

# Perfect Properties

## Style Guide

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### LOGO



Perfect Property



Perfect Property

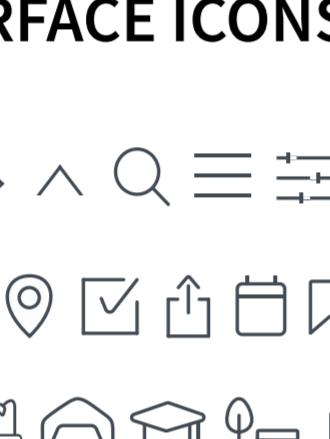
Logo can be used with the primary colours. Then the white background can be used on darker screens.

### COLOUR PALETTE

#### Primary



#424B54

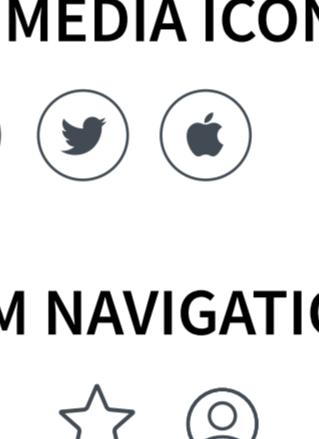


#E1CE7A

#### Secondary



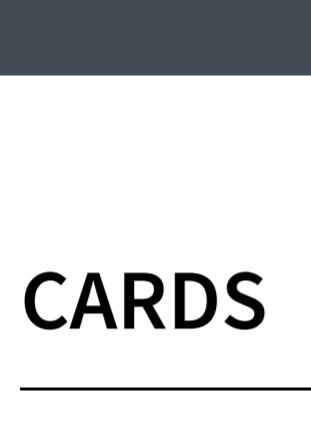
#EBCFB2



#C5BAAF

Colour palette reflects a clean and modern style by using the black with the splash of colour of the yellow.

#### Neutral



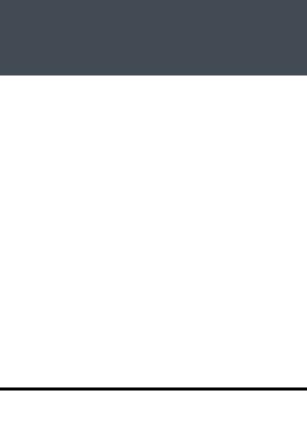
#2E343A



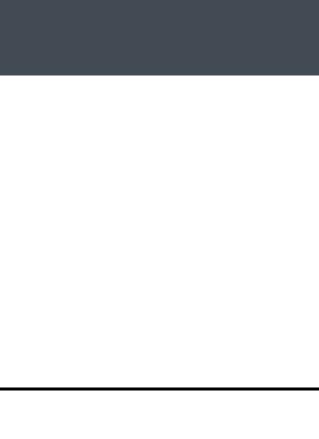
#DCDCDC



#EFEFEF



#EFEFEF



#FBF5EF

### TYPOGRAPHY

#### LOGO

Perfect Property

SOURCE SANS PRO/ SEMIBOLD/ 25 PT

Source Sans Pro is used for logo and headers. Ubuntu will be used for body text and buttons. The voice and tone of the app will be friendly and straightforward to produce content that is easy to understand.

#### TITLE AND HEADINGS

##### Header 1

SOURCE SANS PRO/ BOLD/ 42 PT

This is Body Text. Everyone has the right to freedom of thought, conscience and religion; this right includes freedom to change his religion or belief, and freedom.

##### Header 2

SOURCE SANS PRO/ SEMIBOLD/ 32 PT

UBUNTU/ MEDIUM / 20 PT

##### Header 3

SOURCE SANS PRO/ SEMIBOLD/ 25 PT

This is Small Text.

UBUNTU/ REGULAR/ 16 PT

##### Subtitle

SOURCE SANS PRO/ REGULAR/ 23 PT

### ICONOGRAPHY

#### INTERFACE ICONS



#### SOCIAL MEDIA ICONS



#### GUIDELINES

Line width: 1

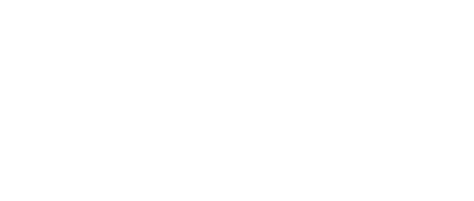
Size: 25pt

Navigation Icon Size: 27pt

Fill: Off

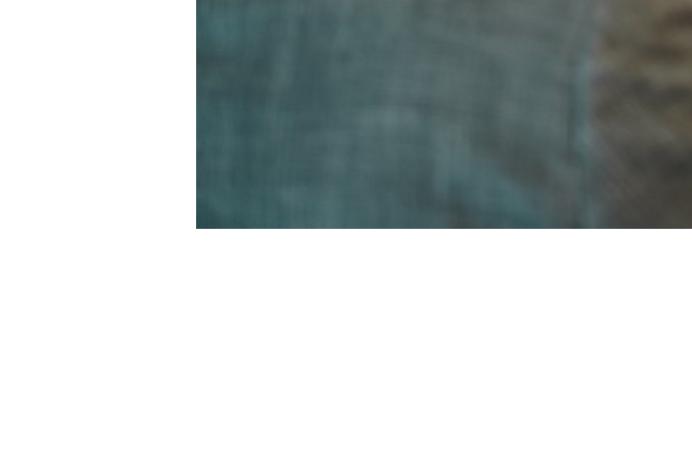
Colour:

#### BOTTOM NAVIGATION ICONS



### UI ELEMENTS

#### CARDS



Dashboard: Property cards used for home page and search result will be the size of 265x197. With a dark gradient on the photo. Text will be body text font, Ubuntu.



Watched: Property cards used for favourited or watched properties. The card will be 320x215 in size. With a dark gradient on the photo. Text will be body text font, Ubuntu.

#### BUTTONS

Login

Login

G

Sign in with Google

Primary Buttons: Large and small size primary action buttons in the yellow colour.

Social Network Buttons: White background with outline and social network icon.

Sign Up

Login

Secondary Buttons: Large and small size secondary action buttons in white with outline.

Data Entry: Used login and sign up

Slider: Used for range of numbers

Bottom Navigation Icons



Home

Map

Watch

Account

Home

Map

Watch

Account

Home

Map

Watch

Account

Stepper: For onboarding screens

Stepper: For onboarding screens

### IMAGERY



#### INAPPROPRIATE IMAGES

Photos that are inaccurate to home such as overly edited and creative angles. Luxury homes that is not to the user's goals. Homes that are under construction or having people as the center of the photos.

