



SearchPro

S Y S T E M S

BRANDING GUIDELINES / DESIGN SYSTEM

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TYPOGRAPHY

H2 Proxima Nova Extrabold

H1 Lucida Grande Bold

H3 Proxima Nova Regular

H4 Lucida Grande Regular

A Proxima Nova Bold

Lucida Grande

Aa x

Proxima Nova

Aa x

COLOR PALETTE

Main Colors

#212121

#F56E31

#FFFFFF

#26A8EE

Other Colors

#8F8F8F

#E2E2E2

#FBB03B

#E21A1A

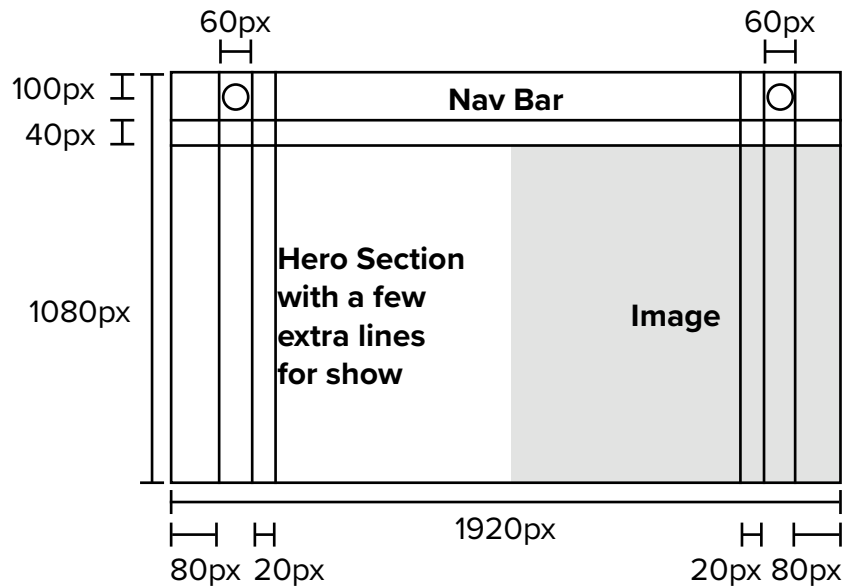
#266DD3

LAYOUT

Section Grid

Scale Horizontal

Spacing by +20 / x2

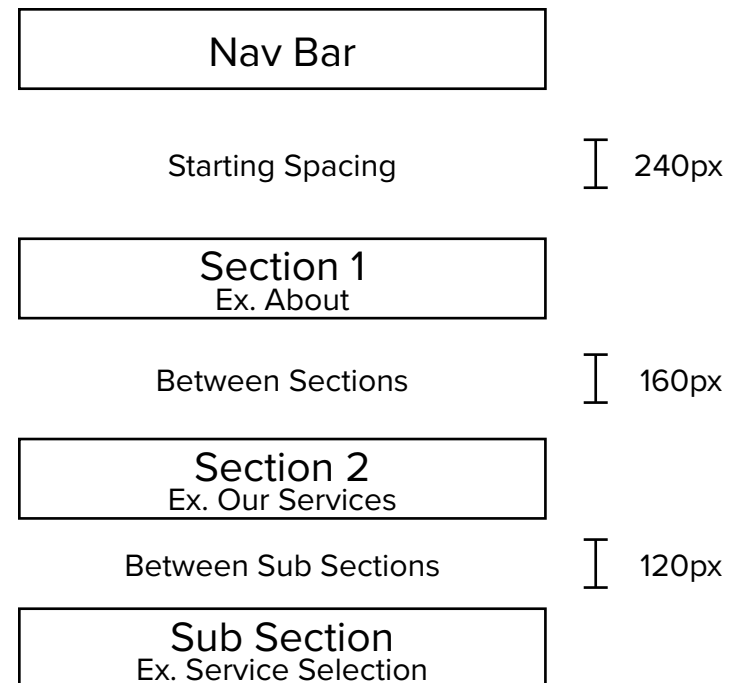


Page Elements Layout

Scale Vertical

Spacing by +40 / x2

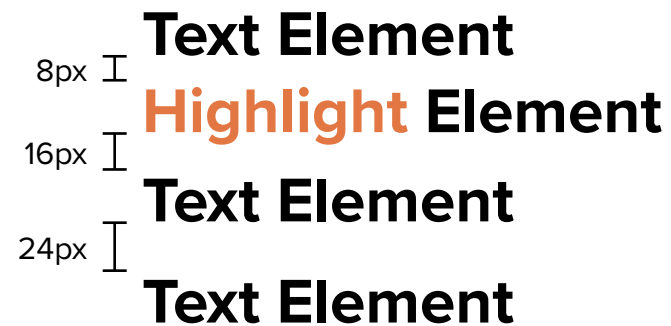
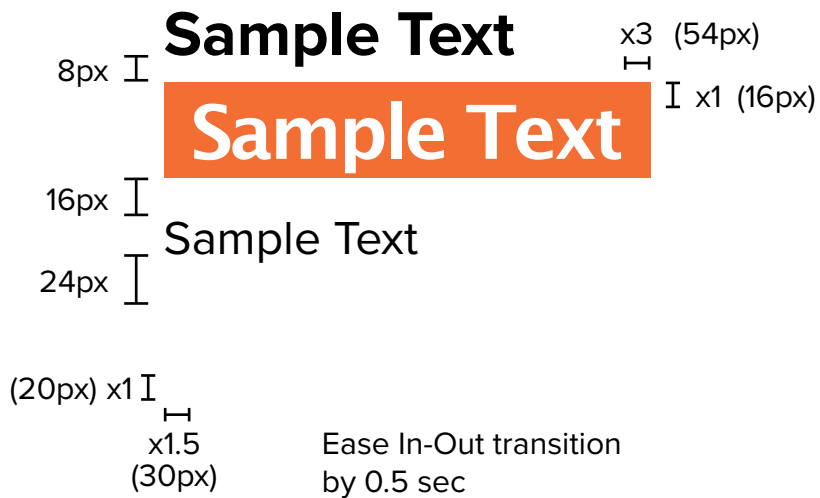
Landing Page Ex



LAYOUT

Typography Layout

Scale Spacing by +8 / x2



INTERACTIBLES

Colors

