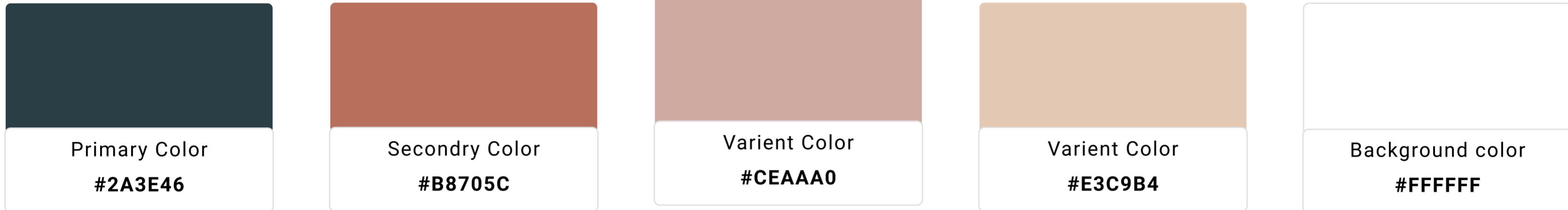


# COLOR PALETTE

## Main Colors



## Text Colors



## Usage Guidelines

- 
- 01 Primary color is used for the icons, and main elements.
  - 02 Secondary color is used for the main buttons and for make selections.
  - 03 Variant colors are used for the secondary and disabled buttons.

