

# Design Brief

## SUMMARY OF THE VISUAL GOALS OF THE PROJECT

### Overall Brief

The website should make users feel like they can trust LHFS to inform them honestly from their many years of experience in the Mortgage industry.

The user should feel confident that LHFS is on their side and is a resource they can count on to guide them through the mortgage process.

- **COMMUNITY**
- **PASSIONATE**
- **TRANSPARENCY**
- **REAL / NO BULLSHIT**
- **FAMILY**
- **LOYAL**
- **APPROACHABLE**
- **UNEXPECTED**
- **ESTABLISHED**
- **GENUINE**
- **UNBIASED**

### Typography

Sans-Serif typefaces generally give a more youthful appeal in headings. Main headings should be thicker so we can break from or add in large blocks of color.

If we go with a sans-serif for the body text, readability should be a main concern. It should have a narrower width than the sans-serif heading typeface.

### Flow

We want the user to be guided through the mortgage process in a simple and easy to follow process by showing digestable portions of information.

### Color

The site should be vibrant and step outside the standard “old business” feel. They should be modern and appealing. They should be consistent throughout the site.

### Imagery

The site should have imagery that is clear, engaging and allow users to identify with who LHFS is.

Iconography should be simple, yet bold and descriptive.

# Typography

DESCRIPTION

## Headings

For the typography, we chose Aktiv Grotesk as our heading font. It was created in 2010 as an alternative to older grotesk typefaces which didn't have the web in mind. It is authoritative but neutral in its sentiment. It also has a diverse family of weights.

## Body

For the body text, we chose Source Sans Pro. It was designed in 2012 as a sans-serif typeface for Adobe it has a larger x-height and has great readability.

(Pixels / Line Height / Margin-Bottom) \*Desktop

**h1. Aktiv Grotesk** (48/60+16)

**h2. Aktiv Grotesk** (36/48+12)

**h3. Aktiv Grotesk** (28/36+10)

**H4. SOURCE SANS PRO (16/22+6)**

h5. Source Sans Pro (12/16+0)

p. Source Sans Pro (16/28+16)

Sed eos alicita audae la si omni culparia cus, ea vit, te cum, simpor sam sequam num comnienis corempore ma dolorum ad et labo. Gendi re expelecto omni nullesto blaccae volori sin nullorepro blatius.

p.Small Source Sans Pro (10/16+8)

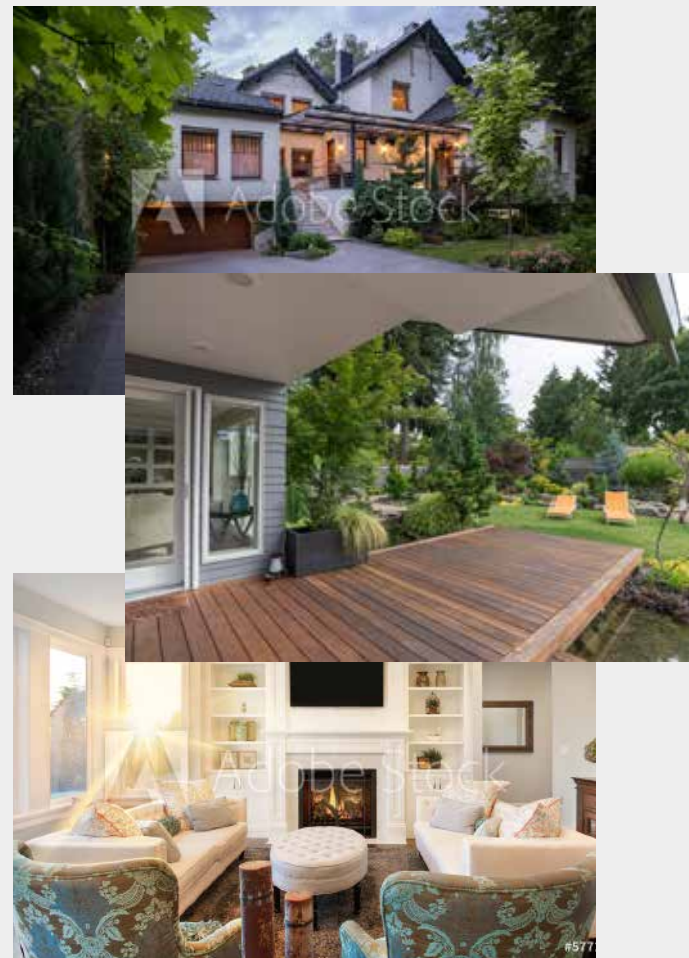
Sed eos alicita audae la si omni culparia cus, ea vit, te cum, simpor sam sequam num comnienis corempore ma dolorum ad et labo. Gendi re expelecto omni nullesto blaccae volori sin nullorepro blatius.

