openGym



BRAND GUIDELINES

Your workouts. Your weights. Your data.

Version 1.0 · 9 November 2026 · opengym.ch/brand

00 About this document

This handbook describes how openGym looks, sounds and behaves: the logo, the colours, the type, the app icon, the voice and the way the brand is applied in the apps, on the website and in the stores. It is the reference for everyone who builds, writes about or contributes to openGym.

DOCUMENT	
Title	**openGym brand guidelines**
Version	1.0
Date	9 November 2026
Owner	Duarte Santos, openGym maintainer
Applies to	Apps (iPhone, Android, Apple Watch, Wear OS, Garmin), website, store listings, social media, print
Downloads	opengym.ch/brand

VERSION	DATE	CHANGE
1.0	9 Nov 2026	First complete edition: one green (#A3E635) for logo and interface, outlined wordmark files, design principles, voice.

> **The one rule.** Use the official files from opengym.ch/brand. Never redraw, retype or recolour the logo.

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01

Brand foundations

What openGym stands for, and why it looks the way it does.

01.1 Mission and promise

A free, open-source gym and body-weight tracker that respects the people who use it.

Mission

Help people train with a plan and see their progress, without paying a subscription, creating an account or giving their data away.

Promise

Your workouts. Your weights. Your data. Everything stays on the phone or on a server the user runs, nothing is sold, nothing is tracked. The code is public under the AGPL-3.0.

Positioning

openGym is the gym tracker that is as polished as the paid apps and as honest as open source. It is not a social network, not a coaching marketplace and not an advertising product.

Audience

WHO	WHAT THEY WANT
Lifters	Fast logging between sets, real progression, records, plate maths.
Beginners	A ready plan, clear exercise demos, friendly guidance.
Privacy-minded people	No account, no tracking, export everything, self-hosting.
Contributors	Readable code, translations, a project that ships every two weeks.

Values

Honest
We say what the app does and what it does not. No dark patterns, no fake urgency.

Strong
Heavy shapes, one loud colour, big numbers. Built for a sweaty hand between two sets.

Calm
Dark surfaces, lots of space, nothing that moves without a reason.

Personality

OPENGYM IS	OPENGYM IS NOT
A good training partner: direct, encouraging, a little witty	A drill sergeant, a hype machine, a medical authority
Precise and fast	Busy, decorated or playful for its own sake
Generous: free, open, exportable	A funnel to a paid plan



02

Logo

A barbell from five rectangles, and the word openGym.

02.1 The logo

The logo is a lockup of the mark and the wordmark. It is the primary signature of openGym and appears once per surface.



