



Perfect Properties

Styleguide

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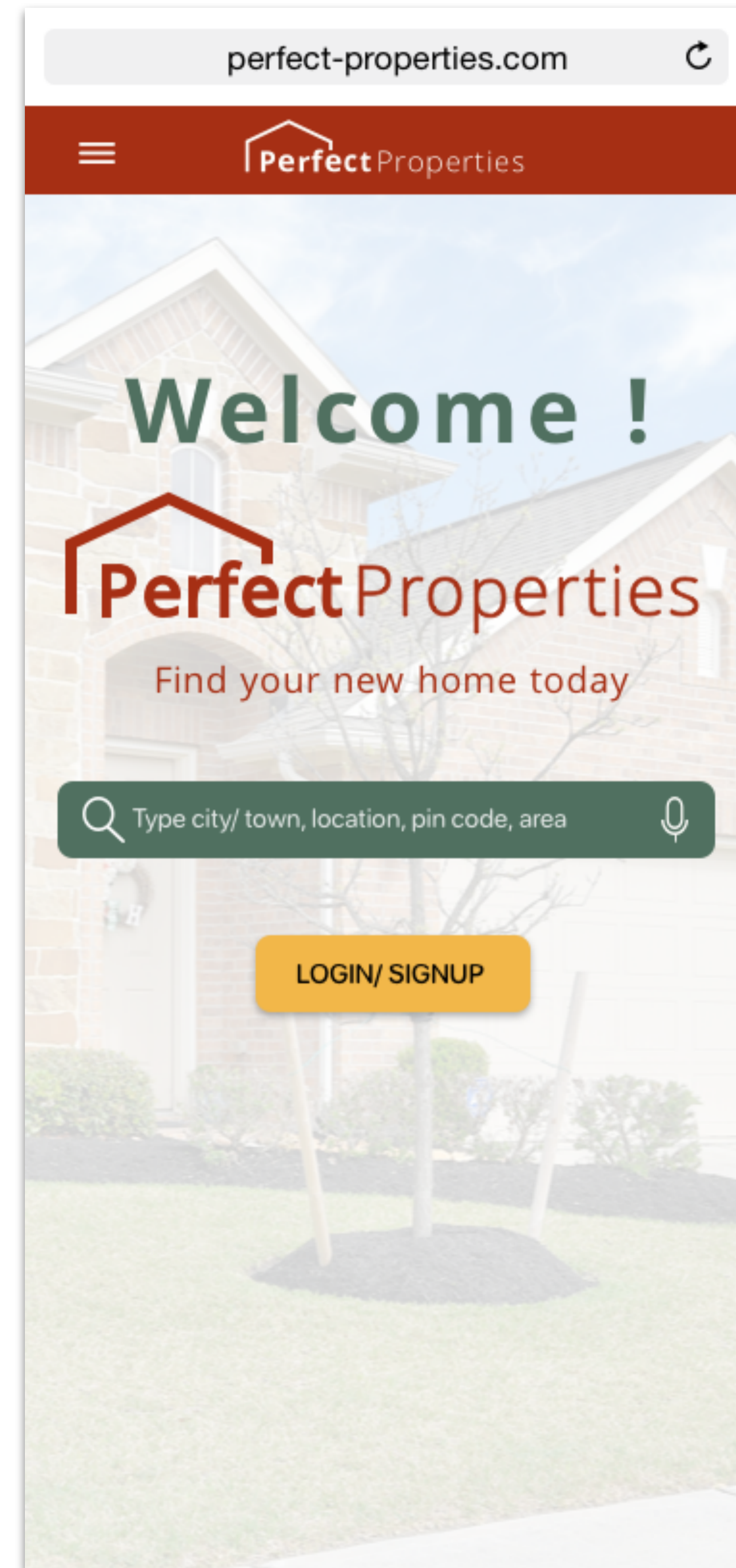
Logo



