CONSERO

Consero brand guide

The logo, the colours, the type and the words of Consero, and how to use them.



Updated November 21, 2026
Logo files: conserocrm.com/brand

The logo

The logo is the gold wheel and the name in capitals. Its tagline, "Business just got better.", sits under the name in the same gold. Consero is Latin for "to sow", as in you reap what you sow.

Use the version that fits the space. Below a version's smallest size, use the next one down.

Which version to use



Logo with tagline
The full sign-off: link previews, slides, print, the foot of a page.

Smallest: 200 px / 40 mm wide



Stacked logo with tagline
Square and tall spaces: a poster, a social profile cover, a sign.

Smallest: 160 px / 32 mm wide

CONSERO

Logo

Everyday use: site headers, emails, documents, partner listings.

Smallest: 100 px / 20 mm wide

The wheel

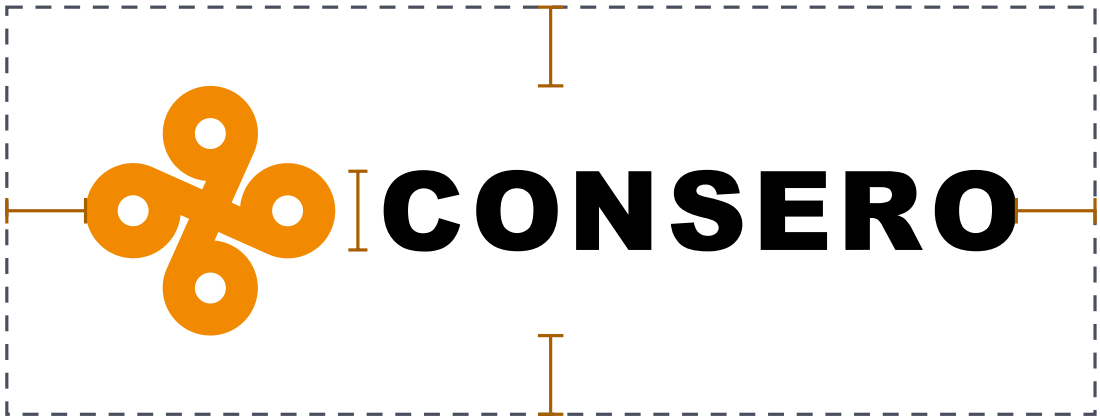
Where the name is already written nearby: app and profile icons, favicons.

Smallest: 24 px / 6 mm

Space and size

Clear space

Keep a margin around the logo as wide as the height of the O in CONSERO. Around the wheel on its own, keep a quarter of its width. Nothing else goes inside it: no text, no edge of the page, no other logo.



x = the height of the O

Smallest sizes

Each version at its smallest size on a screen. In print, keep to the sizes in millimetres.



Logo with tagline · 200 px



Stacked logo with tagline · 160 px



Logo · 100 px



The wheel · 24 px

The tagline needs room: under 200 px wide it is too small to read, so headers, emails and small spaces use the logo without it. On a browser tab or under 24 px, the wheel stands alone.

Colour

Consero gold, night and white. Gold is the only strong colour: it marks the wheel, the main button on a page and a highlight on a dark band. Anything else that needs weight gets it from size or boldness, not another colour.

Brand colours

Consero gold

HEX #F18A00
RGB 241, 138, 0

The wheel, buttons, and highlights on dark grounds. Never small text on white.

Night

HEX #14161F
RGB 20, 22, 31

Text, dark bands, and the logo on gold.

Paper

HEX #FFFFFF
RGB 255, 255, 255

The page.

Supporting colours

Deep gold

HEX #A85F00

Gold for text and focus rings on white.

Bright gold

HEX #FF9D1F

Hover on gold buttons.

Soft gold

HEX #FAD7A7

Selection and quiet fills.

Gold wash

HEX #FFF6E9

Tinted bands.

Slate

HEX #4A4F5E

Body copy and captions.

Line

HEX #E6E2DA

Rules and borders.

Raised night

HEX #1C1F2B

Panels on night.

Mist

HEX #C9CCD6

Body copy on night.

The logo on a background

Put the logo on a flat, plain background: white, night or gold.



On white: gold wheel, black name



On night: gold wheel, white name



On gold: all black



One colour: all black, or all white on dark

Contrast

Measured contrast for text, against the 4.5 to 1 that small text needs (3 to 1 from 24 px).

Pair	Ratio	Use
Aa	18.0 : 1	Night on paper: all text.
Aa	8.2 : 1	Slate on paper: body copy.
Aa	7.2 : 1	Gold on night: text of any size.
Aa	7.2 : 1	Night on gold: button labels, the logo on gold.
Aa	4.9 : 1	Deep gold on paper: text and focus rings.
Aa	2.5 : 1	Gold on paper: the wheel and large shapes only, never text.
Aa	2.5 : 1	White on gold: too faint. Use night on gold instead.

For print, match the HEX values. CMYK and Pantone values have not been set yet.

Type

The logo has its own lettering. Everything else is set in two typefaces, both free under the SIL Open Font License.



The logo

The name and the tagline are drawn into the logo files as shapes. Never retype them in another typeface: use the files.

Business just got better.

Archivo

Headings and buttons. Extra bold (800), set slightly wide, in sentence case.

Answer a few questions and Consero sets itself up around your business.

Nunito Sans

Everything else: body copy, forms, captions. Regular to bold, at 16 px or larger.

Name and words

The name

In a sentence, write **Consero**, with a capital C. The capitals belong to the logo. The customer app is **Consero CRM**. The website is **conserocrm.com**.

The tagline

Business just got better. In sentence case, with its full stop. In the logo it is set in Consero gold; in running text, write it like any other sentence.

How Consero speaks

- Plain words for a busy owner who is not technical. Short sentences, short steps, nothing that needs a glossary.

- One price, said plainly, with any discount shown as it is.
- Only what is built and proven. No invented customers, quotes, ratings or numbers; a sample screen is labelled as an example.
- The customer stays in charge: Consero's AI suggests and sets up, the customer decides what it sends on its own.
- No promise of a time ("within a minute") the product cannot keep.

Imagery

- The wheel, large and faint, is the brand's picture: a watermark at 10 to 16% strength, turning slowly with the page where motion is allowed.
- Show the product doing the work, drawn as a labelled example, rather than stock photos of people at laptops.
- No photos of customers or their staff without their written permission.

What not to do



Don't stretch or squash it



Don't rotate it



Don't outline it



Don't add a shadow or glow



Don't change its colours



Don't use white on gold: it is too faint



Don't put it on a photo or a busy background



Don't use the tagline version under 200 px wide

- Don't retype the name or the tagline, or set them in another typeface.
- Don't rearrange the wheel and the name, or put the name before the wheel.
- Don't add any other company or product name to the logo.

Files

Download the logo files and the latest version of this guide at **conserocrm.com/brand**.

Using the Consero logo

You may use these files to refer to Consero, for example in an article, a listing or a partner page. Please don't change them, and don't use them in a way that suggests Consero made or endorses your product or service.