The mark

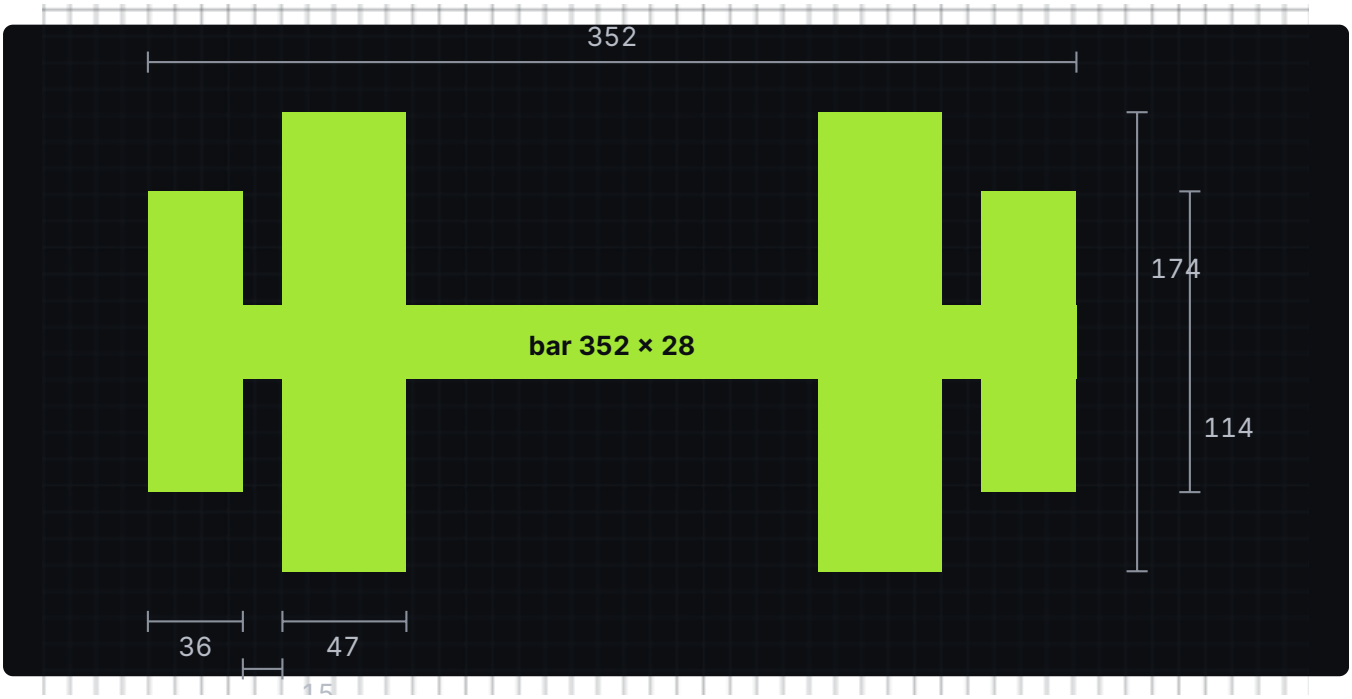
A barbell built from five plain rectangles: one bar and four plates. It stands for the one object every gym has. It works alone wherever there is no room for the word: app icons, watch faces, notifications, favicons, avatars.

The wordmark

open in the text colour and **Gym** in openGym green, set in Liberation Sans Bold. The two colours tell the name's story: an open project about the gym. The spelling is always **openGym**: lower-case o, capital G, one word.

02.2 Construction

The mark is drawn on a 352 × 174 unit grid from these numbers and nothing else. Corners are square.



ELEMENT	WIDTH	HEIGHT	POSITION (FROM THE LEFT)
Bar	352	28	0, centred vertically
Outer plates	36	114	0 and 316
Inner plates	47	174	51 and 254, 15 units from the outer plates

Everything is centred on the bar. The mark is symmetrical on both axes. Source file: assets/logo/opengym-mark.svg in the repository.

02.3 Lockup proportions

The relation between mark and wordmark is fixed. Use the files; these numbers are for checking and for rare rebuilds by the maintainers.



MEASURE	VALUE	IN THE FILES (TYPE SIZE 112)
Mark height	1.07 × the type size	120 units
Gap between mark and word	0.2 × the type size	23 units
Vertical position	The mark's centre sits 0.36 × the type size above the baseline	40 units
Wordmark	Liberation Sans Bold, weight 700, letter spacing -0.036 em (-4 at 112)	Outlined in every file

02.4 Clear space and minimum size

Clear space

Leave half the height of the mark free on every side. No text, edge, picture or other logo goes inside it. The official files already include this space.



The dashed line marks the logo; the dark area around it is the clear space.

Minimum size

ELEMENT	SCREEN	PRINT
Logo (lockup)	120 px wide	30 mm wide
Mark alone	16 px wide	6 mm wide
App icon	29 px (iOS Settings)	8 mm



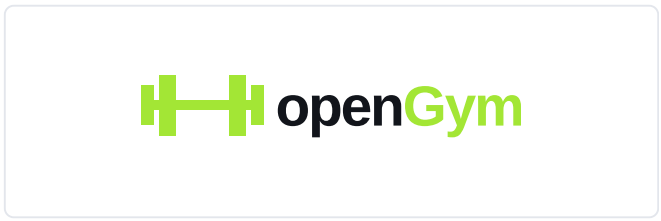
Below these sizes, use the mark alone. At 16 px and smaller the outer plates may merge with the bar; that is acceptable for favicons only.

