

haus
curator.

BRAND STYLE GUIDE
NOVEMBER 2025

Beyond

The

Listing

Logo

haus
curator.

Logo

The Haus Curator logotype reflects the brand's refined minimalism and balance. Its combination of clean, architectural typography with a humanist touch conveys confidence, structure, and warmth.

Haus Curator uses a single logo style — the stacked wordmark. No alternate versions should be used to ensure recognizability.

The image shows the Haus Curator logo, which consists of the words "haus" and "curator." stacked vertically. "haus" is in a bold, lowercase, sans-serif font, while "curator." is in a lowercase, serif font with a period at the end. The logo is white and centered on a dark navy blue background.

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Logo Colors

The Haus Curator appears in either black or white. Choose the one that provides the best contrast against the background image.

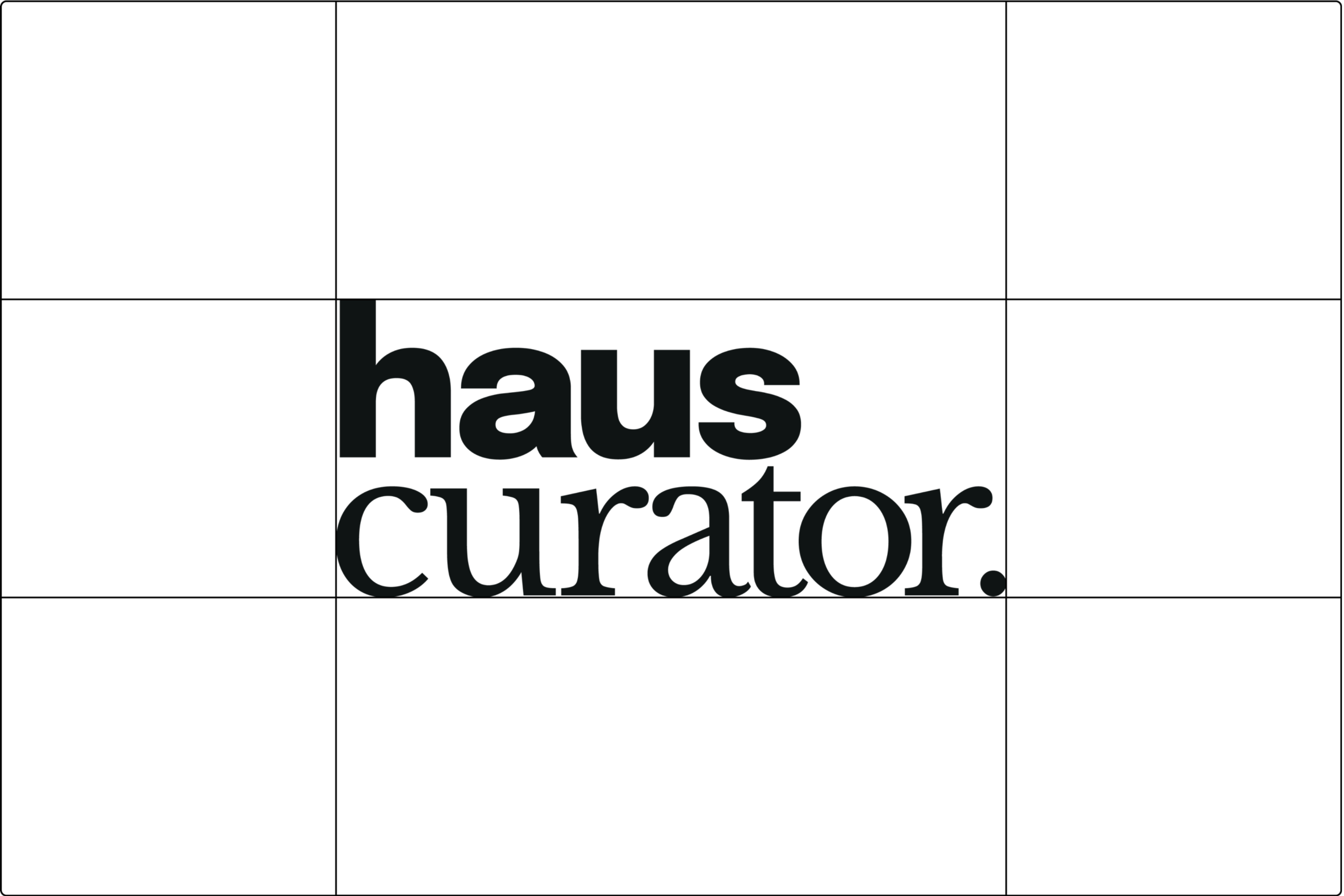
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Logo Spacing

