CASA
PEDIATRICS

BRAND
GUIDELINES

An area of clear space (illustrated as a white box)
has been defined around the logotype.
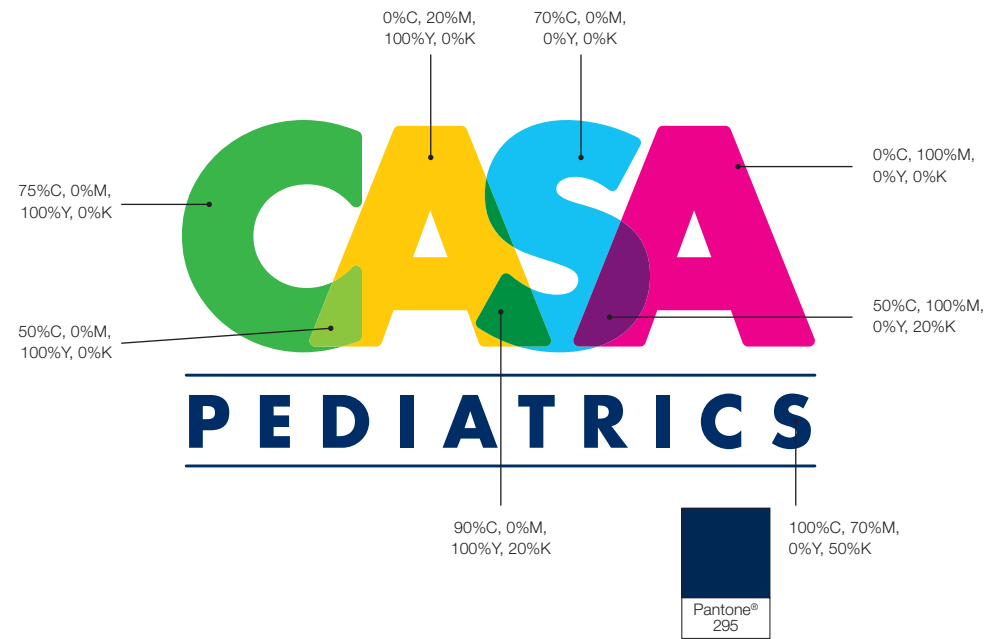The clear space is used to ensure the logotype
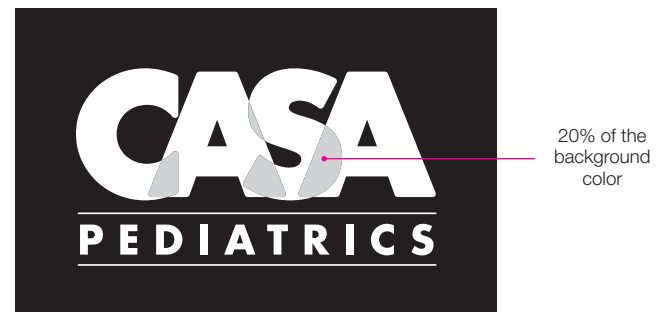always has good stand-out wherever it is used.

Due to the variety of colors used, only process colors have been defined to the word "Casa" and Pantone® plus process to the word "Pedriatrics". These must always be maintained according to the references defined for four-color printing.

In addition to these, it is necessary to ensure the equivalence of the colors in other supports (screens, for instance) or in other color scales, tuned according to these references.

0%C, 20%M, 100%Y, 0%K

70%C, 0%M, 0%Y, 0%K

0%C, 100%M, 0%Y, 0%K

75%C, 0%M, 100%Y, 0%K

50%C, 100%M, 0%Y, 20%K

50%C, 0%M, 100%Y, 0%K

90%C, 0%M, 100%Y, 20%K

100%C, 70%M, 0%Y, 50%K

Pantone® 295

One color

80% of the color in use

20% of the background color

When using one of the colors of the logo in the
background, must apply 30% of the color to
safeguard the reading.
In oher ocasions always safeguard the reading.

Some care should be taken when using the identity on photographic backgrounds to safeguard its reading.
Thus, in some cases, the use of a white box is foreseen to safeguard the reading of the identity.

The typography that served as the basis for the construction
of the logo is Futura. It must be used as primary typeface
(headings + subheadings or special sentences)

Futura Light

Futura Light Oblique

Futura Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?,.

Futura Book Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?,.

Futura Medium

Futura Medium Oblique

Futura Demi

Futura Demi Oblique

Futura Bold

Futura Bold Oblique

Futura Extra Bold

Futura Extra Bold Oblique

Complementary font to be used in body texts of
communication suports (flyers, advertisement, etc.)

Bodoni

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?,.

Computer system typography to be used in mails or documents
processed in the company

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?,.

Careless and inconsistent use of our logotype will lead to a weak and diluted visual presence. The following examples suggest some ways in which the elements of the visual identity should never be used.

🚫 Photographic backgrounds where reading is lost

🚫 Application on colored backgrounds without the foreseen correction.

🚫 Change the proportions of the elements

🚫 Change the colour of our logo to any other than those specified in this document

🚫 Change the typography

🚫 Use complicated effects and/ or distort the logo in any way

If you have questions regarding the brand guidelines, or questions around the application of this identity for a particular project, please get in touch with:
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