



Brand

Logo

Typography

Color

Photography

UI elements

Layout elements

Grid system

Brand

Dealer Fox makes car searching and shopping an easier and more personal experience. It should be clean and organized. Part of Dealer Fox's users are elder GMs at dealships. Considering their needs, everything should be practical and clear, element size should serve better readability.

Design principles



Green means go

Customers and dealers need to quickly understand information to efficiently achieve their goals. Important information such as visiting dealerships and car comparison should be indicated by obvious CTAs and clear icons.



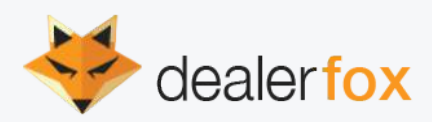
Your ride, your way

Anyone who can afford to purchase a new car should feel comfortable visiting Dealer Fox, no matter what price range they are looking for. Photography should feature diverse vehicles at different price points to show users that they can always find what they are looking for.



Know the route

Users should feel confident and knowledgeable in their purchase. Dealer Fox uses practical typography and a professional color palette to instill trust in the user. This trust empowers them to come back to the Dealer Fox site and to recommend it to others.



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Do's



Without text



With text

dealerfox

Dont's



Don't stretch



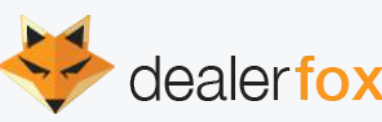
Don't use other fonts

dealerfox



Don't change colors

dealerfox



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Typography

Dealer Fox serves both customers and dealerships from 25-65. The typography should reflect the fun spirit and also keep readability.

Dealer Fox uses only one typeface: **Proxima Nova**. 3 weights and different sizes are used to create hierarchy and stay consistent and clean.

Desktop

Display	70px	Semibold	Car match
Header 1	40px	Regular	Which one fits you?
Header 2	36px	Regular/bold	Adventurous
Subheader 1	22px	Semibold/bold	2017 Nissan Sentra
Tab	18px	Regular/bold	Performance
Body	16px	Regular	Feels good to drive and has a great set of features.
Footer	14px	Regular/bold	Car reviews
Hover popup	12px	Regular	A car loan APR is a measure of the full amount of interest you will pay on your financing, over a one year term.

Mobile

Header	20px	bold	The car that matches you
Subheader	16px	Semibold	We found 30 cars for you
Body	14px	Regular/bold	Great car!
Captain	12px	Regular/bold	Suitable for a family of 4 Great gas mile for long trips High safety score Save energy



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Color

Dealer Fox uses one primary color to mostly indicate tabs and filters. The accent color is mostly used for CTAs and price. Background color shade is used for any section that needs a darker background.

Primary color

389A84

56 / 154 / 132

64 / 0 / 14 / 40



Shade: 2F806E



Tint: 48C5A9

Accent color

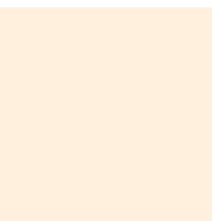
F89820

248 / 152 / 32

0 / 39 / 87 / 3



Shade: D28019



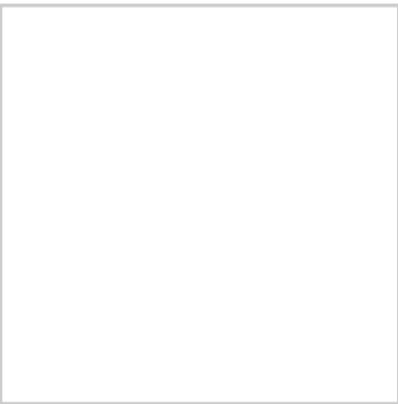
Tint: 47ECC7

Background color

FFFFFF

255 / 255 / 255

0 / 0 / 0 / 0



Shade: F6F7F9

Text color

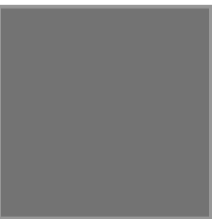
4A4A4A

0 / 0 / 29

0 / 0 / 0 / 71



Tint: 9B9B9B



Tint: 737373

Photography

Dealer Fox makes car shopping a personal and easy experience. The photography should make users feel connected and personal. Here are some examples:

**Hero image example:**

Combining open road with car makes a good balance between romantic feeling and practical functionality.

