

LOGO GUIDELINES

FULL LOGO (min 70pt)



For use on light backgrounds



For use on dark backgrounds

ICON LOGO



For use on light backgrounds (min 30pt)



For use on dark backgrounds (min 30pt)



App icon

LOGO DON'Ts



X Don't alter the logo's colors



X Don't remove the diagonal line



X Don't reposition the diagonal line



X Don't remove the circle



X Don't reposition the wordmark



X Don't alter the fill color (full logo)

TYPOGRAPHY GUIDELINES

1 Header Text

Raleway, Bold, 24pt, #000000 (also for price on Property Info screens)

2 Subheader 1

Montserrat, Bold, 18pt, #000000

3 Subheader 2

Raleway, Bold, 16pt, #000000
(also for secondary button text)

Primary Button Text

Raleway, Bold, 16pt, #FFFFFF
(also for headers on Account screen)

4 Field Entry Text

Montserrat, Regular, 16pt, #000000
(also for dropdown & autocomplete menus)

Hint Text

Montserrat, Regular, 16pt, #767474

5 Subheader 3

Montserrat, Bold, 14pt, #000000
(also for pagination & filter/sort button "Xs")

Primary Link Text

Montserrat, Bold, 14pt, #00498A
(should be underlined)

Secondary Link Text

Montserrat, Bold, 14pt, #1A7A57
(should be underlined)

6 Copy 1

Montserrat, Regular, 14pt, #000000

7 Subheader 4

Montserrat, Bold, 12pt, #000000

CTA Text

Montserrat, Bold, 12pt, #FFFFFF
(also for image overlay text)

Form Validation Text

Montserrat, Semibold, 12pt, #D0021B

8 Copy 2

Montserrat, Regular, 12pt, #000000
(also for filter/sort button text)

Footer Links

Montserrat, Regular, 12pt, #00498A
(should be underlined)

Copy 1 (leading: 20pt)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Copy 2 (leading: 16pt)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

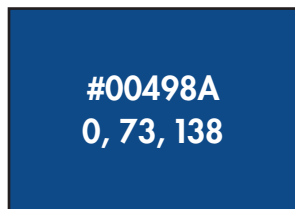
Image Overlay Text

Lorem ipsum dolor

Drop Shadow:

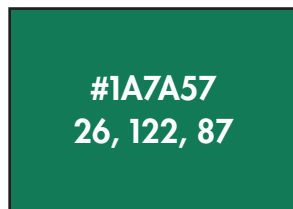
x = 0
y = 2
blur = 4
opacity = 75%

COLOR GUIDELINES



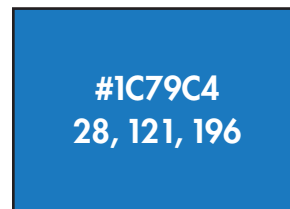
Cobalt

- Primary interactive elements
- Overlay backgrounds
- Banners



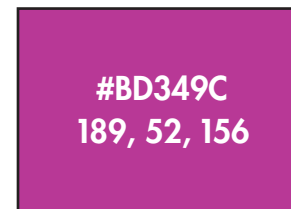
Forest

- Secondary interactive elements



Cerulean

- CTA banners only



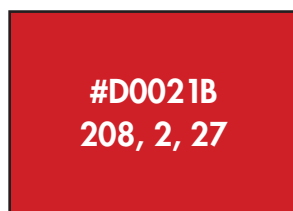
Magenta

- Non-interactive icons
- Lines
- Pagination circles



Green

- Form validation feedback (success)



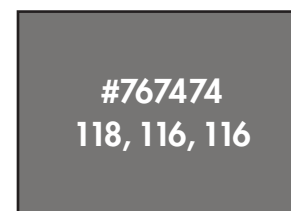
Red

- Form validation feedback (failure)



Black

- Text
- Borders
- Shadows



Grey

- Hint text
- Dividers



Sky

- Screen backgrounds
- Nav bars



Salt

- Footer backgrounds



White

- Backgrounds
- Icons
- Text

ICONOGRAPHY GUIDELINES



Home (i_home_c_42x42.svg)
For use in nav bar
Sends users to Home screen



Account (i_account_c_42x42.svg)
For use in nav bar
Sends users to Account screen



Bookmarks (i_bookmarks_c_42x42.svg)
For use in nav bar
Sends users to Bookmarked Properties screen



Bedroom (i_bedroom_m_16x16.svg)
Appears in listings next to number of bedrooms
Non-interactive element



Bathroom (i_bathroom_m_14x15.svg)
Appears in listings next to number of bathrooms
Non-interactive element



Property Type (i_propType_m_40x40.svg)
For use on Property Info screens
Appears next to property type information
Non-interactive element



Parking (i_parking_m_40x40.svg)
For use on Property Info screens
Appears next to parking specs
Non-interactive element



