ELITE BODY DATA

BRAND GUIDELINES · 2026

Elite Body Data

The visual system behind the redesigned elitebodydata.com: navy, cream and gold, set in Plus Jakarta Sans.

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01 · LOGO

Logo usage





- Navy logo on cream or white; white logo on navy or dark photos.
- Keep clear space equal to the height of the mark on all sides.
- Never stretch, recolor, outline, add shadows or place on busy photo areas.
- Minimum width: 120px on screen.

Colour palette

Navy
#0B2442 · primary, headers, text

Cream
#FBF8F2 · page backgrounds

Gold
#C79D52 · accents, rules, labels

Bright gold
#F2C94C · primary buttons on navy

Deep blue
#16345C · cards on navy

Midnight
#06152A · footer, overlays

Sand
#E3D7BF · borders, dividers

Slate
#4A5875 · secondary text

White
#FFFFFF · cards, text on navy

Ratio guide: about 60% cream/white, 30% navy, 10% gold. Gold is an accent: never use it for body text on cream (low contrast).

03 · TYPOGRAPHY

Plus Jakarta Sans

One family across the whole site, emails and PDFs. Weights 400–800, italic for emphasis.

Data-driven nutrition.

Display / H1 · ExtraBold 800 · 40–64px · tight line height

Section heading

H2 · Bold 700 · 28–36px

EYEBROW LABEL

Eyebrow · Bold 700 · 11–13px · uppercase · 0.2em tracking · gold

Body copy is Regular 400 at 16–18px with a 1.6 line height, set in navy or slate on cream.

Body · Regular 400

Italic 500 for quotes and emphasis.

04 · INTERFACE

Buttons & elements

Book a Discovery Call

Take the free Audit

Primary on cream

Secondary

- Buttons are full pills, bold labels, at least 44px tall for touch.
- Cards: white or deep blue, small 4–8px radius, soft navy shadow, thin sand or gold border.
- Thin gold rules and numbered gold eyebrows structure sections.
- "Coming soon" items are shown muted and never clickable.
- External links (client portal, booking) open in a new tab.
- Motion is subtle and switched off for reduced-motion users.

Imagery and tone



- Real photos of Yaa: stage, studio, coaching and speaking. Never crop faces.
- Client results only with written permission, with disclaimer.
- Do not use: promo_poster_clean, bb_back_pose, event_braven, headshot_bw.

Voice: confident, warm, evidence-led, first person ("I"). Lead with outcomes, back them with data. No invented claims, prices or testimonials. Credentials: Registered Dietitian Nutritionist since 2022, strength coach since 2011, 11 NPC shows.