

HOUSE OF DESIGN

GUIDELINES

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About the
primary logo

HOUSE OF DESIGN

The House of Design logo is a text-based representation of the exhibit that uses the accent typeface, **Glacial Indifference** in bold. The size (*16px*), font weight (*700*) and colour (*accent colour, UA Red*) chosen are optimal both for readability and style

Exclusion Zones

24PX

HOUSE OF DESIGN

24PX

Colour variations

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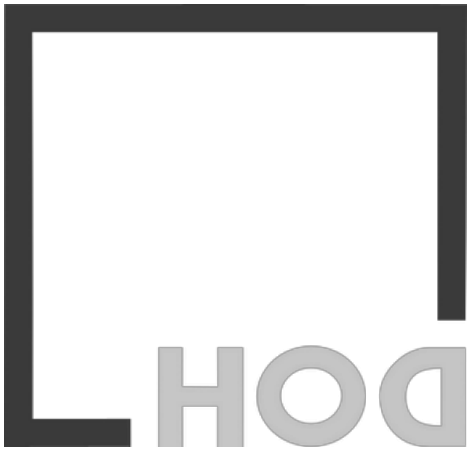
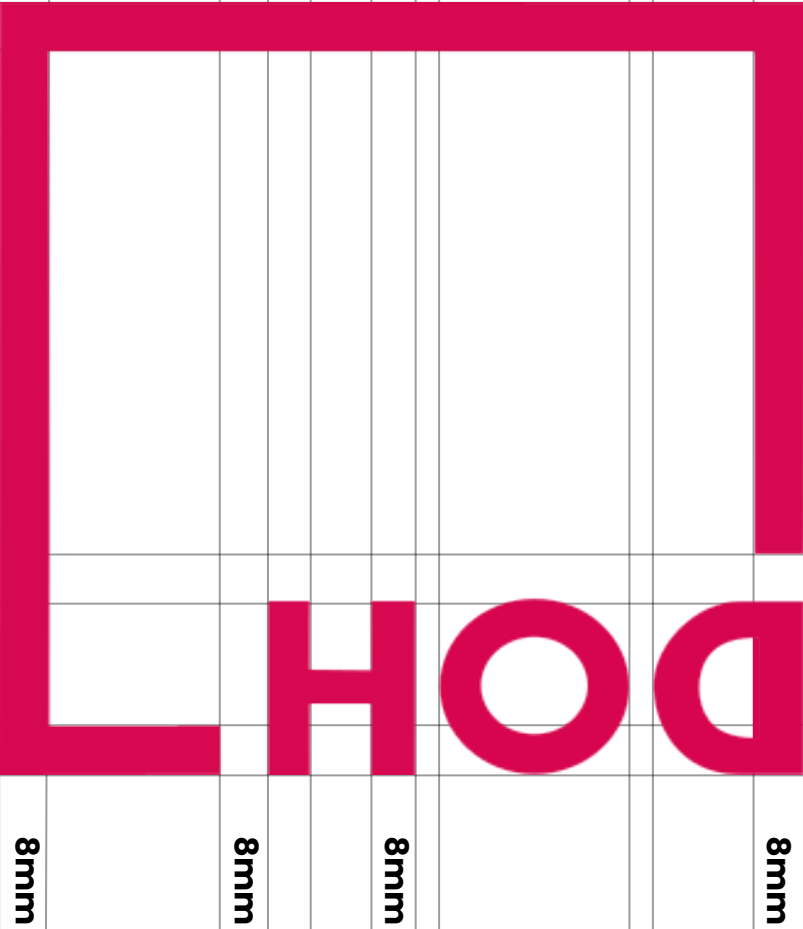
The colour of the logo is switched to white where necessary to maintain legibility on dark backgrounds and pictures.

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About the
secondary logo

The secondary logo combines the letters "**HOD**", acronym for "House of Design", with a **simplified outline** of a house to represent both the brand and an abstract concept of a house.