# Photography Mood Board



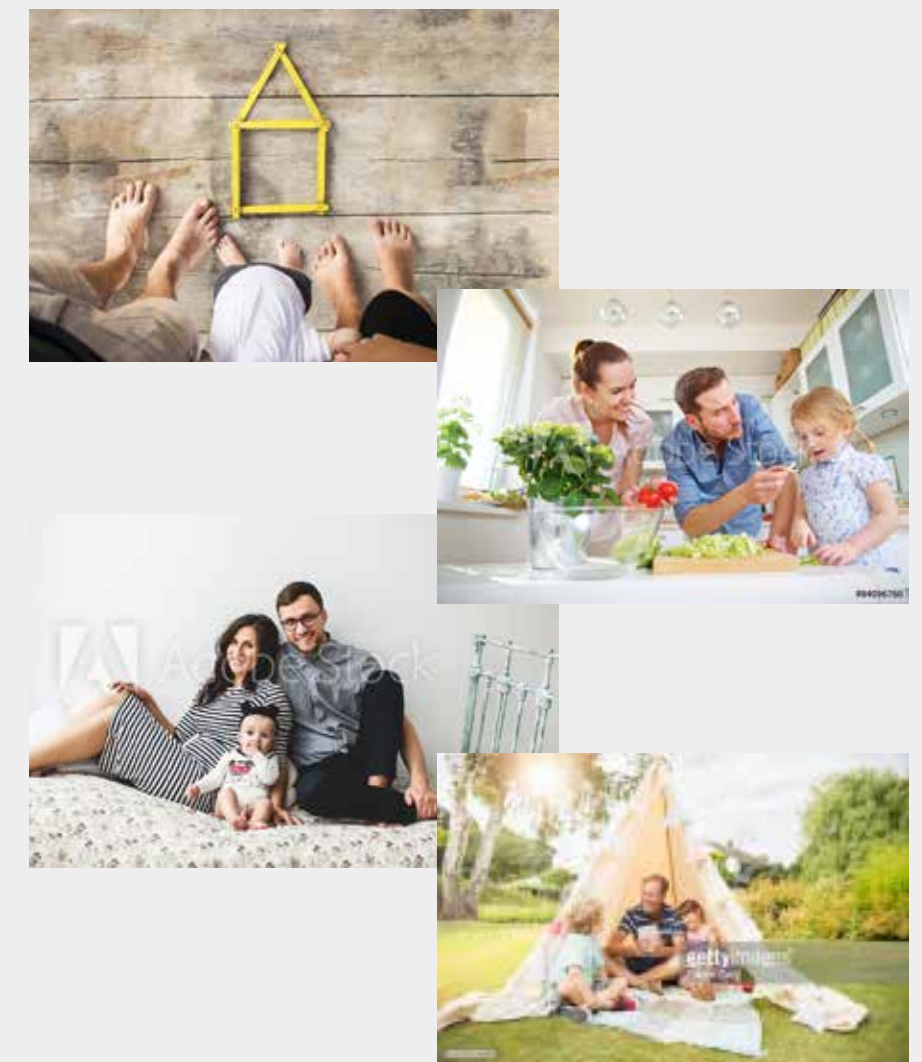
## Living The Life You Love

We should showcase families and friends living the life that they have been dreaming of and actively include others in living it. Lots of friendly faces enjoying life in a residential environment.



## I'd Like To Live There

To anchor the theme of mortgages, we need to show homes. These photos should show unique, but not unattainable living spaces.



## We (& I) Can Be There

Show families in homes enjoying being together. For the most part, the families (& individuals) should be young, happy, and have a stylish look to them.



