

# smarta

Visual Design Comps and Branding

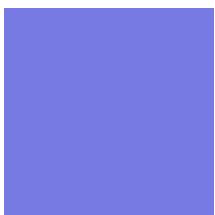
## 01 Logo

The logo font is coolvetica. Make sure to let the logo breathe by providing enough white space around the logo.



## 02 Colors

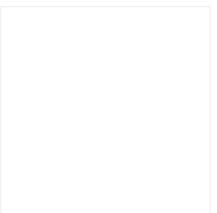
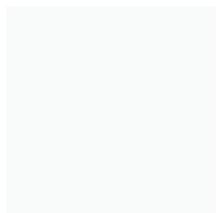
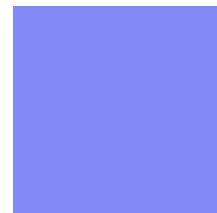
Primary Color  
(CTA and Accents)



Secondary Color



Tertiary Colors



#787ae3

#000000

#5f66af

#8288f4

#f8f8f8

#ffffff

## 03 Typography

Coolvetica is used for the primary font for important headers such as page titles and advertisements.

### Coolvetica

abcdefghijklmnoprstuvwxyz  
ABCDEFGHIJKLMNPQRSTUVWXYZ  
1234567890!@#\$%^&\*()

Montserrat is used for everything else such as body text, buttons, fields, etc.

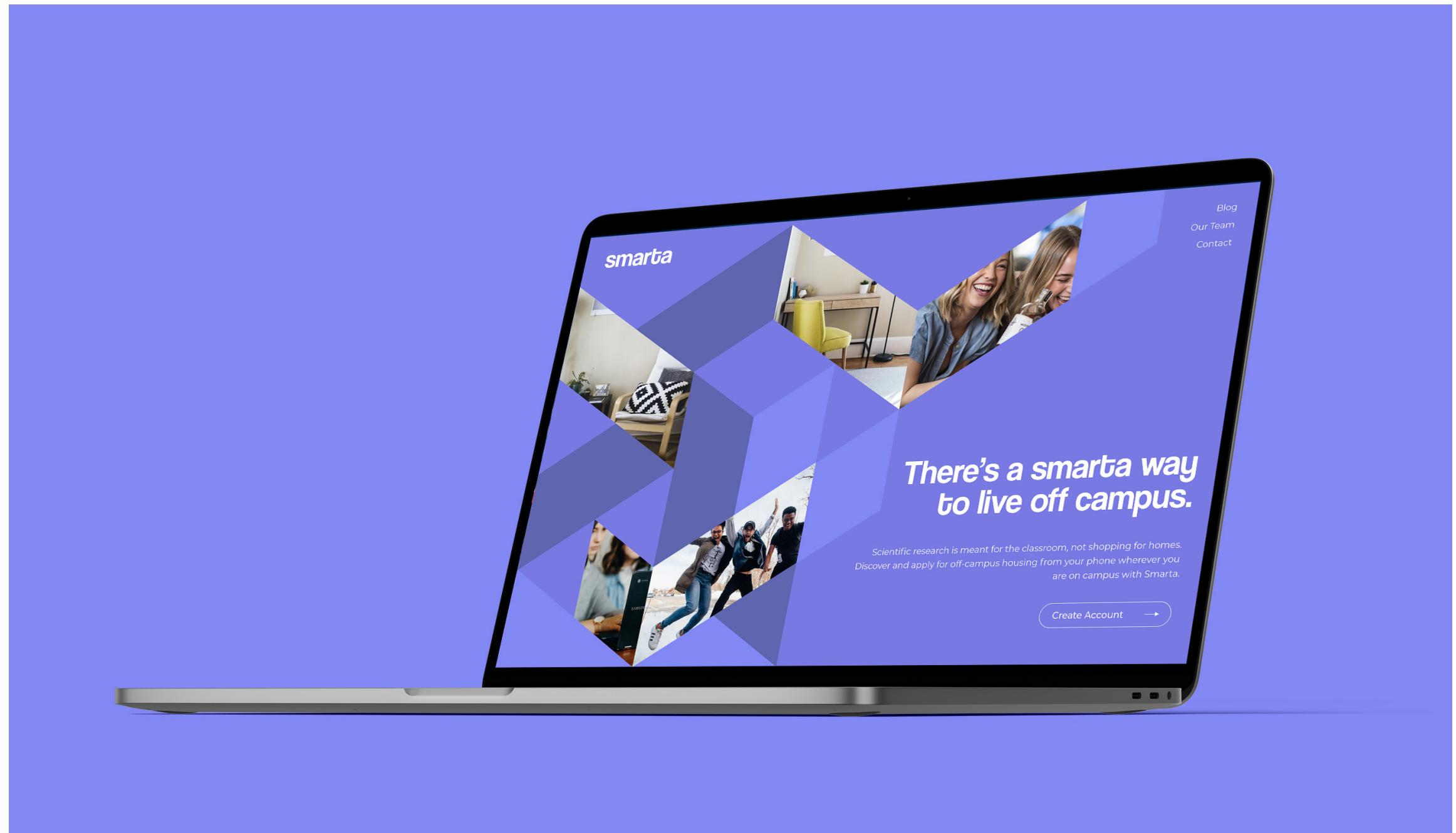
### Montserrat

abcdefghijklmnoprstuvwxyz  
ABCDEFGHIJKLMNPQRSTUVWXYZ  
1234567890!@#\$%^&\*()

