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Name & Tone of Voice

Logo

**Graphics & Identity Guidelines**

Look & Feel

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**Colour Palette**

Typography

Typography Guidance

System Font Specifications

Pattern

Tactile Textures

Art Direction

The Casa de Sada colour palette is designed to work as a flexible system rather than a fixed composition. Each tone has been selected for its ability to sit comfortably alongside natural materials, light, and texture, allowing the brand to feel consistent across both physical and digital environments.

Neutrals should form the primary base, providing clarity and balance across applications, while deeper tones are used with restraint to introduce emphasis and hierarchy. Contrast should be achieved through proportion and spacing rather than strong saturation, ensuring the palette remains refined and composed.

When applied correctly, the colours support legibility, atmosphere, and longevity – reinforcing the brand's understated confidence without competing with content, imagery, or architectural detail.

**Dark Beige**

Pantone 7590 C  
C19 M25 Y34 K0  
R207 G186 B165  
#CFBAA5

**Brown**

Pantone 439 C  
C58 M65 Y67 K58  
R66 G51 B46  
#42332E

**Mid Beige**

Pantone 4755 C  
C17 M21 Y25 K0  
R212 G196 B183  
#D4C4B7

**Light Beige**

Pantone 7506 C  
C9 M12 Y26 K0  
R230 G216 B189  
#E6D8BD

**Olive**

Pantone 392 C  
C39 M41 Y100 K12  
R152 G129 B36  
#988124

**Terracotta**

Pantone 1525 C  
C25 M78 Y98 K17  
R165 G77 B39  
#A54D27

**Maroon**

Pantone 188 C  
C38 M93 Y78 K60  
R85 G17 B25  
#551119