

Brand Colors

Our color palette is a blend of nature and industrial, lending a strong yet timeless appeal. It is imperative to apply these colors consistently across all platforms to uphold brand cohesion.

Home Guard
Black

Hex: #05040b

Home Guard
White

Hex: #f7faff

Peacock Blue

Hex: #0d666c

Golden Rod

Hex: #f8d30e

Iron Ore

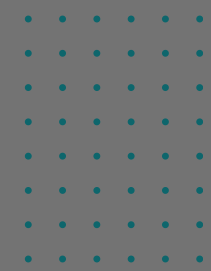
Hex: #182124

Steel Gray

Hex: #baafa8

Timber Green

Hex: #203a21



Typography

We use a custom font for readability and elegance to enhance brand identity across all communication channels.

Typeface Header Text

Caladea

AaBb

Cc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ1234567890#@!~{ }

Light

Regular

Bold

Typeface Body Text

PT Sans

AaBb

Cc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ1234567890#@!~{ }

Light

Regular

Bold