02.5 Logo versions

Six versions cover every background. Pick by the background, not by taste.



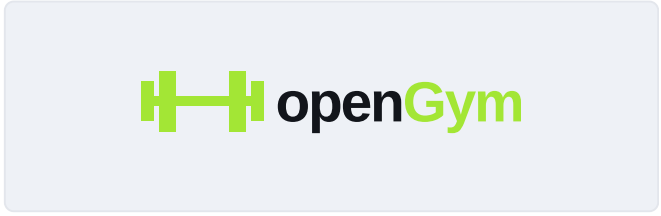
Dark (default) · Ink background built in. First choice.
opengym-logo-dark.svg / .png



Light · White background built in.
opengym-logo-light.svg / .png



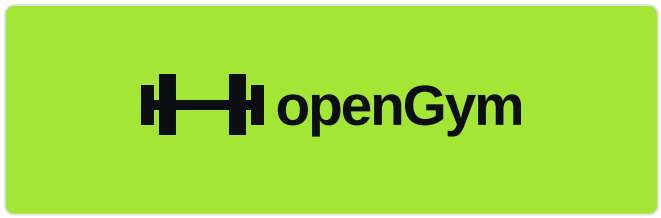
Transparent, for dark · Your own dark backgrounds.
opengym-logo-for-dark-backgrounds.svg / .png



Transparent, for light · Your own light backgrounds.
opengym-logo-for-light-backgrounds.svg / .png



All white · One colour, coloured backgrounds.
opengym-logo-white.svg / .png



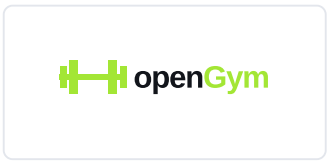
All black · One colour, and on openGym green.
opengym-logo-black.svg / .png

02.6 Backgrounds

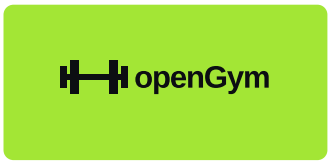
BACKGROUND	USE	WHY
Ink, black, dark grey	Dark logo or transparent for dark	The home ground of the brand. Highest contrast for the green.
White, light grey	Light logo or transparent for light	"open" turns dark #12151B; "Gym" stays green as a shape.
openGym green	All black	Green on green disappears.
Other colours	All white or all black, whichever has more contrast	The two-colour logo fights other colours.
Photographs	The dark logo, on its own ink plate	A busy picture must never cut through the letters.



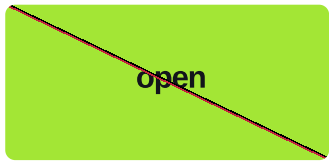
✓ Dark



✓ Light



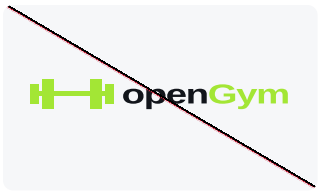
✓ On green: all black



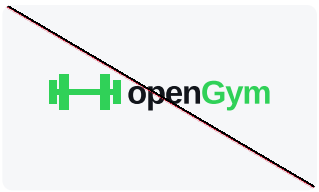
✗ Green on green

02.7 Misuse

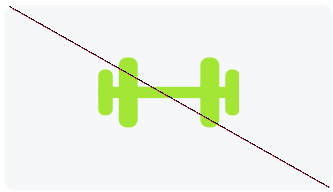
These changes break the logo. They apply to every version and every size.



