

LOGO USAGE



The Property Pro logo is a simple key on a blue background. The key is meant to symbolize the user becoming the owner of a property through the use of the app.

LOGO VARIATIONS

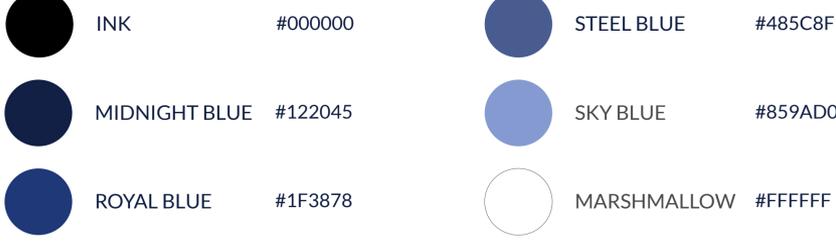


Variations to the logo can include a different blue background pulled from our monochromatic colour palette, or the inversion of the background and key colour.



The background shape can shift to a square or circle depending on where it is used. Rounded corners should be used for app icons, square shape should be used for marketing materials and circular can be used if the design calls for it.

COLOUR PALETTE



The Property Pro colour palette is simple and monochromatic. The dark blues were chosen to evoke a sense of trustworthiness, while the lighter blues add an element of calm to the product. As hunting for a property is typically a stressful event, we hoped to leave the user with a sense of serenity and trust that the Property Pro app could do the hard work for them.

TYPOGRAPHY

Banner

Font: Lato Bold/Colour: #ffffff

Header 1

Font: Lato Bold/Colour: #000000

Header 2

Font: Lato Regular/Colour: #000000

Header 3

Font: Nunito Sans Regular/Colour: #000000

Body

Font: Nunito Sans Regular/Colour: #000000

We selected Lato as the main font for headings because it is clear and legible. The overall vibe of the website is professional while remaining accessible and down to earth. Banner fonts should be a minimum of 32 px on mobile devices.

For body text and header 3 we selected Nunito Sans, as it blends well with Lato while still creating a contrast and is clear and easy to read even at smaller sizes. Generally, body text should be no smaller than 14 px on mobile, 16px is the size used throughout for header 3. Header 3 is utilized for headings within the body text and should be bolded.

