

Brand Guidelines



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Housebook solutions

Construction documentation. Building management.

An intuitive platform for creating construction and building documentation the right way.

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Housebook main attributes

Precision.

Stability.

Transparency.

Overview.

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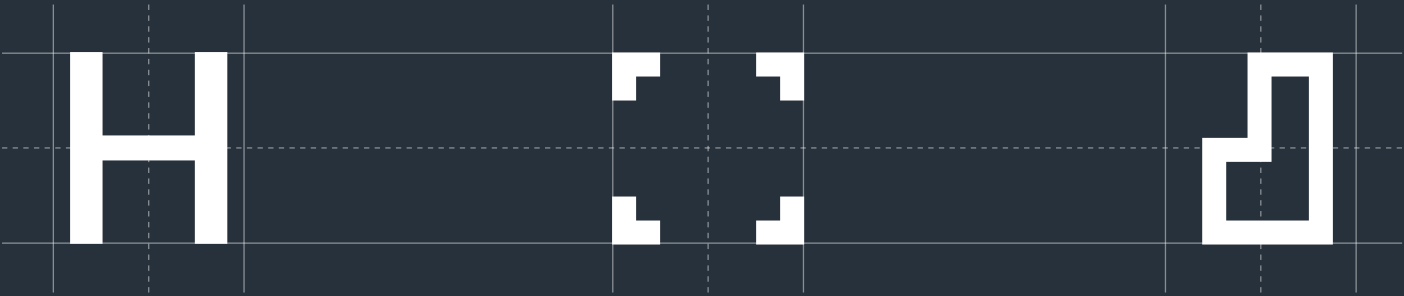
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Housebook initial

QR code / app

Building / construction

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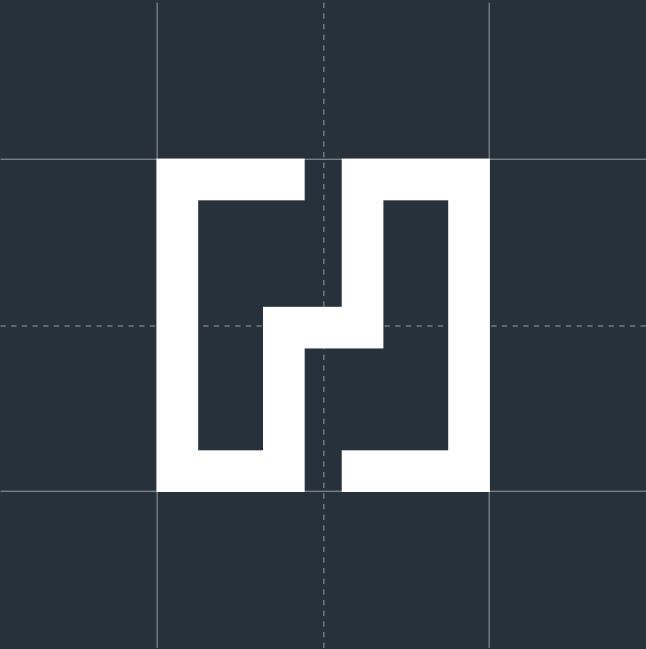
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Primary logo

Used for websites, documents,
letterhead, business cards, ads,
other marketing materials



Secondary logo

Used for ads



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Logo spacing



Web / app use



Color backgrounds



Ad spacing



Logo with subtitle



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crimson | #d81e3d



#c41e3e



gunmetal | #26303b



charcoal | #3d474e

Primary color

WEB : #d81e3d

RGB : R217 G30 B62

CMYK : C9 M100 Y78 K1

Secondary web color

WEB : #c41e3e

Primary color

WEB : #26303b

RGB : R39 G49 B59

CMYK : C80.5 M68 Y55 K55

Secondary color

WEB : #3d474e

RGB : R61 G71 B78

CMYK : C74 M61 Y53 K39

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Kanit

English, Deutsch

Light
300

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
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
1 2 3 4 5 6 7 8 9 0 & ? @ \$ %

Regular
400

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
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
1 2 3 4 5 6 7 8 9 0 & ? @ \$ %

