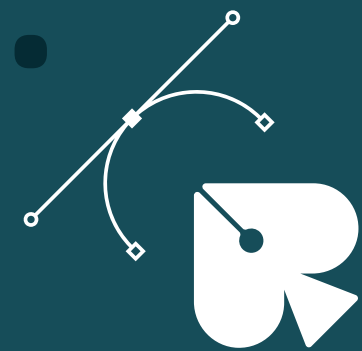


HUCOO HOMES LOGOTYPE & GUIDELINES

—

ANA IS DESIGNER S+UDIO®
GRAPHIC DESIGNER + WEBDESIGNER

LOGO IS THE FOUNDATION
OF YOUR BRAND IDENTITY.



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PRESENTATION 01



hucOO
Homes

Home is what you make it!



CONSTRUCTION 02



The letter H represents the link.

Visible wing means that Hucoo Homes aims is to "take under its wing" orphans and help them.

The bird in geometry brings sweetness and seriousness.



hUCOO
HOMES
Home is what you make it!

Sober and purified letters.

The bird hanging on its branch shows that it has a branch to hang on to thanks to Hucoo Homes.

LOGOTYPE

03

◆ Logotype

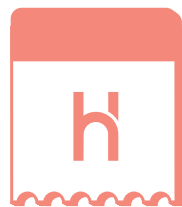
— PRIMARY

This is the main logo, the full name is visible. It's used the most frequently on the various communication supports where the brand must be put forward and quickly recognized.

HOW TO USE IT

- ◆ Business card
- ◆ Printed documents
- ◆ Letterhead
- ◆ Website
- ◆ Flyer

NOTES



I did the font for the logo name.

A round and thick typography in adequacy and coherence with the geometrical illustration of the bird. It allows the brand to have a strong DNA, impactful, with its own identity.





hucOO
Homes

Home is what you make it!

◆ Logotype

— SECONDARY

The secondary logo replaces the primary logo in the most common way, often by transposing it geometrically. If the primary logo is a horizontal logo, the secondary logo can be a combined vertical logo for example. This reorganization allows you to provide different layouts according to your different needs.

HOW TO USE IT

- ◆ Social media banner
- ◆ Mail signature
- ◆ Goodies
- ◆ Website

NOTES

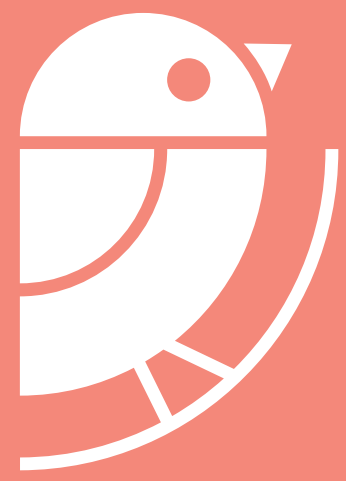


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hUCOO HOMES



HUCOO HOMES

◆ Logotype

— VARIATIONS

Depending the documents and the needs, these logo variations can also be used. It's important to always adapt the right version to the right situation.

HOW TO USE IT

- ◆ Business card
- ◆ Printed documents
- ◆ Letterhead
- ◆ Website
- ◆ Flyer

NOTES



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hUCOO
HOMES

hUCOO
HOMES

hUCOO HOMES

HUCOO HOMES

◆ Logotype

— SUBMARK & FAVICON

The submark is a simplified version of the logotype. Here, we notice that it contains only the letters "H" or only the bird. The favicon is the small icon that appears in the browser tab when a website is opened. It's the smallest variation of all the logos, but it's also very important.

