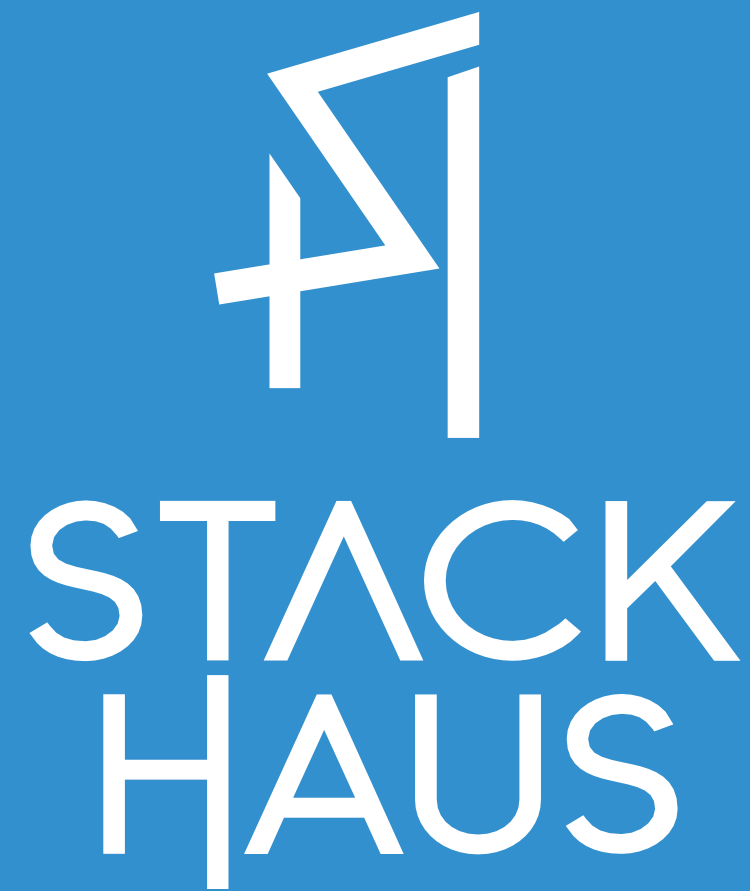




Brand Guidelines

May 2026



The goal of this document is to set the standard for all visual communications positioning Stackhaus as the digital solution to your luxury **bon**teiner

Inside, you'll find a series of rules and guidelines that must be followed in order to ensure integrity of our brand and to maintain consistency across every execution and touchpoint.

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Our logo is a novel interpretation of minimalist shapes and contemporary design. This symbol represents the merger of the 'S & H' while also suggesting elements of a house. The 'S' also depicts steps and a contour of a corner.

BRANDING GUIDELINES

Alternate Logos

The alternate versions of our logo allow our brand to easily adapt to any print or digital format. Regardless of placement, our logo should always be visible and legible to maximize memorability.

2. LOGOS | ALTERNATIVE

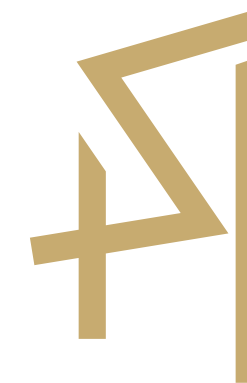
HORIZONTAL LOGO

Use this version to maximize size in spaces of horizontal nature.



LOGOMARK

Only use the Stackhaus symbol large, as a watermark over an image or solid background. It should never replace the full logo.



STACKHAUS

BRANDING GUIDELINES



CLEAR SPACE

This clear space has been established to ensure visibility and impact. No other graphic elements, such as copy, imagery or other logos should appear in this exclusion zone.

Logo Usage

Our logo is the primary expression of our identity. Using it as outlined will help establish brand recognition, reinforcing us in the minds of our consumers.

MINIMUM SIZE
1.5in / 90px



In order to ensure legibility of the logo, the full logo should be larger than 1.5" / 90 px wide.

EXTRA SMALL APPLICATIONS
0.65in / 45px



In applications where the logo must be reduced even further than the approved minimum size, use version specified above.

BRANDING GUIDELINES

Logo Rules
Our logo must always be respected, preserved and used in a consistent manner.