Lot Size (property info) (i_lot_m_40x40.svg)
For use on Property Info screens
Appears next to lot size specs
Non-interactive element



Heating (i_heating_m_40x40.svg)
For use on Property Info screens
Appears next to heating specs
Non-interactive element



Year Built (i_year_m_40x40.svg)
For use on Property Info screens
Appears next to year built information
Non-interactive element



Air (i_air_m_40x40.svg)
For use on Property Info screens
Appears next to air conditioning specs
Non-interactive element



Square Feet (i_sqft_m_25x25.svg)
For use on Sort screen
Appears next to square feet option
Non-interactive element



Price - High to Low (i_highLow_m_18x16.svg)
For use on Sort screen
Appears next to price (high to low) option
Non-interactive element



Newest (i_newest_m_16x16.svg)
For use on Sort screen
Appears next to newest listings option
Non-interactive element



Price - Low to High (i_lowHigh_m_18x16.svg)
For use on Sort screen
Appears next to price (low to high) option
Non-interactive element



Lot Size (sort) (i_lot_m_22x16.svg)
For use on Sort screen
Appears next to lot size option
Non-interactive element



Map Pin (i_pin_m_13x36.svg)
For use on Property Info screens
Marks location of property on map
Non-interactive element



Unbookmarked (i_unmarked_w_24x22.svg)
For use on Home & Search screens
Appears on pictures of unbookmarked properties
Non-interactive element



Bookmarked (i_marked_w_24x22.svg)
For use on Home, Search & Bookmark screens
Appears on pictures of bookmarked properties
Non-interactive element



Empty Heart (i_heart_u_c_29x29.svg)



Filled Heart (i_heart_s_c_29x29.svg)
For use on Property Info screens
Empty: unbookmarked listing (tap to bookmark)
Filled: bookmarked listing (tap to unbookmark)



Share (i_share_c_29x29.svg)
For use on Property Info screens
Shares listing via text or email



Extend Section (i_extend_c_24x19.svg)
For use on Property Info screens
Extends length of section to reveal more info



Facebook (i_facebook_f_24x24.svg)
Appears in footer
Sends users to Alcove's Facebook page



Twitter (i_twitter_f_24x24.svg)
Appears in footer
Sends users to Alcove's Twitter page



Instagram (i_instagram_f_24x24.svg)
Appears in footer
Sends users to Alcove's Instagram page



Star (i_star_m_11x11.svg)
For use on Property Info screens
Measures listing agent on scale of 1-5
(1 star: poor, 5 stars: excellent)
Non-interactive element



Select (i_select_c_25x25.svg)
For use on Sort screen
Selects sort criteria to apply to search results



Form Validation Failure (i_fail_r_25x25.svg)
Indicates form field has been filled out incorrectly
Non-interactive element



Form Validation Success (i_success_g_25x25.svg)
Indicates form field has been filled out correctly
Non-interactive element



Weak Password (i_pw_r_25x9.svg)
For use on Sign Up screen
Indicates password is too weak
Non-interactive element



Strong Password (i_pw_g_25x9.svg)
For use on Sign Up screen
Indicates password is strong
Non-interactive element

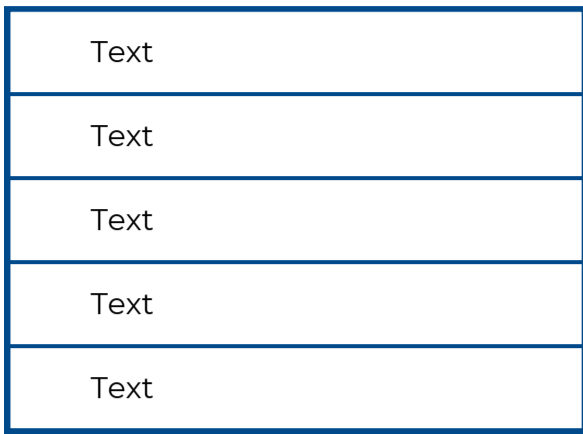
UI ELEMENT GUIDELINES



Search Bar Large - Hint Text (ui_search_u_c_312x49.svg)
For use on Home & Search screens



Search Bar Large - Field Entry Text (ui_search_s_c_312x49.svg)
For use on Home & Search screens



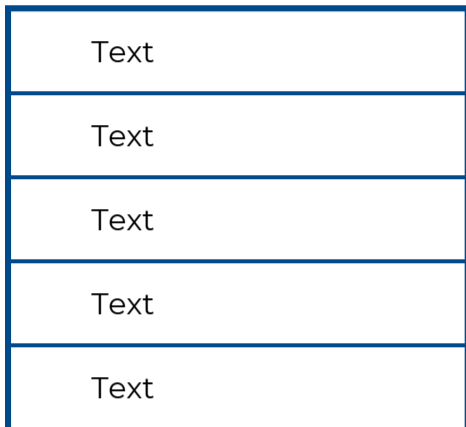
Search Autocomplete Menu Large (ui_auto_c_312x229.svg)
For use on Home & Search screens
Size range: 312pt x 49pt - 229pt
Must include "Field Entry Text"



