home

Style Guide

Index

01 Logo

The logo is simple and uses the Montserrat typeface only, with semibold weight. It has 2 variants:

> 32px / #0D0D0D / on white background
> 24px / #FFFFFF / on dark background

Size can change depending on the needs of the project, but use it in combination with primary colours only.

home
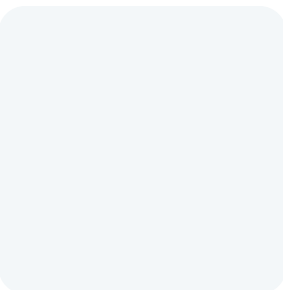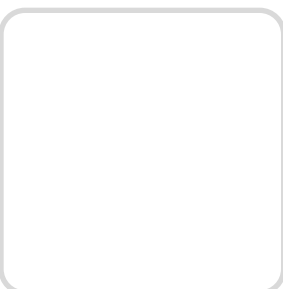
home

02 Colours

PRIMARY

nav bar / primary buttons
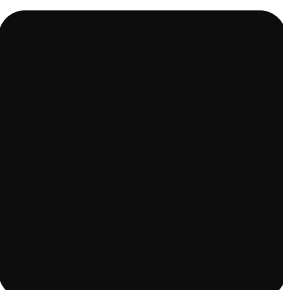
HEX: #253C76
RGB: 37 60 118

cards / footer / outlines

HEX: #D5E0F6
RGB: 213 224 246

background [cards, menus]

HEX: #F3F7F9
RGB: 243 247 249

main background

HEX: #FFFFFF
RGB: 255 255 255

primary text / icons*

HEX: #0D0D0D
RGB: 13 13 13

SECONDARY

highlighted text / links

HEX: #4767D3
RGB: 71 111 211

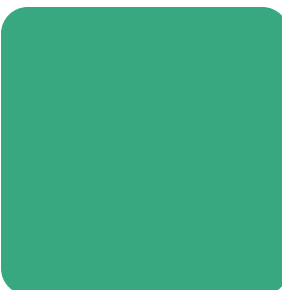like icon [heart] fill

HEX: #EF7AF0
RGB: 239 122 240

secondary text

HEX: #3D3D3D
RGB: 61 61 61

lines on sign up / sign in page
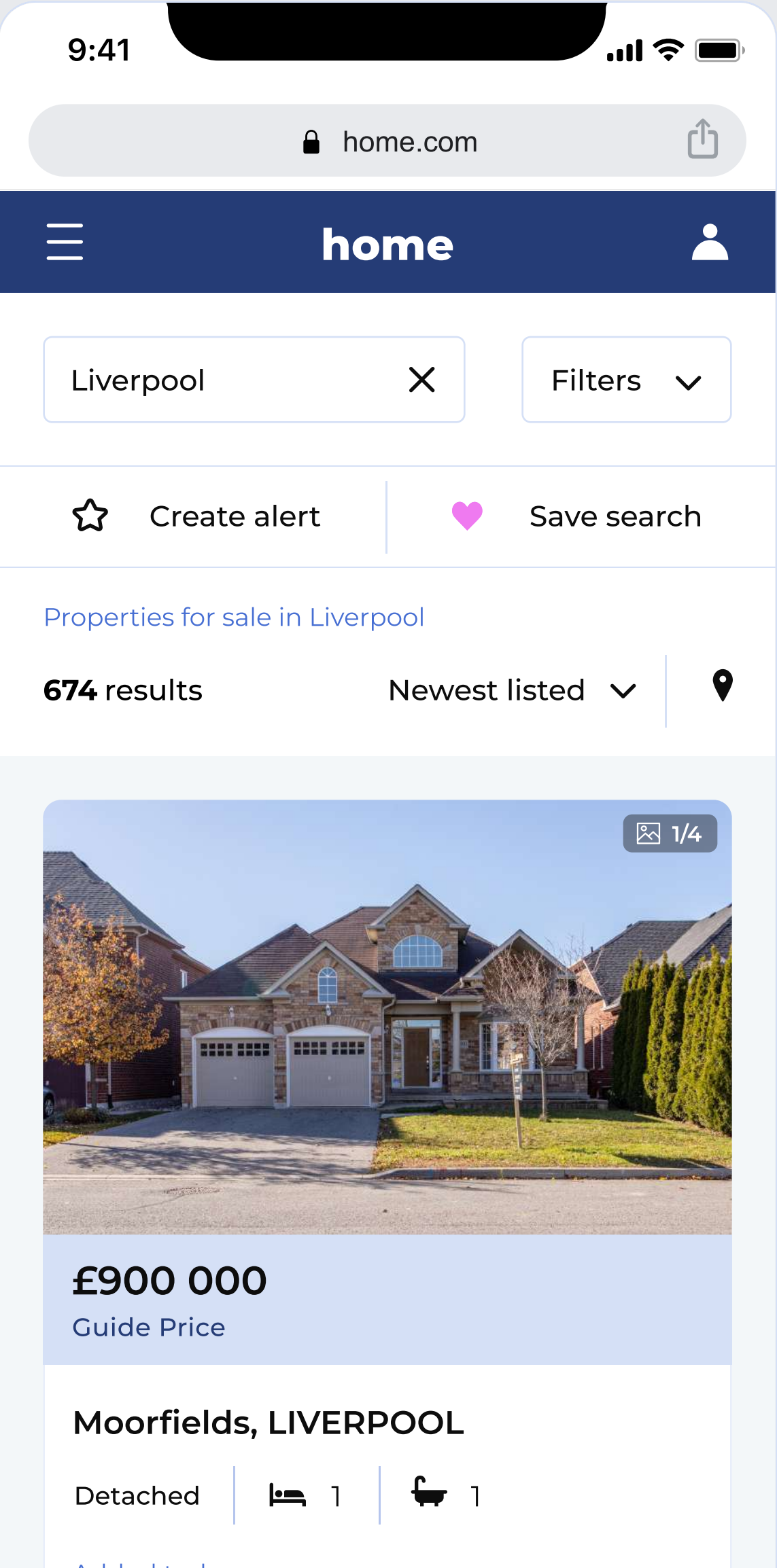
HEX: #CFCFCF
RGB: 207 207 207