Primary

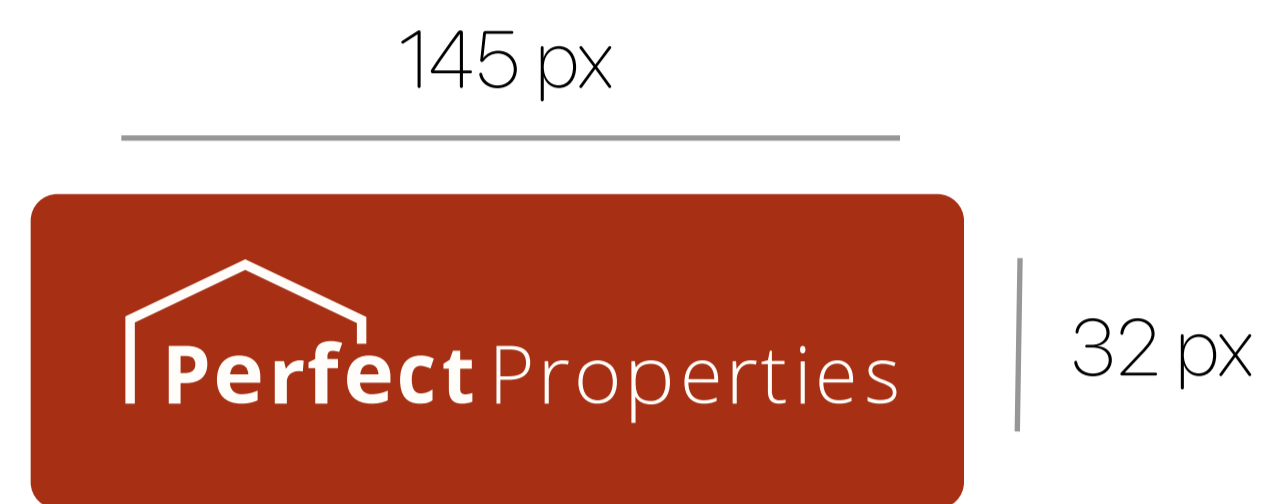


Logo Icon

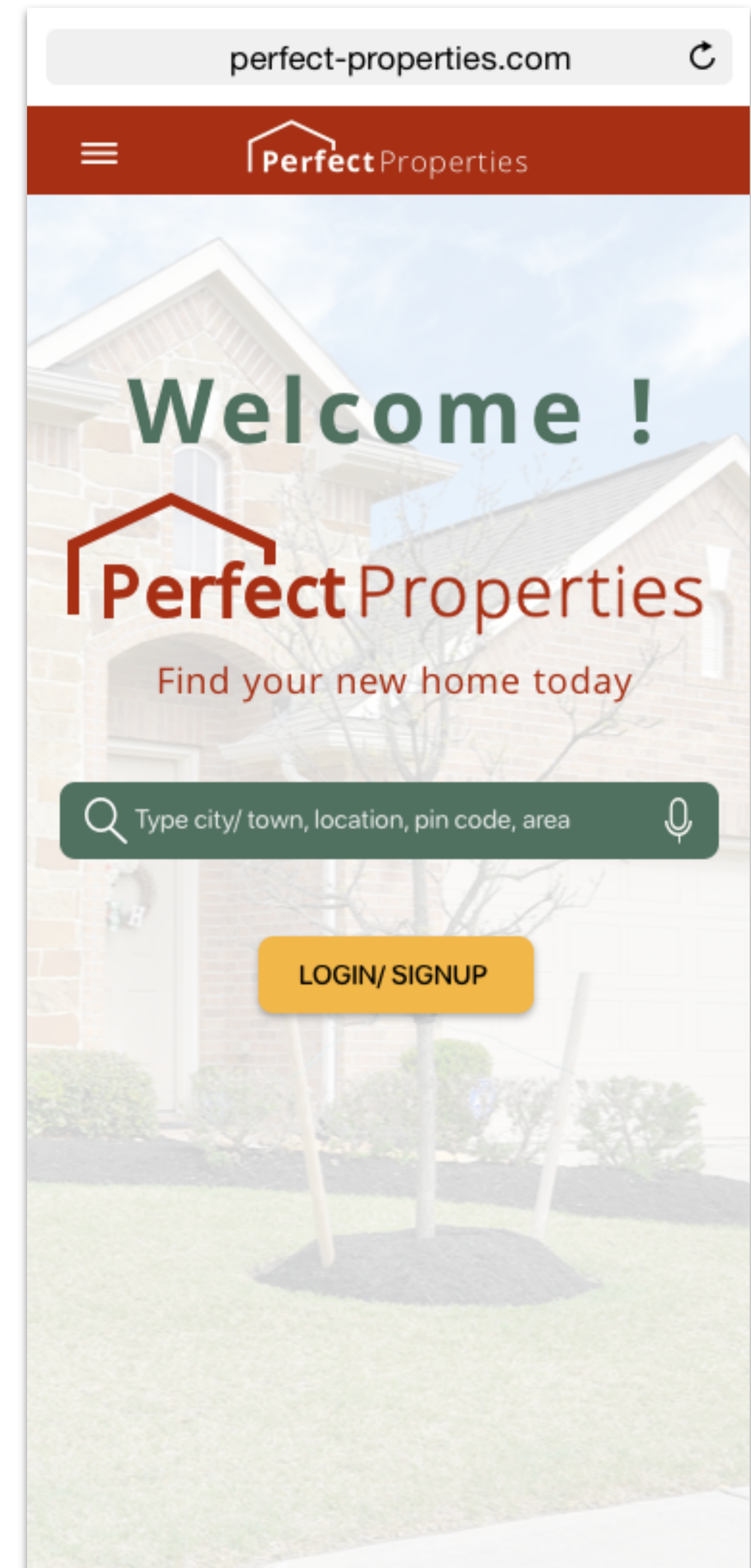


Logo Measurements

Top Navigation Bar



Landing Page



Logo Do's & Don'ts

Do



- Always resize logo proportionally
- Any brand colour can be used for logo
- Keep design same all the time, including the two different font strengths.

Don't



- Never rotate the logo
- Not use more than one colour
- Don't make logo too small

