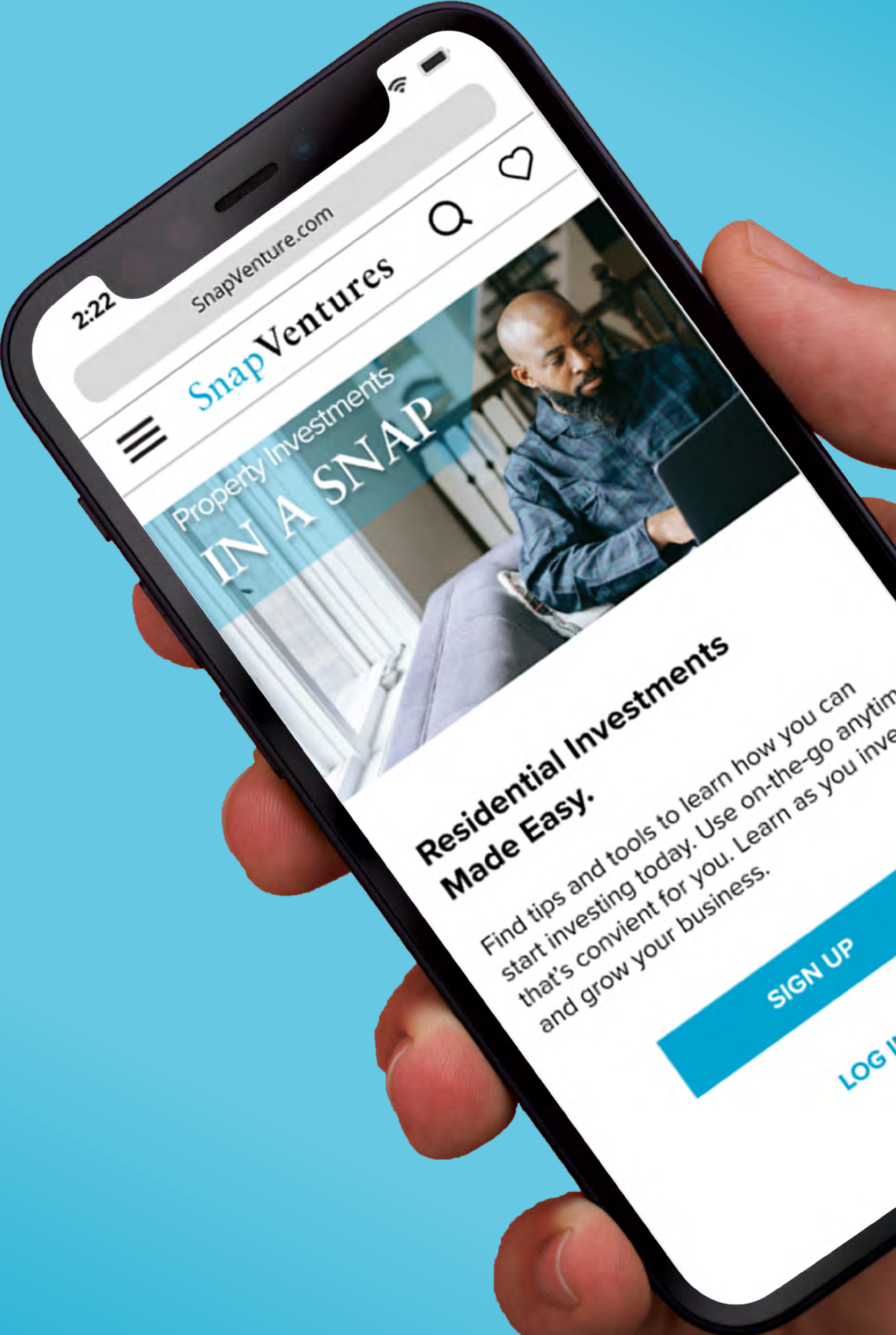


# STYLE GUIDE

Snap Ventures



## FOUNDATION

### Clean. Simple. Sophisticated.

The design style should reflect a clean, simple and sophisticated look and feel.

