



**NEIGHBRS**

# Introduction

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Neighbors is an app that builds a sense of community within apartment complexes by facilitating communication between tenants, neighbours and landlords. The app makes it easier for tenants to receive real-time updates from apartment managers about issues and events happening in their building.

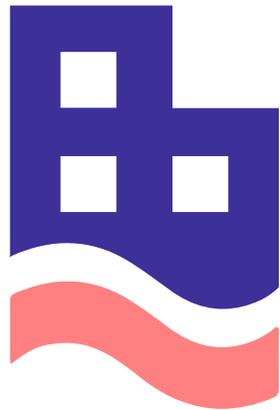
The brand voice of Neighbors reflects the app's mission to bring people together, build relationships and help people feel more connected to their home. The app feels friendly, bright and open, yet still professional, sleek and trustworthy.

# Branding

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## PRIMARY LOGO

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**NEIGHBRS**

The visual identity of Neighbrs consists of the main colours **purple** and **coral** along with the typeface **Proxima Nova** in **Extra Bold**. The letters are all caps with the image and text being centre aligned to each-other. The Neighbrs logo consists of an apartment sitting atop a wave. The wave adds a humanistic, dynamic touch to our logo.

# Branding

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## VARIATIONS

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The logo can be used as a white knockout on a solid purple background, or an image with a gradient overlay. The logo is also available in a horizontal format.

### Gradient Overlay

Colour #3D3198 #9EB0FF

Opacity 94%



### Size of the logo on app icon

W 52px

H 78px

# Branding

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## CLEAR SPACE

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There should be spacing around the logo. This will give the logo presence when it is combined with graphic elements. The spacing measurement is based on the **height of the typography** in the logo.

# Branding

## IMPROPER USE



Do not stretch, condense or distort the logo in any way.



Do not reverse the brand colours.



Do not use gradients.



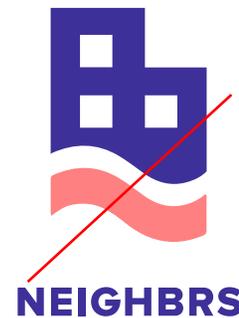
Do not use drop shadow.



Do not alter opacity or colour on top of the photo.



Do not use off-brand colours.



Do not change the hierarchy between the logo and typography.



Do not render the logo dimensionally.

# Typography

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Proxima Nova A Regular

Aa Bb Cc Dd Ee Ff Gg

Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

**Proxima Nova A Bold**

**Aa Bb Cc Dd Ee Ff Gg**

**Hh Ii Jj Kk Ll Mm Nn**

**Oo Pp Qq Rr Ss Tt Uu**

**Vv Ww Xx Yy Zz**

The main typeface used in Neighbrs is **Proxima Nova A**. From this typeface regular, **semibold** and **bold** weights were used to create hierarchy and an organized look. This typeface was chosen as it has good readability and legibility at different screen resolutions and there are many weight/ style variations allowing for flexibility. The overall look is trendy, clean and minimal which is how we want Neighbrs to be perceived.

# Typography

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**Heading 1** Proxima Nova A SemiBold | 22pt

Heading 2 Proxima Nova A Regular | 17pt

**Subheading** Proxima Nova A Bold | **15pt**

Body Proxima Nova A Regular | 15pt

Sub info Proxima Nova A Regular | 12pt

# Colours

## Primary Colours

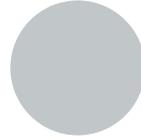


#3D3198



#f37f80

## Black and White Shades



#c1c6c9



#4a4a4a



#f4f4f4

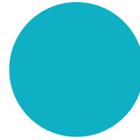
## Secondary Colours



#7c6ec7



#f37f80



#11b0c6



#51a78e



#e7ac48

## Gradients



#3d3198  
#9eb0ff



#c93c5a  
#ff8080



#11b0c6  
#3de1f8



#329477  
#5acaa9



#e7ac48  
#dfdc58

The main colour scheme is a dark purple and bright coral. Secondary colours include three variations of greys from light, medium and dark. We also use gradients in our apps for buttons and headers as well as tertiary colours blue, green and yellow.