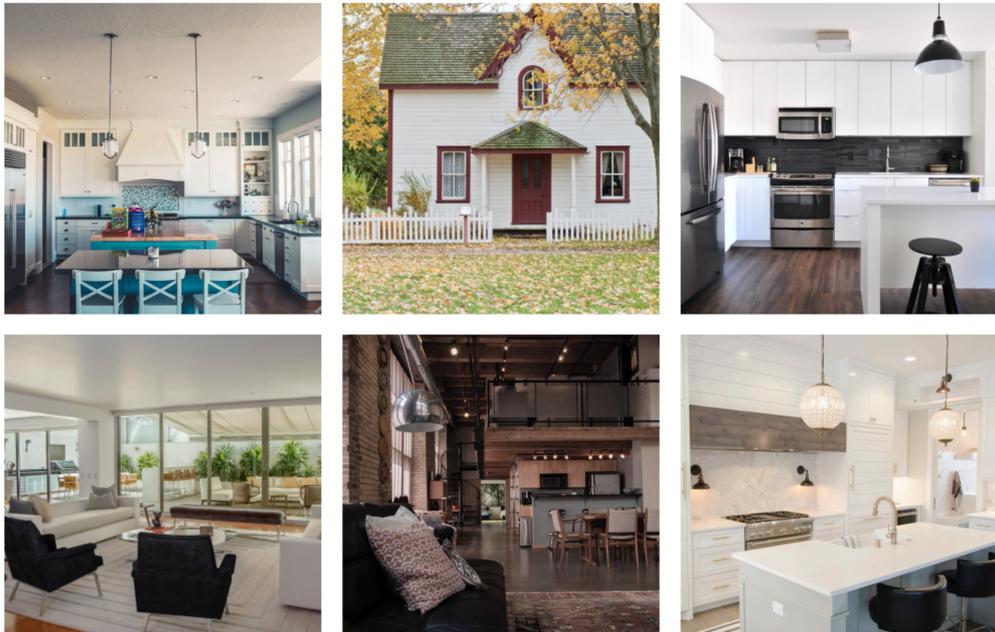
ICONOGRAPHY

ICON	Name	Meaning
	PetFriendly	Used to describe home amenities: pets are allowed to live in this building or home
	Utilities	Used to describe home amenities: Utilities are included in the monthly cost of this home
	Bus	Used to describe home amenities: There is sufficient transit near this home
	Couch	Used to describe home amenities: This home comes fully furnished
	Washing Machine	Used to describe home amenities: home comes with a washing machine and dryer
	Flashlight	Used to describe home amenities: building or home has a security guard on the property
	Hamburger Menu	Navigation: The Hamburger Menu is used to signify the main navigation menu on mobile
	Magnifying Glass	The magnifying glass icon is used to signify a place where users can search the app
	Pinterest	Social Icon: User is able to share something to Pinterest or follow us on Pinterest
	Email	Social Icon: User is able to share something through email or send us an email
	Facebook	Social Icon: User is able to share something to Facebook or follow us on Facebook
	Twitter	Social Icon: User is able to share something to Twitter or follow us on Twitter
	Instagram	Social Icon: User is able to share something to Instagram or follow us on Instagram
	Heart	Users can tap this icon to add properties to their favourites
	Location Dot	Used to show users the location of for sale/for rent properties on a map
	Play	Taping this icon allows users to preview a view walk-through of a property

IMAGERY



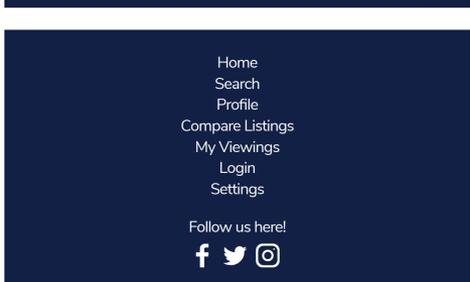
We chose to use a few hand crafted illustrations because the branded imagery matches the rest of the app's aesthetic and feels more authentic to the user. The illustrations also help to lighten the seriousness conveyed by the app, a sort of comic relief from the stress of property purchase.



The photos selected above work well for the app because they display clean, bright homes that clearly showcase the elements buyers will be looking for such as full views of the outer property, clear photographs of the updated kitchens and photographs that show off the rooms size. These photos feel spacious and inviting as well as modern and homey.

UI ELEMENTS

NAVIGATION



The header and footer should be used at the top and bottom of each page. On mobile, the navigation will display as a hamburger menu.

FORM FIELDS

Username

Property Type

Detached House

Show Schools

Search

Min Min Price:

Form fields were made as simple and repetitive as possible, so it's easy for users to fill in necessary information. Users can type in information, select from a list or check off an item.

GRID/LAYOUT

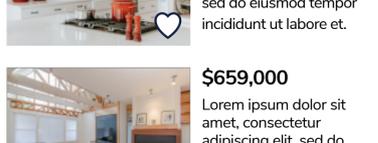
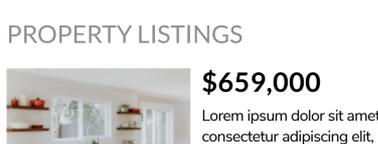
Total Width: 414px
Number of Columns: 12
Gutter Width: 5px
Column Width: 26px
Alignment: Centred
Gutters on outside: Yes (10px both sides)

BUTTONS



Buttons throughout the Property Pro website should have square corners and come in three levels: Primary, Secondary and Tertiary. Each level is a different shade of blue taken from our colour scheme.

PROPERTY LISTINGS



Property listings come in a few different forms but always display the price of the property. Additional elements can then be added.