**Clean** – There should be large amounts of white or negative space. Utilized white backgrounds when able.

**Simple** – The CTA items should utilize the blue color to make those items pop

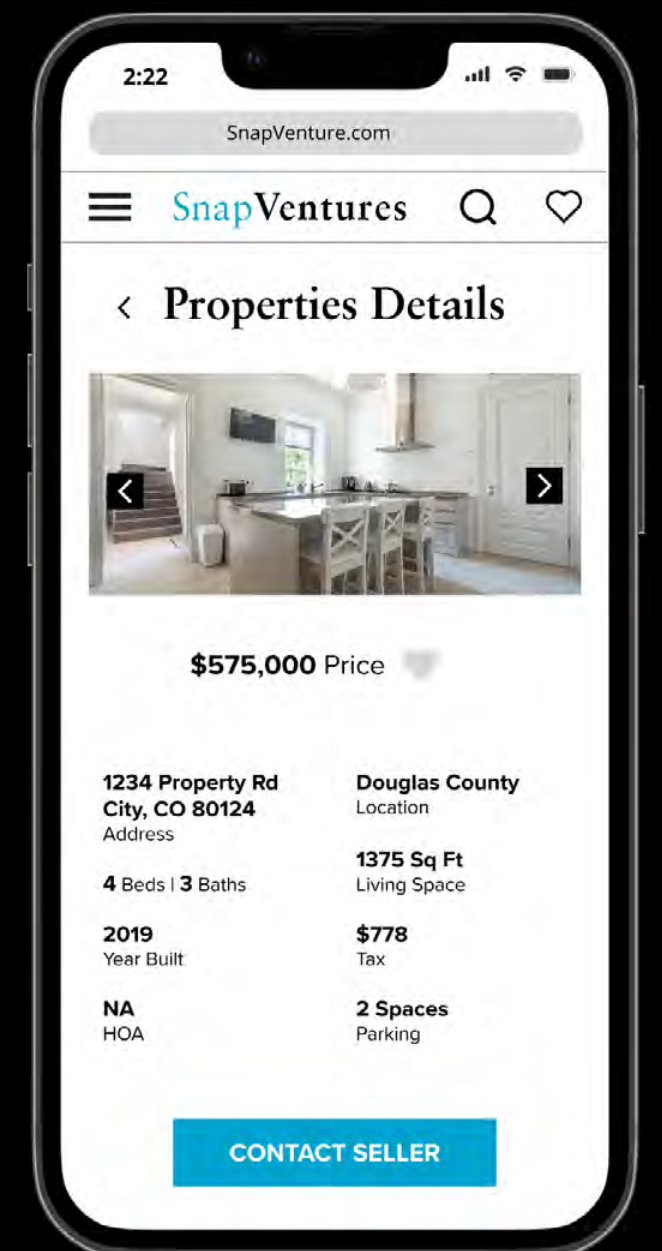
