CA

CA

Brand Guidelines

May 2020

CASALEGGIO ASSOCIATI
Digital Thinking

Logo

Basic guidelines

- Use only the logo in black or white
- Do not alter, rotate or modify the logo
- Do not accessorize the logo with extra elements
- Do not use previous versions of the logo
- Follow the directions for use provided in this document

CA

Sizes and formats
| Black logo

The CA logo is black.
It must be legible and maintain
the integrity of its shape.

For images with a light background, use the
black logo. When placing the logo on a dark
image, always use the version with the logo
in negative (white).

CA

Size 3x

CA

Size 2x

CA

Size 1x

CA

Digital Thinking

Name and payoff

3

CA
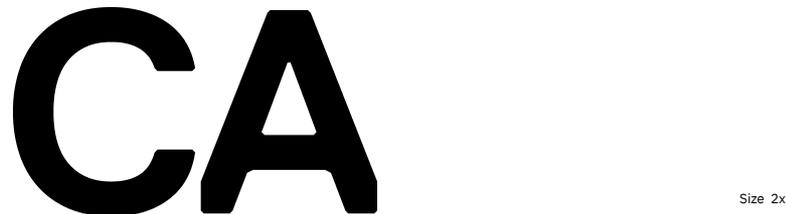
Sizes and formats
| White logo

The CA logo is black.
It must be legible and maintain the integrity of its shape.

For images with a light background, use the black logo. When placing the logo on a dark image, always use the version with the logo in negative (white).

CA

CA

Size 3x

CA

Size 2x

CA

Size 1x

CA

Digital Thinking

Name and payoff
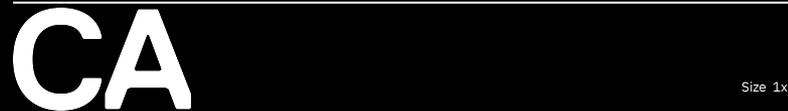
Clear space

Always keep the space around the logo of the size as indicated above for the two uses.

CA

Colors

The CA logo is always black or white.
It must be legible and maintain
the integrity of its shape.

When placing the logo on a dark image,
always use the white logo version.
For images with a light background, use
the black logo.
Never show the CA logo of other colors.

Il payoff is **#7DFF00 for web usage**.
In case of printing please contact us.

Green CA
HEX #7DFF00
RGB 125 255 0
CMYK 51 0 99 0

White
HEX #FFFFFF
RGB 255 255 255
CMYK 0 0 0 0

Black
HEX #FFFFFF
RGB 0 0 0
CMYK 0 0 0 100

CA

Use of the CA logo

- Always use capital letters for CA appointment.
- Never use CA logos like yours.
- Please do not incorporate the CA logo in whole or in part, to: your company name, product, service, website, application or website.

For any questions or requests to use the logo not defined in this document, please write to**info@casaleggio.it**

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Thank you

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