Elements.01

BOLD WITH HEAVY CONTRAST BETWEEN GOLD, BLACK, AND WHITE

Page Heading

Subheader

SUBHEADING H4

Date Etc H5

Lorem ipsum dolor sit amet, test link adipiscing elit. Nullam dignissim convallis est. **Link aliquam.** Donec faucibus. Nunc iaculis suscipit dui. Nam sit amet sem. Aliquam libero nisi, imperdiet at, tincidunt.

Aliquam libero nisi, imperdiet at, tincidunt nec, gravida vehicula, nisl. Praesent mattis, massa quis luctus fermentum, turpis mi volutpat justo, eu volutpat enim diam eget metus.

ORDERED LIST

- 1. Ordered List Item
- 2. Ordered List Item this is an example of a long entry
- 3. Ordered List Item

COLOR PALETTE.01

#f9c40f	#595e62	#5eaaef	#42c873
#c9982b	#282c30	#2074b9	#ed3a42
	#1c1c1c	#11599c	#5f24c7

FORMS.01

Example Form

Mortgage Amount

\$200,000

Interest Rate

3.5%

Mortgage Period

30 YEARS

CALCULATE

BUTTONS.01

Normal

Button

Button

Hover

Button

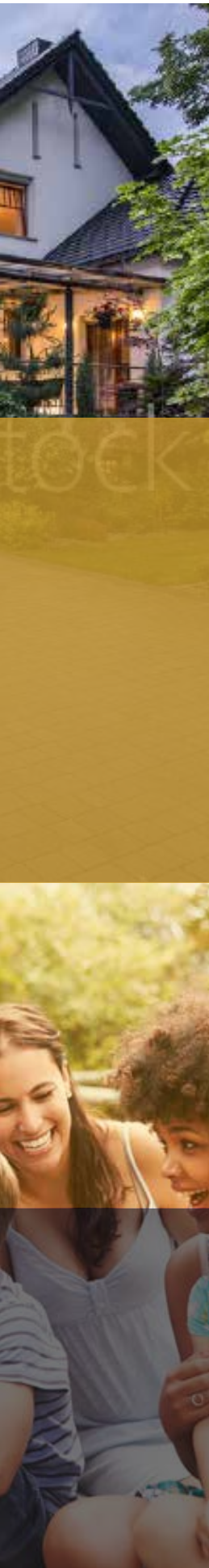
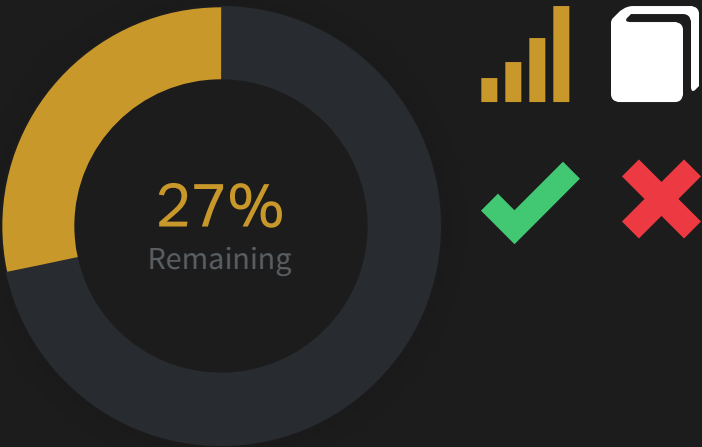
Button

TABS.01

InactiveActive

InactiveActive

GRAPHS & ICONS.01







JASON BUCKWORTH

He's been helping new homebuyers understand the loan process since 2007.

Connect Now

# We're Here For You

Our loan officers can help you find a competitive rate and program to fit your financial needs.

TELL US WHAT YOU'RE LOOKING FOR

Home Purchase

Refinance

Reverse Mortgage

## Your trusted community lender.

Harionseque quo et magnatu rerfero dolessumquia ped quidios ma volum ium re ne rererum ipit ut la vere veligenihit ut quis essimenis aut everia sit praerum sam reces inci consequis et volori sunt doluptatur, to explit.

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Refinance  
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ABOUT

Why LHFS  
Contact  
Work With Us  
News & Updates

LICENSES  
PRIVACY  
DISCLOSURES

PAY MY LOAN  
EMPLOYEE LOGIN