Colours

Main Brand Colours



Brick Red

HEX: #A62F14

R: 166 G: 47 B: 20

Top Navigation, Landing
Logo and Hamburger
Menu, Illustrations and
Text



Warm Yellow

HEX: #F2B749

R: 242 G: 183 B: 73

CTA Buttons

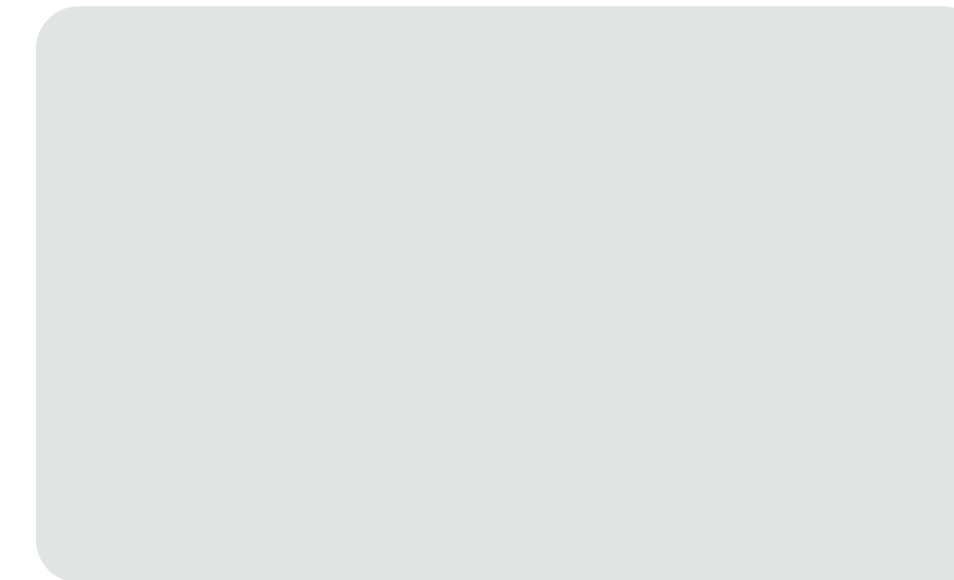


Green

HEX: #507060

R: 80 G: 112 B: 96

Text headlines,
Illustrations, Search Bar

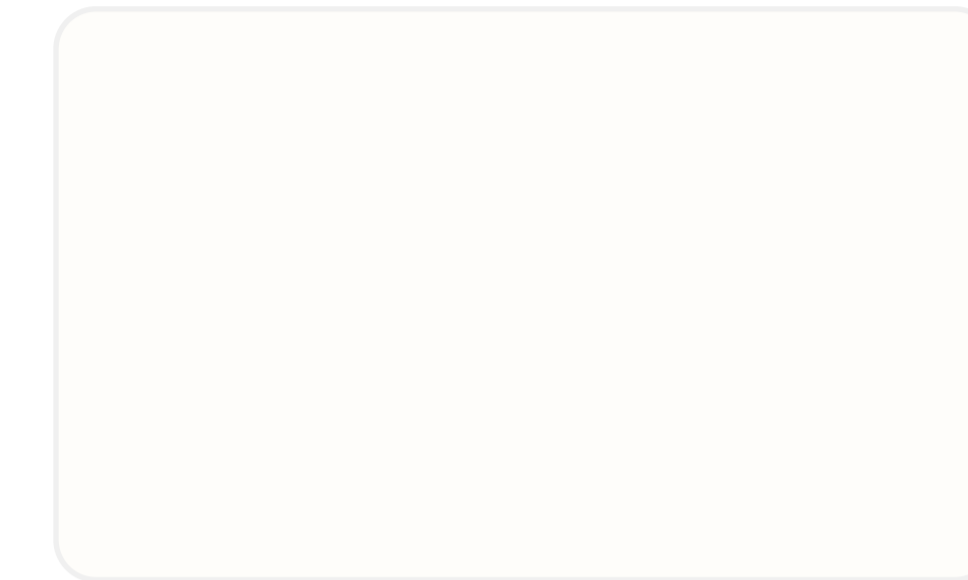


Pale Green

HEX: #E0E5E3

R: 224 G: 229 B: 227

Form Fields, Inactive
Pagination, Icons, Inactive
Selection Button



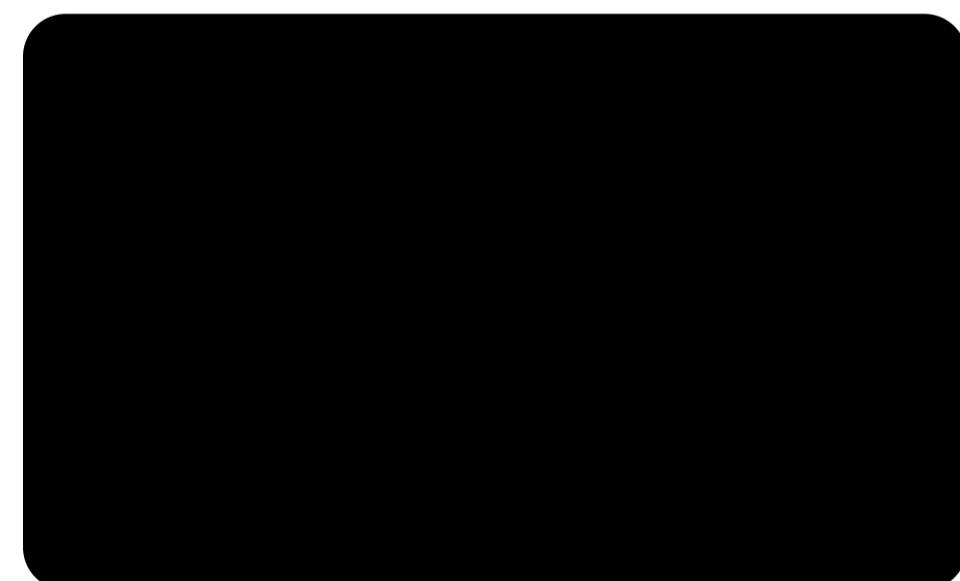
Almost White

HEX: #FEFDFA

R: 254 G: 253 B: 250

Icons, Background, Text,
Top Navigation Logo

Text Colours



Black

HEX: #000000

R: 0 G: 0 B: 0

Used for all bodycopy
text

Error



Red

HEX: #FF0000

R: 255 G: 0 B: 0

Error message and icon
colour

Typography

Headings

Heading 1

Khula Bold 50pt / Character 1pt

Welcome screen text / Colour: Green

Heading 2

Khula Bold 35pt / Character: 1pt / Line 23pt

Page Headings / Colour: Green

Heading 3

Khula Regular 20pt / Charater 0,5 pt / Line 23pt

Welcome Page Tagline / Colour: Brick Red

Sub-Heading 1

SF Pro Rounded Medium 18pt / Line Spacing 21pt

All subheadings on pages and property cards / Colour: Multiple

Typography & Buttons

Bodycopy

Bodycopy

SF Pro Rounded Light 14pt / Line 21pt

All text for bodycopy / Colour: Multiple but always readable

Buttons

Button 1

SF Pro Rounded Medium 22pt / Line 26pt

Long CTA button in caption letter



56 px

341 px

Text in black all caption and yellow button
Shadow X=0 Y=2 Blur: 4
Use: all CTA buttons on full length page

