

# tiny properties

## DESIGN SYSTEM

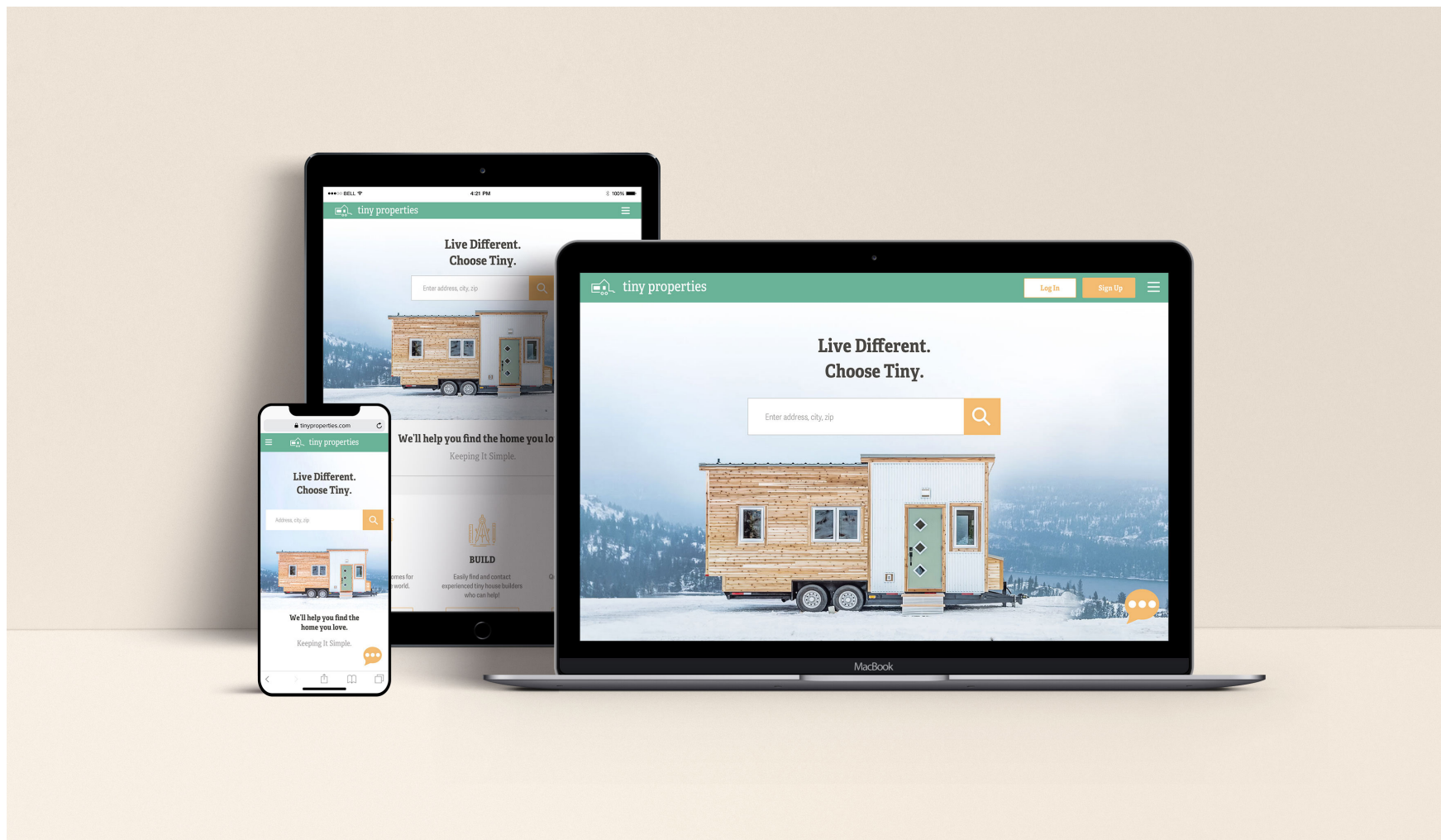


**tiny properties**  
keep it simple.

# 01. OVERVIEW

The intention of this design system is to create a visual language for the Tiny Properties visual aesthetic and create unity in the adoption of design heuristics and patterns across multiple platforms and devices. The goal is to maintain a cohesive user experience through all screen permutations so the brand will feel consistent and iconic.

