casp

cuban art song project

Welcome to CASP's Brand Guidelines.

Here you will find guidance on the brand's assets and how to use them. Whenever in doubt, refer back to this document.

In case of further questions, the team contact can be found at the end of this document.

summary

logo

LOGO
INTRODUCTION

The CASP logo was designed to be flexible. It can take different shapes depending on where it shows up.

It's designed in 3 versions:

1. Monogram
2. Full Name
3. Lockup

You'll find more details on each on the next few pages.

MONOGRAM

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FULL NAME

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LOCKUP

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LOGO
MONOGRAM

The CASP Monogram is the primary brand logo.

It embodies the feeling of mid-century Cuban design and the joyful nature of Isabella's music.

It's designed work to big and small, as both a headline and a signature.

The CASP Monogram is a fixed asset and shouldn't be altered in any way.

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LOGO
MONOGRAM

To preserve the integrity of the logo, be aware of the following restricitions.

There should be a minimum safe area around the Monogram of half the width of the "P" stem, as laid out on this page.

The Monogram can be used in small sizes, but not under 50px or 20mm, so its legibility is preserved.

SAFE AREA

x

x

MINIMUM SIZE

50px or 20mm

LOGO
MONOGRAM

The Monogram can also be used as an illustrative pattern.

It's designed to be playful and combined with different brand assets. Its usage should evolve over time to keep the brand refreshed.

LOGO
FULL NAME

The CASP logo also exists as a Full Name version.

The Full Name Logo is an extension of the Monogram, taking on the same design cues and shapes.

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LOGO
FULL NAME

The Full Name can be arranged in 3 different ways: a left-aligned Stack, a ladder Stack, and a single line.

All these assets are fixed and should be used as they are.

FULL NAME: STACK #1

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FULL NAME: STACK #2

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FULL NAME: LINE

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**LOGO
FULL NAME**

The Full Name Logo versions should always be used in medium to larger formats, to preserve their legibility.

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LOGO
LOCKUP

The Lockup is the most formal version of the CASP Logo.

It's a combination of the primary Monogram and the full name.

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LOGO
LOCKUP

The Lockup exists in a Vertical and Horizontal format, to cover different application needs.

The Lockup shouldn't be used too small in order to preserve its legibility.

These are fixed assets and shouldn'd be altered in any way.

LOCKUP: VERTICAL

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LOCKUP: HORIZONTAL

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LOGO
USAGE

Here's an overview of when and how each logo format should be used.

When in doubt, the Monogram should always be the go-to Logo, as it's the primary format.

These usages can evolve and adapt as more applications are needed, but this should work as a generic cheat sheet.

MONOGRAM

Type:
Primary

Usage:
Any type

Sizes:
Small to Large

FULL NAME

Type:
Secondary

Usage:
Informal, Playful

Sizes:
Medium to Large

LOCKUP

Type:
Secondary

Usage:
Formal, Official

Sizes:
Medium to Large

color

COLOR
OVERVIEW

CASP is naturally a very joyful brand, so its color palette should reflect that.

Red, Pink and Cream are the primary colors and should appear more frequently overall.

CASP RED

R 240
G 74
B 36

#F04A24

CASP PINK

R 255
G 138
B 222

#FF8ADE

CASP CREAM

R 245
G 237
B 235

#F5EDEB

CASP BLUE

R 102
G 107
B 191

#666BBF

CASP YELLOW

R 255
G 181
B 84

#FFB554

CASP GREEN

R 94
G 163
B 61

#5EA33D

CASP BROWN

R 112
G 84
B 36

#705424

CASP BLACK

R 8
G 5
B 13

#08050D

COLORS
USAGE

Colours can and should be mixed and matched, to make sure CASP presents itself as a colorful brand.

But when pairing colors, make sure there's enough contrast between them.

The asset's legibility should always be preserved.

typography

TYPOGRAPHY
INTRODUCTION

Typography is extremely important to CASP, as it's an extension of its own logo.

