



# agentless

STYLE GUIDE



# TABLE OF CONTENTS

- 1 Mission
- 2 Brand Identifier
- 3 Exclusion Zone
- 4 Logo Misuse
- 5 Typography
- 6 Color Palette
- 7 Icon Assets
- 8 Illustration Assets
- 10 Hero Illustrations
- 12 Context: Marketing
- 13 Context: Web Application





## OUR MISSION

**Homebuyers waste time and money using real estate agents they don't fit well with.**

Agentless provides an easy-to-use alternative that gives homebuyers the ability to purchase a residential property themselves. Inspired by other form-filling systems, Agentless is a solution that introduces a new, simpler way to buy a residential property. Based on the current state of the homebuying market, Agentless would be the first to provide an outlet for customers looking to buy a residential property without an agent.

Current resources for homebuyers include sites that allow customers to search for potential homes. However, these sites still rely heavily on real estate agents to complete the purchase. Agentless would act as a continuation of these sites by empowering customers to purchase their dream home on their own.



## BRAND IDENTIFIER

The primary logo is a mark of a house with a page-turn in the upper right corner sitting alongside the logotype Agentless. When possible, the color version should be used. The white version is to be used on top of color backgrounds.



1.5 in [  agentless

## EXCLUSION ZONE

The logo can be used in large and small sizes for various applications. However, the minimum height should be 1.5 inches. The logo also requires 25% padding around all sides.



Do not stretch the logo.



Do not squeeze the logo.



Do not recolor the logo.



Do not apply any affects to the logo.



Do not place the primary logo on color.



Do not rotate the logo.

## MISUSE

Avoid altering elements of the logo. See above for examples of common mistakes.

Open Sans Regular  
Open Sans Semibold  
Open Sans Bold

## TYPOGRAPHY

All Agentless material should be set in Open Sans, a Google Font. Only use regular, semibold, and bold weights; avoid light weight.



CMYK: 82/8/0/23  
 RBG: 36/184/200  
 #24B8C8



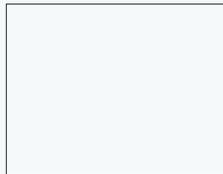
CMYK: 0/55/61/9  
 RBG: 231/103/91  
 #E7675B



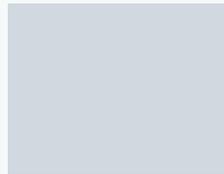
CMYK: 0/7/49/2  
 RBG: 250/232/128  
 #FAE880



CMYK: 48/0/65/0  
 RBG: 135/209/132  
 #87D184



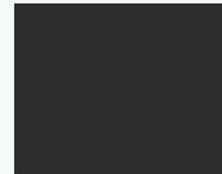
CMYK: 3/1/1/0  
 RBG: 244/247/249  
 #F4F7F8



CMYK: 6/3/0/13  
 RBG: 208/215/221  
 #D0D7DD

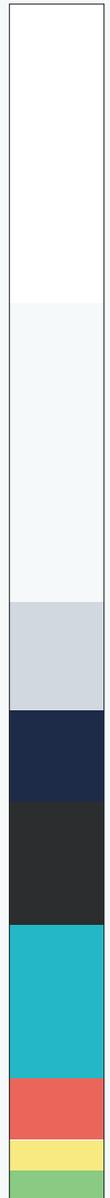


CMYK: 57/40/0/71  
 RBG: 32/44/74  
 #202C4A



CMYK: 6/4/0/82  
 RBG: 44/45/47  
 #2C2D2F

### Color Balance



## COLOR PALETTE

The color palette of Agentless is composed primarily of two bright colors and accompanying shades that are prominently featured on the UI of the website. The yellow and green can be used as highlighting colors or to signify status in the UI. White and light gray should be used as backgrounds throughout the UI.