This system will describe guidelines, rules and principles for the Tiny Properties web app environment and layout, possible interactions and the usage of color, shape and motion.



# 01. COLOR PALETTE

Colors are bright and cheerful, exuding a sense of fun while retaining an air of professionalism coupled with authenticity.

As the intention of the app is to showcase photographs of the properties and present them in the best manner possible, the role of color is to enhance, not overpower or call attention to itself. It is used sparingly. Bright accents spark enthusiasm and encourage optimism but are restrained in use. The touches of color are energetic, bright and motivational, but do not take attention away from the content.

White space is used generously and the gray palette creates structure through the card backgrounds and tonal variations of type.

## Bright. Engaging. Optimistic.

Mint and Sunshine are the primary colors for the web app, creating a bright palette for the illustrative elements (hero images and landing page). The bright Sunshine hue evokes happiness and optimism, as well as playfulness, warmth and energy. Balanced by the cooler Mint which conveys feelings of nature, growth and harmony, which connects well with the environmental/ sustainability goals of many within the Tiny Home community.

Sunshine is used for all CTA buttons, status buttons, and various line art illustrations.

Mint provides the background color to offset headers and other areas where a background sets off cards.

White bold type is used on top of these backgrounds.

Variants are used to distinguish elements within components.

The lightest variant of Mint may be used as a background color beneath cards

PRIMARY COLOR MINT

HEX #FF8E01

Hex #D9EBE5

Hex #B4D9CC

Hex #8FC6B2

ACCENT COLOR SUNSHINE

Hex #F0A542

Hex #FBE8CF

Hex #F7D2A0

Hex #F3BB71

# 01. COLOR PALETTE

## Structure. Background. Hierarchy

A palette of grey tones will also be used to provide a neutral base for the bright accents for areas calling for focused attention

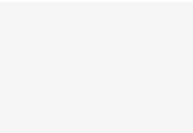
Caviar is used for main titles

Smoke is used for inactive icon states

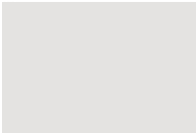
Pewter and Elephant are used to accentuate font weights and establish hierarchy

Oyster is used for neutral backgrounds

### GRAY PALETTE



Oyster  
Hex #F6F6F6



Smoke  
Hex #E4E3E1



Pewter  
Hex #A8A6A5



Elephant  
Hex #7A7776



Caviar  
Hex #525252

## System notifications & errors

The full palette provides a perfect combination of bright colors with a hint of an organic feel, yet contemporary and on trend.

Bright hues are used to detonate errors and system notifications as needed

### SYSTEM COLOR PALETTE



Leaf  
Hex #0AAD8B



Spicy Pumpkin  
Hex #DA7044



Goldenrod  
Hex #FAB500



Sapphire  
Hex #0280D2

# 02. TYPOGRAPHY

**Adelle Condensed** is a slab serif typeface originally conceived for intensive editorial use, however its personality and flexibility make it a real multiple-purpose typeface and great for web. Adelle will be used for all titles, subtitles and headlines.

**Adelle Sans** provides a clean and spirited take on the traditional grotesque sans. It is a perfect match in terms of weight and vertical proportions to its slab serif equivalent, Adelle, ensuring an harmonious fit between both type families. Adelle Sans Condensed is used for body type, forms, CTA's, and callouts

### TYPEFACE

Adelle Condensed    Aa    Aa    Aa

### HEADINGS

Quick blowing zephyrs    H1  
Extra bold | 40pt

Quick blowing zephyrs    H2  
Bold | 30 pt

Quick blowing zephyrs    H3  
Bold | 22 pt

Quick blowing zephyrs    H4  
Bold | 18 pt

Quick blowing zephyrs    H5  
Bold | 14 pt

QUICK BLOWING ZEPHYRS    H6  
Regular | 12 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed dapibus elit eu sodales vestibulum. Nunc orci turpis, ultrices at neque dapibus, condimentum commodo nunc. Donec a lorem non lorem vestibulum auctor.

