



BRAND STYLE GUIDELINE

Thanks for stopping by! Here you will find information about the elements that make up the Houzz brand and the proper way to use them.

Logo Identity

Here are the primary logo lockups for Houzz. The primary logo lockups are recommended in cases where the logo will be scaled down to smaller sizes. As the scale relationship of our logo is fixed, do not adjust the relationship between the mark and the logotype.

The mark and wordmark should primarily be locked up horizontally, however when the horizontal logo does not work, use our stacked logo. The stacked logo is best suited for narrower spaces. The symbol may be used by itself in special cases, but the wordmark should never be used without the symbol.

Horizontal Logo Lockup



Stacked Logo Lockup



Mark

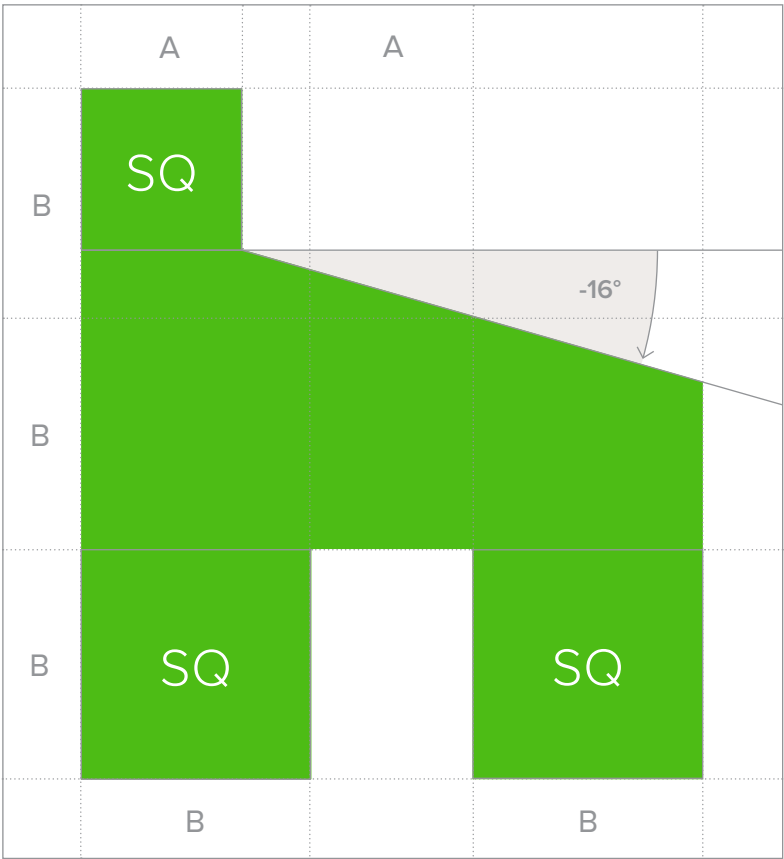


Mark

Our mark has been refreshed to create a simple, friendly and instantly recognizable icon for a home.

The design is clean, solid and geometric with a uniquely slanted roofline that reflects our passion for helping people create homes uniquely their own.

Construction Of The Mark






Minimum Size




To preserve the integrity of our identity, we must ensure that both the mark and wordmark are always recognizable and readable, and that the identity stands out from all other design elements.

The minimum allowable reproduction sizes for all Houzz identity components are listed to the right, with the minimum size of the symbol setting the standard. Reproductions below these sizes are not recommended as it will compromise the legibility of the wordmark.

For Print

	Minimum height for print: .125"
	Minimum height for print: .125"
	Minimum height for print: .25"

For Digital

	Minimum height for digital: 12px
	Minimum height for digital: 12px
	Minimum height for digital: 24px

Clear Space

Clear space is an area surrounding the logo that should always be free of text or graphics. This clear space applies to all executions including print, web, broadcast media, and promotional items. This clear space should be applied to all cases of the Houzz logo.

