



by bexbrands



hemp hounds™

 **brand guidelines**

september 2022

what is a brand?

A brand is a compilation of perceptions about any particular thing. A company has the ability to influence the way an audience perceives a brand by the way it looks, sounds, and behaves.

It's important for the audience to immediately recognize Hemp Hounds first, then understand the purpose of the communication.

This document provides guidelines to create perceptions of Hemp Hounds as we intend them. It is not meant to be viewed as a rule book, but instead a toolkit to be used to create any types of communication between Hemp Hounds and the audience.

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brand



- 5 core consumer persona
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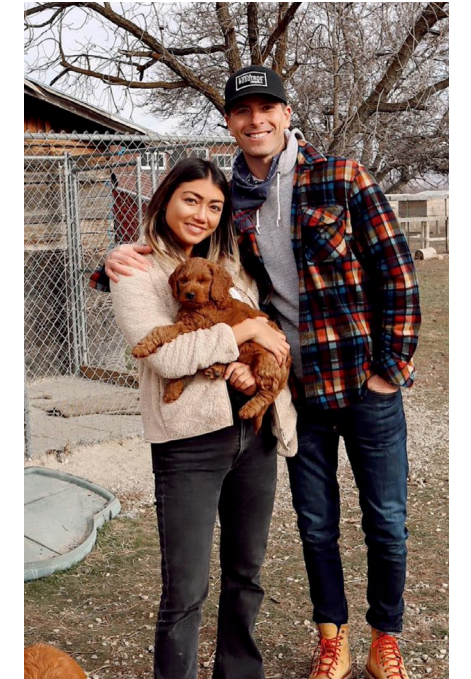
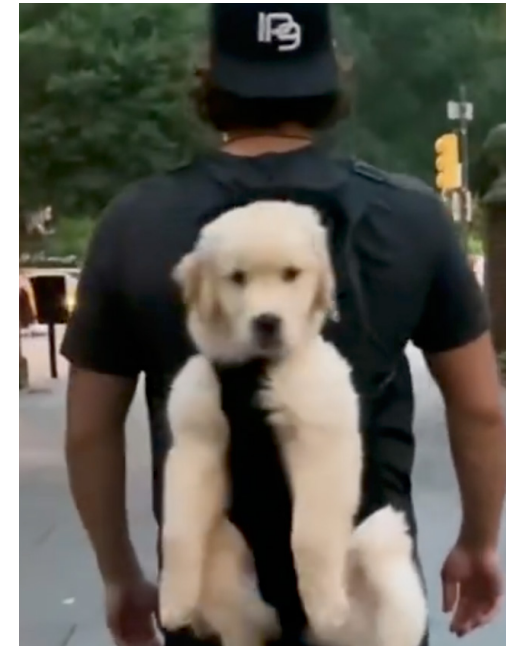
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position

This image are to be used as inspiration,
but are not licensed to Hemp Hounds.

core consumer persona

- Got a dog for companionship, comfort, and a way of meeting new people (other dog owners).
- They loves seeing their dog happy.
- Lives a healthy lifestyle, and wants their dog to emulate that, e.g., takes human supplements so gives them supplements, eats organic so buys better ingredient dog food, etc.
- Athletic and cares about fitness; lives in athleisure clothes.
- Most often shops online, including for dog supplies, but will run out to a store for last minute needs and a few staples.
- Loves the social dynamic of city living with a dog; has likely built a network of friends they met at the dog park.
- Active on social media; chances are their dog has their own Insta.
- Looks to get outdoors on the weekends, often with their dog in tow.
- Loves travel; would rather spend money on experiences than things.



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brand equities

A brand equity is a competitive strength for the brand, often in terms of functional benefits or unique attributes.

Elements of the visual identity should be included in the list of equities as they become identifiable markers for the brand.

- Natural dog health supplements that combine the benefits of hemp with natural herbs, spices, and proteins
- Supports canine cognitive, physical, mental, and emotional well-being
- Proprietary blend of terpene-rich ingredients that maximize the health benefits of terpenes in dogs
- Holistic support for canines' endocannabinoid, immune, and nervous systems
- All-natural human-grade ingredients free of pesticides and herbicides with superior sourcing (e.g. wild caught Norwegian salmon, greenlipped New Zealand mussels)

brand personality

Brand personality traits are simply how to describe the brand in humanistic terms. The personality sets the tone for the brand voice, brand culture, and visual language.

happy-go-lucky

warm

active

fun

excited

puppy energy

brand pillars

Brand pillars are the core tenets that drive your company's values, your culture, and ultimately your brand vision.

