



CUSTOM SYMBOL

House

CUSTOM WORDMARK (MODIFIED
VERSION OF TYPEFACE UNI NEUE)



0.3" W (0.762 cm)



MINIMUM SIZE

Size minimums are noted to ensure the logo is legible at its smallest size. Never reproduce the 2D House logo smaller than 0.3" wide (0.762 cm).

CLEAR SPACE

A clear space equivalent to the size of the distance between the symbol and the top of the lowercase letterforms in the "House" wordmark is the minimum space that must be retained around the logo at all times to ensure maximum readability. Items such as text, images or graphic elements should be kept away from the logo by this minimum distance.

COLOUR PALETTE



GREY
PANTONE 425
C48 M29 Y26 K76
R84 G88 B90
HTML #54585A

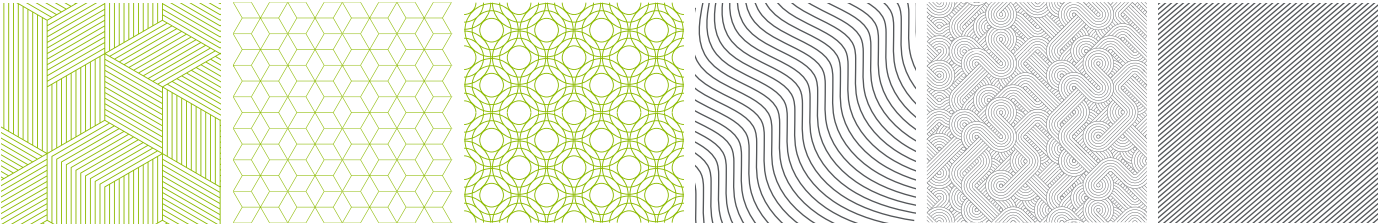


GREEN
PANTONE 376
C54 M0 Y100 K0
R132 G189 B0
HTML #84BD00



2D HOUSE BRAND GUIDELINES

2D PATTERNS ADD PLAYFULLNESS AND CREATIVITY TO THE BRAND



2D PATTERNS CAN BE INCORPORATED INTO THE SYMBOL



2D PATTERNS CAN BE USED AS BACKGROUNDS