Regular | 14 pt

Core typographic guidelines:

Create clear visual hierarchy

Minimize use of styling & color per screen/page/component

Do not use less than 14pt on mobile

### TYPEFACE

Adelle Condensed    Aa    Aa    Aa

### HEADINGS

Quick blowing zephyrs    H1  
Extra bold | 40pt

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Bold | 30 pt

Quick blowing zephyrs    H3  
Bold | 22 pt

Quick blowing zephyrs    H4  
Bold | 18 pt

Quick blowing zephyrs    H5  
Bold | 14 pt

QUICK BLOWING ZEPHYRS    H6  
Regular | 12 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed dapibus elit eu sodales vestibulum. Nunc orci turpis, ultrices at neque dapibus, condimentum commodo nunc. Donec a lorem non lorem vestibulum auctor.

Regular | 14 pt

03. ICONS

FUNCTIONAL



PROFILE



HAMBURGER



SEARCH



LOCATOR



MORE



DROP DOWN



BACK



FAVORITE



ERROR



SEND



SETTINGS



MESSAGE



CHAT



SHARE

STATUS

LISTER



BUY



RENT



BUILD



OWNER



AGENT



BUILDER

FOUNDATION



MOBILE



PARKED

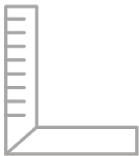


PLATFORM

OVERVIEW	COLOR	TYPOGRAPHY	ICONS	UI ELEMENTS	IMAGERY	LANGUAGING	GRIDS	ANIMATION
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# 03. ICONS

FILTERED FEATURES



SQ FT.



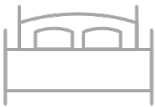
LOFT VIEW



CHEF KITCHEN



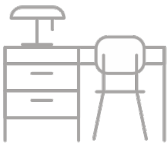
DINING AREA



# BEDROOMS



FULL BATH



WRITING DESK



CLOSETS



DECK

# 04. UI ELEMENTS | HEADERS

Header Large | H3 Adelle Condensed Bold 16pt



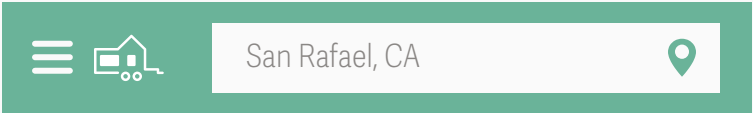
Used for onboarding sequence for setting up profile  
Contains logo & cancel box icon  
Title is in lettercase, displayed in White  
Mint color is used for background  
Sunshine bar at the bottom

Header Small



Header to appear at the top of web app  
All platforms contain logo  
Mobile contains hamburger menu, back button & cancel box icon as needed  
Tablet contains hamburger menu  
Desktop contains menu icon, sign up/log in  
Mint color is used for background

Header Small w/Search Bar



Header to appear at the top of web app containing search box  
Contain logo  
Mint color is used for background



04. UI ELEMENTS | TABLES

UI Table Slides





	<div>New Frontier Tiny Homes</div> <div>Cornelia</div> <div></div>
	<div>Summit Tiny Homes</div> <div>Thistle</div> <div></div>
	<div>New Frontier Tiny Homes</div> <div>Escher</div> <div></div>

Table Slide List

- Slides are added into stack to create list of cells
- Keep text succinct to avoid clipping
- Title displayed in Caviar lettercase
- Subtitle displayed in Caviar lettercase
- 15 px Padding on left, top & bottom of slide
- 10 px Padding between slide and Left aligned title & subtitle
- Right detail arrow to designate more content available
- Cells may be separated by 7px gap to display Mint or Oyster background