Maintain clear space around the logo to keep it visible and free from visual clutter.

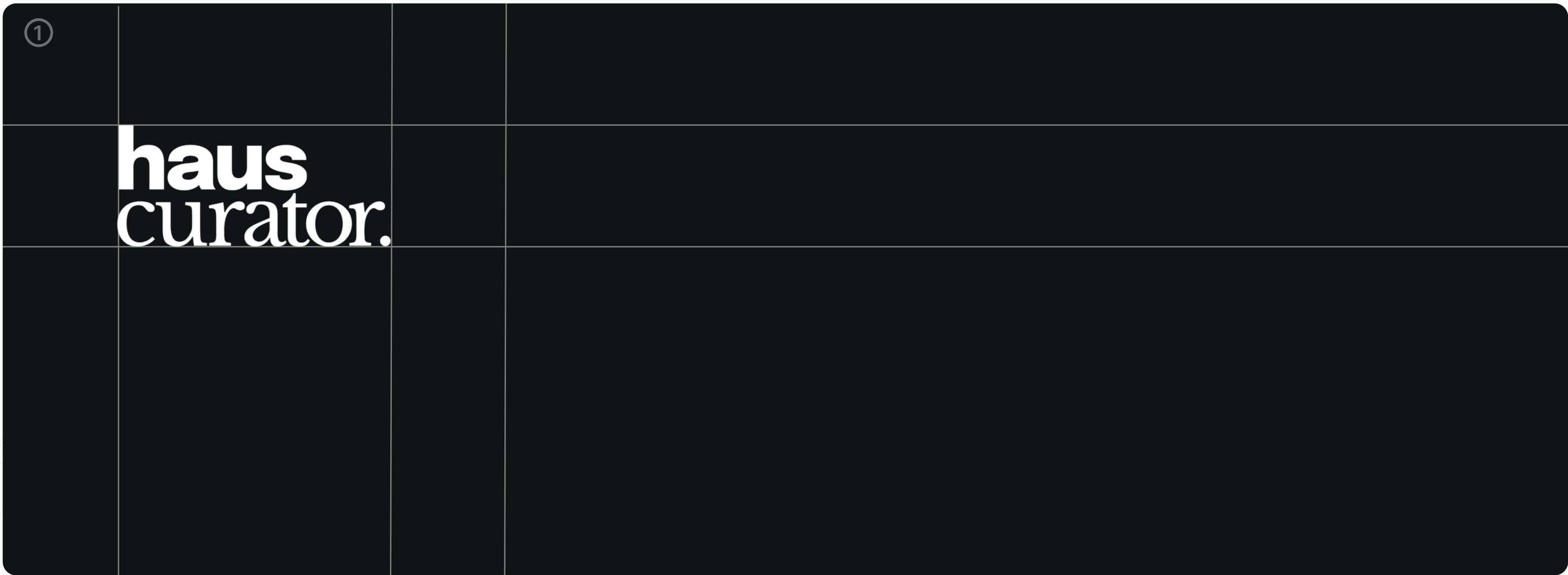


Spacing Examples

Use the spacing guide when placing the logo across all materials including web and print.

