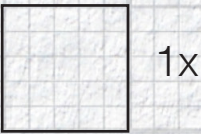
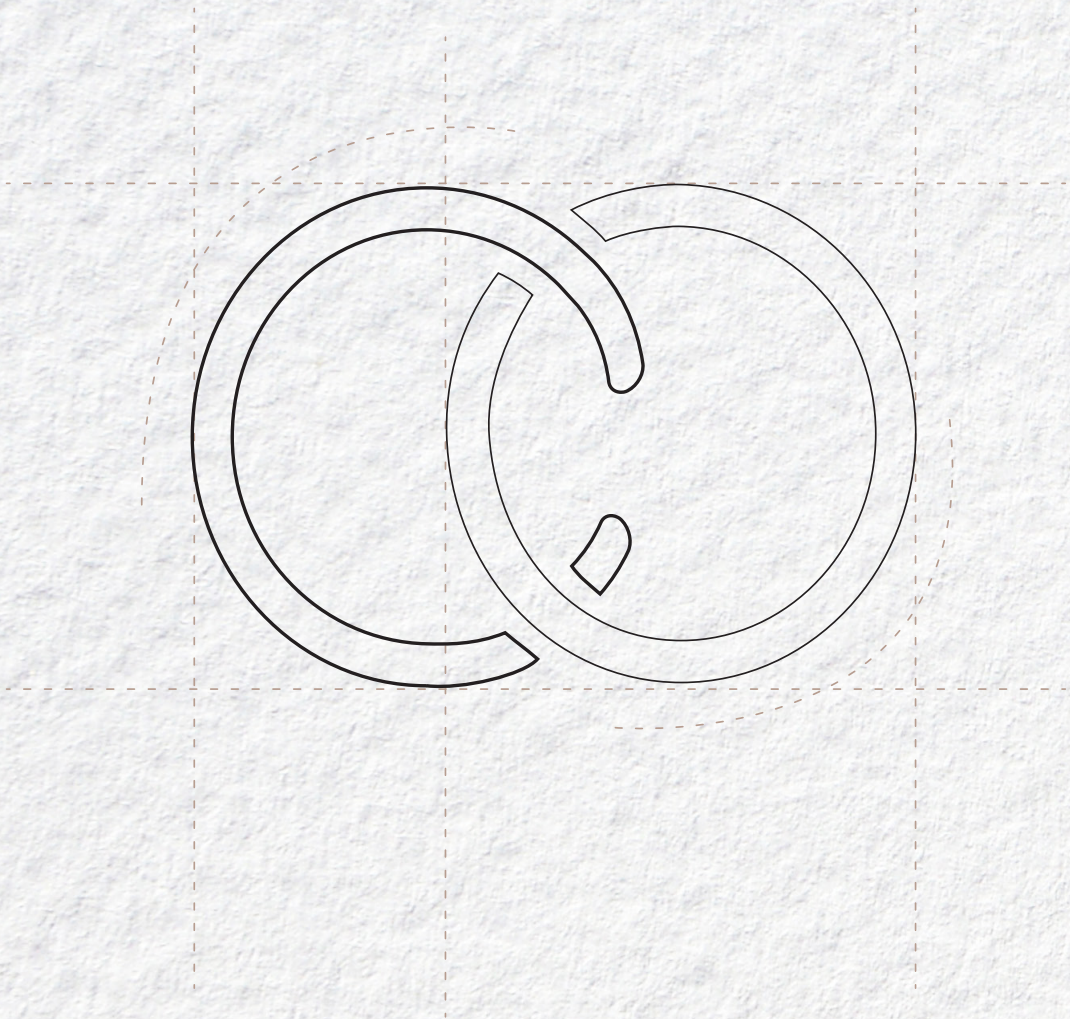


LOGO CASA OPTIMA

BRAND GUIDELINE



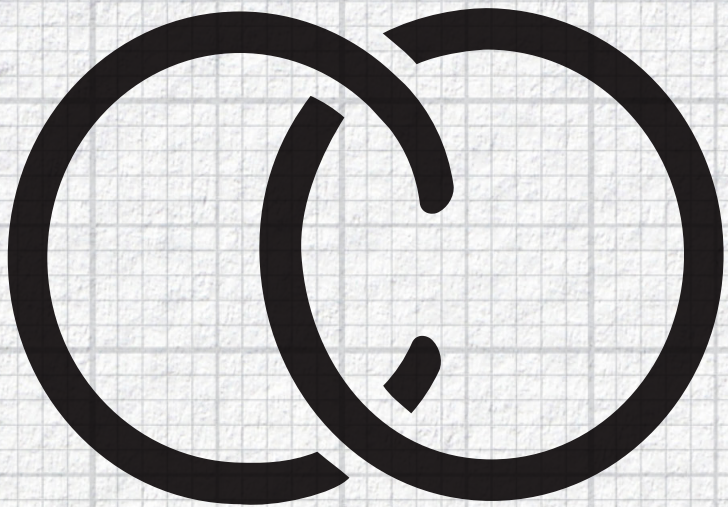
1. LOGO CONSTRUCTION



1x

5,7x

4x



CASA OPTIMA

Making life sweeter together

9,5x

2. SIZING + LOGO CLEARSPACE



To maintain the same clearness and legibility, we recommend these minimum size requirements for both digital and print usage.