The main colours allow us to portray a strong brand identity and display a trendy look. Secondary colours add flexibility in our app and are used for hierarchy purposes while, tertiary colours are used for organization within navigation. Gradients are also used to build onto our brand identity for our theme and overall look.

# Iconography

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## NAVIGATION ICONS

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## CHANNEL ICONS

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## REQUEST / FORM ICONS

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## OTHER ICONS

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## SETTING ICONS

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# Iconography: Menu

**Selected** Colour # 3D3198 Stroke 2.3px

**Non selected** Colour # C0C6CA Stroke 2.3px

## SELECTED HOME



## SELECTED MESSAGES



## SELECTED CHANNELS



## SELECTED SETTINGS



## SELECTED REQUESTS



# Buttons

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Submit

Back

Confirm

Exit

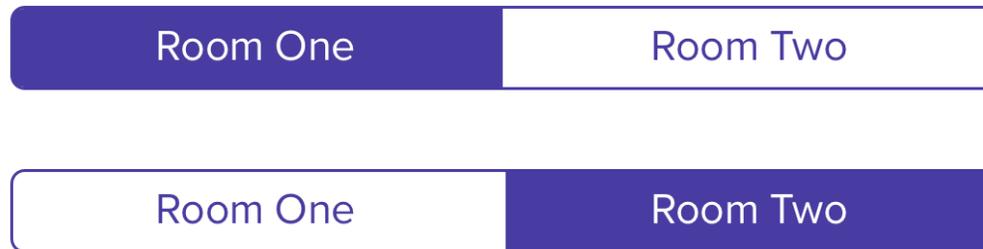
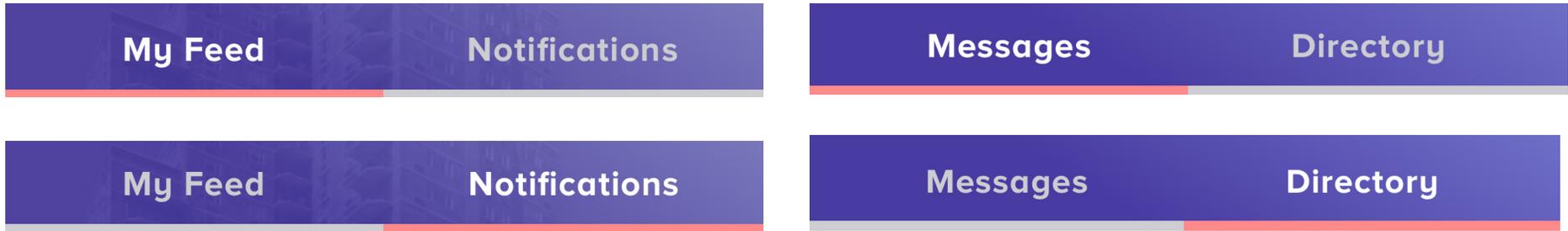
Following

