



Brand Guidelines

Brand Guidelines

Consistency is the key to building a strong and lasting impression of our brand in the minds of our audience.

Brands you recognize develop and enforce strict brand guidelines. As we build trust nationally and internationally, we can all do our part locally by following the standards outlined in this guide.

Let's go!

Company Logo

“Casago” is always spelled with capitalization of the letter “C” and lowercase letters “asago.” The font used within the logo should never be replaced with an alternate font. The logo is best displayed on a background in line with the brand color palette. The logo is best pictured as a whole, with the brand name, product specific slogan “Vacation Rentals” or franchise location, and airplane inflight element placed together as pictured above. The logo is never to be separated into parts or rearranged in any way.

Franchise logos are designed exclusively by Casago International and no variations may be used without prior approval from Casago International. You may also see the logo pictured with the “homes on the go” slogan or a locally significant name.

We love special occasions! For special occasions that require a modification, please seek approval from Casago International.



Brand Colors

The brand colors always appear in full tone. They may not be darkened, lightened, or displayed transparently. Exceptions are made for some wearables through our Brand Store partners at Savvy Promos.

Primary Colors



Boots on the Ground
Blue

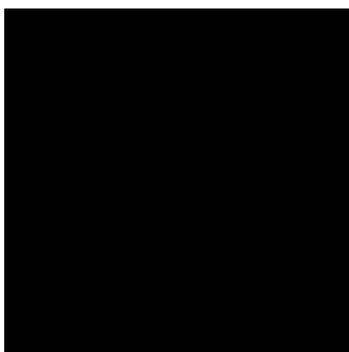


Owner-Centric™
Orange

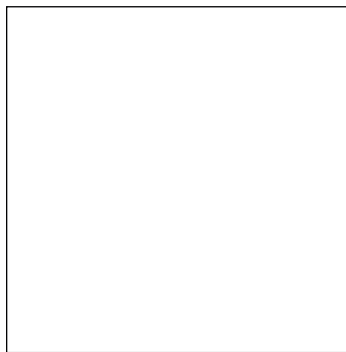


Let's Go Gray

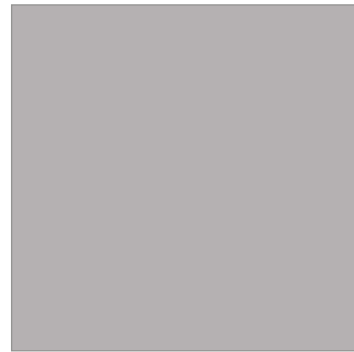
Secondary Colors



BLACK



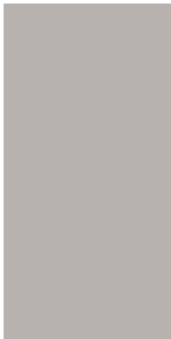



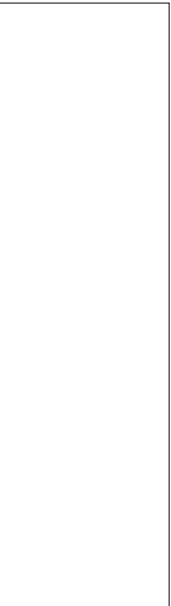


WHITE



PMS 4281 C

Color Palette

PMS 3538 C	PMS 158 C	PMS COOL GREY 5 C	PMS 4281 C	PMS COOL GREY 8 C	BLACK	WHITE
						
R: 0 G: 146 B: 211 C: 100 M: 27 Y: 3 K: 0 HEX # 0092D3	R: 245 G: 112 B: 0 C: 0 M: 71 Y: 100 K: 0 HEX # F57000	R: 184 G: 179 B: 173 C: 30 M: 25 Y: 29 K: 0 HEX # B8B3AD	R: 183 G: 185 B: 191 C: 28 M: 22 Y: 18 K: 1 HEX # B7B9BF	R: 150 G: 148 B: 145 C: 45 M: 38 Y: 40 K: 2 HEX # 969491		

Typography

Typography is a powerful tool when used consistently. The following font guidelines should be thoughtfully adhered to across all web platforms to maintain the standardization of the brand elements.

Headings

Used to introduce a topic or category; Used to divide sections on a page

Font Size: 28 pt

Line Height: 38 pt

Tracking: 0

Lorem Ipsum

Sub-Headings

Used to provide additional context to the Heading

Font Size: 17 pt

Line Height: 24 pt

Tracking: 0

Lorem Ipsum dolor sit

Body Copy

Content

Font Size: 14 pt

Line Height: 24 pt

Tracking: 0

Lorem ipsum dolor sit

Typography

The primary typeface for the Casago brand is Futura PT. Casago's typography shines in a wide range of situations due to the variety of styles available in the type family. In addition to its versatility, Futura PT supports over 100 different languages.

