



BRAND IDENTITY GUIDELINES

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About

Habit aggregates and analyzes data from IoT devices, smart phones, and contextual data sources to extract consumer insights which enable data-driven decision making

Data Analytics

Part-time Worker



Dog Walker



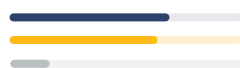
Smoking Habit



Aggressive Driver



Social Activity



Healthy Biker



Symbol recipe

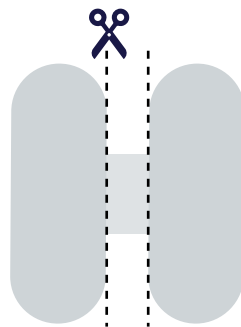
1° Letter

We started to split surgically the letter "H" of Habit word



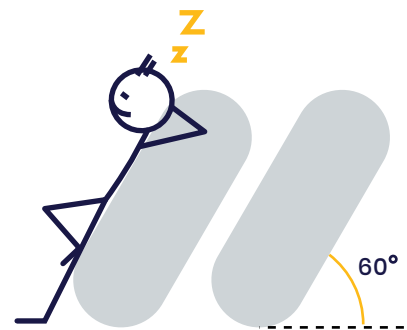
2° Shape

Then we inflated the letter and removed the excess



3° Angle

After that we discovered how can a "habit" create a perfect angle!?



4° Color(sunny)

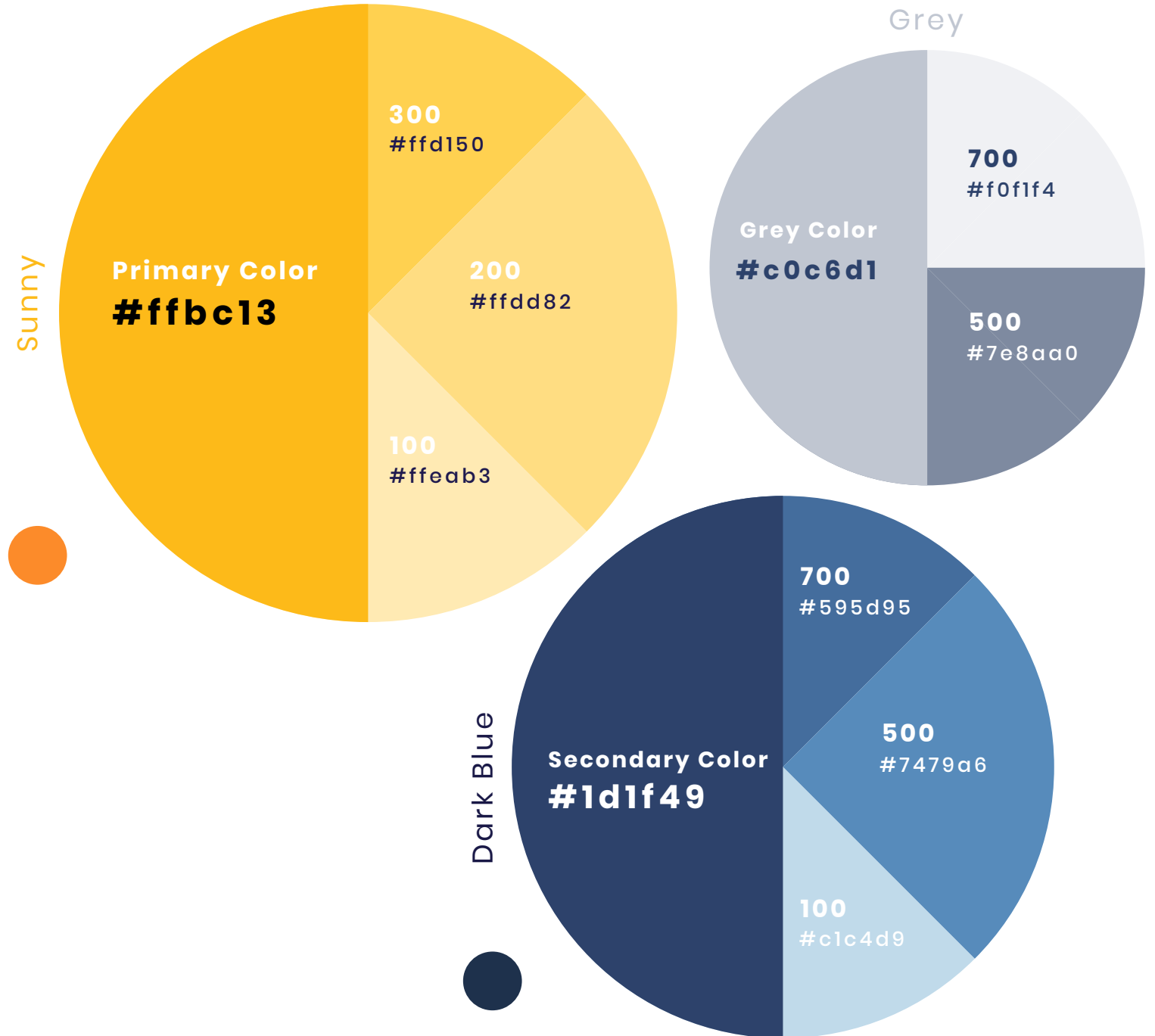
Finally, the Sun gives us the opportunity to have our daily habits, so we take a little swatch of him



