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)

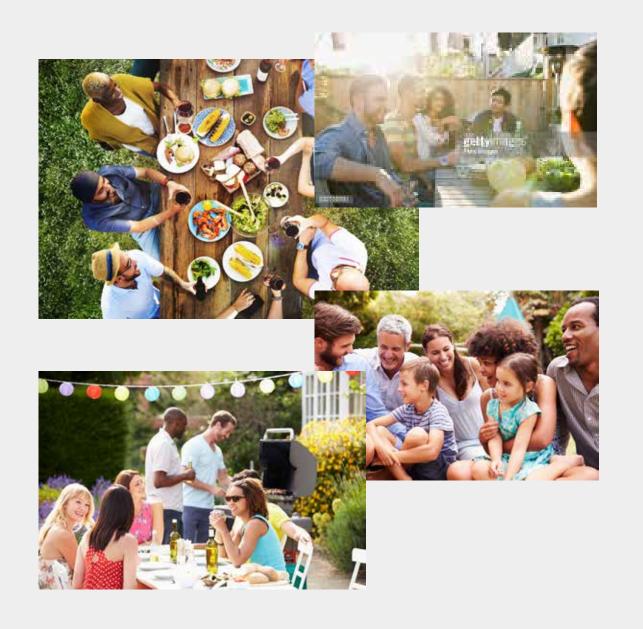
p. Source Sans Pro (16/28+16)

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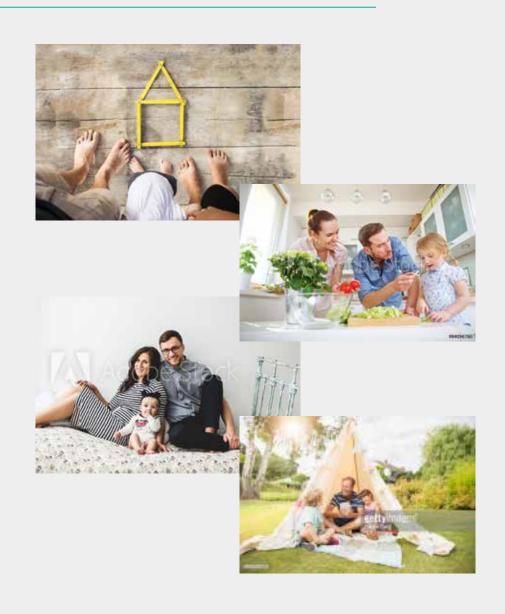
p.Small Source Sans Pro (10/16+8)

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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

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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

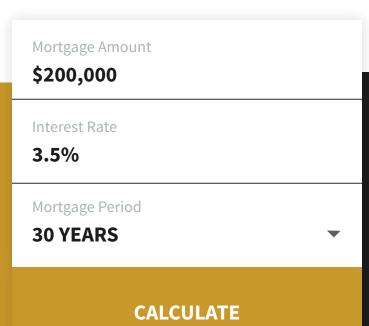
- **1.** Ordered List Item
- **2.** Ordered List Item this is an example of a long entry
- **3.** Ordered List Item

COLOR PALETTE.01

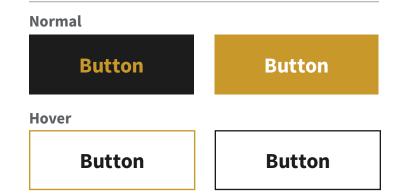
| | #f9c40f | #595e62 | #5eaaef | #42c873 |
|--|---------|---------|---------|---------|
| | #c9982b | #282c30 | #2074b9 | #ed3a42 |
| | | | | #5f24c7 |
| | | | | |
| | | #1c1c1c | #11599c | |

