

# Introduction



## A smart home system for everyone

Animus Home gives you the Animus Heart, a smart home gateway that connects your smart devices wirelessly. It allows you to control your smart devices at home with one simple app from simply anywhere.

## Representation

The Animus Home brand represents our identity and the presence of our concerted efforts in bringing forth the best experience one could have to your smart home. To maintain the quality, integrity and consistency of what Animus Home stands for, both who we are and what we do, it is important that our brand be used in the correct and intended way.

What follows shows you how to do so.

# Brand philosophy

## The etymology of “animus”

Animus is the latin word for soul or the mind. In psychology it is described as the human subconscious where decisions are made and converted into events and reactions. These decisions become conscious and sensible, thus you talk, walk and run.

## Positive experiences with us

At Animus Home it is our ambition to bring the future of smart home technologies to everyone. We want to reliably give you a connected home in one simple and safe place.

There are a lot of considerations for smart device integrations and home automation that we also provide the hApp World® platform and encourage a healthy and open developer community to prepare for future smart home improvements.

All this ties into the positivity and lifestyle feel of the Animus Home branding.



# Logotype

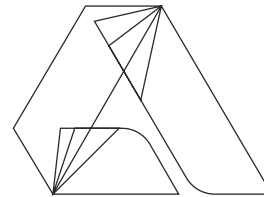
## Logotype description

The logotype is a combination mark that consists of a lettermark and two texts.



The logo design simultaneously resembles a house roof and the letter "a" for animus.

The shapes overlap so that the edges are covered and only intersect at two vital points.



## Alignment and spacing

The left of the logo is aligned to the left side of the a's stem, yet barely with the right side on the letter s.

The two text lines are right-aligned.



Using the dot of the letter i, the lettermark is spaced 1.5 dots above 'animus', while 'home' is spaced 1 dot below.



# Logotype usage

The logo is to be used as given and primarily on flat coloured backgrounds (preferably white or dark grey) in high resolution.

» Dark backgrounds use the lighter texted logo.



Logo on light backgrounds



Logo on dark backgrounds



Incorrect text color, missing 'home' text

» Keep enough extra space around the logo to keep it clear and uncluttered.



Logo with enough breathing room



Images and text invade the space

# Logotype usage

» No modifications unless otherwise stated, which includes changes of colour, the logo's shape and it's proportions.



Change of logo's shape or form



Modified or alternative colours



Reconfiguring the lettermark or texts

» If used on photos, place the logotype on dark areas with an even colour distribution, preferably in a corner.  
» Do not place the logo on patterned or busy backgrounds.



# Logotype usage

## Design considerations

- » The logo must be at a legible size.
- » The logo may not be prominent in the design or layout.
- » No using the logo in copy text or inappropriate contexts.

## Technical considerations

- » No asserting rights or confusing what the brand stands for or represents.
- » No misrepresentation where Animus Home is associated or endorsing a product, service or company without any agreement to do so.
- » The logo may be used in product packaging, but may not be used when merchandizing own products.

## Colour palette



#1786c8  
r23 g134 b200  
c81 m38 y0 k0

#ffcb2a  
r255 g203 b42  
c0 m20 y92 k0

#d3a723  
r211 g167 b35  
c18 m32 y100 k0

#2b2b2b  
r43 g43 b43  
c70 m64 y63 k65

#d5d7d6  
r213 g215 b214  
c15 m11 y12 k0



#090f29  
r9 g15 b41  
c90 m83 y52 k69

#818ea0  
r129 g142 b160  
c53 m39 y28 k1

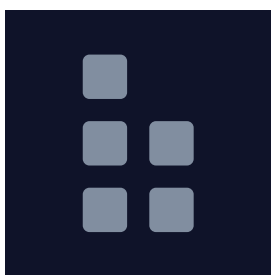
These two colours are mostly used for hApp branding.

- » The colour palette is available as an ASE/AI file for download.

# Logotype usage

## hApp<sup>®</sup> logo description

The hApp logo consists of five rounded squares configured to look like a lowercase h. Each rounded square represents a hApp<sup>®</sup> (home application).



