
CASE & DESIGN

— · INTERIORS

Brand Guidelines



Welcome.

These brand guidelines serve as a branding blueprint with key elements such as the logo, color palette, and typography. The Case & Design brand communicates excellence and innovation in the world of interior design; these guidelines were designed to ensure this message is conveyed consistently and cohesively. The following pages offer a set of principles to follow to ensure we maintain a strong and unified brand presence and effectively portray what Case & Design represents.

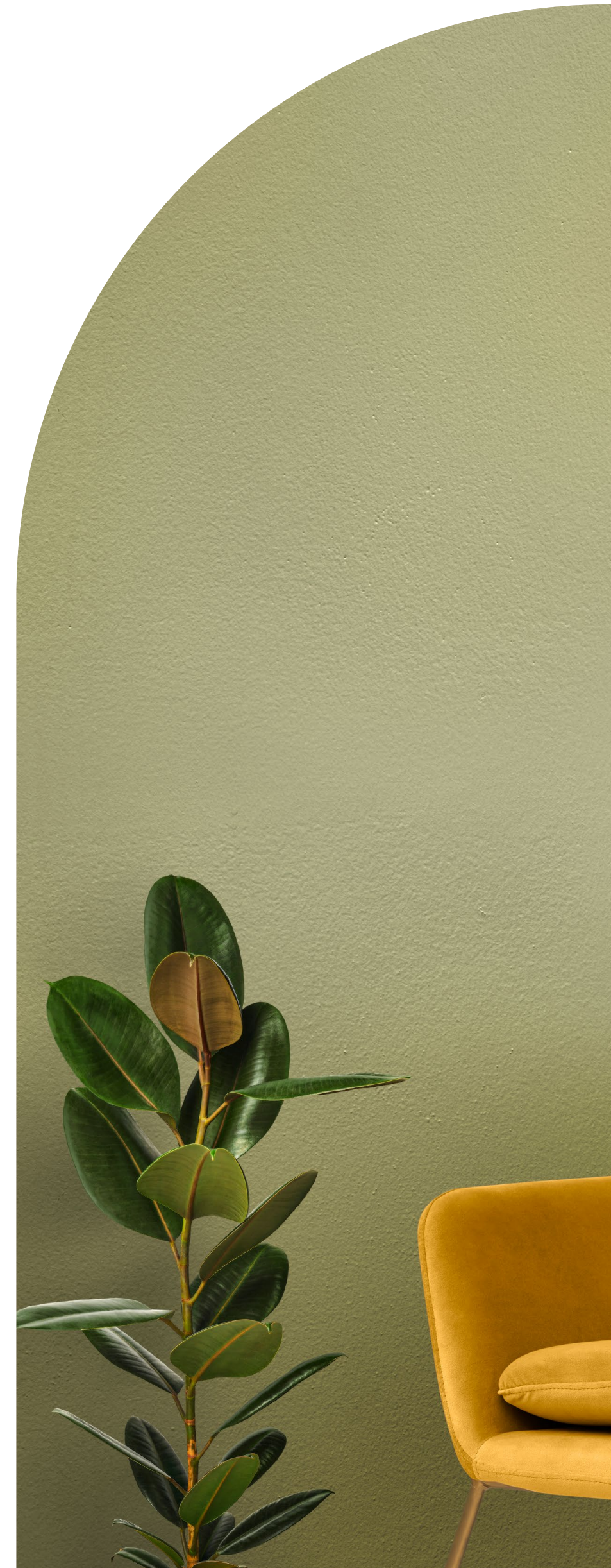
Contents.

