PAMPERED POOCHES

DESIGN CO.

# Table of Contents

**This guide provides a consistent visual style for your brand.
As you grow your brand, things can get messy. To keep a tidy +
easily recognizable brand, we've created a visual structure to
make it easy to maintain brand consistency.**

# Brand Overview

STRATEGY — OVERVIEW

# The brand identity creates a joyful and fashion-forward vibe that The Pampered Pooches is well known for.

The brand identity offers readers a glimpse into what to expect when visiting Pampered Pooches' website; joyful, stylish and fun. The design elements intentionally and thoughtfully work together to create a joyful and celebratory look + feel reflecting the fun nature of the products Pampered Pooches produces.

**KEY WORDS**    Joyful — Calm — Playful
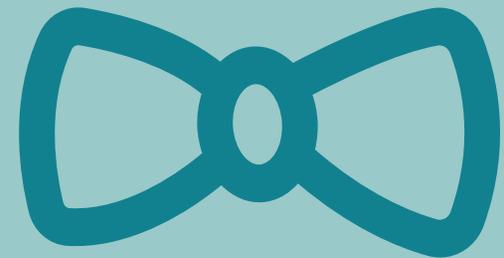
# An at-a-glance visual brand reference guide.

Frame it in your office, carry in your notebook so it's ready at all times, or laminate it if you're into that kind of thing :)

**TOTALLY #DROOLWORTHY**

PRIMARY LOGO + BRAND MARK

PAMPERED POOCHES DESIGN CO.

PAMPERED POOCHES ARE
ALWAYS IN STYLE

COLOR PALETTE

#10818F

#F0705E

#253C97

#99C8C8
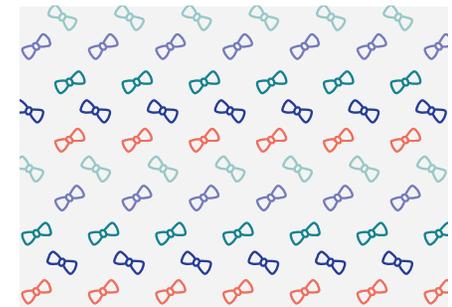
BRAND TYPOGRAPHY

AA
FRONTAGE BOLD
1 2 3 4 5 6 7 8 9 0

AA
FRONTAGE REGULAR
1 2 3 4 5 6 7 8 9 0

Aa
Rounded Elegance
1 2 3 4 5 6 7 8 9 0

BRAND PATTERNS

# Logo Usage

LOGOS — GUIDELINES

## The do's and don'ts of using your logos.

### PLEASE DO

» Use the logos provided in your various brand colors.

» Use the 'primary' logo as priority, and 'secondary' or 'sub-mark' logos as alternatives.

» Provide plenty of space around the logo. Make it big or small, just don't make it cluttered. (See page 10 for spacing guide)

» Maintain strong contrast between the logo and background.

### PLEASE DON'T

» Get silly and do something weird with the logo (please, and thank you!)

» Rotate, stretch, crop, skew or alter the logo.

» Obstruct or add to the logo.

» Apply effects (such as drop shadow) to the logo.

» Adjust the colors of the logo.

PRIMARY LOGO

SECONDARY LOGO

# Brand sub-marks show attention to detail and allow for flexibility throughout design.

## USAGE EXAMPLES

» Website favicon

» Social media profile image

» Branded stickers or stamp

» Detailing on printed or digital materials

» To create texture

# Ample breathing room is everything when it comes to your brand.

Your primary logo, secondary logo or brand marks should have a clear space margin equal to, at a minimum, half of the x-height of the logo or mark being used. No other visual elements (type, photos, your favorite cat gif) should enter this space.

This padding around the mark ensures that the logo is highly legible and will read correctly.

Be aware of legibility through sizing as well — if items within the logo becomes unreadable, do not size that small and opt for a brand mark usage instead.

TOO SMALL

USE THIS INSTEAD

## Let's talk some logistics, because we're nerdy and here to help.

Using the proper file types and color modes are just as important as being consistent through typography, spacing and color palettes.