Dark backgrounds  
use the light logo

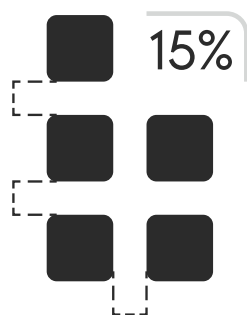


Light backgrounds  
use the dark logo

## hApp<sup>®</sup> logo measurements

Every rounded square has a border radius that is 15% it's length, and a surrounding margin that is half it's length.

Finally, the logo's outer margins are a full length of a square.



# Logotype usage

## hApp World® logo description

The hApp World logo consists of the happ logo followed by the rest of the text in the same font of the Animus Home logo text.

happWorld®



happWorld



The margins are made using one of the hApp logo blocks. The top and left have a 2 block margin, while the bottom and right have a block. Without the registration mark all margins have 2 blocks.

We require the use of the Registered symbol when hApp World is being introduced for the first time.

We also require you to follow the same guidelines as those outlined for logo usage.



Example of a possible use of the hApp World logo.

# Logotype badges

## Works with Animus Home badges

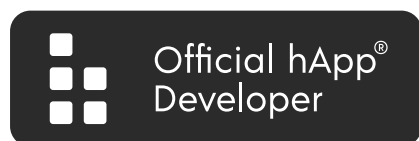
This badge is to indicate Animus Home compatible products and/or services. It can be used anywhere from digital to printed material as long as it follows the same guidelines as logo usage.



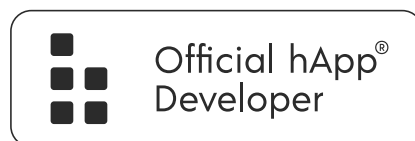
## Official hApp Developer badges

As an official hApp developer, we encourage the use of the following badges to signify being a trustful and reliable source for hApp updates and developments.

These badges also follow the same guidelines as logo usage.



Dark landscape hApp badge



Light landscape hApp badge



Dark portrait hApp badge



Light portrait hApp badge

# Typography

## Typefaces

Our primary typeface is Acre, in Thin, Regular, Semibold and Bold weights. Acre is a sans-serif font inspired by 20<sup>th</sup> century geometric typefaces.

### Acre Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö  
0123456789 .,!@#%&\*+-( )</>?\_

### Acre Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö  
0123456789 .,!@#%&\*()+-</>?\_

### Acre Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ**  
**abcdefghijklmnopqrstuvwxyzåäö**  
**0123456789 .,!@#%&\*()+-</>?\_**

### Acre Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ**  
**abcdefghijklmnopqrstuvwxyzåäö**  
**0123456789 .,!@#%&\*()+-</>?\_**

In certain instances where Acre is not used we use Open Sans in Light, Regular, Semibold and Bold as a substitute. Open Sans is a humanist sans-serif typeface that is available on Google Fonts ([fonts.google.com/specimen/Open+Sans](https://fonts.google.com/specimen/Open+Sans)) under the Apache License 2.0.

# Typography

## Typefaces (continued)

We also use Laconic Regular for logo texts.

Laconic is a pixel-like font which does not follow the grid so strictly. It has a clean and clear sense of style without being too overbearing. The font is licensed under the SIL Open Font License (OFL).

Laconic Regular

**A B C D E F G H I J K L M N O**  
**P Q R S T U V W X Y Z Å Ä Ö**  
**a b c d e f g h i j k l m n o**  
**p q r s t u v w x y z å ä ö**  
**0 1 2 3 4 5 6 7 8 9 . , " !**  
**@ # % & \* + - ( ) < / > ? \_**

Note that we include the logo texts with the logo and you therefore do not have to attempt to use this font unless otherwise instructed to.

# Final thoughts

While we can give a lot more guidelines, like presentation and voice, most of it is a lot of careful consideration to what Animus Home stands for and to remain positive and inspiring. The branding philosophy gives you a good feeling for this. The following list will also help:

- » A positive and lively lifestyle
- » Refreshing experiences
- » Comfortable, simple and for everyone
- » Reliable and consistent
- » Possibilities and excitement
- » Friendly, helpful, upbeat and warm
- » Clear in shape and form
- » A connected and complete home
- » Beautiful Scandinavian design