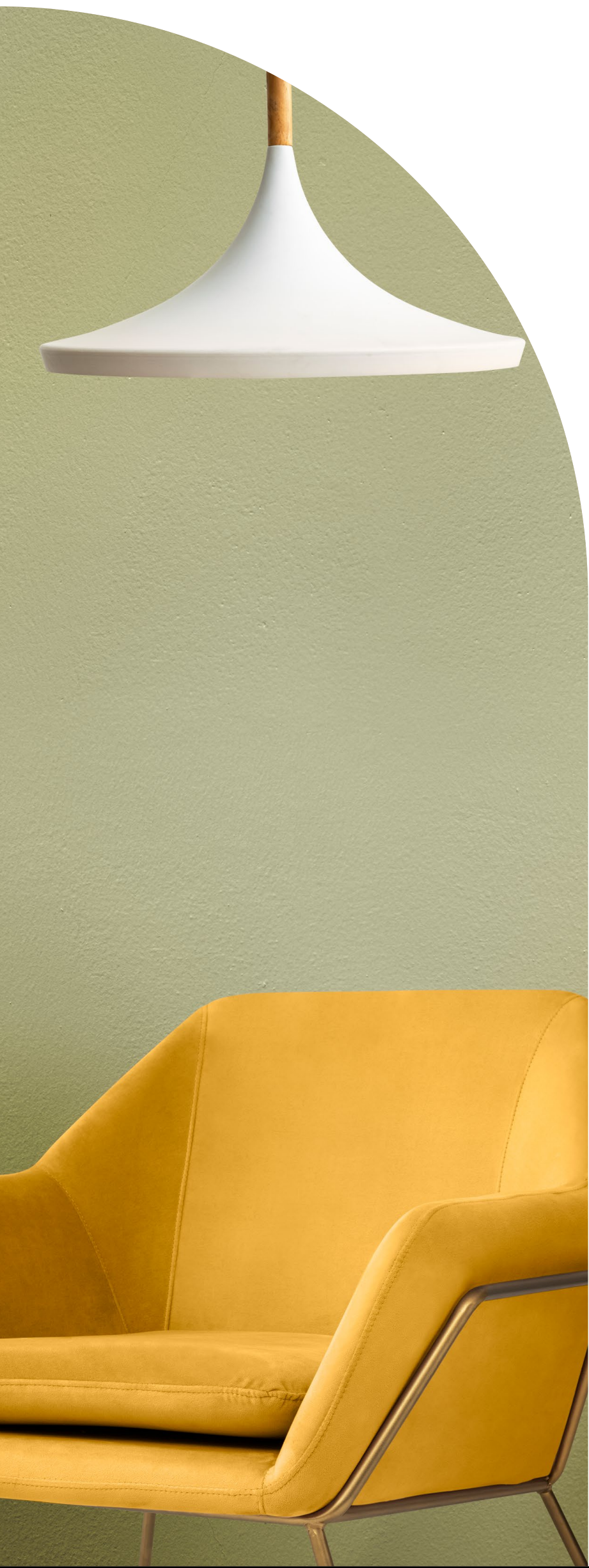
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About the Brand.

Case & Design is an interior design company dedicated to providing clients with a fast and direct process to find the perfect design for their space. Whether it's a single room, an entire apartment, an open space, a villa, or an outdoor area, Case & Design is ready to assist. Clients can describe their needs, select their preferred style, and choose a color palette.





Our Mission.

BRINGING ONLINE INTERIOR DESIGN PROJECTS TO LIFE.

At Case & Design, our mission is to transform the way interior design projects are managed. Instead of the traditional offline approach, from initial space survey to project execution, we have shifted everything to an accessible online format.

Visual Identity.

This section of the brand guidelines outlines Case & Design's **visual representation**. It covers how key elements such as logo, typography, and color palette should be used. Adhering to these specifications ensures that our visual identity remains strong and recognizable, reinforcing brand recognition and fostering a cohesive experience for our audience.



Logo

This section provides specifications for the correct and consistent usage of the brand wordmark and emblem. Adhering to these guidelines ensures that our logo is distinct, recognizable and will be remembered by our customers and audience.

