

LOGOS



Full logo · light



Full logo · dark

hoastnow

Wordmark · light

hoastnow

Wordmark · dark



Icon · any background

USAGE

DO

- Keep clear space equal to the icon height on every side.
- Use the light variant on white or pale surfaces.
- Use the dark variant on dark surfaces.
- Minimum size: 24px wordmark, 16px icon.

DON'T

- Don't recolor the logo. Brand red is fixed.
- Don't stretch, squash, or rotate it.
- Don't add shadows, gradients, outlines, or other effects.
- Don't place on busy backgrounds.

COLOR

BRAND

**Brand red**

#FF385C · --primary-color

**Brand red · hover**

#E31C5F · --primary-hover

TEXT & SURFACE

**Text primary**

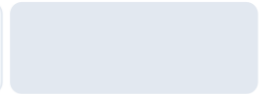
#16A34A · --text-primary

**Text secondary**

#64748B · --text-secondary

**Canvas**

#F1F5F9 · --surface-canvas

**Border**

#E2E8F0 · --border-color

SEMANTIC

**Success**

#16A34A · --color-success

**Warning**

#D97706 · --color-warning

**Danger**

#DC2626 · --color-danger

**Info**

#2563EB · --color-info

TYPOGRAPHY

SANS · UI & BODY

Inter

The quick brown fox jumps
over the lazy dog.

fonts.google.com/specimen/Inter

DISPLAY · HEADLINES

Fraunces

The quick brown fox jumps
over the lazy dog.

fonts.google.com/specimen/Fraunces

VOICE

- **hoastnow** is always lowercase, one word.
- We say **communities**, not properties or hosts.
- We say **brands**, not guests or users.
- We say **request to book**, not instant book.
- We say **flat event fee**, not hourly rate.

Press inquiries: press@hoastnow.com

Individual SVG & PNG asset downloads available at www.hoastnow.com/press-kit