FORMS.01

Example Form



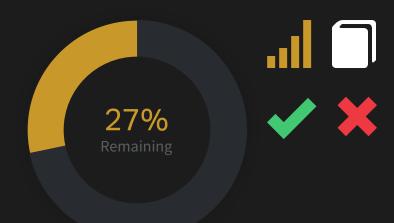
BUTTONS.01



TABS.01



GRAPHS & ICONS.01





MORTGAGE CENTER

WHY LHFS

CONTACT

WORK WITH US

KNOWLEDGE CENTER

PAY YOUR LOAN

HARP 2.0



JASON BUCKWORTH

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

Connect Now

APPLY NOW

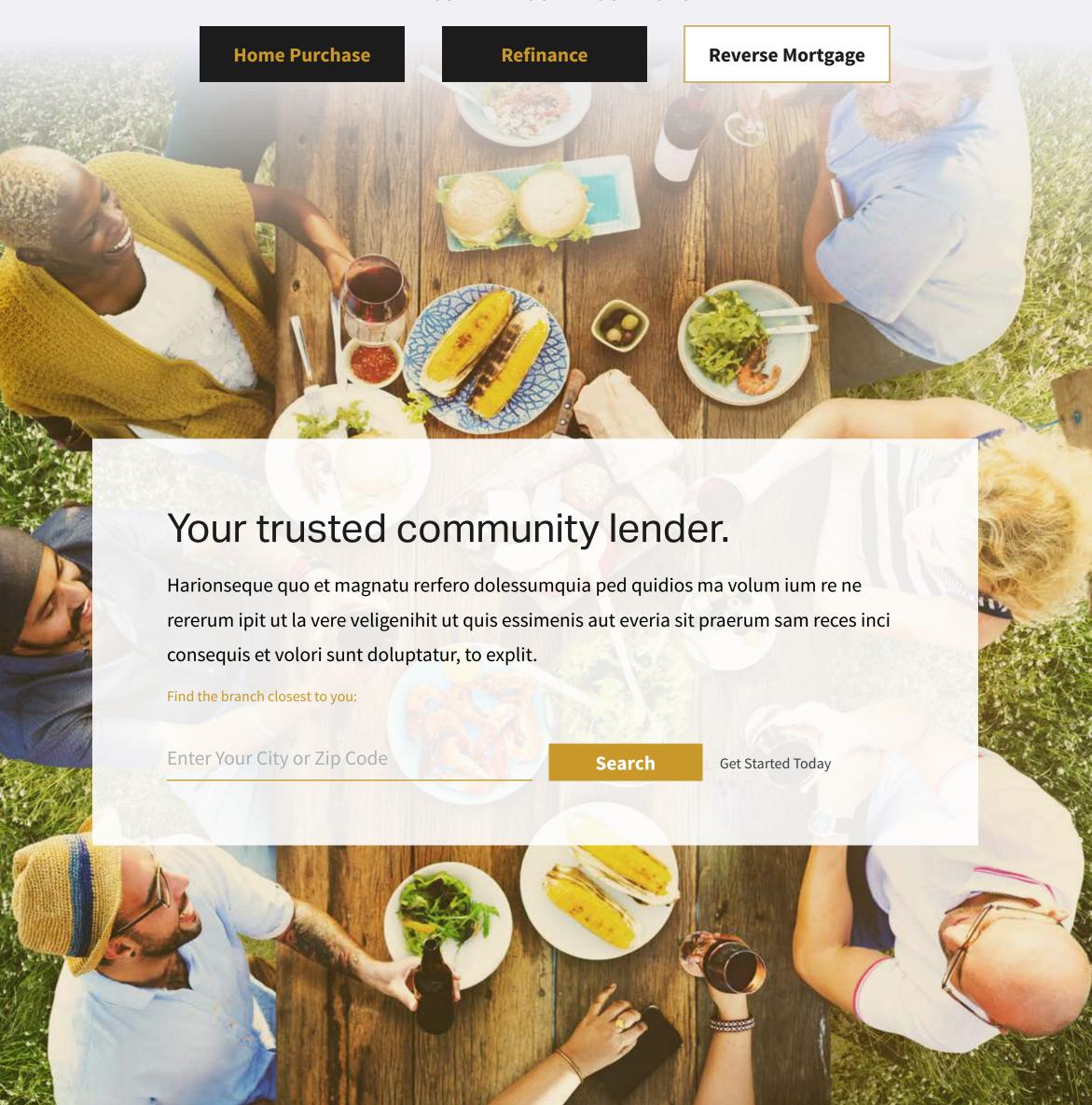
FIND A BRANCH

CHAT

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



MORTGAGES

Mortgage Overview Home Purchase Refinance Reverse Mortgage

RESOURCES

Find a Branch
FAQs
Glossary
Calculators
Required Documents

KNOWLEDGE CENTER

ABOUT

Why LHFS Contact Work With Us News & Updates LICENSES
PRIVACY
DISCLOSURES

PAY MY LOAN
EMPLOYEE LOGIN



MORTGAGE CENTER

WHY LHFS

CONTACT

WORK WITH US

KNOWLEDGE CENTER

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HARP 2.0



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

Connect Now

APPLY NOW

FIND A BRANCH

CHAT

Mortgage Center

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Enter Your City or Zip Code

Search for a nearby branch.

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Find the Right Loan

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I am looking to buy my first home and don't know where to start.