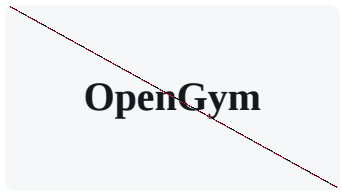
Stretch or squash



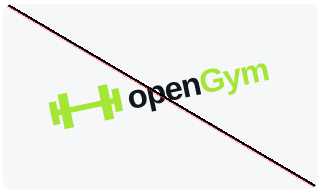
Use another green



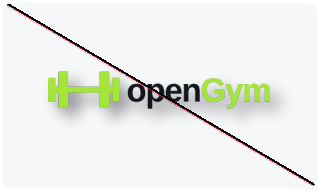
Round the corners or redraw



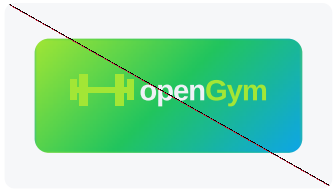
Retype it or change the spelling



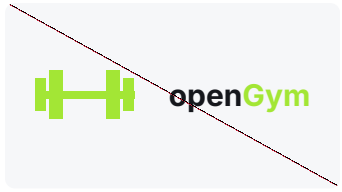
Rotate it



Add shadows, glows or outlines



Busy or colourful backgrounds



Change spacing or proportions

Co-branding

Next to another logo, openGym keeps its clear space and is never larger or smaller than the partner logo by more than a third. Separate the two with space, never with a line. Do not combine the mark with another symbol into a new sign.

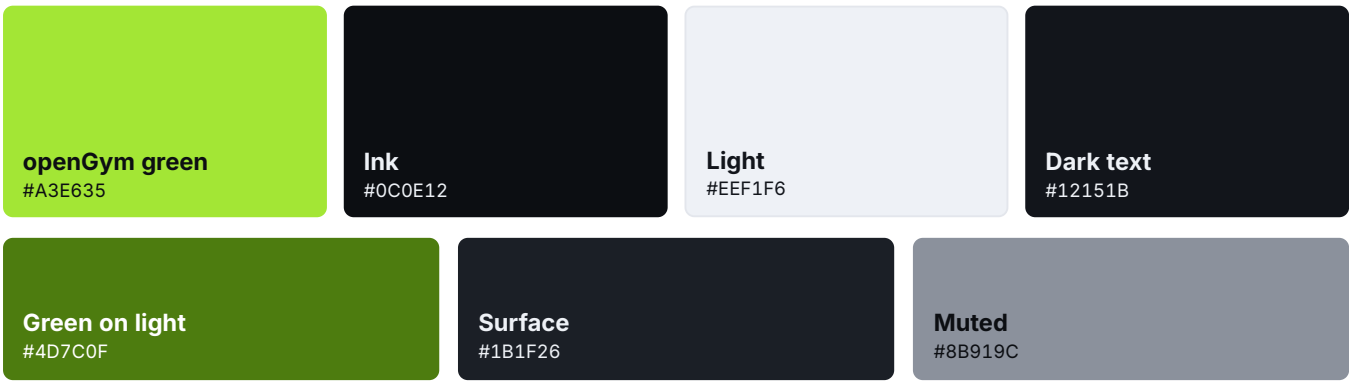
03

Colour

One green, lots of dark.

03.1 Palette

openGym green carries the brand. Everything else is ink, light and grey, so the green always means something.



NAME	HEX	RGB	CMYK (PRINT)	USE
openGym green	#A3E635	163 230 53	C35 M0 Y90 K0	Buttons, highlights, the word Gym, active states, charts
Ink	#0C0E12	12 14 18	C60 M40 Y40 K100	Backgrounds, text on green
Light	#EEF1F6	238 241 246	C4 M2 Y0 K2	Text on dark, light surfaces
Dark text	#12151B	18 21 27	C70 M55 Y40 K90	Text and "open" on light
Green on light	#4D7C0F	77 124 15	C70 M20 Y100 K35	Green text and links on white
Surface	#1B1F26	27 31 38	C75 M60 Y45 K75	Cards and panels on ink
Muted	#8B919C	139 145 156	C45 M35 Y28 K5	Captions, secondary text on dark

CMYK values are starting points for coated paper; openGym green is outside the CMYK gamut and prints slightly duller. Always ask for a proof. On screens, HEX is the reference.

