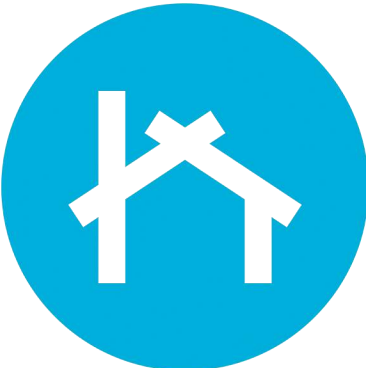




zabitat Brand Standards

Logo



zabitat



zabitat

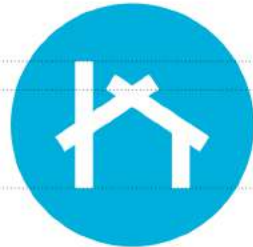
— An  Company —

- New brand will have optional endorsement from ODL
- Not all uses of the logo will show the endorsement
- Endorsement use is restricted for applications that make the byline clearly legible

Logo

Tallest point of the house also equals the tallest point of the word treatment.

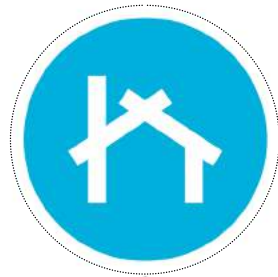
The floor of the house also is the floor for the word treatment.



zabitat

Top of the word treatment represents the top of the house.

Body of the word treatment represents the main section of the house.



zabitat

The font features a duplication of the iconic circle, creating a consistent feel throughout the word making the two treatments flow together.

Logo



zabitat



zabitat



zabitat



Logo: Unacceptable Use

DO NOT ADD TEXT WITHIN THE MANDATORY WHITE SPACE.



DO NOT CHANGE THE COLOR OF THE LOGO OR WORDMARK UNLESS OTHERWISE NOTED.



DO NOT SKEW THE LOGO IN ANYWAY.



DO NOT USE IMAGERY INSIDE THE ICON WHEN THE WORD TREATMENT IS PRESENT.



DO NOT MOVE THE WORD TREATMENT FROM IT'S ORIGINAL LOCATION.



DO NOT ADD TRANSPARENCY TO THE LOGO TREATMENT.



Logo: Unacceptable Use

DO NOT REMOVE THE CIRCLE FROM THE ICON.



DO NOT CHANGE THE SHAPE OF THE CIRCLE ICON



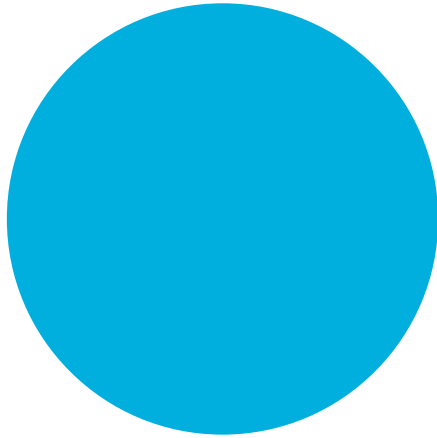
DO NOT USE A COLOR BACKGROUND BEHIND THE COLOR VERSION OF THE LOGO AND ICON.



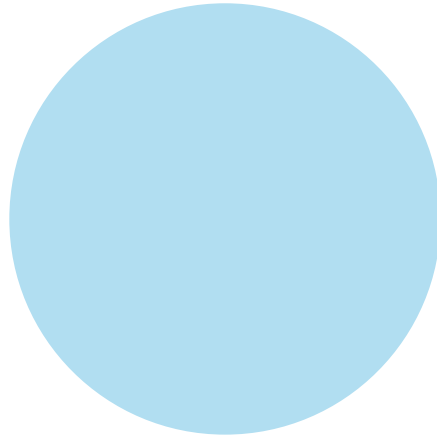
DO NOT CHANGE THE COLOR OF THE LOGO OR ICON. ONLY ACCEPTABLE COLORS ARE THE BRIGHT BLUE FROM THE COLOR PALETTE, WHITE, AND BLACK.