UI Table Entry | Message Preview

<div></div> <div></div>	<div>Rodney   Tiny Properties Team</div> <div>8 hours ago</div> <div>Hi Deidre! Happy to help. Please find attached the additional info about the off-grid Tiny Houses.</div>
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Message Cell Preview

- Sender name displayed in Caviar lettercase
- Message clipping displayed in Pewter
- Time notation displayed in Smoke
- Dot notification shown in Pumpkin on top left, 3 px spacing
- 15 px Padding on left, top & bottom of slide
- 10 px Padding between slide and Left aligned title & subtitle
- Cells divided by 1px Pewter separator

# 04. UI ELEMENTS | BUTTONS & FIELDS

Selected cell shows white lettercase on Sunshine  
Unselected cells shows Sunshine lettercase on White

Tab Menu Segmented Control Three



- Limit number of segments to five or fewer
- Keep segment size consistent
- Only use text in segment controls

Tab Menu Segmented Control Two

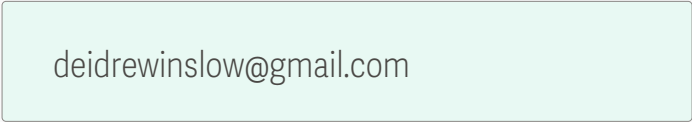


CTA Buttons Adelle Condensed Bold 16pt



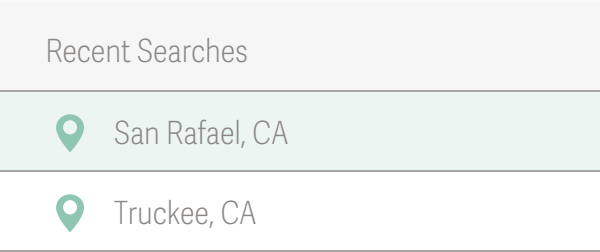
- Solid Sunshine with white uppercase title Main CTA
- White with 1 px Sunshine stroke and Sunshine uppercase title secondary CTA
- 2px rounded corner

Form Entry | Adelle Sans Condensed 16pt



- Align text to left
- Cells divided by 1px Pewter separator
- Cell is white until filled correctly
- Cell is mint when filled correctly

UI Table Small | List | Adelle Sans Cond 16pt



- Align text to left
- Selected field in Mint lightest tone
- Unselected status fields White
- Cells divided by 1px Pewter separator

# 04. UI ELEMENTS | FILTER MODULES

Filter Form Sliders

Price

\$15K - \$65K

Filter Form Features Modules

Buy

Rent

Build

Filter Form Selectors

Sq. Footage

Size: (square ft.)☐

Use metric system

Min

Max

Filter Form Keyword Selects

Loft

Flush toilet

Compost

Filter Form Tables

Bedrooms

Any

1+

2+

3+

Bath

Any

1+

2+

3+

Toggles

Send Alerts

Filter Form Features Checklist Detail

Wood stove

Folding deck

# 04. UI ELEMENTS | SLIDES

Slide | Property Listing Mini



**The Wanderer**  
1 bed, 1 bath, loft, 225 sq ft.

Slide | Property Featured



**\$65,000 USD**

**Quaint Victorian Inspired Tiny Home**  
Victoria, Canada  
1 bed, 1 bath, loft, 275 sq ft.

Slide | Property Listing



**Escher**  
Sleeps up to 6  
Chef's Kitchen, Walk-in Closet, Tile shower

Heart icon, Share icon, More options icon


## Property Listings | Modules

- All images comply with image guidelines
- Property name displayed in Pewter
- Property details displayed in Smoke
- Images extend to slide edges
- Dot notification shown in Pumpkin on top left, 3 px spacing
- 10 px Padding on left, top & bottom of listing description
- Cells divided by 10 px spacing


