

LOGO AND APP ICON KIT • PREPARED BY TECHSY FOR BETTERFIT

BetterFit logo and app icon kit

Everything the app, the website and the stores need from the mark: nine lockups, the 3D Pulse app icon with its feature editions, the flat icon set for iOS and Android, the Pulse canon, colours, type and the download set. Every file ships as SVG and PNG; the icons at 1024 and 180.

9

LOCKUPS

13

3D APP ICONS

9

COLOURS

1

TYPE FAMILY

207

FILES



BetterFit

Default lockup • horizontal • light

kit/lockup-horizontal-light.svg

01 Logo

The 3D Pulse icon plus **BetterFit** in Poppins ExtraBold (800, -1.25% tracking). Use the horizontal lockup by default and the stacked one in square spaces. The wordmark files are pure vector; the lockups embed the 3D icon.



BetterFit

Horizontal • light

[SVG](#)[PNG](#)



BetterFit

Horizontal • black

[SVG](#)[PNG](#)



BetterFit

Horizontal • on brand

[SVG](#)[PNG](#)



BetterFit

Horizontal • blue wordmark

[SVG](#)[PNG](#)



BetterFit

Stacked • light

[SVG](#)[PNG](#)



BetterFit

Stacked • black

[SVG](#)[PNG](#)

BetterFit

Wordmark • ink

[SVG](#)[PNG](#)

BetterFit

Wordmark • brand

[SVG](#)[PNG](#)

BetterFit

Wordmark • on brand

[SVG](#)[PNG](#)

Default

Horizontal lockup on light. Black and on-brand versions for dark and blue surfaces.

Square spaces

Stacked lockup for avatars, tiles and anything close to 1:1.

Wordmark alone

Only where the icon already sits nearby: app header, store page, footer.

Keep it as shipped

No recolouring of the 3D icon, no stretching, no outline. Vector wordmark, rendered icon.

02 App icons

A rendered 3D Pulse: glossy soft-touch material, studio light, rim light. The core icon ships by default; the flat set beside it is what the stores and Android's themed icons use. The feature editions are alternate icons people can pick in settings, or icons for campaigns and store pages. Every icon comes at 1024 and 180.

