

CAFO Brand Guidelines

Born in the 716.

CAFO is a serious wing field guide with a self-aware name. Keep the system warm, restrained, and useful. The WingScore is the loudest thing in the room.

Logo

Use the full logo at 120px wide or larger. Use the mark for tight square placements. Keep clearspace at least equal to the height of the C in the wordmark.

Do not stretch, rotate, recolor casually, add shadows, outline, or rebuild the mark.

Color

Token	Hex	CMYK
Dark background	#161310	86 88 90 80
Dark surface	#1E1A17	80 82 84 74
Dark text	#F5F1ED	3 3 4 0
Sauce	#F2541B	0 78 92 5
Light background	#FBF8F4	1 2 4 0
Light text	#1A1614	70 72 74 84

Heat Ramp

Heat is score color, not spice level. Always pair color with the numeric WingScore.

Score	Hex
1	#574F49
3.25	#9B7B3A
5.5	#D99B23
7.48	#EA661A
10	#CE2417

Type

Bricolage Grotesque: display and brand moments. Geist: interface and body. Geist Mono: scores, counts, dates, and technical labels.

Voice

Use check-in, log, spot, WingScore, heat, founded, profile history, and Wing Night. Never use review, post, dex, or vague error copy.

Trademark Usage

Use CAFO(TM) where formal mark notation is needed until registration exists. Use (R) only after registration. Born in the 716 is a tagline, not the primary mark.

Trust Line

Scores are never for sale. Paid support, sponsorship, claimed pages, or partnerships must not affect WingScore, ranking math, or score visibility.