03.2 Contrast and accessibility

Every text colour pair meets WCAG 2.2 AA (4.5 : 1 for text, 3 : 1 for large text and shapes).

FOREGROUND	BACKGROUND	CONTRAST	RATING	USE
Light #EEF1F6	Ink #0C0E12	17.1 : 1	AAA	Body text on dark
openGym green	Ink #0C0E12	12.8 : 1	AAA	Highlights, green text on dark
Ink #0C0E12	openGym green	12.8 : 1	AAA	Text on green buttons (never white)
Muted #8B919C	Ink #0C0E12	6.1 : 1	AA	Captions on dark
Dark text #12151B	White	18.3 : 1	AAA	Body text on light
Green on light #4D7C0F	White	5.0 : 1	AA	Green text and links on light
openGym green	White	1.5 : 1	Fails	Shapes only, never text

> White text on openGym green fails contrast (1.5 : 1). Text on a green button is always ink.

Proportions



Green is a signal. If everything is green, nothing is. In the app, people may choose their own accent colour; the logo, the app icon and every brand surface stay openGym green. New installs start with openGym green.

04

Typography

Big numbers, short words.

04.1 Typefaces

ROLE	TYPEFACE	WHERE
Wordmark	Liberation Sans Bold (outlined in the logo files)	Only inside the logo. Never type the logo out.
Interface	The platform's own font: SF Pro (Apple), Roboto (Android, Wear OS), Segoe UI (Windows)	Apps and the website. Native, fast, nothing to download.
Documents and graphics	Inter (documents, reports), Roboto (store graphics, banners)	PDFs, slides, banners rendered as images.
Garmin	The watch's built-in fonts	Memory on the watch is too small for custom fonts.

Type scale

STEP	APP (PT)	WEBSITE (PX)	WEIGHT	TRACKING	USE
Display	34–48	52–132 (fluid)	700	-0.045 em	Hero headlines, big numbers
Heading	22–28	32–60 (fluid)	700	-0.03 em	Section titles
Lead	17–19	18–21	400–600	0	Intros, important lines
Body	15–17	16–17	400	0	Running text, line height 1.45–1.6
Small	12–13	13–14	400–600	0	Captions, notes. Never smaller than 12 pt.

100 kg × 5

Your data stays on your phone.

Plan, log and track your training. Every rep last time. 5 kg more.

Rules

Sentence case everywhere, no all-caps headlines. Tabular figures for weights, reps and timers so they don't jump while they change. Few sizes with big steps between them. Left-aligned text; centre at most one moment per screen. Text scales with the phone's text size setting (Dynamic Type, Android font scale).



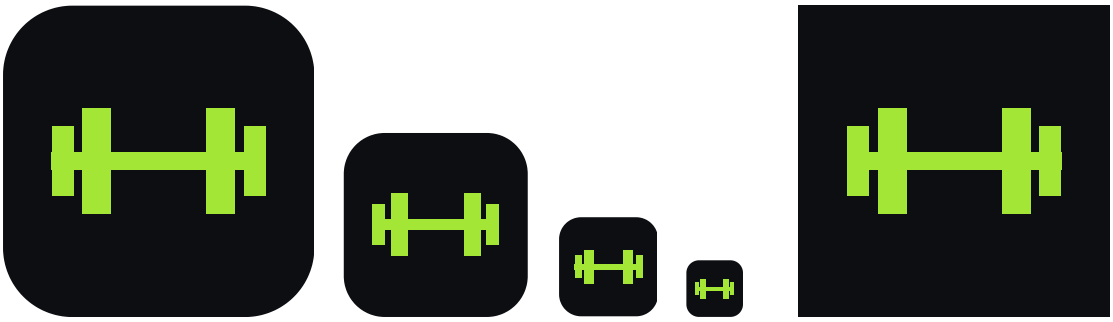
05

Icons and platform marks

The mark, wherever there is no room for the word.