04. UI ELEMENTS | SLIDE MODULES

Module | Featured Grid Slides


### Similar Listings




**The Hummingbird**  
1 bed, 1 bath, loft, 265 sq ft.



**Mountain Cottage**  
1 bed, 1 bath, loft, 250 sq ft.




**The Wanderer**  
1 bed, 1 bath, loft, 225 sq ft.




**The Heritage**  
1 bed, 1 bath, loft, 285 sq ft.

Module | Horizontal Swipe Slides

### Tiny Houses For Sale



**\$65,000 USD**  
**Quaint Victorian Inspired Tiny Home**  
Victoria, Canada  
1 bed, 1 bath, loft, 275 sq ft.



**\$49,000 USD**  
**Mountain Tiny Home on Wheels**  
Grass Valley, California  
1 bed, 1 bath, loft, 275 sq ft.

Property Listings | Modules

- All images comply with image guidelines
- Property name displayed in **Pewter**
- Property details displayed in **Smoke**
- Images extend to slide edges
- 10 px Padding on left, top & bottom of listing description
- Cells divided by 10 px spacing



# 04. UI ELEMENTS | SLIDES LARGE

Slide | Property Listing Detail



## Chef's Kitchen



The Escher kitchen, built for an actual chef, merges functionality and luxury. With a casual open floor plan, you'll find guests tend to congregate near and compliment this room.

Gallery | Light Box



## The Cabana

Summit Tiny Homes

# 05. IMAGERY

## Clear. Bright. Cheerful.

- ❖ High quality photography with bright light and precise focus shows the properties clearly
- ❖ Soft even lighting is encouraged to showcase all materials and details
- ❖ Shadows may be shown as long as they are not too dark and property details are clearly visible
- ❖ If possible properties are photographed outside to provide elements of scale
- ❖ Properties will be photographed on all elevations in addition to interior details
- ❖ Figures may be included to show scale and also contentment with environment

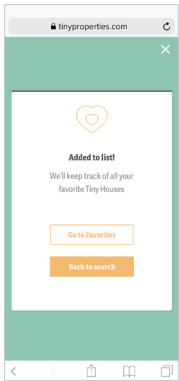
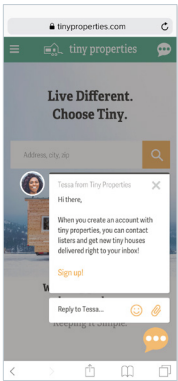
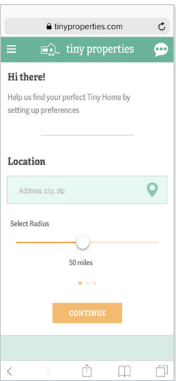
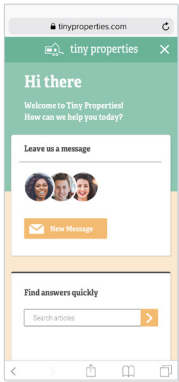
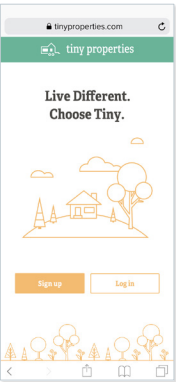




# 06. LANGUAGE & TONE OF VOICE

## Fun. Confident. Simple.

- ❖ Enthusiastic without being overbearing
- ❖ Simple, direct and easy to understand
- ❖ Languageing will be energetic, friendly and fun
- ❖ Speaks directly to user.

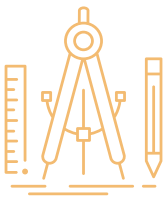


## BUY

Search unique tiny homes for sale & rent throughout the world.

## SELL

Quickly post listings and sell to the Tiny House community



## BUILD

Easily find and contact experienced tiny house builders who can help!

## NEED HELP?

We are here to help you find your perfect Tiny Home



# 07. GRIDS & LAYOUTS

A responsive layout grid will be used to adapt to screen size & orientation and ensure consistency across all platforms. Content will be placed in the column areas.

Margins to use a fixed value for each breakpoint, but may be adjusted to create more or less space between content & screen edge. Wider margins will be used for larger screens, creating more white space around the perimeter of content, in specific around hero images.