# Typography

## The Typeface

Roboto

## Scale

H1 Headline | Roboto | 24px | Bold

Labels | Roboto | 16px | Medium

H2 Headline | Roboto | 24px | Medium

Links | Roboto | 14px | Medium

H3 Headline | Roboto | 20px | Medium

Buttons 1 | Roboto | 20px | Bold

H4 Headline | Roboto | 20px | Bold

Buttons 2 | Roboto | 18px | Bold

H5 Headline | Roboto | 18px | Medium

Buttons 3 | Roboto | 16px | Bold

Subheadings | Roboto | 16px | Medium

Buttons 4 | Roboto | 14px | Bold

Body | Roboto | 14px | Regular

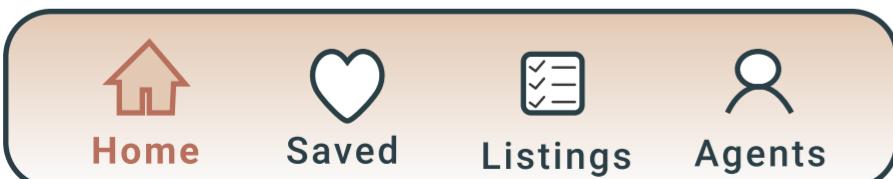
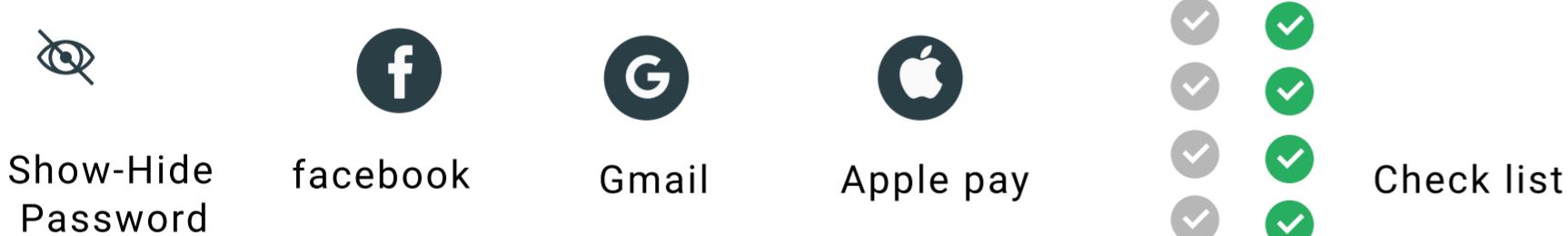
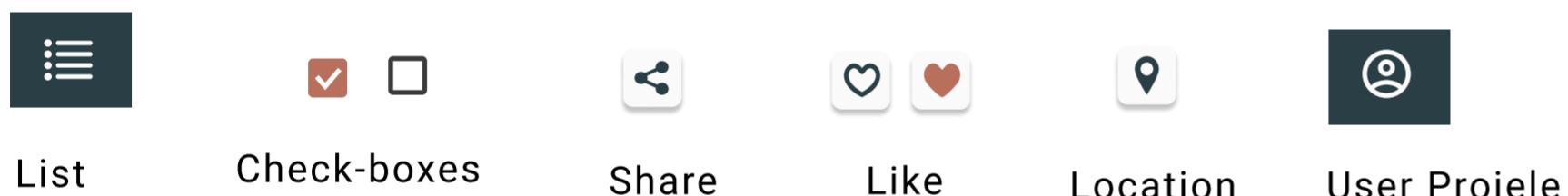
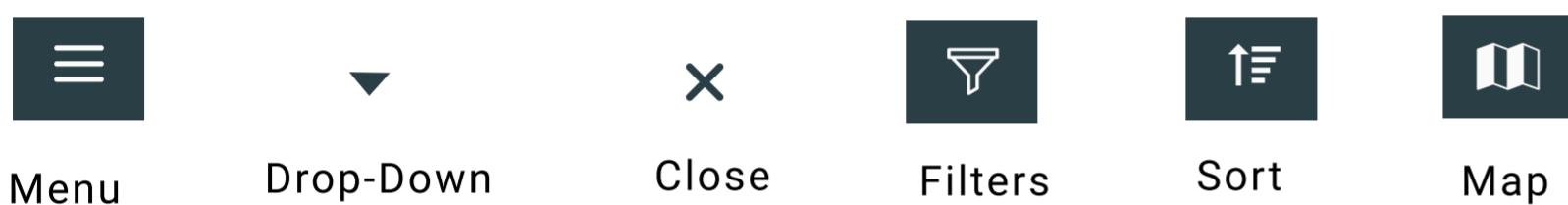
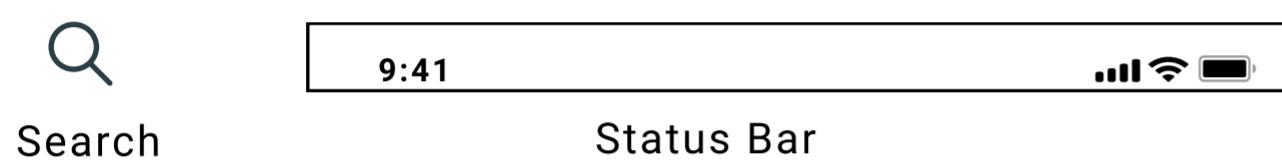
Body | Roboto | 14px | Medium

## Usage Guidelines

- 
- 01 Perfect Home uses only one font type which is Roboto
  - 02 Typeface should never be Italicized
  - 03 Button text always be in bold.