When shown alongside other logos, leave enough space so that Haus Curator’s logo remains distinct and balanced within the layout.

- ① Logo placement on designs
- ② Logo placement with other company logos



Logo Placement

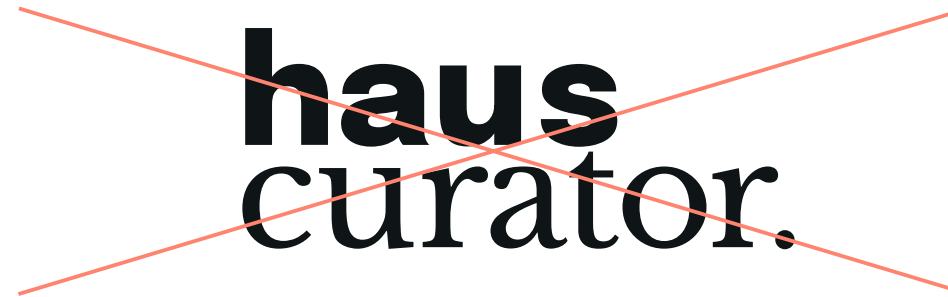
The logo is best placed minimally in a corner, or centered only when necessary.



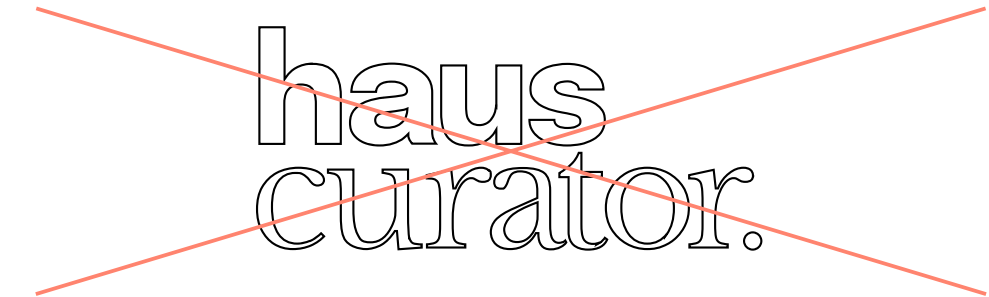
Logo Don'ts

Please don't alter the logo's design in any way except to switch between the black and white versions depending on the background or design. Always scale the logo proportionally — never stretch, skew, or rotate.