Upload



Fill Out Form



Sign



Negotiate



Transfer Funds



Waiting

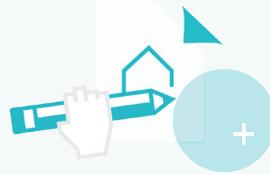


Chat/Help

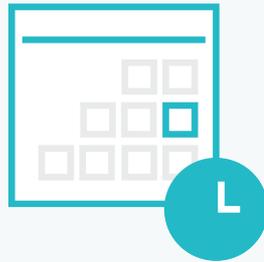
## ICON ASSETS

We have created a series of icons to supplement key points on our website, specifically, the six types of actions that the user will go through while using Agentless. These icons can also be used in other material. There is also an icon for the chat function and can be used for any help related material.

## Flat Style



## Line Style



Schedule a  
Showing

Create an Offer

Transfer Earnest  
Money

Prepare for the  
Process

## ILLUSTRATION ASSETS

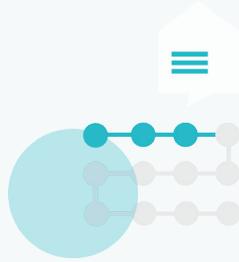
We have created a series of illustrations for the eight major steps that the user will go through while using Agentless. The flat illustrations work best against a white background at a larger scale, while the line illustrations can be used against white or gray and at a smaller scale.



Inspect your Home



Appraisal



Final Walkthrough



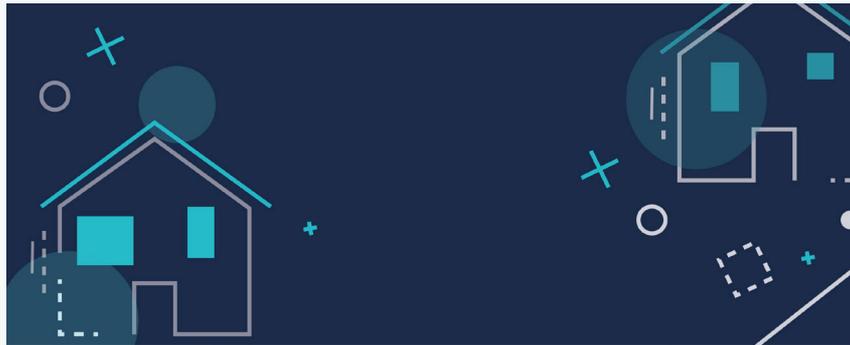
Closing



**Hero 1**



**Hero 2**



## HERO ILLUSTRATIONS

We created three different hero illustrations to use on the marketing UI and other branded elements. For the third pattern, we created a subdued and navy version for better readability with text.