# ICONOGRAPHY

## Icons



Nav-bar



Performance

## Icons Sizing

**App Icons :** 24x 24

### Login Icons:

Facebook : 35 x 35

Gmail : 35 x 36

Apple Pay : 35 x 35

### Other Icons :

Check-Boxes : 16 x 16

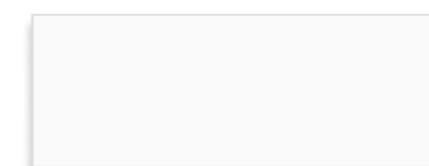
Pagination : 7 x 7

Drop-Down : 18 x 12

## Icons Color



Pickled Bluewood



Alabaster



Santa Fe

# LOGO

## Brand Logo



Font: Radley, Plaster, 40px, Regular



Font: Radley, Plaster, 24px, Regular



Font: Radley, Plaster, 24px, Regular



Width: 116 Height: 34



Width: 70 Height: 20



Width: 70 Height: 20

## Usage Guidelines

01 Colors should never be modified

02 The colors will use only

Alabaster #FBFBFB

Pickled Bluewood #2A3E46

Santa Fe #B8705C

03 Typeface : Radley and Plaster

Size: Big Logo - 40px, Regular

Small Logo - 24 px

04 Symbol :

Size: Big Symbol - W: 116, H: 34

Small Symbol - W: 70, H: 20

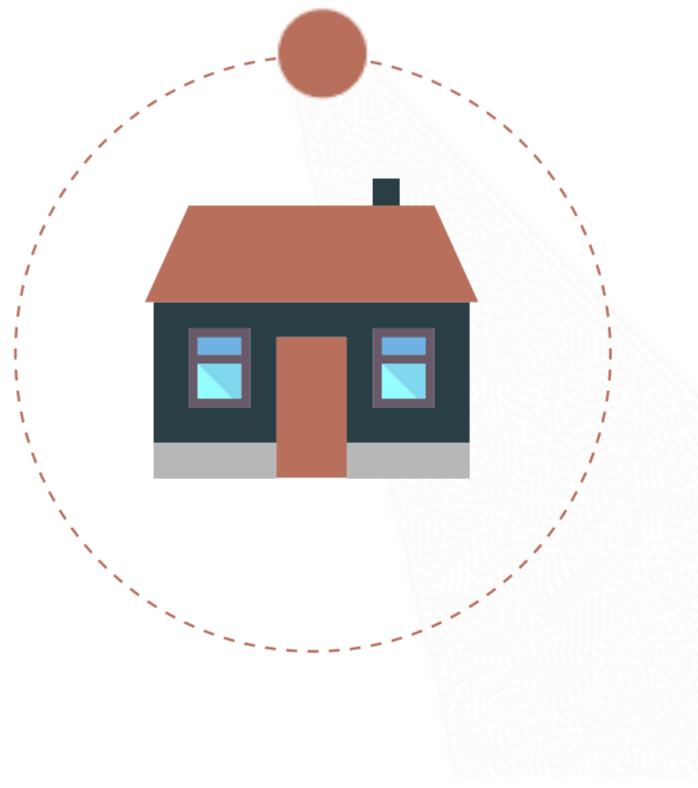
# Imagery



## Usage Guidelines

- 01 Imagery should compliment 'Perfect Home' brand colors and have rounded edges.
- 02 Imagery should give the user a sense of comfort and excitement, and economic security.
- 03 Nighttime imagery should be avoided.
- 04 Clearly communicate the purpose of our app.
- 05 Too many shadows, overly bright or overly styled imagery will not be suited of our app.

# Illustrations



## Usage Guidelines

- 01** All illustrations should set in our 'Perfect Home' brand colors and compliment each other.
- 02** Clearly communicate a category (like: for Rent, For Sale, Agents, Sell Property etc.).
- 03** Have a concept that is simple and easy to understand.
- 04** Progress Indicator Animation should match with the brand.
- 05** Clearly communicate the purpose of our app.