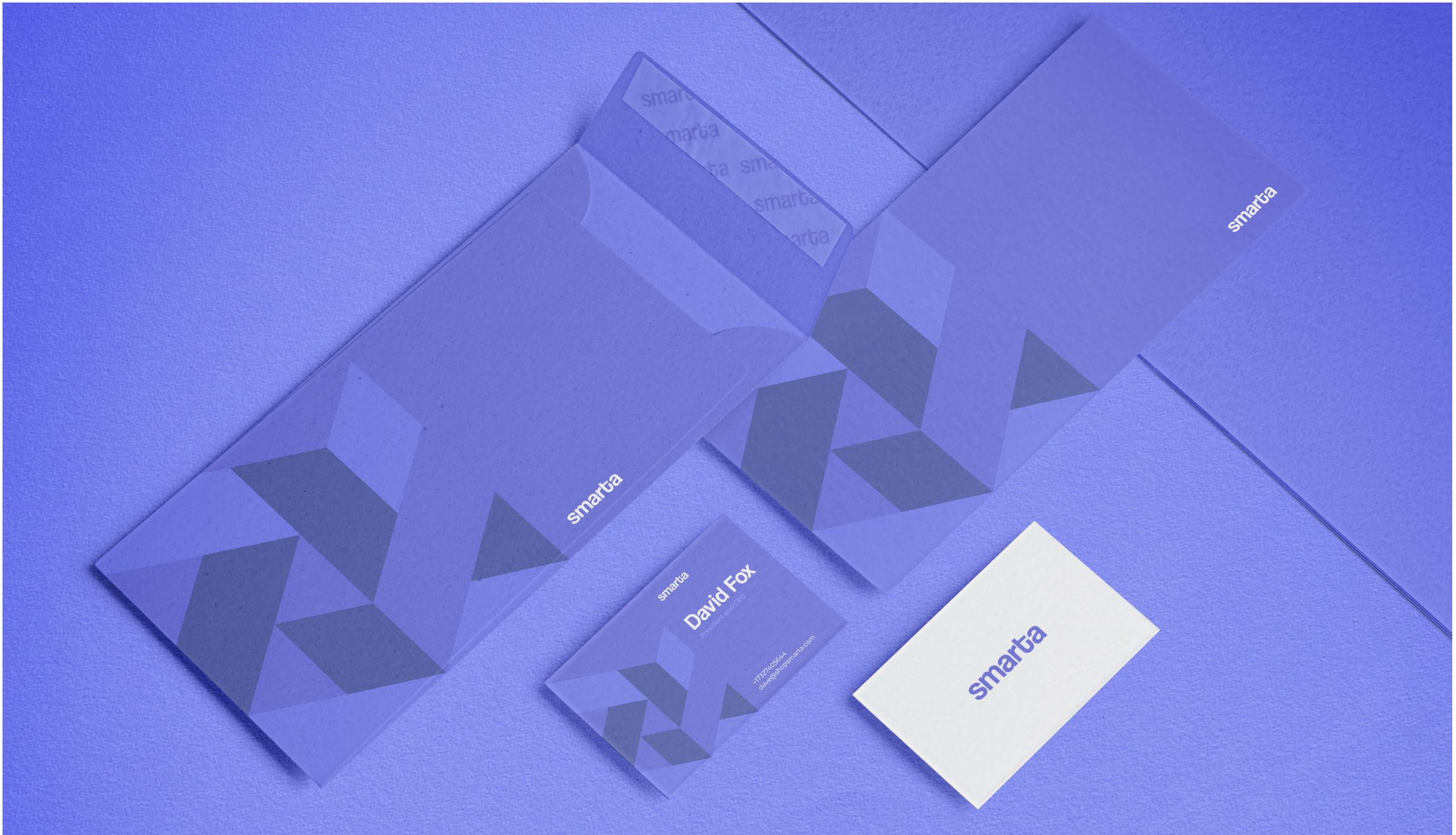
Renting  
made  
easier.



smarta







smarta

X

# Hey there! What's your name?

Adam

First Name

Back

Next

Form Progress

1/10





# Hey Adam!

We're Smarta, and our goal is to help you find the perfect off campus housing for you. What school do you go to?