In the next pages we'll take you through the brand's font families and how they should be used.

TYPOGRAPHY
PRIMARY FONT

The Primary Font is CASP Regular, based on the brand logo and designed exclusively for CASP.

It's full of personality, with quirky and interesting details, so it works better when used large, in big and bold headlines.

CASP REGULAR

abcdef
ghijklmn
opqrstuv
xywz

**TYPOGRAPHY
PRIMARY FONT**

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monday
live
at the
brooklyn
bowl

a project
created by
isabella
lamadriz

TYPOGRAPHY
PRIMARY FONT

CASP Regular includes a
limited set of characters,
but enough to cover usage
in both English and Latin
American languages.

ACCENTS & PUNCTUATION

mañana
estación
¿qué pasa?

TYPOGRAPHY
PRIMARY FONT

CASP Regular also includes alternate characters for the letters J, L and X, to help with legibility.

These can be accessed in softwares that support OpenType features.

CHARACTER ALTERNATES

jj ll xx

CASP's secondary font is Youth, designed by foundry All Caps.

Youth has similar geometric features and pairs beautifully with CASP Regular.

It's available in two weights, Regular and Bold, to cover different needs. Youth has an extended set of characters and it's great for functional, longer text formats.

YOUTH BOLD

abcdefghijklmnopqrstuvxywz
ABCDEFGHIJKLMNOPQRSTUVXYWZ
123456789 !?@£$%.,&

YOUTH REGULAR

abcdefghijklmnopqrstuvxywz
ABCDEFGHIJKLMNOPQRSTUVXYWZ
123456789 !?@£$%.,&

TYPOGRAPHY
USAGE

Here's a little more guidance on how to pair the two brand fonts.

Primary: CASP Regular
Headlines
Big statements
Large text formats

Secondary: Youth
Supporting text
Paragraphs
Small text formats

YOUTH

CASP REGULAR

free entry   monday   9.5.24

album release party

CASP REGULAR

open studio

casp

MONDAY
SEPTEMBER 5TH
BROOKLYN, NYC

YOUTH

illustration

ILLUSTRATIONS
INTRODUCTION

Illustrations are a powerful tool to visually translate the feeling of CASP's music.

CASP has a library of illustrations which will constantly evolve as needed.

**ILLUSTRATIONS
ASSETS**

These are the five current brand illustrations.

More are coming soon.

