



# API Brand Guidelines

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Our brand is what makes Fitbit come to life.  
It's everything from design and color, to voice and badges.

Whether someone walks by our products in a store, flips through our Instagram feed or explores our site online, our goal—your goal—is to create a consistent experience that lets people know who we are and what we're about.

As you work to promote and celebrate how your product, app or experiences work with ours, use these guidelines to learn how to represent and reference Fitbit in the right way.



We use badges as a visual stamp to help consumers understand which brands or experiences integrate with their Fitbit product or app.

### Works With Fitbit

The Works With Fitbit badge is used to identify apps or products that work with a Fitbit product or the Fitbit API. An example of this might be a partner app like MyFitnessPal—it exists as a separate entity but connects to the Fitbit app on the backend.



Keep in mind, white badges should not be placed on a white background.

## Do's & don'ts

When referring to the relationship between your product, app or service with Fitbit and its products or experiences, it's important to use language that accurately represents the relationship and is also consistent with the Fitbit brand.

See the chart to the right for common mistakes and how to avoid them.

## Other things to keep in mind

While we value your relationship with our company, the phrasing “in partnership with Fitbit” can be misleading if a product, app or service wasn’t created in collaboration with us. That’s why it’s best to use something like “works with Fitbit” instead.

When using phrases like “works with Fitbit” in a sentence, be sure to clarify whether your product, app or service works with all Fitbit products, just Fitbit watches or a particular product – and be sure to use sentence case for the phrase instead of title case.

When referring to specific products, you can simply mention the product itself (e.g. Fitbit Versa). However, in some cases, it might be useful to add a qualifier (Fitbit Versa smartwatch).

For use of Fitbit trademarks, please refer to our Trademark Policy and other guidelines we provide to you:  
**[www.fitbit.com/legal/trademark-policy](http://www.fitbit.com/legal/trademark-policy)**

## AVOID

Referring to a product as “a Fitbit.”  
For example, “Get it on your Fitbit”  
or “Connect your Fitbit.”



## INSTEAD

Use full product name or qualify with product category.  
For example, “Get it on your Fitbit Sense” or “Connect  
your Fitbit tracker or smartwatch.”

## Fitbit devices



Our preferred word is “products.”

If referring to the full product lineup, use “Fitbit products.”

If referring to a product category, use “Fitbit tracker” or “Fitbit smartwatch” or “Fitbit watch.”

If referring to a specific product, use the full product name. For example, “Fitbit Sense.”

Sync



## Connect

## Smart watch or Smart Watch



Smartwatch

FitBit



Fitbit

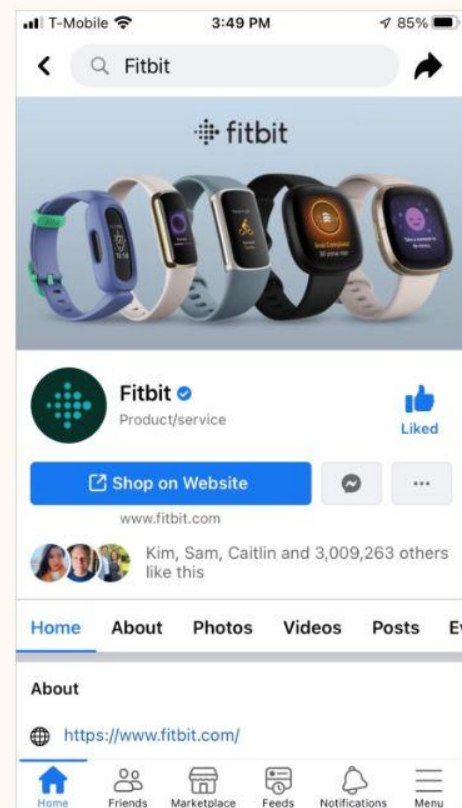
To promote your relationship with us or to highlight a product, app or service that works with Fitbit, connect with us on our social media channels by tagging @Fitbit on Facebook, Instagram or Twitter.

## Product hashtags

When mentioning Fitbit products on your social media accounts, be sure to use the full product name in title case by capitalizing the first letter of each individual word.

<b>Correct:</b>	<b>Incorrect:</b>
#FitbitSense	#Fitbitsense
#FitbitVersa3	#Versa3
#FitbitOS	#Fitbitos

Facebook



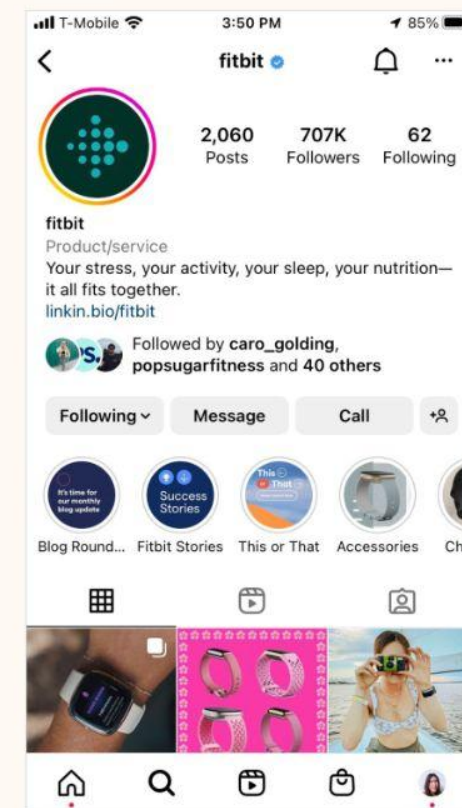
@Fitbit

Twitter



@Fitbit

Instagram



@Fitbit

**Thank you!**