

studio haus





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HOW TO USE THIS GUIDE

The **Studio Haus** identity system is more than just a logo or a visual mark. It's a cohesive design language made up of key elements that work together to create a bold, recognizable presence rooted in creativity and authenticity.

From logo usage and color palette to typography and visual applications, the following guidelines are here to help you craft compelling communications that reflect the spirit of Studio Haus — with both consistency and creative freedom.





BRAND VISION

Studio Haus exists to empower Orlando's creative professionals by providing a space that's more than just an office, it's a launchpad. We envision a city where doers, makers, and visionaries come together in thoughtfully designed spaces that spark collaboration, fuel inspiration, and feel like home.



BRAND MISSION

Our mission at Studio Haus is to create thoughtfully designed workspaces that inspire creativity, foster community, and support the growth of Orlando's doers and makers.

VALUES



CREATIVITY

We believe great design fuels great work. Every element of Studio Haus is crafted to inspire focus, innovation, and artistic expression.

COMMUNITY

We're more than a building — we're a network of doers. Studio Haus cultivates genuine connections among like-minded professionals.

FLEXIBILITY

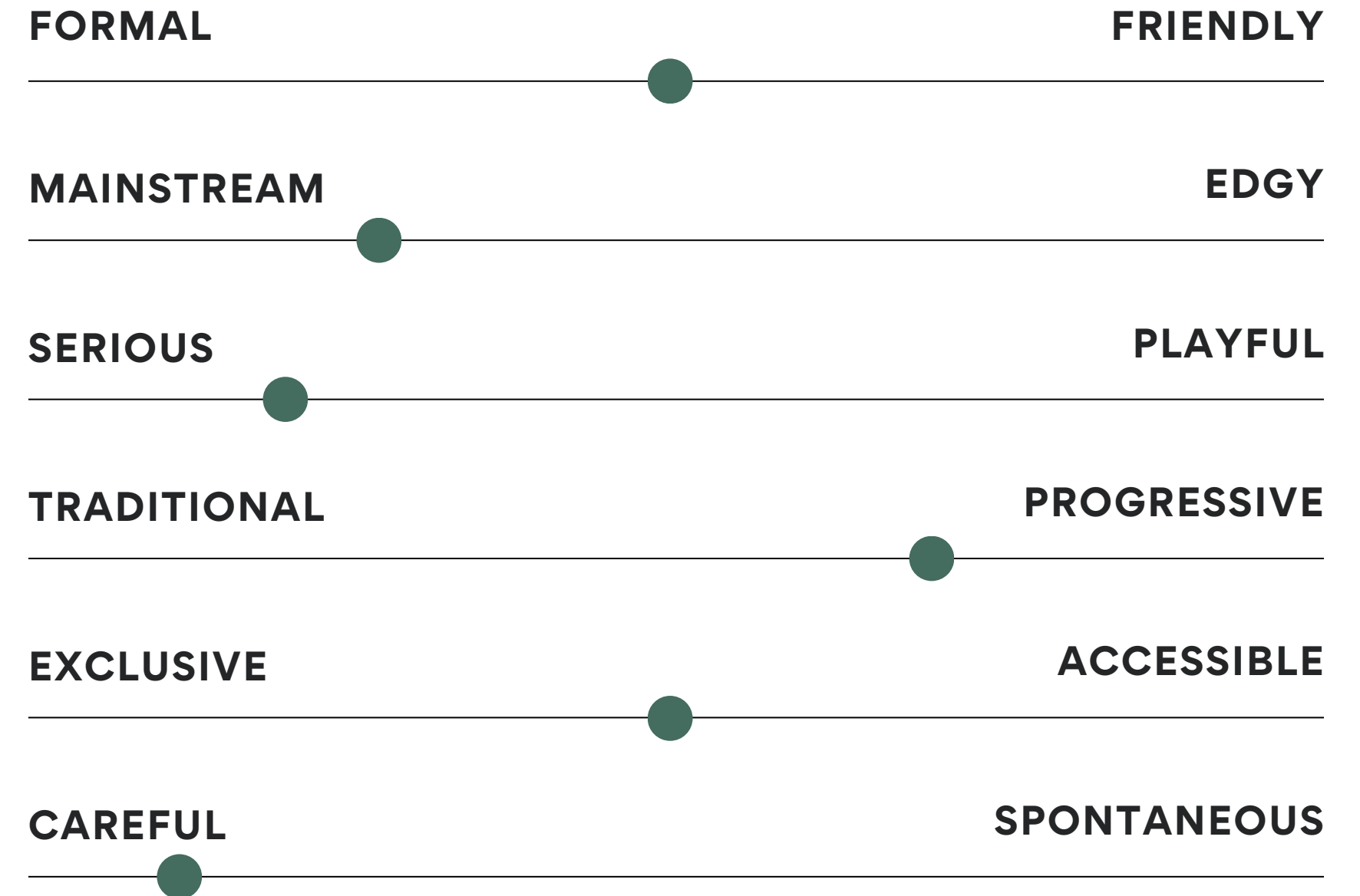
We offer human, transparent terms that grow with you — no corporate red tape, just real support for your goals.

