

# HOMERGO

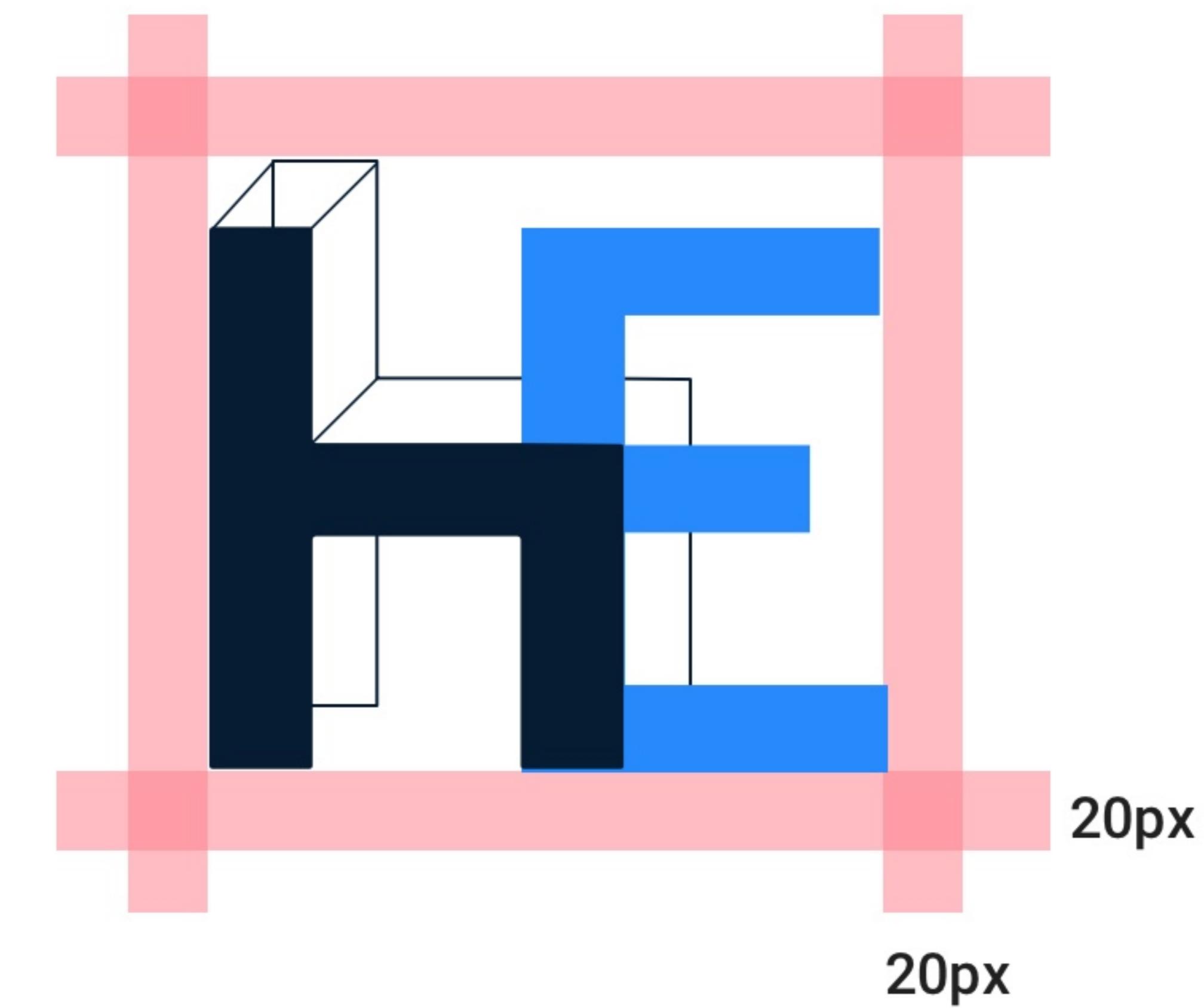
BRAND STYLE GUIDE



Web header:



Mobile header / reduced logo:



# BRAND PLATFORM

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Brand Platform:

**Company/Product Name:**

HomErgo

**Mission/Vision:**

We want to provide a easy and smart solutions for your home office set up and educate users about having the most pleasant, streamlined work from home situation.

*Rationale: Homergo wants to help individuals create work environments that are pleasant and healthy. (holistically sound)*

**Brand Personality:**

Homergo empowers users and wants to change people's lives for the better through education and presentation of curated products to best fit users needs.