Search Bar Small - Hint Text (ui_search_u_c_249x49.svg)
For use on Landing screen



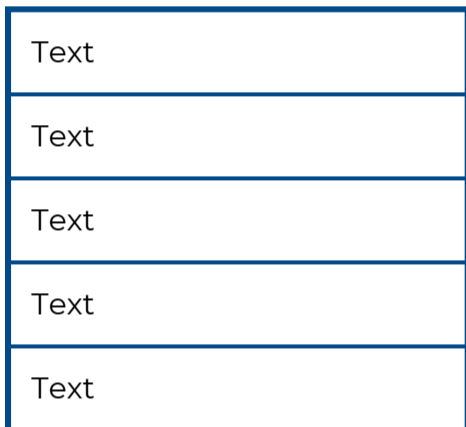
Search Bar Small - Field Entry Text (ui_search_s_c_249x49.svg)
For use on Landing screen



Search Autocomplete Menu Small (ui_auto_c_249x229.svg)
For use on Landing screen
Size range: 249pt x 49pt - 229pt
Must include "Field Entry Text"



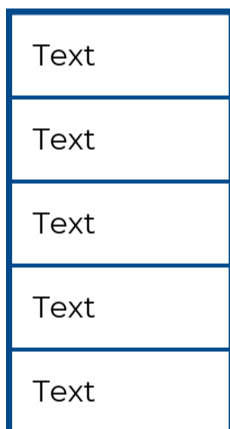
Dropdown Large (ui_drop_c_249x49.svg)
Must include "Hint Text"



Dropdown Menu Large (ui_dropMenu_c_249x229.svg)
Size range: 249pt x 94pt - 229pt
Must include "Field Entry Text"



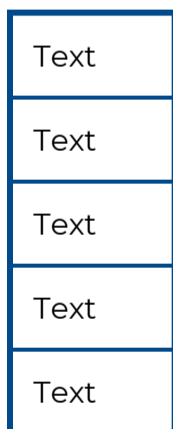
Dropdown Medium (ui_drop_c_122x49.svg)
Must include "Hint Text"



Dropdown Menu Medium (ui_dropMenu_c_122x229.svg)
Size range: 122pt x 94pt - 229pt
Must include "Field Entry Text"



Dropdown Small (ui_drop_c_91x49.svg)
Must include "Hint Text"



Dropdown Menu Small (ui_dropMenu_c_91x229.svg)
Size range: 91pt x 94pt - 229pt
Must include "Field Entry Text"



Primary Button (ui_button_c_249x49.svg)
Uses "Button" text style



Secondary Button Large (ui_button_f_312x49.svg)
Uses "Subheader 2" text style



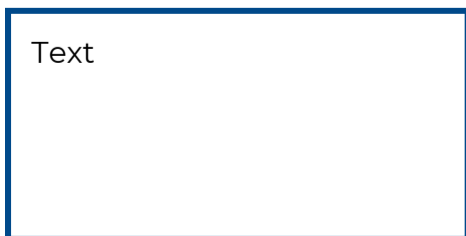
Secondary Button Small (ui_button_f_249x49.svg)
Uses "Subheader 2" text style



Text Field Small - Hint Text (ui_field_u_c_249x49.svg)



Text Field Small - Field Entry Text (ui_field_s_c_249x49.svg)



Text Field Large (ui_field_c_249x125.svg)
For use on Contact Agent screen
Must include "Field Entry Text"



Pagination (ui_pagination_c_202x24.svg)
Uses "Pagination" text style
Circle should highlight page currently being viewed



Filter/Sort Button (ui_filter_c_59x32.svg)
Indicates which filter/sort criteria has been applied to a search
Tapping button removes the criteria
Size range: 58pt - 172pt x 32pt
Text: "Copy 2" text style, X: "Subheader 3" text style

IMAGERY GUIDELINES

PROPERTY PHOTO EXAMPLES



- The property should always be the focal point of the image
- All images should be properly exposed
- Photos should be wide angle and showcase the full exterior of properties or the full interior of rooms
- The site should feature a mix of interior and exterior property photos

PROPERTY PHOTO DON'TS



X Don't use photos where the property is not the focal point of the image



X Don't use poorly exposed images



X Don't use images where the full exterior of the property is not in view

ADDITIONAL IMAGERY



Alcove Detail
Appears on right side of all screens, directly above footer
Size: 122pt x 76pt



Listing Agent Photo
For use on Property Info screens
Size: 59pt x 59pt, circle
Should have 2pt black border