



HOME GUARDIAN



What it's all about

Homes are becoming smarter, safer, and more energy-efficient. Home Guardian is the cornerstone of where everything is headed in smart home technology. All of your marketing materials should reflect this trajectory with bold, well put together elements that share the same confidence as your product.



What you're going to see

1. Logo
2. Typography
3. Brand Taglines
4. Color
5. Photography
6. Swaggy Merch



1. LOGO



HOME GUARDIAN





HOME GUARDIAN



HOME
GUARDIAN



HOME
GUARDIAN



We want to provide you with 4 versions of your logo for different use cases. The hero version is the one you would use in most situations, but as you can see here, you'll need different versions to use for different size applications.



2700 E COAST HIGHWAY, CORONA DEL MAR, CA 92625











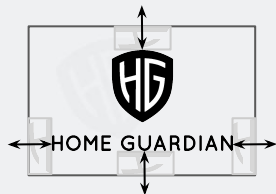
logo rules

There's four versions of the logo:

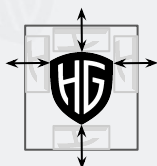
1. the hero stacked one line
2. The side by side for horizontal spaces
3. The stacked two line for smaller spaces
4. and the shield on it's own.

The space around any of these four logos should be at least one width of the "H" from the "HG" shield letters without including the shield itself. So any copy, shapes, images placed next to the logo should adhere to this rule. This will make sure the logo is never crowded and always easily legible. Any infringement of this rule needs to be approved by Home Guardian Creative Director in special cases.

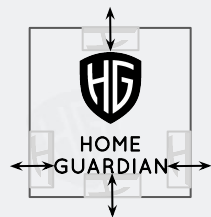
hero logo



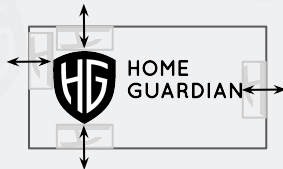
shield only



stacked two line



side by side



Do give the logo the "HG" space around it on all sides as explained to the left.



Don't crowd the logo into corners or too close to borders.



Every smart home begins wi
The leader in smart home monitoring.

Designed for both homeowners and contractors, the Ho

Do give the logo space around headlines and copy.



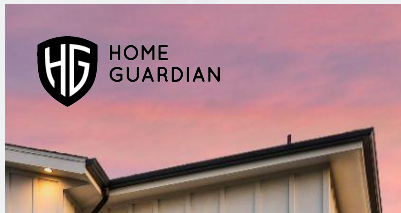
Every smart home begins wi
The leader in smart home monitoring.

Designed for both homeowners and contractors, the Ho

Don't crowd the logo too close to headlines and copy.

logo rules

When placing logos over images, the same spacing rules apply. Use the appropriate color logo to get the most contrast and legibility against the photo. Never place a black logo over a dark image or a white logo over a light image where you lose legibility. If there is not a way to have it be legible over the image, put the logo on a white, black or color field to ensure legibility.



Do place dark logos over light areas of a photograph.



Don't place dark logos over dark or busy areas of a photograph.



Do create a color field over the photograph if you can't find a suitable place on the photography for the logo.



Do place light logos over dark areas of a photograph.



Don't place light logos over light or busy areas of a photograph.



Don't place light logos over light areas of a photograph.



2. TYPOGRAPHY

Your font is your voice

Typography plays a larger role than people realize. On a website, brochure, etc, the type becomes the personality and voice of your brand. So choosing a font that reflects that personality is important.

Primary Headline Font | **DIN Pro**

DIN Pro is rooted in its geometric, minimalist design, conveying clarity, efficiency, and a modern, technical feel. It's known for its legibility and straightforwardness, often associated with functionality and precision, particularly in engineering and technical contexts. DIN Pro's straightforward nature makes for a direct approach to communication with a hint of style.

Home Guardian

Home Guardian

Home Guardian

DIN PRO

Aa Bb

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890?!@#%&

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Body Copy Font | **Americane**

Despite its strong personality, Americane is surprisingly versatile, suitable for both large display text and smaller body text in editorial contexts. It balances handcrafted values with modern demands, offering a strong, edgy, and "all about soul" aesthetic.

Home Guardian

Home Guardian

Home Guardian

Americane

Aa Bb

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890?!@#\$\$%&

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

How the 2 fonts work together

1. **DIN Pro** is always used as the headline font. The tracking (or kerning) should always be at **-25** (negative) so it never appears too loose.

2. **Americane** is for all body copy. It's the workhorse of the fonts. Simple and easy to read. It will always appear smaller than the headline font.

The headline should always be about **2x** the size of the body copy.

sample copy



1. **Headline** →

Every smart home begins with Home Guardian.

2. **Body copy** →

Designed for both homeowners and contractors, the Home Guardian system integrates real-time data and powerful analytics to offer unparalleled insights into critical home systems such as HVAC, water, electrical, and air quality, ensuring a smarter, more efficient way to manage home infrastructure.

Don't make the headline a lighter font weight than the body copy. The headline should always be bolder than the body copy.



Every smart home be

**Designed for both homeowners and co
integrates real-time data and powerful
critical home systems such as HVAC, w**

Don't squeeze the type together so it looks crowded. The leading is the space between lines of copy and the kerning is the space between letters. You want both of these to feel natural and not too tight or loose.