3D Pulse · core default app icon, dark-mode icon, brand-blue edition



Core · light
Default app icon
1024 180



Core · black
Dark mode, iOS dark icon
1024 180



Core · brand
Brand-blue edition
1024 180



Flat · brand
Store listing, Android
SVG 1024



Flat · dark
iOS dark appearance
SVG 1024



Flat · light
Blue Pulse on white
SVG 1024

Feature editions alternate icons, one per feature



Achievement · trophy
Challenges, leaderboards
1024 180



Fitness · fire
Training, programs
1024 180



Health · heart
HealthScore, sleep
1024 180



Nutrition · apple
Food log, AI photo
1024 180



Fitness · gym
Rich edition: weights, streak calendar
1024 180



Achievement · hall
Rich edition: medals, app badge
1024 180

Energy editions bigger Pulse with the feature's world around it



Fitness · on fire
Fire-shaped Pulse, burning border
1024 180



Achievement · stage
Spotlights, rays, confetti
1024 180



Nutrition · snap
Apple Pulse, real bowl, scan frame
1024 180



Health · heartbeat
Sleep, training and food behind the heart
1024 180



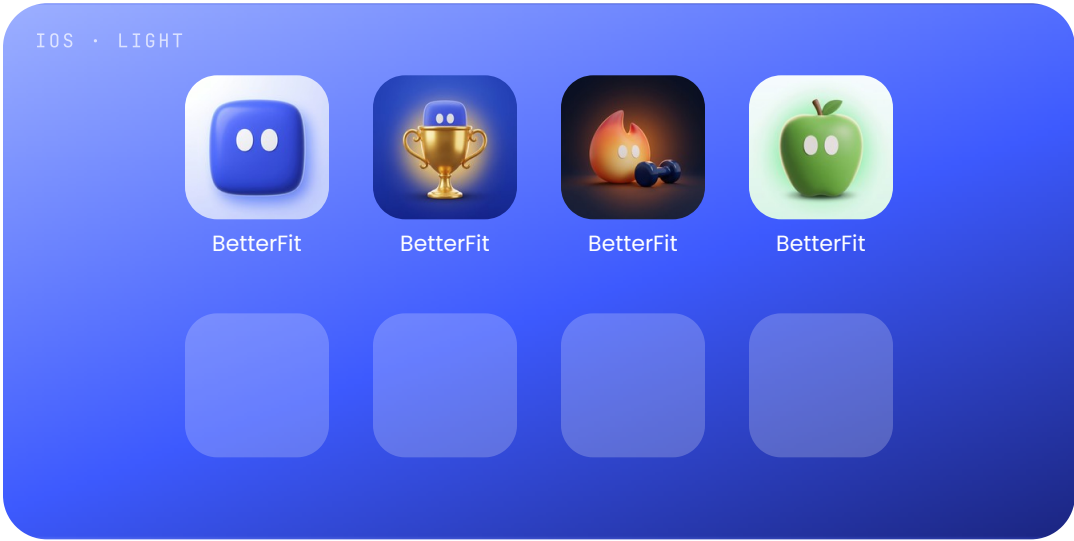
Peek · light
Pulse peeking in, light tile
SVG 1024



Peek · black
Pulse peeking in, black tile
SVG 1024

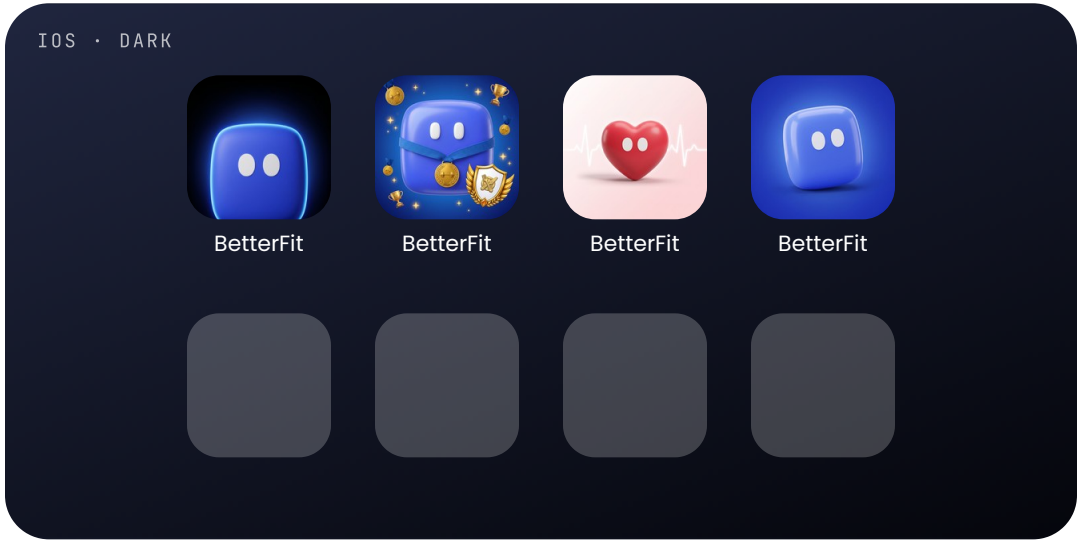
On a home screen

IOS · LIGHT



BetterFit BetterFit BetterFit BetterFit

IOS · DARK



BetterFit BetterFit BetterFit BetterFit

03 **iOS and Android set**

What goes into Xcode and Android Studio. iOS takes the flat icon in its three appearances; Android takes the adaptive pair plus the themed monochrome mark. The alternate icons below are the flat Pulse states, in light, tint and dark.

ios

logos/png/app · logos/svg/app

Default
Any appearance

Dark
Dark appearance

Light
Light alternate

App Store	ios-app-icon-1024.png · 1024 x 1024, sRGB, no alpha
Home screen	ios-app-icon-180.png (@3x) · ios-app-icon-120.png (@2x)
Masters	ios-app-icon.svg · ios-app-icon-dark.svg · ios-app-icon-light-alt.svg