Primary Logo | Wordmark

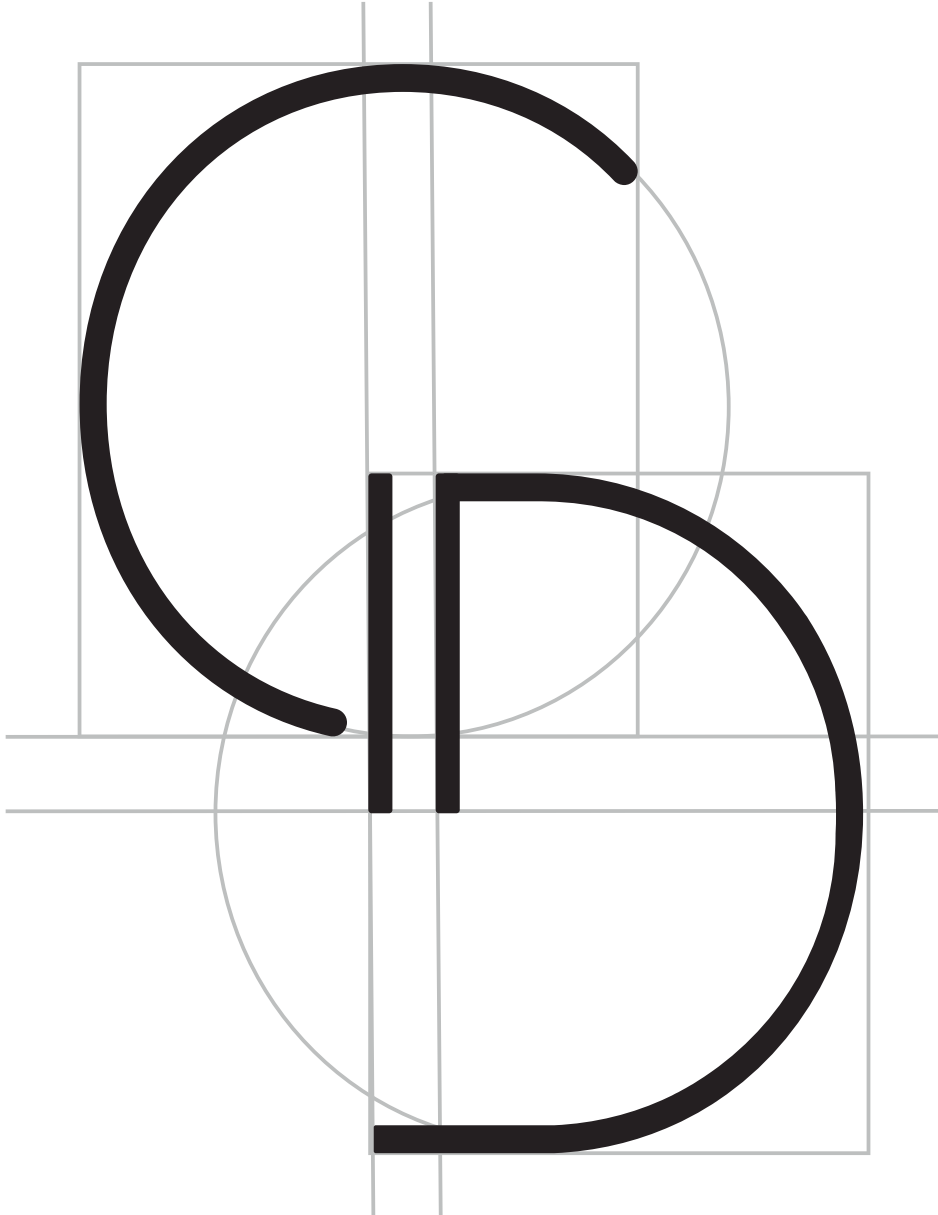


WORDMARK JUSTIFIED



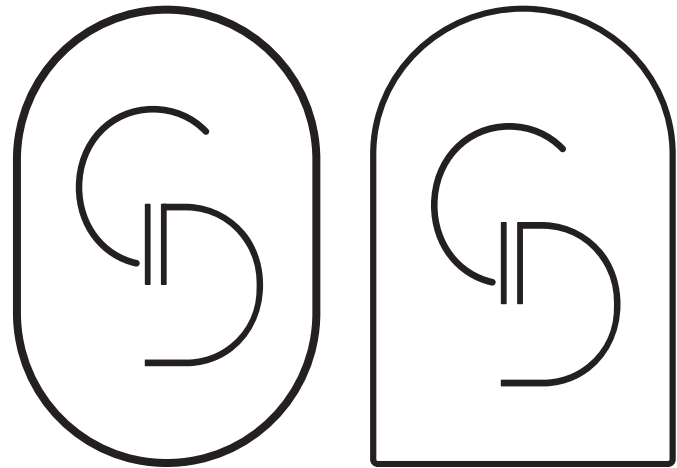
WORDMARK CENTERED





EMBLEM SOLO

The emblem may be used independently as a symbol of Case & Design to boost recognition and reinforce brand recall across all platforms, leaving a lasting impression.



