



**THE HOUSE**

**Constructing Collaborative Communication**

Branding Guidelines

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loremipsum

**Primary Logo**



Logo Brand



**THE HOUSE**

Logo and Text



Logo Brand



**THE HOUSE**

Logo and Text

**Secondary logo**





# Color Palette

# Primary Colors



Hex	#1c3382	#ffffff	#000000
RGB	41,57,129	255,255,255	0,0,0
CMYK	100,93,17,4	0,0,0,0	0,0,0,100

# Secondary Colors



Hex	#1c3382	#9b9da0	#ffffff	#000000
RGB	41,57,129	153,156,159	255,255,255	0,0,0
CMYK	100,93,17,4	12,33,32,1	0,0,0,0	0,0,0,100

# Typography

# Arial

10

The quick silver Fox jumps over the log  
1234567890

16

The quick silver Fox jumps over the log  
1234567890

25

The quick silver Fox jumps over the log  
1234567890

32

The quick silver Fox jumps over the log  
1234567890

# Avenir

10 Book

The quick silver Fox jumps over the log  
1234567890

16 Medium

The quick silver Fox jumps over the log  
1234567890

25 Heavy

The quick silver Fox jumps over the log  
1234567890

32 Roman

The quick silver Fox jumps over the log  
1234567890

# Usage on Backgrounds



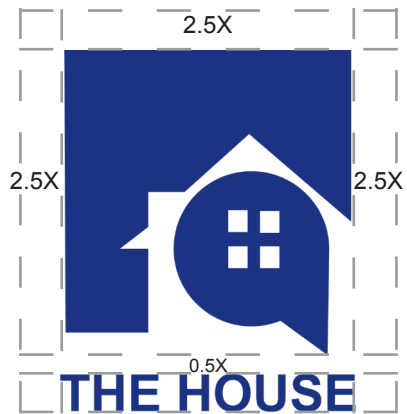
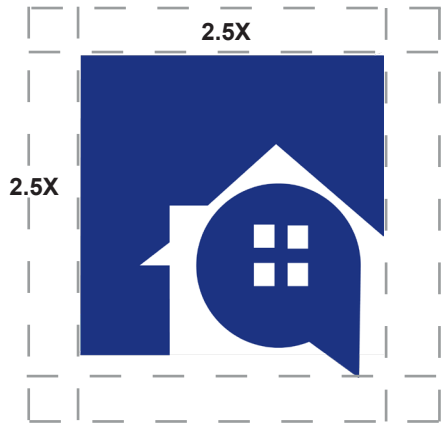
The full-color logos should be used only on white or black colored backgrounds. Avoid using full-color logos on photographs unless the logo sits on a black or white background.

# Solid Color Use



The full-color logo will not perform well on photography and various background colors. In those cases, the one-color logo should be used. The one-color logo should be used only on photographs and colors within the “The House” color palette. The one-color logo should only be used in black and white colorways, as shown below.





## EXCLUSION ZONE



Always allow the minimum space around the logo. (At least 19 px)

**Don'ts**



*Dont Alter the color*



*Do not distort*



*Do Not Alter or change the logo shapes or the spatial relationships of the icon elements*



*Do Not create a Wordmark in another typeface*



*Do not use repeated elements in closed patterns*



*Do not use Dropshadows*



*Do not use Gradients*



*Do not use other color backgrounds other than in primary color palette*



*Do not apply a Tint to the Logo*



*Do not add outlines to the Logo*

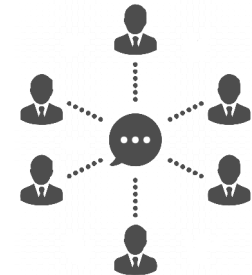
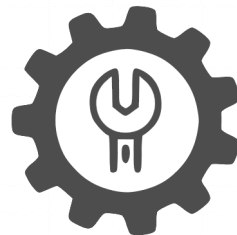
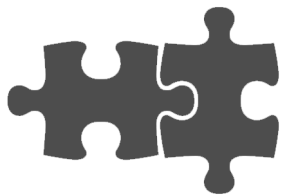
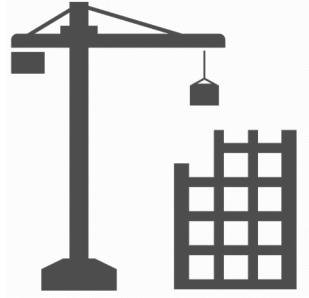


*Do not place on color backgrounds other than black and white*



*Do not apply various colors to the logotype*

# Iconography



# Glossary

## RGB

*(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.*

## CMYK

*(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.*

## AI (Adobe Illustrator)

*AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).*

## EPS

*EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.*

## VECTOR

*Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality*

## PNG

*The PNG format is often used for images on the web because it offers two main benefits. First of all, PNG files can have a transparent background, meaning no distracting white box around the image. Second, similar to a .GIF file, a PNG file is lossless, meaning it maintains its image quality even after being compressed.*