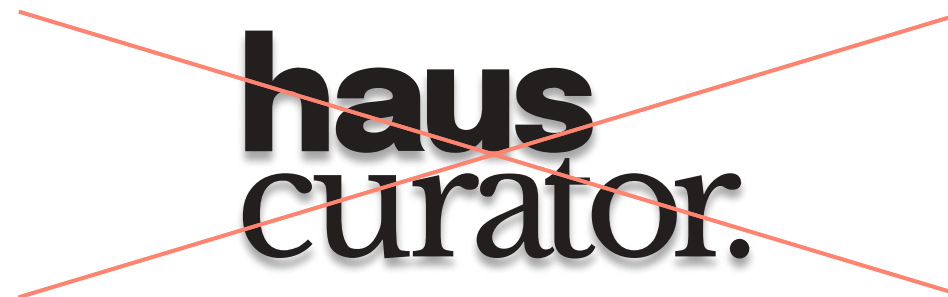
01: DON'T ALTER SPACING



02: DON'T OUTLINE THE LOGO



03: DON'T USE DROP SHADOW OR OTHER VISUAL EFFECTS



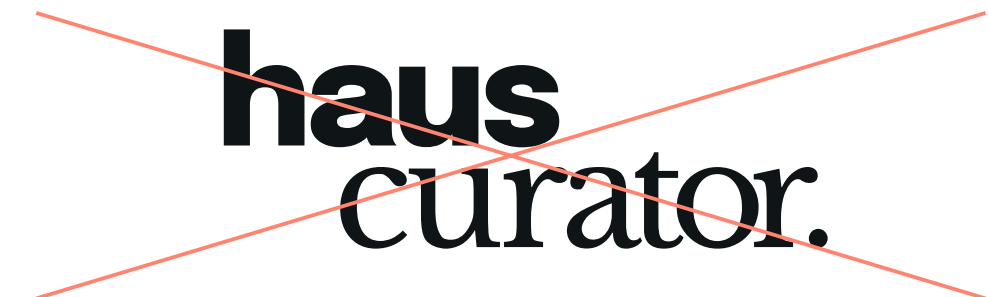
04: DON'T CHANGE TYPEFACE



05: DON'T CHANGE ARRANGEMENT



06: DON'T CHANGE ALIGNMENT



05: DON'T ADD COLORED BACKGROUNDS



06: DON'T RECOLOR



Color

Primary Colors

Haus Curator's color palette balances boldness with approachability. Black and white form the foundation of the brand identity, providing structure, clarity, and consistency across all applications. These core tones define most backgrounds, typography, and layouts.

Deep Slate
HEX #0F1516
CMYK: 77, 67, 65, 80
Pantone: 419 C

Pure White
HEX #FFFFFF
CMYK: 0,0,0,0
Pantone: 1-0601 TPG Bright White

Secondary Colors

Secondary colors are used sparingly and intentionally across digital and print materials. These tones add warmth and variety while supporting the brand’s black and white foundation. They should not dominate layouts or typography. Instead, they serve to highlight callouts, text boxes, buttons, and subtle background areas.

Use lighter shades of each secondary palette when the design needs to be softer or has too many tones competing in a single design.

Muted Sage HEX #6B672A CMYK: 53,44,100,27 Pantone: 385 C	Clay HEX #DD8C76 CMYK: 11,53,52,0 Pantone: 486 C	Brick HEX #540017 CMYK: 42,90,69,62 Pantone: 7421 C	Concrete HEX #CDCDCD CMYK: 19,15,15,0 Pantone: 427 C
#9B956A	#E9B6A4	#865959	#DFDFDE
#B7B192	#EFCBE	#A78483	#E9E8E7
#D6D2C0	#F6E3DB	#CDB9B6	#F2F1F1

Typography

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Primary Typeface

Manrope is the primary typeface, chosen for its clean, structured design to maintain balance when paired with Libre Baskerville or used alone. Its geometric structure makes it ideal for key brand messaging while providing a strong visual foundation, ensuring consistency and clarity across digital and print applications.

Use for headlines, sublines, and key brand statements. It’s the core of your visual voice.

Manrope

DESIGNED BY MIKHAIL SHARANDA

MEDIUM
(WHEN USED WITH LIBRE BASKERVILLE)

abcdefghijklmnop
pqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890
!@#\$%^&*

SEMIBOLD
(AS STANDALONE)

abcdefghijklmnop
pqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890
!@#\$%^&*

Accent Typeface

Libre Baskerville is used as the accent typeface. It complements the primary typeface, Manrope, to introduce a clean yet elegant, editorial tone while maintaining a human feel.

Use it sparingly alongside Manrope for emphasis or to highlight key words.

*Libre
Baskerville*

DESIGNED BY IMPALLARI TYPE

REGULAR ITALIC

*abcdefghijklmnopno
pqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890
!@#\$%^&**

Secondary Typeface

Inter is a modern sans-serif typeface chosen for clarity and high readability. Its neutral, modern design makes it ideal for body text, captions, and longer copy, maintaining legibility across digital and print formats.

Used for body text and longer copy where readability is most important.