STATUS

success icon fill

HEX: #38A880
RGB: 56 168 128

error icon fill

HEX: #A83860
RGB: 168 56 96

*Please check iconography guidelines for exceptions

9:41

home.com

≡ **home** 👤

Liverpool ✕   Filters ∨

☆ Create alert   ♥ Save search

Properties for sale in Liverpool

674 results   Newest listed ∨   📍

🖼 1/4

£900 000
Guide Price

Moorfields, LIVERPOOL

Detached   🛏 1   🛁 1

03 Typography

TYPEFACE: Montserrat

TITLES & HEADINGS

Heading 1 | ExtraBold, 32px

Heading 2 | ExtraBold, 24px

Heading 3 | Regular, 22px

Heading 4 | Regular, 20px

Heading 5 | SemiBold, 18px

Heading 6 | Medium, 16px

HEADING 7 | REGULAR, UPPERCASE, 16PX

BODY TEXT

Primary | Regular, 16px, #0D0D0D

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Primary [email / sign up forms] | Regular, 16px, #3D3D3D

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Secondary [feedback, date, time] | Regular, 14px, #3D3D3D

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Secondary [highlights, news] | Regular, 14px, #476FD3

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

TEXT EMPHASIS

Numbers | Bold, 14px, letter spacing 2%

CITY NAMES | REGULAR, UPPERCASE, 16PX

Link | Medium, underlined, 14px, #476FD3

04 Iconography

Colour

Most icons are black (#0D0D0D). Exceptions to this rule are feedback icons, the user icon, and 2 variants: the heart and the star.