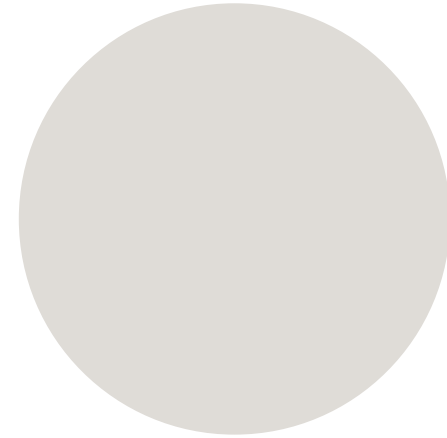
Color Palette



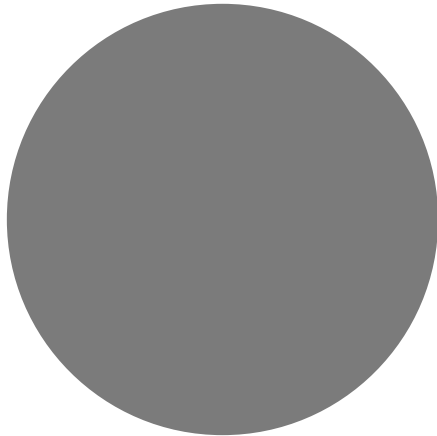
HEX: 00AFDB
R: 0 G: 175 B: 219
C: 73 M: 10 Y: 6 K: 0



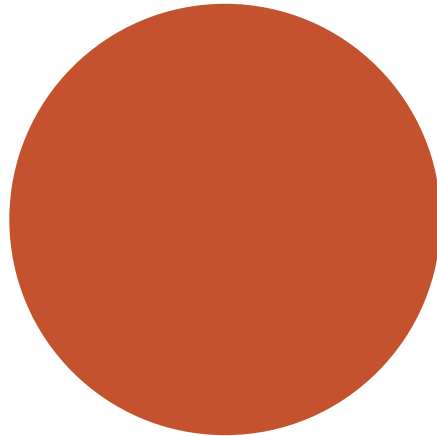
HEX: B1DDF1
R: 177 G: 221 B: 241
C: 28 M: 2 Y: 2 K: 0



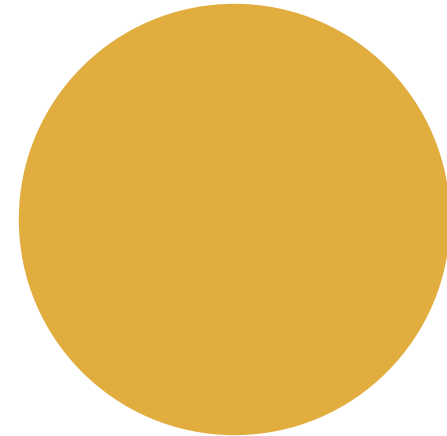
HEX: DFDBD6
R: 223 G: 219 B: 214
C: 11 M: 10 Y: 13 K: 0