Medium
500

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
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
1 2 3 4 5 6 7 8 9 0 & ? @ \$ %

SemiBold
600

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
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
1 2 3 4 5 6 7 8 9 0 & ? @ \$ %

Almarai

Arabic

Light
300

ةرادإؤءانبل ا ق ي ث و ت
ي ن أ ب م ل ا

Regular
400

ةرادإؤءانبل ا ق ي ث و ت
ي ن أ ب م ل ا

Bold
700

ةرادإؤءانبل ا ق ي ث و ت
ي ن أ ب م ل ا

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Kanit Light – 300

PRIMARY CONTENT FONT

p / li / ul

Sizes

p16pxlowercase

ul16pxlowercase

li16pxlowercase

Kanit Light

Kanit Regular – 400

FEATURES

h3 / h6 / html elements

Sizes

h332px / 22pxlowercase

h618pxlowercase

html/a16pxlowercase / uppercase

Kanit Light

Kanit Regular

Kanit Medium – 500

SUBTITLES

h4 / h5

Sizes

h420px / 24pxlowercase

h516pxlowercase

Kanit Light

Kanit Regular

Kanit Medium

Kanit SemiBold – 600

TITLES, MAIN HEADLINES

h1 / h2

Sizes

h168pxlowercase

h260pxlowercase

h2-blog30pxlowercase

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Business card Front



Business card Back



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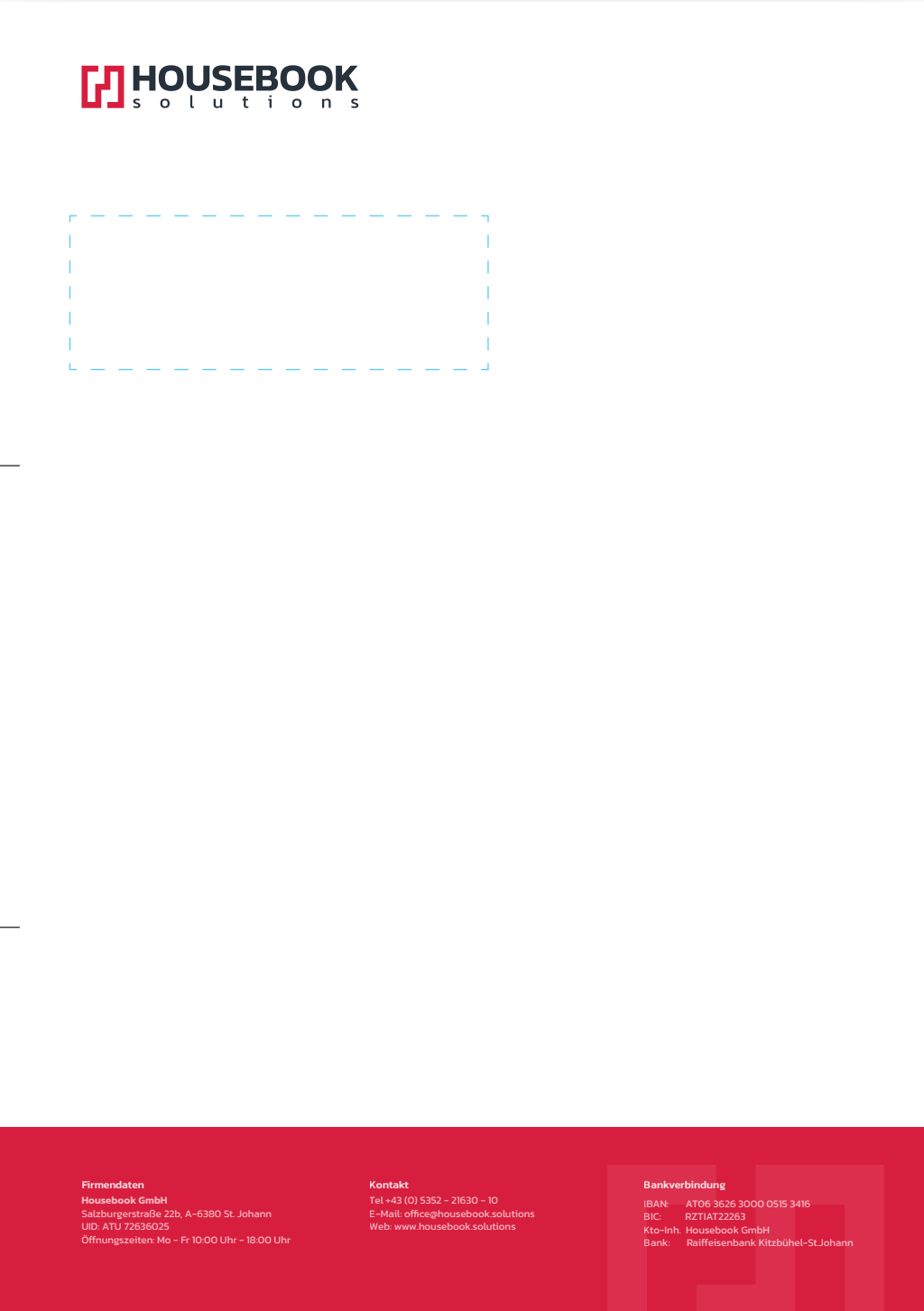
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Letterhead layout