Button 2

SF Pro Rounded Regular 14pt / Line 26pt

Short CTA button



28 px

105 px

Text in black with icon in 16px
Shadow X=0 Y=2 Blur: 4
Use: For secondary action buttons





















26 px

81 px

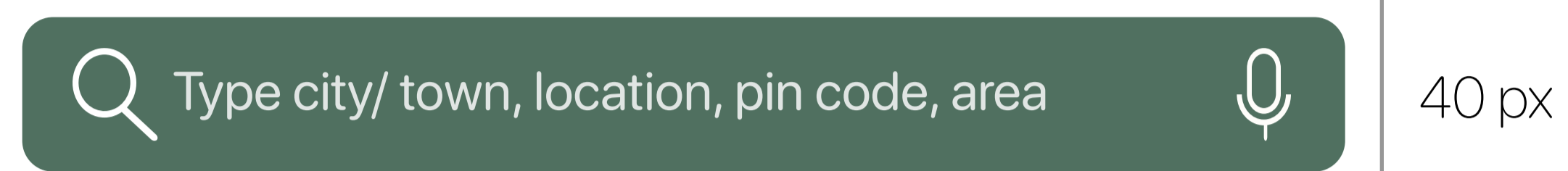
Text in black
Shadow X=0 Y=2 Blur: 4
Use: search suggestion tags

Iconography

Icon	Name	Meaning
	Profile	User profile icon created after signup and has all necessary saved information
	Favorites	Allows users to save their favorite property
	Viewings	List of viewings booked by the user
	Filter	Filter the search to find more suitable findings
	Sort	Sort the results according to user preference
	Email	Email icon for adding information for account setup
	Password	Password icon for adding information for account setup
	View	View Password while entering
	Rooms	Shows the rooms in the house - icon accompanied by a number
	Area	Shows area of the property - icon accompanied by a number
	Bathrooms	Shows bathrooms in the property - icon accompanied by a number
	Location	Shows the location of the property
	Settings	User settings logo
	Close	Close page logo
	Hamburger Menu	Main menu icon always to be placed on all screens
	Home	Main home icon / Dashboard after signup
	Microphone	Microphone for input voice information
	Search	Search button to signify any search action

UI Elements

Search Bar

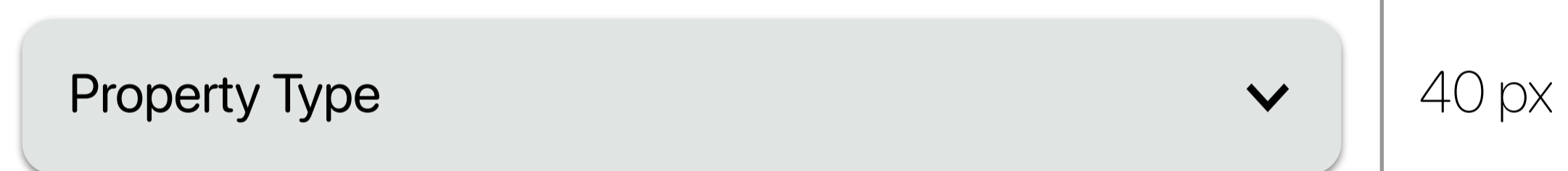


342 px

40 px

Colour always in Brand Colour Green
Include Search icon and Microphone icon
along with text to explain usage