HEX: 7B7A7B
R: 123 G: 122 B: 123
C: 53 M: 45 Y: 44 K: 10

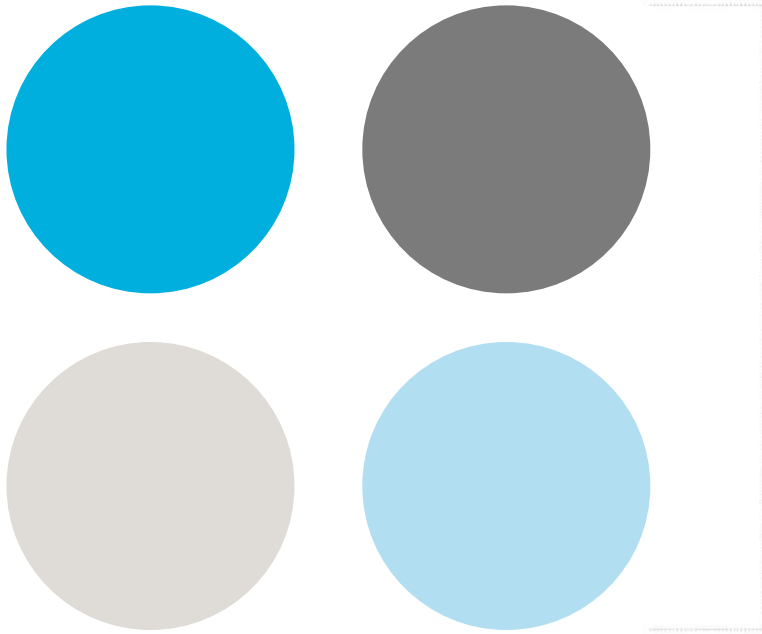


HEX: C4522C
R: 196 G: 82 B: 44
C: 17 M: 80 Y: 97 K: 6



HEX: E1AD3D
R: 225 G: 173 B: 61
C: 12 M: 32 Y: 90 K: 0

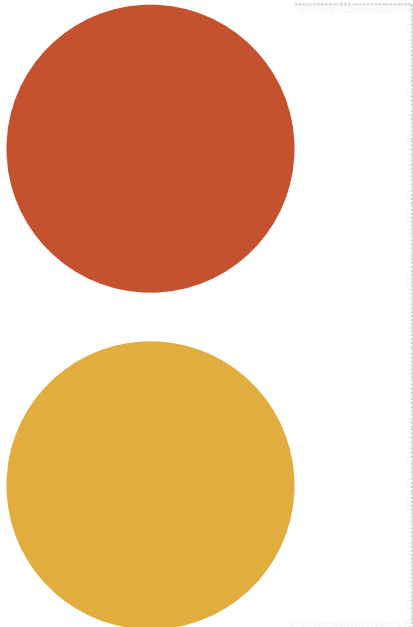
Color Palette



Main Palette:

The variations of blues and greys are the main representations of overall brand. The bright blue is the main recognition color that defines the persona with the lighter blue and greys as supporting colors to help add depth and diversity to brand and marketing content.

The combination of colors provides a glass / water / purity feeling that helps represent a part of the main catalog items.



Supporting Palette:

The additional color of "rust" (shade of orange / red) and of the dark yellow are used as support colors. These colors do not represent the brand directly, but can be used as attention grabbing, eye catching accents in different types of marketing materials.

The colors provide a good contrast against the main color palette which provides a good break in color experience, making them great for using in call to actions throughout marketing material when used appropriately.

Color Palette



15% OFF
Door Glass
Two-Day Sale!

Shop Now >

The bright blue is the most brand defining color of Zabitat. It should always be the most distinctive color when dealing with the marketplace and installation services sector of the business.

The blue should be used in two methods:

- **Standalone - no other colors**

The blue should stand alone as it creates a clean, sleek, and consistent experience when viewing a piece of marketing content. It should not be embedded, blended, surrounded, touching, or transparent with any other colors. The only colors that should be touching the blue directly should be white, unless it is directly touching an image.

- **Main Palette - support colors defined on the main palette**

The support colors from the main palette can be used to compliment the blue. However, the supporting colors should again not be touching any other colors. When using the supporting colors, the only other colors that should be touching should be white, unless it is directly touching an image.

Adjusting opacity of the color palette is not encouraged unless it is a horizontal overlay on the top or bottom of the image. Vertical or angled transparent colors is not recommended.

15% OFF
Door Glass
Two-Day Sale!

Shop Now >

Find the Perfect
Brisa Screen >

\$30 OFF
Brisa Screens

A Breath Of
Fresh Air

SHOP NOW >>

BRISA
 retractable Screen Door

Say Hello
to Anderson
Storm Doors

Find your perfect
door today!