Syracuse University



School

← Back

Next →

Form Progress

2/10



smarta

X



# Did you say Syracuse University? Let's go Orange!

What academic level are you currently in at Syracuse?

Junior



Academic Level

← Back

Next →

Form Progress

3/10



smarta

X

**So you're a junior!  
That's awesome, Adam.**

Have you ever rented a property off campus before?

Yes

No

← Back

Next →

Form Progress

4/10

smarta

X

## No, huh? That's okay!

Smarta was made just for you. We're going to help you find a great off campus housing option. If you were to live off campus would you want to live?

Really close to campus (within .25 miles) 

Location Preference

 Back

Next 

Form Progress

5/10



smarta X

# Are you looking to live in a house or an apartment?

Apartment ▼

Living Preference

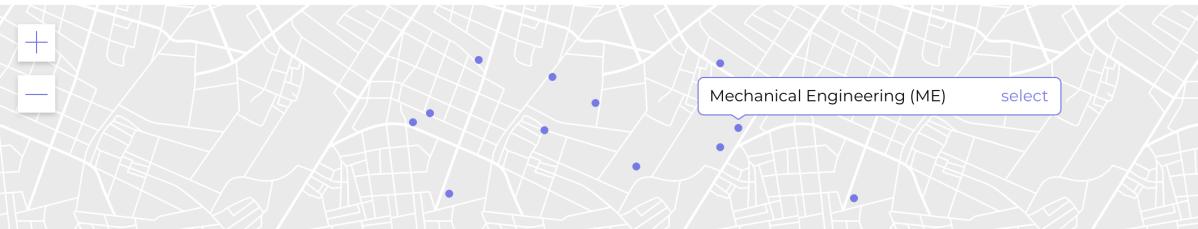
← Back Next →

Form Progress 6/10

smarta X

# Great to know!

Now, if you had to pick 3 Very Important Places (VIPs) you visit on campus, where would those be? Think your primary school, your favorite coffee spot, etc.



Engineering 🔍

Search VIPs

- 1. Armstrong Hall of Engineering (ARMS) X
- 2. Mechanical Engineering (ME) X
- 3. Materials Sciences Engineering (MSE) X

← Back Next →

Form Progress 7/10

smarta

X

## Okay, and what do you think your price range will be?

If you aren't sure yet, just set it at the average. The average rent in the SU market is \$620 per bed per month.



← Back

Next →

Form Progress

8/10

smarta



## These are smarta badges.

Each badge represents an amenity or feature a property offers. Select which badges you want your housing options to have. Don't worry, you can change these later.



← Back

Next →

Form Progress

9/10



smarta X

# Last thing! We need a bit of info to complete your account.

Please enter your email address, password and mobile number to start searching Smarta

adam.johnson@syracuse.edu •••••   
Email

2194583722 •••••   
Phone Number

 Back Submit 

Form Progress 10/10

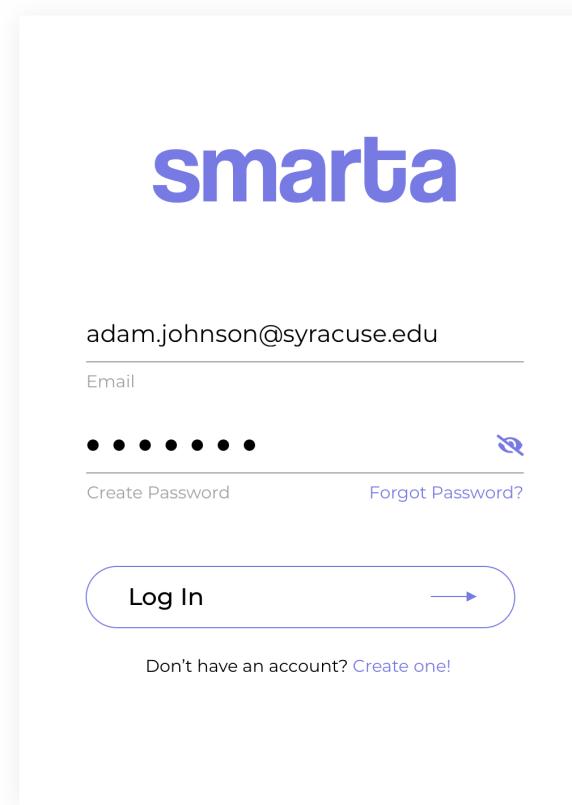


# Looks like you're ready to get started!

If you'd like, we can give you a quick walkthrough of the  
Smarta app?

Sure! 

I'll explore on my own. 



