

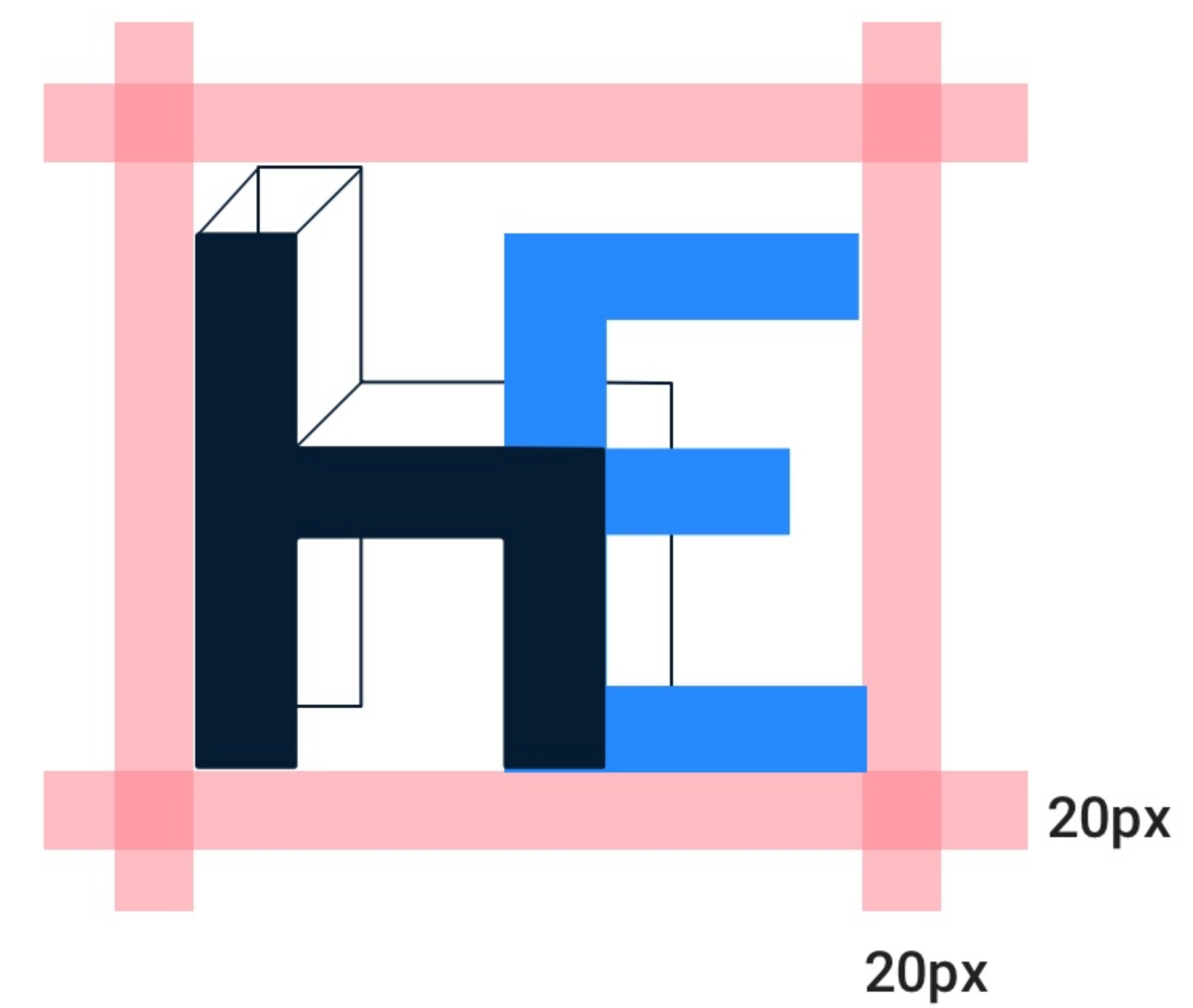
HOMERGO

BRAND STYLE GUIDE

Web header:



Mobile header / reduced logo:



BRAND PLATFORM

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 bit users needs.