As the company grows, refer back to these when making decisions on what is “true to brand.”

the science behind the hemp

Hemp is incredible on its own but it really shines when it unlocks the benefits of other naturally-occurring terpenes found in the herbs and spices we use. It's like a booster signal for all the good stuff. On our side, we created specifically targeted formulas designed for what our dogs need most: calming, joint pain, and skin and coat health. By blending proprietary herbs and spices with hemp, we're getting more out of it than you can even imagine.

the best for our best buds

We're guilty of giving 'em the good stuff. In fact, we only use human-grade ingredients, with no pesticides or herbicides, when it comes to our supplements. Made with all-natural ingredients that come from the real world, not a lab, we source the very best — like wild caught Norwegian salmon and green lipped New Zealand mussels — because we're giving them what we'd want. Of course they deserve the best.

complete health for our dogs

It's a holistic thing for us. We designed our supplements with the understanding that we're taking care of our dog's whole body health by supporting their mental, physical, and emotional well-being. This is holistic health for their endocannabinoid, immune, and nervous systems.

we just love them

Show us purer love than a dog's. We'll wait. Honestly, though, we created Hemp Hounds because there's nothing better than the love, joy, and comfort a dog brings. They're our best friends, companions, soulmates, and more and the least we can do is give them what they need to feel their very best.

brand positioning statement

A brand's positioning is what differentiates it in the mind of the consumer. It reflects the brand pillars, key equities, and brand personality we want the consumer to associate with the brand.

Gah! We love our dogs so stinking much and there's nothing we want more than for them to be so healthy and happy.

Look, we know they're just dogs ... but they're not just dogs. That's why we created a line of daily supplements that turn their sense of wonder, play, and unbridled puppy joy up to 11. We use an all-natural blend of hemp, herbs, spices, and protein to target their mental, emotional, and physical well-being because that's what we'd want them to do for us.

Hemp is brilliant because it unlocks the health benefits of other naturally-occurring plant terpenes, helping us target different aspects of our dogs' health with specific formulations designed just for them. In other words, we're able to give them happier, healthier, and longer lives because these supplements support it.

Hemp Hounds — their healthy dose of happy.

brand promise

The brand promise is the value or belief that the brand's customers should expect across every interaction with the company and the brand.

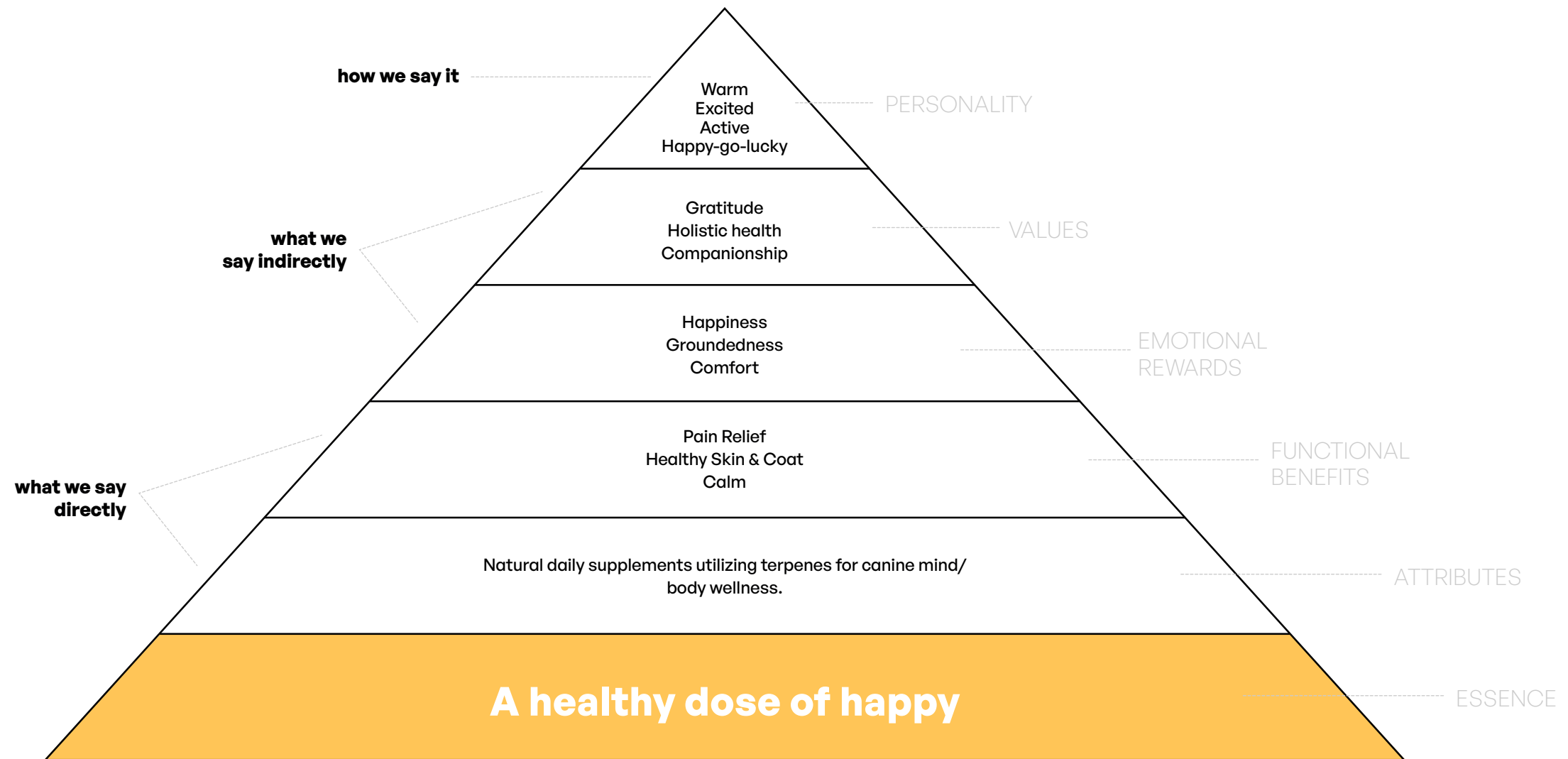
giving them the goodness they deserve.

