THE LOGO

Your Home Advisor

Visual identity guide

> **From roof to parquet: the chevron of the roof in the logo becomes the herringbone floor of the Bucharest homes.**

The logo is the original file (Instagram avatar), traced as vector.
Its letters are part of the drawing: they are not a font of the site.

YOUR HOME ADVISOR
YOURHOMEADVISOR.EU

VERSIONS

YOUR HOME ADVISOR
YOURHOMEADVISOR.EU

Colour · on cream or warm white

YOUR HOME ADVISOR
YOURHOMEADVISOR.EU

Light · on brown #AA4D24

YOUR HOME ADVISOR
YOURHOMEADVISOR.EU

Dark · one colour, ink #3A2217

CLEAR SPACE

X

YOUR HOME ADVISOR
YOURHOMEADVISOR.EU

Keep a free zone of X on every side, X being half the height of the house.

MINIMUM SIZE

YOUR HOME ADVISOR
YOURHOMEADVISOR.EU

Full logo: 110 px wide on screen, 29 mm in print (the size used in the site menu on a phone).

House alone: 28 px, 7 mm (floating bar).

WHAT NOT TO DO

YOUR HOME ADVISOR
YOURHOMEADVISOR.EU

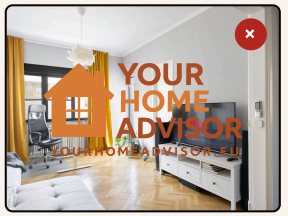
Do not stretch or squash

YOUR HOME ADVISOR
YOURHOMEADVISOR.EU

Do not recolour

YOUR HOME ADVISOR
YOURHOMEADVISOR.EU

Do not add a shadow



Do not place on a busy photo

Colours

Every colour of the site, with its role. HEX is the reference; CMYK is an approximate conversion for print.

Roof orange
HEX #D87A34
RGB 216, 122, 52
CMYK 0, 44, 76, 15
Accent: the word “home”, the verbs, icons, logo house

Brick brown
HEX #AA4D24
RGB 170, 77, 36
CMYK 0, 55, 79, 33
Buttons, footer, phone menu, logo letters

Deep brown
HEX #8C3C1A
RGB 140, 60, 26
CMYK 0, 57, 81, 45
Button hover

Ink
HEX #3A2217
RGB 58, 34, 23
CMYK 0, 41, 60, 77
Titles, text, dark logo

Soft brown
HEX #6E5446
RGB 110, 84, 70
CMYK 0, 24, 36, 57
Secondary text

Light orange
HEX #F0A465
RGB 240, 164, 101
CMYK 0, 32, 58, 6
Logo on brown, floating bar

Cream
HEX #F8F3ED
RGB 248, 243, 237
CMYK 0, 2, 4, 3
Page background

Warm white
HEX #FFFBF6
RGB 255, 251, 246
CMYK 0, 2, 4, 0
Cards and sections

White
HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0
Form fields

Field outline
HEX #B9A597
RGB 185, 165, 151
CMYK 0, 11, 18, 27
Border of form fields

Hint text
HEX #7D665A
RGB 125, 102, 90
CMYK 0, 18, 28, 51
Placeholders in fields

Hairline
Ink #3A2217 at 14%
rgba(58, 34, 23, 0.14)
Not printed as a solid
Card borders and dividers

Peach
HEX #F4C9A2 · RGB 244, 201, 162 · CMYK 0, 18, 34, 4
Footer headings

Sand
HEX #F1DCC8 · RGB 241, 220, 200 · CMYK 0, 9, 17, 5
Footer small print

Deep ink
HEX #26150C · RGB 38, 21, 12 · CMYK 0, 45, 68, 85
Text on the orange button of the floating bar

Hover orange
HEX #E58C48 · RGB 229, 140, 72 · CMYK 0, 39, 69, 10
Hover of the floating bar button

THE THREE PARQUETS

Wood parquet
Under the hero

E7C49C · DFB487 · E3BD92 · D8AA79 · EBCBA6 · DCAE80 · **C99A6C**

Last chip: joint between the boards

Orange parquet
Philosophy band

D87A34 · CF7230 · DD8642 · C86A2B · E0904F · D27A3A · **A9541F**

Last chip: joint between the boards

Brown parquet
Phone menu and footer

C98454 · BE7546 · CF8D5F · B96F40 · C47A4B · **9A4520**

Last chip: joint between the boards

Typefaces

Two families carry the whole site. Fallbacks if they do not load: Arial Narrow for titles, the system font for text.

MAIN TYPEFACE · TITLES

Aa

Bricolage Grotesque

Weights 700 and 800 (variable font, 400 to 800 loaded)
Role: titles, statement, verbs, quotes, city names
Where: Google Fonts · Licence: SIL Open Font License 1.1

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 &

Bold **ExtraBold**

Find, manage & love your home in Romania.

