



izzico

izzico



OVERVIEW

Coliving, simplified.

About the project

Izzico is a coliving and roommate matching platform connecting three key user groups: property owners, current residents, and people searching for housing. The brand identity needed to represent this interconnected ecosystem while maintaining a friendly, approachable feel.

The core challenge was creating a unified visual system that could adapt to each user role while preserving brand cohesion. The solution centers on a single iconic symbol that embodies all three perspectives simultaneously.

3

USER ROLES

1

UNIFIED ICON

Fredoka

PRIMARY TYPEFACE

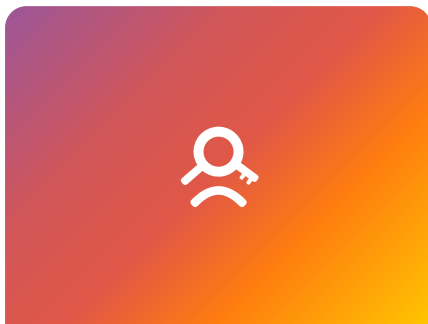
85%

SQUIRCLE RADIUS

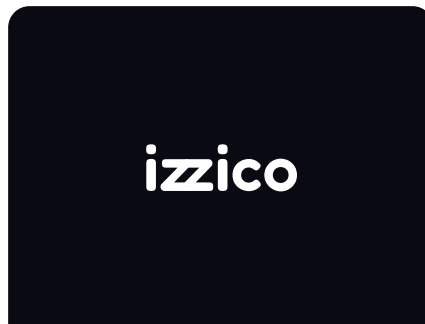
IDENTITY SYSTEM

Logo Variations

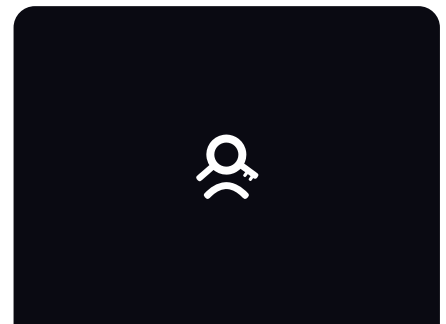
The identity system provides flexibility across different contexts while maintaining brand recognition. Each variation is optimized for specific use cases.

**Full Logo**

Icon on gradient background

**Wordmark**

Typography-only version

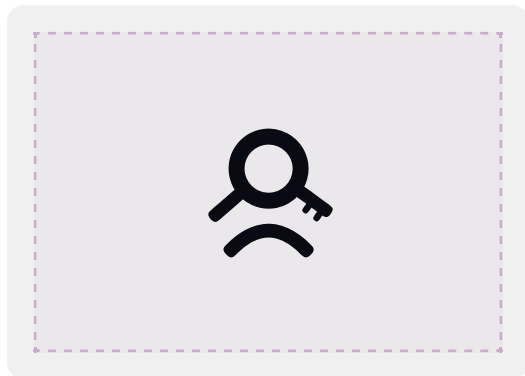
**Brand Mark**

Icon-only for favicons and avatars

BRAND GUIDELINES

Safe Space

To ensure the visual integrity and impact of our brand elements, we've established clear guidelines for the safe space around both the Izzico brand mark and the full logo lockup.



Brand Mark Safe Space

The safe space around the brand mark is defined using the width of one icon element. Maintain this clear space around all sides of the mark.

For maximum impact, we recommend expanding this space to 1.5x or more when possible.

- Minimum clearance: 20% of icon width on all sides
- No other graphic elements, text, or images should intrude into the safe space
- Minimum size: 24px for digital, 8mm for print

BRAND GUIDELINES

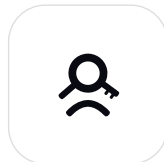
App Icons

Les différentes déclinaisons de l'icône d'application Izzico, adaptées à divers contextes et fonds.