Style

Most icons are filled. However, icons that have variants are outlined in empty state, and filled when active.
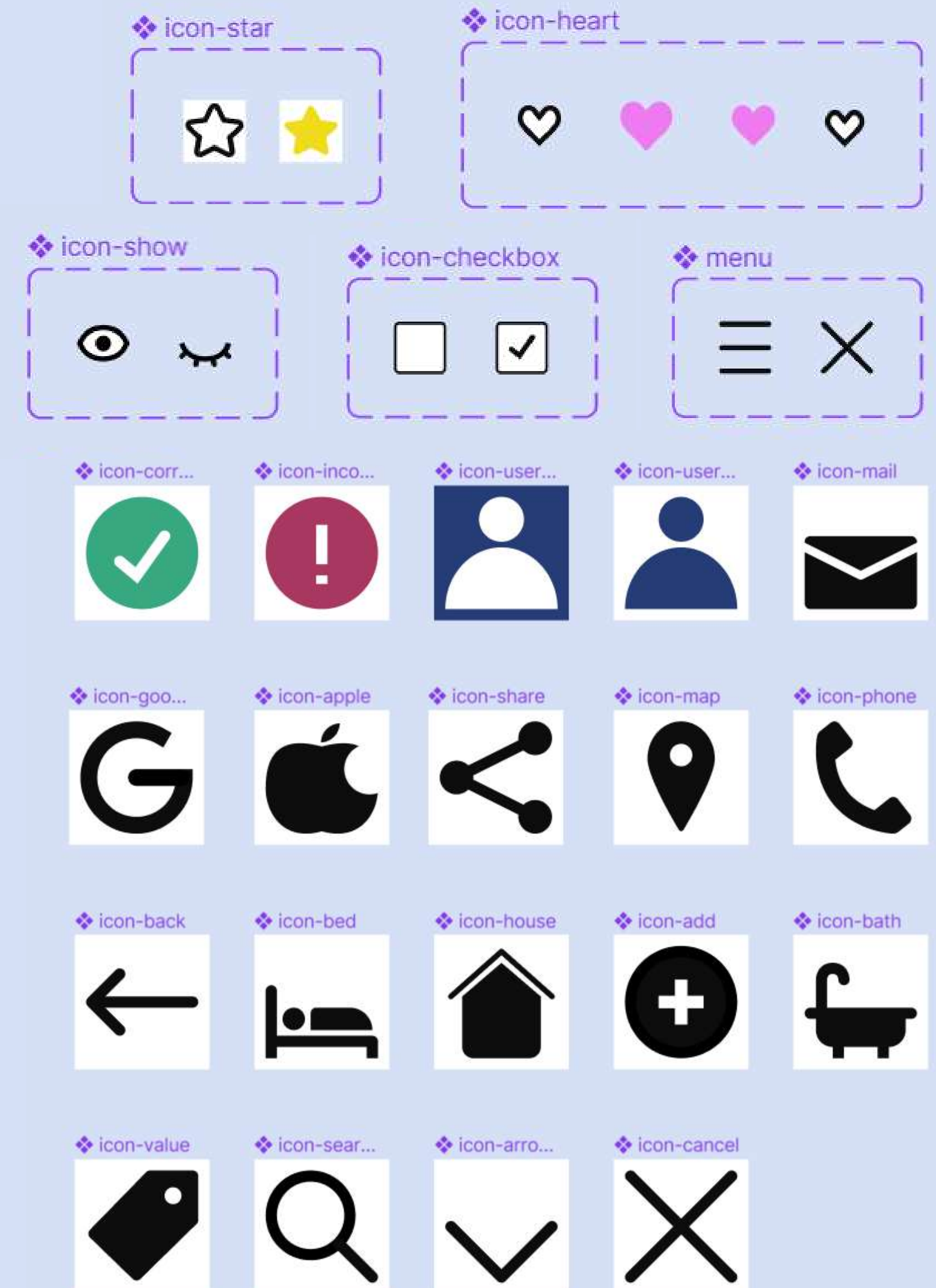
Stroke & Size

The standard outline stroke is 2px at the default 24px size. Though smaller(20px), the heart and the star take a 2px stroke in empty state.
Exceptions:
house icon (1px stroke), Google icon (3px stroke).

Edges

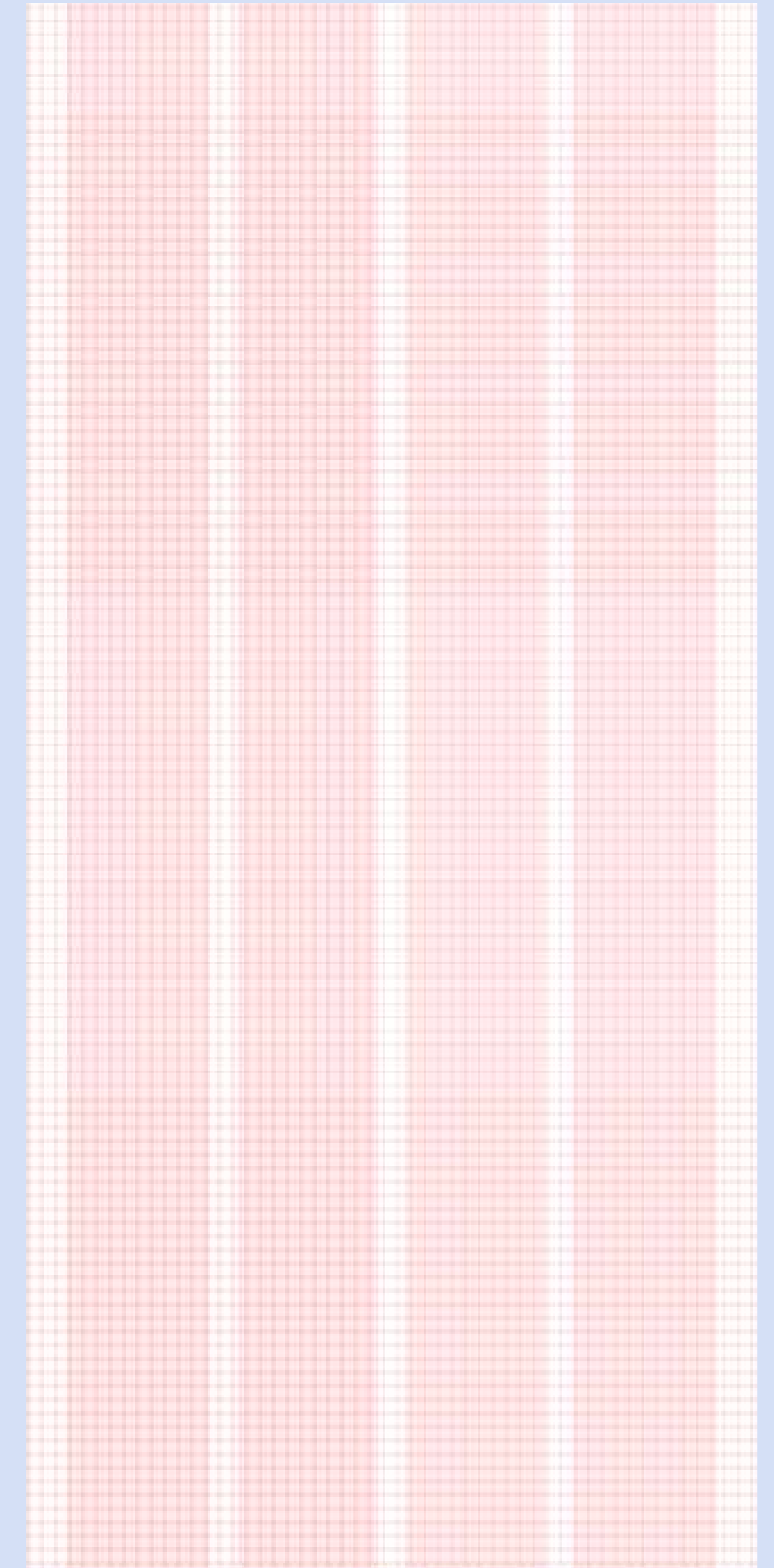Lightly rounded with a 2 corner radius.