Android

logos/png/app · logos/svg/app

Foreground
Adaptive layer, white Pulse

Background
Adaptive layer, brand blue

Monochrome
Themed icon, Android 13+

Adaptive	android-adaptive-foreground.png · android-adaptive-background.png · 1600 x 1600, safe zone kept
Themed	android-themed-monochrome.png · single-colour mark for Material You
Masters	android-adaptive-foreground.svg · android-adaptive-background.svg · android-themed-monochrome.svg

Alternate icons · flat Pulse states the same format as the default icon, in light, tint and dark

Fire · light

Fire · tint

Fire · dark

Heart · light

Heart · tint

Heart · dark

Apple · light

Apple · tint

Apple · dark

Files logos/svg/app-states/ios-app-icon-{fire,heart,apple}-{light,tint,dark}.svg and the same names in logos/png/app-states at 1024 and 180

Small marks favicon, social avatar, banner

Favicon
favicon.svg · 16, 32, 192, 512

Social avatar
avatar-standard · 400, 800

Social banner
banner-1500x500 · SVG + PNG

TECHSY · SAMPLE DOCUMENT · BETTERFIT IS A TECHSY PRODUCT

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04

Typography

One family across app, website and logo: Poppins. The website body copy stays Plus Jakarta Sans.

Wordmark · headings · Poppins ExtraBold 800, -1.25% to -2% tracking

BetterFit

Section titles · Poppins Bold 700

Your body has a score.

UI · Poppins SemiBold 600 / Medium 500

Start workout · Log meal · 1,240 kcal

Body · Poppins Regular 400

Pulse explains the why: rest refills your muscles' energy so the next set is strong.

fonts/Poppins-Regular.ttf

fonts/Poppins-Medium.ttf

fonts/Poppins-SemiBold.ttf

fonts/Poppins-BoId.ttf

fonts/Poppins-ExtraBoId.ttf

Open Font License

05

Colour

Brand blue is the hero. Red, green and the fire gradient belong to Pulse's states.

Brand
#3D5AFE
Primary. Pulse, buttons, links, headers.

Brand dark
#2A3EB1
Pressed states, depth.

Brand light
#6B8CFF
Glows, highlights.

Ink
#000000
Wordmark, page titles.

Night
#0B0E2A
Dark surfaces.

Paper
#F4F6FF
Light backgrounds.

Heart
#E5384B
Health state. Cancel, destructive.

Apple
#55B938
Nutrition state.

Fire
#FFB13B to #D9302A
Training state.

06

Pulse

Canon: one blob, two blank white oval eyes, no mouth, no limbs. Four states: standard, fire, heart, apple. The flat marks are the vector masters behind every state icon; the 3D Pulse is the rendered app icon. The Lottie pair is the app's launch and idle animation (loop from frame 30).

