

Logo Guidelines



Hey there!

If you're reading this, you're probably a designer ready to get to work. Whatever you whip up on behalf of Houzz, please don't forget to follow these rules to help protect our brand identity—it's kind of a big deal.

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Logo Identity

The Houzz logo comes in three versions to cover all design layouts and styles. Here's what they are and how to use them:

Horizontal Lockup

This is our primary brand visual which should be your first choice for all design applications.

Stacked Lockup

This is our secondary brand visual which should be used sparingly in narrow spaces.

Logomark

This is our icon-only brand visual which should be used when space is limited or brand recognition is high.

Pro tip: While our logomark can appear without our wordmark (the lowercase "houzz"), our wordmark can never appear without our logomark. Feel free to read that again.

Horizontal Lockup



Stacked Lockup



Logomark

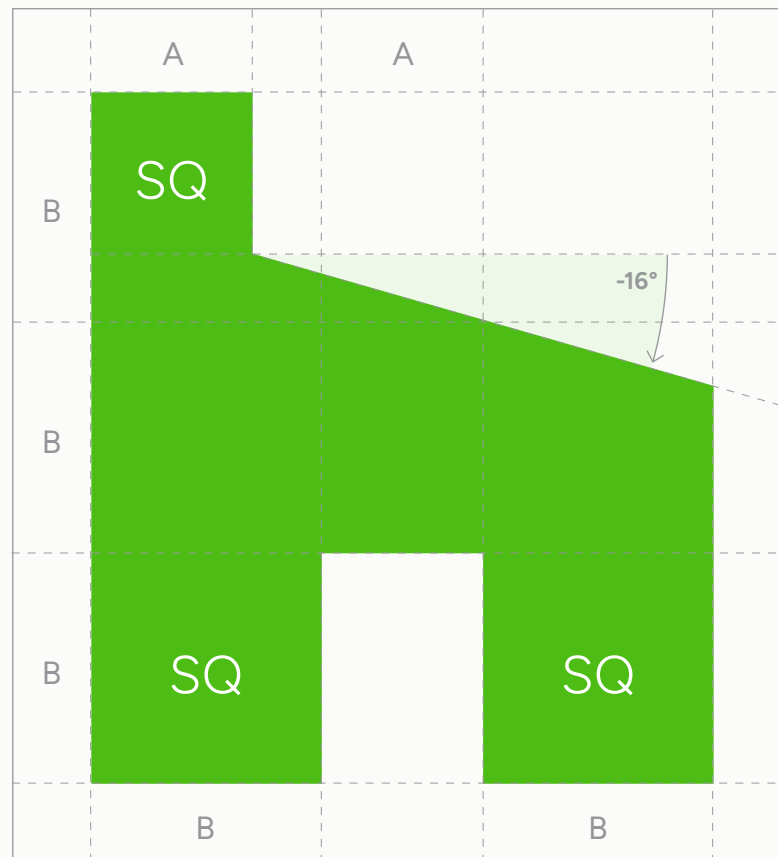


Building Our Mark

Let's take a closer look at our logomark.

Low on detail and high on impact, its slanted roofline reflects the uniqueness of the homes we help hone. Its open doorway is a warm welcome to all styles and sides of the renovation industry. Oh yea, it's also a lowercase "h" for "Houzz", if you hadn't noticed.

Take a moment to note the different shapes and sizes that make up its iconic silhouette—this may come in handy when drafting new designs of your own to complement it.



Clear Space

This topic has a lot to cover, so let's break it down in classic Q&A fashion:

What is clear space?

It's an invisible area surrounding our logo that should always be free from text or graphics to ensure legibility. This applies to all applications, including web, print, video, and even promo items (looking at you, t-shirts).

How does this apply to photography?

While you can add our logo to photographic backgrounds and illustrations, its placement location should be free of distracting elements. Uniform, unbusy areas like walls or flooring are always good options.

See page 7 for more info

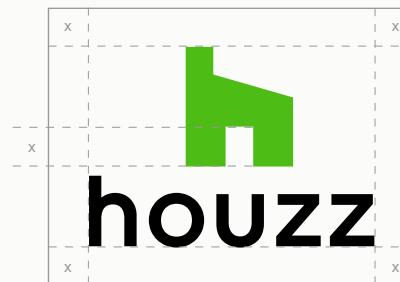
How much clear space is needed?

As shown to the right, minimum clear space is always based on the height of our logomark's door, as indicated by "x". It helps to imagine four walls around whatever logo version you're using and add "x" around that.