**Onboard quiz picture example:**

Onboard pictures should include both cars and people to create a more involving and connecting feeling for users.

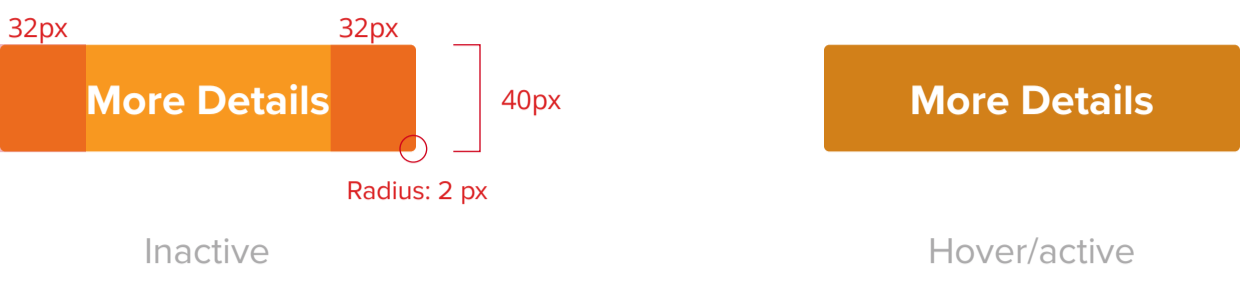
**VDP-compare car picture example:**

Car pictures in VDP compare chart should be of the same size. The pictures should be side view. Background should be transparent.