05 Grid System

For the mobile breakpoint, a standard four-column grid with 24px margins and 16px gutters is used.

Columns		✕
Count	Color	
4	■ FF0000	10%
Type	Width	Margin
Stretch ⌄	Auto	24
Gutter		
16		

Grid ⌄		✕
Size	Color	
8	■ FF0000	10%

06 UI Elements

Input Fields

Inactive

Email address

Create password
👁

Active

Email address

gabbylicious@mail.com ✓

Create password

****************** ✓

Navigation bar

☰ **home** 👤

Footer

About Home

Terms of Use

Privacy Policy

Cookies

Sitemap   in f ◎

✕ **home**

👤 **Account**

Buy

Property for sale

New homes for sale

Property valuation

Mortgages

Rent

Property to rent

Student property to rent

House prices

Sold house prices

Property guides

Blog

06

Search box

Inactive

| 🔍 Enter a city, town or postcode |

Active

| 🔍 Liverpool |

| Liverpool ✕ |

Drop down menus

Property type

| Any ⌄ |

Bedrooms

| No min ⌄ | | 2 ⌄ |

No min	⦿
Studio	○
1 bed	○
2 bed	○
3 bed	○
4 bed	○
5 bed	○
6 bed	○
7 bed	○
8 bed	○
9 bed	○
10 bed	○