Rationale: Friendly, reliable, simple to you. Minimalistic

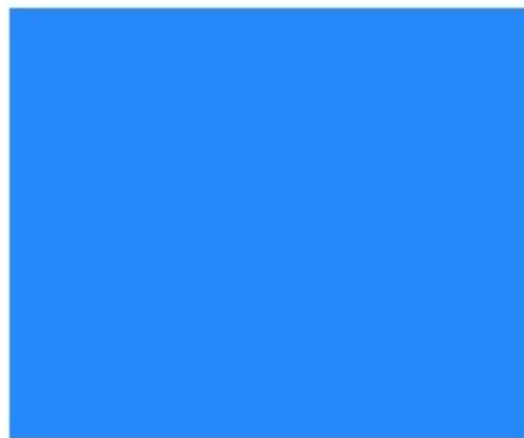
Brand Attributes

Reliable, simple, friendly, minimal, and savvy.

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

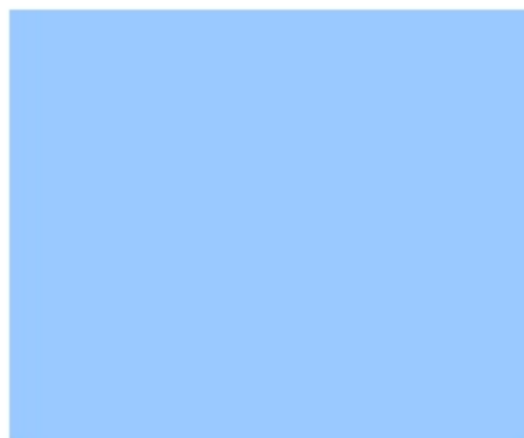
COLOR PALETTE

Primary: Sky Blue



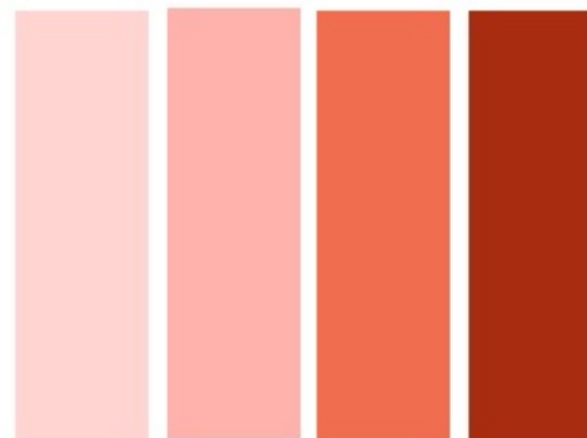
HEX #268AFD

Secondary: Pale Lilac



HEX #8DC9FF

Accent Colors



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

