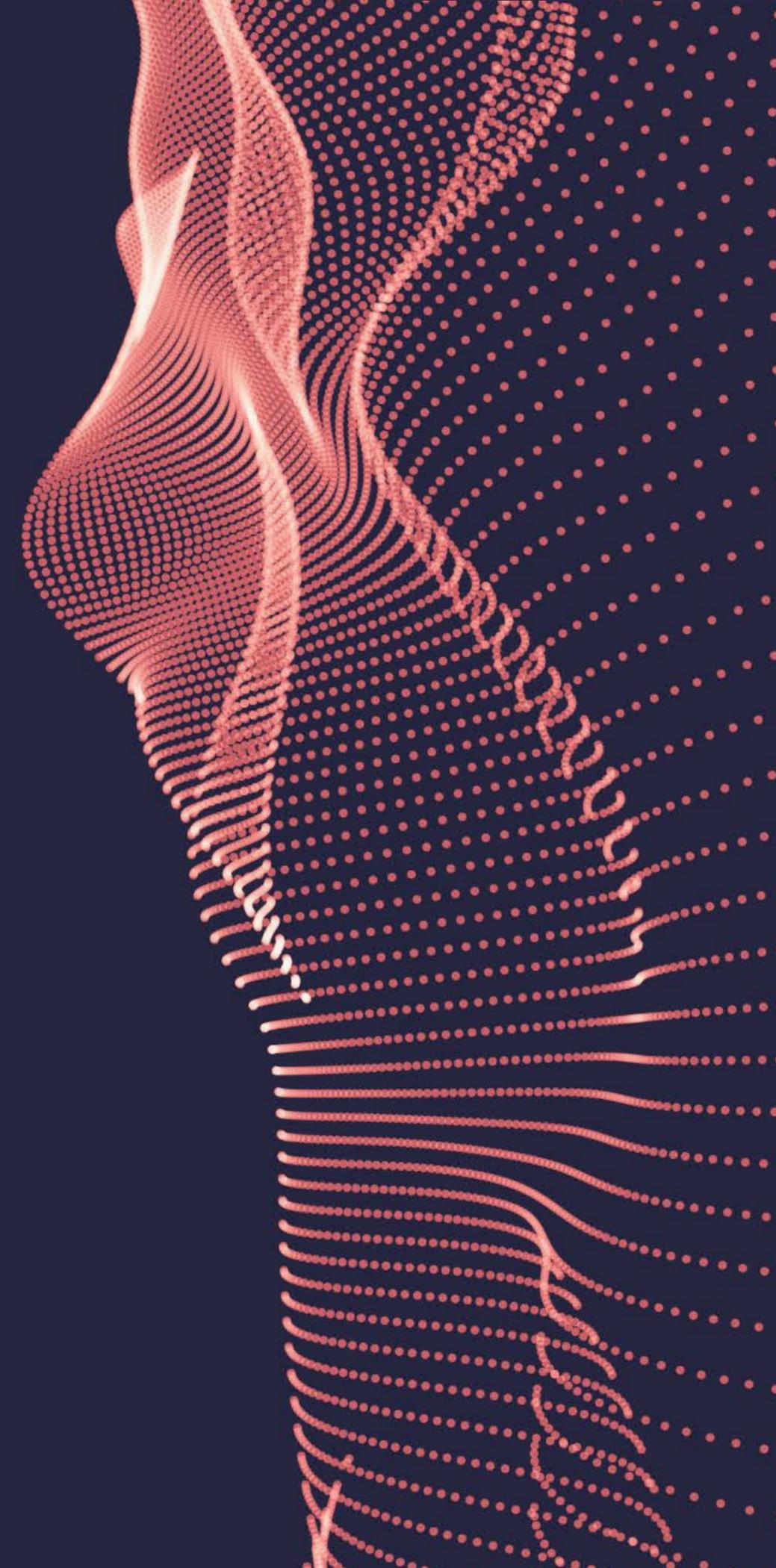


CAZOO
DATA SERVICES

Brand guidelines



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Logo

Our logo is formed of simple, modern typography. A car illustration is incorporated to add engagement and connect with our customers. It's a core part of our identity and should be treated carefully to ensure it always appears consistently and clearly.