Input fields, search boxes, drop down menus and lists all take a subtle 5 corner radius and 1px stroke, #D5E0F6. Input fields light up when active and change outline stroke colour to #B5C5ED.
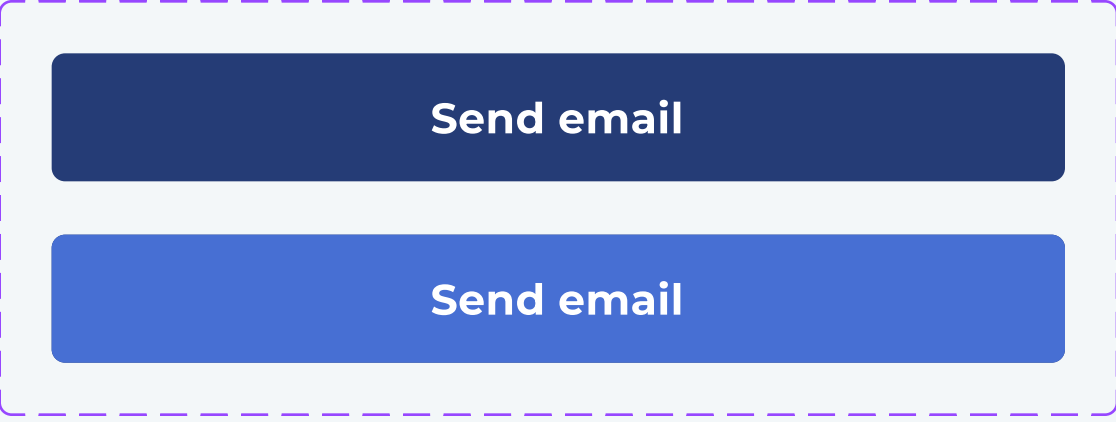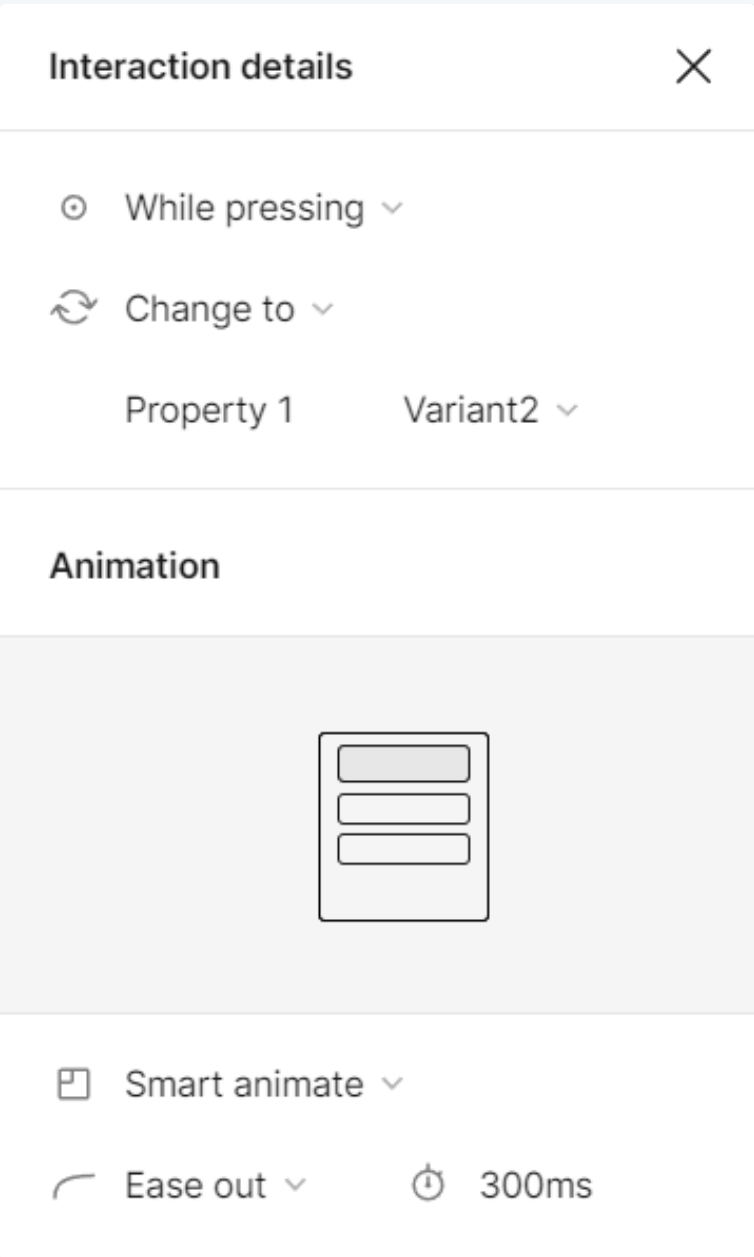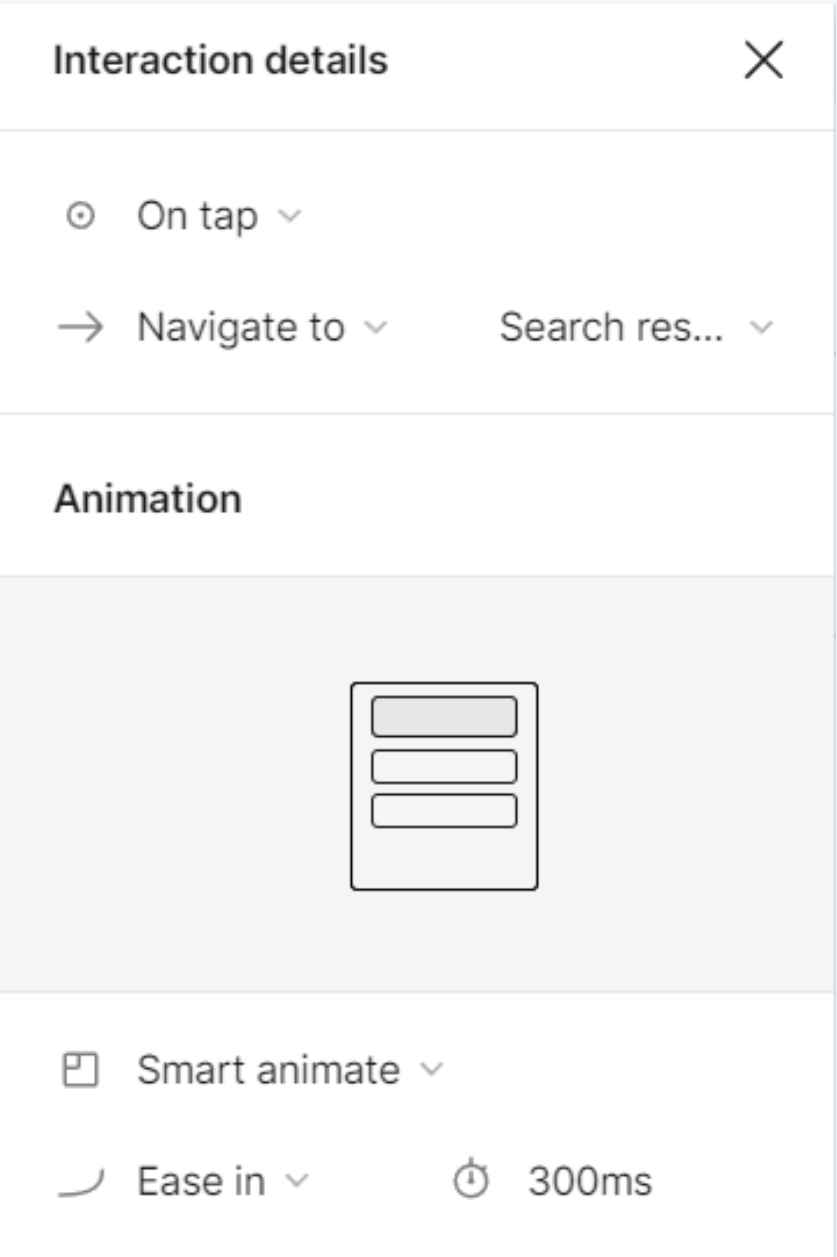
07 Buttons