*Rationale: Friendly, reliable, simple to you. Minimalistic*

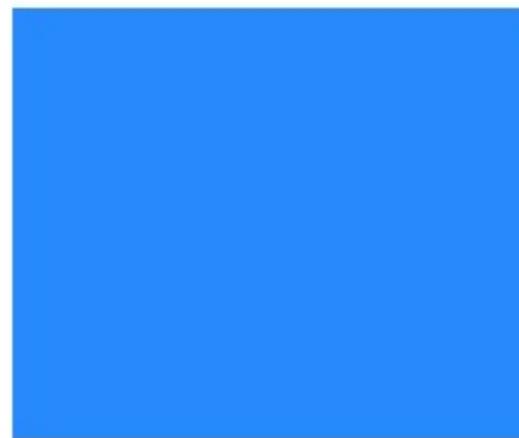
**Brand Attributes**

Reliable, simple, friendly, minimal, and savvy.

*Rationale: The company is approachable, matter of fact, simple yet effective.*

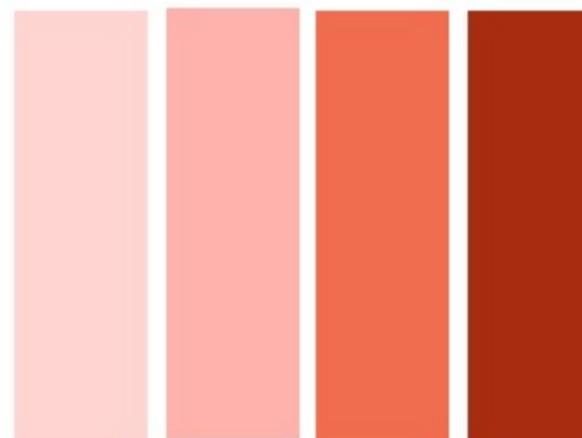
# COLOR PALETTE

Primary: Sky Blue



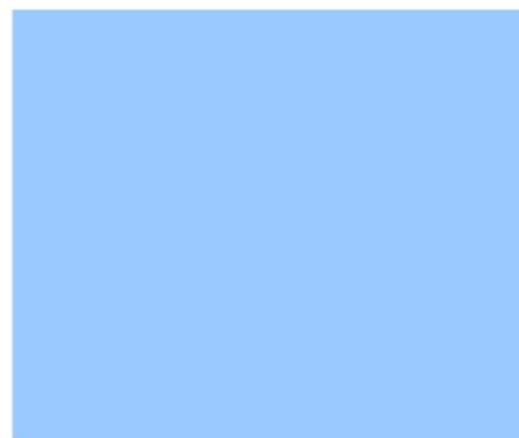
HEX #268AFD

Accent Colors



HEX #FFD4D1  
HEX #FFB2AC  
HEX #F06E4F  
HEX #A82C0F

Secondary: Pale Lilac



HEX #8DC9FF

Grays/Darks



HEX #606B78  
HEX #4D6480  
HEX #001C35

# FONTS

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## Font Family:

Trade Gothic LT Std

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

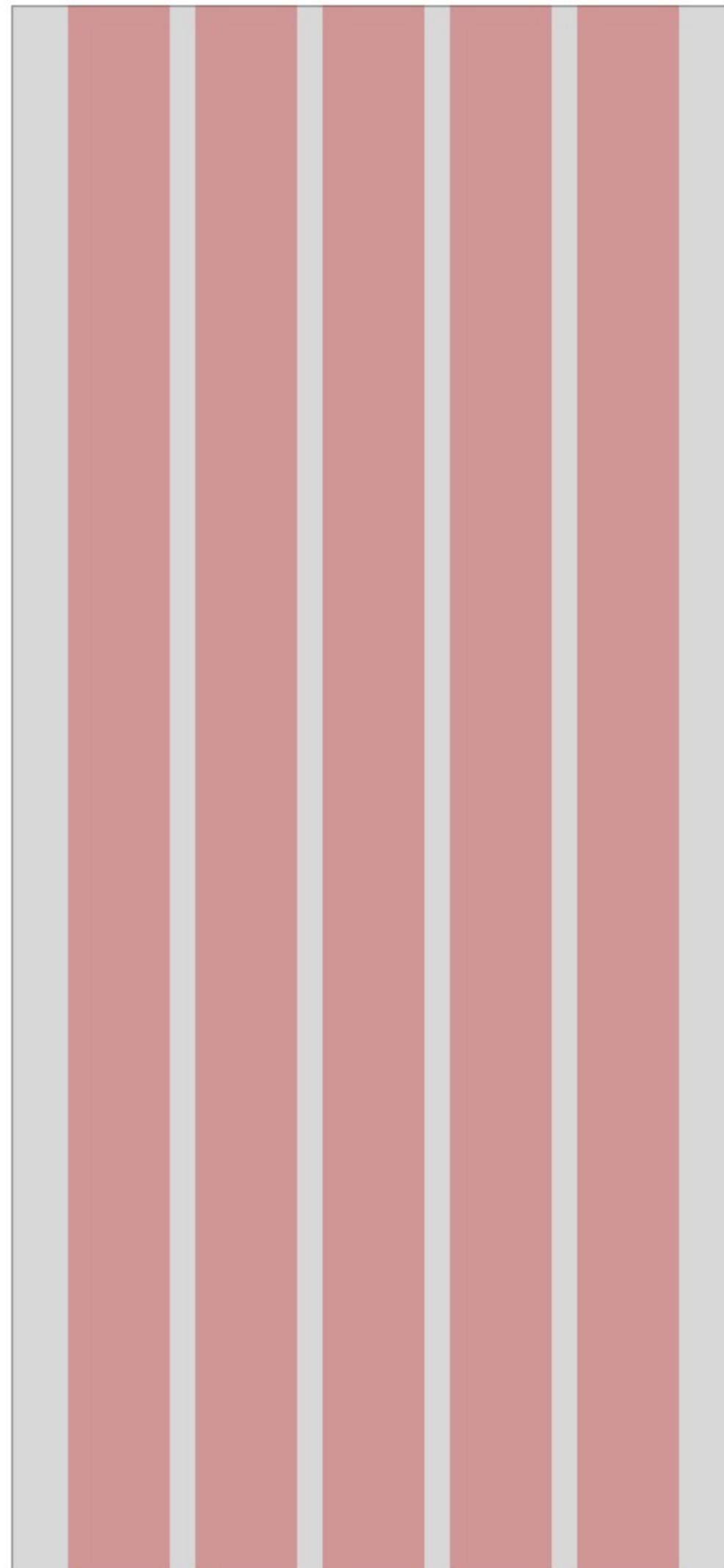
a b c d e f g h i j k l m n o p q r s t r u v w x y z