The brand essence sums up the brand's purpose in one single phrase.

This is meant to be an internal guidepost for the brand, but can sometimes become a consumer-facing tagline or key marketing message.

a healthy dose of happy

brand pyramid



Brand voice is the unique way Hemp Hounds selects words and structures sentences throughout all touchpoints. Whether that be messaging on pack or marketing materials, captions in social media, or on merchandise. It is the way the brand communicates in order to portray the brand personality to its audience.

short, simple sentences (headlines)

laid back with a touch of humor

confident yet humble

approachable, even when speaking scientifically

passionate, but not overly emotional

**consider the mindset of a four year old dog —
happy-go-lucky, simplistic, loving life**

brand voice examples

Here are some examples of brand voice in headline and body copy form. Notice how they embody the brand personality from p. 7. Use these headlines as needed or use them as inspiration to write others in the same voice.

Headlines can be laid out in various ways; see p. 22 and the Application section for some examples.

headlines

i love your dog.

your dog is dope.

pups for president.

just trying to be as good as my dog.

we all know who's in charge here.

no treat limit.

happy. healthy.

hemp hounds = happy hounds.

made for your d-o-double g.

best treats for your best friend.

body copy

Most things in nature are better when we (humans) let them be. Hemp included! A natural teammate (just like dogs), hemp works to unlock more of the benefits of the other ingredients we use while still delivering in a way all its own.



16 logo

17 clear space & minimum size

18 don'ts

19 logo + tagline

20 icon

 logo



The logo is the most visible element of Hemp Hounds identity — it should be a universal signature across all of Hemp Hounds communications. This logo is our preferred version, using pure Black. The logo should always be left aligned within a composition. The rounded corners seen here should be utilized throughout the brand. In any instance, please consider using this logo first.

**hemp
hounds™**

clear space & minimum size

clear space/

Please give the logo the clear space that it deserves from other communications. Not giving the logo its recommended clear space diminishes its importance.

Nothing should be crowding the space of the logo; clear the height of the "h" all the way around as indicated to the right.

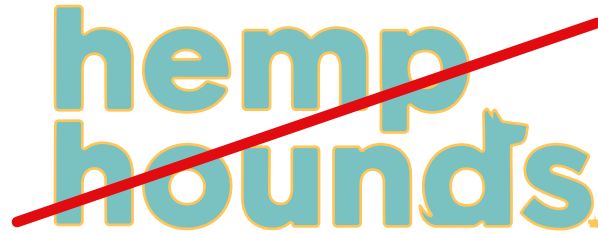
minimum size/

Do not use the logo printed less than .75" wide, or on the web no less than 180 pixels wide.



don'ts

Hemp Hounds relies on a consistent use of its logo to present a strong and recognizable image to consumers. Please do your best to avoid presenting Hemp Hounds in ways illustrated on the right.



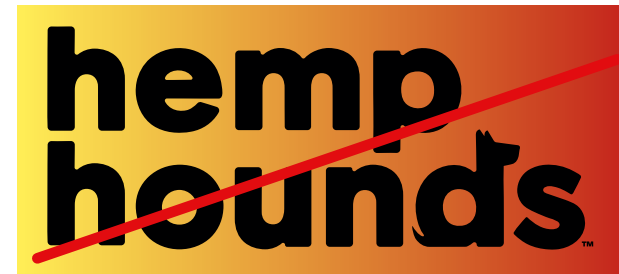
Don't change colors or add a stroke



Don't stretch, distort, or change the perspective



Don't rotate



Don't place on textured or multi colored backgrounds



Don't add a drop shadow



Don't present the logo in a different typeface

logo + tagline

When presenting the logo with the tagline please use this lockup. When using this lockup, it is okay to break the clear space for the logo. However, please use the same clear space (the height of the “h”) around both elements.

**hemp
hounds™**
a healthy dose of happy™

The "h"/dog element from the logo has been adapted to create an impactful icon for Hemp Hounds. This should be used when the logo becomes too small. It can also be used as a design element to be played with throughout the brand.