Use blues **#26A8EE** for light backgrounds & **#266DD3** for dark backgrounds. In a case that neither are suitable, use orange **#F56E31**.

Static

Hover

Main

Sample Text →

10px

Sample Text →

20px

(-50% / 0.5 Opacity)

Ease In-Out transition
by 0.5 sec

Others

Sample Text

Sample Text

Sample Text

Sample Text or **Sample Text**

Sample Text

Sample Text

INTERACTIBLES

Filter Tags

Interactable

This is a Filter Tag



Non-Interactable

This is a Tag

Input

Input Text

Add Input Here

Focus Input Text

Hello World!

Border Radius: 8px

Dropdowns

Select Items



Select Items



Toggles

Static



Sample Text



Sample Text

Toggled



Sample Text



Sample Text

ICONS / ILLUSTRATIONS

Iconography

Flat, Geometric, Filled, Mono Chromatic, Square

Static

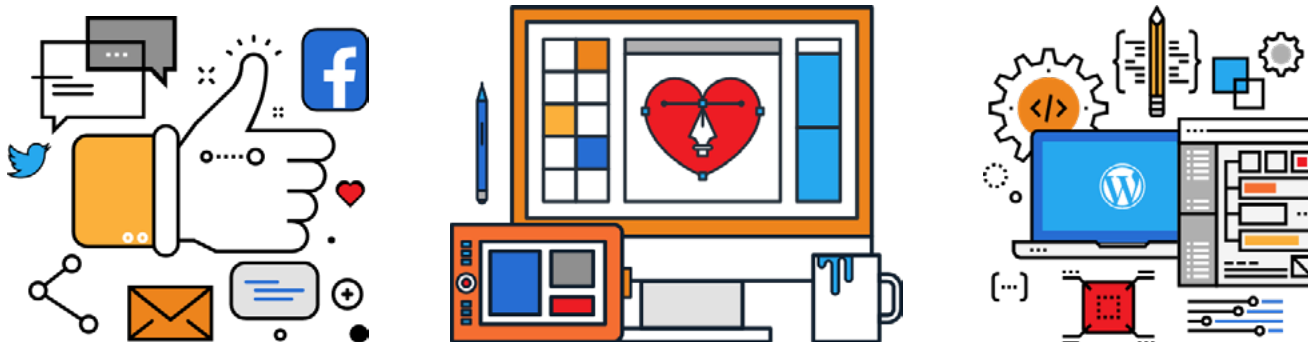


Hover



Illustrations

Flat, Geometric, Filled & Stroke Mix, Colorful (Make use of the color palette), Dynamic & Unbound

