

# Process Book

This process book will help to understand the working, mission and design aspects of the brand Rentrend. In this process book you will learn about the brand guidelines, UI kit and the UI of the rentrend app.

Made by:  
**Amit Deka**

**RENT IT,  
WEAR IT,  
RETURN IT**



# Process Book Content.

---

## 01. Brand Guidelines

Brand story  
Logo Overview  
Typography  
Brand Colors

## 02. UI Kit

## 03. User Interface

Login  
Home  
Search Result  
Show Product  
Payment  
Order Confirm



01.

# Brand Guidelines

# Brand Story

Everyone loves to get dressed for a special occasion. Some people want to be classy or some might surprise their kids by dressing up as Santa on Christmas. Some people want to wear a tux and some might be competing in the fancy dress competition. Buying a brand new dress can be expensive when you are planning it to wear only for one occasion. So I came up with a brand called RENTREND which is a combination of two words “RENT” and “TREND”. Now using Rentrend you can book your favorite clothes and get them delivered to your doorstep, and when you are done with it we can pick them up from your place.

# Logo Overview

DARK AND LIGHT



SAFETY ZONES



MIN SIZE



# Typo- graphy

Typography is crucial part of a brand. To maintain the brand identity following fonts should be used.

# Heading

## Subheading

Bodytext

To maintain the consistency of the brand we use Playfair Display Black as heading, Roboto bold as subheading and Roboto regular as body text.

# Brand Colors

The logo consists of an icon and logotype. The color of the whale is a gradient of 2 shades of blue and the color of the logotype is a dark shade of grey.

**C98 M79 Y44 K40  
R18 G49 B77  
#12314D**

**C85 M50 Y46 K21  
R42 G96 B108  
#2A606C**

**C70 M10 Y44 K0  
R68 G173 B159  
#44AD9F**

**C56 M5 Y45 K0  
R113 G189 B161  
#71BDA1**

**C21 M0 Y18 K0  
R201 G232 B216  
#C9E8D8**

**C0 M99 Y64 K0  
R255 G0 B73  
#FF0049**

# 02.

# Ui Kit





[LOGIN](#)

[Sign in with Google](#)

[Home](#)
 [Wishlist](#)
 [Bag](#)
 [Profile](#)
 [Menu](#)

[RENT NOW](#)

[ADD TO BAG](#)

FEB ▾ 2021 ▾

MON	TUE	WED	THU	FRI	SAT	SUN
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29					

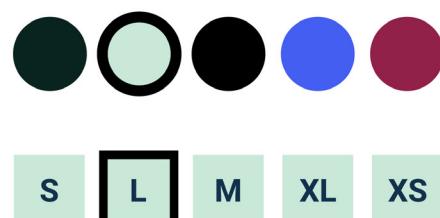
**OH SO CHARMING**  
Use coupon FIRST50  
to get 50% off on your  
first rental