New

2163

Anderson

Color Palette



The yellow is used as a call-to-action and attention grabber. It is designed to stick out drastically from the other colors used on the marketing material to draw your eyes to something specific. It is best practice to create a white barrier that separates the yellow from other colors to make sure it does not touch. Notice the white lines used to separate the yellow from other colors from color palette. This is not required for when the yellow touches images.

Rules:

- Utilize a white barrier to separate the yellow from the other colors (with the exception of dark background colors)
- Do not use other colors as the text color inside a yellow background. Only use black or white.
- Do not use any other colors from the supportive color palette on the same marketing material.

15% OFF
Door Glass
Two-Day Sale!

Shop Now >

This banner features a yellow background on the left with a white house icon. The right side shows two glass doors with decorative leaded glass patterns.

**Energy Savings Essentials:
TUBULAR SKYLIGHTS**

An energy efficient solution to brighten your home this winter.

SHOP TUBE KITS ▶

10" & 14" Residential Kits
Starting at \$175

This banner shows a bright interior hallway with a skylight. A child is sitting on a white bench. The text is in black and white, with a yellow button for the call to action.

BRISA
Retractable Screen Door

- Largest in-stock inventory
- Installation services

**ON SALE!
\$30 Off**

SHOP NOW >

Get it Installed by a Pro!

New

This banner features a blue background with white text. It includes images of the retractable screen door and a woman standing in the doorway. A yellow button is used for the call to action.

**FREE
SHIPPING
OVER \$100**

This banner is a blue square with a yellow circle containing the text in white.

Color Palette



The rust should be used similar to the yellow. It is used as a call-to-action and attention grabber. It is designed to stick out drastically from the other colors used on the marketing material to draw your eyes to something specific. It is best practice to create a white barrier that separates the rust from other colors to make sure it does not touch. Notice the white lines used to separate the rust from other colors from color palette. This is not required for when the rust touches images.