# UI Elements

## Buttons

### PRIMARY

Next

W: 330, H: 50, Fill: #B8705C, Font: Roboto, 20px, Bold

Apply

W: 145, H: 40, Fill: #B8705C, Font: Roboto, 16px, Bold

Sign-Up

W: 200, H: 40, Fill: #FBFBFB, Border: #B8705C, Font: Roboto, 16px, Bold

Log-In

W: 100, H: 34, Fill: #FBFBFB, Border: #2A3E46, Font: Roboto, 14px, Bold

View Profile

W: 200, H: 40, Fill: #B8705C, Font: Roboto, 18px, Bold

### SECONDARY

Sign UP

W: 330, H: 50, Fill: #FBFBFB, Border: #B8705C Font: Roboto, 20px, Bold

Clear

W: 145, H: 40, Fill: #E3C9B4, Font: Roboto, 16px, Bold

### TERTIARY

Filters Sort Map List

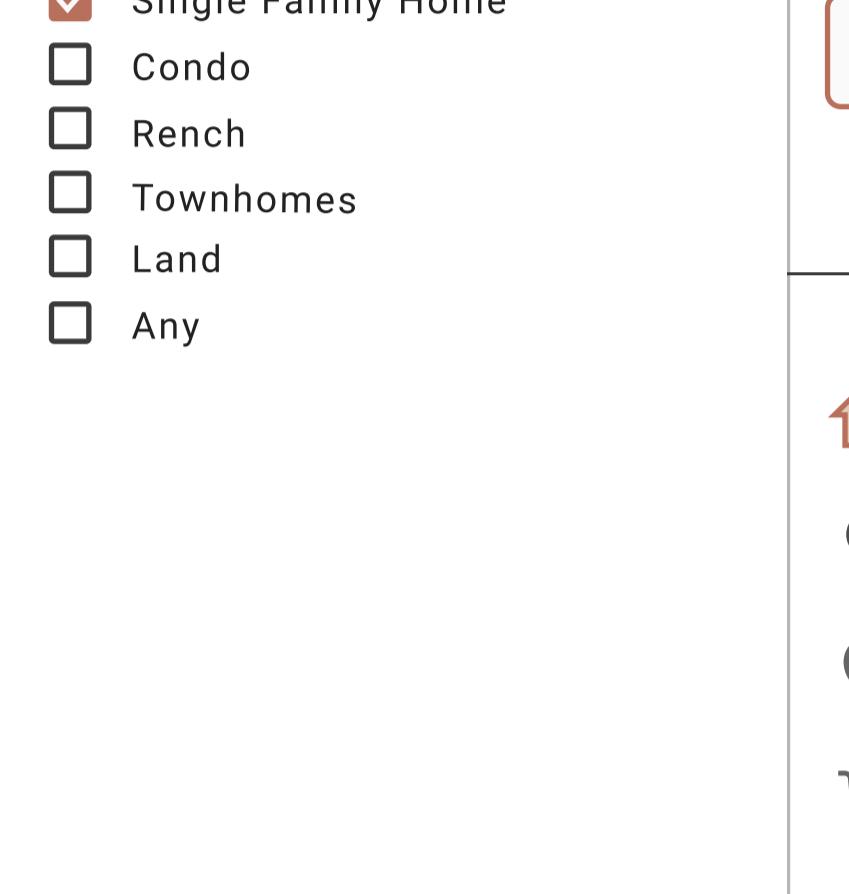
W: 95, H: 30, Fill: #2A3E46, Font: Roboto, 16px, Midium