Follow



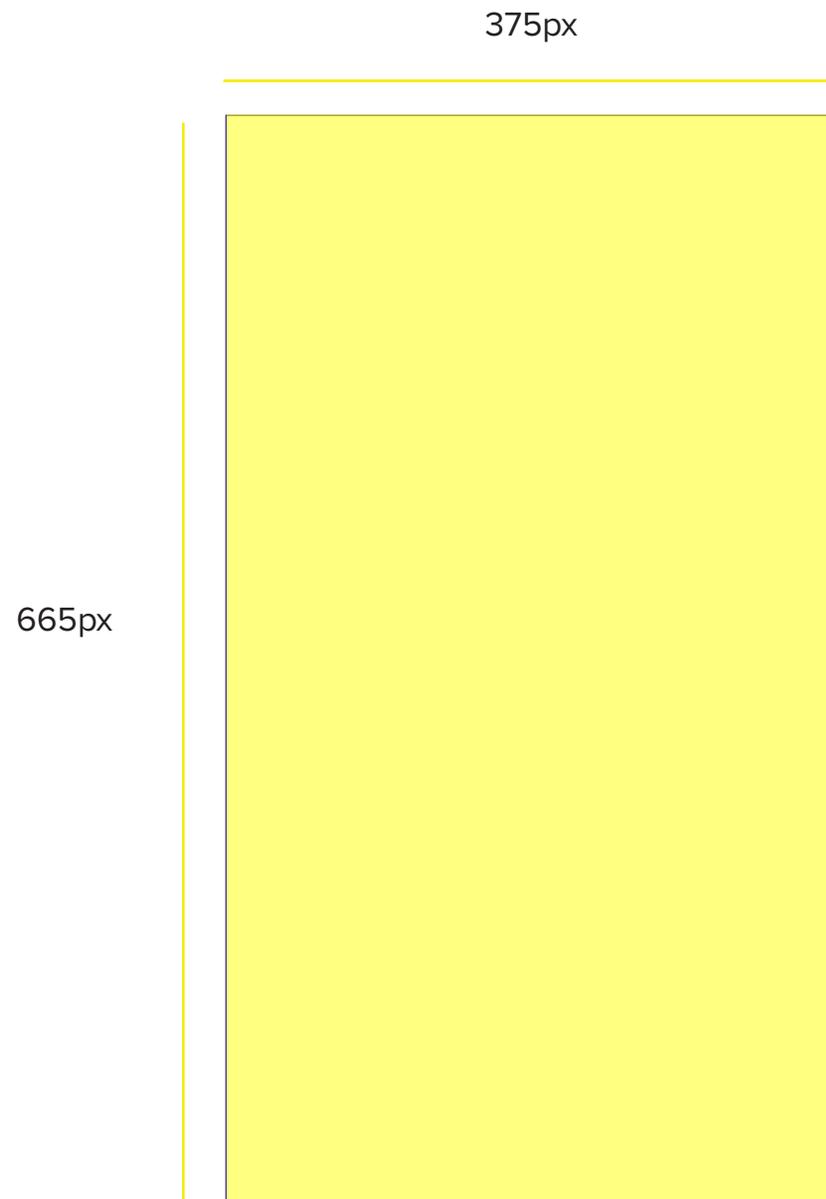
# Toggles

