

**Homebase**

# Design Guidelines

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**We strive to deliver the most reliable, secure and efficient tools for multi-family communities, while creating the ultimate living experience for residents.**

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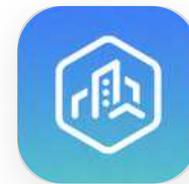
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# Logo

The Homebase logo should always be fully legible within a clean/solid background space. White or full color options are preferred. Full resolution logo files can be found at [homebase.ai/press-kit](https://homebase.ai/press-kit).





**HB. Gradient Blue**  
Hex1: #4877BB  
Hex2: #41EBDC9



**HB. Dark Blue**  
Hex: #3596D9  
RGB: 53/150/217  
CMYK: 72/29/0/0



**HB. Gray - 90**  
Hex: #333333  
RGB: 51/51/51  
CMYK: 69/63/62/58



**HB. Gray - 60**  
Hex: #888888  
RGB: 136/136/136  
CMYK: 49/41/41/5



**HB. Blue**  
Hex: #0083C9  
RGB: 0/70/95  
CMYK: 97/67/43/29



**HB. Light Blue**  
Hex: #3596D9  
RGB: 121/200/255  
CMYK: 45/9/0/0



**HB. Gray - 50**  
Hex: #AAAAAA  
RGB: 170/170/170  
CMYK: 35/28/28/0



**HB. Gray - 20**  
Hex: #DDDDDD  
RGB: 221/221/221  
CMYK: 12/9/10/0



**HB. Green**  
Hex: #33C799  
RGB: 51/199/153  
CMYK: 68/0/55/0



**HB. Red**  
Hex: #BA4C5B  
RGB: 186/76/91  
CMYK: 22/83/55/6



**HB. Gray - 10**  
Hex: #EEEEEE  
RGB: 238/238/238  
CMYK: 5/4/4/0



**HB. Gray - 05**  
Hex: #F5F6F7  
RGB: 245/246/247  
CMYK: 3/1/1/0



**HB. Orange**  
Hex: #E38044  
RGB: 227/128/68  
CMYK: 8/59/83/0



**HB. White**  
Hex: #FFFFFF  
RGB: 255/255/255  
CMYK: 0/0/0/0

# Colors

The Homebase color palette plays to more cool tones, with paired full color imagery. We strive to achieve clean, modern, technology forward branding.





# Imagery

Homebase uses crisp, clean, people focused imagery. Frequent use of individuals on devices, modern buildings, or residents in-home with enjoyable quality of life.





# Typography: Print & Digital

The Homebase Nunito Font Family is used across all print & digital marketing materials as well as the featured font type of the Homebase resident & manager app. All weights are used throughout various designs. Adjusted negative character spacing is always applied when using bolder weights in this font family.

Secondary typefaces include: Inter & Poppins for Homebase.ai website and app placements.