The image shows a placeholder for a Smarta login form. It features a large, semi-transparent white rectangle centered on a light gray background. Inside this rectangle, the word "smarta" is displayed in its signature blue font. Below it is a text input field containing the email address "adam.johnson@syracuse.edu". Underneath the input field is the word "Email". To the right of the input field is a password input field consisting of six black dots and a small eye icon for password visibility. Below the password field are two links: "Create Password" and "Forgot Password?". At the bottom of the form is a blue rounded rectangular button with the text "Log In" and a right-pointing arrow. Below the button, the text "Don't have an account? [Create one!](#)" is visible.

smarta

adam.johnson@syracuse.edu

Email

• • • • • •

Create Password      [Forgot Password?](#)

[Log In](#) →

Don't have an account? [Create one!](#)

smarta

Current Property

Westbrook Apartments  
1248 W State St. Apt 121  
Syracuse, NY 12042

View Profile

Preferences

Sign Out

Your Household

Bed 1  
Adam Johnson (you)  
adam.johnson@syracuse.edu

View Profile

Bed 2  
Jack Waller  
jack.waller@syracuse.edu

View Profile

Bed 3  
Vacant

Search Roommates

Bed 4  
Vacant

Search Roommates

smarta

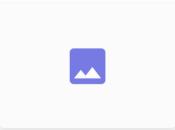
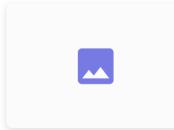
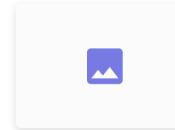
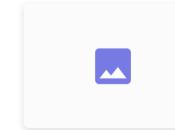
Adam Johnson 

Adam Johnson 

**Adam Johnson** 

Sophomore at Syracuse University  
adam.johnson@syracuse.edu

**Biography**

Hey everyone! I'm Adam, I'm a mechanical engineering major at Syracuse University. I spend most of my time outdoors such as camping, fishing and hiking. I'm an adventurous person so I'm always down to try new things as well.

<b>Birthday</b> 06/25/1998	<b>Horoscope</b> Cancer	<b>Pets</b> Dog named Spike	<b>Housing Status</b> In search of a 4 bed, 2 bath apartment
-------------------------------	----------------------------	--------------------------------	---

smarta

Adam Johnson 

**Edit Profile**

[Edit Privacy](#) [Change Photo](#)

**Public Information**

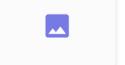
First Name Adam	Last Name Johnson
School Syracuse University	Academic Level Junior
Twitter @adam_johnson231	Instagram @adam_johnson231
Email adajohnson@syracuse.edu	

Hey everyone! I'm Adam, I'm a mechanical engineering major at Syracuse University. I spend most of my time outdoors such as camping, fishing and hiking. I'm an adventurous person so I'm always down to try new things as well.

**Biography**

Birthday 06/25/1998	Horoscope Cancer
Pets Dog named Spike	Housing Status ISO 4 bed, 2 bath

**Photos**



**Private Information**

Phone Number 2194583722
----------------------------

[Save](#) [Cancel](#)

smarta

Adam Johnson

Change Photo

Edit Privacy

Public Information

Adam Johnson

Syracuse U

@adam\_jo

Hey everyone  
Syracuse U  
camping, f  
always dow

06/25/1998

Dog name

Photos

Private Information

2194583722

Phone Number

Save Cancel

Save Cancel

**Edit Privacy**

Setting	Status
First Name	Public
Last Name	Public
School	Public
Academic Level	Public
Twitter	Public
Instagram	Public
Email	Public
Biography	Public
Birthday	Public
Horoscope	Public
Pets	Public
Housing Status	Public
Photos	Public
Phone Number	Private

Save Cancel

smarta

The screenshot shows a user profile for Ben Macke. At the top right is a dropdown menu for 'Adam Johnson' with a small profile picture. Below it is a 'Personality Quiz' button. The main profile area features a large placeholder icon for a profile picture, followed by the name 'Ben Macke' and his status 'Sophomore at Syracuse University'. His email is listed as adam.johnson@syracuse.edu. A '98% Match' indicator is present. Below this, there are social media links for Twitter and Instagram, and four small thumbnail images. A 'Biography' section describes Ben as a mechanical engineering major at Syracuse University who enjoys outdoor activities like camping, fishing, and hiking. Below the biography are sections for 'Birthday' (06/21/1997), 'Horoscope' (Leo), 'Pets' (Dog named Koda), and 'Housing Status' (In search of a 4 bed, 2 bath apartment). At the bottom are two buttons: 'Message' and 'Send Request'.

Adam Johnson

Personality Quiz

Roommates

98% Match

Ben Macke

Sophomore at Syracuse University  
adam.johnson@syracuse.edu

98% Match

Twitter Instagram

Biography

Hey everyone! I'm Ben, I'm a mechanical engineering major at Syracuse University. I spend most of my time outdoors such as camping, fishing and hiking. I'm an adventurous person so I'm always down to try new things as well.

