Branding

* Logo
* Font
* Color scheme
* App icon

Design

* Icons
  + Toolbar icons
  + Buttons
    - “Like” button
    - “Message” button
    - Add new dress
    - Info (on posts)
    - Rent
    - Back arrow
    - Edit tool
  + Badges
    - Notification badge
  + “Whoops! You have no---” icons

* Consistent styling
  + Title bars
  + Directions
  + Links (color)
  + Menus
  + Lists
  + New notification for something (messages, rentals--bold?)
  + Rental activity blurbs
* Screens
  + Loading screen
  + “Whoops, you have no---” screens (likes, followers, etc)

FontAwesome!

*Ask front-end guy if this would be something he can use*

* Nav-icon
* Spinning/loading icons
* PayPal
* Nav arrows
* Check boxes (rental process!)
* Plus squares
* Pencils
* Stars and star halves
* Heart and empty heart