If the required size is very small the payoff may be omitted.



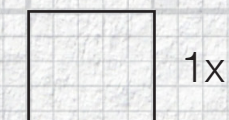
87 px
3 cm

125 px
4,5 cm



43 px
1,6 cm

75 px
2,6 cm



When using our Logo, it's important to let “breath” to give it the maximum impact.

Wherever possible, please allow even more space around than that required by Clear Space.

The Clear Space is proportional and is based on the width of the Logo.



CASA OPTIMA

Making life sweeter together

3. LOGO SHAPES



Creating multiple shapes from the main Logo expands the brand identity allowing it to become alive and dynamic, with a wide range of applications for different usage scenarios.

PRIMARY Logo



SECONDARY Logo



4. UNCORRECT USAGE



Do not stretch



Do not change
the colours



Do not change
the fonts



Do not rotate any
part of the Logo



Do not crop the Logo

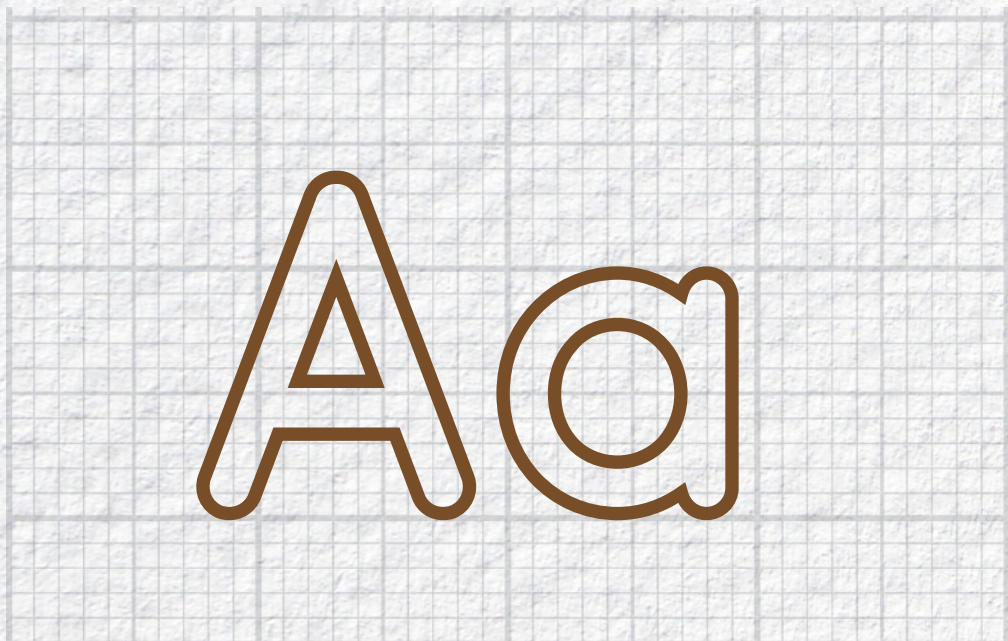


Do not create the
outline borders



QUICKSAND BOLD

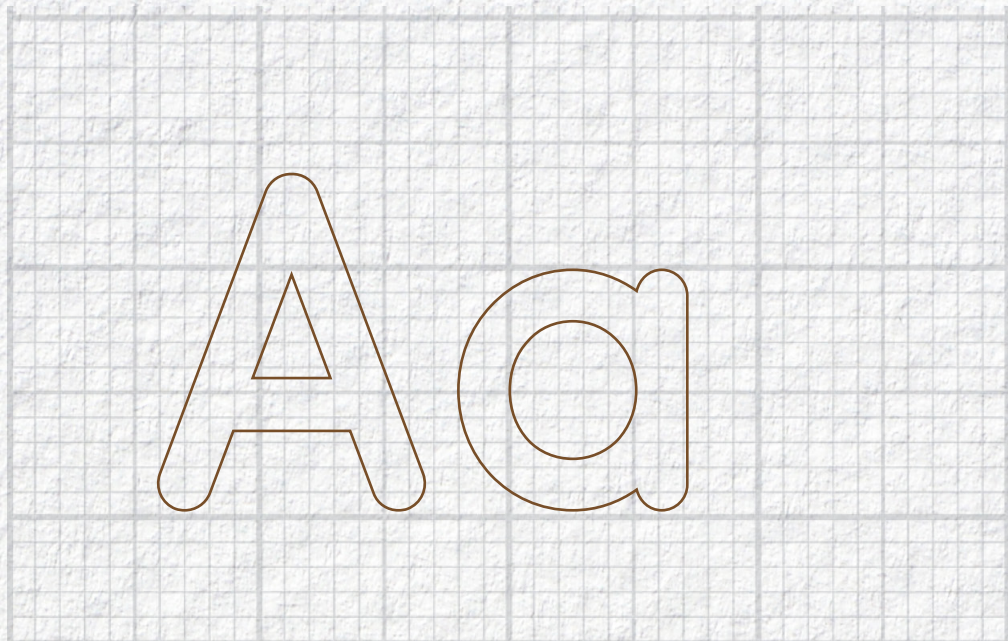
PRIMARY FONT



Aa Bb Cc Dd Ee Ff Gg Hh
Ii Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Zz
1234567890

QUICKSAND BOOK

SECONDARY FONT



Aa Bb Cc Dd Ee Ff Gg Hh
Ii Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Zz
1234567890

6. COLOURS



The primary colours of our brand consist of brown chocolate and blueberry blue.
This combination of colours should be the principal selection in the creation of derived materials.