## Header and Body:

**This is the header size and weight 30px Bold.**

This is the body copy and size 16px Regular.

**Handheld:**  
5 columns  
15px gutters  
32px margins



# ICONOGRAPHY

Main Icons



Navigation Icons



Icon Colors:



# UI ELEMENTS

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Buttons



Selected State

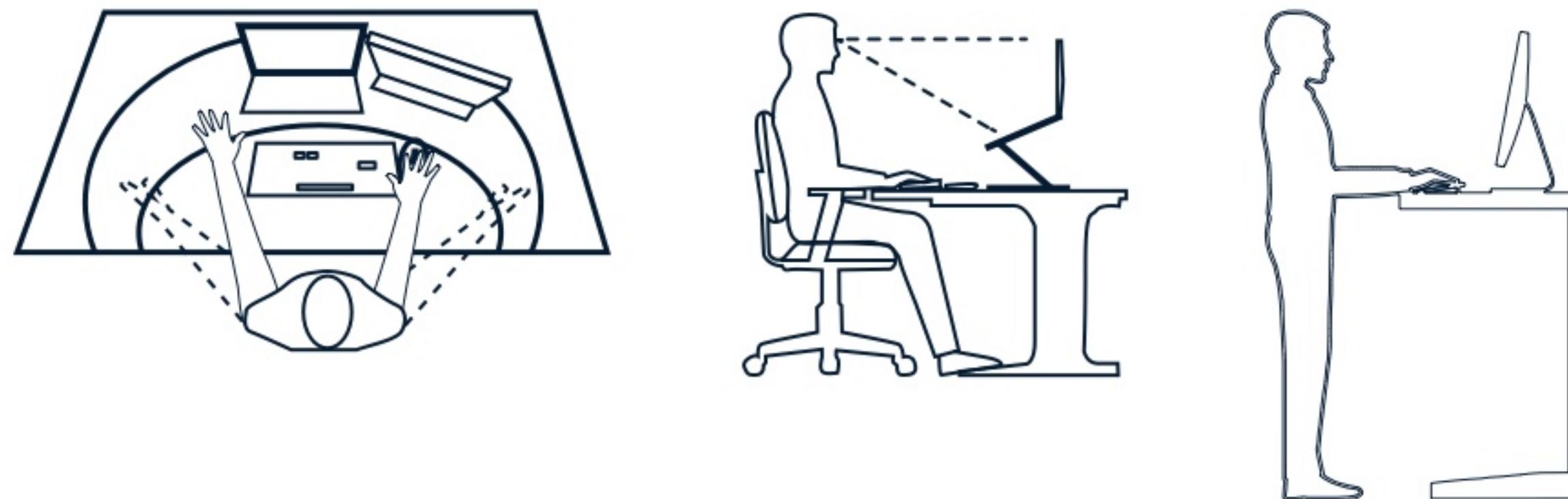
Buttons



Button Depressed

# IMAGES

## Sketches



## Products