ORLANDO BASED

Locally owned and community-powered, we're proud to be part of downtown Orlando's creative renaissance.

tone of voice

Your brand's tone of voice encompasses how you communicate, including language, tone, and personality. It reflects the relationship and emotion you aim to evoke in your audience when they think of your brand.



Tone of Voice

PRIMARY LOGO

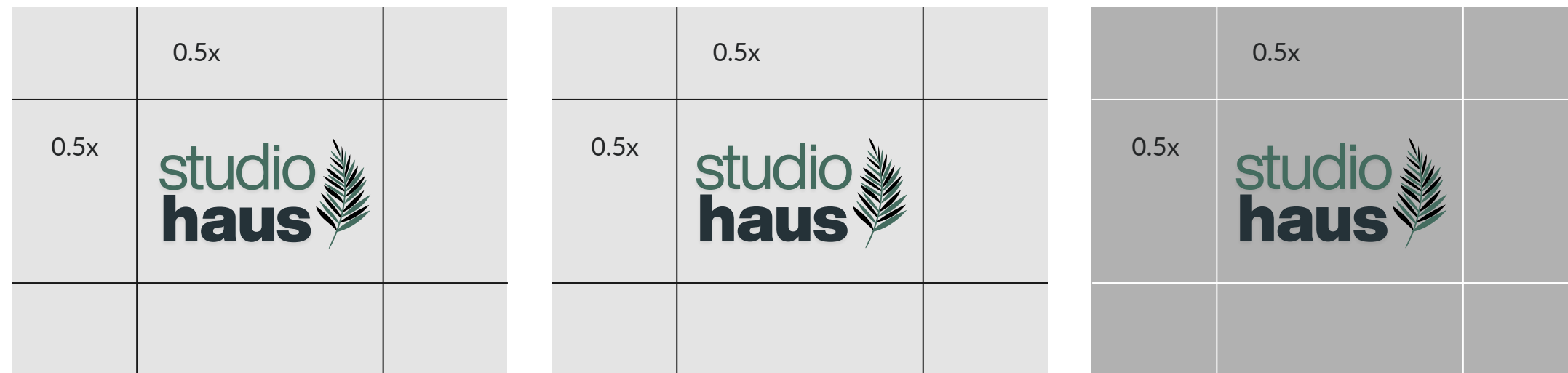
[Download Logo Pack](#)



VARIATIONS

The primary logo is the most visible element of Studio Haus's visual identity system. The primary orange color logo can be used for dark and light backgrounds. There are also two monochrome variations for use in cases where the signature orange logo is not necessary.

PRIMARY LOGO



EXCLUSION ZONE

The exclusion zones for all of the logos are the same. The exclusion zone is 0.5x logo unit above, below and at both sides. It creates a boundary around each element. At no point should this be interfered with.

LOGO MISUSE



Do not use the dark logo on a dark background



Use the color logo with a dark background



Use the white logo with a dark background



Do not use the white logo on a light background



Use a dark logo with a light background



Use the color logo with a light background



Do not break up the logo or change the size and spacing of the logo



Do not graphically manipulate the colors of the logo

BRAND HUES



The Studio Haus color palette reflects creativity, authenticity, and focus. Rooted in earthy greens and warm neutrals that evoke natural textures and calm energy, it's balanced by industrial tones like charcoal and steel—symbolizing strength, design-forward thinking, and grounded professionalism. Together, these colors capture the essence of a space built to inspire Orlando's creative community with clarity, intention, and style.

BRAND TONES



Neutral 1
FDFDFD

Neutral 2
EFEFEF

Neutral 3
B1B1B1

Neutral 4
474747

Neutral 5
1E1E1E

Neutral 6
000000

These six tones form the foundation of the Studio Haus visual identity. For optimal readability, text placed on dark backgrounds should use Neutral 1, while text on light backgrounds can utilize Neutral 4–6, depending on contrast and context.