Birthday: 06/21/1997 | Horoscope: Leo | Pets: Dog named Koda | Housing Status: In search of a 4 bed, 2 bath apartment

Message Send Request

98% Match

Ben Macke

98% Match

Biography

Hey everyone! I'm Ben, I'm a mechanical engineering major at Syracuse University. I spend most of my time outdoors such as camping, fishing and hiking...

View Profile

Carlos Ruiz

98% Match

Biography

Hey everyone! I'm Carlos, I'm a mechanical engineering major at Syracuse University. I spend most of my time outdoors such as camping, fishing and hiking...

View Profile

Cader

98%

Biography

Hey everyone! I'm Cader, I'm a mechanical engineering major at Syracuse University. I spend most of my time outdoors such as camping, fishing and hiking...

View Profile

## smarta personality quiz

X

**Which of these would you  
describe as your kryptonite?**

Procrastination



Kryptonite

← Back

Next →

Form Progress

11/20



smarta

Adam Johnson 

## Your Roommates

You, Jack Waller and Alex Smith

Hey, what property did you find? 9:57 AM  
Jack Waller

**Perfect Fit**

\$480/bed

4 beds, 2 bath

3301 S Aberdeen St, Apt 371  
Syracuse, NY 12343

View Listing

Check this property out! 9:57 AM  
Adam Johnson (You)

Aa

Wabash Properties

Landlord Private Message

Hello Wabash Properties, I'm interested in this property and would like more information on this property.

Ben Macke

Prospective Roommate Private Message 9:34 AM

Hey Ben! We're both in the same major and we both like hiking, where do you like to hike? My favorite place to hike is at Taylors Falls in Minnesota.

Jack Waller

Roommate Private Message 9:34 AM

Hey Jack, did you talk to Ben? I was wondering what you thought of him and if he could be out next potential roommate?

Your Roommates

You, Jack Waller and Alex Smith 8:21 AM

Hey all, check out this property!

Messages

Search 

The screenshot shows the smarta application interface. On the left is a vertical sidebar with icons for Home, Properties, Favorites, and Help. The main area features a map with numerous location pins in various colors (orange, green, red). To the right of the map is a search bar with placeholder text "Search by address or city" and a "Find" button. Below the search bar is a navigation bar with tabs for "Properties", "All", "Favorites", and a dropdown showing "3".  
  
The main content area is organized into three sections:

- Perfect Fit:** Contains two cards, both labeled "Perfect Fit" with a blue star icon. Each card includes a small thumbnail image, the price "\$480/bed", the description "4 beds, 2 bath", and the address "3301 S Aberdeen St, Apt 371 Syracuse, NY 12343". Below each card is a "View Listing" button and a row of five circular rating indicators.
- Good Fit:** Contains two cards, both labeled "Good Fit" with a yellow star icon. The layout is identical to the Perfect Fit section.
- Not the Best Fit:** Contains two cards, both labeled "Not the Best Fit" with a red star icon. The layout is identical to the Perfect Fit section.

The screenshot displays the smarta app's user interface. On the left, a vertical sidebar features four icons: a grid (Properties), a house (Home), a group of people (Favorites), and a speech bubble (Messages). The main area consists of two sections: a map on the left and a properties feed on the right.

**Map Section:** A map showing a grid of streets with numerous location pins in orange, red, and green scattered across it, indicating various property listings.

**Properties Section:**

- Header:** Properties (selected), All, Favorites, 3 filters (with a filter icon).
- Perfect Fit Section:** Contains two identical entries for "Perfect Fit" properties.
  - Thumbnail:** A small image of a room.
  - Rating:** One star.
  - Price:** \$480/bed
  - Details:** 4 beds, 2 bath
  - Address:** 3301 S Aberdeen St, Apt 371, Syracuse, NY 12343
  - View Listing:** A blue button.
- Good Fit Section:** Contains two identical entries for "Good Fit" properties.
  - Thumbnail:** A small image of a room.
  - Rating:** One star.
  - Price:** \$480/bed
  - Details:** 4 beds, 2 bath
  - Address:** 3301 S Aberdeen St, Apt 371, Syracuse, NY 12343
  - View Listing:** A blue button.

The image shows the Smarta app interface. On the left is a vertical sidebar with icons for Properties (grid), Home (house), People (two people), and Chat (speech bubble). The main area has a header with the 'smarta' logo, a user profile for Adam Johnson, and a search/filter icon. Below the header is a navigation bar with 'Properties' (highlighted), 'All', 'Favorites', and a filter icon. A 'Perfect Fit' section displays four identical property cards, each with a green header labeled 'Perfect Fit' and a blue star icon. The details for each card are: \$480/bed, 4 beds, 2 bath, 3301 S Aberdeen St, Apt 371, Syracuse, NY 12343, and a rating of 5 stars. A 'Good Fit' section follows, showing three identical property cards with orange headers labeled 'Good Fit' and blue star icons. The details for these cards are: \$480/bed, 4 beds, 2 bath, 3301 S Aberdeen St, Apt 371, Syracuse, NY 12343, and a rating of 4 stars. Navigation arrows are present between the Perfect Fit and Good Fit sections.

