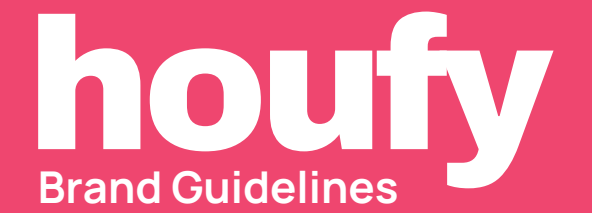


Brand Guidelines

HOUFY INC.

www.houfy.com

Our Values



Your House, Your Rules

Empowering hosts with full control over their listing(s) and business

Community

A platform built by hosts for hosts!

Transparency

Clear, open interactions for all users.

Our Voice & Tone

houfy
Brand Guidelines

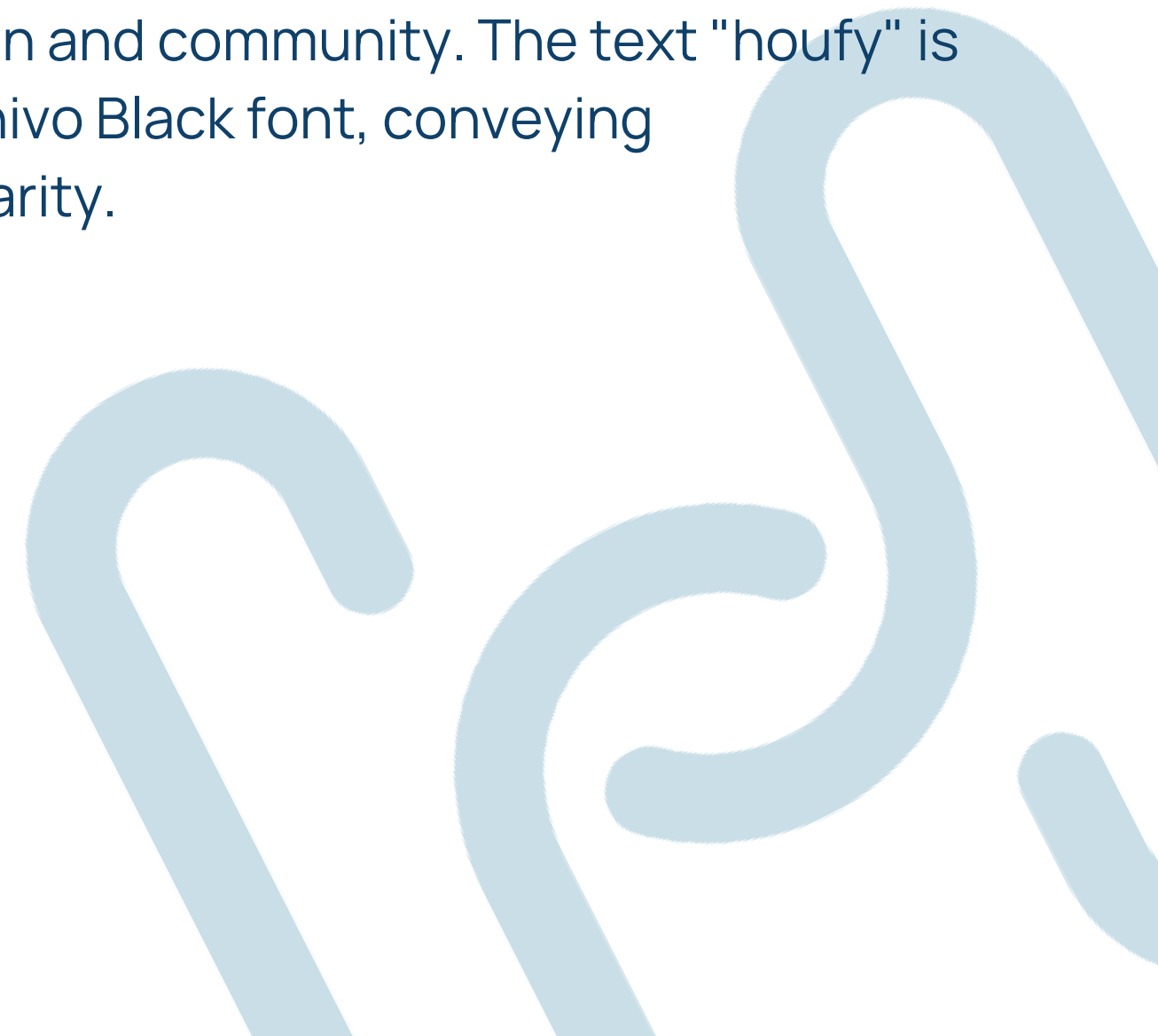
At Houfy, we pride ourselves on transparency and empowerment. Our voice is clear and honest, ensuring every interaction is straightforward and user-first. We aim to create a trustworthy community where control and autonomy are paramount.