The use of the secondary logo is reserved for screen sizes equal or lower than 768px



Colour Palette

Primary colour | white
enhances readability and legibility
neutral colour

Secondary colour | black
supports the primary colour
used for text and typography

Accent colour | red
provides contrast

Shades of grey have also been used for the timeline, scrollbars and footer

WHITE HEX: #FFFFFF RGB: 255, 255, 255 CMYK: 0, 0, 0, 0	UA RED HEX: #D6054E RGB: 214, 5, 78 CMYK: 0, 98, 64, 16	BLACK HEX:#000000 RGB: 0, 0, 0 CMYK: 0, 0, 0, 100
LIGHT SILVER HEX: #D9D9D9 RGB: 217, 217, 217 CMYK: 0, 0, 0, 15	SPANISH GRAY HEX: #989898 RGB: 152, 152, 152 CMYK: 0, 0, 0, 40	SONIC SILVER HEX: #777777 RGB: 119, 119, 119 CMYK: 0, 0, 0, 53

Primary
Typeface

Poppins

Weights

Poppins Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Xx

1 2 3 4 5 6 7 8 9 0

! £ \$ % & / () = ? ^ *

Poppins Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Xx

1 2 3 4 5 6 7 8 9 0

! £ \$ % & / () = ? ^ *

Poppins Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Xx**

1 2 3 4 5 6 7 8 9 0

! £ \$ % & / () = ? ^ *

Secondary
Typeface

Assistant

Weights

Assistant Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

! £ \$ % & / () = ? ^ *

Uses

Assistant adds visual interest to subtitles and complements the primary typeface. It's used for subtitles in uppercase, enhancing visual hierarchy

Accent
Typeface

Glacial Indifference

Weights

Glacial Indifference Bold

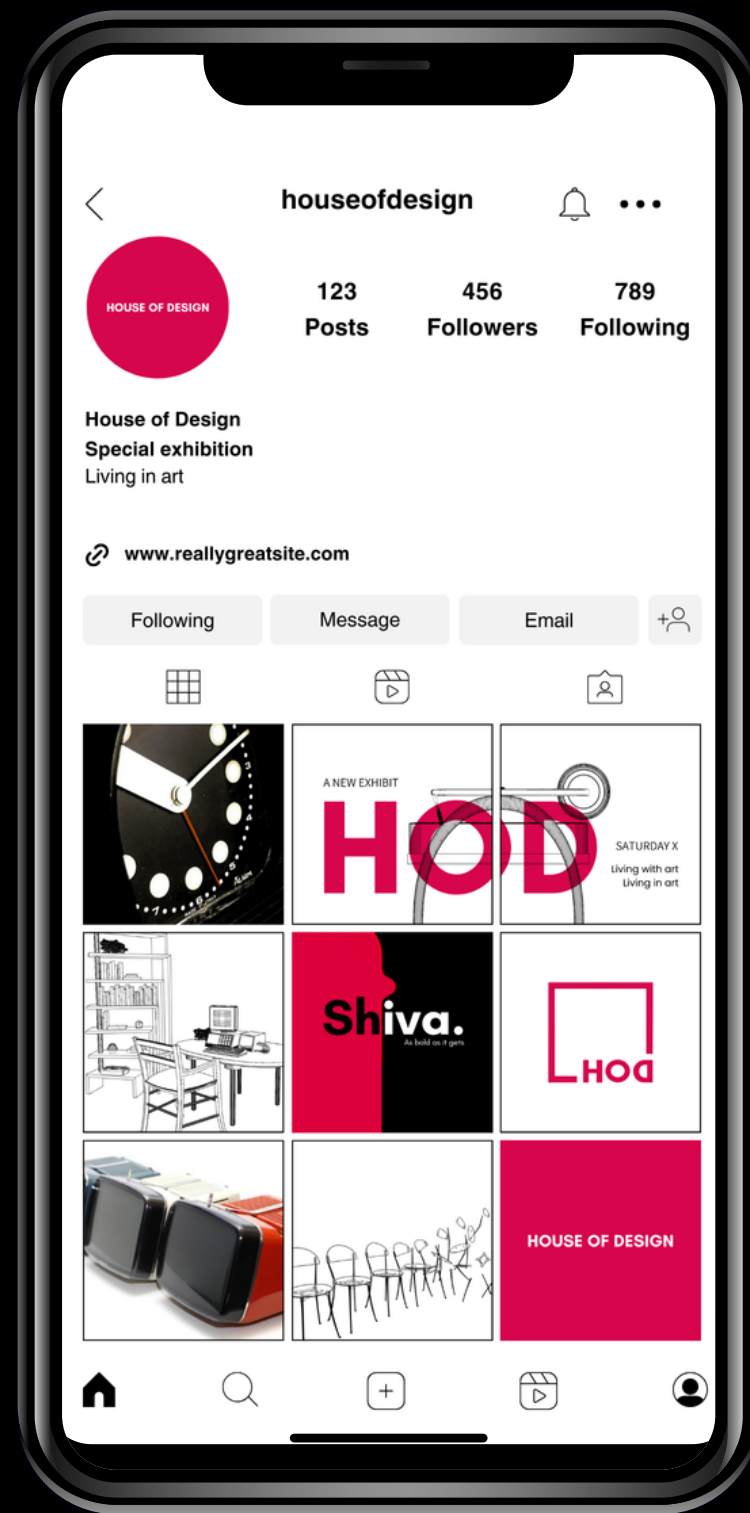
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx
Yy Xx