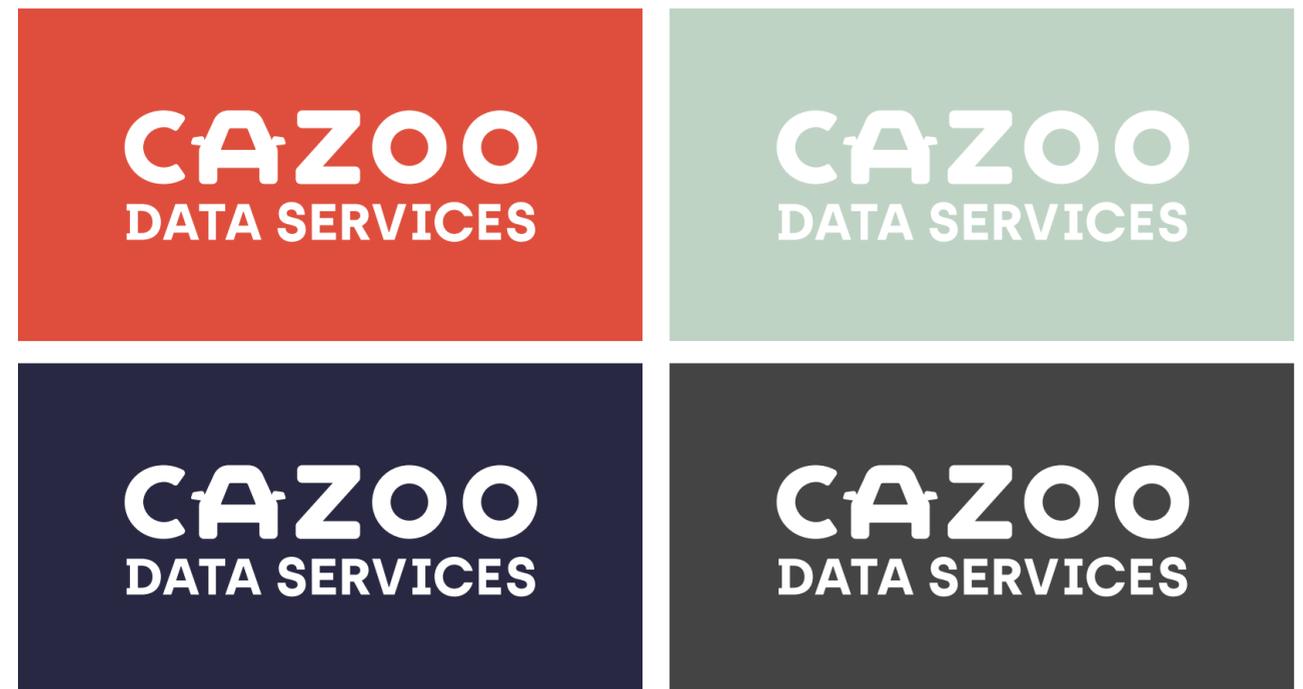
Master logo

Our master logo is shown here and consists of the logotype and our strapline. It should always appear in communications in a prominent and clear position.

Master logo on white background



Master logo on coloured background



Logo - don't

Do not tilt



Do not distort



Do not change colours



Do not modify in any way



Poor legibility



Do not put logo on top of images



Typography

Our main typeface is Archia. It's a warm typeface that strikes the perfect balance between sophistication and informality.

Usage

We use Archia whenever possible.

Use the bold weight for prominent messages without increasing the type size substantially compared to the size of the body copy/introduction copy and to highlight portions of body copy. Don't over use Bold as this can become overpowering and gives the impression that we are shouting.

Consider Bold or Regular for headlines depending on size and layout. Choose for emphasis copy. Regular or Light and use it big in layout.

Consider Regular and Light for body copy.

Type can be used to deliver a clear messaging hierarchy through weight and size. Always guarantee legibility, allow for clear space and uncluttered compositions.

Kerning can be adjusted accordingly.

Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Colour Palette

Cazoo Data Services uses the same colour palette as the core Cazoo brand but with a change in the primary use of its colours. This creates an instant correlation between both sides of the business but also allows Cazoo Data Services to have its own recognisable style and identity.

The primary colour for Cazoo Data Services is midnight blue, with celadon, orange and dark grey acting as secondary colours.

Midnight blue:

C86 M82 Y46 K49
R40 G40 B66
#282842

Celadon:

C30 M8 Y30 K1
R190 G211 B196
#BFD3C5

Orange:

C4 M80 Y75 K3
R223 G78 B60
#DF4E3C

Dark Grey:

C64 M55 Y52 K54
R69 G68 B68
#454444

Dark Grey:

C52 M38 Y34 K21
R121 G127 B134
#787F85

Light celadon:

CMYK: N/A
R244 G255 B266
#F4F6F5

White:

C0 M0 Y0 K0R255
G255 B255
#FFFFFF