CHOCOLATE

#764d28

R: 119
G: 77
B: 40

C: 36
M: 60
Y: 82
K: 44

PANTONE 463C

BLUEBERRY

#888ab3

R: 136
G: 138
B: 180

C: 55
M: 44
Y: 12
K: 0

PANTONE 7674C



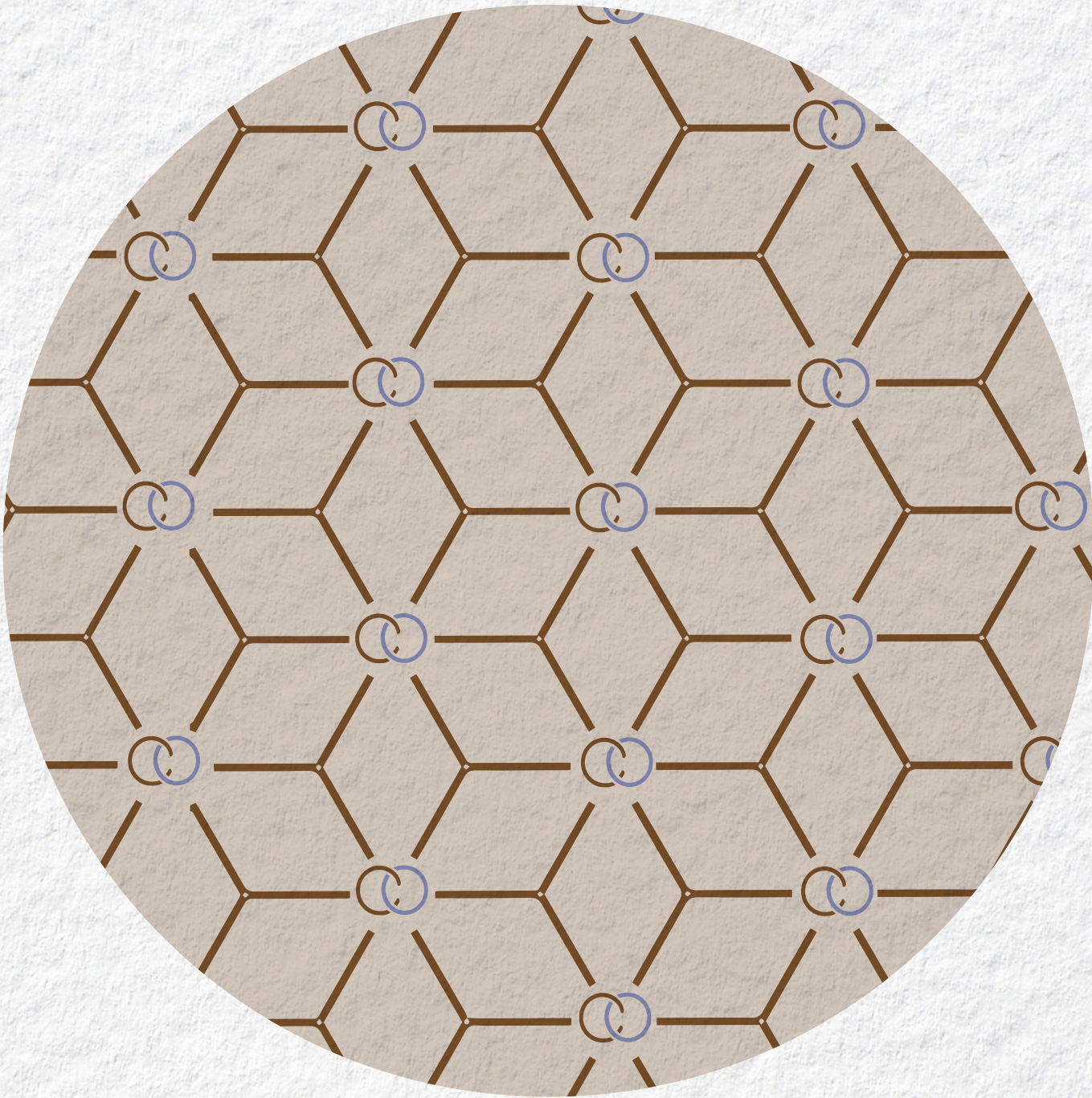
