

CASA SAZÓN

A TABLE WORTH GATHERING AROUND.



BRAND IDEA

A TABLE WORTH GATHERING AROUND.

A distinctive point of view translated into identity, campaign, website, agent, and software.

AUDIENCE

Built for a person who values clarity, confidence, and a coherent experience before making a decision.

NEEDS

A useful signal, a clear next step, and no unsupported promise.

CONTEXT

A useful signal, a clear next step, and no unsupported promise.

DECISION

A useful signal, a clear next step, and no unsupported promise.

VOICE

A verbal system with enough character to be recognizable and enough restraint to stay credible.

 **WARM**

 **GENEROUS**

 **CONTEMPORARY**

WORDMARK

A confident typographic signature designed to stay legible from website navigation to campaign end cards.

CASA SAZÓN

CLEAR SPACE / SMALL FORMAT / CONTRAST

COLOR

A compact palette establishes hierarchy without relying on decorative effects.



SURFACE / #2A140D

ACCENT / #E95D2A

SOFT / #F6E8D2

INK / #FFF8ED

TYPOGRAPHY

Display typography creates energy. Reading typography protects comprehension.

Aa

DISPLAY / BLACK

BODY / REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

IMAGE DIRECTION

Light, composition, material, and negative space carry the brand before a headline is read.



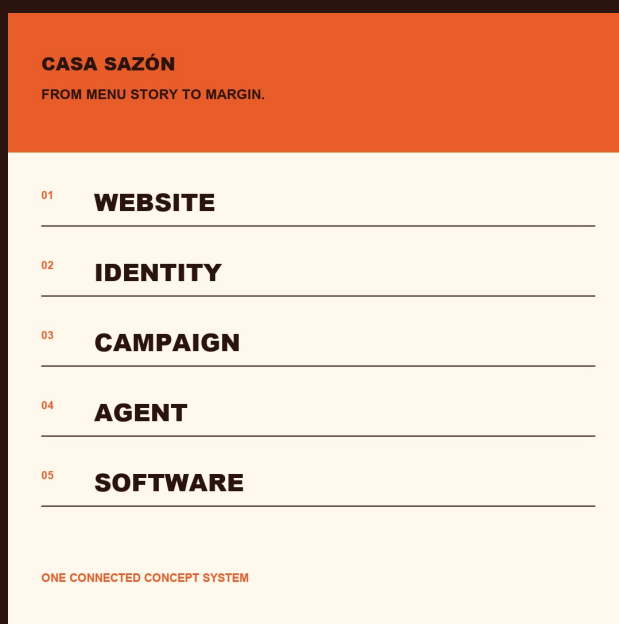
GRAPHIC LANGUAGE

A modular grid, compact labels, strong crop logic, and one accent gesture create repeatable recognition.



SOCIAL SYSTEM

Four posts and two stories translate one campaign idea into a recognizable publishing rhythm.



DIGITAL PRODUCT

The identity remains coherent while the interaction changes from website to agent to operational software.

01 / WEBSITE



02 / LIMITED AGENT



03 / SOFTWARE SANDBOX



GUARDRAILS

Protect the recognizable choices. Change the execution only when the objective requires it.

- DO preserve contrast and hierarchy.
- DO label conceptual work honestly.
- DO adapt format without losing the system.
- DO NOT invent clients, metrics, reviews, or claims.
- DO NOT turn every application into the same template.