While the logo should always be presented in pure black, the icon can be presented in black, a secondary color, or reversed out of a color.



visual



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- 23 typography example
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- 25 product photography

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- 27 photography — studio
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direction

This image are to be used as inspiration,
but are not licensed to Hemp Hounds.

When developing creative expressions for Hemp Hounds use General Sans, which is both friendly and editorial and offers a variety of weights. For headlines, use bold or extralight, for subheads, use semibold, and for body copy, use regular or medium.

In all headline communications, use lowercase letters, which enhances the approachability of the brand.

Headlines should be kept to a maximum of 3-4 words per line, which creates dynamism and ownability in communications.

Messaging should always be left aligned, mirroring the logo.

NOTE
Slashes can be used at the end of headlines as accents. Please do not use in conjunction with underlines.

headlines

GENERAL SANS BOLD/

1234567890 !@£\$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GENERAL SANS EXTRALIGHT/

1234567890 !@£\$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

subheads

GENERAL SANS SEMIBOLD/

1234567890 !@£\$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

body copy

GENERAL SANS MEDIUM/

1234567890 !@£\$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GENERAL SANS REGULAR/

1234567890 !@£\$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

typography examples

Here are some examples of typography in action. Notice the use of weight, color, alignment, and line length.

a healthy
dose of
happy

collagen

Collagen makes up the dermis layer of skin, and supplements can help restore moisture and skin health.

**the best
ingredients
for our best
buds/**

color — palette & proportions

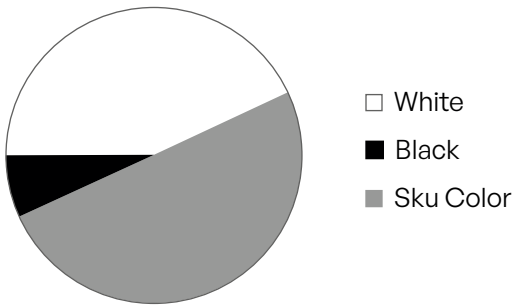
The primary colors used for Hemp Hounds is pure black and pure white. Compositions should only contain three colors — white, black, and a secondary color. White or secondary colors can be used as a background, but not black. When used on packaging or in marketing, floods of white and color should be balanced, think yin & yang. Type should almost always be in black except for when words are accented in headlines.

primary colors/

C0 M0 Y0 K0
R255 G255 B255
HEX FFFFFFFF

C0 M0 Y0 K100
R0 G0 B0
HEX 000000

PANTONE
WARM GRAY 1 C
TINT 60%
C10 M10 Y11 K0
R216 G212 B215
HEX D8D4D7



accent & secondary colors/

PANTONE
2065 C
C16 M41 Y0 K0
R220 G168 B220
HEX DCA8DC

PANTONE
135 C
C0 M18 Y72 K0
R255 G199 B98
HEX FFC762

PANTONE
1625 C
C0 M45 Y43 K0
R255 G165 B138
HEX FFA58A

PANTONE
2716 C
C44 M27 Y0 K0
R155 G174 B228
HEX 9AADE4

PANTONE
4173 C
C53 M4 Y24 K1
R124 G194 B193
HEX 7CC2C1

PANTONE
578 C
C33 M6 Y48 K2
R180 G206 B152
HEX B3CD97

product photography

tone/

Modern, sophisticated, clean, crisp.

composition/

Highlight raw & natural ingredients by arranging playfully with product or in a grid pattern. When just photographing packaging, compositions should be dynamic, which can be achieved through camera angle, positioning, and cropping.

lighting/

Bright light with strong shadows.

colors/

Neutral or colored backgrounds that adhere to the brand color palette.

NOTE

These images are to be used as inspiration, but are not licensed to Hemp Hounds..



product photography – lifestyle

tone/

Happy, connection, clean, playful.

composition/

Dogs should be interacting with product, which should be arranged dynamically. When using models, they should be interacting with the dog and product (candid moments), with the dog being the main focus. People should not be looking at camera. Utilize cropping and a wide depth of field to create impact.

