Design Haüs

By Laura

Brand Book

Index

03. Introduction

04. Brand values

05. Logo

06. Clear space

07. Typography

09. Minimum size

10. Color palette

11. Applications

14. Vertical use

15. Horizontal use

Introduction

Design Haüs is more than an interior design company. It is the extension of a life philosophy **where good taste, subtlety, and authenticity meet in every detail.**

This brand manual exists to preserve and project what makes us unique: a design vision that goes far beyond trends and superficial aesthetics. Here, every space tells a story. Every object has a purpose. **Every project is crafted with love, respect, and a deep passion for creating places that feel just as good as they look.**

This document is our guide. A reflection of the values, the essence, and the style that define Design Haüs. Because **more than designing spaces, we design sensations.** We create atmospheres that elevate the everyday and turn the simple into the extraordinary.

This is where the path begins, one that ensures that everything carrying our name also carries our essence: sober, elegant, creative, passionate, and absolutely true to who we are.

Welcome to the world of Design Haüs.

A place where design is a language... and detail, our finest signature.

Brand Values

Subtlety that Transforms

Because true luxury lies in the details that don't need to be obvious. We believe in the beauty of simplicity, harmony, and thoughtful design.

The subtle can also make an impact.

Timeless Elegance

We create spaces that transcend trends and fleeting fashions. Elegance is found in what always feels right, no matter the era.

Style fades. Elegance endures.

Harmony In Essence

We don't just design spaces, we design sensations. Every Design Haüs project seeks visual, emotional, and aesthetic balance.

Where everything flows, everything shines.

Aesthetic Honesty

We don't design to impress. We design to connect. We believe in honest, authentic spaces that reflect those who live in them.

What's real is always more beautiful.

Purposefull Creativity

We don't create things just because they look good. Every choice is intentional. Every material, texture, and composition tells a story.

Creating just to create isn't our style.

Logo

Design Haüs
By Laura

Clear Space



The clear space defines the minimum area that must remain free around the logo to ensure proper legibility and visual presence.

For the **Design Haüs By Laura** logo, this zone is determined using the width of the bell in the symbol as the base unit.

This width is referred to as 1x, and the minimum clear space is 1x on all sides of the logo: top, bottom, left, and right.

That means a space equal to the width of the bell (1x) must be maintained around the logo, free from any text, image, or graphic element that could interfere with its visibility or integrity.

Respecting this area ensures that the logo maintains its visual strength and legibility in any application.

Typography



Poppins Bold - Titles

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod

Poppins SemiBold - Subtitles

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod

Tipografía

Nexa

Aa

Nexa Light - Body

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed

Minimum Size

The minimum size of the logo ensures proper legibility and recognition across both print and digital media. These limits must be respected to maintain the logo's visual impact and prevent the loss of important details.



4 cm



114 px

Minimum Size in print media:
4 cm in height for the vertical logo, proportional to its width.

Minimum Size in Digital media:

114 px in height for the vertical logo, proportional to its width.



2 cm



57 px

Minimum Size in print media:
2 cm in height for the vertical logo, proportional to its width.

Minimum Size in Digital media:

57 px in height for the vertical logo, proportional to its width.

The dimensions of the minimum size are based on legibility considerations. Anyone needing to reduce the logo size must follow the specifications provided in this manual, ensuring that the clear space and visual autonomy are always respected.

Color Palette

Almond
F1E8DA

Earth
95714F

Sand
C7AF94

Rose
DBBAAE

Moss
AC8087

Terracotta
BA8B68

Applications





Applications







Applications







Vertical Use



Horizontal Use



Logo applications

Examples





Logo applications

Examples



Logo applications

Examples



Logo applications

Examples





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