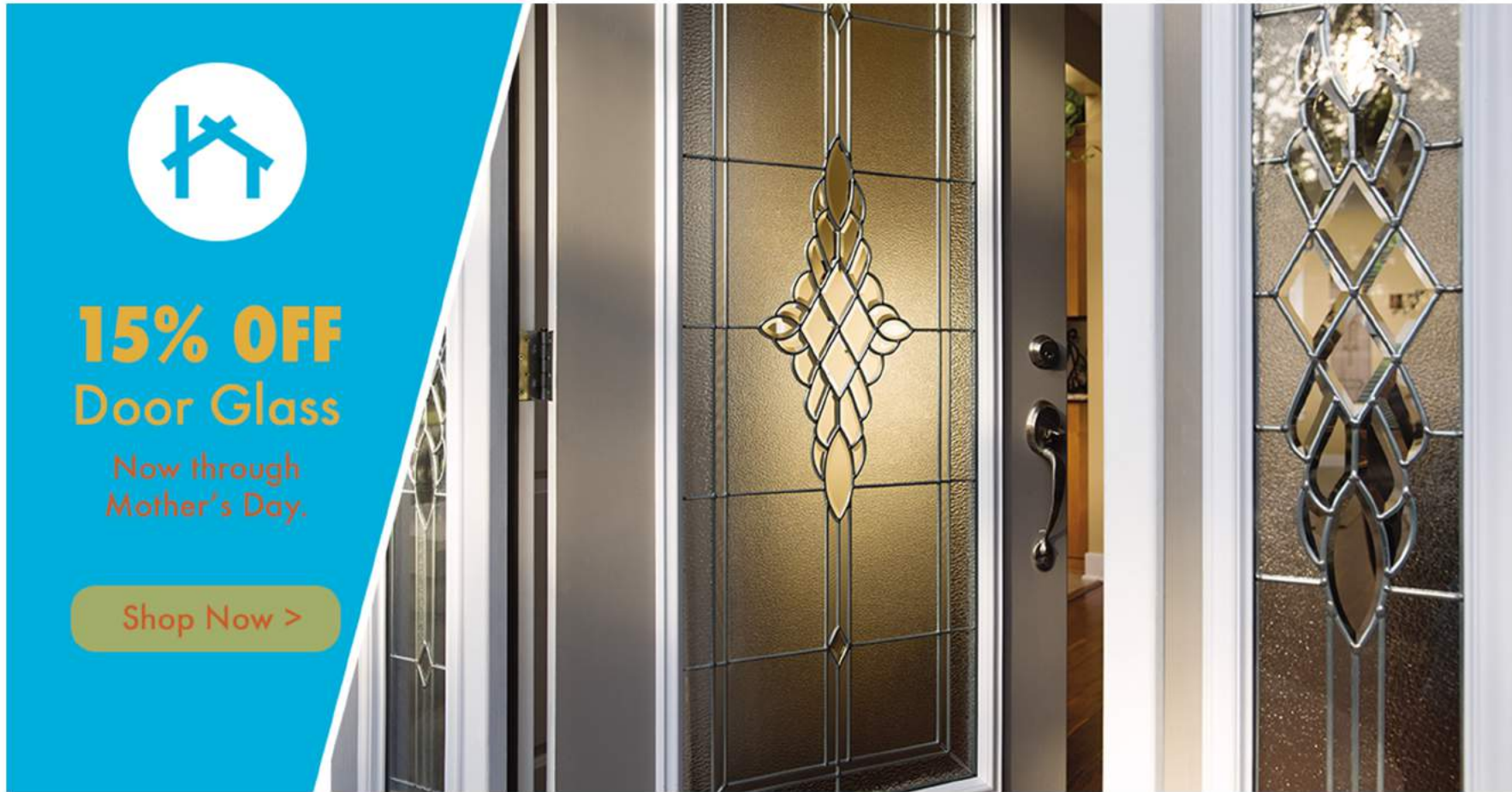
Rules:

- Utilize a white barrier to separate the rust from the other colors
- Do not use other colors as the text color inside a rust background. Only use black or white.
- Do not use any other colors from the supportive color palette on the same marketing material.



Color Palette

- DO NOT USE MORE THAN 1 COLOR FROM THE SUPPORTING PALETTE OPTIONS ON THE SAME MARKETING MATERIAL.
- DO NOT USE TEXT COLORS ON TOP OF COLOR PALETTE OPTIONS.
- DO NOT EMBED CTAS WITHOUT CREATING A WHITE STROKE / BARRIER BETWEEN COLORS
- DO NOT ADD TRANSPARENCY TO COLORS ON TOP OF OTHER COLORS



Font Use

Logo Font: TeX Gyre Adventor

Regular	abcdefghijklmnopqrstuvwxy
<i>Italic</i>	<i>abcdefghijklmnopqrstuvwxy</i>
Bold	abcdefghijklmnopqrstuvwxy
<i>Bold Italic</i>	<i>abcdefghijklmnopqrstuvwxy</i>

Consumer Font: Housearama League Night

Regular	abcdefghijklmnopqrstuvwxy
<i>Faux Italic</i>	<i>abcdefghijklmnopqrstuvwxy</i>
Faux Bold	abcdefghijklmnopqrstuvwxy
<i>Faux Bold Italic</i>	<i>abcdefghijklmnopqrstuvwxy</i>

