



# Brand Guidelines

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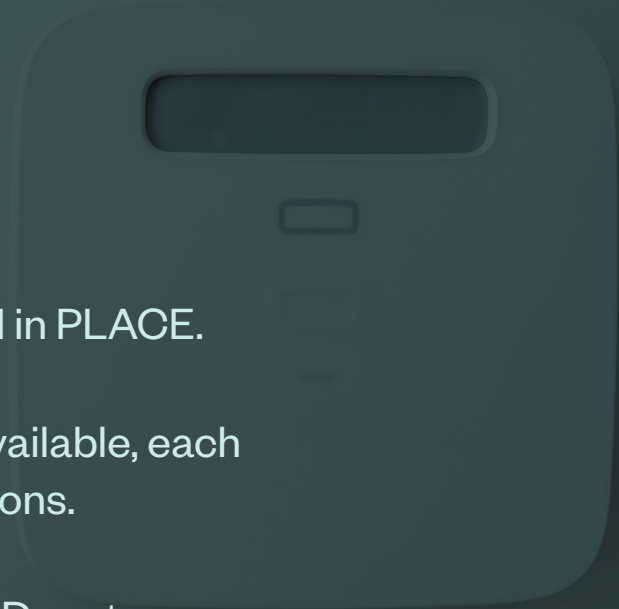
# Verbiage

When using PLACE in writing, it should always be formatted in all caps. See examples below.

Safety, comfort, security—it's all in PLACE.

There are four PLACE products available, each tailored for specific locations.

PLACE is available at Home Depot.



# The Logo

The logo is meant to be used with the icon at all times. It can be used as an outline only or filled in. The PLACE Home Protection logo is to be used on items that require more context, such as packaging and social and display ads.



on light blue



on teal



on dark green

# The Logo

The spacing around the logo should always be at least the width of the icon.