UI elements – desktop

Call to action buttons

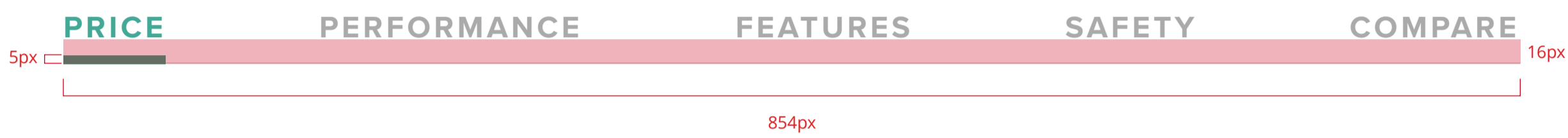
Primary button



Secondary button



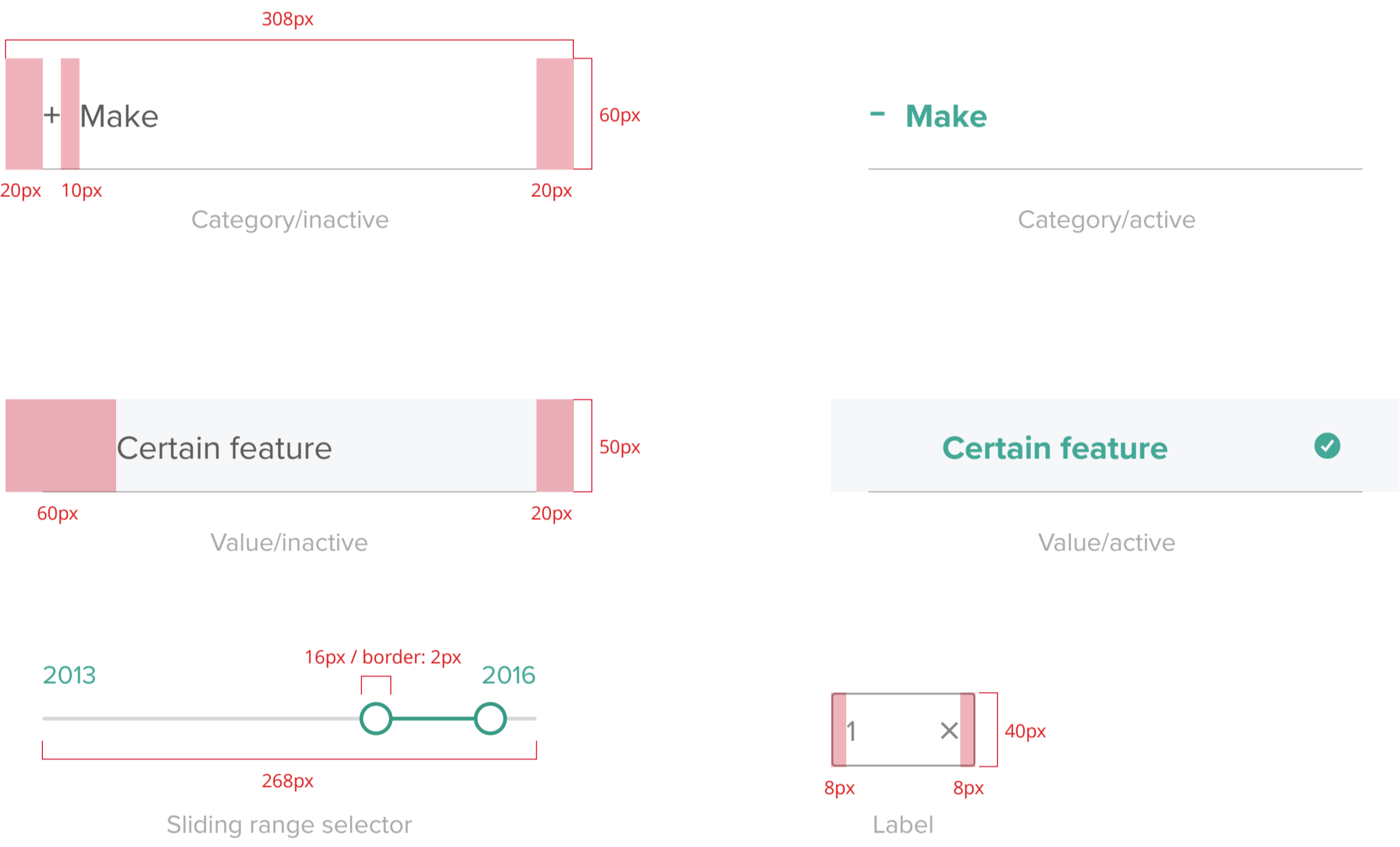
Tab



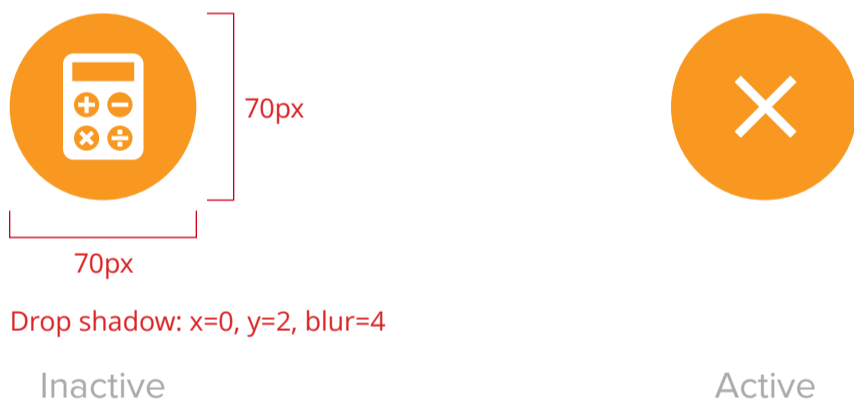
Text button



Filter