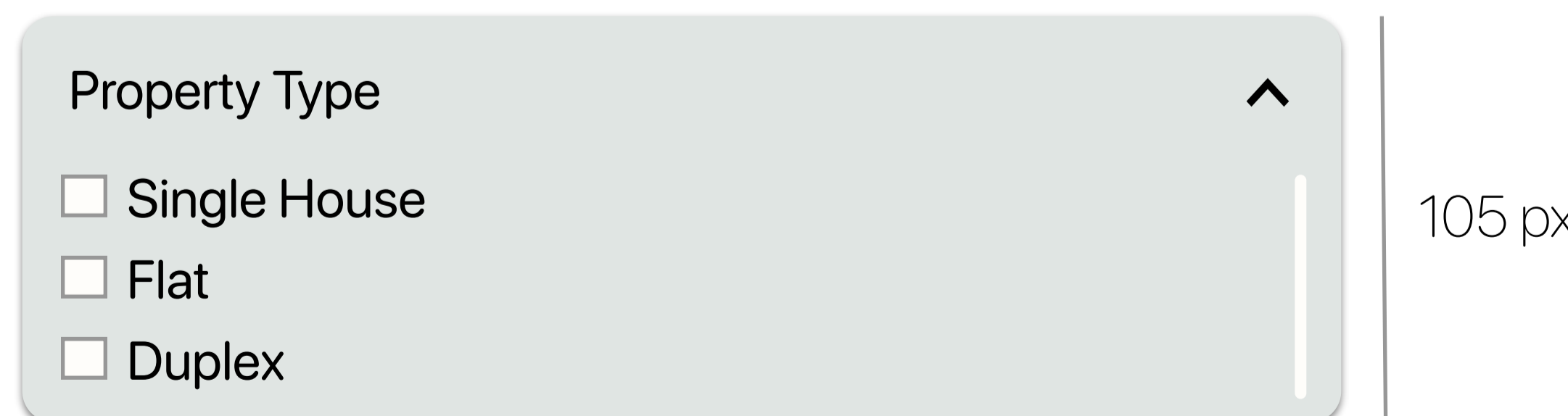
Drop Down Menu



341 px

40 px

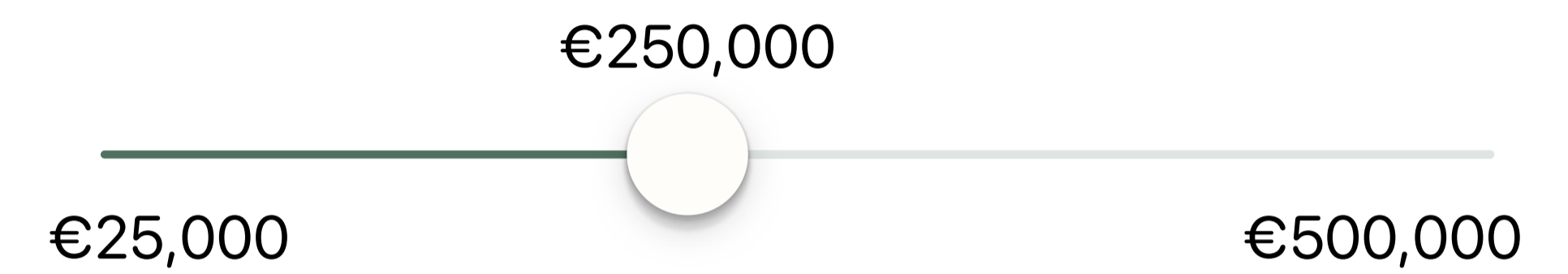
Colour always in Pale Green
Name of drop down along with down
arrow
Shadow X=0 Y=1 Blur=2



105 px

When active should not be longer than
specified and have scroll down option
with check box to choose.

Price Range Slider



Chosen area in green and not chosen
area in pale green.
Always include number chosen

Property Card



80 px

344 px

Both card and image should have 8pt
rounded edges

Include area name and price

Include rooms, bathrooms and area
information along with logo

On the side there should be a favorite
logo for quick save action

UI Elements

Action Sheet

Sort By

- Most Popular
- Most Recent
- Price Ascending
- Price Decending
- Rooms most - least
- Rooms least - most
- Area
- Locations A-Z

Cancel

351 px

Should be used for Sort Button based on
IOS
Make sure to include all information

482 px

Form Fields - Room numbers

42 px

78 px

256 px

min max

Always should be 2 boxes with forms to
input information along with text for min
and max
Colour: Pale Green
Shadow X=0 Y=1 Blur=2

482 px

Action Buttons

Inactive

10:00 11:00 11:30 12:00

14:00 15:00 16:00 17:00

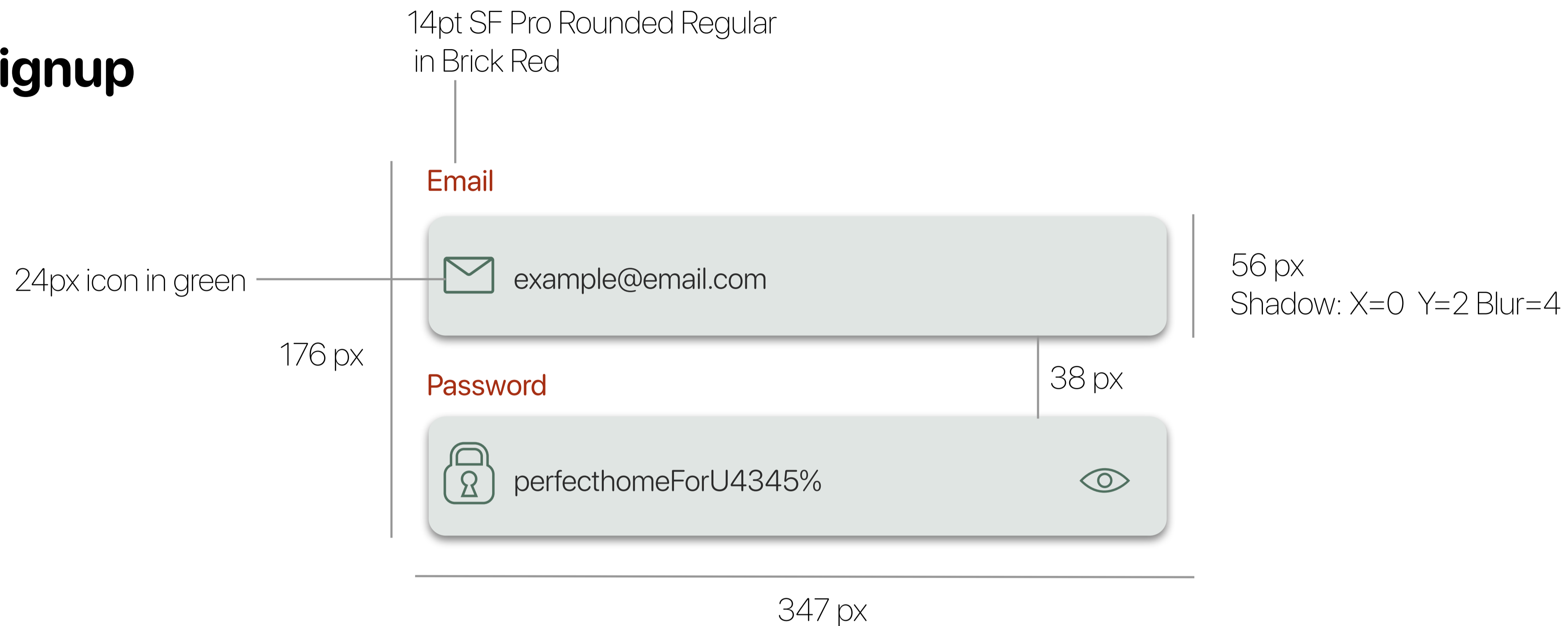
Selected

10:00 11:00 11:30 12:00

14:00 15:00 16:00 17:00

UI Elements

Form Fields - Signup



Inactive

Email

Password

Pale green forms with green text and icons
For accessibility both example of text and icon should be used

Error

Email

Password

Make sure your password is atleast 8 characters long

When error occurs a cross in red is added to highlight that information added is incorrect along with text under form in question

Complete

Email

Password

Completed state should have a tick on the side to signify that information added is correct.