Letterhead printed sample



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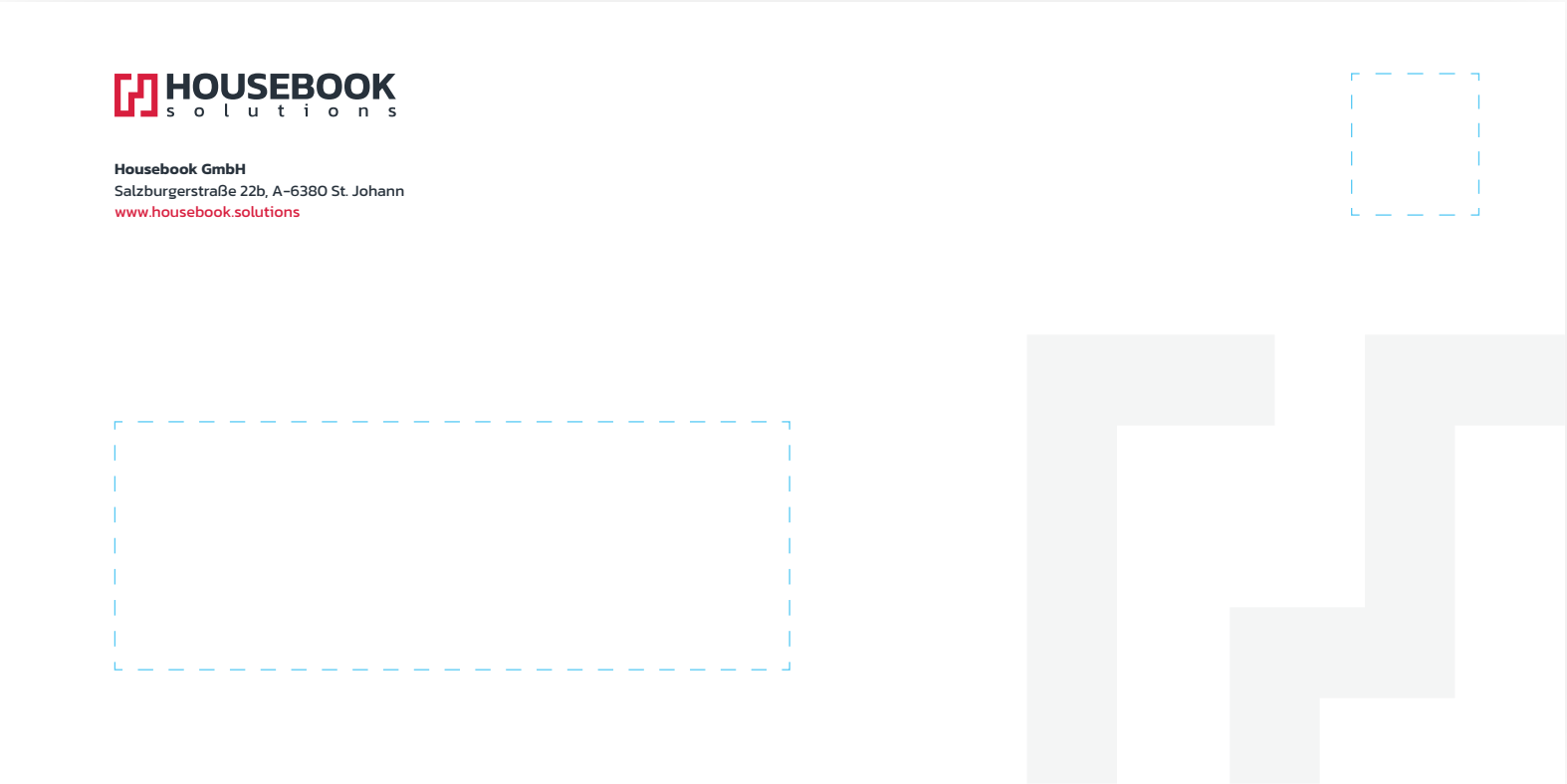
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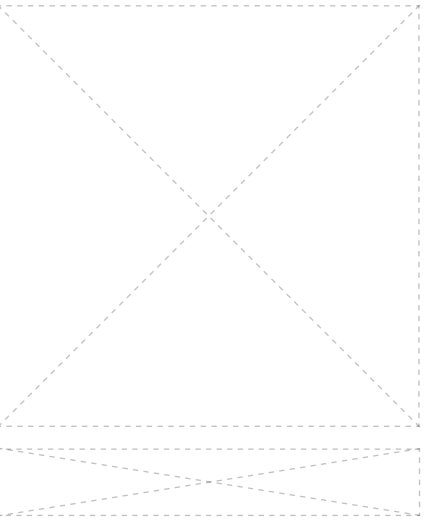
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QR Code