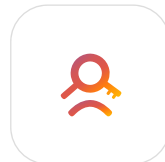
VERRE DÉPOLI SUR DÉGRADÉ



Logo blanc

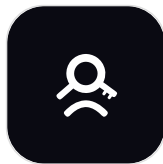


Logo noir

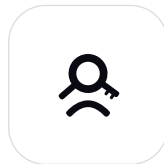


Logo dégradé

VERSIONS CLASSIQUES




Blanc sur noir



Noir sur blanc

BRAND GUIDELINES

Color Palette

				
Owner Primary	Owner End	Resident Primary	Resident End	Searcher
HEX: #9c5698	HEX: #c2566b	HEX: #e05747	HEX: #ff7c10	HEX: #ffa000
RGB: 156, 86, 152	RGB: 194, 86, 107	RGB: 224, 87, 71	RGB: 255, 124, 16	RGB: 255, 162, 0



Owner / Propriétaire

Mauve → Rose (Hue 303° → 346°)



#9c5698 #a5568d #af5682 #b85676 #c2566b

Stop 1 Stop 2 Stop 3 Stop 4 Stop 5



Resident

Rouge → Orange (Hue 6° → 32°)



#e05747 #f25a35 #ff6524 #ff7018 #ff7c10

Stop 1 Stop 2 Stop 3 Stop 4 Stop 5



Searcher / Chercheur

Orange → Jaune (Hue 45° → 55°)



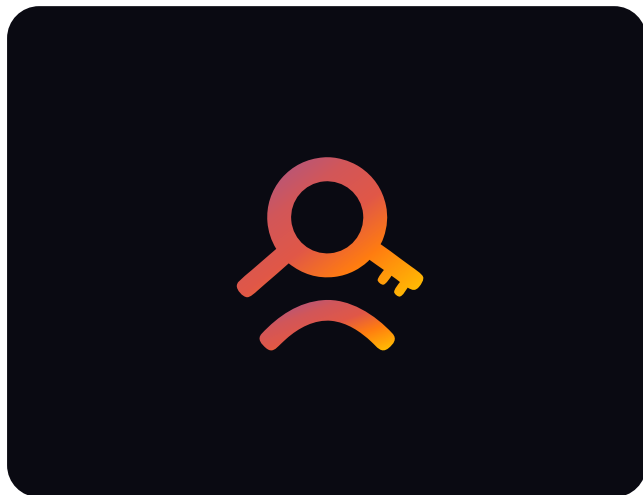
#ffa000 #ffaa00 #ffb400 #ffbe00 #ffc800

Stop 1 Stop 2 Stop 3 Stop 4 Stop 5

DESIGN RATIONALE

Icon Concept

The Izzico icon unifies three distinct symbols into one cohesive mark, representing the platform's core user groups and their interconnected relationships.

**Magnifying Glass - Searcher**

The left handle represents people searching for housing. The circle serves as the lens, symbolizing their quest to find the perfect home.

**Key - Owner**

The right handle with teeth represents property owners. The circle becomes the key head, symbolizing access and ownership.

**Person - Resident**

The bottom curve represents a person's shoulders. Combined with the circle as a head, it symbolizes residents who make a house a home.

TYPOGRAPHY

Type System

Our typography system uses three complementary typefaces, each serving a specific purpose in the visual hierarchy.

Aa**Fredoka**

Logo & Wordmark only

540

600

Aa**Nunito**

Headings & Titles

400

600

700

Aa**Inter**

Body text & UI

400

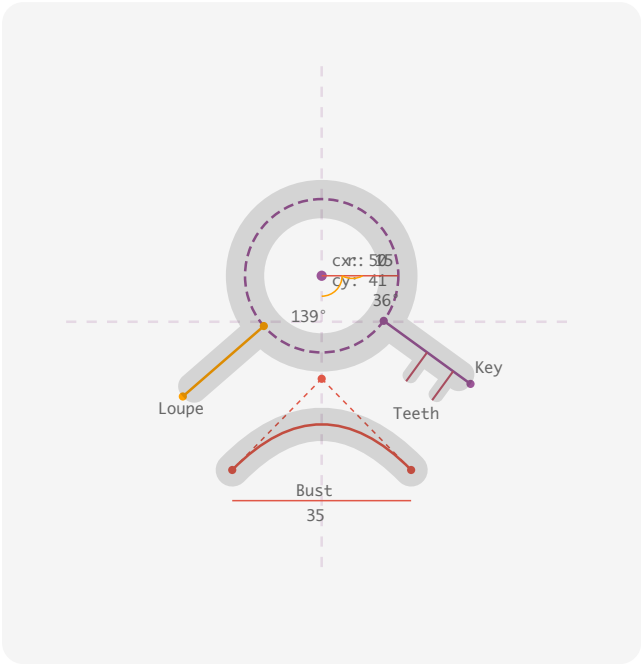
500

600

GEOMETRY

Logo Construction

The icon is built on a precise geometric grid. All elements are mathematically positioned to create perfect visual balance between the three symbolic representations.



