

Style



Guide

## homeit logo

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homeit  
logo

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Logo

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## PRIMARY LOGO

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Logo

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## SECONDARY LOGO

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homeit

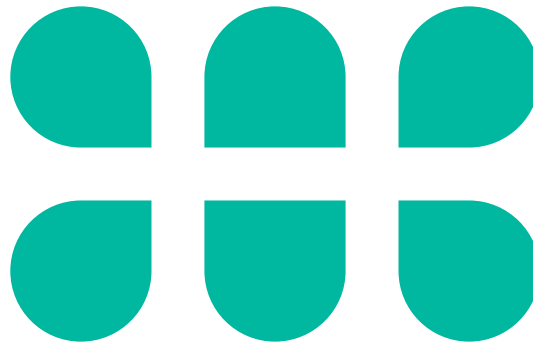
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Logo

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## LOGOMARK

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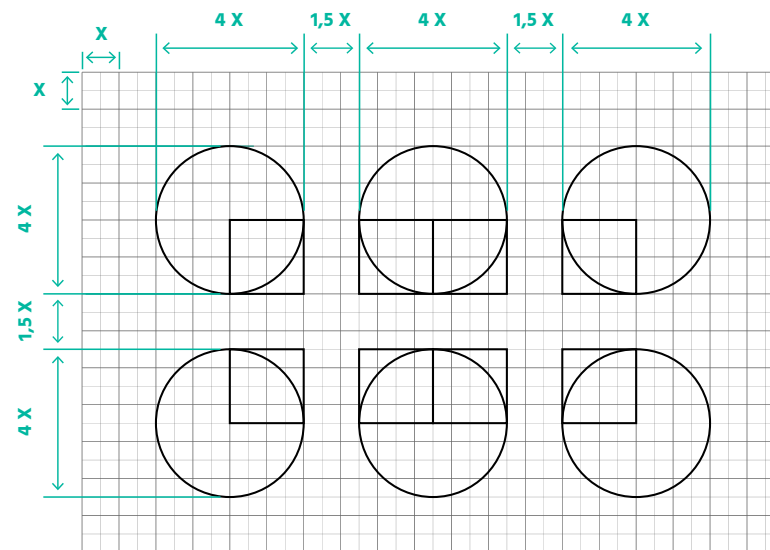
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Logo

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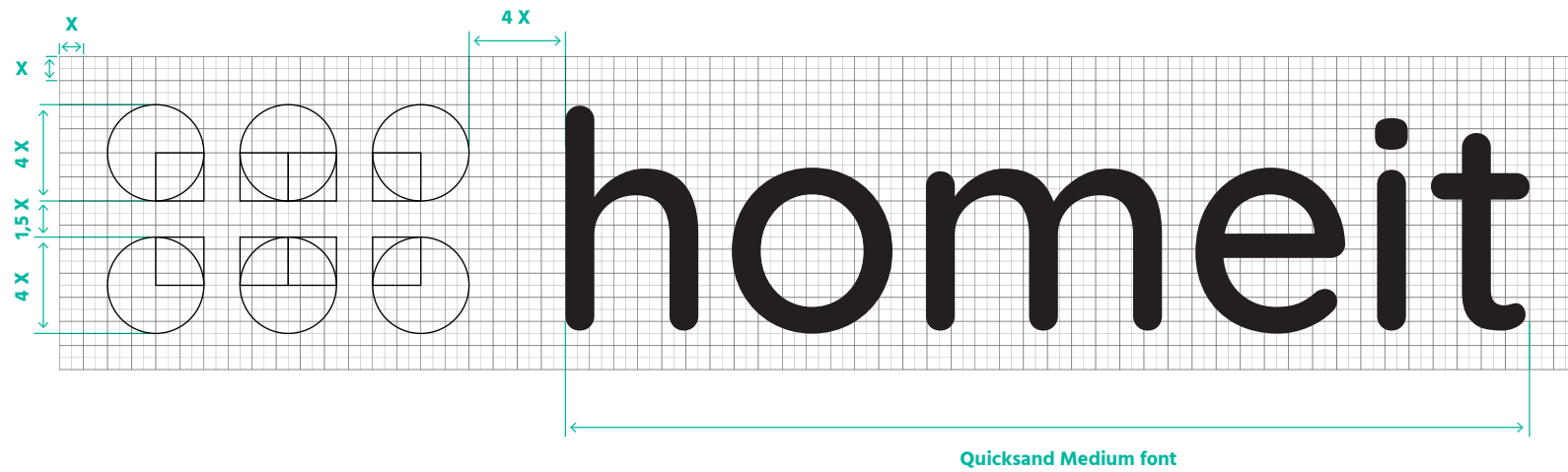
## LOGO CONSTRUCTION