**TOP CATEGORIES**

- DRESS
- TUX
- SUITS
- ACCESSORIES
- KIDS

**TOP BRANDS**

- ZARA
- LV
- RALPH LAUREN
- Armani
- COACH



QTY 1

Armani, slim fit soho line half canvas suit **\$ 70**



Deliver to Amit - Brampton L6R0W2



**THANK YOU**  
FOR YOUR ORDER

← Go to home

**PAYMENT METHOD**

Google pay

CREDIT/ DEBIT

**PAYMENT DETAILS**

Cardholder name \_\_\_\_\_

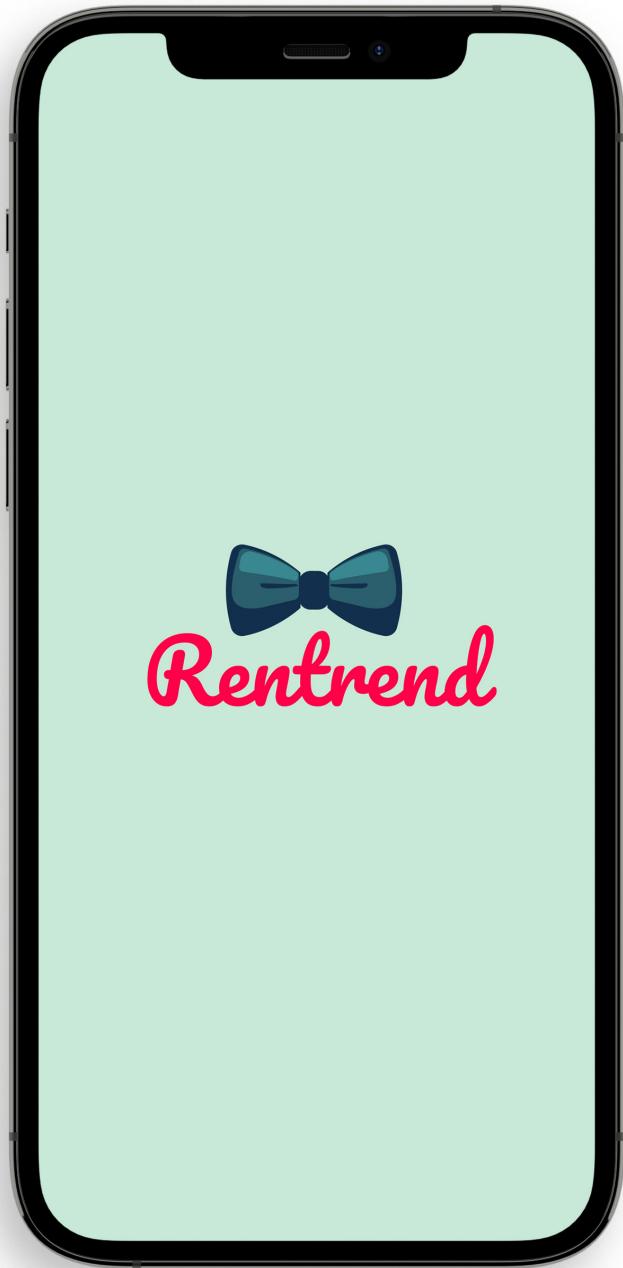
Card number \_\_\_\_\_

Expiry Date \_\_\_\_\_ CVV \_\_\_\_\_

[RENT NOW](#)

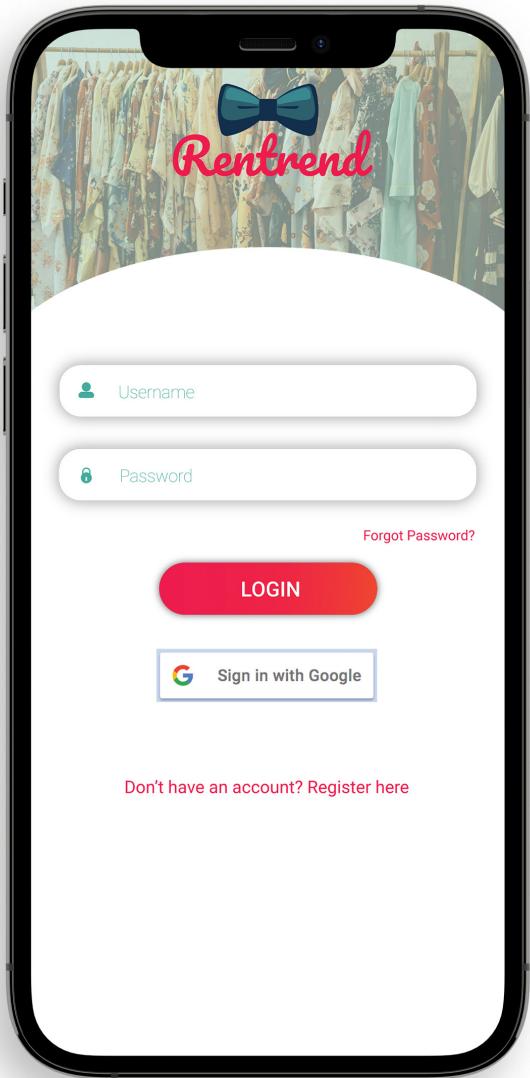
A user interface kit, or UI kit, is a package of assets that includes design elements such as UI components and styles. Users interact with UI components, which communicate meaning and offer functionality. Input forms, widgets, and navigation menus are examples of UI components.

This UI kit is made to make the UI of the following screens:  
Login, Home, Search Result, Show Product, Payment, Thank you for order. This UI kit includes: login input fields, login button, home, wishlist, bag, profile, menu, rent button, add to bag button, calender, payment method, search bar, featured item, top categories, top brands, color select, size select, quantity, like button, sort button, location marker, order confirmation marker, thank you, go to home, product image display, product thumbnail.



01.