1. DANCING FEET

2. HANDS

**ILLUSTRATIONS
ASSETS**

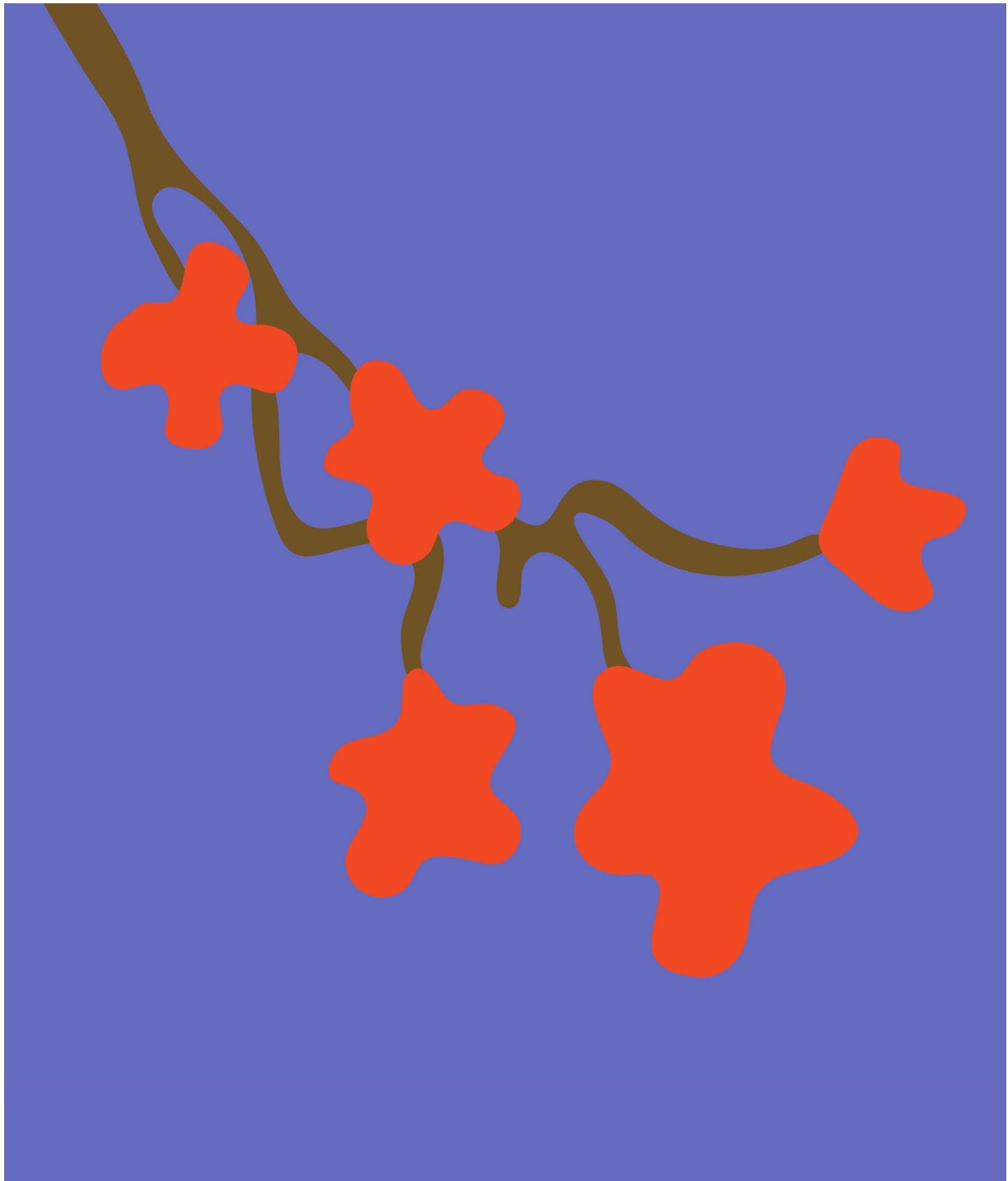**These are the five current brand illustrations.**

More are coming soon.

3. RECORD PLAYER

4. WOMAN

5. FLOWERS

ILLUSTRATIONS
FORMATS

The illustrations can be adapted to different formats as needed.

However, it's important to preserve the way they are cropped so the details are not lost.

Here's an example.

SQUARE

POSTER

LANDSCAPE

application

APPLICATION TEMPLATES

The brand assets were created to be flexible and can be combined in multiple different ways.