### FILE TYPES

**.EPS**

Scalable vector with transparent backgrounds. Best for printed items.

**.SVG**

Scalable vector with transparent backgrounds. Preferred for web if file type is accepted.

**.PNG**

Raster file with transparent background. Great for web when transparency is needed.

**.JPG**

Raster file without transparency. Great for web (typically for photos).

### COLOR MODES

**FOR PRINT**

For printing, it is best to use the CMYK color breakdowns.

If you are printing a large run + using minimal colors, it is recommended to use the Pantone Matching System (PMS) spot colors for offset printing.

**FOR WEB**

For web use, it is recommended to use the HEX (#) or RGB color values.

It is important to note that each color might appear differently on various computers/devices, due to inconsistent monitor color calibration.

# Brand Essentials

TYPE — COLOR — PATTERNS

## USING TYPE

### Intentional typeface selections and usage will help ensure the success of your brand.

Frontage Bold is the primary brand typeface. It feels both playful and joyful. You'd find this typeface used in headlines and social media posts. The secondary type is ideal for subheads. And the body copy style is best for — you guessed it — body copy.

FRONTAGE BOLD

# THIS IS AN EXAMPLE OF HEADLINE TYPE. USE IT SPARINGLY, BUT DON'T BE AFRAID TO GO BIG AND BOLD.

FRONTAGE REGULAR

## SUPPORTING TEXT FOR SUBHEADS.

ROUNDED ELEGANCE

This is an example of body copy used in a paragraph. Venenatis a condimentum vitae sapien. Placerat duis ultricies lacus sed turpis. Ultrices eros in cursus turpis massa tincidunt dui. Sociis natoque penatibus et magnis dis parturient. Venenatis urna cursus eget nunc scelerisque viverra mauris in aliquam.

## USING COLOR

# Correct color usage will anchor brand consistency across all platforms.

Dark Teal is the primary brand color, which perfectly evokes the joyful and calm vibe the Pampered Pooches brand is known for. Use this key color (marked with ●) most often, especially for call-to-action buttons on a website.

The accent colors allow for diversity within the brand. These colors find their spotlight in things like sub-brands such as products, singage, packaging, etc.

The neutral palette is great for background colors on your site, products and uses where you need a lighter tint of your brand palette.

### PRIMARY COLORS

**Dark Teal**

| | |
|---|---|
| HEX: | #10818f |
| CMYK: | 85,34, 39, 5 |
| RGB: | 16, 129, 143 |
| PMS: | 2231 C |

**Coral**

| | |
|---|---|
| HEX: | #f0705e |
| CMYK: | 1, 70, 62, 0 |
| RGB: | 240, 112, 94 |
| PMS: | 7416 C |

**Navy**

| | |
|---|---|
| HEX: | #253c97 |
| CMYK: | 100, 92, 0, 0 |
| RGB: | 37, 60, 151 |
| PMS: | 2370 C |

### ACCENT COLORS

**Purple**

| | |
|---|---|
| HEX: | #767bbb |
| CMYK: | 58, 53, 0, 0 |
| RGB: | 118, 122, 186 |
| PMS: | 2115 C |

**Mustard**

| | |
|---|---|
| HEX: | #f3bf35 |
| CMYK: | 5, 25, 91, 0 |
| RGB: | 243, 191, 53 |
| PMS: | 136 C |

**Seafoam**

| | |
|---|---|
| HEX: | #9ac9c9 |
| CMYK: | 40, 7, 21, 0 |
| RGB: | 153, 200, 200 |
| PMS: | 565 C |

### NEUTRAL COLORS

**Soft Teal**

| | |
|---|---|
| HEX: | #daf0f5 |
| CMYK: | 13, 0, 3, 2 |
| RGB: | 218, 240, 245 |