05.1 App icon

The mark in openGym green on ink, centred, nothing else. The master is square; the stores and phones round the corners themselves.



PLATFORM	FORMAT	NOTES
iPhone	1024 × 1024 opaque, plus 9 alternate icons	Alternates (Light, Mono, Neon, Orange, Pink, Sky, Violet, seasonal) are the user's choice in the app.
Android	Adaptive icon (foreground + background), monochrome layer	The mark sits inside the 66 dp safe zone.
Apple Watch, Wear OS	Round, mark on ink	Same mark, brand green.
Garmin	70 × 70 launcher, scaled per watch	Drawn pixel-exact from the mark.
Web	favicon.ico 48, PNG 96/180/192/512	apple-touch-icon is the 180 px square.

Small marks



Notification icon · white mark on clear, the system tints it.



Watch complication · green mark where the face shows colour.



Dynamic Island, Live Activity · the mark in brand green, never an icon dumbbell.

Content icons (a dumbbell for "workout", a flame for streaks) are interface symbols, not the logo. They may use the user's accent colour.

06

Design principles

How openGym feels in the hand.

06.1 Principles

Inspiration means principles, not copying anyone. openGym always looks like openGym.

AREA	INSPIRED BY	WHAT IT MEANS FOR OPENGYM
Minimalism	Muji	One accent colour, no decoration without a job. If it can go, it goes.
Typography	Pentagram	Few sizes, a strong headline scale, tight tracking, confident numbers.
Interface	Linear	Dark, precise, calm surfaces separated by tone, fast to operate with one hand.
Motion	Apple	Soft spring motion that explains where things come from and go to.
Micro-interactions	Framer	Every control answers a press within 100 ms: scale, fill, a haptic tick.
Onboarding	Duolingo	Three friendly steps to the first workout. Ask only what is needed; celebrate the first set.
Search and filters	Airbnb	Filter chips on top, a live result count, results change as you tap.
Docs and dashboards	Notion	Clean side navigation, readable blocks, everything findable.
Landing pages	Stripe	A clear story from top to bottom, the product shown big, generous space.

Interface rules

Grid	4 pt base; 16–20 pt screen margins on phones
Corners	Interface: 12 / 20 / 28 pt. The logo and mark: always square.
Surfaces	Separated by a tone step (ink → surface), not by lines or shadows
Touch targets	44 pt minimum, 56 pt for the main workout controls

Motion	200–400 ms, spring easing; transform and opacity only
Reduce motion	Always respected: movement becomes a cross-fade or nothing
Dark first	Designed on ink, then checked on light
Languages	Layouts hold at 25 languages and the largest text size

Performance and battery

A training app runs for an hour with the screen on. No animation loops when nothing changes, no tracking or analytics in the app, images sized for the screen, live widgets and watch updates only when something happens. On the website: static pages, small images (WebP), no third-party scripts beyond self-hosted, cookieless statistics.

07

Imagery

The real app, real exercises, real gyms.

07.1 Screenshots and exercise media

Screenshots

Show the real app with realistic data: real exercise names, believable weights, a plan that adds up. Dark mode first. Phones without device frames or in a simple dark frame; never with fake hands or 3D tilts. Status bar clean: 9:41, full battery.

Photography

If photos are used: real gyms, real equipment, natural light, dark and calm in tone. No stock smiles, no posed fitness models, no before-and-after bodies. The product is the training, not a body ideal.

Exercise media: licence

The exercise animations and pictures are licensed from Gym visual for openGym only.

- Up to 180 × 180 px may appear in the repository, on the website, in the demo and in self-hosted servers.
- Higher resolutions only inside the app packages delivered by the app stores.
- Never copy them out of openGym, hotlink them, or use them to train or prompt AI.
- In marketing material, use them at 180 px at most.