Primary

Small [174x48]

Find properties

Find properties

Fill: #253C76 > #4767D3
Text: #FFFFFF, Bold, 16px
letter spacing: 1%

Big [380x48]

Send email

Send email

Primary buttons are animated:

Interaction details

⊙ On tap ∨

→ Navigate to ∨   Search res... ∨

Animation

▣ Smart animate ∨

⌣ Ease in ∨   ⏱ 300ms

Interaction details

⊙ While pressing ∨

↻ Change to ∨

Property 1   Variant2 ∨

Animation

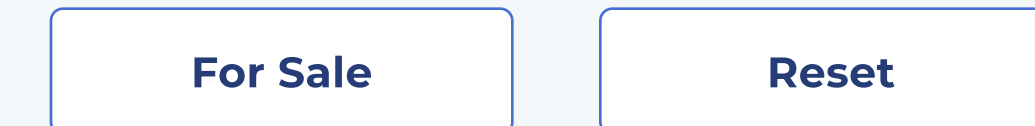▣ Smart animate ∨

⌣ Ease out ∨   ⏱ 300ms

07 Buttons

Buttons are styled similarly to other elements in that they also take a 5 corner radius. Only use icons for social sign up / sign in, standard #0D0D0D black fill.
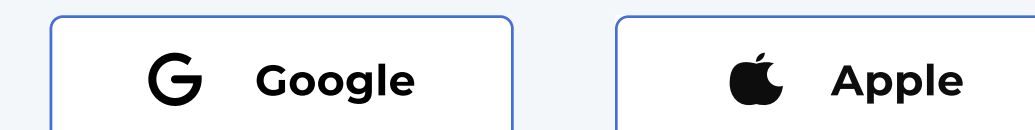
Secondary

Small [174x48]

