

HOUSE OF DESIGN

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About the
primary logo

HOUSE OF DESIGN

The House of Design logo is a text-based representation of the exhibit that uses the accent typeface, **Glacial Indifference** in bold. The size (16px), font weight (700) and colour (accent colour, UA Red) chosen are optimal both for readability and style

Exclusion Zones



Colour variations

HOUSE OF DESIGN

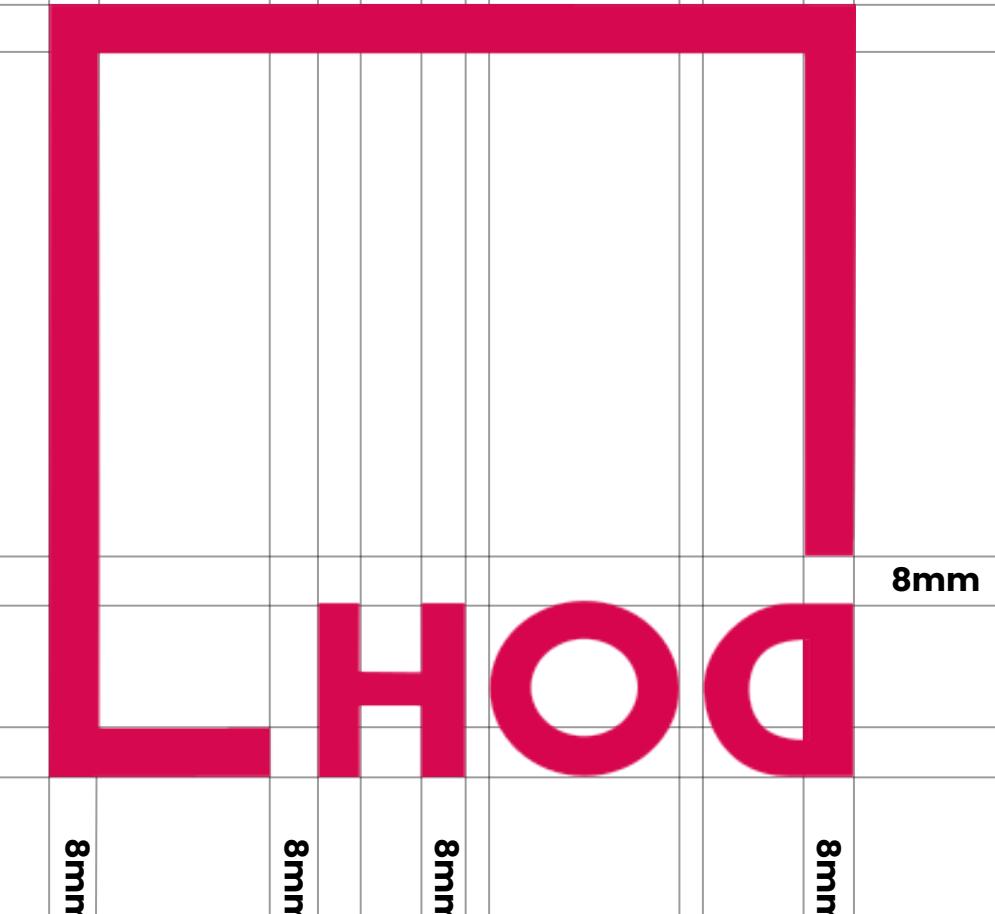
The colour of the logo is switched to white where necessary to maintain legibility on dark backgrounds and pictures.

HOUSE OF DESIGN

About the secondary logo

The secondary logo combines the letters "HOD", acronym for "House of Design", with a **simplified outline** of a house to represent both the brand and an abstract concept of a house.

The use of the secondary logo is reserved for screen sizes equal or lower than 768px