08

Voice and tone

Talk like a good training partner.

08.1 How openGym writes

Human	Short sentences, plain words, "you" and "we".
A little witty	A wink, not a stand-up show. Never at the user's expense.
Honest	Say what it does. No "revolutionary", no fake urgency, no dark patterns.
Encouraging	Celebrate progress, never shame a missed day.
Short	Release notes and replies: one or two sentences where that is enough.

Like this

Heavier than ever. No pressure.

Every rep last time. 5 kg more.

Your data stays on your phone.

Rest is training too.

Not like this

~~Unlock your ultimate fitness potential today!~~

~~Error 0x81: operation failed~~

~~You missed 3 workouts.~~

Mechanics

Name	openGym, always. Never OpenGym, Opengym or open gym, also at the start of a sentence.
Punctuation	No em dashes (—) in app texts, store texts or posts. Use a full stop, a comma or a colon.
Case	Sentence case for buttons, titles and menus.
Numbers	Digits for weights, reps and times (5 kg, 3 × 10). The user's unit, kg or lb, everywhere.
Languages	25 languages. Translations sound native, not translated; a missing word is better than a wrong one.

09

Applications

The brand in the stores, on social media and in the world.

09.1 Formats

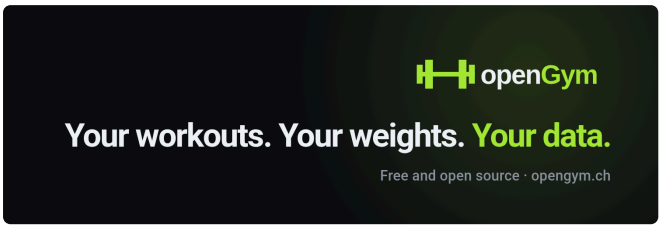
Every format below is ready-made at opengym.ch/brand.



Social share · 1200 × 630



GitHub preview · 1280 × 640



X header · 1500 × 500



Discord · 960 × 540

WHERE	FORMAT	CONTENT
App Store	Screenshots 1320 × 2868 (6.9")	Real screens, one message per screenshot; no "free" claims in captions (review rules).
Google Play	Feature graphic 1024 × 500, screenshots	Logo left, one line, a real screen right.
Connect IQ (Garmin)	Hero 1440 × 720, cover 500 × 500, screens < 150 KB	Watch screens from the simulator, brand green.
Social and community	See the banner set	LinkedIn 1584 × 396, YouTube 2560 × 1440, wallpapers.
Merchandise	Vector files	Bottle bands and shirts use the one-colour logos; print green as a spot colour where possible.

10

Using the brand

Permissions, licences and contact.

10.1 Permissions and licences

YOU MAY	PLEASE DON'T
Use the logo and banners in articles, videos, talks and reviews about openGym	Make it look like openGym made, sponsors or endorses your product
Show "works with openGym" for an integration or a self-hosted setup	Use the name or mark in your product's name, app icon or domain
Use screenshots of the app	Use the exercise media outside openGym (see 07)
Fork the code under the AGPL-3.0	Ship a fork under the openGym name or logo; give it its own name

Licences at a glance

Source code	AGPL-3.0-or-later (github.com/DuarteSantos8/openGym)
Name and logo	Not covered by the code licence. Use as described here.
Exercise media	Licensed from Gym visual for openGym only

Files

Logo	logo/: dark, light, for dark backgrounds, for light backgrounds, white, black, mark in green, white, black. SVG, PNG and PNG 4×.
Icons	icons/: square and rounded app icon, SVG and 1024, 512, 180 px.
Colours	colors/: opengym-colors.css (CSS variables) and opengym-colors.json.
Banners	banners/: eight formats as PNG.

Contact

Questions about the brand or a use not covered here: contact@duarte-santos.ch, or the openGym Discord. When in doubt, ask first. The answer is usually yes.



opengym.ch · github.com/DuarteSantos8/openGym