4. LOGOS | RULES

DO'S



Use full colour logo over white background only

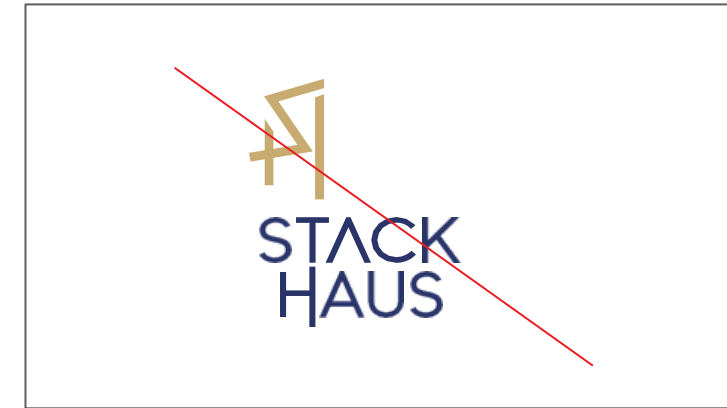


Use white logo over dark background only



White logo over simple image background

DONT'S



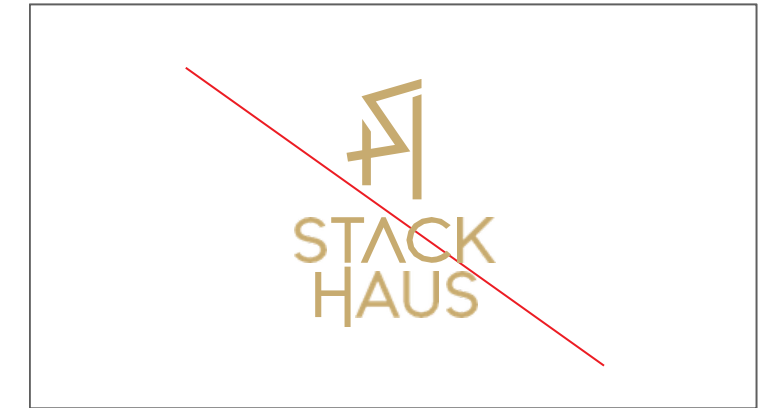
Do not alter or rearrange



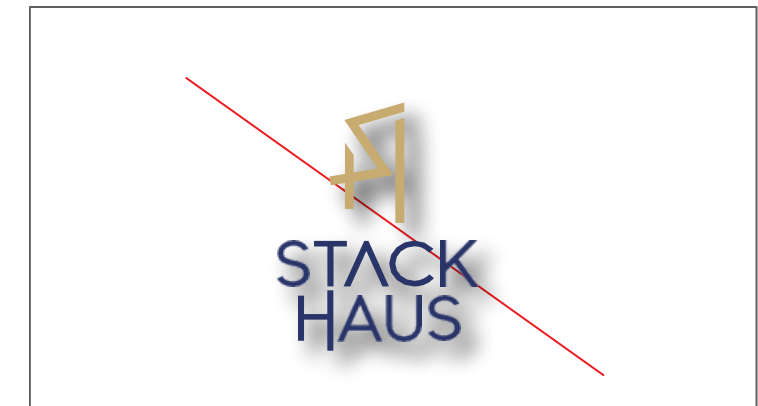
Do not change proportions



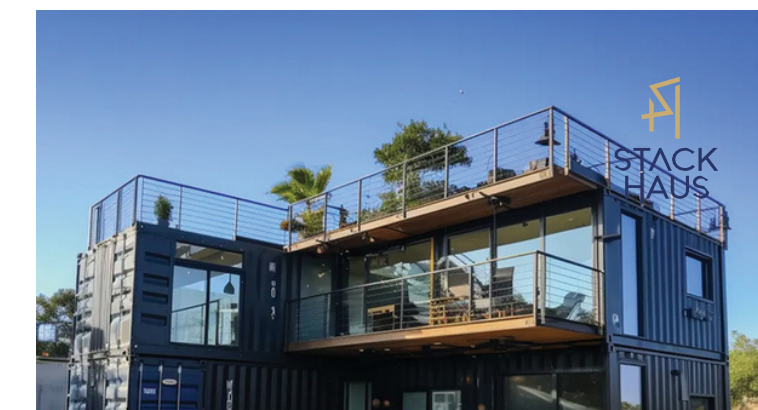
Do not rotate or distort



Do not change colours



Do not add shadows



Do not use on busy backgrounds

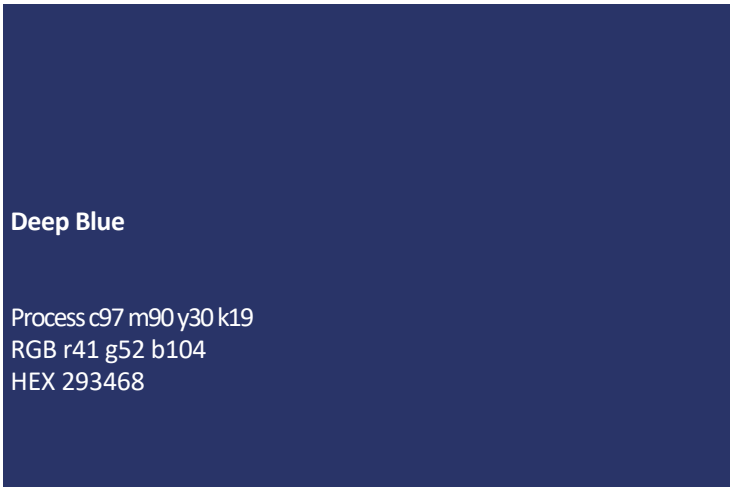
STACKHAUS

Colours

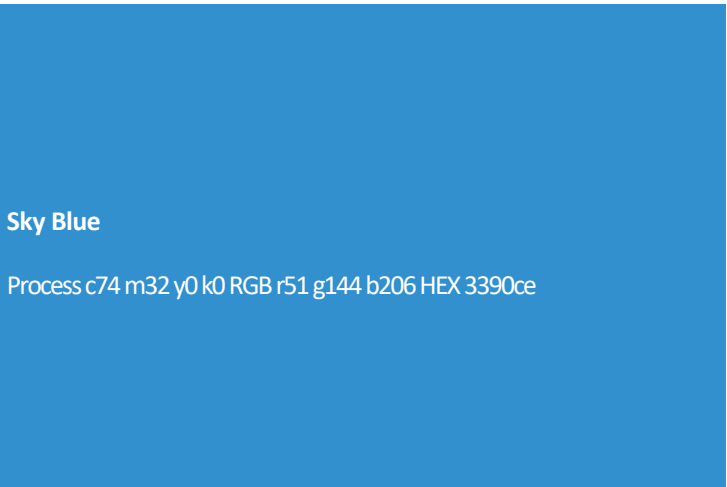
Colour Palette

Inspired by rich, luxury, and trustworthy colours, our palette is bold and eye-catching.