**Blush**

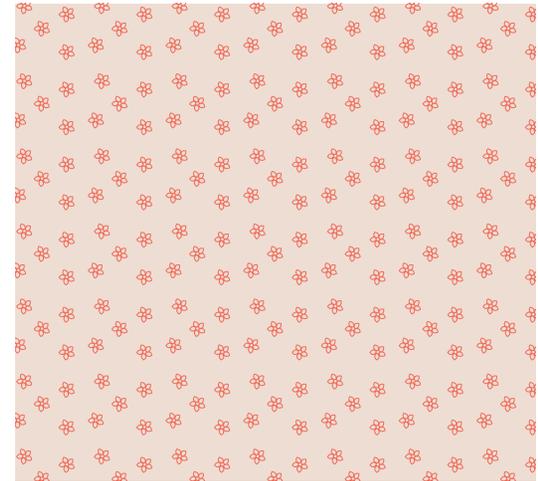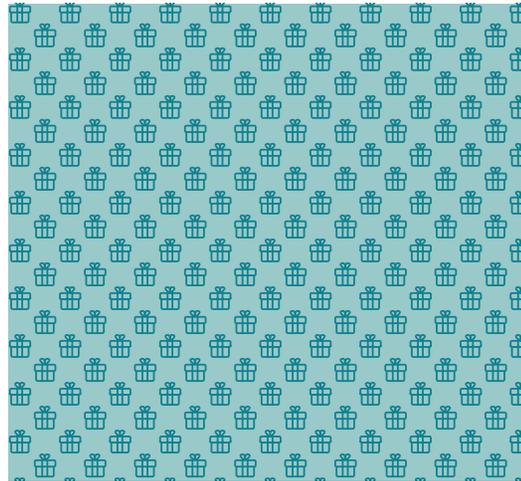| | |
|---|---|
| HEX: | #ecd9cd |
| CMYK: | 6, 14, 16, 0 |
| RGB: | 236, 217, 205 |
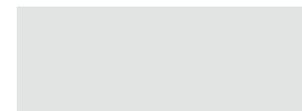
**Light Grey**