Hero 3

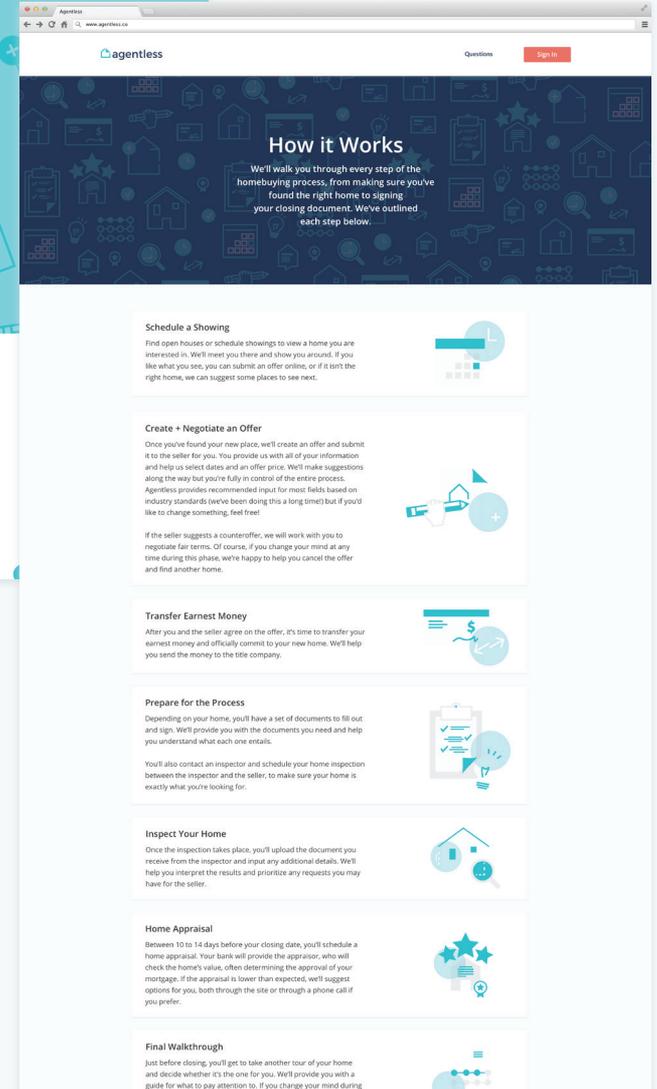
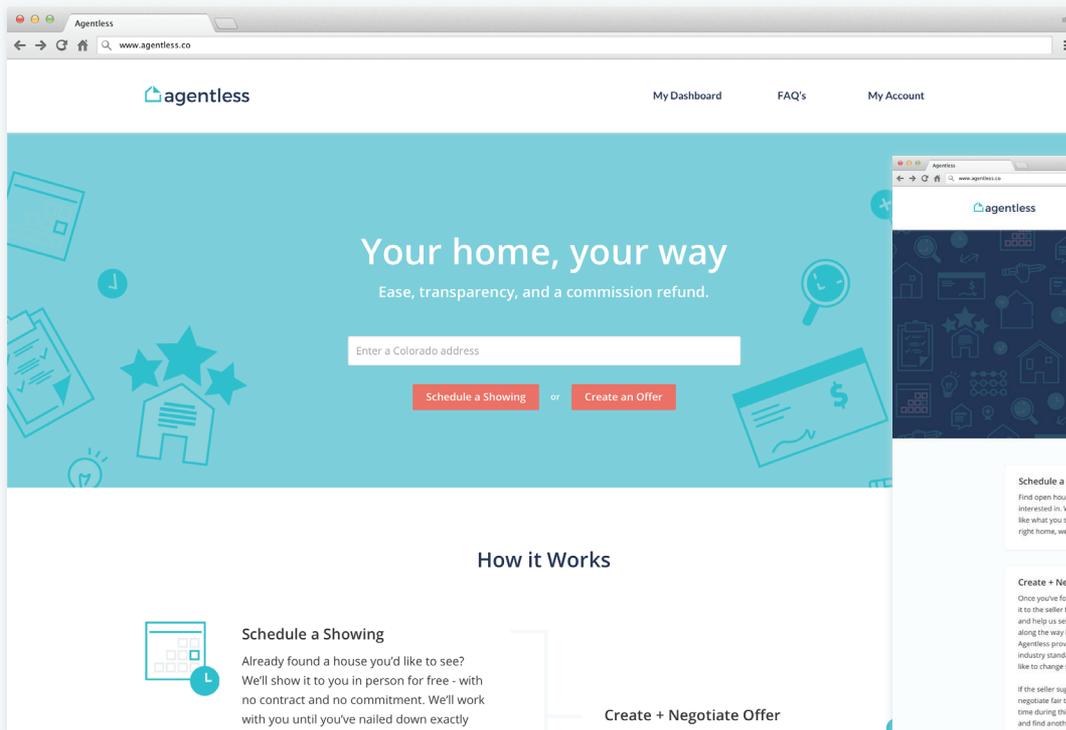