Our Logo

houfy
Brand Guidelines



The "H" is crafted with clean, interconnected lines, symbolizing connection and community. The text "houfy" is in a bold, rounded Archivo Black font, conveying approachability and clarity.



Language & Writing

houfy
Brand Guidelines

Simplicity

We believe in the power of simplicity, making our communications brief and impactful.

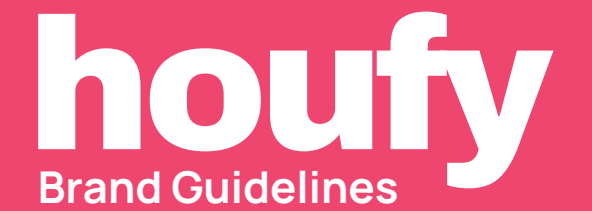
Innovation

We continually apply intelligence, reason, and technology to our work and environment. This allows us to take informed risks & champion new ideas to improve our business and community.

Integrity

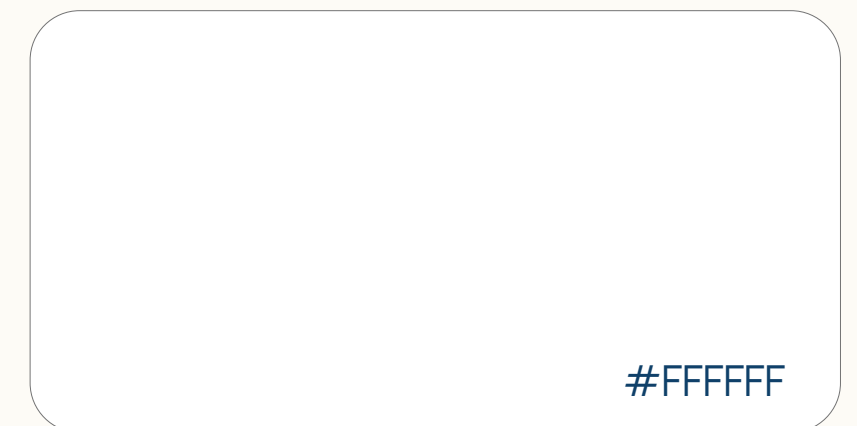
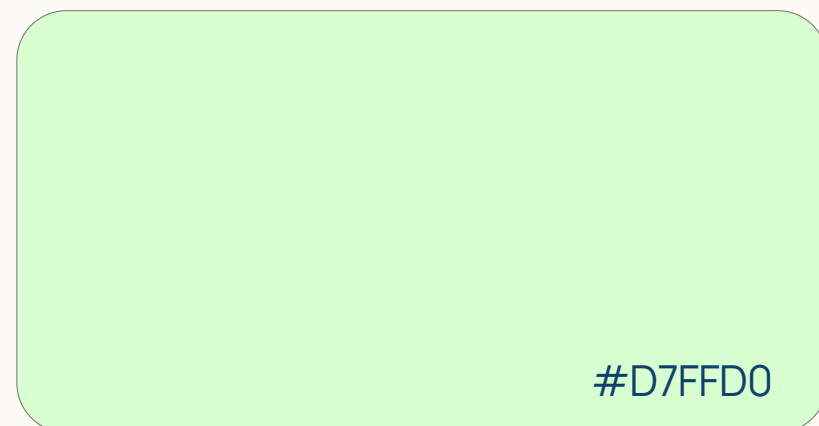
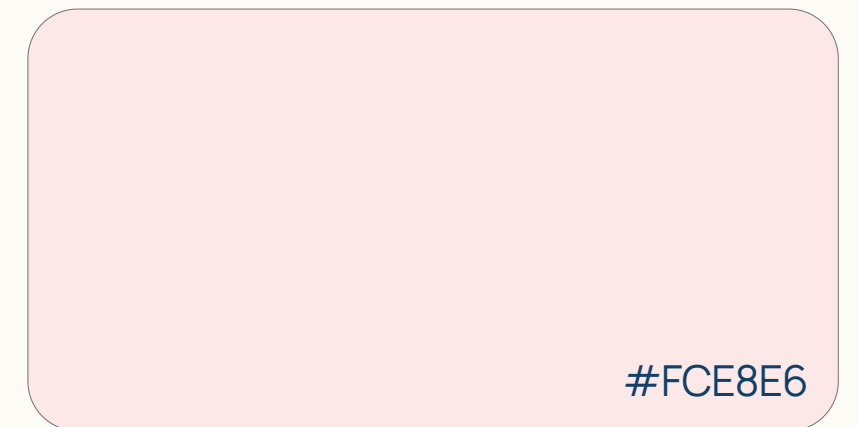
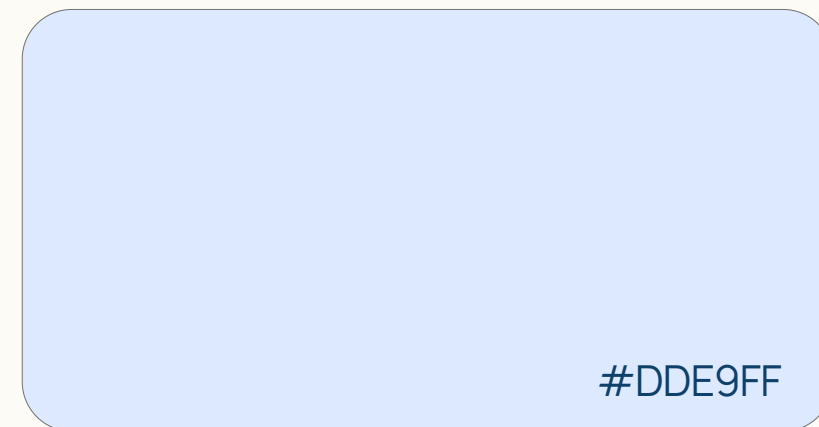
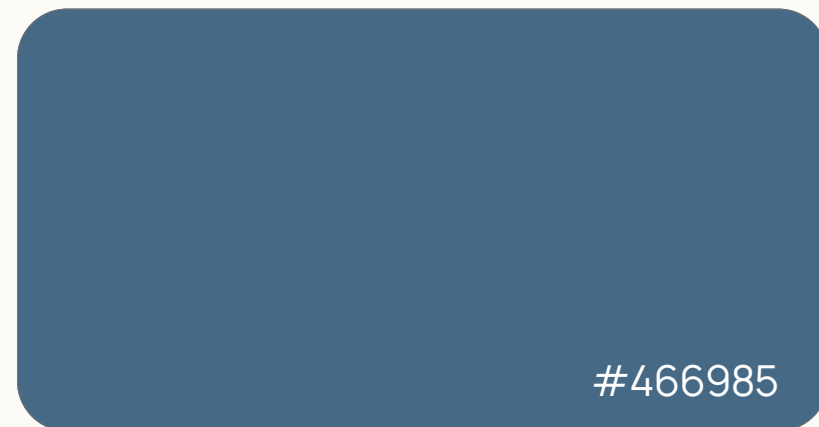
We ensure consistency between our words & actions, delivering what we commit. We can hereby maintain transparency, trust and accountability.