In this section we'll provide a little guidance on how to make sure they are combined effectively.
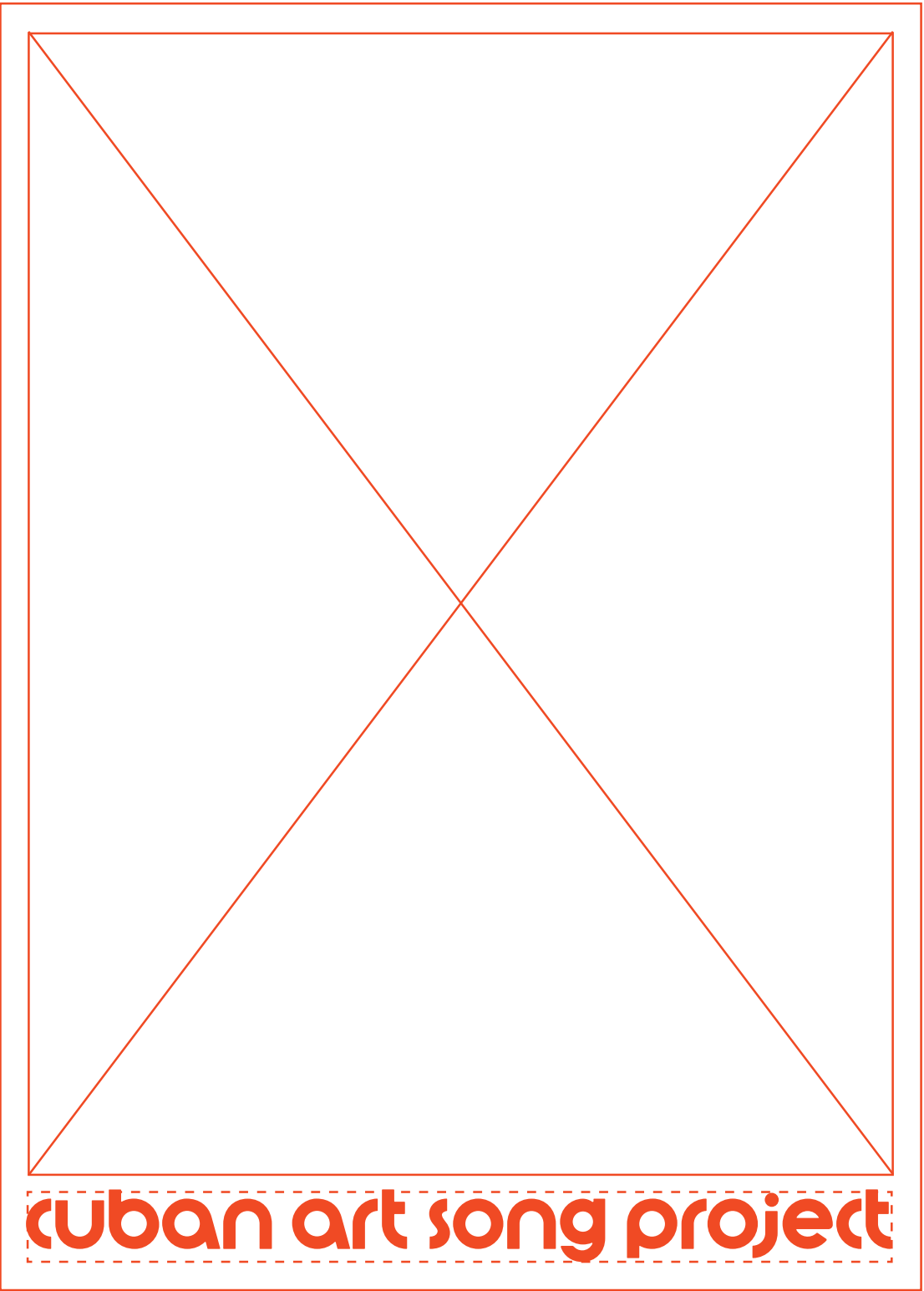