Subdued



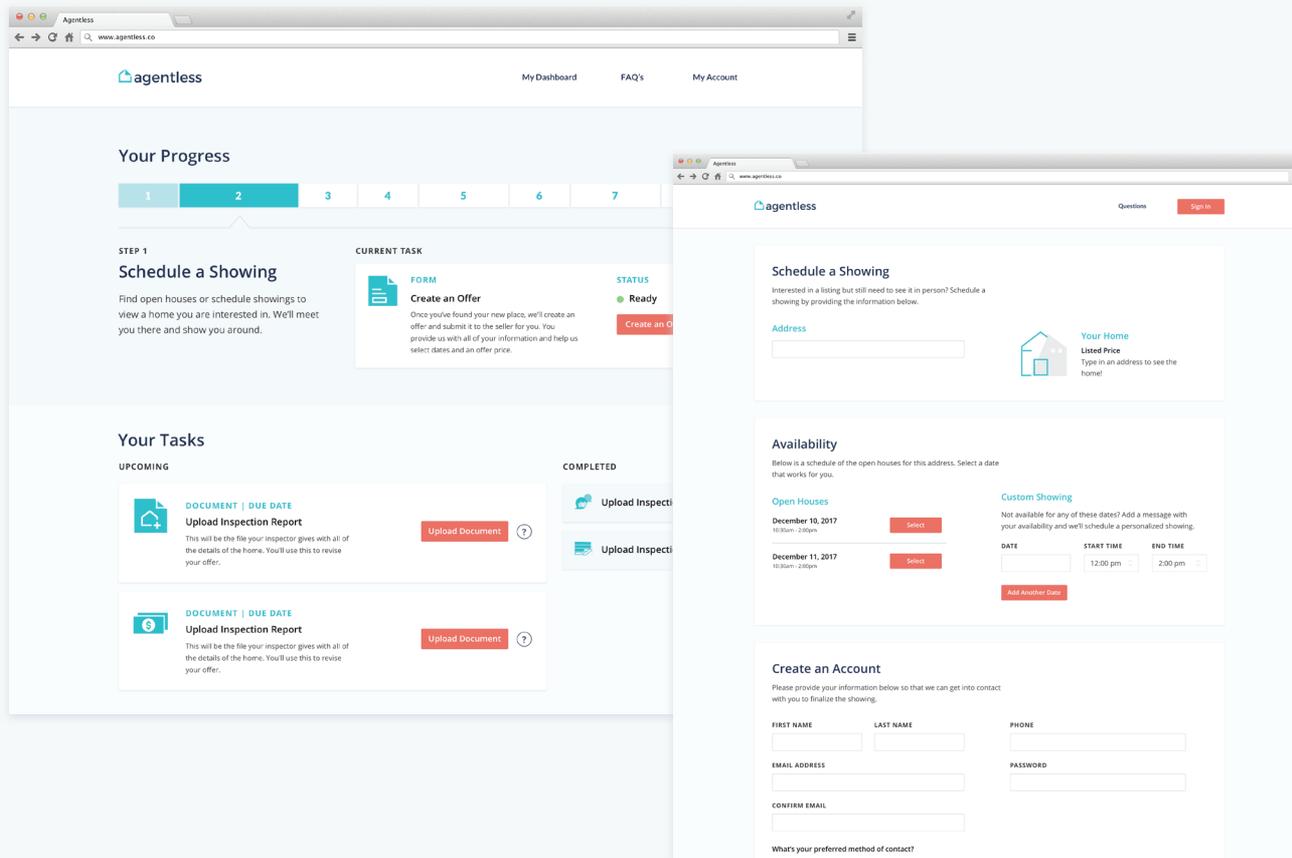
Navy





## CONTEXT: MARKETING

For the marketing landing page and How it Works page, we used hero illustrations with white text overlaid on top. We also include a great deal of illustrations to give the pages more visual interest.



## CONTEXT: WEB APPLICATION

The web application uses a heavy amount of white and light gray to keep a clean UI that focuses on the content. Illustrations are used to denote steps and icons are used to represent tasks.

