# Homeland

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## The Brand Logo

• This primary logo should always be used in this size relationship.
• Do not recreate the logo. Always use the logo supplied in the logo pack.
• hdhfhdfdfh

## The Logomark

• In some cases where legibility of the logo is comprimised, the logomark should be used.
• The same design rules apply to the logomark as the brand logo.
• hdhfhdfdfh

**Homeland**

The Brand Logo

The Logomark

# Logo on backgrounds

## Logo & backgrounds

- The light logo should always be placed on dark backgrounds and the dark logo on light backgrounds.
- Always make sure it is ledgible on the background colour.
- When used on top of a photograph make sure it sits on either the darkest or lightest part of the photo depending on the logo used.





✓ Keep the logo in the dark so it is legible



X Logo gets lost in light backgrounds

## Logo construction and spacing

- To make sure there is clear space around the logo use the uppercase H as a guide.
- If only the logo mark is used, use the same clear space rules as the full brand logo.

# The brand

## Brand personality

The brand has a sense of authority and trustworthy-ness in this sector but yet still hold the feeling of youthfulness and being up to date on the latest trends.

When customers see anything from content or products they feel the quality and thought that has gone into everything. The brand takes into consideration the individuals feelings and wants to take care of the customers interior decoration needs.

When users interact with the site or products the language used is very humorous for example if they landed on a 404 page but not too humorous as to seem childish.

## Target audience

The target audience for this brand is between the ages of 30-45, from young professionals and young parents. These are people with disposable income and who are possibly starting to build a home and create their own unique "style". They are looking for quality pieces which they know will last them a lifetime and are enviromentally produced and sourced. The brands they choose to buy products from must align with their values and beliefs.

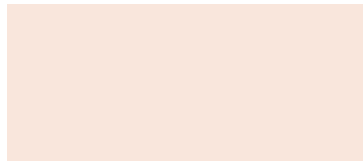# Colour Palette

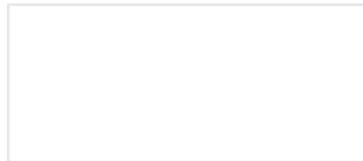## Brand & website colours

**Dark green**

#2e3b3a
R46 G59 B58
H175 S21 B23

**Light green**

#556766
R85 G103 B102
H176 S17 B40

**Light coral**

#f9e6dc
R249 G230 B220
H19 S11 B97

**White**

#ffffff
R255 G255 B255
H19 S0 B100

## Signal colours

**Warning**

#ffe87a
R255 G232 B122
H49 S51 B100

**Success**

#9cc76d
R85 G103 B102
H87 S45 B78

**Error**

#eb626d
R235 G98 B109
H354 S58 B92

# Typography

## About the fonts used:

- For the base font size fot the website we use calc(16px + 0.3vw) to adjust the fonts according to the viewport size.
- If unsure of the placement of any fonts please consult us first.
- All font sizes shown here in px are taken from a 1366 viewport width.

| | | |
|---|---|---|
| **Libre Baskerville** | Page title | Bold 56px |
| **Libre Baskerville** | Section title | Bold 29px |
| **Libre Baskerville** | Content title | Bold 22px |
| Open sans | Paragraph large, nav | Regular 19px |
| Open sans | Paragraph text | Regular 17px |
| Open sans | Buttons, forms | Regular 16px |
| **Open sans** | Card title | Bold 16px |

# Iconography Styles

Icons should always be self explanitory. The user should not have to read any accompanying text to understand what the icon is for.

The minimum size of the icons should be no smaller than 22px so that they stay legible. Icons should always be the ´dark green´ brand colour otherwise if used on a dark background they should be white, but always check the contrast or consult our designers if you are unsure.
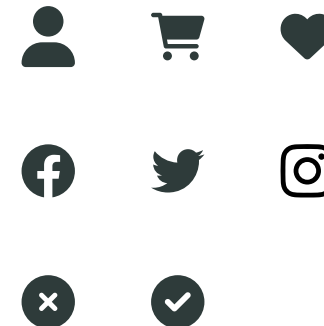
# Background patterns

These SVG ackground patterns can be used on various sections. To be able to use a pattern it must be a shade or two darker than the background colour it has been placed on and should have a reduced opacity.