On smaller breakpoints, in specific mobile & tablet, hero images and certain other images may extend to screen edges, while other images may observe margin edge to maintain white space.

All components align to an 8dp square baseline grid for mobile tablet and desktop

Body copy may not extend past 60 characters per line.

### Breakpoints up to 600dp

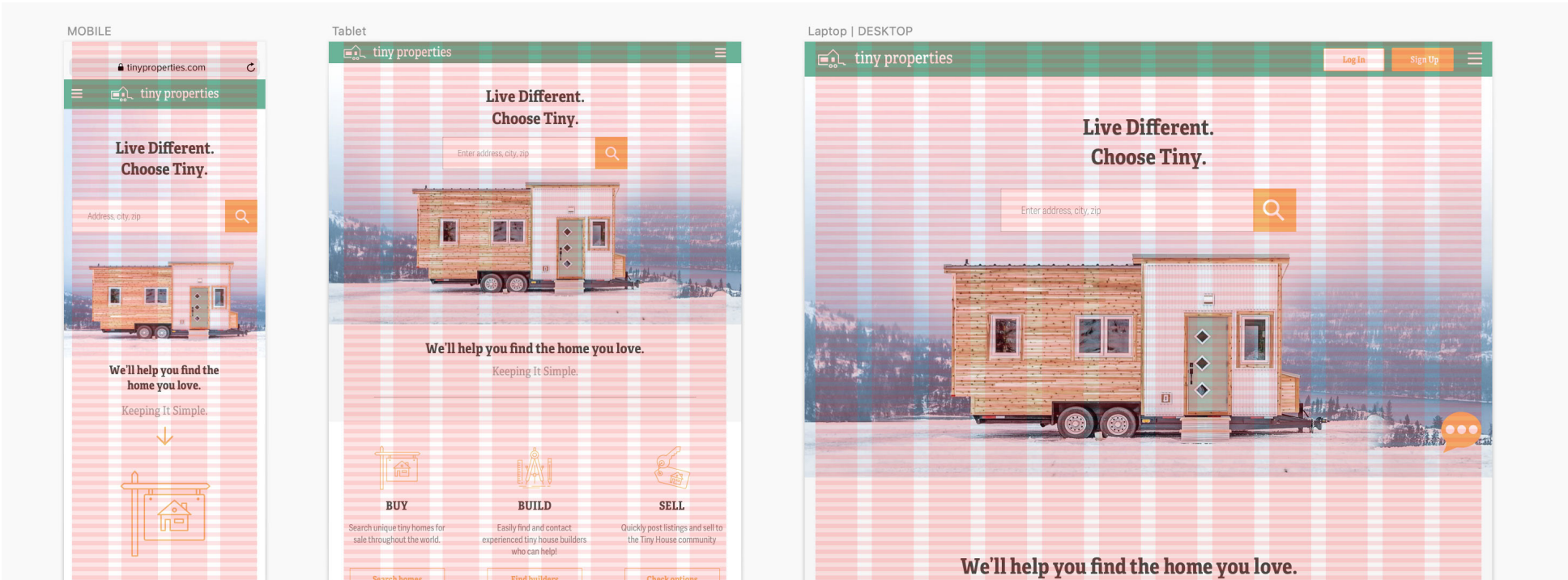
- 4 columns
- 15dp margins
- 24dp gutters

### Breakpoints up to 839dp

- 8 columns
- 28dp margins
- 24dp gutters

### Breakpoints above 840dp

- 12 columns
- 28dp margins
- 24dp gutters



# 08. ANIMATION & INTERACTION

## Dropdown, Tab & Accordian Menus

Unselected menu states shown in Pewter grey on white  
Selected menu states are white on Sunshine  
All menu type is lettercase

Animation should reflect brand personality and be very smooth, even and feel balanced. No quick moves or pops. All motion used within the app help the content feel “alive” & should enhance and improve usability but not call attention to itself or even be noticed. It should feel effortless and invisible to showcase the featured properties.