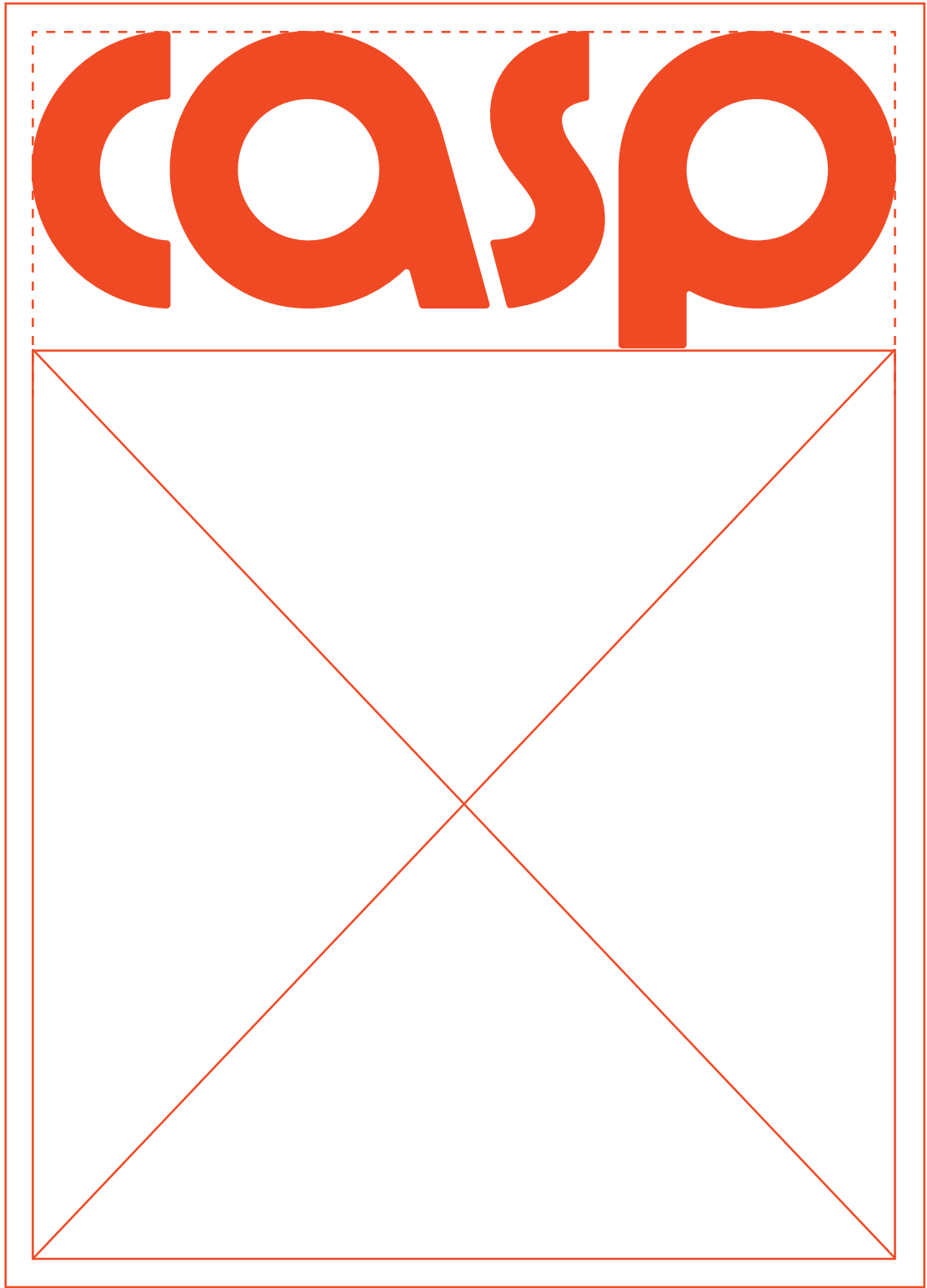
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**APPLICATION
TEMPLATES**