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Logo

## LOGO CONSTRUCTION - PRIMARY LOGO





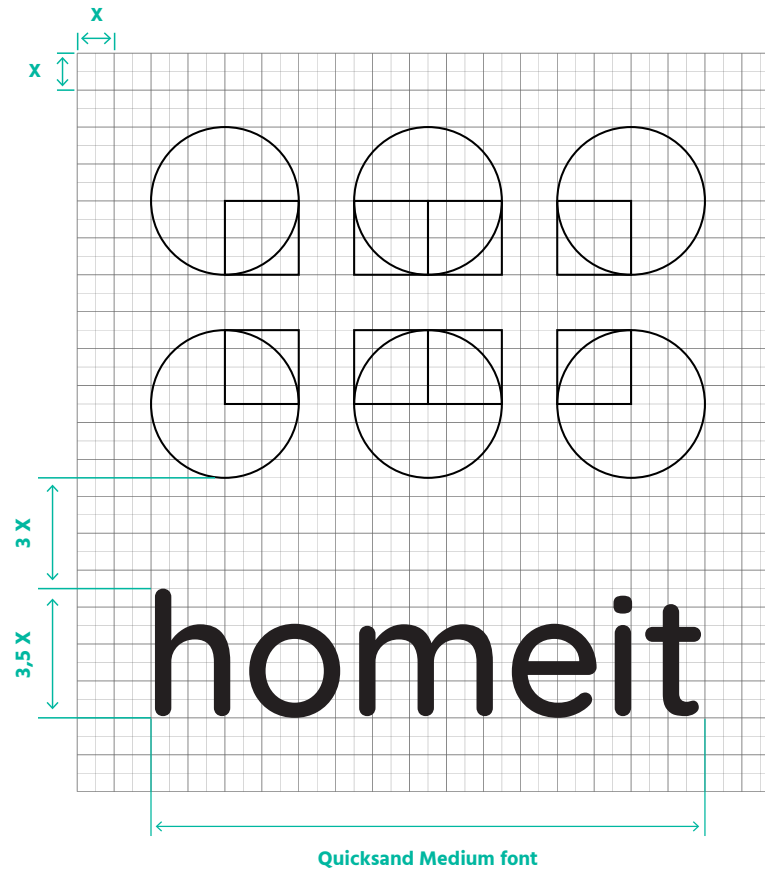
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Logo