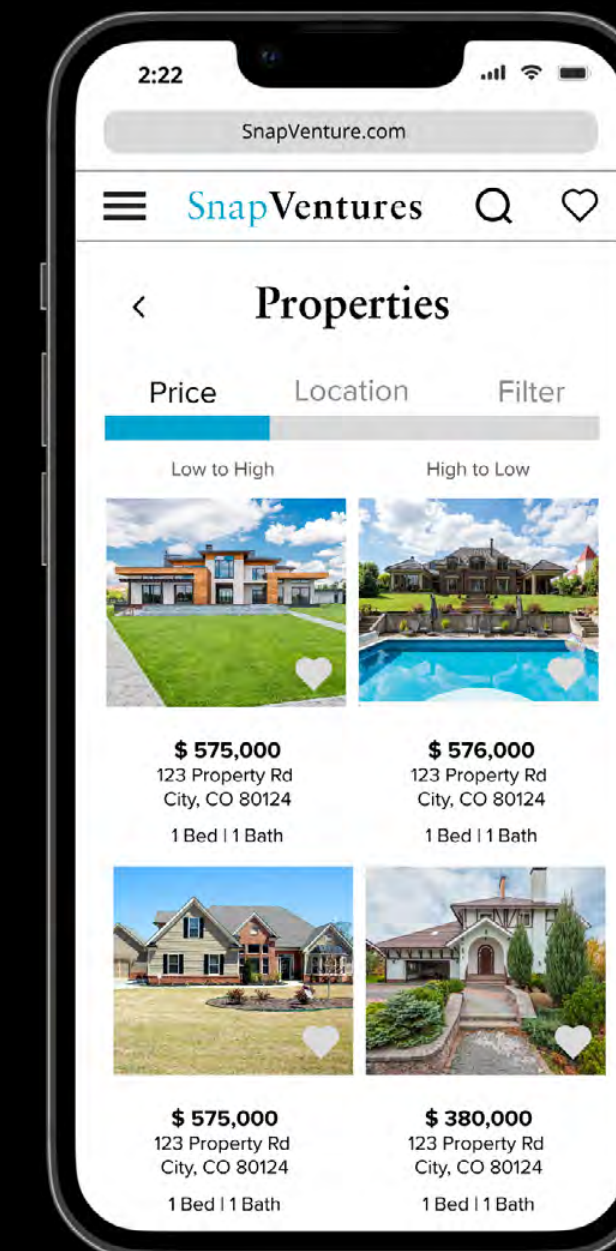
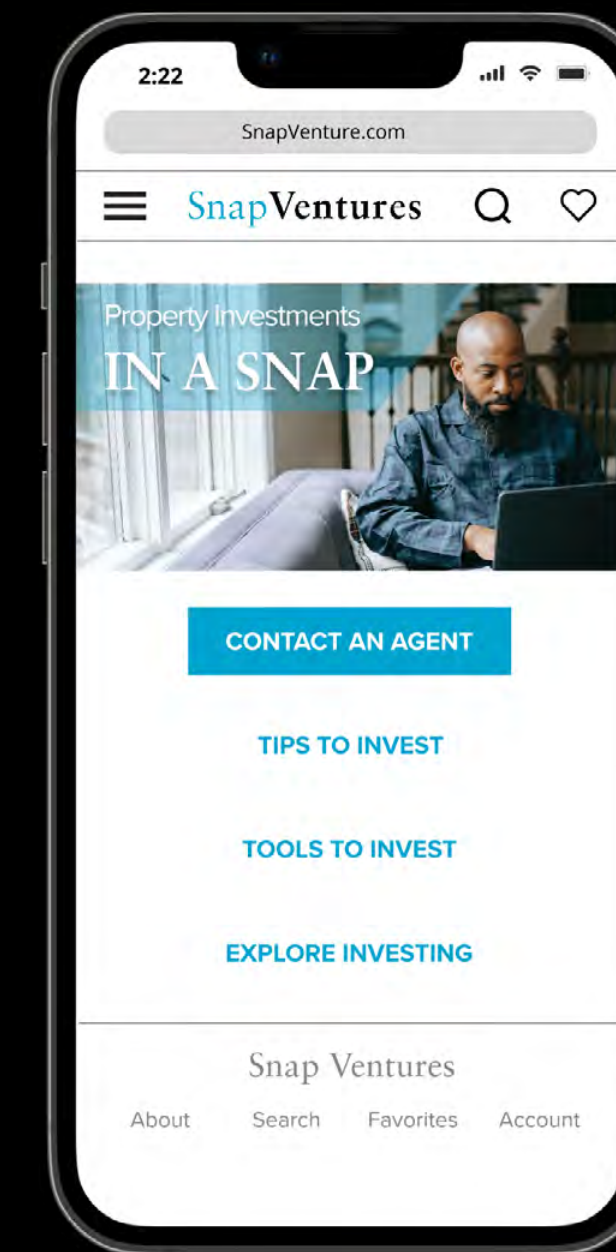
**Sophisticated** – black or variations of gray hues can be used for text and graphics to keep the style simple.