Here are a few templates that
help provide guidance on
how to combine brand assets.

**The most important rule is
that each element has room
to shine. Layouts should feel
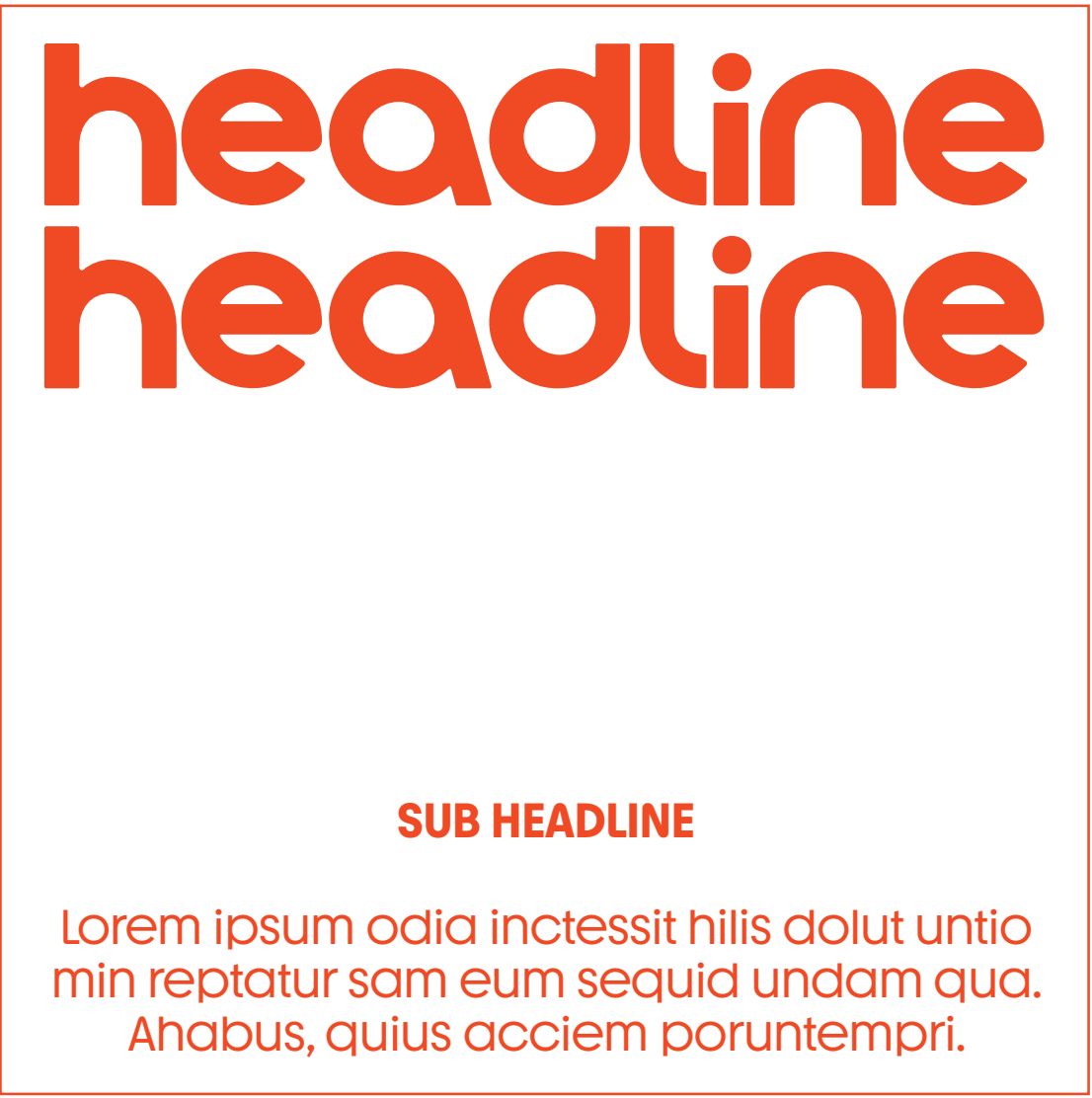energetic and bold, but not
busy.**