UI Elements

Calendar

November 2020						
M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

244 px

353 px

Month always in brick red colour
Grey circle around date indicates today's date

November 2020						
M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

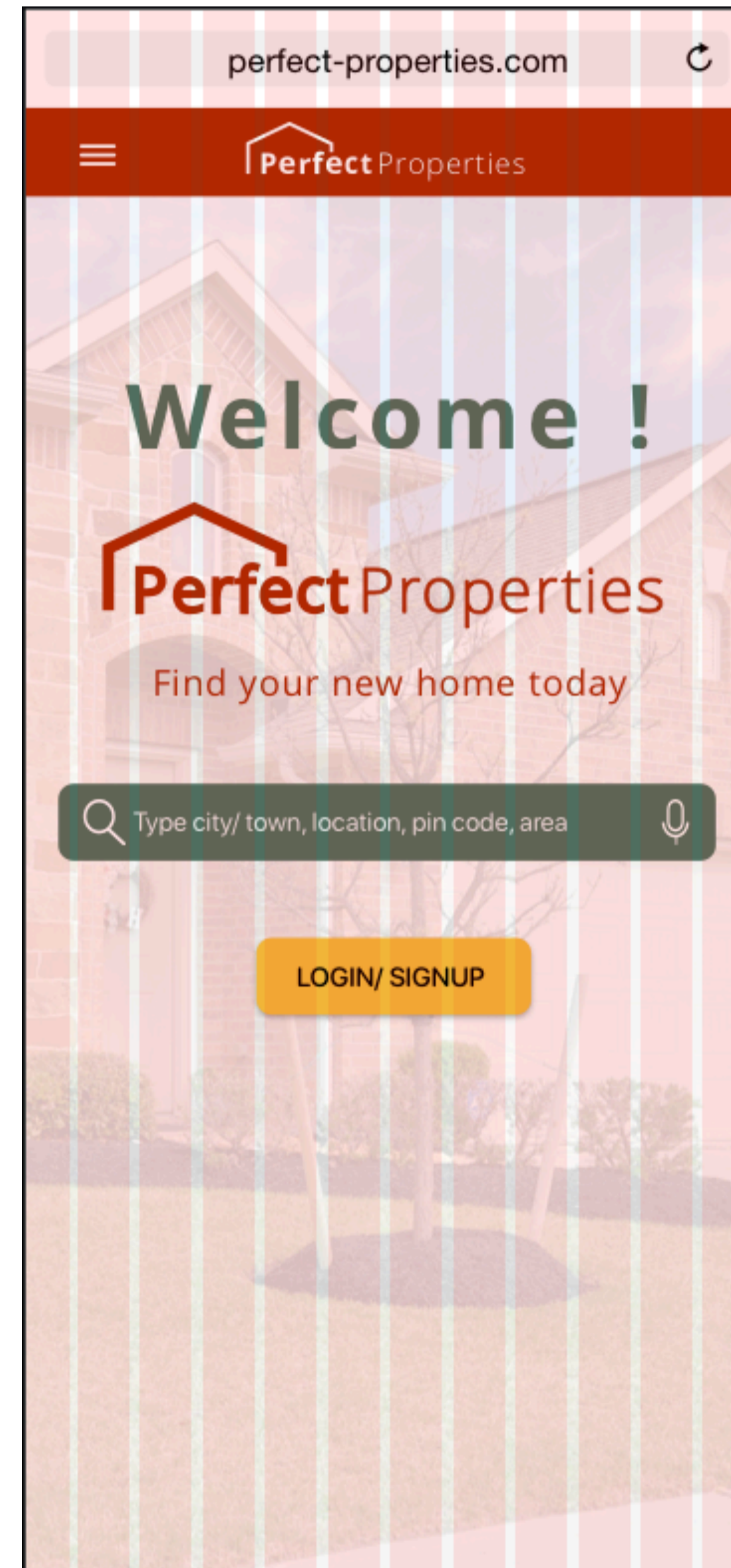
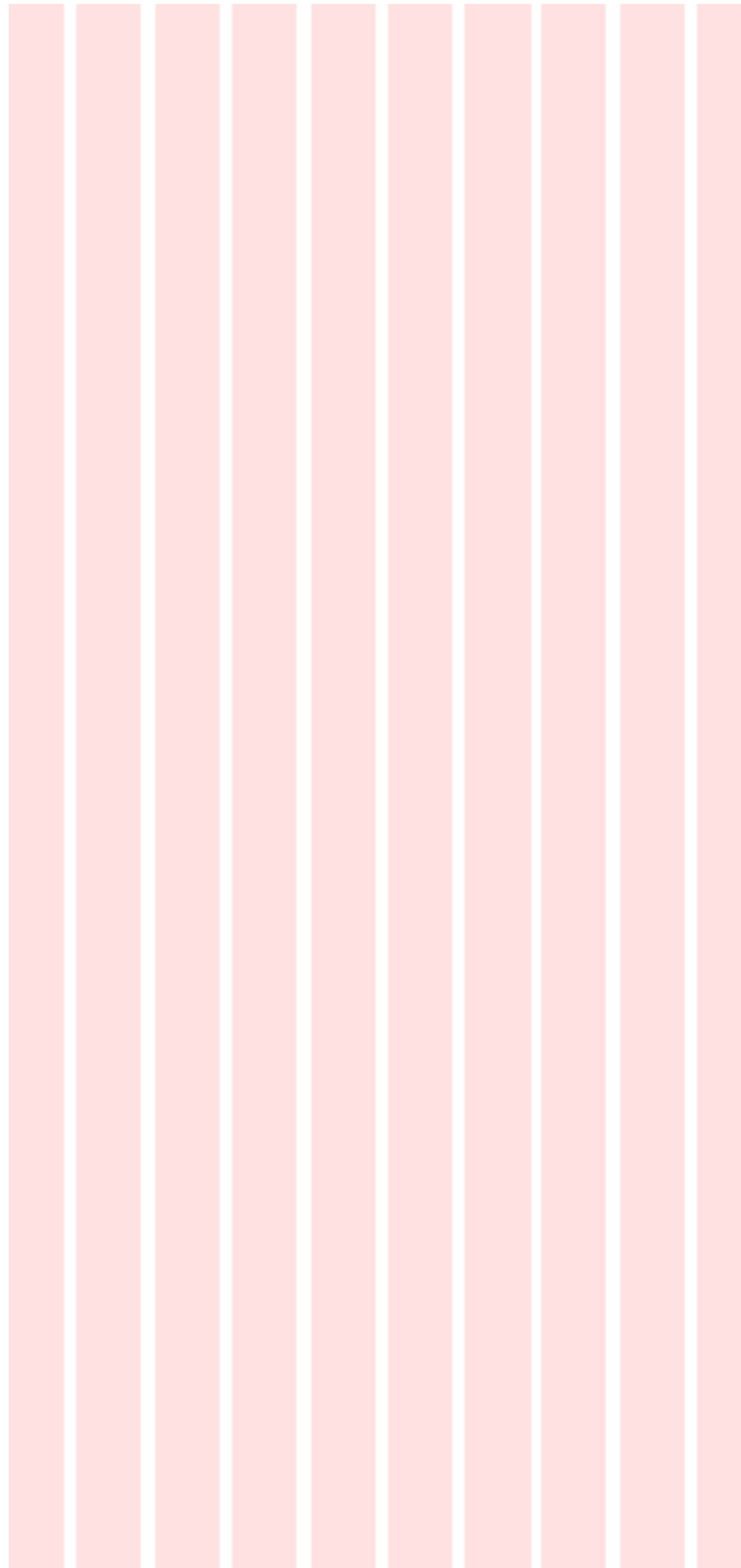
Red highlighted date indicates day of viewing chosen for booking.