# User Interface

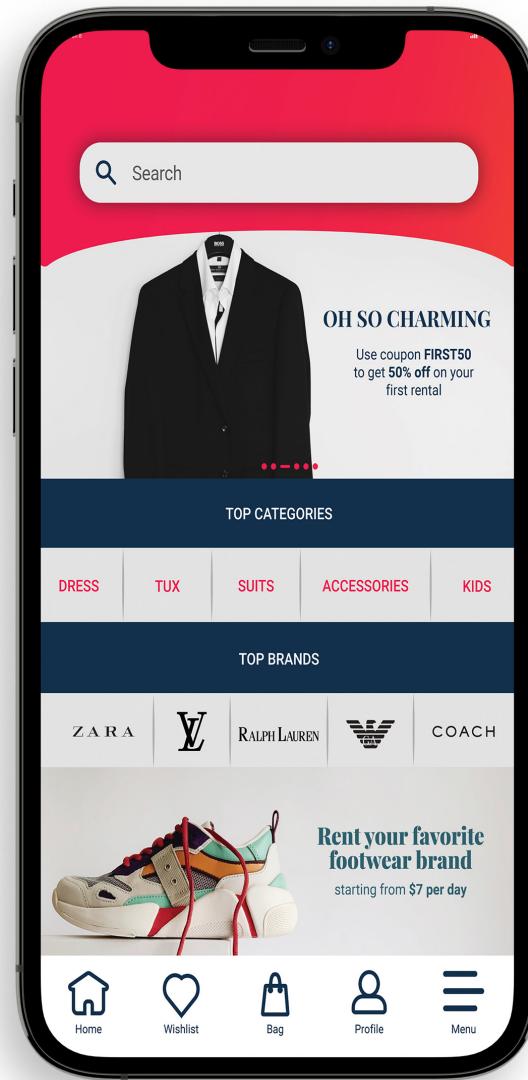


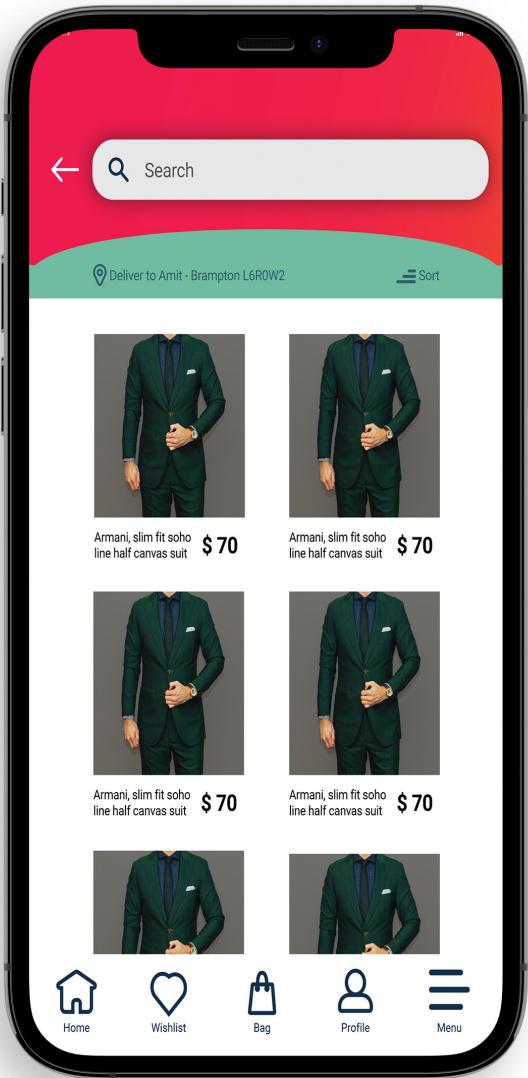
First screen is the login screen. Here users can login so that the records of orders and payment can be preserved for future reference. Users can also sign in using their google account. if the user forgets password then they can use the forgot password link. this screen can also be used to register by clicking the register here link. Upon login users will be redirected to home screen.

# Login

In the home screen the first feature that is introduced is the search product feature. Below that user can see a banner where top products and offers are displayed. After that there are top categories and top brands which are displayed on the basis of user preferences. At last there is a main menu in which user can go to wishlist, bag, profile and settings.