Do not use more than one
illustration or logo in each
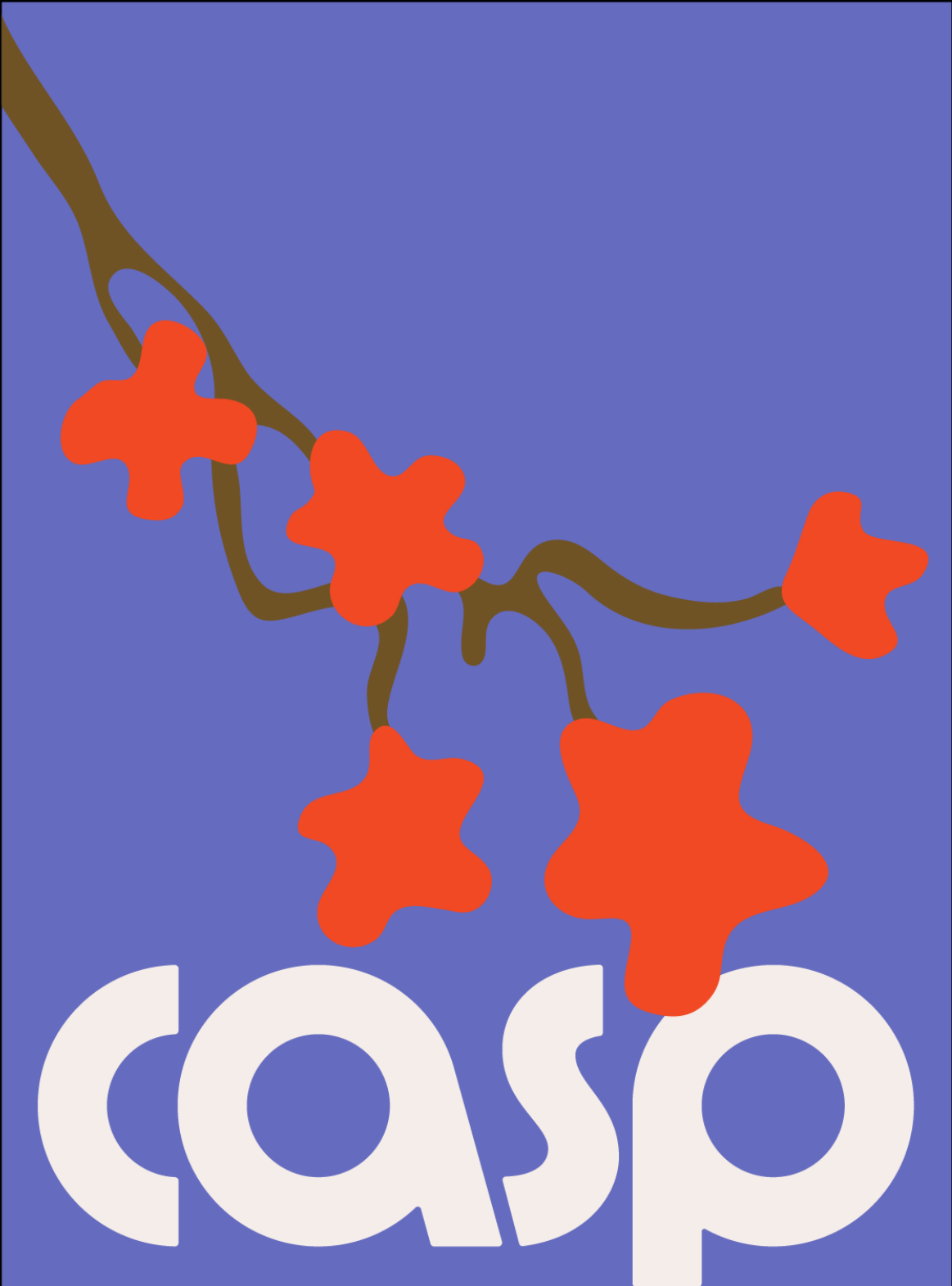piece.

APPLICATION TEMPLATES

When pairing multiple text boxes and logo, make sure to keep a sense of hierarchy between them.

The CASP Logo and the Primary Font should always be used in different sizes and places, to keep a separation between messaging and Logo.

big words

Lorem ipsum odia inctessit hilis dolut untio min reptatur sam eum sequid undam

casp

casp

big title goes here

headline headline

SUB HEADLINE

Lorem ipsum odia inctessit hilis dolut untio min reptatur sam eum sequid undam qua. Ahabus, quius acciem poruntempri.