Logo structure



Color family



Contrast logo

BG_White



BG_Dark Blue



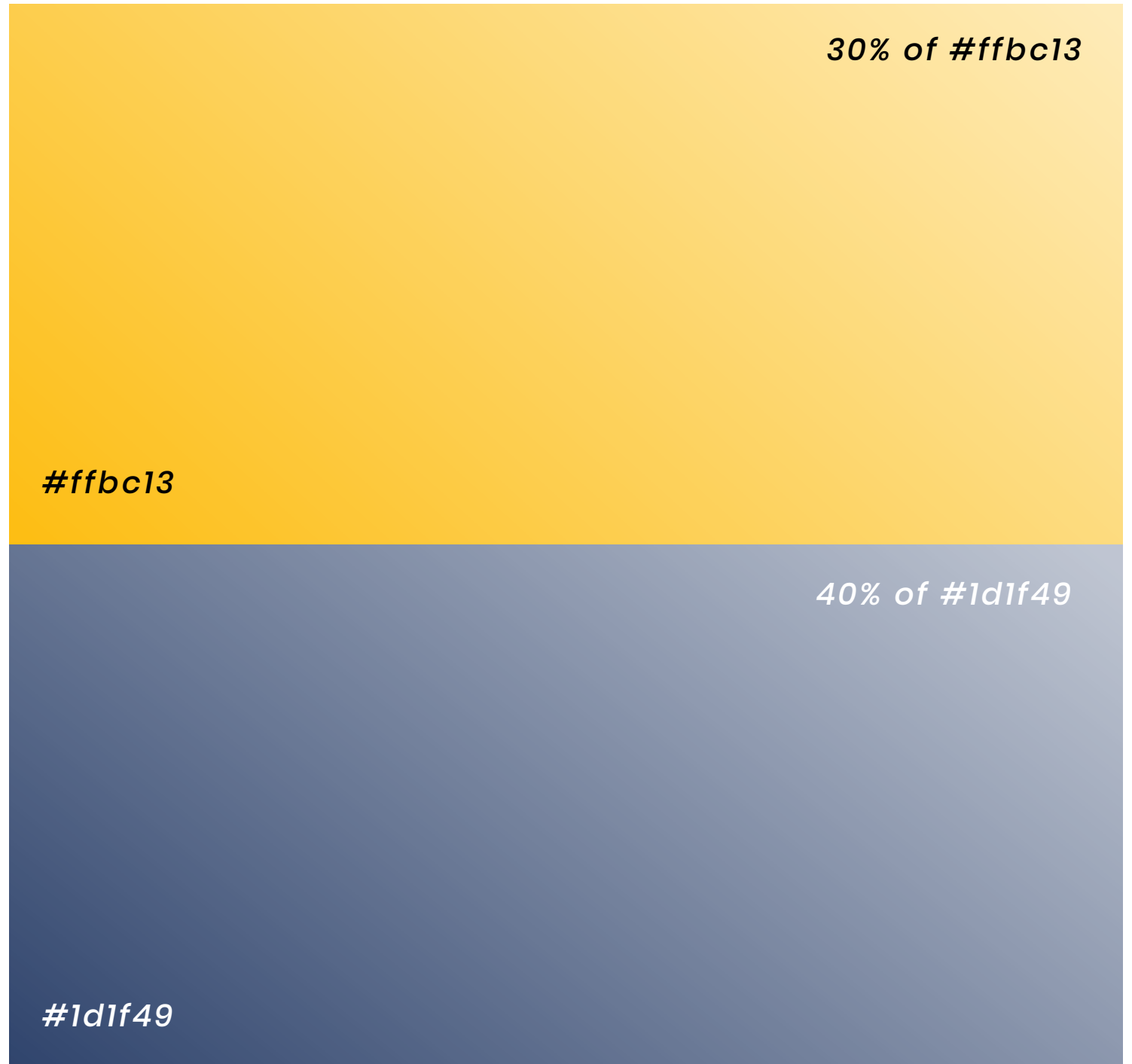
BG_Grey_700



BG_Sunny



Gradient variation



Typeface

Headers *Poppins family*

ABCDEF
abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Text *Roboto family*

ABCDEF
abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



Thank you

 **habit**

2018_V.0.1