# Home





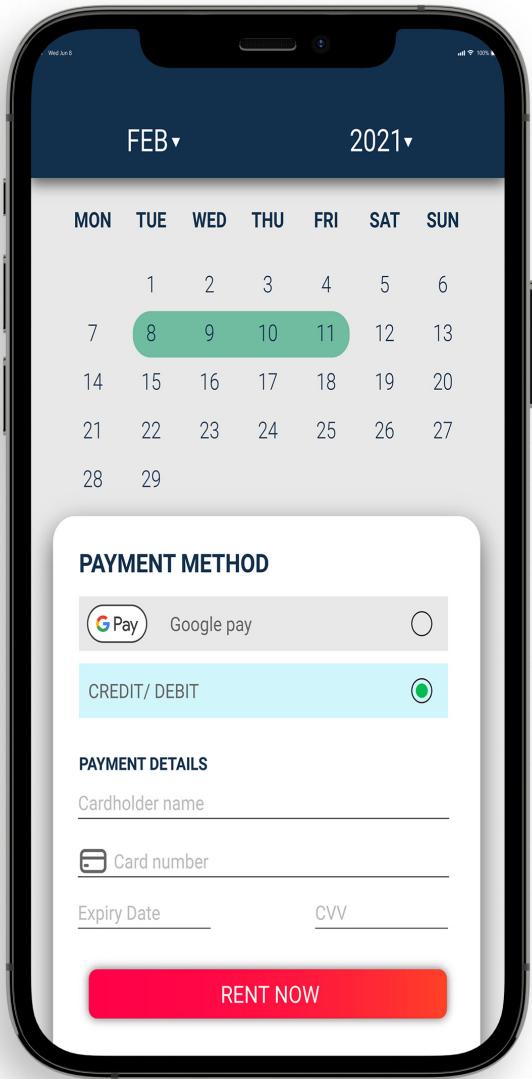
When user searches something the product are displayed in grid. Each item contains the product name and price. In this screen preferred location is also displayed and there is a sort button which can be used the sort the search result. Upon selecting an item from the search result user is redirected to show product screen.

# Search Result

Here is the show product screen where user can see multiple images of the product. Below that product's name is displayed. Here user can chose from the available colors and size, and they can also entered desired quantity. After that user can either rent the item or add it in the bag.

# Show Product



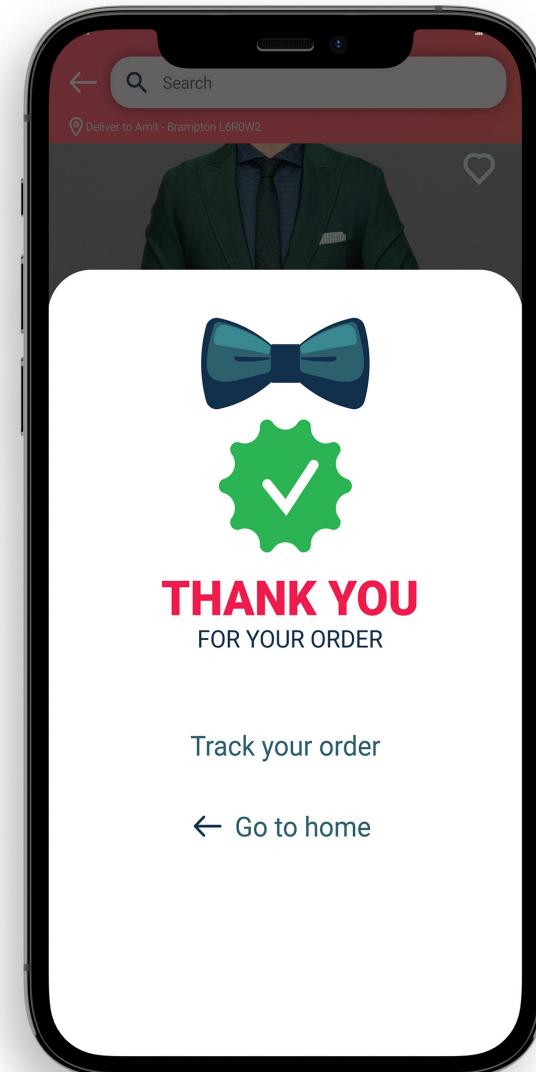


Upon clicking the rent now button user is then redirected to the payment page. Here there is a calender from which they can select renting and returning date. After that User can select from various payment methods and press the Rent now button to confirm their order.

# Payment

Upon confirmation this screen will appear from which they can track their delivery or go back to home screen.

# Order Confirm





Rentrend

COPYRIGHT © 2021 | RENTREND  
ALL RIGHTS RESERVED