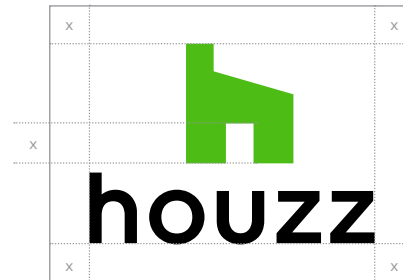
Please note that photography or illustration can be used as a background, but single images or illustrations must not distract or take away from the clear space rules.

As shown at left, the minimum clear space for the identity and the symbol is based on the height of the mark's door, expressed as x. More clear space is always preferred.

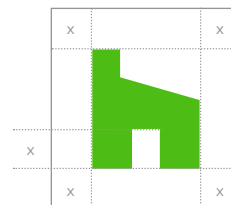
Horizontal Logo Lockup



Stacked Logo Lockup



Mark



Color Palette

The Houzz color palette is composed of three core colors: green, black, and white.

Color palette colors are not restricted to the Houzz identity. The green and black should be used wisely within all communication materials to reinforce the Houzz brand.

Please follow this general rule of thumb: the more public facing the piece, the more appropriate it is to use the identity palette within communications. If you are only allowed to work with limited color, it is best to select from the identity palette as well.

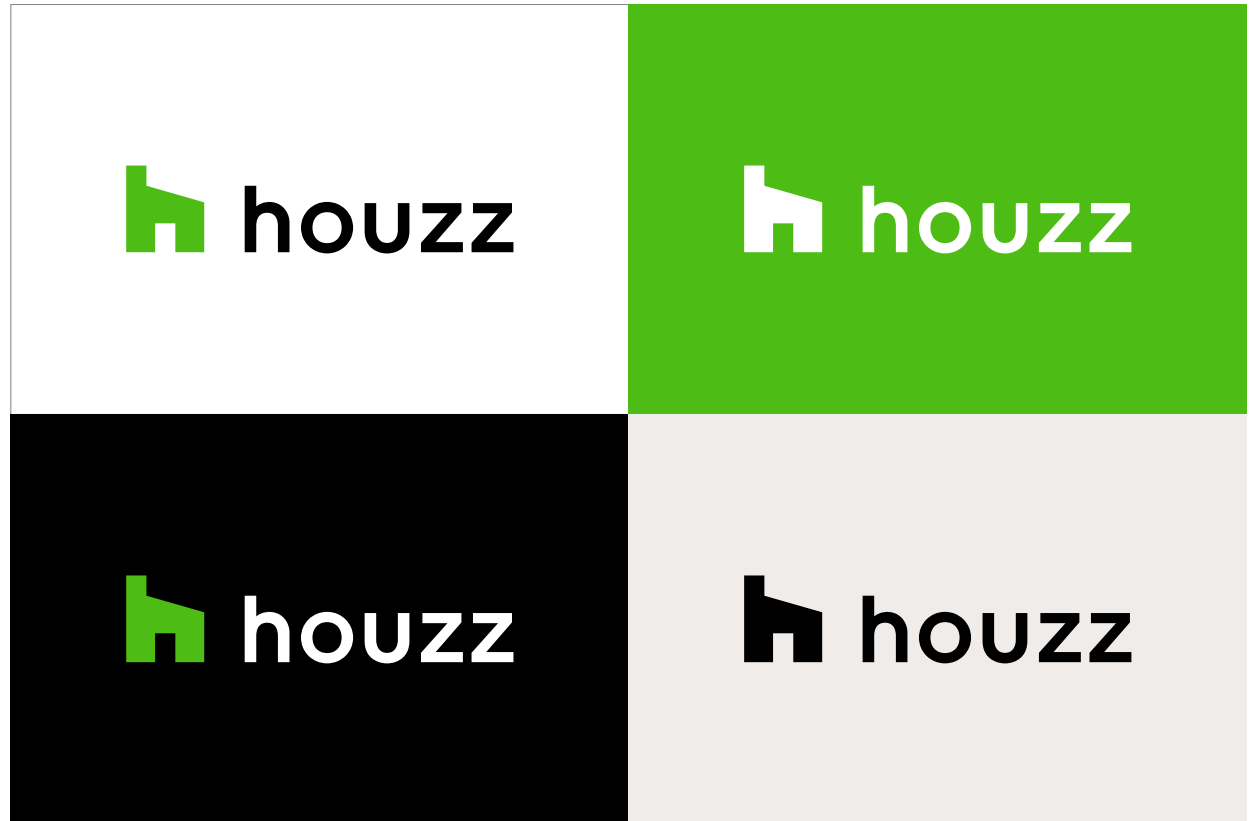
Careful matching of these colors is critical. Differences in substrate and process can affect color. The CMYK and RGB equivalents provided are guidelines only and should not be considered to provide an exact match. Always proof carefully against the PANTONE Color Standard.