Corporate Font: Future

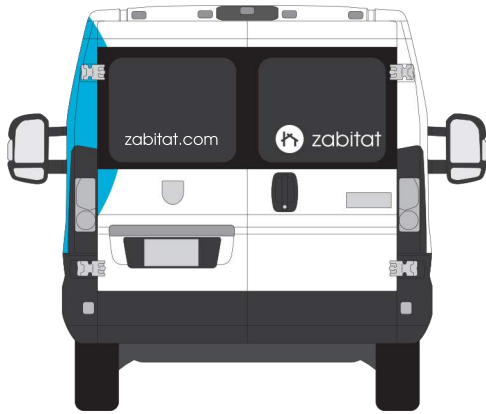
Light	abcdefghijklmnopqrstuvwxy
<i>Light Oblique</i>	<i>abcdefghijklmnopqrstuvwxy</i>
Book	abcdefghijklmnopqrstuvwxy
<i>Book Oblique</i>	<i>abcdefghijklmnopqrstuvwxy</i>
PT Book	abcdefghijklmnopqrstuvwxy
<i>PT Book Oblique</i>	<i>abcdefghijklmnopqrstuvwxy</i>
Medium	abcdefghijklmnopqrstuvwxy
<i>Medium Oblique</i>	<i>abcdefghijklmnopqrstuvwxy</i>
PT Heavy	abcdefghijklmnopqrstuvwxy
<i>PT Heavy Oblique</i>	<i>abcdefghijklmnopqrstuvwxy</i>
Bold	abcdefghijklmnopqrstuvwxy
<i>Bold Oblique</i>	<i>abcdefghijklmnopqrstuvwxy</i>
Extra Bold	abcdefghijklmnopqrstuvwxy
<i>Extra Bold Oblique</i>	<i>abcdefghijklmnopqrstuvwxy</i>
Bold Condensed	abcdefghijklmnopqrstuvwxy
<i>Bold Condensed Oblique</i>	<i>abcdefghijklmnopqrstuvwxy</i>

Imagery

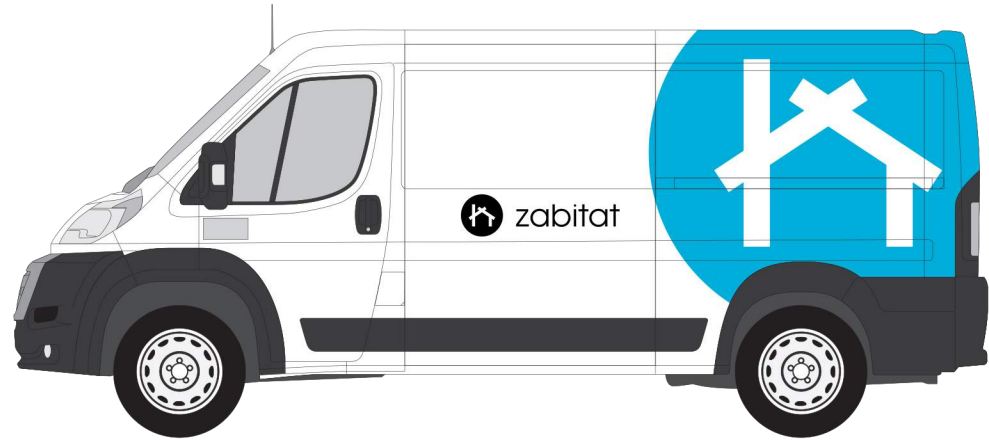
A diagonal cut can be used horizontally and vertically to help demonstrate the transformation process and unexpected nature of zabitat. This kind of treatment can be applied to imagery or color blocks within product launches, advertisements, blog posts, etc. See below for examples and angles.