Pagination



10px circle
Active page circle in green
Inactive page circle in pale green

Grid



Width: 384 px
Offset: -4 px
Columns : 12
Gutter Width: 5
Column Width: 27

Imagery

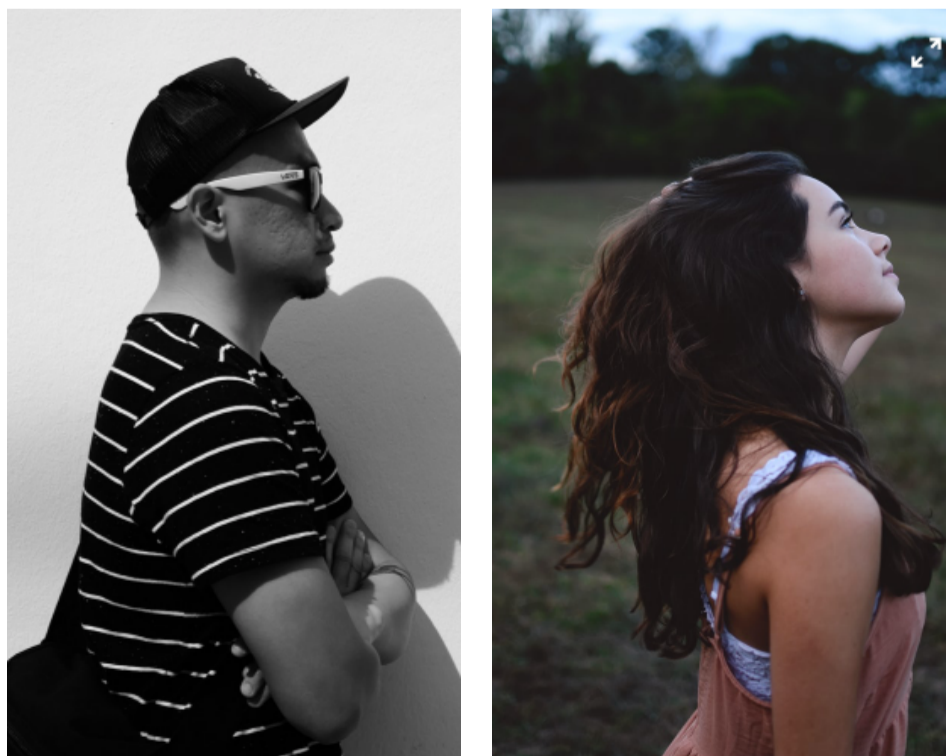
Profile Image

Do



Clear and simple picture showing the person's face inside a circle shape

Don't



No side or back facing images
No black and white images
No dark images

Property Images

Do



Clear and simple images showing the property in daylight both exteriors and interiors. Photos should only focus the house in question