# Property Investments IN A SNAP

Making residential real estate investments  
a snap

Responsive Mobile Web App

SnapVentures





Snap Ventures



Snap Ventures



Snap Ventures

### **Full color Logo**

Preferred logo, to be used when legibility allows

### **One color Logo**

To be used on lighter colored backgrounds or when it is necessary to only use one color vs the full color version for example when the legibility suffers using the full color version

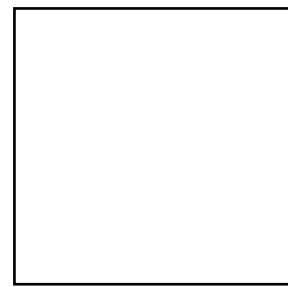
### **Reverse color Logo**

To be used on darker colors such as when using a black background

## COLOR PALETTE

### Use a 60-30-10 model

By creating a 60-30-10 color palette with a 60% white for the base color, black for the 30% and a brighter blue hue for the 10% accent to make Call To Actions pop in the design.



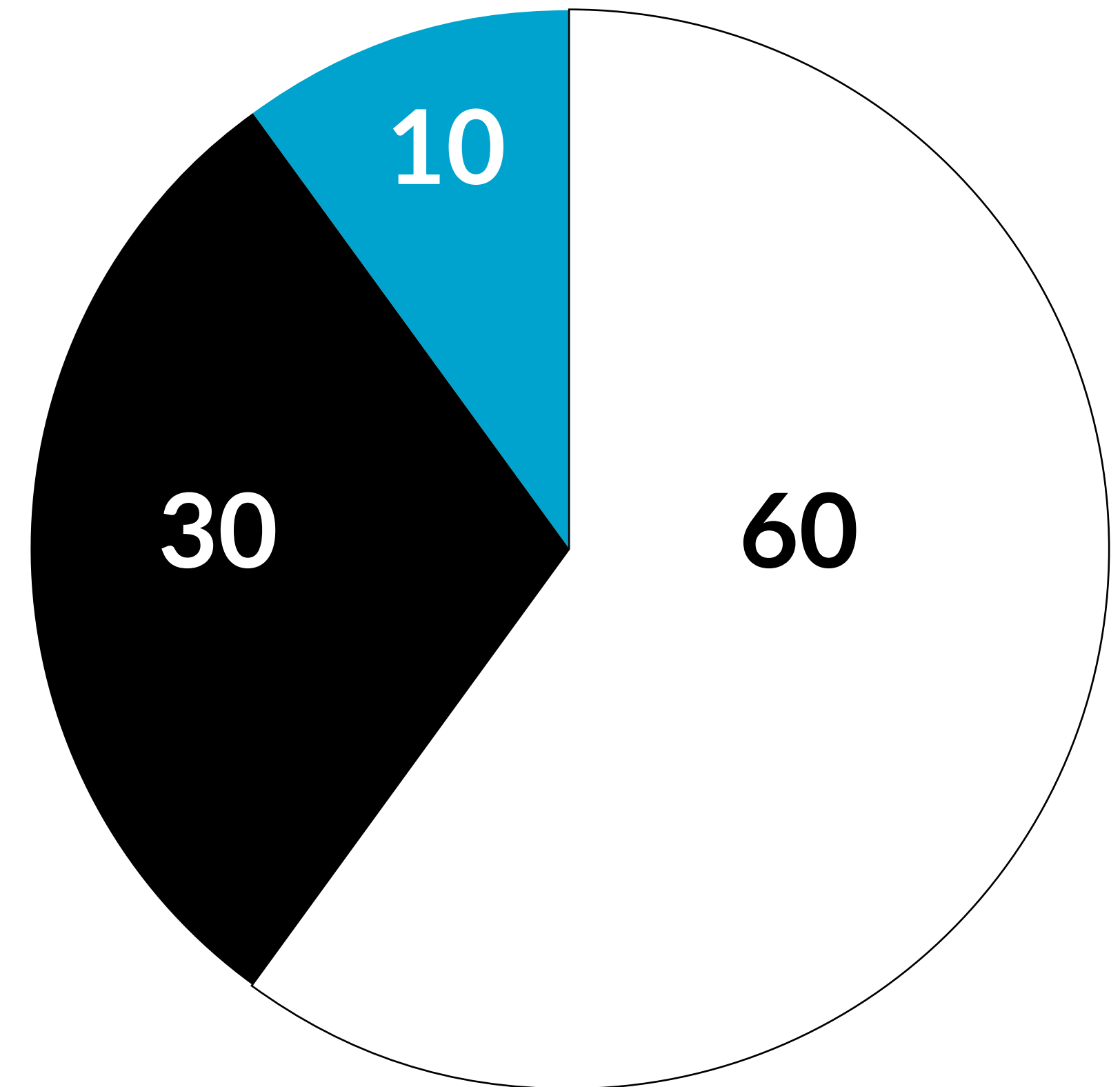
HEX #ffffff  
RGB 255,255,255



HEX #000000  
RGB 0,0,0



HEX #00a3ce  
RGB 0,163,206



# TYPOGRAPHY

**Sabon LT Pro Bold**  
Headlines

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
@&%\$1234567890

Proxima Nova Reg  
Subheadlines and  
Body Copy

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
@&%\$1234567890

**Proxima Nova Bold**  
CTAs Uppercase

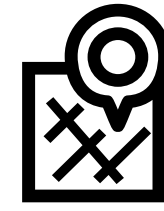
Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
@&%\$1234567890

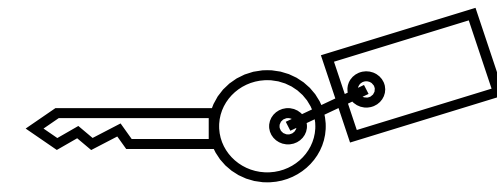
## Icon Inspiration



Green  
House

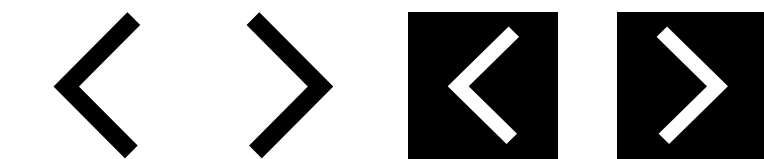


Map  
Pin



House  
Keys

## Basic Navigation Icons



## Status Bar Icons



## Monochromatic

Icons will be **black (#000000)** by default but may change depending on the visibility of the environment or to gain user attention.

## Shape + Fill

Icons will be constructed of **straight 90° angles** to coincide with the look and feel of the brand. This represents the angular nature of architecture in real estate. Icons will possess a **2 px stroke** to keep consistency but can be filled in or use a container element when needed for **visibility** throughout the UI

## Padding

Icons will have at least **12px of padding** on all sides to allow more open space throughout the design and to ensure the **touch points** on mobile are **at least 38px** with the icon itself **at least 26px**

## UI ELEMENTS

### Shape + Fill

All UI elements, like icons will be constructed of **straight 90° angles** to coincide with the look and feel of the brand. Strokes will consist of **2 px** to keep consistency but can be filled in or use a container element when needed for **visibility** throughout the UI