<p>Green</p> <p>Pantone 2287 U Pantone 2287 C</p> <p>CMYK: C62 M0 Y95 K0 RGB: R77 G188 B21 Hex: #4DBC15</p>	<p>Black</p> <p>CMYK: C0 M0 Y0 K100 RGB: R0 G0 B0 Hex: #000000</p>	<p>White</p> <p>CMYK: C0 M0 Y0 K0 RGB: R255 G255 B255 Hex: #FFFFFF</p>
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Logo On Solid Colored Backgrounds

We use the full-colored and reversed version of the logo when applying the logo against solid backgrounds.

The following are examples of the horizontal logo usage showcase how all Houzz logos should be treated on the colors we recommend most: white, green, black and gray.



Logo Use On Photography

The following are examples of logo usage on photographic backgrounds. Do not recreate the logo or alter the colors. To ensure the legibility of the logo use the full-color version of the Houzz logo on light photography and the reversed out version for darker photographs.

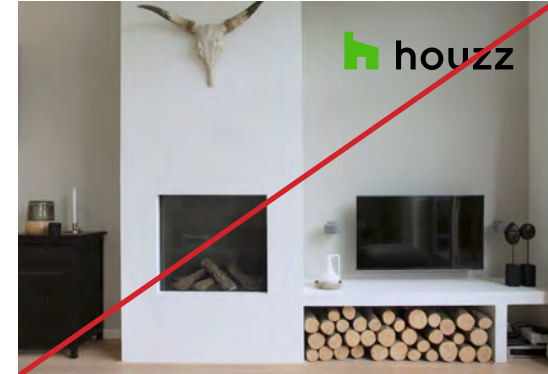


Logo Photography Credit

When using the logo as a photo credit, follow the rules found on the right. These rules have been created to make sure the logo is always visible and does not get lost on photography across our various forms communication.



The Houzz logo in this location on the photo is readable. This logo usage is approved.



The mark shown here disappears as there is no contrast. Avoid placing the logo on a background with a similar shade. This logo usage is not approved.



Avoid placing the Houzz logo in busy locations or in areas with lots of complication. This logo usage is not approved.



Avoid placing the Houzz logo over or in close proximity to areas of the photo with a similar tint. This logo usage is not approved.

Logo Misuse

The Houzz logo should always be reproduced from approved artwork. The examples on the right illustrate unacceptable uses of our logo.

Please do not in any way, compromise or manipulate the Houzz logo.



Do not modify the logo.



Do not rearrange the logo.



Do not rotate the logo.



Do not stretch the logo (horizontally).



Do not stretch the logo (vertically).



Do not put a drop shadow on the logo.



Do not outline the logo.



Do not put a box around the logo.



Do not scale parts of the logo.



Do not manually type the logo.



Do not place the logo on a low contrast background.



Do not change the color in any part of the logo.

Social Media Icons

The Houzz mark can be used as an icon across various digital platforms. We have four acceptable icons. The Houzz icon can only be used in social media assets when it links to Houzz and our content.

When using our social media icons other social icons display the Houzz icon in green and black or reversed out at an equal size and height to the other icons.

Logo
Social Media Icon



Square
Social Media Icon



Rounded Square
Social Media Icon



Circular
Social Media Icon



Minimum height
of 24px



Minimum height
of 24px



Minimum height
of 24px



Minimum height
of 24px



Paired with other logo
social media icons.



Paired with other
square social media
icons.



Paired with other
rounded square
social media icons.



Paired with other
circular social media
icons.

**If you have any
questions please feel
free to reach us at:
ourbrand@houzz.com**