Floating action buttons

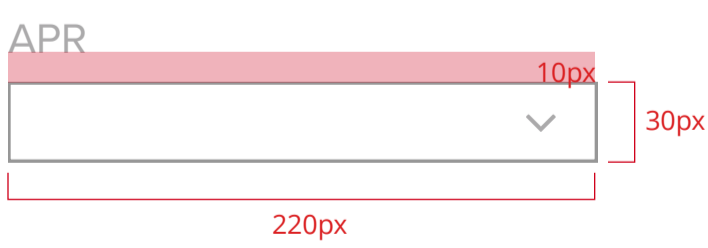


Input fields

Text input



Dropdown



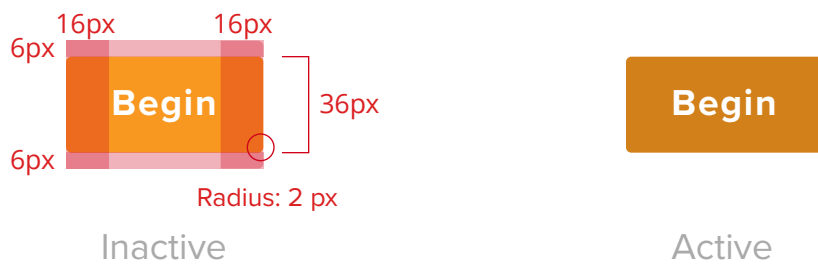
Icons



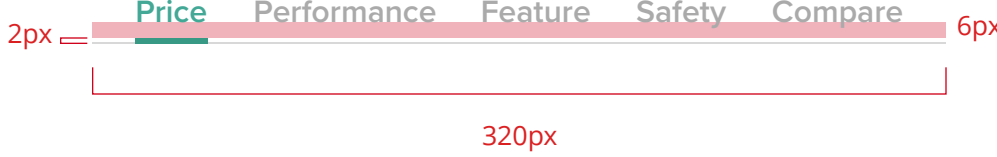
UI elements – Mobile

Call to action buttons