lighting/

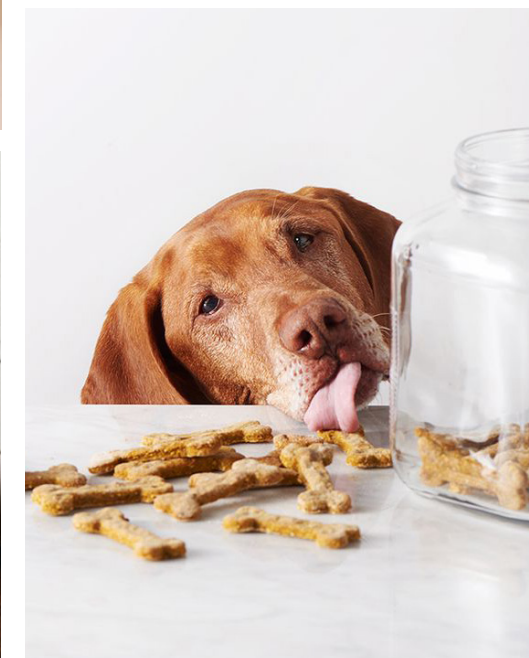
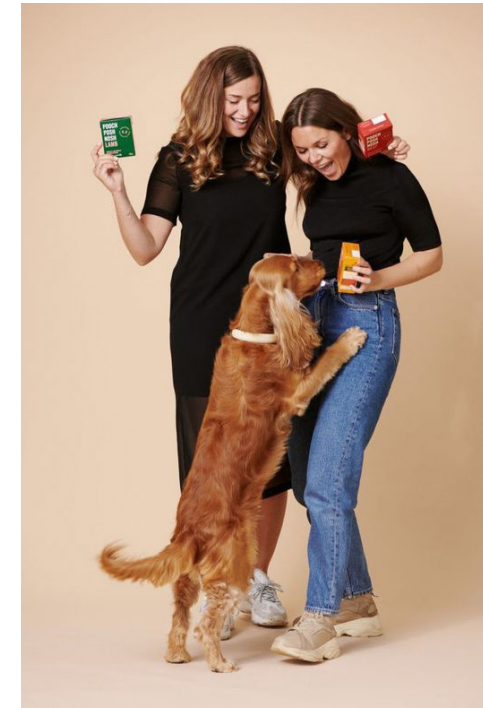
Bright light with strong shadows.

colors/

Slightly warm, neutral or colored backgrounds that adhere to the brand color palette.

NOTE

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photography — studio

tone/

Happy, playful, emotional, connection.

composition/

Dynamically cropped images that capture candid moments. Images with models should always portray connection between dog & human. People should not be looking at the camera.

lighting/

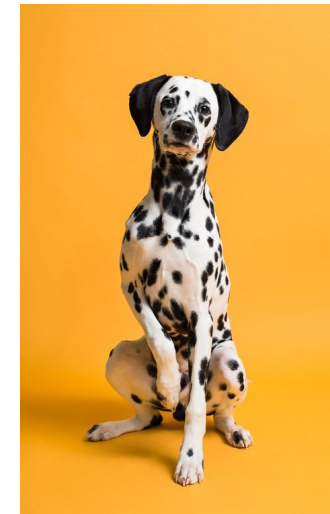
Bright light with strong shadows.

colors/

Slightly warm, with neutral or colored backgrounds that adhere to the brand color palette.

NOTE

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photography — outdoors

tone/

Happy, playful, emotional, connection.

composition/

Dogs should always be the primary focus, which can be achieved using depth of field, angle, positioning or cropping. Dynamically cropped images that capture candid moments. Images with models should always portray connection between dog & human.