FHA Loan

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FHA Loan

FHA Loan

Apply for an FHA Loan

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FHA Loan

FHA Loan

Mortgage Calculator

Monthly Cost Maximum Loan Amount

Mortgage Amount

Interest Rate (%)

Mortgage Period (Yrs.)

\$ 200,000

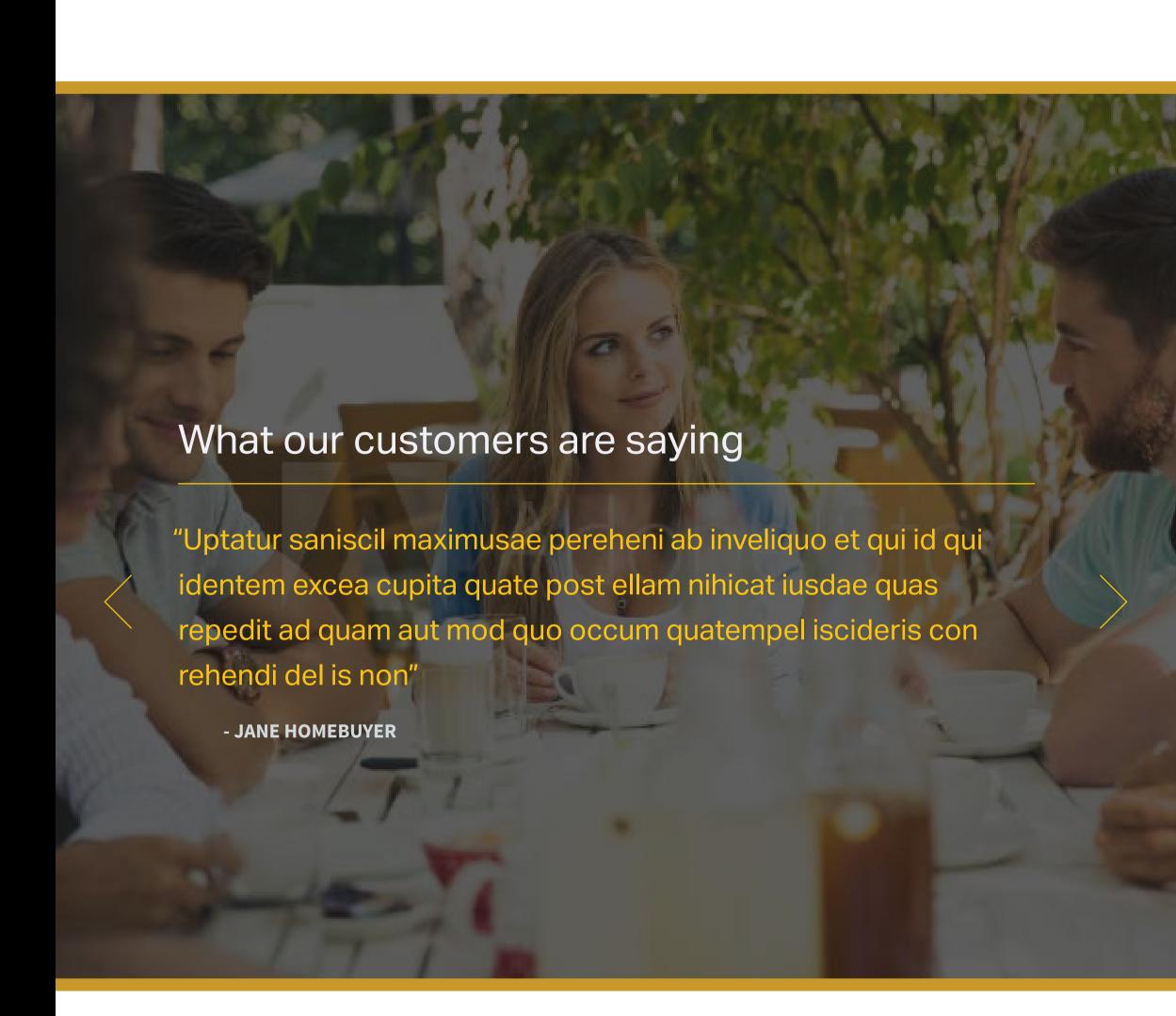
\$ 3.15

30

\$859

Monthly Payment **Total Cost of Mortgage**

\$309,411



FAQ

ET ELESTIAE SUM AUDA QUIAMETUR, EICIA CONET, **EST, NUM NULLES ESSUNDI?**

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Read All FAQs >

Glossary

QUIAMETUR

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See The Full Glossary >

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