Perfect Properties

UX Specialization

2.3 Style Guide

# Perfect Properties

Logo

The Perfect Home Logo

The perfect home logo and icon is Perfect Properties main branding element. Its soft shapes and use of primary brand colors are meant to evoke a sense of professionalism, happiness and peace.

The perfect home logo and icon will be used in the top left of the navigation bar and sparingly throughout the webapp, in key branding areas. the logo must never be displayed smaller than 27x27px. When appropriate, such as at the end of blog articles or other content pages produced by Perfect Properties, the Perfect Home Logo signature may be used.

Other Uses

Logo in Navbar
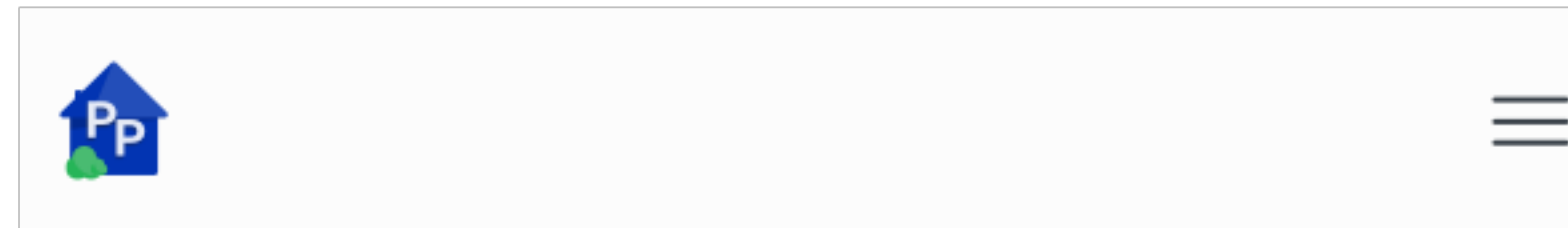
Logo Signature

Color Palette

Color Palette

The primary color palette was chosen because in order to create feelings of confidence and professionalism. The Primary color palette is used in the Logo and for branging throughout the web application. These colors should be used for headings, buttons and icons.

Accent colors should be used sparingly and only to draw the users attention to important information or calls to action.

Grey palette is used for backgrounds and text color.

Primary Color Palette

#0232AB
223, 99, 67

#1C7AFF
215, 89, 100

#B3D2FF
215, 30, 100

Grey Palette

#353D45
208, 23, 27

#F0F0F0
0, 0, 94

#FFFFFF
0, 0, 100

Accent Color Palette

#F27B44
19, 72, 95

#26B558
141, 79, 71

Typography

Typeface

Roboto

Fonts

Roboto Light
Roboto Regular
Roboto Bold

Rationale

Roboto is modern and versatile with a wide range of font weights. Roboto was chosen because its geometric shapes match the tone of a professional finance tool. In addition, it is a free web font that is offered by Google Fonts, making it convenient and easy to implement.

Styles

Banner/Date Picker: 38pt Roboto, Regular

Modal/Page Header: 20pt Roboto, Bold (2.0 character Spacing)

Content Header/Modal Text 2: 20pt Roboto, Regular (2.0 Character Spacing)

Property Card Header: 18pt Roboto, Bold (1.0 Character Spacing)

Banner Sub-Text: 18pt Roboto, Regular (2.0 Character Spacing)

Primary Hamburger Menu Links: 16pt Roboto Regular (1.0 Character Spacing)

Property Page Sub Header: 14pt Roboto, Bold (1.0 Character Spacing)

Body Copy Text: 14pt Roboto, Light (2.0 Character Spacing)

Form/Picker/Selector Label/Icon Label: 14pt Roboto, Light (2.0 Character Spacing)

Button Text: 14pt Roboto, Regular (3.0 Character Spacing)

Property Card Sub Header/Calendar Text 1: 14pt Roboto, Regular (2.0 Character Spacing)

Secondary Hamburger Menu Links/Footer Links: 14pt Regular (1.0 Character Spacing)

Search Input/Form Input /Placeholder text/dropdown text: 14pt Roboto, Regular

Address Small/Calendar Time Text: 12pt Roboto, Bold (1.0 Character Spacing)

Address Subtext Small/ Calendar Text 2: 12pt Roboto, Regular (1.0 Character Spacing)

Link Text/Alert Text/Radio Button Text: 12pt Roboto, Light (2.0 Character Spacing)

Form Feedback/Breadcumbs 1: 11pt Roboto, Regular (2.0 Character Spacing)

Breadcrumbs 2: 11pt Robotot, Light (2.0 Character Spacing)

Footer Copyright Text: 10pt Roboto Regular (1.0 character spacing)

Iconography

Color Palette

Icons are used throughout the Perfect Properties web app for navigation and to help users quickly identify important information. Primary icons may be displayed in solid blue, in blue and grey or in solid grey depending on its use case. Icons must be displayed with accompanying description unless there is no other way due to space requirements.