lighting/

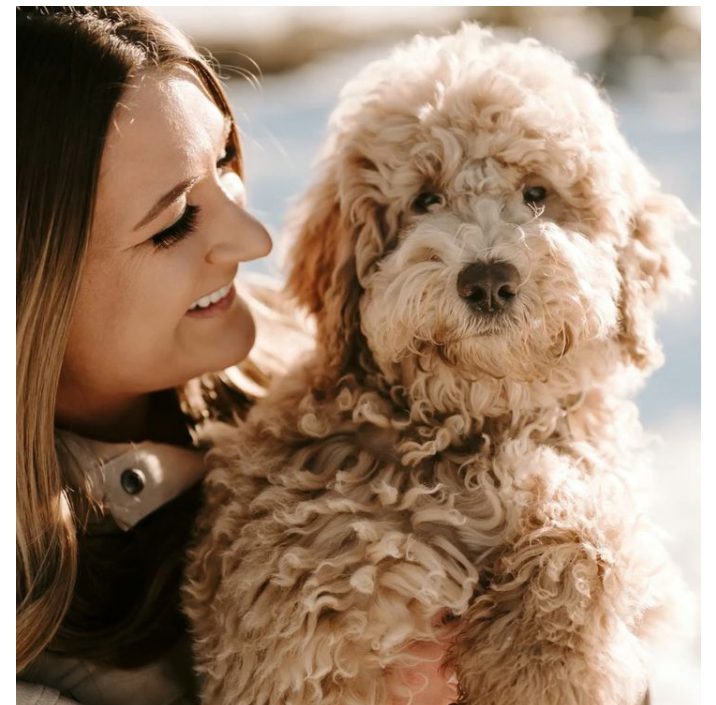
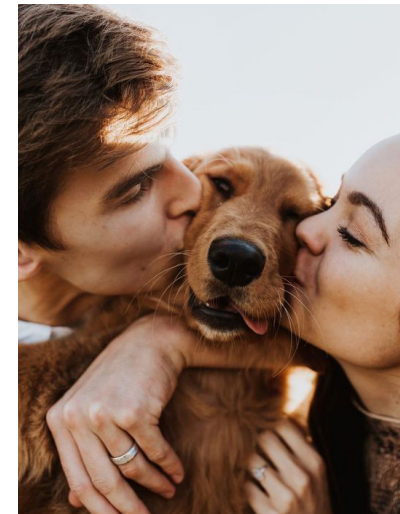
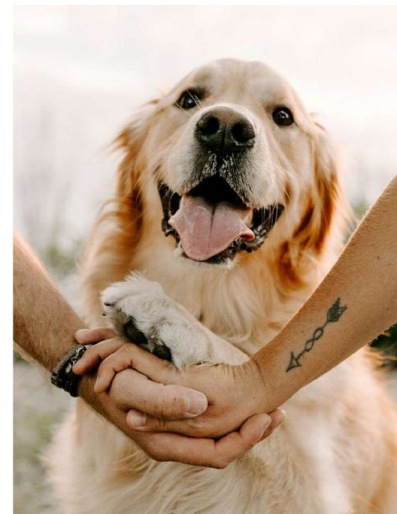
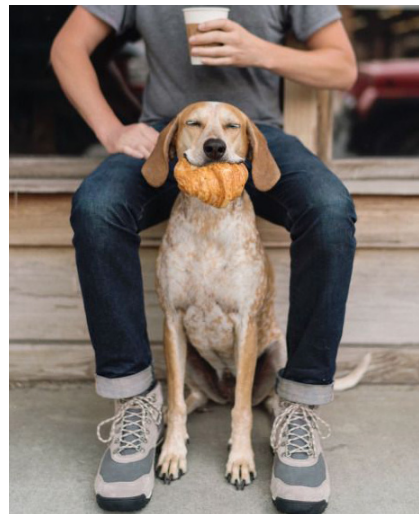
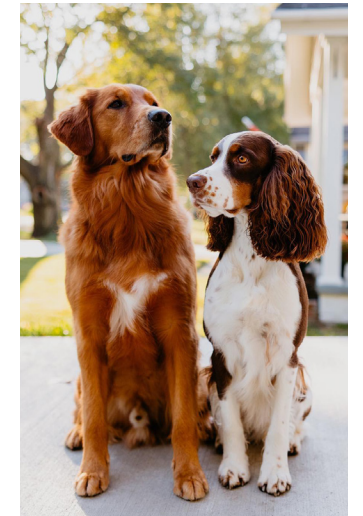
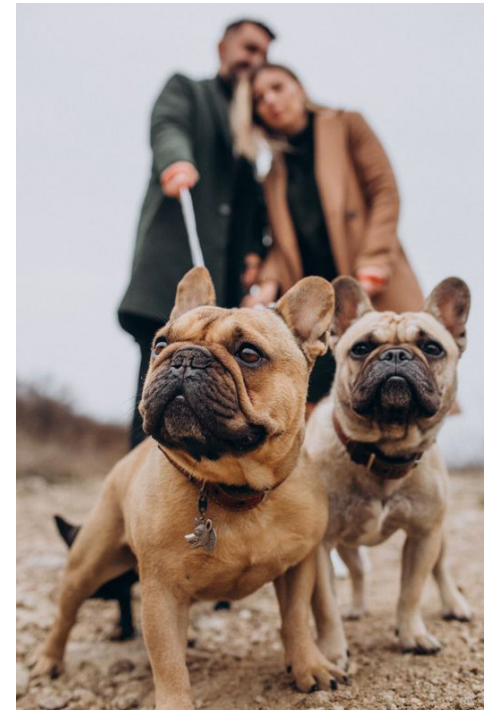
Natural and bright.

colors/

Slightly warm with pops of color found in surrounding nature.

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visual



30 ingredient icons
31 additional icons
32 flourishes

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assets

ingredient icons

These icons can be used on pack, web, and across social platforms. On colored backgrounds, white accents should be present; however these can be used on white backgrounds as well, in which they will only be shown with black strokes. Stroke weight needs to remain consistent and proportional.



collagen



biotin



**norwegian
salmon oil**



suntheanine



**valerian
root**



chamomile



**green lipped
mussel**



glucosamine



turmeric



hemp

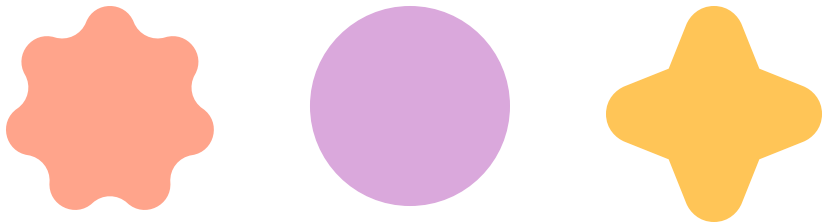
additional icons

These icons can be used on pack, web, and across social platforms. On colored backgrounds, white accents should be present; however these can be used on white backgrounds as well, in which they will only be shown with black strokes. Stroke weight needs to remain consistent and proportional.