Standard
logomark.svg

Fire
logomark-fire.svg

Heart
logomark-heart.svg

Apple
logomark-apple.svg

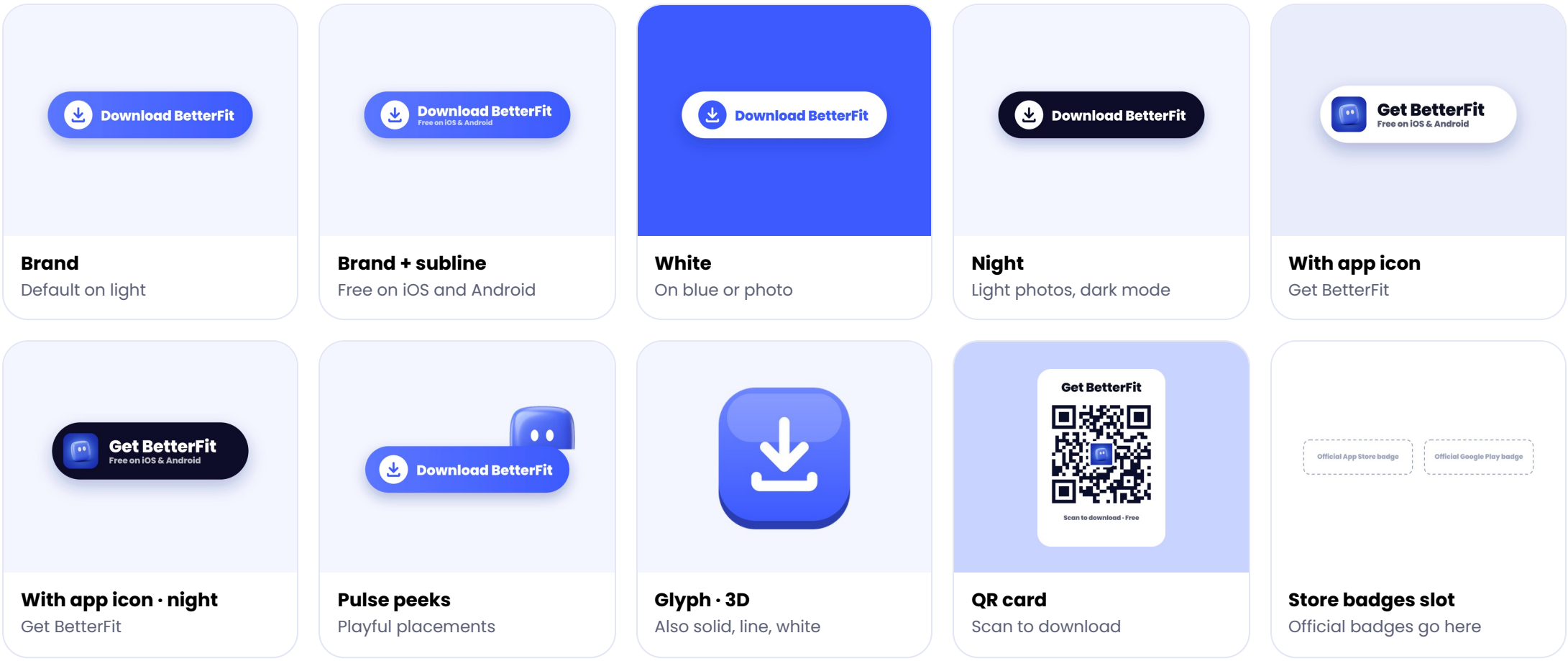
3D · light
betterfit-peek-light.json

3D · black
betterfit-peek-black.json

07

Download assets

The download CTA in every style the motion pieces, social, the website and the app need. SVG plus PNG at 2x, text outlined in Poppins ExtraBold. The official App Store and Google Play badges come from Apple and Google; the store-row template marks where they go.



Also in download/ glyph-solid, glyph-line, glyph-white (SVG + PNG) · cta-glass for video · cta-outline for quiet placements · cta-download.lottie.json, the animated button at 60 fps, loopable

08

Files delivered

One folder, eight subfolders, 207 files. Vector masters for everything flat, rendered PNGs for the 3D icons, and the fonts. BetterFit owns the lot.

FOLDER	CONTENTS	FORMATS	FILES
kit/	Nine lockups and wordmarks: horizontal, stacked and wordmark in light, black, brand and blue-text	SVG, PNG 2000 px	18
logos/svg/	Vector masters: primary, mono, reversed, states, app, app-states, small, social	SVG	46
logos/png/	The same set exported, app icons at 1024, 180 and 120, favicons at 16 to 512, social at 400 and 800	PNG	63
icons-3d/	3D Pulse app icons: core, feature, rich and energy editions	PNG 1024, 180	18
peek/	Pulse peeking in: 3D, flat and mono, light and black	SVG, PNG 1024, 180	24
download/	Download CTA set, glyphs, QR card, store-row template, animated button	SVG, PNG 2x, Lottie	31
lottie/	Pulse launch and idle animation, light and black	Lottie JSON	2
fonts/	Poppins Regular, Medium, SemiBold, Bold, ExtraBold	TTF	5
Total			207

How it is handed over

A zip of the folder above plus a read-only Figma file with every lockup, icon and swatch as a component, so the design files and the kit never drift. File names stay as listed here; the app and website repos reference them by these names.

Ownership

Everything in this kit belongs to BetterFit: the 3D renders, the vector masters, the Lotties. Poppins ships under the SIL Open Font License. No stock, no third-party marks, nothing to license later.