| For Sale | Reset |

Fill: #FFFFFF
Stroke: #476FD3
Text: #253C76, Bold, 16px
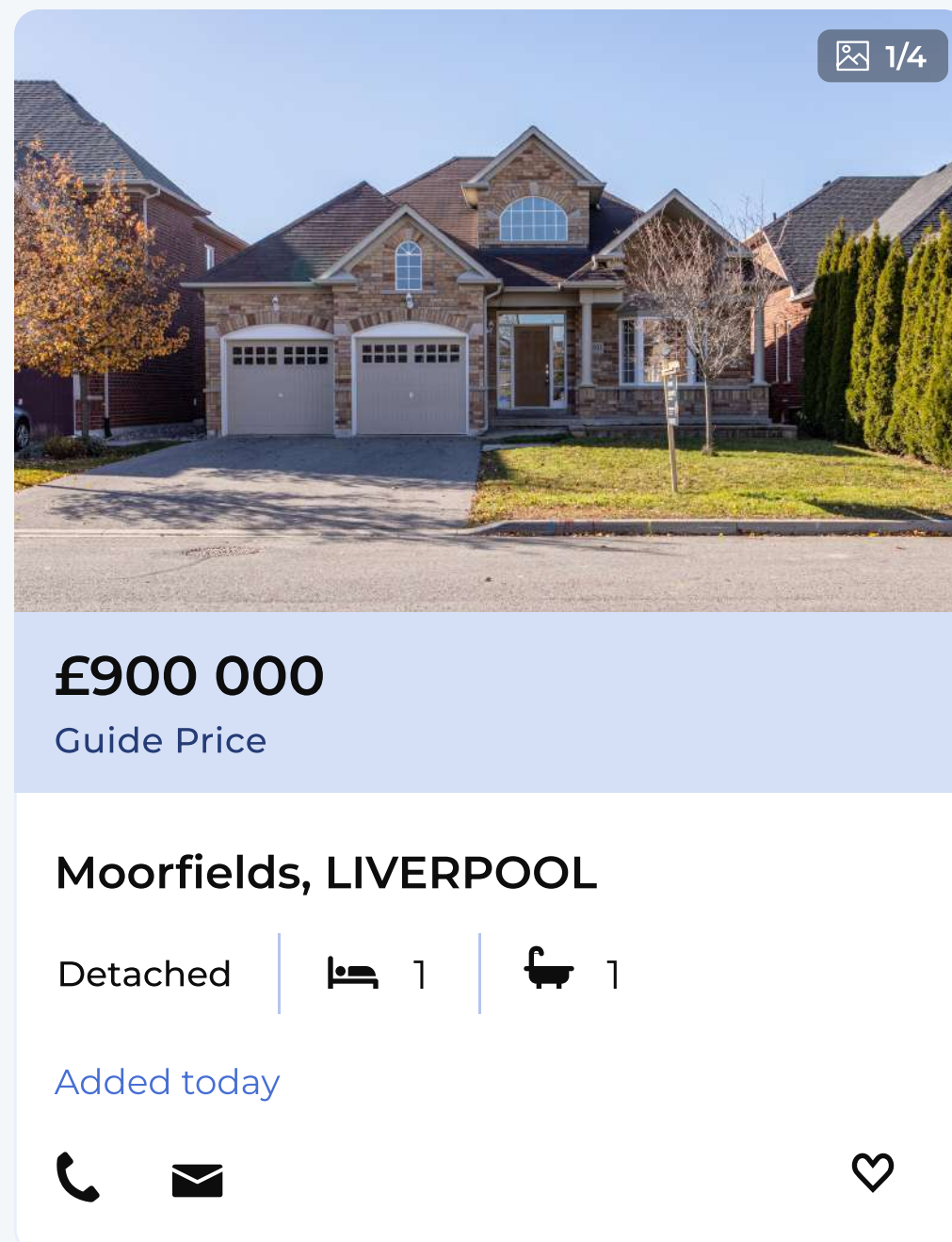letter spacing: 1%

Social

Small [174x48]