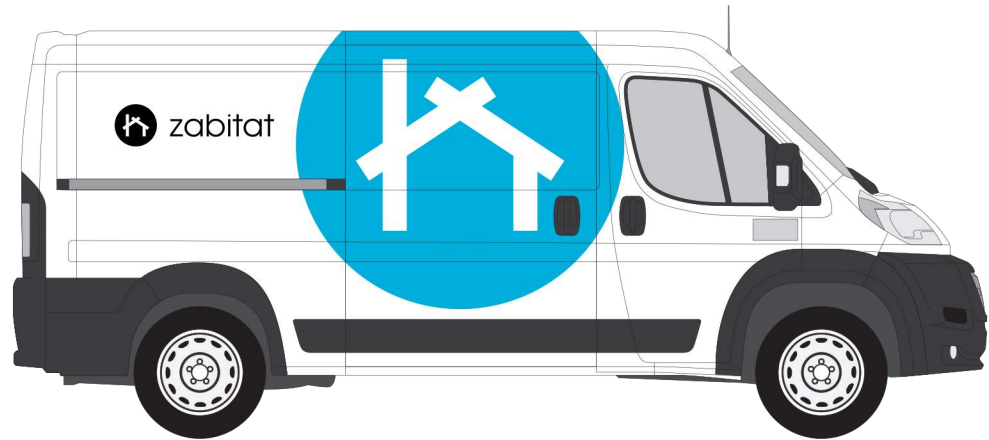
Truck Application



Back

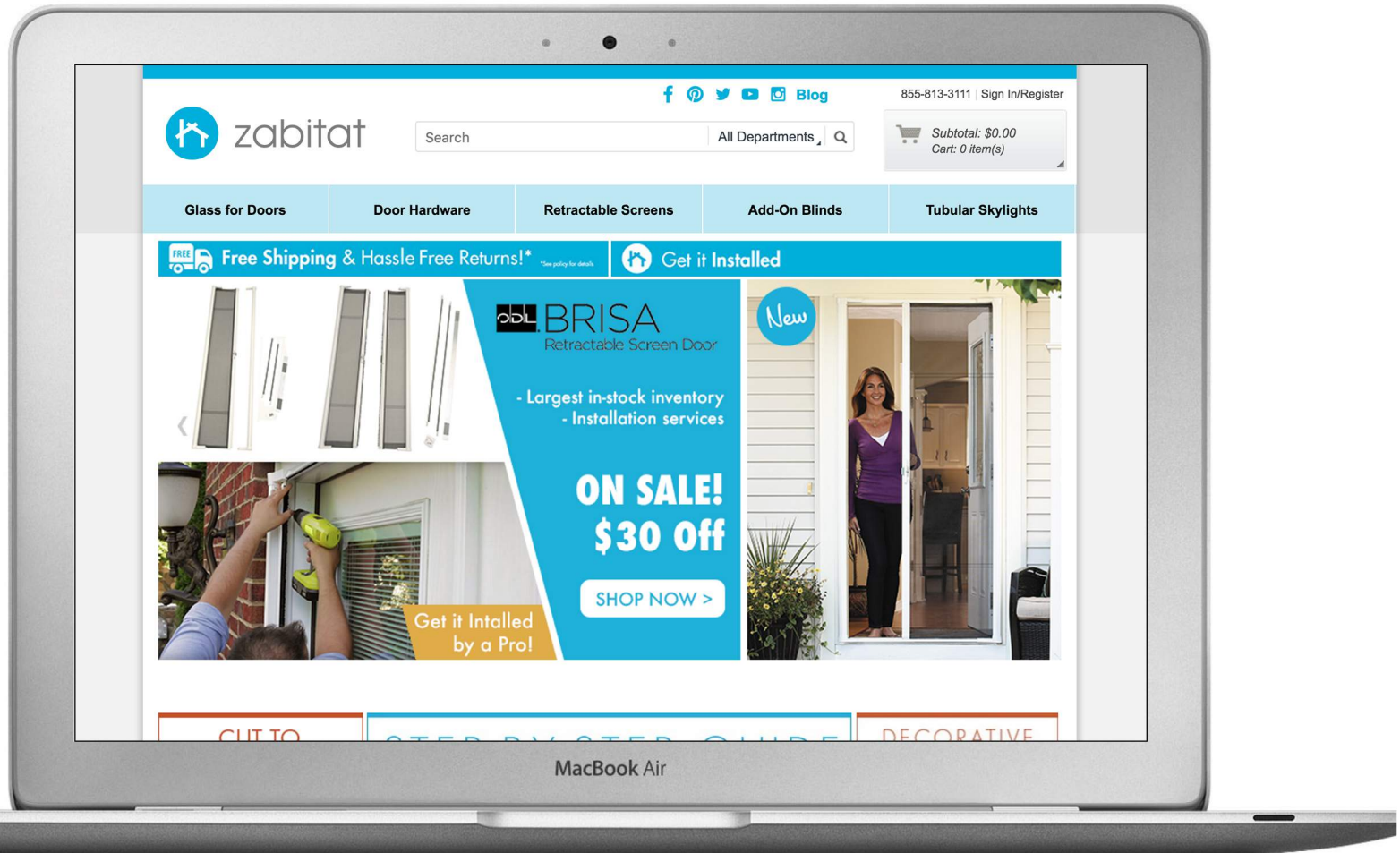


Driver Side



Passenger Side

Web



Social Media Application

The screenshot shows the Facebook profile page for 'zabitat Home Decor'. The profile picture is a blue circle with a white house icon. The cover photo features the text 'SURPRISE YOURSELF, IMPRESS EVERYONE' and a 'Shop Now' button. The page includes a 'Timeline' section with a post from 16 hours ago about home value, a post from 20 hours ago about a water feature, and a 'Reviews' section with a 5-star rating. The 'About' section provides details about the business, including its website and a link to its Pinterest profile.

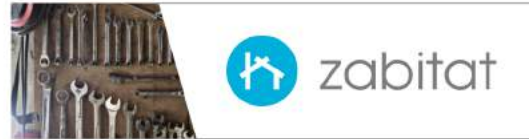
This screenshot shows the mobile version of the Facebook profile page for 'zabitat Home Decor'. It features a dark blue header with the company name and a 'SHOP NOW' button. Below the header, there are buttons for 'Liked', 'Following', 'Message', and 'More'. The page also displays the number of likes (5,578) and a 'Subscribe to events near you' option. The 'About' section is visible at the bottom, showing a response time of 'Typically replies within an hour'.

The screenshot shows a Facebook post from 'zabitat' dated 'Yesterday at 12:20 PM'. The post text reads: 'Find your inner peace and tranquility by installing a lovely water feature in your front yard. It's easier than you expect and better than you can imagine. Here's how to do it'. Below the text is a photograph of a circular stone water feature in a front yard. The post has 1 share and is commented on by 'Dorian Grayson'. The bottom of the screen shows the 'Write a comment...' input field and a 'Post' button.