Primary



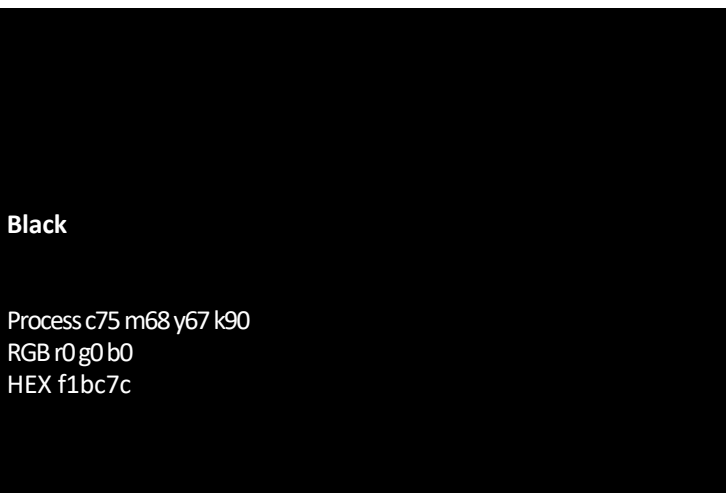
Primary



Secondary



Accent



Typography

Primary Typeface

marlin

Regular

marlin

This typeface was chosen to complement the modern elements of our logo and showcase the luxury element of our brand. It should be used for headlines only.

Please avoid using other typefaces, as we build consistency throughout each execution and maintain strong visual ties to our brand identity.

marlin Regular

A a

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
01 02 03 04 05 06 07 08 09

Secondary Typeface

Gotham

Regular | **Bold**

Gotham

This typeface was chosen to complement the primary typeface and should be used for body copy and sub headings.