USE	WEIGHT	DESKTOP	PHONE
Hero title	800 · lh 1.0 · -0.035em	78 px	43 px
Contact title	800 · -0.04em	74 px	42 px
City names	800 · -0.04em	62 px	35 px
Section titles (h2)	800 · lh 1.05	58 px	35 px
Statement “We are…”	700 · lh 1.18	44 px	27 px
Quote on the parquet	800 · lh 1.16	42 px	26 px
Home titles (h3)	800	40 px	30 px
Service titles (h3)	800	30 px	24 px
Verbs “Find.”	800 · lh 0.92 · -0.05em	138 px	67 px

SECONDARY TYPEFACE · TEXT

Aa

Figtree

Weights 400 to 700, with italic
Role: body text, menu, buttons, labels, small print
Where: Google Fonts · Licence: SIL Open Font License 1.1

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 &

Regular Medium **SemiBold** **Bold** *Italic*

Tailored advisory service for property investment, management, and hospitality in Romania.

“Space to breathe. Right in the heart of Bucharest.”

USE	WEIGHT	DESKTOP	PHONE
Body text	400 · lh 1.6	17 px	17 px
Hero lead	400	20 px	17 px
Section paragraphs	400	18 px	18 px
Menu links	600	17 px	17 px
Buttons	700	16 px	16 px
Home quotes	500 italic	18 px	18 px
Form labels	700	15.7 px	15.7 px
Small print, footer	400	14.4 to 14.7 px	14.4 to 14.7 px

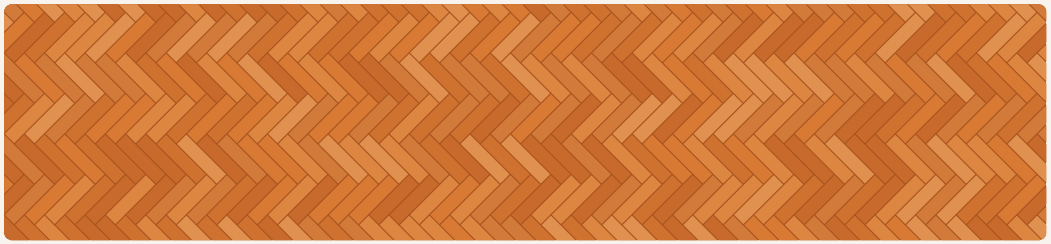
Illustration and photography

The parquet is the signature: boards laid one by one under the hero, in the phone menu and the footer, then filling the philosophy band in orange.

HERRINGBONE PARQUET · WOOD VERSION



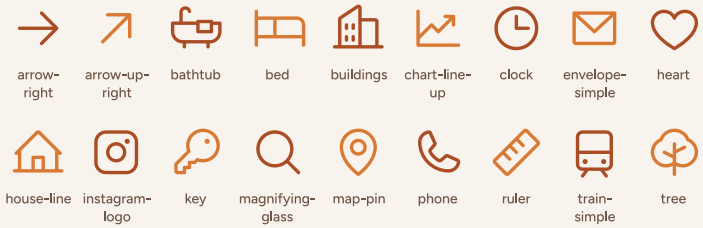
HERRINGBONE PARQUET · ORANGE VERSION



ROOF LINE



ICONS · PHOSPHOR, REGULAR



One stroke weight, brown #AA4D24 in lists and orange #D87A34 on key facts.

THE HOMES, AS PHOTOGRAPHED



DO

- Use the originals from the homes, in daylight
- Show the whole room, with the herringbone floor and the mustard and ochre touches
- Keep the colours as shot
- Corners of 4 px, photos set flat on the page

AVOID

- Stock photography
- Filters, tints or duotone on photos
- Tight crops that hide the room
- Parquet or patterns behind text or the logo

The identity at work

The logo, the colours, the two typefaces and the photographs of the homes, put together.

INSTAGRAM POST · 4:5



Space to breathe.

Right in the heart of Bucharest.

YOUR HOME ADVISOR
YOURHOMEADVISOR.EU

INSTAGRAM STORY · 9:16

YOUR HOME ADVISOR
YOURHOMEADVISOR.EU

Find, manage & love your home in Romania.

@yourhomeadvisor.eu

BUSINESS CARD · FRONT AND BACK

YOUR HOME ADVISOR
YOURHOMEADVISOR.EU

Find, manage & love your home in Romania.