## Text Boxes

Email john Doe5@gmail.com

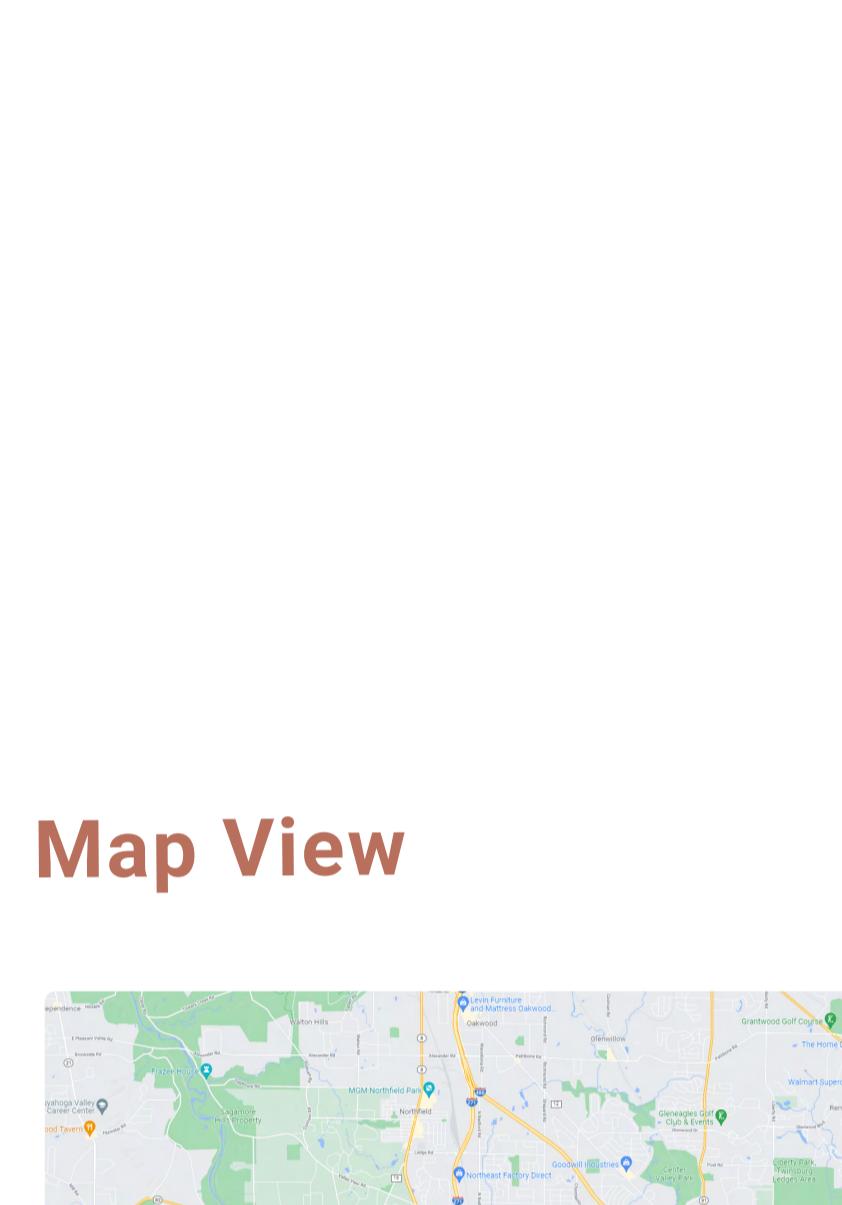
Email johnsmith56@gmail.com

## Search Bar



Buy ▾ Aurora, OH X

## Drop-Down

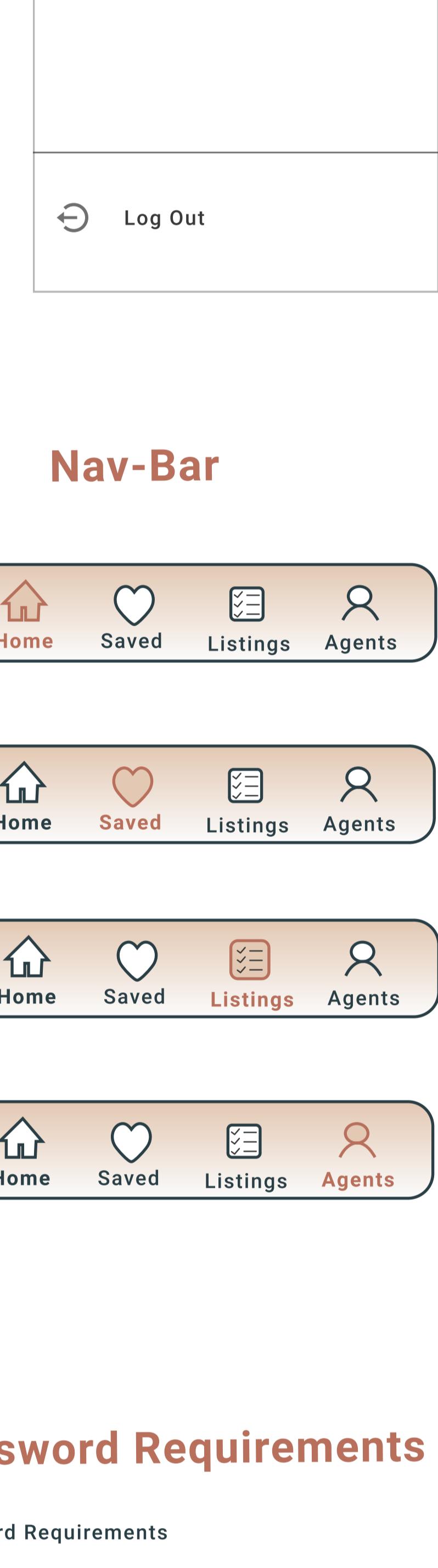
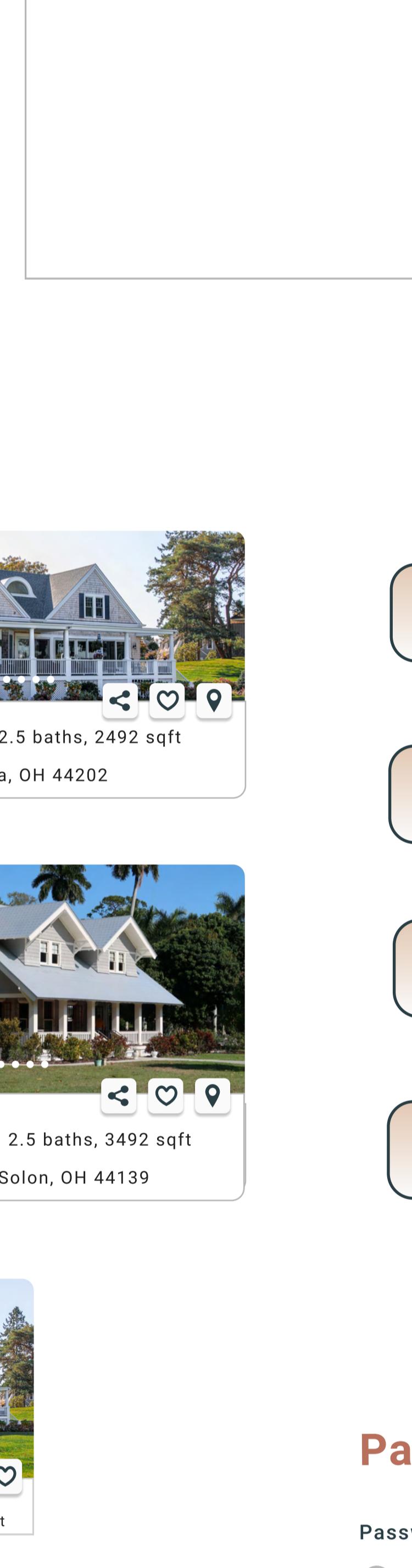