Please avoid using other typefaces, as we build consistency throughout each execution and maintain strong visual ties to our brand identity.

BRANDING GUIDELINES

Book Aa

Gotham

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 01 02 03
04 05 06 07 08 09

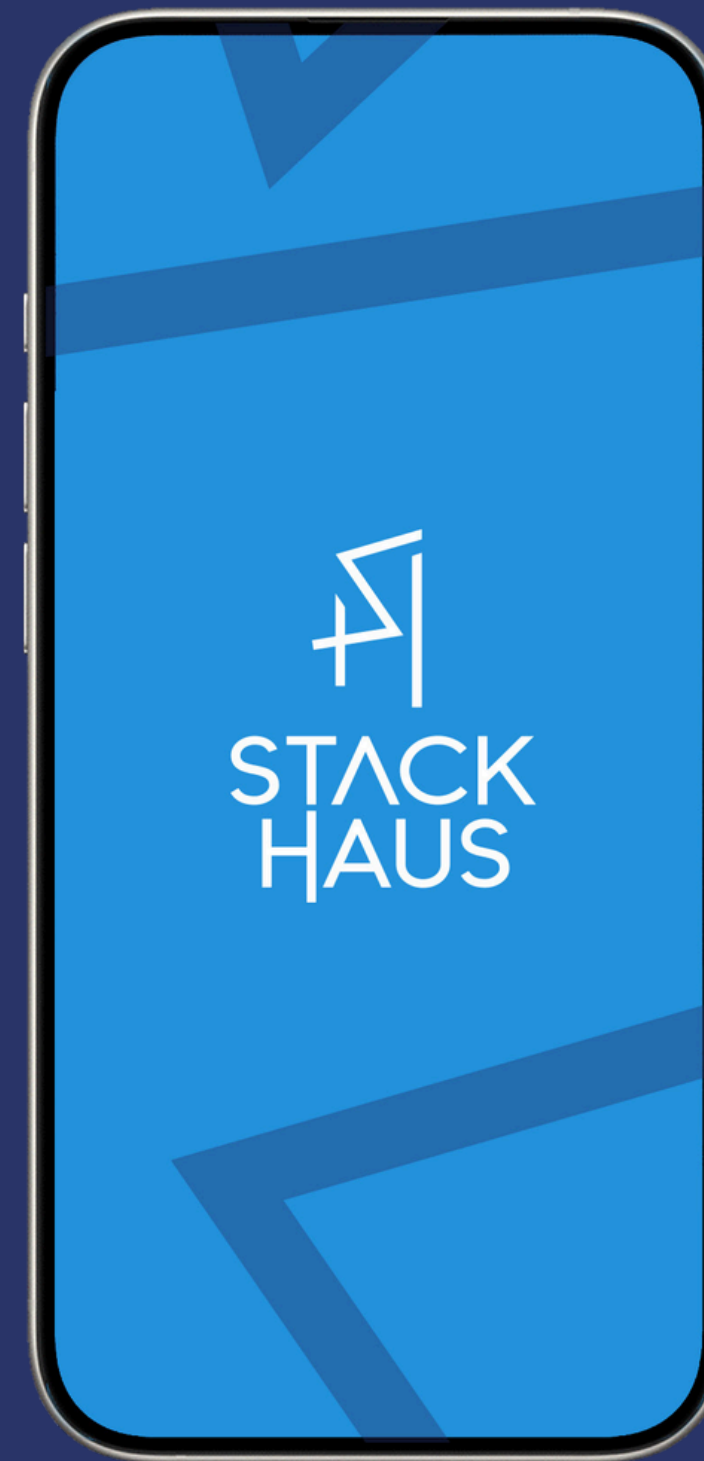
**Gotham
Bold**

Aa

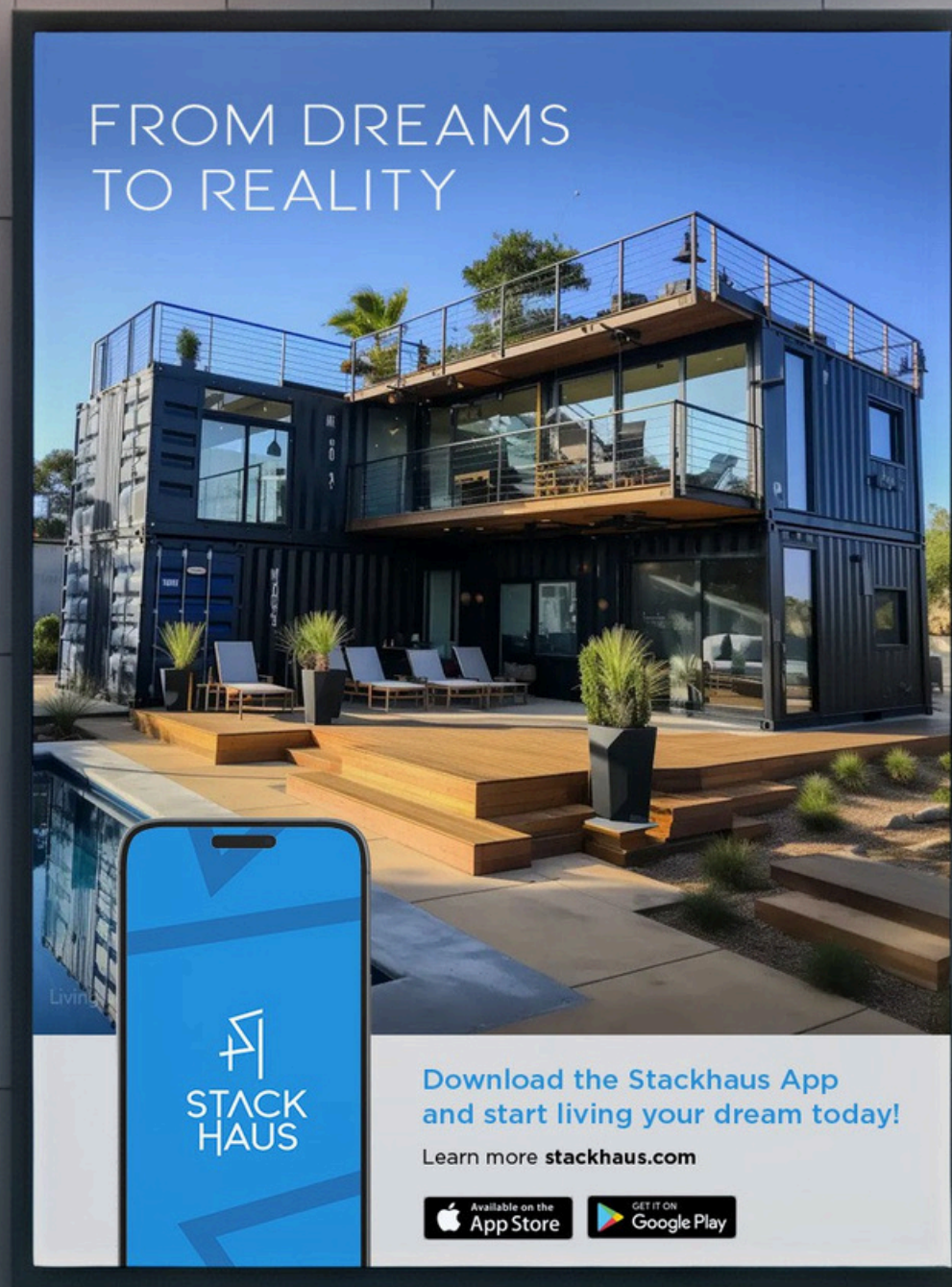
**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 01 02
03
04 05 06 07 08 09**

A p p l i c a t i o n s

App



Signage



FROM DREAMS
TO REALITY

Living

Download the Stackhaus App
and start living your dream today!

Learn more stackhaus.com

Available on the
App Store

GET IT ON
Google Play

The advertisement is a vertical rectangular panel mounted on a grey tiled wall. It features a photograph of a modern, multi-story house constructed from blue shipping containers. The house has large glass windows and balconies with metal railings. In front of the house is a wooden deck with lounge chairs and a small swimming pool. A smartphone is positioned in the foreground, displaying the Stackhaus app logo, which consists of a stylized 'A' shape above the text 'STACK HAUS'. The background of the advertisement shows a blurred train passing by, suggesting an urban setting.

Branding



Thank You