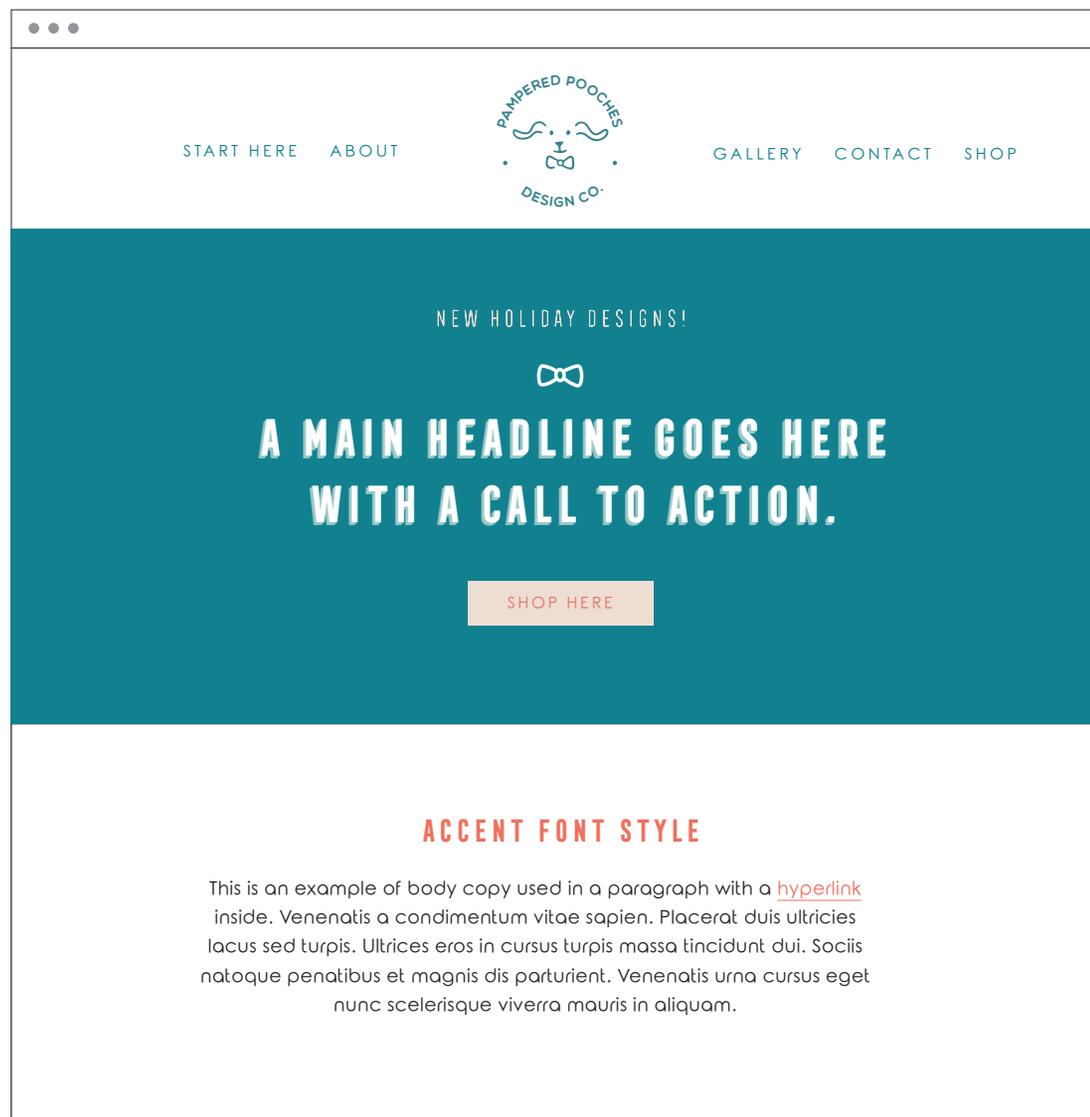| | |
|---|---|
| HEX: | #e2e3e2 |
| CMYK: | 5, 25, 91, 0 |
| RGB: | 243, 191, 53 |

**USING PATTERN**

**The unique + expressive patterns add life to the brand while still maintaining consistency to the visual core of the brand logos, colors and type.**

Patterns make their debut through branded collateral such as packaging, social media, footers, etc.
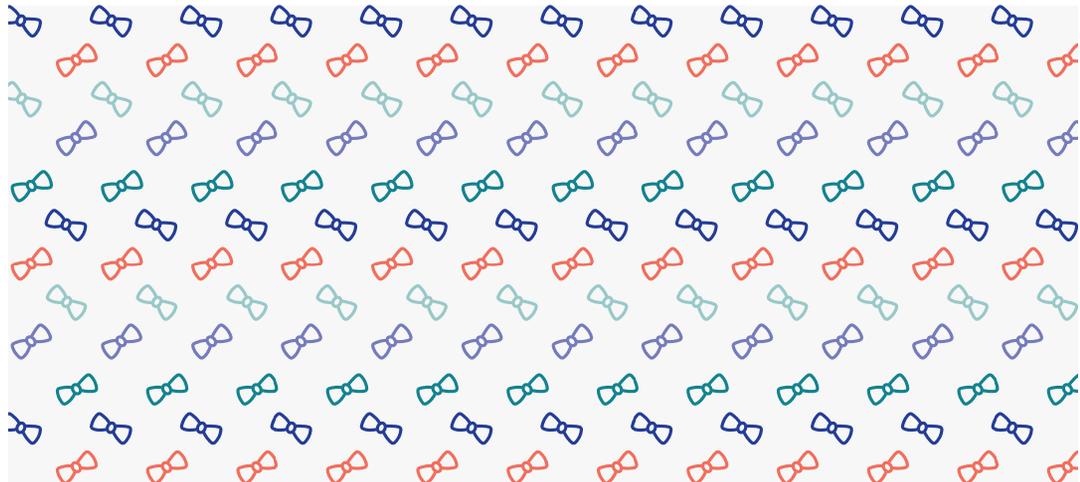
## Create brand consistency across platforms

Use the following styles for web design. The layouts included are for concept only to show the web styles together, and are not intended to be implemented as is on your website.



