

CASAVO

Brand Guidelines

Overview

Our bespoke symbol and wordmark evoke our brand concept. They are confident while retaining a sense warmth and contemporary design.



Casavo Logo



Overview

Our bespoke symbol and wordmark evoke our brand concept. They are confident while retaining a sense warmth and contemporary design.

CASAVO
for Agents

Casavo For Agents Logo



Overview

Our colour palette strikes a sense of warmth and openness. Our colour system is divided into two palettes - Customer and Broker. Both palettes have a hero colour which is supported by harmonious tones.



Colour Palette **Customer**



Overview

Our colour palette strikes a sense of warmth and openness. Our colour system is divided into two palettes - Customer and Broker. Both palettes have a hero colour which is supported by harmonious tones.



Bagoss

Our typeface is a characterful and hardworking sans serif inspired by our brand concept. It is fully optimised for use across all digital and print executions to create a consistent experience.

Bagoss

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



Inter

When we cannot use Bagoss please revert to using Inter. It was designed to work well on screens as a UI font and features a large x-height. It should never live outside digital applications.

Inter

Light
Regular
Medium
Bold