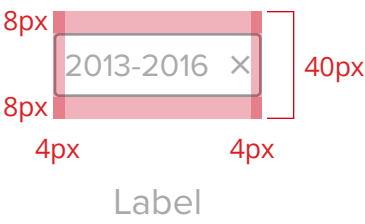
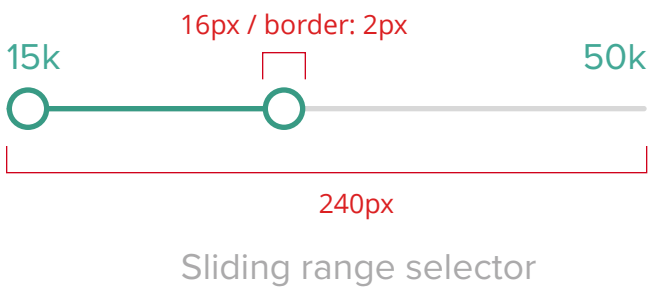
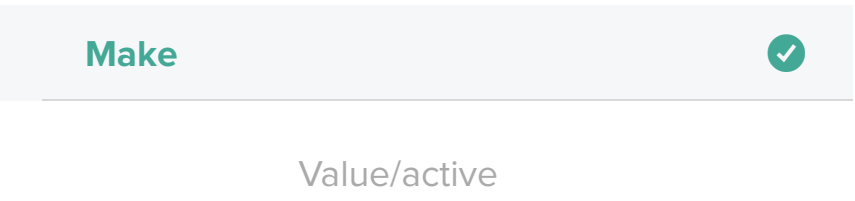
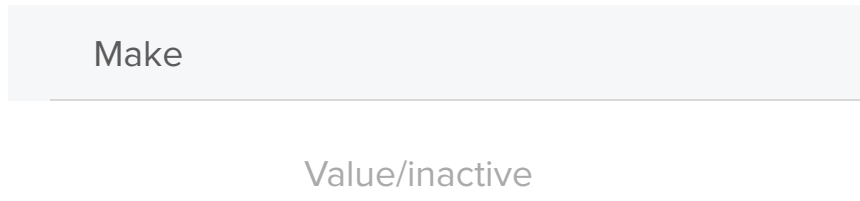
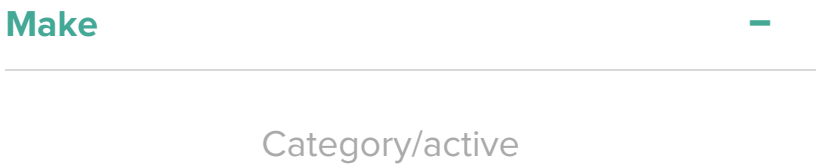
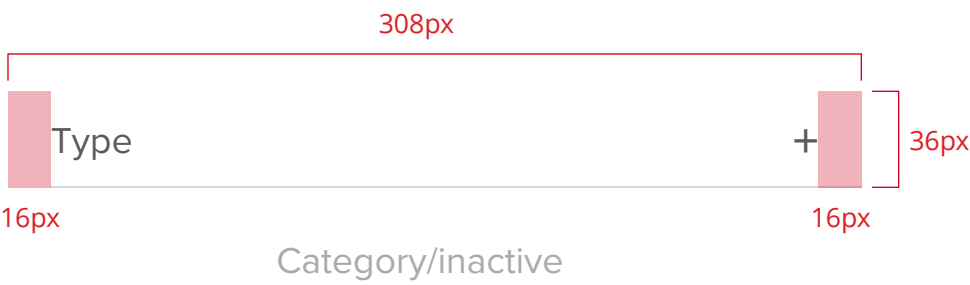
Primary button