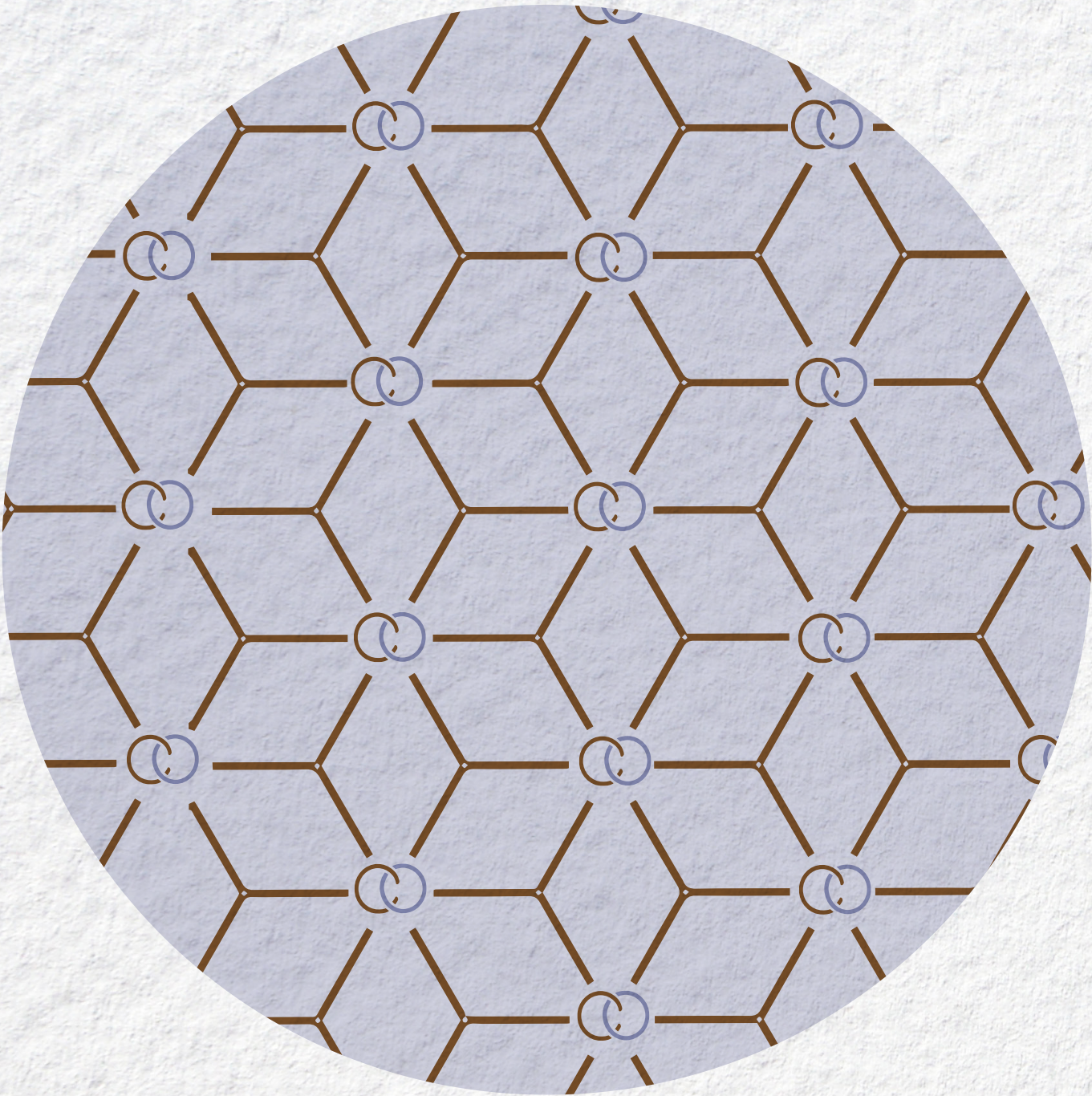
7. BACKGROUND COLOURS



Where tonal colour printing is available, the colourful version of the Logo is the preferable option.



8. PATTERNS



THANK YOU