AaBbCc - Black

AaBbCc - Bold

AaBbCc - Semibold

AaBbCc - Medium

AaBbCc - Regular

**Homebase Nunito**

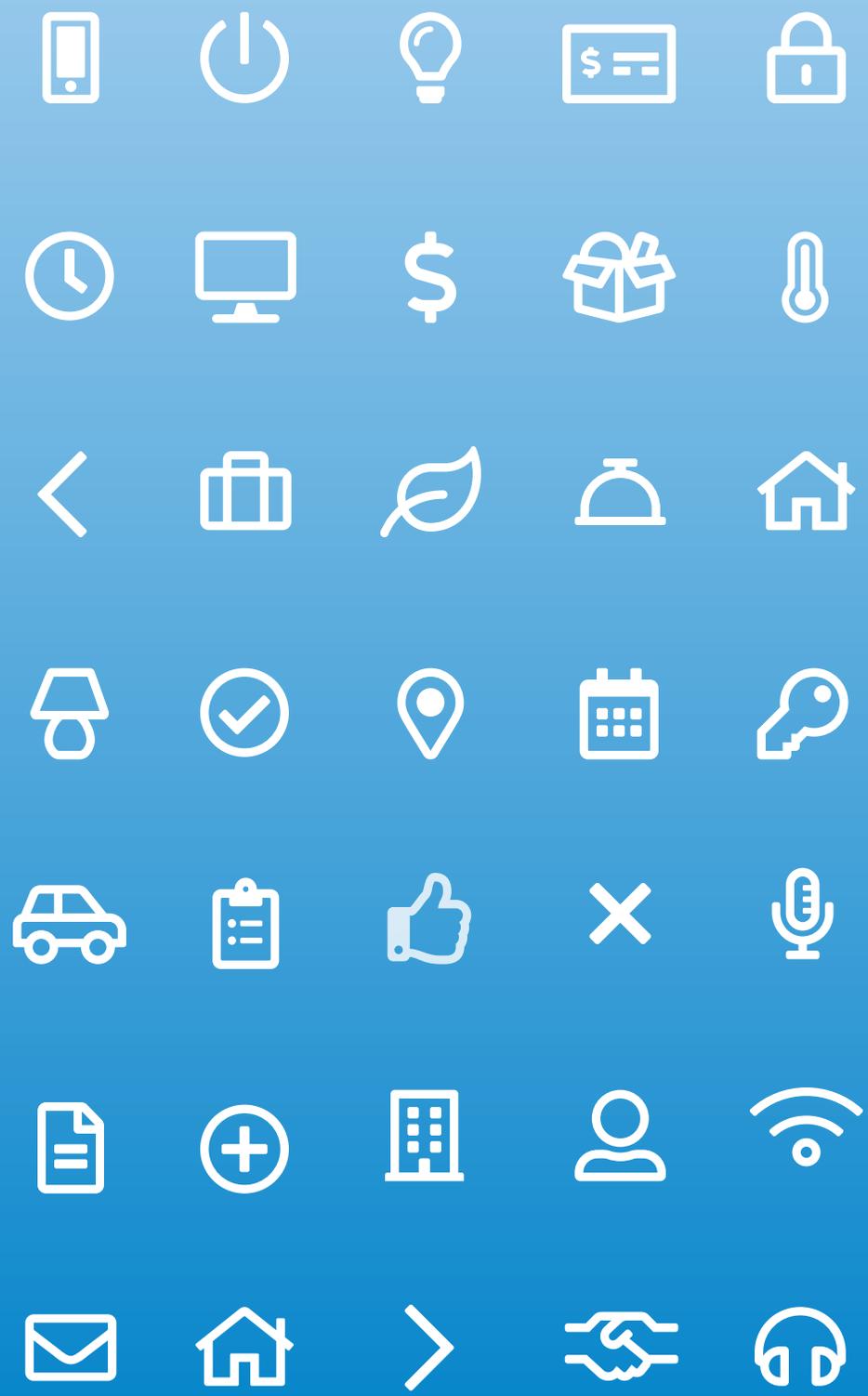
**AaBbCc**



# Iconography

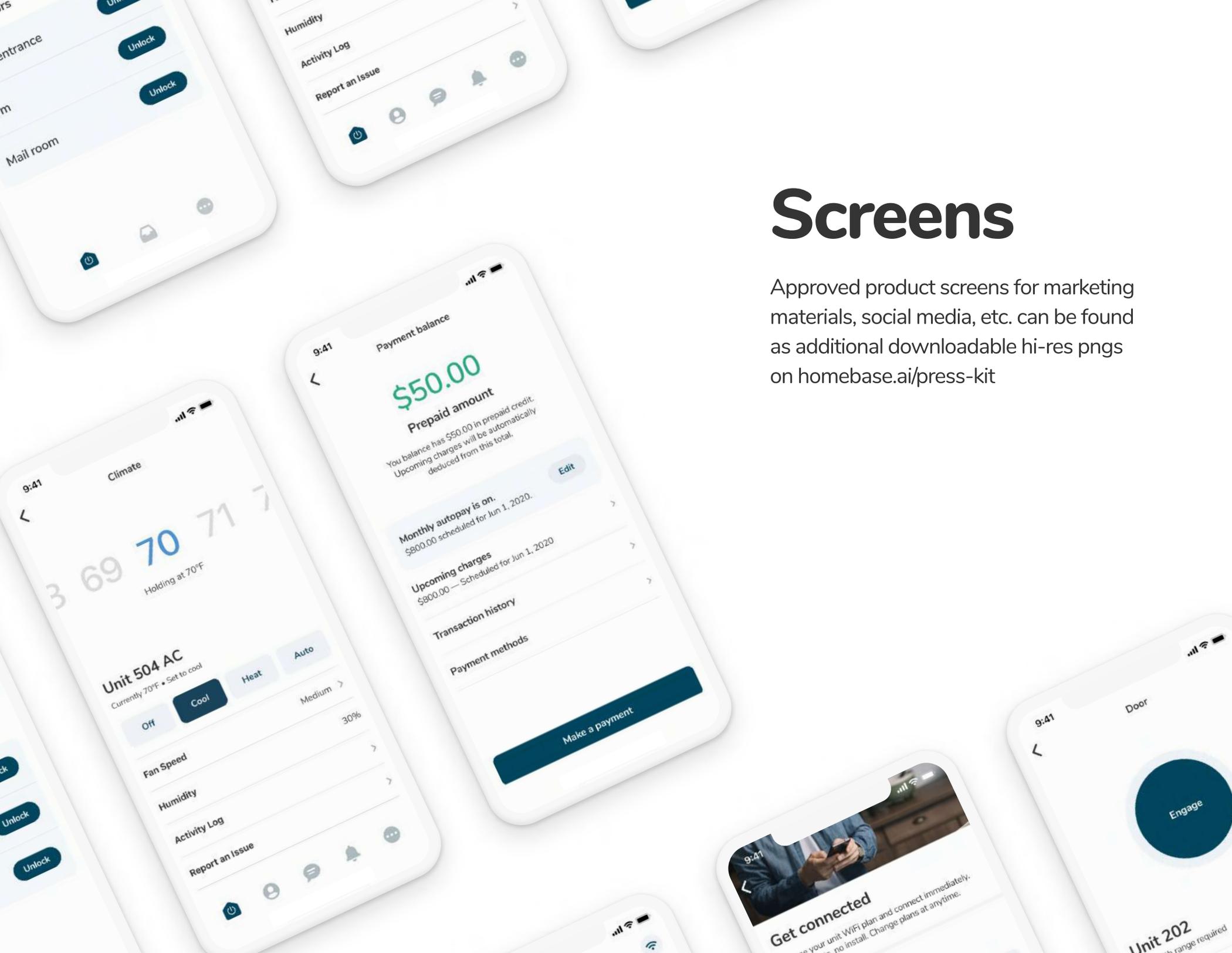
FontAwesome icons are used for cohesiveness throughout the desktop and mobile apps, as well as Homebase website and printed marketing materials.

For reference: [fontawesome.com](https://fontawesome.com)





 Homebase



# Screens

Approved product screens for marketing materials, social media, etc. can be found as additional downloadable hi-res pngs on [homebase.ai/press-kit](http://homebase.ai/press-kit)

# Marketing Materials

Approved deliverables for marketing, social media, etc. can be requested via [design@homebase.ai](mailto:design@homebase.ai)



## Welcome to the future. At Flashcube

State-of-the-art living in its most modern form. Our seamless experience provides virtual key and fob access to your unit and community doors.

Homebase - Smart apartments



[www.homebase.ai](http://www.homebase.ai) | 816.203.2287

### Smarter access for your unit and amenity spaces.



#### To unlock your unit:

Use the Engage Button in the Homebase App OR Present your fob to reader at the top of your lock. Listen for the beep and turn the deadbolt to unlock the door.



#### To lock your unit:

Staying In? Turn the deadbolt to lock the door from the inside.



### Welcome home!

Here are the fobs for your unit.

Unit: \_\_\_\_\_

#### Activate your key fobs

- Stand near the lock.
- Open Homebase App
- Tap on lock name
- Update key fob access
- Test your fobs



Homebase | [help@homebase.ai](mailto:help@homebase.ai)



YOUR UNIT WIFI IS COMING SOON  
Until then, enjoy premium community WiFi on us.

Unit 213

WiFi network  
**BISUFENO**

WiFi password  
**Homebase213!**

Premium Tier WiFi

Up to 10 devices | Avg. speeds: 40-60 Mbps per device

Questions? Chat with us at [help@homebase.ai](mailto:help@homebase.ai)