Primary Icons
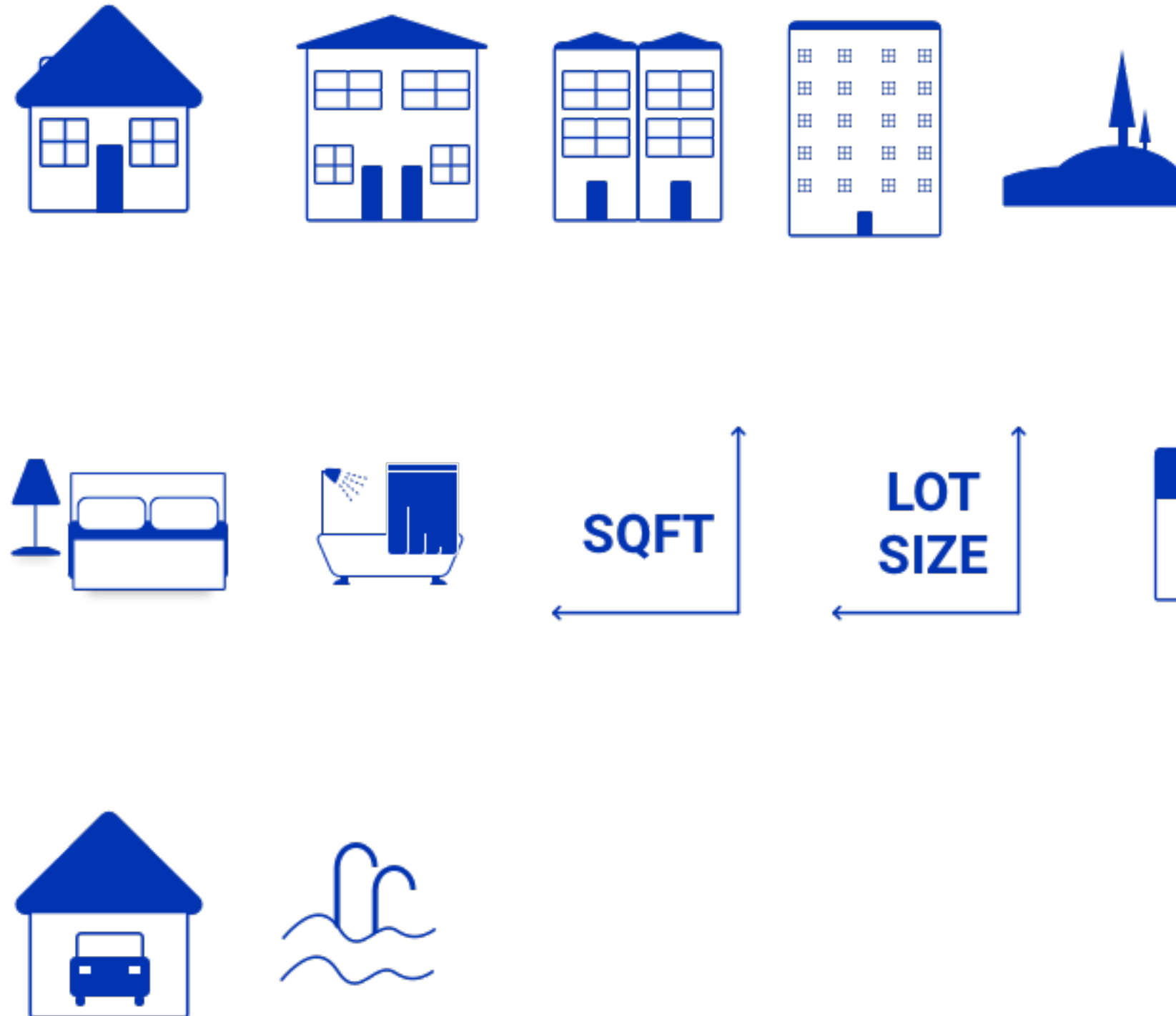
Navigational Icons

UI Elements

Buttons

Button Type 1

SIGN IN   MAP

GOOGLE   CONFIRM

Button Type 2

SUBMIT

FILTER

CONTACT

Input Elements

⬤ Buy   ⬤ Rent

📅 Email

Text Input

Min [ ]   Max [ ]

Sort ▾

−   1   +

Larger Elements

PP   ☰
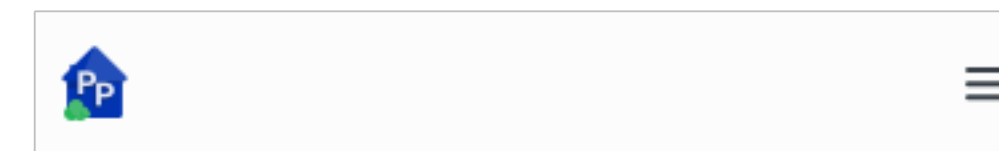
March ⌄

| Today Mar 13 | Mon Mar 14 | Tues Mar 15 | Wed Mar 16 |

Time Slots

| 11:00 am | 12:00 pm | 1:00 pm | 2:00 pm |
| 3:00 pm | 4:00 pm | 5:00 pm | 6:00 pm |

$580,000
2 Beds 2 Baths
9987 Address way
City, State

Imagery

Stock Images

Perfect Properties will use stock photography for backgrounds and informational pages. These images must be high resolution (1600 x 1200 or larger) and be consistent with style and branding. These images convey family home life, financial freedom and independence.

User Uploaded Images

The majority of images that Perfect Properties features will be user submitted photographs of homes that are for sale or rent. All user submitted photos will depict property exteriors, interiors and features. User guidelines require the images to be be of high resolution (1600 x 1200 or larger), in landscape, with a 3/2 aspect ratio.

Imagery cont.

Inappropriate Images

At no point should Perfect Properties use graphics like the top two images. These images are too generic and do not convey a message consistent with our branding and message. It is recommended that users only submit photos of properties that were taken by professional home photographers. General guidelines are:

-Focus on something other than a property
-Use excessive filters
-Use unnatural angles
-Have people in property photos
-Use photos dark photos
-Use pictures of dirty areas
-Use low resolution images
-Use inappropriately cropped images