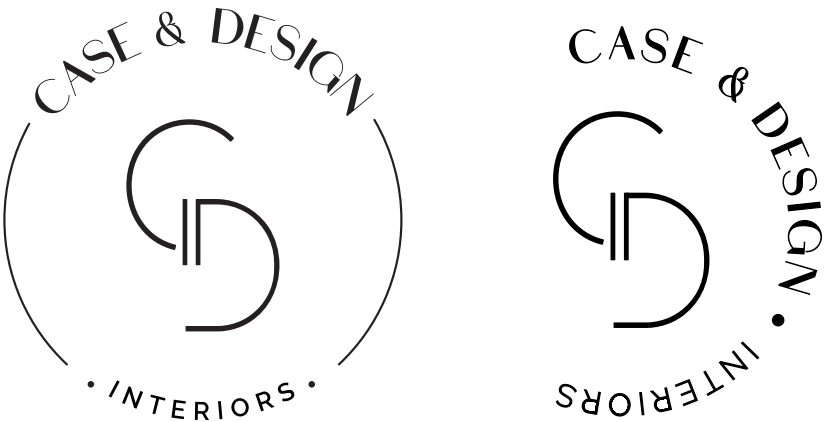
EMBLEM COMBI

The logo emblem and wordmark can be combined and presented together, but should be used in applications with more space such as a header or title page.



EMBLEM STAMP

The “stamp” design is another versatile way to showcase the logo and emblem in combination, and can be used in various outlets such as print and digital ads.



Colors

The Case & Design color palette is meant to evoke sophistication and luxury. Rich, opulent hues of green and navy, accented with yellow-gold convey elegance and refinement. These colors are complemented with subtle shades of ivory, adding depth and contrast to the palette.



DARK BLUE

HEX# 19343A
RBG: 25-52-58
CMYK: 87% 63% 58% 55%

FERN

HEX# 2A402A
RBG: 42-65-42
CMYK: 75% 49% 81% 55%

OLIVE

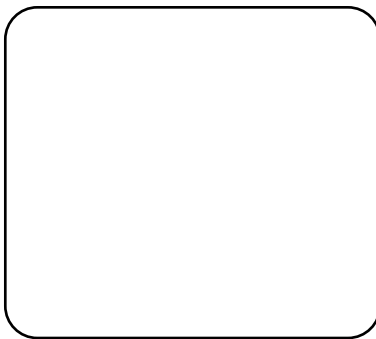
HEX# 878248
RBG: 135-130-72
CMYK: 47% 38% 83% 13%

YELLOW-GOLD

HEX# DBA912
RBG: 219-169-18
CMYK: 15% 33% 100% 0%

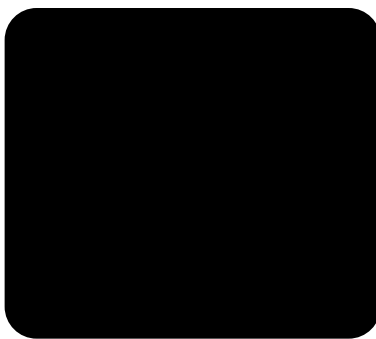
IVORY

HEX# DBA912
RBG: 219-169-18
CMYK: 15% 33% 100% 0%



WHITE

HEX# FFFFFFFF
RBG: 0-0-0
CMYK: 255% 255% 255% 255%



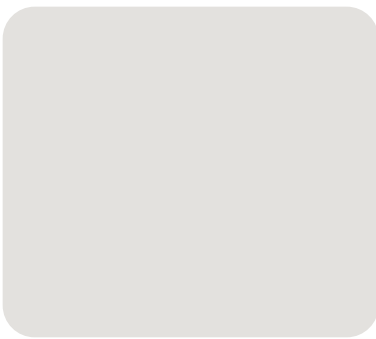
TEXT BLACK

HEX# 000000
RBG: 0-0-0
CMYK: 75% 68% 67% 90%



CHARCOAL BLACK

HEX# 2E2D2D
RBG: 46-45-45
CMYK: 69% 64% 64% 64%



WARM LIGHT GREY

HEX# E3E1DE
RBG: 227-225-222
CMYK: 10% 8% 9% 0%

Color Combinations to Avoid

In both print and digital applications, we advise against using certain color combinations in order to maintain harmony and visual integrity. Specifically, avoid clashes between similar cool tones such as blue and greens, as well as combinations that lack contrast or appear overly busy.



DARK BLUE + OLIVE



DARK BLUE + FERN



Typography

This section outlines the approved fonts and their respective styles for use on the website and in print media. By keeping our typeface consistent, Case & Design guarantees a professional presentation for the customer and maintains consistency in the brand.

Heading | Montserrat

Aa Your Heading Goes Here
01 02 03
Aa Bc Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

SubHeading | Lato Bold Capitalized

AA YOUR HEADING GOES HERE
01 02 03
AA BC CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW XX YY ZZ

Body | Lato Regular

Aa Your Heading Goes Here
01 02 03
Aa Bc Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz



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