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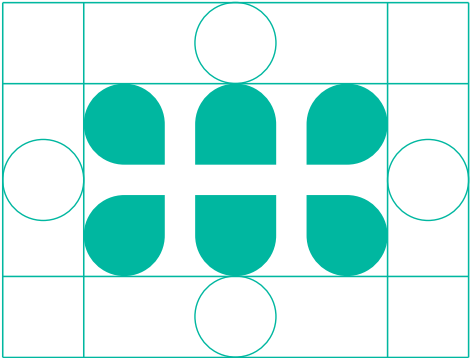
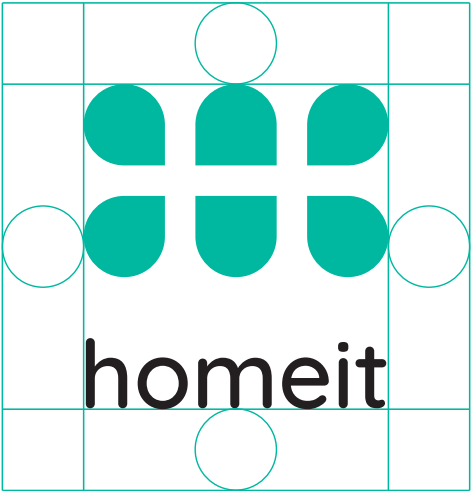
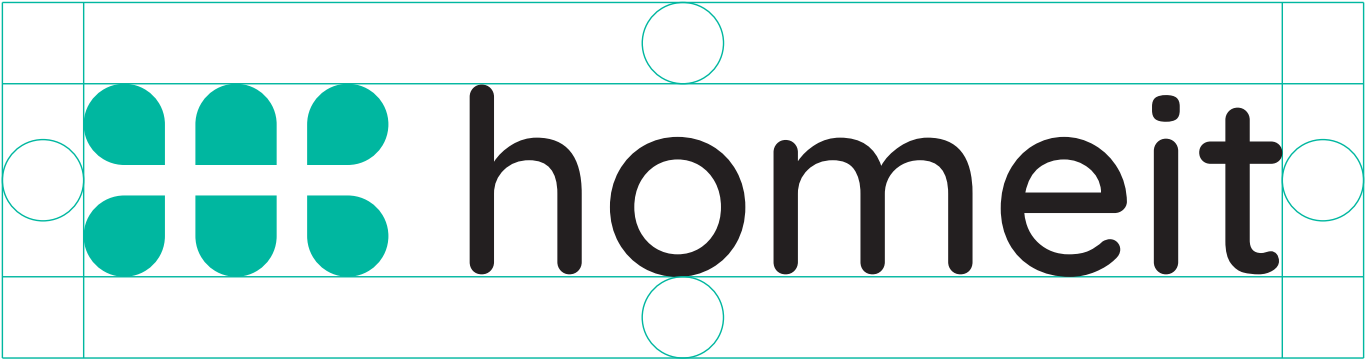
## LOGO CONSTRUCTION - SECONDARY LOGO

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Logo

CLEAR SPACE



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Logo

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## MINIMUM SIZE

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### Print



### Digital



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Logo

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## MONOCHROME

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homeit



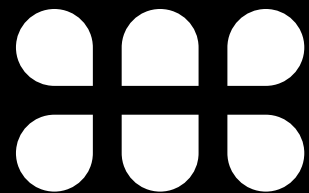
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Logo

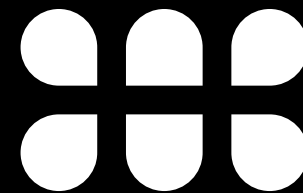
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## WHITE OUT

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homeit



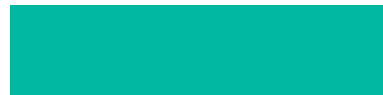
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Logo

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## LOGO COLOUR

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### homeit Colour

<b>Pantone</b>	7465C
<b>CMYK</b>	73 0 43 0
<b>RGB</b>	0 183 160
<b>HEX</b>	00b7a0