Primary Typeface Futura PT

Aa

Futura PT Medium

Aa

Futura PT Book

Aa

Futura PT Oblique

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

1, 2, 3, 4, 5, 6, 7, 8, 9, 0

Logo Placement

To maintain effective impact, the “Casago” logo must not be placed too close to other design elements (such as type, photos, or other logos).

The logo should always be surrounded by a minimum clear space. The logo’s minimum clear space is designated by “x” in the diagram below, being the height of the letter “o” within the logo.

This measurement is applied around the perimeter of the logo as illustrated below. If the logo is increased or decreased in size, the clear space is adjusted proportionally.



Style Guidelines



The smallest the logo should be represented is 0.5" high. Any smaller representations will not have a subtitle.



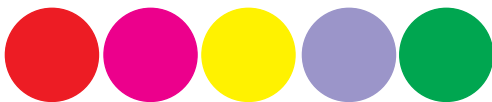
The logo is not to be rotated off of its horizontal axis.



The logo is not to be distorted, squashed or stretched out of its proportion when resized.



No elements (images or words) should encroach on the logo's minimum clear space.



Don't use off-brand colors. Reference the color palette guide.



Font size should be no smaller than 8PT for print and web applications.



To ensure clarity, the logo should only be placed on a background that is a color of high contrast.



To ensure clarity, the logo should not be placed on a background that is a color of low contrast.

Franchise Logo Usage

All Casago franchise partner logos are exclusively issued and pre-approved by Casago corporate. These logos are not to be modified and all style guidelines shown on page 8 should be adhered to by franchisees for all logos.

The Casago Brand Store has all logos on file and their knowledge of best practices with promotional item production is a valuable resource for all branches wanting to look their best.

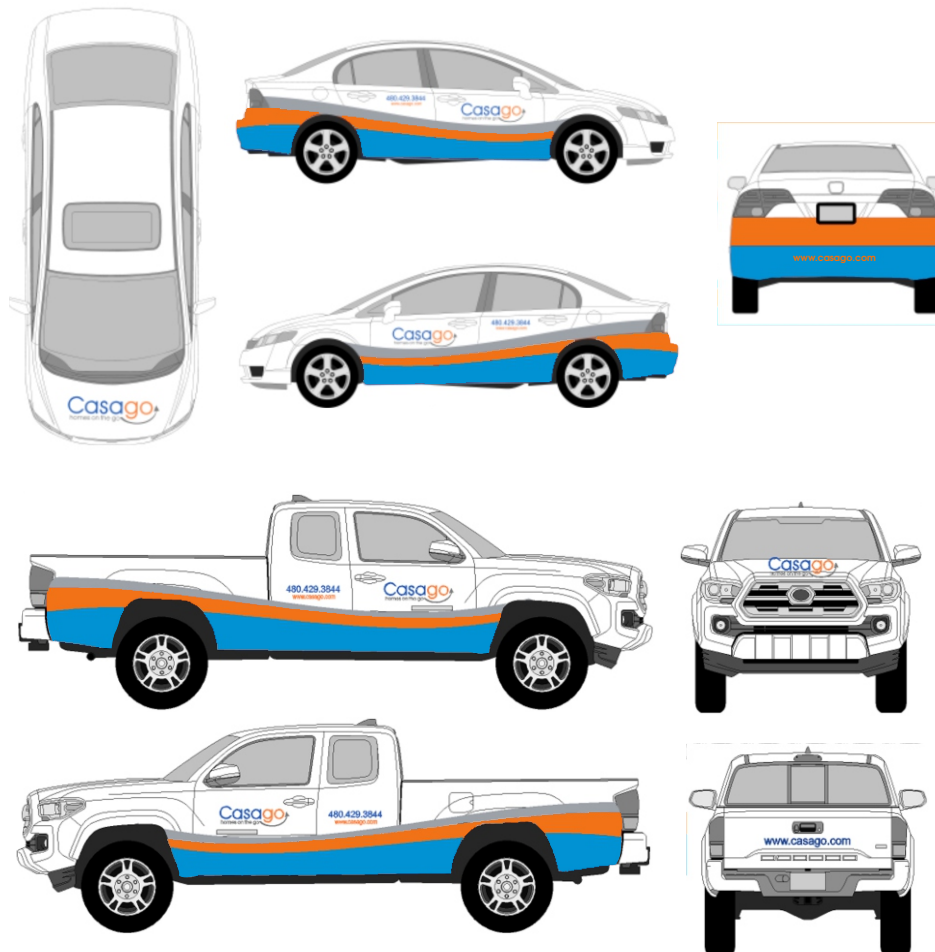


Vehicle Branding

Vehicle wraps should include the full color Casago logo, website, and phone number displayed at an easily readable size.

Below are some good examples of vehicle branding that display all of the necessary elements clearly.

