



## DEMOCRATISING REAL ESTATE

### ROLE

Designer, Researcher

### DURATION

January - October 2023

### TOOLS

Figma, FigJam

### WEBSITE

<https://www.apartly.se>

## BACKGROUND

Aparty was a startup with the mission to make the real estate market more accessible for everyone and to enable investment in property even with little starting capital. Users can purchase shares in apartments via the platform and apply for housing in the properties they have invested in.

As the sole designer at Apartly, I was responsible for different design tasks including interface design and corporate design. When I joined Apartly, part of the platform was already designed and implemented. I conducted usability testing on the existing interface and delivered additional screens for the platform that was released in a Beta version later. I also collaborated with the CEO Max Wiktorsson on a new corporate design and identity for Apartly. With the introduction of the new brand, I started designing a new company website.

## DESIGN SYSTEM

**Aparty**

**Brand Personality & Tone**

Note: The visual identity is described in Swedish in its entirety since the communication language is Swedish.

Aparty grundades med visionen att demokratisera bostadsmarknaden. Med Apartly ska alla få möjlighet att vara deltagare i en bostad, för att på så sätt motverka det utanförskap som idag råder på bostadsmarknaden.

Vart språk är:

01 lättförlägt  
Eftersom vi värderar inklusivitet är det viktigt att alla förstår det vi kommunikerar.

02 optimistiskt  
Nya möjligheter och innovation är kärnan i vårt varumärke.

03 självsäkert  
Aparty hanterar personers pengar, det är därför viktigt att vi förmedlar ett självsäkert uttryck.

Vi är kraftfulla, nytänkande, måländande, bekväma, betryggande, bestämda, okomplicerade, positiva och förstående.

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**Brand Imagery**

Aparty's visual identity is characterized by a mix of architectural and interior scenes, showcasing diverse living spaces and urban environments.

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**Logo Color & Clearance**

The Apartly logo is available in two color schemes: black-on-white. The black version should be used with white background. The white version is suitable for dark backgrounds. When designing interfaces and graphic materials for Apartly, it is recommended to use the white version on Primary/500 and Tertiary/500. The white version can also be used on image backgrounds, provided the images are not complex or have a high contrast to the logo. The logo should be surrounded with sufficient clear space. The "X" of the Apartly logo is used to define the minimum clearance around the logo.

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**Logo Don'ts**

To preserve the integrity of the Apartly logo, avoid misusing the logo. Observe the following rules:

1. Don't disproportionately scale the logo.
2. Don't use color for the logo.
3. Don't use the logo with low-contrast or unapproved color combinations.
4. Don't use the logo on low-contrast or complex background.

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**Colors Global**

Primary Green	Success Green
AAA 100 200 300 400 500 600 700 800 900	Green 500 400 500 600
100 200 300 400 500 600 700 800 900	green-500
100 200 300 400 500 600 700 800 900	primary-color

Secondary Orange	Warning Yellow
AAA 100 200 300 400 500 600 700 800 900	Yellow 400 500 600
100 200 300 400 500 600 700 800 900	yellow-500
100 200 300 400 500 600 700 800 900	secondary-color

Neutral Grey	Error Red
AAA 100 200 300 400 500 600 700 800 900	Red 400 500 600
100 200 300 400 500 600 700 800 900	red-500
100 200 300 400 500 600 700 800 900	error-color

Nude	Black
Nude 100 200 300 400 500 600 700 800 900	Black 100 200 300 400 500 600 700 800 900
nude-100	black-100

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**Colors Alias**

Style Name	Global	Token	Use case
Green 500	green-500	primary-color	Buttons, icons, Progress Bars
Orange 500	orange-500	secondary-color	Links, Buttons, Line Illustrations
Nude	nude	node-background	Backgrounds
Grey 200	neutral-200	grey-background	Backgrounds
Disabled	neutral-200	disabled-component	Disabled components

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**Typography**

The typeface for Apartly is Outfit. Outfit is a geometric sans serif font.

For Headlines:

Style	Weight	Size	Line Height	Style	Weight	Size	Line Height
Headline 1	SemiBold	40px / 3em	3px	Body Large	SemiBold	24px / 1.2em	30px
Headline 2	SemiBold	32px / 2em	40px	Body Medium	SemiBold	16px / 1.2em	20px
Headline 3	SemiBold	24px / 1.5em	28px	Body Small	Medium	16px / 1em	24px
Headline 4	SemiBold	16px / 1em	20px	Body X-Small	Medium	14px / 0.875em	20px

For Body Text:

Style	Weight	Size	Line Height
Body Large	Medium	16px / 1.2em	20px
Body Medium	Medium	14px / 1em	18px
Body Small	Medium	14px / 0.875em	18px
Body X-Small	Medium	14px / 0.75em	18px

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**Spacing**

The base unit for spacing is 8 pixels. If needed, the scale can be extended by multiples of 4 pixels, however, the former is the standard.

Sample	Value	Token
1px	8px	spacing-0
2px	16px	spacing-100
3px	24px	spacing-150
4px	32px	spacing-200
5px	40px	spacing-300
6px	48px	spacing-400
7px	56px	spacing-500
8px	64px	spacing-600
9px	72px	spacing-700
10px	80px	spacing-800

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**Border Radius & Width**

Sample	Size	Token
1px	1px	border-radius-0
2px	2px	border-radius-100
3px	3px	border-radius-200
4px	4px	border-radius-300
5px	5px	border-radius-400
6px	6px	border-radius-500
7px	7px	border-radius-600
8px	8px	border-radius-700
9px	9px	border-radius-800
10px	10px	border-radius-900

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**Components**

Component	States
Button Primary	Default Hover Pressed Disabled
Button Secondary	Default Hover Pressed Disabled
Link	Default Hover Pressed Disabled
Form	Default Input Disabled Input

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**Components**

Component	States
Checkbox	Default Hover Pressed Disabled
Slider	Default Hover Pressed Disabled
Radio Button	Default Hover Pressed Disabled
Progress Bar	Default Hover Pressed Disabled
Toggle	Default Hover Pressed Disabled