Properties All Favorites 3

Perfect Fit

Perfect Fit

\$480/bed 4 beds, 2 bath 3301 S Aberdeen St, Apt 371 Syracuse, NY 12343 View Listing

Perfect Fit

\$480/bed 4 beds, 2 bath 3301 S Aberdeen St, Apt 371 Syracuse, NY 12343 View Listing

Perfect Fit

\$480/bed 4 beds, 2 bath 3301 S Aberdeen St, Apt 371 Syracuse, NY 12343 View Listing

Perfect Fit

\$480/bed 4 beds, 2 bath 3301 S Aberdeen Syracuse, NY 123 View Listing

Good Fit

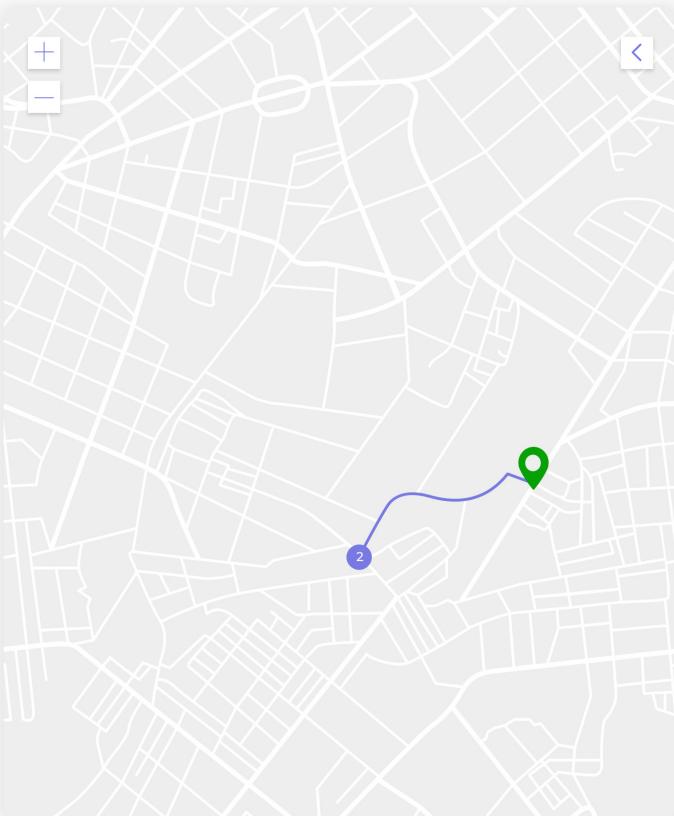
Good Fit

Good Fit

Good Fit

smarta





Perfect Fit

Back to Properties 

\$480/bed 

4 beds, 2 bath

3301 S Aberdeen St, Apt 371  
Syracuse, NY 12343

VIPs

- 1. Armstrong Hall of Engineering (ARMS) 8 Minute Walk
- 2. Mechanical Engineering (ME) 12 Minute Walk
- 3. Materials Sciences Engineering (MSE) 14 Minute Walk

Amenities

<input type="radio"/> Air Conditioning	<input type="radio"/> In-Unit Washer/Dryer
<input type="radio"/> Furnished	<input type="radio"/> Utilities Included
<input type="radio"/> Pets Allowed	<input type="radio"/> Wifi
<input type="radio"/> Balcony	

[Apply Now](#) [Contact](#)

The image shows a screenshot of the smarta mobile application. At the top, there's a header with the smarta logo on the left and a user profile for "Adam Johnson" on the right, which includes a small photo of a person.

The main content area displays a "Perfect Fit" property listing. At the top of this listing is a "Back to Properties" button and a star icon. Below the listing, there's a large central callout box with the text "Would you like to..." followed by two buttons: "Apply Alone" and "Apply with Roommates".

Below the callout box, there are three numbered options for nearby buildings:

- 1. Armstrong Hall of Engineering (ARMS) - 8 Minute Walk
- 2. Mechanical Engineering (ME) - 12 Minute Walk
- 3. Materials Sciences Engineering (MSE) - 14 Minute Walk

At the bottom of the screen, there's a section titled "Amenities" with two items listed: "Air Conditioning" and "In-Unit Washer/Dryer".