Our Color Palette

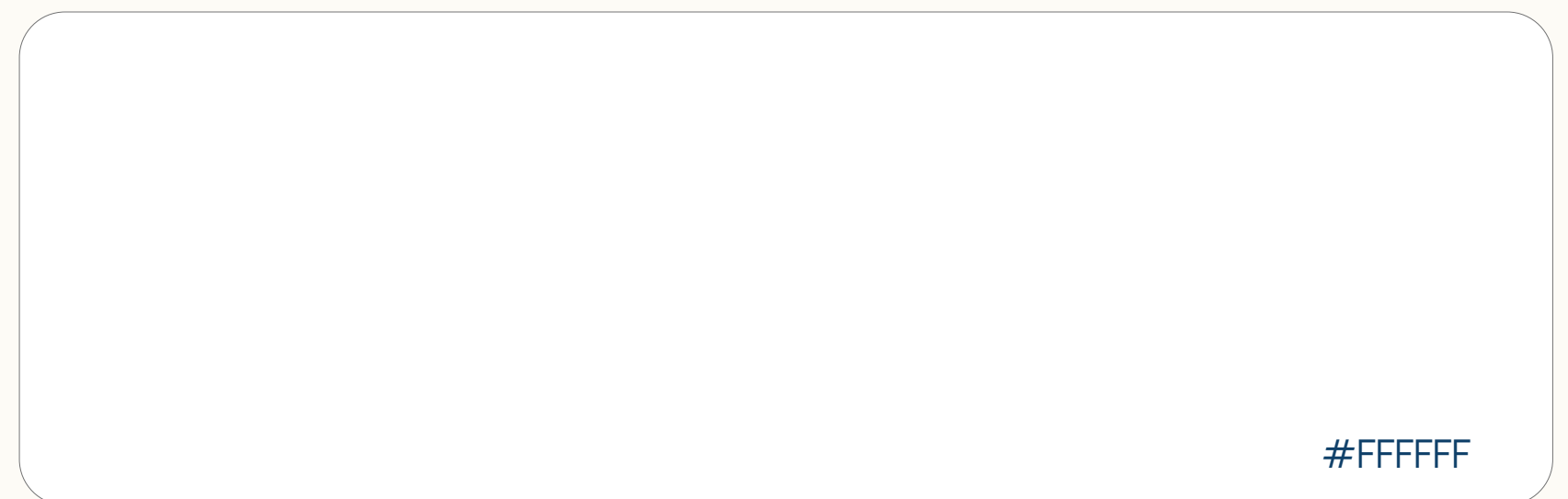
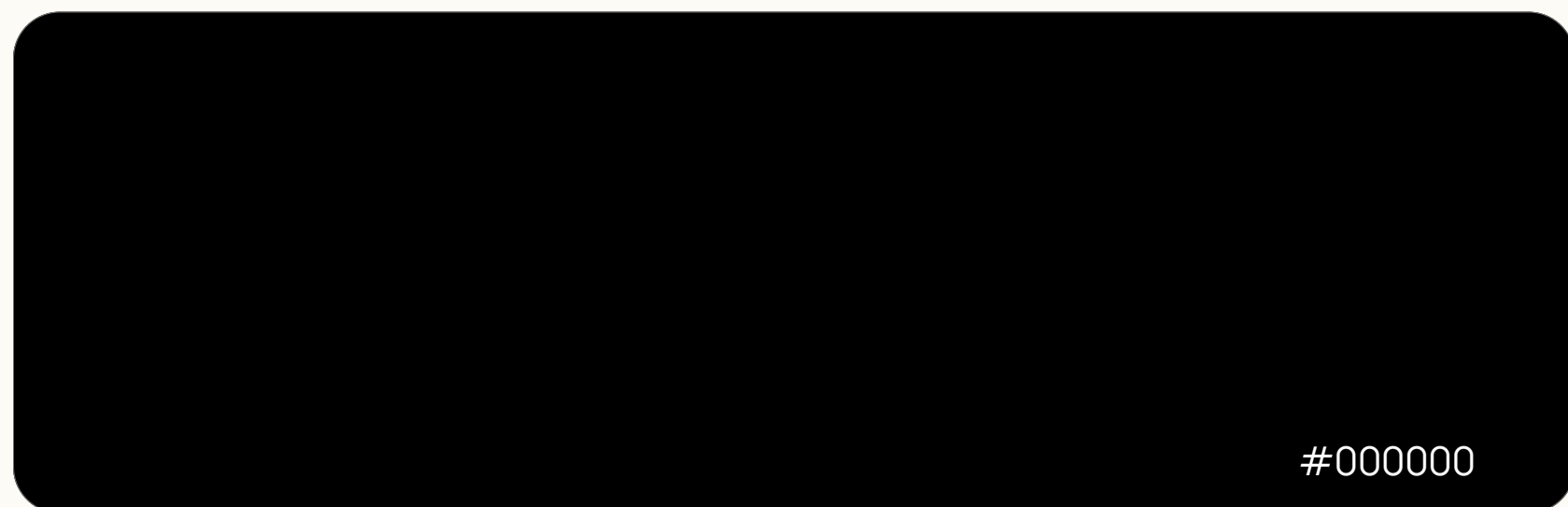