Geometric Precision

Every element of the Izzico icon is mathematically defined. The central circle serves as the anchor point for all three handles, creating perfect visual harmony.

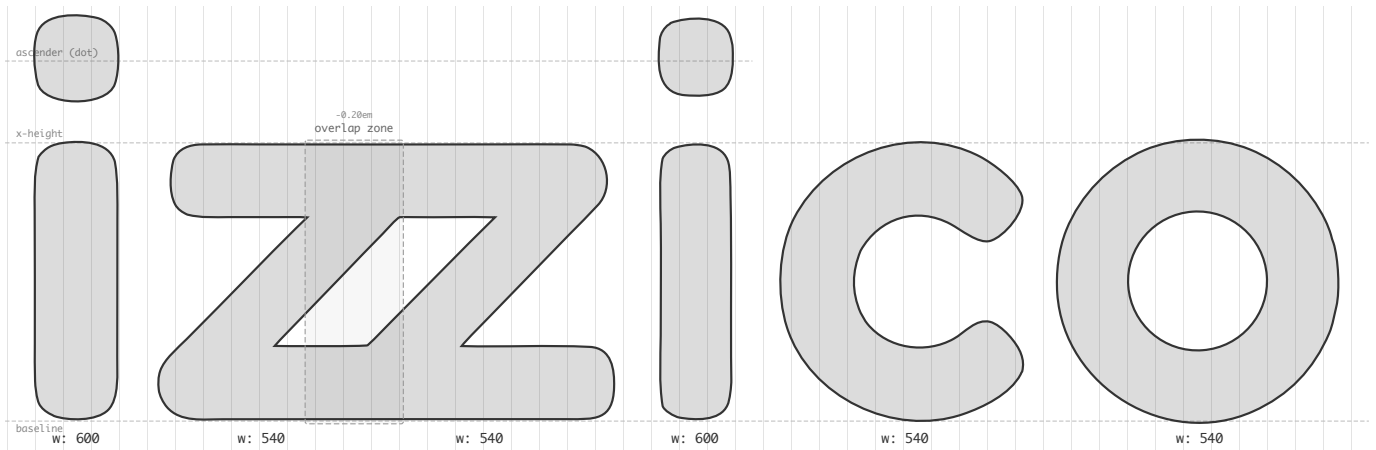
The 85% squircle linecaps match the Fredoka typeface character, ensuring consistency between the icon and wordmark.

Circle Center	cx: 50, cy: 41
Circle Radius	r: 15, stroke: 7.5
Loupe Angle	139° from center
Key Angle	36° from center
Handle Length	21 units each
Bust Curvature	85% Bézier
Cap Roundness	85% (Fredoka style)

GEOMETRY

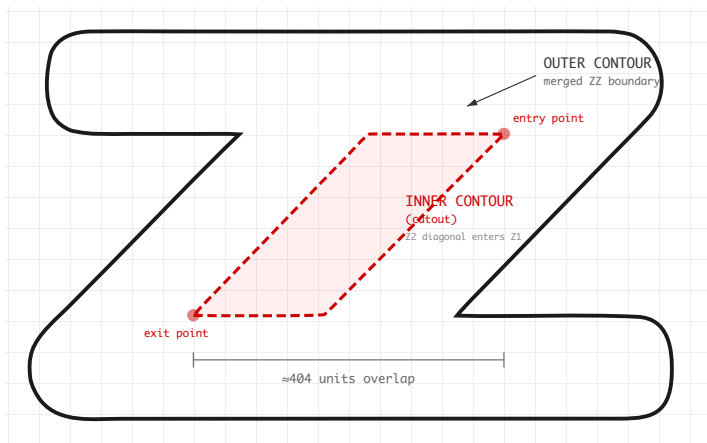
Wordmark Construction

The "Izzico" wordmark is built from vectorized Fredoka letterforms. Each stroke features 85% squircle corners - the same geometric DNA found in the icon.



ZZ Ligature — Vectorized Overlap

The trademark uses a **single unified path** for both Z letters. The "cutout" where the second Z's diagonal enters the first Z is achieved through a compound path with an inner contour.



Vector Anatomy

The wordmark is a vectorized set of Fredoka letterforms. Each corner uses an **85% squircle** - the same characteristic curve found in the icon's linecaps.