The image shows a screenshot of a mobile application interface for a smart home or apartment search. At the top, there's a header with the brand name "smarta" and a user profile for "Adam Johnson". Below the header is a navigation bar with icons for Home, Properties, and Messages. A large central modal window is open, displaying a "Message Sent" confirmation. The modal contains a blue checkmark icon and the text: "A message was sent to Wabash Properties saying you're interested in this property. You should expect a response in 1-2 business days." In the background, the main property details are visible, including a "Perfect Fit" rating, a "Back to Properties" link, and a star icon. Below the modal, there are three cards listing nearby buildings and their walking times: 1. Armstrong Hall of Engineering (ARMS) - 8 Minute Walk, 2. Mechanical Engineering (ME) - 12 Minute Walk, and 3. Materials Sciences Engineering (MSE) - 14 Minute Walk. At the bottom, there's a section for "Amenities" with icons for Air Conditioning and In-Unit Washer/Dryer.

Perfect Fit

Back to Properties

Adam Johnson

Message Sent

A message was sent to Wabash Properties saying you're interested in this property.

You should expect a response in 1-2 business days.

1. Armstrong Hall of Engineering (ARMS) 8 Minute Walk

2. Mechanical Engineering (ME) 12 Minute Walk

3. Materials Sciences Engineering (MSE) 14 Minute Walk

Amenities

Air Conditioning In-Unit Washer/Dryer

# smarta rent application

**Wabash Properties**

3301 S Aberdeen St. Apt 371  
Syracuse, NY 12345

Adam

First Name

Johnson

Last Name

1283 River Road, Apt 1011

Current Address

Syracuse

City

New York

State

▼

Zip Code

2194583722

Phone Number

adam.johnson@syracuse.edu

Email

Male

Gender

06/25/1998

DOB

12394-123143242678

Drivers License Number

\*\*\* - \*\* - 2439

Social Security Number

Next



Form Progress

1/5





## Submission Pending

Jack Waller and Alex Smith need to finish their application. Once the last person finishes, all applications will be submitted.

[Back to My Home](#)





### Create Account

Next

Change Photo

Public Information

First Name: Johnathan  
Last Name: Adams  
School: Syracuse University  
Student Year: Sophomore  
Horoscope: Cancer  
Bio: Mechanical engineering major at Syracuse, love to fish and hike in my free time.  
Pets: Doggo named Spike  
Photos: Four placeholder photo icons and a plus sign.

Private Information

Birthday: June 25, 2000  
Instagram: jon\_adams25  
Twitter: jon\_adams\_25  
Housing Status: In search of a 4 bed, 2 bath.

Properties   Roommates   Home   Messages   Rewards

### Edit Privacy

Done

Horoscope: Public (switch off)  
Bio: Public (switch on)  
Pets: Public (switch off)  
Photos: Public (switch off)  
Birthday: Public (switch off)  
Instagram: Public (switch on)  
Twitter: Public (switch off)  
Housing Status: Private (switch on)