Every smart home begin

Designed for both homeowners and contractors, the Home Guardian system integrates real-time data and powerful analytics to offer unparalleled insights into critical home systems such as HVAC, water, electrical, and air quality, ensuring a smarter, more efficient way to manage home infrastructure.

Don't make the body copy as big as the headline. The headline should always be about 2X bigger than the size of the body copy.



Every smart home be

Designed for both home
the Home Guardian syst



3.

BRAND TAGLINE



HOME GUARDIAN

Inform. Protect. Connect.

4. COLOR

What is your color?

We looked at several color combinations to evaluate what felt best for Home Guardian. Blue rose to the top as a color that conveys calm, safety and protection. The entire color palette includes three neutrals and one blue. Black, white, silver and navy blue.

Hero Colors | The Neutrals and Hero Blue

This selection three neutrals and one blue gives you an ownable palette that can be mixed together in a lot of ways. The RGB color should be used whenever possible. CMYK can be used when necessary like in printing situations. RGB should be used before Hex, but Hex is listed when RGB isn't available.

Neutrals Three neutral colors of black, silver and white are timeless and classic. These should be the colors you're using primarily .

C 100	R 19	C 15	R 214	C 0	R 255
M 100	G 55	M 11	G 215	M 0	G 255
Y 100	B 94	Y 12	B 214	Y 0	B 255
K 100		K 0		K 0	
Hex #000000		Hex #D6D7D6		Hex #FFFFFF	



Hero Blue This dark navy is the hero non-neutral color. When the logo isn't in black or white or silver, it can be in this navy color.

C 100	R 19
M 82	G 55
Y 37	B 94
K 28	
Hex #13375E	



5.

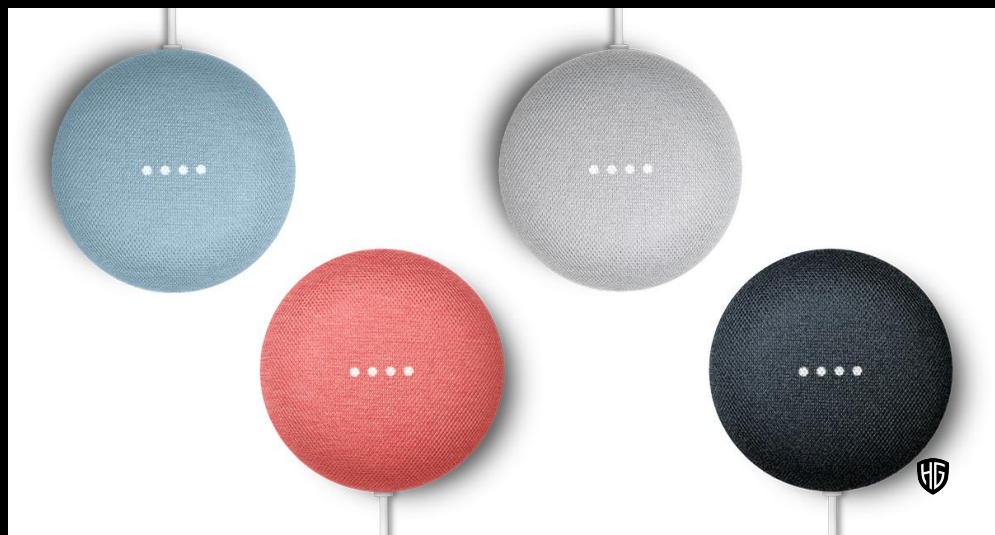
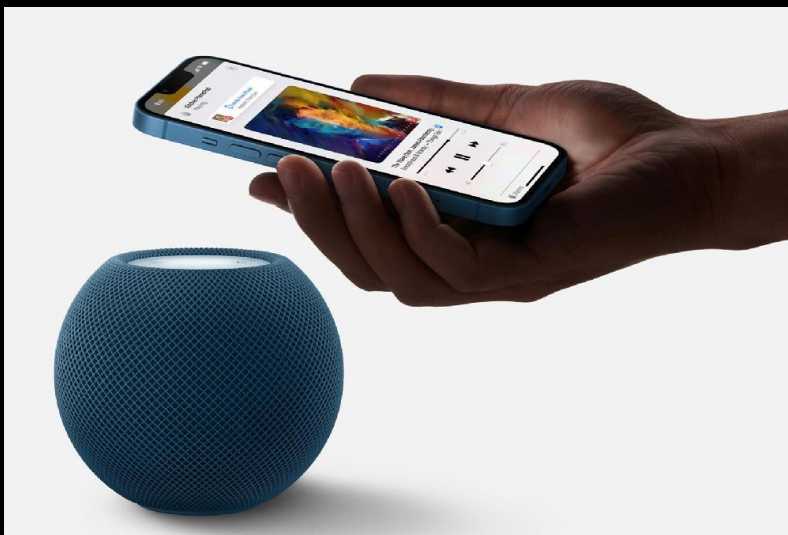
PHOTOGRAPHY



Make it look like jewelry

The importance of quality photography for your product cannot be overstated. People lust after electronic devices. They may not know how they work, or even what they do, but if shot correctly, they'll want it. You want to make your product as beautiful as possible with stylized, high-res photography that treats your product like a piece of jewelry. Make it as desirable as possible and that will go a long way in all your materials, printed and digital. We recommend a one day shoot with a professional photographer to start building a library of assets that can be used across all needs, packaging, website, brochures, etc.







6. SWAGGY MERCH







THANK YOU