## Check-Boxes

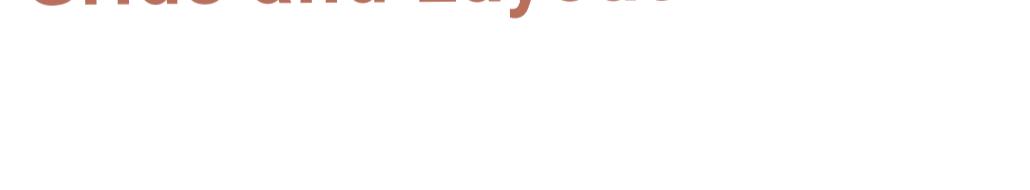
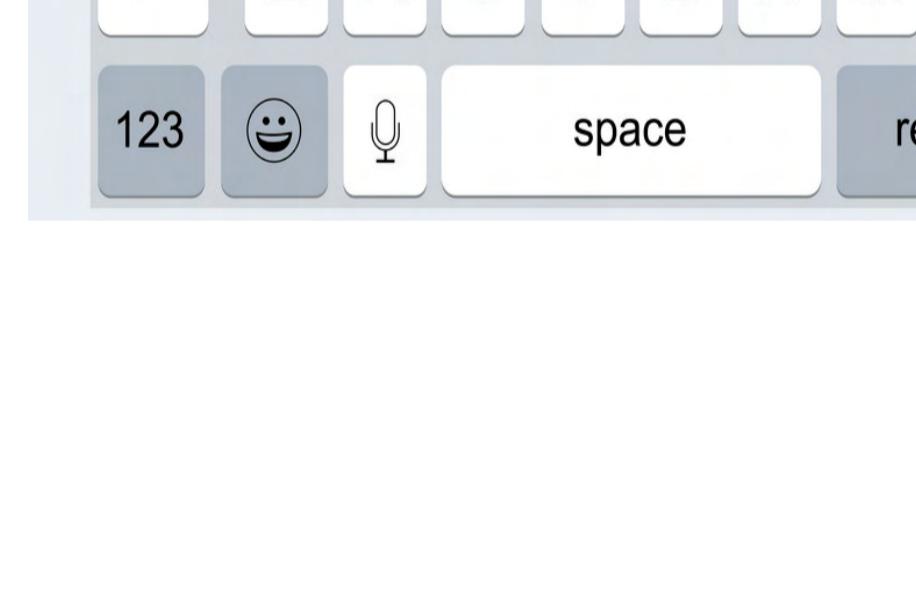
### Property Type