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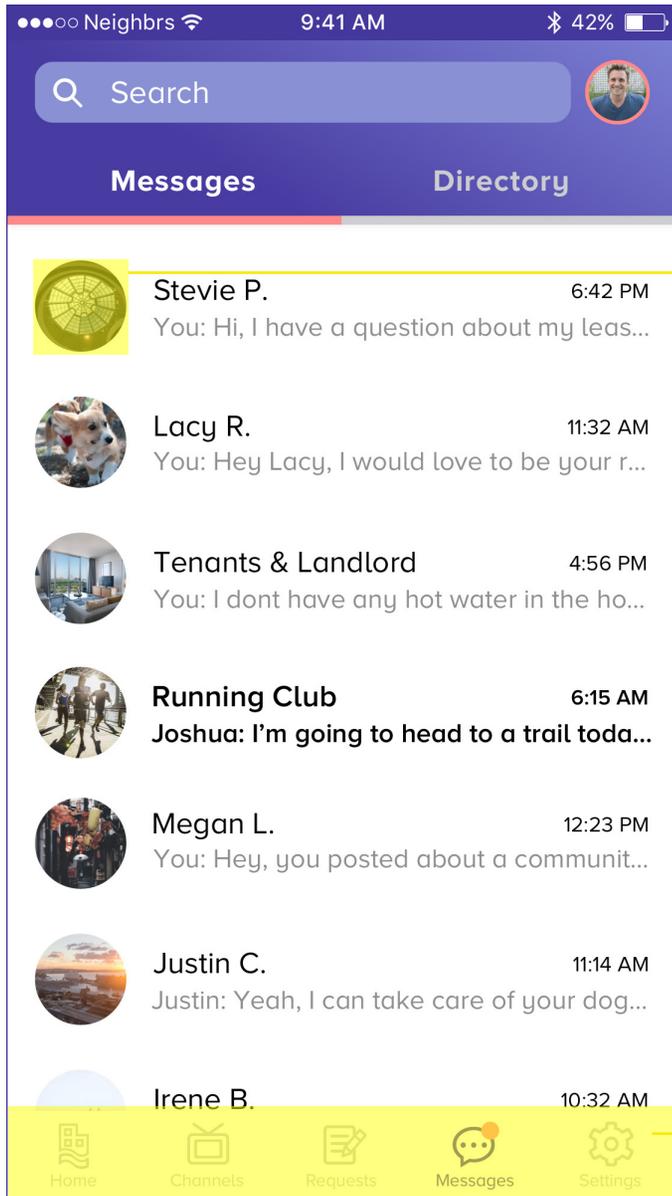