The pattern should not distract the user from the content that is in the section using the pattern. It is only there for decorative purposes and if it does distract from the main content then it should not be used.
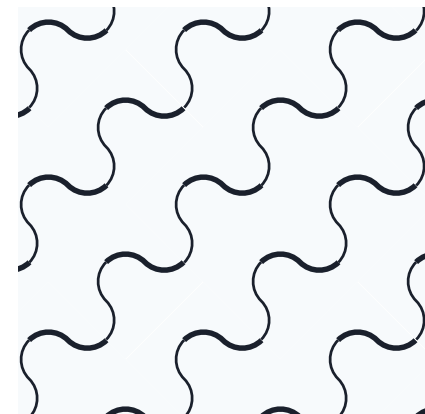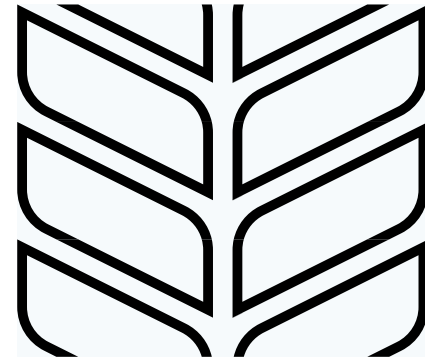
# Form styles

| Label | Label |
| :--- | :--- |
| Inactive | Focused |

| Label | Label |
| :--- | :--- |
| Hover | Error |

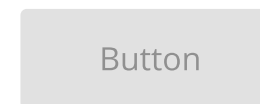| Label | Label |
| :--- | :--- |
| Input text | Input text |
| Activated | Disabled |

# Buttons



Recommended spacing

For our button we keep a standard padding of 16px top and bottom and 40px left and right. The same base button style is used for all buttons but different styles are applied to help the user know the context of the specific button as well as taking accessibility issues into consideration.

## Active & disabled state

| Button | Button |
|--------|--------|
| Default | Disabled |

## Hover & hover off

| Button | Button |
|--------|--------|
| Default | Hover |

## Focus

| Button | Button |
|--------|--------|
| Normal | Focus |

# Cards

Product cards on all pages will have the same styling. It will be the product image accompanied by the product title and price. Allow for a margin above the product title of at least 0.5rem. The image on the card will also have a 4px border-radius. There should never be more than a 4 column grid for the products and there will be a single column grid for mobile views.
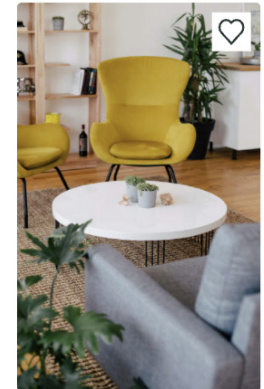
Yellow Chair
$ 180,00

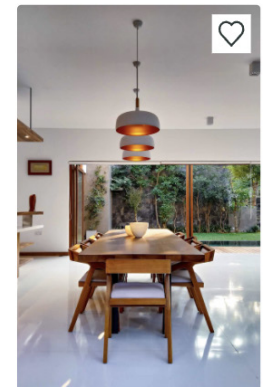## 4 column grid on medium-large desktops