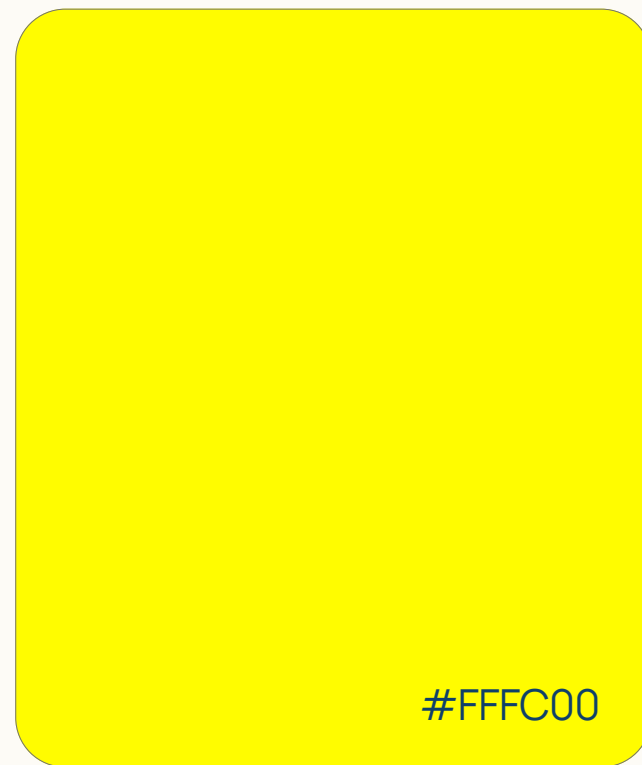
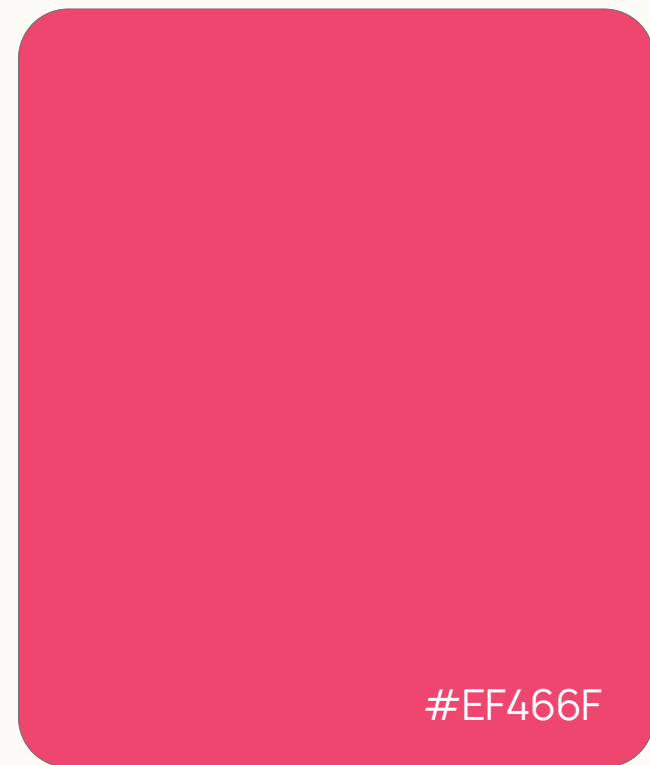


