

Using the Home Sweet Legal™ Logo

Our logo is one of the most valuable assets of our identity. It's a guarantee of quality that unites all of our communications. Please respect our logo. Treat it properly. And follow the guidelines we have created.

The logotype consists of the Home Sweet Legal™ name, house and trademark. Each element has been carefully configured to work together. Therefore, they never come apart.

To obtain downloadable versions of our logo, please email us at info@homesweetlegal.com, and let us know: (1) the name of your organization or publication; (2) return phone number; and (3) any publication deadline you may be under.

VERTICAL LOGOS WITH TAGLINE & WITHOUT



HOME *sweet* **LEGAL**™

Affordable legal protection for home buyers & sellers



HOME *sweet* **LEGAL**™

HORIZONTAL LOGO WITH TAGLINE & WITHOUT



HOME *sweet* **LEGAL**™

Affordable legal protection for home buyers & sellers



HOME *sweet* **LEGAL**™

BLACK & WHITE VERTICAL LOGOS WITH TAGLINE & WITHOUT



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BLACK & WHITE HORIZONTAL LOGOS WITH TAGLINE & WITHOUT



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The following “don’ts” are critical for keeping the integrity of our logo.

Please do not alter the color of the logo.

Please do not stretch or compress the logo- type to fill a space.

Please do not apply a stroke to outline the logotype.

Please do not remove elements from the logotype.

Please do not alter the TM placement in the logo.

If using logo with the tagline, please do not alter the size, color or placement of the tagline.

Logo Typography

At Home Sweet Legal™ we’ve kept our typography fresh and simple.

We have two fonts: Interstate and Bodini Old Style Book Italic.

Interstate is our font for headlines, subheads and callouts.

Bodini Old Style Book Italic is to emphasize the Sweet in Home Sweet Legal™.

PRIMARY TYPEFACE - INTERSTATE

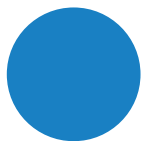
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890!@#\$%^&*()

SECONDARY TYPEFACE - BODINI OLD STYLE BOOK ITALIC

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890!@#\$%^&()*

Logo Colors

Color gives us personality. The Home Sweet Logo™ color palette is fresh, approachable and modern. The palette reflects the on the innovative concept of our company.



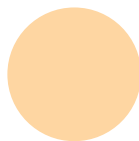
C - 82.35
M - 41.96
Y - 0
K - 0

R - 23
G - 128
B - 196



C - 47.27
M - 0
Y - 3.52
K - 0

R - 121
G - 209
B - 238



C - 0
M - 16.41
Y - 39.06
K - 0

R - 255
G - 215
B - 163



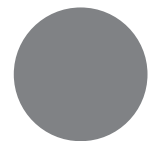
C - 6.76
M - 24.99
Y - 78.25
K - 0

R - 237
G - 190
B - 84



C - 1.84
M - 72.11
Y - 67.7
K - 0.02

R - 237
G - 107
B - 85



C - 0
M - 0
Y - 0
K - 60

R - 128
G - 130
B - 133