Yellow Chair
$ 180,00



Wood Table
$ 1100,00



Ash Mirror
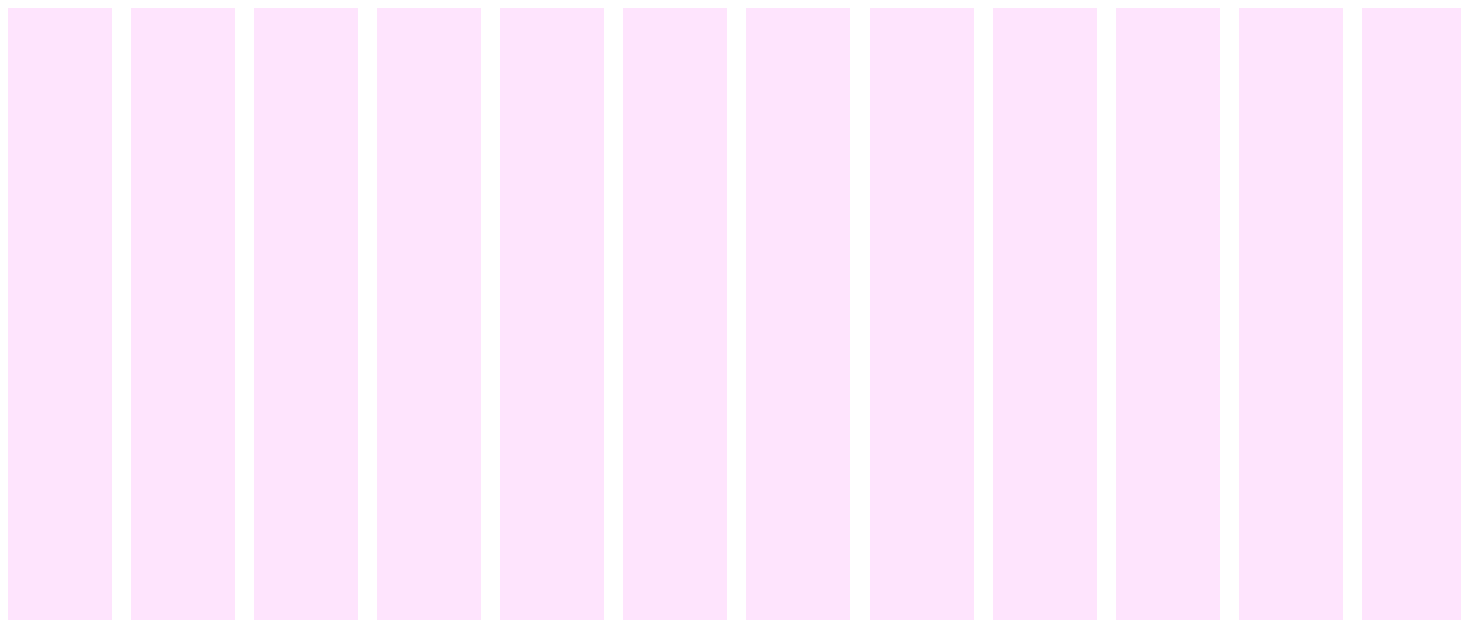$ 100,00



Clay Plates
$ 22,00



Wood Table
$ 1100,00

# Grid

We use a standard 12 column grid for desktop and 4 column grid for mobile.The margins should never be less than 16pt on the left and the right to adhere to  android and ios guidelines and to create space between the content and the edges of the page.

Mobile

Web

# Imagery in use

Imagery used on the website is all professionally styled and the colours used within the photos are used to compliment the brand colours.
We do not put any text over our images unless they are used as hero images then a css filter will be applied with a contrast of 100% and a brightness of 41%. The point of the images is to sell the look and feel of a room and the products within it.
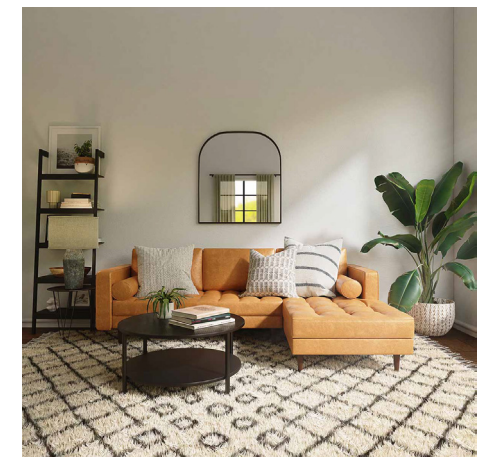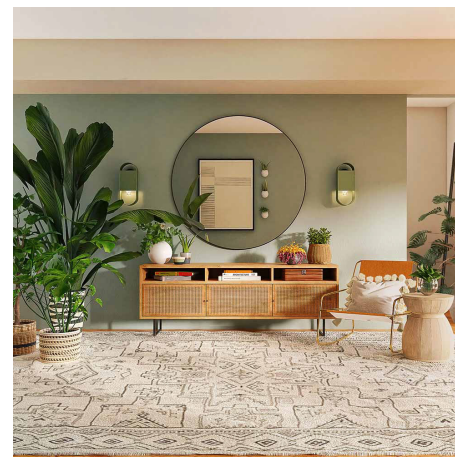
# Content examples

The next two page are examples of content pages for the website. The first is a blog post page and the second a product page. They show what kind of spacing is used on these specific kinds of pages as well as the scale and size of elements etc.

Example of Blog post layout



## How Homeland helped me with my tiny space in New York.

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# Content examples

Example of product page layout



## The Orange grove sofa

10 000Kr

Colour:

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