

# **HouseCom™ ThermoSecure™**

## **Brand Guidelines**

How to apply the HouseCom™ Brand identity  
consistently and effectively

**October 2018**

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# Introduction

Brand Guidelines are a set of rules that explicitly explain how our brand works. These guidelines are to be followed in all communications to ensure there is a consistent and unified representation of the HouseCom™ brand.

This guide covers all components of the design system, how and when to use them, appropriate variations and acceptable vs unacceptable uses. This guideline will make the production of materials easier, quicker and more effective and, in turn, will assist to maintain our brand strength.





# Brand Characteristics

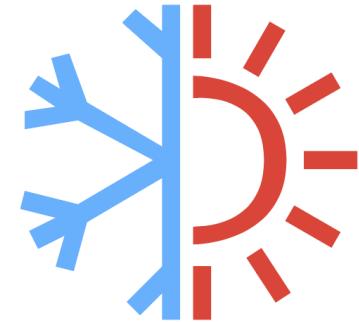
There are various characteristics that define the HouseCom™ brand. Below contain the most prominent characteristics of our brand:

- Intelligence
- Sophisticated
- Innovative
- Modern

# Logo Elements

## The Elements

HouseCom™ ThermoSecure™ is identified by its corporate logo, which is comprised of half a blue snowflake icon and half a red sun icon. This logo effectively captures the HouseCom™ characteristics and perfectly captures what the company stands for: innovation, modernity, and intelligence. The preferred HouseCom™ logo is shown on this slide and is not intended to be reproduced in any other manner.



**HouseCom™**  
ThermoSecure™

# Logo Elements

## Clear Space

The diagram on the right describes the clear space that must always be obeyed around the HouseCom™ ThermoSecure™ logo. The minimum space above, below, to the right, and to the left of the logo is equivalent to the height of the 'H' in HouseCom™.

## Minimum Size

To guarantee recognition, the HouseCom™ logo is to not be replicated at sizes where the name is smaller than 25mm wide or 20pixels wide. When adjusting the width or height sizes, the other elements must be accurately proportional to the surrounding elements. If smaller replications are desired, consider using a small wordmark in the text instead.

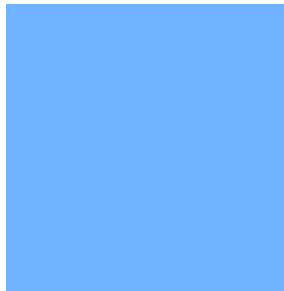


# Colour Study

The HouseCom™ visual identity uses 3 main colours: **red**, **blue** and **black**. These create the primary colour palette.

When inks are not applicable, the displayed breakdowns should be considered: For 4-colour process printing, use the CMYK values shown here. For on-screen and website apps, refer to the RGB values identified.

Please use only these provided colour breakdowns.



**Baby Boy Blues®**

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**CMYK C 12 M 1 Y 0 K 18**

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**RGB R 183 G 206 B 208**



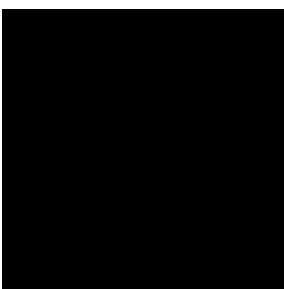
**Warm Red®**

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**CMYK C 0 M 55 Y 60 K 80**

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**RGB R 209 G 94 B 84**



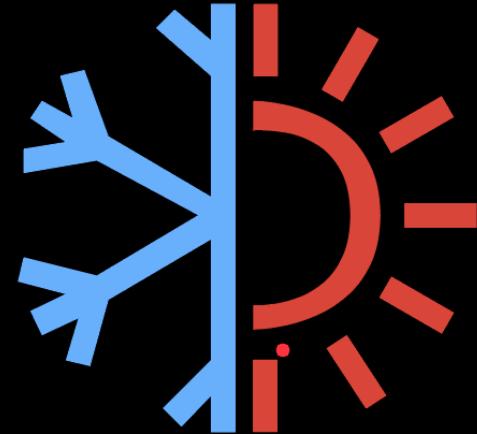
**Black**

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**CMYK C 0 M 0 Y 0 K 100**

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**RGB R 0 G 0 B 0**



**HouseCom™**  
ThermoSecure™

# Colour Study

## The Reverse Logo

You may reverse the HouseCom™ logo so that the text is white, instead of black. However, do not use the reverse logo over similar colours, images, or symbols to the iconography of the logo.

# Typography Study

## Type family

Helvetica is the only typeface used in the HouseCom™ company identification logo. Any other replacements fail to correctly represent the company and are strictly prohibited. However, should Helvetica not be available, Avenir Light may replace it – but, is not suggested.

## Heads and Subheads

For heads and subheads, Helvetica Bold is recommended.

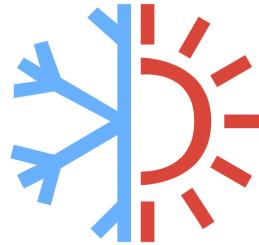
## Body Copy

Body copy is set in Helvetica Light.

## Type Colour

All type is expected to be dark grey #4d4d4d. However, on a black background, white #FFFFFF is perfectly acceptable.





# HouseCom™

ThermoSecure™

Any questions about the brand guidelines can be shared with:

***Soraya Pittis, Allison Pao, Jaclyn Flomen, Reece Devine, and Jay Vernon***