Properties   Roommates   Home   Messages   Rewards

### Name

Done

Name: Johnathan  
10/30

Properties   Roommates   Home   Messages   Rewards

### VIPs

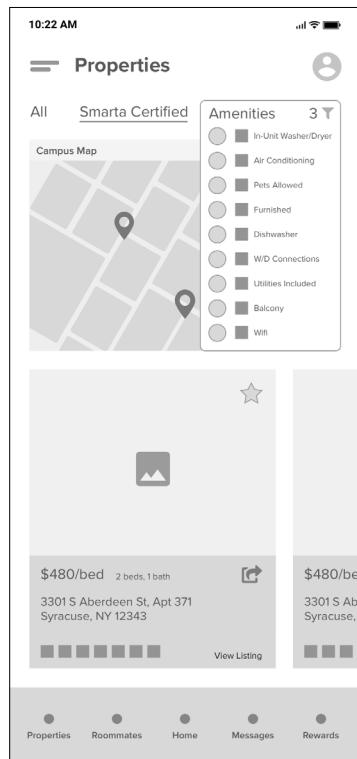
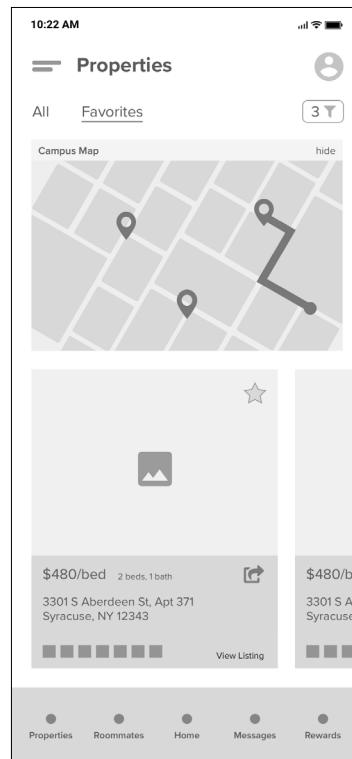
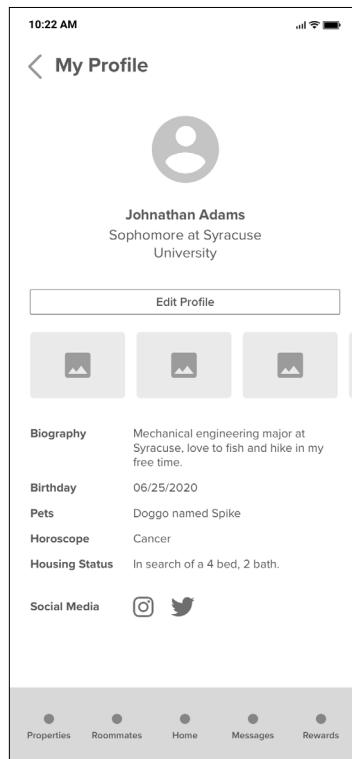
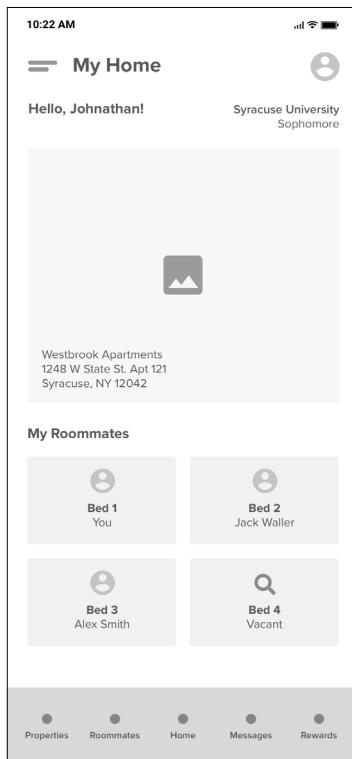
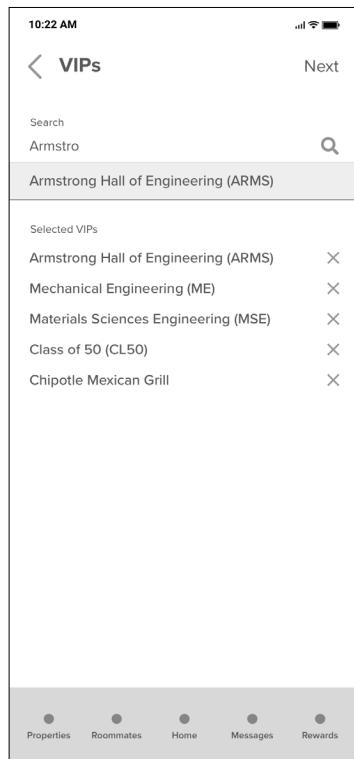
Next

Search: Armstrong Hall of Engineering (ARMS)

Selected VIPs:

- Armstrong Hall of Engineering (ARMS) (X)
- Mechanical Engineering (ME) (X)
- Materials Sciences Engineering (MSE) (X)
- Class of 50 (CL50) (X)
- Chipotle Mexican Grill (X)

Properties   Roommates   Home   Messages   Rewards



The image displays six mobile phone screens illustrating the smarta app's user interface across three main categories: Properties, Application, and Roommates.

- Properties Screen:** Shows a listing for "Wabash Properties" at "3301 S Aberdeen St. Apt 371 Syracuse, NY 12343". It includes details like \$480/bed, 2 beds, 1 bath, and amenities such as Air Conditioning, Furnished, Pets Allowed, and Balcony. Buttons for "Apply Now" and "Contact Now" are present.
- Message Sent Confirmation:** A modal window titled "Message Sent" informs the user that a message was sent to Wabash Properties. It includes a "Close" button and two options: "Apply Alone" and "Apply with Roommates".
- Properties Selection Screen:** A modal window asking the user if they want to "Apply Alone" or "Apply with Roommates".
- Application Screen:** A detailed form for "Johnathan Adams" applying to "Wabash Properties" at "3301 S Aberdeen St. Apt 371 Syracuse, NY 12345". Fields include First Name, Last Name, Current Address, Phone Number, Email, Gender, DOB, Driver's License Number, and Social Security Number. A "Next" button is at the bottom.
- Submission Pending Screen:** A screen indicating that "Submission Pending" for "Jack Waller and Alex Smith". It states that they need to finish their application, and once the last person finishes, all applications will be submitted. A "Back to Home" button is available.
- Roommates Screen:** A list of roommates categorized by bed: "Bed 1 You", "Bed 2 Jack Waller", "Bed 3 Alex Smith", and "Bed 4 Vacant". It also includes a search bar and a section for "98% Match" with users Ben Macke, Carlos Ruiz, and Caden Smith.