Inter

DESIGNED BY RASMUS ANDERSSON

REGULAR - MEDIUM

abcdefghijklmnopno
pqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890
!@#\$%^&*

SEMIBOLD

abcdefghijklmnopno
pqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890
!@#\$%^&*

Type Hierarchy

While sizes and spacing may be adjusted when necessary for balance or legibility, maintain a clear type hierarchy to guide the visual rhythm of layouts. Use left paragraph alignment as the default and use centered alignment only when it better supports the design.

Minimum point-size difference between text levels:

- Header → Subheader: 15–20 pts
- Subheader → Body: 8–12 pts
- Body → Annotation / Buttons / Tags: 5–8 pts

HEADER

MANROPE MEDIUM +
LIBRE BASKERVILLE ITALIC

TRACKING: -2% / -20 EMS
(+/- BASED ON SIZE AND LEGIBILITY)

SUBHEADER

MANROPE MEDIUM

TRACKING: -2% / -20 EMS
(+/- BASED ON SIZE AND LEGIBILITY)

BODY

INTER REGULAR - MEDIUM

TRACKING: -4% / -40 EMS
(+/- BASED ON SIZE AND LEGIBILITY)

ANNOTATION | TAGS | BUTTONS

INTER SEMIBOLD
ALL CAPS

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Redefining Real Estate Advisory

The traditional real estate model often failed the discerning client — anchored by misplaced priorities. Haus Curator was conceived as a quiet rebellion against this.