APPLICATION EXAMPLES

Here are a few more examples of application.

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examples of application.

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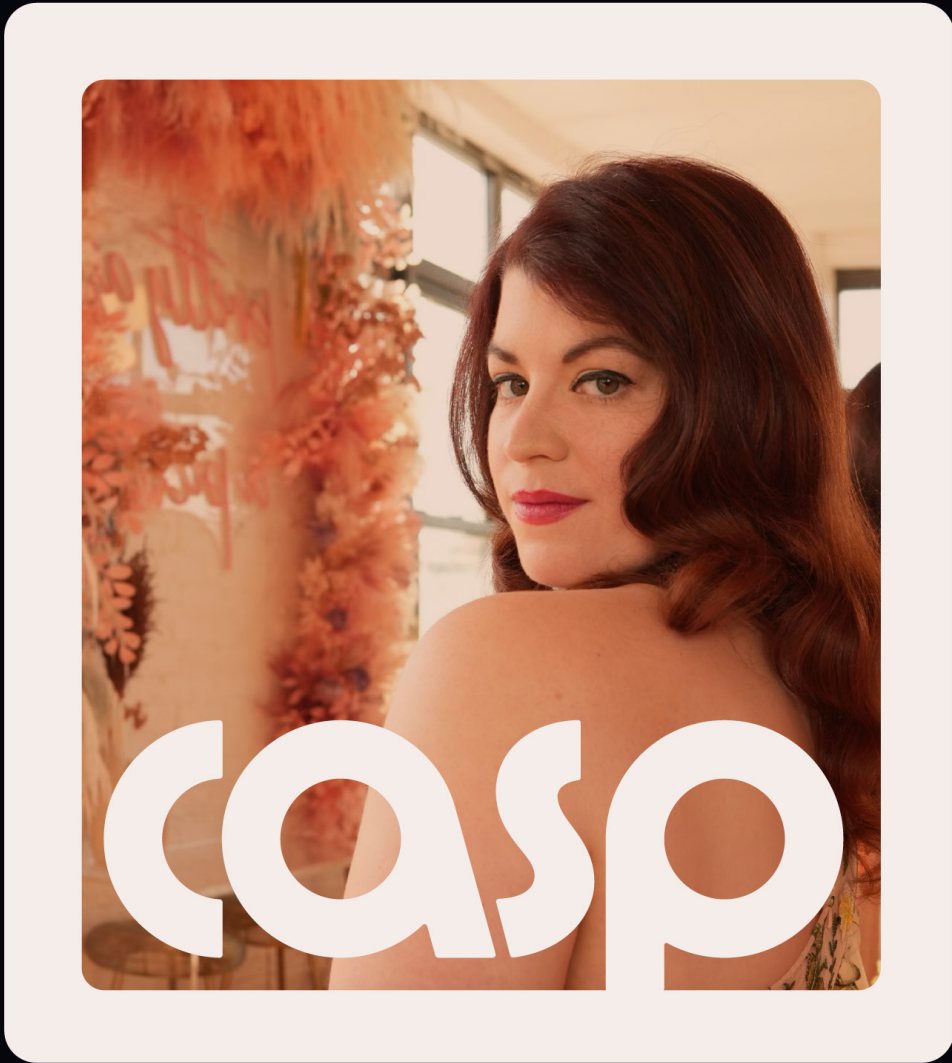
live
recording
monday
9.5.24

interview with isabella lamadriz

APPLICATION
EXAMPLES

Here are a few more
examples of application.

APPLICATION EXAMPLES

Here are a few more examples of application.

contact

In case you need more information, reach out to:

Isabella Lamadriz: Founder
isabella.lamadriz@gmail.com

Lilia Quinaud: Brand Designer
liliaquinaud@gmail.com