



MUSCLE **MIX**

Style Guide



General Color Palette:

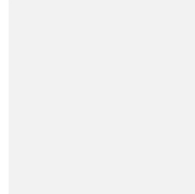
Backgrounds:

Body Background Color:



Hex: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Secondary Background Color for Accent:



Hex: #F2F2F2
RGB: 242, 242, 242
CMYK: 4, 2, 2, 0
Pantone: Cool Gray 1

Tertiary Background Color for Bolder Areas Such as Footers:



Hex: #666666
RGB: 102, 102, 102
CMYK: 61, 51, 51, 20
Pantone: 4195



Sidenote on Text Colors:

Always use white text #FFFFFF on any dark background just like this.

Text Colors for Headers and Body:



Hex: #353535
RGB: 53, 53, 53
CMYK: 69, 63, 62, 57
Pantone: 447

Accent Color:

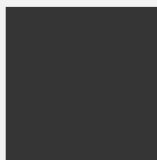


Hex: #FF8C00
RGB: 255, 100, 0
CMYK: 0, 55, 100, 0
Pantone: 151

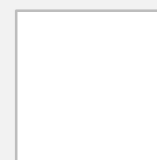
App Icon:



Hex: #FF8c00
RGB: 255, 100, 0
CMYK: 0, 55, 100, 0
Pantone: 151



Hex: #353535
RGB: 53, 53, 53
CMYK: 69, 63, 62, 57
Pantone: 447



Hex: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Color Logos:

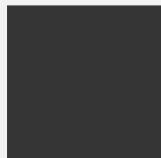
Full Logo:



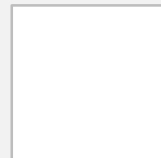
Icon Only:



Hex: #FF8c00
RGB: 255, 100, 0
CMYK: 0, 55, 100, 0
Pantone: 151



Hex: #353535
RGB: 53, 53, 53
CMYK: 69, 63, 62, 57
Pantone: 447



Hex: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0



Hex: #666666
RGB: 102, 102, 102
CMYK: 61, 51, 51, 20
Pantone: 4195

B&W Logos:



Icon Only:



Hex: #000000
RGB: 0, 0, 0
CMYK: 75, 68, 67, 90
Pantone: Black C



Hex: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0



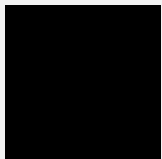
Hex: #8e8e8e
RGB: 142, 142, 142
CMYK: 47, 39, 39, 3
Pantone: 423

B&W Logos:

Full Logo:



Icon Only:



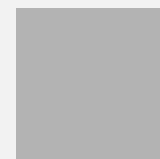
Hex: #000000
RGB: 0, 0, 0
CMYK: 75, 68, 67, 90
Pantone: Black C



Hex: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0



Hex: #7D7D7D
RGB: 124, 125, 124
CMYK: 53, 44, 35, 9
Pantone: Cool Gray 9



Hex: #B3B3B3
RGB: 179, 179, 179
CMYK: 31, 24, 25, 0
Pantone: 421

Body Typefaces and Colors:

Header 1: Lato Black, 32pt
DJ play that music all night long

Header 2: Lato Bold, 28pt
DJ play that music all night long

Header 3: Lato Black, 24pt
DJ play that music all night long

Header 4: Lato Black, 20pt
DJ play that music all night long

Header 5: Lato Black, 16pt
DJ play that music all night long

Header 6: Lato Regular, 12pt, UPPERCASE
DJ PLAY THAT MUSIC ALL NIGHT LONG

**Color for all headers
and body text:**



Hex: #353535
RGB: 53, 53, 53
CMYK: 69, 63, 62, 57
Pantone: 447

Color for all body hyperlinks:



Hex: #FF8c00
RGB: 255, 100, 0
CMYK: 0, 55, 100, 0
Pantone: 151

Body Font: Raleway Regular, 12pt

Lorem ipsum dolor sit amet, [sample text link](#) elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

Navigation Typefaces and Colors:

Navigation Sample:

Primary Navigation Text Type: Raleway Regular
Text Transform: UPPERCASE

Dropdown Menu Navigation Text Type: Raleway Regular
Text Transform: Normal

SPECIALTY ▾

MUSIC + CHOREO ▲

VIRTUAL MUSIC

All Music + Choreo
Cardio Bounce»
Intense Intervals»
Madonna Grimes
Muscle Fusion»
Step Fusion»
Vinyasa Fusion»

Background Color for Primary Navigation Bars:



Hex: #FF8C00
RGB: 255, 100, 0
CMYK: 0, 55, 100, 0
Pantone: 151

Text Color for Primary Navigation Bars:



Hex: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Background Color for Drop Down Menu:



Hex: #F8F9FB
RGB: 248, 249, 251
CMYK: 2, 1, 1, 0
Pantone: Cool Gray 1

Text Color for Drop Down Menu:



Hex: #666666
RGB: 102, 102, 102
CMYK: 61, 51, 51, 20
Pantone: 4195

Buttons and Icons:

Primary Buttons:

Normal State:



Hover State:



Colors:



Hex: #FF8C00
RGB: 255, 100, 0
CMYK: 0, 55, 100, 0
Pantone: 151



Hex: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Button Text: Raleway Regular
Text Transform: UPPERCASE

Secondary Buttons:

Normal State:



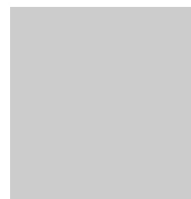
Hover State:



Colors:



Hex: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0



Hex: #CCCCCC
RGB: 204, 204, 204
CMYK: 0, 0, 0, 0
Pantone: Cool Gray 5

Button Text: Raleway Regular
Text Transform: UPPERCASE

Commonly Used Icons:



Color:



Hex: #CCCCCC
RGB: 204, 204, 204