125gft4rt77

QR Code layout



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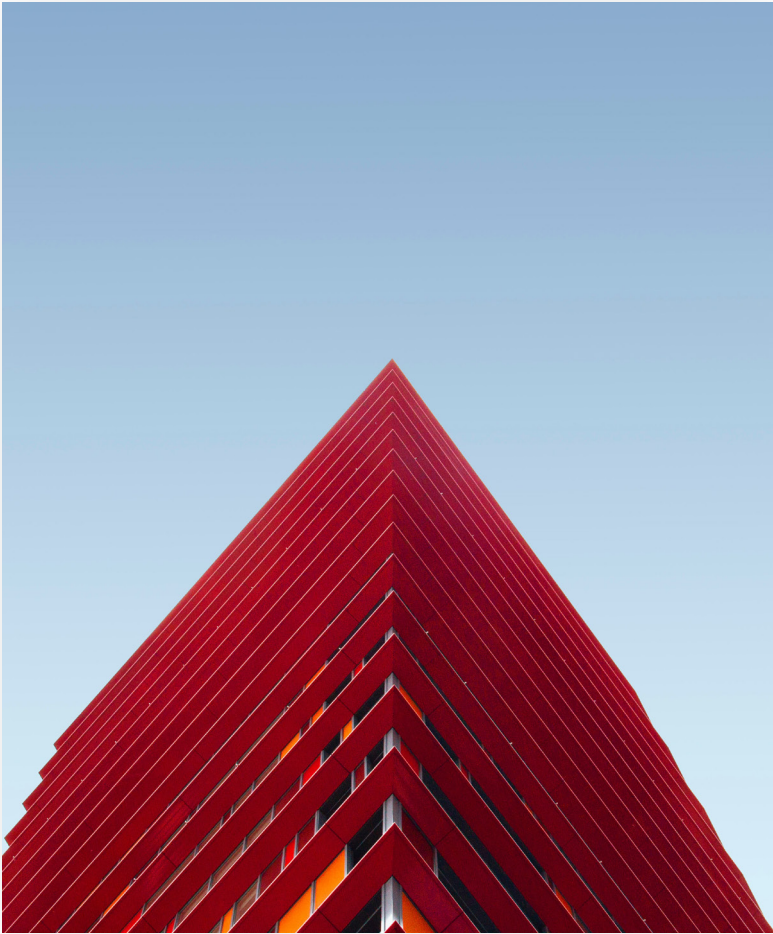