# Layout: Screen

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# Layout: Sizing

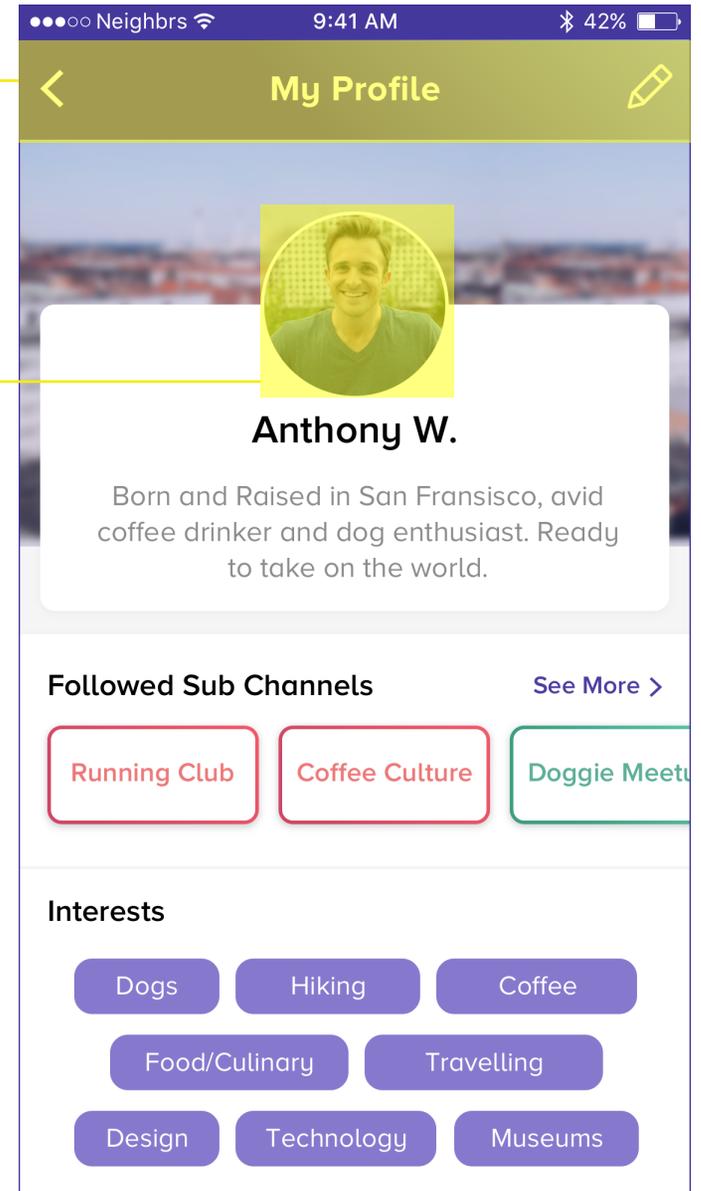


**Header**  
56px height

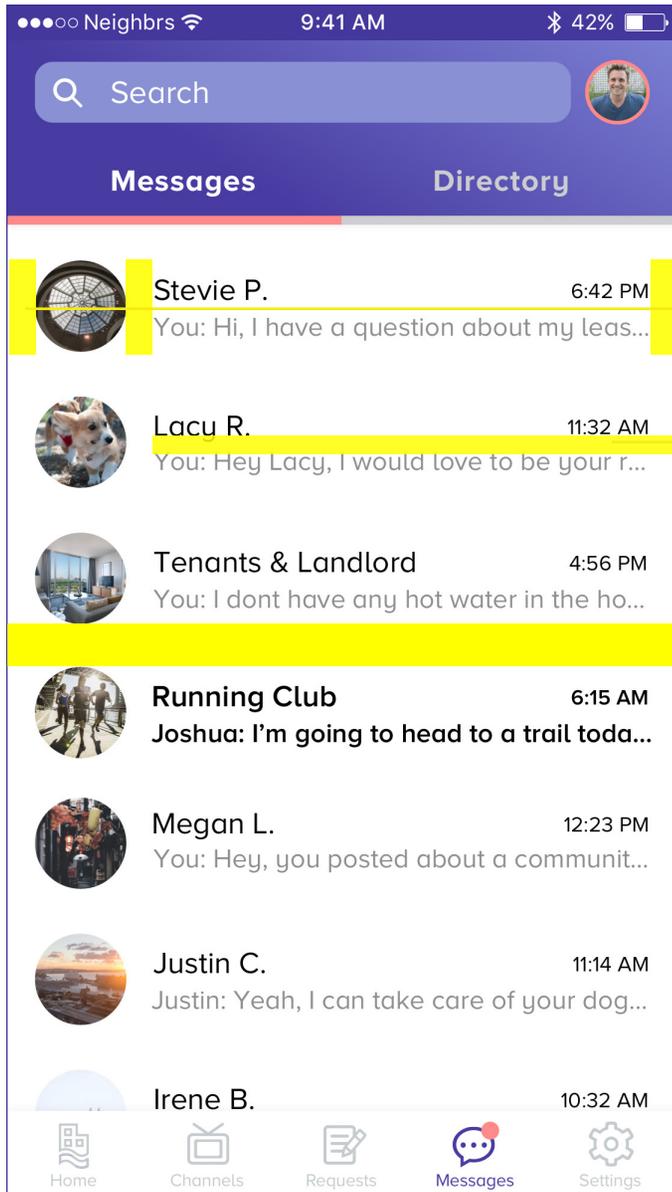
**Profile Icon**  
51px\*51px

**Profile Image**  
100px\*100px

**Navigation**  
50px height



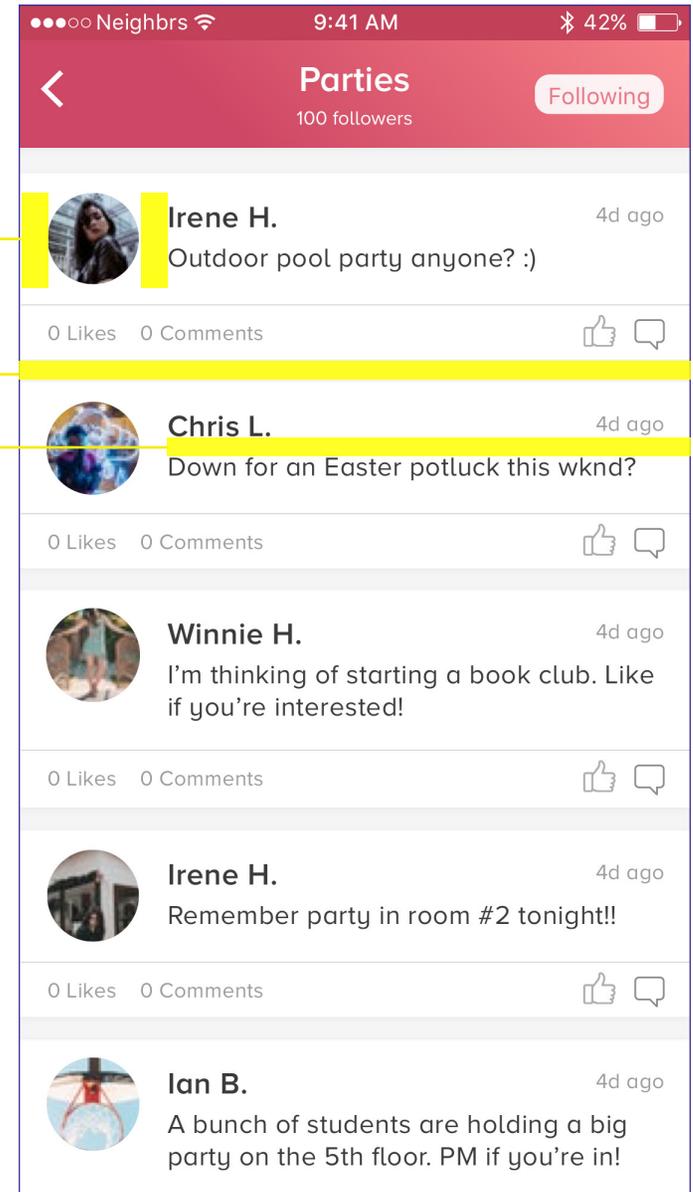
# Layout: Padding



Padding  
16px

Padding  
13px

Padding  
20px



# Interactive

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The main gestures used in our app is tapping, scrolling and swiping. Most gestures are obvious to a majority of users while others are less apparent and can be learned.



## TAPPING

Tapping is the main action used in our app. Elements and other screens will pop up upon the tap.



## HORIZONTAL SCROLLING

Horizontal scrolling gestures are used to browse through multiple options and buttons in a compact horizontal space.

