

1. Brand Identity:

- **Logo:**



Section	Card Color (HEX)
Logo	#1D486B
	#008AE4
	#C9E1E5
	#B87332

- **Brand Personality:**

- Modern and trustworthy

2. Target Audience:

- **Demographics:** Age range, gender, location, etc. of your primary users (residents, board members, administrators).

Communities:

- Gated communities, condominiums, HOAs with amenities, department buildings with amenities

- 100 to 400+ houses / departments
- Location: Urban and suburban areas in Mexico

Residents:

- Age Range: 30-65
- Income Level: Mid to high income
- Tech Savviness: Moderate to Low

Board Members:

- Age Range: 40-70
- Professional Background: Varied (business owners, professionals, retirees)
- Tech Savviness: Moderate

Administrators:

- Age Range: 30-55
- Experience: 2+ years in property management
- Tech Savviness: Moderate to high

Employees:

- Age Range: 30-55
- Tech Savviness: Moderate to low

3. Platform:

- **Web/Mobile:** Are you designing for a web app, a mobile app, or both? Both
- **Responsive Design:** Will the design need to adapt to different screen sizes? Yes Desktop, tablets and smartphones for administrators mainly on Desktop webapp and for residents App

4. Content:

1. Introduction

Arvantio's UI design is centered on creating a modern, trustworthy, and user-friendly experience for residents, board members, administrators, and employees. This manual outlines the design principles, color palette, typography, and UI components to ensure a consistent and intuitive interface across the platform.

2. Design Principles

- **Clean and Minimalist:** Prioritize simplicity and clarity. Avoid clutter and unnecessary elements.
- **Intuitive Navigation:** Ensure users can easily find what they need. Use clear labels and logical organization.
- **Visual Hierarchy:** Guide users' attention with clear headings, font sizes, and visual cues.
- **Accessibility:** Design for users of all abilities, including those with visual impairments.
- **Responsiveness:** Ensure the design adapts seamlessly to different screen sizes and devices (desktop, tablet, mobile).

3. Color Palette

Cards

Section	Card Color (HEX)	New
Dashboard	#EBF4FA	#F1F4F9
Directory	#f0f5f5	#EDF3F6
Payments and Account statements	#ffeee5	#FFF1E6

Amenities	#E3FCEF	#EEF5EC
Community posts	#FFEBF8	#FAEEF1
Profile and settings	#dbdbdb	#F6F7F8
Background	#FFFFFF	
Icons	#ED8933	
Border 1px	#d1d1d1	
Buttons and Outlines	#0FA192	

Text

Description	Color	Font	Size
General Text	#555555	Lato	16 px
Headlines Text	#171717	Lato	18 px

Status

Status	Card (HEX)
Aceptado	#78e697
Rechazado	#f7c6c7
Pendiente	#fff3b0
Creado	#b8e0f4
Cancelado	#d3d3d3