Photo Gallery

Magazines, Newspaper, Banners, Posters,
Social Media



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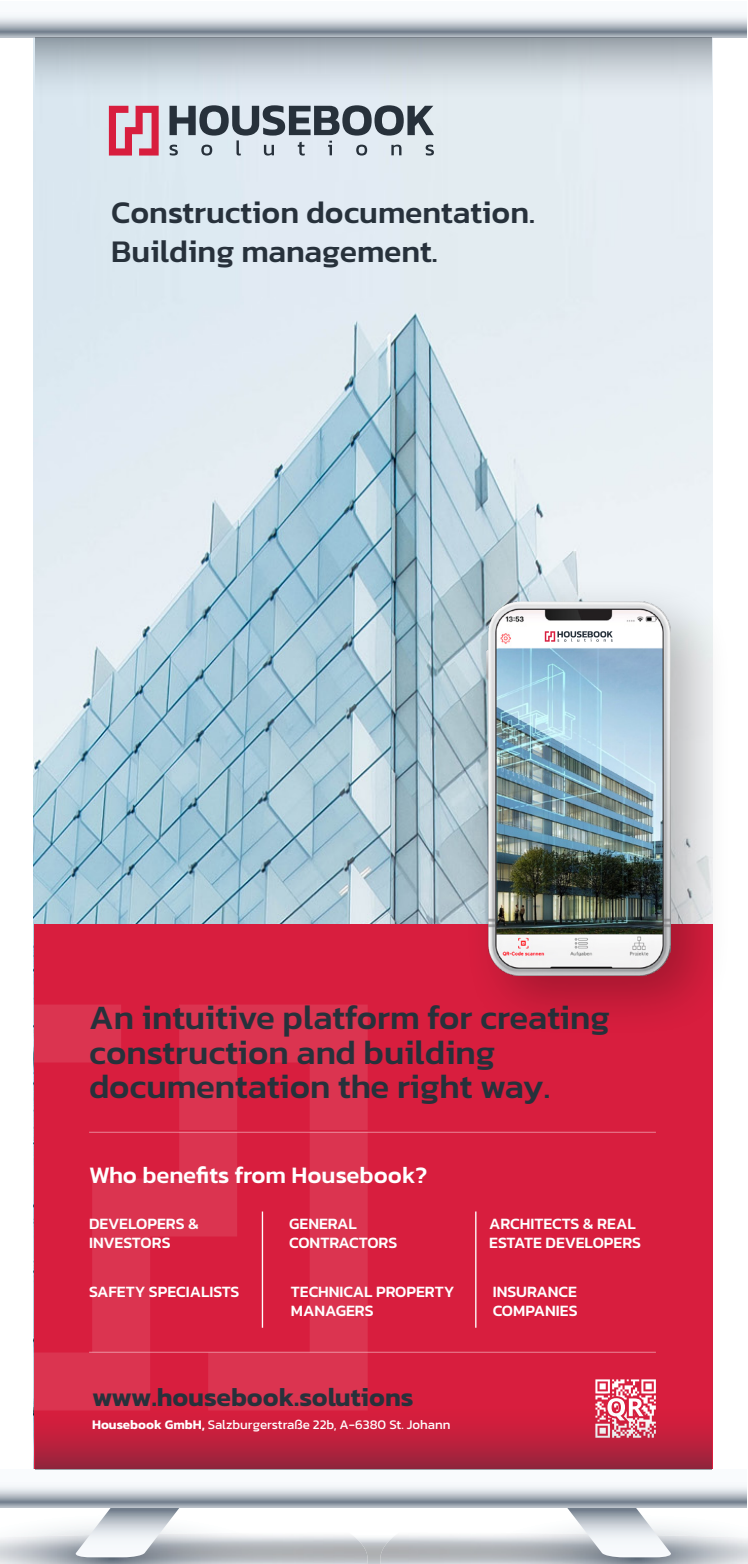
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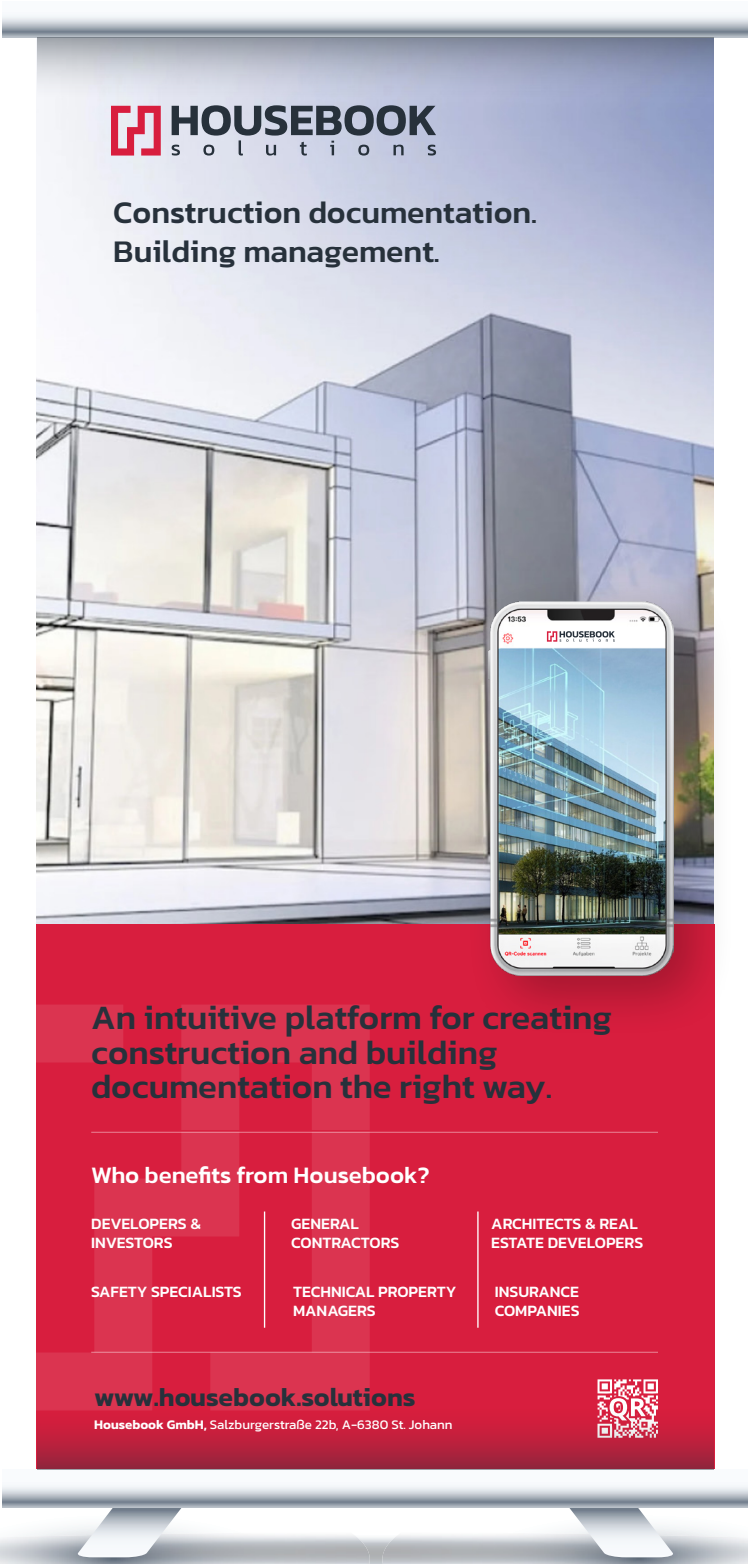
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Roll up banner



Roll up banner



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Full page ad (A4)



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Half page ad (A5)