### Black

<b>Pantone</b>	Black
<b>CMYK</b>	0 0 0 100
<b>RGB</b>	0 0 0
<b>HEX</b>	000000

logo usage

## Logo Usage

## DON'T EXAMPLES



DO NOT invert the specified logo colours



DO NOT distort the logo elements



DO NOT add shadow or other effect to the logo



DO NOT alter the configuration



DO NOT change the logo colours



DO NOT violate the logo's clear space



DO NOT change the font



DO NOT use outlines

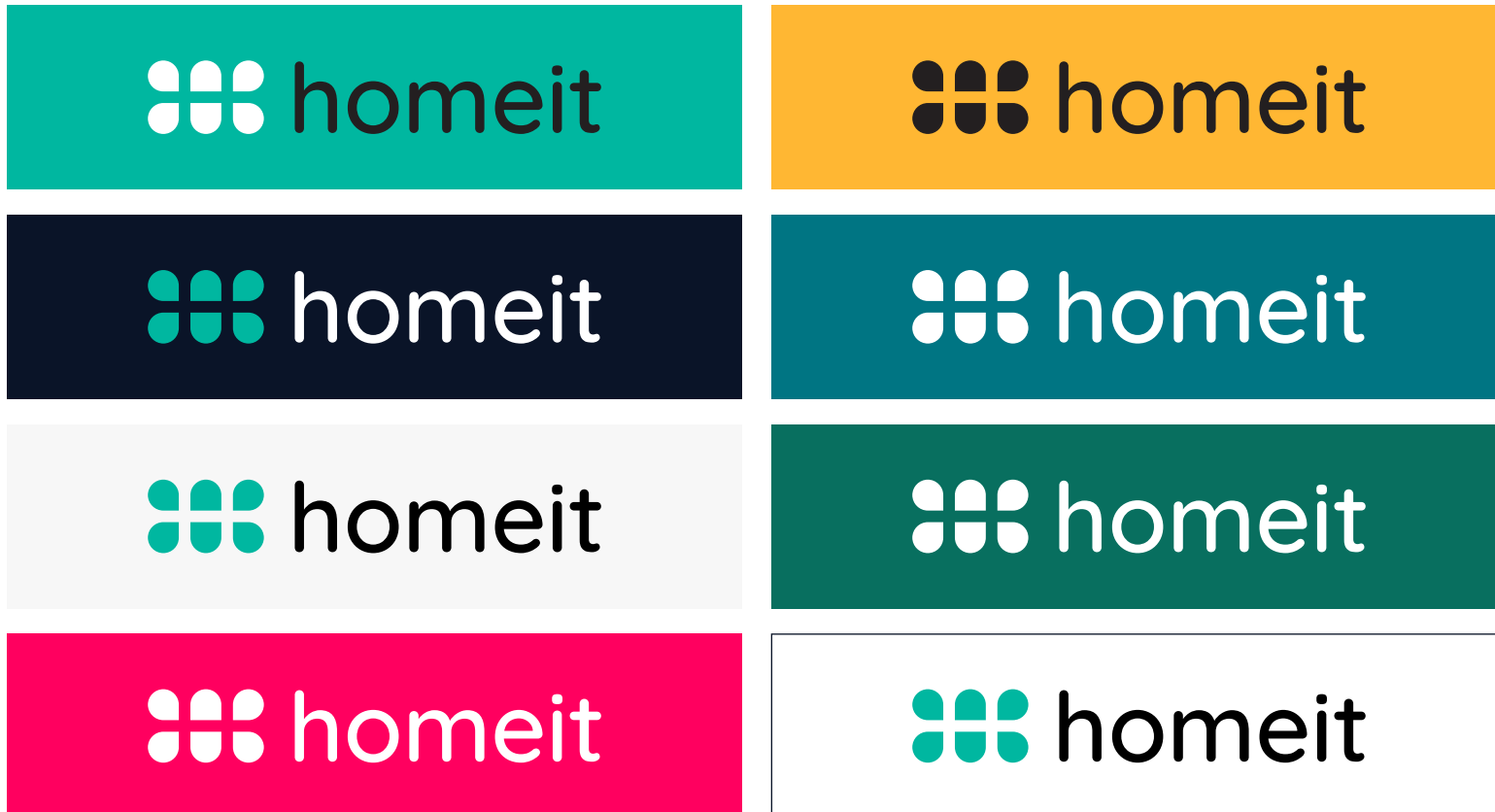


DO NOT place the logo on an angle



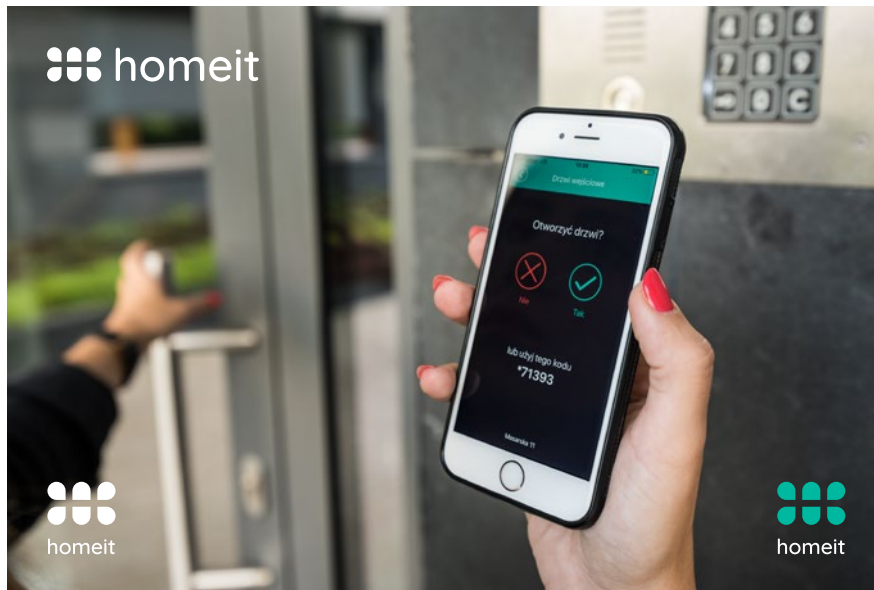
## BACKGROUND COLOURS

Recommended Contrast Ratio 4.6:1



## BACKGROUND IMAGES

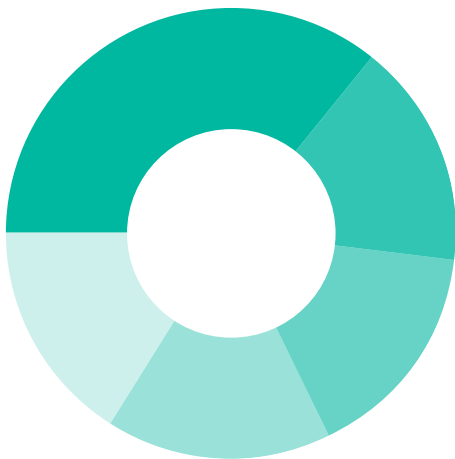
Recommended Contrast Ratio 4.6:1



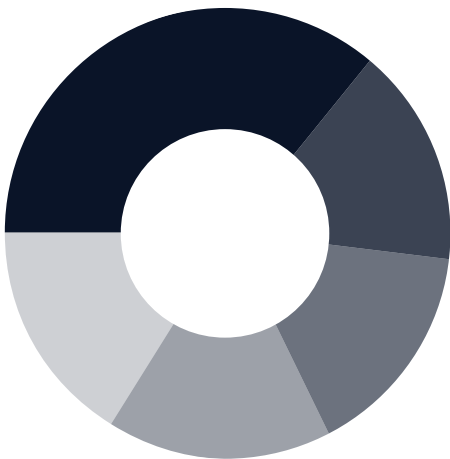
corporate  
colours

Corporate Colours

PRIMARY COLOURS



**Pantone** 7465C  
**CMYK** 73 0 43 0  
**RGB** 0 183 160  
**HEX** 00b7a0

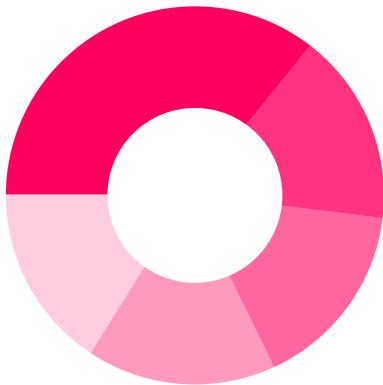


**Pantone** 2768C  
**CMYK** 100 70 0 80  
**RGB** 10 20 40  
**HEX** 0a1428



**Pantone** 7541C  
**CMYK** 10 5 7 0  
**RGB** 247 247 247  
**HEX** f7f7f7

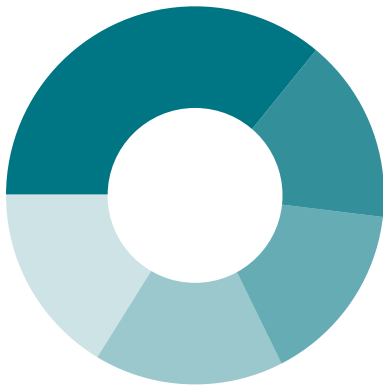
SECONDARY COLOURS



**Pantone** 1925C  
**CMYK** 0 100 44 0  
**RGB** 255 0 95  
**HEX** ff005f



**Pantone** 136C  
**CMYK** 0 30 90 0  
**RGB** 255 183 51  
**HEX**ffb733



**Pantone** 7474C  
**CMYK** 90 40 40 10  
**RGB** 0 117 131  
**HEX**007583



**Pantone** 586C  
**CMYK** 90 35 66 20  
**RGB** 8 111 95  
**HEX**086f5f

corporate  
