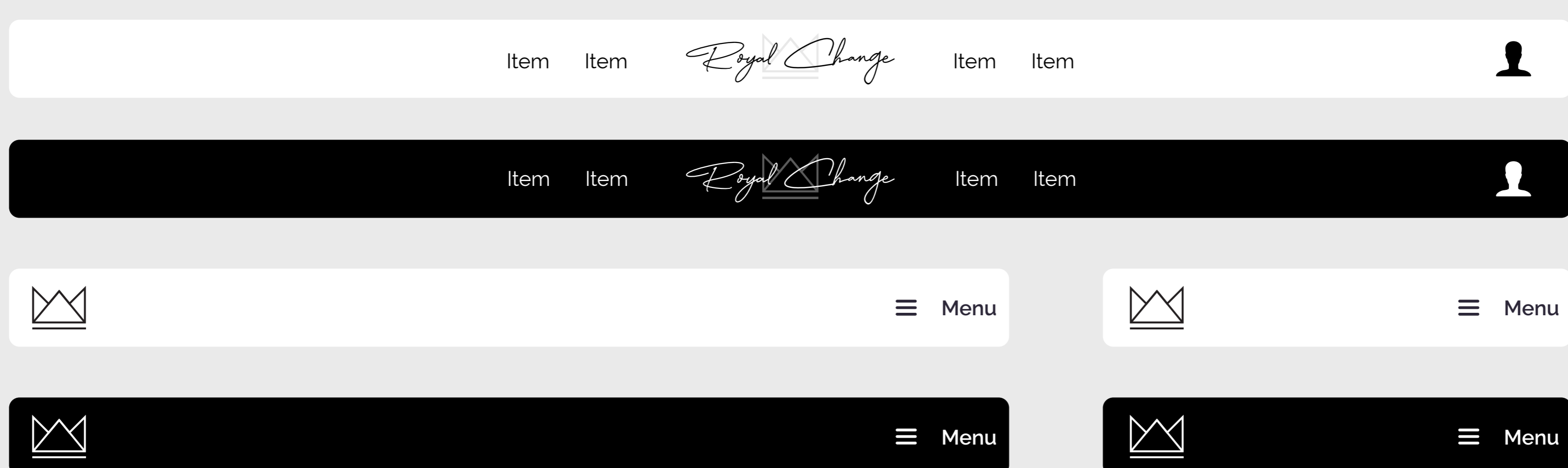
Only use cursive logo for navigation bar desktop version only

Use dark mode first

Use RC crown formal logos for collapsible responsive versions

Don't:

Add menu items until there's equal amounts of items on both sides of logo



BANNER FORMAT

Do:

Use text hierarchy in banners ie: Headline, Subhead, Body, Button

Use images as backgrounds when available

Have equal padding and full-width

Center objects with height and width to banner

Banner Title

A quick supportive, and easy to understand catchphrase, slogan, tagline, or the punchline of the brand.

Button