maximum size



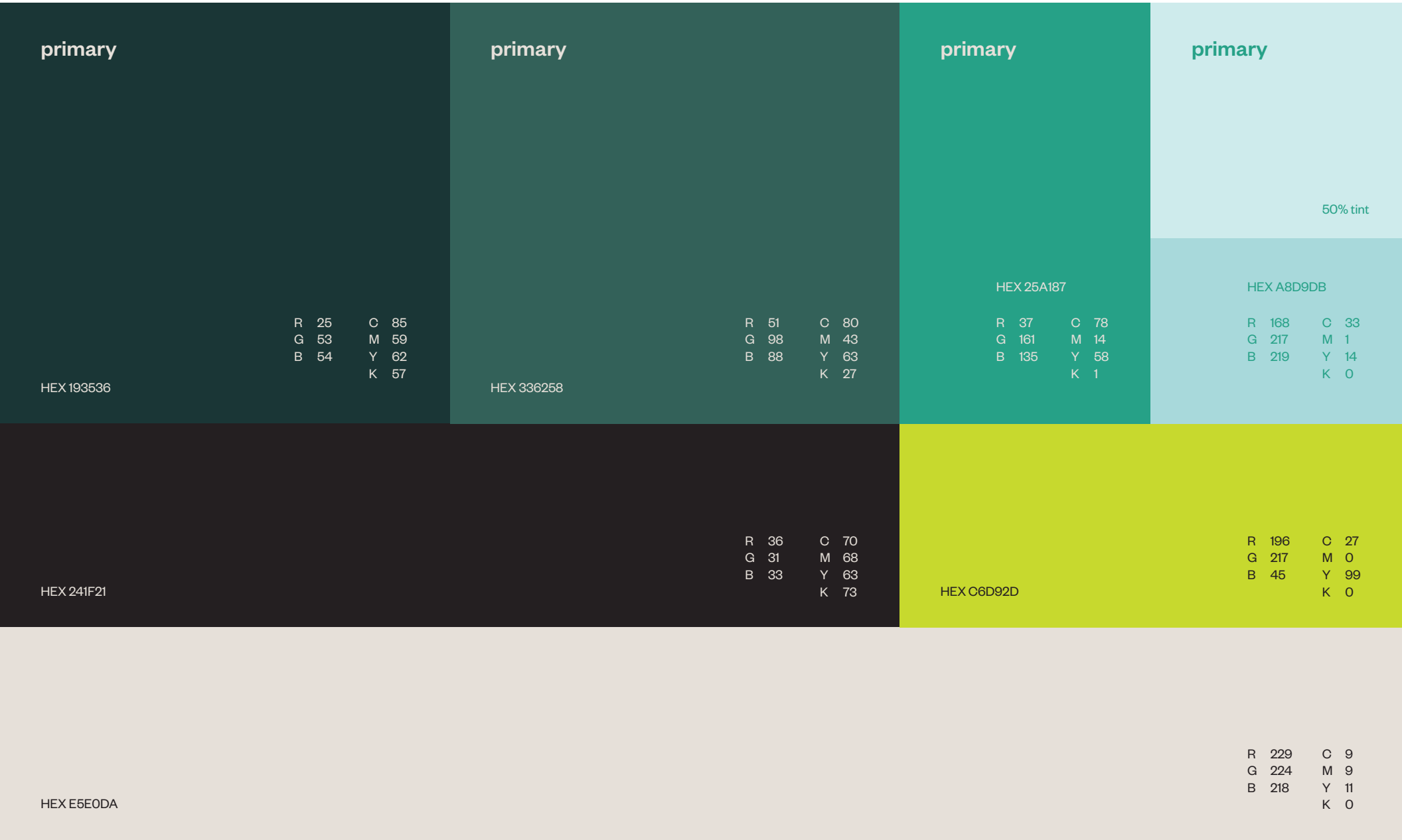
recommended size



minimum size



# Color Palette



# Typography

headline font

Founders Grotesk Regular

**Founders Grotesk Medium**

**Founders Grotesk Semibold**

body copy

Founders Grotesk Light

Founders Grotesk Regular

Aa Bb Cc

PLACE is for your space; your home. It can take your place when  
you can't be there and increase your senses when you are.

**PLACE—perfect for any space.**

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0 Tracking, Auto Leading

Aa Bb Cc Dd Ee Ff

Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss

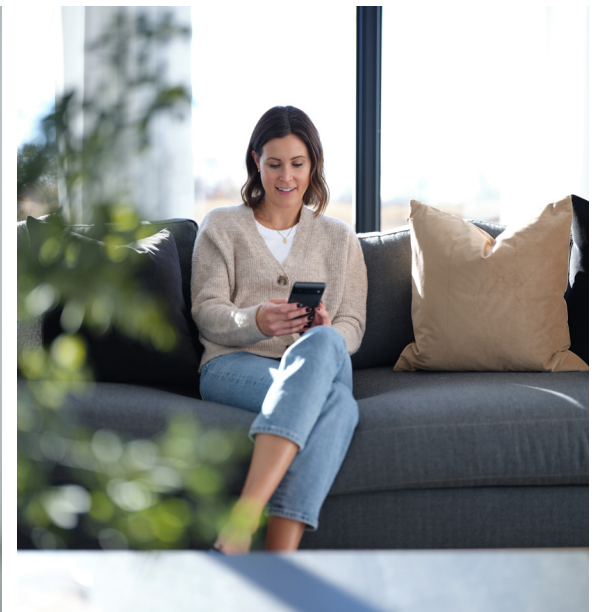
Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0