fonts

## TITLES AND HEADLINES FONT

Quicksand

AaBbCcDd123

## Light

Lorem ipsum applan  
tur repudiandae nam  
nam ea nisl primave  
dicunt mar dictas.  
Cum in ferri congue  
appellantur, alia  
aperiam suscipit ea  
eos disputando.

## Regular

Ut prompta pellan  
tur repudiandae nam  
nam ea nisl primave  
dicunt mar dictas. Elit  
moderatus ea qui, ad  
lucilius repro primique  
mei vel in postulant  
amet.

## Medium

Dolores ets appell  
rep udiandae name  
nam ea nisl prima  
dint dictas. In ferri  
congue appellantur  
aperiam suscipit ea  
eos nihil sset  
disputando.

## Bold

Amet sit makrash  
tur et repudiandae  
nam nam ea nisl  
primave mare. vis id  
nihil maluisset  
disputando. An  
assum vitae affert  
vitae dolores.

TEXT FONT

Hind Madurai

AaBbCcDd123

Light

Lorem ipsum applan  
tur repudiandae nam  
nam ea nisl primave  
dicunt mar dictas. Cum  
in ferri congue appellan-  
tur, alia aperiam suscipit  
ea eos disputando.

Regular

Ut prompta pellan  
tur repudiandae nam  
nam ea nisl primave  
dicunt mar dictas. Elit  
moderatus ea qui, ad  
lucilius repro primique  
mei vel in postulant  
amet.

Medium

Dolores ets appell  
rep udiandae name  
nam ea nisl prima dint  
dictas. In ferri congue  
appellantur aperiam  