START HERE    ABOUT

PAMPERED POOCHES
DESIGN CO.

GALLERY    CONTACT    SHOP

NEW HOLIDAY DESIGNS!

# A MAIN HEADLINE GOES HERE WITH A CALL TO ACTION.

SHOP HERE

### ACCENT FONT STYLE

This is an example of body copy used in a paragraph with a hyperlink inside. Venenatis a condimentum vitae sapien. Placerat duis ultricies lacus sed turpis. Ultrices eros in cursus turpis massa tincidunt dui. Sociis natoque penatibus et magnis dis parturient. Venenatis urna cursus eget nunc scelerisque viverra mauris in aliquam.

# Web element styles

Type, color + web styles to consider when updating your site with your fresh new brand identity.
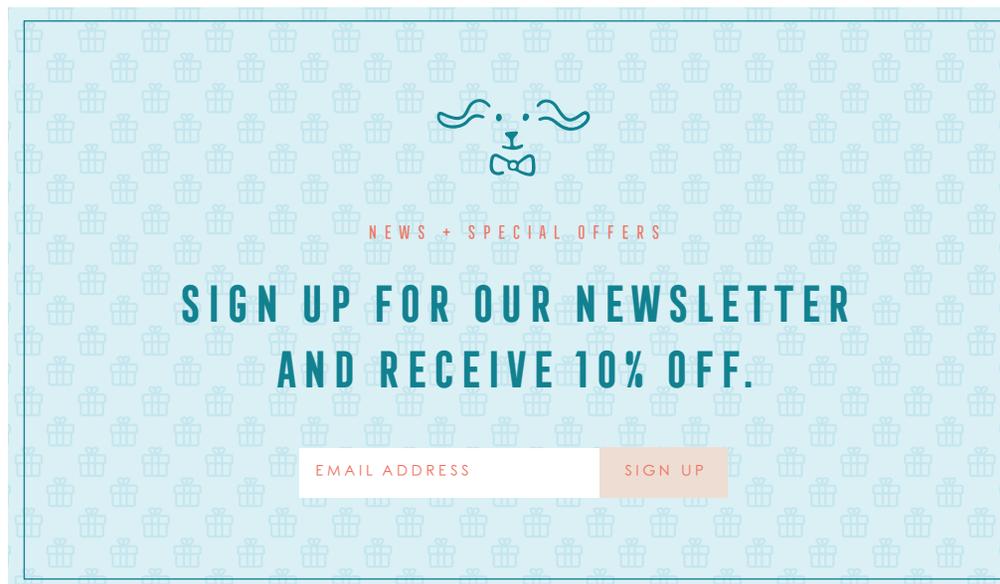
FAVICON

BUTTON STYLES

BUTTON STYLE

SECONDARY BUTTON

BUTTON HOVER

SECONDARY HOVER

NEWSLETTER OPT-IN FORM

NEWS + SPECIAL OFFERS

## SIGN UP FOR OUR NEWSLETTER AND RECEIVE 10% OFF.

EMAIL ADDRESS          SIGN UP

## Social media banner + avatar images

We'd recommend updating all social media banner + profile/avatar images to the same designs to reinforce brand recognition. If you are the face behind your brand, consider using your own photo in lieu of your logo. We've provided a branded option in case you do not have custom brand photography.