| G Google | 🍎 Apple |

Fill: #FFFFFF
Stroke: #476FD3
Text: #0D0D0D, Bold, 16px
letter spacing: 1%

08 Cards

News card

The cheapest places to buy a home in the UK

13 September 2022

Big property card

£900 000

£900 000

Guide Price

Moorfields, LIVERPOOL

Detached   1   1

Added today

Small poperty card

£900 000

£900 000

Guide Price

Moorfields, LIVERPOOL

Detached   1   1

Dashboard cards

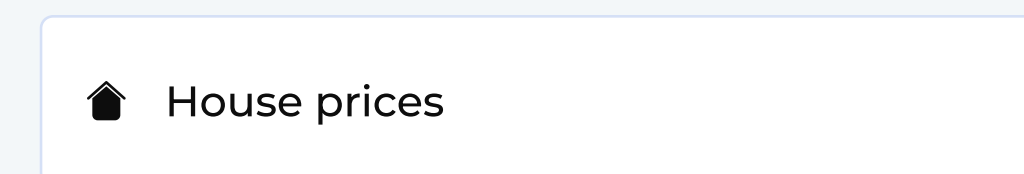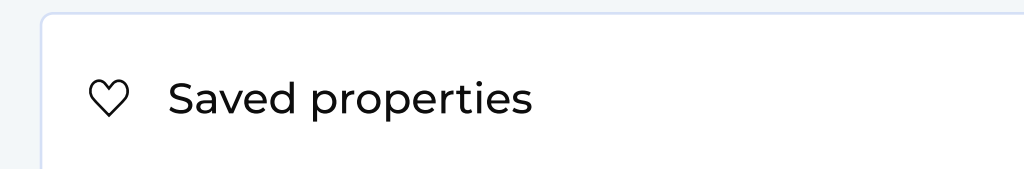♡ Saved properties
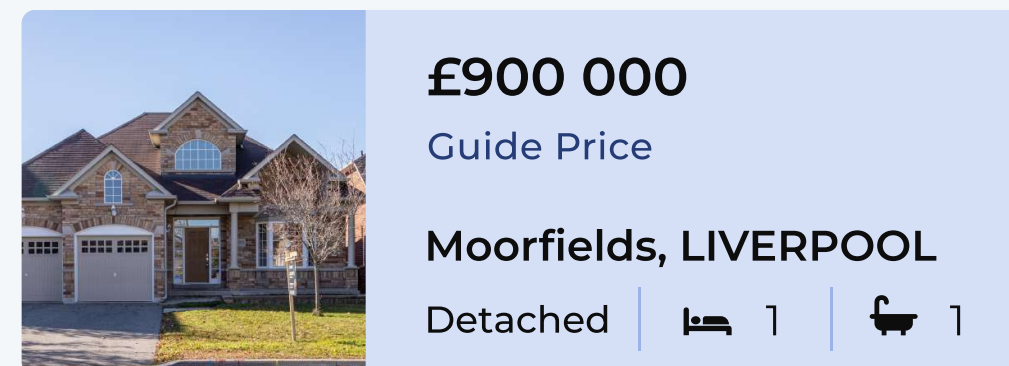
🏠 House prices
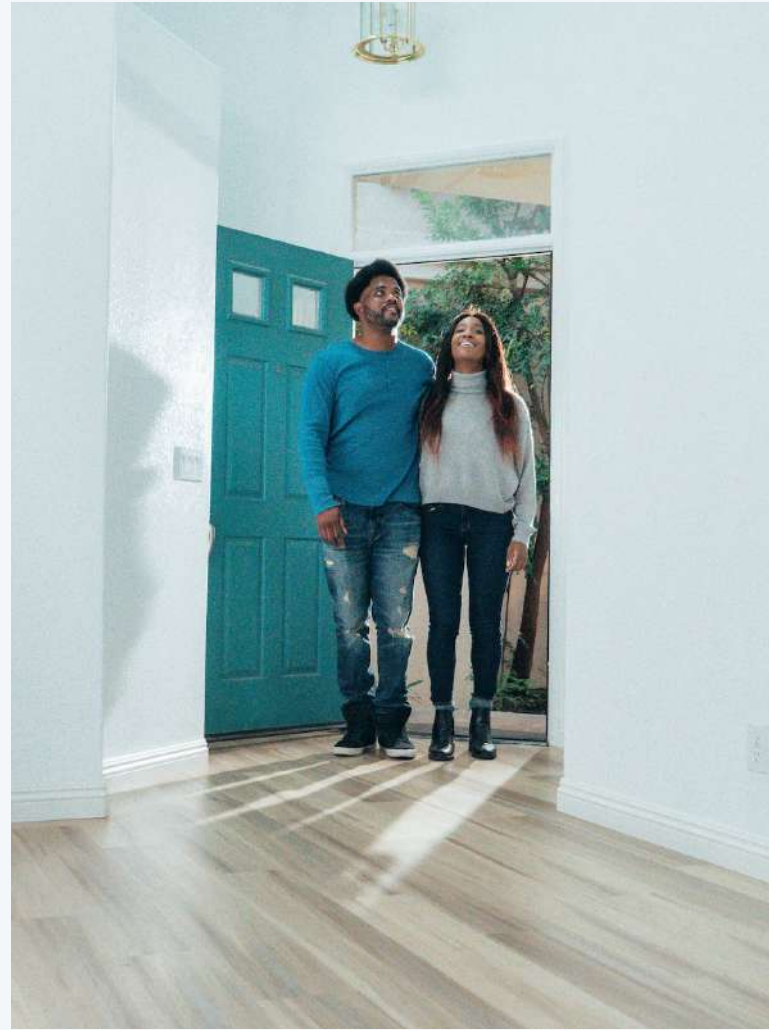
Cards take a subtle 5 corner radius* and 1px stroke, #E8EEFA or #D5E0F6 (dashboard cards). In emails and forms, use the small property card.

*Apply 5 corner radius only to the bottom left and right for news cards.

09 Imagery

Bright, high-quality photos that clearly communicate the property and its features. Only show people and property-related themes on news cards.

Please avoid low-quality, dark, black and white, abstract, irrevelant, too staged or too casual images. Make sure people in the photos are around the age group of the persona.

Thank you :)