

Brand Guidelines



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The key priority for any successful brand is consistency.

Investing in branding for your business is one thing. Implementing it is another, and with our help, we want to make it as easy as possible for you to implement moving forward!

Our goal at Pet Marketing Unleashed is to provide you with the basic structure and guidelines to help you implement your new brand consistently across all platforms.

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BRAND VIBE

RELIEF
CONFIDENCE
PEACE OF MIND
WARMTH
COMPASSIONATE CARE
FUN



PRIMARY LOGO

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LOGO MOTIF

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LOGO MOTIF



ICONS



BEST PRACTICES

LOGO DOS:

1. Use your primary logo as priority, whenever possible.
2. Make sure there is plenty of space surrounding your logo. This ensures legibility and focus, which we want.

LOGO DON'TS:

1. Don't crop, add to, or skew your logo.
2. Don't make alterations or additions to the logo's text.
3. Don't use it on top of busy photography
4. Add any element to your logo.
5. Change the colors of your logo.

SUBMARK USAGE:

This is for favicon's, social media profile photos, or when your main logo will become illegible due to sizing. It can also be used in other simple ways to identify your brand.



FILE TYPES

PNG

Transparent backgrounds. Great for your logos or other brand icons that require transparency.

- Social media graphics
- For use in Canva
- Print collateral

AI

Adobe Illustrator file type, used for logo and print media.

- This file will only typically be needed by a designer, sometimes you will find screen printers will accept this file types when ordering something like a t-shirt.

JPG

Commonly used for photography.

- Email signatures
- Web

EPS

These files are for vector images, which means they're scaleable. Great for printing.

- T-shirt designs
- Sticker designs
- *Recommended anywhere where the file type is accepted*

TYPOGRAPHY

TYPOGRAPHY CONSISTENCY

Staying consistent with fonts across all mediums will ensure a more recognizable and professional brand presence.

HEADING: Made Dillan

Secondary Font: 5th Avenue - Use for accents

BODY: Open Sans

Aa

MAIN HEADER FONT

Made Dillan

Aa

SECONDARY FONTS

5th Avenue

Aa

BODY COPY FONT

Open Sans

COLOR PALETTE

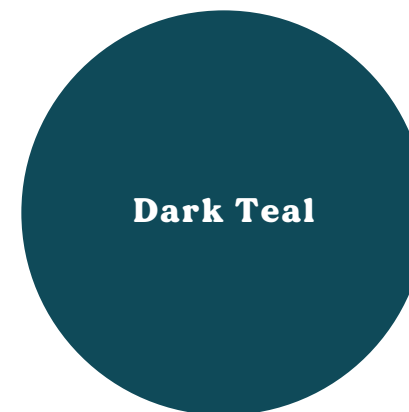
COLOR CONSISTENCY & CONTRAST

The two teal colors are your brands primary colours.

Sand should be mainly used for backgrounds.

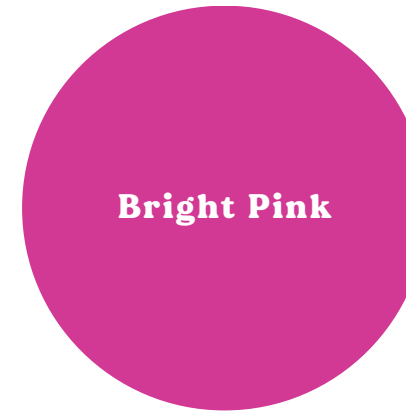
Bright Pink and Yellow are your accent colors.

White can also be used as a background color to keep things fresh.



Dark Teal

#0F4A59



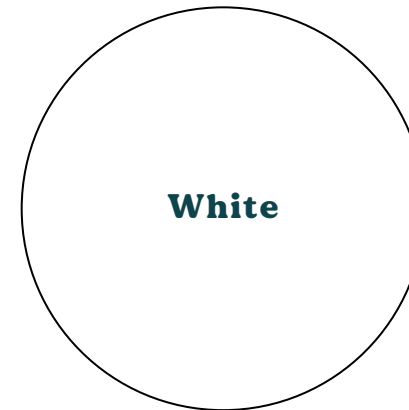
Bright Pink

#D23994



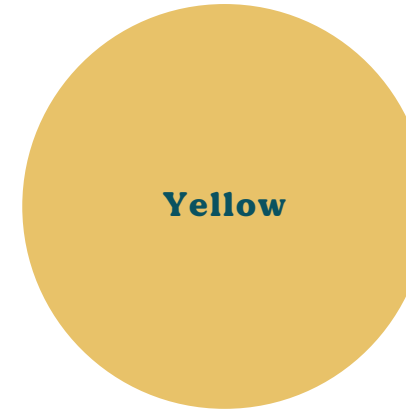
Light Teal

#0F657C



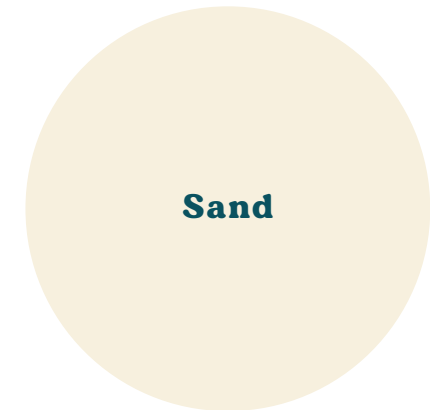
White

#FFFFFF



Yellow

#E8C269



Sand

#F7F0DE

BRAND PATTERN

Patterns can be used as backgrounds to social media graphics, website banners, or other printed materials. These are great tools to add more personality and professionalism to any medium.



This branding project was designed by:



www.petmarketingunleashed.com