PAMPERED POOCHES ARE

ALWAYS IN STYLE
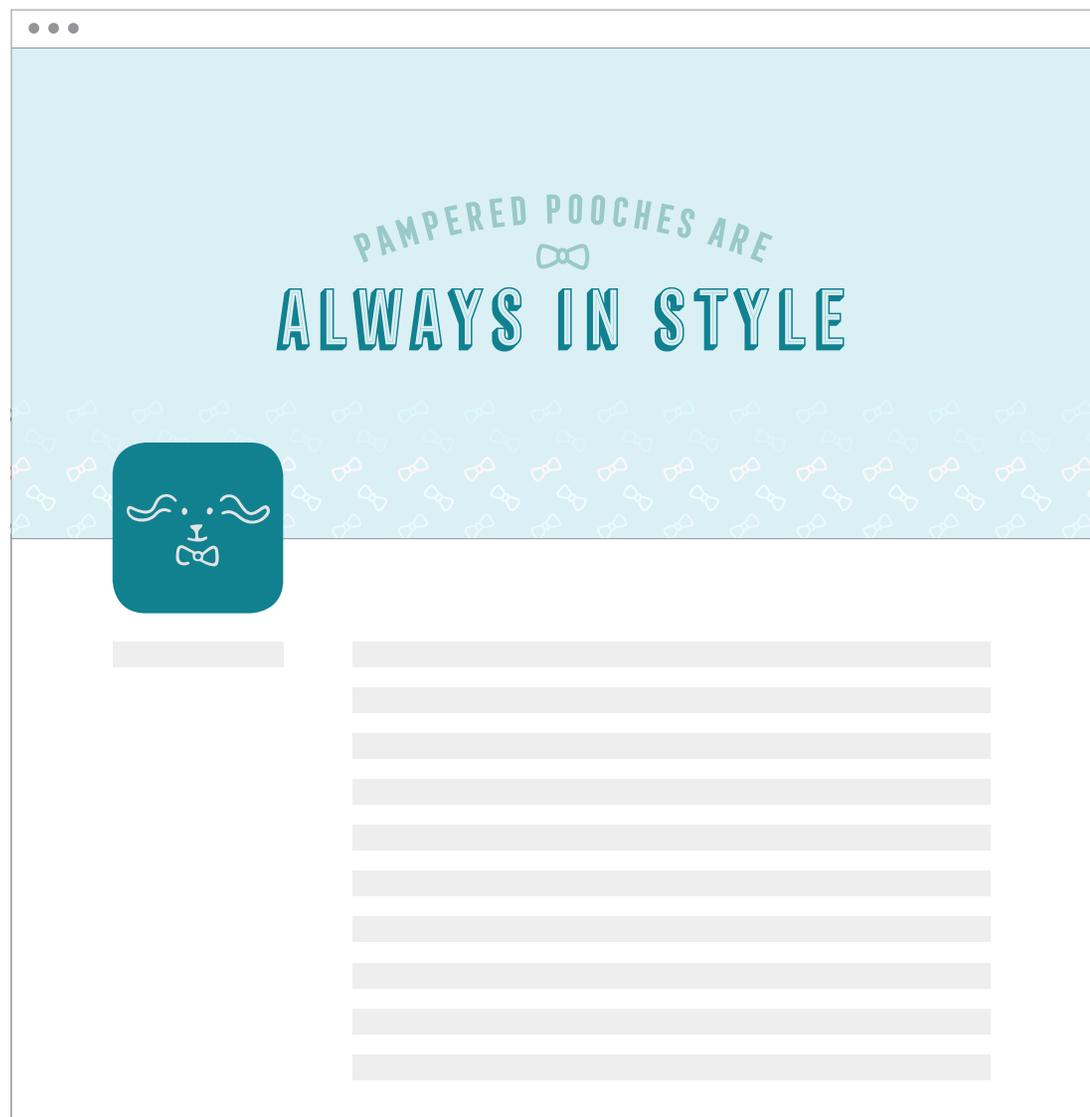
## We loved creating these custom icons (psst, they are 100% unique, just like your brand).

Use these throughout both print and web-related items to maintain brand consistency and show your audience that details matter.

BOW ICON

TIE ICON

PRESENT ICON

BALLOON ICON

PARTY HAT ICON

FLOWER ICON

This guide was created with love by Dox Design,

which means you are now a part of the #droolworthy design club!

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**dox design®**