SVG PATH STRUCTURE

M458... ← outer contour start
 C467... ← Bézier curves
 L826... ← line segments
 Z ← close outer
 M644... ← inner contour (cutout)
 C660... ← creates the "hole"

SVG ViewBox

5800 × 1880

Corner Radius

$rx = 85\% \times \text{stroke}/2$

I Stem Width

≈151 units (w: 600)

Z Stroke Width

≈134 units (w: 540)

ZZ Overlap

-0.20em (≈404 units)

Weight Pattern

600-540-540-600-540-540

Icon Connection

Same 85% squircle

- **Unified Geometry**

The wordmark and icon share the same geometric DNA: the 85% squircle corner radius. This creates visual cohesion across all brand elements.

- **Optical Weight Compensation**

The "i" letters use w: 600 while "z/c/o" use w: 540 — a 10% reduction that creates perceptual balance across different letter densities.

- **Compound Path Ligature**

The ZZ uses a **compound path** with inner contour cutout. The second Z's diagonal physically enters the first Z at x: 1048 and exits at x: 644 .

- **Structural Symmetry**

The weight pattern 600-540-540-600-540-540 mirrors around position 3.5, with the two "i" letters anchoring the design.

TECHNICAL

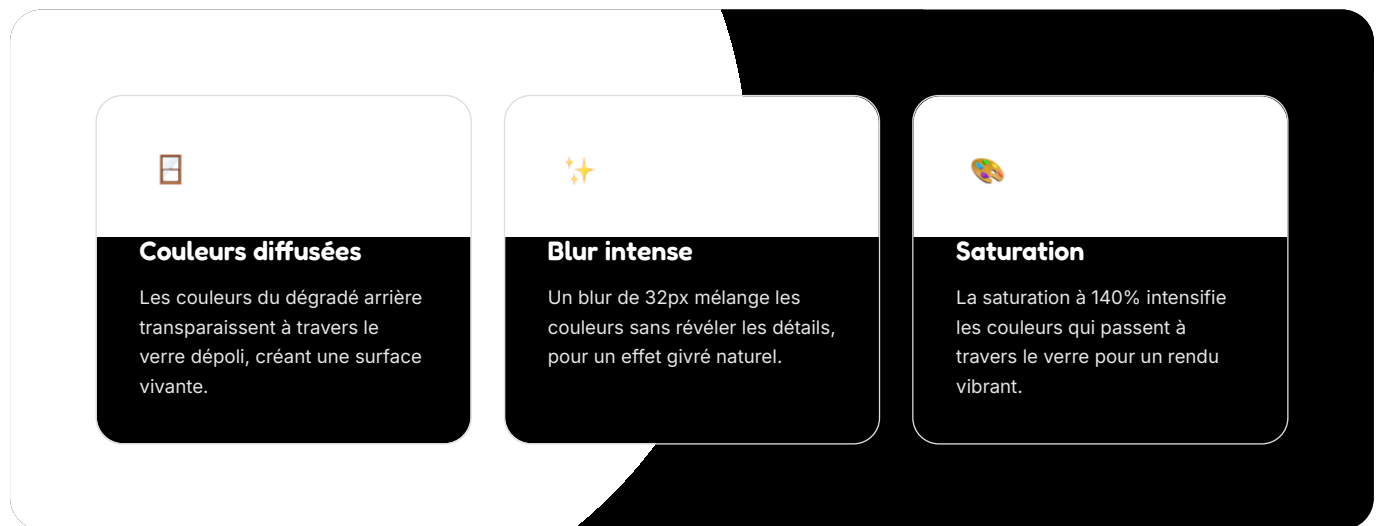
Specifications

ELEMENT	PROPERTY	VALUE
Icon viewBox	Dimensions	0 0 2048 2048
Icon Style	Linecap	85% squircle
Wordmark Font	Family	Fredoka Variable
Letter "i" (first)	Font-weight	600
Letters "z", "c", "o"	Font-weight	540
ZZ Spacing	Letter-spacing	-0.20em
Gradient Direction	Angle	135deg
Dark Background	Color	#0a0a12

UI DESIGN

Verre Dépoli

L'interface Izzico utilise un effet verre dépoli qui laisse transparaître les couleurs du fond de façon diffuse. Le fort blur combiné à une faible opacité crée un effet givré élégant qui révèle les dégradés signature.



VERRE DÉPOLI

```
background: rgba(255, 255, 255, 0.25);
backdrop-filter: blur(32px) saturate(140%);
border: 1px solid rgba(255, 255, 255, 0.35);
```

EFFET

- Couleurs du fond diffusées
- Saturation augmentée (+40%)
- Reflet léger en haut (::before)