House of Design



Abstract representation
of a house

Colour Palette

Primary colour | white

enhances readability and
legibility
neutral colour

Secondary colour | black

supports the primary colour
used for text and typography

Accent colour | red

provides contrast

Shades of grey have also been
used for the timeline,
scrollbars and footer

WHITE

HEX: #FFFFFF

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0

UA RED

HEX: #D6054E

RGB: 214, 5, 78

CMYK: 0, 98, 64, 16

BLACK

HEX: #000000

RGB: 0, 0, 0

CMYK: 0, 0, 0, 100

LIGHT SILVER

HEX: #D9D9D9

RGB: 217, 217, 217

CMYK: 0, 0, 0, 15

SPANISH GRAY

HEX: #989898

RGB: 152, 152, 152

CMYK: 0, 0, 0, 40

SONIC SILVER

HEX: #777777

RGB: 119, 119, 119

CMYK: 0, 0, 0, 53

Primary
Typeface

Poppins

Weights

Poppins Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Xx

1 2 3 4 5 6 7 8 9 0

! £ \$ % & / () = ? ^ *

Poppins Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Xx

1 2 3 4 5 6 7 8 9 0

! £ \$ % & / () = ? ^ *

Poppins Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Xx**

1 2 3 4 5 6 7 8 9 0

! £ \$ % & / () = ? ^ *

Secondary
Typeface

Assistant

Weights

Assistant Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Xx

1 2 3 4 5 6 7 8 9 0

! £ \$ % & / () = ? ^ *

Uses

Assistant adds visual interest to subtitles and complements the primary typeface. It's used for subtitles in uppercase, enhancing visual hierarchy