### Buttons



Proxima Nova Bold  
Primary CTA



Proxima Nova Bold  
Primary Inactive

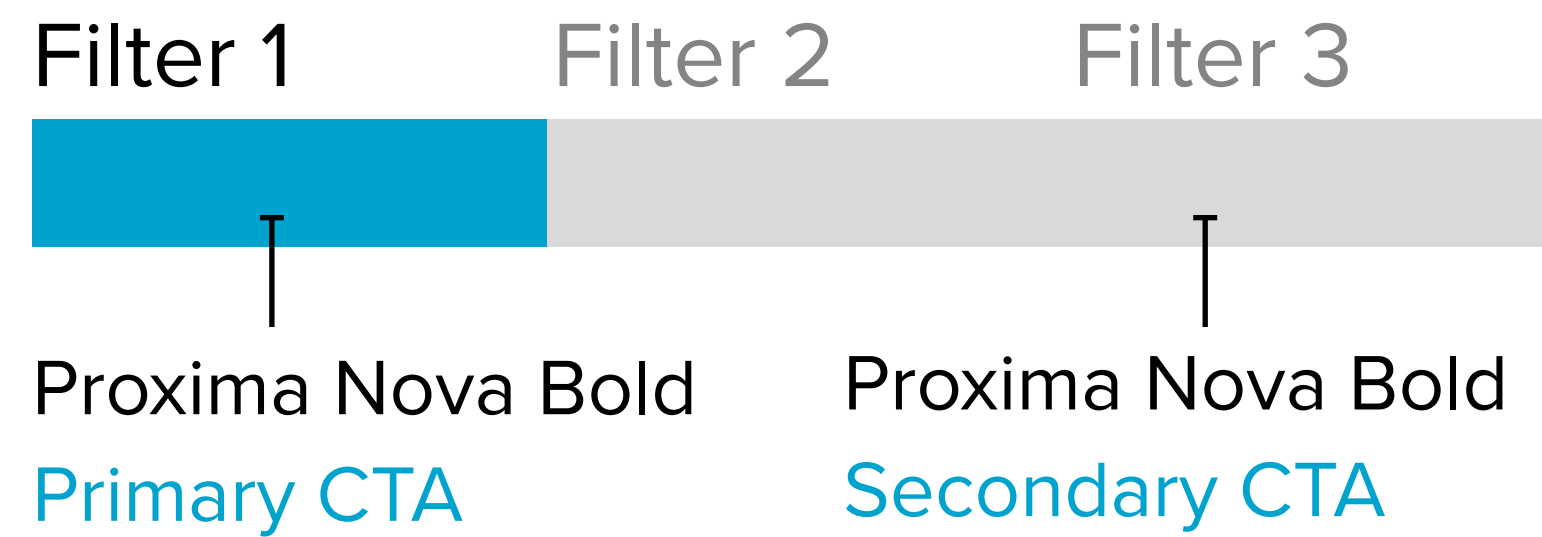


Proxima Nova Bold  
Secondary CTA



Proxima Nova Bold  
Secondary Inactive

### Filters



### Favorites



Top Navigation  
Favorite Icon



Inactive Favorite Icon  
Individual Property



Active Favorite Icon  
Individual Property

### Photo Carousals



Right & Left Arrows

Black background for legibility purposes on top of photos

### Forms

Title

Form Fields will have the **title to be filled in on the top and in the form** for **accessibility purposes**

## IMAGERY

### Photography with a Human Element

Imagery should convey a trusted and sophisticated brand that helps individuals looking to invest in residential real estate to help increase their own financial security

Photography throughout should **incorporate a person(s) into the image** to reflect the human nature of the business. This person(s) should be in the foreground, smiling or working diligently with either real estate, on the go, co-working space or interior personal space in the background. This imagery should help to drive the narrative of the satisfaction people attain being able to become more independent in their financial security and that it is a human centered product that can be used easily whenever and where ever they need.



### Home Investment Photography

The interior and exterior photography on each individual property will most likely be **taken by the selling agent** or the **selling owner** for each individual property and therefore cannot be maintained by the brand. But when access is granted use photography that feel **clean, simple and employs white/negative space**.