Grays/Darks



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

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

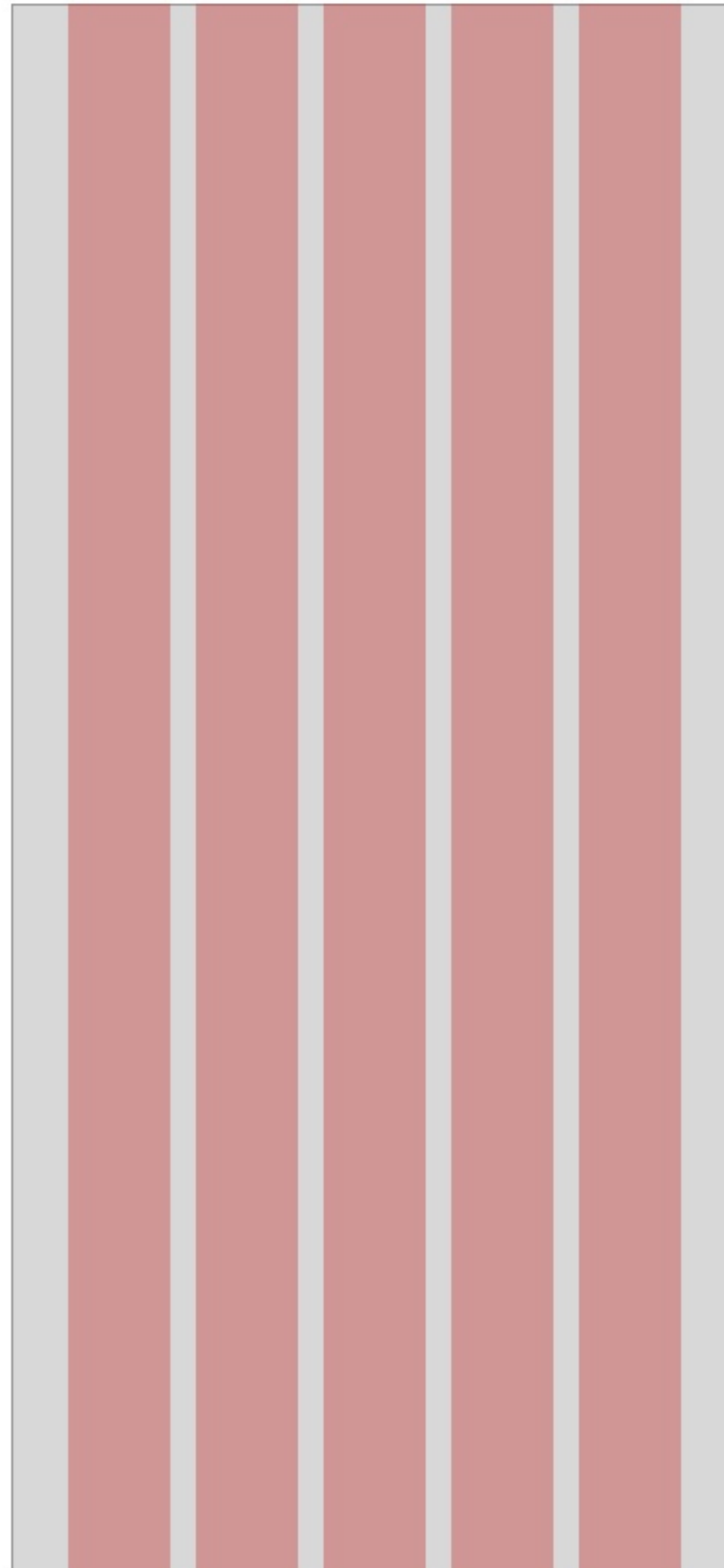
a b c d e f g h i j k l m n o p q r s t r u v w x y z

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:



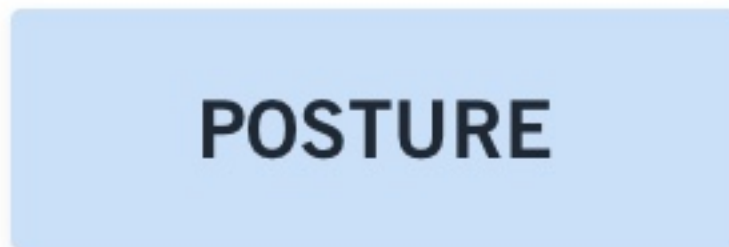
UI ELEMENTS

Buttons

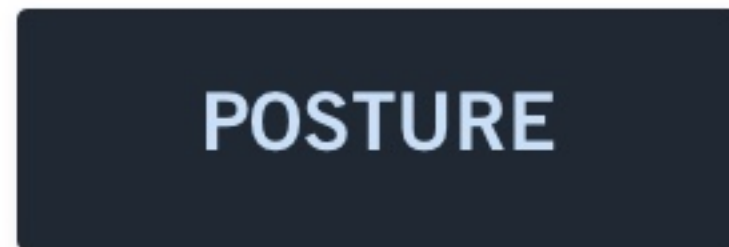


Selected State

Buttons



Button Depressed



Sketches



Products