While it is preferred that vehicle wraps be on white, similar to the examples below, as we grow together we understand that your vehicles may not fit this profile. To brand a vehicle you already own that is not white, please adjust these guidelines at your discretion while keeping a professional look.



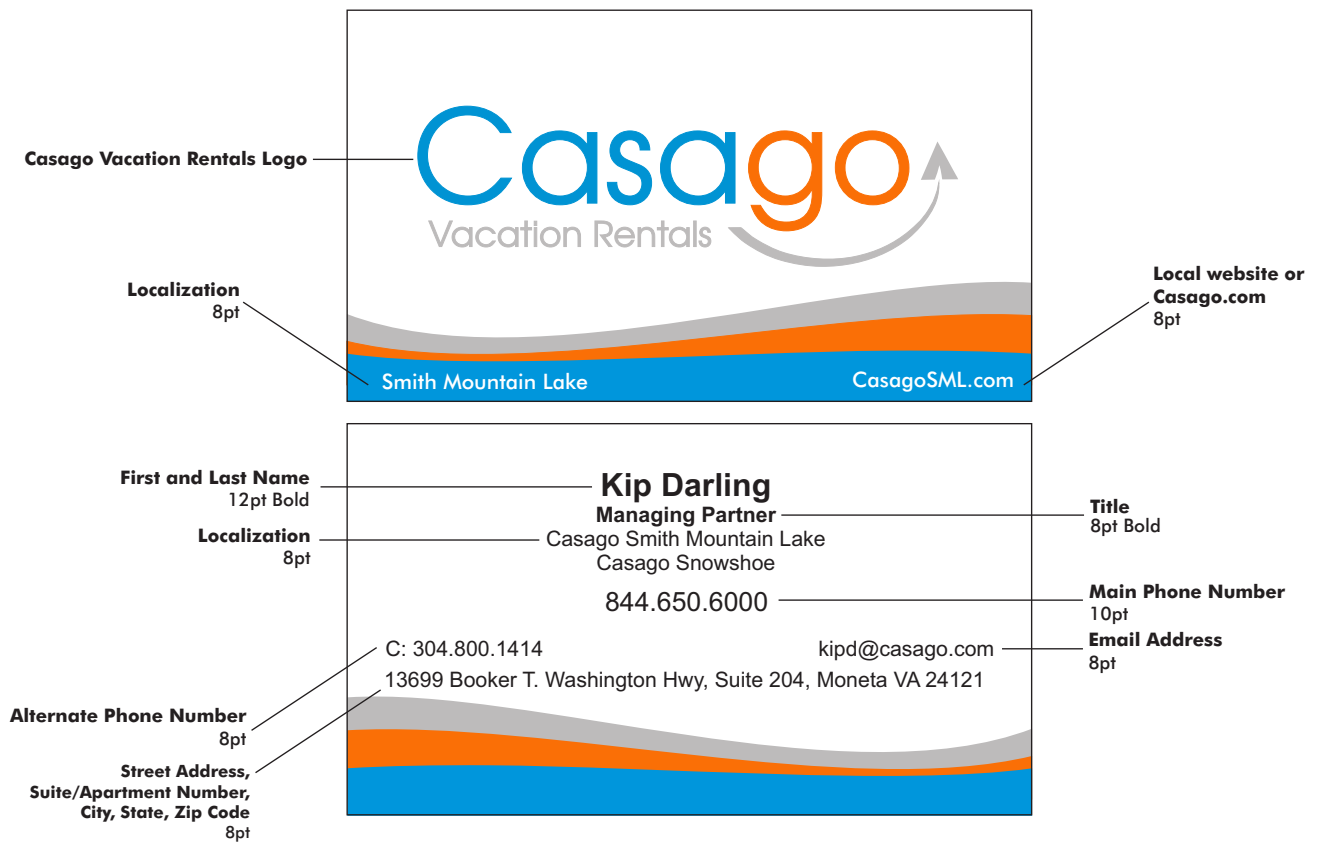
Imprint Guidelines

When the Casago logo is printed on merchandise, it will be PMS color matched whenever possible. If PMS match is not available for printing on a product, it will be printed in white. An exception may be made if corporate approves. The logo may be laser engraved when stainless steel is an available medium.



Business Cards

Business cards should be simple and not cluttered. The example below displays the necessary information that must be included.



Brand Imagery

The photographs used for “Casago” are to remain consistent in style across all web and social media platforms. Photographs are to be light and bright in tone. They should reflect natural yet saturated colors, as opposed to neutral, monotone colors. Photographs should reflect a sense of approachability, trust, professionalism, fun, luxury and adventure. Imagery portrayed through the photography may include: vacation homes, interiors, holiday destinations, people, families, and natural landscapes, among others. Locations portrayed may include all landscapes including mountains, lakes, beaches, and urban settings.



*Scan here for the latest updates
to the Brand Guidelines*