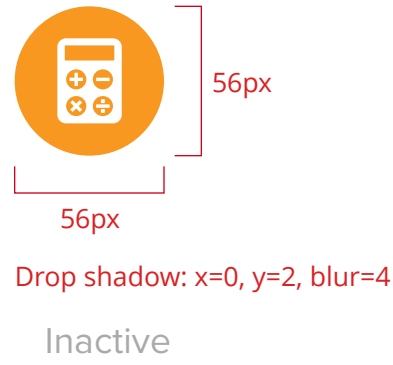
Tab



Filter



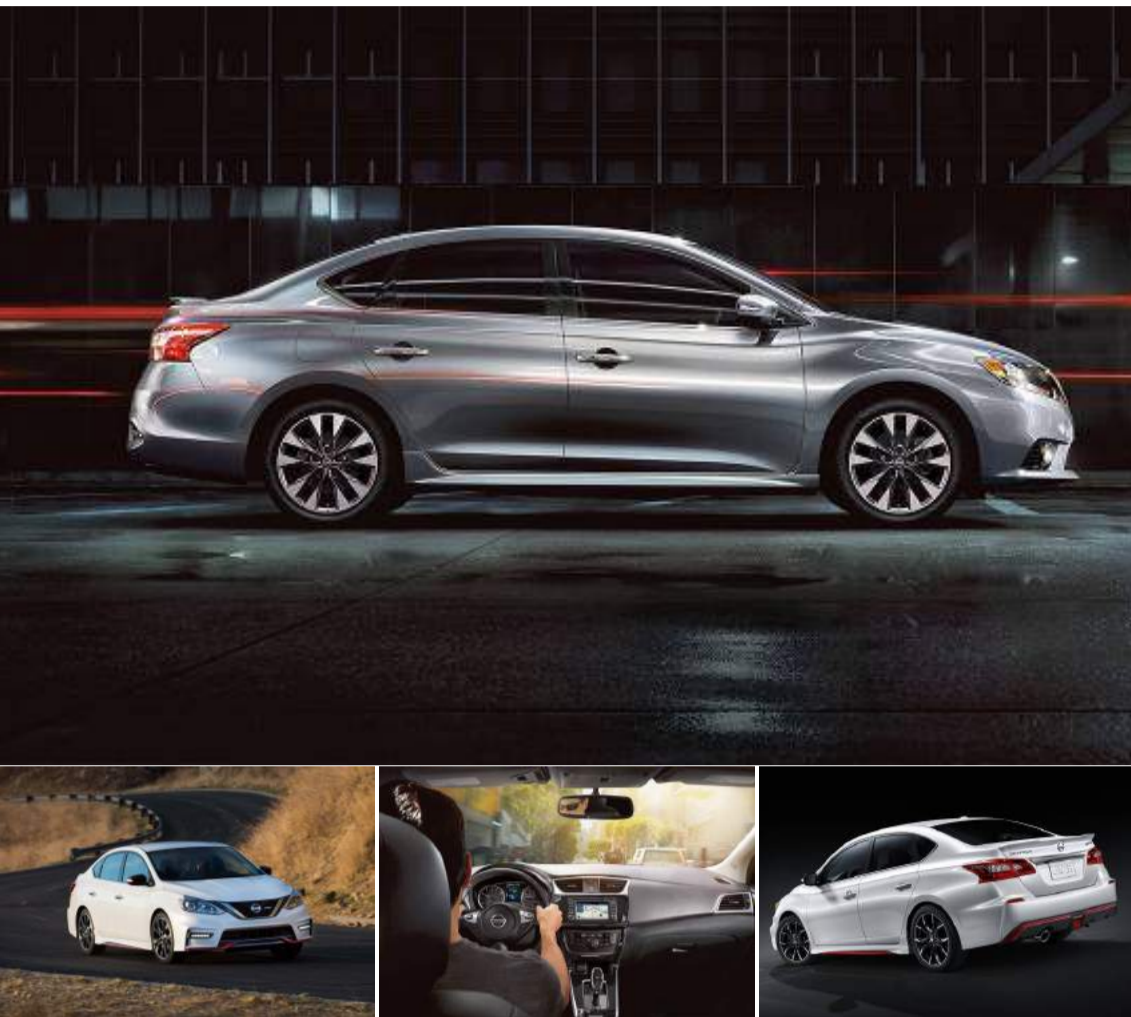
Floating action buttons



Layout elements

Cards

Desktop




29/37

Miles per gallon

89

Miles used



Entertainment center

Why this fits you

• Suitable for a family of 4

• Great gas mile for long trips

• High safety score


• Save energy

More Details

2017 Nissan Sentra

\$16,990+

Mobile



\$16,990+ | 2017 Nissan Sentra

Suitable for a family of 4 | Great gas mile for long trips | High safety score | Save energy

Pop-up

Loan amount

\$10,000

APR

5%

What's APR?

Trade in / cash

\$4,000

Calculate





How it works?

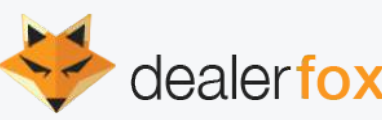
Monthly payment

Schedule a test drive

Save to proposal

Comparison chart

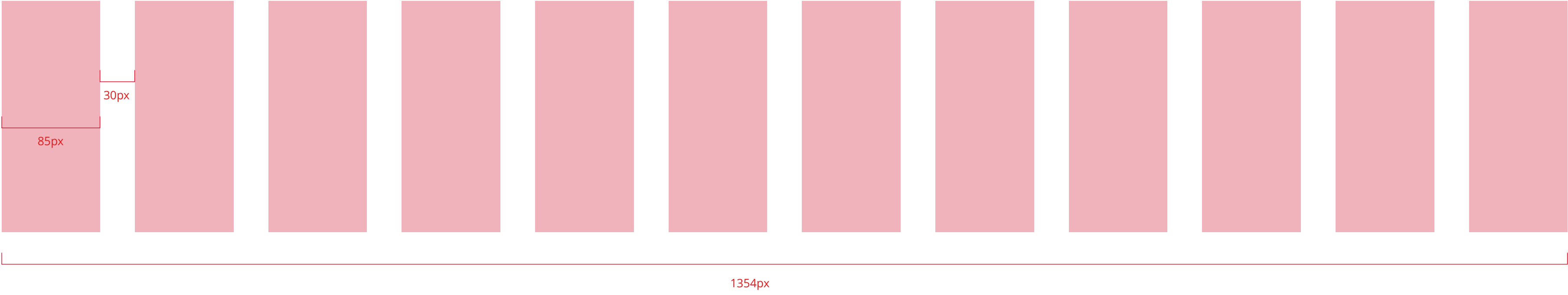
	 Nissan Sentra	 Honda Civic	 Toyota Camry	 Hyundai Sonata
Price	\$16,990	\$18,500	\$23070	\$21950
Seats	5	5	5	5
MPG (City/Highway)	29/37	25/36	27/34	24/29
Safety	4	5	5	5
Transmission	Manual	Auto	Auto	Auto



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Grid system

Desktop



Year

20132016

Price

15k50k

+ Make

+ Feature

+ Color

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