Houfy's color palette is designed to convey simplicity, trust, and joy. The bright, vibrant hues reflect our commitment to bringing ease and delight into our users' lives. Our primary colors highlight reliability and clarity, essential for fostering trust. Secondary colors offer a sense of timeless comfort and familiarity, while pastel accents enhance approachability and warmth. This thoughtful combination ensures a welcoming and cohesive visual identity that resonates with our community.

Our Color Palette



Our Color Palette



Fonts & Typography

From the clean, modern lines of Manrope that ensure readability and elegance, to the bold, strong presence of Archivo Black for specific design needs, our fonts blend form and function seamlessly. They enhance user experience with clarity and professionalism.

Aa

Archivo Black

AaBbCcDdEeFfGgHh

Archivo Black serves as an alternative to Manrope for specific design purposes. It provides a strong, bold option that enhances readability and adds depth, offering a sleek, professional look for various text and design elements.

Aa

Manrope

AaBbCcDdEeFfGgHh

Manrope is our chosen font for its clean, modern aesthetic. It ensures readability and complements our design with its versatile, elegant style. Perfect for both headings and body text, it enhances the overall user experience.

Heading 1

Large Heading

Manrope

30.6 pt

Heading 2

Big Heading

Manrope

25.5 pt

Section and Content Header

Medium Heading

Manrope

22.1 pt

Subheading

Small Heading

Manrope

18.7 pt

Body 1

Lorem ipsum is simply dummy text
of the printing and typesetting
industry

Manrope

17.0 pt

Body 2

Lorem ipsum is simply dummy text of the printing and
typesetting industry

Manrope

14.0 pt

Look & Feel

houfy
Brand Guidelines

See how our visual
elements come together.

Look & Feel

houfy
Brand Guidelines



Have a Question?

We'd love to hear your thoughts and answer any questions you may have about the information provided.

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Brand Guidelines

Email

info@houfy.com

Website

www.houfy.com

Facebook Group

[Say Yes to Houfy](#)

**Thank
You!**

MAY 2024

HOUFY INC.

www.houfy.com