

casas kids

# BRANDING Guide

# LOGO design

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kids**  
I AM LOVED



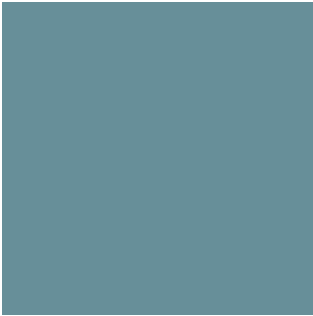
**casas  
kids**  
ELEMENTARY

**casas  
PRESCHOOL  
kids**

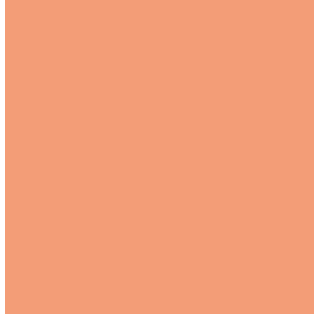
# COLOR palette

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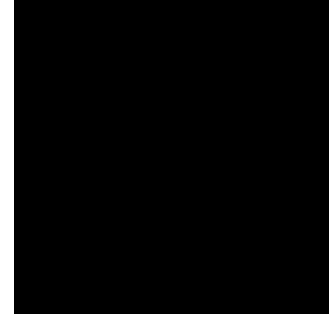
## Primary Colors



C | 63 M | 33 Y | 34 K | 2  
R | 103 G | 143 B | 153  
#678F99  
PANTONE 5425 C



C | 2 M | 46 Y | 53 K | 0  
R | 243 G | 157 B | 119  
#F39D77  
PANTONE 2023 C



C | 0 M | 0 Y | 0 K | 0  
R | 0 G | 0 B | 0  
#000000  
PANTONE Black 6 C

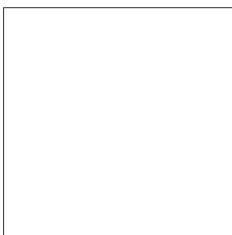
## Secondary Colors



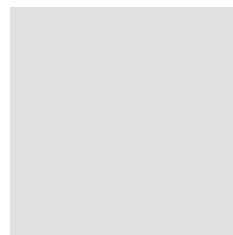
C | 1 M | 13 Y | 100 K | 0  
R | 255 G | 214 B | 0  
#FFD600  
PANTONE Yellow 012 C



C | 55 M | 46 Y | 46 K | 11  
R | 119 G | 119 B | 119  
#777777  
PANTONE 424 C



C | 0 M | 0 Y | 0 K | 0  
R | 255 G | 255 B | 255  
#FFFFFF



C | 11 M | 8 Y | 9 K | 0  
R | 224 G | 224 B | 224  
#E0E0E0  
PANTONE 663 C

# TYPO- graphy

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# Heading 1

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Metropolis Light | Title Case

## HEADING 2

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FB-LoveHearts Regular | Uppercase

## Subhead

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Metropolis Black | Sentence Case

Paragraph

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Metropolis Regular | Sentence Case

# SOCIAL presence

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## **Profile Picture**

400 x 400px



## **Coverphoto**

820 x 312px