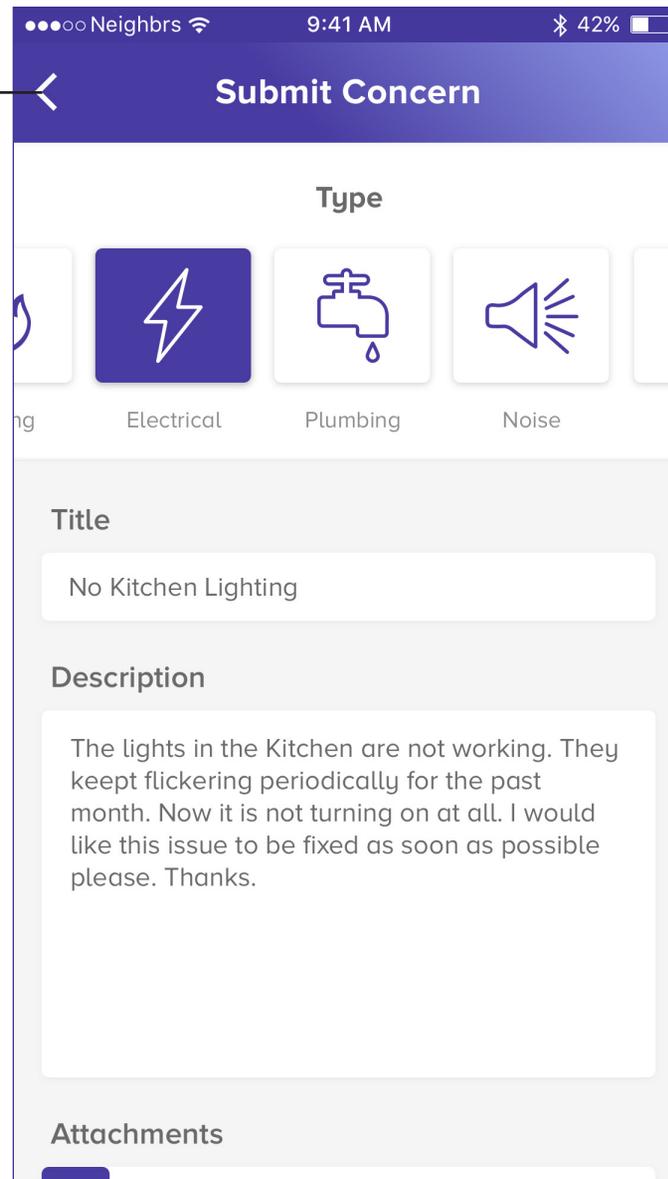


## SWIPING

A left and right swiping motion helps the user browse between different screen cards. An up and down swiping motion helps users dismiss overlays.

# Interactive: Examples

Tapping the back button will take the user back to the previous page.

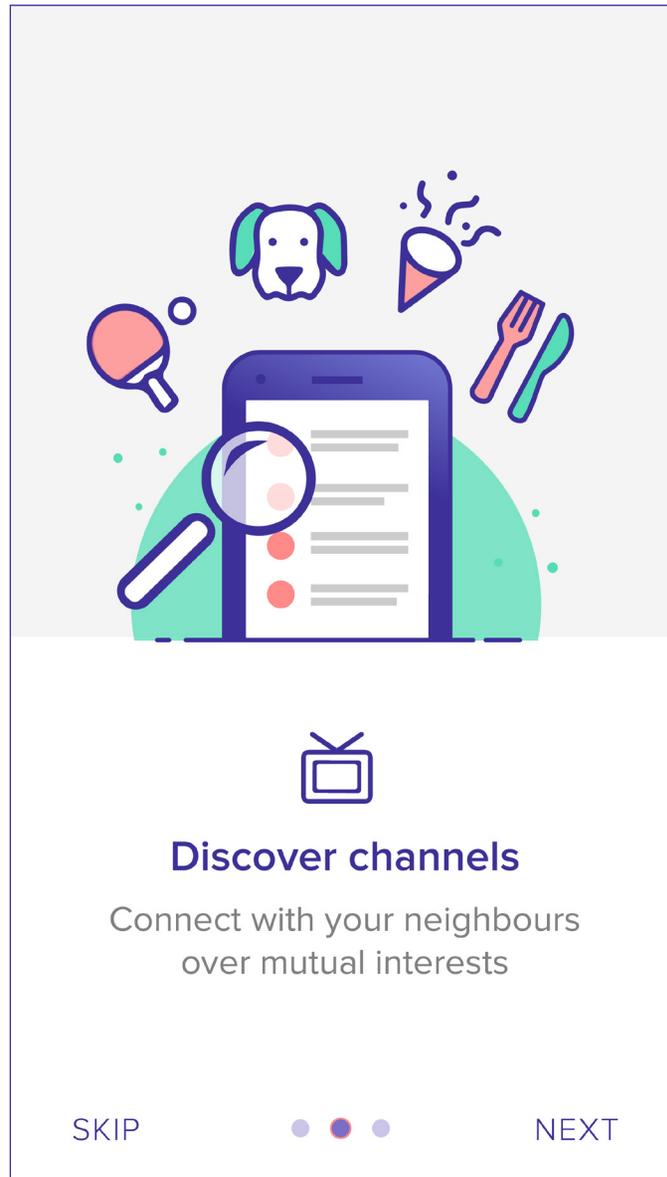


Horizontal scrolling allows the user to browse through different options efficiently



# Interactive: Examples

Swiping left and right allows the user to flip through different screens



# Conclusion

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Thank you for taking the time to read and process this guide. Each detail of the Neighbrs brand identity has been thoughtfully and purposefully designed to reflect our mission. By following this guide, we can ensure the strength and longevity of the Neighbrs brand.

Have any questions? Feel free to contact us at:

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