TYPOGRAPHY



Lato means “Summer” in Polish, and it is a sans serif typeface family started in the summer of 2010 by Warsaw-based designer Łukasz Dziedzic. Classical proportions, particularly in the uppercase, give the letterforms familiar harmony and elegance, and combine with a sleek treatment that feels contemporary without being too trendy. Semi-rounded details feel warm, while the underlying structure provides stability and seriousness.

[Download Typeface](#)

LATO

TYPOGRAPHY

Lato

AA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Aa

abcdefghijklmnopqrstuvwxyz
1234567890

Main Title

STUDIO HAUS

Subtitle

Your creative HQ in the heart of Orlando.

Body Text

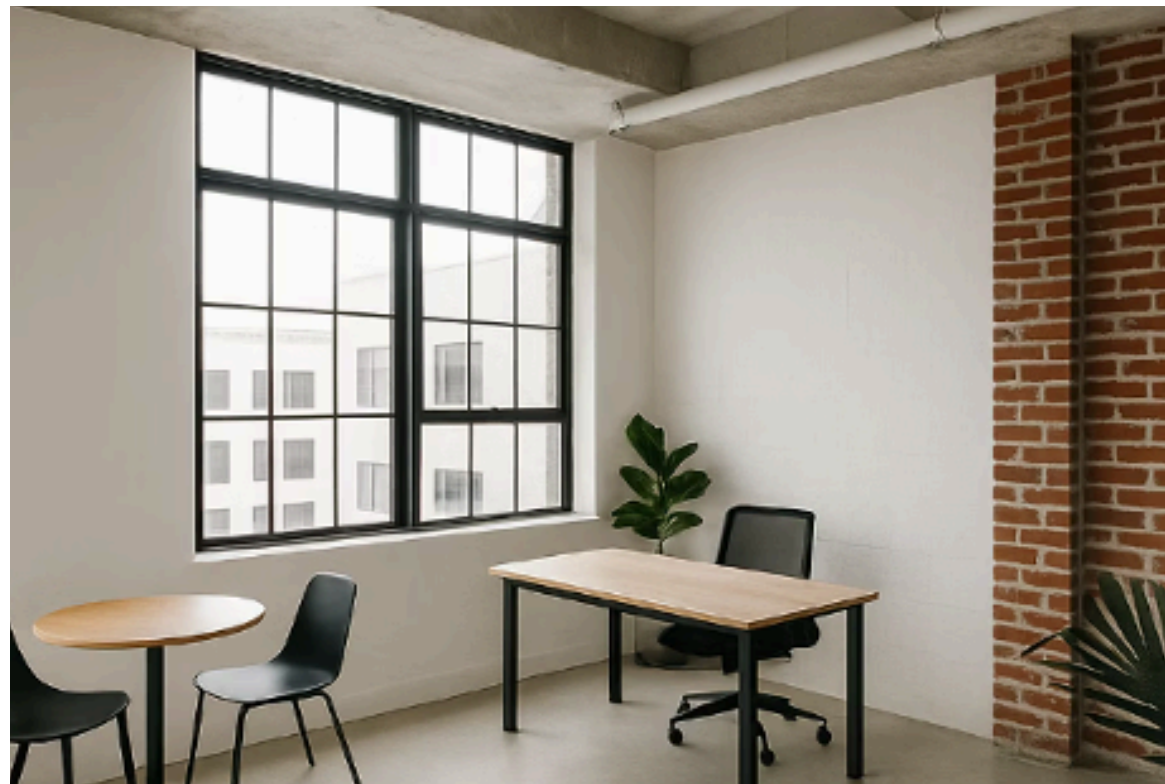
Our mission is to empower Orlando's creative professionals by providing thoughtfully designed workspaces that inspire focus, foster connection, and support meaningful growth.

Caption

To redefine coworking by creating inspiring spaces where creativity thrives, connections grow, and real work happens.

NOW LEASING PRIVATE OFFICES AT STUDIO HAUS

Flexible Terms Natural Light
Downtown Location Creative Community



STUDIO SPACE
100 SF

OFFICE SIZES
200-500 SF



studio
haus

studio
haus

Work
Beautifully



Member
Spotlight



Studio Haus has been
the perfect place to grow
my freelance business.

Alex Rivera
Graphic Designer

studio
haus

