🏠 STYLE GUIDE

1. LOGO GUIDELINES

The logo must always keep its rounded contours and its stroke has to be thick in any size. An apparent spacing between the round of the window and the rectangle of the door should always be apparent.

When possible, the logo should have blue contours (see color palette for color specifications).
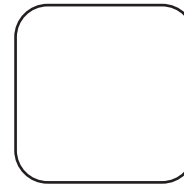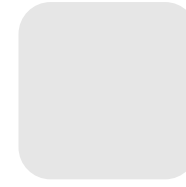
DO

DON'T

2. COLOR PALETTES

Primary

#025D83	#204354	#A8B9C0

Black & White

#FFFFFF	#606060	#E6E6E6	#1A1A1A

Secondary
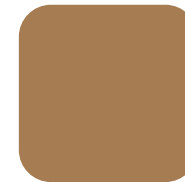
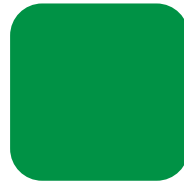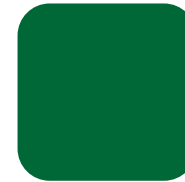|				
#603813 - Ultra Brown	#534741 - Dark Brown	#8C6239 - Brown	#A67C52 - Light Brown	#C69C6D - Brown Beige
#C7B299 - Beige	#93278F - Pink	#009245 - Intense Green	#006837 - Dark Green	#8CC63F - Light Green

3. TYPOGRAPHY

3.1 Mobile

Heading 1 / Proxima Nova / Bold / 18 is used for the content of the top bar.
Heading 2 / Proxima Nova / Bold / 16 is used to define each section of a screen: «DESCRIPTION», «LIST» or «MAPS»

Body 1 / Proxima Nova / Bold / 20 is used to highlight the price.

Body 2 / Proxima Nova / Regular / 20 is used for filters numbers (ex: 2010 as date of construction etc)

Body 3 / Proxima Nova / Regular / 18 is used for the description in the onboarding screens.

Body 4 / Proxima Nova / Regular / 16 is used for each filter name.

Body 5 / Proxima Nova / Regular / 14 is used only for properties' description.

Body 6 / Proxima Nova / Regular / 12 is used only to define the password creation criteria.

Buttons / Proxima Nova / Bold / 16

Menu / Proxima Nova / Regular / 40

Heading 1 / Proxima Nova / Bold / 22 is used to define each section of a screen.
Heading 2 / Proxima Nova / Bold / 18 is used to define each screen «DESCRIPTION», «LIST» or «MAPS»

Body 1 / Proxima Nova / Bold / 30 is used to highlight the price.

Body 2 / Proxima Nova / Bold / 22 is use for the price in recommendations.
Body 3 / Proxima Nova / Regular / 24 is used for highlights in the descriptions (preceded by the cross icon)
Body 4 / Proxima Nova / Bold / 16 is used for each filter name.
Body 5 / Proxima Nova / Regular / 16 is used for the property's description.

Menu / Proxima Nova / Regular / 16
Buttons / Proxima Nova / Bold / 18

Heading 1 / Proxima Nova / Bold / 22 is used to define each section of a screen.

Body 1 / Proxima Nova / Bold / 30 is used to highlight the price.

Body 2 / Proxima Nova / Regular / 24 is used for the highlights in the descriptions (preceded by the cross icon).

Body 3 / Proxima Nova / Bold / 24 is used to highlight the price in the recommendations.

Body 3 / Proxima Nova / Regular / 22 is used for the descriptions of recommendations.

Body 4 / Proxima Nova / Bold / 20 is used for each filter name.

Menu / Proxima Nova / Bold / 30

Buttons / Proxima Nova / Bold /20

4. ICONOGRAPHY

G sign in with Google

f sign in with Facebook

✉ Gmail

◉ see password when typing

✓ validate password and/or email

☰ menu

🔍 search

🏠 home page or property on map

♡ favorites

📅 agenda

♥ marked as favorite

< return arrow

🧺 grocery store

🌳 parks

★ rating star filled

☆ rating star unfilled

✕ closing cross

⚙ settings

log out		language	
share		filter highlighs in description	
edit profile			
password			
Google			
property match			
notifications			
help			
country, localization			

# 5. IMAGERY

5.1 Photography requirements

- The main picture of the property (seen in the results screens) has to show the exterior of the property.
- The other pictures have to be mostly interior shots.
- The pictures should be taken by a professional with the highest resolution possible.
- The pictures should not be too dark, especially for interior pictures.
- The pictures should show a clean and tidy property.
- The pictures should not feature animals or people.

5.2 Illustrations requirements

- Illustrations should help the users understand everything they can do with the app
- When representing people, they should promote diversity.
- They should be made using a mix between the secondary, primary and black and white color palettes.
- They should be used only during the onbarding.
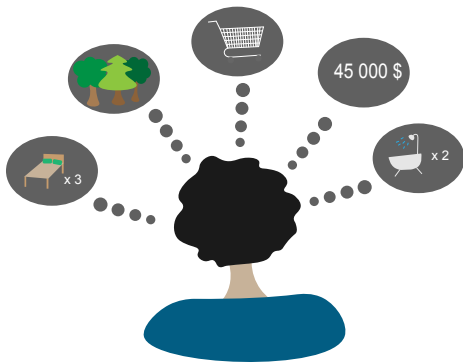
6. UI ELEMENTS

6.1 Buttons

Select a visit date

Go back

Terms and Privacy Policy

6.2 Input Fields

Password

🔍 Spring   **OK**

Springfield, Missouri

Springtown, Massuchussets

6.3 Selectors

1950   2020

⊖   1   ⊕

6.4 Navigation

☰   **Lovely House in Springfield**   🔍

DESCRIPTION   **MAP**

🏠   ♡   📅

6.5 Card

90%

Springfield (65803)   1000 sqft   6 rooms

445 000 $ 3 bed   2 bath

6.6 Picker

May 18th (Monday)

| 9:00 am | 10:00 am | 11:00 am |
| 4:00 pm | 5:00 pm | 6:00 pm |

6.7 Dropdowns

May 19th (Tuesday) ∨

Order by ∧

Match

Price

Surface

6.8 Modal Window

✕

You selected a visit on May 18th
(Monday) - 9 am

Go back   Confirm