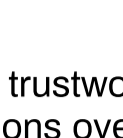


Fundamental Design Principles

BE HUMAN - BE SIMPLE - BE CONTEMPORARY - BE DISCOVERABLE

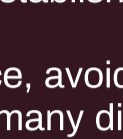
Use these four fundamental design principles as you go through the process of building products and services. These principles will help to make your product a success and will provide for a consistent experience throughout our entire brand.



Be Human

Be approachable, trustworthy, and transparent. Provide human interactions over machine-like interactions.

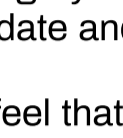
You don't have to sound like a robot when interacting with users. It is important to be clear, it is also ok to be personable. Remember, we are building products for people, not for machines.



Be Simple

Reduce the user's cognitive workload whenever possible. Be consistent, clear and establish a strong visual hierarchy.

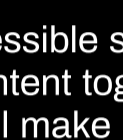
When designing your experience, avoid distracting the user from their task by eliminating as many distractions as possible.



Be Contemporary

Use language, imagery and iconography that is up to date and modern.

We want the user to feel that the experience is on the cutting edge. It is therefore vital to keep all our elements clean, stylish and modern.



Be Discoverable

Establish a strong information scent.

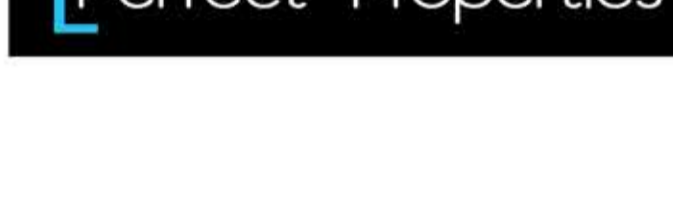
Having a simple, easily accessible search at the top of the page, grouping similar content together, and having a structured layout, all make it easier for the user to scan and find pertinent content quickly.

LOGO

The idea for the logo comes from an outlined roof shape. I combined the shape with text in such a way to give the effect of coming from within the house.

I used a light blue with black lettering to portray professionalism and style.

The font I use for the logo is called Moon 2.0.



COLOUR

Primary



#000000



#341620

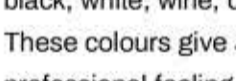


#040248

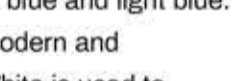


#2bbaee

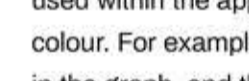
Secondary



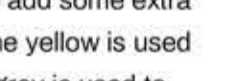
#747470



#ffff00



#ce7114



#032e51

The primary colours of the app are black, white, wine, dark blue and light blue. These colours give a modern and professional feeling. White is used to hold the colours together and give it a clean look.

The secondary colours are used within the app to add some extra colour. For example the yellow is used in the graph, and the grey is used to hold elements together. The blue and orange can be found in the imagery.

TYPOGRAPHY

The font I use for the logo is called Moon 2.0.

The font I use for the main body and headings is called Archivo.

The combination gives the design a modern and stylish feel.

LOGO

Landing Page

Heading 1 / Bold / 33.06 pt / Archivo - white
 Heading 2 / Bold / 23 pt / Archivo - white
 Heading 3 / Bold / 23 pt / Archivo - black

Main Body

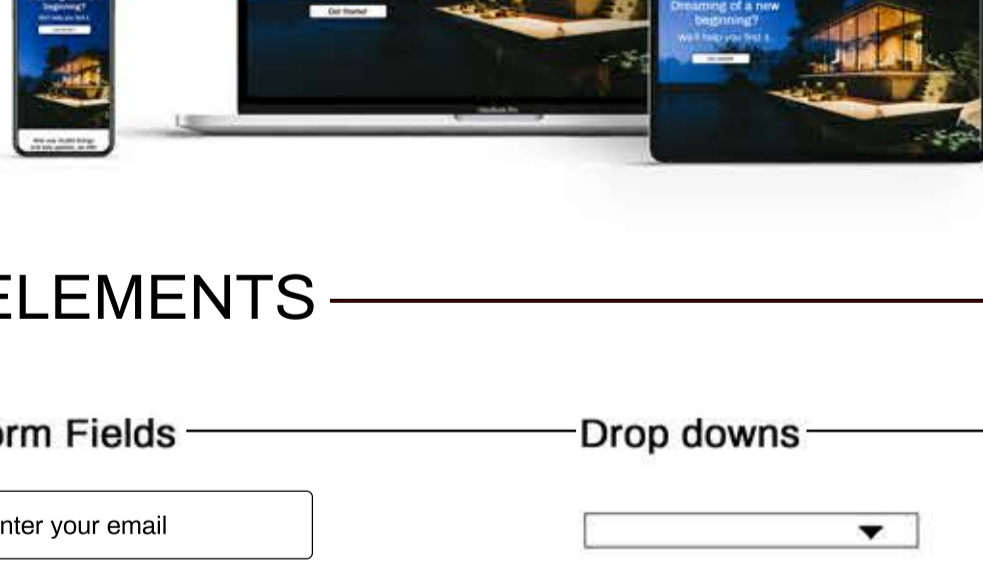
Heading 1 / Bold / 24 pt / Archivo - black
 Heading 2 / Regular / 24 pt / Archivo - black
 Heading 3 / Bold / 23 pt / Archivo - black
 Heading 4 / Regular / 23 pt / Archivo - black
 Heading 5 / Regular / 21.17 pt / Archivo - black
 Heading 6 / Bold / 16 pt / Archivo - black
 Heading 7 / Regular / 16 pt / Archivo - white

ICONOGRAPHY

I have used both outlined and filled icons. I created custom icons for the nav bar with a black and white version of each depending on which icon is engaged.

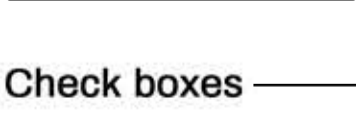


RESPONSIVE GRID

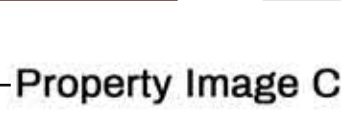


ELEMENTS

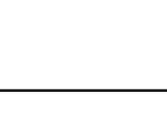
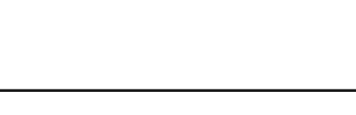
Form Fields



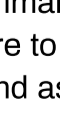
Drop downs



Buttons



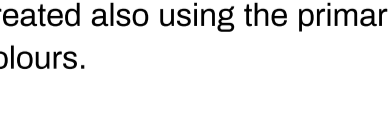
Check boxes



Property Image Carousel



Search bar



IMAGERY

When possible use imagery that is stylish, modern and uses the primary colours. The images are to be property orientated and aspirational.

Illustrations are added to add some colour and personality to the design. These are created also using the primary colours.