Accent
Typeface

Glacial Indifference

Weights

Glacial Indifference Bold

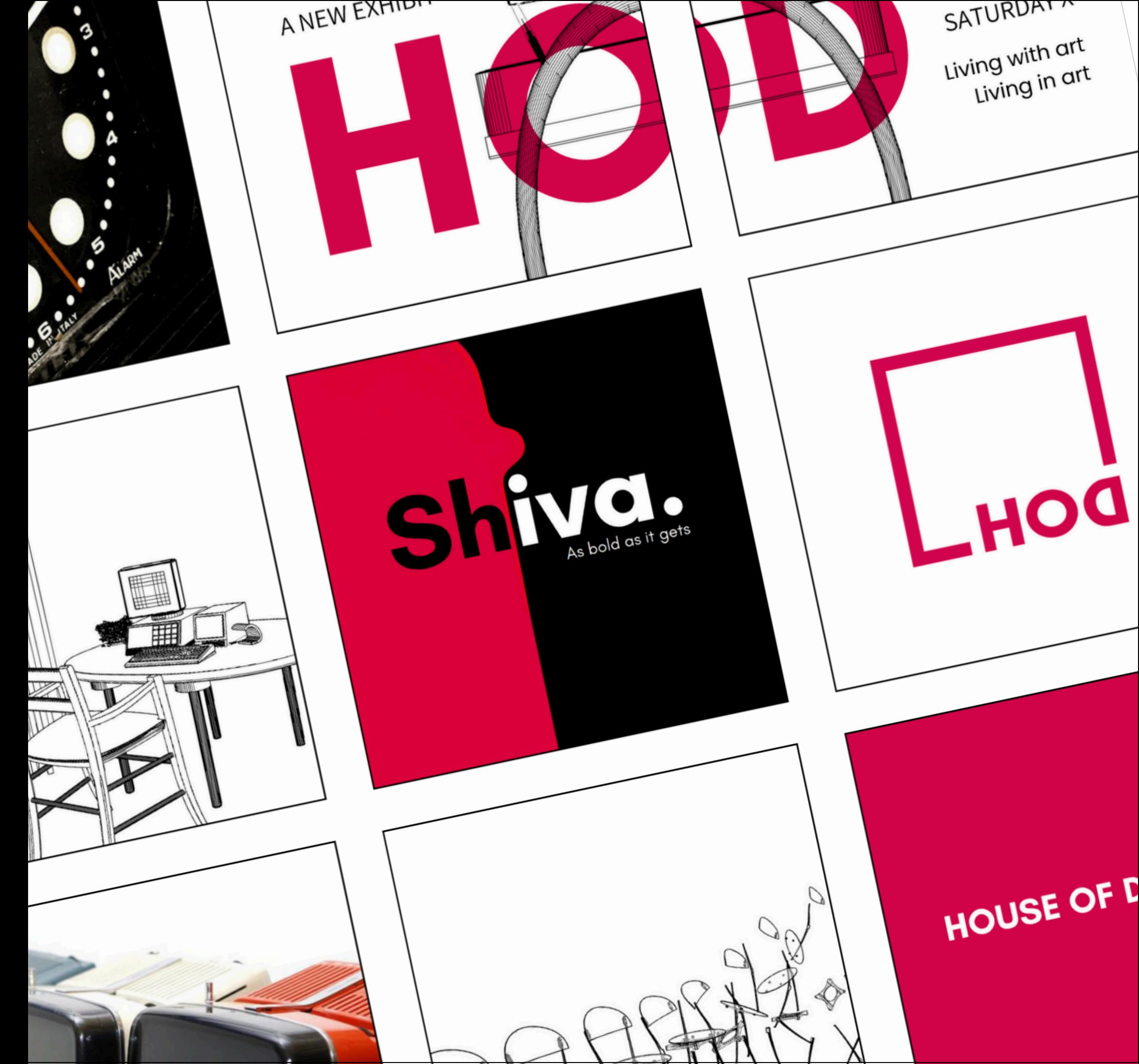
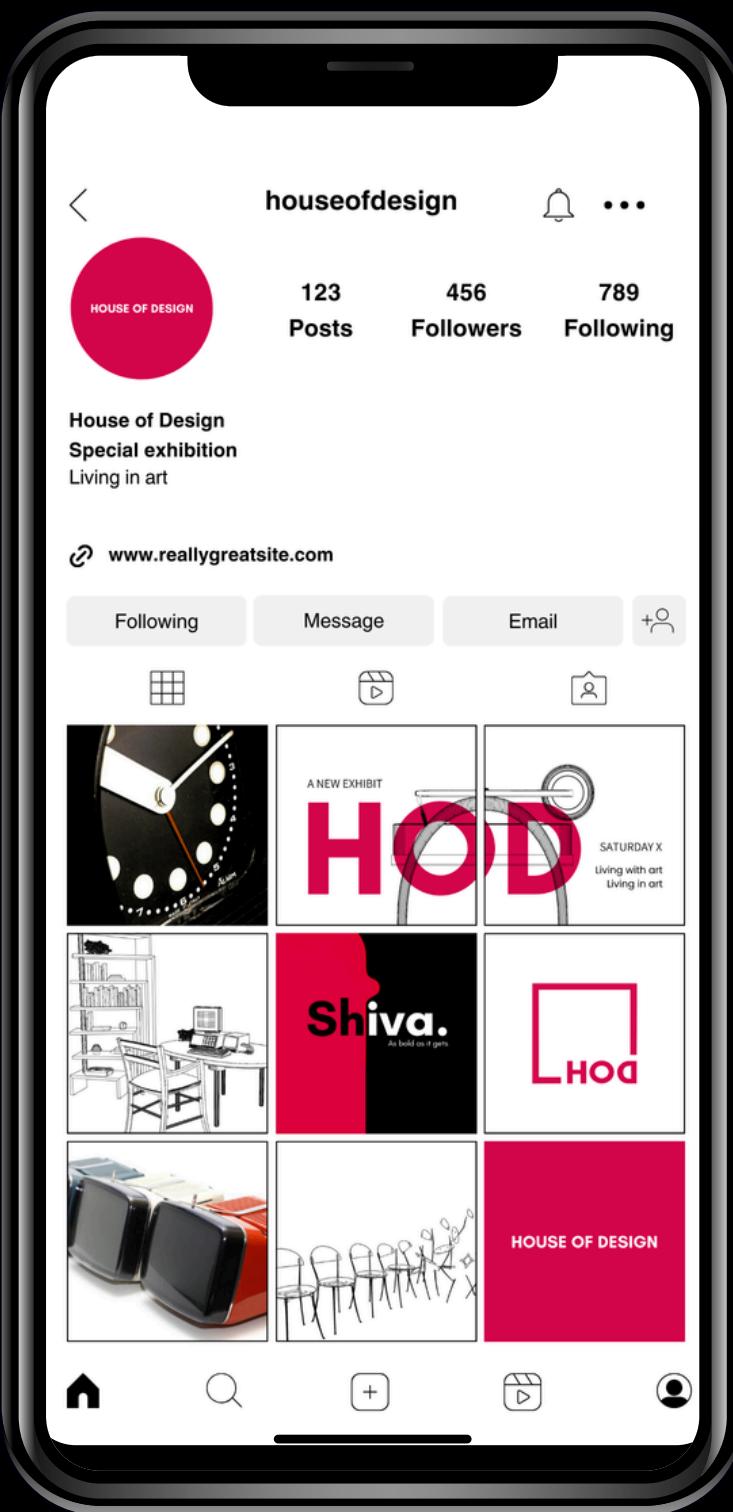
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx
Yy Xx

1 2 3 4 5 6 7 8 9 0

! £ \$ % & / () = ? ^ *

Uses

Glacial Indifference has been chosen to create emphasis in the main title and logo



*mockup from mockups-design.com (<https://mockups-design.com/three-posters-on-fence-mockup/>)