The screenshot shows the YouTube channel page for 'zabitat'. The channel banner features the text 'BIG PROJECTS MADE EASY'. The page includes a 'Subscribe' button and a navigation menu with options for Home, Videos, Playlists, Channels, Discussion, and About. The main content area displays a video titled 'InHouz Front Door Transformation' with 7,850 views. Below this, there is a section for 'Popular InHouz Uploads - DIY Home Improvement' with several video thumbnails and titles, such as 'Brisa Retractable Screen product info' and 'InHouz Door Light - How to Install Enclosed Blinds Door Glass'. A 'Popular channels' list is also visible on the right side of the page.

This screenshot shows the mobile version of the YouTube channel page for 'zabitat'. It features a dark blue header with the channel name and a 'Subscribe' button. Below the header, there are buttons for 'HOME', 'VIDEOS', 'PLAYLISTS', and 'CHANNELS'. The main content area displays a section for 'Popular zabitat Uploads - DIY Home...' with several video thumbnails and titles, such as 'Brisa Retractable Screen product info' and 'InHouz Door Light - How to Install Enclosed Blinds...'. The bottom of the screen shows a navigation bar with icons for 'News Feed', 'Requests', 'Messages', 'Notifications', and 'More'.

Banner Ads



234px x 60px
Half banner



468px x 60px
Standard banner



125px x 125px
Square



120px x 240px
Vertical Banner



120px x 600px
Skyscraper



160px x 600px
Wide Skyscraper

