

# Cashberry Identity Design

Final logo and logo usage guidelines



**Design**  
**Center of Excellence**



DISRUPTING AND TRANSFORMING  
BUSINESS AT SCALE

Primary Application  
/ colour on white bg



*The logo uses the initials of the logo i.e, C and B to create a form that resembles a berry combined with A clean geometric font for the Logotype.*

*Font : Monsterrat*

*Color Palette :*  **DB2F6A**  
 **666666**



Tertiary Application  
/ black n white



Tertiary Application  
/ black n white



**Thank you**