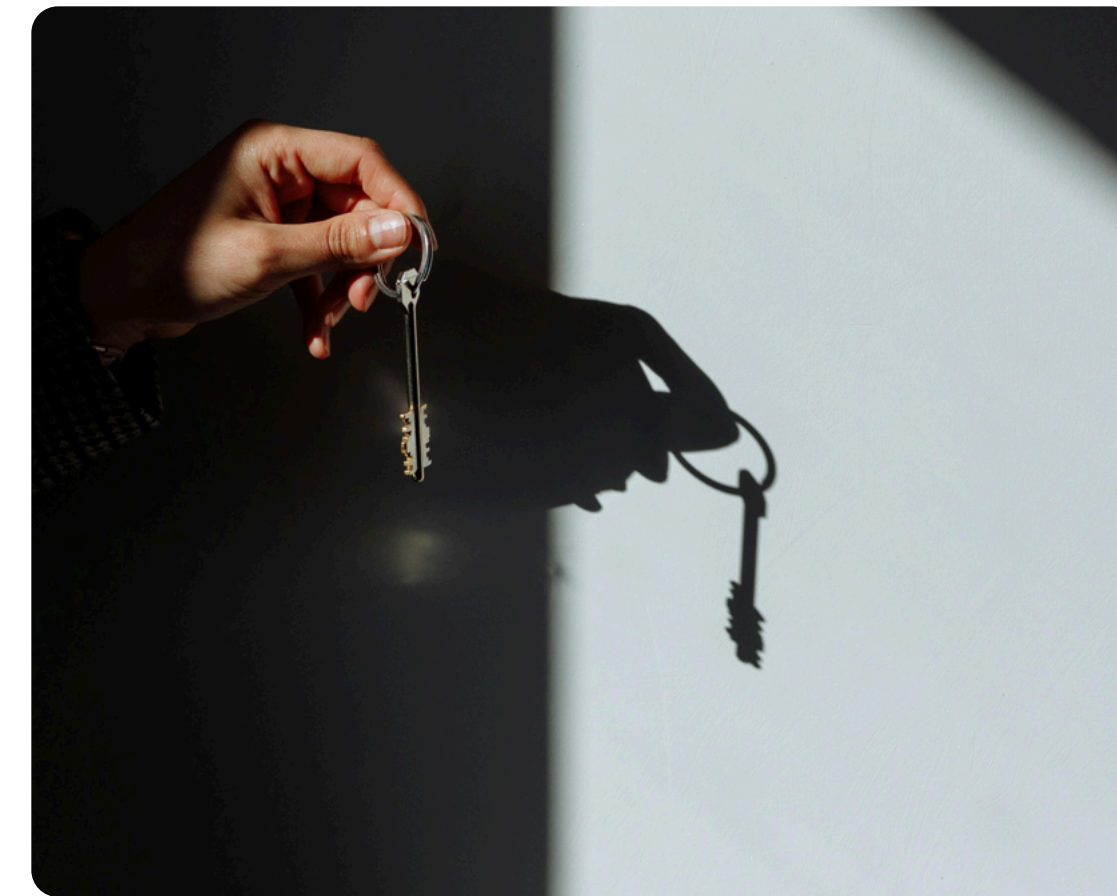
GET IN TOUCH

Photography

The overall tone of Haus Curator photography should be clean, minimal, and balanced with ample negative space (walls, sky, table surface, etc.). Opt for neutral, earthy, and muted tones that complement Haus Curator's brand colors as much as possible.

Do:

- Keep compositions clean and minimal
- Use natural light and soft shadows
- Ensure frames are uncluttered

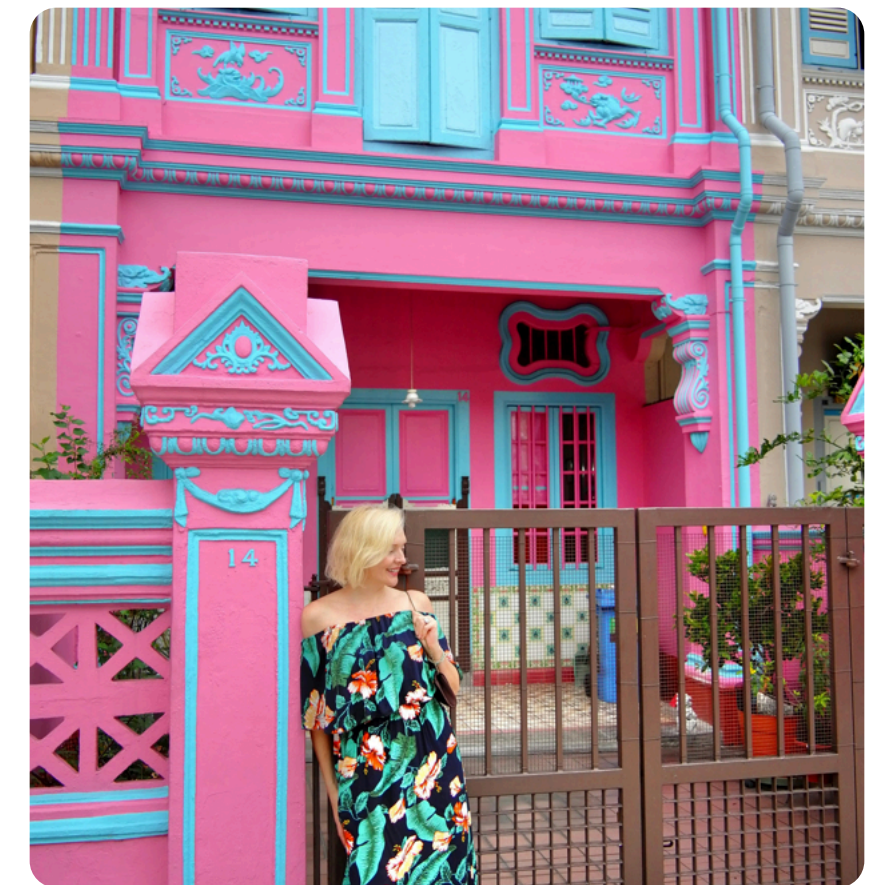


Photography

Avoid overly busy, chaotic, or cluttered compositions.

Don't:

- Overcrowd frames
- Use photos with bright neon colors, busy patterns, or heavy color corrections
- Include overly staged or unnatural human poses
- Use heavily commercial / corporate images
- Use graphic / illustration heavy images
- Use low resolution images



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