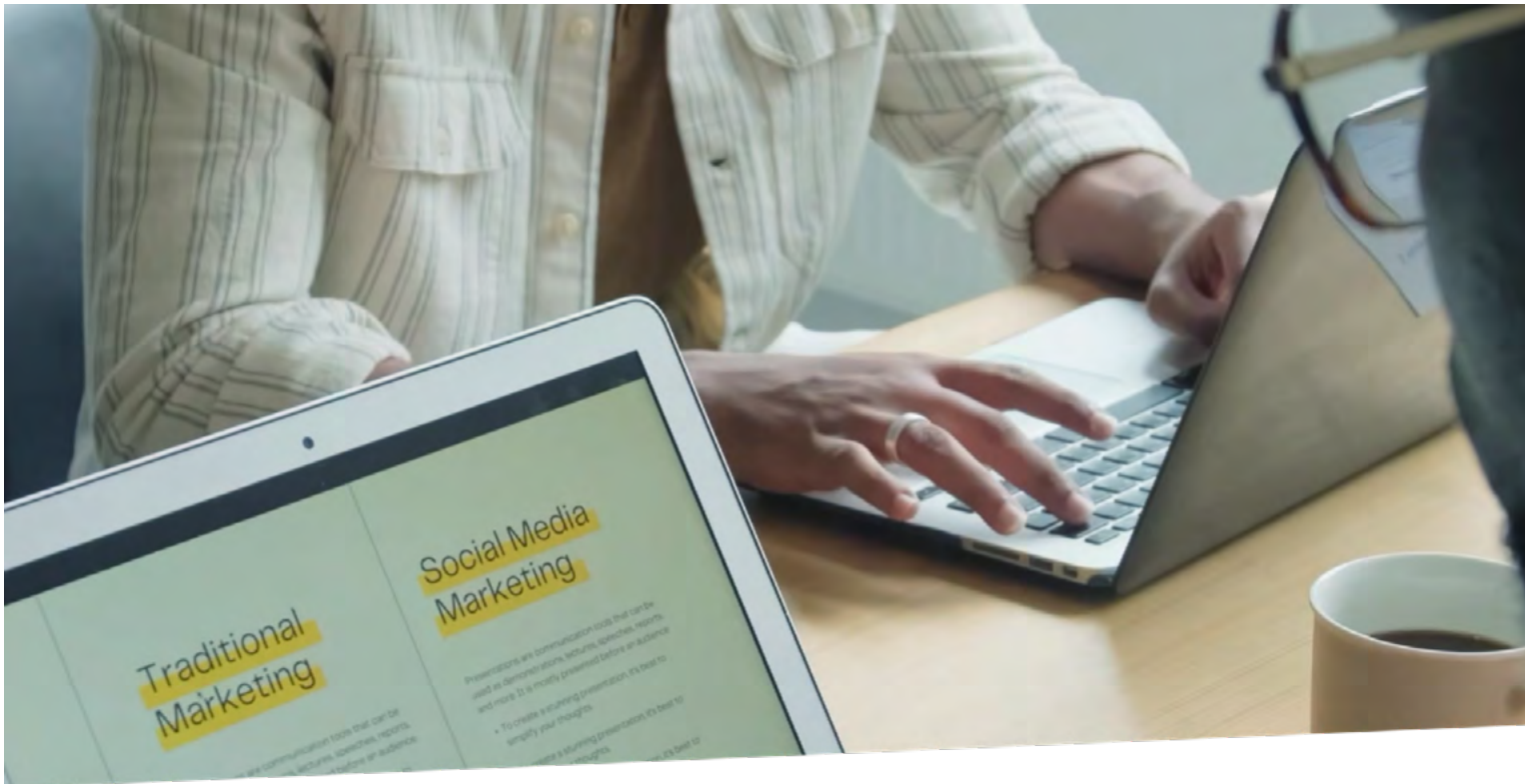


IMAGERY

Video

Rect Overlay: 25% Opacity / Soft Light Blend / #26A8EE

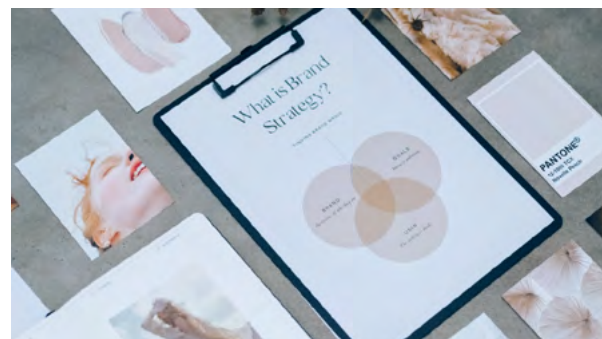
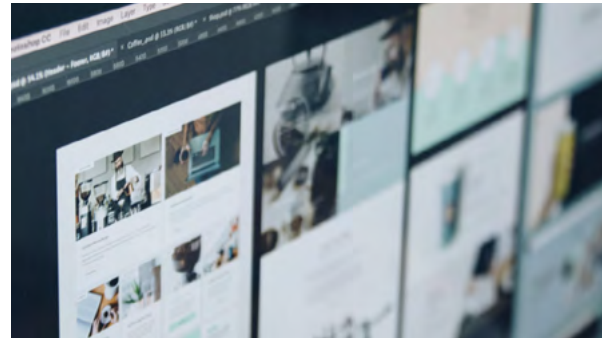
Quick clips, Hardworking, Understanding, Service, Conversing, Fun



IMAGERY

Photography

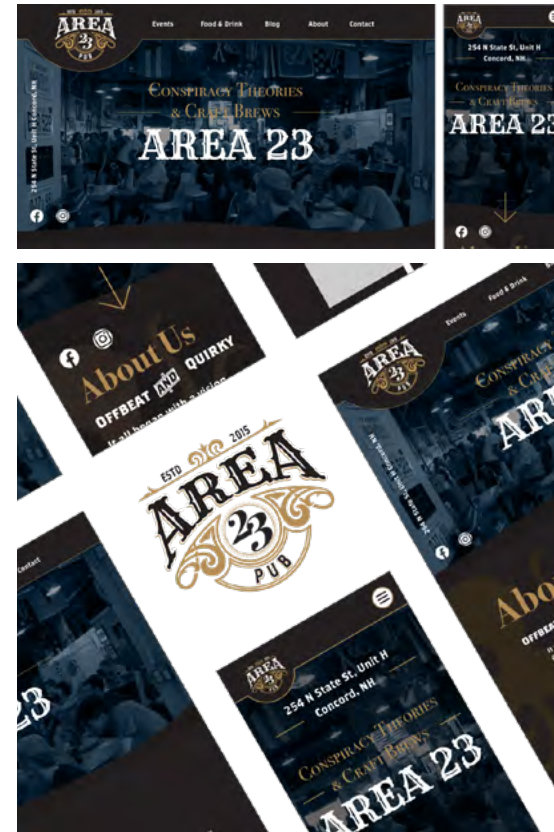
Use photos of a blue / cold tint to harsh contrast the orange. Add Geometric Shapes and Elements to surround images. Visual Elements should be of Office, Case Work, or Any thing Digital / Technical.



IMAGERY

Cases / Works

Present Case Studies on their specific page hero with mockup devices. Pages don't need to match cases colors but use branded colored imagery. Website scrolling videos can work for presenting as well. Only the landing page is necessary, unless other design aspects need to be displayed like food & drink menu pages. A short Branding Board goes a long way in presenting a brand identity. Also consider before and after comparisons.



NOTES

Some things to note:

The Search Pro Website is dynamic free floating. The experience and color should be soft with a mix of a warm orange and cool blues. The goal is to support local businesses through SEO, marketing, and design.

The focal of the website should be easy access and search for the services that you are looking for. The search and FAQ should target key words for blog items, case studies, and the Search Pro services.

Marketing, Design, and Web go hand in hand when presenting Case Studies. The structure of Case Studies can differ due to the services provided. Some things that all Case Study pages should include are Logo Design, Device Mockups for Landing Page (Consider Before & After), short Branding Boards including simple Typography and Colors. Consider adding brand patterns and merchandise mockups to cover any ideas a client might want for their company.

For pages defining Marketing, Branding, and Web Development, a simple definition will do along with how we implement it. Then encourage to scroll down to view the services of the specific section. Those specific services pages can simply define what it is and how we implement it in a similar fashion.

For titles without the orange background, keep them descriptive if possible and have the body text below describe the page. For titles with the orange background, keep them as short as possible and go into detail with the body text below.