suscipit ea eos nihil  
sset disputando.

SemiBold

Amet sit makrash  
tur et repudiandae  
nam nam ea nisl  
primave mare. vis id  
nihil maluisset  
disputando. An assum  
vitae affert vitae  
dolores.

Bold

**Amet sit makrash  
tur et repudiandae  
nam nam ea nisl  
primave mare. vis id  
nihil maluisset  
disputando. An assum  
vitae affert vitae  
dolores.**



**ALTERNATIVE FONT\***

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## Verdana

AaBbCcDd123

### Regular

Lorem ipsum applan  
tur repudiandae nam  
nam ea nisl primave  
dicunt mar dictas.  
Cum in ferri congue  
appellantur, alia aperi-  
am suscipit ea eos  
disputando.

### Bold

**Ut prompta pellan  
tur repudiandae  
nam nam ea nisl  
primave dicunt mar  
dictas. Elit modera-  
tius ea qui, ad lucili-  
us repro primique  
mei vel in postulant  
amet.**

\* Use this alternative font just when it is impossible to use the proper corporate fonts. For instance: Email Service platforms or another "graphic web tool".

sub brands

## SUB BRANDS

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homeit BOX

homeit KIT

homeit APP

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Sub Brands

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## SUB BRANDS CONSTRUCTION

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Lower Case

Upper Case

homeit BOX

Quicksand Medium font