						
crafted in US	small dog	medium dog	large dog	melatonin-free	veterinarian supported	no artificial flavors
						
no artificial preservatives	no corn	no soy	no dairy	no sugar	no fillers	
						
no wheat	all natural ingredients	plastic-free	100% recyclable	THC free	100% satisfaction guaranteed	

flourishes

These flourishes are seen on pack and differ per sku. The gear flourish symbolizes movement, the circle, calm, and the star, shine. These can be used as design elements throughout the brand. They should be presented in a secondary color, or white if on top of a colored background.



application/



type decoration

Flourish should be in the upper left corner, behind the type, relative to this proportion.



frame

These can be used to frame clipped images of dogs or dogs/owner. More about this on the following page.



icon decoration

Flourish should be presented in a secondary color and in the upper left corner of the icon, relative to this proportion.



badge

Flourish can be used as a frame in a badge. Please keep stroke weight consistent with icon and type. Badges made with icons should be black with a white background.

flourishes & images

Images of dogs or dogs/owner can be framed using shapes seen throughout the brand (flourishes or box with rounded corners). Bottom of image should be contained, top should always be breaking the frame. Composition should always be presented in a secondary color and on a white background. Images used should be bright, sharp, and masked out in Photoshop. Please keep the proportions consistent to these examples. These compositions can be used for marketing materials or web.



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photography on packaging

For front of packaging, images should show dogs at a profile, facing left. Dogs should be cropped at the top of the neck and come in from the right to mirror the logo. Images are framed with a rectangle that has rounded corners and is in the sku or secondary color. The neck should be contained in the frame, but parts of the head should not to create dynamism. Dogs should be balancing a Hemp Hounds treat on their nose. Please maintain the proportion of the dog/rectangle seen to the right.



A bar is used throughout the Hemp Hounds brand as an accent to messaging and as a design element to be played with. The weight of the bar depends on the weight of the text it is used with and should feel equal and balanced. Bold text should have a thicker stroke weight than Regular or Light text. It should always go below the text and be the same width as the last line or section it is used in.

application/

 **active
ingredients**

a healthy
dose of
happy.



heading underline

Stroke weight should feel similar to weight of text. This line is 1/4 the pt size of the type.

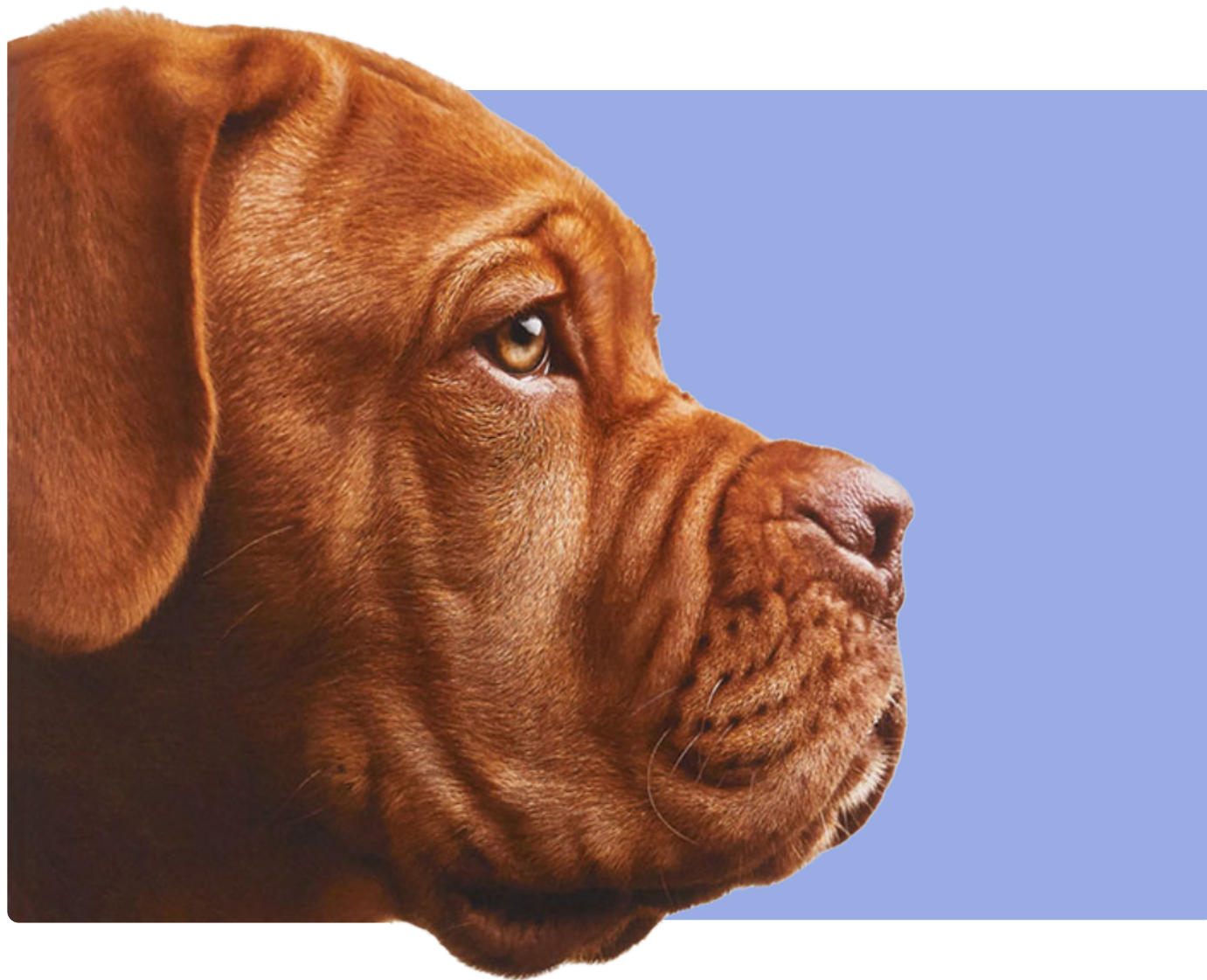
A natural teammate (just like dogs), hemp works to unlock more of the benefits of the other ingredients we use while still delivering in a way all its own.