- Single Family Home
- Condo
- Ranch
- Townhomes
- Land
- Any

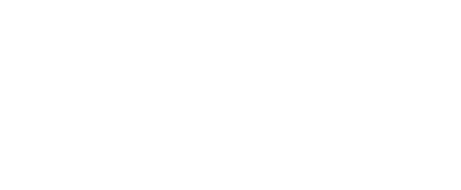
## Hamburger-Menu



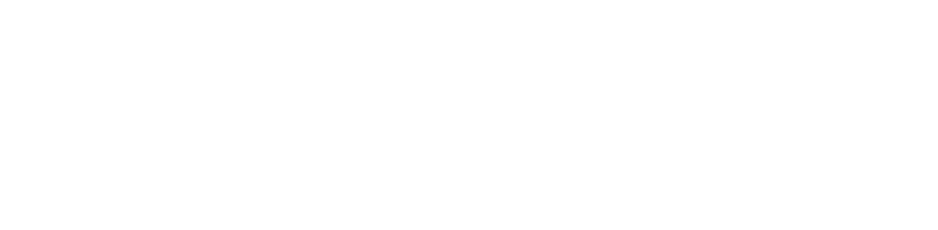
## Map View



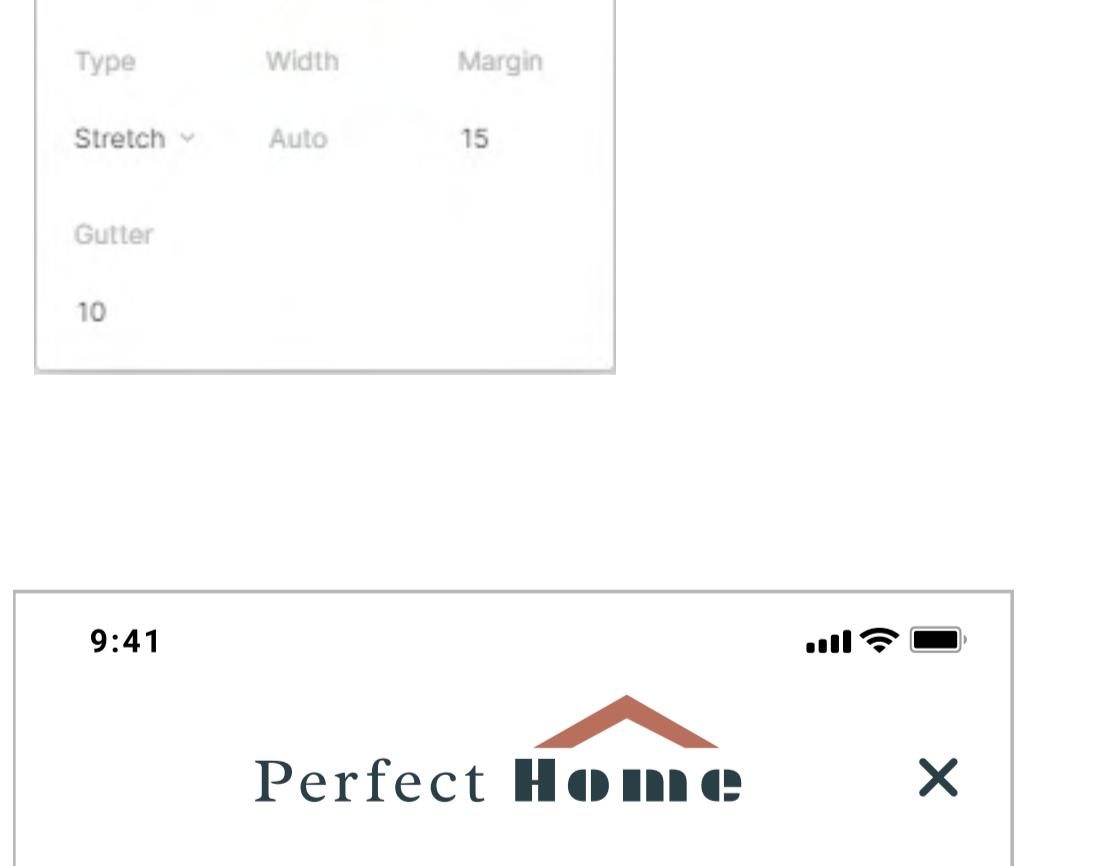
## Cards



## Nav-Bar



## Keyboard



## Password Requirements

- Password Requirements
- At least 8 characters
  - Has uppercase and lowercase letters
  - Has letters and numbers
  - Has one of these special character ! @ ?

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- At least 8 characters
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## Grids and Layout