Don't

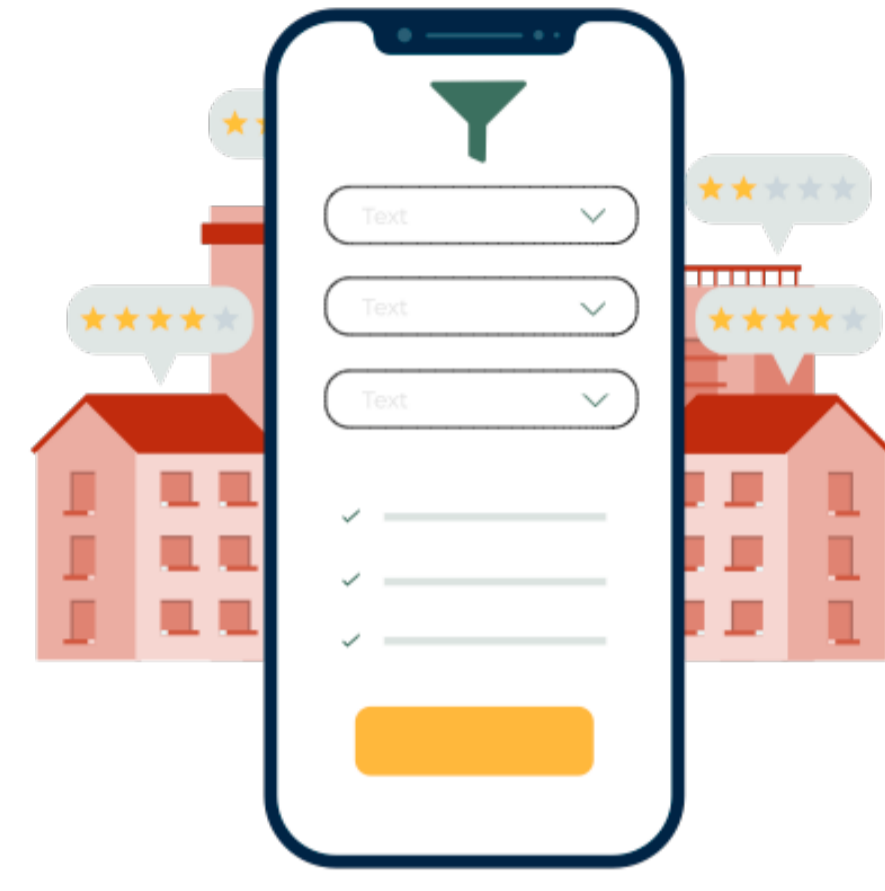


No Dark images taken in dawn or dark
No part of property images especially for the flats
Only show the property straight not multiple properties in one image

Illustrations



Book



Filter



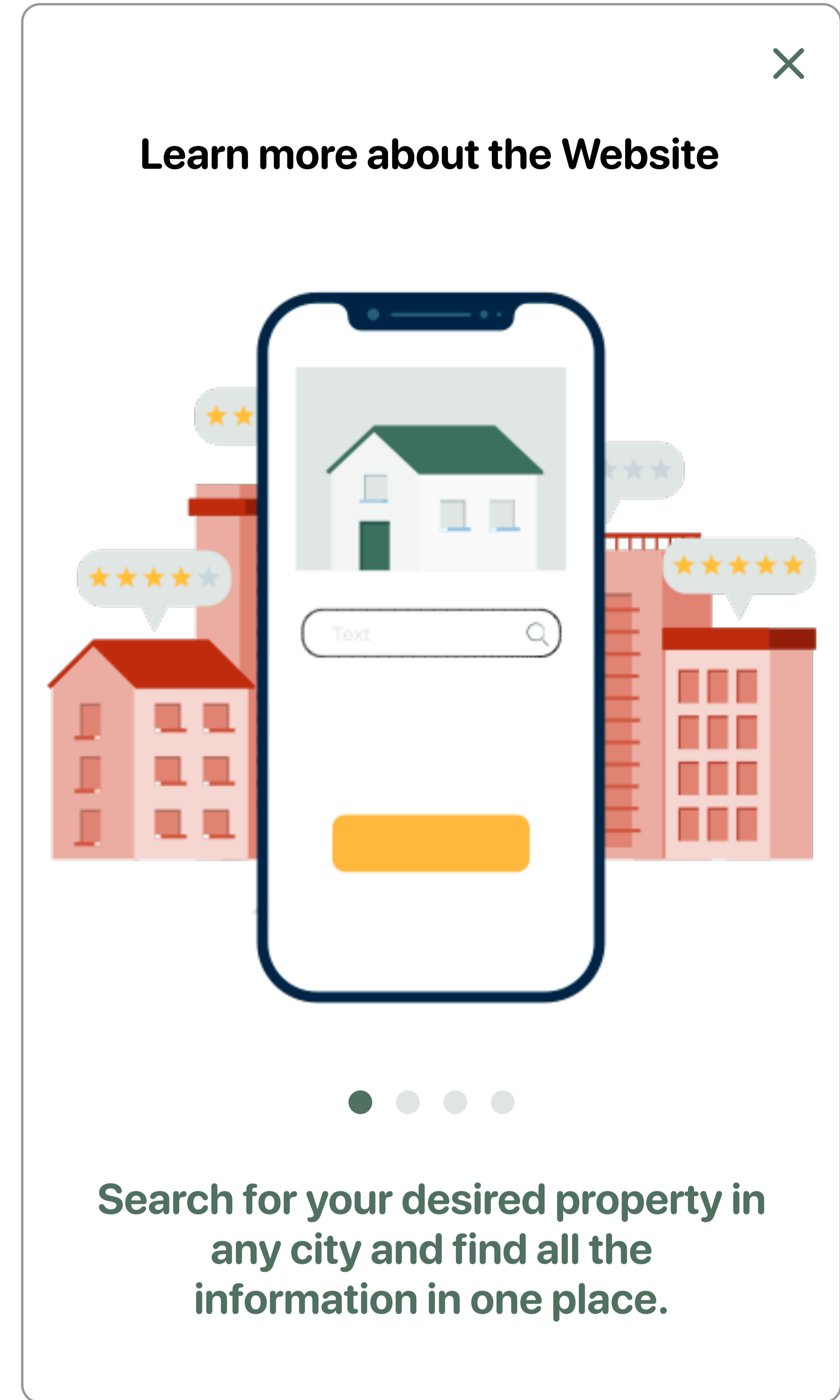
Save



Search

Illustrations used for explaining the onboarding and key features of the application.
Included as a pop up window with text, illustration and pagination.
Illustrations should include a phone screen with the feature along with houses in the background in order to keep them looking same all in the brand colours

Illustration:
300px X 324 px



590 px

346 px