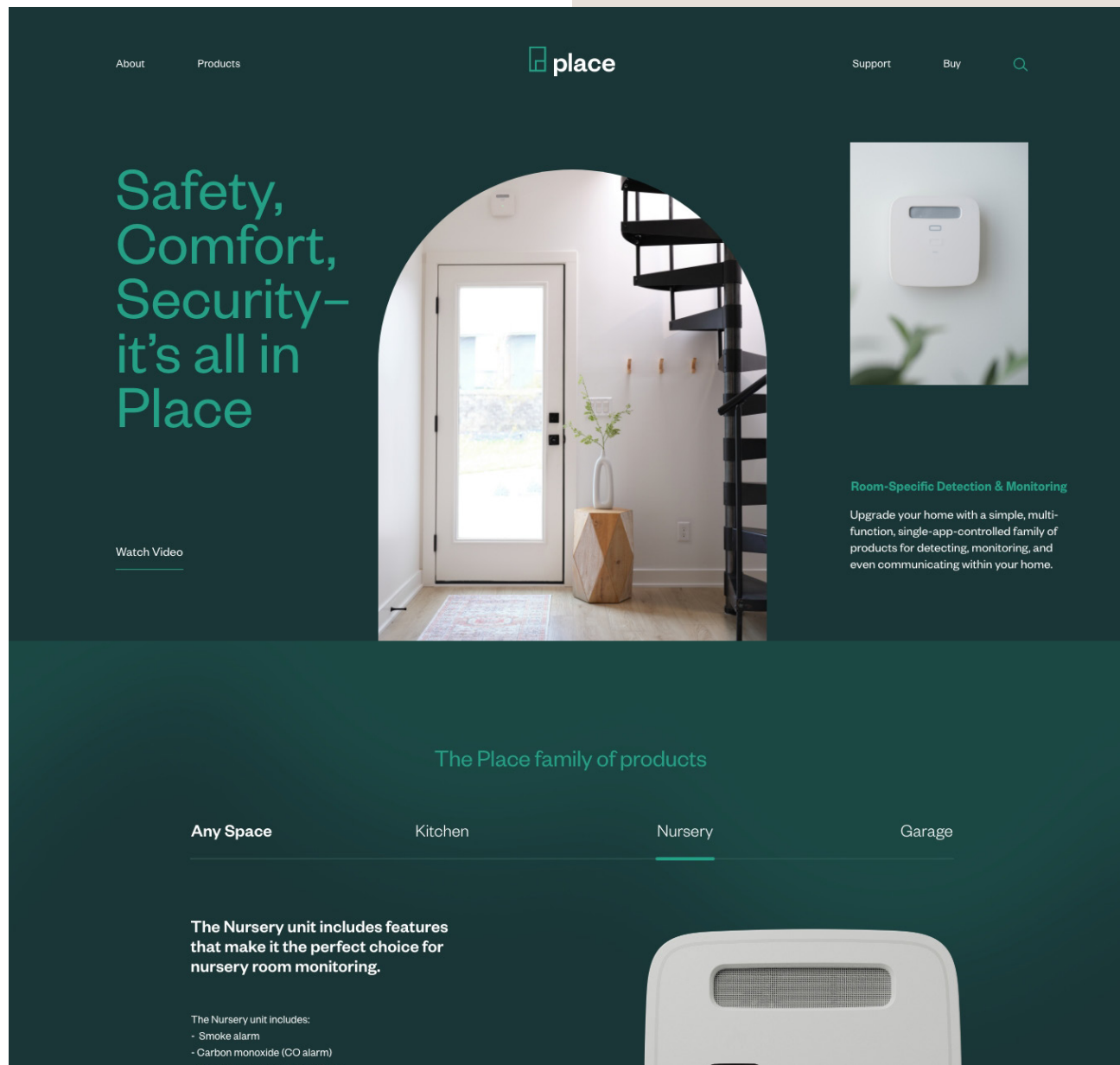


# Imagery style





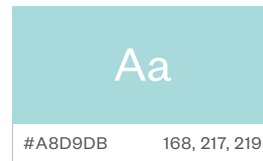
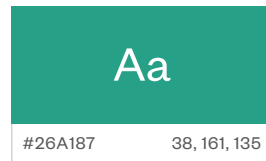
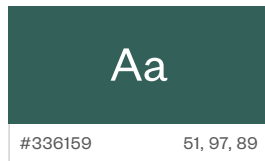
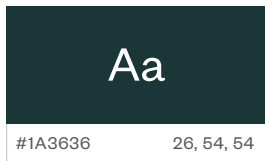
# Website



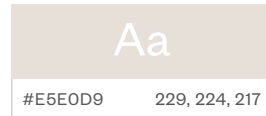
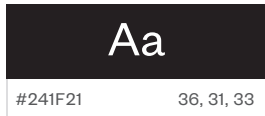
# App style guide

## Color palette

### Primary



### Secondary



## Typography

### Founders Grotesk

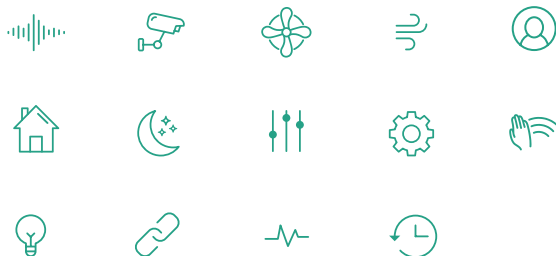
Aa  
Light

Aa  
Regular

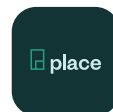
Aa  
Medium

Aa  
Semibold

## Icon Style



## App icon



Place



Place

## Buttons

### Switches



### Buttons



 place