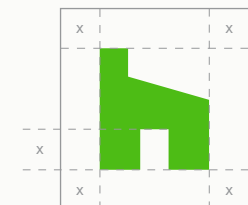
Horizontal Lockup



Stacked Lockup



Logomark



Minimum Size

The only effective logo is a legible logo. That's why ours must never be scaled down past a certain size which varies by logo version and design application. See for yourself what these are to the right.

For Print

 Minimum height of .125"

 Minimum height of .125"

 Minimum height of .25"

For Digital

 Minimum height of 12px

 Minimum height of 12px

 Minimum height of 24px



Photography Usage

Remember when we said photo-based backgrounds are fair game for our logo? Well, here are some additional dos and don'ts when it comes to that.

Light Photos

Use the standard, full-color style of our horizontal or stacked logo lockups on lighter-toned photos.

Dark Photos

Use the reversed, white-wordmark style of those same lockups on—you guessed it—darker photos.



Pro tip: Don't recolor the logomark. Not only is it not allowed (more on that on page 11), but as you can tell from the examples to the right, its green color already helps it stand out on just about any picture.



Give a good read to the rules on the right. They're a great way to ensure our logo is always instantly visible and never gets lost in photography.



✓ Place the logo in high-contrast, low-detail areas



✗ Avoid low-contrast areas with similar color tones



✗ Keep away from textured, busy backgrounds



✗ Don't place the logo in areas where it blends in

Color Palette

The Houzz color palette consists of three core colors: green, black, and white. Simple, right?

Try to add a touch of each (especially green) in all designs to expand our brand identity beyond our logo.

Pro tip: Match these colors carefully. To get in-depth, differences in substrates and process can affect their final appearance. The CMYK and RGB equivalents to the right are guidelines only and may not result in an exact match—always proof your work against the PANTONE Color Standard.

Houzz Green

CMYK: C62 M0 Y95 K0

RGB: R77 G188 B21

Hex #4DBC15

Pantone 2287 C

Pantone 2287 U

Black

CMYK: C0 M0 Y0 K100

RGB: R0 G0 B0

Hex #000000

White

CMYK: C0 M0 Y0 K0

RGB: R255 G255 B255

Hex #FFFFFF



Solid Backgrounds

Crafting backgrounds from our color palette is a great way to make our logo pop. Depending on which background color you choose, either the standard, full-color or reversed, single-color styles of our logos may work better.

It's simpler than it sounds—just note the use cases to the right and which logo styles pair best with which color and shade of gray. When in doubt, go with the higher-contrast combination.



Logo Misuse

We've seen it all before, but you can help us never see them again.

In any design application, please do not alter, stylize, or manipulate our logo in any way. Doing so compromises our brand identity which we've worked hard to build.

Note that the examples to the right illustrate common misuse cases, but are not comprehensive.

Pro tip: See something wrong out in the real world? Please send a screenshot or photo to ourbrand@houzz.com along with any info that can help us track it down.



✗ Do not modify the logo



✗ Do not rearrange the logo



✗ Do not rotate the logo



✗ Do not stretch the logo (horizontally or vertically)



✗ Do not add words too close so that it appears to create a new version of the logo



✗ Do not put a drop shadow on the logo



✗ Do not outline the logo



✗ Do not put a box around the logo



✗ Do not scale parts of the logo



✗ Do not manually type the logo



✗ Do not place the logo on a low contrast background



✗ Do not change the color in any part of the logo



Using Our Name

While our logo includes our brand name, it should never be used in place of it. Think of that lowercase “houzz” in our logo as a graphic, not as text. You wouldn’t add a graphic to a readable headline, right?

If the title of a document, event, or any other copy contains the Houzz name, do not use our logo. Instead, type out our name as seen to the right.

Pro tip: Even though the “houzz” in our logo is all lowercase, “Houzz” is still the name of our brand (and a proper noun), which means it should always be capitalized outside of a logo treatment. The only exception? When the copy it’s in is all caps.

Correct

Houzz | ✓

Incorrect

houzz | ✗ Do not use all lowercase

HOUZZ | ✗ Do not use all uppercase



Social Media Icons

All based on our logomark, these icons are reserved for social media assets that link directly to Houzz.com.

You can use any of the four to the right, just don't mix and match in the same application and mind their minimum sizes.

Logomark Social Media Icon



Paired with other logo social media icons



Minimum height of 24px

Square Social Media Icon



Paired with other square social media icons



Minimum height of 24px

Rounded Square Social Media Icon



Paired with other rounded square social media icons



Minimum height of 24px

Circular Social Media Icon



Paired with other circular social media icons



Minimum height of 24px



That's a wrap!

If you have any questions, comments, or concerns, please feel free to reach out to the team behind these guidelines here:

ourbrand@houzz.com