1 2 3 4 5 6 7 8 9 0

! £ \$ % & / () = ? ^ *

Uses

Glacial Indifference has been chosen to create emphasis in the main title and
logo





SATURDAY X JUNE
SPECIAL EXHIBIT

A CELEBRATION
OF INTERIOR
DESIGN

HOD



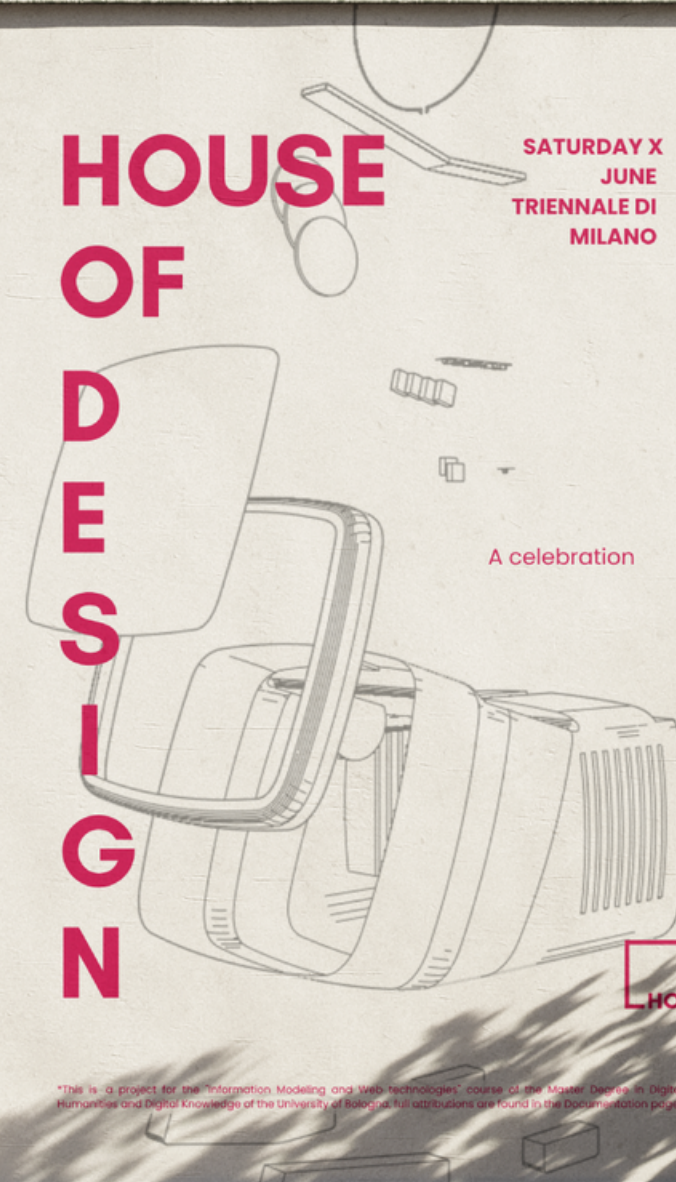
H OUSE OF DESIGN

LIVING WITH ART
LIVING IN ART

HOUSE OF DESIGN

SATURDAY X
JUNE
TRIENNALE DI
MILANO

A celebration



*This is a project for the "Information Modeling and Web technologies" course of the Master Degree in Digital Humanities and Digital Knowledge of the University of Bologna. All attributions are found in the Documentation page.

*mockup from mockups-design.com (<https://mockups-design.com/three-posters-on-fence-mockup/>)