body copy underline

Stroke weight should feel similar to weight of text. This line is 1/10 the pt size of the text.

divider

Bar is used to divide sections and frame images.



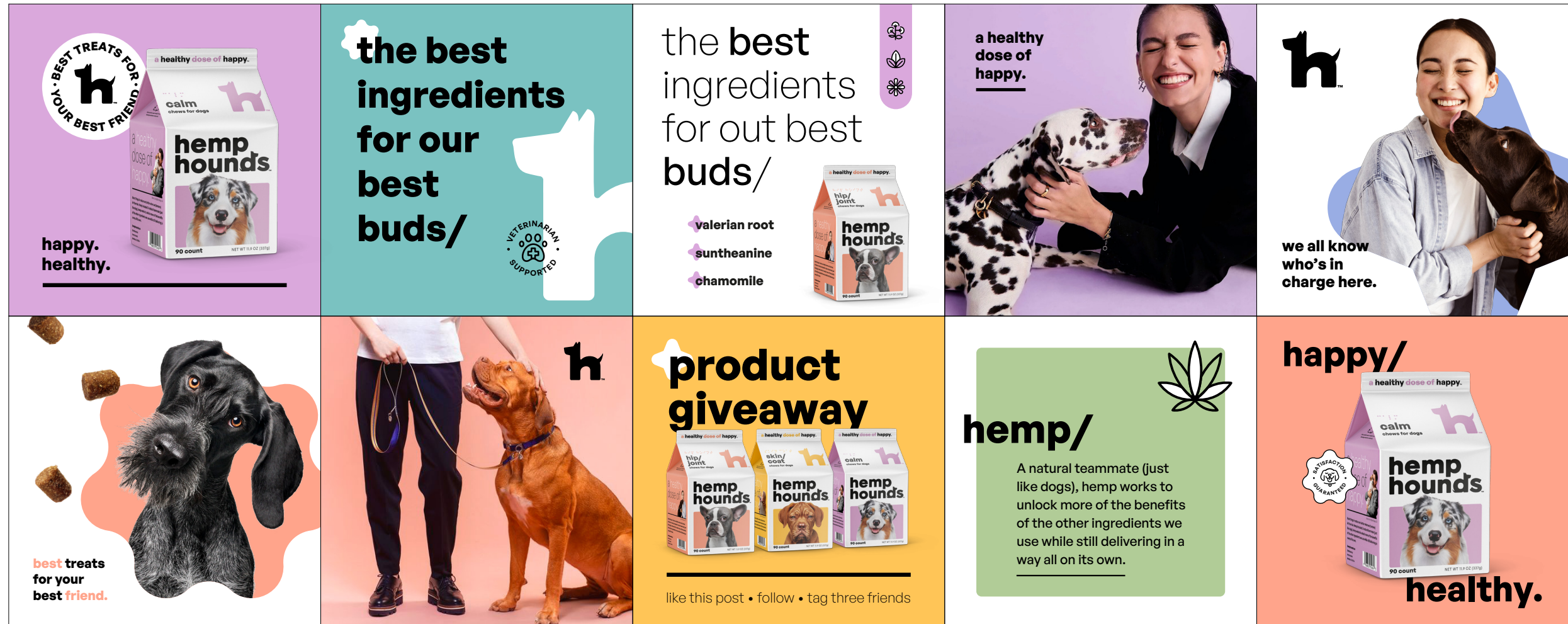
37 social media examples
38 merch examples

39 merch examples
40 packaging

application

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social media examples



These images are to be used as inspiration, but are not licensed to Hemp Hounds.

merch examples



merch examples





+thank



Please follow these guidelines and use them as you would a toolbox to have fun and create exciting, fresh pieces for Hemp Hounds.

you!