



House the Hub

Web Style Guide

Logotype



**HOUSE
THE HUB**

Logomark



Alternate Brand Lockups

Either can be placed on a solid or photographic background



Logomark Spacing

Must allow for space around logo



Logomark Spacing Example

Color Palette

Blue



RGB: 93.158.190
HEX: 5d9ebe

Green



RGB: 0.168.80
HEX: 00a850

Light Gray



RGB: 79.79.79
HEX: 4f4f4f

Dark Gray



RGB: 55.55.55
HEX: 373737

Dotum

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Dotum Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Poplar Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