info@yourhomeadvisor.eu

+40 750 473 883

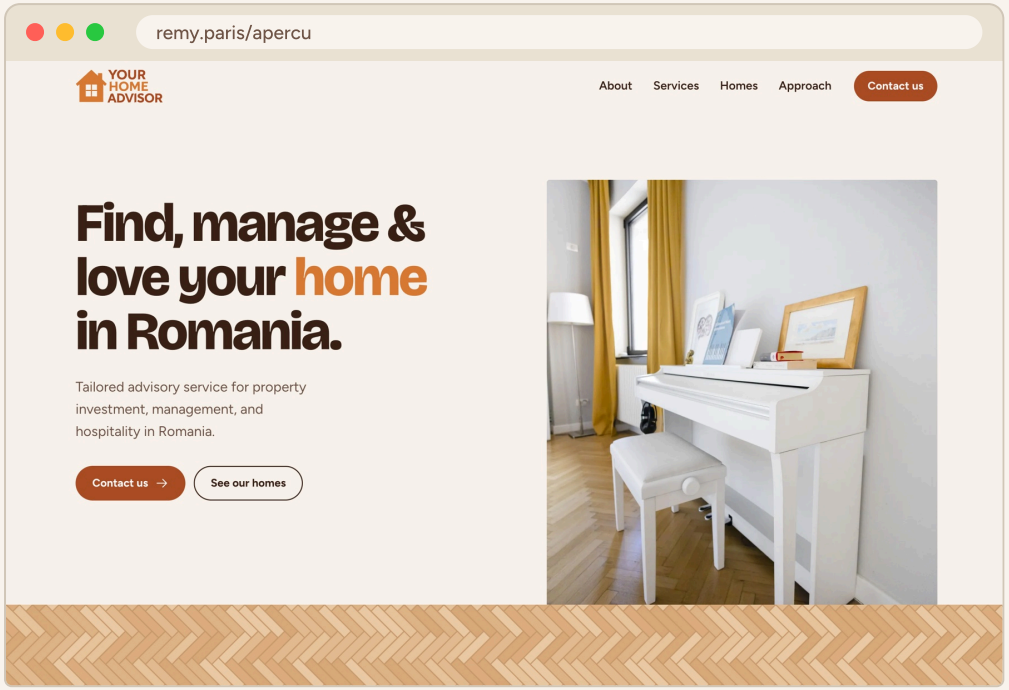
@yourhomeadvisor.eu

Same rules everywhere: the logo sits on a calm surface, titles in Bricolage Grotesque 800, text in Figtree, and the parquet stays a strip or a band, never behind text.

The website

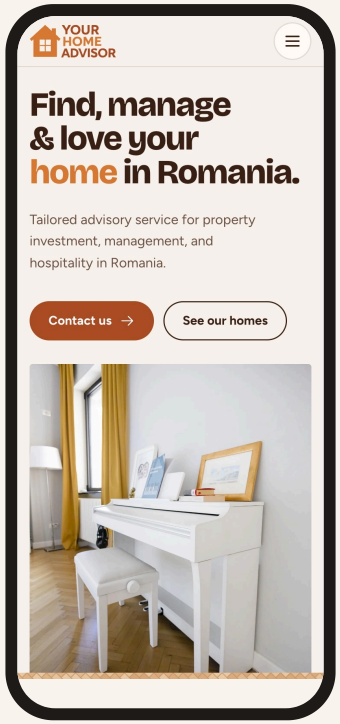
The private preview, captured on desktop at 1440 × 900 and on a phone at 390 × 844 once the animations had finished.

DESKTOP

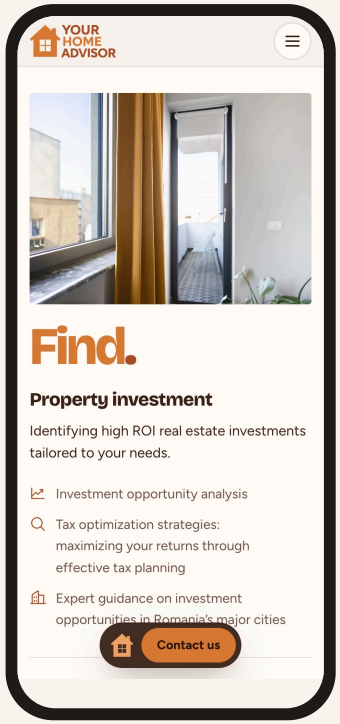


Home page: logo, menu, hero title with the word “home” in orange, photo of the flagship home and the wood parquet.

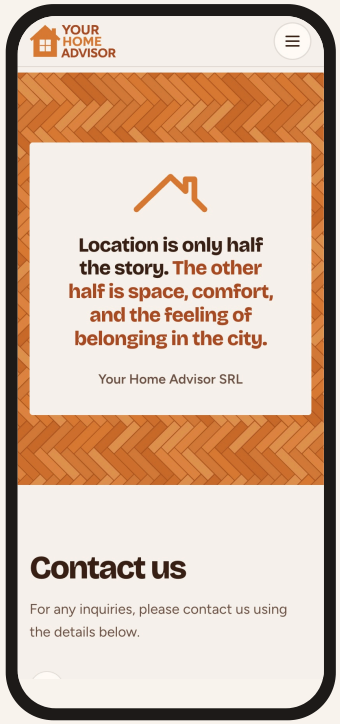
PHONE



Home page



“Find.”, first of the three services



The quote on the orange parquet

LOGO

Full logo in the menu and the footer, the house alone in the floating bar on a phone, light version on brown.

PARQUET

Laid board by board under the home page, in the phone menu and the footer, then filling the orange band of the quote.

COLOURS AND TYPEFACES

Bricolage Grotesque for titles, Figtree for text.