



LodgifyNG 2025







CONTENTS

Intro & About

The Logo & Conceptualization

Construction

Previews, Logo Axis & Monochrome

Colours

Colour Palette

Colour Usage

Patterns

Specifications

Typography

Font Specifications

Alternative Fonts

01

Intro & About

The Logo & Conceptualization

The LodgifyNG logo consists of clean geometric shapes, forming a stylized roof over interlocking L-shaped blocks, capturing the essence of real estate while embedding the brand's identity at its core. Here's what it represents:

A home/roof: The triangular top element symbolizes shelter, security, and property ownership, foundations of the real estate market in Nigeria.

L-shaped blocks: These geometric forms are intentionally styled to resemble the letter "L", reflecting the initial of Lodgify. Their interlocking nature represents the seamless integration of services, connecting buyers, sellers, renters, landlords, and agents on one unified platform.

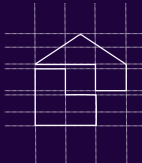
Open negative space: The deliberate space between the shapes forms a gateway-like void, symbolizing transparency, accessibility, and digital ease of entry, highlighting LodgifyNG's commitment to trust and user-centric design.

Minimalist style: The sharp, simple design conveys a modern, tech-forward identity, underlining Lodgify's focus on innovation, simplicity, and efficiency in the Nigerian real estate space.



Construction Process

We made use of grids and halved the vertical grid columns to get their mid points and then used them as base for positioning the perfect angles for the formation of the icon.



Previews

Icon



Logo



For general use

Logo Axis

You are free to use any of the two axis of the logo with consideration of where it's been used and the compatibility.

Horizontal View



Vertical View



Monochrome Versions

The monochrome logo version should only be used in situations where you cannot print in full colour.

Horizontal View



Vertical View



Colours

02

Colour Palette

R31 G3 B61
#1F033D
PRIMARY

R102 G46 B147
#662E93

R250 G245 B255
#FAF5FF

R68 G12 B121
#440C79
SECONDARY

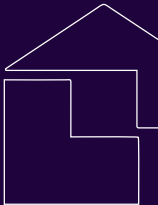
R189 G2 B249
#BD02F9
ACCENT

Colour Usage (Dos)



The correct colour use of our logo should be depicted this way on each of the colour variants in the colour palette.

Any thing other than this is considered null and void.



Colour Usage (Don'ts)



✗ wrong

Don't shrink the logo for any reason.



✗ wrong

Don't use any other colours outside the specified ones for both the typography and logo icon.



✗ wrong

Don't use specified backgrounds with wrong logo colour options.



✗ wrong

Don't use shadows on logo directly in any case.



✗ wrong

Don't over change the logo placement order.

03

Typo graphy

MONTSERRAT

Primary Font

Montserrat is a modern, geometric sans-serif typeface designed by Julieta Ulanovsky in 2011. Inspired by old signage and posters in the Montserrat neighborhood of Buenos Aires, Argentina, the font blends urban charm with clean, minimalist design. It is widely used for web, branding, and editorial work due to its readability and stylish, contemporary look.

Bold

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

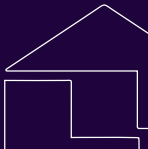
Medium

a b c d e f g h i j k l m n
o p q r s t u v w x y z

Regular

Light

0 1 2 3 4 5 6 7 8 9
! @ # \$ % ^ & * ()
_ = { } ; ' , . / +



INTER

Secondary Font

Inter is a highly legible, modern sans-serif typeface designed by Rasmus Andersson in 2016. It was specifically created for digital interfaces, with excellent readability even at small sizes. Inter features tall x-heights, open letterforms, and subtle design tweaks that make it ideal for web and app use. It supports a wide range of languages and comes with many styles and weights, including variable font options.

Bold

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

Medium

a b c d e f g h i j k l m n
o p q r s t u v w x y z

Regular

Light

0 1 2 3 4 5 6 7 8 9
! @ # \$ % ^ & * ()
- = [] ; ' , . / +

Pattern

A pattern is a repeating entirety of shapes and various forms used to create a logo composition. This repeating shape can establish a coherent connection to a brand along and proffer the sense of familiarity for the audience.







Looping



100% 100%
Looping - 100% 100% 100% 100%

100% 100% 100% 100%



Looping



100% 100%
Looping - 100% 100% 100% 100%

100% 100% 100% 100%



Looping



100% 100%
Looping - 100% 100% 100% 100%

100% 100% 100% 100%





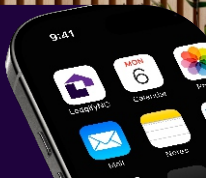








LodgifyNG
COMING SOON





*Thank
you*