HOW TO USE IT

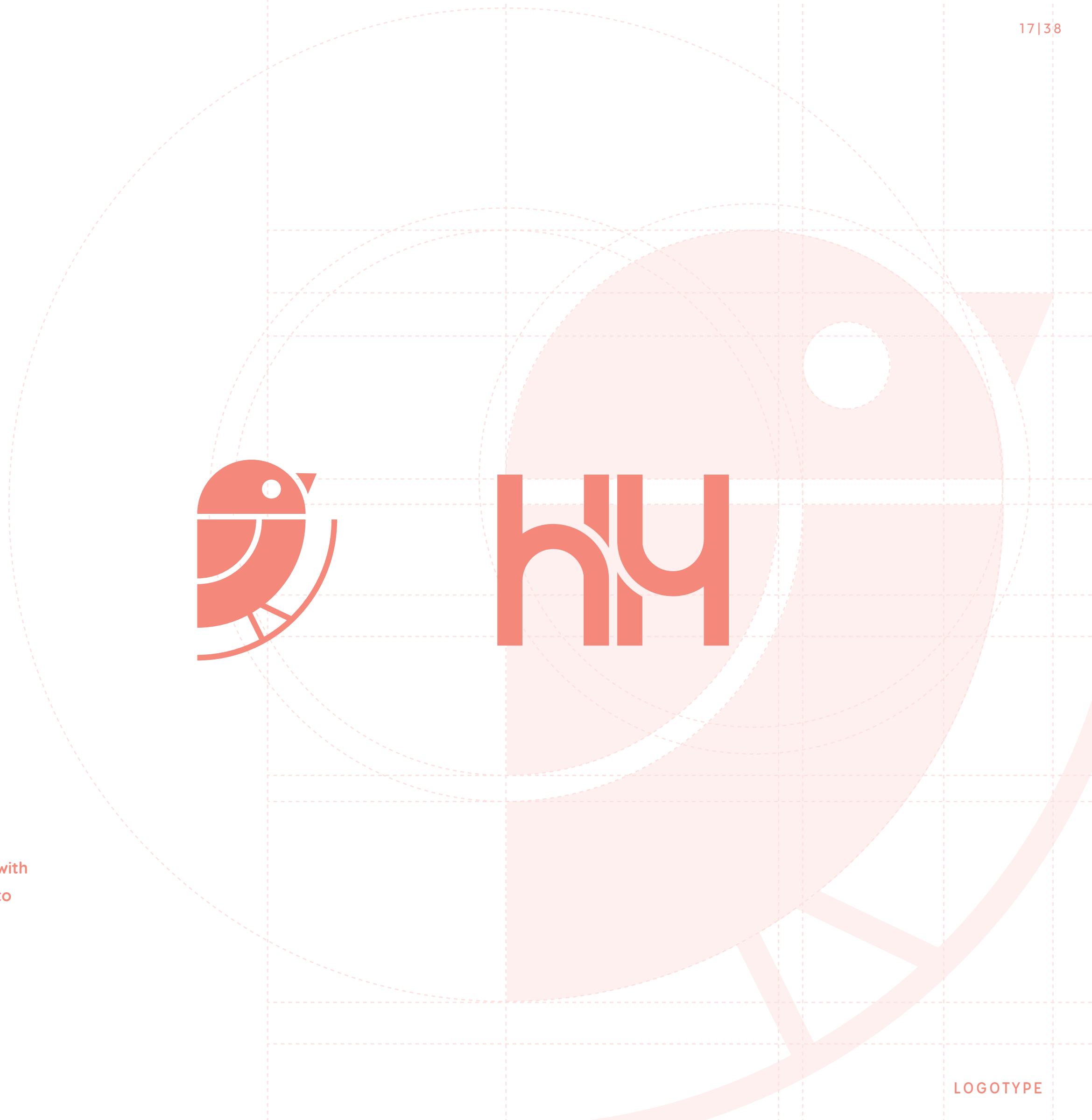
- ◆ Signage
- ◆ Profile picture
- ◆ Stickers
- ◆ Browser tab

NOTES



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HY



hUCOO Homes

USES 04



Don't change the proportions of any element of the logo.



Don't change the colors of the logo.



Don't stretch the logo.



Don't tilt the logo.



Pay attention to the contrast when the logo is applied on an image.



Don't apply any effect on the logo.



Don't change the appearance of the logo.



Don't move the logo elements.



Don't change the font of the logo.

COLORS

05

◆ **Primary**
— COLOR PALETTE

DARK DEEP TEAL
#0E2E36
CMJN : 90 65 58 59
RVB : 14 46 54

DEEP TEAL
#1E4E5B
CMJN : 89 58 49 31
RVB : 30 78 91

CORAL HAZE
#F7897B
CMJN : 0 57 45 0
RVB : 247 137 123

SOFT CORAL HAZE
#FEBDB7
CMJN : 0 31 19 0
RVB : 254 189 183

◆ Secondary

— PALETTE

(sub-brands, web, product)

PRUSSIAN
#1A4664
CMJN : 94 70 39 25
RVB : 26 70 100

AIR
#6D85BA
CMJN : 62 44 5 0
RVB : 109 133 186

TURQUOISE
#63C9BE
CMJN : 57 0 31 0
RVB : 99 201 190

COBALT
#3E4F98
CMJN : 88 9 7 1
RVB : 62 79 152

GRAPE
#7C5283
CMJN : 58 77 23 5
RVB : 124 82 131

VIOLET
#AE547F
CMJN : 32 80 27 2
RVB : 174 84 127

PEACOCK
#007070
CMJN : 89 38 53 16
RVB : 0 112 112



















FONTS

06

Aa.

Quicksand Regular

—

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$+%&

*WEBFONT & GOOGLE FONT

BUSINESS CARD

07

...oo
mes
you make it!

...e it

hucOO
Homes
Home is what you make it!

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...g

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THANKS

LET'S CONTINUE THE ADVENTURE!



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