

Full Color Logo

The Kasasa logo emphasizes the strength and power of the brand emphasizing its most remarkable feature: the unique brand name. With “Kasasa” in clear, unmistakable type, consumers learn the only word they need to know in order to have a better banking experience.

K A S A S A[®]

Ask for **K A S A S A[®]**

Ask for

K A S A S A[®]

Ask for **K A S A S A[®]**

Ask for free **K A S A S A[®]** checking



Black & White Logo

The full color Kasasa logo should be used whenever possible. However, in the event that it is not possible to use the full color logo, black and white logo treatments are available. Note that the logos below are only to be used in monochrome, grayscale executions.



Logo Do's & Dont's

Consistency creates a sense of comfort and recognition for consumers, encouraging them to engage with the brand. As such, the Kasasa logo should not be altered. See below for examples of accepted alterations to the logo as well as ones that are not permissible.

DO'S



Use the logo as is



Use approved black and white version



Place logo on a light enough color field



Use reversed option on color fields that are darker

DON'TS



Do not flip the logo



Do not alter individual pieces of the logo



Do not rotate the logo



Do not adjust the proportions



Do not leave out any element of the logo



Do not modify the logo colors



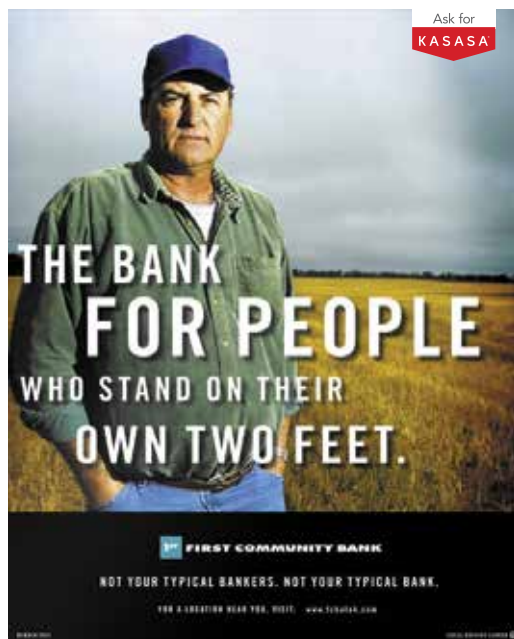
Do not type it out using another font



Do not place over a busy photograph or pattern

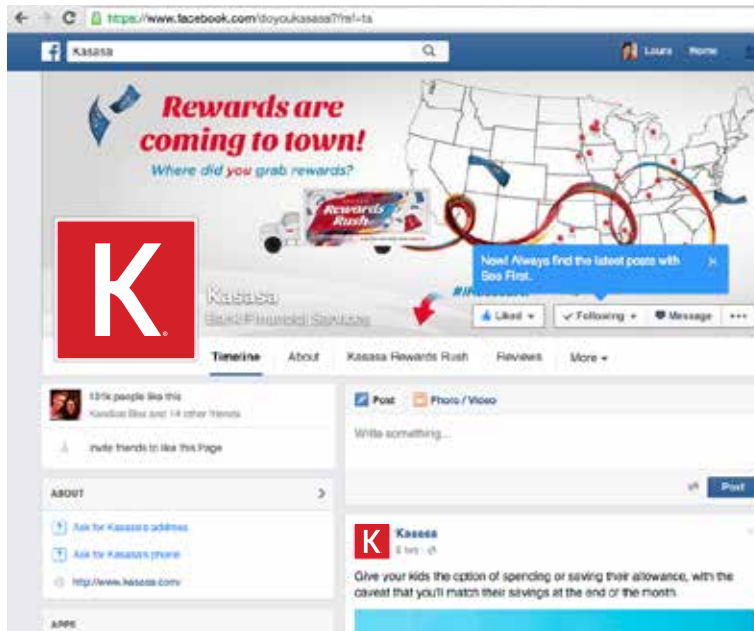
Logo Usage

While the Kasasa logo's design is firm, there exist several flexible applications of the logo. This affords Kasasa partners ample opportunity to deploy the Kasasa branding in a supporting, unobtrusive way.



Logo Usage

Kasasa's square logo iterations are mainly for use in social profiles and tchotchkes. The simple "K" logo is only to be used where there is a second mention of Kasasa.



Logo Usage on Promotional Items

Artwork for promotional items should be limited to 1 (preferable) or 2 colors. All of the logos have variations that will help facilitate this. Whenever possible, choose to print in white ink on a Kasasa Red (or standard red) background/tchotchke.



Room to Brag

On larger promotional items, such as t-shirts and bags, try to include "Free checking. Awesome rates. Quality local service." in addition to one of our logo variations. Let's brag about our awesome product!

Limited Real Estate

On smaller items, you can get away with simply the logo. Where possible, try to use the "Ask for..." badge or text logo variations.



Happy Medium

If you have a little room to breathe, include "#AskForKasasa" or "Kasasa.com" in the artwork to promote engagement.